

**County Profile**

**Rutherford County (NC)**

**November 2020**

**Demographics**

**Population & Growth**

	<b>Population</b>	<b>% Annual Growth</b>
2018 Est Population	66,532	0.0%
2010 Census Total Population	67,810	0.8%
Jul2018 NC Certified Population Estimate	68,423	0.2%

**Urban/Rural Representation**

		<b>Urban/Rural Percent</b>
2010 Census Total Population: Urban	26,418	39.0%
2010 Census Total Population: Rural	41,392	61.0%

**Estimated Population by Age**

		<b>% Pop by Age</b>
2018 Est Median Age	45	
2018 Est Total Pop 0-19	15,637	23.5%
2018 Est Total Pop 20-24	3,471	5.2%
2018 Est Total Pop 25-34	6,850	10.3%
2018 Est Total Pop 35-44	7,590	11.4%
2018 Est Total Pop 45-54	9,432	14.2%
2018 Est Total Pop 55-64	9,797	14.7%
2018 Est Total Pop 65+	13,755	20.7%

**Commuters, Workers Age 16 and Over, 2018 ACS Est**

**Percent of Workers, By Travel Time**

Avg Travel Time, Minutes	25.8
Workers Not Working at Home	25,140
Travel Time to Work: < 10 minutes	13.0%
Travel Time to Work: 10-14 minutes	16.1%
Travel Time to Work: 15-19 minutes	17.4%
Travel Time to Work: 20-24 minutes	14.6%
Travel Time to Work: 25-29 minutes	6.4%
Travel Time to Work: 30-34 minutes	6.9%
Travel Time to Work: 35-44 minutes	6.0%
Travel Time to Work: 45-59 minutes	10.4%
Travel Time to Work: 60+ minutes	9.1%

**Workers, By Transportation**

Worker Transp, Base	25,997
Work at Home	3.3%
Drove Car/Truck/Van Alone	81.9%
Carpooled Car/Truck/Van	12.2%
Public Transportation	0.2%
Walked	1.4%
Bicycle	0.1%
Taxi, Motorcycle, Other	0.9%

**Place of Work**

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

**Commuters**

17,210
5,615
3,172

**Residents**

66.2%
21.6%
12.2%

**Education**

		<b>Pop Age 25+</b>
2019-20 Kindergarten-12th Enrollment	9,399	
2020 Average SAT score (1600 new scale)	1,022	
2020 Percent of Graduates taking SAT	40.4%	
2018-19 Higher Education Completions (Provisional)	1,078	
2018-19 Higher Education Enrollment (Provisional)	2,680	
2018 Est Education Attainment age 25+, At Least High School Graduate	39,179	82.6%
2018 Est Education Attainment age 25+, At Least Bachelor's Degree	8,193	17.3%

## Housing

		<b>% Ann Growth or % Total</b>
2010 Census Total Housing	27,466	
2010 Census Total Households	33,878	
2018 Est Total Housing Units, % annual growth	34,275	0.3%
2018 Est Occupied Housing, % of total	26,345	76.9%
2018 Est Vacant Housing, % of total	7,930	23.1%
2018 Est Median Value of Owner Occupied Housing	\$114,800	
2018 Est Median Gross Rent	\$639	
2018 Est Owner Occupied Housing, % of total	18,787	71.3%
2018 Est Renter Occupied Housing, % of total	7,558	28.7%
2018 Est % Owner Occupied Vacancy Rate	2.5%	
2018 Est % Renter Occupied Vacancy Rate	7.7%	

## Income

		<b>% Ann Growth or % Pov</b>
2018 Est Median Family Income	\$51,357	
2018 Median Household Income (SAIPE)	\$42,831	5.1%
2018 Est Median Worker Earnings	\$27,022	
2018 Per Capita Income (BEA)	\$32,764	
2018 Est Pop, Income Below Poverty (SAIPE)	12,538	19.1%

## Employment / Unemployment

	<b>Currently</b>	<b>2019 Annual</b>
SEP2020 Prelim., 2019 Employment	23,421	24,131
SEP2020 Prelim., 2019 Unemployment	2,111	1,245
SEP2020 Prelim., 2019 Unemployment Rate	8.3%	4.9%
2020Q2YTD, 2019 Announced Job Creation	.	75
2020Q2YTD, 2019 Total Announced Investments (\$mil)	.	\$11.1

## Employment / Wages by Industry

	<b>2020Q1 Employment</b>	<b>2019 Employment</b>	<b>2020Q1 Avg Weekly Wage</b>	<b>2019 Avg Weekly Wage</b>
Total All Industries	18,199	18,689	\$727	\$706
Total Government	3,450	3,317	\$738	\$734
Total Private Industry	14,749	15,372	\$724	\$700
Agriculture Forestry Fishing & Hunting	.	.	.	.
Mining	.	.	.	.
Utilities	201	201	\$2,583	\$1,914
Construction	1,114	1,119	\$891	\$998
Manufacturing	2,748	2,906	\$942	\$902
Wholesale Trade	223	237	\$725	\$783
Retail Trade	2,530	2,564	\$490	\$486
Transportation and Warehousing	540	548	\$787	\$773
Information	804	798	\$1,062	\$915
Finance and Insurance	314	298	\$1,062	\$920
Real Estate and Rental and Leasing	117	117	\$745	\$694
Professional and Technical Services	332	341	\$868	\$901
Mgt of Companies, Enterprises	110	115	\$1,690	\$1,522
Administrative and Waste Services	864	1,007	\$516	\$529
Educational Services	2,071	1,928	\$717	\$728
Health Care and Social Assistance	2,482	2,605	\$733	\$702
Arts, Entertainment and Recreation	157	182	\$382	\$385
Accommodation and Food Services	1,752	1,876	\$306	\$314
Other Services Ex. Public Admin	346	344	\$513	\$538
Public Administration	1,385	1,389	\$676	\$685
Unclassified	0	0	\$0	\$0

## Commercial/Retail/Industrial

### Local Business

2020Q3 Available Industrial Buildings	5
2020Q1 Establishments: Total Private Industry	1,242
2020Q1 Establishments: Manufacturing	71
2018 Est Self Employed	1,539

### Local Retail Business

2019 Total Retail Sales (With Food/Drink) (\$mil)	\$0.7
2019 Total Retail Businesses (With Food/Drink)	342
2019 Avg Sales/Business Total (with Food/Drink)	\$1,960,819
2020Q3 Available Commercial Buildings (if County reports)	.

## Quality of Life

### Taxes

FY2020-21 Property Tax Rate per \$100 Value	\$0.5970
FY2019-20 Annual Taxable Retail Sales (\$mil)	\$669.5
2020 Tier designation	1

### Childcare

2020Q3 Licensed Child Care Facilities	33
2020Q3 Licensed Child Care Enrollment	1,068

### Healthcare Providers

2019 Number of Physicians	74
2019 Physicians/10,000 population	10.7
2019 RNs/10,000 population	60.7
2019 Dentists/10,000 population	2.8
2017 Pharmacists/10,000 population	6.5

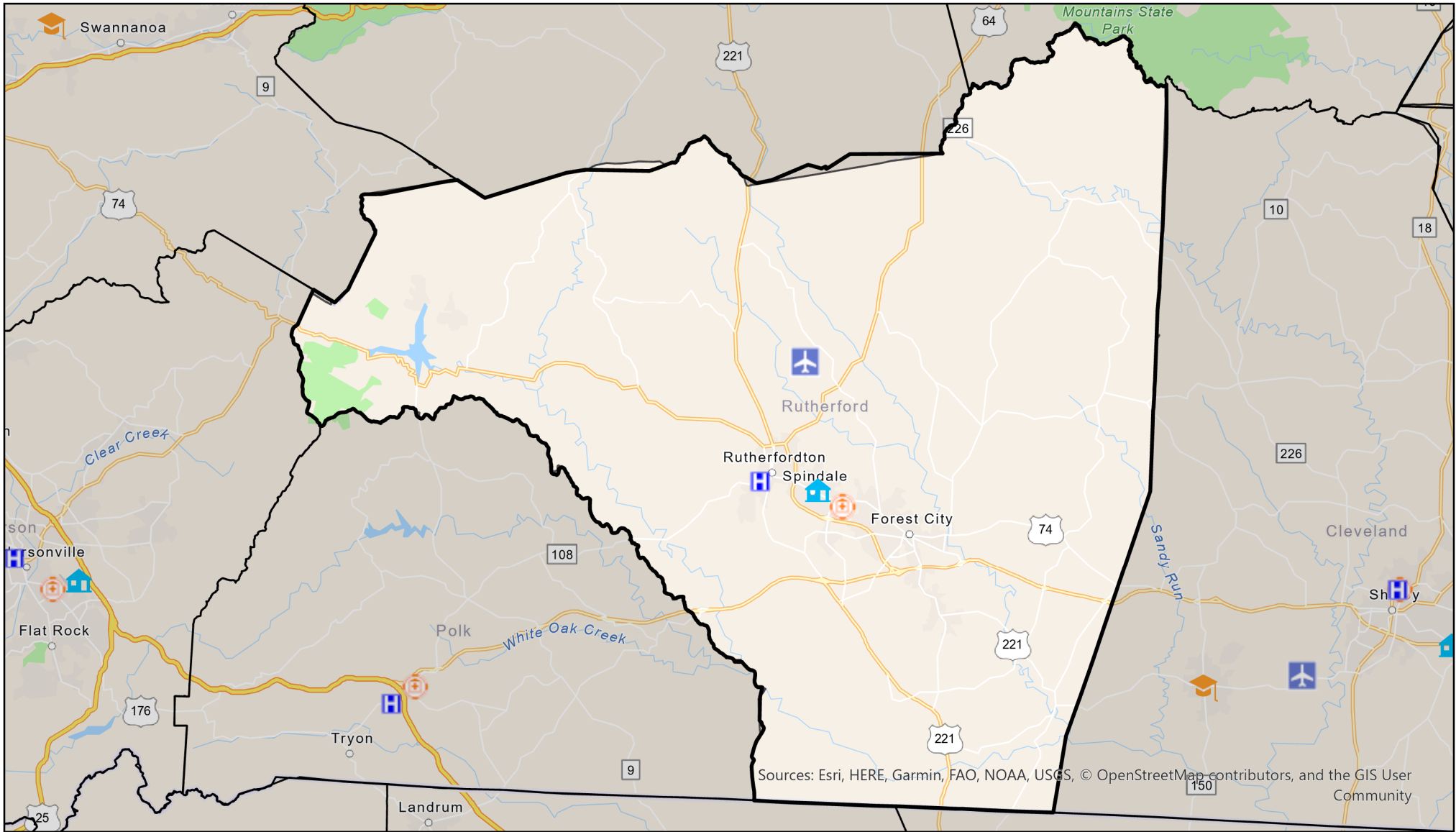
### Sources:

Census (2010, ACS 2014-18) for income, commuters, place of work, population, housing, and educational attainment at <https://data.census.gov>. ESRI for retail data at [www.ESRI.com](http://www.ESRI.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.ncdhs.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 5-year survey; data is as of final year with dollars inflated to final year. Per capita income is a broad measure of income spread over all residents. Worker earnings includes wage income for residents regardless of where they work. Private sector wages are paid by local employers to their employees regardless of where they live. Additional data, reports, and dashboards are available at: <http://accessnc.nccommerce.com/index.html>.










# Rutherford County, North Carolina



Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community



## Legend

- |   |                     |   |                           |   |                                       |
|---|---------------------|---|---------------------------|---|---------------------------------------|
|  | Commercial Airports |  | Hospitals                 |  | Public Universities                   |
|  | General Aviation    |  | Public Health Departments |  | Independent Colleges and Universities |
|  | NC Ports            |  | Community Colleges        |  | Military Installations                |



6.5 Miles