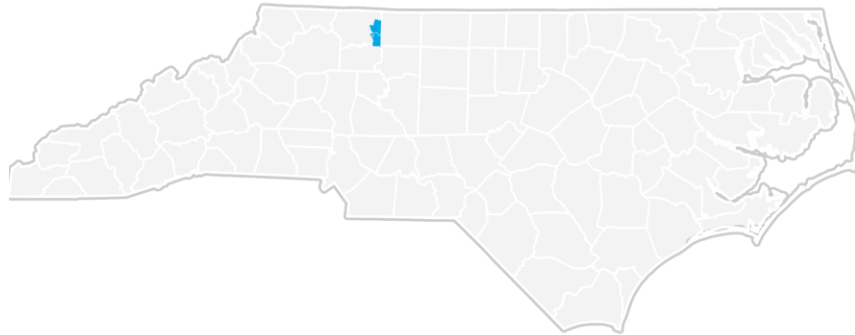


Economic Overview

Pilot Mountain Zip Code



JOBS **eQ**

October 9, 2018

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Demographic Profile

The population in the Pilot Mountain Zip Code* was 15,044 per American Community Survey data for 2012-2016.

The region has a civilian labor force of 7,015 with a participation rate of 58.8%. Of individuals 25 to 64 in the Pilot Mountain Zip Code*, 20.1% have a bachelor's degree or higher which compares with 31.8% in the nation.

The median household income in the Pilot Mountain Zip Code* is \$46,277 and the median house value is \$139,562.

Summary¹

	Percent			Value		
	Proxy for Pilot Mountain Zip Code*	North Carolina	USA	Proxy for Pilot Mountain Zip Code*	North Carolina	USA
Demographics						
Population (ACS)	—	—	—	15,044	9,940,828	318,558,162
Male	49.7%	48.6%	49.2%	7,476	4,834,592	156,765,322
Female	50.3%	51.4%	50.8%	7,568	5,106,236	161,792,840
Median Age ²	—	—	—	42.8	38.3	37.7
Under 18 Years	21.9%	23.0%	23.1%	3,302	2,287,826	73,612,438
18 to 24 Years	8.6%	9.7%	9.8%	1,298	968,330	31,296,577
25 to 34 Years	11.5%	13.0%	13.6%	1,734	1,294,386	43,397,907
35 to 44 Years	12.5%	13.2%	12.7%	1,880	1,307,758	40,548,400
45 to 54 Years	15.5%	13.8%	13.6%	2,339	1,373,899	43,460,466
55 to 64 Years	13.3%	12.6%	12.6%	2,003	1,249,299	40,061,742
65 to 74 Years	9.8%	8.7%	8.3%	1,478	864,218	26,355,308
75 Years, and Over	6.7%	6.0%	6.2%	1,010	595,112	19,825,324
Race: White	95.1%	69.2%	73.3%	14,302	6,882,915	233,657,078
Race: Black or African American	2.0%	21.5%	12.6%	308	2,137,131	40,241,818
Race: American Indian and Alaska Native	0.6%	1.2%	0.8%	90	117,479	2,597,817
Race: Asian	0.5%	2.6%	5.2%	82	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	0.3%	3.0%	4.8%	48	298,795	15,133,856
Race: Two or More Races	1.4%	2.4%	3.1%	214	243,370	9,752,947
Hispanic or Latino (of any race)	3.2%	8.9%	17.3%	480	884,763	55,199,107
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	58.8%	62.2%	63.3%	7,015	4,865,408	159,807,099
Armed Forces Labor Force	0.1%	1.0%	0.4%	7	82,857	1,011,641
Veterans, Age 18-64	4.9%	6.3%	5.1%	450	385,176	10,165,671
Veterans Labor Force Participation Rate and Size, Age 18-64	66.4%	75.0%	75.4%	299	288,826	7,664,089
Median Household Income ²	—	—	—	\$46,277	\$48,256	\$55,322
Per Capita Income	—	—	—	\$23,057	\$26,779	\$29,829
Poverty Level (of all people)	15.5%	16.8%	15.1%	2,327	1,631,704	46,932,225
Households Receiving Food Stamps	15.3%	14.4%	13.0%	913	548,656	15,360,951
Mean Commute Time (minutes)	—	—	—	29.7	24.1	26.1
Commute via Public Transportation	0.4%	1.1%	5.1%	25	48,349	7,476,312
Educational Attainment, Age 25-64						
No High School Diploma	14.3%	12.0%	11.6%	1,139	625,915	19,478,050
High School Graduate	32.4%	24.9%	26.1%	2,575	1,301,581	43,788,541

Summary¹

	Percent			Value		
	Proxy for Pilot Mountain Zip Code*	North Carolina	USA	Proxy for Pilot Mountain Zip Code*	North Carolina	USA
Some College, No Degree	21.8%	22.6%	21.5%	1,737	1,179,130	36,025,193
Associate's Degree	11.4%	9.9%	8.9%	908	518,632	14,962,488
Bachelor's Degree	14.4%	20.3%	20.2%	1,147	1,058,715	33,845,524
Postgraduate Degree	5.7%	10.4%	11.6%	450	541,369	19,368,719
Housing						
Total Housing Units	—	—	—	6,709	4,453,767	134,054,899
Median House Value (of owner-occupied units) ²	—	—	—	\$139,562	\$157,100	\$184,700
Homeowner Vacancy	1.7%	2.1%	1.8%	80	54,648	1,395,797
Rental Vacancy	10.4%	7.2%	6.2%	155	106,444	2,855,844
Renter-Occupied Housing Units (% of Occupied Units)	22.5%	35.2%	36.4%	1,340	1,343,669	42,835,169
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.4%	6.3%	9.0%	323	240,158	10,562,847
Social						
Enrolled in Grade 12 (% of total population)	1.4%	1.3%	1.4%	214	130,974	4,433,703
Disconnected Youth ⁴	8.0%	3.3%	2.8%	45	17,416	485,589
Children in Single Parent Families (% of all children)	34.0%	36.7%	34.7%	1,069	795,319	24,318,038
With a Disability, Age 18-64	13.7%	11.7%	10.3%	1,265	706,159	20,188,257
With a Disability, Age 18-64, Labor Force Participation Rate and Size	30.8%	38.5%	41.0%	390	272,184	8,278,834
Foreign Born	2.4%	7.7%	13.2%	368	767,656	42,194,354
Speak English Less Than Very Well (population 5 yrs and over)	0.8%	4.7%	8.5%	108	440,606	25,440,956
Union Membership						
Total ³	2.9%	3.1%	10.7%	—	—	—
Private Sector ³	1.5%	1.8%	6.4%	—	—	—
Manufacturing ³	2.4%	1.9%	8.7%	—	—	—
Public Sector ³	9.3%	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

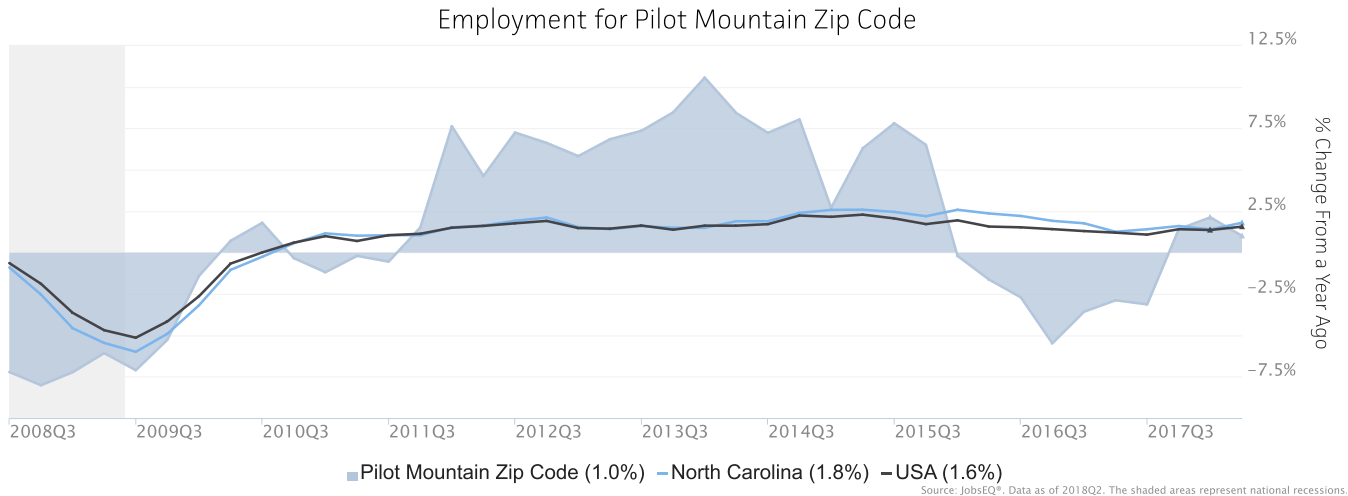
4. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

5. Census 2017, annual average growth rate since 2007

* This user-defined region contains one or more partial ZCTA areas. Any such partial ZCTA within this region definition has been replaced by the full ZCTA for purposes of being described via the above data.

Employment Trends

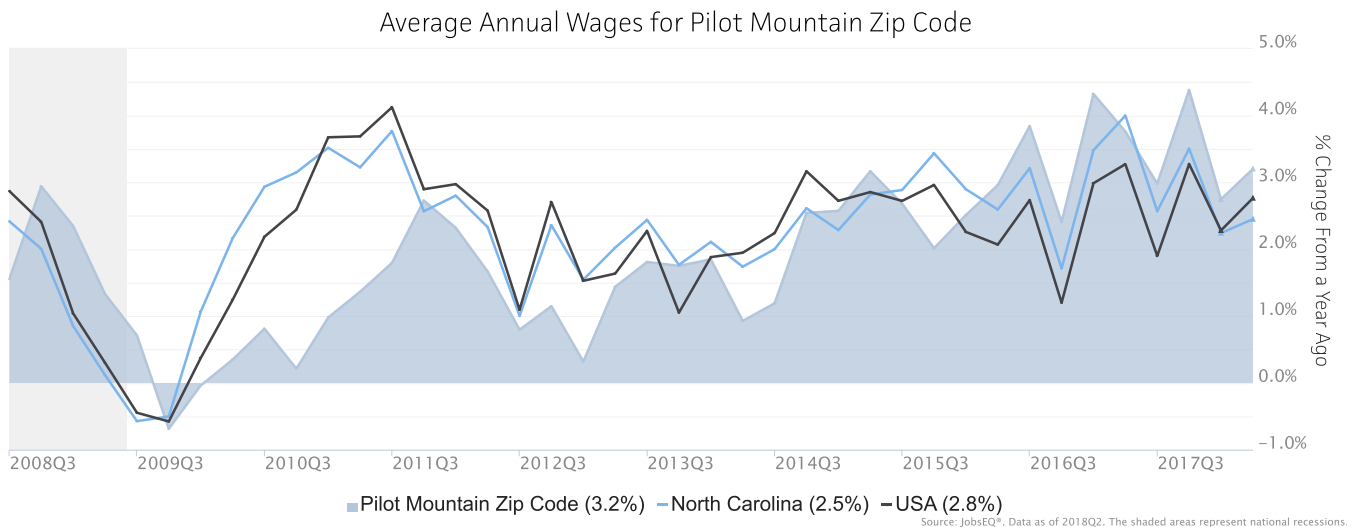
As of 2018Q2, total employment for the Pilot Mountain Zip Code was 2,643 (based on a four-quarter moving average). Over the year ending 2018Q2, employment increased 1.0% in the region.



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 Pilot Mountain Zip Code earned annual wages of \$35,673 as of 2018Q2. Average annual wages per worker increased 3.2% 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 Pilot Mountain Zip Code than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index	
		(Base US)	US Purchasing Power
Pilot Mountain Zip Code	\$35,673	88.9	\$40,126
North Carolina	\$48,699	92.1	\$52,887
USA	\$55,223	100.0	\$55,223

Source: [JobsEQ®](#)

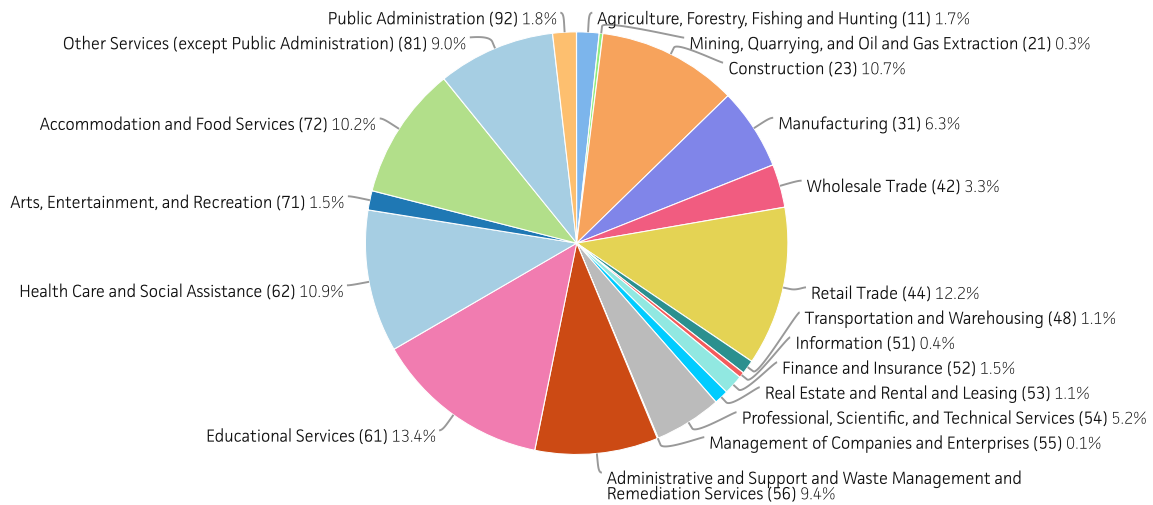
Data as of 2018Q2

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

Industry Snapshot

The largest sector in the Pilot Mountain Zip Code is Educational Services, employing 355 workers. The next-largest sectors in the region are Retail Trade (322 workers) and Health Care and Social Assistance (288). 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 Other Services (except Public Administration) (LQ = 2.06), Construction (1.91), and Educational Services (1.64).

Total Workers for Pilot Mountain 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 Pilot Mountain Zip Code with the highest average wages per worker are Management of Companies and Enterprises (\$68,497), Mining, Quarrying, and Oil and Gas Extraction (\$66,411), and Construction (\$52,443). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Administrative and Support and Waste Management and Remediation Services (+126 jobs), Construction (+87), and Professional, Scientific, and Technical Services (+82).

Over the next 1 year, employment in the Pilot Mountain Zip Code is projected to contract by 1 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +2.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+8 jobs), Construction (+1), and Agriculture, Forestry, Fishing and Hunting (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	45	\$48,385	1.25	-5	-2.1%	5	2	3	0	-0.4%
21	Mining, Quarrying, and Oil and Gas Extraction	7	\$66,411	0.63	-1	-3.7%	1	0	0	0	-1.8%
23	Construction	283	\$52,443	1.91	87	7.6%	29	10	18	1	0.4%
31	Manufacturing	165	\$40,312	0.76	10	1.2%	14	6	11	-3	-2.0%
42	Wholesale Trade	87	\$47,382	0.85	11	2.7%	9	3	6	0	-0.4%
44	Retail Trade	322	\$26,939	1.14	4	0.3%	40	19	24	-3	-0.9%
48	Transportation and Warehousing	28	\$41,752	0.24	15	17.3%	3	1	2	0	-0.8%
51	Information	12	\$36,190	0.22	2	3.7%	1	0	1	0	-0.9%
52	Finance and Insurance	39	\$50,275	0.38	-9	-3.9%	4	1	2	0	-0.5%
53	Real Estate and Rental and Leasing	29	\$36,476	0.64	-1	-0.5%	3	1	2	0	-0.6%
54	Professional, Scientific, and Technical Services	136	\$51,543	0.78	82	20.4%	12	4	7	0	0.2%
55	Management of Companies and Enterprises	2	\$68,497	0.04	0	-1.9%	0	0	0	0	-0.4%
56	Administrative and Support and Waste Management and Remediation Services	249	\$24,119	1.46	126	15.1%	28	12	17	0	-0.1%
61	Educational Services	355	\$33,814	1.64	-2	-0.1%	30	16	17	-3	-0.8%
62	Health Care and Social Assistance	288	\$38,196	0.76	-37	-2.4%	35	13	14	8	2.6%
71	Arts, Entertainment, and Recreation	39	\$17,571	0.75	-26	-9.5%	5	2	3	0	-0.1%
72	Accommodation and Food Services	269	\$14,586	1.13	34	2.7%	43	19	24	0	-0.1%
81	Other Services (except Public Administration)	238	\$26,321	2.06	53	5.1%	26	12	15	-1	-0.4%
92	Public Administration	48	\$34,856	0.39	-3	-1.3%	4	2	3	0	-0.7%
Total - All Industries		2,643	\$35,673	1.00	340	2.8%	287	124	165	-1	-0.1%

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 Pilot Mountain Zip Code is Office and Administrative Support Occupations, employing 297 workers. The next-largest occupation groups in the region are Food Preparation and Serving Related Occupations (285 workers) and Education, Training, and Library Occupations (271). 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 Education, Training, and Library Occupations (LQ = 1.83), Construction and Extraction Occupations (1.65), and Personal Care and Service Occupations (1.56).

Occupation groups in the Pilot Mountain 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 1.2% among Healthcare Practitioners and Technical Occupations to 6.9% among Farming, Fishing, and Forestry Occupations.

Over the next 1 year, the fastest growing occupation group in the Pilot Mountain Zip Code is expected to be Healthcare Support Occupations with a +3.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+3 jobs) and Personal Care and Service Occupations (+2). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (48 jobs) and Sales and Related Occupations (35).

Occupation Snapshot in Pilot Mountain 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 ¹	LQ	Unempl	Unempl Rate	Online Job Ads ²				Empl	Region	Exits	Transfer
11-0000	Management	144	\$104,900	0.91	3	1.3%	2	17	2.6%	11	5	6	0	-0.1%
13-0000	Business and Financial Operations	60	\$58,500	0.44	3	2.6%	1	7	2.4%	5	2	4	0	0.0%
15-0000	Computer and Mathematical	25	\$66,900	0.32	1	2.4%	0	10	10.8%	2	0	1	0	0.1%
17-0000	Architecture and Engineering	67	\$67,300	1.50	1	1.7%	1	50	32.0%	5	2	3	0	0.4%
19-0000	Life, Physical, and Social Science	9	\$56,600	0.43	0	n/a	0	3	9.5%	1	0	1	0	0.1%
21-0000	Community and Social Service	38	\$40,800	0.91	1	2.0%	0	10	6.1%	5	2	3	0	0.7%
23-0000	Legal	6	\$61,100	0.27	0	n/a	0	-1	-3.1%	0	0	0	0	0.0%
25-0000	Education, Training, and Library	271	\$40,000	1.83	10	3.1%	0	1	0.1%	21	11	11	-1	-0.5%
27-0000	Arts, Design, Entertainment, Sports, and Media	30	\$37,800	0.63	1	1.7%	0	7	5.1%	3	1	2	0	-0.5%
29-0000	Healthcare Practitioners and Technical	70	\$67,700	0.46	3	1.2%	4	9	2.7%	5	2	2	1	1.5%
31-0000	Healthcare Support	86	\$26,700	1.16	5	3.3%	1	2	0.5%	14	6	5	3	3.3%
33-0000	Protective Service	27	\$35,400	0.48	2	3.2%	0	-6	-4.2%	3	2	2	0	-0.7%
35-0000	Food Preparation and Serving Related	285	\$24,900	1.26	27	6.2%	20	26	1.9%	48	22	26	0	0.0%
37-0000	Building and Grounds Cleaning and Maintenance	80	\$25,300	0.87	7	4.7%	4	-5	-1.3%	10	5	5	0	-0.2%

Occupation Snapshot in Pilot Mountain 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 ¹	LQ	Unempl	Unempl Rate	Online Job Ads ²				Empl	Region	Exits	Transfer
39-0000	Personal Care and Service	159	\$26,200	1.56	6	3.8%	0	-45	-4.9%	26	13	11	2	1.4%
41-0000	Sales and Related	257	\$32,600	0.96	18	4.3%	20	22	1.8%	33	16	19	-2	-0.7%
43-0000	Office and Administrative Support	297	\$31,700	0.76	19	3.5%	8	39	2.8%	29	15	17	-3	-1.0%
45-0000	Farming, Fishing, and Forestry	9	\$27,100	0.52	1	6.9%	0	-1	-1.9%	1	0	1	0	-1.2%
47-0000	Construction and Extraction	198	\$36,000	1.65	17	5.9%	0	58	7.2%	21	7	13	1	0.3%
49-0000	Installation, Maintenance, and Repair	140	\$44,300	1.39	7	2.7%	1	33	5.5%	13	5	8	0	0.0%
51-0000	Production	183	\$31,500	1.14	18	4.6%	5	46	6.0%	18	8	13	-2	-1.2%
53-0000	Transportation and Material Moving	200	\$31,800	1.09	18	5.0%	14	60	7.4%	24	10	14	-1	-0.4%
Total - All Occupations		2,643	\$38,700	1.00	n/a	n/a	82	340	2.8%	299	133	167	-1	-0.1%

Source: [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

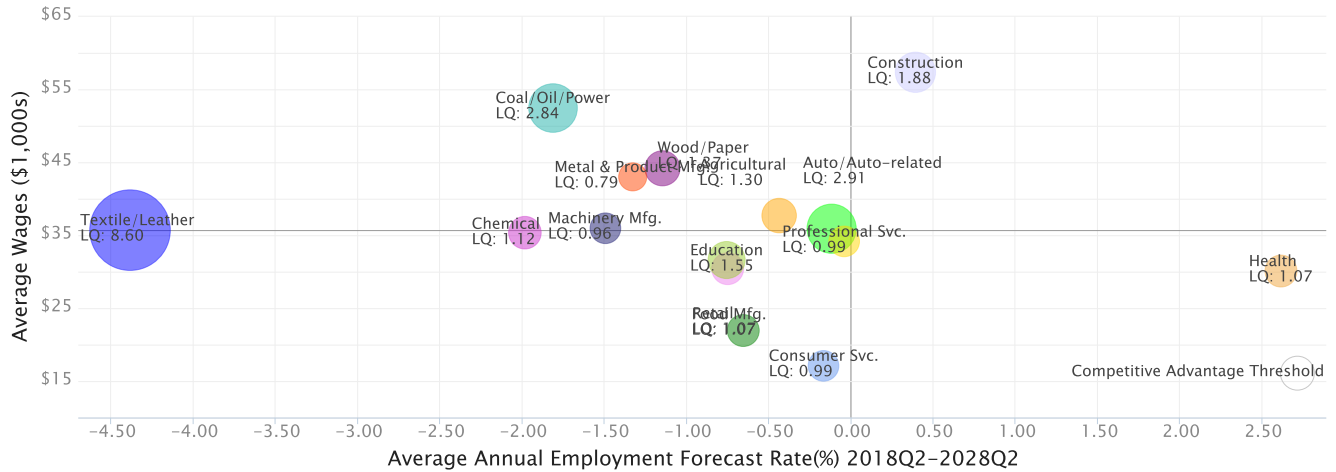
2. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment 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 Pilot Mountain Zip Code with the highest relative concentration is Textile/Leather with a location quotient of 8.60. This cluster employs 36 workers in the region with an average wage of \$35,720. Employment in the Textile/Leather cluster is projected to contract in the region about 4.4% per year over the next ten years.

Industry Clusters for Pilot Mountain Zip Code as of 2018Q2



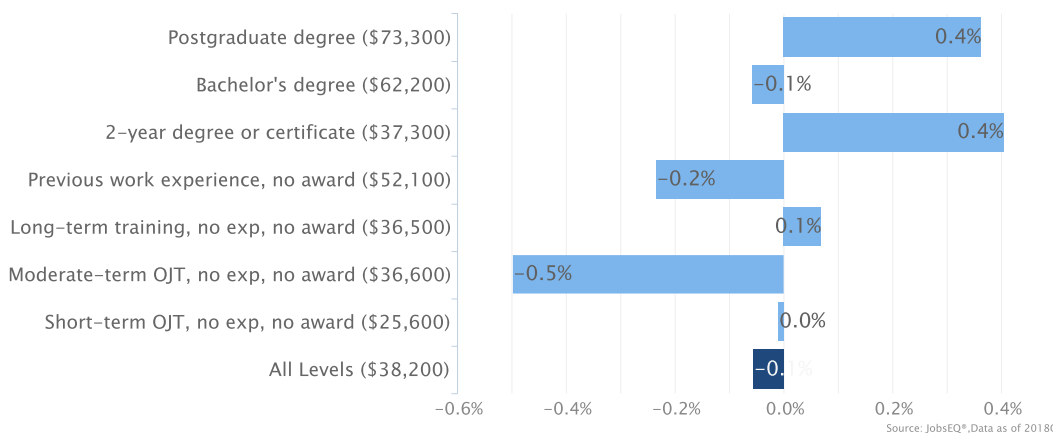
Source: JobsEQ®. Data as of 2018Q2

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 Pilot Mountain Zip Code is projected to contract 0.1% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.4% per year, those requiring a bachelor's degree are forecast to contract 0.1% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.4% per year.

Annual Average Projected Job Growth by Training Required for Pilot Mountain 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

Pilot Mountain Zip Code is defined as the following zip code tabulation areas: ZCTA 27041 (Surry County, NC portion); ZCTA 27043 (Surry County, NC portion)

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

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.