



## **N.J. Census 2020 – SMALL & INDEPENDENT BUSINESSES IN N.J (July 6-12)**

### **Talking/Posting Points for Partners**

- We're highlighting the importance of the Census to **SMALL & INDEPENDENT BUSINESSES IN NJ** and their communities!
- As small and independent businesses begin to re-open, it is important to not just support them economically, but also by completing the Census.
- 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 based is crucial for new business opportunities.
- According to 2017 data from the U.S. Census Bureau, 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 the highest-quality and most consistent information 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.
  - In fact, Census Business Builder (CBB) is a suite of services that provide selected demographic and economic data from the Census Bureau tailored to specific types of users in a simple-to-access and use format.
  - Entrepreneurs and business owners use data from the Census to answer key business questions, such as “Who are my potential customers?” “How many live in the area?” “How many similar businesses are already operating nearby?” “How much are those competitors paying their employees?”
  - Data can even affect what’s on the shelf in a store, and the product that goes to local distribution centers.
- This week especially demonstrates the far-reaching impact of Census data – we’ve already shared 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 local 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.
- SMALL & INDEPENDENT BUSINESSES IN N.J theme week coincides with #IndependentRetailerMonth, which encourages consumers to shop local and celebrate indie retailers, creating more sustainable cities, towns and communities. So please use that hashtag (as well as #indieretail) to help promote and support local businesses and urge their patrons to complete the 2020 Census.
- We invite you to share our posts about the business community in New Jersey. 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).