

## Rowan County: Census 2020 Real-Time Response Rates – Week of March 23

### How is Rowan County performing?

In 2020, **17.3%** of households in Rowan County have filled out the Census questionnaire from March 12, 2020 to March 23, 2020, **above** the state response rate of **16.6%**. Rowan County is currently ranked 43 out of 100 counties in NC.

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

**15.5%** of Rowan households responded to the census online versus 13.1% of all NC households.

**1.8%** of Rowan households responded to the census by phone or mail versus 3.5% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	505	25.9%
2	502.01	25.2%
3	507	22.7%
4	513.02	21.0%
5	515.02	20.3%

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

Rank	Tract Number	Self-Response Rate
30	504	9.9%
29	508	10.9%
28	519.02	11.3%
27	510.02	13.6%
26	519.01	14.0%

### 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	17.4%
4% to 5.5%	7	17.0%
5.5% to 7.2%	9	17.4%
7.2% or higher	6	18.1%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	12	18.0%
2.9% to 5.7%	10	16.4%
5.7% to 9.8%	5	18.5%
9.8% or higher	3	16.6%

### 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	17.2%
14% to 28%	8	16.9%
28% to 50%	11	19.3%
50% or higher	2	10.4%

### 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	16.7%
12% to 21%	9	16.9%
21% to 31%	16	18.0%
31% or higher	4	16.2%