Rutherford County
Highlights from the 2023 NCACC Map Book

Demographics

2023 population	64,350
Population loss since 2013	(1,974)
Percentage decrease since 2013	-3%

| 2023 Population Facts	County	NC	Rank[1]
Median Age	43.1	39.8	46
Population Under 18	20%	21%	53
Population Age 65+	22%	18%	43
Veterans	6%	6%	57

Health & Wellbeing

34% of residents are covered by Medicaid.

14% of residents under 65 are uninsured.

16% of households are food insecure.

34 residents died from reported overdose in 2021.

323 residents served in 2021 via LME/MCO Opioid Use treatment programs (uninsured & Medicaid only).
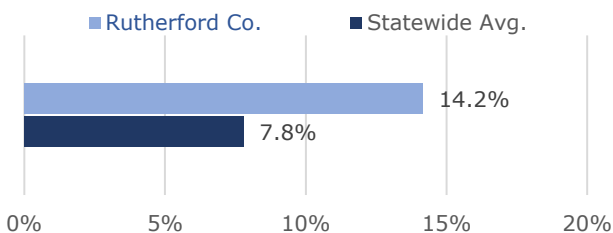
Education

Average Teacher Salary Supplement, 2022-23

- Rutherford Co. — $2,500
- Statewide Avg. — $6,053
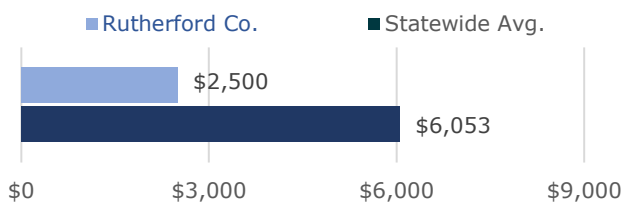
Share of Students in Charter Schools, 2021-22

- Rutherford Co. — 14.2%
- Statewide Avg. — 7.8%

Economy & Taxes

Income & Jobs	County	NC	Rank[1]
Average Weekly Wage	$843	$1,215	69
Per Capita Income	$42,376	$56,173	91
Children in Poverty	25%	18%	63
May 2023 Unemployment	4.4%	3.4%	84
Employed residents whose job is within the county	69%	72%	36

Local Taxes	County	NC	Rank[1]
Property Tax Rate, FY23-24	0.4540	0.6257	17
Taxable property per capita in $1,000s, FY 22-23	$125.2	$136.3	47
Property tax levy per capita	$747	$854	59
Sales tax rate (state + local)	7.00%	—	

Broadband Access

Households with a desktop, laptop, or tablet computer.

Broadband Serviceable Locations fully served by broadband internet.
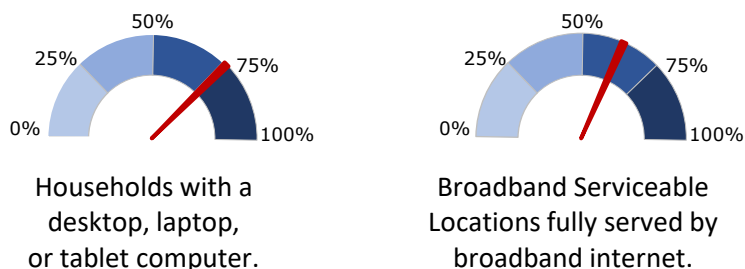
To support counties in addressing North Carolinians' broadband needs, the NCACC released the Connecting Counties playbook, an online resource developed by the Connecting Counties Task Force under the leadership of NCACC President Tracey Johnson.

To access the playbook, use this QR code or visit https://www.ncacc.org/connecting-counties.

(1) A rank of 1 indicates the "best" or preferred value for each measure (i.e., the highest income, the lowest unemployment rate). For full notes, explanations of each indicator, and sources, or to download the Map Book or this fact sheet, visit www.ncacc.org/mapbook.