# Sampson County: Census 2020 Real-Time Response Rates – Week Ending July 19

## How is Sampson County performing?

**51.5%** of households in Sampson County have self-responded to the 2020 Census between March 12 and July 19, 2020, **below** the state response rate of **58.3%.** Sampson County is currently ranked 65 out of 100 counties in NC.

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

**21.3%** of Sampson households responded to the census online versus 45.5% of all NC households.

**30.2%** of Sampson households responded to the census by phone or mail versus 12.8% of all NC households.

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 1 | 9703.01 | 58.2% |
| 2 | 9703.02 | 56.6% |
| 3 | 9707 | 56.1% |
| 4 | 9702 | 52.0% |
| 5 | 9706 | 51.9% |

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 11 | 9710 | 45.8% |
| 10 | 9704 | 46.5% |
| 9 | 9701 | 48.3% |
| 8 | 9709 | 49.3% |
| 7 | 9705 | 50.2% |

## 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.

**NC COUNTS COALITION**
2020 CENSUS

CAROLINA
**DEMOGRAPHY**

https://ncdemography.org | demography@unc.edu

**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 | 46.5% |
| 4% to 5.5% | 3 | 53.5% |
| 5.5% to 7.2% | 2 | 47.1% |
| 7.2% or higher | 5 | 52.9% |

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

| % Foreign-Born Residents | # of Tracts | Average Response Rate |
|---|---|---|
| Less than 2.9% | 1 | 46.5% |
| 2.9% to 5.7% | 1 | 58.2% |
| 5.7% to 9.8% | 5 | 52.0% |
| 9.8% or higher | 4 | 50.3% |

**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 | 52.3% |
| 28% to 50% | 4 | 51.8% |
| 50% or higher | 5 | 50.8% |

**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 | 50.9% |