



ECWDB Region

Eastern Carolina Workforce Development Board, Inc.



1341 S. Glenburnie Road
New Bern, North Carolina 28562

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Report Parameters

9 Counties

37031	Carteret County, NC	37107	Lenoir County, NC
37049	Craven County, NC	37133	Onslow County, NC
37061	Duplin County, NC	37137	Pamlico County, NC
37079	Greene County, NC	37191	Wayne County, NC
37103	Jones County, NC		

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

653,850

Population (2024)

Population **decreased by 2,173** over the last 5 years but is projected to **grow by 12,511** over the next 5 years.

298,470

Total Regional Employment

Jobs **decreased by 969** over the last 5 years but are projected to **grow by 6,145** over the next 5 years.

\$59.1K

Avg. Earnings Per Job (2024)

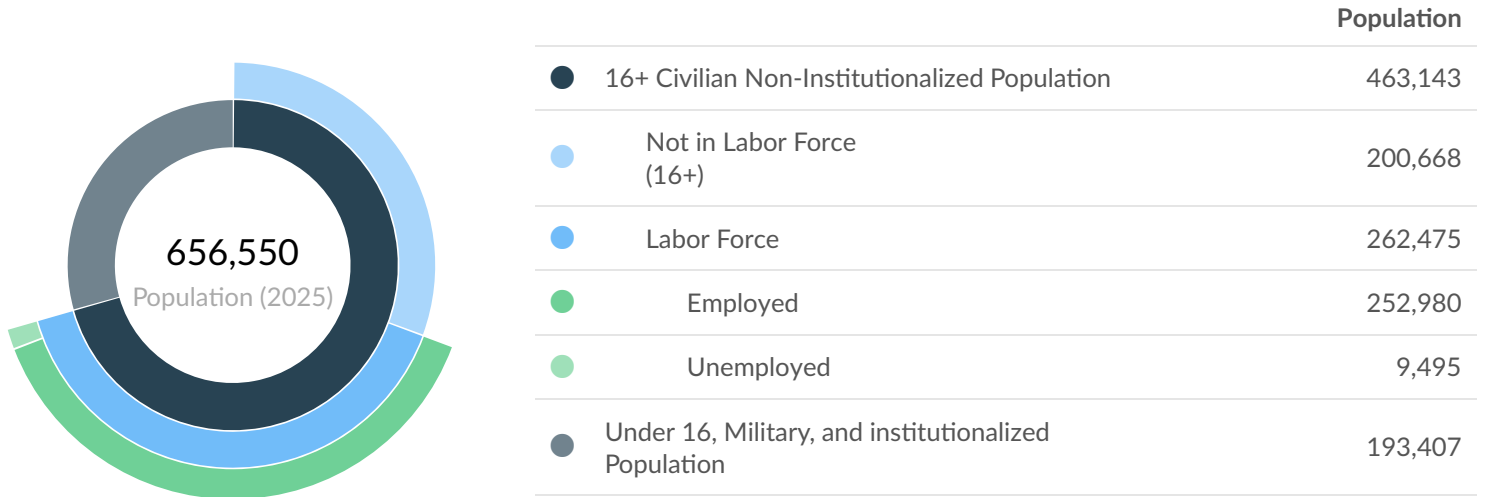
Regional average earnings per job are **\$25.9K below** the national average earnings of \$85.0K per job.

Takeaways

- As of 2024 the region's population **declined by 0.3%** since 2019, falling by 2,173. Population is expected to **increase by 1.9%** between 2024 and 2029, adding 12,511.
- From 2019 to 2024, jobs **declined by 0.3%** in ECWDB Region from 299,438 to **298,470**. This change **fell short of the national growth rate of 3.9% by 4.2%**. As the number of jobs declined, the **labor force participation rate increased from 55.3% to 58.2% between 2019 and 2024**.
- Concerning educational attainment, **15.8% of the selected regions' residents possess a Bachelor's Degree** (5.7% below the national average), and **11.8% hold an Associate's Degree** (2.9% above the national average).
- The top three industries in 2024 are Federal Government, Military, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

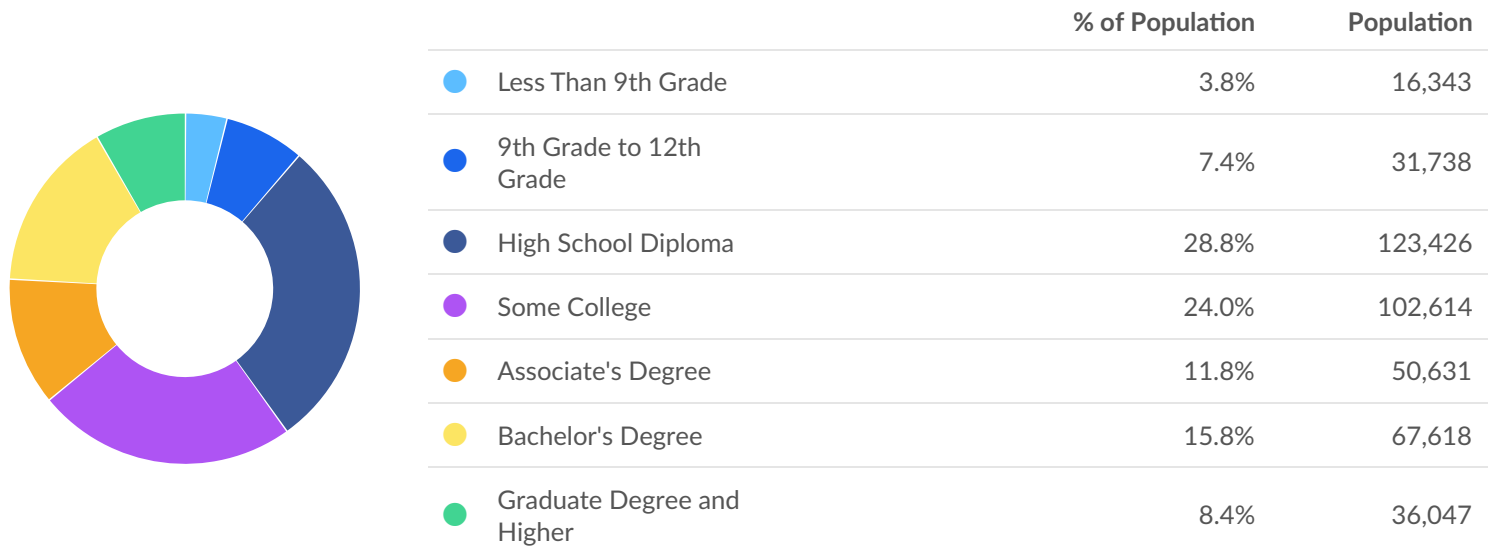
	Population (2025)	Labor Force (Feb 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	656,550	262,475	298,470	96.0	\$37.04B	\$62.75B	\$75.69B
State	11,050,118	5,271,046	5,535,214	95.2	\$776.31B	\$586.20B	\$708.53B

Feb 2025 Labor Force Breakdown



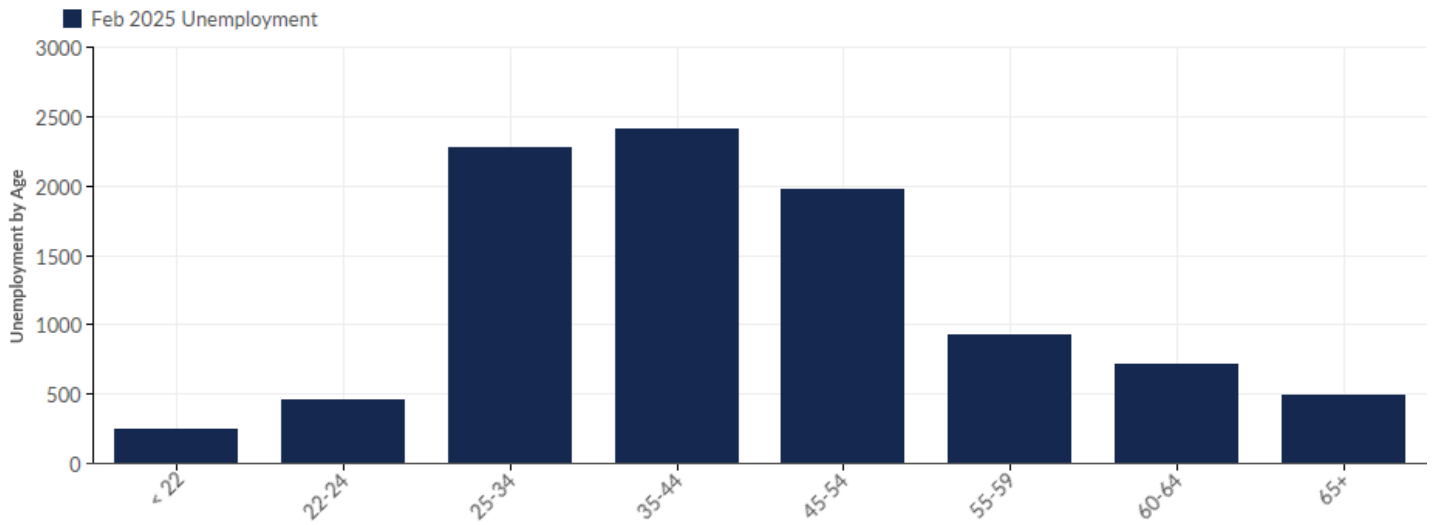
Educational Attainment

Concerning educational attainment, **15.8% of the selected regions' residents possess a Bachelor's Degree** (5.7% below the national average), and **11.8% hold an Associate's Degree** (2.9% above the national average).



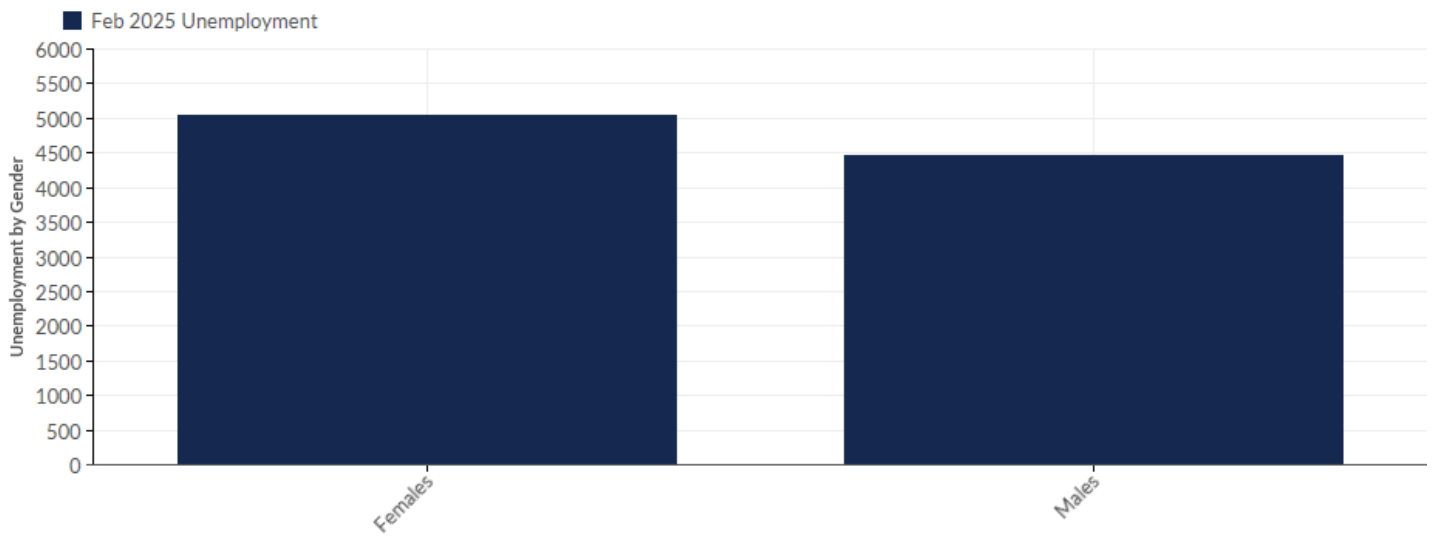
Unemployment by Demographics

Unemployment by Age



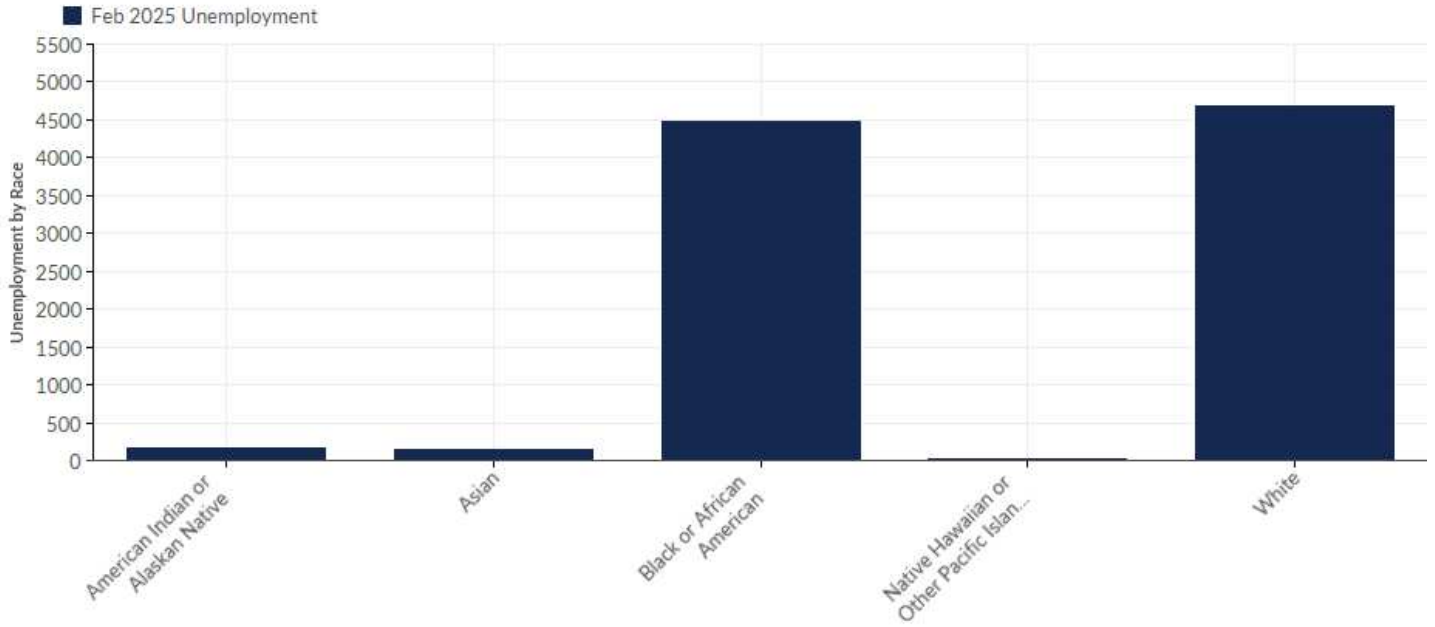
Age	Unemployment (Feb 2025)	% of Unemployed
< 22	243	2.56%
22-24	459	4.83%
25-34	2,276	23.97%
35-44	2,412	25.40%
45-54	1,974	20.79%
55-59	923	9.72%
60-64	714	7.52%
65+	495	5.21%
Total	9,495	100.00%

Unemployment by Gender



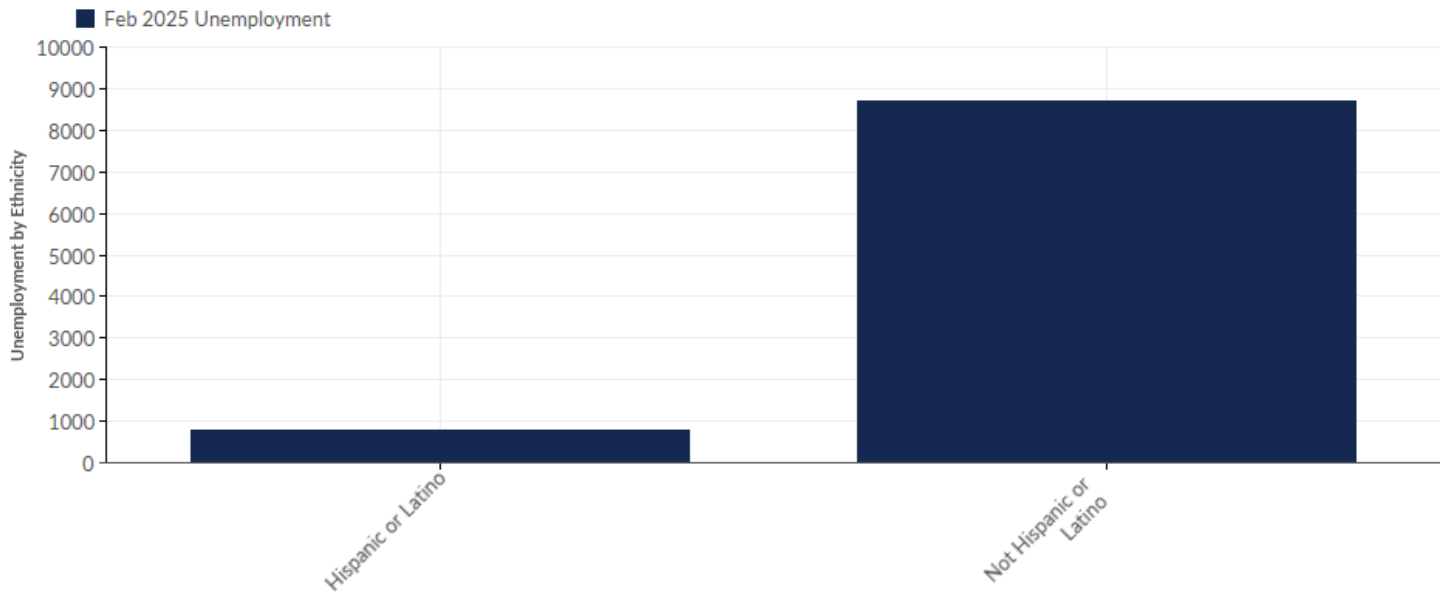
Gender	Unemployment (Feb 2025)	% of Unemployed
Females	5,043	53.11%
Males	4,452	46.89%
Total	9,495	100.00%

Unemployment by Race



Race	Unemployment (Feb 2025)	% of Unemployed
American Indian or Alaskan Native	164	1.73%
Asian	142	1.50%
Black or African American	4,475	47.13%
Native Hawaiian or Other Pacific Islander	27	0.28%
White	4,687	49.36%
Total	9,495	100.00%

Unemployment by Ethnicity

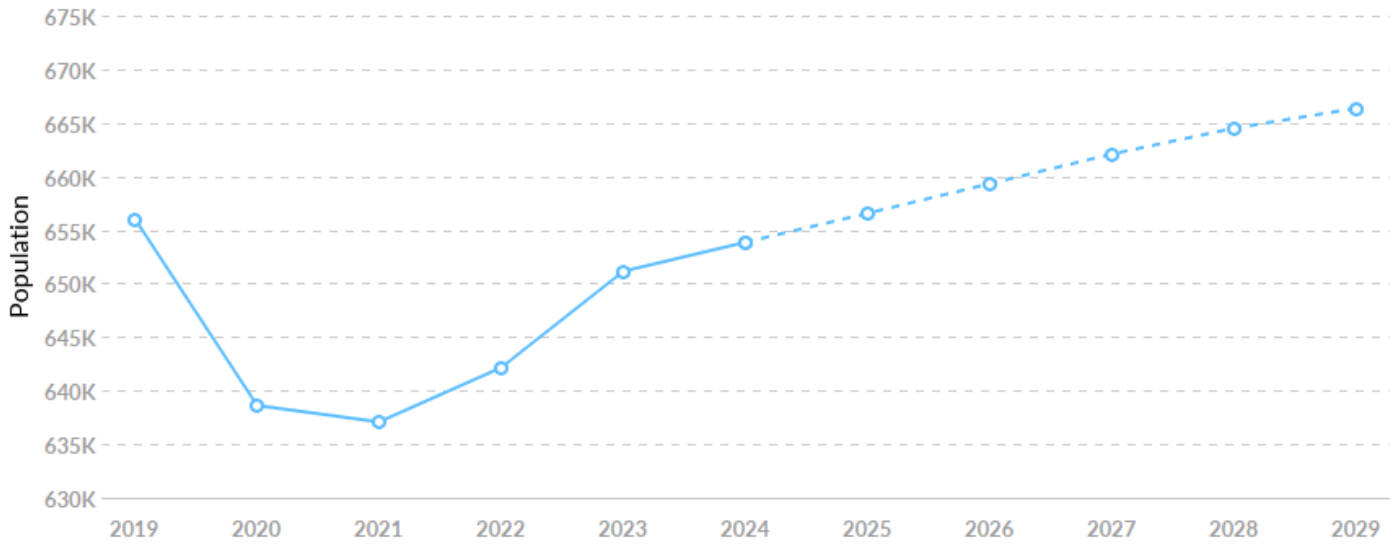


Ethnicity	Unemployment (Feb 2025)	% of Unemployed
Hispanic or Latino	799	8.41%
Not Hispanic or Latino	8,696	91.59%
Total	9,495	100.00%

Historic & Projected Trends

Population Trends

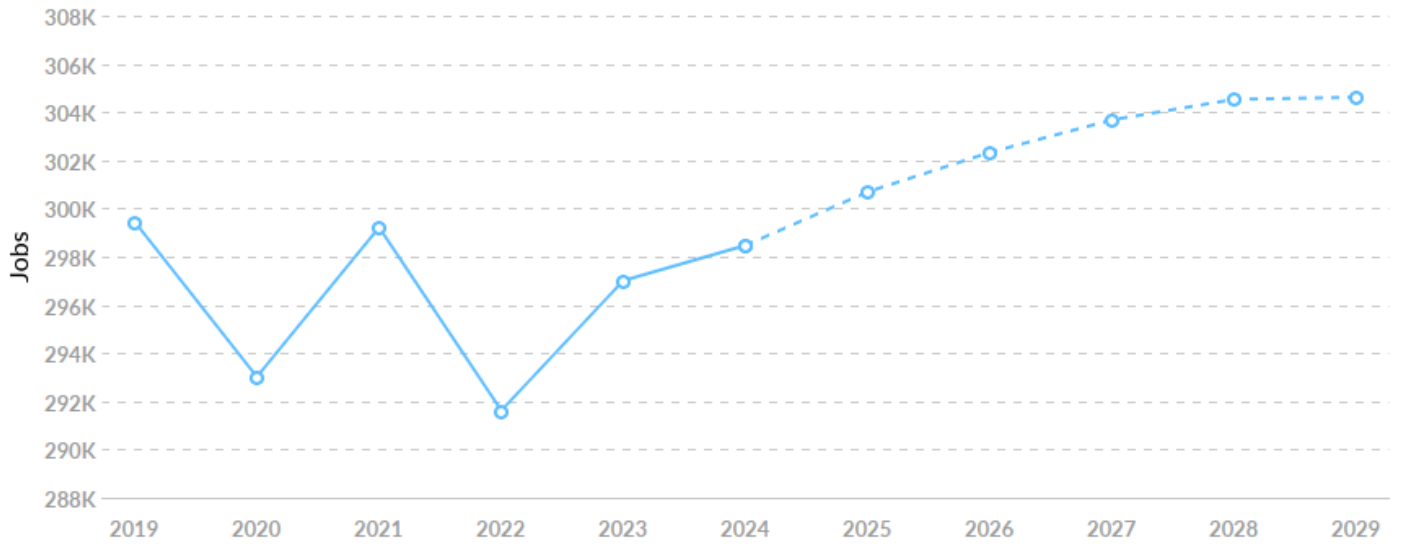
As of 2024 the region's population **declined by 0.3%** since 2019, falling by 2,173. Population is expected to **increase by 1.9%** between 2024 and 2029, adding 12,511.



Timeframe	Population
2019	656,023
2020	638,612
2021	637,073
2022	642,146
2023	651,137
2024	653,850
2025	656,550
2026	659,319
2027	662,084
2028	664,495
2029	666,361

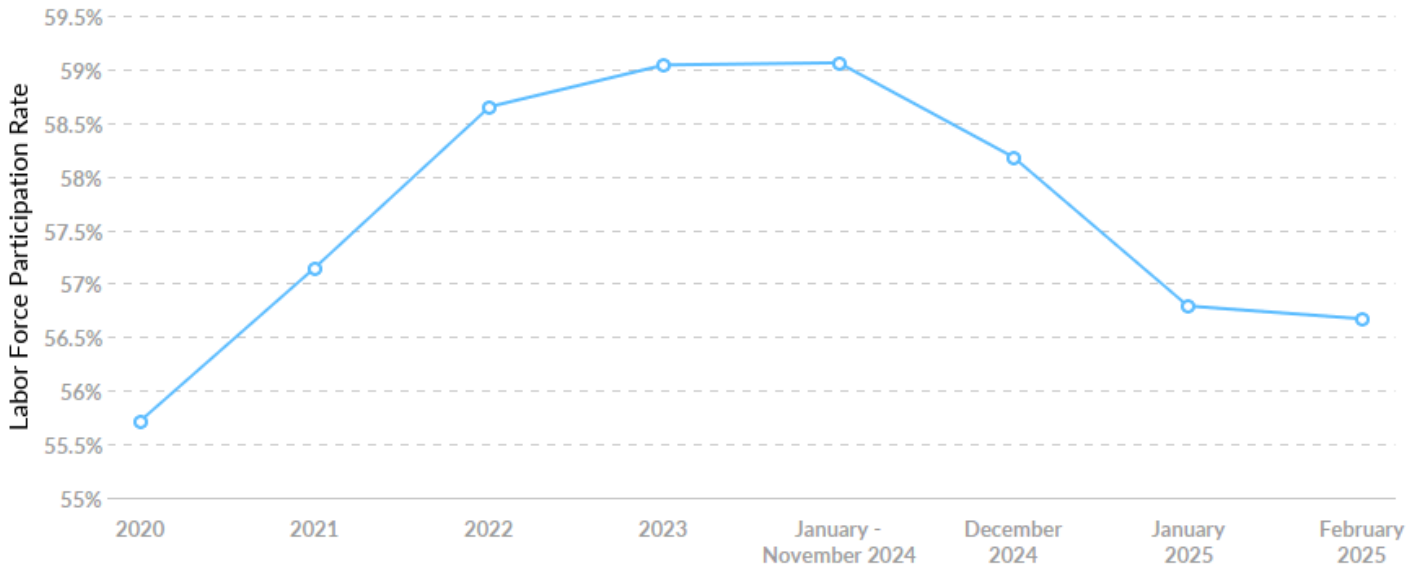
Job Trends

From 2019 to 2024, jobs declined by 0.3% in ECWDB Region from 299,438 to 298,470. This change fell short of the national growth rate of 3.9% by 4.2%.



Timeframe	Jobs
2019	299,438
2020	293,007
2021	299,202
2022	291,611
2023	297,007
2024	298,470
2025	300,689
2026	302,326
2027	303,676
2028	304,529
2029	304,614

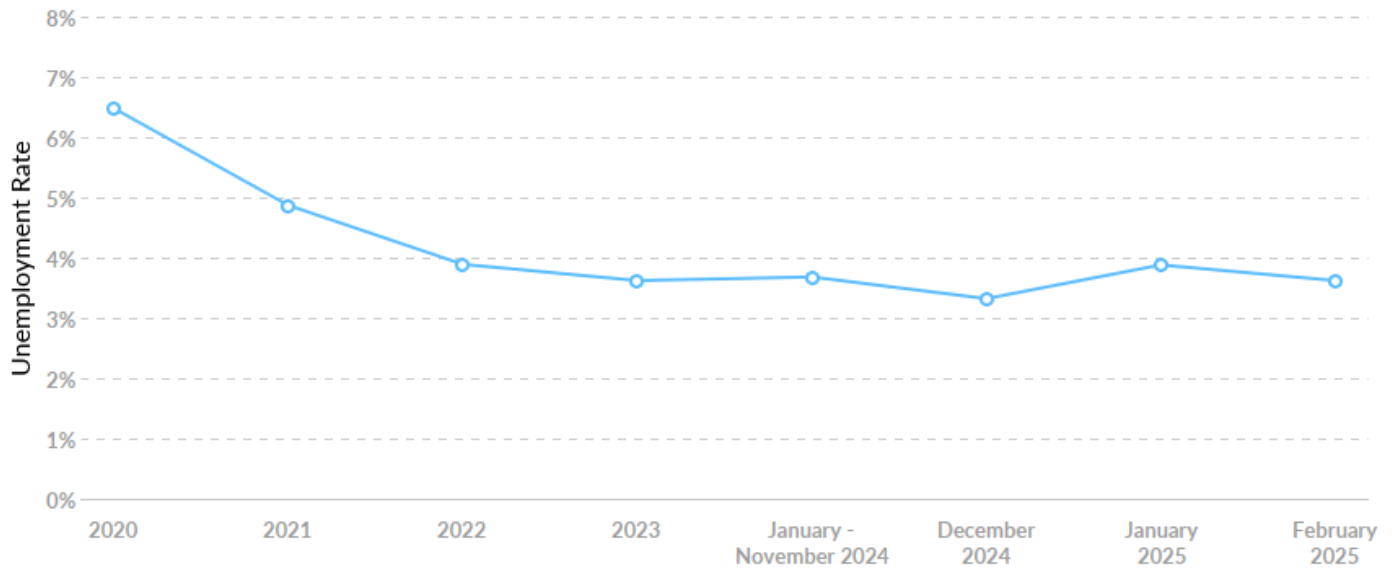
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	55.72%
2021	57.15%
2022	58.65%
2023	59.04%
January - November 2024	59.06%
December 2024	58.18%
January 2025	56.79%
February 2025	56.67%

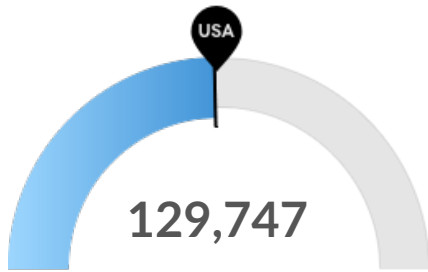
Unemployment Rate Trends

Your areas had a February 2025 unemployment rate of 3.62%, decreasing from 6.48% 5 years before.



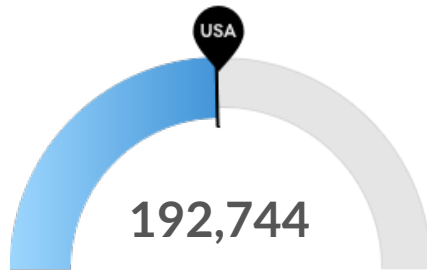
Timeframe	Unemployment Rate
2020	6.48%
2021	4.87%
2022	3.89%
2023	3.62%
January - November 2024	3.68%
December 2024	3.32%
January 2025	3.88%
February 2025	3.62%

Population Characteristics



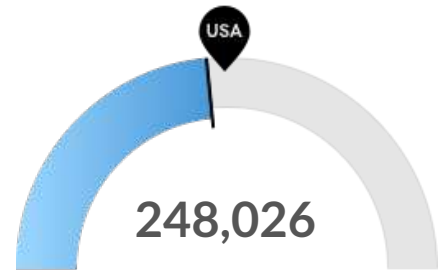
Millennials

Your area has 129,747 millennials (ages 25-39). The national average for an area this size is 132,300.



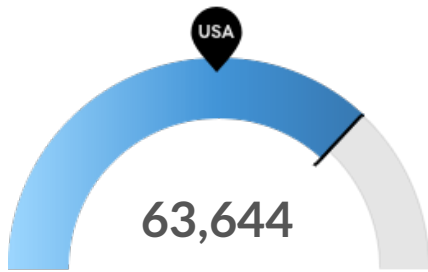
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 196,563 people 55 or older, while there are 192,744 here.



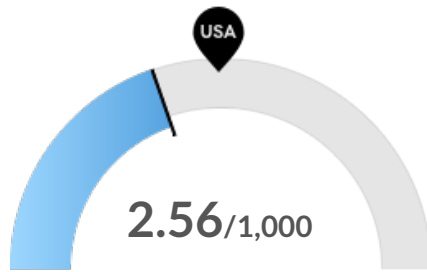
Racial Diversity

Racial diversity is about average in your area. The national average for an area this size is 271,180 racially diverse people, while there are 248,026 here.



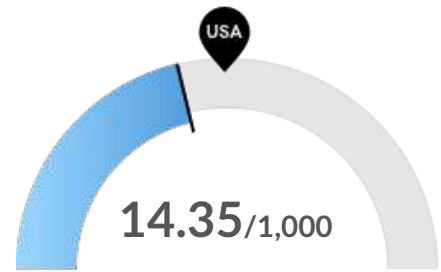
Veterans

Your area has 63,644 veterans. The national average for an area this size is 32,830.



Violent Crime

Your area has 2.56 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

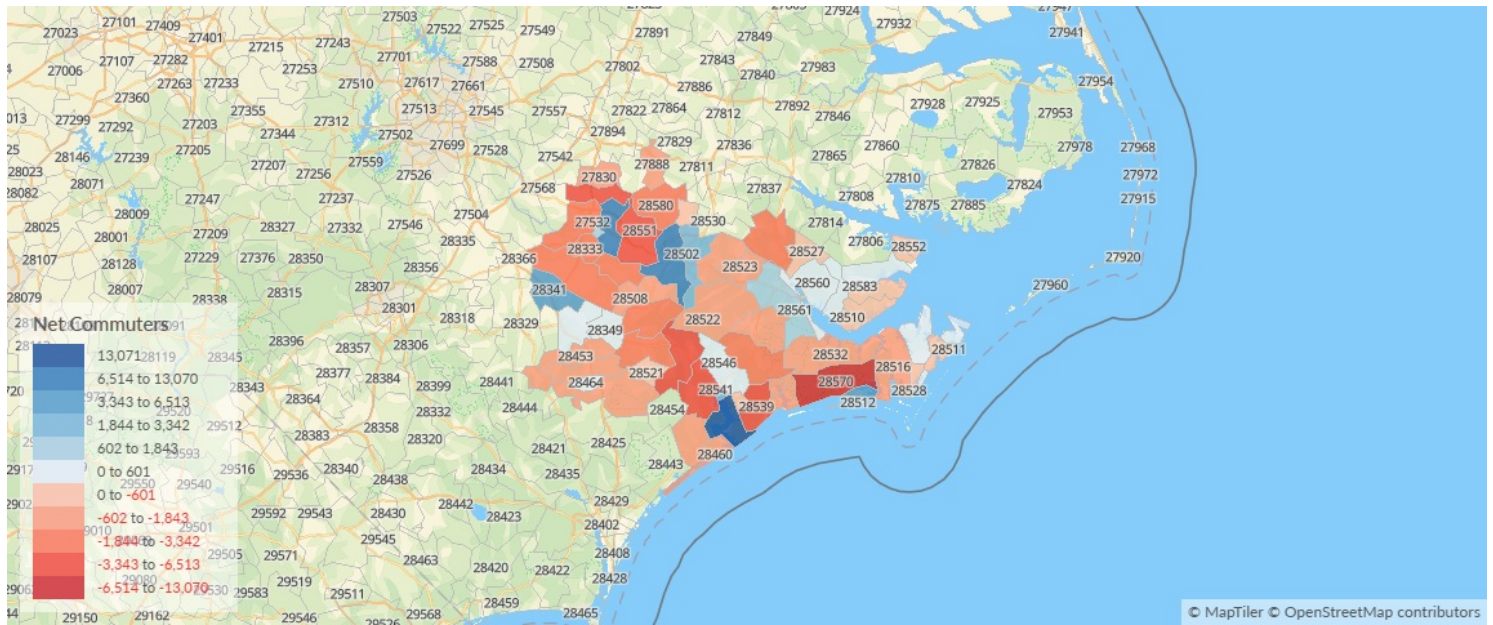


Property Crime

Your area has 14.35 property crimes per 1,000 people. The national rate is 18.02 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 28540.



Where Talent Works

ZIP	Name	2024 Employment
28546	Jacksonville, NC (in Ons...	24,897
28540	Jacksonville, NC (in Ons...	24,018
27534	Goldsboro, NC (in Wayn...	22,926
28562	New Bern, NC (in Crave...	21,244
28547	Camp Lejeune, NC (in O...	16,980

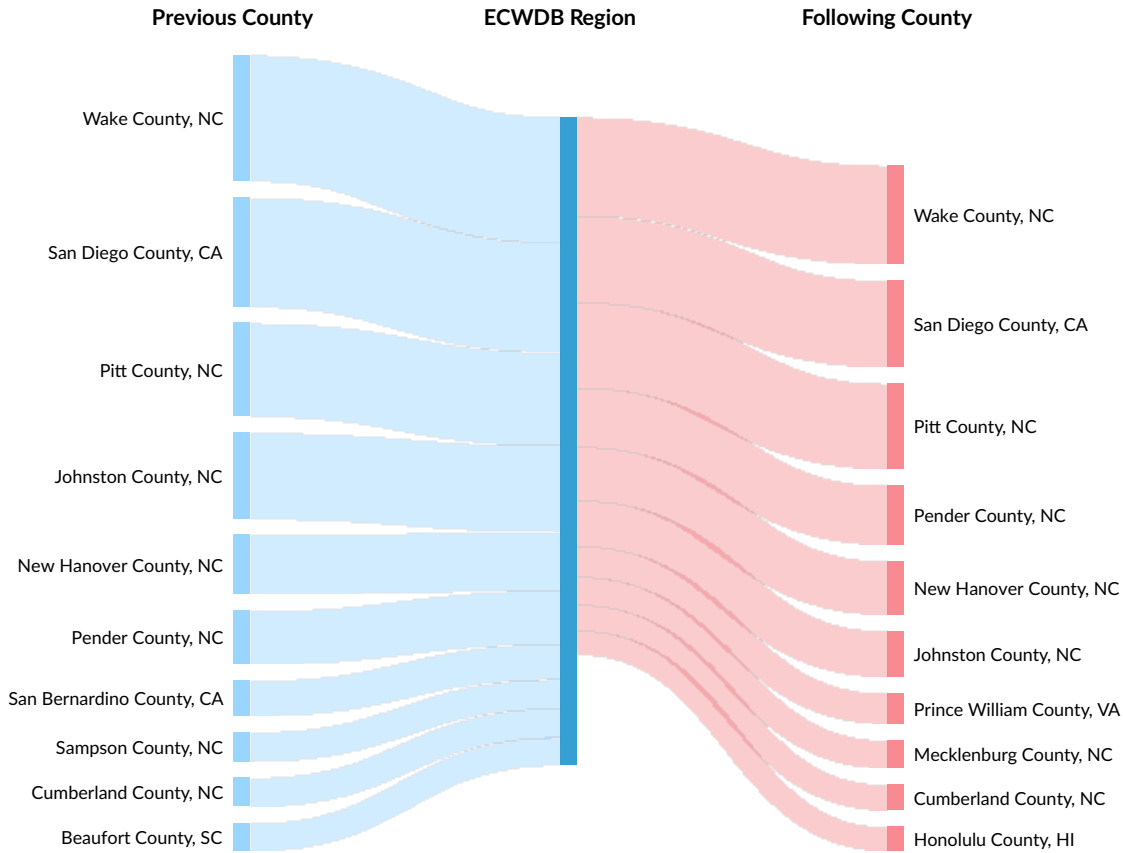
Where Talent Lives

ZIP	Name	2024 Workers
28540	Jacksonville, NC (in Ons...	27,360
28546	Jacksonville, NC (in Ons...	24,643
28562	New Bern, NC (in Crave...	19,791
27530	Goldsboro, NC (in Wayn...	18,206
27534	Goldsboro, NC (in Wayn...	14,935

Inbound and Outbound Migration

The table below analyzes past and current residents of ECWDB Region. The left column shows residents of other counties migrating to ECWDB Region. The right column shows residents migrating from ECWDB Region to other counties.

As of 2022, 1,544 people have migrated from Wake County, NC to ECWDB Region. In the same year, 1,212 people left ECWDB Region migrating to Wake County, NC. The total Net Migration for ECWDB Region in 2022 was 3,654.

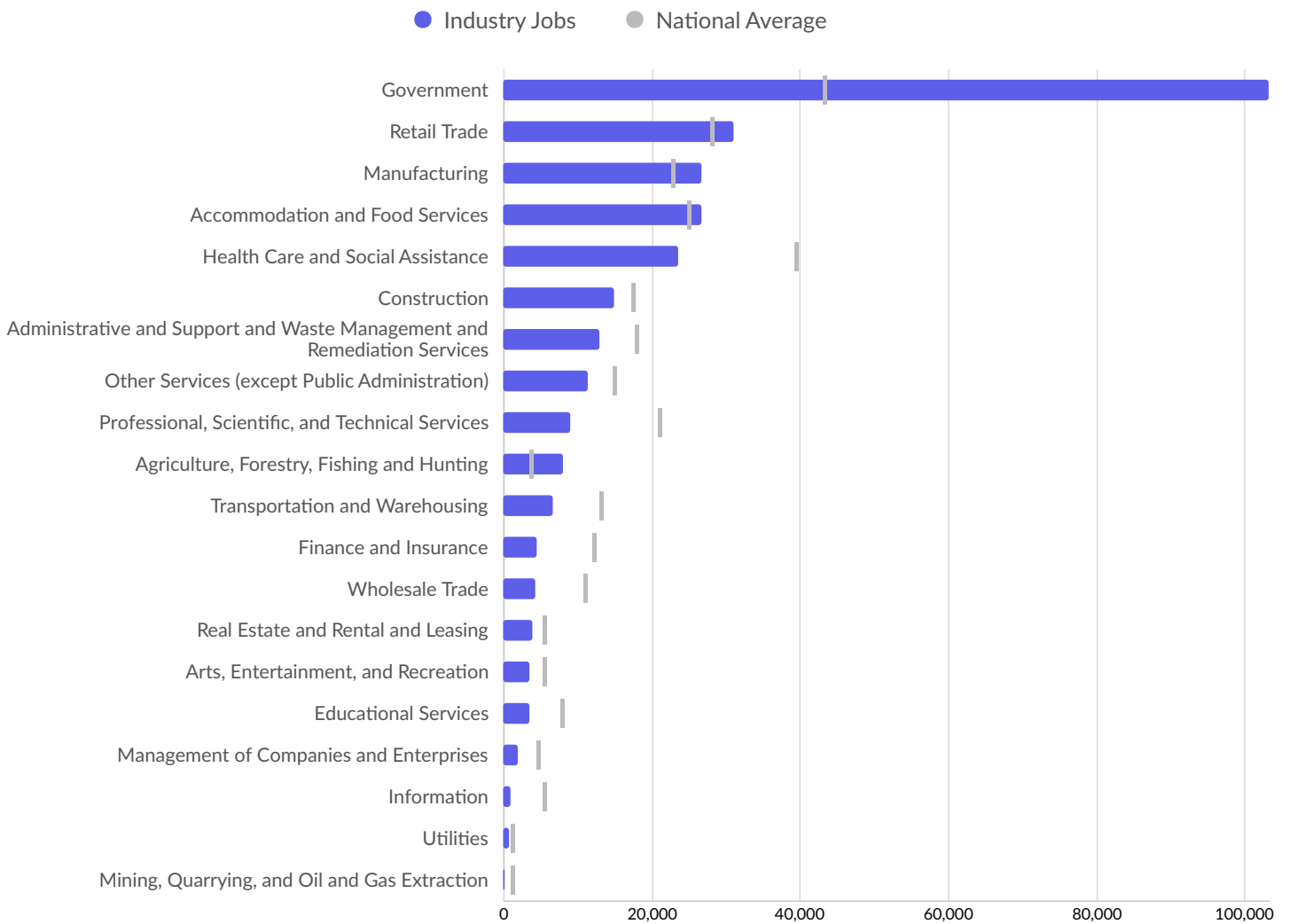


Top Previous Counties	Migrations
Wake County, NC	1,544
San Diego County, CA	1,343
Pitt County, NC	1,144
Johnston County, NC	1,057
New Hanover County, NC	724
Pender County, NC	657

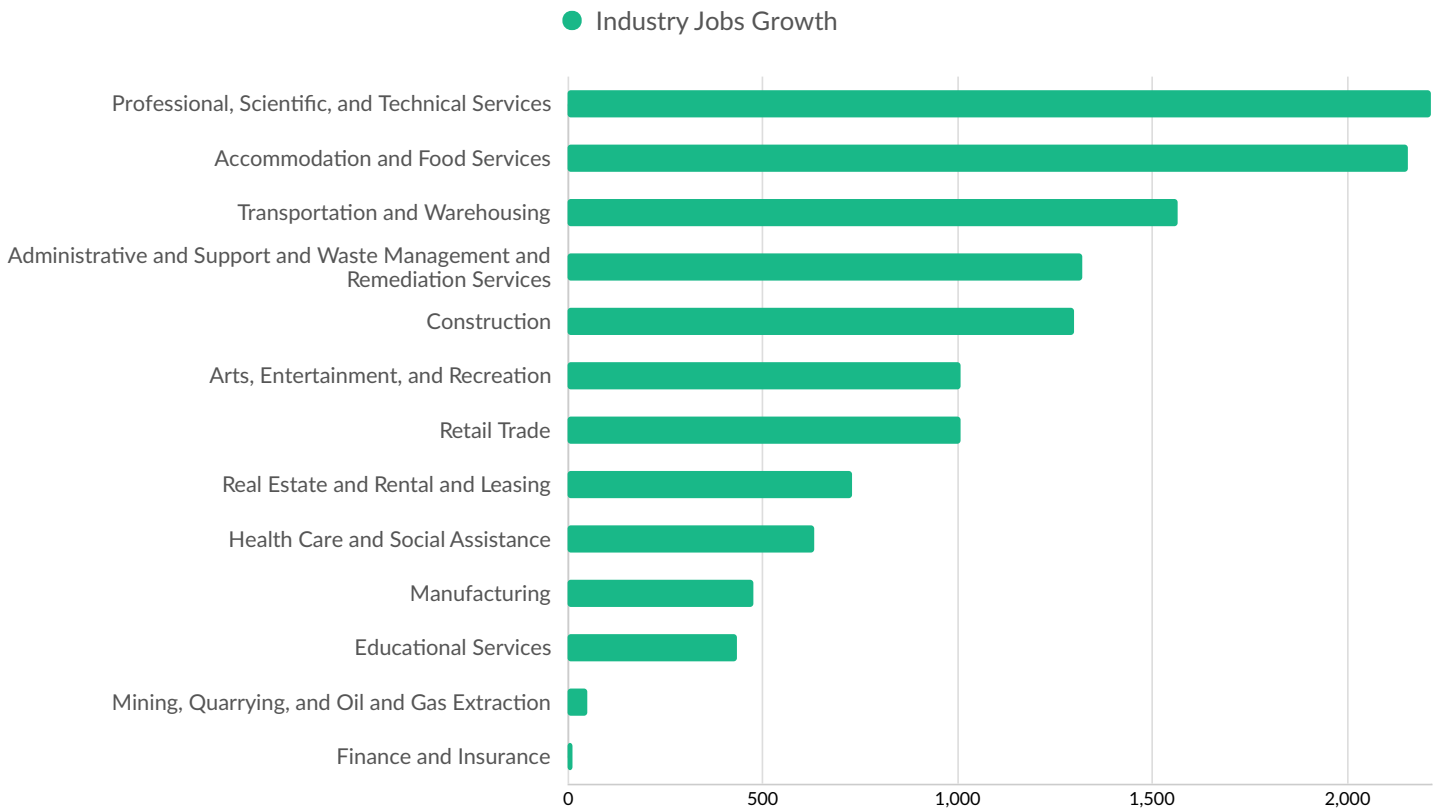
Top Previous Counties	Migrations
San Bernardino County, CA	431
Sampson County, NC	358
Cumberland County, NC	355
Beaufort County, SC	342
Prince William County, VA	342
Honolulu County, HI	334
Mecklenburg County, NC	315
Wilson County, NC	302
Guilford County, NC	284
Top Following Counties	Migrations
Wake County, NC	1,212
San Diego County, CA	1,062
Pitt County, NC	1,048
Pender County, NC	727
New Hanover County, NC	659
Johnston County, NC	562
Prince William County, VA	376
Mecklenburg County, NC	343
Cumberland County, NC	317
Honolulu County, HI	296
Bexar County, TX	275
Beaufort County, SC	273
Sampson County, NC	266
Stafford County, VA	250
Virginia Beach City County, VA	250

Industry Characteristics

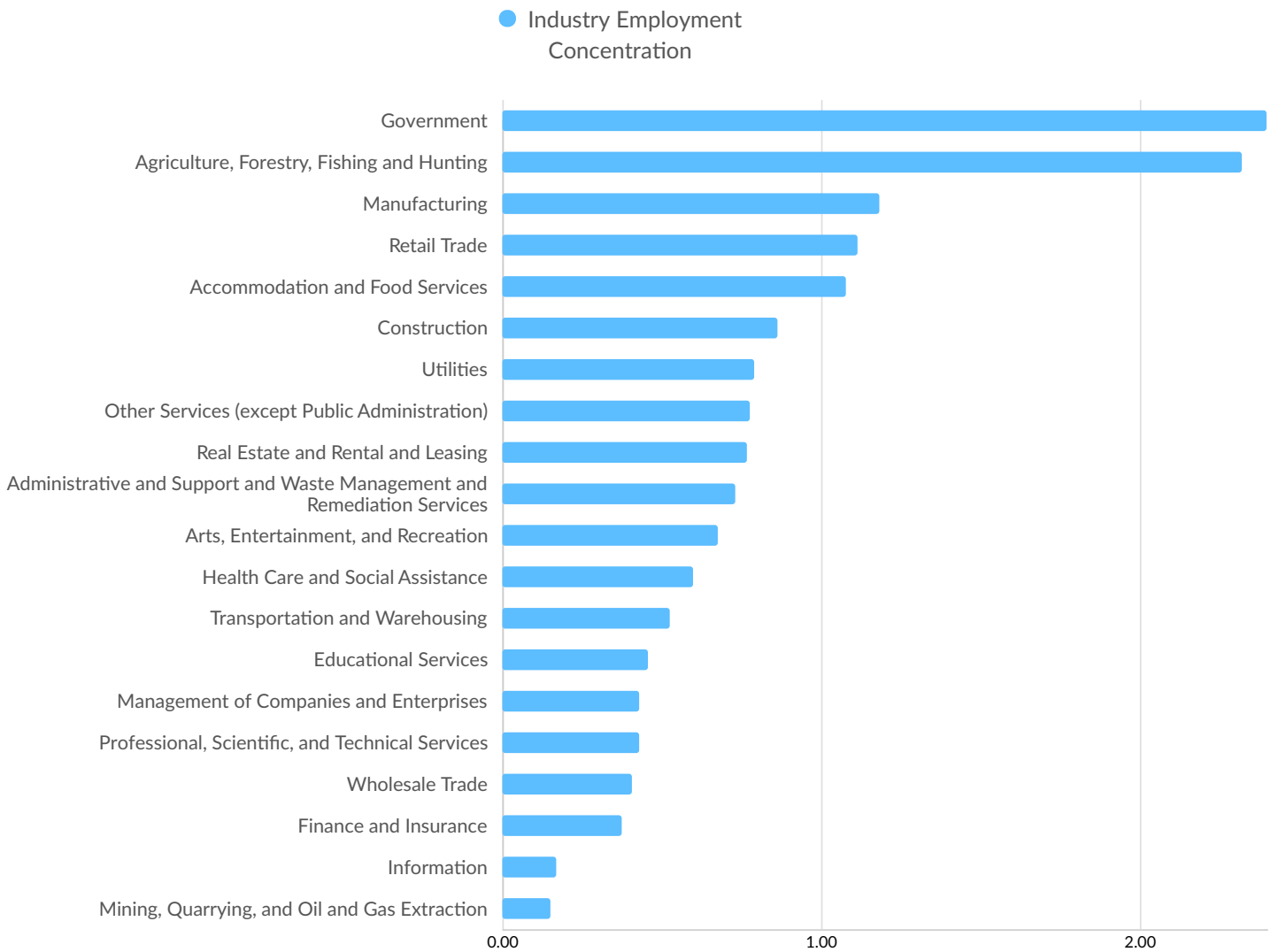
Largest Industries



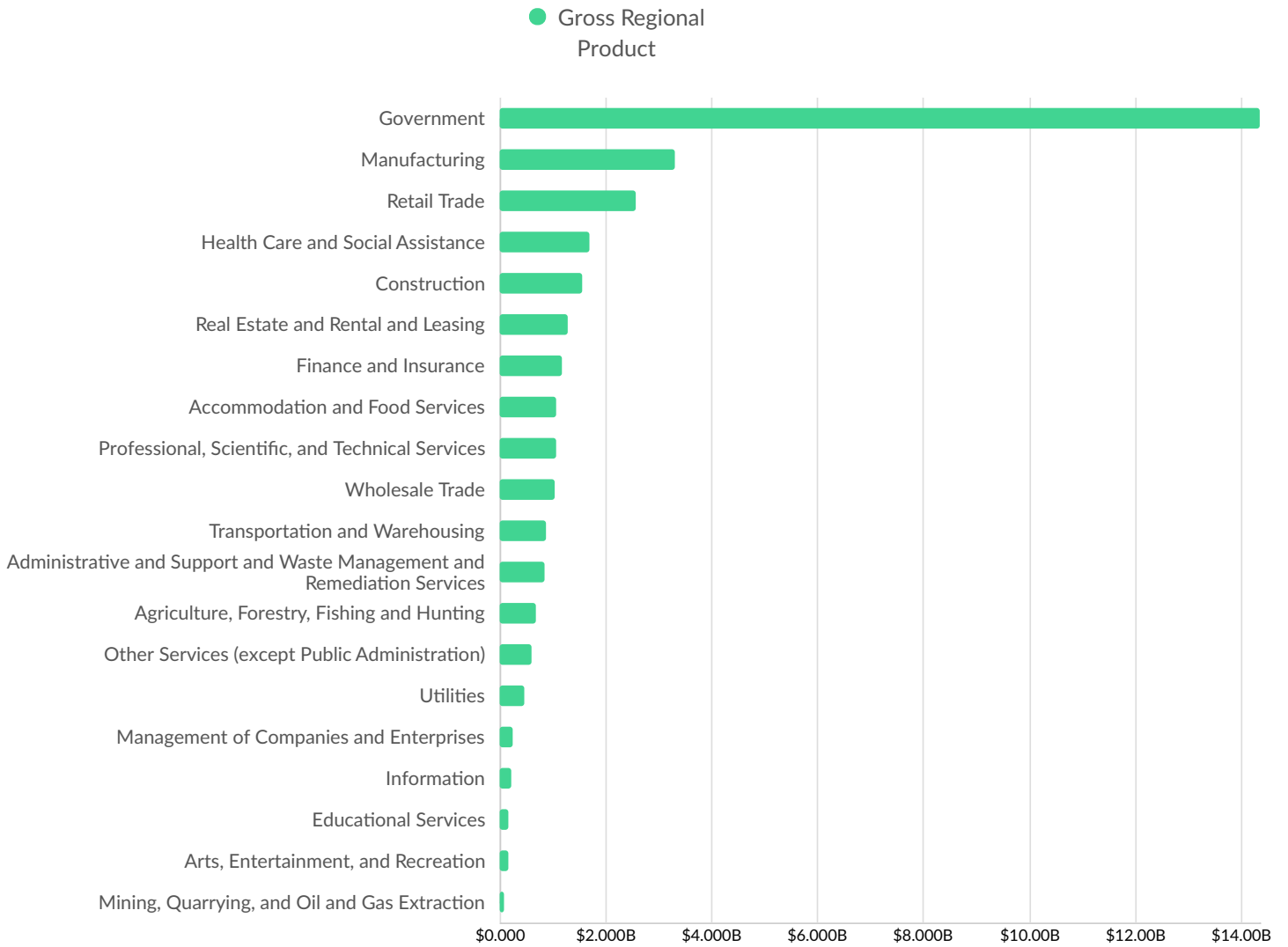
Top Growing Industries



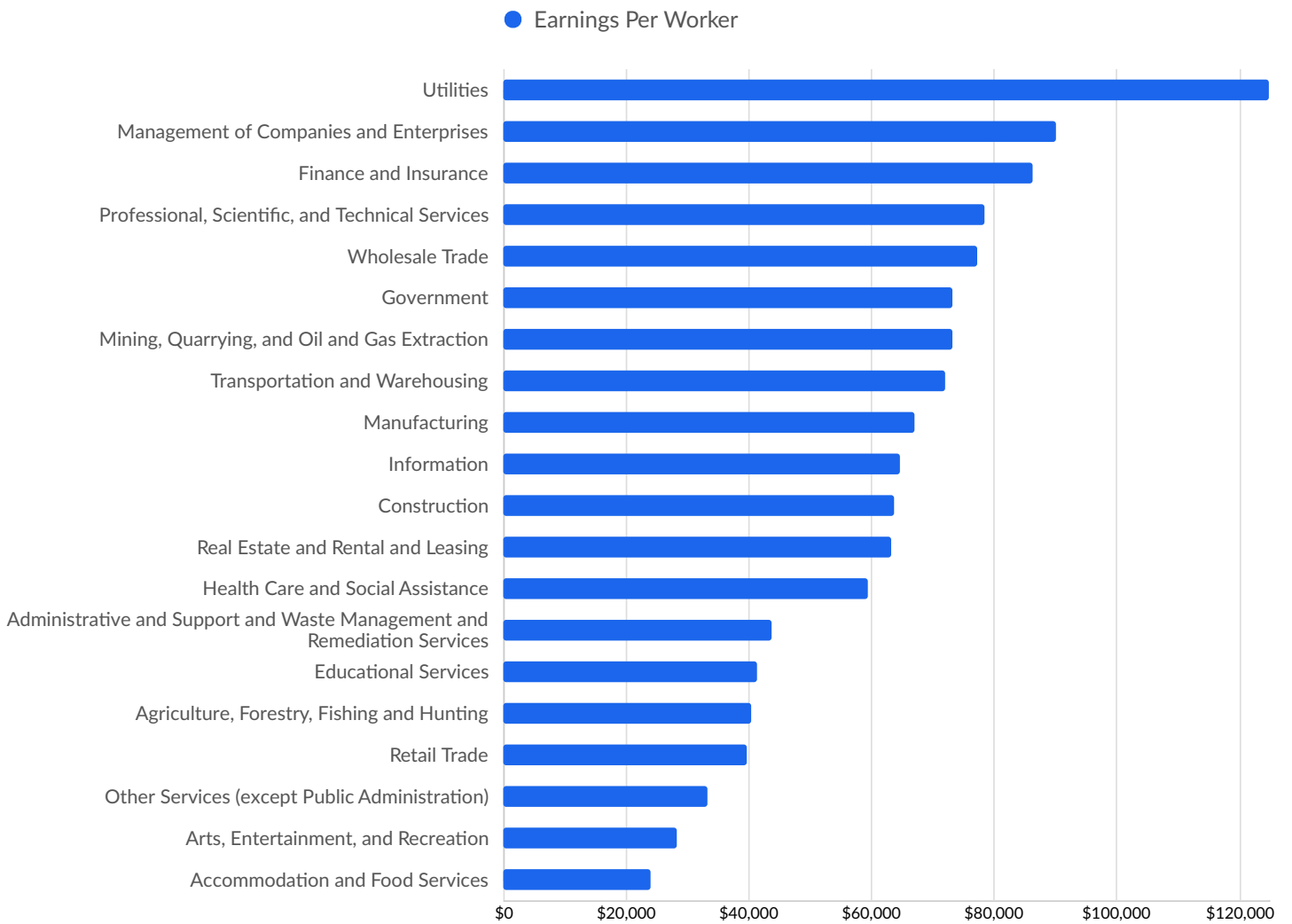
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



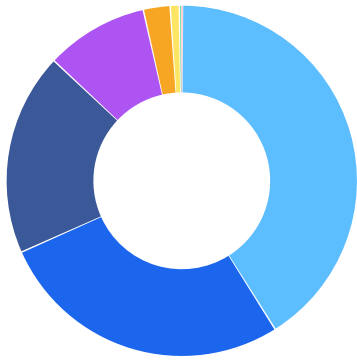
Business Characteristics

41,502 Companies Employ Your Workers

Online profiles for your workers mention 41,502 companies as employers, with the top 10 appearing below. In the last 12 months, 3,402 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
United States Marine Corps	5,956 	UNC Health	1,083 
Marine Corps Recruiting	5,939 	Walmart	706 
United States Air Force	2,101 	CarolinaEast Health System	545 
United States Navy	1,705 	Butterball	541 
Wayne County Public Schools	1,038 	State of North Carolina	486 
Onslow County Schools	1,002 	Lowe's	383 
Walmart	963 	Craven County Schools	364 
Butterball	807 	Carteret Health Care	340 
United States Army	678 	PruittHealth	338 
Marine Corps Community Servic...	632 	Southern Health Partners	337 

Business Size

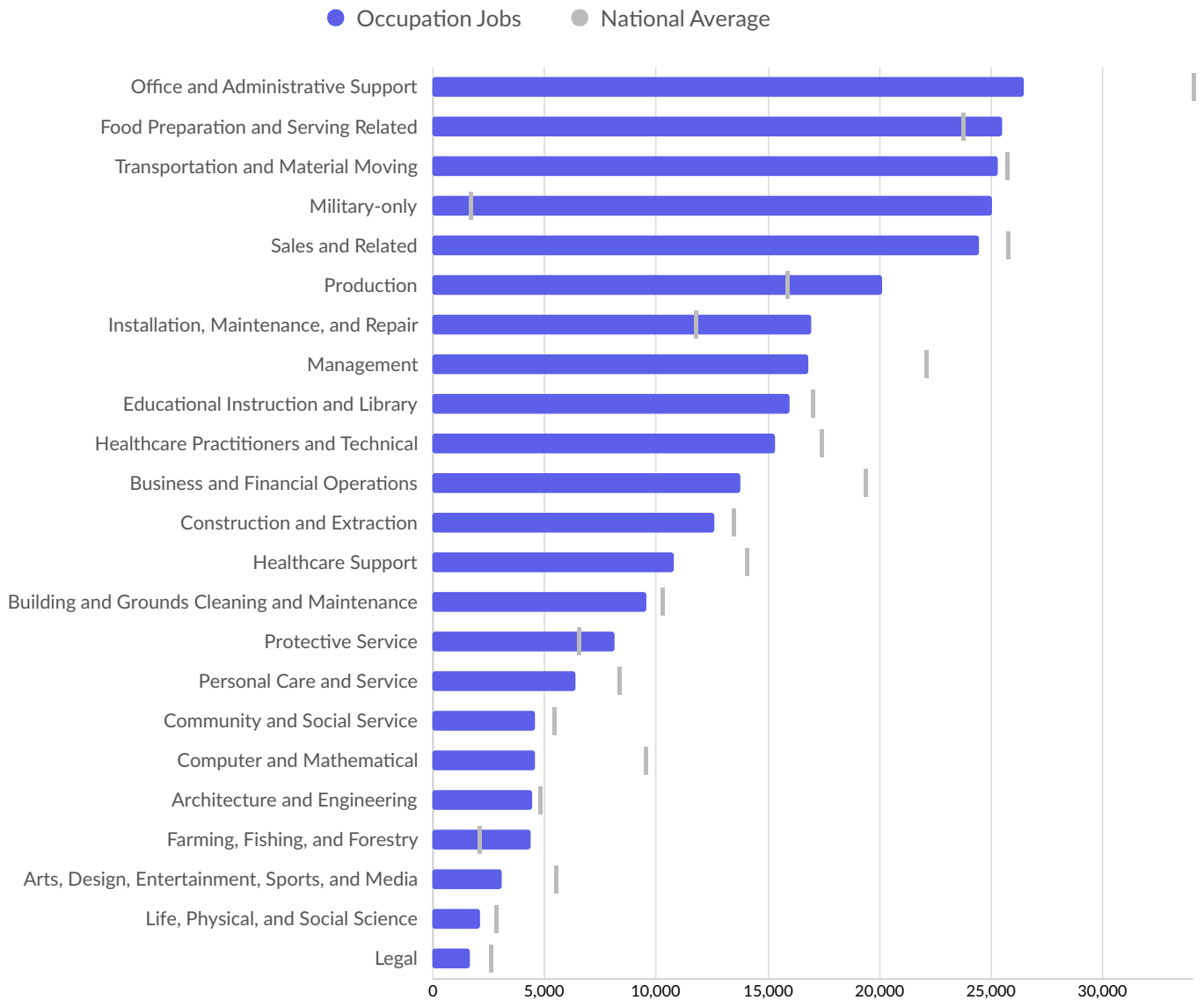


	Percentage	Business Count
● 1 to 4 employees	41.0%	10,488
● 5 to 9 employees	27.3%	6,978
● 10 to 19 employees	18.7%	4,775
● 20 to 49 employees	9.5%	2,422
● 50 to 99 employees	2.5%	632
● 100 to 249 employees	0.8%	212
● 250 to 499 employees	0.2%	53
● 500+ employees	0.1%	24

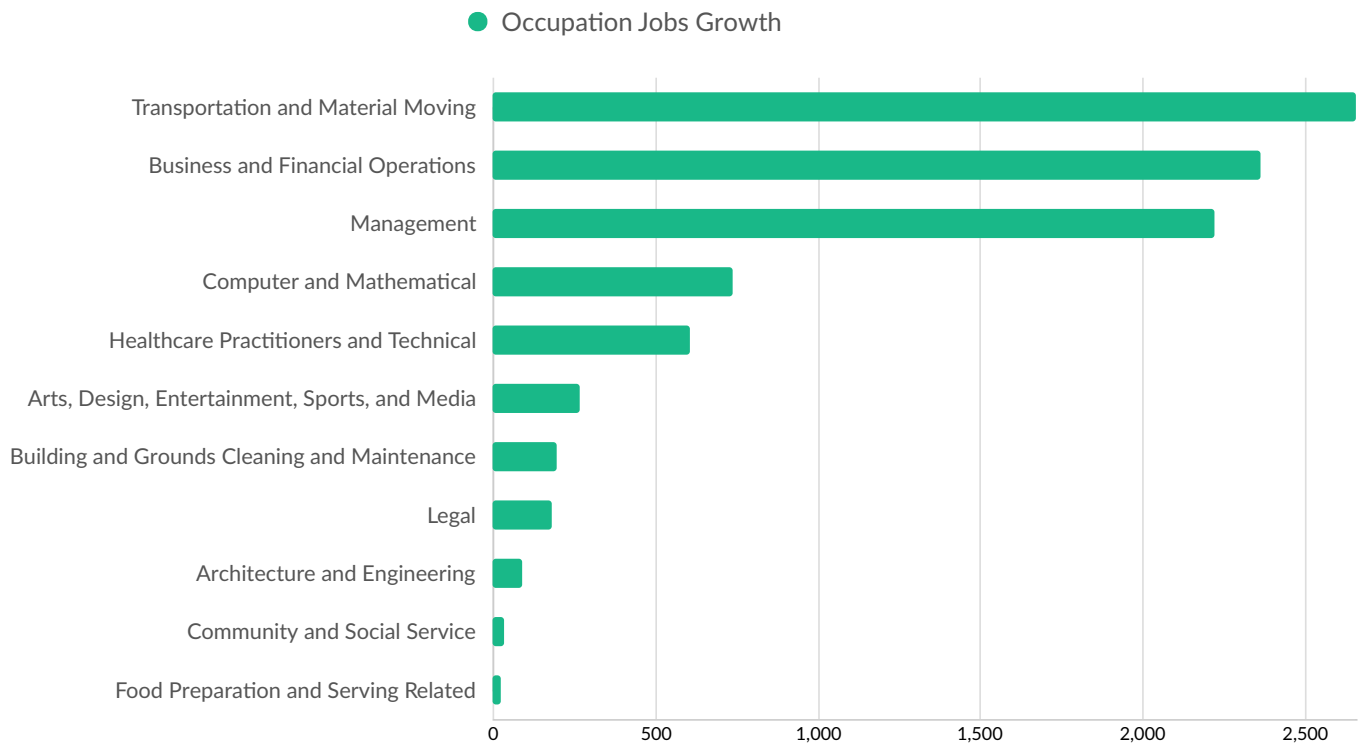
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

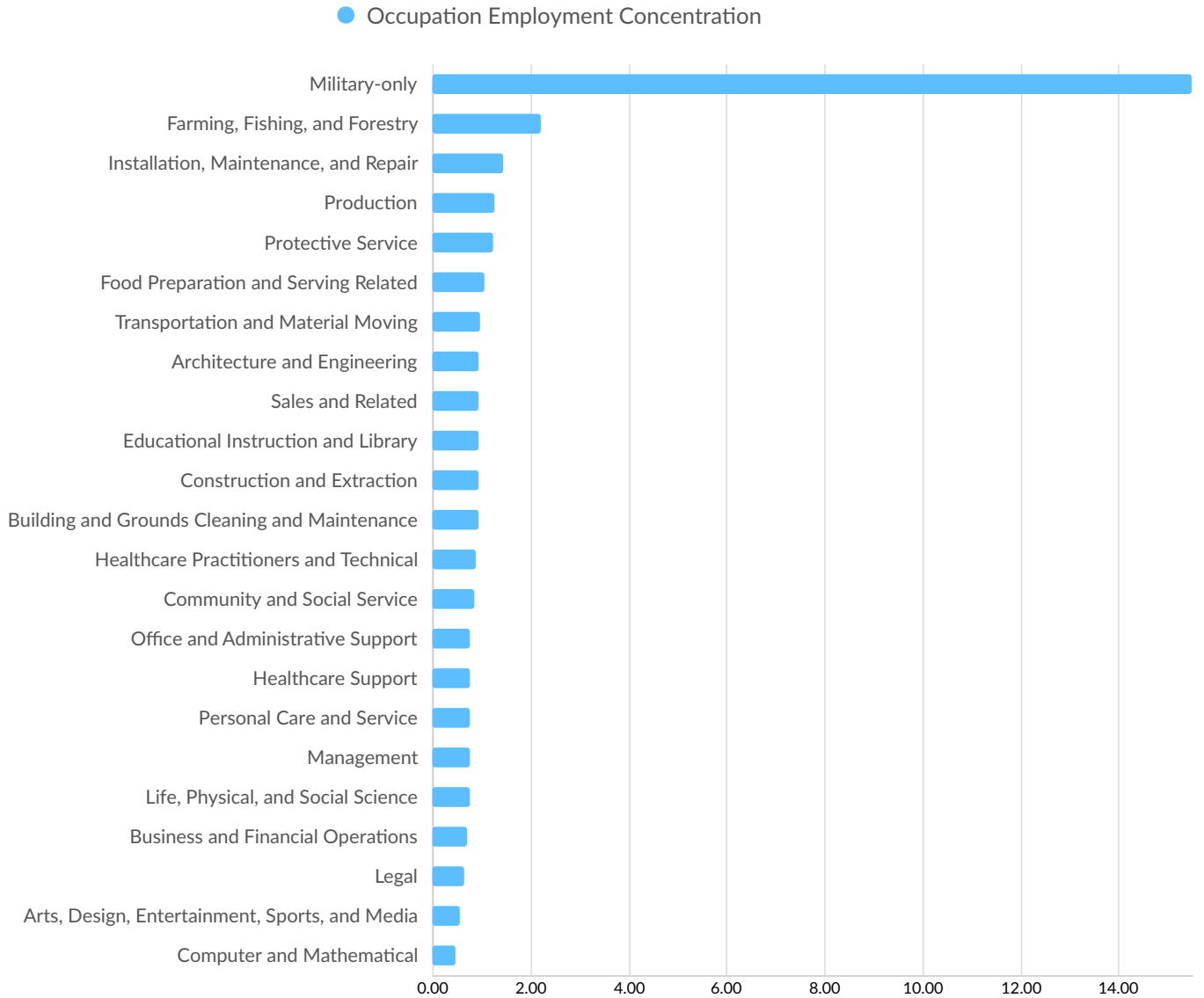
Largest Occupations



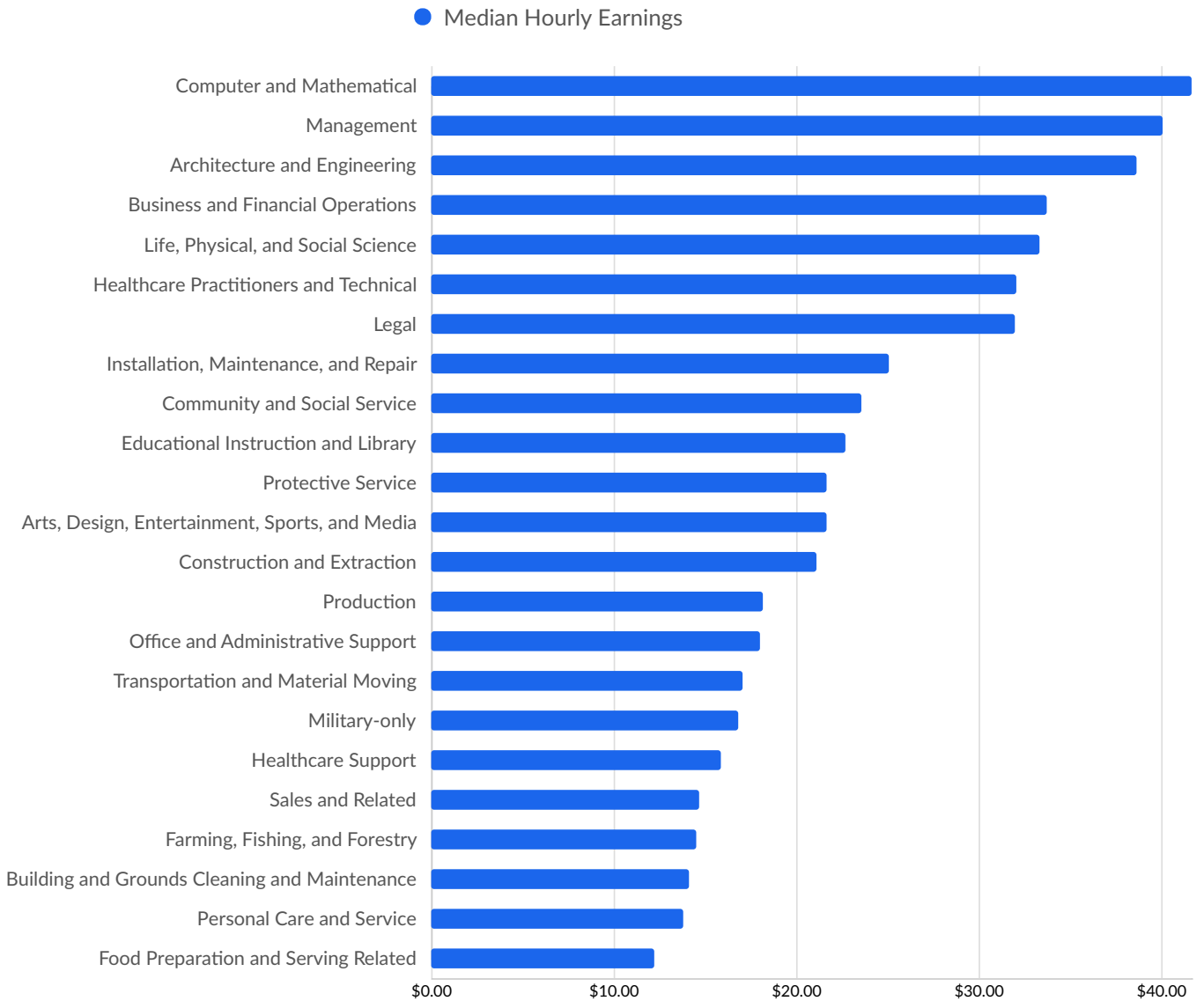
Top Growing Occupations



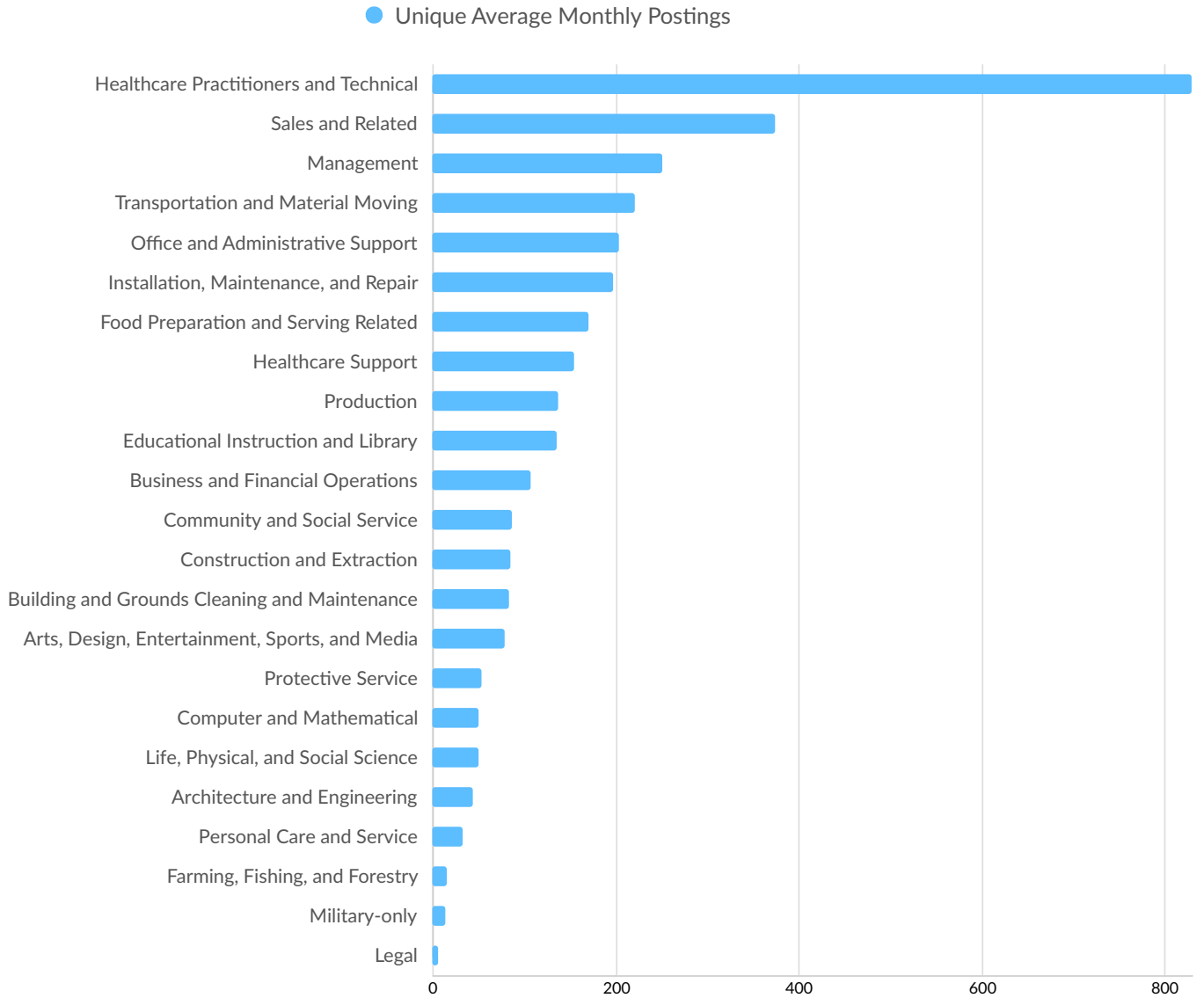
Top Occupation Employment Concentration



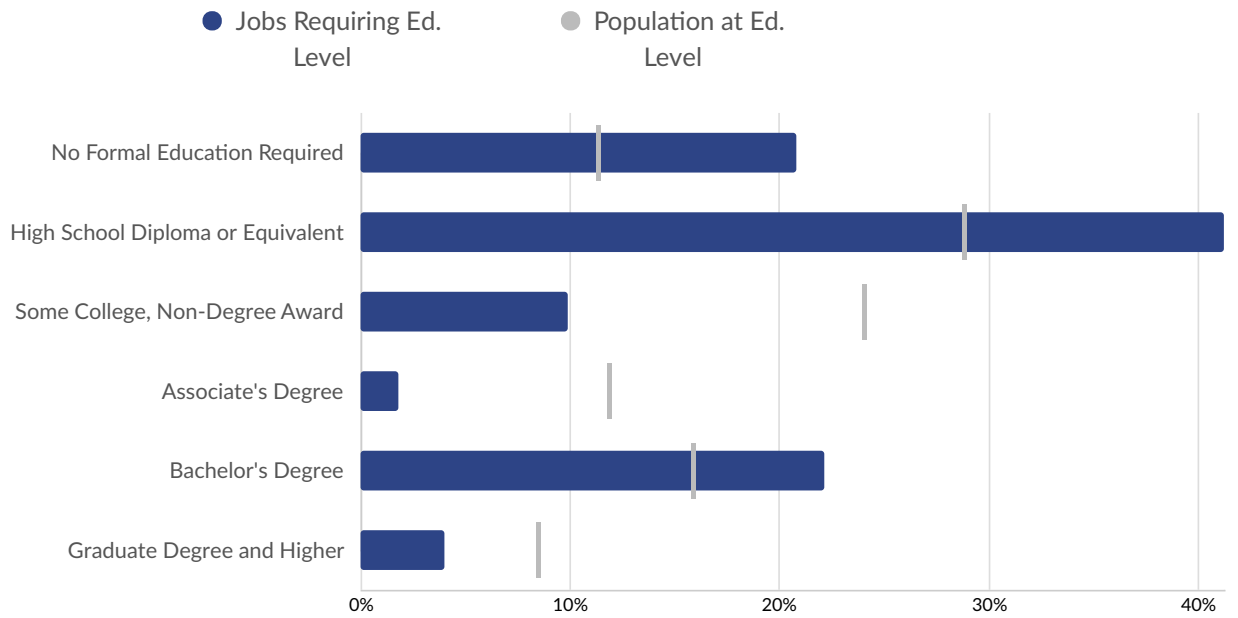
Top Occupation Earnings



Top Posted Occupations

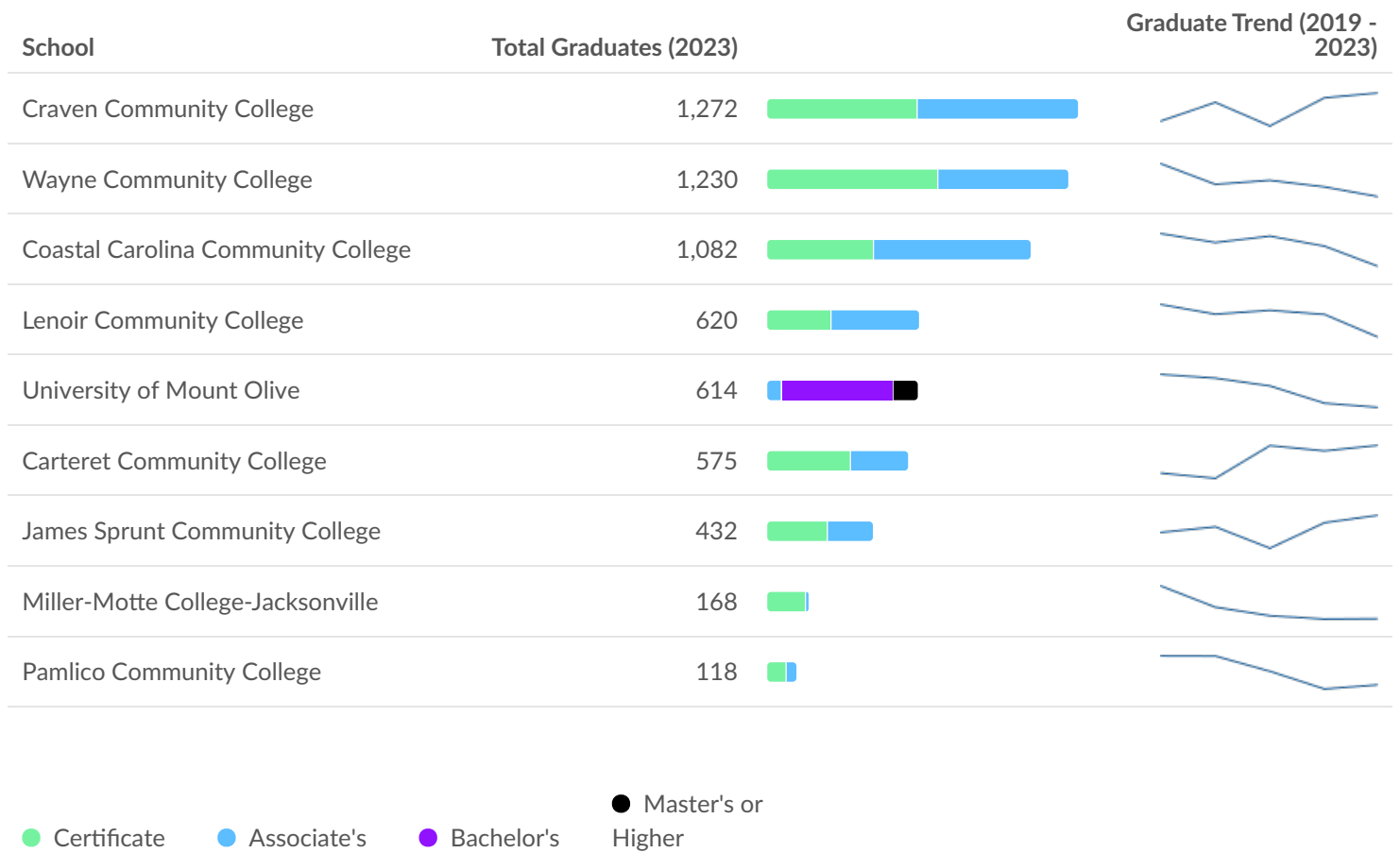


Underemployment



Educational Pipeline

In 2023, there were 6,111 graduates in ECWDB Region. This pipeline has shrunk by 22% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Associate's), "Information Technology" (Certificate), and "Liberal Arts and Sciences, General Studies and Humanities, Other" (Associate's).



In-Demand Skills

