

**County Profile**

**Rowan County (NC)**

**April 2017**

**Demographics**

**Population & Growth**

2019 Proj Total Population
2014 Proj Total Population
2010 Census Total Population
July 2015 Certified Population Estimate (NC only)

**Population**

141,719
140,084
138,428
140,122

**Annual Growth**

0.2%
0.6%

**Urban/Rural Representation**

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

84,687
53,741

**Urban/Rural Percent**

61.2%
38.8%

**Estimated Population by Age**

2019 Proj Median Age
2014 Proj Median Age
2014 Proj Total Pop 0-19
2014 Proj Total Pop 20-29
2014 Proj Total Pop 30-39
2014 Proj Total Pop 40-49
2014 Proj Total Pop 50-59
2014 Proj Total Pop 60+

41
40
35,416
17,864
16,988
18,682
20,259
30,875

**Pop by Age**

25.3%
12.8%
12.1%
13.3%
14.5%
22.0%

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

**Percent of Workers, By Travel Time**

Avg Travel Time, Minutes	23.9
Workers Not Working at Home	55,591
Travel Time to Work: < 10 minutes	14.0%
Travel Time to Work: 10-14 minutes	17.3%
Travel Time to Work: 15-19 minutes	16.7%
Travel Time to Work: 20-24 minutes	15.7%
Travel Time to Work: 25-29 minutes	6.9%
Travel Time to Work: 30-34 minutes	10.1%
Travel Time to Work: 35-44 minutes	4.5%
Travel Time to Work: 45-59 minutes	7.0%
Travel Time to Work: 60+ minutes	7.6%

**Workers, By Transportation**

Worker Transp, Base	55,591
Work at Home	3.7%
Drove Car/Truck/Van Alone	83.1%
Carpooled Car/Truck/Van	9.9%
Public Transportation	0.3%
Walked	1.6%
Other Transportation	1.3%

**Place of Work**

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

**Commuters**

36,067
18,745
779

**Residents**

64.9%
33.7%
1.4%

**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

19,525
1,377
39.8%
2,340
25,320
77,533
16,533

**Pop Age 25+**

82.5%
17.6%

## Housing

		<b>% Growth or % of Total</b>
2019 Proj Total Housing	61,958	1.4%
2014 Proj Total Housing	61,121	
2010 Census Total Housing	53,140	
2010 Census Occupied Housing	46,069	86.7%
2010 Census Vacant Housing	7,071	13.3%
2015 Est Median Value of Owner Occupied Housing	\$58	
2015 Est Median Gross Rent	\$722	
2015 Est Owner Occupied Housing	34,764	67.4%
2015 Est Renter Occupied Housing	16,848	32.6%
2015 Est Owner Occupied Housing Vacancy	2.5%	
2015 Est Renter Occupied Housing Vacancy	7.8%	
2010 Census Total Households	60,211	

## Income

		<b>% Growth or % of Total</b>
2015 Est Median Family Income	\$51,296	15.8%
2019 Proj Median Household Income	\$47,635	17.4%
2014 Proj Median Household Income	\$40,588	8.1%
2015 Est Median Worker Earnings	\$27,270	
2019 Proj Per Capita Income	\$22,777	1.9%
2014 Proj Per Capita Income	\$20,729	14.7%
2015 Est Total Pop with Income Below Poverty Level, Last 12 months	24,194	18.10%

## Employment / Unemployment

	<b>Currently</b>	<b>2015 Annual</b>
Jan 2017 Prelim., 2015 Employment	62,362	59,963
Jan 2017 Prelim., 2015 Unemployment	3,837	3,842
Jan 2017 Prelim., 2015 Unemployment Rate	5.8%	6.0%
2016Q4 YTD, 2016 Announced Job Creation	137	137
2016Q4 YTD, 2016 Total Announced Investments (\$mil)	\$8.1	\$8.1

## Employment / Wages by Industry

	<b>2016Q3 Employment</b>	<b>2015 Annual Employment</b>	<b>2016Q3 Avg Weekly Wage</b>	<b>2015 Avg Weekly Wage</b>
Total All Industries	46,402	46,809	\$852	\$786
Total Government	8,198	8,864	\$967	\$870
Total Private Industry	38,204	37,945	\$827	\$767
Agriculture Forestry Fishing & Hunting	275	259	\$578	\$494
Mining	183	185	\$964	\$899
Utilities	144	0	\$1,682	.
Construction	2,231	2,079	\$883	\$867
Manufacturing	6,958	7,693	\$989	\$1,019
Wholesale Trade	2,132	0	\$902	.
Retail Trade	4,711	4,899	\$543	\$541
Transportation and Warehousing	3,366	3,314	\$913	\$835
Information	192	202	\$1,015	\$907
Finance and Insurance	687	660	\$1,063	\$1,047
Real Estate and Rental and Leasing	207	214	\$697	\$671
Professional and Technical Services	0	903	.	\$1,123
Mgt of Companies, Enterprises	0	1,496	.	\$1,711
Administrative and Waste Services	2,203	2,070	\$546	\$501
Educational Services	2,969	3,571	\$746	\$700
Health Care and Social Assistance	8,347	8,167	\$942	\$880
Arts, Entertainment and Recreation	809	658	\$409	\$408
Accommodation and Food Services	3,881	3,767	\$276	\$264
Other Services Ex. Public Admin	948	1,017	\$600	\$548
Public Administration	2,733	2,678	\$759	\$709
Unclassified	0	0	\$0	\$0

## Commercial/Retail/Industrial

### Local Businesses

Sept 2016 Available Industrial Buildings	17
2016Q3 Establishments: Total Private Industry	2,619
2016Q3 Establishments: Manufacturing	179
2015 Est Self Employed	3,259

### Local Retail Business

2016 Total Retail Sales (With Food/Drink) (\$mil)	\$1,611.1
2016 Total Retail Businesses (With Food/Drink)	1,000
2016 Avg Sales/Business Total (with Food/Drink)	\$1,611,087
Sept 2016 Available Commercial Buildings (if reported)	98

## Quality of Life

### Taxes

FY2016-17 Property Tax Rate per \$100 Value	\$0.6625
FY2015-16 Annual Taxable Retail Sales (\$mil)	\$1,166.7
2017 Tier designation	2

### Childcare

2016Q4 Licensed Child Care Facilities	60
2016Q4 Licensed Child Care Enrollment	2,308

### Weather

Annual Rainfall, inches	43
Annual Snowfall, inches	4
Average Annual Temperature, F	59
Average Annual High Temperature, F	71
Average Annual Low Temperature, F	47

### Healthcare Providers

2013 Number of Physicians	175
2013 Physicians per 10,000 population	12.6
2013 RNs per 10,000 population	83.2
2013 Dentists per 10,000 population	3.5
2013 Pharmacists per 10,000 population	9.3

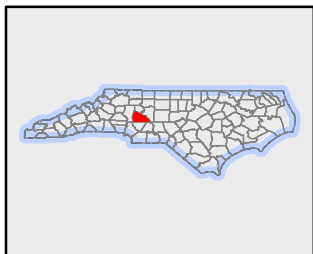
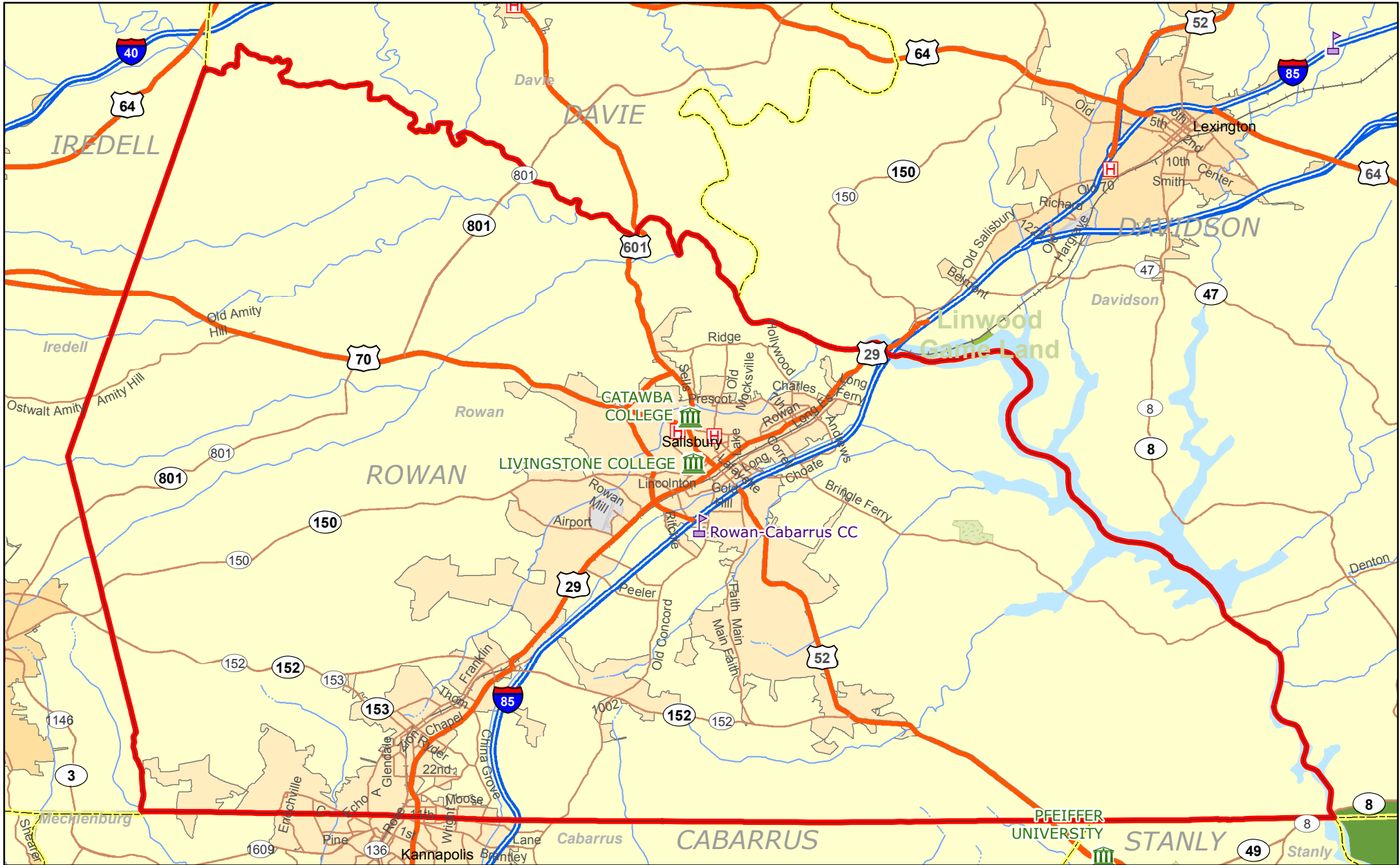
### Sources:

ESRI for demographics, housing, income, and retail data. Applied Geographic Solutions for weather and crime data. [www.appliedgeographic.com](http://www.appliedgeographic.com). NC Dept. of Education for SAT data by county system. <http://www.ncpublicschools.org>. US Dept. of Education, National Center for Education Statistics for higher education data. <http://nces.ed.gov/ipeds/>. NC Commerce, Labor and Economic Analysis Division, for announced new jobs and investment, NC tiers, occupational data, and industrial buildings. <http://www.nccommerce.com/en>. NC Dept. of Health & Human Services for childcare data. <http://www.ncdhhs.gov/>. UNC Sheps Center for healthcare provider statistics. <http://www.shepscenter.unc.edu/>. US Bureau of Labor Statistics for employment and unemployment, wages and establishments by industry. <http://www.bls.gov>. US Census, 2010 and 2000 Census, 5-year series American Community Survey for demographics, commuters, place of work, educational attainment, housing, and income. <http://factfinder2.census.gov>.

### Notes:

Data are the latest available at the date the profile was prepared. SAT scores use the new scoring system including a writing test for a perfect score of 2400 and represent county systems. Unemployment data are now showing preliminary month and subject to change. ESRI 2014/2019 data are projections and noted as proj. Some data may be available only for North Carolina. 2010 Census data is noted as such. American Community Survey (ACS) data are estimates and noted as est and is from the 2011-15, 5 year survey and data is as of the end year with dollars inflated to the end year. For further details or questions, please check the Data Sources Guide at [https://edis.commerce.state.nc.us/docs/bibliography/Data\\_Sources\\_Guide.pdf](https://edis.commerce.state.nc.us/docs/bibliography/Data_Sources_Guide.pdf) or click on it under Resources. Additional data and reports are available at: <http://www.nccommerce.com/lead>.

# Rowan County, North Carolina



## Legend

- |                          |                         |                 |
|--------------------------|-------------------------|-----------------|
| Airports by Enplanements |                         | — Interstate    |
| >14                      | 3 - 14                  | US Highway      |
| < 3 (Million)            | Pub/Pri Univ./Comm Col. | Major Road      |
| Hospital                 | Railroads               | County Boundary |

