

ALAMANCE

Alamance Chamber of Commerce
336-228-1338
alamancechamber.com

EMPLOYMENT BY INDUSTRY
Health care: 18.5%
Retail: 14.5%

LARGEST PRIVATE-SECTOR EMPLOYER
Laboratory Corporation of America

LARGEST CITY/TOWN
Burlington (part): population 58,193

COUNTY PROPERTY TAX
46.9 cents per \$100 value

HIGHER EDUCATION
Elon University;
Alamance Community College

	2013	2023*
POPULATION (000S)	153.6	181.4
EMPLOYMENT (000S)	57.4	66.7
UNEMPLOYMENT RATE	8.4%	3.4%
PER CAPITA INCOME (000S)	\$34.2	\$49.0

ALEXANDER

Alexander County Economic Development Corp.
828-632-1161
alexanderedc.org

EMPLOYMENT BY INDUSTRY
Manufacturing: 34.2%
Government: 10.2%

LARGEST PRIVATE-SECTOR EMPLOYER
Craftmaster Furniture

LARGEST CITY/TOWN
Taylorsville: population 2,327

COUNTY PROPERTY TAX
65.0 cents per \$100 value

HIGHER EDUCATION
Catawba County Community College

	2013	2023*
POPULATION (000S)	36.8	36.4
EMPLOYMENT (000S)	8.8	8.8
UNEMPLOYMENT RATE	8.3%	3.2%
PER CAPITA INCOME (000S)	\$29.8	\$48.0

ALLEGHANY

Alleghany County Chamber of Commerce
336-372-5473
alleganycountychamber.com

EMPLOYMENT BY INDUSTRY
Manufacturing: 19.2%
Retail: 9.1%

LARGEST PRIVATE-SECTOR EMPLOYER
Parkdale Mills

LARGEST CITY/TOWN
Sparta: population 1,906

COUNTY PROPERTY TAX
59.7 cents per \$100 value

HIGHER EDUCATION
Wilkes Community College

	2013	2023*
POPULATION (000S)	10.9	11.4
EMPLOYMENT (000S)	3.2	3.2
UNEMPLOYMENT RATE	9.2%	4.5%
PER CAPITA INCOME (000S)	\$30.4	\$44.5

ANSON

Anson Economic Development Corp.
336-430-6318
ansonedc.com

EMPLOYMENT BY INDUSTRY
Manufacturing: 20.0%
Government: 13.9%

LARGEST PRIVATE-SECTOR EMPLOYER
Peoplease

LARGEST CITY/TOWN
Wadesboro: population 4,921

COUNTY PROPERTY TAX
77.7 cents per \$100 value

HIGHER EDUCATION
South Piedmont Community College

	2013	2023*
POPULATION (000S)	25.4	22.1
EMPLOYMENT (000S)	7.5	6.7
UNEMPLOYMENT RATE	10.2%	4.0%
PER CAPITA INCOME (000S)	\$29.2	\$50.2

ASHE

Ashe County Economic Development
336-846-5535
growashe.com

EMPLOYMENT BY INDUSTRY
Retail: 16.1%
Health care: 14.9%

LARGEST PRIVATE-SECTOR EMPLOYER
American Emergency Vehicles

LARGEST CITY/TOWN
Jefferson: population 1,628

COUNTY PROPERTY TAX
44.0 cents per \$100 value

HIGHER EDUCATION
Wilkes Community College

	2013	2023*
POPULATION (000S)	26.8	27.0
EMPLOYMENT (000S)	7.0	7.3
UNEMPLOYMENT RATE	10.5%	3.0%
PER CAPITA INCOME (000S)	\$30.9	\$44.4

AVERY

Avery County Economic Development Council
828-387-0994
averycounty.com/edc

EMPLOYMENT BY INDUSTRY
Hospitality: 13.1%
Retail: 12.5%

LARGEST PRIVATE-SECTOR EMPLOYER
Sugar Mountain Resort

LARGEST CITY/TOWN
Banner Elk: population 1,174

COUNTY PROPERTY TAX
40.0 cents per \$100 value

HIGHER EDUCATION
Lees-McRae College;
Mayland Community College

	2013	2023*
POPULATION (000S)	17.8	17.3
EMPLOYMENT (000S)	6.6	7.2
UNEMPLOYMENT RATE	9.9%	3.0%
PER CAPITA INCOME (000S)	\$29.0	\$45.7

BEAUFORT

Beaufort County Economic Development
252-946-3970
beaufortedc.com

EMPLOYMENT BY INDUSTRY
Manufacturing: 14.5%
Retail: 14.1%

LARGEST PRIVATE-SECTOR EMPLOYER
Nutrien

LARGEST CITY/TOWN
Washington: population 9,705

COUNTY PROPERTY TAX
62.5 cents per \$100 value

HIGHER EDUCATION
Beaufort County Community College

	2013	2023*
POPULATION (000S)	46.8	43.8
EMPLOYMENT (000S)	15.6	15.5
UNEMPLOYMENT RATE	10.0%	4.0%
PER CAPITA INCOME (000S)	\$37.5	\$54.6

BERTIE

Bertie County Economic Development
252-794-5301
co.bertie.nc.us

EMPLOYMENT BY INDUSTRY
Government: 13.3%
Health care: 12.6%

LARGEST PRIVATE-SECTOR EMPLOYER
Perdue Farms

LARGEST CITY/TOWN
Windsor: population 3,230

COUNTY PROPERTY TAX
93.0 cents per \$100 value

HIGHER EDUCATION
Roanoke-Chowan Community College;
Martin Community College

	2013	2023*
POPULATION (000S)	19.9	16.8
EMPLOYMENT (000S)	6.1	5.1
UNEMPLOYMENT RATE	11.3%	4.4%
PER CAPITA INCOME (000S)	\$31.3	\$49.4

BLADEN

Bladen County Economic Development Commission

910-645-2292
bladennc.govoffice3.com



	2013	2023*
POPULATION (000S)	33.4	28.9
EMPLOYMENT (000S)	11.9	13.7
UNEMPLOYMENT RATE	11.6%	4.2%
PER CAPITA INCOME (000S)	\$31.9	\$48.4

EMPLOYMENT BY INDUSTRY
Manufacturing: 47.0%
Education: 6.8%

LARGEST PRIVATE-SECTOR EMPLOYER
Smithfield Foods

LARGEST CITY/TOWN
Elizabethtown: population 3,253

COUNTY PROPERTY TAX
78.5 cents per \$100 value

HIGHER EDUCATION
Bladen Community College

BRUNSWICK

Brunswick Business and Industry Development

910-408-1603
brunswickbid.com



	2013	2023*
POPULATION (000S)	112.7	160.0
EMPLOYMENT (000S)	28.7	39.6
UNEMPLOYMENT RATE	9.3%	4.2%
PER CAPITA INCOME (000S)	\$36.4	\$58.3

EMPLOYMENT BY INDUSTRY
Retail: 16.5%
Hospitality: 14.4%

LARGEST PRIVATE-SECTOR EMPLOYER
Walmart

LARGEST CITY/TOWN
Leland: population 30,264

COUNTY PROPERTY TAX
34.2 cents per \$100 value

HIGHER EDUCATION
Brunswick Community College

BUNCOMBE

Economic Development Coalition Asheville-Buncombe County

828-258-6101
ashevillechamber.org/economic-development



	2013	2023*
POPULATION (000S)	249.3	276.4
EMPLOYMENT (000S)	116.5	138.4
UNEMPLOYMENT RATE	6.4%	2.7%
PER CAPITA INCOME (000S)	\$37.4	\$61.6

EMPLOYMENT BY INDUSTRY
Health care: 18.5%
Hospitality: 13.2%

LARGEST PRIVATE-SECTOR EMPLOYER
Mission Health

LARGEST CITY/TOWN
Asheville: population 97,036

COUNTY PROPERTY TAX
51.8 cents per \$100 value

HIGHER EDUCATION
UNC Asheville; Montreat College; Warren Wilson College; Asheville-Buncombe Technical Community College

BURKE

Burke Development Inc.

828-764-9370
burkedevinc.com



	2013	2023*
POPULATION (000S)	88.0	89.2
EMPLOYMENT (000S)	29.4	29.5
UNEMPLOYMENT RATE	9.5%	3.3%
PER CAPITA INCOME (000S)	\$28.9	\$44.6

EMPLOYMENT BY INDUSTRY
Manufacturing: 25.0%
Health care: 21.7%

LARGEST PRIVATE-SECTOR EMPLOYER
Carolinas HealthCare System
Blue Ridge

LARGEST CITY/TOWN
Morganton: population 18,260

COUNTY PROPERTY TAX
56.0 cents per \$100 value

HIGHER EDUCATION
Western Piedmont Community College

CABARRUS

Cabarrus Economic Development Corp.

704-703-1725
cabarrusedc.com



	2013	2023*
POPULATION (000S)	188.7	243.9
EMPLOYMENT (000S)	64.9	85.0
UNEMPLOYMENT RATE	7.8%	3.2%
PER CAPITA INCOME (000S)	\$37.0	\$54.8

EMPLOYMENT BY INDUSTRY
Retail: 15.0%
Health care: 13.3%

LARGEST PRIVATE-SECTOR EMPLOYER
Amazon

LARGEST CITY/TOWN
Concord (part): population 113,371

COUNTY PROPERTY TAX
57.6 cents per \$100 value

HIGHER EDUCATION
Barber-Scotia College; Rowan-Cabarrus Community College; Cabarrus College of Health Sciences

CALDWELL

Caldwell County Economic Development

828-728-0768
caldwelledc.org



	2013	2023*
POPULATION (000S)	81.6	81.8
EMPLOYMENT (000S)	23.0	25.4
UNEMPLOYMENT RATE	9.7%	3.4%
PER CAPITA INCOME (000S)	\$28.7	\$44.8

EMPLOYMENT BY INDUSTRY
Manufacturing: 22.6%
Health care: 13.9%

LARGEST PRIVATE-SECTOR EMPLOYER
Merchants Distributors

LARGEST CITY/TOWN
Lenoir: population 18,766

COUNTY PROPERTY TAX
63.0 cents per \$100 value

HIGHER EDUCATION
Caldwell Community College and Technical Institute

CAMDEN

Camden County Economic Development Commission

252-338-6363
camdencountync.gov



	2013	2023*
POPULATION (000S)	9.9	11.1
EMPLOYMENT (000S)	1.5	1.2
UNEMPLOYMENT RATE	7.6%	3.3%
PER CAPITA INCOME (000S)	\$41.5	\$56.9

EMPLOYMENT BY INDUSTRY
Government: 11.5%
Retail: 10.0%

LARGEST PRIVATE-SECTOR EMPLOYER
Easter Seals UCP North Carolinas

LARGEST CITY/TOWN
Elizabeth City (part): population 39

COUNTY PROPERTY TAX
73.0 cents per \$100 value

HIGHER EDUCATION
College of The Albemarle

CARTERET

Carteret County Economic Development Department

252-648-7880
carteretedc.com



	2013	2023*
POPULATION (000S)	68.2	70.3
EMPLOYMENT (000S)	22.1	24.7
UNEMPLOYMENT RATE	7.7%	3.2%
PER CAPITA INCOME (000S)	\$41.1	\$63.5

EMPLOYMENT BY INDUSTRY
Hospitality: 17.8%
Retail: 17.7%

LARGEST PRIVATE-SECTOR EMPLOYER
Walmart

LARGEST CITY/TOWN
Morehead City: population 10,050

COUNTY PROPERTY TAX
34.0 cents per \$100 value

HIGHER EDUCATION
Carteret Community College

CASWELL

Caswell County Office of Economic Development

336-933-4674
allincaswellinc.com



	2013	2023*
POPULATION (000S)	23.5	22.1
EMPLOYMENT (000S)	3.1	2.9
UNEMPLOYMENT RATE	8.5%	3.6%
PER CAPITA INCOME (000S)	\$29.5	\$41.2

EMPLOYMENT BY INDUSTRY
Government: 19.5%
Education: 16.0%

LARGEST PRIVATE-SECTOR EMPLOYER
WS Construction

LARGEST CITY/TOWN
Yanceyville: population 1,855

COUNTY PROPERTY TAX
58.5 cents per \$100 value

HIGHER EDUCATION
Piedmont Community College

CHATHAM

Chatham County Economic Development Corp.

919-542-8274
chathamcdc.org



	2013	2023*
POPULATION (000S)	66.0	80.5
EMPLOYMENT (000S)	14.1	17.3
UNEMPLOYMENT RATE	5.7%	3.0%
PER CAPITA INCOME (000S)	\$49.2	\$79.8

EMPLOYMENT BY INDUSTRY
Health care: 16.0%
Retail: 10.2%

LARGEST PRIVATE-SECTOR EMPLOYER
Carolina Meadows

LARGEST CITY/TOWN
Siler City: population 7,909

COUNTY PROPERTY TAX
72.5 cents per \$100 value

HIGHER EDUCATION
Central Carolina Community College

CHOWAN

Edenton Chowan Partnership Inc.

252-482-2007
edenton.net



	2013	2023*
POPULATION (000S)	14.6	13.8
EMPLOYMENT (000S)	4.5	5.1
UNEMPLOYMENT RATE	9.7%	3.6%
PER CAPITA INCOME (000S)	\$34.1	\$51.0

EMPLOYMENT BY INDUSTRY
Health care: 16.8%
Retail: 12.8%

LARGEST PRIVATE-SECTOR EMPLOYER
Meherrin Agricultural & Chemical

LARGEST CITY/TOWN
Edenton: population 4,458

COUNTY PROPERTY TAX
69.5 cents per \$100 value

HIGHER EDUCATION
College of The Albemarle

CLEVELAND

Cleveland County Economic Development Partnership

704-669-4703
chooseclevelandcountync.com



	2013	2023*
POPULATION (000S)	96.8	100.6
EMPLOYMENT (000S)	33.3	36.4
UNEMPLOYMENT RATE	9.4%	3.5%
PER CAPITA INCOME (000S)	\$31.2	\$45.1

EMPLOYMENT BY INDUSTRY
Manufacturing: 19.8%
Health care: 14.4%

LARGEST PRIVATE-SECTOR EMPLOYER
Walmart

LARGEST CITY/TOWN
Shelby: population 22,105

COUNTY PROPERTY TAX
68.8 cents per \$100 value

HIGHER EDUCATION
Gardner-Webb University;
Cleveland Community College

CATAWBA

Catawba County Economic Development Corp.

828-267-1564
catawbaedc.org



	2013	2023*
POPULATION (000S)	155.6	166.4
EMPLOYMENT (000S)	80.5	90.1
UNEMPLOYMENT RATE	9.6%	3.3%
PER CAPITA INCOME (000S)	\$35.9	\$55.2

EMPLOYMENT BY INDUSTRY
Manufacturing: 26.5%
Retail: 12.6%

LARGEST PRIVATE-SECTOR EMPLOYER
Corning Optical

LARGEST CITY/TOWN
Hickory (part): population 45,298

COUNTY PROPERTY TAX
39.9 cents per \$100 value

HIGHER EDUCATION
Lenoir-Rhyne University;
Catawba Valley Community College

CHEROKEE

Cherokee County Economic Development

828-835-9564, ext. 204
cherokeecounty-nc.gov



	2013	2023*
POPULATION (000S)	27.2	29.2
EMPLOYMENT (000S)	7.7	8.0
UNEMPLOYMENT RATE	11.2%	3.9%
PER CAPITA INCOME (000S)	\$28.1	\$40.0

EMPLOYMENT BY INDUSTRY
Retail: 18.0%
Health care: 17.0%

LARGEST PRIVATE-SECTOR EMPLOYER
Erlanger Western Carolina Hospital

LARGEST CITY/TOWN
Murphy: population 1,838

COUNTY PROPERTY TAX
61.0 cents per \$100 value

HIGHER EDUCATION
Tri-County Community College

CLAY

Clay County Economic Development

828-389-0089
economic.claync.us



	2013	2023*
POPULATION (000S)	10.7	11.8
EMPLOYMENT (000S)	1.9	2.1
UNEMPLOYMENT RATE	8.2%	3.7%
PER CAPITA INCOME (000S)	\$28.3	\$43.8

EMPLOYMENT BY INDUSTRY
Retail: 18.7%
Hospitality: 13.1%

LARGEST PRIVATE-SECTOR EMPLOYER
Ingles Markets

LARGEST CITY/TOWN
Hayesville: population 461

COUNTY PROPERTY TAX
43.0 cents per \$100 value

HIGHER EDUCATION
Tri-County Community College

COLUMBUS

Columbus County Economic Development Commission

910-640-6608
columbusedc.com



	2013	2023*
POPULATION (000S)	56.1	50.0
EMPLOYMENT (000S)	16.4	15.0
UNEMPLOYMENT RATE	11.2%	4.0%
PER CAPITA INCOME (000S)	\$30.1	\$44.1

EMPLOYMENT BY INDUSTRY
Health care: 17.1%
Retail: 13.4%

LARGEST PRIVATE-SECTOR EMPLOYER
International Paper

LARGEST CITY/TOWN
Whiteville: population 4,720

COUNTY PROPERTY TAX
80.5 cents per \$100 value

HIGHER EDUCATION
Southeastern Community College

CRAVEN

Craven County Economic Development
252-633-5300
cravencountync.gov



	2013	2023*
POPULATION (000S)	103.6	104.4
EMPLOYMENT (000S)	37.5	40.8
UNEMPLOYMENT RATE	9.3%	3.5%
PER CAPITA INCOME (000S)	\$37.9	\$54.3

EMPLOYMENT BY INDUSTRY
Health care: 17.5%
Government: 16.7%

LARGEST PRIVATE-SECTOR EMPLOYER
BSH Home Appliances

LARGEST CITY/TOWN
New Bern: population 33,917

COUNTY PROPERTY TAX
44.5 cents per \$100 value

HIGHER EDUCATION
Craven Community College

CUMBERLAND

Fayetteville Cumberland Economic Development Corp.
910-500-6464
fcedc.com



	2013	2023*
POPULATION (000S)	332.8	342.9
EMPLOYMENT (000S)	117.7	122.4
UNEMPLOYMENT RATE	9.6%	4.7%
PER CAPITA INCOME (000S)	\$34.0	\$46.0

EMPLOYMENT BY INDUSTRY
Health care: 19.4%
Retail: 13.7%

LARGEST PRIVATE-SECTOR EMPLOYER
Walmart

LARGEST CITY/TOWN
Fayetteville: population 209,975

COUNTY PROPERTY TAX
79.9 cents per \$100 value

HIGHER EDUCATION
Methodist University; Fayetteville State University; Fayetteville Technical Community College

CURRITUCK

Currituck County Economic Development
252-232-0719
currituckcountync.gov



	2013	2023*
POPULATION (000S)	24.2	32.2
EMPLOYMENT (000S)	6.3	7.5
UNEMPLOYMENT RATE	6.3%	3.1%
PER CAPITA INCOME (000S)	\$39.3	\$59.4

EMPLOYMENT BY INDUSTRY
Retail: 19.4%
Education: 13.2%

LARGEST PRIVATE-SECTOR EMPLOYER
Food Lion

LARGEST CITY/TOWN
Myock, unincorporated

COUNTY PROPERTY TAX
62.0 cents per \$100 value

HIGHER EDUCATION
College of The Albemarle

DARE

The Outer Banks Chamber of Commerce
252-441-8144
outerbankschamber.com



	2013	2023*
POPULATION (000S)	34.8	37.8
EMPLOYMENT (000S)	18.8	20.2
UNEMPLOYMENT RATE	10.4%	4.0%
PER CAPITA INCOME (000S)	\$45.2	\$76.1

EMPLOYMENT BY INDUSTRY
Hospitality: 23.6%
Retail: 19.8%

LARGEST PRIVATE-SECTOR EMPLOYER
Food Lion

LARGEST CITY/TOWN
Kill Devil Hills: population 7,852

COUNTY PROPERTY TAX
40.1 cents per \$100 value

HIGHER EDUCATION
College of The Albemarle

DAVIDSON

Davidson County Economic Development Commission
336-236-3233
davidsoncountyedc.com



	2013	2023*
POPULATION (000S)	163.1	176.1
EMPLOYMENT (000S)	41.0	46.3
UNEMPLOYMENT RATE	8.9%	3.4%
PER CAPITA INCOME (000S)	\$32.4	\$48.5

EMPLOYMENT BY INDUSTRY
Manufacturing: 23.0%
Retail: 11.8%

LARGEST PRIVATE-SECTOR EMPLOYER
Cornerstone Building Brands

LARGEST CITY/TOWN
Thomasville (part): population 27,380

COUNTY PROPERTY TAX
54.0 cents per \$100 value

HIGHER EDUCATION
Davidson County Community College

DAVIE

Davie County Economic Development Commission
336-751-2714
daviecountyedc.com



	2013	2023*
POPULATION (000S)	41.2	44.3
EMPLOYMENT (000S)	10.1	13.5
UNEMPLOYMENT RATE	7.9%	3.1%
PER CAPITA INCOME (000S)	\$39.6	\$60.6

EMPLOYMENT BY INDUSTRY
Manufacturing: 26.2%
Retail: 12.3%

LARGEST PRIVATE-SECTOR EMPLOYER
Ashley Furniture Industries

LARGEST CITY/TOWN
Mocksville: population 6,439

COUNTY PROPERTY TAX
73.3 cents per \$100 value

HIGHER EDUCATION
Davidson County Community College

DUPLIN

Duplin County Economic Development Commission
910-296-2180
duplinedc.com



	2013	2023*
POPULATION (000S)	56.1	49.2
EMPLOYMENT (000S)	19.9	19.3
UNEMPLOYMENT RATE	8.8%	3.3%
PER CAPITA INCOME (000S)	\$34.0	\$52.8

EMPLOYMENT BY INDUSTRY
Manufacturing: 30.2%
Retail: 9.4%

LARGEST PRIVATE-SECTOR EMPLOYER
Butterball

LARGEST CITY/TOWN
Wallace (part): population 3,476

COUNTY PROPERTY TAX
73.5 cents per \$100 value

HIGHER EDUCATION
James Sprunt Community College

DURHAM

Greater Durham Chamber of Commerce
919-328-8750
durhamchambered.org



	2013	2023*
POPULATION (000S)	288.0	337.3
EMPLOYMENT (000S)	184.0	233.9
UNEMPLOYMENT RATE	6.7%	3.1%
PER CAPITA INCOME (000S)	\$41.3	\$59.1

EMPLOYMENT BY INDUSTRY
Health care: 18.2%
Professional services: 14.4%

LARGEST PRIVATE-SECTOR EMPLOYER
Duke University

LARGEST CITY/TOWN
Durham (part): population 297,556

COUNTY PROPERTY TAX
79.9 cents per \$100 value

HIGHER EDUCATION
Duke University; NC Central University; Durham Technical Community College

EDGECOMBE

Carolinas Gateway Partnership
252-442-0114
econdev.org



	2013	2023*
POPULATION (000S)	54.4	48.0
EMPLOYMENT (000S)	18.0	15.1
UNEMPLOYMENT RATE	13.7%	5.7%
PER CAPITA INCOME (000S)	\$30.2	\$43.5

EMPLOYMENT BY INDUSTRY
Manufacturing: 20.4%
Government: 14.0%

LARGEST PRIVATE-SECTOR EMPLOYER
Sara Lee

LARGEST CITY/TOWN
Rocky Mount (part): population 15,306

COUNTY PROPERTY TAX
89.0 cents per \$100 value

HIGHER EDUCATION
Edgecombe Community College

FORSYTH

Greater Winston-Salem Inc.
336-728-9200
winstonsalem.com



	2013	2023*
POPULATION (000S)	360.6	393.3
EMPLOYMENT (000S)	175.6	192.1
UNEMPLOYMENT RATE	8.0%	3.5%
PER CAPITA INCOME (000S)	\$39.8	\$57.8

EMPLOYMENT BY INDUSTRY
Health care: 21.7%
Retail: 11.9%

LARGEST PRIVATE-SECTOR EMPLOYER
Wake Forest Baptist Medical Center

LARGEST CITY/TOWN
Winston-Salem: population 255,417

COUNTY PROPERTY TAX
67.8 cents per \$100 value

HIGHER EDUCATION
Wake Forest University; Salem College; Winston-Salem State University; UNC School of the Arts; Forsyth Technical Community College

FRANKLIN

Franklin County Economic Development Commission
919-554-1863
franklincountync.org



	2013	2023*
POPULATION (000S)	61.6	77.1
EMPLOYMENT (000S)	11.3	13.4
UNEMPLOYMENT RATE	7.8%	3.5%
PER CAPITA INCOME (000S)	\$30.3	\$46.3

EMPLOYMENT BY INDUSTRY
Manufacturing: 19.0%
Construction: 11.8%

LARGEST PRIVATE-SECTOR EMPLOYER
Novozymes North America

LARGEST CITY/TOWN
Louisburg: population 3,187

COUNTY PROPERTY TAX
50.5 cents per \$100 value

HIGHER EDUCATION
Louisburg College;
Vance-Granville Community College

GASTON

Gaston County Economic Development Commission
704-825-4046
gaston.org



	2013	2023*
POPULATION (000S)	210.4	240.9
EMPLOYMENT (000S)	67.4	77.5
UNEMPLOYMENT RATE	9.2%	3.4%
PER CAPITA INCOME (000S)	\$34.7	\$49.7

EMPLOYMENT BY INDUSTRY
Manufacturing: 17.8%
Health care: 16.9%

LARGEST PRIVATE-SECTOR EMPLOYER
CaroMont Health

LARGEST CITY/TOWN
Gastonia: population 83,983

COUNTY PROPERTY TAX
59.9 cents per \$100 value

HIGHER EDUCATION
Belmont Abbey College;
Gaston College

GATES

Gates County Chamber of Commerce
252-435-4603
gatescountync.org



	2013	2023*
POPULATION (000S)	11.4	10.5
EMPLOYMENT (000S)	1.4	1.4
UNEMPLOYMENT RATE	6.8%	3.3%
PER CAPITA INCOME (000S)	\$33.3	\$49.9

EMPLOYMENT BY INDUSTRY
Retail: 12.9%
Government: 11.0%

LARGEST PRIVATE-SECTOR EMPLOYER
Ashton Lewis Lumber

LARGEST CITY/TOWN
Gatesville: population 261

COUNTY PROPERTY TAX
84.0 cents per \$100 value

HIGHER EDUCATION
College of The Albemarle

GRAHAM

Graham County Planning and Economic Development
828-479-7984
grahamcounty.org



	2013	2023*
POPULATION (000S)	8.6	7.7
EMPLOYMENT (000S)	2.1	1.9
UNEMPLOYMENT RATE	14.8%	4.4%
PER CAPITA INCOME (000S)	\$28.2	\$41.3

EMPLOYMENT BY INDUSTRY
Construction: 19.3%
Hospitality: 16.2%

LARGEST PRIVATE-SECTOR EMPLOYER
Crisp & Crisp

LARGEST CITY/TOWN
Robbinsville: population 565

COUNTY PROPERTY TAX
59.0 cents per \$100 value

HIGHER EDUCATION
Tri-County Community College

GRANVILLE

Granville County Economic Development
919-693-5911
granvillecounty.org



	2013	2023*
POPULATION (000S)	57.5	62.2
EMPLOYMENT (000S)	20.3	20.4
UNEMPLOYMENT RATE	8.7%	3.0%
PER CAPITA INCOME (000S)	\$32.4	\$46.9

EMPLOYMENT BY INDUSTRY
Health care: 21.7%
Manufacturing: 18.9%

LARGEST PRIVATE-SECTOR EMPLOYER
Food Lion

LARGEST CITY/TOWN
Oxford: population 8,986

COUNTY PROPERTY TAX
63.1 cents per \$100 value

HIGHER EDUCATION
Vance-Granville Community College

GREENE

North Carolina Global TransPark Economic Region
252-775-6180
ncgtpedr.com



	2013	2023*
POPULATION (000S)	20.8	19.9
EMPLOYMENT (000S)	4.0	4.5
UNEMPLOYMENT RATE	8.8%	2.9%
PER CAPITA INCOME (000S)	\$29.2	\$39.0

EMPLOYMENT BY INDUSTRY
Government: 25.4%
Health care: 12.1%

LARGEST PRIVATE-SECTOR EMPLOYER
HWY 55 Burgers, Shakes & Fries

LARGEST CITY/TOWN
Snow Hill: population 1,447

COUNTY PROPERTY TAX
78.6 cents per \$100 value

HIGHER EDUCATION
Lenoir Community College

GUILFORD

Greensboro Chamber of Commerce
336-387-8310, greensboro.org
High Point Economic Development Corp.
336-883-3116, highpointnc.gov



	2013	2023*
POPULATION (000S)	507.7	550.5
EMPLOYMENT (000S)	267.2	287.1
UNEMPLOYMENT RATE	8.7%	3.9%
PER CAPITA INCOME (000S)	\$38.5	\$55.0

EMPLOYMENT BY INDUSTRY
Health care: 13.0%
Retail: 11.3%

LARGEST PRIVATE-SECTOR EMPLOYER
Cone Health

LARGEST CITY/TOWN
Greensboro: population 302,756

COUNTY PROPERTY TAX
73.1 cents per \$100 value

HIGHER EDUCATION
Bennett, Guilford and Greensboro colleges; High Point and NC A&T State universities; UNC Greensboro; Guilford Technical Community College

HALIFAX

Halifax County Economic Development Commission
252-519-2630
halifaxdevelopment.com



	2013	2023*
POPULATION (000S)	52.7	46.8
EMPLOYMENT (000S)	16.0	15.1
UNEMPLOYMENT RATE	12.3%	5.2%
PER CAPITA INCOME (000S)	\$31.3	\$44.8

EMPLOYMENT BY INDUSTRY
Health care: 16.7%
Manufacturing: 15.2%

LARGEST PRIVATE-SECTOR EMPLOYER
Resers Fine Foods

LARGEST CITY/TOWN
Roanoke Rapids: population 14,662

COUNTY PROPERTY TAX
70.0 cents per \$100 value

HIGHER EDUCATION
Halifax Community College

HARNETT

Harnett County Economic Development
910-893-7524
harnettedc.org



	2013	2023*
POPULATION (000S)	122.7	141.5
EMPLOYMENT (000S)	22.4	27.7
UNEMPLOYMENT RATE	9.6%	3.9%
PER CAPITA INCOME (000S)	\$30.2	\$44.2

EMPLOYMENT BY INDUSTRY
Retail: 17.7%
Health care: 12.4%

LARGEST PRIVATE-SECTOR EMPLOYER
Food Lion

LARGEST CITY/TOWN
Dunn: population 8606

COUNTY PROPERTY TAX
59.1 cents per \$100 value

HIGHER EDUCATION
Campbell University;
Central Carolina Community College

HAYWOOD

Haywood County Economic Development Council
828-456-3021
haywoodchamber.com



	2013	2023*
POPULATION (000S)	59.2	63.7
EMPLOYMENT (000S)	16.5	17.5
UNEMPLOYMENT RATE	7.5%	3.0%
PER CAPITA INCOME (000S)	\$33.4	\$50.9

EMPLOYMENT BY INDUSTRY
Retail: 19.2%
Hospitality: 14.9%

LARGEST PRIVATE-SECTOR EMPLOYER
Haywood Regional Medical Center

LARGEST CITY/TOWN
Waynesville: population 10,646

COUNTY PROPERTY TAX
55.0 cents per \$100 value

HIGHER EDUCATION
Haywood Community College

HENDERSON

Henderson County Partnership for Economic Development
828-692-6373
gohendersoncountync.org



	2013	2023*
POPULATION (000S)	108.2	120.2
EMPLOYMENT (000S)	35.0	42.6
UNEMPLOYMENT RATE	6.2%	2.9%
PER CAPITA INCOME (000S)	\$35.9	\$55.2

EMPLOYMENT BY INDUSTRY
Health care: 18.7%
Retail: 13.1%

LARGEST PRIVATE-SECTOR EMPLOYER
AdventHealth Hendersonville

LARGEST CITY/TOWN
Hendersonville: population 16,830

COUNTY PROPERTY TAX
43.1 cents per \$100 value

HIGHER EDUCATION
Blue Ridge Community College

HERTFORD

Hertford County Economic Development
252-358-7801
hertfordcountync.org



	2013	2023*
POPULATION (000S)	24.0	19.7
EMPLOYMENT (000S)	9.0	8.5
UNEMPLOYMENT RATE	9.6%	4.7%
PER CAPITA INCOME (000S)	\$27.9	\$41.5

EMPLOYMENT BY INDUSTRY
Health care: 24.5%
Retail: 18.2%

LARGEST PRIVATE-SECTOR EMPLOYER
Duck Thru

LARGEST CITY/TOWN
Ahoskie: population 4,658

COUNTY PROPERTY TAX
84.0 cents per \$100 value

HIGHER EDUCATION
Chowan University;
Roanoke-Chowan Community College

HOKE

Raeford Hoke Economic Development Commission
910-875-6113
hokecounty.net



	2013	2023*
POPULATION (000S)	49.9	55.4
EMPLOYMENT (000S)	10.7	9.0
UNEMPLOYMENT RATE	8.9%	4.4%
PER CAPITA INCOME (000S)	\$28.6	\$41.2

EMPLOYMENT BY INDUSTRY
Health care: 21.2%
Manufacturing: 18.9%

LARGEST PRIVATE-SECTOR EMPLOYER
Butterball

LARGEST CITY/TOWN
Raeford: population 4,673

COUNTY PROPERTY TAX
73.0 cents per \$100 value

HIGHER EDUCATION
Sandhills Community College

HYDE

Hyde County Office of Planning and Economic Development
252-926-4178
hydecountync.org



	2013	2023*
POPULATION (000S)	5.6	4.5
EMPLOYMENT (000S)	2.2	1.7
UNEMPLOYMENT RATE	9.8%	5.8%
PER CAPITA INCOME (000S)	\$35.0	\$48.6

EMPLOYMENT BY INDUSTRY
Government: 19.6%
Hospitality: 18.2%

LARGEST PRIVATE-SECTOR EMPLOYER
Illinois Tool Works

LARGEST CITY/TOWN
Swan Quarter, unincorporated

COUNTY PROPERTY TAX
92.0 cents per \$100 value

HIGHER EDUCATION
Beaufort County Community College

IREDELL

Iredell Economic Development Corp.
704-663-1898
iredelledc.com



	2013	2023*
POPULATION (000S)	165.7	202.8
EMPLOYMENT (000S)	65.4	82.5
UNEMPLOYMENT RATE	8.4%	3.2%
PER CAPITA INCOME (000S)	\$41.5	\$64.4

EMPLOYMENT BY INDUSTRY
Retail: 14.6%
Manufacturing: 14.0%

LARGEST PRIVATE-SECTOR EMPLOYER
Lowe's

LARGEST CITY/TOWN
Mooresville: population 56,517

COUNTY PROPERTY TAX
50.0 cents per \$100 value

HIGHER EDUCATION
Mitchell Community College

JACKSON

Jackson County Office of Economic Development, 828-631-2240
jacksonthrive.jacksonnc.org

Jackson County Chamber of Commerce
828-586-2155, mountainlovers.com



	2013	2023*
POPULATION (000S)	40.6	43.2
EMPLOYMENT (000S)	12.5	14.5
UNEMPLOYMENT RATE	8.1%	3.6%
PER CAPITA INCOME (000S)	\$27.2	\$44.9

EMPLOYMENT BY INDUSTRY
Education: 21.1%
Hospitality: 17.4%

LARGEST PRIVATE-SECTOR EMPLOYER
Harris Regional Hospital

LARGEST CITY/TOWN
Sylva: population 2,518

COUNTY PROPERTY TAX
38.0 cents per \$100 value

HIGHER EDUCATION
Western Carolina University;
Southwestern Community College

JOHNSTON

Johnston County Economic Development
919-205-1232
growwithjoco.com



	2013	2023*
POPULATION (000S)	178.0	240.8
EMPLOYMENT (000S)	42.5	58.6
UNEMPLOYMENT RATE	7.3%	3.2%
PER CAPITA INCOME (000S)	\$33.6	\$49.7

EMPLOYMENT BY INDUSTRY
Manufacturing: 13.8%
Retail: 13.5%

LARGEST PRIVATE-SECTOR EMPLOYER
Industries LP

LARGEST CITY/TOWN
Clayton (part): population 30,151

COUNTY PROPERTY TAX
67.0 cents per \$100 value

HIGHER EDUCATION
Johnston Community College

JONES

Jones County Economic Development
252-448-1315
jonescountync.gov



	2013	2023*
POPULATION (000S)	10.1	9.1
EMPLOYMENT (000S)	1.7	1.6
UNEMPLOYMENT RATE	8.9%	3.2%
PER CAPITA INCOME (000S)	\$37.0	\$48.6

EMPLOYMENT BY INDUSTRY
Health care: 20.1%
Government: 11.9%

LARGEST PRIVATE-SECTOR EMPLOYER
Brookstone Living Center

LARGEST CITY/TOWN
Maysville: population 823

COUNTY PROPERTY TAX
74.0 cents per \$100 value

HIGHER EDUCATION
Lenoir Community College

LEE

Sanford Area Growth Alliance
919-774-8439
grownsanfordnc.com



	2013	2023*
POPULATION (000S)	59.4	66.6
EMPLOYMENT (000S)	24.3	25.8
UNEMPLOYMENT RATE	10.5%	4.0%
PER CAPITA INCOME (000S)	\$33.4	\$49.6

EMPLOYMENT BY INDUSTRY
Manufacturing: 26.6%
Retail: 13.1%

LARGEST PRIVATE-SECTOR EMPLOYER
Caterpillar

LARGEST CITY/TOWN
Sanford: population 32,371

COUNTY PROPERTY TAX
65.0 cents per \$100 value

HIGHER EDUCATION
Central Carolina Community College

LENOIR

North Carolina Global TransPark Economic Development Region
252-775-6180
ncgtpedr.com



	2013	2023*
POPULATION (000S)	58.2	53.8
EMPLOYMENT (000S)	27.9	29.0
UNEMPLOYMENT RATE	9.2%	3.4%
PER CAPITA INCOME (000S)	\$34.7	\$51.0

EMPLOYMENT BY INDUSTRY
Manufacturing: 27.7%
Health care: 16.3%

LARGEST PRIVATE-SECTOR EMPLOYER
Sanderson Farms

LARGEST CITY/TOWN
Kinston: population 19,242

COUNTY PROPERTY TAX
84.5 cents per \$100 value

HIGHER EDUCATION
Lenoir Community College

LINCOLN

Lincoln Economic Development Association
704-732-1511
lincolneda.org



	2013	2023*
POPULATION (000S)	78.7	95.4
EMPLOYMENT (000S)	20.8	27.4
UNEMPLOYMENT RATE	8.8%	3.0%
PER CAPITA INCOME (000S)	\$36.3	\$58.2

EMPLOYMENT BY INDUSTRY
Manufacturing: 17.9%
Retail: 13.2%

LARGEST PRIVATE-SECTOR EMPLOYER
Walmart

LARGEST CITY/TOWN
Lincolnton: population 11,764

COUNTY PROPERTY TAX
49.9 cents per \$100 value

HIGHER EDUCATION
Gaston College

MACON

Macon County Economic Development Commission
828-369-2306
maconedc.com



	2013	2023*
POPULATION (000S)	34.2	38.1
EMPLOYMENT (000S)	10.6	12.4
UNEMPLOYMENT RATE	9.5%	3.2%
PER CAPITA INCOME (000S)	\$32.6	\$48.3

EMPLOYMENT BY INDUSTRY
Retail: 17.4%
Hospitality: 15.7%

LARGEST PRIVATE-SECTOR EMPLOYER
Drake Software

LARGEST CITY/TOWN
Franklin: population 4,297

COUNTY PROPERTY TAX
27.0 cents per \$100 value

HIGHER EDUCATION
Southwestern Community College

MADISON

Madison County Economic Development Board

828-649-3766
investinmadison.com



	2013	2023*
POPULATION (000S)	21.1	21.3
EMPLOYMENT (000S)	3.8	4.2
UNEMPLOYMENT RATE	7.2%	3.2%
PER CAPITA INCOME (000S)	\$28.0	\$44.5

EMPLOYMENT BY INDUSTRY
Health care: 13.4%
Retail: 12.8%

LARGEST PRIVATE-SECTOR EMPLOYER
Ingles Markets

LARGEST CITY/TOWN
Mars Hill: population 2,239

COUNTY PROPERTY TAX
36.0 cents per \$100 value

HIGHER EDUCATION
Mars Hill College; Asheville-Buncombe Technical Community College

MARTIN

Martin County Economic Development Corp.

252-789-4904
martincountyedc.com



	2013	2023*
POPULATION (000S)	23.4	21.1
EMPLOYMENT (000S)	71	61
UNEMPLOYMENT RATE	10.1%	4.4%
PER CAPITA INCOME (000S)	\$30.6	\$42.6

EMPLOYMENT BY INDUSTRY
Retail: 17.1%
Health care: 14.6%

LARGEST PRIVATE-SECTOR EMPLOYER
Snacks Holdings

LARGEST CITY/TOWN
Williamston: population 5,019

COUNTY PROPERTY TAX
81.0 cents per \$100 value

HIGHER EDUCATION
Martin Community College

MCDOWELL

McDowell Economic Development Association Inc.

828-652-9391
mcdowellgov.com



	2013	2023*
POPULATION (000S)	44.7	44.4
EMPLOYMENT (000S)	14.9	15.6
UNEMPLOYMENT RATE	9.6%	3.2%
PER CAPITA INCOME (000S)	\$28.1	\$44.0

EMPLOYMENT BY INDUSTRY
Manufacturing: 31.5%
Retail: 13.7%

LARGEST PRIVATE-SECTOR EMPLOYER
Baxter International

LARGEST CITY/TOWN
Marion: population 7,718

COUNTY PROPERTY TAX
56.8 cents per \$100 value

HIGHER EDUCATION
McDowell Technical Community College

MECKLENBURG

Charlotte Regional Business Alliance

704-378-1300
charlotteregion.com



	2013	2023*
POPULATION (000S)	991.6	1,166.6
EMPLOYMENT (000S)	585.9	780.5
UNEMPLOYMENT RATE	8.5%	3.4%
PER CAPITA INCOME (000S)	\$48.9	\$76.4

EMPLOYMENT BY INDUSTRY
Health care: 11.8%
Finance and insurance: 10.8%

LARGEST PRIVATE-SECTOR EMPLOYER
Wells Fargo Bank

LARGEST CITY/TOWN
Charlotte: population 911,609

COUNTY PROPERTY TAX
48.3 cents per \$100 value

HIGHER EDUCATION
Davidson College; Johnson C Smith, Johnson & Wales, Pfeiffer and Queens universities; UNC Charlotte; Central Piedmont Community College

MITCHELL

Mitchell County Economic Development Commission

828-537-1690
mitchellcountyedc.org



	2013	2023*
POPULATION (000S)	15.3	14.8
EMPLOYMENT (000S)	5.0	5.0
UNEMPLOYMENT RATE	11.5%	3.6%
PER CAPITA INCOME (000S)	\$30.6	\$44.0

EMPLOYMENT BY INDUSTRY
Health care: 16.7%
Retail: 14.8%

LARGEST PRIVATE-SECTOR EMPLOYER
Sibeco North America

LARGEST CITY/TOWN
Spruce Pine: population 2,173

COUNTY PROPERTY TAX
56.0 cents per \$100 value

HIGHER EDUCATION
Mayland Community College

MONTGOMERY

Montgomery County Economic Development

910-576-4221, ext. 1308
montgomerycountync.com



	2013	2023*
POPULATION (000S)	26.9	25.5
EMPLOYMENT (000S)	9.0	9.1
UNEMPLOYMENT RATE	9.4%	3.6%
PER CAPITA INCOME (000S)	\$29.2	\$46.8

EMPLOYMENT BY INDUSTRY
Manufacturing: 30.7%
Health care: 11.7%

LARGEST PRIVATE-SECTOR EMPLOYER
Jordan Lumber & Supply

LARGEST CITY/TOWN
Troy: population 2,998

COUNTY PROPERTY TAX
61.5 cents per \$100 value

HIGHER EDUCATION
Montgomery Community College

MOORE

Moore County Economic Development Partnership

910-246-0311
moorecountyedp.org



	2013	2023*
POPULATION (000S)	90.8	108.3
EMPLOYMENT (000S)	32.1	38.6
UNEMPLOYMENT RATE	8.1%	3.4%
PER CAPITA INCOME (000S)	\$44.2	\$62.9

EMPLOYMENT BY INDUSTRY
Health care: 25.1%
Hospitality: 15.1%

LARGEST PRIVATE-SECTOR EMPLOYER
FirstHealth of the Carolinas

LARGEST CITY/TOWN
Pinhurst: population 18,885

COUNTY PROPERTY TAX
31.0 cents per \$100 value

HIGHER EDUCATION
Sandhills Community College

NASH

Nash County Economic Development

252-462-2737, selectnashnc.com



	2013	2023*
POPULATION (000S)	94.1	97.3
EMPLOYMENT (000S)	36.4	39.2
UNEMPLOYMENT RATE	11.2%	4.6%
PER CAPITA INCOME (000S)	\$35.1	\$50.7

EMPLOYMENT BY INDUSTRY
Manufacturing: 20.2%
Health care: 13.6%

LARGEST PRIVATE-SECTOR EMPLOYER
Hospira

LARGEST CITY/TOWN
Rocky Mount (part): population 40,121

COUNTY PROPERTY TAX
63.0 cents per \$100 value

HIGHER EDUCATION
N.C. Wesleyan College;
Nash Community College

NEW HANOVER

Wilmington Business Development

910-763-8414
wilmingtonbusinessdevelopment.com



	2013	2023*
POPULATION (000S)	211.0	239.4
EMPLOYMENT (000S)	99.7	129.0
UNEMPLOYMENT RATE	8.3%	3.1%
PER CAPITA INCOME (000S)	\$376	\$60.9

EMPLOYMENT BY INDUSTRY
Health care: 16.9%
Hospitality: 12.9%

LARGEST PRIVATE-SECTOR EMPLOYER
Novant Health New Hanover Regional Medical Center

LARGEST CITY/TOWN
Wilmington: population 123,756

COUNTY PROPERTY TAX
45.0 cents per \$100 value

HIGHER EDUCATION
UNC Wilmington;
Cape Fear Community College

NORTHAMPTON

Northampton County Economic Development Commission

252-534-1092
northamptonnc.com



	2013	2023*
POPULATION (000S)	20.4	16.2
EMPLOYMENT (000S)	5.3	5.0
UNEMPLOYMENT RATE	9.9%	4.6%
PER CAPITA INCOME (000S)	\$30.4	\$47.6

EMPLOYMENT BY INDUSTRY
Retail: 18.0%
Wholesale: 16.1%

LARGEST PRIVATE-SECTOR EMPLOYER
Meherrin Agricultural & Chemical

LARGEST CITY/TOWN
Gaston: population 962

COUNTY PROPERTY TAX
83.0 cents per \$100 value

HIGHER EDUCATION
Halifax Community College;
Roanoke-Chowan Community College

ONSLow

Jacksonville Onslow Economic Development

910-939-7023
joednc.com



	2013	2023*
POPULATION (000S)	193.3	212.4
EMPLOYMENT (000S)	47.8	53.4
UNEMPLOYMENT RATE	8.0%	4.0%
PER CAPITA INCOME (000S)	\$41.6	\$51.6

EMPLOYMENT BY INDUSTRY
Retail: 19.9%
Hospitality: 16.5%

LARGEST PRIVATE-SECTOR EMPLOYER
Walmart

LARGEST CITY/TOWN
Jacksonville: population 72,543

COUNTY PROPERTY TAX
65.5 cents per \$100 value

HIGHER EDUCATION
Coastal Carolina Community College

ORANGE

Orange County Economic Development

919-245-2326
orangecountync.gov



	2013	2023*
POPULATION (000S)	139.8	150.2
EMPLOYMENT (000S)	63.8	77.8
UNEMPLOYMENT RATE	5.5%	2.9%
PER CAPITA INCOME (000S)	\$51.4	\$77.6

EMPLOYMENT BY INDUSTRY
Education: 28.4%
Health care: 25.5%

LARGEST PRIVATE-SECTOR EMPLOYER
NC Health

LARGEST CITY/TOWN
Chapel Hill (part): population 60,375

COUNTY PROPERTY TAX
86.3 cents per \$100 value

HIGHER EDUCATION
UNC Chapel Hill;
Durham Technical Community College

PAMLICO

Pamlico County Office of Economic Development

252-745-3081
pamlicocounty.org



	2013	2023*
POPULATION (000S)	12.7	12.2
EMPLOYMENT (000S)	3.2	3.7
UNEMPLOYMENT RATE	9.1%	3.3%
PER CAPITA INCOME (000S)	\$37.4	\$52.3

EMPLOYMENT BY INDUSTRY
Retail: 16.5%
Health care: 14.3%

LARGEST PRIVATE-SECTOR EMPLOYER
YMCA of the Triangle

LARGEST CITY/TOWN
Bayboro: population 1,135

COUNTY PROPERTY TAX
64.5 cents per \$100 value

HIGHER EDUCATION
Pamlico Community College

PASQUOTANK

Elizabeth City Pasquotank County Economic Development Commission

252-338-0169
elizabethcitypasquotankedc.com



	2013	2023*
POPULATION (000S)	39.3	41.0
EMPLOYMENT (000S)	15.5	15.9
UNEMPLOYMENT RATE	10.3%	4.1%
PER CAPITA INCOME (000S)	\$33.8	\$47.2

EMPLOYMENT BY INDUSTRY
Health care: 19.3%
Retail: 15.4%

LARGEST PRIVATE-SECTOR EMPLOYER
Sentara Healthcare

LARGEST CITY/TOWN
Elizabeth City (part): population 19,604

COUNTY PROPERTY TAX
62.0 cents per \$100 value

HIGHER EDUCATION
Elizabeth City State University;
College of The Albemarle

PENDER

Wilmington Business Development

910-763-8414
wilmingtonbusinessdevelopment.com



	2013	2023*
POPULATION (000S)	54.2	67.4
EMPLOYMENT (000S)	10.0	14.2
UNEMPLOYMENT RATE	9.6%	3.2%
PER CAPITA INCOME (000S)	\$33.3	\$49.9

EMPLOYMENT BY INDUSTRY
Retail: 14.1%
Health care: 12.4%

LARGEST PRIVATE-SECTOR EMPLOYER
Walmart

LARGEST CITY/TOWN
Surf City (part): population 4,421

COUNTY PROPERTY TAX
73.8 cents per \$100 value

HIGHER EDUCATION
Cape Fear Community College

PERQUIMANS

Perquimans County Economic Development

252-426-8484
perquimansecon.com



	2013	2023*
POPULATION (000S)	13.5	13.2
EMPLOYMENT (000S)	1.9	2.4
UNEMPLOYMENT RATE	9.4%	4.0%
PER CAPITA INCOME (000S)	\$34.9	\$53.4

EMPLOYMENT BY INDUSTRY
Government: 13.2%
Retail: 12.7%

LARGEST PRIVATE-SECTOR EMPLOYER
Food Lion

LARGEST CITY/TOWN
Hertford: population 1,968

COUNTY PROPERTY TAX
52.0 cents per \$100 value

HIGHER EDUCATION
College of The Albemarle

PERSON

Person County Economic Development Commission

336-597-1752

personcountyedc.com



	2013	2023*
POPULATION (000S)	38.7	39.2
EMPLOYMENT (000S)	9.5	9.5
UNEMPLOYMENT RATE	8.9%	3.5%
PER CAPITA INCOME (000S)	\$32.4	\$45.3

EMPLOYMENT BY INDUSTRY
Retail: 16.9%
Manufacturing: 14.7%

LARGEST PRIVATE-SECTOR EMPLOYER
GKN Automotive Components

LARGEST CITY/TOWN
Roxboro: population 8,127

COUNTY PROPERTY TAX
72.3 cents per \$100 value

HIGHER EDUCATION
Piedmont Community College

PITT

Pitt County Economic Development

252-902-2079

growpittcountync.com



	2013	2023*
POPULATION (000S)	170.3	176.6
EMPLOYMENT (000S)	72.7	80.2
UNEMPLOYMENT RATE	8.5%	3.9%
PER CAPITA INCOME (000S)	\$35.7	\$53.5

EMPLOYMENT BY INDUSTRY
Health care: 24.1%
Education: 13.0%

LARGEST PRIVATE-SECTOR EMPLOYER
Patheon Manufacturing Services

LARGEST CITY/TOWN
Greenville: population 92,136

COUNTY PROPERTY TAX
56.6 cents per \$100 value

HIGHER EDUCATION
East Carolina University;
Pitt Community College

POLK

Polk County Office of Economic Development

828-894-2895

polkcdc.com



	2013	2023*
POPULATION (000S)	19.9	19.6
EMPLOYMENT (000S)	5.0	5.4
UNEMPLOYMENT RATE	6.3%	3.3%
PER CAPITA INCOME (000S)	\$37.0	\$61.5

EMPLOYMENT BY INDUSTRY
Health care: 25.5%
Hospitality: 9.5%

LARGEST PRIVATE-SECTOR EMPLOYER
Tryon International Equestrian Center

LARGEST CITY/TOWN
Tryon: population 1,564

COUNTY PROPERTY TAX
53.4 cents per \$100 value

HIGHER EDUCATION
Isothermal Community College

RANDOLPH

Randolph County Economic Development Corp.

336-626-2233

rccdc.com



	2013	2023*
POPULATION (000S)	142.1	145.7
EMPLOYMENT (000S)	43.5	42.5
UNEMPLOYMENT RATE	8.6%	3.6%
PER CAPITA INCOME (000S)	\$31.1	\$46.7

EMPLOYMENT BY INDUSTRY
Manufacturing: 26.7%
Retail: 10.8%

LARGEST PRIVATE-SECTOR EMPLOYER
Randolph Health

LARGEST CITY/TOWN
Asheboro: population 27,819

COUNTY PROPERTY TAX
50.0 cents per \$100 value

HIGHER EDUCATION
Randolph Community College

RICHMOND

Richmond County Economic Development Corp.

910-997-8190

richmondnced.com



	2013	2023*
POPULATION (000S)	45.3	42.5
EMPLOYMENT (000S)	13.3	14.3
UNEMPLOYMENT RATE	11.4%	4.6%
PER CAPITA INCOME (000S)	\$29.9	\$46.0

EMPLOYMENT BY INDUSTRY
Manufacturing: 23.3%
Health care: 14.4%

LARGEST PRIVATE-SECTOR EMPLOYER
Perdue Farms

LARGEST CITY/TOWN
Rockingham: population 8,943

COUNTY PROPERTY TAX
75.0 cents per \$100 value

HIGHER EDUCATION
Richmond Community College

ROBESON

Robeson County Office of Economic Development

910-739-7584

robesoncountyoed.org



	2013	2023*
POPULATION (000S)	129.4	117.6
EMPLOYMENT (000S)	38.1	38.1
UNEMPLOYMENT RATE	12.0%	5.0%
PER CAPITA INCOME (000S)	\$27.0	\$41.1

EMPLOYMENT BY INDUSTRY
Health care: 18.9%
Manufacturing: 18.3%

LARGEST PRIVATE-SECTOR EMPLOYER
Mountaire Farms

LARGEST CITY/TOWN
Lumberton: population 19,168

COUNTY PROPERTY TAX
75.0 cents per \$100 value

HIGHER EDUCATION
UNC Pembroke;
Robeson Community College

ROCKINGHAM

Rockingham County Center for Economic Development, Small Business & Tourism

336-342-8138

rockinghamcountync.gov



	2013	2023*
POPULATION (000S)	91.9	91.6
EMPLOYMENT (000S)	25.9	24.6
UNEMPLOYMENT RATE	9.8%	4.0%
PER CAPITA INCOME (000S)	\$31.5	\$45.3

EMPLOYMENT BY INDUSTRY
Manufacturing: 20.5%
Retail: 15.9%

LARGEST PRIVATE-SECTOR EMPLOYER
Walmart

LARGEST CITY/TOWN
Eden: population 15,390

COUNTY PROPERTY TAX
58.0 cents per \$100 value

HIGHER EDUCATION
Rockingham Community College

ROWAN

Rowan EDC Partnership for Economic Development

704-637-5526

rowanedc.com



	2013	2023*
POPULATION (000S)	139.1	152.1
EMPLOYMENT (000S)	44.1	50.8
UNEMPLOYMENT RATE	8.6%	3.4%
PER CAPITA INCOME (000S)	\$31.1	\$47.0

EMPLOYMENT BY INDUSTRY
Health care: 15.4%
Retail: 13.1%

LARGEST PRIVATE-SECTOR EMPLOYER
Food Lion

LARGEST CITY/TOWN
Salisbury: population 37,805

COUNTY PROPERTY TAX
58.0 cents per \$100 value

HIGHER EDUCATION
Catawba College; Livingstone College;
Rowan-Cabarrus Community College

RUTHERFORD

Rutherford County Economic Development

828-287-6200
rutherfordncdcd.com



	2013	2023*
POPULATION (000S)	66.3	64.4
EMPLOYMENT (000S)	18.0	18.3
UNEMPLOYMENT RATE	11.7%	4.6%
PER CAPITA INCOME (000S)	\$28.3	\$42.5

EMPLOYMENT BY INDUSTRY
Retail: 14.8%
Manufacturing: 14.4%

LARGEST PRIVATE-SECTOR EMPLOYER
Walmart

LARGEST CITY/TOWN
Forest City: population 7,394

COUNTY PROPERTY TAX
45.4 cents per \$100 value

HIGHER EDUCATION
Isothermal Community College

SAMPSON

Sampson County Economic Development Commission

910-592-8921
sampsonedc.com



	2013	2023*
POPULATION (000S)	62.6	59.4
EMPLOYMENT (000S)	18.5	17.1
UNEMPLOYMENT RATE	7.6%	3.5%
PER CAPITA INCOME (000S)	\$33.8	\$46.8

EMPLOYMENT BY INDUSTRY
Manufacturing: 17.3%
Retail: 13.3%

LARGEST PRIVATE-SECTOR EMPLOYER
Smithfield Foods

LARGEST CITY/TOWN
Clinton: population 8,540

COUNTY PROPERTY TAX
62.5 cents per \$100 value

HIGHER EDUCATION
Sampson Community College

SCOTLAND

Scotland County Economic Development Corp.

910-266-4326
scotlandcountyedc.org



	2013	2023*
POPULATION (000S)	35.7	33.3
EMPLOYMENT (000S)	11.6	11.8
UNEMPLOYMENT RATE	15.4%	6.3%
PER CAPITA INCOME (000S)	\$28.1	\$41.1

EMPLOYMENT BY INDUSTRY
Manufacturing: 19.3%
Health care: 19.2%

LARGEST PRIVATE-SECTOR EMPLOYER
Scotland Memorial Hospital

LARGEST CITY/TOWN
Laurinburg: population 14,987

COUNTY PROPERTY TAX
99.0 cents per \$100 value

HIGHER EDUCATION
St. Andrews University;
Richmond Community College

STANLY

Stanly County Economic Development Commission

704-986-3682
stanlyedc.com



	2013	2023*
POPULATION (000S)	60.1	63.8
EMPLOYMENT (000S)	18.6	21.8
UNEMPLOYMENT RATE	8.2%	3.0%
PER CAPITA INCOME (000S)	\$31.8	\$48.2

EMPLOYMENT BY INDUSTRY
Waste management: 17.1%
Manufacturing: 15.2%

LARGEST PRIVATE-SECTOR EMPLOYER
ESS Southeast

LARGEST CITY/TOWN
Albemarle: population 17,058

COUNTY PROPERTY TAX
61.0 cents per \$100 value

HIGHER EDUCATION
Pfeiffer University;
Stanly Community College

STOKES

Stokes County Economic Development

336-593-2497
stokesedc.com



	2013	2023*
POPULATION (000S)	45.9	45.6
EMPLOYMENT (000S)	6.7	7.5
UNEMPLOYMENT RATE	7.5%	3.1%
PER CAPITA INCOME (000S)	\$30.5	\$46.4

EMPLOYMENT BY INDUSTRY
Retail: 17.2%
Education: 14.0%

LARGEST PRIVATE-SECTOR EMPLOYER
Walmart

LARGEST CITY/TOWN
King (part): population 6,980

COUNTY PROPERTY TAX
71.0 cents per \$100 value

HIGHER EDUCATION
Forsyth Technical
Community College

SURRY

Surry County Economic Development Partnership

336-401-9900
surryedp.com



	2013	2023*
POPULATION (000S)	72.3	71.2
EMPLOYMENT (000S)	27.2	28.7
UNEMPLOYMENT RATE	9.0%	3.2%
PER CAPITA INCOME (000S)	\$31.9	\$48.8

EMPLOYMENT BY INDUSTRY
Health care: 14.8%
Retail: 14.6%

LARGEST PRIVATE-SECTOR EMPLOYER
Pike Electric

LARGEST CITY/TOWN
Mount Airy: population 10,664

COUNTY PROPERTY TAX
55.2 cents per \$100 value

HIGHER EDUCATION
Surry Community College

SWAIN

Swain County Economic Development

828-488-9273
swaincountync.gov



	2013	2023*
POPULATION (000S)	14.4	13.9
EMPLOYMENT (000S)	8.7	10.8
UNEMPLOYMENT RATE	12.2%	2.9%
PER CAPITA INCOME (000S)	\$32.1	\$51.5

EMPLOYMENT BY INDUSTRY
Arts & Entertainment: 40.1%
Government: 23.0%

LARGEST PRIVATE-SECTOR EMPLOYER
Cherokee Boys Club

LARGEST CITY/TOWN
Bryson City: population 1,500

COUNTY PROPERTY TAX
41.0 cents per \$100 value

HIGHER EDUCATION
Southwestern Community College

TRANSYLVANIA

Transylvania Economic Alliance

828-393-4130
transylvanianc.org



	2013	2023*
POPULATION (000S)	32.5	33.0
EMPLOYMENT (000S)	8.3	9.6
UNEMPLOYMENT RATE	8.5%	3.2%
PER CAPITA INCOME (000S)	\$32.9	\$55.4

EMPLOYMENT BY INDUSTRY
Retail: 15.3%
Health care: 15.1%

LARGEST PRIVATE-SECTOR EMPLOYER
Transylvania Regional Hospital

LARGEST CITY/TOWN
Brevard: population 7,843

COUNTY PROPERTY TAX
60.3 cents per \$100 value

HIGHER EDUCATION
Brevard College;
Blue Ridge Community College

TYRRELL

Tyrrell County Economic Development

252-796-1371
tyrrellcounty.org



	2013	2023*
POPULATION (000S)	4.0	3.3
EMPLOYMENT (000S)	1.2	0.9
UNEMPLOYMENT RATE	9.1%	5.1%
PER CAPITA INCOME (000S)	\$31.6	\$45.1

EMPLOYMENT BY INDUSTRY
Government: 18.8%
Retail: 13.0%

LARGEST PRIVATE-SECTOR EMPLOYER
ASK Staffing

LARGEST CITY/TOWN
Columbia: population 596

COUNTY PROPERTY TAX
95.0 cents per \$100 value

HIGHER EDUCATION
Beaufort County Community College

UNION

Monroe-Union County Economic Development Commission

704-282-5780
developunion.com



	2013	2023*
POPULATION (000S)	210.9	257.1
EMPLOYMENT (000S)	55.4	72.1
UNEMPLOYMENT RATE	7.2%	3.0%
PER CAPITA INCOME (000S)	\$41.8	\$67.6

EMPLOYMENT BY INDUSTRY
Manufacturing: 16.4%
Construction: 13.3%

LARGEST PRIVATE-SECTOR EMPLOYER
ATI Specialty Materials

LARGEST CITY/TOWN
Indian Trail: population 43740

COUNTY PROPERTY TAX
58.8 cents per \$100 value

HIGHER EDUCATION
Wingate University;
South Piedmont Community College

VANCE

Henderson-Vance County Economic Development Corp.

252-492-2094
vancecountyedc.com



	2013	2023*
POPULATION (000S)	44.0	41.0
EMPLOYMENT (000S)	14.4	14.2
UNEMPLOYMENT RATE	11.7%	5.4%
PER CAPITA INCOME (000S)	\$30.3	\$43.4

EMPLOYMENT BY INDUSTRY
Retail: 15.0%
Health care: 14.3%

LARGEST PRIVATE-SECTOR EMPLOYER
Walmart

LARGEST CITY/TOWN
Henderson: population 14,454

COUNTY PROPERTY TAX
71.3 cents per \$100 value

HIGHER EDUCATION
Vance-Granville Community College

WAKE

Wake County Economic Development

919-664-7000
raleigh-wake.org



	2013	2023*
POPULATION (000S)	972.5	1,189.6
EMPLOYMENT (000S)	474.0	639.9
UNEMPLOYMENT RATE	6.6%	3.0%
PER CAPITA INCOME (000S)	\$48.3	\$76.4

EMPLOYMENT BY INDUSTRY
Professional services: 12.0%
Health care: 11.4%

LARGEST PRIVATE-SECTOR EMPLOYER
WakeMed Health & Hospitals

LARGEST CITY/TOWN
Raleigh (part): population 488,279

COUNTY PROPERTY TAX
51.4 cents per \$100 value

HIGHER EDUCATION
Meredith College; William Peace University;
St. Augustine's University; Shaw University;
N.C. State University; Wake Technical
Community College

WARREN

Warren County Economic Development

252-257-3115
warrencountync.org



	2013	2023*
POPULATION (000S)	20.2	18.7
EMPLOYMENT (000S)	3.5	2.9
UNEMPLOYMENT RATE	11.0%	5.4%
PER CAPITA INCOME (000S)	\$25.5	\$3.6

EMPLOYMENT BY INDUSTRY
Government: 19.4%
Education: 14.6%

LARGEST PRIVATE-SECTOR EMPLOYER
Glen Raven

LARGEST CITY/TOWN
Norlina: population 907

COUNTY PROPERTY TAX
81.0 cents per \$100 value

HIGHER EDUCATION
Vance-Granville Community College

WASHINGTON

Washington County Economic Development

252-793-5823
washconc.org



	2013	2023*
POPULATION (000S)	12.4	10.4
EMPLOYMENT (000S)	3.7	3.1
UNEMPLOYMENT RATE	11.1%	4.8%
PER CAPITA INCOME (000S)	\$32.2	\$45.4

EMPLOYMENT BY INDUSTRY
Manufacturing: 20.6%
Health care: 15.9%

LARGEST PRIVATE-SECTOR EMPLOYER
Domtar Paper

LARGEST CITY/TOWN
Plymouth: population 3,163

COUNTY PROPERTY TAX
85.0 cents per \$100 value

HIGHER EDUCATION
Beaufort County Community College;
Martin Community College

WATAUGA

Watauga Economic Development Commission

828-264-2225
boonechamber.com



	2013	2023*
POPULATION (000S)	51.8	56.6
EMPLOYMENT (000S)	21.4	25.1
UNEMPLOYMENT RATE	7.5%	3.0%
PER CAPITA INCOME (000S)	\$30.3	\$48.4

EMPLOYMENT BY INDUSTRY
Hospitality: 17.7%
Health care: 15.3%

LARGEST PRIVATE-SECTOR EMPLOYER
Appalachian Regional Healthcare System

LARGEST CITY/TOWN
Boone: population 20,022

COUNTY PROPERTY TAX
31.8 cents per \$100 value

HIGHER EDUCATION
Appalachian State University - Boone and
Flickory; Caldwell Community College
and Technical Institute

WAYNE

North Carolina Global TransPark Economic Development Region

252-775-6180
ncgtpedr.com



	2013	2023*
POPULATION (000S)	122.8	116.9
EMPLOYMENT (000S)	42.9	41.1
UNEMPLOYMENT RATE	8.4%	3.7%
PER CAPITA INCOME (000S)	\$33.7	\$49.4

EMPLOYMENT BY INDUSTRY
Health care: 17.2%
Retail: 15.4%

LARGEST PRIVATE-SECTOR EMPLOYER
UNC Health Wayne

LARGEST CITY/TOWN
Goldboro: population 34,239

COUNTY PROPERTY TAX
76.8 cents per \$100 value

HIGHER EDUCATION
University of Mount Olive
Wayne Community College

WILKES

Wilkes Economic Development Corp.
336-838-1501
wilkesedc.com



	2013	2023*
POPULATION (000S)	68.0	66.0
EMPLOYMENT (000S)	20.6	19.0
UNEMPLOYMENT RATE	9.6%	3.7%
PER CAPITA INCOME (000S)	\$30.6	\$47.5

EMPLOYMENT BY INDUSTRY
Manufacturing: 17.4%
Health care: 16.2%

LARGEST PRIVATE-SECTOR EMPLOYER
Tyson Farms

LARGEST CITY/TOWN
North Wilkesboro: population 4,392

COUNTY PROPERTY TAX
66.0 cents per \$100 value

HIGHER EDUCATION
Wilkes Community College

WILSON

Wilson Economic Development Council
252-237-1115
wilsonedc.com



	2013	2023*
POPULATION (000S)	79.7	78.4
EMPLOYMENT (000S)	37.7	35.7
UNEMPLOYMENT RATE	11.7%	4.9%
PER CAPITA INCOME (000S)	\$35.1	\$48.8

EMPLOYMENT BY INDUSTRY
Manufacturing: 20.9%
Health care: 12.7%

LARGEST PRIVATE-SECTOR EMPLOYER
Bridgestone Americas

LARGEST CITY/TOWN
Wilson: population 48,098

COUNTY PROPERTY TAX
59.5 cents per \$100 value

HIGHER EDUCATION
Barton College;
Wilson Technical Community College

YADKIN

Yadkin County Economic Development Council
336-679-2200
yadkinedc.com



	2013	2023*
POPULATION (000S)	37.9	374.0
EMPLOYMENT (000S)	10.4	10.0
UNEMPLOYMENT RATE	75%	3.1%
PER CAPITA INCOME (000S)	\$31.2	\$47.5

EMPLOYMENT BY INDUSTRY
Manufacturing: 24.7%
Construction: 9.7%

LARGEST PRIVATE-SECTOR EMPLOYER
Unifi Manufacturing

LARGEST CITY/TOWN
Yadkinville: population 3,026

COUNTY PROPERTY TAX
65.0 cents per \$100 value

HIGHER EDUCATION
Surry Community College

YANCEY

Yancey County Economic Development Commission
828-682-7722
yanceyedc.org



	2013	2023*
POPULATION (000S)	17.8	18.5
EMPLOYMENT (000S)	3.7	4.5
UNEMPLOYMENT RATE	10.2%	3.1%
PER CAPITA INCOME (000S)	\$30.3	\$42.0

EMPLOYMENT BY INDUSTRY
Manufacturing: 22.9%
Retail: 14.5%

LARGEST PRIVATE-SECTOR EMPLOYER
Altec Industries

LARGEST CITY/TOWN
Burnsville: population 1,585

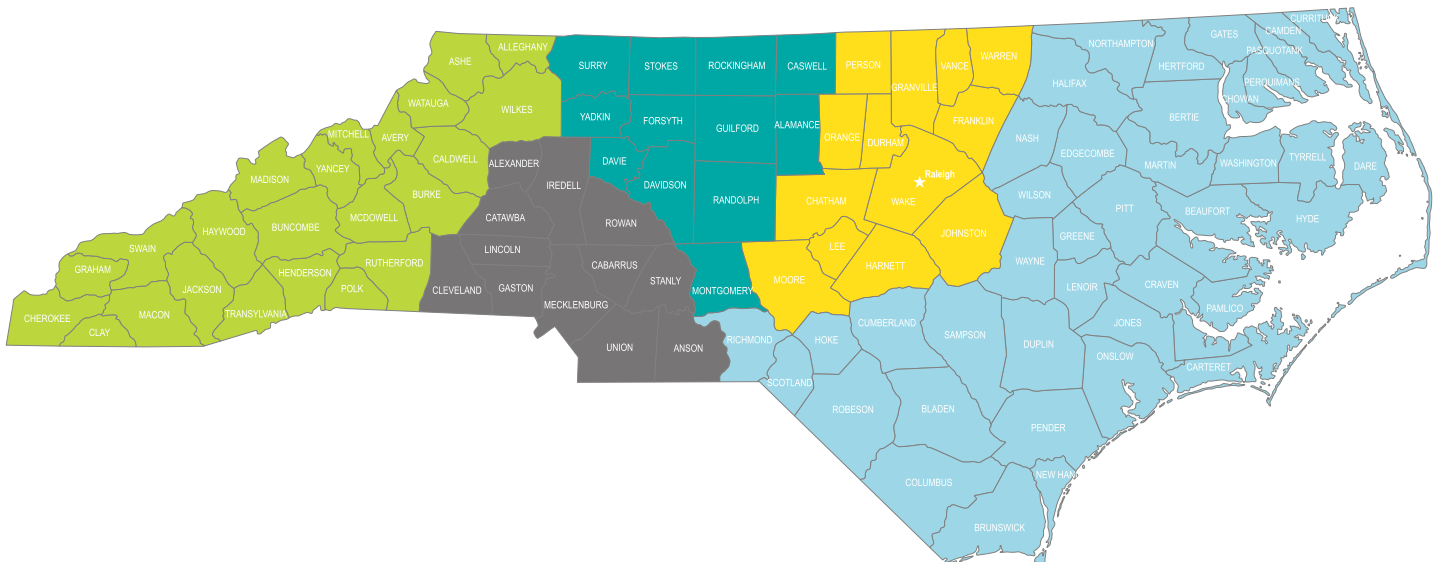
COUNTY PROPERTY TAX
52.0 cents per \$100 value

HIGHER EDUCATION
Mayland Community College

SOURCES

Population, counties, largest city/town, employment and unemployment rate: N.C. Office of State Budget and Management. Hyde and Currituck counties have no incorporated towns. Employment share by industry sector and largest private-sector employer: N.C. Department of Commerce Labor and Economic Analysis Division, as of fourth quarter of 2023. 2024-25 property-tax rate: N.C. Department of Revenue. Per capita income: U.S. Bureau of Economic Analysis. Community colleges are listed for every county in their designated service area.

*Per capita income is for 2022, the most recent year available.



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