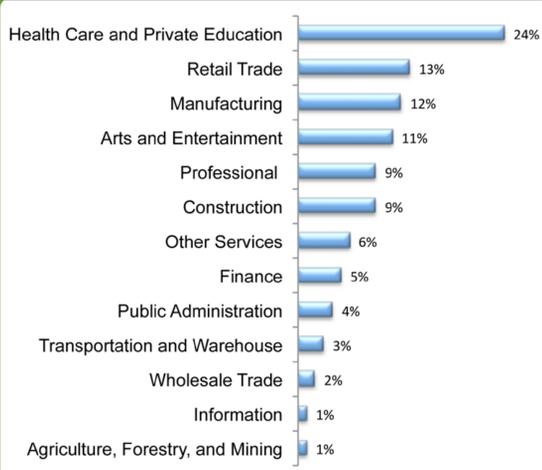


## Existing and Emerging Industries

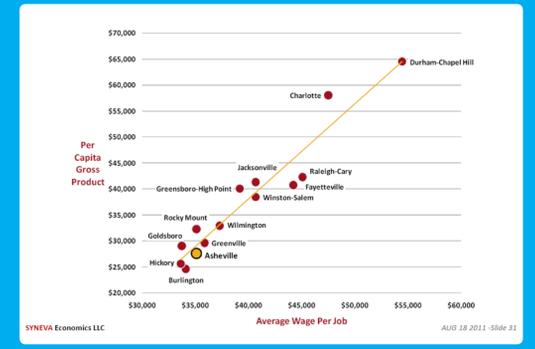
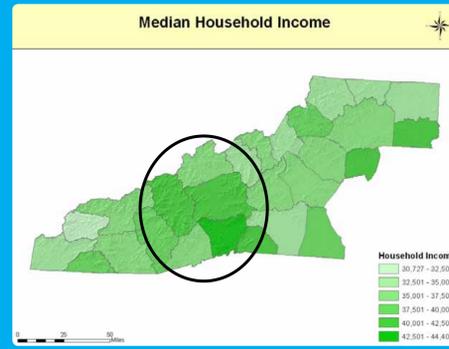


### Existing Employment by Sector

For the five-county region, the sectors that have the most employment are shown at left. Health Care and Private Education lead the categories, but Retail Trade and Manufacturing are also large categories. The Arts and Entertainment category is important to the region not only for jobs, but also for quality of life and supporting the tourism sector of our economy.

## Household Income

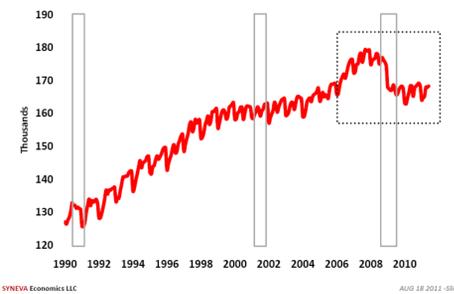
Median Household Income is a metric provided by the U.S. Census Bureau and the U.S. Department of Labor. It is useful for comparing counties, but is not as useful at the community level. The map does show that there is inequality in earnings in our five-county region, but it does not tell the whole story. One of the reasons for the income disparity is that many households in our region receive income from investments or retirement pensions. The graph, provided by the Economic Development Coalition, shows that Asheville is in the lower quartile in North Carolina in two important categories – wages and per capita gross product.



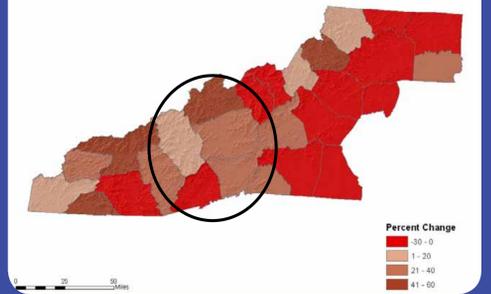
## Emerging Industries

The wheel of opportunity, pictured above, represents the emerging economic development target industries in the GroWNC region outlined in the county-level economic development plans. As Asheville has the greatest concentration of industry and population in the region, the targets outlined in the Asheville 5X5 plan are also included.

## Total Employment: The Last 20 Years



## Change in Total Employment, 1990 to 2010 (%)



## Employment History

The graph, again from the EDC, shows the total employment for the Asheville Metro Region (comprised of the four northern counties). The graph shows that we have lost some of the jobs we had five years ago, but are currently adding jobs at about the same rate we did in the 1999-2005 time frame.

The map, from the Mountain Resources Commission *Western North Carolina Vitality Index*, shows that this employment history is not equal across all five counties. Over the past 20 years, Madison County had the greatest growth percentage, while Transylvania County lost jobs. However, percentages do not tell the whole story. Over half the jobs in the region are located in Buncombe County, so a small increase in the percentage in Buncombe County means more total jobs than a large increase in percentage in Madison County.

## Educational Attainment

Educational attainment has been linked to earning power, quality jobs, and the ability to attract new companies to a region. The graph shows that our five-county region ranks well compared to other mountain counties, and is similar to other parts of North Carolina.

