

Rowan County: Census 2020 Real-Time Response Rates - Week Ending May 17

How is Rowan County performing?

58.2% of households in Rowan County have self-responded to the 2020 Census between March 12 and May 17, 2020, **above** the state response rate of **55.7%**. Rowan County is currently ranked 26 out of 100 counties in NC.

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

47.4% of Rowan households responded to the census online versus 44.1% of all NC households.

10.8% of Rowan households responded to the census by phone or mail versus 11.6% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	518.02	67.0%
2	513.02	66.9%
3	512.02	65.3%
4	515.02	64.4%
5	509.03	63.8%

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

Rank	Tract Number	Self-Response Rate
30	508	32.0%
29	504	37.6%
28	509.04	45.4%
27	520	45.5%
26	515.01	51.3%

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	55.6%
4% to 5.5%	7	57.9%
5.5% to 7.2%	9	59.1%
7.2% or higher	6	56.6%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	56.0%
2.9% to 5.7%	10	57.9%
5.7% to 9.8%	5	59.9%
9.8% or higher	3	57.2%

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	59.2%
14% to 28%	8	61.5%
28% to 50%	11	57.1%
50% or higher	2	34.8%

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	63.8%
12% to 21%	9	60.7%
21% to 31%	16	58.6%
31% or higher	4	43.6%



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