

# Watauga County

Reporting Quarter: 4th Quarter 2007

County Profile Contact (919) 715-6374  
Economic Development Contact (919) 733-4977

## Demographics

Certified Population, July 2006	43,406	58
Population, 2000 Census	42,693	56
Population, 1990 Census	36,952	55
Percent population change, 1990-2000	15.5	50
Percent population change, NC, 1990-2000	21.3	

## County Rank



## Workforce & Education

Employment, Nov 2007	23,738	47
Unemployed, Nov 2007	806	67
Percent unemployed, Nov 2007	3.3	97
Percent unemployed, 2006	3.8	92
Percent unemployed, NC, Nov 2007	5.1	
Percent unemployed, NC, 2006	4.8	
Percent high school graduates or higher, 2000	81.6	18
Percent high school graduates or higher, NC, 2000	78.1	
Average SAT score (2400 scale), 2007	1,593	1
Average SAT score (2400 scale), NC, 2007	1,486	
Percent bachelor's degree or higher, 2000	33.2	5
Percent bachelor's degree or higher, NC, 2000	22.5	

## Taxes, Sales & Services

Property taxes/\$100 Value ('07-'08)	\$0.3130
Taxable sales (Mil \$, Sept 07)	\$69.4
Taxable sales (Mil \$, FY 06-07)	\$665.0
Pharmacist/10,000 Pop, 2006	8
Physician/10,000 Pop, 2006	24
RN/10,000 Pop, 2006	90
Dentist/10,000 Pop, 2006	6
Tier designation, 2008	2
Partnership Region	Advantage West
Licensed Child Care Facilities, Sept 07	36
Child Care Slots, Sept 07	1,431

## Income, Housing & Poverty

Average weekly wage per employee, 2nd Quarter 2007	\$552	52
Median household income, 2005	\$32,688	75
Per capita personal income, 2000	\$22,467	56
Per capita personal income, 2005	\$28,323	31
Per capita personal income, NC, 2006	\$32,234	
Median value of owner-occupied housing units, 2000	\$118,025	6
Median value of owner-occupied housing units, NC, 2000	\$108,300	
Percent in poverty, 2005	21.8	18
Percent in poverty, NC, 2005	14.9	

Notes: Data are the latest available at the date the profile was prepared. Demographics are from U.S. Census. Workforce & Education are from NC Employment Security Commission, U.S. Census, and NC Dept. of Public Instruction respectively; county unemployment rates are seasonally unadjusted. Average wage are from ESC's "Insured Employment and Wages in NC for Private Industry by Sector (2 digit)" which is based on the Current Population Survey." Income, Housing & Poverty are from U.S. Bureau of Economic Analysis and the U.S. Census, respectively. Jobs and Investments are from NC Dept. of Commerce. Closings & Layoffs by effective date are from the NC Employment Security Commission. Employment & Wages are from NCESC's "Insured Employment and Wages in NC for Industry by Sector (2 digit)" series; missing data or \* indicates data not available or suppressed for confidentiality reasons. Taxes are from the NC Dept. of Revenue and prior to 7/05 represent gross sales but after are taxable sales. Medical data from the Cecil G. Sheps Center for Health Services Research, UNC-Chapel Hill. \*\*County Ranking 1=highest.

## Announced Jobs & Investments

Jobs announced, 2006	0
Jobs announced, Thru Oct 12, 2007	0
Total investment announced, 2006	\$3,400,000
Total investment announced, Thru Oct 12, 2007	\$0

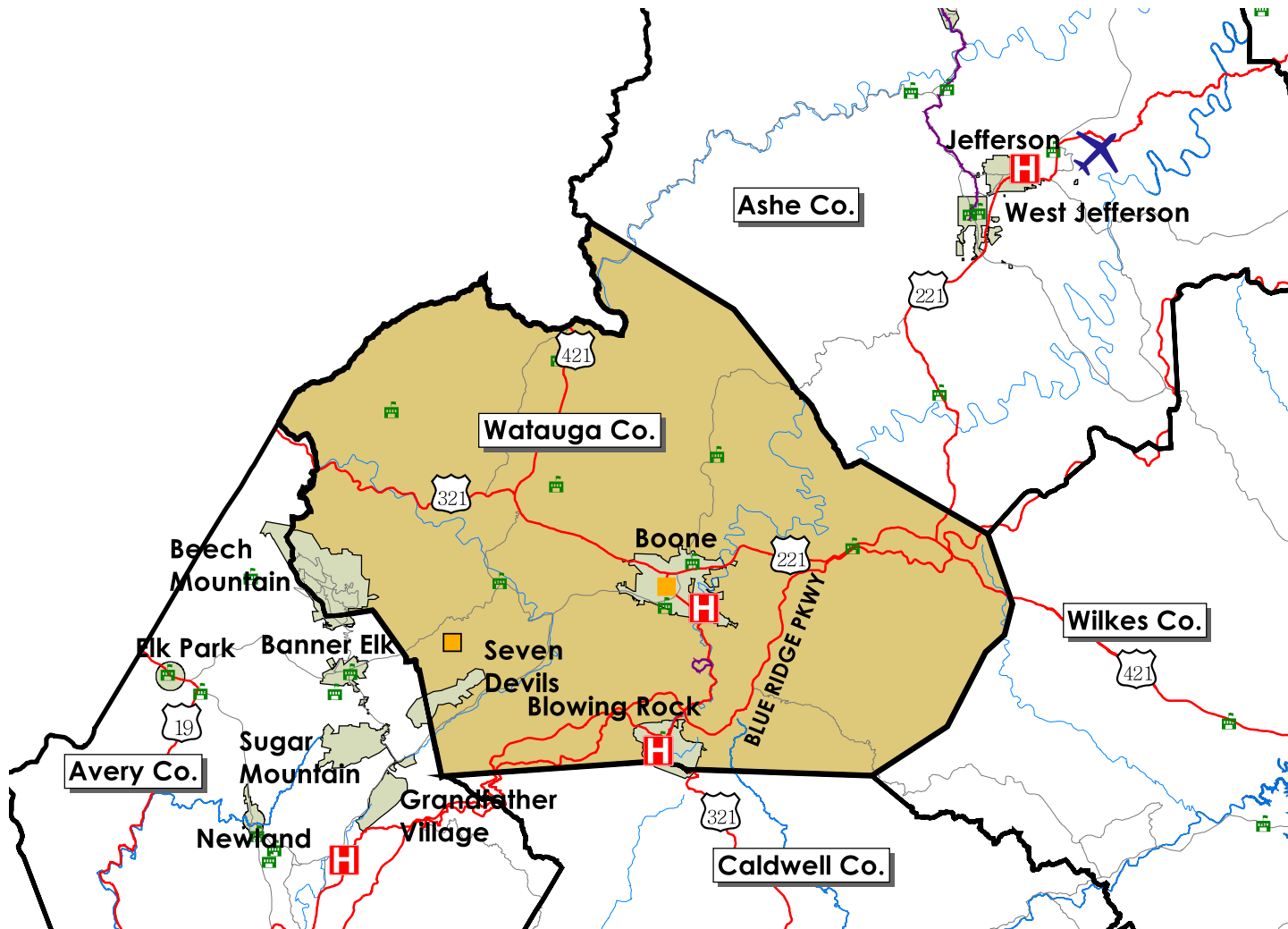
## Announced Closings & Layoffs

Number of affected establishments, 2006	4
Number of affected establishments, Thru Dec 2007	2
Job losses, 2006	87
Job losses, Thru Dec 2007	9

## Employment and Wages, by Sector (2nd Quarter 2007)

	Watauga			North Carolina		
	Avg Emp	% Total	Avg Wkly Wage	Avg Emp	% Total	Avg Wkly Wage
Total All Industries	22,930	100.0	\$552	4,070,849	100.0	\$718
Total Government	4,937	21.5	\$812	678,349	16.7	\$754
Total Private Industry	17,993	78.5	\$481	3,392,501	83.3	\$711
Agriculture Forestry Fishing & Hunting	27	0.1	\$537	30,294	0.7	\$517
Mining	0	0.0	\$0	4,055	0.1	\$1,176
Utilities	0	0.0	\$0	13,939	0.3	\$1,378
Construction	1,732	7.6	\$602	255,709	6.0	\$729
Manufacturing	836	3.6	\$585	537,281	13.2	\$876
Wholesale Trade	717	3.1	\$822	182,823	4.5	\$1,021
Retail Trade	3,588	15.6	\$437	462,301	11.4	\$468
Transportation and Warehousing	202	0.9	\$648	115,772	2.8	\$721
Information	289	1.3	\$591	72,926	1.8	\$1,025
Finance and Insurance	577	2.5	\$623	152,965	3.8	\$1,183
Real Estate and Rental and Leasing	423	1.8	\$407	54,786	1.3	\$673
Professional and Technical Services	668	2.9	\$681	182,439	4.5	\$1,082
Management of Companies and Enterprises	88	0.4	\$708	69,658	1.7	\$1,374
Administrative and Waste Services	527	2.3	\$449	243,995	6.0	\$505
Educational Services	109	0.5	\$441	57,097	1.4	\$711
Health Care and Social Assistance	2,973	13.0	\$646	434,459	10.7	\$688
Arts, Entertainment and Recreation	732	3.2	\$297	53,965	1.3	\$551
Accommodation and Food Services	3,857	16.8	\$233	346,693	8.5	\$260
Other Services Ex. Public Admin	468	2.0	\$360	103,559	2.5	\$475
Public Administration				228,584	5.6	\$765
Unclassified	115	0.5	\$428	17,783	0.4	\$651

# Trends Profile Map Watauga County



## Legend

-  Public Schools
-  Airports
-  Hospitals
-  Colleges and Universities
-  Community Colleges
-  Rail Lines
-  Interstate highways
-  US Highways
-  State and County Highways
-  Major Rivers and Streams
-  Major Waterbodies
-  Municipal Boundaries



# Watauga County

Employment Characteristics

Reporting Quarter: 4th Quarter 2007

County Profile Contact (919) 715-6374

Commerce Economic Development Contact (919) 733-4977

Employment Security Commission (919) 733-2936

## Top Manufacturers (2nd Quarter 2007)

IRC	100-249
HOSPITALITY MINTS	100-249
COACH INC	100-249
CHARLESTON FORGE	50-99
PRECISION PRINTING	Below 50
MILLENNIUM MANUFACTURING STRUCTURES	Below 50
STICK BOY BREAD COMPANY INC	Below 50
BOONE CUSTOM FOREST PRODUCTS INC	Below 50
MINORS PRINTING CO	Below 50
BOONE READY-MIX INC	Below 50

## Employment Range



## Top Non-Manufacturing Employers (2nd Quarter 2007)

APPALACHIAN STATE UNIVERSITY	1,000+
APPALACHIAN REGIONAL HEALTHCARE	500-999
WATAUGA COUNTY BOARD OF EDUCATION	500-999
SAMARITANS PURSE INC	250-499
WATAUGA COUNTY	250-499
TWEETSIE RAILROAD INC	250-499
WAL-MART ASSOCIATES INC	250-499
CHETOLA MOUNTAIN RESORT AT	100-249
FASHIONS OUTLET OF AMERICA INC	100-249
LOWES HOME CENTERS INC	100-249

## Employment Range

## Industry

Education and Health Services
Education and Health Services
Education and Health Services
Education and Health Services
Public Administration
Leisure and Hospitality
Trade, Transportation, and Utilities
Leisure and Hospitality
Trade, Transportation, and Utilities
Trade, Transportation, and Utilities