

Rutherford County: Census 2020 Real-Time Response Rates - Week Ending July 19

How is Rutherford County performing?

50.5% of households in Rutherford County have self-responded to the 2020 Census between March 12 and July 19, 2020, **below** the state response rate of **58.3%**. Rutherford County is currently ranked 67 out of 100 counties in NC.

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

24.8% of Rutherford households responded to the census online versus 45.5% of all NC households.

25.7% of Rutherford households responded to the census by phone or mail versus 12.8% 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	57.1%
2	9609	57.1%
4	9602	56.3%
5	9601	55.2%

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

Rank	Tract Number	Self-Response Rate
13	9603	27.5%
12	9611.01	43.8%
11	9606	45.0%
10	9608	48.0%
9	9605	54.4%

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	50.4%
4% to 5.5%	5	54.8%
5.5% to 7.2%	3	45.6%
7.2% or higher	1	57.1%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	8	52.9%
2.9% to 5.7%	4	47.2%
5.7% to 9.8%	1	57.1%
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	52.3%
14% to 28%	3	52.7%
28% to 50%	2	46.5%
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	27.5%
21% to 31%	4	57.2%
31% or higher	8	51.6%



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