

Rowan County: Census 2020 Real-Time Response Rates - Week Ending Sep 20

How is Rowan County performing?

64.3% of households in Rowan County have self-responded to the 2020 Census between March 12 and Sep 20, 2020, **above** the state response rate of **62.2%**. Rowan County is currently ranked 24 out of 100 counties in NC.

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

51.3% of Rowan households responded to the census online versus 48.6% of all NC households.

13.0% of Rowan households responded to the census by phone or mail versus 13.6% of all NC households.

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 1 | 518.02 | 72.0% |
| 2 | 513.02 | 71.4% |
| 3 | 512.02 | 69.9% |
| 4 | 509.03 | 69.5% |
| 5 | 511.01 | 69.4% |

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 30 | 504 | 42.4% |
| 29 | 508 | 42.9% |
| 28 | 509.04 | 49.6% |
| 27 | 520 | 52.5% |
| 26 | 515.01 | 57.5% |

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.



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 | 61.7% |
| 4% to 5.5% | 7 | 63.2% |
| 5.5% to 7.2% | 9 | 65.8% |
| 7.2% or higher | 6 | 62.2% |

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

| % Foreign-Born Residents | # of Tracts | Average Response Rate |
|--------------------------|-------------|-----------------------|
| Less than 2.9% | 12 | 62.2% |
| 2.9% to 5.7% | 10 | 64.0% |
| 5.7% to 9.8% | 5 | 65.6% |
| 9.8% or higher | 3 | 62.6% |

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 | 65.7% |
| 14% to 28% | 8 | 66.9% |
| 28% to 50% | 11 | 62.7% |
| 50% or higher | 2 | 42.7% |

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 | 69.5% |
| 12% to 21% | 9 | 67.3% |
| 21% to 31% | 16 | 64.2% |
| 31% or higher | 4 | 49.9% |



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