

# Rowan County: Census 2020 Real-Time Response Rates - Week Ending Aug 2

## How is Rowan County performing?

**61.6%** of households in Rowan County have self-responded to the 2020 Census between March 12 and Aug 2, 2020, **above** the state response rate of **59.0%**. Rowan County is currently ranked 23 out of 100 counties in NC.

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

**49.2%** of Rowan households responded to the census online versus 46.1% of all NC households.

**12.4%** of Rowan households responded to the census by phone or mail versus 12.9% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	518.02	69.8%
2	513.02	69.4%
3	512.02	68.4%
4	511.01	66.7%
5	515.02	66.5%

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

Rank	Tract Number	Self-Response Rate
30	504	40.3%
29	508	40.7%
28	509.04	48.2%
27	520	48.8%
26	515.01	53.9%

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

Historic census self-response rates for Rowan County were 65.0% in 1990, 64.0% in 2000, and 65.9% in 2010.



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## How are target groups responding in Rowan County?

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

% Young Children	# of Tracts	Average Response Rate
Less than 4.1%	8	59.3%
4% to 5.5%	7	60.7%
5.5% to 7.2%	9	62.8%
7.2% or higher	6	59.3%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	59.5%
2.9% to 5.7%	10	61.3%
5.7% to 9.8%	5	62.8%
9.8% or higher	3	60.0%

**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%	9	62.9%
14% to 28%	8	64.3%
28% to 50%	11	59.9%
50% or higher	2	40.5%

**No Internet** - 21% of NC households do not have Internet at home

% HH with no Internet	# of Tracts	Average Response Rate
Less than 12%	1	66.4%
12% to 21%	9	64.4%
21% to 31%	16	61.5%
31% or higher	4	47.8%



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