

## County Profile

## Watauga County (NC)

May 2022

### Demographics

#### Population & Growth

	Population	% Annual Growth
2019 Est Population	54,925	1.5%
2020 Census Total Population	54,086	0.6%
Jul2020 NC Certified Population Estimate	53,909	( 5.5%)

#### Urban/Rural Representation

		Urban/Rural Percent
2010 Census Total Population: Urban	22,763	44.6%
2010 Census Total Population: Rural	28,316	55.4%

#### Estimated Population by Age

		% Pop by Age
2019 Est Median Age	32	
2019 Est Total Pop 0-19	13,121	23.9%
2019 Est Total Pop 20-24	10,052	18.3%
2019 Est Total Pop 25-34	5,917	10.8%
2019 Est Total Pop 35-44	5,034	9.2%
2019 Est Total Pop 45-54	5,717	10.4%
2019 Est Total Pop 55-64	6,577	12.0%
2019 Est Total Pop 65+	8,507	15.5%

### Commuters, Workers Age 16 and Over, 2019 Census ACS Est

#### Percent of Workers, By Travel Time

Avg Travel Time, Minutes	20.5
Workers Not Working at Home	23,156
Travel Time to Work: < 10 minutes	18.4%
Travel Time to Work: 10-14 minutes	20.1%
Travel Time to Work: 15-19 minutes	20.3%
Travel Time to Work: 20-24 minutes	14.3%
Travel Time to Work: 25-29 minutes	5.8%
Travel Time to Work: 30-34 minutes	9.4%
Travel Time to Work: 35-44 minutes	4.1%
Travel Time to Work: 45-59 minutes	3.6%
Travel Time to Work: 60+ minutes	4.0%

#### Workers, By Transportation

Worker Transp, Base	25,148
Work at Home	7.9%
Drove Car/Truck/Van Alone	74.6%
Carpooled Car/Truck/Van	9.0%
Public Transportation	1.7%
Walked	6.0%
Bicycle	0.3%
Taxi, Motorcycle, Other	0.5%

#### Place of Work

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

#### Commuters

22,005
2,942
201

#### Residents

87.5%
11.7%
0.8%

### Education

		Pop Age 25+
2020-21 Kindergarten-12th Enrollment	4,608	
2020 Average SAT score (1600 scale)	1,154	
2020 Percent of Graduates taking SAT	47.6%	
2019-20 (Provisional) Higher Education Completions	5,326	
2019-20 (Provisional) Higher Education Enrollment	20,877	
2019 Est Education Attainment age 25+, At Least High School Graduate	28,825	90.8%
2019 Est Education Attainment age 25+, At Least Bachelor's Degree	13,409	42.2%



## Housing

		% Ann Growth or % Total
2020 Census Total Housing Units, % annual growth	32,637	0.2%
2020 Census Occupied Housing, % of total	21,413	65.6%
2020 Census Vacant Housing, % of total	11,224	34.4%
2019 Est Median Value of Owner Occupied Housing	\$238,000	
2019 Est Median Gross Rent	\$870	
2019 Est Owner Occupied Housing, % of total	12,658	60.1%
2019 Est Renter Occupied Housing, % of total	8,419	39.9%
2019 Est % Owner Occupied Vacancy Rate	4.2%	
2019 Est % Renter Occupied Vacancy Rate	5.1%	

## Income

		% Ann Growth or % Pov
2019 Est Median Family Income	\$73,947	
2020 Median Household Income (SAIPE)	\$54,004	4.6%
2019 Est Median Worker Earnings	\$17,779	
2020 Per Capita Income (BEA)	\$40,157	
2020 Est Pop, Income Below Poverty (SAIPE)	8,022	15.8%

## Employment / Unemployment

	Currently	2021 Annual
Mar2022 Prelim., 2021 Employment	28,117	26,261
Mar2022 Prelim., 2021 Unemployment	754	1,736
Mar2022 Prelim., 2021 Unemployment Rate	2.6%	6.2%
2021Q4YTD, 2021 Announced Job Creation	31	31
2021Q4YTD, 2021 Total Announced Investments (\$mil)	\$1.1	\$1.1

## Employment / Wages by Industry

	2021Q4 Employment	2021 Employment	2021Q4 Avg Weekly Wage	2021 Avg Weekly Wage
Total All Industries	24,389	22,180	\$905	\$774
Total Government	5,485	5,354	\$1,070	\$978
Total Private Industry	18,904	16,826	\$857	\$710
Agriculture Forestry Fishing & Hunting	35	35	\$608	\$461
Mining	21	.	\$1,144	.
Utilities	.	.	.	.
Construction	1,031	977	\$1,038	\$869
Manufacturing	675	589	\$788	\$609
Wholesale Trade	456	425	\$1,367	\$1,004
Retail Trade	3,889	3,633	\$585	\$509
Transportation and Warehousing	346	320	\$974	\$779
Information	180	216	\$1,149	\$857
Finance and Insurance	316	341	\$1,721	\$1,289
Real Estate and Rental and Leasing	702	592	\$976	\$768
Professional and Technical Services	980	793	\$2,162	\$1,135
Mgt of Companies, Enterprises	357	324	\$1,472	\$1,244
Administrative and Waste Services	534	528	\$722	\$648
Educational Services	.	4,405	.	\$1,003
Health Care and Social Assistance	3,615	3,423	\$1,202	\$1,078
Arts, Entertainment and Recreation	803	649	\$510	\$493
Accommodation and Food Services	4,436	3,541	\$404	\$347
Other Services Ex. Public Admin	604	493	\$676	\$562
Public Administration	915	845	\$886	\$823
Unclassified	0	0	\$0	\$0



## Commercial/Retail/Industrial

### Local Business

2021Q4 Available Industrial Buildings	.
2021Q4 Establishments: Total Private Industry	1,808
2021Q4 Establishments: Manufacturing	50
2019 Est Self Employed	2,385

### Local Retail Business

2021 Total Retail Sales (With Food/Drink) (\$mil)	\$780.5
2021 Total Retail Businesses (With Food/Drink)	666
2021 Avg Sales/Business Total (with Food/Drink)	\$1,171,954
2021Q4 Available Commercial Buildings (if County reports)	.

## Quality of Life

### Taxes

FY2021-22 Property Tax Rate per \$100 Value	\$0.4030
FY2020-21 Annual Taxable Retail Sales (\$mil)	\$1,153.6
2021 Tier designation	3

### Childcare

2022Q1 Licensed Child Care Facilities	36
2022Q1 Licensed Child Care Enrollment	799

### Healthcare Providers

2019 Number of Physicians	127
2019 Physicians/10,000 population	21.9
2020 RNs/10,000 population	83.8
2020 Dentists/10,000 population	6.8
2020 Pharmacists/10,000 population	6.8

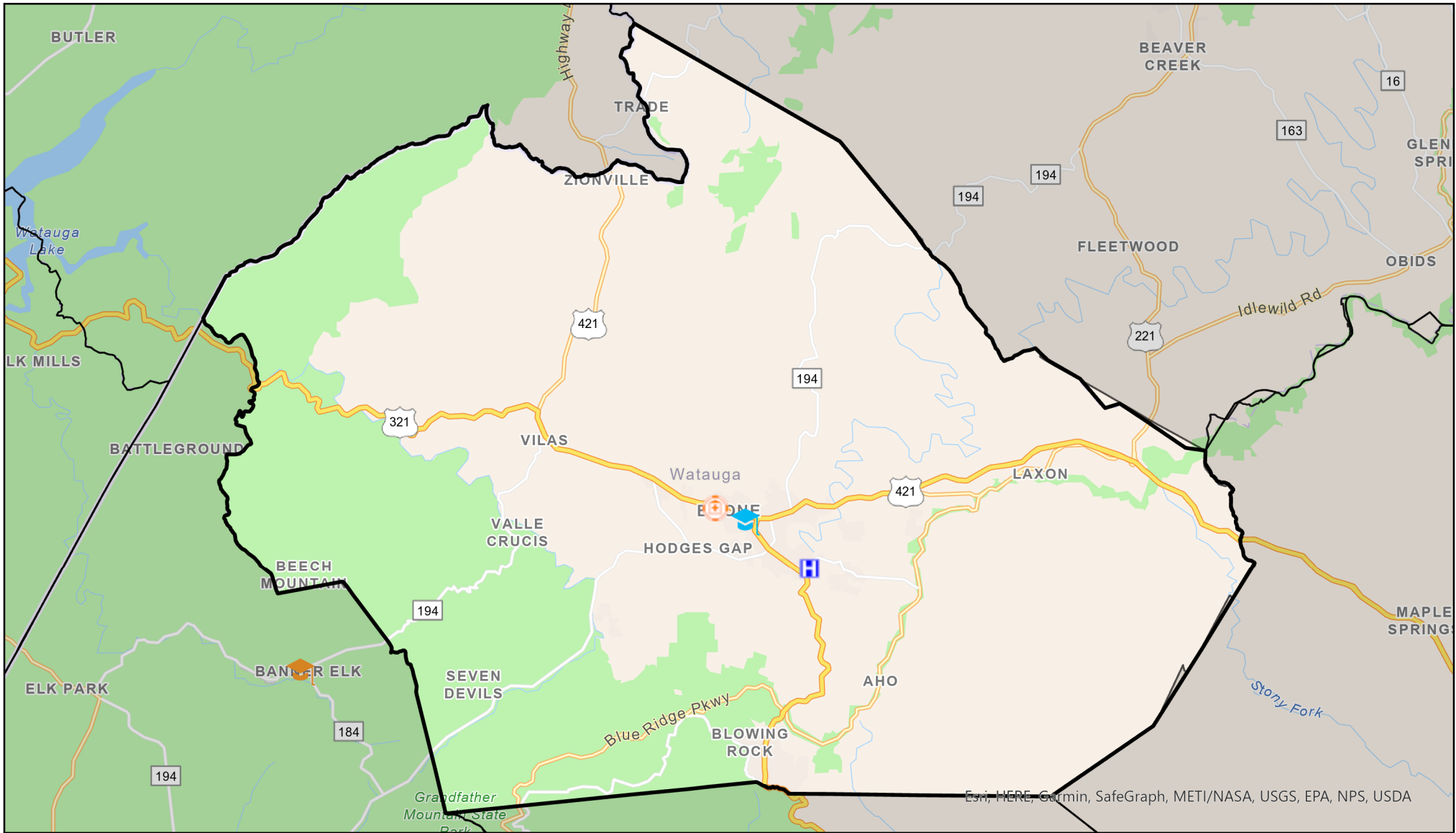
### Sources:

Census (2020, ACS 2015-19) for income, commuters, place of work, population, housing, and educational attainment at <https://data.census.gov>. AGS for retail 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 <https://d4.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/>. For more data resources, see <https://d4.nccommerce.com/>.

### Notes:

Data are the latest available at the date the profile was prepared. A period means the data is not available. SAT scores use the 1600 scoring system 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. Census' 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 resources are available at: <https://d4.nccommerce.com/>.









# Watauga County, North Carolina



Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, EPA, NPS, USDA



## Legend

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



4 Miles

