

Sampson County: Census 2020 Real-Time Response Rates - Week Ending July 5

How is Sampson County performing?

51.4% of households in Sampson County have self-responded to the 2020 Census between March 12 and July 5, 2020, **below** the state response rate of **58.1%**. Sampson County is currently ranked 65 out of 100 counties in NC.

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

21.2% of Sampson households responded to the census online versus 45.4% of all NC households.

30.2% of Sampson households responded to the census by phone or mail versus 12.7% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	9703.01	58.1%
2	9703.02	56.6%
3	9707	56.0%
4	9702	52.0%
5	9706	51.7%

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

Rank	Tract Number	Self-Response Rate
11	9710	45.7%
10	9704	46.2%
9	9701	48.1%
8	9709	49.3%
7	9705	50.1%

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

Historic census self-response rates for Sampson County were 66.0% in 1990, 58.0% in 2000, and 59.5% in 2010.



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How are target groups responding in Sampson County?

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

% Young Children	# of Tracts	Average Response Rate
Less than 4.1%	1	46.2%
4% to 5.5%	3	53.4%
5.5% to 7.2%	2	46.9%
7.2% or higher	5	52.8%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	1	46.2%
2.9% to 5.7%	1	58.1%
5.7% to 9.8%	5	51.9%
9.8% or higher	4	50.1%

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%	2	52.2%
28% to 50%	4	51.7%
50% or higher	5	50.7%

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%	1	56.6%
31% or higher	10	50.8%