

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

How is Sampson County performing?

38.6% of households in Sampson County have self-responded to the 2020 Census between March 12 and April 5, 2020, **below** the state response rate of **41.7%**. Sampson County is currently ranked 56 out of 100 counties in NC.

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

15.5% of Sampson households responded to the census online versus 35.7% of all NC households.

23.1% of Sampson households responded to the census by phone or mail versus 6.0% of all NC households.

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 1 | 9703.02 | 44.0% |
| 2 | 9703.01 | 43.6% |
| 3 | 9707 | 42.9% |
| 4 | 9702 | 39.0% |
| 5 | 9706 | 38.9% |

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 11 | 9704 | 32.6% |
| 10 | 9701 | 35.7% |
| 9 | 9710 | 35.7% |
| 8 | 9705 | 36.5% |
| 7 | 9709 | 37.1% |

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 | 32.6% |
| 4% to 5.5% | 3 | 40.6% |
| 5.5% to 7.2% | 2 | 35.7% |
| 7.2% or higher | 5 | 39.5% |

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

| % Foreign-Born Residents | # of Tracts | Average Response Rate |
|--------------------------|-------------|-----------------------|
| Less than 2.9% | 1 | 32.6% |
| 2.9% to 5.7% | 1 | 43.6% |
| 5.7% to 9.8% | 5 | 39.1% |
| 9.8% or higher | 4 | 37.9% |

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% | 0 | n.a. |
| 14% to 28% | 2 | 38.1% |
| 28% to 50% | 4 | 38.8% |
| 50% or higher | 5 | 38.4% |

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 | 44.0% |
| 31% or higher | 10 | 37.9% |



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