

# BE COUNTED MICHIGAN2020

THE 2020 CENSUS IS  
CRITICALLY IMPORTANT TO  
CAPITAL AREA

Based on a statistical analysis of the 2010 census response rate, we anticipate

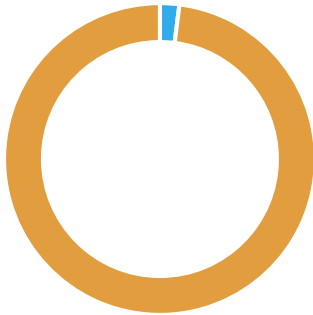


**36,559**

Households that will require follow-up

A decline in response rate to 2020 census, putting \$139M at risk in funding, annually

In the region, we anticipate the following challenges



**2% OF RESIDENTS  
LIVE IN HARD TO COUNT  
NEIGHBORHOODS**



**17.1% HOMES  
WITHOUT  
BROADBAND**



**9.1%  
OF FAMILIES  
FALL BELOW  
POVERTY LEVEL**

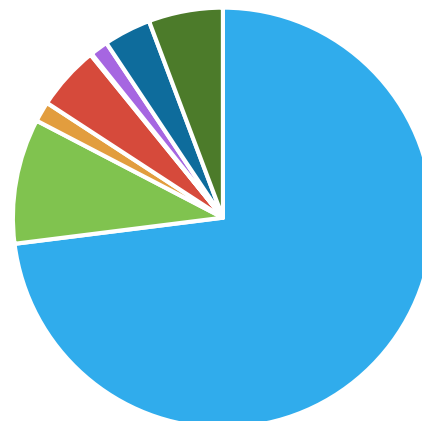
So, who's in the Capital Area?



**11.1% OF HOUSEHOLDS  
HAVE KIDS UNDER THE  
AGE OF 10**



**14.8% OF HOUSEHOLDS  
INCLUDE SENIORS 65+**



- White
- Black
- American Indian
- Asian
- Native Hawaiian
- Some other race
- Two or more
- Hispanic