

BE COUNTED MICHIGAN2020

THE 2020 CENSUS IS
CRITICALLY IMPORTANT TO
KALAMAZOO COUNTY

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

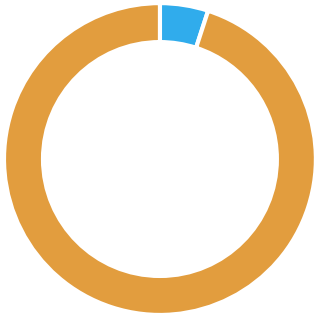


20,311

Households that will require follow-up

A decline in response rate to 2020 census, putting \$77M at risk in funding, annually

In Kalamazoo County, we anticipate the following challenges



**5% OF RESIDENTS
LIVE IN HARD TO COUNT
NEIGHBORHOODS**



**14.5% HOMES
WITHOUT
BROADBAND**



**8.9%
OF FAMILIES
FALL BELOW
POVERTY LEVEL**

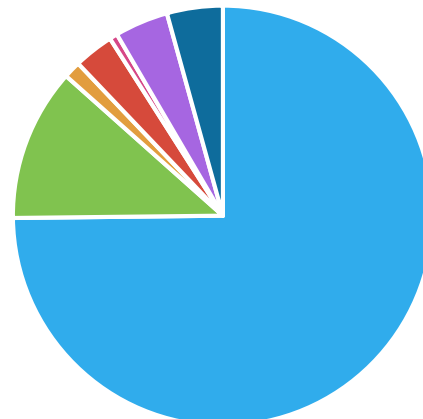
So, who's in Kalamazoo County?



**12% OF HOUSEHOLDS
HAVE KIDS UNDER THE
AGE OF 10**



**14.5% OF HOUSEHOLDS
INCLUDE SENIORS 65+**



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