

BE COUNTED MICHIGAN 2020

THE 2020 CENSUS IS
CRITICALLY IMPORTANT TO
GREAT LAKES BAY REGION

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

 **81.2%**
RESPONSE RATE

A decline in response rate to 2020 census, putting \$123M at risk in funding, annually



33,561

Households that will require follow-up

In the Great Lakes Bay Region, we anticipate the following challenges



**20.6% HOMES
UNDERSERVED
BY BROADBAND
TECHNOLOGY
SERVICES**



**10.3%
OF FAMILIES
FALL BELOW
POVERTY LEVEL**

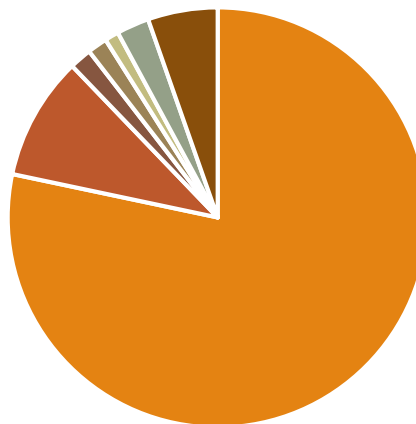
So, who's in the region?



**10.7% OF HOUSEHOLDS
HAVE KIDS UNDER THE
AGE OF 10**



**17.9% OF HOUSEHOLDS
INCLUDE SENIORS 65+**



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