

Regional Profile Contact (919) 715-6374

Commerce Economic Development Contact (919) 733-4977

## Demographics

### Population & Growth

	Population	Annual Growth Rate
2015 Proj Total Population	743,472	4.8%
2010 Proj Total Population	646,882	4.8%
2000 Total Population	484,828	
July 2009 Certified Population Estimate	357,490	
July 2009 Certified Population Growth	69,290	
July 2009 Certified Population Net Migration	59,450	

### Urban/Rural Representation

	Population	Urban/Rural Percent
2000 Total Population: Urban - inside Urbanized Area	279,196	57.6%
2000 Total Population: Urban - inside Urbanized Clusters	23,692	4.9%
2000 Total Population: Rural - Farm	4,516	0.9%
2000 Total Population: Rural - Nonfarm	177,424	36.6%

### Estimated Population by Age

	Population	Pop by Age, % Est.
2010 Total Pop 0-19	149,105	23.0%
2010 Total Pop 20-29	81,664	12.6%
2010 Total Pop 30-39	82,863	12.8%
2010 Total Pop 40-49	89,935	13.9%
2010 Total Pop 50-59	92,452	14.3%
2010 Total Pop 60+	150,863	23.3%

## Working Commuters, 2000 Census

### Workers, Travel Time

Avg Travel Time, Not at Home	24
Workers Not Working at Home	221,984
Travel Time to Work: < 5 minutes	7,255
Travel Time to Work: 5-9 minutes	25,666
Travel Time to Work: 10-14 minutes	39,406
Travel Time to Work: 15-19 minutes	41,203
Travel Time to Work: 20-24 minutes	34,511
Travel Time to Work: 25-29 minutes	11,738
Travel Time to Work: 30-34 minutes	29,210
Travel Time to Work: 35-39 minutes	4,084
Travel Time to Work: 40-44 minutes	4,604
Travel Time to Work: 45-59 minutes	12,118
Travel Time to Work: 60-89 minutes	7,065
Travel Time to Work: 90+ minutes	5,124

### Workers, By Transportation

Worker Mode, Base	228,333
Work at Home	6,349
Drove Car/Truck/Van Alone	183,138
Carpooled Car/Truck/Van	29,740
Bus/Trolley Bus	886
Streetcar/Trolley Car	24
Subway/Elevated	7
Railroad	33
Ferryboat	139
Taxicab	416
Motorcycle	296
Bicycle	936
Walked	936
Other Means	2,449

### Travel to Work

	Commuters	Percent by Residence
Worked in State/County of Residence	194,940	85.4%
Worked in State/Outside County of Residence	25,893	11.3%
Worked Outside State of Residence	7,500	3.3%

## Education

Pop Age 25+, %

2010-11 Kindergarten-12th Enrollment	46,458	
2010 Number of Graduates taking SAT	1,340	
2010 Percent of Graduates taking SAT	55.1%	
2008-09 Higher Education Completions	7,884	
2008-09 Higher Education Total Enrollment	51,758	
2010 Proj Education Attainment - At Least High School Graduate	396,039	86.6%
2010 Proj Education Attainment - Associate Degree, Pop 25+	.	.
2010 Proj Education Attainment - At Least Bachelor's Degree	109,711	24.0%

## Housing

		% Growth / % of Total
2015 Total Housing	465,236	18.1%
2010 Total Housing	393,825	
2015 Average Value of Owner Occupied Housing	\$230,015	21.5%
2010 Average Value of Owner Occupied Housing	\$189,288	43.2%
2000 Average Value of Owner Occupied Housing	\$132,179	
2010 Owner Occupied Housing	199,803	
2010 Renter Occupied Housing	76,956	
2010 Total Households	276,759	

## Income

		% Growth / % of Total
2015 Average Family Income	\$76,011	14.1%
2010 Average Family Income	\$66,600	19.4%
2000 Average Family Income	\$55,790	
2015 Average Household Income	\$63,227	9.3%
2010 Average Household Income	\$57,870	19.8%
2000 Average Household Income	\$48,301	
2010 Average Disposable Income	\$47,149	
2015 Per Capita Income	\$27,457	0.1
2010 Per Capita Income	\$24,948	22.5%
2000 Per Capita Income	\$20,360	
2000 Total Pop with Income Below Poverty Level	65,096	
2000 Percent of Pop with Income Below Poverty		13.7%

## Employment / Unemployment

	Year to Date	2010 Annual
2011Q1 Employment	272,831	275,656
2011Q1 Unemployment	32,092	34,488
2011Q1 Unemployment Rate	10.5%	11.1%
2011Q2 Announced Job Creation	123	130
2011Q2 Total Announced Investments (\$mil)	\$64.32	\$10.40
Mar2011 Lost Jobs, Closings & Layoffs	323	1,234
Mar2011 Establishment Events, Closings & Layoffs	15	112

## Employment / Wages by Industry

	2010 4th Qtr Employment	2010 Annual Employment	2010 4th Qtr Avg Weekly Wage	2010 Avg Weekly Wage
Total All Industries	241,900	244,294	\$686	\$638
Total Government	15,773	16,139	\$825	\$783
Total Private Industry	195,785	199,038	\$650	\$594
Agriculture Forestry Fishing & Hunting	483	459	\$661	\$574
Mining	41	42	\$862	\$842
Utilities	341	342	\$896	\$822
Construction	13,515	13,752	\$870	\$792
Manufacturing	11,794	11,903	\$1,228	\$1,138
Wholesale Trade	6,282	6,317	\$973	\$881
Retail Trade	39,432	38,974	\$456	\$441
Transportation and Warehousing	2,234	2,154	\$785	\$738
Information	4,865	4,928	\$832	\$813
Finance and Insurance	6,382	6,433	\$1,053	\$991

Real Estate and Rental and Leasing	6,438	7,027	\$606	\$530
Professional and Technical Services	10,338	10,165	\$1,184	\$1,048
Management of Companies and Enterprises	1,261	974	\$1,006	\$1,048
Administrative and Waste Services	11,508	11,970	\$535	\$484
Educational Services	1,587	1,512	\$510	\$464
Health Care and Social Assistance	26,976	26,677	\$863	\$748
Arts, Entertainment and Recreation	7,129	7,620	\$388	\$355
Accommodation and Food Services	41,508	44,037	\$307	\$303
Other Services Ex. Public Admin	5,934	5,990	\$493	\$460
Public Administration	13,511	13,878	\$788	\$753
Unclassified	0	23	.	\$993

### Commercial/Retail/Industrial

Aug2011 Available Industrial Buildings	37
2010Q4 Establishments: Total Private Industry	18,141
2010Q4 Establishments: Manufacturing	502

### Local Retail Business - Supply

2010 Total Retail Sales (With Food/Drink) (\$mil)	\$4,362.4
2010 Total Retail Businesses (With Food/Drink)	3,806
2010 Avg Sales/Business Total (with Food/Drink)	\$1,146,191

## Quality of Life

### Taxes

FY2011-12 Maximum Property Tax Rate per \$100 Value	\$0.8150
FY2011-12 Minimum Property Tax Rate per \$100 Value	\$0.4425
FY2009-10 Total Annual Taxable Retail Sales (\$mil)	\$3,786

### Childcare

Mar2011 Licensed Child Care Facilities	244
Mar2011 Licensed Child Care Enrollment	8,817

### Weather

Annual Rainfall	51
Annual Snowfall	2
Average Annual Temperature	59
Average Annual High Temperature	73
Average Annual Low Temperature	50

### Healthcare Providers

2010 Number of Physicians	817
2010 Physicians per 10,000 population	12
2010 RNs per 10,000 population	57
2010 Dentists per 10,000 population	3
2010 Pharmacists per 10,000 population	6

### Sources:

ESRI for demographics, working population, educational attainment, housing, income, crime, weather, and retail data. <http://www.esri.com>  
 NC Dept. of Education and various state education departments for SAT data by county system. <http://www.ncpublicschools.org>  
 US Dept. of Education, National Center for Education Statistics for higher education data. <http://nces.ed.gov/ipeds/>  
 NC Commerce for announced new jobs and investment, NC tiers, and number of industrial buildings. <http://www.nccommerce.com/en>  
 NC Employment Security Commission for lost jobs and affected establishments data. <http://www.ncesc.com>  
 NC Dept. of Health & Human Services for childcare data. <http://www.ncdhhs.gov/>  
 UNC Sheps Center for healthcare provider statistics. <http://www.shepscenter.unc.edu/>  
 US Bureau of Labor Statistics for employment and unemployment, wages and establishments by industry. <http://www.bls.gov>

### Notes:

Data are the latest available at the date the profile was prepared. SAT scores use the new scoring system including a writing test for a perfect score of 2400 and represent county systems. ESRI 2010/2015 data are projections. Some data may be available only for North Carolina. For further details or questions, please check the Data Sources Guide at [https://edis.commerce.state.nc.us/docs/bibliography/Data\\_Sources\\_Guide.pdf](https://edis.commerce.state.nc.us/docs/bibliography/Data_Sources_Guide.pdf).