Duplin County

myFutureNC 2024 Attainment Profiles

**Population Spotlight**
2020 Census: 48,705
2022 Estimate: 48,990
Change: 285

**Growth Rate**
0.6% vs. 2.5%

- **$51,270** Median Household Income (2022)
  - County: $67,516
  - State: $67,516
- **69%** Home Owners (2022)
  - State: 67%
- **31.2%** Child Poverty Rate (2022)
  - State: 17.2%
- **15.5%** Opportunity Youth Rate (2021)
  - State: 12.1%
- **54%** Households with Broadband (2022)
  - State: 77%
- **3.7%** Unemployment Rate (2022)
  - State: 3.7%

**Educational Attainment**
Duplin County residents ages 25-44, 2022

- **No Degree**
  - 6,868
  - 62.7%
- **Have Degree or Credential**
  - 4,083
  - 37.3%

- Less than high school
- High school graduate (including GED)
- Some college, no credential
- Short-term credential
- Associate degree
- Bachelor’s degree
- Graduate or professional degree

Note: Numbers may not add up to 100% due to rounding

**Top Opportunities for Growth**
These three areas represent the biggest opportunities for Duplin County to improve future attainment outcomes.

- **Math Performance**
  - 18% of Duplin County 3-8 graders earn college-and-career-ready scores in Math, below the rural - non-metro county average of 29%.

- **Reading Performance**
  - 17% of Duplin County 3-8 graders earn college-and-career-ready scores in Reading, below the rural - non-metro county average of 25%.

- **School Counselors**
  - Duplin County has a student-to-school counselor ratio of 396:1, above the rural - non-metro county average of 325:1.

**Promising Attainment Practices**
The new Promising Attainment Practices Database is a curated, searchable, and filterable collection of about 250 county, region, and state-level initiatives and programs that directly address various components of the state’s attainment challenge. The Database allows local and regional initiative leaders and other stakeholders to identify groups across the state who are developing or operating initiatives designed to boost attainment.

Follow link to discover how Duplin County has been meeting local needs:
https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt_search=Duplin

**In Goldsboro-Kinston Prosperity Zone Sub-Region:**
72.6% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

- **117** Individuals served in an ApprenticeshipNC program in 2020

**UNC and NC Community College Outcomes:**
1,646 graduates in 2020
75% of 2016 graduates were employed in NC in 2021
$38,627 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

- **33%** of adults (ages 25-44) in Duplin County earned a family sustaining wage, 2022

**Top areas of misalignment:**
- Health Science below bachelor’s and bachelor’s
- Business Management & Administration
- Transportation, Distribution & Logistics

**Top 3 Five-Star Jobs in Goldsboro-Kinston Prosperity Zone Sub-Region**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurse Practitioners</td>
<td>4%</td>
</tr>
<tr>
<td>Logisticians</td>
<td>3%</td>
</tr>
<tr>
<td>Medical and Health Services Managers</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Top 3 Employers in Duplin County**

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employment Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butterball Llc</td>
<td>1000+</td>
</tr>
<tr>
<td>Duplin County Schools</td>
<td>1000+</td>
</tr>
<tr>
<td>Smithfield Foods Inc</td>
<td>1000+</td>
</tr>
</tbody>
</table>

**In Goldsboro-Kinston Prosperity Zone Sub-Region:**
72.6% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

**Top areas of misalignment:**
- Health Science below bachelor’s and bachelor’s
- Business Management & Administration
- Transportation, Distribution & Logistics

**Top 3 Five-Star Jobs in Goldsboro-Kinston Prosperity Zone Sub-Region**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurse Practitioners</td>
<td>4%</td>
</tr>
<tr>
<td>Logisticians</td>
<td>3%</td>
</tr>
<tr>
<td>Medical and Health Services Managers</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Top 3 Employers in Duplin County**

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employment Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butterball Llc</td>
<td>1000+</td>
</tr>
<tr>
<td>Duplin County Schools</td>
<td>1000+</td>
</tr>
<tr>
<td>Smithfield Foods Inc</td>
<td>1000+</td>
</tr>
</tbody>
</table>

**In Goldsboro-Kinston Prosperity Zone Sub-Region:**
72.6% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

**Top areas of misalignment:**
- Health Science below bachelor’s and bachelor’s
- Business Management & Administration
- Transportation, Distribution & Logistics

**Top 3 Five-Star Jobs in Goldsboro-Kinston Prosperity Zone Sub-Region**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurse Practitioners</td>
<td>4%</td>
</tr>
<tr>
<td>Logisticians</td>
<td>3%</td>
</tr>
<tr>
<td>Medical and Health Services Managers</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Top 3 Employers in Duplin County**

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employment Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butterball Llc</td>
<td>1000+</td>
</tr>
<tr>
<td>Duplin County Schools</td>
<td>1000+</td>
</tr>
<tr>
<td>Smithfield Foods Inc</td>
<td>1000+</td>
</tr>
</tbody>
</table>

**In Goldsboro-Kinston Prosperity Zone Sub-Region:**
72.6% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

**Top areas of misalignment:**
- Health Science below bachelor’s and bachelor’s
- Business Management & Administration
- Transportation, Distribution & Logistics

**Top 3 Five-Star Jobs in Goldsboro-Kinston Prosperity Zone Sub-Region**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurse Practitioners</td>
<td>4%</td>
</tr>
<tr>
<td>Logisticians</td>
<td>3%</td>
</tr>
<tr>
<td>Medical and Health Services Managers</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Top 3 Employers in Duplin County**

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employment Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butterball Llc</td>
<td>1000+</td>
</tr>
<tr>
<td>Duplin County Schools</td>
<td>1000+</td>
</tr>
<tr>
<td>Smithfield Foods Inc</td>
<td>1000+</td>
</tr>
</tbody>
</table>

**In Goldsboro-Kinston Prosperity Zone Sub-Region:**
72.6% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

**Top areas of misalignment:**
- Health Science below bachelor’s and bachelor’s
- Business Management & Administration
- Transportation, Distribution & Logistics

**Top 3 Five-Star Jobs in Goldsboro-Kinston Prosperity Zone Sub-Region**

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurse Practitioners</td>
<td>4%</td>
</tr>
<tr>
<td>Logisticians</td>
<td>3%</td>
</tr>
<tr>
<td>Medical and Health Services Managers</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Top 3 Employers in Duplin County**

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employment Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Butterball Llc</td>
<td>1000+</td>
</tr>
<tr>
<td>Duplin County Schools</td>
<td>1000+</td>
</tr>
<tr>
<td>Smithfield Foods Inc</td>
<td>1000+</td>
</tr>
</tbody>
</table>
Adult Learners

Duplin County resident enrollments in NC Community Colleges, Fall 2022
- 263 Basic Skills
- 2,165 Continuing Education
- 1,551 Curriculum

11% of Duplin County residents have student loan debt. 11% of debt holders had student loans in default. 2022

Success of Duplin County High School Graduates

- 77% of students who enroll persist to their second year versus 78% in peer counties. 2022
- 54% of students who enroll earn a degree or certificate within 6 years versus 55% in peer counties. 2022

Top destinations of all college-goers, Fall 2023

- 1,923 of all college-goers attended James Sprunt CC
- 225 of all college-goers attended Cape Fear CC
- 193 of all college-goers attended Sampson CC

- 61% of seniors completed the FAFSA in 2023, compared to 62% statewide; 111 more need to complete in 2023 to meet state goal of 80%. 2023
- 66% of graduates reported intentions to enroll in a postsecondary institution versus 68% in peer counties. 2022
- 53% of graduates enrolled in a postsecondary institution within 12 months versus 52% in peer counties. 2022

- 68% of Duplin County students have parents with no college degree (either 2- or 4-year) versus 57% in peer counties.

How students in Duplin County traditional schools are doing:

- Duplin County has met the goal for Pre-K enrollment. (Goal: 75%). 2023
- 17% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading, compared to 30% statewide; 3,066 more needed to meet state goal of 73%. 2023
- 18% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 3,029 more needed to meet state goal of 86%. 2023
- 82% of 9th graders graduate within four years, compared to 87% statewide; 100 more needed to meet state goal of 95%. 2023
- 23% of students are chronically absent from school, compared to 32% statewide; 1,142 less needed to meet state goal of 11%. 2022
- Duplin County has a student-to-school counselor ratio of 396:1 versus 325:1 in peer counties. 2022
- 3% of students drop out of high school (101 total students), compared to 2% statewide. 2022

School Choice

10,158 total students were enrolled in K-12 in Duplin County in the 2022-23 school year.

Note: This profile focuses on outcomes of students enrolled in district schools.

Access to Postsecondary Credits

Students in Duplin County completed 2,885 Career & Technical Education (CTE) credentials (industry-valued credential data available in Spring 2024) and 514 concentrations in 2022. The top three CTE concentrations completed include Health Science; Agricultural, Food, & Natural Resources; and Human Services.

- 108 high school students took at least one AP course (<5%) versus 7% in peer counties (2022).
- 414 high school students participated in Career & College Promise programs (36%) versus 39% in peer counties (2022).

For more information about each indicator, including data sources and methodology, visit:

dashboard.myfuturenc.org/county-data-and-resources/