

## Rutherford County: Census 2020 Real-Time Response Rates – Week Ending March 29

### How is Rutherford County performing?

**28.2%** of households in Rutherford County have self-responded to the 2020 Census between March 12 and March 29, 2020, **below** the state response rate of **30.0%**. Rutherford County is currently ranked 59 out of 100 counties in NC.

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

**13.3%** of Rutherford households responded to the census online versus 25.3% of all NC households.

**14.9%** of Rutherford households responded to the census by phone or mail versus 4.7% of all NC households.

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

Rank	Tract Number	Self-Response Rate
1	9602	34.2%
2	9609	33.6%
3	9605	32.9%
4	9611.02	32.5%
5	9601	32.4%

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

Rank	Tract Number	Self-Response Rate
13	9603	10.8%
12	9611.01	21.8%
11	9606	25.8%
10	9608	27.2%
9	9607	27.8%

### 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	25.3%
4% to 5.5%	5	32.2%
5.5% to 7.2%	3	24.9%
7.2% or higher	1	33.6%

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

% Foreign-Born Residents	# of Tracts	Average Response Rate
Less than 2.9%	8	31.0%
2.9% to 5.7%	4	22.2%
5.7% to 9.8%	1	33.6%
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	29.3%
14% to 28%	3	27.7%
28% to 50%	2	26.5%
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	10.8%
21% to 31%	4	30.7%
31% or higher	8	29.6%