Population Spotlight

**Growth Rate:** WDB: 0.4% *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>Beaufort County</td>
<td>44,658</td>
<td>44,272</td>
<td>-386</td>
</tr>
<tr>
<td>Bertie County</td>
<td>17,934</td>
<td>17,240</td>
<td>-694</td>
</tr>
<tr>
<td>Hertford County</td>
<td>21,552</td>
<td>20,875</td>
<td>-677</td>
</tr>
<tr>
<td>Martin County</td>
<td>22,035</td>
<td>21,508</td>
<td>-527</td>
</tr>
<tr>
<td>Pitt County</td>
<td>170,241</td>
<td>173,542</td>
<td>3,301</td>
</tr>
</tbody>
</table>

Age Structure, 2022

- Female: 45-64 [60%], 5-17 [30%], 0-4 [10%], 65+ [10%]
- Male: 45-64 [50%], 5-17 [30%], 0-4 [10%], 65+ [10%]

Race/Ethnicity, 2022

- Amer. Indian: 0%
- Asian/Pac. Isl.: 1%
- Black: 37%
- Hispanic: 6%
- Multiracial: 3%
- White: 52%

Educational Attainment

- No Degree: 31,737 (47.4%)
- Have Degree or Credential: 35,152 (52.6%)

In Rivers East WDB:

- 400 individuals served in an ApprenticeshipNC program in 2020

UNC and NC Community College Outcomes:

- 7,117 graduates in 2020
- 72% of 2016 graduates were employed in NC in 2021
- $46,954 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

46% of adults (ages 25-44) in Rivers East earned a family sustaining wage, 2022

Labor Force Snapshot - 2023 Q2

- Total Jobs: 115,358
- Business Establishments: 7,215
- Employed: 126,765
- Unemployed: 5,549
- Avg. Weekly Wage: $1,005
- Median Household Income: $55,011

Top Industries in Rivers East WDB:

<table>
<thead>
<tr>
<th>Industry Name</th>
<th>Average Employment</th>
<th>Average Weekly Waages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care and Social Assistance</td>
<td>24,225</td>
<td>$1,131</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>14,566</td>
<td>$646</td>
</tr>
<tr>
<td>Educational Services</td>
<td>14,088</td>
<td>$1,153</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>11,602</td>
<td>$354</td>
</tr>
<tr>
<td>Administrative and Support and Waste</td>
<td>7,142</td>
<td>$1,281</td>
</tr>
<tr>
<td>Management and Remediation Services</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Top Job Sectors in Rivers East WDB:

<table>
<thead>
<tr>
<th>Job Sector</th>
<th>Average Employment</th>
<th>Average Weekly Waages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td>83,752</td>
<td>$919</td>
</tr>
<tr>
<td>Local Government</td>
<td>21,349</td>
<td>$1,171</td>
</tr>
<tr>
<td>State Government</td>
<td>9,203</td>
<td>$1,363</td>
</tr>
<tr>
<td>Federal Government</td>
<td>1,054</td>
<td>$1,413</td>
</tr>
</tbody>
</table>
Success of Rivers East High School Graduates

- 78% of students who enroll persist to their second year versus 83% for the state. 2022
- 54% 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

- 6,661 of all college-goers attended Pitt CC
- 2,797 of all college-goers attended Beaufort County CC
- 1,385 of all college-goers attended Martin CC

Adult Learners

Rivers East resident enrollments in NC Community Colleges, Fall 2022

- 410 Basic Skills
- 5,794 Continuing Education
- 2,224 Curriculum

Degree Credentials Awarded, 2022

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>certificate</td>
<td>1,263</td>
</tr>
<tr>
<td>associate</td>
<td>1,628</td>
</tr>
<tr>
<td>bachelor’s</td>
<td>4,864</td>
</tr>
</tbody>
</table>

Postsecondary assets in Rivers East Workforce Dev Board:

- Public, 4-year or above
  East Carolina University
- Public, 2-year
  Beaufort County 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

Adult Learners Profile

- 68% of seniors completed the FAFSA in 2023, compared to 62% statewide; 275 more need to complete in 2023 to meet state goal of 80%.
- 83% of graduates reported intentions to enroll in a postsecondary institution versus 74% in the state.
- 57% of graduates enrolled in a postsecondary institution within 12 months versus 58% in the state.

How students in Rivers East traditional schools are currently doing:

To meet state goals, each year Rivers East needs:

- 58% of eligible 4-year-olds enrolled in NC Pre-K program, compared to 53% statewide; 281 more needed to meet state goal of 75%. 2023
- 25% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading, compared to 30% statewide; 7,840 more needed to meet state goal of 73%. 2023
- 31% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 8,998 more needed to meet state goal of 86%. 2023
- 82% of 9th graders graduate within four years, compared to 87% statewide; 380 more needed to meet state goal of 95%. 2023
- 27% of students are chronically absent from school, compared to 32% statewide; 6,106 less needed to meet state goal of 11%. 2022
- 3% of students drop out of high school (303 total students), compared to 2% statewide. 2022

School Choice

44,059 total students were enrolled in K-12 in Rivers East in the 2022-23 school year.

Note: This profile focuses on outcomes of students enrolled in district schools.

Access to Postsecondary Credits

Students in Rivers East completed 7,225 Career & Technical Education (CTE) credentials (industry-valued credential data available in Spring 2024) and 1,809 concentrations in 2022. The top three CTE concentrations completed include Health Science; Human Services; and Architecture and Construction.

- 910 high school students took at least one AP course (8%) versus 15% in the state (2022).
- 1,837 high school students participated in Career & College Promise programs (38%) 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/