Wilson County
myFutureNC 2024 Attainment Profiles

2030 Proposed Wilson County Attainment Goal: 11,532 (Stretch Goal: 11,723)

Population Spotlight
2020 Census: 78,786
2022 Estimate: 78,449
Change: -337

Growth Rate
-0.4% vs. 2.5%
County State

$51,535 Median Household Income (2022)
State: $67,516

59% Home Owners (2022)
State: 67%

30.5% Child Poverty Rate (2022)
State: 17.2%

16.8% Opportunity Youth Rate (2022)
State: 10.9%

67% Households with Broadband (2022)
State: 77%

5.1% Unemployment Rate (2022)
State: 3.7%

Educational Attainment
Wilson County residents ages 25-44, 2022

No Degree
11,247 60.5%

Have Degree or Credential
7,356 39.5%

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

NC Pre-K Enrollment
27% of Wilson County eligible 4-year-olds are enrolled in NC Pre-K, below the rural - non-metro county average of 68%.

High School Graduation
83% of Wilson County 9th graders complete high school in 4 years or less, below the rural - non-metro county average of 85%.

Transition to Postsecondary
49% of Wilson County seniors enroll in postsecondary within 12 months of graduation, below the state average of 58%.

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

In Rocky Mount-Wilson Prosperity Zone Sub-Region:
79.0%
of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

297 Individuals served in an ApprenticeshipNC program in 2020

UNC and NC Community College Outcomes:
1,229 graduates in 2020
79% of 2016 graduates were employed in NC in 2021
$41,742 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

42% of adults (ages 25-44) in Wilson County earned a family sustaining wage, 2022

Wilson County is served by:
Turning Point Workforce Development Board
Upper Coastal Plain Council of Governments

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

Table: Top Employers in Wilson County

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employment Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridgestone Americas Tire</td>
<td>1000+</td>
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<tr>
<td>Bb&amp;T</td>
<td>1000+</td>
</tr>
<tr>
<td>Wilson County Schools</td>
<td>1000+</td>
</tr>
</tbody>
</table>

Top 3 Five-Star Jobs in Rocky Mount-Wilson Prosperity Zone Sub-Region

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Scientists</td>
<td>4%</td>
</tr>
<tr>
<td>Information Security Analysts</td>
<td>4%</td>
</tr>
<tr>
<td>Nurse Practitioners</td>
<td>3%</td>
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Top 3 Employers in Wilson County

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First-time Curriculum Enrollments

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2020</th>
<th>2022</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>650</td>
<td>600</td>
<td>500</td>
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Basic Skills

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2020</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>400</td>
<td>350</td>
<td>300</td>
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</tbody>
</table>

Continuing Education

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2020</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2,700</td>
<td>2,500</td>
<td>2,300</td>
</tr>
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</table>
Adult Learners

Wilson County resident enrollments in NC Community Colleges, Fall 2022

- 338 Basic Skills
- 2,166 Continuing Education
- 1,938 Curriculum

14% of Wilson County residents have student loan debt; 13% of debt holders had student loans in default, 2022.

Success of Wilson County High School Graduates

- 77% of students who enroll persist to their second year versus 78% in peer counties. 2022
- 53% 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

- 2,119 of all college-goers attended Wilson CC
- 336 of all college-goers attended Nash CC
- 178 of all college-goers attended Pitt CC

How students in Wilson County traditional schools are doing:

- 27% of eligible 4-year-olds enrolled in NC Pre-K program, compared to 53% statewide; 269 more needed to meet state goal of 75% in 2023.
- 28% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading, compared to 30% statewide; 2,615 more needed to meet state goal of 73% in 2023.
- 30% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 2,552 more needed to meet state goal of 86% in 2023.
- 83% of 9th graders graduate within four years, compared to 87% statewide; 104 more needed to meet state goal of 95% in 2023.
- 24% of students are chronically absent from school, compared to 27% statewide; 1,436 less needed to meet state goal of 11% in 2023.

Wilson County has a student-to-school counselor ratio of 294:1 versus 325:1 in peer counties. 2023

1% of students drop out of high school (30 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/