

Cleveland County: Census 2020 Real-Time Response Rates – Week Ending March 29

How is Cleveland County performing?

31.0% of households in Cleveland County have self-responded to the 2020 Census between March 12 and March 29, 2020, **above** the state response rate of **30.0%**. Cleveland County is currently ranked 27 out of 100 counties in NC.

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

21.4% of Cleveland households responded to the census online versus 25.3% of all NC households.

9.6% of Cleveland households responded to the census by phone or mail versus 4.7% of all NC households.

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 1 | 9507 | 39.7% |
| 2 | 9501.01 | 35.4% |
| 3 | 9516.02 | 34.3% |
| 4 | 9516.01 | 32.8% |
| 5 | 9510 | 32.4% |

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 22 | 9515.02 | 21.3% |
| 21 | 9505 | 23.7% |
| 20 | 9503.01 | 25.1% |
| 19 | 9502 | 27.0% |
| 18 | 9514 | 27.4% |

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

Historic census self-response rates for Cleveland County were 63.0% in 1990, 64.0% in 2000, and 65.6% in 2010.



How are target groups responding in Cleveland County?

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

| % Young Children | # of Tracts | Average Response Rate |
|------------------|-------------|-----------------------|
| Less than 4.1% | 6 | 30.5% |
| 4% to 5.5% | 6 | 29.5% |
| 5.5% to 7.2% | 5 | 30.6% |
| 7.2% or higher | 5 | 30.9% |

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

| % Foreign-Born Residents | # of Tracts | Average Response Rate |
|--------------------------|-------------|-----------------------|
| Less than 2.9% | 15 | 30.9% |
| 2.9% to 5.7% | 5 | 29.7% |
| 5.7% to 9.8% | 2 | 28.0% |
| 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 | 29.5% |
| 14% to 28% | 8 | 29.7% |
| 28% to 50% | 7 | 31.7% |
| 50% or higher | 1 | 32.0% |

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% | 0 | n.a. |
| 21% to 31% | 6 | 30.3% |
| 31% or higher | 16 | 30.4% |