The Effect of Adding County Trade Pull Factors, Trade Area Capture & Market Share Percentage Analysis to the Formula for Calculating Tier Ratings for North Carolina Counties

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NC COOPERATIVE EXTENSION

The Effect of Adding County Trade Pull Factors, Trade Area Capture & Market Share Percentage Analysis to the Formula for Calculating Tier Ratings for North Carolina Counties

Executive Summary

Each year, the North Carolina Department of Commerce divides the state's 100 counties into three tiers to indicate their level of economic distress or prosperity. Forty counties are placed in Tier 1 (most distressed) and 40 in Tier 2 (moderately distressed). These counties qualify for many state and federal rural development grant programs. The 20 counties in Tier 3 (least distressed) do not.

Currently, four factors are used in determining a county's tier status: median household income (MHI), population growth (POP), unemployment rate (UI) and per capita property tax value (PTV). Data are ranked and given an index value of 100 (strongest) to 1 (weakest). Those index values are added together to give the economic tier status of North Carolina counties. The formula is: Tier Rank = MHI + POP + UI + PTV. The total score is then ranked from 100 to 1 and separated by Tier 3, Tier 2 and Tier 1 status.

While they are strong indicators of a county's economy, these factors do not account for the creation and migration of wealth between counties. Adding County Trade Pull Factors (CTPF), a measure of per capita sales and use tax collections, Trade Area Capture (TAC), a measure of the spending strength of a county, and Market Share Percentage (MS), a measure of the county's impact on the state's economy, to the tier formula would help stakeholders quantify what they intuitively know about a county's economy, that large urban counties pull business and wealth out of rural, small counties. Adding pull factors to the state's tier calculation will improve the measure of the influence urban counties have on their rural neighbors. The new formula would be:

Tier Rank = MHI + POP + UI + PTV + CTPF + TAC + MS.

This report uses CTPF, TAC and MS calculations for FY 2021-22 (July 1 to June 30) to study the economic pull of the retail sector in five Tier 3 North Carolina counties to demonstrate the utility of adding CTPF, TAC and MS to the state's formula.

- **Mecklenburg County.** The city of Charlotte, NC is in Mecklenburg County. It has the second largest population (1,160,170), a CTPF of 1.44, sixth largest, which creates the largest economic impact TAC (1,665,421) of any county in North Carolina. That combination results in 15.41% (MS) of the state's economy. Without pull factors it ranks 16th in the state in terms of economic distress, fourth lowest in standing among Tier 3 counties. With pull factors added to the tier formula it ranks 98th, 3rd largest economy in the state in terms of retail strength and economic impact.
- **Dare County.** The county's permanent population grew 1.1 percent (65th largest in North Carolina) to 38,215 in 2022. Despite the population growth, Dare County's economic strength lies with its natural resource: the Outer Banks, a phenomenal tourist attraction for people from all over North Carolina, the United States and the world. County residents benefit from the economic pull of the Outer Banks, measured by the highest CTPF in North Carolina at 3.25. Under the NC Commerce

Department's system, Dare County is a Tier 2 county (78) but adding pull factors shows the impact of its 3.25 CTPF. That pull results in a county with the spending power (TAC) equivalent to a county with a population of 124,027 (81) and its MS generates 1.15% (81) of the state's economy. With pull factors added to the state's formula its overall index rank increases from 80th to 88th, moving it from the top Tier 2 county to the 12th largest Tier 3 county.

- **Macon, Pender, and Camden Counties.** All three are Tier 3 counties in 2022 under the current state formula. But two factors: total population and retail strength limit their economic standing. Macon County's CTPF of 1.21 is 10th highest (90) in the state, reflecting the economic pull its seasonal tourism business offers. Pender County's CTPF of 0.71 is (53) due to its proximity to New Hanover County (Wilmington). Camden County's CTPF of 0.44 is 90th (10) indicating it is a very rural county with little retail business. But its open space and proximity to places like Norfolk, VA and the Outer Banks attracts wealth and large estate development. Their TAC and MS rankings are both 53rd. When adding pull factors rankings to the state's formula Macon County's ranking drops to 77th, Pender County to 76th and Camden County to 51st.

This report shows that if the pull factors CTPF, TAC and MS were added to the formula for calculating tier status, in 2022 three counties: Macon, Pender and Camden would drop from Tier 3 to Tier 2, replaced by Dare, Forsyth and Catawba, and ten counties would drop from Tier 2 to Tier 1. Making these changes better reflects the level of economic dominance and or distress a county is in as it considers the metrics currently used by the NC Commerce Department to determine economic distress. And these adjustments create opportunities for the less influential counties to pursue state and federal funding for rural development.

Introduction

Quantifying the retail strength of an economy is relatively simple even with the many variables that must be considered. Intuition tells us that large population centers create many opportunities for local businesses to generate revenue by selling goods and services and for the state to collect sales and use tax. That intuition is supported by research conducted by Darling and Tublene (1996) showing counties with larger population generate higher sales tax collections. The State of North Carolina collects a base 4.25% sales tax, and all 100 counties assess local sales tax of 2%, with some counties adding an additional 0.25% to 0.75% (McLaughlin, 2021). Business, industry, and state and local governments spend the revenue and sales taxes to build infrastructure and provide service. Then the increased availability capacity of schools and public facilities and service entices more people to migrate into cities and urban counties, which increases demand for private and public services. And so, the circle continues.

In *The Rise of the Creative Class* (2004), Richard Florida discusses what drives industries and people to locate where they do and the economic impact of these decisions on counties. Florida's research shows there is much more to economic growth than a concentration of people or business. For example, counties with diverse populations, built and natural resources, open space, and creative centers (such as universities and medical centers) attract people and their spending power. In contrast, industries like agriculture build wealth in rural counties, but without vibrant service and retail sectors, these counties have a hard time keeping that wealth at home.

However, the lack of vital service and retail sectors in rural counties can be pushed out of shape or even broken by a shortage of local shops, service providers and other amenities. Property and income taxes help support county and local governments, but these units also need sales tax revenue to provide the level of services their residents expect. If residents cannot buy the goods and services they need inside the county borders, they will be pulled to neighboring counties to spend their money for those goods and services. And that sales tax is collected by the county where the spending occurred. This "pull" puts more pressure on the property and income tax base as the primary revenue source that helps rural counties build the facilities and infrastructure needed to attract new businesses and residents. And when the service and retail sectors are weak counties must look for outside sources of funding to build the necessary infrastructure.

So, how much pull does your county have – or lack?

Each year, the North Carolina Department of Commerce divides the state's 100 counties in three tiers to indicate their level of economic distress or prosperity. Forty counties are placed in Tier 1 (most distressed) and 40 in Tier 2 (moderately distressed). These mostly rural counties qualify for many state and federal grant programs that provide funding for rural development. The urban and suburban counties in Tier 3 (least distressed) do not. The tier formula fails to account for the movement of wealth generated in rural counties to more urban counties.

Currently, four factors are used in determining a county's tier: household income, population growth, unemployment rate and per capita property tax value. Adding County

Trade Pull Factors (CTPF), Trade Area Capture (TAC) and Market Share Percentage (MS) to the formula would help stakeholders quantify what they intuitively already know about a county's economy and provide an additional way to measure the economic influence urban counties have on their rural neighbors.

When we look at the top ten sales tax revenue generating counties in North Carolina there is a mix of Tier 3, Tier 2 and Tier 1 counties in FY 2021-2022. Sales and use tax revenues for the top ten revenue generating counties are shown in Table 1. These counties generated a combined $5.4 billion (56.6%) of the state's $9.6 billion in sales and use tax revenue. The next ten counties collected $1.09 billion (11.4%) in sales tax revenue. Of these two Tier 3 counties: Macon and Pender generated $82.0 million or 0.85% of the state's sales and use tax revenue while Camden County only generated $4.4 million or 0.05% of the state sales and use tax revenue.

Table 1. The FY 2021-2022 sales and use tax revenues

County (Tier)	FY 2021-2022 Sales and Use Tax Revenue	Percentage of Total State Sales and Use Tax Revenue (vs 2021)
MECKLENBURG (3)	$1,476,834,728	15.41% (+3.4)
WAKE (3)	1,265,683,419	13.21 (+4.1)
GUILFORD (2)	480,574,396	5.01 (+10.5)
DURHAM (3)	479,758,607	5.01 (+11.9)
FORSYTH (3)	374,579,773	3.91 (+8.9)
BUNCOMBE (3)	348,469,959	3.64 (+15.0)
NEW HANOVER (3)	317,824,767	3.32 (+12.9)
CUMBERLAND (1)	273,572,274	2.85 (+6.8)
CABBARUS (3)	234,710,055	2.45 (+10.7)
IREDELL (3)	175,306,592	1.83 (+10.8)
Top Ten Tier 3 Counties – Total	**5,427,314,520**	**56.63 (+16.4)**
STATE TOTAL	**$9,583,680,973**	**100.0%**

In contrast the top ten Tier 2 counties generated $1.88 billion (19.67%) in sales and use tax revenue while the top 10 Tier 1 counties generated $698 million (9.70%).

While county governments rely on the sales and use taxes collected to provide service and build infrastructure, industry also generates wealth that contributes to every county's economy. And like the metrics used by the state to determine levels of economic distress, industry revenue data only shows how much wealth was created within the boundaries of the county and does not reflect what happens to that wealth. A more detailed discussion of the revenue generated by the agriculture, timber and tourism industries is in the section titled Leading Industries.

Retail Strength

Quantifying the economic pull that counties have on one another is what pull factors are all about. They give us a way to quantify what we intuitively know about where we live. And that information gives elected officials and planners another tool to use to measure the impacts of economic development programs and the impact of the migration of wealth between counties.

For example, three very different North Carolina counties – Mecklenburg, Dare and Duplin – were selected and analyzed to show the impact pull factors have on retail and economic strength. Mecklenburg County has the state's second largest population with 1,160,170 residents. With a CTPF, as measured by per capita sales and use tax collections, of 1.44, Mecklenburg County has the spending power of a city with 1,665,421 residents and that spending power (MS) captures 15.41% of the state's economy.

In contrast, Dare County's population (37,813) ranks 66th but the Outer Banks beaches and its Atlantic Ocean shoreline create a tremendous local, regional, national and international pull. This pull results in the highest CTPF in the state at 3.25, which is 6.1 times larger than Duplin County and while its spending power (TAC) is significantly greater than its permanent population, its TAC is 13.4 times smaller than that of Mecklenburg County. While its population is relatively small its pull gives Dare County the spending power equivalent to 20th largest county in North Carolina. And while its geographic footprint and its permanent population are small, its beaches and restaurants push its MS to 20th, generating 1.15% of the state's overall economy.

Duplin County continues to be the largest agriculture county, with Sampson County second in 2021. While both generate significant agriculture industry wealth, Duplin's lack of retail business it a CTPF of 0.53, 19th lowest in the state. And that flow of wealth out of the county reduces the spending capacity (TAC) to that of a county with 30,644 and a MS of 0.28%, both 43rd in the state.

County rankings for TAC and MS are the same because MS is a mathematically proportional to TAC. Therefore, when using an index of 100 to 1 their index ranks for both factors are the same.

Leading Industries

This section highlights data for three key industries in North Carolina: agriculture, forestry/timber and tourism. These industries are the economic drivers in 96 of the 100 counties in North Carolina. Military spending has a significant impact in Craven, Cumberland, Onslow, and Wayne County, and those impacts can be seen in the increased CTPF and TAC data for these counties relative to the rest of the rural counties in each of their districts.

Wayne County's CTPF is 0.72, Onslow County's CTPF is 0.87, and Cumberland County's CTPF is 0.90. Three factors likely influence these data. One, their geographic footprints spread into multiple counties, two, retail sales spending at base commissaries influence retail spending data and three, off-base housing in the adjacent counties creates situations where dining and shopping is done in towns and counties away from the bases. In Onslow County a lot of money the wealth of the military personnel is spent in businesses and restaurants close to Camp LeJeune.

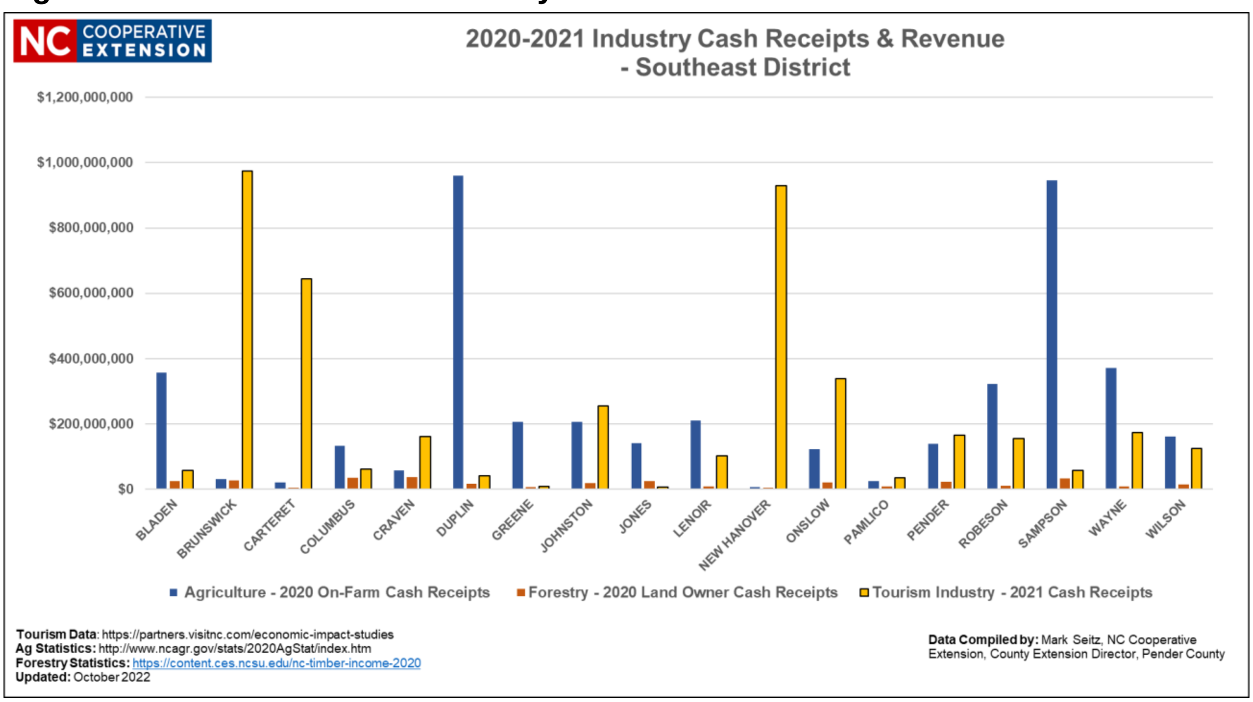
In 2020 Camp LeJuene's military population included 137,526 Marines, sailors, retirees, their families and civilian employees, or 79% of the county's population. Without that presence, Onslow County's population would be 36,353, its retail and service industries would be much smaller and its CTPF would be like its neighboring counties. And while the presence of the military is important this section and this report focuses on the agriculture, timber, and tourism revenue data from all 100 counties, grouped by NC Cooperative Extension's administrative districts.

At the time of this report 2021 industry data for agriculture and timber are not available so industry comparisons will consider 2021 tourism in comparison to the available data for agriculture and timber from 2020. Tourism revenues across North Carolina increased from $19.96 billion in 2020 to $28.92 billion in 2021, an increase of 44.9%.

Southeast District

Tourism revenue rebounded significantly across the district, rising $1.16 billion across the district to over $4.3 billion in 2021. Tourism revenues in the four coastal counties of Brunswick, New Hanover, Carteret and Pender accounting for 63% of the district's tourism business. Johnston County's tourism revenues rose to $255 million, an increase of 40% compared to 2020. Across the region the agriculture and timber industries continue to lose ground (literally) as development and multiple externalities such as generational changes, nuisance lawsuits against the agriculture industry, rising input costs and market volatility erode the ability of farmers to remain profitable. In the Southeast District, agriculture and timber are the largest industries in 10 of the 18 counties but tourism revenue surpassed agriculture and timber revenue in Johnston and Pender County in 2021 for the first time.

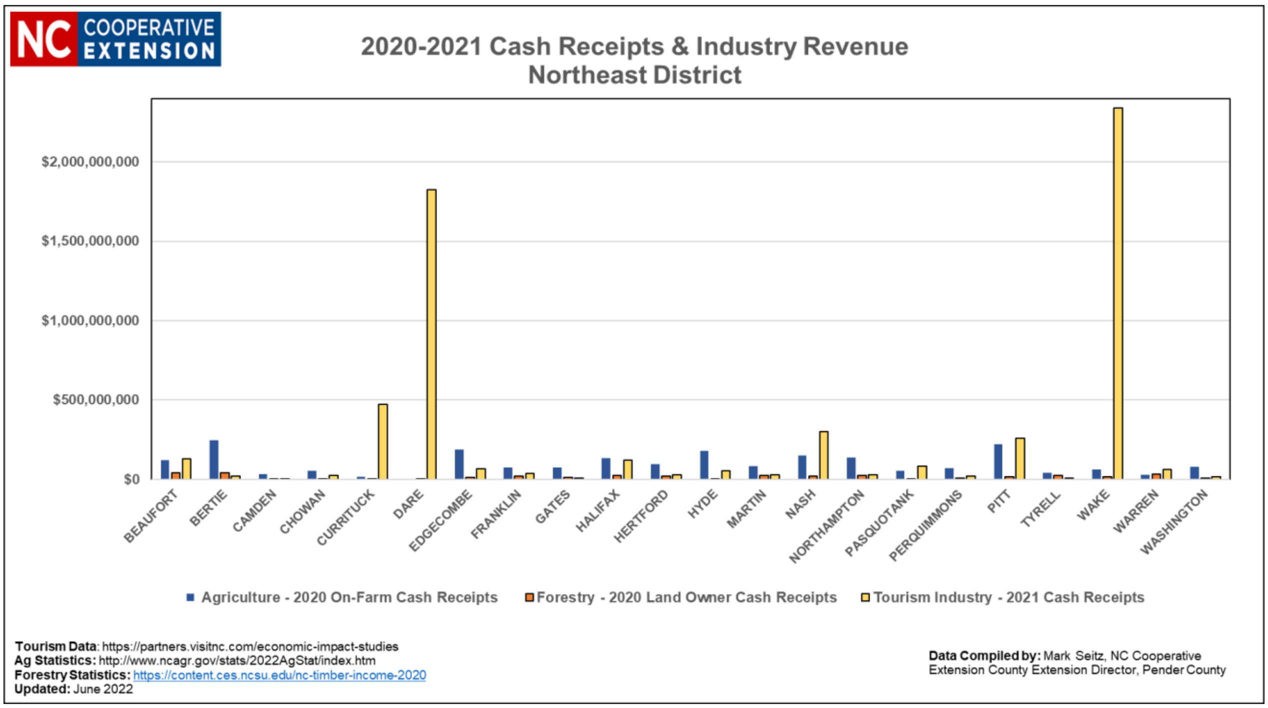
Figure 1. Southeast District Industry Revenue



Northeast District

The Northeast District includes 22 mostly rural counties. Tourism is the driving force in this region, accounting for 18.7% of the state's and tourism revenue and 78.2% of the district's tourism revenue (Figure 2). Wake County's tourism grew from $1.68 billion to $2.34 billion between 2020 and 2021. Dare County's tourism industry grew from $1.41 billion to $1.83 billion, and Currituck grew from $456 million to $473 million. The other 19 counties are rural, marked by the presence of many small towns, farms and timberland, generating a combined $1.92 billion in agriculture and timber sales. While agriculture and timber are the major industries in 16 of the 22 counties, their economic output is dwarfed by Wake, Dare and Currituck County.

Figure 2. Northeast District Industry Revenue

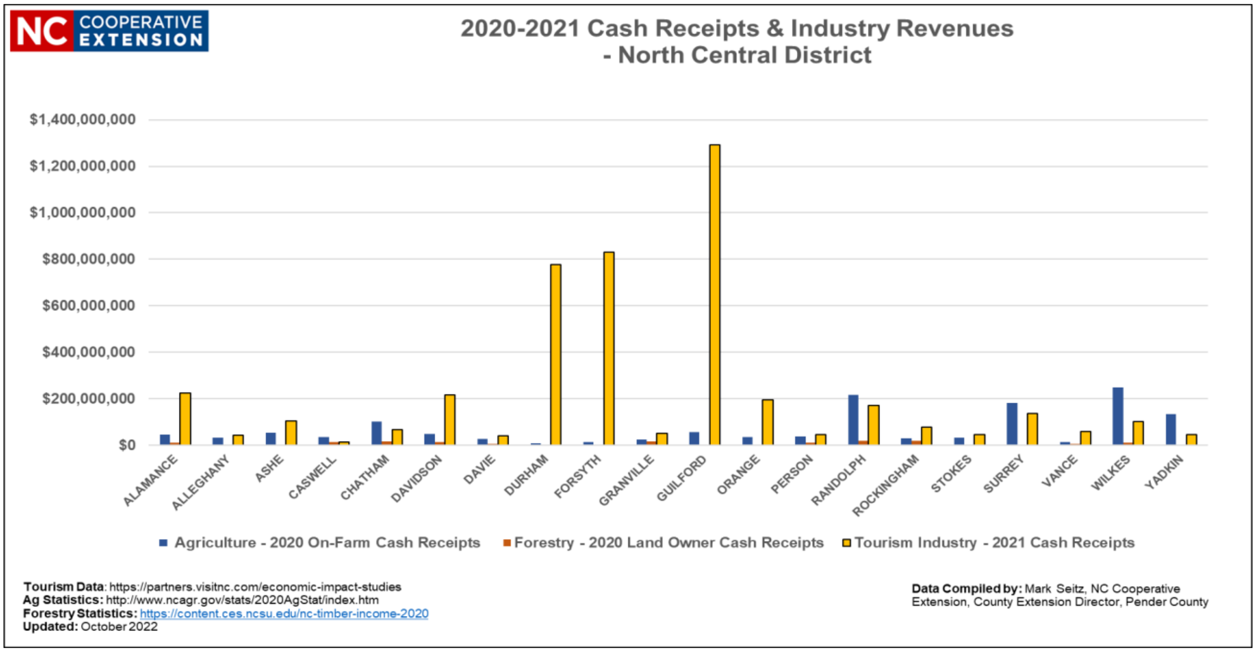


North Central District

Like the Northeast District, the economy of the twenty North Central District counties is dominated by three counties – Durham, Forsyth, and Guilford. These counties generated 11.2% of the state's and 63.8% of the district's tourism business (Figure 3). Visitors are drawn to the University of North Carolina, Duke University, Duke University's medical facilities, Wake Forest University, museums, retail shopping outlets and recreation. Combined with easy connectivity via multiple interstates these counties attract visitors from all over the region and state.

While the population centers in this region dominate the economy, agriculture and timber generated $1.55 billion dollars in revenue in 2020. Farmers markets and vineyards are significant tourism attractions in this region.

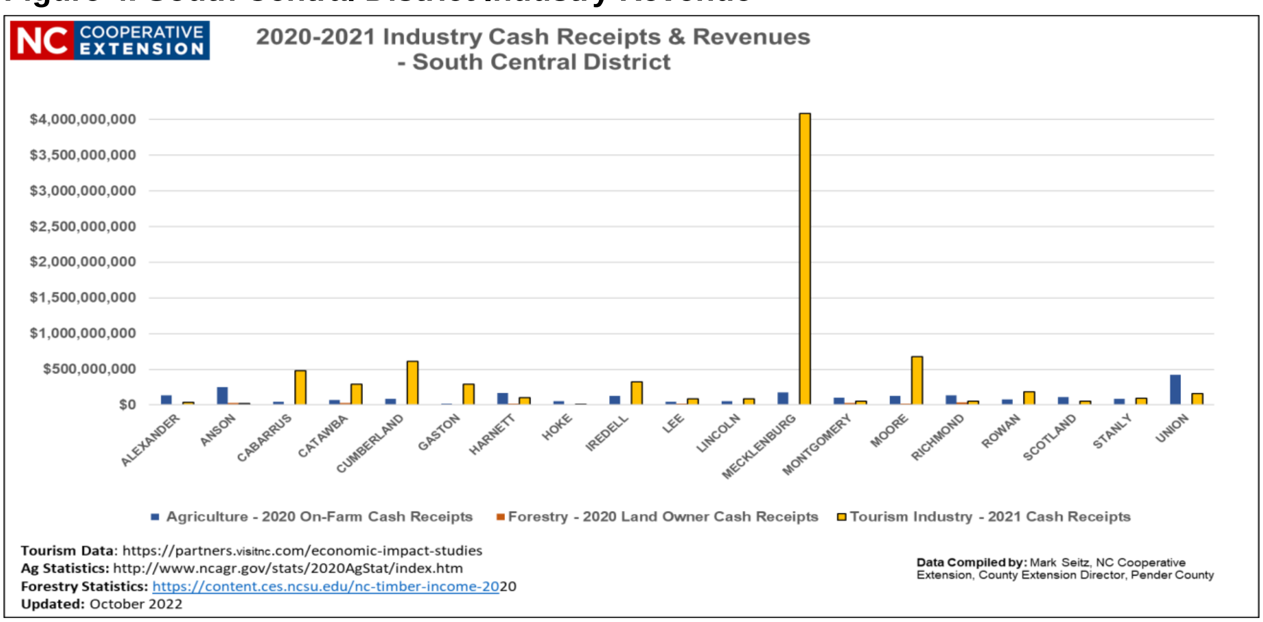
Figure 3. North Central District Industry Revenue



South-Central District

The South-Central District includes 19 counties, with Mecklenburg County the district's largest. The South-Central District generated 46.2% of the state's tourism business in 2021 with Mecklenburg County generating 53.1% of the district's total. Its agriculture (livestock, grain and fruit and vegetable sales) and timber industry created $2.56 billion and while the tourism and spending power of Mecklenburg County is obvious, it is also #1 in North Carolina in crop production value because of its landscape horticulture industry (Figure 4).

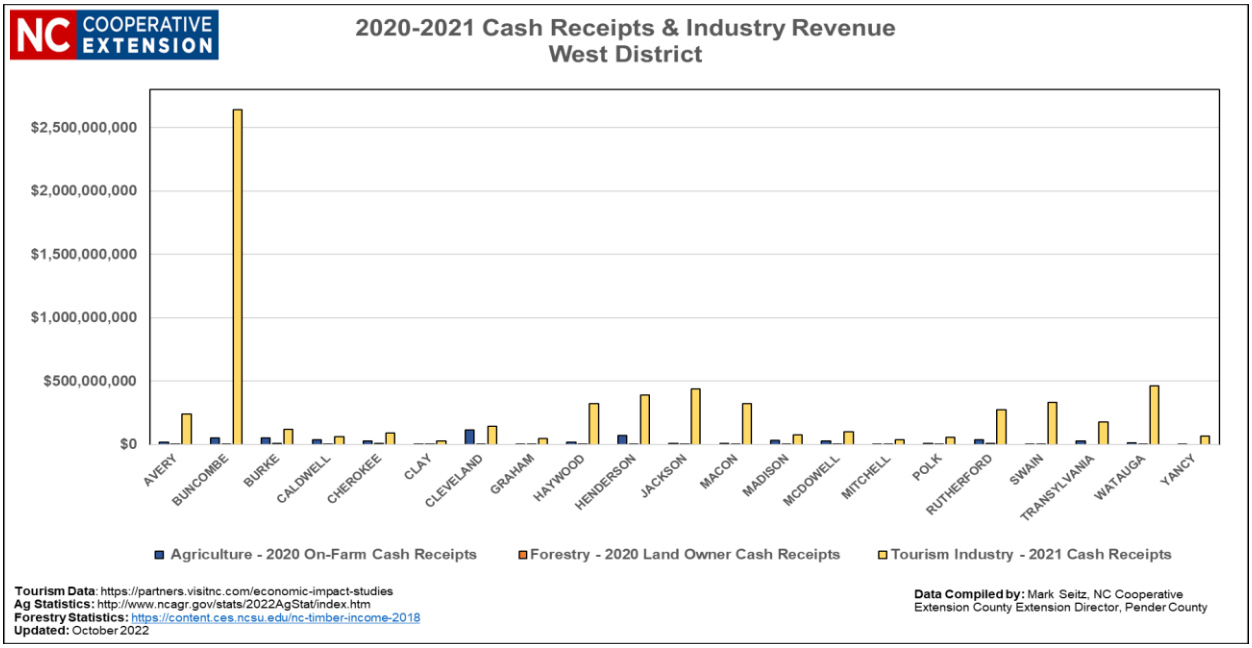
Figure 4. South Central District Industry Revenue



West District

Tourism is the number one industry in all 21 counties in the West District. It generated $6.4 billion in tourism revenue in 2021, 26.0% of the state's total. Buncombe County dominates the region $2.6 billion of the district's $6.4 billion. Agriculture and timber created $642 million in wealth in 2020 but its mountainous terrain limits agriculture production to river bottom land for horticulture production or hillsides where Christmas tree production, apple orchards and livestock grazing is prevalent (Figure 5).

Figure 5. West District Industry Revenues



County Pull Factors

Figure 6 provides a visual perspective of how high and low CTPF counties are spread across the state. The formula for calculating CTPF follows.

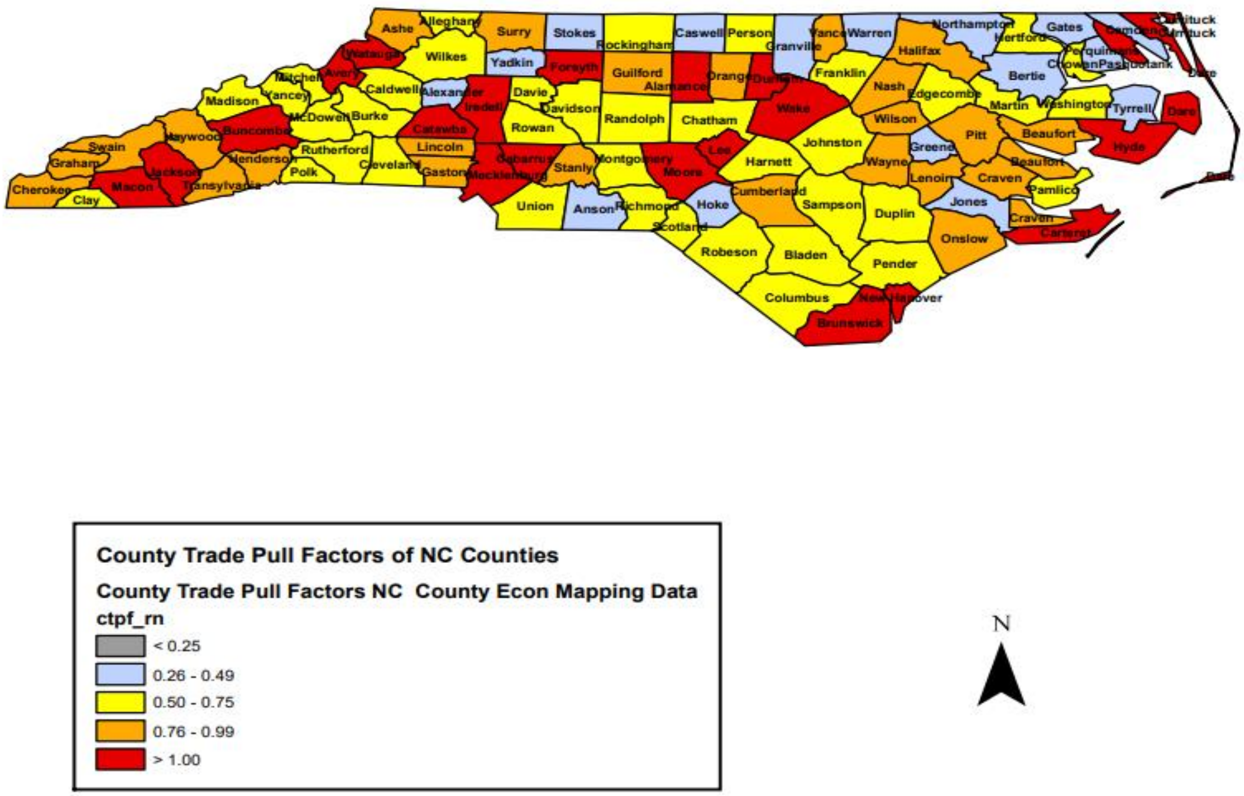
CTPF = [(county sales tax revenue ÷ county population) / (state sales tax revenue / state population)]

In 2021, twenty counties in North Carolina had CTPFs greater than 1.0, which means they pull revenue from nearby counties. That is down from twenty-two in 2020 with Lee and Pasquotank dropping to below 1.0. The top five counties with the highest CTPFs are:

- Dare (3.25)
- Durham (1.61)
- Currituck (1.52)
- Avery (1.51)
- New Hanover (1.49)

The average CTPF for these 20 counties is 1.35. Six coastal and four mountain counties are represented, and the remaining counties are high population counties easily accessible by interstates or four-lane highways or are home to major natural attractions. Twenty-six counties have CTPFs between 0.76 and 0.99 (shaded orange in Figure 6). These are large, suburban counties with a concentration of retail business, built or natural attractions and military (Cumberland, Craven and Onslow). Thirty-seven counties have CTPFs between 0.75 and 0.50 (shaded yellow and orange in Figure 6). These counties have higher per capita incomes and higher concentrations of retail businesses than those with CTPFs below 0.5, but they still lose revenue to nearby urban counties or counties with natural attractions. Seventeen counties have CTPFs below 0.5. These counties rely on agriculture and timber sales to generate wealth and have small populations. They also have small retail sectors, so residents must drive significant distances to find the goods and services they need and want.

Figure 6: North Carolina County Trade Pull Factors Map – FY 2021-22.



Map Created by: Drew Bresingham Biological Invasions Lab at the Center for Geospatial Analytics, College of Natural Resources, North Carolina State University. 2022.

Trade Area Capture

Figure 7 provides a snapshot of how a county's pull, or its loss of spending to adjacent counties, influences its per capita capacity to generate sales tax revenue. The formula for calculating TAC follows:

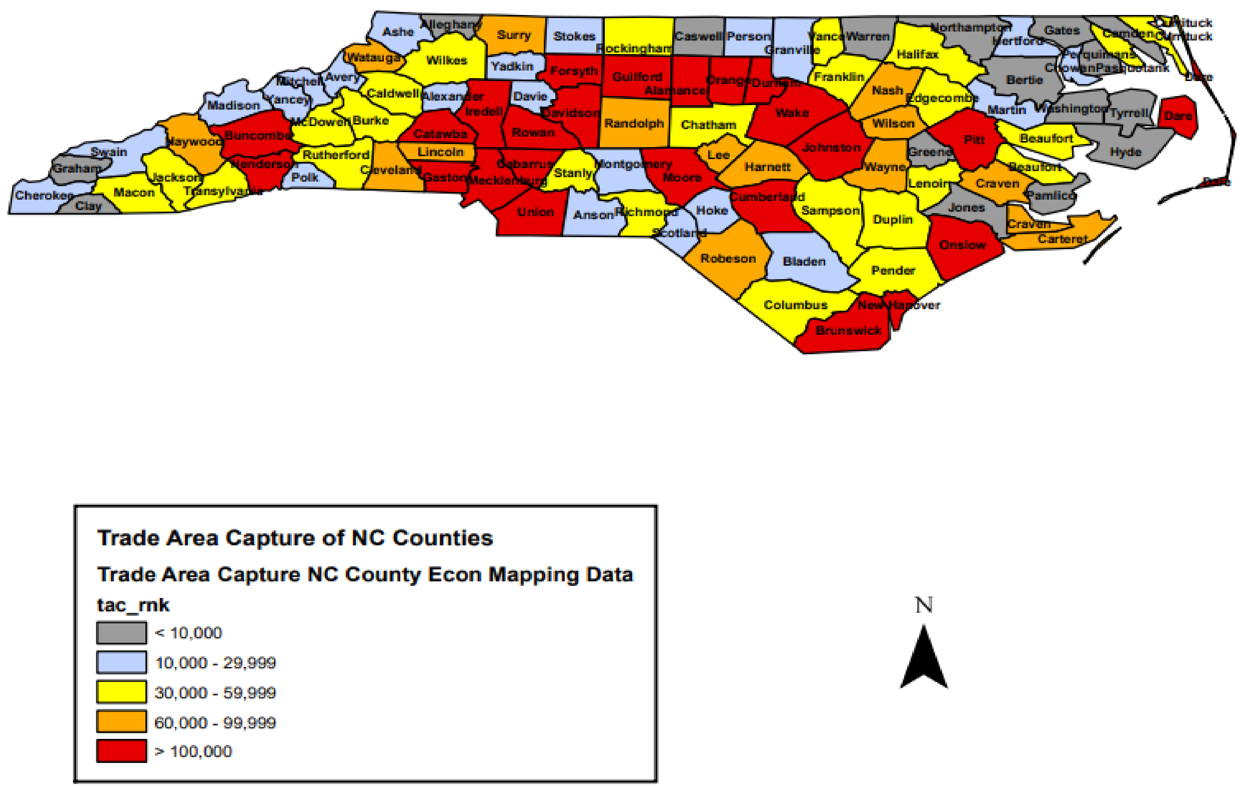
*TAC = county CTPF * county population*

There are twenty-four counties with trade area captures greater than 100,000. Four of these counties; Guilford, Forsyth, Buncombe and New Hanover, have populations over 225,000 and dominate their regional economies. Those four counties also pull enough business to generate $1.52 billion in sales and use tax revenue and $15.87% of the state's sales and use tax revenue. That is comparable to 40, Tier 1 and 10, Tier 2 counties that are deemed 'moderately and least economically distressed' by the NC

Commerce Department Tier rankings, which will be discussed later in this paper. Dare County's population ranks 66th in the state but the county's beaches attract so many tourists, it has a CTPF of 3.25 and a TAC of 118,378, giving it an index value of 80th in the state.

In contrast, nineteen counties have populations less than 20,000 people and only Avery County with a CTPF of 1.51 (97th) have TAC's greater than 25,000. Tyrell County's population of 3,719 has a CTPF of 0.48, resulting in a TAC of 1,787, and an index of 1, the lowest in the state. But Tyrell's agriculture and timber industry still contributes $49.5 million to the state's economy.

Figure 7. North Carolina County Trade Area Capture – FY 21-22



Map Created by: Drew Bresingham Biological Invasions Lab at the Center for Geospatial Analytics, College of Natural Resources, North Carolina State University. 2022.

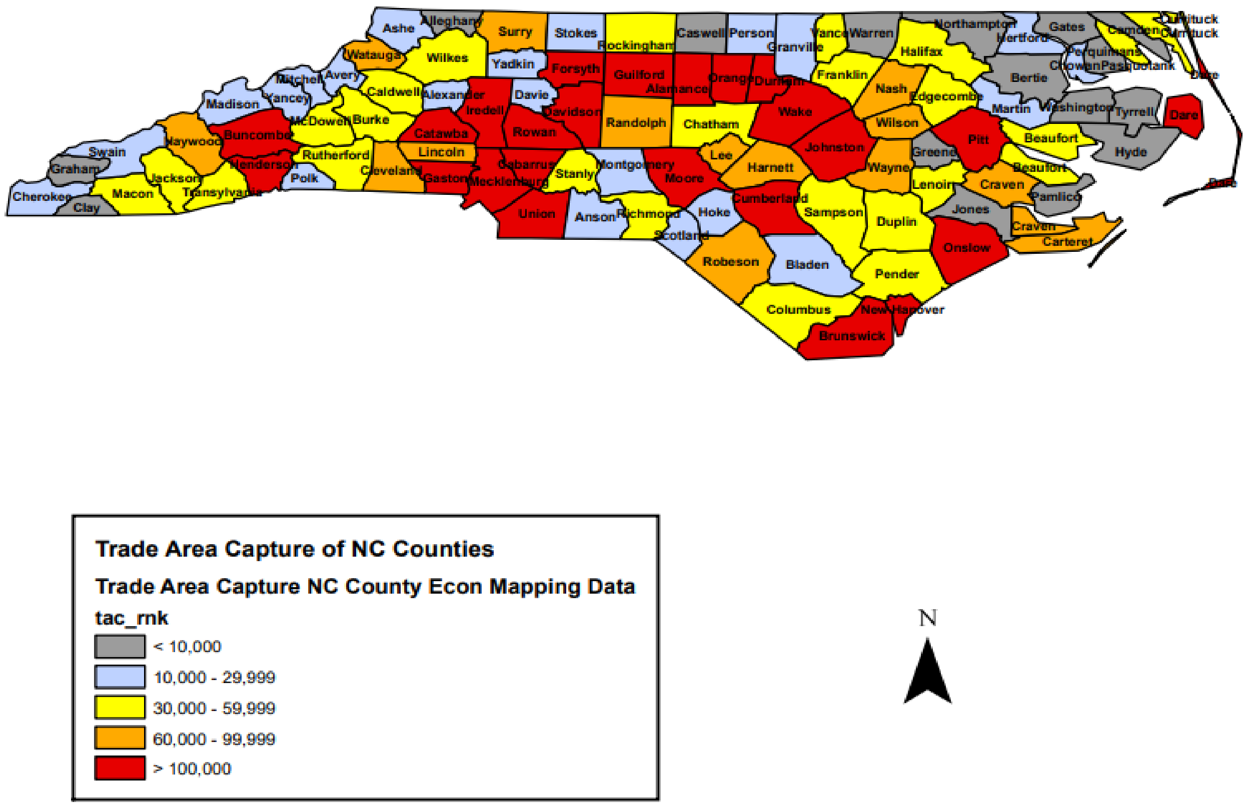
Market Share

Figure 8 shows the market share (MS) that each county generates as a percentage of the state's total sales tax revenue. The formula for calculating MS follows:

MS = county TAC ÷ state population

MS is the TAC of a county on a percentage basis. Twenty-two counties have MS percentages greater than 1.00% and represent 74.08% of the state's retail activity. Mecklenburg (15.41%), Wake (13.21%), Guilford and Durham (5.01%) and Forsyth (3.91%) make up the top five counties. Dare County, with the state's largest CTPF, generates 1.15% of the state's retail activity. And it takes sixty-five counties with the lowest MS values to exceed Mecklenburg's 15.41%.

Figure 8. North Carolina County Percentage Market Share (MS) – FY 21-22



Map Created by: Drew Bresingham Biological Invasions Lab at the Center for Geospatial Analytics, College of Natural Resources, North Carolina State University. 2022.

Twenty counties have MS values between 0.51 and 1.0 and 57 counties have MS values of less than 0.5. Tyrell County in the Northeast District has the lowest MS (0.02). While retail activity in these 57 counties is low, they generated $6.95 billion dollars in agriculture and timber industry revenue combined in 2020 and an additional $4.78 billion in tourism revenue.

Tier Designations & Economic Distress Ratings

As mentioned earlier, the North Carolina Department of Commerce uses four factors to calculate the economic distress level of every county in the state:

- Average unemployment rate (UI)
- Median household income (MHI)
- Adjusted property tax per capita (PTV)
- Percentage growth in population (POP)

Each county is then ranked by the impact indicator from a score of 100 to 1. Counties that rank the highest in each of these categories are given a score of 100. Each of the ranks are added up to give the total rank. The bottom 40 counties based on the total combined scores are classified as Tier 1 counties, which are the most economically distress. These counties have small retail sectors, small populations or are near other counties with large economies. The middle 40 counties are classified as Tier 2 counties and are moderately distressed economically and the Top 20 counties by combined scores are classified as Tier 3 counties and are determined to be the least economically distressed. The state map in Figure 9 shows the Tier 1 counties in yellow, Tier 2 in orange and Tier 3 in red for 2021 as determined by the North Carolina Department of Commerce.

When factoring in CTPF, TAC and MS into the current calculations three Tier 2 counties rise to Tier 3 and three counties drop to Tier 2. The counties that move up are Dare, Forsyth and Catawba. The three that drop to Tier 2 are Macon, Pender and Camden. While the economies of the Tier 3 counties that would drop to Tier 2 are strong, the change in Tier status better reflects their economic standing in their respective regions of the state. And it accounts for the pull that counties with large economies have on them.

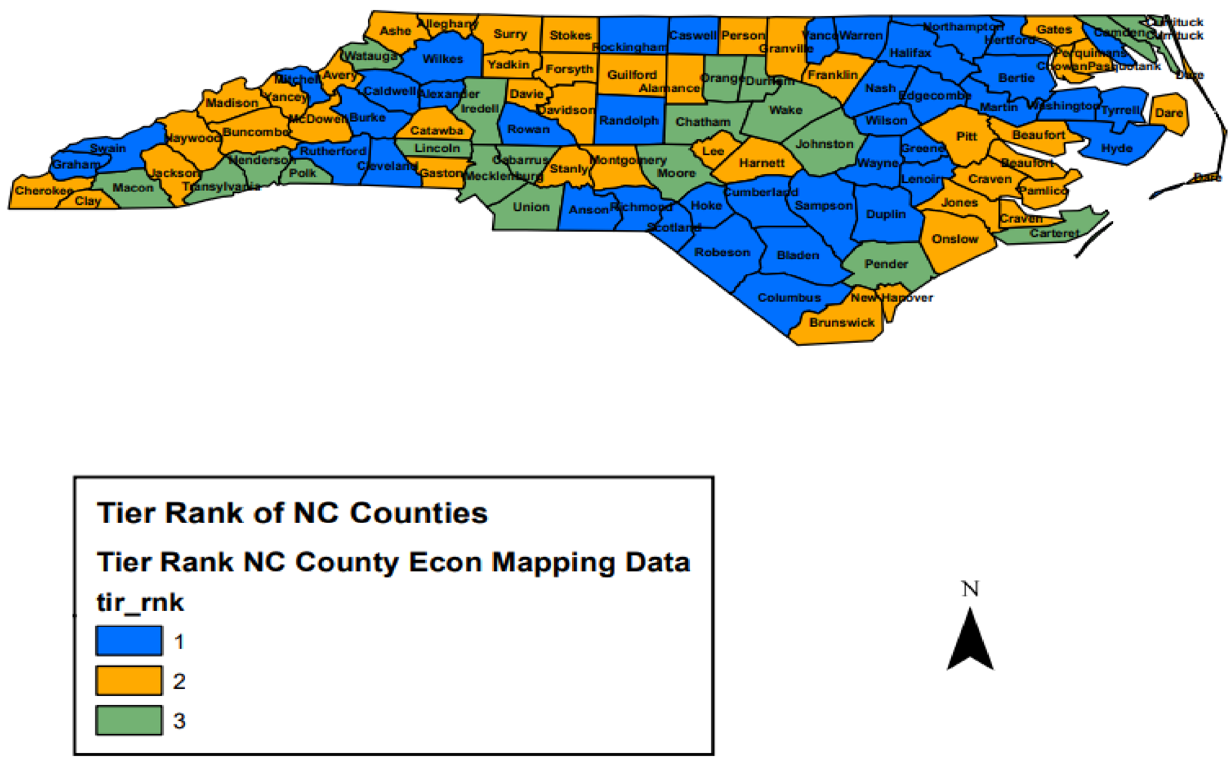
For example, in western North Carolina Macon County's MHI of $45,703 (39th), POP of 3.85% (82nd), UI of 4.48% (83rd) and PTV of $218,595 (94th) give it a combined index value of 298. That value gives it a ranking of 81 or the 20th largest economy in the state. However, However, when adding its pull factor index values to the formula, its CTPF of 1.21 (90th), its TAC 45,576 (53rd) and MS of 0.42% (53rd) drops its standing drops from 81st to 78th, lowering it from Tier 3 to Tier 2 (Appendix D).

Camden County's Tier 3 status is pushed by its MHI of $63,834 (92nd), UI of 4.14% (97th, 4th lowest), POP of 3.76% (81st) and PTV of $116,803 (56th). Those index values add up to 326 (94th). Yet Camden's very small population of 11,440 lacks the population density to support significant retail activity, which is reflected in its CTPF of 0.44 (10th), TAC of 4,983 (5th) and MS of 0.05% (5th). Adding the pull factor index values drops the county's distress level to 346 (51st), a 43 place drop from its current position.

Without pull factors Pender County is twelfth in North Carolina, Tier 3. This is pushed by its MHI of $60,044 (86th), its POP of 3.87% (83rd), its unemployment rate of 4.55% (76th) and its PTV of $132,809 (69th) for a combined index value of 314 (88th). Adding pull factors to these index values drops Pender County to a Tier 2 county due to its CTPF of 0.71 (47th), its TAC of 46,901 (54th) and its MS of 0.43 (54th), giving it a combined index value of 469 (76th) in the state. This shift to Tier 2 better reflects its rural nature, the lack of retail business volume relative to nearby New Hanover County and the migration of wealth out of the county.

These adjustments are important as Tier designations have a significant impact on a county's rural development grant eligibility. For example, the One North Carolina Fund (OneNC) is a discretionary grant program overseen by the Governor of North Carolina, providing cash grants to projects that create jobs. Tier 3 counties looking for economic development support are required to provide one dollar for every dollar provided by OneNC, Tier 2 counties one dollar for every two dollars provided by OneNC and Tier 1 counties one dollar for every three dollars provided by OneNC. Since many grant programs have matching requirements like this it is important that an accurate assessment of a county's level of economic distress is made. And adding CTPF, TAC and MS to the state's tier calculation would better reflect the economic 'pull' that counties with strong economies have on their neighboring counties.

Figure 9. NC Commerce Department County Tiers – 2021 Economic Distress Ratings



Map Created by: Drew Bresingham Biological Invasions Lab at the Center for Geospatial Analytics, College of Natural Resources, North Carolina State University. 2022.

Conclusion

Most people have an intuitive sense of the economic activity happening around them without being able to quantify that activity's impacts. CTPF, TAC and MS are simple measures providing a way to quantify what most people know about where they live. They know urban counties like Mecklenburg and Wake, where Charlotte and Raleigh are located, respectively, attract lots of people and money. They know counties like New Hanover (city of Wilmington) and Dare (the Outer Banks and Kitty Hawk) attract a great deal of seasonal tourism. They know that summer tourism traffic is a nuisance but that it signals a large influx of outside money to the region. And they know that Avery County and others in the western NC mountains attract tourists whose purchases from local rafting, canoeing, fishing, bicycling and outdoor recreation companies generate much of the counties' sales tax revenue.

So, while our intuition gives us a sense of the economic activity in a county or a region, it is less obvious that the significant wealth generated by the agriculture and forestry industries migrates out of rural counties to suburban and urban counties. CTPF is in part a measure of the migration of this wealth to other counties. The effect of this migration is that rural counties are left with smaller allocations of sales tax, thereby increasing the property tax burden on homeowners and on agriculture and forest landowners. The loss of wealth and revenue also leaves many counties unable to support the costs associated with expanding the infrastructure needed to support new development and growth. How this affects each county's tier designation will be discussed in a future report.

This report offers policymakers a method of better quantifying the push and pull of the economic activity in their counties. It also provides an additional measure of how a county's economic influence in a region could affect its economic tier status.

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Appendix A: County Trade Pull Factors

County	Extension District[a]	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22
ALAMANCE	NC	1.10	1.07	1.05	1.09	1.03
ALEXANDER	SC	0.40	0.40	0.44	0.48	0.46
ALLEGHANY	NC	0.52	0.53	0.58	0.63	0.61
ANSON	SC	0.45	0.45	0.46	0.47	0.45
ASHE	NC	0.73	0.75	0.80	0.84	0.78
AVERY	W	1.16	1.23	1.31	1.51	1.51
BEAUFORT	NE	0.74	0.79	0.79	0.81	0.81
BERTIE	NE	0.37	0.32	0.34	0.38	0.38
BLADEN	SE	0.51	0.48	0.48	0.52	0.48
BRUNSWICK	SE	0.95	0.94	0.95	1.01	1.03
BUNCOMBE	W	1.59	1.56	1.47	1.42	1.47
BURKE	W	0.60	0.60	0.61	0.66	0.64
CABARRUS	SC	1.24	1.20	1.15	1.17	1.15
CALDWELL	W	0.54	0.55	0.57	0.60	0.58
CAMDEN	NE	0.37	0.36	0.41	0.45	0.44
CARTERET	SE	1.28	1.36	1.34	1.40	1.39
CASWELL	NC	0.25	0.23	0.24	0.27	0.27
CATAWBA	SC	1.13	1.09	1.09	1.09	1.08
CHATHAM	NC	0.62	0.62	0.68	0.74	0.77
CHEROKEE	W	0.83	0.83	0.85	0.93	0.92
CHOWAN	NE	0.68	0.70	0.71	0.75	0.76
CLAY	W	0.51	0.53	0.60	0.68	0.67
CLEVELAND	W	0.80	0.75	0.71	0.74	0.73
COLUMBUS	SE	0.55	0.54	0.55	0.58	0.54
CRAVEN	SE	0.79	0.87	0.87	0.88	0.85
CUMBERLAND	SC	0.92	0.91	0.90	0.94	0.90
CURRITUCK	NE	1.44	1.37	1.40	1.57	1.52
DARE	NE	3.21	3.05	2.93	3.31	3.25
DAVIDSON	NC	0.59	0.60	0.64	0.66	0.64
DAVIE	NC	0.58	0.61	0.65	0.68	0.64
DUPLIN	SE	0.51	0.54	0.54	0.55	0.53
DURHAM	NC	1.72	1.71	1.68	1.59	1.61
EDGECOMBE	NE	0.52	0.59	0.89	0.74	0.62
FORSYTH	NC	1.07	1.06	1.04	1.09	1.08
FRANKLIN	NE	0.47	0.46	0.49	0.54	0.54
GASTON	SC	0.74	0.77	0.82	0.84	0.85
GATES	NE	0.24	0.24	0.27	0.30	0.28
GRAHAM	W	0.61	0.61	0.69	0.76	0.76
GRANVILLE	NC	0.44	0.44	0.47	0.48	0.46

APPENDIX A: COUNTY TRADE PULL FACTORS – Pg. 2

County	Extension District[a]	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22
GREENE	SE	0.24	0.25	0.29	0.30	0.29
GUILFORD	NC	1.05	1.04	1.01	0.98	0.98
HALIFAX	NE	0.77	0.82	0.75	0.77	0.74
HARNETT	SC	0.51	0.50	0.54	0.58	0.56
HAYWOOD	W	0.89	0.88	0.92	0.97	0.95
HENDERSON	W	0.82	0.81	0.82	0.85	0.87
HERTFORD	NE	0.71	0.69	0.72	0.69	0.64
HOKE	SC	0.29	0.28	0.31	0.35	0.33
HYDE	NE	0.88	0.95	0.90	1.04	1.06
IREDELL	SC	0.99	0.99	1.03	1.06	1.03
JACKSON	W	0.91	0.93	1.00	1.08	1.09
JOHNSTON	SE	0.68	0.70	0.68	0.68	0.69
JONES	SE	0.36	0.41	0.40	0.44	0.42
LEE	SC	0.97	0.96	0.97	1.03	0.99
LENOIR	SE	0.76	0.76	0.77	0.76	0.72
LINCOLN	SC	0.70	0.75	0.81	0.85	0.82
MACON	W	1.13	1.10	1.10	1.19	1.21
MADISON	W	0.38	0.39	0.44	0.53	0.54
MARTIN	NE	0.67	0.67	0.67	0.71	0.64
MCDOWELL	W	0.58	0.61	0.65	0.66	0.62
MECKLENBURG	SC	1.53	1.52	1.48	1.39	1.44
MITCHELL	W	0.73	0.70	0.70	0.71	0.69
MONTGOMERY	SC	0.53	0.56	0.58	0.59	0.58
MOORE	SC	0.97	0.96	1.02	1.06	1.07
NASH	NE	0.88	0.85	0.82	0.84	0.86
NEW HANOVER	SE	1.46	1.53	1.49	1.47	1.49
NORTHAMPTON	NE	0.43	0.43	0.41	0.46	0.40
ONSLOW	SE	0.78	0.85	0.86	0.90	0.87
ORANGE	NC	0.92	0.92	0.92	0.88	0.89
PAMLICO	SE	0.55	0.57	0.56	0.60	0.58
PASQUOTANK	NE	0.91	0.94	0.99	1.02	0.96
PENDER	SE	0.59	0.62	0.64	0.70	0.71
PERQUIMMONS	NE	0.34	0.34	0.40	0.44	0.42
PERSON	NC	0.64	0.64	0.63	0.66	0.65
PITT	NE	0.99	0.96	0.99	0.98	0.94
POLK	W	0.54	0.62	0.54	0.62	0.63
RANDOLPH	NC	0.61	0.61	0.63	0.65	0.64
RICHMOND	SC	0.65	0.64	0.65	0.69	0.63
ROBESON	SE	0.60	0.62	0.62	0.66	0.60

APPENDIX A: COUNTY TRADE PULL FACTORS – Pg. 3

County	Extension District[a]	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22
ROCKINGHAM	NC	0.56	0.58	0.60	0.63	0.66
ROWAN	SC	0.70	0.73	0.73	0.73	0.73
RUTHERFORD	W	0.65	0.69	0.70	0.73	0.71
SAMPSON	SE	0.56	0.56	0.57	0.58	0.56
SCOTLAND	SC	0.69	0.66	0.64	0.70	0.65
STANLY	SC	0.71	0.73	0.81	0.84	0.84
STOKES	NC	0.41	0.40	0.44	0.45	0.44
SURREY	NC	0.94	0.93	0.96	0.98	0.97
SWAIN	W	0.76	0.72	0.80	0.92	0.91
TRANSYLVANIA	W	0.76	0.78	0.81	0.88	0.86
TYRELL	NE	0.47	0.41	0.42	0.48	0.48
UNION	SC	0.66	0.65	0.67	0.71	0.72
VANCE	NC	0.72	0.71	0.73	0.91	0.81
WAKE	NE	1.27	1.25	1.25	1.20	1.22
WARREN	NE	0.31	0.31	0.34	0.41	0.40
WASHINGTON	NE	0.66	0.53	0.54	0.56	0.51
WATAUGA	W	1.18	1.17	1.20	1.25	1.26
WAYNE	SE	0.72	0.73	0.77	0.76	0.72
WILKES	NC	0.70	0.74	0.78	0.75	0.82
WILSON	SE	0.92	0.91	0.98	0.90	0.88
YADKIN	NC	0.43	0.43	0.46	0.47	0.45
YANCY	W	0.52	0.56	0.57	0.63	0.61

Note. CTPF = county trade pull factor. A CTPF below 1.0 means the county loses trade to neighboring counties. A CTPF above 1.0 means the county pulls trade from its neighboring counties. A CTPF of 1.0 means the county neither loses nor gains trade from neighboring counties.

[a] Indicates which of North Carolina Extension's five administrative districts the county is in: North Central, Northeast, South Central, Southeast or West.

Appendix B: Trade Area Capture

COUNTY	EXTENSION DISTRICT[a]	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22
ALAMANCE	NC	178,020	178,462	181,644	191,406	184,517
ALEXANDER	SC	14,951	15,106	16,521	18,321	17,579
ALLEGHANY	NC	5,691	5,916	6,433	7,025	6,757
ANSON	SC	11,251	11,260	11,269	11,483	11,072
ASHE	NC	19,618	20,378	21,712	22,891	21,384
AVERY	W	20,296	21,531	22,976	26,576	26,624
BEAUFORT	NE	34,971	37,311	37,252	38,043	37,952
BERTIE	NE	7,059	6,124	6,497	7,153	6,936
BLADEN	SE	17,189	15,834	15,827	16,630	14,992
BRUNSWICK	SE	124,582	127,889	134,999	155,736	164,717
BUNCOMBE	W	409,311	404,129	383,258	376,214	392,968
BURKE	W	53,210	54,525	55,522	59,396	57,876
CABARRUS	SC	256,432	254,544	248,838	265,650	264,682
CALDWELL	W	44,128	44,890	47,029	49,474	47,549
CAMDEN	NE	3,920	3,875	4,468	5,051	4,983
CARTERET	SE	88,251	94,727	93,195	97,615	96,469
CASWELL	NC	5,571	5,258	5,422	6,074	6,137
CATAWBA	SC	177,815	173,106	173,209	175,321	174,821
CHATHAM	NC	44,669	45,440	50,530	57,409	60,777
CHEROKEE	W	23,352	23,620	24,424	27,163	26,975
CHOWAN	NE	9,624	9,771	9,898	10,210	10,313
CLAY	W	5,675	5,909	6,788	7,812	7,761
CLEVELAND	W	77,571	73,376	69,590	73,158	72,471
COLUMBUS	SE	31,042	30,189	30,265	31,740	29,710
CRAVEN	SE	81,073	89,527	88,517	89,040	86,771
CUMBERLAND	SC	306,391	302,577	302,185	319,396	308,506
CURRITUCK	NE	37,906	37,056	38,830	46,073	45,533
DARE	NE	115,942	111,420	108,312	125,286	124,027
DAVIDSON	NC	96,802	100,710	107,816	111,834	109,554
DAVIE	NC	24,493	26,142	27,916	29,383	27,899
DUPLIN	SE	29,942	31,890	31,750	32,239	30,644
DURHAM	NC	535,012	541,100	540,779	525,276	541,022
EDGECOMBE	NE	27,434	30,763	45,721	37,411	30,735
FORSYTH	NC	403,373	402,772	399,020	425,312	422,412
FRANKLIN	NE	30,795	30,829	34,065	39,925	40,719
GASTON	SC	162,894	171,946	183,320	192,127	194,746
GATES	NE	2,775	2,758	3,072	3,517	3,204
GRAHAM	W	5,238	5,163	5,786	6,405	6,407
GRANVILLE	NC	26,253	26,422	28,162	29,176	28,141

Appendix B: Trade Area Capture – Pg 2.

COUNTY	EXTENSION DISTRICT[a]	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22
GREENE	SE	5,106	5,234	6,050	6,324	6,013
GUILFORD	NC	554,881	557,279	544,390	532,860	541,942
HALIFAX	NE	39,538	41,335	37,430	37,655	35,429
HARNETT	SC	67,995	67,599	73,542	80,653	79,036
HAYWOOD	W	54,428	54,794	57,446	61,522	60,361
HENDERSON	W	94,863	94,568	96,353	100,802	104,819
HERTFORD	NE	17,006	16,232	17,117	16,150	14,798
HOKE	SC	15,946	15,219	16,949	19,938	19,025
HYDE	NE	4,718	4,958	4,424	4,936	4,954
IREDELL	SC	174,557	176,221	187,021	199,297	197,693
JACKSON	W	39,055	40,087	43,981	48,318	49,060
JOHNSTON	SE	134,425	141,165	142,098	151,651	157,084
JONES	SE	3,492	3,989	3,794	4,005	3,686
LEE	SC	58,488	58,913	59,984	64,512	62,663
LENOIR	SE	43,147	42,727	42,918	42,539	40,104
LINCOLN	SC	57,892	62,631	69,363	76,606	75,673
MACON	W	39,145	38,841	39,529	44,175	45,576
MADISON	W	8,364	8,522	9,492	11,713	11,872
MARTIN	NE	15,355	15,099	15,091	15,606	13,835
MCDOWELL	W	26,390	27,870	29,514	30,541	29,072
MECKLENBURG	SC	1,651,974	1,657,862	1,642,374	1,591,584	1,665,421
MITCHELL	W	11,074	10,530	10,532	10,559	10,306
MONTGOMERY	SC	14,622	15,359	15,650	16,041	16,014
MOORE	SC	94,314	94,940	102,460	111,585	114,539
NASH	NE	82,496	80,263	77,670	79,602	81,240
NEW HANOVER	SE	331,569	355,580	349,504	350,032	358,410
NORTHAMPTON	NE	8,483	8,463	8,000	8,801	7,521
ONSLOW	SE	151,575	168,071	169,245	180,450	173,879
ORANGE	NC	132,752	133,904	137,108	131,087	133,402
PAMLICO	SE	6,926	7,248	7,149	7,729	7,593
PASQUOTANK	NE	36,096	37,092	39,296	41,169	39,112
PENDER	SE	36,187	38,605	40,283	45,867	46,901
PERQUIMMONS	NE	4,523	4,550	5,329	5,966	5,717
PERSON	NC	25,167	25,453	24,954	25,944	25,605
PITT	NE	177,426	173,036	178,072	178,732	173,389
POLK	W	11,127	12,767	11,228	13,002	13,116
RANDOLPH	NC	87,952	87,172	90,041	93,394	93,438
RICHMOND	SC	29,002	28,625	29,028	30,643	28,108

Appendix B: Trade Area Capture – Pg 3.

COUNTY	EXTENSION DISTRICT[a]	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22
ROBESON	SE	80,126	82,030	80,514	84,263	76,245
ROCKINGHAM	NC	50,708	52,526	54,641	57,910	60,908
ROWAN	SC	97,870	103,076	104,094	104,695	106,476
RUTHERFORD	W	43,076	46,406	46,875	49,614	48,038
SAMPSON	SE	35,257	35,535	36,474	37,268	35,681
SCOTLAND	SC	24,375	22,820	22,423	24,345	22,869
STANLY	SC	43,748	45,098	50,663	53,835	54,354
STOKES	NC	18,806	18,263	19,866	20,800	20,389
SURREY	NC	67,602	67,199	69,178	69,796	68,961
SWAIN	W	10,926	10,214	11,390	13,211	13,080
TRANSYLVANIA	W	25,876	26,576	27,753	30,619	30,242
TYRELL	NE	1,894	1,696	1,678	1,830	1,787
UNION	SC	153,428	152,546	160,773	175,111	181,595
VANCE	NC	31,857	31,630	32,705	40,462	35,935
WAKE	NE	1,356,383	1,368,699	1,387,632	1,381,863	1,427,306
WARREN	NE	6,164	6,142	6,711	8,047	7,795
WASHINGTON	NE	7,923	6,285	6,218	6,229	5,591
WATAUGA	W	65,075	65,213	67,152	70,409	71,549
WAYNE	SE	89,407	90,120	94,377	93,673	88,997
WILKES	NC	48,023	51,034	53,196	51,385	55,636
WILSON	SE	74,942	74,073	80,467	74,114	72,658
YADKIN	NC	16,294	16,004	17,214	17,949	17,323
YANCY	W	9,306	10,054	10,310	11,659	11,319
STATE		10,257,643	10,370,290	10,479,532	10,701,027	10,807,480

COUNTY	EXTENSION DISTRICT	TAC FY 17-18	TAC FY 18-19	TAC FY 19-20	TAC FY 20-21	TAC FY 21-22
ALAMANCE	**NC**	**178,020**	**178,462**	**181,644**	**191,406**	**184,517**
ALEXANDER	**SC**	**14,951**	**15,106**	**16,521**	**18,321**	**17,579**
ALLEGHANY	**NC**	**5,691**	**5,916**	**6,433**	**7,025**	**6,757**
ANSON	**SC**	**11,251**	**11,260**	**11,269**	**11,483**	**11,072**
ASHE	**NC**	**19,618**	**20,378**	**21,712**	**22,891**	**21,384**
AVERY	**W**	**20,296**	**21,531**	**22,976**	**26,576**	**26,624**
BEAUFORT	**NE**	**34,971**	**37,311**	**37,252**	**38,043**	**37,952**
BERTIE	**NE**	**7,059**	**6,124**	**6,497**	**7,153**	**6,936**

BLADEN	SE	17,189	15,834	15,827	16,630	14,992
BRUNSWICK	SE	124,582	127,889	134,999	155,736	164,717
BUNCOMBE	W	409,311	404,129	383,258	376,214	392,968
BURKE	W	53,210	54,525	55,522	59,396	57,876
CABARRUS	SC	256,432	254,544	248,838	265,650	264,682
CALDWELL	W	44,128	44,890	47,029	49,474	47,549
CAMDEN	NE	3,920	3,875	4,468	5,051	4,983
CARTERET	SE	88,251	94,727	93,195	97,615	96,469
CASWELL	NC	5,571	5,258	5,422	6,074	6,137
CATAWBA	SC	177,815	173,106	173,209	175,321	174,821
CHATHAM	NC	44,669	45,440	50,530	57,409	60,777
CHEROKEE	W	23,352	23,620	24,424	27,163	26,975
CHOWAN	NE	9,624	9,771	9,898	10,210	10,313
CLAY	W	5,675	5,909	6,788	7,812	7,761
CLEVELAND	W	77,571	73,376	69,590	73,158	72,471
COLUMBUS	SE	31,042	30,189	30,265	31,740	29,710
CRAVEN	SE	81,073	89,527	88,517	89,040	86,771
CUMBERLAND	SC	306,391	302,577	302,185	319,396	308,506
CURRITUCK	NE	37,906	37,056	38,830	46,073	45,533
DARE	NE	115,942	111,420	108,312	125,286	124,027
DAVIDSON	NC	96,802	100,710	107,816	111,834	109,554
DAVIE	NC	24,493	26,142	27,916	29,383	27,899
DUPLIN	SE	29,942	31,890	31,750	32,239	30,644
DURHAM	NC	535,012	541,100	540,779	525,276	541,022
EDGECOMBE	NE	27,434	30,763	45,721	37,411	30,735
FORSYTH	NC	403,373	402,772	399,020	425,312	422,412
FRANKLIN	NE	30,795	30,829	34,065	39,925	40,719
GASTON	SC	162,894	171,946	183,320	192,127	194,746
GATES	NE	2,775	2,758	3,072	3,517	3,204
GRAHAM	W	5,238	5,163	5,786	6,405	6,407
GRANVILLE	NC	26,253	26,422	28,162	29,176	28,141
GREENE	SE	5,106	5,234	6,050	6,324	6,013
GUILFORD	NC	554,881	557,279	544,390	532,860	541,942

HALIFAX	NE	39,538	41,335	37,430	37,655	35,429
HARNETT	SC	67,995	67,599	73,542	80,653	79,036
HAYWOOD	W	54,428	54,794	57,446	61,522	60,361
HENDERSON	W	94,863	94,568	96,353	100,802	104,819
HERTFORD	NE	17,006	16,232	17,117	16,150	14,798
HOKE	SC	15,946	15,219	16,949	19,938	19,025
HYDE	NE	4,718	4,958	4,424	4,936	4,954
IREDELL	SC	174,557	176,221	187,021	199,297	197,693
JACKSON	W	39,055	40,087	43,981	48,318	49,060
JOHNSTON	SE	134,425	141,165	142,098	151,651	157,084
JONES	SE	3,492	3,989	3,794	4,005	3,686
LEE	SC	58,488	58,913	59,984	64,512	62,663
LENOIR	SE	43,147	42,727	42,918	42,539	40,104
LINCOLN	SC	57,892	62,631	69,363	76,606	75,673
MACON	W	39,145	38,841	39,529	44,175	45,576
MADISON	W	8,364	8,522	9,492	11,713	11,872
MARTIN	NE	15,355	15,099	15,091	15,606	13,835
MCDOWELL	W	26,390	27,870	29,514	30,541	29,072

MECKLENBURG	SC	1,651,974	1,657,862	1,642,374	1,591,584	1,665,421
MITCHELL	W	11,074	10,530	10,532	10,559	10,306
MONTGOMERY	SC	14,622	15,359	15,650	16,041	16,014
MOORE	SC	94,314	94,940	102,460	111,585	114,539
NASH	NE	82,496	80,263	77,670	79,602	81,240
NEW HANOVER	SE	331,569	355,580	349,504	350,032	358,410
NORTHAMPTON	NE	8,483	8,463	8,000	8,801	7,521
ONSLOW	SE	151,575	168,071	169,245	180,450	173,879
ORANGE	NC	132,752	133,904	137,108	131,087	133,402
PAMLICO	SE	6,926	7,248	7,149	7,729	7,593
PASQUOTANK	NE	36,096	37,092	39,296	41,169	39,112
PENDER	SE	36,187	38,605	40,283	45,867	46,901
PERQUIMMONS	NE	4,523	4,550	5,329	5,966	5,717
PERSON	NC	25,167	25,453	24,954	25,944	25,605
PITT	NE	177,426	173,036	178,072	178,732	173,389
POLK	W	11,127	12,767	11,228	13,002	13,116
RANDOLPH	NC	87,952	87,172	90,041	93,394	93,438
RICHMOND	SC	29,002	28,625	29,028	30,643	28,108
ROBESON	SE	80,126	82,030	80,514	84,263	76,245
ROCKINGHAM	NC	50,708	52,526	54,641	57,910	60,908
ROWAN	SC	97,870	103,076	104,094	104,695	106,476
RUTHERFORD	W	43,076	46,406	46,875	49,614	48,038
SAMPSON	SE	35,257	35,535	36,474	37,268	35,681
SCOTLAND	SC	24,375	22,820	22,423	24,345	22,869
STANLY	SC	43,748	45,098	50,663	53,835	54,354
STOKES	NC	18,806	18,263	19,866	20,800	20,389
SURREY	NC	67,602	67,199	69,178	69,796	68,961
SWAIN	W	10,926	10,214	11,390	13,211	13,080
TRANSYLVANIA	W	25,876	26,576	27,753	30,619	30,242
TYRELL	NE	1,894	1,696	1,678	1,830	1,787
UNION	SC	153,428	152,546	160,773	175,111	181,595
VANCE	NC	31,857	31,630	32,705	40,462	35,935
WAKE	NE	1,356,383	1,368,699	1,387,632	1,381,863	1,427,306
WARREN	NE	6,164	6,142	6,711	8,047	7,795
WASHINGTON	NE	7,923	6,285	6,218	6,229	5,591
WATAUGA	W	65,075	65,213	67,152	70,409	71,549
WAYNE	SE	89,407	90,120	94,377	93,673	88,997
WILKES	NC	48,023	51,034	53,196	51,385	55,636
WILSON	SE	74,942	74,073	80,467	74,114	72,658

YADKIN	**NC**	**16,294**	**16,004**	**17,214**	**17,949**	**17,323**
YANCY	**W**	**9,306**	**10,054**	**10,310**	**11,659**	**11,319**

[a] Indicates which of North Carolina Extension's five administrative districts the county is in: North Central, Northeast, South Central, Southeast or West.

Appendix C: Percentage of Market Share

COUNTY	EXTENSION DISTRICT[a]	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22
ALAMANCE	NC	1.74%	1.72%	1.73%	1.79%	1.71%
ALEXANDER	SC	0.15%	0.15%	0.16%	0.17%	0.16%
ALLEGHANY	NC	0.06%	0.06%	0.06%	0.07%	0.06%
ANSON	SC	0.11%	0.11%	0.11%	0.11%	0.10%
ASHE	NC	0.19%	0.20%	0.21%	0.21%	0.20%
AVERY	W	0.20%	0.21%	0.22%	0.25%	0.25%
BEAUFORT	NE	0.34%	0.36%	0.36%	0.36%	0.35%
BERTIE	NE	0.07%	0.06%	0.06%	0.07%	0.06%
BLADEN	SE	0.17%	0.15%	0.15%	0.16%	0.14%
BRUNSWICK	SE	1.21%	1.23%	1.29%	1.46%	1.52%
BUNCOMBE	W	3.99%	3.90%	3.66%	3.52%	3.64%
BURKE	W	0.52%	0.53%	0.53%	0.56%	0.54%
CABARRUS	SC	2.50%	2.45%	2.37%	2.48%	2.45%
CALDWELL	W	0.43%	0.43%	0.45%	0.46%	0.44%
CAMDEN	NE	0.04%	0.04%	0.04%	0.05%	0.05%
CARTERET	SE	0.86%	0.91%	0.89%	0.91%	0.89%
CASWELL	NC	0.05%	0.05%	0.05%	0.06%	0.06%
CATAWBA	SC	1.73%	1.67%	1.65%	1.64%	1.62%
CHATHAM	NC	0.44%	0.44%	0.48%	0.54%	0.56%
CHEROKEE	W	0.23%	0.23%	0.23%	0.25%	0.25%
CHOWAN	NE	0.09%	0.09%	0.09%	0.10%	0.10%
CLAY	W	0.06%	0.06%	0.06%	0.07%	0.07%
CLEVELAND	W	0.76%	0.71%	0.66%	0.68%	0.67%
COLUMBUS	SE	0.30%	0.29%	0.29%	0.30%	0.27%
CRAVEN	SE	0.79%	0.86%	0.84%	0.83%	0.80%
CUMBERLAND	SC	2.99%	2.92%	2.88%	2.98%	2.85%
CURRITUCK	NE	0.37%	0.36%	0.37%	0.43%	0.42%
DARE	NE	1.13%	1.07%	1.03%	1.17%	1.15%
DAVIDSON	NC	0.94%	0.97%	1.03%	1.05%	1.01%
DAVIE	NC	0.24%	0.25%	0.27%	0.27%	0.26%
DUPLIN	SE	0.29%	0.31%	0.30%	0.30%	0.28%
DURHAM	NC	5.22%	5.22%	5.16%	4.91%	5.01%
EDGECOMBE	NE	0.27%	0.30%	0.44%	0.35%	0.28%
FORSYTH	NC	3.93%	3.88%	3.81%	3.97%	3.91%
FRANKLIN	NE	0.30%	0.30%	0.33%	0.37%	0.38%
GASTON	SC	1.59%	1.66%	1.75%	1.80%	1.80%
GATES	NE	0.03%	0.03%	0.03%	0.03%	0.03%

Appendix C: Percentage of Market Share – Pg. 2

COUNTY	EXTENSION DISTRICT	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22
GRAHAM	W	0.05%	0.05%	0.06%	0.06%	0.06%
GRANVILLE	NC	0.26%	0.25%	0.27%	0.27%	0.26%
GREENE	SE	0.05%	0.05%	0.06%	0.06%	0.06%
GUILFORD	NC	5.41%	5.37%	5.19%	4.98%	5.01%
HALIFAX	NE	0.39%	0.40%	0.36%	0.35%	0.33%
HARNETT	SC	0.66%	0.65%	0.70%	0.75%	0.73%
HAYWOOD	W	0.53%	0.53%	0.55%	0.57%	0.56%
HENDERSON	W	0.92%	0.91%	0.92%	0.94%	0.97%
HERTFORD	NE	0.17%	0.16%	0.16%	0.15%	0.14%
HOKE	SC	0.16%	0.15%	0.16%	0.19%	0.18%
HYDE	NE	0.05%	0.05%	0.04%	0.05%	0.05%
IREDELL	SC	1.70%	1.70%	1.78%	1.86%	1.83%
JACKSON	W	0.38%	0.39%	0.42%	0.45%	0.45%
JOHNSTON	SE	1.31%	1.36%	1.36%	1.42%	1.45%
JONES	SE	0.03%	0.04%	0.04%	0.04%	0.03%
LEE	SC	0.57%	0.57%	0.57%	0.60%	0.58%
LENOIR	SE	0.42%	0.41%	0.41%	0.40%	0.37%
LINCOLN	SC	0.56%	0.60%	0.66%	0.72%	0.70%
MACON	W	0.38%	0.37%	0.38%	0.41%	0.42%
MADISON	W	0.08%	0.08%	0.09%	0.11%	0.11%
MARTIN	NE	0.15%	0.15%	0.14%	0.15%	0.13%
MCDOWELL	W	0.26%	0.27%	0.28%	0.29%	0.27%
MECKLENBURG	SC	16.10%	15.99%	15.67%	14.87%	15.41%
MITCHELL	W	0.11%	0.10%	0.10%	0.10%	0.10%
MONTGOMERY	SC	0.14%	0.15%	0.15%	0.15%	0.15%
MOORE	SC	0.92%	0.92%	0.98%	1.04%	1.06%
NASH	NE	0.80%	0.77%	0.74%	0.74%	0.75%
NEW HANOVER	SE	3.23%	3.43%	3.34%	3.27%	3.32%
NORTHAMPTON	NE	0.08%	0.08%	0.08%	0.08%	0.07%
ONSLOW	SE	1.48%	1.62%	1.62%	1.69%	1.61%
ORANGE	NC	1.29%	1.29%	1.31%	1.22%	1.23%
PAMLICO	SE	0.07%	0.07%	0.07%	0.07%	0.07%
PASQUOTANK	NE	0.35%	0.36%	0.37%	0.38%	0.36%
PENDER	SE	0.35%	0.37%	0.38%	0.43%	0.43%
PERQUIMMONS	NE	0.04%	0.04%	0.05%	0.06%	0.05%
PERSON	NC	0.25%	0.25%	0.24%	0.24%	0.24%
PITT	NE	1.73%	1.67%	1.70%	1.67%	1.60%

Appendix C: Percentage of Market Share – Pg. 3

COUNTY	EXTENSION DISTRICT	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22
POLK	W	0.11%	0.12%	0.11%	0.12%	0.12%
RANDOLPH	NC	0.86%	0.84%	0.86%	0.87%	0.86%
RICHMOND	SC	0.28%	0.28%	0.28%	0.29%	0.26%
ROBESON	SE	0.78%	0.79%	0.77%	0.79%	0.71%
ROCKINGHAM	NC	0.49%	0.51%	0.52%	0.54%	0.56%
ROWAN	SC	0.95%	0.99%	0.99%	0.98%	0.99%
RUTHERFORD	W	0.42%	0.45%	0.45%	0.46%	0.44%
SAMPSON	SE	0.34%	0.34%	0.35%	0.35%	0.33%
SCOTLAND	SC	0.24%	0.22%	0.21%	0.23%	0.21%
STANLY	SC	0.43%	0.43%	0.48%	0.50%	0.50%
STOKES	NC	0.18%	0.18%	0.19%	0.19%	0.19%
SURREY	NC	0.66%	0.65%	0.66%	0.65%	0.64%
SWAIN	W	0.11%	0.10%	0.11%	0.12%	0.12%
TRANSYLVANIA	W	0.25%	0.26%	0.26%	0.29%	0.28%
TYRELL	NE	0.02%	0.02%	0.02%	0.02%	0.02%
UNION	SC	1.50%	1.47%	1.53%	1.64%	1.68%
VANCE	NC	0.31%	0.31%	0.31%	0.38%	0.33%
WAKE	NE	13.22%	13.20%	13.24%	12.91%	13.21%
WARREN	NE	0.06%	0.06%	0.06%	0.08%	0.07%
WASHINGTON	NE	0.08%	0.06%	0.06%	0.06%	0.05%
WATAUGA	W	0.63%	0.63%	0.64%	0.66%	0.66%
WAYNE	SE	0.87%	0.87%	0.90%	0.88%	0.82%
WILKES	NC	0.47%	0.49%	0.51%	0.48%	0.51%
WILSON	SE	0.73%	0.71%	0.77%	0.69%	0.67%
YADKIN	NC	0.16%	0.15%	0.16%	0.17%	0.16%
YANCY	W	0.09%	0.10%	0.10%	0.11%	0.10%
STATE MS		100.00%	100.00%	100.00%	100.00%	100.00%

Note. MS = Market share.

[a] Indicates which of North Carolina Extension's five administrative districts the county is in: North Central, Northeast, South Central, Southeast or West.

APPENDIX D: COUNTY ECONOMIC DISTRESS VALUES & RANK WITHOUT PULL FACTORS

COUNTY	DIST	MHI	MHI RANK	POP	POP RANK	UI	UI RANK	PTV	PTV RANK	COMB. INDEX VALUE	COMB. COUNTY RANK	TIER STATUS
CURRITUCK	*NE*	*$73,741*	*97*	*8.75%*	*98*	*4.37%*	*89*	*$258,837*	*97*	*381*	*100*	*3*
CHATHAM	*NC*	*$69,799*	*95*	*5.89%*	*93*	*3.85%*	*99*	*$156,881*	*82*	*369*	*99*	*3*
WAKE	*NE*	*$83,567*	*100*	*5.92%*	*94*	*4.30%*	*90*	*$151,939*	*81*	*365*	*98*	*3*
ORANGE	*NC*	*$74,803*	*98*	*4.06%*	*85*	*3.75%*	*100*	*$133,889*	*71*	*354*	*97*	*3*
DURHAM	*NC*	*$62,812*	*90*	*4.90%*	*88*	*4.51%*	*80*	*$139,839*	*78*	*336*	*96*	*3*
LINCOLN	*SC*	*$59,592*	*84*	*6.43%*	*95*	*4.37%*	*87*	*$129,273*	*66*	*332*	*95*	*3*
CAMDEN	*NE*	*$63,834*	*92*	*3.76%*	*81*	*4.14%*	*97*	*$116,803*	*56*	*326*	*94*	*3*
UNION	*SC*	*$82,557*	*99*	*5.00%*	*59*	*4.18%*	*96*	*$132,130*	*68*	*322*	*93*	*3*
MOORE	*SC*	*$63,324*	*91*	*5.02%*	*90*	*4.79%*	*63*	*$137,456*	*76*	*320*	*92*	*3*
HENDERSON	*W*	*$58,928*	*83*	*2.16%*	*71*	*4.43%*	*86*	*$139,206*	*77*	*317*	*91*	*3*
CABARRUS	*SC*	*$71,177*	*96*	*7.55%*	*97*	*4.72%*	*66*	*$117,600*	*57*	*316*	*90*	*3*
IREDELL	*SC*	*$62,551*	*89*	*5.32%*	*92*	*4.92%*	*55*	*$139,872*	*79*	*315*	*89*	*3*
PENDER	*SE*	*$60,044*	*86*	*3.87%*	*83*	*4.55%*	*76*	*$132,809*	*69*	*314*	*88*	*3*
CARTERET	*SE*	*$57,871*	*81*	*-0.47%*	*45*	*4.29%*	*91*	*$240,508*	*96*	*313*	*87*	*3*
JOHNSTON	*SE*	*$61,806*	*87*	*10.29%*	*100*	*4.49%*	*82*	*$96,737*	*43*	*312*	*86*	*3*
BUNCOMBE	*W*	*$55,032*	*77*	*3.08%*	*78*	*4.73%*	*65*	*$159,363*	*86*	*306*	*85*	*3*
MECKLENBURG	*SC*	*$69,240*	*94*	*3.89%*	*84*	*5.27%*	*40*	*$168,435*	*87*	*305*	*84*	*3*
NEW HANOVER	*SE*	*$56,689*	*78*	*1.24%*	*62*	*4.58%*	*72*	*$174,756*	*89*	*301*	*83*	*3*
BRUNSWICK	*SE*	*$59,763*	*85*	*10.09%*	*99*	*6.25%*	*21*	*$213,524*	*93*	*298*	*82*	*3*
MACON	*W*	*$45,703*	*39*	*3.85%*	*82*	*4.48%*	*83*	*$218,595*	*94*	*298*	*81*	*3*
DARE	NE	$65,420	93	2.96%	77	5.97%	23	$421,174	99	292	80	2
TRANSYLVANIA	W	$51,509	62	-0.14%	48	4.37%	88	$191,697	92	290	79	2
DAVIE	NC	$62,028	88	2.00%	68	4.56%	75	$114,746	54	285	78	2
WATAUGA	W	$46,453	43	-0.57%	44	3.98%	98	$181,496	91	276	77	2
AVERY	W	$42,695	23	0.24%	51	4.26%	94	$269,347	98	266	76	2
FRANKLIN	NE	$58,172	82	6.65%	96	5.02%	51	$91,335	36	265	75	2
HAYWOOD	W	$51,548	63	0.91%	59	4.69%	67	$136,708	74	263	74	2

COUNTY ECONOMIC DISTRESS VALUES & RANK WITHOUT PULL FACTORS – Pg 2

COUNTY	DIST	MHI	MHI RANK	POP	POP RANK	UI	UI RANK	PTV	PTV RANK	COMB. INDEX VALUE	COMB. COUNTY RANK	TIER STATUS
GRANVILLE	NC	$56,924	79	0.80%	58	4.24%	95	$87,612	26	258	73	2
YANCY	W	$44,554	32	2.42%	73	4.52%	79	$136,616	73	257	72	2
CATAWBA	SC	$54,690	75	2.15%	70	4.95%	54	$116,392	55	254	71	2
JACKSON	W	$46,820	45	0.52%	54	4.85%	60	$224,746	95	254	70	2
ASHE	NC	$43,030	25	0.50%	52	4.26%	93	$158,609	83	253	69	2
POLK	W	$52,125	67	-2.04%	24	4.76%	64	$170,693	88	243	68	2
PAMLICO	SE	$48,531	52	-2.13%	23	4.50%	81	$158,719	84	240	67	2
ALAMANCE	NC	$51,580	65	5.02%	91	5.11%	48	$89,155	32	236	66	2
FORSYTH	NC	$53,583	70	2.29%	72	5.23%	44	$101,648	49	235	65	2
STANLY	SC	$54,104	72	1.83%	67	4.58%	71	$87,301	25	235	64	2
PERSON	NC	$57,323	80	0.61%	55	5.25%	39	$118,956	58	232	63	2
LEE	SC	$52,294	68	4.70%	87	5.60%	32	$96,556	42	229	62	2
GUILFORD	NC	$54,794	76	2.49%	75	6.02%	22	$101,841	50	223	61	2
MONTGOMERY	SC	$45,147	36	0.64%	57	4.87%	58	$136,211	72	223	60	2
DAVIDSON	NC	$50,454	57	2.09%	69	4.89%	57	$89,957	34	217	59	2
MADISON	W	$46,190	42	-0.69%	40	4.64%	70	$127,502	64	216	58	2
STOKES	NC	$51,668	66	-1.01%	37	4.56%	74	$94,349	39	216	57	2
GASTON	SC	$53,474	69	3.53%	79	5.55%	34	$88,709	29	211	56	2
ROWAN	SC	$51,054	59	2.48%	74	5.37%	37	$94,468	40	210	55	2
PERQUIMANS	NE	$51,036	58	-0.70%	36	5.26%	43	$127,989	65	202	54	2
MCDOWELL	W	$47,085	47	-0.69%	41	4.85%	61	$105,093	51	200	53	2
CRAVEN	SE	$53,894	71	-1.35%	29	5.00%	52	$99,088	47	199	52	2
ALEXANDER	SC	$51,329	61	-1.01%	36	4.46%	85	$82,505	16	198	51	2
PASQUOTANK	NE	$54,439	73	1.33%	63	5.63%	31	$88,728	30	197	50	2
ONSLOW	SE	$51,560	64	4.50%	86	5.37%	36	$72,764	9	195	49	2
BEAUFORT	NE	$48,051	50	-2.00%	25	4.98%	53	$132,115	67	195	48	2

COUNTY ECONOMIC DISTRESS VALUES & RANK WITHOUT PULL FACTORS – Pg 3

COUNTY	DIST	MHI	MHI RANK	POP	POP RANK	UI	UI RANK	PTV	PTV RANK	COMB. INDEX VALUE	COMB. COUNTY RANK	TIER STATUS
HARNETT	SC	$54,565	74	3.57%	80	5.57%	33	$70,064	5	192	47	2
CLAY	W	$42,160	20	-0.01%	38	5.26%	42	$178,605	90	190	46	2
YADKIN	NC	$46,954	46	-0.67%	42	4.52%	78	$84,847	22	188	45	2
RANDOLPH	NC	$48,984	54	1.09%	60	5.04%	50	$84,861	23	187	44	2
ALLEGHANY	NC	$37,158	6	-44.00%	47	5.07%	49	$159,224	85	187	43	2
SURRY	NC	$44,979	34	0.05%	50	4.65%	69	$89,630	33	186	42	2
MITCHELL	W	$48,841	53	-0.61%	43	5.64%	30	$126,339	60	186	41	2
CHEROKEE	*W*	*$40,793*	*18*	*1.46%*	*64*	*5.39%*	*35*	*$127,054*	*61*	*178*	*40*	*1*
PITT	*NE*	*$49,337*	*55*	*0.50%*	*53*	*5.15%*	*45*	*$85,937*	*24*	*177*	*39*	*1*
SWAIN	*W*	*$45,554*	*37*	*-2.84%*	*19*	*4.85%*	*59*	*$127,214*	*62*	*177*	*38*	*1*
CLEVELAND	*W*	*$43,512*	*28*	*2.51%*	*76*	*5.68%*	*27*	*$98,051*	*45*	*176*	*37*	*1*
CALDWELL	*W*	*$46,094*	*41*	*-0.47%*	*46*	*5.29%*	*38*	*$100,814*	*48*	*173*	*36*	*1*
CHOWAN	*NE*	*$44,050*	*31*	*-1.32%*	*31*	*5.14%*	*47*	*$110,888*	*53*	*162*	*35*	*1*
HYDE	*NE*	*$46,667*	*44*	*-8.55%*	*1*	*6.45%*	*17*	*$449,398*	*100*	*162*	*34*	*1*
NASH	*NE*	*$49,949*	*56*	*1.14%*	*61*	*6.51%*	*16*	*$87,917*	*27*	*160*	*33*	*1*
GATES	*NE*	*$45,871*	*40*	*-5.49%*	*7*	*4.57%*	*73*	*$91,623*	*37*	*157*	*32*	*1*
WILKES	*NC*	*$44,980*	*35*	*-1.56%*	*28*	*4.90%*	*56*	*$90,091*	*35*	*154*	*31*	*1*
DUPLIN	*SE*	*$43,422*	*27*	*-5.98%*	*6*	*4.53%*	*77*	*$97,585*	*44*	*154*	*30*	*1*
JONES	*SE*	*$38,324*	*10*	*-4.48%*	*14*	*4.48%*	*84*	*$95,886*	*41*	*149*	*29*	*1*
GREENE	*SE*	*$43,563*	*29*	*-1.67%*	*26*	*4.27%*	*92*	*$63,555*	*2*	*149*	*28*	*1*
BURKE	*W*	*$43,915*	*30*	*-1.15%*	*35*	*4.80%*	*62*	*$84,213*	*20*	*147*	*27*	*1*
HOKE	*SC*	*$51,140*	*60*	*1.62%*	*66*	*6.77%*	*13*	*$71,994*	*7*	*146*	*26*	*1*
ROCKINGHAM	*NC*	*$45,697*	*38*	*0.64%*	*56*	*5.92%*	*24*	*$83,587*	*19*	*137*	*25*	*1*
SAMPSON	*SE*	*$42,914*	*24*	*-2.18%*	*22*	*4.66%*	*68*	*$84,261*	*21*	*135*	*24*	*1*
WAYNE	*SE*	*$47,221*	*48*	*-1.18%*	*34*	*5.27%*	*41*	*$75,284*	*10*	*133*	*23*	*1*
CUMBERLAND	*SC*	*$48,177*	*51*	*1.56%*	*65*	*7.21%*	*8*	*$72,055*	*8*	*132*	*22*	*1*
WILSON	*SE*	*$44,594*	*33*	*-0.70%*	*49*	*6.87%*	*11*	*$92,105*	*38*	*131*	*21*	*1*

COUNTY ECONOMIC DISTRESS VALUES & RANK WITHOUT PULL FACTORS – Pg 4.

COUNTY	DIST	MHI	MHI RANK	POP	POP RANK	UI	UI RANK	PTV	PTV RANK	COMB. INDEX VALUE	COMB. COUNTY RANK	TIER STATUS
GRAHAM	*W*	*$42,207*	*21*	*-2.47%*	*20*	*7.15%*	*9*	*$146,420*	*80*	*130*	*20*	*1*
RUTHERFORD	*W*	*$43,183*	*26*	*-1.32%*	*30*	*6.77%*	*12*	*$124,497*	*59*	*127*	*19*	*1*
CASWELL	*NC*	*$47,938*	*49*	*-1.65%*	*27*	*5.65%*	*29*	*$78,924*	*12*	*117*	*18*	*1*
LENOIR	*SE*	*$39,923*	*16*	*-1.22%*	*33*	*5.15%*	*46*	*$76,437*	*11*	*106*	*17*	*1*
TYRRELL	*NE*	*$38,250*	*9*	*-8.12%*	*2*	*6.63%*	*15*	*$137,071*	*75*	*101*	*16*	*1*
NORTHAMPTON	*NE*	*$38,969*	*12*	*-7.83%*	*3*	*6.27%*	*20*	*$127,243*	*63*	*98*	*15*	*1*
WARREN	*NE*	*$37,476*	*8*	*-3.92%*	*15*	*7.85%*	*4*	*$133,060*	*70*	*97*	*14*	*1*
BLADEN	*SE*	*$37,188*	*7*	*-4.74%*	*10*	*5.78%*	*26*	*$106,405*	*52*	*95*	*13*	*1*
MARTIN	*NE*	*$39,909*	*15*	*-3.76%*	*18*	*5.66%*	*28*	*$88,365*	*28*	*89*	*12*	*1*
ANSON	*SC*	*$39,799*	*14*	*-4.72%*	*11*	*6.44%*	*18*	*$98,392*	*46*	*89*	*11*	*1*
HERTFORD	*NE*	*$42,588*	*22*	*-6.28%*	*5*	*6.33%*	*19*	*$82,232*	*15*	*61*	*10*	*1*
VANCE	*NC*	*$41,827*	*19*	*-1.27%*	*32*	*8.30%*	*3*	*$68,202*	*4*	*58*	*9*	*1*
RICHMOND	*SC*	*$39,051*	*13*	*-2.24%*	*21*	*7.47%*	*7*	*$81,871*	*14*	*55*	*8*	*1*
WASHINGTON	*NE*	*$30,941*	*1*	*-4.69%*	*13*	*6.93%*	*10*	*$89,071*	*31*	*55*	*7*	*1*
COLUMBUS	*SE*	*$38,487*	*11*	*-4.84%*	*9*	*6.65%*	*14*	*$83,009*	*18*	*52*	*6*	*1*
BERTIE	*NE*	*$35,042*	*2*	*-6.29%*	*4*	*5.79%*	*25*	*$82,563*	*17*	*48*	*5*	*1*
HALIFAX	*NE*	*$35,904*	*4*	*-3.78%*	*17*	*7.52%*	*6*	*$81,714*	*13*	*40*	*4*	*1*
EDGECOMBE	*NE*	*$40,489*	*17*	*-3.84%*	*16*	*8.52%*	*2*	*$66,062*	*3*	*38*	*3*	*1*
ROBESON	*SE*	*$35,362*	*3*	*-4.72%*	*12*	*7.60%*	*5*	*$62,790*	*1*	*21*	*2*	*1*
SCOTLAND	*SC*	*$35,936*	*5*	*-5.21%*	*8*	*9.83%*	*1*	*$70,250*	*6*	*20*	*1*	*1*

APPENDIX E: COUNTY ECONOMIC DISTRESS VALUES & RANK WITH PULL FACTORS

COUNTY	EXTENSION DISTRICT	COMB. INDEX VALUE	COMB. COUNTY RANK	TIER STATUS W/O PULL FACTORS	CTPF	RANK	TAC	RANK	MS	RANK	COMB. VALUE W/PULL FACTORS	RANK W/PULL FACTORS	ADJ. TIER STATUS
WAKE	NE	365	98	3	1.22	91	1,427,306	99	13.21%	99	654	100	3
DURHAM	NC	336	96	3	1.61	99	541,022	97	5.01%	97	629	99	3
MECKLENBURG	SC	305	84	3	1.44	94	1,665,421	100	15.41%	100	599	98	3
BUNCOMBE	W	306	85	3	1.47	95	392,968	95	3.64%	95	591	97	3
ORANGE	NC	354	97	3	0.89	71	133,402	82	1.23%	82	589	95	3
CABARRUS	SC	316	90	3	1.15	89	264,682	92	2.45%	92	589	96	3
NEW HANOVER	SE	301	83	3	1.49	96	358,410	94	3.32%	94	585	94	3
CURRITUCK	NE	381	100	3	1.52	98	45,533	52	0.42%	52	583	93	3
IREDELL	SC	315	89	3	1.03	82	197,693	91	1.83%	91	579	92	3
MOORE	SC	320	92	3	1.07	85	114,539	80	1.06%	80	565	91	3
CARTERET	SE	313	87	3	1.39	93	96,469	76	0.89%	76	558	90	3
DARE	***NE***	***292***	***80***	***2***	***3.25***	***100***	***124,027***	***81***	***1.15%***	***81***	***554***	***89***	***3***
CHATHAM	NC	369	99	3	0.77	57	60,777	62	0.56%	62	550	88	3
UNION	SC	322	93	3	0.72	50	181,595	88	1.68%	88	548	87	3
BRUNSWICK	SE	298	82	3	1.03	81	164,717	84	1.52%	84	547	86	3
HENDERSON	W	317	91	3	0.87	69	104,819	77	0.97%	77	540	85	3
LINCOLN	SC	332	95	3	0.82	62	75,673	69	0.70%	69	532	84	3
JOHNSTON	SE	312	86	3	0.69	45	157,084	83	1.45%	83	523	83	3
FORSYTH	***NC***	***235***	***65***	***2***	***1.08***	***87***	***422,412***	***96***	***3.91%***	***96***	***514***	***81***	***3***
CATAWBA	***SC***	***254***	***71***	***2***	***1.08***	***86***	***174,821***	***87***	***1.62%***	***87***	***514***	***82***	***3***
WATAUGA	W	276	77	2	1.26	92	71,549	66	0.66%	66	500	80	2
GUILFORD	NC	223	61	2	0.98	79	541,942	98	5.01%	98	498	79	2
ALAMANCE	NC	236	66	2	1.03	83	184,517	89	1.71%	89	497	78	2
MACON	***W***	***298***	***81***	***3***	***1.21***	***90***	***45,576***	***53***	***0.42%***	***53***	***494***	***77***	***2***
PENDER	***SE***	***314***	***88***	***3***	***0.71***	***47***	***46,901***	***54***	***0.43%***	***54***	***469***	***76***	***2***

APPENDIX E: COUNTY ECONOMIC DISTRESS VALUES & RANK WITH PULL FACTORS – Pg 2

COUNTY	EXTENSION DISTRICT	COMB. INDEX VALUE	COMB. COUNTY RANK	TIER STATUS W/O PULL FACTORS	CTPF	RANK	TAC	RANK	MS	RANK	COMB. VALUE W/PULL FACTORS	RANK W/PULL FACTORS	ADJ. TIER STATUS
HAYWOOD	W	263	74	2	0.95	76	60,361	61	0.56%	61	461	75	2
JACKSON	W	254	70	2	1.09	88	49,060	57	0.45%	57	456	74	2
GASTON	SC	211	56	2	0.85	64	194,746	90	1.80%	90	455	73	2
TRANSYLVANIA	W	290	79	2	0.86	67	30,242	42	0.28%	42	441	72	2
LEE	SC	229	62	2	0.99	80	62,663	64	0.58%	64	437	71	2
ONSLOW	SE	195	49	2	0.87	68	173,879	86	1.61%	86	435	70	2
AVERY	W	266	76	2	1.51	97	26,624	35	0.25%	35	433	69	2
PITT	***NE***	***177***	***39***	***1***	***0.94***	***75***	***173,389***	***85***	***1.60%***	***85***	***422***	***68***	***2***
ROWAN	SC	210	55	2	0.73	53	106,476	78	0.99%	78	419	67	2
STANLY	SC	235	64	2	0.84	63	54,354	58	0.50%	58	414	66	2
DAVIDSON	NC	217	59	2	0.64	38	109,554	79	1.01%	79	413	65	2
CRAVEN	SE	199	52	2	0.85	65	86,771	73	0.80%	73	410	64	2
DAVIE	NC	285	78	2	0.64	37	27,899	37	0.26%	37	396	63	2
SURRY	NC	186	42	2	0.97	78	68,961	65	0.64%	65	394	62	2
CUMBERLAND	***SC***	***132***	***22***	***1***	***0.90***	***72***	***308,506***	***93***	***2.85%***	***93***	***390***	***61***	***2***
FRANKLIN	NE	265	75	2	0.54	20	40,719	51	0.38%	51	387	60	2
RANDOLPH	NC	187	44	2	0.64	40	93,438	75	0.86%	75	377	59	2
ASHE	NC	253	69	2	0.78	58	21,384	32	0.20%	32	375	58	2
PASQUOTANK	NE	197	50	2	0.96	77	39,112	49	0.36%	49	372	57	2
NASH	***NE***	***160***	***33***	***1***	***0.86***	***66***	***81,240***	***72***	***0.75%***	***72***	***370***	***56***	***2***
CLEVELAND	***W***	***176***	***37***	***1***	***0.73***	***52***	***72,471***	***67***	***0.67%***	***67***	***362***	***55***	***2***
HARNETT	SC	192	47	2	0.56	24	79,036	71	0.73%	71	358	54	2
GRANVILLE	NC	258	73	2	0.46	14	28,141	39	0.26%	39	350	52	2
BEAUFORT	NE	195	48	2	0.81	59	37,952	48	0.35%	48	350	53	2
CAMDEN	NE	326	94	3	0.44	10	4,983	5	0.05%	5	346	51	2
PERSON	NC	232	63	2	0.65	41	25,605	34	0.24%	34	341	50	2
WILSON	***SE***	***131***	***21***	***1***	***0.88***	***70***	***72,658***	***68***	***0.67%***	***68***	***337***	***49***	***2***

APPENDIX E: COUNTY ECONOMIC DISTRESS VALUES & RANK WITH PULL FACTORS – Pg 3

COUNTY	EXTENSION DISTRICT	COMB. INDEX VALUE	COMB. COUNTY RANK	TIER STATUS W/O PULL FACTORS	CTPF	RANK	TAC	RANK	MS	RANK	COMB. VALUE W/PULL FACTORS	RANK W/PULL FACTORS	ADJ. TIER STATUS
WILKES	***NC***	***154***	***31***	***1***	***0.82***	***61***	***55,636***	***59***	***0.51%***	***59***	***333***	***48***	***2***
WAYNE	***SE***	***133***	***23***	***1***	***0.72***	***51***	***88,997***	***74***	***0.82%***	***74***	***332***	***47***	***2***
YANCY	W	257	72	2	0.61	29	11,319	20	0.10%	20	326	46	2
CHEROKEE	***W***	***178***	***40***	***1***	***0.92***	***74***	***26,975***	***36***	***0.25%***	***36***	***324***	***45***	***2***
POLK	W	243	68	2	0.63	33	13,116	23	0.12%	23	322	44	2
MCDOWELL	W	200	53	2	0.62	32	29,072	40	0.27%	40	312	43	2
CALDWELL	***W***	***173***	***36***	***1***	***0.58***	***25***	***47,549***	***55***	***0.44%***	***55***	***308***	***42***	***2***
ROCKINGHAM	***NC***	***137***	***25***	***1***	***0.66***	***43***	***60,908***	***63***	***0.56%***	***63***	***306***	***41***	***2***
MONTGOMERY	***SC***	***223***	***60***	***2***	***0.58***	***26***	***16,014***	***27***	***0.15%***	***27***	***303***	***39***	***1***
BURKE	W	147	27	1	0.64	36	57,876	60	0.54%	60	303	40	1
PAMLICO	***SE***	***240***	***67***	***2***	***0.58***	***27***	***7,593***	***14***	***0.07%***	***14***	***295***	***38***	***1***
SWAIN	W	177	38	1	0.91	73	13,080	22	0.12%	22	294	37	1
STOKES	***NC***	***216***	***57***	***2***	***0.44***	***11***	***20,389***	***31***	***0.19%***	***31***	***289***	***36***	***1***
RUTHERFORD	W	127	19	1	0.71	48	48,038	56	0.44%	56	287	35	1
MADISON	***W***	***216***	***58***	***2***	***0.54***	***21***	***11,872***	***21***	***0.11%***	***21***	***279***	***34***	***1***
ALEXANDER	***SC***	***198***	***51***	***2***	***0.46***	***15***	***17,579***	***29***	***0.16%***	***29***	***271***	***33***	***1***
MITCHELL	***W***	***186***	***41***	***2***	***0.69***	***46***	***10,306***	***17***	***0.10%***	***17***	***266***	***32***	***1***
CLAY	***W***	***190***	***46***	***2***	***0.67***	***44***	***7,761***	***15***	***0.07%***	***15***	***264***	***31***	***1***
DUPLIN	SE	154	30	1	0.53	19	30,644	43	0.28%	43	259	30	1
YADKIN	***NC***	***188***	***45***	***2***	***0.45***	***12***	***17,323***	***28***	***0.16%***	***28***	***256***	***29***	***1***
LENOIR	SE	106	17	1	0.72	49	40,104	50	0.37%	50	255	28	1
HYDE	NE	162	34	1	1.06	84	4,954	4	0.05%	4	254	27	1
CHOWAN	NE	162	35	1	0.76	55	10,313	18	0.10%	18	253	26	1
SAMPSON	SE	135	24	1	0.56	23	35,681	46	0.33%	46	250	25	1
ALLEGHANY	***NC***	***187***	***43***	***2***	***0.61***	***30***	***6,757***	***11***	***0.06%***	***11***	***239***	***24***	***1***
PERQUIMANS	***NE***	***202***	***54***	***2***	***0.42***	***8***	***5,717***	***7***	***0.05%***	***7***	***224***	***23***	***1***
VANCE	NC	58	9	1	0.81	60	35,935	47	0.33%	47	212	22	1

APPENDIX E: COUNTY ECONOMIC DISTRESS VALUES & RANK WITH PULL FACTORS – Pg 3

COUNTY	EXTENSION DISTRICT	COMB. INDEX VALUE	COMB. COUNTY RANK	TIER STATUS W/O PULL FACTORS	CTPF	RANK	TAC	RANK	MS	RANK	COMB. VALUE W/PULL FACTORS	RANK W/PULL FACTORS	ADJ. TIER STATUS
HOKE	SC	146	26	1	0.33	4	19,025	30	0.18%	30	210	21	1
GRAHAM	W	130	20	1	0.76	56	6,407	10	0.06%	10	206	20	1
ROBESON	SE	21	2	1	0.60	28	76,245	70	0.71%	70	189	19	1
HALIFAX	NE	40	4	1	0.74	54	35,429	45	0.33%	45	184	18	1
MARTIN	NE	89	12	1	0.64	35	13,835	24	0.13%	24	172	17	1
GREENE	SE	149	28	1	0.29	3	6,013	8	0.06%	8	168	16	1
RICHMOND	SC	55	8	1	0.63	34	28,108	38	0.26%	38	165	15	1
JONES	SE	149	29	1	0.42	9	3,686	3	0.03%	3	164	14	1
GATES	NE	157	32	1	0.28	2	3,204	2	0.03%	2	163	12	1
BLADEN	SE	95	13	1	0.48	16	14,992	26	0.14%	26	163	13	1
EDGECOMBE	NE	38	3	1	0.62	31	30,735	44	0.28%	44	157	11	1
COLUMBUS	SE	52	6	1	0.54	22	29,710	41	0.27%	41	156	10	1
HERTFORD	NE	61	10	1	0.64	39	14,798	25	0.14%	25	150	9	1
ANSON	SC	89	11	1	0.45	13	11,072	19	0.10%	19	140	8	1
CASWELL	NC	117	18	1	0.27	1	6,137	9	0.06%	9	136	7	1
WARREN	NE	97	14	1	0.40	7	7,795	16	0.07%	16	136	6	1
NORTHAMPTON	NE	98	15	1	0.40	6	7,521	13	0.07%	13	130	5	1
SCOTLAND	SC	20	1	1	0.65	42	22,869	33	0.21%	33	128	4	1
TYRRELL	NE	101	16	1	0.48	17	1,787	1	0.02%	1	120	3	1
WASHINGTON	NE	55	7	1	0.51	18	5,591	6	0.05%	6	85	2	1
BERTIE	NE	48	5	1	0.38	5	6,936	12	0.06%	12	77	1	1