

Sampson County: Census 2020 Real-Time Response Rates - Week Ending April 12

How is Sampson County performing?

41.1% of households in Sampson County have self-responded to the 2020 Census between March 12 and April 12, 2020, **below** the state response rate of **44.9%**. Sampson County is currently ranked 58 out of 100 counties in NC.

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

16.7% of Sampson households responded to the census online versus 38.4% of all NC households.

24.4% of Sampson households responded to the census by phone or mail versus 6.5% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	9703.02	46.6%
2	9703.01	46.3%
3	9707	45.3%
4	9702	41.6%
5	9706	41.4%

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

Rank	Tract Number	Self-Response Rate
11	9704	35.0%
10	9710	38.1%
9	9701	38.2%
8	9705	39.0%
7	9709	39.5%

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.



CAROLINA
DEMOGRAPHY

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	35.0%
4% to 5.5%	3	43.2%
5.5% to 7.2%	2	38.1%
7.2% or higher	5	42.1%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	1	35.0%
2.9% to 5.7%	1	46.3%
5.7% to 9.8%	5	41.6%
9.8% or higher	4	40.5%

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	40.6%
28% to 50%	4	41.3%
50% or higher	5	40.9%

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	46.6%
31% or higher	10	40.5%



CAROLINA
DEMOGRAPHY