

Rowan County: Census 2020 Real-Time Response Rates - Week Ending June 22

How is Rowan County performing?

60.5% of households in Rowan County have self-responded to the 2020 Census between March 12 and June 22, 2020, **above** the state response rate of **57.9%**. Rowan County is currently ranked 24 out of 100 counties in NC.

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

48.3% of Rowan households responded to the census online versus 45.2% of all NC households.

12.2% of Rowan households responded to the census by phone or mail versus 12.7% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	518.02	68.7%
2	513.02	68.4%
3	512.02	67.1%
4	511.01	65.7%
4	515.02	65.7%

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

Rank	Tract Number	Self-Response Rate
30	508	38.8%
29	504	39.5%
28	509.04	46.9%
27	520	47.6%
26	515.01	53.1%

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	58.0%
4% to 5.5%	7	59.7%
5.5% to 7.2%	9	61.8%
7.2% or higher	6	58.3%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	58.4%
2.9% to 5.7%	10	60.2%
5.7% to 9.8%	5	61.7%
9.8% or higher	3	59.0%

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	61.8%
14% to 28%	8	63.3%
28% to 50%	11	58.9%
50% or higher	2	39.1%

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	65.5%
12% to 21%	9	63.3%
21% to 31%	16	60.4%
31% or higher	4	46.6%



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