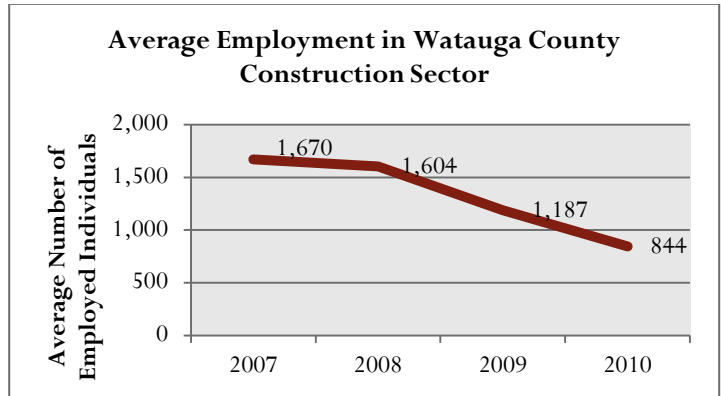
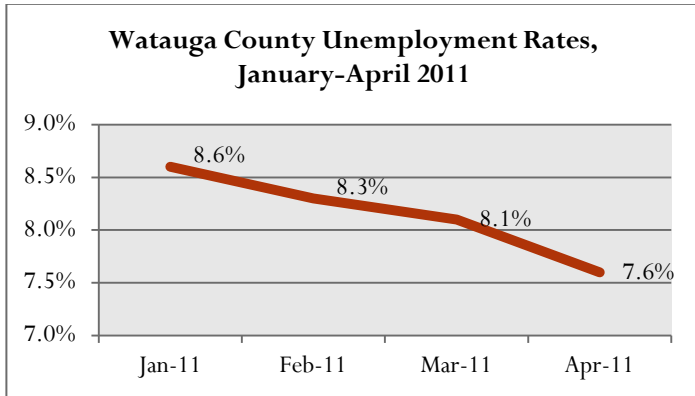


Watauga County

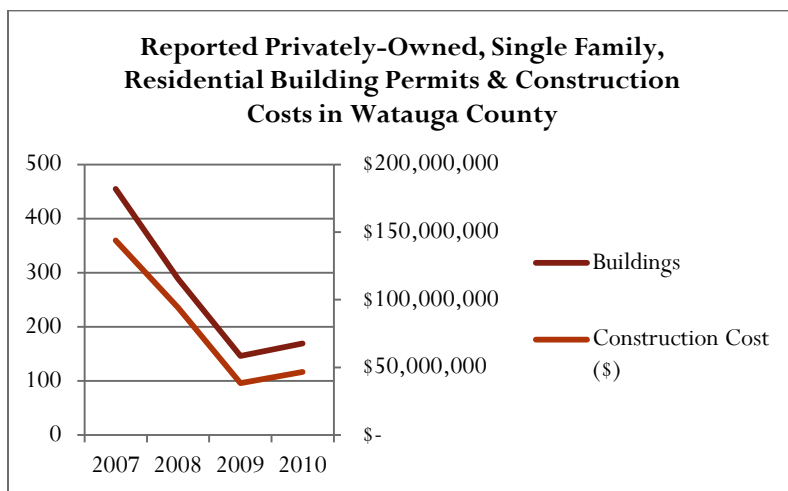
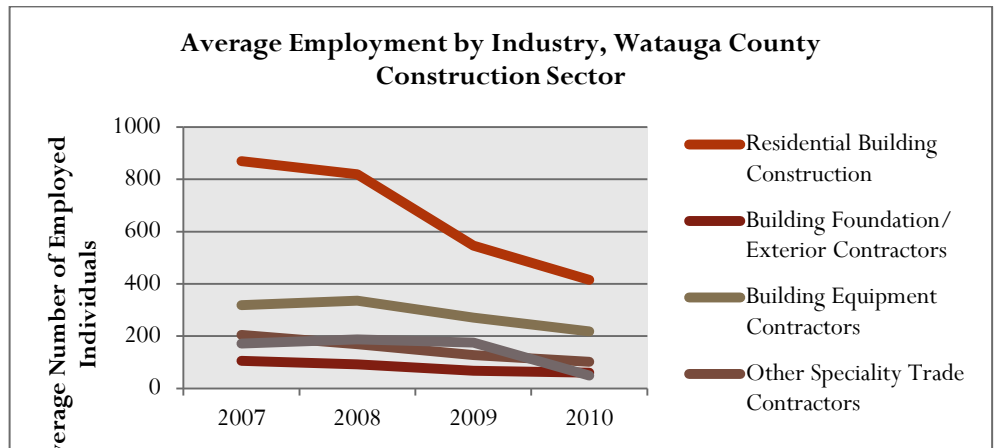
SNAPSHOT



[SOURCE: ESC OF NC, LABOR MARKET INFORMATION DIVISION, QUARTERLY CENSUS OF EMPLOYMENT AND WAGE (QCEW), 2007-2010]

Quick Facts

- Watauga County covers 313 square Miles
- Population of 42,695 (2010 Census)

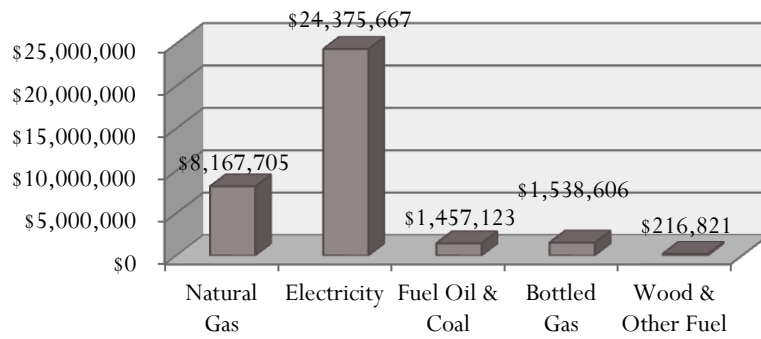


NOTE: DATA IS MISSING WHEN EITHER (A) 80% OF THE EMPLOYMENT AND/OR WAGES CAME FROM ONE EMPLOYER, (B) THERE WERE TWO OR FEW EMPLOYERS IN THAT INDUSTRY, OR (C) THERE WAS NO PRESENCE OF THAT INDUSTRY FOR THAT YEAR.

[SOURCE: ESC OF NC, LABOR MARKET INFORMATION DIVISION, QUARTERLY CENSUS OF EMPLOYMENT AND WAGE (QCEW), 2007-2010]

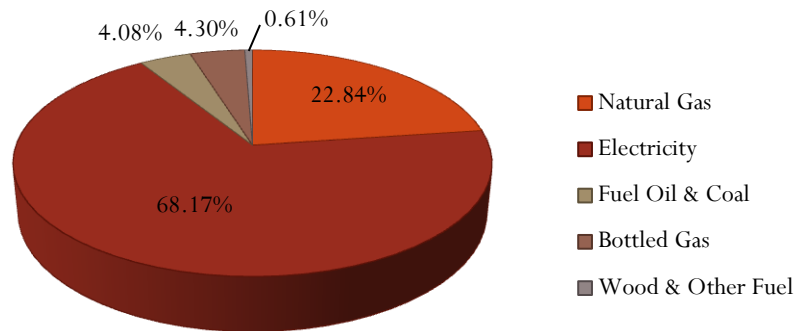
[SOURCE: U.S. CENSUS BUREAU]

2009 Total Energy Expenditures, Watauga County



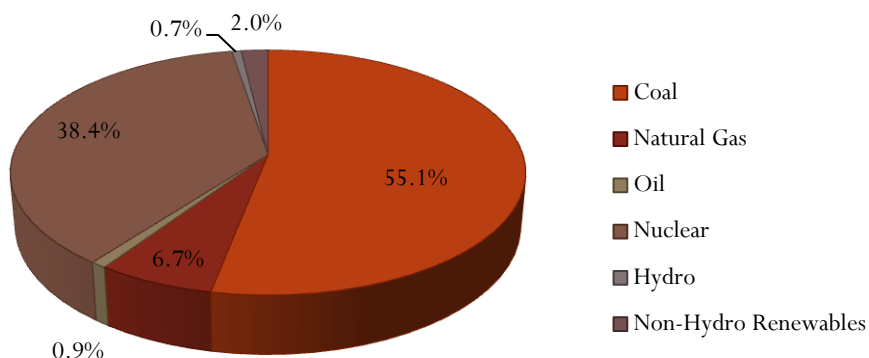
[SOURCE: ECONOMIC DEVELOPMENT INTELLIGENCE SYSTEM (EDIS), COMMUNITY DEMOGRAPHICS DATABASE, COUNTY REPORT]

Watauga County 2009 Energy Expenditures



[SOURCE: ECONOMIC DEVELOPMENT INTELLIGENCE SYSTEM (EDIS), COMMUNITY DEMOGRAPHICS DATABASE, COUNTY REPORT]

Sources of Watauga County's Electricity Use



[SOURCE: DUKE ENERGY; PROGRESS ENERGY; REPRESENTS NEARLY 100% OF WATAUGA COUNTY'S ELECTRICITY USAGE]

WATAUGA COUNTY HOUSING
STOCK:

Pre-1970 Homes: 7,558 (27.93%)

Post-1970 Homes: 19,506 (72.07%)

Manufactured Homes: 2,273 (8.40%)

[Source: NCSEA 2011 Clean Energy Data Book]

WATAUGA COUNTY
ELECTRICITY USAGE &
POTENTIAL SAVINGS:

Avg. Annual Residential Usage:
13,741 kWh/year

Avg. Residential Elec. Rate:
\$0.086760/kWh

1st Year Savings from Retrofitting All
Pre-1970 Homes to be 30% More
Energy Efficient: **\$2,703,124.35**

1st Year Savings from Retrofitting All
Manufactured Homes to be 30% More
Energy Efficient: **\$812,940.15**

Note: Average NC electricity usage is based off of
EMC customer consumption; Energy savings
calculations are based off average NC electricity
consumption & average Watauga County electricity
rate.

[Sources: NCSEA 2011 Clean Energy Data Book;
local utilities excluding EnergyUnited EMC &
Rutherford EMC]

Energy Efficiency & Renewable
Energy Quick Facts:

Watauga County Has...

- 13 Registered or Certified Energy Efficient Buildings (commercial & government)
- 28 Existing Clean Energy Firm
- 5 Registered Solar Systems (electric/PV only)
- 3 Registered Wind Systems
- 1 Registered Biomass System
- 1 Registered Hydroelectric System
- 19 Registered Geothermal Systems (vertical bore only)
- 436.4 kW of installed renewable energy capacity = 2,104,982 kWh annually