

# Rutherford County: Census 2020 Real-Time Response Rates - Week Ending June 22

## How is Rutherford County performing?

**50.3%** of households in Rutherford County have self-responded to the 2020 Census between March 12 and June 22, 2020, **below** the state response rate of **57.9%**. Rutherford County is currently ranked 67 out of 100 counties in NC.

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

**24.6%** of Rutherford households responded to the census online versus 45.2% 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         | 56.8%              |
| 2    | 9609         | 56.8%              |
| 4    | 9602         | 56.1%              |
| 5    | 9601         | 55.2%              |

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 13   | 9603         | 27.1%              |
| 12   | 9611.01      | 43.5%              |
| 11   | 9606         | 44.7%              |
| 10   | 9608         | 47.8%              |
| 8    | 9611.02      | 54.2%              |

## 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           | 50.1%                 |
| 4% to 5.5%       | 5           | 54.5%                 |
| 5.5% to 7.2%     | 3           | 45.3%                 |
| 7.2% or higher   | 1           | 56.8%                 |

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

| % Foreign-Born Residents | # of Tracts | Average Response Rate |
|--------------------------|-------------|-----------------------|
| Less than 2.9%           | 8           | 52.7%                 |
| 2.9% to 5.7%             | 4           | 47.0%                 |
| 5.7% to 9.8%             | 1           | 56.8%                 |
| 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           | 52.1%                 |
| 14% to 28%           | 3           | 52.4%                 |
| 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           | 27.1%                 |
| 21% to 31%            | 4           | 56.9%                 |
| 31% or higher         | 8           | 51.4%                 |



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