

County Profile

Rutherford County (NC)

January 2019

Demographics

Population & Growth

2016 Est Population
2010 Census Total Population
July 2017 NC Certified Population Estimate

Population

66,701
67,810
68,259

% 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 ACS 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

2017-18 Kindergarten-12th Enrollment
2018 Average SAT score (1600 new scale)
2018 Percent of Graduates taking SAT
2016-17 Higher Education Completions (Provisional)
2016-17 Higher Education Enrollment (Provisional)
2016 Est Education Attainment - At Least High School Graduate
2016 Est Education Attainment - At Least Bachelor's Degree

9,683
1,042
47.9%
1,206
2,667
38,384
7,928

Pop Age 25+

81.0%
16.7%

Housing

		% Ann Growth or % Total
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 Vacancy Rate	2.4%	
2016 Est % Renter Occupied Vacancy Rate	11.2%	

Income

		% Ann Growth or % Pov
2016 Est Median Family Income	\$43,697	
2017 Median Household Income (SAIPE)	\$40,758	5.3%
2016 Est Median Worker Earnings	\$25,013	
2017 Per Capita Income (BEA)	\$31,572	
2017 Est Pop, Income Below Poverty (SAIPE)	10,557	16.1%

Employment / Unemployment

	Currently	2017 Annual
Nov 2018 Prelim., 2017 Employment	23,456	23,096
Nov 2018 Prelim., 2017 Unemployment	1,098	1,514
Nov 2018 Prelim., 2017 Unemployment Rate	4.5%	6.2%
2018Q3 YTD, 2017 Announced Job Creation	.	50
2018Q3 YTD, 2017 Total Announced Investments (\$mil)	.	\$0.9

Employment / Wages by Industry

	2018Q2 Employment	2017 Employment	2018Q2 Avg Weekly Wage	2017 Avg Weekly Wage
Total All Industries	18,490	17,970	\$659	\$654
Total Government	3,342	3,277	\$675	\$693
Total Private Industry	15,148	14,693	\$655	\$646
Agriculture Forestry Fishing & Hunting
Mining
Utilities	209	166	\$1,587	\$1,902
Construction	1,039	869	\$951	\$909
Manufacturing	2,936	2,846	\$845	\$846
Wholesale Trade	243	307	\$771	\$764
Retail Trade	2,493	2,453	\$469	\$460
Transportation and Warehousing	503	427	\$754	\$714
Information	894	932	\$806	\$735
Finance and Insurance	296	308	\$885	\$836
Real Estate and Rental and Leasing	136	127	\$643	\$597
Professional and Technical Services	333	301	\$828	\$787
Mgt of Companies, Enterprises	103	109	\$1,269	\$1,350
Administrative and Waste Services	938	755	\$464	\$504
Educational Services	1,960	1,908	\$668	\$690
Health Care and Social Assistance	2,622	2,735	\$645	\$649
Arts, Entertainment and Recreation	172	.	\$381	.
Accommodation and Food Services	1,834	1,791	\$313	\$295
Other Services Ex. Public Admin	303	323	\$602	\$579
Public Administration	1,374	1,338	\$613	\$640
Unclassified	0	0	\$0	\$0

Commercial/Retail/Industrial

Local Business

2018Q3 Available Industrial Buildings	8
2018Q2 Establishments: Total Private Industry	1,217
2018Q2 Establishments: Manufacturing	76
2016 Est Self Employed	1,551

Local Retail Business

2018 Total Retail Sales (With Food/Drink) (\$mil)	\$690.2
2018 Total Retail Businesses (With Food/Drink)	458
2018 Avg Sales/Business Total (with Food/Drink)	\$1,506,946
2018Q3 Available Commercial Buildings (if County reports)	.

Quality of Life

Taxes

FY2018-19 Property Tax Rate per \$100 Value	\$0.6070
FY2017-18 Annual Taxable Retail Sales (\$mil)	\$569.7
2019 Tier designation	1

Childcare

2018Q3 Licensed Child Care Facilities	35
2018Q3 Licensed Child Care Enrollment	1,173

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/10,000 population	9.4
2017 RNs/10,000 population	67.4
2017 Dentists/10,000 population	3.0
2017 Pharmacists/10,000 population	6.5

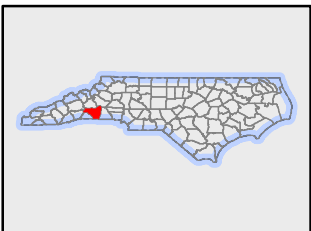
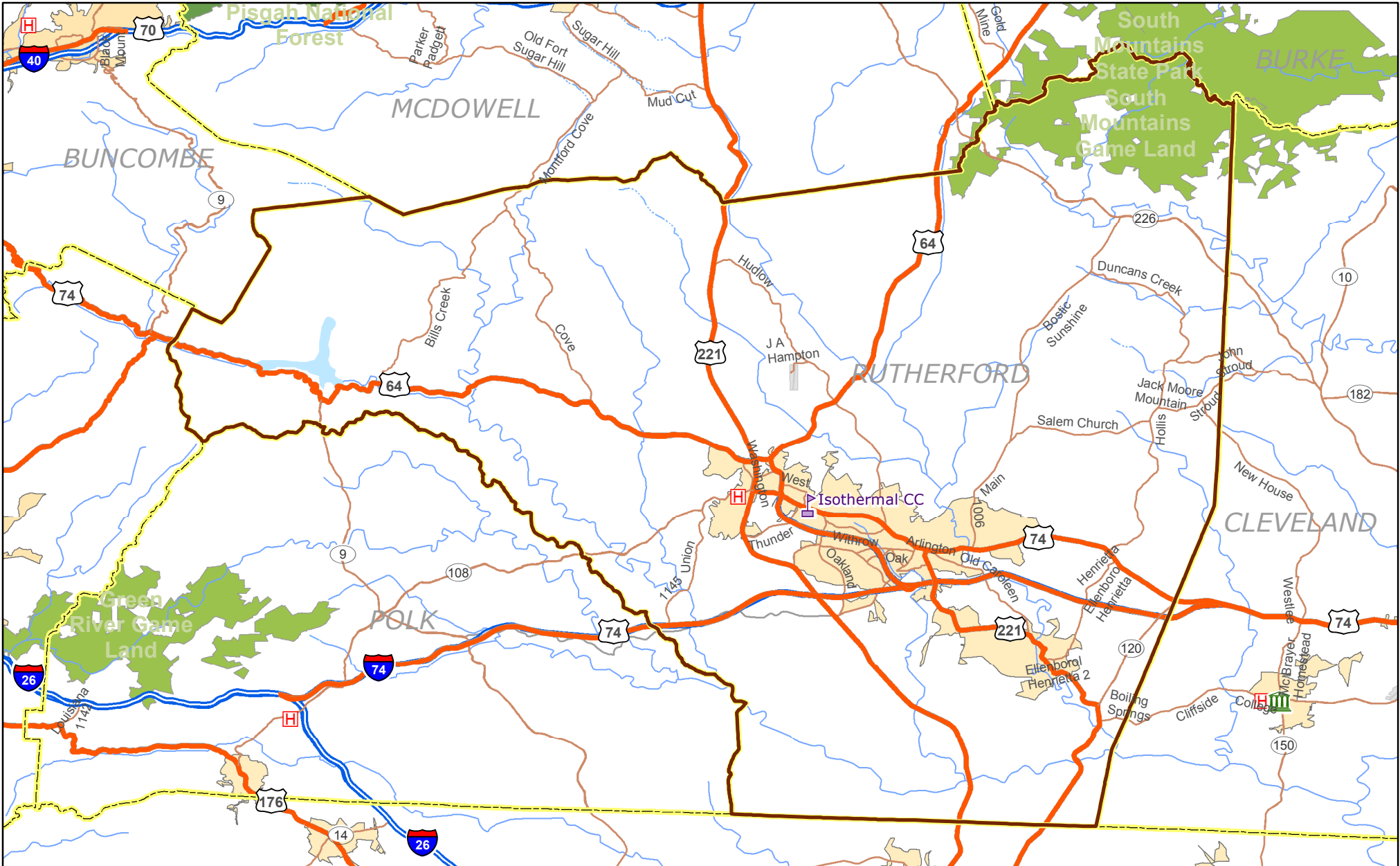
Sources:

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. Applied Geographic Solutions for weather data at 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 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

Airports by Total Enplanements	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

