

# 2018 Prosperity Zone Data Books

June 2018

Sandhills Prosperity Zone

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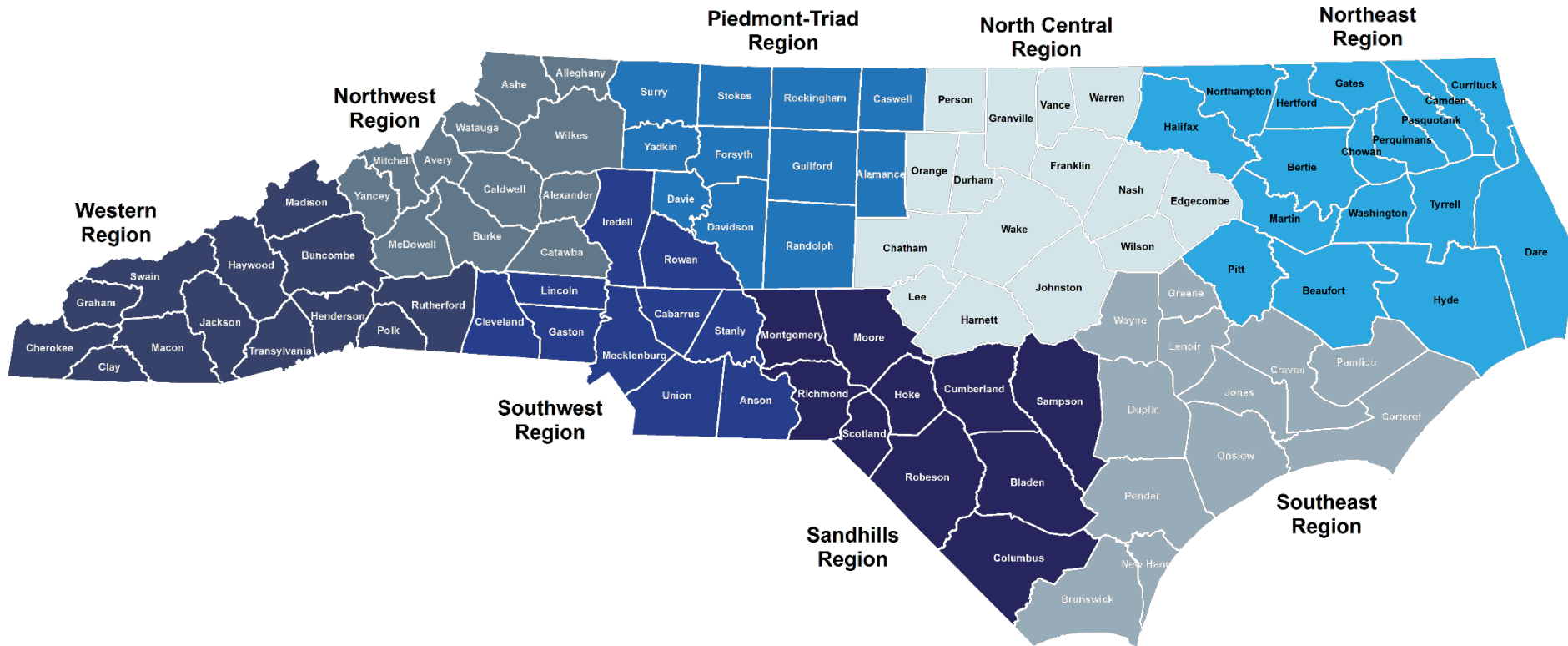
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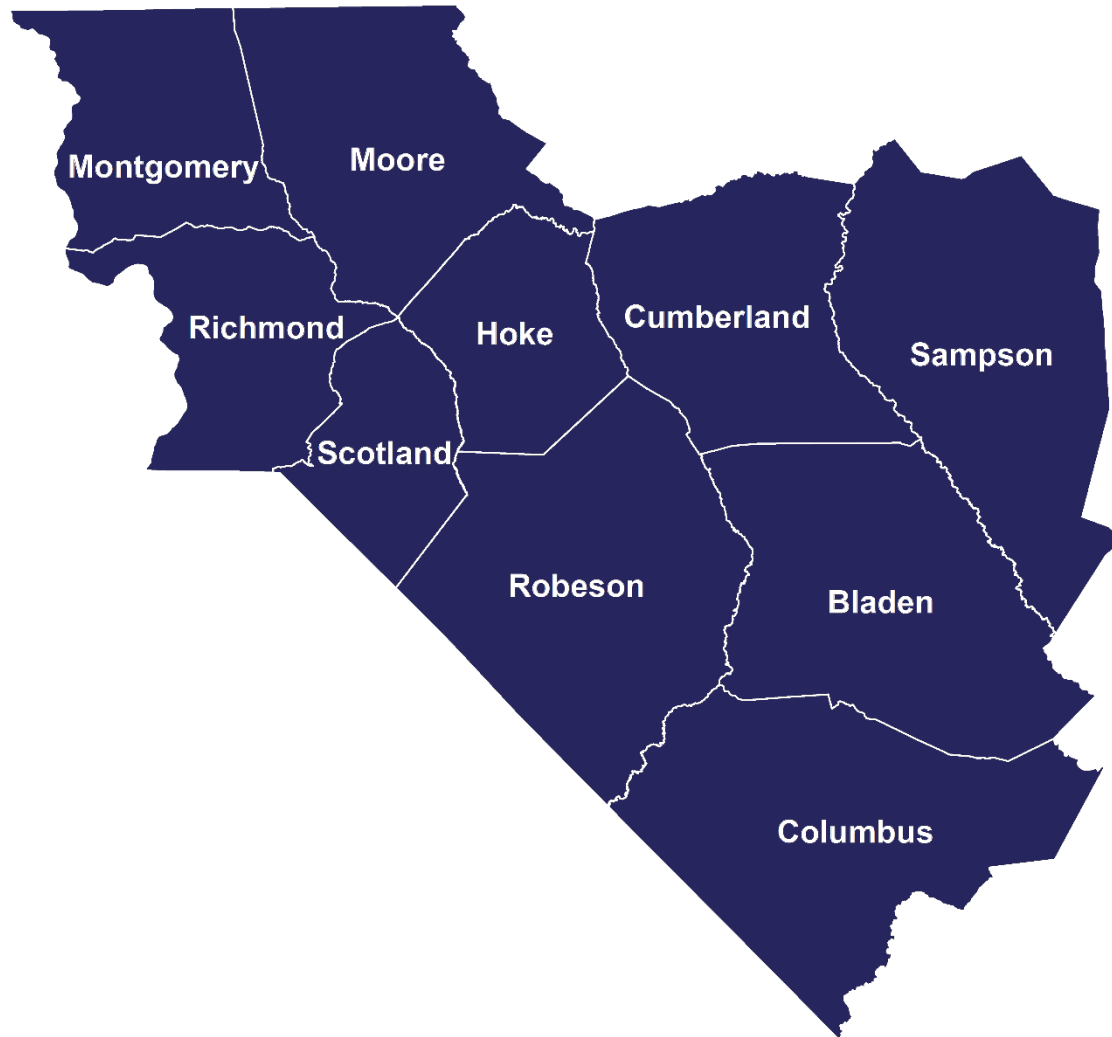
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# North Carolina Prosperity Zones

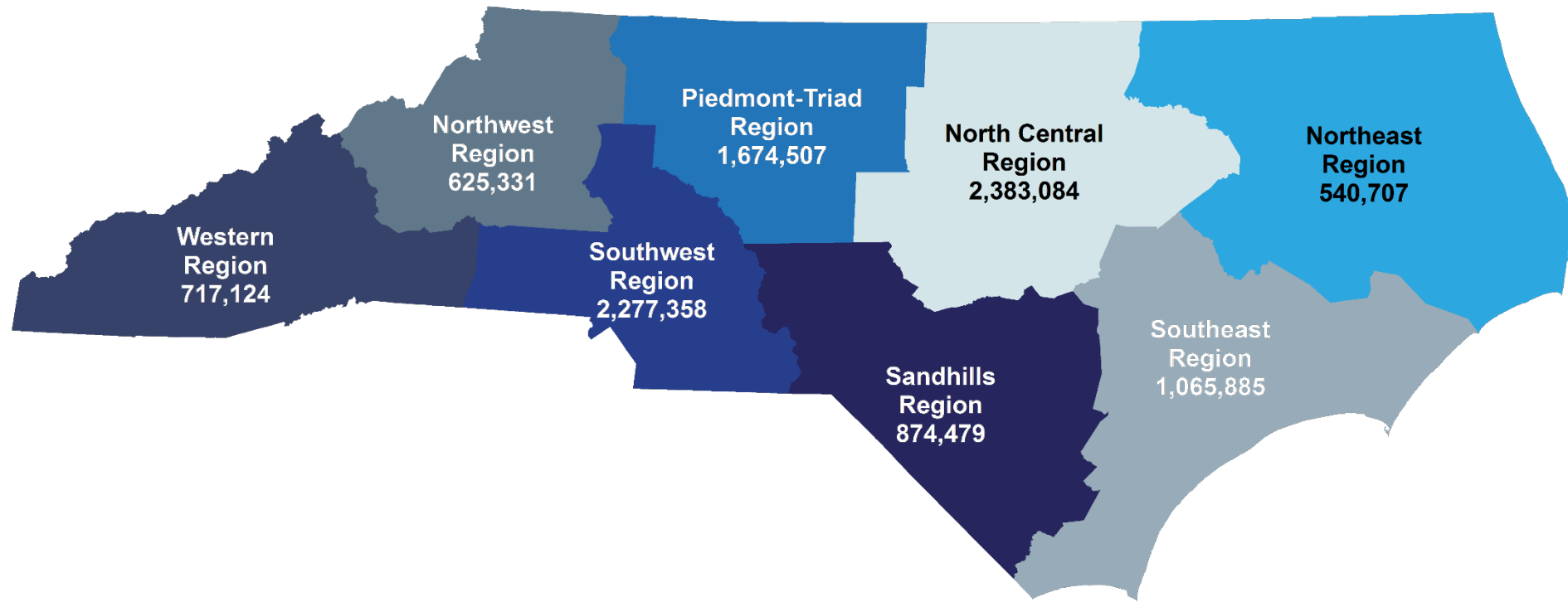


# Sandhills Region



# Prosperity Zone Population Estimates

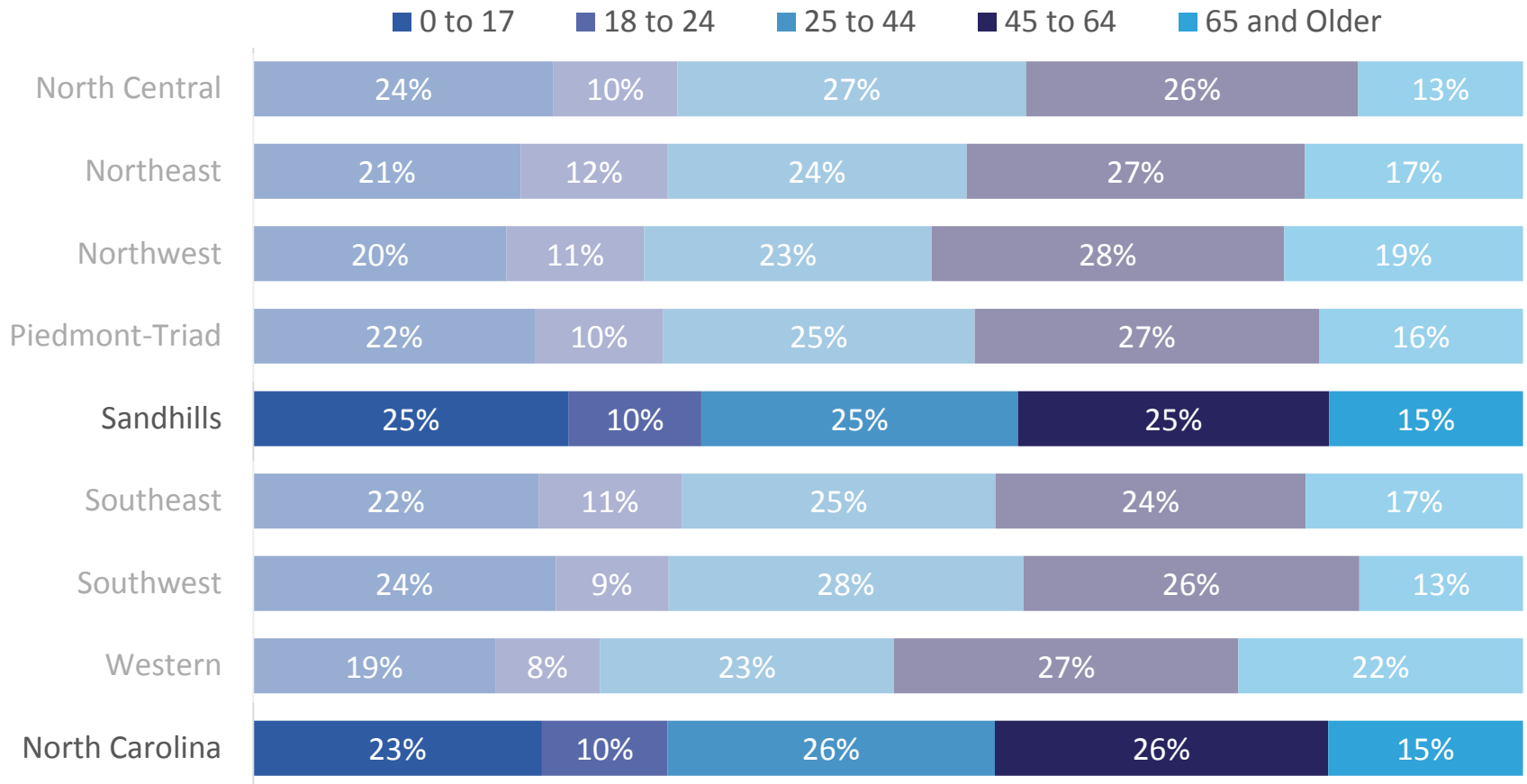
2016



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

# Population by Age Group

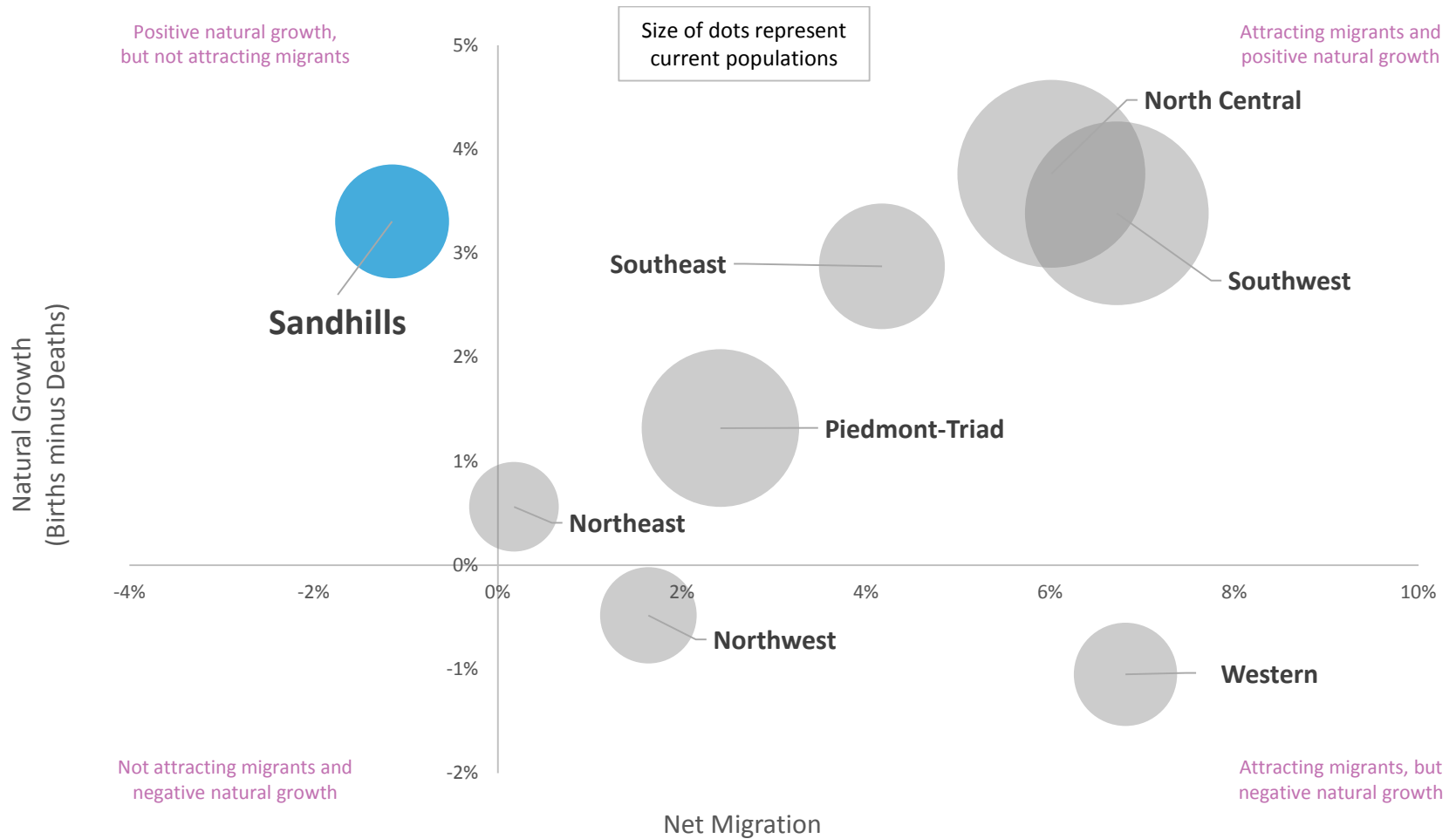
2016



Source: North Carolina Office of State Budget and Management

# Components of Population Growth

2010 to 2016

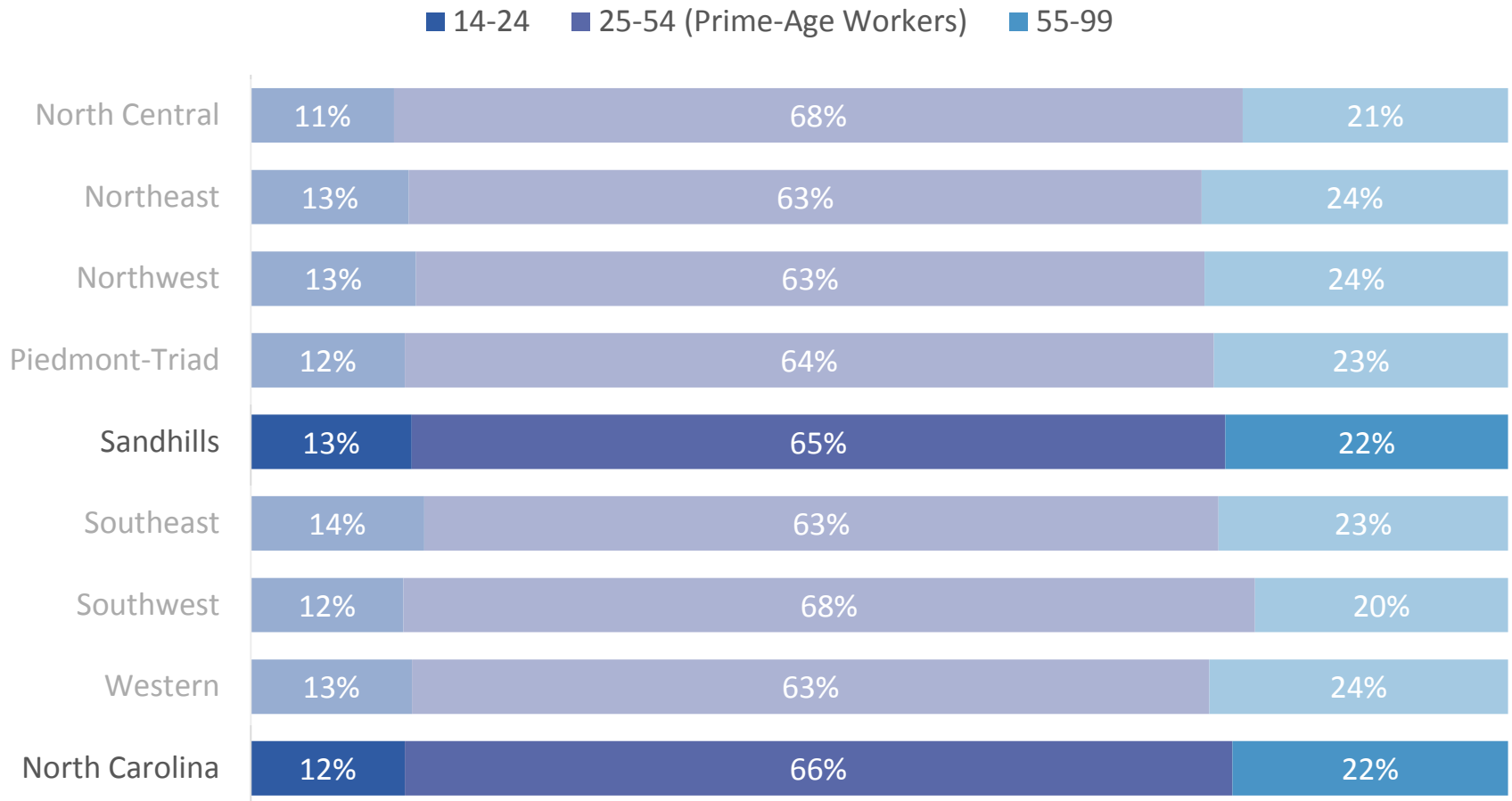


**Source:** North Carolina Office of State Budget and Management

**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
Bladen	34,415	35,011	1.7%	15,232	14,553	-4.5%
Columbus	55,585	57,095	2.7%	23,665	22,572	-4.6%
Cumberland	305,538	327,820	7.3%	129,015	127,205	-1.4%
Hoke	41,635	52,833	26.9%	19,520	19,895	1.9%
Montgomery	27,180	27,894	2.6%	12,187	11,689	-4.1%
Moore	82,347	95,789	16.3%	36,356	39,469	8.6%
Richmond	46,177	45,301	-1.9%	20,216	16,772	-17.0%
Robeson	128,962	133,117	3.2%	53,884	50,497	-6.3%
Sampson	62,136	63,993	3.0%	31,237	29,485	-5.6%
Scotland	36,193	35,626	-1.6%	14,801	11,623	-21.5%
Sandhills	820,168	874,479	6.6%	356,113	343,760	-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
Bladen	\$30,408	-37.0%
Columbus	\$35,847	-25.7%
Cumberland	\$44,810	-7.1%
Hoke	\$42,704	-11.5%
Montgomery	\$34,819	-27.8%
Moore	\$51,873	7.5%
Richmond	\$32,526	-32.6%
Robeson	\$31,298	-35.1%
Sampson	\$36,742	-23.9%
Scotland	\$30,013	-37.8%
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
Bladen	\$34,121	\$35,527	4.1%	-27.4%
Columbus	\$33,821	\$34,352	1.6%	-29.8%
Cumberland	\$41,518	\$41,810	0.7%	-14.5%
Hoke	\$29,682	\$35,508	19.6%	-27.4%
Montgomery	\$33,336	\$35,564	6.7%	-27.3%
Moore	\$37,569	\$38,837	3.4%	-20.6%
Richmond	\$32,984	\$34,288	4.0%	-29.9%
Robeson	\$32,355	\$33,294	2.9%	-31.9%
Sampson	\$33,748	\$36,798	9.0%	-24.8%
Scotland	\$34,533	\$36,093	4.5%	-26.2%
Sandhills	\$37,214	\$38,265	2.8%	-21.8%
North Carolina	\$46,067	\$48,911	6.2%	N/A

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

# Where Sandhills Residents Work

Primary Jobs, 2015

County of Work	Sandhills Residents Working	% of Working Sandhills Residents
Cumberland, NC	70,508	26.5%
Robeson, NC	28,376	10.7%
Moore, NC	21,861	8.2%
Wake, NC	18,961	7.1%
Sampson, NC	10,275	3.9%
Columbus, NC	9,138	3.4%
Richmond, NC	8,517	3.2%
Bladen, NC	8,083	3.0%
Mecklenburg, NC	7,958	3.0%
Scotland, NC	7,847	3.0%
All Other Locations	74,375	28.0%

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

# Commuting Patterns

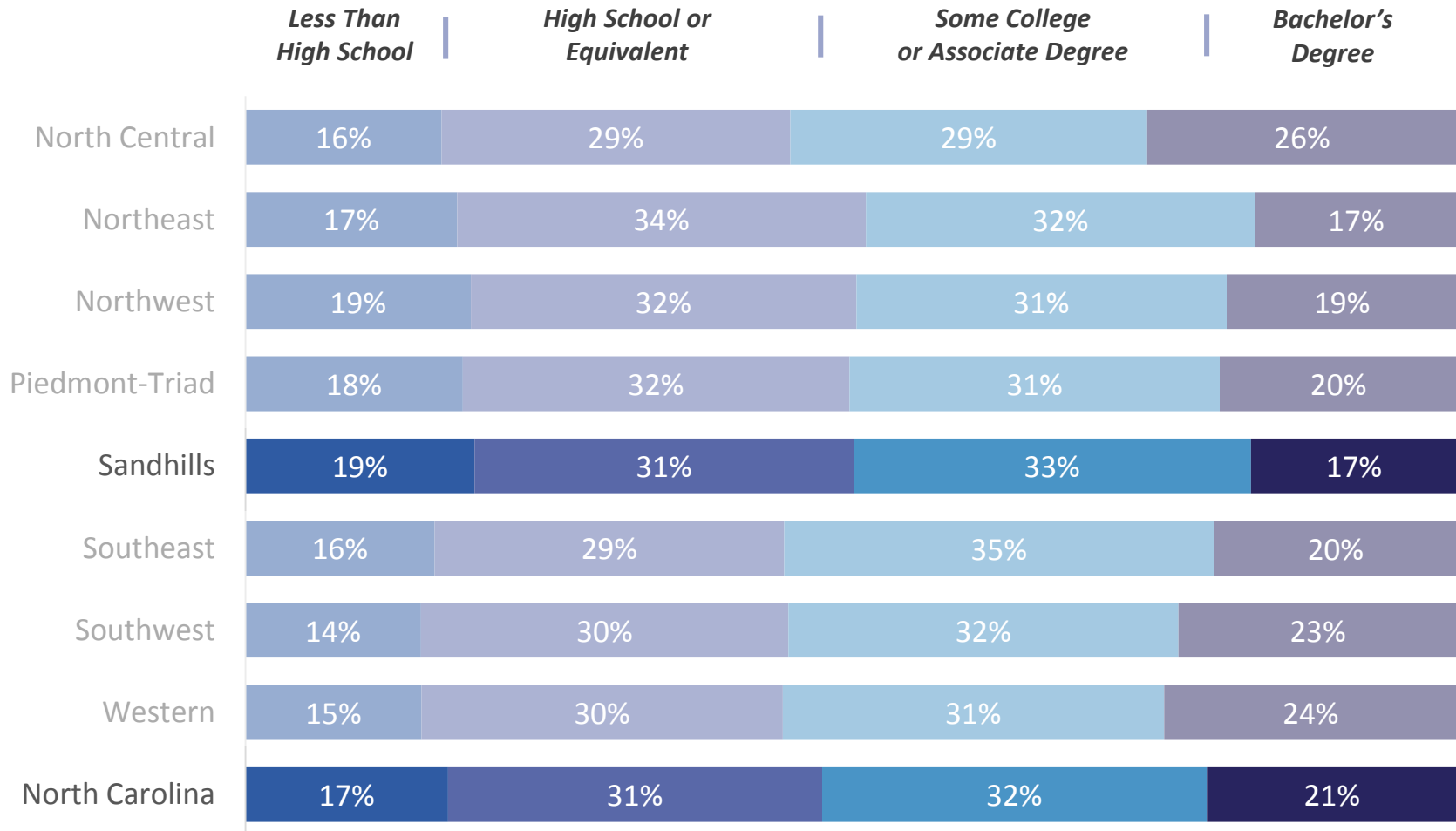
Primary Jobs, 2015

	Employed in County, Live Outside	Live in County, Employed Outside	Employed and Live in County
Bladen	7,977	7,187	3,355
Columbus	6,059	11,465	7,388
Cumberland	43,476	37,693	56,608
Hoke	4,141	11,900	2,324
Montgomery	4,820	5,460	3,398
Moore	14,987	14,070	15,867
Richmond	5,477	9,541	6,505
Robeson	15,351	18,626	19,887
Sampson	7,960	13,028	8,231
Scotland	6,882	7,215	4,570

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

# Educational Attainment, Age 25+

5-Year Estimates, 2012-2016



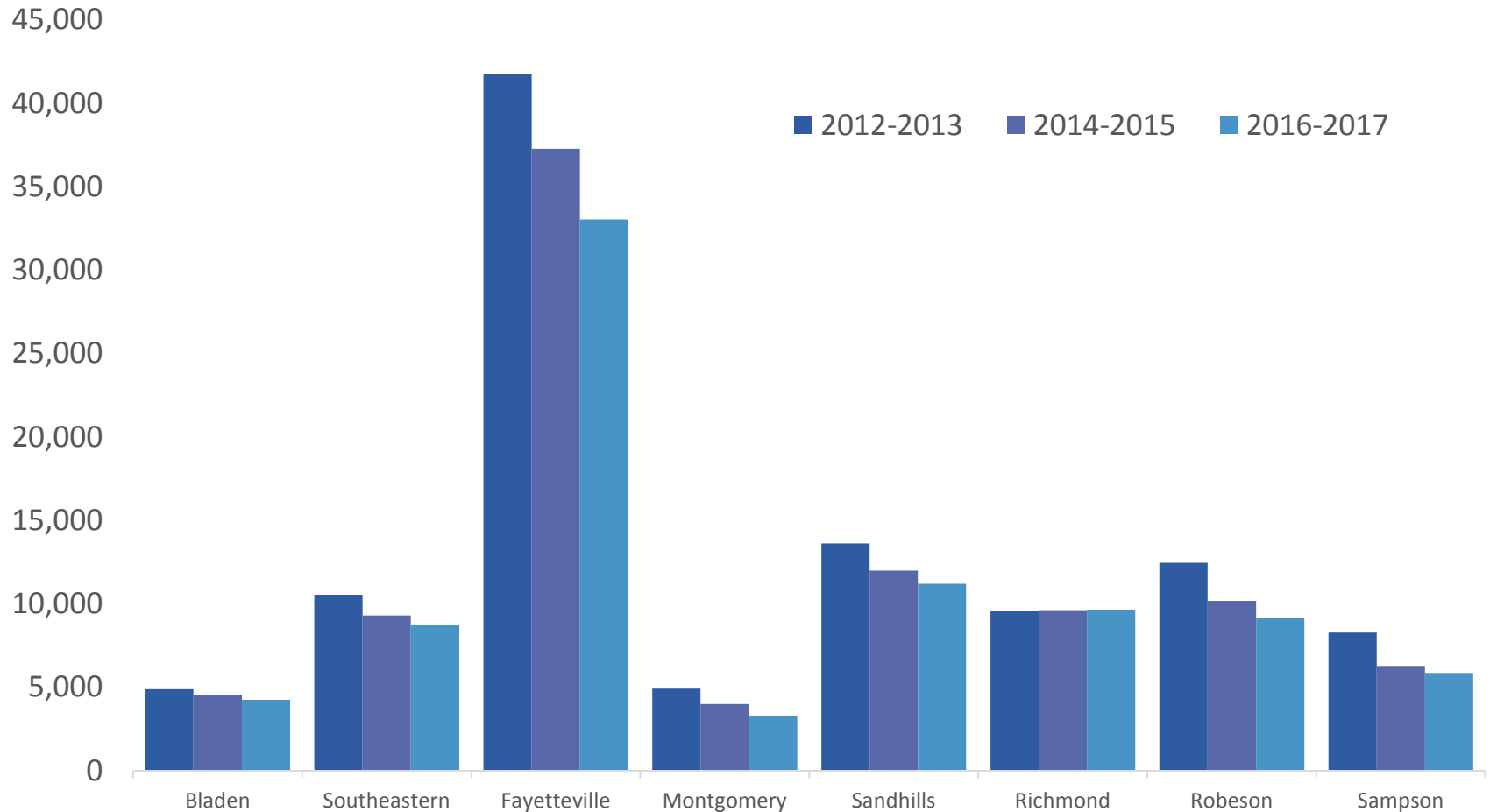
Source: US Census Bureau, American Community Survey, 5-year estimates

# High School Graduation Rates

	2016-2017 Student Population	2016-2018 Graduation Rate (%)	Relative to NC
Bladen County Schools	375	87.5%	1.0%
Columbus County Schools	520	84.6%	-1.9%
Whiteville City Schools	185	88.6%	2.1%
Cumberland County Schools	4,015	82.1%	-4.4%
Hoke County Schools	576	78.8%	-7.7%
Montgomery County Schools	344	89.8%	3.3%
Moore County Schools	1,057	91.0%	4.5%
Richmond County Schools	610	76.7%	-9.8%
Robeson County Schools	1,774	87.0%	0.5%
Sampson County Schools	659	79.8%	-6.7%
Clinton City Schools	206	87.4%	0.9%
Scotland County Schools	471	82.8%	-3.7%
<b>North Carolina</b>	<b>115,730</b>	<b>86.5%</b>	

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.

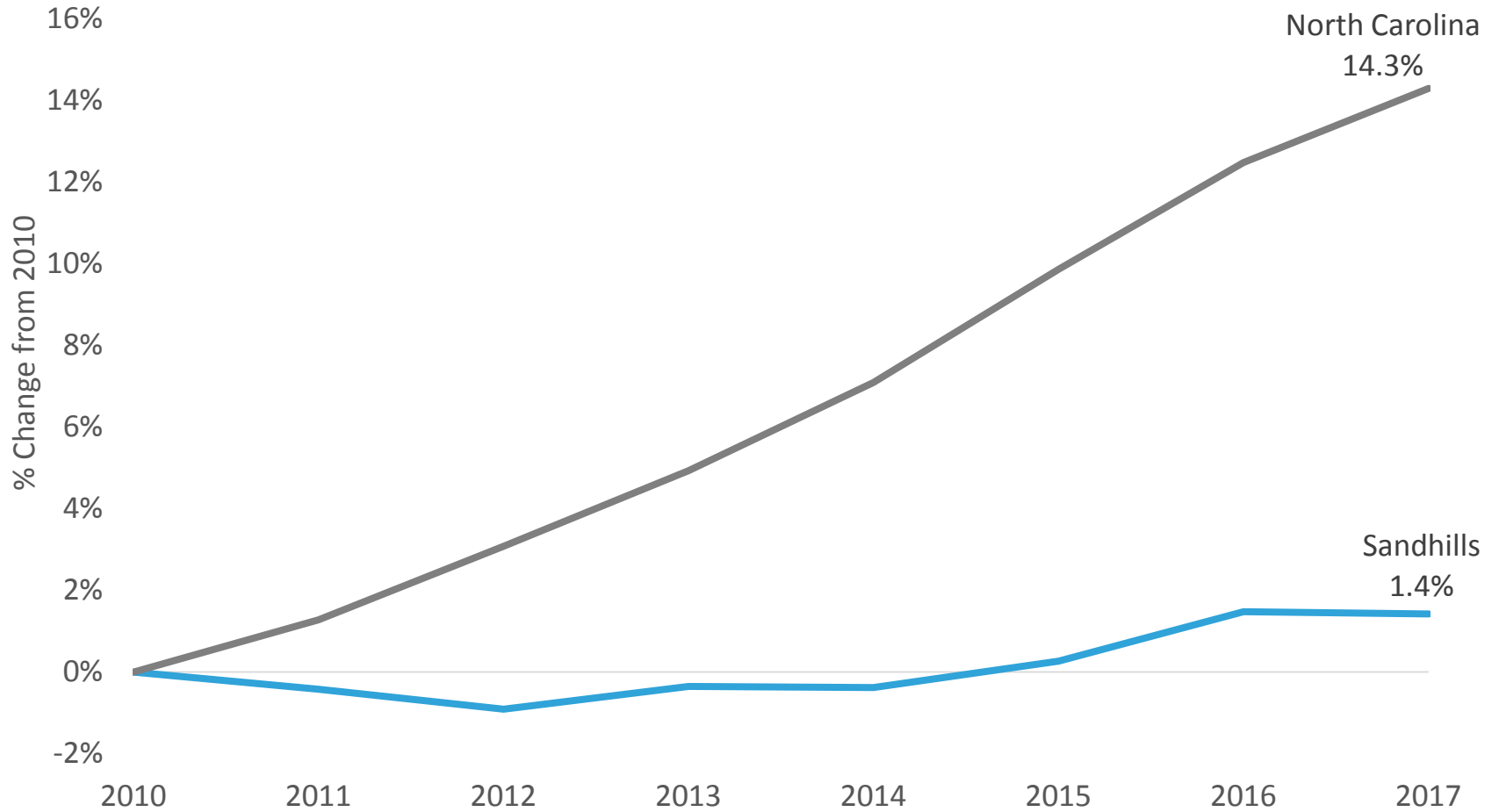


# Average Annual Unemployment Rates

	2009	2011	2013	2015	2017
Bladen	12.2%	13.4%	11.5%	8.0%	6.0%
Columbus	12.9%	13.4%	10.3%	7.5%	5.6%
Cumberland	8.9%	10.5%	9.7%	7.3%	5.8%
Hoke	8.0%	10.9%	9.9%	7.9%	5.8%
Montgomery	13.5%	11.8%	8.3%	5.7%	4.6%
Moore	10.1%	9.5%	7.8%	5.8%	4.5%
Richmond	14.0%	14.6%	11.8%	7.9%	6.1%
Robeson	11.9%	14.2%	11.9%	8.5%	6.6%
Sampson	8.8%	9.8%	8.1%	5.9%	4.8%
Scotland	16.8%	18.0%	15.1%	10.6%	7.8%
Sandhills	10.5%	11.8%	10.0%	7.4%	5.7%
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



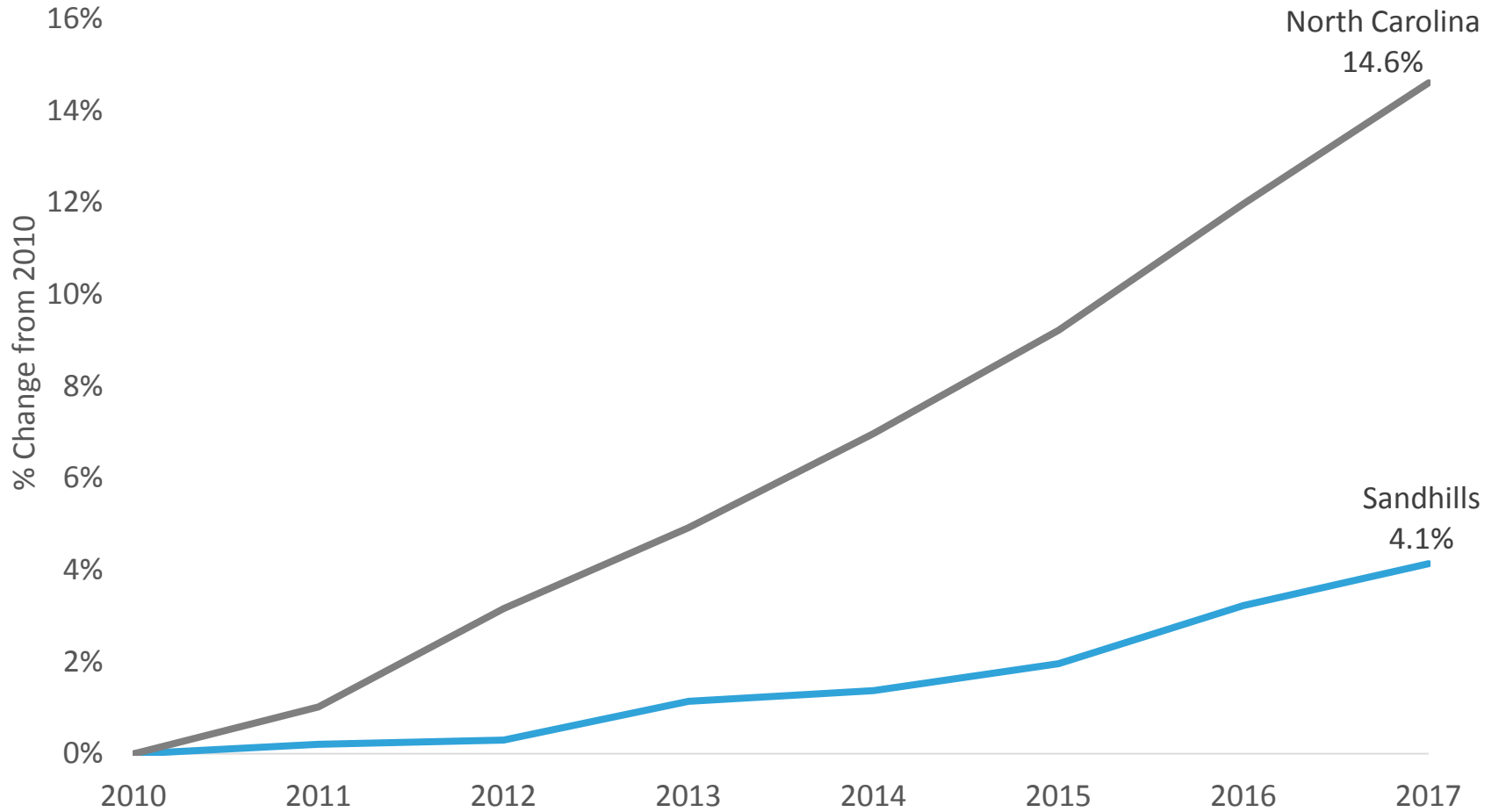
Source: NC Dept. of Commerce, Quarterly Census of Employment & Wages (QCEW)

# 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



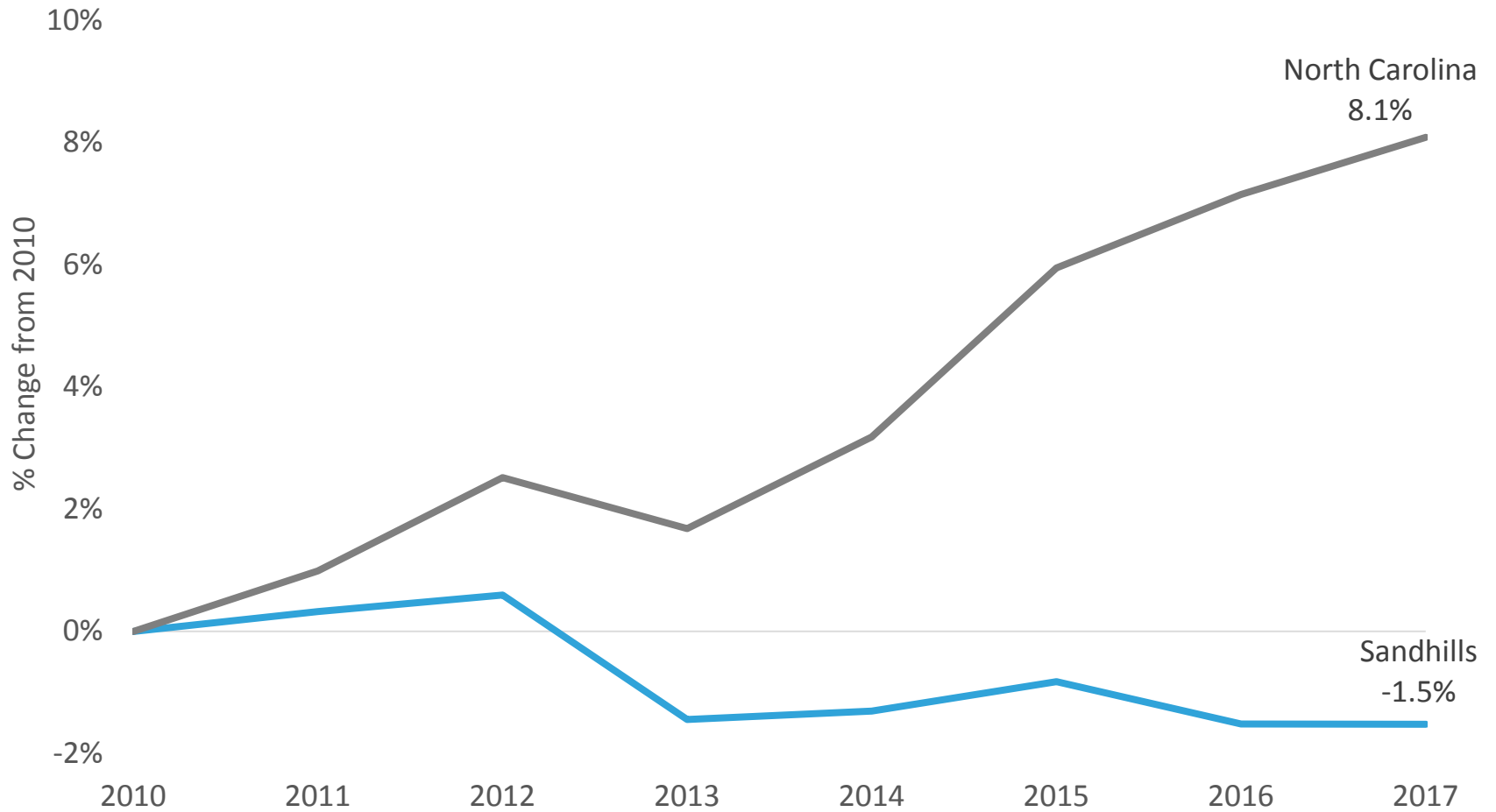
Source: NC Dept. of Commerce, Local Area Unemployment Statistics (LAUS)

# 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)

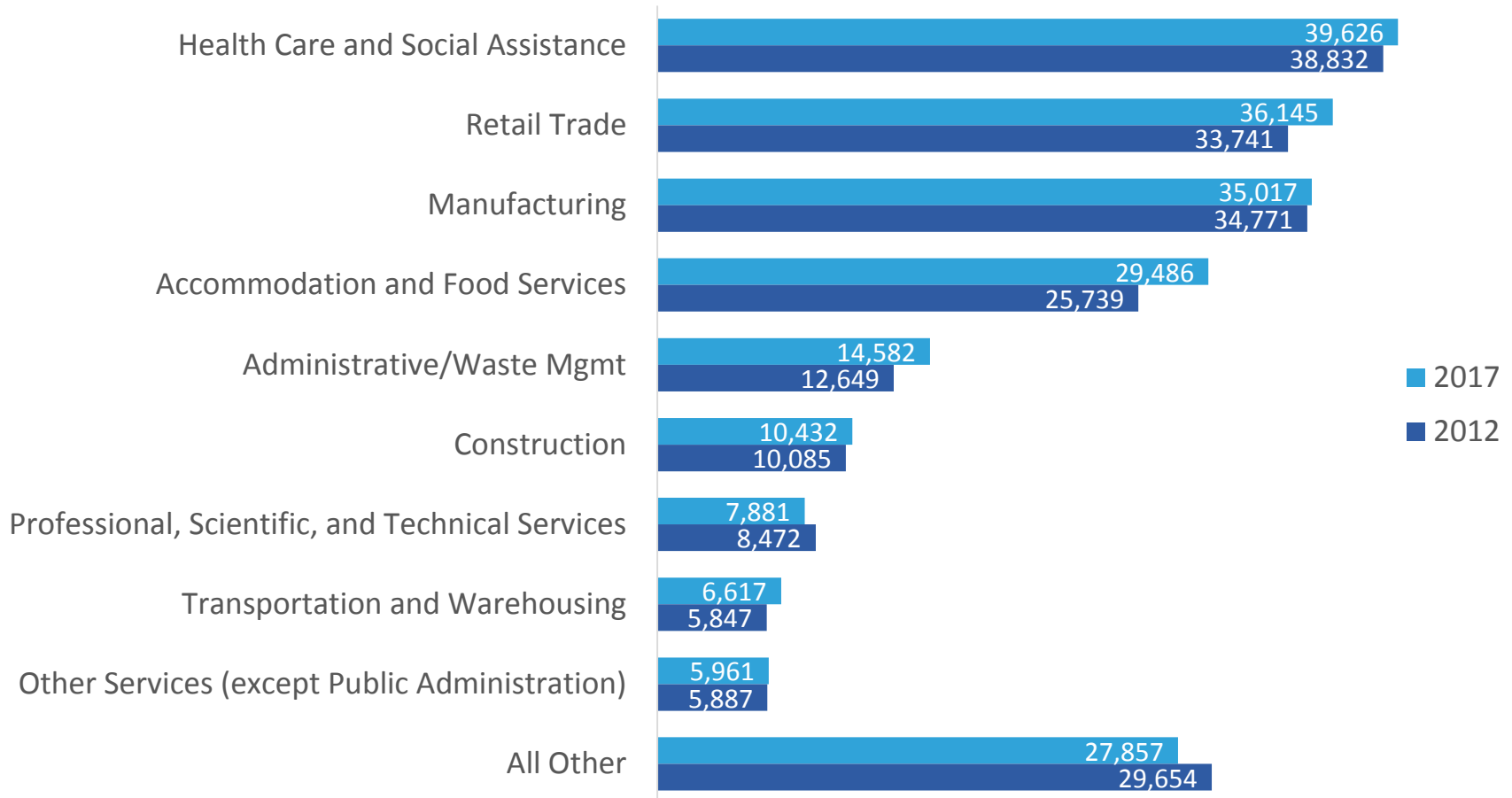
# Change in Business Establishments



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

# Industry Employment

Sandhills



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	8.10	2,081
Federal Government	5.96	66,561
Animal Production and Aquaculture	3.87	2,312
Apparel Manufacturing	3.79	1,053
Food Manufacturing	3.66	13,186
Paper Manufacturing	2.26	1,893
Wood Product Manufacturing	2.18	1,970
Plastics and Rubber Products Manufacturing	2.07	3,362
Support Activities for Agriculture and Forestry	1.49	1,784
Gasoline Stations	1.38	2,933

**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

Pinehurst-Rockingham

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Nursing and Residential Care Facilities	2,770	3,837	1,067
Hospitals	3,716	4,563	847
Food Services and Drinking Places	4,346	5,192	846
Professional, Scientific, and Technical Services	2,864	3,608	744
Management of Companies and Enterprises	1,378	1,974	596
Ambulatory Health Care Services	3,156	3,693	537
Educational Services	10,448	10,884	436
Local Government, Excluding Education and Hospitals	2,588	2,977	389
Social Assistance	1,700	2,053	353
General Merchandise Stores	1,599	1,884	285

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

# Projected Growth Industries

Fayetteville-Lumberton

Industry	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Services and Drinking Places	19,447	22,615	3,168
Social Assistance	6,065	8,250	2,185
Professional, Scientific, and Technical Services	13,604	15,066	1,462
Nursing and Residential Care Facilities	6,474	7,809	1,335
Specialty Trade Contractors	4,920	5,849	929
Local Government, Excluding Education and Hospitals	11,050	11,791	741
Federal Government, Excluding Post Office	13,764	14,453	689
Religious, Grantmaking, Civic, Professional, and Similar Organizations	4,776	5,421	645
Food Manufacturing	10,904	11,450	546
Health and Personal Care Stores	2,094	2,587	493

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

# Projected Growth Occupations

Pinehurst-Rockingham

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Preparation and Serving Related	5,625	6,636	1,011
Healthcare Support	3,156	4,144	988
Healthcare Practitioners and Technical	4,508	5,479	971
Sales and Related	6,158	6,761	603
Office and Administrative Support	7,924	8,486	562
Personal Care and Service	2,484	2,846	362
Construction and Extraction	2,374	2,702	328
Installation, Maintenance, and Repair	2,589	2,916	327
Management	3,595	3,892	297
Building and Grounds Cleaning and Maintenance	2,461	2,756	295

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

# Projected Growth Occupations

Fayetteville-Lumberton

Occupation	2014 Employment Estimate	2024 Employment Estimate	2014-2024 Change
Food Preparation and Serving Related	22,363	25,789	3,426
Healthcare Practitioners and Technical	16,217	19,235	3,018
Healthcare Support	9,634	12,092	2,458
Sales and Related	24,880	27,204	2,324
Personal Care and Service	7,737	9,227	1,490
Office and Administrative Support	31,895	33,236	1,341
Construction and Extraction	7,820	9,002	1,182
Education, Training, and Library	17,022	18,163	1,141
Business and Financial Operations	10,324	11,218	894
Transportation and Material Moving	16,752	17,640	888

*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%
<b>North Carolina</b>	<b>\$109.9</b>	<b>\$139.2</b>	<b>26.7%</b>	<b>N/A</b>

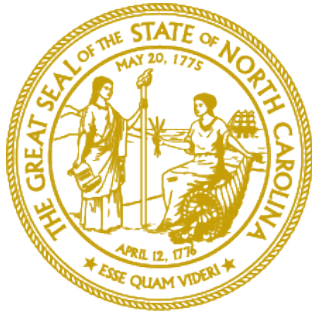
*Source: NC Department of Revenue, State Sales and Use Tax Reports by Fiscal Year, Table 3*

# 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*

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