

BE COUNTED MICHIGAN2020

THE 2020 CENSUS IS
CRITICALLY IMPORTANT TO
THE UPPER PENINSULA

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



A decline in response rate to 2020 census, putting **\$80M** at risk in funding, annually



21,565

Households that will require follow-up

In the Upper Peninsula, we anticipate the following challenges



**26% HOMES
UNDERSERVED
BY BROADBAND
TECHNOLOGY
SERVICES**



**11%
OF FAMILIES
FALL BELOW
POVERTY LEVEL**

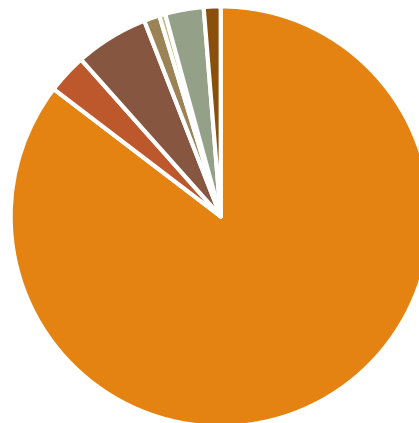
So, who's in the region?



**9.7% OF HOUSEHOLDS
HAVE KIDS UNDER THE
AGE OF 10**



**19.8% OF HOUSEHOLDS
INCLUDE SENIORS 65+**



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