

BE COUNTED MICHIGAN 2020

THE 2020 CENSUS IS
CRITICALLY IMPORTANT TO
DETROIT

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



A decline in response rate to 2020 census, putting \$277M at risk in funding, annually



72,160

Households that will require follow-up

In Detroit, we anticipate the following challenges



**32.5% HOMES
WITHOUT
INTERNET
BROADBAND
ACCESS**



**28%
OF FAMILIES
FALL BELOW
POVERTY LEVEL**

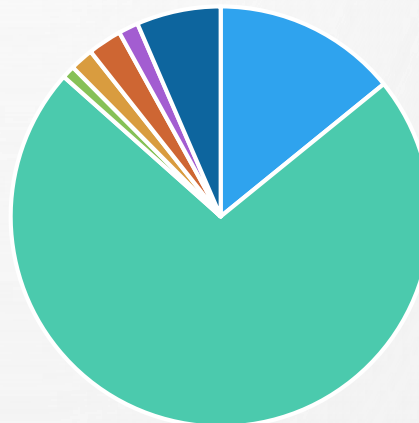
So, who's in Detroit?



**14% OF HOUSEHOLDS
HAVE KIDS UNDER THE
AGE OF 10**



**14% OF HOUSEHOLDS
INCLUDE SENIORS 65+**



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