

County Profile

Rutherford County (NC)

July 2016

Demographics

Population & Growth

2019 Proj Total Population	68,859	0.1%
2014 Proj Total Population	68,565	
2010 Census Total Population	67,810	0.8%
July 2014 Certified Population Estimate (NC only)	67,606	

Population

Annual Growth

Urban/Rural Representation

2010 Census Total Population: Urban	26,418	39.0%
2010 Census Total Population: Rural	41,392	61.0%

Urban/Rural Percent

Estimated Population by Age

2019 Proj Median Age	45	
2014 Proj Median Age	44	
2014 Proj Total Pop 0-19	15,964	23.3%
2014 Proj Total Pop 20-29	7,573	11.0%
2014 Proj Total Pop 30-39	7,544	11.0%
2014 Proj Total Pop 40-49	9,279	13.5%
2014 Proj Total Pop 50-59	10,159	14.8%
2014 Proj Total Pop 60+	18,046	26.3%

45
44
15,964
7,573
7,544
9,279
10,159
18,046

Pop by Age

Commuters, Workers Age 16 and Over, 2014 Est

Percent of Workers, By Travel Time

Avg Travel Time, Minutes	23.8
Workers Not Working at Home	24,196
Travel Time to Work: < 10 minutes	15.2%
Travel Time to Work: 10-14 minutes	16.4%
Travel Time to Work: 15-19 minutes	19.1%
Travel Time to Work: 20-24 minutes	14.4%
Travel Time to Work: 25-29 minutes	4.8%
Travel Time to Work: 30-34 minutes	9.5%
Travel Time to Work: 35-44 minutes	6.2%
Travel Time to Work: 45-59 minutes	7.4%
Travel Time to Work: 60+ minutes	7.0%

Workers, By Transportation

Worker Transp, Base	24,196
Work at Home	3.6%
Drove Car/Truck/Van Alone	81.7%
Carpooled Car/Truck/Van	12.5%
Public Transportation	0.1%
Walked	1.0%
Other Transportation	1.1%

Place of Work

Worked in State/County of Residence	17,194	71.1%
Worked in State/Outside County of Residence	5,173	21.4%
Worked Outside State of Residence	1,829	7.6%

Commuters

Residents

Education

2014-15 Kindergarten-12th Enrollment	9,953	
2015 Average SAT score (2400 scale)	1,389	
2015 Percent of Graduates taking SAT	46.7%	
2013-14 Higher Education Completions	482	
2013-14 Higher Education Total Enrollment	3,622	
2014 Est Education Attainment - At Least High School Graduate	38,524	81.4%
2014 Est Education Attainment - At Least Bachelor's Degree	7,776	16.4%

9,953
1,389
46.7%
482
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Pop Age 25+

81.4%
16.4%

Housing

		% Growth or % of Total
2019 Proj Total Housing	34,932	1.2%
2014 Proj Total Housing	34,534	
2010 Census Total Housing	27,466	
2010 Census Occupied Housing	21,054	76.7%
2010 Census Vacant Housing	6,412	23.3%
2014 Est Median Value of Owner Occupied Housing	\$106,500	
2014 Est Median Gross Rent	\$604	
2014 Est Owner Occupied Housing	19,315	72.1%
2014 Est Renter Occupied Housing	7,463	27.9%
2014 Est Owner Occupied Housing Vacancy	2.9%	
2014 Est Renter Occupied Housing Vacancy	11.2%	
2010 Census Total Households	33,878	

Income

		% Growth or % of Total
2014 Est Median Family Income	\$42,951	13.9%
2019 Proj Median Household Income	\$40,501	12.9%
2014 Proj Median Household Income	\$35,867	14.9%
2014 Est Median Worker Earnings	\$27,752	
2019 Proj Per Capita Income	\$21,287	1.8%
2014 Proj Per Capita Income	\$19,450	19.5%
2014 Est Total Pop with Income Below Poverty Level, Last 12 months	13,818	21.00%

Employment / Unemployment

	Currently	2015 Annual
May 2016 Prelim., 2015 Employment	23,375	23,083
May 2016 Prelim., 2015 Unemployment	1,568	1,963
May 2016 Prelim., 2015 Unemployment Rate	6.3%	7.8%
2016Q1 YTD, 2015 Announced Job Creation	.	40
2016Q1 YTD, 2015 Total Announced Investments (\$mil)	.	\$204.1

Employment / Wages by Industry

	2015Q4 Employment	2015 Annual Employment	2015Q4 Avg Weekly Wage	2015 Avg Weekly Wage
Total All Industries	18,409	18,156	\$681	\$619
Total Government	3,472	3,342	\$749	\$663
Total Private Industry	14,937	14,814	\$665	\$609
Agriculture Forestry Fishing & Hunting	0	0	.	.
Mining	0	0	.	.
Utilities	0	0	.	.
Construction	730	701	\$899	\$786
Manufacturing	2,771	2,794	\$868	\$800
Wholesale Trade	0	0	.	.
Retail Trade	2,500	2,455	\$516	\$460
Transportation and Warehousing	538	522	\$671	\$623
Information	864	867	\$722	\$677
Finance and Insurance	341	340	\$896	\$809
Real Estate and Rental and Leasing	98	94	\$659	\$505
Professional and Technical Services	253	253	\$753	\$691
Mgt of Companies, Enterprises	113	112	\$1,375	\$1,287
Administrative and Waste Services	1,106	1,030	\$494	\$458
Educational Services	1,710	1,545	\$774	\$695
Health Care and Social Assistance	2,795	2,827	\$704	\$638
Arts, Entertainment and Recreation	151	158	\$380	\$350
Accommodation and Food Services	1,670	1,684	\$306	\$279
Other Services Ex. Public Admin	343	330	\$471	\$458
Public Administration	1,326	1,337	\$728	\$628
Unclassified	0	0	\$0	\$0

Commercial/Retail/Industrial

Local Businesses

Jul 2016 Available Industrial Buildings	11
2015Q4 Establishments: Total Private Industry	1,230
2015Q4 Establishments: Manufacturing	78
2014 Est Self Employed	1,752

Local Retail Business

2014 Total Retail Sales (With Food/Drink) (\$mil)	\$615.1
2014 Total Retail Businesses (With Food/Drink)	534
2014 Avg Sales/Business Total (with Food/Drink)	\$1,151,892
Jul 2016 Available Commercial Buildings (if reported)	3

Quality of Life

Taxes

FY2015-16 Property Tax Rate per \$100 Value	\$0.6070
FY2014-15 Annual Taxable Retail Sales (\$mil)	\$458.6
2016 Tier designation	1

Childcare

2016Q2 Licensed Child Care Facilities	40
2016Q2 Licensed Child Care Enrollment	1,264

Weather

Annual Rainfall, inches	50
Annual Snowfall, inches	9
Average Annual Temperature, F	58
Average Annual High Temperature, F	70
Average Annual Low Temperature, F	46

Healthcare Providers

2013 Number of Physicians	81
2013 Physicians per 10,000 population	12.0
2013 RNs per 10,000 population	70.5
2013 Dentists per 10,000 population	2.8
2013 Pharmacists per 10,000 population	6.2

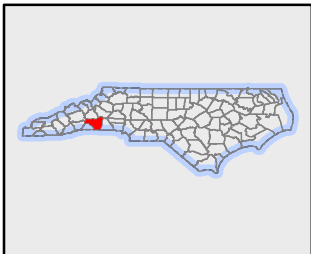
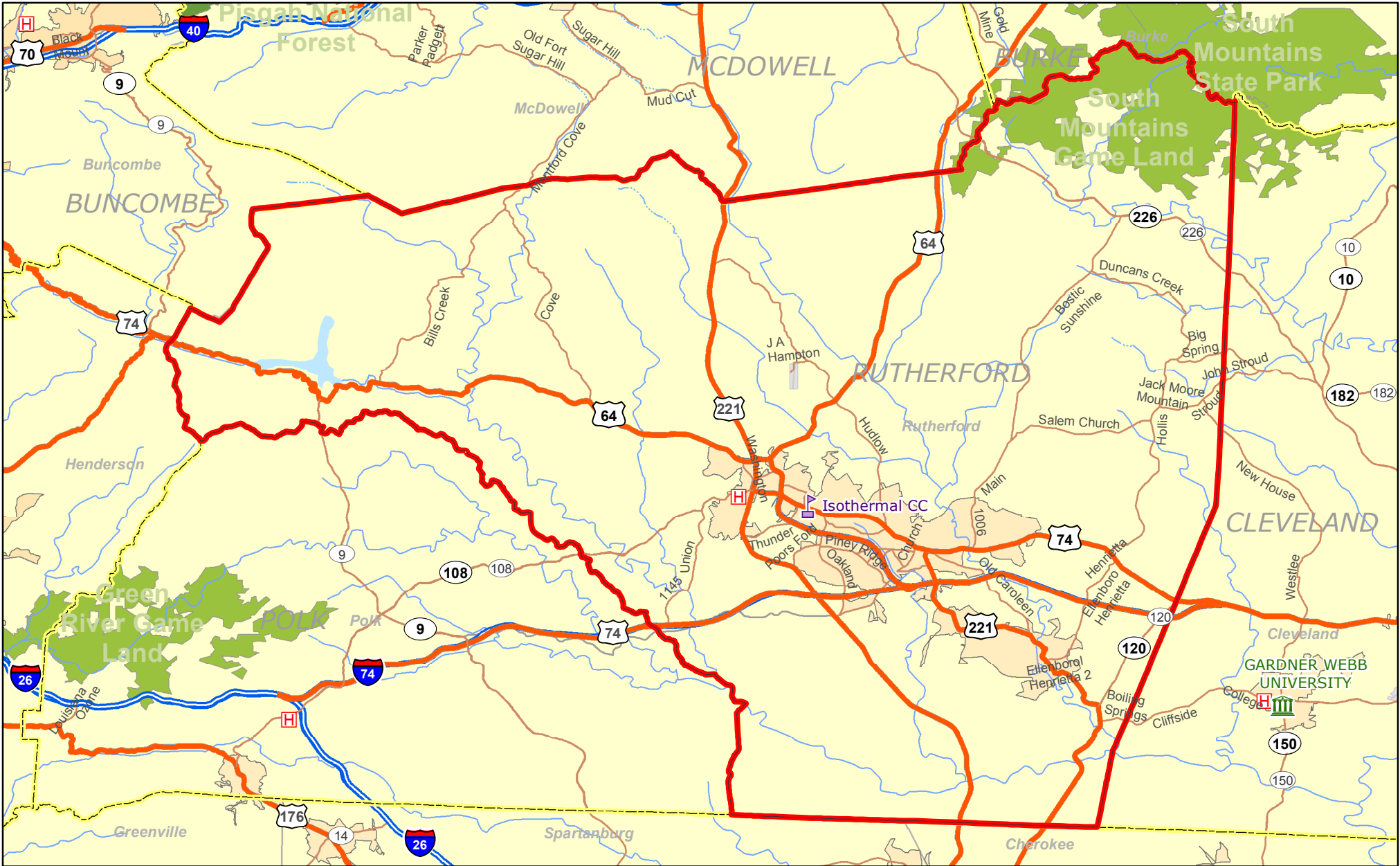
Sources:

ESRI for demographics, housing, income, and retail data. Applied Geographic Solutions for weather and crime data. www.appliedgeographic.com. NC Dept. of Education 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, Labor and Economic Analysis Division, for announced new jobs and investment, NC tiers, occupational data, and industrial buildings. <http://www.nccommerce.com/en>. 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>. US Census, 2010 and 2000 Census, 5-year series American Community Survey for demographics, commuters, place of work, educational attainment, housing, and income. <http://factfinder2.census.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. Unemployment data are now showing preliminary month and subject to change. ESRI 2014/2019 data are projections and noted as proj. Some data may be available only for North Carolina. 2010 Census data is noted as such. American Community Survey (ACS) data are estimates and noted as est and is from the 2010-14, 5 year survey and data is as of the end year with dollars inflated to the end year. For further details or questions, please check the Data Sources Guide at https://edis.commerce.state.nc.us/docs/bibliography/Data_Sources_Guide.pdf or click on it under Resources. Additional data and reports are available at: <http://www.nccommerce.com/lead>.

Rutherford County, North Carolina



Legend

- | | | |
|--------------------------|-------------------------|-----------------|
| Airports by Enplanements | | — Interstate |
| >14 | 3-14 | US Highway |
| < 3 (Million) | Pub/Pri Univ./Comm Col. | Major Road |
| Hospital | Railroads | County Boundary |

