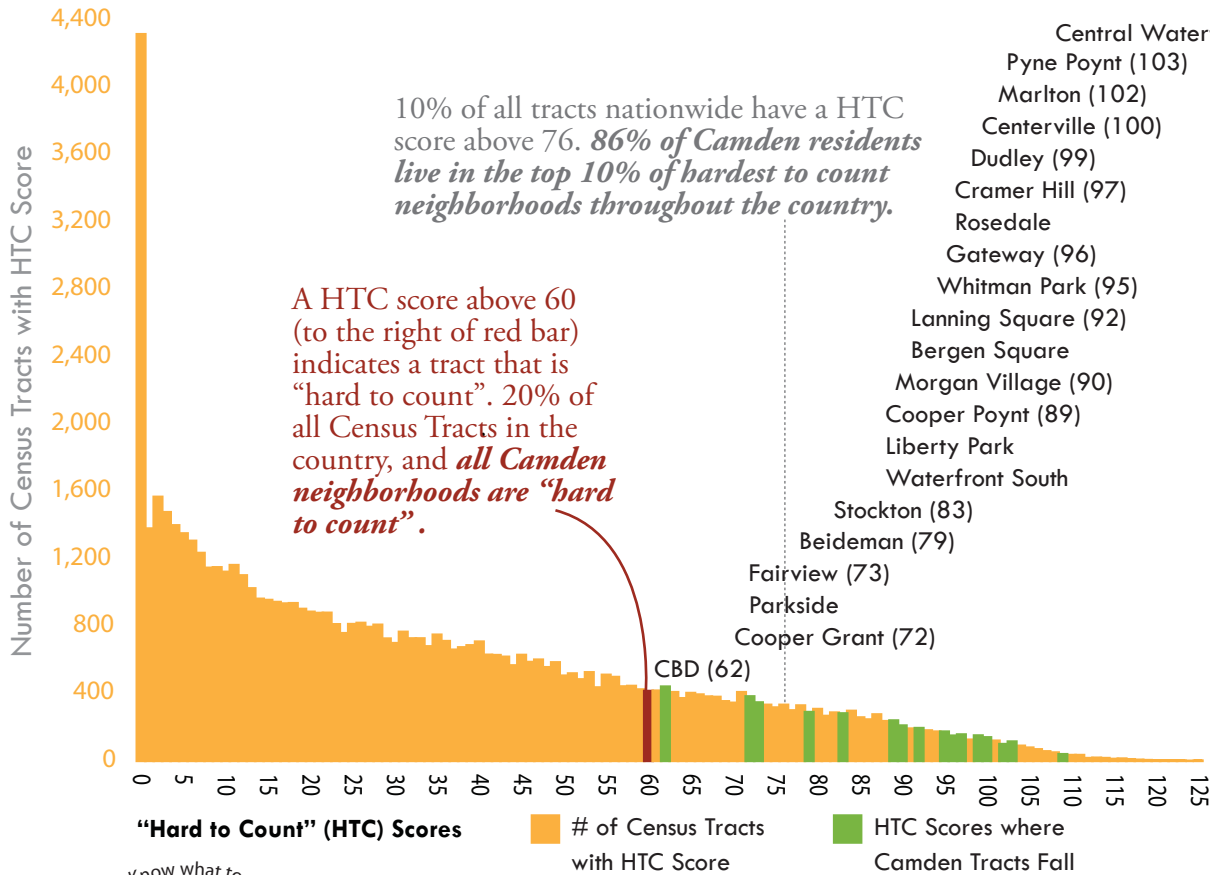


How Will Camden Be Counted in the 2010 Census?

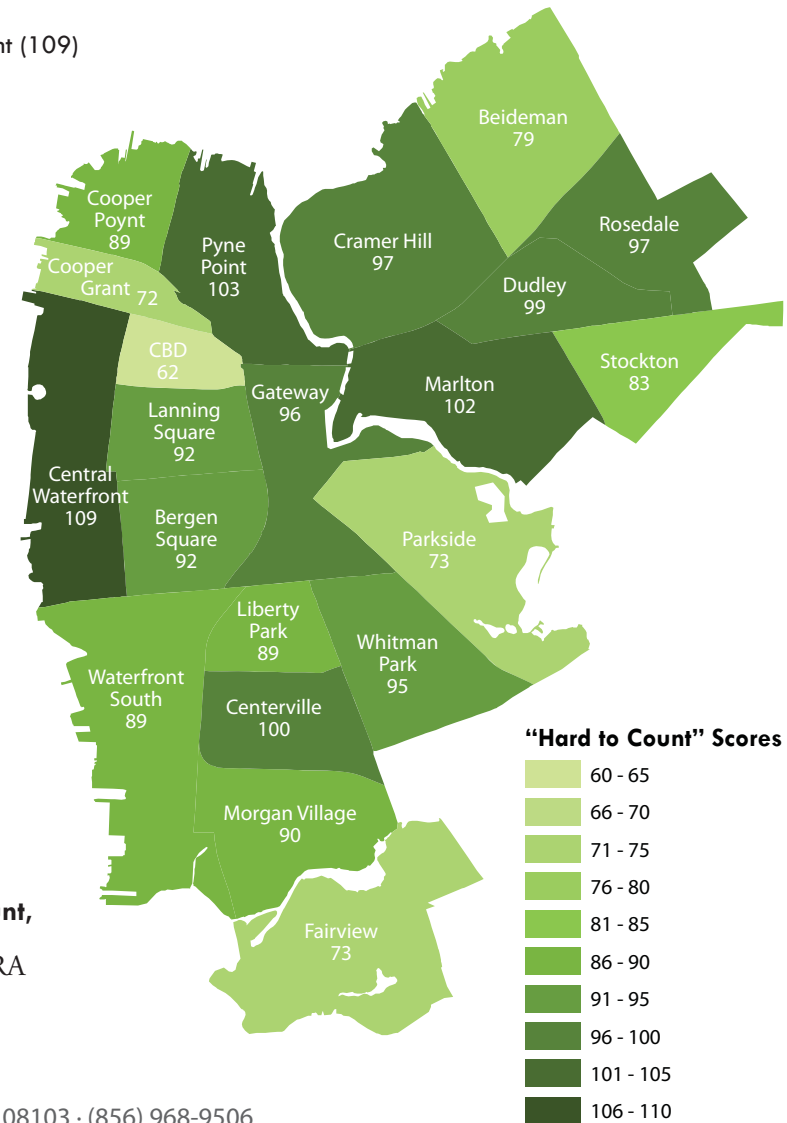
Camden neighborhoods are among the hardest to count in the country

Overview: The 2010 Census will determine the distribution of approximately \$370 billion in federal and state grant money annually in the next decade. It will also determine Camden's political representation, public perception, and commercial investment. Using a combination of 12 demographic and economic indicators, the Census Bureau created a "Hard to Count" score (HTC) for all 65,000 populated census tracts. All of Camden's neighborhoods fall into the category of "hard to count" (HTC > 60), and most fall into the top 10% of hardest to count across the country. As HTC scores increase, return rates for Census questionnaires decrease causing areas to become undercounted and underrepresented in official statistics and in all commercial and government numbers derived from them.

Distribution of Census Tracts by "Hard to Count" Score



Relative Difficulty of Achieving Accurate Count by Neighborhood



To learn about, or participate in the effort to ensure Camden gets a fair count, Contact:

Candice D. Jefferson • Department of Development & Planning / CRA
 520 Market Street • 13th Floor • Camden, NJ 08101-95120 (856) 968-3542 <http://2010.census.gov/partners>

For more info, visit:

CamConnect.org/ February, 2010 • E & R Building Suite 142, 401 Haddon Avenue, Camden NJ 08103 • (856) 968-9506

Demographics