

Rowan County: Census 2020 Real-Time Response Rates - Week Ending May 25

How is Rowan County performing?

58.9% of households in Rowan County have self-responded to the 2020 Census between March 12 and May 25, 2020, **above** the state response rate of **56.4%**. Rowan County is currently ranked 26 out of 100 counties in NC.

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

47.7% of Rowan households responded to the census online versus 44.4% of all NC households.

11.2% of Rowan households responded to the census by phone or mail versus 12.0% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	518.02	67.6%
2	513.02	67.5%
3	512.02	65.9%
4	515.02	64.9%
5	509.03	64.3%

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

Rank	Tract Number	Self-Response Rate
30	508	32.6%
29	504	38.3%
28	509.04	45.9%
27	520	46.7%
26	515.01	52.1%

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.



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	56.3%
4% to 5.5%	7	58.5%
5.5% to 7.2%	9	59.8%
7.2% or higher	6	57.3%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	56.7%
2.9% to 5.7%	10	58.6%
5.7% to 9.8%	5	60.5%
9.8% or higher	3	57.9%

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	59.8%
14% to 28%	8	62.1%
28% to 50%	11	57.8%
50% or higher	2	35.4%

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	64.3%
12% to 21%	9	61.4%
21% to 31%	16	59.3%
31% or higher	4	44.2%



CAROLINA
DEMOGRAPHY