Southeast Prosperity Zone
myFutureNC 2024 Attainment Profiles
2030 Proposed Southeast Attainment Goal: 178,458

Population Spotlight

Growth Rate

Prosperity Zone: 3.3% vs. State: 2.5%

<table>
<thead>
<tr>
<th>County</th>
<th>2020</th>
<th>2022</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina</td>
<td>10,439,414</td>
<td>10,698,973</td>
<td>259,559</td>
</tr>
<tr>
<td>Brunswick County</td>
<td>136,694</td>
<td>153,064</td>
<td>16,370</td>
</tr>
<tr>
<td>Carteret County</td>
<td>67,686</td>
<td>69,380</td>
<td>1,694</td>
</tr>
<tr>
<td>Craven County</td>
<td>100,718</td>
<td>100,874</td>
<td>156</td>
</tr>
<tr>
<td>Duplin County</td>
<td>48,705</td>
<td>48,990</td>
<td>285</td>
</tr>
<tr>
<td>Greene County</td>
<td>20,449</td>
<td>20,211</td>
<td>-238</td>
</tr>
<tr>
<td>Jones County</td>
<td>9,173</td>
<td>9,233</td>
<td>60</td>
</tr>
<tr>
<td>Lenoir County</td>
<td>55,124</td>
<td>54,633</td>
<td>-491</td>
</tr>
<tr>
<td>New Hanover County</td>
<td>225,705</td>
<td>234,921</td>
<td>9,216</td>
</tr>
<tr>
<td>Onslow County</td>
<td>204,585</td>
<td>207,298</td>
<td>2,713</td>
</tr>
<tr>
<td>Pamlico County</td>
<td>12,274</td>
<td>12,381</td>
<td>107</td>
</tr>
<tr>
<td>Pender County</td>
<td>60,208</td>
<td>65,737</td>
<td>5,529</td>
</tr>
<tr>
<td>Wayne County</td>
<td>117,324</td>
<td>117,286</td>
<td>-38</td>
</tr>
</tbody>
</table>

Age Structure, 2022

Race/Ethnicity, 2022

<table>
<thead>
<tr>
<th>Amer. Indian</th>
<th>Asian/Pac. Isl.</th>
<th>Black</th>
<th>Hispanic</th>
<th>Multiracial</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>0%</td>
<td>1%</td>
<td>17%</td>
<td>9%</td>
<td>4%</td>
<td>68%</td>
</tr>
</tbody>
</table>

Top Industries in Southeast PZ

<table>
<thead>
<tr>
<th>Industry Name</th>
<th>Average Employment</th>
<th>Average Weekly Wages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care and Social Assistance</td>
<td>59,178</td>
<td>$1,068</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>57,139</td>
<td>$660</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>52,439</td>
<td>$433</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>33,710</td>
<td>$1,132</td>
</tr>
<tr>
<td>Public Administration</td>
<td>30,166</td>
<td>$1,177</td>
</tr>
</tbody>
</table>

Top Job Sectors in Southeast PZ

<table>
<thead>
<tr>
<th>Job Sector</th>
<th>Average Employment</th>
<th>Average Weekly Wages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td>327,044</td>
<td>$921</td>
</tr>
<tr>
<td>Local Government</td>
<td>43,919</td>
<td>$970</td>
</tr>
<tr>
<td>Federal Government</td>
<td>15,788</td>
<td>$1,327</td>
</tr>
<tr>
<td>State Government</td>
<td>15,230</td>
<td>$1,022</td>
</tr>
</tbody>
</table>

Educational Attainment

Southeast residents ages 25-44, 2022

- No Degree: 130,019 (50.4%)
- Have Degree or Credential: 127,986 (49.6%)

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

In Southeast Prosperity Zone:

- 82.9% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

Top areas of misalignment:
- Health Science below bachelor’s
- Business Management & Administration bachelor’s
- Finance bachelor’s

591 Individuals served in an ApprenticeshipNC program in 2020

UNC and NC Community College Outcomes:

- 9,381 graduates in 2020
- 65% of 2016 graduates were employed in NC in 2021
- $41,694 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

48% of adults (ages 25-44) in Southeast earned a family sustaining wage, 2022
Success of Southeast High School Graduates
• 80% of students who enroll persist to their second year versus 83% for the state. 2022
• 57% of students who enroll earn a degree or certificate within 6 years versus 59% for the state. 2022

Top destinations of all college-goers, Fall 2023
• 11,634 of all college-goers attended Cape Fear CC
• 5,475 of all college-goers attended Coastal Carolina CC
• 4,618 of all college-goers attended Wayne CC

Adult Learners
Southeast resident enrollments in NC Community Colleges, Fall 2022
- 1,385 Basic Skills
- 18,835 Continuing Education
- 5,469 Curriculum

• 56% of seniors completed the FAFSA in 2023, compared to 62% statewide; 2,139 more need to complete in 2023 to meet state goal of 80% 2023
• 81% of graduates reported intentions to enroll in a postsecondary institution versus 74% in the state. 2022
• 54% of graduates enrolled in a postsecondary institution within 12 months versus 58% in the state. 2022

How students in Southeast traditional schools are currently doing:
To meet state goals, each year Southeast needs:
• 54% of eligible 4-year-olds enrolled in NC Pre-K program, compared to 53% statewide; 1,281 more needed to meet state goal of 75% 2023
• 29% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading, compared to 30% statewide; 27,646 more needed to meet state goal of 73% 2023
• 33% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 33,197 more needed to meet state goal of 86% 2023
• 86% of 9th graders graduate within four years, compared to 87% statewide; 1,002 more needed to meet state goal of 95% 2023
• 33% of students are chronically absent from school, compared to 32% statewide; 31,097 less needed to meet state goal of 11% 2022
• 2% of students drop out of high school (1,018 total students), compared to 2% statewide. 2022

Degree Credentials Awarded, 2022
- 4,330 certificate
- 4,317 associate
- 4,203 bachelor’s

Postsecondary assets in Southeast Prosperity Zone
Public, 4-year or above
- University of North Carolina Wilmington
Public, 2-year
- Brunswick Community College, Cape Fear Community College, Carteret Community College, Coastal Carolina Community College, Craven Community College, JamesSpruntCommunityCollege,LenoirCommunityCollege,PamlicoCommunityCollege,WayneCommunityCollege
Private not-for-profit, 4-year or above
- University of Mount Olive
Private not-for-profit, 2-year

Postsecondary Enrollment Rates for Select Groups in Southeast, 2022
- Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

School Choice
168,958 total students were enrolled in K-12 in Southeast in the 2022-23 school year.
- Note: This profile focuses on outcomes of students enrolled in district schools.

Access to Postsecondary Credits
Students in Southeast completed 26,173 Career & Technical Education (CTE) credentials (industry-valued credential data available in Spring 2024) and 5,495 concentrations in 2022. The top three CTE concentrations completed include Human Services; Health Science; and Agricultural, Food, & Natural Resources.
- 4,075 high school students took at least one AP course (10%) versus 15% in the state (2022).
- 5,462 high school students participated in Career & College Promise programs (30%) versus 23% in the state (2022).

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