

Regional Profile

Metropolitan Statistical Area: Rocky Mount MSA

April 2015

Demographics

Population & Growth

2019 Proj Total Population
2014 Proj Total Population
2010 Census Total Population
July 2013 Certified Population Estimate

Population

152,800
153,080
152,392
150,448

Annual Growth Rate

(0.0%)
0.7%
0.7%

Urban/Rural Representation

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

81,186
71,206

Urban/Rural Percent

53.3%
46.7%

Estimated Population by Age

2014 Proj Total Pop 0-19
2014 Proj Total Pop 20-29
2014 Proj Total Pop 30-39
2014 Proj Total Pop 40-49
2014 Proj Total Pop 50-59
2014 Proj Total Pop 60+

38,462
18,778
17,877
20,196
23,061
34,706

Pop by Age, % Est.

25.1%
12.3%
11.7%
13.2%
15.1%
22.7%

Commuters, Workers Age 16 and Over, 2013 Est

Percent of Workers, By Travel Time

Avg Travel Time, Minutes	
Workers Not Working at Home	60,505
Travel Time to Work: < 10 minutes	16.1%
Travel Time to Work: 10-15 minutes	17.9%
Travel Time to Work: 15-19 minutes	18.6%
Travel Time to Work: 20-24 minutes	15.2%
Travel Time to Work: 25-29 minutes	6.6%
Travel Time to Work: 30-34 minutes	11.7%
Travel Time to Work: 35-44 minutes	4.0%
Travel Time to Work: 45-59 minutes	5.4%
Travel Time to Work: 60+ minutes	4.4%

Workers, By Transportation

Worker Transp, Base	60,505
Work at Home	2.3%
Drove Car/Truck/Van Alone	83.7%
Carpooled Car/Truck/Van	10.9%
Public Transportation	0.4%
Walked	1.4%
Other Transportation	1.2%

Place of Work

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

Commuters

37,016
22,965
524

Percent by Residence

61.2%
38.0%
0.9%

Education

2013-14 Kindergarten-12th Enrollment
2014 Number of Graduates taking SAT
2014 Percent of Graduates taking SAT
2012-13 Higher Education Completions
2012-13 Higher Education Total Enrollment
2013 Est Education Attainment - At Least High School Graduate
2013 Est Education Attainment - At Least Bachelor's Degree

24,745
761
48.0%
1,416
11,412
83,630
16,373

Pop Age 25+

81.8%
16.0%

Housing

2019 Proj Total Housing
2014 Proj Total Housing
2010 Census Total Housing
2010 Census Total Households
2010 Census Occupied Housing
2010 Census Vacant Housing
2014 Proj Average Home Value
2013 Est Owner Occupied Housing
2013 Est Renter Occupied Housing

69,029
68,309
59,462
67,124
51,800
7,662
\$164,397
37,415
21,332

% Growth or % of Total

1.1%
87.1%
12.9%
63.7%
36.3%

Income

		% Growth or % of Total
2013 Est Average Family Income	\$60,771	19.0%
2019 Proj Average Household Income	\$59,291	10.6%
2014 Proj Average Household Income	\$53,617	20.2%
2019 Proj Per Capita Income	\$23,455	10.9%
2014 Proj Per Capita Income	\$21,146	23.4%
2013 Est Total Pop with Income Below Poverty Level, last 12 months	29,621	20.0%

Employment / Unemployment

	Currently	2013 Annual
Jan2015 prelim, 2013 Employment	61,281	58,920
Jan2015 prelim, 2013 Unemployment	5,507	7,890
Jan2015 prelim, 2013 Unemployment Rate	8.2%	11.8%
2014Q4 YTD, 2014 Announced Job Creation	104	104
2014Q4 YTD, 2014 Total Announced Investments (\$mil)	\$32.00	\$32.00

Employment / Wages by Industry

	2014 3rd Qtr Employment	2013 Annual Employment	2014 3rd Qtr Avg Weekly Wage	2013 Avg Weekly Wage
Total All Industries	56,739	54,507	\$683	\$658
Total Government	9,639	10,398	\$763	\$726
Total Private Industry	47,100	44,109	\$667	\$641
Agriculture Forestry Fishing & Hunting	0	0	.	.
Mining	0	0	.	.
Utilities	0	0	.	.
Construction	2,346	2,334	\$820	\$793
Manufacturing	10,037	7,362	\$927	\$836
Wholesale Trade	2,647	2,710	\$906	\$1,003
Retail Trade	7,751	7,636	\$451	\$436
Transportation and Warehousing	327	343	\$1,131	\$1,042
Information	611	609	\$709	\$784
Finance and Insurance	1,128	1,171	\$922	\$985
Real Estate and Rental and Leasing	449	421	\$570	\$560
Professional and Technical Services	1,753	1,693	\$659	\$661
Management of Companies and Enterprises	1,313	1,302	\$1,179	\$1,177
Administrative and Waste Services	2,351	2,410	\$554	\$490
Educational Services	1,665	1,988	\$733	\$668
Health Care and Social Assistance	3,811	3,843	\$687	\$752
Arts, Entertainment and Recreation	266	205	\$272	\$304
Accommodation and Food Services	5,380	5,245	\$282	\$272
Other Services Ex. Public Admin	952	959	\$421	\$439
Public Administration	3,448	3,982	\$653	\$701
Unclassified	0	0	.	.

Commercial/Retail/Industrial

Local Businesses

Apr2015 Available Industrial Buildings	18
2014Q3 Establishments: Total Private Industry	2,986
2014Q3 Establishments: Manufacturing	132
2013 Est Self Employed	2,843

Local Retail Business

2014 Total Retail Sales (With Food/Drink) (\$mil)	\$1,528.1
2014 Total Retail Businesses (With Food/Drink)	1,138
2014 Avg Sales/Business Total (with Food/Drink)	\$1,342,797
Apr2015 Available Commercial Buildings (when locals report)	35

Quality of Life

Taxes

FY2014-15 Maximum Property Tax Rate per \$100 Value	\$0.8950
FY2014-15 Minimum Property Tax Rate per \$100 Value	\$0.6700
FY2013-14 Total Annual Taxable Retail Sales (\$mil)	\$1,197

Weather

Annual Rainfall	55
Annual Snowfall	7
Average Annual Temperature	57
Average Annual High Temperature	69
Average Annual Low Temperature	46

Childcare

2014Q4 Licensed Child Care Facilities	124
2014Q4 Licensed Child Care Enrollment	3,445

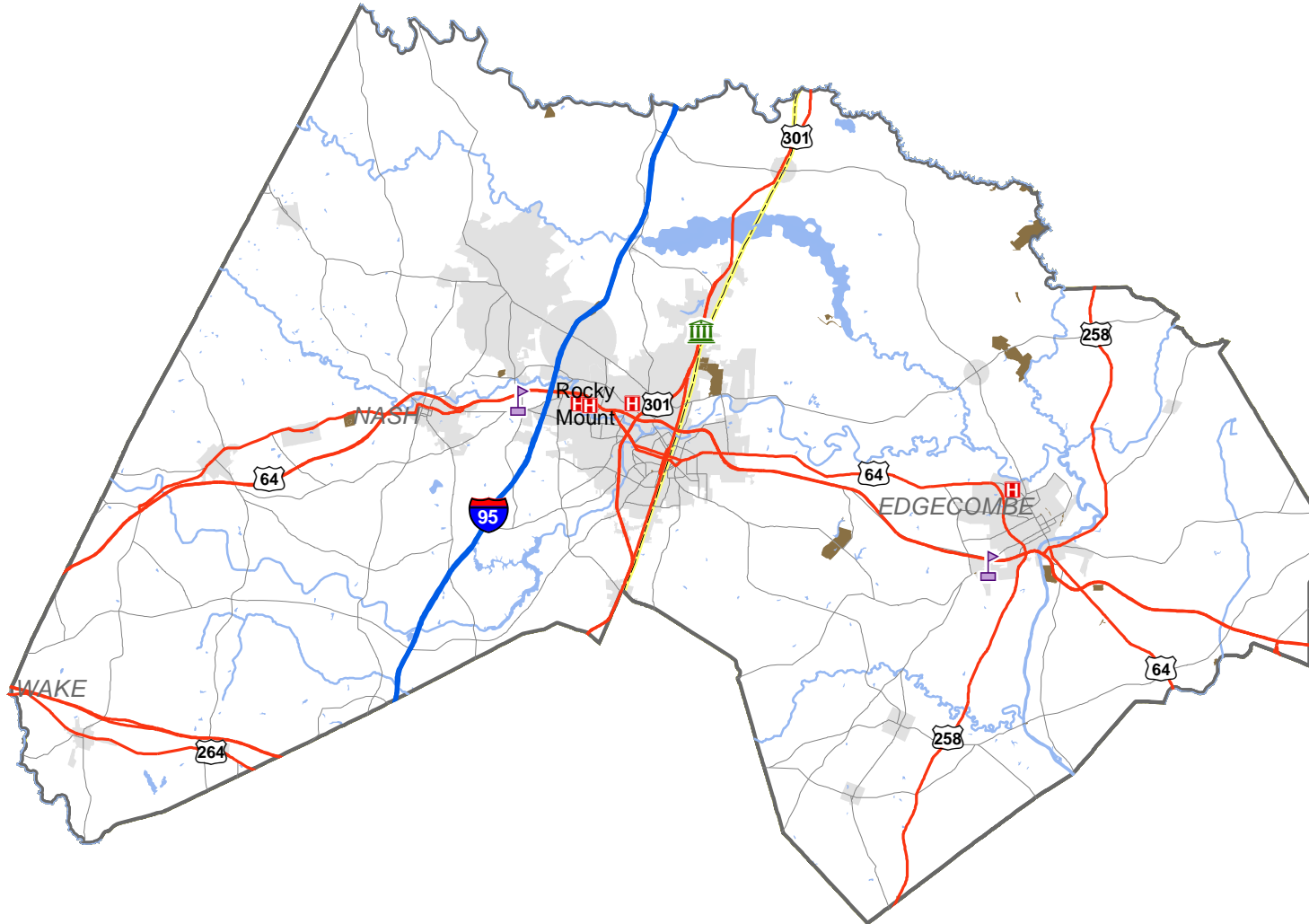
Healthcare Providers

2012 Number of Physicians	216
2012 Physicians per 10,000 population	14
2012 RNs per 10,000 population	90
2012 Dentists per 10,000 population	3
2012 Pharmacists per 10,000 population	7



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, 2008-13 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 is now the latest month which is preliminary 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 2009-13, 5 year survey and data is as of 2013 with dollars inflated to 2013. 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 the map on the homepage. Additional data and reports are available at: <http://www.nccommerce.com/lead>.






Rocky Mount, NC Metro Area

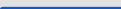

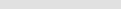
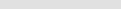






Legend

-  Ports
-  Hospitals

Major Airports

-  International
-  Regional
-  Public University
-  Private University
-  Community College

-  Interstate
-  US Highway
-  NC Highway
-  Major River
-  Water Bodies
-  Military Base
-  State Owned Land
-  Federally Owned Land

