

**County Profile**

**Rowan County (NC)**

**November 2018**

**Demographics**

**Population & Growth**

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

**Population**

138,694  
138,428  
140,970

**% Annual Growth**

0.2%  
0.6%

**Urban/Rural Representation**

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

84,687  
53,741

**Urban/Rural Percent**

61.2%  
38.8%

**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+

40  
34,884  
9,000  
16,554  
17,227  
19,766  
18,708  
22,555

**% Pop by Age**

25.2%  
6.5%  
11.9%  
12.4%  
14.3%  
13.5%  
16.3%

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

**Percent of Workers, By Travel Time**

Avg Travel Time, Minutes 24.4  
Workers Not Working at Home 55,046  
Travel Time to Work: < 10 minutes 13.4%  
Travel Time to Work: 10-14 minutes 16.1%  
Travel Time to Work: 15-19 minutes 17.8%  
Travel Time to Work: 20-24 minutes 15.6%  
Travel Time to Work: 25-29 minutes 6.9%  
Travel Time to Work: 30-34 minutes 10.8%  
Travel Time to Work: 35-44 minutes 4.5%  
Travel Time to Work: 45-59 minutes 7.1%  
Travel Time to Work: 60+ minutes 7.9%

**Workers, By Transportation**

Worker Transp, Base 56,970  
Work at Home 3.4%  
Drove Car/Truck/Van Alone 83.0%  
Carpooled Car/Truck/Van 10.3%  
Public Transportation 0.3%  
Walked 1.8%  
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**

35,948  
20,167  
855

**Residents**

63.1%  
35.4%  
1.5%

**Education**

2017-18 Kindergarten-12th Enrollment  
2018 Average SAT score (1600 new scale)  
2018 Percent of Graduates taking SAT  
2015-16 Higher Education Completions (Final)  
2015-16 Higher Education Total Enrollment (Final)  
2016 Est Education Attainment - At Least High School Graduate  
2016 Est Education Attainment - At Least Bachelor's Degree

18,924  
1,036  
40.5%  
3,338  
11,387  
79,510  
16,710

**Pop Age 25+**

83.9%  
17.6%

## Housing

		<b>% Ann Growth or % Total</b>
2016 Est Total Housing Units	60,472	0.5%
2010 Census Total Housing	53,140	
2010 Census Total Households	60,211	
2010 Census Occupied Housing	46,069	86.7%
2010 Census Vacant Housing	7,071	13.3%
2016 Est Median Value of Owner Occupied Housing	\$130,500	
2016 Est Median Gross Rent	\$729	
2016 Est Owner Occupied Housing	34,713	67.5%
2016 Est Renter Occupied Housing	16,741	32.5%
2016 Est Owner Occupied Housing Vacancy	2.3%	
2016 Est Renter Occupied Housing Vacancy	6.6%	

## Income

		<b>% Ann Growth or % Pov</b>
2016 Est Median Family Income	\$52,802	
2016 Median Household Income (SAIPE)	\$47,971	6.9%
2016 Est Median Worker Earnings	\$27,253	
2016 Per Capita Income (BEA)	\$35,307	
2016 Est Pop, Income Below Poverty Level (SAIPE)	22,283	16.5%

## Employment / Unemployment

	<b>Currently</b>	<b>2017 Annual</b>
Sep 2018 Prelim., 2017 Employment	64,481	62,804
Sep 2018 Prelim., 2017 Unemployment	2,041	3,103
Sep 2018 Prelim., 2017 Unemployment Rate	3.1%	4.7%
2018Q2 YTD, 2017 Announced Job Creation	100	68
2018Q2 YTD, 2017 Total Announced Investments (\$mil)	\$9.0	\$30.2

## Employment / Wages by Industry

	<b>2018Q1 Employment</b>	<b>2017 Annual Employment</b>	<b>2018Q1 Avg Weekly Wage</b>	<b>2017 Avg Weekly Wage</b>
Total All Industries	48,157	47,827	\$853	\$818
Total Government	9,042	8,846	\$939	\$935
Total Private Industry	39,115	38,981	\$833	\$791
Agriculture Forestry Fishing & Hunting	306	299	\$496	\$517
Mining	200	182	\$983	\$1,040
Utilities	145	.	\$2,383	.
Construction	2,712	2,455	\$995	\$935
Manufacturing	7,327	7,248	\$1,057	\$1,034
Wholesale Trade	2,183	2,158	\$899	\$893
Retail Trade	4,696	4,987	\$572	\$516
Transportation and Warehousing	3,613	3,589	\$917	\$878
Information	183	183	\$803	\$849
Finance and Insurance	652	668	\$1,269	\$1,112
Real Estate and Rental and Leasing	233	247	\$733	\$743
Professional and Technical Services	920	919	\$1,130	\$1,149
Mgt of Companies, Enterprises	1,723	1,775	\$2,237	\$1,713
Administrative and Waste Services	1,875	1,944	\$557	\$597
Educational Services	4,567	.	\$710	.
Health Care and Social Assistance	8,468	8,244	\$895	\$928
Arts, Entertainment and Recreation	638	735	\$357	\$394
Accommodation and Food Services	4,163	4,117	\$277	\$279
Other Services Ex. Public Admin	917	915	\$579	\$579
Public Administration	2,634	2,665	\$821	\$760
Unclassified	0	0	\$0	\$0

## Commercial/Retail/Industrial

### Local Business

2018Q3 Available Industrial Buildings	14
2018Q1 Establishments: Total Private Industry	2,680
2018Q1 Establishments: Manufacturing	186
2016 Est Self Employed	3,549

### Local Retail Business

2018 Total Retail Sales (With Food/Drink) (\$mil)	\$1,456.0
2018 Total Retail Businesses (With Food/Drink)	908
2018 Avg Sales/Business Total (with Food/Drink)	\$1,603,513
2018Q3 Available Commercial Buildings (if County reports)	25

## Quality of Life

### Taxes

FY2018-19 Property Tax Rate per \$100 Value	\$0.6625
FY2017-18 Annual Taxable Retail Sales (\$mil)	\$1,298.7
2018 Tier designation	2

### Childcare

2018Q3 Licensed Child Care Facilities	52
2018Q3 Licensed Child Care Enrollment	2,426

### Weather

Annual Rainfall, inches	43
Annual Snowfall, inches	4
Average Annual Temperature, °F	59
Average Annual High Temperature, °F	71
Average Annual Low Temperature, °F	47

### Healthcare Providers

2017 Number of Physicians	176
2017 Physicians per 10,000 population	12.4
2017 RNs per 10,000 population	93.3
2017 Dentists per 10,000 population	3.5
2017 Pharmacists per 10,000 population	9.9

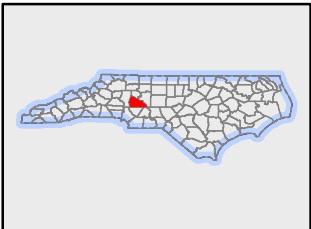
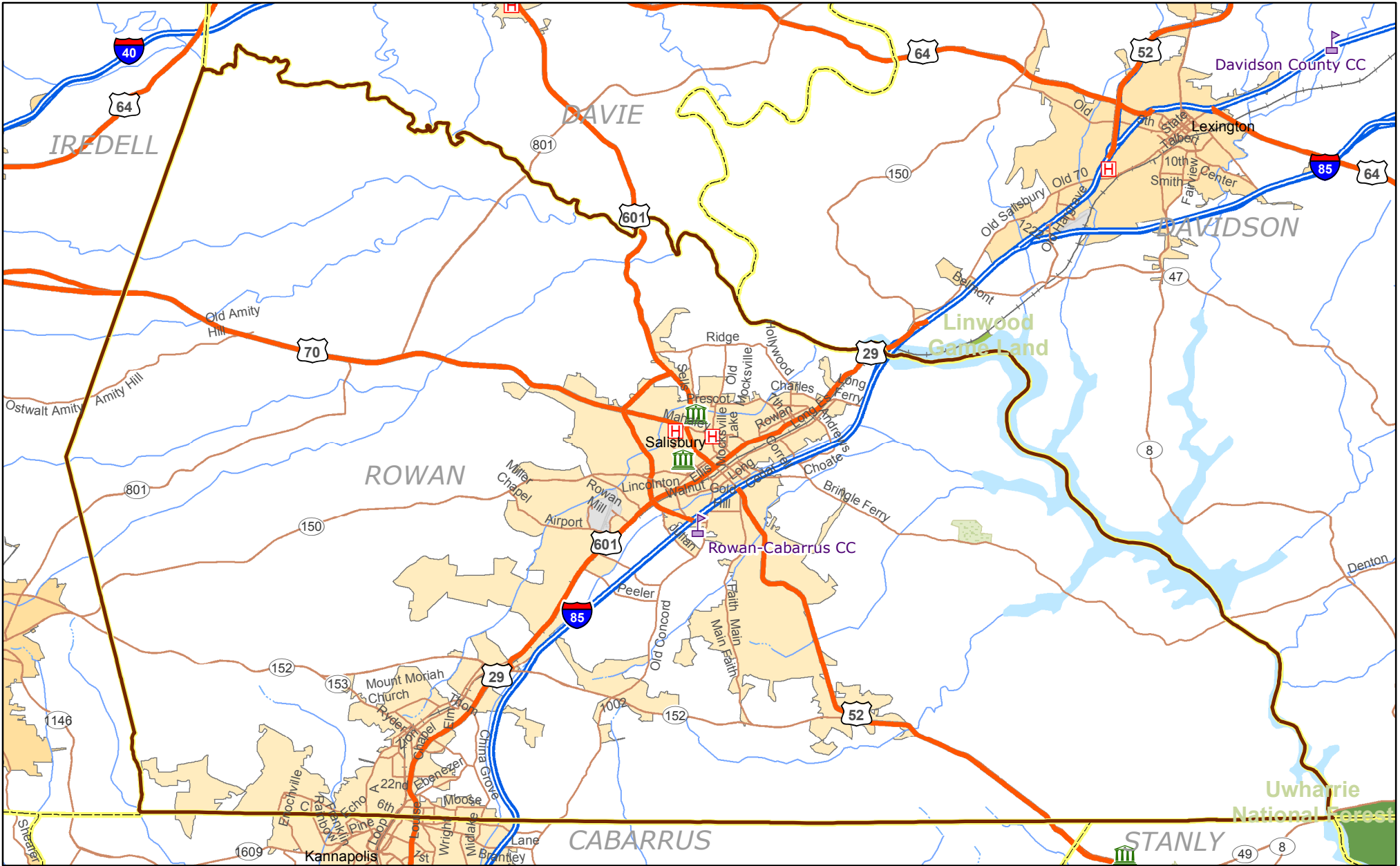
### Sources:

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.unc.edu/>. Full datasets and topic dashboards are available at <http://AccessNC.NCCommerce.com>.

### Notes:

Data are the latest available at the date the profile was prepared. SAT scores use the new 1600 scoring system started in 2016 and represent county systems. Unemployment data is now the latest month which is preliminary and is subject to change. US Education IPEDs data for Completions and Enrollment is at least Provisional and updated when Final. American Community Survey (ACS) data are estimates, noted "Est" and are from the 2011-16, 5-year survey; data is as of 2016 with dollars inflated to 2016. Additional data, reports, and dashboards are available at: <http://accessnc.nccommerce.com/index.html>.

# Rowan County, North Carolina



**Legend**

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

