

Select Rankings

- Asheville's River Arts District awarded the #1 Best Arts District in the U.S.
— USA Today, 2026
- Asheville named the #1 'Wellness Town' in America
—EatingWell, 2026
- Asheville placed 4th on the list of "The 10 Best U.S. Mountain Towns to Live in Year-round."
—Travel + Leisure, 2026
- Asheville selected as 2025 "Nicest Place in America"
—Reader's Digest, 2025

Population	2014	2024	% Change
Asheville City	85,783	94,535	10%
Buncombe County	244,599	274,360	12%
Asheville MSA	374,192	414,711	11%
North Carolina	9,750,405	10,730,404	10%

Source: U.S. Census Bureau, 2010-2014 and 2020-2024 American Community Survey, 5-year Estimates

Cost of Living Index - All Items

National Average	100
New York, NY	239.0
Asheville, NC	106.8
Chapel Hill, NC	106.6
Nashville, TN	98.5
Charleston, SC	96.3
Raleigh, NC	94.8
Atlanta, GA	94.7

Source: C2ER Cost of Living Index, 2025

Household Income	Avg.	Median
Asheville MSA	\$100,473	\$78,838
Buncombe County	\$105,560	\$74,436
North Carolina	\$101,208	\$72,388
United States	\$113,530	\$80,734

Source: U.S. Census Bureau, 2020-2024 American Community Survey, 5-year Estimates

Taxes

Current Sales Tax Rate (Buncombe)	7.00%
NC Individual Income Tax Rate	4.0%
NC Corporate Income Tax Rate	2.0%

Sources: Buncombe County Tax Department; NC Department of Revenue

Average Home Sale Price

2024 - \$569,448	Closed Sales - 6,078
2025 - \$556,296	Closed Sales - 6,559

Source: Canopy MLS, for Asheville MSA

Estimated Median Rent - Asheville MSA

2023	\$1,223
2024	\$1,296

Source: U.S. Census Bureau, 2019-2023 & 2020-2024, American Community Survey, 5-year Estimates

Reported Crime

	Violent Offenses	Property Offenses
Asheville Police Department (2024)	763	3,771
Asheville Police Department (2025)	715	4,178
% Change	-6%	11%
Buncombe County Sheriff's Office (2024)	179	1,250
Buncombe County Sheriff's Office (2025)	223	1,136
% Change	25%	-9%

Source: FBI Uniform Crime Reporting

New Residential Housing	2024	2025
New Building Permits	5,738	3,238
Value of New Permits	\$1.46B	\$1.09B

Source: U.S. Census Bureau, for Asheville MSA

Education

K-12 Public Schools	Student Enrollment
Asheville City	3,768
Buncombe County	21,674

Source: NCDPI, 2024-2025 school year

Colleges / Universities

Western Carolina University*	11,686
Asheville-Buncombe Technical	6,510
UNC Asheville	3,056
Blue Ridge Community College	2,723
Lenoir-Rhyne University*	2,256
Haywood Community College	1,395
Mars Hill University	1,110
Montreat College	962
Warren Wilson College	791

*satellite location in Asheville

Source: National Center for Education Statistics, IPEDS, Fall 2024

Major Industry Employment ≥ 10%

	% of Total*
Education & Health Services	19%
Leisure & Hospitality	13%
Government	13%
Retail Trade	13%
Professional & Business Services	10%
Manufacturing	10%

*Total Nonfarm Employment of 185,300

Source: U.S. Bureau of Labor Statistics, 2025 Annual Average, for Asheville MSA

Climate

	Avg. Min °F	Avg. Max °F		Avg. Min °F	Avg. Max °F
January	24.8	51.6	July	68.7	78.0
February	28.8	50.3	August	67.3	76.7
March	33.5	56.8	September	60.2	74.1
April	48.0	61.2	October	50.0	65.1
May	57.0	69.4	November	41.2	56.0
June	64.7	76.8	December	29.6	51.1

Source: National Oceanic and Atmospheric Administration, 1857-2025 Normals

Transportation

Airport	Asheville Regional Airport
Interstate Highways	I-26; I-40; I-240
US Highways	US 19/23; 25; 25A; 70; 74
Local Bus Service	Asheville Transit System - 18 Routes
Railroad	Norfolk Southern, Blue Ridge Southern
Motor Freight	At least 30 Motor Freight Carriers in Asheville

More Research Reports at: AshevilleChamber.org/Research-Economy/

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