

# Madison County: Census 2020 Real-Time Response Rates - Week Ending May 3

## How is Madison County performing?

**40.2%** of households in Madison County have self-responded to the 2020 Census between March 12 and May 3, 2020, **below** the state response rate of **51.8%**. Madison County is currently ranked 78 out of 100 counties in NC.

## How are people responding to the 2020 Census in Madison County?

**29.2%** of Madison households responded to the census online versus 42.4% of all NC households.

**11.0%** of Madison households responded to the census by phone or mail versus 9.4% of all NC households.

## Where are people responding in Madison County? (Top 5 Tracts)

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 1    | 106          | 47.4%              |
| 2    | 107          | 46.1%              |
| 3    | 104          | 44.6%              |
| 4    | 105          | 35.3%              |
| 5    | 101          | 34.1%              |

## Where are people not responding in Madison County? (Bottom 5 Tracts)

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 6    | 102          | 33.5%              |
| 5    | 101          | 34.1%              |
| 4    | 105          | 35.3%              |
| 3    | 104          | 44.6%              |
| 2    | 107          | 46.1%              |

## How many households in Madison County self-responded in past census counts?

Historic census self-response rates for Madison County were 63.0% in 1990, 60.0% in 2000, and 54.3% in 2010.



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## How are target groups responding in Madison County?

### Young Children - 5.9% of NC population ages 0-4

| % Young Children | # of Tracts | Average Response Rate |
|------------------|-------------|-----------------------|
| Less than 4.1%   | 2           | 39.3%                 |
| 4% to 5.5%       | 4           | 40.6%                 |
| 5.5% to 7.2%     | 0           | n.a.                  |
| 7.2% or higher   | 0           | n.a.                  |

### Immigrant Population - 7.9% of NC population is foreign-born

| % Foreign-Born Residents | # of Tracts | Average Response Rate |
|--------------------------|-------------|-----------------------|
| Less than 2.9%           | 5           | 39.0%                 |
| 2.9% to 5.7%             | 1           | 46.1%                 |
| 5.7% to 9.8%             | 0           | n.a.                  |
| 9.8% or higher           | 0           | n.a.                  |

### Minority Population - 34% of NC population is American Indian, Asian/Pacific Islander, Black, or Hispanic/Latinx

| % Minority Residents | # of Tracts | Average Response Rate |
|----------------------|-------------|-----------------------|
| Less than 14%        | 6           | 40.2%                 |
| 14% to 28%           | 0           | n.a.                  |
| 28% to 50%           | 0           | n.a.                  |
| 50% or higher        | 0           | n.a.                  |

### No Internet - 21% of NC households do not have Internet at home

| % HH with no Internet | # of Tracts | Average Response Rate |
|-----------------------|-------------|-----------------------|
| Less than 12%         | 0           | n.a.                  |
| 12% to 21%            | 1           | 47.4%                 |
| 21% to 31%            | 2           | 40.7%                 |
| 31% or higher         | 3           | 37.4%                 |



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