



## N.J. Census 2020 – Local & State Business Community Week (May 18-24)

### Talking/Posting Points for Partners

- We're highlighting the **LOCAL & STATE BUSINESS COMMUNITY IN N.J.** and how important it is to our residents!
- Census data helps determine where more than \$45 billion in annual federal funding goes in New Jersey. So having an accurate count of our population and where their needs are is important for new business opportunities.
- According to data from the U.S. Census Bureau from a 2017 report, New Jersey is home to 233,907 employer establishments – nearly 3% of the national employer establishments (more than 7.8 million).  
*(Source: <https://www.census.gov/quickfacts/fact/table/NJ,US/PST045219#>)*
- The Census is an invaluable tool for these businesses, as it provides valuable data on communities, including population trends, growth projections and demographic information.
- Census data helps inform decision-making on business expansions and hiring strategies as well as how economic development grants are distributed.
- This week especially demonstrates the far-reaching impact of Census statistics – we've already been sharing information about how Census data helps determine how to allocate and spend billions of dollars annually for critical public services like hospitals, schools and roads. But those developments and opportunities in turn generate opportunities for private sector businesses.
- An inaccurate Census count means business decisions will be made on faulty information. For example, if a bank wants to build an app to better serve its customers, it depends on Census data to determine the app's marketability, design, and overall success.
- Retailers and manufacturers rely on the same data to decide where to build their next manufacturing plant or distribution center. For marketing and research firms, Census data plays an integral role in measurement.
- Ultimately, Census responses could lead to more jobs and new businesses in communities across the state, and that's a great thing – **especially** as our state recovers from COVID-19.
- We invite you to share our posts about the business community in New Jersey. Share Sec. Way's video, share one of our posts, or share your own post about why residents should complete the Census.
- Complete the Census at [2020CENSUS.GOV](https://2020CENSUS.GOV) or over the phone at 844-330-2020 (English), 844-468-2020 (Spanish) or any of the other language numbers listed at [CENSUS.NJ.GOV](https://CENSUS.NJ.GOV).