

**County Profile**

**Watauga County (NC)**

**April 2018**

**Demographics**

**Population & Growth**

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

**Population**

52,745  
51,079  
54,992

**% Annual Growth**

1.0%  
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**

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+

30  
11,837  
11,469  
5,530  
4,692  
5,574  
6,219  
7,424

**% Pop by Age**

22.5%  
21.7%  
10.5%  
8.9%  
10.6%  
11.8%  
14.1%

**Commuters, Workers Age 16 and Over, 2016 Est**

**Percent of Workers, By Travel Time**

Avg Travel Time, Minutes 19.8  
Workers Not Working at Home 21,252  
Travel Time to Work: < 10 minutes 19.5%  
Travel Time to Work: 10-14 minutes 19.2%  
Travel Time to Work: 15-19 minutes 18.8%  
Travel Time to Work: 20-24 minutes 17.1%  
Travel Time to Work: 25-29 minutes 5.5%  
Travel Time to Work: 30-34 minutes 10.1%  
Travel Time to Work: 35-44 minutes 3.3%  
Travel Time to Work: 45-59 minutes 3.0%  
Travel Time to Work: 60+ minutes 3.4%

**Workers, By Transportation**

Worker Transp, Base 22,859  
Work at Home 7.0%  
Drove Car/Truck/Van Alone 73.3%  
Carpooled Car/Truck/Van 10.2%  
Public Transportation 2.6%  
Walked 6.2%  
Bicycle 0.1%  
Taxi, Motorcycle, Other 0.6%

**Place of Work**

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

**Commuters**

20,093  
2,514  
251

**Residents**

87.9%  
11.0%  
1.1%

**Education**

2016-17 Kindergarten-12th Enrollment 4,574  
2017 Average SAT score (1600 new scale) 1,163  
2017 Percent of Graduates taking SAT 50.2%  
2014-15 Higher Education Completions 4,550  
2014-15 Higher Education Total Enrollment 39,258  
2016 Est Education Attainment - At Least High School Graduate 25,908  
2016 Est Education Attainment - At Least Bachelor's Degree 11,456

**Pop Age 25+**

88.0%  
38.9%

## Housing

		<b>% Ann Growth or % Total</b>
2016 Est Total Housing Units	32,983	0.8%
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%
2016 Est Median Value of Owner Occupied Housing	\$230,700	
2016 Est Median Gross Rent	\$832	
2016 Est Owner Occupied Housing	11,955	58.8%
2016 Est Renter Occupied Housing	8,365	41.2%
2016 Est Owner Occupied Housing Vacancy	3.1%	
2016 Est Renter Occupied Housing Vacancy	11.1%	

## Income

		<b>% Ann Growth or % Pov</b>
2016 Est Median Family Income	\$61,445	
2016 Median Household Income (SAIPE)	\$44,014	5.4%
2015 Est Median Worker Earnings	\$13,632	
2016 Per Capita Income (BEA)	\$34,069	
2015 Est Pop, Income Below Poverty Level (SAIPE)	11,717	24.3%

## Employment / Unemployment

	<b>Currently</b>	<b>2016 Annual</b>
Feb 2018 Prelim., 2016 Employment	27,566	26,745
Feb 2018 Prelim., 2016 Unemployment	1,206	1,246
Feb 2018 Prelim., 2016 Unemployment Rate	4.2%	4.5%
2017Q4 YTD, 2017 Announced Job Creation	.	.
2017Q4 YTD, 2017 Total Announced Investments (\$mil)	.	.

### Employment / Wages by Industry

	<b>2017Q3 Employment</b>	<b>2016 Annual Employment</b>	<b>2017Q3 Avg Weekly Wage</b>	<b>2016 Avg Weekly Wage</b>
Total All Industries	23,624	22,745	\$677	\$2,652
Total Government	5,487	5,257	\$901	\$3,541
Total Private Industry	18,137	17,488	\$609	\$2,384
Agriculture Forestry Fishing & Hunting	.	.	.	.
Mining	30	33	\$792	\$2,783
Utilities	.	.	.	.
Construction	992	912	\$754	\$3,021
Manufacturing	557	513	\$601	\$2,416
Wholesale Trade	449	463	\$844	\$3,485
Retail Trade	3,856	3,737	\$451	\$1,752
Transportation and Warehousing	371	421	\$690	\$2,917
Information	238	228	\$680	\$2,827
Finance and Insurance	375	363	\$1,033	\$4,474
Real Estate and Rental and Leasing	592	562	\$605	\$2,275
Professional and Technical Services	657	679	\$796	\$3,711
Mgt of Companies, Enterprises	279	242	\$1,237	\$4,419
Administrative and Waste Services	817	726	\$775	\$3,147
Educational Services	4,482	4,343	\$937	\$3,661
Health Care and Social Assistance	3,150	3,249	\$996	\$3,683
Arts, Entertainment and Recreation	753	626	\$421	\$1,620
Accommodation and Food Services	4,557	4,260	\$326	\$1,174
Other Services Ex. Public Admin	521	494	\$500	\$1,884
Public Administration	891	840	\$716	\$2,796
Unclassified	0	0	\$0	\$0

## Commercial/Retail/Industrial

### Local Business

2018Q1 Available Industrial Buildings	.
2017Q3 Establishments: Total Private Industry	1,654
2017Q3 Establishments: Manufacturing	48
2016 Est Self Employed	1,825

### 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
2018Q1 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
2018 Tier designation	3

### Childcare

2018Q1 Licensed Child Care Facilities	33
2018Q1 Licensed Child Care Enrollment	938

### 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

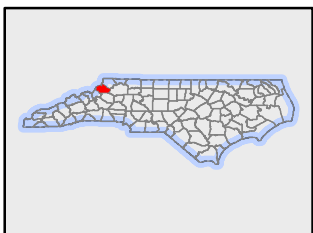
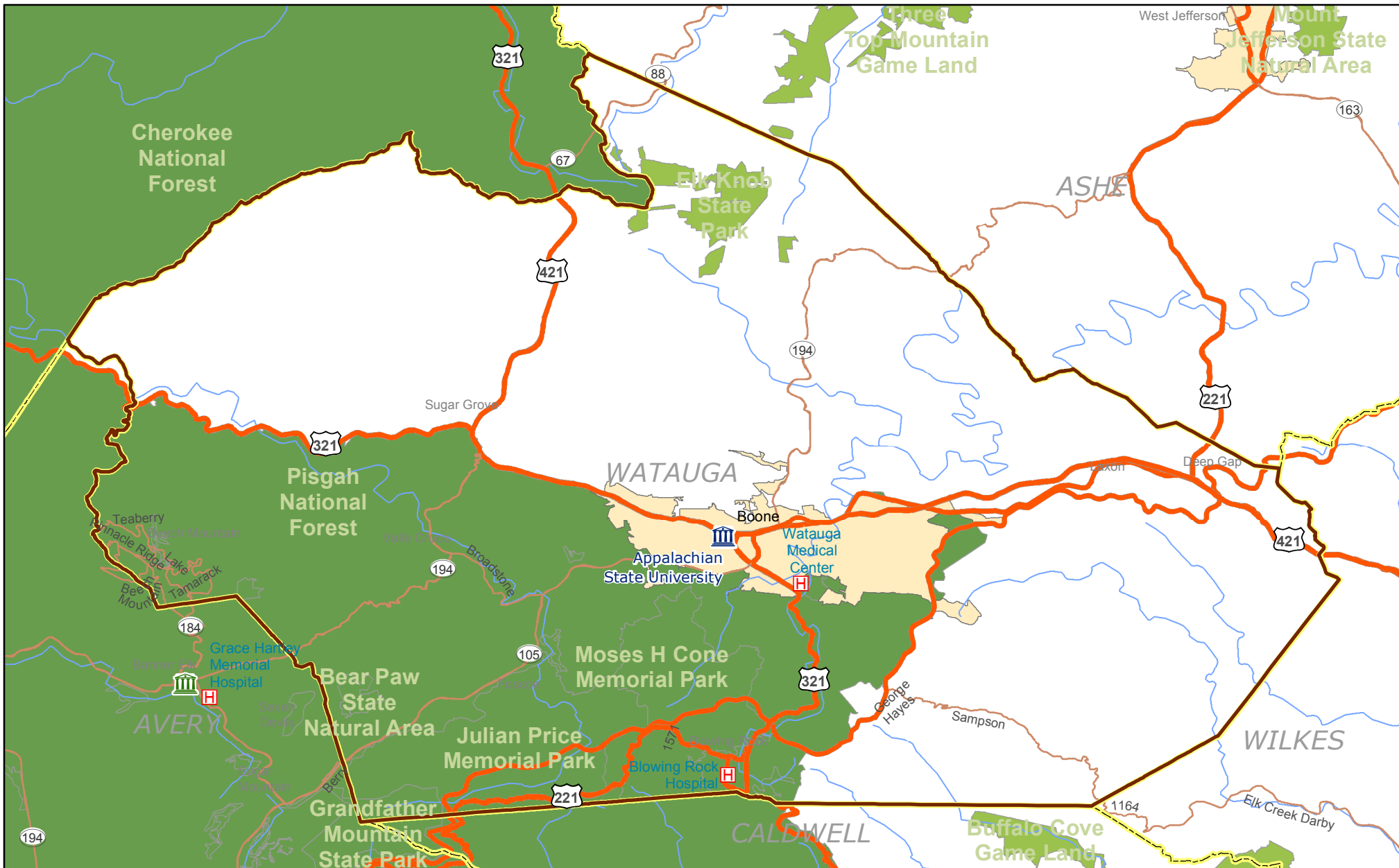
### Sources:

Census (2010 & ACS 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](http://www.ESRI.com). Applied Geographic Solutions for weather 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. 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>.

# Watauga County, North Carolina



**Legend**

<b>Airports by Total Enplanements</b>	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

