



Beyond the Numbers: Demographic Shifts and Innovative Thinking for the Future of Wilson



2024 ANNUAL MEETING

Welcome to Barton's Campus

BETH SEARCY

Presidents Office, Barton College



Opening Comments

RYAN SIMONS

Board Chair, Wilson Forward

President, Wilson Chamber of Commerce



Opening Comments

CAMERON COCHRAN

Executive Director, Wilson Forward



WILSON LEADERSHIP INSTITUTE 2024 GRADUATES

Wilson Leadership Institute Project:

Affordability and Accessibility of Childcare in Wilson County

PRESENTERS:

Chris Dill

Wilson Chamber of Commerce

Lindsay Perry

Wilson Chamber of Commerce

Haley Via

Foundation YMCA



Affordability and Accessibility of Childcare in Wilson County

Presented by the Wilson Leadership Institute: Cohort VI

Introduction: Defining the Problem

- Early childhood education → essential foundation for cognitive, emotional, and social development
- Preparedness for school, increases likelihood of success later in life
- Many families do not have access to affordable childcare due to the:
 - Rising cost of childcare
 - Limited accessibility

Childcare Affordability Factors

- Age of the child
 - Location of the facility
 - Quality of childcare
 - Type of center
 - Scarcity of childcare
-
- Financial assistant programs currently available:
vouchers, financial assistance, subsidies

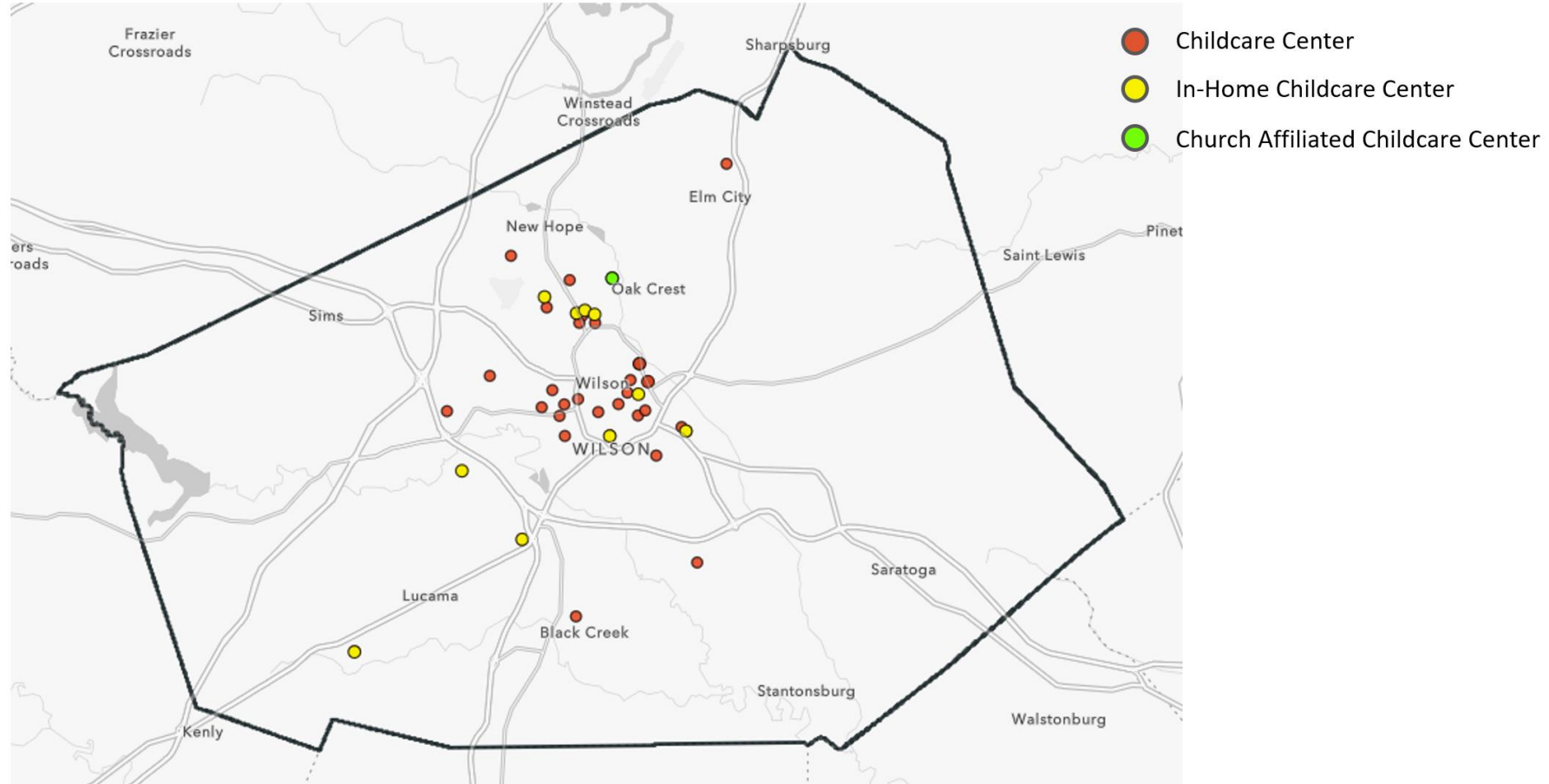
Childcare Accessibility Factors

- Supply and Demand
 - Impacts both accessibility and affordability → When demand exceeds supply, cost go up and space becomes limited. Wilson is a growing community.
- Location of facilities
 - Are they positioned in residential areas or near major employers?
- Surrounding area income level
 - Some programs offer reduced rates for certain household income ranges

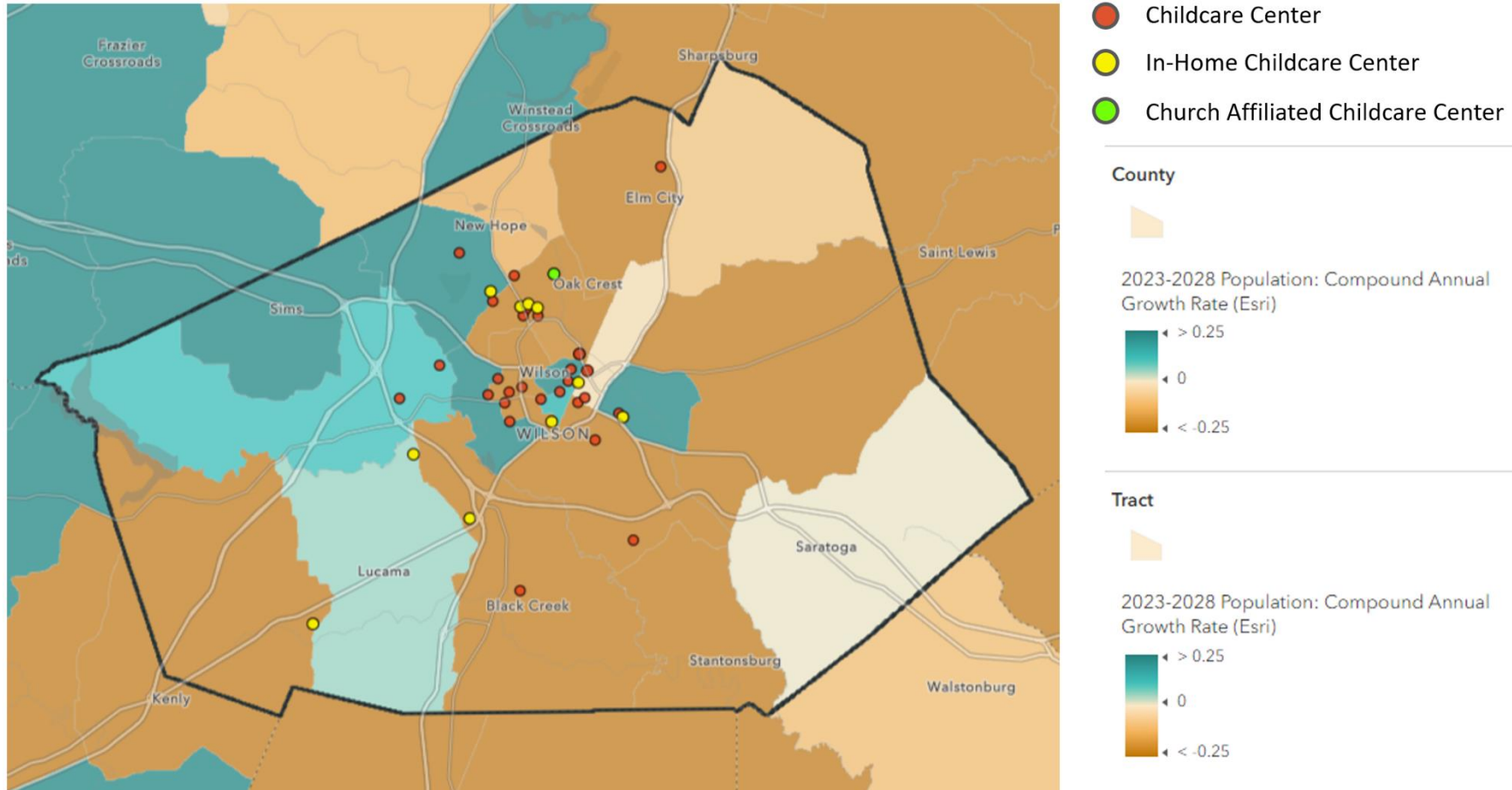
Types of Childcare Facilities

- Private Center (27 DHHS licensed centers in Wilson County)
- In-Home (5 DHHS licensed in Wilson County)
- Church-based (1 DHHS licensed in Wilson County, other may operate independently)
- Employer-based
- College/University based

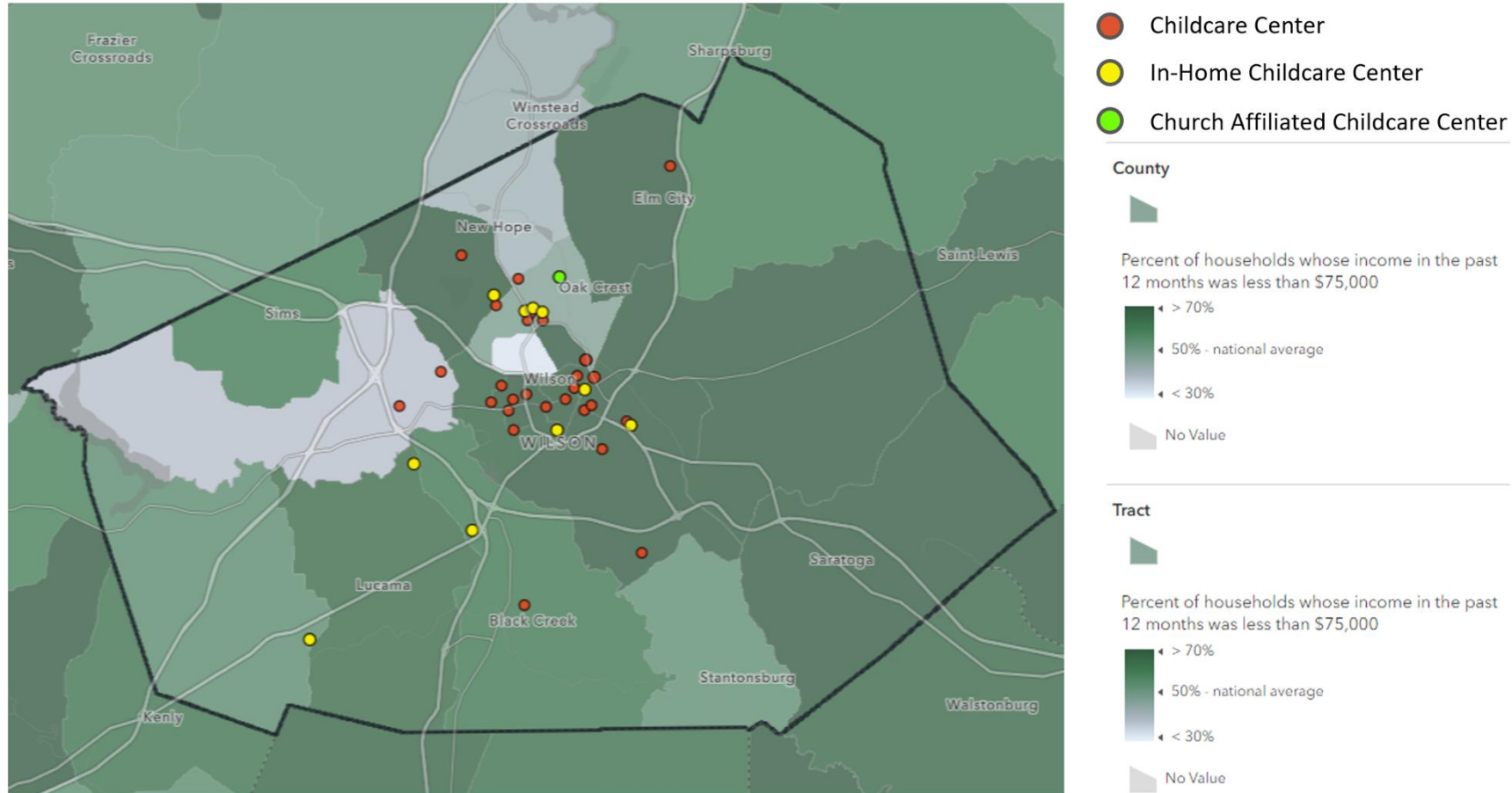
Registered Daycare Facilities In Wilson County



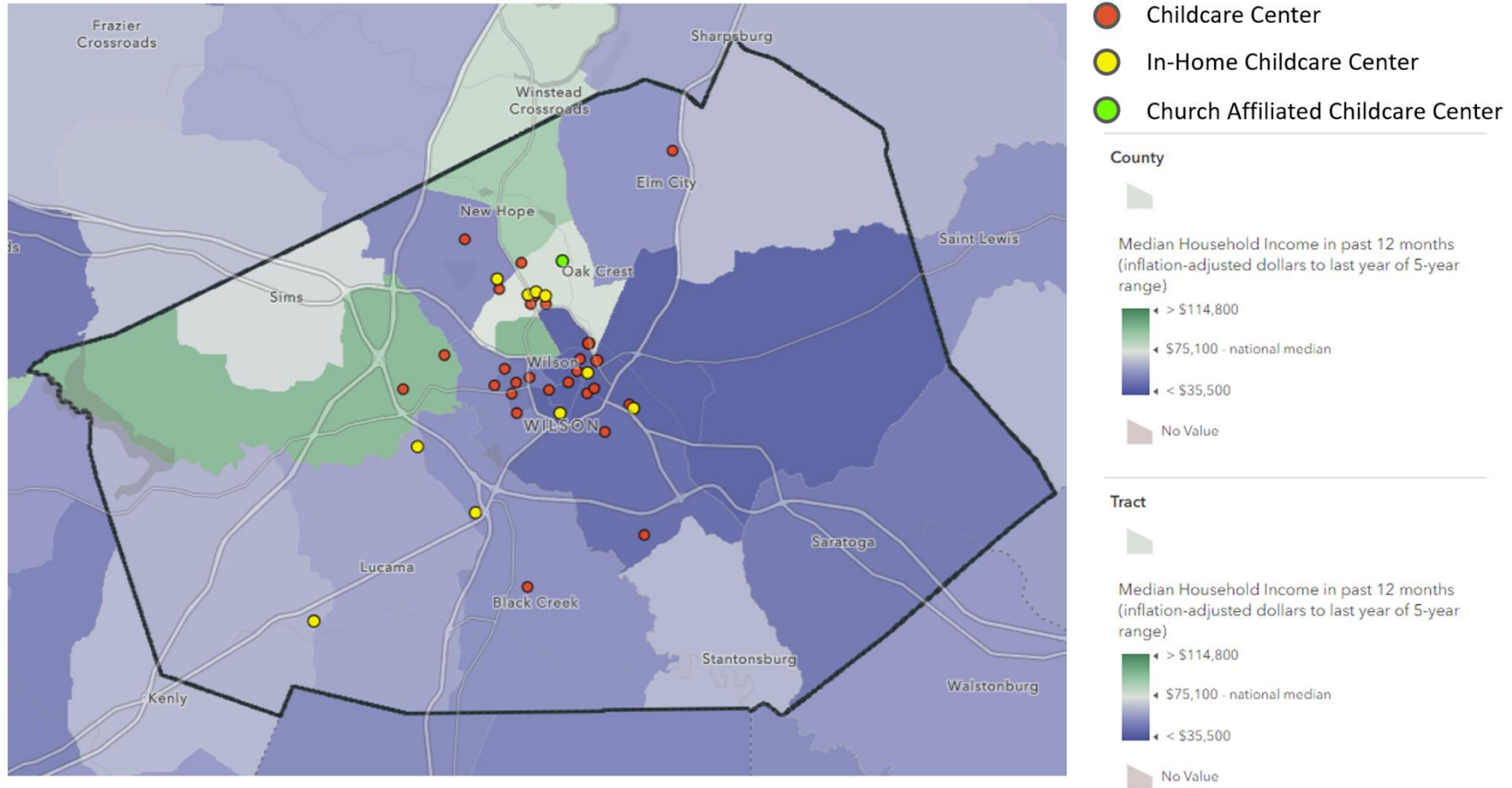
2023-2028 Population Estimations Compound Annual Growth Rate



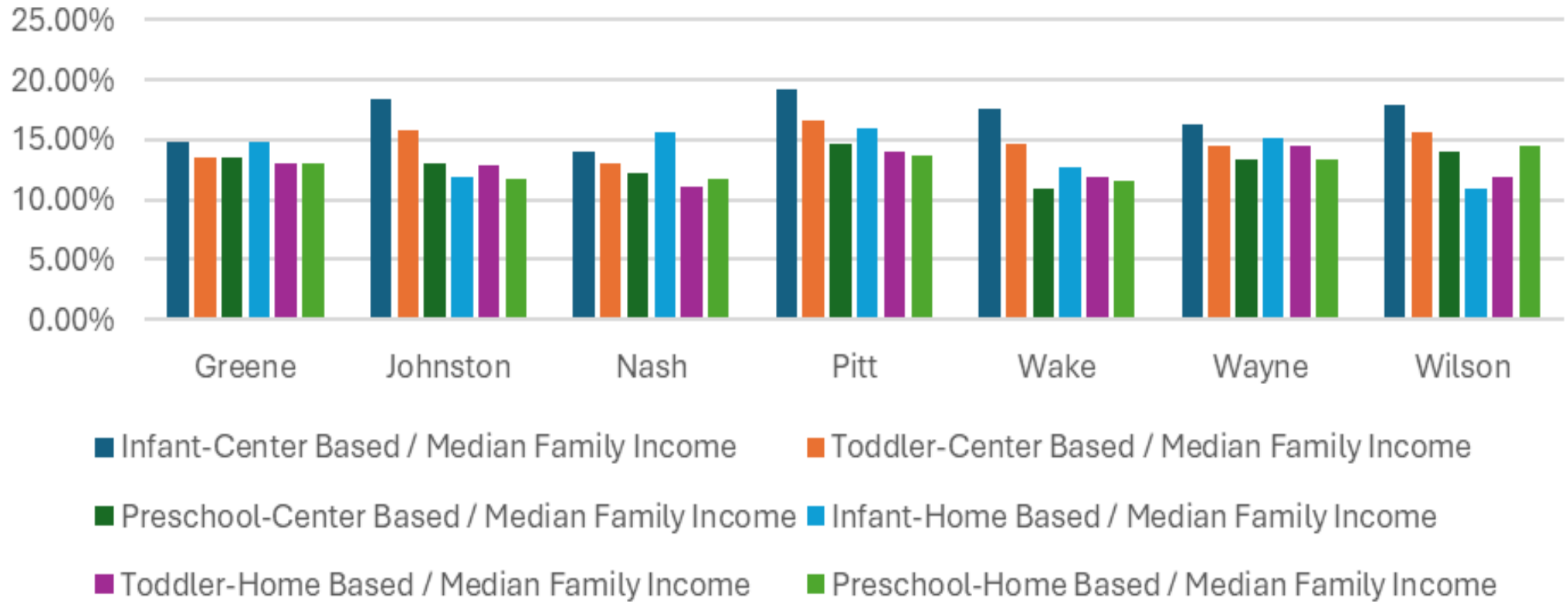
Household Incomings Less than \$75,000



Median Household Income



Childcare Cost compared to Median Income by County



On average, a family spends about 11-18% of their household income on childcare

Current Working Models

Affordability

- Dependent Care Flexible Spending Account
- Vouchers
- MI Tri-Share Program

Current Working Models

Accessibility

- On-site childcare facilities
- Childcare directories
- Reimagining Vintage Office Design Competition (Charlotte)

Current Working Models

Workforce

- Early Childhood Education Programs
- NCDHHS Credit for Prior Learning
- NCDHHS Career and College Promise program

WLI Cohort VI Website

- Scan the QR Code to view our website where we present our research and information on the affordability and accessibility of childcare in Wilson County.



RYAN SIMONS

Board Chair, Wilson Forward

President, Wilson Chamber of Commerce



Milton Chandler

Associate Director, Wilson Forward



Demographic & Workforce Trends in North Carolina & Wilson County

Wilson Forward Annual Meeting
October 8th, 2024
Wilson, NC

Data for the People

Dr. Nathan Dollar, PhD
Executive Director, Carolina Demography



About Carolina Demography

Who we are

Carolina Demography is the applied demography unit of the Carolina Population Center (CPC) at UNC-Chapel Hill. We are a non-partisan team of population scientists working for the people of North Carolina.

Our Mission

We help people understand a changing North Carolina to make informed decisions.



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About Carolina Demography: What We Do



Find and Collect Data

We work with you to determine the data you need, and where and how to access that data.



Clean, Analyze, & Interpret Data

We use rigorous methods to translate the data and provide meaningful context.



Communicate data and engage stakeholders

We strengthen the capacity of your organization to communicate data-driven ideas.

About Carolina Demography: Follow Our Work



Read our blog

We find and surface datasets that show how North Carolina is changing.

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Follow us on LinkedIn, Facebook, & Instagram

*We share the latest news about population change in NC. Search for “**Carolina Demography**”*



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What are the big demographic stories in NC?



Growth

- NC has grown faster than the nation every year since 1970



Urbanization

- The majority of growth is occurring in urban areas, widening the urban/rural continuum



Aging

- Age structure of the state is becoming older



Diversity

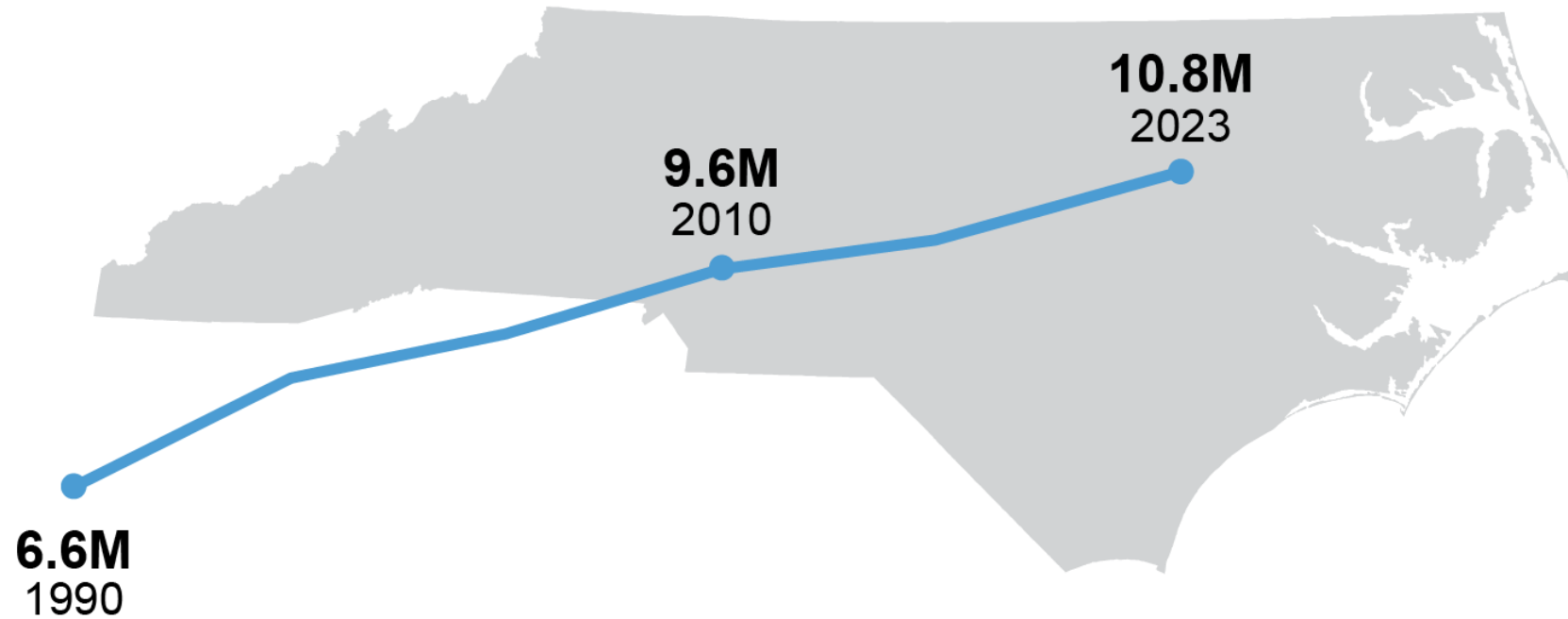
- North Carolina continues to become more diverse every decade

10,835,491

2023 North Carolina total population

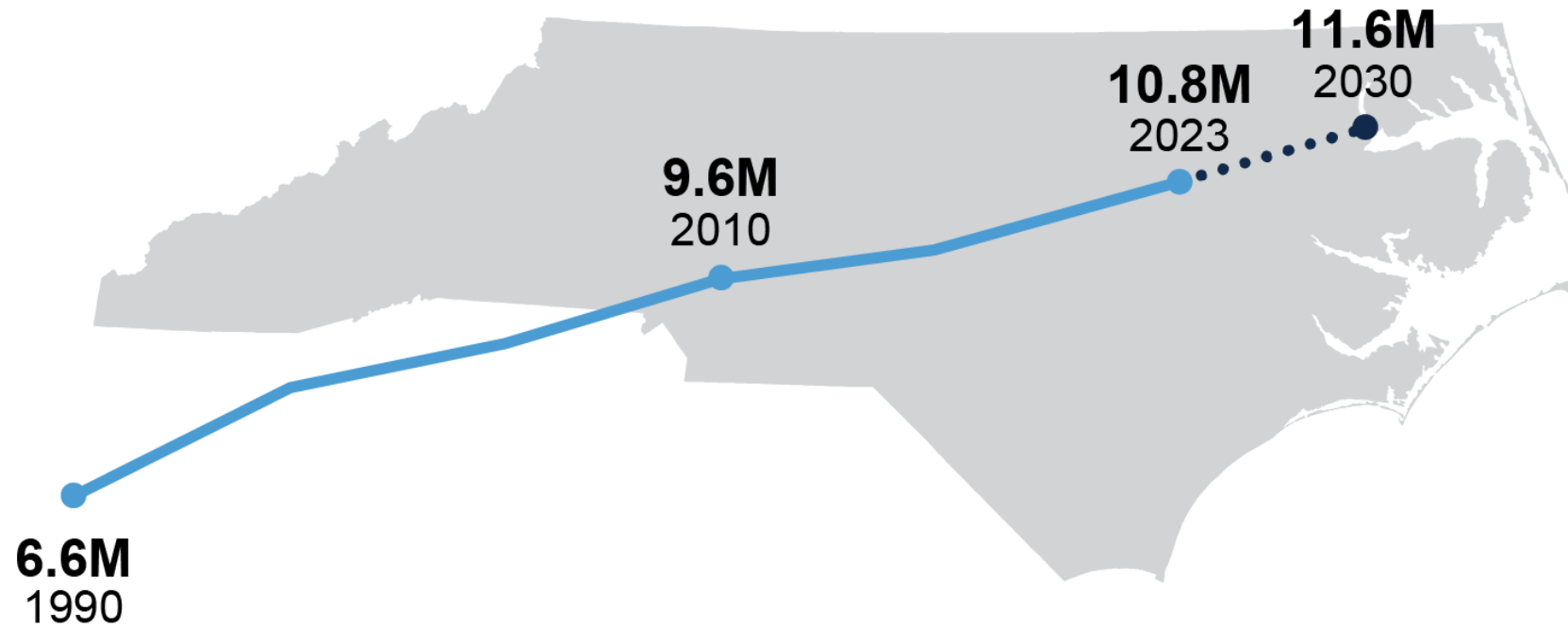
Current population

+ 4.1 million new North Carolina residents since 1990



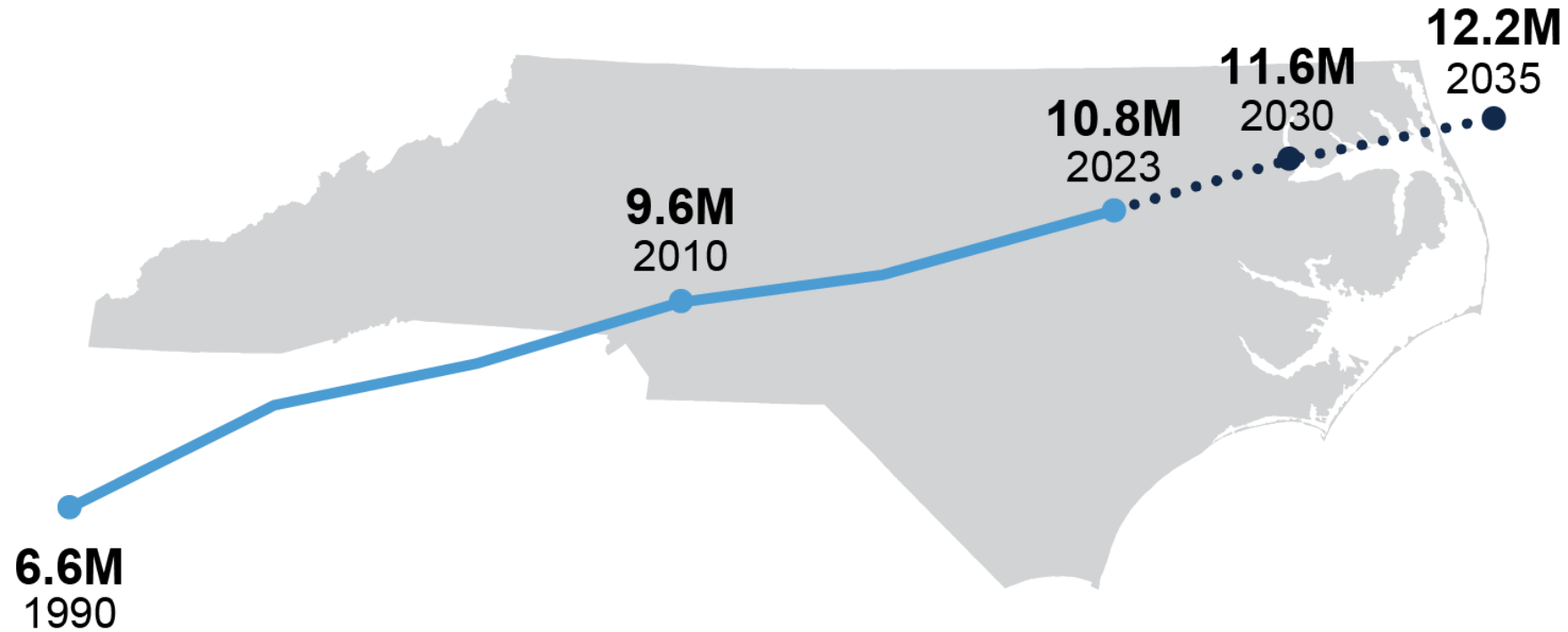
By 2030 11.6 million

Projected population growth



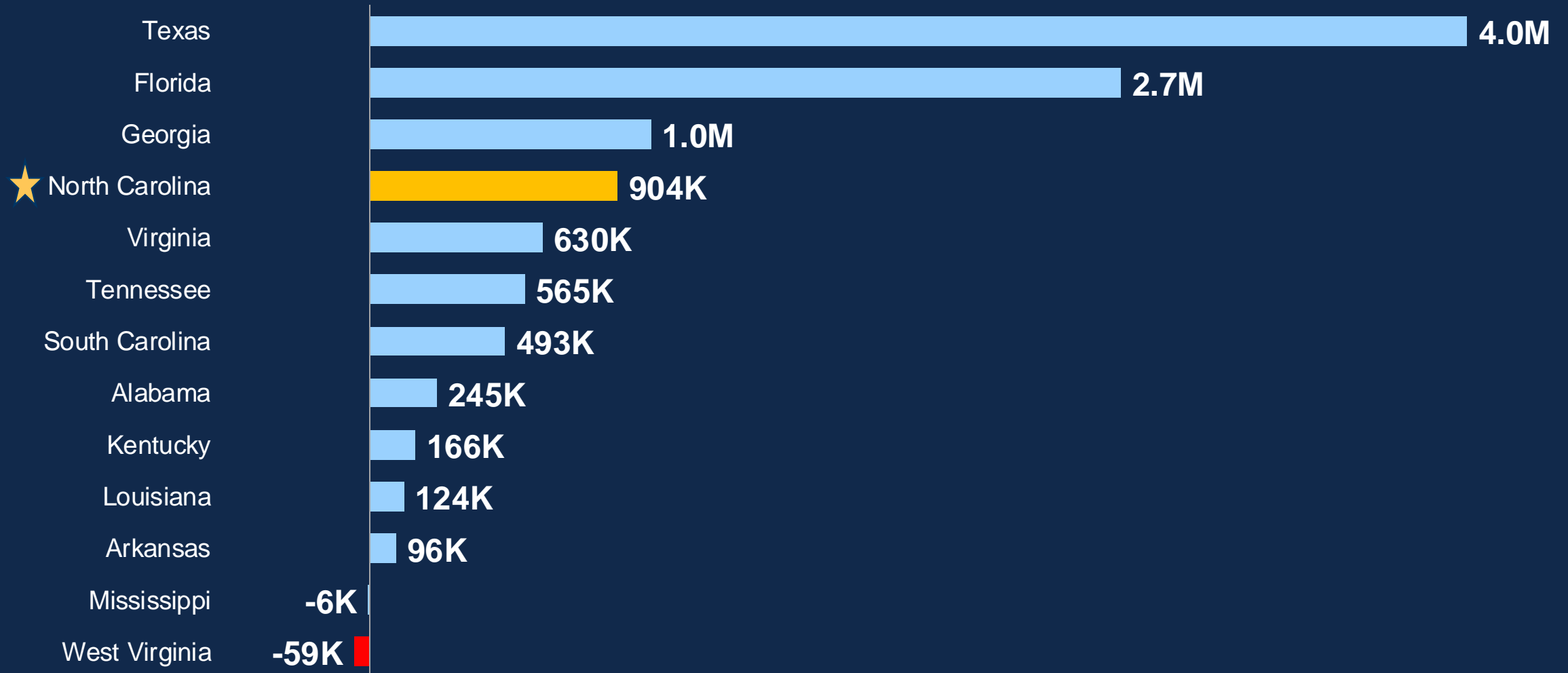
Population set to reach 12.2M by 2035

Projected population growth



NC growth 4th largest among South, 6th nationwide

Numeric change in total population for Southern states, 2010-2020



**North Carolina is growing...and it's mostly
in urban areas.**

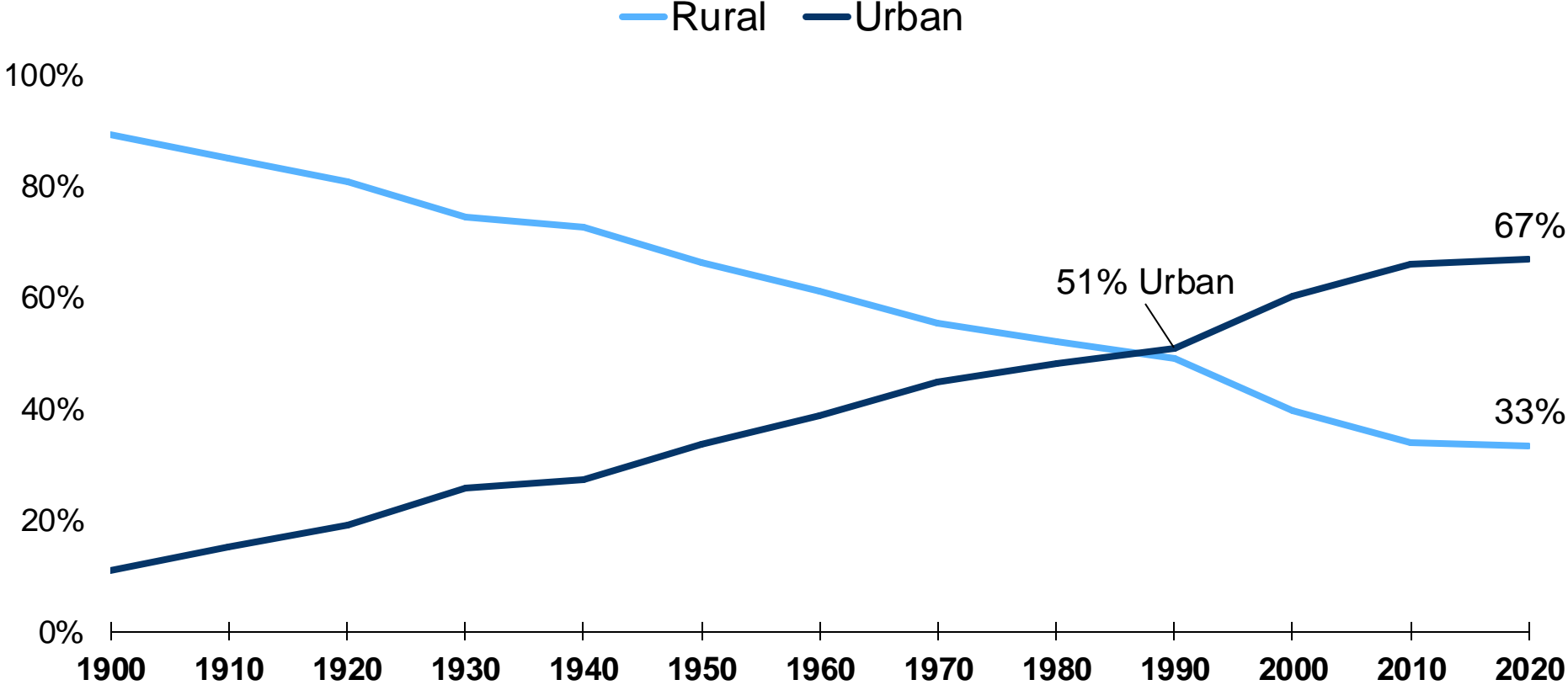


67%

of NC residents lived in an urban
area in 2020

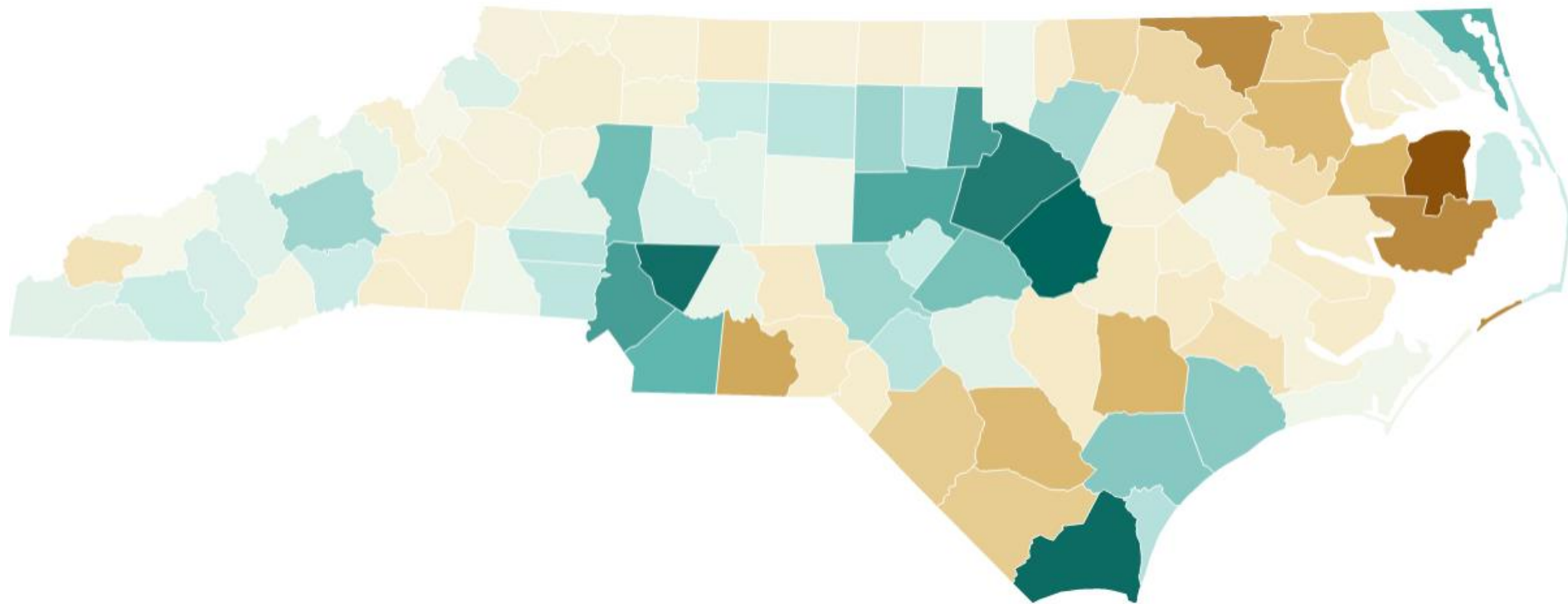
North Carolina became a majority urban state in 1990

Percent of NC's population that was Rural and Urban, 1900 – 2020.



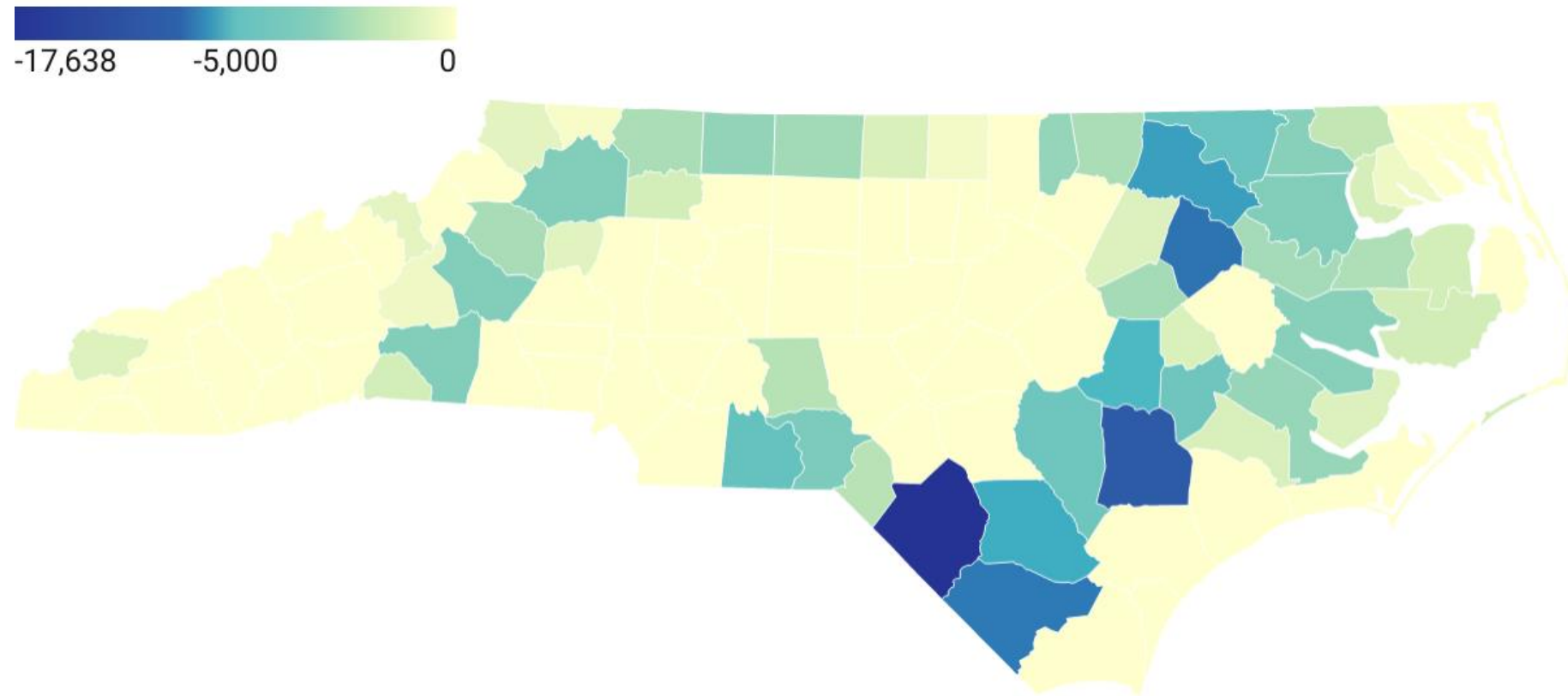
Fastest growth in Triangle, Charlotte, Wilmington areas

Population growth rate (%) for NC counties, 2010-2020



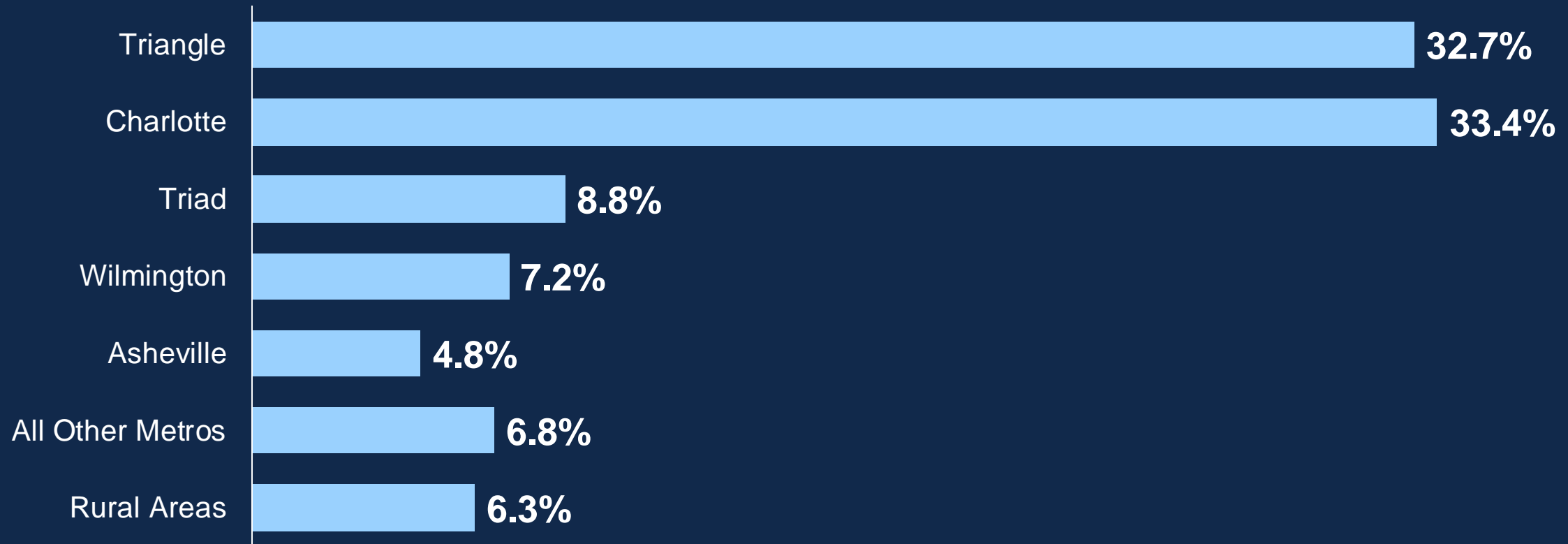
Largest population losses in Sandhills, Northeast

Numeric change in population for NC counties, 2010-2020



Almost all future growth projected to occur in urban areas

Projected share of 2010-2035 state population growth for select North Carolina metropolitan areas



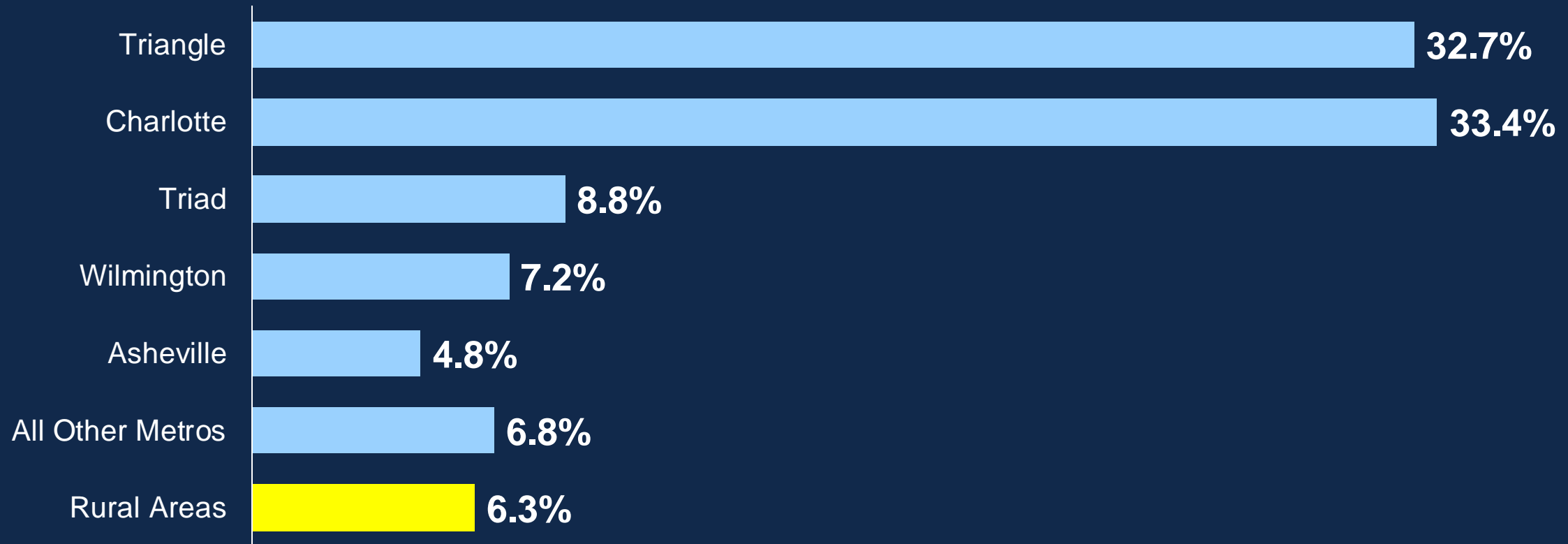
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Almost all future growth projected to occur in urban areas

Projected share of 2010-2035 state population growth for select North Carolina metropolitan areas



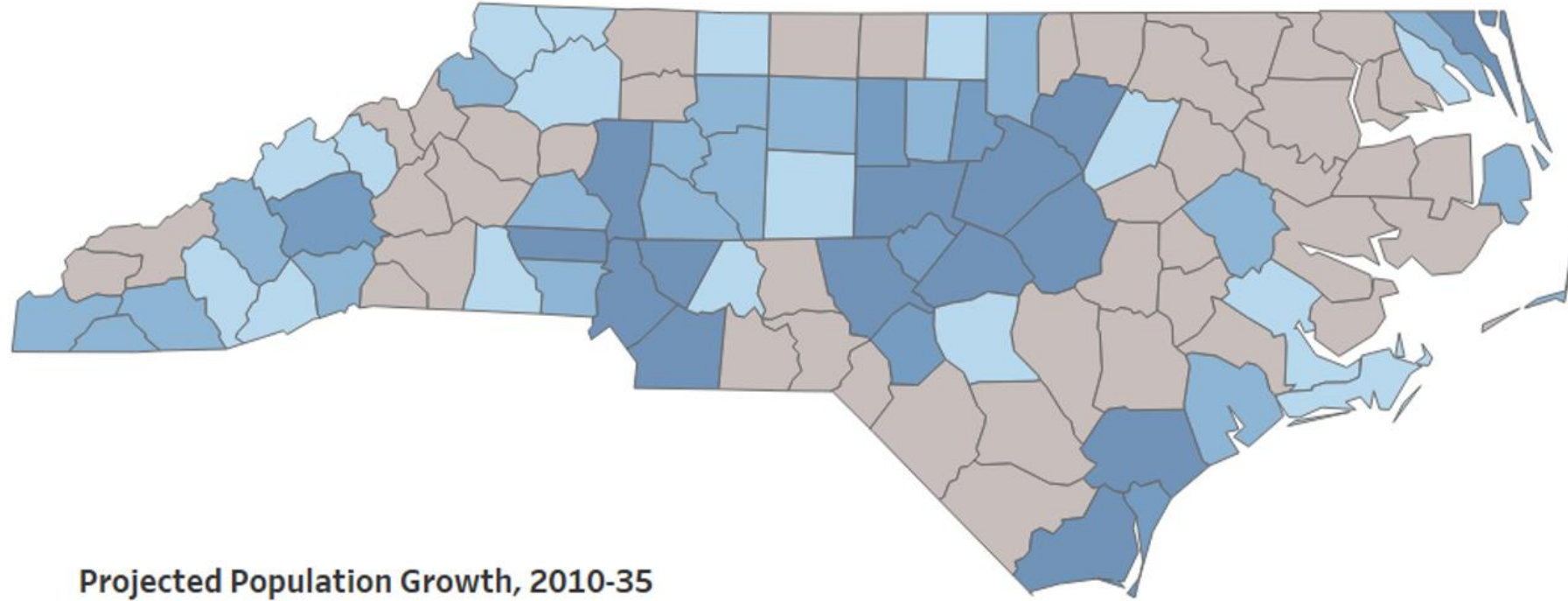
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Population growth will be uneven across North Carolina

Projected Population Growth, 2010-2035



Projected Population Growth, 2010-35

- Population Loss
- 0-15%
- 15-30%
- 30-45%
- 45% or more

**What's Driving
population growth in
our state?**

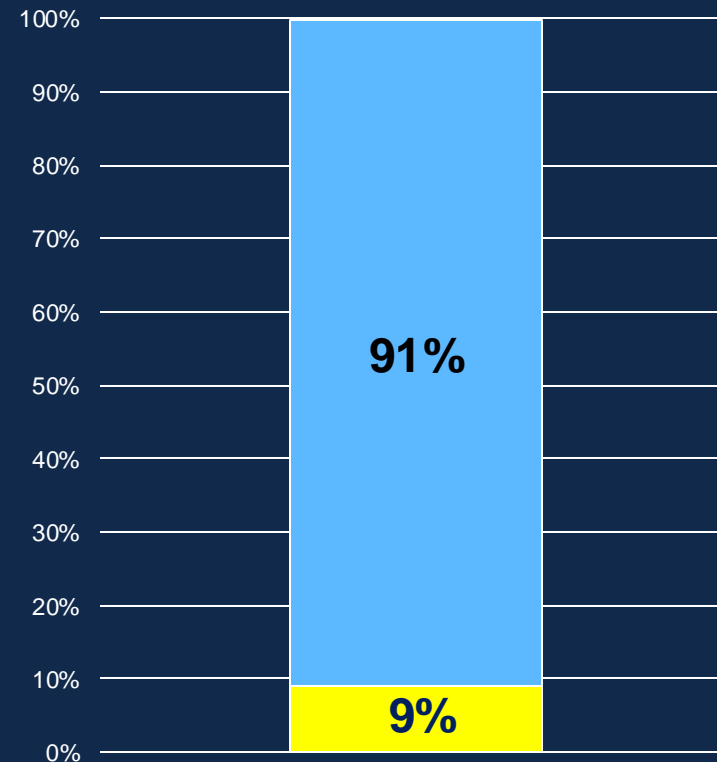
Components of Population Change from July 1, 2022 - July 1, 2023

NC Population change:
+139,526

Components of Change:

- Natural Increase (Births – Deaths) = **12,657**
- Net Migration (International + Domestic) = **126,712**

■ Net Migration
■ Natural Increase



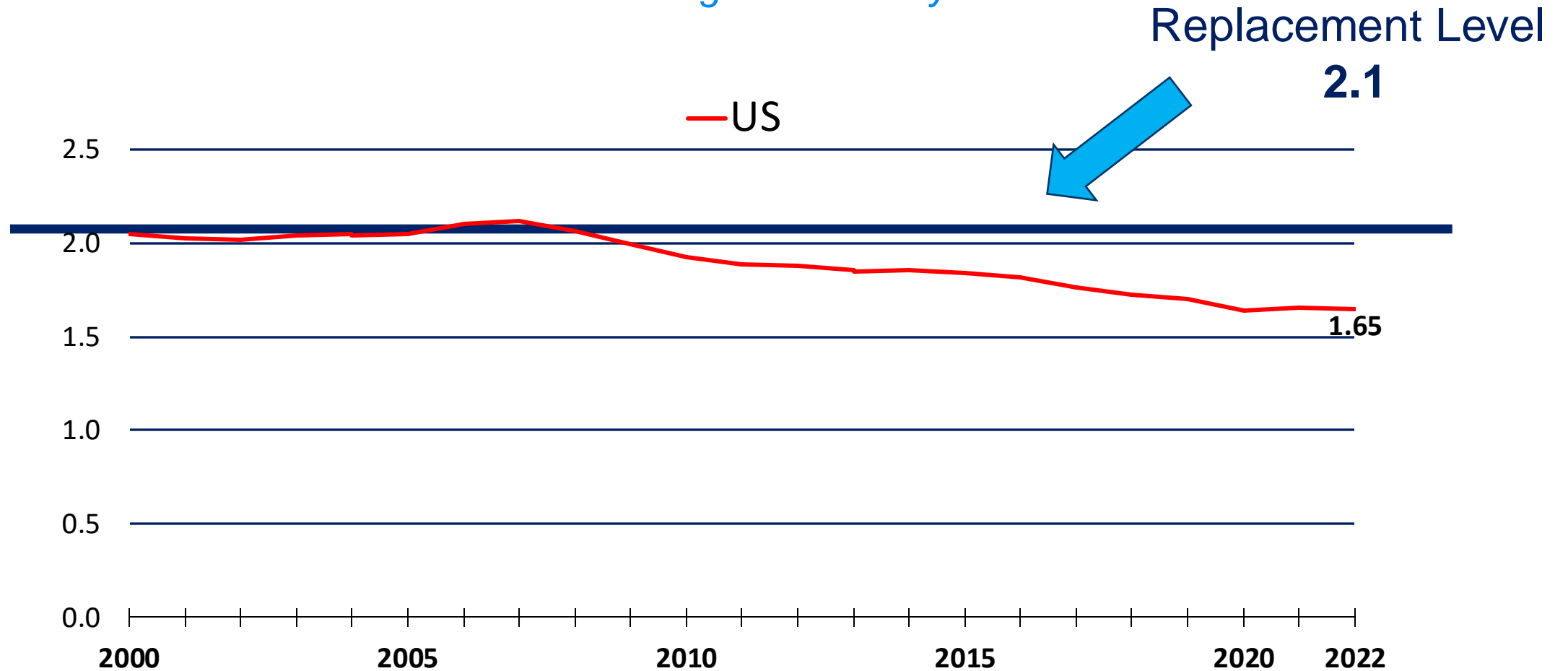
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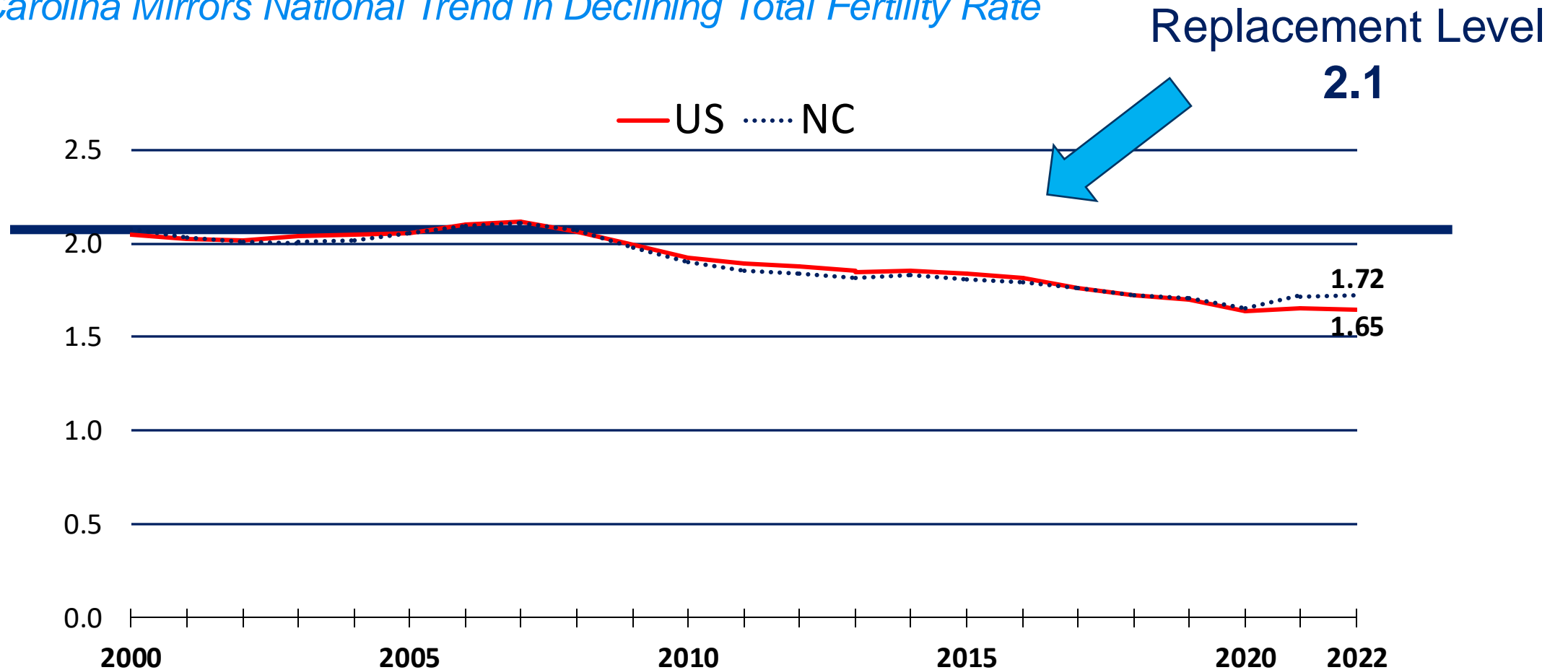
Below Replacement Fertility

North Carolina Mirrors National Trend in Declining Total Fertility Rate



Below Replacement Fertility

North Carolina Mirrors National Trend in Declining Total Fertility Rate



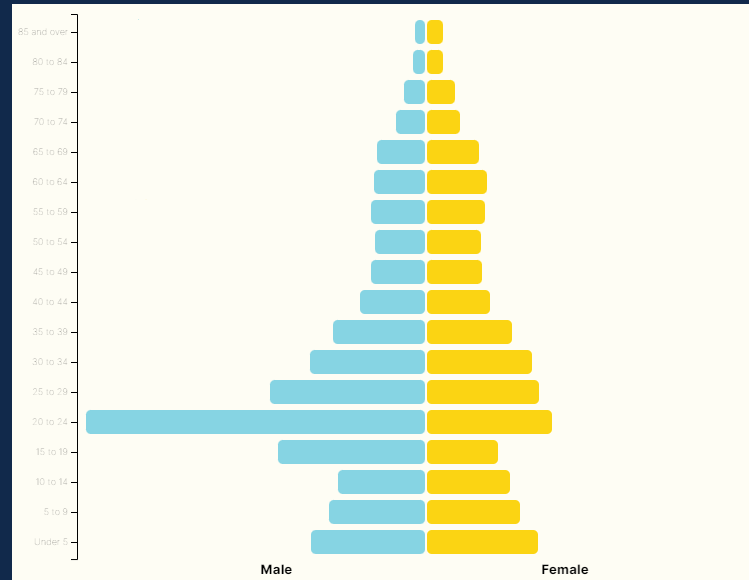
NC Population is Getting Older

County Median Ages Range from:

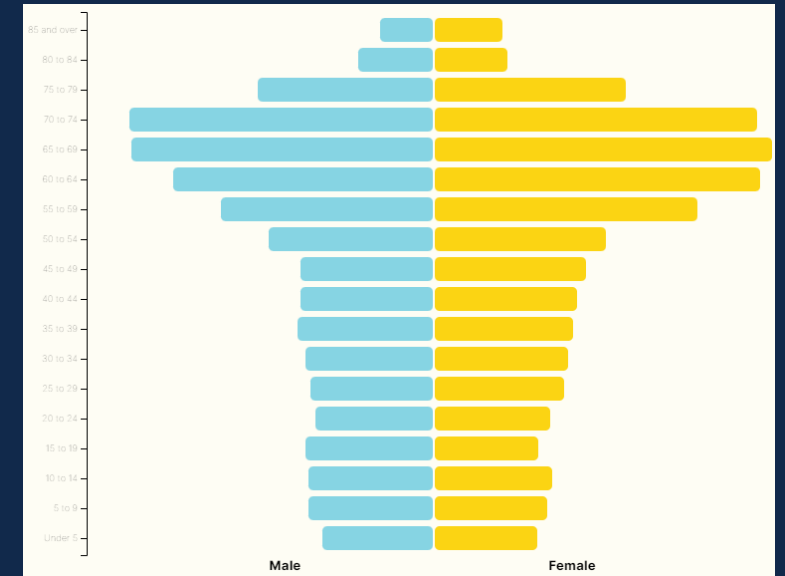
39.3
years

Median Age, 2023

27.6 Years in Onslow County



56.6 Years in Brunswick County



Older Counties tend to be more rural and economically distressed

Ten oldest NC Counties by median age, percent rural, and 2023 County tier designation

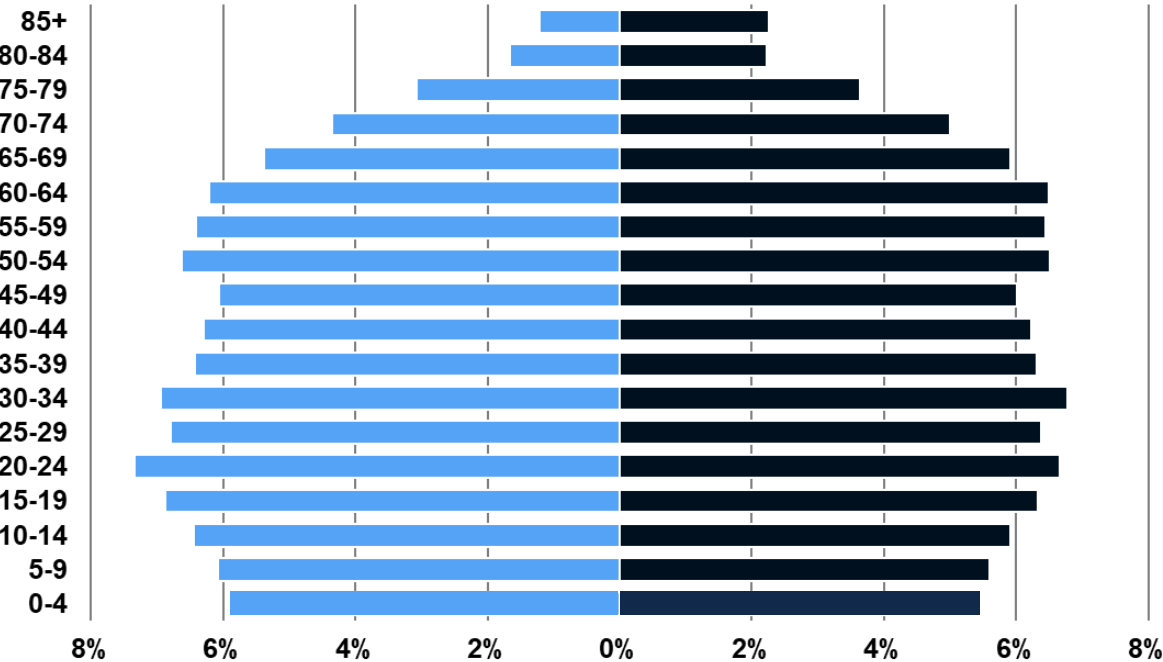
County	Median Age	Percent Rural	Tier Designation
Brunswick	56.6	36.4	3
Clay	55.3	100	2
Pamlico	54.1	100	2
Polk	54.1	91.4	2
Cherokee	53.7	100	1
Transylvania	52.5	60.4	2
Alleghany	51.8	100	2
Northampton	51.8	88.4	1
Carteret	50.8	30.6	3
Macon	50.4	74.7	2
Ashe	50.3	100	2

We are getting older...

Population age structure by sex, 2022

Median Age
39.3

■ Male ■ Female



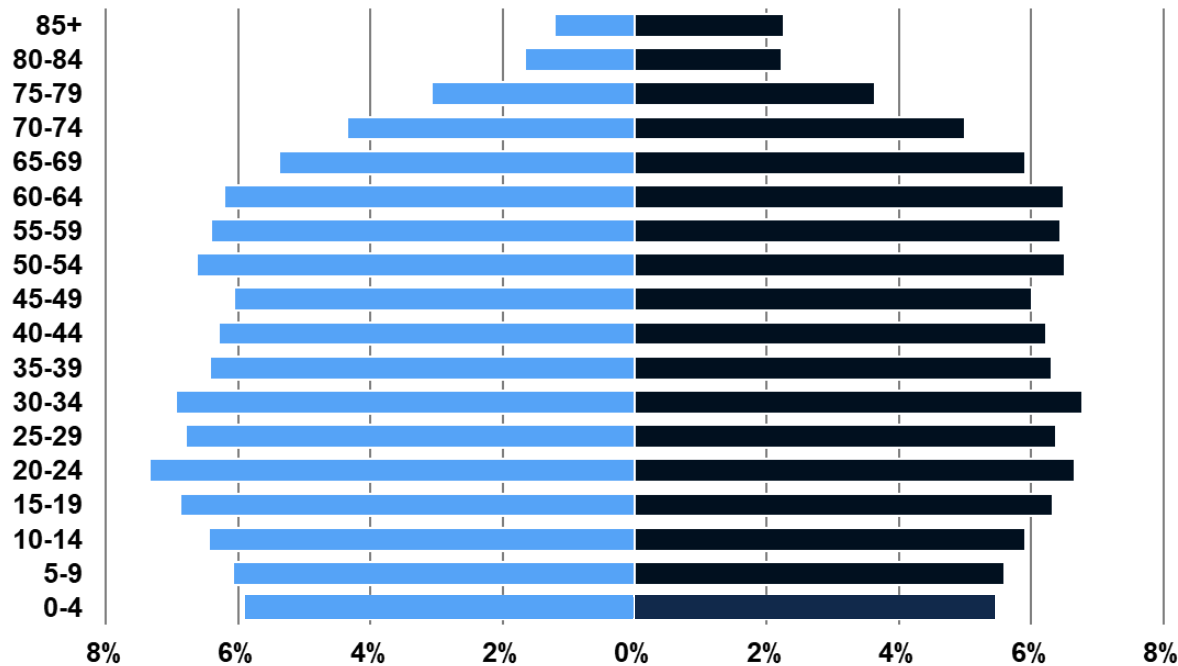
Source: US Census Bureau 2022 Population Estimates

We are getting older and more diverse

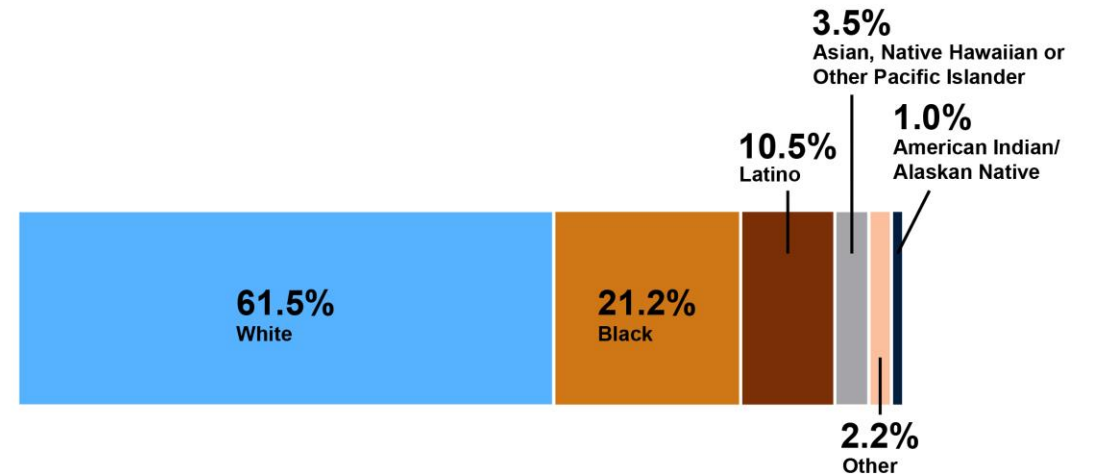
Median Age
39.3

Population age structure by sex, 2022

■ Male ■ Female



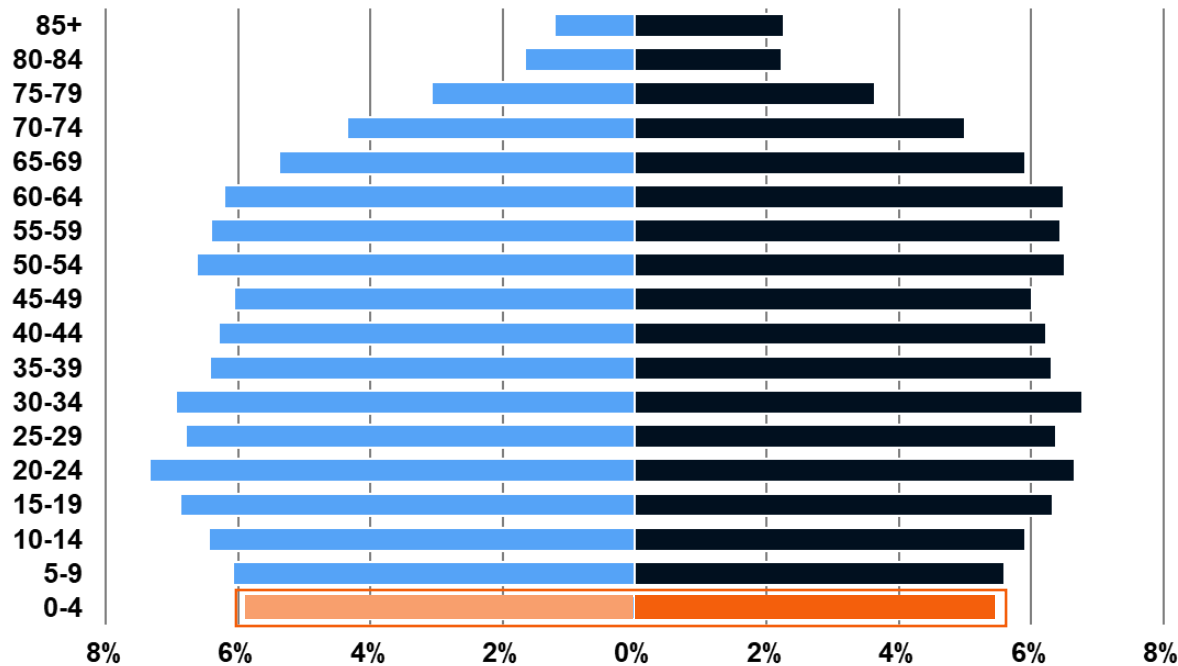
Racial/Ethnic Composition of Overall NC Population, 2022



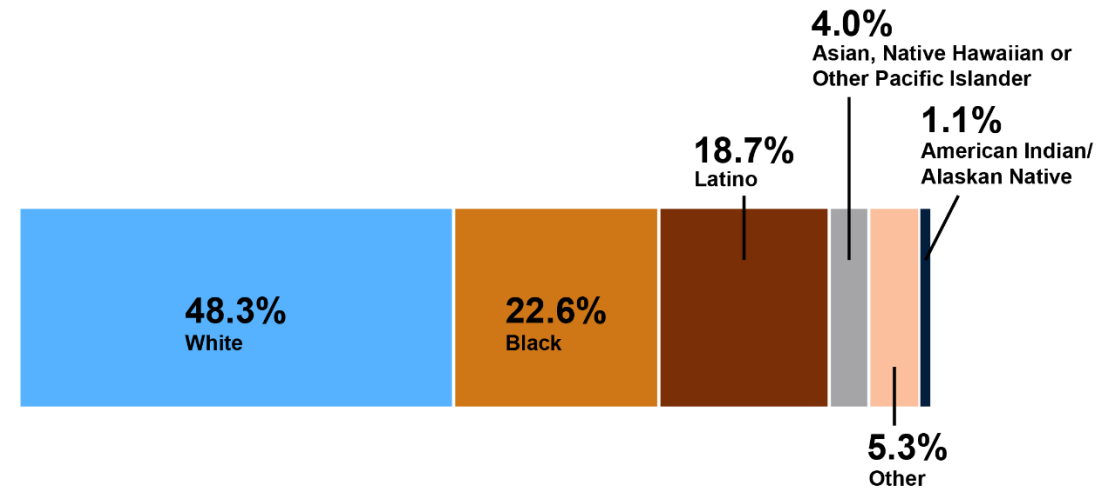
Pre-School Aged Kids are the most diverse

Population age structure by sex, 2022

■ Male ■ Female



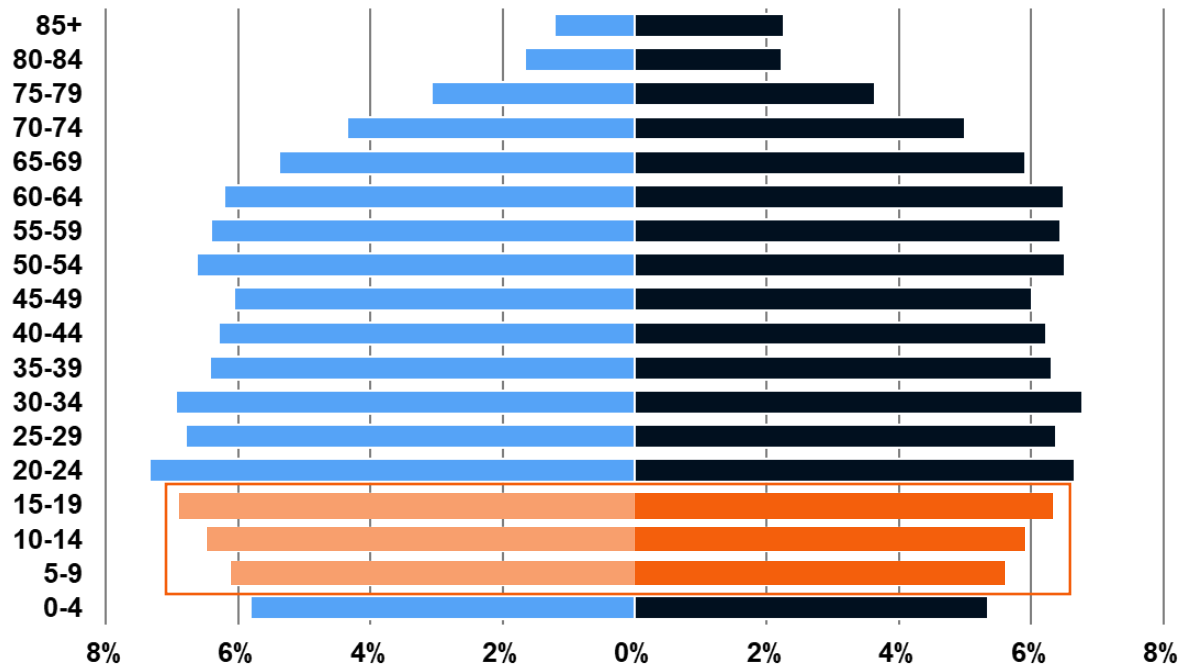
Racial/Ethnic composition of ages 0-4



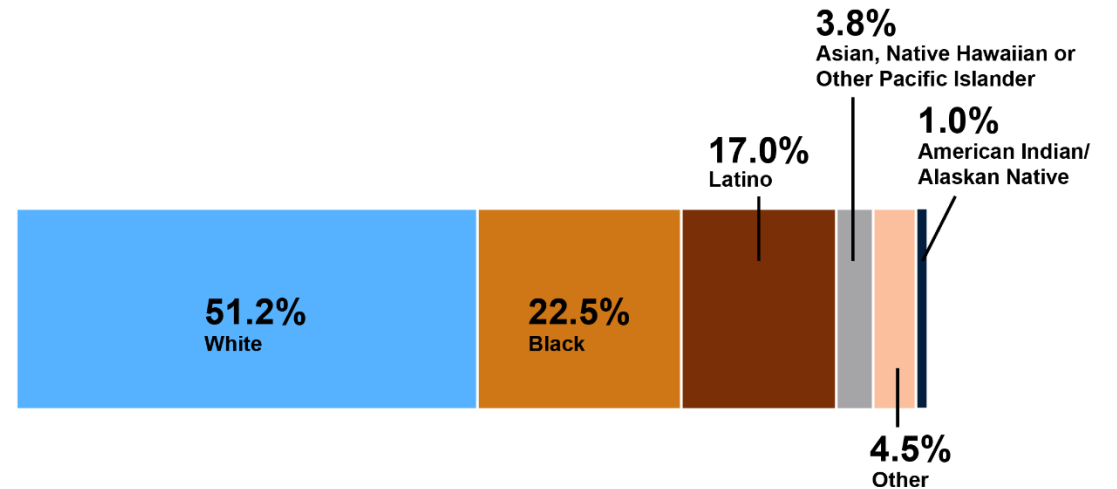
School-Age Children are also more diverse

Population age structure by sex, 2022

■ Male ■ Female



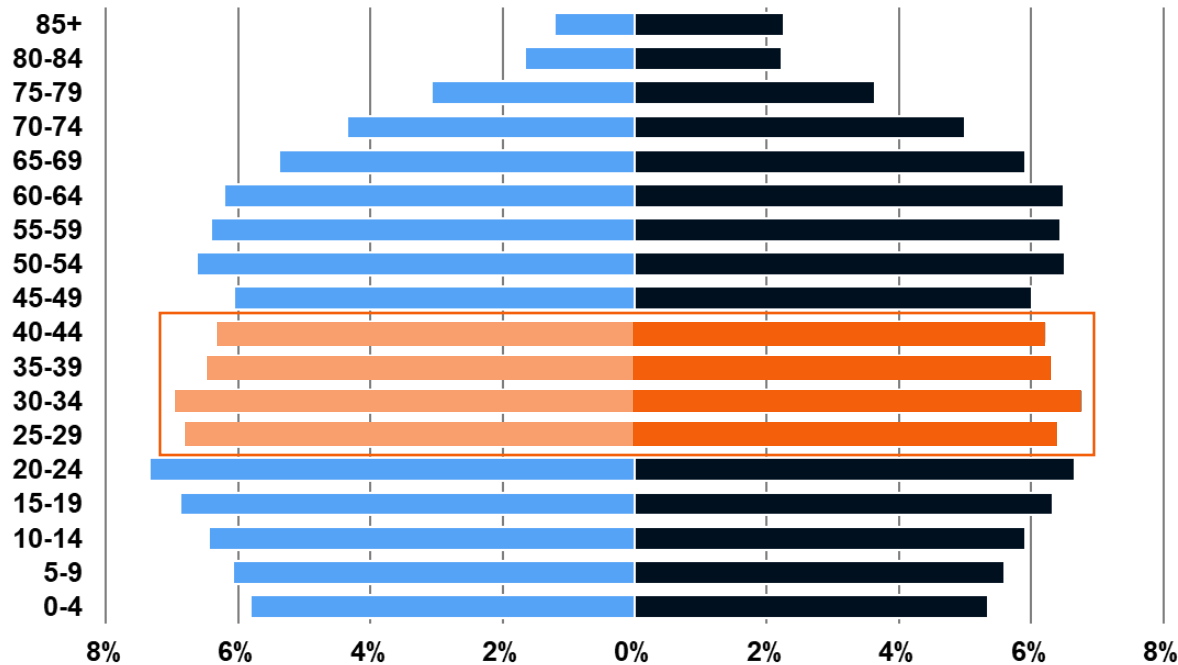
Racial/Ethnic composition of ages 5-19



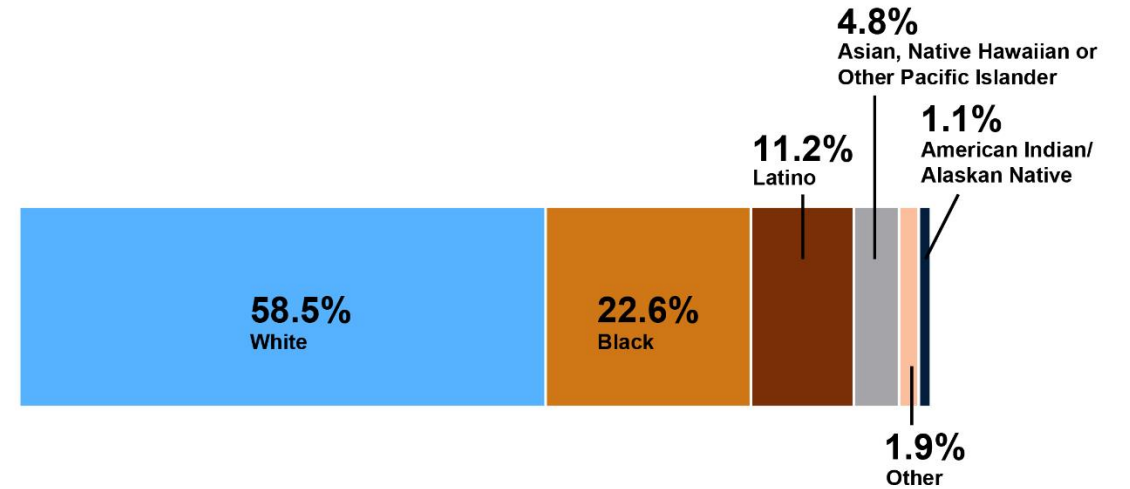
Prime-Working Age Cohort is becoming more diverse

Population age structure by sex, 2022

■ Male ■ Female



Racial/Ethnic composition of ages 25-44



46%

4.9M

of North Carolinians are *not*
NC natives.

8.6%

918K

Of North Carolina's
population is foreign-born

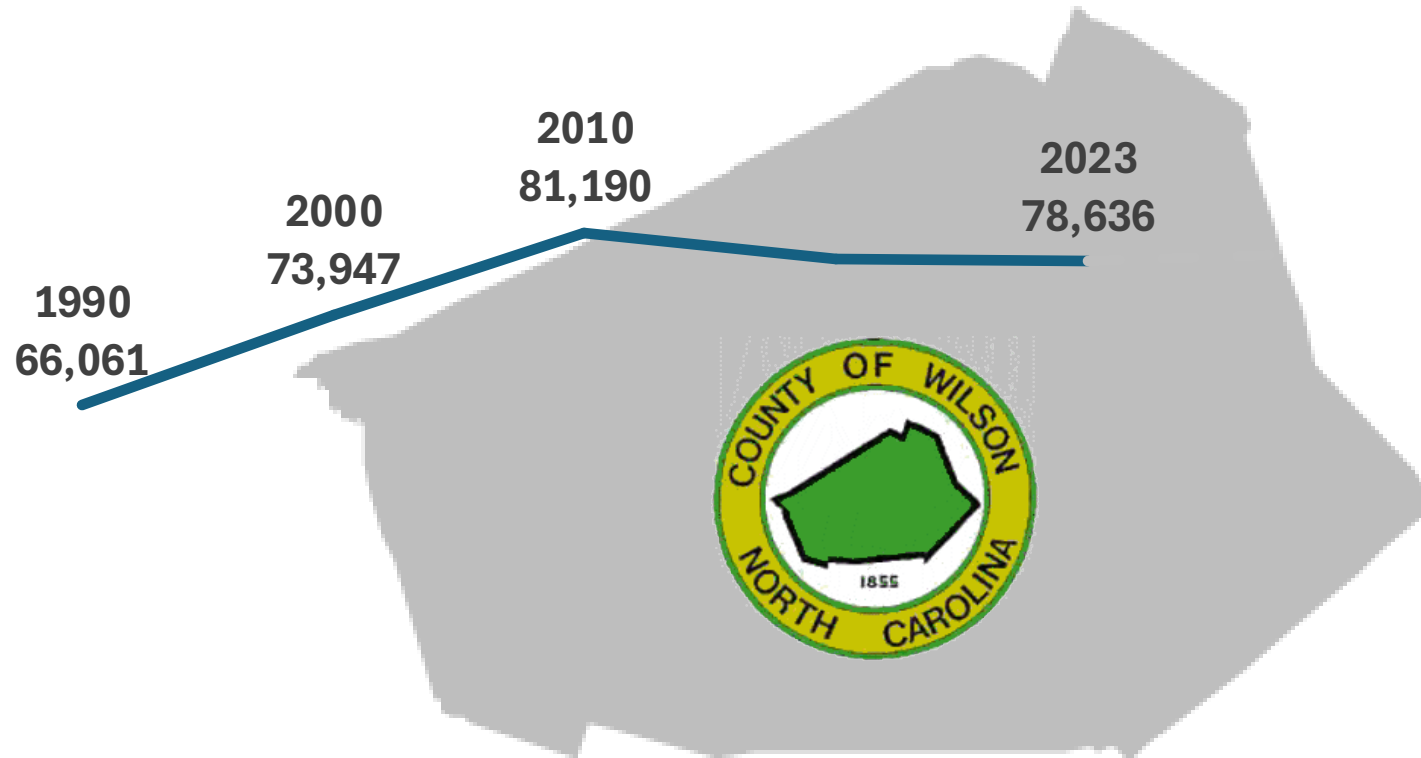
**Let's Drill Down Wilson
County**

78,636

2023 Wilson County Population

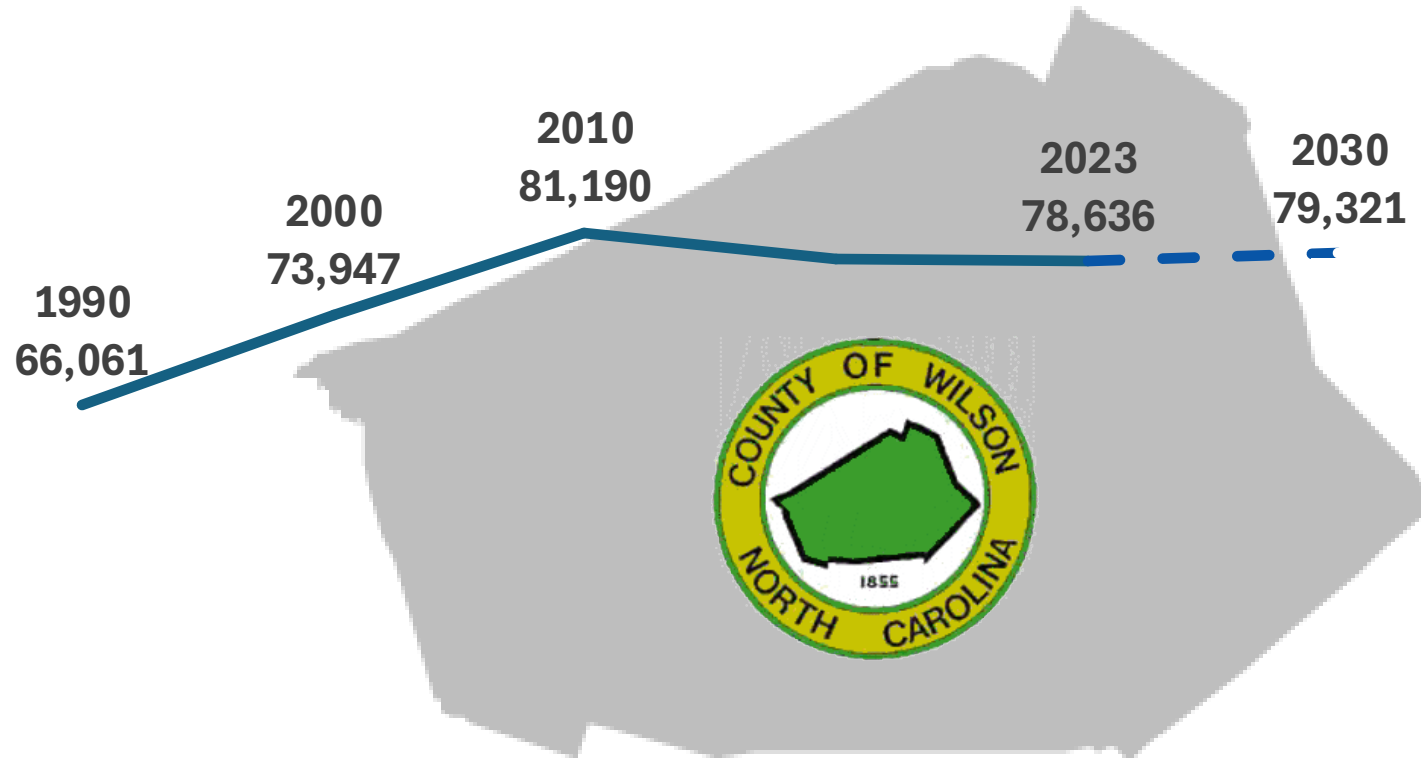
Current population

+13,260 new Wilson County residents since 1990, but 2,554 fewer since 2010



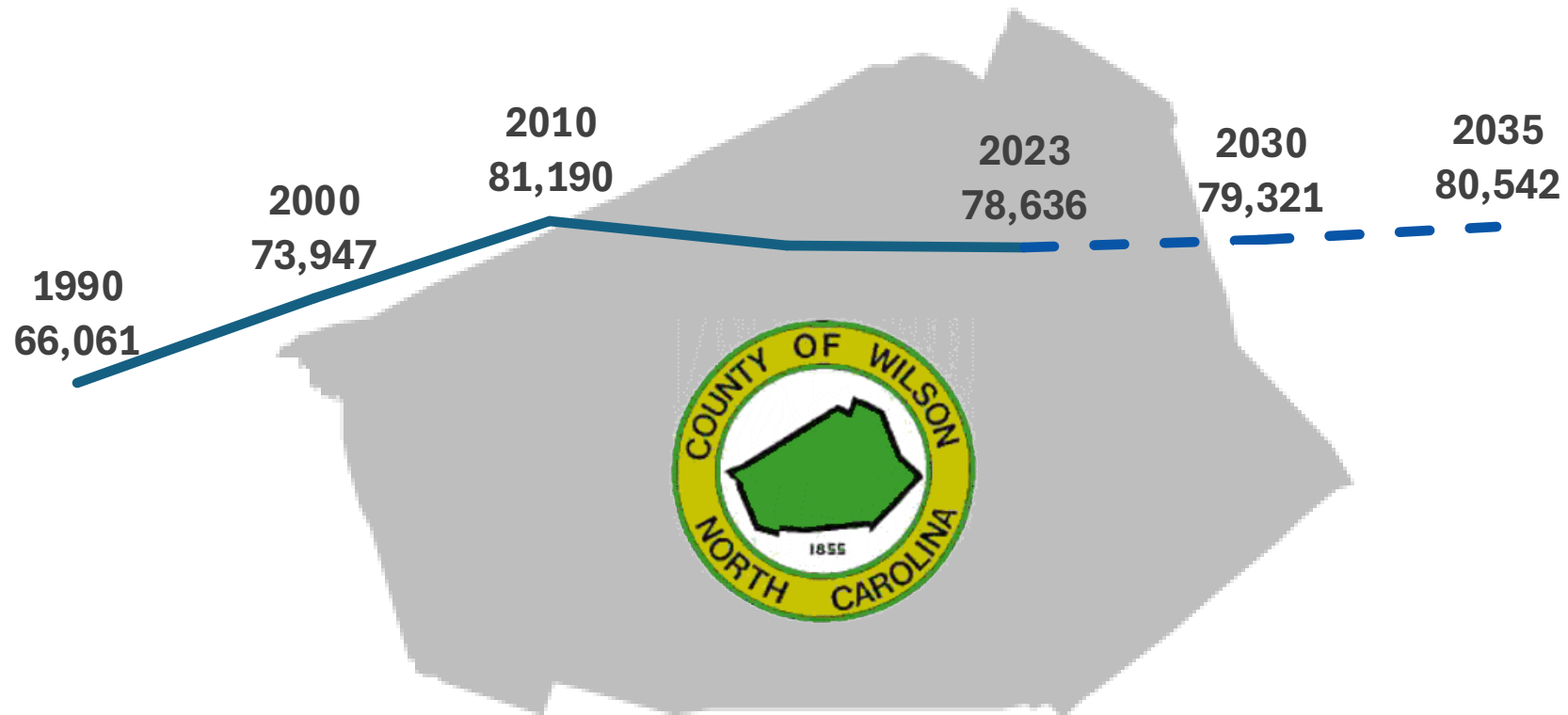
By 2030 79,321 residents

Wilson County projected population growth



Population set to reach 80,542 residents by 2035

Wilson County projected population growth

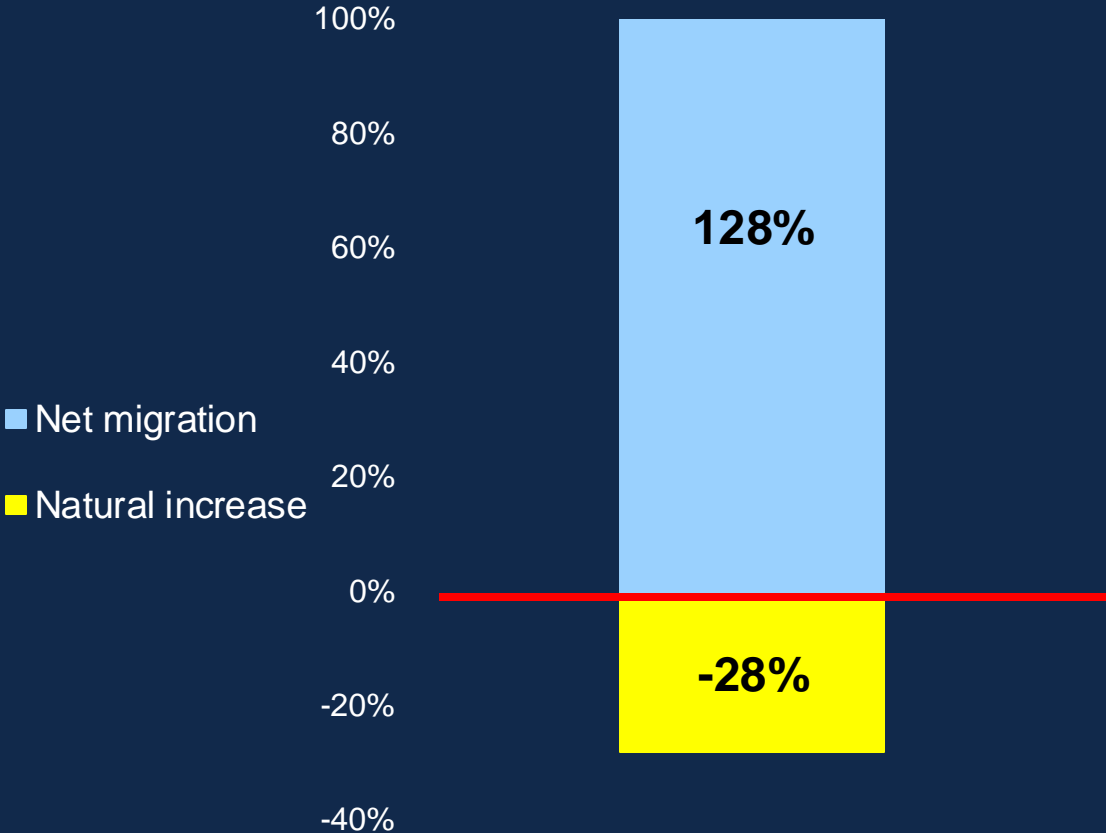


Components of Population Change from July 1, 2022 - July 1, 2023

Wilson Population change: +664

Components of Change:

- Natural Increase (Births – Deaths) = **-187**
- Net Migration (International + Domestic) = **850**



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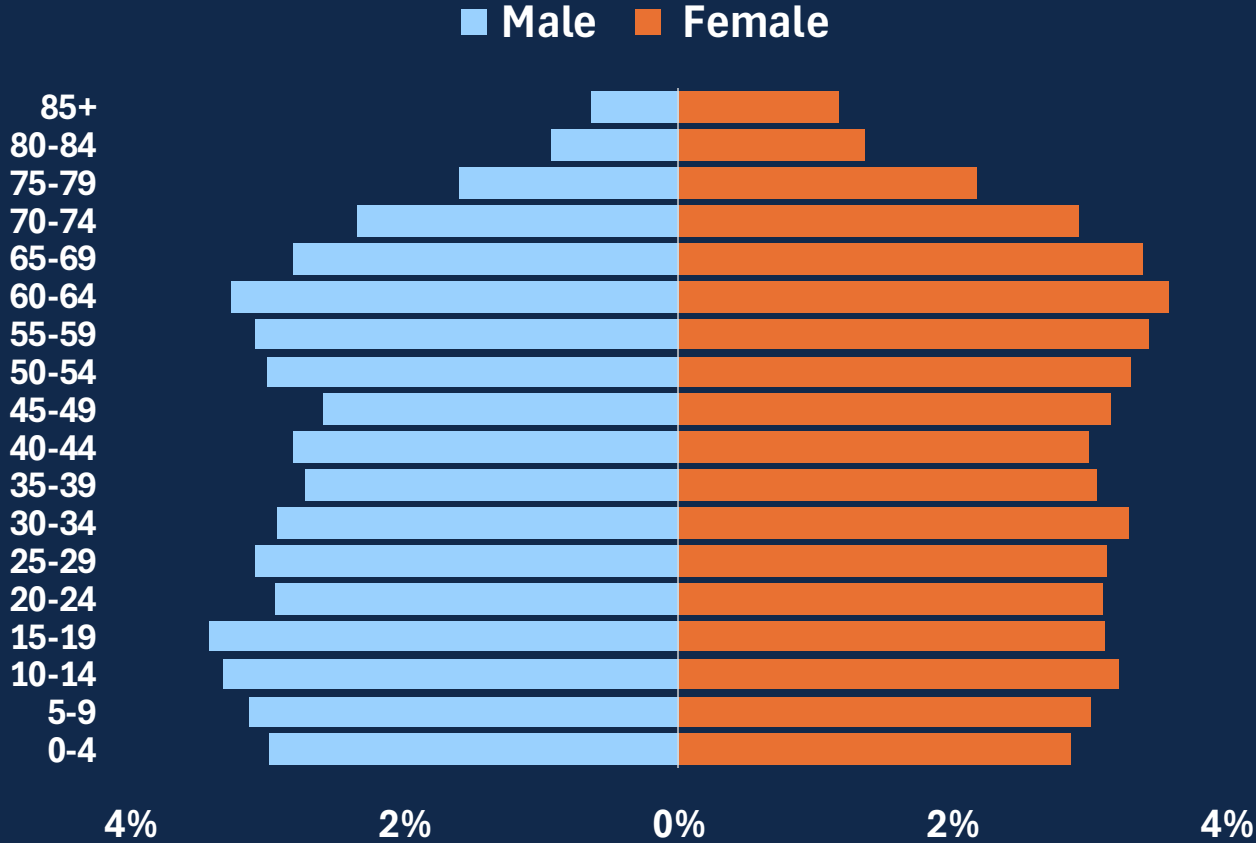
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Source: US Census Bureau

Changing Age Structure Wilson County

40.6
years

Median Age, 2023



In recent years, people are moving to Wilson County, but most residents of Wilson County are from NC

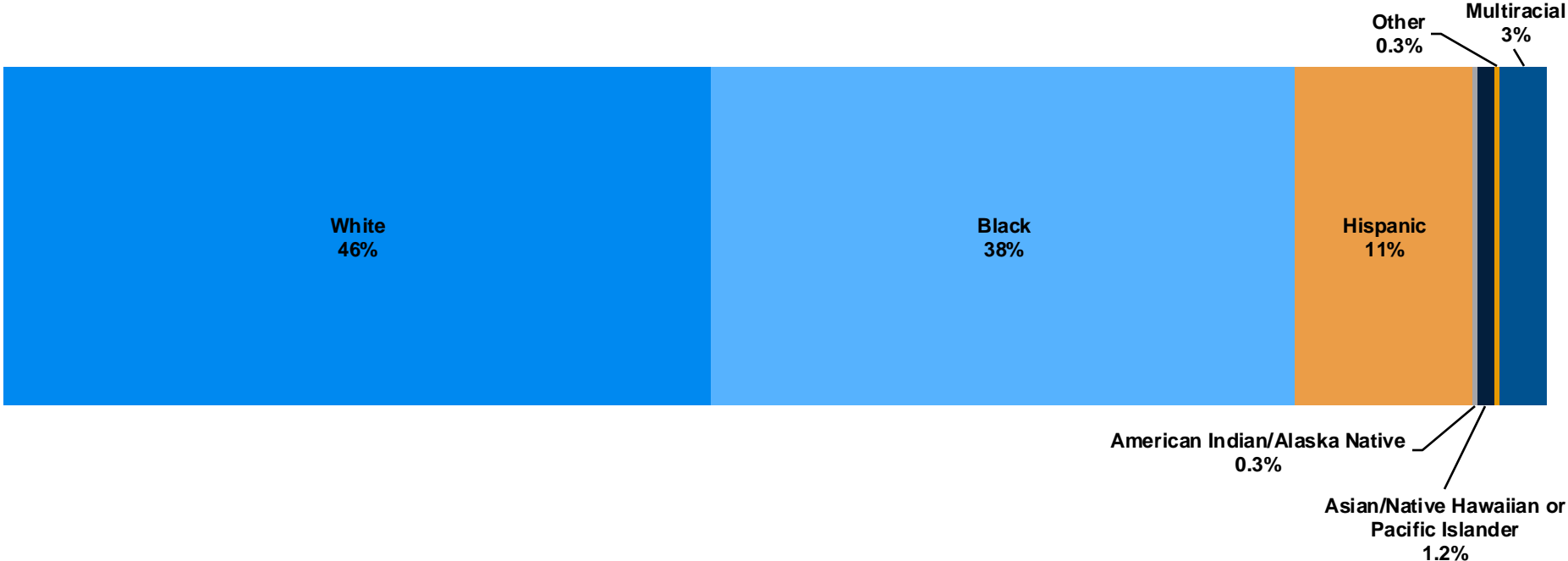


26% of Wilson County residents are *not* NC natives

6% of Wilson County residents are foreign-born

Wilson is becoming more diverse

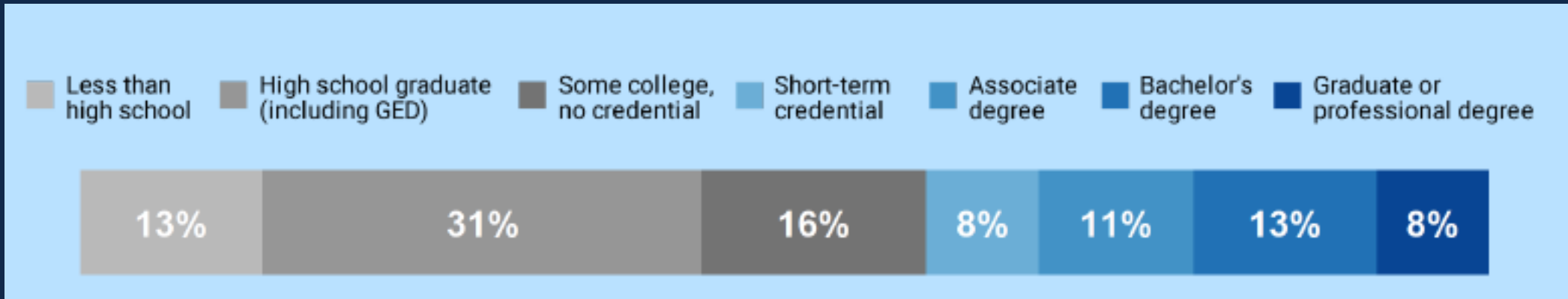
Racial and Ethnic Composition of Wilson County, 2020



**Let's look at some
Socioeconomic data**

39.5% (7,356)

Wilson County residents aged 25-44 have a postsecondary degree or credential



How families in Wilson County are doing

Socioeconomic Wellbeing, 2022

*my*FUTURENC
2 million by 2030.



\$51,535

Median Household Income



59%

of residents own their homes



42%

of adults (25-44) earn a family-sustaining wage



67%

of households have broadband



30.5%

of children live in poverty



16.5%

of youth ages 16-24 are both not working and not in school (Opportunity Youth)



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**Let's look at some
Labor Market data**

Wilson County – Labor Market Snapshot



2,250

Business Establishments
2024 Q1



33,683

Labor Force
April 2024



31,968

Employed
April 2024

1,715

Unemployed
April 2024

\$1,062

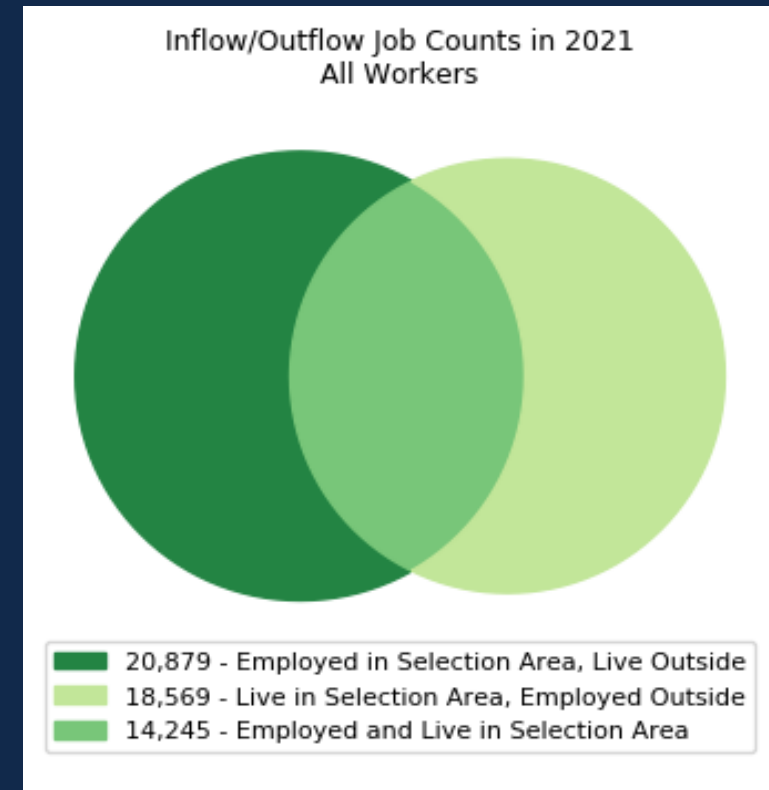
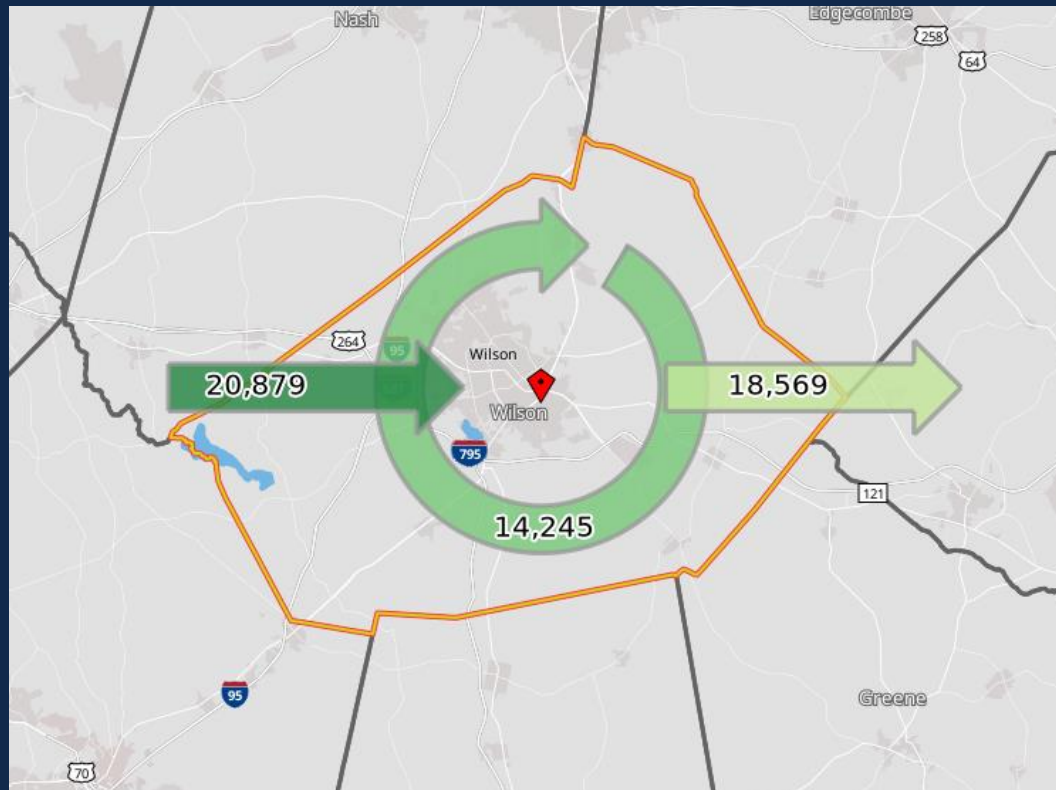
Average Weekly Wage
2024 Q1

5.1%

Unemployment Rate
April 2024

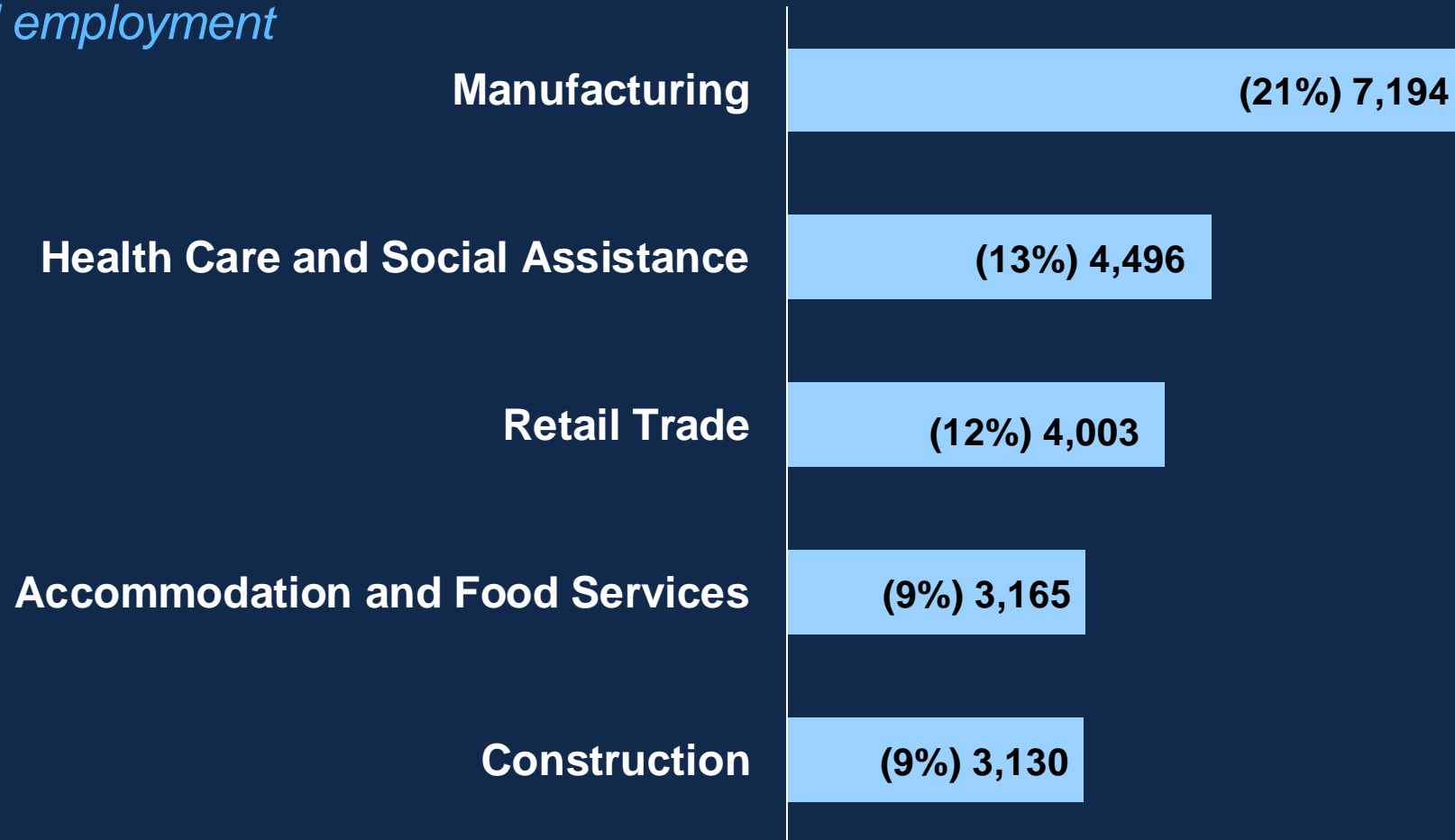
Commuting Patterns – Inflow and Outflow of Workers

Commuting patterns, Wilson County 2021



Top Industries in Wilson County

2024 Q1, by total employment



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Top 3 Employers in Wilson County

Employer	Employment Range
Bridgestone Americas Tire Operation	1000+
BB&T	1000+
Wilson County Schools	1000+



Thank you!

Work With Us

What questions do you have about your community?

What data do you need to make better decisions?

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newsletter:



Contact us via
our website:



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Introduction of Mariel Beasley

CAMERON COCHRAN

Executive Director, Wilson Forward



Designing for humans:
How our psychology
drives our behavior





MAKING PEOPLE
HAPPIER, HEALTHIER AND WEALTHIER
WITH BEHAVIORAL SCIENCE
AT HOME AND ABROAD

Duke
UNIVERSITY



CENTER FOR
ADVANCED
HINDSIGHT

What was your
goal for 2024?





ACTIONS

INTENTIONS

BEHAVIORAL SCIENCE

Traditional model

- Accumulate information
- Account for probabilities
- Do a Cost-Benefit analysis
- Hold stable preferences
- Maximize our own utility



I THINK I'LL SKIP
MY APPOINTMENT.



Hidden Credit Repair Secrets

3rd Edition

Homeown... Are You Ready

Find out by attending a Homebu...

Homebuyer Ed...

When an...

Classes start: Fe...

SCHH Office (S...

1555 Shanno...

Drowning in Credit Card Debt?

Are the creditors hounding you for payments?
Are you stressing over your financial future?
Is your credit score plummeting...

"Help America get out of Debt"
A Non-Profit Community Service

If you are currently working and owe more than \$2,000 credit card debt and you are 30 days or more behind on your monthly payments, CreditGu... can help you cut your monthly payments by calling you... to interest...

BUYERS*

...since you owned a home.

ALWAYS ON THE FIRST SATURDAY OF EVERY MONTH

Next One: Feb.

SPONSORS

Trident Realty LLC
Palmetto Cor...
... or 87-1-Lac...

HOW TO REMOVE A BANKRUPTCY FROM YOUR CREDIT REPORT

MASTER THE CARDS

With resource speakers from:
Department of Commerce and the Filipino Char...

DEBT SETTLEMENT

PCRI HOMEOWNERSHIP CLASS

WHAT: Get prepared to settle your debts before you contact your creditors.

WHEN: Thursday May 26, 2016 6 pm - 7 pm

WHERE: PCRI ANNEX 6100 NE MLK Blvd 503-288-2923 X 130 tee@pcrhome.org

NATIONAL CREDIT UNION YO

APRIL 22-28, 2017

...PUBLIC...
...the DCCA...
...e.com

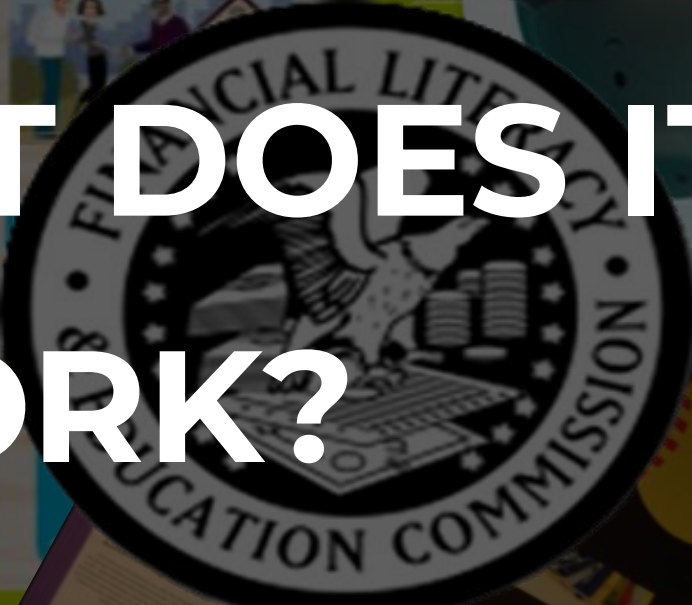
BUT DOES IT WORK?



Hidden Credit Repair Secrets
3rd Edition

Homeown
Are You Ready

Drowning in
Credit Card Debt?



HOW TO REMOVE
A BANKRUPTCY
FROM YOUR
CREDIT REPORT

What to do when a collection agency calls and more!

DEBT SETTLEMENT

PCRI HOMEOWNERSHIP CLASS

WHAT: Get prepared to settle your debts before you contact your creditors.

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May 26, 2016
6 pm - 7 pm

WHERE: PCRI ANNEX
6100 NE MLK Blvd
503-288-2923 X 130
lsc@pcrhome.org

With resource speakers
from:
Department of Commerce and
the Filipino Chamber of Commerce

NATIONAL CREDIT UNION YOU
APRIL 22-28, 2017



0.2%-0.5%

The percent of variance in financial behaviors explained by content-based, financial education interventions*

* Based on meta-analyses of experimental & quasi-experimental research studies between 2014-2021

In reality...

- We use limited information
 - Most decisions are automatic
 - We do what others are doing
 - Our preferences change
- **CONTEXT MATTERS**
(even if we don't always realize it)



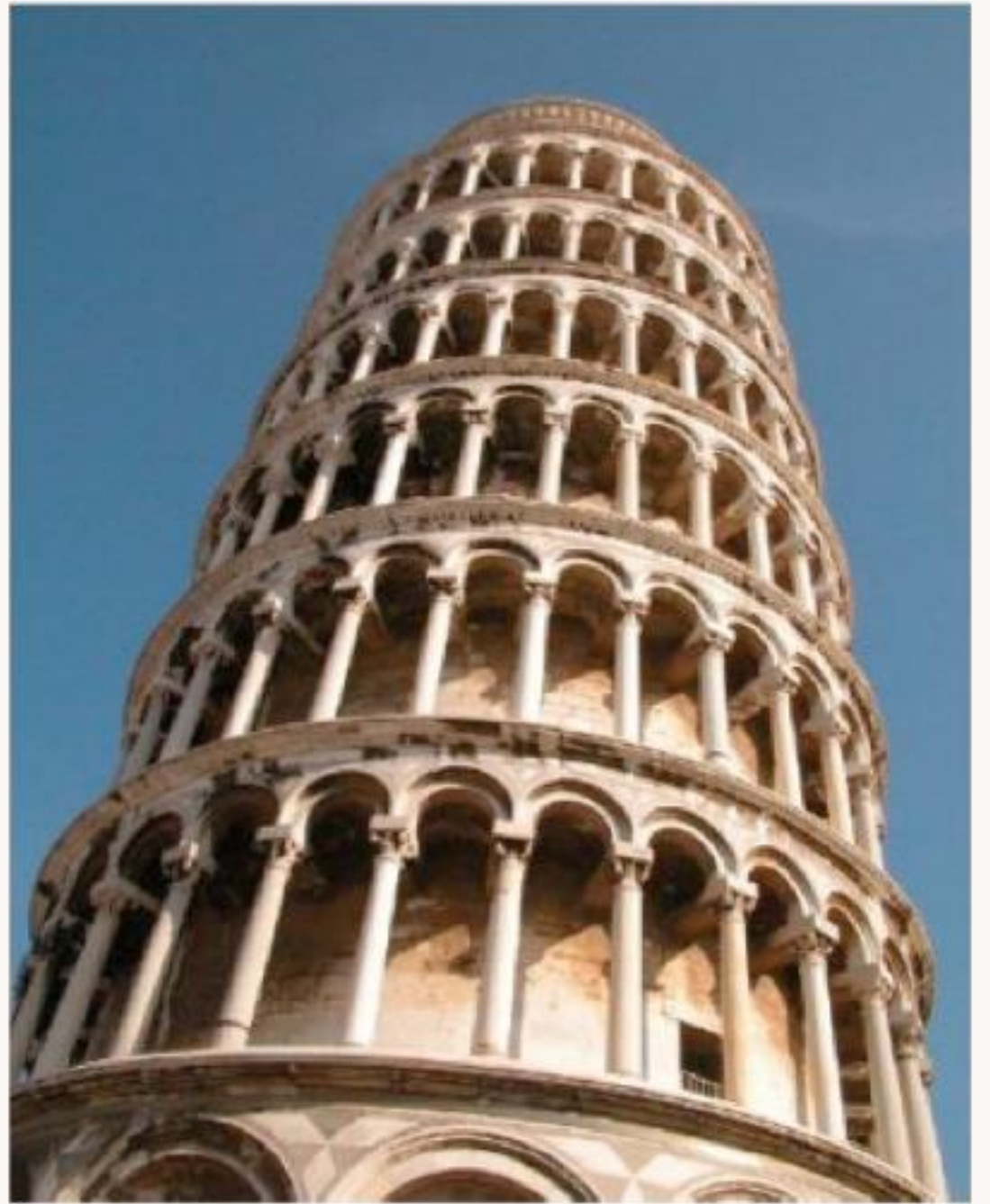
**\$25 +
\$5 shipping**



**\$30 +
Free
shipping**

I THINK I'LL SKIP
MY APPOINTMENT.





**Information alone
is not enough
to change behavior**



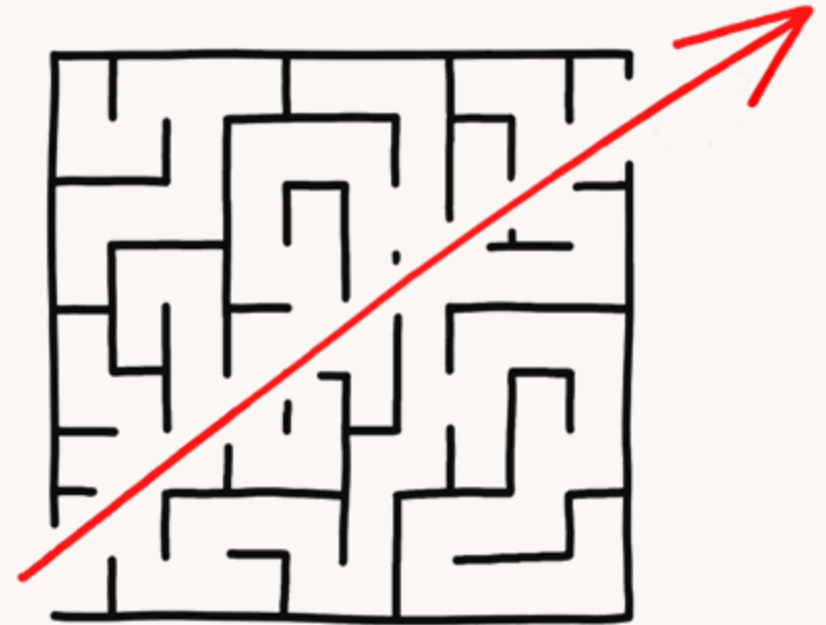
Heuristics: Mental shortcuts

Advantages

- Save time and cognitive resources
- Help us resolve most situations

Disadvantages

- Lead to cognitive biases: predictable and systematic errors
- Can be particularly harmful in new or complex situations

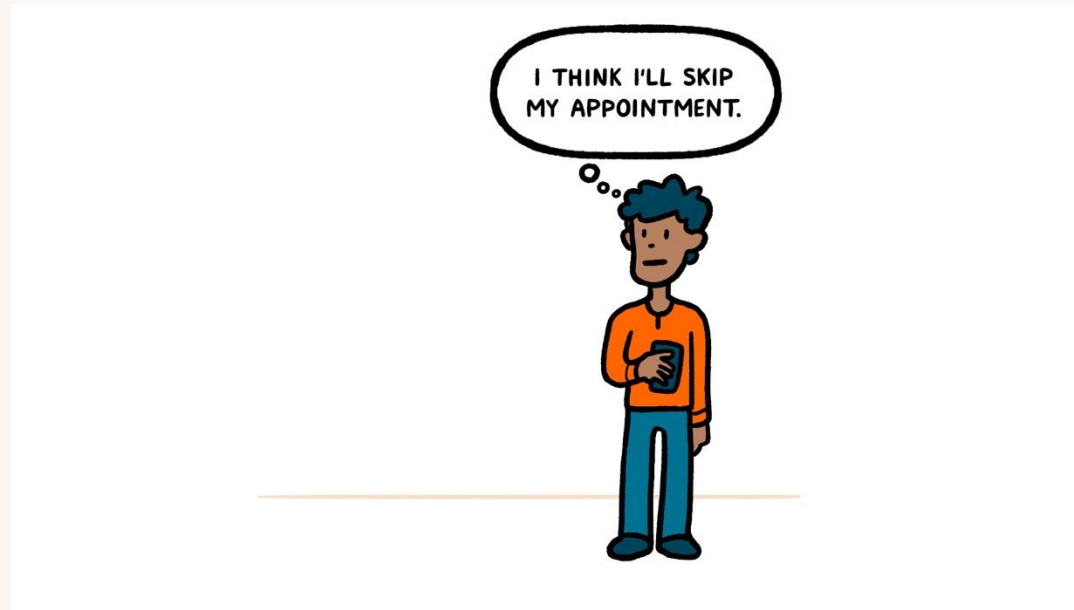


This means:

We cannot change people –
we must change our tools.

From
changing
minds

To
changing
contexts



We tend to do things that are:

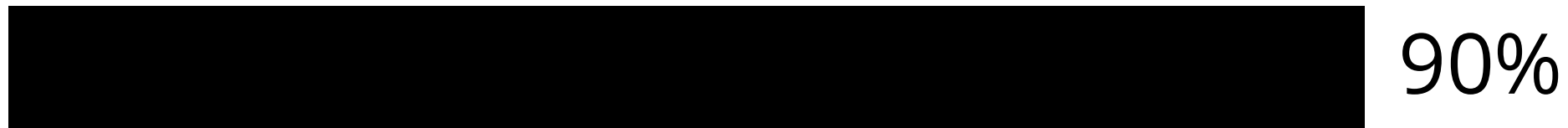
1. Easy → Physically & Psychologically
2. Attractive → Immediately Rewarding
3. Social → Modelled by Others

Easy



Every form,
every click,
every field,
every signature,
every step,
every call,
every **choice**

The biggest thing to happen to America's savings rate:



The biggest thing to happen to
America's savings rate:

Automatic enrollment

Voluntary Enrollment 34%

Automatic Enrollment 90%

Let's say I have a form with 11 fields...

I reduce it to 4 fields

160%

increase in submissions

Outstanding Non-tax Debt

Before:

You may also make an electronic payment via pay.gov:
(<https://www.pay.gov/paygov/forms/formInstance.html?agencyFormId=16531440>)

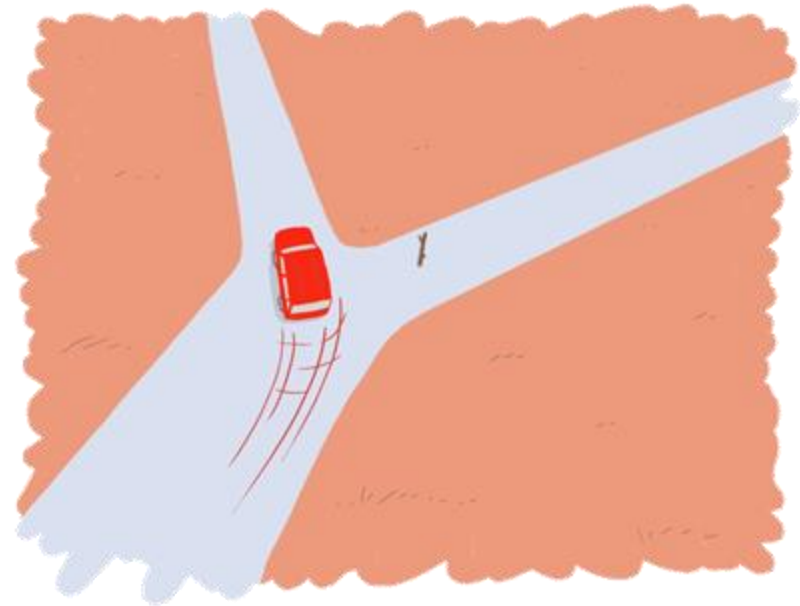
After:

Pay online: Visit www.pay.gov/paygov/paymydebt

45% increase in online payments
(2.16% vs 1.49%)

Friction Costs

People can be deterred by even the smallest bumps in the road.





limited choice



extensive choice



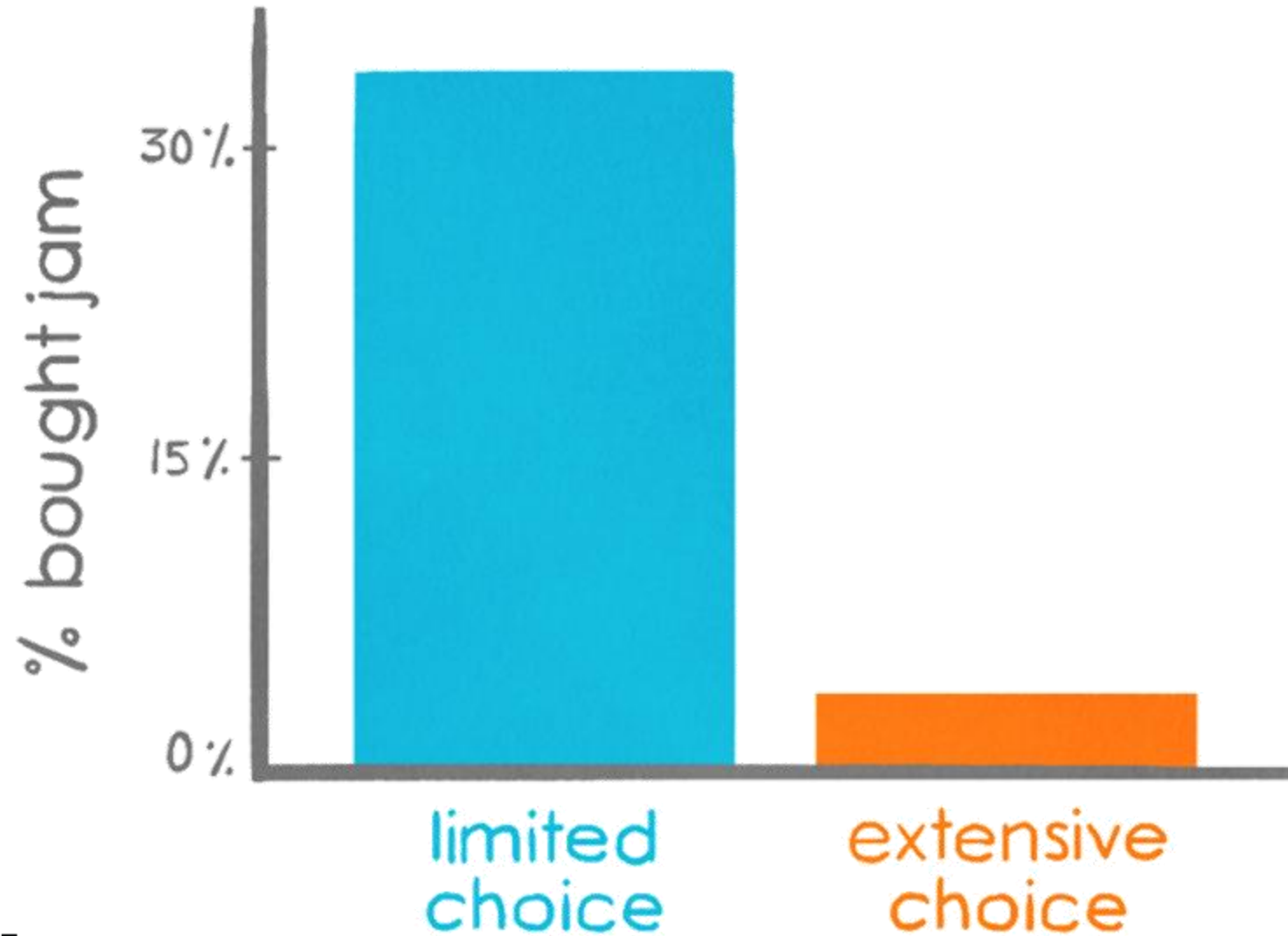
attraction to booth



purchasing behavior



purchasing behavior



Choice Paradox (Decision Paralysis)

When confronted with too many choices, we make the easiest choice, which is sometimes no choice at all.

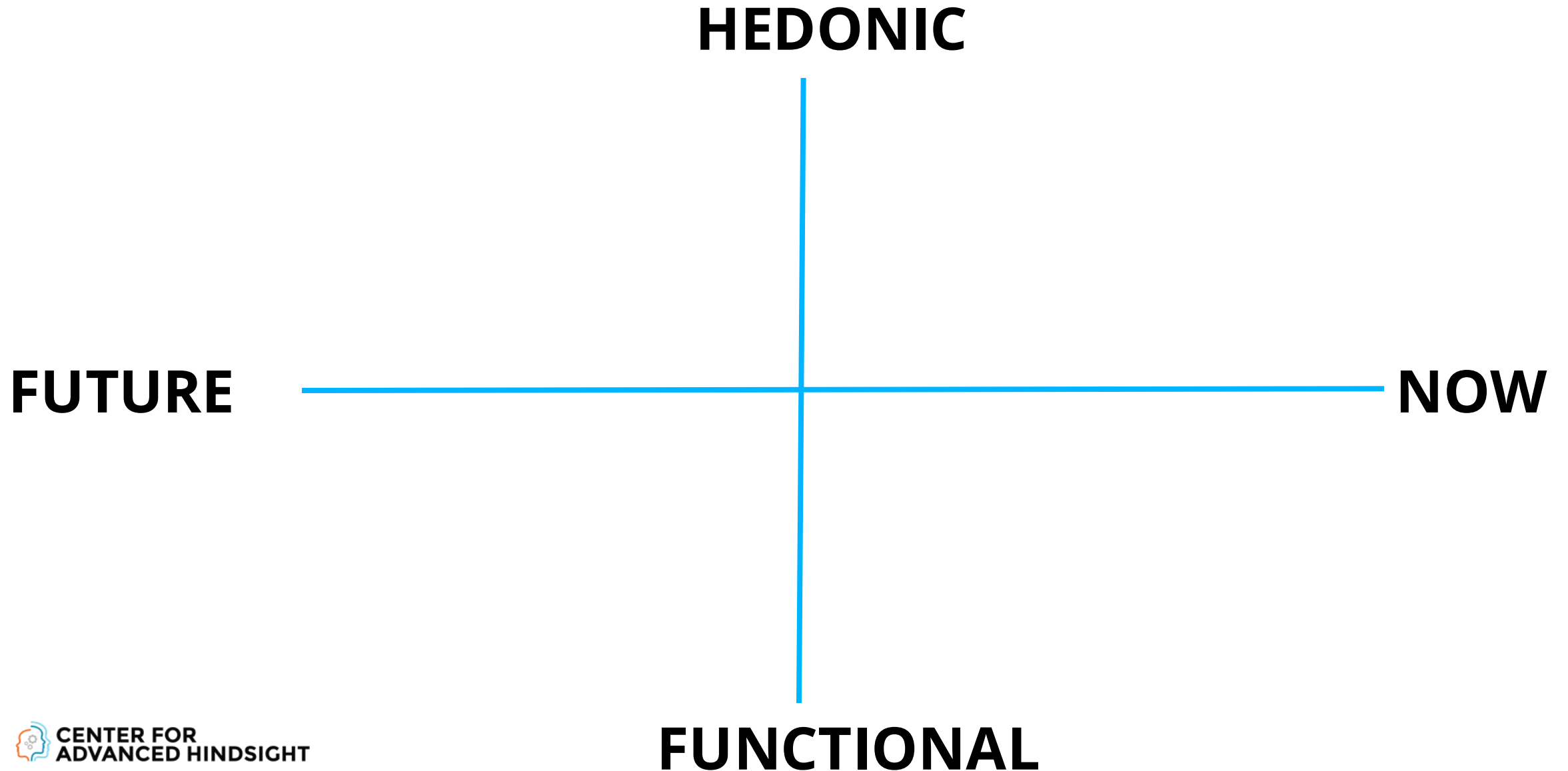


Attractive

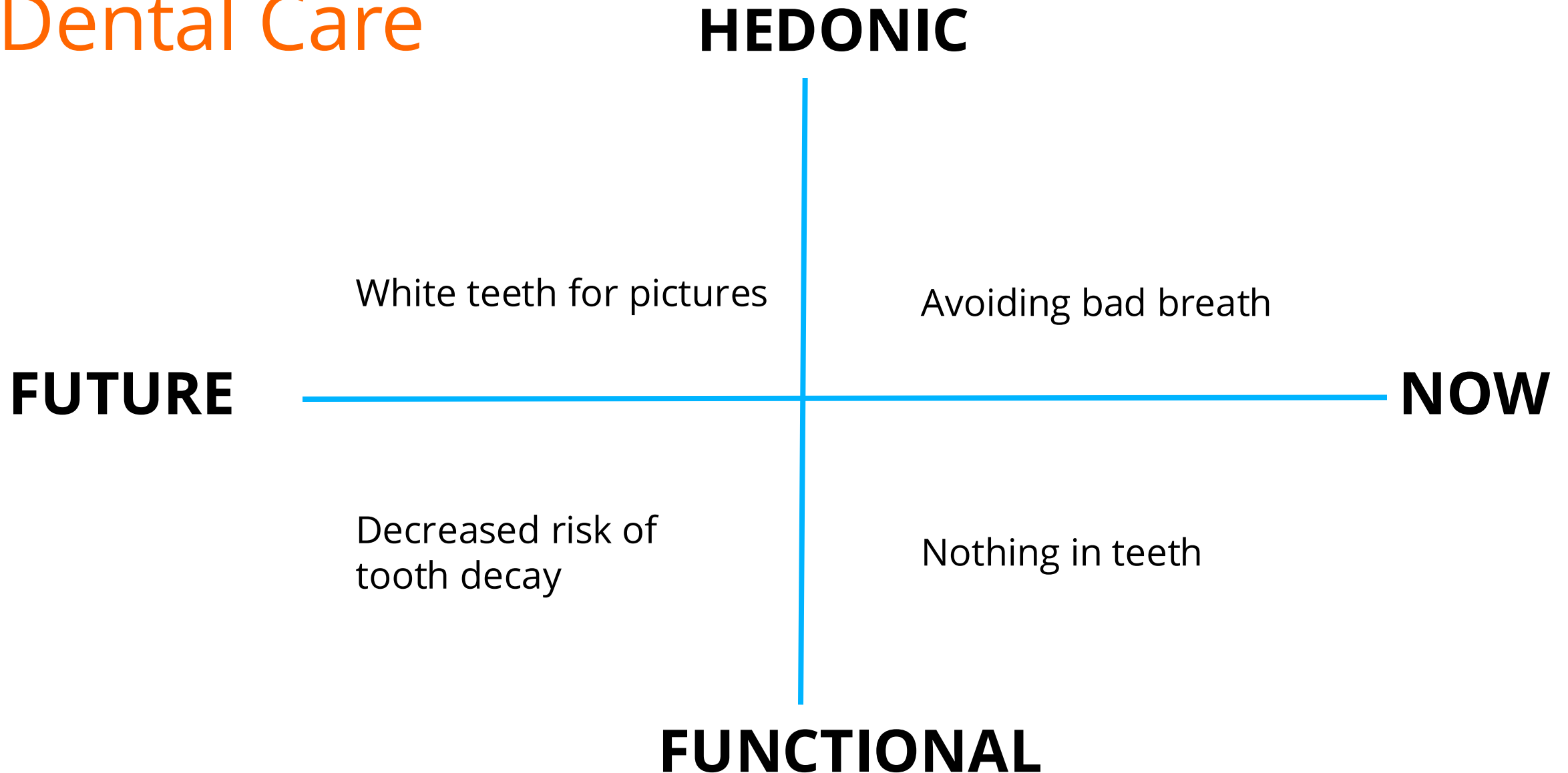




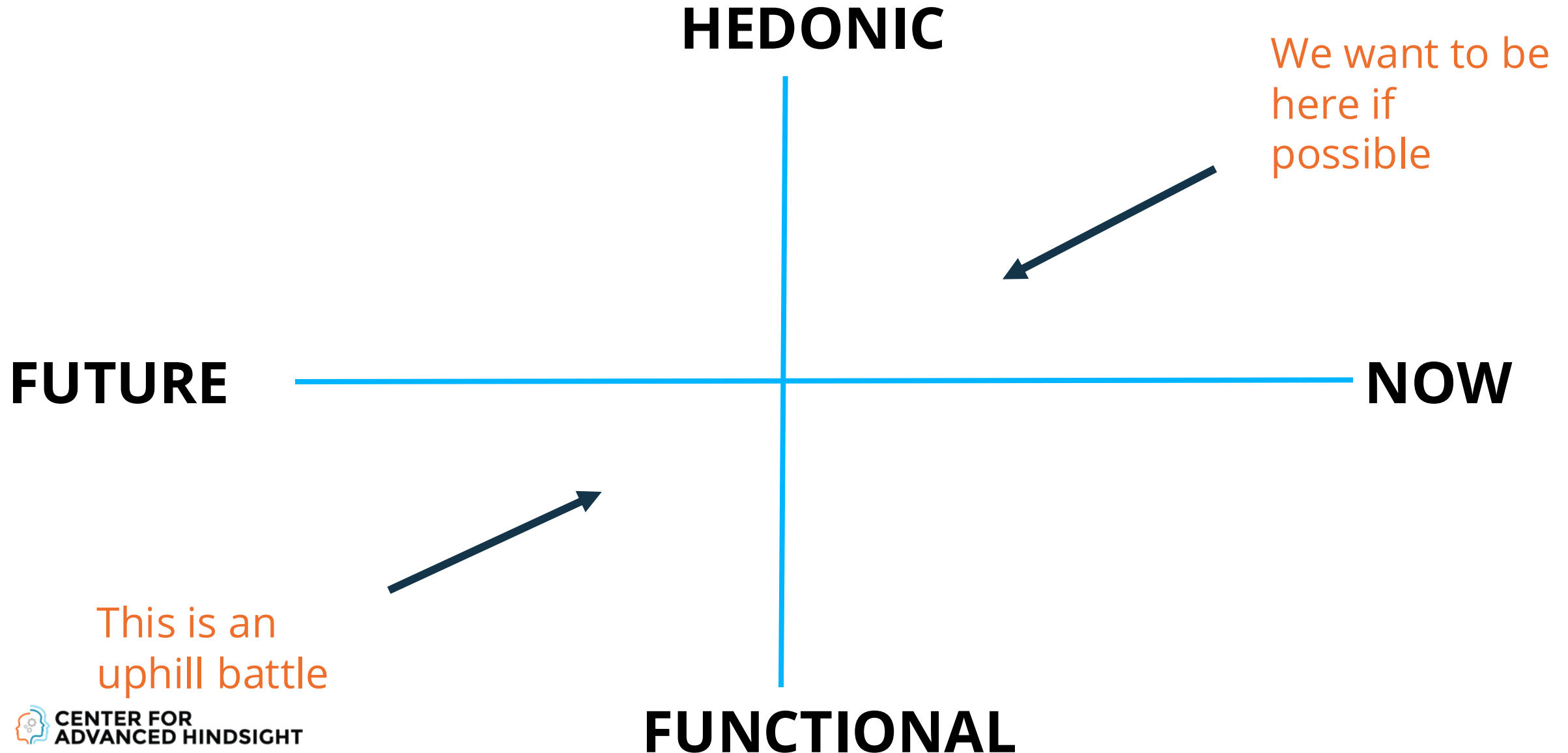
There are different types of benefits



Dental Care

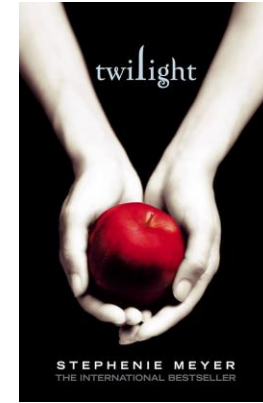


There are different types of benefits



Exercise

HEDONIC



+

Changes to physical body

Endorphins

FUTURE

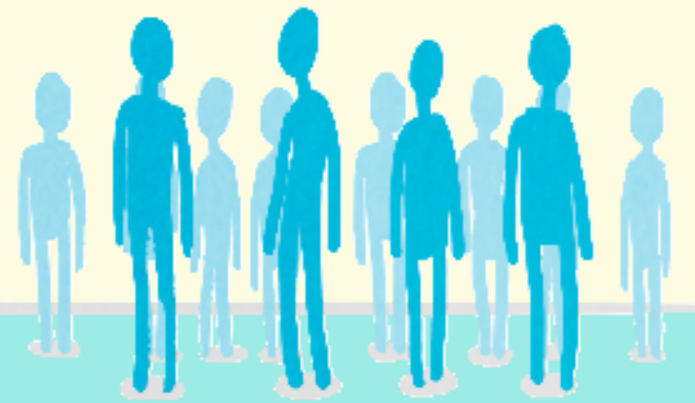
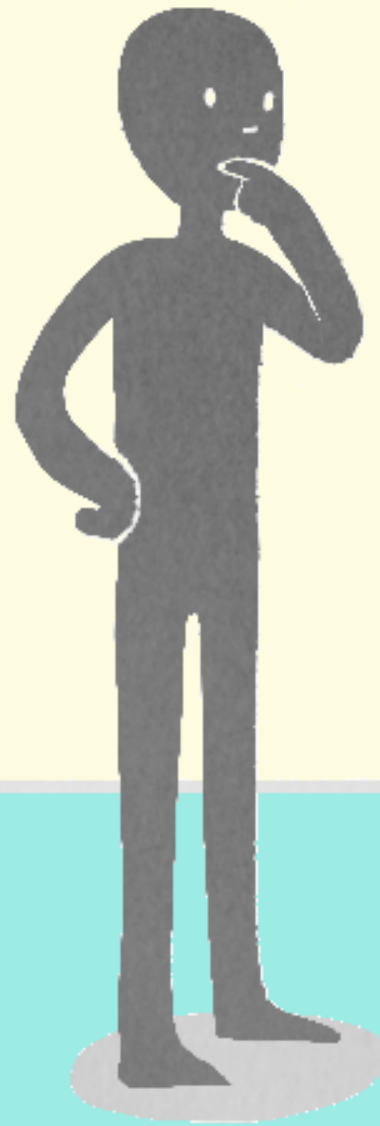
NOW

Increased longevity &
heart health

Getting from Point A to B

FUNCTIONAL

Social





SAVE MONEY



SAVE THE
PLANET



BE A GOOD
CITIZEN



SAVE MONEY



SAVE THE
PLANET



BE A GOOD
CITIZEN



YOUR NEIGHBORS
ARE DOING BETTER

Today is Election Day

What's this? • close



Find your polling place on the U.S. Politics Page and click the "I Voted" button to tell your friends you voted.

I Voted

01155376

People on Facebook Voted



Jaime Settle, Jason Jones, and 18 other friends have voted.



ACTIONS

INTENTIONS

BEHAVIORAL SCIENCE

**Information alone
is not enough
to change behavior**



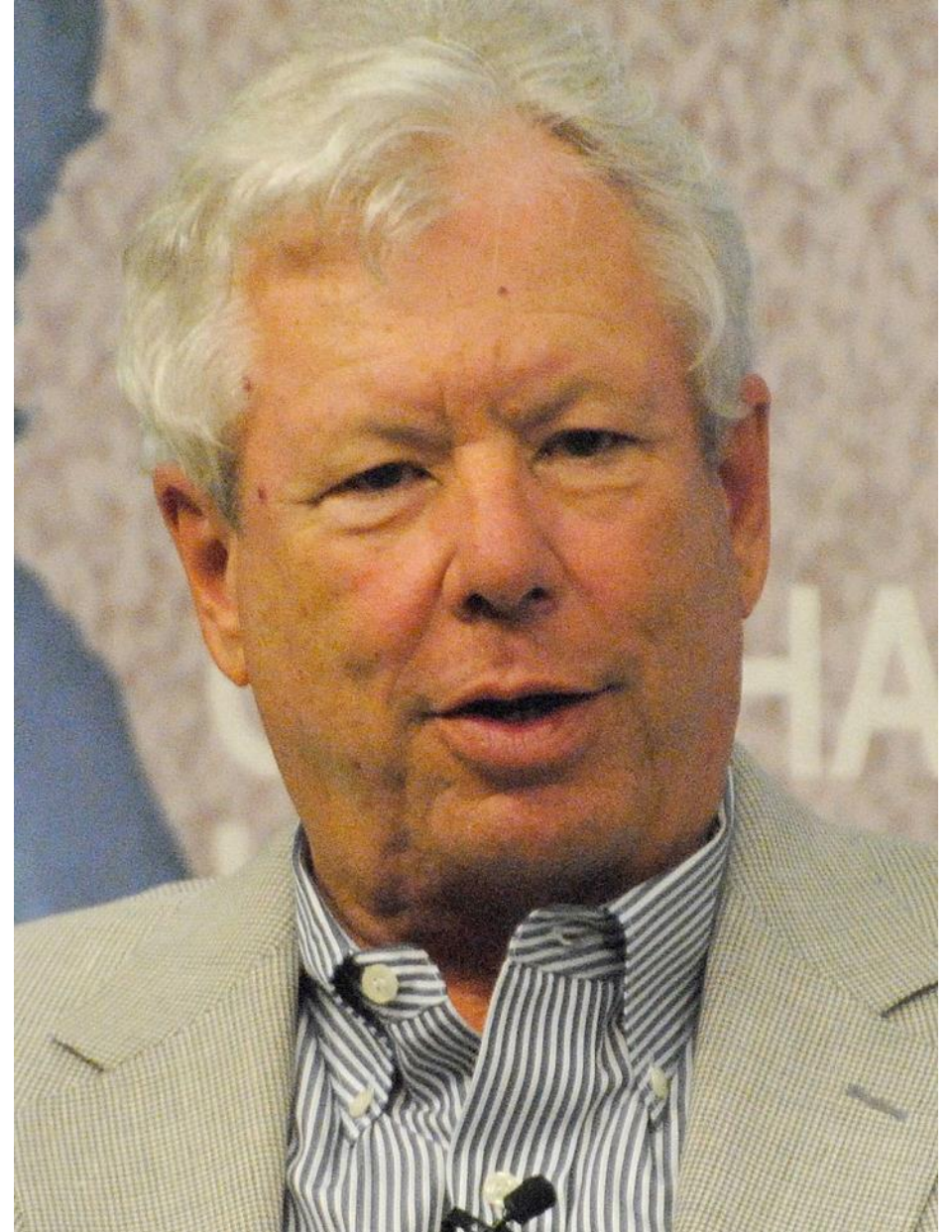
Remember:

We cannot change people –
we must change our tools.

-
1. Make it **EASIER** to do the thing
 2. Give **IMMEDIATE** rewards
 3. Make the invisible more **VISIBLE**

“The Choice Architect has the responsibility for organizing the context in which people make decisions.”

-Thaler





Duke



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COMMON CENTS LAB**



Planning for the Future

Eliot Smith

Attorney, Wilson Forward
Partner, Farris & Thomas Law



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TO DONATE
TODAY

Closing Comments

CAMERON COCHRAN

Executive Director, Wilson Forward





Beyond the Numbers: Demographic Shifts and Innovative Thinking for the Future of Wilson



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