

**County Profile**

**Craven County (NC)**

**August 2017**

**Demographics**

**Population & Growth**

2015 Est Population  
2010 Census Total Population  
July 2015 Certified Population Estimate (NC only)

**Population**

104,450  
103,505  
103,691

**% Annual Growth**

( 0.1%)  
0.1%

**Urban/Rural Representation**

2010 Census Total Population: Urban  
2010 Census Total Population: Rural

74,825  
28,680

**Urban/Rural Percent**

72.3%  
27.7%

**Estimated Population by Age**

2015 Est Median Age  
2015 Est Total Pop 0-19  
2015 Est Total Pop 20-24  
2015 Est Total Pop 25-34  
2015 Est Total Pop 35-44  
2015 Est Total Pop 45-54  
2015 Est Total Pop 55-64  
2015 Est Total Pop 65+

36  
26,572  
10,696  
14,126  
11,001  
12,133  
12,637  
17,285

**% Pop by Age**

25.5%  
10.2%  
13.5%  
10.5%  
11.6%  
12.1%  
16.5%

**Commuters, Workers Age 16 and Over, 2015 Est**

**Percent of Workers, By Travel Time**

Avg Travel Time, Minutes 20.8  
Workers Not Working at Home 45,957  
Travel Time to Work: < 10 minutes 18.4%  
Travel Time to Work: 10-14 minutes 20.4%  
Travel Time to Work: 15-19 minutes 19.3%  
Travel Time to Work: 20-24 minutes 11.7%  
Travel Time to Work: 25-29 minutes 6.1%  
Travel Time to Work: 30-34 minutes 9.2%  
Travel Time to Work: 35-44 minutes 4.9%  
Travel Time to Work: 45-59 minutes 5.6%  
Travel Time to Work: 60+ minutes 4.5%

**Workers, By Transportation**

Worker Transp, Base 45,957  
Work at Home 3.0%  
Drove Car/Truck/Van Alone 80.6%  
Carpooled Car/Truck/Van 11.7%  
Public Transportation 0.3%  
Walked 1.9%  
Other Transportation 2.5%

**Place of Work**

Worked in State/County of Residence  
Worked in State/Outside County of Residence  
Worked Outside State of Residence

**Commuters**

37,742  
7,620  
595

**Residents**

82.1%  
16.6%  
1.3%

**Education**

2015-16 Kindergarten-12th Enrollment  
2016 Average SAT score (2400 scale)  
2016 Percent of Graduates taking SAT  
2014-15 Higher Education Completions  
2014-15 Higher Education Total Enrollment  
2015 Est Education Attainment - At Least High School Graduate  
2015 Est Education Attainment - At Least Bachelor's Degree

14,004  
1,468  
29.7%  
648  
8,976  
58,647  
14,965

**Pop Age 25+**

87.3%  
22.3%

## Housing

		<b>% Ann Growth or % Total</b>
2015 Est Total Housing Units	45,745	0.4%
2010 Census Total Housing	40,299	
2010 Census Total Households	45,002	
2010 Census Occupied Housing	35,596	88.3%
2010 Census Vacant Housing	4,703	11.7%
2015 Est Median Value of Owner Occupied Housing	\$130	
2015 Est Median Gross Rent	\$894	
2015 Est Owner Occupied Housing	25,127	62.6%
2015 Est Renter Occupied Housing	15,004	37.4%
2015 Est Owner Occupied Housing Vacancy	3.0%	
2015 Est Renter Occupied Housing Vacancy	7.6%	

## Income

		<b>% Ann Growth or % Pov</b>
2015 Est Median Family Income	\$56,550	3.2%
2015 Median Household Income (SAIPE)	\$47,805	8.7%
2015 Est Median Worker Earnings	\$26,371	
2015 Per Capita Income (BEA)	\$40,555	
2015 Est Total Pop with Income Below Poverty Level, Last 12 months	15,664	15.6%

## Employment / Unemployment

	<b>Currently</b>	<b>2016 Annual</b>
Jun 2017 Prelim., 2016 Employment	40,731	39,659
Jun 2017 Prelim., 2016 Unemployment	1,857	2,198
Jun 2017 Prelim., 2016 Unemployment Rate	4.4%	5.3%
2017Q1 YTD, 2016 Announced Job Creation	.	100
2017Q1 YTD, 2016 Total Announced Investments (\$mil)	.	\$0.0

## Employment / Wages by Industry

	<b>2016Q4 Employment</b>	<b>2016 Annual Employment</b>	<b>2016Q4 Avg Weekly Wage</b>	<b>2016 Avg Weekly Wage</b>
Total All Industries	40,085	39,438	\$843	\$791
Total Government	12,655	12,389	\$1,048	\$991
Total Private Industry	27,430	27,049	\$748	\$699
Agriculture Forestry Fishing & Hunting	258	282	\$817	\$755
Mining	45	45	\$1,333	\$1,207
Utilities	119	116	\$1,571	\$1,489
Construction	1,135	1,134	\$844	\$855
Manufacturing	3,833	3,794	\$1,009	\$979
Wholesale Trade	860	815	\$1,222	\$1,118
Retail Trade	5,942	5,617	\$515	\$500
Transportation and Warehousing	887	873	\$881	\$856
Information	364	372	\$791	\$770
Finance and Insurance	611	614	\$1,217	\$1,127
Real Estate and Rental and Leasing	417	416	\$680	\$604
Professional and Technical Services	1,465	1,479	\$1,476	\$1,238
Mgt of Companies, Enterprises	217	207	\$1,231	\$1,037
Administrative and Waste Services	2,008	1,988	\$583	\$570
Educational Services	2,310	2,217	\$702	\$693
Health Care and Social Assistance	6,715	6,739	\$987	\$853
Arts, Entertainment and Recreation	442	452	\$331	\$285
Accommodation and Food Services	4,120	4,070	\$281	\$280
Other Services Ex. Public Admin	812	820	\$514	\$498
Public Administration	6,779	6,676	\$1,223	\$1,171
Unclassified	0	0	\$0	\$0

## Commercial/Retail/Industrial

### Local Business

June 2017 Available Industrial Buildings	6
2016Q4 Establishments: Total Private Industry	2,196
2016Q4 Establishments: Manufacturing	72
2015 Est Self Employed	2,228

### Local Retail Business

2016 Total Retail Sales (With Food/Drink) (\$mil)	\$1,551.0
2016 Total Retail Businesses (With Food/Drink)	796
2016 Avg Sales/Business Total (with Food/Drink)	\$1,948,440
June 2017 Available Commercial Buildings (if reported)	8

## Quality of Life

### Taxes

FY2017-18 Property Tax Rate per \$100 Value	\$0.5394
FY2015-16 Annual Taxable Retail Sales (\$mil)	\$988.8
2017 Tier designation	2

### Childcare

2017Q2 Licensed Child Care Facilities	65
2017Q2 Licensed Child Care Enrollment	2,419

### Weather

Annual Rainfall, inches	54
Annual Snowfall, inches	2
Average Annual Temperature, F	63
Average Annual High Temperature, F	73
Average Annual Low Temperature, F	52

### Healthcare Providers

2016 Number of Physicians	266
2016 Physicians per 10,000 population	25.1
2016 RNs per 10,000 population	97.3
2016 Dentists per 10,000 population	4.8
2016 Pharmacists per 10,000 population	9.0

### Sources:

Census (2010 & ACS 2011-15) for demographics, commuters, place of work, educational attainment, housing, and income data at <https://factfinder.census.gov>. ESRI for retail data at [www.ESRI.com](http://www.ESRI.com). Applied Geographic Solutions for weather and crime data at [www.AppliedGeographic.com](http://www.AppliedGeographic.com). NC Dept. of Education for SAT data by NC county system at <http://www.ncpublicschools.org>. US Dept. of Education, National Center for Education Statistics for higher education data at <https://nces.ed.gov/ipeds/datacenter>. NC Commerce, Labor and Economic Analysis Division, for NC tiers, occupational data, employment and unemployment, and wages and establishments by industry at <http://accessnc.nccommerce.com/>. EDPNC for announced new jobs and investment and available buildings at <https://edpnc.com>. NC Dept. of Health & Human Services for childcare data at <http://www.ncdhhs.gov/>. UNC Sheps Center for healthcare professions at <https://NCHealthWorkforce.SIRS.UNC.edu>. Full datasets and topic dashboards are available at <http://AccessNC.NCCommerce.com>.

### Notes:

Data are the latest available at the date this profile was prepared. SAT scores use the new scoring system (2400 max) and represent NC county systems. Unemployment data are now showing preliminary month and subject to change. Some data may be available only for North Carolina. Census American Community Survey (ACS) data are estimates (Est) from the 2011-15, 5 year survey. ACS data is as of the end year with \$ inflated to the end year. Full datasets and topic dashboards are available at <http://AccessNC.NCCommerce.com>.

