

**County Profile**

**Wilson County (NC)**

**January 2019**

**Demographics**

**Population & Growth**

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

**Population**

81,617  
81,234  
81,674

**% Annual Growth**

0.0%  
1.0%

**Urban/Rural Representation**

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

49,828  
31,406

**Urban/Rural Percent**

61.3%  
38.7%

**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+

40  
21,348  
5,254  
9,463  
9,799  
11,155  
11,223  
13,375

**% Pop by Age**

26.2%  
6.4%  
11.6%  
12.0%  
13.7%  
13.8%  
16.4%

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

**Percent of Workers, By Travel Time**

Avg Travel Time, Minutes 20.5  
Workers Not Working at Home 33,685  
Travel Time to Work: < 10 minutes 17.2%  
Travel Time to Work: 10-14 minutes 23.0%  
Travel Time to Work: 15-19 minutes 19.9%  
Travel Time to Work: 20-24 minutes 14.0%  
Travel Time to Work: 25-29 minutes 4.1%  
Travel Time to Work: 30-34 minutes 8.1%  
Travel Time to Work: 35-44 minutes 3.6%  
Travel Time to Work: 45-59 minutes 5.9%  
Travel Time to Work: 60+ minutes 4.2%

**Workers, By Transportation**

Worker Transp, Base 34,322  
Work at Home 1.9%  
Drove Car/Truck/Van Alone 82.0%  
Carpooled Car/Truck/Van 9.2%  
Public Transportation 0.2%  
Walked 1.6%  
Bicycle 0.1%  
Taxi, Motorcycle, Other 5.0%

**Place of Work**

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

**Commuters**

25,844  
8,409  
69

**Residents**

75.3%  
24.5%  
0.2%

**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

13,081  
1,038  
50.4%  
1,612  
3,953  
44,134  
10,213

**Pop Age 25+**

80.2%  
18.6%

## Housing

		<b>% Ann Growth or % Total</b>
2016 Est Total Housing Units	35,714	0.1%
2010 Census Total Housing	31,962	
2010 Census Total Households	35,511	
2010 Census Occupied Housing	28,413	88.9%
2010 Census Vacant Housing	3,549	11.1%
2016 Est Median Value of Owner Occupied Housing	\$117,100	
2016 Est Median Gross Rent	\$711	
2016 Est Owner Occupied Housing	19,137	59.9%
2016 Est Renter Occupied Housing	12,805	40.1%
2016 Est % Owner Occupied Vacancy Rate	2.5%	
2016 Est % Renter Occupied Vacancy Rate	3.9%	

## Income

		<b>% Ann Growth or % Pov</b>
2016 Est Median Family Income	\$50,559	
2017 Median Household Income (SAIPE)	\$44,825	8.4%
2016 Est Median Worker Earnings	\$26,317	
2017 Per Capita Income (BEA)	\$39,301	
2017 Est Pop, Income Below Poverty (SAIPE)	14,481	18.1%

## Employment / Unemployment

	<b>Currently</b>	<b>2017 Annual</b>
Nov 2018 Prelim., 2017 Employment	33,059	33,419
Nov 2018 Prelim., 2017 Unemployment	1,834	2,637
Nov 2018 Prelim., 2017 Unemployment Rate	5.3%	7.3%
2018Q3 YTD, 2017 Announced Job Creation	229	504
2018Q3 YTD, 2017 Total Announced Investments (\$mil)	\$97.4	\$339.1

## Employment / Wages by Industry

	<b>2018Q2 Employment</b>	<b>2017 Employment</b>	<b>2018Q2 Avg Weekly Wage</b>	<b>2017 Avg Weekly Wage</b>
Total All Industries	36,788	36,585	\$825	\$815
Total Government	4,973	4,911	\$771	\$774
Total Private Industry	31,815	31,674	\$834	\$821
Agriculture Forestry Fishing & Hunting	601	631	\$575	\$548
Mining	.	.	.	.
Utilities	.	.	.	.
Construction	2,904	2,746	\$975	\$962
Manufacturing	7,039	7,149	\$1,157	\$1,096
Wholesale Trade	1,239	1,230	\$949	\$929
Retail Trade	3,760	3,872	\$533	\$511
Transportation and Warehousing	835	863	\$899	\$825
Information	705	745	\$1,076	\$1,158
Finance and Insurance	1,270	1,311	\$1,194	\$1,239
Real Estate and Rental and Leasing	231	309	\$671	\$653
Professional and Technical Services	777	793	\$1,250	\$1,351
Mgt of Companies, Enterprises	1,232	1,226	\$1,362	\$1,483
Administrative and Waste Services	2,173	1,736	\$730	\$598
Educational Services	2,534	2,489	\$743	\$732
Health Care and Social Assistance	5,019	5,131	\$667	\$687
Arts, Entertainment and Recreation	253	253	\$367	\$322
Accommodation and Food Services	3,181	3,096	\$287	\$276
Other Services Ex. Public Admin	705	738	\$573	\$566
Public Administration	2,301	2,249	\$765	\$805
Unclassified	0	0	\$0	\$0

## Commercial/Retail/Industrial

### Local Business

2018Q3 Available Industrial Buildings	11
2018Q2 Establishments: Total Private Industry	1,812
2018Q2 Establishments: Manufacturing	85
2016 Est Self Employed	1,618

### Local Retail Business

2018 Total Retail Sales (With Food/Drink) (\$mil)	\$1,294.9
2018 Total Retail Businesses (With Food/Drink)	627
2018 Avg Sales/Business Total (with Food/Drink)	\$2,065,157
2018Q3 Available Commercial Buildings (if County reports)	2

## Quality of Life

### Taxes

FY2018-19 Property Tax Rate per \$100 Value	\$0.7300
FY2017-18 Annual Taxable Retail Sales (\$mil)	\$999.4
2019 Tier designation	1

### Childcare

2018Q3 Licensed Child Care Facilities	26
2018Q3 Licensed Child Care Enrollment	2,231

### Weather

Annual Rainfall, inches	46
Annual Snowfall, inches	2
Average Annual Temperature, °F	61
Average Annual High Temperature, °F	72
Average Annual Low Temperature, °F	50

### Healthcare Providers

2017 Number of Physicians	128
2017 Physicians/10,000 population	15.6
2017 RNs/10,000 population	82.0
2017 Dentists/10,000 population	3.3
2017 Pharmacists/10,000 population	8.3

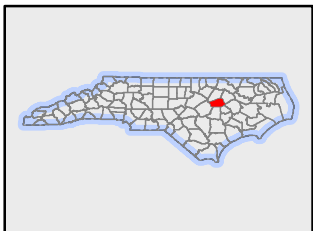
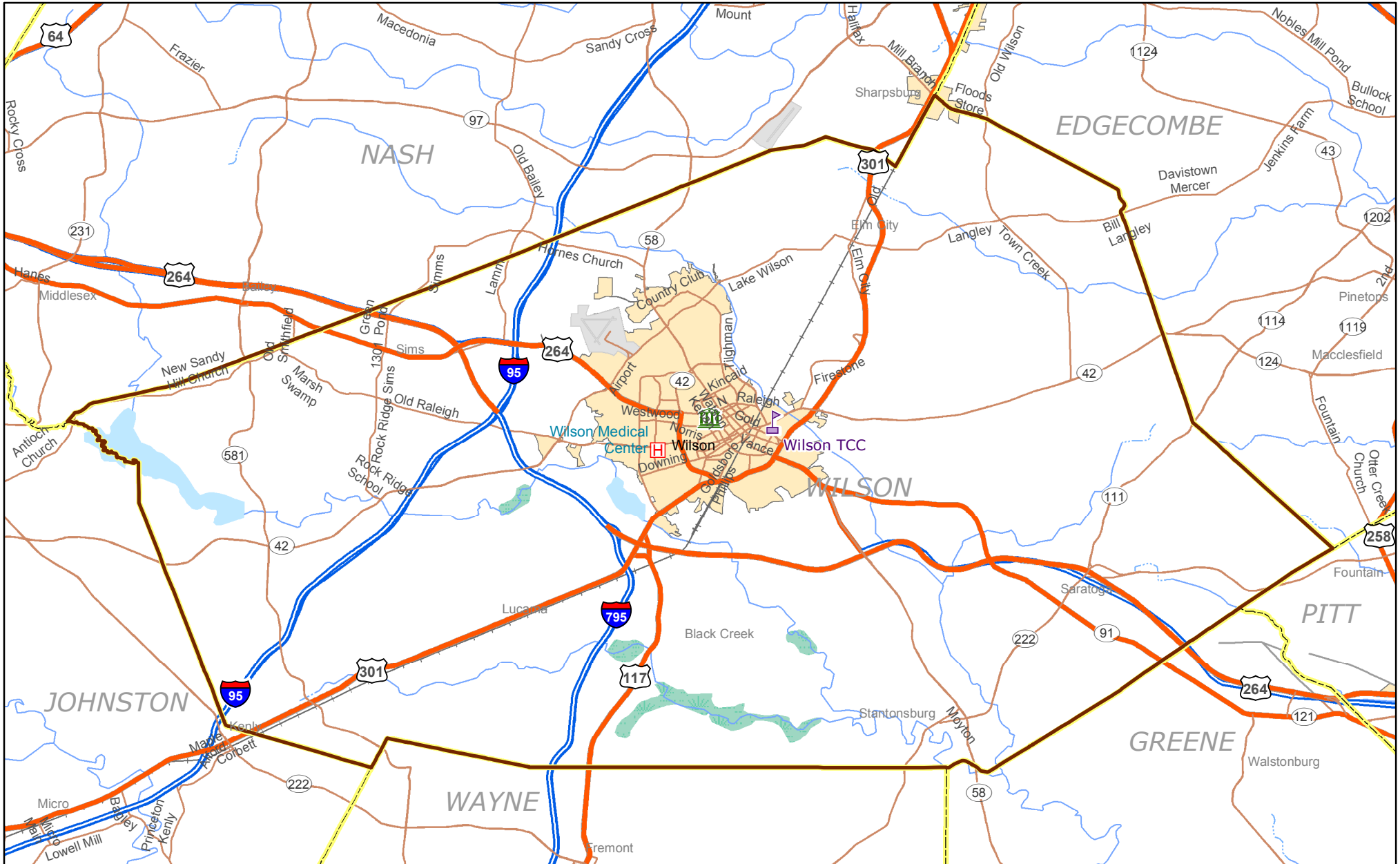
### Sources:

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.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>.

# Wilson 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

