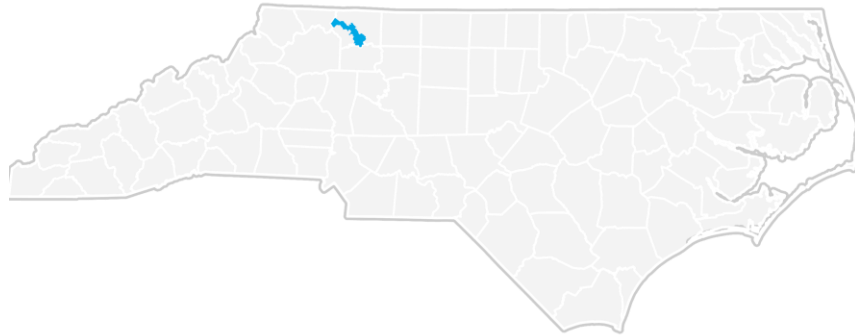


# Economic Overview

## Dobson Zip Code



JOBS **eQ**

June 6, 2019

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# Demographic Profile

The population in the Dobson Zip Code was 9,453 per American Community Survey data for 2013-2017.

The region has a civilian labor force of 3,717 with a participation rate of 50.8%. Of individuals 25 to 64 in the Dobson Zip Code, 17.1% have a bachelor's degree or higher which compares with 32.3% in the nation.

The median household income in the Dobson Zip Code is \$37,938 and the median house value is \$127,500.

## Summary<sup>1</sup>

	Percent			Value		
	Dobson Zip Code	North Carolina	USA	Dobson Zip Code	North Carolina	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	9,453	10,052,564	321,004,407
Male	50.1%	48.7%	49.2%	4,733	4,895,368	158,018,753
Female	49.9%	51.3%	50.8%	4,720	5,157,196	162,985,654
Median Age <sup>2</sup>	—	—	—	39.1	38.4	37.8
Under 18 Years	26.4%	22.8%	22.9%	2,493	2,289,682	73,601,279
18 to 24 Years	9.8%	9.7%	9.7%	928	978,834	31,131,484
25 to 34 Years	10.2%	13.1%	13.7%	967	1,318,591	44,044,173
35 to 44 Years	13.5%	13.0%	12.7%	1,275	1,302,261	40,656,419
45 to 54 Years	13.0%	13.7%	13.4%	1,227	1,376,492	43,091,143
55 to 64 Years	12.4%	12.7%	12.7%	1,168	1,271,767	40,747,520
65 to 74 Years	7.6%	9.0%	8.6%	716	904,811	27,503,389
75 Years, and Over	7.2%	6.1%	6.3%	679	610,126	20,229,000
Race: White	92.3%	69.0%	73.0%	8,725	6,937,466	234,370,202
Race: Black or African American	2.1%	21.5%	12.7%	203	2,159,427	40,610,815
Race: American Indian and Alaska Native	0.2%	1.2%	0.8%	17	117,998	2,632,102
Race: Asian	1.1%	2.7%	5.4%	101	269,164	17,186,320
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	12	6,393	570,116
Race: Some Other Race	3.2%	3.1%	4.8%	301	310,920	15,553,808
Race: Two or More Races	1.0%	2.5%	3.1%	94	251,196	10,081,044
Hispanic or Latino (of any race)	22.5%	9.1%	17.6%	2,123	914,792	56,510,571
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	50.8%	62.1%	63.3%	3,717	4,923,307	161,159,470
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	67.6%	81.3%	81.6%	2,345	3,206,706	103,761,701
Armed Forces Labor Force	0.0%	1.2%	0.4%	0	96,524	1,024,855
Veterans, Age 18-64	4.6%	6.0%	4.9%	254	372,125	9,667,749
Veterans Labor Force Participation Rate and Size, Age 18-64	65.7%	75.0%	75.8%	167	279,081	7,326,514
Median Household Income <sup>2</sup>	—	—	—	\$37,938	\$50,320	\$57,652
Per Capita Income	—	—	—	\$19,505	\$28,123	\$31,177
Poverty Level (of all people)	21.6%	16.1%	14.6%	2,001	1,579,871	45,650,345
Households Receiving Food Stamps	17.8%	13.7%	12.6%	636	532,402	15,029,498
Mean Commute Time (minutes)	—	—	—	24.1	24.3	26.4
Commute via Public Transportation	0.0%	1.0%	5.1%	1	47,903	7,607,907
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	22.0%	11.5%	11.4%	1,022	608,201	19,230,541

## Summary<sup>1</sup>

	Percent			Value		
	Dobson Zip Code	North Carolina	USA	Dobson Zip Code	North Carolina	USA
High School Graduate	28.5%	24.5%	26.0%	1,322	1,293,258	43,784,920
Some College, No Degree	20.5%	22.4%	21.2%	952	1,178,254	35,803,629
Associate's Degree	11.8%	10.1%	9.0%	549	529,904	15,199,517
Bachelor's Degree	11.1%	20.7%	20.5%	513	1,093,315	34,602,913
Postgraduate Degree	6.0%	10.7%	11.8%	279	566,179	19,917,735
<b>Housing</b>						
Total Housing Units	—	—	—	4,225	4,521,697	135,393,564
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$127,500	\$161,000	\$193,500
Homeowner Vacancy	2.0%	2.0%	1.7%	53	52,732	1,346,331
Rental Vacancy	8.3%	7.1%	6.1%	98	105,022	2,838,344
Renter-Occupied Housing Units (% of Occupied Units)	29.1%	35.0%	36.2%	1,037	1,356,450	42,992,786
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.2%	6.1%	8.8%	187	235,559	10,468,418
<b>Social</b>						
Enrolled in Grade 12 (% of total population)	0.9%	1.3%	1.4%	88	132,898	4,437,324
Disconnected Youth <sup>4</sup>	8.2%	3.0%	2.7%	46	15,769	456,548
Children in Single Parent Families (% of all children)	23.2%	36.3%	34.5%	536	787,773	24,106,567
With a Disability, Age 18-64	16.6%	11.6%	10.3%	902	704,954	20,276,199
With a Disability, Age 18-64, Labor Force Participation Rate and Size	32.7%	38.6%	41.4%	295	272,402	8,395,884
Foreign Born	10.5%	7.8%	13.4%	994	787,971	43,028,127
Speak English Less Than Very Well (population 5 yrs and over)	11.4%	4.7%	8.5%	1,002	440,876	25,654,421
<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 2013-2017, 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.

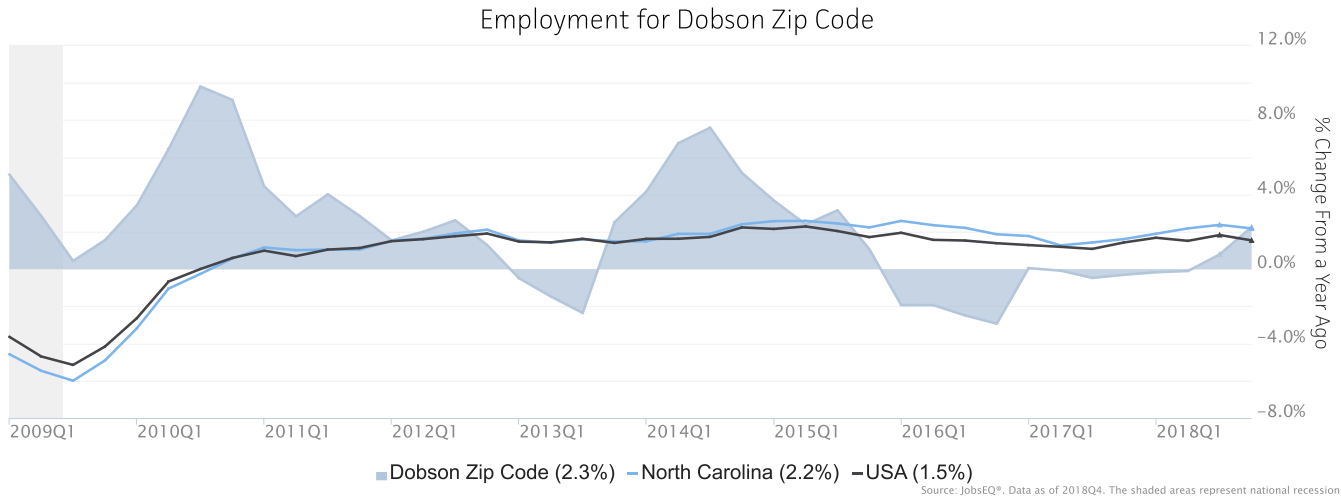
3. 2017; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

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

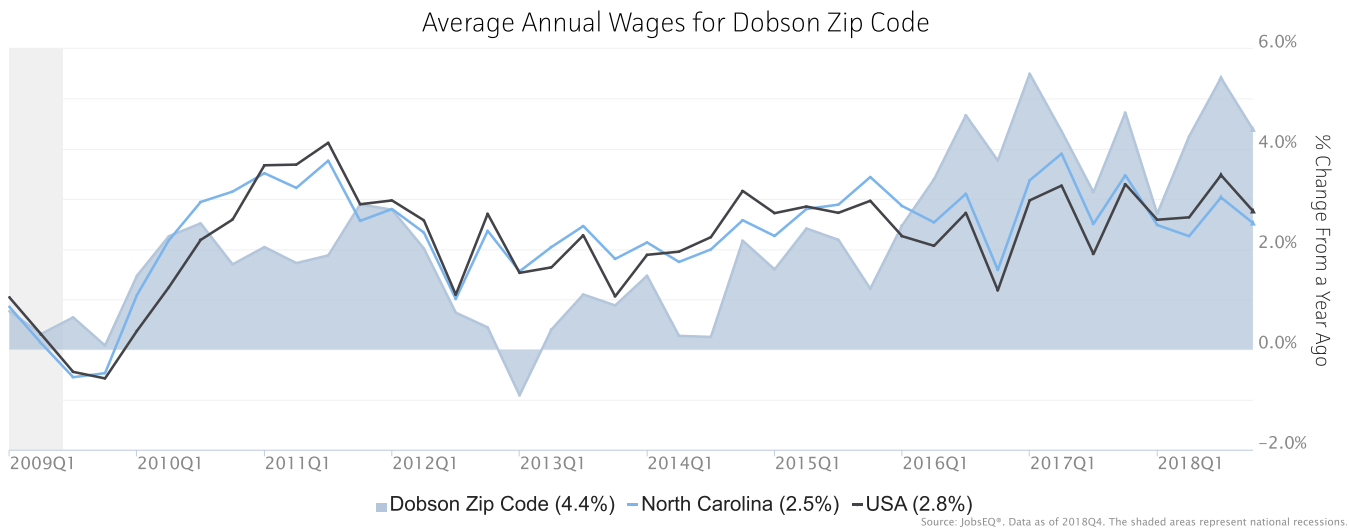
As of 2018Q4, total employment for the Dobson Zip Code was 4,841 (based on a four-quarter moving average). Over the year ending 2018Q4, employment increased 2.3% in the region.



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 2018Q2 with preliminary estimates updated to 2018Q4.

# Wage Trends

The average worker in the Dobson Zip Code earned annual wages of \$36,334 as of 2018Q4. Average annual wages per worker increased 4.4% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$55,713 in the nation as of 2018Q4.



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 2018Q2 with preliminary estimates updated to 2018Q4.

# 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 11.4% 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	\$36,334	88.6	\$41,017
North Carolina	\$49,019	91.6	\$53,503
USA	\$55,713	100.0	\$55,713

Source: [JobsEQ®](#)

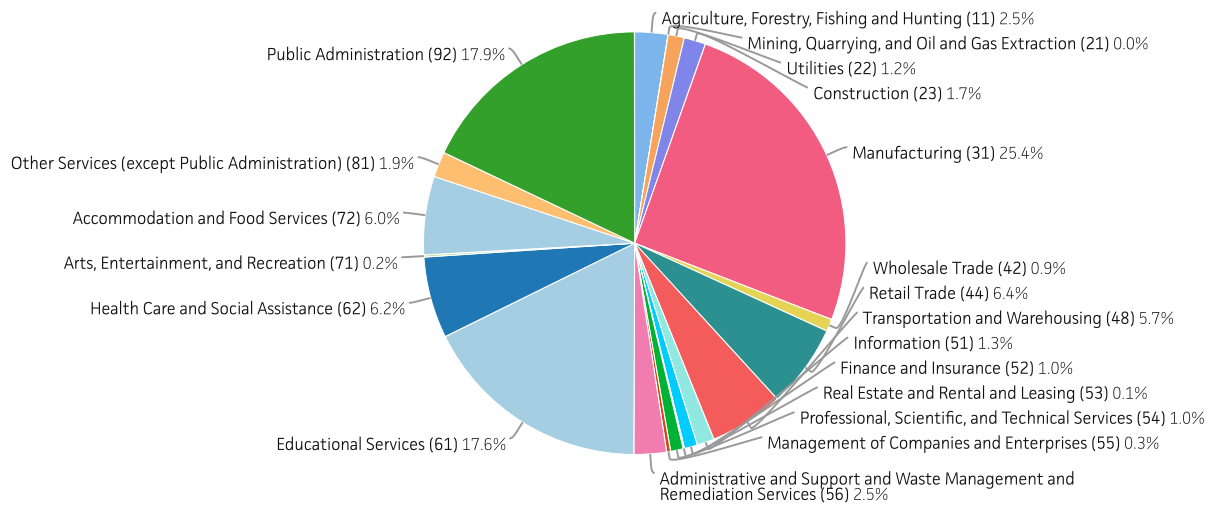
Data as of 2018Q4

Cost of Living per C2ER, data as of 2018q4, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the Dobson Zip Code is Manufacturing, employing 1,232 workers. The next-largest sectors in the region are Public Administration (869 workers) and Educational Services (854). 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 = 3.81), Manufacturing (3.08), and Utilities (2.37).

Total Workers for Dobson Zip Code by Industry



Source: JobsEQ®, Data as of 2018Q4

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 2018Q2 with preliminary estimates updated to 2018Q4.

Sectors in the Dobson Zip Code with the highest average wages per worker are Management of Companies and Enterprises (\$78,433), Utilities (\$63,693), and Agriculture, Forestry, Fishing and Hunting (\$50,617). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Manufacturing (+174 jobs), Accommodation and Food Services (+85), and Administrative and Support and Waste Management and Remediation Services (+45).

Over the next 1 year, employment in the Dobson Zip Code is projected to contract by 29 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.4% 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), Agriculture, Forestry, Fishing and Hunting (0), and Mining, Quarrying, and Oil and Gas Extraction (0).

NAICS	Industry	Current			5-Year History		1-Year Forecast				
		Four Quarters Ending with 2018q4			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	123	\$50,617	1.86	29	5.5%	13	6	8	0	-0.4%
21	Mining, Quarrying, and Oil and Gas Extraction	0	n/a	0.00	0	n/a	0	0	0	0	-1.8%
22	Utilities	60	\$63,693	2.37	3	0.9%	5	2	3	0	-0.6%
23	Construction	80	\$50,423	0.29	17	5.0%	8	3	5	0	0.2%
31	Manufacturing	1,232	\$39,811	3.08	174	3.1%	111	47	81	-17	-1.4%
42	Wholesale Trade	45	\$48,412	0.25	0	-0.2%	4	2	3	-1	-1.2%
44	Retail Trade	309	\$27,293	0.61	16	1.1%	39	18	23	-3	-0.8%
48	Transportation and Warehousing	275	\$43,562	1.28	39	3.1%	27	12	17	-2	-0.7%
51	Information	64	\$40,086	0.67	4	1.2%	5	2	4	-1	-1.9%
52	Finance and Insurance	48	\$49,592	0.25	-6	-2.4%	4	2	3	0	-0.6%
53	Real Estate and Rental and Leasing	5	\$43,621	0.06	0	-1.4%	1	0	0	0	0.1%
54	Professional, Scientific, and Technical Services	47	\$49,687	0.15	9	4.4%	4	2	3	0	0.1%
55	Management of Companies and Enterprises	15	\$78,433	0.20	5	8.5%	1	0	1	0	-0.3%
56	Administrative and Support and Waste Management and Remediation Services	120	\$23,360	0.39	45	10.0%	14	6	8	0	0.1%
61	Educational Services	854	\$34,182	2.16	-44	-1.0%	74	38	41	-5	-0.5%
62	Health Care and Social Assistance	302	\$38,294	0.44	1	0.1%	33	14	14	4	1.4%
71	Arts, Entertainment, and Recreation	8	\$16,915	0.08	-46	-32.4%	1	0	1	0	-0.1%
72	Accommodation and Food Services	291	\$14,759	0.67	85	7.2%	47	21	26	0	-0.1%
81	Other Services (except Public Administration)	94	\$26,010	0.44	-72	-10.7%	10	5	6	-1	-0.6%
92	Public Administration	869	\$35,099	3.81	44	1.0%	75	34	46	-5	-0.5%
	<b>Total - All Industries</b>	<b>4,841</b>	<b>\$36,334</b>	<b>1.00</b>	<b>302</b>	<b>1.3%</b>	<b>498</b>	<b>226</b>	<b>301</b>	<b>-29</b>	<b>-0.6%</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 2018Q2 with preliminary estimates updated to 2018Q4. 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 804 workers. The next-largest occupation groups in the region are Education, Training, and Library Occupations (605 workers) and Office and Administrative Support Occupations (572). 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 = 2.74), Protective Service Occupations (2.43), and Education, Training, and Library Occupations (2.23).

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 1.2% among Management Occupations to 6.1% 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 +1.5% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Practitioners and Technical Occupations (+1 jobs) and Healthcare Support Occupations (+1). 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 (88 jobs) and Office and Administrative Support Occupations (59).

Occupation Snapshot in Dobson Zip Code, 2018q4

SOC	Occupation	Current						5-Year History		1-Year Forecast				
		Four Quarters Ending with 2018q4			----2018q4----			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	241	\$104,900	0.82	2	1.2%	16	8	0.7%	17	8	10	-1	-0.3%
13-0000	Business and Financial Operations	113	\$58,500	0.45	1	2.5%	2	1	0.3%	9	3	6	-1	-0.5%
15-0000	Computer and Mathematical	50	\$66,900	0.35	0	n/a	2	4	1.7%	3	1	2	0	-0.6%
17-0000	Architecture and Engineering	52	\$67,300	0.63	1	3.3%	0	7	2.9%	4	1	2	0	-0.5%
19-0000	Life, Physical, and Social Science	28	\$56,600	0.72	0	n/a	1	2	1.4%	2	1	2	0	-0.3%
21-0000	Community and Social Service	96	\$40,800	1.22	1	1.5%	2	-16	-3.1%	10	4	6	0	0.2%
23-0000	Legal	20	\$61,100	0.51	0	n/a	0	-1	-1.0%	1	0	1	0	-0.2%
25-0000	Education, Training, and Library	605	\$40,000	2.23	5	1.8%	79	-38	-1.2%	47	25	24	-2	-0.4%
27-0000	Arts, Design, Entertainment, Sports, and Media	34	\$37,800	0.40	0	n/a	2	-21	-9.1%	3	1	2	0	-0.8%
29-0000	Healthcare Practitioners and Technical	110	\$67,700	0.40	2	1.4%	22	15	3.1%	7	3	3	1	0.5%
31-0000	Healthcare Support	92	\$26,700	0.68	5	3.9%	4	12	2.8%	12	6	5	1	1.5%
33-0000	Protective Service	252	\$35,400	2.43	2	2.9%	1	6	0.5%	19	9	11	-1	-0.6%
35-0000	Food Preparation and Serving Related	327	\$24,900	0.79	23	5.5%	11	63	4.4%	55	25	30	0	0.0%
37-0000	Building and Grounds Cleaning and Maintenance	152	\$25,300	0.91	8	4.7%	9	21	3.1%	19	9	10	0	0.0%
39-0000	Personal Care and Service	100	\$26,200	0.49	2	3.0%	3	-46	-7.4%	16	8	8	0	0.4%

### Occupation Snapshot in Dobson Zip Code, 2018q4

SOC	Occupation	Current						5-Year History		1-Year Forecast				
		Four Quarters Ending with 2018q4			----2018q4----			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	270	\$32,600	0.56	11	3.6%	22	-1	-0.1%	34	16	20	-2	-0.8%
43-0000	Office and Administrative Support	572	\$31,700	0.82	13	3.3%	13	19	0.7%	51	28	31	-7	-1.3%
45-0000	Farming, Fishing, and Forestry	49	\$27,100	1.57	3	6.1%	0	17	9.0%	6	2	5	0	-1.0%
47-0000	Construction and Extraction	152	\$36,000	0.68	12	4.9%	1	24	3.5%	15	6	10	0	-0.1%
49-0000	Installation, Maintenance, and Repair	243	\$44,300	1.31	5	2.6%	8	31	2.8%	21	8	14	-1	-0.6%
51-0000	Production	804	\$31,500	2.74	22	4.3%	5	122	3.3%	76	32	56	-11	-1.4%
53-0000	Transportation and Material Moving	478	\$31,800	1.44	18	4.7%	8	73	3.3%	52	23	32	-3	-0.7%
<b>Total - All Occupations</b>		<b>4,841</b>	<b>\$38,700</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>211</b>	<b>302</b>	<b>1.3%</b>	<b>482</b>	<b>220</b>	<b>291</b>	<b>-29</b>	<b>-0.6%</b>

Source: [JobsEQ®](#)

Data as of 2018Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

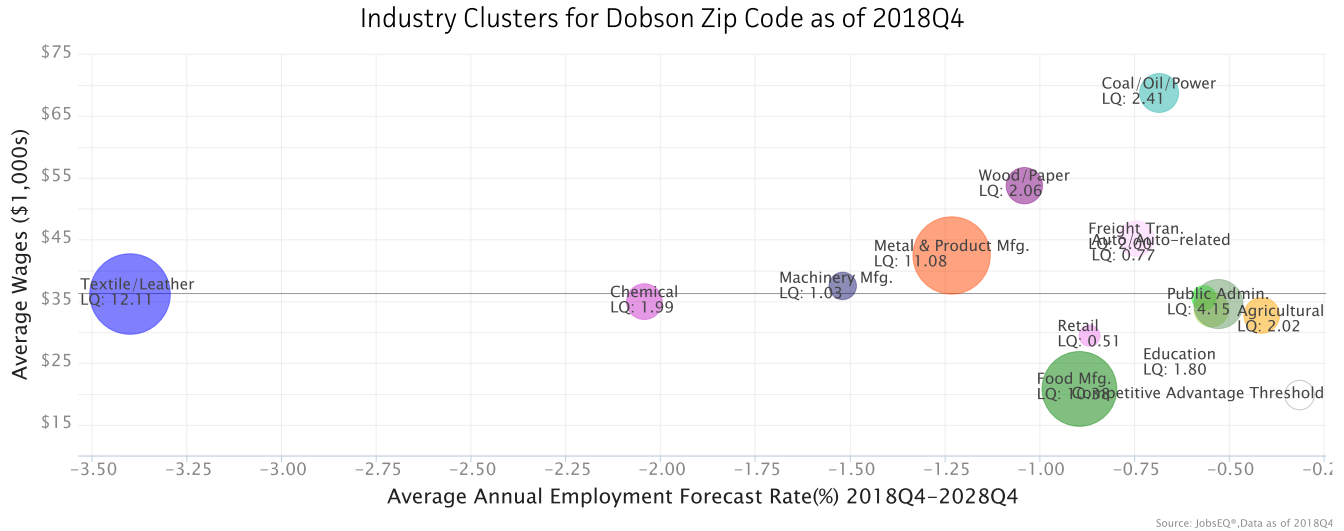
1. Occupation wages are as of 2017 and should be taken as the average for all Covered Employment

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 2018Q2, imputed where necessary with preliminary estimates updated to 2018Q4. 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 12.11. This cluster employs 149 workers in the region with an average wage of \$36,200. Employment in the Textile/Leather cluster is projected to contract in the region about 3.4% per year over the next ten years.

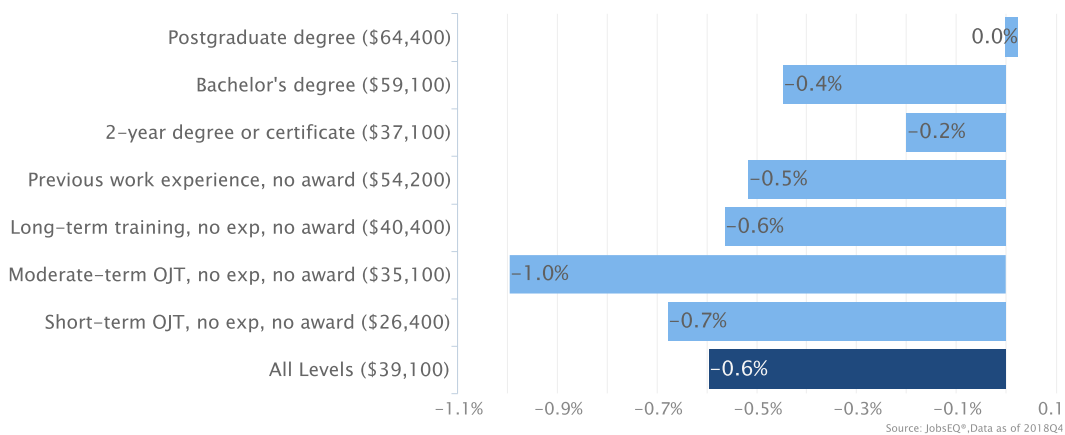


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2018Q2 with preliminary estimates updated to 2018Q4. Forecast employment growth uses national projections from 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 0.6% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.0% per year, those requiring a bachelor's degree are forecast to contract 0.4% per year, and occupations typically needing a 2-year degree or certificate are expected to contract 0.2% per year.

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



Employment by occupation data are estimates are as of 2018Q4. 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

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# 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.