

Rowan County: Census 2020 Real-Time Response Rates - Week Ending Oct 7

How is Rowan County performing?

65.4% of households in Rowan County have self-responded to the 2020 Census between March 12 and Oct 7, 2020, **above** the state response rate of **63.2%**. Rowan County is currently ranked 23 out of 100 counties in NC.

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

52.0% of Rowan households responded to the census online versus 49.4% of all NC households.

13.4% of Rowan households responded to the census by phone or mail versus 13.8% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	518.02	73.5%
2	513.02	72.5%
3	512.02	71.8%
4	511.01	70.9%
5	509.03	70.8%

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

Rank	Tract Number	Self-Response Rate
30	504	43.2%
29	508	44.0%
28	509.04	50.2%
27	520	53.1%
26	515.01	58.8%

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	62.9%
4% to 5.5%	7	64.4%
5.5% to 7.2%	9	66.7%
7.2% or higher	6	63.2%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	63.2%
2.9% to 5.7%	10	65.0%
5.7% to 9.8%	5	66.5%
9.8% or higher	3	64.1%

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	66.8%
14% to 28%	8	68.0%
28% to 50%	11	63.8%
50% or higher	2	43.6%

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	70.8%
12% to 21%	9	68.3%
21% to 31%	16	65.4%
31% or higher	4	50.8%



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