

New Hanover County: Census 2020 Real-Time Response Rates - Week Ending May 3

How is New Hanover County performing?

51.7% of households in New Hanover County have self-responded to the 2020 Census between March 12 and May 3, 2020, **below** the state response rate of **51.8%**. New Hanover County is currently ranked 33 out of 100 counties in NC.

How are people responding to the 2020 Census in New Hanover County?

46.7% of New Hanover households responded to the census online versus 42.4% of all NC households.

5.0% of New Hanover households responded to the census by phone or mail versus 9.4% of all NC households.

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 1 | 121.03 | 70.3% |
| 2 | 120.04 | 69.1% |
| 2 | 120.1 | 69.1% |
| 4 | 120.09 | 68.6% |
| 5 | 117.05 | 66.2% |

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 43 | 118 | 24.4% |
| 42 | 122.01 | 29.5% |
| 41 | 122.03 | 30.2% |
| 40 | 113 | 32.3% |
| 39 | 105.01 | 32.7% |

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

Historic census self-response rates for New Hanover County were 60.0% in 1990, 61.0% in 2000, and 68.5% in 2010.



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How are target groups responding in New Hanover County?

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

| % Young Children | # of Tracts | Average Response Rate |
|------------------|-------------|-----------------------|
| Less than 4.1% | 14 | 46.3% |
| 4% to 5.5% | 14 | 55.3% |
| 5.5% to 7.2% | 10 | 54.4% |
| 7.2% or higher | 5 | 43.1% |

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

| % Foreign-Born Residents | # of Tracts | Average Response Rate |
|--------------------------|-------------|-----------------------|
| Less than 2.9% | 14 | 45.2% |
| 2.9% to 5.7% | 16 | 52.6% |
| 5.7% to 9.8% | 10 | 58.2% |
| 9.8% or higher | 3 | 41.9% |

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% | 18 | 53.9% |
| 14% to 28% | 13 | 52.1% |
| 28% to 50% | 6 | 47.4% |
| 50% or higher | 6 | 41.6% |

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

| % HH with no Internet | # of Tracts | Average Response Rate |
|-----------------------|-------------|-----------------------|
| Less than 12% | 18 | 57.4% |
| 12% to 21% | 12 | 51.1% |
| 21% to 31% | 6 | 43.5% |
| 31% or higher | 7 | 39.2% |



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