

## County Profile

## Wilson County (NC)

May 2022

### Demographics

#### Population & Growth

	Population	% Annual Growth
2019 Est Population	81,435	0.1%
2020 Census Total Population	78,784	( 0.3%)
Jul2020 NC Certified Population Estimate	78,648	( 5.0%)

#### Urban/Rural Representation

		Urban/Rural Percent
2010 Census Total Population: Urban	49,828	61.3%
2010 Census Total Population: Rural	31,406	38.7%

#### Estimated Population by Age

		% Pop by Age
2019 Est Median Age	41	
2019 Est Total Pop 0-19	21,033	25.8%
2019 Est Total Pop 20-24	4,898	6.0%
2019 Est Total Pop 25-34	9,779	12.0%
2019 Est Total Pop 35-44	9,373	11.5%
2019 Est Total Pop 45-54	10,634	13.1%
2019 Est Total Pop 55-64	11,489	14.2%
2019 Est Total Pop 65+	14,229	17.5%

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

#### Percent of Workers, By Travel Time

Avg Travel Time, Minutes	21.6
Workers Not Working at Home	34,082
Travel Time to Work: < 10 minutes	16.5%
Travel Time to Work: 10-14 minutes	22.7%
Travel Time to Work: 15-19 minutes	20.4%
Travel Time to Work: 20-24 minutes	12.1%
Travel Time to Work: 25-29 minutes	4.5%
Travel Time to Work: 30-34 minutes	7.7%
Travel Time to Work: 35-44 minutes	4.4%
Travel Time to Work: 45-59 minutes	4.9%
Travel Time to Work: 60+ minutes	6.8%

#### Workers, By Transportation

Worker Transp, Base	34,858
Work at Home	2.2%
Drove Car/Truck/Van Alone	83.4%
Carpooled Car/Truck/Van	9.6%
Public Transportation	0.2%
Walked	1.3%
Bicycle	0.2%
Taxi, Motorcycle, Other	3.1%

#### Place of Work

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

#### Commuters

25,795
8,784
314

#### Residents

74.0%
25.2%
0.9%

### Education

		Pop Age 25+
2020-21 Kindergarten-12th Enrollment	12,030	
2020 Average SAT score (1600 scale)	1,001	
2020 Percent of Graduates taking SAT	41.6%	
2019-20 (Provisional) Higher Education Completions	817	
2019-20 (Provisional) Higher Education Enrollment	4,076	
2019 Est Education Attainment age 25+, At Least High School Graduate	44,554	80.3%
2019 Est Education Attainment age 25+, At Least Bachelor's Degree	10,903	19.6%

## Housing

		% Ann Growth or % Total
2020 Census Total Housing Units, % annual growth	36,252	0.2%
2020 Census Occupied Housing, % of total	32,222	88.9%
2020 Census Vacant Housing, % of total	4,030	11.1%
2019 Est Median Value of Owner Occupied Housing	\$123,600	
2019 Est Median Gross Rent	\$753	
2019 Est Owner Occupied Housing, % of total	18,918	59.1%
2019 Est Renter Occupied Housing, % of total	13,096	40.9%
2019 Est % Owner Occupied Vacancy Rate	1.3%	
2019 Est % Renter Occupied Vacancy Rate	4.1%	

## Income

		% Ann Growth or % Pov
2019 Est Median Family Income	\$58,723	
2020 Median Household Income (SAIPE)	\$44,089	3.9%
2019 Est Median Worker Earnings	\$28,217	
2020 Per Capita Income (BEA)	\$43,111	
2020 Est Pop, Income Below Poverty (SAIPE)	16,994	21.2%

## Employment / Unemployment

	Currently	2021 Annual
Mar2022 Prelim., 2021 Employment	31,563	31,380
Mar2022 Prelim., 2021 Unemployment	1,837	3,062
Mar2022 Prelim., 2021 Unemployment Rate	5.5%	8.9%
2021Q4YTD, 2021 Announced Job Creation	113	113
2021Q4YTD, 2021 Total Announced Investments (\$mil)	\$7.5	\$7.5

### Employment / Wages by Industry

	2021Q4 Employment	2021 Employment	2021Q4 Avg Weekly Wage	2021 Avg Weekly Wage
Total All Industries	35,371	34,954	\$1,010	\$913
Total Government	4,544	4,535	\$967	\$878
Total Private Industry	30,827	30,419	\$1,017	\$918
Agriculture Forestry Fishing & Hunting	.	623	.	\$631
Mining	.	.	.	.
Utilities	.	.	.	.
Construction	3,011	3,023	\$1,340	\$1,063
Manufacturing	7,233	6,936	\$1,265	\$1,251
Wholesale Trade	1,278	1,239	\$1,316	\$1,004
Retail Trade	3,986	3,894	\$668	\$596
Transportation and Warehousing	1,031	872	\$1,057	\$937
Information	167	622	\$1,341	\$1,422
Finance and Insurance	2,107	1,085	\$1,405	\$1,276
Real Estate and Rental and Leasing	263	247	\$952	\$754
Professional and Technical Services	892	791	\$1,613	\$1,374
Mgt of Companies, Enterprises	.	996	.	\$1,638
Administrative and Waste Services	1,726	1,753	\$737	\$651
Educational Services	2,424	2,349	\$872	\$778
Health Care and Social Assistance	4,374	4,662	\$901	\$784
Arts, Entertainment and Recreation	219	170	\$597	\$410
Accommodation and Food Services	3,068	2,748	\$393	\$324
Other Services Ex. Public Admin	700	716	\$815	\$663
Public Administration	2,157	2,199	\$1,005	\$893
Unclassified	0	0	\$0	\$0



## Commercial/Retail/Industrial

### Local Business

2021Q4 Available Industrial Buildings	.
2021Q4 Establishments: Total Private Industry	1,970
2021Q4 Establishments: Manufacturing	86
2019 Est Self Employed	1,661

### Local Retail Business

2021 Total Retail Sales (With Food/Drink) (\$mil)	\$812.6
2021 Total Retail Businesses (With Food/Drink)	623
2021 Avg Sales/Business Total (with Food/Drink)	\$1,304,263
2021Q4 Available Commercial Buildings (if County reports)	.

## Quality of Life

### Taxes

FY2021-22 Property Tax Rate per \$100 Value	\$0.7300
FY2020-21 Annual Taxable Retail Sales (\$mil)	\$1,214.4
2021 Tier designation	1

### Childcare

2022Q1 Licensed Child Care Facilities	28
2022Q1 Licensed Child Care Enrollment	1,852

### Healthcare Providers

2019 Number of Physicians	129
2019 Physicians/10,000 population	15.7
2020 RNs/10,000 population	72.3
2020 Dentists/10,000 population	3.8
2020 Pharmacists/10,000 population	5.9

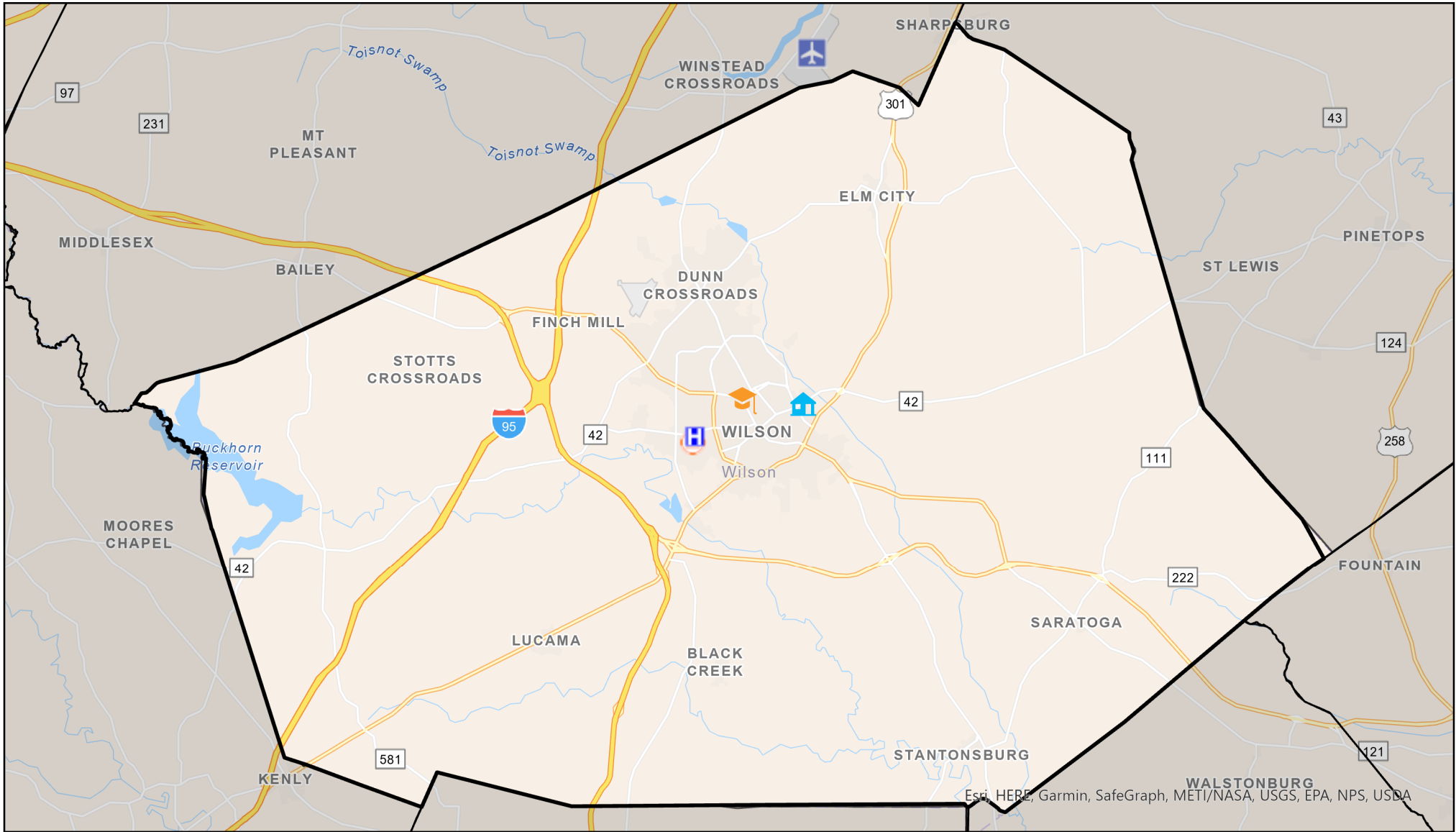
### Sources:





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/>.

# Wilson County, North Carolina



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



4 Miles