Population Spotlight
2020 Census: 9,173
2022 Estimate: 9,233
Change: 60

Growth Rate
0.7% vs. 2.5%
County State

$56,079
Median Household Income (2022)
State: $67,516

76%
Home Owners (2022)
State: 67%

16.0%
Child Poverty Rate (2022)
State: 17.2%

14.4%
Opportunity Youth Rate (2021)
State: 12.1%

54%
Households with Broadband (2022)
State: 77%

3.4%
Unemployment Rate (2022)
State: 3.7%

Educational Attainment
Jones County residents ages 25-44, 2022

No Degree
1,196
63.1%

Have Degree or Credential
700
36.9%

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

FAFSA Completion
51% of Jones County high school seniors complete the FAFSA, below the rural - metro county average of 58%.

Math Performance
27% of Jones County 3-8 graders earn college-and-career-ready scores in Math, below the rural - metro county average of 30%.

Postsecondary Completion
45% of Jones County high school graduates who enroll in postsecondary earn a degree or credential within 6 years, below the state average of 59%.

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

In Jacksonville-New Bern Prosperity Zone Sub-Region:
54.5% 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 bachelor’s
Education & Training bachelor’s

201 Individuals served in an ApprenticeshipNC program in 2020

UNC and NC Community College Outcomes:
1,967 graduates in 2020
56% of 2016 graduates were employed in NC in 2021
$36,955 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

36% of adults (ages 25-44) in Jones County earned a family sustaining wage, 2022

Jones County is served by:
Eastern Carolina Workforce Development Board
Eastern Carolina Council of Governments

UNC System College Enrollment
Curriculum

110 100 90 80 70 60 50

NC Community College Enrollment
Curriculum

2018 2019 2020 2021 2022
240 220 200 180 160 140 120 100

Top 3 Five-Star Jobs in Jacksonville-New Bern Prosperity Zone Sub-Region
Job Title Annual Growth
Information Security Analysts 4%
Nurse Practitioners 4%
Web and Digital Interface Designers 3%

Top 3 Employers in Jones County
Employer Employment Range
Jones County Board Of Education 100-249
County Of Jones 100-249
Carolinaeast Medical Center 50-99

First-time Curriculum Enrollments

2018 2019 2020 2021 2022
640 620 600 580 560 540 520 500

Basic Skills

2018 2019 2020 2021 2022
10 15 20 25 30 35 40 45

Continuing Education

2018 2019 2020 2021 2022
620 600 580 560 540 520 500 480
Adult Learners
Jones County resident enrolls in NC Community Colleges, Fall 2022
- 20 Basic Skills
- 639 Continuing Education
- 237 Curriculum

13% of Jones County residents have student loan debt. 0% of debt holders had student loans in default. 2022

Success of Jones County High School Graduates
- 87% of students who enroll persist to their second year versus 79% in peer counties. 2022
- 45% 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
- 258 of all college-goers attended Lenoir CC
- 119 of all college-goers attended Craven CC
- 96 of all college-goers attended Coastal Carolina CC

62% of Jones County students have parents with no college degree (either 2- or 4-year) versus 57% in peer counties.

How students in Jones County traditional schools are doing:
- Jones County has met the goal for Pre-K enrollment. (Goal: 75%). 2023
- 26% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading, compared to 30% statewide; 277 more needed to meet state goal of 73%. 2023
- 27% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 274 more needed to meet state goal of 86%. 2023
- Jones County has met the goal for high school graduation within four years. (Goal: 95%). 2023
- 31% of students are chronically absent from school, compared to 32% statewide; 209 less needed to meet state goal of 11%. 2022
- Jones County has a student-to-school counselor ratio of 244:1 versus 362:1 in peer counties. 2022
- 5% of students drop out of high school (15 total students), compared to 2% statewide. 2022

School Choice
1,186 total students were enrolled in K-12 in Jones County in the 2022-23 school year.

Access to Postsecondary Credits
Students in Jones County completed 615 Career & Technical Education (CTE) credentials (industry-valued credential data available in Spring 2024) and 61 concentrations in 2022. The top three CTE concentrations completed include Agricultural, Food, & Natural Resources; Transportation, Distribution, & Logistics; and Marketing.

42 high school students participated in Career & College Promise programs (33%) versus 31% in peer counties (2022).

For more information about each indicator, including data sources and methodology, visit: dashboard.myfuturenc.org/county-data-and-resources/