

Looking to the Future: Regional Employment Projections through 2032

LMI Tuesdays

Session 2025-7

April 15, 2025

Negussie Asfaw

Projections Economist

Oleksandr Movchan

Director, Data and Research
Analysis Team

Chi Wong

Economist

Jeff Rosenthal

Manager, Occupational Analysis
Team

Outline for Today's Session

- The WTP of Projections
- Industry Projections Results
- Occupational Projections Results
- Where can we find this data?

The WTP of Projections

WTH is WTP?

W

What

Work
Structures
(Industry,
Occupation) or
Labor Force
Statistics

T

Time

Trend, Current,
Real Time,
Projections

P

Place

Geography
(Nation, State,
County, WDB,
PZ, etc.)

What are projections?

- Estimates of future employment based on analyses of past and current industrial trends.
- We create these for both industry and occupations

Assumptions

- Assume a stable economy without major disruptions (e.g., natural disasters, pandemics, financial crises).
- Based on the continuation of existing trends, such as technological adoption, consumer preferences, and industry evolution.
- Assume no major policy or legislative changes that could significantly alter employment conditions (e.g., new trade agreements, labor laws).

Limitations

- Historical data patterns are used to forecast the future; projections may not account for sudden economic shifts.
- Projections are not predictions but estimates of what could happen under certain assumptions.
- May have data limitations, especially for small geographic areas or less common occupations.
- Industry classification changes (e.g., updates in NAICS codes) can affect comparability over time.
- Projections typically do not account for unexpected technological breakthroughs or rapid automation.

What can projections be used for?

- Planning for economic development
- Planning for workforce development
- Career information for students (nccareers.org)



Time of projections

- Can be short-term (2 year) or long-term (often 10 year)
- Our latest are our long-term projections from 2022-2032

Place of projections

- Statewide and Regional



Prosperity Zones



Industry Projections Results

Projections – Total Employment

- Growth in all sixteen regions
 - Ranges from 0.1% (Rocky Mount-Wilson) to 1.2% (Raleigh-Durham)
- Three regions growing faster than state: Raleigh-Durham, Charlotte, Wilmington
- Baseline assumption of recovery from Hurricane Helene

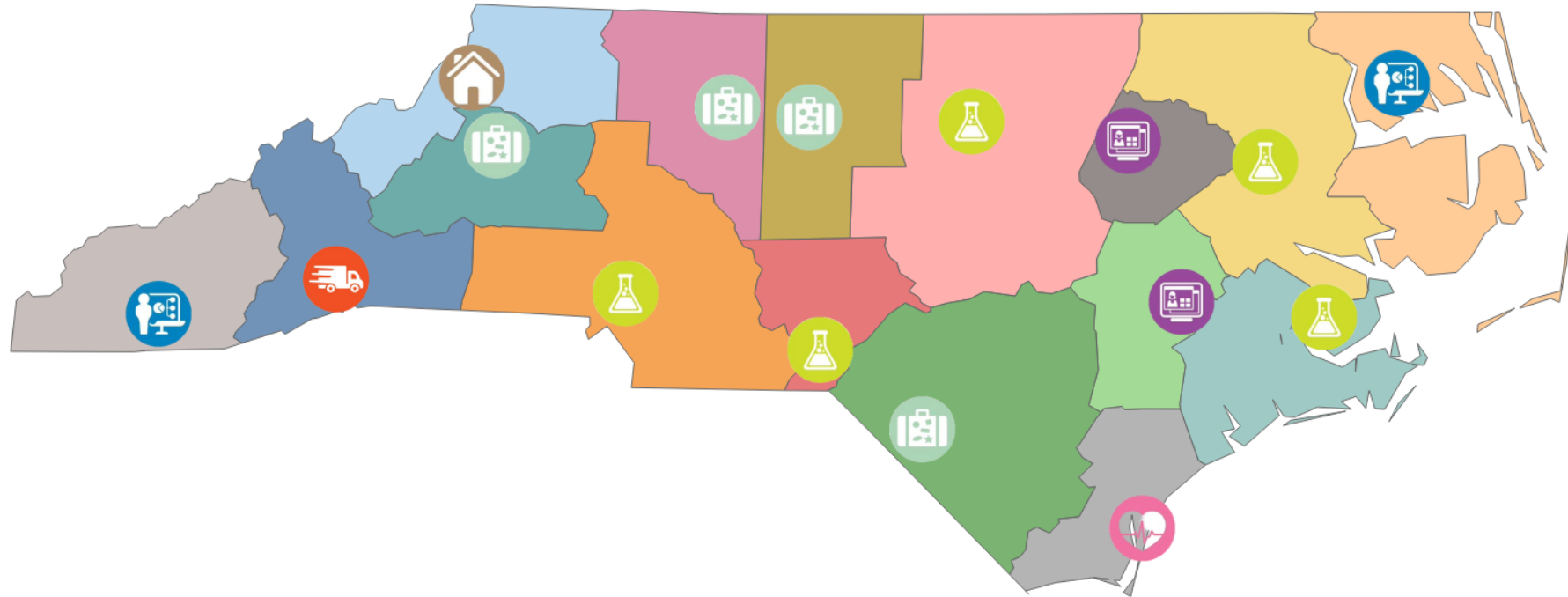
Industry Projections - Goods vs. Services

- Projections are produced for each region down to the subsector level, based on the North American Industry Classification System (NAICS)
- All but 4 regions show more rapid growth in Service-providing industries
- Four exceptions: Elizabeth City, Goldsboro-Kinston, Greenville, Rocky Mount-Wilson

Industry Projections - Sectors

- Looking at more specific data, two sectors tend to lead across the state: Professional, Scientific, and Technical Services, and Accommodation and Food Services

Industry Projections - Sectors



Accommodation and Food Services



Administrative Services



Construction



Health Care and Social Assistance



Professional, Scientific, and Technical Services



Real Estate and Rental and Leasing



Transportation and Warehousing



Industry Projections - Sectors

- Looking at more specific data, two sectors tend to lead across the state: Professional, Scientific, and Technical Services, and Accommodation and Food Services
- Outside of just the leading position, other industries that tend to be in the top 5 fastest growing across regions are Real Estate and Rental and Leasing and Healthcare and Social Assistance

Occupational Projections Results

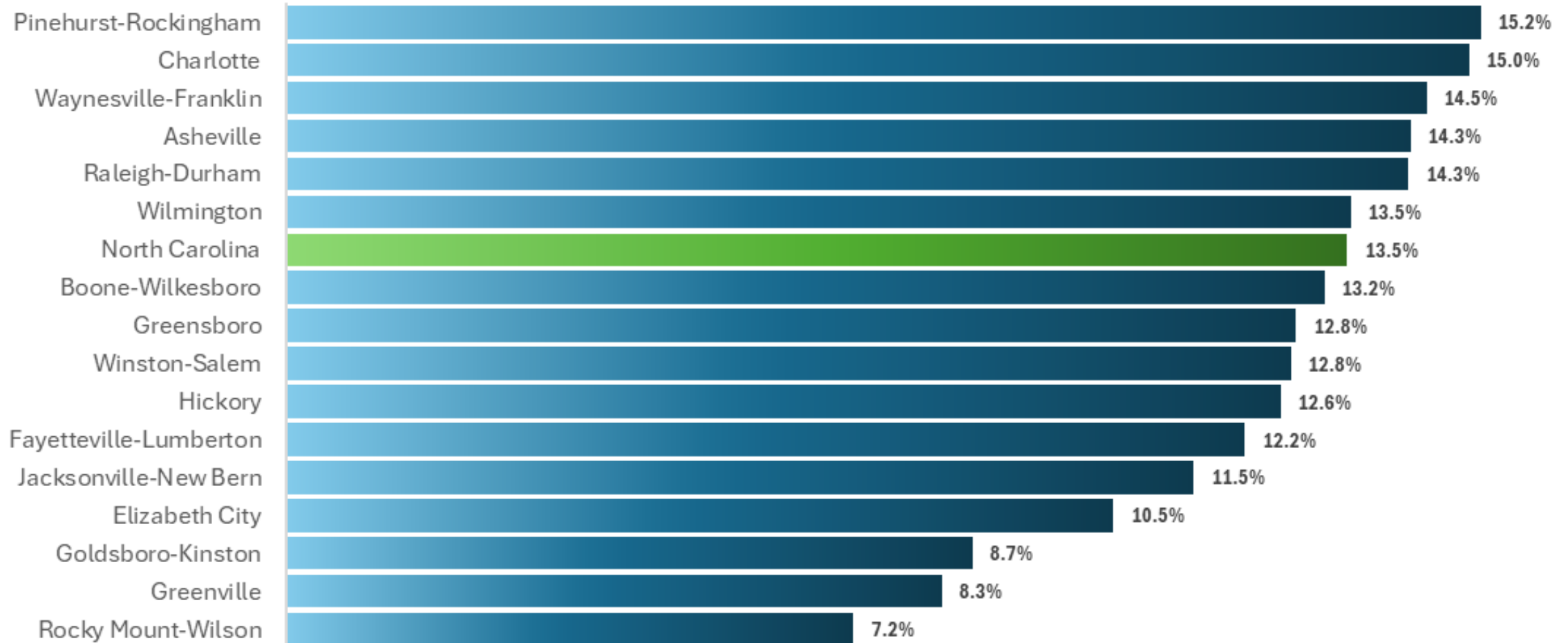
Largest occupational groups

- **Office and Administrative Support occupations**
 - Office Clerks, Secretaries and Administrative Assistants, Receptionists, etc
- **Sales and Related occupations**
 - Cashiers, Retail Salespersons, etc
- **Food Preparation and Serving Related occupations**
 - Cooks, Waiters and Waitresses, etc
- **Transportation and Material Moving occupations**
 - Material Movers, Stockers and Order Fillers, Truck Drivers, etc

These groups are projected to remain the largest through 2032.

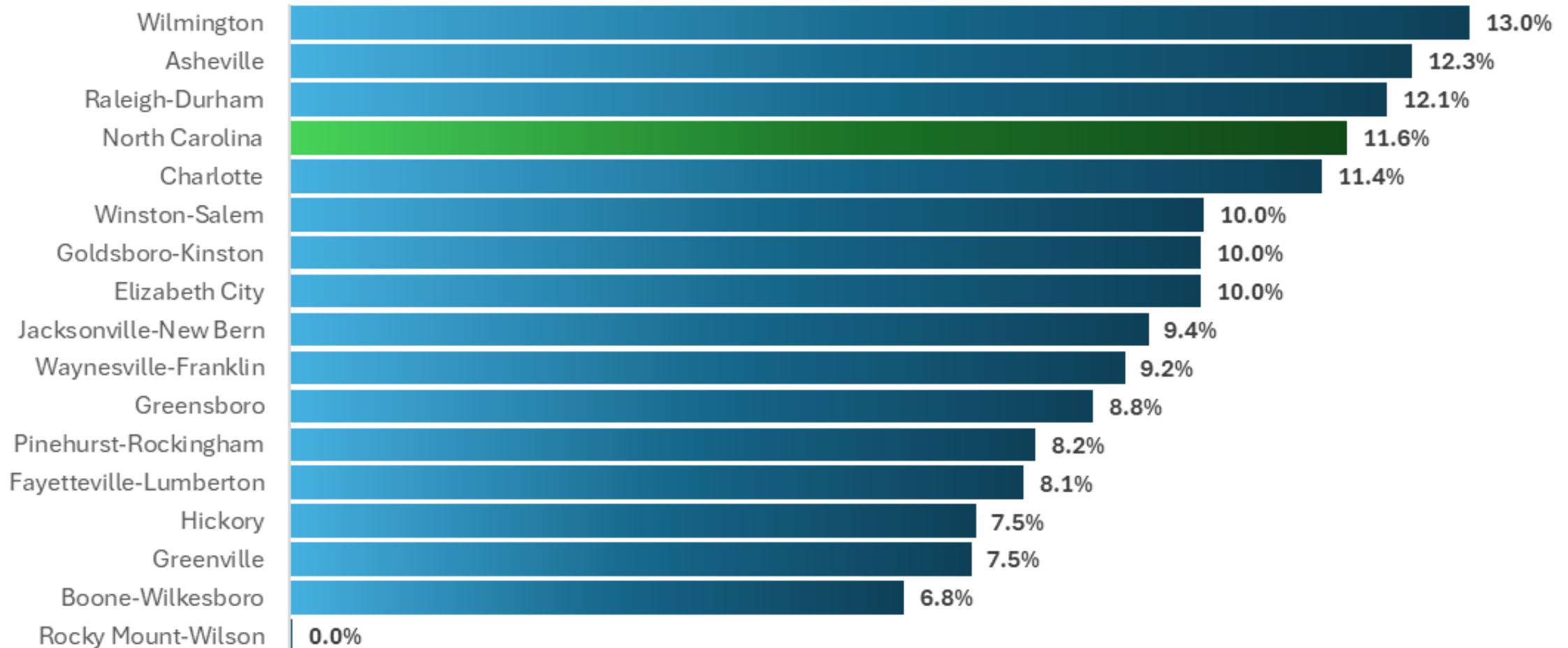
Largest occupational groups

Food Preparation and Serving Related Occupations



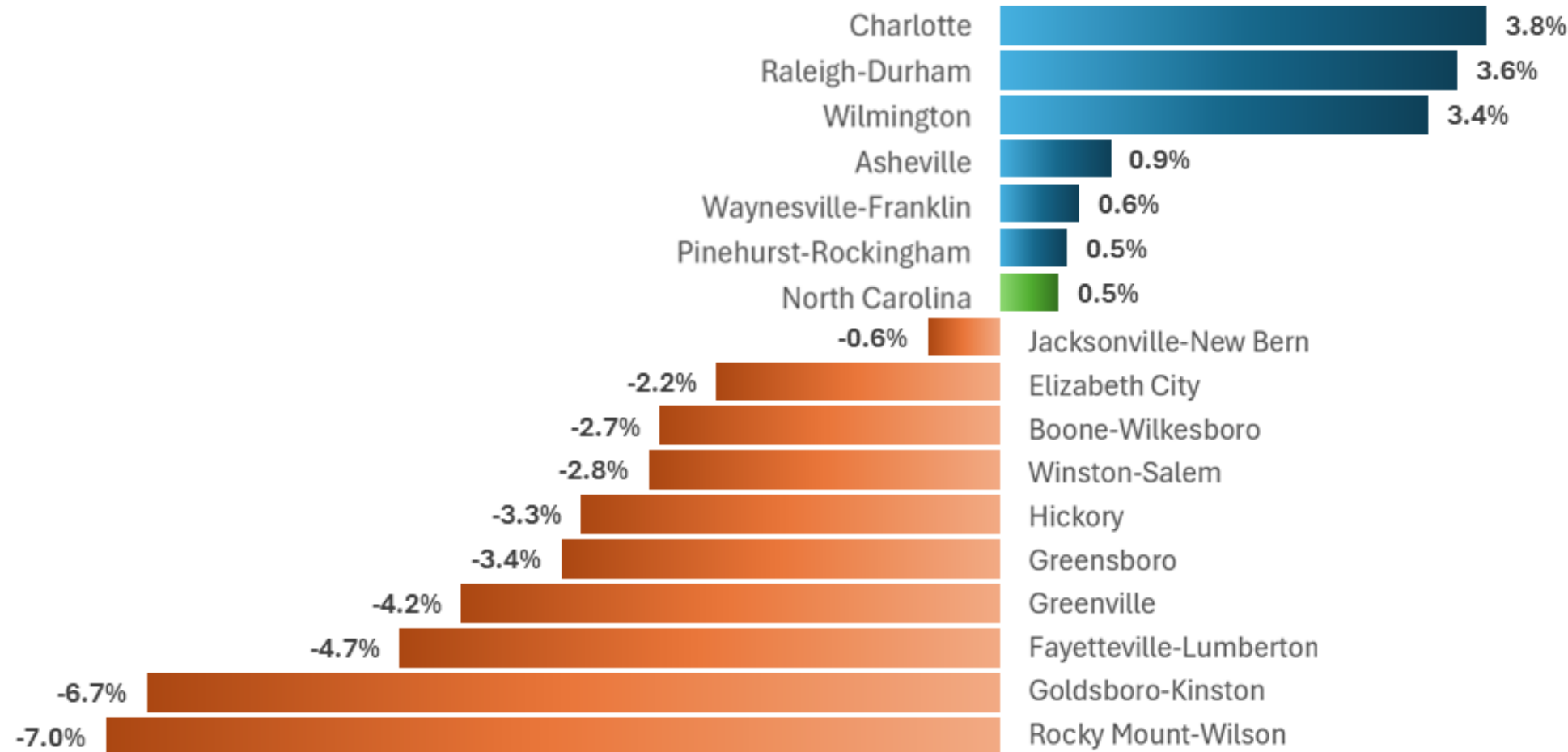
Largest occupational groups

Transportation and Material Moving Occupations



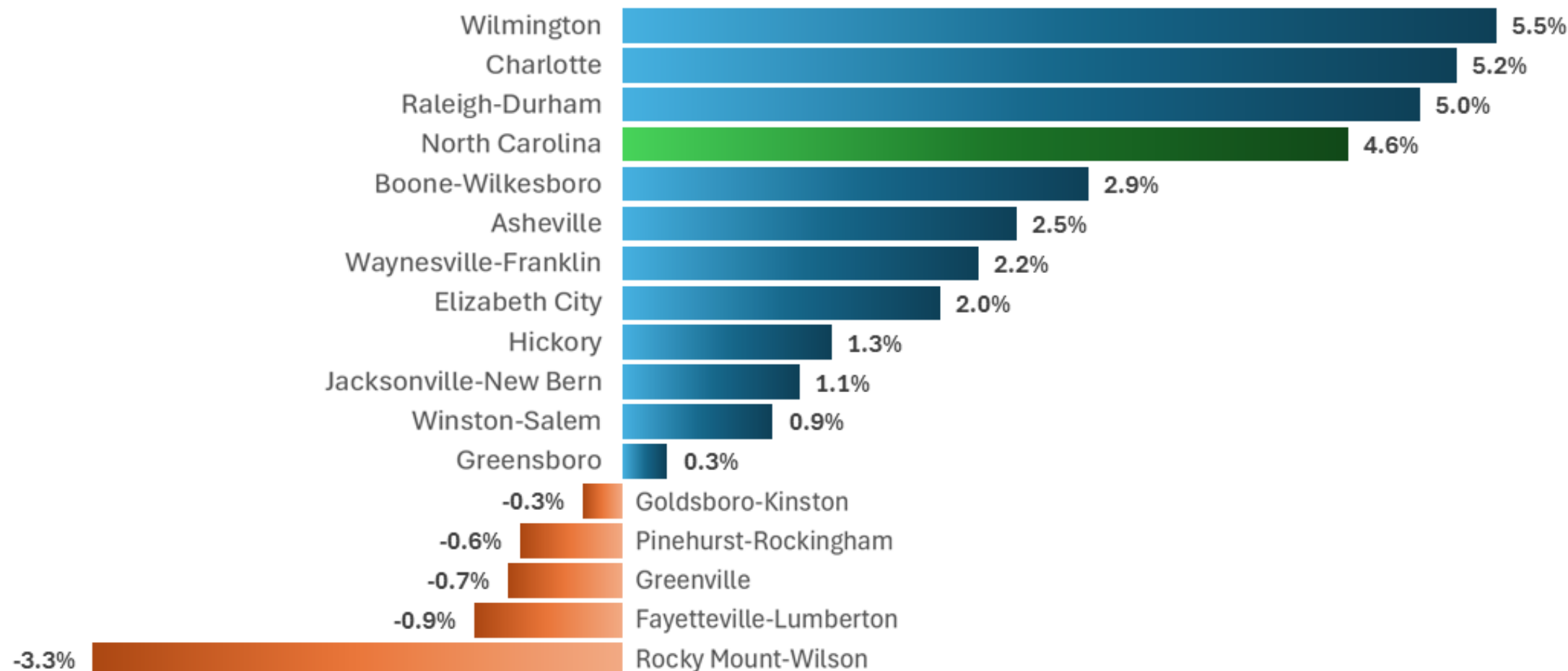
Largest occupational groups

Office and Administrative Support Occupations



Largest occupational groups

Sales and Related Occupations

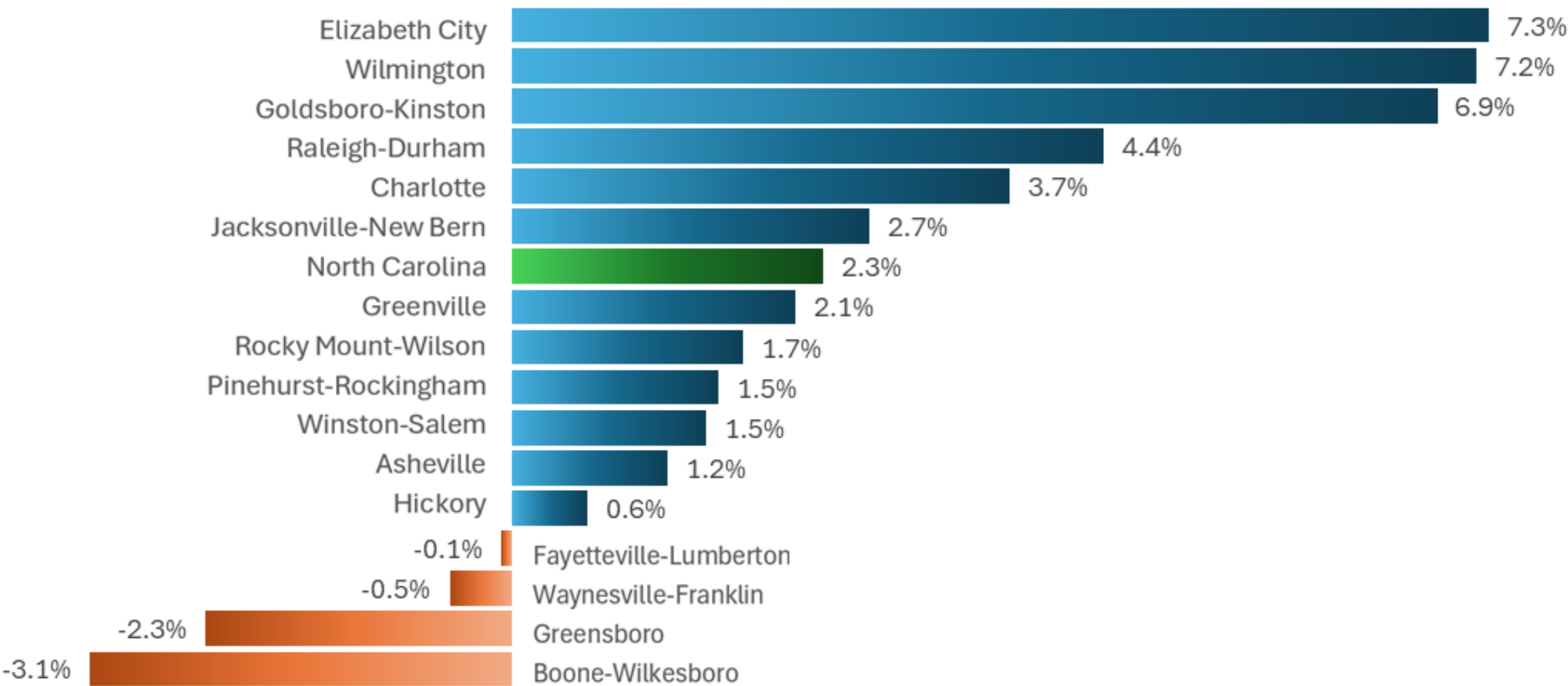


The fastest-growing occupations

- **Healthcare Support occupations**
 - Home Health and Personal Care Aides, Nursing Assistants, etc
- **Food Preparation and Serving Related occupations**
 - Cooks, Waiters and Waitresses, etc
- **Personal Care and Service occupations**
 - Childcare Workers, Animal Caretakers, Cosmetologists

Production occupations

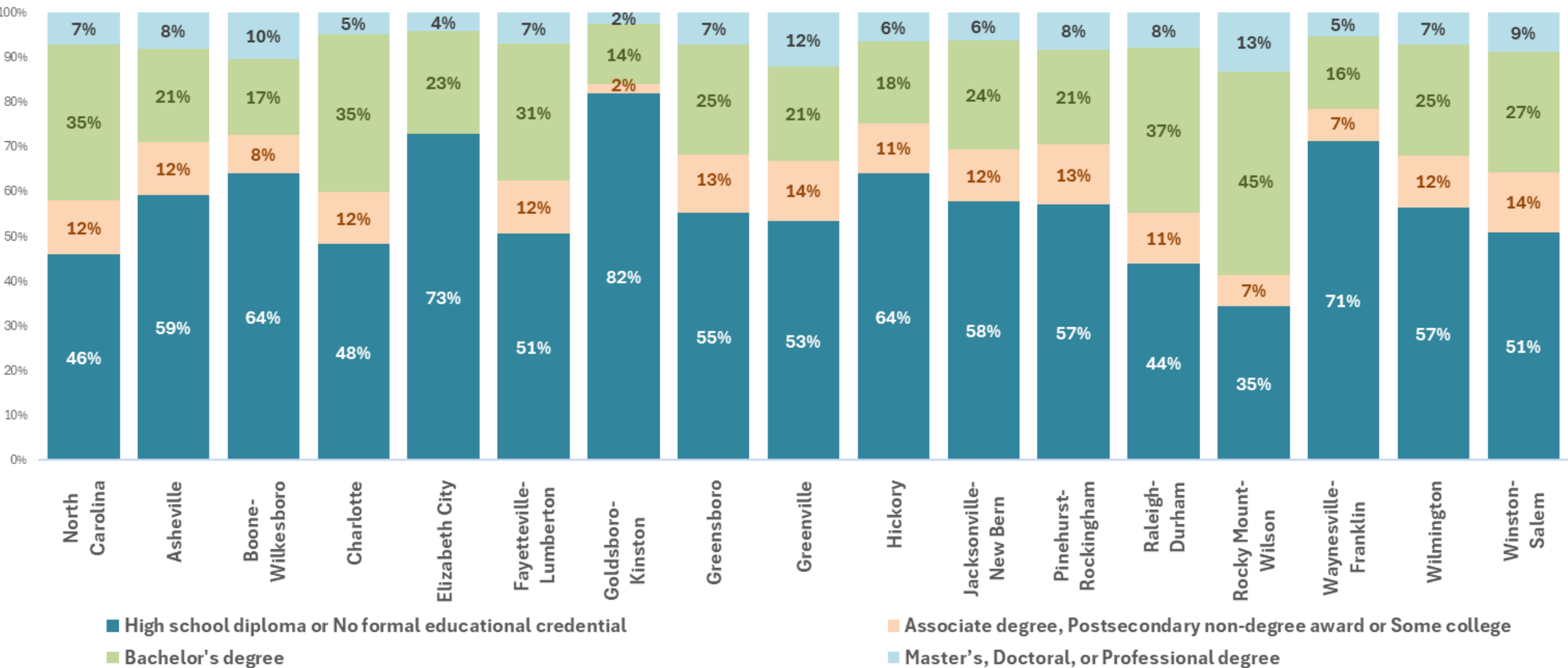
Production Occupations



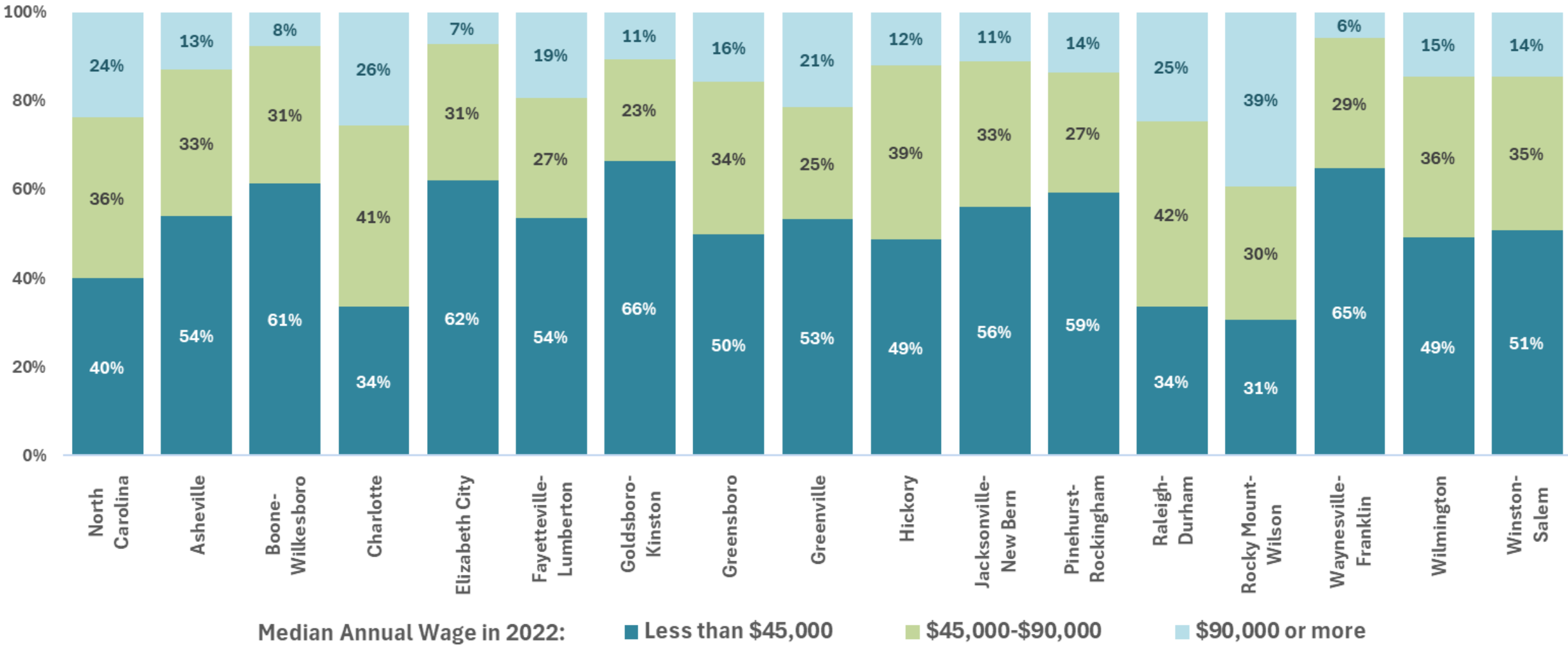
Job Openings

Occupations	North Carolina	Asheville	Boone-Wilkesboro	Charlotte	Elizabeth City	Fayetteville-Lumberton	Goldsboro-Kinston	Greensboro	Greenville	Hickory	Jacksonville-New Bern	Pinehurst-Rockingham	Raleigh-Durham	Rocky Mount-Wilson	Waynesville-Franklin	Wilmington	Winston-Salem
Architecture and Engineering	62,162	2,428	398	15,431	359	1,675	531	4,476	979	1,643	1,934	328	20,451	1,397	610	1,815	2,575
Arts, Design, Entertain, Sports, Media	82,361	3,548	1,143	21,717	697	2,261	590	5,515	1,501	1,707	1,275	655	24,431	662	938	3,119	4,158
Building and Grounds Cleaning	232,880	13,784	4,448	54,865	4,731	10,512	4,055	20,667	6,962	7,584	6,887	4,274	57,410	3,803	5,609	10,014	15,568
Business and Financial Operations	310,465	8,761	2,206	100,144	1,955	9,579	2,931	18,278	4,216	5,817	6,347	1,943	82,653	3,110	2,328	8,857	13,347
Community and Social Service	88,133	4,391	1,685	21,234	1,303	4,803	1,613	7,952	2,976	3,153	2,336	1,247	22,460	1,590	1,565	3,846	4,689
Computer and Mathematical	147,148	2,308	609	43,826	394	2,484	549	4,850	1,113	994	1,422	468	47,120	652	868	2,922	3,798
Construction and Extraction	218,281	9,977	3,441	59,811	2,657	7,947	3,781	18,316	5,215	5,606	5,502	2,475	49,575	4,017	3,450	9,702	12,615
Educational Instruction and Library	271,962	10,940	5,425	53,972	3,398	16,181	5,088	21,072	9,617	6,886	7,601	3,842	77,077	4,630	4,130	9,927	17,674
Farming, Fishing, and Forestry	48,151	3,929	3,195	7,740	1,858	3,835	2,501	4,605	2,935	2,193	1,159	1,478	8,053	1,482	1,483	945	4,765
Food Prep. and Serving Related	846,570	52,345	17,298	207,116	15,692	44,098	14,263	74,754	25,549	27,190	31,626	12,140	182,788	14,196	19,256	48,286	53,997
Healthcare Practitioners and Tech.	241,298	11,119	2,586	53,632	2,035	10,867	3,017	17,380	7,557	6,586	5,485	3,836	64,840	3,106	2,381	9,622	19,510
Healthcare Support	314,061	18,510	5,204	69,172	3,328	18,190	6,297	28,687	12,710	11,458	9,322	6,601	69,459	6,367	4,030	13,696	20,988
Installation, Maint., and Repair	213,286	9,425	3,293	58,151	3,335	10,007	4,574	20,035	5,836	8,047	6,062	2,693	44,302	4,242	2,840	8,731	12,719
Legal	24,590	1,008	179	7,050	171	501	186	1,436	469	315	724	198	6,290	245	239	973	1,395
Life, Physical, and Social Science	47,979	1,431	299	6,893	365	1,992	534	2,067	1,332	1,158	1,010	264	22,596	956	435	1,950	1,712
Management	346,921	13,873	5,698	97,913	4,271	12,520	5,163	25,332	8,357	9,071	6,770	3,774	95,965	4,986	4,641	11,981	19,553
Office and Administrative Support	672,660	29,742	8,906	177,807	7,742	26,565	9,906	57,053	16,921	19,988	16,252	8,404	159,565	10,714	9,134	24,230	39,735
Personal Care and Service	221,942	13,050	3,986	59,133	2,747	8,584	3,204	16,947	5,506	5,465	6,753	3,915	54,568	3,410	7,097	10,835	12,314
Production	376,575	18,274	5,288	88,439	3,724	23,550	16,733	45,905	12,165	37,328	6,937	6,709	55,783	12,342	3,749	8,478	30,656
Protective Service	122,578	4,964	1,745	33,850	1,796	6,253	2,230	8,666	3,357	3,592	3,515	1,648	29,544	1,993	2,197	4,902	6,125
Sales and Related	703,931	33,434	12,669	178,475	11,048	31,831	11,985	61,296	19,965	23,145	20,576	8,336	153,844	11,944	11,347	30,330	42,530
Transportation and Material Moving	691,698	28,773	9,505	201,615	6,922	32,505	14,162	72,955	15,830	27,850	14,556	7,519	135,247	12,248	7,240	21,498	45,573

Projected Employment Change by Educational Requirement for Entry



Projected Employment Change by Median Annual Wage



Where can we find this data?

Accessing Data - Dashboards

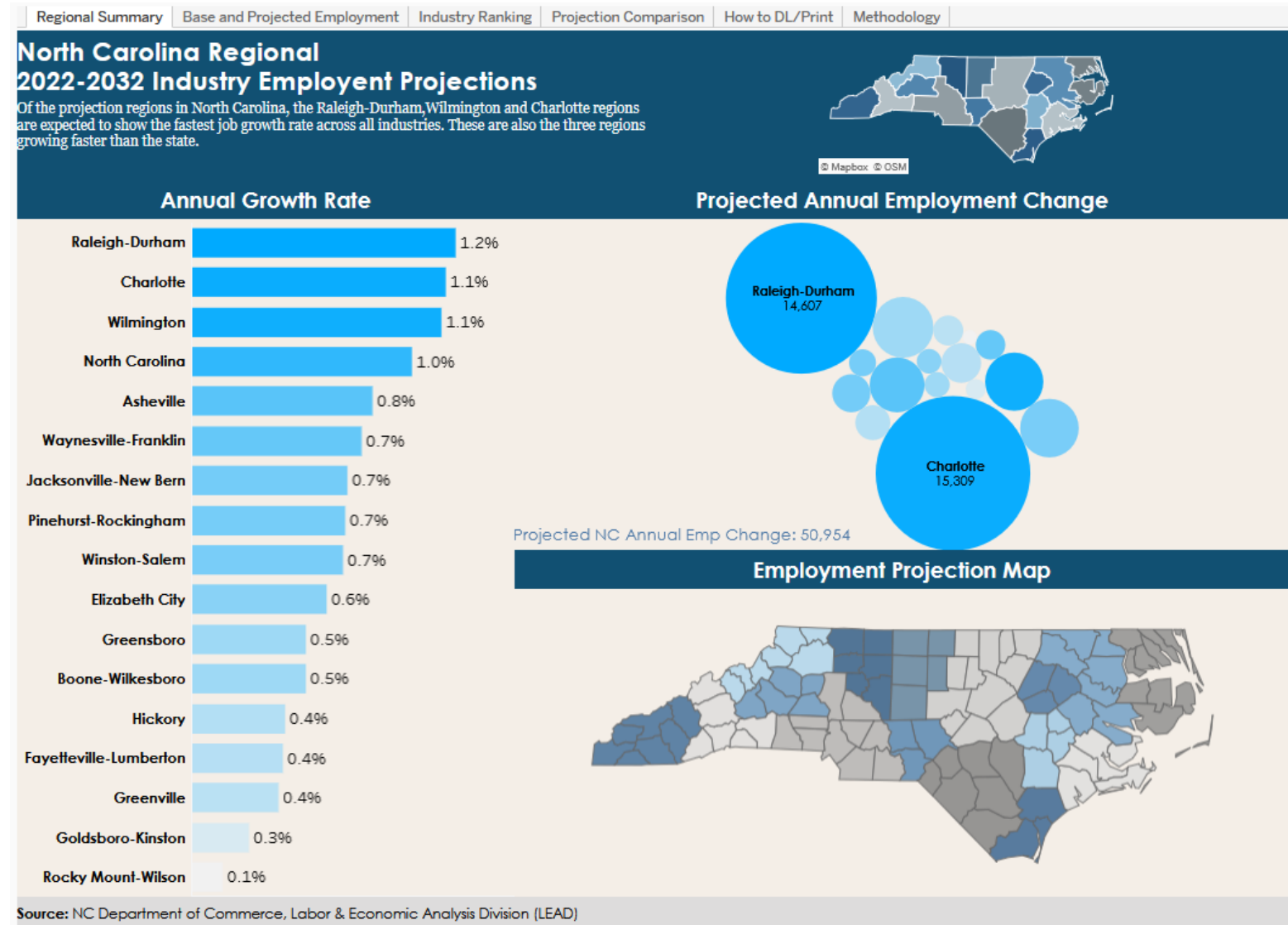
<https://analytics.nccommerce.com/> - **Dashboards section**

- Industry and occupational projections dashboards available
- Dashboards provide convenient visuals with pre-configured analyses
 - Useful for reporting
- Dashboards can be printed
 - Menu option in bottom right

Accessing Data - Dashboards

Industry

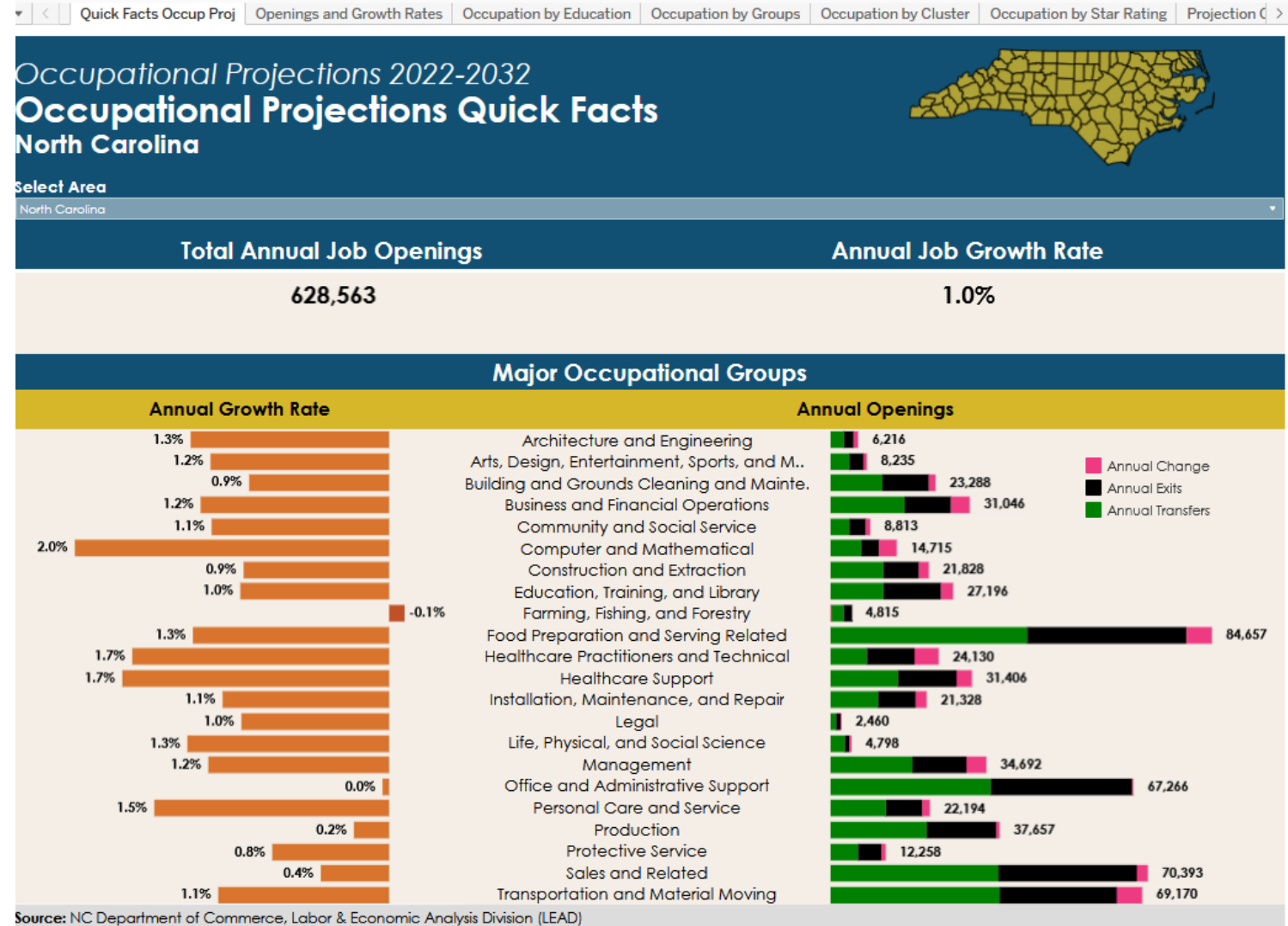
- Regional Summary: high level breakdown
- Base and Projected Employment: sector-level comparisons of base year vs. projected year, and growth rates vs. wages
- Industry ranking: bar charts ordered by growth rates for both NAICS sectors and subsectors



Accessing Data - Dashboards

Occupation

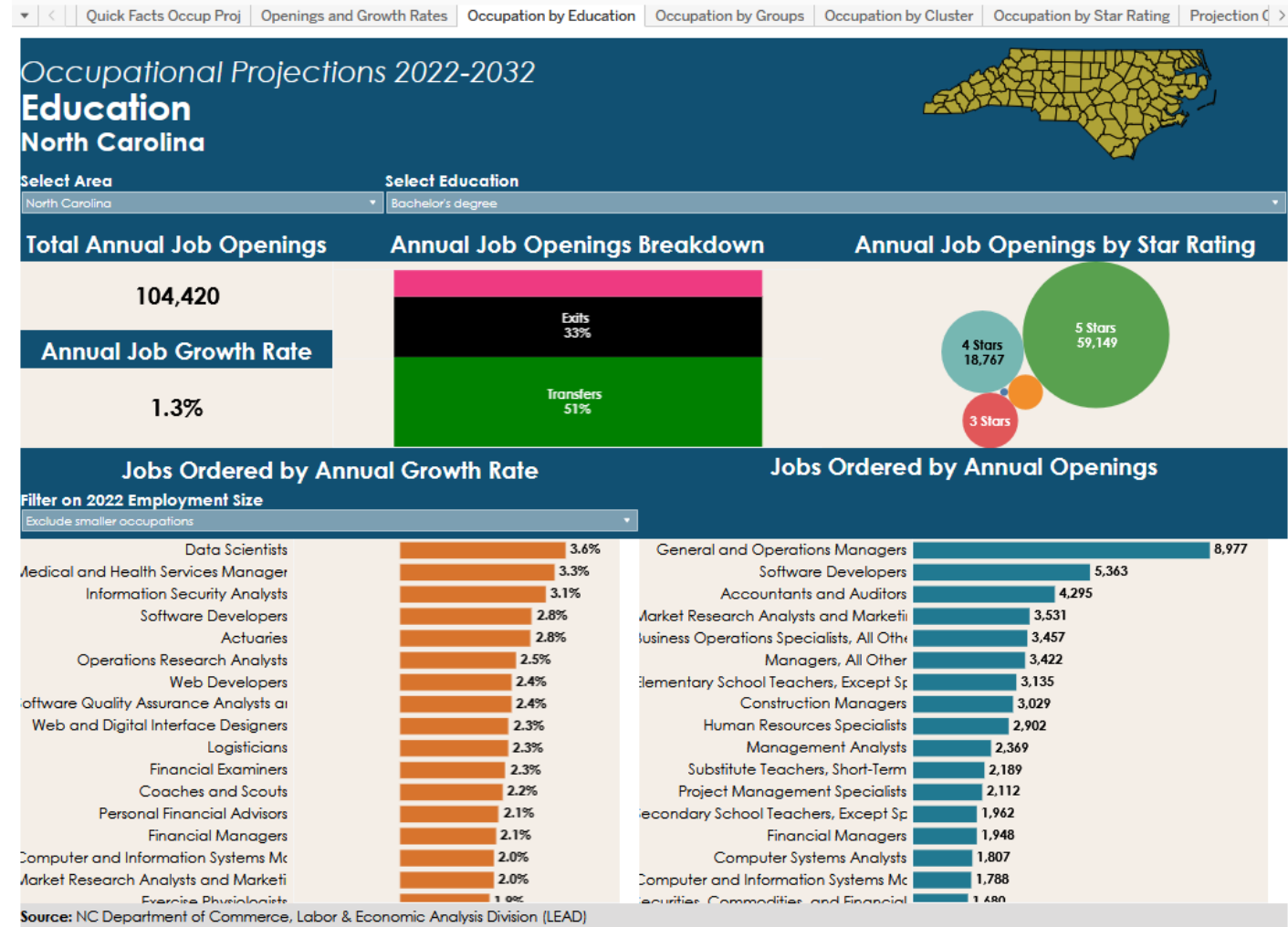
- Quick Facts Occup Proj: high level summary by occupation group
- Openings and Growth Rates: bar chart of occupations' jobs ranked by either number of annual openings or growth rate



Accessing Data - Dashboards

Occupation

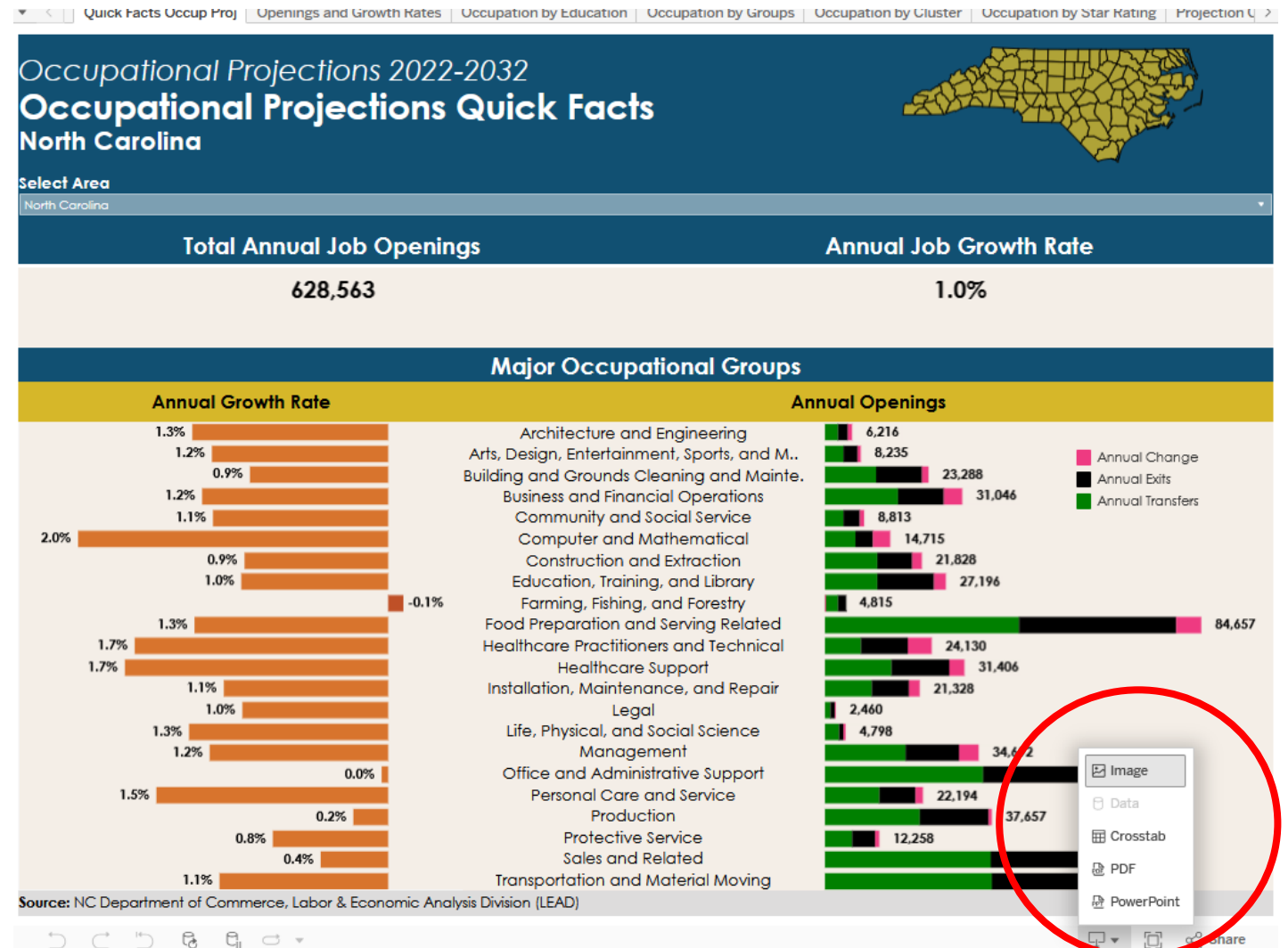
- Occupation by...
 - Breakdowns of occupational projections by the parameter mentioned in the tab title
- Contains high level information as well as bar charts of rankings by growth rate and annual openings



Accessing Data - Dashboards

Printing

- Use menu in bottom right and select Image, PDF, or PowerPoint
- Instructions also available in "How to Print/DL" tab of workbooks



Accessing Data – Web Tables

<https://analytics.nccommerce.com/> - **Data Section**

- Industry and occupational projections tables available
- Web tables provide complete datasets with ability to sort, filter, and download
 - Useful for personal analyses

Accessing Data – Web Tables

OCCUPATIONAL PROJECTIONS

IndustryOccupationData Sources & MethodologySTAR JOBS

North Carolina

--All career clusters--

--All education--

--All training--

6-digit detailed occupations

--All experience--

--All interests--

--All star ratings--

Filter by job title

Annual Median Wage

No min

No max

Map

Hide filters

Reset

Columns

Download

Occ Code	Star Rating	Occ Title	2022 Base Employment	2032 Projected Employment	Net Change Total	Annual Growth Rate	Hourly Median Wage ¹	Annual Median Wage ¹	Education	Career Cluster
11-1011	★★★★★	Chief Executives	2,642	2,572	-70	-0.27%	*	*	Bachelor's degree	Business Management & Administration
11-1021	★★★★★	General and Operations Managers	94,012	105,401	11,389	1.15%	\$50.27	\$104,570	Bachelor's degree	Business, Management and Administration
11-2011	★★★★★	Advertising and Promotions Managers	187	198	11	0.57%	\$64.27	\$133,690	Bachelor's degree	Marketing
11-2021	★★★★★	Marketing Managers	10,982	12,358	1,376	1.19%	\$69.14	\$143,800	Bachelor's degree	Marketing
11-2022	★★★★★	Sales Managers	11,762	12,955	1,193	0.97%	\$60.23	\$125,270	Bachelor's degree	Marketing
11-2032	★★★★★	Public Relations Managers	1,371	1,519	148	1.03%	\$61.15	\$127,180	Bachelor's degree	Marketing
11-2033	★★★★★	Fundraising Managers	1,351	1,501	150	1.06%	\$49.82	\$103,630	Bachelor's degree	Marketing
11-3012	★★★★★	Administrative Services Managers	6,411	7,218	807	1.19%	\$47.93	\$99,690	Bachelor's degree	Business, Management and Administration

Accessing Data – Web Tables

Occupational Projections

Industry Occupation Data Sources & Methodology STAR JOBS

North Carolina 6-digit detailed occupations Filter by job title

--All career clusters-- --All experience-- Annual Median Wage

--All education-- --All interests-- No min

--All training-- --All star ratings--

Map Hide filters Reset Columns Download

Occ Code	Star Rating	Occ Title	2022 Base Employment	2032 Projected Employment	Annual Median Wage 1	Education	Career Cluster
1-1011	★★★★★	Chief Executives	2,642	2,572	*	*	Business Management & Administration
1-1021	★★★★★	General and Operations Managers	94,012	105,401	\$50.27	\$104,570	Business, Management and Administration
1-2011	★★★★★	Advertising and Promotions Managers	187	198	\$54.27	\$133,690	Marketing
1-2021	★★★★★	Marketing Managers	10,982	12,358	\$59.14	\$143,800	Marketing
1-2022	★★★★★	Sales Managers	11,762	12,955	\$60.23	\$125,270	Marketing
1-2032	★★★★★	Public Relations Managers	1,371	1,519	\$61.15	\$127,180	Marketing
1-2033	★★★★★	Fundraising Managers	1,351	1,501	\$49.82	\$103,630	Marketing
1-3012	★★★★★	Administrative Services Managers	6,411	7,218	\$47.93	\$99,690	Business, Management and Administration

Occ Code

Base Employment

Projected Employment

Net Change Total

Annual Growth Rate

Exits

Transfers

Total change

Total openings

Avg Annual Openings

Hourly 10th Percentile Wage 1

Hourly 25th Percentile Wage 1

Hourly Median Wage 1

Hourly 75th Percentile Wage 1

Hourly 90th Percentile Wage 1

✓

✓

✓

✓

✓

✓

Hourly Mean Wage 1

Annual 10th Percentile Wage 1

Annual 25th Percentile Wage 1

Annual Median Wage 1

Annual 75th Percentile Wage 1

Annual 90th Percentile Wage 1

Annual Mean Wage 1

Education

Training

Experience

Interests

Career Cluster

Job Postings

Default view

Accessing Data – Web Tables

Occupational Projections

Industry Occupation Data Sources & Methodology STAR JOBS

North Carolina 6-digit detailed occupations Filter by job title

--All career clusters-- --All experience-- Annual Median Wage

--All education-- --All interests-- No min

--All training-- --All star ratings-- No max

Map Hide filters Reset Columns Download

Occ Code	Star Rating	Employment	2032 Projected Employment	Net Change Total	Annual Growth Rate	Hourly Median Wage ¹	Annual Median Wage ¹	Education	Career Cluster
11-1011	★★★★★	2,642	2,572	-70	-0.27%	*	*	Bachelor's degree	Business Management & Administration
11-1021	★★★★★	94,012	105,401	11,389	1.15%	\$50.27	\$104,570	Bachelor's degree	Business, Management and Administration
11-2011	★★★★★	187	198	11	0.57%	\$64.27	\$133,690	Bachelor's degree	Marketing
11-2021	★★★★★	10,982	12,358	1,376	1.19%	\$69.14	\$143,800	Bachelor's degree	Marketing
11-2022	★★★★★	11,762	12,955	1,193	0.97%	\$60.23	\$125,270	Bachelor's degree	Marketing
11-2032	★★★★★	1,371	1,519	148	1.03%	\$61.15	\$127,180	Bachelor's degree	Marketing
11-2033	★★★★★	1,351	1,501	150	1.06%	\$49.82	\$103,630	Bachelor's degree	Marketing
11-3012	★★★★★	6,411	7,218	807	1.19%	\$47.93	\$99,690	Bachelor's degree	Business, Management and Administration

Excel Csv All areas in single Excel

Thank you!

Negussie Asfaw

negussie.asfaw@commerce.nc.gov

Oleksandr Movchan

oleksandr.movchan@commerce.nc.gov

Chi Wong

chi.wong@commerce.nc.gov

Jeff Rosenthal

jeff.rosenthal@commerce.nc.gov



NC DEPARTMENT
of COMMERCE
LABOR & ECONOMIC
ANALYSIS