

Watauga County

Highlights from the 2024 NCACC County Map Book



Demographics

57,751

County Population

+11.5%

Population Change Since 2014

Population Facts	County	NC	Rank*
Median Age	30.1	39.9	99
Population Under 18	11%	21%	100
Population 65+	18%	18%	79
Veteran Population	4.8%	6.1%	89

Economy and Taxes

Economics	County	NC	Rank*
Children in Poverty	13%	17%	11
Average Weekly Wage	\$880	\$1,262	61
Per Capita Income	\$48,445	\$58,109	51
Gross Domestic Product (GDP)	\$2.4B	\$609B	43

Taxation	County	NC	Rank*
Property Tax Rate, FY 2024-25	0.3180¢	---	3
Taxable Property Valuation Per Capita	\$251,800	\$156,028	7
Property Tax Levy Per Capita	\$801	\$902	51
Value Deferred Under Present Use Valuation	\$279M	\$38.0B	52
Sales Tax Rate (State + Local)	6.75%	---	---



67%

of adults aged 25-44 hold a secondary degree or high-quality credential.

7%

of adults aged 25-44 have less than a high school diploma.

\$3,187

in total K-12 current expense funding, as self reported by the county

15%

of residents experience food insecurity.

13%

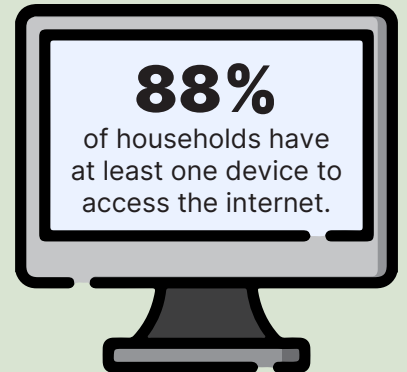
of residents under age 65 are uninsured.

43

emergency department visits for drug overdose

14

deaths due to overdose



88%

of households have at least one device to access the internet.

89%

of households have a broadband internet subscription.

Pre-pandemic broadband data (2019) is available in the full version of the County Map Book.

400

farms in the county – The US Department of Agriculture defines a “farm” as any plot of land that produced and sold at least \$1,000 of agricultural products during the 2022 Ag. census.



29,402

acres of agricultural land – The US Department of Agriculture defines “agricultural land” as traditional farms, ranches, timber production, aquaculture, and similar activities.



These data points are excerpted from the 2024 NCACC County Map Book and represent the most recent year available.

**Additional county-level data, notes, a source list and explanations about how each indicator is ranked are online at www.ncacc.org/mapbook or via the QR code. The digital PDF can be downloaded or you can email communications@ncacc.org to request a free spiral-bound book.*