

Rowan County: Census 2020 Real-Time Response Rates - Week Ending May 10

How is Rowan County performing?

57.2% of households in Rowan County have self-responded to the 2020 Census between March 12 and May 10, 2020, **above** the state response rate of **54.5%**. Rowan County is currently ranked 22 out of 100 counties in NC.

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

46.9% of Rowan households responded to the census online versus 43.5% of all NC households.

10.3% of Rowan households responded to the census by phone or mail versus 11.0% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	513.02	66.0%
2	518.02	65.8%
3	512.02	64.3%
4	515.02	63.4%
5	509.03	63.0%

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

Rank	Tract Number	Self-Response Rate
30	508	31.1%
29	504	35.5%
28	520	43.9%
27	509.04	44.0%
26	515.01	50.2%

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	54.6%
4% to 5.5%	7	56.8%
5.5% to 7.2%	9	58.0%
7.2% or higher	6	55.3%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	54.8%
2.9% to 5.7%	10	56.8%
5.7% to 9.8%	5	59.1%
9.8% or higher	3	56.1%

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	58.2%
14% to 28%	8	60.3%
28% to 50%	11	55.9%
50% or higher	2	33.3%

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	63.0%
12% to 21%	9	59.7%
21% to 31%	16	57.5%
31% or higher	4	42.1%



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