

Rowan County: Census 2020 Real-Time Response Rates - Week Ending April 5

How is Rowan County performing?

42.1% of households in Rowan County have self-responded to the 2020 Census between March 12 and April 5, 2020, **above** the state response rate of **41.7%**. Rowan County is currently ranked 31 out of 100 counties in NC.

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

39.0% of Rowan households responded to the census online versus 35.7% of all NC households.

3.1% of Rowan households responded to the census by phone or mail versus 6.0% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	518.02	50.0%
2	513.02	48.7%
3	502.01	48.5%
4	505	46.8%
5	512.02	46.3%

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

Rank	Tract Number	Self-Response Rate
30	508	25.1%
29	504	28.5%
28	520	32.4%
27	515.01	34.2%
26	509.04	35.0%

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	41.1%
4% to 5.5%	7	41.0%
5.5% to 7.2%	9	42.8%
7.2% or higher	6	41.2%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	41.2%
2.9% to 5.7%	10	41.6%
5.7% to 9.8%	5	43.2%
9.8% or higher	3	40.7%

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	42.6%
14% to 28%	8	43.7%
28% to 50%	11	42.0%
50% or higher	2	26.8%

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	45.4%
12% to 21%	9	43.9%
21% to 31%	16	41.9%
31% or higher	4	34.3%



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