

# Pender County: Census 2020 Real-Time Response Rates - Week Ending May 17

## How is Pender County performing?

**50.2%** of households in Pender County have self-responded to the 2020 Census between March 12 and May 17, 2020, **below** the state response rate of **55.7%**. Pender County is currently ranked 60 out of 100 counties in NC.

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

**37.8%** of Pender households responded to the census online versus 44.1% of all NC households.

**12.4%** of Pender households responded to the census by phone or mail versus 11.6% of all NC households.

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 1    | 9202.02      | 71.0%              |
| 2    | 9202.01      | 65.3%              |
| 3    | 9206.02      | 57.0%              |
| 4    | 9202.03      | 56.1%              |
| 5    | 9203         | 53.2%              |

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 14   | 9201.01      | 15.0%              |
| 14   | 9201.02      | 15.0%              |
| 13   | 9202.04      | 42.2%              |
| 12   | 9205.02      | 43.1%              |
| 11   | 9201.03      | 43.7%              |

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

Historic census self-response rates for Pender County were 57.0% in 1990, 53.0% in 2000, and 62.6% in 2010.



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## How are target groups responding in Pender County?

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

| % Young Children | # of Tracts | Average Response Rate |
|------------------|-------------|-----------------------|
| Less than 4.1%   | 5           | 40.6%                 |
| 4% to 5.5%       | 4           | 43.9%                 |
| 5.5% to 7.2%     | 5           | 53.2%                 |
| 7.2% or higher   | 1           | 65.3%                 |

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

| % Foreign-Born Residents | # of Tracts | Average Response Rate |
|--------------------------|-------------|-----------------------|
| Less than 2.9%           | 7           | 44.8%                 |
| 2.9% to 5.7%             | 4           | 52.0%                 |
| 5.7% to 9.8%             | 3           | 46.8%                 |
| 9.8% or higher           | 1           | 47.6%                 |

**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%        | 5           | 42.0%                 |
| 14% to 28%           | 3           | 52.1%                 |
| 28% to 50%           | 4           | 49.5%                 |
| 50% or higher        | 3           | 48.5%                 |

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

| % HH with no Internet | # of Tracts | Average Response Rate |
|-----------------------|-------------|-----------------------|
| Less than 12%         | 2           | 43.0%                 |
| 12% to 21%            | 4           | 45.0%                 |
| 21% to 31%            | 2           | 53.9%                 |
| 31% or higher         | 7           | 48.0%                 |



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