

McDowell County: Census 2020 Real-Time Response Rates - Week Ending July 5

How is McDowell County performing?

52.6% of households in McDowell County have self-responded to the 2020 Census between March 12 and July 5, 2020, **below** the state response rate of **58.1%**. McDowell County is currently ranked 59 out of 100 counties in NC.

How are people responding to the 2020 Census in McDowell County?

29.4% of McDowell households responded to the census online versus 45.4% of all NC households.

23.2% of McDowell households responded to the census by phone or mail versus 12.7% of all NC households.

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 1 | 9709.02 | 58.5% |
| 2 | 9706 | 57.6% |
| 3 | 9709.01 | 57.1% |
| 4 | 9703 | 57.0% |
| 5 | 9705 | 56.0% |

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 10 | 9701 | 44.3% |
| 9 | 9702 | 47.5% |
| 8 | 9708 | 49.7% |
| 7 | 9707 | 51.1% |
| 6 | 9704 | 53.6% |

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

Historic census self-response rates for McDowell County were 67.0% in 1990, 64.0% in 2000, and 57.7% in 2010.



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How are target groups responding in McDowell County?

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

| % Young Children | # of Tracts | Average Response Rate |
|------------------|-------------|-----------------------|
| Less than 4.1% | 4 | 50.7% |
| 4% to 5.5% | 4 | 55.9% |
| 5.5% to 7.2% | 2 | 53.0% |
| 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% | 4 | 55.7% |
| 2.9% to 5.7% | 3 | 49.3% |
| 5.7% to 9.8% | 3 | 53.9% |
| 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% | 7 | 52.3% |
| 14% to 28% | 3 | 55.5% |
| 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 | 57.6% |
| 21% to 31% | 6 | 51.4% |
| 31% or higher | 3 | 55.6% |



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