

County Profile

Watauga County (NC)

November 2020

Demographics

Population & Growth

	Population	% Annual Growth
2018 Est Population	54,117	1.3%
2010 Census Total Population	51,079	2.0%
Jul2018 NC Certified Population Estimate	57,067	1.2%

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
2018 Est Median Age	31	
2018 Est Total Pop 0-19	12,658	23.4%
2018 Est Total Pop 20-24	10,475	19.4%
2018 Est Total Pop 25-34	5,736	10.6%
2018 Est Total Pop 35-44	4,977	9.2%
2018 Est Total Pop 45-54	5,614	10.4%
2018 Est Total Pop 55-64	6,457	11.9%
2018 Est Total Pop 65+	8,200	15.2%

Commuters, Workers Age 16 and Over, 2018 ACS Est

Percent of Workers, By Travel Time

Avg Travel Time, Minutes	20.2
Workers Not Working at Home	22,613
Travel Time to Work: < 10 minutes	17.8%
Travel Time to Work: 10-14 minutes	20.2%
Travel Time to Work: 15-19 minutes	21.0%
Travel Time to Work: 20-24 minutes	15.5%
Travel Time to Work: 25-29 minutes	5.8%
Travel Time to Work: 30-34 minutes	9.3%
Travel Time to Work: 35-44 minutes	3.5%
Travel Time to Work: 45-59 minutes	3.2%
Travel Time to Work: 60+ minutes	3.7%

Workers, By Transportation

Worker Transp, Base	24,371
Work at Home	7.2%
Drove Car/Truck/Van Alone	74.0%
Carpooled Car/Truck/Van	8.9%
Public Transportation	2.4%
Walked	6.7%
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

21,154
3,022
195

Residents

86.8%
12.4%
0.8%

Education

		Pop Age 25+
2019-20 Kindergarten-12th Enrollment	4,775	
2020 Average SAT score (1600 new scale)	1,154	
2020 Percent of Graduates taking SAT	47.6%	
2018-19 Higher Education Completions (Provisional)	4,968	
2018-19 Higher Education Enrollment (Provisional)	20,793	
2018 Est Education Attainment age 25+, At Least High School Graduate	27,741	89.5%
2018 Est Education Attainment age 25+, At Least Bachelor's Degree	12,889	41.6%

Housing

		% Ann Growth or % Total
2010 Census Total Housing	20,403	
2010 Census Total Households	32,137	
2018 Est Total Housing Units, % annual growth	33,520	0.8%
2018 Est Occupied Housing, % of total	20,355	60.7%
2018 Est Vacant Housing, % of total	13,165	39.3%
2018 Est Median Value of Owner Occupied Housing	\$239,400	
2018 Est Median Gross Rent	\$807	
2018 Est Owner Occupied Housing, % of total	12,345	60.6%
2018 Est Renter Occupied Housing, % of total	8,010	39.4%
2018 Est % Owner Occupied Vacancy Rate	4.0%	
2018 Est % Renter Occupied Vacancy Rate	7.9%	

Income

		% Ann Growth or % Pov
2018 Est Median Family Income	\$68,289	
2018 Median Household Income (SAIPE)	\$48,489	0.1%
2018 Est Median Worker Earnings	\$16,947	
2018 Per Capita Income (BEA)	\$36,684	
2018 Est Pop, Income Below Poverty (SAIPE)	10,608	21.2%

Employment / Unemployment

	Currently	2019 Annual
SEP2020 Prelim., 2019 Employment	29,078	28,640
SEP2020 Prelim., 2019 Unemployment	1,410	1,039
SEP2020 Prelim., 2019 Unemployment Rate	4.6%	3.5%
2020Q2YTD, 2019 Announced Job Creation	.	.
2020Q2YTD, 2019 Total Announced Investments (\$mil)	.	.

Employment / Wages by Industry

	2020Q1 Employment	2019 Employment	2020Q1 Avg Weekly Wage	2019 Avg Weekly Wage
Total All Industries	23,422	24,185	\$711	\$719
Total Government	5,508	5,512	\$925	\$944
Total Private Industry	17,914	18,673	\$646	\$652
Agriculture Forestry Fishing & Hunting	30	.	\$462	.
Mining
Utilities
Construction	927	948	\$818	\$822
Manufacturing	624	601	\$564	\$612
Wholesale Trade	431	448	\$933	\$956
Retail Trade	3,768	3,886	\$480	\$476
Transportation and Warehousing	354	379	\$723	\$797
Information	241	235	\$856	\$693
Finance and Insurance	367	350	\$1,214	\$1,204
Real Estate and Rental and Leasing	651	633	\$653	\$663
Professional and Technical Services	715	671	\$1,030	\$1,012
Mgt of Companies, Enterprises	327	310	\$1,240	\$1,217
Administrative and Waste Services	528	842	\$592	\$837
Educational Services	4,634	4,579	\$927	\$967
Health Care and Social Assistance	3,393	3,540	\$1,040	\$1,027
Arts, Entertainment and Recreation	795	722	\$467	\$423
Accommodation and Food Services	4,233	4,577	\$306	\$326
Other Services Ex. Public Admin	511	547	\$522	\$518
Public Administration	840	839	\$829	\$785
Unclassified	0	0	\$0	\$0

Commercial/Retail/Industrial

Local Business

2020Q3 Available Industrial Buildings	1
2020Q1 Establishments: Total Private Industry	1,721
2020Q1 Establishments: Manufacturing	48
2018 Est Self Employed	2,226

Local Retail Business

2019 Total Retail Sales (With Food/Drink) (\$mil)	\$1.4
2019 Total Retail Businesses (With Food/Drink)	449
2019 Avg Sales/Business Total (with Food/Drink)	\$3,182,481
2020Q3 Available Commercial Buildings (if County reports)	21

Quality of Life

Taxes

FY2020-21 Property Tax Rate per \$100 Value	\$0.4030
FY2019-20 Annual Taxable Retail Sales (\$mil)	\$958.0
2020 Tier designation	3

Childcare

2020Q3 Licensed Child Care Facilities	35
2020Q3 Licensed Child Care Enrollment	969

Healthcare Providers

2019 Number of Physicians	127
2019 Physicians/10,000 population	21.9
2019 RNs/10,000 population	76.9
2019 Dentists/10,000 population	6.1
2017 Pharmacists/10,000 population	8.9

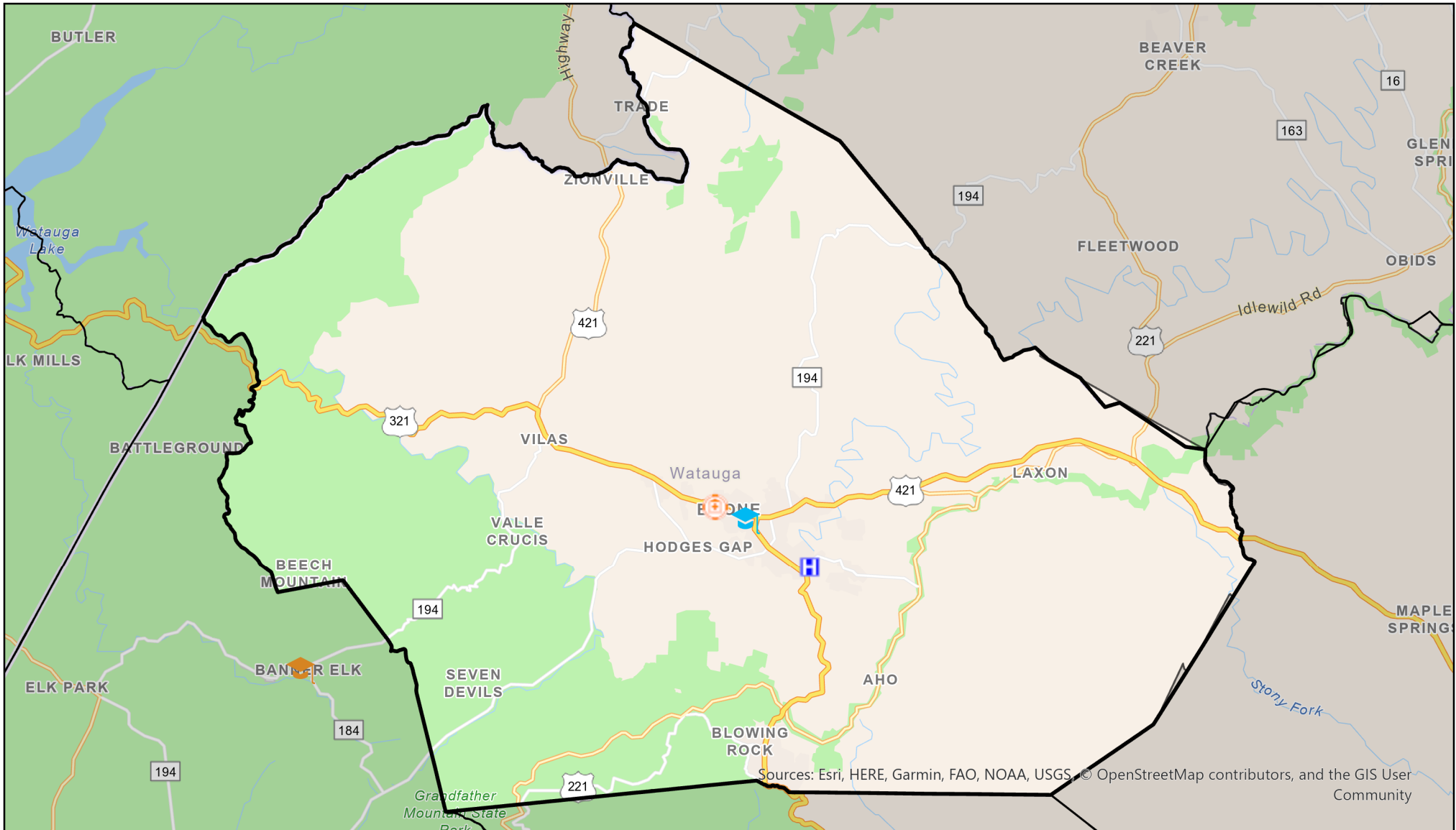
Sources:

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.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>.










Watauga County, North Carolina



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



Legend

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

