

2018 Prosperity Zone Data Books

June 2018

Western Prosperity Zone

Table of Contents

Western Prosperity Zone

North Carolina Prosperity Zones	p. 3
Western Region	p. 4

Western Population and Labor Force

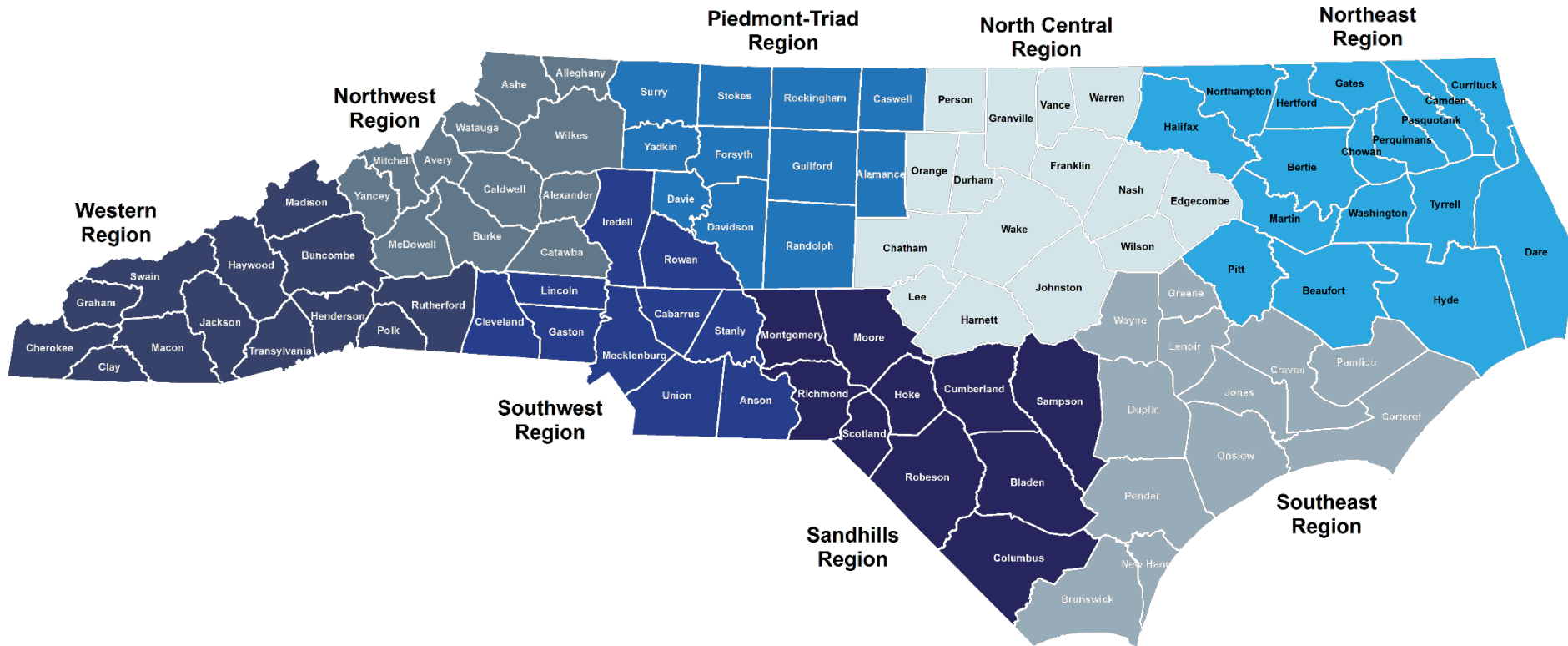
Prosperity Zone Population Estimates	p. 5
Population by Age Group	p. 6
Components of Population Growth	p. 7
Job Holders by Age Group	p. 8
Labor Force and Population	p. 9
County Median Household Income	p. 10
County Average Annual Wages	p. 11
Where Western Residents Work	p. 12
Commuting Patterns	p. 13
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

Western 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

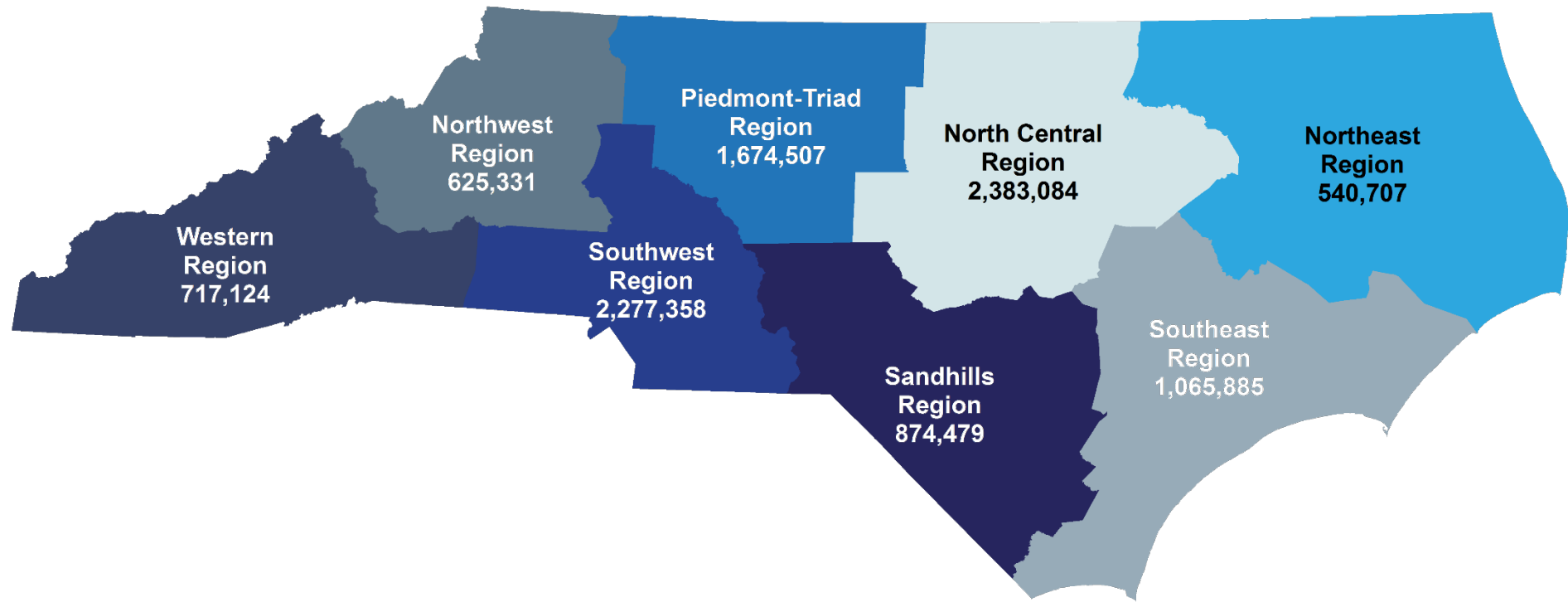


Western Region



Prosperity Zone Population Estimates

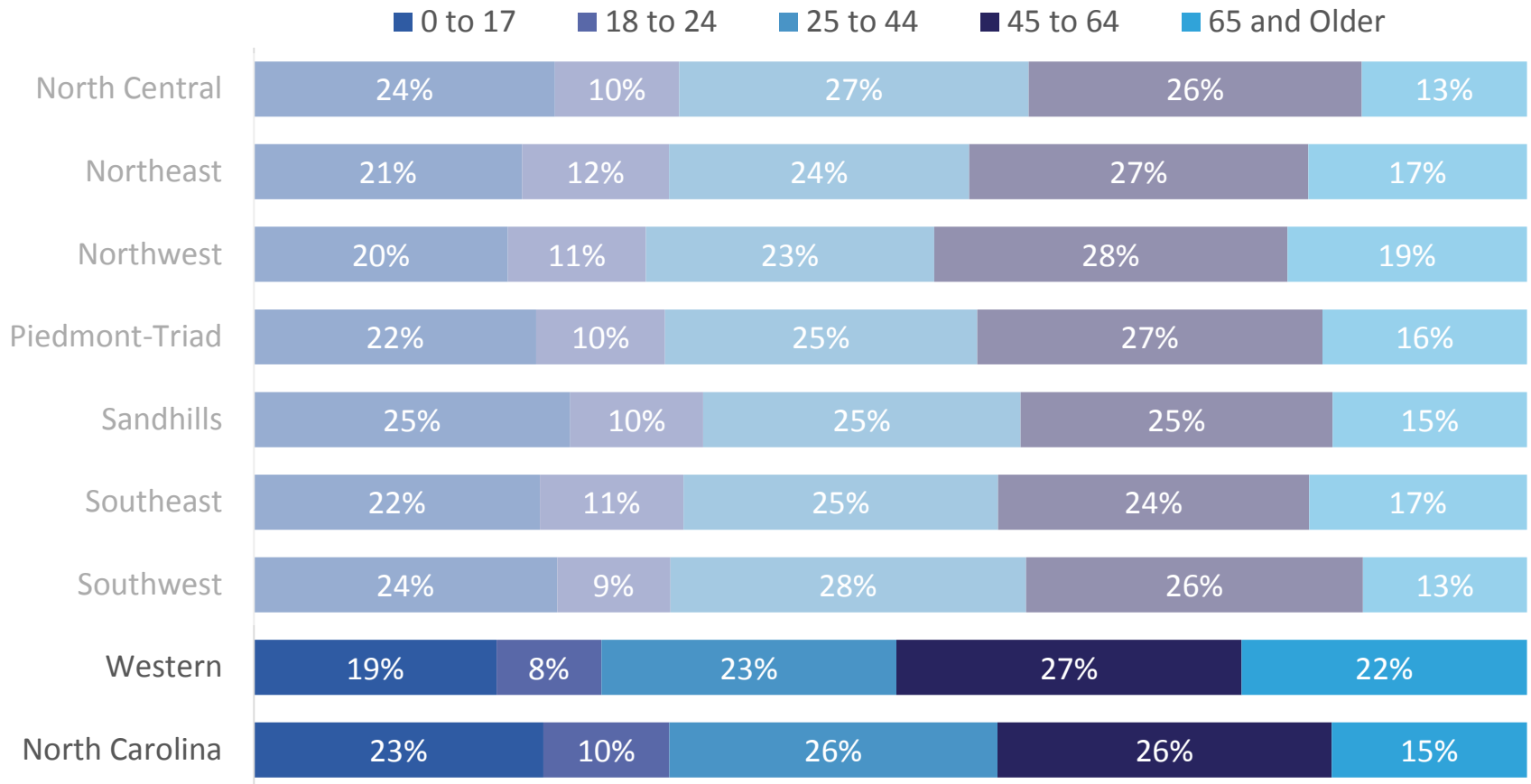
2016



Source: North Carolina Office of State Budget and Management

Population by Age Group

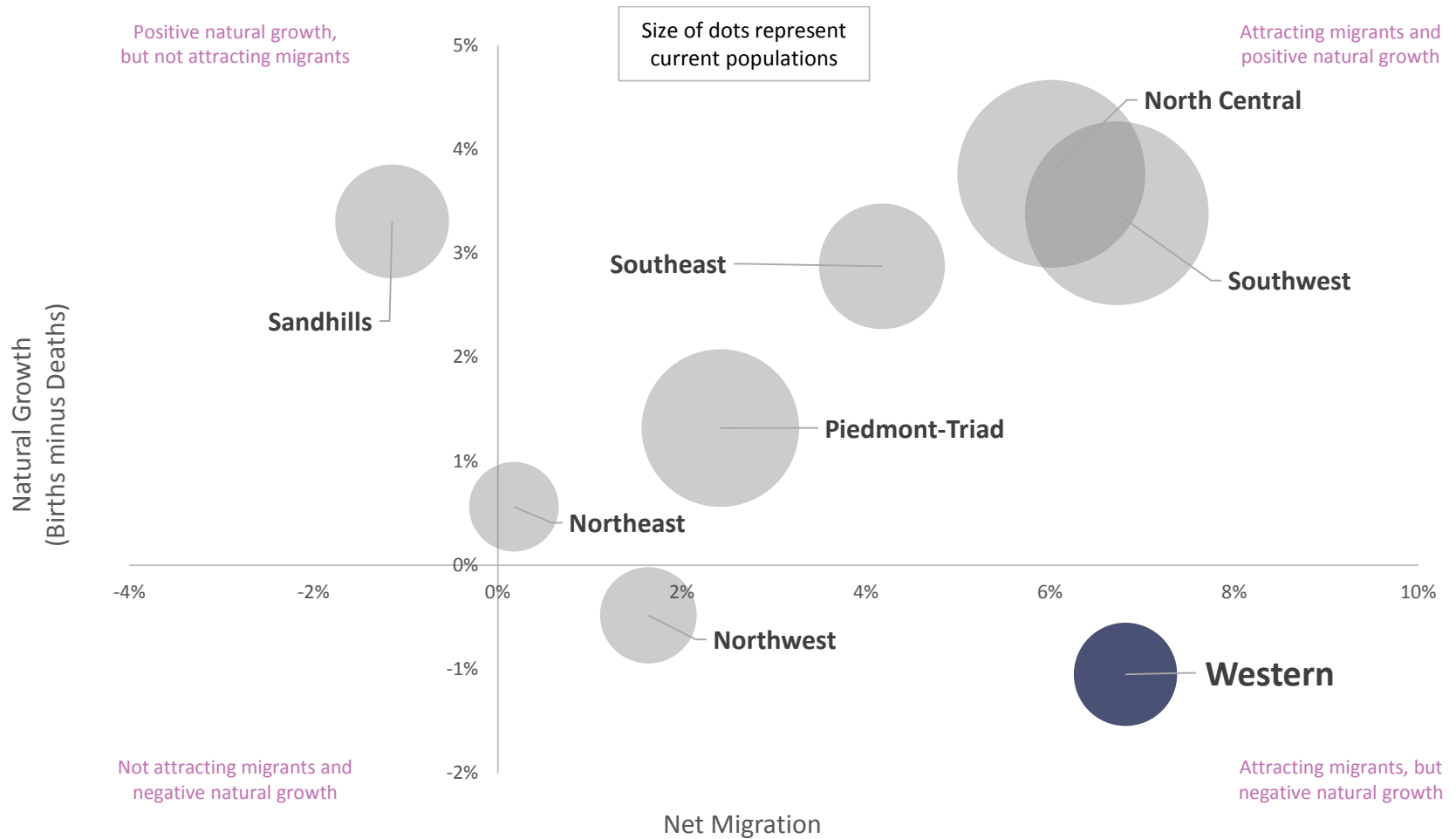
2016



Source: North Carolina Office of State Budget and Management

Components of Population Growth

2010 to 2016

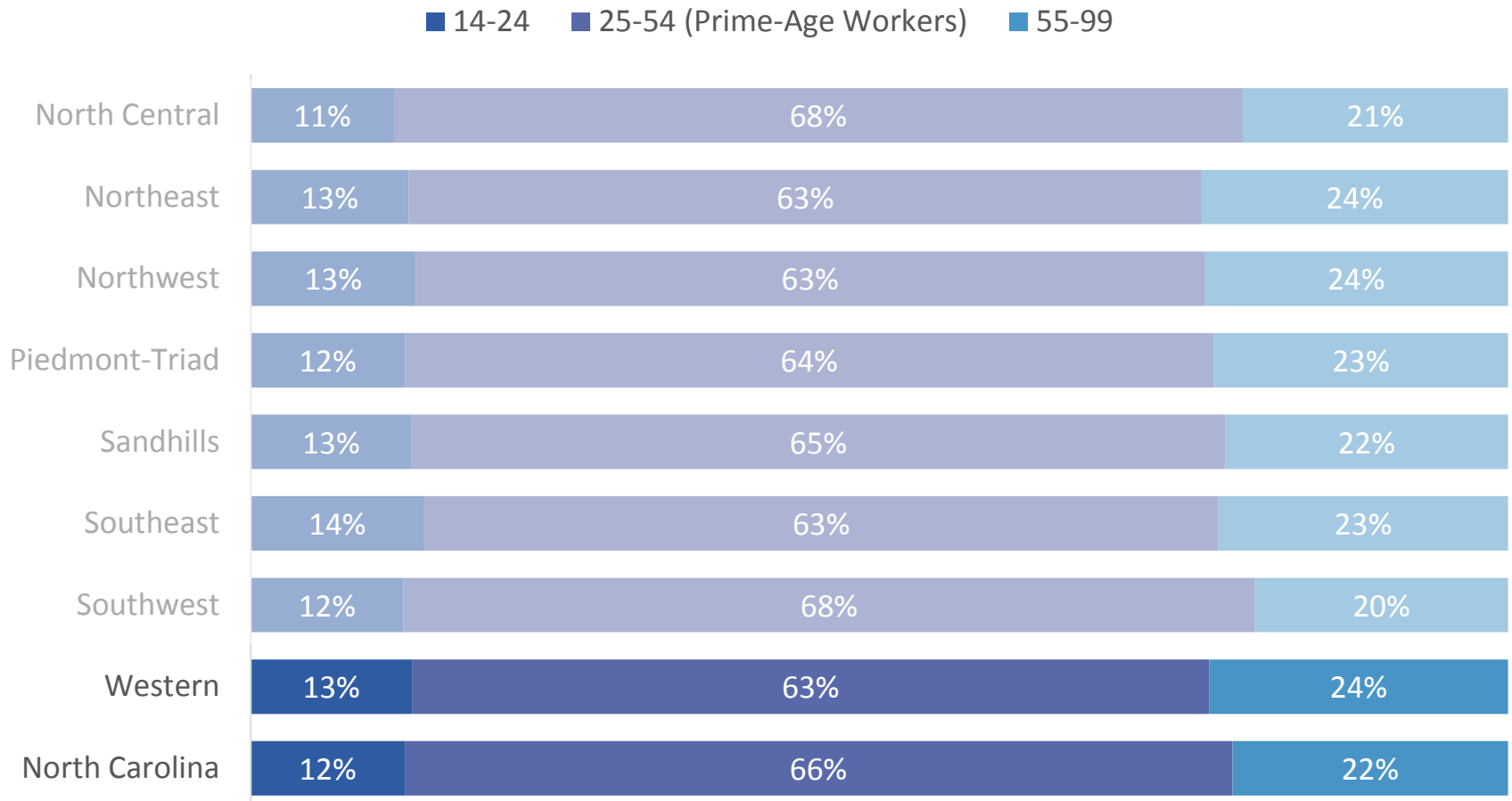


Source: North Carolina Office of State Budget and Management

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
Buncombe	225,065	257,931	14.6%	118,775	134,224	13.0%
Cherokee	26,767	27,878	4.2%	10,546	11,134	5.6%
Clay	10,030	11,089	10.6%	4,686	4,047	-13.6%
Graham	8,403	8,722	3.8%	4,099	3,099	-24.4%
Haywood	56,964	61,126	7.3%	27,603	28,456	3.1%
Henderson	100,045	113,806	13.8%	47,901	52,242	9.1%
Jackson	37,849	41,909	10.7%	21,525	18,811	-12.6%
Macon	32,666	35,091	7.4%	16,119	15,201	-5.7%
Madison	20,198	21,818	8.0%	9,935	9,691	-2.5%
Polk	19,635	20,927	6.6%	9,390	8,815	-6.1%
Rutherford	65,029	67,665	4.1%	29,746	24,784	-16.7%
Swain	13,934	15,106	8.4%	7,255	7,111	-2.0%
Transylvania	31,375	34,056	8.5%	12,627	13,944	10.4%
Western	647,960	717,124	10.7%	320,207	331,559	3.5%
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
Buncombe	\$46,902	-2.8%
Cherokee	\$35,284	-26.9%
Clay	\$36,296	-24.8%
Graham	\$34,778	-27.9%
Haywood	\$43,097	-10.7%
Henderson	\$48,138	-0.2%
Jackson	\$40,278	-16.5%
Macon	\$39,593	-18.0%
Madison	\$40,408	-16.3%
Polk	\$47,396	-1.8%
Rutherford	\$36,144	-25.1%
Swain	\$33,598	-30.4%
Transylvania	\$43,918	-9.0%
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
Buncombe	\$39,553	\$41,856	5.8%	-14.4%
Cherokee	\$31,217	\$32,834	5.2%	-32.9%
Clay	\$29,095	\$30,941	6.3%	-36.7%
Graham	\$32,890	\$33,552	2.0%	-31.4%
Haywood	\$34,921	\$35,550	1.8%	-27.3%
Henderson	\$37,156	\$38,942	4.8%	-20.4%
Jackson	\$34,265	\$36,314	6.0%	-25.8%
Macon	\$32,433	\$33,411	3.0%	-31.7%
Madison	\$30,266	\$33,255	9.9%	-32.0%
Polk	\$31,164	\$31,280	0.4%	-36.0%
Rutherford	\$34,360	\$34,027	-1.0%	-30.4%
Swain	\$32,978	\$36,401	10.4%	-25.6%
Transylvania	\$32,781	\$34,417	5.0%	-29.6%
Western	\$36,763	\$38,698	5.3%	-20.9%
North Carolina	\$46,067	\$48,911	6.2%	N/A

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

Where Western Residents Work

Primary Jobs, 2015

County of Work	Western Residents Working	% of Working Western Residents
Buncombe, NC	93,249	36.4%
Henderson, NC	27,881	10.9%
Haywood, NC	13,937	5.4%
Rutherford, NC	11,857	4.6%
Jackson, NC	10,928	4.3%
Mecklenburg, NC	10,847	4.2%
Macon, NC	8,367	3.3%
Wake, NC	6,996	2.7%
Transylvania, NC	6,590	2.6%
Cherokee, NC	6,044	2.4%
All Other Locations	59,507	23.2%

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

Commuting Patterns

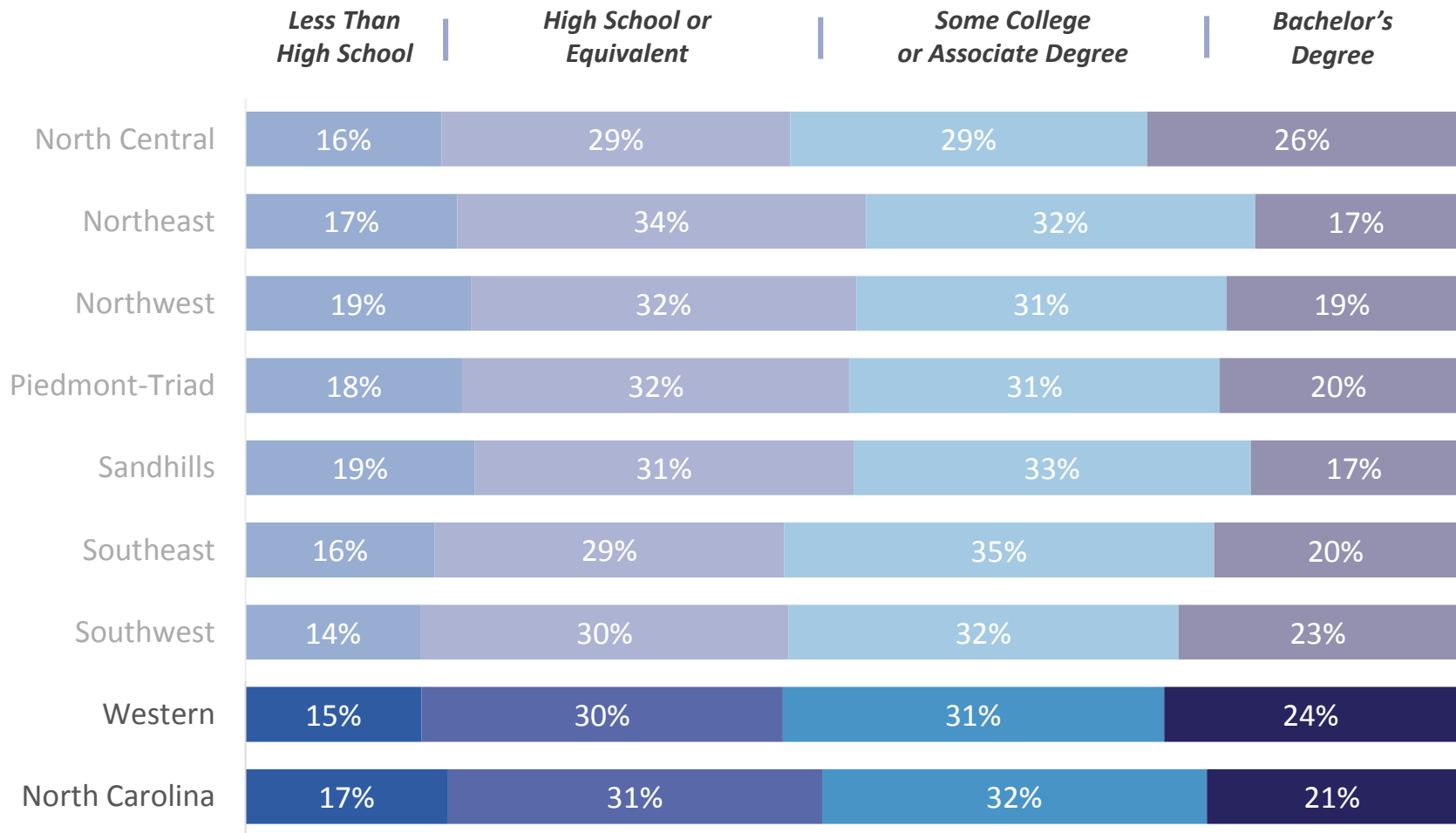
Primary Jobs, 2015

	Employed in County, Live Outside	Live in County, Employed Outside	Employed and Live in County
Buncombe	44,654	29,794	68,997
Cherokee	2,809	4,392	4,365
Clay	923	2,419	904
Graham	645	1,544	1,111
Haywood	5,606	12,276	10,013
Henderson	15,296	22,071	17,257
Jackson	7,465	6,477	5,472
Macon	3,421	5,338	6,526
Madison	1,741	5,488	1,618
Polk	2,785	5,164	1,962
Rutherford	7,468	13,853	10,212
Swain	3,506	2,849	2,094
Transylvania	3,116	5,750	4,384

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

Educational Attainment, Age 25+

5-Year Estimates, 2012-2016



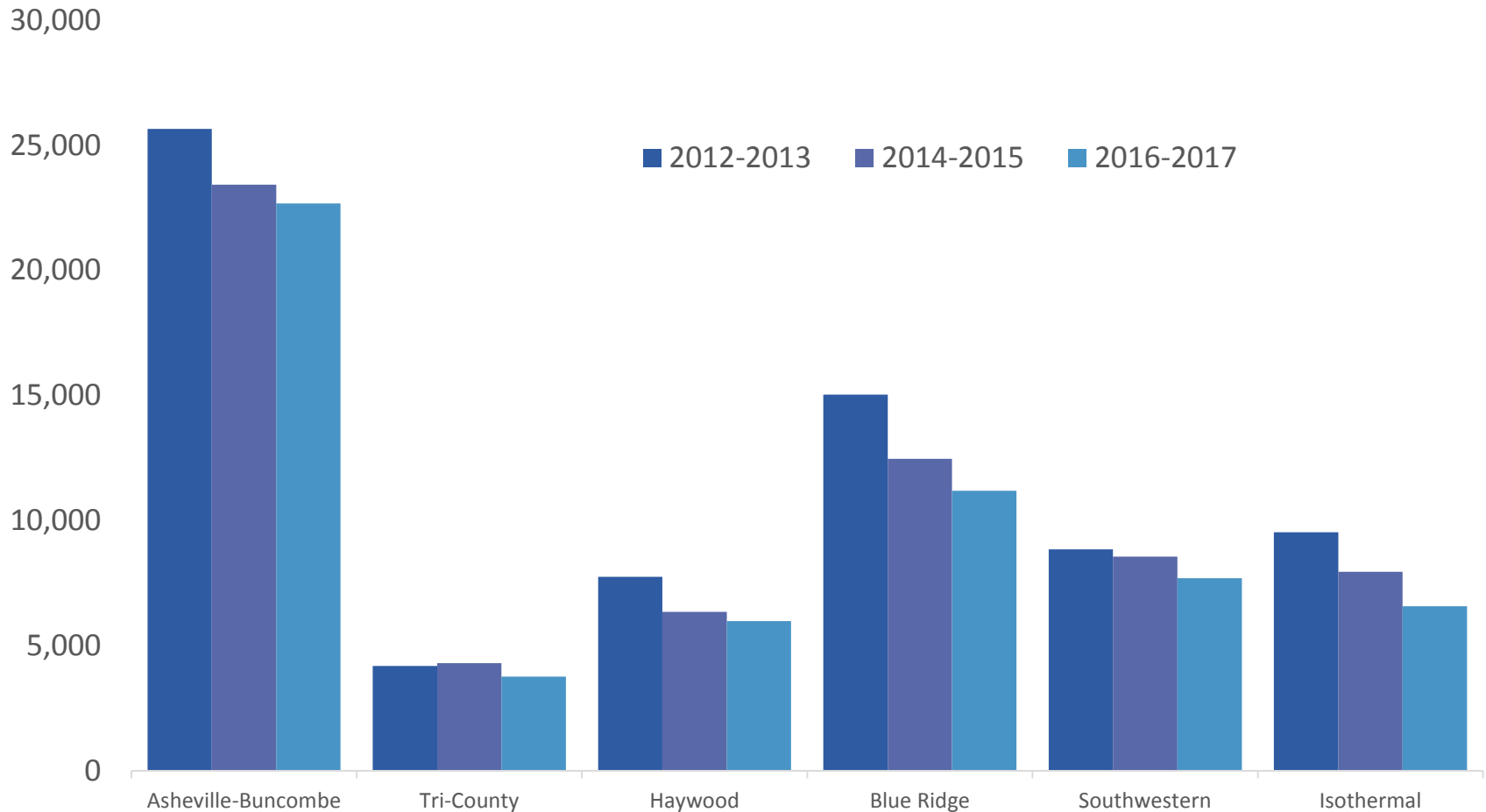
Source: US Census Bureau, American Community Survey, 5-year estimates

High School Graduation Rates

	2016-2017 Student Population	2016-2018 Graduation Rate (%)	Relative to NC
Buncombe County Schools	2,003	88.3%	1.8%
Asheville City Schools	351	88.0%	1.5%
Cherokee County Schools	268	92.5%	6.0%
Clay County Schools	75	89.3%	2.8%
Graham County Schools	103	93.2%	6.7%
Haywood County Schools	598	85.8%	-0.7%
Henderson County Schools	1,029	92.9%	6.4%
Jackson County Schools	324	86.7%	0.2%
Macon County Schools	339	91.7%	5.2%
Madison County Schools	200	88.0%	1.5%
Polk County Schools	182	88.5%	2.0%
Rutherford County Schools	698	85.0%	-1.5%
Swain County Schools	154	83.1%	-3.4%
Transylvania County Schools	265	86.4%	-0.1%
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

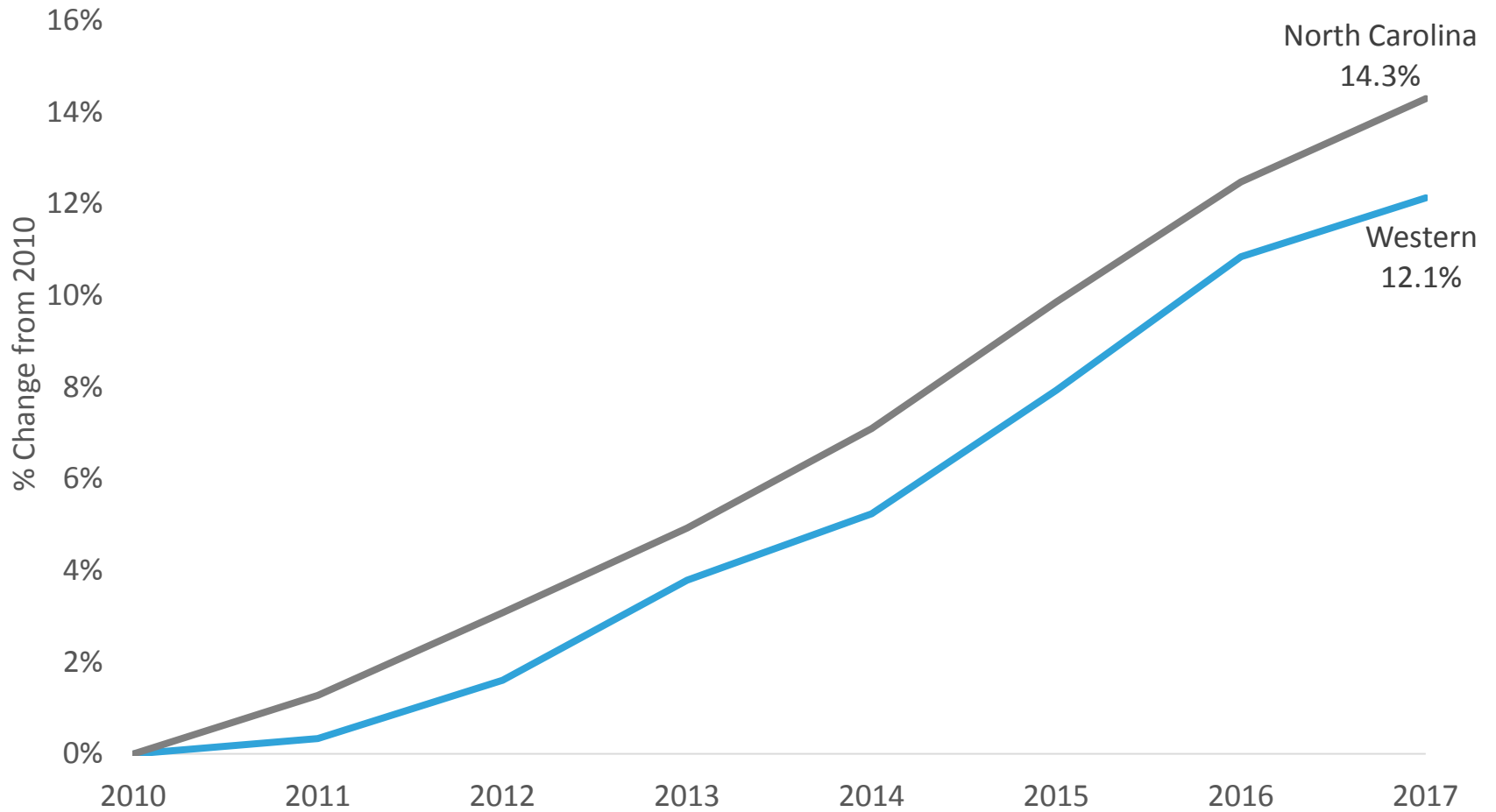
Note: Enrollments represent unduplicated headcount of students enrolled in curriculum and continuing education courses.

Average Annual Unemployment Rates

	2009	2011	2013	2015	2017
Buncombe	8.3%	7.9%	6.0%	4.4%	3.5%
Cherokee	15.3%	11.8%	9.2%	6.5%	5.1%
Clay	11.7%	11.5%	8.8%	6.2%	5.0%
Graham	17.1%	18.1%	15.2%	12.0%	6.8%
Haywood	9.6%	10.1%	7.8%	5.3%	4.1%
Henderson	8.8%	8.5%	6.2%	4.8%	3.9%
Jackson	8.9%	11.1%	8.8%	6.1%	4.8%
Macon	11.0%	11.3%	9.1%	6.2%	4.7%
Madison	9.4%	10.3%	8.2%	5.7%	4.3%
Polk	9.1%	9.3%	6.6%	5.1%	4.2%
Rutherford	16.3%	14.6%	11.2%	7.8%	6.2%
Swain	11.9%	15.6%	12.4%	7.7%	5.1%
Transylvania	9.3%	9.4%	7.4%	5.4%	4.4%
Western	9.9%	9.7%	7.4%	5.3%	4.1%
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



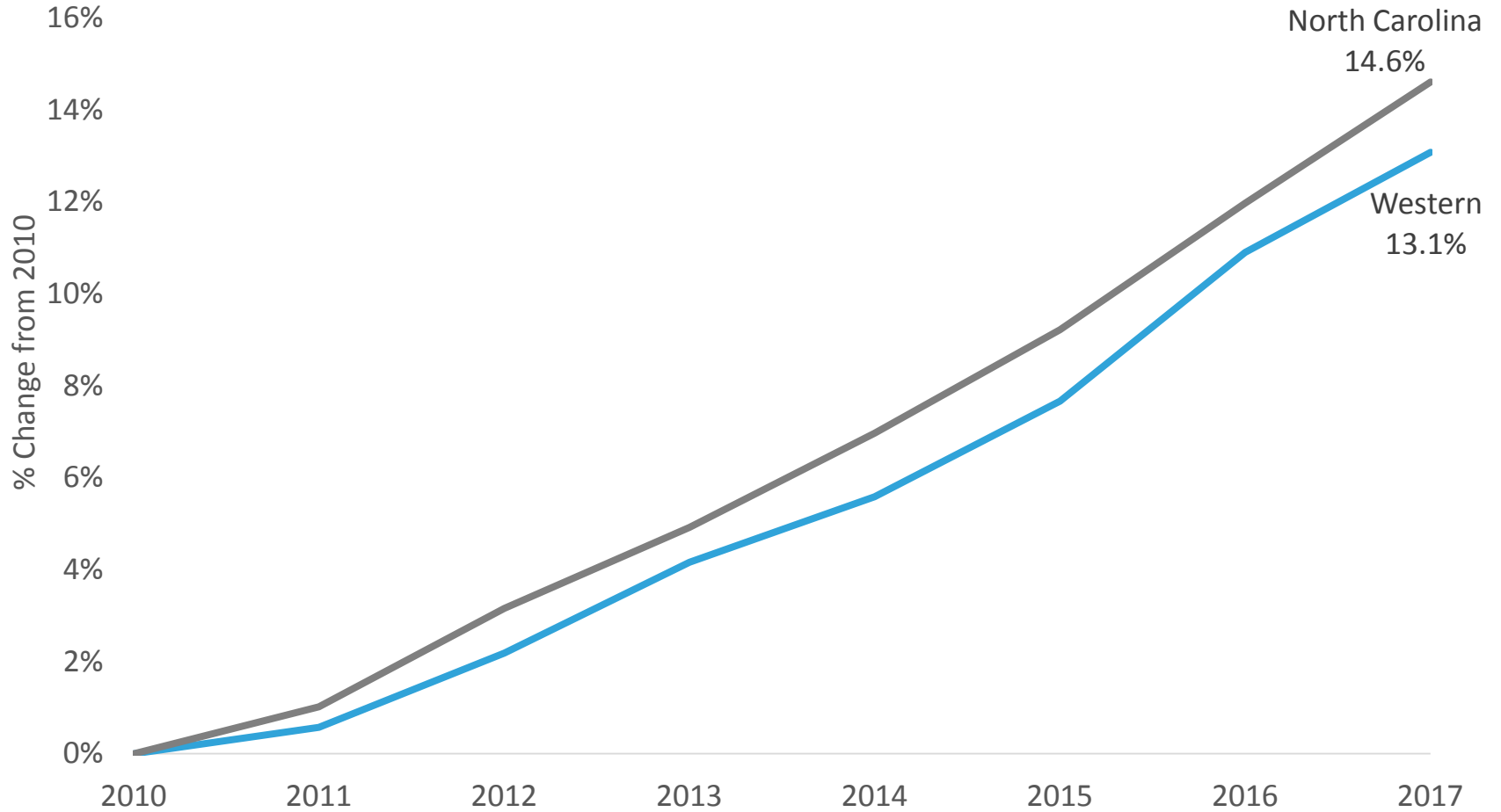
Source: NC Dept. of Commerce, Quarterly Census of Employment & Wages (QCEW)

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



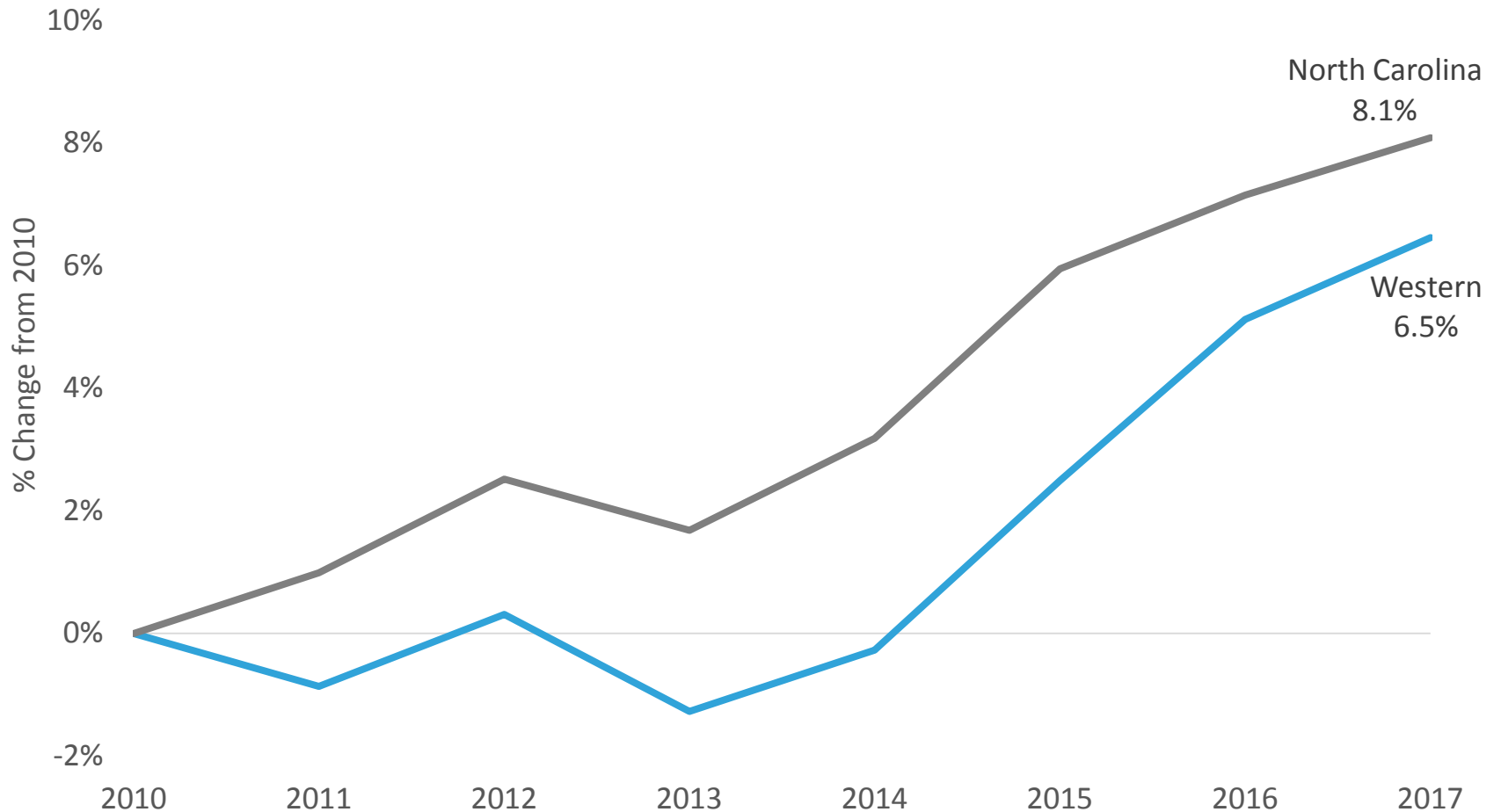
Source: NC Dept. of Commerce, Local Area Unemployment Statistics (LAUS)

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)

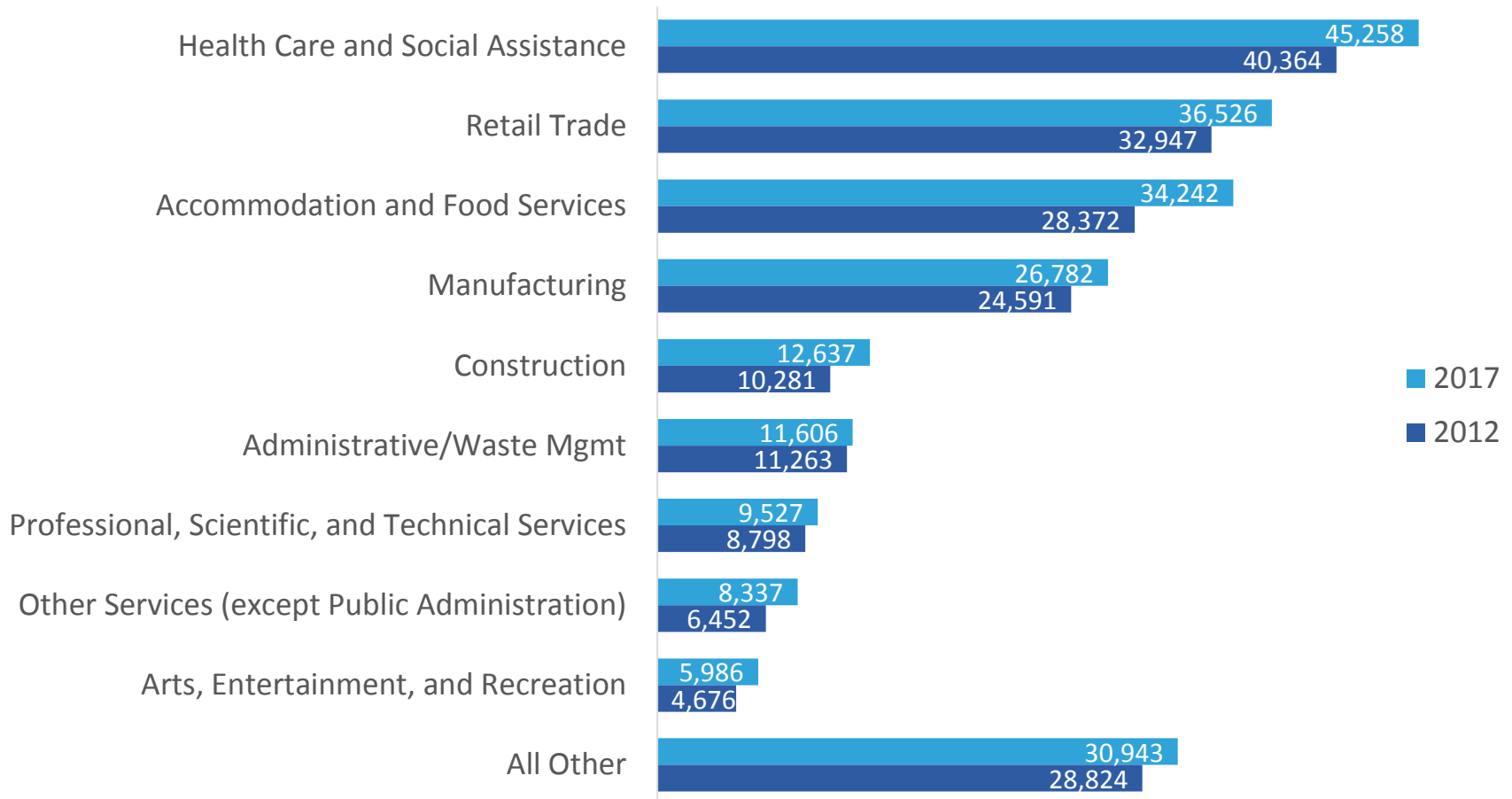
Change in Business Establishments



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

Industry Employment

Western



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	7.11	1,486
Museums, Historical Sites, and Similar Institutions	5.48	1,648
Electrical Equipment, Appliance, and Component Manufacturing	4.89	3,482
Beverage and Tobacco Product Manufacturing	3.47	1,670
Paper Manufacturing	3.20	2,187
Plastics and Rubber Products Manufacturing	2.62	3,456
Accommodation	1.75	6,412
Food and Beverage Stores	1.60	9,152
Building Material and Garden Equipment and Supplies Dealers	1.58	3,739
Nursing and Residential Care Facilities	1.53	9,446

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

Waynesville-Franklin

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Services and Drinking Places	6,484	7,859	1,375
Educational Services	14,004	15,054	1,050
Local Government, Excluding Education and Hospitals	7,929	8,937	1,008
Professional, Scientific, and Technical Services	5,050	6,058	1,008
Administrative and Support Services	1,858	2,242	384
Ambulatory Health Care Services	2,153	2,462	309
Specialty Trade Contractors	1,716	2,024	308
Construction of Buildings	992	1,231	239
Social Assistance	1,748	1,980	232
Building Material and Garden Equipment and Supplies Dealers	1,137	1,325	188

Source: NC Dept. of Commerce, Industry Projections

Projected Growth Industries

Asheville

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Ambulatory Health Care Services	13,030	17,232	4,202
Food Services and Drinking Places	19,233	22,392	3,159
Professional, Scientific, and Technical Services	14,404	17,168	2,764
Educational Services	31,096	33,698	2,602
Administrative and Support Services	10,325	12,486	2,161
Hospitals	10,951	12,685	1,734
Nursing and Residential Care Facilities	7,862	9,568	1,706
Food and Beverage Stores	6,375	7,679	1,304
Accommodation, including Hotels and Motels	4,693	5,645	952
Specialty Trade Contractors	4,917	5,789	872

Source: NC Dept. of Commerce, Industry Projections

Projected Growth Occupations

Waynesville-Franklin

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Preparation and Serving Related	7,634	9,026	1,392
Sales and Related	7,424	8,041	617
Construction and Extraction	2,978	3,517	539
Education, Training, and Library	4,842	5,274	432
Office and Administrative Support	9,111	9,509	398
Protective Service	2,824	3,147	323
Personal Care and Service	3,058	3,380	322
Healthcare Practitioners and Technical	4,195	4,503	308
Healthcare Support	2,330	2,596	266
Business and Financial Operations	2,323	2,576	253

Source: NC Dept. of Commerce, Occupational Projections

Projected Growth Occupations

Asheville

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Preparation and Serving Related	22,784	26,565	3,781
Healthcare Practitioners and Technical	15,322	18,452	3,130
Healthcare Support	10,320	13,256	2,936
Office and Administrative Support	28,813	31,224	2,411
Sales and Related	22,840	25,209	2,369
Construction and Extraction	7,283	8,690	1,407
Transportation and Material Moving	12,939	14,345	1,406
Building and Grounds Cleaning and Maintenance	7,828	9,117	1,289
Education, Training, and Library	10,811	11,882	1,071
Personal Care and Service	7,084	8,149	1,065

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

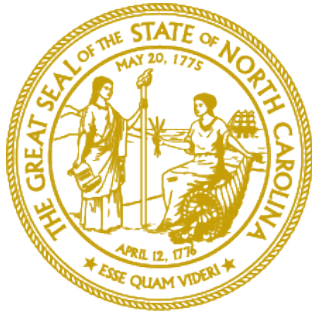
Source: NC Department of Revenue, State Sales and Use Tax Reports by Fiscal Year, Table 3

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

www.nccommerce.com

This workforce product was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The U.S. Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner.