County Facts: Rowan County, NC
Population 141,000

The Local Economy

- Unemployment rate: Rowan County 4.7%, NC 4.5%, United States 4.4%
- Poverty rate: Rowan County 17.6%, NC 16.9%, United States 15.1%
- Median family income (000s): Rowan County $57, NC $50, United States $47
- Population growth 2000-2017: Rowan County 16%, NC 8%, United States 17%
- Manufacturing share of workforce: Rowan County 10%, NC 12%, United States 16%
- Farming share of workforce: Rowan County 0.8%, NC 1.5%, United States 1.7%
- Great Recession unemployment spike (pp): Rowan County 6.6%, NC 4.7%, United States 3.0%

How Local Kids' Lives Turn Out

- Percent graduating any college: Rowan County 46%, NC 46%, United States 46%
- Percent reaching upper-middle class: Rowan County 20%, NC 16%, United States 14%
- Percent achieving American Dream: Rowan County 10%, NC 6%, United States 4%
- Percent giving birth as a teen: Rowan County 25%, NC 22%, United States 20%
- Percent landing in jail: Rowan County 2.1%, NC 1.5%, United States 1.5%
- Local school expenditure per student (000s): Rowan County $5.3, NC $5.4, United States $6.4
Local Colleges and Upward Mobility

### 4-Year Colleges

<table>
<thead>
<tr>
<th>Low-income share of students</th>
<th>Low-income student success rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Catawba College</td>
<td>North Carolina 4-year-college average</td>
</tr>
<tr>
<td>U.S. 4-year-college average</td>
<td>U.S. 4-year-college average</td>
</tr>
<tr>
<td>5.8%</td>
<td>48.6%</td>
</tr>
<tr>
<td>7.8%</td>
<td>51.3%</td>
</tr>
<tr>
<td>9.3%</td>
<td>54.5%</td>
</tr>
</tbody>
</table>

### 2-Year Colleges

<table>
<thead>
<tr>
<th>Low-income share of students</th>
<th>Low-income student success rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rowan-Cabarrus CC (public)</td>
<td>North Carolina 2-year-college average</td>
</tr>
<tr>
<td>U.S. 2-year-college average</td>
<td>U.S. 2-year-college average</td>
</tr>
<tr>
<td>12.8%</td>
<td>22.7%</td>
</tr>
<tr>
<td>17.0%</td>
<td>15.6%</td>
</tr>
<tr>
<td>15.6%</td>
<td>20.2%</td>
</tr>
</tbody>
</table>

*: Data refers to the full college system, not just this campus. †: In nearby county

Local Demographics

<table>
<thead>
<tr>
<th>Percent Black</th>
<th>Percent Hispanic</th>
<th>Percent over age 65</th>
<th>Percent college grad</th>
<th>Crime rate (arrests per 10K residents)</th>
<th>Life expectancy (years)</th>
<th>Opioid deaths (deaths per 10k residents)</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
<td>14%</td>
<td>2.9%</td>
<td>21%</td>
<td>112</td>
<td>83.2</td>
<td>43</td>
</tr>
<tr>
<td>23%</td>
<td>8%</td>
<td>9%</td>
<td>12%</td>
<td>103</td>
<td>82.5</td>
<td>19</td>
</tr>
<tr>
<td>17%</td>
<td>17%</td>
<td>13.0%</td>
<td>20%</td>
<td>76</td>
<td>81.9</td>
<td>15</td>
</tr>
</tbody>
</table>

*: Data refers to the full college system, not just this campus. †: In nearby county

Rowan County | NC | United States
Definitions and Sources

The Local Economy
- Unemployment rate (August 2018, BLS)
- Poverty rate (2012-2016 ACS)
- Median family income (2016 ACS)
- Manufacturing share of workforce (2012-2016 ACS)
- Farming share of workforce (2012-2016 ACS)
- Great Recession unemployment spike (BLS LAUS)

How Local Kids’ Lives Turn Out
- Percent graduating any college (2-yr or 4-yr, Tax Data 2, N/A for some counties)
- Percent reaching upper middle-class (top 20% of the U.S. income distribution, Tax Data 1, N/A for some counties)
- Percent achieving American Dream (share of local low-income kids—i.e. those with 25th-income-percentile parents—who reach the top 20% of the U.S. income distribution as adults, Tax Data 1, N/A for some counties)
- Percent (of local female kids) giving birth as a teen (Tax Data 1, N/A for some counties)
- Percent landing in jail (percent of local kids in jail on 1 April 2010, Tax Data 1 and 2010 Census, N/A for some counties)
- Local school expenditure per student (in public schools, NCES, N/A for some counties)

Local Colleges and Upward Mobility
- Low-income share of students (share of age-18-22 students with bottom-20% parents, Tax Data 2)
- Low-income student success rate (share of low-income age-18-22 students who reach the top 40% of the U.S. income distribution as adults, Tax Data 2)

Local Demographics
- Percent Black (2012-2016 ACS)
- Percent Hispanic (2012-2016 ACS)
- Percent over age 65 (2010 Census)
- Percent college grad (4-yr college, 2012-2016 ACS)
- Crime rate (serious violent and property arrests per 10,000 residents, FBI Uniform Crime Reports, N/A for some counties)
- Life expectancy (at age 40, Tax Data 3, N/A for some counties)
- Opioid deaths (per 10,000 residents in 2017, CDC, N/A for some counties and some counties report population weighted commuting zone average)

Sources Legend
- ACS: U.S. Census Bureau American Community Surveys, 2012-2016
- CDC: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2017 on CDC WONDER Online Database.
- Census: U.S. Census Bureau