



Watauga County

Highlights from the 2025 NCACC County Map Book

Demographics

55,065

County Population

+5.20%

Population Change Since 2015

Population Facts	County	NC	Rank*
Median Age	34.2	39.6	98
Population Under 18	11.7%	21.1%	100
Population 65+	18.7%	18.4%	80
Veteran Population	5.0%	6.0%	82

Economics and Taxation

Economics	County	NC	Rank*
Children in Poverty	12.3%	17.5%	8
Average Weekly Wage	\$987	\$1,358	55
Per Capita Income	\$53,013	\$61,839	39
Gross Domestic Product (GDP)	\$2,987.2 million	\$788.1 billion	43

Taxation	County	NC	Rank*
Property Tax Rate, FY 2024-25	0.3180	---	7
Property Tax Levy Per Capita	\$845	\$942	49
Property Tax Revenue Per Penny	\$1,462,414	---	30
Value Deferred Under Present Use Valuation	\$282.3 million	\$42.2 billion	52
Sales Tax Rate (State + Local)	6.75%	---	---

70.4%

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



7.8%

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

\$3,344

in K-12 current expense funding as estimated appropriation per student (ADM), as self-reported by the county

100.0%

of eligible children enrolled in the NC Pre-K Program

16.1%

of residents experience food insecurity

11.3%

of residents enrolled in "traditional" Medicaid coverage

3.6%

of residents participate in NC's Food and Nutrition Services (FNS) program



4.6%

of residents enrolled in Medicaid Expansion

22

emergency department visits for drug overdose

87.1%

of households have at least one device to access the internet

12

deaths due to overdose

89.0%

of households have a broadband internet subscription



**Additional county-level data, notes, 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.*

These data points are excerpted from the 2025 NCACC County Map Book and represent the most recent year available.