

# Rowan County: Census 2020 Real-Time Response Rates - Week Ending July 5

## How is Rowan County performing?

**60.7%** of households in Rowan County have self-responded to the 2020 Census between March 12 and July 5, 2020, **above** the state response rate of **58.1%**. Rowan County is currently ranked 23 out of 100 counties in NC.

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

**48.5%** of Rowan households responded to the census online versus 45.4% 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	69.0%
2	513.02	68.6%
3	512.02	67.4%
4	511.01	65.9%
5	515.02	65.8%

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

Rank	Tract Number	Self-Response Rate
30	508	39.2%
29	504	39.7%
28	509.04	47.2%
27	520	47.8%
26	515.01	53.2%

## 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	58.3%
4% to 5.5%	7	59.9%
5.5% to 7.2%	9	62.0%
7.2% or higher	6	58.5%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	58.6%
2.9% to 5.7%	10	60.4%
5.7% to 9.8%	5	61.9%
9.8% or higher	3	59.1%

**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	62.0%
14% to 28%	8	63.5%
28% to 50%	11	59.0%
50% or higher	2	39.5%

**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	65.6%
12% to 21%	9	63.5%
21% to 31%	16	60.6%
31% or higher	4	46.8%



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