

Regional Profile

Cape Fear WDB

November 2021

Demographics

Population

2019 Est Total Population, % Ch Prior Yr
2020 Census Total Population, Annual % Ch
Jul2020 NC Certified Population Estimate

Population

476,220
473,221
473,825

% Annual Growth

2.1%
1.3%

Urban/Rural Representation

2010 Census Urban Population
2010 Census Rural Population

287,045
133,368

% Urban Rural

68.3%
31.7%

Est Population by Age

2019 Est Pop 0-19
2019 Est Pop 20-24
2019 Est Pop 25-34
2019 Est Pop 35-44
2019 Est Pop 45-54
2019 Est Pop 55-64
2019 Est Pop 60+

101,096
33,244
55,865
55,711
59,518
69,655
101,131

% by Age

21.2%
7.0%
11.7%
11.7%
12.5%
14.6%
21.2%

Commuters, Workers Age 16 and Over, 2019 ACS Est

Workers, % Travel Time

Avg Travel Time, Minutes 25.5
Workers Not Working at Home 192,507
Travel Time to Work: < 10 minutes 12.6%
Travel Time to Work: 10-15 minutes 17.0%
Travel Time to Work: 15-19 minutes 19.5%
Travel Time to Work: 20-24 minutes 16.1%
Travel Time to Work: 25-29 minutes 6.9%
Travel Time to Work: 30-34 minutes 12.1%
Travel Time to Work: 35-44 minutes 4.9%
Travel Time to Work: 45-59 minutes 5.7%
Travel Time to Work: 60+ minutes 5.3%

Workers, % Transportation

Worker Transp, Base 207,037
Work at Home 7.0%
Drove Car/Truck/Van Alone 81.3%
Carpooled Car/Truck/Van 8.5%
Bike 0.4%
Walked 1.4%
Taxi, Motorcycle, Other 0.9%

Place of Work

Worked in State/County of Residence
Worked in State/Outside County of Residence
Worked Outside State of Residence

Commuters

15,646,803
43,679
6,916

% Residents

75.6%
21.1%
3.3%

Education

2020-21 Kindergarten-12th Enrollment
2020 Students taking SAT
2019-20 Higher Education Completions, Provisional
2019-20 Higher Education Enrollment, Provisional
2019 Est Education Attainment, At least High School Grad and %
2019 Est Education Attainment, At Least Bachelors Degree and %

57,322
1,457
8,388
40,178
310,362
111,658

Pop Age 25+

40.0%
90.8%
32.7%

Housing

		Percent
2020 Census Housing Units	255,058	
2020 Occupied Housing, % of total	202,935	79.6%
2020 Vacant Housing, % of total	52,123	20.4%
2019 Est Owner Occupied Housing and %	134,039	68.7%
2019 Est Owner Occupied Housing Vacancy	2.1%	
2019 Est Renter Occupied Housing and %	60,975	31.3%
2019 Est Renter Occupied Housing Vacancy	10.5%	

Income

		Percent
2019 Est Average Family Income, % Growth	\$92,328	7.8%
2019 Est Average Household Income, % Growth	\$75,111	7.2%
2019 Per Capita Income (BEA)	\$44,074	
2019 Est Pop Below Poverty (SAIPE), % Below Poverty	62,713	13.0%

Employment / Unemployment

	Currently	2020 Annual
Sep2021 prelim, 2020 Employment	224,099	206,538
Sep2021 prelim, 2020 Unemployment	8,773	17,049
Sep2021 prelim, 2020 Unemployment Rate	3.8%	7.6%
2021Q2YTD, 2020 Announced Job Creation	234	27
2021Q2YTD, 2020 Total Announced Investments (\$mil)	\$41.0	\$2.7

Employment / Wages by Industry

	2021Q1 Employment	2020 Annual Employment	2021Q1 Avg Weekly Wage	2020 Avg Weekly Wage
Total All Industries	176,795	172,784	\$952	\$923
Total Government	25,126	31,080	\$950	\$1,037
Total Private Industry	151,669	141,704	\$952	\$898
Agriculture Forestry Fishing & Hunting	212	783	\$715	\$716
Mining	0	0	.	.
Utilities	1,453	1,529	\$2,581	\$2,242
Construction	12,598	12,213	\$941	\$1,021
Manufacturing	8,713	8,539	\$1,372	\$1,351
Wholesale Trade	5,687	5,596	\$1,194	\$1,140
Retail Trade	25,126	24,676	\$601	\$605
Transportation and Warehousing	5,590	5,151	\$860	\$935
Information	3,911	3,583	\$2,623	\$1,557
Finance and Insurance	4,732	4,362	\$2,219	\$1,949
Real Estate and Rental and Leasing	3,748	3,684	\$900	\$908
Professional and Technical Services	11,693	11,051	\$1,541	\$1,516
Management of Companies and Enterprises	656	303	\$1,161	\$751
Administrative and Waste Services	10,551	9,796	\$674	\$707
Educational Services	13,819	13,250	\$882	\$910
Health Care and Social Assistance	28,628	28,099	\$1,033	\$1,022
Arts, Entertainment and Recreation	2,991	3,071	\$444	\$471
Accommodation and Food Services	20,450	20,677	\$349	\$358
Other Services Ex. Public Admin	5,132	5,101	\$625	\$645
Public Administration	10,415	10,696	\$944	\$982
Unclassified	0	0	.	.

Commercial/Retail/Industrial

Local Businesses

2021Q3 Available Industrial Buildings	18
2021Q1 Establishments: Total Private Industry	14,563
2021Q1 Establishments: Manufacturing	357
2019 Est Self Employed	14,616

Local Retail Business

2021 Retail Sales (With Food/Drink) (\$mil)	\$5,913.6
2021 Retail Businesses (With Food/Drink)	4,234
2021 Avg Sales/Business Total (with Food/Drink)	\$1,396,701
2021Q3 Available Commercial Buildings (if reported)	.

Quality of Life

Taxes

FY2021-22 Maximum Property Tax Rate per \$100 Value	\$0.8050
FY2021-22 Minimum Property Tax Rate per \$100 Value	\$0.4750
FY2020-21 Total Annual Taxable Retail Sales (\$mil)	\$9,580

Childcare

2021Q2 Licensed Child Care Facilities	177
2021Q2 Licensed Child Care Enrollment	9,089

Healthcare Providers

2019 Number of Physicians	999
2019 Physicians per 10,000 population	20
2019 RNs per 10,000 population	98
2019 Dentists per 10,000 population	6
2017 Pharmacists per 10,000 population	10

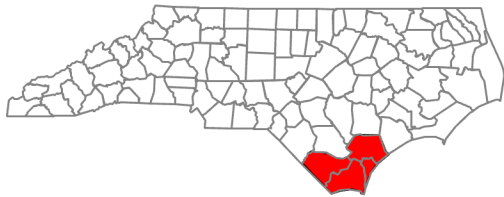
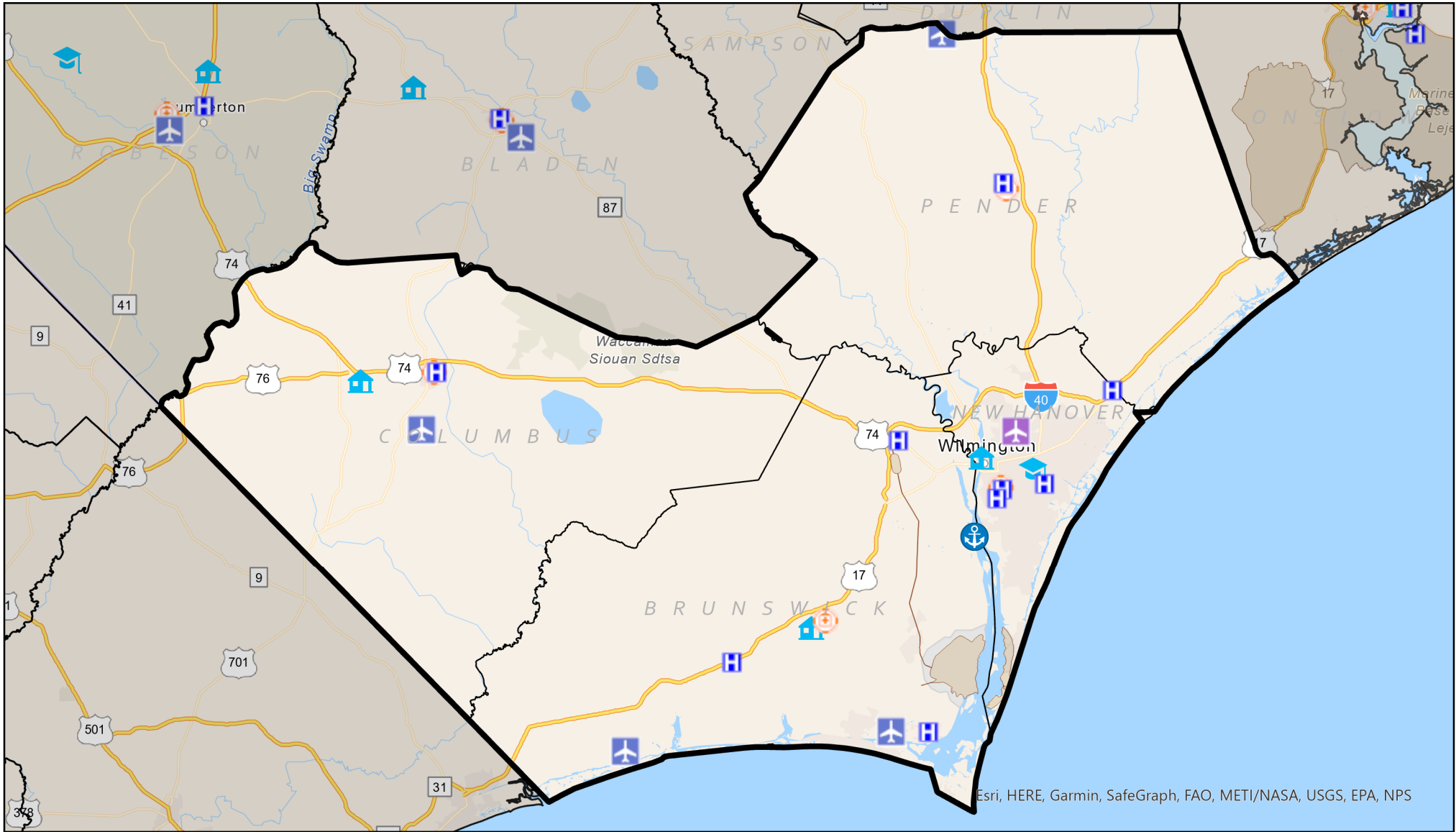
Sources:

Census (2020, ACS 2015-19) for income, commuters, place of work, population, housing, and educational attainment at <https://data.census.gov>. AGS for retail data at www.AppliedGeographic.com. NC Dept. of Education for SAT data by NC county system at <http://www.ncpublicschools.org>. US Dept. of Education, National Center for Education Statistics for higher education data at <https://nces.ed.gov/ipeds/datacenter>. NC Commerce, Labor and Economic Analysis Division for NC tiers, occupational data, employment and unemployment, and wages and establishments by industry at <https://d4.nccommerce.com/>. EDPNC for announced new jobs and investment and available buildings at <https://edpnc.com>. NC Dept. of Health & Human Services for childcare data at <http://www.ncdhhs.gov/>. UNC Sheps Center for healthcare professions at <https://nchealthworkforce.unc.edu/>. For more data resources, see <https://d4.nccommerce.com/>.

Notes:

Data are the latest available at the date the profile was prepared. A period means the data is not available. SAT scores use the 1600 scoring system and represent county systems. Unemployment data is now the latest month which is preliminary and is subject to change. US Education IPEDs data for Completions and Enrollment is at least Provisional and updated when Final. Census' American Community Survey (ACS) data are estimates, noted 'Est' and are from the 5-year survey; data is as of final year with dollars inflated to final year. Per capita income is a broad measure of income spread over all residents. Worker earnings includes wage income for residents regardless of where they work. Private sector wages are paid by local employers to their employees regardless of where they live. Additional data resources are available at: <https://d4.nccommerce.com/>.

CAPE FEAR WDB



Legend

- | | | |
|---------------------|---------------------------|---------------------------------------|
| Commercial Airports | Hospitals | Public Universities |
| General Aviation | Public Health Departments | Independent Colleges and Universities |
| NC Ports | Community Colleges | Military Installations |



10
Miles