

Rowan County: Census 2020 Real-Time Response Rates - Week Ending April 19

How is Rowan County performing?

46.7% of households in Rowan County have self-responded to the 2020 Census between March 12 and April 19, 2020, **above** the state response rate of **46.6%**. Rowan County is currently ranked 29 out of 100 counties in NC.

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

43.2% of Rowan households responded to the census online versus 39.9% of all NC households.

3.5% of Rowan households responded to the census by phone or mail versus 6.7% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	518.02	55.3%
2	513.02	52.8%
3	502.01	52.6%
4	505	52.1%
5	512.02	51.9%

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

Rank	Tract Number	Self-Response Rate
30	508	27.4%
29	504	31.7%
28	520	36.1%
27	515.01	38.6%
26	509.04	39.6%

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	45.4%
4% to 5.5%	7	45.9%
5.5% to 7.2%	9	47.4%
7.2% or higher	6	45.4%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	45.7%
2.9% to 5.7%	10	46.1%
5.7% to 9.8%	5	47.6%
9.8% or higher	3	45.4%

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	47.5%
14% to 28%	8	48.4%
28% to 50%	11	46.4%
50% or higher	2	29.6%

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	50.8%
12% to 21%	9	48.8%
21% to 31%	16	46.4%
31% or higher	4	37.8%



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