

Watauga County

Highlights from the 2023 NCACC Map Book



Demographics

2023 population	53,561
New residents since 2013	1,759
Percentage increase since 2013	3%

2023 Population Facts	County	NC	Rank ¹
Median Age	31.6	39.8	99
Population Under 18	12%	21%	100
Population Age 65+	19%	18%	75
Veterans	5%	6%	80



Health & Wellbeing

12%

of residents
are covered
by Medicaid.

13%

of residents under
65 are uninsured.

13%

of households
are food
insecure.

9

residents died
from reported
overdose
in 2021.

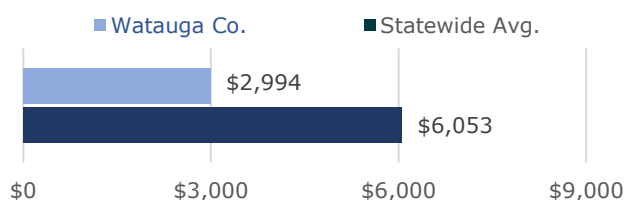
232

residents served in 2021
via LME/MCO Opioid Use
treatment programs
(uninsured & Medicaid only).

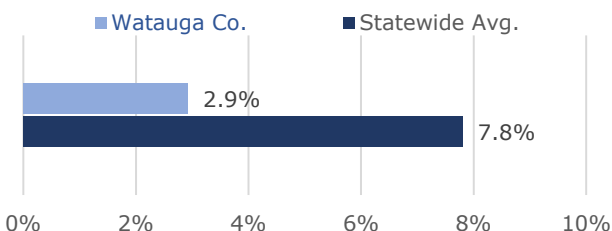


Education

Average Teacher Salary Supplement, 2022-23



Share of Students in Charter Schools, 2021-22



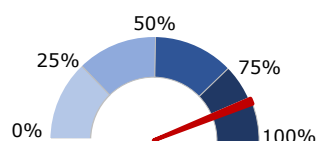
Economy & Taxes

Income & Jobs	County	NC	Rank ¹
Average Weekly Wage	\$858	\$1,215	57
Per Capita Income	\$46,766	\$56,173	60
Children in Poverty	14%	18%	11
May 2023 Unemployment	3.2%	3.4%	31
Employed residents whose job is within the county	89%	72%	5

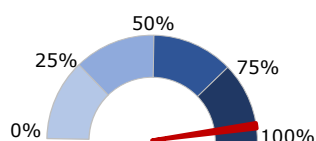
Local Taxes	County	NC	Rank ¹
Property Tax Rate, FY23-24	0.3180	0.6257	2
Taxable property per capita in \$1,000s, FY 22-23	\$277.0	\$136.3	3
Property tax levy per capita	\$881	\$854	34
Sales tax rate (state + local)	6.75%	—	—



Broadband Access



Households with a
desktop, laptop,
or tablet computer.



Broadband Serviceable
Locations fully served by
broadband internet.



To support counties in addressing North Carolinians' broadband needs, the NCACC released the Connecting Counties playbook, an online resource developed by the Connecting Counties Task Force under the leadership of NCACC President Tracey Johnson.

To access the playbook, use this QR code or visit <https://www.ncacc.org/connecting-counties>.

(1) A rank of 1 indicates the "best" or preferred value for each measure (i.e., the highest income, the lowest unemployment rate). For full notes, explanations of each indicator, and sources, or to download the Map Book or this fact sheet, visit www.ncacc.org/mapbook.