

# Disruptive Demographics: Implications for the Delta Region



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# OVERVIEW

- Demographic Trends
- Challenges & Opportunities
- Discussion

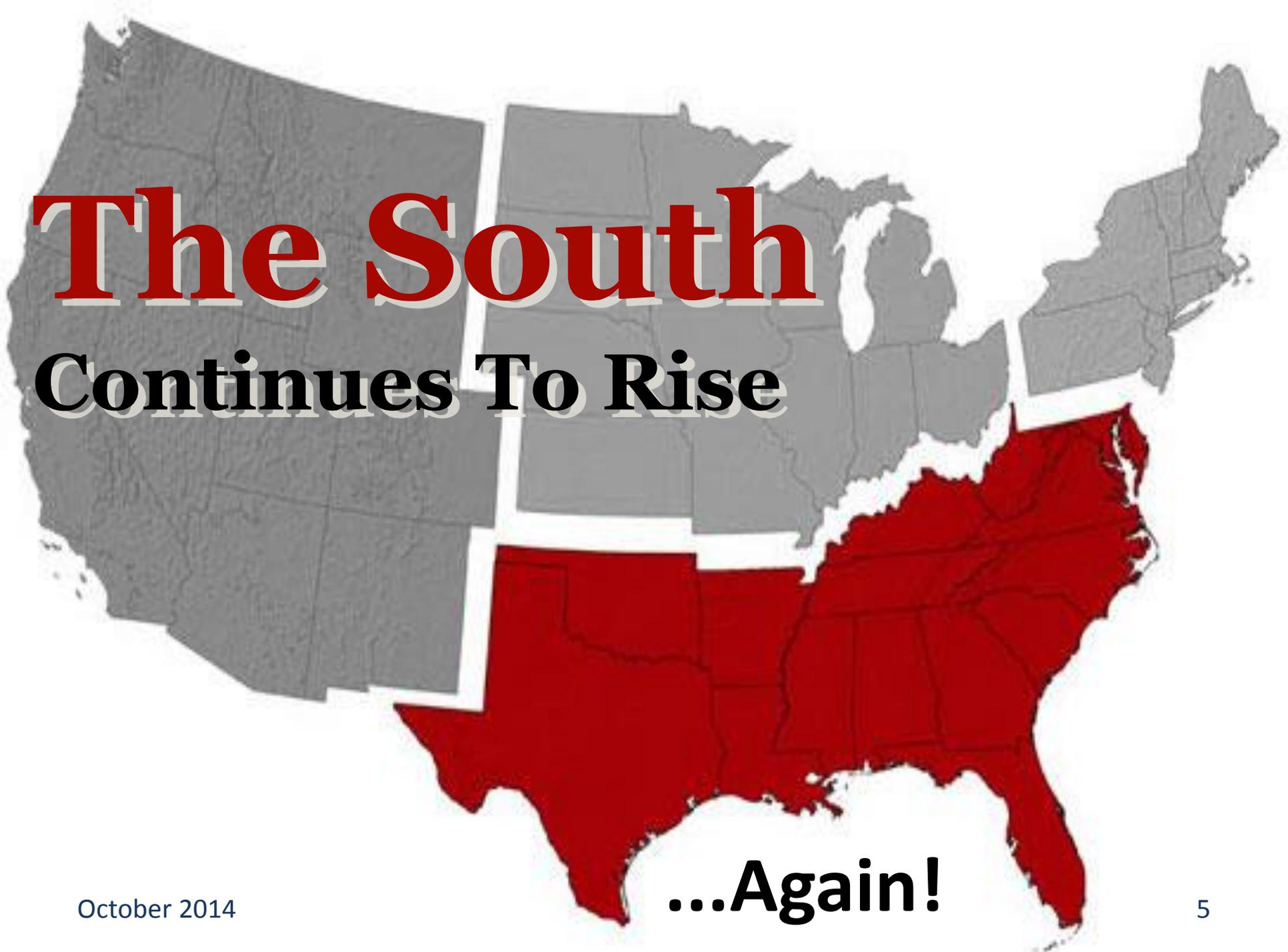
what  
**CENSUS 2010**  
will REVEAL



October 2014

# 6 DISRUPTIVE TRENDS

- The South Rises – Again
- The Browning of America
- Marrying Out is “In”
- The Silver Tsunami is About Hit
- The End of Men?
- Cooling Water from Grandma’s Well...  
and Grandpa’s Too!

A map of the United States where the Southern region is highlighted in a solid red color. The rest of the country is shown in a light gray color. The red region includes Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Alabama, Georgia, Florida, South Carolina, North Carolina, and Virginia. The text "The South Continues To Rise" is overlaid on the map in a large, bold, serif font. The word "The" is red, "South" is red, "Continues" is black, and "To Rise" is black. The text is positioned in the upper left quadrant of the map.

# The South Continues To Rise

**...Again!**

# South's Share of U.S. Net Population Growth, Selected Years, 1910-2010

Years	U.S. Absolute Population Change	South's Absolute Population Change	South's Share of Change
1910-1930	30,974,129	8,468,303	27%
1930-1950	28,123,138	9,339,455	33%
1950-1970	51,886,128	15,598,279	30%
1970-1990	45,497,947	22,650,563	50%
1990-2010	60,035,665	29,104,814	49%

# U.S. POPULATION CHANGE BY REGION, 2000-2010

Region	2010 Population	Absolute Population Change, 2000-2010	Percent Population Change, 2000-2010
U.S.	309,050,816	26,884,972	9.5%
Northeast	55,417,311	1,753,978	3.3%
Midwest	66,972,887	2,480,998	3.0%
South	114,555,744	14,318,924	14.3%
West	72,256,183	8,774,852	13.8%
Delta Region	9,852,807	126,435	1.3%

# SHARES OF NET POPULATION GROWTH BY REGION, 2000-2010

Region	Absolute Population Change	Percent of Total
UNITED STATES	26,884,972	100.0
NORTHEAST	1,753,978	6.0
MIDWEST	2,480,998	9.0
SOUTH	14,318,924	53.0
WEST	8,774,852	32.0

# NET MIGRATION TRENDS, 2000-2008

	Northeast	Midwest	South	West
Total	-1,032	-2,008	+2,287	+46
Black	-346	-71	+376	<b>+41</b>
Hispanic	-292	-109	+520	-117
Elderly	-115	+42	+97	-27
Foreign born	-147	-3	+145	+3

# GROSS AND NET MIGRATION FOR THE SOUTH, 2004-2010

## The Region

Years	Domestic			Foreign		
	In	Out	Net	In	Out	Net
2004-2007	4,125,096	3,470,431	654,665	268,619	132,382	136,237
2007-2010	3,874,414	3,477,899	396,525	232,501	132,201	100,300

## Florida

Years	Domestic			Foreign		
	In	Out	Net	In	Out	Net
2004-2007	812,053	630,051	182,002	41,745	24,108	17,637
2007-2010	654,931	668,087	-13,156	33,095	32,094	1,001

# State Share of South's Net Growth, 2000-2010

Region/State	Absolute Change	State's Share
The South	14,318,924	100.0%
Texas	4,293,741	30.0%
Florida	2,818,932	19.7%
Georgia	1,501,200	10.5%
North Carolina	1,486,170	10.4%
Other Southern States	4,218,881	29.4%

# Absolute and Relative Population Change, 2000-2010

Area	Number of Counties /Parishes	2010 Population	Absolute Change 2000-2010	Percent Change 2000-2010
Delta Region	252	9,852,807	126,435	1.3%
Alabama	20	413,656	-22,181	-5.1%
Arkansas	42	1,431,528	28,075	2.0%
Illinois	16	344,594	-1,972	-0.6%
Kentucky	21	500,107	6,569	1.3%
Louisiana	56	3,324,911	-47,753	-1.4%
Mississippi	47	1,578,569	65,303	4.3%
Missouri	29	688,122	36,117	5.5%
Tennessee	21	1,562,650	62,848	4.2%

# Delta Counties Experiencing Greater than 25,000 Absolute Growth, 2000-2010

County/Parish	2010 Population	Absolute Change 2000-2010	Percent Change 2000-2010
Desoto County, MS	161,252	54,053	50.4
Livingston Parish, LA	128,026	36,212	39.4
Ascension Parish, LA	107,215	30,588	39.9
Shelby County, TN	927,644	30,172	3.4
East Baton Rouge Parish, LA	440,171	27,319	6.6
Rankin County, MS	141,617	26,290	22.8

# Delta Counties Experiencing 14,000 to 24,999 Absolute Growth, 2000-2010

County/Parish	2010 Population	Absolute Change 2000-2010	Percent Change 2000-2010
Pulaski County, AR	382,748	21,274	5.9
Madison County, MS	95,203	20,529	27.5
Tangipahoa Parish, LA	121,097	20,509	20.4
Lonoke County, AR	68,356	15,528	29.4
Craighead County, AR	96,443	14,295	17.4

# Population Loss in the Delta Region, 2000-2010

Size of Loss	Number of Counties
Greater than 100,000	1
10,000 – 32,000	4
5,000 – 9,999	5
2,500 – 4,999	11
1,000- 2,499	49
Less than 1,000	60

# U.S. POPULATION CHANGE BY REGION, 2010-2013

Region	2013 Population	Absolute Population Change, 2010-2013	Percent Population Change, 2010-2013
U.S.	316,128,839	7,383,301	2.4%
Northeast	55,943,073	625,833	1.1%
Midwest	67,547,890	620,889	0.9%
South	118,383,453	3,827,709	3.3%
West	74,254,423	2,309,170	3.2%

# SHARES OF NET POPULATION GROWTH BY REGION, 2010-2013

Region	Absolute Population Change	Percent of Total
UNITED STATES	7,383,301	100.0
NORTHEAST	625,833	8.5
MIDWEST	620,889	8.4
SOUTH	3,827,709	51.8
WEST	2,309,170	31.3

# STATE SHARES OF SOUTH'S NET GROWTH, 2010-2013

Region/State	Absolute Change	State's Share
The South	3,525,554	100.0%
Texas	1,302,632	36.9%
Florida	751,550	21.3%
Georgia	304,514	8.6%
North Carolina	312,577	8.9%
Virginia	259,381	7.4%
Other Southern States	594,873	16.9%

# THE “BROWNING” OF AMERICA

# Legal Immigration to United States

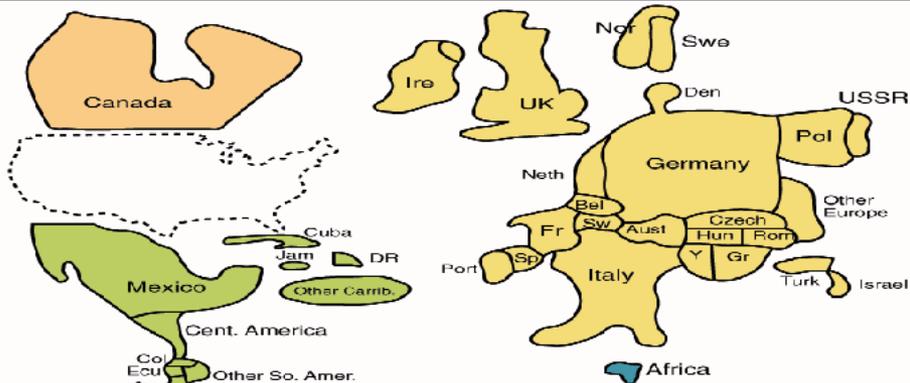
## 1921-1960

40 years

Area Proportional to Number of Immigrants

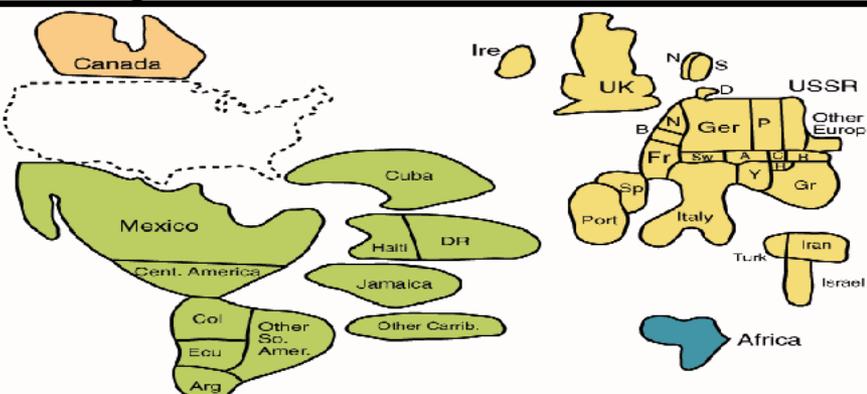
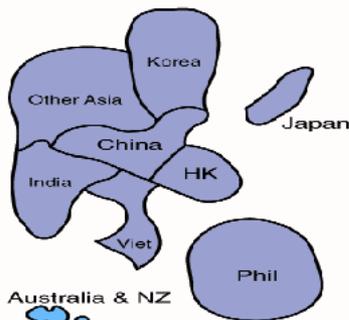
□ 10,000

□ 100,000



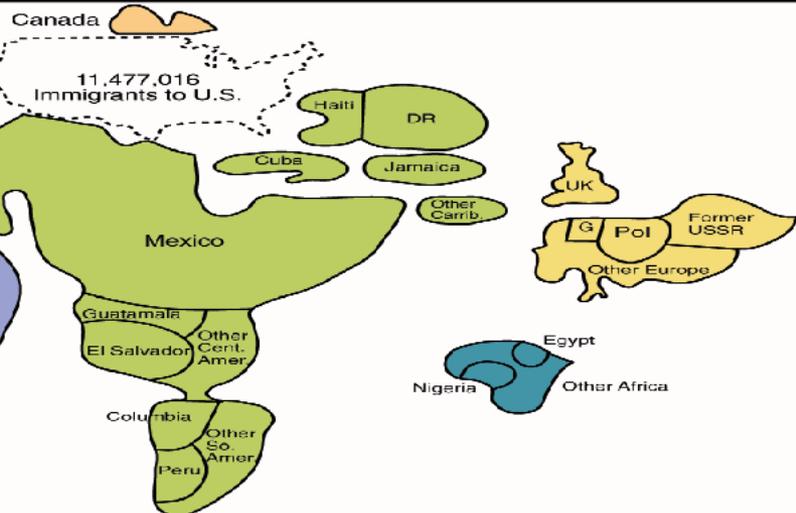
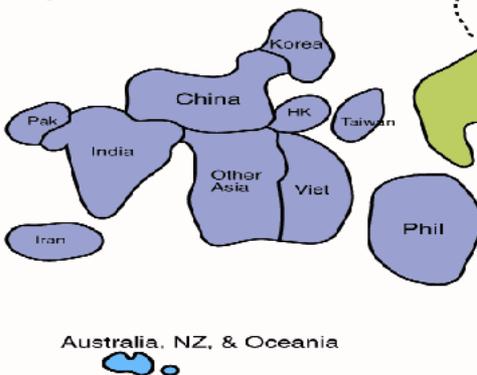
## 1961-1986

16 years



## 1987-1998

12 years



# The Numbers

## Legal Immigrants

Year	Annual Flow
1920-1961	206,000
1961-1992	561,000
1993-1998	800,654
1999-2004	879,400
2005-2008	1,137,000
2009-2012	1,067,000

## Refugees, Parolees, Asylees

Year	Annual Flow
1961-1993	65,000
1994-1998	107,000
1999-2004	85,500
2005-2008	75,000
2009-2012	92,500

# The Numbers Cont'd

- **Illegal Immigrants**

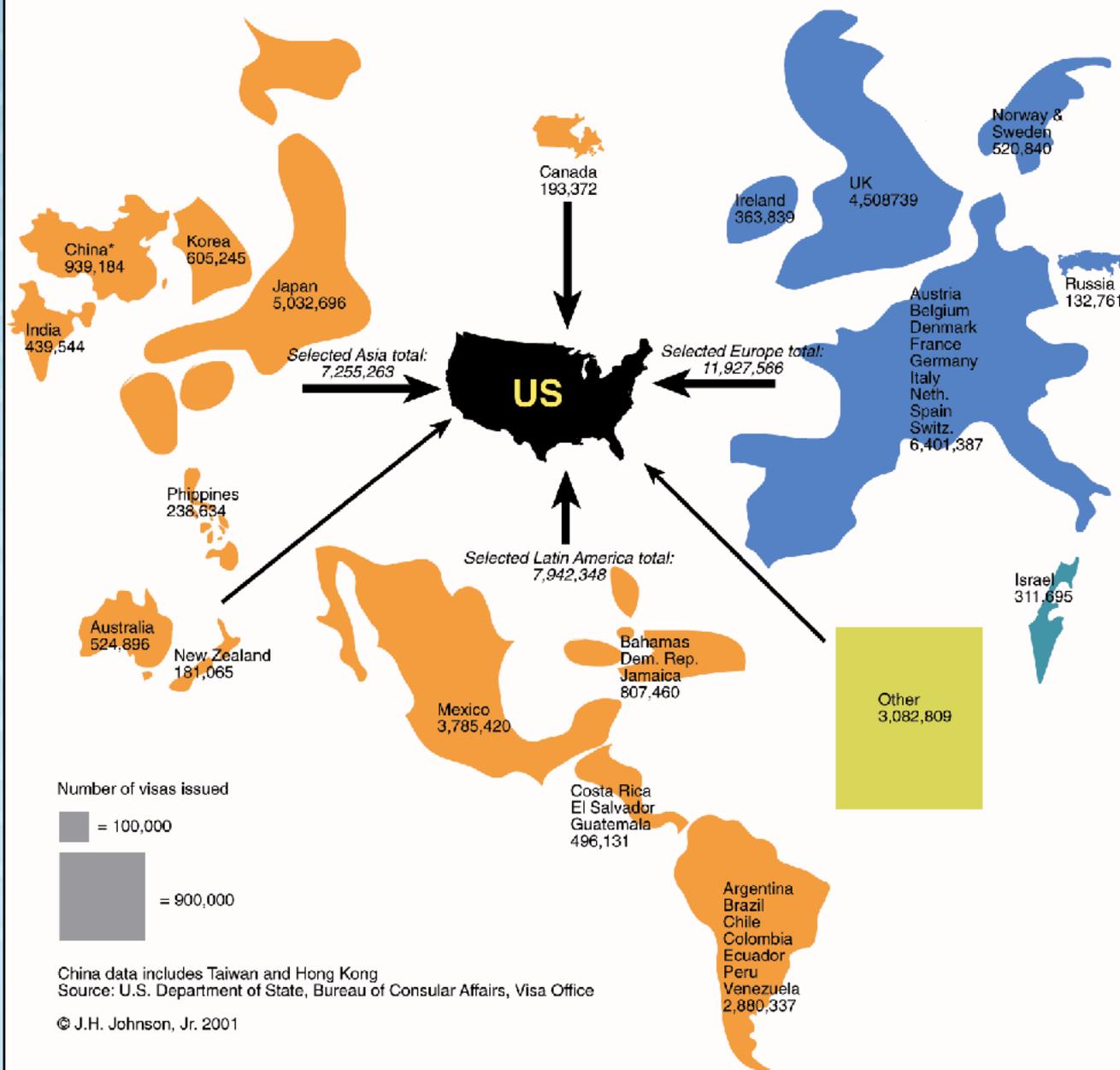
- 300,000 to 400,000 annually over the past two decades
- Three million granted amnesty in 1986
- 2.7 million illegal immigrants remained after 1986 reforms
- October 1996: INS estimated there were 5 million illegal immigrants in U.S.
- Since August 2005: Estimates of illegal population have ranged between 7 million and 15 million
- Today: An estimated 11.5 million unauthorized immigrants reside in U.S.

# NON-IMMIGRANTS ADMITTED TO UNITED STATES, SELECTED YEARS, 1981-2011

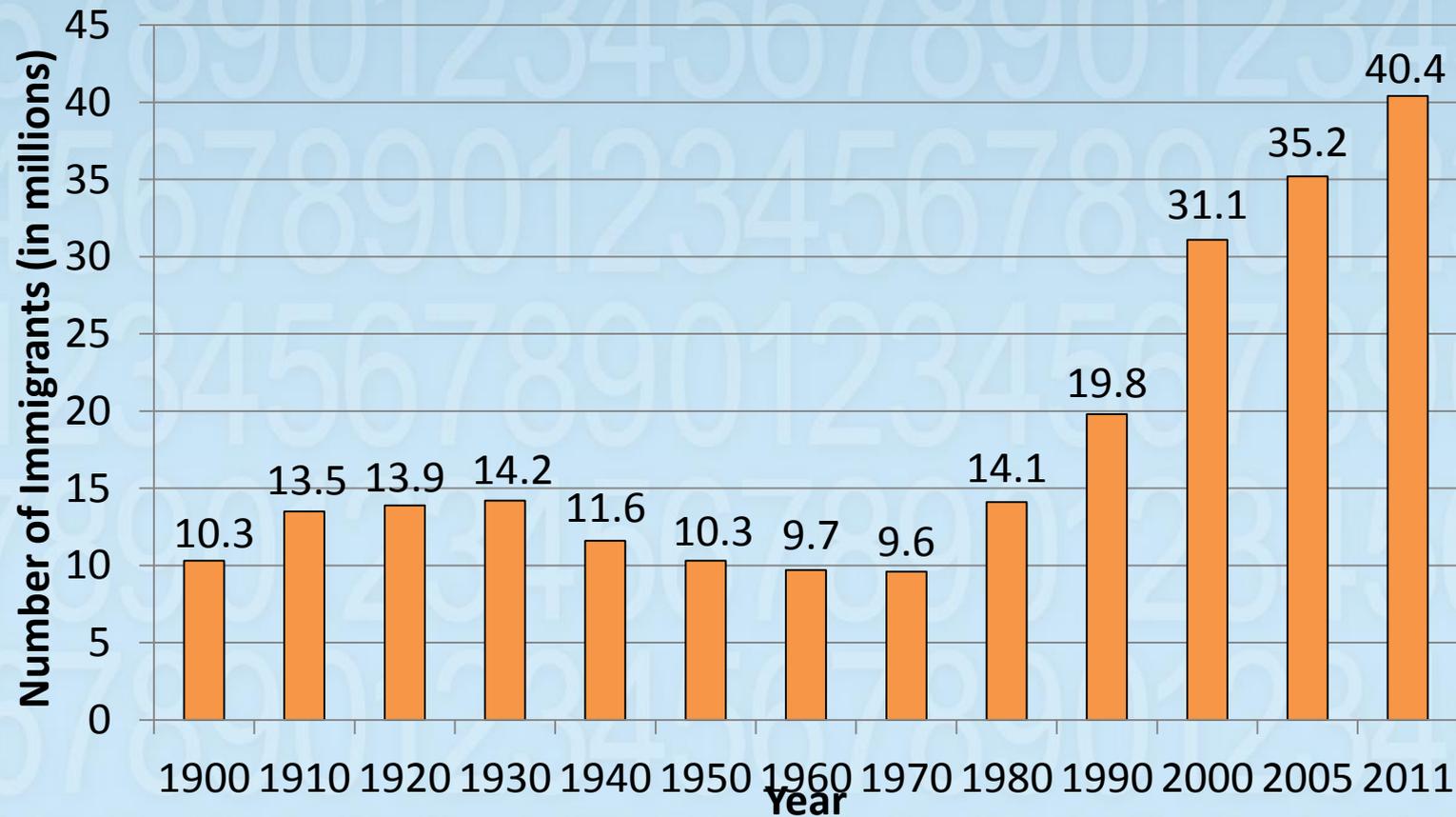
Year	All Classes	Exchange Visitors	Academic & Vocational Students
1981	11,756,903	108,023 (1%)	271,861 (2%)
1985	9,539,880	141,213 (1%)	285,496 (3%)
1990	17,574,055	214,644 (1%)	355,207 (2%)
1995	22,640,540	241,364 (1%)	395,480 (2%)
2000	33,690,082	351,743 (1%)	699,953 (2%)
2001	32,824,088	389,435 (1%)	741,921 (2%)
2002	27,907,139	370,176 (1%)	687,506 (2%)
2008	39,381,928	506,138 (1%)	917,373 (2%)
2011	53,082,286	526,931 (1%)	1,702,730 (3%)

# Non-Immigrants Arriving in United States by County of Citizenship, 1999

(Issuance of Non-residence visas, fiscal year 1999)



# U.S. Immigrant Population, 1900-2011



# U.S. Foreign Born Population by Race/Ethnicity, 2011

Race/Ethnicity	Foreign Population	Share of Total (%)
<b>Total</b>	<b>40,381,574</b>	<b>100.0</b>
<b>Hispanic</b>	<b>18,788,300</b>	<b>46.5</b>
<b>White Alone, not Hispanic</b>	<b>7,608,236</b>	<b>18.8</b>
<b>Black Alone, not Hispanic</b>	<b>3,130,348</b>	<b>7.8</b>
<b>Asian Alone, not Hispanic</b>	<b>9,988,159</b>	<b>24.7</b>
<b>Other Alone, not Hispanic</b>	<b>866,531</b>	<b>2.1</b>

# U.S. POPULATION CHANGE BY RACE & ETHNICITY, 2000-2010

Race	2010 Population	Absolute Change 2000 – 2010	Percentage Change 2000 - 2010
Total	308,745,538	27,323,632	9.7%
Non-Hispanic	258,267,944	12,151,856	4.9%
White	196,817,552	2,264,778	1.2%
Black	37,685,848	3,738,011	11.0%
AI/AN	2,247,098	178,215	8.6%
Asian	14,465,124	4,341,955	42.9%
NH/PI	481,576	128,067	36.2%
2 or More Races	5,966,481	1,364,335	29.6%
Hispanic	50,477,594	15,171,776	43.0%

# NON-WHITE AND HISPANIC SHARES OF POPULATION GROWTH, 2000-2010

Area	Absolute Population Change	Non-White Share	Hispanic Share
US	27,323,632	91.7	55.5
South	14,318,924	79.6	46.4
Texas	4,293,741	89.2	65.0
Florida	2,818,932	84.9	54.7
Georgia	1,501,206	81.0	27.9
NC	1,486,170	61.2	28.3

# MEDIAN AGE OF U.S. POPULATION BY RACE, HISPANIC ORIGIN & GENDER, 2009

Race	Total	Male	Female
United States	36.8	35.4	38.2
White Alone	38.3	37.0	39.6
White, Non-Hispanic	41.2	39.9	42.6
Black Alone	31.3	29.4	33.3
AI/AN Alone	29.5	29.0	30.2
Asian Alone	33.6	32.6	34.6
NH/PI Alone	29.9	29.5	30.3
Two or More Races	19.7	18.9	20.5
Hispanic	27.4	27.4	27.5

# TOTAL FERTILITY RATES FOR U.S. WOMEN BY RACE/ETHNICITY, 2012

Race/Ethnicity	Total Fertility Rate
All Races	1.88
Hispanic	2.18
Non-Hispanic White	1.76
Blacks	1.90
Asian	1.77
Native American	1.35

# RELATIVE DISTRIBUTION OF U.S. BIRTHS BY RACE / ETHNICITY

Race/Ethnicity	1990	2008	2011
White	66%	50%	49.6%
Blacks	17%	16%	15.0%
Hispanics	15%	26%	26.0%
Other	2%	8%	9.4%

Source: Johnson and Lichter (2010); Tavernise (2011).

# RELATIVE DISTRIBUTION OF U.S. POPULATION BY RACE / ETHNICITY

Race/Ethnicity	2005	2050
White	67%	47%
Blacks	12.8%	13%
Hispanics	14%	29%
Asian	5%	9%

# POPULATION CHANGE BY RACE & ETHNICITY, Delta Region, 2000-2010

Race	2010 Population	Absolute Change 2000 – 2010	Percentage Change 2000 – 2010
Total	9,852,807	126,435	1.3%
Non-Hispanic	9,518,391	-33,220	-0.3%
White	6,098,741	-171,829	-2.4%
Black	3,134,796	67,015	2.2%
AI/AN	35,081	3,351	10.6%
Asian	114,113	29,073	34.2%
NH/PI	2,841	763	36.7%
Some other Race	9,359	2,368	33.9%
2 or More Races	113,460	35,157	44.9%
Hispanic	344,416	159,655	86.4%

# Percent Change in Population by Race/Ethnicity, 2000-2010

Area	Total Population	Non-Hispanic White Population	Non-White Population	Hispanic Population
Delta Region	1.3%	-2.7%	8.6%	86.4%
Alabama	-5.1%	-9.0%	-1.8%	78.4%
Arkansas	2.0%	-2.6%	13.9%	101.9%
Illinois	-0.6%	-2.5%	15.8%	59.1%
Kentucky	1.3%	-0.3%	13.2%	63.6%
Louisiana	-1.4%	-4.8%	3.6%	71.6%
Mississippi	4.3%	-0.3%	9.4%	111.3%
Missouri	5.5%	3.8%	28.3%	76.0%
Tennessee	4.2%	-4.8%	17.0%	113.1%

# MEDIAN AGE AND FERTILITY RATES FOR FEMALES IN SOUTH, 2005-2010

Demographic Group	Median Age	Fertility/1000 Women
All Women	37.7	58
White, Non-Hispanic	42.8	50
African American	30.0	61
American Indian & Native Alaskan	33.5	65
Asian	34.6	63
Native Hawaiian & Pacific Islander	28.7	77
Some Other Race	26.7	88
Two Or More Races	19.6	59
Hispanic	28.3	80
Native Born	37.4	55
Foreign Born	40.4	79

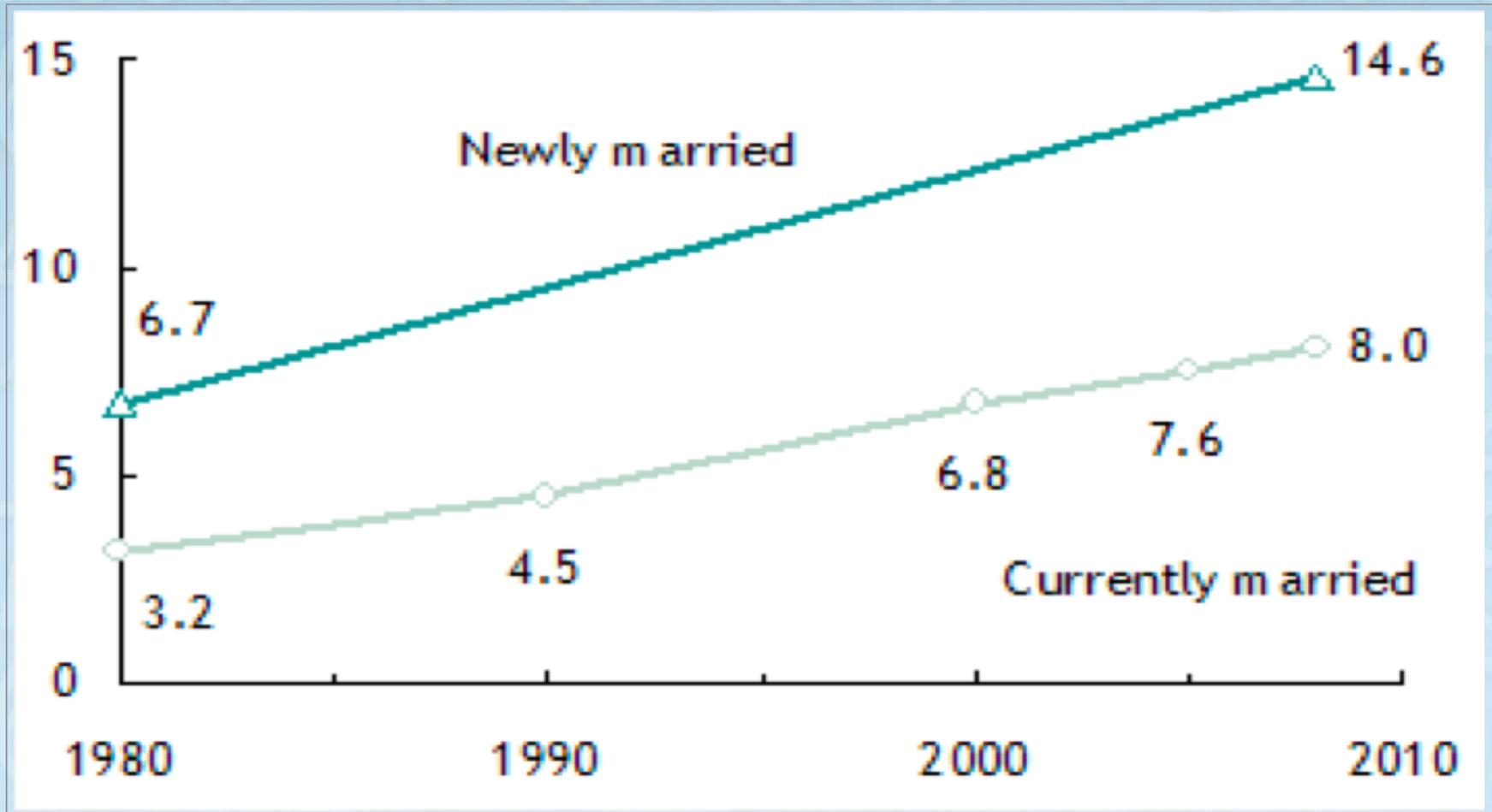
# Marrying Out



is “In”

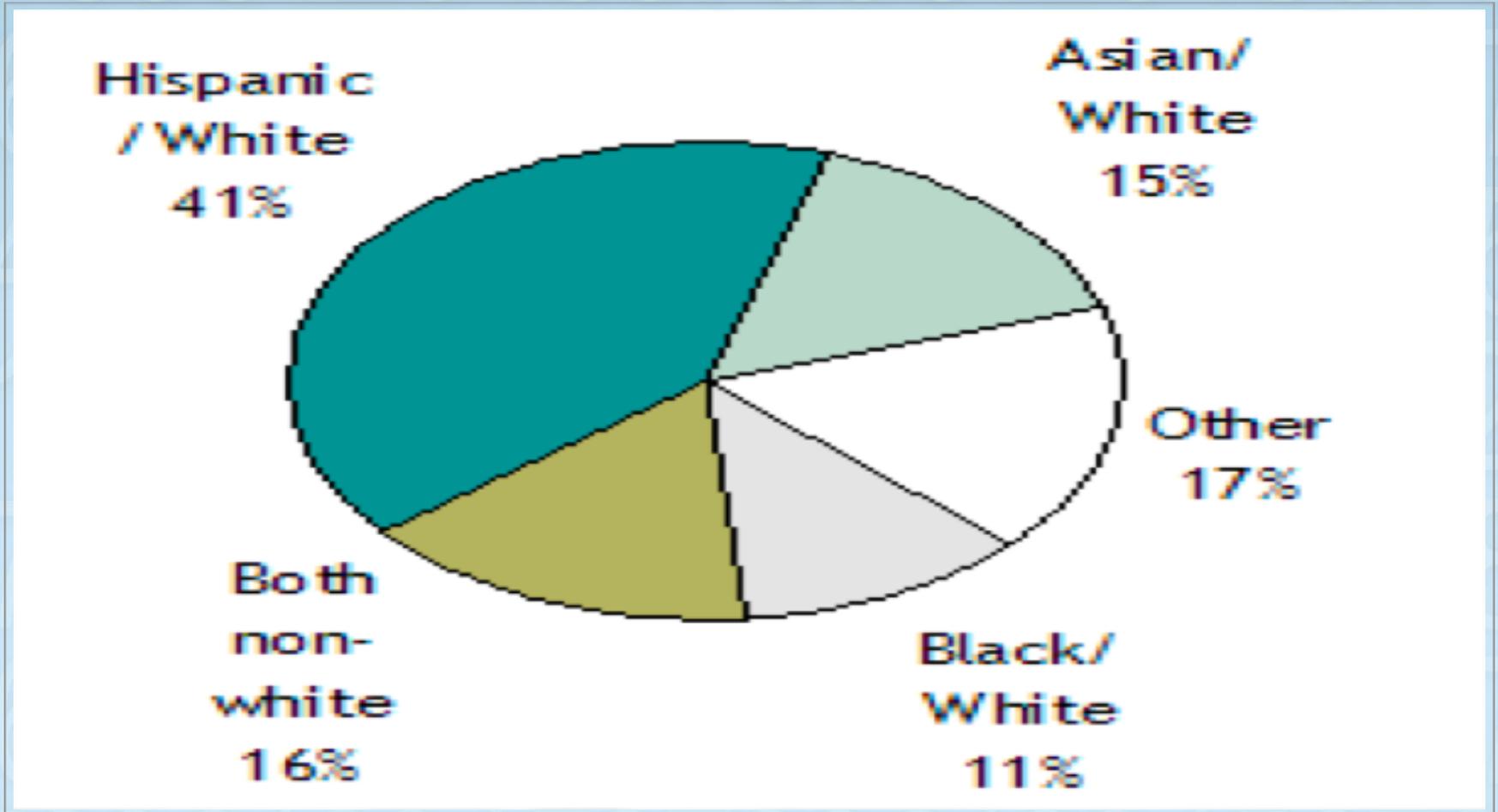
# INTERMARRIAGE TREND, 1980-2008

% Married Someone of a Different Race/Ethnicity



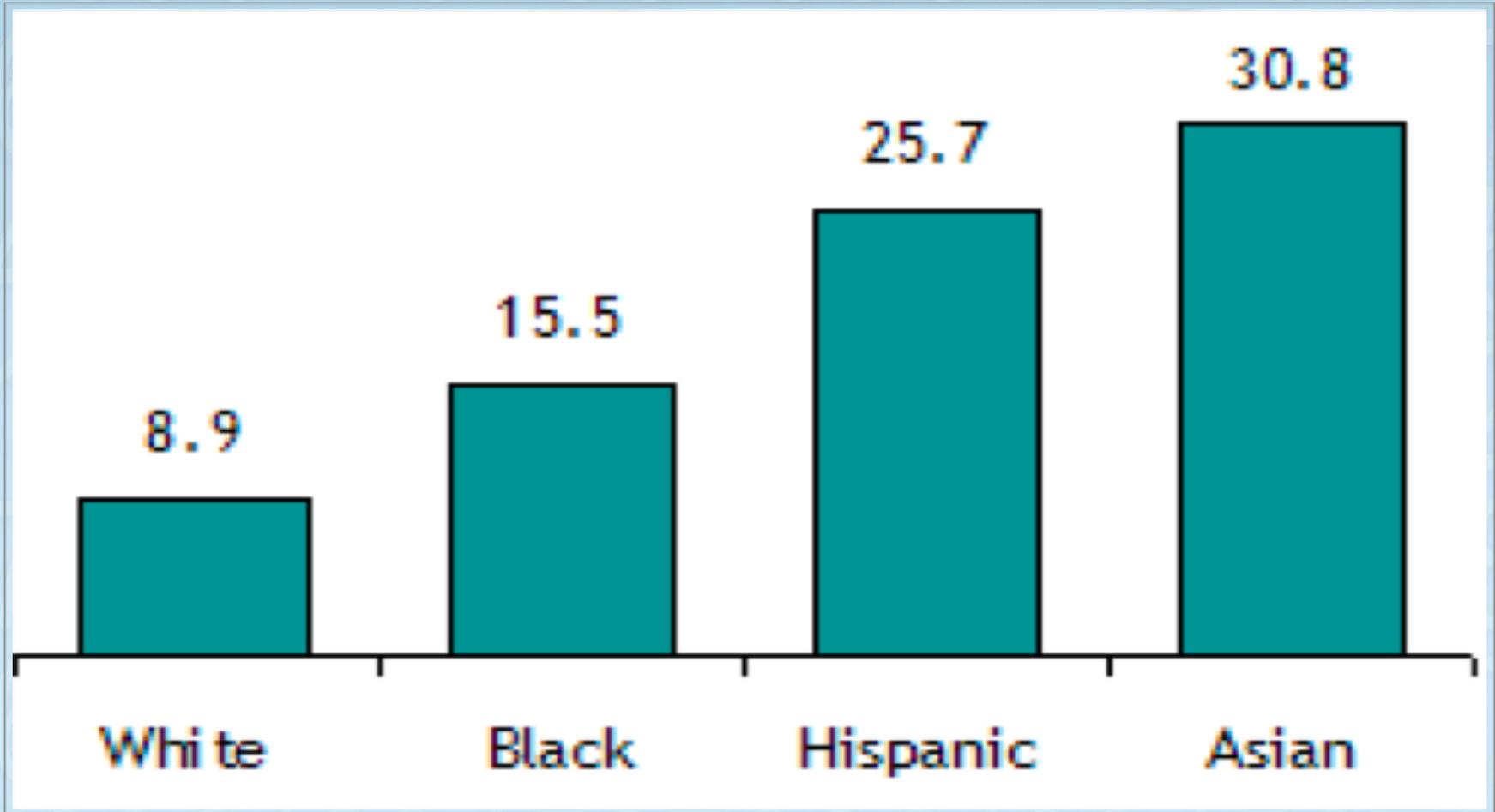
# INTERMARRIAGE TYPES

Newly Married Couples in 2008



# INTERMARRIAGE RATES BY RACE & ETHNICITY

% of Newlyweds Who Married Someone of a Different Race/Ethnicity, 2008



# THE SILVER TSUNAMI

October 2014



# U.S. POPULATION CHANGE BY AGE, 2000-2009

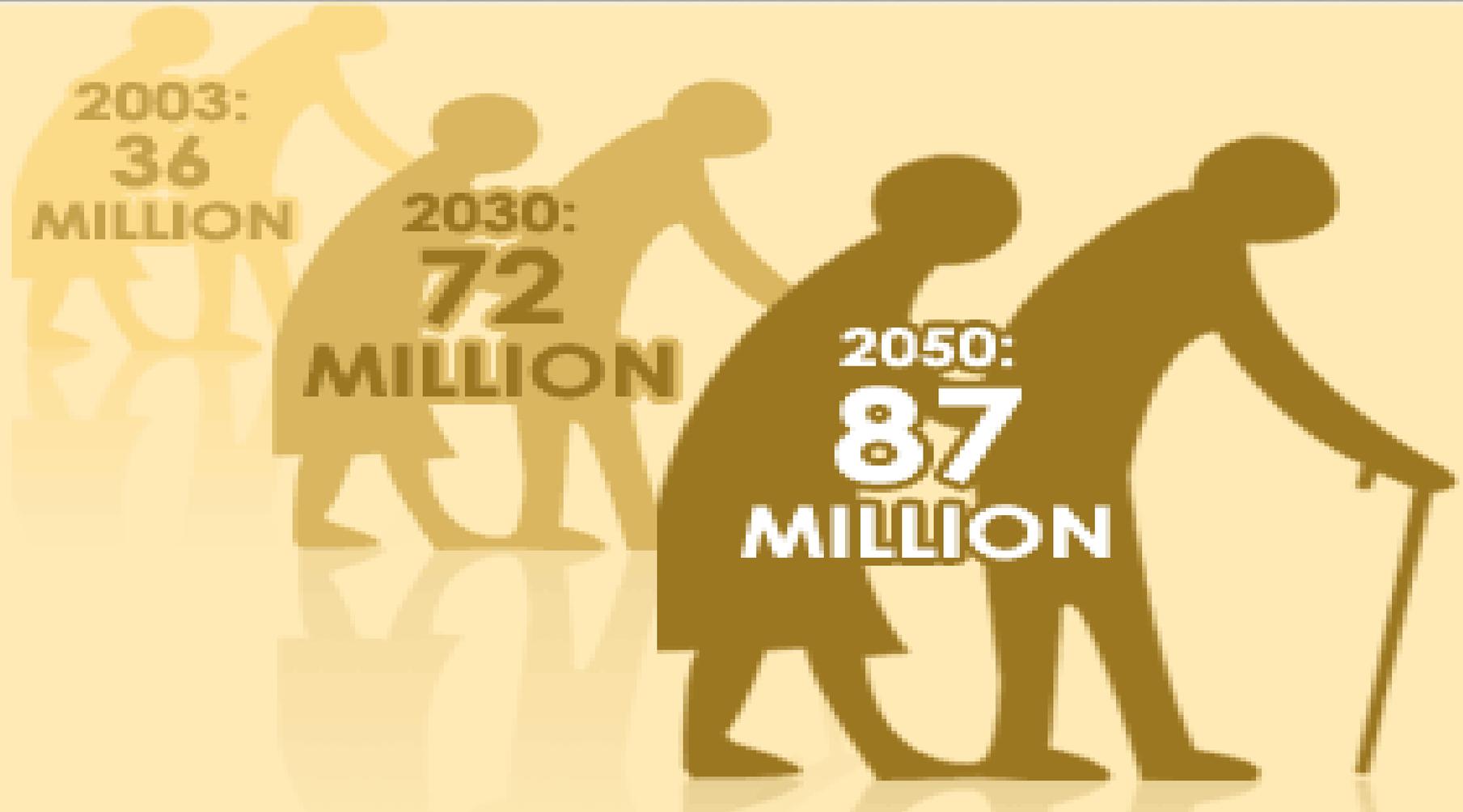
Age	2009	Absolute Change 2000 - 2009	Percentage Change 2000 - 2009
<25	104,960,250	5,258,492	5.3
25-44	84,096,278	-1,898,345	-2.2
45-64	79,379,439	16,977,567	27.2
65+	39,570,590	4,496,886	12.8
TOTAL	307,006,550	24,834,593	8.8

# U.S. POPULATION TURNING 50, 55, 62, AND 65 YEARS OF AGE, (2007-2015)

	Age 50	Age 55	Age 62	Age 65
Average Number/Day	12,344	11,541	9,221	8,032
Average Number/Minute	8.6	8.0	6.4	5.6

# THE GREYING OF AMERICA

## U.S. Census Projections



# ABSOLUTE AND PERCENT CHANGE IN U.S. POPULATION BY AGE

Age	2005	2050	% Change
Total	296	438	50.0
0-17	73	102	39.7
18-64	186	255	37.1
65+	37	81	118.9

# OLDER WORKERS IN U.S. WORKFORCE

YEAR	Age 65 or Older	Age 75 or Older
------	-----------------	-----------------

1998

11.9%

4.7%

2008

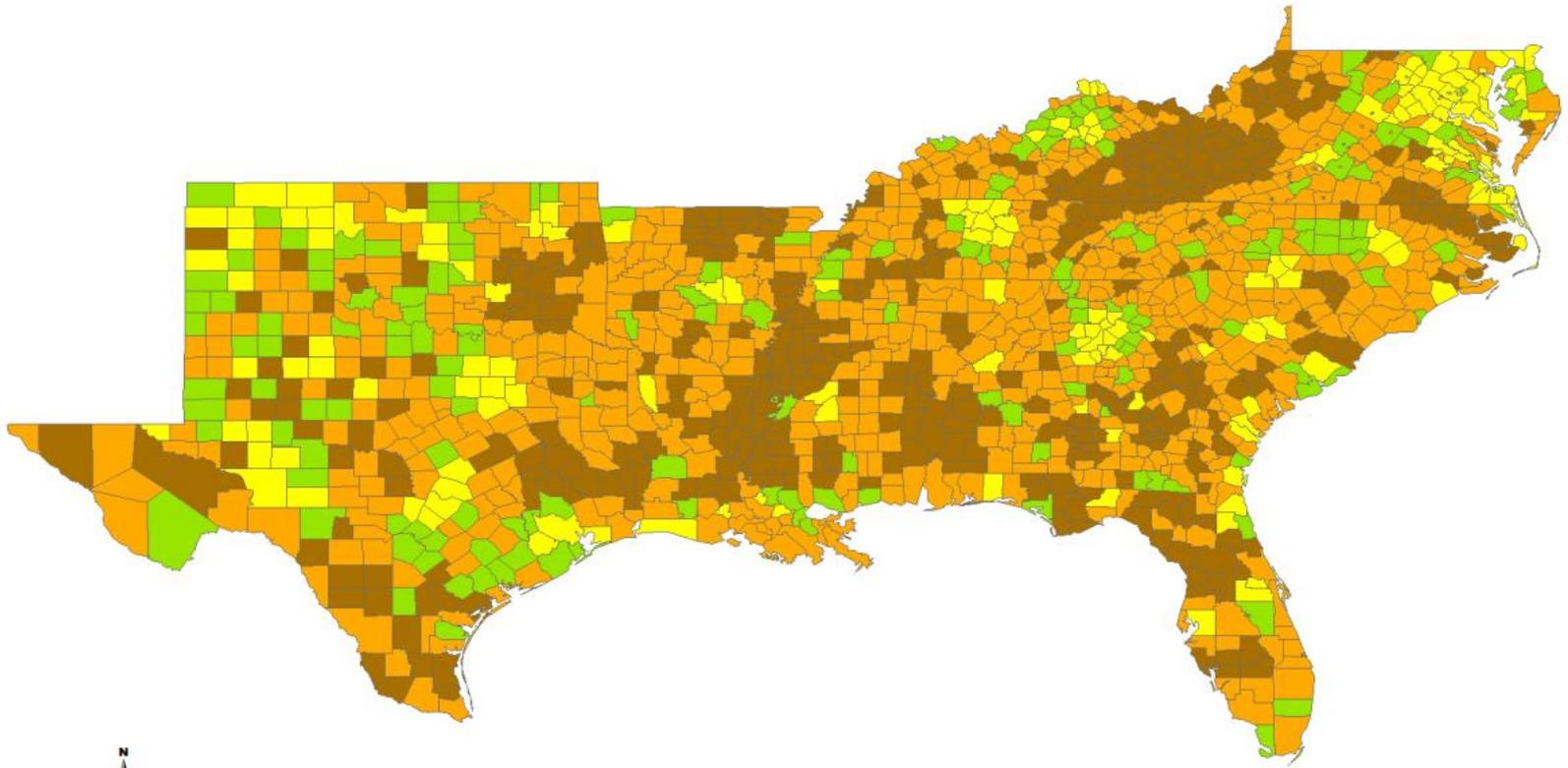
16.8%

7.3%

# ABSOLUTE POPULATION CHANGE BY AGE, Delta Region, 2000-2010

Age	2010 Population	Absolute Change 2000-2010	Percent Change 2000-2010
All Ages	9,852,807	126,435	1.3%
<25	3,396,750	-180,959	-5.1%
25-44	2,525,040	-242,190	-8.8%
45-64	2,612,619	469,543	21.9%
65+	1,318,398	80,041	6.5%

# DEPENDENCY RATIOS IN THE AMERICAN SOUTH



## Legend

- Low < 60
- Moderate 60-69
- High 70-99
- Extremely High 100 or more

Source: Census 2010

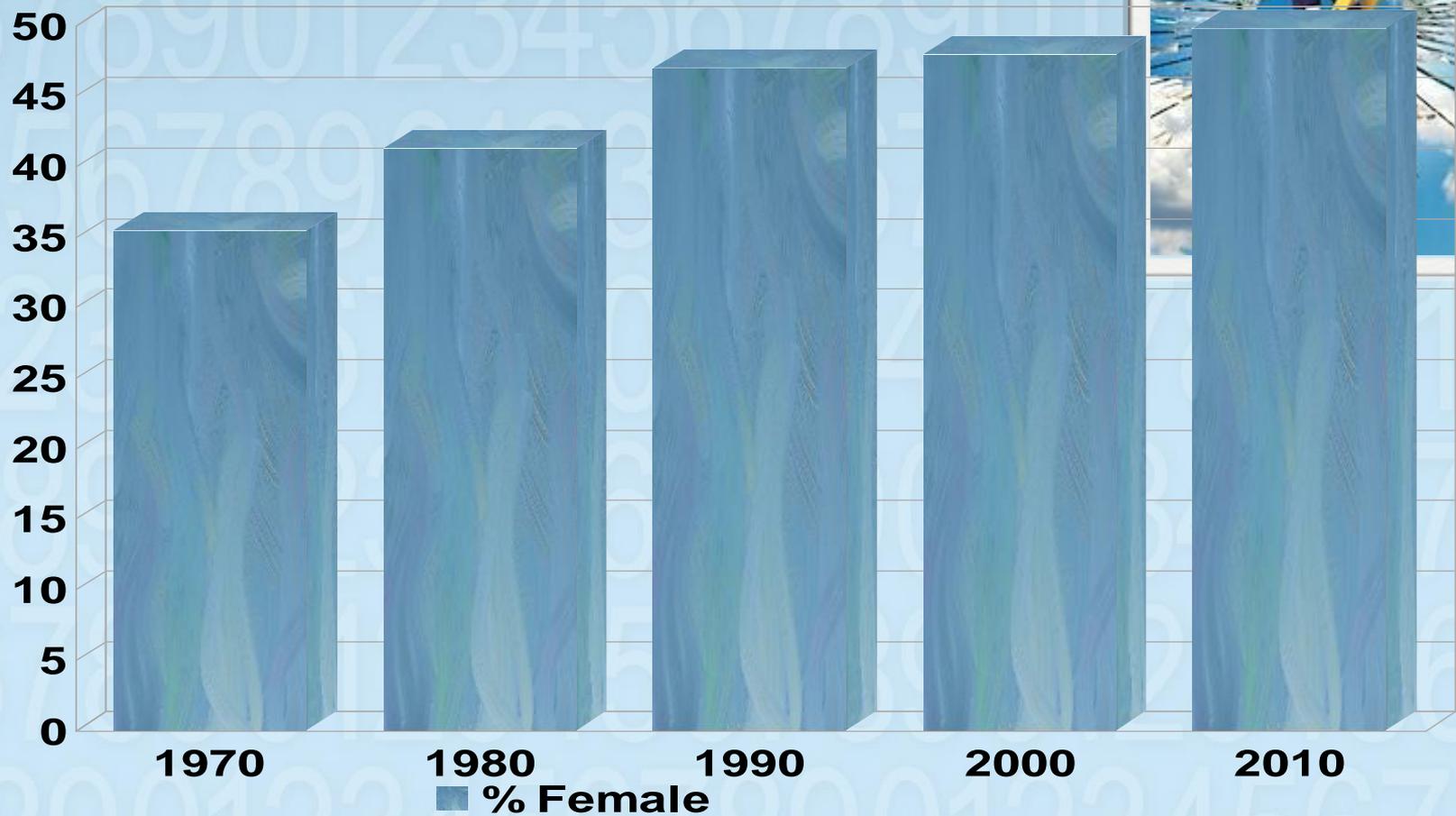


# The End of Men?

October 2014

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# FEMALE WORKFORCE REPRESENTATION



# The Plight of Men

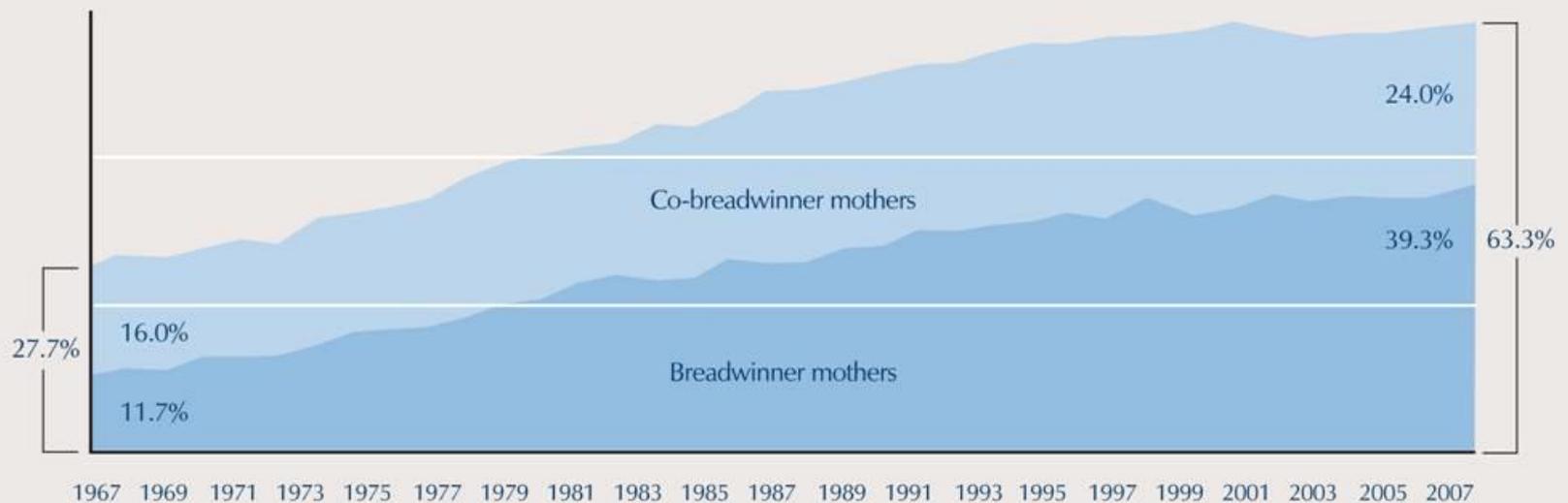
- Today, three times as many men of working age do not work at all compared to 1969.
- Selective male withdrawal from labor market—rising non-employment due largely to skills mismatches, disabilities & incarceration.
- The percentage of prime-aged men receiving disability insurance doubled between 1970 (2.4%) and 2009 (4.8%).
- Since 1969 median wage of the American male has declined by almost \$13,000 after accounting for inflation.
- After peaking in 1977, male college completion rates have barely changed over the past 35 years.

# COLLEGE CLASS OF 2010

DEGREE	MALE	FEMALE	DIFFERENCE
Associate's	293,000	486,000	193,000
Bachelor's	702,000	946,000	244,000
Master's	257,000	391,000	134,000
Professional	46,800	46,400	-400
Doctor's	31,500	32,900	1,400
TOTAL	1,330,300	1,902,300	572,000

Figure 6

THE NEW WORKFORCE: SHARE OF MOTHERS WHO ARE BREADWINNERS OR CO-BREADWINNERS, 1967 TO 2008



Source: *The Shriver Report, "A Woman's Nation Changes Everything,"* 2009

Source: Heather Boushey and Jeff Chapman's analysis of Miriam King, Steven Ruggles, Trent Alexander, Doma Leicach, and Matthew Sobek. *Integrated Public Use Microdata Series, Current Population Survey: Version 2.0 (Machine-readable database)*. Minneapolis, MN: Minnesota Population Center (producer and distributor), 2009

Notes: Breadwinner mothers include single mothers who work and married mothers who earn as much or more than their husbands. Co-breadwinners are wives who bring home at least 25 percent of the couples' earnings, but less than half. The data only includes families with a mother who is between the ages of 18 and 60 and who has children under age 18 living with her.

# Jobs Lost/Gained by Gender During 2007 (Q4) – 2009 (Q3) Recession

Industry	Women	Men
Construction	-106,000	-1,300,000
Manufacturing	-106,000	-1,900,000
Healthcare	+451,800	+118,100
Government	+176,000	+12,000
Total	-1,700,000	-4,700,000

# Cooling Waters From Grandma's Well

And Grandpa's Too!

## Children Living in Non-Grandparent and Grandparent Households, 2001-2010

<b>Household Type</b>	<b>Absolute Number 2010</b>	<b>Absolute Change 2001-2010</b>	<b>Percent Change 2001-2010</b>
<b>All</b>	<b>74,718</b>	<b>2,712</b>	<b>3.8</b>
<b>No Grandparents</b>	<b>67,209</b>	<b>917</b>	<b>1.4</b>
<b>Both Grandparents</b>	<b>2,610</b>	<b>771</b>	<b>41.9</b>
<b>Grandmother Only</b>	<b>1,922</b>	<b>164</b>	<b>9.3</b>
<b>Grandfather Only</b>	<b>318</b>	<b>71</b>	<b>28.7</b>

# Children Living in Non-Grandparent and Grandparent-Headed Households by Presence of Parents, 2010

Household Type	All Children (in thousands)	Living with Both Parents	Living with Mother Only	Living with Father Only	Living with Neither parent
All	74,718	69.3%	23.1%	3.4%	4.0%
No Grandparents	67,209	73.4%	21.2%	3.3%	2.1%
Both Grandparents	2,610	18.1%	40.6%	5.2%	36.1%
Grandmother Only	1,922	13.8%	48.4%	4.5%	33.2%
Grandfather Only	318	26.4%	45.9%	4.4%	23.6%



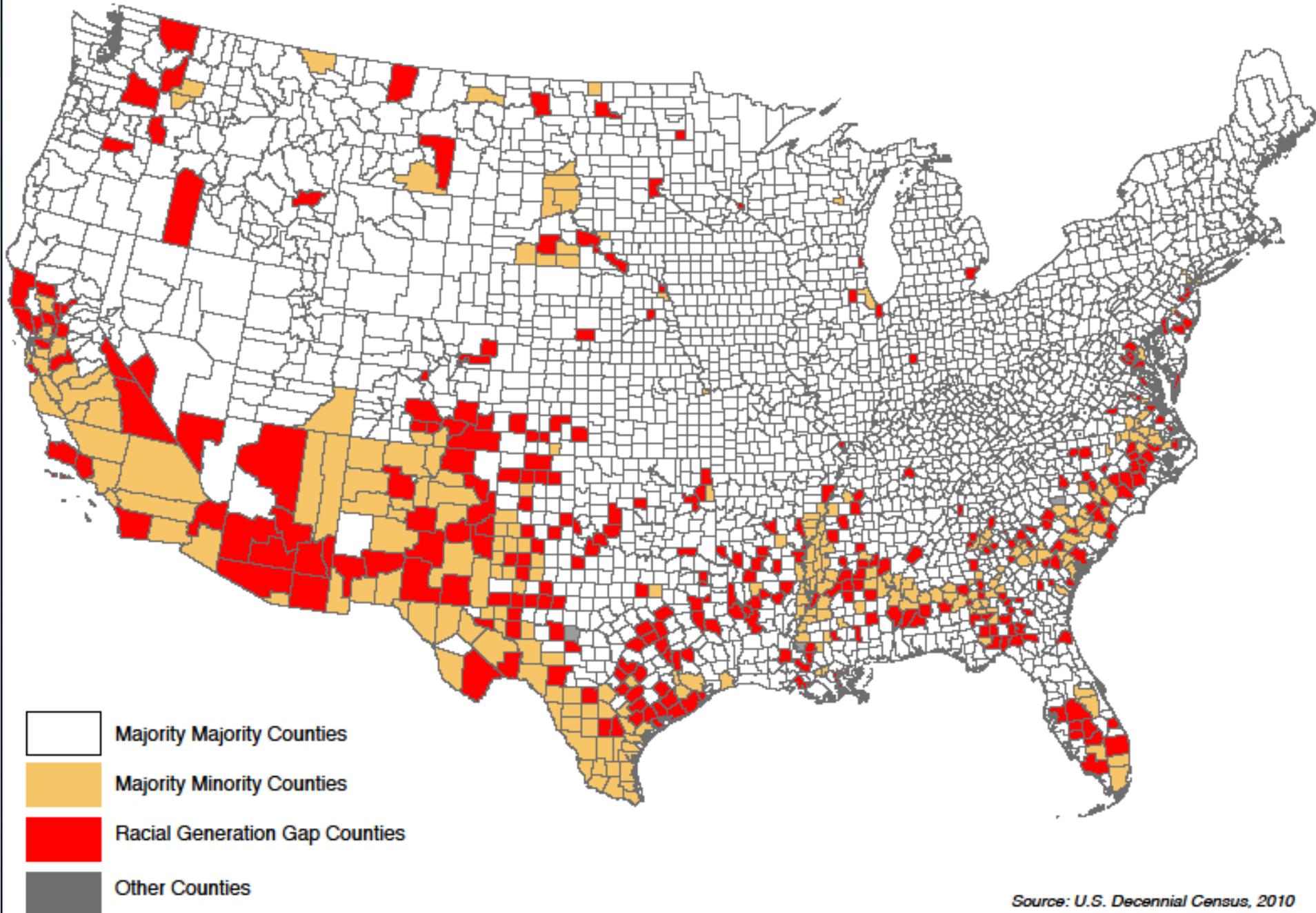
# DIVERSITY RULES

**but Challenges Abound**

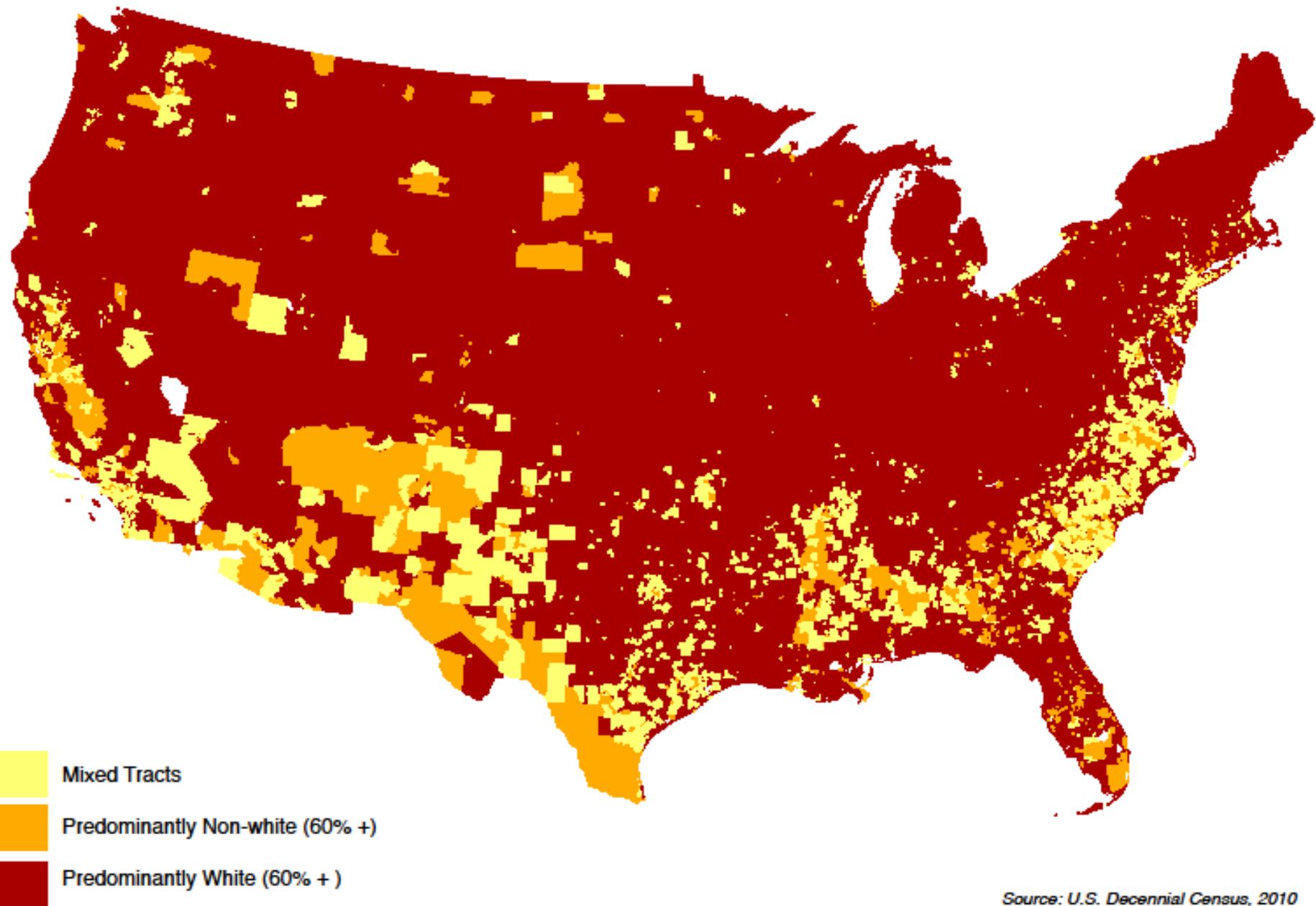
# **The Triple Whammy of Geographical Disadvantage**

**The Human Capital Challenge**

# Racial Typology of U.S. Counties

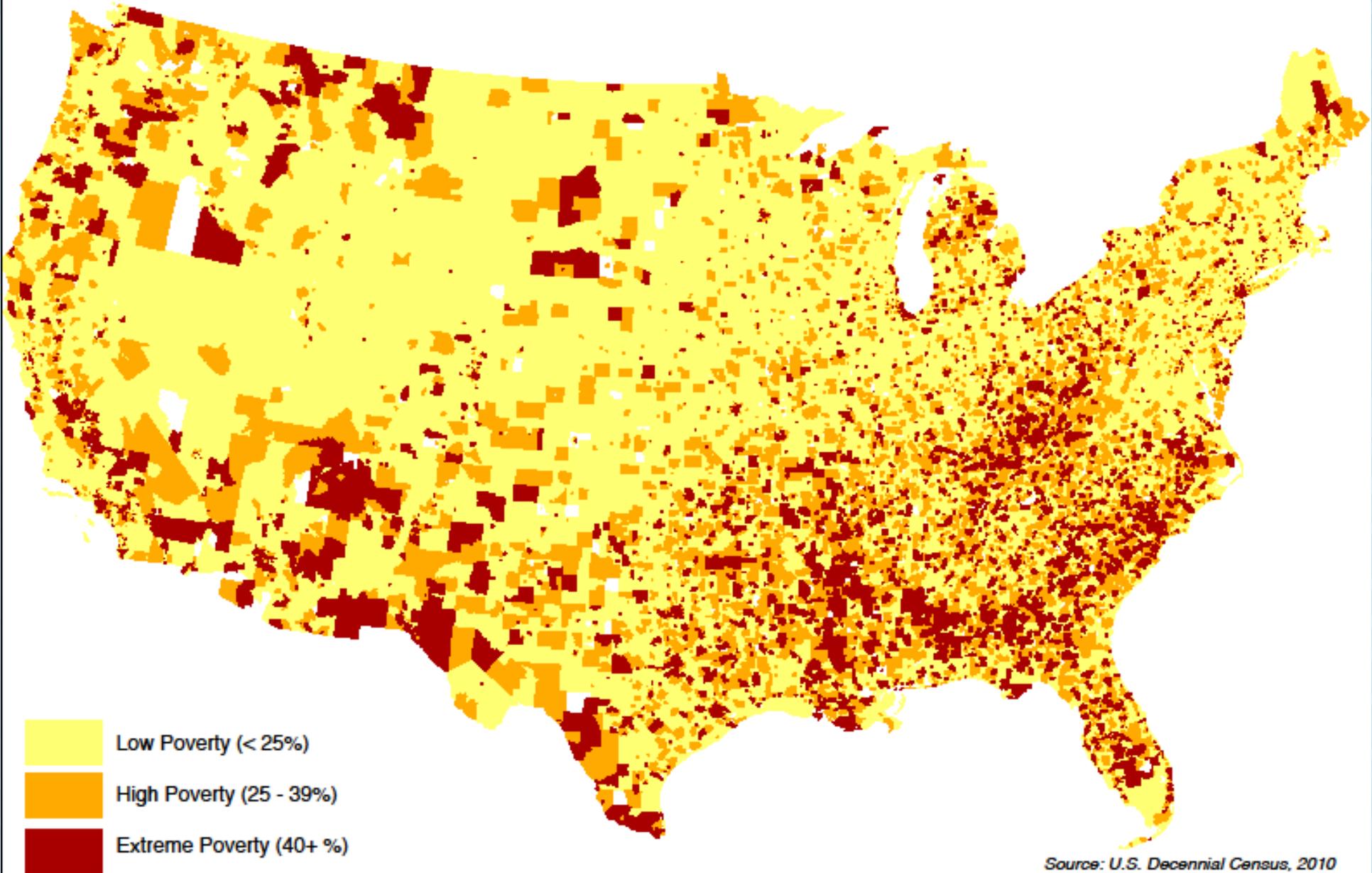


## U.S. Racial Segregation by Census Tract, 2010



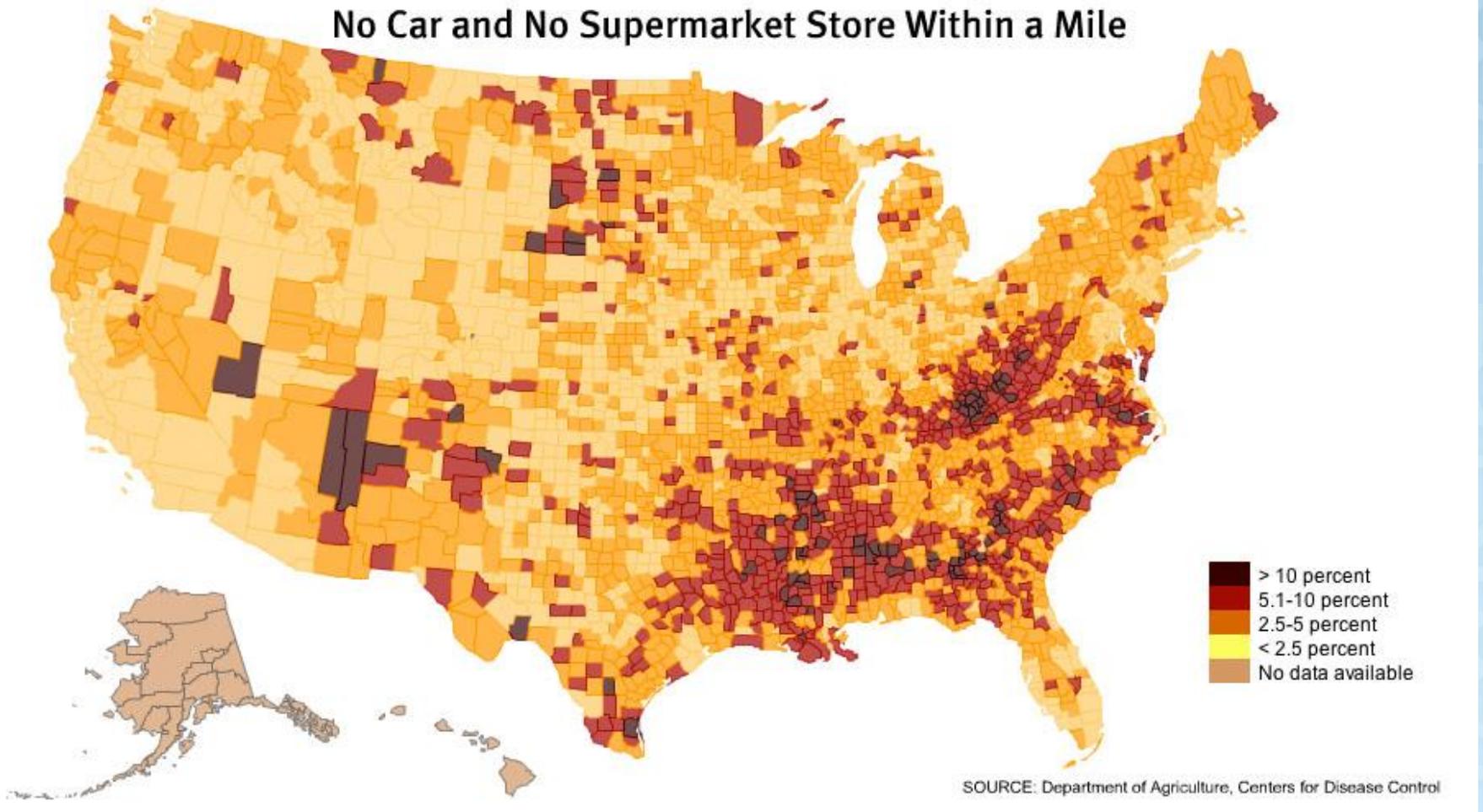
Source: U.S. Decennial Census, 2010

# U.S. School Age Poverty Rate by Census Tract, 2010



Source: U.S. Decennial Census, 2010

## No Car and No Supermarket Store Within a Mile

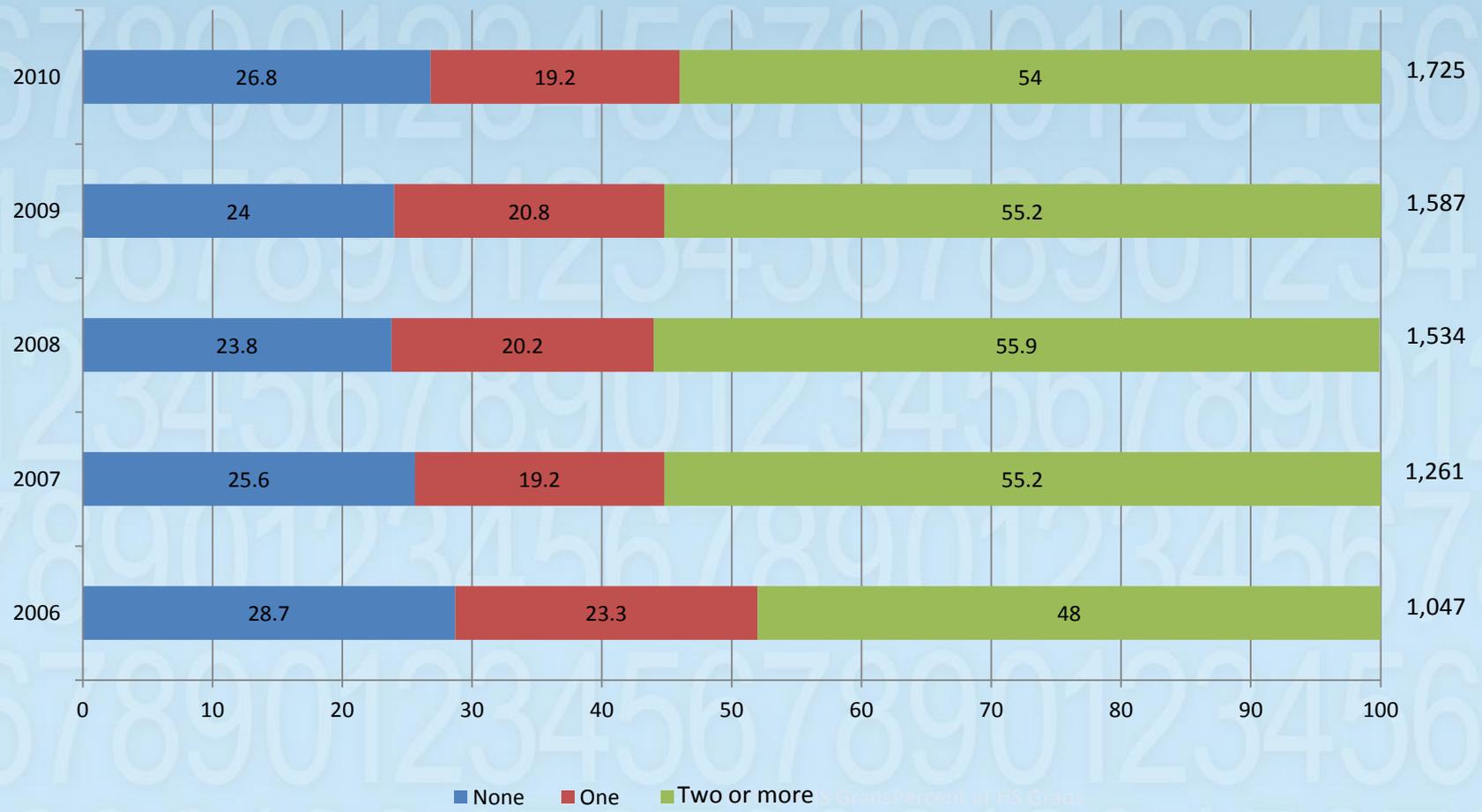


A group of diverse students in a chemistry laboratory. They are smiling and have their hands raised in the air. In the foreground, there are several Erlenmeyer flasks containing liquids of different colors: orange, green, and blue. The background is slightly blurred, showing a typical classroom or lab setting.

**Education is Necessary**

**...but insufficient**

# Percent of High School Graduates Requiring Remedial Course Work



# BACHELOR'S DEGREE HOLDERS (UNDER AGE 25) WHO WERE JOBLESS OR UNDEREMPLOYED

Year

Percent

2000

41.0

2011

53.6

# CHANGE IN INCIDENCE OF POVERTY BY EDUCATIONAL ATTAINMENT IN NC, 2005-2007, 2008-2010

<b>Educational Attainment</b>	<b>2005-2007</b>	<b>2008-2010</b>	<b>Percent Change</b>
Less than High School	253,304	276,757	9.3%
High School Graduate	216,667	234,371	8.2%
Some College, Associate Degree	136,185	186,834	37.2%
Bachelor's degree or higher	49,082	57,919	18.0%

Source: American Community Survey

# THE COMPETITIVE TOOL KIT

- Analytical Reasoning
- Entrepreneurial Acumen
- Contextual Intelligence
- Soft Skills/Cultural Elasticity
- Agility and Flexibility

# MOVING FORWARD

- Rebrand the Delta Region as sustainable places to live and do business
- Improve Male Education Outcomes
- Augment efforts to recruit plants with strategies to recruit people
- Embrace immigrants
- Recognize demographic-driven business development & job creation opportunities

# Implications for Workforce Planning and Development

- Managing transition from the “graying” to the “browning” of America.
- Competition for talent will be fierce – and global.
- Successful recruitment and retention will hinge on your ability to effectively manage the full nexus of “diversity” issues.

# IMPLICATIONS FOR BUSINESS

- Emergence of global care economy
- Adjustments for aging consumers
- Succession Planning
- Female-Dominated Labor Force and Leadership
- Free Agency Rules

# The Elder Care Economy

# Age-Related Challenges

- Mobility Limitations
- Hearing Loss
- Vision Impairments
- Mental Disorders
- Substance Abuse Issues
- Chronic Disabilities
- Economic Constraints

# The Triple Whammy

- Aging Boomers Face Mortality
- Elder Care Responsibilities
- Raising Grandchildren

# OPPORTUNITIES

- Cater products & Labeling to emerging Groups
- Design & package products with equality in mind

# LABELING & PACKAGING

- Easy to Read
- Easy to Understand
- Easy to Carry
- Easy to Enjoy
- Safer to Use

# DEFINITION OF EASY TO CARRY: CURRENT VS. FUTURE

## Current Population

## Future Grey Population

Bulky and Heavy

Minimal Unit Size and Weight

Big-sized cart, shopping cart, car trunk

Compact car, Rolling carriage

Price Sensitive

Weight Sensitive

Aesthetics Is More Important

Function Is More Important

Mostly carry with one hand

Handle with both hands

# SMART SLIPPERS



# GLOWCAPS



# SENIOR PLAYGROUNDS



# SENIOR PLAYGROUNDS



# The Freelance Economy

# DRIVERS

- Broadband Technology
- Cloud Computing
- Other Technological Innovations
- Disruptive Demographics
- Global Economic Recession

# The Online Market Place

- [Guru.com](http://Guru.com)
- [Elance.com](http://Elance.com)
- [Odesk.com](http://Odesk.com)
- [Freelancer.com](http://Freelancer.com)

# The Freelancer Economy—Technology

- Websites & Ecommerce (42,084)
- Programming and Databases (47,749)
- Engineering & CAD (10,463)
- Networking & Telephone Systems (10,154)
- ERP & CRM (2,288)

# The Freelancer Economy—Creative Arts

- Graphic Design & Multimedia (32,289)
- Writing, Editing, & Translation (45,510)
- Illustration & Art (11,451)
- Photography & Videography (7,399)
- Fashion & Interior Designs (2,746)
- Broadcasting (4,806)

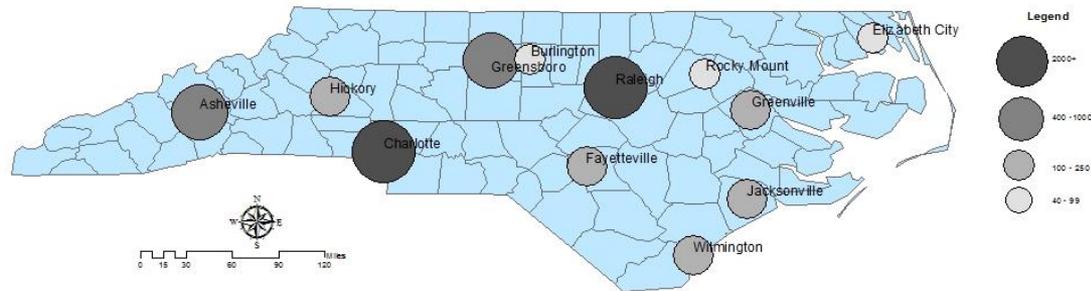
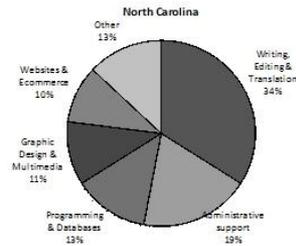
# The Freelancers Economy—Business

- Administrative Support (36,504)
- Marketing & Communications (8,187)
- Sales & Telemarketing (4,167)
- Business Consulting (11,887)
- Legal (2,567)
- Finance & Accounting (4,657)

# Top Freelancer Locations

<b>United States (200,619)</b>	<b>Australia (3,307)</b>
India (60,212)	Bangladesh (2,694)
United Kingdom (10,387)	Romania (2,494)
Canada (9,133)	Indonesia (2,332)
Pakistan (7,731)	Russian Federation (2,223)
Philippines (5,221)	Uruguay (1,847)

# DISTRIBUTION OF FREELANCE ENTREPRENEURS



Area	Total Number of Freelancers	Writing, Editing & Translation	Administrative support	Programming & Databases	Graphic Design & Multimedia	Websites & Ecommerce	Other
North Carolina	6,435	34%	19%	13%	11%	10%	13%
Raleigh-Durham	2,230	17%	17%	16%	10%	10%	30%
Charlotte	2,247	14%	16%	11%	11%	8%	40%
Asheville	465	26%	16%	10%	8%	13%	27%
Burlington	71	27%	30%	7%	6%	7%	23%
Fayetteville	210	21%	29%	9%	11%	9%	24%
Greensboro	889	20%	18%	12%	13%	9%	28%
Hickory	154	17%	26%	10%	10%	12%	25%
Jacksonville	155	17%	31%	5%	12%	6%	29%
Greenville	110	17%	32%	14%	12%	5%	20%
Wilmington	244	25%	18%	7%	12%	9%	29%
Elizabeth City	46	17%	35%	9%	7%	15%	17%
Rocky Mount	88	24%	31%	9%	10%	9%	17%

# Freelancers within 30 mile radius of Zip: 27514 (N= 1,578)

Programming & Databases (287)	Illustration & Art (50)
Writing, Editing & Translation (281)	Photography & Videography (41)
Administrative Support (217)	Sales & Marketing (26)
Website & Ecommerce (153)	Broadcasting (25)
Graphic Design & Multimedia (148)	Finance & Accounting (22)
Business Consulting (101)	Legal (18)
Networking & Telephone Systems (76)	ERP & CRM (14)
Engineering & CAD (57)	Fashion & Interior Design (8)
Marketing & Communications (54)	

# THE END



