

County Profile

Rutherford County (NC)

June 2020

Demographics

Population & Growth

	Population	% Annual Growth
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

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

Estimated Population by Age

		% Pop by Age
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

		Pop Age 25+
2018-19 Kindergarten-12th Enrollment	9,582	
2019 Average SAT score (1600 new scale)	1,021	
2019 Percent of Graduates taking SAT	36.3%	
2017-18 Higher Education Completions (Final)	979	
2017-18 Higher Education Enrollment (Final)	2,662	
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

		% Ann Growth or % Total
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

		% Ann Growth or % Pov
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

	Currently	2019 Annual
APR2020 Prelim., 2019 Employment	22,031	24,131
APR2020 Prelim., 2019 Unemployment	3,611	1,245
APR2020 Prelim., 2019 Unemployment Rate	14.1%	4.9%
2019Q4YTD, 2019 Announced Job Creation	75	75
2019Q4YTD, 2019 Total Announced Investments (\$mil)	\$11.1	\$11.1

Employment / Wages by Industry

	2019Q4 Employment	2019 Employment	2019Q4 Avg Weekly Wage	2019 Avg Weekly Wage
Total All Industries	18,649	18,689	\$729	\$706
Total Government	3,475	3,317	\$745	\$734
Total Private Industry	15,174	15,372	\$725	\$700
Agriculture Forestry Fishing & Hunting
Mining
Utilities	202	201	\$1,737	\$1,914
Construction	1,192	1,119	\$1,023	\$998
Manufacturing	2,843	2,906	\$939	\$902
Wholesale Trade	245	237	\$861	\$783
Retail Trade	2,580	2,564	\$497	\$486
Transportation and Warehousing	445	548	\$877	\$773
Information	790	798	\$930	\$915
Finance and Insurance	296	298	\$1,005	\$920
Real Estate and Rental and Leasing	116	117	\$764	\$694
Professional and Technical Services	339	341	\$856	\$901
Mgt of Companies, Enterprises	114	115	\$1,389	\$1,522
Administrative and Waste Services	944	1,007	\$559	\$529
Educational Services	2,086	1,928	\$749	\$728
Health Care and Social Assistance	2,599	2,605	\$726	\$702
Arts, Entertainment and Recreation	172	182	\$441	\$385
Accommodation and Food Services	1,853	1,876	\$326	\$314
Other Services Ex. Public Admin	327	344	\$585	\$538
Public Administration	1,387	1,389	\$684	\$685
Unclassified	0	0	\$0	\$0

Commercial/Retail/Industrial

Local Business

2020Q1 Available Industrial Buildings	6
2019Q4 Establishments: Total Private Industry	1,210
2019Q4 Establishments: Manufacturing	73
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
2020Q1 Available Commercial Buildings (if County reports)	.

Quality of Life

Taxes

FY2019-20 Property Tax Rate per \$100 Value	\$0.5970
FY2018-19 Annual Taxable Retail Sales (\$mil)	\$656.6
2020 Tier designation	1

Childcare

2020Q1 Licensed Child Care Facilities	33
2020Q1 Licensed Child Care Enrollment	1,165

Healthcare Providers

2018 Number of Physicians	70
2018 Physicians/10,000 population	10.3
2018 RNs/10,000 population	62.8
2018 Dentists/10,000 population	3.0
2017 Pharmacists/10,000 population	6.5

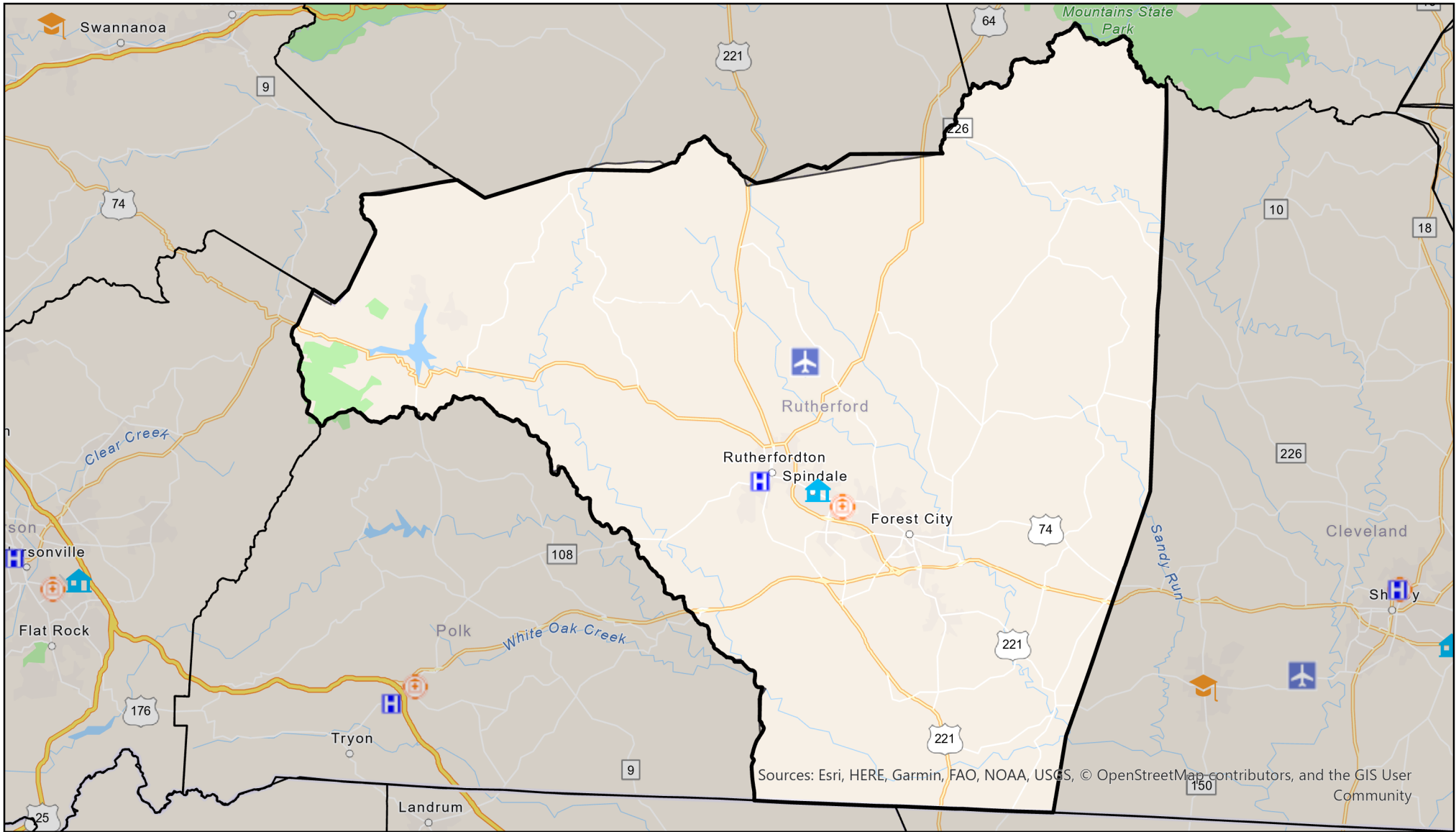
Sources:

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. 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 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