

2018 Prosperity Zone Data Books

June 2018

Southeast Prosperity Zone

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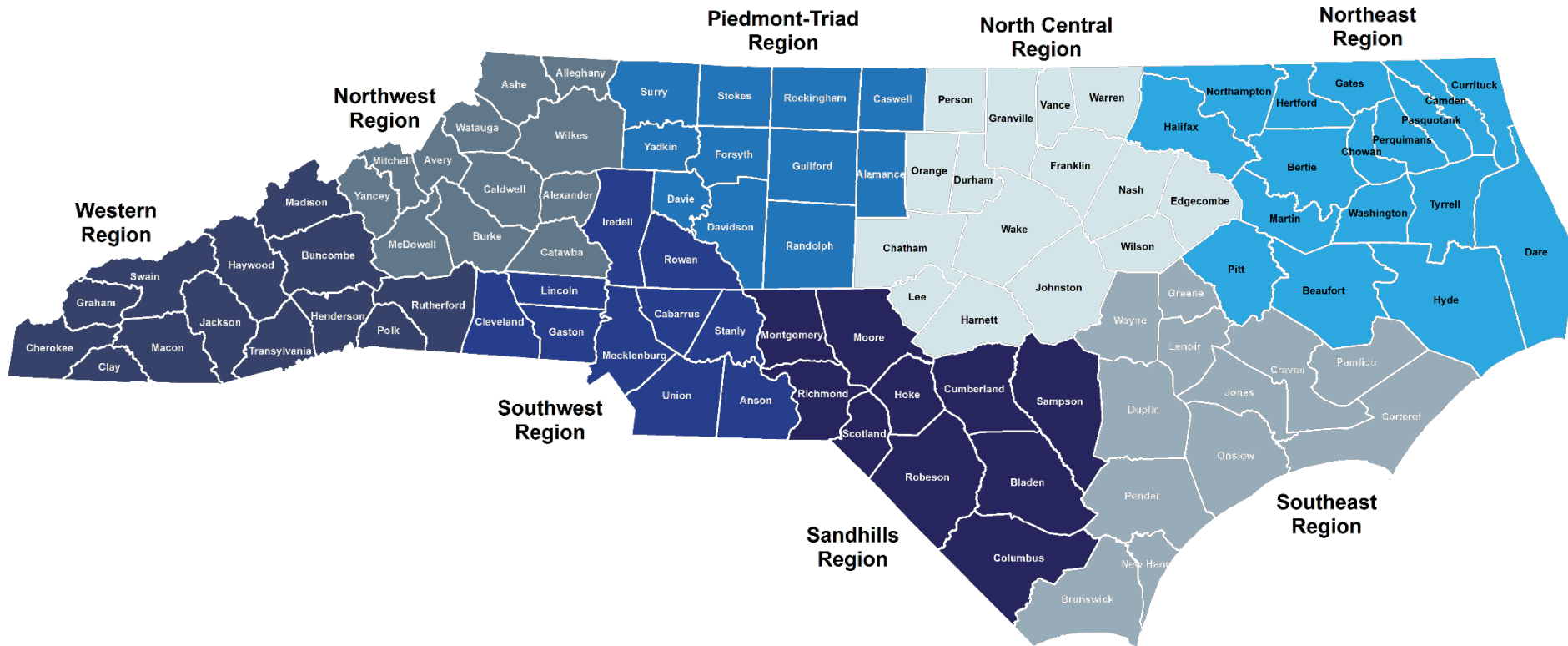
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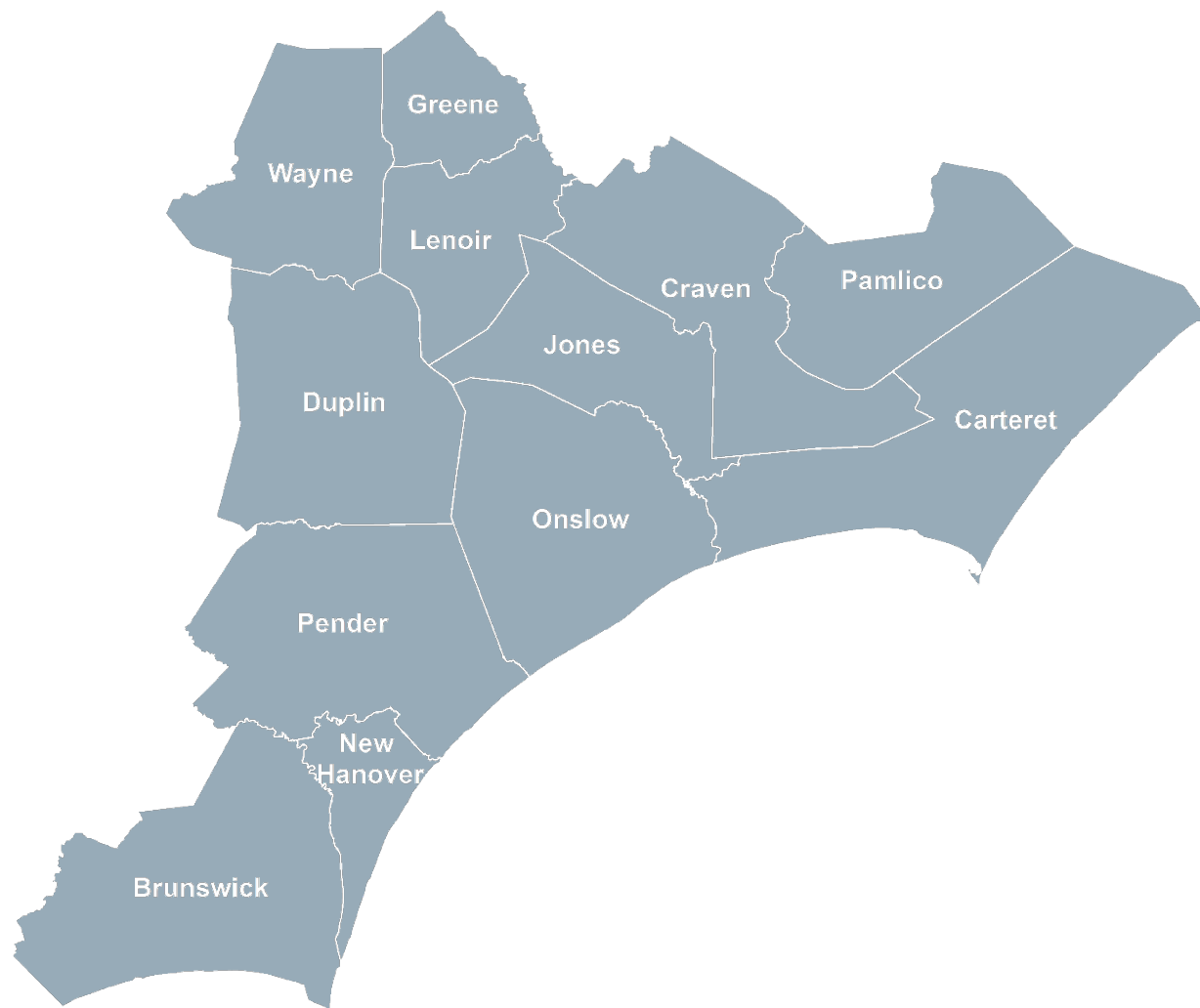
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North Carolina Prosperity Zones

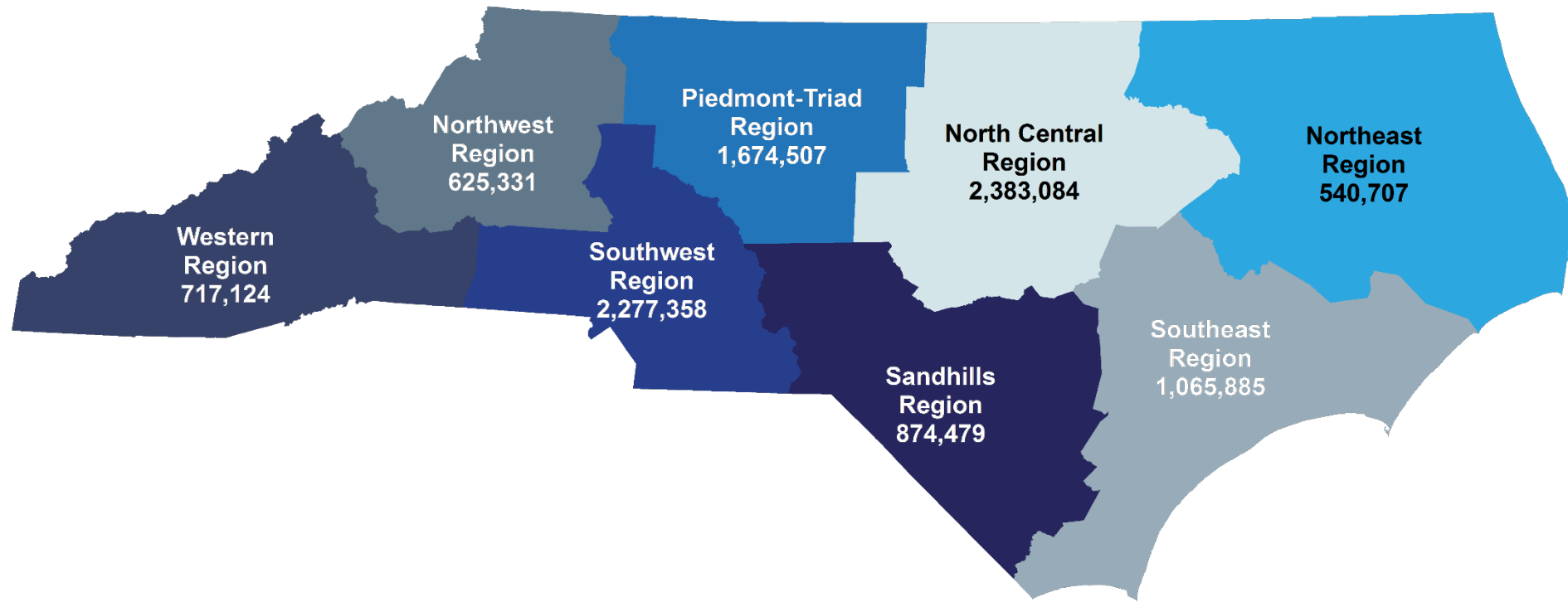


Southeast Region



Prosperity Zone Population Estimates

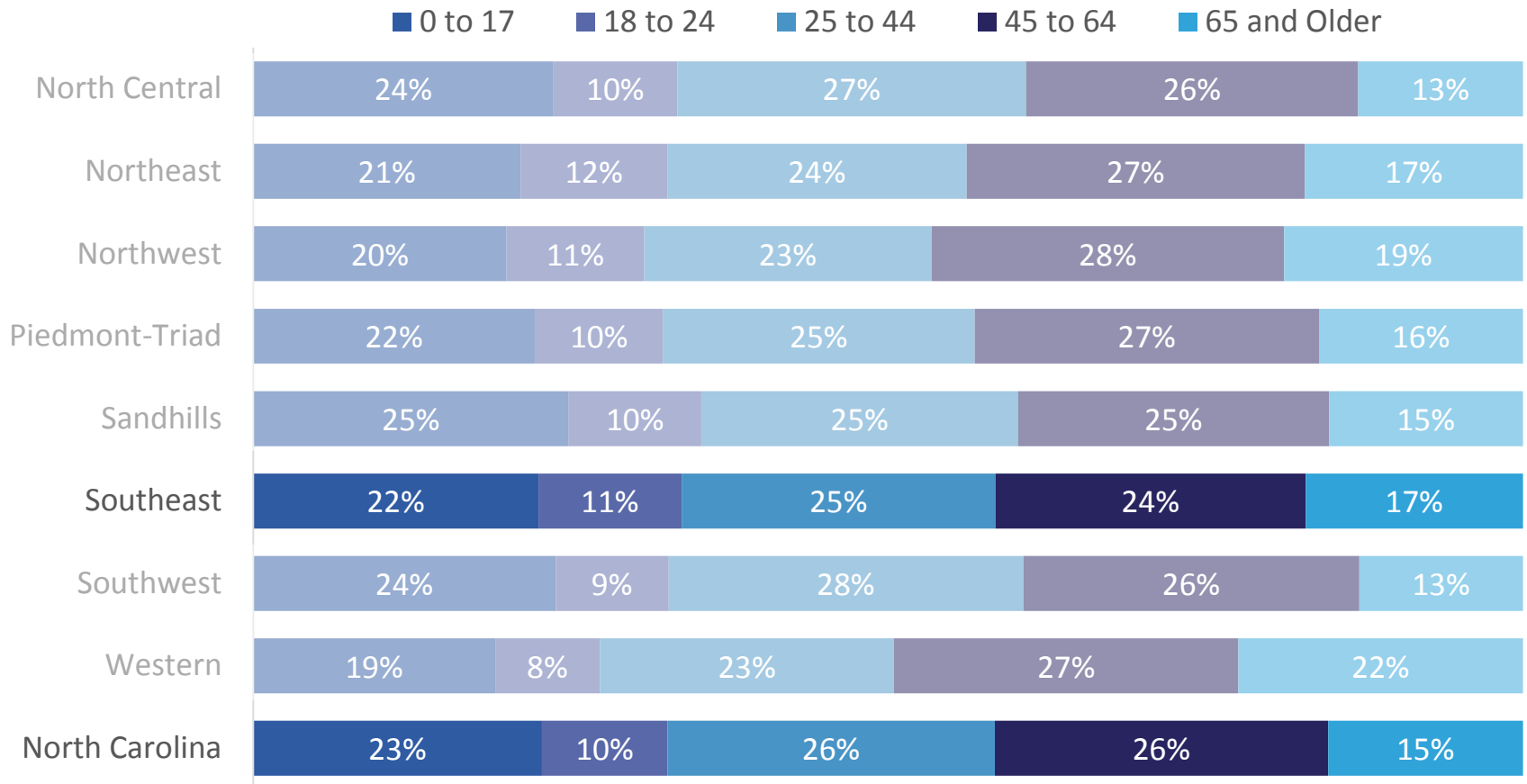
2016



Source: North Carolina Office of State Budget and Management

Population by Age Group

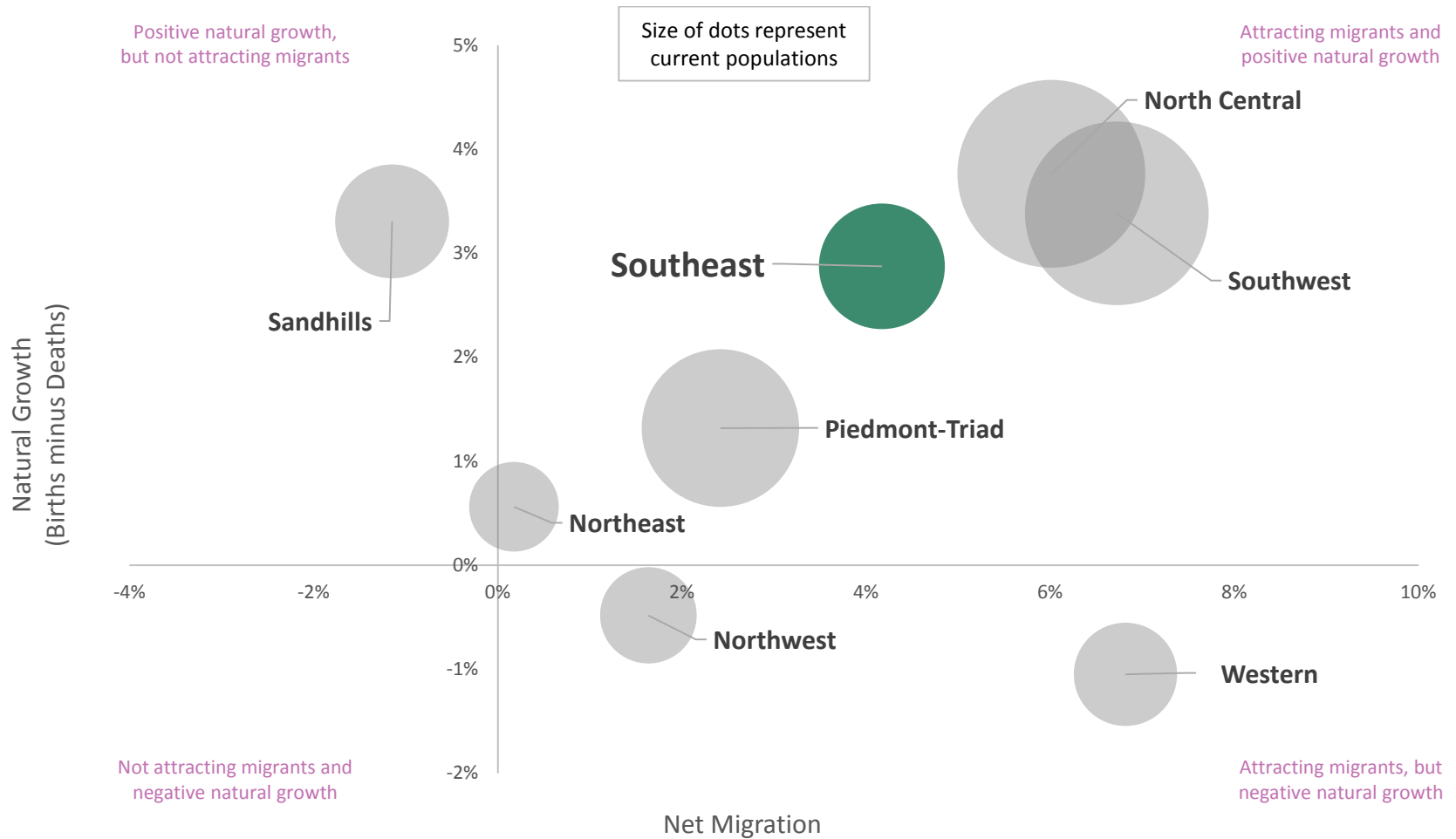
2016



Source: North Carolina Office of State Budget and Management

Components of Population Growth

2010 to 2016

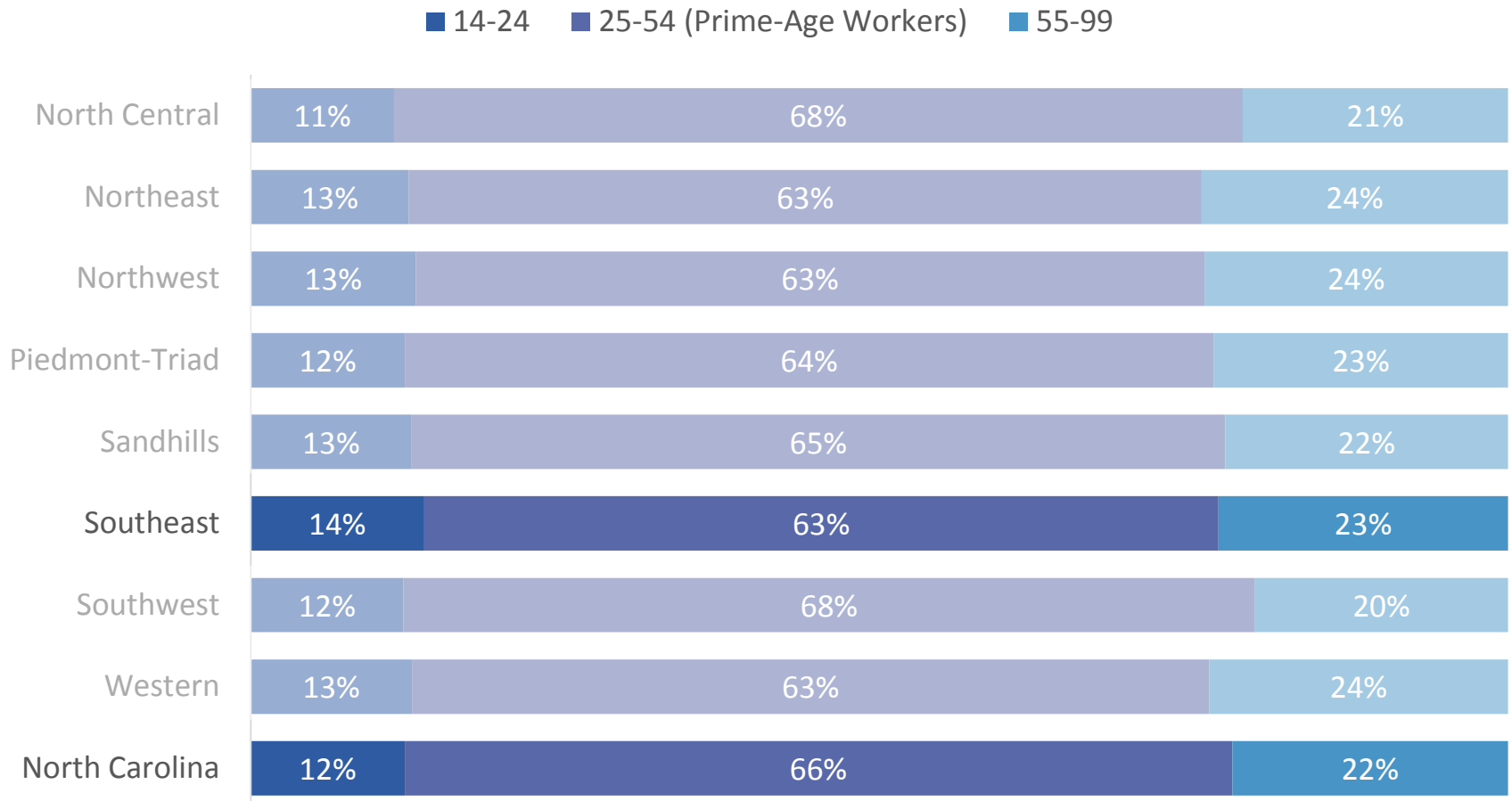


Source: North Carolina Office of State Budget and Management

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
Brunswick	93,756	125,712	34.1%	46,535	49,656	6.7%
Carteret	64,008	70,115	9.5%	32,918	31,540	-4.2%
Craven	97,345	103,256	6.1%	41,958	41,713	-0.6%
Duplin	54,932	59,868	9.0%	23,444	26,478	12.9%
Greene	20,457	21,073	3.0%	9,110	9,514	4.4%
Jones	10,126	10,424	2.9%	4,807	4,511	-6.2%
Lenoir	59,392	58,273	-1.9%	27,443	27,621	0.6%
New Hanover	190,136	223,152	17.4%	101,711	115,933	14.0%
Onslow	164,632	196,830	19.6%	58,206	63,649	9.4%
Pamlico	13,095	13,177	0.6%	5,645	5,403	-4.3%
Pender	47,237	59,105	25.1%	23,402	26,822	14.6%
Wayne	117,898	124,900	5.9%	52,107	53,498	2.7%
Southeast	933,014	1,065,885	14.2%	427,286	456,338	6.8%
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
Brunswick	\$49,356	2.3%
Carteret	\$50,599	4.9%
Craven	\$47,957	-0.6%
Duplin	\$35,364	-26.7%
Greene	\$37,190	-22.9%
Jones	\$34,080	-29.4%
Lenoir	\$36,956	-23.4%
New Hanover	\$51,232	6.2%
Onslow	\$46,786	-3.0%
Pamlico	\$43,808	-9.2%
Pender	\$46,580	-3.5%
Wayne	\$40,457	-16.2%
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
Brunswick	\$36,552	\$38,046	4.1%	-22.2%
Carteret	\$31,207	\$33,285	6.7%	-31.9%
Craven	\$42,391	\$42,106	-0.7%	-13.9%
Duplin	\$33,342	\$34,208	2.6%	-30.1%
Greene	\$30,807	\$34,309	11.4%	-29.9%
Jones	\$32,516	\$34,322	5.6%	-29.8%
Lenoir	\$35,113	\$36,702	4.5%	-25.0%
New Hanover	\$41,823	\$44,614	6.7%	-8.8%
Onslow	\$33,278	\$33,890	1.8%	-30.7%
Pamlico	\$29,453	\$29,611	0.5%	-39.5%
Pender	\$32,901	\$34,159	3.8%	-30.2%
Wayne	\$36,129	\$36,316	0.5%	-25.8%
Southeast	\$37,285	\$38,857	4.2%	-20.6%
North Carolina	\$46,067	\$48,911	6.2%	N/A

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

Where Southeast Residents Work

Primary Jobs, 2015

County of Work	Southeast Residents Working	% of Working Southeast Residents
New Hanover, NC	79,069	23.2%
Onslow, NC	32,400	9.5%
Wayne, NC	25,861	7.6%
Craven, NC	24,252	7.1%
Wake, NC	22,732	6.7%
Brunswick, NC	21,003	6.2%
Carteret, NC	16,853	4.9%
Lenoir, NC	16,638	4.9%
Duplin, NC	13,141	3.9%
Pitt, NC	8,893	2.6%
All Other Locations	79,936	23.5%

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

Commuting Patterns

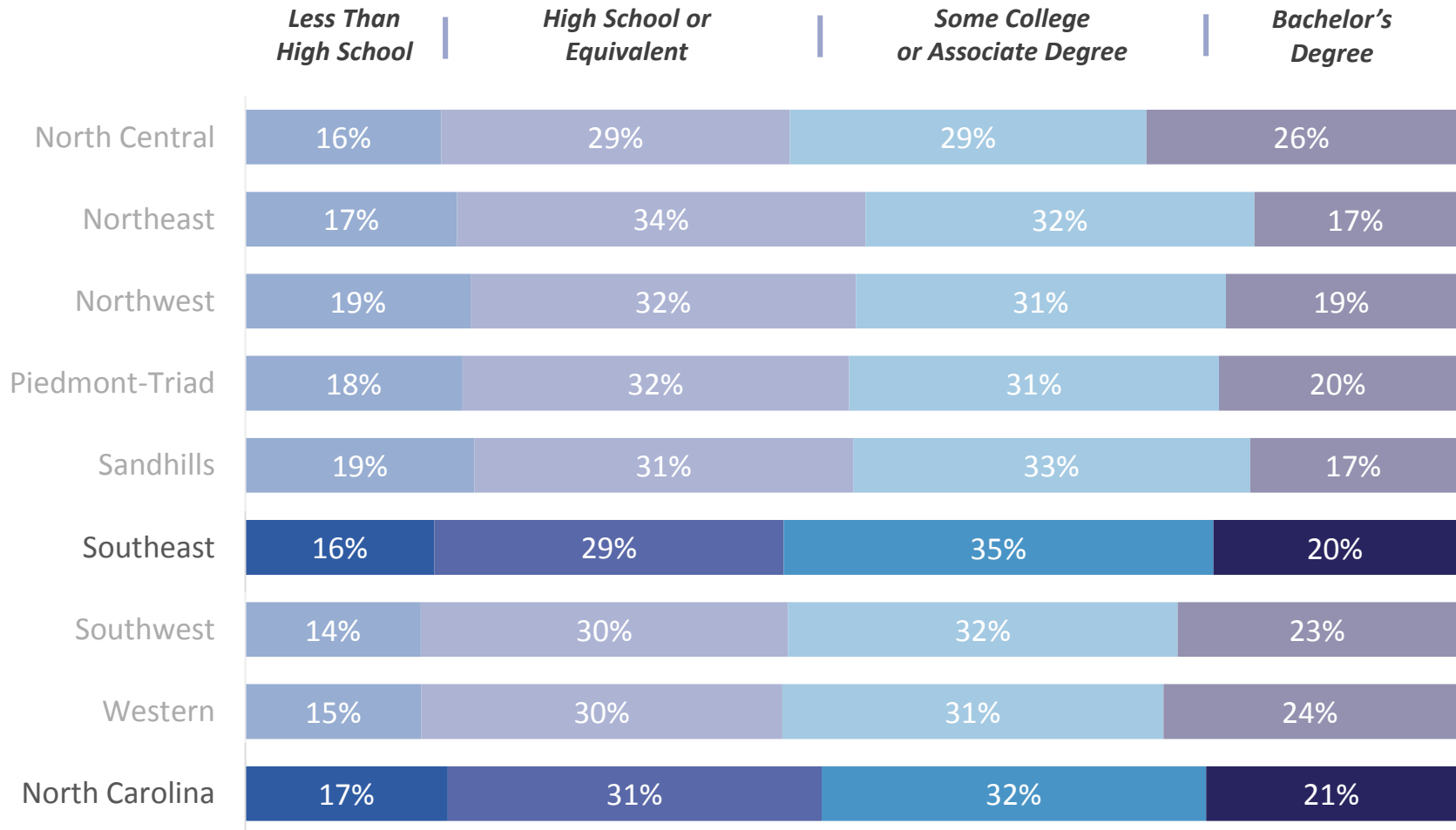
Primary Jobs, 2015

	Employed in County, Live Outside	Live in County, Employed Outside	Employed and Live in County
Brunswick	10,347	21,370	16,004
Carteret	6,954	11,231	12,666
Craven	13,624	15,061	17,157
Duplin	10,890	10,791	7,579
Greene	1,838	5,889	1,173
Jones	768	2,920	463
Lenoir	13,235	11,694	10,233
New Hanover	38,940	24,450	57,513
Onslow	13,330	21,142	25,284
Pamlico	1,211	2,778	1,133
Pender	5,341	15,594	4,547
Wayne	15,986	22,010	20,588

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

Educational Attainment, Age 25+

5-Year Estimates, 2012-2016



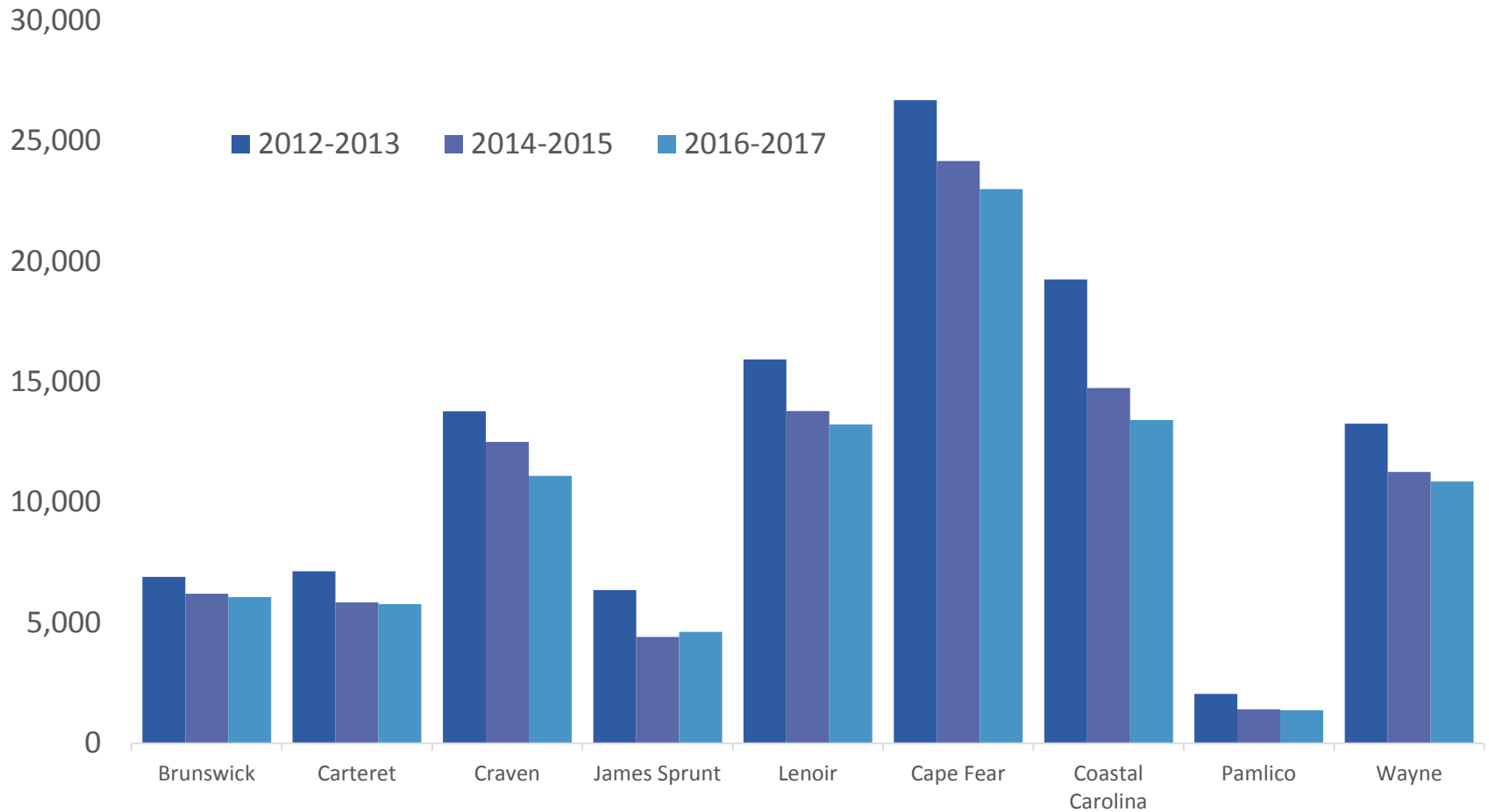
Source: US Census Bureau, American Community Survey, 5-year estimates

High School Graduation Rates

	2016-2017 Student Population	2016-2018 Graduation Rate (%)	Relative to NC
Brunswick County Schools	1,041	83.8%	-2.7%
Carteret County Public Schools	654	86.2%	-0.3%
Craven County Schools	1,064	85.1%	-1.4%
Duplin County Schools	679	81.3%	-5.2%
Greene County Schools	255	94.5%	8.0%
Jones County Schools	78	>95%	>8.5%
Lenoir County Public Schools	739	81.7%	-4.8%
New Hanover County Schools	2,068	83.4%	-3.1%
Onslow County Schools	1,872	89.5%	3.0%
Pamlico County Schools	119	94.1%	7.6%
Pender County Schools	684	89.3%	2.8%
Wayne County Public Schools	1,519	84.3%	-2.2%
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

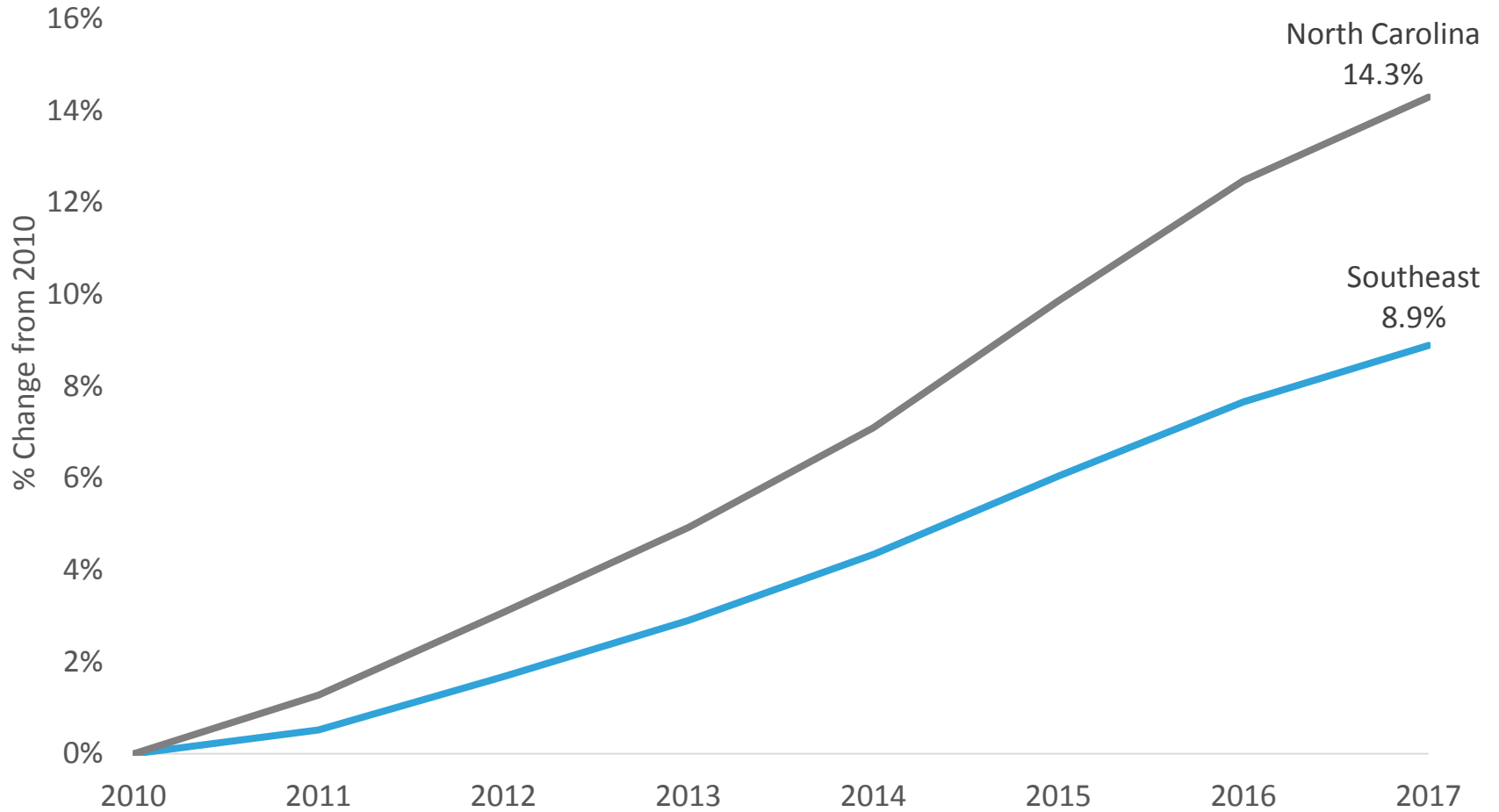
Note: Enrollments represent unduplicated headcount of students enrolled in curriculum and continuing education courses.

Average Annual Unemployment Rates

	2009	2011	2013	2015	2017
Brunswick	10.7%	12.2%	9.8%	7.3%	5.7%
Carteret	8.7%	9.7%	7.8%	5.9%	4.5%
Craven	10.4%	10.6%	8.7%	6.1%	4.7%
Duplin	9.4%	9.5%	8.0%	5.7%	4.9%
Greene	10.4%	9.6%	7.9%	5.5%	4.5%
Jones	10.8%	10.6%	8.4%	5.8%	4.5%
Lenoir	11.8%	10.9%	8.7%	6.3%	4.6%
New Hanover	9.3%	9.6%	7.6%	5.4%	4.2%
Onslow	8.5%	8.3%	7.0%	5.9%	5.1%
Pamlico	10.0%	9.7%	8.4%	6.0%	4.8%
Pender	10.9%	11.3%	9.0%	6.1%	4.7%
Wayne	8.8%	9.0%	7.8%	6.1%	5.1%
Southeast	9.6%	9.9%	8.1%	6.0%	4.8%
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



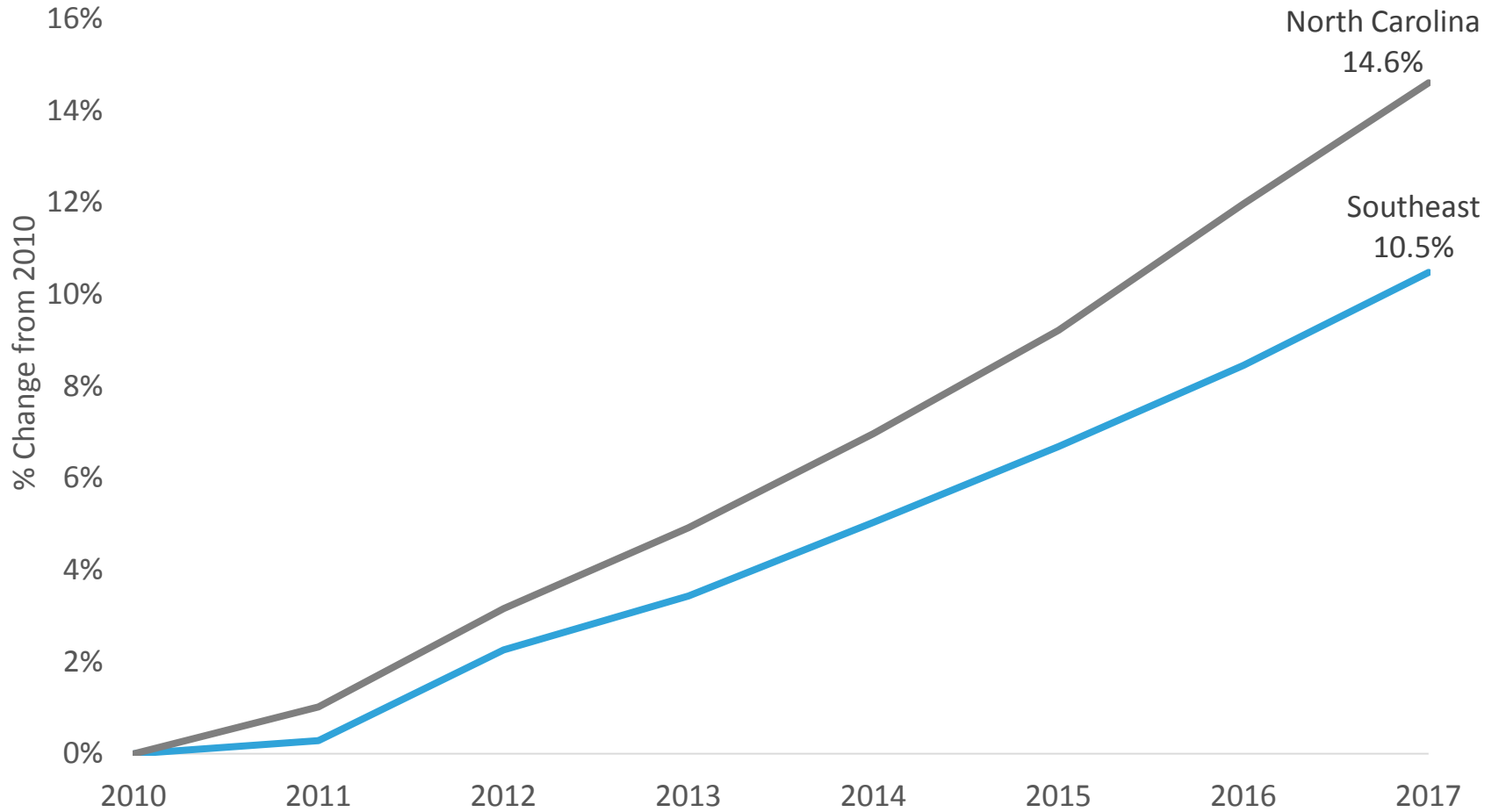
Source: NC Dept. of Commerce, Quarterly Census of Employment & Wages (QCEW)

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



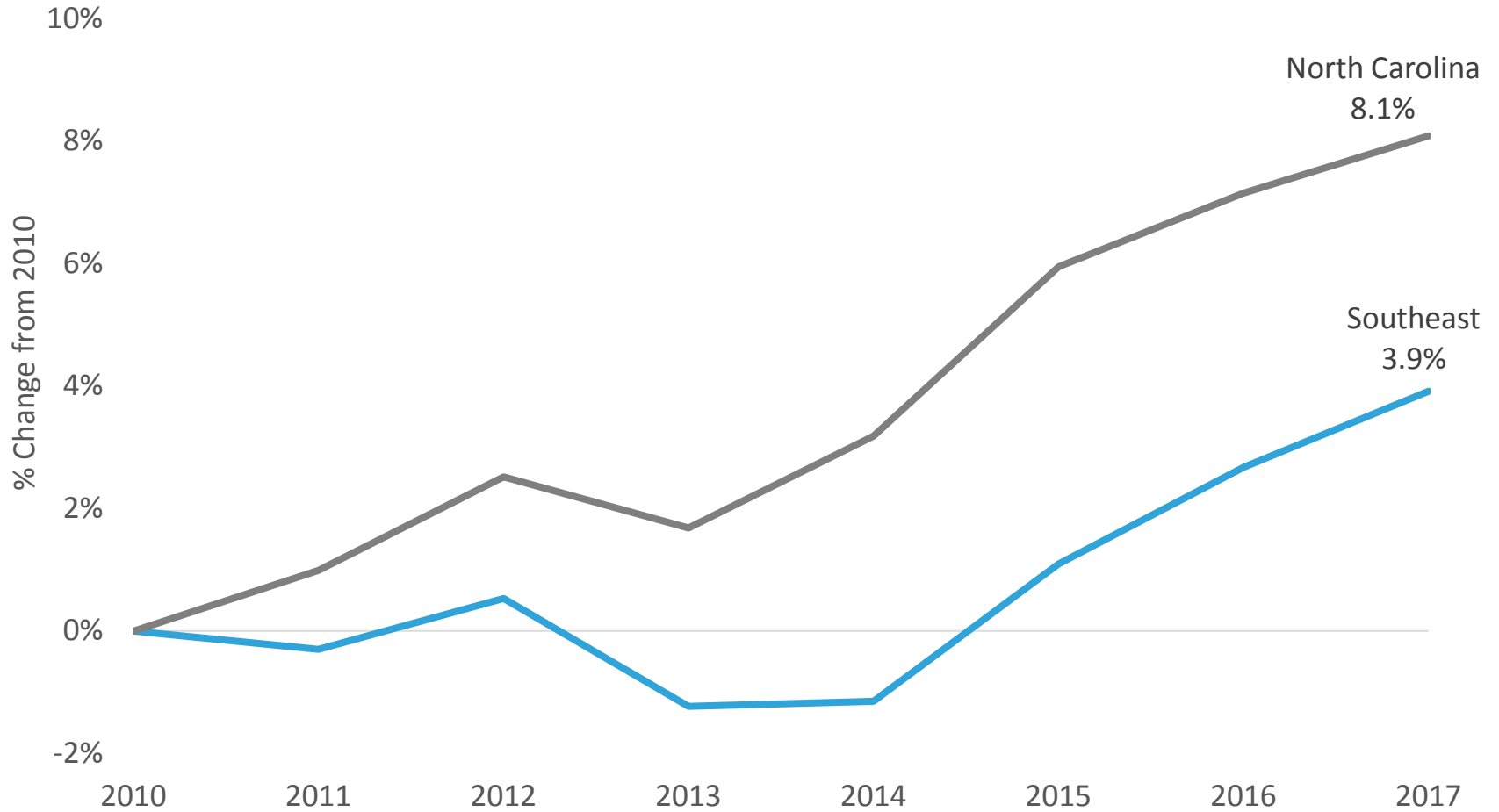
Source: NC Dept. of Commerce, Local Area Unemployment Statistics (LAUS)

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)

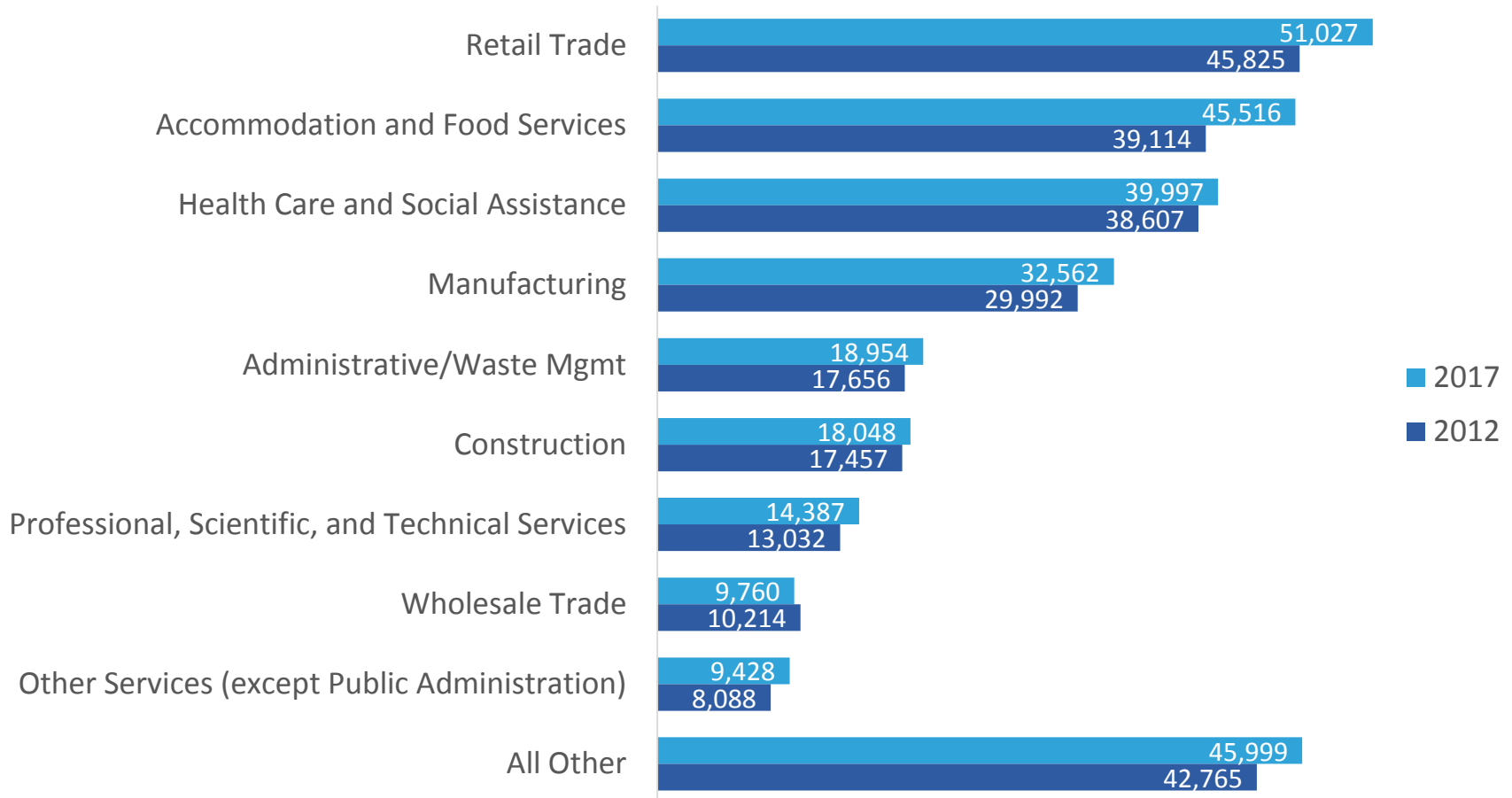
Change in Business Establishments



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

Industry Employment

Southeast



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
Chemical Manufacturing	3.12	3,449
Paper Manufacturing	3.01	1,494
State Government	2.29	16,554
Crop Production	2.25	1,688
Wood Product Manufacturing	2.23	1,190
Gasoline Stations	2.02	2,527
Support Activities for Agriculture and Forestry	1.92	1,361
Local Government	1.78	34,210
Real Estate	1.75	3,807
Food Manufacturing	1.59	3,385

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

Goldsboro-Kinston

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Management of Companies and Enterprises	4,492	5,812	1,320
Food Manufacturing	10,020	11,226	1,206
Educational Services	16,082	16,792	710
Food Services and Drinking Places	6,492	7,071	579
Administrative and Support Services	3,358	3,877	519
Social Assistance	1,768	2,200	432
Merchant Wholesalers, Durable Goods	1,508	1,674	166
Local Government, Excluding Education and Hospitals	4,377	4,539	162
Professional, Scientific, and Technical Services	3,440	3,592	152
Food and Beverage Stores	1,972	2,121	149

Source: NC Dept. of Commerce, Industry Projections

Projected Growth Industries

Jacksonville-New Bern

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Services and Drinking Places	13,870	16,798	2,928
General Merchandise Stores	4,379	5,573	1,194
Administrative and Support Services	6,661	7,718	1,057
Educational Services	19,406	20,366	960
Professional, Scientific, and Technical Services	8,402	9,328	926
Motor Vehicle and Parts Dealers	2,792	3,375	583
Nursing and Residential Care Facilities	2,774	3,354	580
Social Assistance	2,162	2,615	453
Specialty Trade Contractors	3,293	3,655	362
Amusement, Gambling, and Recreation Industries	1,748	2,104	356

Source: NC Dept. of Commerce, Industry Projections

Projected Growth Industries

Wilmington

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Educational Services	23,612	30,284	6,672
Professional, Scientific, and Technical Services	17,394	23,538	6,144
Food Services and Drinking Places	17,152	21,719	4,567
Administrative and Support Services	8,311	10,074	1,763
Amusement, Gambling, and Recreation Industries	3,105	4,510	1,405
Specialty Trade Contractors	5,147	6,460	1,313
Nursing and Residential Care Facilities	3,813	4,997	1,184
Social Assistance	2,850	3,950	1,100
Food and Beverage Stores	4,243	5,050	807
Real Estate	2,451	3,215	764

Source: NC Dept. of Commerce, Industry Projections

Projected Growth Occupations

Goldsboro-Kinston

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Production	12,681	13,707	1,026
Healthcare Practitioners and Technical	6,537	7,232	695
Food Preparation and Serving Related	7,732	8,403	671
Transportation and Material Moving	7,680	8,276	596
Healthcare Support	4,023	4,600	577
Sales and Related	10,035	10,503	468
Installation, Maintenance, and Repair	4,202	4,579	377
Office and Administrative Support	12,765	13,111	346
Business and Financial Operations	3,760	4,101	341
Education, Training, and Library	5,541	5,875	334

Source: NC Dept. of Commerce, Occupational Projections

Projected Growth Occupations

Jacksonville-New Bern

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Preparation and Serving Related	15,187	18,181	2,994
Sales and Related	15,033	17,237	2,204
Healthcare Practitioners and Technical	8,548	9,901	1,353
Healthcare Support	4,630	5,882	1,252
Office and Administrative Support	16,697	17,781	1,084
Transportation and Material Moving	6,594	7,322	728
Personal Care and Service	4,158	4,821	663
Installation, Maintenance, and Repair	5,229	5,765	536
Construction and Extraction	4,853	5,387	534
Business and Financial Operations	6,330	6,818	488

Source: NC Dept. of Commerce, Occupational Projections

Projected Growth Occupations

Wilmington

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Preparation and Serving Related	19,128	24,230	5,102
Office and Administrative Support	22,039	25,313	3,274
Sales and Related	19,516	22,766	3,250
Healthcare Practitioners and Technical	9,884	12,635	2,751
Healthcare Support	6,328	8,711	2,383
Education, Training, and Library	8,083	10,427	2,344
Personal Care and Service	5,615	7,201	1,586
Business and Financial Operations	6,112	7,653	1,541
Management	7,210	8,663	1,453
Construction and Extraction	6,990	8,435	1,445

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

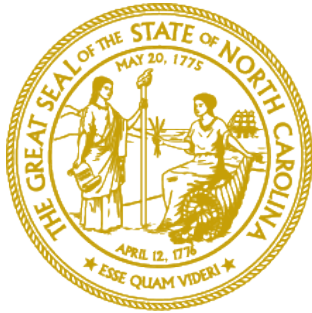
Source: NC Department of Revenue, State Sales and Use Tax Reports by Fiscal Year, Table 3

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

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