

# Rowan County: Census 2020 Real-Time Response Rates - Week Ending May 3

## How is Rowan County performing?

**54.3%** of households in Rowan County have self-responded to the 2020 Census between March 12 and May 3, 2020, **above** the state response rate of **51.8%**. Rowan County is currently ranked 21 out of 100 counties in NC.

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

**45.9%** of Rowan households responded to the census online versus 42.4% of all NC households.

**8.4%** of Rowan households responded to the census by phone or mail versus 9.4% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	513.02	63.7%
2	518.02	63.1%
3	515.02	61.5%
4	505	61.4%
4	512.02	61.4%

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

Rank	Tract Number	Self-Response Rate
30	508	28.6%
29	504	32.9%
28	520	40.6%
27	509.04	40.9%
26	515.01	45.7%

## 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	52.0%
4% to 5.5%	7	54.5%
5.5% to 7.2%	9	54.6%
7.2% or higher	6	52.0%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	52.0%
2.9% to 5.7%	10	53.6%
5.7% to 9.8%	5	56.7%
9.8% or higher	3	52.7%

### 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	55.4%
14% to 28%	8	57.2%
28% to 50%	11	53.1%
50% or higher	2	30.8%

### 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	60.1%
12% to 21%	9	56.8%
21% to 31%	16	54.6%
31% or higher	4	39.3%



CAROLINA  
**DEMOGRAPHY**