

## County Profile

## Wilson County (NC)

June 2021

## Demographics

## Population &amp; Growth

	Population	% Annual Growth
2019 Est Population	81,435	0.1%
2010 Census Total Population	81,234	1.0%
Jul2019 NC Certified Population Estimate	82,781	1.0%

## Urban/Rural Representation

		Urban/Rural Percent
2010 Census Total Population: Urban	49,828	61.3%
2010 Census Total Population: Rural	31,406	38.7%

## Estimated Population by Age

		% Pop by Age
2019 Est Median Age	41	
2019 Est Total Pop 0-19	21,033	25.8%
2019 Est Total Pop 20-24	4,898	6.0%
2019 Est Total Pop 25-34	9,779	12.0%
2019 Est Total Pop 35-44	9,373	11.5%
2019 Est Total Pop 45-54	10,634	13.1%
2019 Est Total Pop 55-64	11,489	14.2%
2019 Est Total Pop 65+	14,229	17.5%

## Commuters, Workers Age 16 and Over, 2019 Census ACS Est

## Percent of Workers, By Travel Time

Avg Travel Time, Minutes	21.6
Workers Not Working at Home	34,082
Travel Time to Work: < 10 minutes	16.5%
Travel Time to Work: 10-14 minutes	22.7%
Travel Time to Work: 15-19 minutes	20.4%
Travel Time to Work: 20-24 minutes	12.1%
Travel Time to Work: 25-29 minutes	4.5%
Travel Time to Work: 30-34 minutes	7.7%
Travel Time to Work: 35-44 minutes	4.4%
Travel Time to Work: 45-59 minutes	4.9%
Travel Time to Work: 60+ minutes	6.8%

## Workers, By Transportation

Worker Transp, Base	34,858
Work at Home	2.2%
Drove Car/Truck/Van Alone	83.4%
Carpooled Car/Truck/Van	9.6%
Public Transportation	0.2%
Walked	1.3%
Bicycle	0.2%
Taxi, Motorcycle, Other	3.1%

## Place of Work

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

## Commuters

25,795
8,784
314

## Residents

74.0%
25.2%
0.9%

## Education

		Pop Age 25+
2019-20 Kindergarten-12th Enrollment	12,766	
2020 Average SAT score (1600 scale)	1,001	
2020 Percent of Graduates taking SAT	41.6%	
2018-19 (Provisional) Higher Education Completions	838	
2018-19 (Provisional) Higher Education Enrollment	3,818	
2019 Est Education Attainment age 25+, At Least High School Graduate	44,554	80.3%
2019 Est Education Attainment age 25+, At Least Bachelor's Degree	10,903	19.6%

## Housing

		% Ann Growth or % Total
2010 Census Total Housing	31,962	
2010 Census Total Households	35,511	
2019 Est Total Housing Units, % annual growth	36,146	0.4%
2019 Est Occupied Housing, % of total	32,014	88.6%
2019 Est Vacant Housing, % of total	4,132	11.4%
2019 Est Median Value of Owner Occupied Housing	\$123,600	
2019 Est Median Gross Rent	\$753	
2019 Est Owner Occupied Housing, % of total	18,918	59.1%
2019 Est Renter Occupied Housing, % of total	13,096	40.9%
2019 Est % Owner Occupied Vacancy Rate	1.3%	
2019 Est % Renter Occupied Vacancy Rate	4.1%	

## Income

		% Ann Growth or % Pov
2019 Est Median Family Income	\$58,723	
2019 Median Household Income (SAIPE)	\$42,414	( 3.6%)
2019 Est Median Worker Earnings	\$28,217	
2019 Per Capita Income (BEA)	\$41,339	
2019 Est Pop, Income Below Poverty (SAIPE)	17,258	21.5%

## Employment / Unemployment

	Currently	2020 Annual
May2021 Prelim., 2020 Employment	32,122	31,380
May2021 Prelim., 2020 Unemployment	2,133	3,062
May2021 Prelim., 2020 Unemployment Rate	6.2%	8.9%
2021Q1YTD, 2020 Announced Job Creation	.	614
2021Q1YTD, 2020 Total Announced Investments (\$mil)	.	\$149.6

### Employment / Wages by Industry

	2020Q4 Employment	2020 Employment	2020Q4 Avg Weekly Wage	2020 Avg Weekly Wage
Total All Industries	34,206	34,954	\$882	\$913
Total Government	4,237	4,535	\$898	\$878
Total Private Industry	29,969	30,419	\$880	\$918
Agriculture Forestry Fishing & Hunting	639	623	\$634	\$631
Mining	.	.	.	.
Utilities	.	.	.	.
Construction	2,968	3,023	\$1,021	\$1,063
Manufacturing	6,890	6,936	\$1,193	\$1,251
Wholesale Trade	1,241	1,239	\$969	\$1,004
Retail Trade	3,863	3,894	\$590	\$596
Transportation and Warehousing	877	872	\$917	\$937
Information	578	622	\$1,311	\$1,422
Finance and Insurance	1,098	1,085	\$1,148	\$1,276
Real Estate and Rental and Leasing	245	247	\$716	\$754
Professional and Technical Services	790	791	\$1,243	\$1,374
Mgt of Companies, Enterprises	973	996	\$1,345	\$1,638
Administrative and Waste Services	1,573	1,753	\$613	\$651
Educational Services	2,021	2,349	\$808	\$778
Health Care and Social Assistance	4,613	4,662	\$808	\$784
Arts, Entertainment and Recreation	157	170	\$350	\$410
Accommodation and Food Services	2,753	2,748	\$337	\$324
Other Services Ex. Public Admin	721	716	\$643	\$663
Public Administration	2,176	2,199	\$893	\$893
Unclassified	0	0	\$0	\$0

## Commercial/Retail/Industrial

### Local Business

2020Q4 Available Industrial Buildings	10
2020Q4 Establishments: Total Private Industry	1,890
2020Q4 Establishments: Manufacturing	88
2019 Est Self Employed	1,661

### Local Retail Business

2020 Total Retail Sales (With Food/Drink) (\$mil)	\$831.8
2020 Total Retail Businesses (With Food/Drink)	721
2020 Avg Sales/Business Total (with Food/Drink)	\$1,153,667
2020Q4 Available Commercial Buildings (if County reports)	1

## Quality of Life

### Taxes

FY2020-21 Property Tax Rate per \$100 Value	\$0.7300
FY2019-20 Annual Taxable Retail Sales (\$mil)	\$1,150.4
2021 Tier designation	1

### Childcare

2021Q1 Licensed Child Care Facilities	28
2021Q1 Licensed Child Care Enrollment	1,865

### Healthcare Providers

2019 Number of Physicians	129
2019 Physicians/10,000 population	15.7
2019 RNs/10,000 population	72.6
2019 Dentists/10,000 population	3.5
2017 Pharmacists/10,000 population	8.3

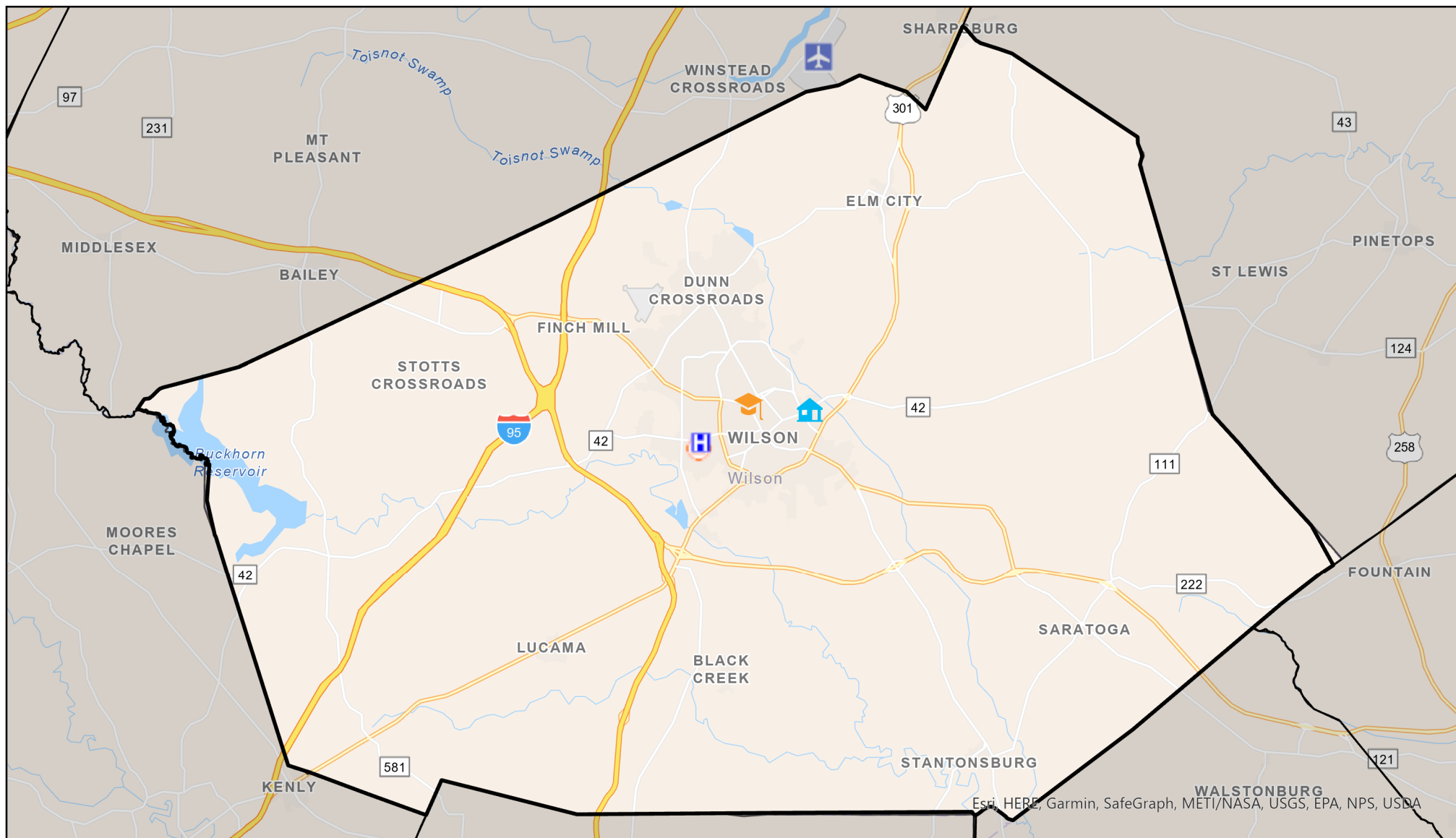
### Sources:

Census (2010, ACS 2015-19) for income, commuters, place of work, population, housing, and educational attainment at <https://data.census.gov>. AGS for retail 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/>. For more data resources, see <http://accessnc.nccommerce.com/index.html>.

### Notes:

Data are the latest available at the date the profile was prepared. SAT scores use the 1600 scoring system 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. Census' American Community Survey (ACS) data are estimates, noted 'Est' and are from the 5-year survey; data is as of final year with dollars inflated to final year. Per capita income is a broad measure of income spread over all residents. Worker earnings includes wage income for residents regardless of where they work. Private sector wages are paid by local employers to their employees regardless of where they live. Additional data resources are available at: <http://accessnc.nccommerce.com/index.html>.

# Wilson County, North Carolina



Commercial Airports  
General Aviation  
NC Ports



Hospitals  
Public Health Departments  
Community Colleges



Public Universities  
Independent Colleges and Universities  
Military Installations



4 Miles