

County Profile

Rutherford County (NC)

April 2018

Demographics

Population & Growth

2016 Est Population
2010 Census Total Population
July 2016 NC Certified Population Estimate

Population

66,701
67,810
67,703

% Annual Growth

(0.2%)
0.1%

Urban/Rural Representation

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

26,418
41,392

Urban/Rural Percent

39.0%
61.0%

Estimated Population by Age

2016 Est Median Age
2016 Est Total Pop 0-19
2016 Est Total Pop 20-24
2016 Est Total Pop 25-34
2016 Est Total Pop 35-44
2016 Est Total Pop 45-54
2016 Est Total Pop 55-64
2016 Est Total Pop 65+

44
15,660
3,648
7,046
7,787
9,751
9,772
13,037

% Pop by Age

23.5%
5.5%
10.6%
11.7%
14.6%
14.7%
19.5%

Commuters, Workers Age 16 and Over, 2016 Est

Percent of Workers, By Travel Time

Avg Travel Time, Minutes 24.9
Workers Not Working at Home 24,323
Travel Time to Work: < 10 minutes 13.7%
Travel Time to Work: 10-14 minutes 16.8%
Travel Time to Work: 15-19 minutes 17.9%
Travel Time to Work: 20-24 minutes 14.1%
Travel Time to Work: 25-29 minutes 5.1%
Travel Time to Work: 30-34 minutes 9.3%
Travel Time to Work: 35-44 minutes 6.2%
Travel Time to Work: 45-59 minutes 9.1%
Travel Time to Work: 60+ minutes 7.8%

Workers, By Transportation

Worker Transp, Base 25,029
Work at Home 2.8%
Drove Car/Truck/Van Alone 79.9%
Carpooled Car/Truck/Van 14.2%
Public Transportation 0.2%
Walked 1.6%
Bicycle 0.0%
Taxi, Motorcycle, Other 1.2%

Place of Work

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

Commuters

16,769
5,606
2,653

Residents

67.0%
22.4%
10.6%

Education

2016-17 Kindergarten-12th Enrollment
2017 Average SAT score (1600 new scale)
2017 Percent of Graduates taking SAT
2014-15 Higher Education Completions
2014-15 Higher Education Total Enrollment
2016 Est Education Attainment - At Least High School Graduate
2016 Est Education Attainment - At Least Bachelor's Degree

9,692
1,015
41.0%
537
6,602
38,384
7,928

Pop Age 25+

81.0%
16.7%

Housing

		% Ann Growth or % Total
2016 Est Total Housing Units	33,908	0.1%
2010 Census Total Housing	27,466	
2010 Census Total Households	33,878	
2010 Census Occupied Housing	21,054	76.7%
2010 Census Vacant Housing	6,412	23.3%
2016 Est Median Value of Owner Occupied Housing	\$107,600	
2016 Est Median Gross Rent	\$602	
2016 Est Owner Occupied Housing	19,142	72.3%
2016 Est Renter Occupied Housing	7,348	27.7%
2016 Est Owner Occupied Housing Vacancy	2.4%	
2016 Est Renter Occupied Housing Vacancy	11.2%	

Income

		% Ann Growth or % Pov
2016 Est Median Family Income	\$43,697	
2016 Median Household Income (SAIPE)	\$38,699	4.6%
2015 Est Median Worker Earnings	\$25,013	
2016 Per Capita Income (BEA)	\$30,036	
2015 Est Pop, Income Below Poverty Level (SAIPE)	12,096	18.6%

Employment / Unemployment

	Currently	2016 Annual
Feb 2018 Prelim., 2016 Employment	23,032	23,278
Feb 2018 Prelim., 2016 Unemployment	1,516	1,668
Feb 2018 Prelim., 2016 Unemployment Rate	6.2%	6.7%
2017Q4 YTD, 2017 Announced Job Creation	50	50
2017Q4 YTD, 2017 Total Announced Investments (\$mil)	\$0.9	\$0.9

Employment / Wages by Industry

	2017Q3 Employment	2016 Annual Employment	2017Q3 Avg Weekly Wage	2016 Avg Weekly Wage
Total All Industries	17,642	18,153	\$652	\$2,567
Total Government	2,907	3,302	\$730	\$2,708
Total Private Industry	14,735	14,851	\$636	\$2,535
Agriculture Forestry Fishing & Hunting
Mining
Utilities	166	177	\$1,703	\$8,506
Construction	838	848	\$919	\$3,755
Manufacturing	2,907	2,743	\$823	\$3,311
Wholesale Trade	312	329	\$709	\$3,036
Retail Trade	2,454	2,498	\$449	\$1,833
Transportation and Warehousing	437	489	\$676	\$2,592
Information	921	905	\$740	\$2,859
Finance and Insurance	294	319	\$826	\$3,346
Real Estate and Rental and Leasing	128	101	\$582	\$2,176
Professional and Technical Services	292	281	\$756	\$2,966
Mgt of Companies, Enterprises	107	111	\$1,459	\$5,310
Administrative and Waste Services	716	972	\$513	\$1,848
Educational Services	1,506	1,926	\$723	\$2,663
Health Care and Social Assistance	2,698	2,755	\$657	\$2,582
Arts, Entertainment and Recreation	218	167	\$346	\$1,412
Accommodation and Food Services	1,875	1,752	\$301	\$1,171
Other Services Ex. Public Admin	329	338	\$556	\$1,951
Public Administration	1,342	1,342	\$701	\$2,543
Unclassified	0	0	\$0	\$0

Commercial/Retail/Industrial

Local Business

2018Q1 Available Industrial Buildings	7
2017Q3 Establishments: Total Private Industry	1,231
2017Q3 Establishments: Manufacturing	78
2016 Est Self Employed	1,551

Local Retail Business

2017 Total Retail Sales (With Food/Drink) (\$mil)	\$690.2
2017 Total Retail Businesses (With Food/Drink)	458
2017 Avg Sales/Business Total (with Food/Drink)	\$1,506,946
2018Q1 Available Commercial Buildings (if reported)	1

Quality of Life

Taxes

FY2017-18 Property Tax Rate per \$100 Value	\$0.6070
FY2016-17 Annual Taxable Retail Sales (\$mil)	\$603.5
2018 Tier designation	2

Childcare

2018Q1 Licensed Child Care Facilities	33
2018Q1 Licensed Child Care Enrollment	1,136

Weather

Annual Rainfall, inches	50
Annual Snowfall, inches	9
Average Annual Temperature, F	58
Average Annual High Temperature, F	70
Average Annual Low Temperature, F	46

Healthcare Providers

2016 Number of Physicians	64
2016 Physicians per 10,000 population	9.5
2016 RNs per 10,000 population	67.4
2016 Dentists per 10,000 population	2.8
2016 Pharmacists per 10,000 population	6.7

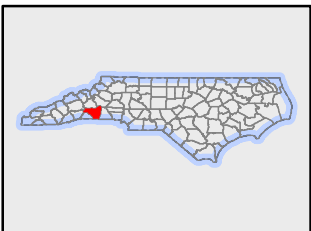
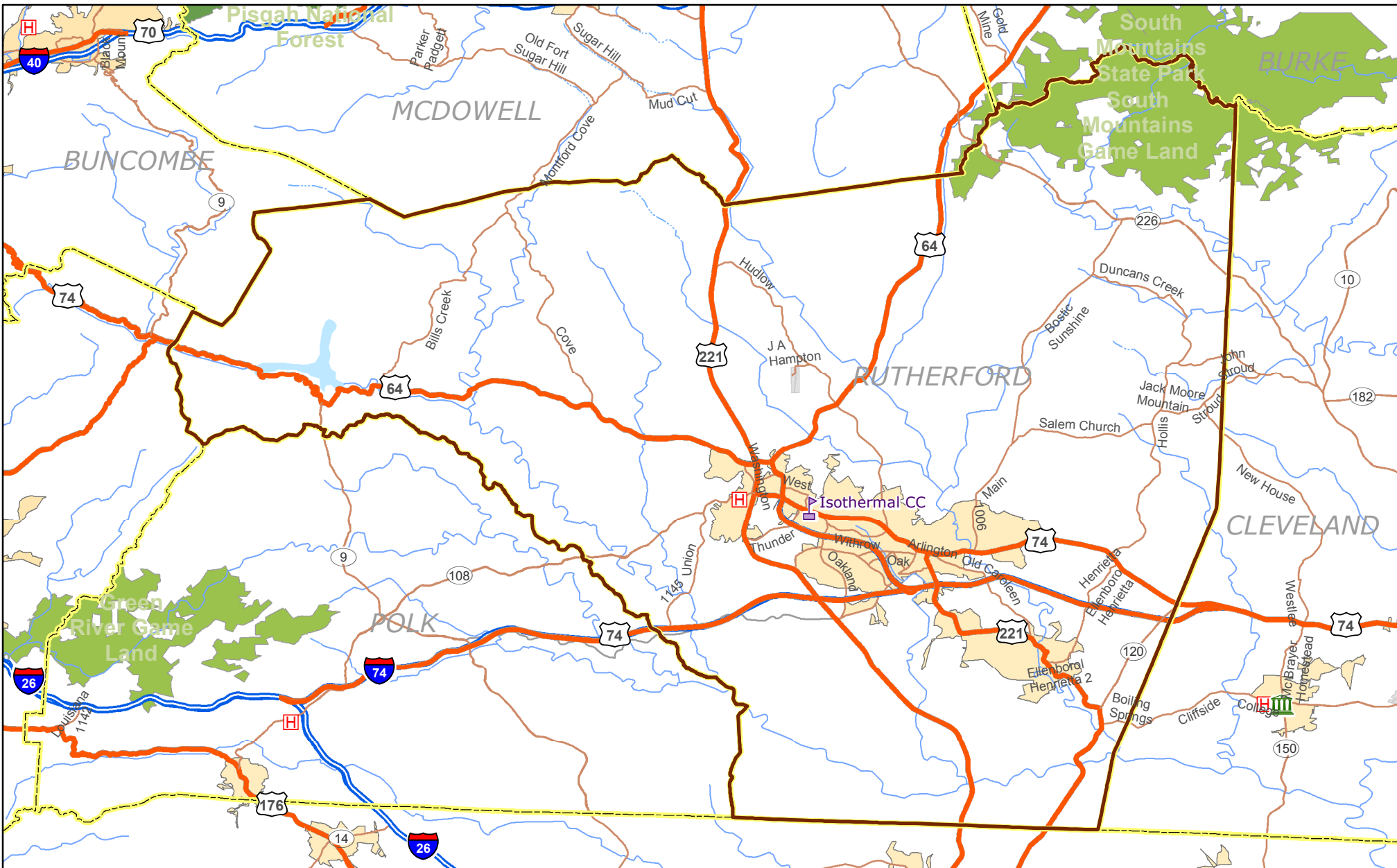
Sources:

Census (2010 & ACS 2012-16) 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. Applied Geographic Solutions for weather data at 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. Census American Community Survey (ACS) data are estimates (Est) from the 2012-16, 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>.

Rutherford County, North Carolina



Legend

Airports by Total Enplanements	Public University	Interstate
14,000,001 - 43,130,585	Private University	US Route
3,000,001 - 14,000,000	NC Community Colleges	NC Route
0 - 3,000,000	Hospital	Major Railroad Lines
		County Boundary

