Population Spotlight
2020 Census: 52,081
2022 Estimate: 53,787
Change: 1,706

Growth Rate
3.3% vs. 2.5%
County vs. State

$60,903 Median Household Income (2022)
State: $67,516
70% Home Owners (2022)
State: 67%
21.9% Child Poverty Rate (2022)
State: 17.2%
17.9% Opportunity Youth Rate (2021)
State: 12.1%
74% Households with Broadband (2022)
State: 77%
4.9% Unemployment Rate (2022)
State: 3.7%

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Educational Attainment
Hoke County residents ages 25-44, 2022

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

Math Performance
23% of Hoke County 3-8 graders earn college- and-career-ready scores in Math, below the rural - metro county average of 30%.

Adult Learners
22% of Hoke County adults 25-44 have some college, no degree, above the rural - metro county average of 17%.

Reading Performance
22% of Hoke County 3-8 graders earn college- and-career-ready scores in Reading, below the rural - metro county average of 26%.

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 Hoke County has been meeting local needs:
https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt_search=Hoke

In Fayetteville-Lumberton Prosperity Zone Sub-Region:
80.5% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

1,855 Individuals served in an ApprenticeshipNC program in 2020

UNC and NC Community College Outcomes:
5,664 graduates in 2020
56% of 2016 graduates were employed in NC in 2021
$38,415 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

45% of adults (ages 25-44) in Hoke County earned a family sustaining wage, 2022

Hoke County is served by:
Lumber River Workforce Development Board
Lumber River Council of Governments
Basic Skills
Continuing Education
Curriculum
20% of Hoke County residents have student loan debt; 8% of debt holders had student loans in default.

2022 Success of Hoke County High School Graduates
- 75% of students who enroll persist to their second year versus 79% in peer counties. 2022
- 54% of students who enroll earn a degree or certificate within 6 years versus 56% in peer counties. 2022

Top destinations of all college-goers, Fall 2023
- 1,017 of all college-goers attended Sandhills CC
- 769 of all college-goers attended Fayetteville TCC
- 96 of all college-goers attended Robeson CC

• 64% of seniors completed the FAFSA in 2023, compared to 62% statewide; 73 more need to complete in 2023 to meet state goal of 80%.
• 54% of graduates reported intentions to enroll in a postsecondary institution versus 68% in peer counties. 2022
• 46% of graduates enrolled in a postsecondary institution within 12 months versus 51% in peer counties. 2022

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

How students in Hoke County traditional schools are doing:
- Hoke County has met the goal for Pre-K enrollment. (Goal: 75%): 2023
- 22% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading, compared to 30% statewide; 2,572 more needed to meet state goal of 73%. 2023
- 23% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 2,573 more needed to meet state goal of 86%. 2023
- 87% of 9th graders graduate within four years, compared to 87% statewide; 51 more needed to meet state goal of 95%. 2023
- 31% of students are chronically absent from school, compared to 32% statewide; 1,912 less needed to meet state goal of 11%. 2022
- Hoke County has a student-to-school counselor ratio of 355:1 versus 362:1 in peer counties. 2022
- 2% of students drop out of high school (45 total students), compared to 2% statewide. 2022

9,975 total students were enrolled in K-12 in Hoke County in the 2022-23 school year.

89 high school students took at least one AP course (<5%) versus 7% in peer counties (2022).

435 high school students participated in Career & College Promise programs (44%) versus 31% in peer counties (2022).