

**County Profile**

**Rowan County (NC)**

**February 2018**

**Demographics**

**Population & Growth**

2016 Est Population  
2010 Census Total Population  
July 2016 Certified Population Estimate (NC only)

**Population**

138,694  
138,428  
140,970

**% Annual Growth**

0.2%  
0.1%

**Urban/Rural Representation**

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

84,687  
53,741

**Urban/Rural Percent**

61.2%  
38.8%

**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  
34,884  
9,000  
16,554  
17,227  
19,766  
18,708  
22,555

**% Pop by Age**

25.2%  
6.5%  
11.9%  
12.4%  
14.3%  
13.5%  
16.3%

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

**Percent of Workers, By Travel Time**

Avg Travel Time, Minutes 24.4  
Workers Not Working at Home 55,046  
Travel Time to Work: < 10 minutes 13.4%  
Travel Time to Work: 10-14 minutes 16.1%  
Travel Time to Work: 15-19 minutes 17.8%  
Travel Time to Work: 20-24 minutes 15.6%  
Travel Time to Work: 25-29 minutes 6.9%  
Travel Time to Work: 30-34 minutes 10.8%  
Travel Time to Work: 35-44 minutes 4.5%  
Travel Time to Work: 45-59 minutes 7.1%  
Travel Time to Work: 60+ minutes 7.9%

**Workers, By Transportation**

Worker Transp, Base 56,970  
Work at Home 3.4%  
Drove Car/Truck/Van Alone 83.0%  
Carpooled Car/Truck/Van 10.3%  
Public Transportation 0.3%  
Walked 1.8%  
Bicycle 0.0%  
Taxi, Motorcycle, Other 1.2%

**Place of Work**

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

**Commuters**

35,948  
20,167  
855

**Residents**

63.1%  
35.4%  
1.5%

**Education**

2016-17 Kindergarten-12th Enrollment  
2017 Average SAT score (1600 new scale)  
2017 Percent of Graduates taking SAT  
2014-15 Higher Education Completions  
2014-15 Higher Education Total Enrollment  
2016 Est Education Attainment - At Least High School Graduate  
2016 Est Education Attainment - At Least Bachelor's Degree

19,135  
1,024  
36.2%  
2,340  
25,320  
79,510  
16,710

**Pop Age 25+**

83.9%  
17.6%

## Housing

		<b>% Ann Growth or % Total</b>
2016 Est Total Housing Units	60,472	0.5%
2010 Census Total Housing	53,140	
2010 Census Total Households	60,211	
2010 Census Occupied Housing	46,069	86.7%
2010 Census Vacant Housing	7,071	13.3%
2016 Est Median Value of Owner Occupied Housing	\$130,500	
2016 Est Median Gross Rent	\$729	
2016 Est Owner Occupied Housing	34,713	67.5%
2016 Est Renter Occupied Housing	16,741	32.5%
2016 Est Owner Occupied Housing Vacancy	2.3%	
2016 Est Renter Occupied Housing Vacancy	6.6%	

## Income

		<b>% Ann Growth or % Pov</b>
2016 Est Median Family Income	\$52,802	
2016 Median Household Income (SAIPE)	\$47,971	6.9%
2015 Est Median Worker Earnings	\$27,253	
2016 Per Capita Income (BEA)	\$35,307	
2015 Est Pop, Income Below Poverty Level	22,283	16.5%

## Employment / Unemployment

	<b>Currently</b>	<b>2016 Annual</b>
Nov 2017 Prelim., 2016 Employment	63,547	61,737
Nov 2017 Prelim., 2016 Unemployment	3,120	3,590
Nov 2017 Prelim., 2016 Unemployment Rate	4.7%	5.5%
2017Q3 YTD, 2016 Announced Job Creation	68	68
2017Q3 YTD, 2016 Total Announced Investments (\$mil)	\$30.2	\$30.2

## Employment / Wages by Industry

	<b>2017Q2 Employment</b>	<b>2016 Annual Employment</b>	<b>2017Q2 Avg Weekly Wage</b>	<b>2016 Avg Weekly Wage</b>
Total All Industries	47,963	47,076	\$790	\$804
Total Government	8,922	8,880	\$943	\$905
Total Private Industry	39,040	38,197	\$755	\$780
Agriculture Forestry Fishing & Hunting	347	274	\$501	\$524
Mining	177	182	\$1,027	\$971
Utilities	140	145	\$1,586	\$1,805
Construction	2,400	2,227	\$886	\$906
Manufacturing	7,341	7,245	\$1,002	\$980
Wholesale Trade	2,123	2,140	\$862	\$863
Retail Trade	4,949	4,804	\$491	\$510
Transportation and Warehousing	3,378	3,303	\$863	\$851
Information	188	197	\$848	\$927
Finance and Insurance	674	678	\$1,063	\$1,077
Real Estate and Rental and Leasing	238	211	\$725	\$693
Professional and Technical Services	0	0	.	.
Mgt of Companies, Enterprises	0	0	.	.
Administrative and Waste Services	1,935	2,037	\$611	\$530
Educational Services	3,626	3,584	\$760	\$725
Health Care and Social Assistance	8,222	8,249	\$946	\$903
Arts, Entertainment and Recreation	824	729	\$328	\$416
Accommodation and Food Services	4,098	3,875	\$275	\$273
Other Services Ex. Public Admin	924	939	\$555	\$573
Public Administration	2,703	2,684	\$702	\$728
Unclassified	0	0	\$0	\$0

## Commercial/Retail/Industrial

### Local Business

2017Q3 Available Industrial Buildings	17
2017Q2 Establishments: Total Private Industry	2,624
2017Q2 Establishments: Manufacturing	179
2016 Est Self Employed	3,549

### Local Retail Business

2017 Total Retail Sales (With Food/Drink) (\$mil)	\$1,456.0
2017 Total Retail Businesses (With Food/Drink)	908
2017 Avg Sales/Business Total (with Food/Drink)	\$1,603,513
2017Q3 Available Commercial Buildings (if reported)	57

## Quality of Life

### Taxes

FY2017-18 Property Tax Rate per \$100 Value	\$0.6625
FY2016-17 Annual Taxable Retail Sales (\$mil)	\$1,283.4
2018 Tier designation	2

### Childcare

2017Q4 Licensed Child Care Facilities	55
2017Q4 Licensed Child Care Enrollment	2,313

### Weather

Annual Rainfall, inches	43
Annual Snowfall, inches	4
Average Annual Temperature, F	59
Average Annual High Temperature, F	71
Average Annual Low Temperature, F	47

### Healthcare Providers

2016 Number of Physicians	176
2016 Physicians per 10,000 population	12.7
2016 RNs per 10,000 population	95.4
2016 Dentists per 10,000 population	3.6
2016 Pharmacists per 10,000 population	7.9

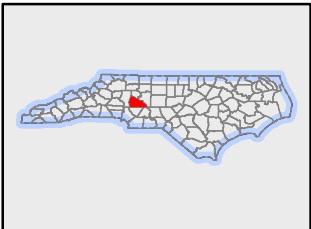
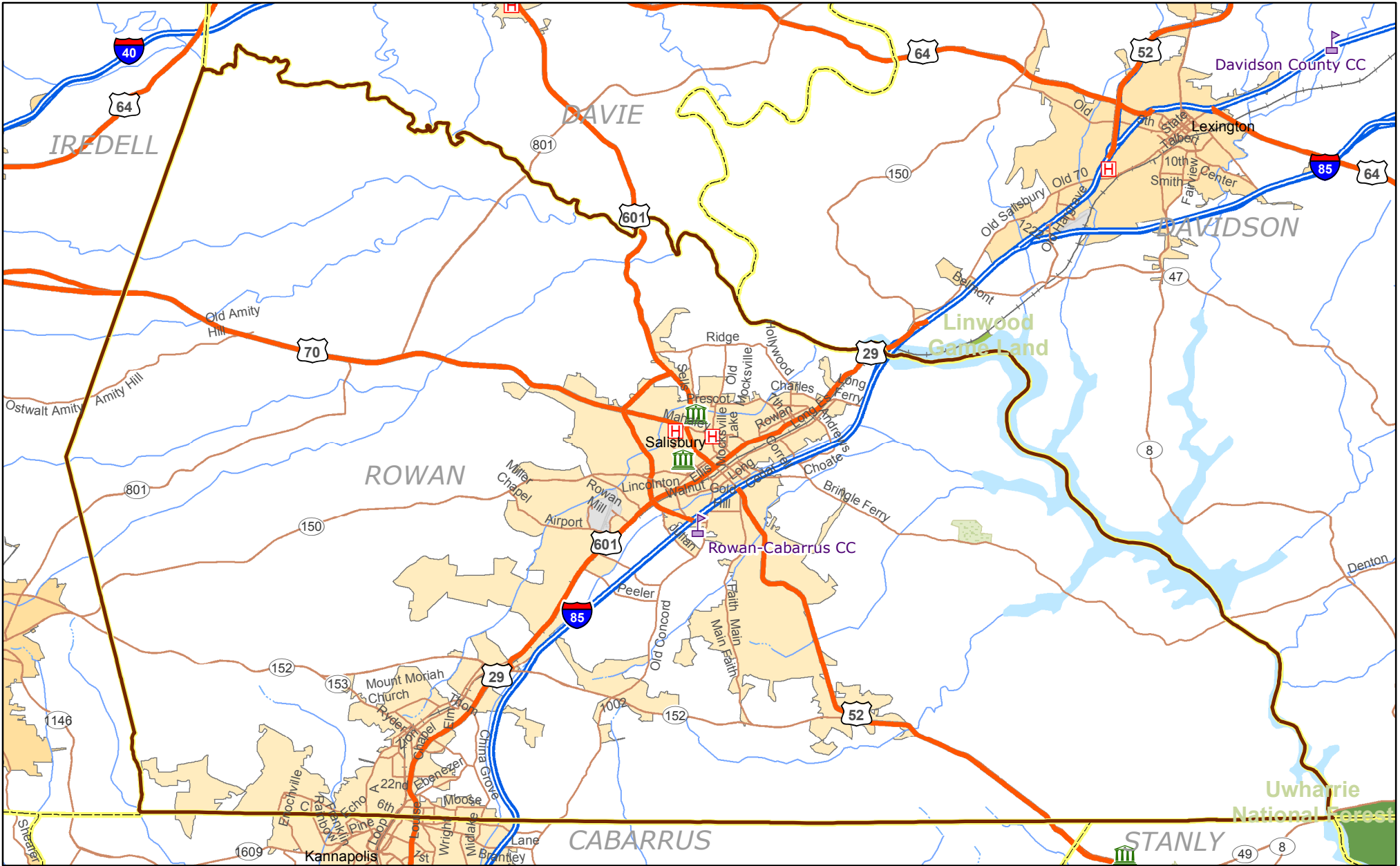
### Sources:

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.SIRS.UNC.edu>. Full datasets and topic dashboards are available at <http://AccessNC.NCCommerce.com>.

### Notes:

Data are the latest available at the date this profile was prepared. SAT scores use the new scoring system (2400 max) and represent NC county systems. Unemployment data are now showing preliminary month and subject to change. Census American Community Survey (ACS) data are estimates (Est) from the 2012-16, 5 year survey. ACS data is as of the end year with \$ inflated to the end year. Full datasets and topic dashboards are available at <http://AccessNC.NCCommerce.com>.

# Rowan 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

