

Everyone Counts here at home

Conducted every 10 years, the 2020 Census will guide critical business and community decisions, and will help to advance local businesses and make positive improvements in our community. **Every year, the federal government distributes more than \$800 billion to state, local and tribal governments based on census data.** These improvements, such as additional social services, and new roads, hospitals and schools, significantly impact the quality of life for you, your family, your neighbors, and our community.

Census data is vital to our community

The data collected in the census directly affects you. Census data helps guide local planning decisions, such as where to provide social services, build new roads, hospitals and schools, and where to locate job-training centers. For businesses, census data are critical to help companies make strategic and fiscally sound decisions that can spur and sustain economic development and growth.

Here is how you can help

We ask for your assistance in this important initiative. We encourage you to let your family, friends, neighbors, business associates, constituents and others know that:

- ▶ **The census is easy.** The 2020 Census form asks 10 questions and takes about 10 minutes to complete.
- ▶ **The census is important.** Census data guide decisions that can help improve services to our community, including schools, hospitals, housing, roads and more.
- ▶ **The census is valuable.** For every person not counted in the 2020 Census, **Midland County could lose up to \$1,466 per person for a total of up to \$122 million annually.**

Every person counts – this includes people of all ages, races, ethnic groups, citizens and non-citizens. **An undercount means millions of dollars lost in federal funding, which equals less money to improve our schools, fix our roads and highways, and provide vital programs for our community.**



83,209

MIDLAND COUNTY
POPULATION

41,950

CITY OF MIDLAND
POPULATION

2.42

PERSONS PER
HOUSEHOLD



**AN UNDERCOUNT
COULD RESULT IN
THE LOSS OF UP TO:**

**\$122
million**
IN ANNUAL
FEDERAL FUNDING*

WHICH EQUALS UP TO:

**\$1,466
per person
annually**

Accurate census count is vital to obtain federal funding for:



EDUCATION



ECONOMIC
DEVELOPMENT



HOUSING



PUBLIC HEALTH



RESEARCH



POLITICAL POWER

*George Washington University