

**County Profile**

**Lenoir County (NC)**

**August 2017**

**Demographics**

**Population & Growth**

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

**Population**

58,782  
59,495  
58,338

**% Annual Growth**

( 0.5%)  
( 0.0%)

**Urban/Rural Representation**

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

32,719  
26,776

**Urban/Rural Percent**

55.0%  
45.0%

**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+

42  
15,041  
3,469  
6,403  
6,861  
8,231  
8,493  
10,284

**% Pop by Age**

25.6%  
5.9%  
10.9%  
11.7%  
14.0%  
14.4%  
17.5%

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

**Percent of Workers, By Travel Time**

Avg Travel Time, Minutes 21.5  
Workers Not Working at Home 23,422  
Travel Time to Work: < 10 minutes 17.1%  
Travel Time to Work: 10-14 minutes 17.0%  
Travel Time to Work: 15-19 minutes 20.6%  
Travel Time to Work: 20-24 minutes 13.7%  
Travel Time to Work: 25-29 minutes 5.9%  
Travel Time to Work: 30-34 minutes 10.2%  
Travel Time to Work: 35-44 minutes 4.7%  
Travel Time to Work: 45-59 minutes 5.7%  
Travel Time to Work: 60+ minutes 5.0%

**Workers, By Transportation**

Worker Transp, Base 23,422  
Work at Home 1.9%  
Drove Car/Truck/Van Alone 77.8%  
Carpooled Car/Truck/Van 16.6%  
Public Transportation 0.8%  
Walked 2.4%  
Other Transportation 0.5%

**Place of Work**

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

**Commuters**

17,864  
5,390  
168

**Residents**

76.3%  
23.0%  
0.7%

**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

9,022  
1,308  
34.2%  
570  
9,602  
32,011  
5,117

**Pop Age 25+**

79.5%  
12.7%

## Housing

		<b>% Ann Growth or % Total</b>
2015 Est Total Housing Units	27,285	( 0.1%)
2010 Census Total Housing	24,327	
2010 Census Total Households	27,437	
2010 Census Occupied Housing	21,217	87.2%
2010 Census Vacant Housing	3,110	12.8%
2015 Est Median Value of Owner Occupied Housing	\$87	
2015 Est Median Gross Rent	\$668	
2015 Est Owner Occupied Housing	14,083	60.4%
2015 Est Renter Occupied Housing	9,252	39.6%
2015 Est Owner Occupied Housing Vacancy	2.9%	
2015 Est Renter Occupied Housing Vacancy	10.0%	

## Income

		<b>% Ann Growth or % Pov</b>
2015 Est Median Family Income	\$43,844	1.3%
2015 Median Household Income (SAIPE)	\$37,085	3.0%
2015 Est Median Worker Earnings	\$23,003	
2015 Per Capita Income (BEA)	\$37,442	
2015 Est Total Pop with Income Below Poverty Level, Last 12 months	13,401	23.2%

## Employment / Unemployment

	<b>Currently</b>	<b>2016 Annual</b>
Jun 2017 Prelim., 2016 Employment	26,126	26,208
Jun 2017 Prelim., 2016 Unemployment	1,182	1,647
Jun 2017 Prelim., 2016 Unemployment Rate	4.3%	5.9%
2017Q1 YTD, 2016 Announced Job Creation	60	0
2017Q1 YTD, 2016 Total Announced Investments (\$mil)	\$19.5	\$19.0

## 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	27,779	27,722	\$724	\$678
Total Government	5,749	5,693	\$804	\$746
Total Private Industry	22,030	22,029	\$703	\$661
Agriculture Forestry Fishing & Hunting	0	0	.	.
Mining	0	0	.	.
Utilities	29	31	\$1,096	\$1,033
Construction	1,647	1,629	\$976	\$899
Manufacturing	7,188	6,996	\$768	\$745
Wholesale Trade	725	716	\$983	\$890
Retail Trade	2,590	2,613	\$551	\$509
Transportation and Warehousing	832	853	\$877	\$854
Information	87	95	\$736	\$674
Finance and Insurance	546	545	\$1,183	\$1,115
Real Estate and Rental and Leasing	170	180	\$1,340	\$1,189
Professional and Technical Services	520	521	\$1,221	\$1,086
Mgt of Companies, Enterprises	286	289	\$1,046	\$983
Administrative and Waste Services	1,451	1,502	\$464	\$456
Educational Services	0	216	.	\$496
Health Care and Social Assistance	0	2,919	.	\$572
Arts, Entertainment and Recreation	115	119	\$239	\$251
Accommodation and Food Services	1,815	1,865	\$247	\$255
Other Services Ex. Public Admin	574	596	\$535	\$493
Public Administration	1,510	1,544	\$757	\$683
Unclassified	0	0	\$0	\$0

## Commercial/Retail/Industrial

### Local Business

June 2017 Available Industrial Buildings	7
2016Q4 Establishments: Total Private Industry	1,270
2016Q4 Establishments: Manufacturing	63
2015 Est Self Employed	1,605

### Local Retail Business

2016 Total Retail Sales (With Food/Drink) (\$mil)	\$797.2
2016 Total Retail Businesses (With Food/Drink)	466
2016 Avg Sales/Business Total (with Food/Drink)	\$1,710,725
June 2017 Available Commercial Buildings (if reported)	1

## Quality of Life

### Taxes

FY2017-18 Property Tax Rate per \$100 Value	\$0.8350
FY2015-16 Annual Taxable Retail Sales (\$mil)	\$504.8
2017 Tier designation	2

### Childcare

2017Q2 Licensed Child Care Facilities	43
2017Q2 Licensed Child Care Enrollment	1,377

### Weather

Annual Rainfall, inches	49
Annual Snowfall, inches	2
Average Annual Temperature, F	63
Average Annual High Temperature, F	74
Average Annual Low Temperature, F	51

### Healthcare Providers

2016 Number of Physicians	101
2016 Physicians per 10,000 population	17.2
2016 RNs per 10,000 population	102.5
2016 Dentists per 10,000 population	4.3
2016 Pharmacists per 10,000 population	17.2

### 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>.

