

**Table 1. Labor Force and Employment in the Winston-Salem HMA, 2000 to Current**

|                                  | 2000  | 2001  | 2002  | 2003  | 2004  | 2005  | 2006  | 2007  | 2008  | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 12 Months Ending |              |
|----------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------------|--------------|
|                                  |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       | October 2014     | October 2015 |
| Labor force                      | 303.7 | 307.4 | 306.6 | 308.6 | 306.3 | 309.3 | 317.0 | 316.3 | 319.0 | 319.8 | 314.9 | 313.5 | 316.5 | 315.8 | 311.9 | 312.6            | 316.1        |
| Resident employment              | 293.8 | 291.7 | 288.3 | 289.9 | 289.8 | 293.8 | 302.3 | 301.4 | 299.9 | 286.1 | 280.4 | 281.5 | 287.8 | 291.7 | 293.6 | 293.4            | 299.2        |
| Unemployment                     | 10.0  | 15.7  | 18.3  | 18.6  | 16.5  | 15.5  | 14.8  | 14.9  | 19.1  | 33.7  | 34.4  | 32.0  | 28.7  | 24.1  | 18.4  | 19.2             | 16.9         |
| Unemployment rate (%)            | 3.3   | 5.1   | 6.0   | 6.0   | 5.4   | 5.0   | 4.7   | 4.7   | 6.0   | 10.5  | 10.9  | 10.2  | 9.1   | 7.6   | 5.9   | 6.1              | 5.3          |
| Total nonfarm payroll jobs       | 260.7 | 257.2 | 254.1 | 249.1 | 249.1 | 252.9 | 258.3 | 261.2 | 259.3 | 245.5 | 240.5 | 241.0 | 245.5 | 249.5 | 252.7 | 252.2            | 256.8        |
| Goods-producing sectors          | 70.1  | 66.8  | 61.7  | 56.8  | 54.9  | 55.0  | 53.8  | 51.5  | 48.0  | 41.3  | 38.5  | 37.8  | 37.3  | 37.7  | 39.0  | 38.7             | 40.4         |
| Mining, logging, & construction  | 13.6  | 13.4  | 12.4  | 11.8  | 12.1  | 12.5  | 13.0  | 13.3  | 12.4  | 10.2  | 9.4   | 9.1   | 8.8   | 8.7   | 8.7   | 8.7              | 8.7          |
| Manufacturing                    | 56.5  | 53.4  | 49.3  | 45.0  | 42.9  | 42.5  | 40.8  | 38.2  | 35.6  | 31.2  | 29.1  | 28.7  | 28.6  | 29.0  | 30.3  | 30.0             | 31.6         |
| Service-providing sectors        | 190.7 | 190.4 | 192.4 | 192.3 | 194.2 | 198.0 | 204.5 | 209.6 | 211.4 | 204.2 | 202.1 | 203.2 | 208.2 | 211.9 | 213.8 | 213.4            | 216.4        |
| Trade                            | 38.8  | 38.1  | 36.6  | 36.5  | 36.8  | 36.6  | 36.5  | 37.5  | 36.8  | 34.4  | 34.0  | 34.9  | 35.8  | 36.5  | 36.6  | 36.6             | 36.4         |
| Wholesale trade                  | 9.1   | 8.9   | 8.6   | 8.9   | 9.3   | 8.9   | 8.9   | 9.1   | 8.9   | 8.1   | 8.0   | 8.1   | 8.3   | 8.4   | 8.6   | 8.5              | 8.8          |
| Retail trade                     | 29.7  | 29.2  | 28.0  | 27.6  | 27.5  | 27.7  | 27.6  | 28.4  | 27.9  | 26.3  | 26.0  | 26.8  | 27.5  | 28.1  | 28.0  | 28.1             | 27.6         |
| Transportation & utilities       | 12.4  | 12.4  | 11.5  | 11.4  | 11.1  | 10.8  | 10.5  | 10.1  | 9.9   | 8.8   | 8.3   | 9.0   | 9.2   | 9.6   | 9.6   | 9.6              | 9.8          |
| Information                      | 4.8   | 4.1   | 3.3   | 2.8   | 2.7   | 2.6   | 2.7   | 2.7   | 2.6   | 2.4   | 2.2   | 2.2   | 2.1   | 2.1   | 2.3   | 2.2              | 2.3          |
| Financial activities             | 13.3  | 13.3  | 13.2  | 13.4  | 13.7  | 13.7  | 13.9  | 14.5  | 14.3  | 13.5  | 13.0  | 12.9  | 12.7  | 12.7  | 12.8  | 12.8             | 12.8         |
| Professional & business services | 28.8  | 27.2  | 28.7  | 26.0  | 26.5  | 29.1  | 31.1  | 31.3  | 31.4  | 28.4  | 29.0  | 30.6  | 33.3  | 34.1  | 33.9  | 33.7             | 35.0         |
| Education & health services      | 35.4  | 37.0  | 39.4  | 41.8  | 43.0  | 44.7  | 47.0  | 49.0  | 49.8  | 50.3  | 50.0  | 48.8  | 50.2  | 51.2  | 52.4  | 52.3             | 52.5         |
| Leisure & hospitality            | 20.0  | 20.6  | 21.2  | 21.6  | 22.0  | 22.2  | 23.0  | 23.7  | 24.3  | 23.9  | 23.5  | 23.7  | 24.0  | 24.4  | 24.9  | 24.9             | 26.5         |
| Other services                   | 9.0   | 9.3   | 9.3   | 9.4   | 9.5   | 9.5   | 9.5   | 9.9   | 10.3  | 9.9   | 9.4   | 9.0   | 9.1   | 9.4   | 9.4   | 9.4              | 9.5          |
| Government                       | 28.2  | 28.5  | 29.1  | 29.4  | 28.9  | 28.9  | 30.2  | 31.0  | 32.0  | 32.6  | 32.7  | 32.0  | 31.9  | 32.0  | 31.8  | 31.9             | 31.7         |
| Federal                          | 1.6   | 1.5   | 1.6   | 1.5   | 1.5   | 1.6   | 1.6   | 1.6   | 1.7   | 1.9   | 2.2   | 2.0   | 1.9   | 1.9   | 1.9   | 1.9              | 2.0          |
| State                            | 4.3   | 4.3   | 4.4   | 4.5   | 4.7   | 4.8   | 4.9   | 5.0   | 5.4   | 5.8   | 6.1   | 6.3   | 6.5   | 6.5   | 6.3   | 6.4              | 6.1          |
| Local                            | 22.3  | 22.7  | 23.1  | 23.4  | 22.7  | 22.5  | 23.7  | 24.4  | 24.9  | 24.9  | 24.4  | 23.8  | 23.5  | 23.5  | 23.6  | 23.6             | 23.6         |

Notes: Numbers may not add to totals because of rounding. Data are reported in thousands. Current includes data through October 2015.

Source: U.S. Bureau of Labor Statistics

**Table 2. Population and Household Trends in the Winston-Salem HMA, 2000 to Forecast**

|                   | 2000    | 2010    | Current | Forecast | Average Annual Change |          |                 |          |                     |          |
|-------------------|---------|---------|---------|----------|-----------------------|----------|-----------------|----------|---------------------|----------|
|                   |         |         |         |          | 2000 to 2010          |          | 2010 to Current |          | Current to Forecast |          |
|                   |         |         |         |          | Number                | Rate (%) | Number          | Rate (%) | Number              | Rate (%) |
| <b>Population</b> |         |         |         |          |                       |          |                 |          |                     |          |
| Winston-Salem HMA | 569,207 | 640,595 | 660,000 | 672,100  | 7,150                 | 1.2      | 3,475           | 0.5      | 4,025               | 0.6      |
| <b>Households</b> |         |         |         |          |                       |          |                 |          |                     |          |
| Winston-Salem HMA | 227,841 | 256,825 | 265,650 | 271,000  | 2,900                 | 1.2      | 1,575           | 0.6      | 1,775               | 0.7      |

Notes: Rates of change are calculated on a compound basis. The current date is November 1, 2015. The forecast date is November 1, 2018.

Sources: 2000 and 2010—2000 Census and 2010 Census; current and forecast—estimates by analyst

**Table 3. Housing Inventory, Tenure, and Vacancy in the Winston-Salem HMA, 2000, 2010, and Current**

|                         | Winston-Salem HMA |         |         |
|-------------------------|-------------------|---------|---------|
|                         | 2000              | 2010    | Current |
| Total housing inventory | 245,561           | 287,030 | 295,100 |
| Occupied units          | 227,841           | 256,825 | 265,650 |
| Owner-occupied          | 161,904           | 177,147 | 175,200 |
| %                       | 71.1              | 69.0    | 66.0    |
| Renter-occupied         | 65,937            | 79,678  | 90,450  |
| %                       | 28.9              | 31.0    | 34.0    |
| Vacant units            | 17,720            | 30,205  | 29,450  |
| Available units         | 9,311             | 16,318  | 11,450  |
| For sale                | 3,013             | 4,953   | 3,025   |
| Rate (%)                | 1.8               | 2.7     | 1.7     |
| For rent                | 6,298             | 11,365  | 8,400   |
| Rate (%)                | 8.7               | 12.5    | 8.5     |
| Other vacant            | 8,409             | 13,887  | 18,000  |

*Notes: Numbers may not add to totals because of rounding. The current date is November 1, 2015.*

*Sources: 2000 and 2010—2000 Census and 2010 Census; current—estimates by analyst*

**Table 4. Residential Building Permit Activity in the Winston-Salem HMA, 2000 to Current**

| Type of Building Permit | 2000  | 2001  | 2002  | 2003  | 2004  | 2005  | 2006  | 2007  | 2008  | 2009  | 2010  | 2011  | 2012  | 2013  | 2014  | 12 Months Ending |              |
|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------------------|--------------|
|                         |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       | October 2014     | October 2015 |
| Winston-Salem HMA       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |                  |              |
| Total                   | 4,445 | 3,878 | 4,444 | 4,105 | 4,958 | 4,898 | 4,905 | 4,431 | 2,739 | 1,509 | 1,548 | 1,729 | 1,595 | 2,170 | 2,330 | 1,571            | 1,549        |
| Single-family           | 3,550 | 3,350 | 3,464 | 3,283 | 4,122 | 4,328 | 4,120 | 3,302 | 1,831 | 1,097 | 1,164 | 1,130 | 1,045 | 1,205 | 1,488 | 1,014            | 1,083        |
| Multifamily             | 895   | 528   | 980   | 822   | 836   | 570   | 785   | 1,129 | 908   | 412   | 384   | 599   | 550   | 965   | 842   | 557              | 466          |

Notes: Numbers may not add to totals because of rounding. Current includes data through October 2015.

Sources: U.S. Census Bureau, Building Permits Survey; estimates by analyst

**Table 5.** Median Income in the Winston-Salem HMA, 2014

|                         | Median Income (\$) |
|-------------------------|--------------------|
|                         | 2014               |
| Median Family Income    | 56,000             |
| Median household income | 43,665             |

*Sources: Median Family Income—U.S. Department of Housing and Urban Development, Office of Policy Development and Research; median household income—U.S. Census Bureau, 2014 American Community Survey 1-year data*