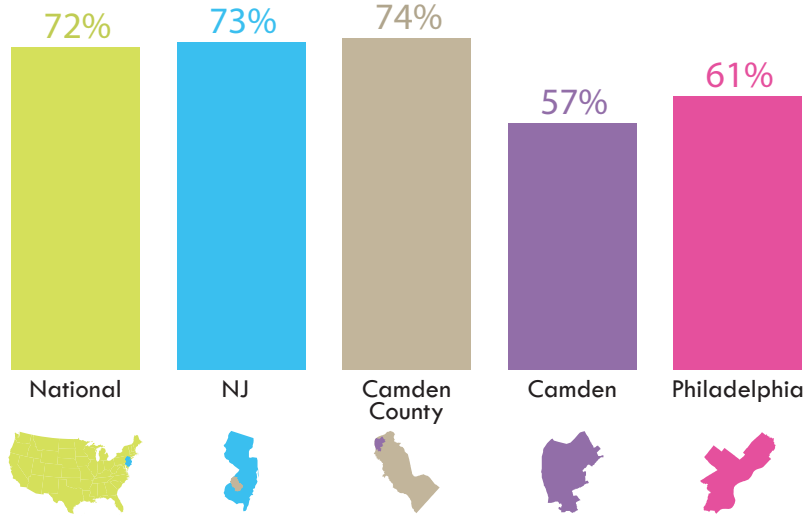


How Did Your Neighborhood Fare in the Census?

Census 2000 participation was low City-wide, but some neighborhoods participated even less than one would expect.

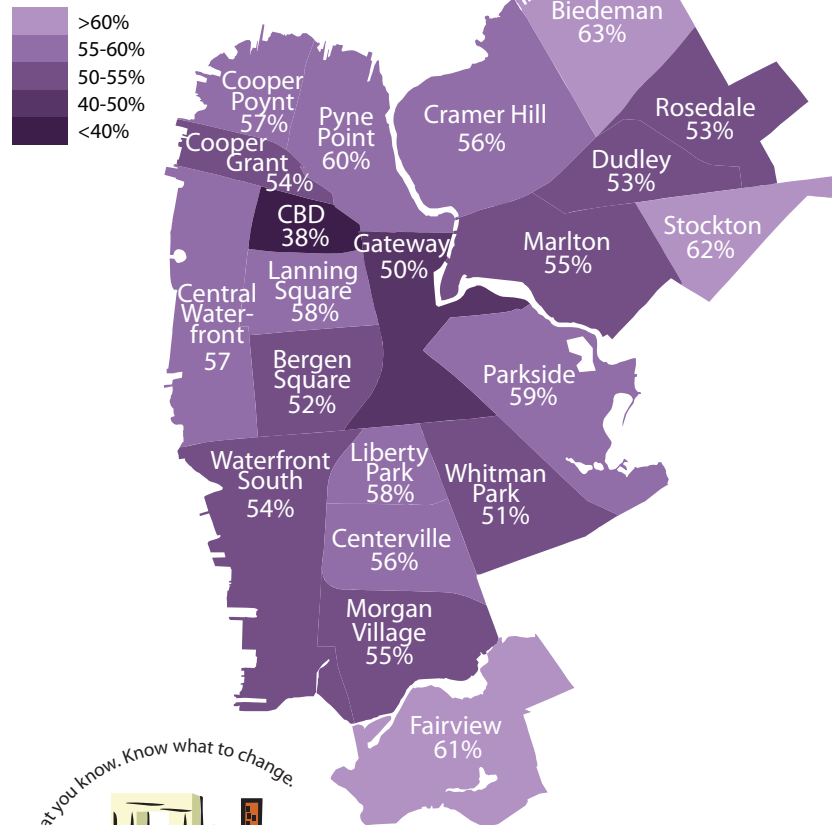
Overview: The US Census Bureau ranks neighborhoods by how “hard to count” (HTC) they are, based on 12 demographic, economic, and physical characteristics. The HTC score tries to predict the coverage rate in those neighborhoods, *i.e.*, what proportion of the total population will actually be counted by the Census. The Bureau just released the actual 2000 Census survey *return* rates, *i.e.*, the percentage of surveys mailed out that were completed and returned in each neighborhood.

Census 2000 Survey Return Rates

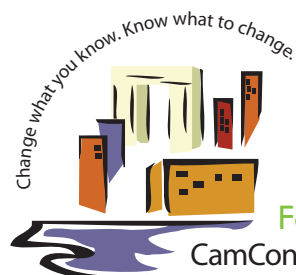
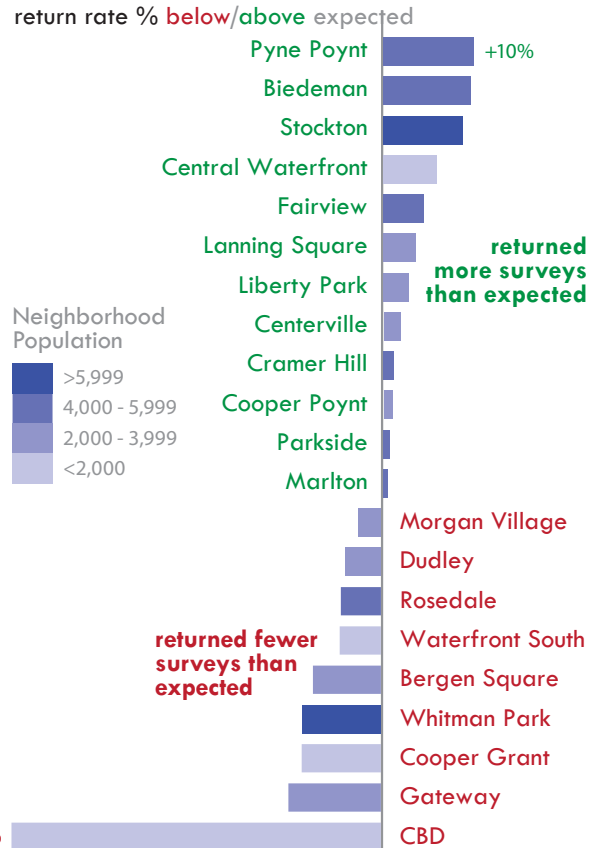


Compared to the **national**, **state**, and **county** averages (72%, 73%, and 74% respectively), **Camden's return rate** was markedly low at 57%. By comparing HTC scores and return rates, we can roughly identify the degree to which neighborhoods returned **more** or **fewer** surveys than the Census Bureau would have predicted based on neighborhood characteristics. The **CBD** had the lowest response rate by far, and while its residents are no less important than those in any other area of the City, the much larger “**underperforming**” neighborhoods (population is displayed below **in gradations of blue**) like **Whitman Park** may require particular effort to ensure an accurate count.

Census 2000 Survey Return Rates in Camden Neighborhoods



Census “Performance Index”



For more, visit:
CamConnect.org

March, 2010 · E & R Building Suite 142, 401 Haddon Avenue, Camden NJ 08103 · (856) 968-9506

Sources: CamConnect & US Census Bureau's Take 10 Map
<http://2010.census.gov/2010census/take10map/#PRate>