



# The Chamber

For a Greater Chapel Hill-Carrboro

## 18th Annual State of the Community Report May 7, 2025 Presentation Slides

### Data Partners



### 2025 Community Champions



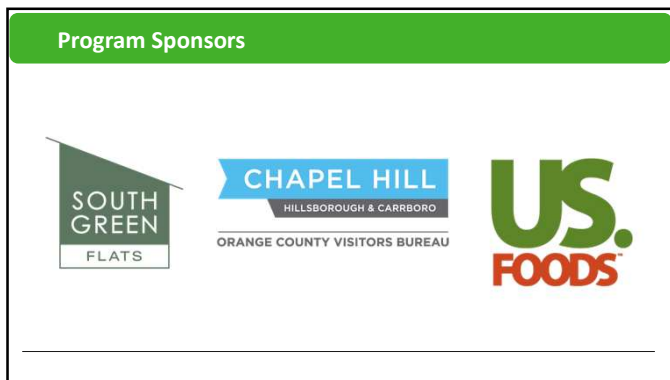
THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL



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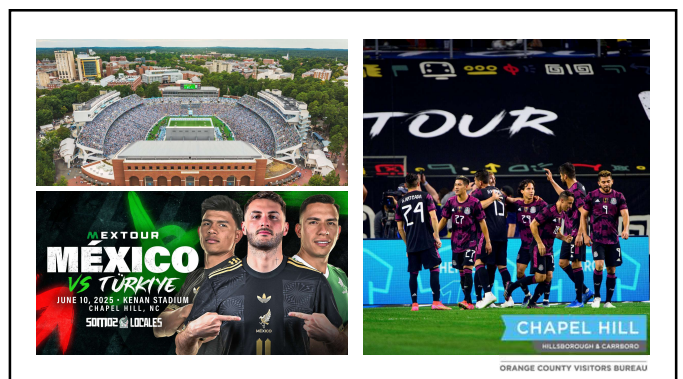
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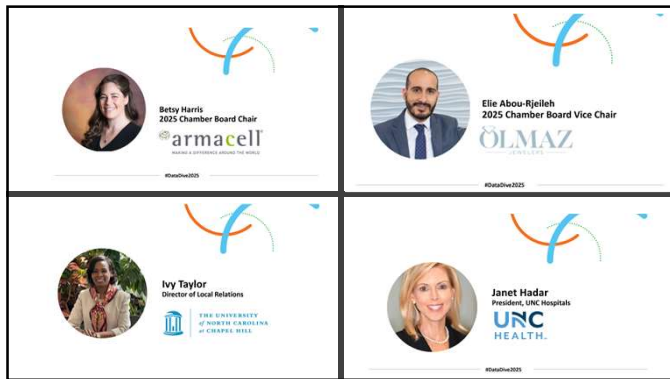
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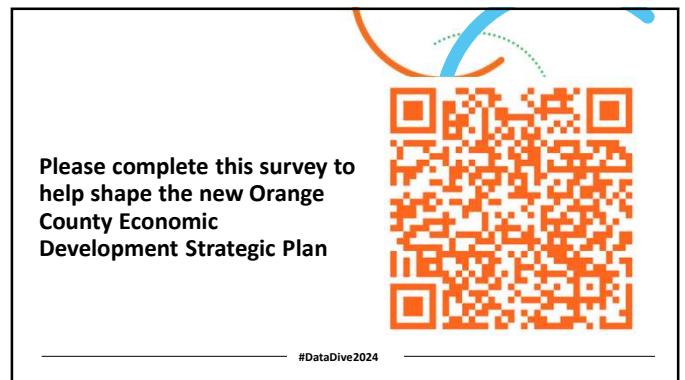
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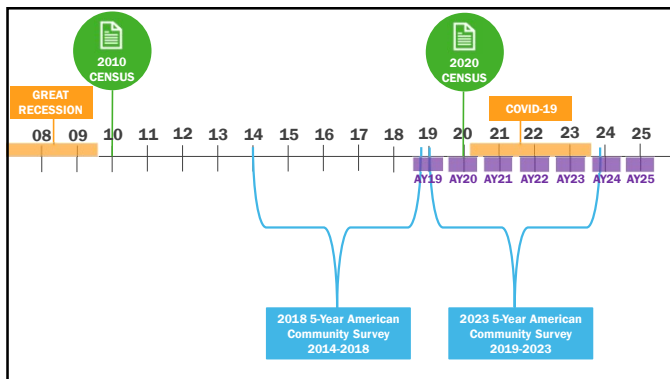
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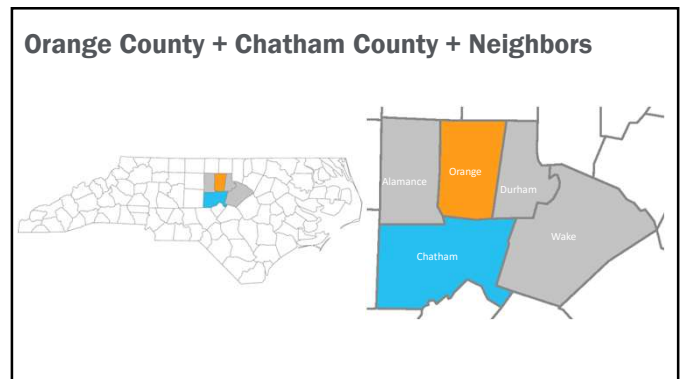
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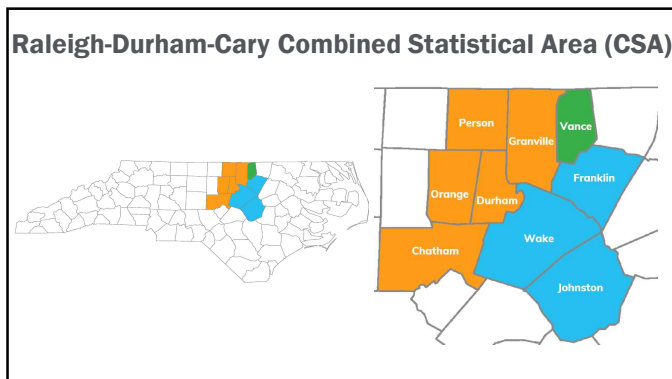
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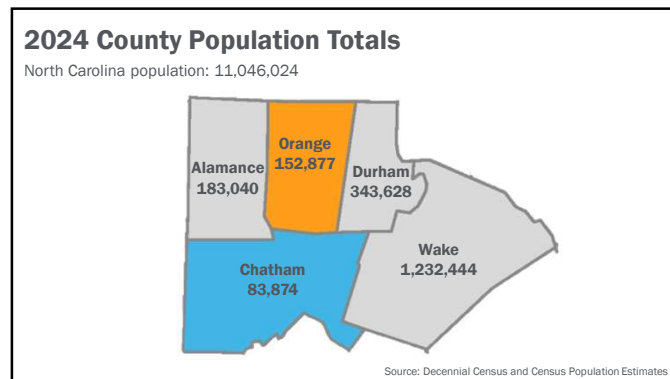
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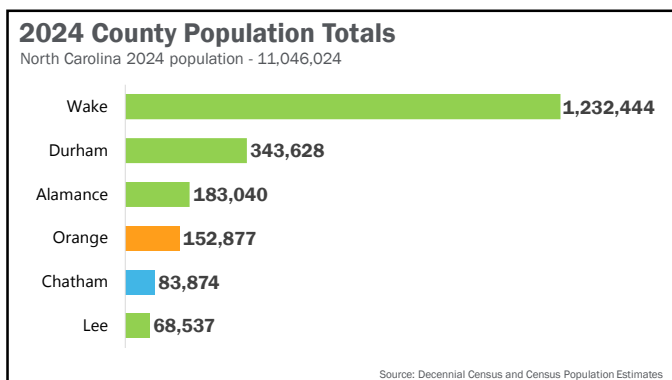
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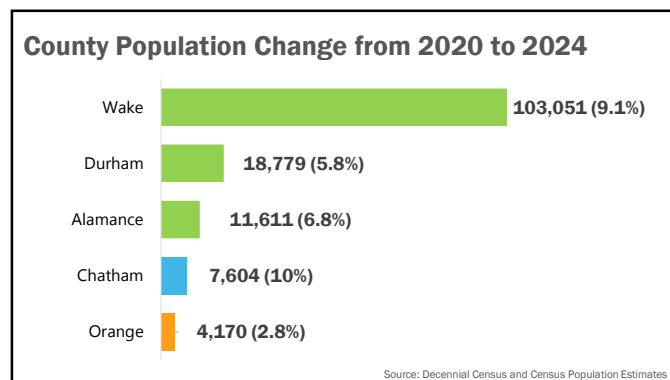
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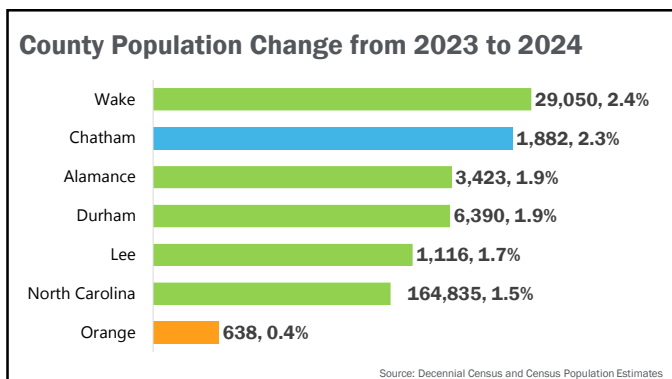
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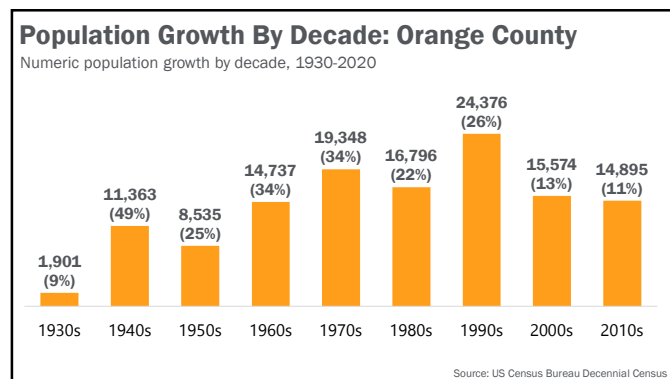
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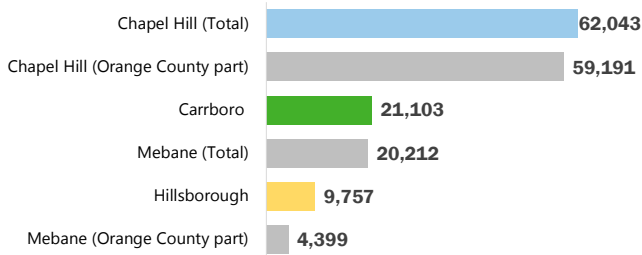
17



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## Local Municipal Populations, 2023

Population of local municipalities, 2023

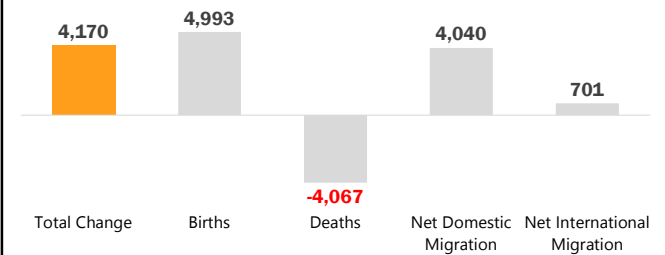


Source: Decennial Census and Census Population Estimates

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## Orange County Components of Population Change

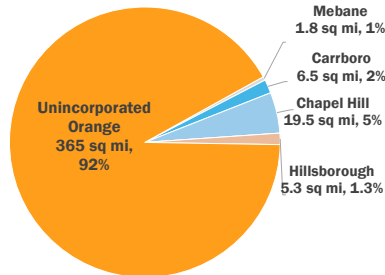
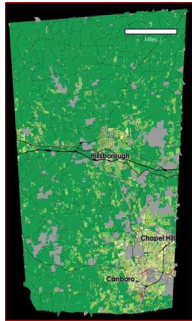
Components of Orange County's population change, from 2020 to 2024



Source: US Census Bureau Population Estimates

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## Orange County Land and Municipal Boundaries

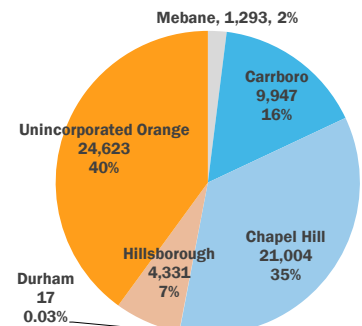


Source: American Community Survey (2019-2023 5-Year Estimates)

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## Orange County Housing Unit Breakdown

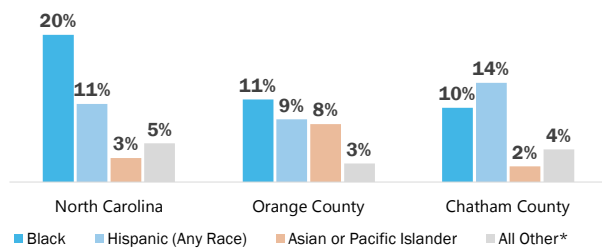
61,213 total housing units



Source: American Community Survey (2019-2023 5-Year Estimates)

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## State & County Minority Makeup

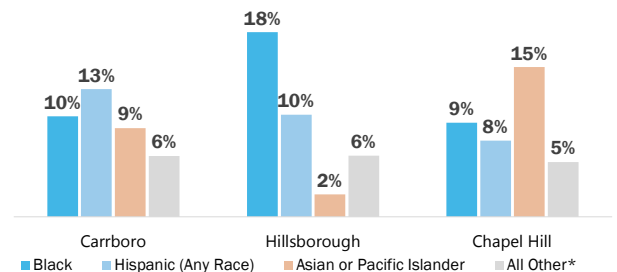


Note: "All Other" includes American Indian, other races, and multiracial. The Census changed their way of measuring race/ethnicity in the 2020 Census.

Source: US Census Bureau 2020 Decennial Census

23

## Municipal Minority Makeup

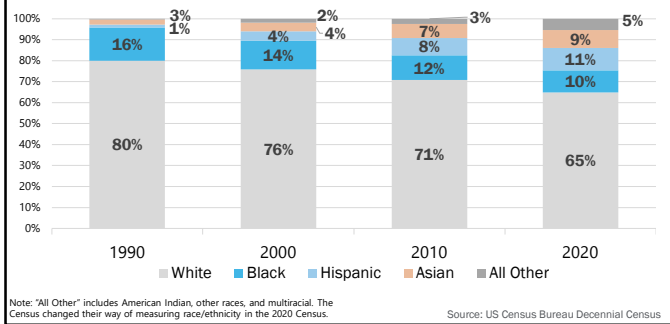


Note: "All Other" includes American Indian, other races, and multiracial. The Census changed their way of measuring race/ethnicity in the 2020 Census.

Source: US Census Bureau 2020 Decennial Census

24

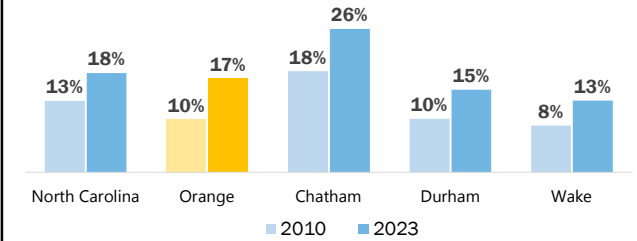
### Orange County Population by Race/Ethnicity



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### Share of Residents 65 Years and Older

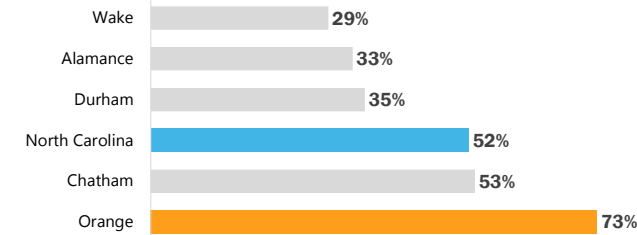
Population proportion 65+, April 1, 2010 vs. April 1, 2023



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### Increases in 65+ Population Drove NC, County Growth

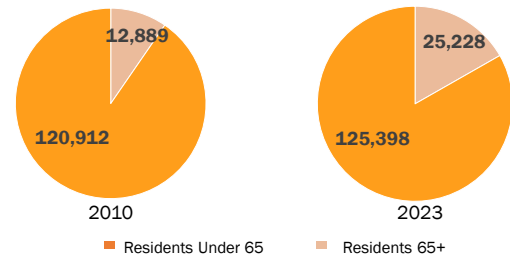
Share of 2010-2023 population growth due to 65+ growth



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### Population by Age Bands, April 1, 2010 vs. July 1, 2023

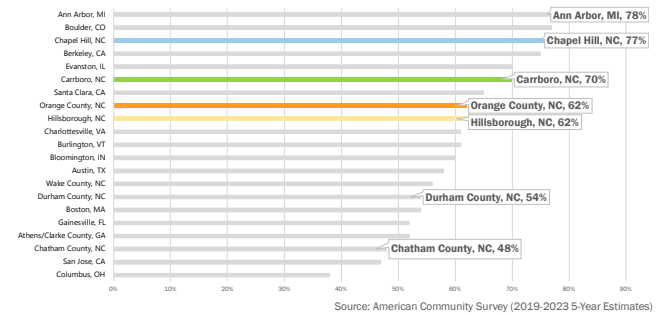
Orange County has 12,339 more seniors in 2023 (July 1) than 2010 (April 1), now 17% of the county population



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### Educational Attainment – Bachelors Degree

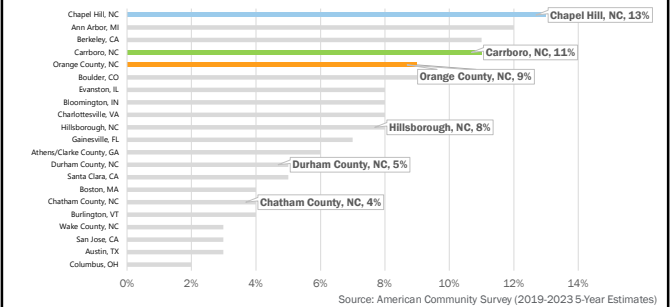
Percent of residents 25+ with a bachelor's degree or higher, 2023



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### Educational Attainment – Doctorate Degree

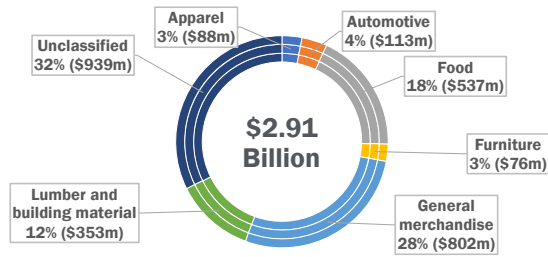
Percent of residents 25+ with a doctorate degree, 2023



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## Taxable Sales and Purchases: Orange County

Orange County taxable sales and purchases by major business category, FY2024

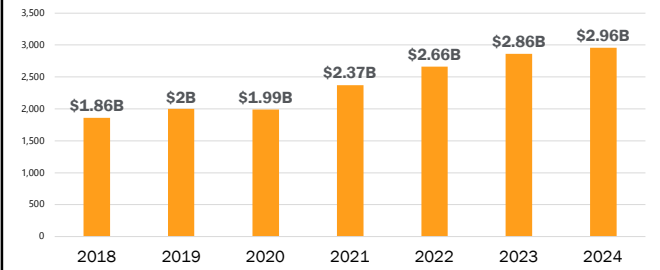


Source: NC Department of Revenue

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## Orange County Annual Retail Sales

Annual retail sales in Orange County, calendar years 2018 to 2024

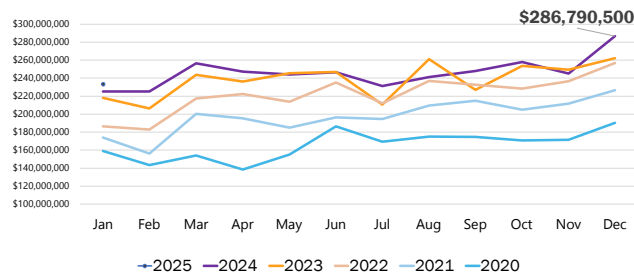


Source: NC Department of Revenue

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## Orange County Monthly Retail Sales

Taxable retail sales by month, 2020 through 2024

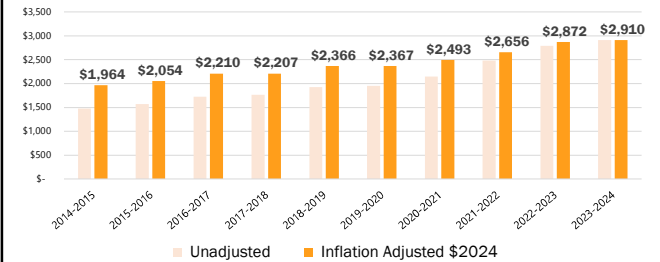


Source: NC Department of Revenue

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## Taxable Retail Sales – Orange County

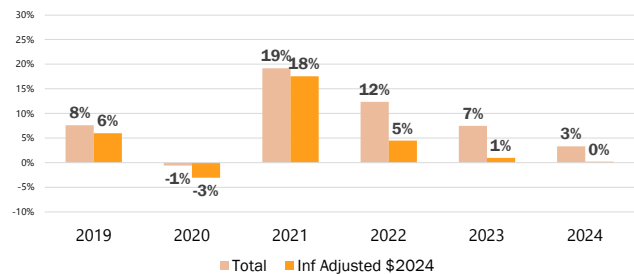
Unadjusted and Inflation Adjusted (\$2024) Orange County taxable sales (in millions) for FY2015 to FY2024



Source: NC Department of Revenue

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## Orange County Annual Percentage Growth In Retail Sales

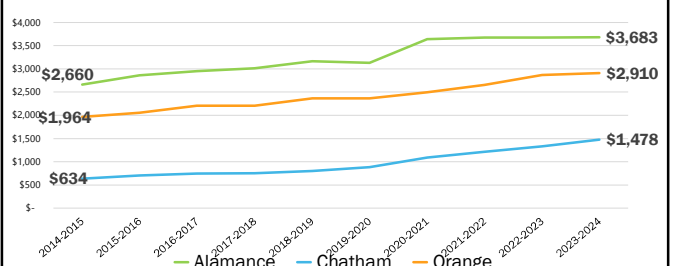


Source: NC Department of Revenue

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## Taxable Sales (in millions)

FY2015 to FY2024 (inflation adjusted \$2024)

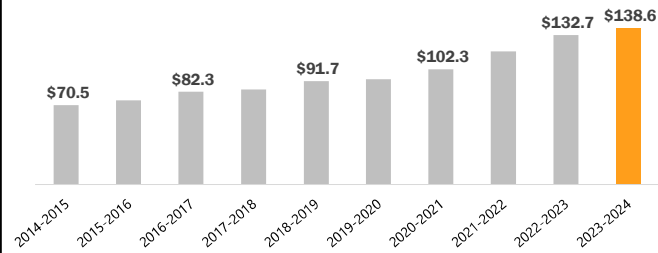


Source: NC Department of Revenue

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### Sales Tax Collections: Orange County

Orange County sales tax collections (in millions), FY2015 to FY2024

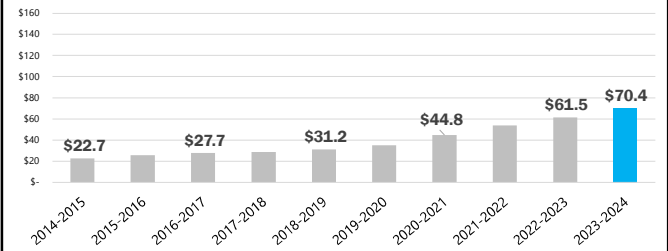


Source: NC Department of Revenue

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### Sales Tax Collections: Chatham County

Chatham County sales tax collections (in millions), FY2015 to FY2023

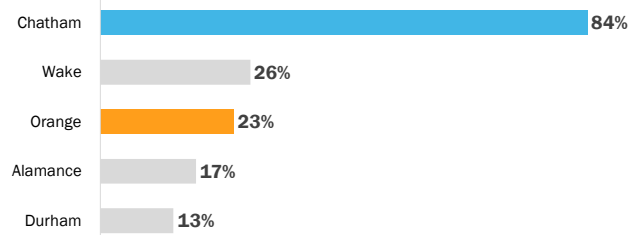


Source: NC Department of Revenue

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### Taxable Sales Growth Over 5-Years (Inflation Adjusted)

Taxable Sales Growth FY2019 to FY2024 (inflation adjusted \$2024)

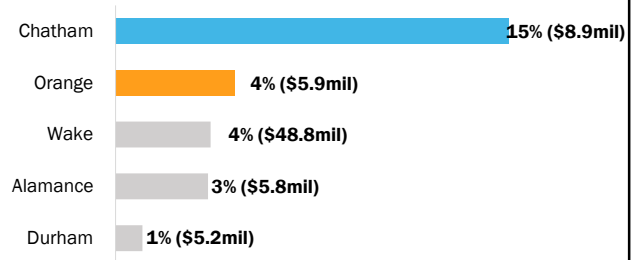


Source: NC Department of Revenue

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### Sales and Use Tax Collections Change FY2023 to FY2024

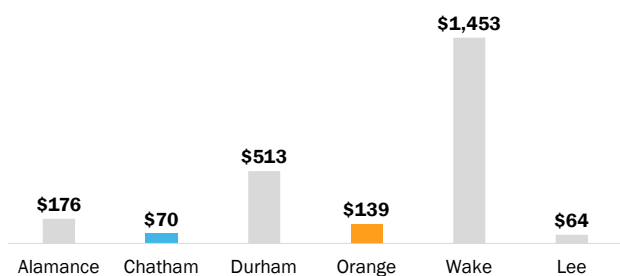
Percent and dollar increase in gross Sales and Use Tax collections, from FY2023 to FY2024



Source: NC Department of Revenue

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### Gross Sales Tax Collection FY2024 (in millions)

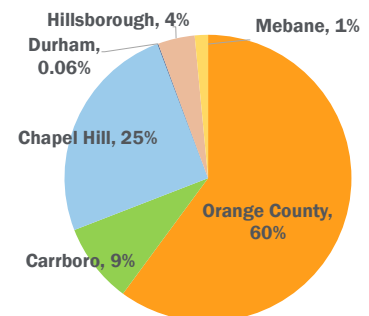


Source: NC Department of Revenue

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### Orange County Local Sales and Use Tax Distribution (\$80,209,748)

How Orange County's Local Sales and Use Tax is distributed to the county & among its municipalities, FY2024



\*Local Sales and Use Tax\* includes Articles 39, 40, 42, 43, 44, 45 and 46 sales taxes.

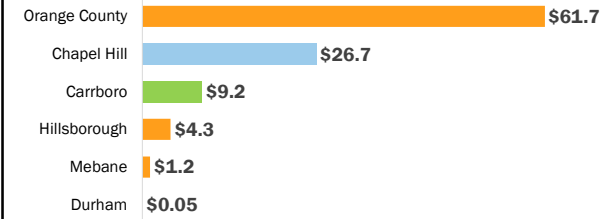
Source: NC Department of Revenue

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### Orange County All Sales and Tax Distribution (millions)

Orange County "All Sales Tax" distribution to county and its municipalities, FY2024



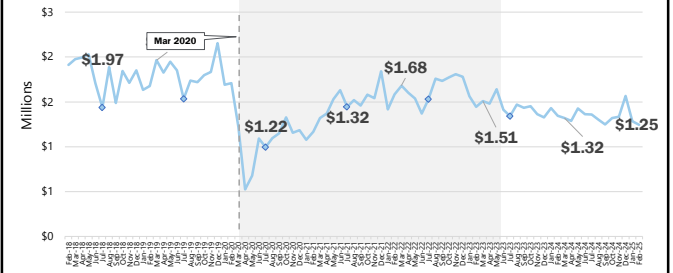
\*Local Sales and Use Tax\* includes Articles 39, 40, 42, 43, 44, 45 and 46 sales taxes.  
 \*All Sales Tax\* includes Local Sales and Use tax plus sales tax on tire disposal, white good disposal, electricity, piped natural gas, telecommunications, beer and wine excise, video programming, and solid waste disposal

Source: NC Department of Revenue

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### Chamber's Small Business Credit Card Transaction Value (millions)

Cohort of 45 local businesses' combined monthly credit card transaction values, Feb 2018 - Feb 2025

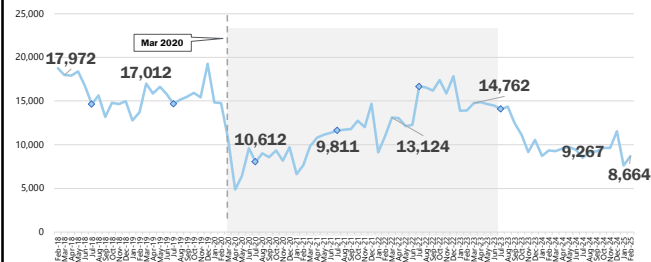


Source: The Chamber's 40-Business Index

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### Chamber's Small Business Monthly Credit Card Transactions

Cohort of 45 local businesses' number of monthly credit card transactions, Feb 2018 - Feb 2025

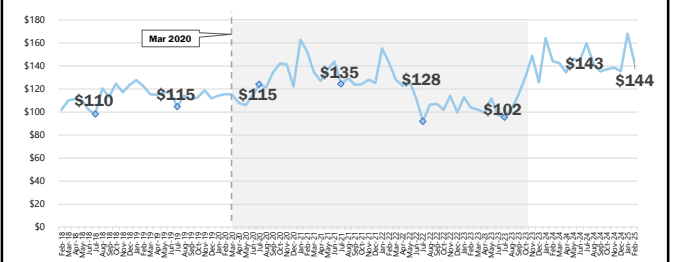


Source: The Chamber's 40-Business Index

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### Chamber's Small Business Credit Card Average Transaction Value

Cohort of 45 local businesses' average credit card transaction values, Feb 2018 - Feb 2025

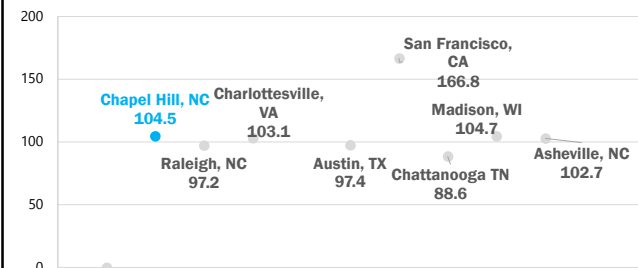


Source: The Chamber's 40-Business Index

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### Annual Cost of Living: Composite Index

For Quarter 3, 2024. 100 = national average

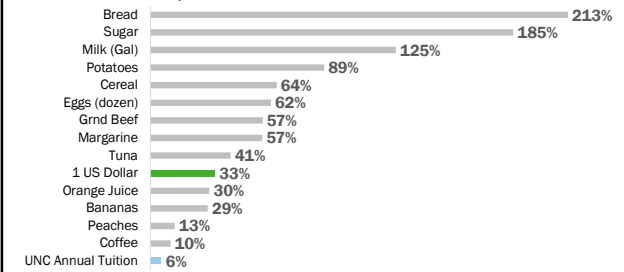


Source: C2ER (Council for Community and Economic Research)

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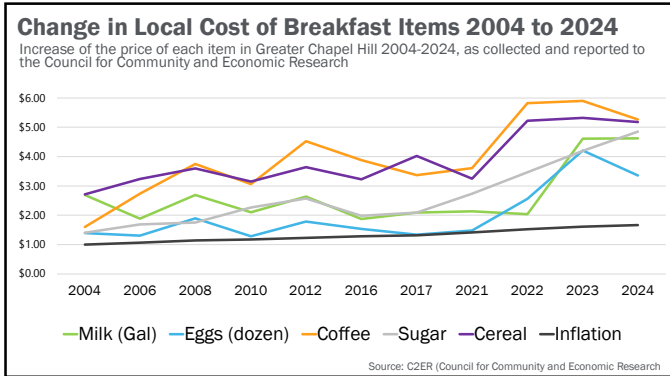
### Cost of Goods Increase in Greater Chapel Hill, 2015 to 2024

Increase of the price of each item in Greater Chapel Hill 2015 to 2024, as collected and reported to the Council for Community and Economic Research

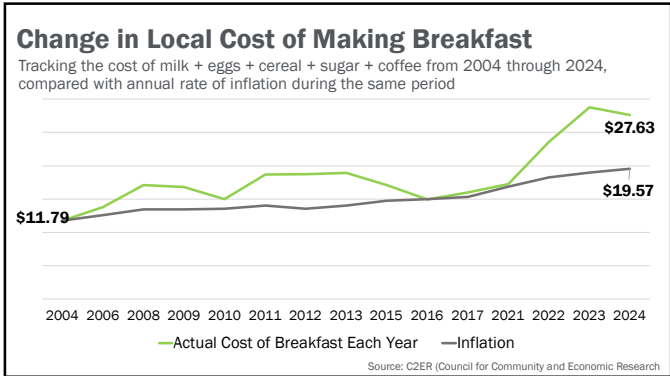


Source: C2ER (Council for Community and Economic Research)

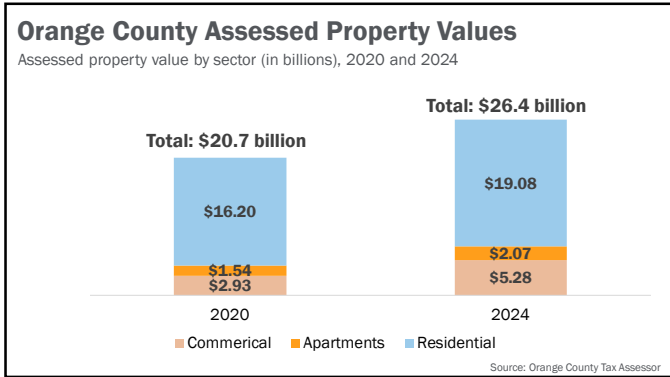
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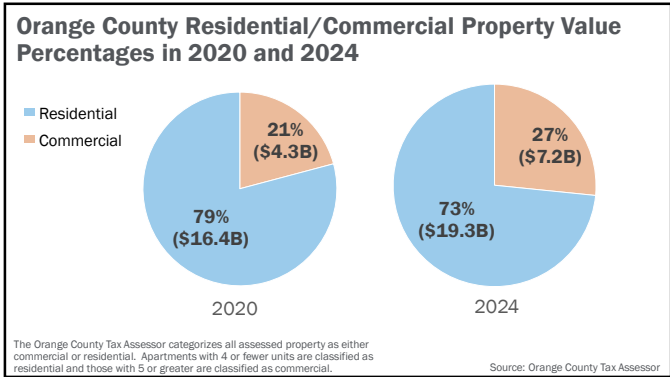
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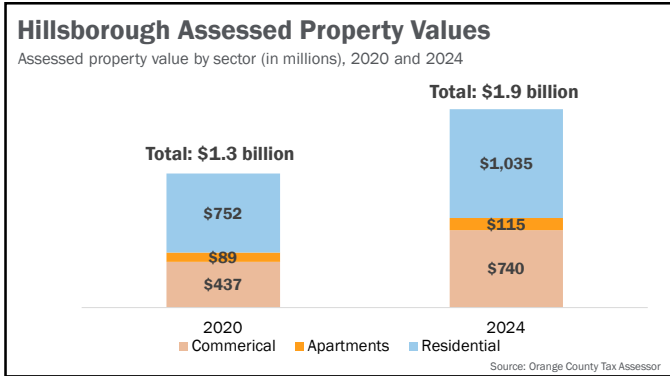
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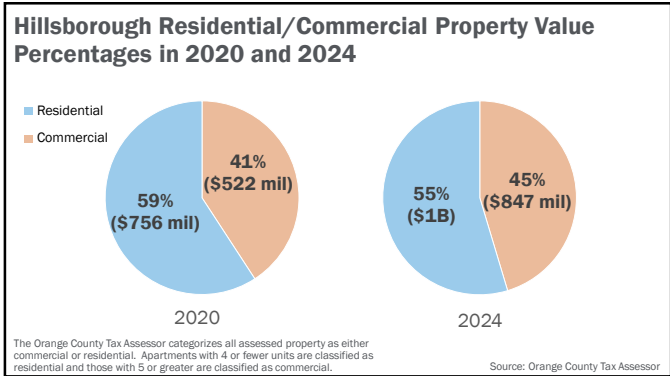
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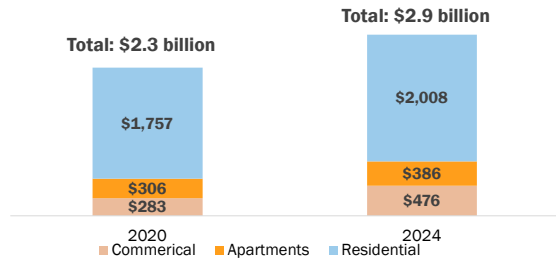
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### Carrboro Assessed Property Values

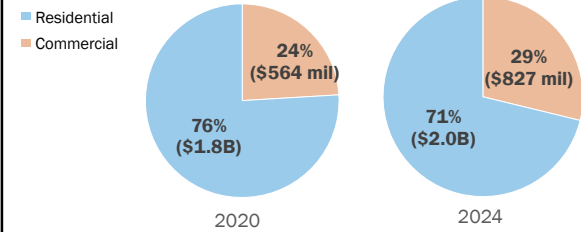
Assessed property value by sector (in millions), 2020 and 2024



Source: Orange County Tax Assessor

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### Carrboro Residential/Commercial Property Value Percentages in 2020 and 2024



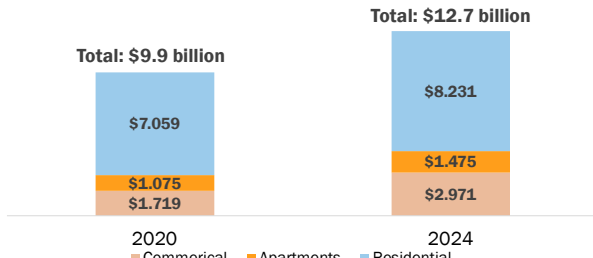
The Orange County Tax Assessor categorizes all assessed property as either commercial or residential. Apartments with 4 or fewer units are classified as residential and those with 5 or greater are classified as commercial.

Source: Orange County Tax Assessor

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### Chapel Hill Assessed Property Values

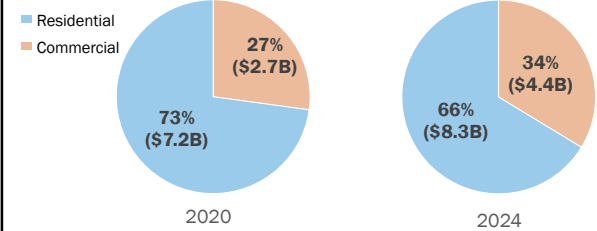
Assessed property value by sector (in billions), 2020 and 2024



Source: Orange County Tax Assessor

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### Chapel Hill Residential/Commercial Property Value Percentages in 2020 and 2024



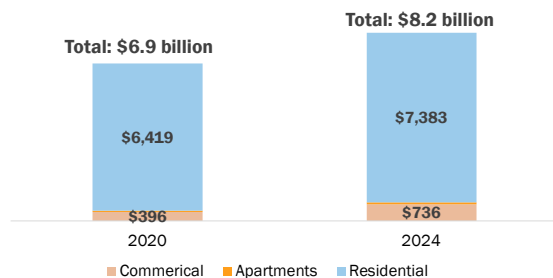
The Orange County Tax Assessor categorizes all assessed property as either commercial or residential. Apartments with 4 or fewer units are classified as residential and those with 5 or greater are classified as commercial.

Source: Orange County Tax Assessor

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### Unincorporated Orange County Assessed Property Values

Assessed property value by sector (in millions), 2020 and 2024

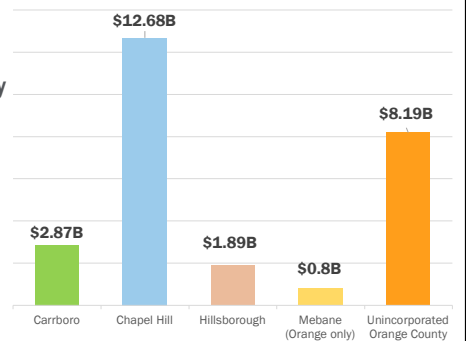


Source: Orange County Tax Assessor

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### 2024 Assessed Value of Orange County by Geography (in billions)

Total: \$26.4Billion

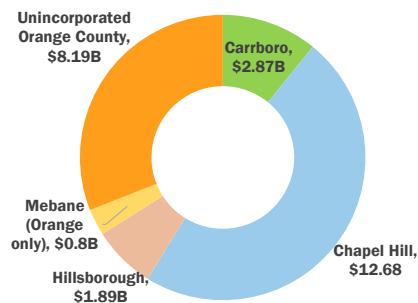


Source: Orange County Tax Assessor

60

### 2024 Assessed Value of Orange County by Geography (in billions)

Total: \$26.4Billion

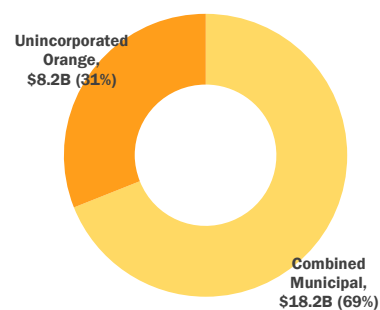


Source: Orange County Tax Assessor

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### 2024 Assessed Value of Orange County by Geography (in billions)

Total: \$26.4Billion



Source: Orange County Tax Assessor

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### Total Reported Resident Income (AGI) by County

Total reported Adjusted Gross Income (AGI) for all residents of the county 2022

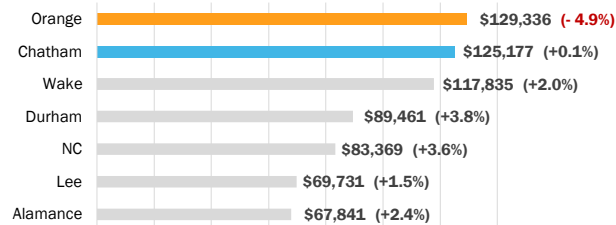


Source: IRS

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### Adjusted Gross Income and Change from Previous Year

2022 Adjusted Gross Income (AGI), with percent change from 2021

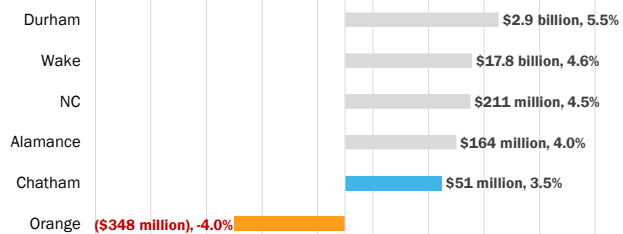


Source: IRS

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### Changes in County Total Resident Income (AGI)

Percent and dollar change in reported Adjusted Gross Income (AGI) from 2021 to 2022

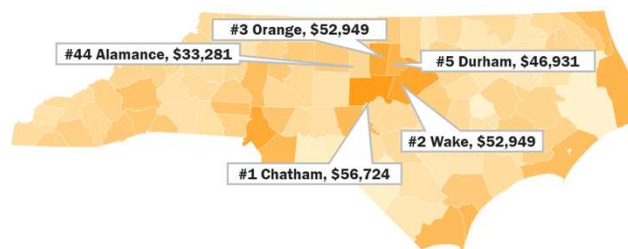


Source: IRS

65

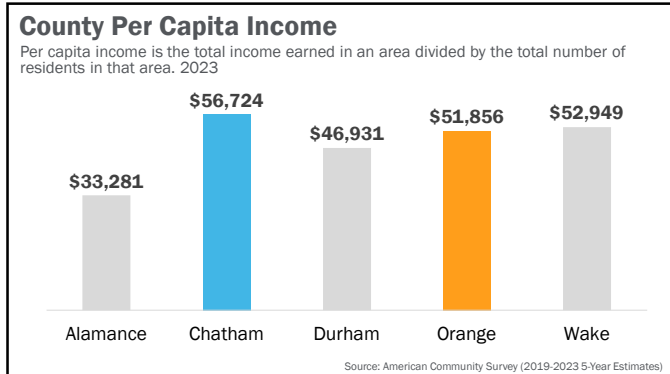
### Per Capita Income | Orange = \$51,856 (3<sup>rd</sup> in NC)

Per capita income is the total income earned in an area divided by the total number of residents in that area

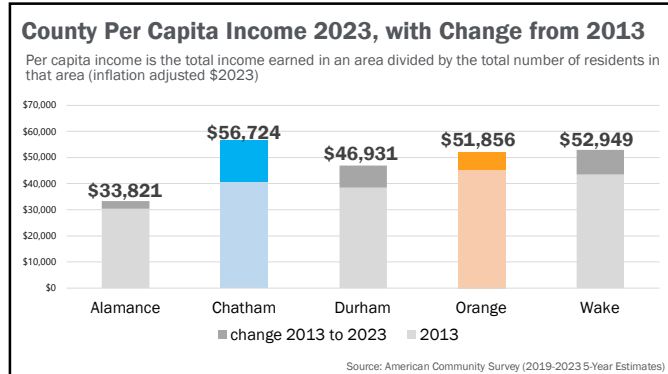


Source: American Community Survey (2019-2023 5-Year Estimates)

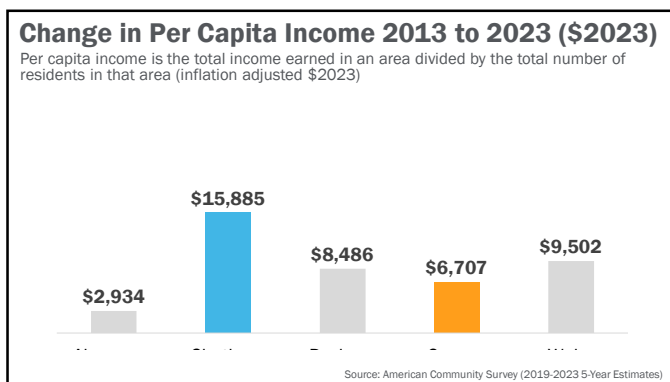
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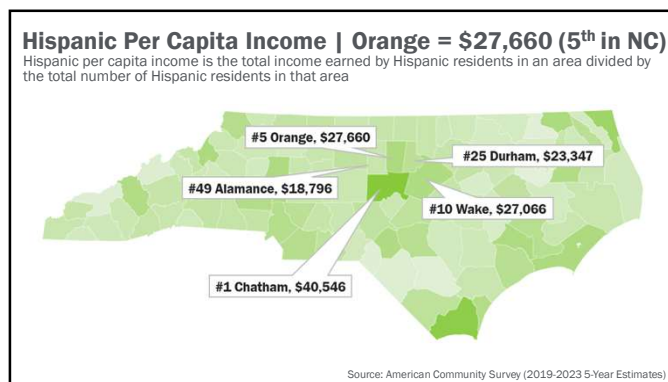
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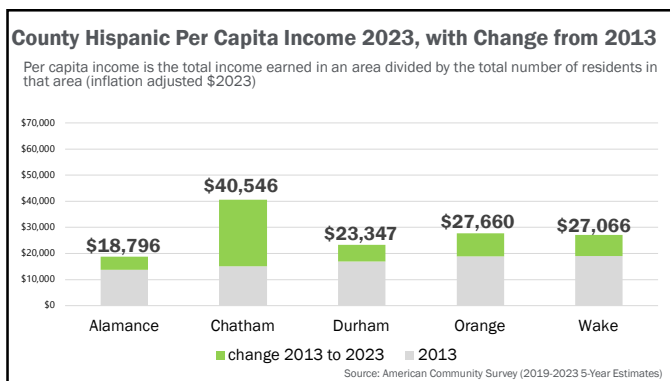
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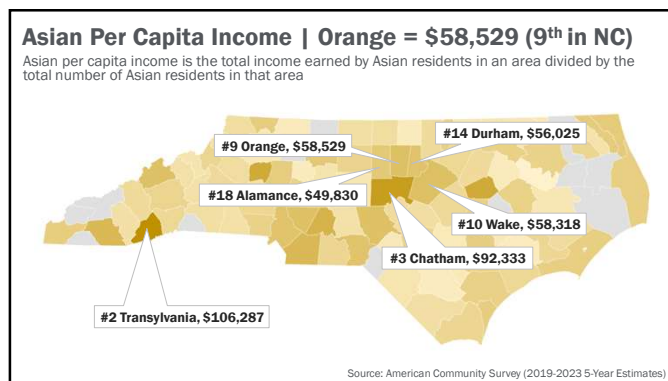
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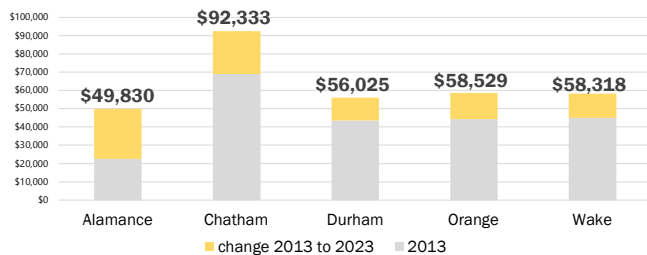
71



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### County Asian Per Capita Income 2023, with Change from 2013

Per capita income is the total income earned in an area divided by the total number of residents in that area (inflation adjusted \$2023)

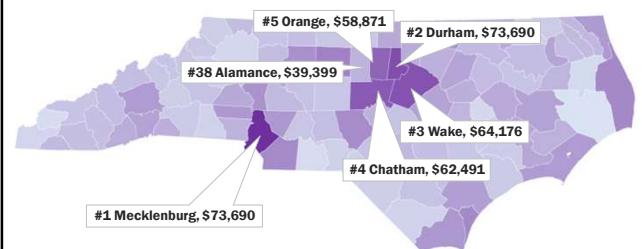


Source: American Community Survey (2019-2023 5-Year Estimates)

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### White (Non-Hispanic) Per Capita Income | Orange=\$59,871 (5<sup>th</sup> in NC)

White per capita income is the total income earned by White residents in an area divided by the total number of White residents in that area

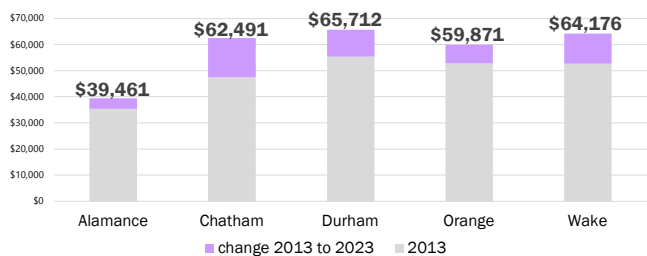


Source: American Community Survey (2018-2022 5-Year Estimates)

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### County White (non-Hispanic) Per Capita Income 2023, with Change from 2013

Per capita income is the total income earned in an area divided by the total number of residents in that area (inflation adjusted \$2023)

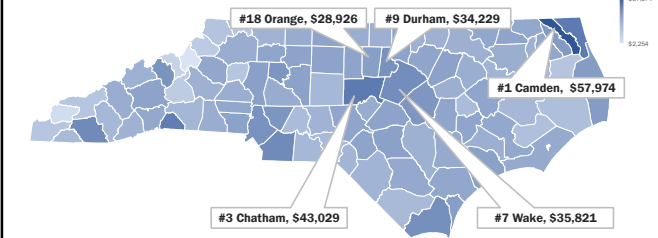


Source: American Community Survey (2019-2023 5-Year Estimates)

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### Black Per Capita Income | Orange = \$28,926 (18<sup>th</sup> in NC)

Black per capita income is the total income earned by Black residents in an area divided by the total number of Black residents in that area

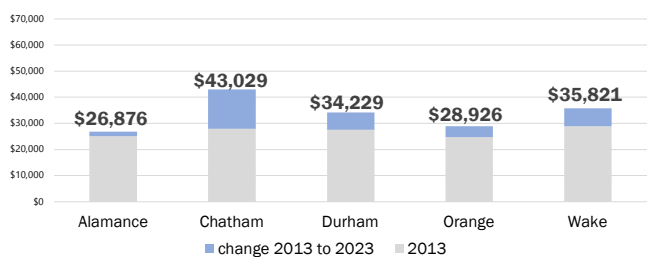


Source: American Community Survey (2019-2023 5-Year Estimates)

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### County Black Per Capita Income 2023, with Change from 2013

Per capita income is the total income earned in an area divided by the total number of residents in that area (inflation adjusted \$2023)

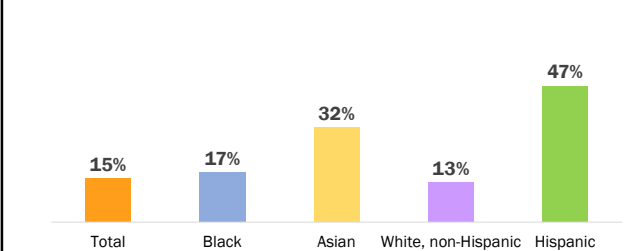


Source: American Community Survey (2019-2023 5-Year Estimates)

77

### Change in Orange Per Capita Income 2013 to 2023 (\$2023)

Per capita income is the total income earned in an area divided by the total number of residents in that area (inflation adjusted \$2023)

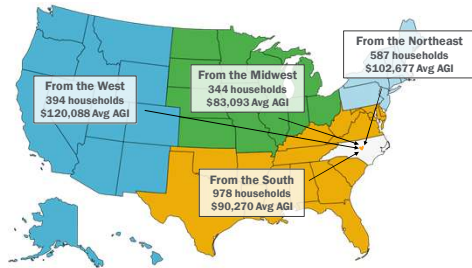


Source: American Community Survey (2019-2023 5-Year Estimates)

78

### Domestic Migration into Orange County

Household migration by region and average adjusted gross income (AGI), 2021 to 2022

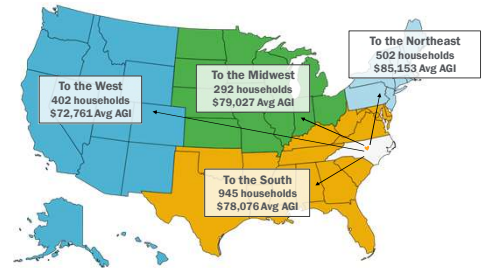


Source: IRS

79

### Domestic Migration out of Orange County

Household migration by region and average adjusted gross income (AGI), 2021 to 2022

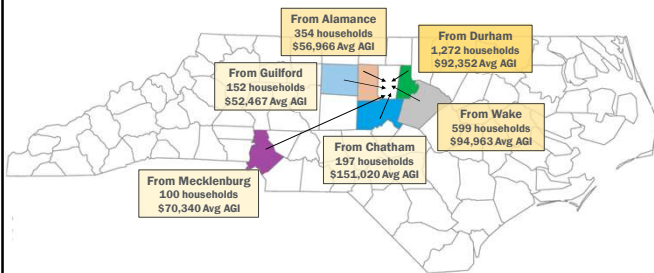


Source: IRS

80

### Migration into Orange County

Household migration by county and average adjusted gross income (AGI), 2021 to 2022

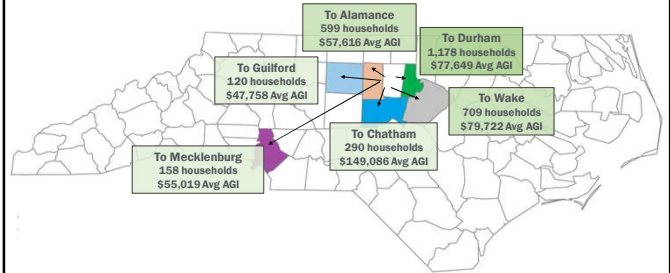


Source: IRS

81

### Migration out of Orange County

Household migration by county and average adjusted gross income (AGI), 2021 to 2022



Source: IRS

82

### Wealth Migration: Orange County, 2022

Total combined annual Adjusted Gross Income (AGI) migration between 2021 to 2022

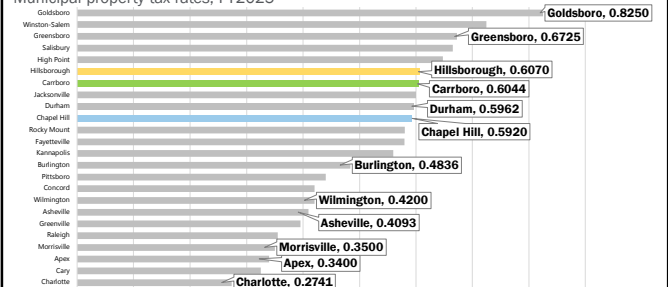
	Moving In Annual AGI	Moving Out Annual AGI	Net Annual Income Migration
Within North Carolina	\$289 million	\$298 million	(\$9 million)
Outside of North Carolina	\$320 million	\$425 million	(\$105 million)
<b>TOTAL</b>	<b>\$609 million</b>	<b>\$723 million</b>	<b>(\$114 million)</b>

Source: IRS

83

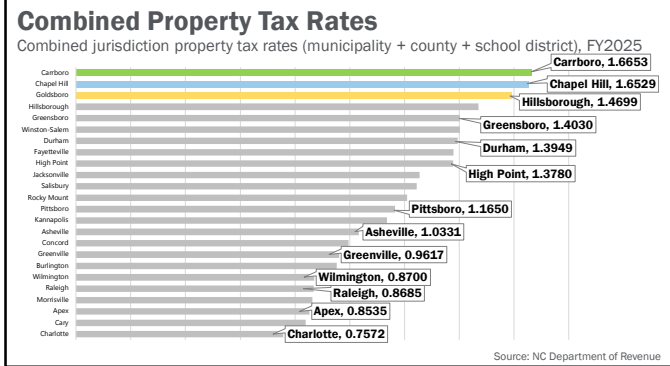
### Municipal Property Tax Rates

Municipal property tax rates, FY2025

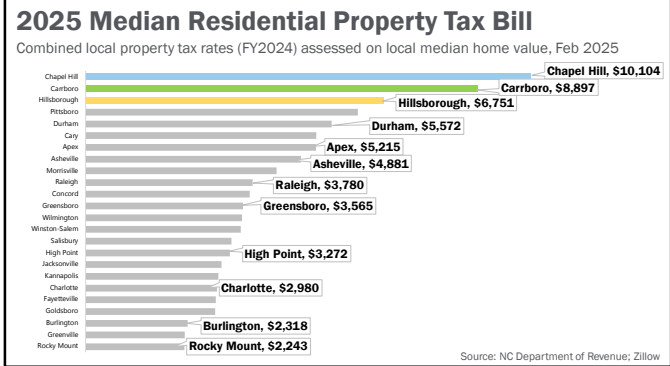


Source: NC Department of Revenue

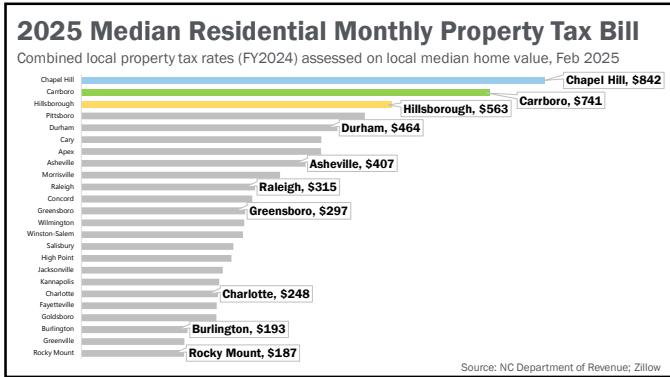
84



85



86



87

**Tom Wiltberger**  
Principal, Broker, REALTOR

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TERRA NOVA  
POWERED BY COMPASS

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**SOUTH GREEN FLATS**

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**TERRA NOVA**  
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**LEGACY**  
Real Property Group

[www.SouthGreenFlats.com](http://www.SouthGreenFlats.com)

TERRA NOVA | COMPASS

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- o Carrboro's newest condos since 2009!
- o Local development team
- o 57 residential + 6 commercial condos

- o 1 & 2 bedroom plans with terraces
- o 600 to 1350 sq.ft.
- o Elevators, parking
- o Clubroom, fitness room, garden, dog park

Prices from low \$300s to \$600s

Follow & Like Us on Socials:  
@southgreenflats  
South Green Flats

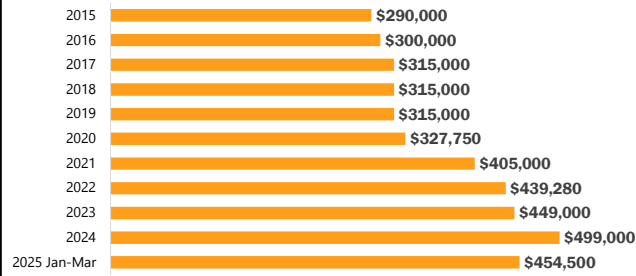
TERRA NOVA | COMPASS

90



### Home Sale Prices – Orange County

Orange County median home sales price, 2015 to March 2025

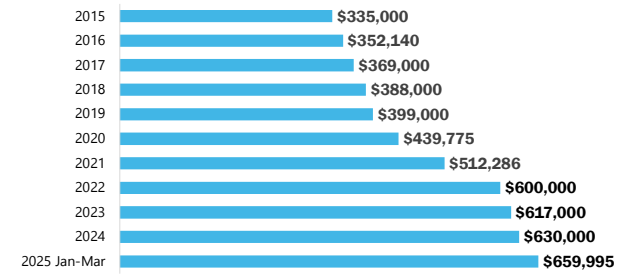


Source: Triangle MLS/Allen Tate Realtors

91

### Home Sale Prices – Chatham County

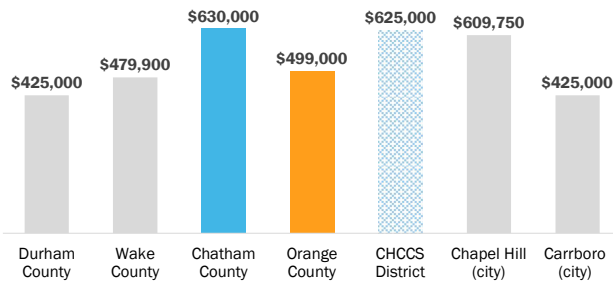
Chatham County median home sales price, 2015 to March 2025



Source: Triangle MLS/Allen Tate Realtors

92

### 2014 Median Residential Closing Price

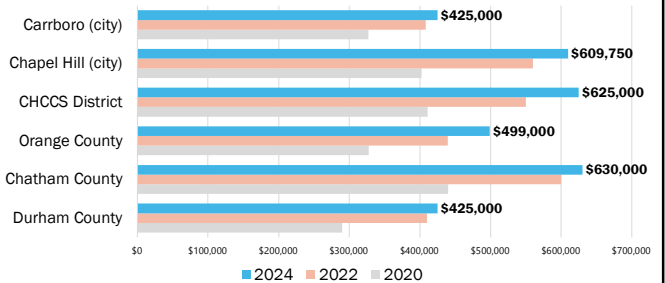


Source: Triangle MLS/Allen Tate Realtors

93

### Home Sale Prices Over Time

Median residential closing price (2020 vs 2022 vs 2024)

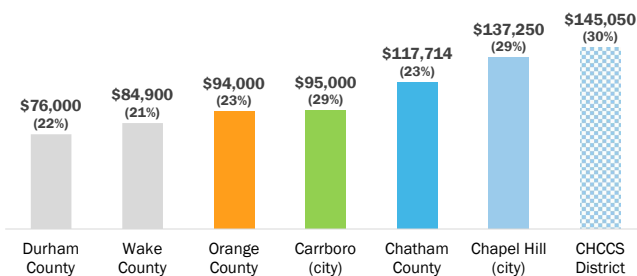


Source: Triangle MLS/Allen Tate Realtors

94

### Home Price Increase from 2021 to 2024

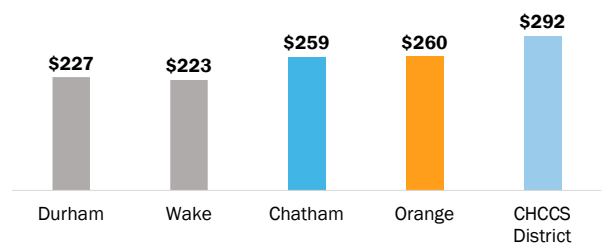
Change in median home sale price and percent change



Source: Triangle MLS/Allen Tate Realtors

95

### Residential Sales Price Per Square, Q1 2025

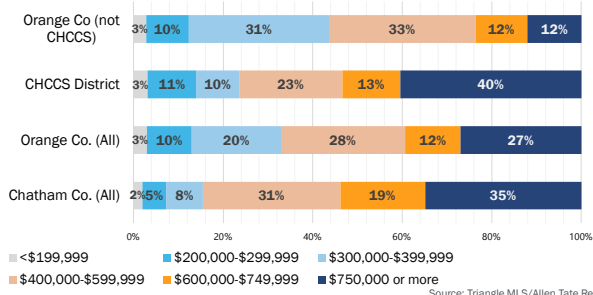


Source: Triangle MLS/Allen Tate Realtors

96

### 2024 Home Sales by Price Band

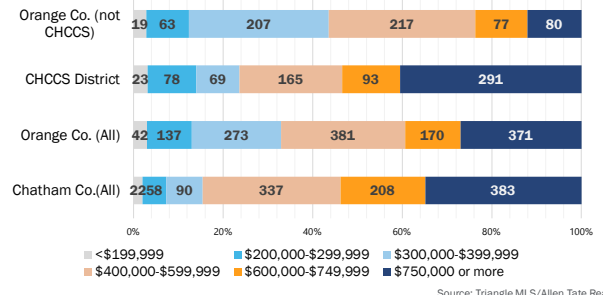
Share of 1,374 Orange and 1,098 Chatham home transactions by closing price



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### 2024 Home Sales by Price Band

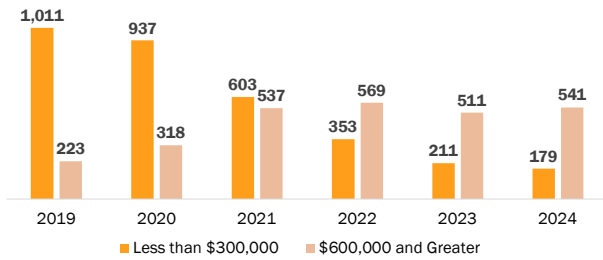
Share of 1,374 Orange and 1,098 Chatham home transactions by closing price



98

### Orange County Median Home Price Shift

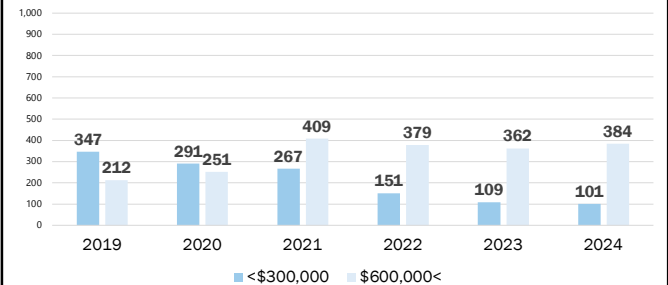
Number of home transactions by closing price range 2019 to 2024



99

### CHCCS District Median Home Price Shift 2019-2024

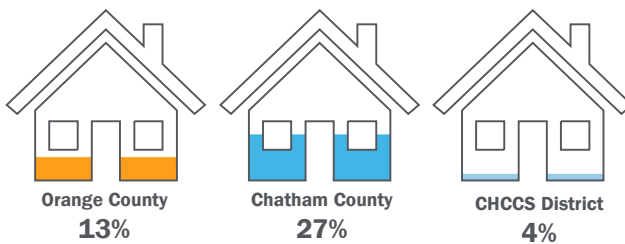
Number of home transactions by closing price range



100

### 2024 New Home Sales as a Share of Total Homes Sold

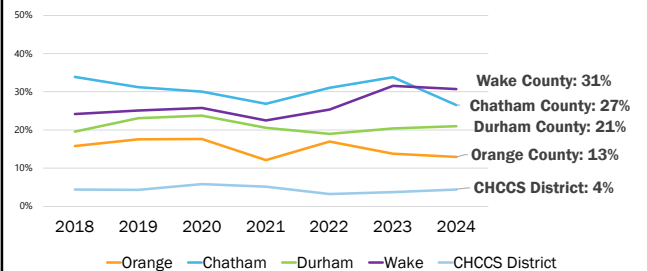
New housing units as percent of total sales, 2024



101

### New Construction as a Percent of Total Sales

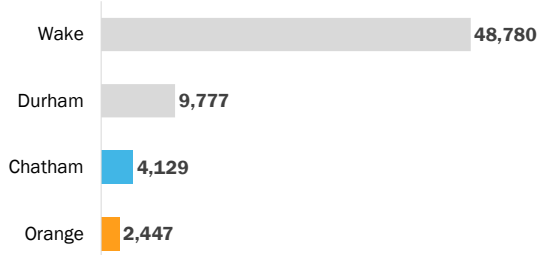
2018 to 2024



102

### Total New Construction For-Sale Homes Sold in a Decade

Number of new for-sale housing units built in the last 10 years (2015 to 2024)

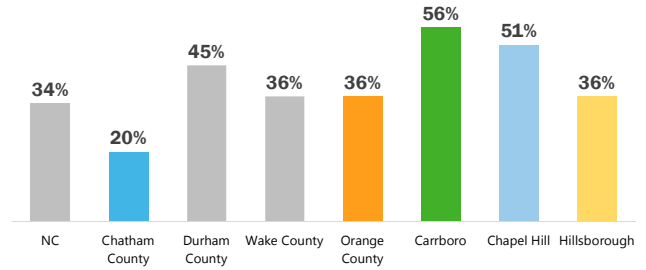


Source: Triangle MLS/Allen Tate Realtors

103

### Percent of Households Renting

Share of renter-occupied households 2023

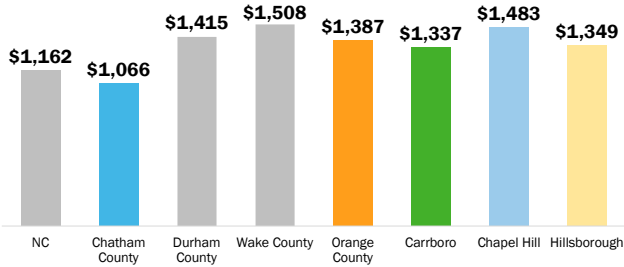


Source: American Community Survey (2019-2023 5-Year Estimates)

104

### Median Rent

Median rent estimated by the American Community Survey, 2023

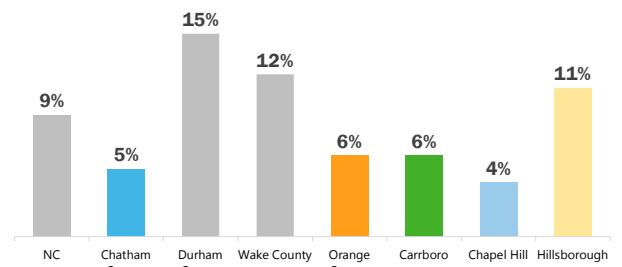


Source: American Community Survey (2019-2023 5-Year Estimates)

105

### Increase in Median Rent 2018 to 2023

Change in median rent between 2018 and 2023 ACS five-year estimates

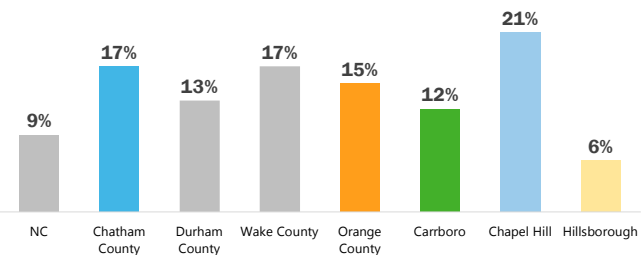


Source: American Community Survey (2014-2018 & 2019-2023 5-Year Estimates)

106

### Renters Paying Over \$2,000 per Month

Percentage of renters paying more than \$2,000 per month in rent, 2023

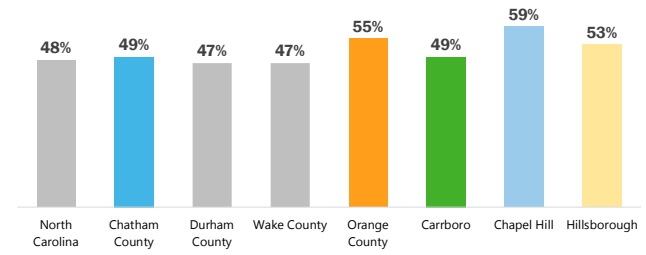


Source: American Community Survey (2019-2023 5-Year Estimates)

107

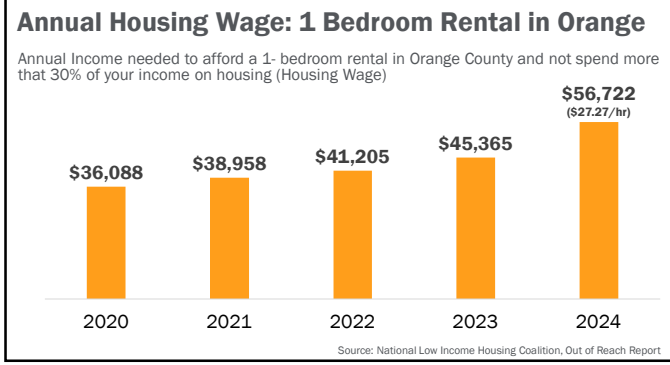
### Cost-Burdened Renting Households

Percent of households who pay more than 30% of their household income on gross rent, 2023

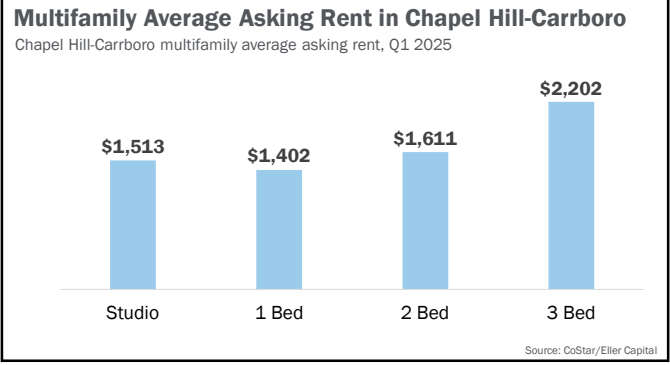


Source: American Community Survey (2019-2023 5-Year Estimates)

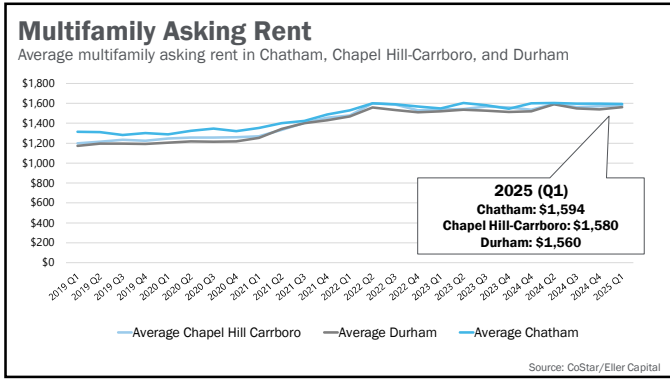
108



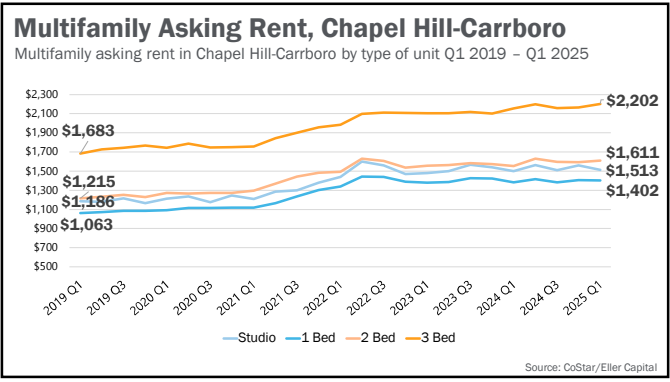
109



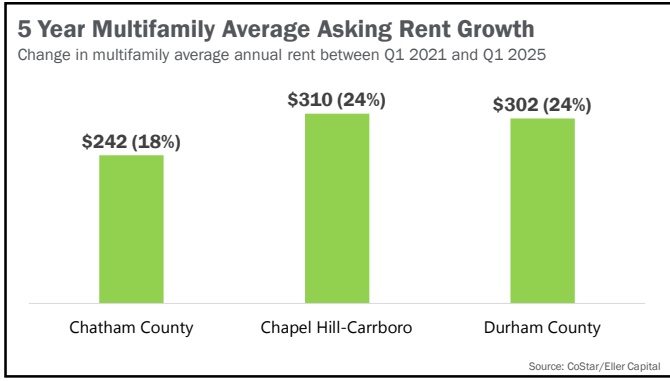
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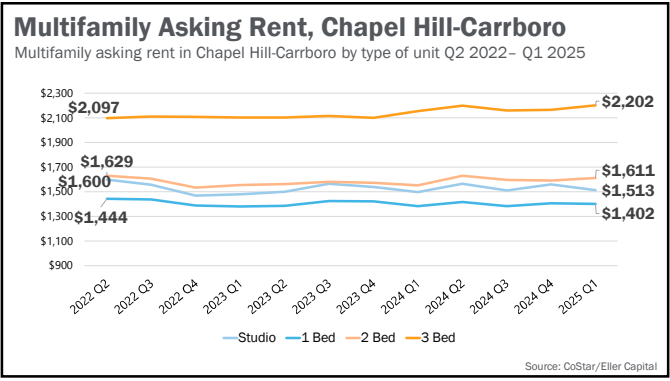
111



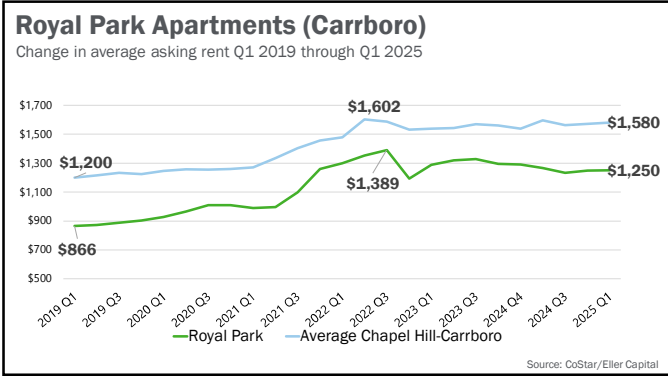
112



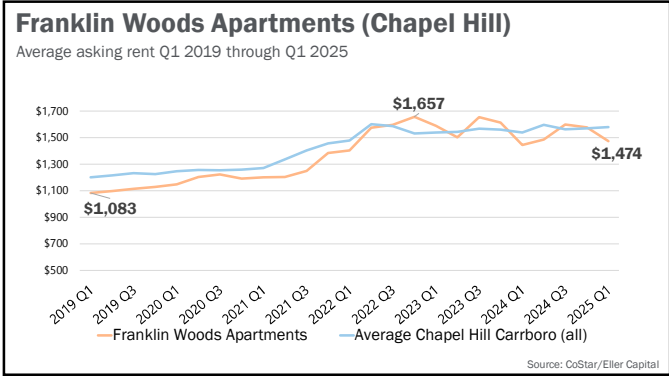
113



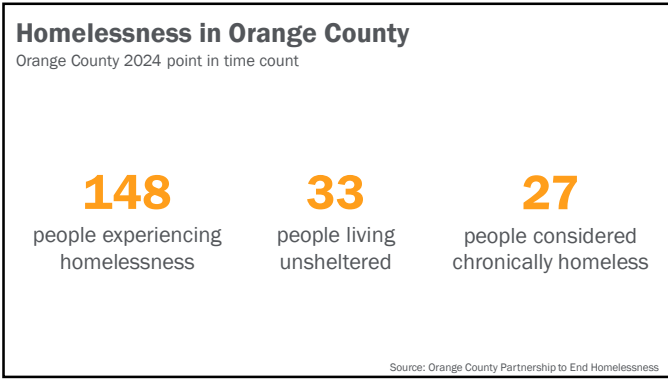
114



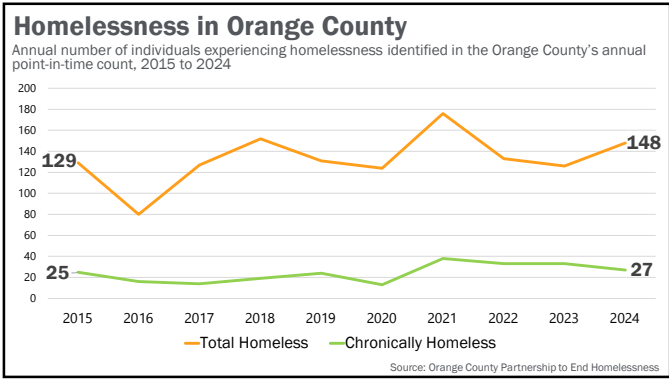
115



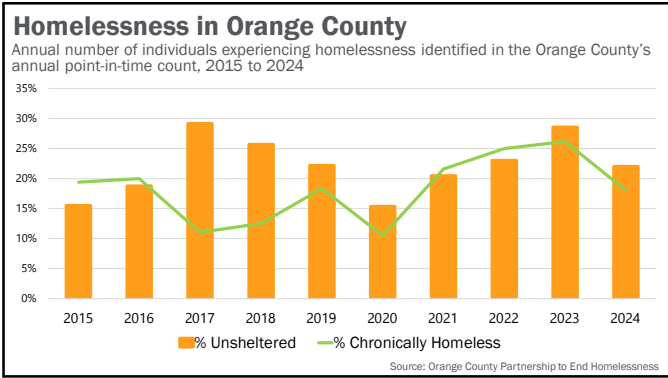
116



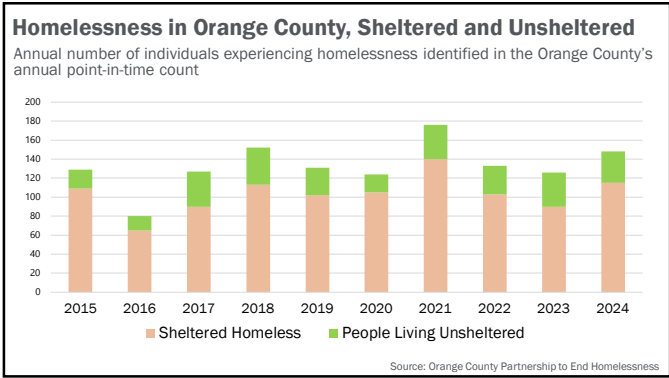
117



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## Orange County's Top 20 Employers, 2024

- |   |   |
|---|---|
| 1. UNC Chapel Hill                        | 11. AKG of America                      |
| 2. UNC Health                             | 12. Medline Industries                  |
| 3. Chapel Hill-Carrboro City Schools      | 13. Harris Teeter                       |
| 4. Orange County Government               | 14. Summit Design & Engineering Service |
| 5. Orange County Schools                  | 15. Wegmans                             |
| 6. ABB/Industrial Connections & Solutions | 16. Carol Woods Retirement Community    |
| 7. Sports Endeavors                       | 17. Carolina Inn (Hyatt Corporation)    |
| 8. Town of Chapel Hill                    | 18. Food Lion                           |
| 9. Wal-Mart Associates                    | 19. PHE, Inc                            |
| 10. Armacell                              | 20. Morinaga                            |

Source: NC Department of Commerce + Orange County Economic Development

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## Chatham County's Top 20 Employers, 2024

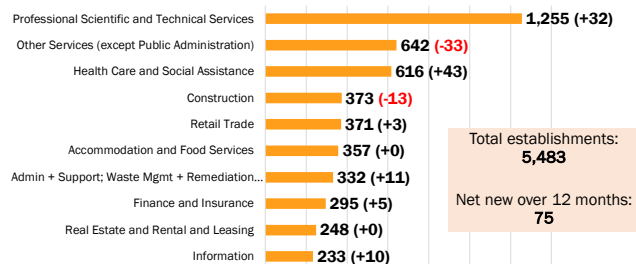
- |                                |   |
|--------------------------------|---|
| 1. Chatham County Schools      | 12. Piedmont Health Services            |
| 2. Chatham County Government   | 13. Fearrington Village/Fitch Creations |
| 3. Carolina Meadows            | 14. The Laurels of Chatham              |
| 4. Mountaire Farms of NC       | 15. Aegis Home Care                     |
| 5. Ace Electric, Inc           | 16. Lowes Home Centers                  |
| 6. Galloway Ridge              | 17. BJI Employees Services              |
| 7. Wal-Mart                    | 18. Southern Veneer Specialty Products  |
| 8. UNC Health                  | 19. Brookwood Farms                     |
| 9. Old Dominion Insulation     | 20. Packers Sanitation Services         |
| 10. Flakeboard America Limited |   |
| 11. MJ's Staffing              |   |

Source: NC Department of Commerce + Orange County Economic Development

122

## Orange County Top 10 Industries by Number of Establishments

Total number of establishments in Orange County in Quarter 3, 2024 and change from Q3 2023 (by NAICS code)

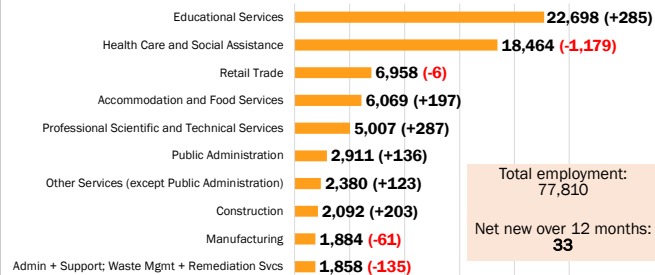


Source: Quarterly Census of Wages via NC Department of Commerce

123

## Orange County Top 10 Industries by Employment

Average number of employees employed by industry in Quarter 3, 2024 and change from Q3 2023 (by NAICS code)

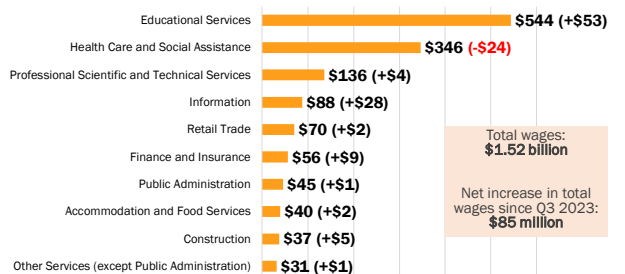


Source: Quarterly Census of Wages via NC Department of Commerce

124

## Orange County Top Industries by Total Quarterly Wages (\$millions)

Total quarterly wages paid by industry in Quarter 3, 2024 and change from Q3 2023 (by NAICS code)

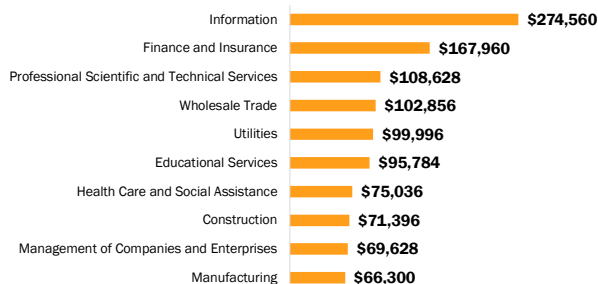


Source: Quarterly Census of Wages via NC Department of Commerce

125

## Orange County Industries by Estimated Annual Wages

Calculated using average weekly wage data from Q3 2024 and multiplying by 52

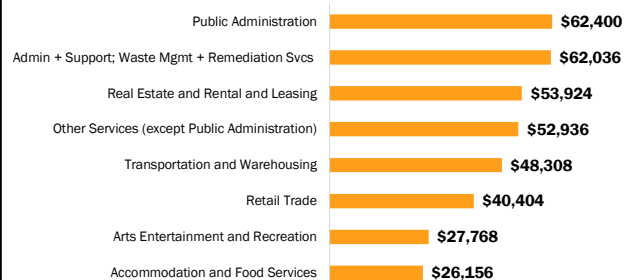


Source: Quarterly Census of Wages via NC Department of Commerce

126

## Orange County Industries by Estimated Annual Wages (cont'd)

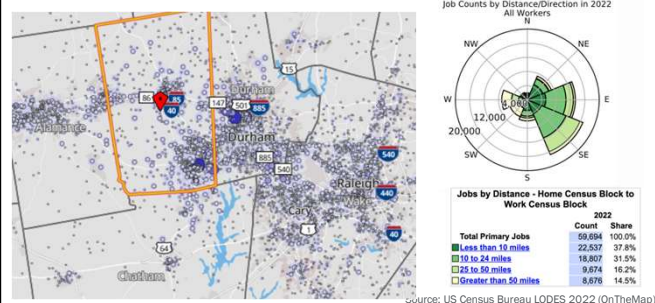
Calculated using average weekly wage data from Q3 2024 and multiplying by 52



Source: Quarterly Census of Wages via NC Department of Commerce

127

## Employment Location of Orange County's 59,694 Working Residents

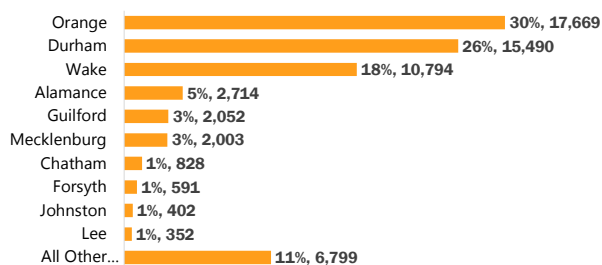


Source: US Census Bureau LODES 2022 (OnTheMap)

128

## Where do Orange County's 56,694 working residents work?

Location of primary job for residents of Orange County, 2022



Source: US Census Bureau LODES (OnTheMap)

129

## Orange County Worker Inflow/Outflow

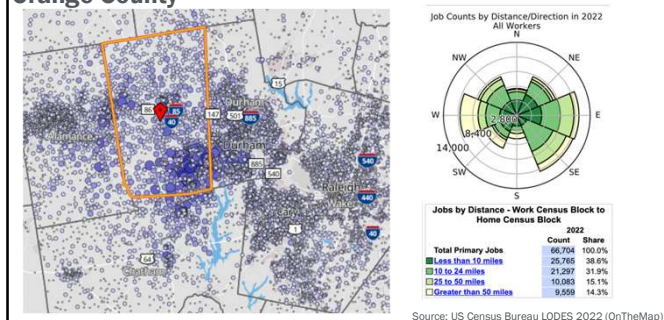
49,035 drive in, 42,025 drive out, and 17,669 live and work in Orange County (2022)



Source: US Census Bureau LODES (OnTheMap)

130

## Residential Location of the 66,704 People Working in Orange County

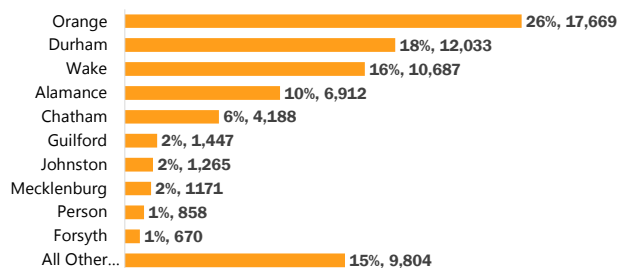


Source: US Census Bureau LODES 2022 (OnTheMap)

131

## Where do Orange County's 66,704 workers live?

Orange County workers by county of residence, 2022

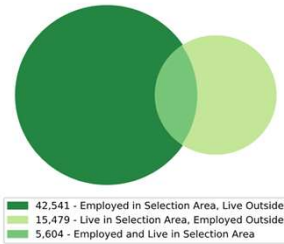


Source: US Census Bureau LODES (OnTheMap)

132

### Chapel Hill Worker Inflow/Outflow

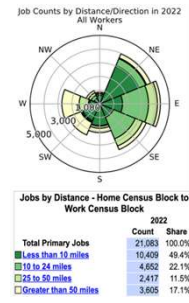
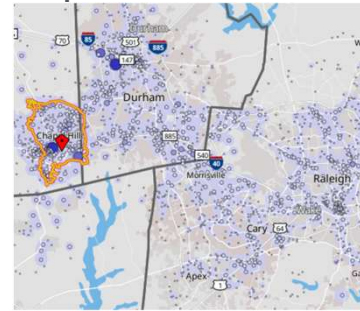
42,541 drive in, 15,479 drive out, and 5,604 live and work in Chapel Hill (2022)



Source: US Census Bureau LODES (OnTheMap)

133

### Employment Location for the 21,083 Working Residents of Chapel Hill

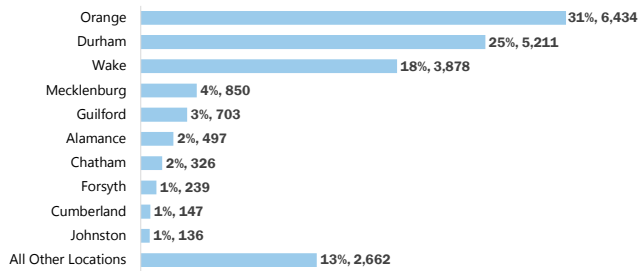


Source: US Census Bureau LODES 2022 (OnTheMap)

134

### Where do Chapel Hill's 21,083 Working Residents Work?

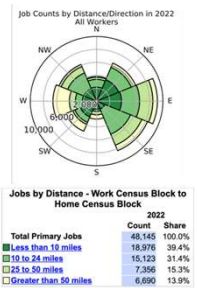
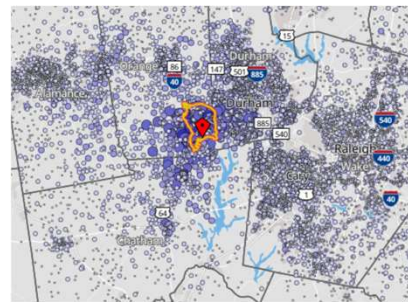
Location of primary job for residents of Chapel Hill, 2022



Source: US Census Bureau LODES (OnTheMap)

135

### Residential Location of Chapel Hill's 48,145 Working Residents

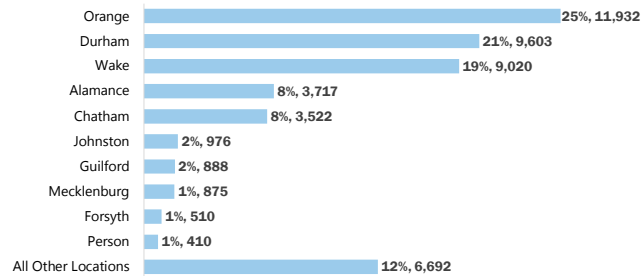


Source: US Census Bureau LODES 2022 (OnTheMap)

136

### Where do Chapel Hill's 48,145 Workers Live?

Chapel Hill workers by county of residence, 2022

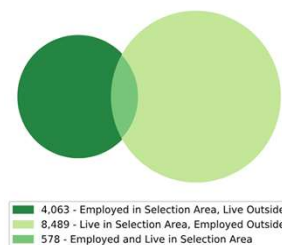


Source: US Census Bureau LODES (OnTheMap)

137

### Carrboro Worker Inflow/Outflow

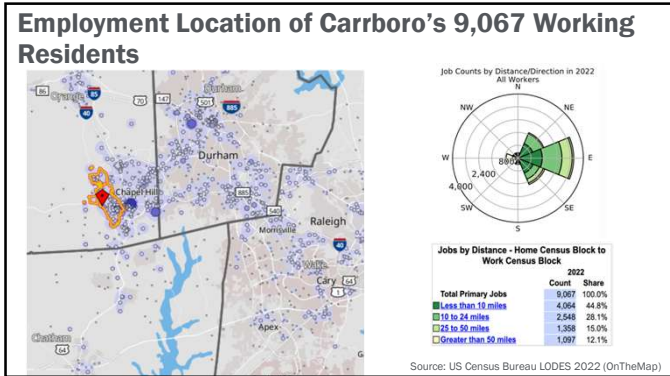
4,063 drive in, 8,489 drive out, and 578 live and work in Carrboro (2022)



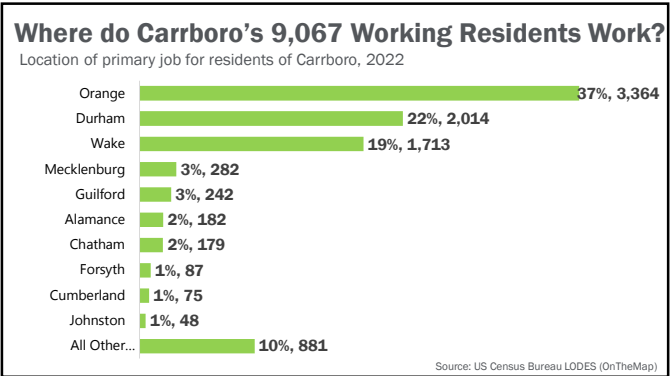
Source: US Census Bureau LODES (OnTheMap)

138

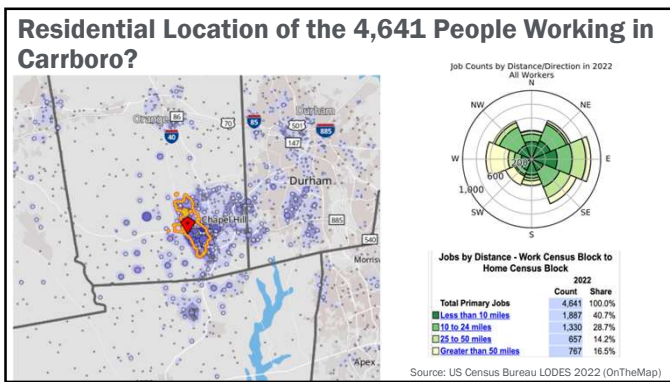




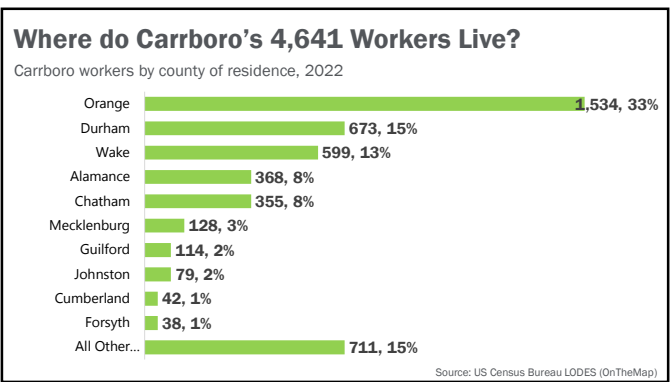
139



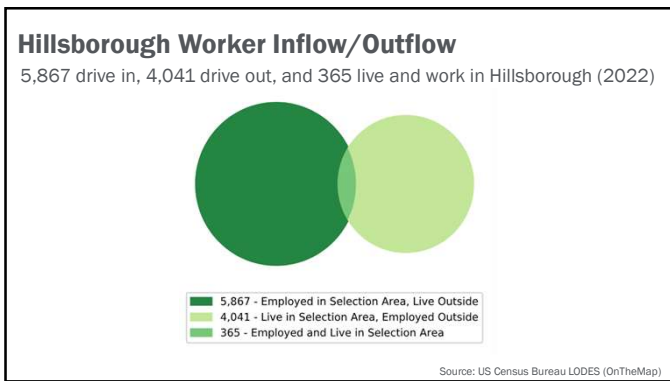
140



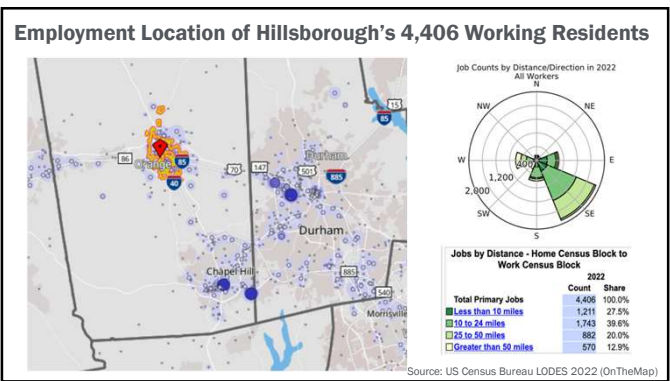
141



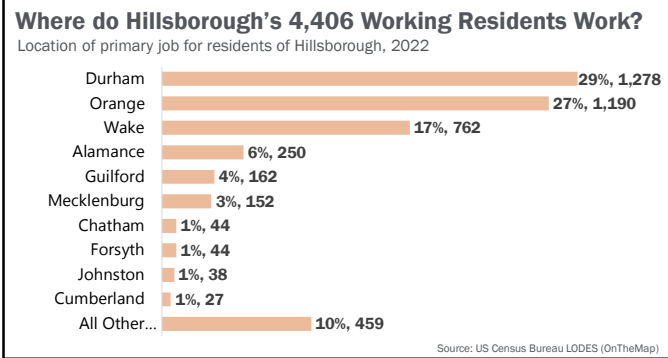
142



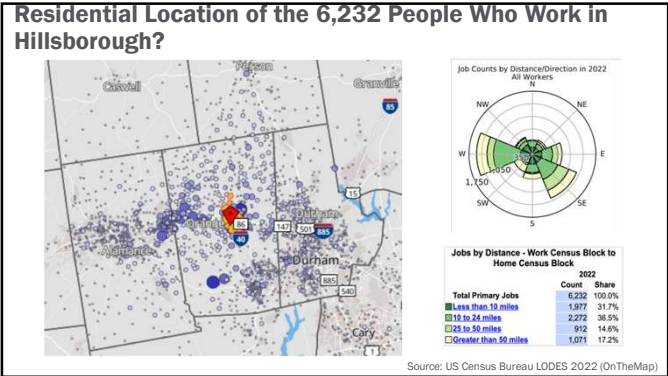
143



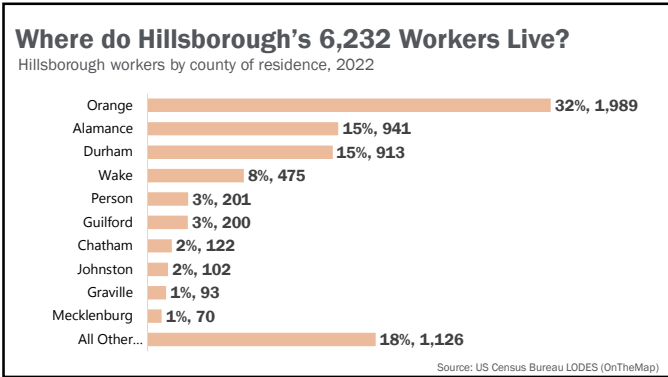
144



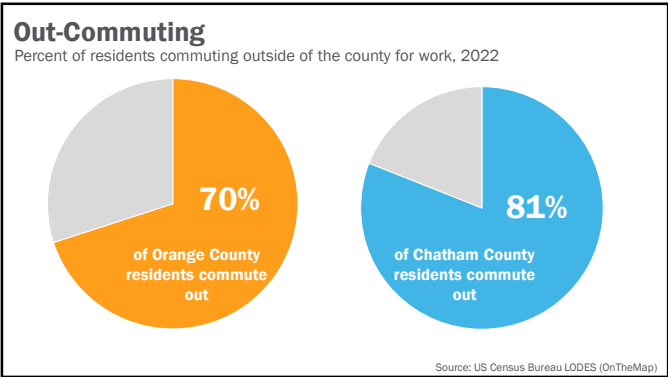
145



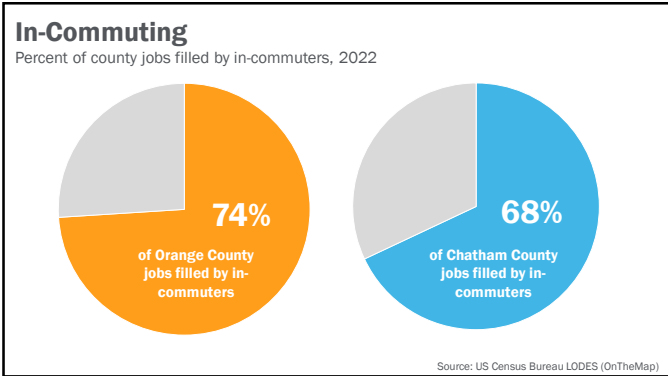
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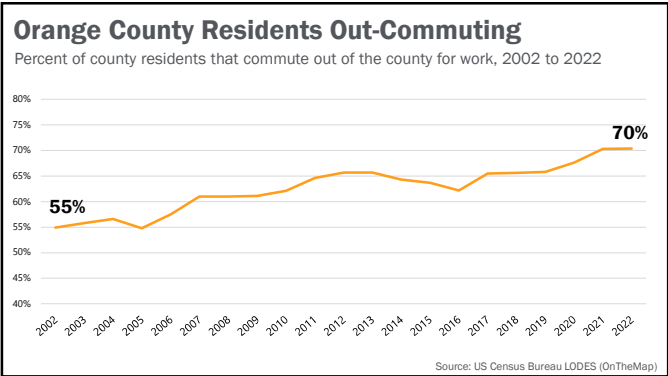
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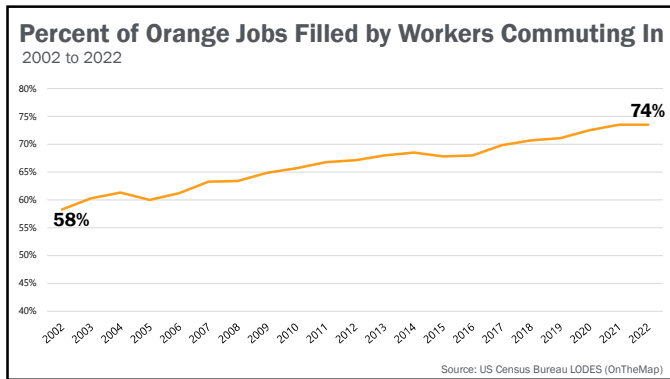
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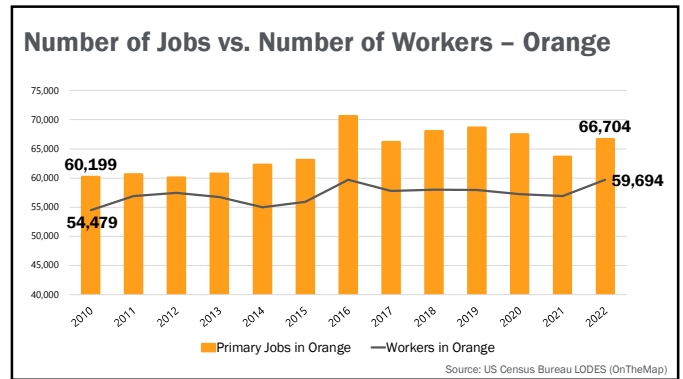
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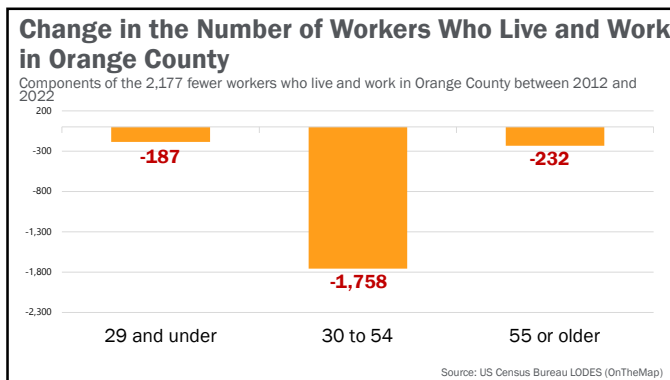
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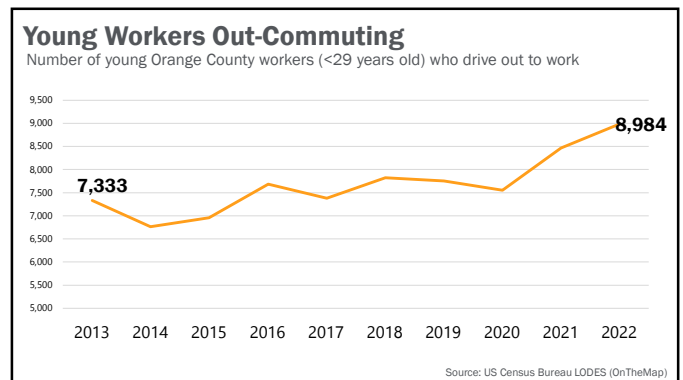
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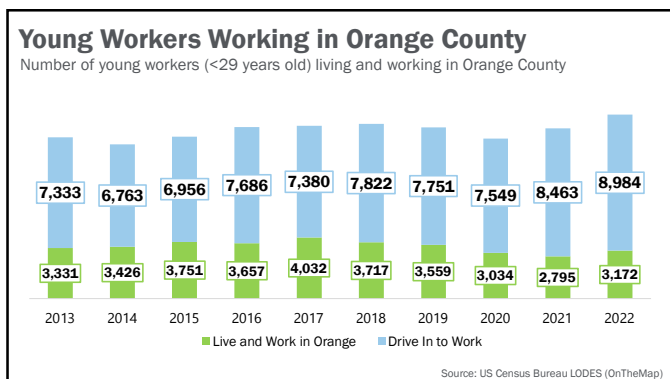
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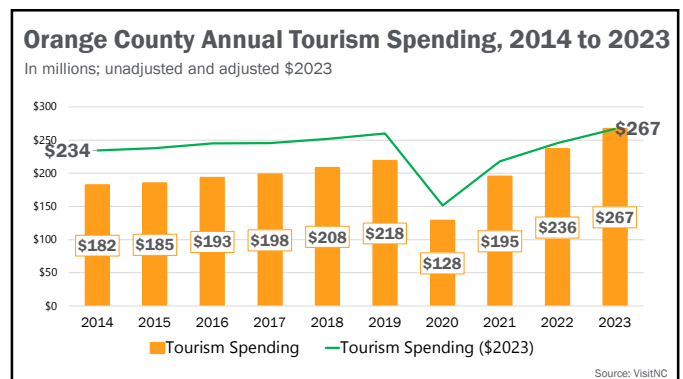
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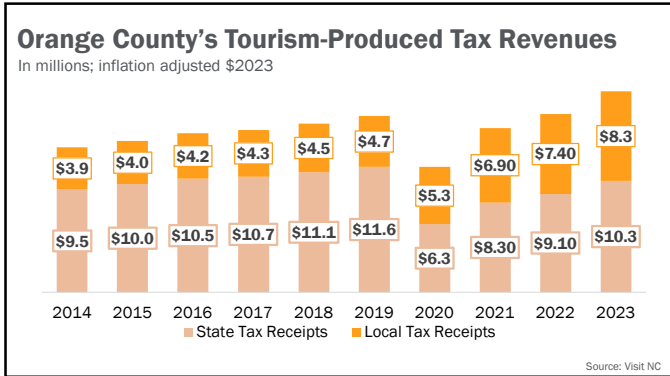
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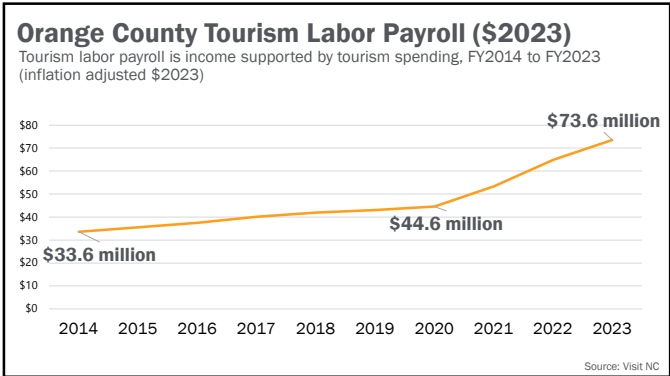
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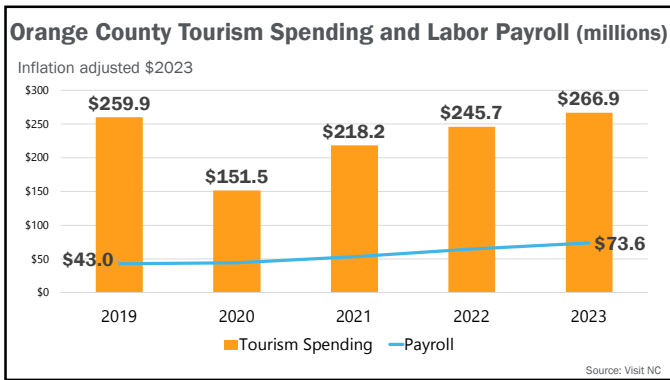
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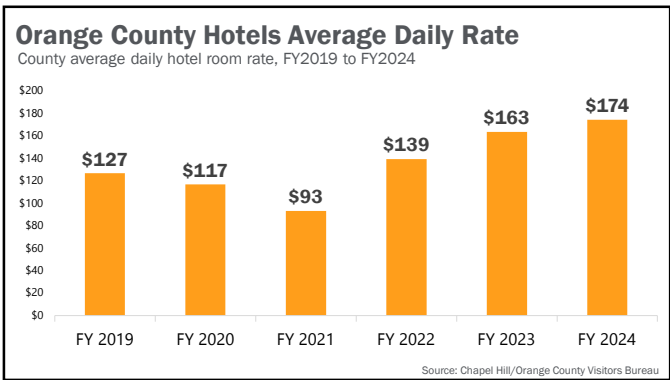
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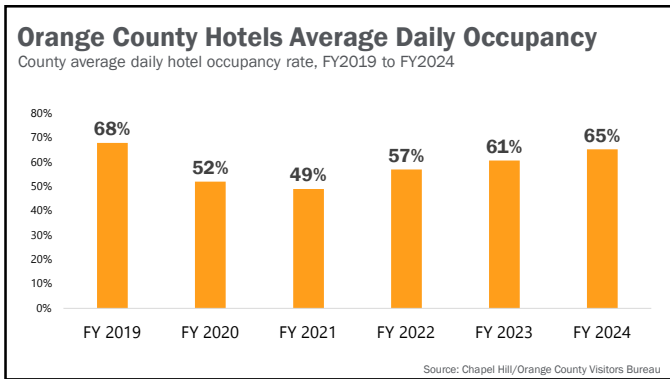
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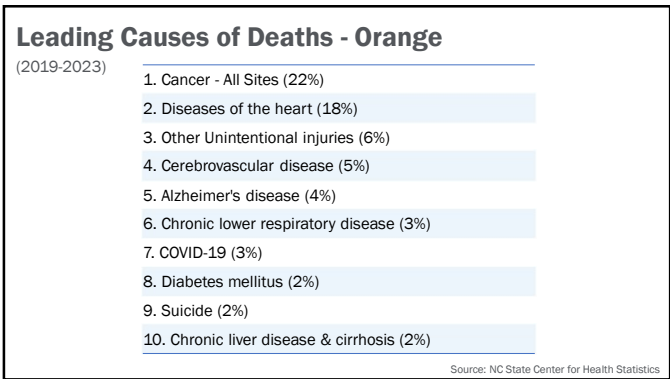
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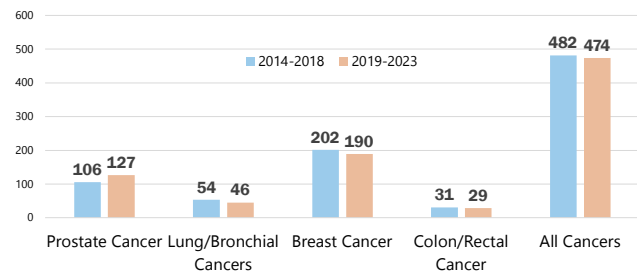
161



162

### Orange County Cancer Rates

Cancer cases per 100,000 (2014-2018 vs. 2019-2023)

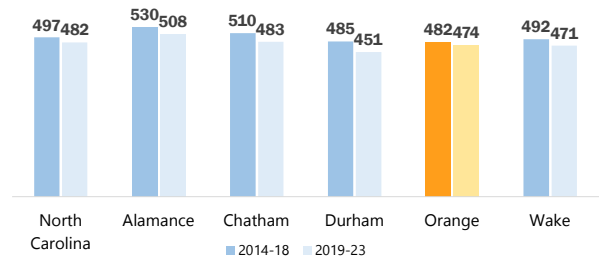


Source: NC State Center for Health Statistics

163

### Total Cancer Rates

Cancer cases per 100,000 (2014-2018 vs. 2019-2023)

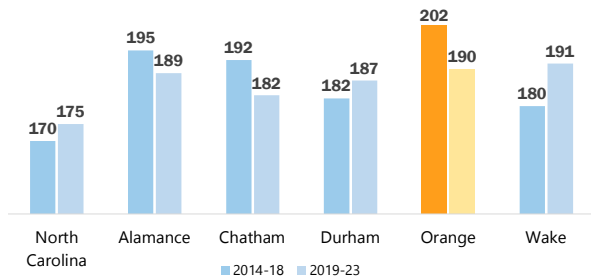


Source: NC State Center for Health Statistics

164

### Female Breast Cancer Rates

Female breast cancer cases per 100,000 (2014-2018 vs. 2019-2023)

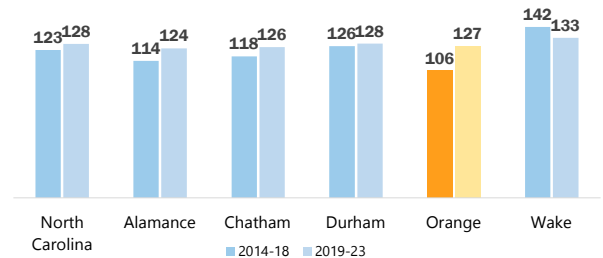


Source: NC State Center for Health Statistics

165

### Prostate Cancer Rates

Prostate cancer cases per 100,000 (2014-2018 vs. 2019-2023)

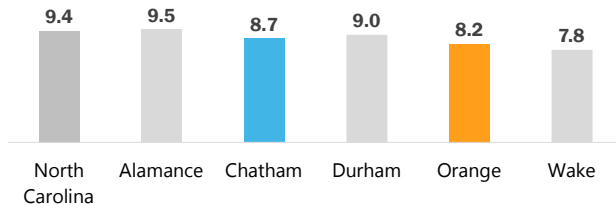


Source: NC State Center for Health Statistics

166

### Low Birthweight

Percent of births with low birthweight (<5.5lbs)

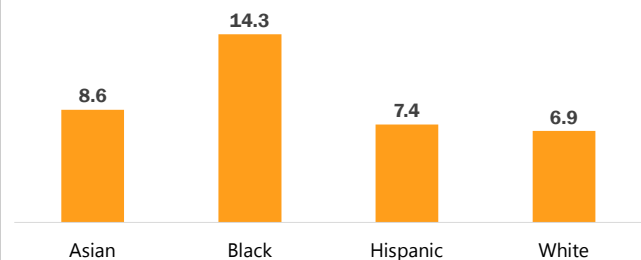


Source: 2025 Robert Wood Johnson Foundation Health Rankings

167

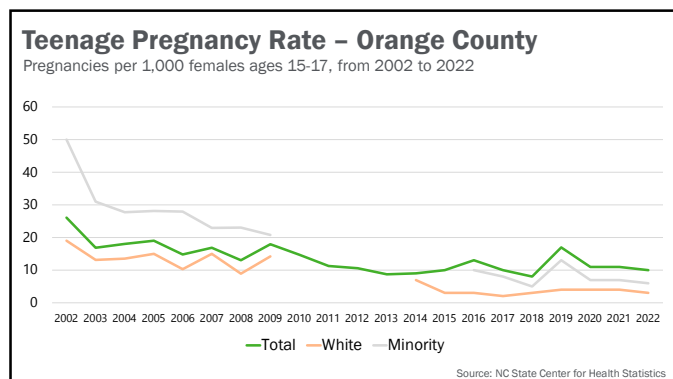
### Low Birthweight – Orange County Race/Ethnicity

Percent of births with low birthweight by race/ethnicity (<5.5lbs)

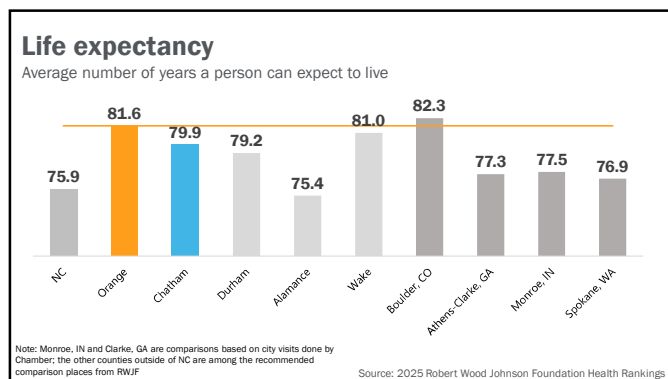


Source: 2025 Robert Wood Johnson Foundation Health Rankings

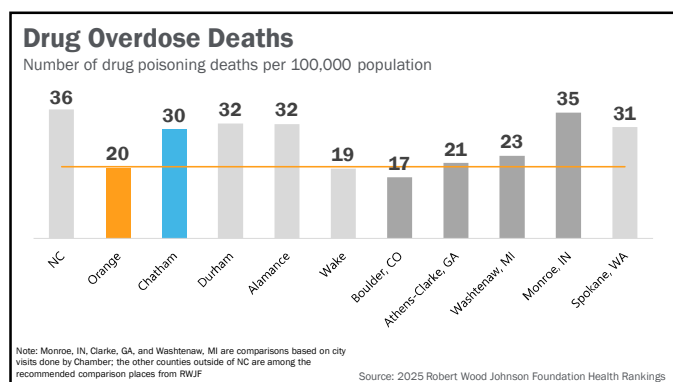
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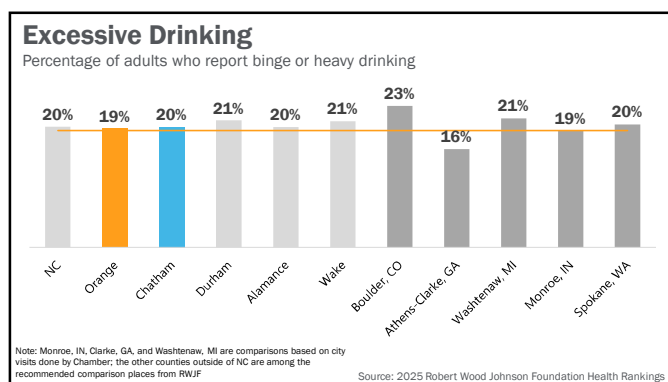
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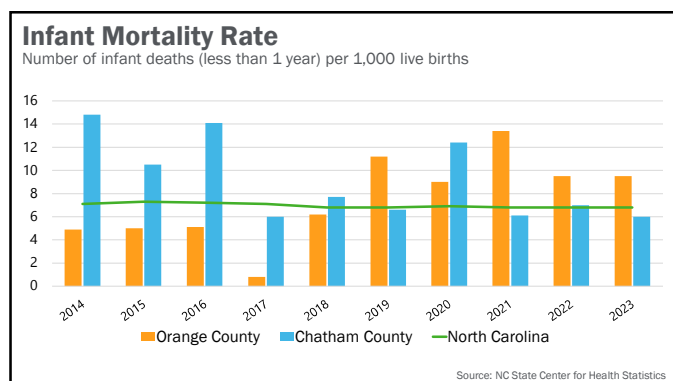
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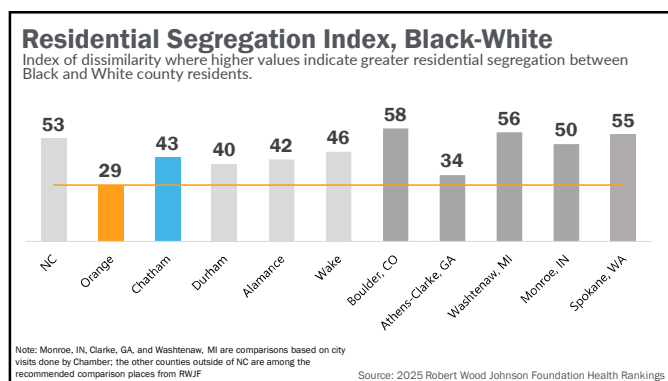
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172



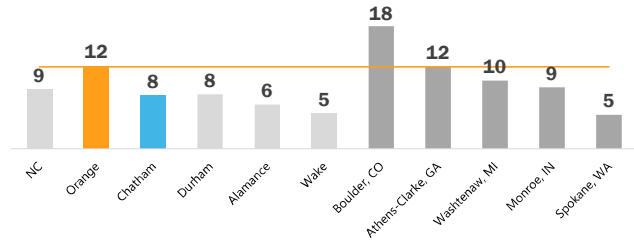
173



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### Childcare Centers

Number of centers per 1,000 children under age 5



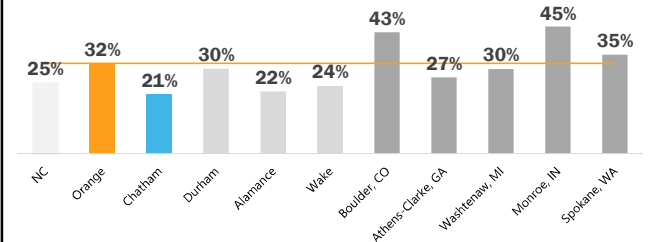
Note: Monroe, IN, Clarke, GA, and Washtenaw, MI are comparisons based on city visits done by Chamber; the other counties outside of NC are among the recommended comparison places from RWJF

Source: 2025 Robert Wood Johnson Foundation Health Rankings

175

### Childcare Cost Burden

Childcare costs for a household with two children as a percent of median household income



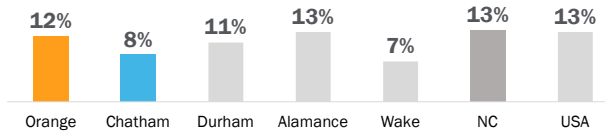
Note: Monroe, IN, Clarke, GA, and Washtenaw, MI are comparisons based on city visits done by Chamber; the other counties outside of NC are among the recommended comparison places from RWJF

Source: 2024 Robert Wood Johnson Foundation Health Rankings

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### Poverty Rate

Percent of people (all ages) in poverty, 2023

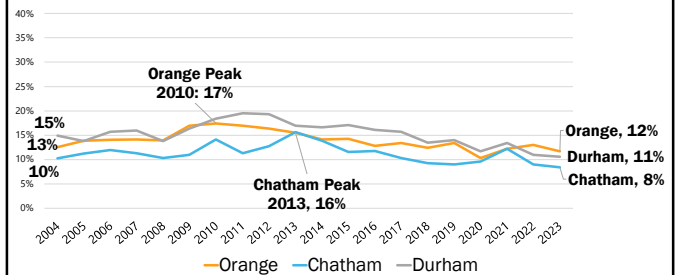


Source: US Census Bureau Small Area Income and Poverty Estimates (SAIPE)

177

### Local Poverty Rates 2004-2023

Percent of people (all ages) in poverty

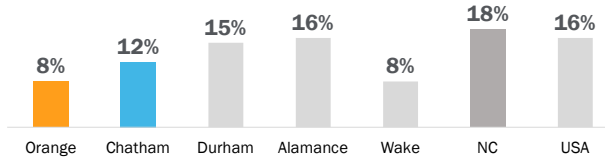


Source: US Census Bureau Small Area Income and Poverty Estimates (SAIPE)

178

### Child Poverty Rate

Percent of children (under 18) in poverty, 2023

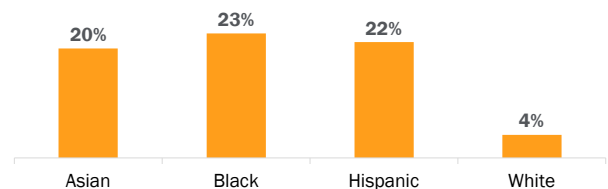


Source: US Census Bureau Small Area Income and Poverty Estimates (SAIPE)

179

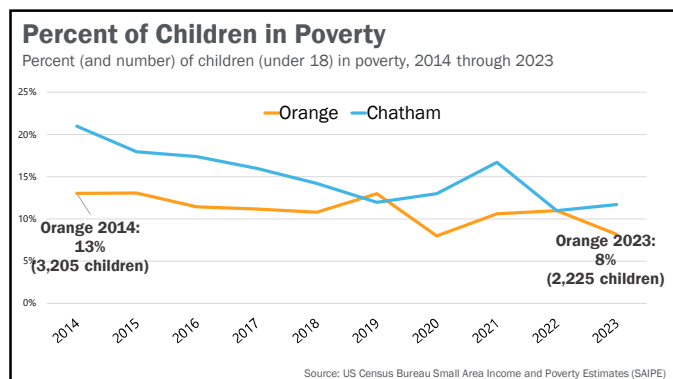
### Orange County Child Poverty Rate by Race/Ethnicity

Percent of children (under 18) in poverty

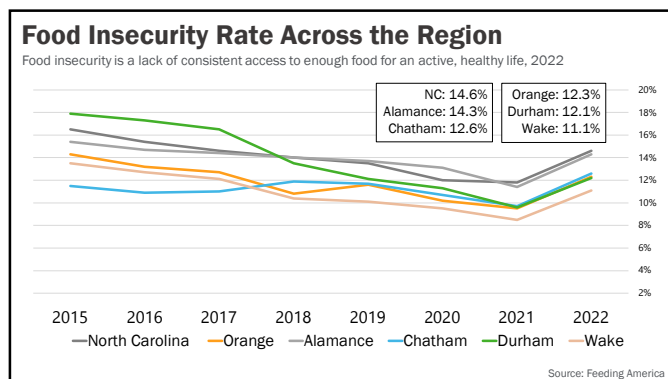


Source: 2025 Robert Wood Johnson Foundation Health Rankings

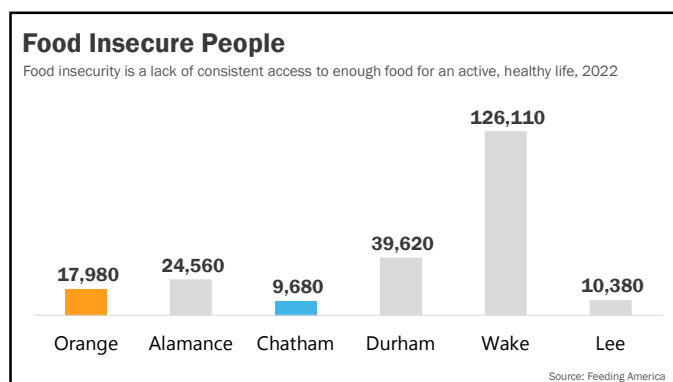
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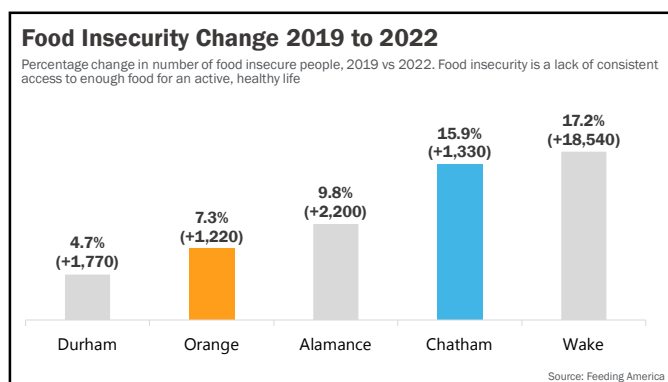
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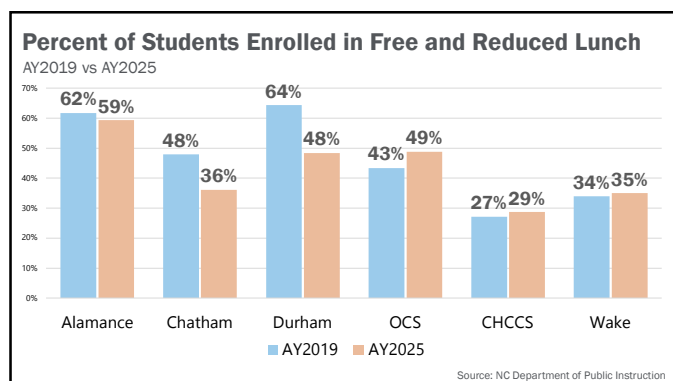
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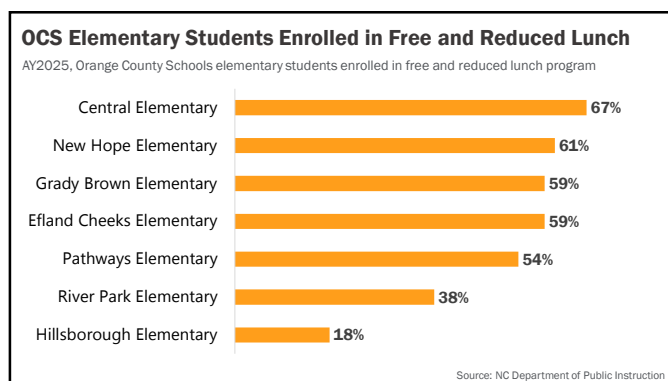
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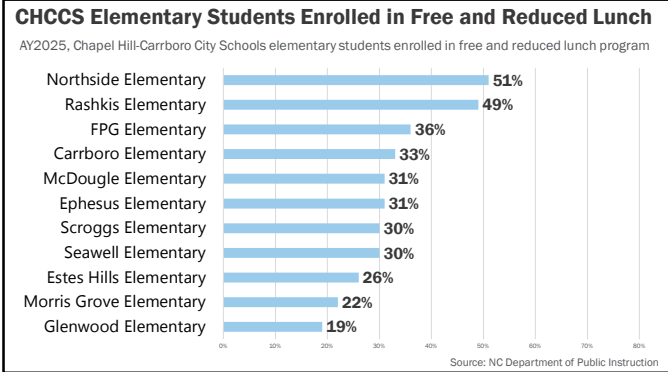


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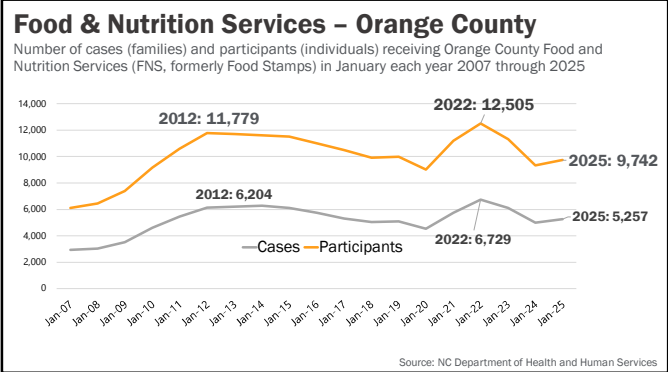


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188

**Elizabeth Townsend**  
Director for Government and Community Relations, East Region

#DataDive2025

189

**Jackie Jenks**  
Executive Director

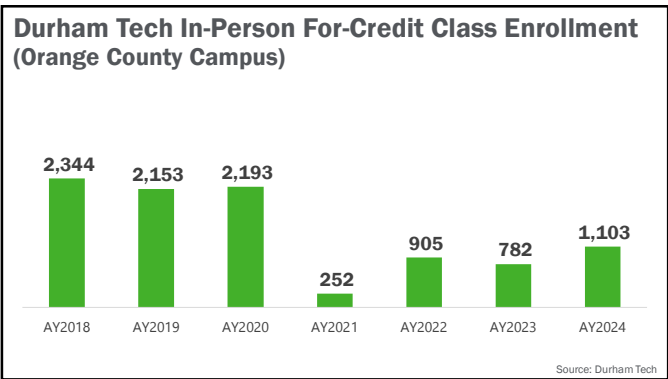
#DataDive2025

190

**Lori O'Keefe**  
President and CEO

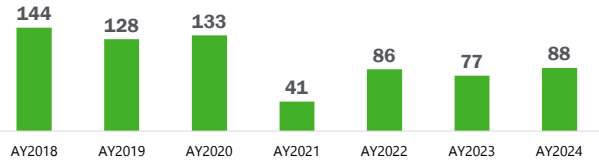
#DataDive2025

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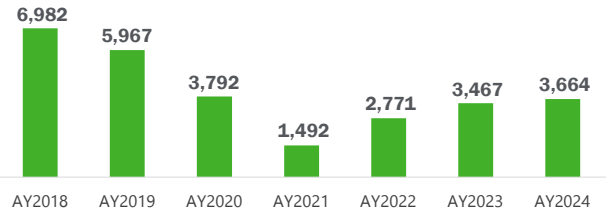
### Durham Tech In-Person Credit Classes Offered (Orange County Campus)



Source: Durham Tech

193

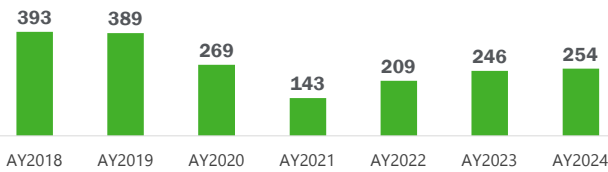
### Durham Tech Continuing Education (noncredit) Enrollment (Orange County Campus)



Source: Durham Tech

194

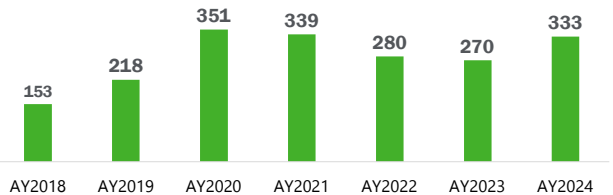
### Durham Tech In-Person Continuing Education (noncredit) Classes Offered (Orange County Campus)



Source: Durham Tech

195

### Dually Enrolled High School Students Taking Classes at Durham Tech (Orange County Residents)

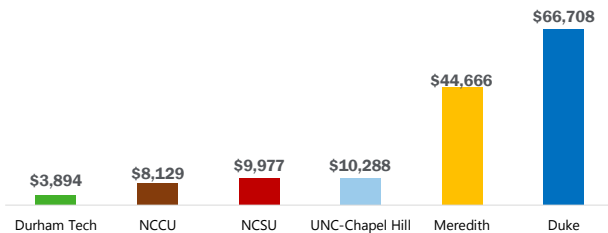


Source: Durham Tech

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### Annual Cost of Local Higher Education Options

Combined cost of tuition, fees, books, and supplies at local higher education institutions, 2024

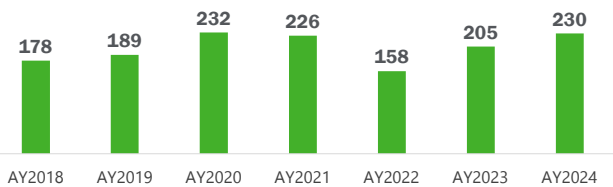


Source: Durham Tech

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### Orange Promise Students Taking Classes at Durham Tech

Orange Promise gives eligible graduates of high schools in Orange County \$500 per semester to offset Durham Tech tuition costs.

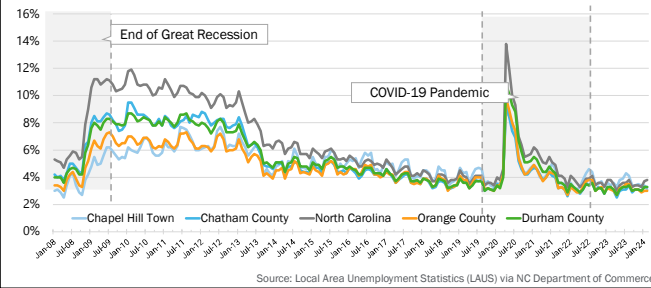


Source: Durham Tech

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### Monthly Unemployment Rates

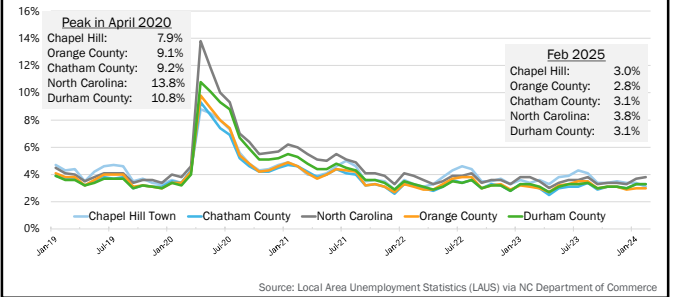
Monthly unemployment rate (unadjusted), Jan 2008 to Feb 2025



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### Monthly Unemployment Rate Previous 6 years

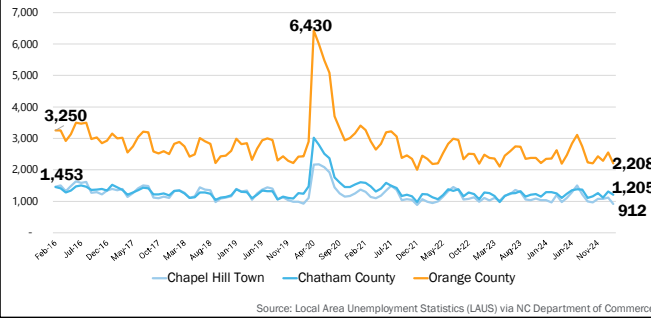
(unadjusted), Jan 2019 to Feb 2025



200

### Monthly Unemployed Individuals

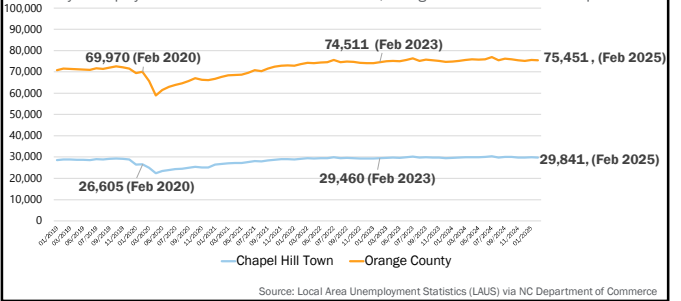
Unemployed individuals Feb 2016 to Feb 2025. Orange County total is inclusive of Chapel Hill Total



201

### Monthly Employed Individuals

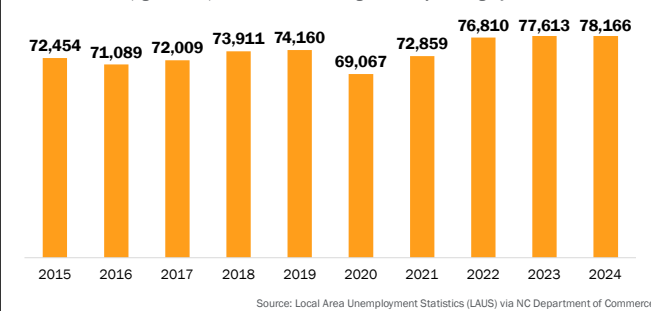
Monthly unemployed individuals Feb 2019 to Feb 2025, Orange total is inclusive of Chapel Hill total



202

### Orange County Total Workforce

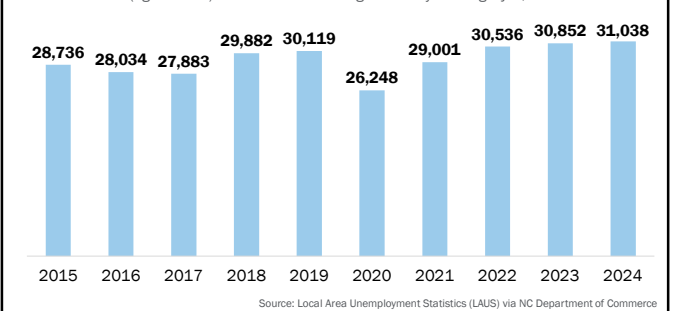
Number of adults (ages 18-65) who are either working or actively seeking a job, 2015 to 2024



203

### Chapel Hill Total Workforce

Number of adults (ages 18-65) who are either working or actively seeking a job, 2015 to 2024



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### NC Workforce Participation Rate

Percentage of adults (ages 18-65) who are either working or actively seeking a job, 2024

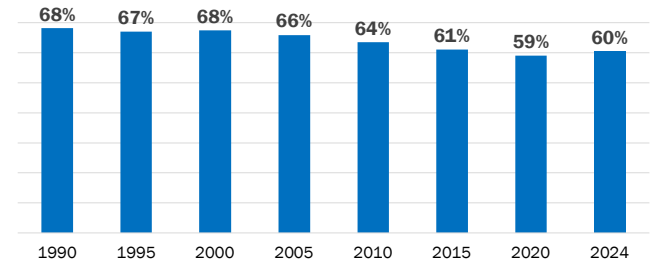


Source: Local Area Unemployment Statistics (LAUS) via NC Department of Commerce

205

### North Carolina Workforce Participation Rate

Percent of adults (ages 18-65) who are either working or actively seeking a job, 1990 to 2024

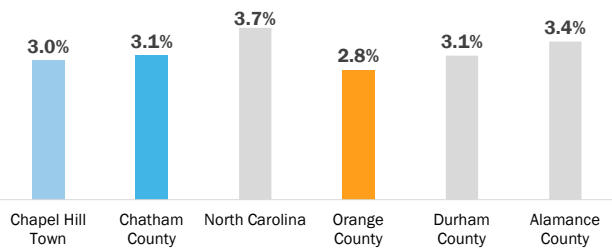


Source: Local Area Unemployment Statistics (LAUS) via NC Department of Commerce

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### Local Unemployment Rates

Local unemployment rate in February 2025, not seasonally adjusted

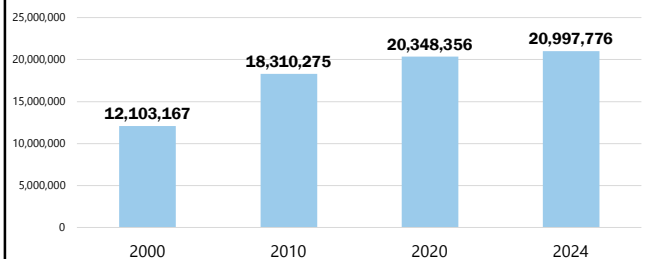


Source: Local Area Unemployment Statistics (LAUS) via NC Department of Commerce

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### UNC Chapel Hill Campus Facilities (sq. ft.)

Square footage of UNC Chapel Hill campus facilities 2000, 2010, 2020, 2024

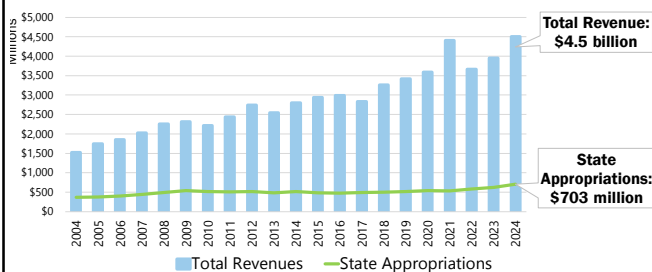


Source: UNC Office of Institutional Research and Analysis (OIRA)

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### UNC Chapel Hill Annual Revenues

Total annual operating revenue compared with state appropriations between FY2004 and FY2024

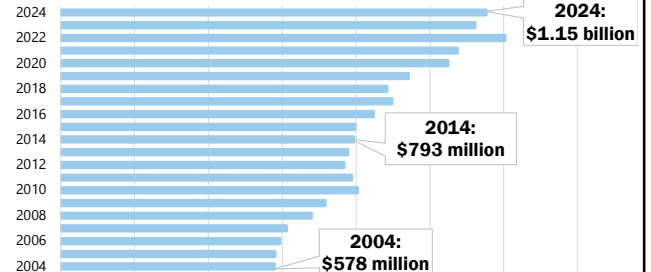


Source: UNC Office of Institutional Research and Analysis (OIRA)

209

### UNC Chapel Hill Annual Research Funding

Value of annual research funding FY2004 through FY2024

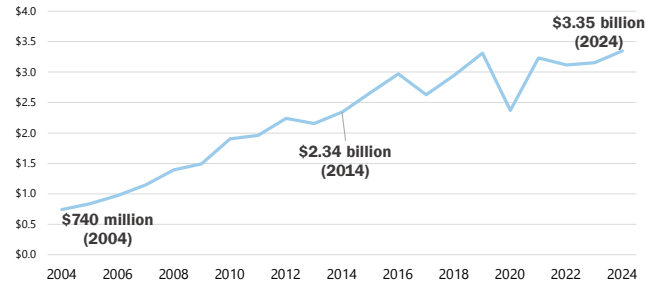


Source: UNC Office of Institutional Research and Analysis (OIRA)

210

### UNC Chapel Hill Endowment

Value of UNC Chapel Hill Endowment (in billions), FY2004 through FY2024

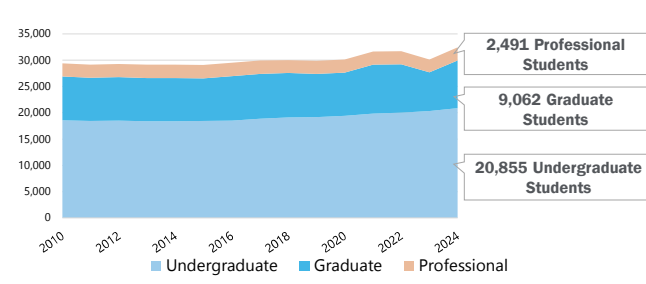


Source: UNC Office of Institutional Research and Analysis (OIRA)

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### UNC Chapel Hill's 32,438 Students

Total student population in Fall 2024

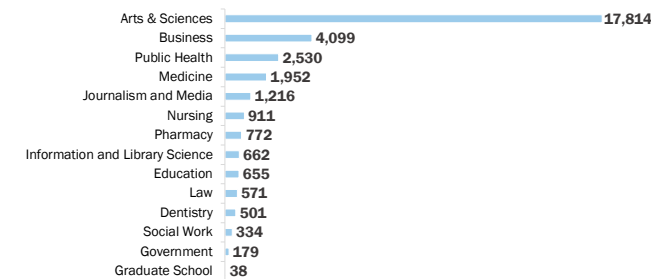


Source: UNC Office of Institutional Research and Analysis (OIRA)

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### UNC Chapel Hill's 32,234 Students by School

Fall 2023 headcount

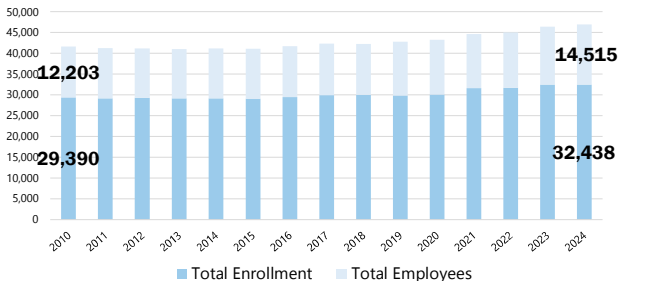


Source: UNC Office of Institutional Research and Analysis (OIRA)

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### UNC Chapel Hill Student and Employee Count Over Time

Total student enrollment compared with total employee county from 2010 to 2024

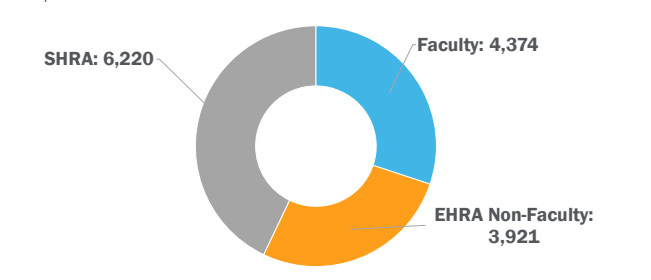


Source: UNC Office of Institutional Research and Analysis (OIRA)

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### UNC Chapel Hill's 14,555 Employees by Classification

(FY2024) SHRA employees are Subject to the NC Human Resources Act and EHRA are Exempt from the Human Resources Act

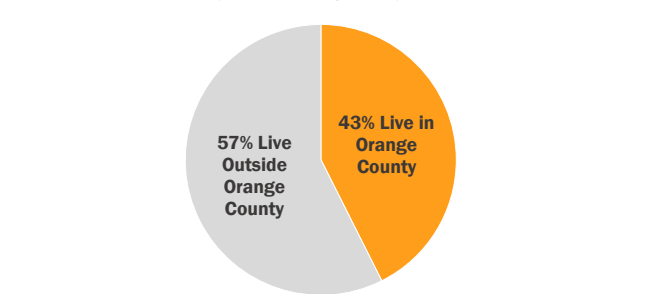


Source: UNC Office of Institutional Research and Analysis (OIRA)

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### UNC Chapel Hill Employees by County of Residence

43% of UNC Chapel Hill employees live in Orange County in 2022, down from 46% in 2019

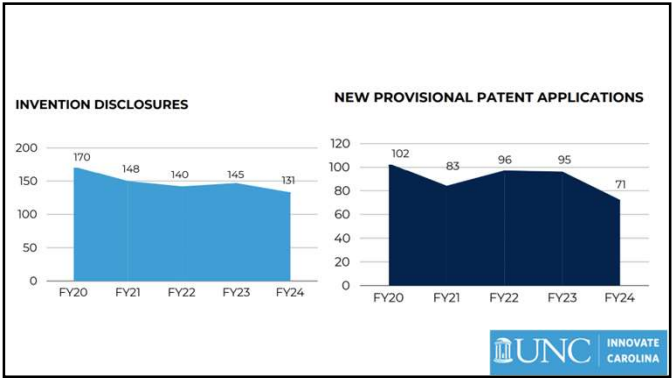


Source: UNC Office of Institutional Research and Analysis (OIRA)

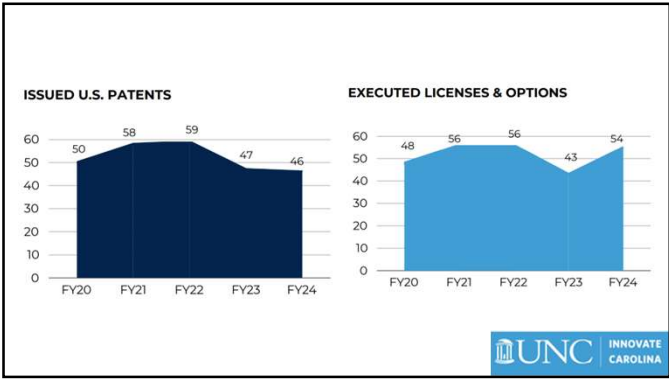
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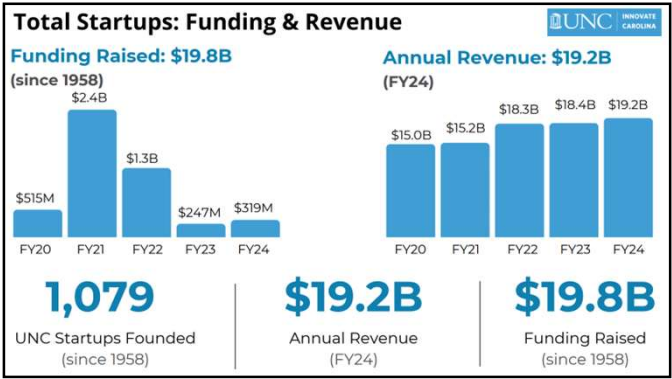
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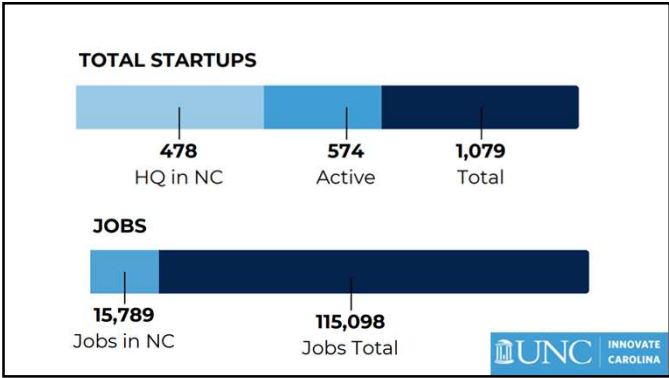
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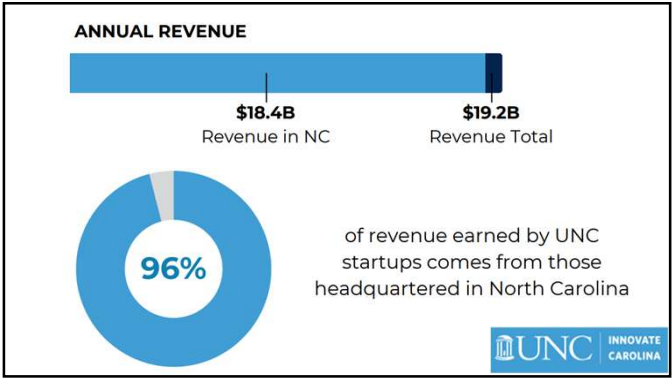
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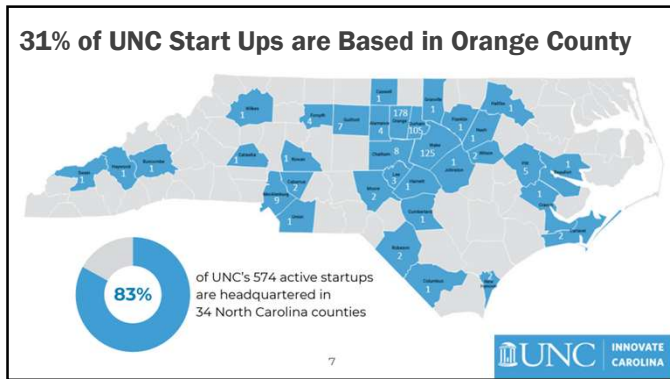
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222



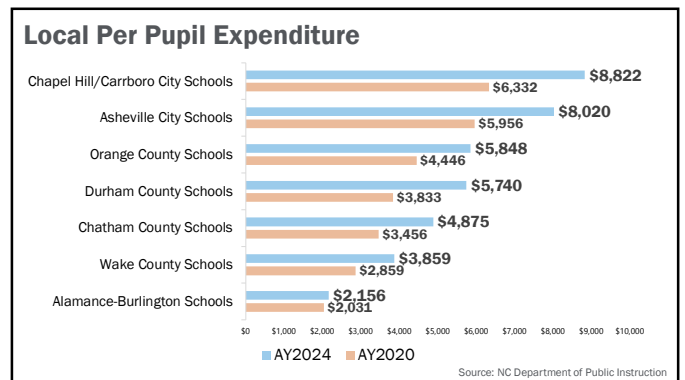
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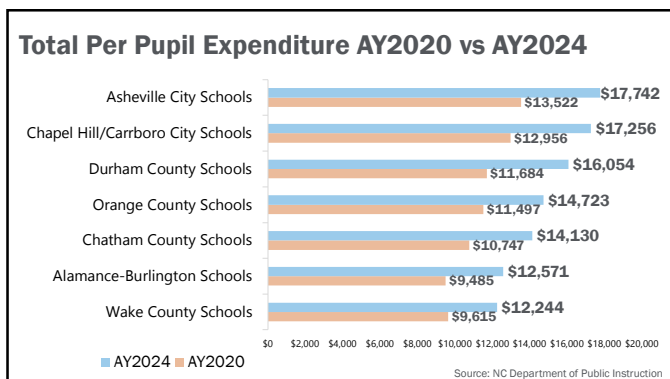
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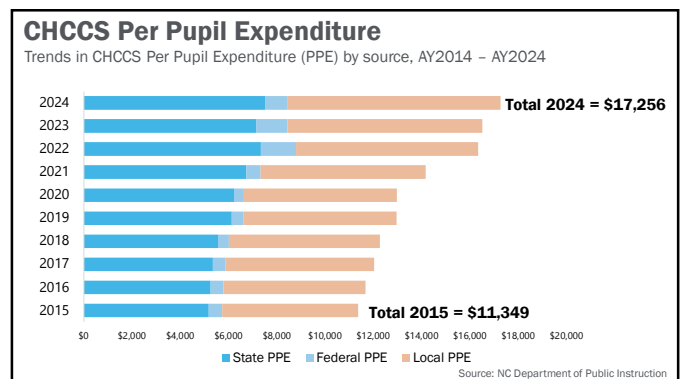
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226



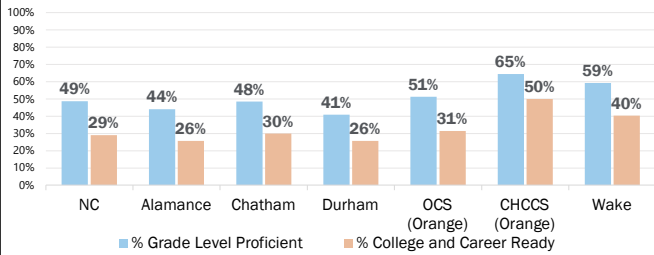
227



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### 3<sup>rd</sup> Grade Reading Proficiency

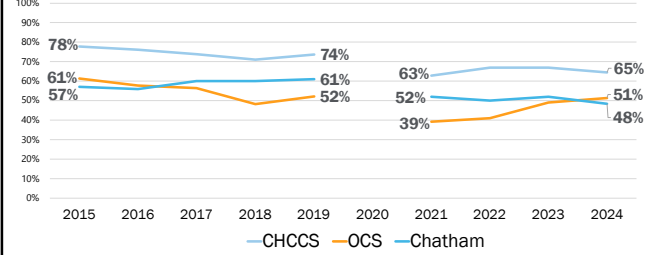
Percent of students "Grade Level Proficient" (level 3+) and "College and Career Ready" (level 4 or 5) on Grade 3 Reading EOG test, AY2024



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### 3<sup>rd</sup> Grade Reading End of Grade Test Scores Over the Decade

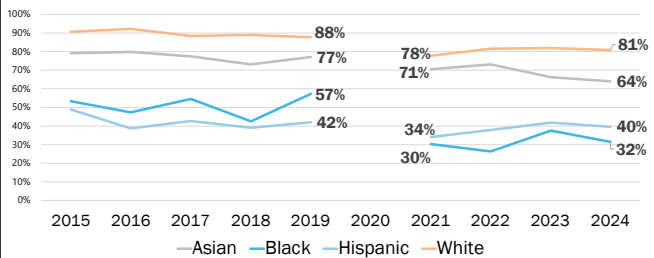
Percent of students earning "Grade Level Proficient" scores (level 3+) on Grade 3 Reading EOG test, AY2014-AY2024. No EOG tests were taken in 2020.



230

### CHCCS 3<sup>rd</sup> Grade Reading Proficiency Over the Decade

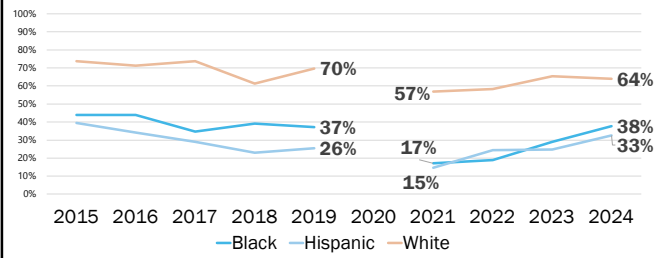
Percent of CHCCS students earning "Grade Level Proficient" scores (level 3+) on Grade 3 Reading EOG test, by race/ethnicity, AY2015 - AY2024



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### OCS 3<sup>rd</sup> Grade Reading Proficiency Over the Decade

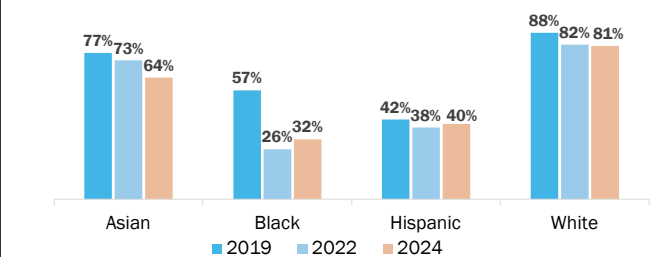
Percent of OCS students earning "Grade Level Proficient" scores (level 3+) on Grade 3 Reading EOG test, by race/ethnicity, AY2015 - AY2024



232

### CHCCS 3<sup>rd</sup> Grade Reading Proficiency by Race

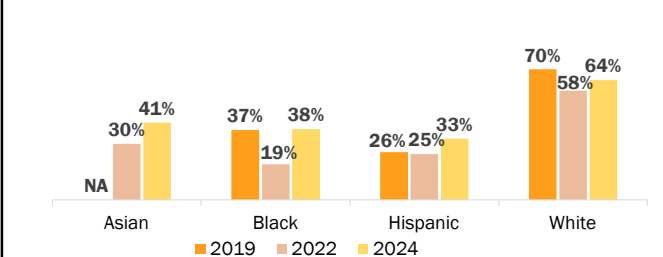
Percent of CHCCS students earning "Grade Level Proficient" scores (Level 3+) on Grade 3 Reading EOG test, by race/ethnicity, AY2019 vs AY2022 vs AY2024



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### OCS 3<sup>rd</sup> Grade Reading Proficiency by Race

Percent of OCS students "Grade Level Proficient" (Level 3+) on Grade 3 Reading EOG test, by race/ethnicity, AY2019 vs AY2022 vs AY2024

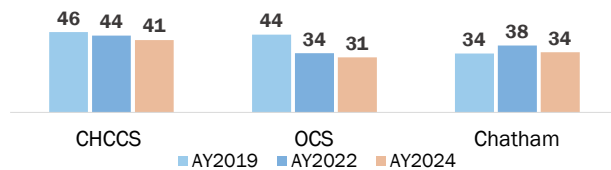


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### White/Hispanic 3rd Grade Reading Proficiency Gap

Percentage point difference between White and Hispanic students' scores on 3<sup>rd</sup> grade End of Grade test, Grade Level Proficient (3+). AY2019 vs AY2022 vs AY2024

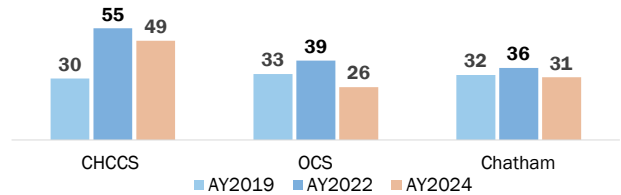


Source: NC Department of Public Instruction

235

### White/Black 3rd Grade Reading Proficiency Gap

Percentage point difference between White and Black students' scores on 3<sup>rd</sup> grade End of Grade test, Grade Level Proficient (3+). AY2019 vs AY2022 vs AY2024



Source: NC Department of Public Instruction

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### Tracking Reading Proficiency for the Class of 2030

Performance of students who spent their 3<sup>rd</sup> grade year in remote learning (AY2021) on their Reading End of Grade (EOG) tests in 3<sup>rd</sup> grade, 4<sup>th</sup> grade, 5<sup>th</sup> grade, and 6<sup>th</sup> grade

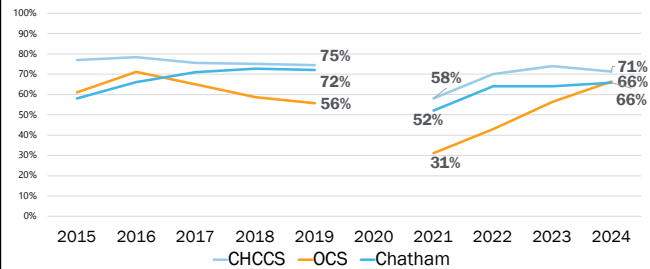
	CHCCS Grade Level Proficient	OCS Grade Level Proficient	Chatham Grade Level Proficient
Grade 3 (AY2021)	63%	39%	52%
Grade 4 (AY2022)	65%	50%	64%
Grade 5 (AY2023)	65%	51%	58%
Grade 6 (AY2024)	67%	53%	55%
for comparison: Grade 6 (AY2019)	77%	59%	64%

Source: NC Department of Public Instruction

237

### 3rd Grade Math Proficiency Over the Decade

Percent of students "Grade Level Proficient" (level 3+) on Grade 3 Math EOG test, AY2015-AY2024. No EOG tests were taken in 2020.

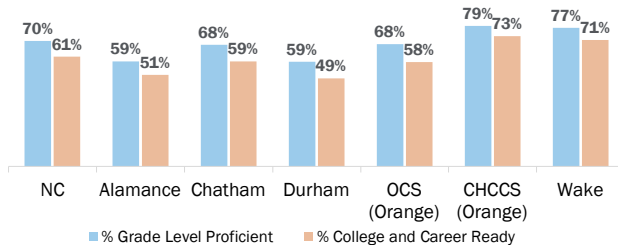


Source: NC Department of Public Instruction

238

### 8<sup>th</sup> Grade Science EOG Scores

Percent of students earning "College and Career Ready" scores (level 4 or 5) and "Grade Level Proficient" scores (level 3+) on Grade 8 Science End of Grade (EOG) test, AY2024

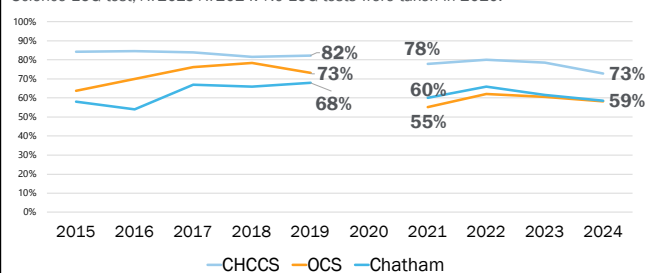


Source: NC Department of Public Instruction

239

### 8<sup>th</sup> Grade Science EOG: "College and Career Ready"

Percent of students earning "College and Career Ready" scores (level 4 or 5) on Grade 8 Science EOG test, AY2015-AY2024. No EOG tests were taken in 2020.

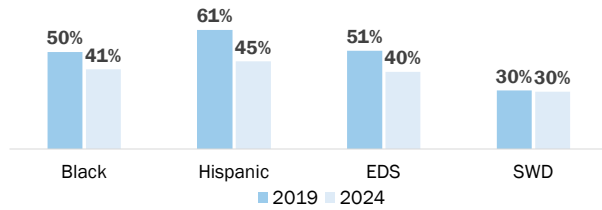


Source: NC Department of Public Instruction

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### CHCCS 8<sup>th</sup> Grade Science EOG, College and Career Ready

Percent of CHCCS students earning "College and Career Ready" scores (level 4 or 5) on Grade 8 Science EOG test, by subgroup, AY2019 vs AY2024

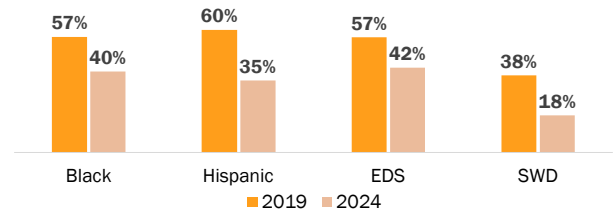


Source: NC Department of Public Instruction

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### OCS 8<sup>th</sup> Grade Science EOG, College and Career Ready

Percent of Orange County students earning "College and Career Ready" scores (level 4 or 5) on Grade 8 Science EOG test, by subgroup, AY2019 vs AY2024

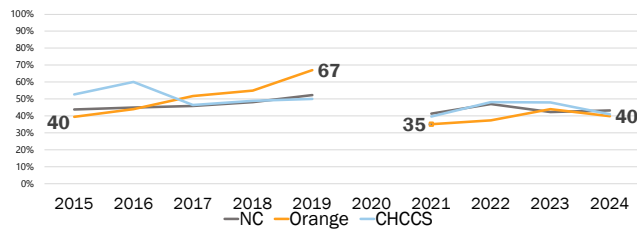


Source: NC Department of Public Instruction

242

### Black Students Grade 8 Science EOG "College and Career Ready"

Percent of students earning "College and Career Ready" scores (level 4 or 5) on Grade 8 Science EOG test, by district, AY2015 to AY2024

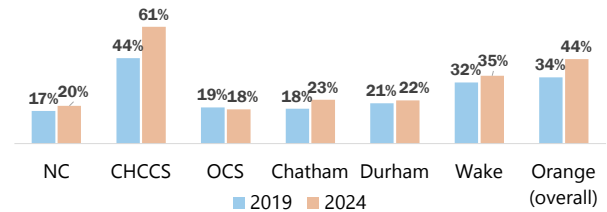


Source: NC Department of Public Instruction

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### AP Participation

Percent of high school students enrolled in Advanced Placement (AP) courses, AY2019 vs AY2024

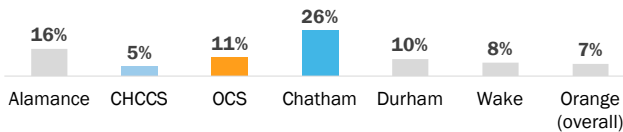


Source: NC Department of Public Instruction

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### Participation in Career-and-College Promise

Percent of high school students enrolled in Career & College Promise, North Carolina's dual enrollment program for high school students, AY2024

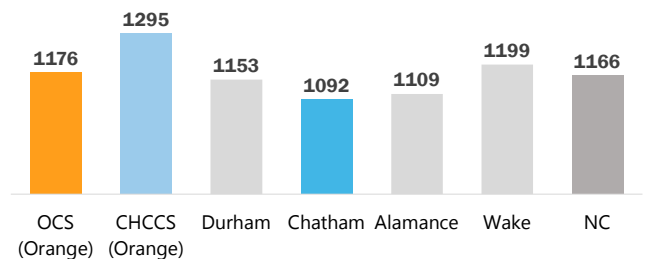


Source: NC Department of Public Instruction

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### Average SAT Total Scores

Average scores, AY2024

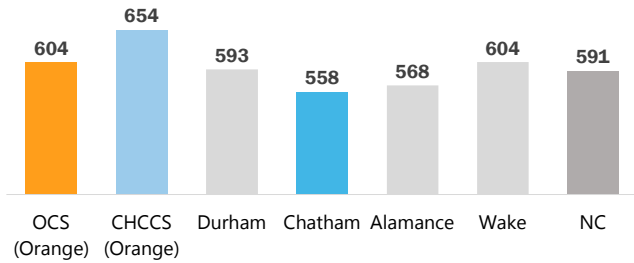


Source: NC Department of Public Instruction

246

### SAT Evidence-Based Reading and Writing Scores

Average scores, AY2024

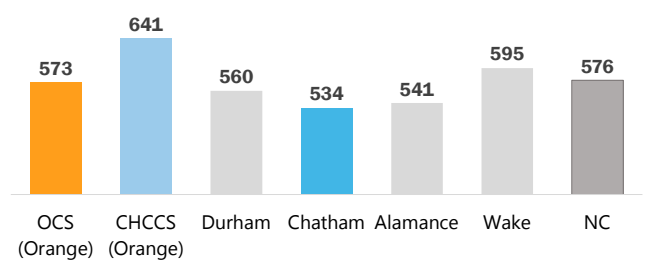


Source: NC Department of Public Instruction

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### SAT Average Math Scores

Average scores, AY2024

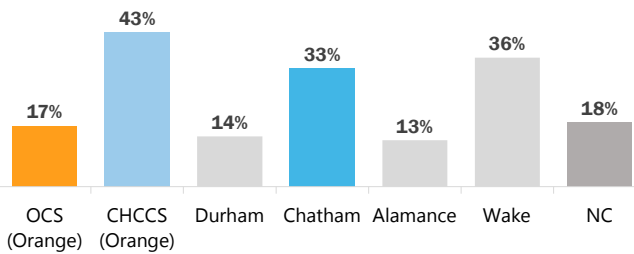


Source: NC Department of Public Instruction

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### Percent of Students Taking the SAT

Percent of students tested, AY2024

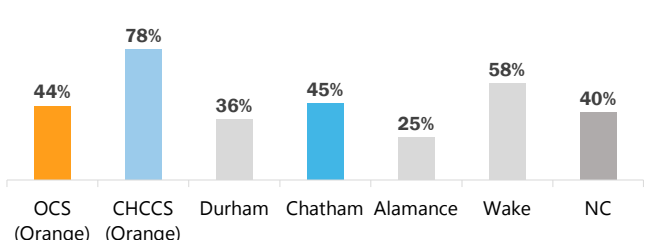


Source: NC Department of Public Instruction

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### Percent of Students Earning ACT Composite of 19 (UNC-system minimum)

AY2024

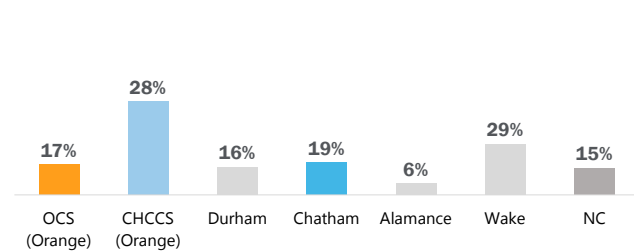


Source: NC Department of Public Instruction

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### Percent of all Students Meeting all 4 ACT Subtest Benchmarks (English, Math, Reading, Science)

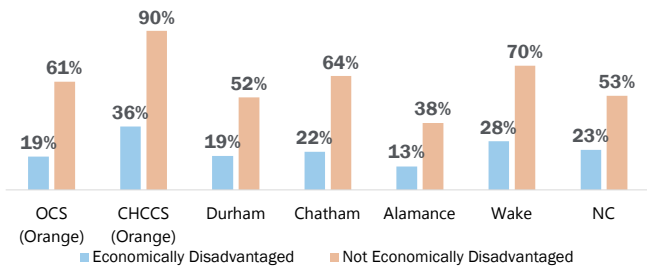
AY2024



Source: NC Department of Public Instruction

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### Percent of Students Earning an UNC System-Eligible ACT Composite Score (19+), AY 2024

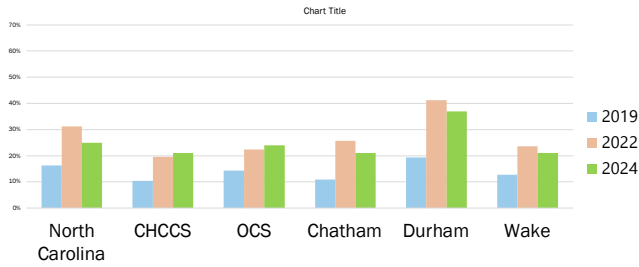


Source: NC Department of Public Instruction

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### Chronic Absenteeism – 2019 vs 2022 vs 2024

Chronic absenteeism is defined as missing 10% of school days in a year (18+ days if enrolled for the full school year)

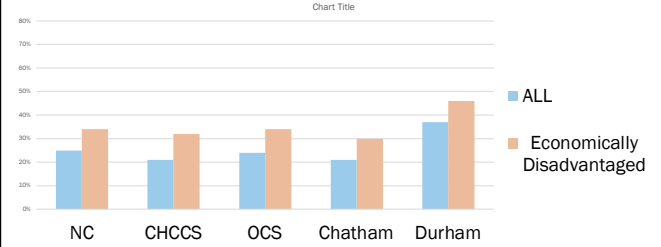


Source: NC Department of Public Instruction

253

### Chronic Absenteeism by Income Category, AY2024

Chronic absenteeism is defined as missing 10% of school days in a year (18+ days if enrolled for the full school year)

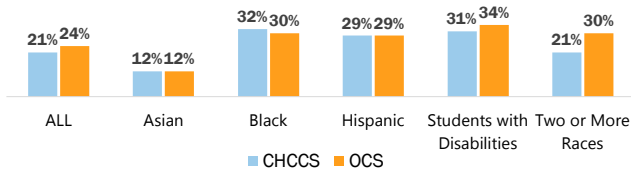


Source: NC Department of Public Instruction

254

### Chronic Absenteeism by Race/Ethnicity, AY2024

Chronic absenteeism is defined as missing 10% of school days in a year (18+ days if enrolled for the full school year)

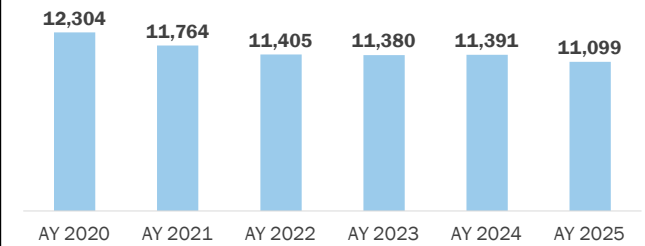


Source: NC Department of Public Instruction

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### Chapel Hill-Carrboro City Schools Annual Enrollment

Principals Monthly Report Month 2, Average Daily Membership (ADM) by Grade

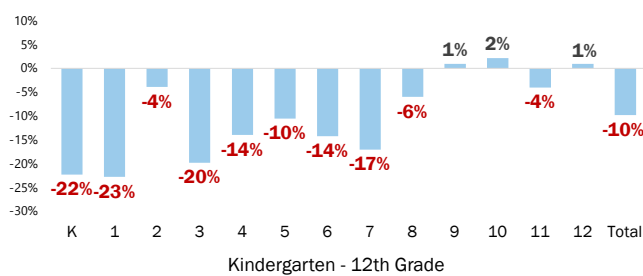


Source: NC Department of Public Instruction

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### Chapel Hill-Carrboro City Schools (CHCCS) Enrollment Change

Percent increase/decrease in Average Daily Membership (ADM), AY2020 to AY2025

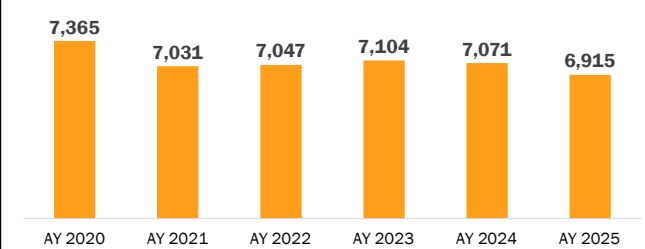


Source: NC Department of Public Instruction, Principal's Monthly Report Month 2

257

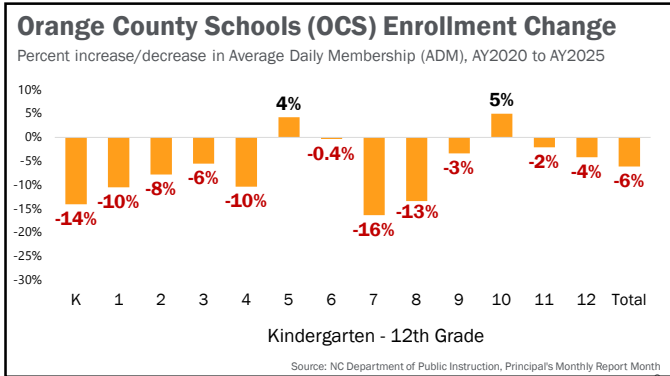
### Orange County Schools (OCS) Annual Enrollment

Principals Monthly Report Month 2, Average Daily Membership (ADM) by Grade

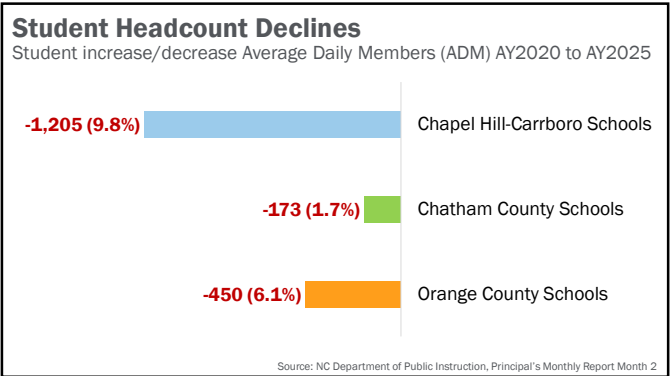


Source: NC Department of Public Instruction

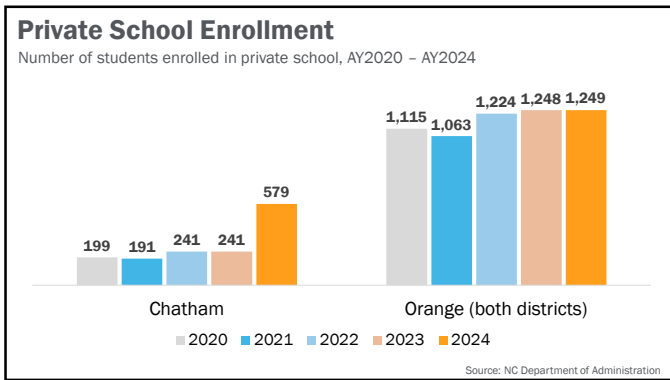
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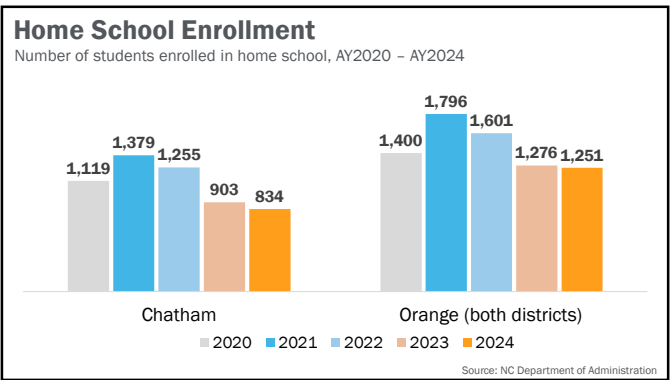
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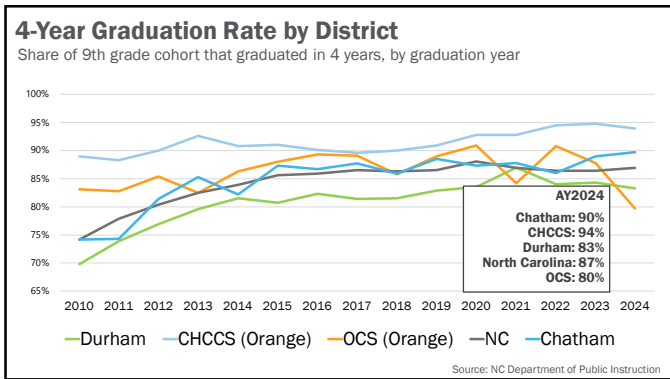
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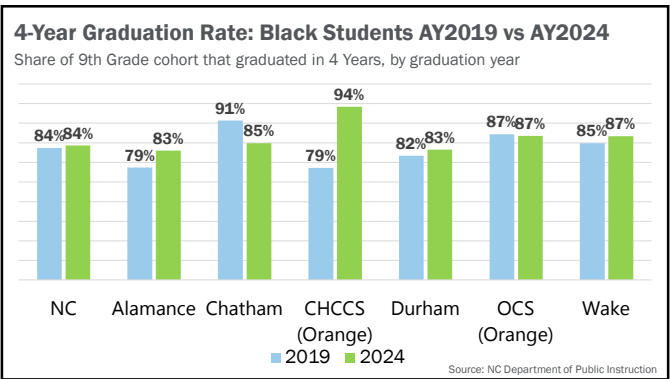
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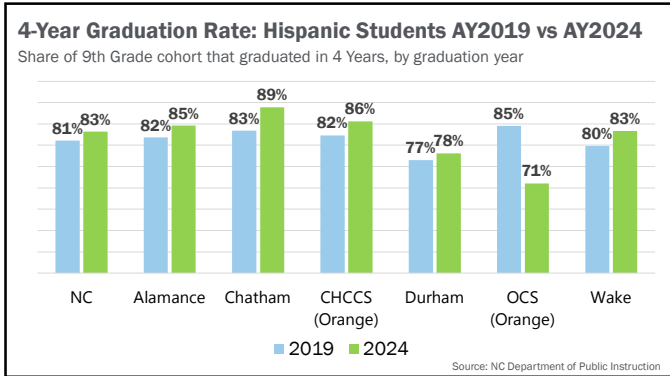
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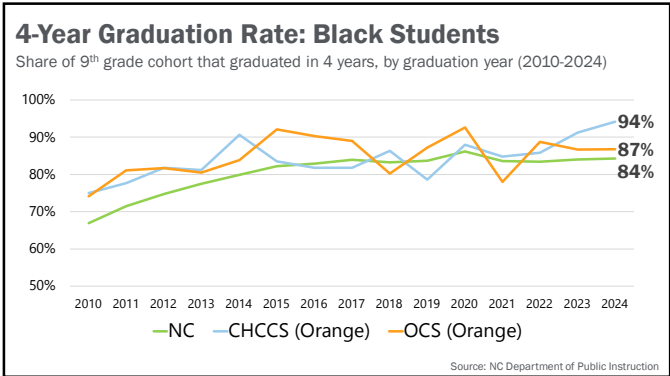
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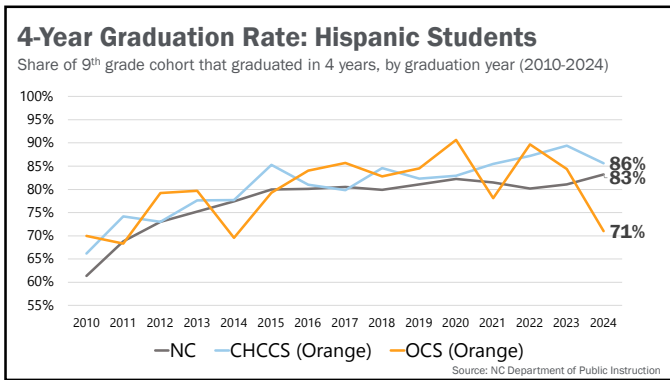
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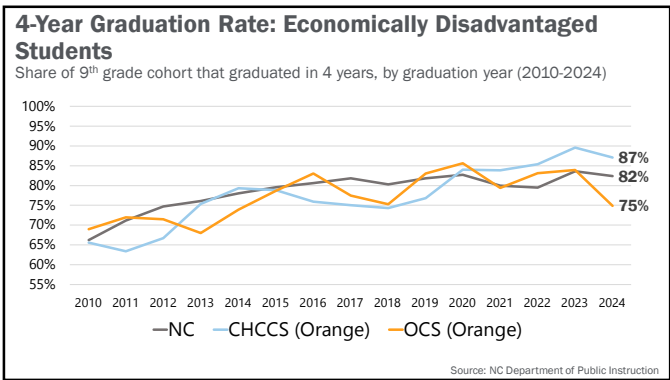
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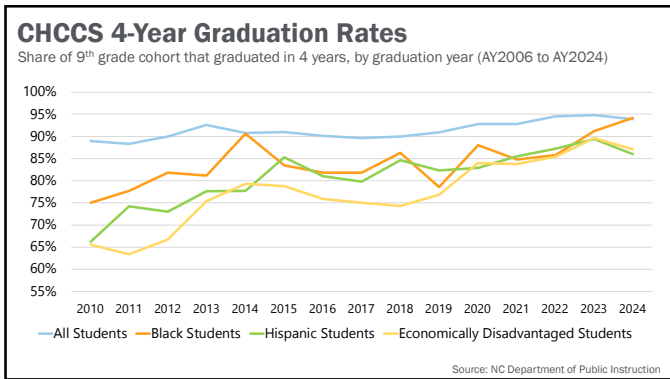
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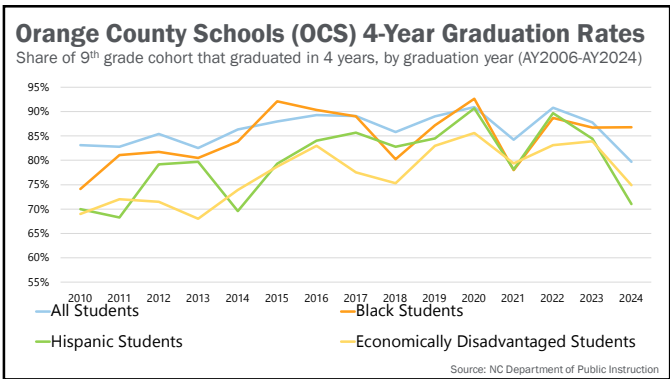
267



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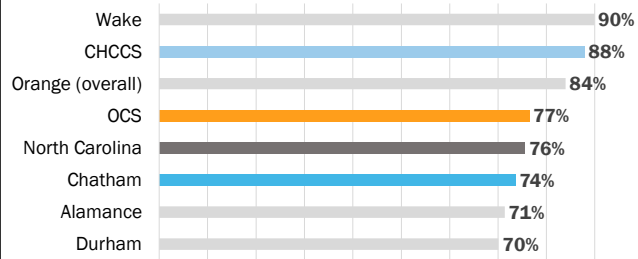
269



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## Postsecondary Intentions

Percent of high school graduates who reported intentions to enroll in post-secondary education, AY2023

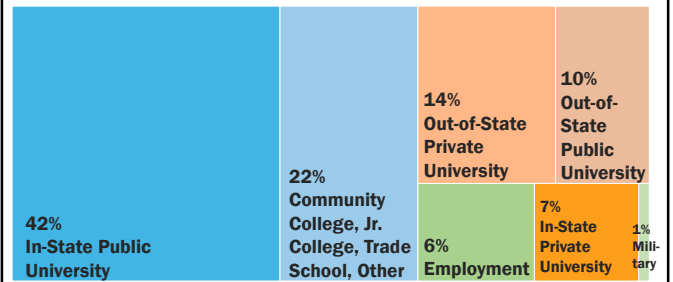


Source: NC Department of Public Instruction

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## CHCCS Postsecondary Intentions

Breakdown of Chapel Hill Carrboro City Schools seniors' reported plans post-graduation, AY2023

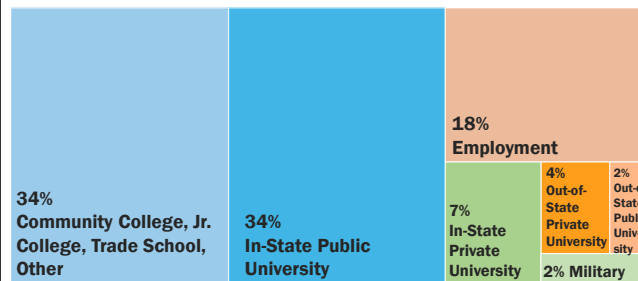


Source: NC Department of Public Instruction

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## Orange County Schools Postsecondary Intentions

Breakdown of Orange County Schools seniors' reported plans post-graduation, AY2023



Source: NC Department of Public Instruction

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**Ian Scott**  
Vice President for Advocacy



#DataDive2025

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**Robin Pulver**  
Executive Director

Orange County Partnership  
for Young Children

#DataDive2025

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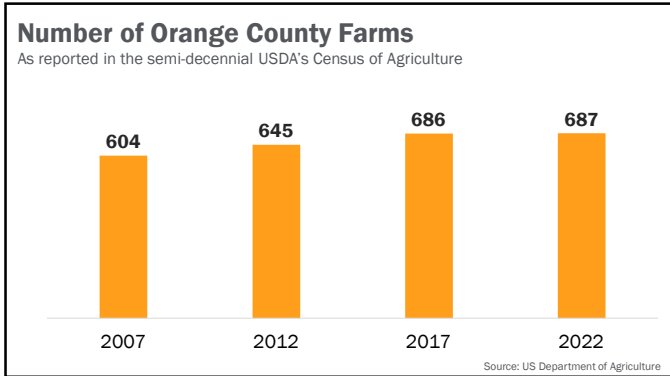
**Anna Mercer-McLean**  
Director



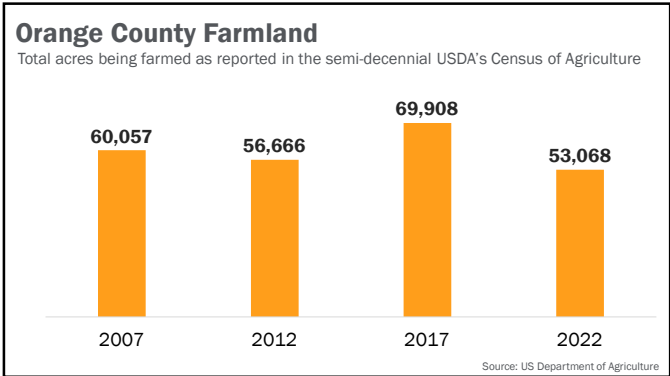
Community School  
for People under Six  
Preparing Our Children for a  
Brighter Tomorrow

#DataDive2025

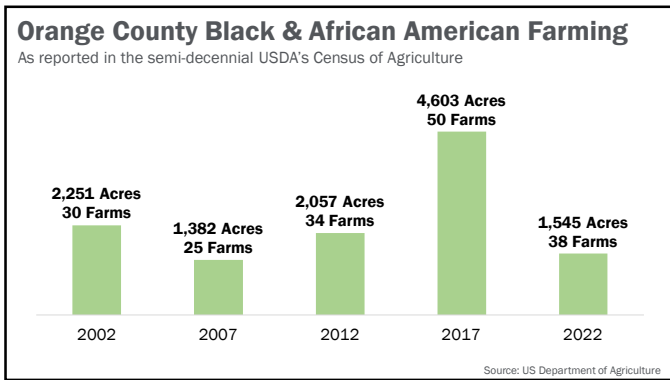
276



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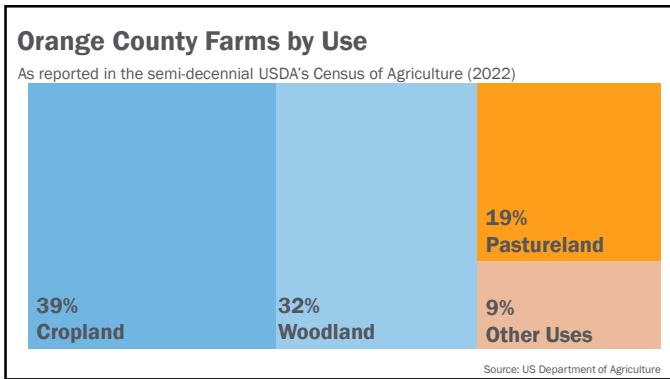
### Hired Farm Labor: Orange County

As reported in the semi-decennial USDA's Census of Agriculture (2022)

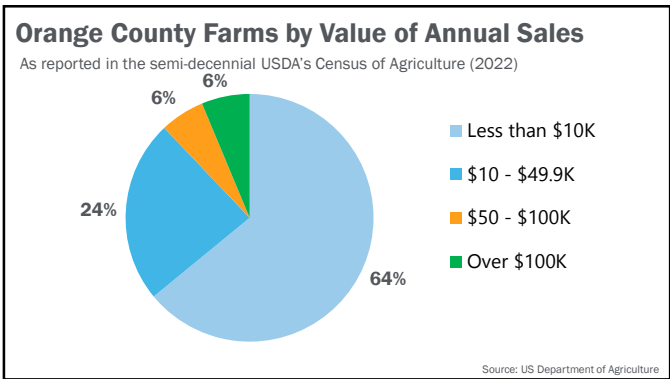
	Farms with Workers	Workers	Annual Wages
2002	232	774	\$3,383,000
2007	153	700	\$4,460,000
2012	203	656	\$6,059,000
2017	206	824	\$7,358,000
2022	174	597	\$7,327,000

Source: US Department of Agriculture

280

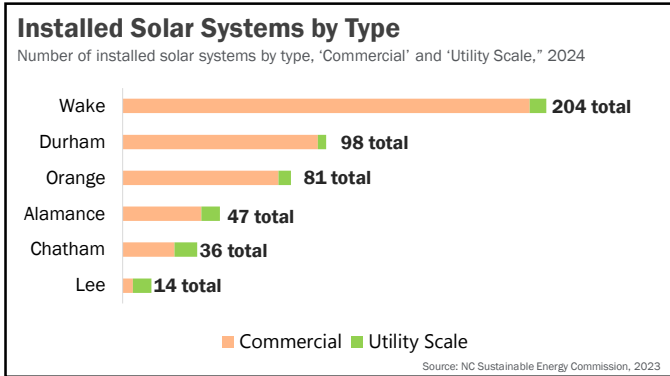


281

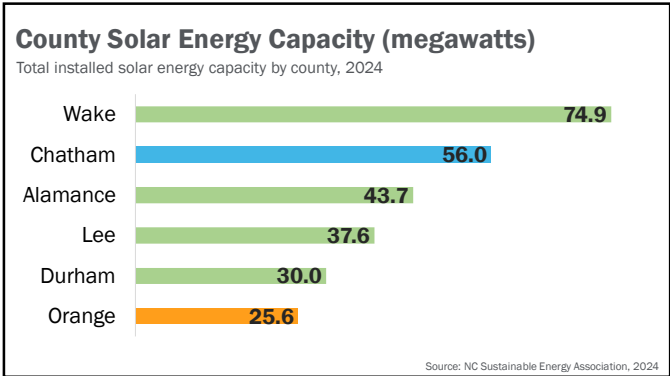


282

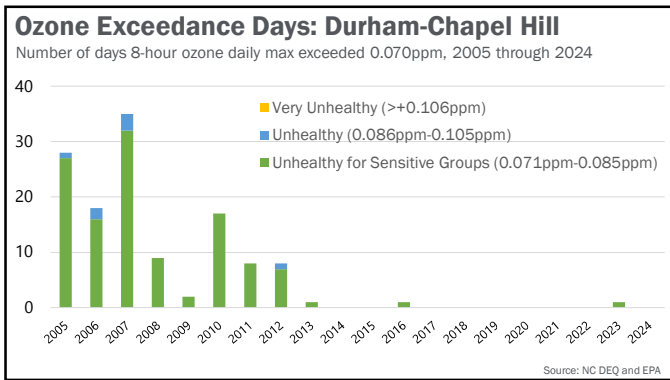




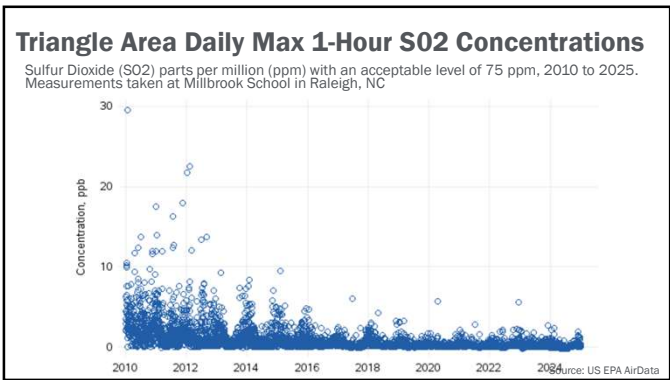
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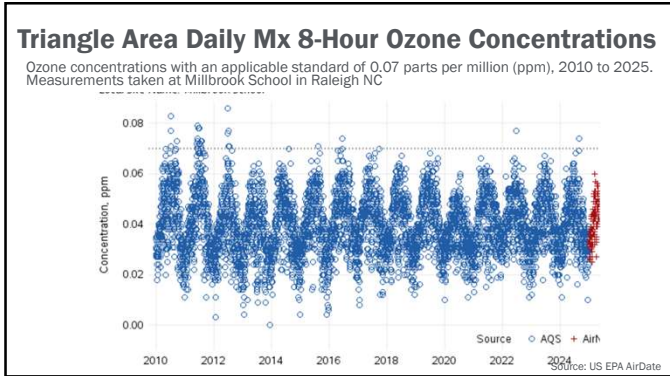
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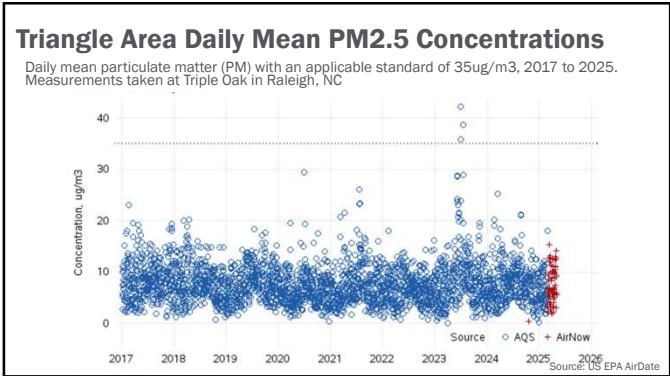
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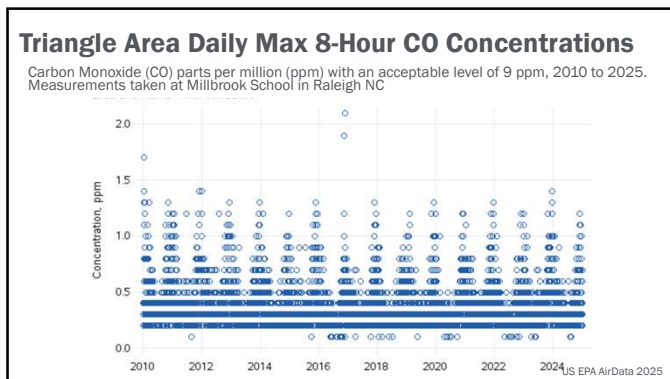
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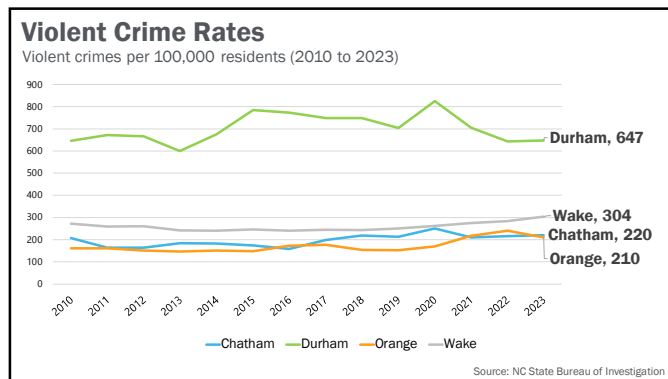
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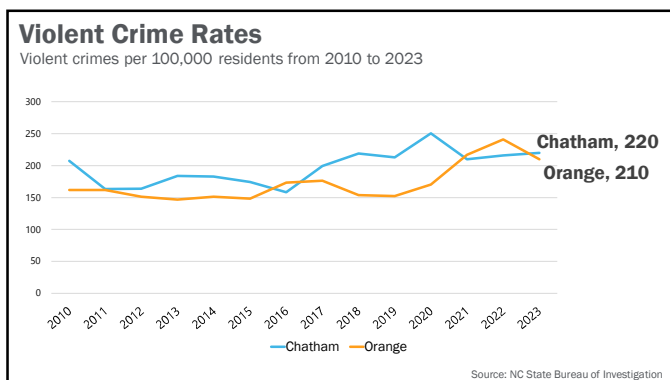
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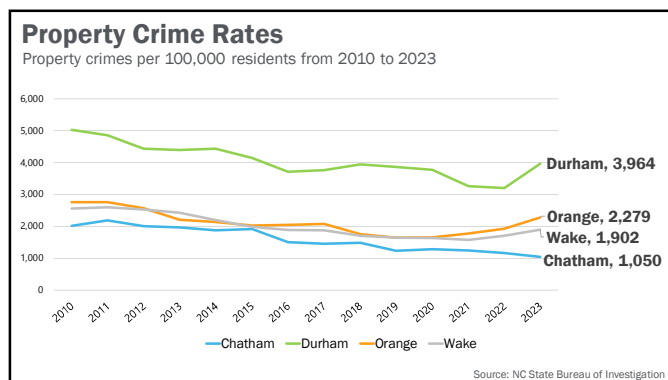
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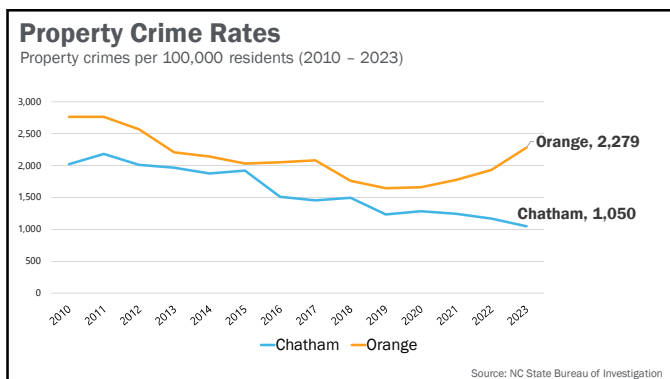
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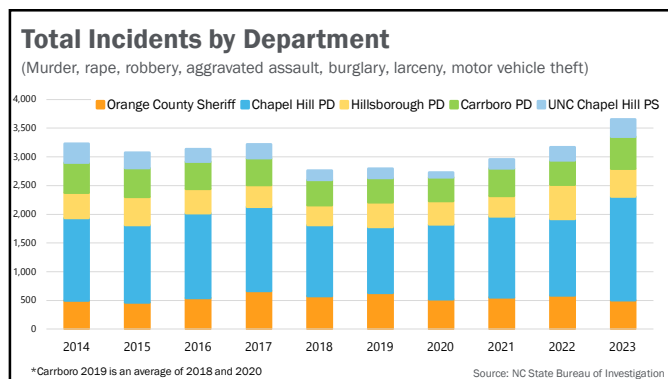
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