

5| EMPLOYMENT AND INCOME TRENDS

EMPLOYMENT OBSERVATIONS

National Trends

- The unemployment rate for the nation was 9.3% as of July 2011.
- Economic recovery has been slow, with modest job growth, particularly in the Health Care Industry and Retail Trade.
- Although unemployment remains high, there are still difficulties across the US in finding qualified engineers, mechanics and software developers.
- Public administration is the largest industry by share of employment at 15.8 percent.
- Manufacturing is the fifth largest industry by share of employment at 8.1 percent, although nearly 2.5 million jobs were lost between 2006 and 2010.
- According to the Bureau of Labor and Statistics, industries with the highest all-occupation mean wages included computer and peripheral equipment manufacturing, software publishers, and several financial services industries.
 - These industries tended to have high employment concentrations of occupations with above average wages. The industries with the lowest all-occupations mean wages consisted primarily of food service and retail trade industries.



North Carolina Trends

- The unemployment rate for North Carolina was 10.1% as of July 2011.
- From 2000 to 2009, the number of unemployed people nearly tripled.
- North Carolina had lower unemployment rates than the US prior to 2000. Hits to industries, such as manufacturing, have driven 2010 unemployment rates above the national rate.
- Manufacturing employment declined by 18% between 2006 and 2010, representing 122,000 jobs and dropping from the second largest employment industry to the fourth.
- Public Administration is the largest industry as a share of employment in the state.

Local Trends

- As of July 2011, the unemployment rate for Greensboro was 10.7% with 14,000 people listed as unemployed— tripling between 2000 and 2009.
- Guilford County has lost over 30,000 jobs since 2004 particularly due to declines in the textile, tobacco, manufacturing and furniture industries.
 - *Many of these jobs will not be recovered due to increases in manufacturing productivity, globalization pressures, and declines in consumer demand.*
- Manufacturing remains one of the largest employment sectors although the share of jobs in manufacturing has declined over the past five years.

- Industries that have shown strong growth over the past five years include Health Care and Educational Services, which now represent twenty percent of all civilian employment in Guilford County.
- Health Care and Education Services are expected to be among the fastest growing industries in Guilford County over the next five years.
- The employment base in Guilford County is becoming more diverse, shifting from a large manufacturing base to more of a service-oriented economy.
 - *Many newly created jobs do not provide high wages once offered to long-tenured employees in the manufacturing sector.*
- As of August 2011, Greensboro had 13,892 active businesses registered with the local privilege license office. A business may include anything from a self-employed individual to a Fortune 500 company.
- Data indicates new jobs were created during the first three quarters in the Greensboro-High Point metro region and new hire wages up were up \$200 in the first three quarters of 2010 compared to the same period in 2009.
- The Greensboro Economic Development Alliance (GEDA) has identified five targeted industry clusters to focus on recruiting to and supporting in Greensboro and Guilford County. These clusters are as follows:
 - *Aviation*
 - *Advanced Manufacturing & Materials*
 - *Transportation & Logistics*
 - *Financial & Business Services*
 - *Life Sciences*
- Economic projections per Moody's Analytics[^] indicate a slow recovery for this area, stating:
 - *The Greensboro-High Point metro area won't recoup the 38,000 jobs lost during and after the Great Recession until late 2020.*
 - *The area's annual unemployment rate won't drop below 10 percent again until 2014. It stood at 10.8 percent last month and should hit a yearly average of 10.9 percent in 2012.*

Cited References:

[~http://thehill.com/blogs/on-the-money/801-economy/179939-market-turmoil-weighs-on-nations-businesses-as-recovery-stays-slow](http://thehill.com/blogs/on-the-money/801-economy/179939-market-turmoil-weighs-on-nations-businesses-as-recovery-stays-slow)

[^] Patterson, Donald. "Analysts See No Quick Rescue for State, Triad," [Greensboro News and Record](#). August 28, 2011.

* "US Chartbook: Surviving the Slowdown." [Moody's Analytics](#).
http://www.economy.com/dismal/article_free.asp?cid=224370&src=mdc

Data notes: Labor force statistics for Guilford County and Greensboro are sourced primarily from the NC Employment Security Commission (ESC). The ESC does not provide Industry or Occupation level data for cities; therefore county level data has been utilized in most instances. The American Community Survey from the US Census Bureau provides industry level data for the city and has been included for a comparison of industries between 2000 and 2009, the most recent year for which data is available. Industry cluster data is based on definitions created by the Greensboro Economic Development Alliance (GEDA) with data provided by the Employment Security Commission.

LABOR FORCE STATISTICS, ANNUAL AVERAGES, UNITED STATES, 2000-2010

Year	Labor Force	Employed	Unemployed	Unemployment Rate (%)
2000	143,110,000	137,846,000	5,264,000	3.7%
2001	144,042,000	136,269,000	7,773,000	5.4%
2002	144,807,000	136,599,000	8,209,000	5.7%
2003	146,501,000	138,556,000	7,945,000	5.4%
2004	147,877,000	140,278,000	7,599,000	5.1%
2005	149,874,000	142,918,000	6,956,000	4.6%
2006	152,571,000	146,081,000	6,491,000	4.3%
2007	153,705,000	146,334,000	7,371,000	4.8%
2008	154,349,000	143,350,000	10,999,000	7.1%
2009	152,693,000	137,953,000	14,740,000	9.7%
2010	153,156,000	139,159,000	13,997,000	9.1%

Source: Employment Security Commission

- **At the peak of the recession in 2009, 14.7 million people were unemployed.**

LABOR FORCE STATISTICS, ANNUAL AVERAGES, NORTH CAROLINA, 2000-2010

Year	Labor Force	Employed	Unemployed	Unemployment Rate (%)
2000	4,155,050	3,992,051	162,999	3.9%
2001	4,160,396	3,884,152	276,244	6.6%
2002	4,197,428	3,927,533	269,895	6.4%
2003	4,237,685	3,996,921	240,764	5.7%
2004	4,269,673	4,045,724	223,949	5.2%
2005	4,360,623	4,157,849	202,774	4.7%
2006	4,523,047	4,319,239	203,808	4.5%
2007	4,527,957	4,306,717	221,240	4.9%
2008	4,560,023	4,186,138	373,885	8.2%
2009	4,480,880	3,981,594	499,286	11.1%
2010	4,428,910	4,000,315	428,595	9.7%

Source: Employment Security Commission

- **The number of unemployed nearly tripled from 2000 to 2009.**

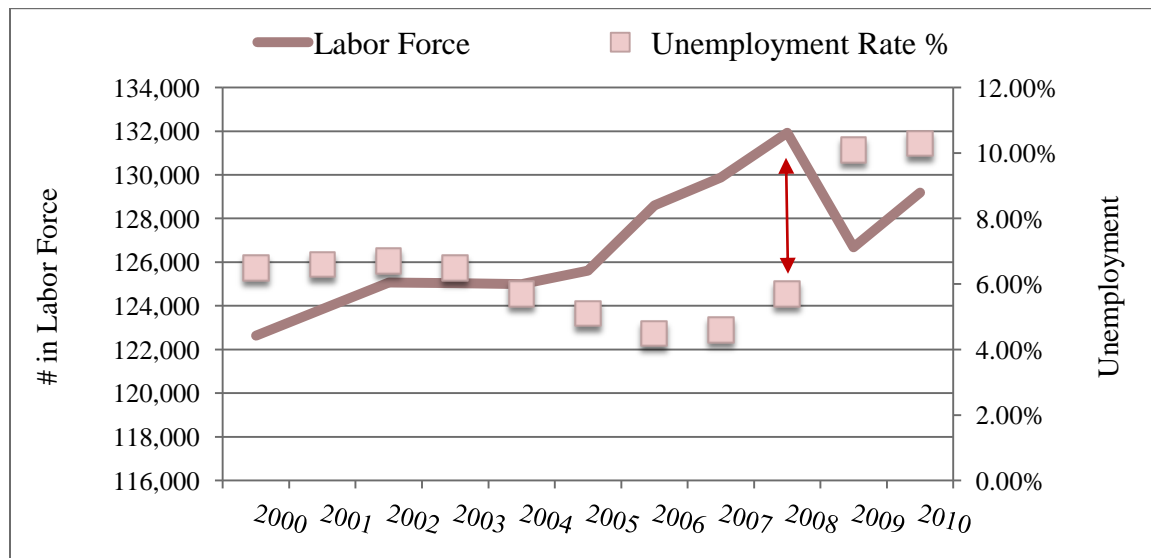
LABOR FORCE STATISTICS, ANNUAL AVERAGES, GREENSBORO, 2000-2010

Year	Labor Force	Employed	Unemployed	Unemployment Rate %
2000	122,641	114,695	7,946	6.5%
2001	123,857	115,720	8,137	6.6%
2002	125,073	116,745	8,328	6.7%
2003	125,039	116,881	8,158	6.5%
2004	125,001	117,905	7,096	5.7%
2005	125,603	119,203	6,400	5.1%
2006	128,602	122,817	5,785	4.5%
2007	129,872	123,940	5,932	4.6%
2008	131,924	124,351	7,573	5.7%
2009	126,677	113,828	12,849	10.1%
2010	129,185	115,929	13,256	10.3%

Source: NC Employment Security Commission

- The number of unemployed has almost doubled since 2000 and the number of people in the labor force has constricted to pre-2002 levels.

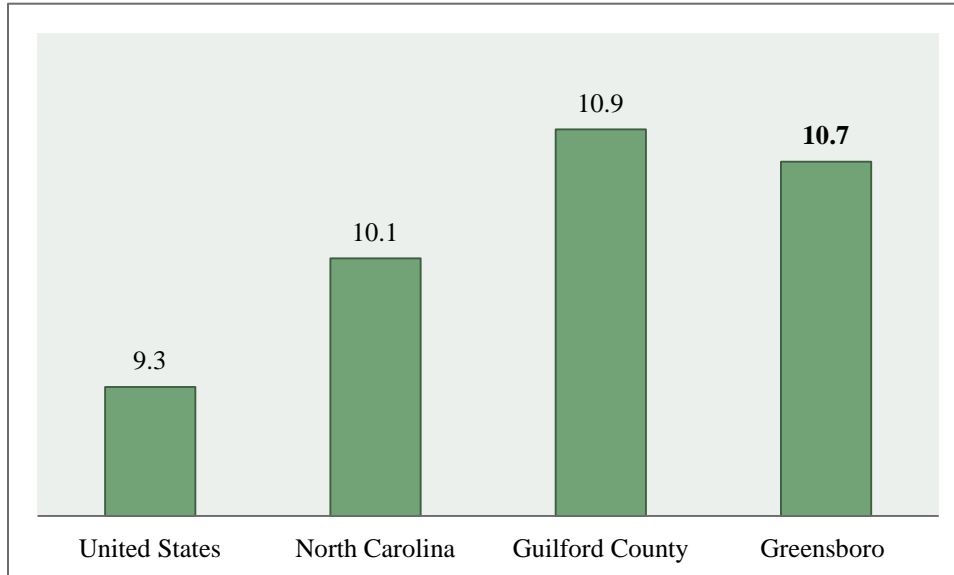
LABOR FORCE AND UNEMPLOYMENT, GREENSBORO



Source: NC Employment Security Commission

- During the mid 2000's the unemployment rate dropped even as the number of people in the labor force climbed. 2008 showed the largest number of people in the workforce.
- Within a year, between 2008 and 2009, the unemployment rate nearly doubled and the workforce declined by nearly 5,000 people.
 - The decline in the size of the labor force may be attributable to one or more factors, such as: leaving the labor force to return to school, giving up looking for employment, retirement, early retirement or working in off-market jobs for cash.

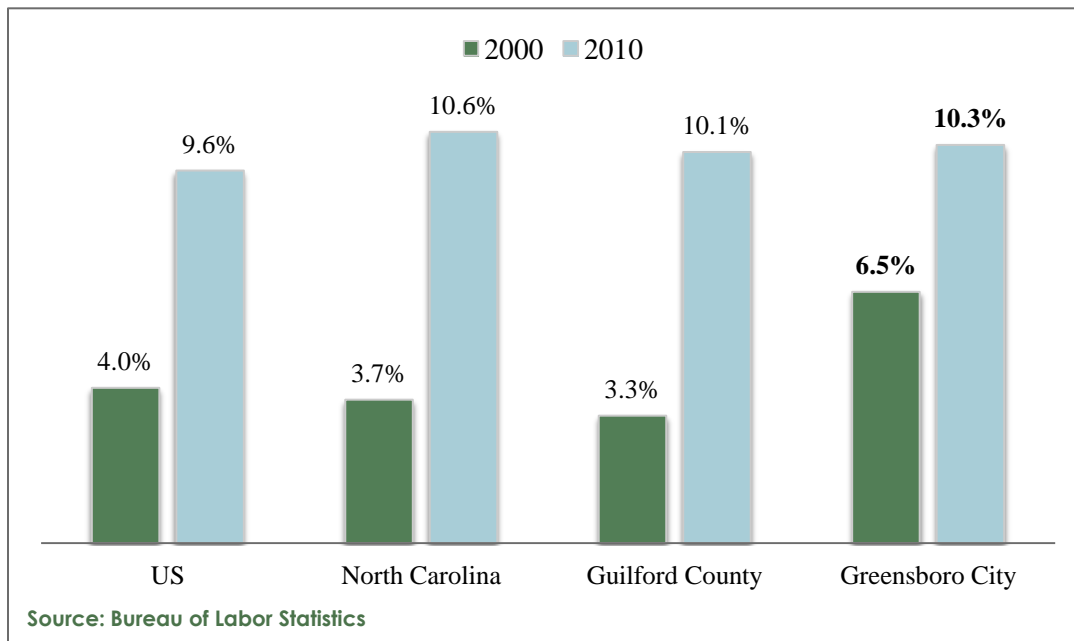
JULY 2011 UNEMPLOYMENT SNAPSHOT



Source: Employment Security Commission

- **Greensboro and the South overall continue to exceed the national unemployment rate.**

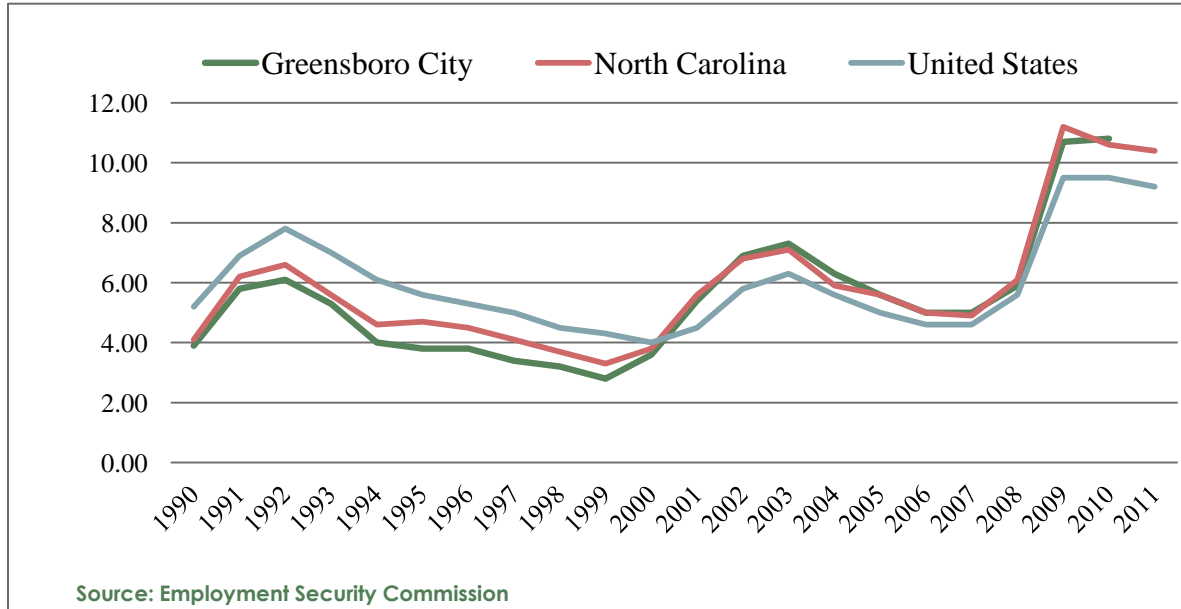
UNEMPLOYMENT TRENDS: 2000 AND 2010



Source: Bureau of Labor Statistics

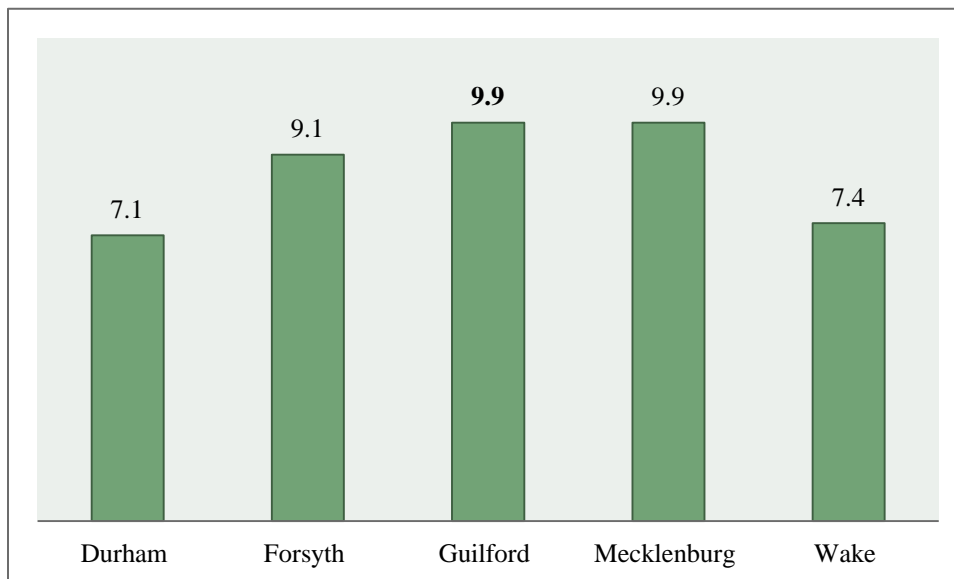
- **Prior to the economic downturn, North Carolina had lower unemployment rates than the US. Hits to industries, such as manufacturing, have driven 2010 unemployment rates above the national rate.**

HISTORIC UNEMPLOYMENT RATES, 1990-2011



- For a decade, the unemployment rate for the United States was higher than North Carolina and Greensboro. This trend flipped in the early 2000's with North Carolina and Greensboro nearly two points higher than the US in 2009.

UNEMPLOYMENT RATES BY COUNTY, 2010



Source: NC Employment Security Commission, Unadjusted, December 2010

- Of the five largest counties, Guilford and Mecklenburg lead with the highest unemployment rate. Wake is lower, owing to the larger share of government workers.

SHARE OF EMPLOYMENT BY INDUSTRY, UNITED STATES: 2006 AND 2010

Industry by NAICS Code	2006 % Employed	2010 % Employed	06-10 % Change
Public Administration	14.7%	15.8%	7.1%
Professional and Technical Services	11.7%	11.9%	1.7%
Health Care and Social Assistance	9.9%	11.6%	16.8%
Retail Trade	10.5%	10.4%	-0.5%
Manufacturing	9.2%	8.1%	-12.0%
Accommodation and Food Services	7.3%	7.7%	4.7%
Administrative and Waste Services	5.6%	5.3%	-4.1%
Finance and Insurance	4.1%	4.0%	-2.0%
Wholesale Trade	4.0%	3.9%	-3.6%
Other Services	3.6%	3.8%	5.5%
Construction	5.0%	3.8%	-24.4%
Transportation and Warehousing	3.0%	3.0%	0.8%
Utilities	3.6%	2.7%	-24.9%
Educational Services	2.0%	2.3%	14.8%
Information	2.0%	1.9%	-5.4%
Real Estate and Rental and Leasing	1.4%	1.3%	-5.3%
Management of Companies and Enterprises	1.2%	1.3%	9.0%
Arts, Entertainment, and Recreation	1.2%	1.2%	2.1%

Note: The percent employed column represents the share of people employed by industry (employed in industry/total employed all industries). The percent change represents the changes in employment between 2006 and 2010 and not the share of employment.

Source: Employment Security Commission, Labor Market Information Division

- **Public Administration has the largest share of employment with 15.8 percent employed in this industry.**
- **Health Care and Social Assistance had the largest growth in employment with an increase of 16.8 percent, representing the third largest employment industry.**
- **Manufacturing employment dropped 12 percent, a decrease of nearly 2.5 million jobs nationally.**
- **Construction employment took a hit between 2006 and 2010, dropping 24.4 percent.**

SHARE OF EMPLOYMENT BY INDUSTRY, NORTH CAROLINA: 2006 AND 2010

Industry by NAICS Code	2006	2010	06-10
	% Employed	% Employed	% Change
Health Care and Social Assistance	9.8%	11.0%	6.5%
Manufacturing	12.7%	10.3%	-18.4%
Retail Trade	10.4%	10.4%	0.6%
Administrative and Waste Services	5.6%	5.7%	1.0%
Educational Services	1.6%	1.9%	19.7%
Accommodation and Food Services	7.8%	8.3%	6.8%
Transportation and Warehousing	2.7%	2.4%	-10.3%
Wholesale Trade	4.1%	3.9%	-3.0%
Finance and Insurance	3.6%	3.6%	2.0%
Public Administration	14.8%	16.2%	9.6%
Professional and Technical Services	11.2%	11.7%	4.7%
Construction	5.8%	4.3%	-25.9%
Other Services	3.8%	3.8%	-0.2%
Management of Companies and Enterprises	1.6%	1.8%	10.5%
Information	1.7%	1.6%	-1.7%
Real Estate and Rental and Leasing	1.3%	1.2%	-6.6%
Arts, Entertainment, and Recreation	1.4%	1.5%	7.4%
Utilities	0.3%	0.3%	-2.6%

Note: The percent employed column represents the share of people employed by industry (employed in industry/total employed all industries). The percent change represents the changes in employment between 2006 and 2010 and not the share of employment.

Source: Employment Security Commission, Labor Market Information Division

- **The share of employment in manufacturing dropped 18.4%, representing 122,000 jobs.**
- **Public Administration has the largest share of employment with 16.2 percent employed in this industry in 2010, reflecting an increase of 9.6 percent since 2006.**
- **Construction had the largest percent change in employment with a -25.9 drop, representing 74,000 jobs.**

SHARE OF EMPLOYMENT BY INDUSTRY, GUILFORD COUNTY: 2006 AND 2010

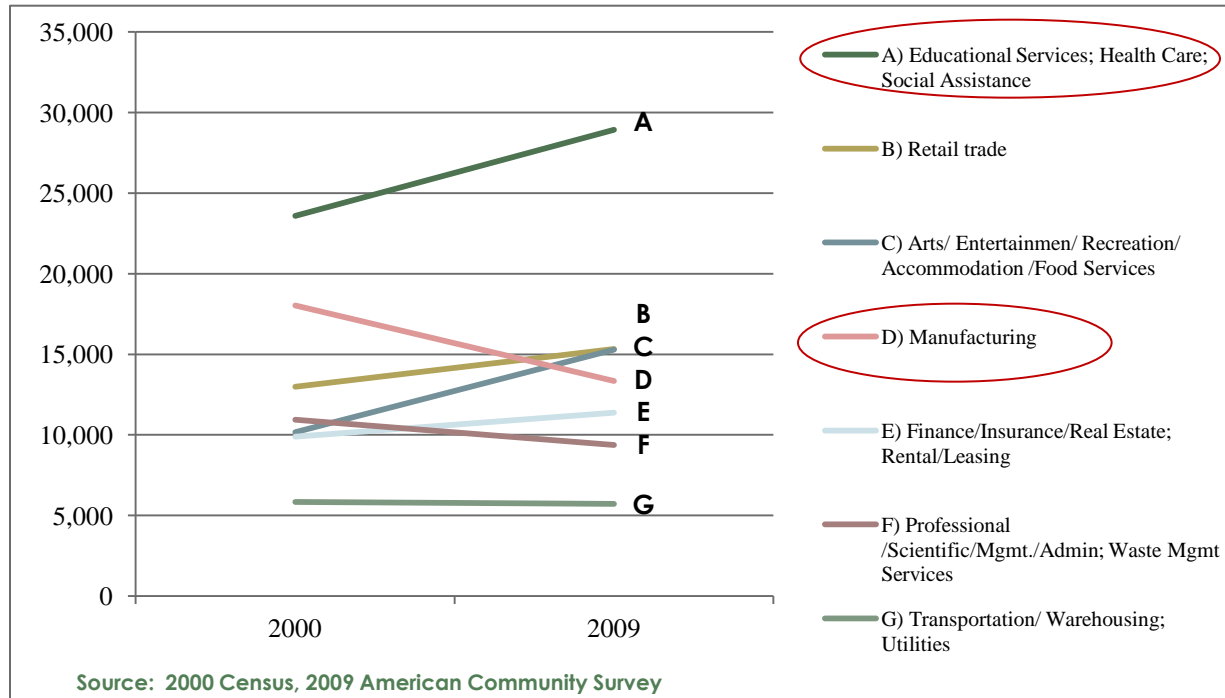
Industry by NAICS Code	2006	2010	06-10
	% Employed	% Employed	% Change
Health Care and Social Assistance	10.9%	12.4%	13.5%
Manufacturing	13.7%	12.0%	-12.2%
Retail Trade	11.5%	10.8%	-5.8%
Administrative and Waste Services	8.4%	8.5%	0.9%
Educational Services	7.3%	8.4%	14.0%
Accommodation and Food Services	8.1%	8.3%	2.8%
Transportation and Warehousing	6.4%	6.3%	-2.0%
Wholesale Trade	6.0%	6.0%	0.2%
Finance and Insurance	5.5%	5.9%	8.5%
Public Administration	3.8%	4.2%	12.0%
Professional and Technical Services	4.0%	4.2%	5.3%
Construction	4.9%	3.6%	-26.6%
Other Services, Ex. Public Admin	2.4%	2.4%	-0.2%
Management of Companies and Enterprises	2.1%	2.3%	10.7%
Information	2.2%	2.0%	-10.4%
Real Estate and Rental and Leasing	1.3%	1.3%	4.7%
Arts, Entertainment, and Recreation	1.0%	1.1%	9.4%
Utilities	0.2%	0.1%	-27.8%
Agriculture, Forestry, Fishing & Hunting	0.1%	0.1%	23.0%

Note: The percent employed column represents the share of people employed by industry (employed in industry/total employed all industries). The percent change represents the changes in employment between 2006 and 2010 and not the share of employment.

Source: NC Employment Security Commission, Annual Averages

- **The snapshot for Guilford County indicates a 12.2% decrease in manufacturing employment, although it remains the second largest industry in the county as a share of employment.**
- **Educational Services and Health Care capture the largest increases in employment at 14.4 and 13.5 percent respectively.**
- **Construction jobs, although a small percent of total employment, dropped nearly 27 percent, reflecting the slowdown in new home growth and commercial development.**

CHANGES IN EMPLOYMENT BY SECTOR, 2000 TO 2009, GREENSBORO



- A significant decrease manufacturing employment occurred between 2000 and 2009, while the number of those employed in education, health care, and social assistance grew by nearly 5,000.

CHANGES IN EMPLOYMENT BY SECTOR, 2000 TO 2009: GREENSBORO

	A) Education / Health Care / Social Assistance	B) Retail Trade	C) Arts / Entertainment / Recreation / Accommodations / Food	D) Manufacturing	E) Finance/ Insurance / Real Estate / Leasing	F) Professional /Scientific /Management /Administration	G) Transportation / Warehousing / Utilities
2000	23,585	12,980	10,168	18,034	9,884	10,931	5,834
2009	28,937	15,335	15,287	13,347	11,376	9,381	5,713
% Change	18.5%	15.4%	33.5%	-35.1%	13.1%	-16.5%	-2.1%

Source: 2000 Census, 2009 American Community Survey

- Data shows a significant “flip” in the employment by sector from potentially higher paying manufacturing jobs to arts/entertainment/food service jobs.

COUNTY COMPARISONS, PERCENT EMPLOYMENT BY INDUSTRY, 2010

Industry by NAICS Code	Durham	Forsyth	Guilford	Mecklenburg	Wake
Accommodation and Food Services	6.9%	8.3%	8.3%	8.7%	8.5%
Administrative and Waste Services	5.3%	6.7%	8.5%	8.5%	8.2%
Educational Services	10.3%	11.6%	8.9%	6.6%	8.9%
Finance and Insurance	4.4%	5.3%	5.9%	9.1%	4.1%
Health Care and Social Assistance	20.1%	18.8%	12.3%	11.4%	10.4%
Manufacturing	16.2%	10.4%	11.9%	5.5%	4.4%
Professional and Technical Services	10.9%	4.3%	4.2%	7.4%	8.9%
Retail Trade	7.6%	11.4%	11.0%	10.4%	12.0%
Transportation and Warehousing	1.3%	3.9%	6.4%	5.1%	2.5%
Wholesale Trade	3.5%	3.1%	5.9%	6.1%	4.2%

Source: NC Employment Security Commission, Unadjusted, December 2010

- **Guilford County has a larger share of employment in the Transportation and Warehousing industry, which reflects one of the economic strategies for this region developed by the Greensboro Economic Development Alliance. Manufacturing in Guilford County represents nearly 12 percent of total employment.**

COUNTY COMPARISONS BY SECTOR, 2010

	Durham	Forsyth	Guilford	Mecklenburg	Wake
Federal Govt	3.0%	0.9%	1.5%	1.0%	1.2%
Local Govt	5.6%	8.1%	7.8%	10.4%	7.1%
Private Industry	89.4%	88.5%	87.6%	87.2%	82.7%
State Govt	1.9%	2.5%	3.2%	1.4%	8.9%

Source: NC Employment Security Commission, Unadjusted, December 2010

- **Private industry, by far, is the largest employer sector for all counties.**

TOP EMPLOYERS, GUILFORD COUNTY, 2010

RANK	COMPANY	INDUSTRY
1	Guilford County Schools	Education & Health Services
2	Moses H Cone Memorial Hospital	Education & Health Services
3	City Of Greensboro	Public Administration
4	U N C Greensboro	Education & Health Services
5	U S Postal Service	Trade, Transportation & Utilities
6	Guilford County	Public Administration
7	High Point Regional Health System	Education & Health Services
8	United Parcel Service Inc.	Trade, Transportation & Utilities
9	Wal-Mart Associates Inc	Trade, Transportation & Utilities
10	State Government	Public Administration

PROJECTED FASTEST GROWING INDUSTRIES, GUILFORD COUNTY

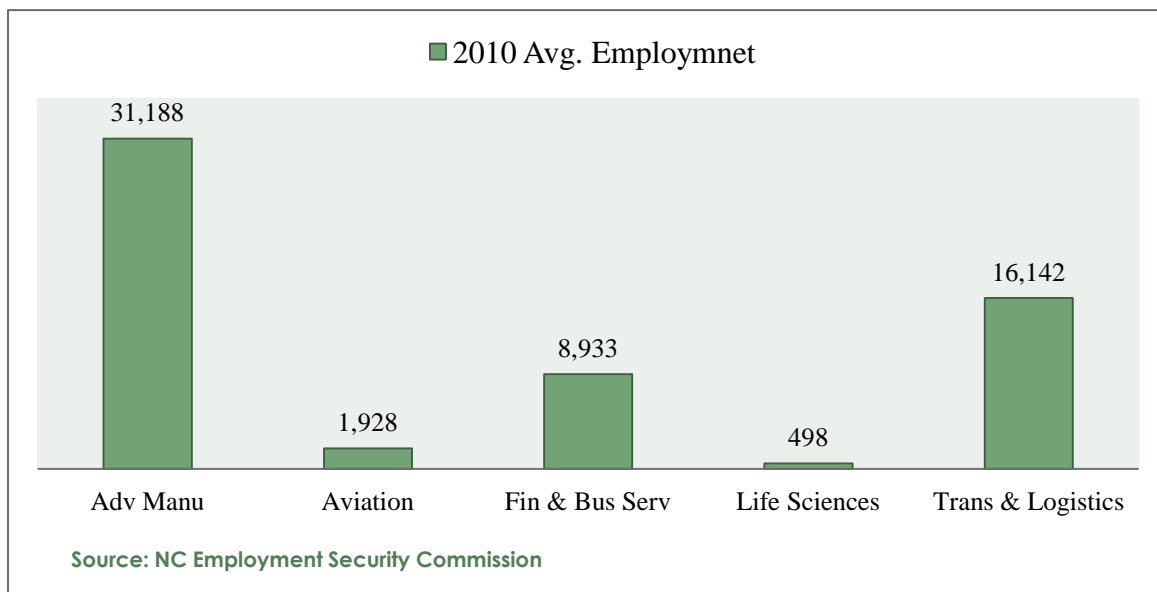
Industry	% Change 2009-2014*	2010 Q1 Employment	% of All Industries
Health Care and Social Assistance	23.6%	31,311	12.3%
Administrative and Waste Services	20.5%	20,596	8.1%
Information	19.3%	5,067	2.0%
Professional and Technical Services	19.0%	11,186	4.4%
Educational Services	17.7%	16,180	6.4%

*2014 Projected. Civilians, 16+

Source: NC Employment Security Commission

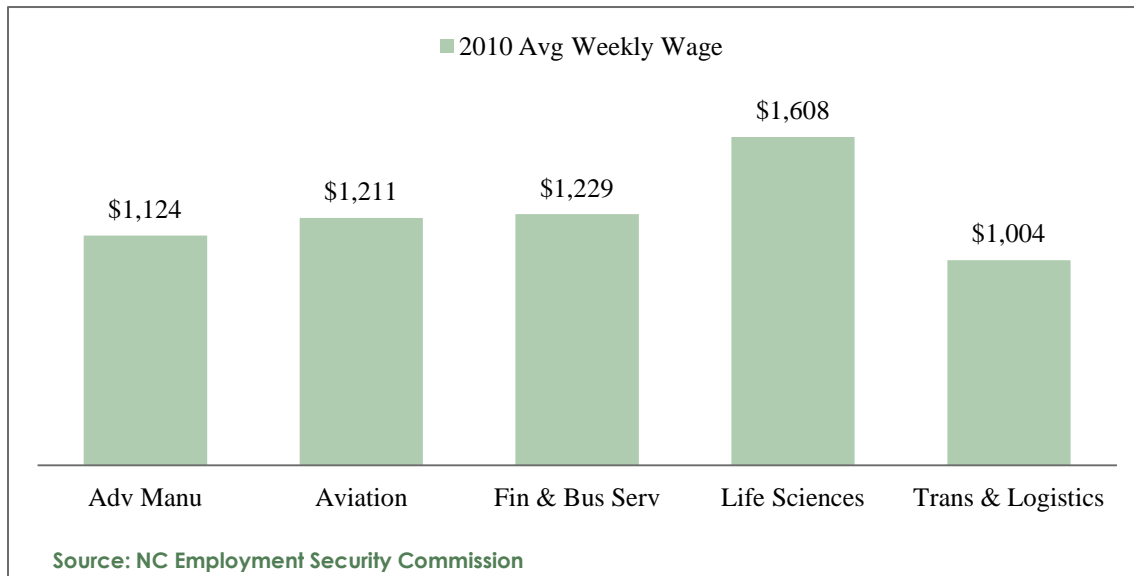
- **The rapid growth in the Health Care and Social Assistance industry is indicative of trends nationwide, owing in part to an aging population.**

EMPLOYMENT BY TARGETED INDUSTRY CLUSTER, GUILFORD COUNTY, 2010



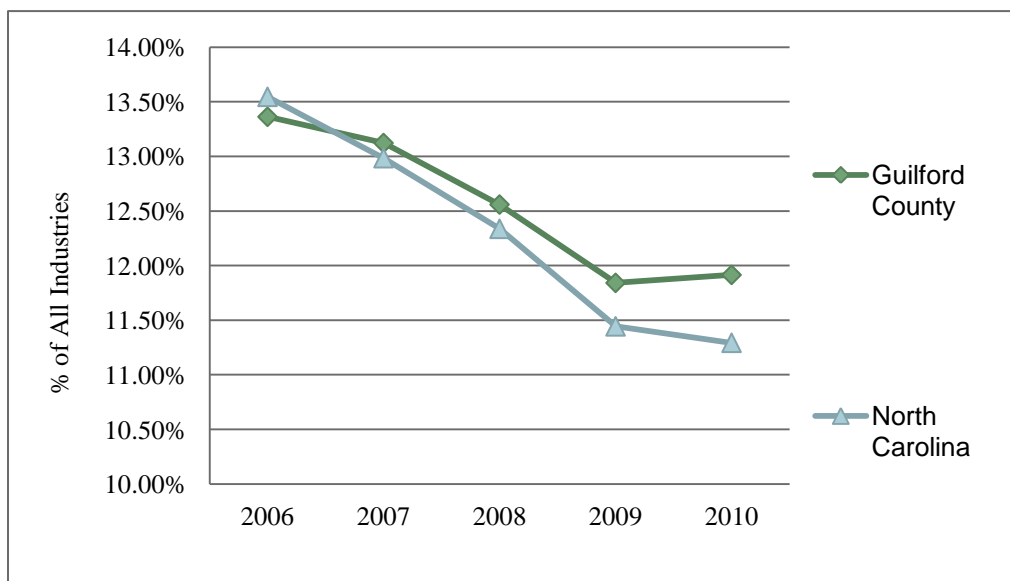
- **Targeted industry clusters are defined by the Greensboro Economic Development Alliance. Advanced manufacturing is by far the largest of the targeted industry clusters based on employment numbers.**

AVERAGE WEEKLY WAGE BY TARGETED INDUSTRY CLUSTER, 2010



- The average weekly wage for targeted industry clusters is higher than the average weekly wage for all industries at \$790. Wages for the Life Sciences are double the average weekly wage.

ADVANCED MANUFACTURING AS A PERCENT OF ALL INDUSTRIES

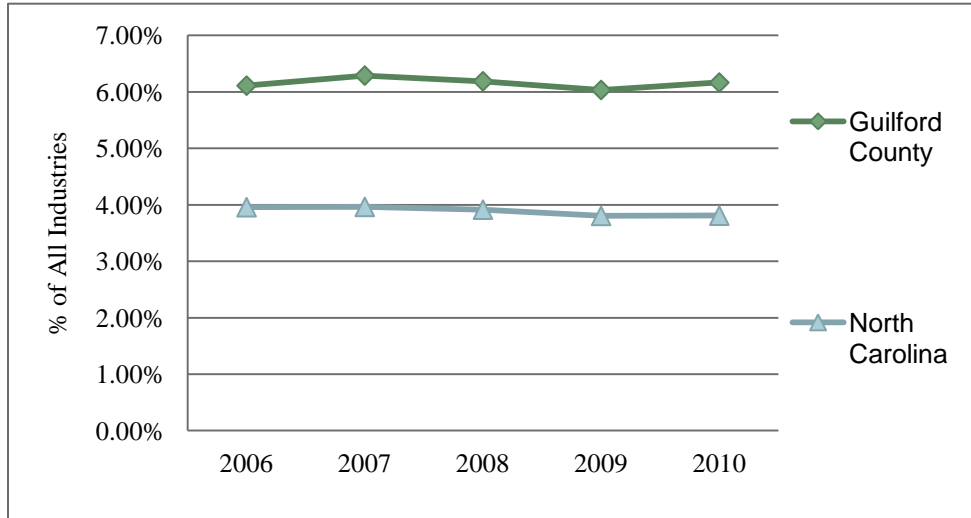


**31,188 People
Employed in
Advanced
Manufacturing,
Guilford
County, 2010**

Source: NC Employment Security Commission

- Although manufacturing has seen a decline in jobs since 2006, it still represents the second largest employment sector in the County and a larger share of employment for the County than for the State as a whole.

TRANSPORTATION AND LOGISTICS AS A PERCENT OF ALL INDUSTRIES

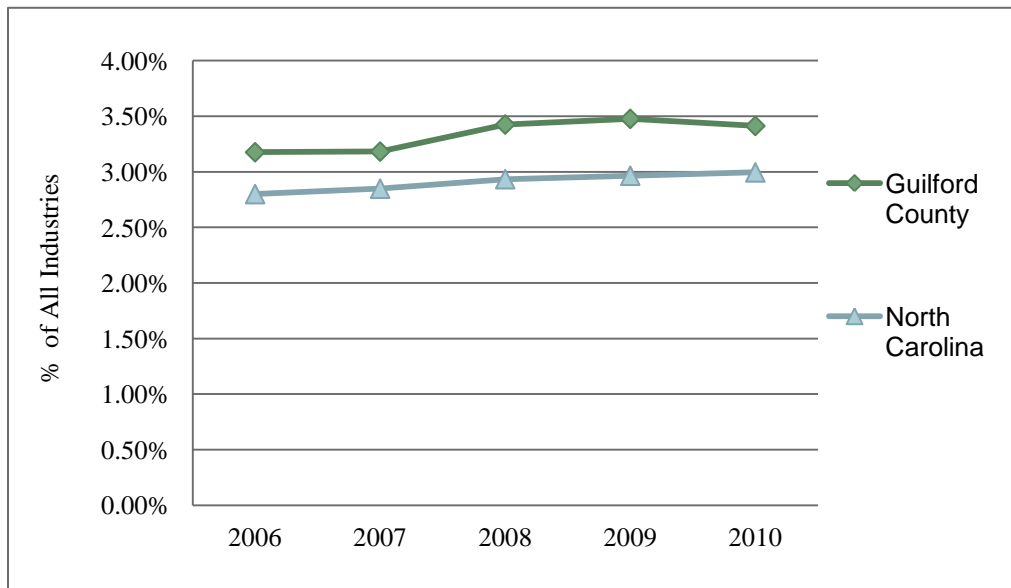


**16,142 People
Employed in
Transportation
and Logistics,
Guilford
County, 2010**

Source: NC Employment Security Commission

- **Guilford County employs a larger share of workers in Transportation and Logistics than the state. Many of these jobs are clustered near the Piedmont Triad International Airport.**
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FINANCE AND BUSINESS SERVICES AS A PERCENT OF ALL INDUSTRIES

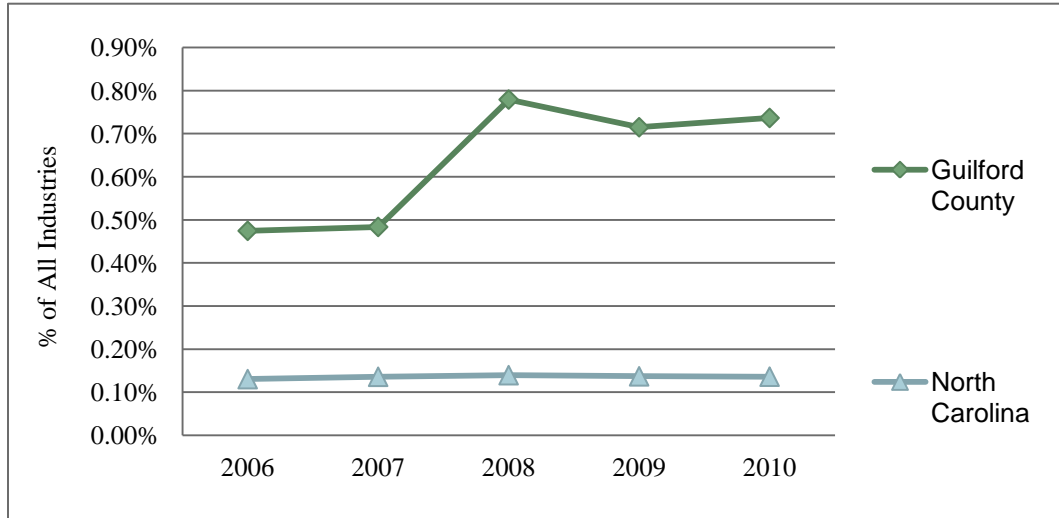


**8,933 People
employed in
Finance and
Business
Services,
Guilford County,
2010**

Source: NC Employment Security Commission

- **The Finance and Business Service industry has grown in share of employment for the state and county. Despite the economic downturn in 2008, this sector maintained its employment base and has even grown slightly.**

AVIATION AS A PERCENT OF ALL INDUSTRIES

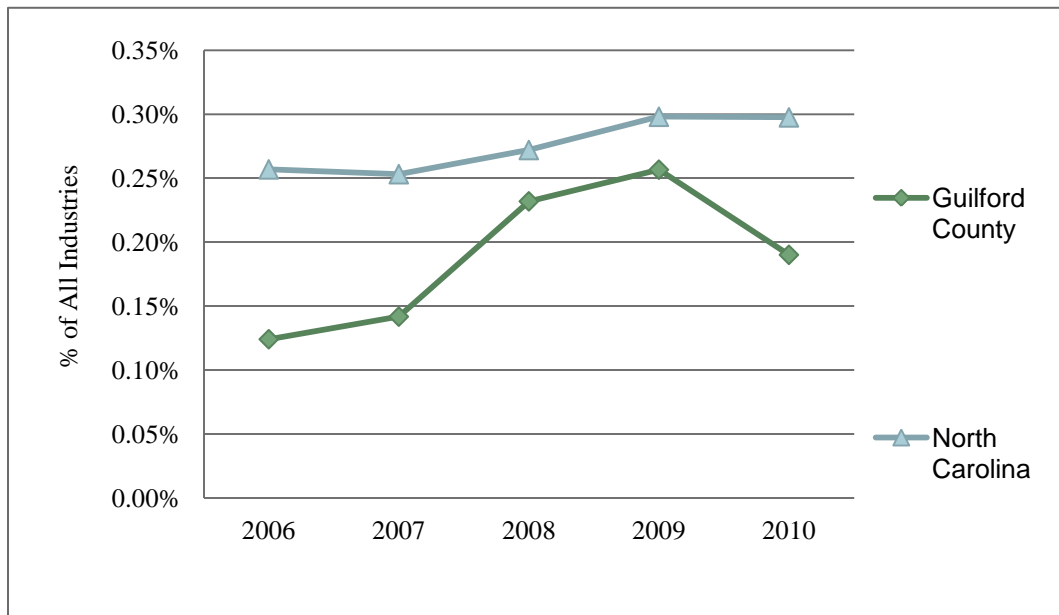


**1,928 People
employed in
Aviation
Guilford
County, 2010**

Source: NC Employment Security Commission

- **Although Aviation represents a small percent of the County's total employment, it is nonetheless very important to Guilford County and the state. One-third of North Carolina's aviation related establishments and employment is in Guilford County.**

LIFE SCIENCES AS A PERCENT OF ALL INDUSTRIES



**498 People
employed in
Life
Sciences,
Guilford
County, 2010**

Source: NC Employment Security Commission

- **Life Sciences is a newly emerging employment sector for Guilford County. Growth in this sector may be enhanced by the presence of the Gateway University Research Park in eastern Greensboro.**

EMPLOYMENT AND JOB CREATION SNAPSHOT, GREENSBORO METRO AREA: 2010*

QWI Quick Facts	Greensboro-High Point, NC (Q3)	Greensboro-High Point, NC (Avg: Selected + 3 Prior qtrs)	North Carolina (Q3)	North Carolina (Avg: Selected + 3 Prior qtrs)
Total Employment	325,428	327,336	3,702,263	3,704,534
Net Job Flows	2,297	3,676	7,023	29,815
Job Creation	14,601	16,028	171,453	192,287
New Hires	58,104	50,964	679,558	623,128
Separations	61,903	56,804	752,673	702,689
Turnover	8.00%	7.50%	8.80%	8.20%
Avg Monthly Earnings	\$3,432.00	\$3,486.75	\$3,442.00	\$3,532.00
Avg New Hire Earnings	\$2,116.00	\$2,084.25	\$2,150.00	\$2,247.50

*First three quarters of 2010.

Source: US Census Bureau, Local Employment Dynamics

EMPLOYMENT AND JOB CREATION SNAPSHOT, GREENSBORO METRO AREA: 2009*

QWI Quick Facts	Greensboro-High Point, NC (Q3)	Greensboro-High Point, NC (Avg: Selected + 3 Prior qtrs)	North Carolina (Q3)	North Carolina (Avg: Selected + 3 Prior qtrs)
Total Employment	326,883	342,654	3,702,845	3,827,637
Net Job Flows	-5,133	-6,225	-25,795	-45,848
Job Creation	11,895	13,060	169,918	173,326
New Hires	49,858	48,355	628,436	615,538
Separations	61,782	62,943	777,311	772,946
Turnover	7.50%	8.00%	8.30%	8.70%
Avg Monthly Earnings	\$3,315.00	\$3,411.50	\$3,352.00	\$3,445.25
Avg New Hire Earnings	\$1,906.00	\$2,020.75	\$2,042.00	\$2,131.75

*First three quarters of 2009.

Source: US Census Bureau, Local Employment Dynamics

WORKER PROFILES

WORK AREA PROFILE, 2003/2009



Data for the Work Area Profile is provided by OnTheMap which is a web-based mapping and reporting application provided by the US Census Bureau. The tool shows where workers are employed and where they live, as well as companion reports on age, earnings, industry distributions, and information on race, ethnicity, and educational attainment (2009 data only). This data is included as an additional point of reference for the employment picture in Greensboro.

OnTheMap data reflects trends that have been seen in other data sources, such as the decreasing share of workers employed in Manufacturing and the increasing share of workers in the Health Care/Social Assistance and Educational industries. Construction, though not a large percent of total employment, has shown a sharp drop reflecting the sluggish economy and weak housing market.

OnTheMap Trends indicate:

- Workers are commuting longer distances to get to work.
- Fewer workers live and work within the same geographical area of Greensboro.
- In 2009, 22 percent of workers traveled greater than fifty miles one-way for employment, which has significant implications on the household's expenses.
- The percent of older (55+) and younger (<29) aged workers is similar, with both groups comprising around 20 percent of the work force.
- The share of workers, however, has flipped with 4 percent fewer younger workers in the workforce and 4 percent more older workers in the workforce since 2003.
- The majority of workers (41%) make \$1,251 to \$3,333 per month.
- 20 percent indicate they make \$1250 or less a month, or \$15,000 annually, which is approximately the poverty threshold for a family of 2.

Source: U.S. Census Bureau, 2011. OnTheMap. Longitudinal-Employer Household Dynamics Program.
<http://lehd.did.census.gov/led/onthemap/>

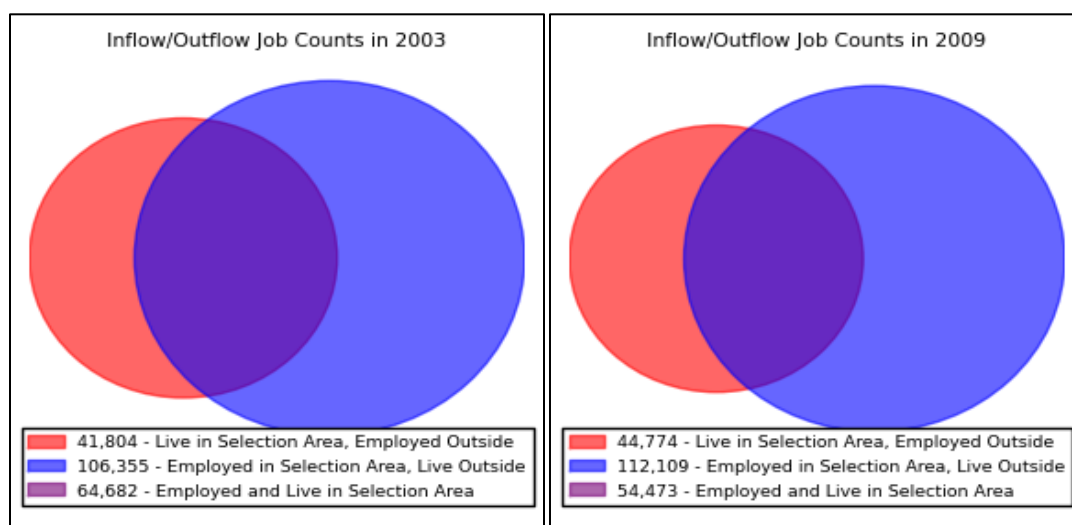
WORK AREA PROFILE FOR PRIMARY JOBS IN GREENSBORO

	2003	2009
	Share	Share
Total Primary Jobs*		
Commuting to Work (one-way)		
Less than 10 miles	50.40%	43.50%
10 to 24 miles	23.20%	24.20%
25 to 50 miles	8.40%	10.30%
Greater than 50 miles	18.00%	22.00%
Age of Worker		
Age 29 or younger	24.00%	20.60%
Age 30 to 54	61.10%	60.50%
Age 55 or older	14.90%	18.90%
Jobs by Earnings		
\$1,250 per month or less	24.60%	21.10%
\$1,251 to \$3,333 per month	45.20%	41.20%
More than \$3,333 per month	30.20%	37.70%
Jobs by NAICS Industry Sector		
Agriculture, Forestry, Fishing and Hunting	0.00%	0.10%
Mining, Quarrying, and Oil and Gas Extraction	0.00%	0.10%
Utilities	0.30%	0.20%
Construction	5.00%	3.60%
Manufacturing	13.00%	11.20%
Wholesale Trade	8.10%	7.40%
Retail Trade	11.40%	12.00%
Transportation and Warehousing	6.30%	5.90%
Information	2.80%	1.60%
Finance and Insurance	5.30%	6.10%
Real Estate and Rental and Leasing	1.50%	1.30%
Professional, Scientific, and Technical Services	4.40%	4.20%
Management of Companies and Enterprises	2.50%	2.60%
Administration & Support, Waste Management and Remediation	7.30%	5.90%
Educational Services	6.40%	9.90%

Health Care and Social Assistance	9.90%	13.90%
Arts, Entertainment, and Recreation	0.80%	1.00%
Accommodation and Food Services	7.70%	7.00%
Other Services (excluding Public Administration)	2.80%	2.40%
Public Administration	4.40%	3.60%

Note: Data includes only those workers on a payroll; excludes farms and self-employed individuals.
Source: On The Map, US Census Bureau

GREENSBORO COMMUTING TRENDS, 2003/2009



<i>Inflow/Outflow Work and Home</i>	2003	2009
Live in Selection Area, Employed Outside	19.6%	21.2%
Employed in Selection Area, Live Outside	50.0%	53.0%
Employed and Live in Selection Area	30.4%	25.8%

- **Trend indicates 10,000 fewer people live and work in the same geographic area.**
- **One-half of Greensboro's workers commute from outside the City.**

Source: U.S. Census Bureau. 2011. OnTheMap Data. Longitudinal-Employer Household Dynamics Program. <http://lehd.did.census.gov/led/onthemap/>

INCOME OBSERVATIONS

National Trends

- Median household income across the U.S. was \$49,445 in 2010* a 2.3% decline from 2009 and a 6.4 percent decline from its high in 2007.
- When adjusted for inflation, median household incomes are now at their lowest level since 1996.
- Nationally, the share of Americans living in poverty increased to 15.1% of the population and 22% of children are now living below the poverty line.

State and Regional Trends

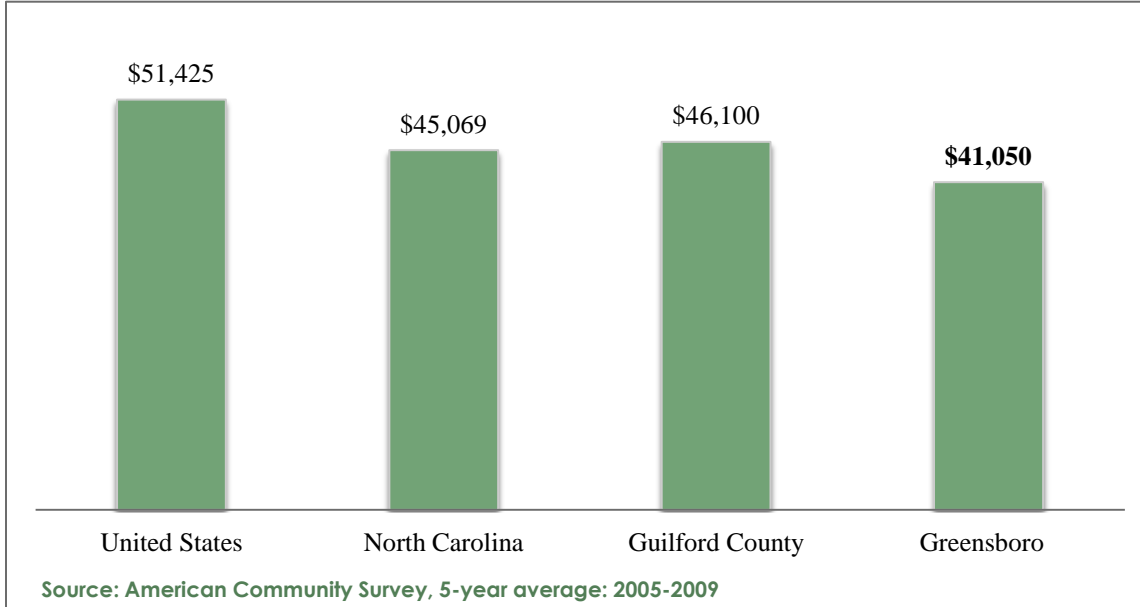
- Median household income in the South went from \$46,368 in 2009 to \$45,492 in 2010.
 - *The South typically lags behind the US in median household income and also has the highest percent of the population living below the poverty line, as reported by the US Census Bureau.*
- North Carolina's median household income was \$45,069.
- Some counties in the state, such as Wake and Mecklenburg, have above national median household incomes.
- In 2010, 19.1 million people, representing 16.9 percent of the Southern population, was below the poverty line.

Local Trends

- Greensboro's median household income was \$41,050 ~ 25 percent lower than the United States and 30 percent lower than Raleigh and Charlotte.
- Significant household income differences exist by race:
 - *The white population has a median income of \$52,315*
 - *The median household income for African-Americans is 40 percent that of white's at \$30,542*
 - *Those of Hispanic origin trail by 35 percent with a median household income of \$34,193.*
- The data appears to show an increasing gap in incomes, with an increase in the highest earning income categories and the lowest categories. The "middle class" categories representing incomes from \$25-75,000 has declined by 28 percent since 2000.
- Households bringing in less than \$15,000 a year have increased 30 percent since 2000 and now represent 17% of Greensboro's population.
- 18 percent of Greensboro's residents indicated living in poverty during the previous year.
- Families in poverty are more likely to have children under 18, be headed by a non-white female without a high school diploma and have no husband present.
 - Nearly a quarter of these mothers worked outside the home and more than half received some form of public assistance.
- The median income for someone receiving food stamps (SNAP) was \$14,242 and 9.4 percent of Greensboro's residents received food stamps during the previous year.

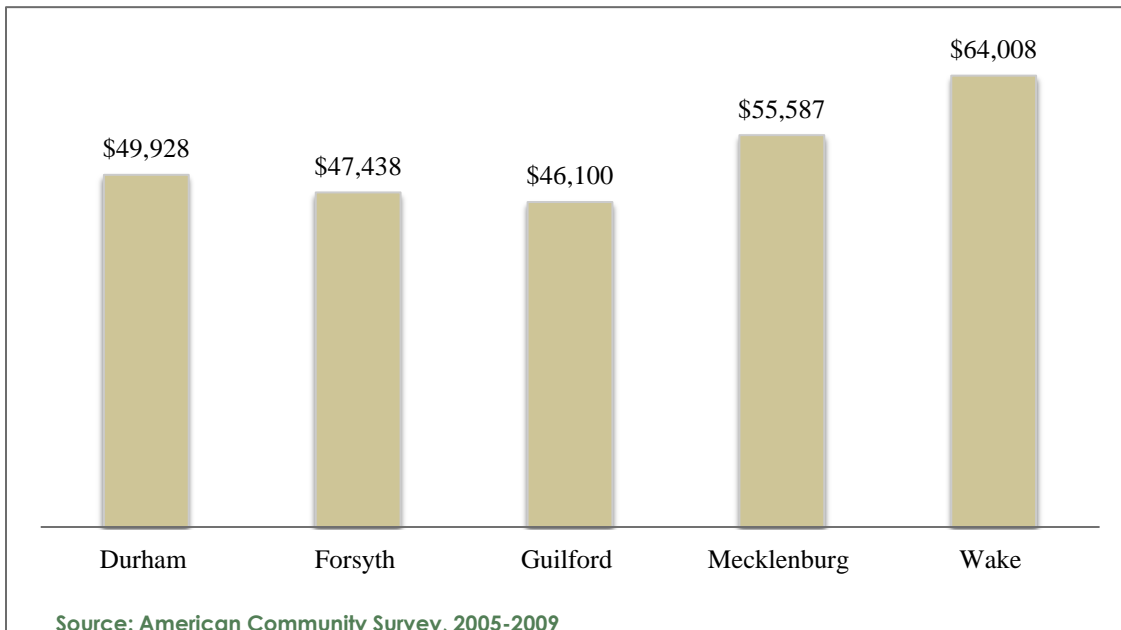
Sources: *American Community Survey, 2009; ~American Community Survey, 2005-2009

MEDIAN HOUSEHOLD INCOME COMPARISONS



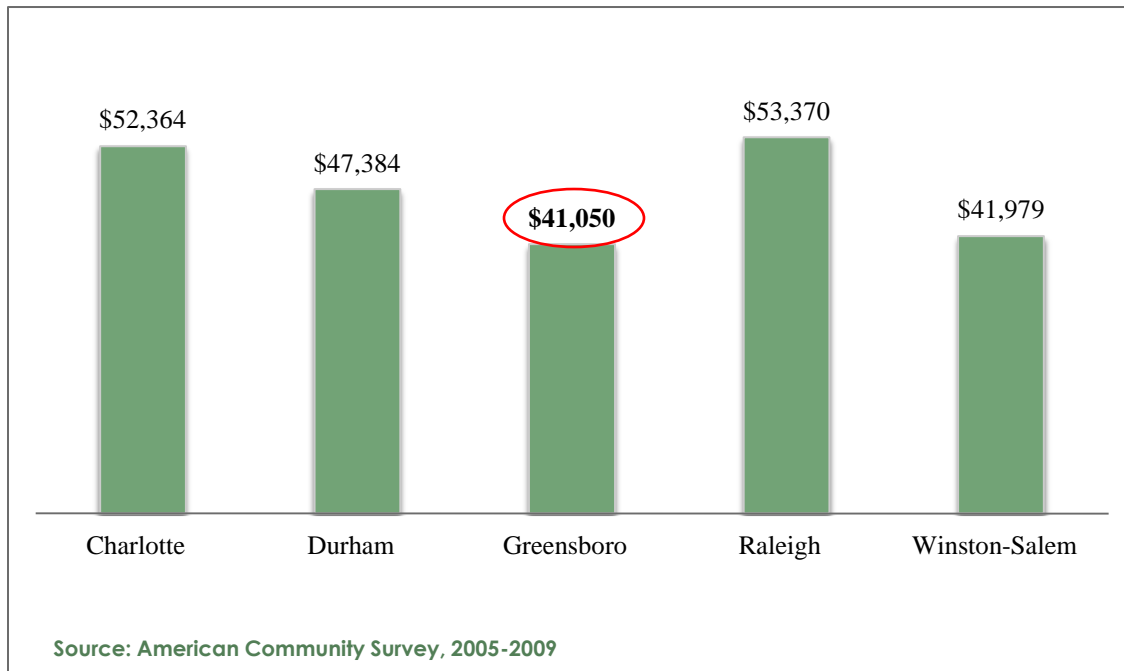
- Regionally, the South lags the United States in median household income. The median income in Greensboro was \$10,000 less than the US median income.

MEDIAN HOUSEHOLD INCOME COMPARISONS BY COUNTY, 2005-2009



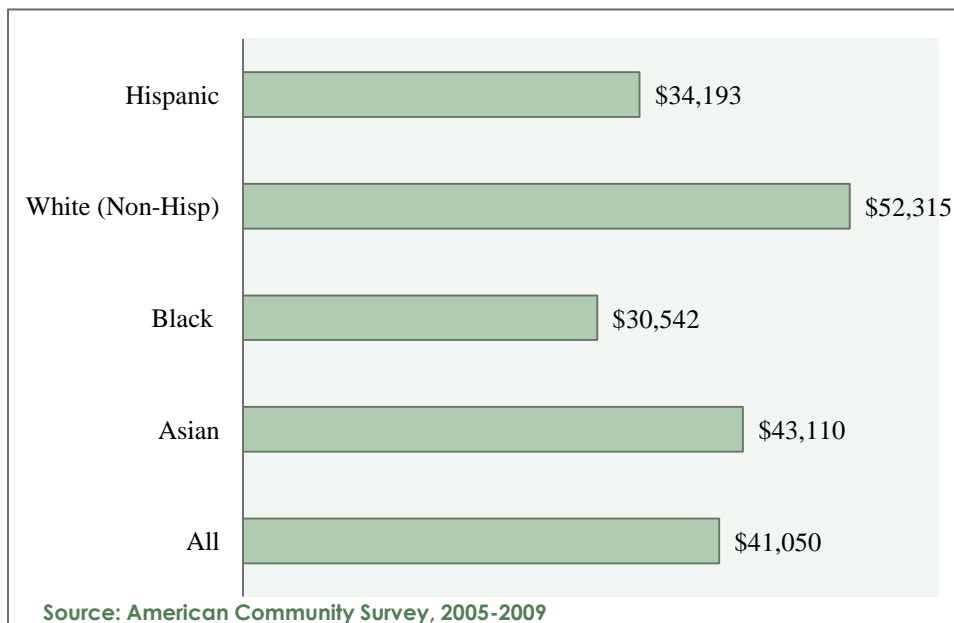
- Of the largest five counties, Guilford lagged by \$1,300 in median household income after Forsyth County. Wake County was nearly \$20,000 greater than Guilford.

MEDIAN HOUSEHOLD INCOME COMPARISONS BY CITY, 2005-2009



- Greensboro's median household income lags behind the other five largest cities in the State. Raleigh and Charlotte are on par with the United States.

MEDIAN HOUSEHOLD INCOME BY RACE, GREENSBORO, 2005-2009



40% difference in income between White and Black

- Income disparities are evident by race.

MEDIAN HOUSEHOLD INCOME COMPARISON, GREENSBORO, 2000/2009

Income Ranges	2000	2009	% Change
< \$10k	9.2	10.6	15.2%
\$10-14.9k	6.0	7.0	16.7%
\$15-24.9k	14.3	13.6	-4.9%
\$25-34.9k	14.8	13.9	-6.1%
\$35-49.9k	17.4	16.5	-5.2%
\$50-74.9k	18.7	14.3	-23.5%
\$75-99.9k	8.3	9.7	16.9%
\$100-149.9k	6.5	7.7	18.5%
\$150-199.9k	2.2	3.7	68.2%
\$200k +	2.5	2.9	16.0%
Median household income (dollars)	\$ 39,661	\$ 38,694	-2.4%

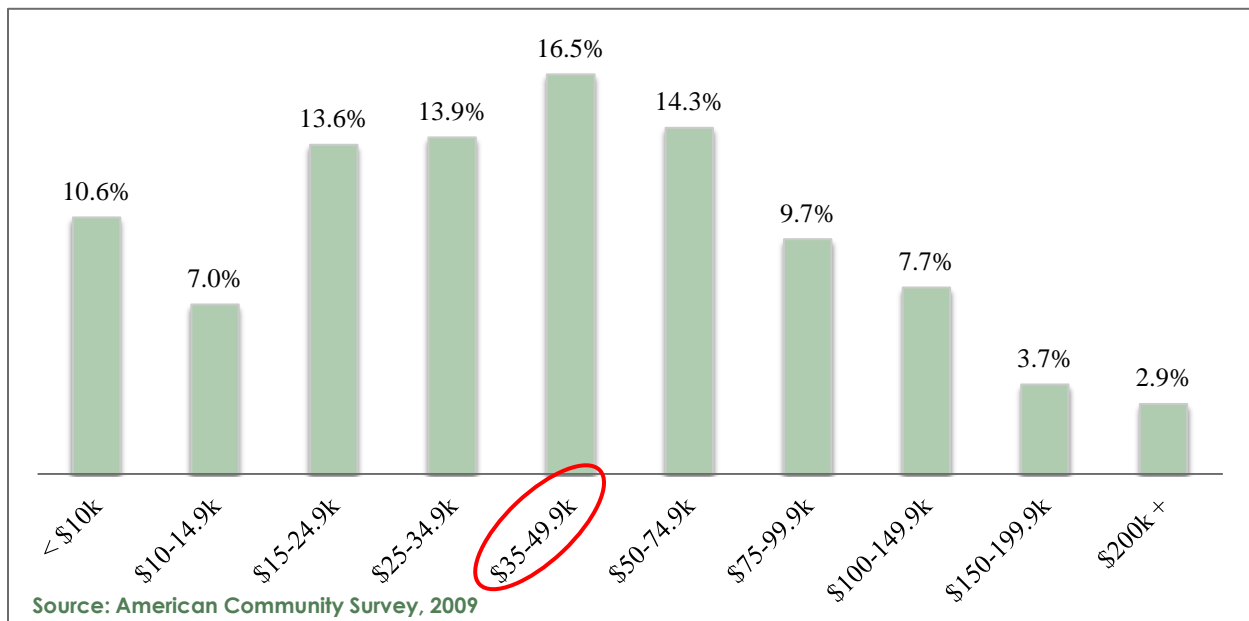
The gap between rich and poor seems to be widening.

Source: US Census Bureau, 2000. American Community Survey, 2009

Note: Small numbers in category lead to large change in percents.

- The data appears to show a gap in median household incomes, with an increase in the highest earning income categories and the lowest categories. The “middle class” categories representing incomes from \$25-75,000 has declined by 28 percent since 2000.

MEDIAN HOUSEHOLD INCOME % BY RANGE, GREENSBORO, 2009



- The median income range \$35-\$49,999 includes 16.5 percent of the population.

SNAPSHOT OF FAMILIES IN POVERTY, GREENSBORO

	All families	Married-couple families	Female householder, no husband present
Families	12.7%	4.8%	29.6%
With related children < 18 years	19.9%	7.8%	37.3%
Families with a householder who is--			
White	5.5%	2.8%	17.8%
Black or African American	21.6%	6.9%	34.1%
Asian	18.3%	12.8%	38.0%
Hispanic or Latino origin (of any race)	23.4%	19.3%	45.8%
Householder worked	10.1%	3.9%	23.8%
Family received during the past 12 months --			
Supplemental Security Income (SSI) and/or cash public assistance	45.2%	24.6%	54.6%
Social security income	8.3%	3.3%	21.2%

Families living in poverty are more likely to be non-white and headed by a single female. Twenty percent of children in Greensboro lived in poverty at some point between 2005 and 2009.

Source: American Community Survey Data, 5-year average: 2005-2009

COST OF LIVING INDEX

COST OF LIVING INDICES	GREENSBORO	WINSTON-SALEM	DURHAM	CHARLOTTE	RALEIGH
Overall	87	83	95	101	106
Food	103	96	98	101	106
Housing	63	63	82	107	113
Utilities	99	94	98	97	93
Transportation	96	82	104	96	94
Health	100	100	105	102	107
Miscellaneous	99	98	103	98	105
Income Comparison	\$ 41,050	\$ 39,347	\$ 44,739	\$ 47,955	\$ 49,988

Source: Sperling's Best Place: bestplaces.net

100=national average