Sampson County: Census 2020 Real-Time Response Rates – Week Ending June 7

How is Sampson County performing?

50.4% of households in Sampson County have self-responded to the 2020 Census between March 12 and June 7, 2020, **below** the state response rate of **57.0%.** Sampson County is currently ranked 65 out of 100 counties in NC.

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

20.7% of Sampson households responded to the census online versus 44.8% of all NC households.

29.7% of Sampson households responded to the census by phone or mail versus 12.2% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	9703.01	57.4%
2	9703.02	56.2%
3	9707	55.4%
4	9702	51.4%
5	9706	51.1%

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

Rank	Tract Number	Self-Response Rate
11	9704	43.7%
10	9710	45.4%
9	9701	46.6%
8	9705	47.4%
7	9709	47.8%

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

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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	43.7%
4% to 5.5%	3	52.9%
5.5% to 7.2%	2	46.0%
7.2% or higher	5	51.6%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	1	43.7%
2.9% to 5.7%	1	57.4%
5.7% to 9.8%	5	50.8%
9.8% or higher	4	49.4%

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	50.6%
28% to 50%	4	50.4%
50% or higher	5	50.0%

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	56.2%
31% or higher	10	49.6%

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