

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

How is Rutherford County performing?

In 2020, **18.9%** of households in Rutherford County have filled out the Census questionnaire from March 12, 2020 to March 23, 2020, **above** the state response rate of **16.6%**. Rutherford County is currently ranked 14 out of 100 counties in NC.

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

7.4% of Rutherford households responded to the census online versus 13.1% of all NC households.

11.5% of Rutherford households responded to the census by phone or mail versus 3.5% of all NC households.

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 1 | 9602 | 24.5% |
| 2 | 9609 | 24.0% |
| 3 | 9605 | 23.7% |
| 4 | 9601 | 22.9% |
| 5 | 9610 | 22.4% |

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

| Rank | Tract Number | Self-Response Rate |
|------|--------------|--------------------|
| 13 | 9603 | 5.1% |
| 12 | 9604 | 13.3% |
| 11 | 9611.01 | 14.6% |
| 10 | 9607 | 15.3% |
| 9 | 9606 | 17.9% |

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 | 14.5% |
| 4% to 5.5% | 5 | 22.6% |
| 5.5% to 7.2% | 3 | 17.0% |
| 7.2% or higher | 1 | 24.0% |

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

| % Foreign-Born Residents | # of Tracts | Average Response Rate |
|--------------------------|-------------|-----------------------|
| Less than 2.9% | 8 | 21.7% |
| 2.9% to 5.7% | 4 | 12.1% |
| 5.7% to 9.8% | 1 | 24.0% |
| 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 | 19.5% |
| 14% to 28% | 3 | 18.0% |
| 28% to 50% | 2 | 18.1% |
| 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 | 5.1% |
| 21% to 31% | 4 | 18.8% |
| 31% or higher | 8 | 20.7% |