

County Profile

Watauga County (NC)

January 2018

Demographics

Population & Growth

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

Population

52,240
51,079
53,737

% Annual Growth

0.6%
0.2%

Urban/Rural Representation

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

22,763
28,316

Urban/Rural Percent

44.6%
55.4%

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+

30
11,927
11,492
5,408
4,640
5,544
6,082
7,147

% Pop by Age

22.8%
22.0%
10.4%
8.9%
10.6%
11.7%
13.6%

Commuters, Workers Age 16 and Over, 2015 Est

Percent of Workers, By Travel Time

Avg Travel Time, Minutes 19.5
Workers Not Working at Home 22,979
Travel Time to Work: < 10 minutes 19.7%
Travel Time to Work: 10-14 minutes 18.5%
Travel Time to Work: 15-19 minutes 19.0%
Travel Time to Work: 20-24 minutes 18.5%
Travel Time to Work: 25-29 minutes 4.7%
Travel Time to Work: 30-34 minutes 10.0%
Travel Time to Work: 35-44 minutes 3.2%
Travel Time to Work: 45-59 minutes 2.9%
Travel Time to Work: 60+ minutes 3.5%

Workers, By Transportation

Worker Transp, Base 22,979
Work at Home 6.9%
Drove Car/Truck/Van Alone 74.0%
Carpooled Car/Truck/Van 10.0%
Public Transportation 2.5%
Walked 5.6%
Other Transportation 1.0%

Place of Work

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

Commuters

20,186
2,596
197

Residents

87.8%
11.3%
0.9%

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

4,574
1,163
50.2%
4,550
39,258
25,661
11,057

Pop Age 25+

89.0%
38.4%

Housing

		% Ann Growth or % Total
2015 Est Total Housing Units	32,737	0.5%
2010 Census Total Housing	20,403	
2010 Census Total Households	32,137	
2010 Census Occupied Housing	8,669	42.5%
2010 Census Vacant Housing	11,734	57.5%
2015 Est Median Value of Owner Occupied Housing	\$231,700	
2015 Est Median Gross Rent	\$825	
2015 Est Owner Occupied Housing	11,570	57.9%
2015 Est Renter Occupied Housing	8,426	42.1%
2015 Est Owner Occupied Housing Vacancy	2.6%	
2015 Est Renter Occupied Housing Vacancy	12.9%	

Income

		% Ann Growth or % Pov
2015 Est Median Family Income	\$60,515	3.3%
2015 Median Household Income (SAIPE)	\$41,762	(0.4%)
2015 Est Median Worker Earnings	\$12,400	
2016 Per Capita Income (BEA)	\$34,069	
2015 Est Total Pop with Income Below Poverty Level, Last 12 months	14,726	31.4%

Employment / Unemployment

	Currently	2016 Annual
Nov 2017 Prelim., 2016 Employment	27,321	26,745
Nov 2017 Prelim., 2016 Unemployment	1,072	1,246
Nov 2017 Prelim., 2016 Unemployment Rate	3.8%	4.5%
2017Q3 YTD, 2016 Announced Job Creation	.	.
2017Q3 YTD, 2016 Total Announced Investments (\$mil)	.	.

Employment / Wages by Industry

	2017Q2 Employment	2016 Annual Employment	2017Q2 Avg Weekly Wage	2016 Avg Weekly Wage
Total All Industries	23,156	22,738	\$666	\$663
Total Government	103	109	\$1,018	\$963
Total Private Industry	17,866	17,481	\$592	\$597
Agriculture Forestry Fishing & Hunting	22	23	\$515	\$515
Mining	29	33	\$716	\$696
Utilities	0	0	.	.
Construction	1,006	914	\$728	\$755
Manufacturing	542	512	\$643	\$601
Wholesale Trade	448	464	\$853	\$873
Retail Trade	3,810	3,713	\$444	\$438
Transportation and Warehousing	79	82	\$1,058	\$976
Information	217	207	\$737	\$735
Finance and Insurance	383	364	\$1,039	\$1,116
Real Estate and Rental and Leasing	594	562	\$575	\$569
Professional and Technical Services	654	685	\$814	\$924
Mgt of Companies, Enterprises	282	241	\$1,145	\$1,109
Administrative and Waste Services	814	724	\$718	\$786
Educational Services	164	184	\$510	\$487
Health Care and Social Assistance	3,134	3,220	\$928	\$923
Arts, Entertainment and Recreation	625	628	\$386	\$404
Accommodation and Food Services	4,383	4,256	\$307	\$293
Other Services Ex. Public Admin	532	495	\$474	\$471
Public Administration	866	840	\$638	\$699
Unclassified	0	0	\$0	\$0

Commercial/Retail/Industrial

Local Business

2017Q3 Available Industrial Buildings	.
2017Q2 Establishments: Total Private Industry	1,654
2017Q2 Establishments: Manufacturing	49
2015 Est Self Employed	1,757

Local Retail Business

2017 Total Retail Sales (With Food/Drink) (\$mil)	\$1,034.8
2017 Total Retail Businesses (With Food/Drink)	631
2017 Avg Sales/Business Total (with Food/Drink)	\$1,639,933
2017Q3 Available Commercial Buildings (if reported)	.

Quality of Life

Taxes

FY2017-18 Property Tax Rate per \$100 Value	\$0.3530
FY2016-17 Annual Taxable Retail Sales (\$mil)	\$850.8
2017 Tier designation	3

Childcare

2017Q4 Licensed Child Care Facilities	33
2017Q4 Licensed Child Care Enrollment	912

Weather

Annual Rainfall, inches	54
Annual Snowfall, inches	33
Average Annual Temperature, F	51
Average Annual High Temperature, F	61
Average Annual Low Temperature, F	40

Healthcare Providers

2016 Number of Physicians	119
2016 Physicians per 10,000 population	22.2
2016 RNs per 10,000 population	83.4
2016 Dentists per 10,000 population	6.3
2016 Pharmacists per 10,000 population	8.9

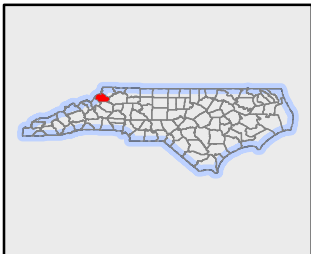
Sources:

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. Applied Geographic Solutions for weather and crime 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. 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>.

Watauga 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 |



3.5 Miles