

Find the Right Data Method: Comparing Workforce Analytics and Community Data Tools

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- At the top of your screen, choose "speaker video" as your viewing option.
- There will be a Q&A session following the presentation.

HOW to ask questions?

- Click "Q&A" button at the bottom of your screen.
- Type in your question.
- The moderator will read your question aloud.



May 19

Find the Right Data Method: Comparing Workforce Analytics and Community Data Tools

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NORTH CAROLINA DEPARTMENT OF COMMERCE

Find the Right Data Method: Comparing Workforce Analytics and Community Data Tools

Presenters

Crystal Morphis

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Find the Right Data Method: Comparing Workforce Analytics and Community Data Tools

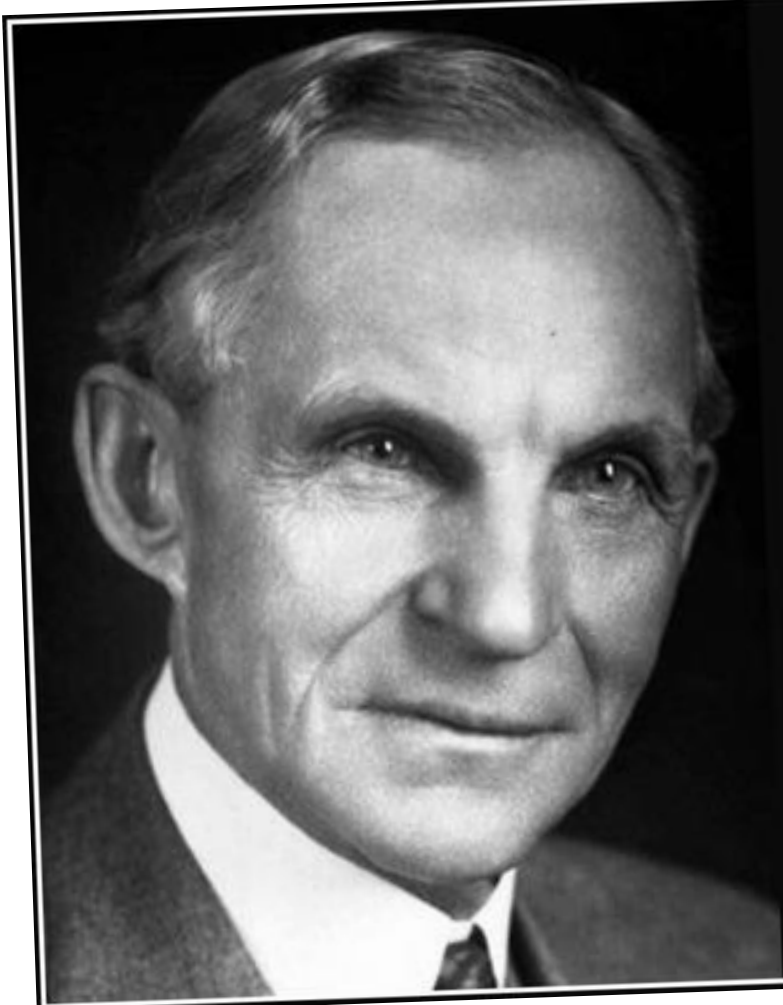


Crystal Morphis

Founder & CEO

Creative Economic Development Consulting

May 19



Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.

— Henry Ford —

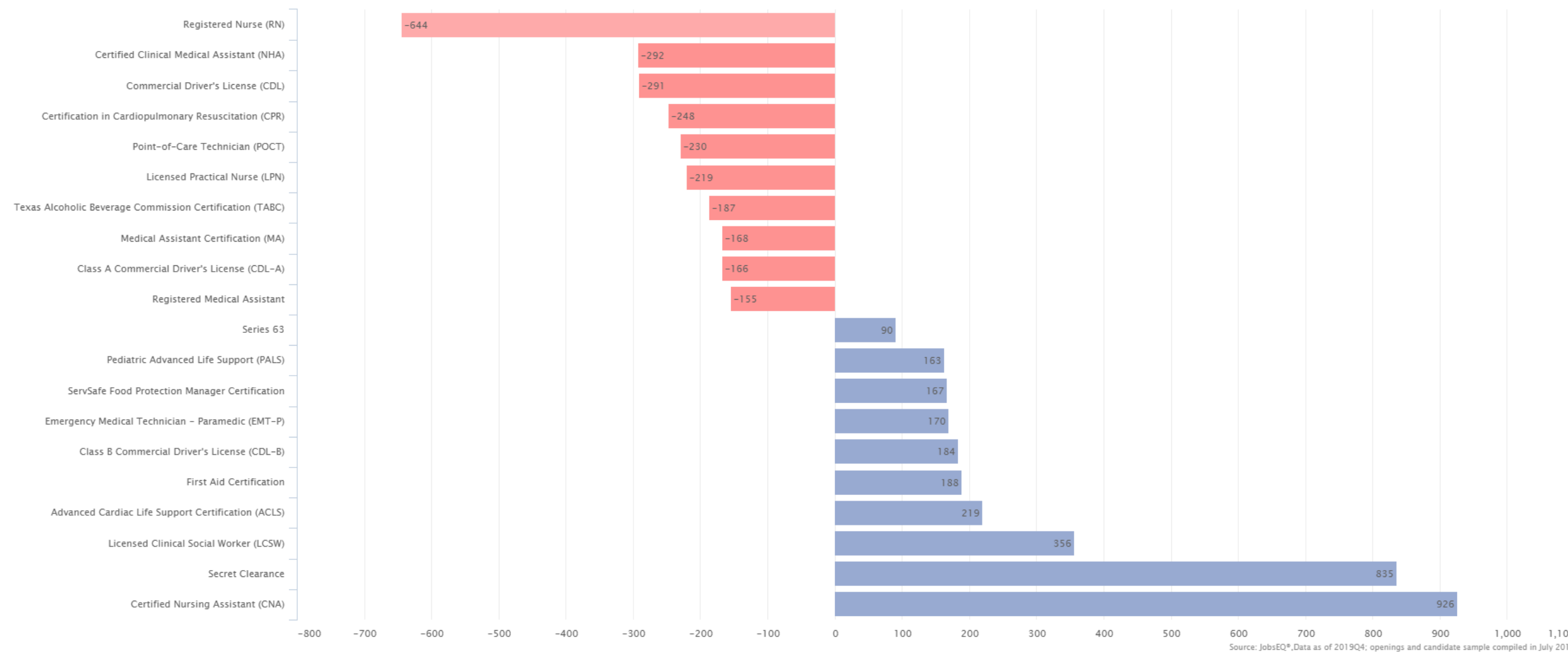


Manufacturing in North Carolina, 2019Q4¹

EXPORT

			CURRENT			5-YEAR HISTORY			1-YEAR FORECAST				
<input type="checkbox"/>	NAICS	Industry	Empl	Avg Ann Wages	LQ	Empl Change	Trend	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
<input type="checkbox"/>	311	Food Manufacturing	59,056	\$40,022	1.16	5,668		2.0%	6,983	2,789	4,296	-103	-0.2%
<input type="checkbox"/>	325	Chemical Manufacturing	42,545	\$88,060	1.62	-301		-0.1%	4,148	1,436	2,722	-10	0.0%
<input type="checkbox"/>	332	Fabricated Metal Product Manufacturing	39,326	\$52,700	0.85	2,261		1.2%	4,049	1,409	2,656	-15	0.0%
<input type="checkbox"/>	336	Transportation Equipment Manufacturing	37,729	\$65,992	0.69	5,740		3.4%	3,794	1,333	2,424	37	0.1%
<input type="checkbox"/>	333	Machinery Manufacturing	36,657	\$66,565	1.06	4,922		2.9%	3,538	1,275	2,348	-85	-0.2%
<input type="checkbox"/>	337	Furniture and Related Product Manufacturing	36,413	\$40,670	2.97	1,739		1.0%	3,616	1,542	2,285	-211	-0.6%
<input type="checkbox"/>	326	Plastics and Rubber Products Manufacturing	35,819	\$53,705	1.60	3,869		2.3%	3,624	1,360	2,472	-209	-0.6%
<input type="checkbox"/>	334	Computer and Electronic Product Manufacturing	33,264	\$128,552	1.01	923		0.6%	2,786	1,063	1,905	-182	-0.5%
<input type="checkbox"/>	313	Textile Mills	26,508	\$42,360	7.90	-1,177		-0.9%	2,236	1,240	1,688	-692	-2.6%
<input type="checkbox"/>	335	Electrical Equipment, Appliance, and Component Manufacturing	22,871	\$67,366	1.84	1,454		1.3%	2,259	864	1,457	-62	-0.3%
<input type="checkbox"/>	321	Wood Product Manufacturing	19,249	\$46,154	1.48	1,630		1.8%	1,994	788	1,319	-112	-0.6%
<input type="checkbox"/>	322	Paper Manufacturing	17,485	\$64,146	1.57	1,511		1.8%	1,620	675	1,166	-221	-1.3%
<input type="checkbox"/>	327	Nonmetallic Mineral Product Manufacturing	16,488	\$58,210	1.27	2,426		3.2%	1,650	645	1,091	-85	-0.5%
<input type="checkbox"/>	339	Miscellaneous Manufacturing	15,982	\$53,038	0.78	-604		-0.7%	1,660	620	1,017	23	0.1%
<input type="checkbox"/>	312	Beverage and Tobacco Product Manufacturing	11,680	\$47,596	1.33	887		1.6%	1,298	533	851	-87	-0.7%

Skill Gaps: Total - All Occupations, North Carolina



Source: JobsEQ®, Data as of 2019Q4; openings and candidate sample compiled in July 2019

RTI (Job Postings)

12,971
Total

110
Occupations

2k
Locations

3.7k
Employers

51
Certifications

781
Hard Skills

96
Soft Skills

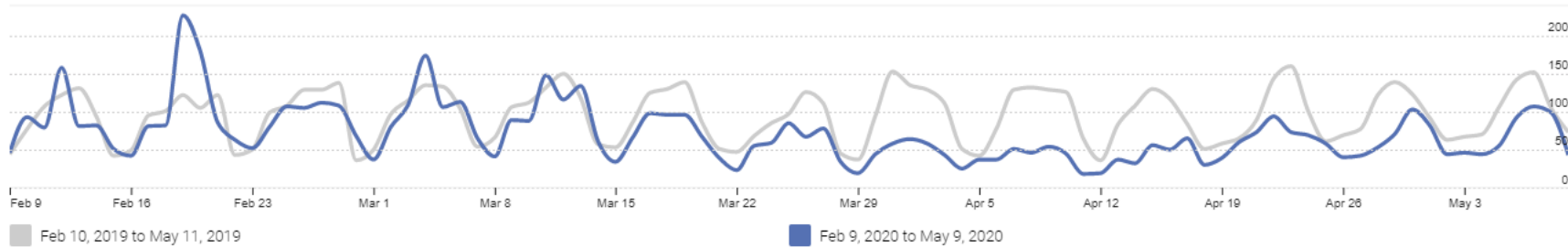
6.7k
Job Titles

4
Education Levels

105
Programs

7
Job Types

New Job Posts by Date



Note: Data are subject to revision. Time series data can be volatile with trends unrelated to actual changes in demand; use with caution.

Occupations

SOC	Occupation	Total Ads
51-1011.00	First-Line Supervisors of Production and Operating Workers	2,879
51-9199.00	Production Workers, All Other	2,580
51-3011.00	Bakers	972
51-9061.00	Inspectors, Testers, Sorters, Samplers, and Weighers	729
51-6011.00	Laundry and Dry-Cleaning Workers	491
51-4121.06	Welders, Cutters, and Welder Fitters	387
51-4041.00	Machinists	356
51-4011.00	Computer-Controlled Machine Tool Operators, Metal and Plastic	323
51-3021.00	Butchers and Meat Cutters	294
51-2099.00	Assemblers and Fabricators, All Other	284

Source: JobsEQ®
Data reflect online job postings for the 90 day period ending 5/12/2020
Note: Data are subject to revision. Time series data can be volatile with trends unrelated to actual changes in demand; use with caution.

Max Rows: 10

Locations

Region Filters
North Carolina (37)

+ Add More
Location Display Level
Reported Location

Time Frame
Last 3 Months

Category Filters
Occupations x
Production Occupations (51-0000) x
+ Add Occupation

+ ADD FILTER

Keyword Filter

- Wages
- Duration (Days)
- Ads Closed (Proxy for Hires)
- Job Posting LQ

Exclude Staffing Companies

Cumberland County, North Carolina, Fayetteville Technical Community College

EXPORT

CIP Code	Title	Certificates and 2yr Awards	4yr Awards	Postgraduate Awards	Total Awards
> 24.0199	Liberal Arts and Sciences, General Studies and Humanities, Other	585	0	0	585
> 52.0201	Business Administration and Management, General	494	0	0	494
> 24.0101	Liberal Arts and Sciences/Liberal Studies	285	0	0	285
> 13.1210	Early Childhood Education and Teaching	220	0	0	220
> 51.0705	Medical Office Management/Administration	186	0	0	186
> 43.0104	Criminal Justice/Safety Studies	139	0	0	139
> 47.0603	Autobody/Collision and Repair Technology/Technician	116	0	0	116
> 43.0302	Crisis/Emergency/Disaster Management	110	0	0	110
> 11.0103	Information Technology	110	0	0	110
> 52.0301	Accounting	101	0	0	101
> 47.0604	Automobile/Automotive Mechanics Technology/Technician	86	0	0	86
> 12.0301	Funeral Service and Mortuary Science, General	82	0	0	82
> 19.0706	Child Development	68	0	0	68
> 46.0499	Building/Construction Finishing, Management, and Inspection, Other	59	0	0	59
> 50.0402	Commercial and Advertising Art	56	0	0	56
> 51.3801	Registered Nursing/Registered Nurse	56	0	0	56



Region

Cumberland County, North Carolina (37051)



Query Type

Programs by School

School

Fayetteville Technical Community College

Forecast

Baseline

 Show More Details

GO

RESET

Where to Start



Create a list of data questions



Demos



Trial Periods



Crystal Morphis

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reative

economic development consulting

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Economic Development Partnership of NC

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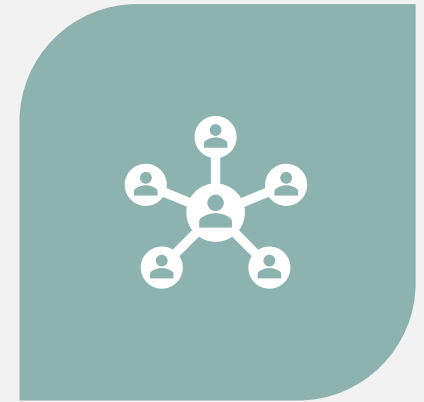
Agenda



WORKFORCE ANALYTICS
TOOLS WE USE AND WHY



ADVANTAGES AND
DISADVANTAGES



HOW WE UTILIZE
WORKFORCE DATA



Workforce Analytics Tools

- EMSI
- LEAD data tools (d4, AccessNC and others)



Emsi
Developer



LEAD
NC DEPARTMENT
of COMMERCE



Why EMSI?



Industries



Occupations



Job Postings



Skills



Programs



Demographics

- Understand your region's strengths and weaknesses
- Demonstrate workforce availability
- Know your competition
- Find regions to target for business recruitment



Why EMSI?

Advantages

- User-friendly, easy to navigate
- Aggregates data across dozens of government sources
- Can create and save groups (regional, industry and occupational groups)
- Visualizes data through heat maps and graphs
- Compares data across geographies (states, counties, MSAs, drive times)
- Provides zip-code level data

Disadvantages

- Subscription required
- Methodologies may differ from federal/state sources
- Other sources may provide better accuracy (education data, for example)



Using Workforce Data



[Start Over](#)

13 Industries [Clear](#) • [Advanced](#)

- ✕ Fiber, Yarn, and Thread Mills (313110)
- ✕ Broadwoven Fabric Mills (313210)
- ✕ Narrow Fabric Mills and Schiffli Machin...
- ✕ Nonwoven Fabric Mills (313230)
- ✕ Knit Fabric Mills (313240)

All Regions [Advanced](#)

No limit. Showing all available.

Timeframe

2015 to 2019

Class of Worker (Basic) [Advanced](#)

Employees

Self-Employed

Industry Map

Harvard Cluster: Textile Manufacturing in All Regions

State Filter Keep Hide Jump To [+ Create Group](#) [Add/Remove Columns](#)

State	State Name	2019 Jobs	2015 - 2019 % Change	2019 Payrolled Business Locations	2019 Location Quotient	Current Wages, Salaries, & Proprietor Earnings
<input type="checkbox"/>	13 Georgia	46,603	1%	526	7.59	\$47,581
<input type="checkbox"/>	37 North Carolina	35,648	-9%	585	5.77	\$42,413
<input type="checkbox"/>	45 South Carolina	21,772	-5%	282	7.46	\$49,726
<input type="checkbox"/>	47 Tennessee	12,629	-2%	134	3.09	\$78,072
<input type="checkbox"/>	1 Alabama	10,544	-6%	104	3.87	\$44,379
<input type="checkbox"/>	6 California	10,414	-22%	558	0.44	\$49,490
<input type="checkbox"/>	51 Virginia	9,201	-9%	127	1.69	
<input type="checkbox"/>	36 New York	5,114	-7%	315	0.40	\$62,560



Using Workforce Data



[Start Over](#)

Staffing Patterns

Harvard Cluster: Textile Manufacturing in United States

5-Digit
Filter
Keep
Hide
Jump To
+ Create Group

SOC	Description	Employed in Industry Group (2015)	Employed in Industry Group (2019)	Employed in Industry Group (2019)	Change (2015 - 2019)	% Change (2015 - 2019)	% of Total Jobs in Industry Group (2019)	Median Hourly Earnings	Typical Entry Level Education	Work Experience Required	Typical On-The-Job Training
<input type="checkbox"/>	51-6064 Textile Winding, Twisting, and Drawing Out Machine Setters, Operators, and Tenders	24,190	26,194	26,194	2,004	8%	13.1%	\$13.90	High school diploma or equivalent	None	Moderate-term on-the-job training
<input type="checkbox"/>	51-6063 Textile Knitting and Weaving Machine Setters, Operators, and Tenders	22,055	19,122	19,122	-2,933	-13%	9.5%	\$14.02	High school diploma or equivalent	None	Short-term on-the-job training
<input type="checkbox"/>	51-6031 Sewing Machine Operators	16,540	14,552	14,552	-1,988	-12%	7.3%	\$12.03	No formal educational credential	None	Short-term on-the-job training
<input type="checkbox"/>	51-6061 Textile Bleaching and Dyeing Machine Operators and Tenders	12,049	9,412	9,412	-2,637	-22%	4.7%	\$13.84	High school diploma or equivalent	None	Short-term on-the-job training
<input type="checkbox"/>	51-1011 First-Line Supervisors of Production and Operating Workers	8,766	8,606	8,606	-160	-2%	4.3%	\$29.05	High school diploma or equivalent	Less than 5 years	None
<input type="checkbox"/>	51-9061 Inspectors, Testers, Sorters, Samplers, and Weighers	8,289	8,212	8,212	-77	-1%	4.1%	\$18.39	High school diploma or equivalent	None	Moderate-term on-the-job training
<input type="checkbox"/>	49-9041 Industrial Machinery Mechanics	6,104	6,627	6,627	523	9%	3.3%	\$25.16	High school diploma or equivalent	None	Long-term on-the-job training
<input type="checkbox"/>	51-6091 Extruding and Forming Machine Setters, Operators, and Tenders, Synthetic and Glass Fibers	6,004	6,036	6,036	32	1%	3.0%	\$16.44	High school diploma or equivalent	None	Moderate-term on-the-job training
<input type="checkbox"/>	53-7062 Laborers and Freight, Stock, and Material Movers, Hand	4,920	4,815	4,815	-105	-2%	2.4%	\$13.59	No formal educational credential	None	Short-term on-the-job training
<input type="checkbox"/>	49-9071 Maintenance and Repair Workers, General	4,085	4,411	4,411	326	8%	2.2%	\$18.42	High school diploma or equivalent	None	Moderate-term on-the-job training
<input type="checkbox"/>	51-6099 Textile, Apparel, and Furnishings Workers, All Other	3,427	4,385	4,385	958	28%	2.2%	\$13.34	High school diploma or equivalent	None	Short-term on-the-job training
<input type="checkbox"/>	43-5071 Shipping, Receiving, and Traffic Clerks	4,012	4,044	4,044	32	1%	2.0%	\$15.88	High school diploma or equivalent	None	Short-term on-the-job training



Using Workforce Data



Start Over

26 Occupations [Clear](#) · [Advanced](#)

- ⊗ Packaging and Filling Machine Operato...
- ⊗ Helpers--Production Workers (51-9198)
- ⊗ Industrial Truck and Tractor Operators (...)
- ⊗ Laborers and Freight, Stock, and Materi...
- ⊗ Packers and Packagers, Hand (53-7064)

Limit by Occupation...

1 State [Clear](#) · [Save](#) · [Advanced](#)

- ⊗ North Carolina (37)

Add Regions...

Institution

None selected.

Select an Institution...

Timeframe

2015 to 2019

Class of Worker (Basic) [Advanced](#)

- Employees
- Self-Employed

Occupation Table

Top Textile Industry Occupations in USA in North Carolina

5-Digit Filter Keep Hide Jump To + Create Group Add/Remove Columns

	SOC ^	Description	Avg. Hourly Earnings	2019 Jobs	2019 Location Quotient	2015 - 2019 % Change	Median Hourly Earnings	Pct. 10 Hourly Earnings	Pct. 25 Hourly Earnings	Pct. 90 Hourly Earnings	Age 25-34	Age 35-44	Pct. 75 Hourly Earnings	Annual Openings	Competitive Effect
<input type="checkbox"/>	11-1021	General and Operations Managers	\$63.27	58,445	0.79	9%	\$52.29	\$25.64	\$35.58	\$116.59	9,798	16,274	\$78.36	6,187	655
<input type="checkbox"/>	11-3051	Industrial Production Managers	\$54.04	5,762	1.02	10%	\$49.25	\$32.45	\$39.51	\$79.13	643	1,418	\$63.44	566	-42
<input type="checkbox"/>	41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	\$35.52	45,609	1.06	0%	\$28.81	\$14.07	\$19.77	\$63.02	7,795	10,288	\$42.78	5,602	1,426
<input type="checkbox"/>	43-4051	Customer Service Representatives	\$16.68	95,078	1.06	11%	\$15.82	\$9.97	\$12.22	\$24.81	25,676	20,087	\$19.78	14,835	339
<input type="checkbox"/>	43-5061	Production, Planning, and Expediting Clerks	\$22.23	8,690	0.77	17%	\$21.26	\$13.14	\$16.51	\$32.88	1,811	1,865	\$27.35	1,190	11
<input type="checkbox"/>	43-5071	Shipping, Receiving, and Traffic Clerks	\$15.83	20,568	0.99	-1%	\$15.07	\$10.41	\$12.54	\$22.89	4,436	4,477	\$18.59	2,376	234
<input type="checkbox"/>	43-9061	Office Clerks, General	\$15.51	96,586	0.92	2%	\$14.53	\$9.10	\$11.47	\$23.47	17,710	17,738	\$18.49	12,836	772
<input type="checkbox"/>	49-9041	Industrial Machinery Mechanics	\$24.36	12,274	1.06	16%	\$23.85	\$15.13	\$18.73	\$35.11	1,765	2,543	\$29.26	1,566	28
<input type="checkbox"/>	49-9043	Maintenance Workers, Machinery	\$21.00	4,523	1.76	-12%	\$20.38	\$13.27	\$16.19	\$29.99	660	901	\$25.75	497	-37
<input type="checkbox"/>	49-9071	Maintenance and Repair Workers, General	\$19.05	50,651	1.05	8%	\$18.22	\$11.34	\$14.36	\$28.56	7,742	10,306	\$23.18	5,864	577
<input type="checkbox"/>	51-1011	First-Line Supervisors of Production and Operating Workers	\$29.55	21,644	1.11	6%	\$28.15	\$17.46	\$22.10	\$44.27	3,150	5,052	\$35.56	2,570	159
<input type="checkbox"/>	51-6031	Sewing Machine Operators	\$13.46	8,585	2.05	-6%	\$12.45	\$8.89	\$10.29	\$19.43	992	1,592	\$15.92	1,270	-134
<input type="checkbox"/>	51-6061	Textile Bleaching and Dyeing Machine Operators and Tenders	\$14.16	2,212	7.25	-18%	\$13.72	\$9.29	\$11.07	\$19.42	326	401	\$17.13	404	103
<input type="checkbox"/>	51-6062	Textile Cutting Machine Setters, Operators, and Tenders	\$14.43	1,256	2.87	4%	\$13.70	\$8.51	\$10.83	\$21.36	177	238	\$17.67	200	130
<input type="checkbox"/>	51-6063	Textile Knitting and Weaving Machine Setters, Operators, and Tenders	\$13.48	3,871	6.03	-8%	\$12.97	\$8.86	\$10.81	\$18.64	517	757	\$15.72	628	110



Using Workforce Data

NC Staffing Patterns By Industry By Occupation



Staffing Patterns by 3-digit NAICS: 313 Textile Mills Search Start Over

Excel CSV

SOC ⓘ	Occupation Title ⓘ	Employment	Percent of Industry Employment	Median Annual Wage	Mean Annual Wage
00-0000	Total Industry Employment	28,239	100.0%	\$30,030	\$36,760
51-6064	Textile Winding, Twisting, and Drawing Out Machine Setters, Operators, and Tenders	5,627	19.9%	\$26,390	\$26,370
51-6063	Textile Knitting and Weaving Machine Setters, Operators, and Tenders	3,075	10.9%	\$28,020	\$28,780
51-6061	Textile Bleaching and Dyeing Machine Operators and Tenders	1,969	7.0%	\$28,810	\$29,580
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	1,720	6.1%	\$28,620	\$29,810
51-1011	First-Line Supervisors of Production and Operating Workers	1,073	3.8%	\$50,420	\$51,810
49-9041	Industrial Machinery Mechanics	996	3.5%	\$35,460	\$37,770
49-9071	Maintenance and Repair Workers, General	896	3.2%	\$35,080	\$36,280
51-6091	Extruding and Forming Machine Setters, Operators, and Tenders, Synthetic and Glass Fibers	755	2.7%	\$31,270	\$32,760
51-9198	Helpers--Production Workers	752	2.7%	\$26,520	\$27,130
51-6031	Sewing Machine Operators	623	2.2%	\$24,330	\$25,330
43-5071	Shipping, Receiving, and Traffic Clerks	606	2.1%	\$29,450	\$30,730
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	576	2.0%	\$26,850	\$27,980
49-9043	Maintenance Workers, Machinery	552	1.9%	\$35,370	\$37,040
53-7051	Industrial Truck and Tractor Operators	459	1.6%	\$28,510	\$28,730
11-3051	Industrial Production Managers	441	1.6%	\$83,580	\$89,670
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	407	1.4%	\$84,570	\$96,820
53-7064	Packers and Packagers, Hand	407	1.4%	\$23,490	\$23,820
43-4051	Customer Service Representatives	377	1.3%	\$34,820	\$35,240
51-9111	Packaging and Filling Machine Operators and Tenders	364	1.3%	\$37,930	\$40,170
43-5061	Production, Planning, and Expediting Clerks	361	1.3%	\$37,070	\$40,910
51-6099	Textile, Apparel, and Furnishings Workers, All Other	321	1.1%	\$28,640	\$29,490
51-9121	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	304	1.1%	\$29,700	\$32,240



Using Workforce Data



Quarterly Census Employment and Wages (QCEW)

[Program Overview](#) [Go to Results](#)

Record locator:DI3
Permalink: <https://d4.nccommerce.com/?q=DI3>

2017 North American Industry Classification System Revision

The QCEW program converted to the 2017 NAICS during the 1st quarter 2017. For more information on the 2017 NAICS revision, please visit the [BLS Quarterly Census of Employment and Wages](#). For a crosswalk from the 2012 NAICS to 2017 NAICS go to [NAICS 2012 to NAICS 2017](#).

Data by Industry Industry by Size Groups

2012 NAICS Level:

Total (000000)
Supersector or Domain
Sector (2 digit)
Subsector (3 digit)
Industry Group (4 digit)

Industry:

3119 - Other Food Manufacturing
3121 - Beverage Manufacturing
3122 - Tobacco Manufacturing
3131 - Fiber, Yarn, and Thread Mills
3132 - Fabric Mills
3133 - Textile and Fabric Finishing and Fabric
3141 - Textile Furnishings Mills

Data:

Establishments
Average Employment
Month 1 Employment
Month 2 Employment
Month 3 Employment
Total Wages
Average Weekly Wage

Ownership:

Aggregate of all types
Private
Local Government
State Government
Federal Government

Year:

2019
2018
2017
2016
2015

Period:

Annual
Quarter 1
Quarter 2
Quarter 3
Quarter 4

[View](#) [Download](#) [Reset](#) [Largest Employers](#) [Print](#)

Occupational Employment and Wages in North Carolina (OES)

[Program Overview](#) [Go to Results](#)

Record locator:1L
Permalink: <https://d4.nccommerce.com/?q=1L>

Metropolitan Statistical Area (2013 Def.) available beginning with the 2016 release year. Please select Metropolitan Statistical Area (2003 Def.) for data in all other release years.

Released Year:

2019
2018
2017
2016
2015

Occupation:

45-0000 - Farming, Fishing, and Forestry Occupations
47-0000 - Construction and Extraction Occupations
49-0000 - Installation, Maintenance, and Repair Occupations
51-0000 - Production Occupations
53-0000 - Transportation and Material Moving Occupations

Data:

Estimated Employment
Estimated Hourly wage; mean
Estimated Hourly wage; entry
Estimated Hourly wage; experience
Estimated Hourly wage; median
Estimated Annual wage; mean
Estimated Annual wage; entry
Estimated Annual wage; experience

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Find the Right Data Method: Comparing Workforce Analytics and Community Data Tools



Morgan Ross

Senior Research Manager
Wake County Economic Development

May 19

Site To Do Business

Business Analyst & ESRI

Your STDB Tools

Business Analyst

Gather location insight using data and advanced mapping capabilities

CREDITS
7,973 +

OPEN

ArcGIS Online

Create and share interactive maps using your own data or from the marketplace

OPEN

Database USA

Search and export business lists within defined geographies, types of businesses

OPEN

Flood Maps

Access a detailed flood zone report in seconds

OPEN

Pictometry

VIEWS
183 +

Access high resolution, oblique, aerial images from Pictometry

OPEN

RealNex MarketEdge

Create powerful analyses, persuasive marketing and access private deal rooms

OPEN

Partner Tools

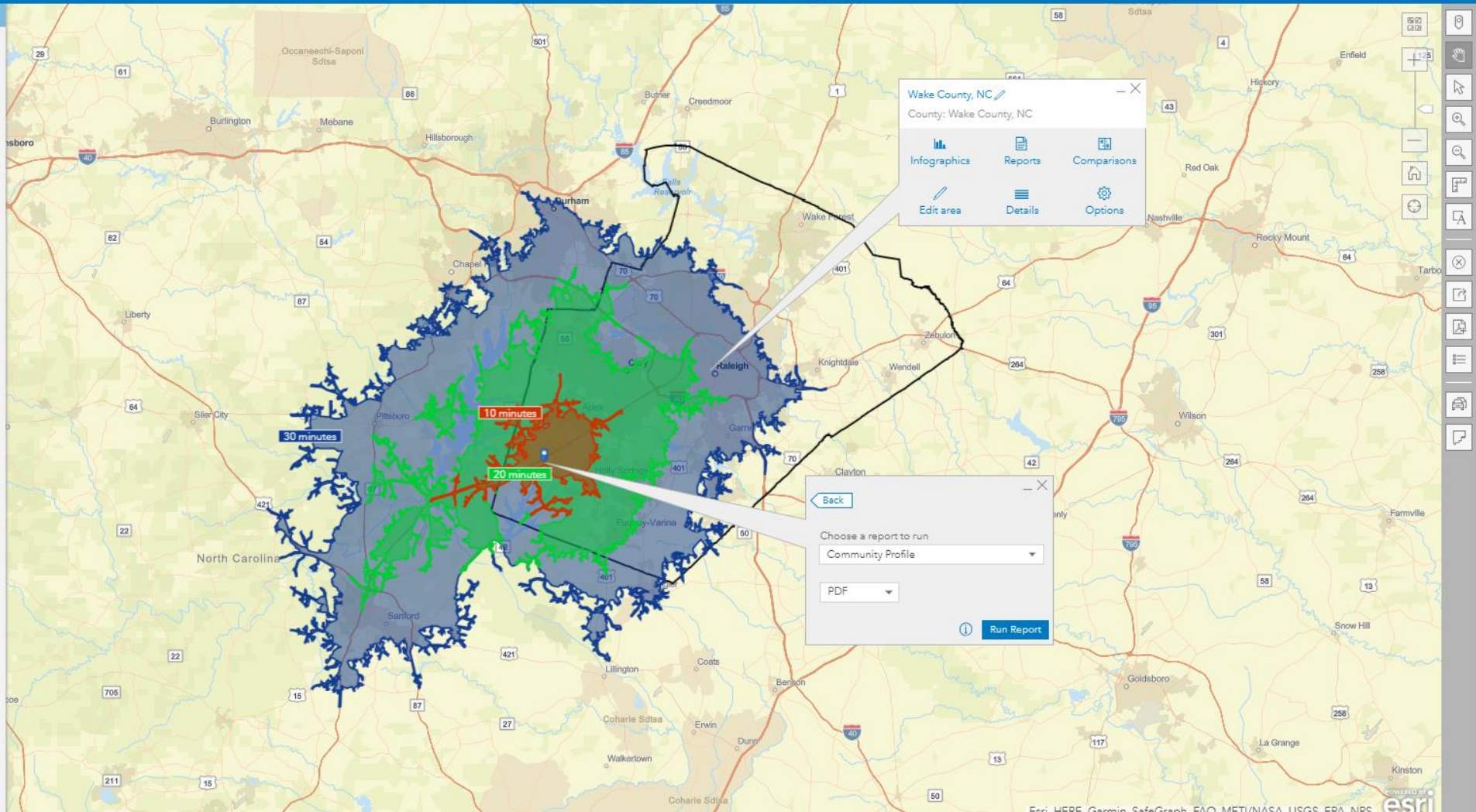


All Projects > Municipalities

Name	Date
Point Locations (Sites)	
My Point Locations	10/05/2018
Friendship Site, Holly Spr...	05/18/2020
1151 N Main St, Holly Sp...	03/10/2020
4100 Auburn Church Rd, ...	08/29/2019
100-128 W Holly Springs...	08/21/2019
501 Cayman Ave	07/10/2019
800 S Salisbury Ave, Salis...	05/09/2019
112 3rd St	04/10/2019
505 Meeting Hall Dr	03/08/2019
Research Triangle Park 4	03/07/2019
Research Triangle Park 3	03/07/2019
Downtown Durham 2	03/07/2019
Downtown Durham	03/07/2019
Research Triangle Park 2	03/07/2019
Research Triangle Park	03/07/2019

View full table

Close



Wake County, NC
County: Wake County, NC

- Infographics
- Reports
- Comparisons
- Edit area
- Details
- Options

Back

Choose a report to run
Community Profile

PDF

Run Report



Community Profile

Friendship Site, Holly Springs, NC
27539, Apex, North Carolina
Drive Time: 10, 20, 30 minute radii

Prepared by Esri
Latitude: 35.67279
Longitude: -78.91127

	10 minutes	20 minutes	30 minutes
Population Summary			
2000 Total Population	11,170	190,155	602,910
2010 Total Population	23,214	290,328	810,081
2019 Total Population	37,438	380,548	994,868
2019 Group Quarters	122	3,547	24,465
2024 Total Population	44,182	431,455	1,103,658
2019-2024 Annual Rate	3.37%	2.54%	2.10%
2019 Total Daytime Population	31,686	361,915	1,138,518
Workers	13,256	183,490	671,006
Residents	18,430	178,425	467,512
Household Summary			
2000 Households	4,216	71,689	236,380
2000 Average Household Size	2.64	2.60	2.45
2010 Households	8,233	109,554	321,027
2010 Average Household Size	2.80	2.62	2.45
2019 Households	12,798	142,342	393,344
2019 Average Household Size	2.92	2.65	2.47
2024 Households	15,040	160,907	436,129
2024 Average Household Size	2.93	2.66	2.47
2019-2024 Annual Rate	3.28%	2.48%	2.09%
2010 Families	6,271	73,607	199,331
2010 Average Family Size	3.26	3.16	3.07
2019 Families	9,743	94,827	240,699
2019 Average Family Size	3.39	3.22	3.12
2024 Families	11,414	106,926	265,529
2024 Average Family Size	3.42	3.24	3.14
2019-2024 Annual Rate	3.22%	2.43%	1.98%
Housing Unit Summary			
2000 Housing Units	4,675	76,788	253,618
Owner Occupied Housing Units	73.1%	63.5%	57.4%
Renter Occupied Housing Units	17.1%	29.8%	35.8%
Vacant Housing Units	9.8%	6.6%	6.8%
2010 Housing Units	8,852	117,490	347,923
Owner Occupied Housing Units	75.0%	61.6%	56.2%
Renter Occupied Housing Units	18.0%	31.6%	36.1%
Vacant Housing Units	7.0%	6.8%	7.7%
2019 Housing Units	13,591	152,061	425,490
Owner Occupied Housing Units	78.7%	63.7%	56.0%
Renter Occupied Housing Units	15.5%	30.0%	36.4%
Vacant Housing Units	5.8%	6.4%	7.6%
2024 Housing Units	15,918	171,394	470,483
Owner Occupied Housing Units	78.7%	63.8%	56.5%
Renter Occupied Housing Units	15.8%	30.0%	36.2%
Vacant Housing Units	5.5%	6.1%	7.3%
Median Household Income			
2019	\$101,832	\$94,019	\$77,401
2024	\$110,266	\$103,864	\$87,229
Median Home Value			
2019	\$319,316	\$327,949	\$290,482
2024	\$342,847	\$347,940	\$313,197
Per Capita Income			
2019	\$41,644	\$44,272	\$41,235
2024	\$46,996	\$49,134	\$46,218
Median Age			
2010	34.2	33.8	34.3
2019	35.3	35.0	35.9
2024	34.0	34.7	35.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Friendship Site, Holly Springs, NC
27539, Apex, North Carolina
Drive Time: 10, 20, 30 minute radii

Prepared by Esri
Latitude: 35.67279
Longitude: -78.91127

	10 minutes	20 minutes	30 minutes
2019 Households by Income			
Household Income Base	12,798	142,340	393,330
<\$15,000	4.2%	4.5%	6.5%
\$15,000 - \$24,999	3.7%	4.5%	6.6%
\$25,000 - \$34,999	5.1%	5.3%	7.0%
\$35,000 - \$49,999	6.6%	9.2%	11.0%
\$50,000 - \$74,999	13.6%	15.8%	17.3%
\$75,000 - \$99,999	15.4%	13.2%	12.8%
\$100,000 - \$149,999	25.6%	22.6%	19.2%
\$150,000 - \$199,999	12.8%	12.1%	9.3%
\$200,000+	13.2%	12.8%	10.2%
Average Household Income	\$122,243	\$118,408	\$104,150
2024 Households by Income			
Household Income Base	15,040	160,905	436,115
<\$15,000	3.5%	3.5%	5.1%
\$15,000 - \$24,999	3.1%	3.7%	5.5%
\$25,000 - \$34,999	4.1%	4.4%	5.8%
\$35,000 - \$49,999	5.5%	8.0%	9.8%
\$50,000 - \$74,999	11.8%	14.6%	16.5%
\$75,000 - \$99,999	14.2%	12.9%	12.9%
\$100,000 - \$149,999	26.0%	23.7%	21.0%
\$150,000 - \$199,999	16.1%	15.0%	12.0%
\$200,000+	15.7%	14.1%	11.3%
Average Household Income	\$138,483	\$131,826	\$116,851
2019 Owner Occupied Housing Units by Value			
Total	10,697	96,788	238,234
<\$50,000	1.0%	1.3%	2.0%
\$50,000 - \$99,999	0.9%	1.0%	2.7%
\$100,000 - \$149,999	3.2%	4.2%	8.7%
\$150,000 - \$199,999	9.3%	9.9%	12.9%
\$200,000 - \$249,999	14.7%	13.2%	13.2%
\$250,000 - \$299,999	15.7%	13.8%	13.1%
\$300,000 - \$399,999	26.6%	23.9%	19.7%
\$400,000 - \$499,999	13.8%	15.7%	12.7%
\$500,000 - \$749,999	9.0%	12.8%	10.6%
\$750,000 - \$999,999	3.3%	2.6%	2.8%
\$1,000,000 - \$1,499,999	1.0%	0.8%	0.9%
\$1,500,000 - \$1,999,999	0.3%	0.4%	0.3%
\$2,000,000 +	1.1%	0.4%	0.4%
Average Home Value	\$380,484	\$374,865	\$344,557
2024 Owner Occupied Housing Units by Value			
Total	12,521	109,424	265,746
<\$50,000	0.8%	0.9%	1.5%
\$50,000 - \$99,999	0.7%	0.7%	2.2%
\$100,000 - \$149,999	2.2%	3.2%	7.4%
\$150,000 - \$199,999	7.1%	8.0%	11.1%
\$200,000 - \$249,999	12.5%	11.6%	12.1%
\$250,000 - \$299,999	14.4%	13.2%	12.9%
\$300,000 - \$399,999	28.8%	25.5%	21.5%
\$400,000 - \$499,999	16.1%	17.7%	14.5%
\$500,000 - \$749,999	10.5%	14.2%	11.8%
\$750,000 - \$999,999	4.0%	2.9%	3.2%
\$1,000,000 - \$1,499,999	1.3%	1.0%	1.0%
\$1,500,000 - \$1,999,999	0.3%	0.5%	0.4%
\$2,000,000 +	1.4%	0.4%	0.4%
Average Home Value	\$410,908	\$395,102	\$364,430



Community Profile

Friendship Site, Holly Springs, NC
27539, Apex, North Carolina
Drive Time: 10, 20, 30 minute radii

Prepared by Esri
Latitude: 35.67279
Longitude: -78.91127

	10 minutes	20 minutes	30 minutes
2019 Population 25+ by Educational Attainment			
Total	23,239	242,354	657,392
Less than 9th Grade	1.5%	2.0%	3.0%
9th - 12th Grade, No Diploma	3.5%	2.5%	4.0%
High School Graduate	10.8%	10.6%	12.6%
GED/Alternative Credential	1.3%	1.4%	2.0%
Some College, No Degree	14.7%	13.8%	15.8%
Associate Degree	9.5%	7.8%	7.5%
Bachelor's Degree	40.2%	36.8%	32.9%
Graduate/Professional Degree	18.4%	25.1%	22.3%
2019 Population 15+ by Marital Status			
Total	27,711	300,405	801,293
Never Married	26.1%	30.5%	35.0%
Married	61.7%	57.6%	51.2%
Widowed	3.8%	3.4%	4.1%
Divorced	8.4%	8.6%	9.7%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.5%	97.4%	97.0%
Civilian Unemployed (Unemployment Rate)	2.5%	2.6%	3.0%
2019 Employed Population 16+ by Industry			
Total	19,310	205,793	533,541
Agriculture/Mining	0.2%	0.3%	0.3%
Construction	5.8%	4.4%	5.6%
Manufacturing	10.2%	10.7%	9.8%
Wholesale Trade	2.5%	2.1%	2.3%
Retail Trade	9.8%	8.8%	8.9%
Transportation/Utilities	2.9%	3.4%	3.4%
Information	3.6%	2.9%	2.4%
Finance/Insurance/Real Estate	8.5%	7.5%	7.2%
Services	51.3%	55.9%	55.7%
Public Administration	5.2%	3.8%	4.3%
2019 Employed Population 16+ by Occupation			
Total	19,311	205,791	533,543
White Collar	76.3%	77.1%	72.6%
Management/Business/Financial	21.1%	21.1%	19.3%
Professional	32.1%	34.7%	31.4%
Sales	12.0%	11.1%	10.9%
Administrative Support	11.2%	10.2%	11.0%
Services	12.5%	12.3%	14.5%
Blue Collar	11.1%	10.6%	12.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.2%
Construction/Extraction	4.1%	2.8%	3.9%
Installation/Maintenance/Repair	1.7%	1.9%	2.0%
Production	3.3%	2.8%	3.3%
Transportation/Material Moving	2.1%	3.0%	3.5%
2010 Population By Urban/ Rural Status			
Total Population	23,214	290,328	810,081
Population Inside Urbanized Area	91.8%	95.2%	89.2%
Population Inside Urbanized Cluster	0.0%	0.2%	4.0%
Rural Population	8.2%	4.5%	6.8%



Community Profile

Friendship Site, Holly Springs, NC
27539, Apex, North Carolina
Drive Time: 10, 20, 30 minute radii

Prepared by Esri
Latitude: 35.67279
Longitude: -78.91127

	10 minutes	20 minutes	30 minutes
2010 Population by Race/Ethnicity			
Total	23,214	290,327	810,082
White Alone	77.6%	73.4%	64.4%
Black Alone	10.6%	11.1%	22.1%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	4.9%	9.5%	5.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	3.7%	2.9%	4.8%
Two or More Races	2.7%	2.5%	2.4%
Hispanic Origin	8.1%	7.4%	9.9%
Diversity Index	47.5	51.7	61.6
2019 Population by Race/Ethnicity			
Total	37,439	380,547	994,868
White Alone	74.4%	68.6%	62.0%
Black Alone	11.2%	11.5%	21.4%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	6.7%	13.3%	8.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.8%	3.0%	5.1%
Two or More Races	3.3%	3.0%	2.9%
Hispanic Origin	8.7%	7.8%	10.5%
Diversity Index	51.9	57.0	64.6
2024 Population by Race/Ethnicity			
Total	44,182	431,455	1,103,658
White Alone	71.6%	65.3%	59.8%
Black Alone	11.5%	11.6%	21.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	8.3%	15.9%	9.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.2%	3.3%	5.5%
Two or More Races	3.7%	3.4%	3.2%
Hispanic Origin	9.6%	8.4%	11.3%
Diversity Index	55.9	60.6	67.0
2010 Population by Relationship and Household Type			
Total	23,214	290,328	810,081
In Households	99.5%	98.8%	96.9%
In Family Households	89.4%	81.4%	77.3%
Householder	26.6%	25.3%	24.6%
Spouse	22.1%	20.9%	18.6%
Child	37.0%	31.1%	28.9%
Other relative	2.6%	2.8%	3.4%
Nonrelative	1.2%	1.3%	1.8%
In Nonfamily Households	10.1%	17.4%	19.7%
In Group Quarters	0.5%	1.2%	3.1%
Institutionalized Population	0.4%	0.2%	0.9%
Noninstitutionalized Population	0.1%	1.0%	2.1%

▲ Esri reports

2010 Census Profile

ACS Housing Summary

ACS Population Summary

Age 50+ Profile

Age by Sex by Race Profile

Age by Sex Profile

Automotive Aftermarket Expenditures

Business Locator

Business Summary

Community Profile

Crime Summary

Demographic and Income Comparison Profile

Demographic and Income Profile

Detailed Age Profile

Disposable Income Profile

Dominant Tapestry Map

Electronics and Internet Market Potential

Executive Summary

Finances Market Potential

Financial Expenditures

Graphic Profile

Health and Beauty Market Potential

House and Home Expenditures

Household Budget Expenditures

Household Income Profile

Housing Profile

Major Shopping Center Locator

Major Shopping Center Map

Market Profile

Medical Expenditures

Net Worth Profile

Pets and Products Market Potential

Recreation Expenditures

Restaurant Market Potential

Retail Demand Outlook

Retail Goods and Services Expenditures

Retail Market Potential

Retail MarketPlace Profile

Site Details Map

Site Map

Site Map on Satellite Imagery - 0.4 Miles Wide

Site Map on Satellite Imagery - 0.8 Miles Wide

Site Map on Satellite Imagery - 1.6 Miles Wide

Sports and Leisure Market Potential

Tapestry Segmentation Area Profile

Time Series Profile


Traffic Count Map

Traffic Count Map - Close Up

Traffic Count Profile

Suitability Analysis

Select criteria for your analysis.



Add Criteria













Back Export

Data Browser

Search for a variable name, an issue, or an area of interest

Selected variables 0/

Standard data Data shared with me

 Population	 Income	 Age	 Households
 Housing	 Health	 Education	 Business
 Race	 Spending	 Behaviors	 Jobs

Navigation: < >

Filters: Saved Variables Favorites By Source Show All

Buttons: Save Apply Cancel



Municipalities

Add Data

Create Maps

Define Areas

Run Analysis

Share Results

Enter business/facility name or type

Color-Coded Maps

2019 Total Population by Census Tracts

2000 2010 2019 2024

+ Add variable

Legend Style Data

Census Tracts in Current map extent

2019 Total Population

11,250 to 22,749

7,703 to 11,249

5,436 to 7,702

3,597 to 5,435

0 to 3,596

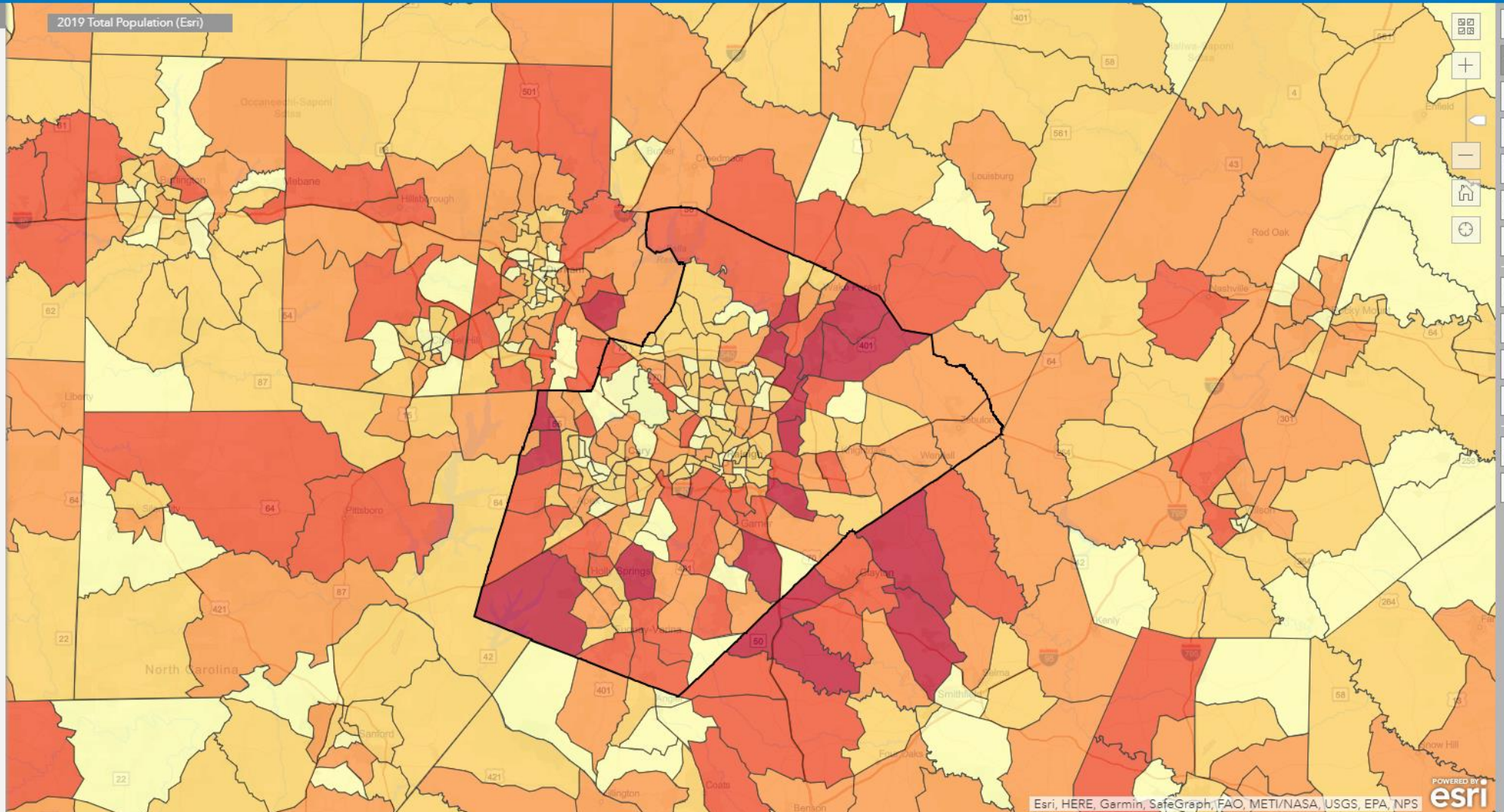
Save colors

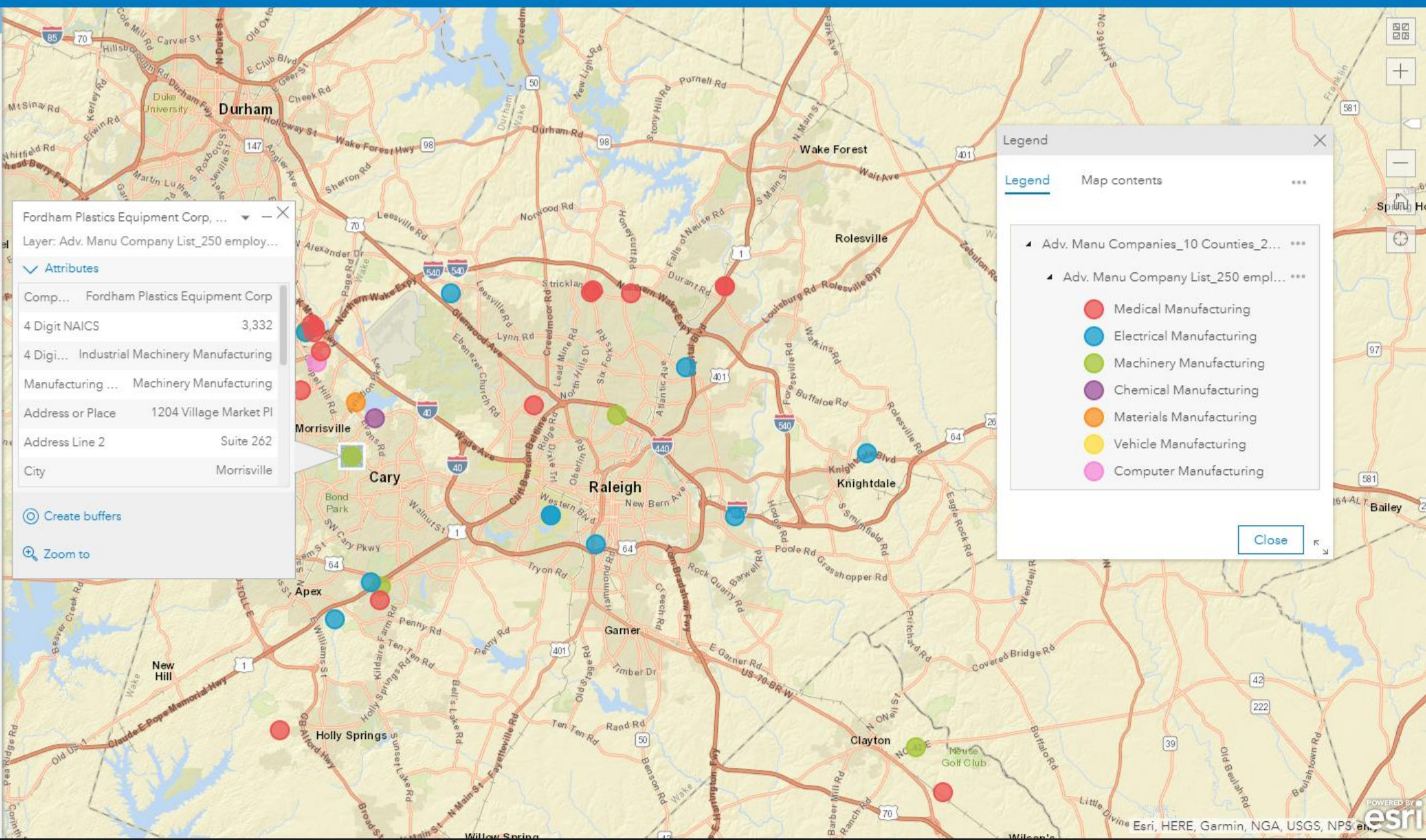
Reset

Filter | Edit

Lock ranges while panning

Back





Fordham Plastics Equipment Corp, ...

Layer: Adv. Manu Company List_250 empl...

Attributes

Comp...	Fordham Plastics Equipment Corp
4 Digit NAICS	3,332
4 Digi...	Industrial Machinery Manufacturing
Manufacturing ...	Machinery Manufacturing
Address or Place	1204 Village Market Pl
Address Line 2	Suite 262
City	Morrisville

Create buffers

Zoom to

Legend

Legend Map contents

- Adv. Manu Companies_10 Counties_2...
- Adv. Manu Company List_250 empl...

- Medical Manufacturing
- Electrical Manufacturing
- Machinery Manufacturing
- Chemical Manufacturing
- Materials Manufacturing
- Vehicle Manufacturing
- Computer Manufacturing

Close

Find the Right Data Method: Comparing Workforce Analytics and Community Data



Jeff DeBellis

Director of Economic Policy & Analysis
Labor & Economic Analysis Division (LEAD)
NC Department of Commerce

May 19



Data Resources

Jeff DeBellis

Director of Economic & Policy Analysis, LEAD

NC Department of Commerce



LEAD's Labor Market Data

- **Businesses** (establishments) by industry – total & by size



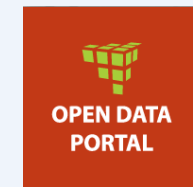
D4.nccommerce.com

- QCEW**
- **Industry Employment** (jobs)

- **Industry Median Wages**

- **Occupations** – total & by industry (staffing patterns)

- OES**
- **Occupational Wages** – bottom 10% to top 10%



AccessNC
Open Data Portal

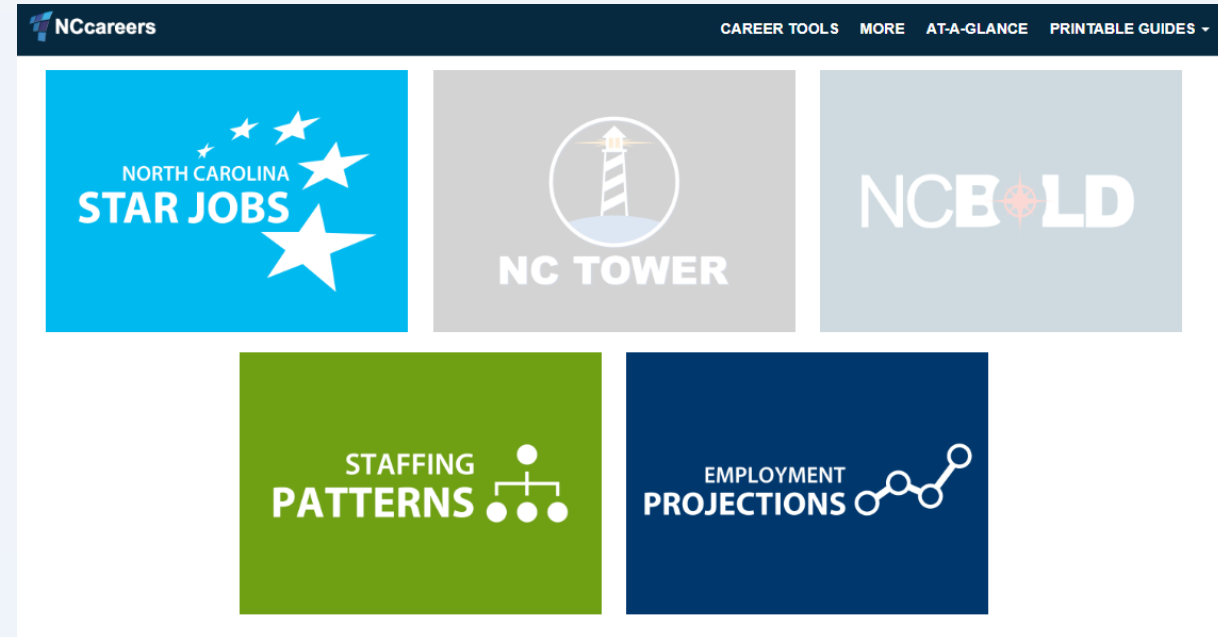
AccessNC.OpenDataSoft.com

- LAUS**
- **Labor Force** – employed + unemployed



LEAD Data Resources

- **Long-Term Occupation Projections**
– Star Jobs
- **Long-Term Industry Employment Projections** – Employment Projections
- **Occupations by Industry / Industry by Occupation** – Staffing Patterns



Tools.NCcareers.org

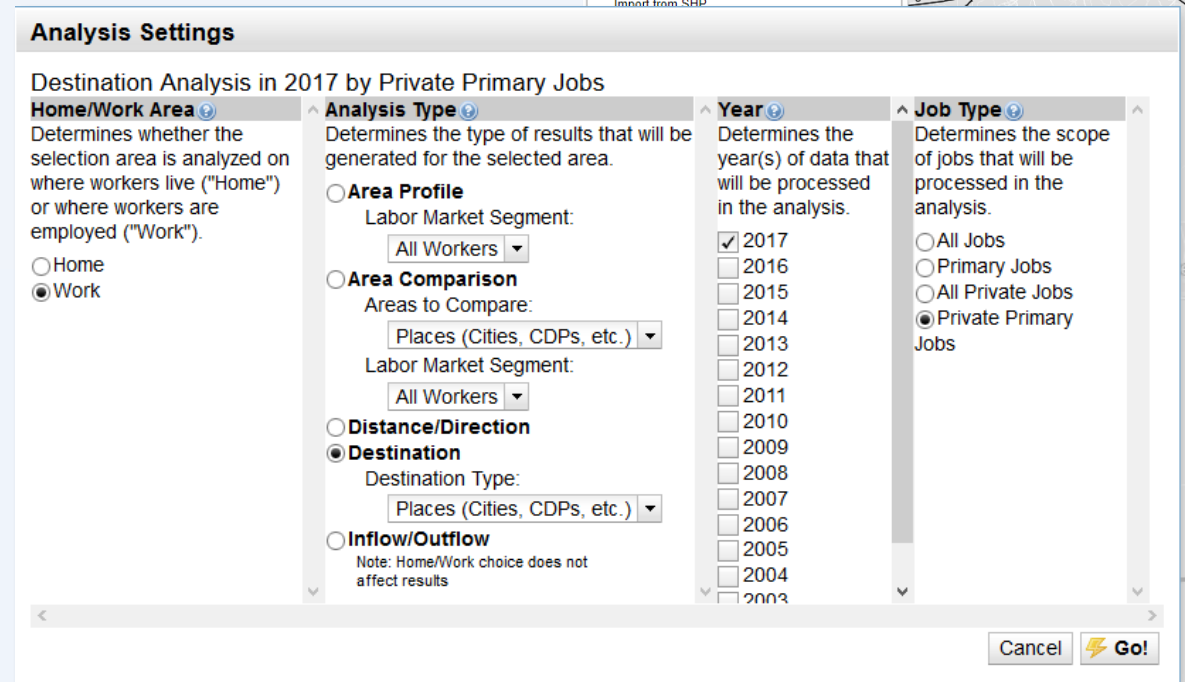
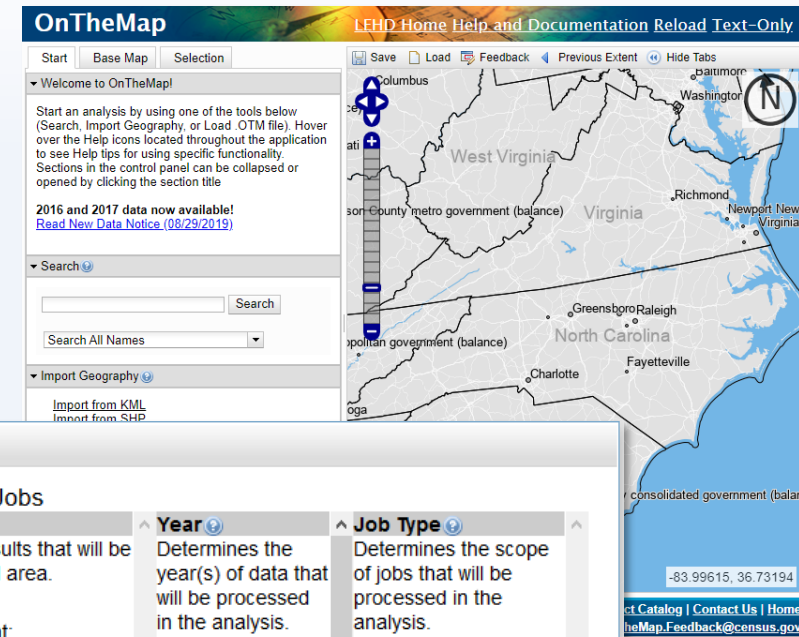
Advantages

- **Quality** – widely accepted quality that follows US BLS methods - most collected through employer surveys & administrative data
- **County or Regional Labor Markets**
- **Comparable to Other States** – thru BLS

Disadvantages

- **Time Lags** – some industry employment data can lag 6 months; projections are only for 10-year periods updated biennially
- **Data Suppression** – employer identifiable data cannot be published for confidentiality
- **Limited Geographies**

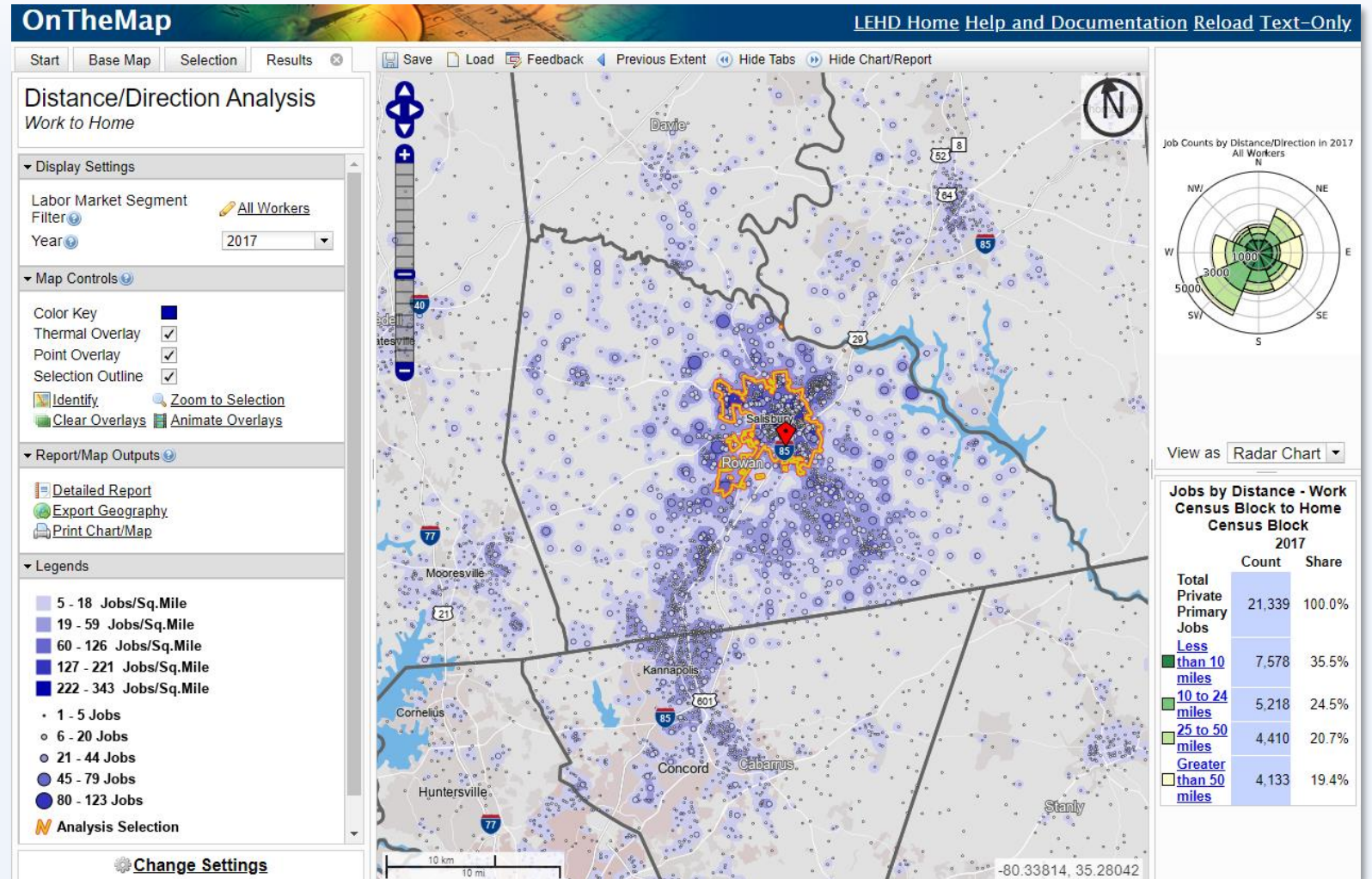
- **Defined Geographies** – county, town/city, MSA, WDB
- **Customizable Geographies**
- **Where People Commute To**
- **Where People Commute From**
- **Limited Industries & Wages**
- **Limited Demographics**



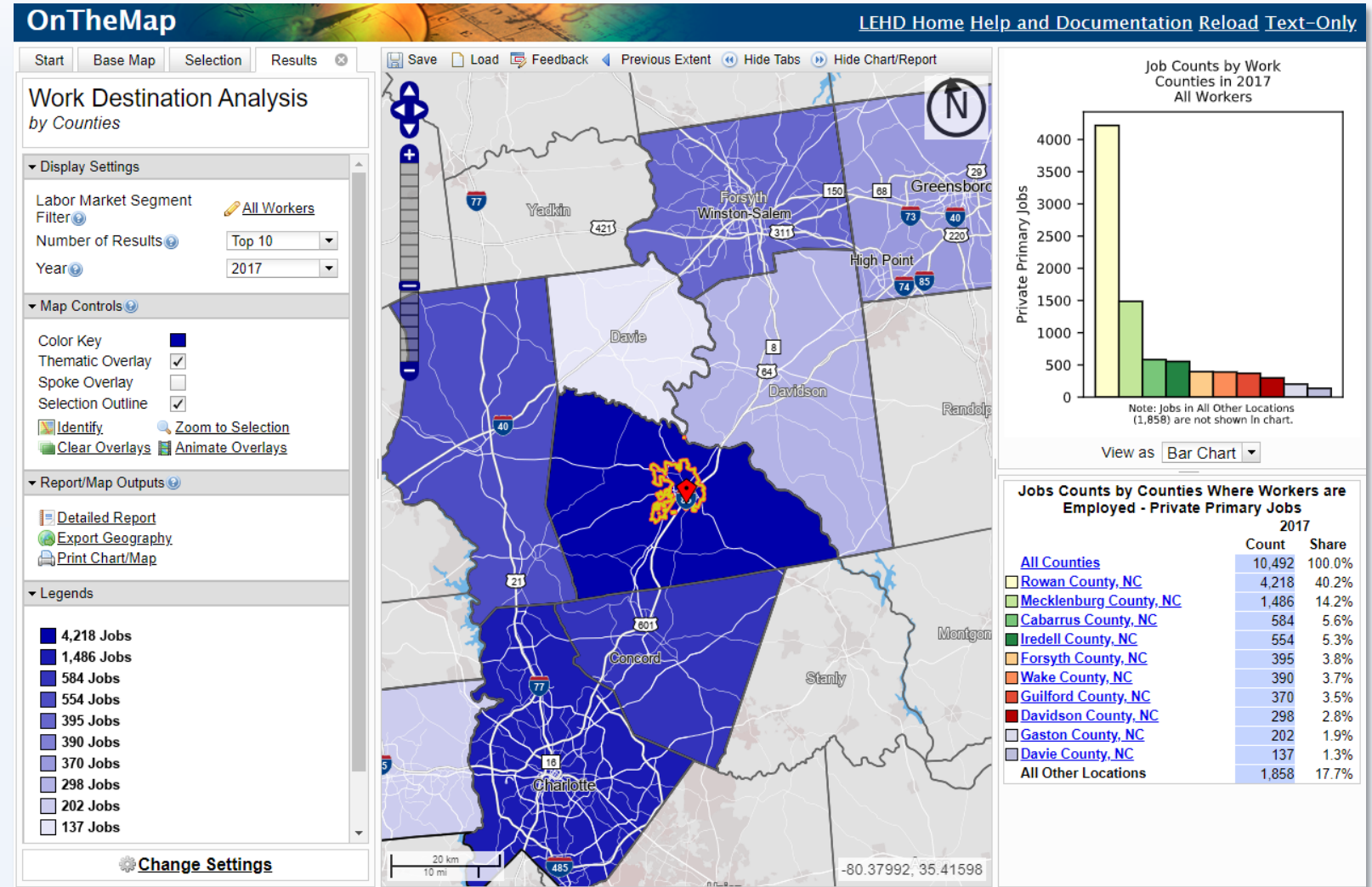
Commuting Data & Maps

OnTheMap.ces.census.gov

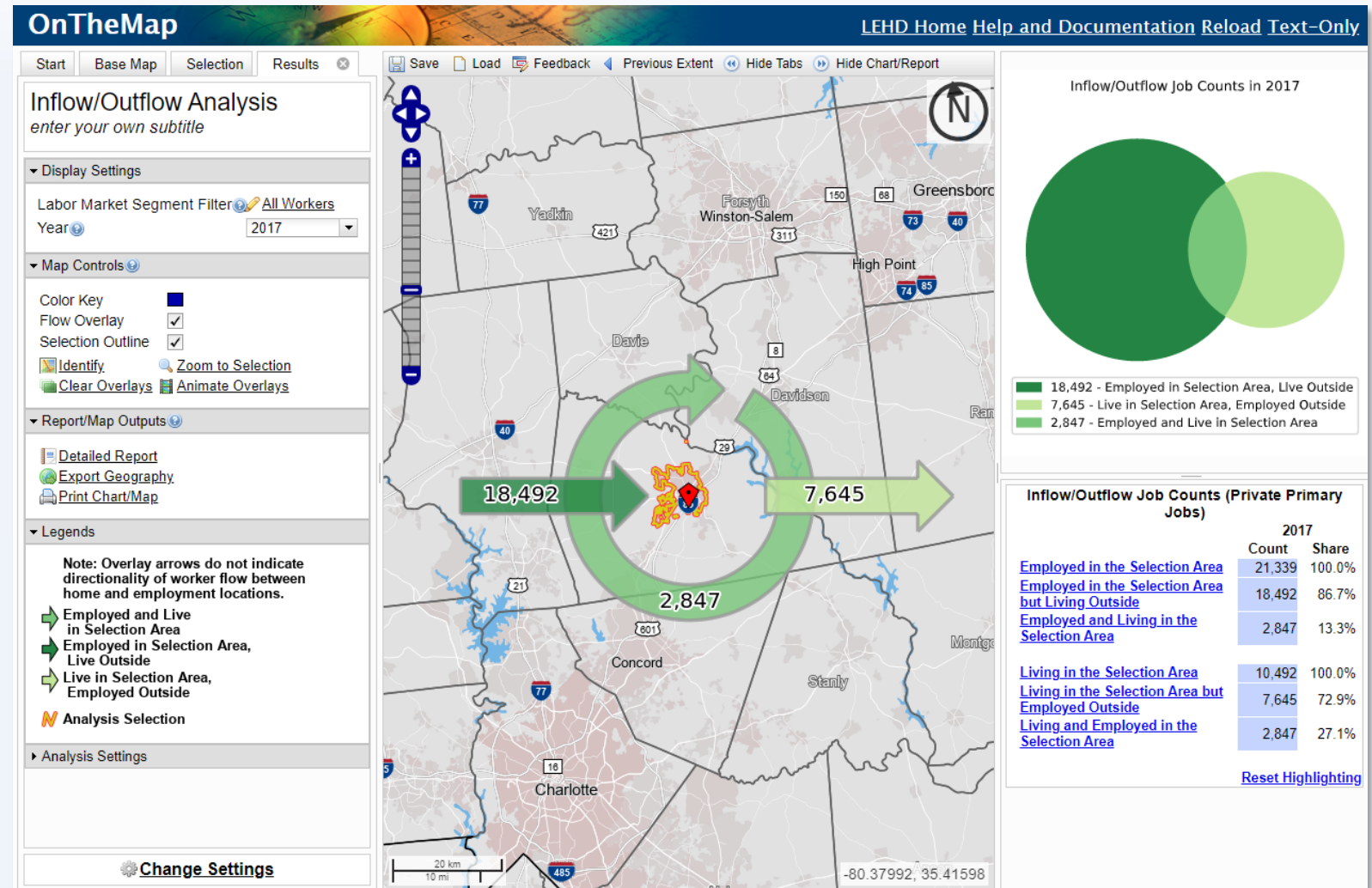
Distance & Direction Maps



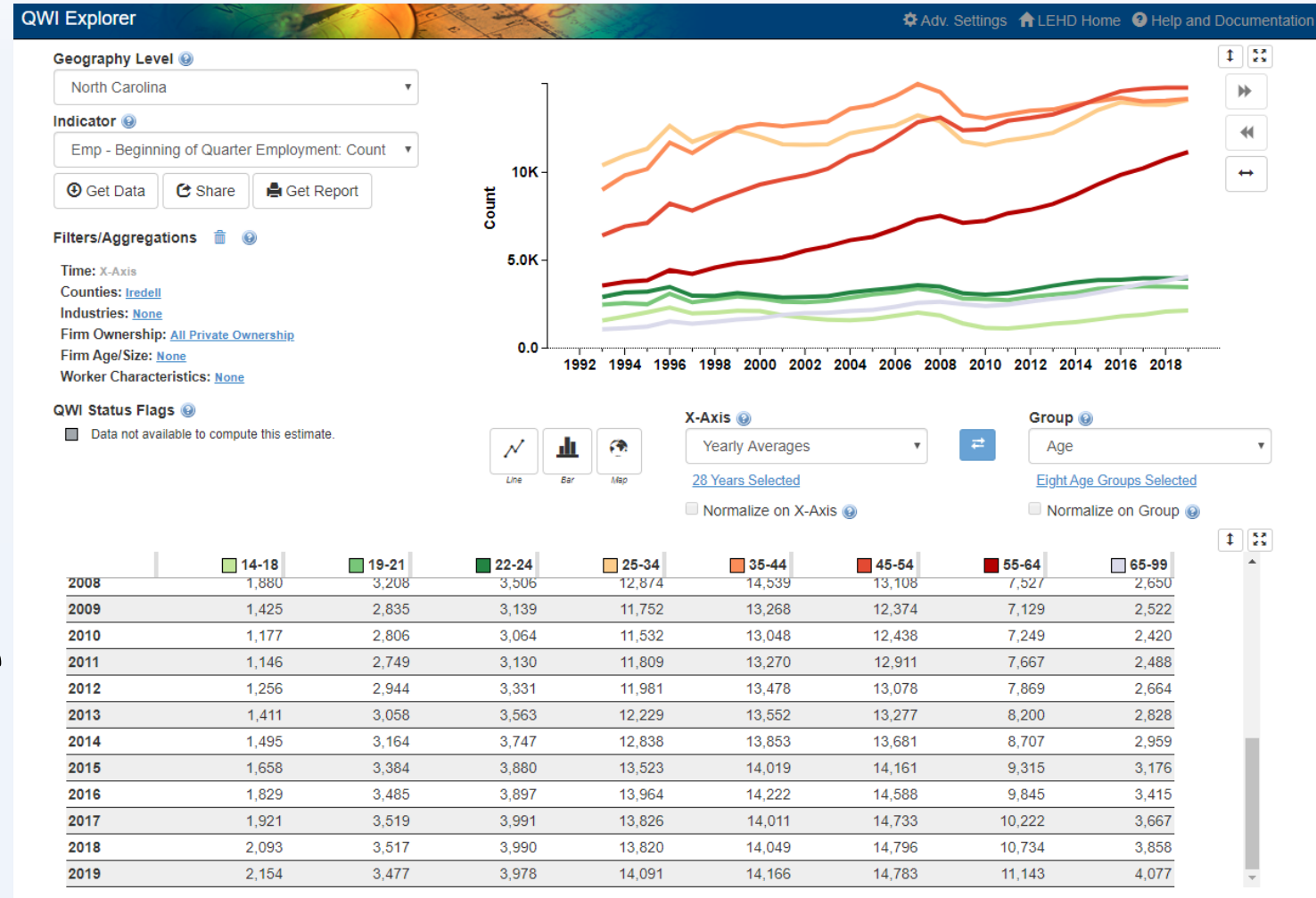
Work Destination / Home Origin Analysis



Inflow/ Outflow Analysis



- Jobs Based on Biz Location
- Data by County, MSA, WDB
- Industry Data
- Firms by Age, Size, Ownership
- Employment by Sex, Age, Race
- Wages by Sex, Age, Race



Additional Resources



Business Directory

NClive.org

HOME GET HELP FOR LIBRARIANS ABOUT WAKE COUNTY PUBLIC LIBRARIES (LOGGED IN)



ReferenceUSA



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Select the type of material you need

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Offers Accurate Data on 58M Businesses and 320M Consumers

Available Databases

Select a Database to Get Started

U.S. Businesses

58 Million Businesses

3.4 Million Closed Businesses

[SEARCH](#) | [MORE INFORMATION](#)

Canadian Businesses

2.1 Million Businesses

U.S. New Businesses

2.0 Million New Businesses

U.S. Standard White Pages

162 Million Residents

U.S. Historical Businesses

243 Million Historical Records

U.S. Jobs / Internships

2.5 Million Job Postings

U.S. Healthcare

1.1 Million Physicians & Dentists

U.S. Consumers / Lifestyles

320 Million Individuals

U.S. Businesses

The U.S. Business database contains a total of 58 million businesses including 15 million verified and 43 million unverified businesses that are updated weekly. It is the only business database that is enhanced with more than 24 million phone calls per year providing you with the most accurate data possible.

Selection Criteria include:

Company name, Executive title, Business type, Sales volume, Employee size, Year established, And more...

Use [Quick Search](#) to find what you need with a few clicks or use our powerful [Advanced Search](#) to fine tune your search.



LABOR & ECONOMIC
ANALYSIS DIVISION

MIT Living Wage Calculator

LivingWage.MIT.edu

- **Living Wage Estimates**
by Household Size
- **Estimates of Expenses**
by Household Size
- **Estimates of Wages**
by Household Size

Living Wage Calculation for Iredell County, North Carolina

The living wage shown is the hourly rate that an individual in a household must earn to support his or herself and their family. The assumption is the sole provider is working full-time (2080 hours per year). The tool provides information for individuals, and households with one or two working adults and zero to three children. In the case of households with two working adults, all values are per working adult, single or in a family unless otherwise noted.

The state minimum wage is the same for all individuals, regardless of how many dependents they may have. Data are updated annually, in the first quarter of the new year. State minimum wages are determined based on the posted value of the minimum wage as of January one of the coming year (National Conference of State Legislatures, 2019). The poverty rate reflects a person's gross annual income. We have converted it to an hourly wage for the sake of comparison.

For further detail, please reference the [technical documentation here](#).

	1 ADULT				2 ADULTS (1 WORKING)				2 ADULTS (BOTH WORKING)		
	0 Children	1 Child	2 Children	3 Children	0 Children	1 Child	2 Children	3 Children	0 Children	1 Child	2 Children
Living Wage	\$12.29	\$24.72	\$29.08	\$35.45	\$19.15	\$23.36	\$25.85	\$29.17	\$9.58	\$13.68	\$15.84
Poverty Wage	\$6.00	\$8.13	\$10.25	\$12.38	\$8.13	\$10.25	\$12.38	\$14.50	\$4.06	\$5.13	\$6.19
Minimum Wage	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25	\$7.25

Typical Expenses

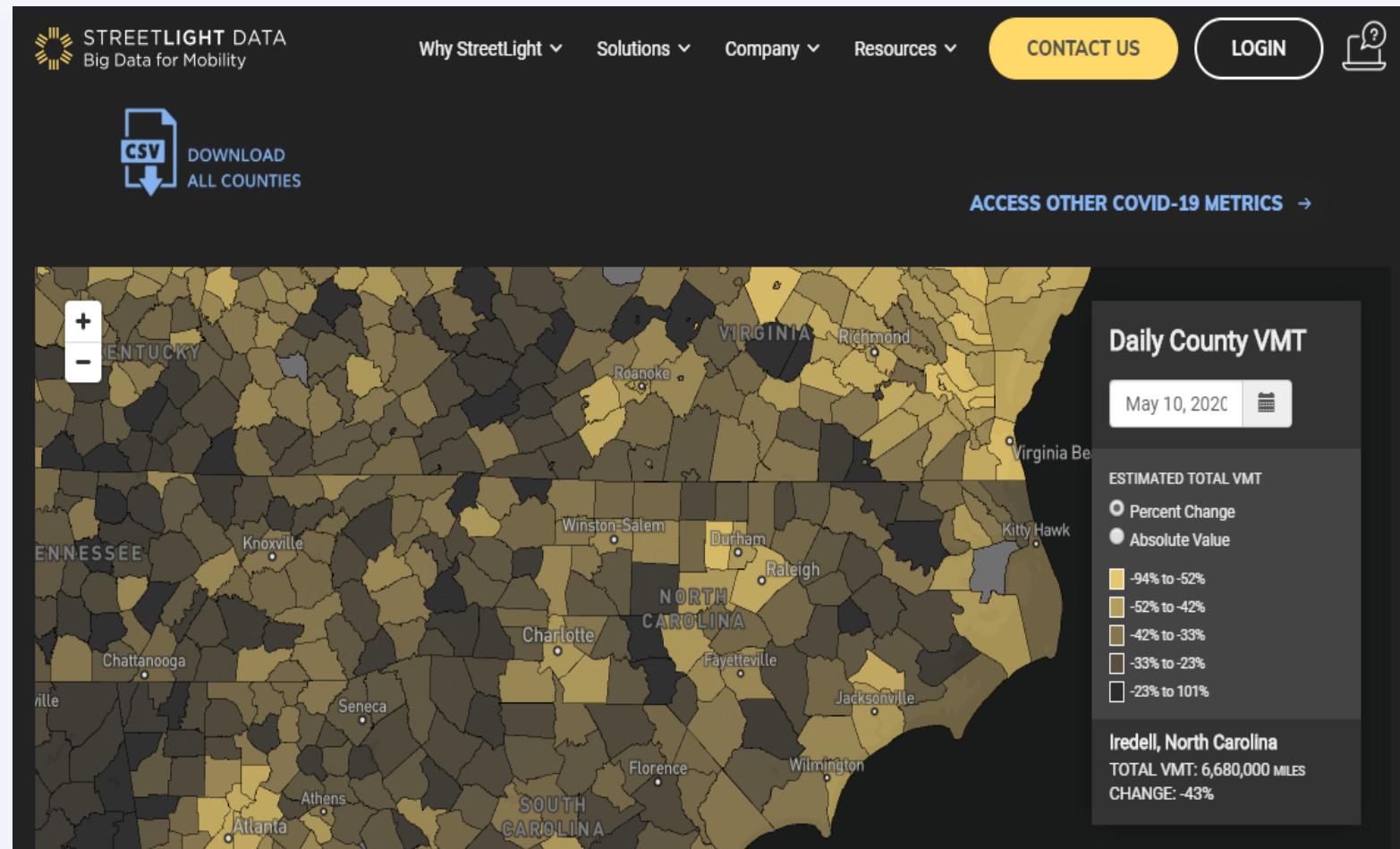
These figures show the individual expenses that went into the living wage estimate. Their values vary by family size, composition, and the current location.

	1 ADULT				2 ADULTS (1 WORKING)				2 ADULTS (BOTH WORKING)	
	0 Children	1 Child	2 Children	3 Children	0 Children	1 Child	2 Children	3 Children	0 Children	1 Child
Food	\$3,010	\$4,446	\$6,682	\$8,863	\$5,518	\$6,877	\$8,872	\$10,802	\$5,518	\$6,877
Child Care	\$0	\$6,959	\$10,141	\$13,323	\$0	\$0	\$0	\$0	\$0	\$6,959

Alternative Data Covid Resources

Vehicle Miles Traveled

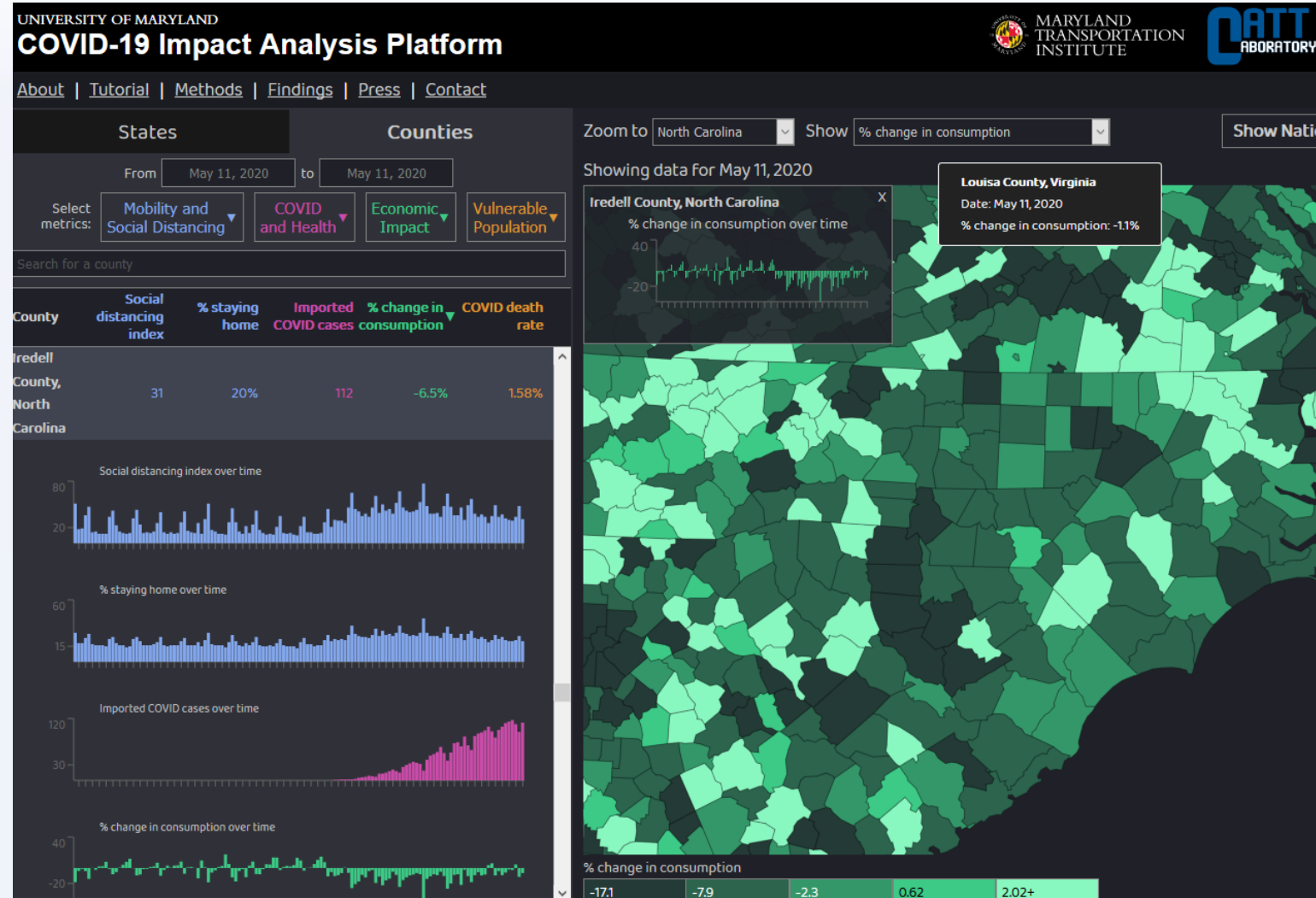
StreetLightData.com/vmt-monitor-by-county



Travel & Social Distancing

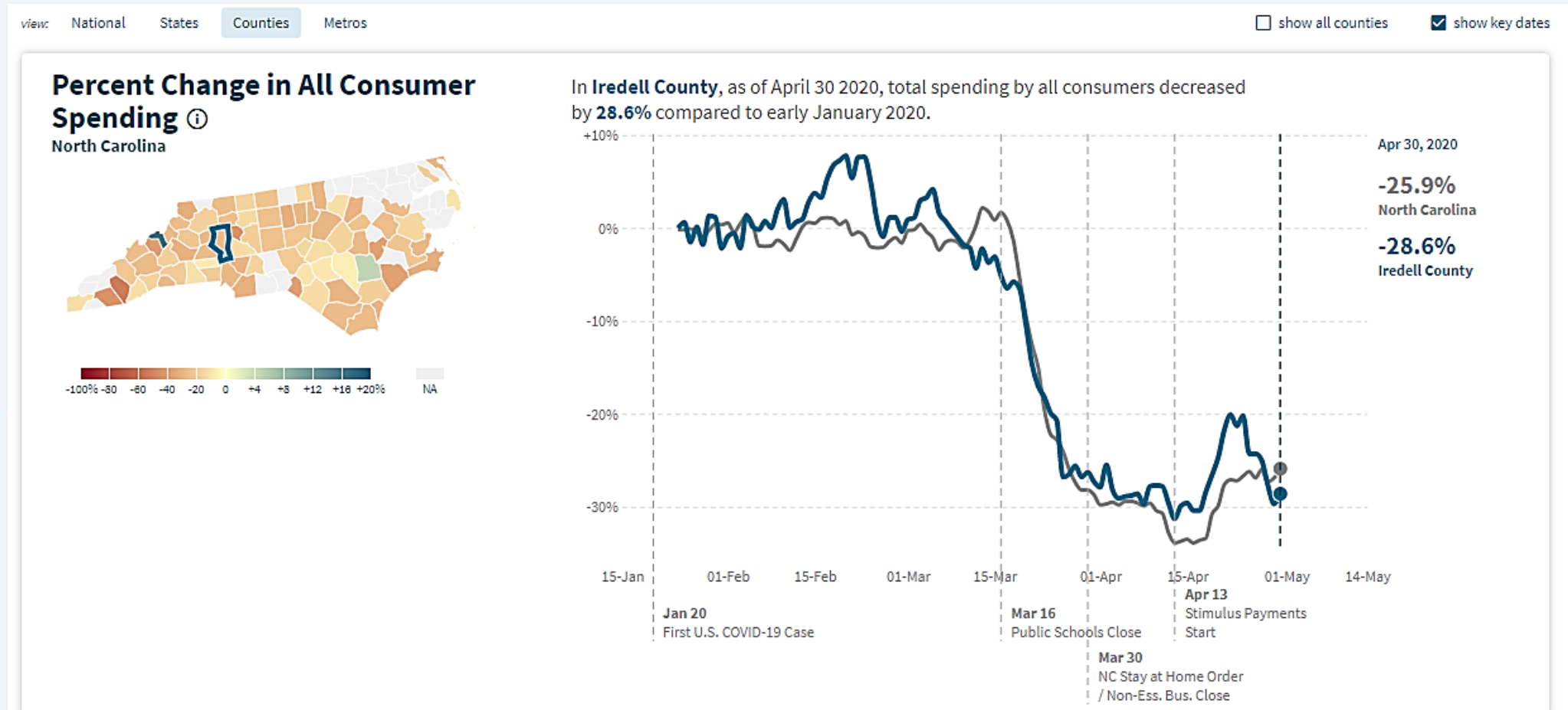
Data.Covid.UMD.edu

UNIVERSITY OF MARYLAND
COVID-19 Impact Analysis Platform



Consumer Spending

Tracker.OpportunityInsights.org



Thank You

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Find the Right Data Method: Comparing Workforce Analytics and Community Data Tools

Q&A Session

Crystal Morphis

Founder & CEO – Creative Economic Development Consulting

Jeff DeBellis

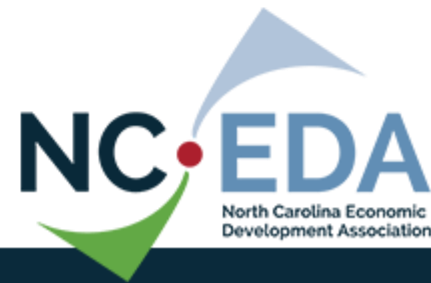
Director of Economic Policy & Analysis, Labor & Economic Analysis Division
NC Department of Commerce

Morgan Ross

Senior Research Manager – Wake County Economic Development

Elizabeth Saba

Research Manager – Economic Development Partnership of NC



Find the Right Data Method: Comparing Workforce Analytics and Community Data Tools

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