

Rowan County: Census 2020 Real-Time Response Rates - Week Ending April 26

How is Rowan County performing?

49.6% of households in Rowan County have self-responded to the 2020 Census between March 12 and April 26, 2020, **above** the state response rate of **48.5%**. Rowan County is currently ranked 27 out of 100 counties in NC.

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

44.3% of Rowan households responded to the census online versus 41.0% of all NC households.

5.3% of Rowan households responded to the census by phone or mail versus 7.5% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	513.02	60.3%
2	518.02	59.2%
3	505	58.6%
4	512.02	55.6%
5	515.02	55.3%

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

Rank	Tract Number	Self-Response Rate
30	508	28.2%
29	504	32.2%
28	520	36.9%
27	515.01	40.1%
26	509.04	40.4%

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	48.8%
4% to 5.5%	7	50.0%
5.5% to 7.2%	9	49.3%
7.2% or higher	6	47.4%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	48.2%
2.9% to 5.7%	10	48.9%
5.7% to 9.8%	5	51.7%
9.8% or higher	3	47.4%

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	50.7%
14% to 28%	8	51.5%
28% to 50%	11	49.1%
50% or higher	2	30.2%

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	53.9%
12% to 21%	9	51.2%
21% to 31%	16	49.9%
31% or higher	4	38.8%



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