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

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

Home Owners (2022)
59%
State: 67%

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

Opportunity Youth Rate (2021)
18.9%
State: 12.1%

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

Unemployment Rate (2022)
5.1%
State: 5.0%

Educational Attainment
Wilson County residents ages 25-44, 2022

No Degree
11,247
60.5%

Have Degree or Credential
7,356
39.5%

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

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
Updated: Feb 12 2024

**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.

**Curriculum**
- 14% of Wilson County residents have student loan debt; 13% of debt holders had student loans in default.

**Postsecondary Enrollment Rates for Select Groups in Wilson County, 2022**

<table>
<thead>
<tr>
<th>Group</th>
<th>Wilson County</th>
<th>North Carolina</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>76%</td>
<td>61%</td>
</tr>
<tr>
<td>Female</td>
<td>79%</td>
<td>62%</td>
</tr>
<tr>
<td>Male</td>
<td>64%</td>
<td>58%</td>
</tr>
<tr>
<td>American Indian</td>
<td>86%</td>
<td>74%</td>
</tr>
<tr>
<td>Asian</td>
<td>85%</td>
<td>69%</td>
</tr>
<tr>
<td>Black</td>
<td>71%</td>
<td>54%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>84%</td>
<td>66%</td>
</tr>
<tr>
<td>White</td>
<td>80%</td>
<td>57%</td>
</tr>
<tr>
<td>Low-Income</td>
<td>84%</td>
<td>72%</td>
</tr>
<tr>
<td>Not Low-Income</td>
<td>74%</td>
<td>60%</td>
</tr>
</tbody>
</table>

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

**Postsecondary assets in Rocky Mount-Wilson Prosperity Zone sub-region**
- Public, 4-year or above
  - Edgecombe Community College, Nash Community College, Wilson Community College
- Private not-for-profit, 4-year or above
  - Barton College, North Carolina Wesleyan University
- Private not-for-profit, 2-year

**School Choice**
14,463 total students were enrolled in K-12 in Wilson 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 Wilson County completed 2,959 Career & Technical Education (CTE) credentials (industry-valued credential data available in Spring 2024) and 358 concentrations in 2022. The top three CTE concentrations completed include Human Services; Law, Public Safety, Corrections, & Security; and Information Technology.

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

472 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/