

# 2018 Prosperity Zone Data Books

June 2018

Southwest Prosperity Zone

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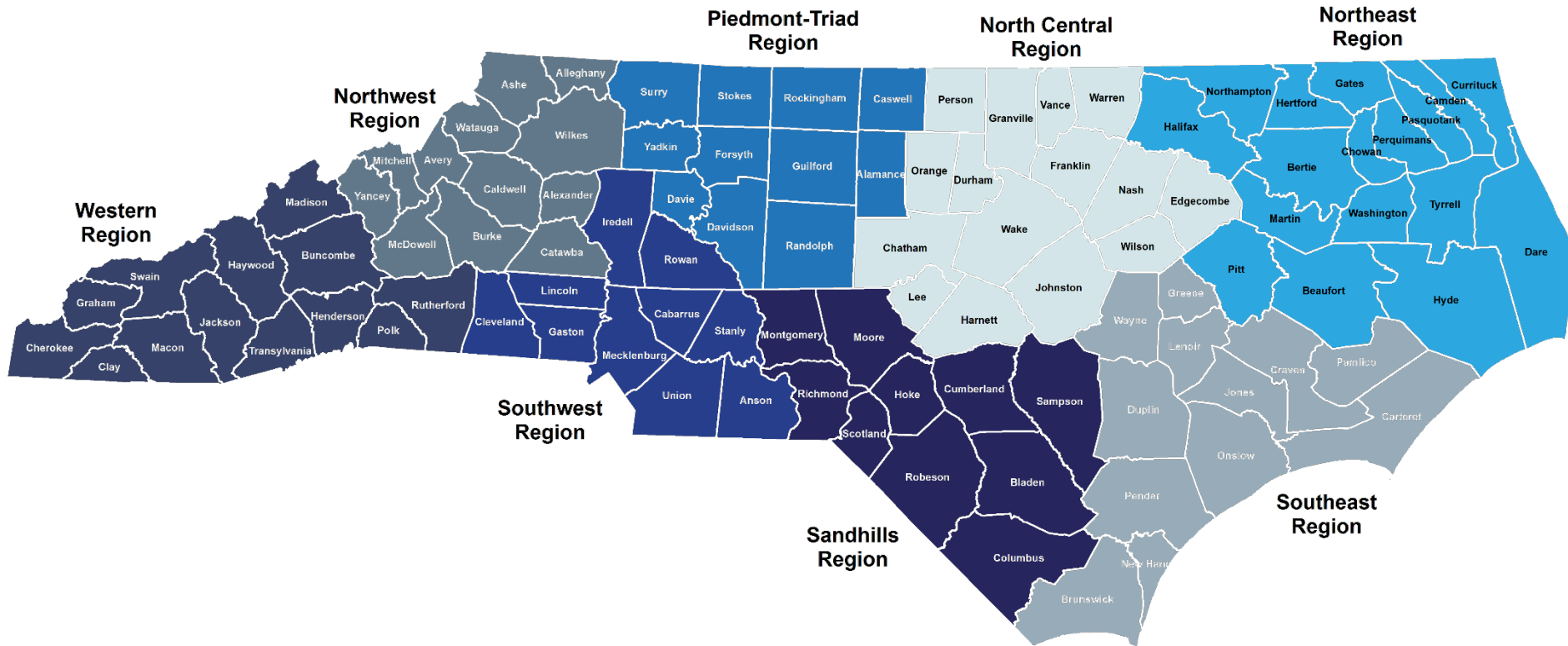
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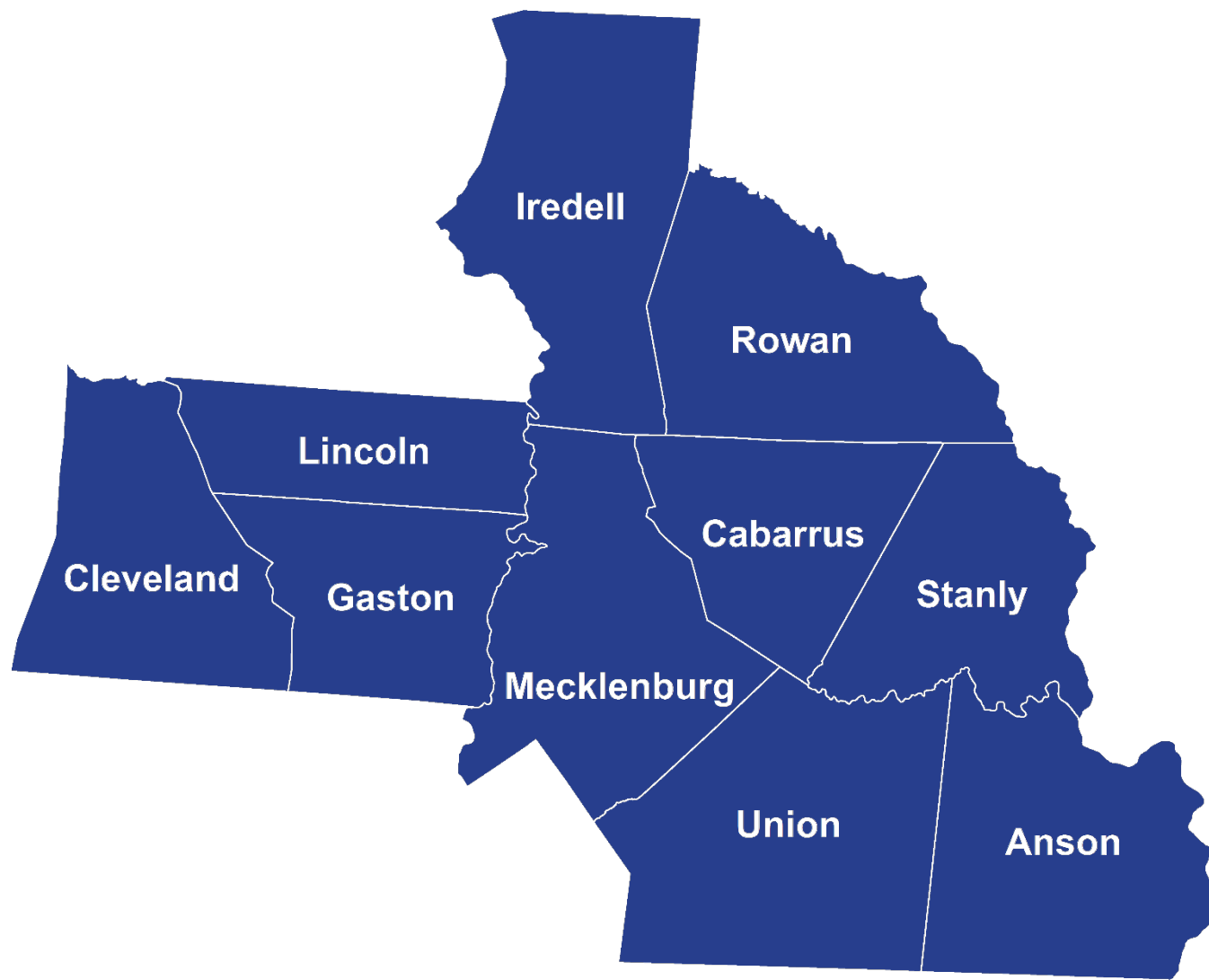
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# North Carolina Prosperity Zones

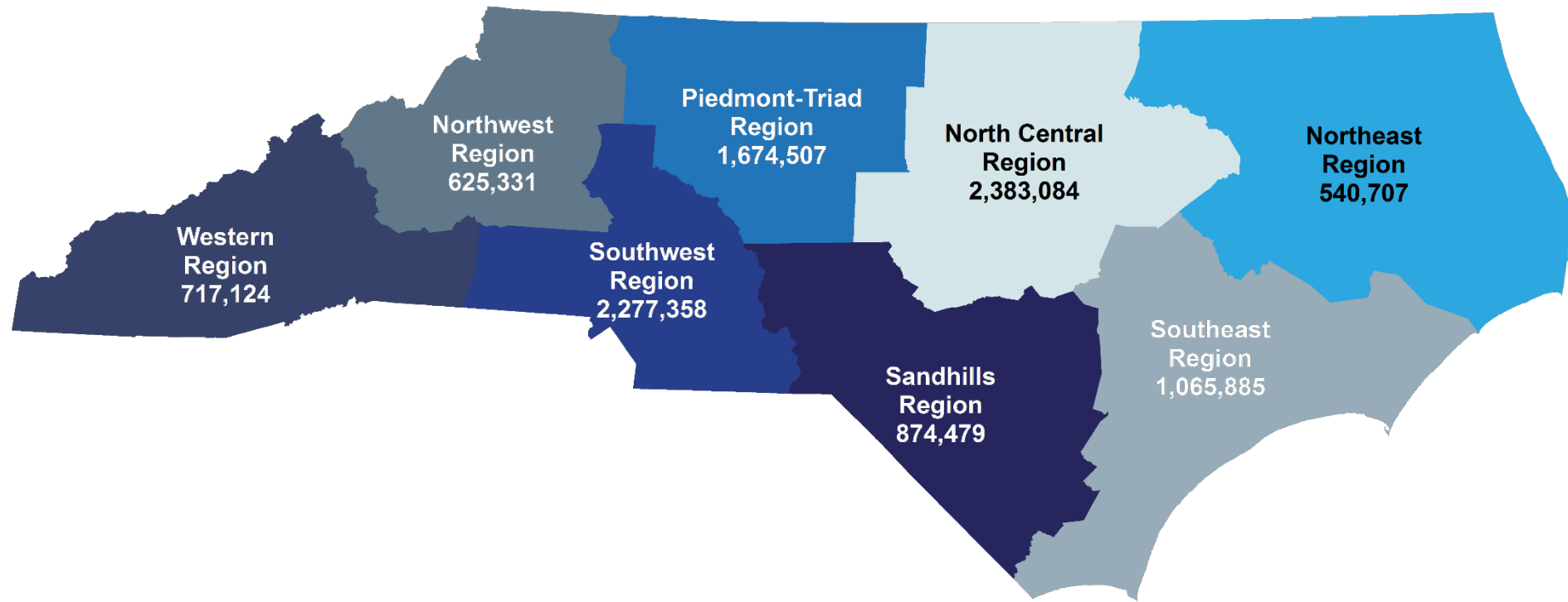


# Southwest Region



# Prosperity Zone Population Estimates

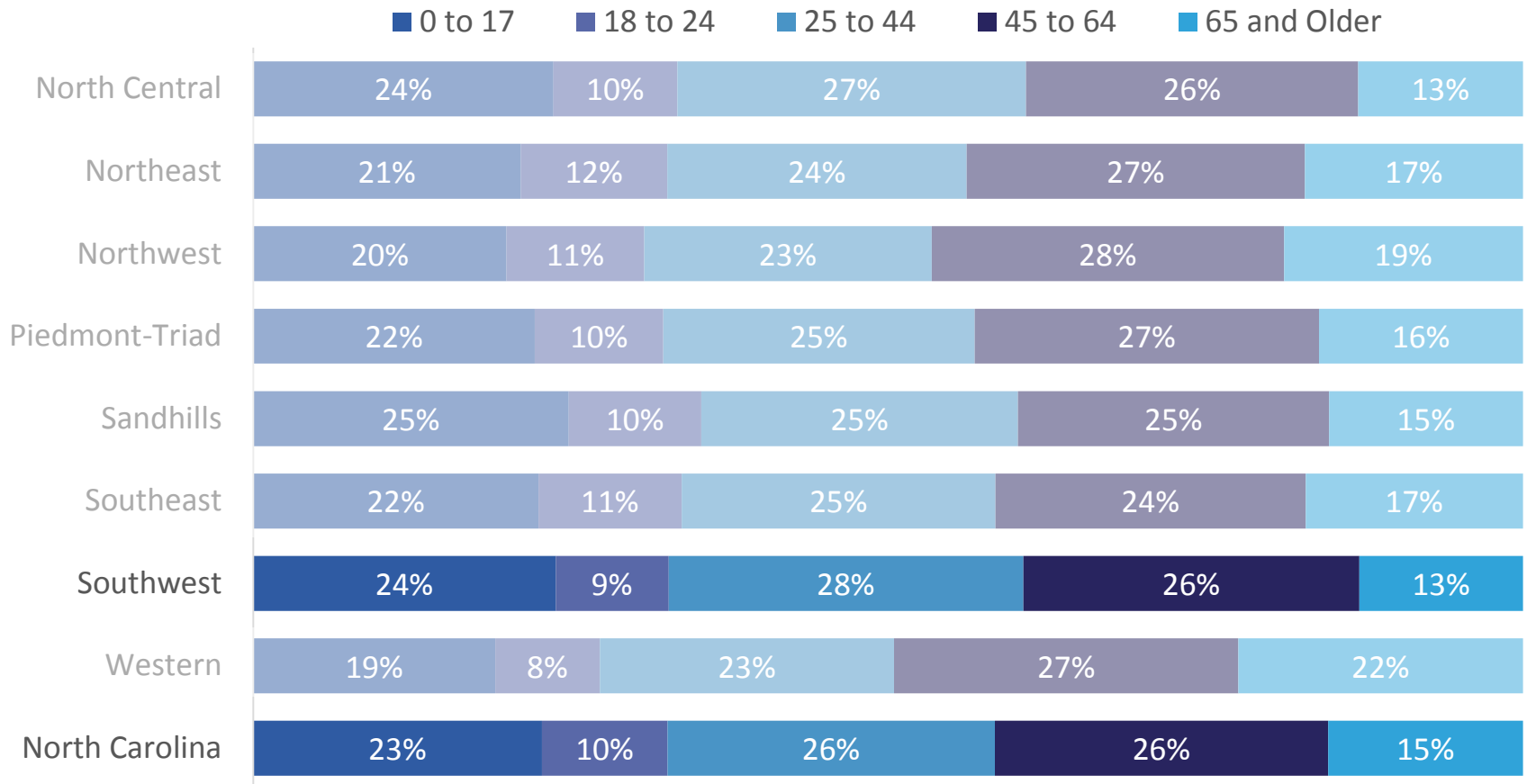
2016



*Source: North Carolina Office of State Budget and Management*

# Population by Age Group

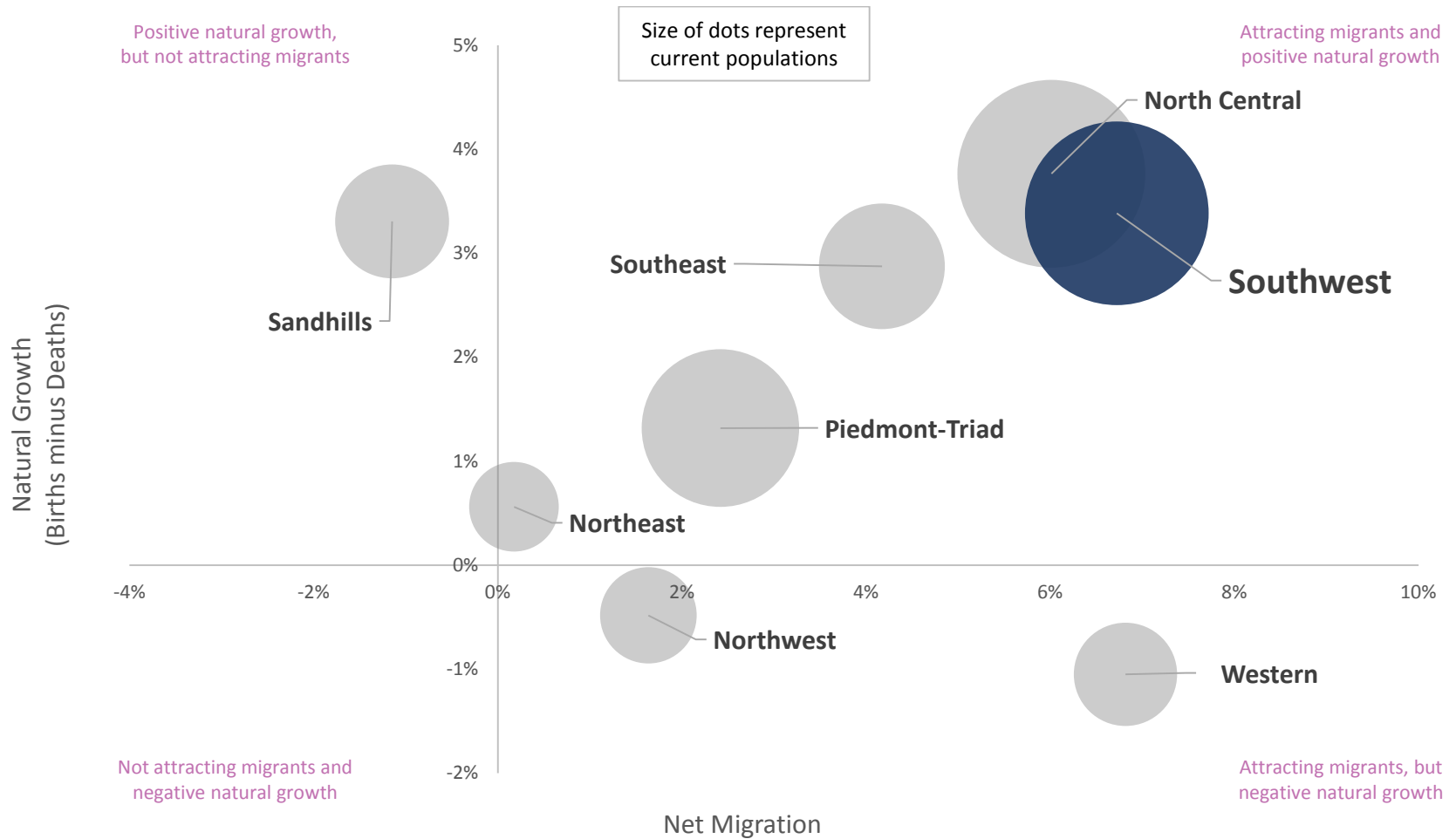
2016



Source: North Carolina Office of State Budget and Management

# Components of Population Growth

2010 to 2016

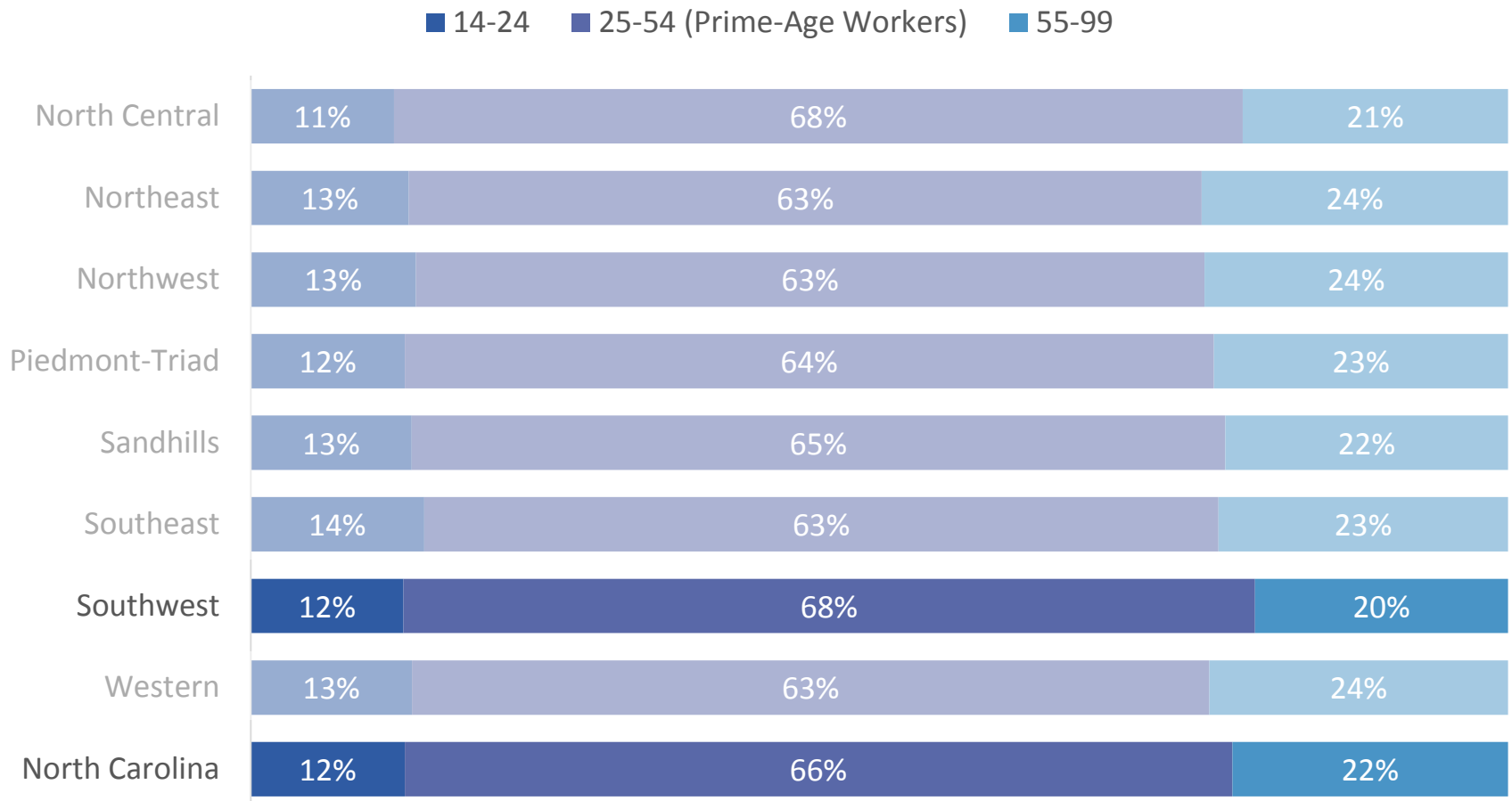


**Source:** North Carolina Office of State Budget and Management

**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
Anson	26,373	26,155	-0.8%	10,670	10,649	-0.2%
Cabarrus	157,025	200,595	27.7%	80,713	101,077	25.2%
Cleveland	95,607	97,997	2.5%	47,884	46,764	-2.3%
Gaston	194,912	214,664	10.1%	98,059	105,536	7.6%
Iredell	145,642	173,206	18.9%	76,658	84,472	10.2%
Lincoln	71,753	82,475	14.9%	37,828	41,051	8.5%
Mecklenburg	837,685	1,055,826	26.0%	445,356	582,855	30.9%
Rowan	132,520	140,963	6.4%	69,324	64,164	-7.4%
Stanly	58,791	61,447	4.5%	30,040	29,257	-2.6%
Union	171,307	224,030	30.8%	88,957	115,647	30.0%
Southwest	1,891,615	2,277,358	20.4%	985,489	1,181,472	19.9%
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
Anson	\$34,656	-28.2%
Cabarrus	\$58,970	22.2%
Cleveland	\$39,134	-18.9%
Gaston	\$44,288	-8.2%
Iredell	\$53,937	11.8%
Lincoln	\$49,283	2.1%
Mecklenburg	\$59,268	22.8%
Rowan	\$44,494	-7.8%
Stanly	\$44,140	-8.5%
Union	\$67,194	39.2%
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
Anson	\$33,210	\$33,775	1.7%	-30.9%
Cabarrus	\$37,527	\$41,531	10.7%	-15.1%
Cleveland	\$36,301	\$39,220	8.0%	-19.8%
Gaston	\$38,610	\$39,705	2.8%	-18.8%
Iredell	\$45,207	\$47,402	4.9%	-3.1%
Lincoln	\$36,013	\$39,602	10.0%	-19.0%
Mecklenburg	\$61,543	\$64,737	5.2%	32.4%
Rowan	\$40,714	\$42,537	4.5%	-13.0%
Stanly	\$33,633	\$34,700	3.2%	-29.1%
Union	\$39,352	\$43,220	9.8%	-11.6%
Southwest	\$52,745	\$56,076	6.3%	14.6%
North Carolina	\$46,067	\$48,911	6.2%	N/A

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

# Where Southwest Residents Work

Primary Jobs, 2015

County of Work	Southwest Residents Working	% of Working Southwest Residents
Mecklenburg, NC	474,649	50.4%
Gaston, NC	55,547	5.9%
Cabarrus, NC	53,365	5.7%
Iredell, NC	48,176	5.1%
Union, NC	44,729	4.7%
Rowan, NC	34,267	3.6%
Wake, NC	26,330	2.8%
Cleveland, NC	21,612	2.3%
Catawba, NC	15,592	1.7%
Guilford, NC	15,590	1.7%
All Other Locations	152,076	16.1%

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

# Commuting Patterns

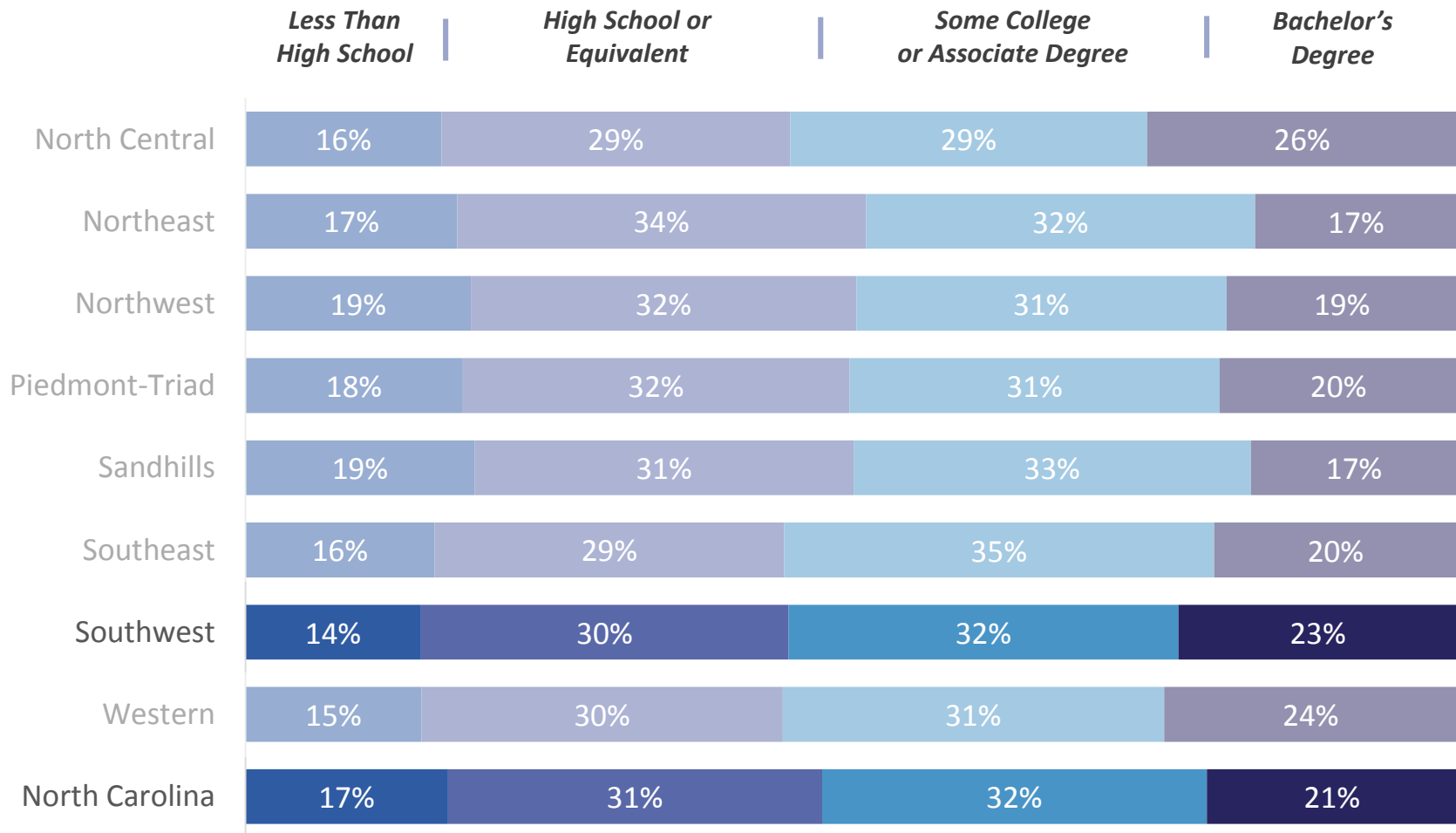
Primary Jobs, 2015

	Employed in County, Live Outside	Live in County, Employed Outside	Employed and Live in County
Anson	4,259	5,867	3,125
Cabarrus	42,006	59,172	23,851
Cleveland	15,362	21,677	14,827
Gaston	34,426	61,479	34,627
Iredell	35,091	40,526	31,675
Lincoln	12,554	25,902	7,304
Mecklenburg	305,045	119,155	323,010
Rowan	24,830	31,761	21,694
Stanly	8,071	15,178	9,628
Union	31,880	62,735	26,097

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

# Educational Attainment, Age 25+

5-Year Estimates, 2012-2016



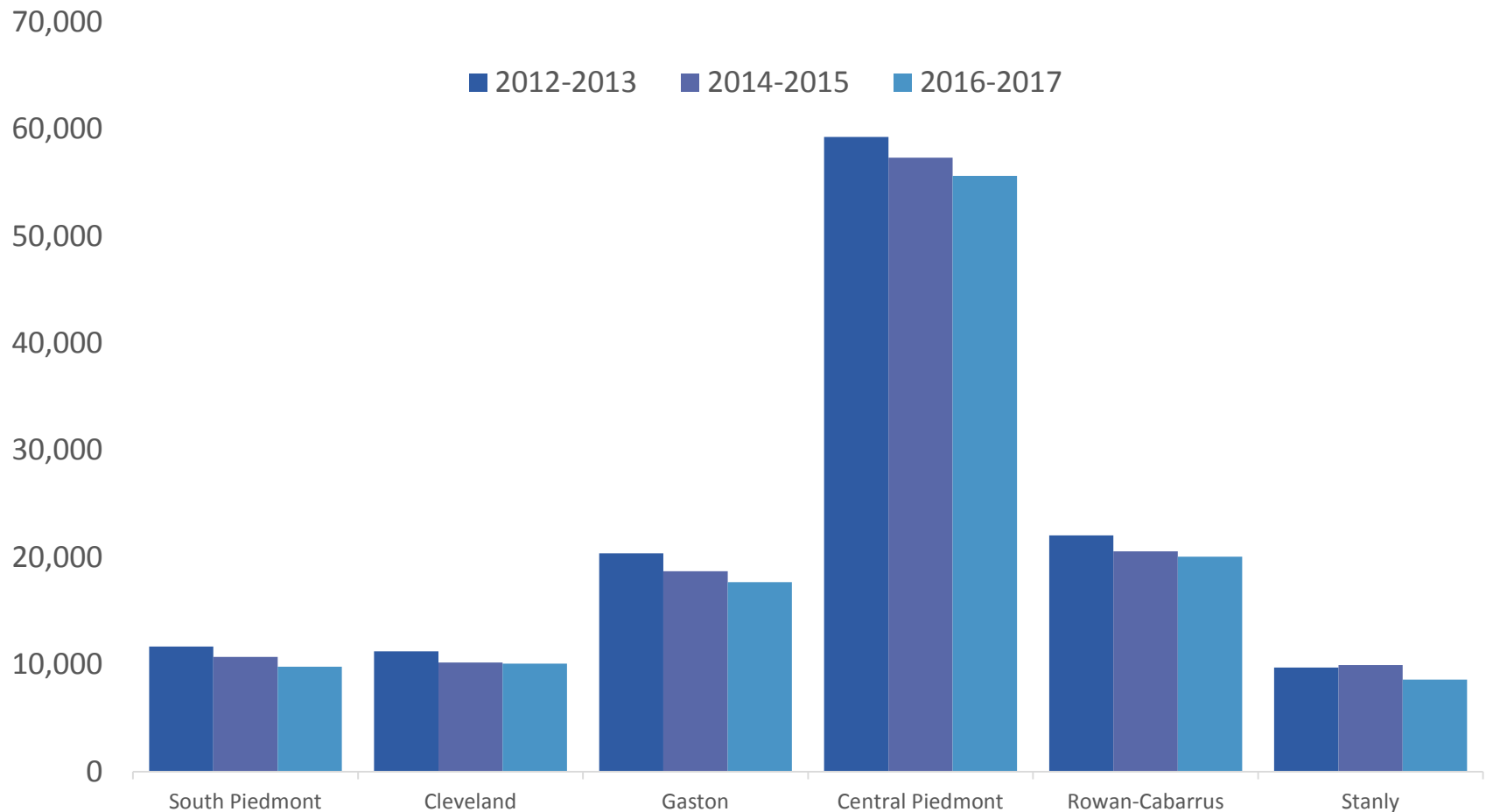
Source: US Census Bureau, American Community Survey, 5-year estimates

# High School Graduation Rates

	2016-2017 Student Population	2016-2018 Graduation Rate (%)	Relative to NC
Anson County Schools	239	79.9%	-6.6%
Cabarrus County Schools	2,492	90.0%	3.5%
Kannapolis City Schools	382	85.9%	-0.6%
Cleveland County Schools	1,189	89.7%	3.2%
Gaston County Schools	2,537	88.3%	1.8%
Iredell-Statesville Schools	1,747	87.4%	0.9%
Mooresville City Schools	464	93.3%	6.8%
Lincoln County Schools	922	90.8%	4.3%
Charlotte-Mecklenburg Schools	10,054	89.4%	2.9%
Rowan-Salisbury Schools	1,491	83.0%	-3.5%
Stanly County Schools	657	87.8%	1.3%
Union County Public Schools	3,253	92.5%	6.0%
<b>North Carolina</b>	<b>115,730</b>	<b>86.5%</b>	

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.

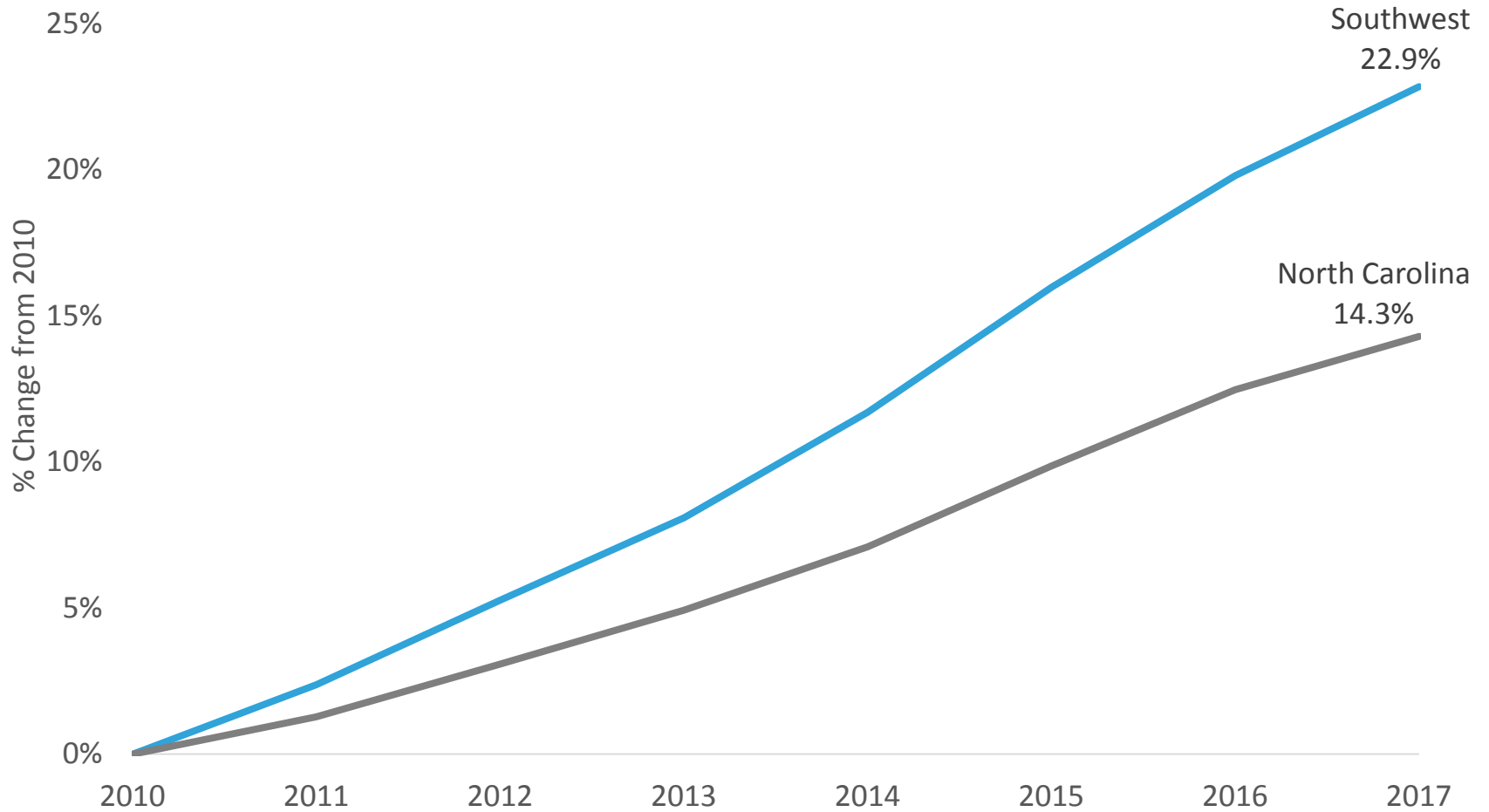


# Average Annual Unemployment Rates

	2009	2011	2013	2015	2017
Anson	14.8%	12.3%	9.5%	6.5%	5.3%
Cabarrus	11.0%	10.4%	7.6%	5.2%	4.2%
Cleveland	15.1%	12.4%	9.5%	6.4%	4.7%
Gaston	13.8%	11.9%	9.0%	6.0%	4.6%
Iredell	12.7%	11.4%	8.4%	5.5%	4.3%
Lincoln	13.9%	11.2%	8.3%	5.4%	4.0%
Mecklenburg	10.6%	9.9%	7.5%	5.4%	4.3%
Rowan	12.7%	12.5%	9.3%	6.1%	4.7%
Stanly	12.1%	11.8%	8.2%	5.3%	4.2%
Union	10.0%	9.1%	6.6%	4.8%	4.0%
Southwest	11.6%	10.5%	7.9%	5.5%	4.3%
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



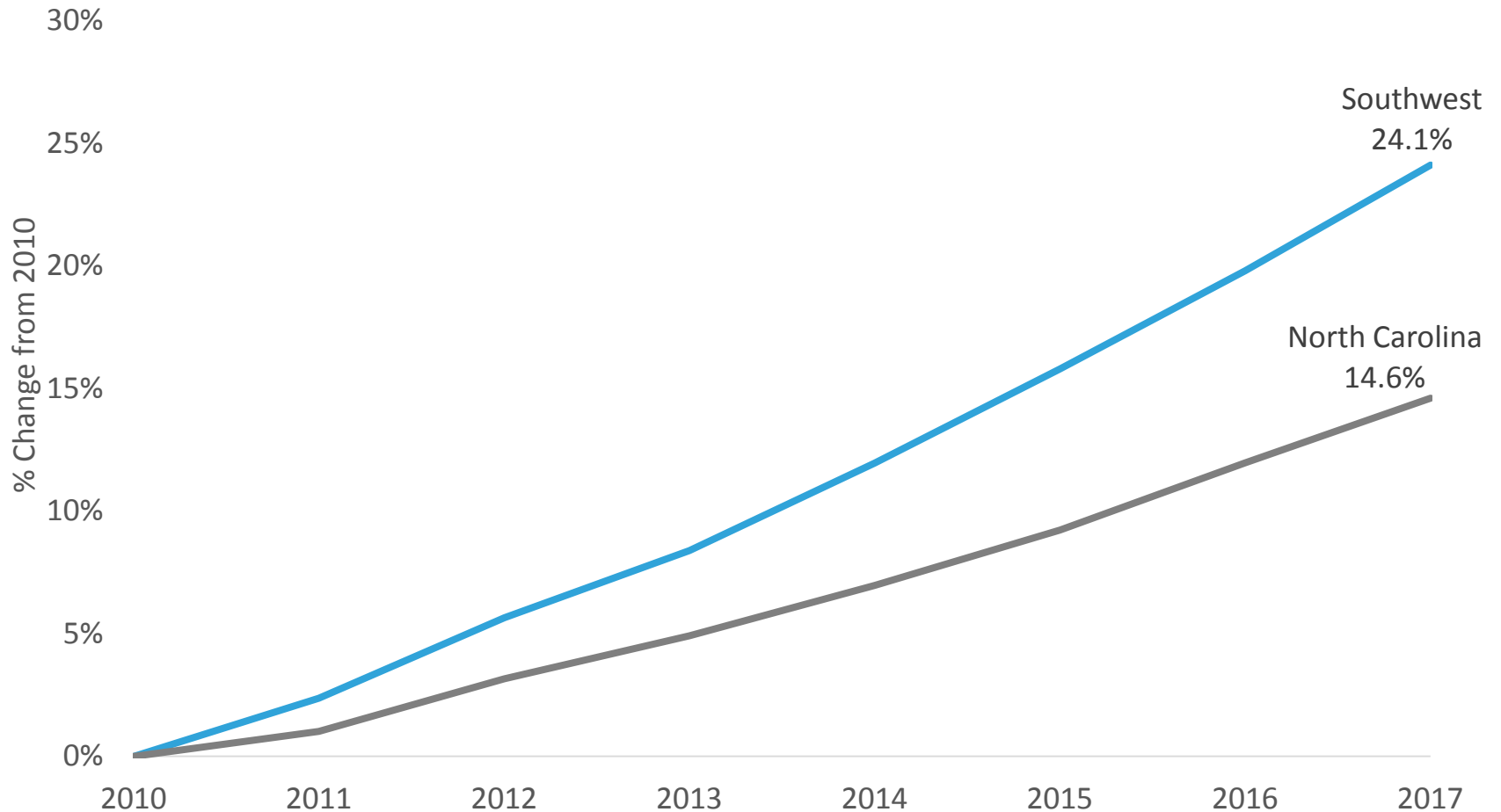
Source: NC Dept. of Commerce, Quarterly Census of Employment & Wages (QCEW)

# 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
<b>North Carolina</b>	<b>4,245,675</b>	<b>4,716,832</b>	<b>471,157</b>

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

# Change in Employed Workers



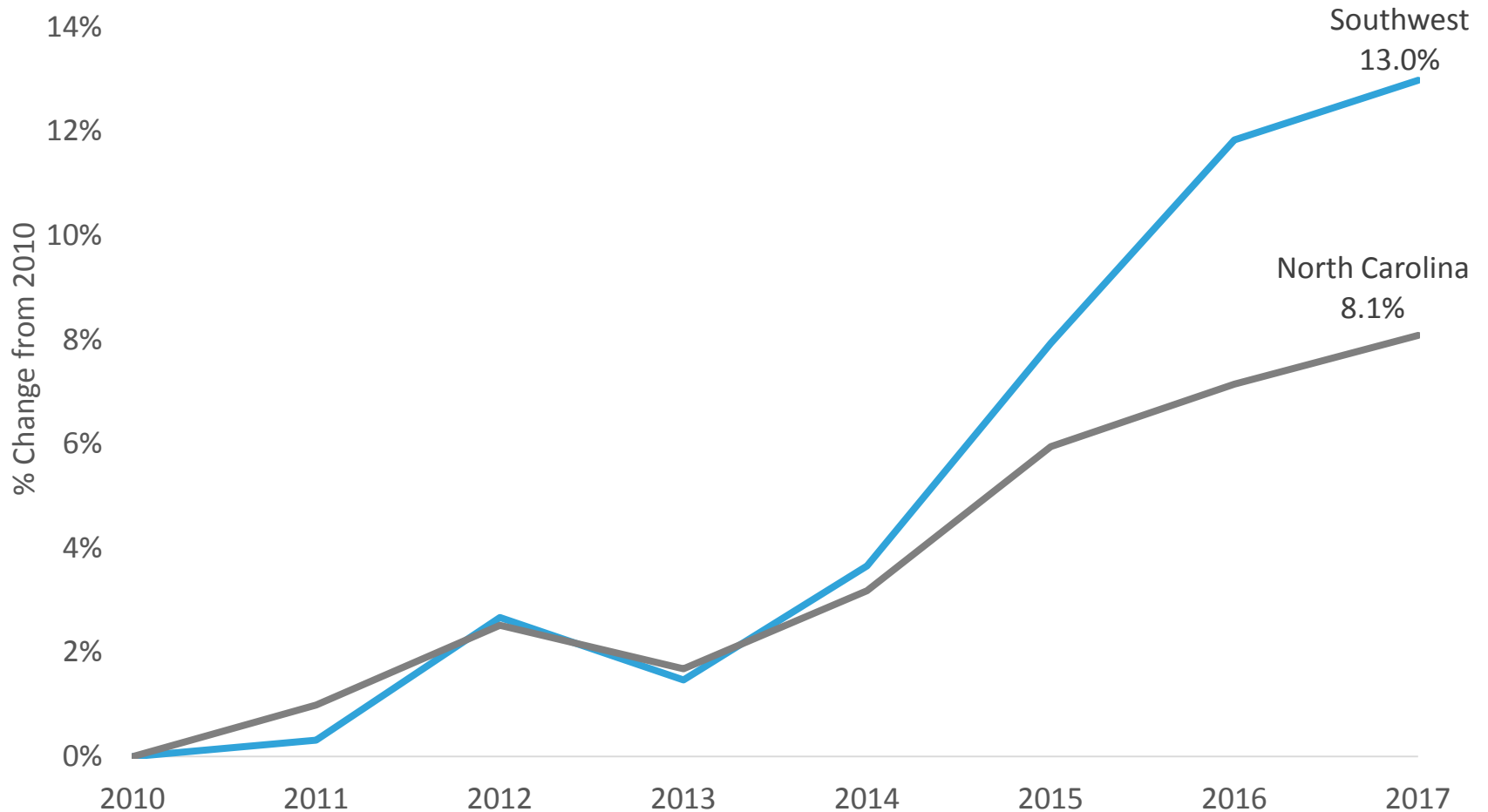
Source: NC Dept. of Commerce, Local Area Unemployment Statistics (LAUS)

# 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%
<b>North Carolina</b>	<b>258,708</b>	<b>272,749</b>	<b>5.4%</b>

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

Southwest



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	7.54	6,362
Data Processing, Hosting, and Related Services	3.35	7,818
Air Transportation	3.21	11,749
Performing Arts, Spectator Sports, and Related Industries	2.30	8,268
Management of Companies and Enterprises	2.22	37,679
Credit Intermediation and Related Activities	2.01	39,753
Broadcasting (except Internet)	1.98	4,009
Textile Product Mills	1.91	1,655
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	1.66	11,444
Plastics and Rubber Products Manufacturing	1.63	8,705

**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

Charlotte

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Management of Companies and Enterprises	71,638	97,674	26,036
Educational Services	141,990	164,654	22,664
Professional, Scientific, and Technical Services	116,362	137,656	21,294
Food Services and Drinking Places	81,560	100,441	18,881
Ambulatory Health Care Services	39,413	55,433	16,020
Administrative and Support Services	80,231	93,037	12,806
Hospitals	37,939	46,754	8,815
Specialty Trade Contractors	32,752	39,744	6,992
Nursing and Residential Care Facilities	19,902	26,687	6,785
Local Government, Excluding Education and Hospitals	40,580	47,062	6,482

*Source: NC Dept. of Commerce, Industry Projections*

# Projected Growth Occupations

Charlotte

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Office and Administrative Support	173,686	194,826	21,140
Food Preparation and Serving Related	92,829	113,650	20,821
Sales and Related	129,496	146,179	16,683
Healthcare Practitioners and Technical	54,294	69,352	15,058
Business and Financial Operations	60,392	74,483	14,091
Healthcare Support	32,236	44,104	11,868
Transportation and Material Moving	85,692	97,344	11,652
Management	64,678	76,079	11,401
Construction and Extraction	44,904	54,340	9,436
Education, Training, and Library	48,667	57,020	8,353

*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

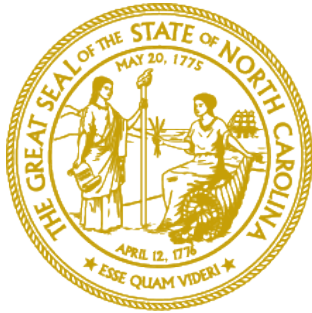
Source: NC Department of Revenue, State Sales and Use Tax Reports by Fiscal Year, Table 3

# 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%
<b>North Carolina</b>	<b>\$22,932</b>	<b>\$5,543</b>	<b>\$1,182</b>	<b>219,180</b>	<b>5.1%</b>

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



# NORTH CAROLINA

## Department of Commerce

### *Labor & Economic Analysis Division*

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