

## Regional Profile

## Cape Fear WDB

May 2022

### 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

		<b>Percent</b>
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

		<b>Percent</b>
2019 Est Average Family Income, % Growth	\$92,328	7.8%
2019 Est Average Household Income, % Growth	\$75,111	7.2%
2020 Per Capita Income (BEA)	\$46,918	
2020 Est Pop Below Poverty (SAIPE), % Below Poverty	58,801	.

### Employment / Unemployment

	<b>Currently</b>	<b>2021 Annual</b>
Mar2022 prelim, 2021 Employment	225,467	206,538
Mar2022 prelim, 2021 Unemployment	8,697	17,049
Mar2022 prelim, 2021 Unemployment Rate	3.7%	7.6%
2021Q4YTD, 2021 Announced Job Creation	361	361
2021Q4YTD, 2021 Total Announced Investments (\$mil)	\$47.1	\$47.1

### Employment / Wages by Industry

	<b>2021Q4 Employment</b>	<b>2021 Annual Employment</b>	<b>2021Q4 Avg Weekly Wage</b>	<b>2021 Avg Weekly Wage</b>
Total All Industries	65,050	172,784	\$923	\$923
Total Government	11,602	31,080	\$1,060	\$1,037
Total Private Industry	53,448	141,704	\$893	\$898
Agriculture Forestry Fishing & Hunting	200	783	\$852	\$716
Mining	0	0	.	.
Utilities	1,160	1,529	\$2,166	\$2,242
Construction	4,172	12,213	\$1,106	\$1,021
Manufacturing	4,023	8,539	\$1,152	\$1,351
Wholesale Trade	1,933	5,596	\$1,109	\$1,140
Retail Trade	9,968	24,676	\$603	\$605
Transportation and Warehousing	1,709	5,151	\$1,113	\$935
Information	515	3,583	\$1,302	\$1,557
Finance and Insurance	1,354	4,362	\$1,584	\$1,949
Real Estate and Rental and Leasing	1,447	3,684	\$1,210	\$908
Professional and Technical Services	2,610	11,051	\$1,275	\$1,516
Management of Companies and Enterprises	15	303	\$12,411	\$751
Administrative and Waste Services	4,550	9,796	\$744	\$707
Educational Services	4,138	13,250	\$1,001	\$910
Health Care and Social Assistance	8,683	28,099	\$1,089	\$1,022
Arts, Entertainment and Recreation	1,793	3,071	\$521	\$471
Accommodation and Food Services	7,865	20,677	\$419	\$358
Other Services Ex. Public Admin	1,651	5,101	\$796	\$645
Public Administration	5,284	10,696	\$1,040	\$982
Unclassified	0	0	.	.

### Commercial/Retail/Industrial

#### Local Businesses

2021Q4 Available Industrial Buildings	.
2021Q4 Establishments: Total Private Industry	5,987
2021Q4 Establishments: Manufacturing	147
2019 Est Self Employed	14,616

#### Local Retail Business

2021 Retail Sales (With Food/Drink) (\$mil)	\$6,103.5
2021 Retail Businesses (With Food/Drink)	4,234
2021 Avg Sales/Business Total (with Food/Drink)	\$1,441,537
2021Q4 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

2022Q1 Licensed Child Care Facilities	65
2022Q1 Licensed Child Care Enrollment	2,333

### Healthcare Providers

2019 Number of Physicians	999
2019 Physicians per 10,000 population	20
2020 RNs per 10,000 population	99
2020 Dentists per 10,000 population	6
2020 Pharmacists per 10,000 population	11

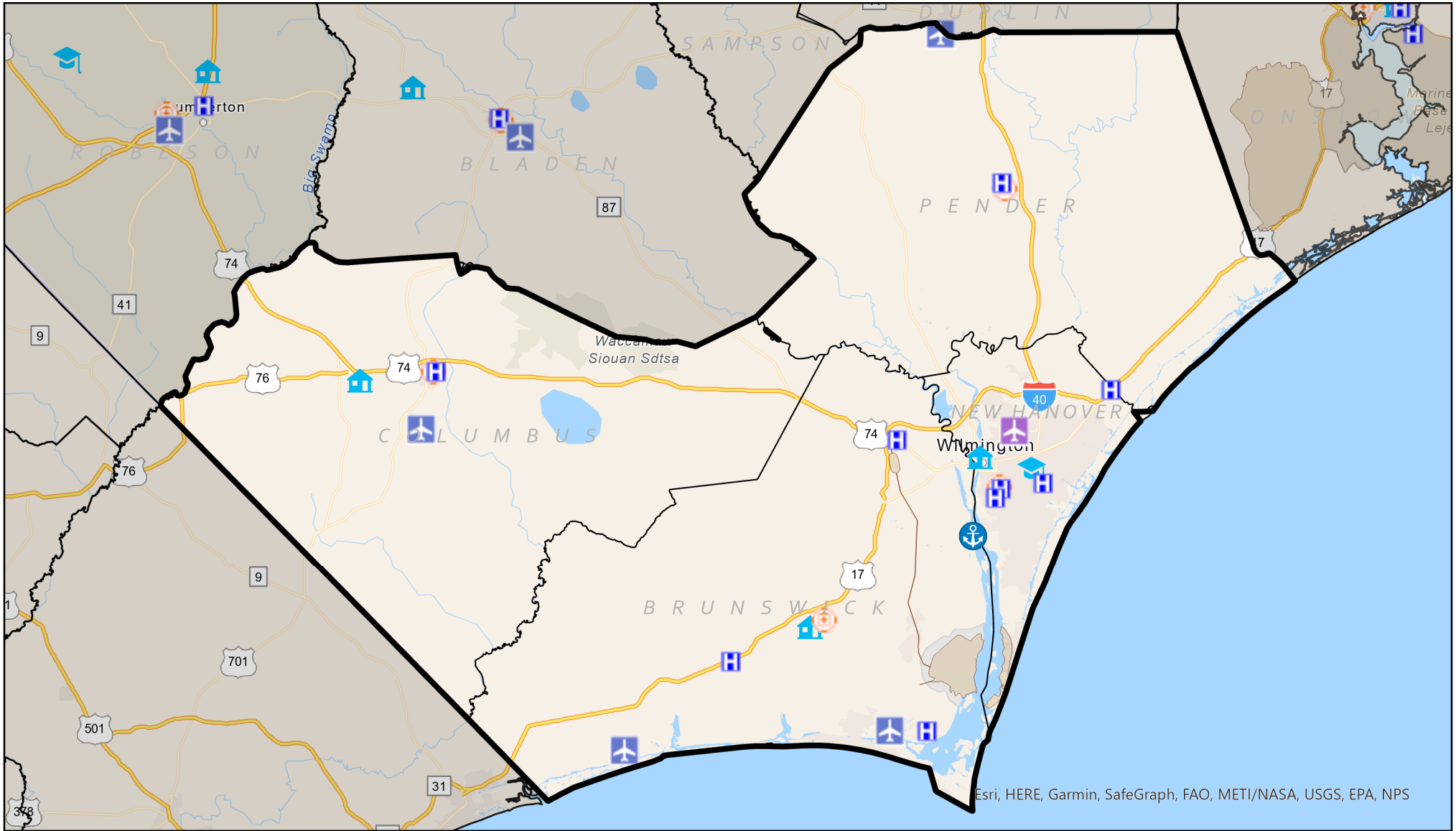
### Sources:

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](http://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/>.

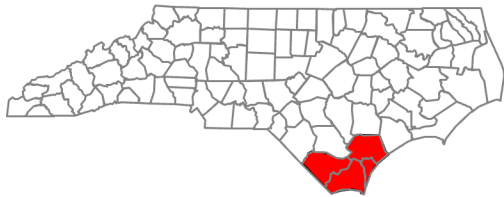
### Notes:

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



Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS



## Legend

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



10 Miles