

County Profile

Watauga County (NC)

January 2019

Demographics

Population & Growth

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

Population

52,745
51,079
56,418

% 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 ACS 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

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

4,651
1,159
53.7%
9,526
20,056
25,908
11,456

Pop Age 25+

88.0%
38.9%

Housing

		% Ann Growth or % Total
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 Vacancy Rate	3.1%	
2016 Est % Renter Occupied Vacancy Rate	11.1%	

Income

		% Ann Growth or % Pov
2016 Est Median Family Income	\$61,445	
2017 Median Household Income (SAIPE)	\$48,417	10.0%
2016 Est Median Worker Earnings	\$13,632	
2017 Per Capita Income (BEA)	\$35,542	
2017 Est Pop, Income Below Poverty (SAIPE)	10,129	20.5%

Employment / Unemployment

	Currently	2017 Annual
Nov 2018 Prelim., 2017 Employment	28,163	27,401
Nov 2018 Prelim., 2017 Unemployment	864	1,173
Nov 2018 Prelim., 2017 Unemployment Rate	3.0%	4.1%
2018Q3 YTD, 2017 Announced Job Creation	.	.
2018Q3 YTD, 2017 Total Announced Investments (\$mil)	.	.

Employment / Wages by Industry

	2018Q2 Employment	2017 Employment	2018Q2 Avg Weekly Wage	2017 Avg Weekly Wage
Total All Industries	23,465	23,204	\$675	\$680
Total Government	5,365	5,319	\$933	\$899
Total Private Industry	18,100	17,885	\$599	\$614
Agriculture Forestry Fishing & Hunting
Mining	27	29	\$753	\$790
Utilities
Construction	1,055	963	\$764	\$783
Manufacturing	574	545	\$596	\$616
Wholesale Trade	423	452	\$812	\$906
Retail Trade	3,807	3,830	\$436	\$451
Transportation and Warehousing	378	374	\$828	\$770
Information	226	236	\$727	\$710
Finance and Insurance	358	378	\$1,006	\$1,184
Real Estate and Rental and Leasing	602	581	\$614	\$601
Professional and Technical Services	677	647	\$825	\$853
Mgt of Companies, Enterprises	285	283	\$1,175	\$1,274
Administrative and Waste Services	830	782	\$732	\$800
Educational Services	4,362	4,385	\$984	\$931
Health Care and Social Assistance	3,232	3,200	\$973	\$972
Arts, Entertainment and Recreation	685	697	\$372	\$389
Accommodation and Food Services	4,457	4,392	\$308	\$307
Other Services Ex. Public Admin	536	523	\$478	\$498
Public Administration	894	857	\$665	\$699
Unclassified	0	0	\$0	\$0

Commercial/Retail/Industrial

Local Business

2018Q3 Available Industrial Buildings	.
2018Q2 Establishments: Total Private Industry	1,645
2018Q2 Establishments: Manufacturing	50
2016 Est Self Employed	1,825

Local Retail Business

2018 Total Retail Sales (With Food/Drink) (\$mil)	\$1,034.8
2018 Total Retail Businesses (With Food/Drink)	631
2018 Avg Sales/Business Total (with Food/Drink)	\$1,639,933
2018Q3 Available Commercial Buildings (if County reports)	.

Quality of Life

Taxes

FY2018-19 Property Tax Rate per \$100 Value	\$0.3530
FY2017-18 Annual Taxable Retail Sales (\$mil)	\$871.7
2019 Tier designation	3

Childcare

2018Q3 Licensed Child Care Facilities	34
2018Q3 Licensed Child Care Enrollment	916

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/10,000 population	22.3
2017 RNs/10,000 population	83.7
2017 Dentists/10,000 population	5.5
2017 Pharmacists/10,000 population	8.7

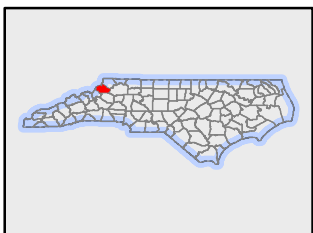
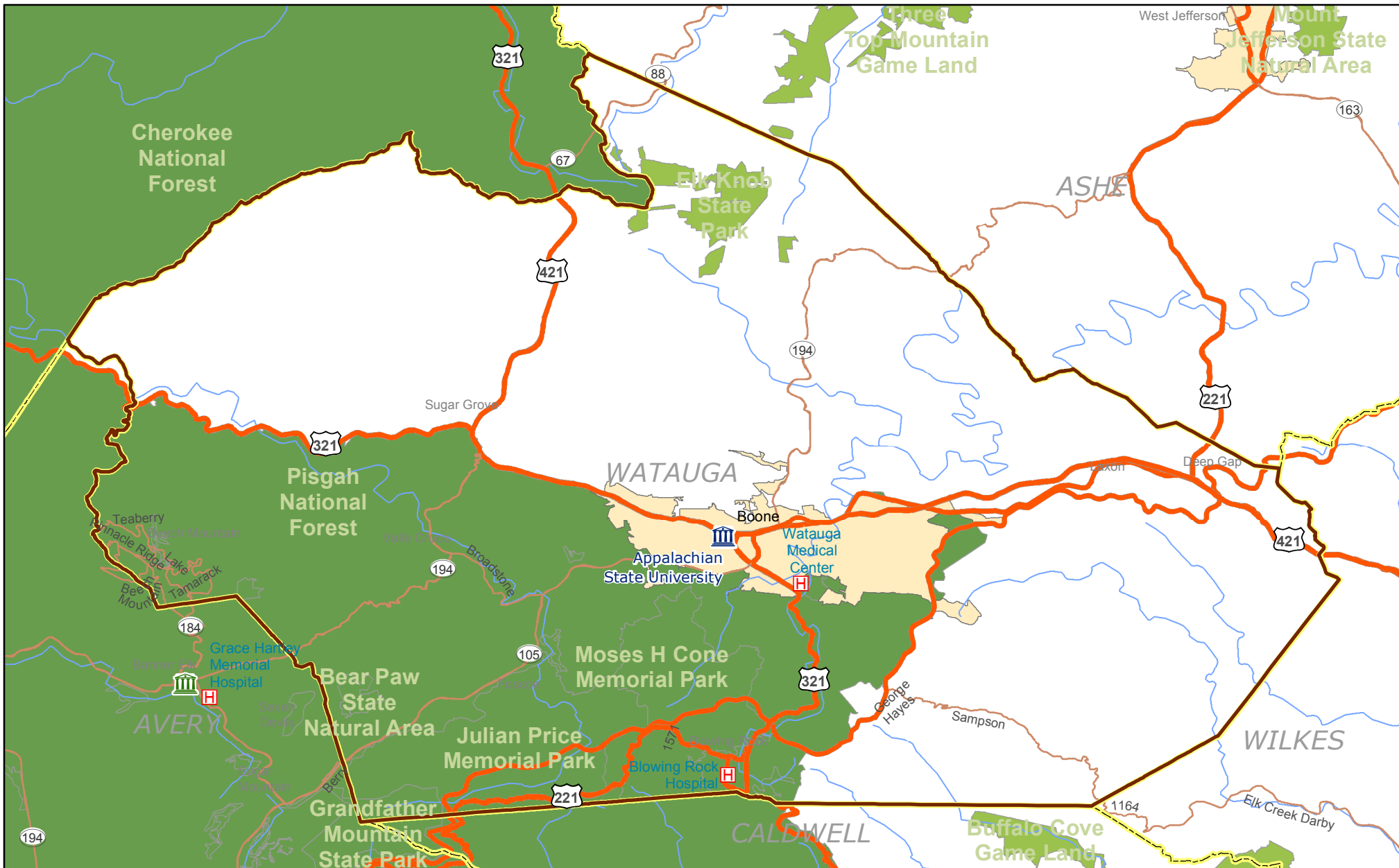
Sources:

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>.

Watauga 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

