

Rowan County: Census 2020 Real-Time Response Rates – Week Ending March 29

How is Rowan County performing?

30.5% of households in Rowan County have self-responded to the 2020 Census between March 12 and March 29, 2020, **above** the state response rate of **30.0%**. Rowan County is currently ranked 31 out of 100 counties in NC.

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

28.0% of Rowan households responded to the census online versus 25.3% of all NC households.

2.5% of Rowan households responded to the census by phone or mail versus 4.7% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	502.01	37.8%
2	505	37.5%
3	513.02	36.0%
4	507	34.7%
5	518.02	34.4%

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

Rank	Tract Number	Self-Response Rate
30	508	18.4%
29	504	21.7%
27	515.01	24.6%
27	520	24.6%
26	519.02	25.3%

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	30.0%
4% to 5.5%	7	30.3%
5.5% to 7.2%	9	30.9%
7.2% or higher	6	30.1%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	30.4%
2.9% to 5.7%	10	30.0%
5.7% to 9.8%	5	31.4%
9.8% or higher	3	29.8%

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	30.5%
14% to 28%	8	31.0%
28% to 50%	11	31.6%
50% or higher	2	20.1%

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	32.5%
12% to 21%	9	31.0%
21% to 31%	16	31.0%
31% or higher	4	26.0%