NEW JERSEY

STATE POPULATION
8,960,161

BLACK POPULATION
1,323,092

HISPANIC POPULATION
1,764,520

ESTIMATED POPULATION UNDERCOUNT*
53,400 BLACK
68,600 HISPANIC
at risk for being miscounted

ESTIMATED $$$ LOST DUE TO POPULATION UNDERCOUNT**
$270,204,000 BLACK
$347,116,000 HISPANIC
estimated $$ lost per capita

*Burban Institute
**Based on George Washington University’s “Counting for Dollars 2000” per capita estimate and Urban Institute’s “Assessing Miscounts in the 2020 Census

#BLACKAMERICACOUNTS
Black America Counts is an initiative with the Congressional Black Caucus Foundation Inc., and Fair Count. Our partnership aims to identify hard-to-count (HTC) communities across the nation in order to guide outreach and mobilization efforts to help increase census turn out.

PERCENT OF HTC NEIGHBORHOODS

- >1%
- 1-25%
- 26-50%
- 51-75%
- 76-100%

HTC Counties with >25% of population with no Internet access or dial-up only

At Risk Non-HTC Counties with >25% of population with no Internet access or dial-up only and >25% POC

Hard to Count Communities:
An HTC community is defined as a population at risk of being undercounted due to low return rates for the self-response questionnaire sent from the US Census Bureau and other factors.

Shaded counties on this map represent the percentage of the population that is hard to count.

ACT NOW!
GET INVOLVED WITH THE U.S. 2020 CENSUS

Partners are critical to the success of all U.S. Census Bureau surveys and censuses. Check out these resources to ensure a complete count in your community.

2020 CENSUS TOOLKIT
or visit www.2020census.gov

REP. STEVEN HORSFORD
Congressional Black Caucus
Census Task Force Chair
Fair Count
www.faircount.org
info@fairCount.org

National Coalition on Black Civic Participation Census Hotline
1-888-COUNT20
www.unifycampaign.org

National Urban League
www.makeblackcount.org
202-586-5061

FEDERALLY FUNDED PROGRAMS AT RISK INCLUDE

School Breakfast Program
Medical Assistance Programs (Medicaid)
Federal Direct Student Loans & Federal Pell Grants
Section 8 Housing Choice Vouchers
Federal Transit Programs
Supplemental Nutrition Assistance Program (SNAP)
Unemployment Insurance
Head Start Early Childhood Education
Highway Planning and Construction
National School Lunch Program

Join the Black America Counts campaign and share your census stories using #iLeadiServeiCount #SeeMeHearMe

For more information on the CBMF please go to www.cbcfinc.org/blackamericacounts