

**County Profile**

**Rutherford County (NC)**

**June 2018**

**Demographics**

**Population & Growth**

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

**Population**

66,701  
67,810  
67,703

**% Annual Growth**

( 0.2%)  
0.8%

**Urban/Rural Representation**

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

26,418  
41,392

**Urban/Rural Percent**

39.0%  
61.0%

**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+

44  
15,660  
3,648  
7,046  
7,787  
9,751  
9,772  
13,037

**% Pop by Age**

23.5%  
5.5%  
10.6%  
11.7%  
14.6%  
14.7%  
19.5%

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

**Percent of Workers, By Travel Time**

Avg Travel Time, Minutes 24.9  
Workers Not Working at Home 24,323  
Travel Time to Work: < 10 minutes 13.7%  
Travel Time to Work: 10-14 minutes 16.8%  
Travel Time to Work: 15-19 minutes 17.9%  
Travel Time to Work: 20-24 minutes 14.1%  
Travel Time to Work: 25-29 minutes 5.1%  
Travel Time to Work: 30-34 minutes 9.3%  
Travel Time to Work: 35-44 minutes 6.2%  
Travel Time to Work: 45-59 minutes 9.1%  
Travel Time to Work: 60+ minutes 7.8%

**Workers, By Transportation**

Worker Transp, Base 25,029  
Work at Home 2.8%  
Drove Car/Truck/Van Alone 79.9%  
Carpooled Car/Truck/Van 14.2%  
Public Transportation 0.2%  
Walked 1.6%  
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**

16,769  
5,606  
2,653

**Residents**

67.0%  
22.4%  
10.6%

**Education**

2016-17 Kindergarten-12th Enrollment  
2017 Average SAT score (1600 new scale)  
2017 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

9,692  
1,015  
41.0%  
1,054  
6,446  
38,384  
7,928

**Pop Age 25+**

81.0%  
16.7%

## Housing

		<b>% Ann Growth or % Total</b>
2016 Est Total Housing Units	33,908	0.1%
2010 Census Total Housing	27,466	
2010 Census Total Households	33,878	
2010 Census Occupied Housing	21,054	76.7%
2010 Census Vacant Housing	6,412	23.3%
2016 Est Median Value of Owner Occupied Housing	\$107,600	
2016 Est Median Gross Rent	\$602	
2016 Est Owner Occupied Housing	19,142	72.3%
2016 Est Renter Occupied Housing	7,348	27.7%
2016 Est Owner Occupied Housing Vacancy	2.4%	
2016 Est Renter Occupied Housing Vacancy	11.2%	

## Income

		<b>% Ann Growth or % Pov</b>
2016 Est Median Family Income	\$43,697	
2016 Median Household Income (SAIPE)	\$38,699	4.6%
2015 Est Median Worker Earnings	\$25,013	
2016 Per Capita Income (BEA)	\$30,036	
2016 Est Pop, Income Below Poverty Level (SAIPE)	12,096	18.6%

## Employment / Unemployment

	<b>Currently</b>	<b>2017 Annual</b>
Apr 2018 Prelim., 2016 Employment	22,972	23,096
Apr 2018 Prelim., 2016 Unemployment	1,221	1,514
Apr 2018 Prelim., 2016 Unemployment Rate	5.0%	6.2%
2018Q1 YTD, 2017 Announced Job Creation	.	50
2018Q1 YTD, 2017 Total Announced Investments (\$mil)	.	\$0.9

## Employment / Wages by Industry

	<b>2017Q4 Employment</b>	<b>2017 Annual Employment</b>	<b>2017Q4 Avg Weekly Wage</b>	<b>2017 Avg Weekly Wage</b>
Total All Industries	18,209	17,970	\$671	\$654
Total Government	3,423	3,277	\$708	\$693
Total Private Industry	14,786	14,693	\$662	\$646
Agriculture Forestry Fishing & Hunting	.	.	.	.
Mining	.	.	.	.
Utilities	170	166	\$1,781	\$1,902
Construction	862	869	\$926	\$909
Manufacturing	2,910	2,846	\$862	\$846
Wholesale Trade	314	307	\$852	\$764
Retail Trade	2,482	2,453	\$463	\$460
Transportation and Warehousing	446	427	\$762	\$714
Information	928	932	\$727	\$735
Finance and Insurance	301	308	\$876	\$836
Real Estate and Rental and Leasing	124	127	\$677	\$597
Professional and Technical Services	309	301	\$847	\$787
Mgt of Companies, Enterprises	104	109	\$1,373	\$1,350
Administrative and Waste Services	815	755	\$500	\$504
Educational Services	2,071	1,908	\$724	\$690
Health Care and Social Assistance	2,655	2,735	\$672	\$649
Arts, Entertainment and Recreation	164	.	\$371	.
Accommodation and Food Services	1,814	1,791	\$297	\$295
Other Services Ex. Public Admin	305	323	\$656	\$579
Public Administration	1,336	1,338	\$635	\$640
Unclassified	0	0	\$0	\$0

## Commercial/Retail/Industrial

### Local Business

2018Q1 Available Industrial Buildings	7
2017Q4 Establishments: Total Private Industry	1,223
2017Q4 Establishments: Manufacturing	76
2016 Est Self Employed	1,551

### Local Retail Business

2017 Total Retail Sales (With Food/Drink) (\$mil)	\$690.2
2017 Total Retail Businesses (With Food/Drink)	458
2017 Avg Sales/Business Total (with Food/Drink)	\$1,506,946
2018Q1 Available Commercial Buildings (if reported)	1

## Quality of Life

### Taxes

FY2017-18 Property Tax Rate per \$100 Value	\$0.6070
FY2016-17 Annual Taxable Retail Sales (\$mil)	\$603.5
2018 Tier designation	2

### Childcare

2018Q1 Licensed Child Care Facilities	33
2018Q1 Licensed Child Care Enrollment	1,136

### Weather

Annual Rainfall, inches	50
Annual Snowfall, inches	9
Average Annual Temperature, F	58
Average Annual High Temperature, F	70
Average Annual Low Temperature, F	46

### Healthcare Providers

2017 Number of Physicians	64
2017 Physicians per 10,000 population	9.4
2017 RNs per 10,000 population	67.4
2017 Dentists per 10,000 population	3.0
2016 Pharmacists per 10,000 population	6.7

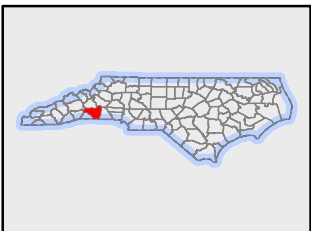
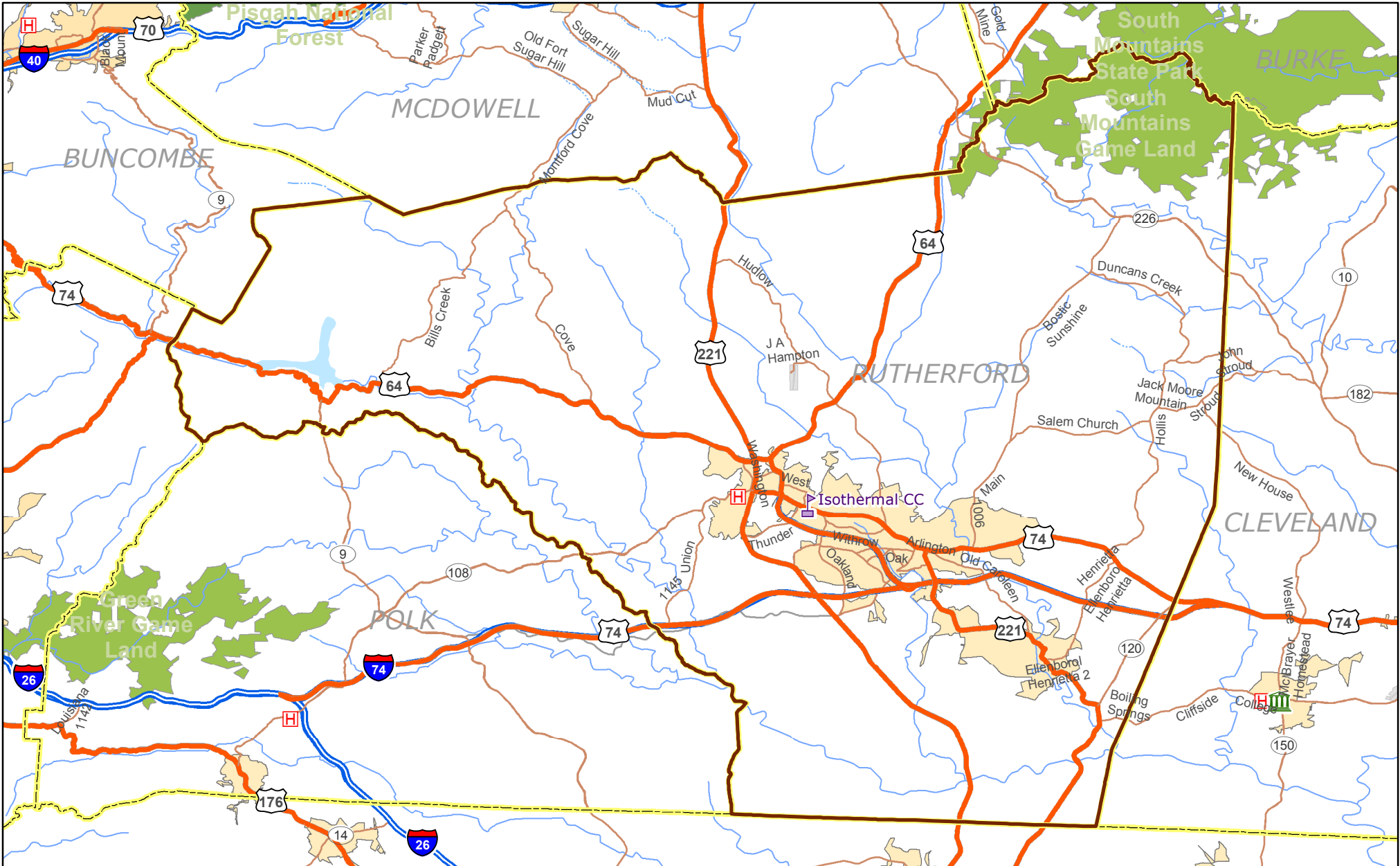
### Sources:

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 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. American Community Survey (ACS) data are estimates, noted "Est" and are from the 2012-16, 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>.

# Rutherford 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

