

**County Profile**

**Watauga County (NC)**

**July 2018**

**Demographics**

**Population & Growth**

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

**Population**

52,745  
51,079  
54,992

**% Annual Growth**

1.0%  
2.0%

**Urban/Rural Representation**

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

22,763  
28,316

**Urban/Rural Percent**

44.6%  
55.4%

**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+

30  
11,837  
11,469  
5,530  
4,692  
5,574  
6,219  
7,424

**% Pop by Age**

22.5%  
21.7%  
10.5%  
8.9%  
10.6%  
11.8%  
14.1%

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

**Percent of Workers, By Travel Time**

Avg Travel Time, Minutes 19.8  
Workers Not Working at Home 21,252  
Travel Time to Work: < 10 minutes 19.5%  
Travel Time to Work: 10-14 minutes 19.2%  
Travel Time to Work: 15-19 minutes 18.8%  
Travel Time to Work: 20-24 minutes 17.1%  
Travel Time to Work: 25-29 minutes 5.5%  
Travel Time to Work: 30-34 minutes 10.1%  
Travel Time to Work: 35-44 minutes 3.3%  
Travel Time to Work: 45-59 minutes 3.0%  
Travel Time to Work: 60+ minutes 3.4%

**Workers, By Transportation**

Worker Transp, Base 22,859  
Work at Home 7.0%  
Drove Car/Truck/Van Alone 73.3%  
Carpooled Car/Truck/Van 10.2%  
Public Transportation 2.6%  
Walked 6.2%  
Bicycle 0.1%  
Taxi, Motorcycle, Other 0.6%

**Place of Work**

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

**Commuters**

20,093  
2,514  
251

**Residents**

87.9%  
11.0%  
1.1%

**Education**

2016-17 Kindergarten-12th Enrollment 4,574  
2017 Average SAT score (1600 new scale) 1,163  
2017 Percent of Graduates taking SAT 50.2%  
2015-16 Higher Education Completions (provisional) 9,200  
2015-16 Higher Education Total Enrollment (provisional) 39,190  
2016 Est Education Attainment - At Least High School Graduate 25,908  
2016 Est Education Attainment - At Least Bachelor's Degree 11,456

**Pop Age 25+**

88.0%  
38.9%

## Housing

		<b>% Ann Growth or % Total</b>
2016 Est Total Housing Units	32,983	0.8%
2010 Census Total Housing	20,403	
2010 Census Total Households	32,137	
2010 Census Occupied Housing	8,669	42.5%
2010 Census Vacant Housing	11,734	57.5%
2016 Est Median Value of Owner Occupied Housing	\$230,700	
2016 Est Median Gross Rent	\$832	
2016 Est Owner Occupied Housing	11,955	58.8%
2016 Est Renter Occupied Housing	8,365	41.2%
2016 Est Owner Occupied Housing Vacancy	3.1%	
2016 Est Renter Occupied Housing Vacancy	11.1%	

## Income

		<b>% Ann Growth or % Pov</b>
2016 Est Median Family Income	\$61,445	
2016 Median Household Income (SAIPE)	\$44,014	5.4%
2015 Est Median Worker Earnings	\$13,632	
2016 Per Capita Income (BEA)	\$34,069	
2016 Est Pop, Income Below Poverty Level (SAIPE)	11,717	24.3%

## Employment / Unemployment

	<b>Currently</b>	<b>2017 Annual</b>
May 2018 Prelim., 2017 Employment	27,842	27,401
May 2018 Prelim., 2017 Unemployment	955	1,173
May 2018 Prelim., 2017 Unemployment Rate	3.3%	4.1%
2018Q1 YTD, 2017 Announced Job Creation	.	.
2018Q1 YTD, 2017 Total Announced Investments (\$mil)	.	.

### 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	23,708	23,204	\$709	\$680
Total Government	5,326	5,319	\$907	\$899
Total Private Industry	18,382	17,885	\$652	\$614
Agriculture Forestry Fishing & Hunting	.	.	.	.
Mining	27	29	\$813	\$790
Utilities	.	.	.	.
Construction	962	963	\$934	\$783
Manufacturing	563	545	\$655	\$616
Wholesale Trade	476	452	\$1,084	\$906
Retail Trade	4,034	3,830	\$449	\$451
Transportation and Warehousing	381	374	\$844	\$770
Information	236	236	\$763	\$710
Finance and Insurance	377	378	\$1,631	\$1,184
Real Estate and Rental and Leasing	583	581	\$644	\$601
Professional and Technical Services	646	647	\$1,010	\$853
Mgt of Companies, Enterprises	289	283	\$1,274	\$1,274
Administrative and Waste Services	795	782	\$851	\$800
Educational Services	4,370	4,385	\$941	\$931
Health Care and Social Assistance	3,265	3,200	\$1,007	\$972
Arts, Entertainment and Recreation	689	697	\$365	\$389
Accommodation and Food Services	4,565	4,392	\$311	\$307
Other Services Ex. Public Admin	525	523	\$542	\$498
Public Administration	870	857	\$681	\$699
Unclassified	0	0	\$0	\$0

## Commercial/Retail/Industrial

### Local Business

2018Q1 Available Industrial Buildings	.
2017Q4 Establishments: Total Private Industry	1,660
2017Q4 Establishments: Manufacturing	49
2016 Est Self Employed	1,825

### Local Retail Business

2017 Total Retail Sales (With Food/Drink) (\$mil)	\$1,034.8
2017 Total Retail Businesses (With Food/Drink)	631
2017 Avg Sales/Business Total (with Food/Drink)	\$1,639,933
2018Q1 Available Commercial Buildings (if reported)	.

## Quality of Life

### Taxes

FY2017-18 Property Tax Rate per \$100 Value	\$0.3530
FY2016-17 Annual Taxable Retail Sales (\$mil)	\$850.8
2018 Tier designation	3

### Childcare

2018Q1 Licensed Child Care Facilities	33
2018Q1 Licensed Child Care Enrollment	938

### Weather

Annual Rainfall, inches	54
Annual Snowfall, inches	33
Average Annual Temperature, F	51
Average Annual High Temperature, F	61
Average Annual Low Temperature, F	40

### Healthcare Providers

2017 Number of Physicians	125
2017 Physicians per 10,000 population	22.3
2017 RNs per 10,000 population	83.7
2017 Dentists per 10,000 population	5.5
2016 Pharmacists per 10,000 population	8.9

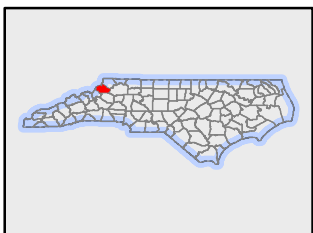
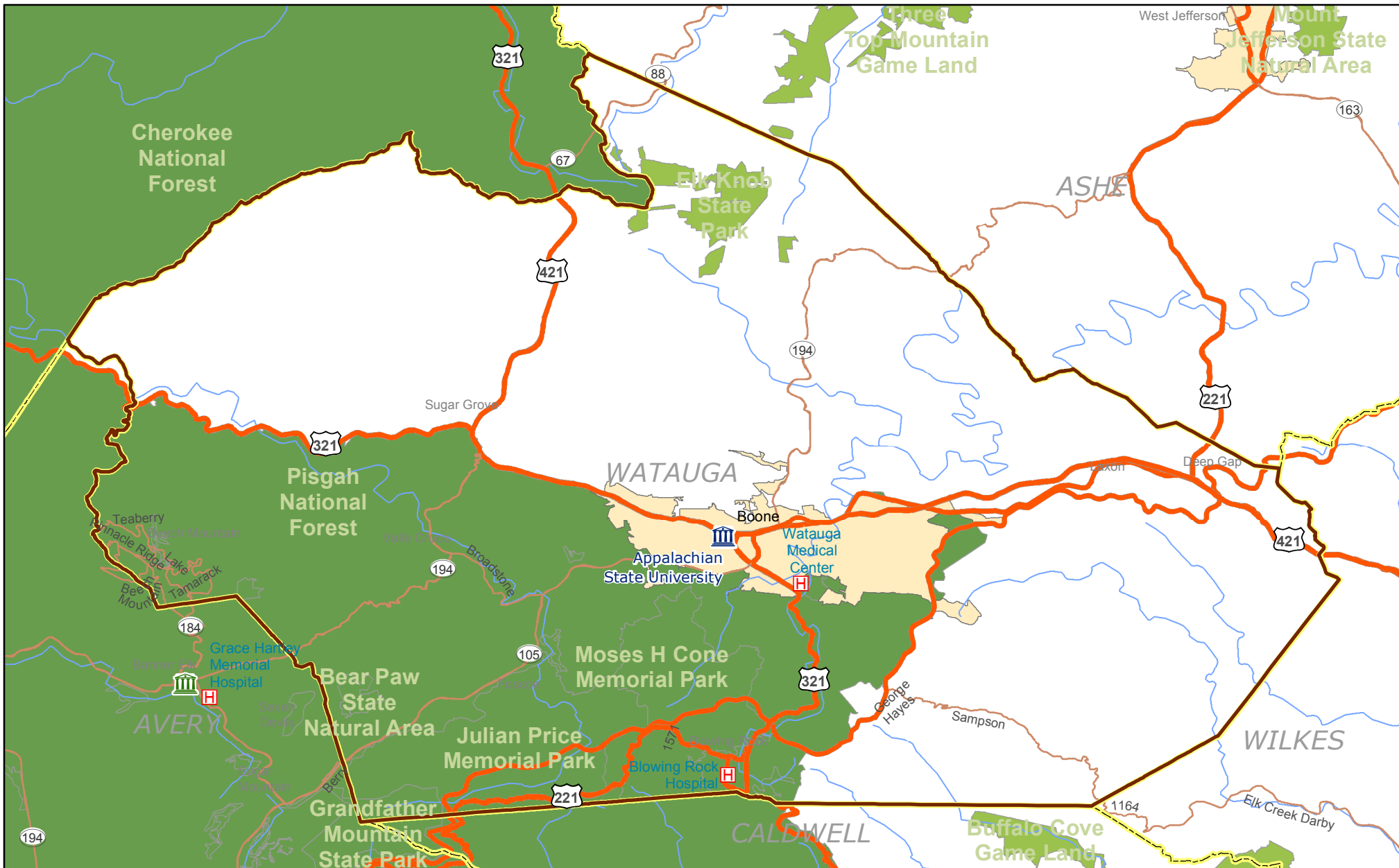
### Sources:

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>.

# Watauga County, North Carolina



**Legend**

14,000,001 - 43,130,585	Public University	Interstate
3,000,001 - 14,000,000	Private University	US Route
0 - 3,000,000	NC Community Colleges	NC Route
	Hospital	Major Railroad Lines
		County Boundary

