

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

How is Rutherford County performing?

50.4% of households in Rutherford County have self-responded to the 2020 Census between March 12 and July 5, 2020, **below** the state response rate of **58.1%**. Rutherford County is currently ranked 67 out of 100 counties in NC.

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

24.7% of Rutherford households responded to the census online versus 45.4% of all NC households.

25.7% of Rutherford households responded to the census by phone or mail versus 12.7% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	9604	60.6%
2	9607	57.0%
2	9609	57.0%
4	9602	56.2%
5	9601	55.2%

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

Rank	Tract Number	Self-Response Rate
13	9603	27.3%
12	9611.01	43.7%
11	9606	44.8%
10	9608	47.8%
9	9605	54.3%

How many households in Rutherford County self-responded in past census counts?

Historic census self-response rates for Rutherford County were 66.0% in 1990, 63.0% in 2000, and 57.2% in 2010.



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How are target groups responding in Rutherford County?

Young Children - 5.9% of NC population ages 0-4

% Young Children	# of Tracts	Average Response Rate
Less than 4.1%	4	50.3%
4% to 5.5%	5	54.7%
5.5% to 7.2%	3	45.4%
7.2% or higher	1	57.0%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	8	52.8%
2.9% to 5.7%	4	47.2%
5.7% to 9.8%	1	57.0%
9.8% or higher	0	n.a.

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%	8	52.2%
14% to 28%	3	52.6%
28% to 50%	2	46.3%
50% or higher	0	n.a.

No Internet - 21% of NC households do not have Internet at home

% HH with no Internet	# of Tracts	Average Response Rate
Less than 12%	0	n.a.
12% to 21%	1	27.3%
21% to 31%	4	57.0%
31% or higher	8	51.5%



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