

BE COUNTED MICHIGAN 2020

THE 2020 CENSUS IS
CRITICALLY IMPORTANT TO
REGION 4A

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



A decline in response rate to 2020 census, putting \$50M at risk in funding, annually



13,074

Households that will require follow-up

In Region 4A, we anticipate the following challenges



**47.5% HOMES
UNDERSERVED
BY BROADBAND
TECHNOLOGY
SERVICES**



**13.8%
OF FAMILIES
FALL BELOW
POVERTY LEVEL**

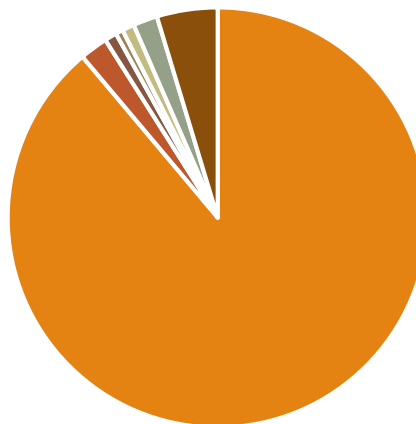
So, who's in the region?



**11.3% OF HOUSEHOLDS
HAVE KIDS UNDER THE
AGE OF 10**



**18.9% OF HOUSEHOLDS
INCLUDE SENIORS 65+**



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