

Unlocking Local Insights: LEAD's Area Profiles

LMI Tuesdays

May 7, 2024

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LEAD ANALYTICS

Dashboards & Data Access Tools

Visualize and interact with North Carolina's economic and labor market statistics and trends.



DATA

View tables, download statistics, and access business information by state, regional, and local geographies.



DASHBOARDS

Interact with economic and labor market information to better recognize trends.



TOOLS & PUBLICATIONS

Extensive resources to better understand NC's economy, labor market, and career opportunities.

Analytics.NCCommerce.com

DASHBOARDS



Economic Overviews

- > **NC Today** – LEAD’s monthly summary of North Carolina’s labor and economic data and trends. LEAD’s monthly summary of North Carolina’s labor and economic data and trends.
- > **Regional Labor Market Overviews** – Monthly summary of labor market data for each NC workforce development board region.
- > **Area Profiles** – Economic and demographic overviews by county, workforce board area, and prosperity zone. Includes monthly and annual data, updated monthly.



Labor Market Trends

- > **Supply-Demand Dashboard** – LEAD’s monthly and annual estimates of state and local labor supply (jobseekers) and labor demand (job openings).
- > **NC Unemployment Insurance Claims** – Monthly breakdown of UI claims by county, race, and gender.
- > **NC Equity Dashboard** – Demographic and economic data by racial groups in North Carolina.



Employer Surveys

- > **Employer Needs Survey** – Summary finding from the survey of employers hiring challenges.
- > **Business Pulse Survey** – Monthly summary of employers’ business conditions. The survey ended in July 2023.



Employment Projections

- Charts and visual displays of state and regional employment projections by industry and occupation.
- > **Industry projections**
 - > **Occupational projections**



Workforce System

- > **NC Workforce Service Delivery Outcomes**
- > **North Carolina WARN Notices** – Information on companies that have announced facility closures or mass layoff and filed a Worker Adjustment and Retraining Notification (WARN notice).
- > **NC Reentry Outcome Reporting System** – What happens to people after they leave our state’s prison system? The North Carolina Reentry Outcome Reporting System (NC RORS) provides aggregated information on the outcomes of formerly incarcerated individuals using data from the Common Follow-up System.



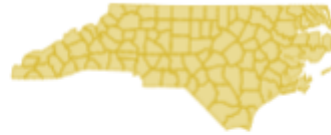
Wages & Staffing Patterns

- > **Occupational Wage Lookup** – Use common job titles to search and access detailed OEWS wage data for NC’s industries and geographies.
- > **OEWS Staffing Patterns** – Breakdowns of statewide industry employment by occupation and occupational employment by industry.

Multiple Geographies

AREA PROFILES

» North Carolina



SELECT AREA TYPE

State

State

Prosperity Zones

Workforce Development Area (WDB)

County



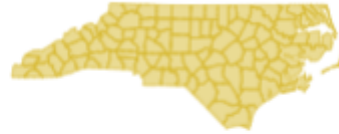
NC DEPARTMENT
of COMMERCE
LABOR & ECONOMIC
ANALYSIS

TOTAL JOBS 4,806,855 2023 Q3	BIZ ESTABLISHMENTS 375,541 2023 Q3	AVERAGE WEEKLY WAGE \$1,222 2023 Q3	MEDIAN HH INCOME \$67,516 2022
UNEMPLOYMENT RATE 3.7% February 2024	EMPLOYED 5,049,318 February 2024	UNEMPLOYED 194,170 February 2024	LABOR FORCE 5,243,488 February 2024

Key Economic Indicators

AREA PROFILES

» North Carolina



SELECT AREA TYPE

State

SELECT AREA

North Carolina



NC DEPARTMENT
of COMMERCE
LABOR & ECONOMIC
ANALYSIS

TOTAL JOBS

4,806,855
2023 Q3

BIZ ESTABLISHMENTS

375,541
2023 Q3

AVERAGE WEEKLY WAGE

\$1,222
2023 Q3

MEDIAN HH INCOME

\$67,516
2022

UNEMPLOYMENT RATE

3.7%
February 2024

EMPLOYED

5,049,318
February 2024

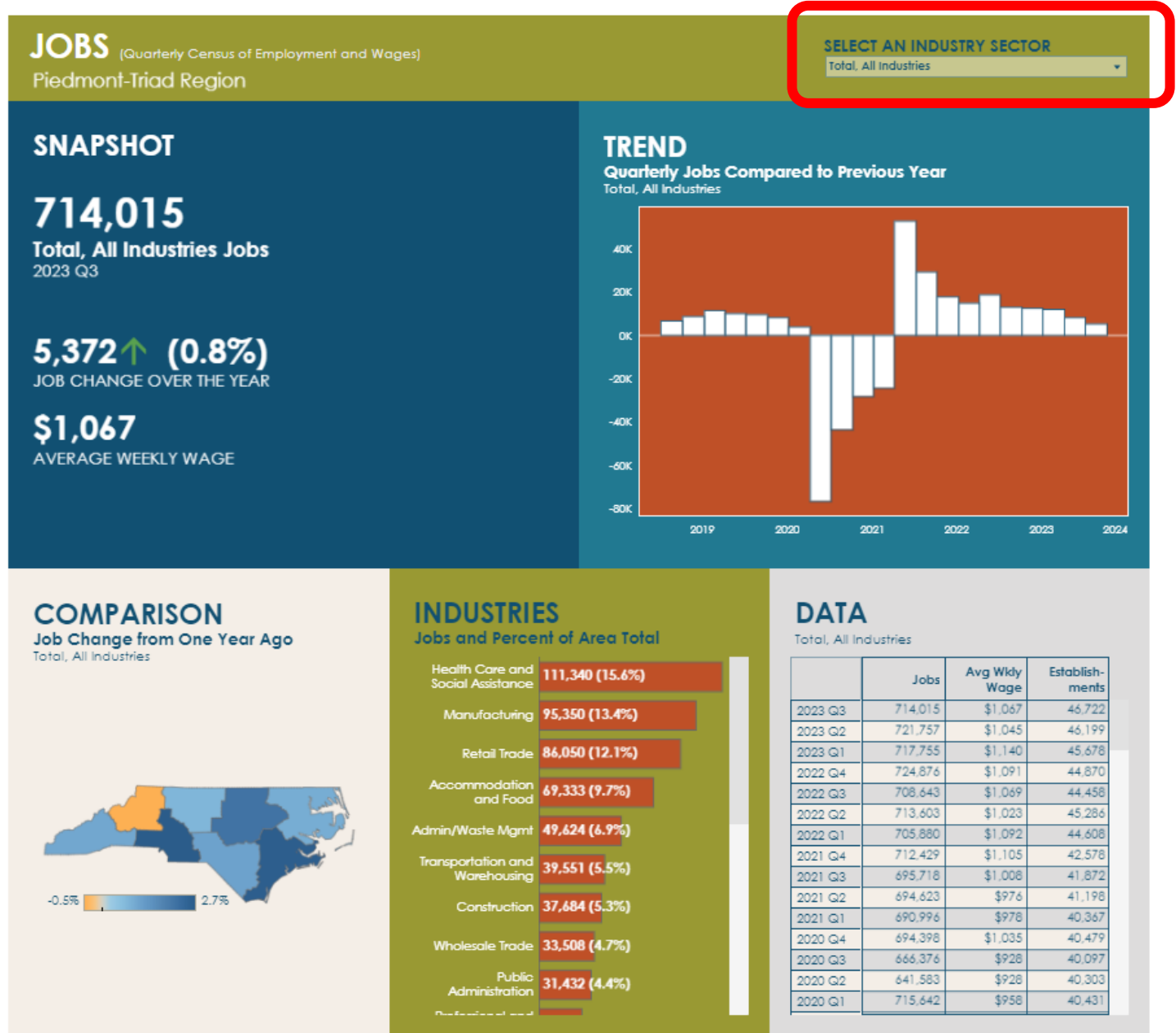
UNEMPLOYED

194,170
February 2024

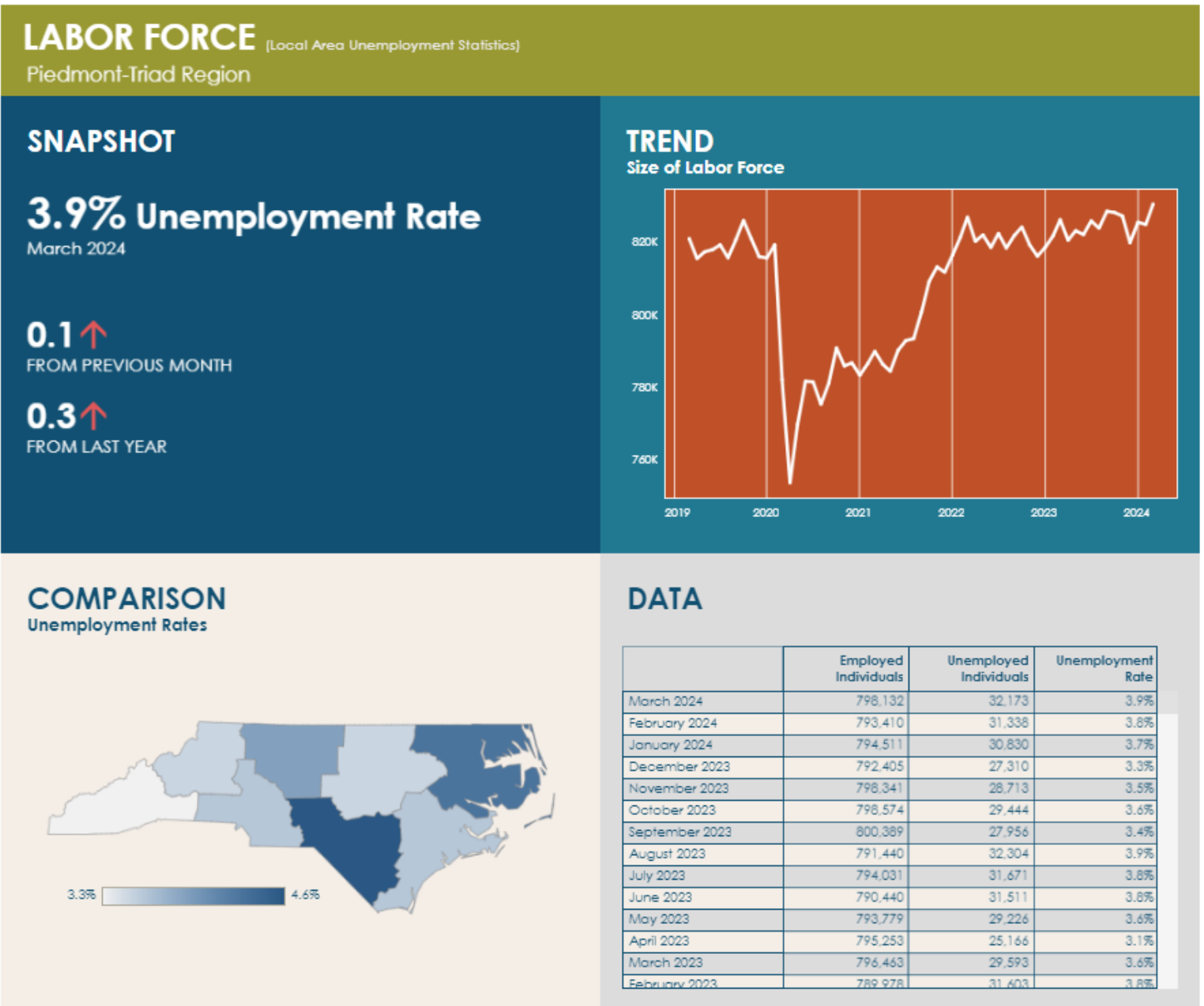
LABOR FORCE

5,243,488
February 2024

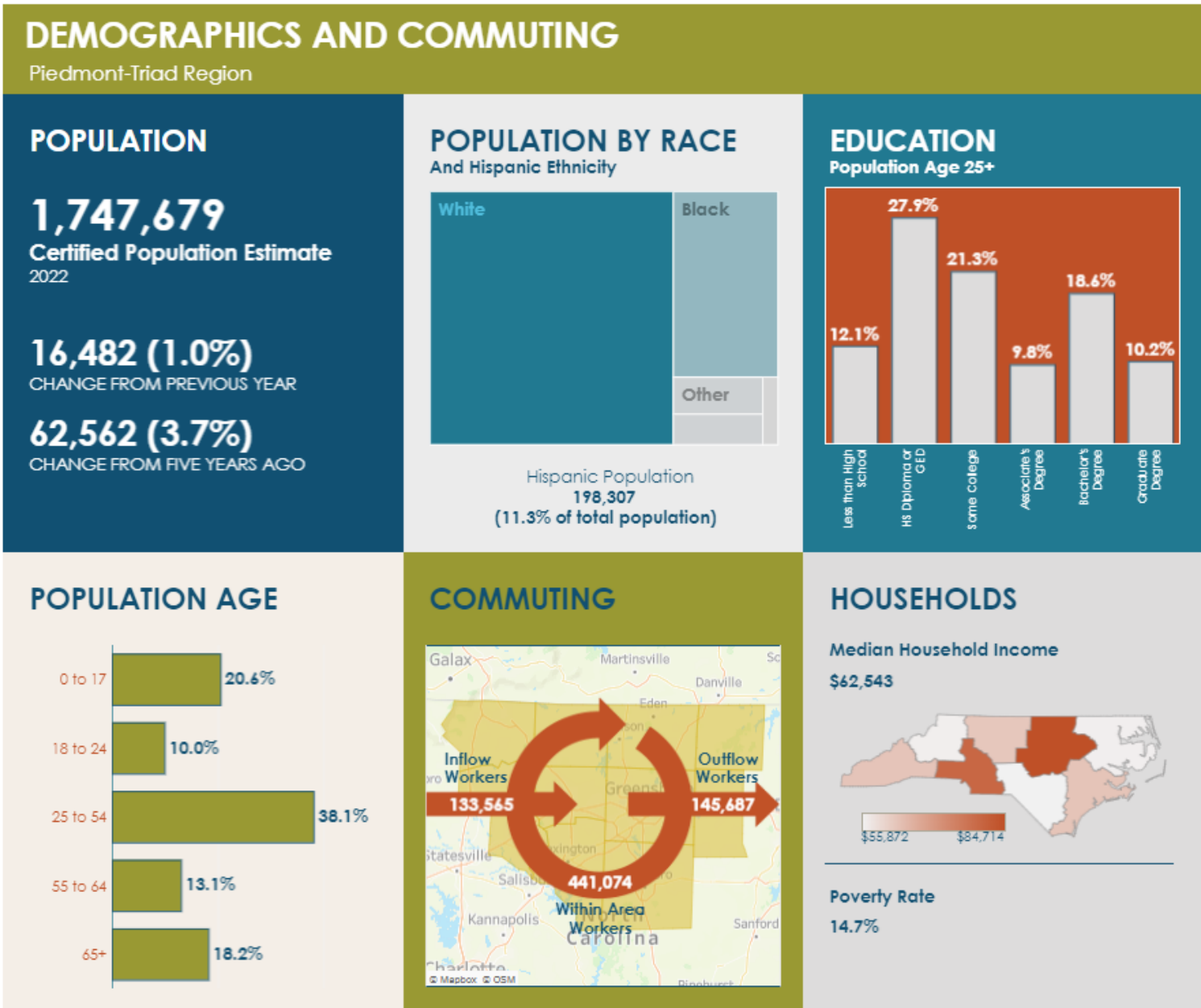
Information about Jobs from QCEW



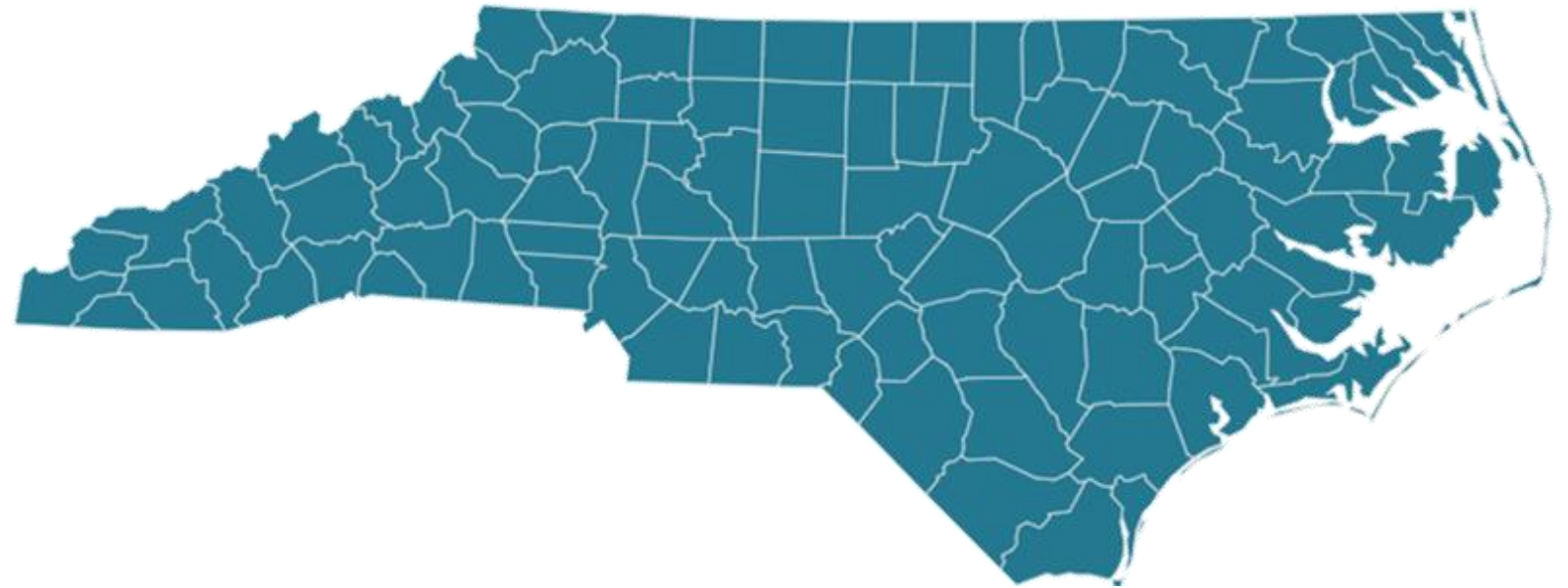
Information about the Labor Force from LAUS



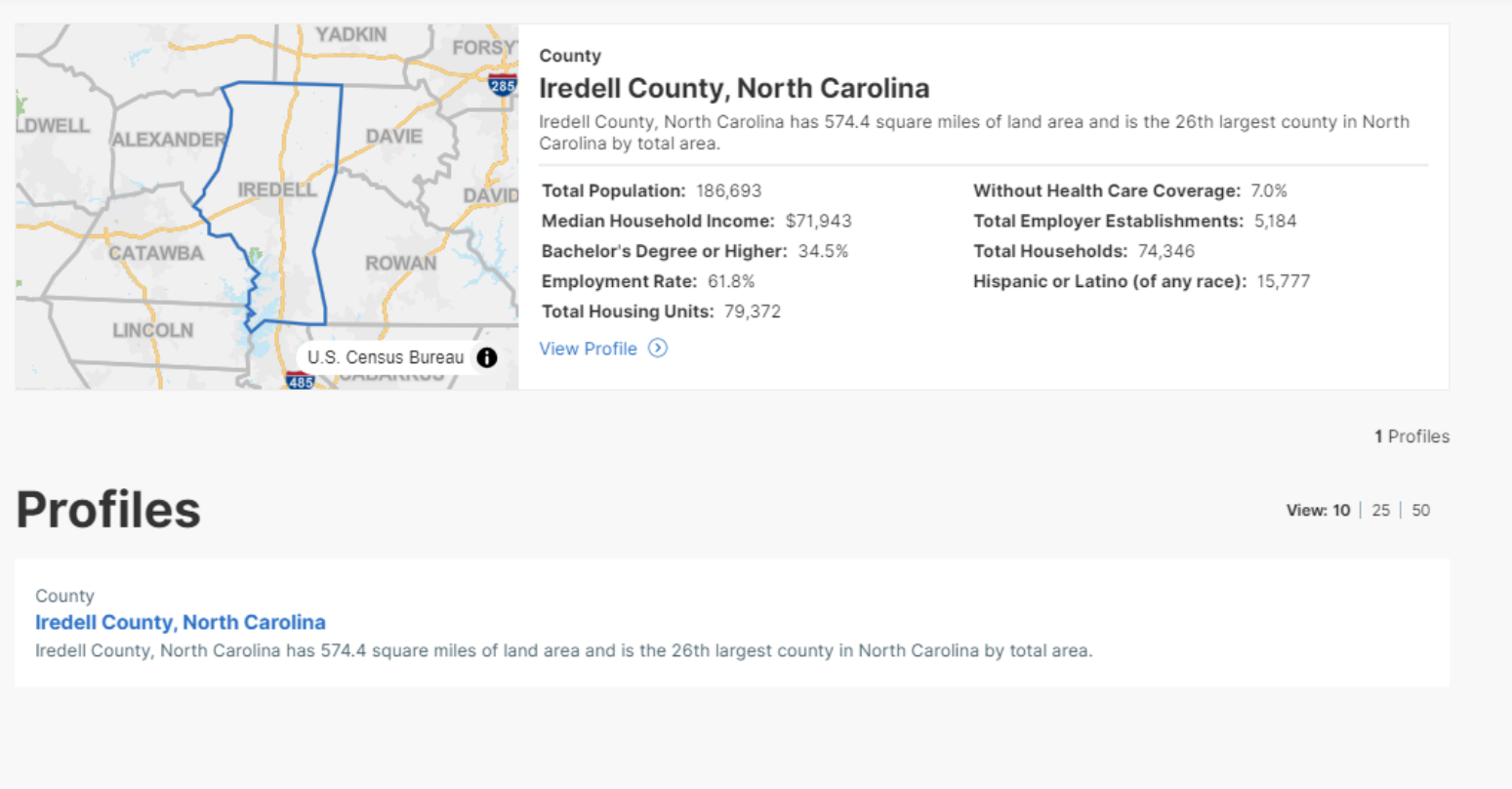
Information about the Population from Census



More
detailed
county
information
from Census



More detailed county information from Census



County
Iredell County, North Carolina
Iredell County, North Carolina has 574.4 square miles of land area and is the 26th largest county in North Carolina by total area.

Total Population: 186,693	Without Health Care Coverage: 7.0%
Median Household Income: \$71,943	Total Employer Establishments: 5,184
Bachelor's Degree or Higher: 34.5%	Total Households: 74,346
Employment Rate: 61.8%	Hispanic or Latino (of any race): 15,777
Total Housing Units: 79,372	

[View Profile](#)

1 Profiles

Profiles

View: 10 | 25 | 50

County
Iredell County, North Carolina
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More detailed county information from Census

- Populations and People
- Income and Poverty
- Education
- Employment
- Housing
- Health
- Business and Economy
- Families and Living Arrangements
- Race and Ethnicity

Easy to share
as a PDF



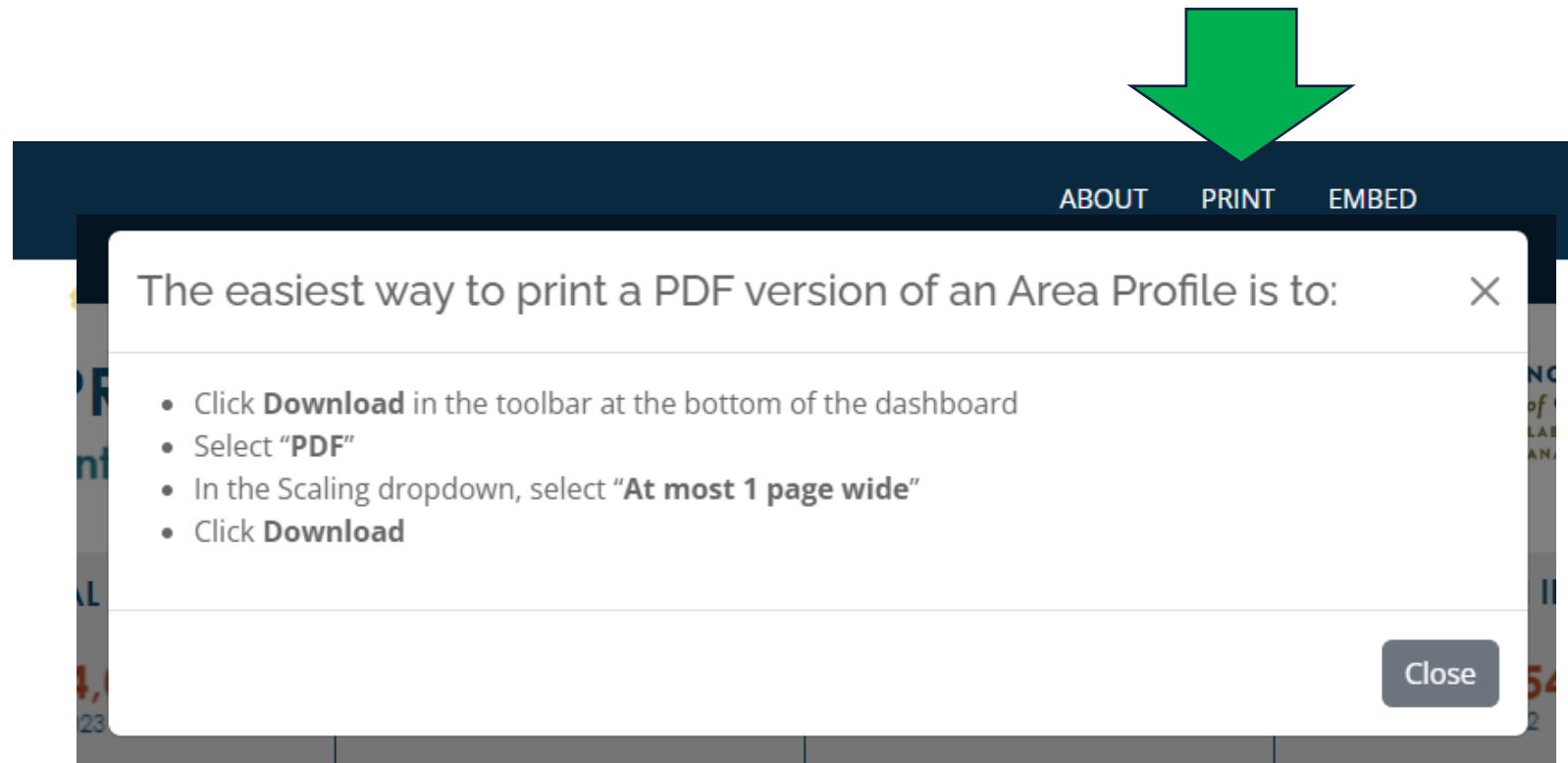
ABOUT PRINT EMBED

SELECT AREA TYPE
Prosperity Zones

SELECT AREA
Piedmont-Triad Region

NC DEPARTMENT
of COMMERCE
LABOR & ECONOMIC
ANALYSIS

Easy to share as a PDF



The screenshot shows a dark blue header bar with three white text links: 'ABOUT', 'PRINT', and 'EMBED'. A large green arrow points down to the 'PRINT' link. Below the header is a white help popup window with a dark blue title bar. The title bar contains the text 'The easiest way to print a PDF version of an Area Profile is to:' and a close button 'X'. The main content of the popup is a bulleted list of instructions. At the bottom right of the popup is a 'Close' button.

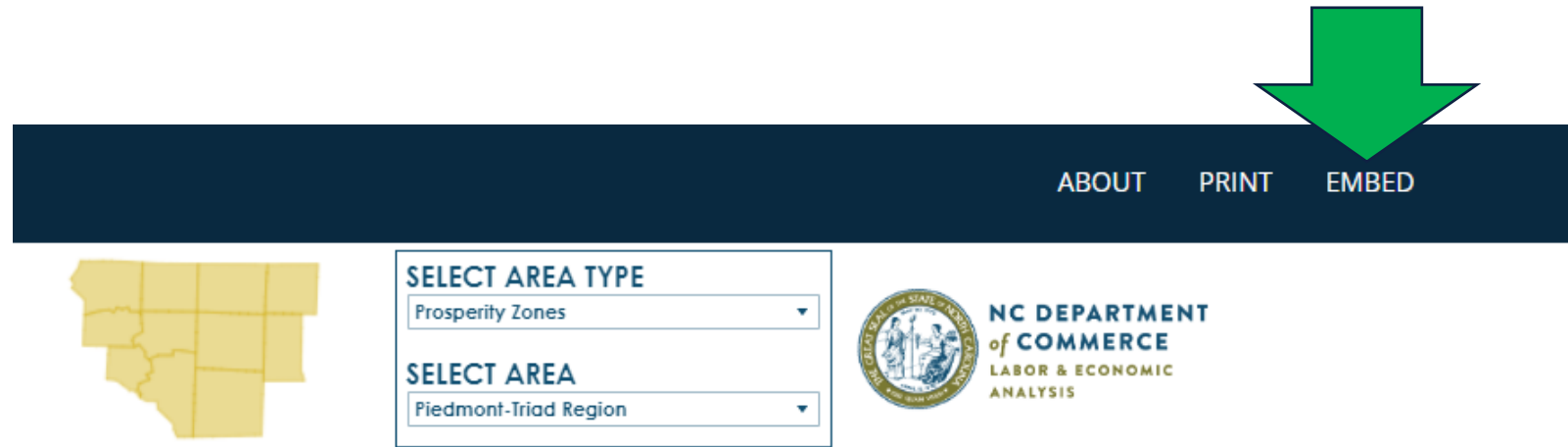
ABOUT PRINT EMBED

The easiest way to print a PDF version of an Area Profile is to: X

- Click **Download** in the toolbar at the bottom of the dashboard
- Select "**PDF**"
- In the Scaling dropdown, select "**At most 1 page wide**"
- Click **Download**

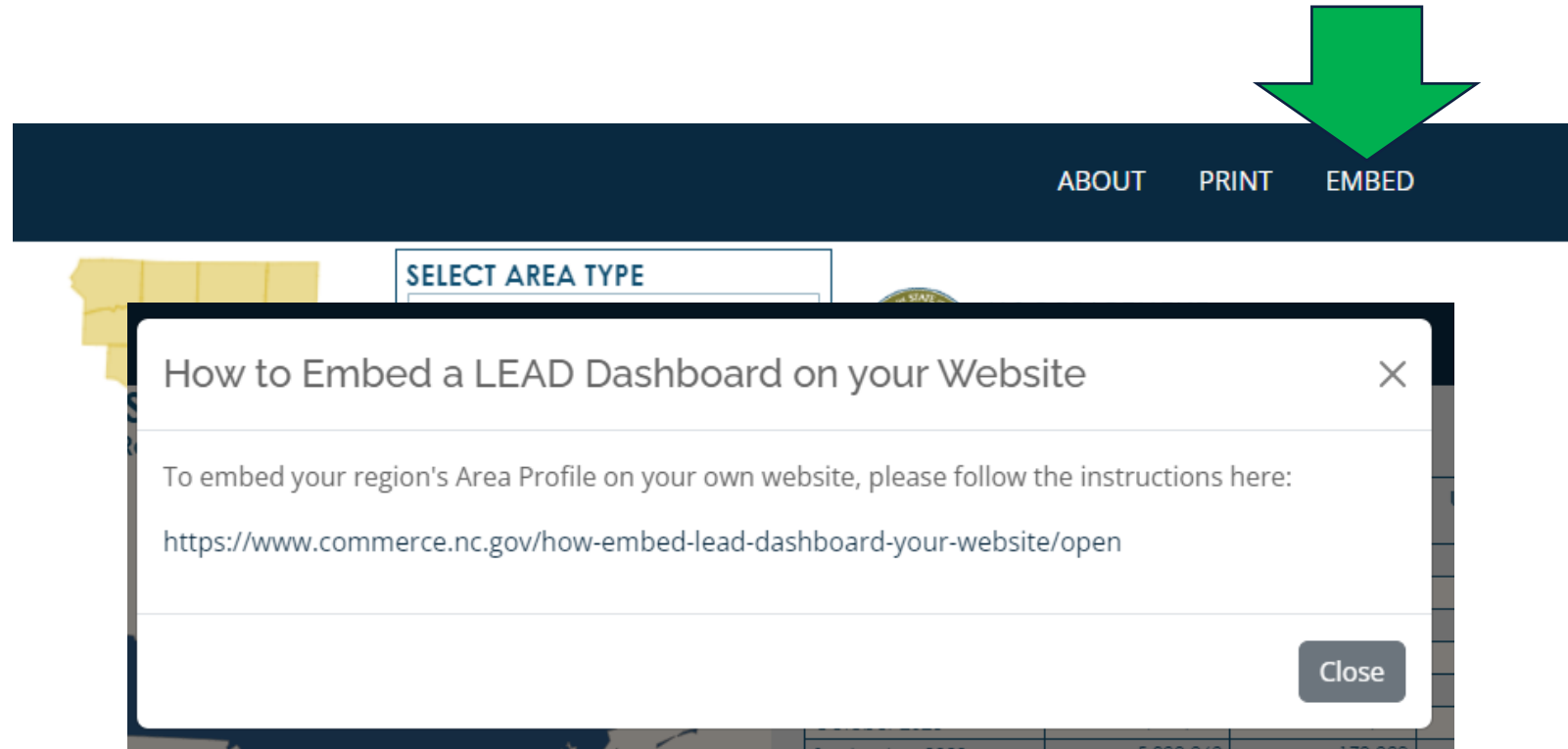
Close

Easy to
embed on
your website



The screenshot shows a web interface for Prosperity Zones analysis. At the top right, there is a dark blue navigation bar with the text "ABOUT", "PRINT", and "EMBED". A large green arrow points down to the "EMBED" link. Below the navigation bar, on the left, is a yellow map of North Carolina with several counties highlighted in a darker yellow. To the right of the map is a white box containing two dropdown menus. The first dropdown is titled "SELECT AREA TYPE" and has "Prosperity Zones" selected. The second dropdown is titled "SELECT AREA" and has "Fiedmont-Triad Region" selected. To the right of these dropdowns is the logo for the NC Department of Commerce, Labor & Economic Analysis, which includes the state seal and the text "NC DEPARTMENT of COMMERCE LABOR & ECONOMIC ANALYSIS".

Easy to
embed on
your website



The screenshot shows a dark blue navigation bar with the following text: ABOUT PRINT EMBED. A large green arrow points down to the EMBED button. Below the navigation bar is a yellow map of North Carolina with a dropdown menu labeled 'SELECT AREA TYPE'. A modal window is open, titled 'How to Embed a LEAD Dashboard on your Website' with a close button (X) in the top right corner. The modal contains the text: 'To embed your region's Area Profile on your own website, please follow the instructions here: <https://www.commerce.nc.gov/how-embed-lead-dashboard-your-website/open>'. A 'Close' button is located in the bottom right corner of the modal.

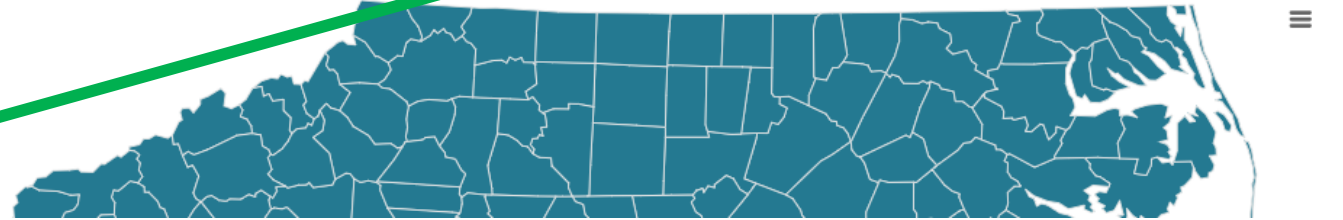
Easy to share as a PDF



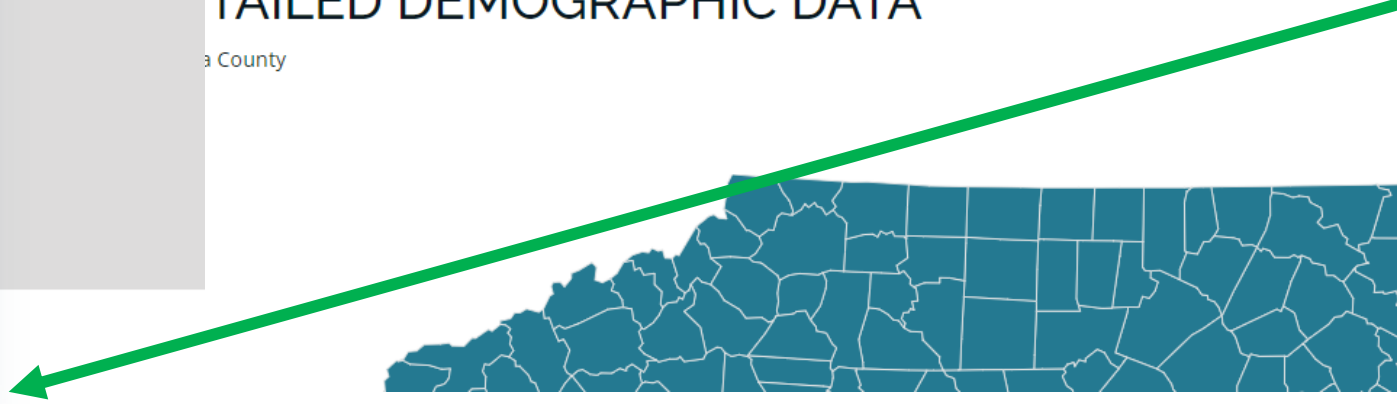
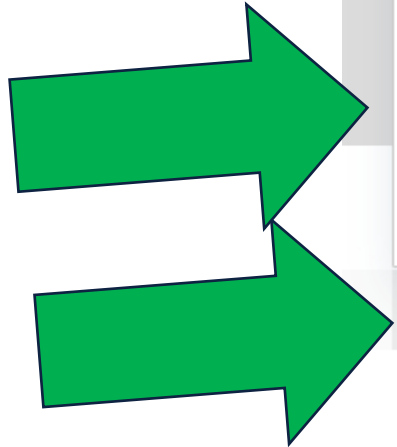
- Image
- Data
- Crosstab
- PDF
- PowerPoint

Share

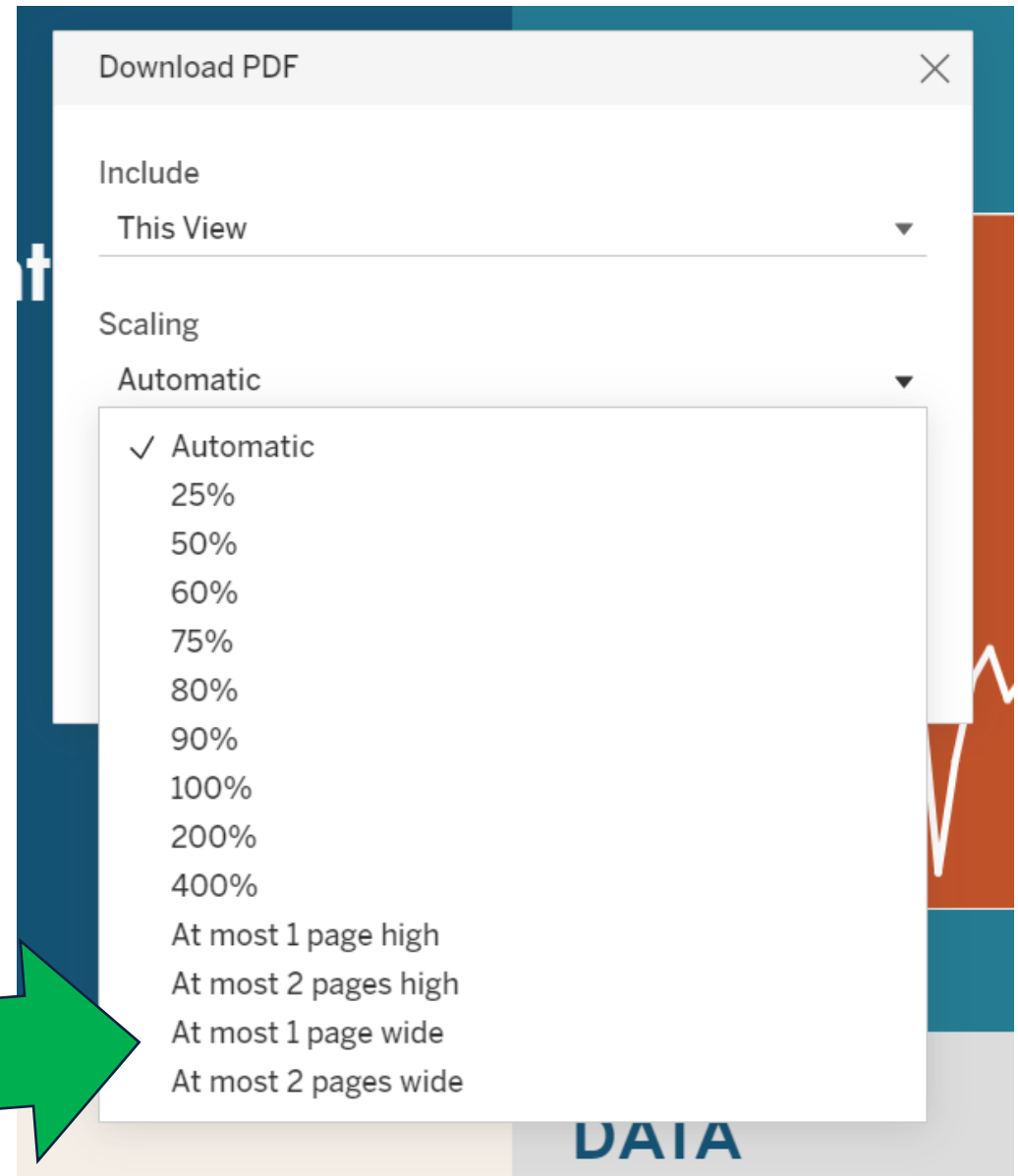
TAILED DEMOGRAPHIC DATA



Share



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Change “Scaling”



Easy to share
as a PDF
3-page output

AREA PROFILES

» North Carolina



SELECT AREA TYPE
State
SELECT AREA
North Carolina



TOTAL JOBS 4,806,855 2023 Q3	BIZ ESTABLISHMENTS 375,541 2023 Q3	AVERAGE WEEKLY WAGE \$1,222 2023 Q3	MEDIAN HH INCOME \$67,516 2022
UNEMPLOYMENT RATE 3.7% March 2024	EMPLOYED 5,094,400 March 2024	UNEMPLOYED 195,758 March 2024	LABOR FORCE 5,290,158 March 2024

JOBS

(Quarterly Census of Employment and Wages)
North Carolina

SELECT AN INDUSTRY SECTOR
Total, All Industries

SNAPSHOT

4,806,855
Total, All Industries Jobs
2023 Q3

103,081 ↑ (2.2%)
JOB CHANGE OVER THE YEAR

\$1,222
AVERAGE WEEKLY WAGE

TREND

Quarterly Jobs Compared to Previous Year
Total, All Industries

COMPARISON

Job Change from One Year Ago
Total, All Industries

INDUSTRIES

Jobs and Percent of Area Total

Health Care and Social Assistance	609,941 (13.0%)
Retail Trade	530,459 (11.0%)
Manufacturing	468,140 (9.7%)
Accommodation and Food	400,546 (8.0%)
Educational Services	345,120 (7.2%)
Admin/Waste Mgmt	331,480 (6.9%)
Professional and Scientific Services	329,550 (6.9%)
Construction	262,126 (5.5%)
Public Administration	256,821 (5.3%)
Finance and	...

DATA

Total, All Industries

	Jobs	Avg Wkly Wage	Estab-lishments
2023 Q3	4,806,855	\$1,222	375,541
2023 Q2	4,835,439	\$1,198	369,781
2023 Q1	4,763,816	\$1,348	363,918
2022 Q4	4,791,835	\$1,236	358,557
2022 Q3	4,703,774	\$1,207	350,102
2022 Q2	4,894,118	\$1,180	344,733
2022 Q1	4,803,949	\$1,283	336,994
2021 Q4	4,828,002	\$1,242	324,729
2021 Q3	4,515,088	\$1,111	318,418
2021 Q2	4,485,571	\$1,092	311,119
2021 Q1	4,399,176	\$1,136	302,830
2020 Q4	4,417,422	\$1,152	301,749
2020 Q3	4,266,824	\$1,039	297,962
2020 Q2	4,098,719	\$1,037	297,517
2020 Q1	4,501,305	\$1,084	295,956

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as a PDF
3-page output

AREA PROFILES
» North Carolina

TOTAL JOBS
4,806,855
2023 Q3

UNEMPLOYMENT RATE
3.7%
March 2024

JOBS (Quarterly Census of Employment)
North Carolina

SNAPSHOT

4,806,855
Total, All Industries Jobs
2023 Q3

103,081 ↑ (2.2%)
JOB CHANGE OVER THE YEAR

\$1,222
AVERAGE WEEKLY WAGE

COMPARISON
Job Change from One Year Ago
Total, All Industries

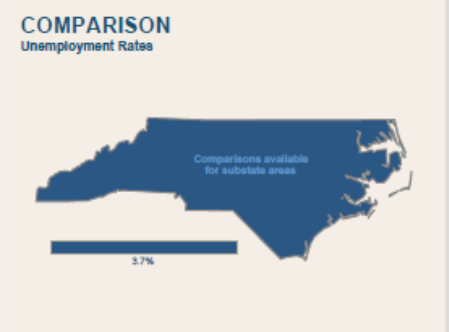
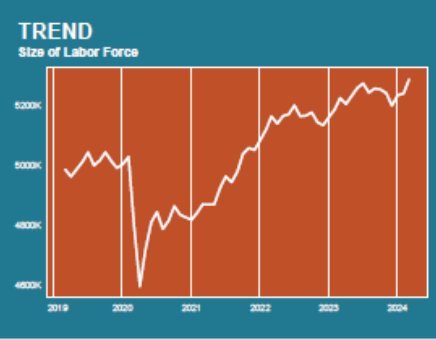
LABOR FORCE (Local Area Unemployment Statistics)
North Carolina

SNAPSHOT

3.7% Unemployment Rate
March 2024

0.0 ↔
FROM PREVIOUS MONTH

0.2 ↑
FROM LAST YEAR



DATA

	Employed Individuals	Unemployed Individuals	Unemployment Rate
March 2024	5,094,400	195,758	3.7%
February 2024	5,049,318	194,170	3.7%
January 2024	5,048,403	189,882	3.8%
December 2023	5,034,052	168,847	3.2%
November 2023	5,088,451	178,483	3.4%
October 2023	5,076,774	180,294	3.4%
September 2023	5,090,383	170,028	3.2%
August 2023	5,051,032	195,563	3.7%
July 2023	5,087,090	190,087	3.8%
June 2023	5,073,585	188,958	3.8%
May 2023	5,058,037	178,343	3.4%
April 2023	5,055,035	153,197	2.9%
March 2023	5,047,507	180,733	3.5%
February 2023	4,997,439	193,681	3.7%

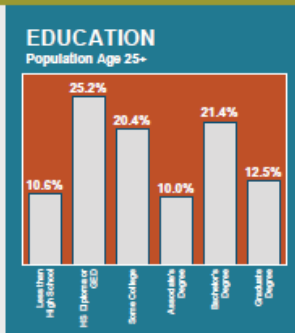
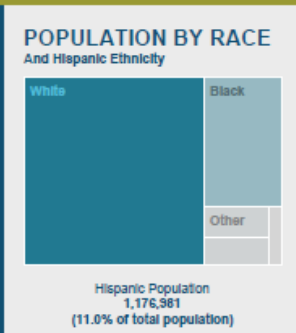
DEMOGRAPHICS AND COMMUTING
North Carolina

POPULATION

10,705,403
Certified Population Estimate
2022

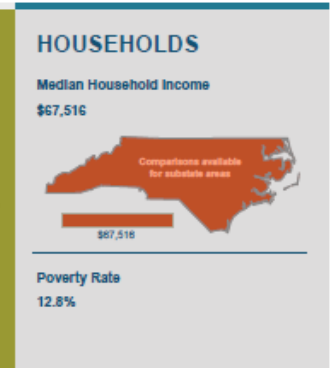
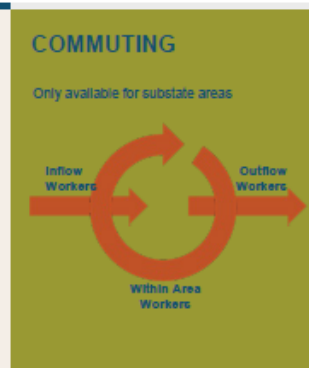
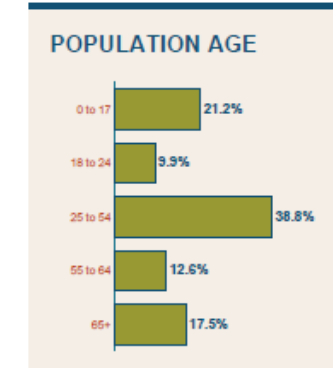
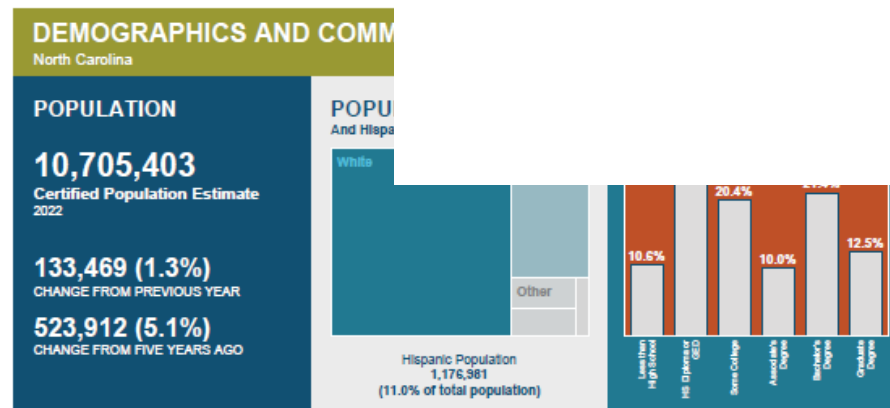
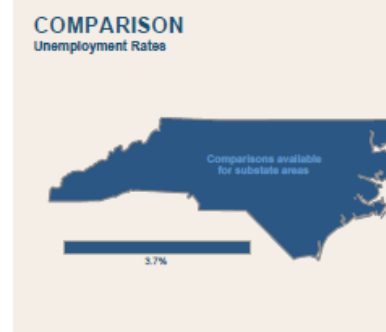
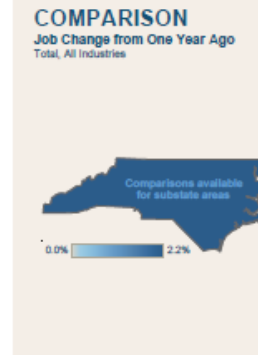
133,469 (1.3%)
CHANGE FROM PREVIOUS YEAR

523,912 (5.1%)
CHANGE FROM FIVE YEARS AGO




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AREA PROFILES
» North Carolina



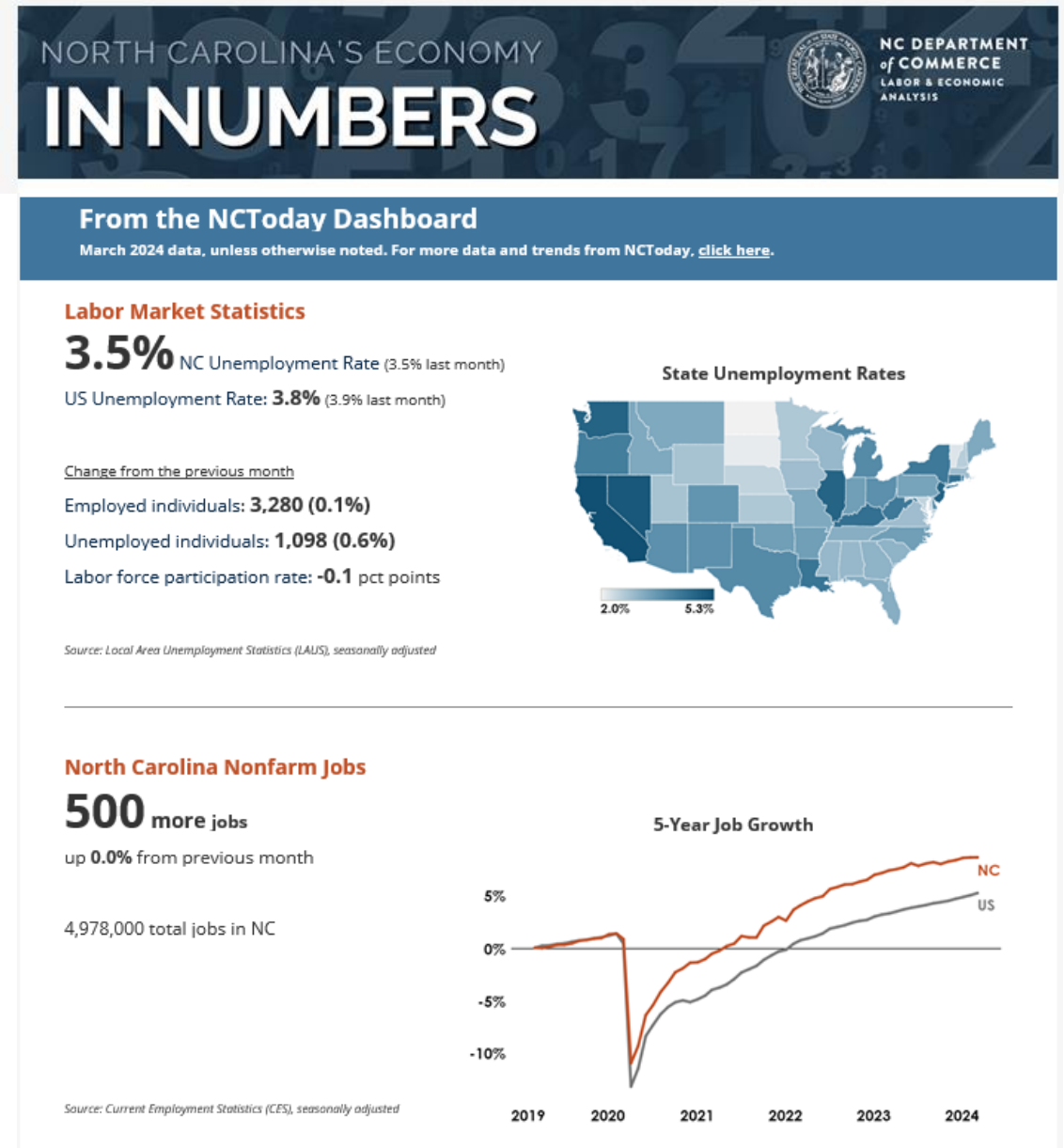
Why did we update the Area profiles?

- Make it easier to find the data you want quickly
 - No analysis needed
 - Ability to take screen shots ( + Shift + S)
- More geography choices
- More visually appealing
- Constantly update with latest data
 - Process has been automated
- Gave us the opportunity to evaluate the information and data shared
 - Surveyed customers for feedback

NC DEPARTMENT OF COMMERCE LABOR & ECONOMIC ANALYSIS		County Profile	Rutherford County (NC)	May 2022
Demographics				
Population & Growth		Population		% Annual Growth
2019 Est Population		66,599		0.1%
2020 Census Total Population		64,444		(0.5%)
Jul2020 NC Certified Population Estimate		64,286		(6.6%)
Urban/Rural Representation				Urban/Rural Percent
2010 Census Total Population: Urban		26,418		39.0%
2010 Census Total Population: Rural		41,392		61.0%
Estimated Population by Age				% Pop by Age
2019 Est Median Age		45		
2019 Est Total Pop 0-19		15,442		23.2%
2019 Est Total Pop 20-24		3,288		4.9%
2019 Est Total Pop 25-34		7,253		10.9%
2019 Est Total Pop 35-44		7,300		11.0%
2019 Est Total Pop 45-54		9,363		14.1%
2019 Est Total Pop 55-64		9,870		14.9%
2019 Est Total Pop 65+		14,083		21.1%
Commuters, Workers Age 16 and Over, 2019 Census ACS Est				
Percent of Workers, By Travel Time				Workers, By Transportation
Avg Travel Time, Minutes		25.6		26,394
Workers Not Working at Home		25,612		3.0%
Travel Time to Work: < 10 minutes		12.7%		82.4%
Travel Time to Work: 10-14 minutes		15.5%		11.4%
Travel Time to Work: 15-19 minutes		18.2%		0.2%
Travel Time to Work: 20-24 minutes		14.9%		1.6%
Travel Time to Work: 25-29 minutes		6.1%		0.1%
Travel Time to Work: 30-34 minutes		7.4%		1.3%
Travel Time to Work: 35-44 minutes		6.0%		
Travel Time to Work: 45-59 minutes		9.8%		
Travel Time to Work: 60+ minutes		9.3%		
Place of Work		Commuters		Residents
Worked in State/County of Residence		17,103		64.8%
Worked in State/Outside County of Residence		5,886		22.3%
Worked Outside State of Residence		3,431		13.0%
Education				
				Pop Age 25+
2020-21 Kindergarten-12th Enrollment		9,140		
2020 Average SAT score (1600 scale)		1,022		
2020 Percent of Graduates taking SAT		40.4%		
2019-20 (Provisional) Higher Education Completions		809		
2019-20 (Provisional) Higher Education Enrollment		2,882		
2019 Est Education Attainment age 25+, At Least High School Graduate		40,134		83.8%
2019 Est Education Attainment age 25+, At Least Bachelor's Degree		8,535		17.8%

How can Area Profiles be used?

- Share with clients
 - Email
 - Paper copy
- Information for a newsletter
- Quick analysis of data points
- Any other thoughts?



DASHBOARDS



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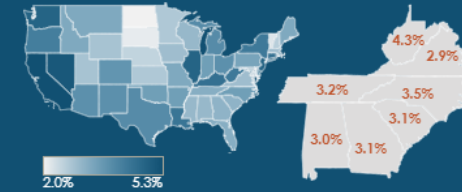
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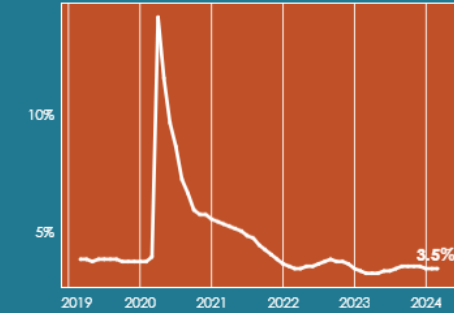
UNEMPLOYMENT RATE COMPARISON

North Carolina **3.5%** ▶
3.5% LAST MONTH

United States **3.8%** ▼
3.9% LAST MONTH



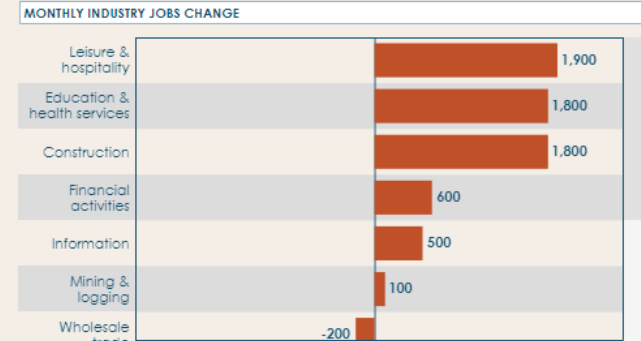
NC UNEMPLOYMENT RATE TREND



KEY INDICATORS

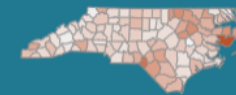
<p>NONFARM JOBS</p> <p>500 ▲</p> <p>CHANGE SINCE PREVIOUS MONTH</p>	<p>REAL WAGES</p> <p>0.0% ▲</p> <p>CHANGE SINCE PREVIOUS MONTH</p>	<p>MANUFACTURING HOURS WORKED</p> <p>1.5% ▲</p> <p>CHANGE SINCE ONE YEAR AGO</p>	<p>JOB OPENINGS*</p> <p>-0.5% ▼</p> <p>CHANGE SINCE PREVIOUS MONTH</p>	<p>BUILDING PERMITS*</p> <p>0.8% ▲</p> <p>CHANGE SINCE PREVIOUS MONTH</p>
<p>LABOR FORCE PARTICIPATION</p> <p>-0.1 ▼</p> <p>CHANGE SINCE PREVIOUS MONTH</p>	<p>EMPLOYED INDIVIDUALS</p> <p>0.1% ▲</p> <p>CHANGE SINCE PREVIOUS MONTH</p>	<p>UNEMPLOYED INDIVIDUALS</p> <p>0.6% ▲</p> <p>CHANGE SINCE PREVIOUS MONTH</p>	<p>INITIAL UNEMPLOYMENT INSURANCE CLAIMS</p> <p>-12.4% ▼</p> <p>CHANGE SINCE ONE YEAR AGO</p>	<p>REAL TAXABLE RETAIL SALES*</p> <p>1.0% ▲</p> <p>CHANGE SINCE PREVIOUS MONTH</p>

KEY INDICATOR TRENDS

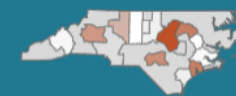


CLICK MAPS FOR MORE

LOCAL UNEMPLOYMENT RATES



METRO AREA JOBS



NC Department of Commerce
Labor & Economic Analysis
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REGIONAL LABOR MARKET OVERVIEW

» Mid-Carolina WDB | March 2024 Data*



MONTHLY TRENDS

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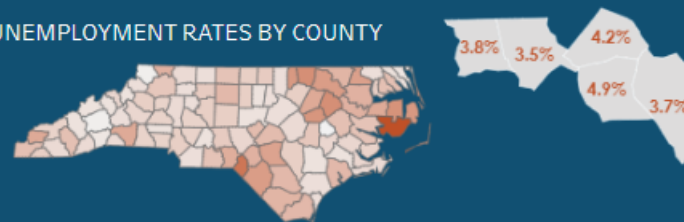
Unemployed Individuals **11,884**

4.4%

4.4% LAST MONTH

North Carolina 3.5%
United States 3.8%

UNEMPLOYMENT RATES BY COUNTY



Employed Individuals **260,726**

Labor Force
272,610

3,105

CHANGE IN EMPLOYED FROM PREVIOUS MONTH

3,204

CHANGE IN EMPLOYED FROM ONE YEAR AGO

NUMBER OF EMPLOYED OVER LAST 5 YEARS



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Regional Labor Market Overview

past 90 days from April 23, 2024

WHO'S HIRING

Cape Fear Valley Health System	690
FirstHealth of the Carolinas, Inc.	408
McDonald's Corporation	214
Liberty Healthcare	133
Walmart Inc.	129
Food Lion	128
Harnett County Schools	128
AutoZone, Inc.	124

WHAT JOBS

Registered Nurses	483
Retail Salespersons	174
Licensed Practical and Vocational Nurses	149
Physical Therapists	145
Fast Food and Counter Workers	125
First-Line Supervisors of Food Prep and Servers	117
Nursing Assistants	115
Customer Service Representatives	106

METRO JOBS

Fayetteville MSA
136,800

200

CHANGE IN JOBS FROM PREVIOUS MONTH

Industry Detail

TAXABLE RETAIL SALES

\$863,123,452

4.7% CHANGE FROM ONE YEAR AGO

JOB OPENINGS

9,727

-254 CHANGE FROM PREVIOUS MONTH

*March 2024 data is preliminary. Taxable Retail Sales data reflect February 2024 and Job Openings data reflect February 2024.

Questions?

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