

2018 Prosperity Zone Data Books

June 2018

Piedmont-Triad Prosperity Zone

Table of Contents

Piedmont-Triad Prosperity Zone

North Carolina Prosperity Zones	p. 3
Piedmont-Triad Region	p. 4

Piedmont-Triad Population and Labor Force

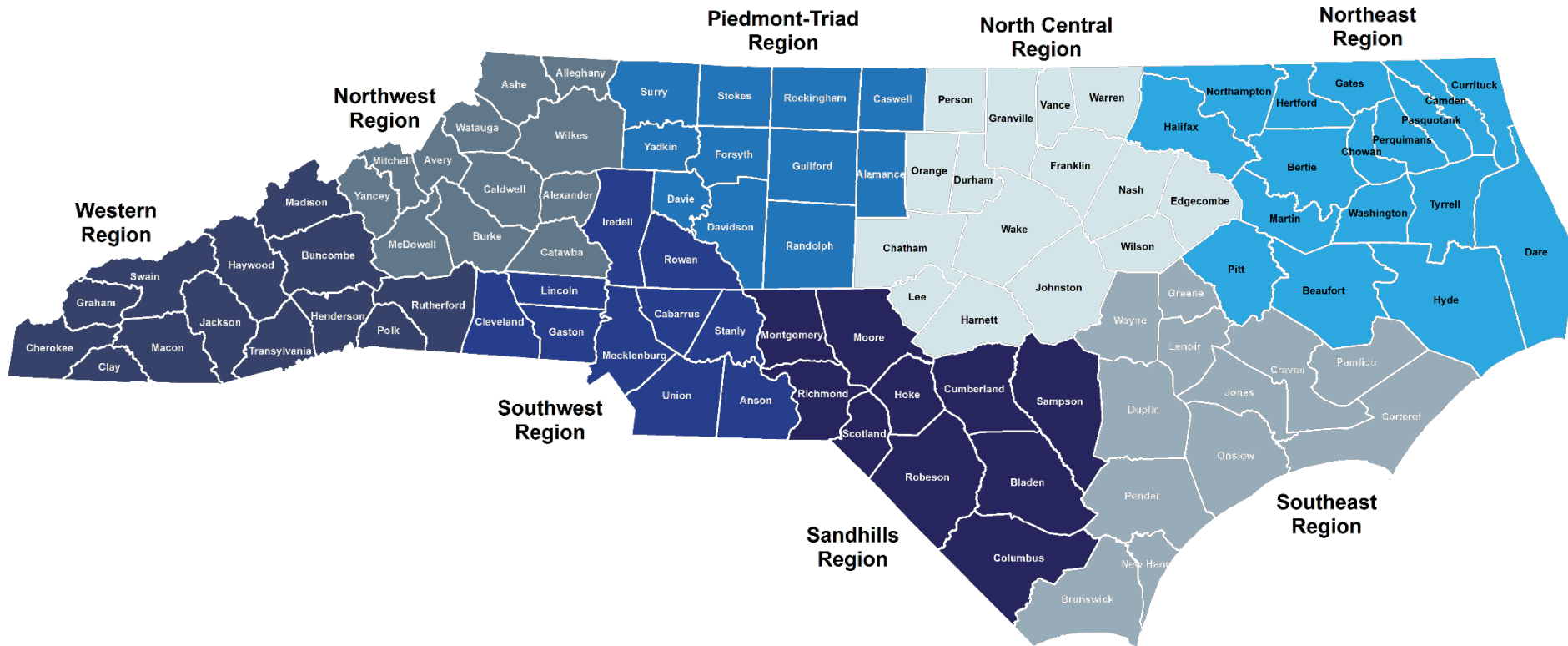
Prosperity Zone Population Estimates	p. 5
Population by Age Group	p. 6
Components of Population Growth	p. 7
Job Holders by Age Group	p. 8
Labor Force and Population	p. 9
County Median Household Income	p. 10
County Average Annual Wages	p. 11
Where Piedmont-Triad Residents Work	p. 12
Commuting Patterns	p. 13
Educational Attainment	p. 14
High School Graduation Rates	p. 15

Community College Enrollment	p. 16
Average Annual Unemployment Rates	p. 17
Change in Annual Average Jobs	p. 18
Employed Workers	p. 19
Change in Employed Workers	p. 20
Business Establishments	p. 21
Change in Business Establishments	p. 22

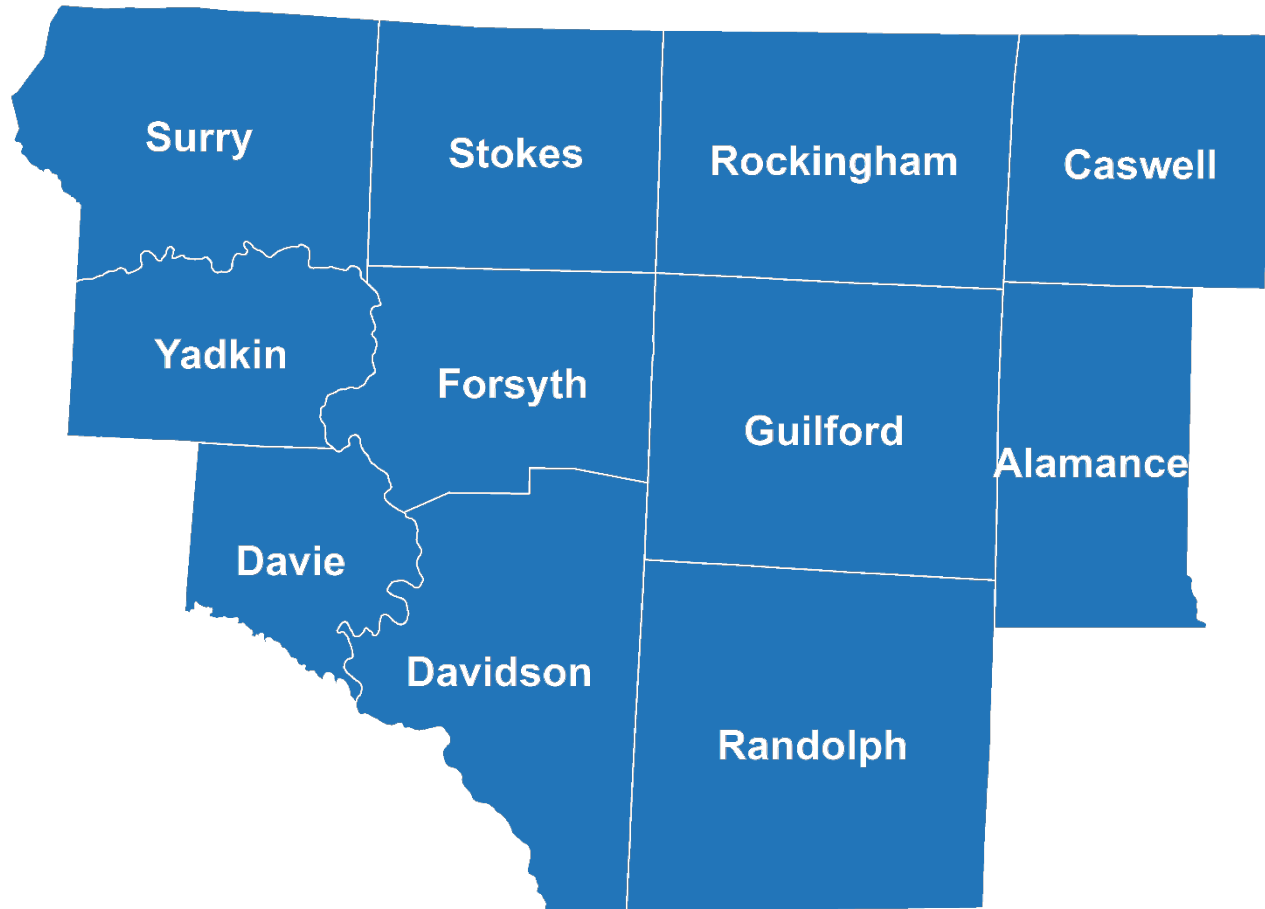
Piedmont-Triad Industrial Composition

Industry Employment	p. 23
Concentration of Industry Employment	p. 24
Projected Growth Industries	p. 25
Projected Growth Occupations	p. 27
Taxable Retail Sales Growth	p. 29
Impacts of the Tourism Industry	p. 30

North Carolina Prosperity Zones

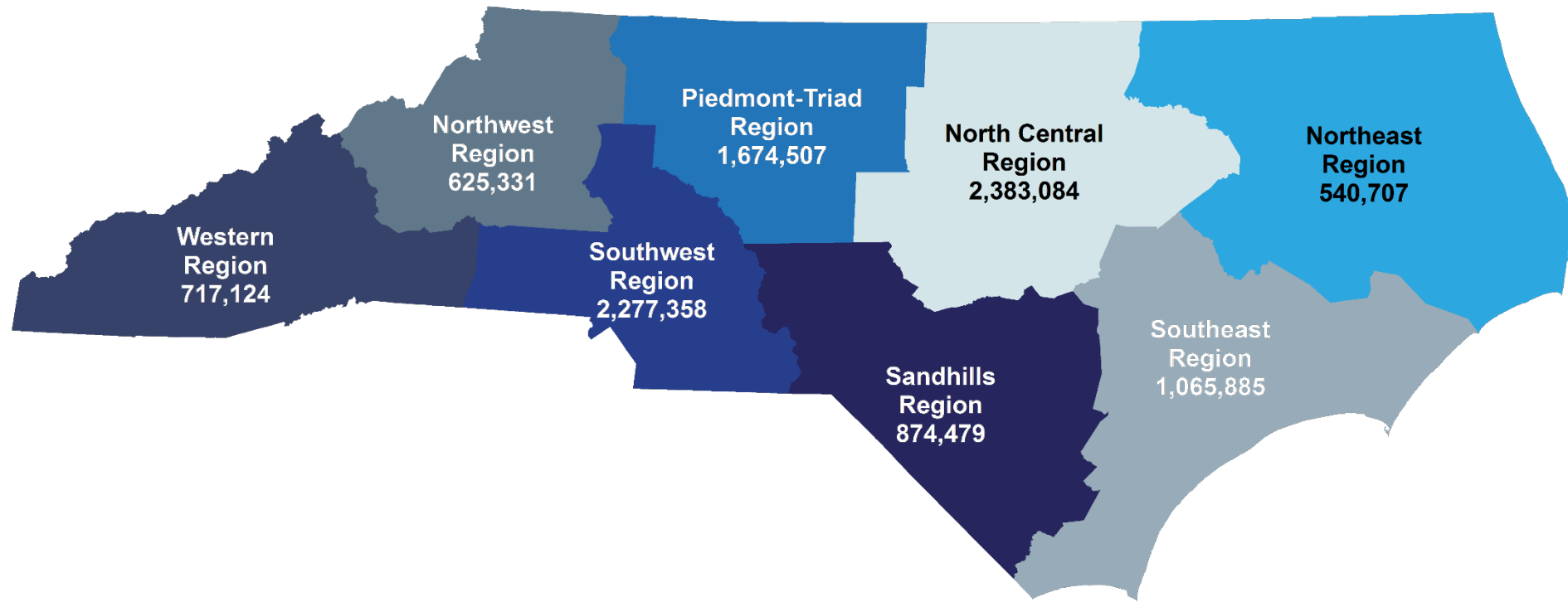


Piedmont-Triad Region



Prosperity Zone Population Estimates

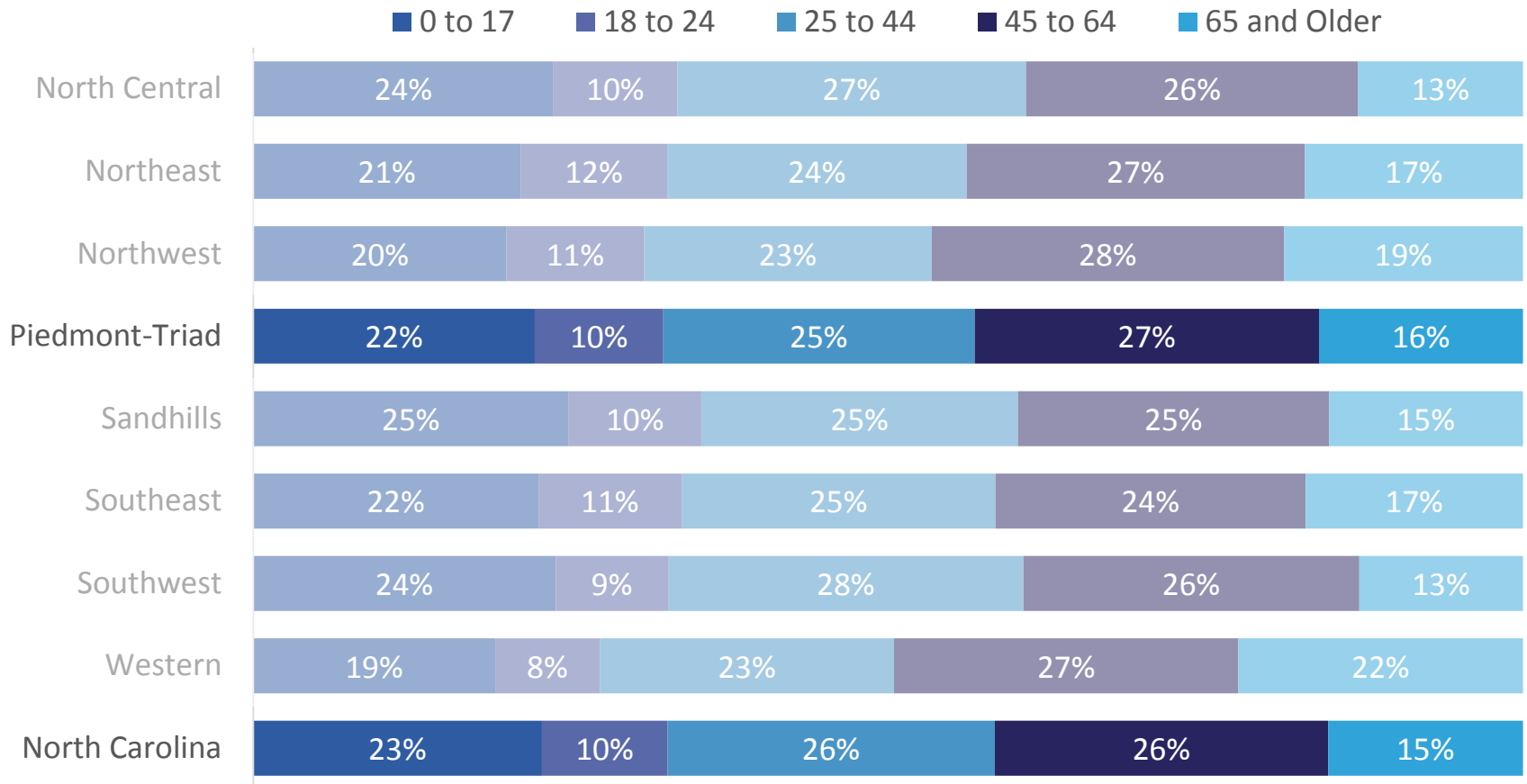
2016



Source: North Carolina Office of State Budget and Management

Population by Age Group

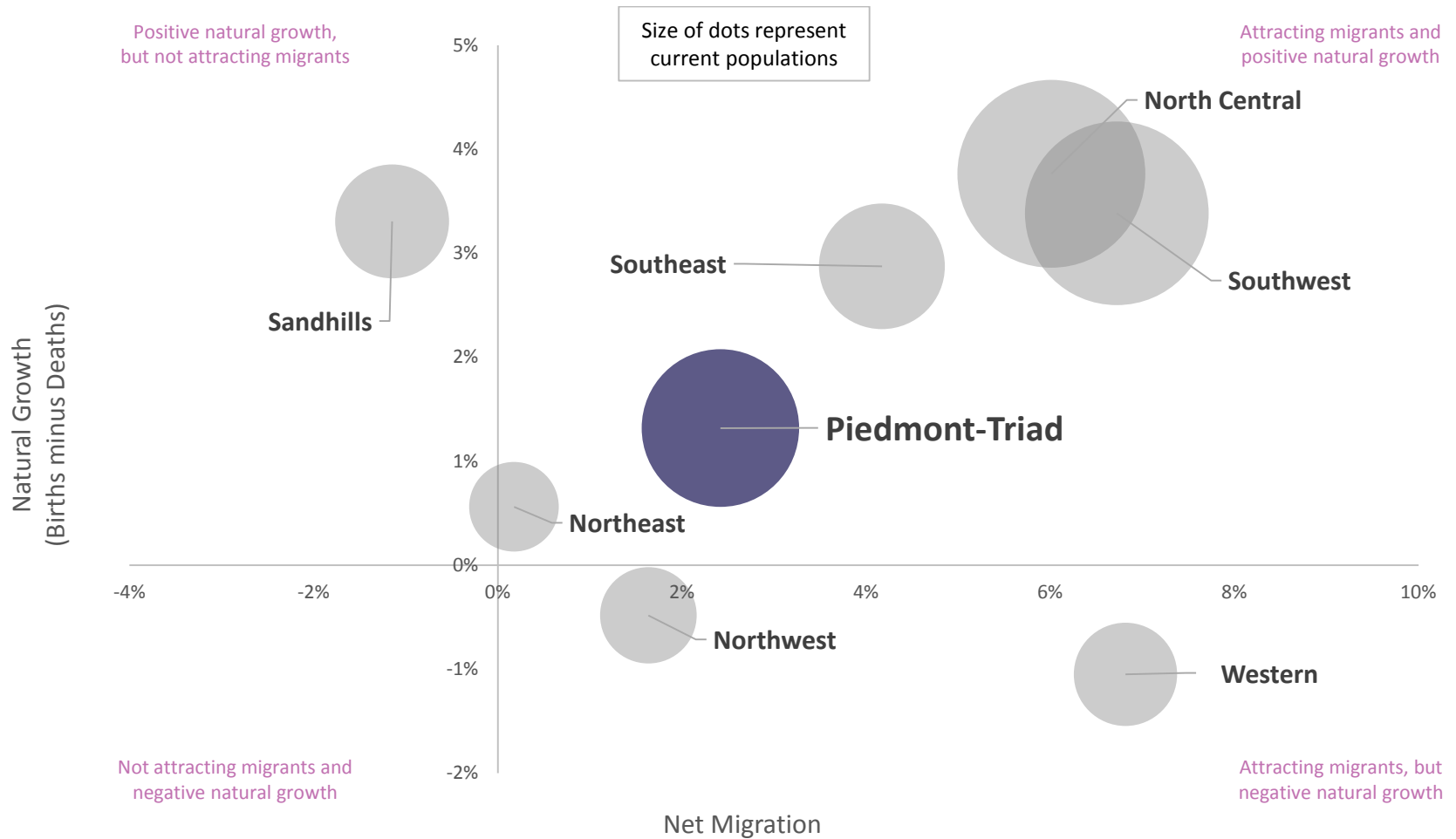
2016



Source: North Carolina Office of State Budget and Management

Components of Population Growth

2010 to 2016

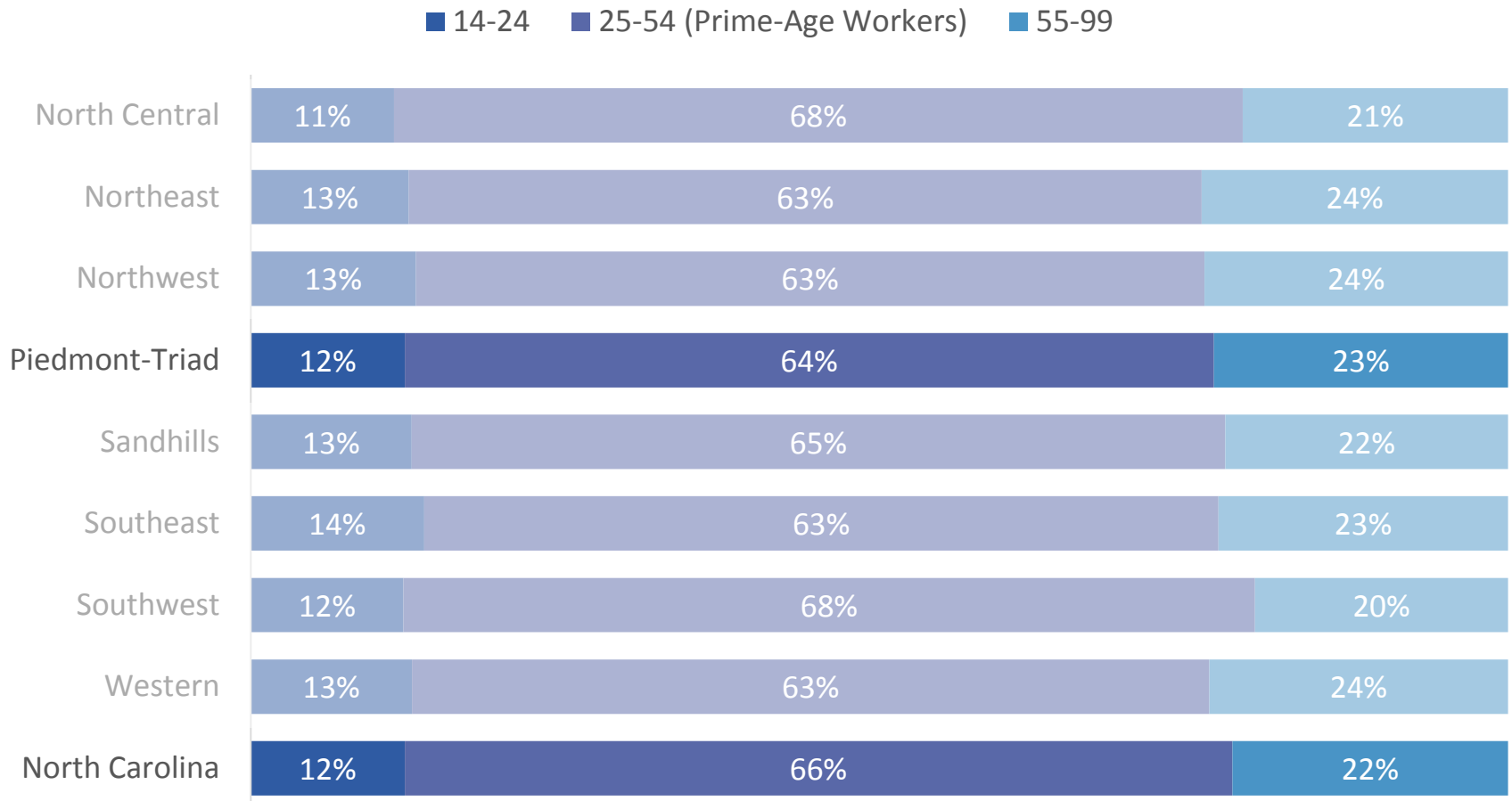


Source: North Carolina Office of State Budget and Management

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
Alamance	139,892	159,371	13.9%	69,615	78,862	13.3%
Caswell	23,620	23,615	-0.0%	10,715	9,681	-9.7%
Davidson	155,040	165,953	7.0%	79,638	79,431	-0.3%
Davie	39,099	41,989	7.4%	20,548	20,149	-1.9%
Forsyth	330,935	369,688	11.7%	173,023	182,455	5.5%
Guilford	454,488	521,368	14.7%	246,620	258,205	4.7%
Randolph	136,379	143,091	4.9%	76,469	66,817	-12.6%
Rockingham	92,119	91,981	-0.1%	46,067	40,810	-11.4%
Stokes	46,408	46,735	0.7%	24,265	21,850	-10.0%
Surry	72,213	73,195	1.4%	34,969	33,488	-4.2%
Yadkin	37,614	37,521	-0.2%	19,560	17,593	-10.1%
Piedmont-Triad	1,527,807	1,674,507	9.6%	801,489	809,341	1.0%
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
Alamance	\$43,209	-10.5%
Caswell	\$38,310	-20.6%
Davidson	\$44,469	-7.8%
Davie	\$51,662	7.1%
Forsyth	\$46,283	-4.1%
Guilford	\$46,896	-2.8%
Randolph	\$43,010	-10.9%
Rockingham	\$40,003	-17.1%
Stokes	\$42,489	-12.0%
Surry	\$37,345	-22.6%
Yadkin	\$38,623	-20.0%
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
Alamance	\$37,529	\$40,080	6.8%	-18.1%
Caswell	\$31,203	\$33,611	7.7%	-31.3%
Davidson	\$35,472	\$39,137	10.3%	-20.0%
Davie	\$33,543	\$35,464	5.7%	-27.5%
Forsyth	\$48,293	\$51,887	7.4%	6.1%
Guilford	\$45,972	\$47,466	3.3%	-3.0%
Randolph	\$34,700	\$35,422	2.1%	-27.6%
Rockingham	\$36,310	\$35,003	-3.6%	-28.4%
Stokes	\$30,784	\$30,929	0.5%	-36.8%
Surry	\$33,086	\$35,229	6.5%	-28.0%
Yadkin	\$30,772	\$34,340	11.6%	-29.8%
Piedmont-Triad	\$42,896	\$45,108	5.2%	-7.8%
North Carolina	\$46,067	\$48,911	6.2%	N/A

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

Where Piedmont-Triad Residents Work

Primary Jobs, 2015

County of Work	Piedmont-Triad Residents Working	% of Working Piedmont-Triad Residents
Guilford, NC	205,386	31.1%
Forsyth, NC	137,647	20.8%
Alamance, NC	42,208	6.4%
Randolph, NC	33,137	5.0%
Davidson, NC	33,134	5.0%
Wake, NC	29,137	4.4%
Mecklenburg, NC	28,533	4.3%
Rockingham, NC	17,889	2.7%
Surry, NC	17,124	2.6%
Durham, NC	10,778	1.6%
All Other Locations	106,238	16.1%

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

Commuting Patterns

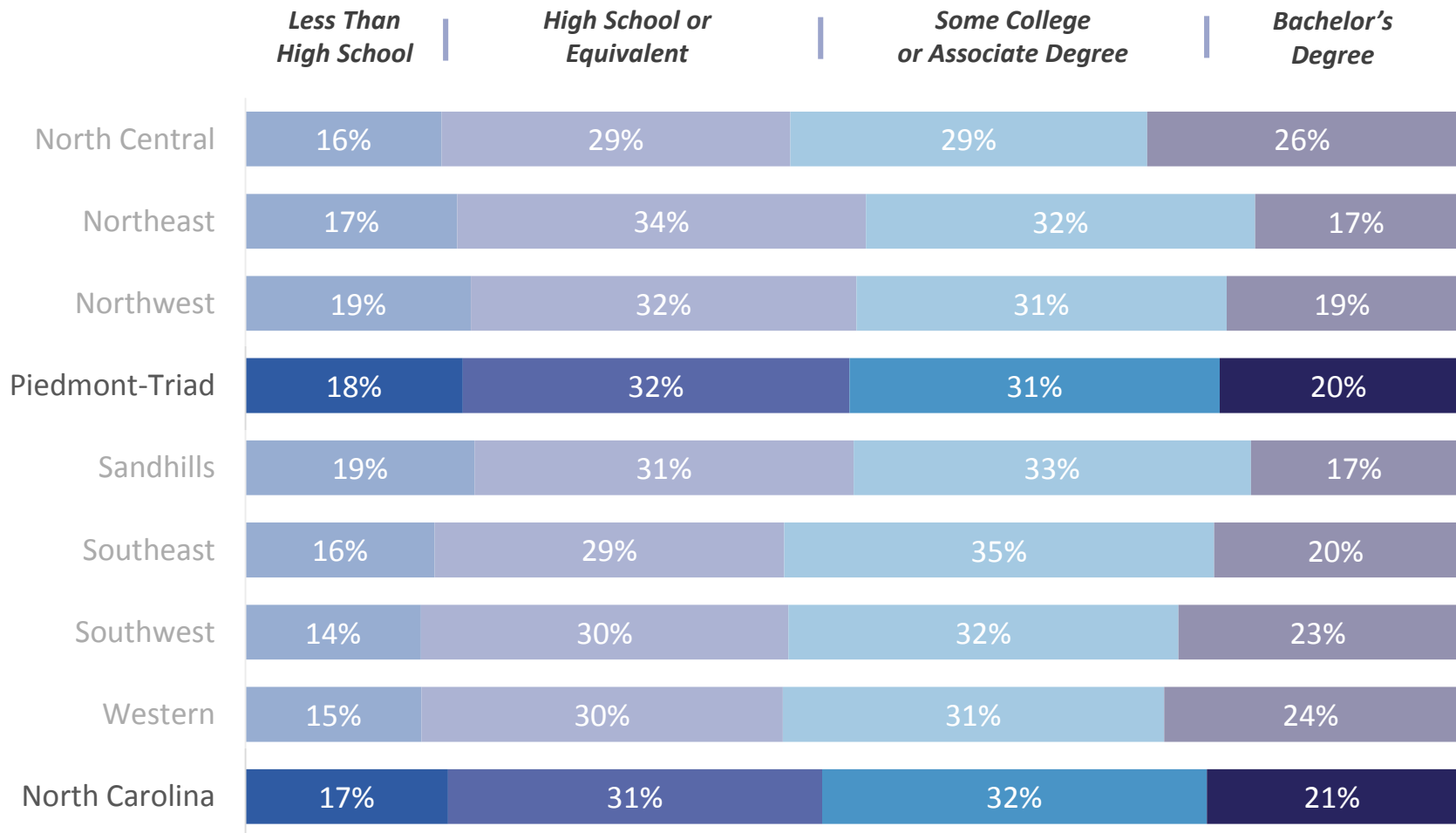
Primary Jobs, 2015

	Employed in County, Live Outside	Live in County, Employed Outside	Employed and Live in County
Alamance	28,424	33,761	29,443
Caswell	1,636	8,126	1,052
Davidson	20,367	47,056	20,975
Davie	6,782	12,433	4,194
Forsyth	88,162	59,695	83,738
Guilford	127,851	75,983	131,166
Randolph	20,375	34,009	22,031
Rockingham	11,151	23,143	12,393
Stokes	3,751	16,306	2,636
Surry	12,146	14,342	12,779
Yadkin	5,173	11,549	3,853

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

Educational Attainment, Age 25+

5-Year Estimates, 2012-2016



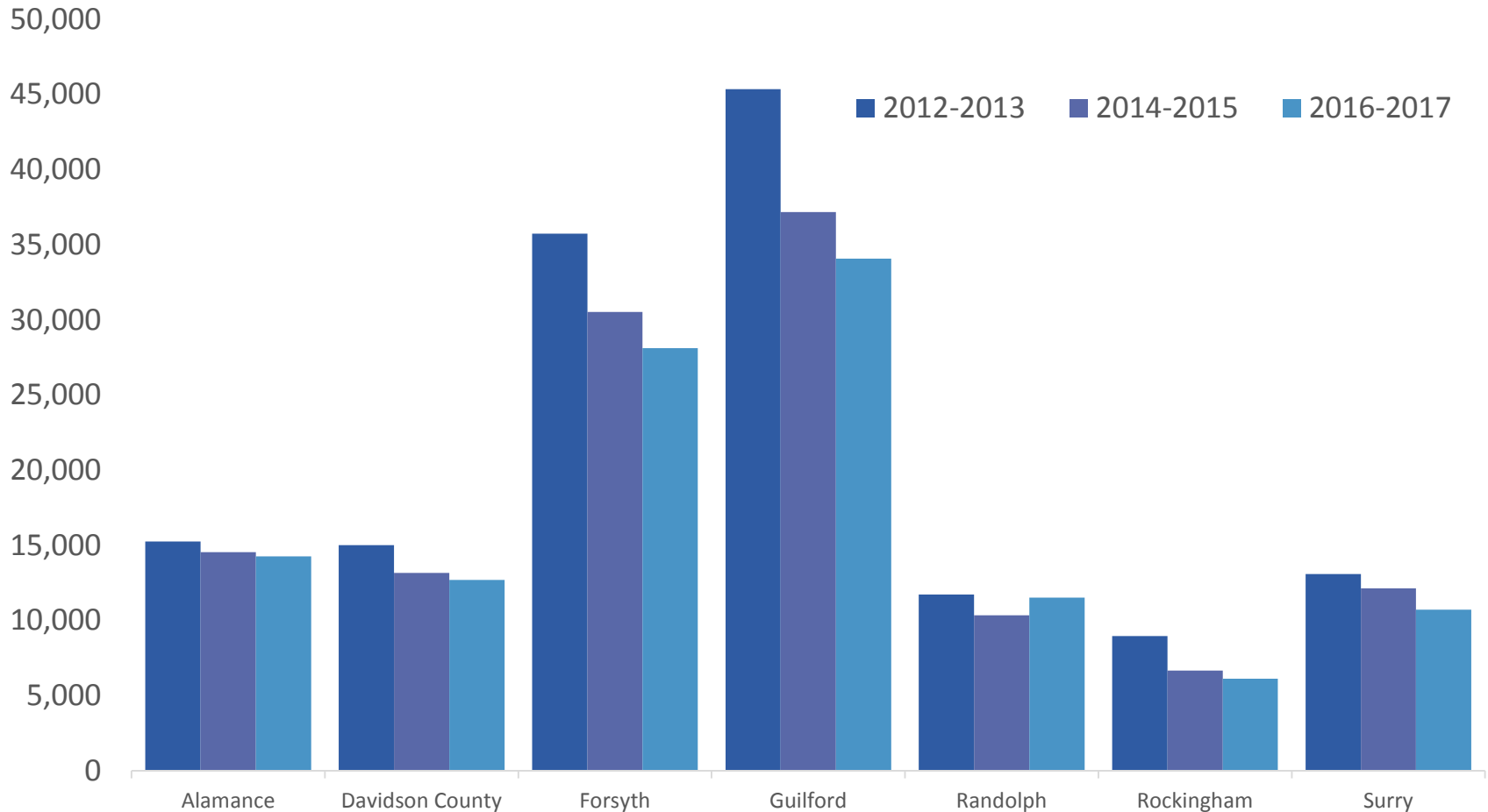
Source: US Census Bureau, American Community Survey, 5-year estimates

High School Graduation Rates

	2016-2017 Student Population	2016-2018 Graduation Rate (%)	Relative to NC
Alamance-Burlington Schools	1,846	82.4%	-4.1%
Caswell County Schools	209	76.1%	-10.4%
Davidson County Schools	1,521	88.0%	1.5%
Lexington City Schools	176	81.3%	-5.2%
Thomasville City Schools	155	77.4%	-9.1%
Davie County Schools	488	87.3%	0.8%
Forsyth County Schools	4,227	86.5%	0.0%
Guilford County Schools	5,943	89.8%	3.3%
Randolph County Schools	1,335	89.4%	2.9%
Asheboro City Schools	316	91.8%	5.3%
Rockingham County Schools	1,025	85.4%	-1.1%
Stokes County Schools	553	87.0%	0.5%
Surry County Schools	659	90.6%	4.1%
Elkin City Schools	85	94.1%	7.6%
Mount Airy City Schools	146	88.4%	1.9%
Yadkin County Schools	439	88.6%	2.1%
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

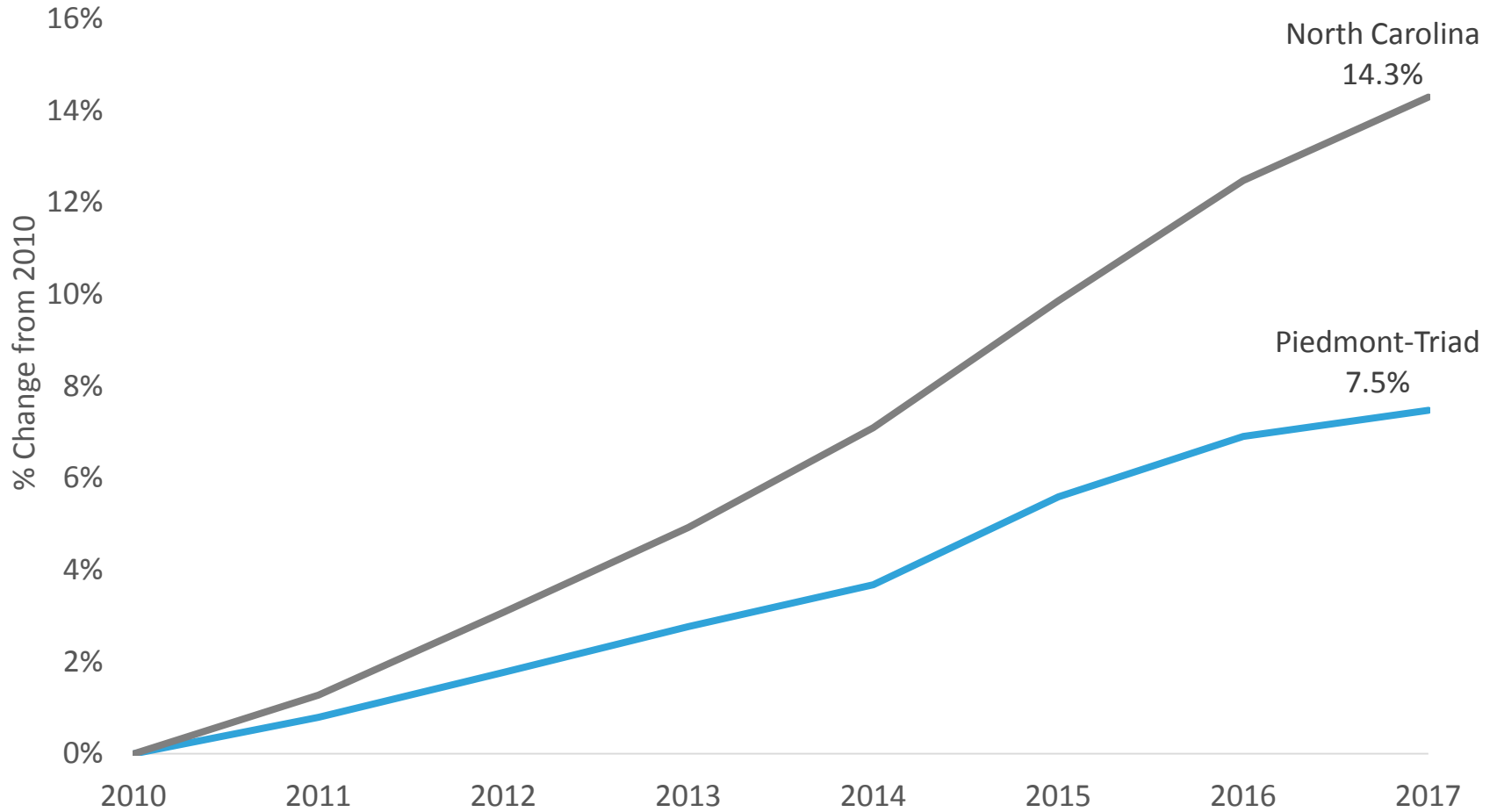
Note: Enrollments represent unduplicated headcount of students enrolled in curriculum and continuing education courses.

Average Annual Unemployment Rates

	2009	2011	2013	2015	2017
Alamance	11.7%	9.7%	7.3%	5.4%	4.3%
Caswell	12.5%	11.8%	9.0%	6.3%	4.9%
Davidson	12.8%	11.0%	8.2%	5.6%	4.3%
Davie	11.3%	10.6%	7.5%	5.0%	4.0%
Forsyth	9.5%	9.8%	7.5%	5.5%	4.4%
Guilford	10.6%	10.5%	8.2%	5.9%	4.8%
Randolph	11.2%	10.9%	8.6%	5.7%	4.4%
Rockingham	12.6%	12.3%	9.7%	6.6%	5.2%
Stokes	10.6%	10.4%	7.9%	5.4%	4.3%
Surry	12.4%	10.8%	8.3%	5.4%	4.3%
Yadkin	10.4%	10.3%	7.7%	5.0%	4.0%
Piedmont-Triad	10.9%	10.5%	8.1%	5.7%	4.5%
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



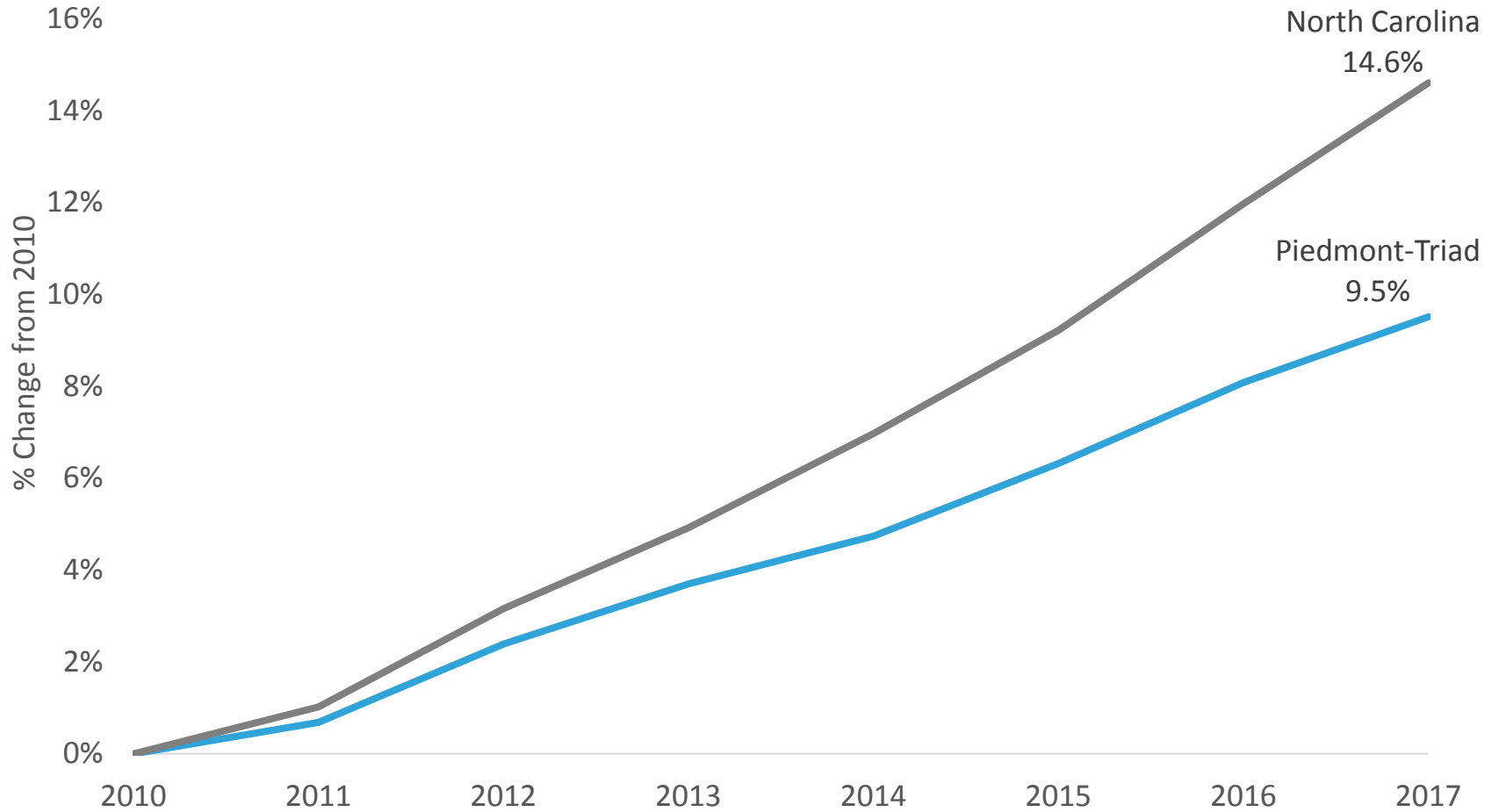
Source: NC Dept. of Commerce, Quarterly Census of Employment & Wages (QCEW)

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



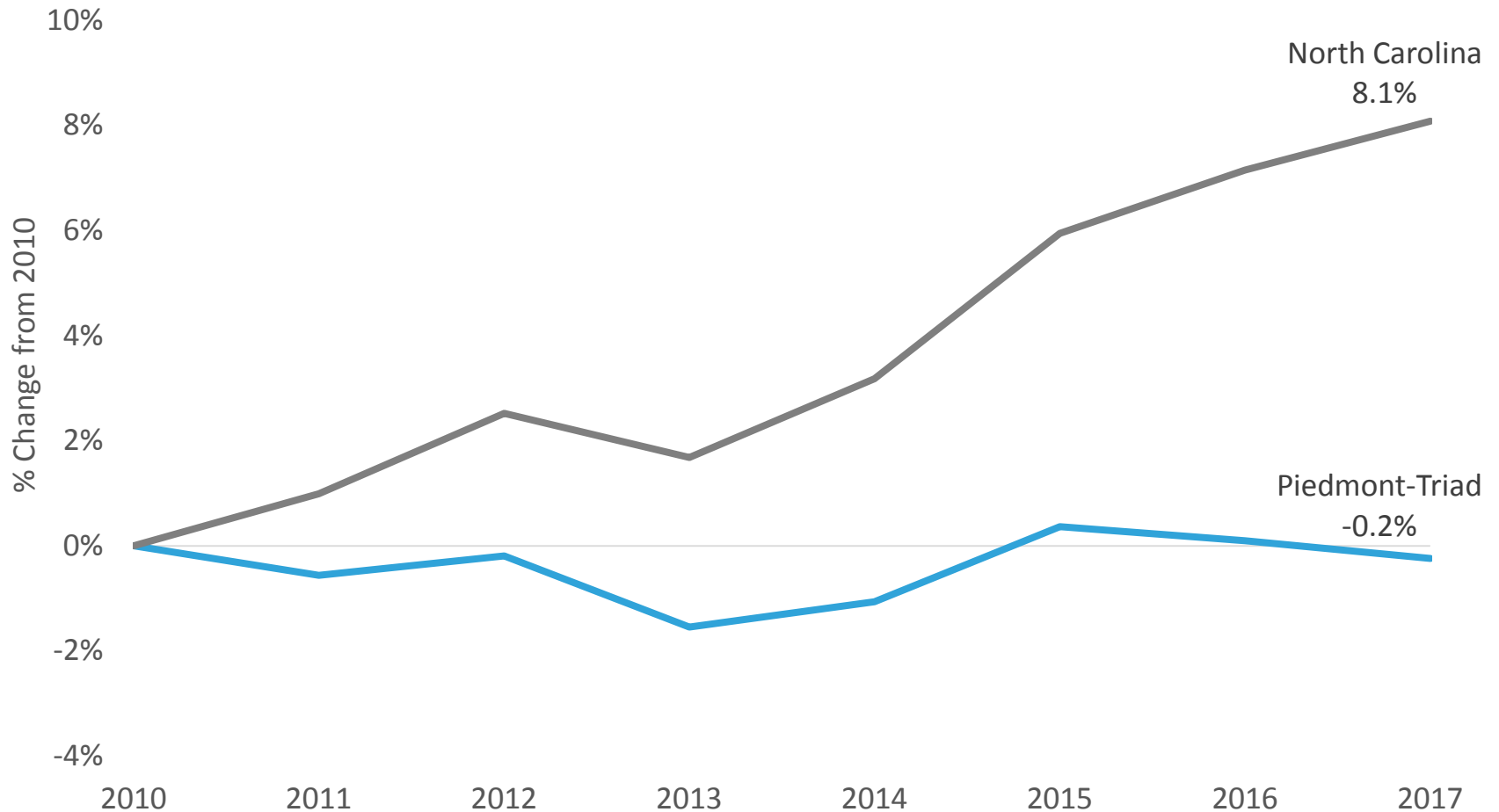
Source: NC Dept. of Commerce, Local Area Unemployment Statistics (LAUS)

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)

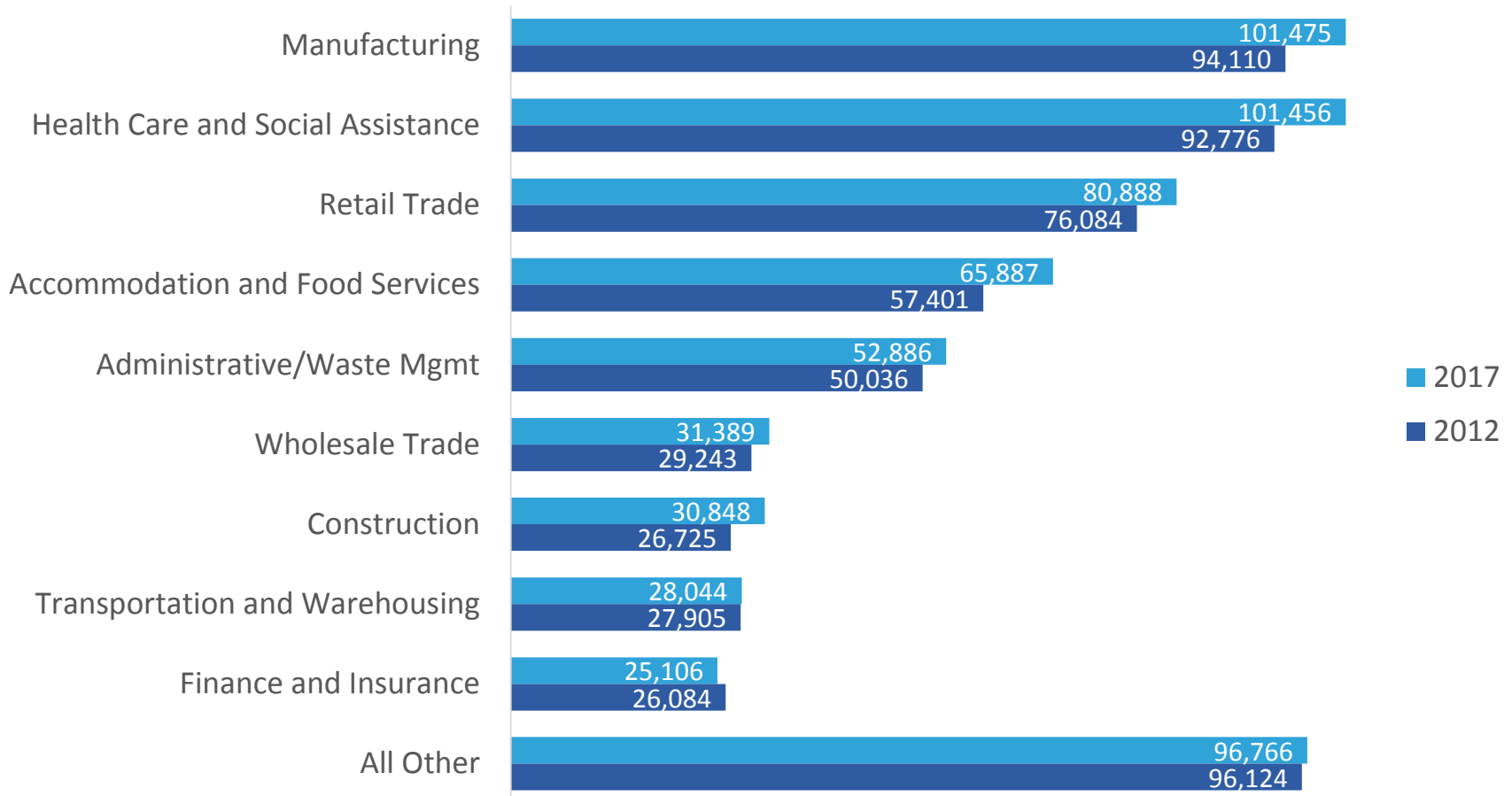
Change in Business Establishments



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

Industry Employment

Piedmont-Triad



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
Textile Mills	19.75	10,775
Apparel Manufacturing	7.18	4,243
Furniture and Related Product Manufacturing	6.25	11,868
Plastics and Rubber Products Manufacturing	2.55	8,788
Beverage and Tobacco Product Manufacturing	2.54	3,195
Paper Manufacturing	2.54	4,528
Textile Product Mills	2.20	1,229
Electrical Equipment, Appliance, and Component Manufacturing	1.91	3,542
Wood Product Manufacturing	1.80	3,452
Printing and Related Support Activities	1.58	3,377

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

Winston-Salem

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Services and Drinking Places	22,571	25,884	3,313
Administrative and Support Services	20,105	22,931	2,826
Hospitals	19,026	21,548	2,522
Professional, Scientific, and Technical Services	19,734	21,680	1,946
Ambulatory Health Care Services	13,983	15,763	1,780
Specialty Trade Contractors	7,422	8,477	1,055
General Merchandise Stores	6,953	7,865	912
Merchant Wholesalers, Durable Goods	5,139	5,852	713
Plastics and Rubber Products Manufacturing	3,325	3,905	580
Transportation Equipment Manufacturing	2,152	2,683	531

Source: NC Dept. of Commerce, Industry Projections

Projected Growth Industries

Greensboro

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Administrative and Support Services	35,702	41,053	5,351
Food Services and Drinking Places	32,056	37,116	5,060
Ambulatory Health Care Services	23,702	26,235	2,533
Management of Companies and Enterprises	13,722	15,000	1,278
Hospitals	12,822	14,068	1,246
Merchant Wholesalers, Durable Goods	12,145	13,331	1,186
Professional, Scientific, and Technical Services	28,710	29,816	1,106
Specialty Trade Contractors	11,529	12,629	1,100
Plastics and Rubber Products Manufacturing	5,077	5,971	894
Transportation Equipment Manufacturing	4,568	5,365	797

Source: NC Dept. of Commerce, Industry Projections

Projected Growth Occupations

Winston-Salem

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Preparation and Serving Related	26,167	29,483	3,316
Healthcare Practitioners and Technical	21,140	23,588	2,448
Healthcare Support	12,329	13,967	1,638
Sales and Related	31,296	32,627	1,331
Transportation and Material Moving	23,076	23,945	869
Business and Financial Operations	12,857	13,710	853
Production	25,880	26,719	839
Installation, Maintenance, and Repair	11,923	12,713	790
Construction and Extraction	10,522	11,299	777
Building and Grounds Cleaning and Maintenance	10,571	11,257	686

Source: NC Dept. of Commerce, Occupational Projections

Projected Growth Occupations

Greensboro

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Preparation and Serving Related	36,435	41,368	4,933
Transportation and Material Moving	36,844	39,077	2,233
Sales and Related	49,435	51,419	1,984
Healthcare Practitioners and Technical	23,228	25,163	1,935
Healthcare Support	15,844	17,739	1,895
Installation, Maintenance, and Repair	18,890	20,332	1,442
Construction and Extraction	15,141	16,578	1,437
Building and Grounds Cleaning and Maintenance	16,242	17,342	1,100
Business and Financial Operations	17,936	18,820	884
Production	46,745	47,572	827

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

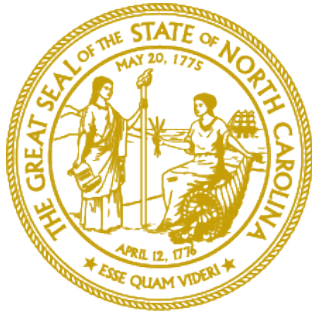
Source: NC Department of Revenue, State Sales and Use Tax Reports by Fiscal Year, Table 3

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

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Labor & Economic Analysis Division

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