

Regional Profile

Cape Fear WDB

January 2020

Demographics

Population

2017 Est Total Population, % Ch Prior Yr
2010 Census Total Population, % Ch 2000 Census
Jul2018 NC Certified Population Estimate

Population

456,671
420,413
487,943

% Annual Growth

1.7%
2.8%

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

2017 Est Pop 0-19
2017 Est Pop 20-24
2017 Est Pop 25-34
2017 Est Pop 35-44
2017 Est Pop 45-54
2017 Est Pop 55-64
2017 Est Pop 60+

99,414
32,676
54,372
54,747
58,895
66,011
90,556

% by Age

21.8%
7.2%
11.9%
12.0%
12.9%
14.5%
19.8%

Commuters, Workers Age 16 and Over, 2016 ACS Est

Workers, % Travel Time

Avg Travel Time, Minutes 24.6
Workers Not Working at Home 181,896
Travel Time to Work: < 10 minutes 13.1%
Travel Time to Work: 10-15 minutes 17.6%
Travel Time to Work: 15-19 minutes 19.3%
Travel Time to Work: 20-24 minutes 16.4%
Travel Time to Work: 25-29 minutes 6.5%
Travel Time to Work: 30-34 minutes 12.1%
Travel Time to Work: 35-44 minutes 4.7%
Travel Time to Work: 45-59 minutes 5.3%
Travel Time to Work: 60+ minutes 5.0%

Workers, % Transportation

Worker Transp, Base 193,079
Work at Home 5.8%
Drove Car/Truck/Van Alone 80.4%
Carpooled Car/Truck/Van 9.7%
Bike 0.5%
Walked 1.6%
Taxi, Motorcycle, Other 1.3%

Place of Work

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

Commuters

14,472,797
41,736
6,719

% Residents

75.0%
21.6%
3.5%

Education

2018-19 Kindergarten-12th Enrollment
2019 Students taking SAT
2017-18 Higher Education Completions, Final
2017-18 Higher Education Enrollment, Final
2017 Est Education Attainment, At least High School Grad and %
2017 Est Education Attainment, At Least Bachelors Degree and %

58,690
1,585
8,260
40,012
289,786
100,152

Pop Age 25+

40.6%

89.3%
30.9%

Housing

2017 Est Owner Occupied Housing and %
2017 Est Renter Occupied Housing and %
2017 Est Owner Occupied Housing Vacancy
2017 Est Renter Occupied Housing Vacancy
2010 Census Housing Units
2010 Census Households
2010 Census Occupied Housing and %
2010 Census Vacant Housing and %

126,173
62,119
2.7%
11.4%
175,165
231,684
118,646
56,519

Percent

67.0%
33.0%

67.7%
32.3%

Income

		Percent
2016 Est Average Family Income	\$80,492	12.1%
2016 Est Average Household Income	\$66,338	13.5%
2018 Per Capita Income (BEA)	\$41,905	
2017 Est Pop Below Poverty (SAIPE)	\$69,480	15.0%

Employment / Unemployment

	Currently	2018 Annual
NOV2019 prelim, 2018 Employment	224,564	214,967
NOV2019 prelim, 2018 Unemployment	8,188	9,483
NOV2019 prelim, 2018 Unemployment Rate	3.5%	4.2%
2019Q3YTD, 2018 Announced Job Creation	325	51
2019Q3YTD, 2018 Total Announced Investments (\$mil)	\$40.4	\$25.0

Employment / Wages by Industry

	2019Q2 Employment	2018 Annual Employment	2019Q2 Avg Weekly Wage	2018 Avg Weekly Wage
Total All Industries	180,524	173,890	\$815	\$819
Total Government	31,393	30,997	\$938	\$950
Total Private Industry	149,131	142,893	\$790	\$791
Agriculture Forestry Fishing & Hunting	1,026	989	\$664	\$668
Mining	0	0	.	.
Utilities	1,138	1,299	\$2,018	\$2,216
Construction	12,054	11,359	\$980	\$933
Manufacturing	9,416	9,222	\$1,290	\$1,303
Wholesale Trade	5,687	5,442	\$1,033	\$1,059
Retail Trade	25,937	24,625	\$539	\$528
Transportation and Warehousing	4,923	4,517	\$914	\$891
Information	3,532	3,531	\$1,353	\$1,323
Finance and Insurance	4,379	4,322	\$1,413	\$1,470
Real Estate and Rental and Leasing	3,733	3,625	\$780	\$785
Professional and Technical Services	10,165	9,828	\$1,362	\$1,358
Management of Companies and Enterprises	.	284	.	\$713
Administrative and Waste Services	10,052	9,956	\$673	\$639
Educational Services	13,948	2,517	\$833	\$749
Health Care and Social Assistance	28,010	27,282	\$897	\$918
Arts, Entertainment and Recreation	3,683	1,349	\$420	\$406
Accommodation and Food Services	25,550	23,784	\$339	\$327
Other Services Ex. Public Admin	5,416	5,111	\$579	\$574
Public Administration	10,541	10,535	\$933	\$927
Unclassified	0	0	.	.

Commercial/Retail/Industrial

Local Businesses

2019Q2 Available Industrial Buildings	16
2019Q2 Establishments: Total Private Industry	13,504
2019Q2 Establishments: Manufacturing	347
2016 Est Self Employed	14,802

Local Retail Business

2019 Retail Sales (With Food/Drink) (\$mil)	\$8.1
2019 Retail Businesses (With Food/Drink)	2,807
2019 Avg Sales/Business Total (with Food/Drink)	\$2,870
2019Q2 Available Commercial Buildings (if reported)	.

Quality of Life

Taxes

FY2019-20 Maximum Property Tax Rate per \$100 Value	\$0.8050
FY2019-20 Minimum Property Tax Rate per \$100 Value	\$0.4850
FY2018-19 Total Annual Taxable Retail Sales (\$mil)	\$7,947

Childcare

2019Q3 Licensed Child Care Facilities	192
2019Q3 Licensed Child Care Enrollment	9,747

Healthcare Providers

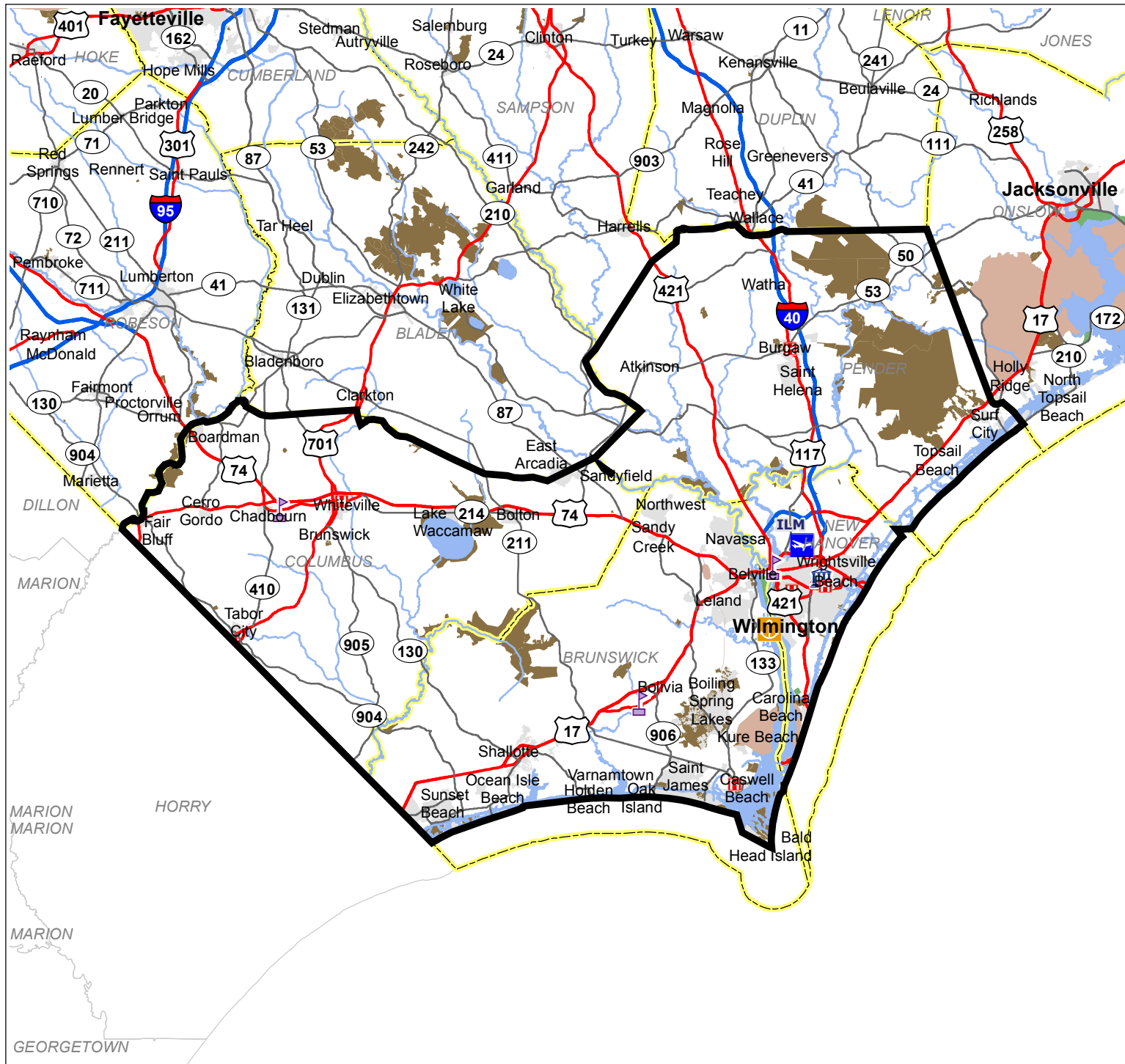
2018 Number of Physicians	991
2018 Physicians per 10,000 population	21
2018 RNs per 10,000 population	103
2018 Dentists per 10,000 population	6
2017 Pharmacists per 10,000 population	10

Sources:
Census (2010 & ACS 2013-17) for demographics, commuters, place of work, educational attainment, (ACS 2016-17 housing, and income data) at <https://factfinder.census.gov>. ESRI for retail data at www.ESRI.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 <http://accessnc.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/>. Full datasets and topic dashboards are available at <http://AccessNC.NCCommerce.com>.

Notes:

Data are the latest available at the date the profile was prepared. SAT scores use the new 1600 scoring system started in 2016 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. 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. Additional data, reports, and dashboards are available at: <http://accessnc.nccommerce.com/index.html>.

Workforce Development Board Region: CAPE FEAR



Legend



Ports



Hospitals

Airport



International



Regional



Public University



Private University



Community College



County Boundaries



Water Bodies



Military Installations



State Owned Land



Federally Owned Land



Municipality



0 10 20 Miles

