



# Rowan County Data Profile

**Rowan County's Data Profile** is provided by the **Kentucky: By The Numbers** program in the Department of Community and Leadership Development for the Community Assessments conducted by the University of Kentucky's Cooperative Extension Service. These secondary data profiles supplement the survey, focus groups, and key informant interviews conducted in each county across the state through the County Extension Offices and coordinated by Community and Economic Development Initiative of Kentucky (CEDIK).

The overall goals for the Community Assessments are:

- To gain a better understanding of the county's pressing issues;
- To enhance Extension's place-based approach by providing information on locally relevant issues in counties;
- To gain a better understanding of how Extension can support important community change to improve Kentucky;
- To provide a statewide view of how top issues are distributed across the state.

For more information on the Community Assessment process, visit <https://extension.ca.uky.edu/communityassessment>

For additional data or other data-related assistance, contact: Dr. Julie N. Zimmerman ([jjimm@uky.edu](mailto:jjimm@uky.edu))

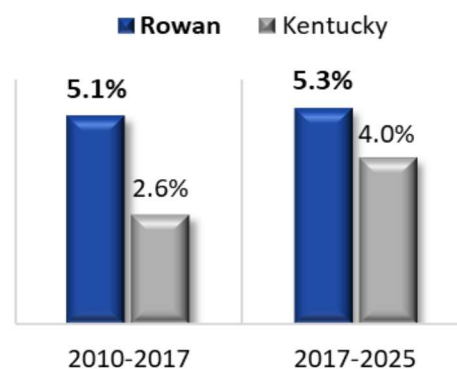
## County Demographics

Population	2010 <sup>1</sup>	2017 <sup>2</sup>	2025 <sup>3</sup>
Total	23,333	24,517	25,809
Ages 65 and over	2,860		4,122

	2010-2017 <sup>4</sup>
Net Migration (in/out)	794

Race/Ethnicity	2010 <sup>1</sup>	2016 <sup>5</sup>
White	22,286	23,096
Black or African American	341	430
Asian	179	201
Other and 2 or more races	233	296
Hispanic	294	428

**Percent Change Total Population<sup>6</sup>**  
2010-2017 and 2017-2025



- From 2010 to 2017, the total population in Rowan County **increased** by **1,184** people.<sup>2</sup>
- Between April 2010 and June 2017, there was an estimated **net in migration** of **794** people.<sup>4</sup>
- In 2016, the composition of Rowan County's population is estimated to be **94.5%** White, **1.8%** Black/African American, **0.8%** Asian, **1.2%** other and 2 or more races, and **1.8%** Hispanic.<sup>5</sup>
- From 2017 to 2025, the total population in Rowan County is **projected** to **increase** by **1,292** people.<sup>3</sup>
- As baby boomers are entering retirement, between 2010 and 2025 the population ages 65 and over in Rowan County are **projected** to **increase** by **44.1%** compared to 51.9% for the state as a whole.<sup>3</sup>



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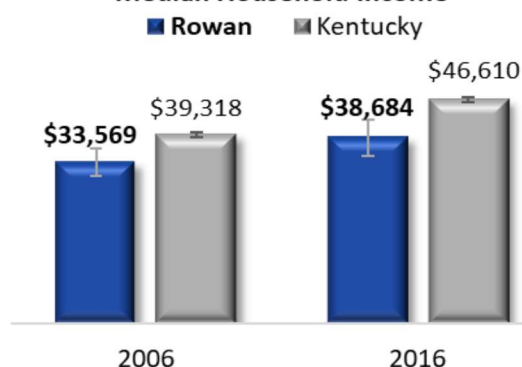
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## Rowan County Data Profile

### Families and Households

Families	2010 <sup>1</sup>	2012-2016 <sup>7</sup>
Married couple		
... with own children	1,509	1,420 (+/- 252)
Female householder		
... with own children	568	492 (+/- 176)
Male householder		
... with own children	221	287 (+/- 151)
Nonfamily households (live alone/unrelated)	3,377	3,389 (+/- 396)
<b>Poverty</b>		<b>2012-2016<sup>7</sup></b>
Percent of families with related children who are below poverty		25.9% (+/- 7.2%)
Percent 65 and over below poverty		18.9% (+/- 5.3%)

Median Household Income<sup>11</sup>



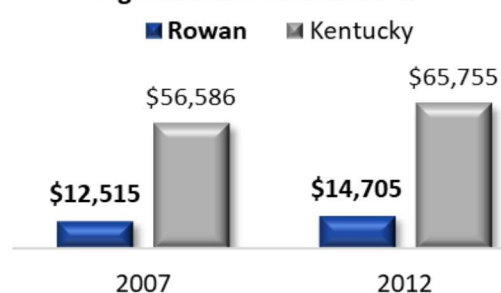
Grandparents living with and raising grandchildren <sup>3</sup>	<b>2012-2016<sup>7</sup></b> 320 (+/- 160)
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- In 2016, Rowan County's official poverty rate was **25.4%** (21.2% - 29.6%), compared to 18.2% (17.9% - 18.6%) for the state as a whole.<sup>8</sup>
- In 2017, there were **10** child care centers in Rowan County. Of these **9** were STARS certified.<sup>9</sup>
- Between 2012-2016, **4.8%** (+/-1.9%) of people ages 5 and over spoke a language other than English at home.<sup>7</sup>
- The Urban Institute estimates that **20%** people in Rowan County with a credit bureau record in 2016 had student loan debt compared to 16% for the state.<sup>10</sup>

### Agriculture (Data from the 2017 Ag Census will be available in 2019)

Farms*	2007 <sup>12</sup>	2012 <sup>13</sup>
Total number of farms	386	356
Percent of land in farms	27.9%	23.6%
Average farm size (acres)	129	119
		<b>2012<sup>13</sup></b>
Income from agri-tourism and recreational services		N/A
Number of farms marketing products directly to retail outlets		8
Average value per farm of agricultural products sold directly to individuals for human consumption		\$6,369

Average Per Farm - Market Value of  
Agricultural Products Sold<sup>14</sup>



<b>Percent of Principal Operators</b>	<b>2012<sup>13</sup></b>
... who are female	11.0%
... under age 35	5.6%
... farming as primary occupation	29.5%

- In 2012, the total market value of agricultural products sold in Rowan County was **\$5,235,000**.<sup>13</sup>
- Of the total market value of agricultural products sold, **48.1%** was the value of crops and **51.9%** was the value of livestock, poultry, and their products.<sup>13</sup>
- The total farm production expenses (average per farm) was **\$17,602** compared to \$62,002 for the state.<sup>13</sup>
- In Rowan County, there were **315** hired farm labor workers on **85** farms.<sup>13</sup>
- 94.7%** of farms were operated by a family or an individual compared to 91.0% for the state.<sup>13</sup>

\* A farm must sell at least \$5,000 to be defined as a farm operation.

## Rowan County Data Profile

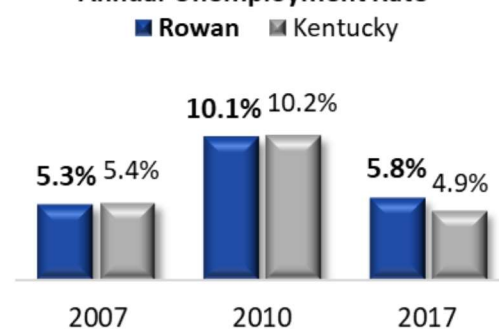
### Jobs, Economy, and Labor Force

<b>Jobs and Businesses</b>	<b>2010</b>	<b>2016</b>
Total Employment (# of jobs) <sup>15</sup>	12,673	13,216
Total Establishments (w/ employees) <sup>16</sup>	456	508
... % with 1-9 employees	70.8%	71.1%
... % with 10-20 employees	17.1%	15.9%
Total NonEmployer Establishments (w/o employees) <sup>17</sup>	1,421	1,396

#### Education

Percent of population 25 and over	<b>2012-2016<sup>7</sup></b>	
... with HS or higher	81.0% (+/- 2.7%)	
... with bachelors or higher	26.6% (+/- 2.9%)	
	<b>Men</b>	<b>Women</b>
Median Earnings (2012-16) <sup>7</sup>	\$25,204 (+/- \$3,399)	\$16,997 (+/- \$4,241)

#### Annual Unemployment Rate<sup>20</sup>



#### Avg Weekly Wage<sup>18</sup>

	<b>2017</b>
... All Industries (Private & Govt)	\$655
... Goods-producing (Private)	\$801
... Service-providing (Private)	\$583

- In 2017, the number of private establishments covered by unemployment insurance in Rowan County was **56** for goods-producing, **462** for service-providing, and **48** for hospitality & leisure.<sup>18</sup>
- Between 2012 and 2016, of the **9,791** (+/- 589) workers ages 16 and over, **76.3%** (+/- 3.9%) worked inside the county, **22.5%** (+/- 0.8%) worked outside the county and **1.2%** (+/- 0.8%) worked outside Kentucky.<sup>7</sup>
- Between 2012 and 2016, **4.8%** (+/- 2.4%) of workers ages 16 and over who worked full-time year round were below poverty compared to 3.5% (+/- 0.1%) for the state as a whole.<sup>7</sup>
- 19.9%** of 2016 HS graduates in the county earned an industry certificate compared to 19.2% for the state.<sup>19</sup>

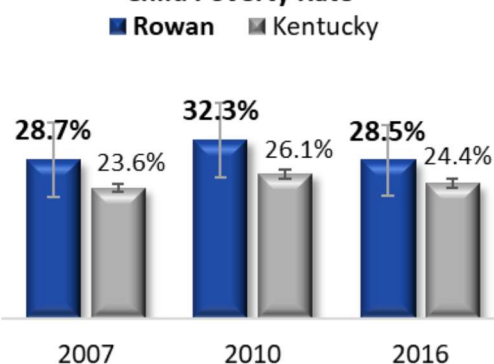
### Youth

<b>Population by Age</b>	<b>2010<sup>1</sup></b>	<b>2017<sup>2</sup></b>	<b>2025<sup>3</sup></b>
Under 5 years old	1,353	1,332	1,420
5-9 years old	1,203	1,286	1,323
10-14 years old	1,249	1,251	1,491
15-19 years old	2,462	2,672	2,510

#### Children by Relationship to Householder

	<b>2012-2016<sup>7</sup></b>
... Own Children (Biological, Adopted, Stepchild)	3,678 (+/- 301)
... Grandchild	520 (+/- 280)
... Other Relative	91 (+/- 83)
... Foster/Unrelated	211 (+/- 125)

#### Child Poverty Rate<sup>23</sup>



**22.8%** of students entered KY public postsecondary institutions underprepared in one or more subjects (2015).<sup>21</sup>

- Between 2012-2016, there were an estimated **82** (+/- 51) youth ages 5-17 who had a disability.<sup>7</sup>
- 39.6%** of 3<sup>rd</sup> grade students in Rowan County scored proficient or distinguished on math in the 2015-16 school year compared to 47.7% for the state.<sup>22</sup>
- 1,735** (+/- 449) youth under age 18 lived in households that received supplemental security income (SSI), cash public assistance, or food stamps/SNAP in the past 12 months (2012-2016).<sup>7</sup>

# Rowan County Data Profile

## Health and Wellness

### Percent of Adults

... reporting poor or fair health (2016) <sup>24</sup>	24.1% (23.2%-25.0%)
... with hypertension (2013-15) <sup>25</sup>	38.9% (30.8%-47.6%)
... with obesity (2014-16) <sup>25</sup>	35% (28.0%-42.1%)
... with diabetes (2014-16) <sup>25</sup>	10.4% (7.0%-15.2%)

### Number of Individuals

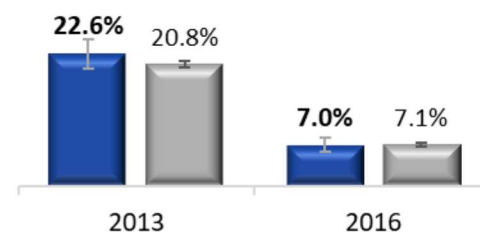
... receiving SNAP (food stamps) (2017) <sup>26</sup>	4,092
... who are food insecure (2016 estimate) <sup>27</sup>	4,140

### Number of Overdoses<sup>28</sup>

	<u>2008-2010</u>	<u>2015-2017</u>
... fatal overdoses	15	19
... nonfatal overdoses	239	378

### Percent of Population Ages 18-64 who are Uninsured<sup>29</sup>

■ Rowan ■ Kentucky



### Number of Care Providers<sup>24</sup>

... Primary Care Physicians (2015)	22
... Dentists (2016)	16
... Mental Health Providers (2017)	105

- The estimated food insecurity rate for Rowan County is **17.0%**, compared to 15.5% for the state.<sup>27</sup>
- From 2010 to 2016, the number of grocery stores **decreased** by **60.0%**, from **10** to **4** stores.<sup>16</sup>
- In 2013-2015, **27.6%** (23.9%-31.9%) of adults ages 20 and over reported no leisure time physical activity.<sup>24</sup>
- The Urban Institute estimates that **38%** of people in Rowan County with a credit bureau record in 2016 had medical debt in collections compared to 27% for the state as a whole.<sup>10</sup>
- **15.3%** (10.9%-21.0%) of adults reported that there was a time in past year when they needed to see a doctor but could not because of the cost.<sup>25</sup>

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- Chart: 2006 and 2016 Small Area Income and Poverty Estimates (SAIPE). U.S. Census Bureau.
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- 2012 Census of Agriculture. U.S. Department of Agriculture.
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<https://apps.urban.org/features/debt-interactive-map/>

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Kentucky State Data Center. <https://factfinder.census.gov>

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Map the Meal Gap. <http://map.feedingamerica.org/>

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Small Area Health Insurance Estimates (SAHIE).

<https://www.census.gov/programs-surveys/sahie.html>

Small Area Income and Poverty Estimates (SAIPE).

<https://www.census.gov/programs-surveys/saie.html>

Additional data are also available at:

Kentucky: By The Numbers (<http://www2.ca.uky.edu/snarl/index.htm>), the FCS Building Strong Families profiles (<http://hes.uky.edu/StrongFamilies>), and the CEDIK county profiles (<https://cedik.ca.uky.edu/CountyDataProfiles>).