

**County Profile**

**Rutherford County (NC)**

**January 2018**

**Demographics**

**Population & Growth**

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

**Population**

66,865  
67,810  
67,617

**% Annual Growth**

( 0.5%)  
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**

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+

43  
15,825  
3,715  
7,086  
8,186  
9,600  
9,818  
12,635

**% Pop by Age**

23.6%  
5.6%  
10.6%  
12.2%  
14.4%  
14.7%  
18.9%

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

**Percent of Workers, By Travel Time**

Avg Travel Time, Minutes 24.0  
Workers Not Working at Home 24,492  
Travel Time to Work: < 10 minutes 14.4%  
Travel Time to Work: 10-14 minutes 15.9%  
Travel Time to Work: 15-19 minutes 18.9%  
Travel Time to Work: 20-24 minutes 15.9%  
Travel Time to Work: 25-29 minutes 5.1%  
Travel Time to Work: 30-34 minutes 9.7%  
Travel Time to Work: 35-44 minutes 5.7%  
Travel Time to Work: 45-59 minutes 7.2%  
Travel Time to Work: 60+ minutes 7.1%

**Workers, By Transportation**

Worker Transp, Base 24,492  
Work at Home 3.3%  
Drove Car/Truck/Van Alone 80.7%  
Carpooled Car/Truck/Van 14.0%  
Public Transportation 0.2%  
Walked 1.0%  
Other Transportation 0.9%

**Place of Work**

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

**Commuters**

16,955  
5,334  
2,203

**Residents**

69.2%  
21.8%  
9.0%

**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  
2015 Est Education Attainment - At Least High School Graduate  
2015 Est Education Attainment - At Least Bachelor's Degree

9,692  
1,015  
41.0%  
537  
6,602  
38,379  
7,649

**Pop Age 25+**

81.1%  
16.2%

## Housing

		<b>% Ann Growth or % Total</b>
2015 Est Total Housing Units	33,860	( 0.0%)
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%
2015 Est Median Value of Owner Occupied Housing	\$106,600	
2015 Est Median Gross Rent	\$594	
2015 Est Owner Occupied Housing	18,870	71.4%
2015 Est Renter Occupied Housing	7,556	28.6%
2015 Est Owner Occupied Housing Vacancy	2.6%	
2015 Est Renter Occupied Housing Vacancy	12.1%	

## Income

		<b>% Ann Growth or % Pov</b>
2015 Est Median Family Income	\$42,886	1.4%
2015 Median Household Income (SAIPE)	\$36,998	3.8%
2015 Est Median Worker Earnings	\$25,105	
2016 Per Capita Income (BEA)	\$30,036	
2015 Est Total Pop with Income Below Poverty Level, Last 12 months	13,077	19.9%

## Employment / Unemployment

	<b>Currently</b>	<b>2016 Annual</b>
Nov 2017 Prelim., 2016 Employment	23,106	23,278
Nov 2017 Prelim., 2016 Unemployment	1,506	1,668
Nov 2017 Prelim., 2016 Unemployment Rate	6.1%	6.7%
2017Q3 YTD, 2016 Announced Job Creation	50	680
2017Q3 YTD, 2016 Total Announced Investments (\$mil)	\$0.9	\$27.7

## Employment / Wages by Industry

	<b>2017Q2 Employment</b>	<b>2016 Annual Employment</b>	<b>2017Q2 Avg Weekly Wage</b>	<b>2016 Avg Weekly Wage</b>
Total All Industries	18,094	18,142	\$630	\$641
Total Government	3,354	3,302	\$653	\$677
Total Private Industry	14,740	14,840	\$624	\$633
Agriculture Forestry Fishing & Hunting	0	0	.	.
Mining	0	0	.	.
Utilities	0	0	.	.
Construction	862	848	\$899	\$939
Manufacturing	2,801	2,743	\$824	\$828
Wholesale Trade	0	0	.	.
Retail Trade	2,456	2,506	\$465	\$457
Transportation and Warehousing	422	478	\$720	\$662
Information	942	905	\$690	\$714
Finance and Insurance	312	319	\$811	\$836
Real Estate and Rental and Leasing	129	102	\$586	\$549
Professional and Technical Services	292	266	\$759	\$732
Mgt of Companies, Enterprises	113	111	\$1,161	\$1,358
Administrative and Waste Services	640	962	\$533	\$460
Educational Services	1,577	1,542	\$665	\$694
Health Care and Social Assistance	2,831	2,751	\$614	\$646
Arts, Entertainment and Recreation	189	168	\$346	\$352
Accommodation and Food Services	1,837	1,753	\$300	\$293
Other Services Ex. Public Admin	346	329	\$548	\$498
Public Administration	1,344	1,342	\$595	\$636
Unclassified	0	0	\$0	\$0

## Commercial/Retail/Industrial

### Local Business

2017Q3 Available Industrial Buildings	7
2017Q2 Establishments: Total Private Industry	1,222
2017Q2 Establishments: Manufacturing	78
2015 Est Self Employed	1,619

### 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
2017Q3 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
2017 Tier designation	2

### Childcare

2017Q4 Licensed Child Care Facilities	33
2017Q4 Licensed Child Care Enrollment	1,169

### 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

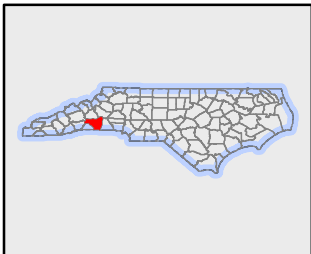
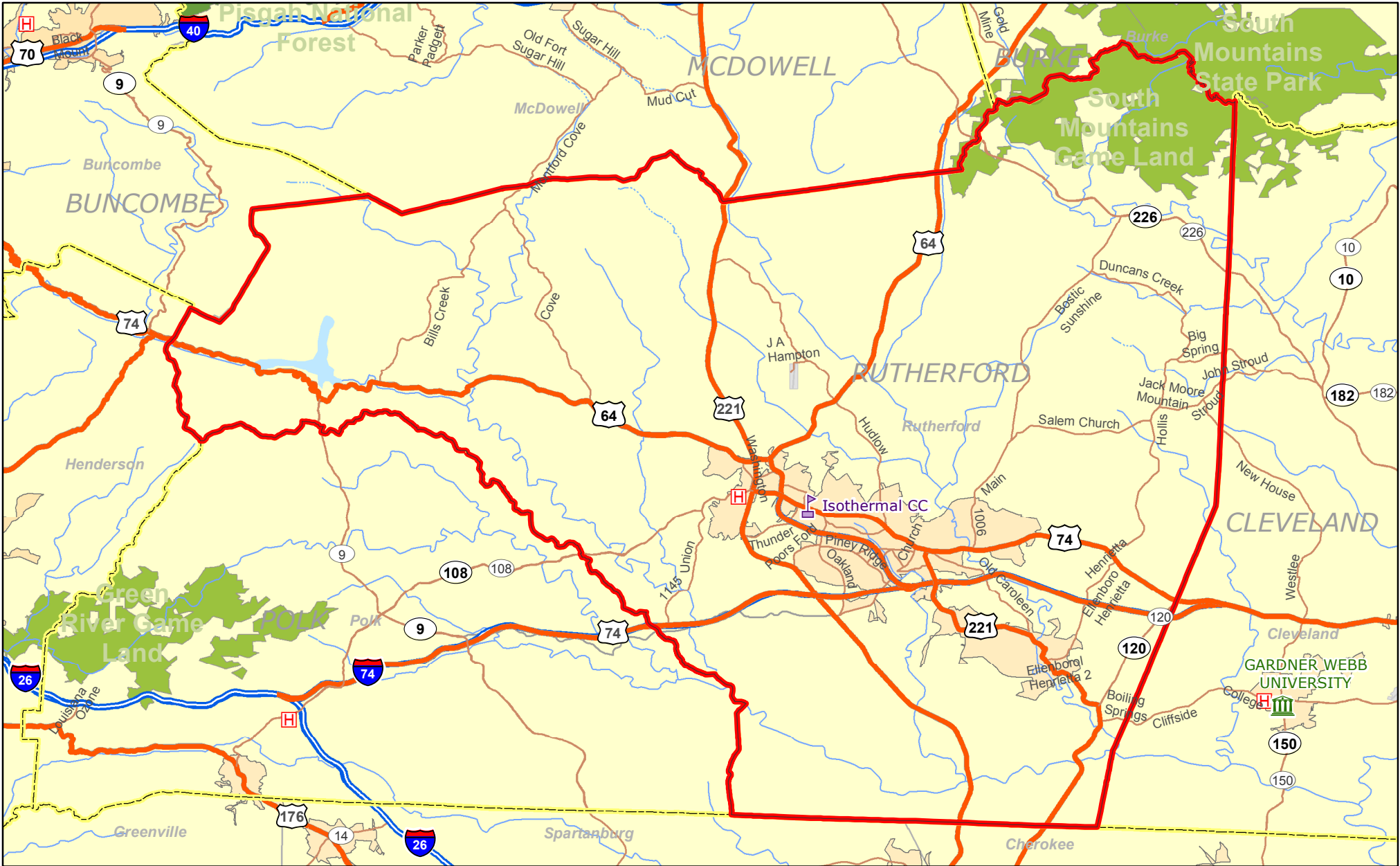
### Sources:

Census (2010 & ACS 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>.

# Rutherford County, North Carolina



## Legend

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

