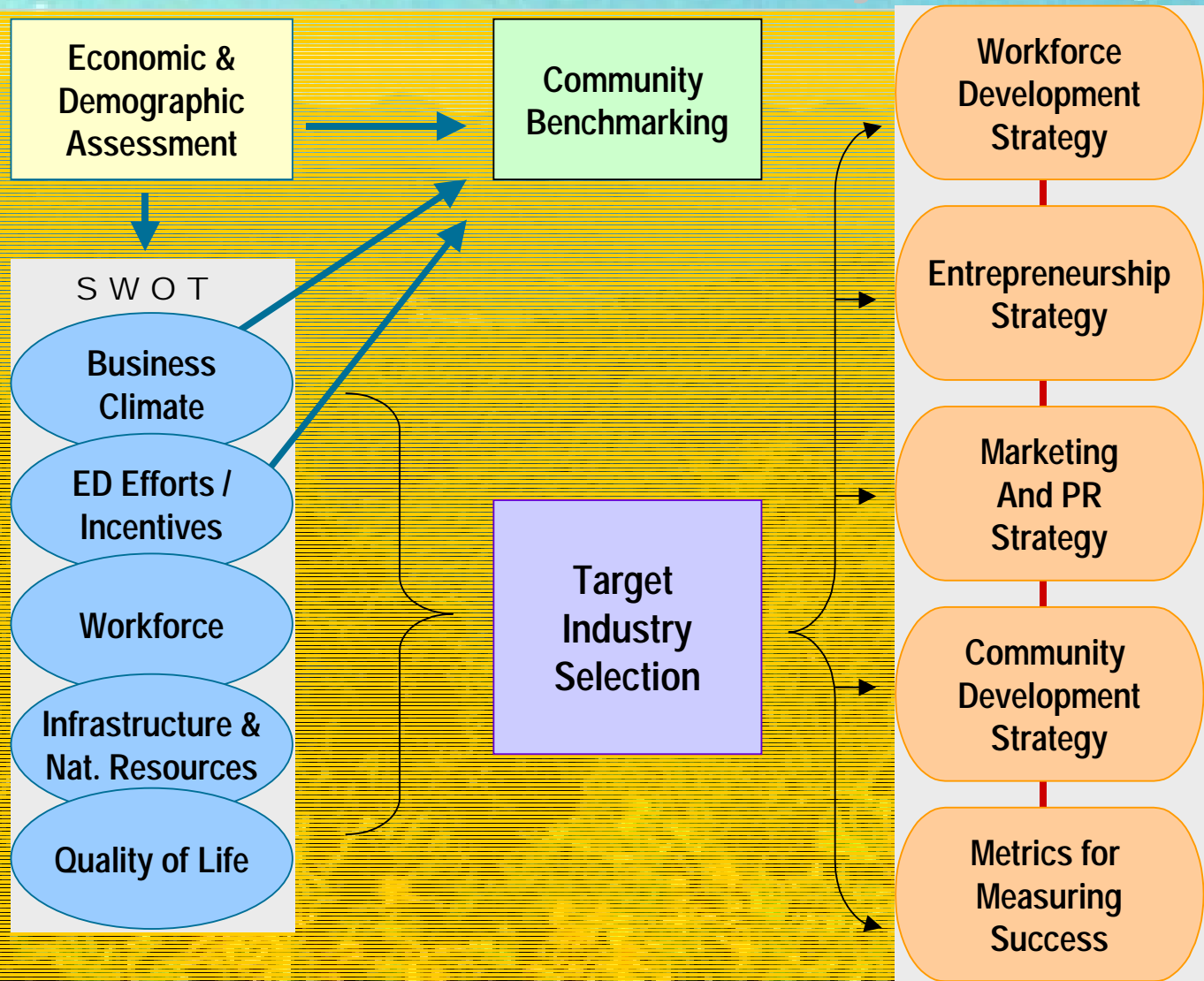


# Davie County Economic and Demographic Assessment

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

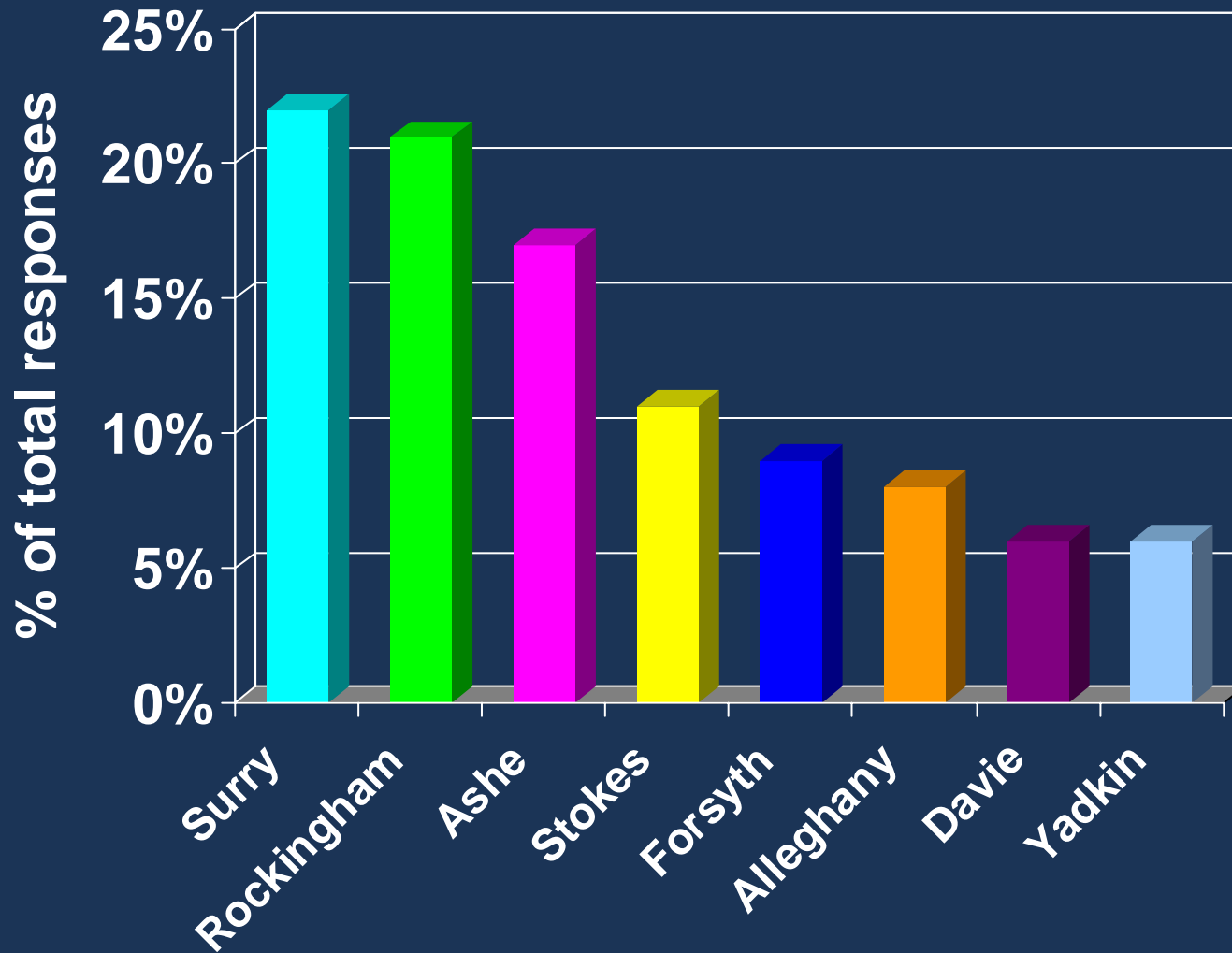
273 Companies

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



# Davie County Survey Response

**Total Respondents- 63**  
Residents- 49  
Companies- 14

# 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.”

# Davie Corporate Findings

## Top Areas of Importance

- K-12 Education
- Low crime
- Family environment
- Cost of Living
- Good healthcare

## Top Areas to Improve

- Entertainment / Recreation
- Proximity to suppliers
- Air connectivity
- Arts/ Culture
- R&D resources

# Davie Individual Findings

## Top Areas of Importance

- K-12 Education
- Family environment
- Low crime
- Good healthcare
- Effective permanent leadership

## Top Areas to Improve

- University
- High paying jobs
- Job availability
- Career advancement opportunities
- Location for high tech

# Charts and Data

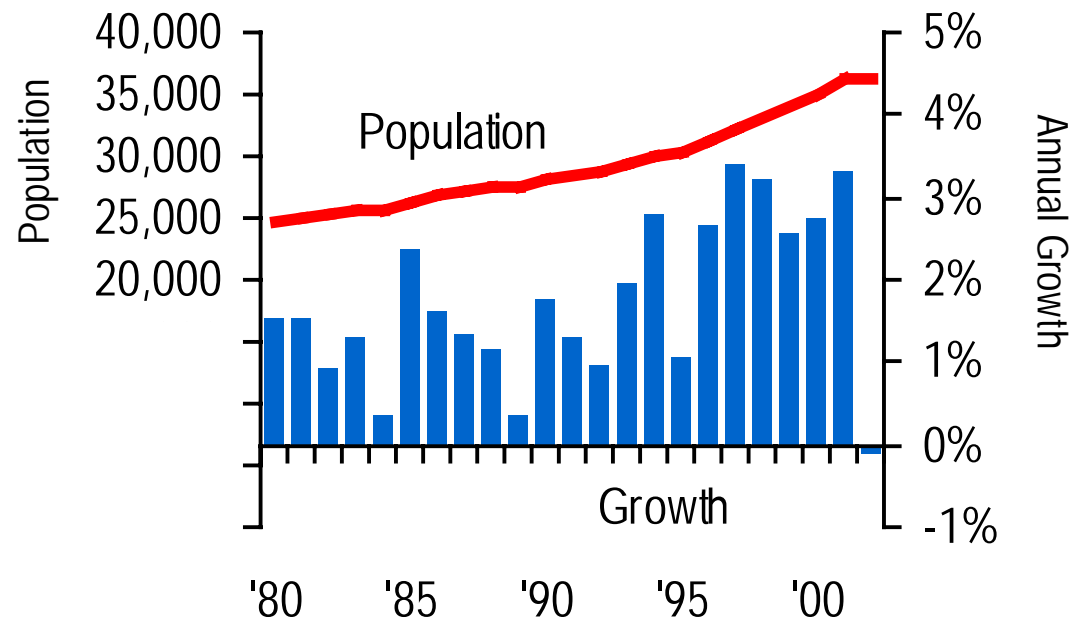
## Davie County at a Glance

Population, 2002	36,200
Net New Population, 90-00	6,976
% Change, 90-00	25.0%
% of Adults with a Bachelor's Degree or higher	17.6%
% of Private Sector Workforce in Manufacturing	36.2%
Median Household Income	\$40,174
Median Home Value	\$116,200
Private Sector Jobs	8,954
Total Private Sector Payroll	\$217 million
Avg. Private Sector Salary	\$24,244
Avg. Manufacturing Salary	\$30,300
Avg. Professional Industry Salary	\$20,119

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

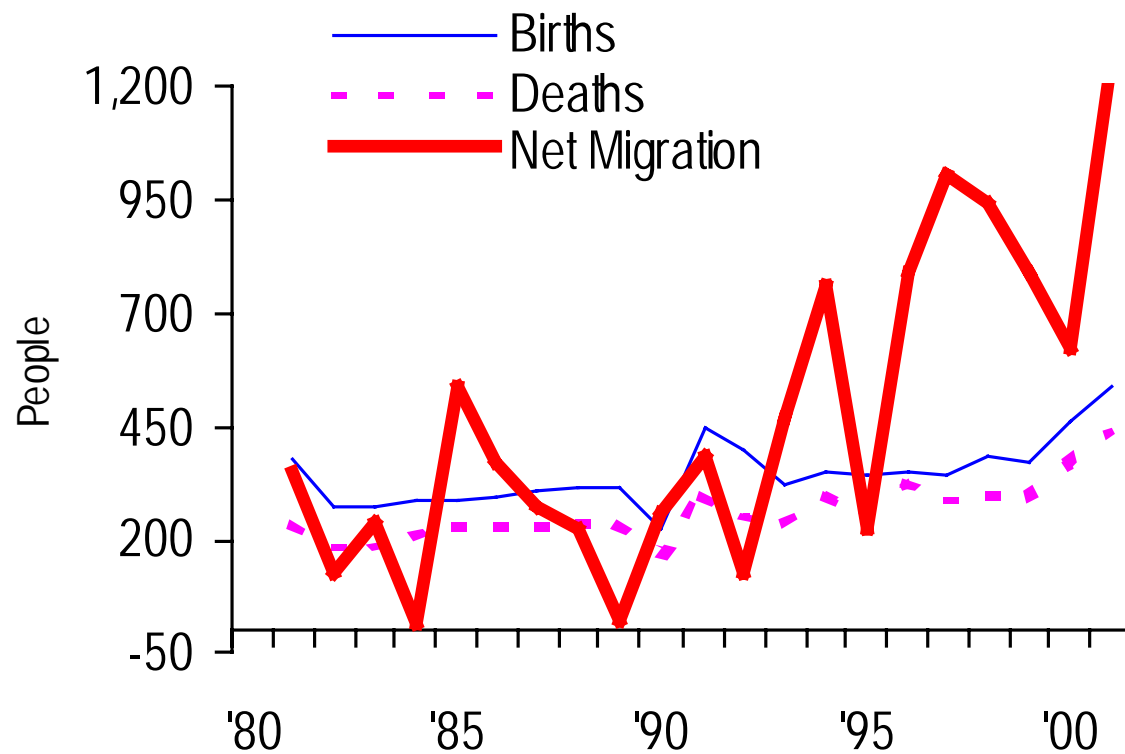
# Charts and Data

## Population Breakdown

	Population, 2000	% Growth 1990-2000
Davie County	34,835	25.0%
Bermuda Run	1,431	n/a
Cooloomee	905	-6.8%
Mocksville	4,178	23.2%

# Charts and Data

## Components of Population Change

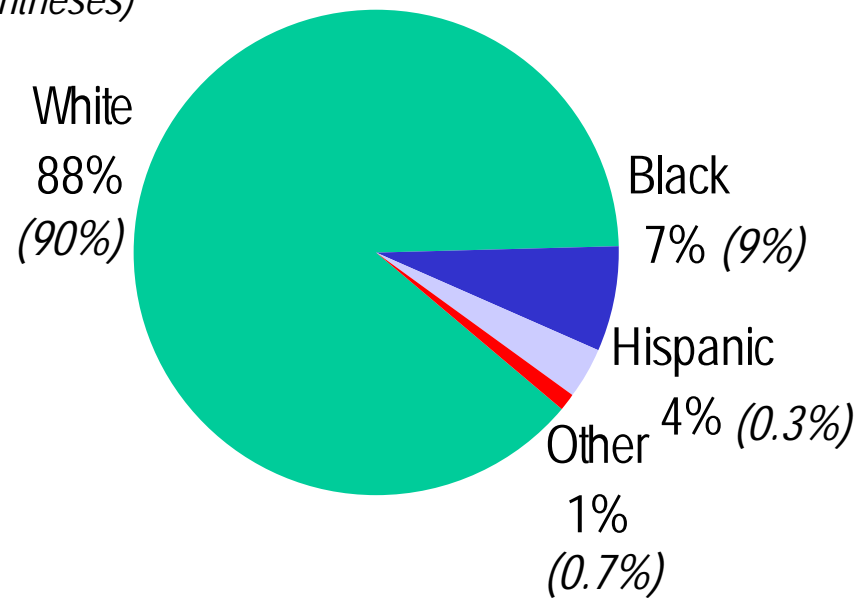


Source: U.S. Census Bureau

# Charts and Data

## Racial Composition, 2000

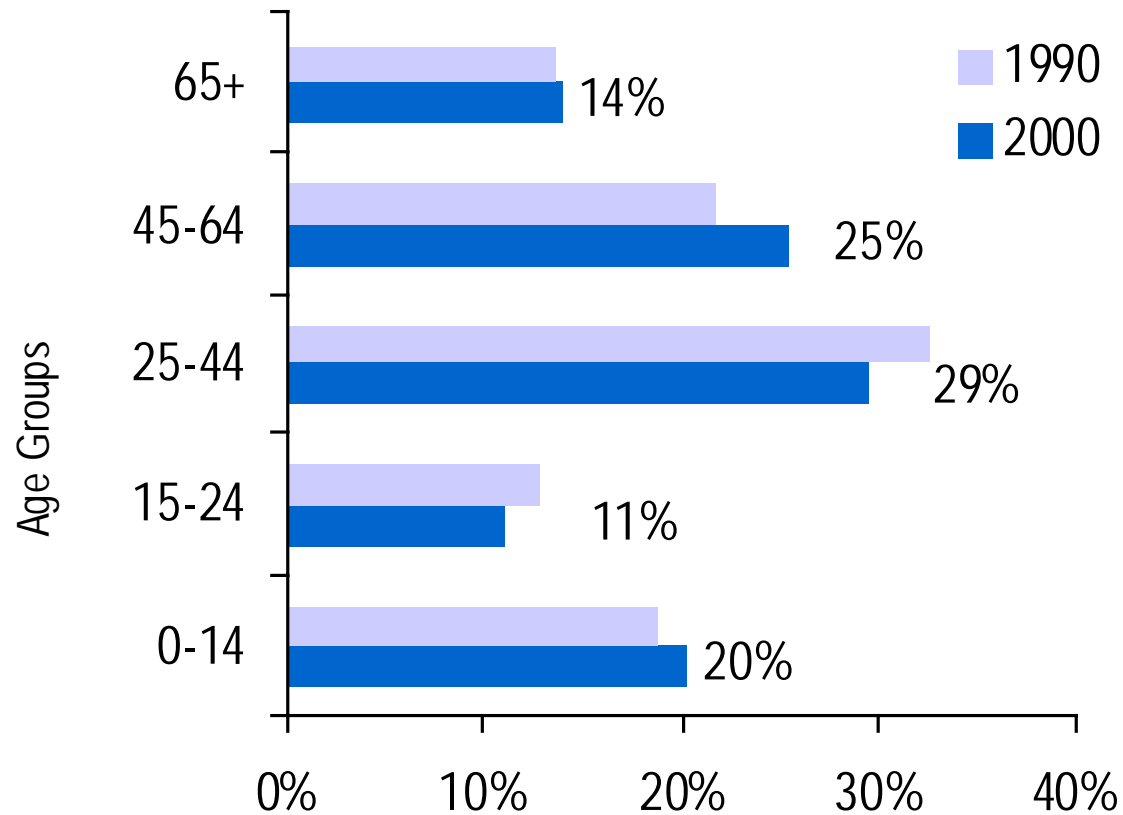
*(1990 values in parentheses)*



Source: U.S. Census Bureau

# Charts and Data

## Age Distribution, 1990 vs. 2000

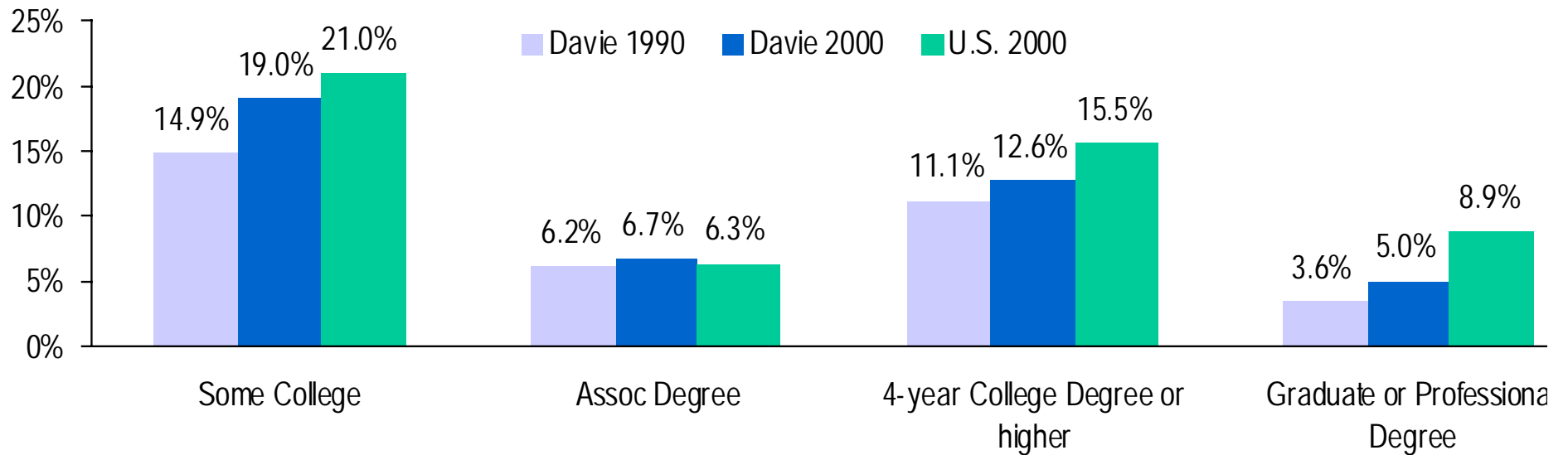


Source: U.S. Census Bureau

# Charts and Data

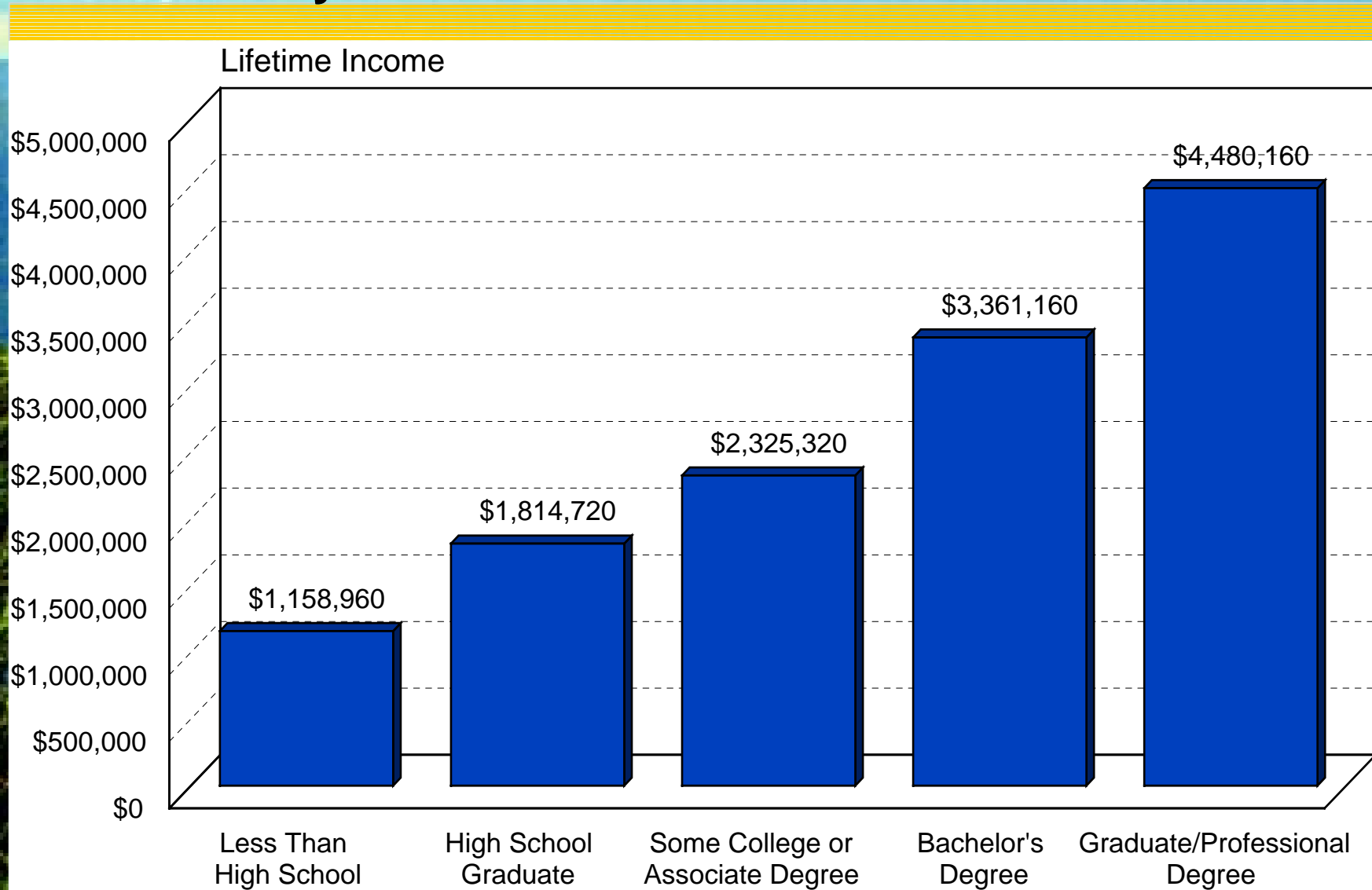
## Educational Attainment Comparison, 1990 vs. 2000

Adults 25 years or older



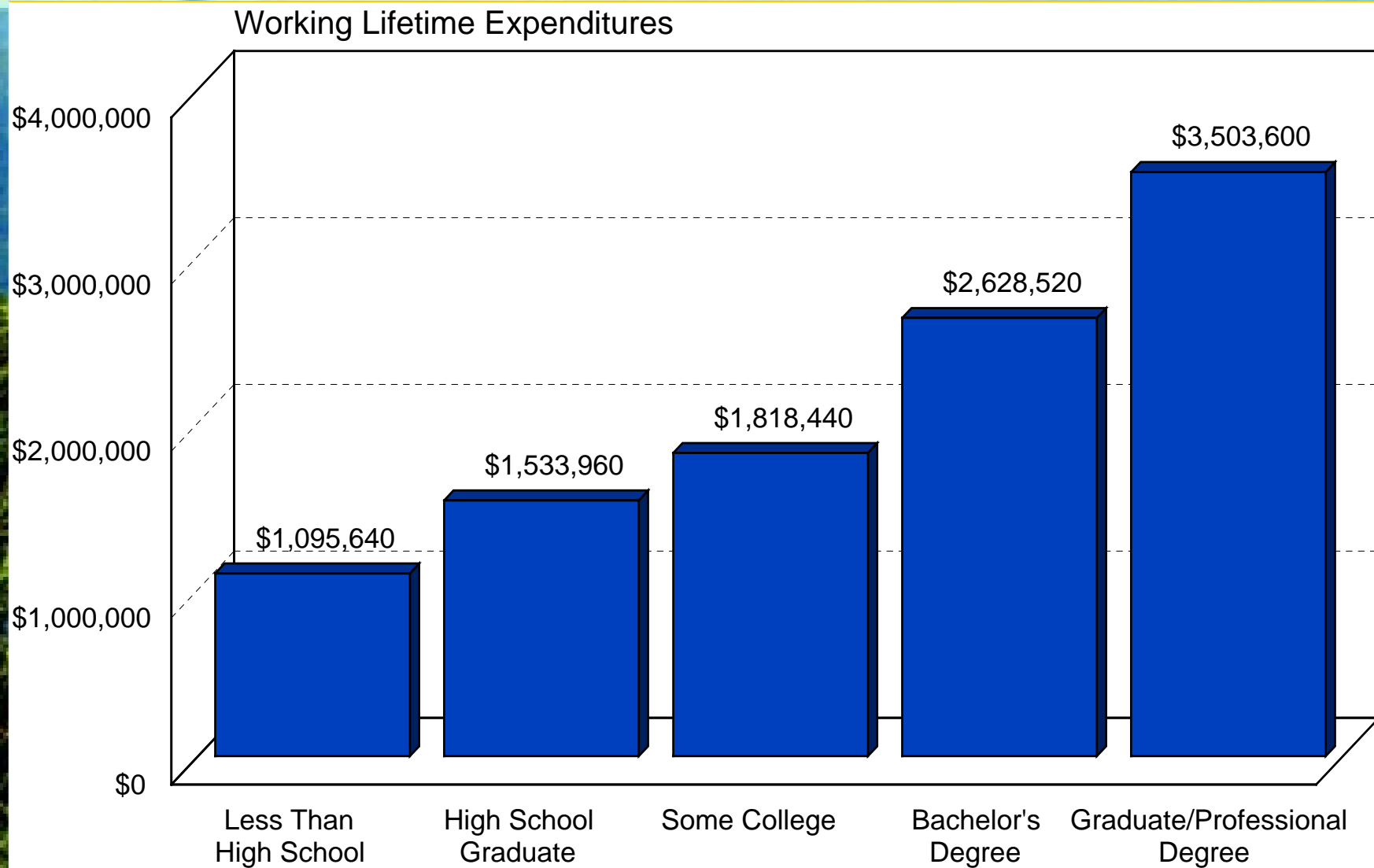
Source: U.S. Census Bureau; AngelouEconomics

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

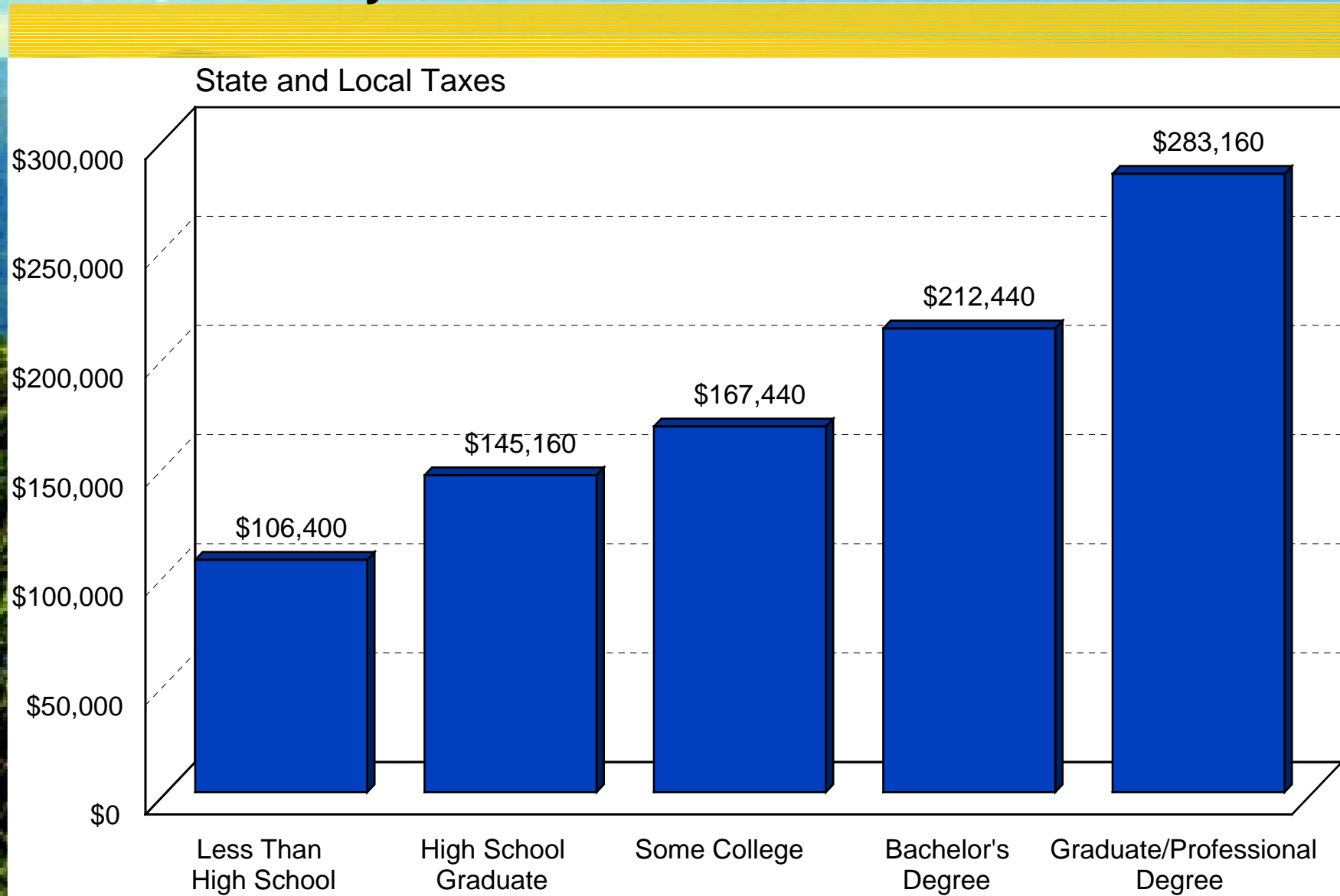


\*From March 2001 Current Population Survey

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



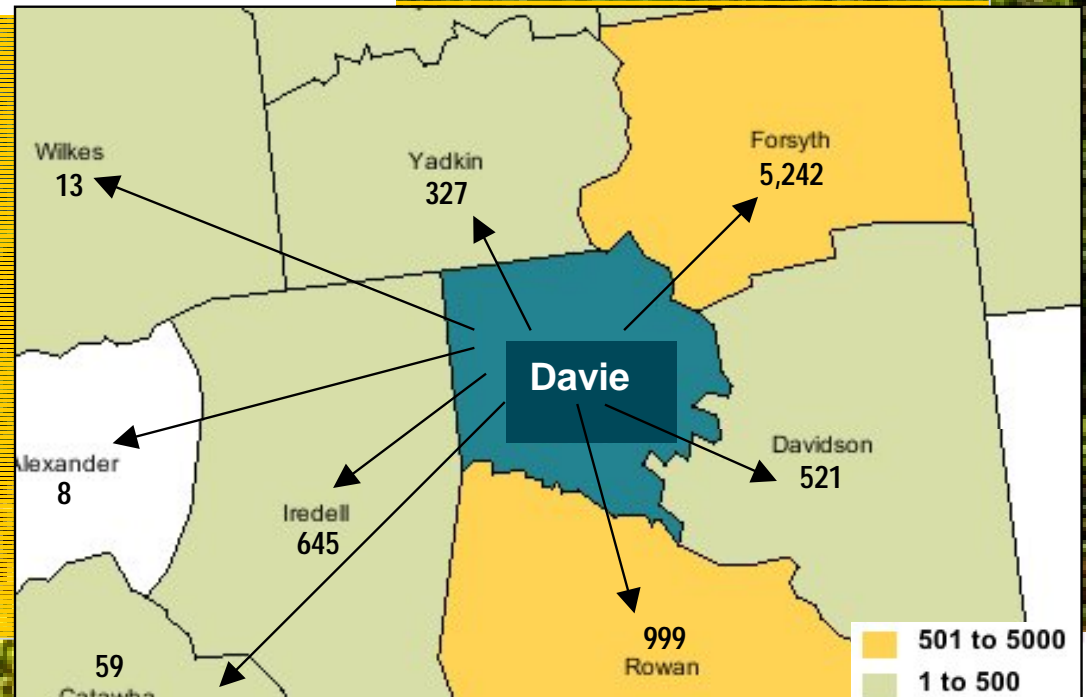
# Working Lifetime (40 Years) Total State and Local Taxes for Households by Educational Attainment of Householder



# Charts and Data

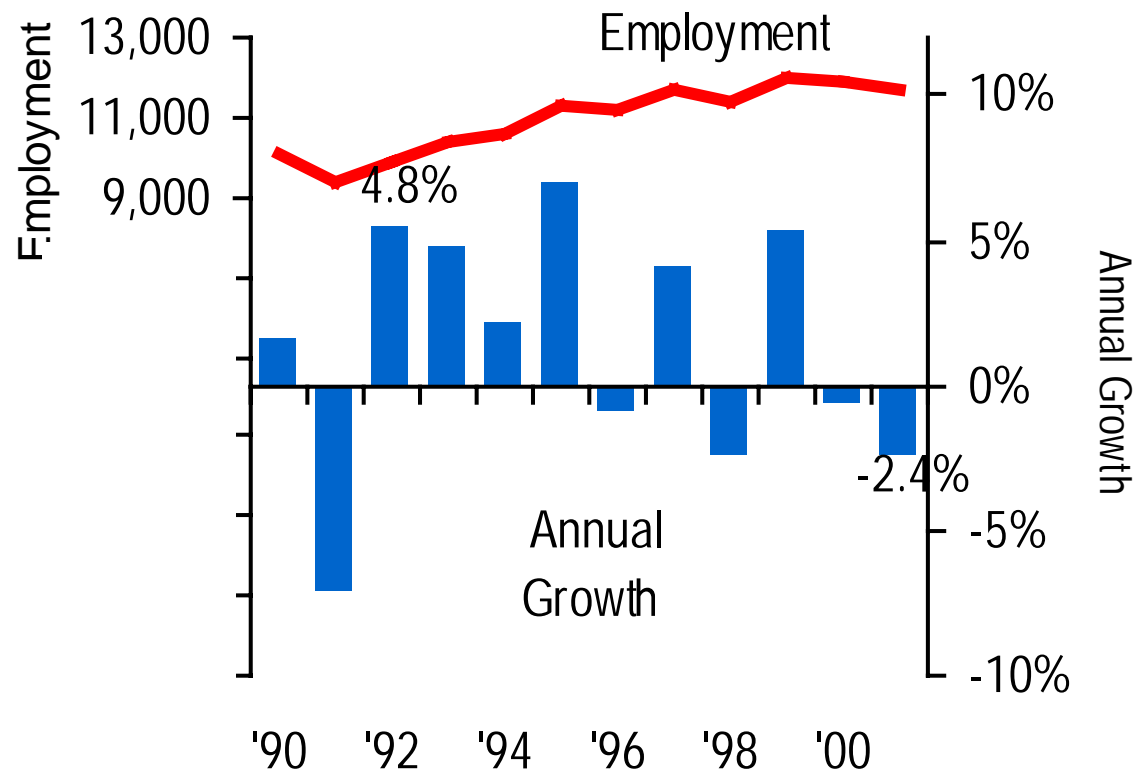
## Commuting Patterns, 1990 vs. 2000

People	1990	2000
<b>Working in Davie</b>	<b>10,610</b>	<b>10,692</b>
Live & work in Davie	8,214	7,710
Live elsewhere & work in Davie	2,396	2,982
% workforce commuting in	23%	28%
<b>Live in Davie &amp; work elsewhere</b>	<b>6,265</b>	<b>8,924</b>
% resident workers commuting out	43%	54%



# Charts and Data

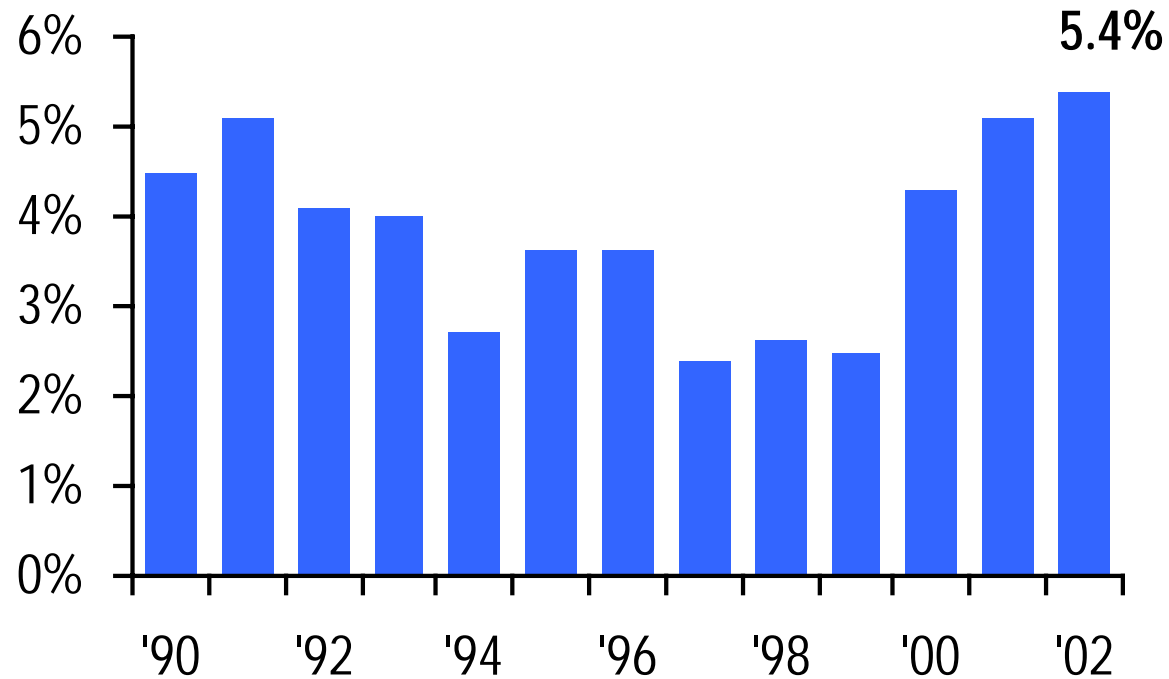
## Wage & Salary Employment, 1990 - 2001



Source: Employment Security Commission of NC

# Charts and Data

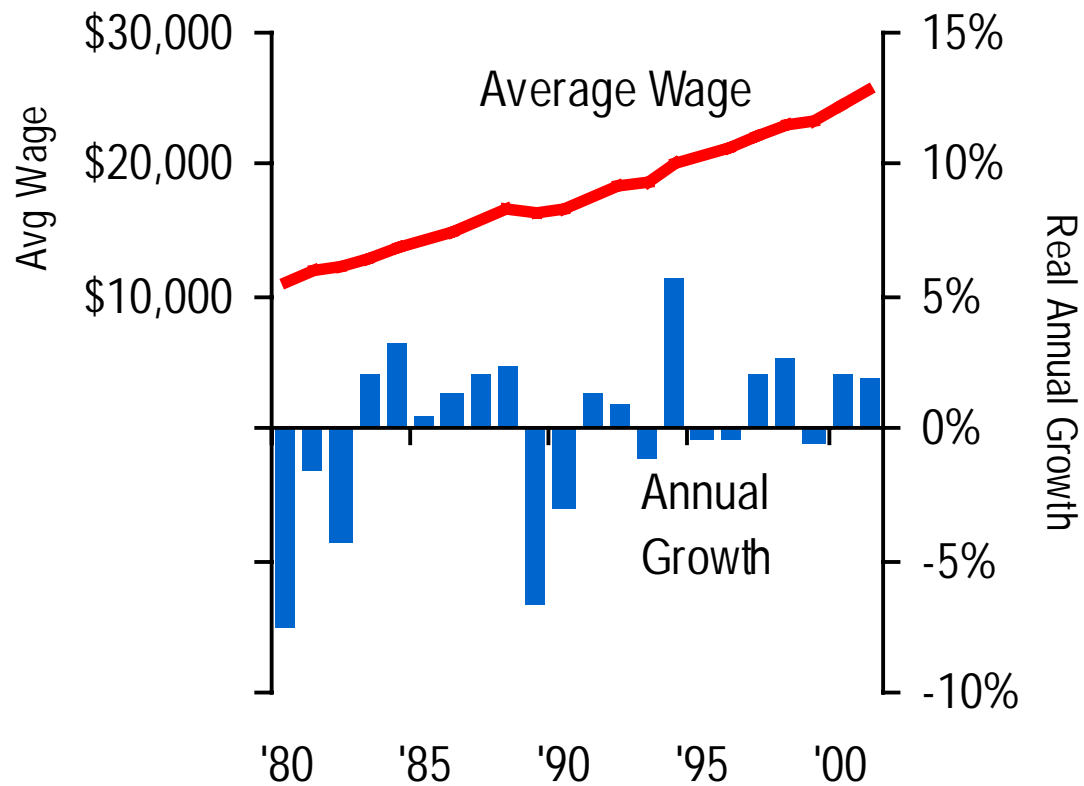
## Unemployment Rate, 1990-2002



Source: Employment Security Commission of NC

# Charts and Data

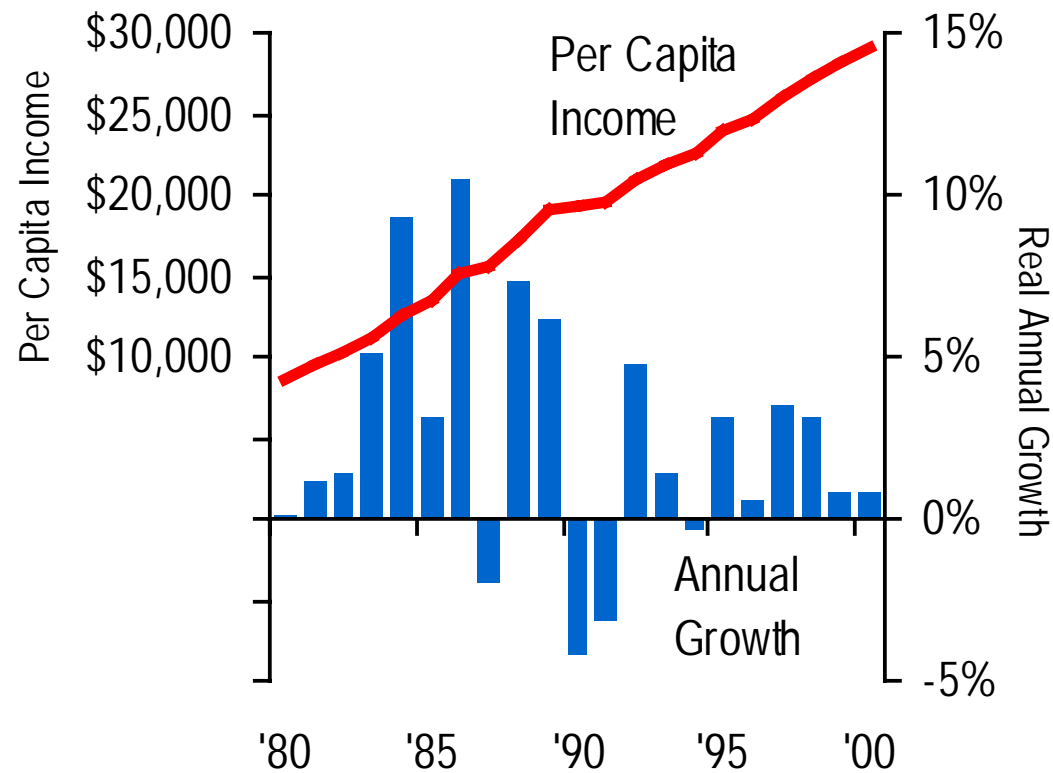
## Average Wage, 1980 - 2001



Source: Bureau of Economic Analysis; AngelouEconomics

# Charts and Data

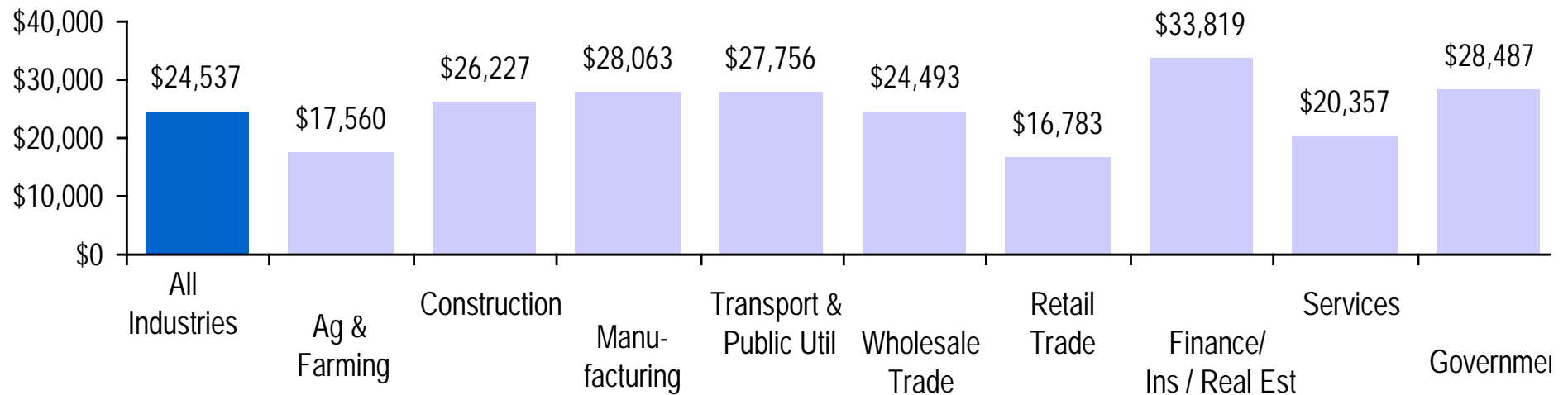
## Per Capita Income, 1980 - 2000



Source: Bureau of Economic Analysis; AngelouEconomics

# Charts and Data

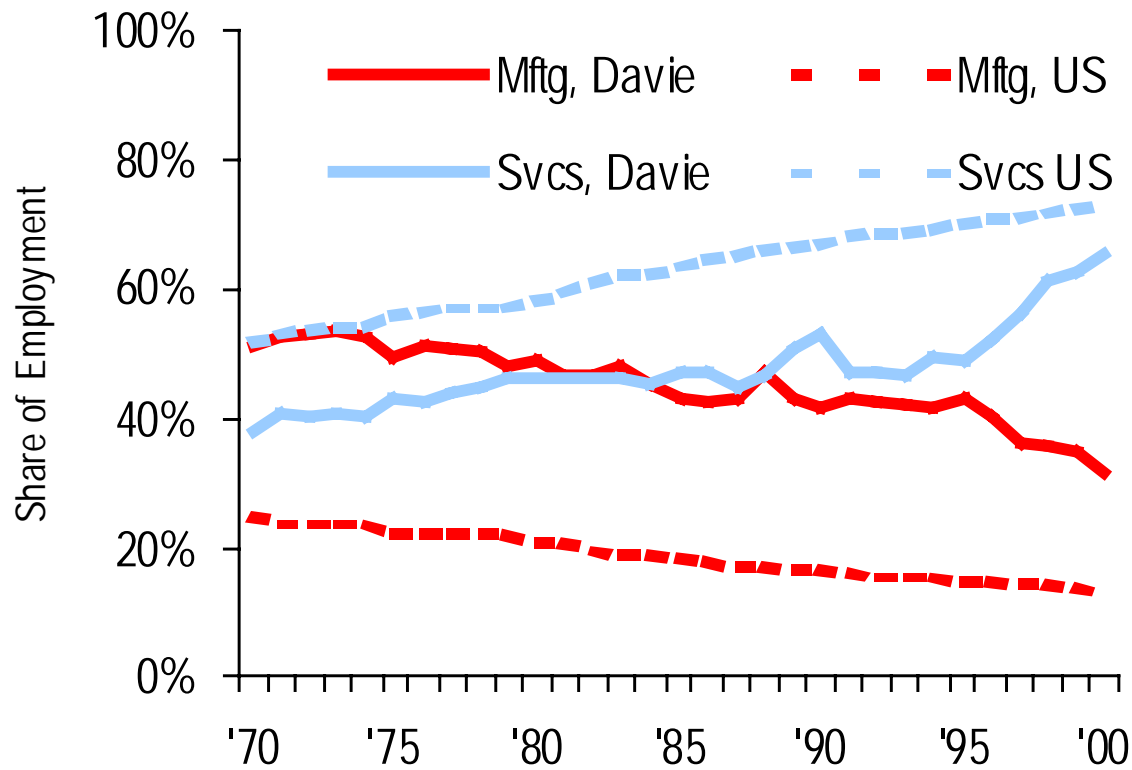
## Average Wage By Industry, 2000



Source: Employment Security Commission of North Carolina

# Charts and Data

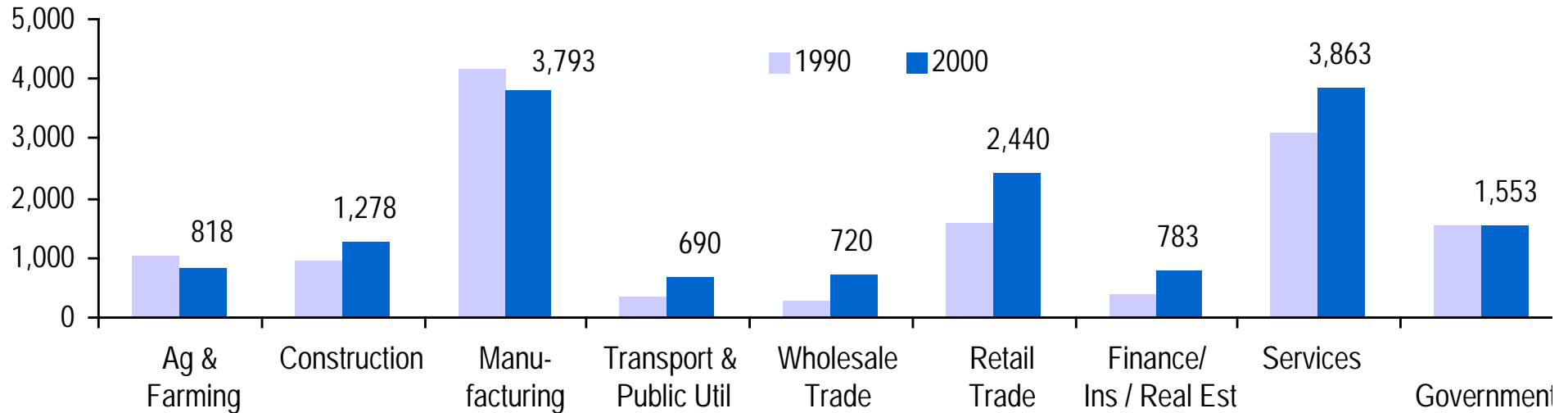
## Industry Shift, 1970 - 1999



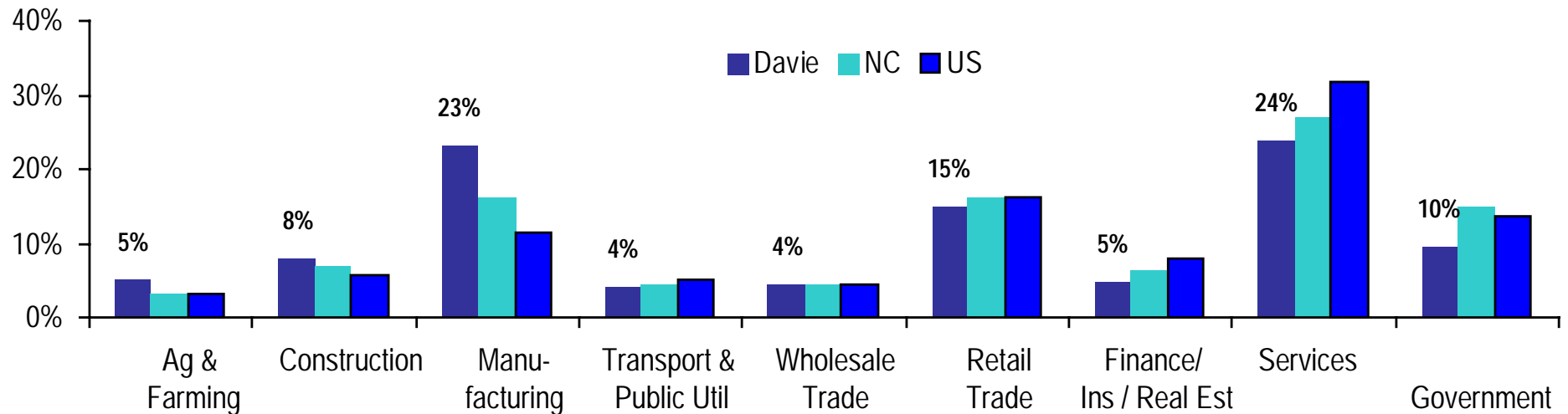
Source: U.S. Bureau of Labor Statistics; AngelouEconomics

# Charts and Data

## Employment by Industry

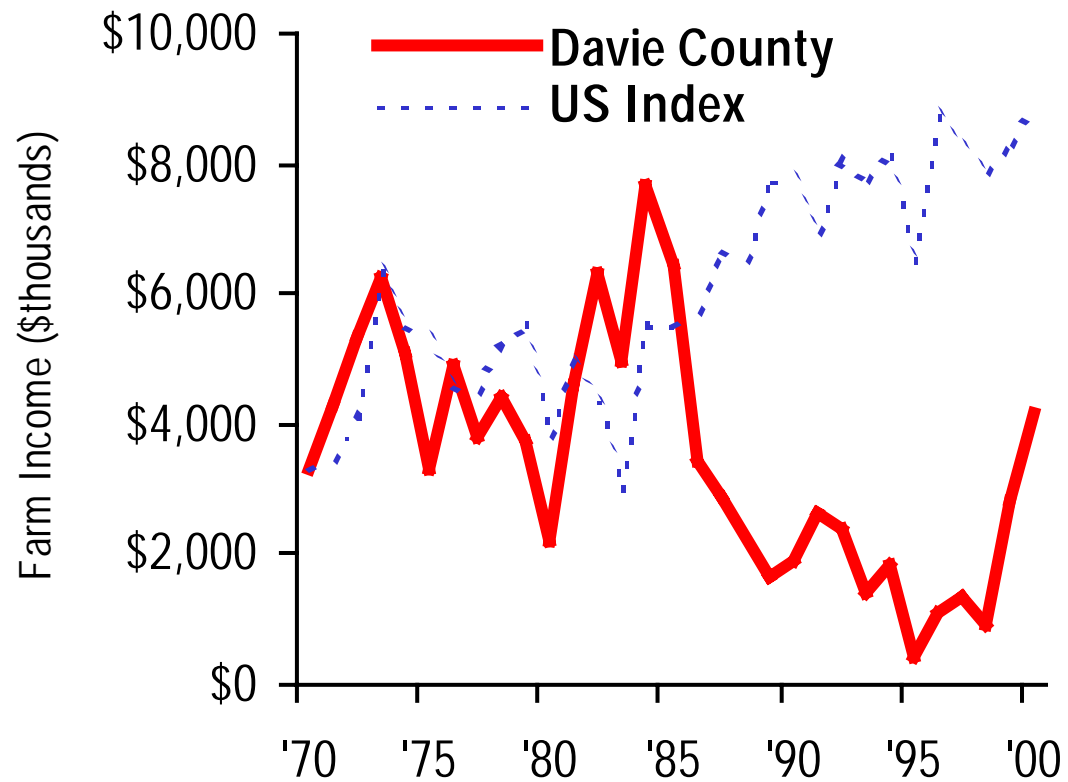


## Industry Share of Employment, 2000



# Charts and Data

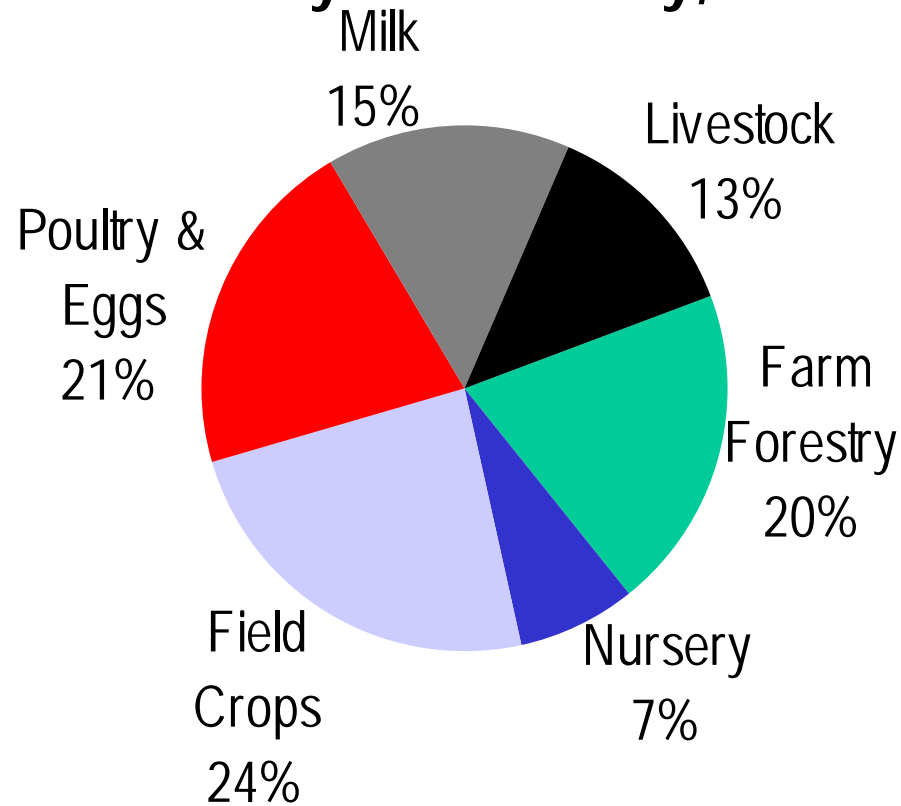
## Farm Incomes, 1970 - 2001



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

# Charts and Data

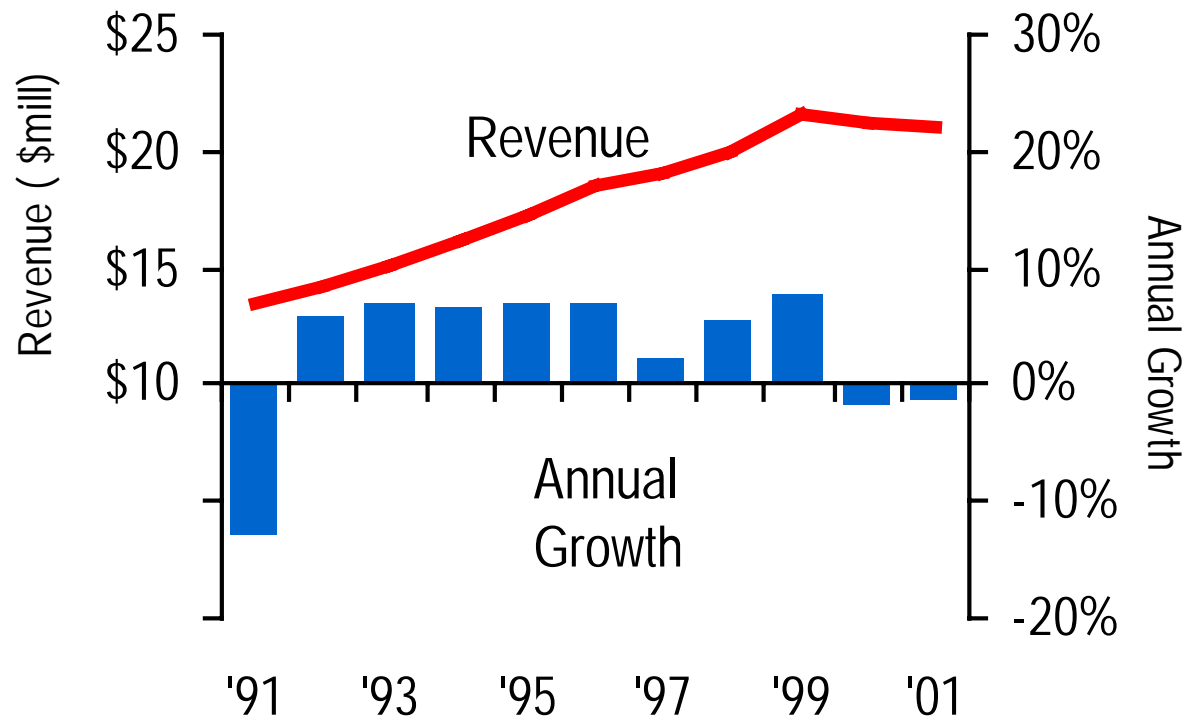
## Farm Income by Commodity, 2000



Source: NC Cooperative Extension

# Charts and Data

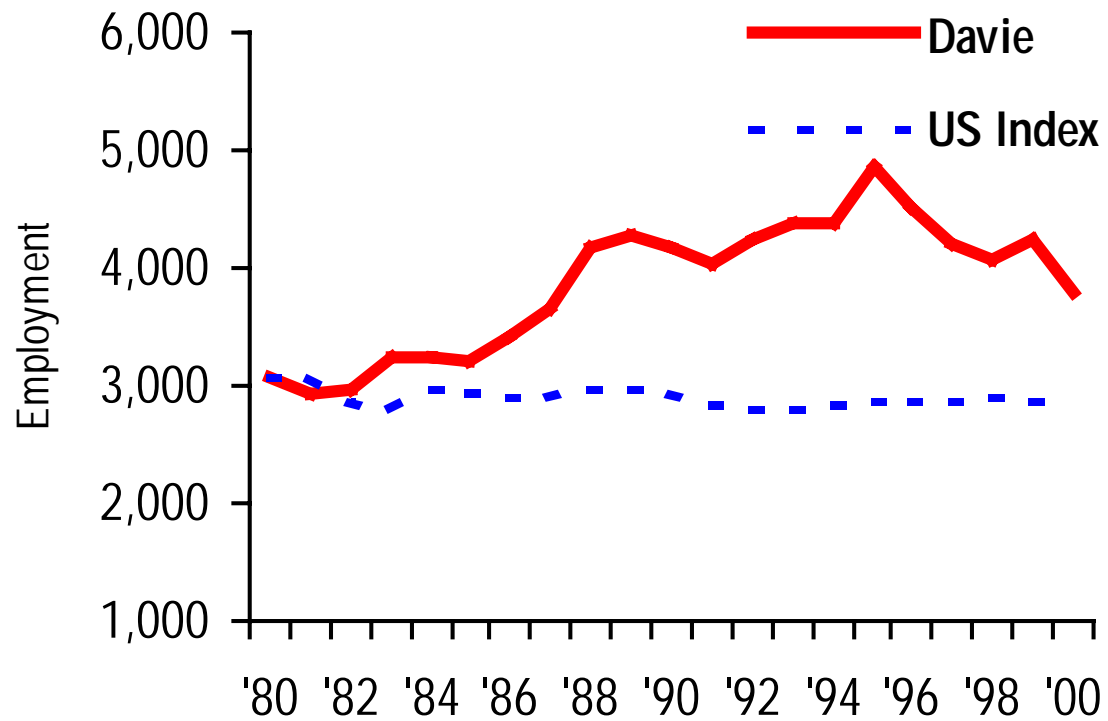
## Revenue from Tourism, 1991 - 2001



Source: NC Dept of Commerce

# Charts and Data

## Manufacturing Employment, 1980-2000



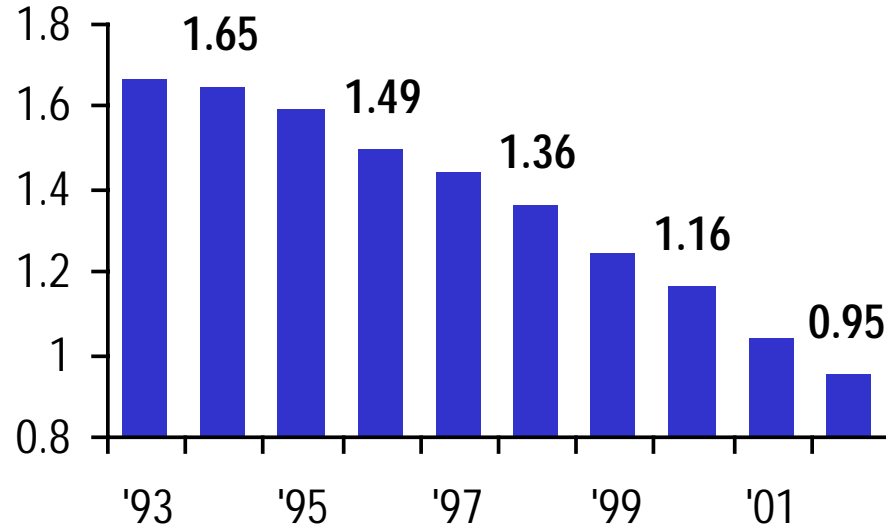
Source: US Bureau of Labor Statistics

# Charts and Data

## Textile Employment - US

SIC Codes 22 & 23

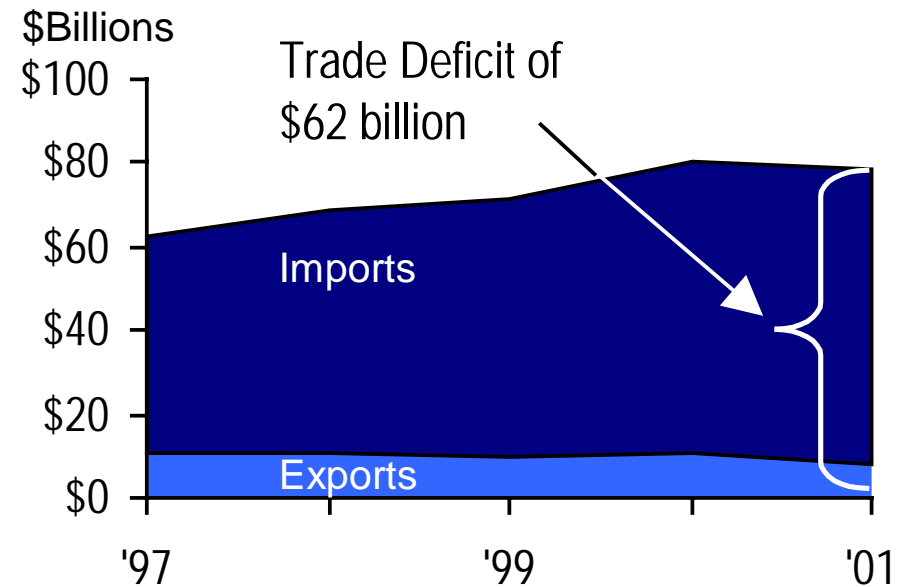
Millions of Workers



Source: Bureau of Labor Statistics

## Textile Trade - US

NAICS Codes 314 & 315



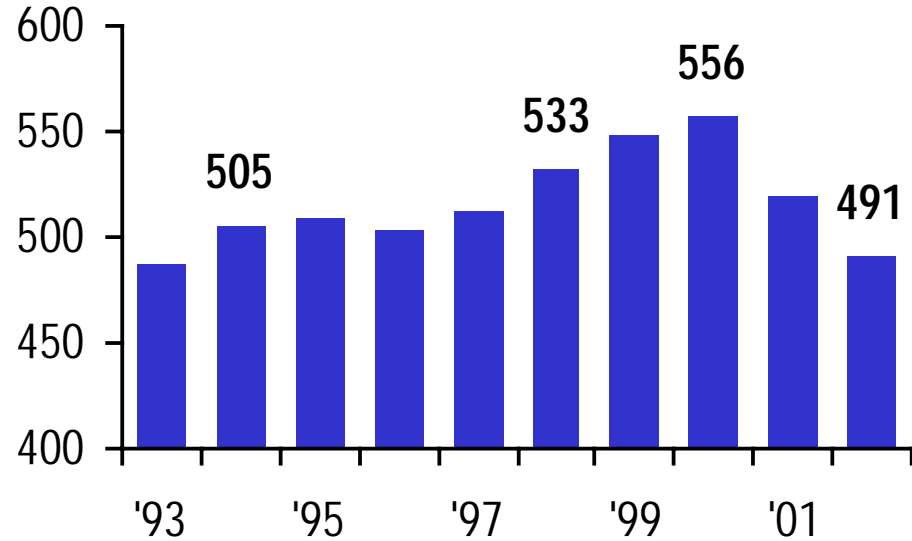
Source: International Trade Administration

# Charts and Data

## Furniture Manufacturing Employment - US

SIC Codes 25

Hundreds of thousands of Workers

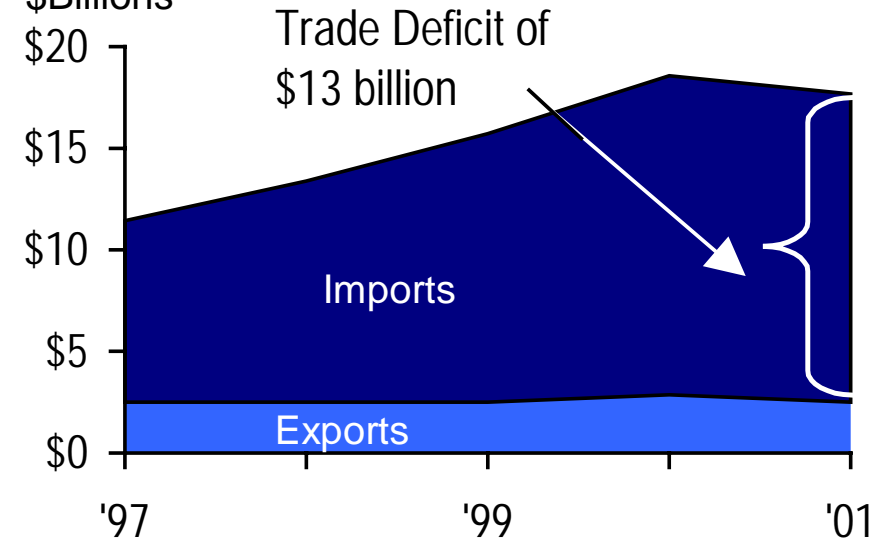


Source: Bureau of Labor Statistics

## Furniture Trade - US

NAICS Codes 337

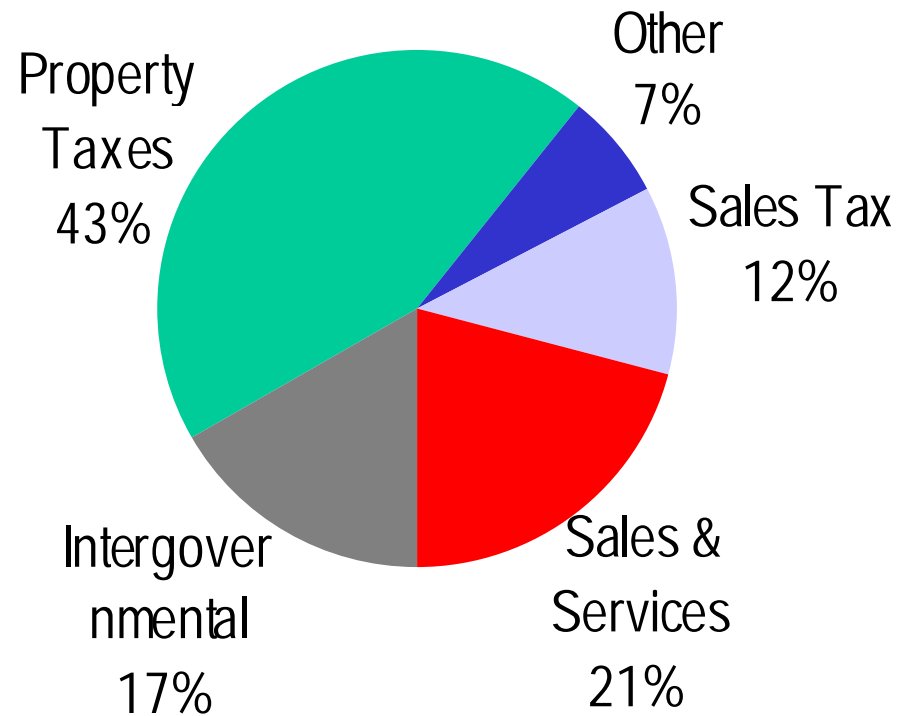
\$Billions



Source: International Trade Administration

# Charts and Data

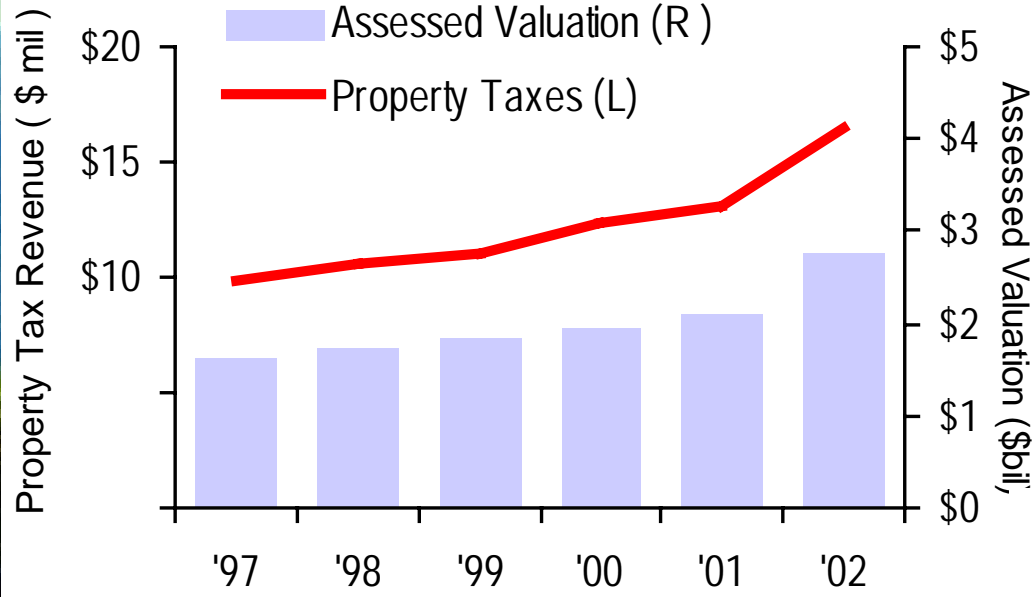
## Tax Revenue by Source, 2002



Source: NC Dept of State Treasurer

# Charts and Data

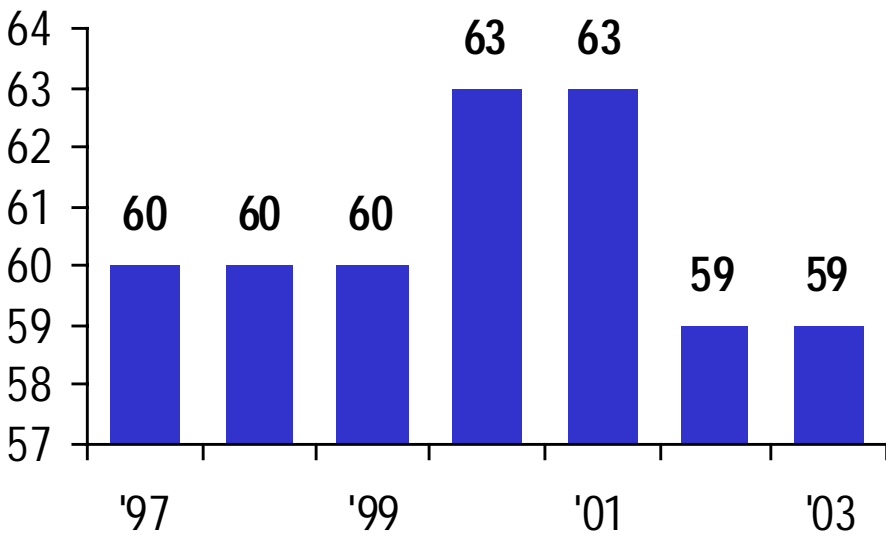
Revenue from Property Tax, 1997 - 2002



Source: NC State Treasurer, NC Dept of Revenue

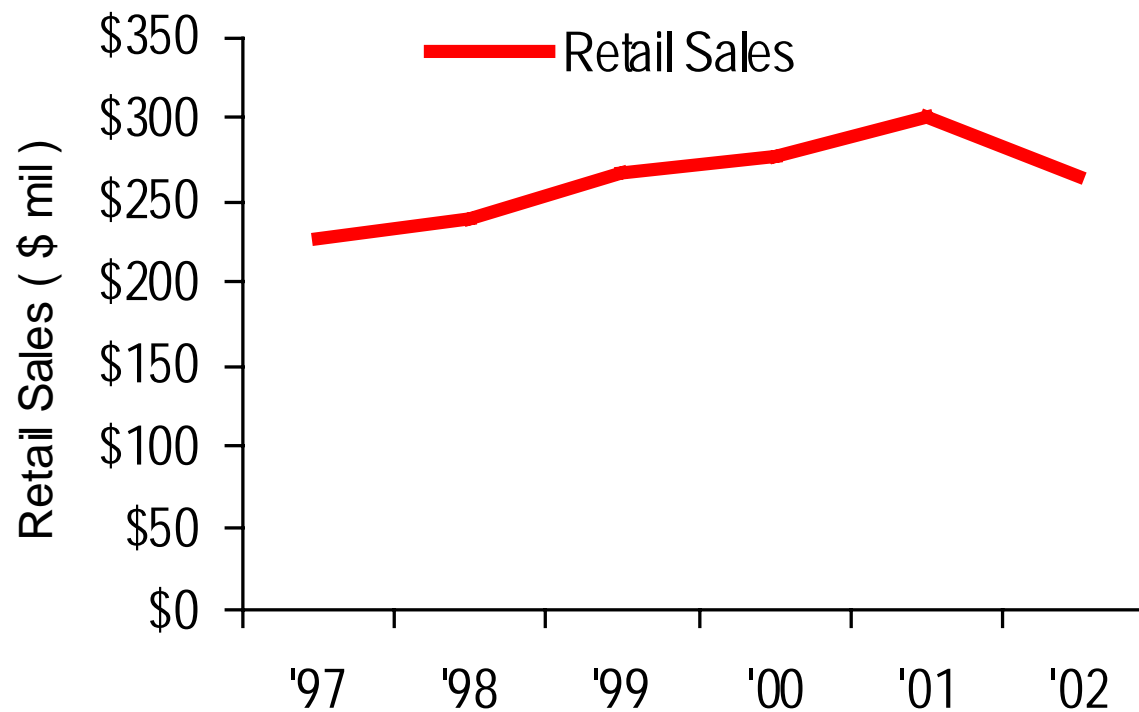
Property Tax Rates

Cents per \$100 Valuation



# Charts and Data

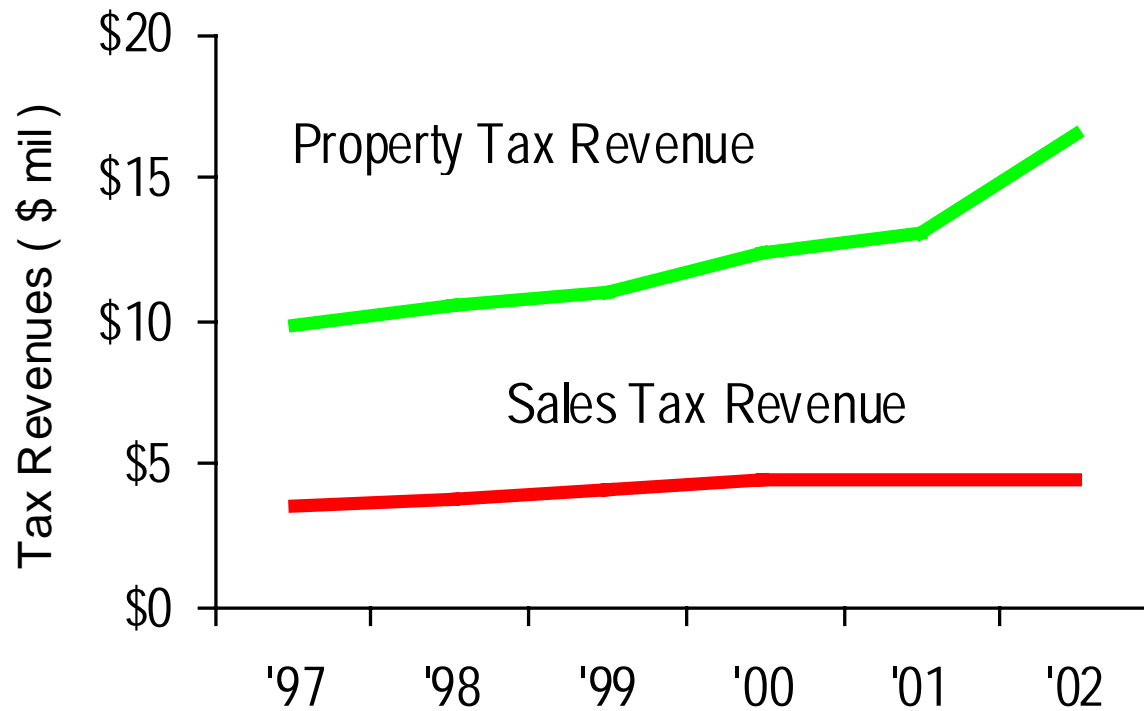
## Retail Sales, 1997 - 2002



Source: NC State Treasurer, NC Dept of Revenue

# Charts and Data

## Tax Revenue, 1997 - 2002

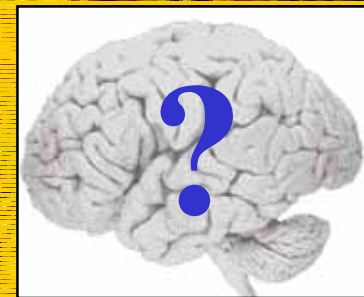


Source: NC State Treasurer, NC Dept of Revenue

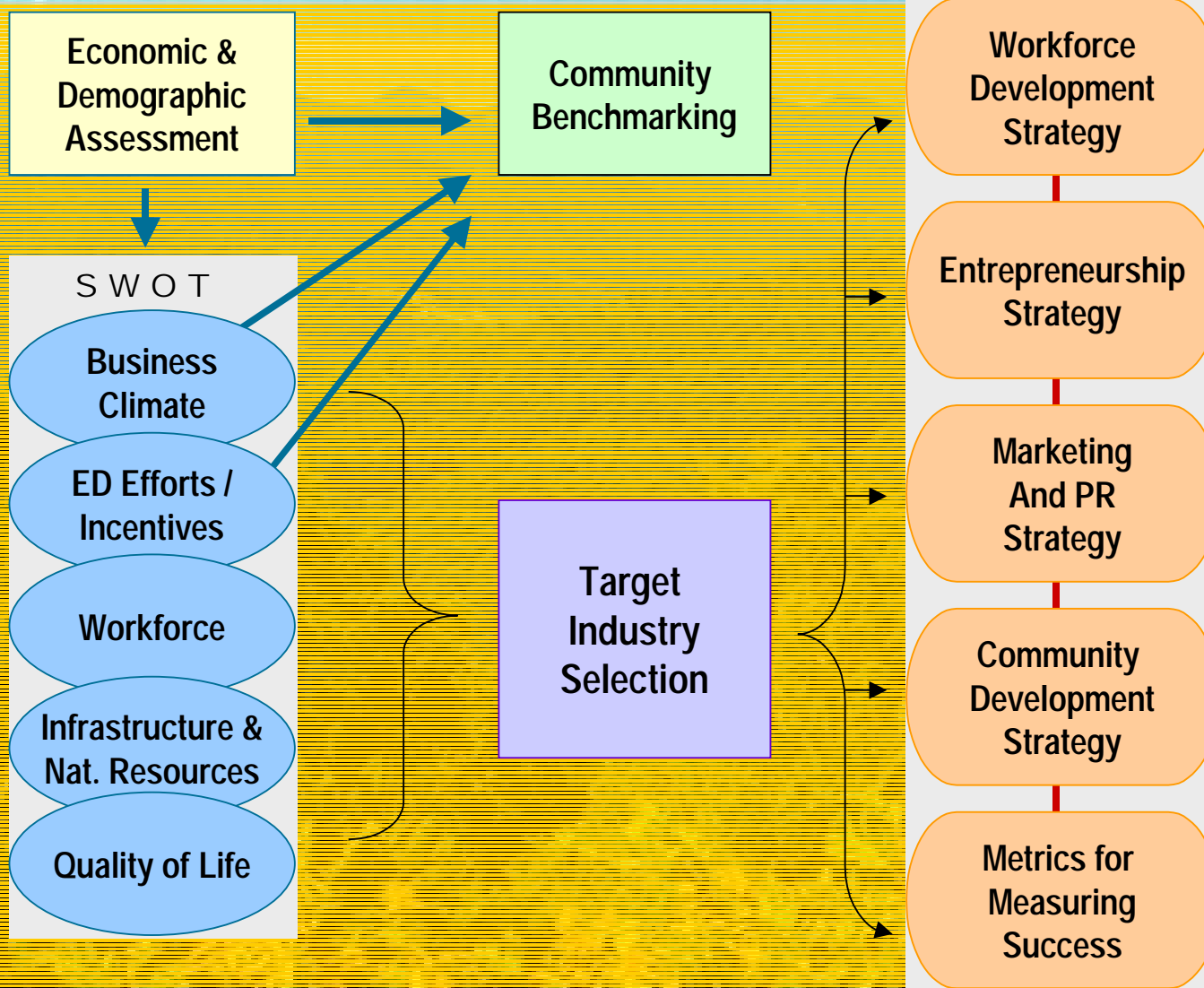
# Brainstorming

What types of Industries would you like have in Davie County?

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




# Next Steps



**Research/Input**

**Benchmarking**

**Recommendations**

A scenic view of a mountain range with dense green forests and a clear blue sky. The foreground shows a steep, forested slope with some yellowish-green foliage. The middle ground features rolling hills and valleys covered in thick green trees. The background shows distant, hazy mountain peaks under a bright blue sky.

# Davie County Economic and Demographic Assessment

*Thank you for your participation*