

# 2018 Prosperity Zone Data Books

June 2018

Northwest Prosperity Zone

# Table of Contents

## Northwest Prosperity Zone

North Carolina Prosperity Zones	<a href="#">p. 3</a>
Northwest Region	<a href="#">p. 4</a>

## Northwest Population and Labor Force

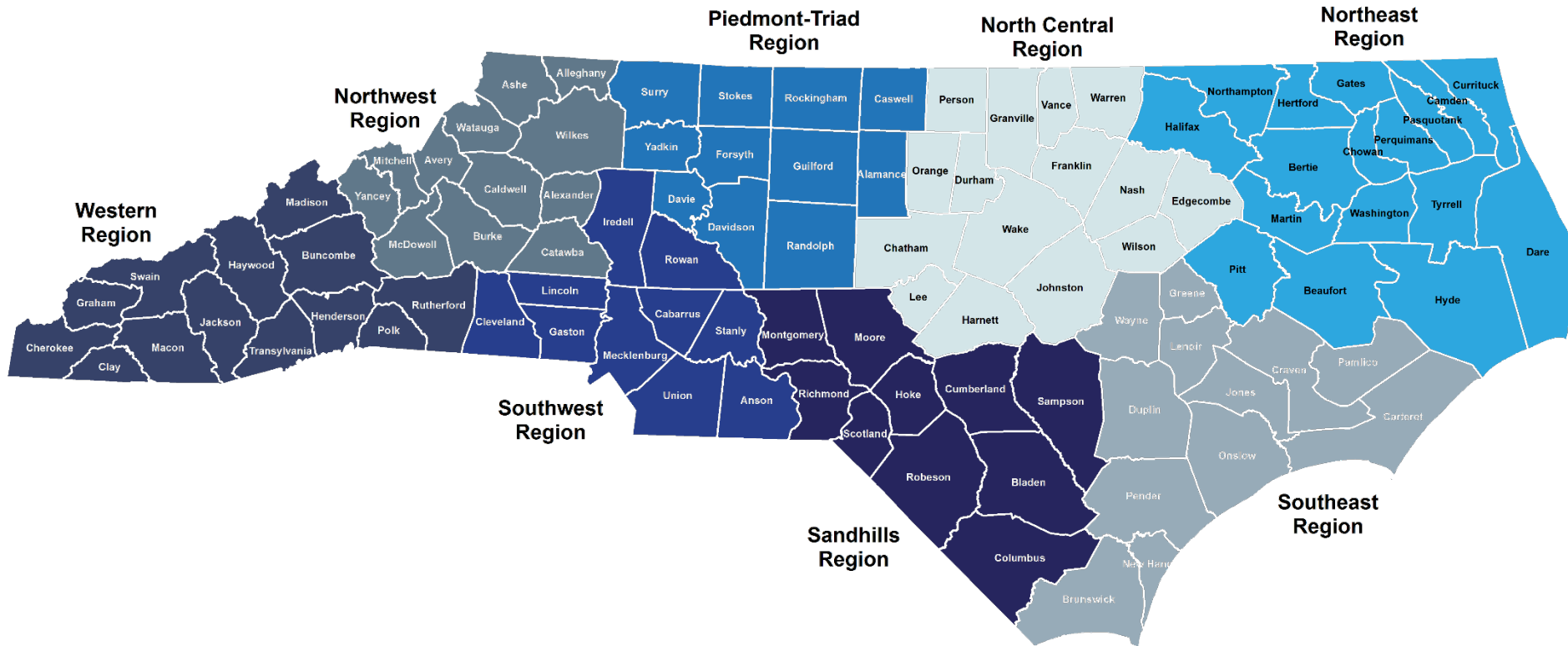
Prosperity Zone Population Estimates	<a href="#">p. 5</a>
Population by Age Group	<a href="#">p. 6</a>
Components of Population Growth	<a href="#">p. 7</a>
Job Holders by Age Group	<a href="#">p. 8</a>
Labor Force and Population	<a href="#">p. 9</a>
County Median Household Income	<a href="#">p. 10</a>
County Average Annual Wages	<a href="#">p. 11</a>
Where Northwest Residents Work	<a href="#">p. 12</a>
Commuting Patterns	<a href="#">p. 13</a>
Educational Attainment	<a href="#">p. 14</a>
High School Graduation Rates	<a href="#">p. 15</a>

Community College Enrollment	<a href="#">p. 16</a>
Average Annual Unemployment Rates	<a href="#">p. 17</a>
Change in Annual Average Jobs	<a href="#">p. 18</a>
Employed Workers	<a href="#">p. 19</a>
Change in Employed Workers	<a href="#">p. 20</a>
Business Establishments	<a href="#">p. 21</a>
Change in Business Establishments	<a href="#">p. 22</a>

## Northwest Industrial Composition

Industry Employment	<a href="#">p. 23</a>
Concentration of Industry Employment	<a href="#">p. 24</a>
Projected Growth Industries	<a href="#">p. 25</a>
Projected Growth Occupations	<a href="#">p. 27</a>
Taxable Retail Sales Growth	<a href="#">p. 29</a>
Impacts of the Tourism Industry	<a href="#">p. 30</a>

# North Carolina Prosperity Zones

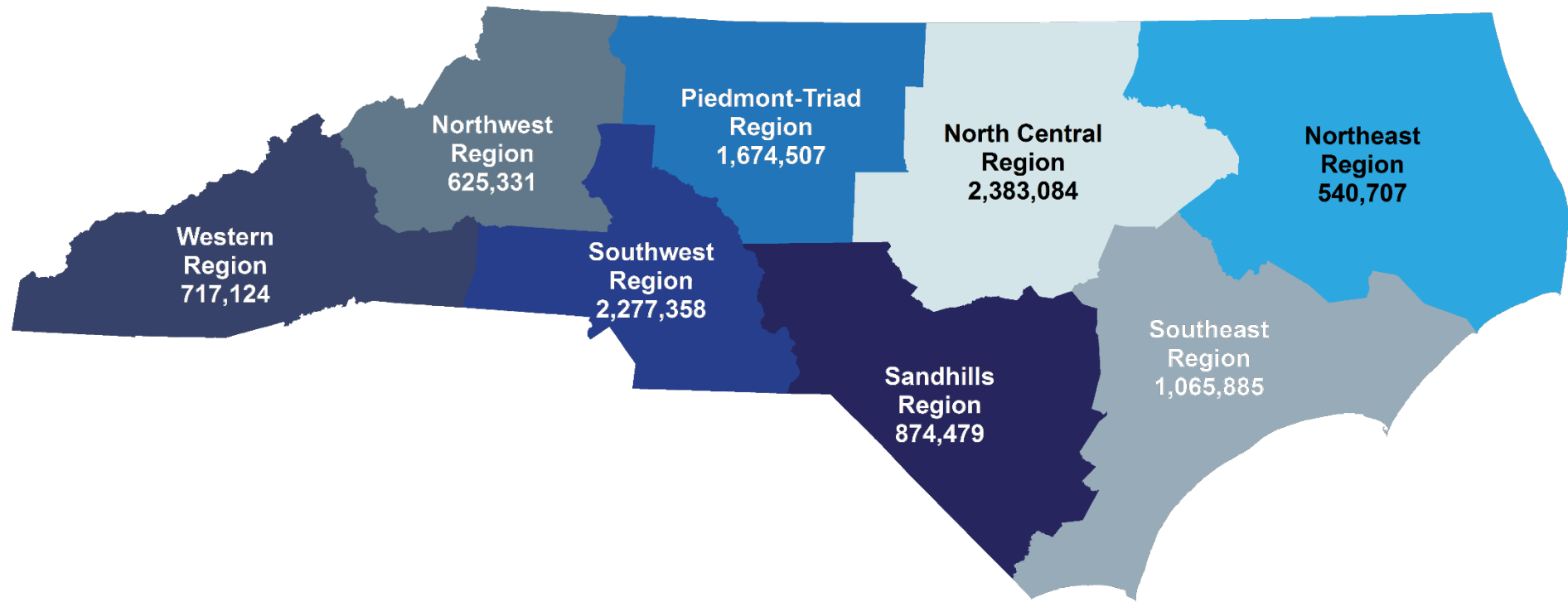


# Northwest Region



# Prosperity Zone Population Estimates

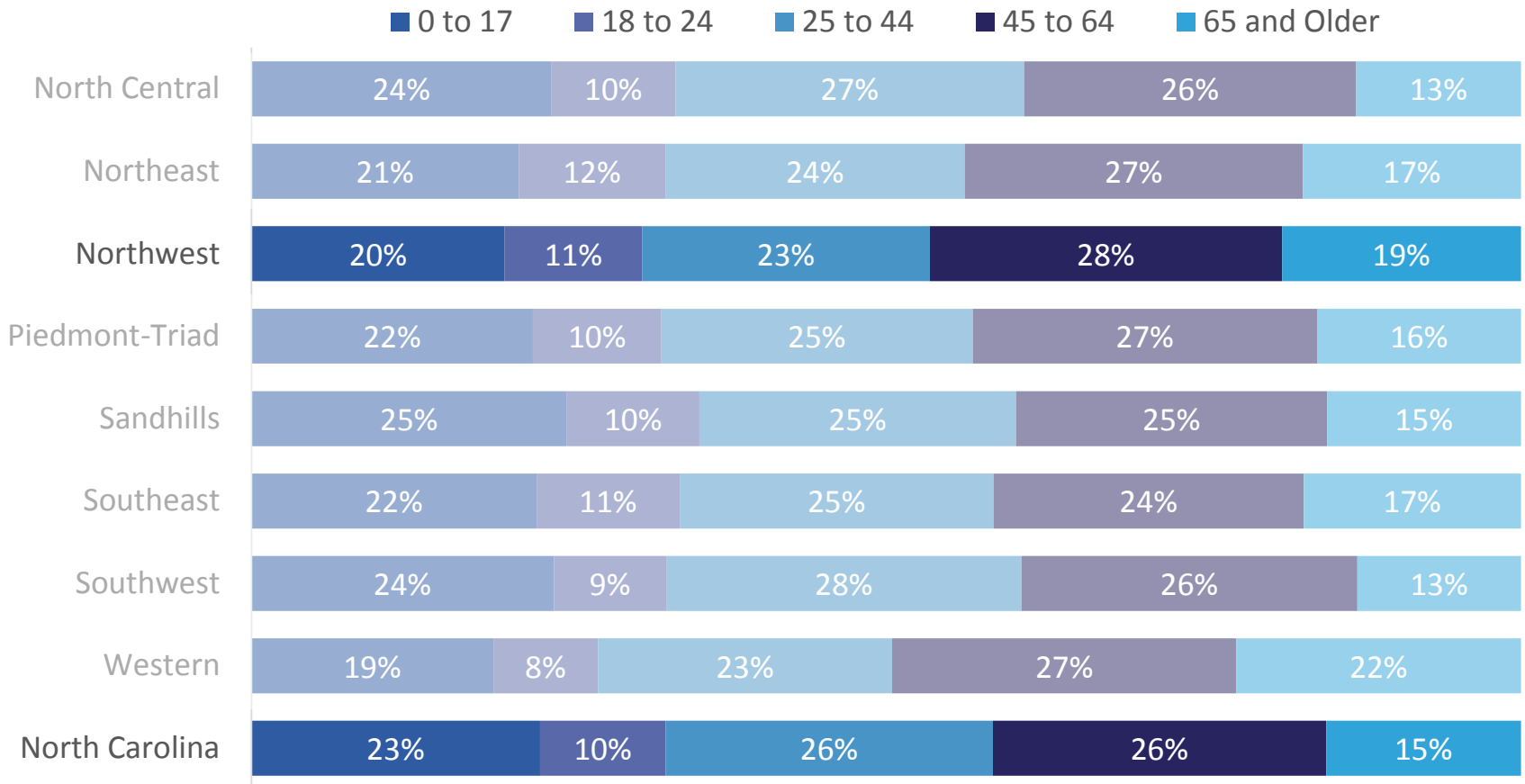
2016



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

# Population by Age Group

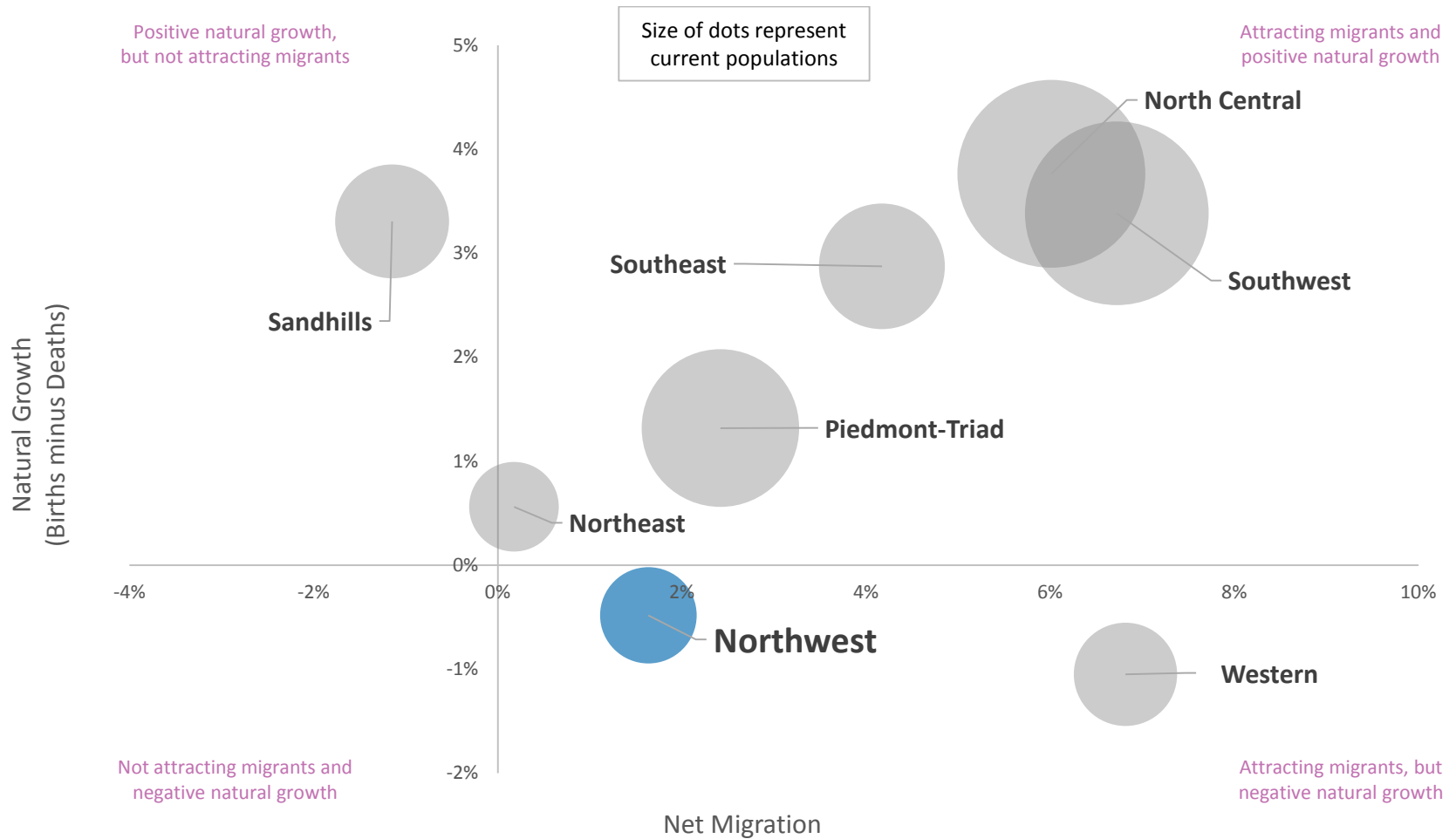
2016



Source: North Carolina Office of State Budget and Management

# Components of Population Growth

2010 to 2016

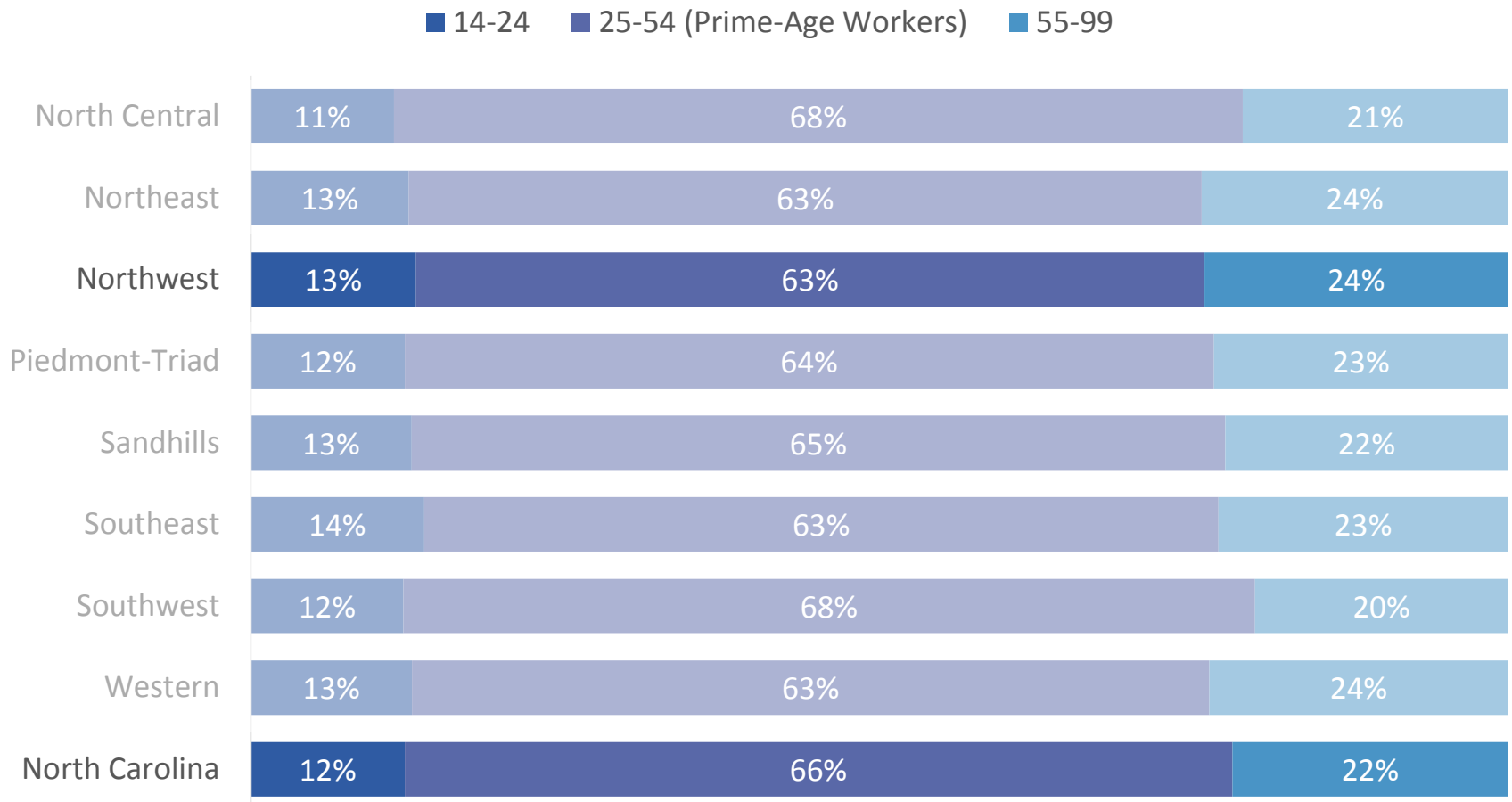


**Source:** North Carolina Office of State Budget and Management

**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
Alexander	36,042	38,054	5.6%	18,500	17,815	-3.7%
Alleghany	10,894	11,255	3.3%	4,950	4,421	-10.7%
Ashe	25,959	27,318	5.2%	12,816	12,495	-2.5%
Avery	17,899	17,837	-0.3%	8,018	7,568	-5.6%
Burke	88,623	89,274	0.7%	41,543	39,814	-4.2%
Caldwell	80,388	82,691	2.9%	39,817	35,861	-9.9%
Catawba	148,386	156,106	5.2%	77,385	76,805	-0.7%
McDowell	43,661	45,485	4.2%	21,072	20,993	-0.4%
Mitchell	15,575	15,328	-1.6%	7,565	6,181	-18.3%
Watauga	47,015	54,340	15.6%	23,843	27,921	17.1%
Wilkes	67,489	69,663	3.2%	31,410	30,172	-3.9%
Yancey	17,758	17,980	1.3%	7,946	7,471	-6.0%
Northwest	599,689	625,331	4.3%	294,865	287,517	-2.5%
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
Alexander	\$40,404	-16.3%
Alleghany	\$38,352	-20.5%
Ashe	\$37,360	-22.6%
Avery	\$35,891	-25.6%
Burke	\$39,759	-17.6%
Caldwell	\$37,118	-23.1%
Catawba	\$45,450	-5.8%
McDowell	\$37,590	-22.1%
Mitchell	\$39,658	-17.8%
Watauga	\$39,443	-18.3%
Wilkes	\$34,846	-27.8%
Yancey	\$36,993	-23.3%
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
Alexander	\$30,676	\$33,559	9.4%	-31.4%
Alleghany	\$28,412	\$30,125	6.0%	-38.4%
Ashe	\$32,140	\$34,366	6.9%	-29.7%
Avery	\$29,540	\$31,349	6.1%	-35.9%
Burke	\$35,644	\$36,124	1.3%	-26.1%
Caldwell	\$33,803	\$37,527	11.0%	-23.3%
Catawba	\$38,976	\$42,076	8.0%	-14.0%
McDowell	\$32,253	\$36,257	12.4%	-25.9%
Mitchell	\$32,997	\$35,580	7.8%	-27.3%
Watauga	\$34,833	\$35,344	1.5%	-27.7%
Wilkes	\$34,037	\$35,559	4.5%	-27.3%
Yancey	\$30,245	\$32,063	6.0%	-34.4%
Northwest	\$35,431	\$37,890	6.9%	-22.5%
North Carolina	\$46,067	\$48,911	6.2%	N/A

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

# Where Northwest Residents Work

Primary Jobs, 2015

County of Work	Northwest Residents Working	% of Working Northwest Residents
Catawba, NC	54,140	23.5%
Burke, NC	19,665	8.5%
Caldwell, NC	18,031	7.8%
Wilkes, NC	14,464	6.3%
Watauga, NC	14,047	6.1%
Mecklenburg, NC	12,643	5.5%
McDowell, NC	11,504	5.0%
Alexander, NC	7,742	3.4%
Iredell, NC	7,658	3.3%
Wake, NC	6,799	3.0%
All Other Locations	63,509	27.6%

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

# Commuting Patterns

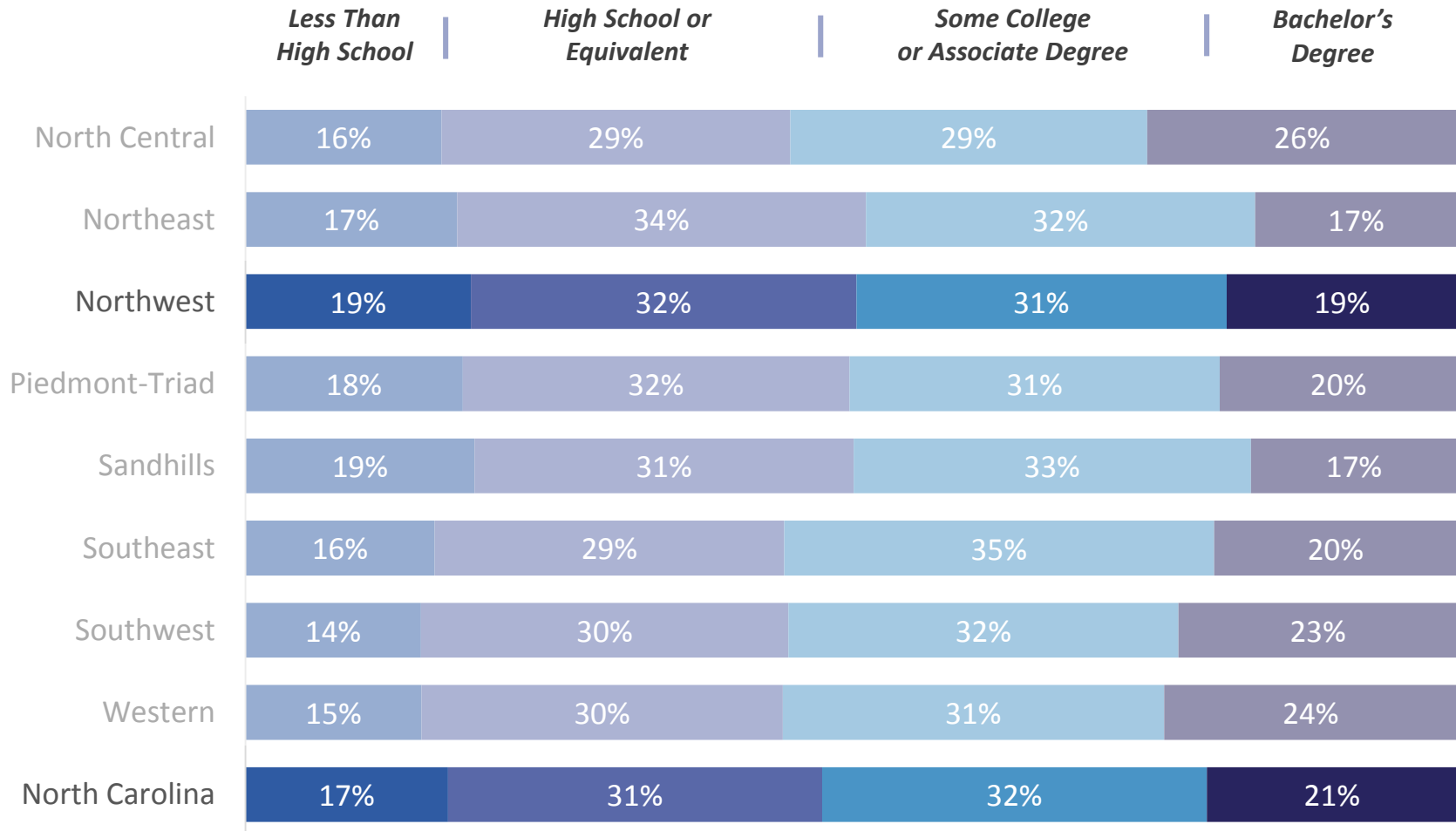
Primary Jobs, 2015

	Employed in County, Live Outside	Live in County, Employed Outside	Employed and Live in County
Alexander	5,668	10,266	4,483
Alleghany	1,362	1,954	1,514
Ashe	2,333	4,628	3,950
Avery	3,243	3,167	2,065
Burke	13,288	19,111	12,305
Caldwell	9,700	19,905	12,283
Catawba	44,484	29,262	35,833
McDowell	7,272	9,991	8,232
Mitchell	2,294	3,086	2,055
Watauga	9,210	6,538	10,170
Wilkes	8,709	11,858	11,906
Yancey	1,393	3,554	1,998

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

# Educational Attainment, Age 25+

5-Year Estimates, 2012-2016



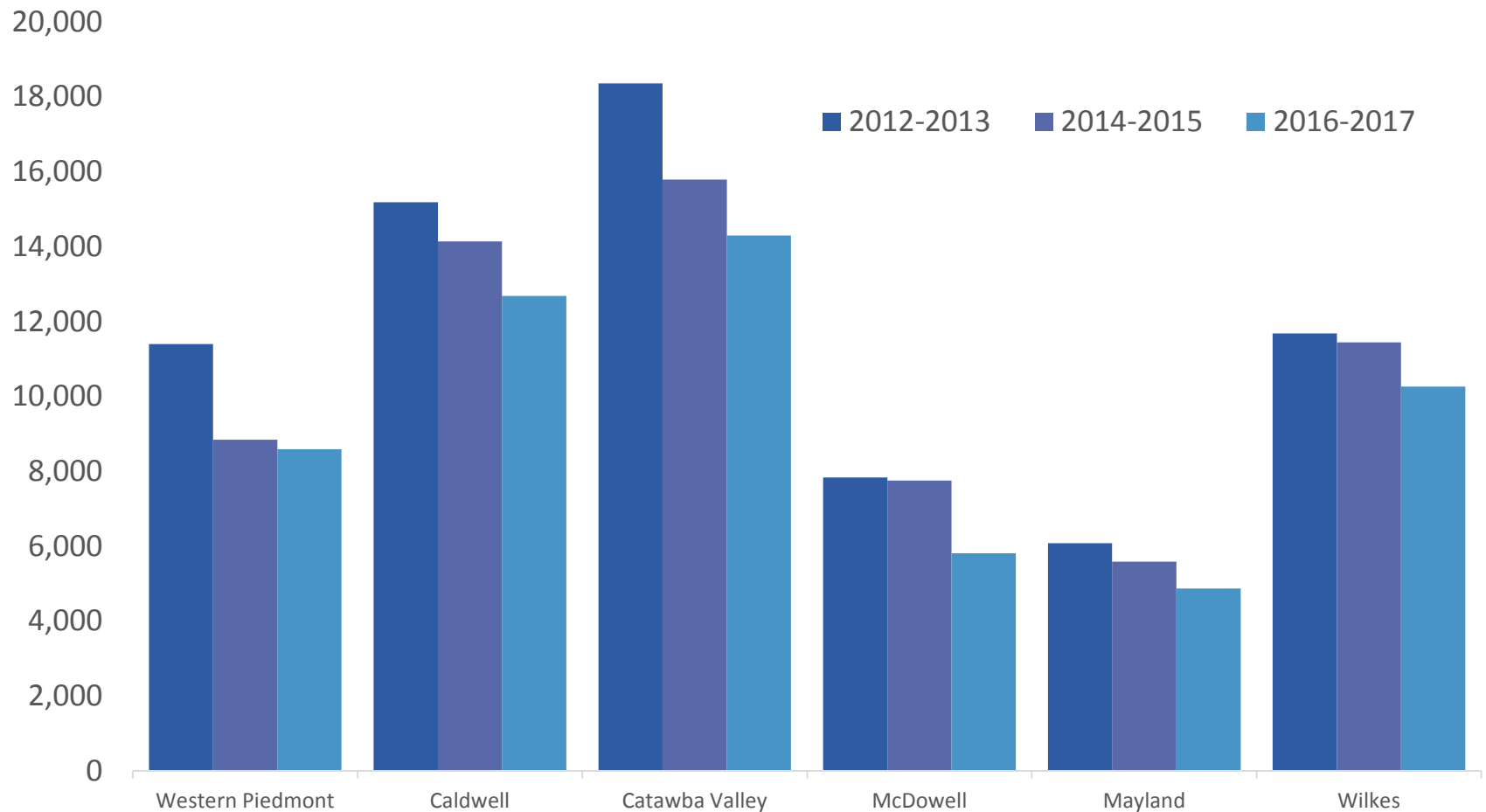
Source: US Census Bureau, American Community Survey, 5-year estimates

# High School Graduation Rates

	2016-2017 Student Population	2016-2018 Graduation Rate (%)	Relative to NC
Alexander County Schools	384	86.2%	-0.3%
Alleghany County Schools	117	86.3%	-0.2%
Ashe County Schools	246	87.8%	1.3%
Avery County Schools	154	>95%	>8.5%
Burke County Schools	1,043	86.3%	-0.2%
Caldwell County Schools	1,017	89.5%	3.0%
Catawba County Schools	1,392	91.5%	5.0%
Hickory City Schools	301	85.0%	-1.5%
Newton Conover City Schools	252	>95%	>8.5%
McDowell County Schools	495	85.3%	-1.2%
Mitchell County Schools	145	87.6%	1.1%
Watauga County Schools	328	91.2%	4.7%
Wilkes County Schools	737	88.9%	2.4%
Yancey County Schools	155	91.0%	4.5%
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.

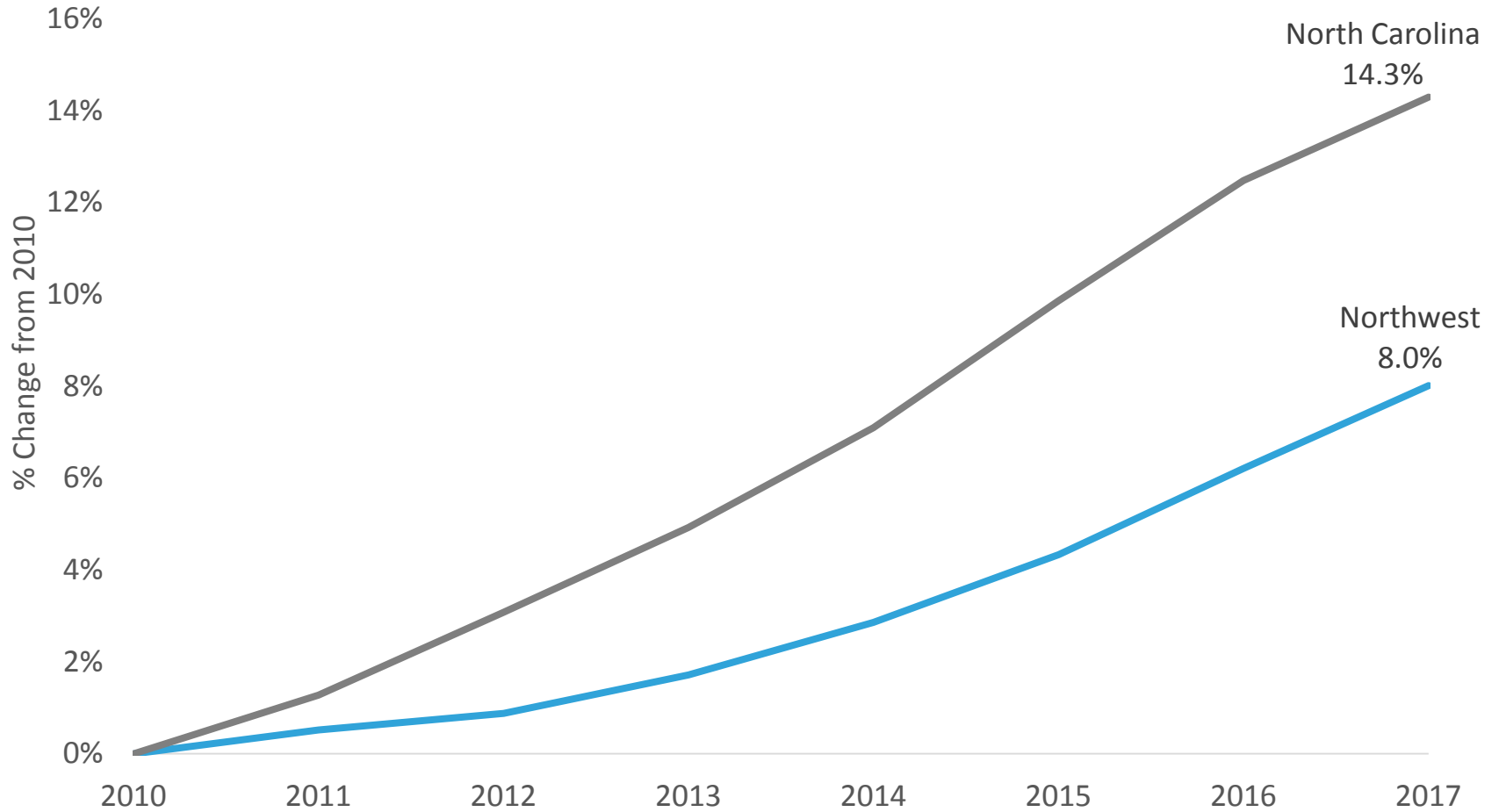


# Average Annual Unemployment Rates

	2009	2011	2013	2015	2017
Alexander	13.9%	11.3%	7.8%	4.9%	3.7%
Alleghany	11.8%	12.2%	8.8%	6.1%	5.2%
Ashe	12.0%	10.9%	9.2%	6.0%	4.2%
Avery	9.2%	11.1%	8.9%	5.9%	4.4%
Burke	14.1%	11.4%	8.3%	5.6%	4.3%
Caldwell	15.0%	13.2%	9.6%	6.3%	4.5%
Catawba	14.0%	11.7%	8.5%	5.5%	4.2%
McDowell	15.2%	12.4%	9.0%	5.5%	4.2%
Mitchell	12.4%	11.9%	11.0%	6.8%	5.3%
Watauga	7.9%	7.9%	6.4%	4.8%	4.1%
Wilkes	12.7%	11.8%	8.9%	5.7%	4.3%
Yancey	11.9%	11.3%	9.5%	5.9%	4.6%
Northwest	13.2%	11.5%	8.6%	5.6%	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



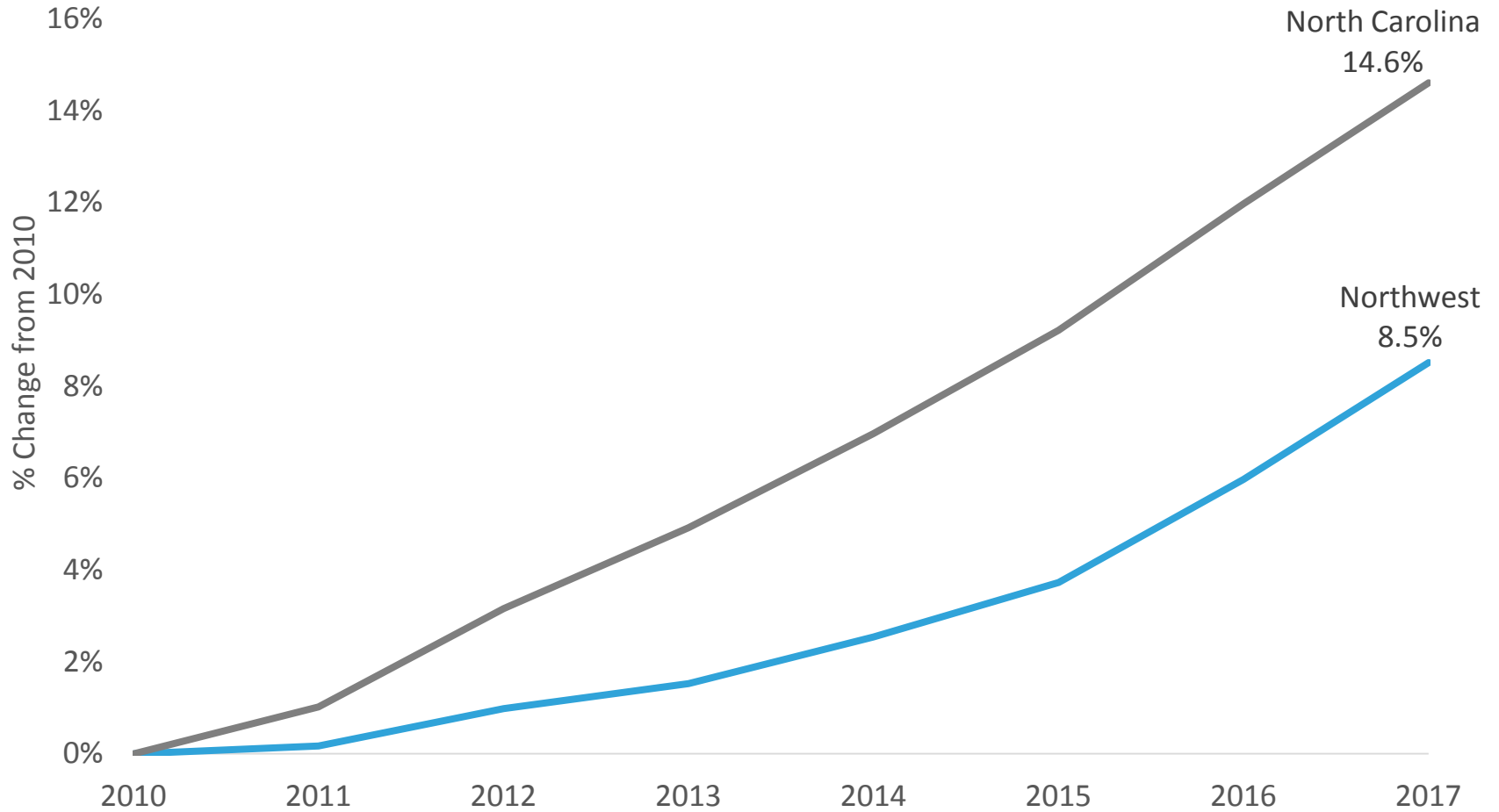
Source: NC Dept. of Commerce, Quarterly Census of Employment & Wages (QCEW)

# 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



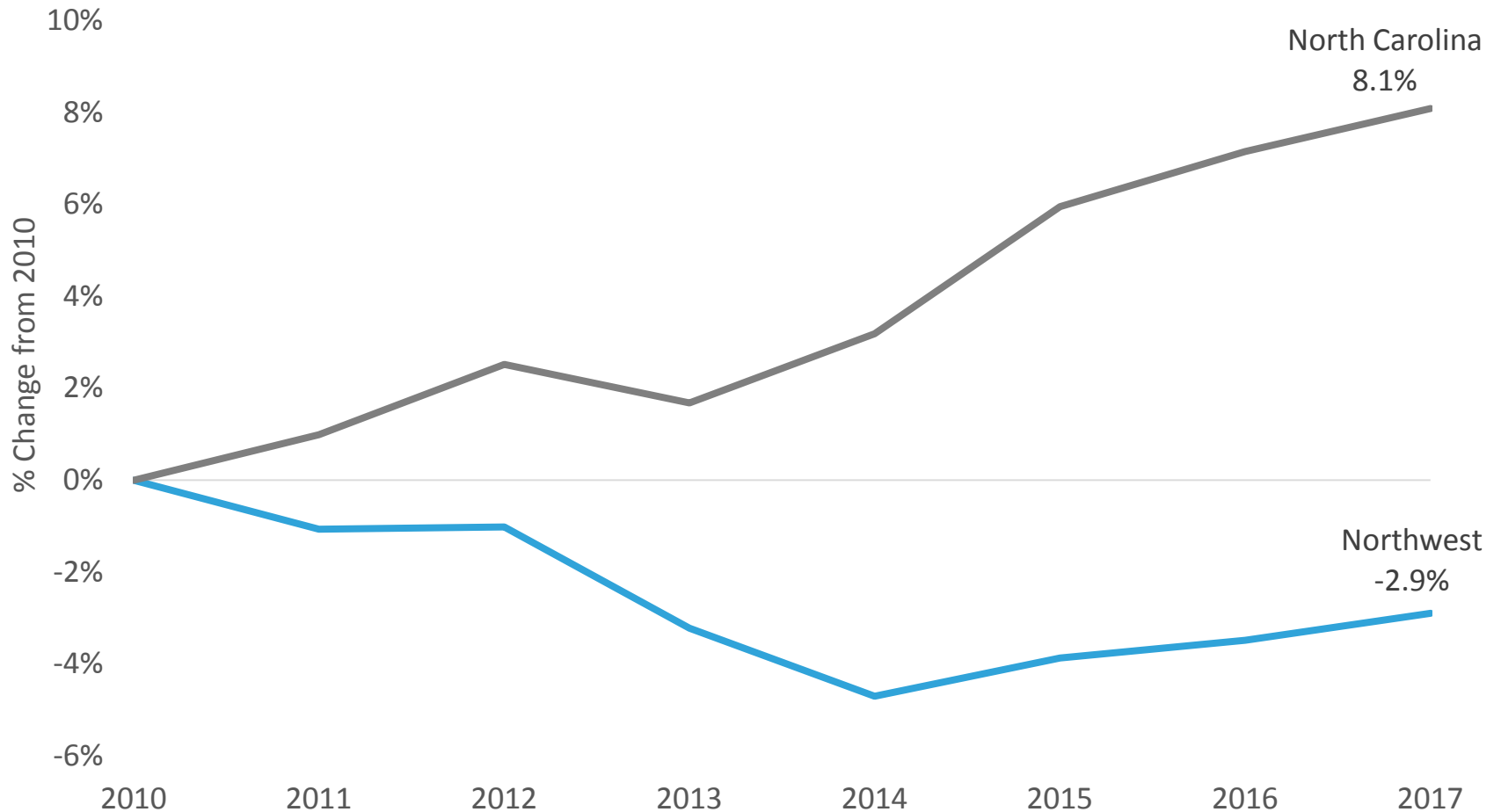
Source: NC Dept. of Commerce, Local Area Unemployment Statistics (LAUS)

# 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)

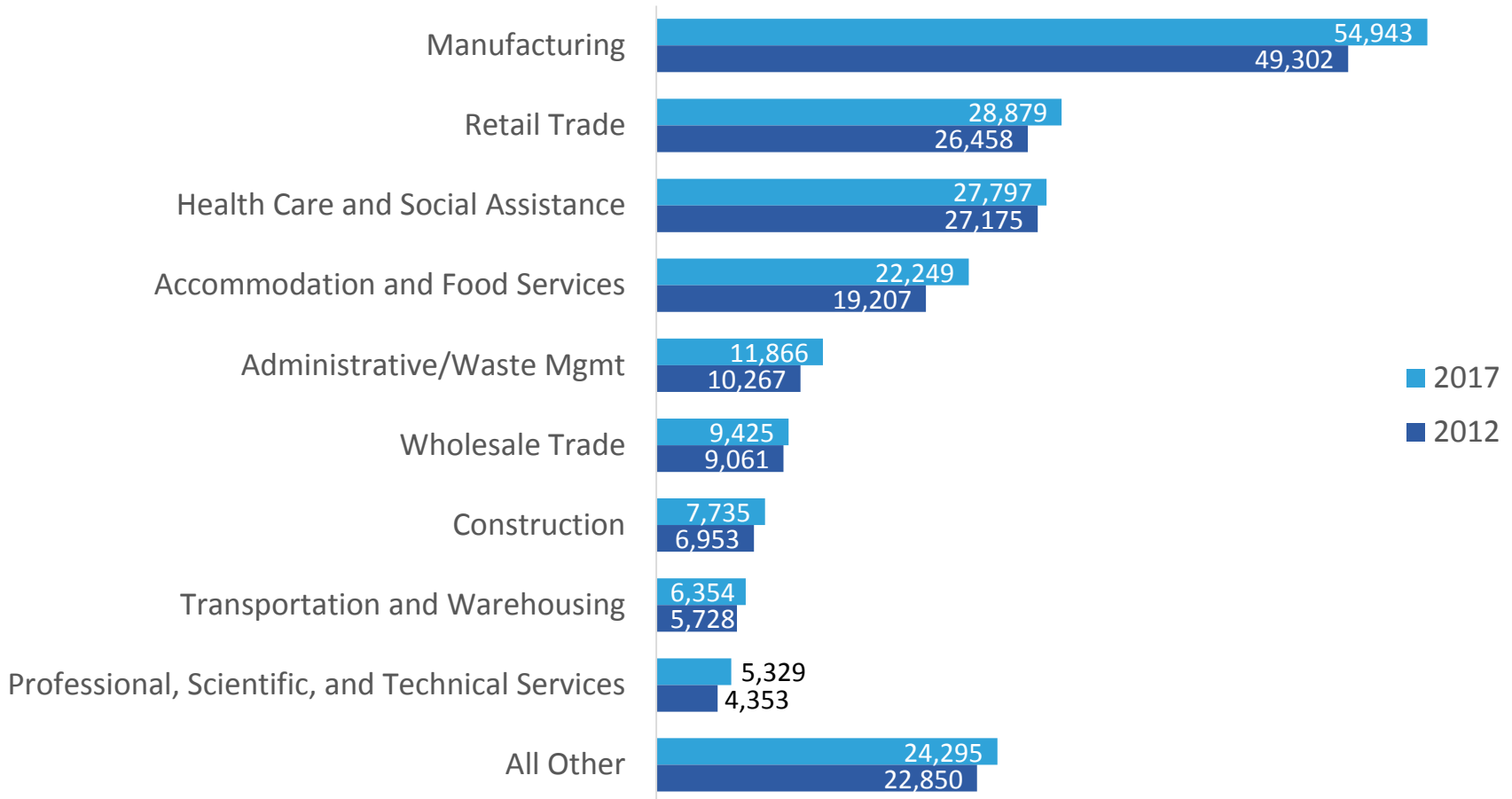
# Change in Business Establishments



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

# Industry Employment

Northwest



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
Furniture and Related Product Manufacturing	24.96	16,171
Textile Mills	20.50	3,812
Electrical Equipment, Appliance, and Component Manufacturing	5.54	3,513
Wood Product Manufacturing	3.91	2,549
Paper Manufacturing	3.61	2,196
Chemical Manufacturing	3.51	4,739
Plastics and Rubber Products Manufacturing	3.28	3,852
Nonmetallic Mineral Product Manufacturing	2.11	1,425
Food Manufacturing	2.10	5,474
State Government	1.75	15,462

**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

Hickory

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Services and Drinking Places	11,597	13,688	2,091
Administrative and Support Services	9,694	11,285	1,591
Furniture and Related Product Manufacturing	15,064	16,494	1,430
Ambulatory Health Care Services	7,105	8,322	1,217
Professional, Scientific, and Technical Services	7,588	8,596	1,008
Nursing and Residential Care Facilities	4,804	5,706	902
Merchant Wholesalers, Durable Goods	2,779	3,430	651
Hospitals	7,428	7,902	474
General Merchandise Stores	4,039	4,501	462
Management of Companies and Enterprises	4,420	4,840	420

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

# Projected Growth Industries

Boone-Wilkesboro

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Services and Drinking Places	6,841	8,455	1,614
Educational Services	18,264	19,250	986
Management of Companies and Enterprises	5,270	5,962	692
Professional, Scientific, and Technical Services	2,934	3,496	562
Amusement, Gambling, and Recreation Industries	1,412	1,782	370
Social Assistance	2,049	2,329	280
Ambulatory Health Care Services	2,694	2,949	255
Specialty Trade Contractors	1,702	1,942	240
Nursing and Residential Care Facilities	2,210	2,427	217
Construction of Buildings	1,016	1,222	206

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

# Projected Growth Occupations

Hickory

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Preparation and Serving Related	13,301	15,463	2,162
Production	30,511	32,254	1,743
Sales and Related	17,127	18,406	1,279
Transportation and Material Moving	14,595	15,812	1,217
Healthcare Support	6,277	7,487	1,210
Healthcare Practitioners and Technical	9,688	10,735	1,047
Installation, Maintenance, and Repair	7,184	7,882	698
Office and Administrative Support	22,189	22,793	604
Business and Financial Operations	5,761	6,244	483
Building and Grounds Cleaning and Maintenance	5,213	5,654	441

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

# Projected Growth Occupations

Boone-Wilkesboro

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Preparation and Serving Related	8,116	9,789	1,673
Sales and Related	8,711	9,430	719
Education, Training, and Library	6,091	6,505	414
Personal Care and Service	3,079	3,490	411
Construction and Extraction	3,114	3,484	370
Healthcare Support	2,622	2,968	346
Installation, Maintenance, and Repair	2,816	3,129	313
Transportation and Material Moving	5,089	5,362	273
Healthcare Practitioners and Technical	3,827	4,099	272
Office and Administrative Support	9,778	10,038	260

*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

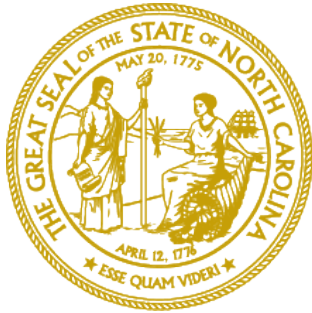
Source: NC Department of Revenue, State Sales and Use Tax Reports by Fiscal Year, Table 3

# 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*

[www.nccommerce.com](http://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.