

BE COUNTED MICHIGAN2020

THE 2020 CENSUS IS
CRITICALLY IMPORTANT TO
KENT COUNTY

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



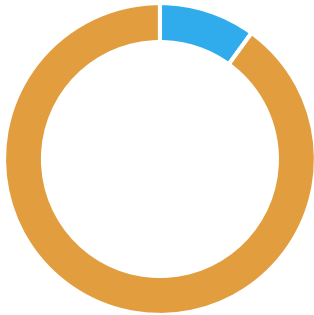
A decline in response rate to 2020 census, putting \$185M at risk in funding



45,503

Households that will require follow-up

In Kent County, we anticipate the following challenges



**10% OF RESIDENTS
LIVE IN HARD TO COUNT
NEIGHBORHOODS**



**13.4% HOMES
WITHOUT
BROADBAND**



**6.7%
OF FAMILIES
FALL BELOW
POVERTY LEVEL**

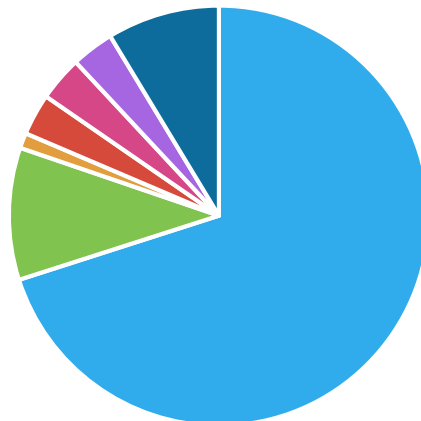
So, who's in Kent County?



**13.8% OF HOUSEHOLDS
HAVE KIDS UNDER THE
AGE OF 10**



**13.3% OF HOUSEHOLDS
INCLUDE SENIORS 65+**



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