

Watauga County (NC)

2nd Quarter 2008



County Profile Contact (919) 715-6374

Commerce Economic Development Contact (919) 733-4977

Demographics

Population & Growth

	Population	Annual Growth Rate
2012 Total Population	46,157	0.3%
2007 Total Population	45,576	0.9%
2000 Total Population	42,695	
July 2006 Certified Population Estimate	43,406	
July 2006 Certified Population Growth	398	
July 2006 Certified Net Migration	315	

Urban/Rural Representation

		Urban/Rural Percent
2000 Total Population: Urban - inside Urbanized Area	0	0.0%
2000 Total Population: Urban - inside Urbanized Clusters	17,089	40.0%
2000 Total Population: Rural - Farm	691	1.6%
2000 Total Population: Rural - Nonfarm	24,915	58.4%

Estimated Population by Age

		Pop by Age, % Est.
2012 Median Age	38	
2007 Median Age	36	
2000 Median Age	30	
2007 Total Pop 0-19	9,905	21.7%
2007 Total Pop 20-29	9,730	21.3%
2007 Total Pop 30-39	5,162	11.3%
2007 Total Pop 40-49	6,326	13.9%
2007 Total Pop 50-59	6,498	14.3%
2007 Total Pop 60+	7,955	17.5%

Working Commuters, 2000 Census

Workers, Travel Time

Avg Travel Time, Not at Home	20
Workers Not Working at Home	20,123
Travel Time to Work: < 5 minutes	956
Travel Time to Work: 5-9 minutes	3,306
Travel Time to Work: 10-14 minutes	3,995
Travel Time to Work: 15-19 minutes	3,852
Travel Time to Work: 20-24 minutes	2,779
Travel Time to Work: 25-29 minutes	852
Travel Time to Work: 30-34 minutes	2,105
Travel Time to Work: 35-39 minutes	287
Travel Time to Work: 40-44 minutes	333
Travel Time to Work: 45-59 minutes	798
Travel Time to Work: 60-89 minutes	475
Travel Time to Work: 90+ minutes	385

Workers, By Transportation

Worker Mode, Base	20,985
Work at Home	862
Drove Car/Truck/Van Alone	15,639
Carpooled Car/Truck/Van	2,877
Bus/Trolley Bus	163
Streetcar/Trolley Car	0
Subway/Elevated	0
Railroad	0
Ferryboat	0
Taxicab	0
Motorcycle	35
Bicycle	14
Walked	1,292
Other Means	103

Travel to Work

	Commuters	Percent by Residence
Worked in State/County of Residence	18,083	86.2%
Worked in State/Outside County of Residence	2,591	12.3%
Worked Outside State of Residence	311	1.5%

Education

		Pop Age 25+, %
2007 Average SAT score	1593	
2007 Percent of Graduates taking SAT	69%	
2005-06 Higher Education Completions	3,281	
2005-06 Higher Education Total Enrollment	58,332	
2000 Education Attainment - At Least High School Graduate	19,544	81.6%
2000 Education Attainment - At Least Bachelor's Degree	7,958	33.2%

Housing

		Growth / Appreciation Est
2012 Total Housing	26,594	3.8%
2007 Total Housing	25,612	
2012 Median Value of Owner Occupied Housing	228,266	21.8%
2007 Median Value of Owner Occupied Housing	187,373	
2007 Owner Occupied Housing	11,689	
2007 Renter Occupied Housing	6,578	
2007 Total Households	18,267	
2000 Median Year Housing Structure Built	1,979	

Income

		Growth Estimated
2012 Median Family Income	\$63,433	14.0%
2007 Median Family Income	\$55,634	22.5%
2000 Median Family Income	\$45,400	
2012 Median Household Income	\$46,240	14.0%
2007 Median Household Income	\$40,571	23.8%
2000 Median Household Income	\$32,763	
2007 Median Disposable Income	\$32,526	
2007-2012 Per Capita Income: Annual Compound Growth Rate %		3.2%
2012 Per Capita Income	\$26,866	17.2%
2007 Per Capita Income	\$22,924	32.8%
2000 Per Capita Income	\$17,258	
2000 Total Pop with Income Below Poverty Level	6,761	
2000 Percent of Pop with Income Below Poverty Level	17.9%	

Employment / Unemployment

	Year to Date	2007 Annual
Employment (YTD2008Q1)	24,552	24,814
Unemployment (YTD2008Q1)	1,013	823
Unemployment Rate (YTD2008Q1)	4.0%	3.2%
Announced Job Creation (YTD2008Q1)	.	.
Total Announced Investments (\$mil)(YTD2008Q1)	.	.
Lost Jobs, Closings & Layoffs (YTD2008Q2)	10	9
Establishment Events, Closings & Layoffs (YTD2008Q2)	1	2

Employment / Wages by Industry	2007 3rd Qtr Employment	2006 Annual Employment	2007 3rd Qtr Avg Weekly Wage	2006 Avg Weekly Wage
Total All Industries	19,953	18,812	\$507	\$538
Total Government	1,891	2,009	\$684	\$650
Total Private Industry	18,062	16,803	\$489	\$481
Agriculture Forestry Fishing & Hunting	38	34	\$409	\$408
Mining	44	42	\$545	\$673
Utilities	0	0	.	.
Construction	1,761	1,565	\$639	\$604
Manufacturing	863	870	\$591	\$570
Wholesale Trade	762	655	\$814	\$826
Retail Trade	3,552	3,428	\$394	\$385
Transportation and Warehousing	73	75	\$789	\$830
Information	289	292	\$580	\$567
Finance and Insurance	582	479	\$698	\$728
Real Estate and Rental and Leasing	425	347	\$437	\$471
Professional and Technical Services	683	727	\$677	\$633
Management of Companies and Enterprises	88	92	\$621	\$694
Administrative and Waste Services	526	433	\$478	\$475
Educational Services	846	950	\$688	\$591
Health Care and Social Assistance	3,170	3,155	\$686	\$695
Arts, Entertainment and Recreation	753	650	\$355	\$331
Accommodation and Food Services	4,072	3,635	\$253	\$233
Other Services Ex. Public Admin	474	437	\$376	\$370
Public Administration	865	866	\$654	\$617
Unclassified	87	80	\$491	\$400

Quality of Life

Taxes

FY2008-09 Property Tax Rate per \$100 Value	\$0.3130
FY2006-07 Annual Taxable Retail Sales (\$mil)	\$665.0
2008 Tier designation	2

Weather

Annual Rainfall	59
Annual Snowfall	37
Average Annual Temperature	56
Average Annual High Temperature	70
Average Annual Low Temperature	46

Commercial/Retail/Industrial

2008 Available Industrial Buildings	8
2006 Establishments: Total Private Industry	3,292
2006 Establishments: Manufacturing	56

Childcare

May 2008 Licensed Child Care Facilities	37
May 2008 Licensed Child Care Slots	1,466

Healthcare Providers

2006 Number of Physicians	106
2006 Physicians per 10,000 population	24
2006 RNs per 10,000 population	90
2006 Dentists per 10,000 population	6
2006 Pharmacists per 10,000 population	5

Local Retail Business

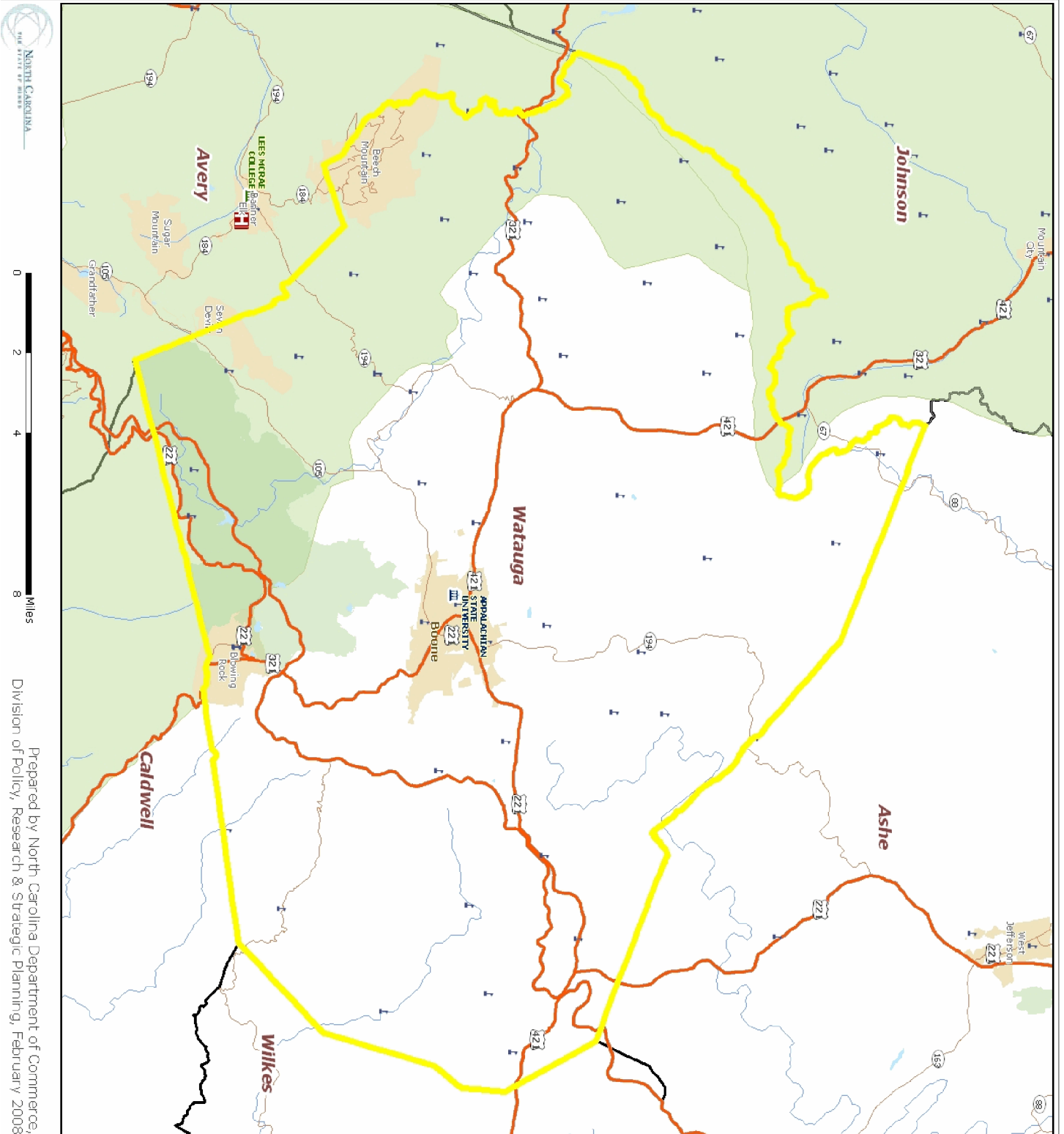
2007 Total Retail Sales (With Food/Drink) (\$mil)	\$772.4
2007 Total Retail Businesses (With Food/Drink)	670
2007 Avg Household Retail Demand (Food/Drink) (\$)	\$22,835

Sources:

ESRI for demographics, working population, educational attainment, housing, income, crime, weather, and retail data. <http://www.esri.com>
NC Dept. of Education and various state education departments for SAT data by county system. <http://www.ncpublicschools.org>
US Dept. of Education, National Center for Education Statistics for higher education data. <http://nces.ed.gov/ipeds/>
NC Commerce for announced new jobs and investment, NC tiers, and number of industrial buildings. <http://www.nccommerce.com/en>
NC Employment Security Commission for lost jobs and affected establishments data. <http://www.ncesc.com>
NC Dept. of Health & Human Services for childcare data. <http://www.ncdhhs.gov/>
UNC Sheps Center for healthcare provider statistics. <http://www.shepscenter.unc.edu/>
US Bureau of Labor Statistics for employment and unemployment, wages and establishments by industry. <http://www.bls.gov>

Notes:

Data are the latest available at the date the profile was prepared. SAT scores use the new scoring system including a writing test for a perfect score of 2400 and represent county systems. ESRI 2007/2012 data are projections. Some data may be available only for North Carolina. For further details or questions, please check the Data Sources Guide at <https://edis.commerce.state.nc.us/docs/bibliography/dataGuide.htm>.



Legend

- Hospital
- Public University
- Private University
- NC Community Colleges
- School
- Limited Access
- Highway
- Major Road
- Local Road
- Minor Road
- Other Road
- Ramp
- Ferry
- Pedestrian Way
- Railroads (Local)
- Airport Area
- Stream
- Intermittent Stream
- Canal
- Dam
- National Park or Forest
- State Park or Forest
- Local Park or Recreation Area
- Municipal Boundaries

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