County Facts: Stanly County, NC
Population 61,000

The Local Economy

- Unemployment rate: Stanly County 4.2%, NC 4.4%, United States 4.5%
- Poverty rate: Stanly County 13.3%, NC 13.3%, United States 13.3%
- Median family income (000s): Stanly County $59, NC $57, United States $50
- Population growth 2000-2017: Stanly County 6%, NC 6%, United States 6%
- Manufacturing share of workforce: Stanly County 28%, NC 28%, United States 28%
- Farming share of workforce: Stanly County 12%, NC 12%, United States 12%
- Great Recession unemployment spike (pp): Stanly County 6%, NC 6%, United States 6%

How Local Kids' Lives Turn Out

- Percent graduating any college: Stanly County 45%, NC 46%, United States 46%
- Percent reaching upper-middle class: Stanly County 17%, NC 16%, United States 16%
- Percent achieving American Dream: Stanly County 6%, NC 7%, United States 7%
- Percent giving birth as a teen: Stanly County 22%, NC 20%, United States 20%
- Percent landing in jail: Stanly County 1.2%, NC 1.5%, United States 1.5%
- Local school expenditure per student (000s): Stanly County $4.9, NC $5.4, United States $6.4
Local Colleges and Upward Mobility

### 4-Year Colleges

<table>
<thead>
<tr>
<th></th>
<th>Pfeiffer Univ.</th>
<th>North Carolina 4-year-college average</th>
<th>U.S. 4-year-college average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-income share of students</td>
<td>8.8%</td>
<td>7.8%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Low-income student success rate</td>
<td>48.6%</td>
<td>41.1%</td>
<td>51.3%</td>
</tr>
</tbody>
</table>

### 2-Year Colleges

<table>
<thead>
<tr>
<th></th>
<th>Stanly CC (public)</th>
<th>North Carolina 2-year-college average</th>
<th>U.S. 2-year-college average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-income share of students</td>
<td>15.6%</td>
<td>17.0%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Low-income student success rate</td>
<td>27.5%</td>
<td>22.7%</td>
<td>32.9%</td>
</tr>
</tbody>
</table>

*: Data refers to the full college system, not just this campus. †: In nearby county

Local Demographics

<table>
<thead>
<tr>
<th></th>
<th>Stanly County</th>
<th>NC</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent Black</td>
<td>11%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Percent Hispanic</td>
<td>5%</td>
<td>9%</td>
<td>5%</td>
</tr>
<tr>
<td>Percent over age 65</td>
<td>2.9%</td>
<td>13.0%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Percent college grad</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Crime rate (arrests per 10K residents)</td>
<td>79</td>
<td>76</td>
<td>82.5</td>
</tr>
<tr>
<td>Life expectancy (years)</td>
<td>82.2</td>
<td>82.5</td>
<td>82.2</td>
</tr>
<tr>
<td>Opioid deaths (deaths per 10k residents)</td>
<td>18</td>
<td>19</td>
<td>15</td>
</tr>
</tbody>
</table>
Definitions and Sources

The Local Economy
- Unemployment rate (August 2018, BLS)
- Poverty rate (2012-2016 ACS)
- Median family income (2016 ACS)
- Manufacturing share of workforce (2012-2016 ACS)
- Farming share of workforce (2012-2016 ACS)
- Great Recession unemployment spike (BLS LAUS)

How Local Kids’ Lives Turn Out
- Percent graduating any college (2-yr or 4-yr, Tax Data 2, N/A for some counties)
- Percent reaching upper middle-class (top 20% of the U.S. income distribution, Tax Data 1, N/A for some counties)
- Percent achieving American Dream (share of local low-income kids—i.e. those with 25th-income-percentile parents—who reach the top 20% of the U.S. income distribution as adults, Tax Data 1, N/A for some counties)
- Percent (of local female kids) giving birth as a teen (Tax Data 1, N/A for some counties)
- Percent landing in jail (percent of local kids in jail on 1 April 2010, Tax Data 1 and 2010 Census, N/A for some counties)
- Local school expenditure per student (in public schools, NCES, N/A for some counties)

Local Colleges and Upward Mobility
- Low-income share of students (share of age-18-22 students with bottom-20% parents, Tax Data 2)
- Low-income student success rate (share of low-income age-18-22 students who reach the top 40% of the U.S. income distribution as adults, Tax Data 2)

Local Demographics
- Percent Black (2012-2016 ACS)
- Percent Hispanic (2012-2016 ACS)
- Percent over age 65 (2010 Census)
- Percent college grad (4-yr college, 2012-2016 ACS)
- Crime rate (serious violent and property arrests per 10,000 residents, FBI Uniform Crime Reports, N/A for some counties)
- Life expectancy (at age 40, Tax Data 3, N/A for some counties)
- Opioid deaths (per 10,000 residents in 2017, CDC, N/A for some counties and some counties report population weighted commuting zone average)

Sources Legend
- ACS: U.S. Census Bureau American Community Surveys, 2012-2016
- CDC: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2017 on CDC WONDER Online Database.
- Census: U.S. Census Bureau