

UNC Charlotte Urban Institute

Rowan  
County  
Profile 2009

Charlotte Regional  
Indicators Project

**The Charlotte Regional Indicators Project.** *The Charlotte Regional Indicators Project compiles objective, reliable, and relevant measures for the 14-county bi-state Charlotte region on indicators important to the region's quality of life. By measuring the indicators over time and comparing them to state or national data, the Indicators Project provides policy-makers, civic leaders, and the public with a solid foundation for engaging in efforts to address the region's challenges.*

*The indicators are organized in ten theme areas:*

- *Arts, Recreation, and Cultural Life;*
- *Economy;*
- *Education;*
- *Environment;*
- *Government and Citizen Participation;*
- *Health;*
- *Housing;*
- *Public Safety;*
- *Social Well-Being; and,*
- *Transportation.*

*The Charlotte Regional Indicators Project is an initiative of the UNC Charlotte Urban Institute. It is funded in part by Advantage Carolinas, the Foundation for the Carolinas, and the Z. Smith Reynolds Foundation. Indicators are recommended by consensus of Task Forces of regional experts in each of the ten theme areas, and are evaluated by UNC Charlotte Urban Institute researchers for feasibility before indicator data is gathered, added to the Indicators database and incorporated into Indicators Project reports. Indicator data is updated throughout the year as source agencies release the relevant data sets, and is made available on the Indicators Project website. A comprehensive Indicators Report is produced every two years.*

*More information about the Indicators Project and the most recent comprehensive Indicators Report are available at [www.ui.uncc.edu](http://www.ui.uncc.edu).*

# Rowan County Profile 2009

**The County Profile Reports.** *The County Profile Reports present individual county indicator data in a format intended to make it easy to examine relationships between indicators and across themes for a single county. Each County Profile Report begins with a concise summary of indicator highlights for the county, then presents a quick-reference table of the most recent indicator data, and finally provides more detailed indicator trend data in user-friendly charts. The reports are available for each of the region's fourteen counties, and are produced every two years.*

**Summary Highlights.** For the most recent indicator data, Rowan lags the region on nearly all indicators in these three theme areas:

- Arts, Recreation, and Cultural Life
- Education
- Health

There are mixed results for Rowan in these theme areas:

- Economy
- Environment
- Government and Citizen Participation
- Housing
- Public Safety
- Social Well-Being
- Transportation



(Note that for some individual indicators, “lagging the region” means the indicator rates are *higher* than the regional composite rates, and that for other indicators, “lagging the region” means that the indicator rates are *lower* than the regional composite percentage. The same is true for “out-performing the region.”)

Looking at trends over time, key Rowan County indicators demonstrating appreciable change over the most recent available five-year time periods include:

- Giving Per Capita (Private Foundations) (+228.8%, 2006 vs. 2002)
- Minority Infant Mortality Per 1,000 Live Births (+135.7%, 2007 vs. 2003)
- Grants Expenditures Per Capita (+91.3%, 2007 vs. 2005)
- Construction Cost Per Unit Permitted (+74.0%, 2007 vs. 2003)
- White Infant Mortality Per 1,000 Live Births (-54.1%, 2007 vs. 2003)
- Developed Acreage (+53.8%, 2006 vs. 1996)
- People in Motor Vehicle Accidents, Fatality (+46.0%, 2006 vs. 2001)
- Library Funding Per Capita (-38.6%, 2007 vs. 2004)
- Average Daily Water Consumption, Gallons Per Capita (-38.0%, 2002 vs. 1997)

## Quick-Reference Indicator Table

Rowan County Profile 2009

Indicator by Theme	Year	Region <sup>1</sup>	County	County	
				Percent Change	From Year
<b>Arts, Recreation, and Cultural Life</b>					
Grants Expenditures Per Capita	2007	\$0.84	\$0.57	91.3	2005
Library Funding Per Capita	2007	\$25.66	\$21.19	-38.6	2004
Library Print Holdings Per Capita	2006	1.6	1.7	13.3	2002
<b>Economy</b>					
Unemployment Rate	2007	5.1	5.9	-22.4	2003
Total Employment, All Industries	2007	1,148,937	47,804	2.7	2003
Number of Business Establishments	2007	68,947	2,738	7.8	2003
Average Annual Wage	2007	\$34,995	\$36,452	15.1	2003
Per Capita Income	2006	\$34,958	\$29,001	16.9	2002
Median Household Income	2007	\$44,772	\$46,071	22.0	2003
<b>Education<sup>2</sup></b>					
Percent Change in Public School Enrollment vs. Prior Year <sup>3</sup>	2006-07	3.8	Row-Salis	1.0	1.7
			Kannapolis	2.3	9.7
Percent Population with Bachelors Degree or Higher	2007	28.2	17.0	19.7	2000
Average SAT Score	2007-08	992	Row-Salis	977	-0.5
			Kannapolis	998	-0.2
High School Cohort Graduation Rate	2007-08	71.9	Row-Salis	70.9	5.0
			Kannapolis	69.3	1.2
Percent of Graduates Pursuing Higher Education	2005-06	82.9	Row-Salis	77.2	0.2
			Kannapolis	75.6	6.5
Public School Expenditures Per Pupil	2005-06	\$7,362	Row-Salis	\$7,126	11.3
			Kannapolis	\$7,391	13.7
Per Pupil Capital Expenditures, 5 Year Avg.	2005-06	\$857	Row-Salis	\$124	-22.0
			Kannapolis	\$73	1.5
<b>Environment</b>					
Vehicle Emissions of Nitrogen Oxides, Pounds Per Capita	2002	82.8	108.1	NA	NA
Average Daily Water Consumption, Gallons Per Capita	2002	160.9	141.4	-38.0	1997
Solid Waste Disposal, Pounds Per Capita	2007	3,188.0	2,262.4	15.3	2004
Developed Acreage, Per Capita	2006	0.41	0.48	53.8	1996
<b>Government and Citizen Participation</b>					
Percent Voter Turnout of Registered Voters	2008	68.5	68.6	8.3	2004
Registered Public Charities Per 1,000	2007	2.5	2.6	12.1	2004
Public Charities Filing Form 990 Per 1,000	2007	0.9	0.9	8.7	2004
Private Foundations Filing Form 990 per 1,000	2007	0.21	0.17	1.9	2004
Giving Per Capita (Public Charities)	2007	\$724.55	\$399.08	11.4	2003
Giving Per Capita (Private Foundations)	2006	\$110.04	\$78.80	228.8	2002
<b>Health</b>					
Birth Rate Per 1,000	2007	15.1	13.1	5.6	2003
Total Infant Mortality Per 1,000 Live Births	2007	6.7	5.5	-23.1	2003
White Infant Mortality Per 1,000 Live Births	2007	5.6	3.5	-54.1	2003
Minority Infant Mortality Per 1,000 Live Births	2007	9.6	13.6	135.7	2003
Total Mortality Rate Per 100,000	2007	747.5	978.3	1.6	2003
Heart Disease Mortality Rate Per 100,000	2007	170.7	227.1	-20.9	2003
Cancer Mortality Rate Per 100,000	2007	167.4	209.6	6.7	2003

## Quick-Reference Indicator Table

### Rowan County Profile 2009

Indicator by Theme	Year	Region <sup>1</sup>	County	County	
				Percent Change	From Year
<b>Health cont'd</b>					
Suicide Rate Per 100,000	2007	11.0	14.6	2.2	2003
Chlamydia Rate Per 100,000	2007	241.7	317.4	-3.3	2003
Gonorrhea Rate Per 100,000	2007	148.6	181.2	3.3	2003
<b>Housing</b>					
Housing Units Per 1,000	2007	430.2	430.6	1.7	2003
Percent Single Family Detached Housing	2000	67.1	67.7	-1.5	1990
Percent Single Family Attached Housing	2000	2.8	1.3	39.7	1990
Percent Multi-family Housing	2000	18.2	10.3	-6.4	1990
Percent Mobile Home or Trailer Housing	2000	11.8	20.6	10.9	1990
Percent Other Housing	2000	0.1	0.1	-90.2	1990
Percent Owner Occupied Housing	2007	69.2	76.5	4.0	2000
Percent Renter Occupied Housing	2007	30.8	23.5	-11.1	2000
Number of Housing Units Permitted Per 1,000	2007	11.4	5.3	6.6	2003
Construction Cost Per Unit Permitted	2007	\$165,197	\$220,169	74.0	2003
Average Residential Sales Price	NA	NA	NA	NA	NA
Average Apartment Vacancy Rate	NA	NA	NA	NA	NA
Average Apartment Rental Rate	NA	NA	NA	NA	NA
<b>Public Safety</b>					
Calls for Emergency Service (911) Per Capita	2007	0.78	1.01	4.8	2005
Crime Index Per 10,000	2007	531.0	328.5	9.2	2003
People in Motor Vehicle Accidents, Total	2007	153,726	8,372	6.0	2001
People in Motor Vehicle Accidents, Property Damage Only	2007	94,140	5,250	17.0	2001
People in Motor Vehicle Accidents, Fatality	2007	746	73	46.0	2001
People in Motor Vehicle Accidents, Non-fatal Injury	2007	58,840	3,049	-9.4	2001
Investigated Workplace Fatalities	2008	12	2	100.0	2004
<b>Social Well-Being</b>					
Percent Individuals Living in Poverty	2007	11.9	11.4	7.6	2000
Percent Families Living in Poverty	2007	8.6	8.9	9.5	2000
Percent Children Living in Poverty	2007	15.9	17.1	-1.4	2003
Percent of Report of Child Abuse or Neglect Substantiated	2005-06	22.2	21.0	-1.5	2004-05
Percent Births to Mothers Under Age 18	2007	3.8	5.2	0.9	2003
Elderly Assistance Rate	2007	42.2	41.6	-13.4	2000
<b>Transportation</b>					
Percent of Workers 16 or Older Driving to Work Alone	2007	81.7	86.2	6.2	2000
Percent of Workers Commuting More Than 25 Minutes	2007	42.3	35.2	6.4	2000

For each indicator for which county-level data is available as of January, 2009, this table presents the most recent data for the county and the region, along with a percent change for the county. County percent change represents a five-year trend wherever possible: it is the percent change from a prior year (the "from year" column) to the most recent data; generally, the "from year" is five years prior. Indicator definitions and data sources can be found at the end of this document. Regional data is calculated as a fourteen county average whenever possible, and exceptions to this are detailed in the endnotes. Unless otherwise noted, "Per 1,000" or "per 100,000" refers to population.

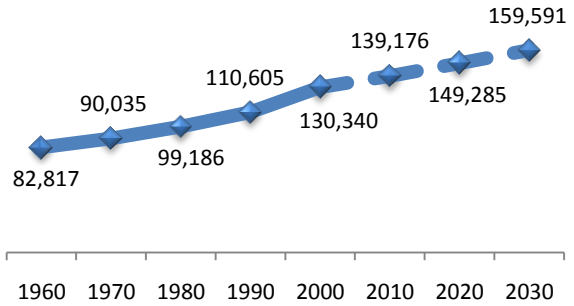
# Indicator Trend Data

## Rowan County Profile 2009

### Demographics

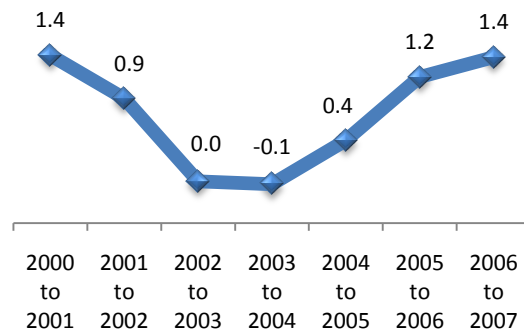
Rowan County is neither one of the most populous counties in the region, nor one of the least. Its population increased 57% over the four decades from 1960 to 2000, and is projected to continue growing at a comparable rate through 2030. From 2000 to 2007, the population grew 5%, and the annual population growth rate varied from 1.4% in 2001 and 2007 to -0.1% in 2004. The county's racial composition remained stable during that same time period, while the county became slightly more ethnically diverse, as the percentage of Hispanic population increased. Between 2000 and 2007, the county's age distribution showed a shift towards older age groups. The largest age group shifted from the 35-44 year old to the 45-54 year old age group. The 45 to 64 age groups and 85 or older age group increased in share of population, while all remaining age groups' share of the population decreased.

**Decennial Population and Projections**



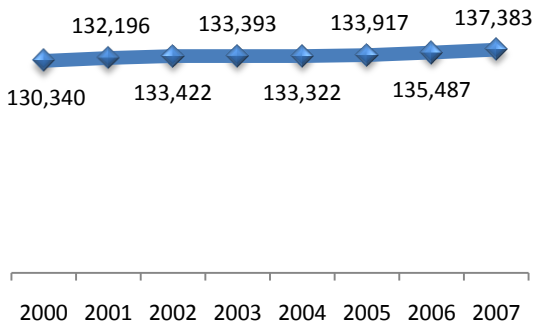
Source: NC Office of State Budget and Management, NC State Demographics; South Carolina State Budget and Control Board Office of Research Statistics, SC Community Profiles

**Percent Population Growth**



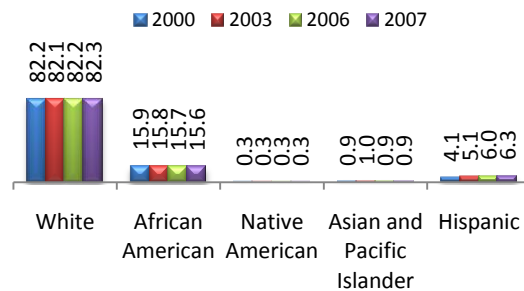
Source: US Census: Decennial, Estimates Division

**Annual Population Estimates**



Source: US Census: Decennial, Estimates Division

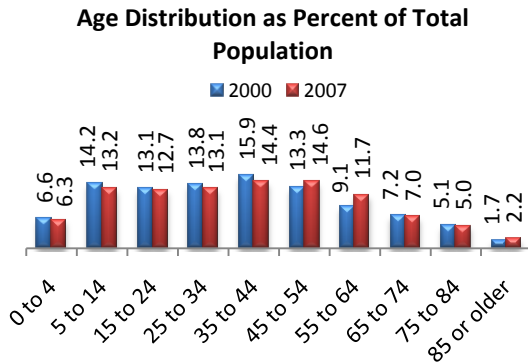
**Race and Ethnicity as Percent of Total Population**



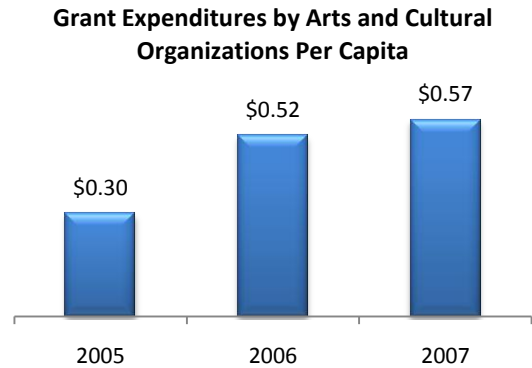
Source: US Census: Decennial, Estimates Division

## Indicator Trend Data

### Rowan County Profile 2009



Source: US Census: Decennial, Estimates Division



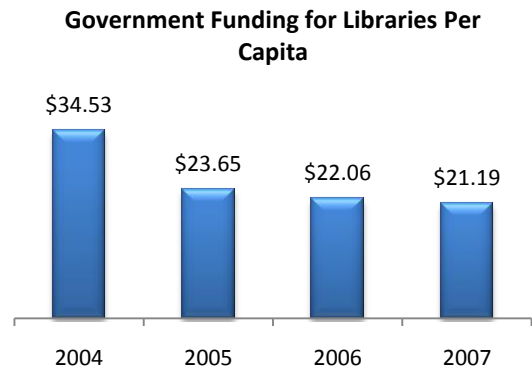
Source: North Carolina Arts Council; South Carolina Arts Commission

### Arts, Recreation, and Cultural Life

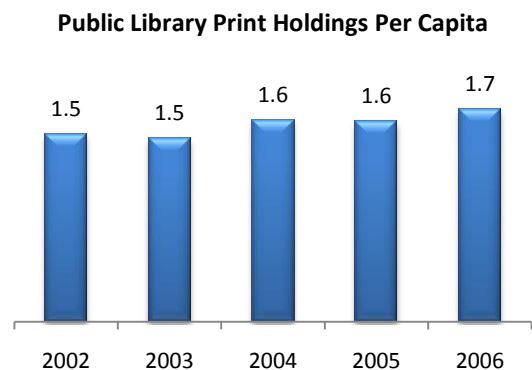
Arts, recreation and cultural activities are measured by four indicators:

- Grants Expenditures;
- Library Holdings;
- Library Funding; and
- Arts Graduates.

Of these, only the first three have county-level data available. Per capita grant expenditures by arts and cultural organizations almost doubled from 2005 to 2007. Government funding for libraries per capita decreased 39% from 2004 to 2007. Public library print holdings per capita increased 13% from 2002 to 2006.



Source: North Carolina Department of State Treasurer; South Carolina State Budget and Control Board



Source: National Center for Education Statistics (Library Research Center)

### Economy

## Indicator Trend Data

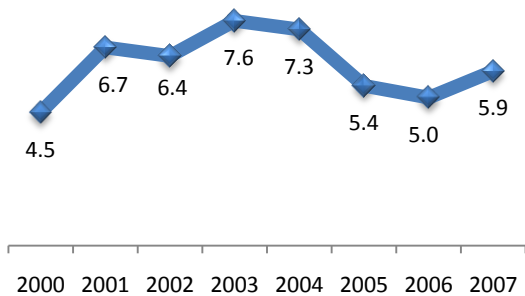
### Rowan County Profile 2009

The local economy is measured by six indicators:

- Labor Force (Unemployment Rate);
- Industry Employment (Jobs);
- Business Establishments;
- Average Annual Wage;
- Per Capita Income; and
- Median Household Income.

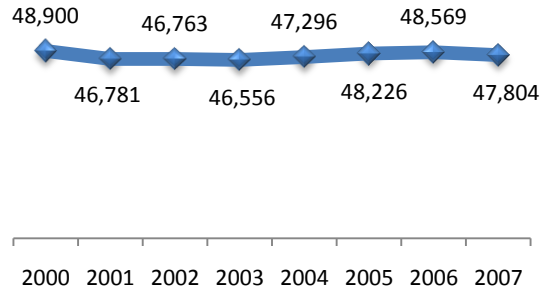
The county's unemployment rate increased 69% from 2000 to 2003, and then decreased 22% through 2007. Total industry employment declined 2% from 2000 to 2007, although employment was lowest in 2003 at 46,556 jobs. The number of business establishments in Rowan County remained stable in the 2,500's from 2000 to 2006, and then increased 5% to 2,738 in 2007. Average annual wage increased 25% from 2000 to 2007. Per capita income increased 83% from 1990 to 2006. Median household income remained in the high \$30,000's from 2000 to 2005, and then averaged an 8% annual increase in 2006 and 2007.

**Unemployment Rate**



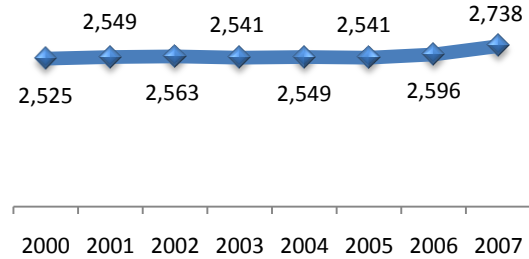
*Source: Bureau of Labor Statistics*

**Total Employment, All Industries**



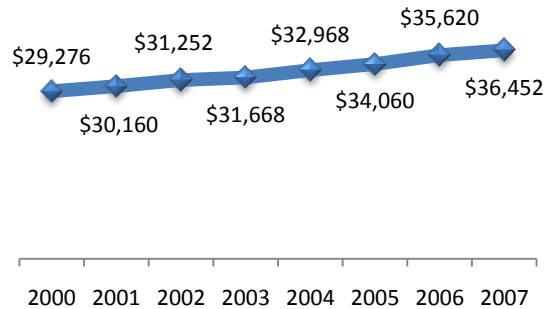
*Source: North Carolina Employment Security Commission; South Carolina Employment Security Commission*

**Number of Business Establishments, All Industries**



*Source: North Carolina Employment Security Commission; South Carolina Employment Security Commission*

**Average Annual Wage**

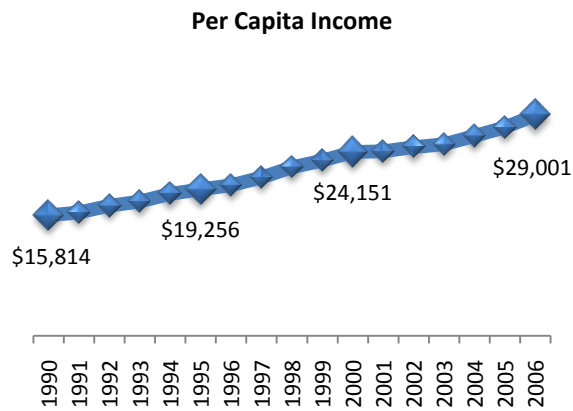


*Source: North Carolina Employment Security Commission; South Carolina Employment Security Commission*

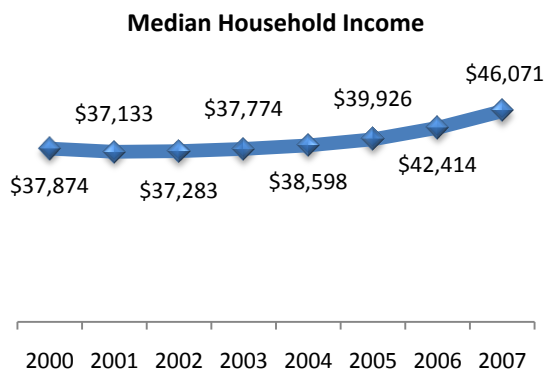


## Indicator Trend Data

### Rowan County Profile 2009



Source: Bureau of Economic Analysis



Source: U.S. Census Bureau's Small Area Income and Poverty Division

### Education

Education is measured by seven indicators:

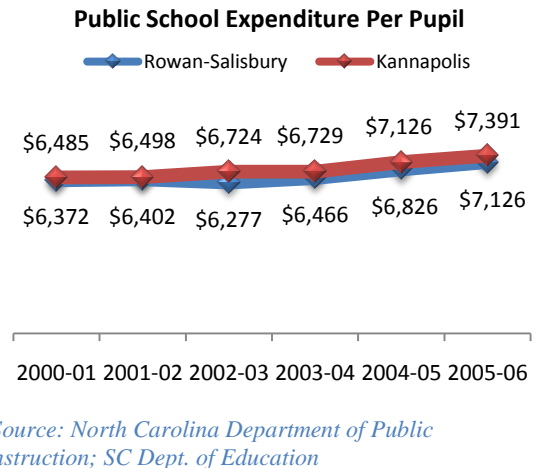
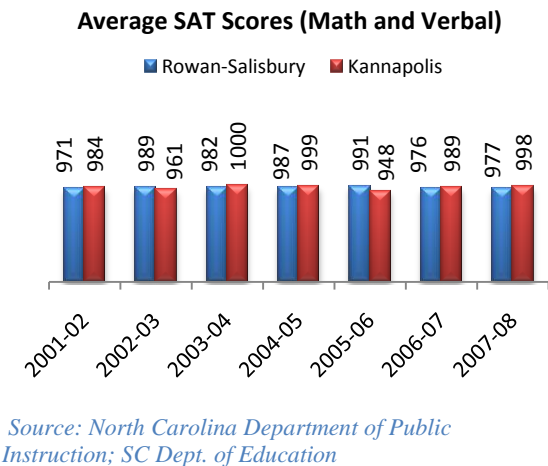
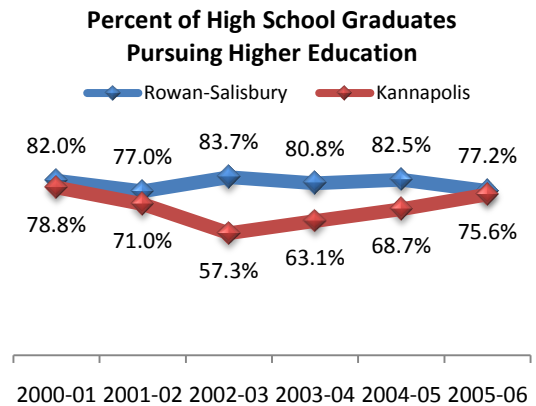
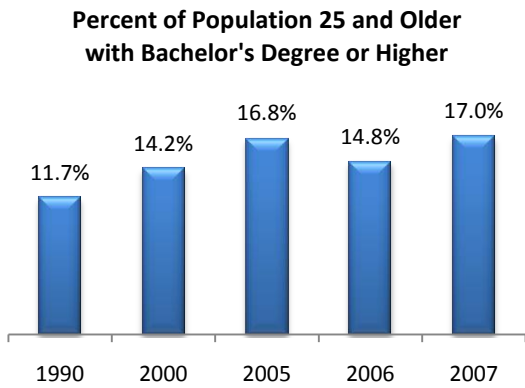
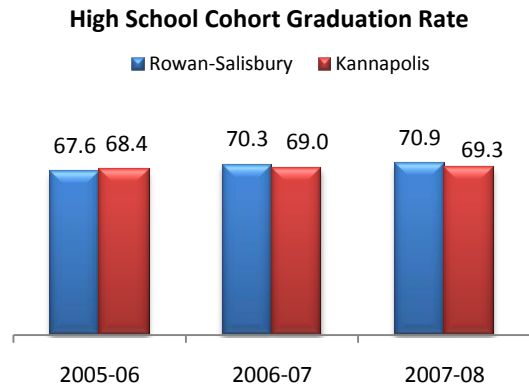
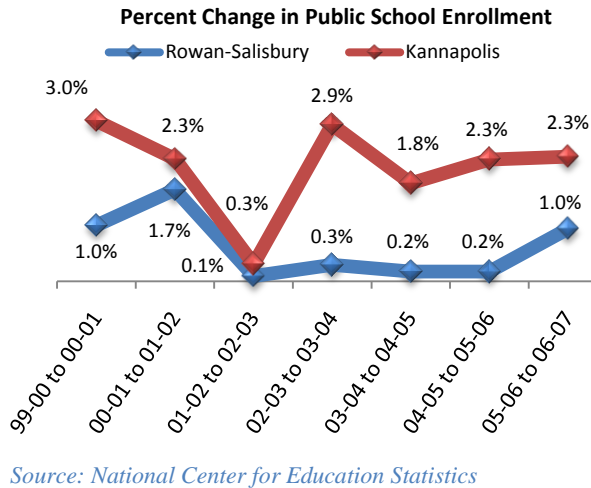
- Public Schools Enrollment;
- Educational Attainment;
- SAT Scores (Math and Verbal);
- Graduation Rate;
- College Plans;
- Expenditures Per Pupil; and
- Capital Expenditures.

Public school enrollment in both the Rowan-Salisbury and Kannapolis school districts grew each school year from 2000-01 to 2006-07, although Kannapolis

experienced higher rates of growth than Rowan-Salisbury. The percentage of college graduates living in the county increased a total of 45% from 1990 to 2007 (21% from 1990 to 2000 and 20% from 2000 to 2007). Average SAT scores for both school districts remained relatively stable, with Kannapolis ranging from 971 to 991 and Rowan-Salisbury ranging from 961 to 1000. The two school districts had similar high school cohort graduation rates, and both saw slight increases (5% or less) in the rate from 2005-06 to 2007-08. For the Rowan-Salisbury district, the percentage of high school graduates pursuing higher education remained relatively stable from 2000-01 to 2005-06, and the district ended that time period with only 6% fewer graduates going on to college than at the start of the time period. For Kannapolis, although it, too, ended the time period with only a small decline (4%) versus the start of the time period, the intervening years included a decrease of 27% from 2000-01 to 2002-03, followed by an increase of 32% through 2005-06. Public school expenditures per pupil increased from 2000-01 to 2005-06 for both Rowan-Salisbury and Kannapolis, at 12% and 14%, respectively. The difference between the two school districts' 5-year average per pupil capital expenditures declined between 2004-05 and 2005-06, as Rowan-Salisbury's average decreased 22% while Kannapolis' average remained virtually unchanged.

# Indicator Trend Data

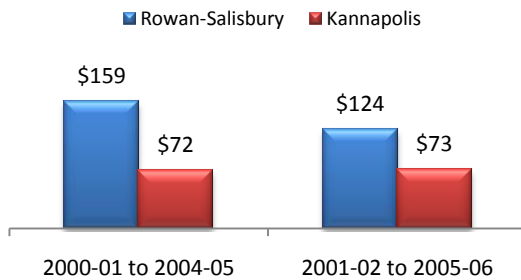
## Rowan County Profile 2009



## Indicator Trend Data

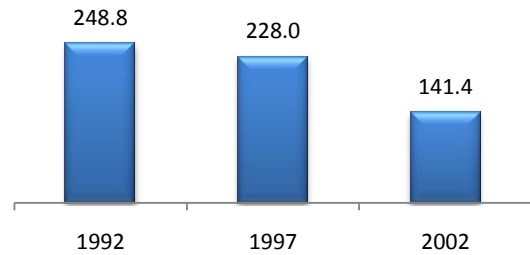
### Rowan County Profile 2009

**5 Year Average Annual Per Pupil Capital Expenditure**



*Source: North Carolina Department of Public Instruction; SC Dept. of Education*

**Average Daily Water Consumption for Local Water Systems, Gallons Per Capita**



*Source: North Carolina Department of Environment and Natural Resources; South Carolina Department of Health and Environmental Control*

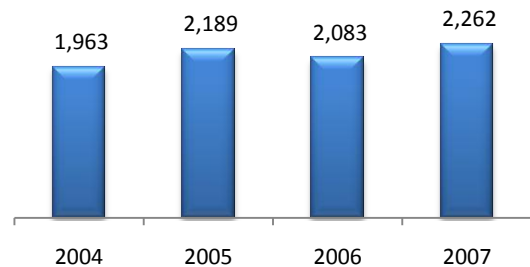
### Environment

The environment is measured by six indicators:

- Air Quality Index (“AQI”);
- Vehicular Emissions;
- Water Consumption;
- Impaired Streams;
- Solid Waste Disposal; and
- Developed Acreage.

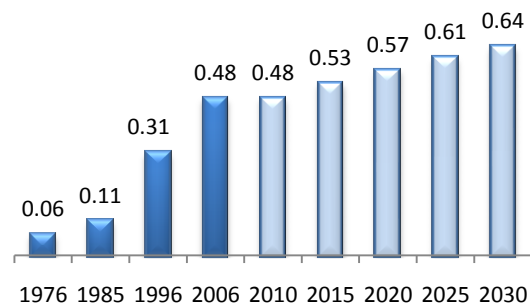
Of these, county-level data are available for all but AQI Days and Impaired Streams, which are available only at larger regional scales. While multi-year trend data are not available for per capita on-road vehicular NOx emissions, the Rowan County 2002 rate (108.1) was greater than the regional average (82.8) and was the third largest compared to other counties in the region. Per capita average daily water consumption decreased 43% from 1992 to 2002. The per capita average annual amount of municipal and construction/demolition solid waste sent to landfills increased 15% from 2004 to 2007. The number of developed acres per person increased 8-fold between 1976 and 2006 and is projected to increase at a much slower rate through 2030.

**Average Annual Solid Waste Disposal Rates, Pounds Per Capita**



*Source: North Carolina Department of Environment and Natural Resources; South Carolina Department of Health and Environmental Control*

**Developed Acres Per Person**



*Source: UNC Charlotte Center for Applied GIS*

## Indicator Trend Data

### Rowan County Profile 2009

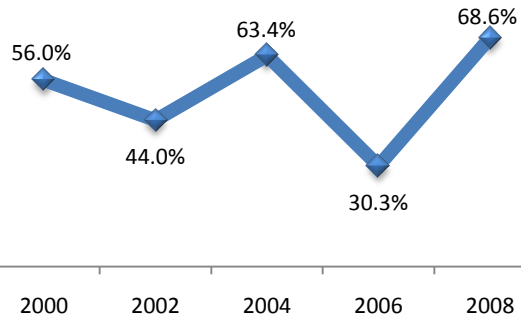
#### Government and Citizen Participation

Indicators of government and citizen participation focused on five measures of voter turnout and charitable giving:

- Voter Turnout;
- Public Charities;
- Private Foundations;
- Giving to Public Charities; and
- Giving to Private Foundations.

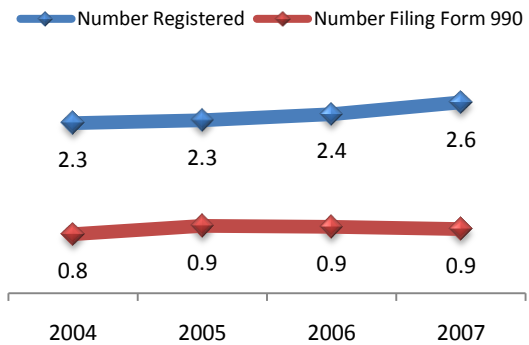
Voter turnout was higher in the 2008 presidential election when compared to the 2004 and 2000 presidential elections, but the 2006 mid-term election turnout was significantly lower than in 2002. From 2004 to 2007, the ratio of all public charities to population increased slightly, while the corresponding ratio for larger public charities only (those using IRS Form 990 to report income greater than \$25,000) remained relatively steady. The ratio to population of larger private foundations (those using IRS Form 990 to report income greater than \$25,000) also remained stable from 2004 to 2007. Per capita giving to public charities showed an uneven but generally increasing trend from 2001 to 2007, with a high of \$438.56 (2006) and a low of \$358.09 (2003). Per capita giving to private foundations varied considerably year-to-year: it increased 343% from 2001 to 2003, decreased 64% from 2003 to 2005, and finally, more than quadrupled in 2006.

**Percent Voter Turnout of Registered Voters**



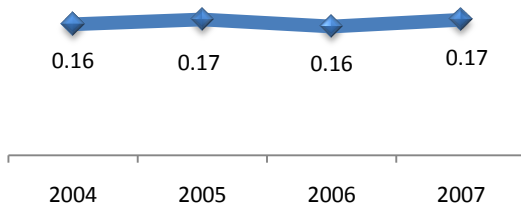
*Source: North Carolina State Board of Elections; South Carolina State Board of Elections*

**Public Charities Per 1,000 Population**



*Source: National Center for Charitable Statistics*

**Number of Private 501(c)(3) Foundations Filing Form 990 Per 1,000 Population**

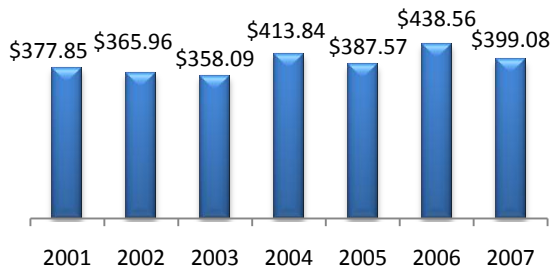


*Source: National Center for Charitable Statistics*

## Indicator Trend Data

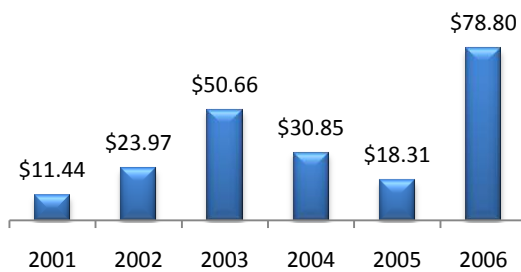
### Rowan County Profile 2009

**Contributions, Gifts, and Grants per Capita for Public Charities**



*Source: National Center for Charitable Statistics*

**Contributions, Gifts, and Grants per Capita for Private Foundations**



*Source: National Center for Charitable Statistics*

### Health

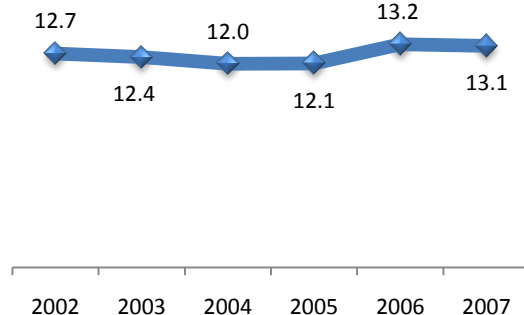
Health is measured by five indicators:

- Birth Rate;
- Infant Mortality;
- Mortality Rate;
- Suicide Rate; and
- Sexually-Transmitted Diseases Rate.

The birth rate remained in the range of 12 to 13 live births per 1,000 population from 2002 to 2007. Total infant mortality declined by one quarter from 2003 to 2007, although it nearly doubled from

2003 to 2004, before returning to 2003 levels in 2005 and 2006, and then declining further in 2007. Minority infant mortality was higher than white infant mortality in three out of the five years (2004, 2006, and 2007,) and was more than double white infant mortality in 2006 and 2007. Total mortality increased very slightly from 2003 to 2007, reaching a high in 2005 before declining again. Mortality rates for cancer followed a similar pattern, with a 7% increase from 2003 to 2007. Over the same period, heart disease mortality rates declined each year, for a total decrease of 21%. The suicide rate in Rowan County increased 46% in 2006, but otherwise remained in a range from 13.5 to 15.7 per 100,000 population. Although incidence rates for the sexually-transmitted disease, chlamydia, increased 25% from 2002 to 2007, this reflected an increase of 62% from 2002 to 2005 followed by a decrease of 23% from 2005 to 2007. Incidence rates for gonorrhea increased each year from 2002 to 2003 except for 2004, for a total increase of 52% from 2002 to 2007.

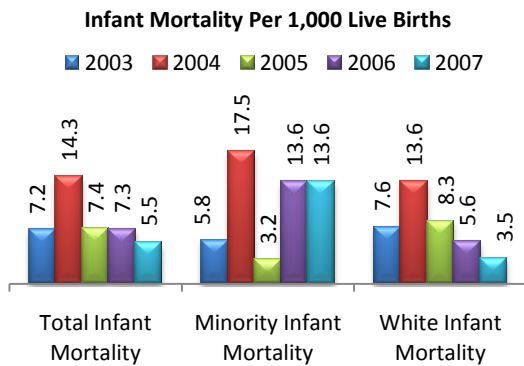
**Birth Rate per 1,000 Population**



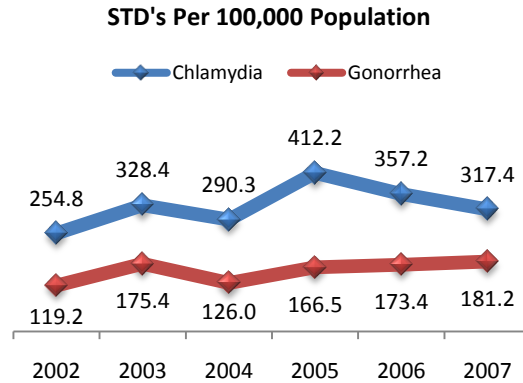
*Source: NC Department of Health & Human Services State Center for Health Statistics; SC Department of Health and Environmental Control*

## Indicator Trend Data

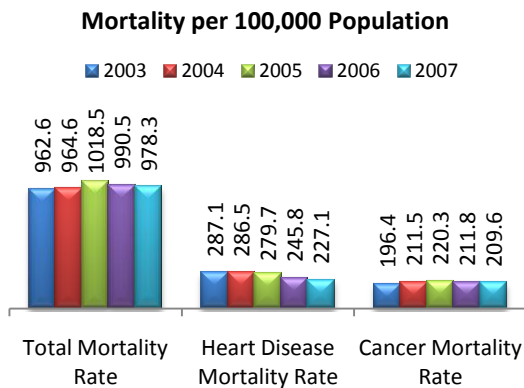
### Rowan County Profile 2009



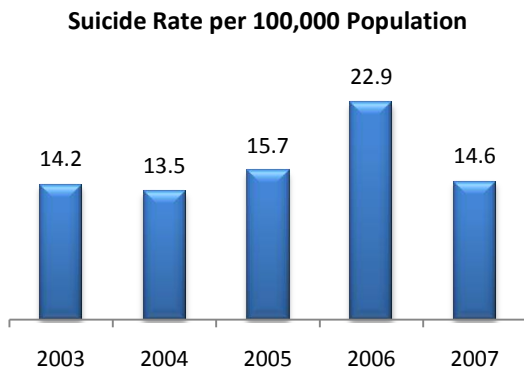
Source: NC Department of Health & Human Services State Center for Health Statistics; SC Department of Health and Environmental Control



Source: NC Department of Health & Human Services State Center for Health Statistics; SC Department of Health and Environmental Control



Source: NC Department of Health & Human Services State Center for Health Statistics; SC Department of Health and Environmental Control



Source: NC Department of Health & Human Services State Center for Health Statistics; SC Department of Health and Environmental Control

### Housing

Housing is measured by six indicators:

- Housing Units;
- Housing Types;
- Home Ownership;
- Residential Construction;
- Sales; and
- Rental and Vacancy Rates.

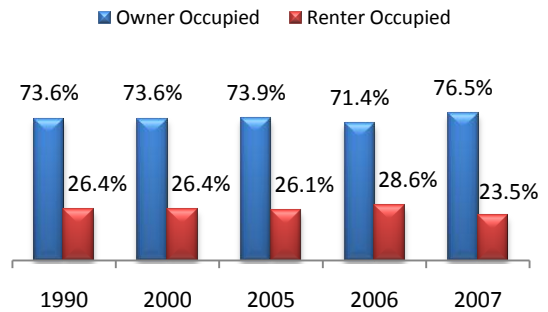
Of the housing indicators, Sales and Rental and Vacancy Rates are unavailable for Rowan County. The ratio of housing units to population increased 4% from 2000 to 2007. In both 1990 and 2000, housing type was dominated by single family detached housing, followed by mobile home or trailer housing. Mobile home or trailer and single family attached housing types gained in share of housing type at the expense of all other housing types. Owner occupied housing remained unchanged between the 1990 and 2000 censuses, and varied less than 4% up or down from that figure from 2005 to 2007. As measured by housing units permitted per 1,000 persons, residential construction declined 10% from 2000 to 2007, and fluctuated during that time period between a high of 6.4 (2005) and a low of 4.7

## Indicator Trend Data

### Rowan County Profile 2009

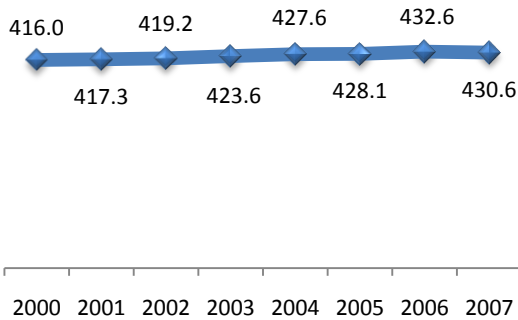
(2006.) Construction cost per unit permitted increased 83% from 2000 to 2007.

#### Percent Occupied Housing



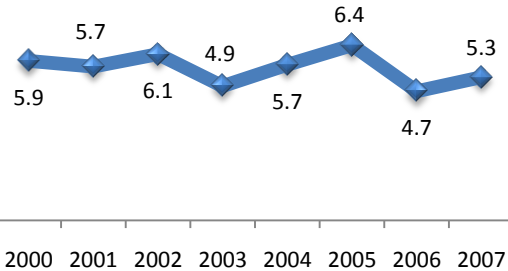
Source: US Census: Decennial, American Community Survey

#### Housing Units Per 1,000 Population



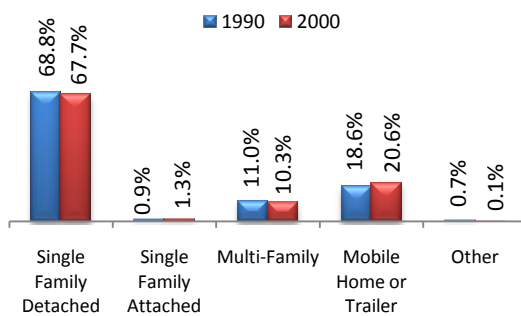
Source: U.S. Census Bureau, Estimates Division

#### Number of Housing Units Permitted per 1,000 Population



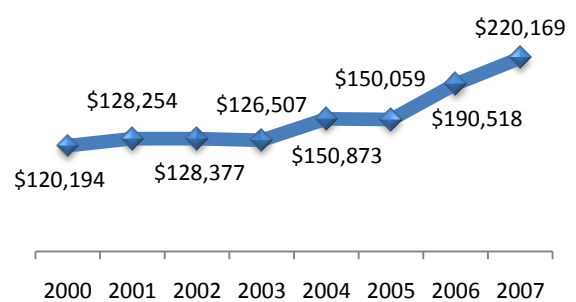
Source: US Census: Manufacturing, Mining and Construction Statistics

#### Percent Housing Types



Source: US Census: Decennial

#### Construction Cost per Unit Permitted



Source: US Census: Manufacturing, Mining and Construction Statistics



## Indicator Trend Data

### Rowan County Profile 2009

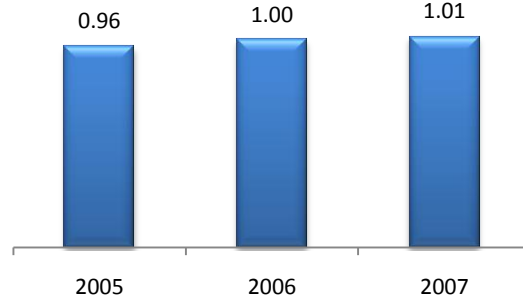
#### Public Safety

Public Safety is measured by six indicators:

- 911 Calls;
- Crime Index;
- Vehicle Accidents;
- Workplace Fatalities;
- Public Safety Education; and
- Evacuation Plans and Disaster Preparedness.

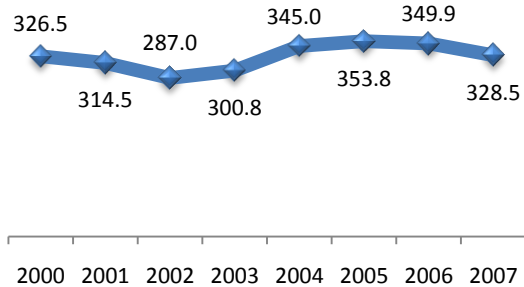
Of these, county-level data are available for all except Public Safety Education. Per capita calls for emergency service increased 5% from 2005 to 2007. The crime rate in 2007 was virtually unchanged from that of 2000, but the rate fluctuated over that time period with a high of 353.8 (2005) and a low of 287.0 (2002.) The number of people in motor vehicle accidents in Rowan County increased 6% from 2001 to 2007, reflecting increases in the number of people in both crashes with property damage only (20%) and crashes with fatalities (46%) that were only partially offset by a decrease in the number of people in crashes involving non-fatal injuries (9 %). From 2002 to 2008, investigated workplace fatalities ranged from zero (2007) to 3 (2002.) As of early 2009, Rowan County had in place all nine evacuation planning and disaster preparedness measures.

**Calls for Emergency Service Per Capita**



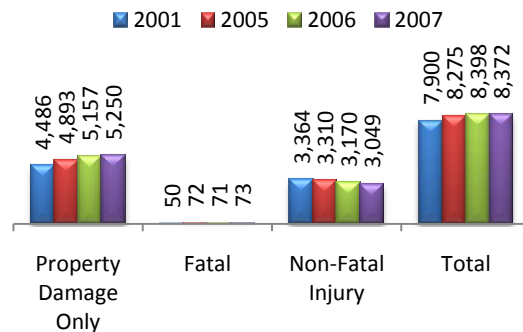
*Source: Survey Questionnaire Administered by UNC Charlotte Urban Institute*

**Crime Index Per 10,000 Population**



*Source: North Carolina Department of Justice, State Bureau of Investigation; South Carolina Law Enforcement Division*

**People in Motor Vehicle Crashes**



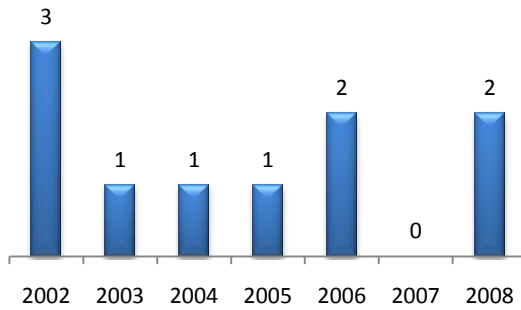
*Source: Highway Safety Research Center at the University of North Carolina at Chapel Hill; South Carolina Department of Public Safety*



## Indicator Trend Data

### Rowan County Profile 2009

#### Investigated Workplace Fatalities



*Source: North Carolina Department of Labor; South Carolina Department of Labor*

#### Evacuation and Disaster Preparedness

✓ **Yes**  
 ● **No**  
 ▼ **Limited/Partial**

Emergency/disaster response plan	✓
Evacuation plan	✓
Have had mock disaster drill in the last year	✓
Means to quickly warn citizens about a threat situation (Reverse 911 system)	✓
Radio interoperability for emergency personnel; full coverage within county	✓
Radio interoperability for emergency personnel; with surrounding counties	✓
Emergency response team for incidents involving chemical, biological or nuclear weapons	✓
Regular training sessions for fire, police, and emergency personnel for disaster preparation	✓
Mutual assistance agreement with surrounding counties	✓

*Source: Survey Questionnaire Administered by UNC Charlotte Urban Institute*

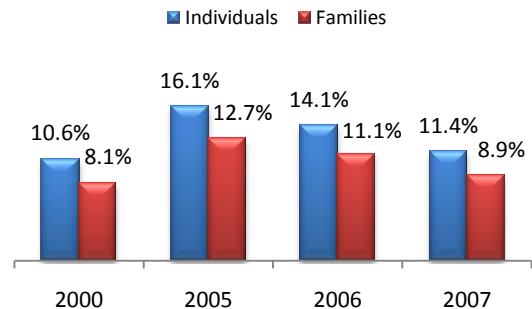
#### Social Well-being

Social Well-being indicators include these five measures:

- Poverty Rate;
- Child Poverty Rate;
- Child Abuse;
- Teenage Birth Rate; and
- Elderly Assistance Rate.

The poverty rate for individuals increased 52% from 2000 to 2005, and then decreased 29% over the subsequent two years. Similarly, the poverty rate for families increased 57% from 2000 to 2005, and then decreased 30% from 2005 to 2007. The pattern continued with percentage of children in poverty: the rate increased 48% from 2000 to 2005, and then decreased 24% from 2005 to 2007. The percentage of substantiated reports of child abuse remained stable from 2004-05 to 2005-06. The percentage of teenage births decreased 12% from 2001 to 2007. Close to half of Rowan County's elderly needed assistance with daily activities in 2000, and from 2005 to 2007, this rate varied up and down by as much as 13% from the 2000 level.

#### Percent Living in Poverty

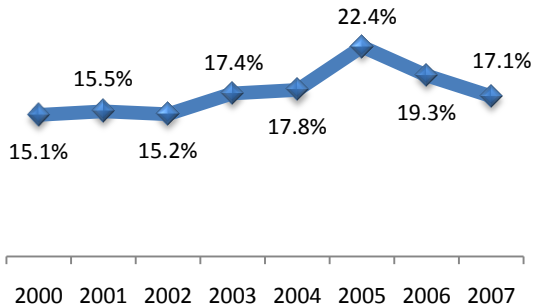


*Source: US Census: Decennial, American Community Survey*

## Indicator Trend Data

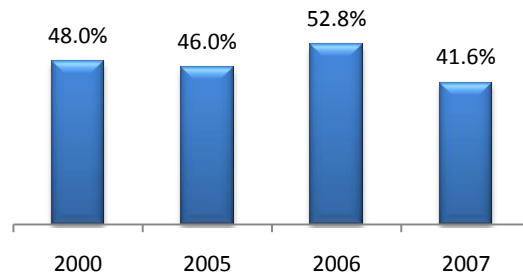
### Rowan County Profile 2009

**Percent of Children Living in Poverty**



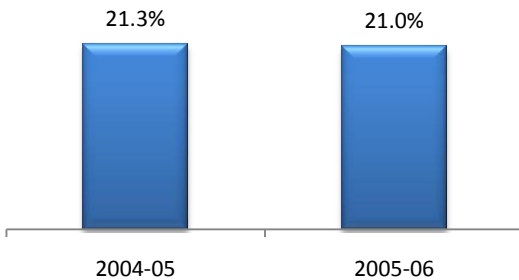
Source: U.S. Census, Small Area Income & Poverty Estimates

**Percent of Elderly Needing Assistance to Perform Activities of Daily Living**



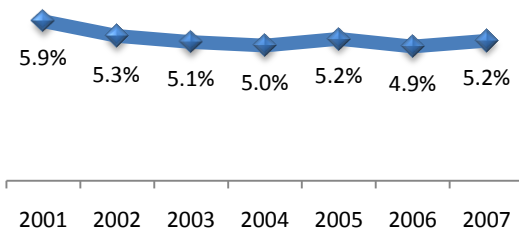
Source: US Census: Decennial, American Community Survey

**Percent of Reports of Child Abuse and Neglect Substantiated**



Source: North Carolina Department of Health and Human Services; Prevent Child Abuse South Carolina

**Percent of Births to Mothers Under 18**



Source: NC Department of Health & Human Services State Center for Health Statistics; South Carolina State Budget and Control Board Office of Research Statistics

### Transportation

Transportation is measured by four indicators:

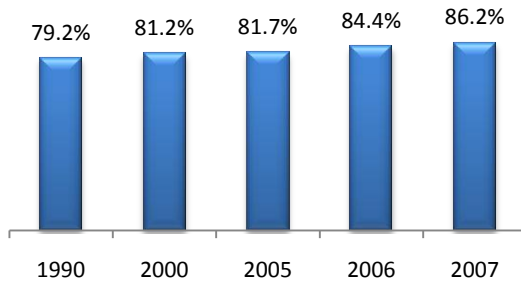
- Commuting Alone;
- Average Travel Delay;
- Commute Time; and
- Airport Travelers.

Of these, only two are represented at the county level: Commuting Alone, and Commute Time. Rowan County's percentage of workers driving to work alone increased 9% from 2000 to 2007. The percentage of workers commuting more than 25 minutes increased 25% from 1990 to 2000, and then from 2005 to 2006 increased another 25%, with a 10% decrease in 2007.

## Indicator Trend Data

### Rowan County Profile 2009

#### Percent of Workers 16 or Older Driving to Work Alone

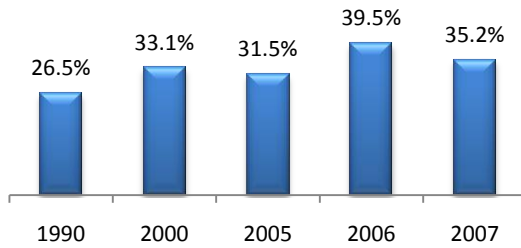


Source: US Census: Decennial, American Community Survey

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#### Percent of Workers Commuting More than 25 Minutes

Workers 16 or Older who did not work at home



Source: US Census: Decennial, American Community Survey

## **Data Definitions**

### Rowan County Profile 2009

A complete definition is given below for each indicator, identifying the specific quantitative measurement the indicator represents. Definitions are listed by theme area, with the indicator's "short name" shown first, followed by the "long name" and/or explanation of how the indicator is calculated.

#### **Demographics**

**Annual Population Estimates:** Measures the annual estimate of population.

**Decennial Population and Projections:** The measurement of past population and future population projections on a decennial basis.

**Percent Population Growth:** This indicator measures the annual percentage growth of the population from the previous year.

**Race and Ethnicity:** This indicator measures the composition of both race and ethnicity for the population.

**Age Distribution:** Age Distribution looks at the range of ages for the population.

#### **Arts, Recreation, and Cultural Life**

**Grants Expenditures:** Dollars per capita in state and federal appropriations awarded to arts and cultural organizations through the North Carolina Arts Commission and the South Carolina Arts Commission.

**Library Holdings:** Per capita number of public library print holdings and print serial subscriptions (excluding electronic documents.)

**Library Funding:** Per capita government funding for public libraries (excluding libraries at state universities or colleges.)

**Arts Graduates:** Annual number of undergraduate and graduate degree completions in the arts, music and theater from all institutions of higher education in the region, including private and public universities, technical and community colleges and other colleges.

#### **Economy**

**Labor Force:** The civilian workforce is the number of workers employed or looking for work, including members of the military. The labor force

unemployment rate is the ratio of the number of unemployed to the total civilian workforce.

**Industry Employment:** Total Employment, All Industries is the total number of jobs across all industry classifications. Employment by Industry is the number of jobs in each industry sector by the North American Industry Classification System's standard two-digit sector codes.

**Business Establishments:** Business Establishments, All Industries, is the total number of physical locations of businesses in all industry classifications; note that a business may have more than one physical location, each of which counts as a "business establishment." Business Establishments by Industry is the number of business establishments in each industry sector by the North American Industry Classification System's standard two-digit sector codes.

**Average Annual Wage:** Average Annual Wage, All Industries is the annual total wages across all jobs, divided by total number of jobs in all industry classifications. Average Annual Wage by Industry is the annual total wages in jobs in a given industry sector (defined by the North American Industry Classification System's standard two-digit sector codes) divided by the total number of jobs in that same industry sector.

**Per Capita Income:** Total personal income divided by total population.

**Median Household Income:** Median Household Income is the income of the particular household for which there are an equal number of households with more income and of households with less income.

#### **Education**

**Public School Enrollment:** Public School Enrollment is the percentage change in public school enrollment from the previous school year, by school district and for the region. The enrollment data includes students from pre-kindergarten through grade 12.

**Education Attainment:** This indicator measures the percentage of the working-age population (age 25 and older) with a bachelor's degree or higher.

**SAT Scores:** Examines the average Scholastic Aptitude Test (SAT) score as a percentage of the U.S. average score, for each of the region's 21 school districts and for the region as a whole. Average scores are published both for individual high schools and for school districts, based on

## Data Definitions

### Rowan County Profile 2009

scores of all students taking the SAT in a given year. Students taking the SAT are mostly juniors in high school, but can include some sophomores and seniors as well.

**Graduation Rate:** The figures are the four-year cohort graduation rate, which reflects the number of graduating seniors in a given year as a percentage of the number of enrolled ninth graders from three years prior – in effect, it is the percent of ninth graders who graduate four years later.

**College Plans:** This indicator tracks the higher-education plans of high school seniors for the year after they graduate from public high schools. Percentages are calculated for students planning on attending two-year, four-year or community colleges, and for those with no plans for higher education (this may include military service).

**Expenditures Per Pupil:** This indicator measures expenditures per pupil in public schools, excluding capital expenditures. A regional figure was estimated for each school year by multiplying expenditures per pupil by enrollment figures for each school district. The sum of total expenditures across all districts was divided by the total regional enrollment to estimate the regional expenditure per pupil.

**Capital Expenditures:** Public school capital expenditures per pupil are measured both for school districts and the region. A five-year average is calculated because capital spending by school districts fluctuates significantly from year to year. Total capital expenditures were divided by total enrollment to produce an annual per pupil capital expenditure for each school year. Those annual figures were then averaged to produce an average per pupil capital expenditure in public education for the five-year period.

#### **Environment**

**Air Quality Index:** The percentage of Air Quality Index (AQI) days per year in the “Unhealthy” ranges for the Charlotte-Gastonia-Rock Hill Metropolitan Statistical Area (MSA). The EPA calculates a daily AQI based on the measurement of five major air pollutants regulated by the Clean Air Act, as recorded at approximately 4,000 monitoring stations across the country. The five pollutants are: ground-level ozone, particle pollution (also known as particulate matter), carbon monoxide, sulfur dioxide and nitrogen oxides (NOx). A daily index value is calculated for each air pollutant measured. The highest of those index

values is the AQI value, and the pollutant responsible for the highest index value is the “Main Pollutant.”

**Vehicle Emissions:** This indicator measures on-road vehicular emissions of nitrogen oxides (NOx) in the 14-county region. States are required by the EPA to collect and report emissions data every three years.

**Water Consumption:** The indicator examines local water system use in average gallons per day per person served by the water systems. This indicator includes only the use of water by local water systems filing reports with the states, and excludes water used for agriculture or power generation, water drawn from individual wells and permitted water intakes by residential or industrial water consumers. These local water systems include municipal, county, and private water systems.

**Impaired Streams:** This indicator measures looks at impaired stream miles as a percentage of total stream miles in the 11 North Carolina counties in the Charlotte region. It also examines monitoring sites reporting impaired streams in the three South Carolina counties in the region.

**Solid Waste Disposal:** The Solid Waste Disposal indicator quantifies the disposal of municipal solid waste (MSW) and construction and demolition (C&D) debris. Both states adjust their county-level data to exclude waste “imported” from other places and to include waste “exported” to other places, providing a measure of waste generated from within each county that is disposed at landfills, regardless of where the disposal occurs.

**Developed Acreage:** This indicator measures developed land in acres per person. Developed acres include both residential and nonresidential development, excluding agriculture, and are assessed using satellite imagery, taken at roughly 10-year intervals from 1976 to 2006.

#### **Government and Citizen Participation**

**Private Foundations:** Private Foundations are registered 501(c)(3) private foundations that have filed Internal Revenue Service (IRS) Form 990. Foundations designated as 501(c)(3) organizations under the Internal Revenue Code are exempt from federal income taxes because they are operated solely for religious, charitable, scientific, public-safety (testing), literary or educational purposes; amateur sports competition or for the prevention of cruelty to children or animals.

## Data Definitions

### Rowan County Profile 2009

**Public Charities:** Public Charities are registered 501(c)(3) public charities in the region, including those that have filed an Internal Revenue Service (IRS) Form 990. Public charities designated as 501(c)(3) organizations under the Internal Revenue Code are exempt from federal income taxes because they are operated solely for religious, charitable, scientific, public safety (testing), literary or educational purposes; amateur sports competition or for the prevention of cruelty to children or animals.

**Giving (Public Charities):** This indicator measures the amount of contributions, gifts, and grants given to 501(c)(3) public charities located in the region and filing Internal Revenue Service (IRS) Form 990.

**Giving (Private Foundations):** This indicator measures the amount of contributions, gifts and grants received by 501(c)(3) private foundations located in the region and filing Internal Revenue Service (IRS) Form 990.

**Voter Turnout:** This indicator represents the percentage of registered voters who voted in election years 2000, 2002, 2004 and 2006.

#### **Health**

**Mortality Rate:** Mortality Rates are calculated as the number of deaths per 100,000 population. Mortality Rates for heart disease and cancer were also calculated.

**STD Rate:** These indicators report sexually transmitted disease rates for Gonorrhea and Chlamydia as the number of cases per 100,000 persons.

**Infant Mortality Rate:** Infant Mortality Rates reflect deaths of infants aged one year or younger per 1,000 live births. The data also compare infant mortality rates for minorities and whites.

**Birth Rate:** Birth Rate measures the number of live births reported per 1,000 persons.

**Suicide Rate:** Suicide Rate is reported as deaths by suicide per 100,000 persons.

#### **Housing**

**Housing Units:** The indicator represents the number of housing units per capita and includes all types of residential development, encompassing single-family homes, apartments, condos, townhomes and all other housing types.

**Housing Types:** Housing Types include single-family detached, single-family attached (row houses or townhomes), multi-family units, mobile homes and all other housing (such as boats, RVs and vans).

**Home Ownership:** Home Ownership measures owner-occupied and renter-occupied housing as a percentage of occupied housing units.

**Residential Construction:** This indicator measures the number of housing units for which building permits were issued. The indicator is expressed as housing units per 1,000 persons.

**Sales:** This indicator measures the rate of residential real estate closings (the number of closings per 1,000 persons) and the average price of such home sales for single-family homes, condominiums and townhomes.

**Rent and Vacancy Rates:** The apartment vacancy rate is the percent of all apartments that are vacant as of the date of the survey call on that certain day. The rental rate is the average rent in dollars per month.

#### **Public Safety**

**911 Calls:** This indicator measures the annual per capita calls for 911 Emergency Service.

**Crime Index:** This indicator measures the number of crimes per 10,000 persons. It is the sum of the crime rates per 10,000 persons for seven categories of crimes: murders, rapes, robberies, aggravated assaults, burglaries, larcenies and motor-vehicle thefts.

**Vehicle Accidents:** People in Motor Vehicle Accidents measures the total number of people in motor-vehicle accidents and whether the accidents involved a fatality, non-fatal injuries, or property damage only.

**Workplace Fatalities:** This indicator examines the number of workplace fatalities in the region that have been investigated or are under investigation.

**Public Safety Education:** Public Safety Education looks at the number of colleges and universities in the 14-county region with a two- or four-year degree in criminal justice, fire safety or emergency-medical training.

**Evacuation Planning:** Evacuation Planning addressed evacuation plans and disaster preparedness through a survey designed by the UNC Charlotte Urban Institute. Survey questions concerned reverse 911 systems, radio



## Data Definitions

### Rowan County Profile 2009

interoperability, disaster training, disaster response and evacuation plans, mutual-assistance agreements, and related topics.

#### **Social Well-being**

**Poverty Rate:** This indicator measures the percentage of families and individuals in the region living in poverty. “Living in poverty” is defined by federally-determined income thresholds verifying what is needed to feed, clothe and economically sustain an individual or families of specified sizes (for example, “a family of four”.) Any family or individual whose income does not reach the threshold amount is considered to be in poverty.

**Child Poverty:** Child Poverty measures the percentage of children under the age of 18, living at or below the poverty level. “Living in poverty” is defined using federally-defined poverty thresholds.

**Child Abuse:** Child Abuse measures substantiated reports of child abuse or neglect per county for the fiscal year. It represents only the percentage of abuse and/or neglect reports made to each county’s child protective services that are substantiated by those agencies, based on investigative findings.

**Teenage Birth Rate:** Teenage Birth Rate measures the number of births to mothers under the age of 18 as a percent of all births.

**Elderly Assistance Rate:** This indicator measures the percentage of individuals age 65 or older who require assistance in performing Activities of Daily Living (ADL). Activities of Daily Living include eating, dressing, bathing, personal hygiene-related tasks, transfers (the ability to get in and out of a bed or chair), ambulation and communication.

#### **Transportation**

**Commuting Alone:** This indicator measures the percent of workers 16 or older who drive to work alone by car, truck or van.

**Average Travel Delay:** This section focuses on travel delays during peak travel times – considered to be from 6 a.m. to 9 a.m. and from 4 p.m. to 7 p.m. The figures are calculated by dividing the number of extra travel hours by the number of peak period travelers in an urban area. The average annual travel delay per peak traveler is the yearly sum of delays per peak trip, divided by the number of travelers who started a trip during the peak period.

**Commute Length:** Commute Length measures the percentage of workers 16 or older not working at home who commute more than 25 minutes.

**Airport Travelers:** This indicator measures the number of passengers boarding planes (“enplanements”) and disembarking from planes (“deplanements”) at Charlotte/Douglas International Airport. Passengers making connecting flights at Charlotte/Douglas are included in these figures.

## **Data Sources**

### Rowan County Profile 2009

Data Sources for each indicator are listed below. Data for the 2009 County Profiles were compiled using these sources from November, 2008 through January, 2009.

#### **Demographics**

Population Estimates: US Census: Decennial, Estimates Division

Population Projections: NC Office of State Budget and Management, NC State Demographics; South Carolina State

Budget and Control Board Office of Research Statistics, SC Community Profiles

Population Growth: US Census: Decennial, Estimates Division

Race and Ethnicity: US Census: Decennial, Estimates Division

Age and Gender: US Census: Decennial, Estimates Division

#### **Arts, Recreation, and Cultural Life**

Grants Expenditures: North Carolina Arts Council; South Carolina Arts Commission

Arts Graduates: National Center for Education Statistics (NCES), IPEDS database

Library Funding: North Carolina Department of State Treasurer; South Carolina State Budget and Control Board

Library Holdings: National Center for Education Statistics (Library Research Center)

#### **Economy**

Labor Force: Bureau of Labor Statistics

Industry Employment: North Carolina Employment Security Commission; South Carolina Employment Security Commission

Business Establishments: North Carolina Employment Security Commission; South Carolina Employment Security Commission

Average Annual Wage: North Carolina Employment Security Commission; South Carolina Employment Security Commission

Per Capita Income: Bureau of Economic Analysis

Median Household Income: U.S. Census Bureau's Small Area Income and Poverty Division

#### **Education**

Public School Enrollment: National Center for Education Statistics

Educational Attainment: US Census: Decennial, American Community Survey

SAT Scores: North Carolina Department of Public Instruction; SC Dept. of Education

Graduation Rate: North Carolina Department of Public Instruction; SC Dept. of Education

College Plans: North Carolina Department of Public Instruction; SC Dept. of Education

Expenditures Per Pupil: North Carolina Department of Public Instruction; SC Dept. of Education

Capital Expenditures: North Carolina Department of Public Instruction; SC Dept. of Education

#### **Environment**

Air Quality Index: United States Environmental Protection Agency

Vehicle Emissions: North Carolina Department of Environment and Natural Resources; South Carolina Department of Health and Environmental Control

Water Consumption: North Carolina Department of Environment and Natural Resources; South Carolina Department of Health and Environmental Control

Impaired Streams: North Carolina Department of Environment and Natural Resources; South Carolina Department of Health and Environmental Control

Solid Waste Disposal: North Carolina Department of Environment and Natural Resources; South



# Data Sources

## Rowan County Profile 2009

Carolina Department of Health and Environmental Control

Developed Acreage: UNC Charlotte Center for Applied GIS

### **Governmental and Citizen Participation**

Private Foundations: National Center for Charitable Statistics

Public Charities: National Center for Charitable Statistics

Giving (Public Charities): National Center for Charitable Statistics

Giving (Private Foundations): National Center for Charitable Statistics

Voter Turnout: North Carolina State Board of Elections; South Carolina State Board of Elections

### **Health**

Mortality Rate: NC Department of Health & Human Services State Center for Health; SC Department of Health and Environmental Control

STD Rate: NC Department of Health & Human Services State Center for Health; SC Department of Health and Environmental Control

Infant Mortality Rate: NC Department of Health & Human Services State Center for Health; SC Department of Health and Environmental Control

Birth Rate: NC Department of Health & Human Services State Center for Health; SC Department of Health and Environmental Control

Suicide Rate: NC Department of Health & Human Services State Center for Health; SC Department of Health and Environmental Control

### **Housing**

Housing Units: U.S. Census Bureau, Estimates Division

Housing Types: US Census: Decennial

Home Ownership: US Census: Decennial, American Community Survey

Residential Construction: US Census: Manufacturing, Mining and Construction Statistics

Sales: Carolina Multiple Listing Services, Charlotte Regional Realtor

Rent and Vacancy Rates: Carolinas Real Data

### **Public Safety**

911 Calls: Survey Questionnaire Administered by UNC Charlotte Urban Institute

Crime Index: North Carolina Department of Justice, State Bureau of Investigation; South Carolina Law Enforcement Division

Vehicle Accidents: Highway Safety Research Center at the University of North Carolina at Chapel Hill; South Carolina Department of Public Safety

Workplace Fatalities: North Carolina Department of Labor; South Carolina Department of Labor

Public Safety Education: National Center for Education Statistics

Evacuation Planning: Survey Questionnaire Administered by UNC Charlotte Urban Institute

### **Social Well-Being**

Poverty Rate: US Census: Decennial, American Community Survey

Child Poverty Rate: U.S. Census, Small Area Income & Poverty Estimates

Child Abuse: North Carolina Department of Health and Human Services; Prevent Child Abuse South Carolina

Teenage Birth Rate: NC Department of Health & Human Services State Center for Health; South Carolina State Budget and Control Board Office of Research

Elderly Assistance Rate: US Census: Decennial, American Community Survey

### **Transportation**

Commuting Alone: US Census: Decennial, American Community Survey

## **Data Sources**

### Rowan County Profile 2009

Average Travel Delay: Texas Transportation  
Institute (TTI)

Commute Length: US Census: Decennial,  
American Community Survey

Airport Travelers: Charlotte/Douglas Aviation  
Activity Reports

## Endnotes

### Rowan County Profile 2009

<sup>1</sup>Indicator data at the regional level was calculated whenever possible as a weighted average of the source data for all 14 counties. However, in the following instances, the regional figure is calculated differently:

Library Funding Per Capita: Region Number represents the 11 North Carolina counties

Library Print Holdings Per Capita: Region Number represents 13 of 14 counties excluding Anson

Median Household Income: Region Number represents North Carolina state average

Percent Population with Bachelors Degree or Higher: Region Number represents 11 of 14 counties excluding Anson, Chester and Stanly

High School Cohort Graduation Rate: Region Number represents the 11 North Carolina counties

Average Daily Water Consumption, Gallons Per Capita: Region Number represents the 11 North Carolina counties

Solid Waste Disposal, Pounds Per Capita: Region Number represents the 11 North Carolina counties

Percent Voter Turnout of Registered Voters: Region Number represents the 11 North Carolina counties

Birth Rate Per 1,000: Region Number represents the 11 North Carolina counties

Total Infant Mortality Per 1,000 Live Births: Region Number represents the 11 North Carolina counties

White Infant Mortality Per 1,000 Live Births: Region Number represents the 11 North Carolina counties

Minority Infant Mortality Per 1,000 Live Births: Region Number represents the 11 North Carolina counties

Total Mortality Rate Per 100,000: Region Number represents the 11 North Carolina counties

Heart Disease Mortality Rate Per 100,000: Region Number represents the 11 North Carolina counties

Cancer Mortality Rate Per 100,000: Region Number represents the 11 North Carolina counties

Suicide Rate Per 100,000: Region Number represents the 11 North Carolina counties

Chlamydia Rate Per 100,000: Region Number represents the 11 North Carolina counties

Gonorrhea Rate Per 100,000: Region Number represents the 11 North Carolina counties

Percent Owner Occupied Housing: Region Number represents 11 of 14 counties excluding Anson, Chester and Stanly

Percent Renter Occupied Housing: Region Number represents 11 of 14 counties excluding Anson, Chester and Stanly

Crime Index Per 10,000: Region Number represents the 11 North Carolina counties

People in Motor Vehicle Accidents, Total: Region Number represents the 11 North Carolina counties

People in Motor Vehicle Accidents, Property Damage Only: Region Number represents the 11 North Carolina counties

People in Motor Vehicle Accidents, Fatality: Region Number represents the 11 North Carolina counties

People in Motor Vehicle Accidents, Non-fatal Injury: Region Number represents the 11 North Carolina counties

Investigated Workplace Fatalities: Region Number represents the 11 North Carolina counties

Percent Individuals Living in Poverty: Region Number represents 11 of 14 counties excluding Anson, Chester and Stanly

Percent Families Living in Poverty: Regional Number represents 10 of 14 counties excluding Anson, Chester, Lancaster and Stanly

Percent Births to Mothers Under Age 18: Region Number represents the 11 North Carolina counties

## Endnotes

### Rowan County Profile 2009

Elderly Assistance Rate: Region Number represents 11 of 14 counties excluding Anson, Chester, and Stanly

Percent of Workers 16 or Older Driving to Work Alone: Region Number represents 11 of 14 counties excluding Anson, Chester and Stanly

Percent of Workers Commuting More Than 25 Minutes: Region Number represents 11 of 14 counties excluding Anson, Chester, and Stanly

<sup>2</sup>Rowan County school data is represented by the Rowan-Salisbury school district and the Kannapolis City school district

<sup>3</sup>For the indicator, 'Percent Change in Public School Enrollment vs. Prior Year,' the 'County Percent Change' column contains the five year percent change in enrollment (that is, the most recent year's number of students enrolled is compared to enrollment from four years prior, instead of comparing the most recent annual percent change to the annual percent change of four years ago).

## Acknowledgements

Rowan County Profile 2009

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