Population Spotlight
2020 Census: 22,035
2022 Estimate: 21,508
Change: -527

Growth Rate
-2.4% vs. 2.5%

2020 2023
Median Household Income ($67,516)
State: $44,445

67% Home Owners
State: 67%

32.3% Child Poverty Rate
State: 17.2%

18.6% Opportunity Youth Rate
State: 10.9%

55% Households with Broadband
State: 77%

4.4% Unemployment Rate
State: 3.7%

Educational Attainment
Martin County residents ages 25-44, 2022

No Degree
2,698 57.3%

Have Degree or Credential
2,014 42.7%

High School graduate (including GED)

Less than high school
32% 12%

Some college, no credential
17% 27%

High school graduate
19%

Short-term credential
8%

Associate degree

Bachelor's degree

Graduate or professional degree
4%

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

High School Graduation
69% of Martin County 9th graders complete high school in 4 years or less, below the rural - non-metro county average of 85%.

Math Performance
17% of Martin County 3-8 graders earn college-and-career-ready scores in Math, below the rural - non-metro county average of 29%.

Reading Performance
18% of Martin County 3-8 graders earn college-and-career-ready scores in Reading, below the rural - non-metro county average of 25%.

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

In Greenville Prosperity Zone Sub-Region:

85.4% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

 UNC and NC Community College Outcomes:
7,374 graduates in 2020
71% of 2016 graduates were employed in NC in 2021
$46,194 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

34% of adults (ages 25-44) in Martin County earned a family sustaining wage, 2022

Martin County is served by:
Rivers East Workforce Development Board
Mid-East Commission

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

First-time Curriculum Enrollments
Top 3 Five-Star Jobs in Greenville Prosperity Zone Sub-Region:
Job Title Annual Growth
Nurse Practitioners 4%
Data Scientists 3%
Logisticians 3%

Top 3 Employers in Martin County
Employer Employment Range
Martin County Board Of Education 500-999
Snacks Holdings 250-499
Wal-Mart Associates Inc. 250-499

Continuing Education
Top 3 Employers in Martin County
Employer Employment Range
Martin County Board Of Education 500-999
Snacks Holdings 250-499
Wal-Mart Associates Inc. 250-499

Labor Market Alignment
Carolina Demography
2 million by 2030

myFutureNC 2024 Attainment Profiles
Greenville Prosperity Zone Sub-Region
Peer County Type: Rural - Non-Metro
Local Education Agencies: 1 (2023)
Charter Schools: 1 (2023)
2030 Proposed Martin County Attainment Goal: 3,256 (Stretch Goal: 3,291)
2030 State Attainment Goal: 2 million

Note: Numbers may not add up to 100% due to rounding
Adult Learners
Greenville Sub-Prosperity Zone post-secondary enrollments in NC Community Colleges, Fall 2022

- 451 Basic Skills
- 7,014 Continuing Education
- 2,424 Curriculum

12% of Martin County residents have student loan debt. 10% of debt holders had student loans in default. 2022

Success of Martin County High School Graduates

- 72% of students who enroll persist to their second year versus 78% in peer counties. 2022
- 55% 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

- 704 of all college-goers attended Martin CC
- 200 of all college-goers attended Pitt CC
- 163 of all college-goers attended Beaufort County CC

Postsecondary assets in Greenville Prosperity Zone sub-region

Public, 4-year or above
East Carolina University

Public, 2-year
Beaufort County Community College, Halifax Community College, Martin Community College, Pitt Community College, Roanoke-Chowan Community College

Private not-for-profit, 4-year or above
Chowan University

Private not-for-profit, 2-year

Postsecondary Enrollment Rates for Select Groups in Martin County, 2022

Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

School Choice
3,310 total students were enrolled in K-12 in Martin County in the 2022-23 school year.

Access to Postsecondary Credits
Students in Martin County completed 274 Career & Technical Education (CTE) credentials (154 (56%) were industry-valued credentials) and 95 concentrations in 2023. The top three CTE concentrations completed include Human Services; Agricultural, Food, & Natural Resources; and Health Science.

- 16% of students drop out of high school (0 total students), compared to 2% statewide. 2023

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