

Rowan County: Census 2020 Real-Time Response Rates - Week Ending Aug 30

How is Rowan County performing?

62.9% of households in Rowan County have self-responded to the 2020 Census between March 12 and Aug 30, 2020, **above** the state response rate of **60.7%**. Rowan County is currently ranked 25 out of 100 counties in NC.

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

50.4% of Rowan households responded to the census online versus 47.6% of all NC households.

12.5% of Rowan households responded to the census by phone or mail versus 13.1% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	518.02	71.2%
2	513.02	70.8%
3	512.02	68.9%
4	511.01	68.2%
5	509.03	67.8%

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

Rank	Tract Number	Self-Response Rate
30	504	41.6%
29	508	42.2%
28	509.04	49.0%
27	520	50.8%
26	515.01	55.4%

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	60.6%
4% to 5.5%	7	61.8%
5.5% to 7.2%	9	64.3%
7.2% or higher	6	60.8%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	61.0%
2.9% to 5.7%	10	62.5%
5.7% to 9.8%	5	64.0%
9.8% or higher	3	61.2%

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	64.3%
14% to 28%	8	65.4%
28% to 50%	11	61.3%
50% or higher	2	41.9%

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	67.8%
12% to 21%	9	65.9%
21% to 31%	16	62.7%
31% or higher	4	49.1%



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