

2018 Prosperity Zone Data Books

June 2018

North Central Prosperity Zone

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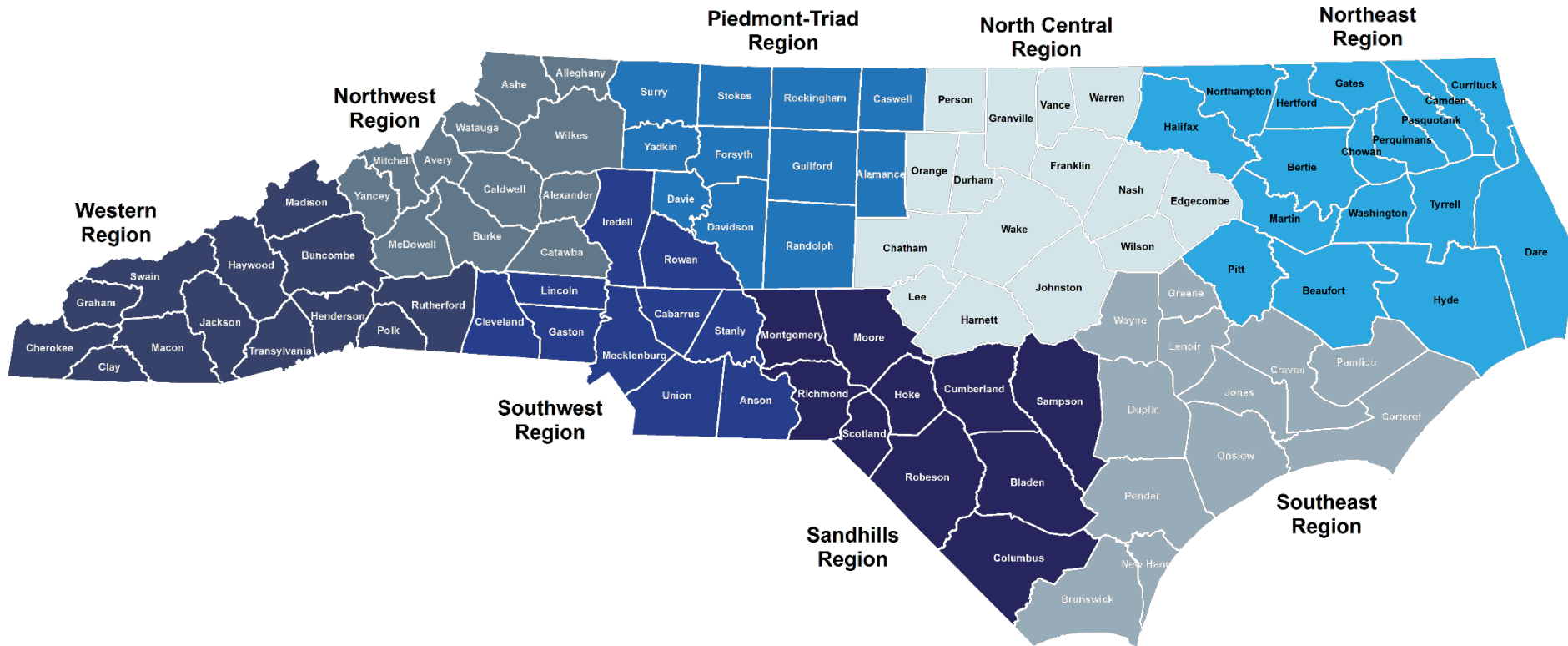
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North Carolina Prosperity Zones

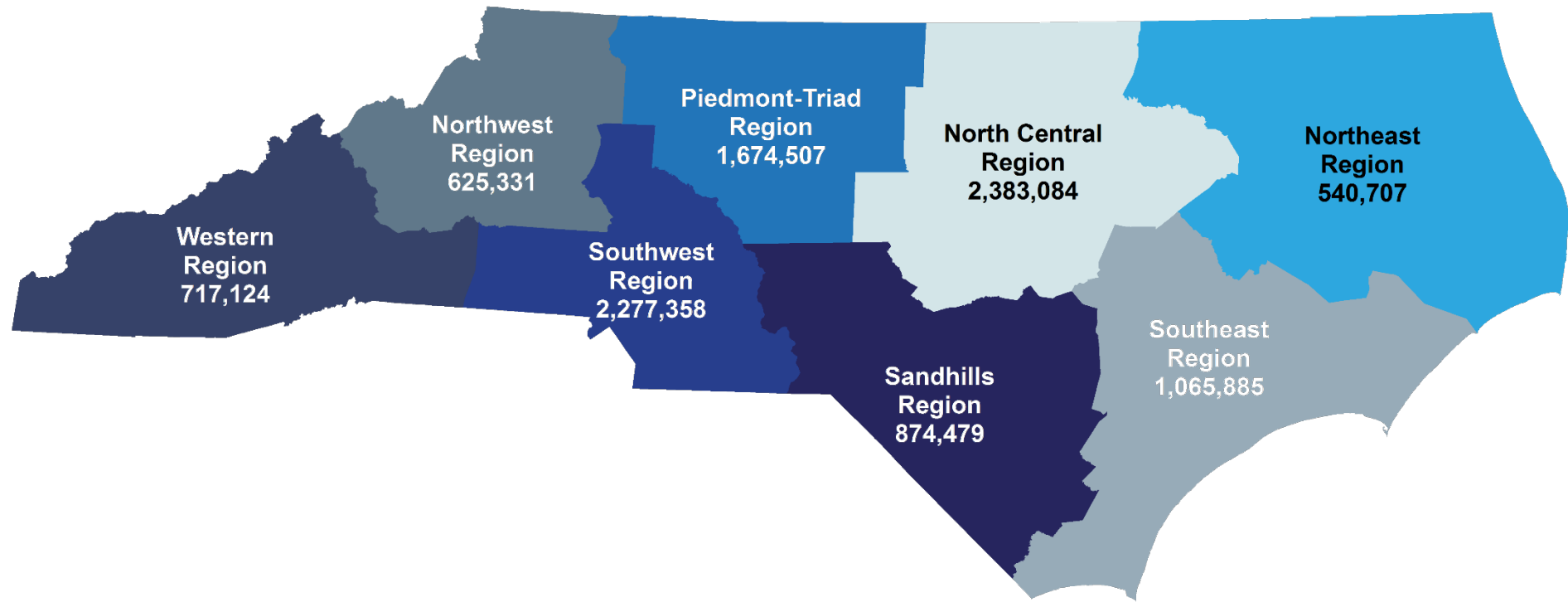


North Central Region



Prosperity Zone Population Estimates

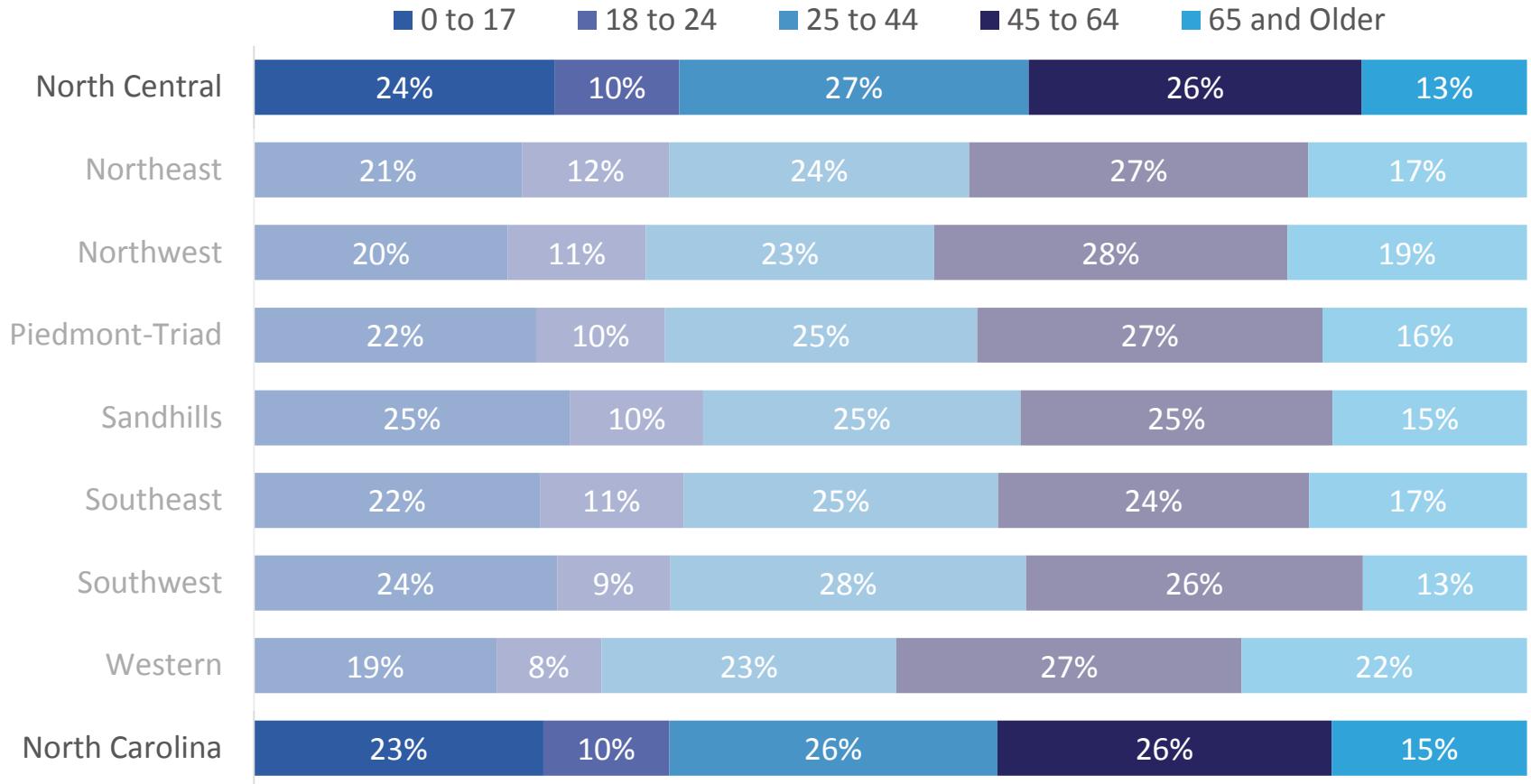
2016



Source: North Carolina Office of State Budget and Management

Population by Age Group

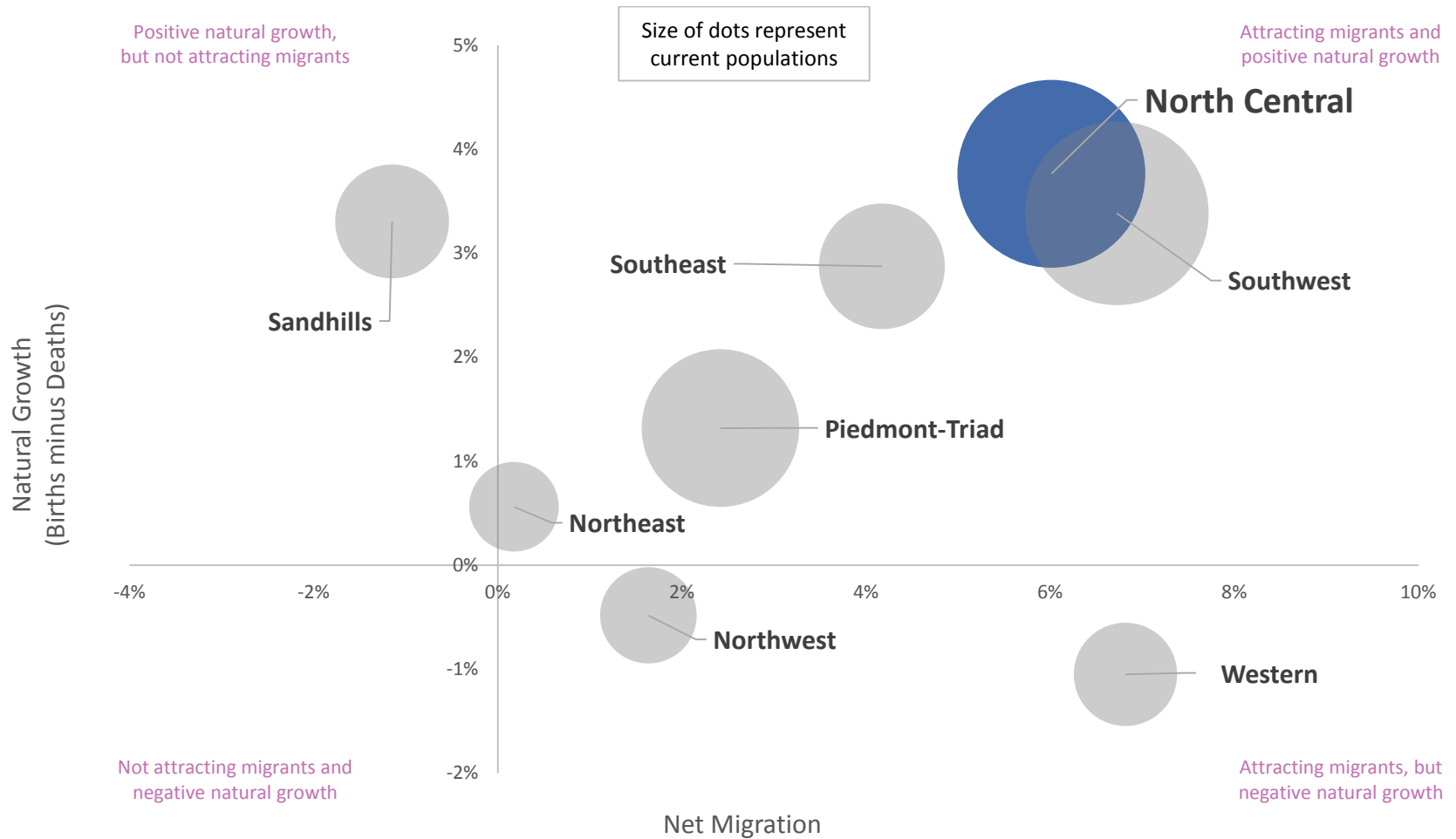
2016



Source: North Carolina Office of State Budget and Management

Components of Population Growth

2010 to 2016

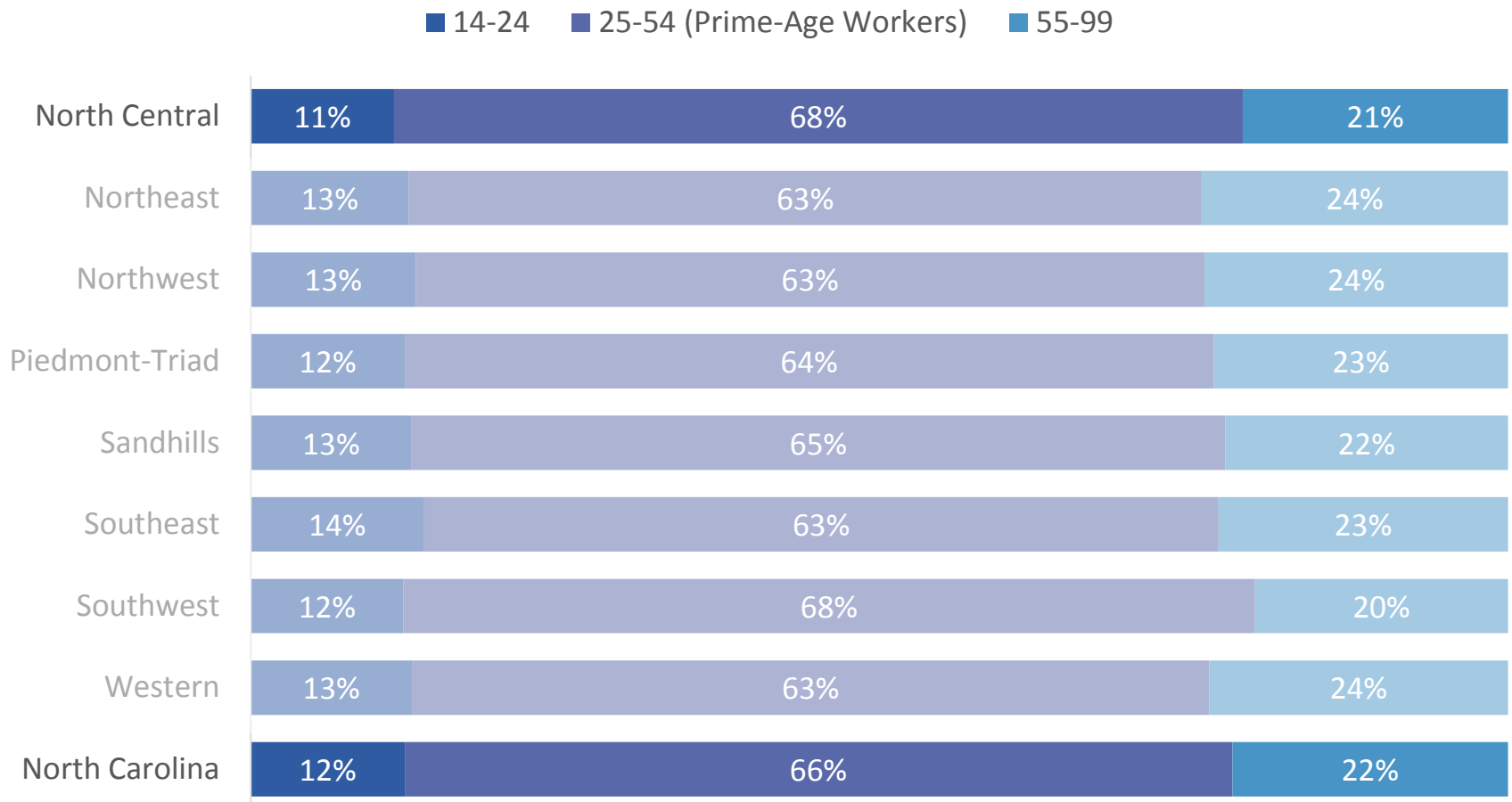


Source: North Carolina Office of State Budget and Management

Note: Migration calculated relative to most recent Census year (2010).

Job Holders by Age Group

2016



Source: US Census Bureau, Quarterly Workforce Indicators

Labor Force and Population

	2006 Population	2016 Population	Population Change	2006 Labor Force	2016 Labor Force	Labor Force Change
Chatham	57,687	73,176	26.9%	32,468	34,487	6.2%
Durham	246,323	302,332	22.7%	134,474	161,943	20.4%
Edgecombe	55,301	54,248	-1.9%	24,278	22,398	-7.7%
Franklin	55,396	64,925	17.2%	26,831	29,315	9.3%
Granville	55,252	58,919	6.6%	24,261	29,251	20.6%
Harnett	102,373	128,597	25.6%	46,730	51,407	10.0%
Johnston	148,939	188,761	26.7%	74,090	91,492	23.5%
Lee	54,390	58,907	8.3%	26,237	26,202	-0.1%
Nash	91,229	94,280	3.3%	44,817	43,881	-2.1%
Orange	124,593	141,704	13.7%	67,112	74,856	11.5%
Person	37,791	39,712	5.1%	19,162	18,016	-6.0%
Vance	44,653	45,113	1.0%	18,773	17,984	-4.2%
Wake	786,754	1,029,789	30.9%	427,016	556,100	30.2%
Warren	20,445	20,469	0.1%	7,886	7,135	-9.5%
Wilson	77,448	82,152	6.1%	39,775	36,448	-8.4%
North Central	1,958,574	2,383,084	21.7%	1,013,910	1,200,915	18.4%
North Carolina	8,890,380	10,158,475	14.3%	4,444,967	4,854,828	9.2%

Source: NC Dept. of Commerce, Local Area Unemployment Statistics (LAUS); NC Office of State Budget and Management

County Median Household Income

	Median Household Income 2012-2016, 5-Year Estimates	% Greater or Less than North Carolina
Chatham	\$58,555	21.3%
Durham	\$54,093	12.1%
Edgecombe	\$32,298	-33.1%
Franklin	\$44,272	-8.3%
Granville	\$50,317	4.3%
Harnett	\$47,930	-0.7%
Johnston	\$51,980	7.7%
Lee	\$46,402	-3.8%
Nash	\$43,804	-9.2%
Orange	\$61,130	26.7%
Person	\$43,297	-10.3%
Vance	\$32,733	-32.2%
Wake	\$70,620	46.3%
Warren	\$33,913	-29.7%
Wilson	\$40,260	-16.6%
North Carolina	\$48,256	N/A

Source: US Census Bureau, American Community Survey, 5-year estimates

County Average Annual Wages

	2012 Average Annual Wages (in 2017 dollars)	2017 Average Annual Wages	% Change	% Greater or Less than North Carolina
Chatham	\$35,504	\$37,223	4.8%	-23.9%
Durham	\$69,505	\$67,070	-3.5%	37.1%
Edgecombe	\$39,043	\$35,422	-9.3%	-27.6%
Franklin	\$36,679	\$41,614	13.5%	-14.9%
Granville	\$42,385	\$43,823	3.4%	-10.4%
Harnett	\$32,715	\$34,439	5.3%	-29.6%
Johnston	\$36,265	\$38,980	7.5%	-20.3%
Lee	\$40,618	\$39,758	-2.1%	-18.7%
Nash	\$38,314	\$38,971	1.7%	-20.3%
Orange	\$52,649	\$54,343	3.2%	11.1%
Person	\$37,145	\$39,791	7.1%	-18.6%
Vance	\$33,872	\$34,432	1.7%	-29.6%
Wake	\$51,584	\$55,922	8.4%	14.3%
Warren	\$32,725	\$30,870	-5.7%	-36.9%
Wilson	\$41,656	\$42,368	1.7%	-13.4%
North Central	\$51,433	\$53,678	4.4%	9.7%
North Carolina	\$46,067	\$48,911	6.2%	N/A

Source: NC Dept. of Commerce, Quarterly Census of Employment & Wages (QCEW)

Where North Central Residents Work

Primary Jobs, 2015

County of Work	North Central Residents Working	% of Working North Central Residents
Wake, NC	416,867	43.3%
Durham, NC	152,273	15.8%
Orange, NC	49,539	5.1%
Johnston, NC	33,425	3.5%
Mecklenburg, NC	30,824	3.2%
Nash, NC	30,477	3.2%
Wilson, NC	24,706	2.6%
Guilford, NC	18,135	1.9%
Lee, NC	17,332	1.8%
Harnett, NC	14,823	1.5%
All Other Locations	174,973	18.2%

Source: US Census Bureau, Longitudinal Employer-Household Dynamics (LEHD)

Commuting Patterns

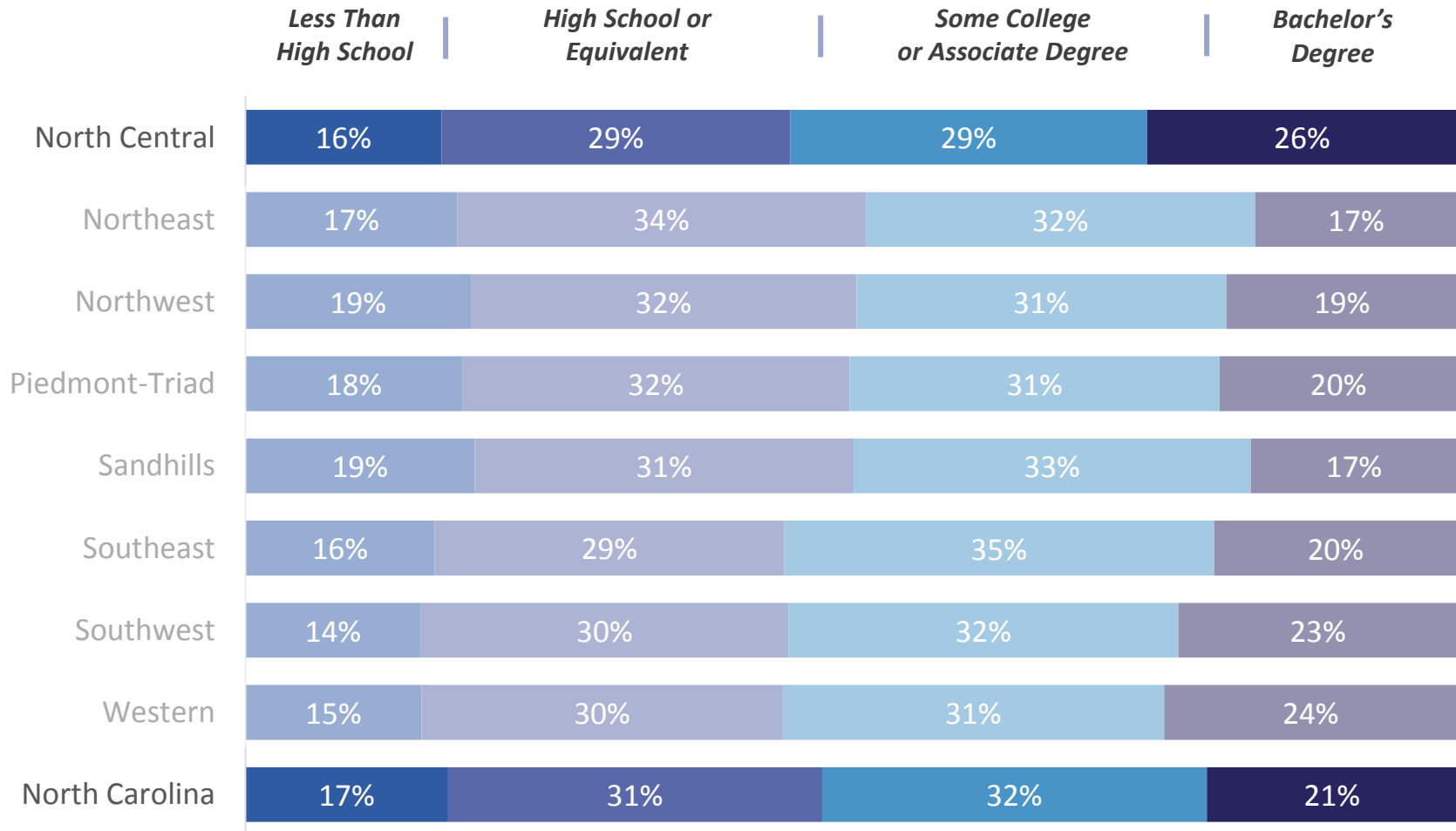
Primary Jobs, 2015

	Employed in County, Live Outside	Live in County, Employed Outside	Employed and Live in County
Chatham	8,997	20,551	5,124
Durham	119,017	61,547	61,230
Edgecombe	7,984	14,171	5,550
Franklin	6,619	20,823	4,388
Granville	8,883	17,355	5,496
Harnett	13,444	30,814	8,959
Johnston	22,911	53,054	20,652
Lee	13,870	12,354	9,693
Nash	22,869	19,002	17,298
Orange	43,036	35,818	20,406
Person	4,186	10,240	4,882
Vance	8,484	10,744	5,740
Wake	250,010	148,509	298,956
Warren	1,490	4,985	1,414
Wilson	19,097	15,706	14,934

Source: US Census Bureau, Longitudinal Employer-Household Dynamics (LEHD)

Educational Attainment, Age 25+

5-Year Estimates, 2012-2016



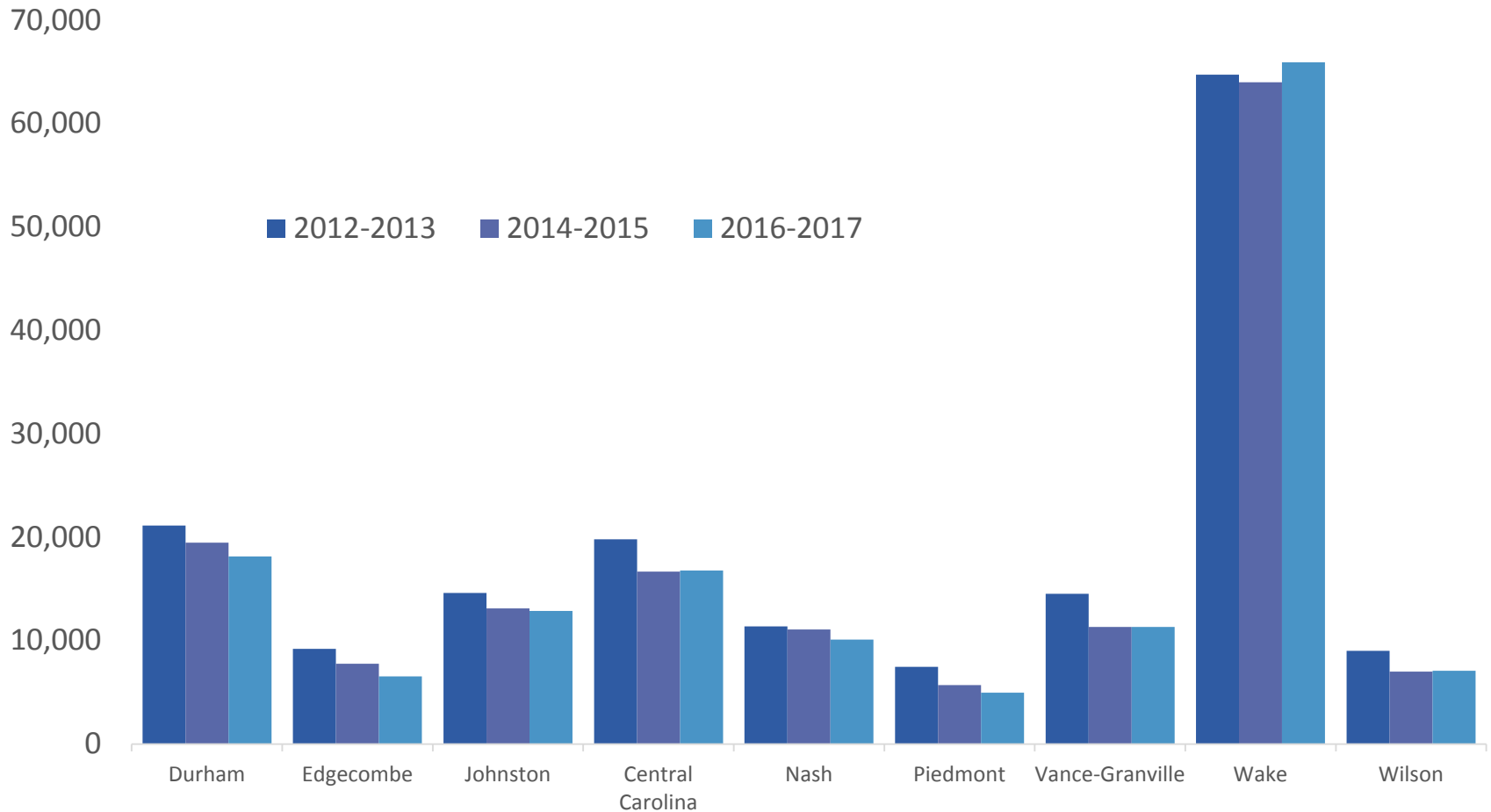
Source: US Census Bureau, American Community Survey, 5-year estimates

High School Graduation Rates

	2016-2017 Student Population	2016-2018 Graduation Rate (%)	Relative to NC
Chatham County Schools	653	87.7%	1.2%
Durham Public Schools	2,668	81.4%	-5.1%
Edgecombe County Public School	461	80.7%	-5.8%
Franklin County Schools	661	85.3%	-1.2%
Granville County Schools	746	84.3%	-2.2%
Harnett County Schools	1,463	81.5%	-5.0%
Johnston County Schools	2,580	92.2%	5.7%
Lee County Schools	817	90.1%	3.6%
Nash-Rocky Mount Schools	1,290	84.3%	-2.2%
Orange County Schools	623	89.1%	2.6%
Chapel Hill-Carrboro Schools	897	89.6%	3.1%
Person County Schools	363	78.8%	-7.7%
Vance County Schools	507	81.9%	-4.6%
Wake County Schools	11,826	88.5%	2.0%
Warren County Schools	164	79.3%	-7.2%
Wilson County Schools	1,085	75.9%	-10.6%
North Carolina	115,730	86.5%	

Source: NC Dept. of Public Instruction, NC Public Schools Statistical Abstract

Community College Enrollment



Source: NC Community Colleges, Statistical Reports

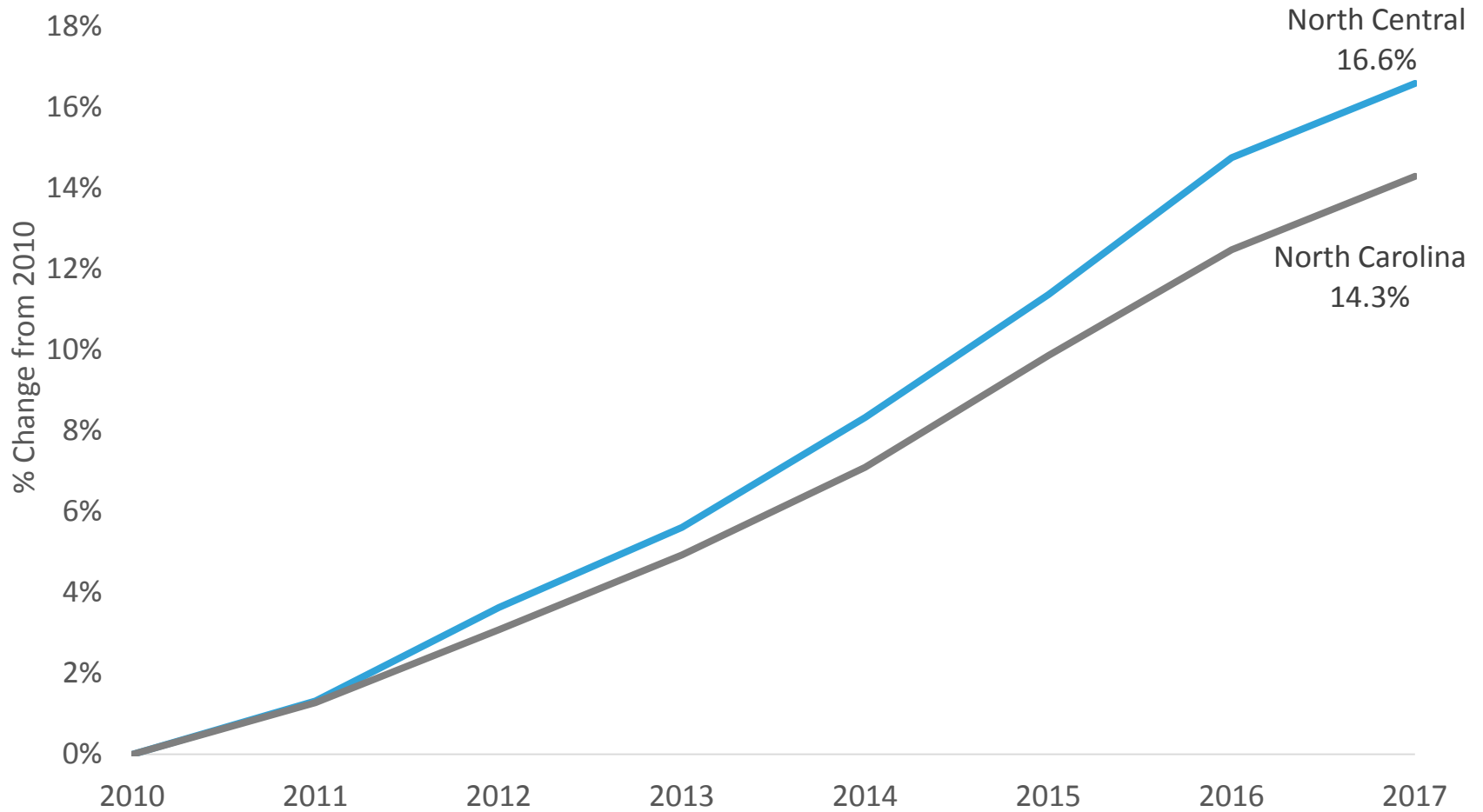
Note: Enrollments represent unduplicated headcount of students enrolled in curriculum and continuing education courses.

Average Annual Unemployment Rates

	2009	2011	2013	2015	2017
Chatham	7.9%	8.1%	6.3%	4.7%	3.9%
Durham	7.8%	8.1%	6.3%	5.0%	4.1%
Edgecombe	15.8%	15.5%	13.0%	9.6%	7.8%
Franklin	10.3%	10.7%	8.3%	5.9%	4.7%
Granville	10.5%	8.9%	6.8%	4.9%	3.9%
Harnett	11.4%	11.4%	9.2%	6.7%	5.1%
Johnston	9.9%	9.5%	7.1%	5.2%	4.2%
Lee	14.2%	12.3%	10.1%	7.2%	5.2%
Nash	12.0%	12.5%	10.3%	7.3%	6.1%
Orange	6.5%	6.5%	5.3%	4.6%	3.8%
Person	11.3%	11.9%	10.1%	6.8%	4.7%
Vance	13.7%	14.9%	11.5%	8.6%	6.3%
Wake	8.3%	7.9%	6.0%	4.7%	3.9%
Warren	13.2%	14.0%	11.0%	8.3%	6.9%
Wilson	12.6%	13.9%	11.8%	9.5%	7.3%
North Central	9.3%	9.1%	7.1%	5.4%	4.4%
North Carolina	10.6%	10.3%	8.0%	5.7%	4.6%

Source: NC Dept. of Commerce, Local Area Unemployment Statistics (LAUS)

Change in Average Annual Jobs



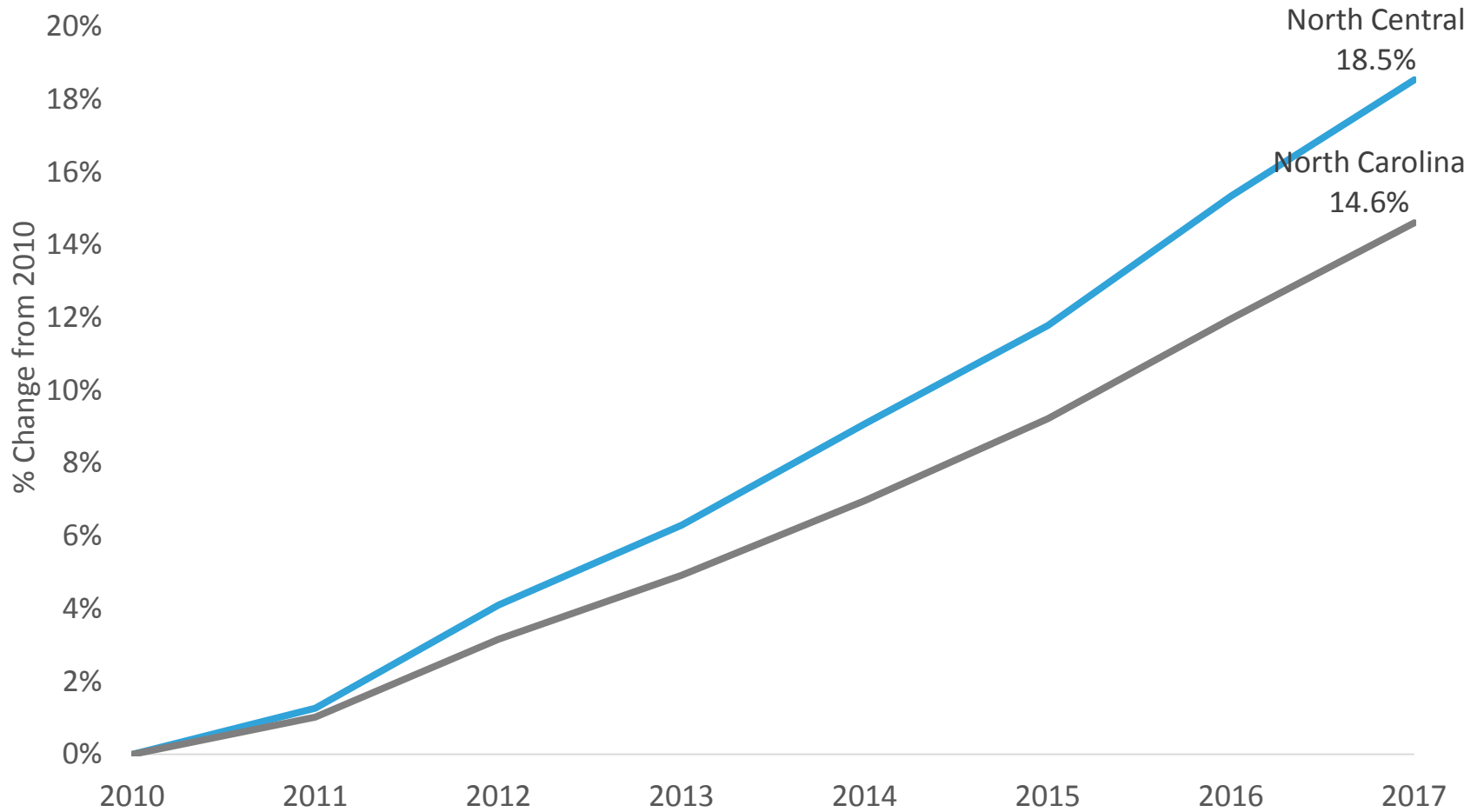
Source: NC Dept. of Commerce, Quarterly Census of Employment & Wages (QCEW)

Employed Workers

	2012 Employed	2017 Employed	Change
North Central	1,031,543	1,174,561	143,018
Northeast	222,544	231,453	8,909
Northwest	260,738	280,203	19,465
Piedmont-Triad	728,434	779,143	50,709
Sandhills	312,329	324,278	11,949
Southeast	407,096	439,808	32,712
Southwest	991,615	1,164,958	173,343
Western	291,383	322,430	31,047
North Carolina	4,245,675	4,716,832	471,157

Source: NC Dept. of Commerce, Local Area Unemployment Statistics (LAUS)

Change in Employed Workers



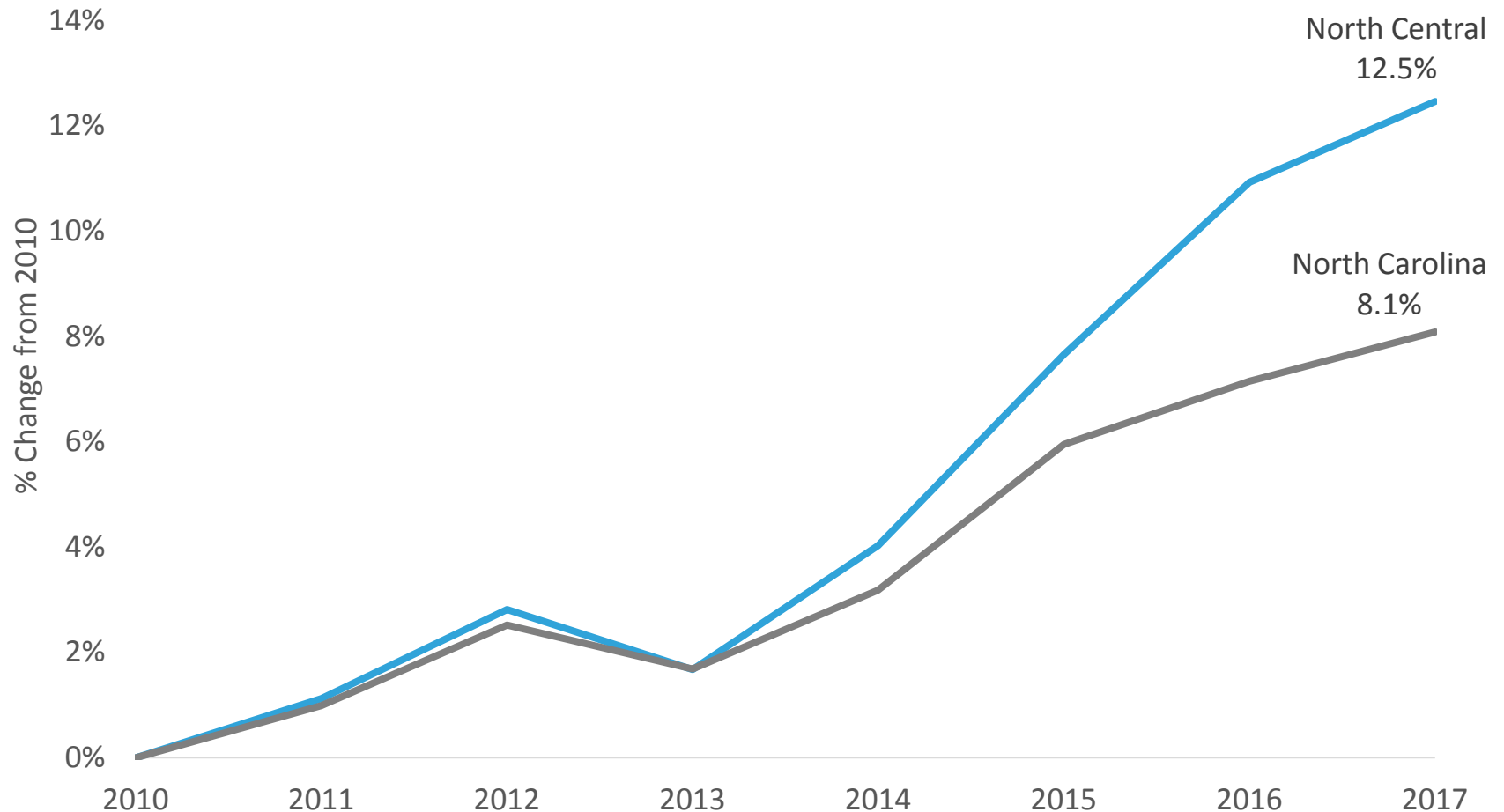
Source: NC Dept. of Commerce, Local Area Unemployment Statistics (LAUS)

Business Establishments

	2012 Establishments	2017 Establishments	Change
North Central	57,890	63,322	9.4%
Northeast	13,191	12,700	-3.7%
Northwest	14,101	13,834	-1.9%
Piedmont-Triad	38,202	38,184	-0.0%
Sandhills	16,418	16,073	-2.1%
Southeast	24,352	25,172	3.4%
Southwest	59,423	65,393	10.0%
Western	19,407	20,596	6.1%
North Carolina	258,708	272,749	5.4%

Source: NC Dept. of Commerce, Quarterly Census of Employment & Wages (QCEW)

Change in Business Establishments



Source: NC Dept. of Commerce, Quarterly Census of Employment & Wages (QCEW)

Industry Employment

North Central



Source: NC Dept. of Commerce, Quarterly Census of Employment & Wages (QCEW)

Concentration of Industry Employment

Minimum 1,000 Jobs in the Region

Industry	2017 Location Quotient	2017 Jobs
Computer and Electronic Product Manufacturing	2.91	22,739
Chemical Manufacturing	2.66	16,340
Textile Mills	2.62	2,215
Publishing Industries (except Internet)	2.36	12,839
State Government	2.31	93,041
Beverage and Tobacco Product Manufacturing	1.88	3,667
Educational Services	1.61	46,602
Telecommunications	1.51	8,908
Electrical Equipment, Appliance, and Component Manufacturing	1.31	3,784
Professional, Scientific, and Technical Services	1.29	86,804

Source: *Economic Modeling Specialists International*

Location Quotient is a ratio that illustrates the state's employment concentration within a particular industry compared to the nation. Calculated as: $(NC \times \text{industry employment} / NC \text{ total employment}) / (US \times \text{industry employment} / US \text{ total employment})$

Projected Growth Industries

Raleigh-Durham

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Professional, Scientific, and Technical Services	161,086	207,830	46,744
Educational Services	202,100	228,100	26,000
Food Services and Drinking Places	73,201	91,663	18,462
Hospitals	54,822	68,726	13,904
Ambulatory Health Care Services	35,693	49,560	13,867
Administrative and Support Services	66,700	79,270	12,570
Specialty Trade Contractors	27,881	34,553	6,672
Local Government, Excluding Education and Hospitals	28,927	32,594	3,667
Food and Beverage Stores	19,746	23,267	3,521
Amusement, Gambling, and Recreation Industries	10,481	13,858	3,377

Source: NC Dept. of Commerce, Industry Projections

Projected Growth Industries

Rocky Mount-Wilson

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Services and Drinking Places	7,486	8,741	1,255
Machinery Manufacturing	1,997	2,287	290
Food and Beverage Stores	1,793	2,021	228
Motor Vehicle and Parts Dealers	1,631	1,782	151
Local Government, Excluding Education and Hospitals	5,059	5,188	129
Computer and Electronic Product Manufacturing	1,348	1,460	112
Accommodation, including Hotels and Motels	665	715	50
Food Manufacturing	1,836	1,879	43
Furniture and Related Product Manufacturing	259	283	24
Health and Personal Care Stores	816	838	22

Source: NC Dept. of Commerce, Industry Projections

Projected Growth Occupations

Raleigh-Durham

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Preparation and Serving Related	85,042	105,134	20,092
Healthcare Practitioners and Technical	62,898	79,334	16,436
Office and Administrative Support	146,885	163,225	16,340
Sales and Related	107,898	123,204	15,306
Business and Financial Operations	53,283	63,988	10,705
Computer and Mathematical	36,059	45,789	9,730
Education, Training, and Library	67,352	76,954	9,602
Healthcare Support	32,396	41,921	9,525
Management	56,237	65,020	8,783
Construction and Extraction	39,764	48,095	8,331

Source: NC Dept. of Commerce, Occupational Projections

Projected Growth Occupations

Rocky Mount-Wilson

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Preparation and Serving Related	8,545	9,706	1,161
Healthcare Support	3,776	3,859	83
Computer and Mathematical	2,628	2,637	9
Community and Social Service	1,585	1,569	-16
Legal	517	467	-50
Personal Care and Service	2,678	2,628	-50
Protective Service	2,474	2,392	-82
Arts, Design, Entertainment, Sports, and Media	953	868	-85
Architecture and Engineering	1,587	1,497	-90
Farming, Fishing, and Forestry	702	604	-98

Source: NC Dept. of Commerce, Occupational Projections

Taxable Retail Sales Growth

Inflation-adjusted dollars

	FY 2011-2012 (in millions)	FY 2016-2017 (in millions)	Change	% of FY 2016- 2017 NC Retail Sales
North Central	\$23.9	\$32.5	36.2%	23.4%
Northeast	\$5.8	\$6.8	16.8%	4.9%
Northwest	\$5.3	\$6.4	20.7%	4.6%
Piedmont-Triad	\$16.1	\$19.8	23.1%	14.2%
Sandhills	\$7.5	\$8.5	13.3%	6.1%
Southeast	\$10.7	\$12.9	20.2%	9.3%
Southwest	\$26.1	\$34.7	33.2%	24.9%
Western	\$7.2	\$9.8	36.6%	7.0%
North Carolina	\$109.9	\$139.2	26.7%	N/A

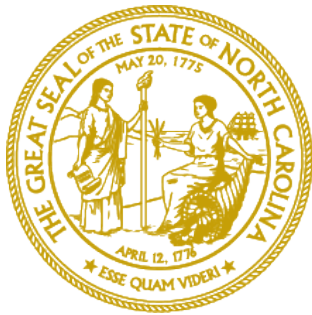
Source: NC Department of Revenue, State Sales and Use Tax Reports by Fiscal Year, Table 3

Impacts of the Tourism Industry

2016

	Expenditures (millions)	Payroll (millions)	State Tax Receipts (millions)	Employment	
				Tourism-Related Jobs	% of Total Jobs
North Central	\$4,208	\$1,077	\$218	42,080	4.0%
Northeast	\$1,901	\$370	\$95	19,760	10.3%
Northwest	\$1,073	\$202	\$56	9,700	4.1%
Piedmont-Triad	\$2,972	\$615	\$166	26,040	3.7%
Sandhills	\$1,414	\$267	\$77	13,220	4.7%
Southeast	\$2,213	\$430	\$111	21,000	5.8%
Southwest	\$6,650	\$2,051	\$331	63,280	5.9%
Western	\$2,501	\$530	\$130	24,100	9.2%
North Carolina	\$22,932	\$5,543	\$1,182	219,180	5.1%

Source: Economic Development Partnership of North Carolina, Economic Impact Studies



NORTH CAROLINA

Department of Commerce

Labor & Economic Analysis Division

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