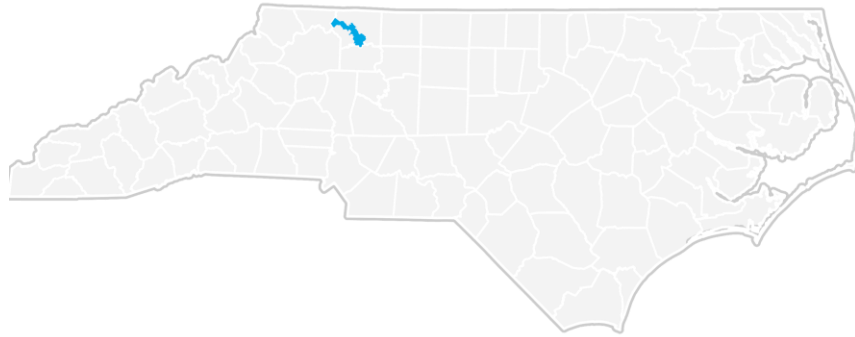


# Economic Overview

## Dobson Zip Code



JOBS **eQ**

October 9, 2018

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# Demographic Profile

The population in the Dobson Zip Code was 9,360 per American Community Survey data for 2012-2016.

The region has a civilian labor force of 3,659 with a participation rate of 50.1%. Of individuals 25 to 64 in the Dobson Zip Code, 14.9% have a bachelor's degree or higher which compares with 31.8% in the nation.

The median household income in the Dobson Zip Code is \$34,513 and the median house value is \$125,300.

## Summary<sup>1</sup>

	Percent			Value		
	Dobson Zip Code	North Carolina	USA	Dobson Zip Code	North Carolina	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	9,360	9,940,828	318,558,162
Male	50.3%	48.6%	49.2%	4,711	4,834,592	156,765,322
Female	49.7%	51.4%	50.8%	4,649	5,106,236	161,792,840
Median Age <sup>2</sup>	—	—	—	39.7	38.3	37.7
Under 18 Years	25.7%	23.0%	23.1%	2,410	2,287,826	73,612,438
18 to 24 Years	9.8%	9.7%	9.8%	917	968,330	31,296,577
25 to 34 Years	9.6%	13.0%	13.6%	902	1,294,386	43,397,907
35 to 44 Years	14.3%	13.2%	12.7%	1,335	1,307,758	40,548,400
45 to 54 Years	13.5%	13.8%	13.6%	1,268	1,373,899	43,460,466
55 to 64 Years	13.1%	12.6%	12.6%	1,228	1,249,299	40,061,742
65 to 74 Years	8.1%	8.7%	8.3%	761	864,218	26,355,308
75 Years, and Over	5.8%	6.0%	6.2%	539	595,112	19,825,324
Race: White	92.0%	69.2%	73.3%	8,609	6,882,915	233,657,078
Race: Black or African American	2.8%	21.5%	12.6%	258	2,137,131	40,241,818
Race: American Indian and Alaska Native	0.1%	1.2%	0.8%	7	117,479	2,597,817
Race: Asian	1.3%	2.6%	5.2%	124	254,550	16,614,625
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	0	6,588	560,021
Race: Some Other Race	2.4%	3.0%	4.8%	227	298,795	15,133,856
Race: Two or More Races	1.4%	2.4%	3.1%	135	243,370	9,752,947
Hispanic or Latino (of any race)	24.2%	8.9%	17.3%	2,263	884,763	55,199,107
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	50.1%	62.2%	63.3%	3,659	4,865,408	159,807,099
Armed Forces Labor Force	0.0%	1.0%	0.4%	0	82,857	1,011,641
Veterans, Age 18-64	5.1%	6.3%	5.1%	289	385,176	10,165,671
Veterans Labor Force Participation Rate and Size, Age 18-64	64.7%	75.0%	75.4%	187	288,826	7,664,089
Median Household Income <sup>2</sup>	—	—	—	\$34,513	\$48,256	\$55,322
Per Capita Income	—	—	—	\$17,839	\$26,779	\$29,829
Poverty Level (of all people)	23.7%	16.8%	15.1%	2,166	1,631,704	46,932,225
Households Receiving Food Stamps	17.8%	14.4%	13.0%	621	548,656	15,360,951
Mean Commute Time (minutes)	—	—	—	24.1	24.1	26.1
Commute via Public Transportation	0.0%	1.1%	5.1%	1	48,349	7,476,312
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	25.0%	12.0%	11.6%	1,183	625,915	19,478,050
High School Graduate	28.2%	24.9%	26.1%	1,336	1,301,581	43,788,541
Some College, No Degree	20.7%	22.6%	21.5%	979	1,179,130	36,025,193

## Summary<sup>1</sup>

	Percent			Value		
	Dobson Zip Code	North Carolina	USA	Dobson Zip Code	North Carolina	USA
Associate's Degree	11.2%	9.9%	8.9%	531	518,632	14,962,488
Bachelor's Degree	8.6%	20.3%	20.2%	409	1,058,715	33,845,524
Postgraduate Degree	6.2%	10.4%	11.6%	295	541,369	19,368,719
<b>Housing</b>						
Total Housing Units	—	—	—	4,094	4,453,767	134,054,899
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$125,300	\$157,100	\$184,700
Homeowner Vacancy	3.0%	2.1%	1.8%	75	54,648	1,395,797
Rental Vacancy	7.4%	7.2%	6.2%	89	106,444	2,855,844
Renter-Occupied Housing Units (% of Occupied Units)	31.4%	35.2%	36.4%	1,095	1,343,669	42,835,169
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	6.3%	6.3%	9.0%	219	240,158	10,562,847
<b>Social</b>						
Enrolled in Grade 12 (% of total population)	0.9%	1.3%	1.4%	87	130,974	4,433,703
Disconnected Youth <sup>4</sup>	10.1%	3.3%	2.8%	61	17,416	485,589
Children in Single Parent Families (% of all children)	23.4%	36.7%	34.7%	540	795,319	24,318,038
With a Disability, Age 18-64	15.4%	11.7%	10.3%	847	706,159	20,188,257
With a Disability, Age 18-64, Labor Force Participation Rate and Size	32.2%	38.5%	41.0%	273	272,184	8,278,834
Foreign Born	11.7%	7.7%	13.2%	1,095	767,656	42,194,354
Speak English Less Than Very Well (population 5 yrs and over)	13.5%	4.7%	8.5%	1,178	440,606	25,440,956
<b>Union Membership</b>						
Total <sup>3</sup>	5.0%	3.1%	10.7%	—	—	—
Private Sector <sup>3</sup>	2.7%	1.8%	6.4%	—	—	—
Manufacturing <sup>3</sup>	2.4%	1.9%	8.7%	—	—	—
Public Sector <sup>3</sup>	8.5%	10.1%	35.1%	—	—	—

Source: [JobsEQ®](#)

1. American Community Survey 2012-2016, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

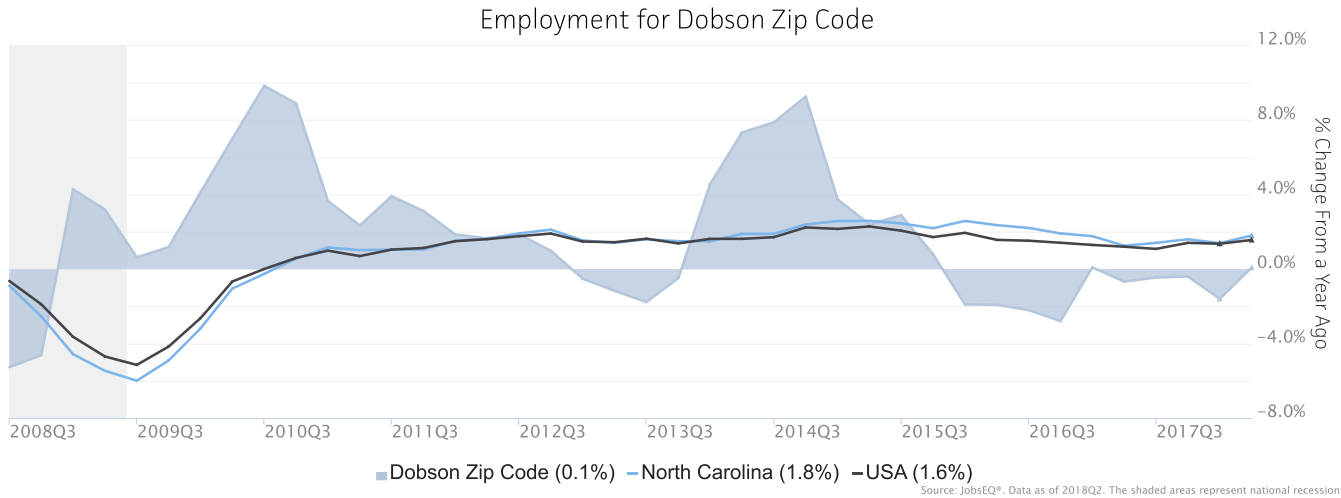
3. 2017; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

4. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

5. Census 2017, annual average growth rate since 2007

# Employment Trends

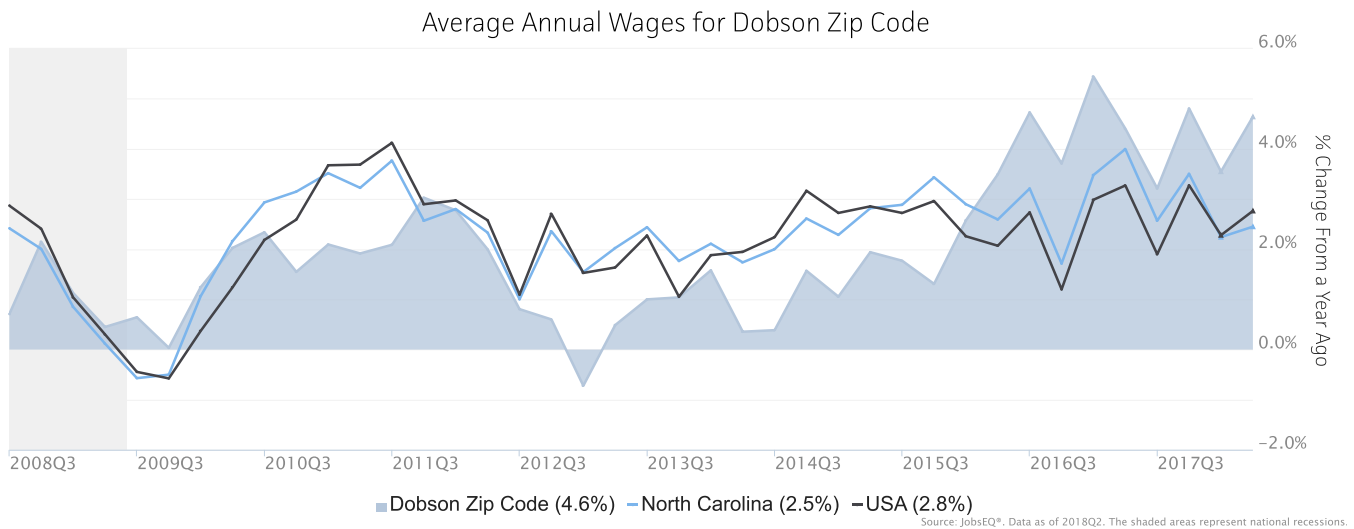
As of 2018Q2, total employment for the Dobson Zip Code was 4,785 (based on a four-quarter moving average). Over the year ending 2018Q2, employment increased 0.1% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q4 with preliminary estimates updated to 2018Q2.

# Wage Trends

The average worker in the Dobson Zip Code earned annual wages of \$35,841 as of 2018Q2. Average annual wages per worker increased 4.6% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$55,223 in the nation as of 2018Q2.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q4 with preliminary estimates updated to 2018Q2.

# Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 11.1% lower in Dobson Zip Code than the U.S. average.

## Cost of Living Information

	Annual Average Salary	Cost of Living Index	
		(Base US)	US Purchasing Power
Dobson Zip Code	\$35,841	88.9	\$40,315
North Carolina	\$48,699	92.1	\$52,887
USA	\$55,223	100.0	\$55,223

Source: [JobsEQ®](#)

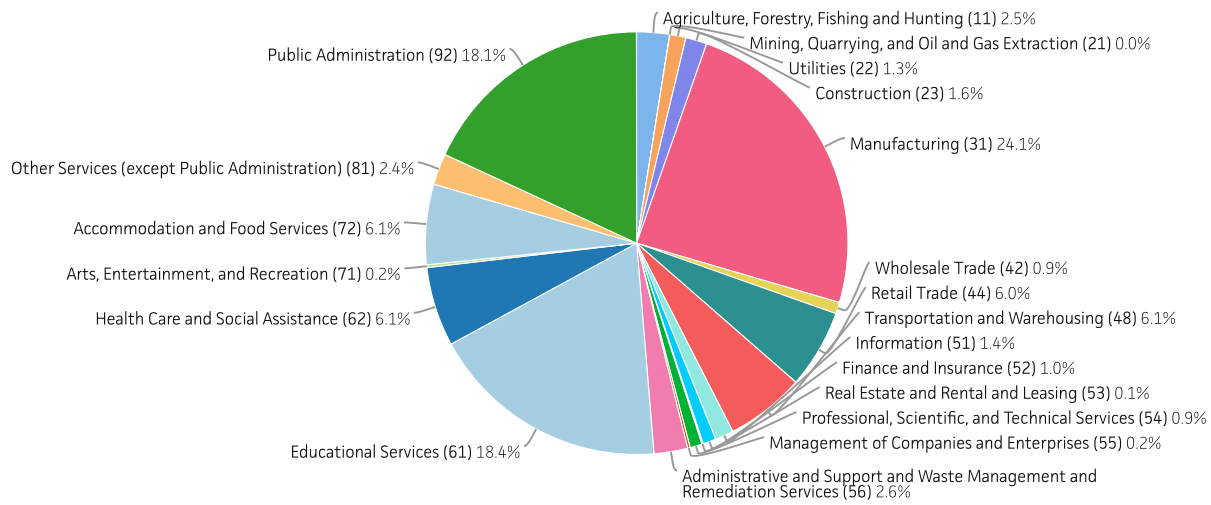
Data as of 2018Q2

Cost of Living per C2ER, data as of 2018q2, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the Dobson Zip Code is Manufacturing, employing 1,155 workers. The next-largest sectors in the region are Educational Services (879 workers) and Public Administration (866). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Public Administration (LQ = 3.85), Manufacturing (2.94), and Utilities (2.38).

Total Workers for Dobson Zip Code by Industry



Source: JobsEQ®, Data as of 2018Q2

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q4 with preliminary estimates updated to 2018Q2.

Sectors in the Dobson Zip Code with the highest average wages per worker are Management of Companies and Enterprises (\$67,392), Utilities (\$63,274), and Construction (\$50,503). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Accommodation and Food Services (+106 jobs), Manufacturing (+79), and Transportation and Warehousing (+61).

Over the next 1 year, employment in the Dobson Zip Code is projected to contract by 33 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+4 jobs), Utilities (0), and Construction (0).

NAICS	Industry	Current			5-Year History		1-Year Forecast				
		Four Quarters Ending with 2018q2			Total Change	Avg Ann % Chg in Empl	Separations (Approximate)			---Growth---	
		Empl	Avg Ann Wages	LQ	Empl	Region	Total New Demand	Exits	Transfers	Empl	Avg Ann Rate
11	Agriculture, Forestry, Fishing and Hunting	120	\$48,923	1.82	28	5.5%	12	6	7	-1	-0.4%
22	Utilities	60	\$63,274	2.38	3	0.9%	5	2	3	0	-0.8%
23	Construction	78	\$50,503	0.29	17	4.9%	8	3	5	0	0.1%
31	Manufacturing	1,155	\$39,723	2.94	79	1.4%	102	44	76	-18	-1.6%
42	Wholesale Trade	42	\$48,143	0.23	-8	-3.3%	4	2	3	0	-1.1%
44	Retail Trade	288	\$26,940	0.57	14	1.0%	36	17	21	-3	-0.9%
48	Transportation and Warehousing	290	\$40,995	1.38	61	4.9%	28	13	18	-2	-0.8%
51	Information	68	\$36,970	0.72	2	0.5%	5	2	4	-2	-2.7%
52	Finance and Insurance	48	\$50,370	0.25	-7	-2.8%	4	2	3	0	-0.6%
53	Real Estate and Rental and Leasing	5	\$43,859	0.06	-3	-8.3%	0	0	0	0	-0.4%
54	Professional, Scientific, and Technical Services	44	\$50,225	0.14	4	2.0%	4	1	2	0	0.0%
55	Management of Companies and Enterprises	9	\$67,392	0.13	3	8.1%	1	0	1	0	-0.4%
56	Administrative and Support and Waste Management and Remediation Services	123	\$24,102	0.40	52	11.7%	14	6	8	0	0.0%
61	Educational Services	879	\$33,833	2.24	-40	-0.9%	76	39	42	-5	-0.6%
62	Health Care and Social Assistance	291	\$38,104	0.43	-33	-2.1%	31	13	14	4	1.3%
71	Arts, Entertainment, and Recreation	10	\$17,112	0.10	-39	-27.2%	1	1	1	0	-0.2%
72	Accommodation and Food Services	294	\$14,617	0.68	106	9.4%	47	21	26	0	-0.2%
81	Other Services (except Public Administration)	115	\$24,104	0.55	6	1.1%	12	6	7	-1	-0.6%
92	Public Administration	866	\$34,856	3.85	30	0.7%	74	34	46	-5	-0.6%
	<b>Total - All Industries</b>	<b>4,785</b>	<b>\$35,841</b>	<b>1.00</b>	<b>275</b>	<b>1.2%</b>	<b>488</b>	<b>223</b>	<b>298</b>	<b>-33</b>	<b>-0.7%</b>

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q4 with preliminary estimates updated to 2018Q2. Forecast employment growth uses national projections adapted for regional growth patterns.



# Occupation Snapshot

The largest major occupation group in the Dobson Zip Code is Production Occupations, employing 768 workers. The next-largest occupation groups in the region are Education, Training, and Library Occupations (607 workers) and Office and Administrative Support Occupations (571). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Production Occupations (LQ = 2.65), Protective Service Occupations (2.49), and Education, Training, and Library Occupations (2.26).

Occupation groups in the Dobson Zip Code with the highest average wages per worker are Management Occupations (\$104,900), Healthcare Practitioners and Technical Occupations (\$67,700), and Architecture and Engineering Occupations (\$67,300). The unemployment rate in the region varied among the major groups from 1.1% among Management Occupations to 6.8% among Farming, Fishing, and Forestry Occupations.

Over the next 1 year, the fastest growing occupation group in the Dobson Zip Code is expected to be Healthcare Support Occupations with a +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+1 jobs) and Computer and Mathematical Occupations (0). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Production Occupations (83 jobs) and Office and Administrative Support Occupations (59).

Occupation Snapshot in Dobson Zip Code, 2018q2

SOC	Occupation	Current						5-Year History		1-Year Forecast				
		Four Quarters Ending with 2018q2			----2018q2----			Total Change	Avg Ann % Chg in Empl Region	Total New Demand	--Separations--		---Growth---	
		Empl	Avg Ann Wages <sup>1</sup>	LQ	Unempl	Unempl Rate	Online Job Ads <sup>2</sup>				Exits	Transfer	Empl	Avg Ann Rate
11-0000	Management	242	\$104,900	0.84	2	1.1%	9	10	0.8%	17	8	10	-1	-0.4%
13-0000	Business and Financial Operations	112	\$58,500	0.45	2	2.6%	2	0	0.0%	9	3	6	-1	-0.6%
15-0000	Computer and Mathematical	48	\$66,900	0.34	1	2.4%	2	2	0.7%	3	1	2	0	-0.8%
17-0000	Architecture and Engineering	50	\$67,300	0.62	1	1.8%	0	6	2.6%	3	1	2	0	-0.6%
19-0000	Life, Physical, and Social Science	29	\$56,600	0.73	0	n/a	3	2	1.2%	2	1	2	0	-0.4%
21-0000	Community and Social Service	98	\$40,800	1.28	1	2.1%	7	0	-0.1%	10	4	6	0	0.2%
23-0000	Legal	19	\$61,100	0.48	0	n/a	1	-1	-1.4%	1	0	1	0	-0.3%
25-0000	Education, Training, and Library	607	\$40,000	2.26	8	3.1%	27	-27	-0.9%	47	25	24	-3	-0.4%
27-0000	Arts, Design, Entertainment, Sports, and Media	40	\$37,800	0.47	1	1.7%	3	-8	-3.5%	3	2	2	0	-1.0%
29-0000	Healthcare Practitioners and Technical	105	\$67,700	0.39	2	1.2%	8	8	1.7%	6	3	3	0	0.3%
31-0000	Healthcare Support	93	\$26,700	0.69	4	3.3%	1	-3	-0.6%	12	6	5	1	1.3%
33-0000	Protective Service	255	\$35,400	2.49	2	3.1%	4	5	0.4%	19	9	11	-2	-0.7%
35-0000	Food Preparation and Serving Related	338	\$24,900	0.82	21	6.1%	23	85	6.0%	57	25	31	0	-0.1%
37-0000	Building and Grounds Cleaning and Maintenance	165	\$25,300	0.98	6	4.7%	8	46	6.7%	20	10	10	0	-0.1%
39-0000	Personal Care and Service	96	\$26,200	0.52	4	3.7%	2	-47	-7.6%	15	7	7	0	0.2%

### Occupation Snapshot in Dobson Zip Code, 2018q2

SOC	Occupation	Current						5-Year History		1-Year Forecast				
		Four Quarters Ending with 2018q2			----2018q2----			Total Change	Avg Ann % Chg in Empl	Total New Demand	--Separations--		---Growth---	
		Empl	Avg Ann Wages <sup>1</sup>	LQ	Unempl	Rate	Online Job Ads <sup>2</sup>				Empl	Region	Exits	Transfer
41-0000	Sales and Related	254	\$32,600	0.52	15	4.3%	17	-6	-0.5%	32	15	19	-2	-0.9%
43-0000	Office and Administrative Support	571	\$31,700	0.81	16	3.4%	14	20	0.7%	51	28	31	-8	-1.4%
45-0000	Farming, Fishing, and Forestry	39	\$27,100	1.23	2	6.8%	0	11	6.6%	5	1	4	0	-1.0%
47-0000	Construction and Extraction	141	\$36,000	0.64	12	5.9%	4	21	3.2%	14	5	9	0	-0.2%
49-0000	Installation, Maintenance, and Repair	245	\$44,300	1.34	5	2.7%	8	28	2.5%	20	8	14	-2	-0.7%
51-0000	Production	768	\$31,500	2.65	20	4.7%	3	63	1.7%	71	30	53	-12	-1.6%
53-0000	Transportation and Material Moving	471	\$31,800	1.42	17	4.9%	17	62	2.8%	50	23	31	-4	-0.8%
<b>Total - All Occupations</b>		<b>4,785</b>	<b>\$38,700</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>163</b>	<b>275</b>	<b>1.2%</b>	<b>469</b>	<b>217</b>	<b>286</b>	<b>-33</b>	<b>-0.7%</b>

Source: [JobsEQ®](http://www.chmuraecon.com/jobseq)

Data as of 2018Q2 unless noted otherwise

Note: Figures may not sum due to rounding.

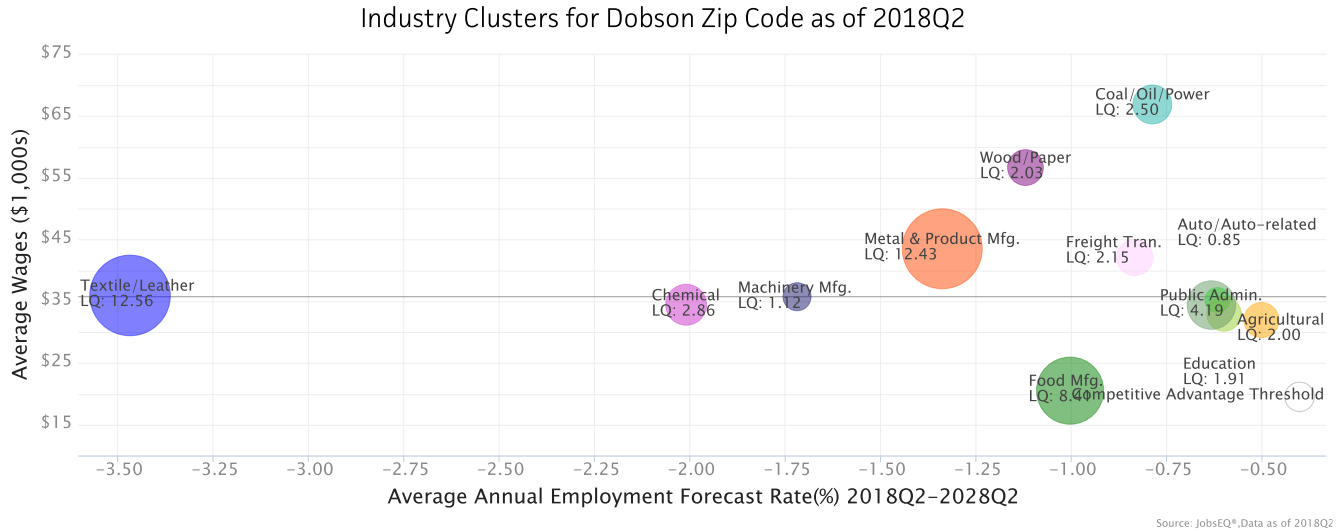
1. Occupation wages are as of 2017 and should be taken as the average for all Covered Employment

2. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2017Q4, imputed where necessary with preliminary estimates updated to 2018Q2. Wages by occupation are as of 2017 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Dobson Zip Code with the highest relative concentration is Textile/Leather with a location quotient of 12.56. This cluster employs 155 workers in the region with an average wage of \$35,970. Employment in the Textile/Leather cluster is projected to contract in the region about 3.5% per year over the next ten years.

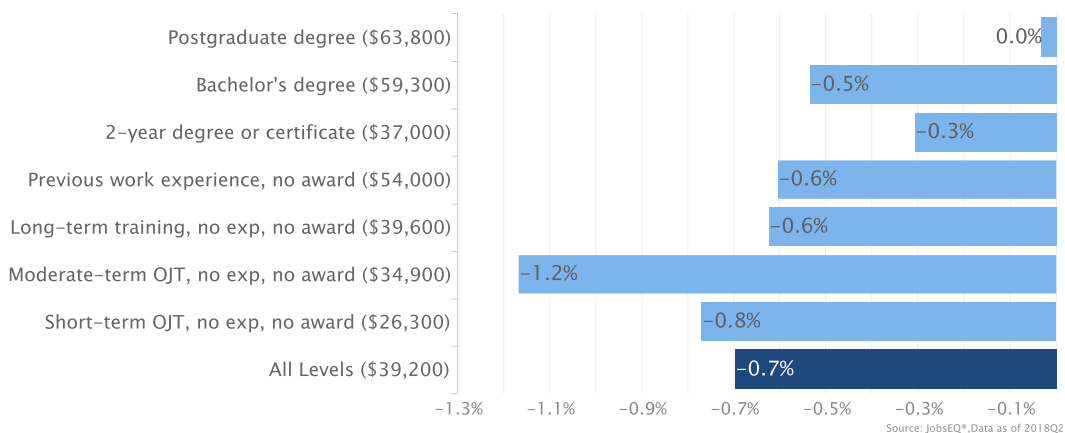


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2017Q4 with preliminary estimates updated to 2018Q2. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Dobson Zip Code is projected to contract 0.7% over the next ten years, occupations typically requiring a postgraduate degree are expected to contract 0.0% per year, those requiring a bachelor's degree are forecast to contract 0.5% per year, and occupations typically needing a 2-year degree or certificate are expected to contract 0.3% per year.

Annual Average Projected Job Growth by Training Required for Dobson Zip Code



Employment by occupation data are estimates as of 2018Q2. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Region Definition

Dobson Zip Code is defined as the following zip code tabulation areas: ZCTA 27017

# FAQ

## What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

## What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

## What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

## What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

## What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

## About This Report

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