

# Rowan County: Census 2020 Real-Time Response Rates - Week Ending April 12

## How is Rowan County performing?

45.1% of households in Rowan County have self-responded to the 2020 Census between March 12 and April 12, 2020, **above** the state response rate of **44.9%**. Rowan County is currently ranked 30 out of 100 counties in NC.

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

41.7% of Rowan households responded to the census online versus 38.4% of all NC households.

3.4% of Rowan households responded to the census by phone or mail versus 6.5% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	518.02	53.5%
2	502.01	51.2%
3	513.02	51.0%
4	512.02	49.7%
5	505	49.6%

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

Rank	Tract Number	Self-Response Rate
30	508	26.7%
29	504	30.9%
28	520	34.3%
27	515.01	37.3%
26	509.04	38.3%

## 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	43.9%
4% to 5.5%	7	44.2%
5.5% to 7.2%	9	45.9%
7.2% or higher	6	43.9%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	44.1%
2.9% to 5.7%	10	44.6%
5.7% to 9.8%	5	46.1%
9.8% or higher	3	43.7%

### 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	46.0%
14% to 28%	8	46.7%
28% to 50%	11	44.7%
50% or higher	2	28.8%

### 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	48.8%
12% to 21%	9	47.2%
21% to 31%	16	44.8%
31% or higher	4	36.8%



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