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A Quarterly New Jersey Newsletter

Garden State Data News

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Business and Industry Data Center

Jim Florio, Governor

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Raymond L. Bramucci, Commissioner

SPECIAL 1990 CENSUS ISSUE

CENSUS '90



PEOPLE. That's what the Census Bureau's new logo is all about. Its design reflects the mission of the agency -- to serve the people by gathering facts they can use to shape their lives.

The logo is circular, to show that the work of the Census Bureau is a continuous process. The concentric circles merge to form two profiles -- one looking into the past - the other toward the future. Thus, the efforts of the Census Bureau bind the past, present and future together, but are always centered on people.

The Census Bureau's Mission

"In its best interests, a civilized nation counts and profiles its people and institutions. Doing so ably and objectively is the abiding mission of the United States Census Bureau. We honor privacy, shun partisanship, invite scrutiny, and share our expertise globally. Striving to excel, we chronicle the Nation's past, describe its present and illuminate its future."

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Census '90: The Bicentennial Census¹

by *Connie O. Hughes*

Toward the end of March 1990, every household in New Jersey will receive a copy of the 1990 Census questionnaire and be asked to return it by mail to the U.S. Bureau of the Census. The 1990 Census is the Bicentennial Census with the first having been conducted in 1790, less than a year after the inauguration of President Washington and the assembling of the first Congress of the United States. The decennial census content and process has come a long way since the first enumeration.

The First Census

The responsibility for the first census was assigned to the marshals of the U.S. judicial districts under an act which, with minor modifications and extensions, governed the taking of the censuses through 1840. The law required that the completed schedules of the census be posted in two of the most public places within each jurisdiction. The inquiries in 1790 related to six items and called for the name of the head of the family and the number of persons in each household of the following descriptions: Free White males of 16 years and upward, free White males under 16 years, free White females, all other free persons, and slaves.

Census Questions

The evolution of census questions has tended to reflect societal changes. Questions on industry were included from 1810 through 1950 - later becoming the basis for the quinquennial economic censuses. Through the census of 1840, the household, rather than the individual, was the unit of enumeration and only the names of the household heads appeared on the schedules. For the 1850 through 1870 Censuses, the number of population inquiries was expanded; every person's name was to be listed, and "social statistics" (taxes, schools, crime, wages, value of estate, etc.) and data on mortality were collected for the first time in 1850. A census of unemployment was conducted in 1930 in conjunction with the decennial census. Sampling was first introduced in 1940 enabling the Census Bureau to increase the scope of the census -- employment,

unemployment, internal migration, income. The 1940 Census was also the first to include a census of housing. A question was included on basements in the 1950 Census because of the concern about the availability of bomb shelters and dropped from the 1980 Census. In the 1980 Census persons could identify themselves as "partners/roommates" while the 1990 Census differentiates between "roommates" and "unmarried partners".

Advanced Technology

Advanced technology has always been utilized in the decennial censuses. The first uniform printed schedules were used in the 1830 Census. A rudimentary tabulating machine was introduced for use in tabulating findings of the 1870 Census. A distinguishing feature of the 1890 Census was the introduction of punchcards and electric tabulating machines for processing the data. The major innovation of the 1950 Census was the use of an electronic computer, the first of a series, which was delivered to the Census Bureau in 1951 to help tabulate some of the data. Nearly all of the data processing was done by computer in the 1960 Census. An electronic device for "reading" the census questionnaires was a further innovation of the 1960 Census -- FOSDIC (film optical sensing device for input to computer). The 1990 Census will be distributed on CD-ROMs.

Establishment of the Census Bureau

Centralized census offices were first established in 1840. The census act for 1880 provided for the establishment of a census office in the Department of the Interior and the appointment, by the President, of a superintendent of the census for the duration of the census. Enumerators were forbidden to disclose census information for the first time as part of the 1880 Census Act. From 1840 through 1900, a temporary census office had been established before and disbanded after each census. A permanent Bureau of the Census was established in 1902.

Census by Mail

The 1960 Census was the first in which questionnaires were mailed with householders asked to complete the questionnaires and hold them until enumerators visited; 60 percent of the population in 1970 and 90 percent in 1980 received questionnaires by mail and were asked to mail them back. About 90 percent of the households in the nation will be mailed 1990 Census questionnaires for return to the Bureau.

The 1990 Census

Thus, the 1990 Census will include some questions asked in the past, but with changes. It will follow procedures of the past, but with innovations. It will be conducted primarily on a

mailout/mailback basis, will consist of two questionnaires -- short form with 14 questions and long form with 59 questions, and will be tabulated by computer with the resulting tabulations being distributed in hard copy, in computer tapes, on floppy diskettes, and on CD-ROMS.

Because the decennial census not only is a history of the nation's people and to some extent its technology, but also is mandated and important, this issue of *Garden State Data News* focuses exclusively on the 1990 Census -- the purpose, publicity and promotion, the process, geography issues, etc.

¹The history of the decennial censuses was extracted from: Bureau of the Census, U.S. Department of Commerce, Twenty Censuses Population and Housing Questions 1790-1980 (Washington, D.C.: U.S. Government Printing Office, 1979).

THE CENSUS PURPOSE

Apportionment & Redistricting: The Fundamental Purpose of the Census

by Douglas Moore

According to the Constitution of the United States, the census has one fundamental purpose: to ensure that the representation of each state in the U.S. House of Representatives reflects the relative size of its population as compared with other states.

Apportionment

Apportionment is the process of determining the number of representatives for each state. The U.S. Census Bureau not only conducts the census, they, as part of the Executive Branch, calculate the apportionment based upon the census results. This is done by the method of equal proportions (see box page 4).

There are 435 representatives divided up among the 50 states. Each one of these representatives is elected by the voters of congressional districts.

Populous states have more representatives than less populous states. In the 101st Congress, California had the most representatives with 45,

Wyoming had the least with one, and New Jersey had 14.

Whether or not New Jersey will lose a seat after the 1990 Census, as it did after the 1980 Census, is unclear. Although the State's population grew twice as fast in the 1980s as it did in the 1970s, it lagged national population growth.

According to reports released by the Congressional Research Service (Apportioning Seats in The House of Representatives: The Method of Equal Proportions) and the Rutgers University Bureau of Government Research (Projected Apportionment of the House of Representatives: 1990), New Jersey would retain its fourteenth seat by a small margin. On the other hand, estimates produced by Election Data Services, Inc., show New Jersey in danger of losing a congressional seat. It is, therefore, very important for each and every New Jerseyman to be counted.

Redistricting

The Census Bureau's job does not end with the apportionment process, however. Court decisions and legislation have given the Census Bureau a major role in redistricting, the process

by which state governments redraw U.S. Congressional and state legislative districts.

Both U.S. Congressional Districts and state legislative districts must be drawn so that their residents have a fair and equal share in the way they are governed.

The decennial census has played a crucial role in the apportionment of Congress for almost two centuries. But it is only the last two decades that the Census Bureau has played a role in the redistricting process.

The Supreme Court made it necessary for the states to use detailed census information in the redistricting process. The urgency of the states' need for these data led the Congress to pass Public Law 94-171 (PL94-171) in December 1975 which specifies that within one year of Census Day, the Census Bureau must send each state the data it will need to redraw districts for the state legislature.

New Jersey is currently preparing for the redistricting process. The Division of Elections is transferring the State's 6,000 ward boundaries onto census maps. These maps will be used by the Census Bureau to tabulate data for each voting district. These data then will be the basis for the drawing of legislative district boundaries.

PL94-171 Data Files

While PL94-171 requires the Census Bureau to furnish only counts of the total population to each governor and state legislature by March 31, 1991, additional data also will be included in the file. The data will be cross-tabulated for the total population and population 18 years old and over by race (White; Black; Asian Indian, Eskimo and Aleut; Asian and Pacific Islanders; and other) and Hispanic Origin. These data will be tabulated for the State, the counties, the municipalities, voting districts, census tracts and American Indian Reservations (only one in New Jersey -- Rankokas Reservation, Burlington County).

Method of Equal Proportions Guides Apportionment

Adopted in 1941 (Title 2, Section 2a, United States Code), the method of equal proportions helps the U.S. Census Bureau compile a priority list of the states. Priority value is determined by dividing a state's population by the geometric mean of its current and next seats.

Following the 1980 census, each of the 50 states was awarded one seat out of the current 435 total. Then, the 51st seat went to the state that had the highest priority value for its second seat.

In computing the apportionment from the 1980 state totals, seat 51 went to California, whose priority value under the method of equal proportions was 16,736,300. The next seat, number 52, went to New York, with a second-seat priority value of 12,736,877, and Texas received seat number 53 with a priority value of 10,060,986.

Who Needs the Census?

by Douglas Moore & Mary Ann Unger

On April 1st, every household in the U.S. will fill out a 1990 census questionnaire. About 88 million households will participate in the census by mail, another 11 million households in rural areas will have questionnaires delivered by enumerators and 6 to 7 million more households in remote and sparsely populated areas, such as portions of Alaska, will be visited by census takers. In New Jersey, the State's 3.25-million households will receive a questionnaire in the mail, asked to complete them, and return them by mail.

In 1990, \$1.3 billion will be spent to take the national census. About 6,400-7,500 New Jerseyans will be hired during the peak period and

tabulations will be made on microcomputers in 16 temporary field offices which must be set-up in the state, used and dismantled within one year.

The census is a wealth of information and its uses are endless. It will become the basis for most federal statistics programs for the next ten years. Census information is also like radar in the marketplace. It is one of the most important tools for use in determining the manufacture and distribution of products or the target area for services.

Government

Besides its constitutionally mandated requirement for redistricting and reapportionment (see page 3), the 1990 Census will have many other uses for New Jersey's state and local governments. Annually, billions of federal and millions of state dollars are distributed based on census figures. For example, during the 1980s, New Jersey allocated an average of about \$50 million per year to its 567 municipalities based on population estimates developed from the 1980 census counts by the New Jersey Department of Labor.

Businesses

For businesses, census data show the best markets for goods and services. Census demographic data can help define and locate markets to help businesses make location and advertising decisions.

For example, Mary Blachly, the Assistant Research Director for Campbell's Soup Company in Camden, stated, in her speech at the 10th Annual NJSDC Conference, that Campbell's is using census data in its "efforts to proceed in thinking global but acting local." That is, "a company the size of Campbell's has to behave as a global marketer, work toward global efficiencies" through the use of demographics "but at the same time, get as close to the consumer as possible."

Another example was articulated by Sean Looney, the Manager of Public Affairs for New Jersey Bell, in his speech at the same conference. Speaking about a current lack of trained labor in the New Jersey labor force, Mr. Looney explained how New Jersey Bell tracks census data "to figure out if there is any light at the end of the tunnel."

The census, therefore, is important to everyone. Although everyone may not use the data directly, it will effect the lives of all New Jersey residents.

CENSUS PUBLICITY & PROMOTION

New Jersey's Publicity Campaign

by Mary Ann Unger

New Jersey stands behind Census '90 in a big way. Under both the former Kean and present Florio administrations, the State Government Plan to promote the 1990 Census has gotten off to a running start. Coordinated by the State's Department of Labor, the plan aims to increase public awareness of and cooperation with the federal population count.

In early November, Commissioner-appointed census publicity liaisons for all major departments of State government met to review

the plans and to receive State-prepared publicity materials. Liaisons also discussed ways in which individual departments might use existing resources to publicize the 1990 census among hard-to-enumerate groups such as the unemployed, minorities and urban populations.

The Department of Labor has also gained support from the New Jersey Business and Industry Association as well as from the New Jersey Lottery, which will carry a census message prior to the April 1st drawing, and both the New Jersey Racing Commission and the Meadowlands Arena, which will carry Census reminders on matrix boards from mid-March through mid-April.

NJN-TV News will feature census related news minutes close to Census Day, April 1st.

In cooperation with the Census Bureau, the Department of Labor has secured agreements from Senators Bill Bradley and Frank Lautenberg as well as sports figure Willis Reed to videotape TV messages in support of the 1990 Census.

Publicity Materials Available

The New Jersey State Data Center will be receiving several thousand 1990 Census publicity items from the U.S. Census Bureau. These items include such tokens as pencils, key chains and bumper stickers. If anyone is sponsoring a function for which they feel some of these items may make appropriate handouts, please contact Mary Ann Unger at (609)633-6434.

Also available from the New Jersey State Data Center is a 1990 Census Publicity Package. The booklet contains various press releases, fliers and graphics and background information on the 1990 census.

The collection can be used in a variety of ways. The press releases can be placed in publications and newsletters. The logo can be printed on stationary or envelopes, newsletters, reports and notices. The fliers can be distributed at meetings.

Once again, if anyone would like to receive a copy of the packet, please contact Mary Ann Unger at (609)633-6434.

The State has also sent publicity materials to newspaper editors of New Jersey's two- and four-year colleges.

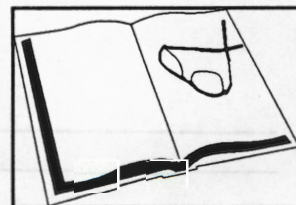
From mid-March through mid-April, the State Government Plan urges all State departments to display Census '90 posters, carry census articles in all regularly published reports and newsletters and to sport the Census logo on letterhead, stationary and memo forms where feasible. Census-related announcements are encouraged at all government-sponsored meetings and conferences with government and non-government groups. A Census '90 poster contest is being conducted for the children of all State employees.

For the general public, local governments and schools, additional materials are available. These include a Census '90 publicity packet and guidelines for conducting childrens' art contests based on a census theme. For more information, contact Mary Ann Unger at (609)633-6434.

Census Education Project

by Douglas Moore

The 1990 Census Education Project is part of the U.S. Census Bureau's national outreach program for the 1990 Census. It is directed at educating the nation's elementary and secondary school students about the census and census data. The primary component of the project is a package of teacher-ready classroom activities and recommended census outreach activities.



The teaching materials were mailed by the U.S. Census Bureau to all superintendents and through a cooperative effort organized as part of the New Jersey State Publicity Plan to principals at the State's 2,500 public and private schools. With the cooperation of New Jersey Bell, Public Service Electric and Gas Company and the New Jersey Department of Education, the New Jersey Department of Labor arranged to mail copies of the education packet to principals throughout the State. The Census Bureau suggests that schools use the kits during the last two weeks of March 1990 to coincide with

planned census public information and public service advertising campaigns.

For further information about the 1990 Census Education Project, see the *Garden State Data News*, issue #39, Spring 1989 or contact the Philadelphia Regional Office of the U.S. Census Bureau at (215)597-1990. For extra copies of the education packet, contact the New Jersey State Data Center at (609)984-2593.

Complete Count Committees

by Douglas Moore

As part of its efforts to promote the 1990 census, the U.S. Census Bureau is encouraging the formation of Complete Count Committees in New Jersey and across the nation. The committees can

be made up of local government officials, church leaders, businessmen, interested citizens, etc. These committees are to be designed to promote the census in a particular area and encourage local residents to fill out their census forms.

The committees can be formed at all levels of local government (State, County and Municipal). In 1980, a Statewide Complete Count Committee was headed by Senator Bill Bradley. The statewide committee for New Jersey in 1990 has taken the form of the 1990 Census Publicity Campaign spearheaded by the New Jersey Department of Labor.

Currently in New Jersey, in addition to the statewide committee, 26 municipalities and three counties have formed 1990 Census Complete Count Committees.

THE CENSUS PROCESS

Local Review Program Update

by Douglas Moore

The deadline for the pre-census review of the 1990 Census Local Review Program for local governments was January 5, 1990. That was the deadline by which those municipalities which found housing unit discrepancies were to submit documentation to the Census Bureau for its consideration. In New Jersey, 95 municipalities responded to this phase of the program.

Census geographers are currently reviewing the discrepancies and clerical and/or field reviews are being conducted. Local estimates are compared to the census counts and ranked according to the size of the problem before census blocks are selected for additional field review. The Census Bureau will select up to three percent of all housing units within each district office territory and at least one census block per governmental unit for field review.

Pre-census local review is just one of several procedures the Census Bureau is using to check address lists used for mailing the 1990

Census questionnaires. Other programs conducted to ensure an accurate census include the purchase of commercial address lists from private vendors, the Boundary Annexation Survey (BAS), Complete Count Committees, publicity and educational programs and the Post-Census Local Review Program.

The Post-Census Local Review Program will begin in April of 1990 at which time local officials will receive post-census local review maps. The post-census maps should contain all of the corrections obtained through BAS and pre-census local review.

In late August of 1990 municipalities will begin to receive post-census local review counts. These counts will include housing unit counts and group quarters population by census block. To participate in this program, governmental units compare, on a block-by-block basis, census housing unit and group quarters population counts to local estimates of the same.

Local officials should make sure to be prepared! The deadlines for the post-census local

review program are very tight. Review of the housing unit counts and group quarters population must be complete and returned to the Census Bureau District Office (see page 12 for appropriate District Office) within 15 working days (Sundays excluded) of their receipt.

The district office will conduct a clerical and, where appropriate, a field review of the census count discrepancies. In this phase, two percent of all housing units within a governmental unit territory and at least one block per governmental unit will be field reviewed. The district office will respond, in writing, to the governmental unit regarding major census count problems.

Schedule of Activities for Post-Census Local Review

- ***April-June 1990*** - Post-Census Local Review maps mailed to local officials.
- ***Late August 1990*** - Post-Census Local Review Counts mailed to local officials.
- ***September 1990*** - Local officials review post-census counts.
- ***September 1990*** - Local officials send letter and response forms to the appropriate district office within 15 working days of the receipt of the post-census local review counts.
- ***September-October 1990*** - District offices conduct clerical and/or field reviews.
- ***October 1990*** - District offices respond, in writing, to the governmental unit.

The Questionnaire

by Douglas Moore

The content of the 1990 Census questionnaire is very similar to that of the 1980 census questionnaire. As in 1980 there will be a "short form" which includes seven population and seven housing questions asked of everyone.

Approximately 17 percent of the nation's households will receive a "long form" which includes the questions on the short form plus 26 additional questions on population and 19 additional questions on housing.

Sampling for the Long Form

The sampling plan depends on location and living arrangement. Governmental units with less than 2,500 persons (based on 1988 estimates) will be sampled at a rate of 1-in-2 housing units, or 50 percent. For governmental units having more than an estimated population of 2,500 and for census tracts with less than 2,000 housing units, the sampling rate will be 1-in-8. People living in group quarters will be sampled at a rate of 1-in-6.

"Short Form" (100% Questions) Changes

The questions on the "short form" will be asked of 100 percent of the population. Content changes from the 1980 Census include the following:

- The addition of new categories on the relationship question to determine stepchildren and grandchildren in the household, and to differentiate roommates and unmarried partners.
- A space added to allow persons from other (than those listed) Hispanic ethnic groups to write in their background. (e.g. Argentinean, Colombian, etc.)
- Expansion of the homeownership question to determine those who own their homes "free and clear" from those with a mortgage or loan.
- Addition of a question which asks whether or not meals are included in the rent will provide information on special or congregate housing for the elderly.
- Expansion of the top ranges for housing values and rents to \$500,000 or more for housing values and to \$1,000 or more for rents.

A number of items have been dropped from the 100% percent coverage of the 1980 Census:

- The complete plumbing facilities question has been moved to the long form.

- Also moved to the long form was the question about whether or not the housing unit is part of a condominium.
- Dropped entirely from the census were questions on month of birth, marital history, number of dwelling units at a single address, whether the entrance to a living quarters is shared, and the number of stories and elevators in the building.
- The description of the housing unit dropped the 1980 Census category of "boat, tent, van, etc." and uses "other" as an alternative.

"Long Form" (Sample Questions) Changes

The "long form" includes the "short form" questions plus 45 additional questions collected on a sample basis. Some of the changes from the 1980 Census include:

- Questions on education will no longer be asked on the highest grade attended but on the highest grade completed or the highest degree earned.
- The disability questions have been revised. The question on public transportation disability has been dropped while a question about functional disabilities of individuals has been added.
- As part of the question on income, a category has been added on pension income to distinguish it from the "other" category.
- A question has been added asking what time individuals leave for work.
- The types of employment will separate "private for-profit" from "private not-for-profit".
- Addition of solar energy as a type of heating fuel.
- Additions of questions on monthly condominium fees and regular monthly payment on second mortgages or home-equity loans.
- Deletion of questions on the number of bathrooms, shared plumbing facilities, types of fuels used for water heating and cooking.

Counting the Homeless

by Douglas Moore

The 1990 Census will include the Census Bureau's best effort ever at counting the Nation's homeless. Approximately 9,000 census takers,

Confidentiality

Answers provided on the 1990 census questionnaire will be held completely confidential for 72 years! Title 13 of the United States Code contains the laws governing the Census Bureau. Section 9 of Title 13 assures the confidentiality of information gathered by the Census Bureau. It specifies that the Secretary of Commerce -- in fact, no one -- may use the information furnished under the provisions of this title for any purpose other than the statistical purposes for which it is supplied.

It states that no Census Bureau publication can identify any particular establishment or individual and that no one other than the sworn officers and employees of the Census Bureau can examine information supplied in response to censuses and surveys. However, the law specifies that, after 72 years, the census schedules will be opened to public inspection and use.

Did you know, however, that anyone can view on microfiche the original responses to the 1790-1910 census at the Newark and State Public Libraries?

including some of the homeless, will be conducting the count.

The Census Bureau is currently in the process of attempting to develop a list of the homeless shelters. Letters were mailed to all of New Jersey's 567 municipalities requesting the location of the homeless shelters in their jurisdictions. Anyone aware of shelters in New Jersey should contact the Philadelphia Regional Office of the Census Bureau at (215)597-1990.

In a one-night operation called "Shelter and Street Night Enumeration" the Census Bureau will attempt to provide a count of basic characteristics of selected components of the homeless population. Counting will begin March

20 at 6 p.m. and last until 12 a.m. for those people in listed shelters. Those actually living on the streets will be counted between 2 and 4 a.m., March 21, and finally those in boarded up vacant buildings will be counted between 4 a.m. and 6:30 a.m.

The dates have been scheduled prior to census day (April 1) since many shelters close by the beginning of April.

According to the Census Bureau the count will not reflect the total number of homeless, but it may help provide a more accurate picture.

GEOGRAPHY ISSUES



TIGER – Topographically Integrated Geographic Encoding and Referencing

Think of the TIGER File as a huge map of the United States. That is basically what it is - a map that is computerized. It contains geographic coordinates (latitude and longitude) for the earth's surface features such as roads, railroads, and streams. It shows the political boundaries for areas such as cities, townships, counties, and American Indian/Alaska Native areas. It has geographic area codes for the statistical areas (such as census tracts) for which the Census Bureau collects and tabulates data. Within metropolitan areas, it even has address ranges and associated ZIP Codes for each side of street segments. TIGER has the names of streets (more than one if a street is commonly known by more than one name) and most of the waterways.

The Census Bureau developed TIGER jointly with U.S. Geological Survey (USGS). They combined detailed USGS digital data (based on map sheets in which 1 inch equals 1.6 miles) with digital data from the geographic base files (GBF/DIME Files) used in the 1980 census. They updated these digital files with new streets and street names. They updated political boundaries using boundary and annexation surveys.

This cooperative effort made it possible to assign block numbers for all census blocks in the entire nation and to record this information in the database.

Using the TIGER File and appropriate software, data analysis can be performed quickly at all levels, from city wards to congressional districts and from census blocks to states.

What can be done with TIGER? Many things! It can serve as the geographic base in market forecasting and site selection, sales and transportation routing, emergency services planning, and school district planning. These are just a few of the many ways the TIGER Files can be used.

There are two sets of TIGER/Line Files: a precensus version and a census version. The precensus version, available now, has 1988 political boundaries; the census version, available in 1991, has 1990 political boundaries. Precensus TIGER Files do not show voting district boundaries. The postcensus TIGER Files do show these boundaries. The average size of a state file is 400 megabytes, county files range in size from 1 to 100 megabytes. The files come on computer tape at 1600 or 6250 bpi, in EBCDIC or ASCII. The files also will be released on compact disk (CD-ROM) for microcomputers.

The Census Bureau is not selling any mapping or other software to use with the TIGER File; they are leaving that to the private sector. Many companies have rushed to fill the gap and already have software that meet the public needs.

Contact Customer Services (301/763-4100) at the Census Bureau for more information about these geographic files. Customer Services can supply you with a list of private companies providing the software you will need to use the TIGER Files.

User Defined Area Program

by Douglas Moore

A major problem for many users of census data is trying to obtain the data for self-defined marketing districts, service areas or business zones. Important information from the census such as income, education and employment is available for census defined areas: e.g., block groups, census tracts or municipalities. Unfortunately, such census-defined areas do not provide a perfect fit with user needs.

To better serve data users who need information for specially defined geographic areas, the Census Bureau is introducing the User Defined Area Program (UDAP). Through this program, the Census Bureau will make available a set of statistical tables showing selected social, economic and housing characteristics from the 1990 Census for geographic areas defined by data users.

This information could be obtained for such areas as: sales districts, medical service zones, areas covered by utilities such as gas and electric companies, and community development and historical districts.

To participate in UDAP, each client must delineate their service area in terms of census blocks on maps supplied by the Census Bureau and must ensure that each defined area meets a certain population criteria. Maps will be available in June 1991 for participants to begin delineating their areas. Training will be available for participants in UDAP, with special emphases on the mapping operation and 1990 census geography. Product dissemination is expected to start in December 1992.

The cost for information provided through UDAP will depend on the size of the user defined area and the number of census blocks it contains. Users requiring data for the same area are encouraged to submit their requests as a single order.

General questions on UDAP may be directed to Adrienne Quasney (301)763-4282. To be placed on a mailing list for future information on the 1990 User Defined Area Program, send your name, address, and phone number to: 1990 User Defined Area Program Information, Bureau of the Census, 1201 East 10th Street, Jeffersonville, IN, 47199-0001.

ANNOUNCEMENTS

Products From the NJSDC

The New Jersey State Data Center is currently in the process of developing its products (i.e. workshops, publications, electronic data formats) for the 1990 census data. Anyone who is familiar with NJSDC products and would like to make comments or suggestions on the content (what type of data would you like to see?) or the formats (electronic - diskettes, electronic bulletin board, hard copy, workshops) should write to:

Douglas Moore
NJ Department of Labor
Division of Labor Market & Demographic
Research, CN 388
Trenton, NJ 08625-0388
(609)292-0076.

Job Opportunities!

How would you like to make anywhere from a few hundred to several thousand dollars over the next few months? You'd be doing work that's interesting and also of great value to the country and your community.

Help the government take the 1990 Census of Population and Housing of the United States. It's a great opportunity for you to earn extra money - and have the satisfaction of doing a job that really counts. These jobs are important in getting the census done.

The census itself -- which takes place every ten years -- is important to all of us. To make sure it's done right -- and quickly -- the Census Bureau will need thousands of temporary workers for many different jobs.

Assignments may last from two to eight weeks. The hours are flexible, so in some cases you can arrange your hours to fit your lifestyle.

What's more, you'll learn skills and gain experience that could help you in future jobs -- and you will get paid while you train.

The following positions are available in New Jersey:

	<u>South.</u> <u>N.J.</u>	<u>North.</u> <u>N.J.</u>
Enumerator	\$7.00/hr.	\$7.50/hr.
Sup. Office Clerk	7.00/hr.	7.50/hr.
Data Transcriber	6.25/hr.	6.75/hr.
Administrative Assistant	7.00/hr.	7.50/hr.
Stock & Supply Ass't.	6.25/hr.	6.75/hr.
Clerk	6.25/hr.	6.75/hr.

For more information, contact a District Office.

District Offices in New Jersey

There are 16 1990 Census temporary District Offices in new Jersey to conduct field operations.

Bridgeton
164 West Broad St.
1st Floor
Bridgeton, NJ 08302
(609)453-2600

Deptford
Lenape Center
6 North Broad Street
Woodbury, NJ 08096
(609)384-3000

Fairfield
The Atrium
30 Two Bridges Road
3rd Floor - Suite 350
Fairfield, NJ 07006
(21)808-3500

Jersey City
Kennedy Commercial
Building
2853-57 J.F.K. Blvd.
5th Floor
Jersey City, NJ 07036
(201)714-7380

Long Branch
Siegfried Building
540 Broadway
Suite 104
Long Branch, NJ 07740
(201)571-7600

Mountainside
240 Sheffield Street
2nd Floor
Mountainside, NJ
07902
(201)789-2990

Cherry Hill
950 North Kings Highway
2nd Floor
Cherry Hill, NJ 08034
(609)779-2150

Dumont/Bergenfield
155 N. Washington Ave.
Suite 3000
Bergenfield, NJ 07621
(201)387-3818

Hackensack
100 First St.
Ground Floor
Hackensack, NJ 07601
(201)342-2201

Lakewood
Peter A. Thomson Bldg.
1970 Swarthmore Ave.
1st Floor
Lakewood, NJ 08701
(201)901-2600

Morristown
Court House Plaza
60 Washington St.
Ground (Basement) Floor
Morristown, NJ 07960
(201)829-6850

Newark
18 Rector St.
3rd Floor
Newark, NJ 07102
(201)624-8772

District Offices in New Jersey (con't.)

New Brunswick

259 George Street
1st Floor
New Brunswick, NJ
08901
(201)418-3455

Trenton

Station Plaza III
44 S. Clinton Ave.
7th Floor
Trenton, NJ 08609
(609)394-6680

Union City

2201 Bergenline Ave.
3rd Floor
Union City, NJ 07087
(201)330-2626

Wayne

Mosler Bldg. - 1st Floor
415 Hamburg Turnpike
Wayne, NJ 07470
(201)904-6680

ANSWER THE CENSUS!

IT'S EASY -- Takes 15 - 45 minutes.

IT'S SAFE -- Answers are confidential for 72 years.

IT'S FUN!

STATE OF NEW JERSEY
DEPARTMENT OF LABOR
DIVISION OF LABOR MARKET
& DEMOGRAPHIC RESEARCH
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