

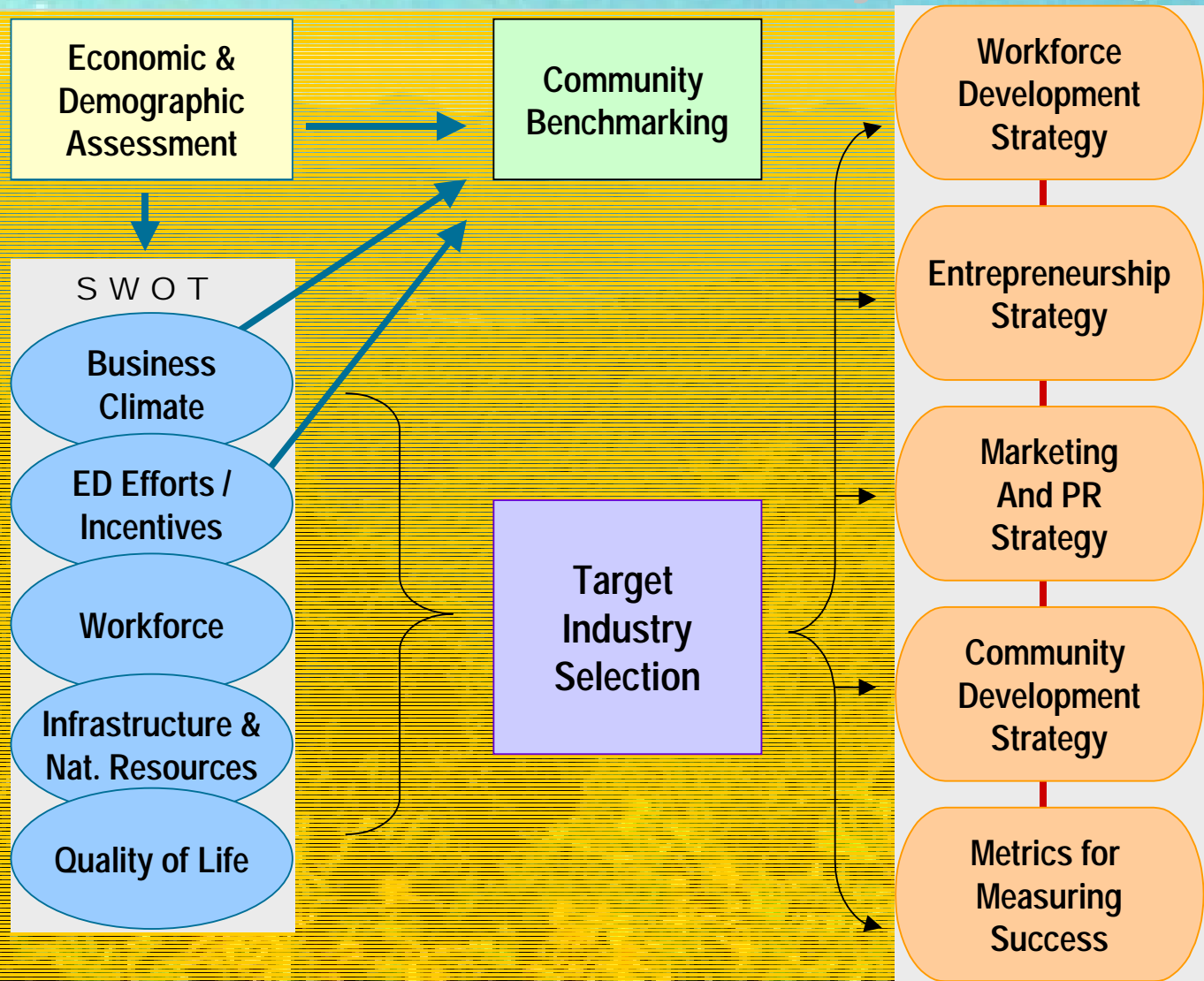


Stokes County Economic and Demographic Assessment

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

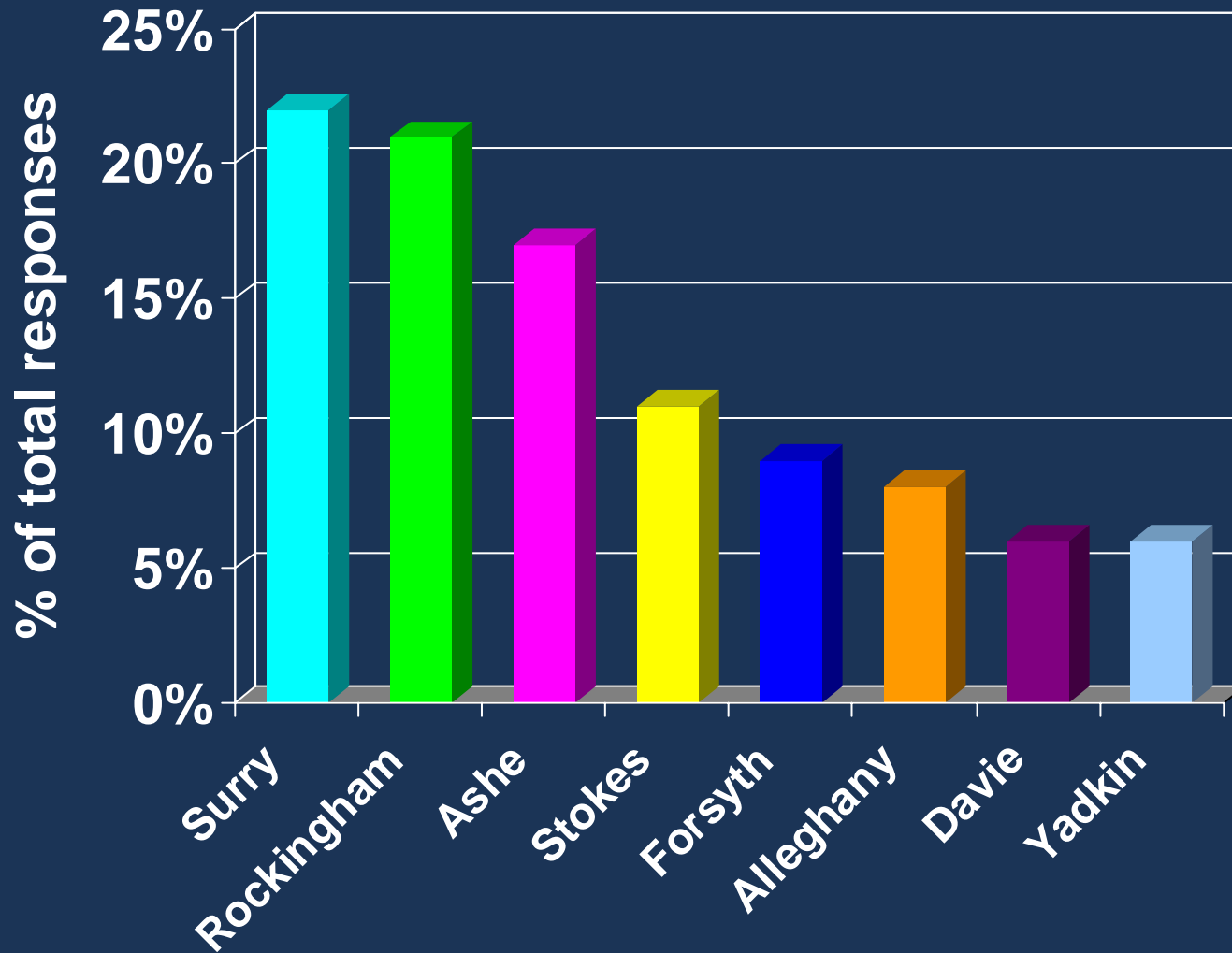
273 Companies

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



Stokes County Survey Response

Total Respondents- 106
Residents- 77
Companies- 29

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.”

Stokes Corporate Findings

Top Areas of Importance

- K-12 Education
- Strong economic growth
- Family environment
- Effective government leadership
- Good healthcare

Top Areas to Improve

- Strong economic growth
- University
- Location for high tech
- R&D resources
- Local community college

Stokes Individual Findings

Top Areas of Importance

- K-12 education
- Good healthcare
- Effective government leadership
- Low crime
- Job availability

Top Areas to Improve

- Local community college
- University
- High paying jobs
- Career advancement opportunities
- Location for high tech

Charts and Data

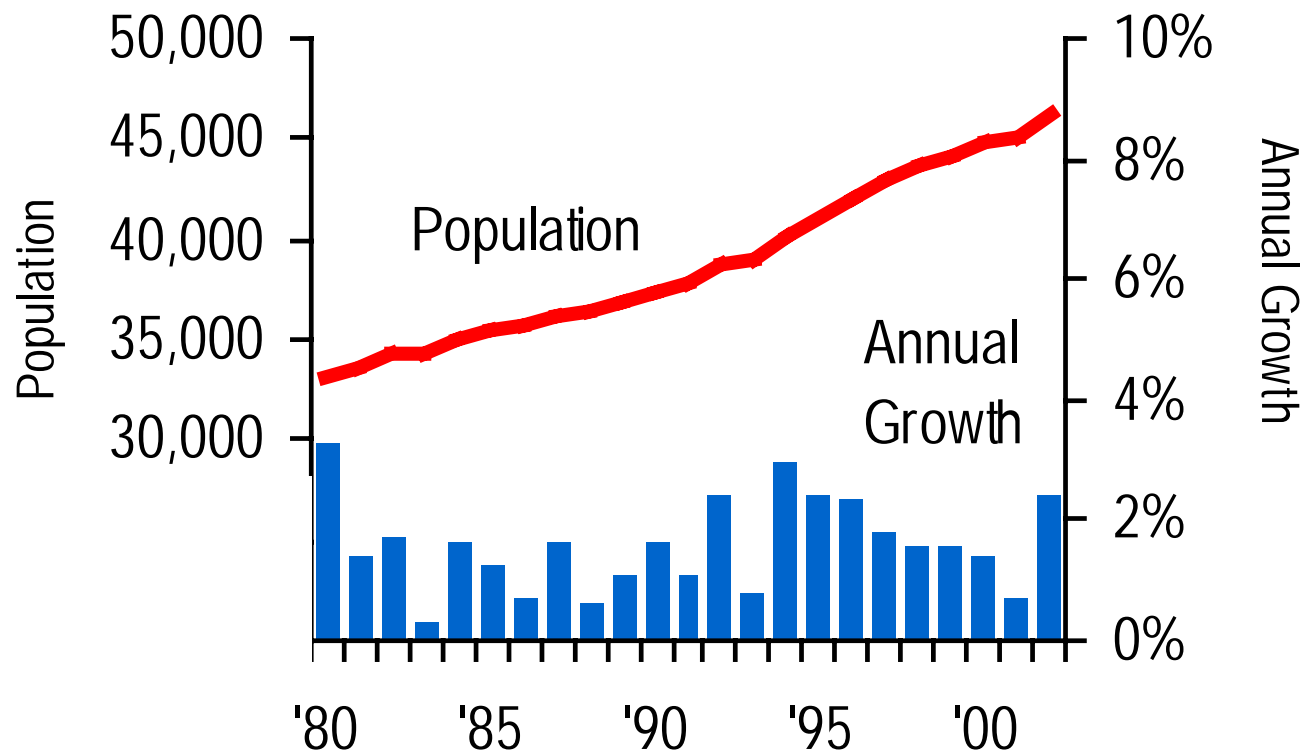
Stokes County at a Glance

Population, 2002	46,268
Net New Population, 90-00	7,488
% Change, 90-00	20.1%
% of Adults with a Bachelor's Degree or higher	9.3%
% of Private Sector Workforce in Manufacturing	22.5%
Median Household Income	\$38,808
Median Home Value	\$94,700
Private Sector Jobs ²	5,618
Total Private Sector Payroll	\$118.6 mil
Avg. Private Sector Salary	\$21,100
Avg. Manufacturing Salary	\$26,600
Avg. Professional Industry Salary	\$19,385

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

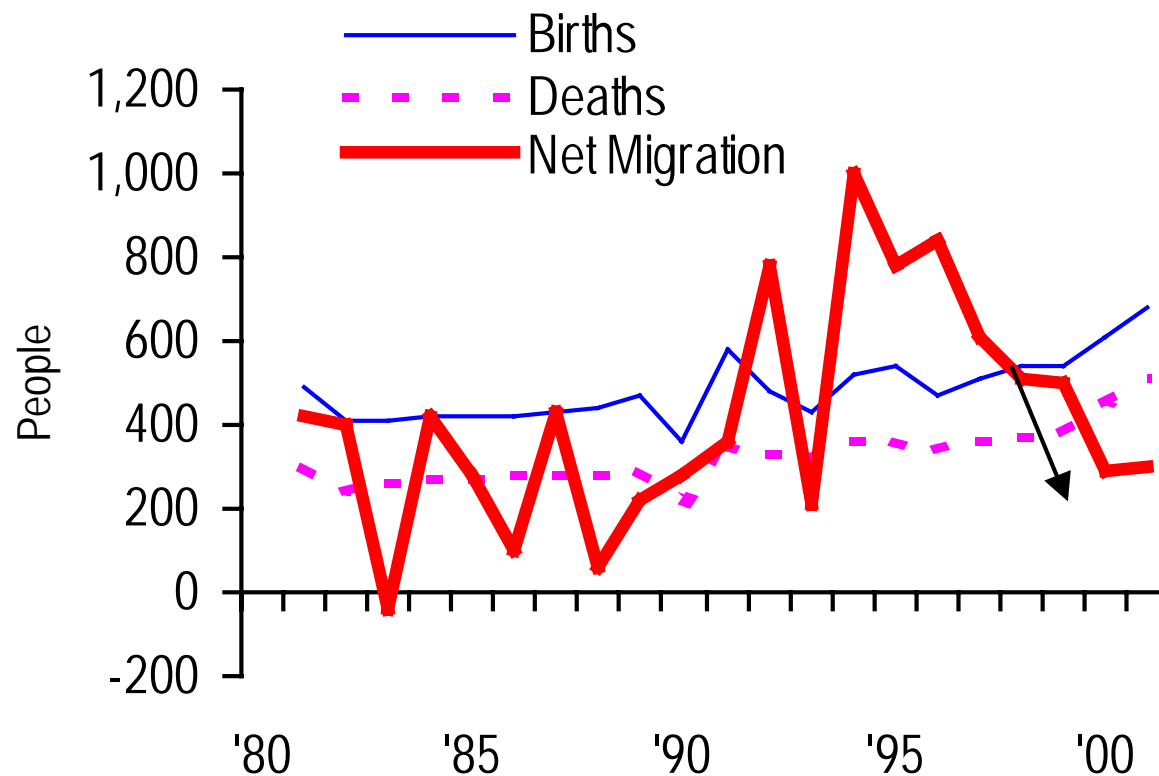
Population Breakdown

	Population, 2000	% Growth 1990-2000
Stokes County	44,711	20.1%
King	5,952	46.6%
Danbury	108	-8.5%

Source: U.S. Census

Charts and Data

Components of Population Change

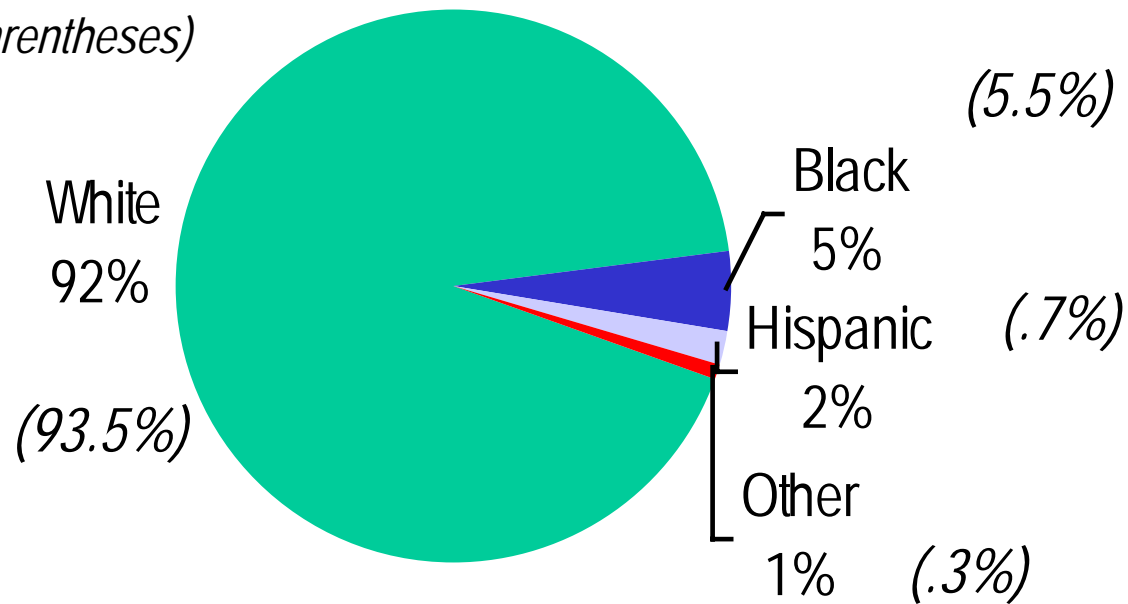


Source: U.S. Census Bureau

Charts and Data

Racial Composition, 2000

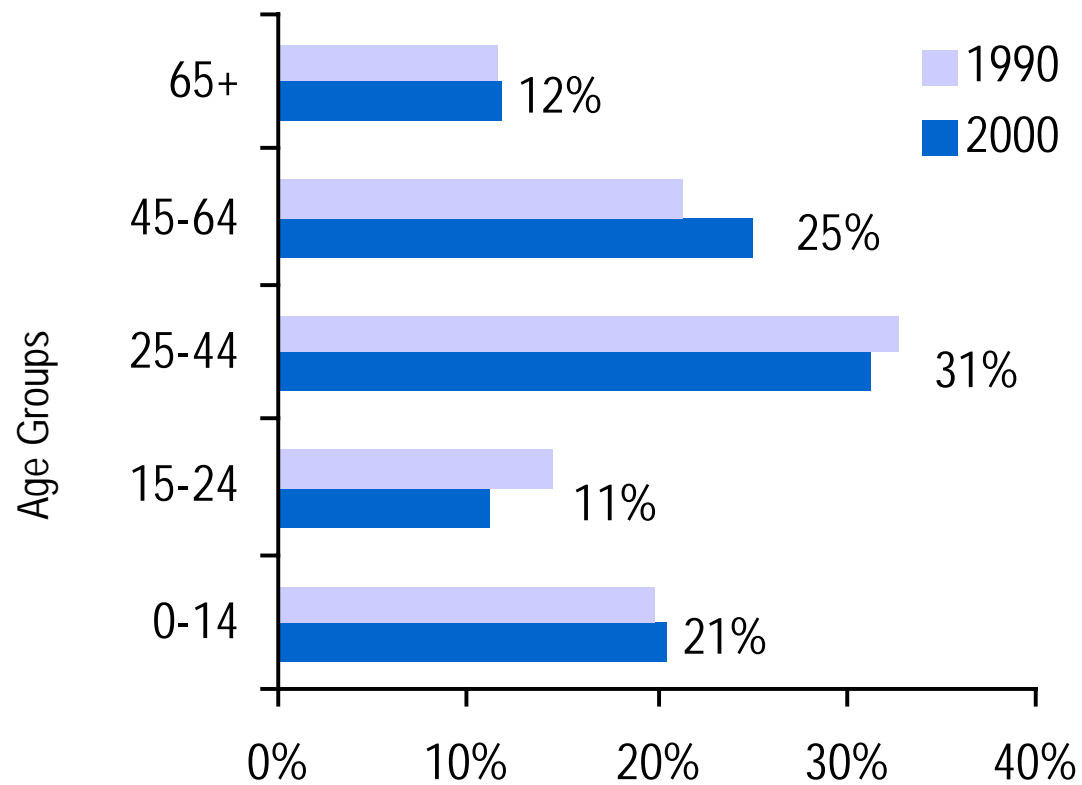
(1990 values in parentheses)



Source: U.S. Census Bureau

Charts and Data

Age Distribution, 1990 vs. 2000

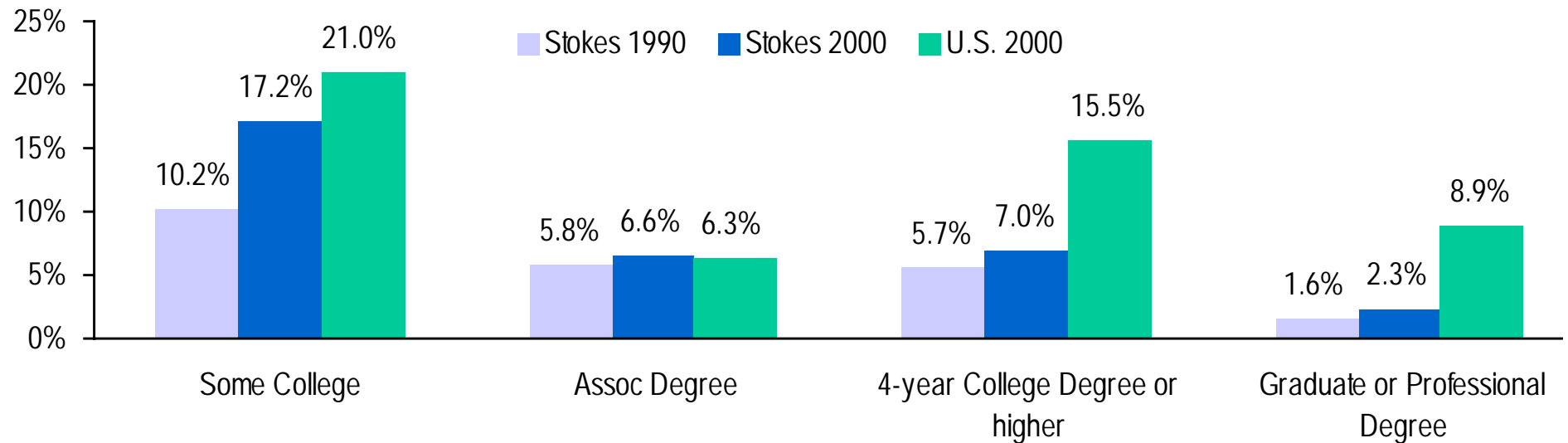


Source: U.S. Census Bureau

Charts and Data

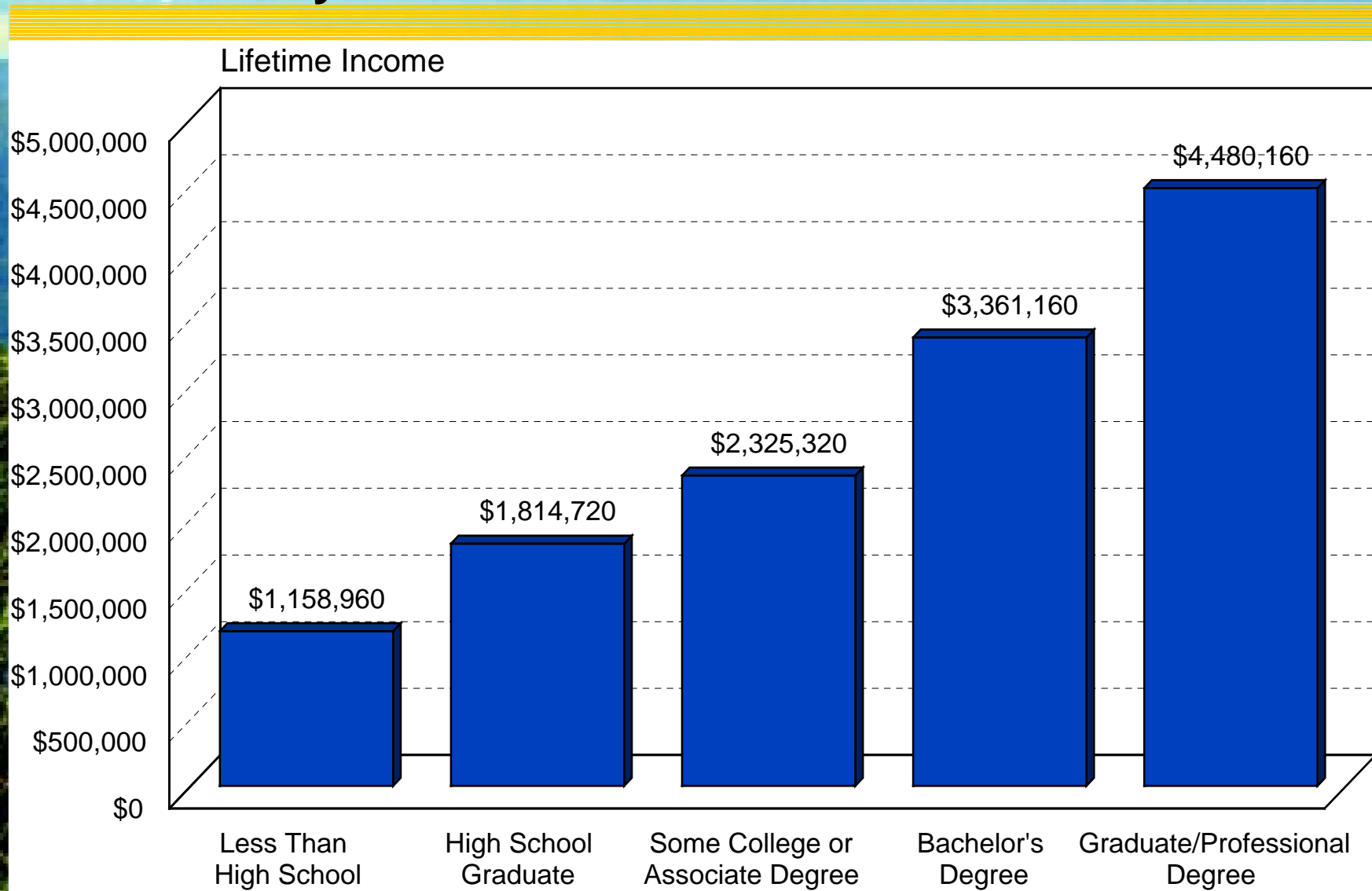
Educational Attainment Comparison, 1990 vs. 2000

Adults 25 years or older



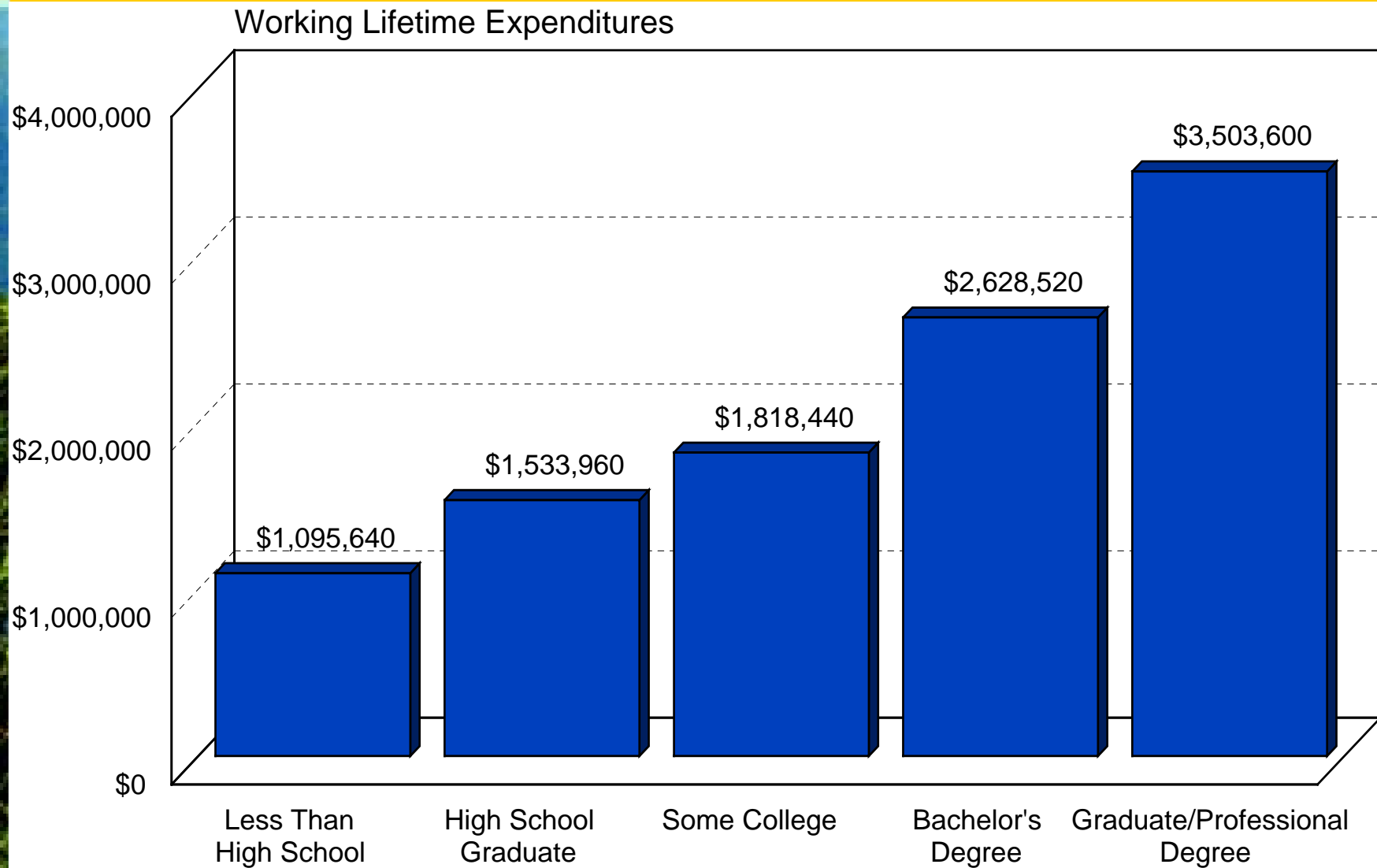
Source: U.S. Census Bureau; AngelouEconomics

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

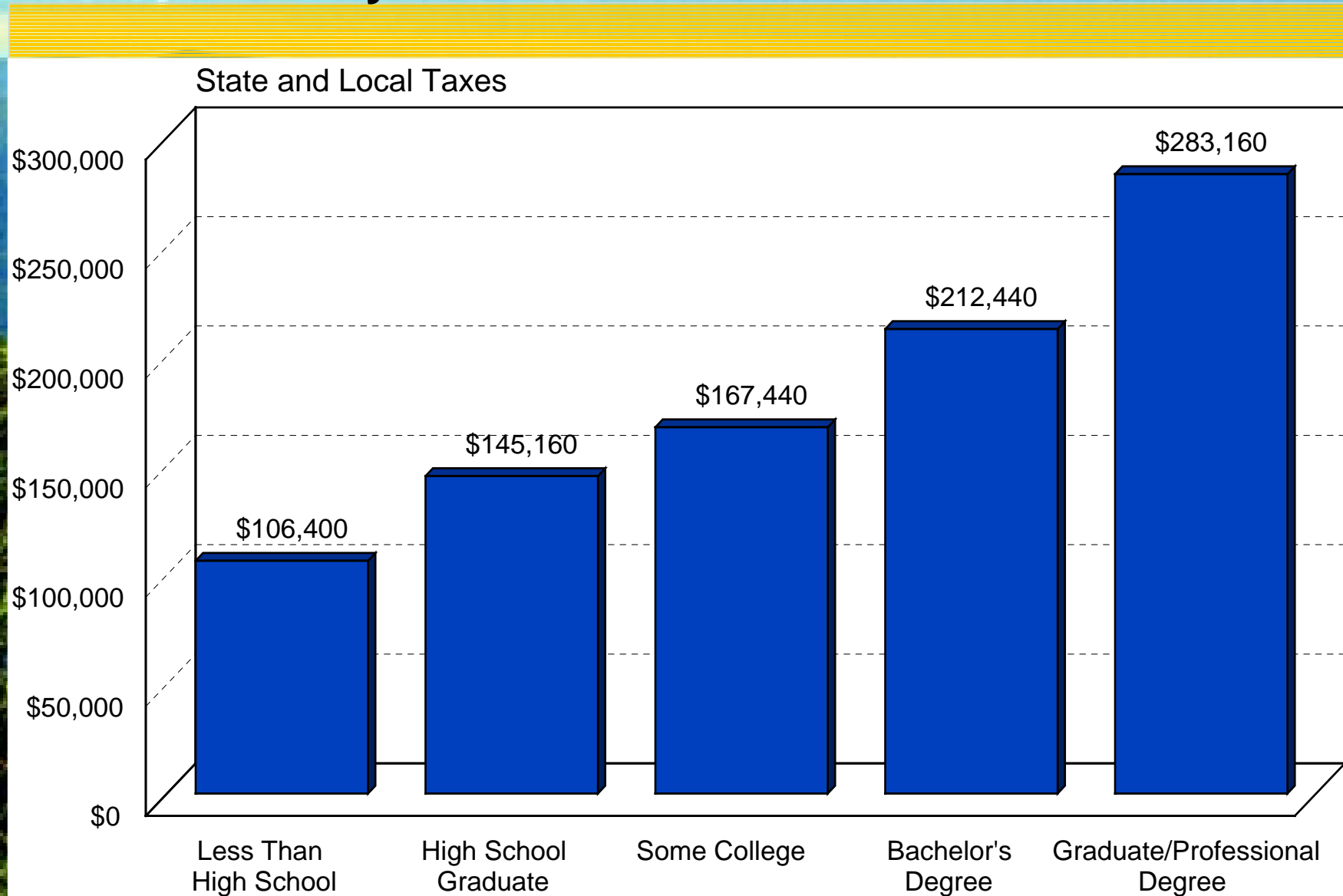


*From March 2001 Current Population Survey

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



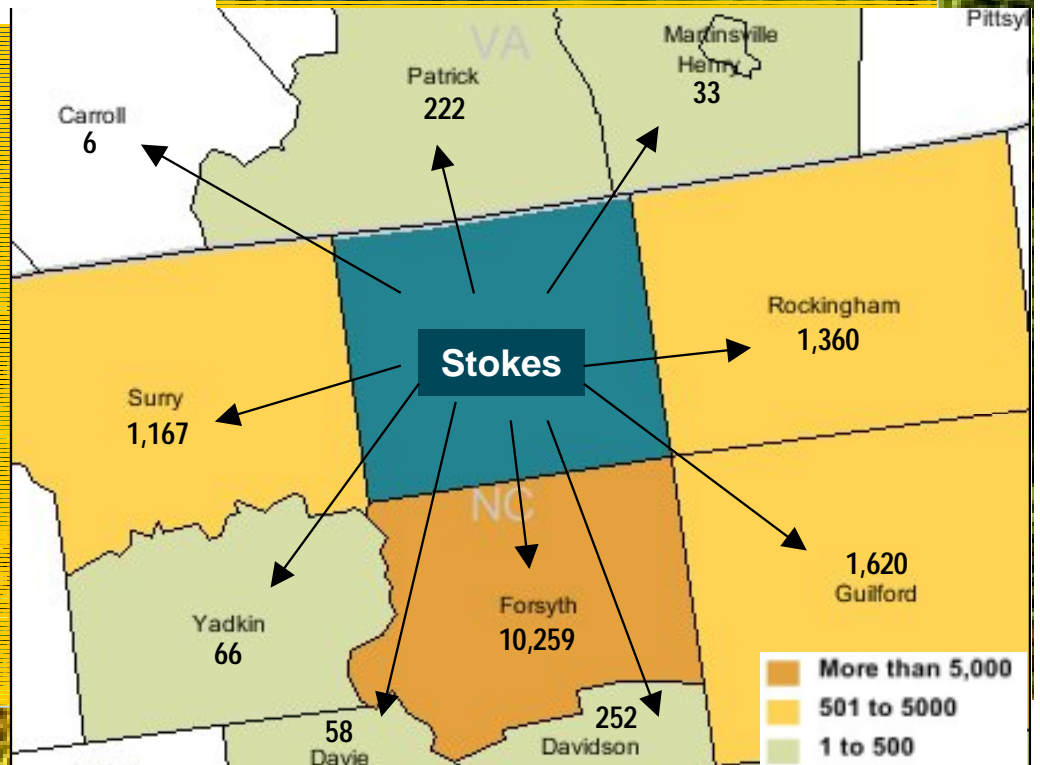
Working Lifetime (40 Years) Total State and Local Taxes for Households by Educational Attainment of Householder



Charts and Data

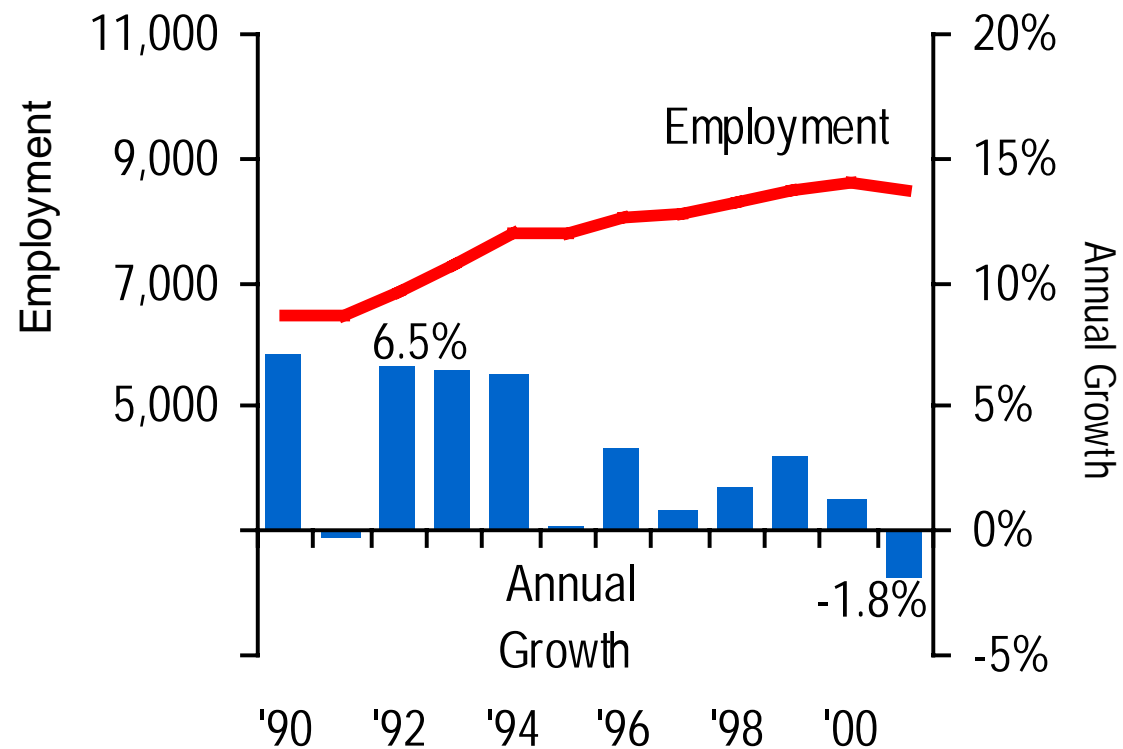
Commuting Patterns, 1990 vs. 2000

People	1990	2000
Working in Stokes	7,721	9,118
Live & work in Stokes	5,578	6,330
Live elsewhere & work in Stokes	2,143	2,788
% workforce commuting in	28%	31%
Live in Stokes & work elsewhere	13,144	15,379
% resident workers commuting out	70%	71%



Charts and Data

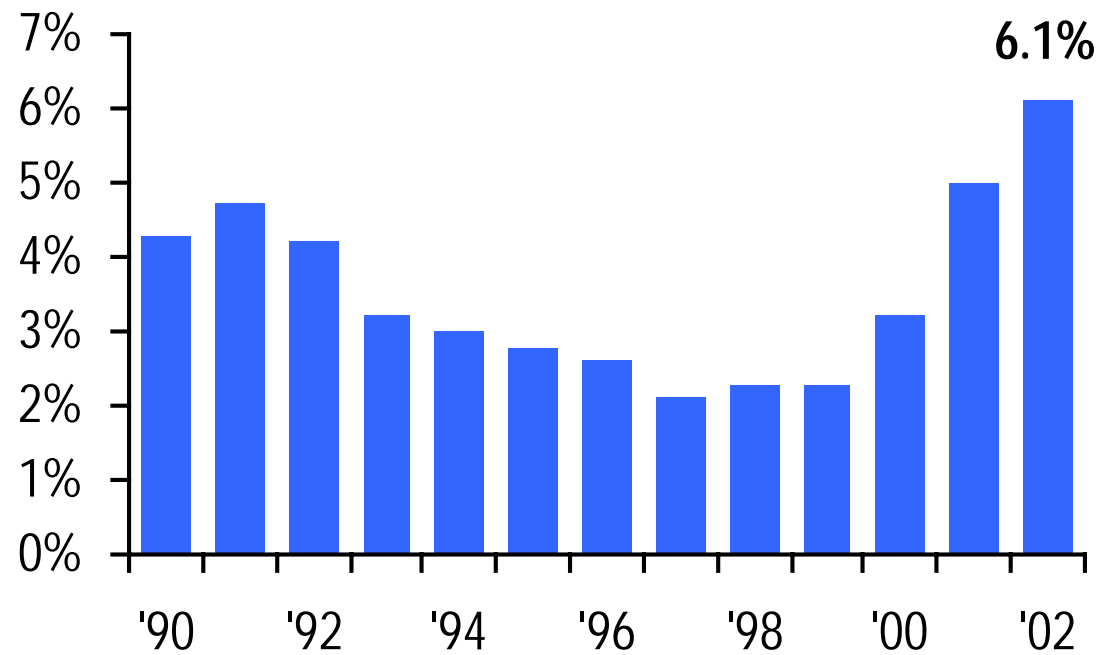
Wage & Salary Employment, 1990 - 2001



Source: Employment Security Commission of NC

Charts and Data

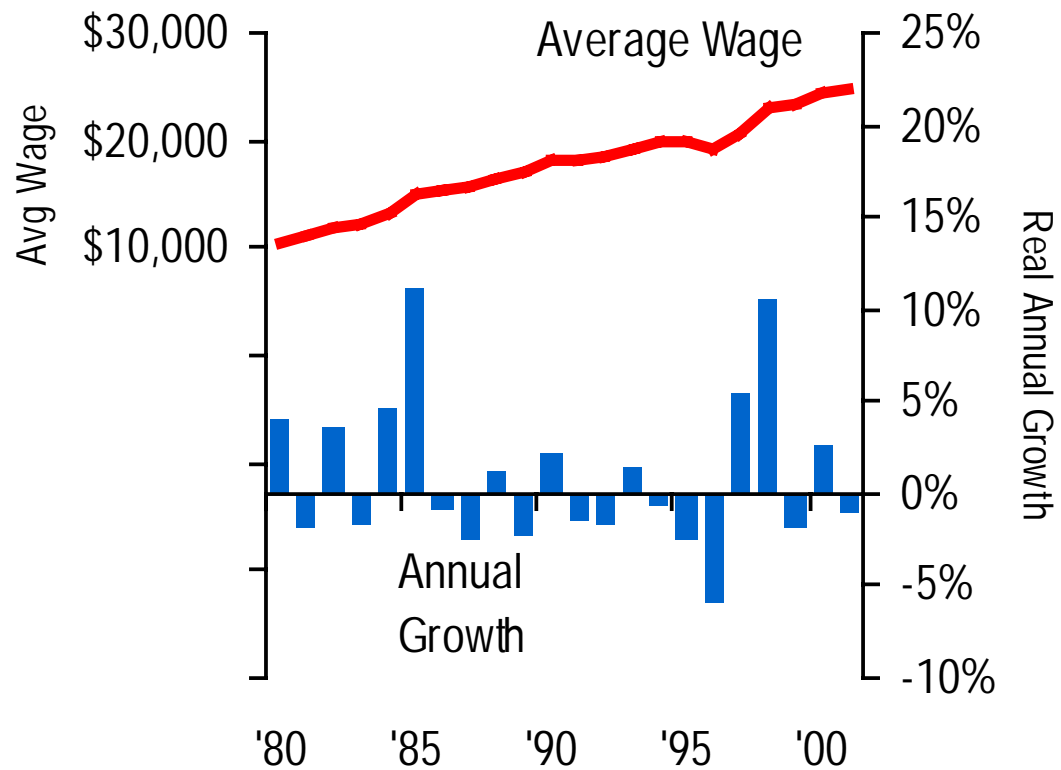
Unemployment Rate, 1990-2002



Source: Employment Security Commission of NC

Charts and Data

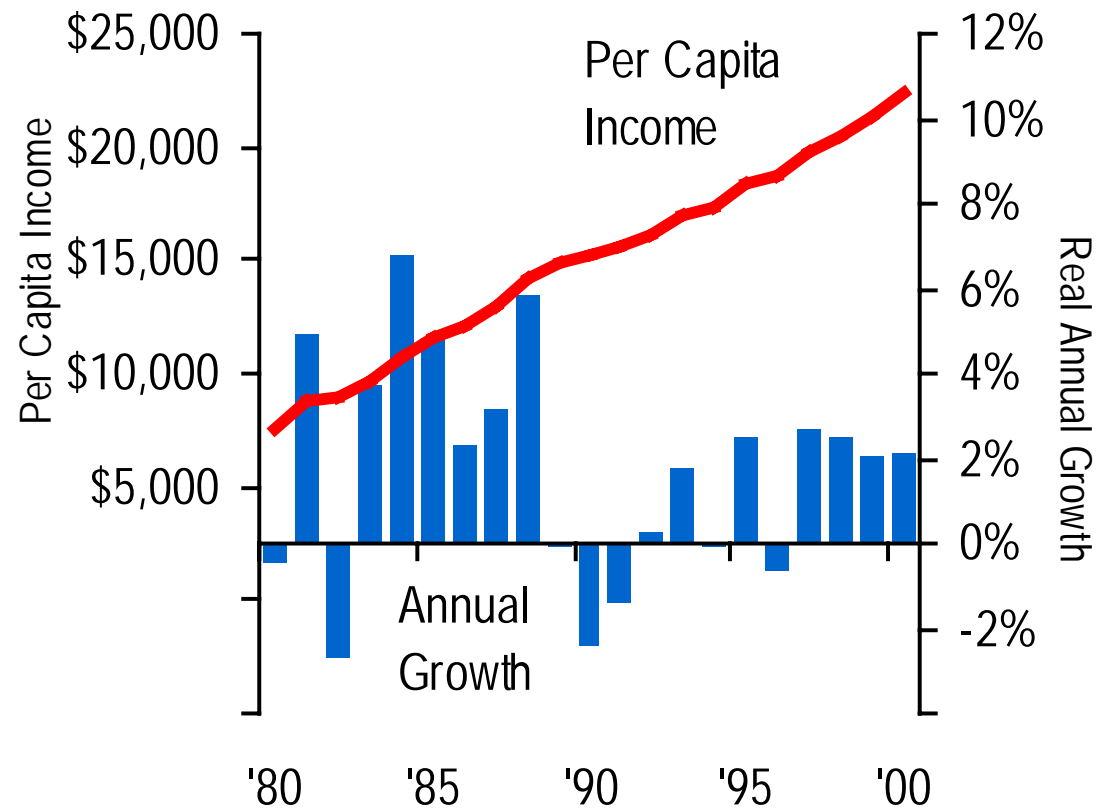
Average Wage, 1980 - 2001



Source: Bureau of Economic Analysis; AngelouEconomics

Charts and Data

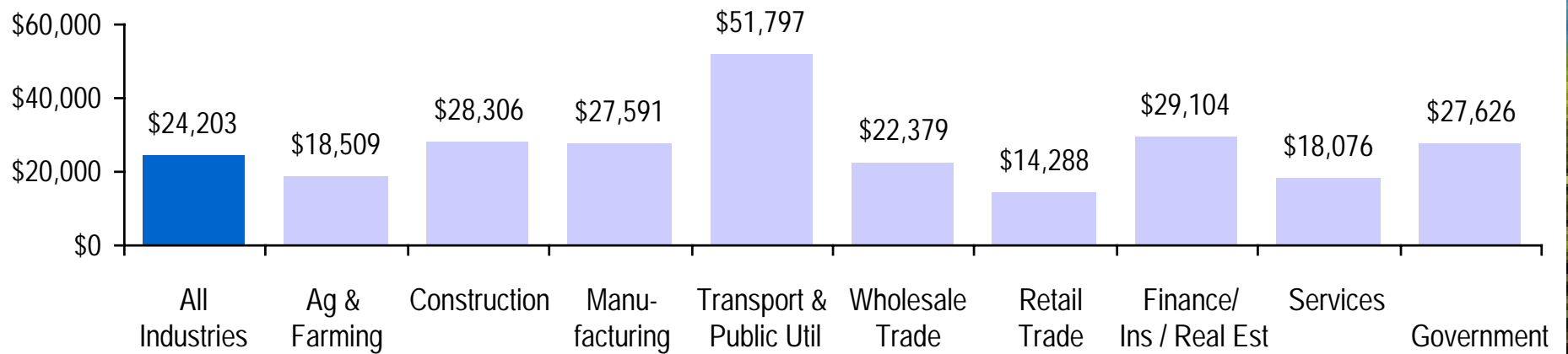
Per Capita Income, 1980 - 2000



Source: Bureau of Economic Analysis; AngelouEconomics

Charts and Data

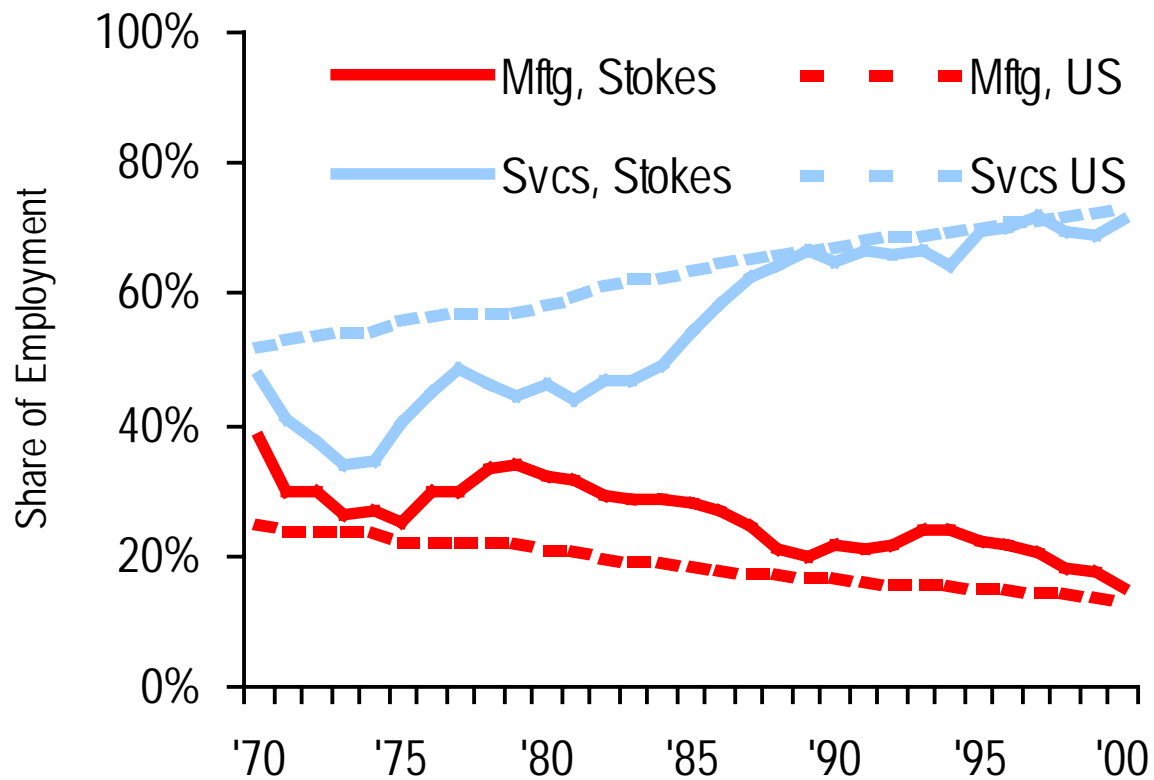
Average Wage By Industry, 2000



Source: Employment Security Commission of North Carolina

Charts and Data

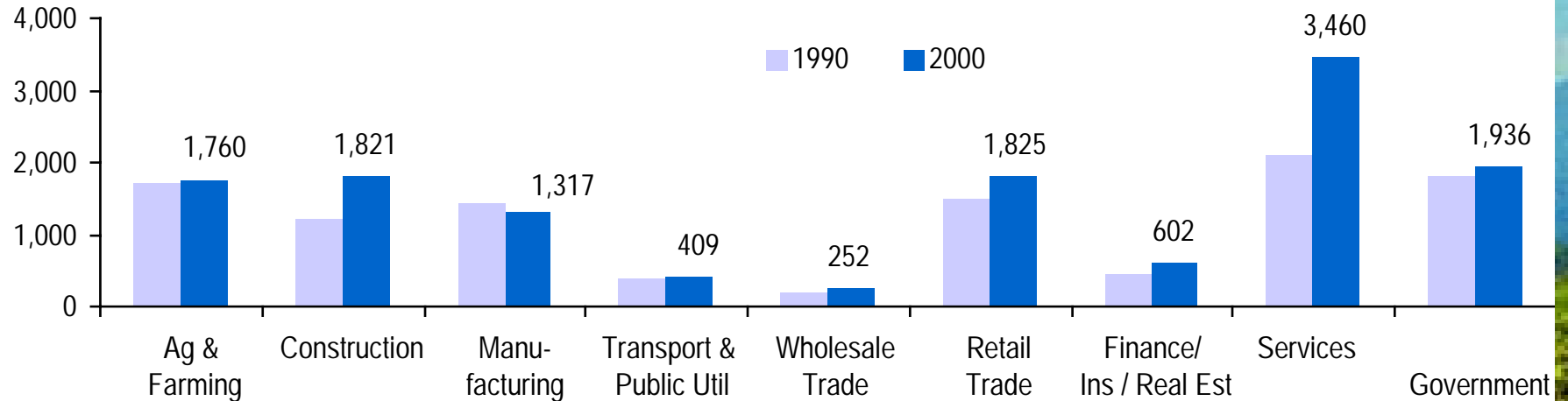
Industry Shift, 1970 - 1999



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

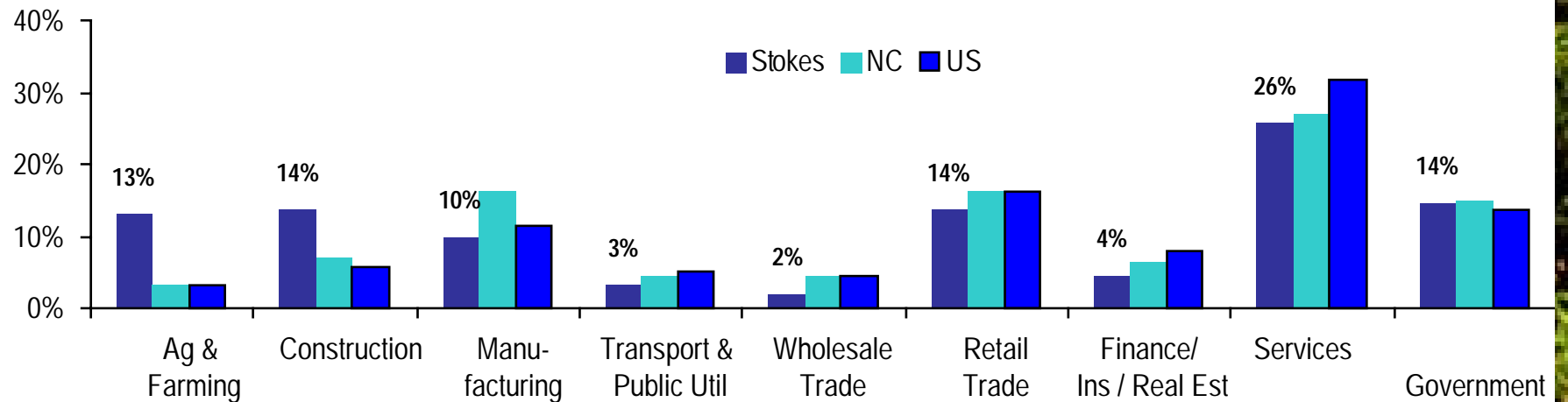
Charts and Data

Employment by Industry



Source: Bureau of Economic Analysis; AngelouEconomics

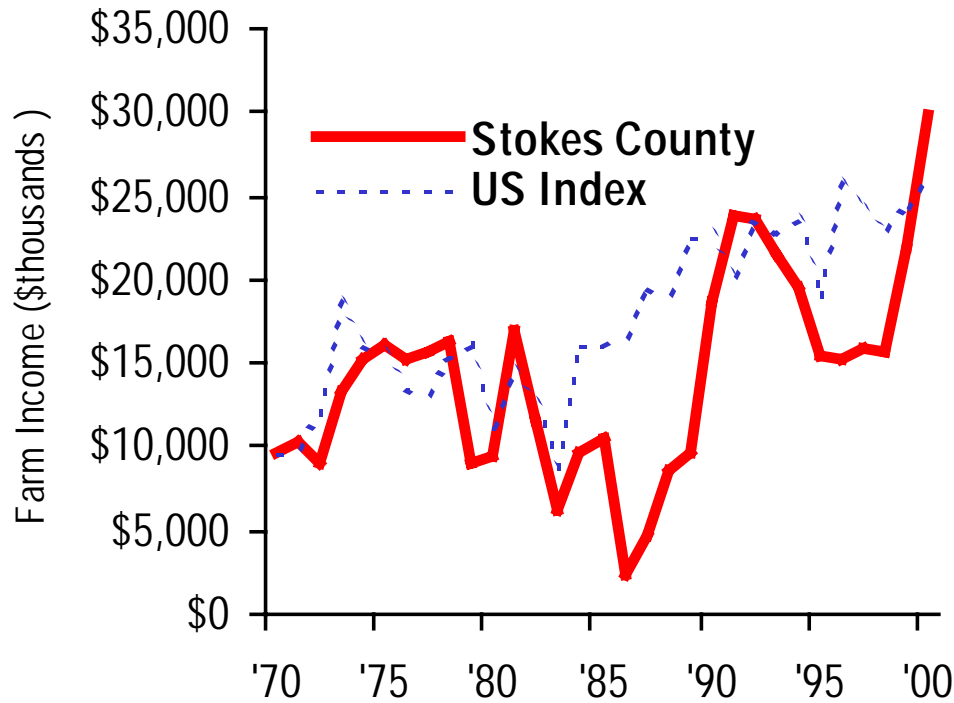
Industry Share of Employment, 2000



Source: Bureau of Economic Analysis; AngelouEconomics

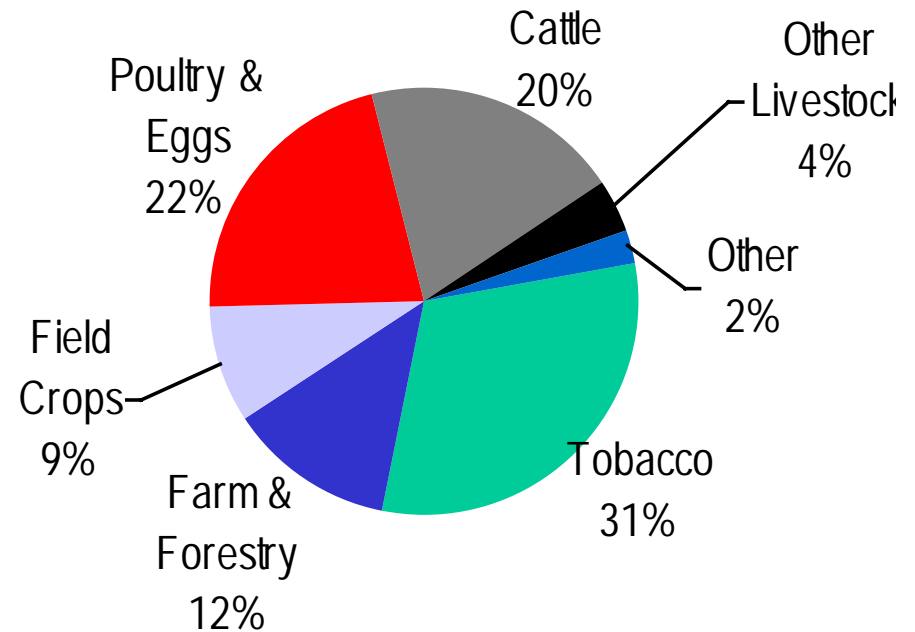
Charts and Data

Farm Incomes, 1970 - 2001



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

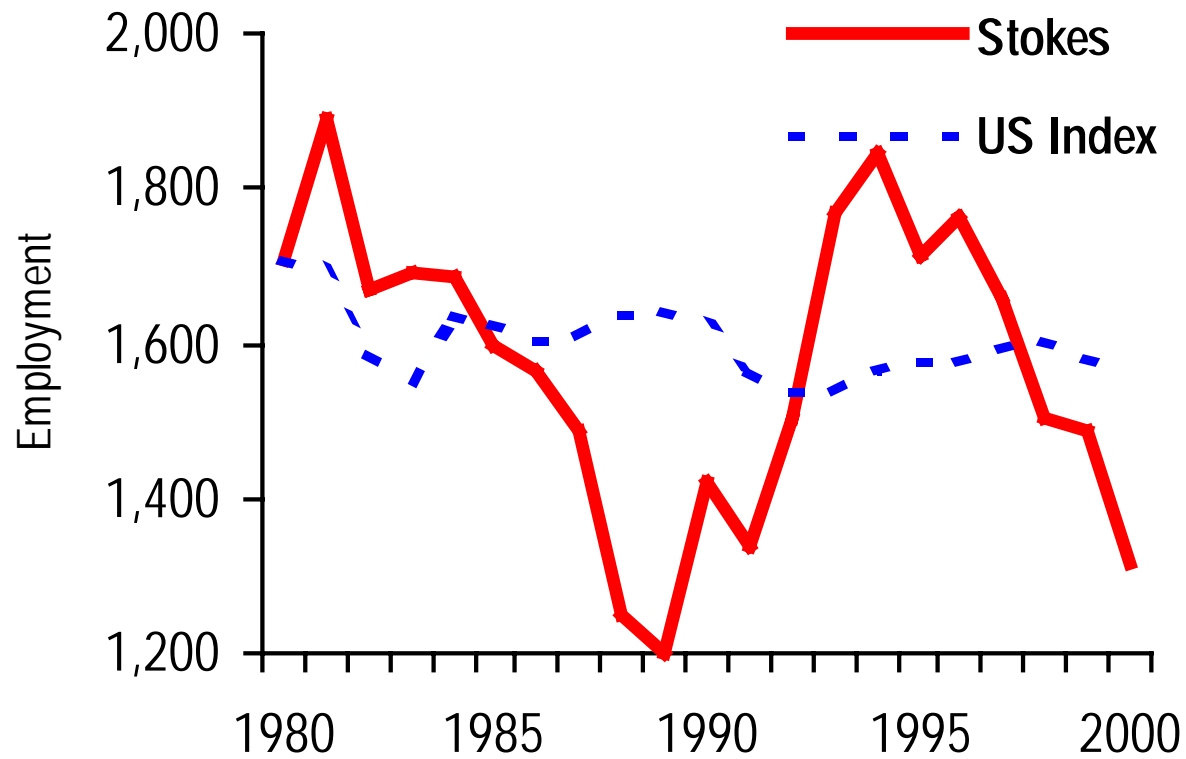
Farm Income by Commodity, 2000



Source: NC Cooperative Extension

Charts and Data

Manufacturing Employment, 1980-2000



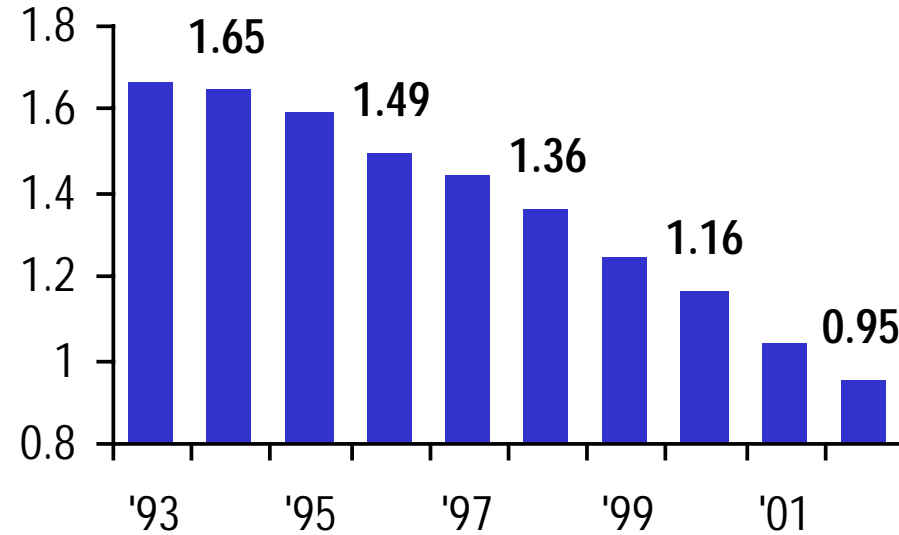
Source: US Bureau of Labor Statistics

Charts and Data

Textile Employment - US

SIC Codes 22 & 23

Millions of Workers

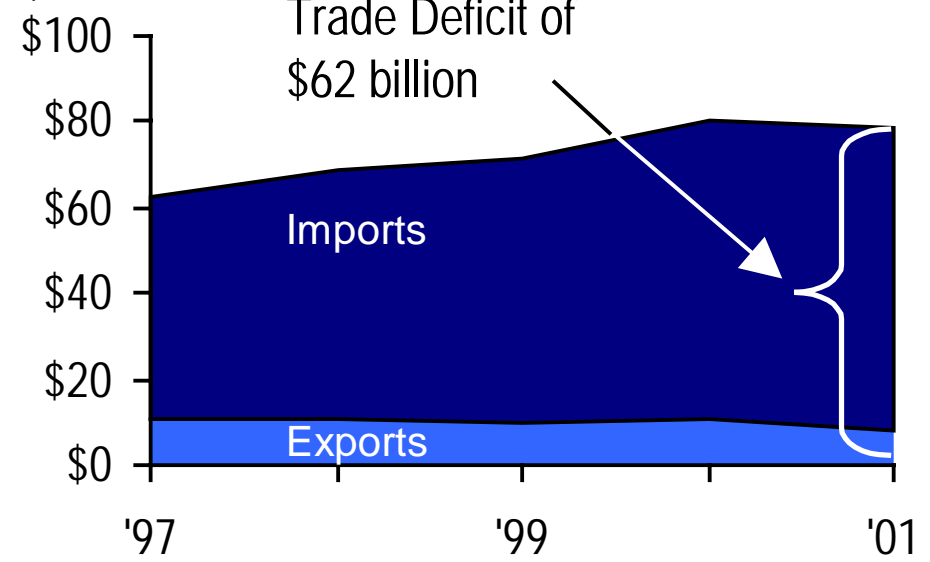


Source: Bureau of Labor Statistics

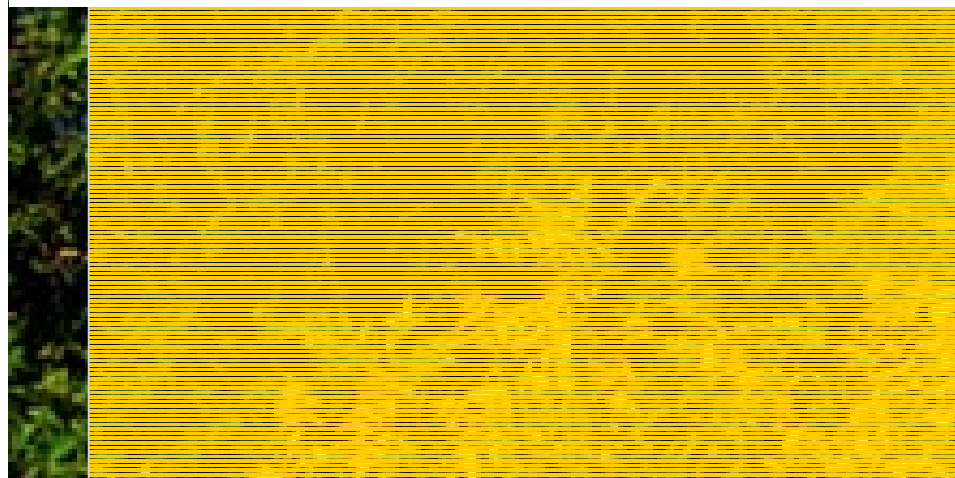
Textile Trade - US

NAICS Codes 314 & 315

\$Billions



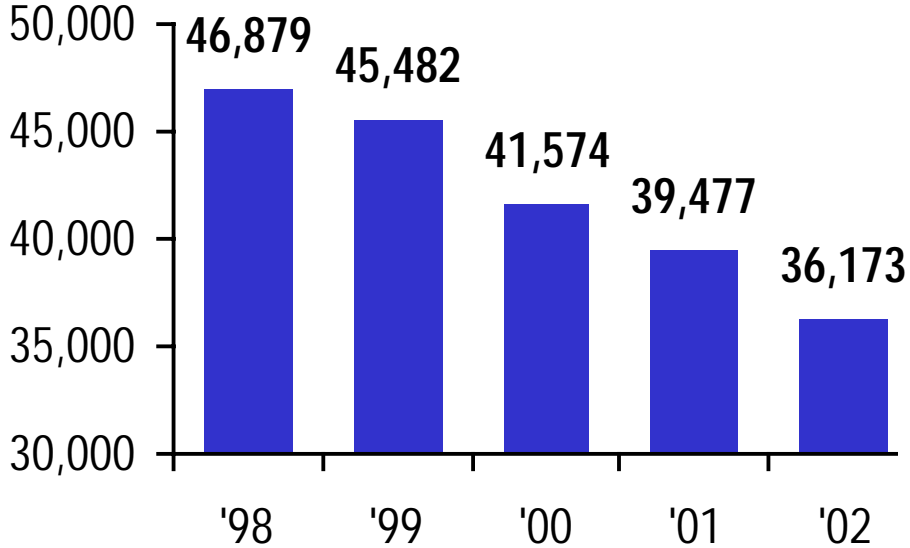
Source: International Trade Administration



Charts and Data

Tobacco Employment - US

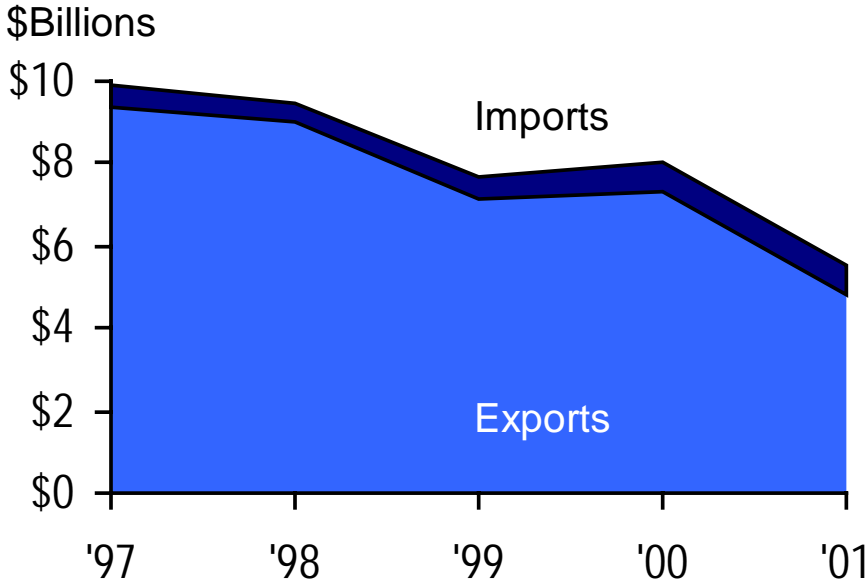
SIC Codes 0132 & 21



Source: Bureau of Labor Statistics

Tobacco Trade - US

NAICS Codes 3122 & 31221



Source: International Trade Administration

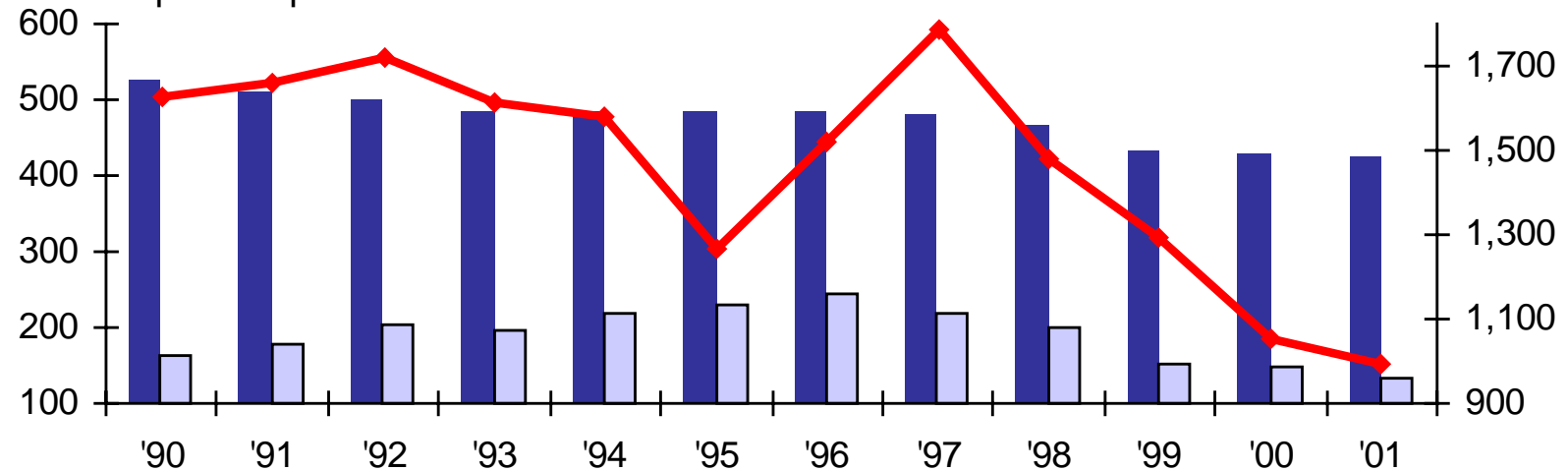
Charts and Data

Tobacco Market- US

Millions of Pounds

Consumption/Exports

Production

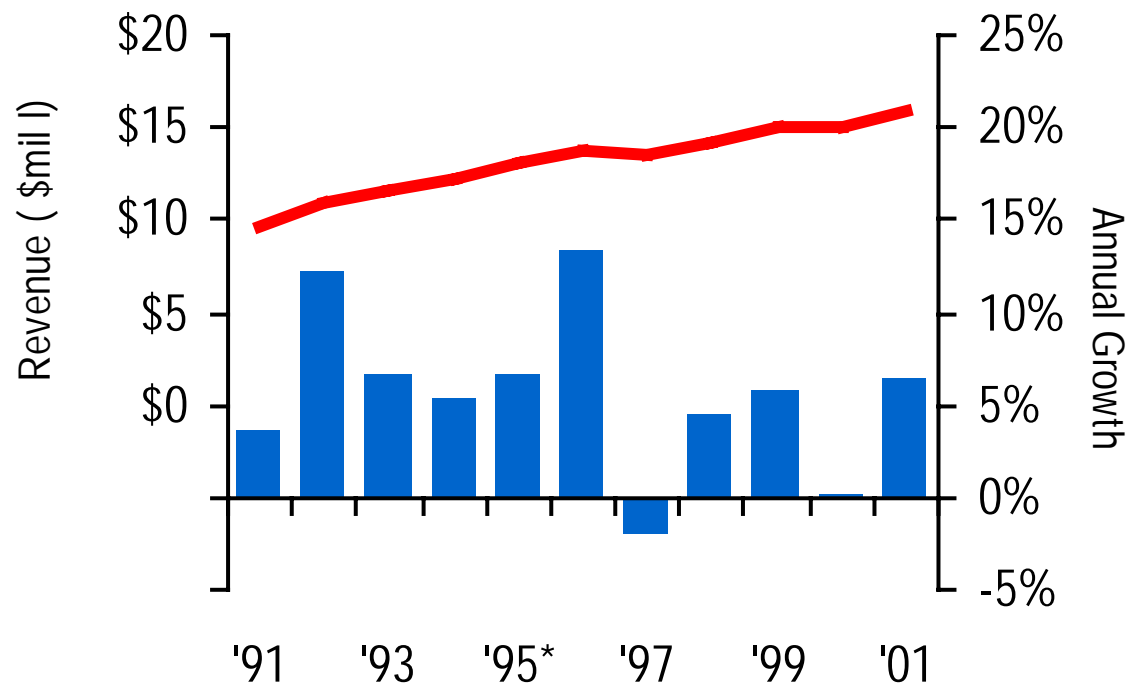


■ Cigarette Consumption- US ■ Cigarette Exports- US ◆ US Tobacco Production

Source: Economic Research Service-USDA

Charts and Data

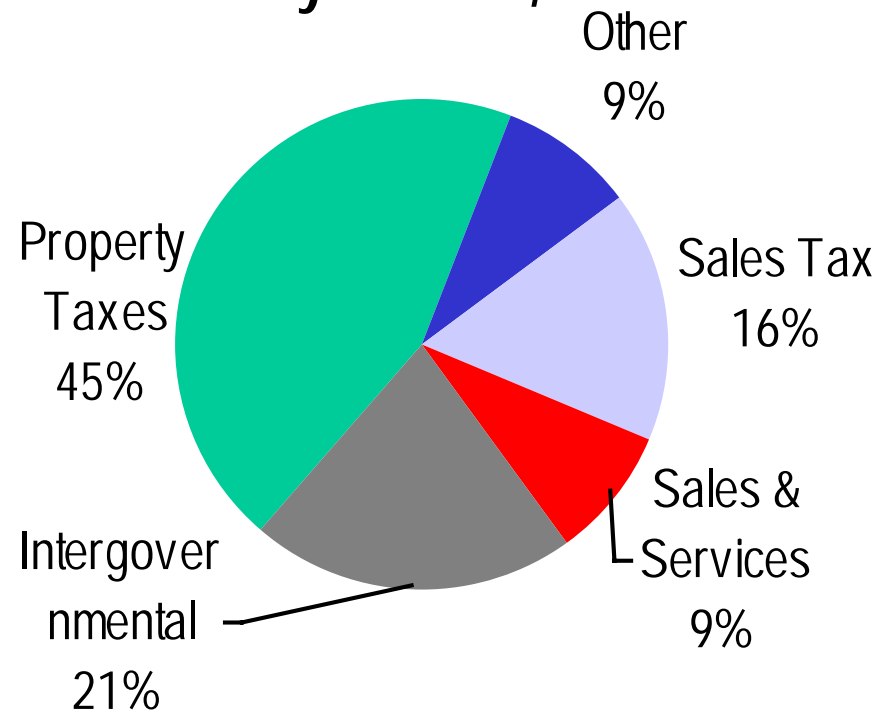
Revenue from Tourism, 1991 - 2001



Source: NC Dept of Commerce
*1995 estimated

Charts and Data

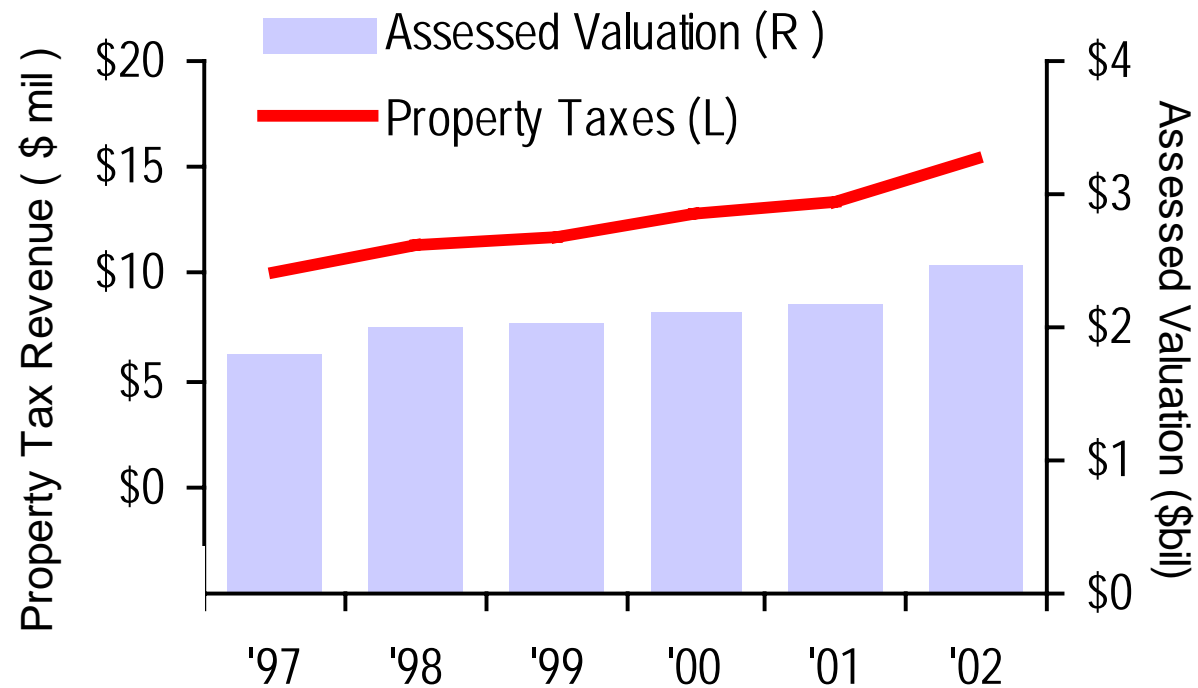
Tax Revenue by Source, 2002



Source: NC Dept of State Treasurer

Charts and Data

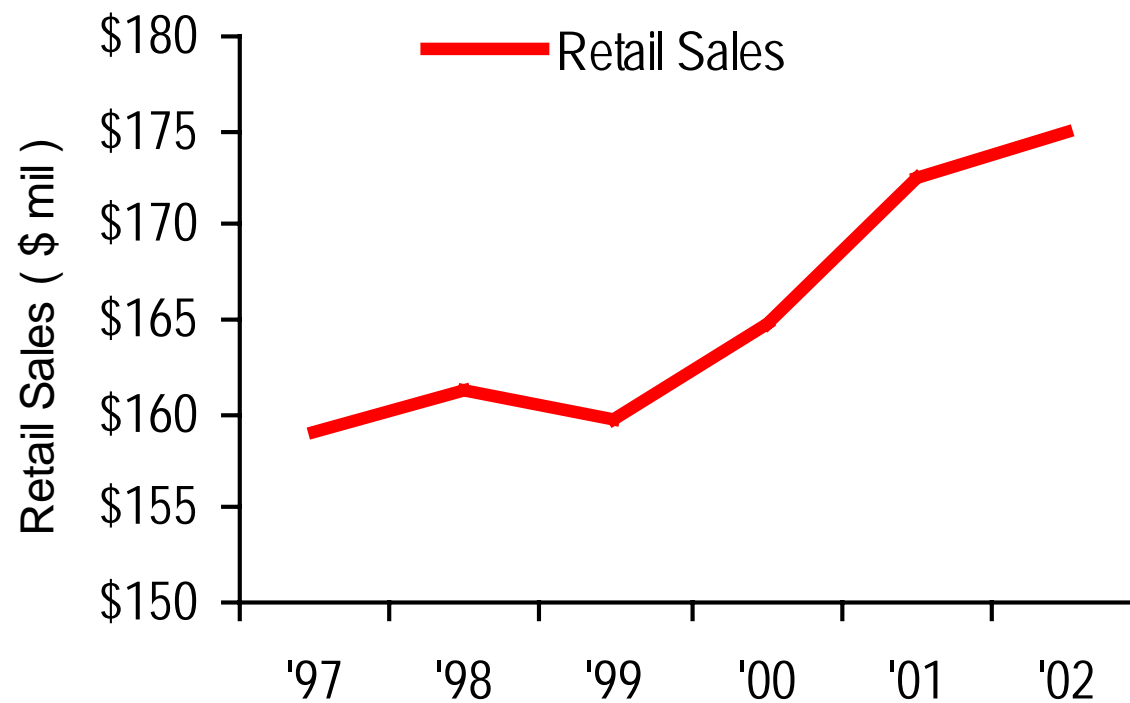
Revenue from Property Tax, 1997 - 2002



Source: NC State Treasurer, NC Dept of Revenue

Charts and Data

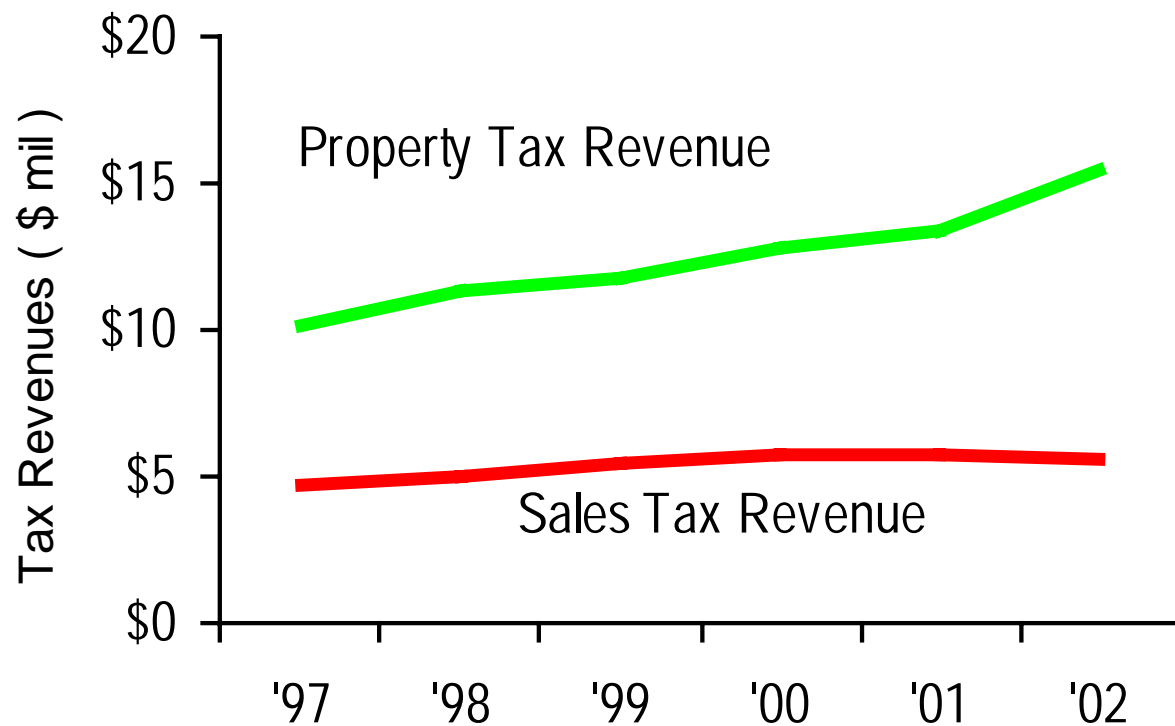
Retail Sales, 1997 - 2002



Source: NC State Treasurer, NC Dept of Revenue

Charts and Data

Tax Revenue, 1997 - 2002

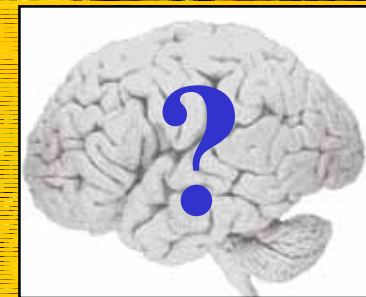


Source: NC State Treasurer, NC Dept of Revenue

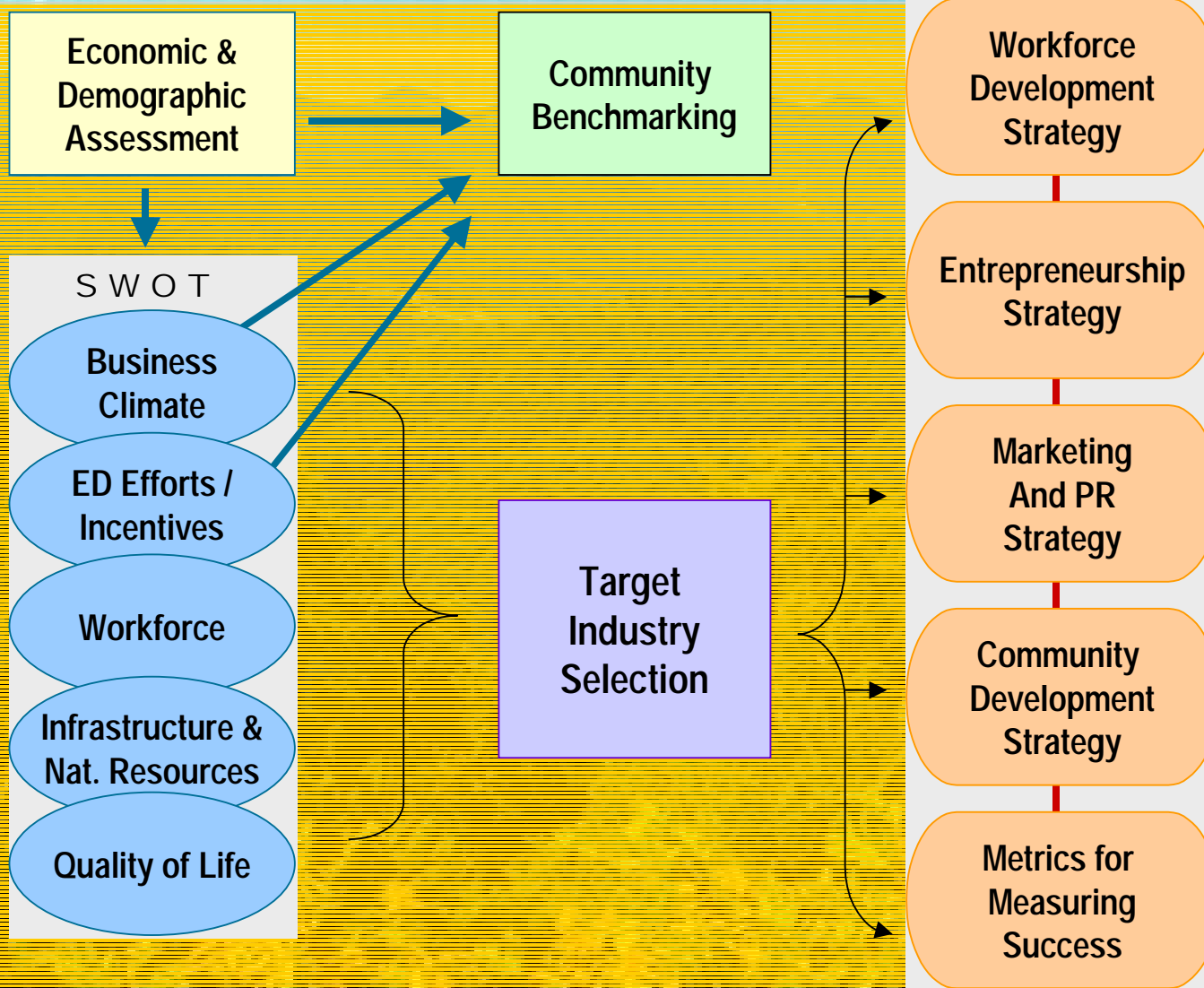
Brainstorming

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

- _____
- _____
- _____
- _____




Next Steps



Research/Input

Benchmarking

Recommendations



Stokes County Economic and Demographic Assessment

Thank you for your participation