

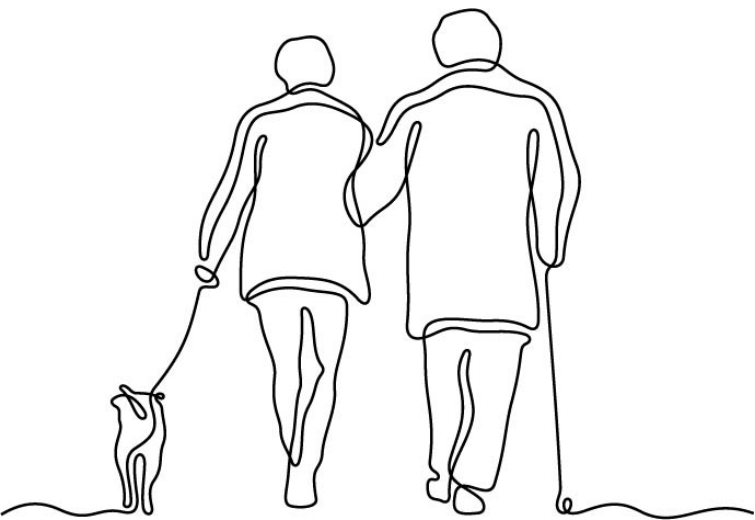


**CENTRALINA**  
REGIONAL COUNCIL

---

**Regional Data and Trends Briefing**  
**Golden LEAF Community-Based Grants Initiative Kick Off**

*April 16, 2024*



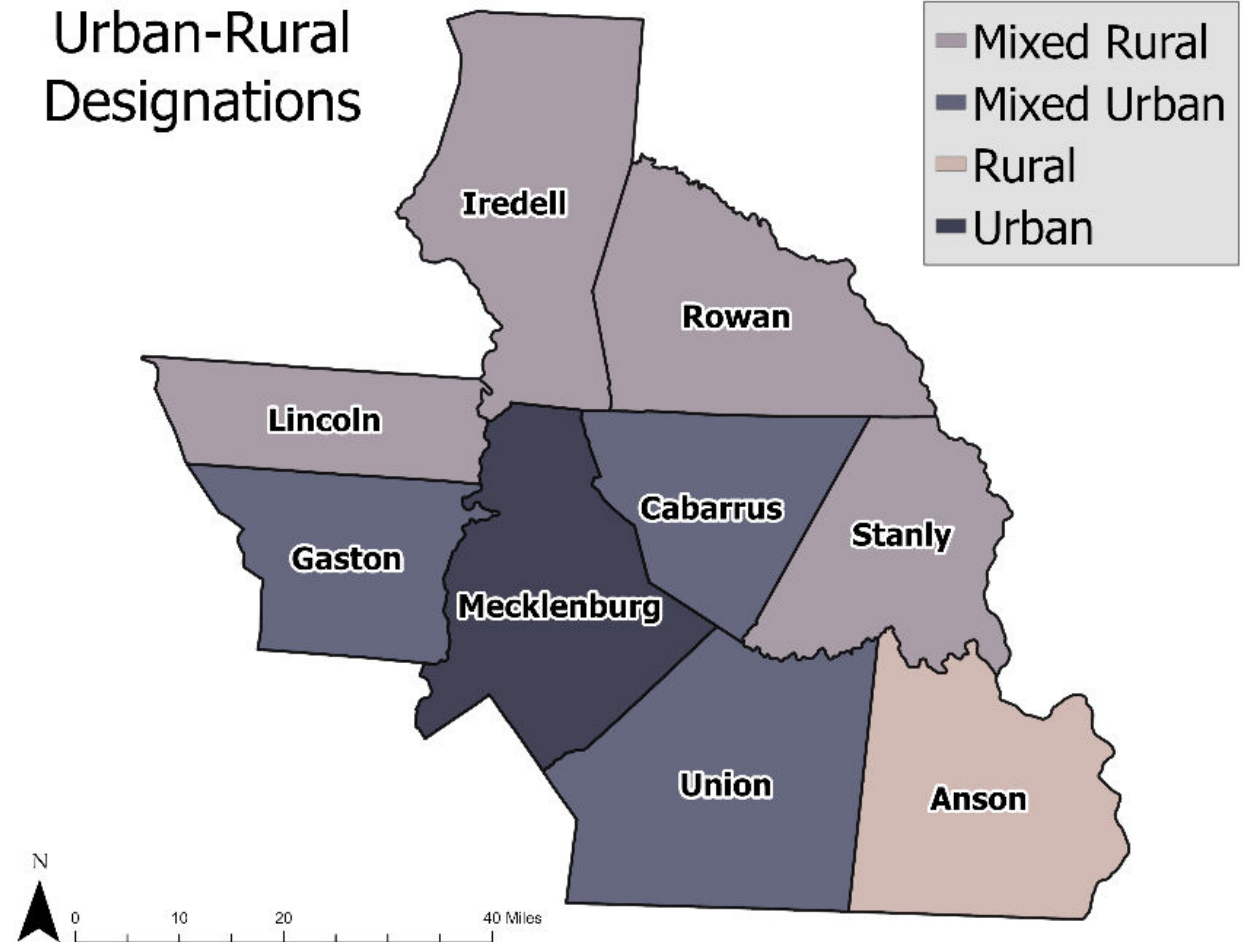
# CENTRALINA

## REGIONAL COUNCIL




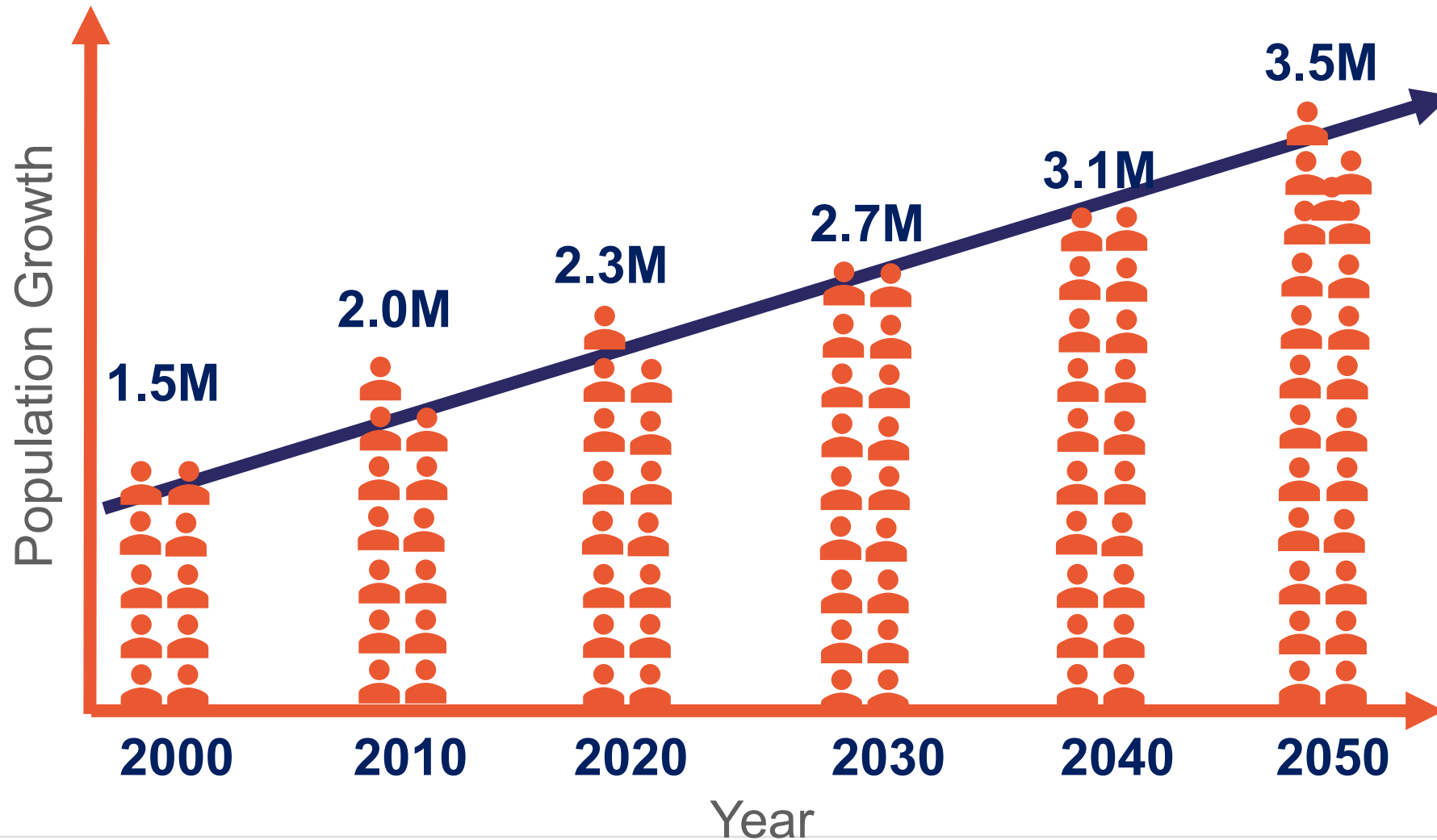
# Southwest Prosperity Zone

- Anson
- Cabarrus
- Cleveland
- Gaston
- Iredell
- Lincoln
- Mecklenburg
- Rowan
- Stanly
- Union

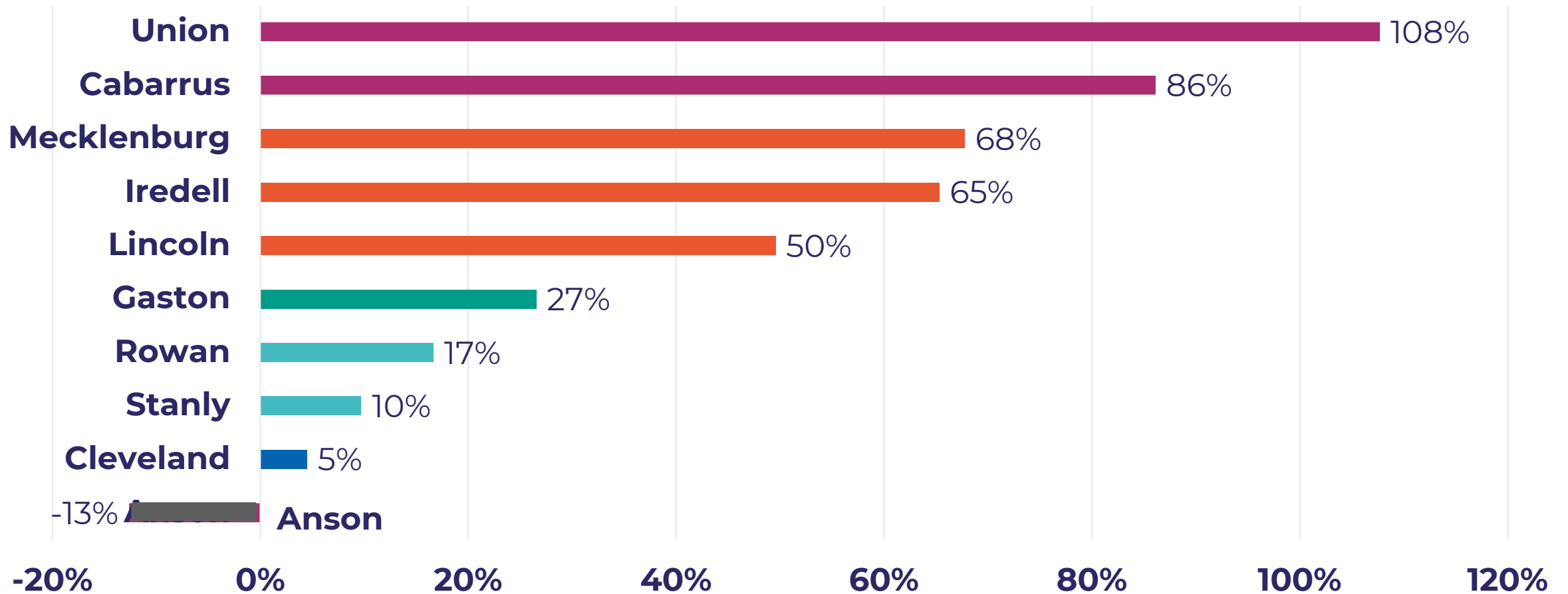


# Expected Growth: Centralina Region

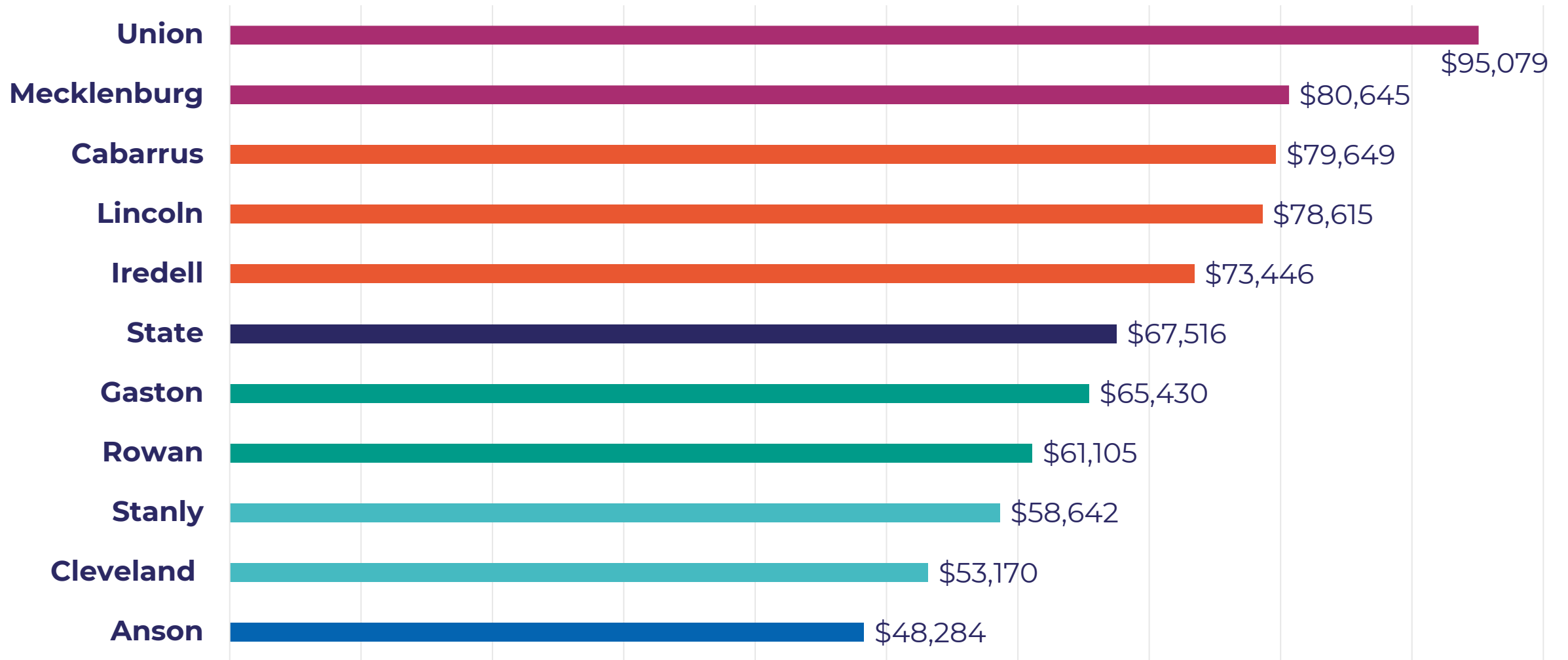
 = 150,000



# Change in Population 2000-2023



# Median Household Income 2022



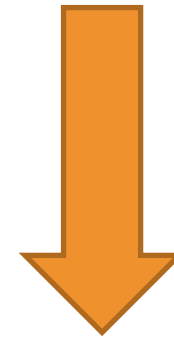
# Regional Trends We're Monitoring

1. Increasing Older Adult Population
2. Expanding Regional Affordability Challenges
3. Diversifying Regional Economy
4. Aligning Careers & Economic Opportunities
5. Widening Regional Gaps in Health and Prosperity



# 2010-2021 Regional Population Growth By Age Cohort

Total population  
increased by **19%**



0-19 age cohort  
increased by **8%**

20-54 age cohort  
increased by **14%**

55+ age cohort  
increased by **44%**





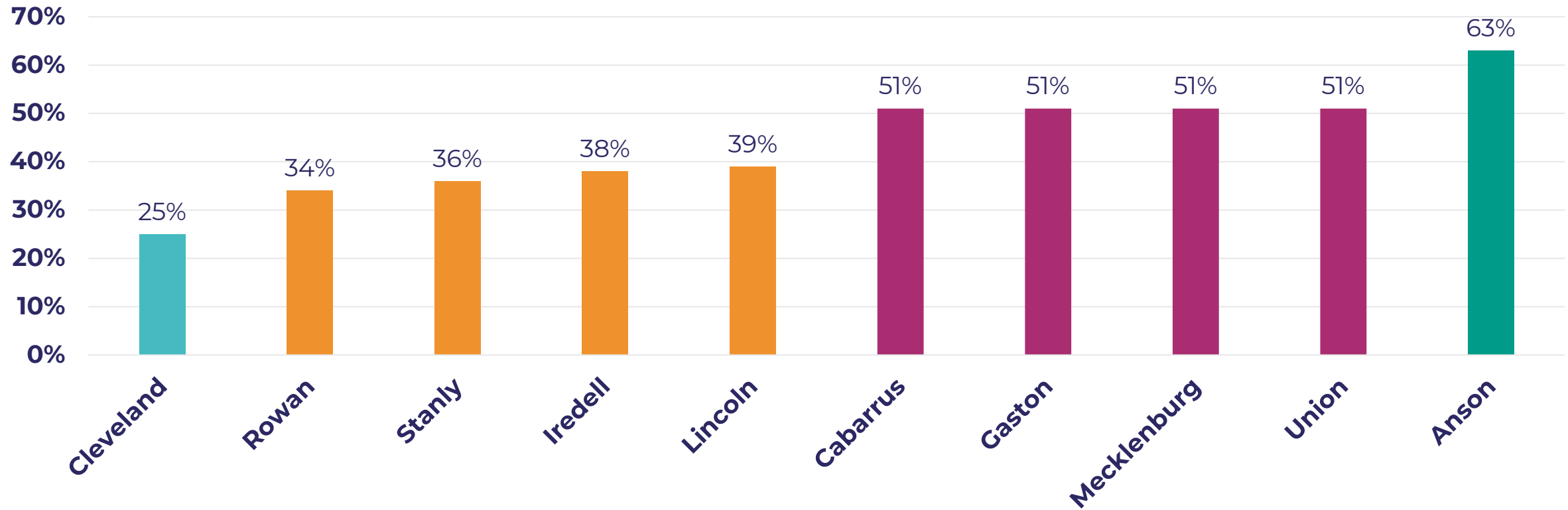
## 2021-2041 Older Adult Population Projection

**54%** average increase of adults 65+ region-wide

### Implications & Opportunities:

- Increasing need for local and regional services for older adults and workforce to support demand
- Planning for “Age Friendly” communities and services
- Assets & Opportunities: growing the Silver Economy, volunteer and mentor programs

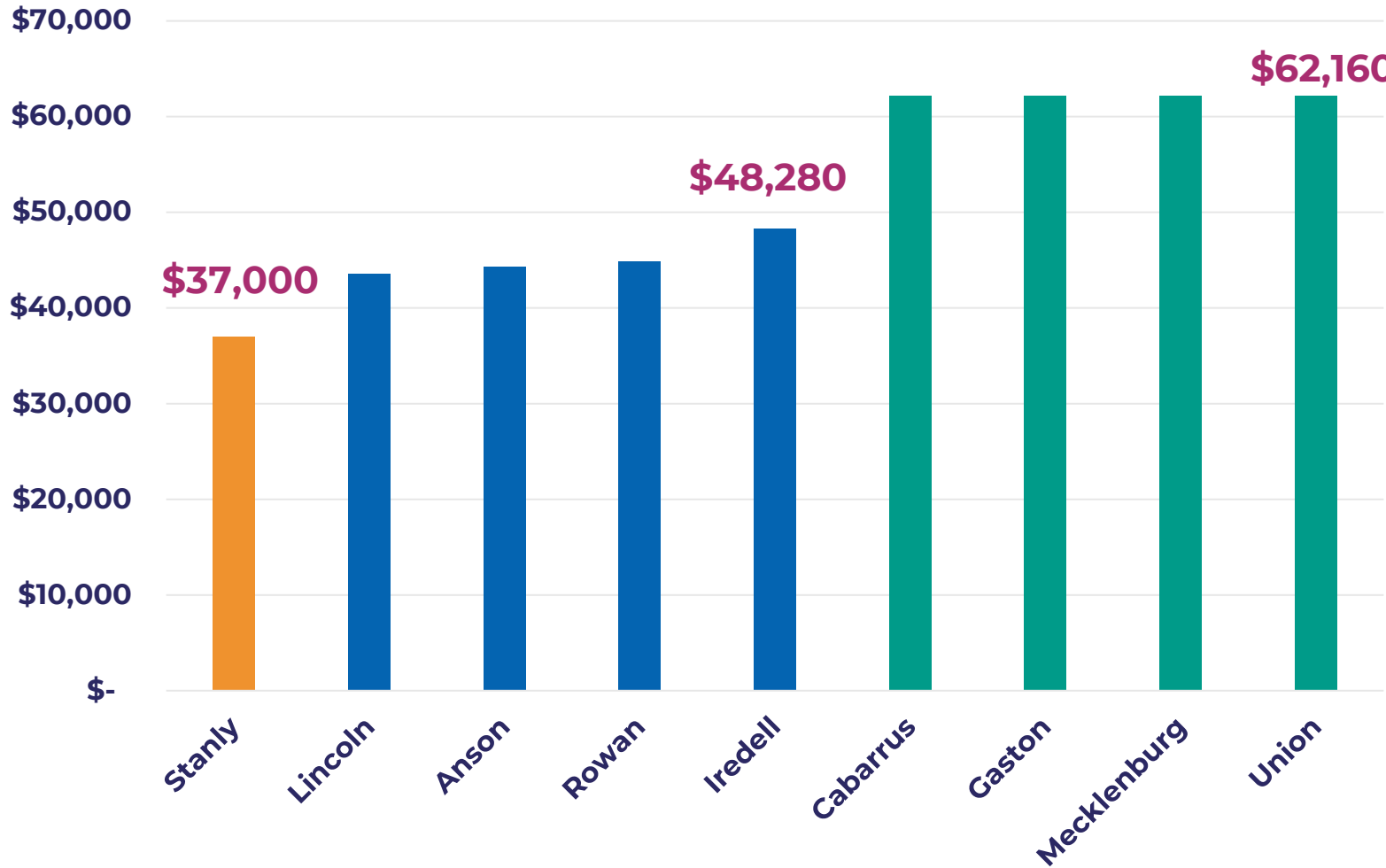
## % increase in Fair Market Rent in last 5 years



**Home Ownership: Between 2020-2022, median home price in the region increased by 54%**



# Income Needed to Afford Fair Market Rent



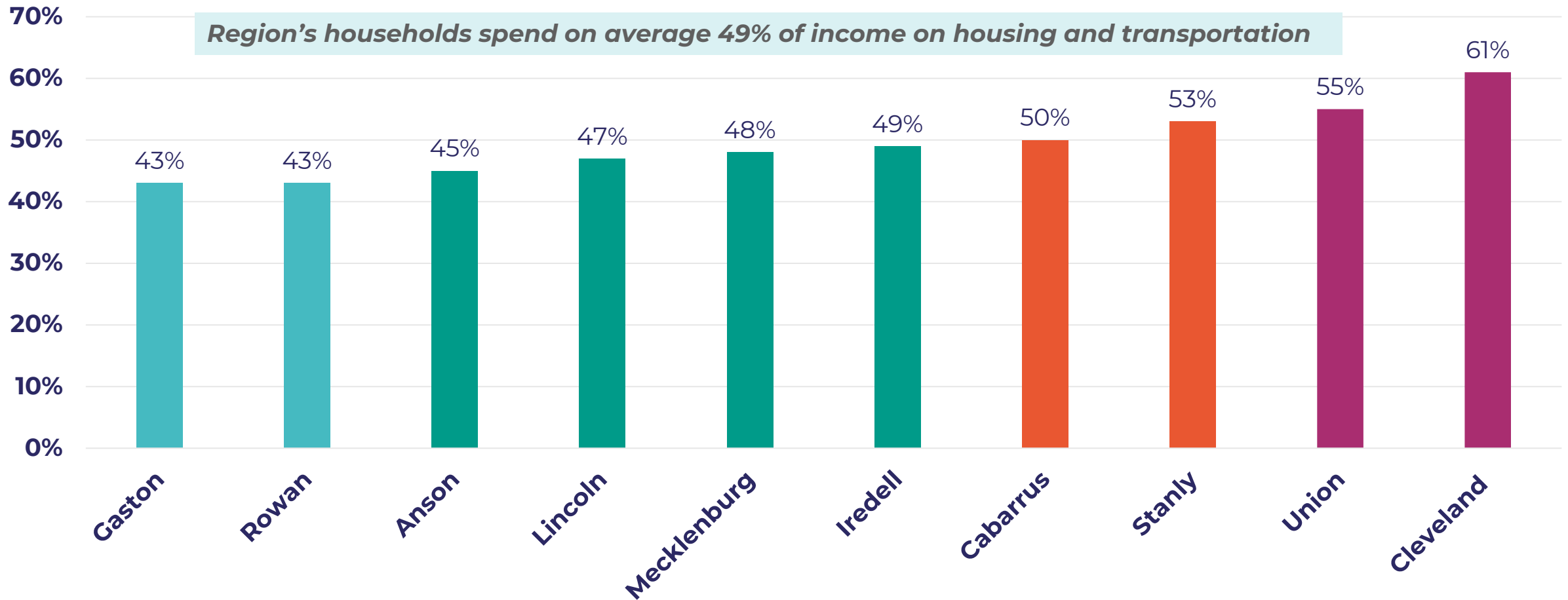
Missing Middle:

- \$48,990- Average annual salary of an elementary School Teacher in Union Co.
- \$32,490 – Average annual salary of a firefighter in Iredell Co.
- \$25,550 – Average annual salary of a childcare worker in Stanly Co.



# Housing + Transportation Costs

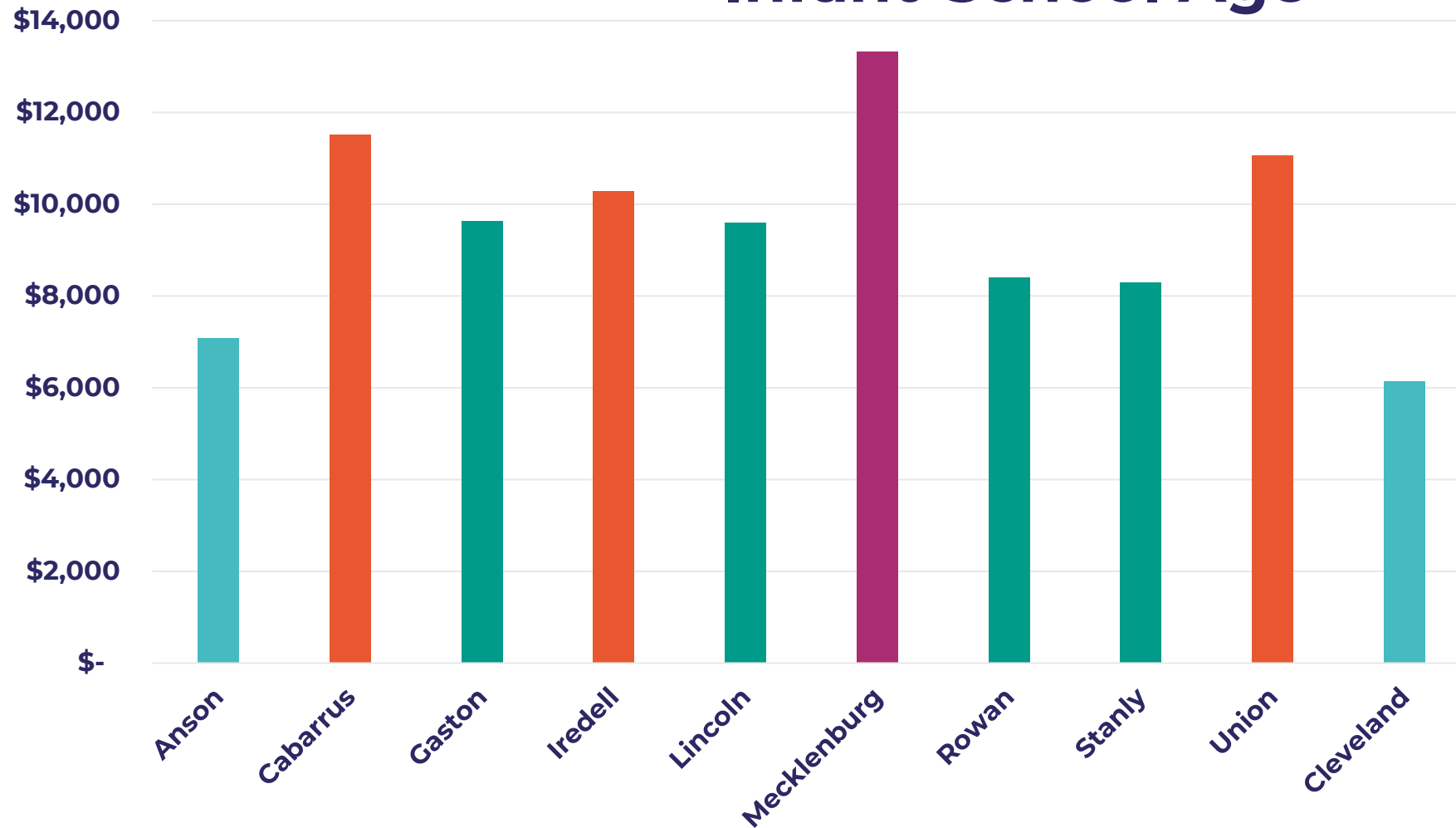
as a percentage of income





# Average Childcare Costs

## Infant-School Age



- Costs vary by child age
- Regional Average for Infant Care: **\$11,467** or **14%** of annual HH income (*higher for single head of households*)
- Regional costs for age groups on-par with state averages





**90% of homes** in our region are **unaffordable** for **half of our region's households.**

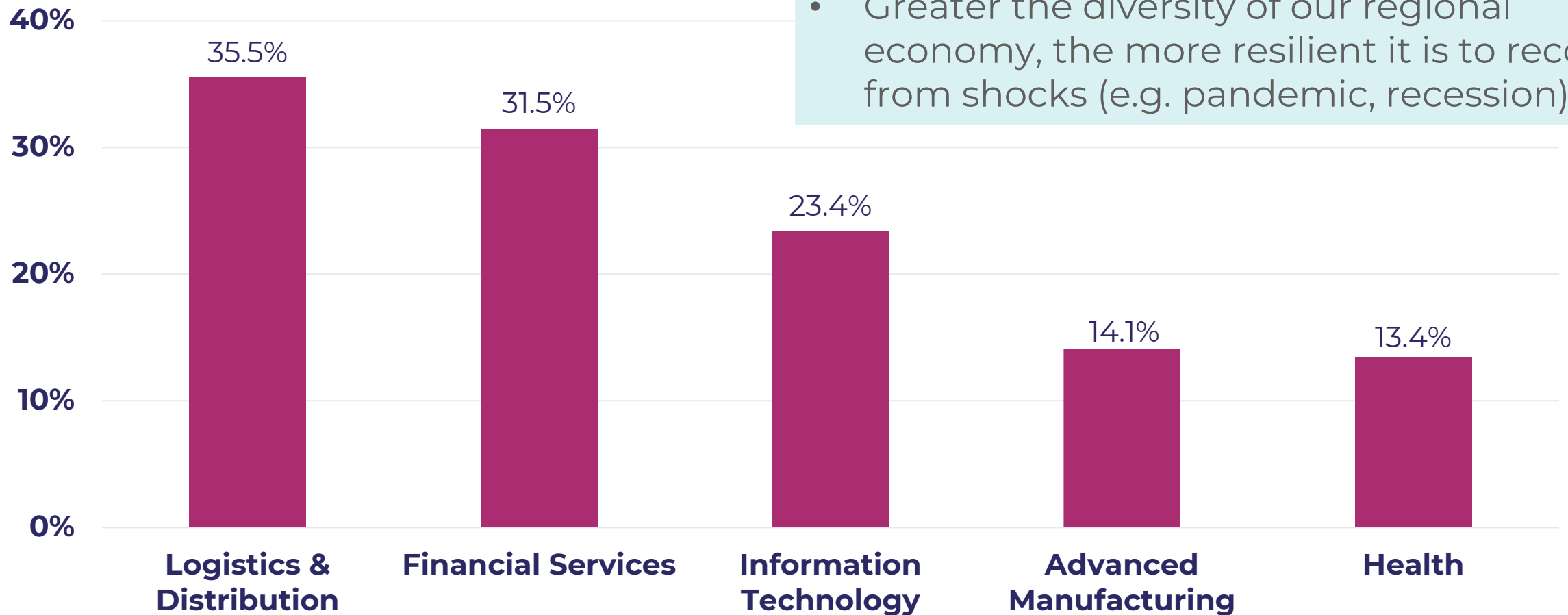


## Implications & Opportunities:

- Diversity of housing types and overall housing supply can increase the affordability of units
- Attracting living wage jobs can boost household income
- Affordable housing further from job centers adds to household costs



## Targeted Industry Job Growth



### Implications & Opportunities:

- Greater the diversity of our regional economy, the more resilient it is to recover from shocks (e.g. pandemic, recession)



## Industry Job Growth

2018-2023 % Change in Jobs







# AI & Automation Disruption Potential

**40% of adults 25-44 region-wide do not have a college degree or credential**



**80% of jobs at risk of automation require only a high school diploma or no formal education**

## **Region's Top Occupational Categories at Risk:**

- Hospitality
- Production\*
- Back Office\*
- Financial Services\*
  - Logistics\*

*\*Regional Targeted Industry*



## Region's Top 5 Growing Occupations

Occupation	2023 Median Salary	2023 Hourly Wage	2018-2023 Change in Jobs
Management	\$93,588	\$56.96	44,596
Business & Financial Operations	\$81,314	\$50.51	43,892
Transportation & Material Moving *	\$36,181	\$21.09	25,064
Sales & Related *	\$41,992	\$35.18	19,694
Office & Administrative Support *	\$41,279	\$22.31	19,679

***\*Median salary is not enough to afford fair market rents in 8 out of 10 counties***



# SW Prosperity Zone Attainment

- MyFuture NC 2030  
Proposed Southwest  
Attainment Goal: **537,030**  
individuals with a high-  
quality credential  
or a postsecondary degree
- 60% adults 25-44 have a  
degree or credential
- 80.4% of postsecondary  
degrees and credentials are  
aligned with labor market  
needs.
- Top areas of misalignment:
  - Business Management &  
Administration: bachelor's
  - Finance: bachelor's
  - Information Technology:  
bachelor's





## Implications & Opportunities:

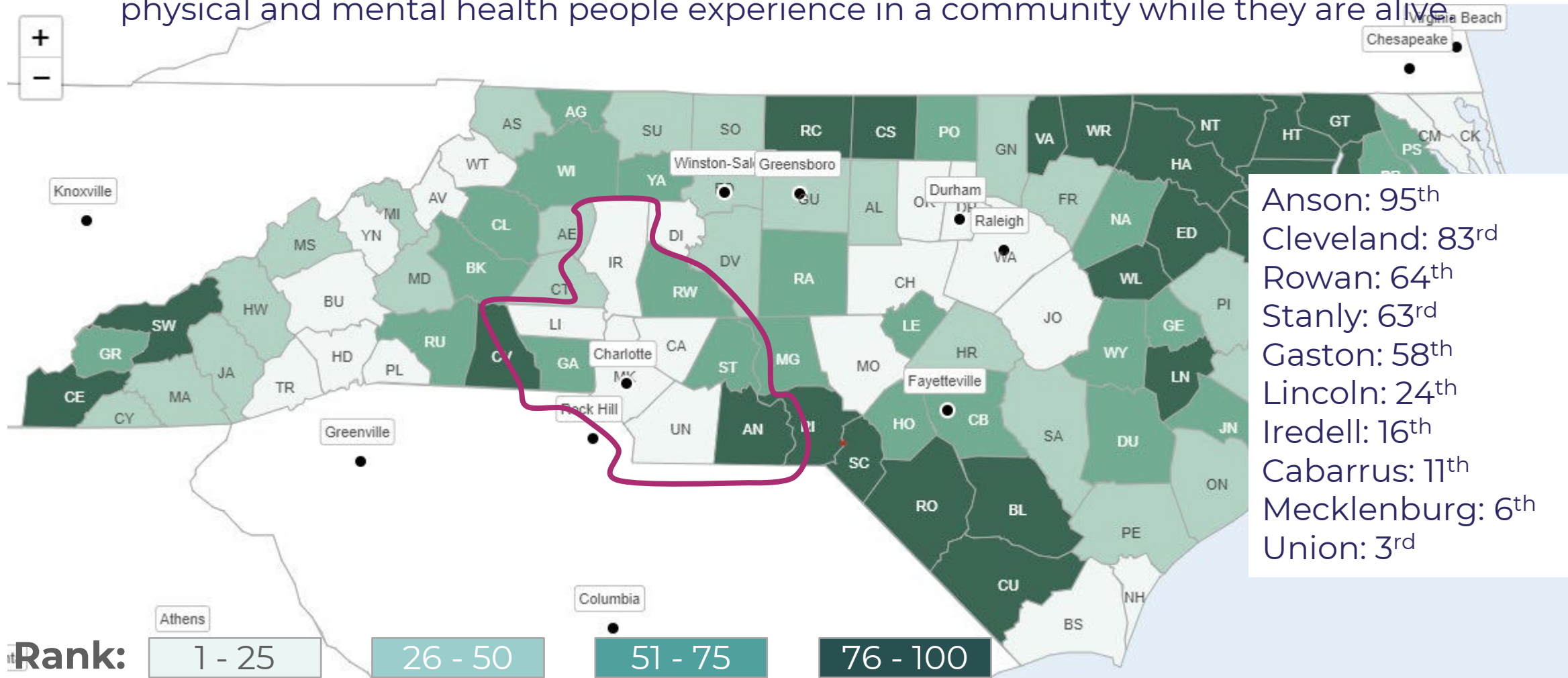
- We're growing jobs in industries that have a higher risk for automation and AI
- Upskill and reskilling of the workforce will be critical to navigating AI and automation disruptions
- Retain, expand and attract higher-wage, higher-skill industries
- Invest in county-specific opportunity areas to improve attainment and jobs-skills alignment





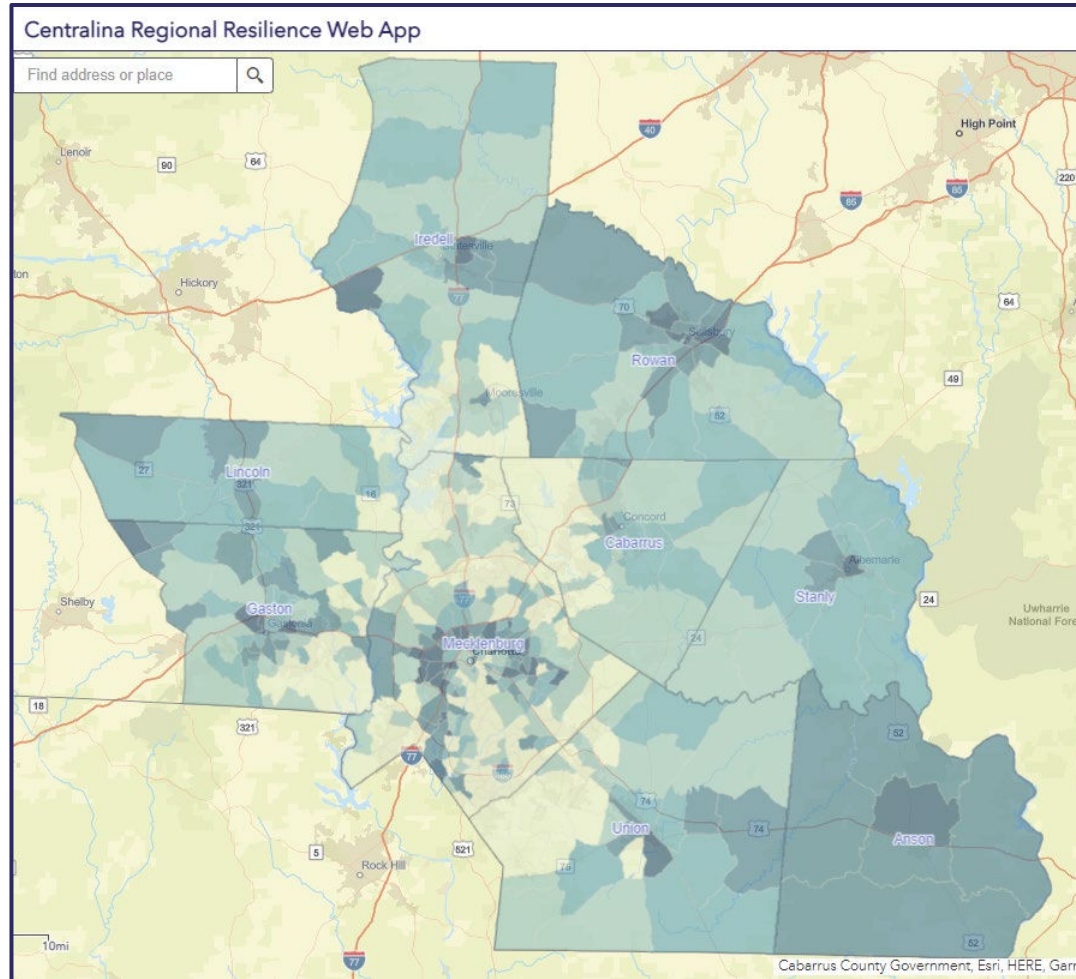
## County Health Outcomes (2023)

Health Outcomes tell us how long people live on average within a community, and how much physical and mental health people experience in a community while they are alive





## Are Our Communities Healthy & Resilient?



Most Resilient  Least Resilient

### Implications & Opportunities:

- Variation across the region on county health and resiliency indicators
- More rural counties and communities are at greater risk
- Opportunities for regional collaboration in support of local goals to improve health outcomes and resiliency indicators

# Connect With Us!



## Regional Data Portal

<https://centralina.org/data/>

## Economic Development Strategy

[www.centralinaedd.org](http://www.centralinaedd.org)

## Thank you!

Geraldine Gardner

Executive Director

[ggardner@centralina.org](mailto:ggardner@centralina.org)

Greater Charlotte Region's  
Comprehensive Economic Development Strategy  
2023 – 2028

**PROSPERITY FOR ALL**  
Executive Summary

