

County Profile

Watauga County (NC)

April 2017

Demographics

Population & Growth

2019 Proj Total Population	56,416	0.9%
2014 Proj Total Population	53,829	
2010 Census Total Population	51,079	2.0%
July 2015 Certified Population Estimate (NC only)	53,737	

Population

Annual Growth

Urban/Rural Representation

2010 Census Total Population: Urban	22,763	44.6%
2010 Census Total Population: Rural	28,316	55.4%

Urban/Rural Percent

Estimated Population by Age

2019 Proj Median Age	32	
2014 Proj Median Age	30	
2014 Proj Total Pop 0-19	11,942	22.2%
2014 Proj Total Pop 20-29	15,322	28.5%
2014 Proj Total Pop 30-39	4,848	9.0%
2014 Proj Total Pop 40-49	5,006	9.3%
2014 Proj Total Pop 50-59	6,144	11.4%
2014 Proj Total Pop 60+	10,567	19.6%

		Pop by Age

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	20,186	87.8%
Worked in State/Outside County of Residence	2,596	11.3%
Worked Outside State of Residence	197	0.9%

Commuters

Residents

Education

2015-16 Kindergarten-12th Enrollment	4,471	
2016 Average SAT score (2400 scale)	1,582	
2016 Percent of Graduates taking SAT	58.5%	
2014-15 Higher Education Completions	4,550	
2014-15 Higher Education Total Enrollment	39,258	
2015 Est Education Attainment - At Least High School Graduate	25,661	89.0%
2015 Est Education Attainment - At Least Bachelor's Degree	11,057	38.4%

Pop Age 25+

Housing

		% Growth or % of Total
2019 Proj Total Housing	36,219	6.0%
2014 Proj Total Housing	34,182	
2010 Census Total Housing	20,403	
2010 Census Occupied Housing	8,669	42.5%
2010 Census Vacant Housing	11,734	57.5%
2015 Est Median Value of Owner Occupied Housing	\$281	
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%	
2010 Census Total Households	32,137	

Income

		% Growth or % of Total
2015 Est Median Family Income	\$60,515	33.3%
2019 Proj Median Household Income	\$41,938	15.5%
2014 Proj Median Household Income	\$36,318	10.9%
2015 Est Median Worker Earnings	\$12,400	
2019 Proj Per Capita Income	\$23,946	2.3%
2014 Proj Per Capita Income	\$21,358	23.8%
2015 Est Total Pop with Income Below Poverty Level, Last 12 months	14,726	31.40%

Employment / Unemployment

	Currently	2015 Annual
Jan 2017 Prelim., 2015 Employment	26,434	26,149
Jan 2017 Prelim., 2015 Unemployment	1,371	1,351
Jan 2017 Prelim., 2015 Unemployment Rate	4.9%	4.9%
2016Q4 YTD, 2016 Announced Job Creation	.	.
2016Q4 YTD, 2016 Total Announced Investments (\$mil)	.	.

Employment / Wages by Industry

	2016Q3 Employment	2015 Annual Employment	2016Q3 Avg Weekly Wage	2015 Avg Weekly Wage
Total All Industries	23,162	22,283	\$673	\$656
Total Government	115	104	\$1,015	\$996
Total Private Industry	17,702	17,073	\$610	\$590
Agriculture Forestry Fishing & Hunting	23	23	\$512	\$571
Mining	38	29	\$685	\$745
Utilities	0	0	.	.
Construction	958	918	\$768	\$740
Manufacturing	526	508	\$614	\$640
Wholesale Trade	455	486	\$816	\$796
Retail Trade	3,740	3,632	\$456	\$427
Transportation and Warehousing	84	76	\$1,023	\$1,011
Information	203	212	\$747	\$678
Finance and Insurance	368	365	\$981	\$1,082
Real Estate and Rental and Leasing	581	522	\$579	\$564
Professional and Technical Services	653	671	\$932	\$885
Mgt of Companies, Enterprises	244	256	\$1,128	\$1,156
Administrative and Waste Services	750	717	\$781	\$715
Educational Services	157	171	\$552	\$499
Health Care and Social Assistance	3,158	3,163	\$965	\$922
Arts, Entertainment and Recreation	651	580	\$456	\$415
Accommodation and Food Services	4,423	4,070	\$323	\$288
Other Services Ex. Public Admin	484	478	\$497	\$454
Public Administration	846	820	\$735	\$706
Unclassified	0	0	\$0	\$0

Commercial/Retail/Industrial

Local Businesses

Sept 2016 Available Industrial Buildings	3
2016Q3 Establishments: Total Private Industry	1,636
2016Q3 Establishments: Manufacturing	48
2015 Est Self Employed	1,757

Local Retail Business

2016 Total Retail Sales (With Food/Drink) (\$mil)	\$1,156.7
2016 Total Retail Businesses (With Food/Drink)	676
2016 Avg Sales/Business Total (with Food/Drink)	\$1,711,150
Sept 2016 Available Commercial Buildings (if reported)	.

Quality of Life

Taxes

FY2016-17 Property Tax Rate per \$100 Value	\$0.3130
FY2015-16 Annual Taxable Retail Sales (\$mil)	\$774.5
2017 Tier designation	3

Childcare

2016Q4 Licensed Child Care Facilities	31
2016Q4 Licensed Child Care Enrollment	882

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

2013 Number of Physicians	130
2013 Physicians per 10,000 population	24.7
2013 RNs per 10,000 population	84.3
2013 Dentists per 10,000 population	6.6
2013 Pharmacists per 10,000 population	9.1

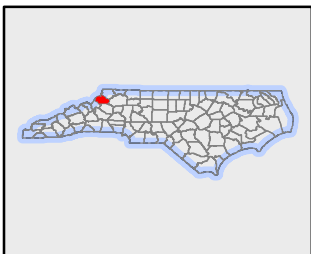
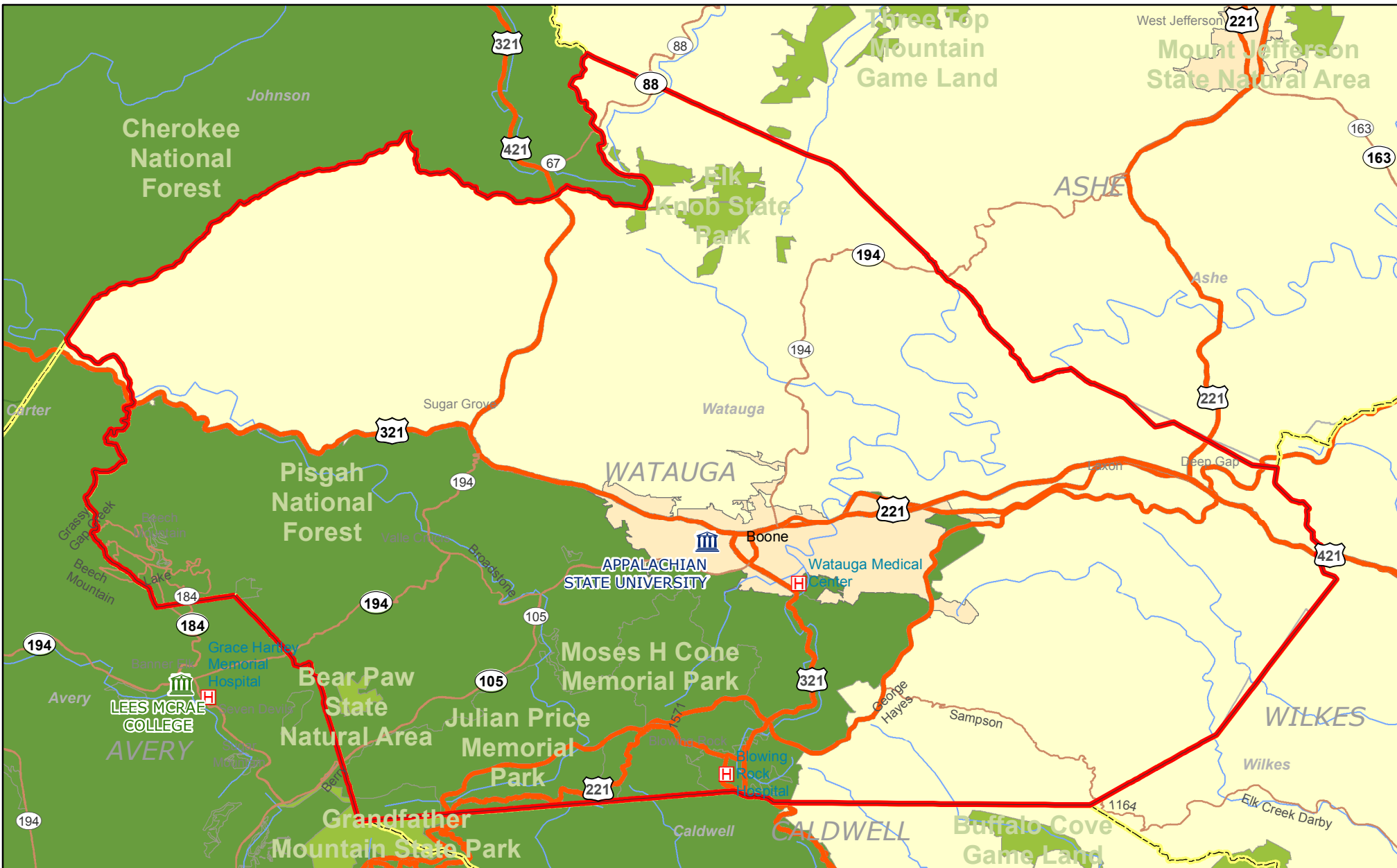
Sources:

ESRI for demographics, housing, income, and retail data. Applied Geographic Solutions for weather and crime data. 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 or click on it under Resources. Additional data and reports are available at: <http://www.nccommerce.com/lead>.

Watauga 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 | |

