

## Pender County: Census 2020 Real-Time Response Rates – Week of March 23

### How is Pender County performing?

In 2020, **12.9%** of households in Pender County have filled out the Census questionnaire from March 12, 2020 to March 23, 2020, **below** the state response rate of **16.6%**. Pender County is currently ranked 88 out of 100 counties in NC.

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

**9.2%** of Pender households responded to the census online versus 13.1% of all NC households.

**3.7%** of Pender households responded to the census by phone or mail versus 3.5% of all NC households.

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 1    | 9203         | 24.4%              |
| 2    | 9205.01      | 21.1%              |
| 3    | 9205.02      | 17.4%              |
| 4    | 9202.02      | 16.2%              |
| 5    | 9204.01      | 15.7%              |

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 14   | 9201.01      | 2.6%               |
| 14   | 9201.02      | 2.6%               |
| 13   | 9206.01      | 6.6%               |
| 12   | 9201.03      | 8.9%               |
| 11   | 9206.02      | 10.5%              |

### 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.



## 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           | 11.7%                 |
| 4% to 5.5%       | 4           | 15.2%                 |
| 5.5% to 7.2%     | 5           | 11.6%                 |
| 7.2% or higher   | 1           | 14.9%                 |

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

| % Foreign-Born Residents | # of Tracts | Average Response Rate |
|--------------------------|-------------|-----------------------|
| Less than 2.9%           | 7           | 12.4%                 |
| 2.9% to 5.7%             | 4           | 13.2%                 |
| 5.7% to 9.8%             | 3           | 15.2%                 |
| 9.8% or higher           | 1           | 6.6%                  |

**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           | 9.0%                  |
| 14% to 28%           | 3           | 13.5%                 |
| 28% to 50%           | 4           | 15.7%                 |
| 50% or higher        | 3           | 14.5%                 |

**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           | 9.4%                  |
| 12% to 21%            | 4           | 9.7%                  |
| 21% to 31%            | 2           | 11.4%                 |
| 31% or higher         | 7           | 15.9%                 |



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