

BE COUNTED MICHIGAN2020

THE 2020 CENSUS IS
CRITICALLY IMPORTANT TO
SOUTHEAST MICHIGAN

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

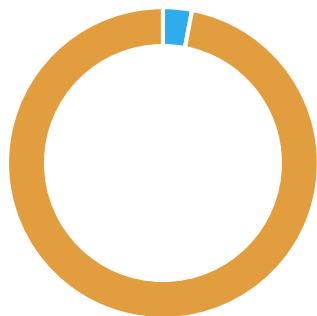


218,647

Households that will require follow-up

A decline in response rate to 2020 census, putting \$823M at risk in funding, annually

In southeast Michigan, we anticipate the following challenges



**3% OF RESIDENTS
LIVE IN HARD TO COUNT
NEIGHBORHOODS**



**13.6% HOMES
WITHOUT
BROADBAND**



**8.1%
OF FAMILIES
FALL BELOW
POVERTY LEVEL**

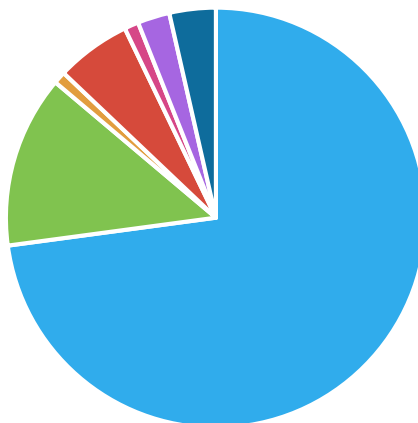
So, who's in the region?



**11.4% OF HOUSEHOLDS
HAVE KIDS UNDER THE
AGE OF 10**



**16.3% OF HOUSEHOLDS
INCLUDE SENIORS 65+**



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