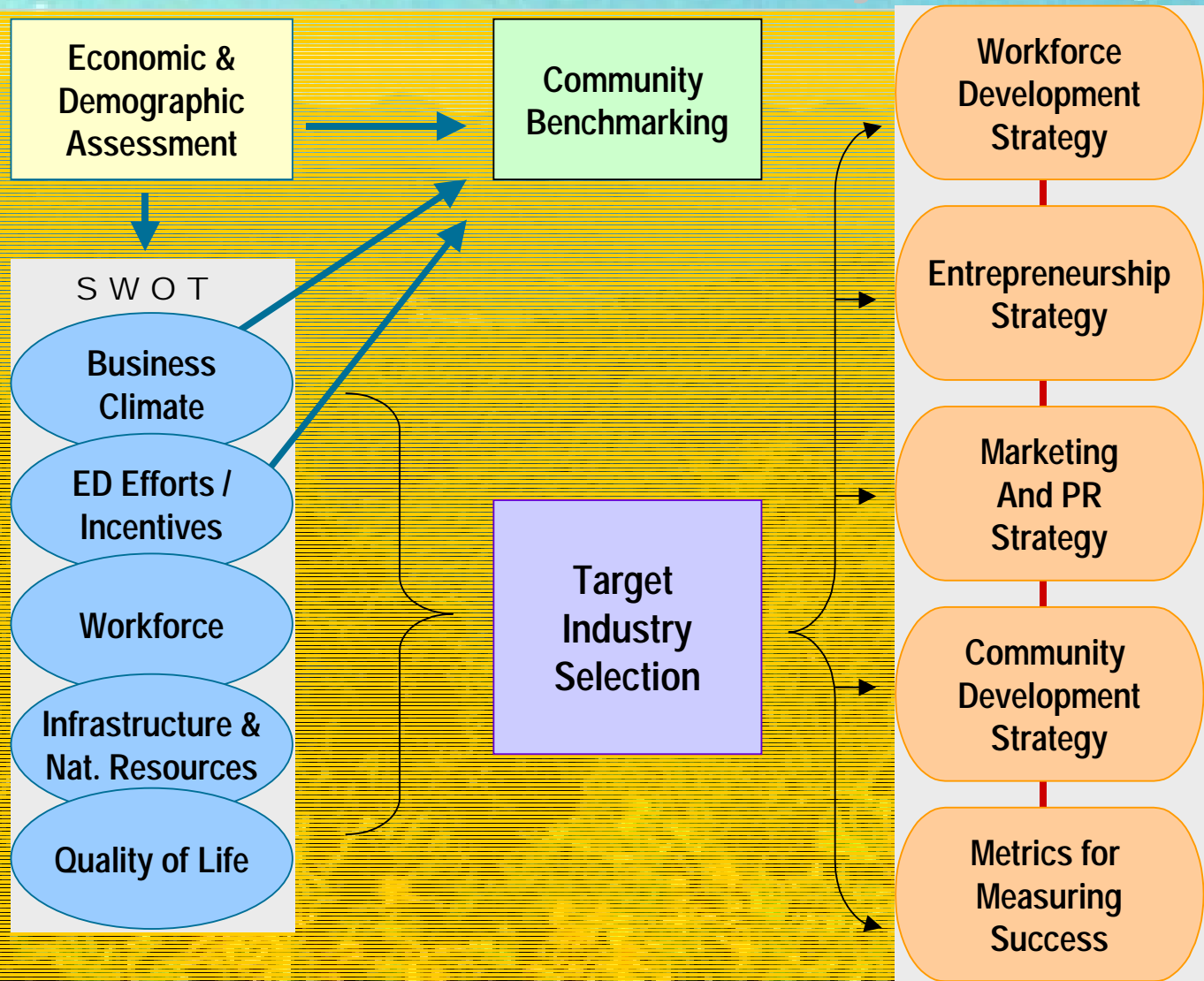


# Ashe County Economic and Demographic Assessment

Prepared for:  
Northwest North Carolina CEDS  
by:  
AngelouEconomics

*April 2003*

# NWNC CEDS Project Overview



**Research/Input**

**Benchmarking**

**Recommendations**

# Outline

- Survey Results
- Economic and Demographic Overview
- Target Industry Exercise
- Next Steps

# Survey Response Summary

## ❖ 986 Total Respondents

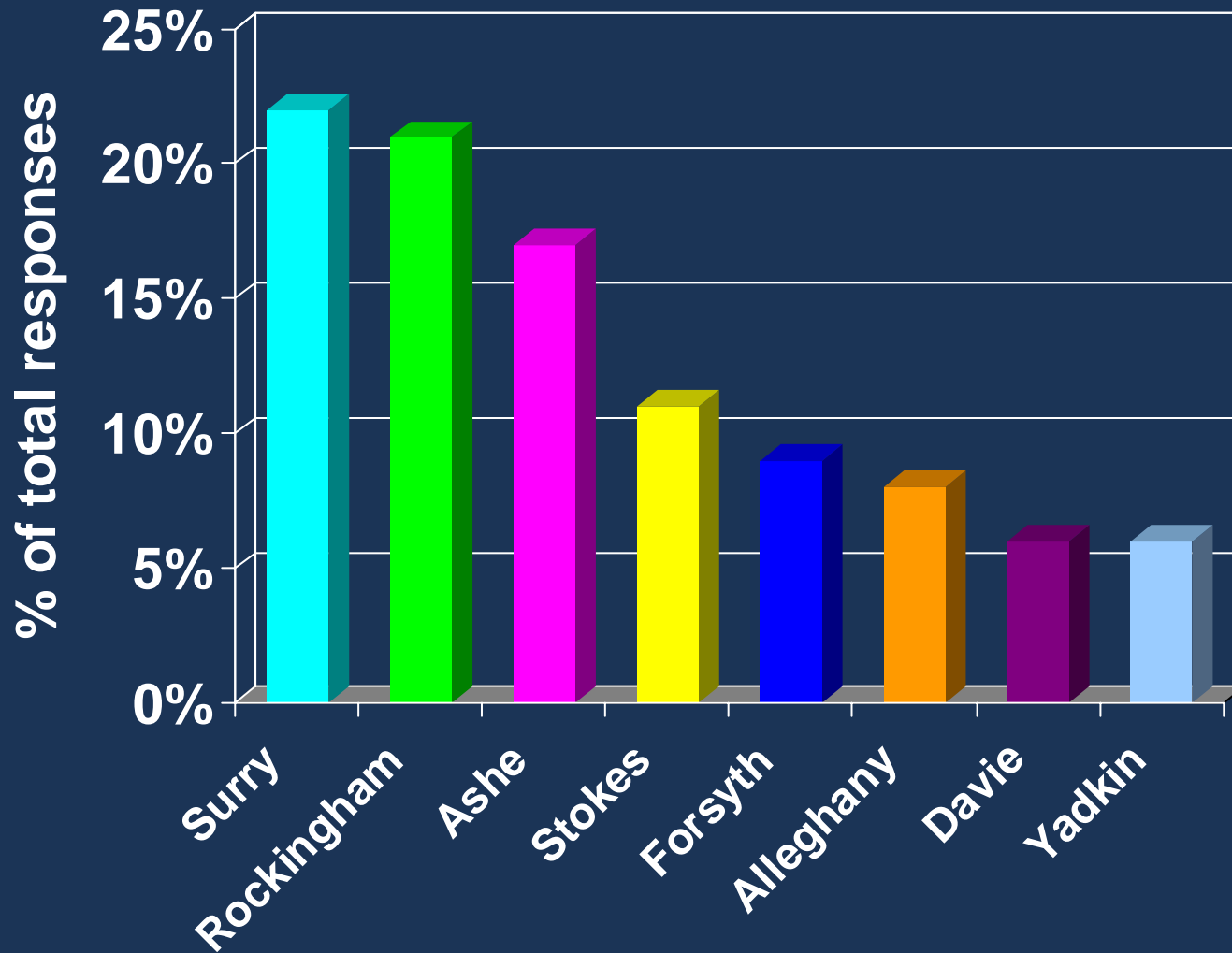
273 Companies

713 Residents

## ❖ Company Respondent Summary:

|       |               |
|-------|---------------|
| 29.6% | Services      |
| 19.1% | Government    |
| 12%   | Construction  |
| 11.6% | Other         |
| 10.1% | Retail        |
| 15.4% | Manufacturing |
| 2.2%  | Agriculture   |

# Survey Response by County



# Ashe County Survey Response

**Total Respondents- 168**  
**Residents- 98**  
**Companies- 70**

# Resident's Thoughts

- “Please know that one industry that IS WORKING WELL in the region is tourism.”
- “We all need to work together as a TEAM and get more people involved throughout the county.”
- “I think Northwest North Carolina is a wonderful place to live, work, and raise a family. We need to realize our own strengths, and find ways to create some excitement for growth. I think that we need to realize that even though we have lost a tremendous number of jobs because of industry leaving our area, we can replace many of those jobs...one, two, three, or ten at a time.... by encouraging independent businesses and helping them to get started and stay in business.”

# Resident's Thoughts

- “Northwest NC, in my opinion, is one of the most beautiful places in the country.”
- “Northwest North Carolina is diversified and offers many amenities to all of its citizens.”
- “Overall Northwest NC is an excellent place to live, even for young people. Not everyone wants to live in a bustling metropolis - our area is a great alternative and would be even better if there were more job opportunities.”
- “We have potential to be unique in our development and growth.”

# Ashe Corporate Findings

## Top Areas of Importance

- Family Environment
- Good healthcare
- K-12 Education
- Low crime
- Strong economic growth

## Top Areas to Improve

- Highway connectivity
- Strong economic growth
- R&D resources
- Mobil phone service
- Location for high tech

# Ashe Individual Findings

## Top Areas of Importance

- Good healthcare
- Low crime
- Cost of living
- K-12 education
- Effective government leadership

## Top Areas to Improve

- High paying jobs
- Career advancement opportunities
- Job availability
- University
- Strong business growth

# Charts and Data

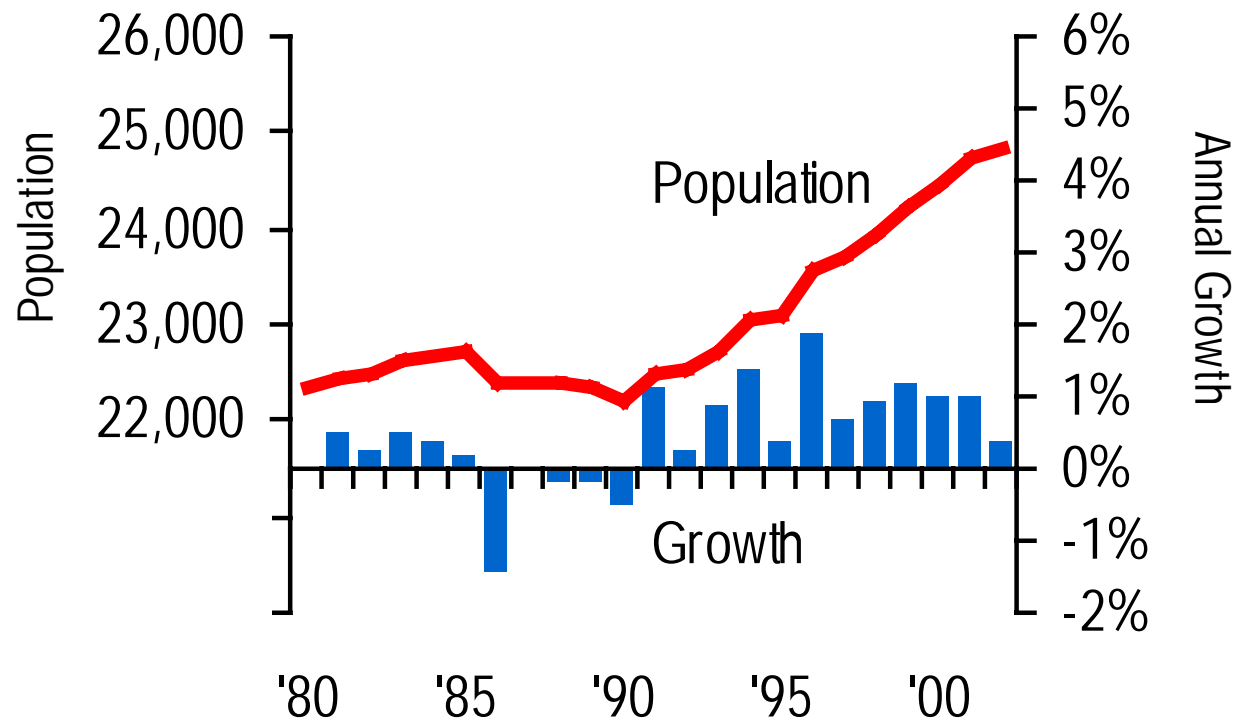
## Ashe County at a Glance

|  |           |
|--|-----------|
| Population, 2002                               | 24,809    |
| Net New Population, 90-00                      | 2,175     |
| % Change, 90-00                                | 9.8%      |
| % of Adults with a Bachelor's Degree or higher | 8.2%      |
| % of Private Sector Workforce in Manufacturing | 41.0%     |
| Median Household Income                        | \$28,824  |
| Median Home Value                              | \$91,600  |
| Private Sector Jobs <sup>2</sup>               | 7,004     |
| Total Private Sector Payroll                   | \$151 mil |
| Avg. Private Sector Salary                     | \$21,612  |
| Avg. Manufacturing Salary                      | \$23,746  |
| Avg. Professional Industry Salary              | \$26,123  |

Sources: 2000 Census (Demographics), 2001 County Business Patterns (Jobs/Salaries), Employment Security Commission of NC

# Charts and Data

## Population Growth, 1980-2002



Source: US Census Bureau

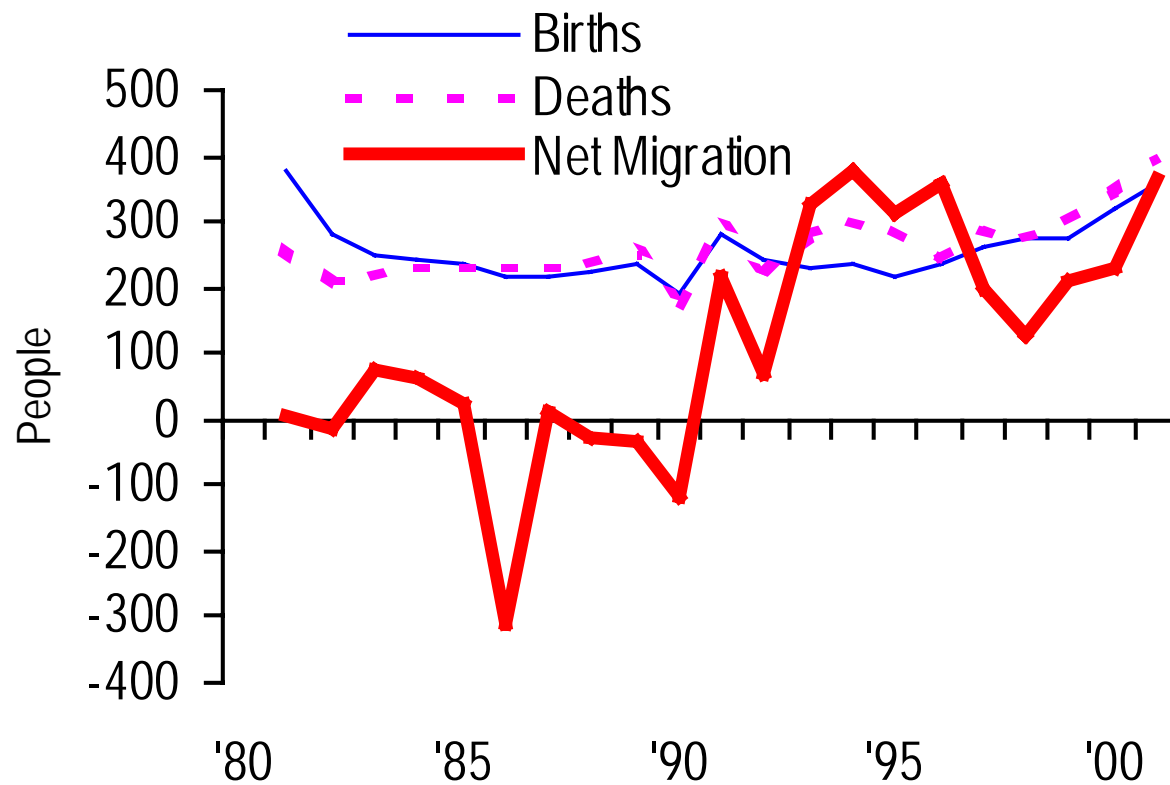
# Charts and Data

## Population Breakdown

|                | Population,<br>2000 | % Growth<br>1990-2000 |
|----------------|---------------------|-----------------------|
| Ashe County    | 24,384              | 9.8%                  |
| Jefferson      | 1,422               | 9.4%                  |
| West Jefferson | 1,081               | 7.9%                  |
| Lansing        | 151                 | -11.2%                |

# Charts and Data

## Components of Population Change

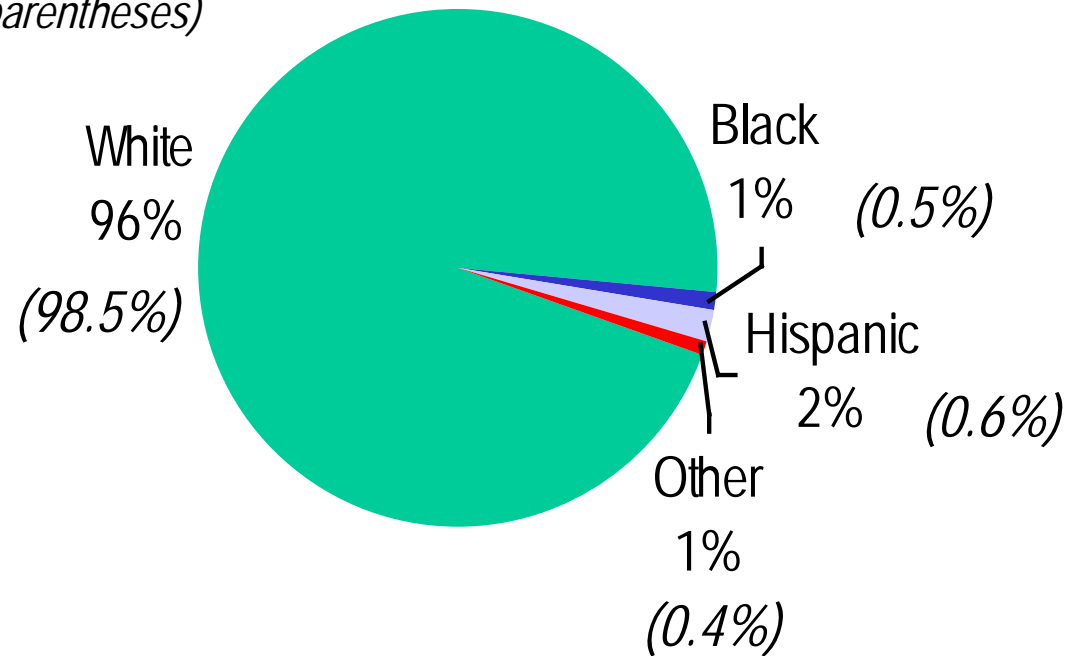


Source: U.S. Census Bureau

# Charts and Data

## Racial Composition, 2000

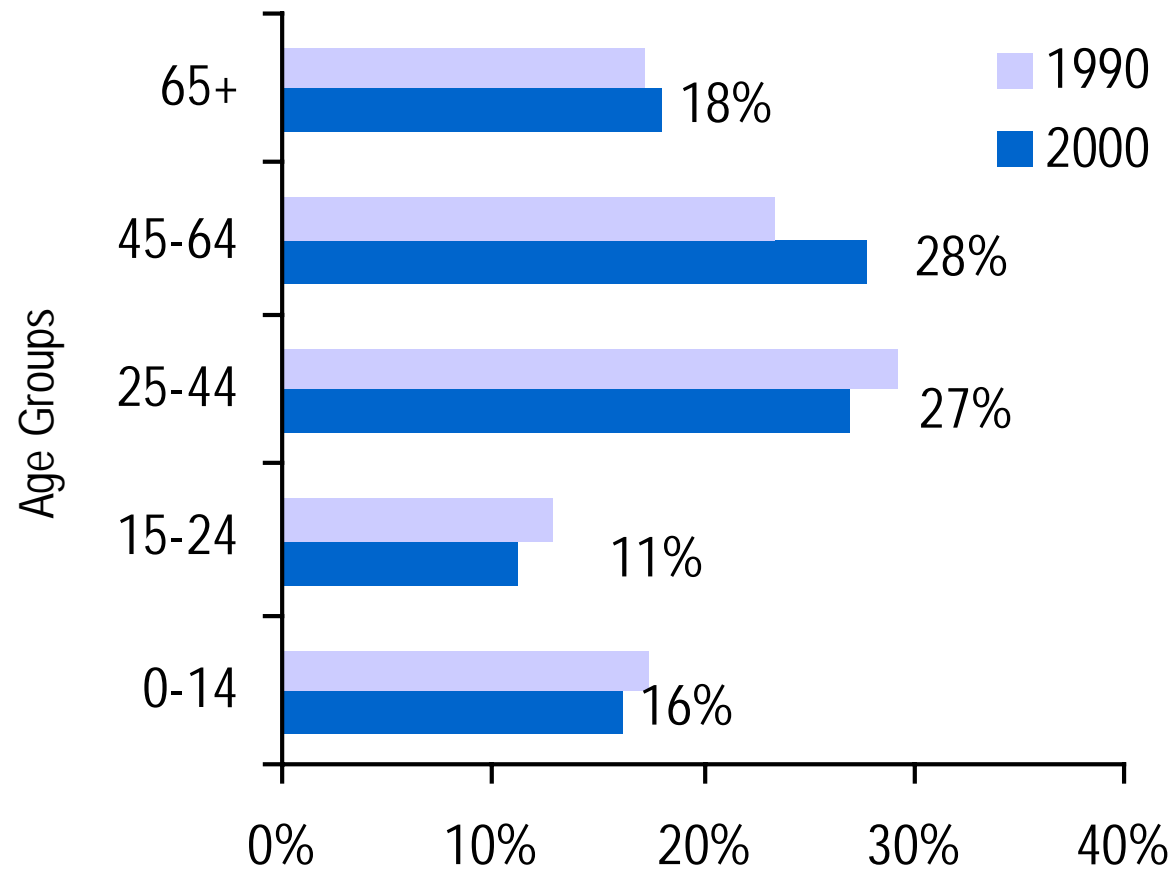
*(1990 values in parentheses)*



Source: U.S. Census Bureau

# Charts and Data

## Age Distribution, 1990 vs. 2000

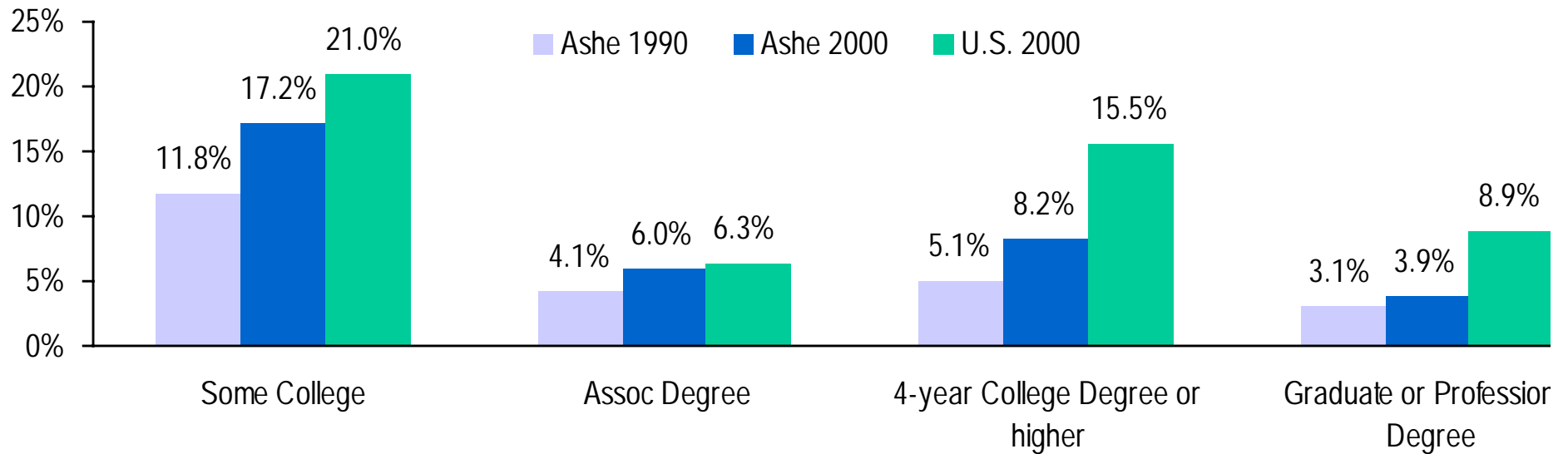


Source: U.S. Census Bureau

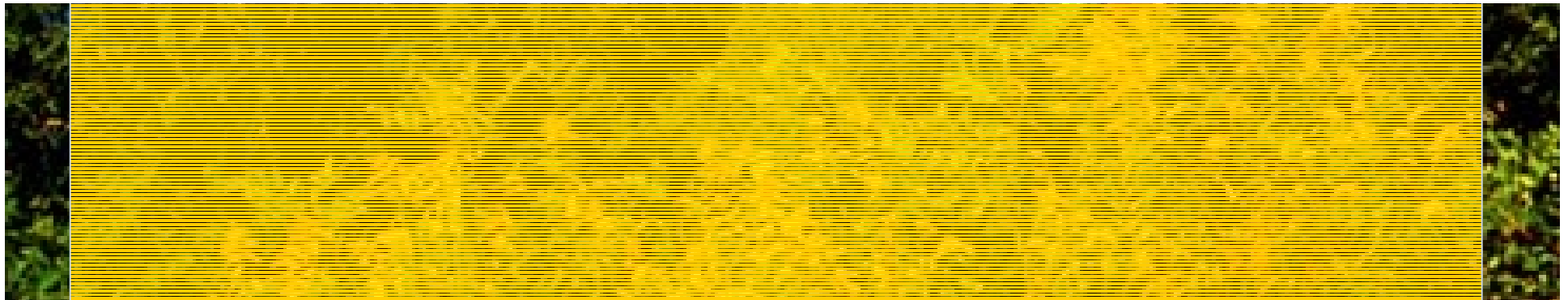
# Charts and Data

## Educational Attainment Comparison, 1990 vs. 2000

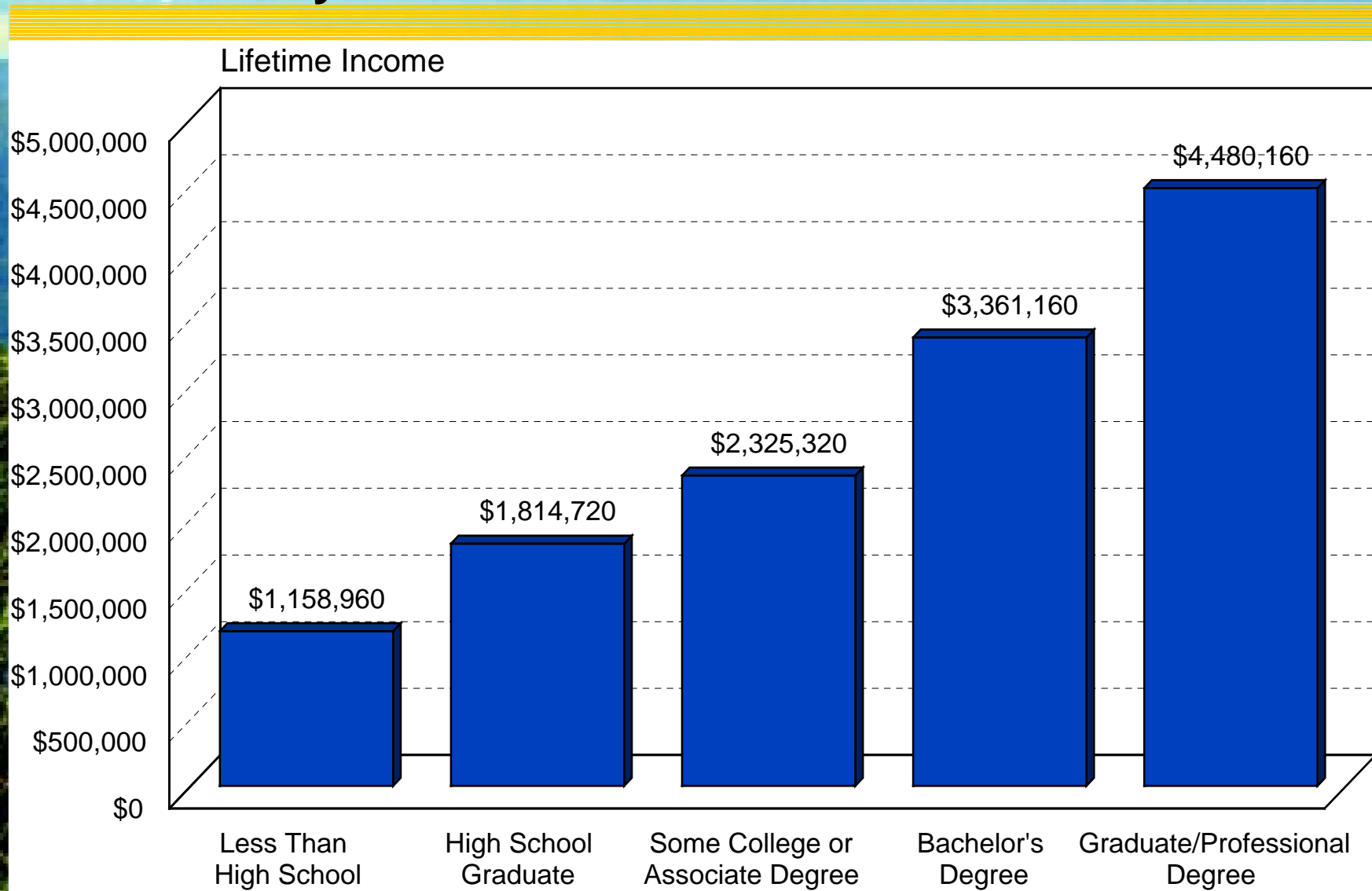
Adults 25 years or older



Source: U.S. Census Bureau; AngelouEconomics

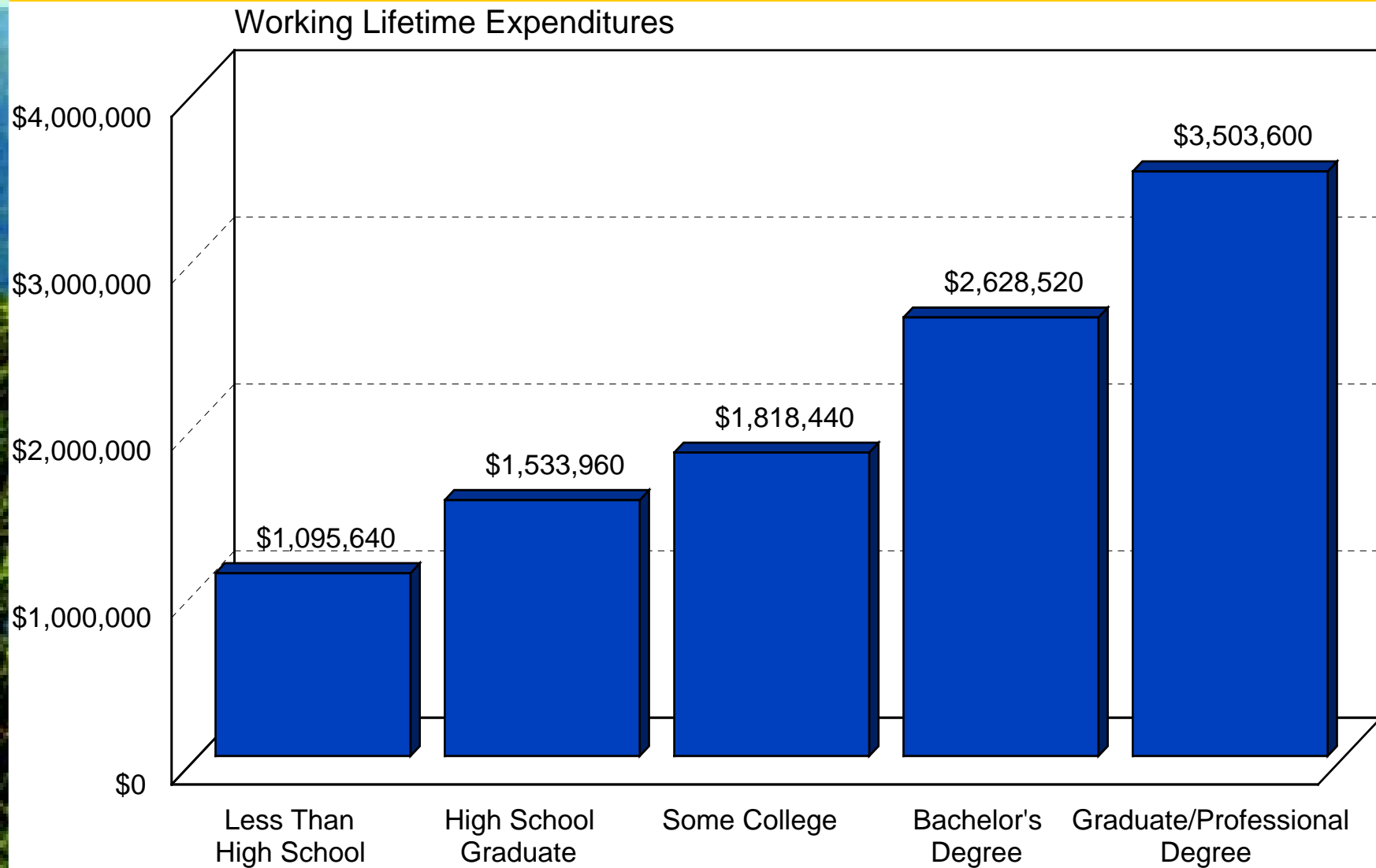


# Lifetime Household Income in the United States by Educational Attainment\* in 2000

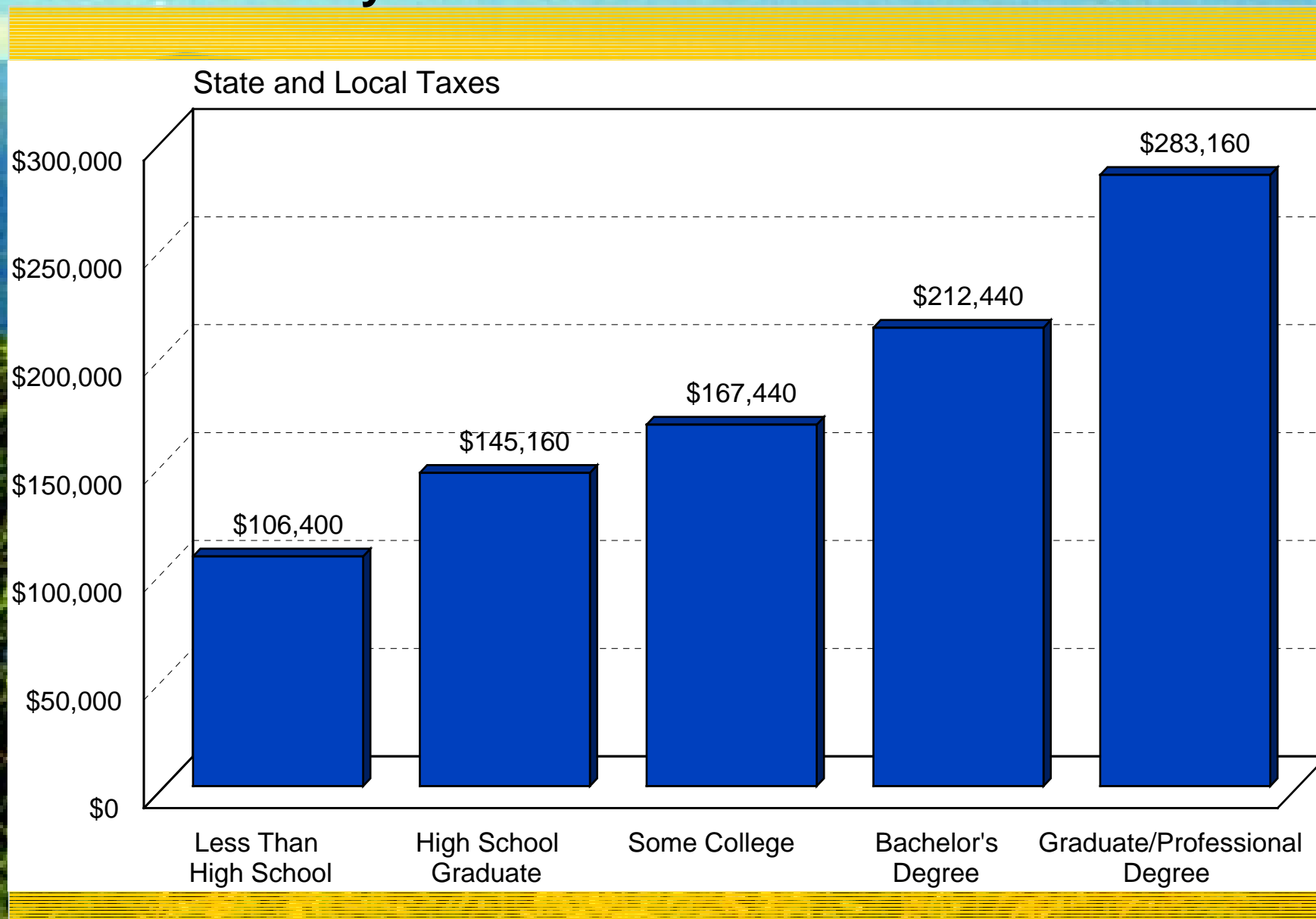


\*From March 2001 Current Population Survey

# Working Lifetime (40 Years) Consumer Expenditures by Educational Attainment (in 2000 Dollars)



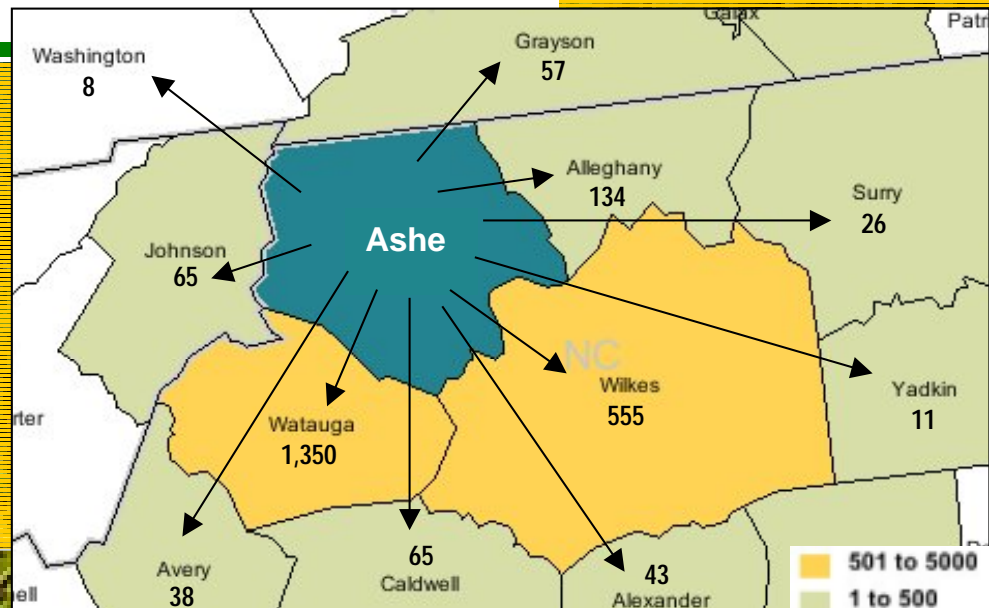
# Working Lifetime (40 Years) Total State and Local Taxes for Households by Educational Attainment of Householder



# Charts and Data

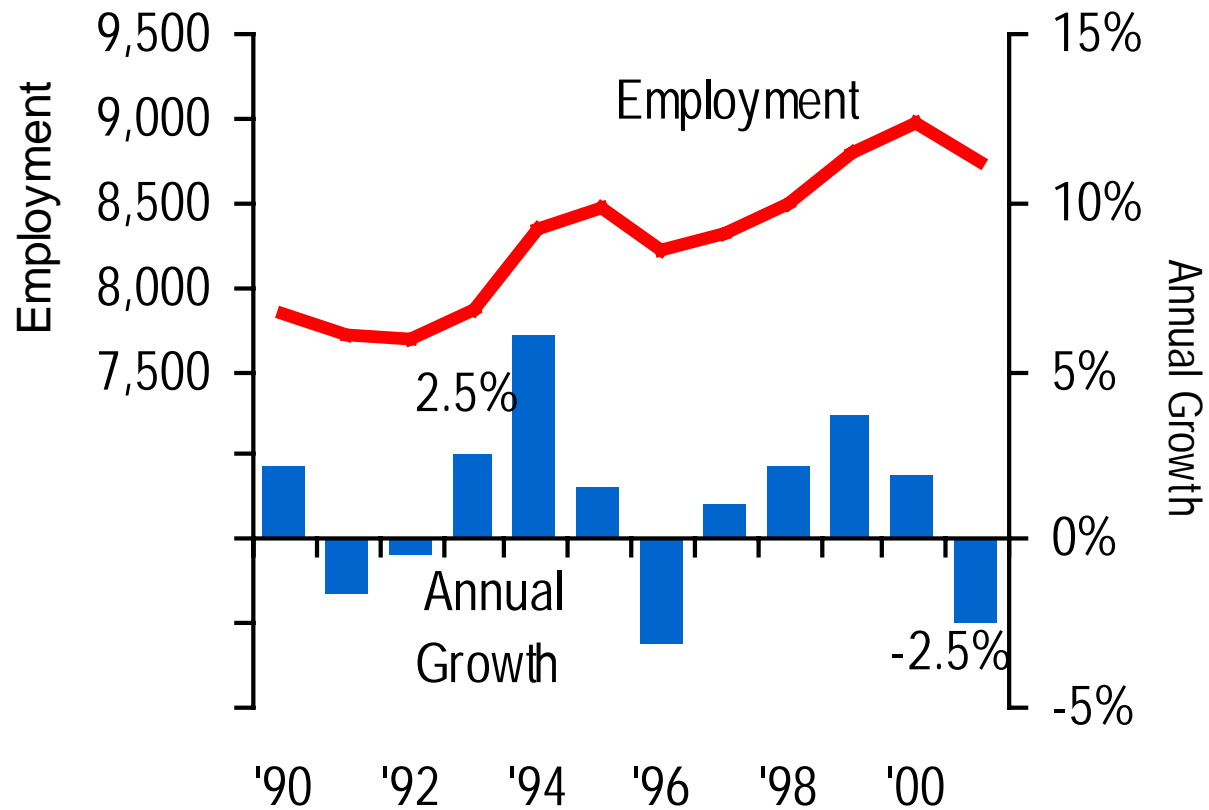
## Commuting Patterns, 1990 vs. 2000

| People                                   | 1990         | 2000         |
|--|--------------|--------------|
| <b>Working in Ashe</b>                   | <b>8,863</b> | <b>9,423</b> |
| Live & work in Ashe                      | 8,257        | 8,288        |
| Live elsewhere & work in Ashe            | 606          | 1,135        |
| % workforce commuting in                 | 7%           | 12%          |
| <b>Live in Ashe &amp; work elsewhere</b> | <b>1,917</b> | <b>2,794</b> |
| % resident workers commuting out         | 19%          | 25%          |



# Charts and Data

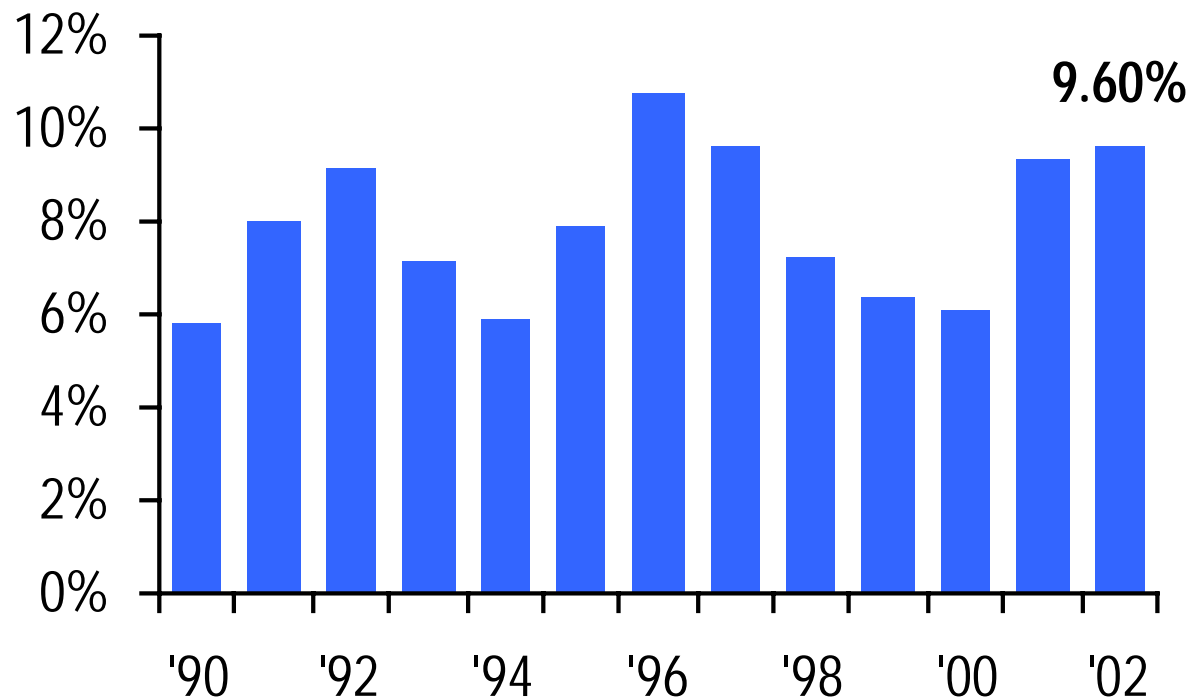
## Wage & Salary Employment, 1990 - 2001



Source: Employment Security Commission of NC

# Charts and Data

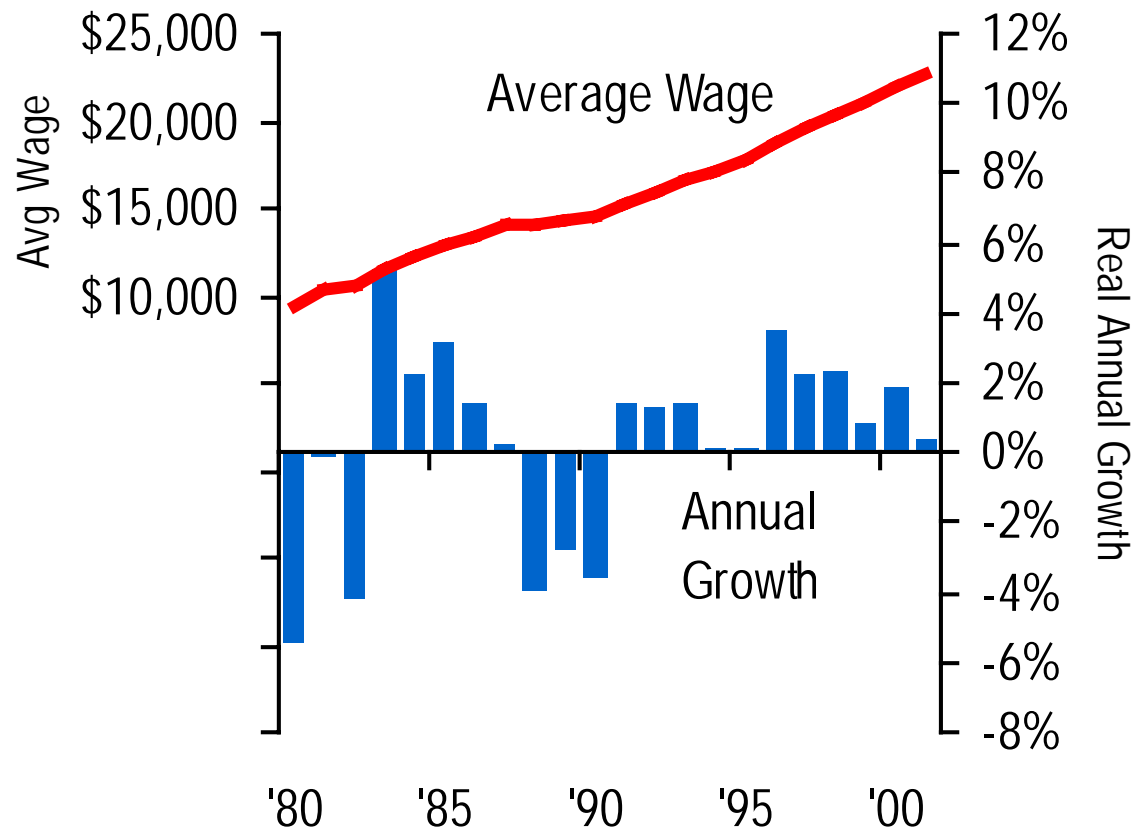
## Unemployment Rate, 1990-2002



Source: Employment Security Commission of NC

# Charts and Data

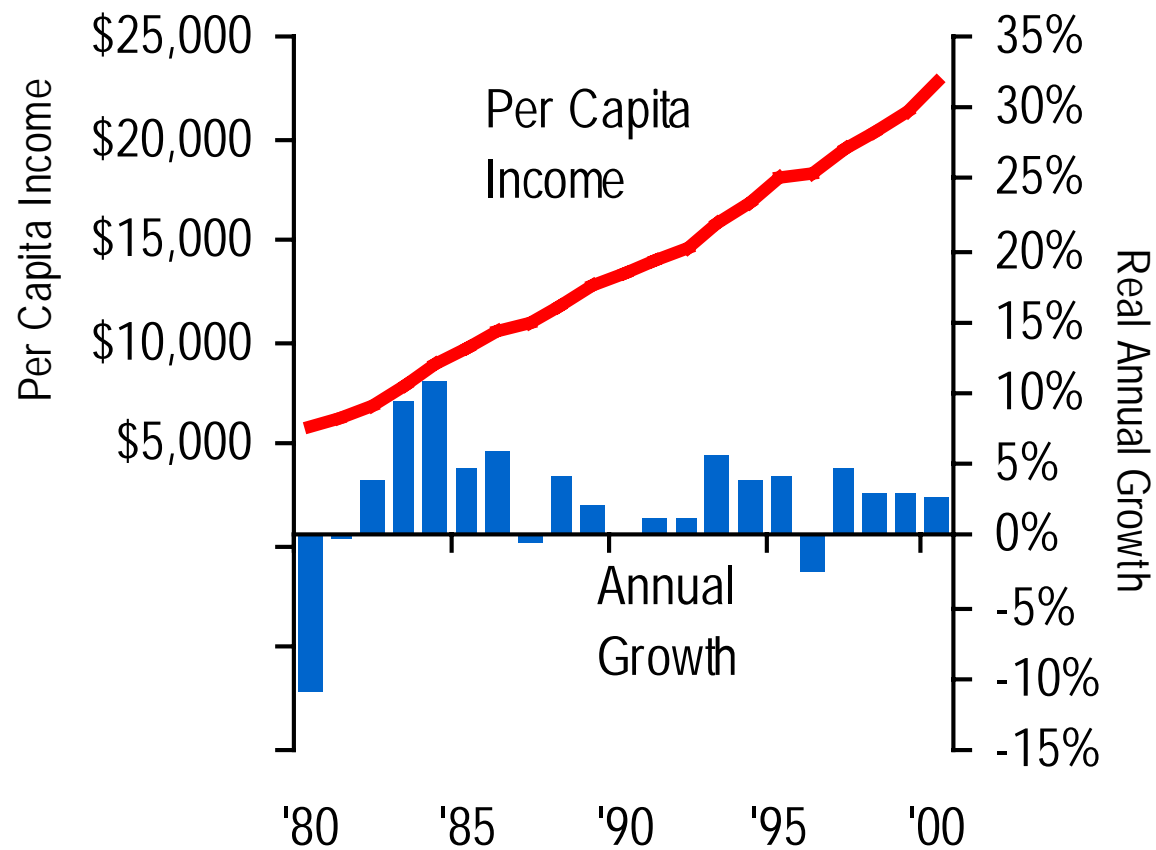
## Average Wage, 1980 - 2001



Source: Bureau of Economic Analysis; AngelouEconomics

# Charts and Data

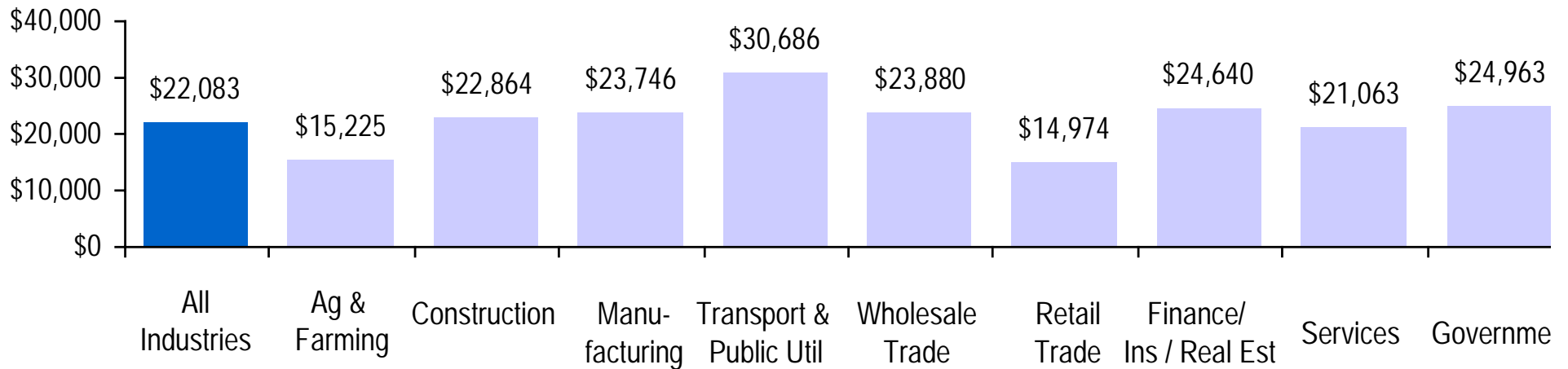
## Per Capita Income, 1980 - 2000



Source: Bureau of Economic Analysis; AngelouEconomics

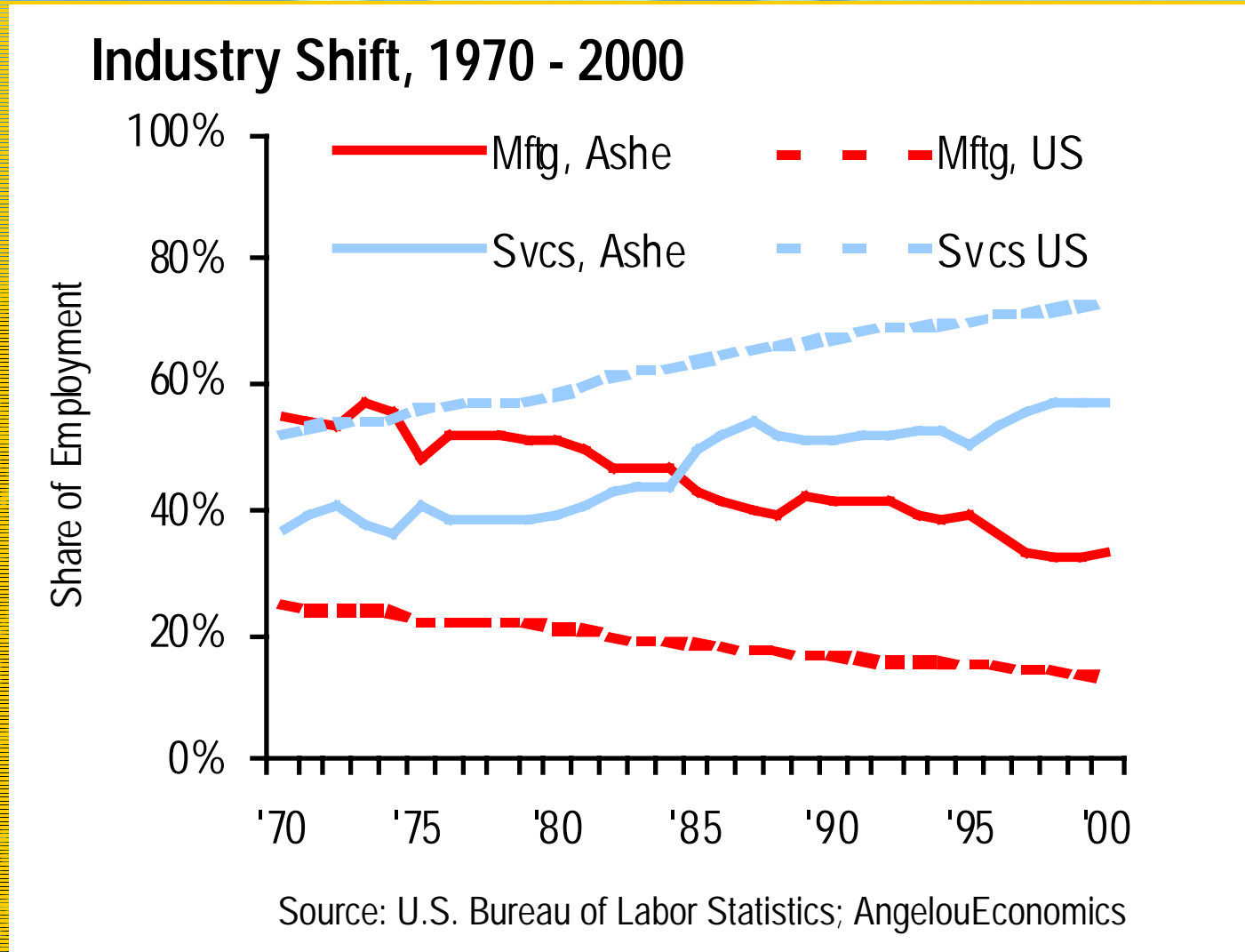
# Charts and Data

Average Wage By Industry, 2000



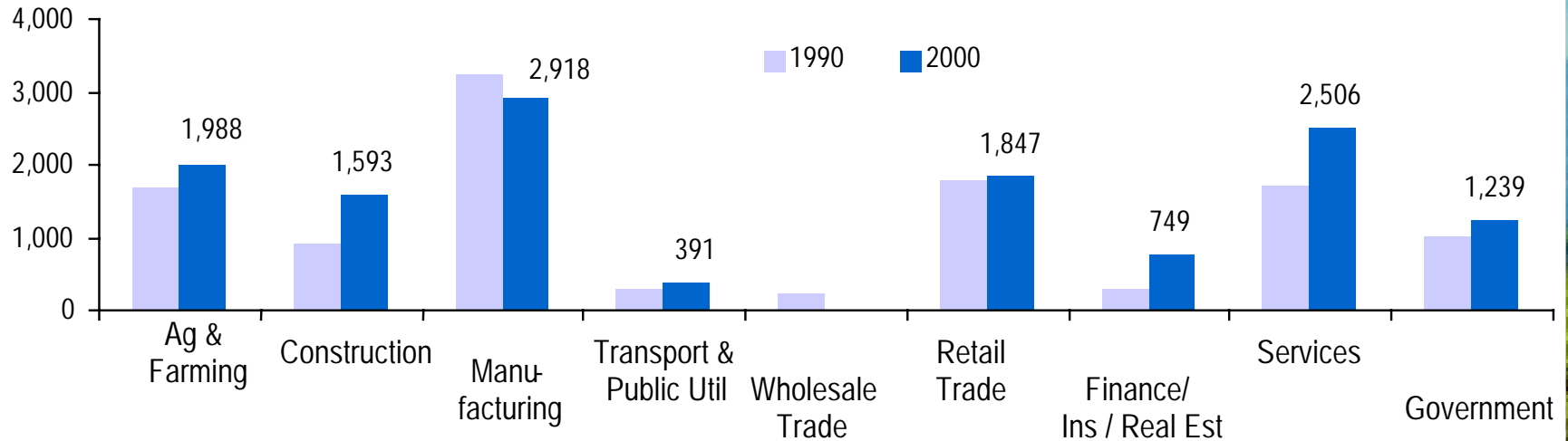
Source: Employment Security Commission of North Carolina

# Charts and Data



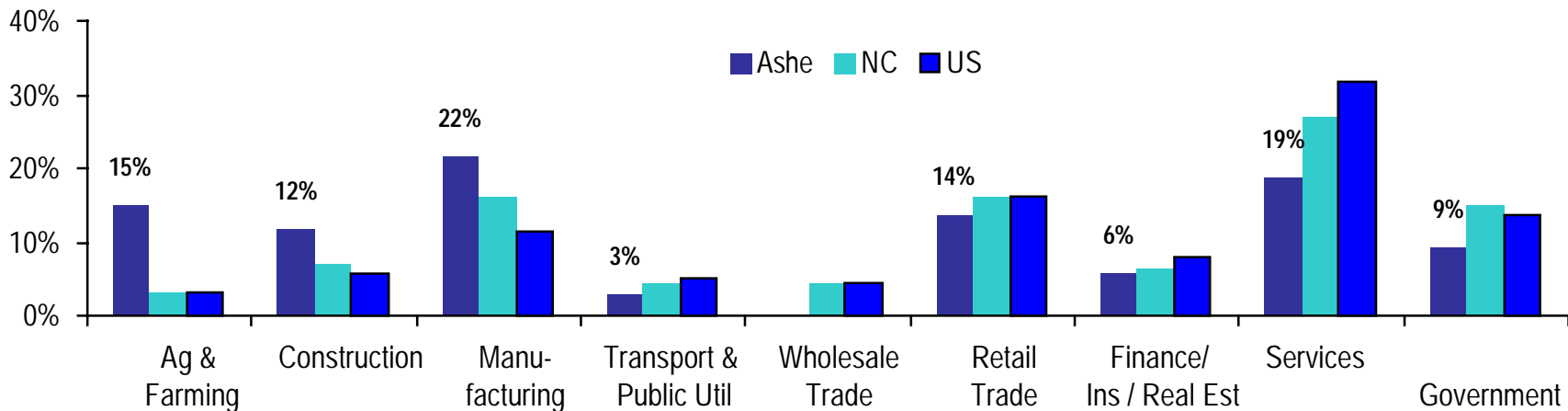
# Charts and Data

## Employment by



Source: Bureau of Economic Analysis; AngelouEconomics

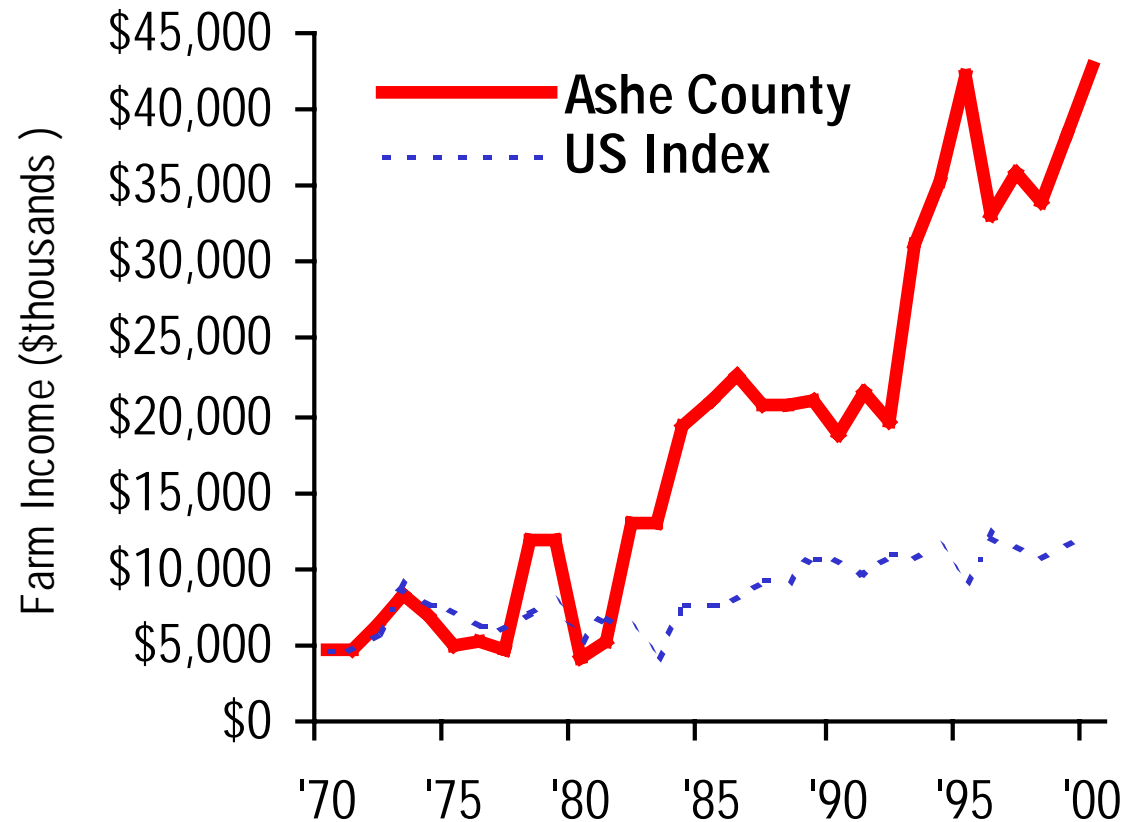
## Industry Share of Employment, 2000



Source: Bureau of Economic Analysis; AngelouEconomics

# Charts and Data

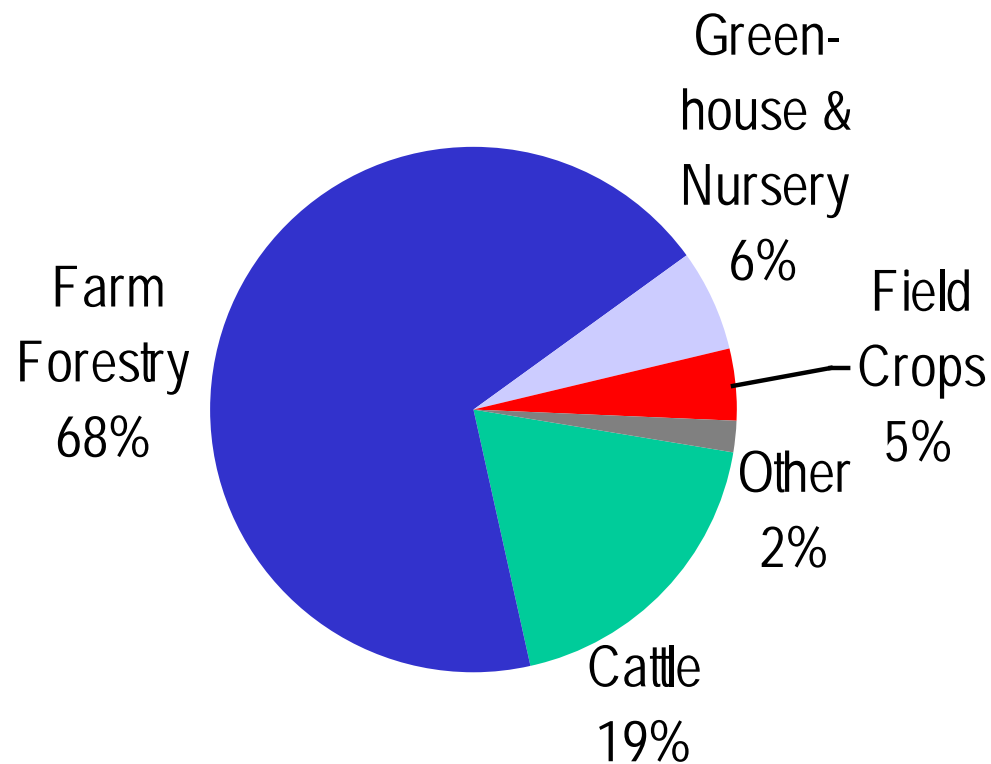
## Farm Incomes, 1970 - 2001



Source: U.S. Bureau of Economic Analysis; AngelouEconomics

# Charts and Data

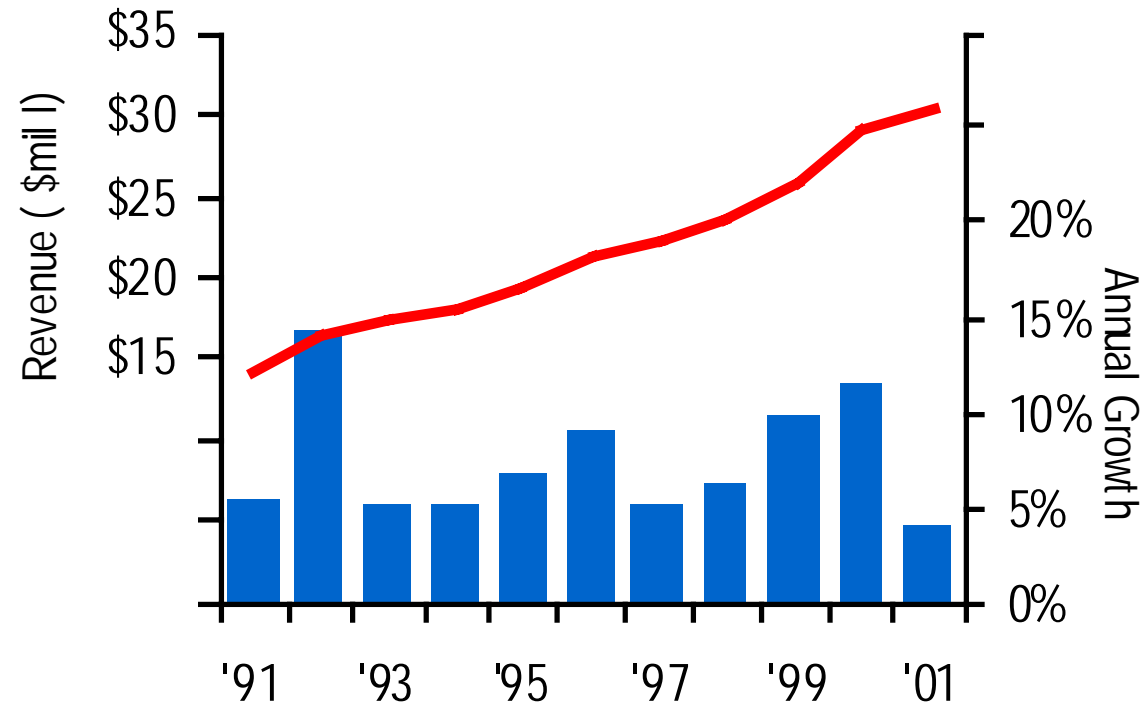
## Farm Income by Commodity, 2000



Source: NC Cooperative Extension

# Charts and Data

## Revenue from Tourism, 1991 - 2001

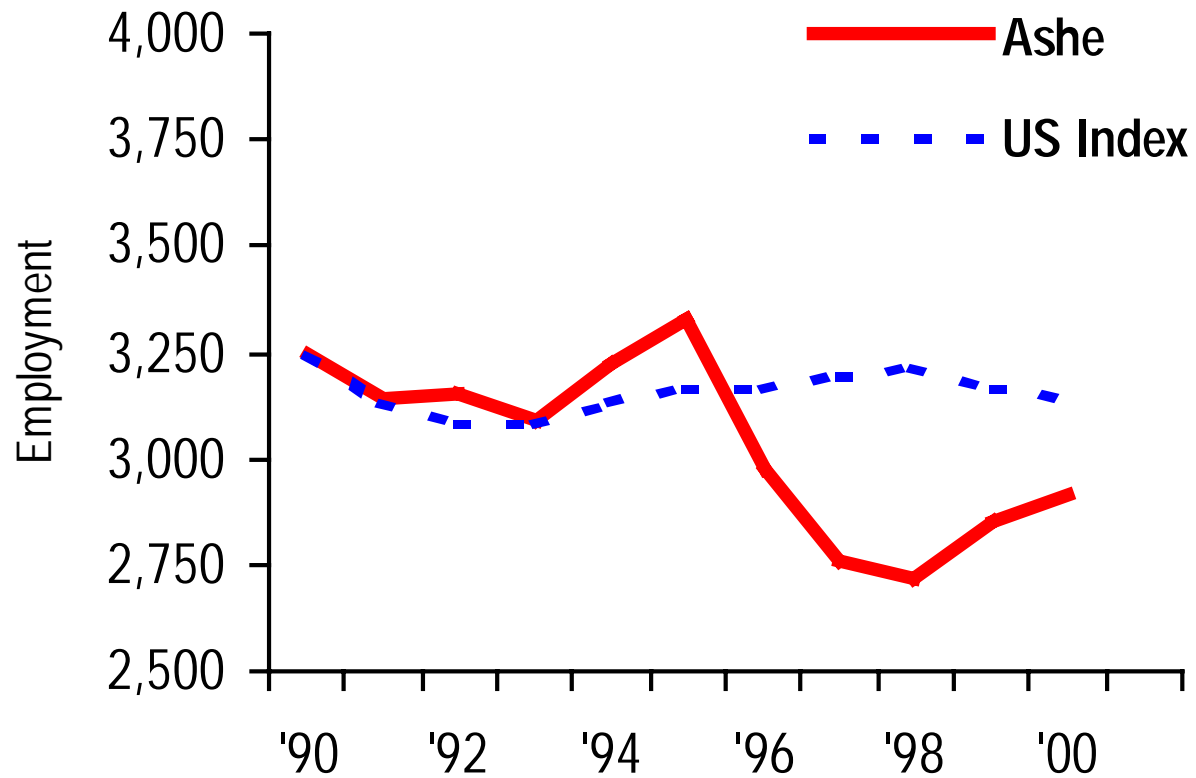


## Blue Ridge Parkway

The Blue Ridge Parkway had an estimated 23.481 million visitors in 2002. Of all sections of the Parkway, the miles through North Carolina saw the largest increase over 2001. According to the the National Park Service, the average visitor spends \$149/day.

# Charts and Data

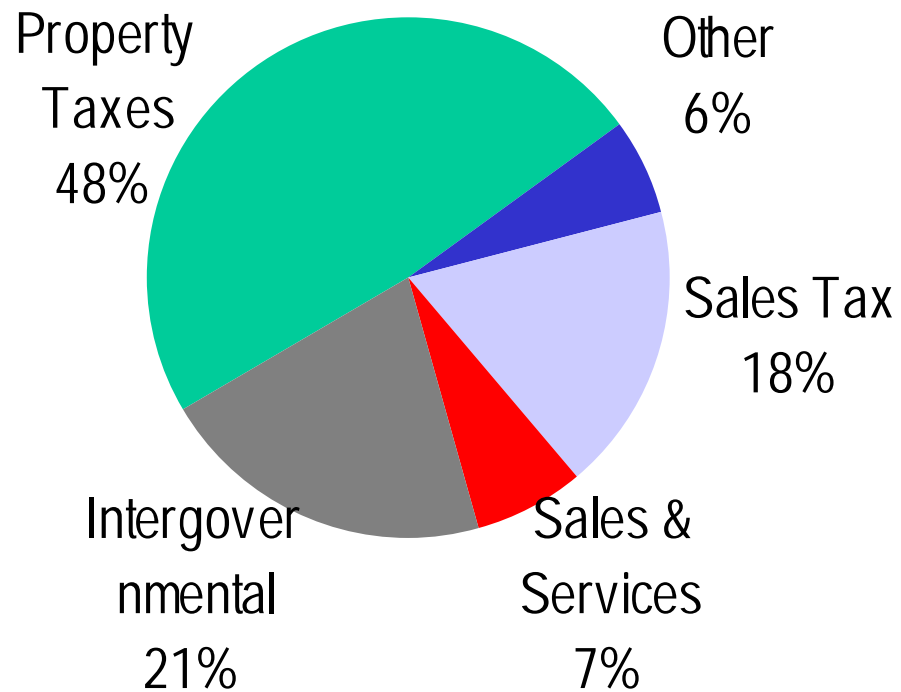
## Manufacturing Employment, 1990-2000



Source: US Bureau of Labor Statistics

# Charts and Data

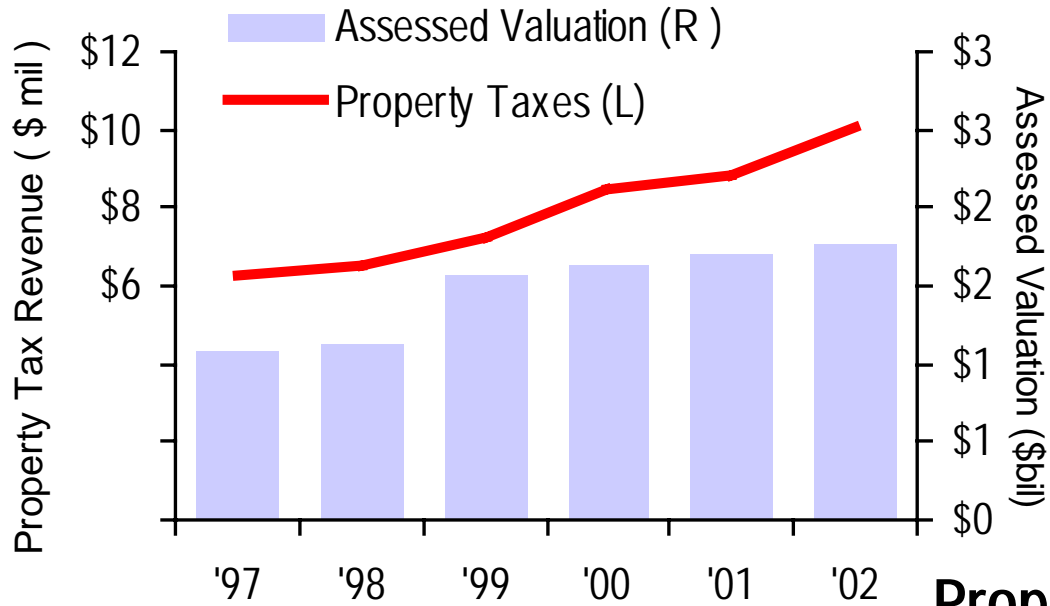
## Tax Revenue by Source, 2002



Source: NC Dept of State Treasurer

# Charts and Data

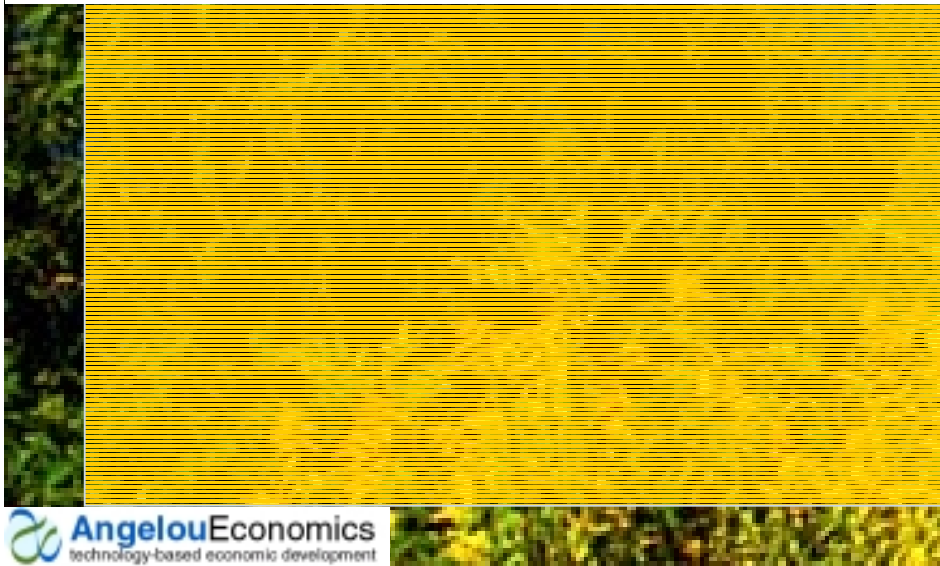
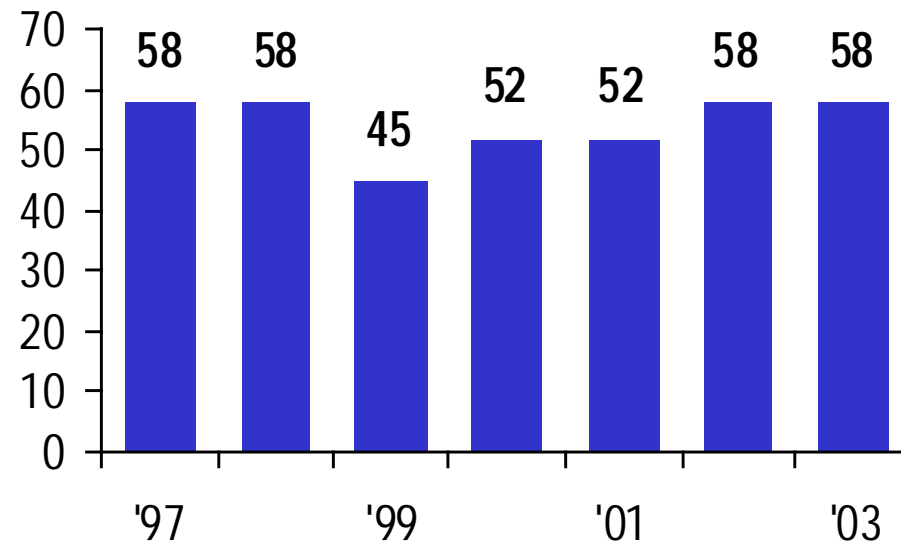
## Revenue from Property Tax, 1997 - 2002



Source: NC State Treasurer, NC Dept of Revenue

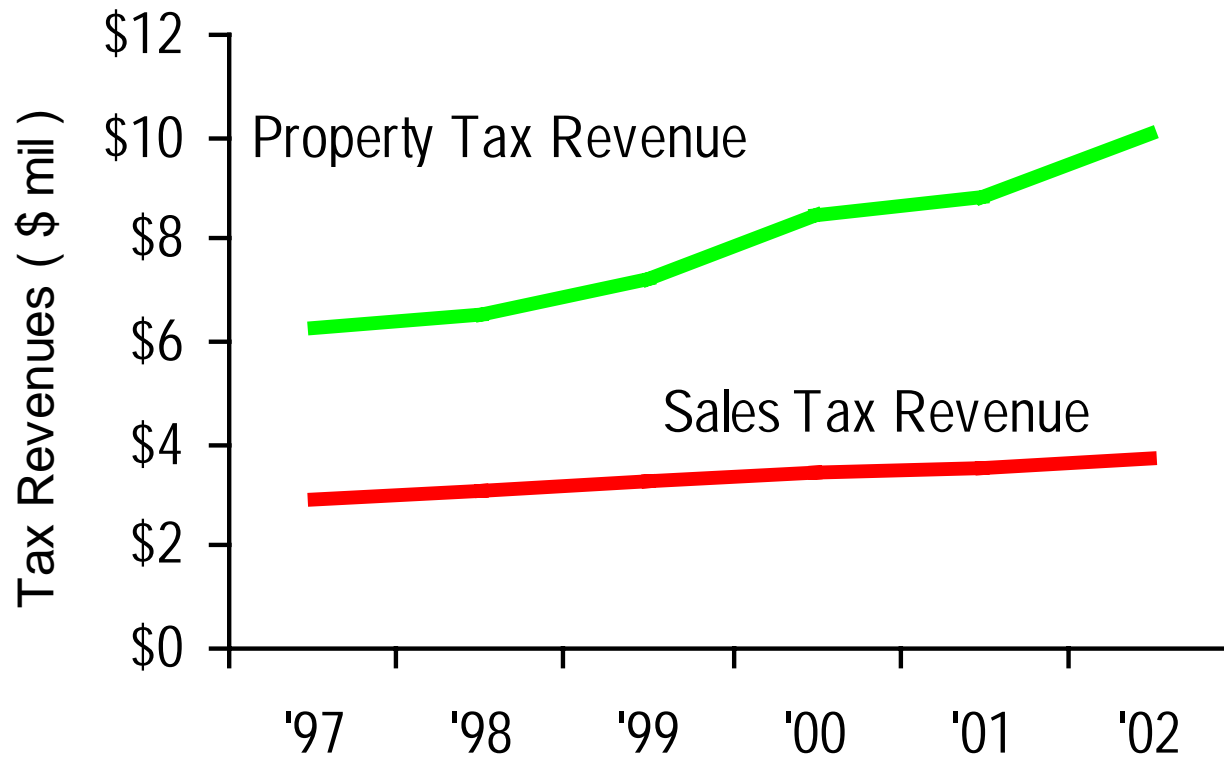
## Property Tax Rates

Cents per \$100 Valuation



# Charts and Data

## Tax Revenue, 1997 - 2002



Source: NC State Treasurer, NC Dept of Revenue

# Charts and Data

## Retail Sales, 1997 - 2002

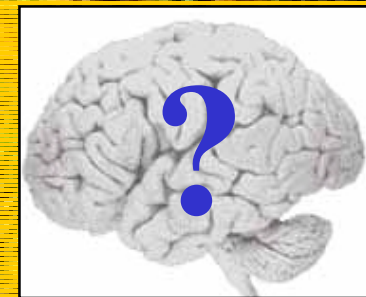


Source: NC State Treasurer, NC Dept of Revenue

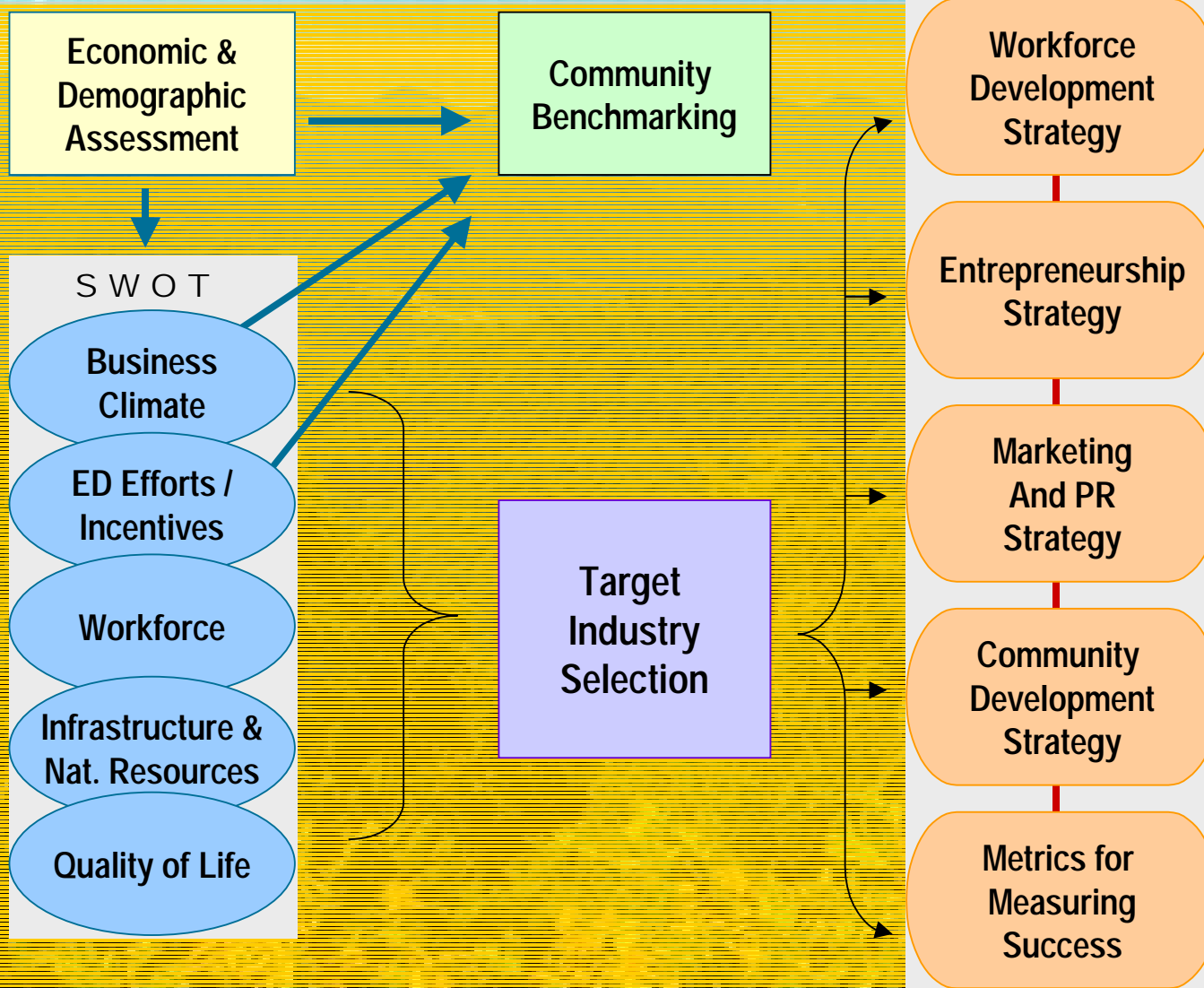
# Brainstorming

What types of Industries would you like have in Ashe county?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_




# Next Steps



**Research/Input**

**Benchmarking**

**Recommendations**



# Ashe County Economic and Demographic Assessment

*Thank you for your participation*