Martin County: Census 2020 Real-Time Response Rates - Week Ending April 19

How is Martin County performing?

45.3% of households in Martin County have self-responded to the 2020 Census between March 12 and April 19, 2020, **below** the state response rate of **46.6**%. Martin County is currently ranked 41 out of 100 counties in NC.

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

18.9% of Martin households responded to the census online versus 39.9% of all NC households.

26.4% of Martin households responded to the census by phone or mail versus 6.7% of all NC households.

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 1 | 9705 | 54.6% |
| 2 | 9701 | 50.4% |
| 3 | 9702 | 50.0% |
| 4 | 9703 | 49.2% |
| 5 | 9704 | 28.5% |

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 6 | 9706 | 28.2% |
| 5 | 9704 | 28.5% |
| 4 | 9703 | 49.2% |
| 3 | 9702 | 50.0% |
| 2 | 9701 | 50.4% |

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

Historic census self-response rates for Martin County were 67.0% in 1990, 66.0% in 2000, and 63.0% in 2010.



CAROLINA **DEMOGRAPHY**

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How are target groups responding in Martin County?

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

| % Young Children | # of Tracts | Average Response Rate |
|------------------|-------------|-----------------------|
| Less than 4.1% | 3 | 44.4% |
| 4% to 5.5% | 0 | n.a. |
| 5.5% to 7.2% | 1 | 50.4% |
| 7.2% or higher | 2 | 38.7% |

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

| % Foreign-Born Residents | # of Tracts | Average Response Rate |
|--------------------------|-------------|-----------------------|
| Less than 2.9% | 5 | 46.5% |
| 2.9% to 5.7% | 1 | 28.2% |
| 5.7% to 9.8% | 0 | n.a. |
| 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% | 0 | n.a. |
| 14% to 28% | 0 | n.a. |
| 28% to 50% | 3 | 51.7% |
| 50% or higher | 3 | 35.3% |

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% | 0 | n.a. |
| 31% or higher | 6 | 43.5% |



