

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

How is Rowan County performing?

60.9% of households in Rowan County have self-responded to the 2020 Census between March 12 and July 19, 2020, **above** the state response rate of **58.3%**. Rowan County is currently ranked 23 out of 100 counties in NC.

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

48.6% of Rowan households responded to the census online versus 45.5% of all NC households.

12.3% of Rowan households responded to the census by phone or mail versus 12.8% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	518.02	69.3%
2	513.02	68.8%
3	512.02	67.6%
4	511.01	66.1%
5	515.02	65.9%

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

Rank	Tract Number	Self-Response Rate
30	508	39.6%
29	504	39.8%
28	509.04	47.5%
27	520	48.0%
26	515.01	53.2%

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.



CAROLINA
DEMOGRAPHY

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	58.5%
4% to 5.5%	7	60.0%
5.5% to 7.2%	9	62.2%
7.2% or higher	6	58.7%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	58.8%
2.9% to 5.7%	10	60.6%
5.7% to 9.8%	5	62.1%
9.8% or higher	3	59.3%

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	62.2%
14% to 28%	8	63.6%
28% to 50%	11	59.2%
50% or higher	2	39.7%

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	65.7%
12% to 21%	9	63.7%
21% to 31%	16	60.8%
31% or higher	4	47.1%



CAROLINA
DEMOGRAPHY