

Rowan County: Census 2020 Real-Time Response Rates - Week Ending Aug 18

How is Rowan County performing?

62.2% of households in Rowan County have self-responded to the 2020 Census between March 12 and Aug 18, 2020, **above** the state response rate of **59.8%**. Rowan County is currently ranked 25 out of 100 counties in NC.

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

49.8% of Rowan households responded to the census online versus 46.8% of all NC households.

12.4% of Rowan households responded to the census by phone or mail versus 13.0% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	518.02	70.4%
2	513.02	69.8%
3	512.02	68.7%
4	511.01	67.3%
5	515.02	67.1%

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

Rank	Tract Number	Self-Response Rate
29	504	41.2%
29	508	41.2%
28	509.04	48.7%
27	520	49.4%
26	515.01	54.6%

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	59.9%
4% to 5.5%	7	61.3%
5.5% to 7.2%	9	63.5%
7.2% or higher	6	60.0%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	60.2%
2.9% to 5.7%	10	61.8%
5.7% to 9.8%	5	63.4%
9.8% or higher	3	60.7%

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	63.6%
14% to 28%	8	64.8%
28% to 50%	11	60.5%
50% or higher	2	41.2%

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	67.0%
12% to 21%	9	65.2%
21% to 31%	16	62.0%
31% or higher	4	48.4%



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