

# NEWTON STRATEGIC PLAN ECONOMIC DEVELOPMENT DATA OVERVIEW

Western Piedmont Council of Governments

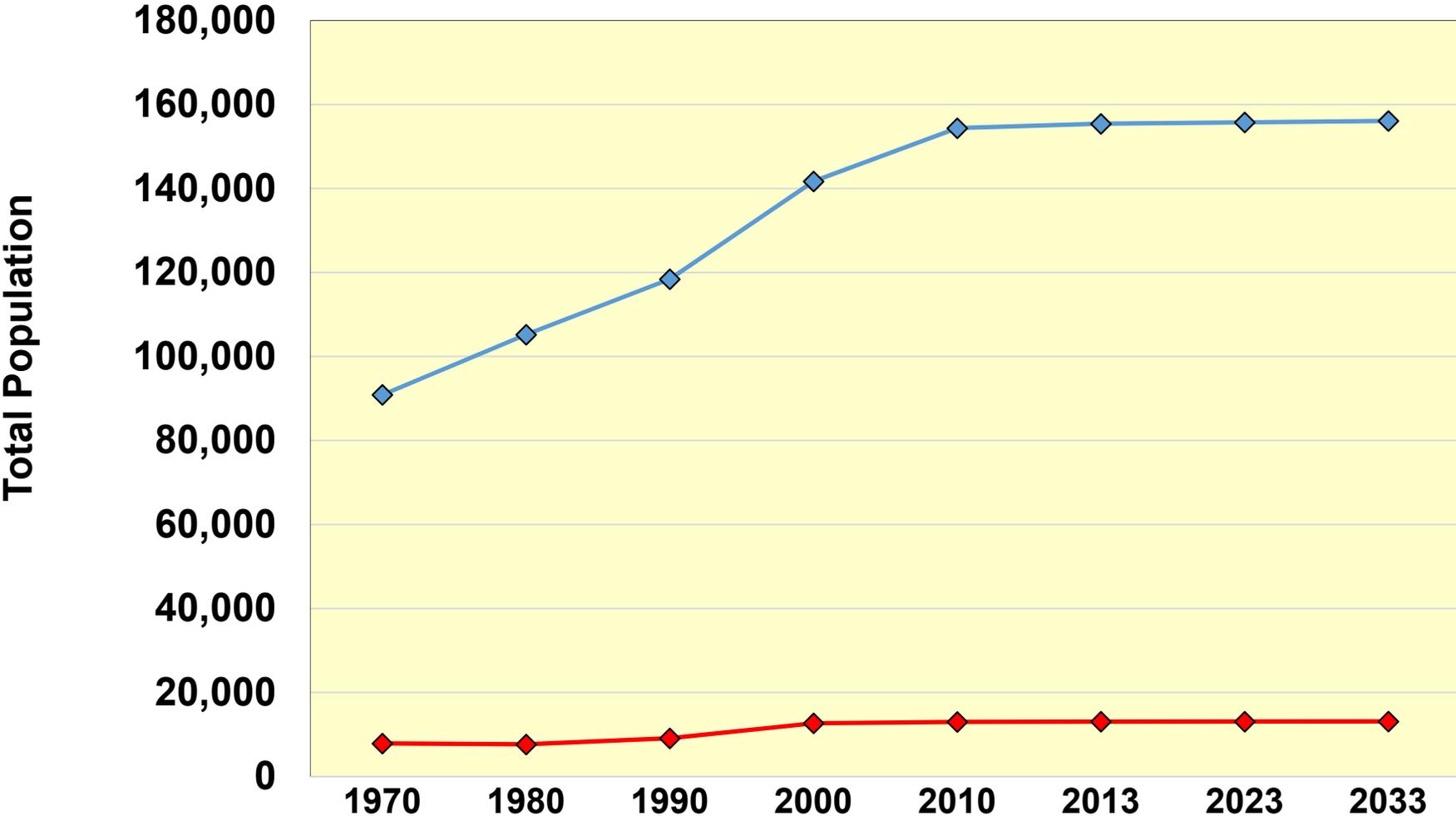
March 5, 2015



# Newton Population Trends



# Population Change 1970 to 2013 and Projections to 2033, Newton and Catawba County



◆ Catawba County

◆ Newton

90,873 105,208 118,412 141,686 154,358 155,411 155,732 156,084

7,857 7,624 9,077 12,659 12,968 13,031 13,058 13,087

## Newton Population by Age Group, 2000-2010

Age Group	2000 Census	2010 Census	Change 2000-10	% Change 2000-10
Under 5 Years	838	955	117	14.0
5 to 9 Years	870	867	-3	-0.3
10 to 14 Years	793	818	25	3.2
15 to 19 Years	786	812	26	3.3
20 to 24 Years	806	825	19	2.4
25 to 34 Years	1,809	1,680	-129	-7.1
35 to 44 Years	1,867	1,722	-145	-7.8
45 to 54 Years	1,604	1,801	197	12.3
55 to 59 Years	554	758	204	36.8
60 to 64 Years	527	674	147	27.9
65 to 74 Years	936	930	-6	-0.6
75 to 84 Years	822	705	-117	-14.2
85 Years and Over	348	421	73	21.0
<b>Total</b>	<b>12,560</b>	<b>12,968</b>	<b>408</b>	<b>3.2</b>

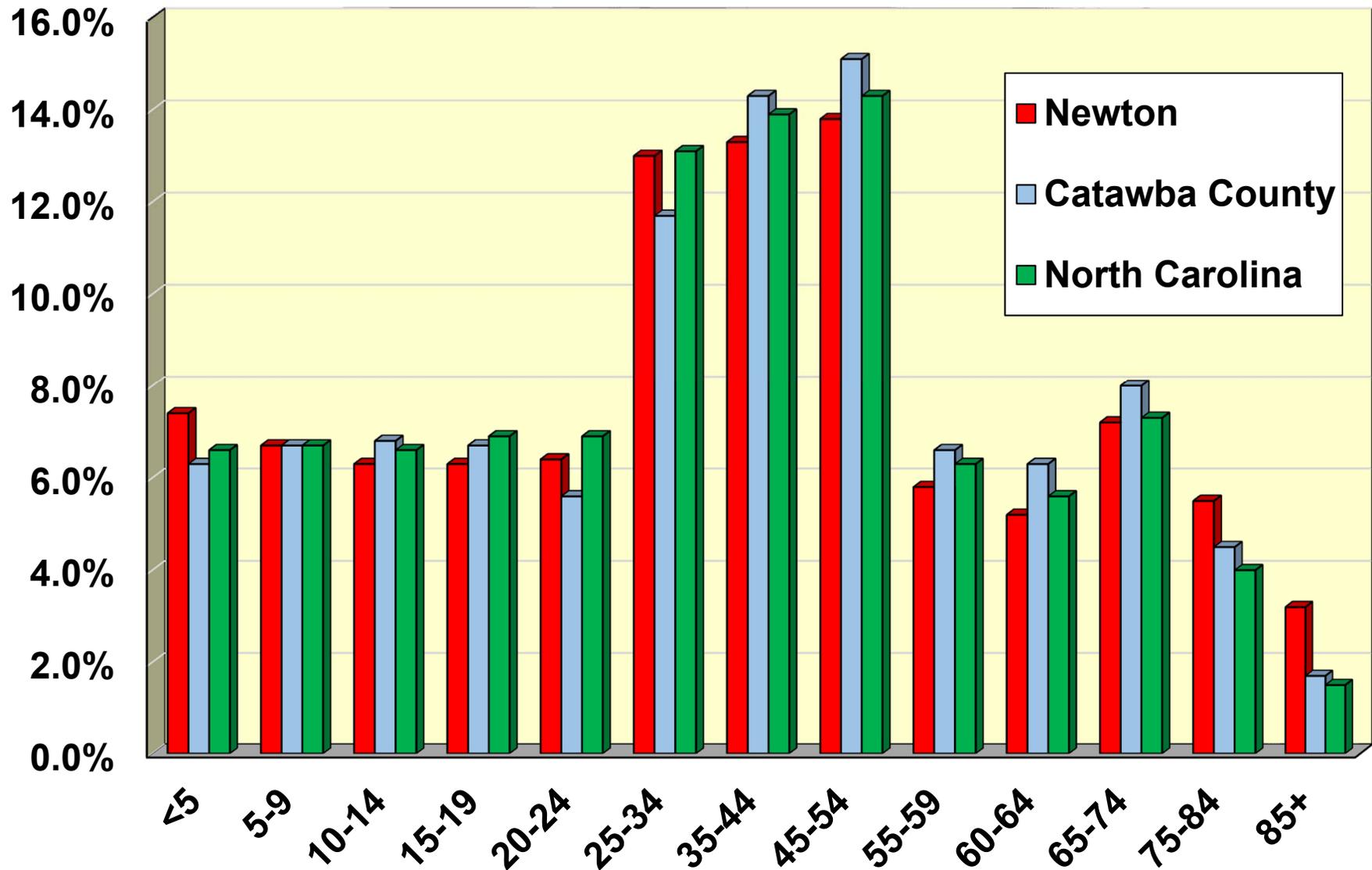
Source: 2000-2010 Census, US Census Bureau.

# Catawba County Population by Age Group, 2000-2010

<b>Age Group</b>	<b>2000 Census</b>	<b>2010 Census</b>	<b>Change 2000-10</b>	<b>% Change 2000-10</b>
Under 5 Years	9,264	9,670	406	4.4
5 to 9 Years	10,020	10,310	290	2.9
10 to 14 Years	9,637	10,429	792	8.2
15 to 19 Years	9,003	10,322	1,319	14.7
20 to 24 Years	8,974	8,574	-400	-4.5
25 to 34 Years	21,400	18,023	-3,377	-15.8
35 to 44 Years	22,664	22,086	-578	-2.6
45 to 54 Years	19,863	23,355	3,492	17.6
55 to 59 Years	7,472	10,145	2,673	35.8
60 to 64 Years	5,963	9,671	3,708	62.2
65 to 74 Years	9,625	12,349	2,724	28.3
75 to 84 Years	6,010	6,850	840	14.0
85 Years and Over	1,790	2,574	784	43.8
<b>Total</b>	<b>141,685</b>	<b>154,358</b>	<b>12,673</b>	<b>8.9</b>

Source: 2000-2010 Census, US Census Bureau.

## Population Distribution by Age Cohort, 2010, City of Newton, Catawba County and North Carolina

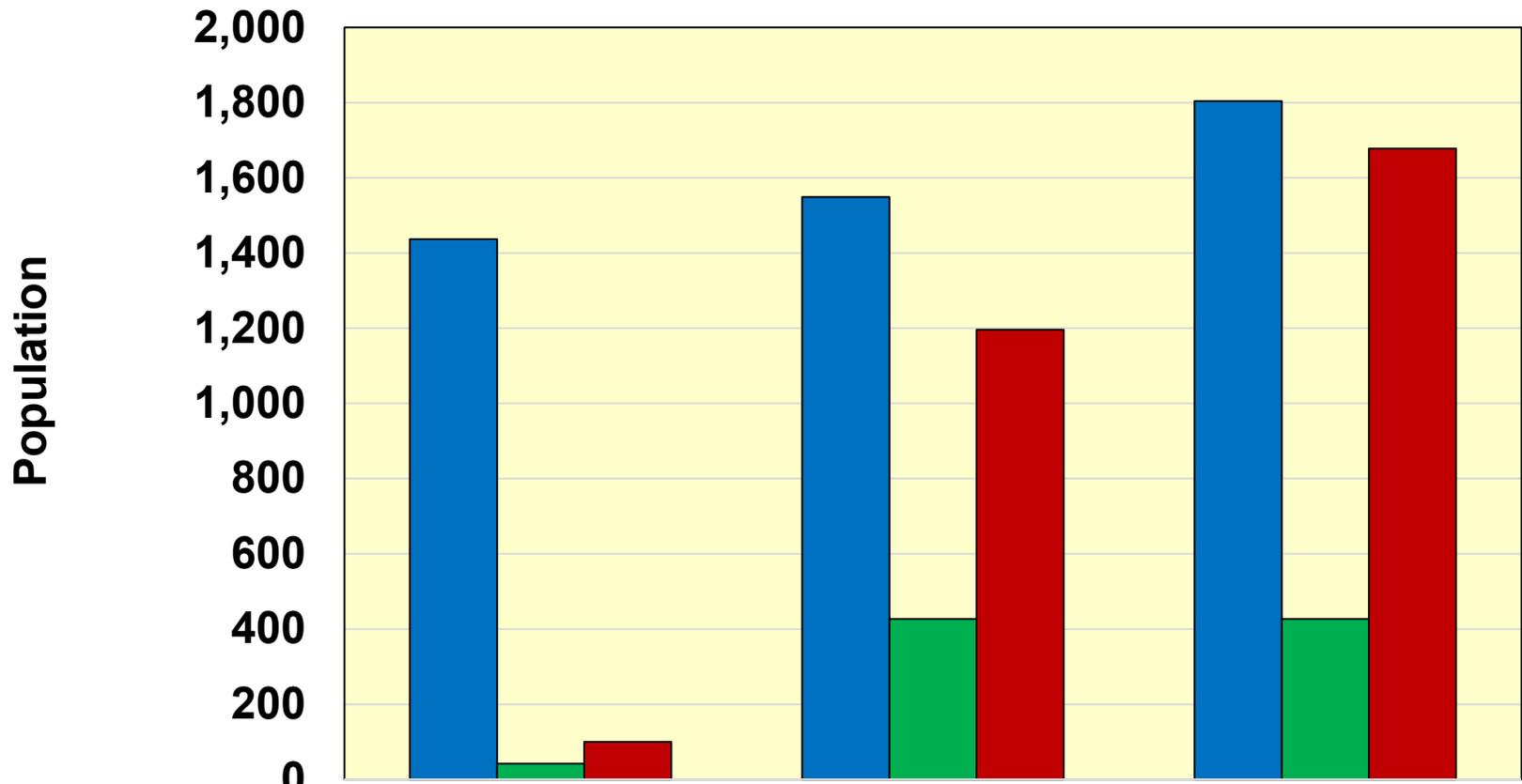


# Catawba County Population Projections by Age Group, 2010-2030

<b>Age Group</b>	<b>2013 Estimate</b>	<b>2033 Projection</b>	<b>Change 2013-33</b>	<b>% Change 2013-33</b>
Under 5 Years	9,059	9,295	236	2.6
5 to 9 Years	10,013	9,063	-950	-9.5
10 to 14 Years	10,575	8,844	-1,731	-16.4
15 to 19 Years	10,409	8,715	-1,694	-16.3
20 to 24 Years	9,596	9,199	-397	-4.1
25 to 34 Years	17,490	20,405	2,915	16.7
35 to 44 Years	20,779	19,783	-996	-4.8
45 to 54 Years	22,990	17,016	-5,974	-25.9
55 to 59 Years	10,764	8,994	-1,770	-16.4
60 to 64 Years	9,535	9,999	464	4.9
65 to 74 Years	14,469	18,579	4,110	28.4
75 to 84 Years	7,093	12,049	4,956	69.9
85 Years and Over	2,639	4,111	1,472	55.8
<b>Total</b>	<b>155,411</b>	<b>156,052</b>	<b>641</b>	<b>0.4</b>

Source: 2010 Census, US Census Bureau and NC Office of Management and Budget.

# Newton Minority Population, 1990 to 2010

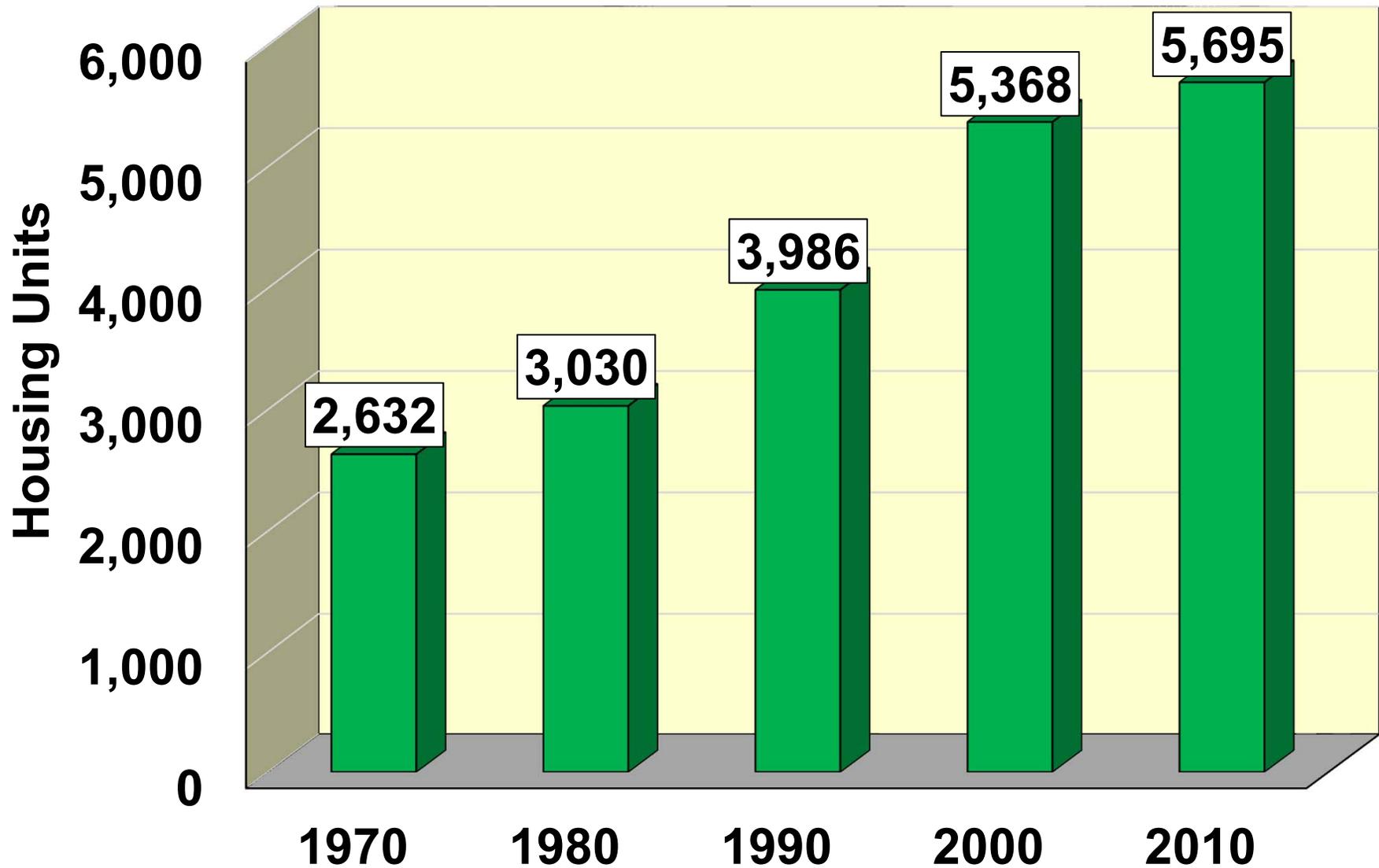


	1990	2000	2010
<b>African-Americans</b>	<b>1,437</b>	<b>1,549</b>	<b>1,804</b>
<b>Asian-Americans</b>	<b>42</b>	<b>427</b>	<b>427</b>
<b>Hispanics</b>	<b>100</b>	<b>1,196</b>	<b>1,678</b>

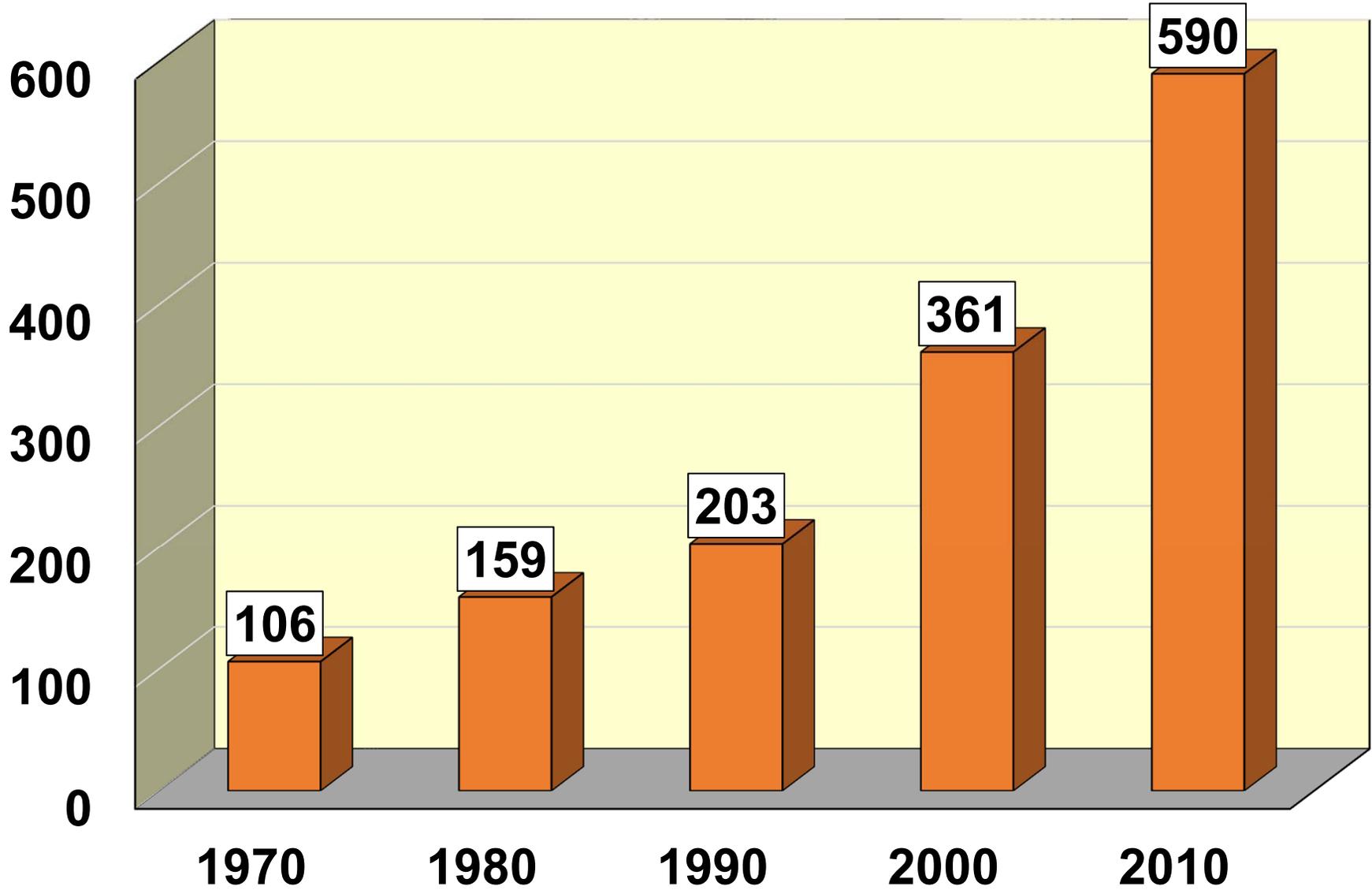
# Newton Housing Trends



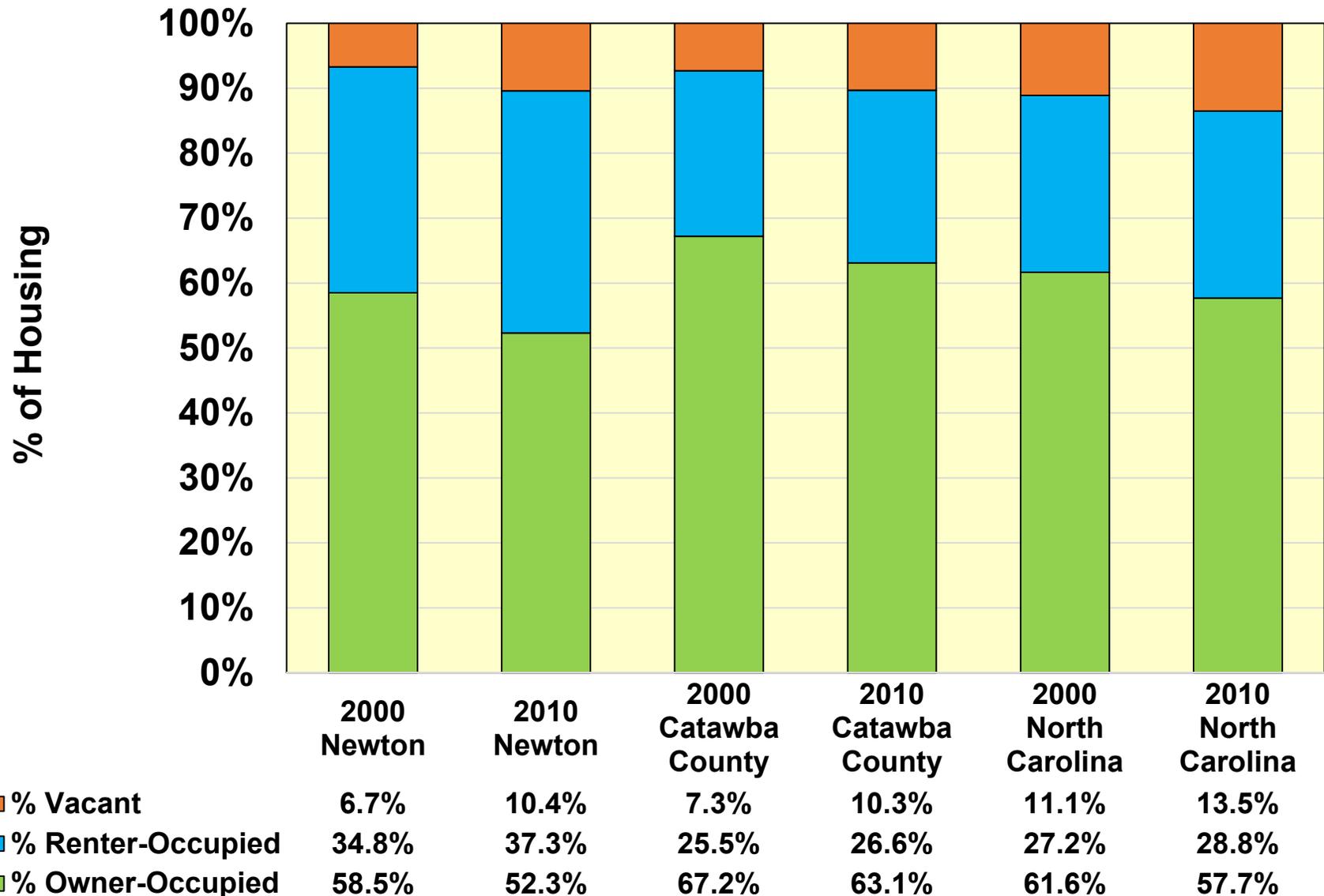
## Newton Housing Units, 1970 to 2010



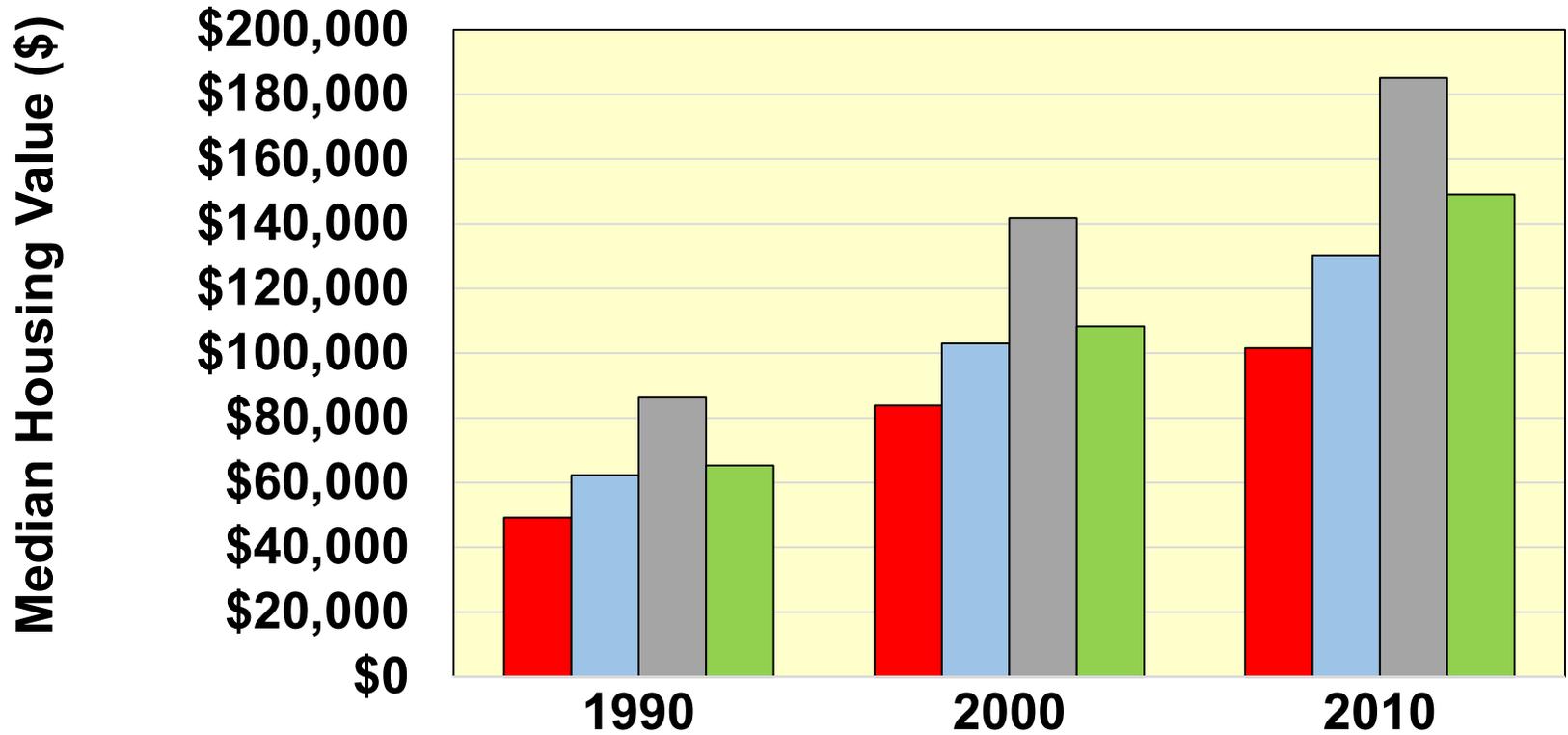
# Newton Vacant Housing Units, 1970-2010



## Percent of Housing Units by Tenure, 2000 and 2010, Newton, Catawba County and North Carolina

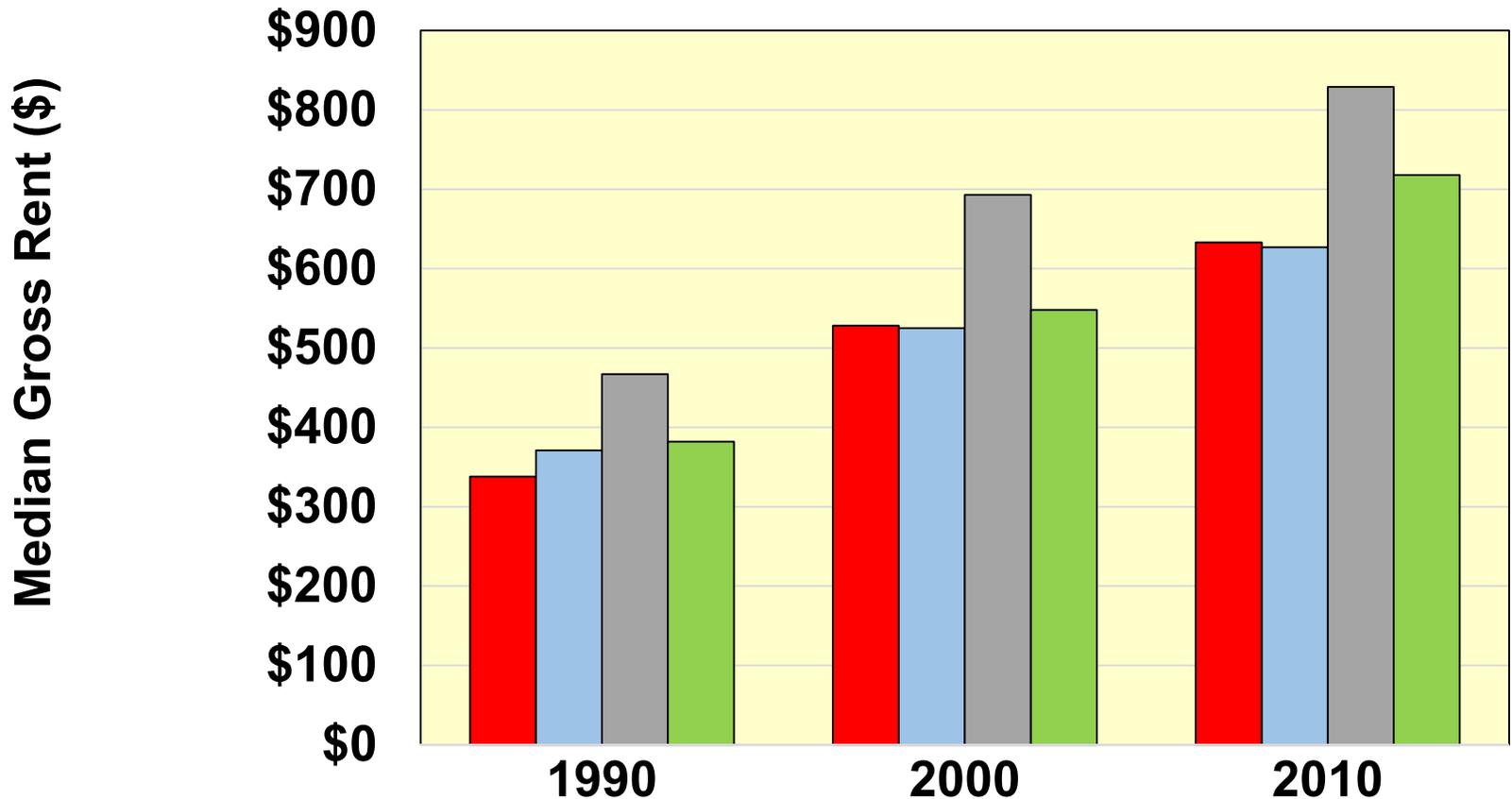


# Median Value of Owner-Occupied Housing 1990 to 2010, Newton, Catawba County, Mecklenburg County and North Carolina



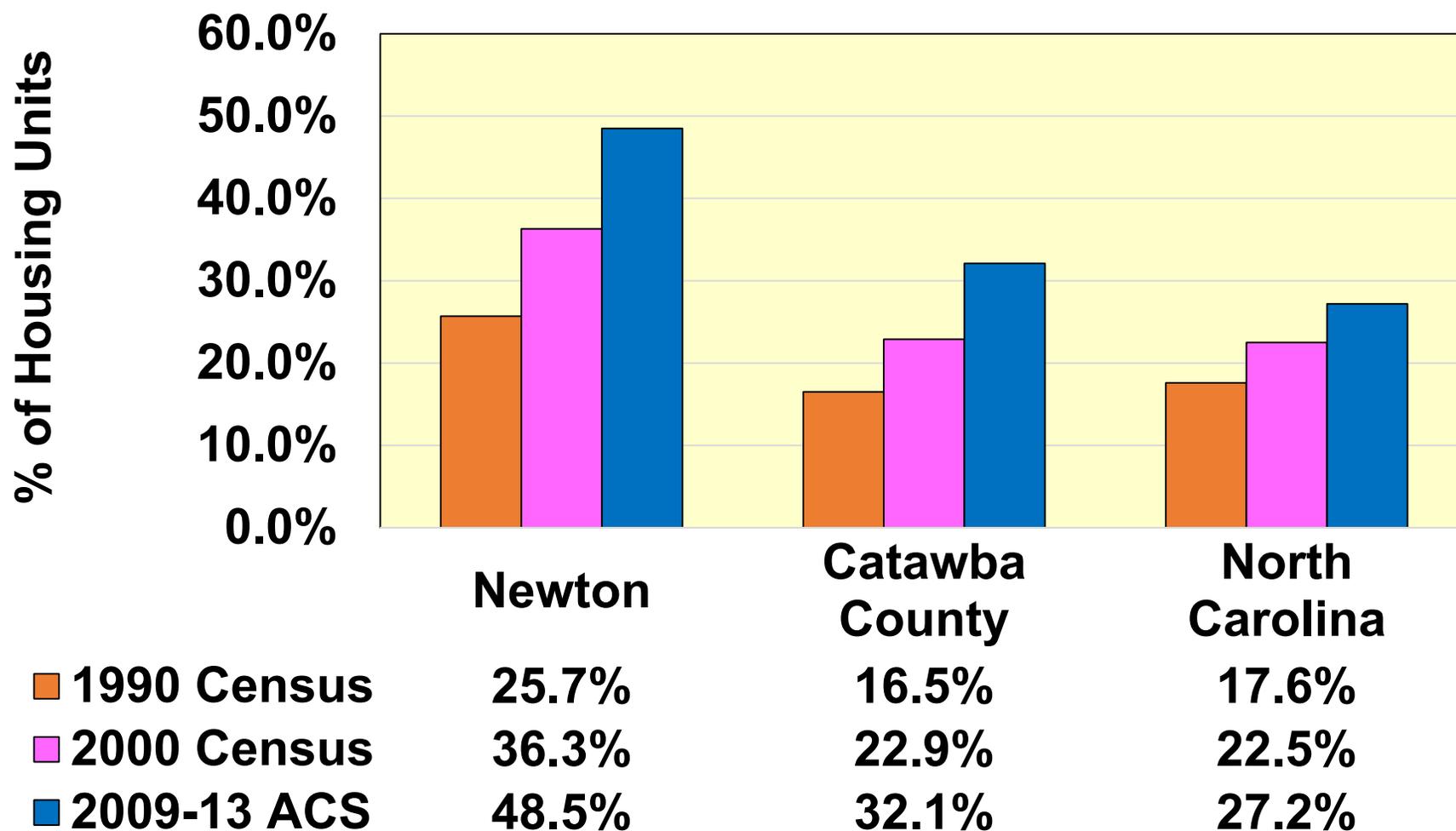
<span style="color: red;">■</span> Newton	\$49,200	\$83,900	\$101,600
<span style="color: blue;">■</span> Catawba County	\$62,300	\$103,000	\$130,300
<span style="color: grey;">■</span> Mecklenburg County	\$86,300	\$141,800	\$185,100
<span style="color: green;">■</span> North Carolina	\$65,300	\$108,300	\$149,100

# Median Gross Rent 1990 to 2010, Newton, Catawba County, Mecklenburg County and NC



<span style="color: red;">■</span> Newton	\$338	\$528	\$633
<span style="color: blue;">■</span> Catawba County	\$371	\$525	\$627
<span style="color: grey;">■</span> Mecklenburg County	\$467	\$693	\$829
<span style="color: green;">■</span> North Carolina	\$382	\$548	\$718

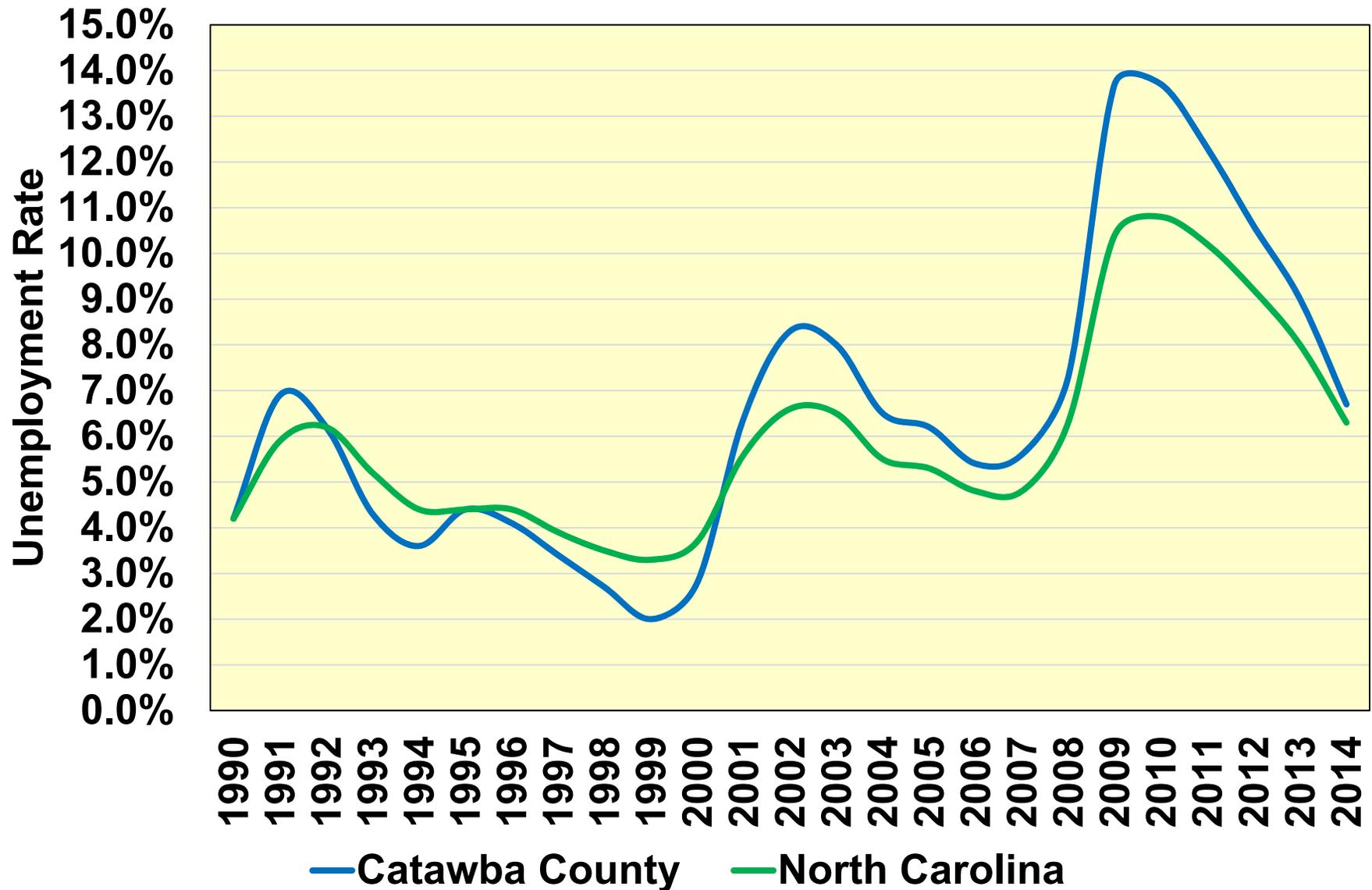
## Percent of Housing that is Over 40 Years Old, 1990 to 2009-13 ACS, Newton, Catawba County and North Carolina



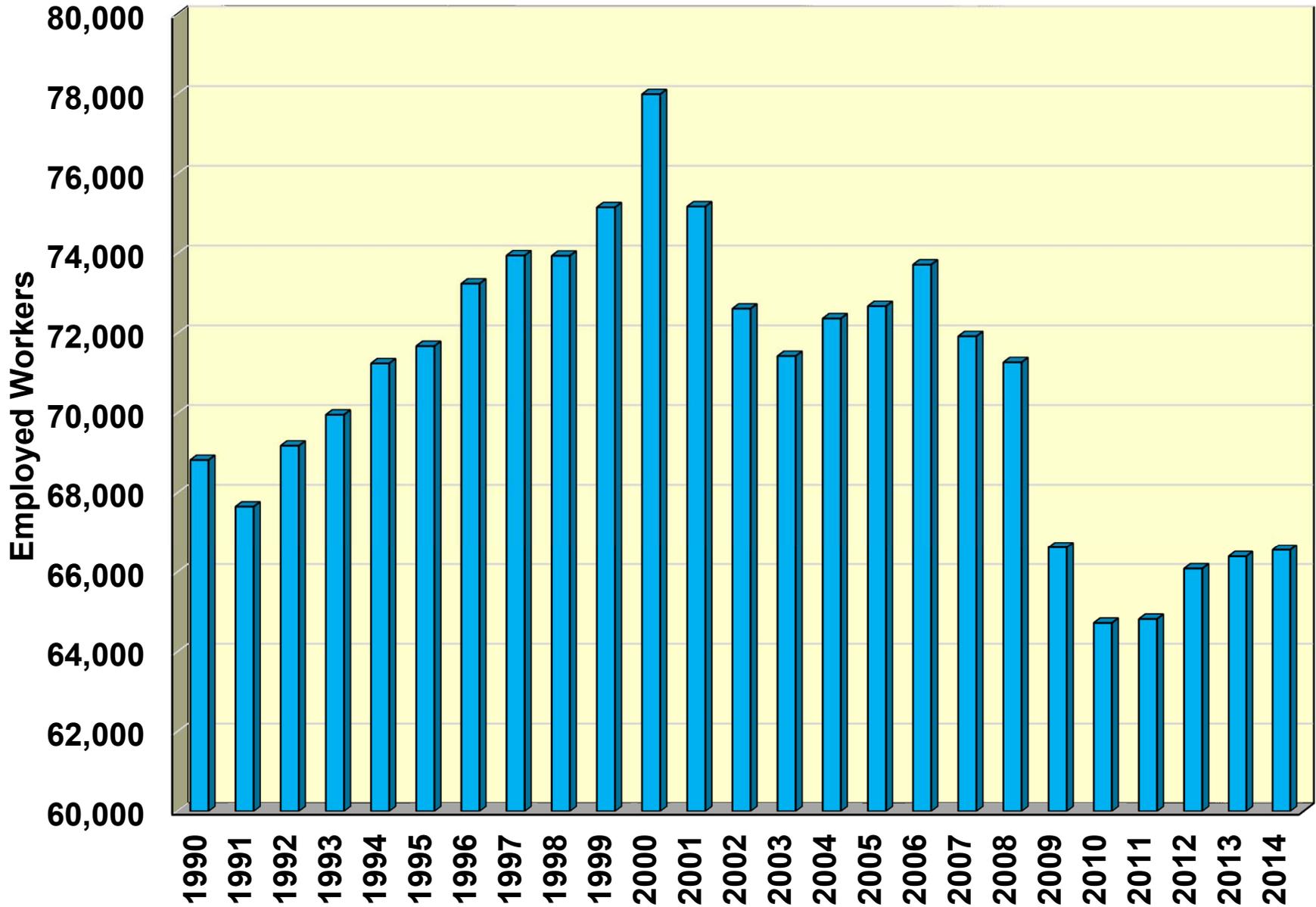
# Newton Employment Trends



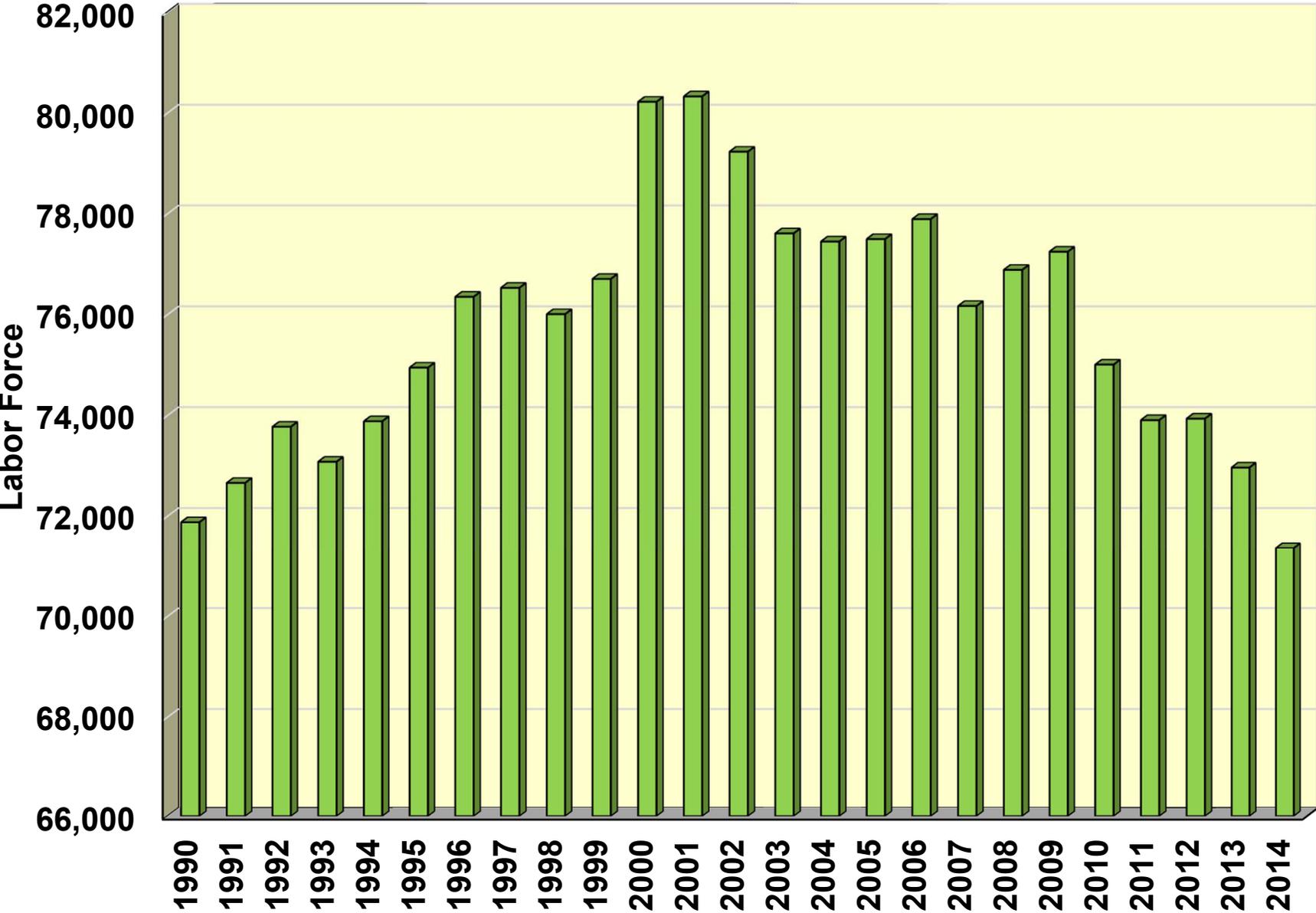
# Annual Unemployment Rate 1990-2014, Catawba County and North Carolina



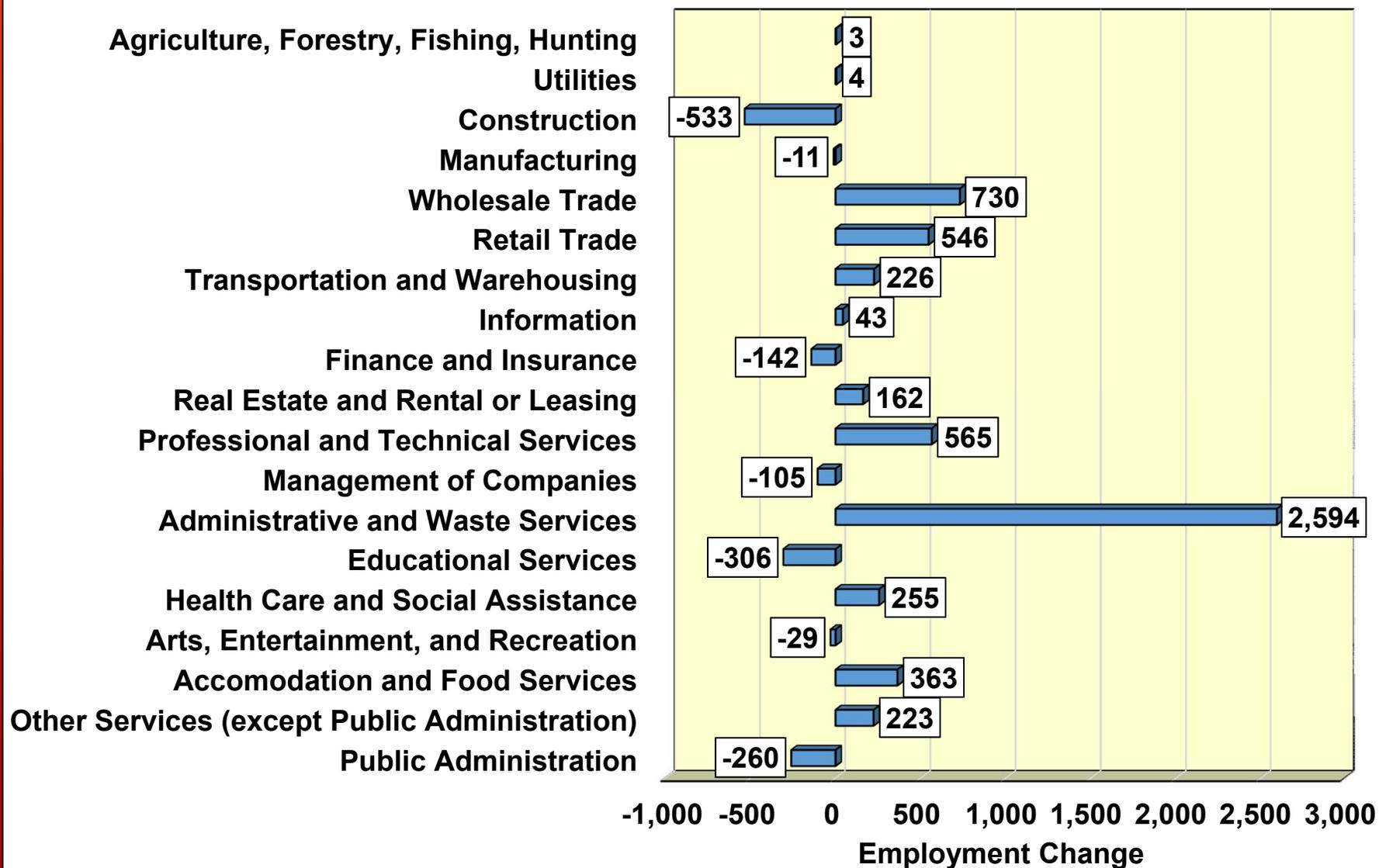
# Catawba County Employed Workers, 1990-2014



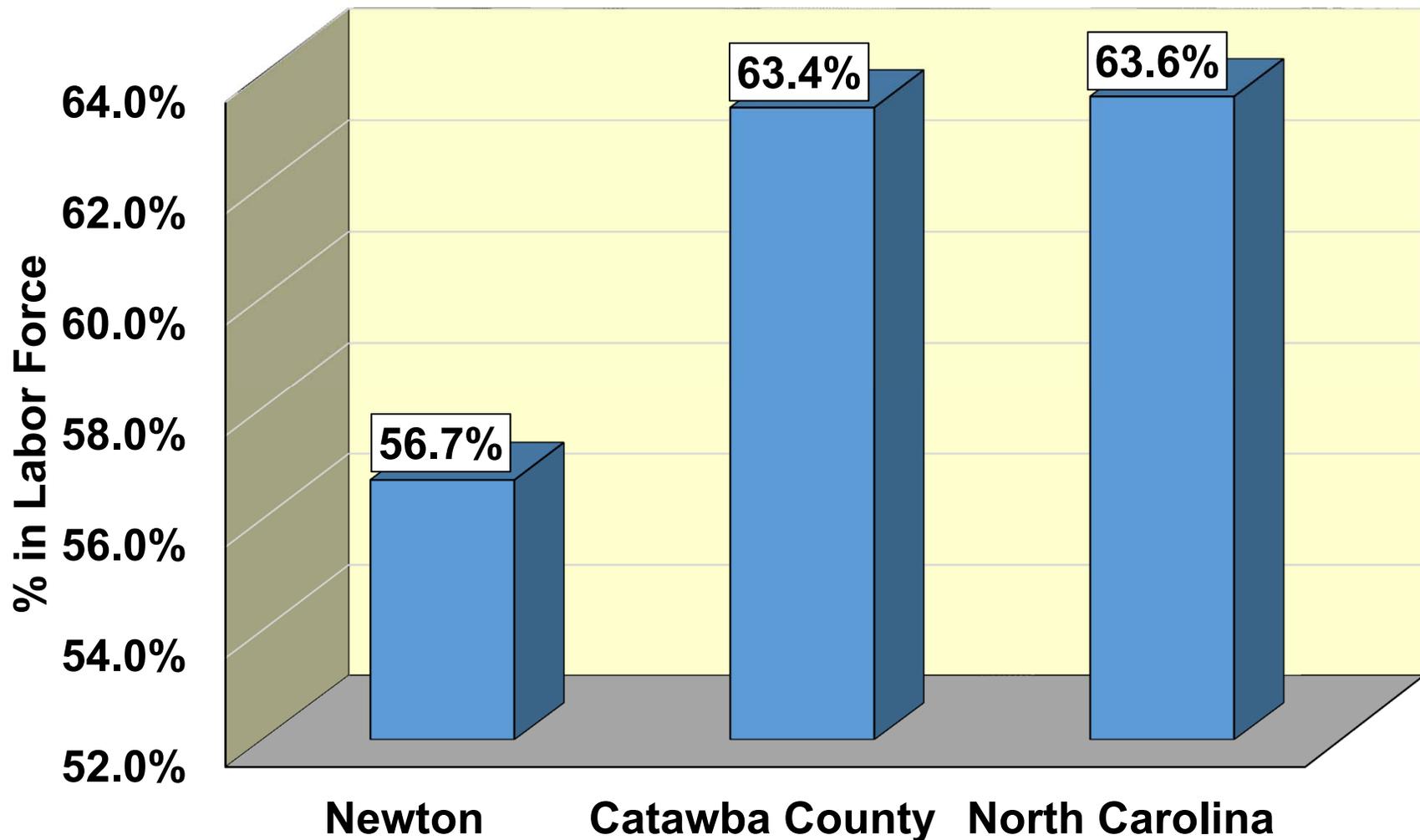
# Catawba County Labor Force, 1990-2014



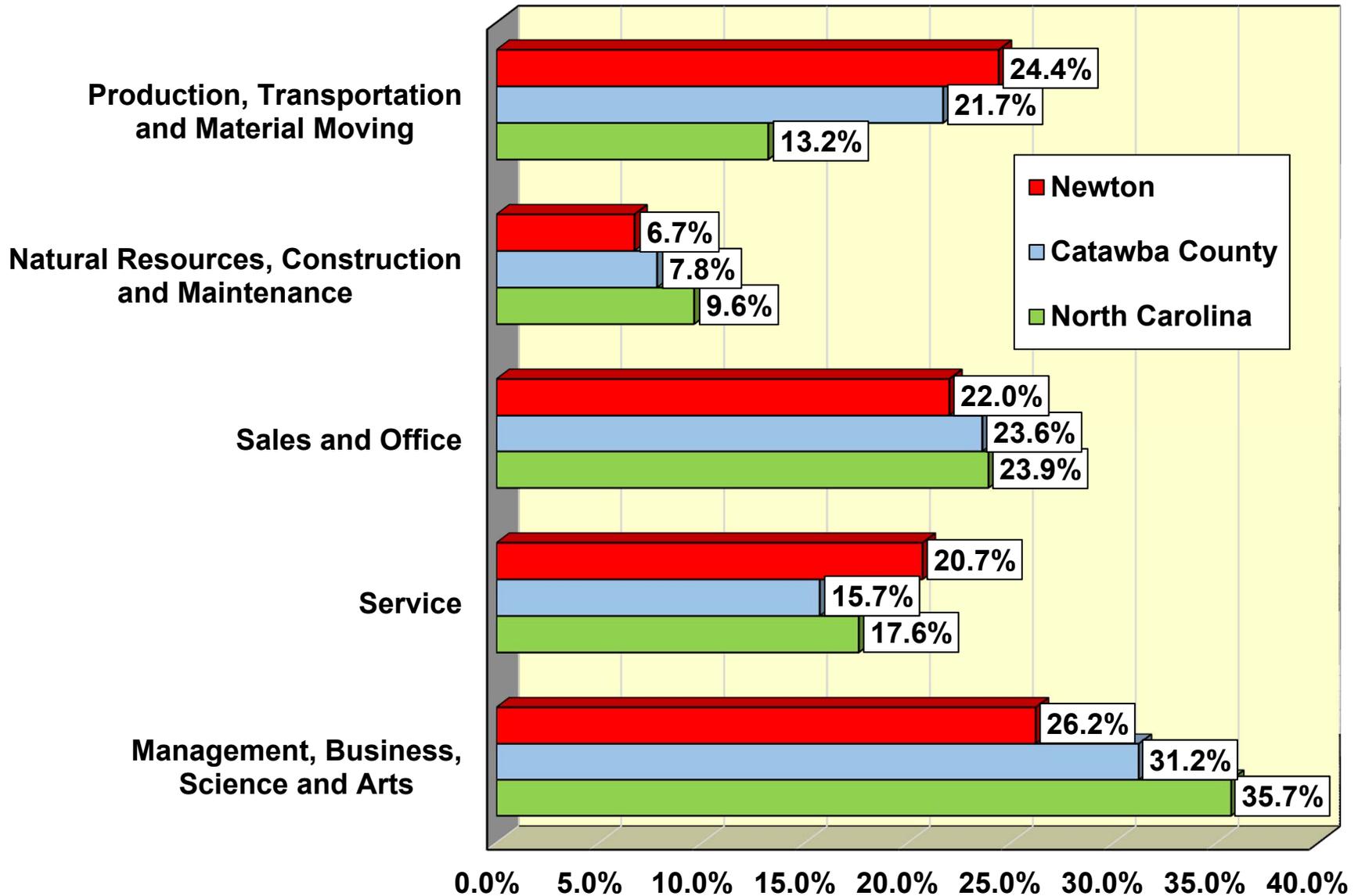
## Catawba County Employment Change by Industry, 2010-2014



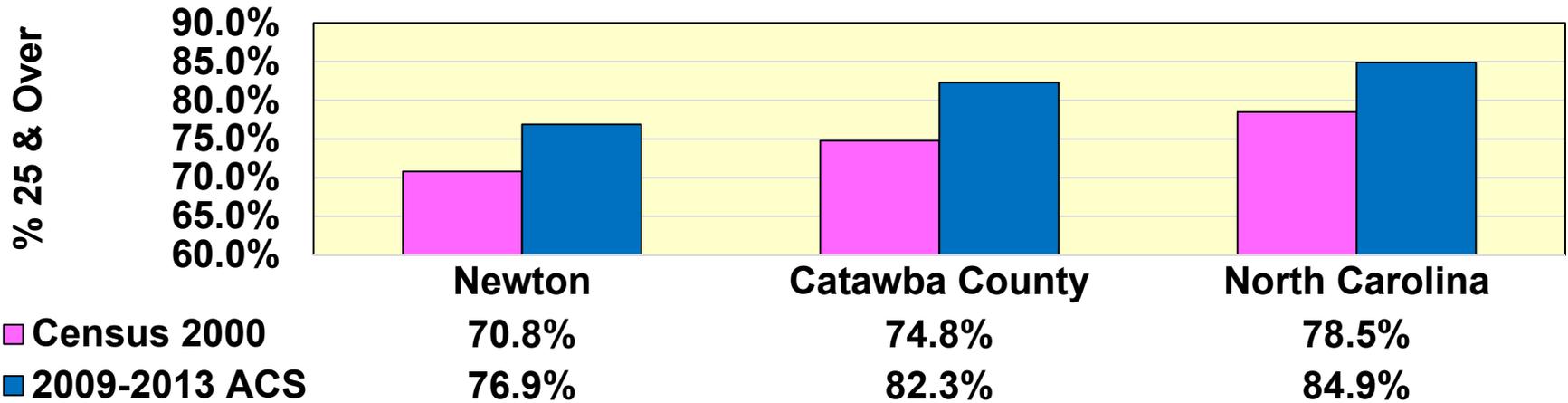
## Percent of Population 16 Years and Older in the Labor Force, 2009-2013 ACS, Newton, Catawba County and North Carolina



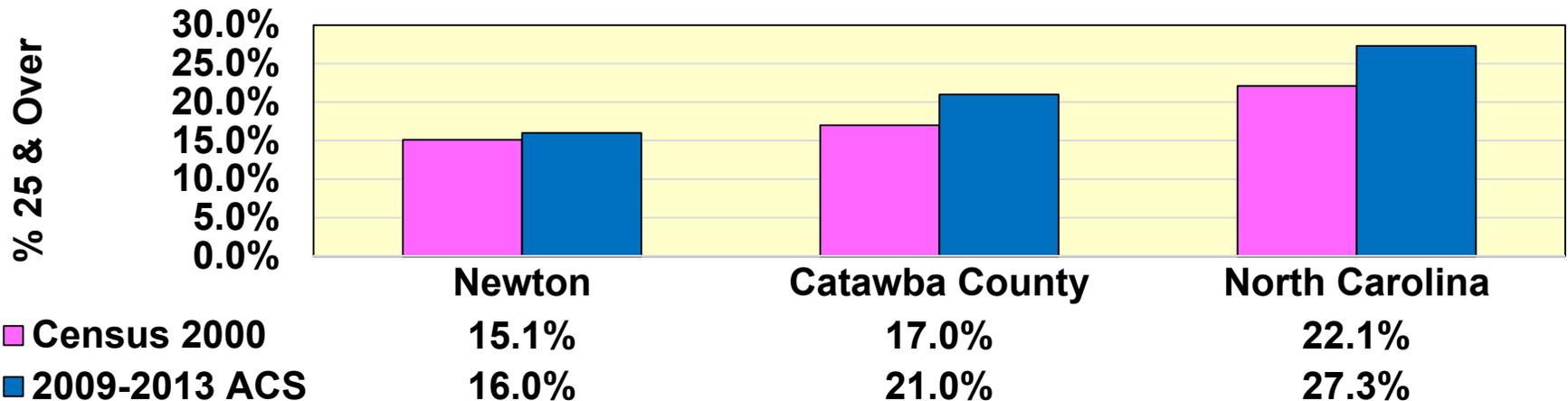
## Percent of Workers by Occupation, 2009-2013 ACS, Newton, Catawba County and North Carolina



### Percent of Persons Age 25 and Over with a High School Diploma or Equivalent, 2000 and 2009-2013 ACS, Newton, Catawba County and North Carolina



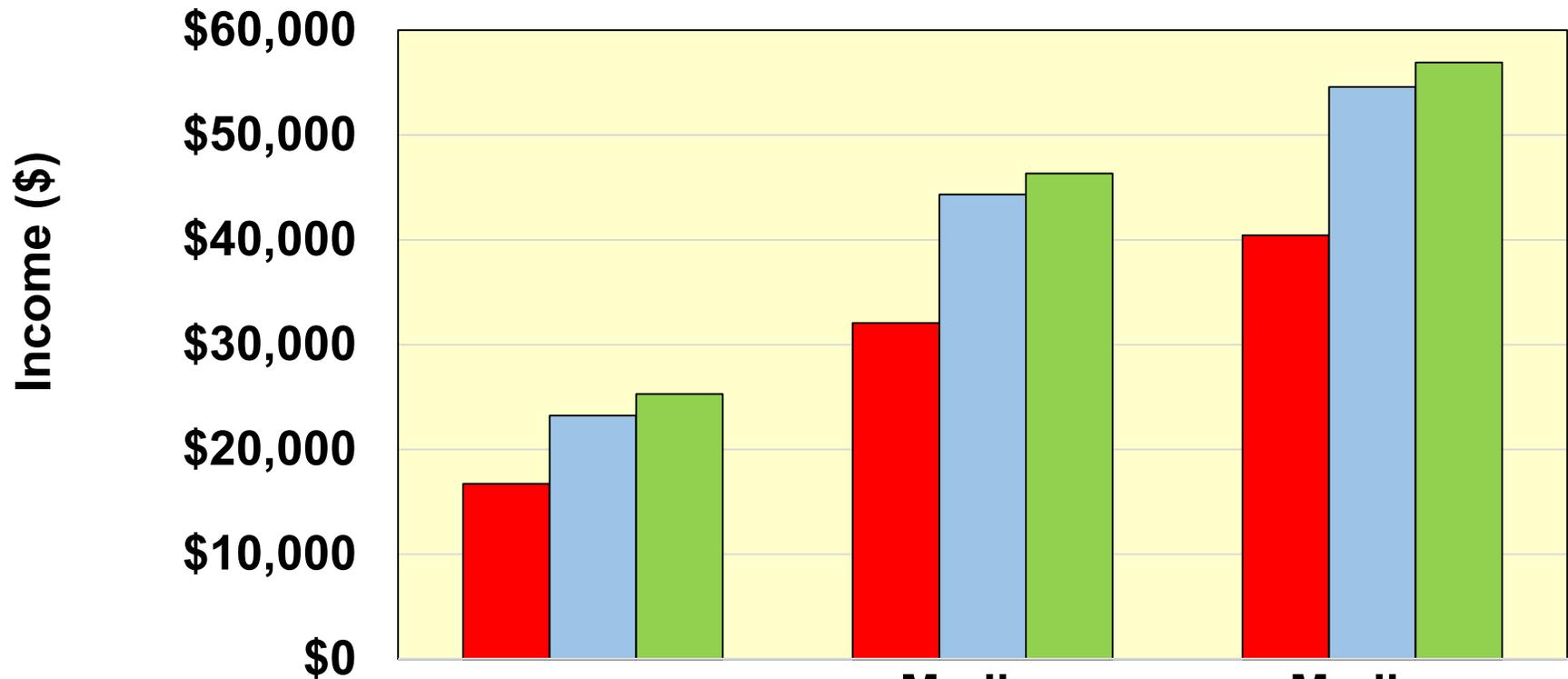
### Percent of Persons Age 25 and Over with Bachelor's Degree or Higher, 2000 and 2009-2013 ACS, Newton, Catawba County and North Carolina



# Newton Income and Poverty Trends

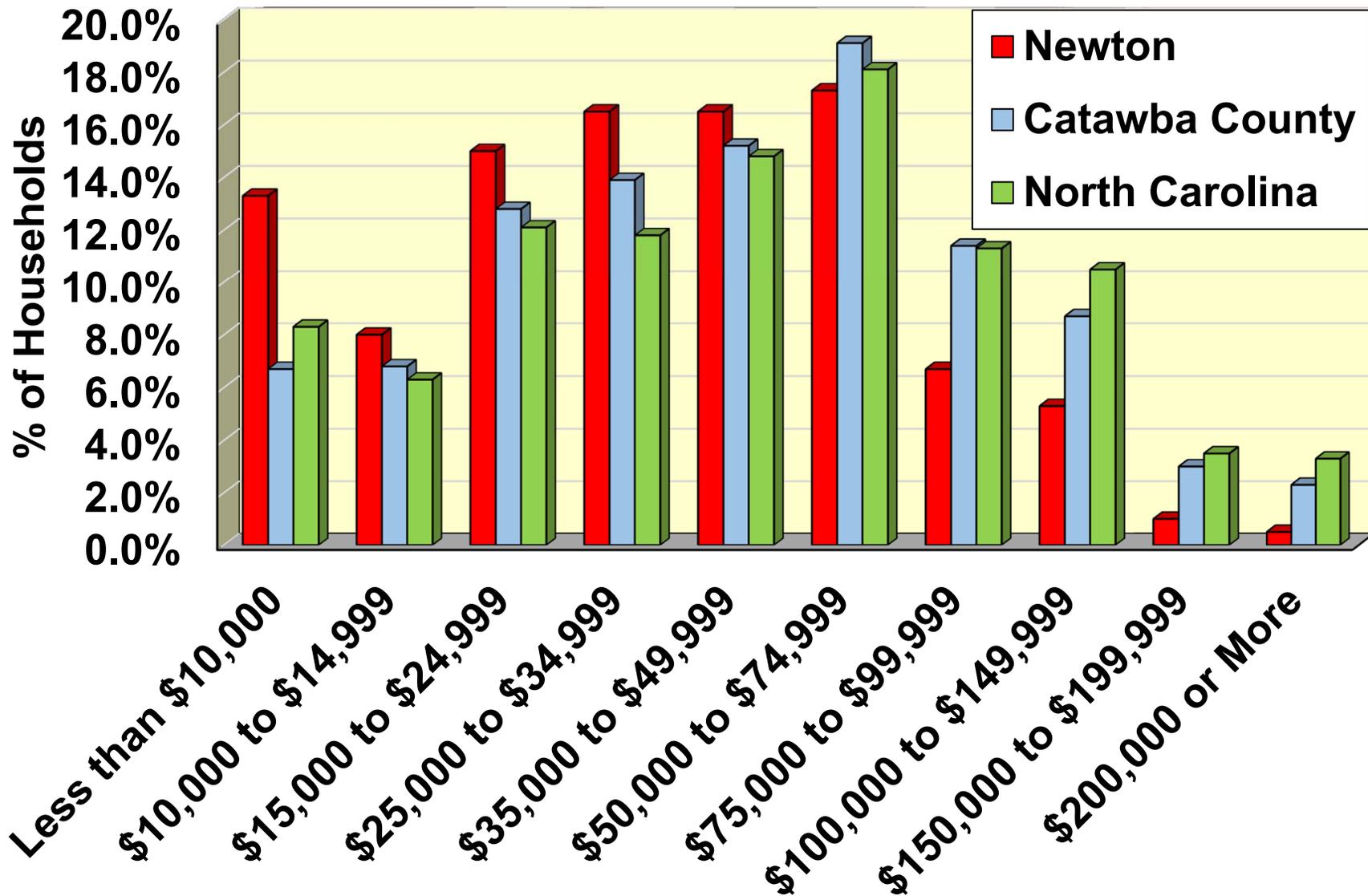


## Measures of Income, 2009-2013 ACS, Newton, Catawba County and North Carolina

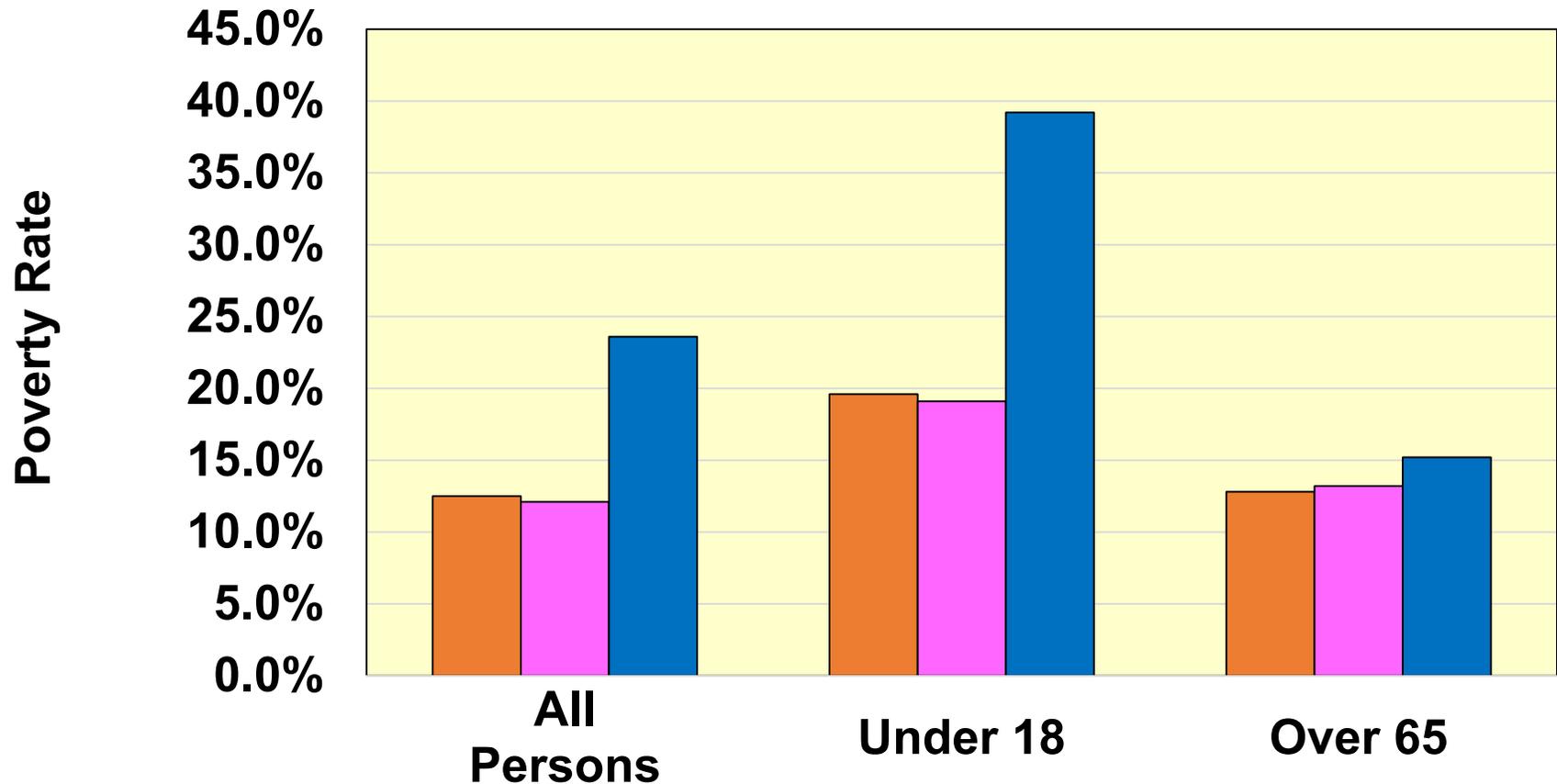


	Per Capita Income (\$)	Median Household Income (\$)	Median Family Income (\$)
<span style="color: red;">■</span> Newton	\$16,720	\$32,062	\$40,438
<span style="color: blue;">■</span> Catawba County	\$23,232	\$44,332	\$54,596
<span style="color: green;">■</span> North Carolina	\$25,284	\$46,334	\$56,928

## Percent of Households by Income Range, 2009-2013 ACS, Newton, Catawba County and North Carolina



## Newton Poverty Rates for All Persons, Persons Under 18 and Persons Over 65, 1990 Census, 2000 Census and 2009-2013 ACS



1990 Census

12.5%

19.6%

12.8%

2000 Census

12.1%

19.1%

13.2%

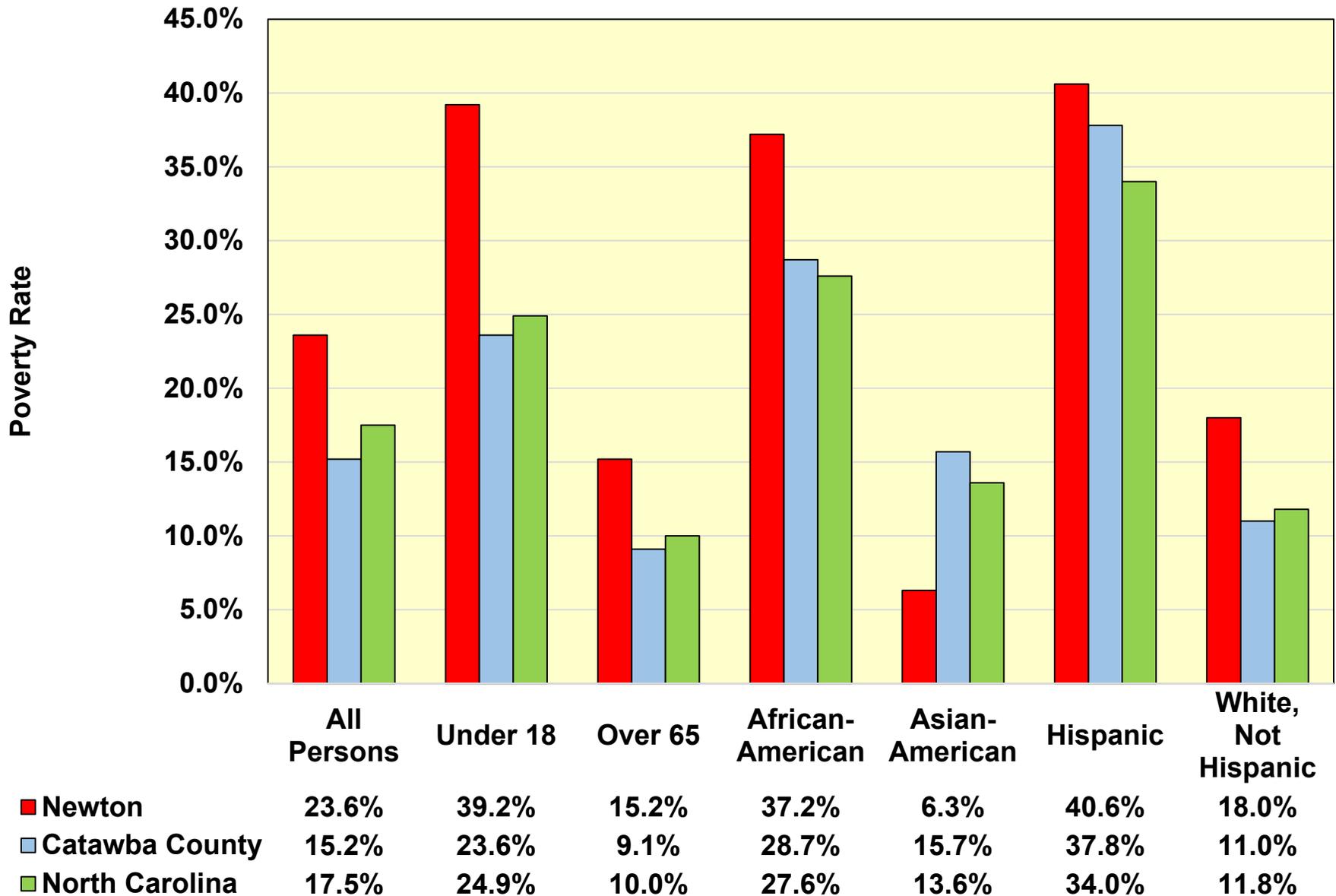
2009-2013 ACS

23.6%

39.2%

15.2%

## Poverty Rates by Age Group and Race/Ethnic Group, 2009-2013 ACS, Newton, Catawba County and North Carolina



# Other Newton Data Trends



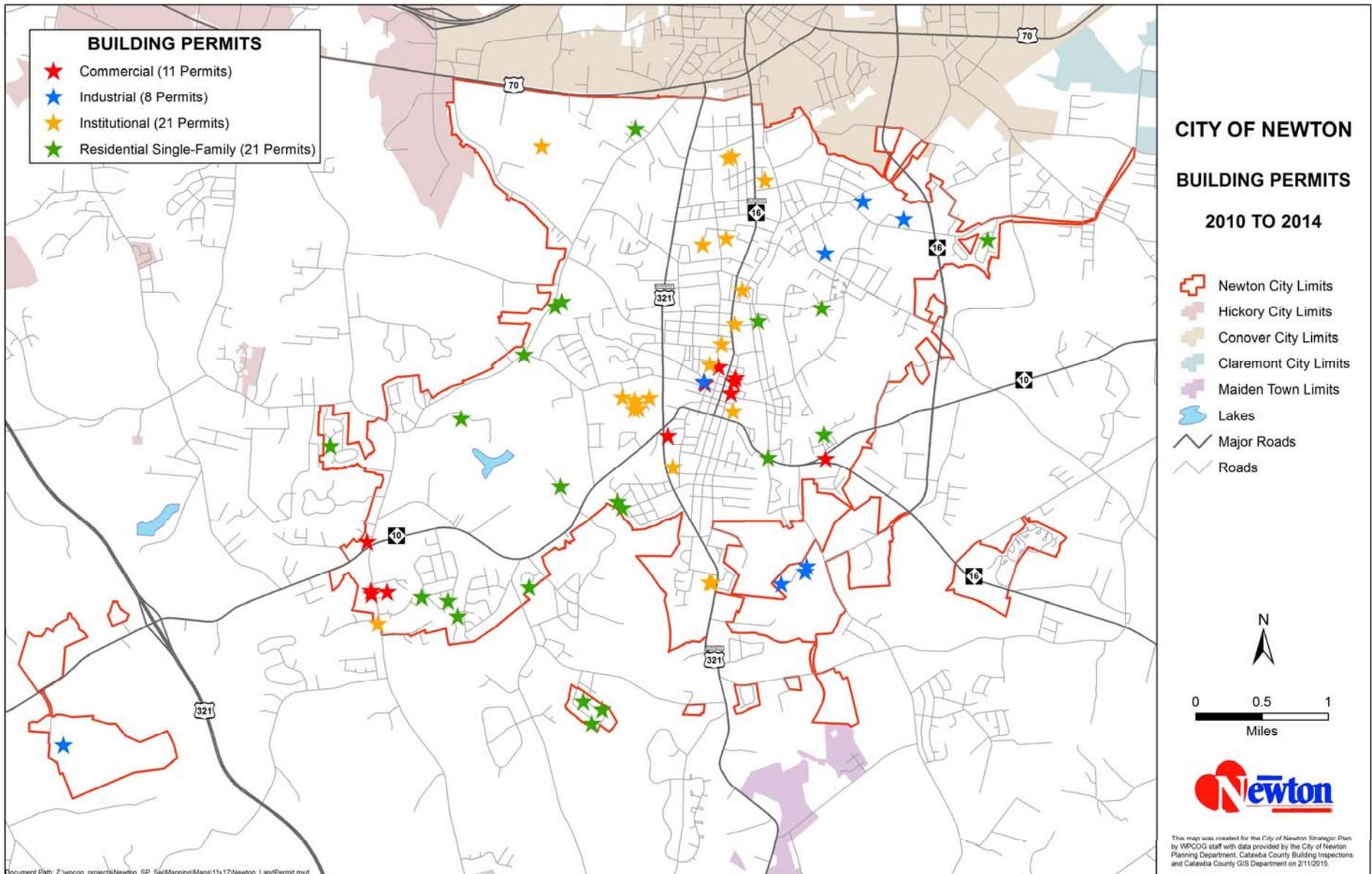
# Newton Building Permit Activity

<b>Newton New Single-Family (Site Built) Permits, 2010-2014</b>						
<b>Permit Type</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>Total</b>
<b>New Single-Family Permits</b>	<b>5</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>7</b>	<b>21</b>
<b>New Single-Family Estimated Construction Costs</b>	<b>\$793,650</b>	<b>\$970,157</b>	<b>\$656,423</b>	<b>\$237,767</b>	<b>\$1,368,198</b>	<b>\$4,026,195</b>

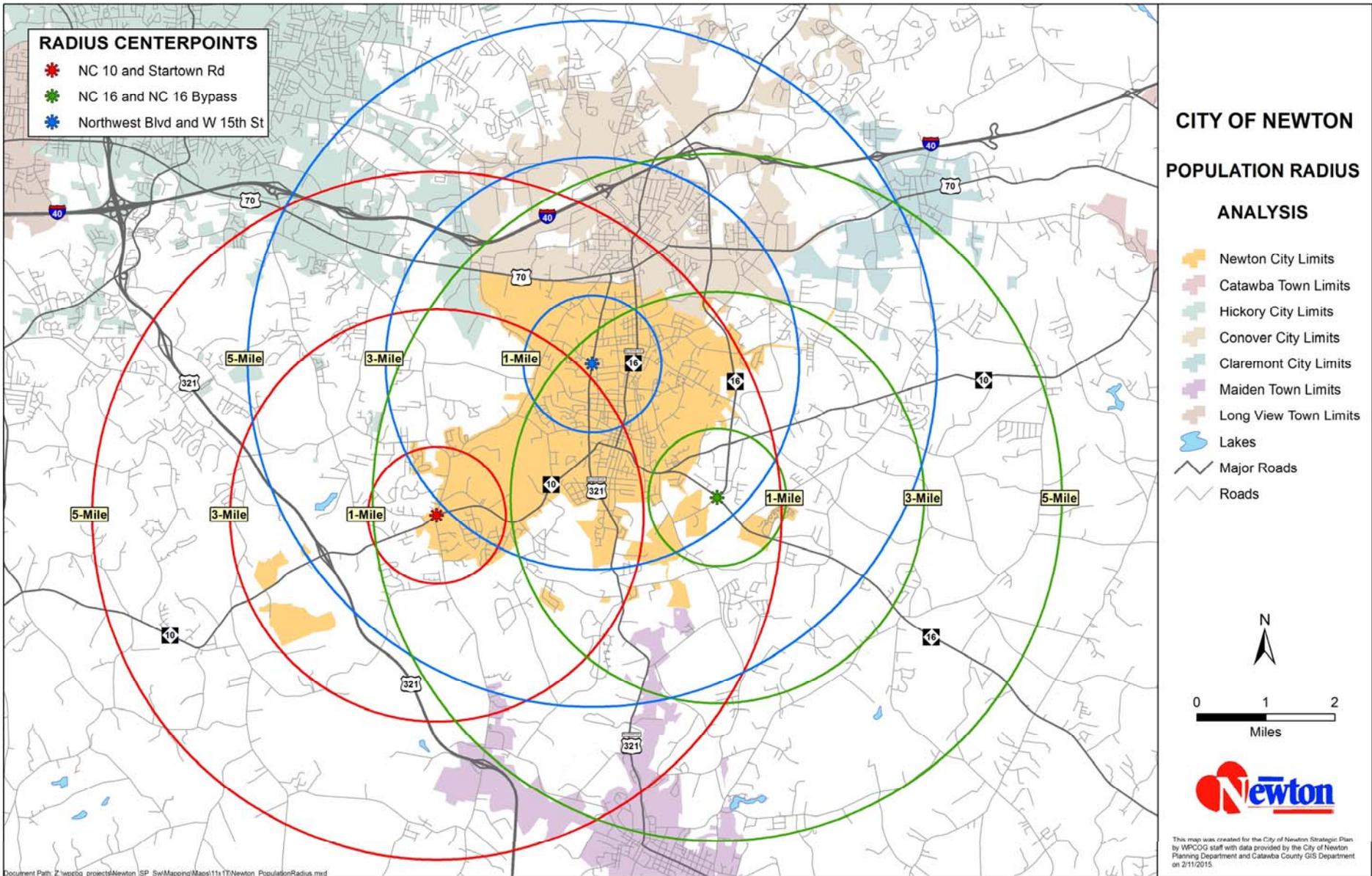
# Newton Building Permit Activity

Newton Nonresidential Permits, 2010-2014						
Permit Type	2010	2011	2012	2013	2014	Total
Commercial	0	1	5	4	1	11
Commercial Estimated Costs	\$0	\$100,548	\$1,474,104	\$2,653,362	\$280,000	\$4,508,014
Industrial	2	0	3	2	1	8
Industrial Estimated Costs	\$2,245,824	\$0	\$589,072	\$1,561,230	\$350,000	\$4,746,126
Institutional	2	3	5	3	8	21
Institutional Estimated Costs	\$396,000	\$700,000	\$7,475,910	\$9,154,689	\$24,169,538	\$41,896,137
<b>Total Non- Residential Permits</b>	<b>4</b>	<b>4</b>	<b>13</b>	<b>9</b>	<b>10</b>	<b>40</b>
<b>Total Non- Residential Estimated Costs</b>	<b>\$2,641,824</b>	<b>\$800,548</b>	<b>\$9,539,086</b>	<b>\$13,369,281</b>	<b>\$24,799,538</b>	<b>\$51,150,277</b>

# Newton Building Permit Activity



# Newton Radius Analysis



# Newton Radius Analysis

## NC 10 and Startown Road

	Population	Housing Units	Median Household Income
1-Mile Radius	2,320	874	N/A
3-Miles Radius	11,413	4,606	\$42,332
5-Miles Radius	31,284	13,222	\$39,768

## NC 16 South and NC 16 By-Pass

	Population	Housing Units	Median Household Income
1-Mile Radius	1,470	644	N/A
3-Miles Radius	16,889	6,405	\$38,906
5-Miles Radius	35,097	14,967	\$42,500

## US 321 Business (Northwest Blvd) and West 15<sup>th</sup> Street

	Population	Housing Units	Median Household Income
1-Mile Radius	3,361	1,572	N/A
3-Miles Radius	19,804	8,011	\$38,064
5-Miles Radius	41,547	16,112	\$39,658

# Data Summary-Population

- The State Office of Budget and Management predicts little population growth in Newton and Catawba County due to a lack of net in-migration.
- Newton's largest 5-Year age cohort in 2010 was between 0 and 5 years old.
- Over the next 20 years Newton will be impacted by the aging of the "baby boomer" generation and the loss of 24 to 35 year olds between 2000 and 2010.
- African-Americans are the largest minority group in Newton, but Hispanics are the fastest growing minority group in the city. Newton will continue to become more ethnicity diverse over the next 20 years.
- Newton has a much higher percentage of households with children that are single-parent households (42.7%) than Catawba County (32.6%) or North Carolina (34.0%).

# Data Summary-Housing

- The number of vacant housing units has grown dramatically over the last 10 years. Over 10% of homes in Newton are vacant.
  - Newton's housing values are lower than Catawba County and surrounding areas.
  - Newton's housing stock is much older than surrounding areas. Nearly 50% of homes in Newton were built before 1970.
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# Data Summary-Employment

- Only 56.7% of Newton's population over age 16 is in the labor force.
  - Newton has a higher percentage of workers in production, transportation and material moving than surrounding areas, but a lower percentage of workers in management, business, science and arts than surrounding areas.
  - Newton has a much higher percentage of population over age 25 with less than high school education attainment level, and a much lower percentage of population over age 25 with a Bachelor's Degree or higher than Catawba County or the State.
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# Data Summary-Income and Poverty

- **Newton's median household is more than \$12,000 less than Catawba County's and more than \$14,000 less than North Carolina's. Newton has a much lower percentage of higher-earning income households than Catawba County or North Carolina.**
  - **Nearly 25% of Newton residents live below the poverty level. Nearly 40% of persons under age 18, 37.2% of African-Americans and 40.6% of Hispanics live below the poverty level.**
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# Data Summary-Other Data

- Minimal building permit activity (residential and nonresidential) has occurred in Newton over the past five years.
  - Radius analysis for Newton shows that areas around US 321 Business and West 15<sup>th</sup> Street had more population, but lower income levels than areas around NC 10 and Startown Road and NC 16 South and NC 16 Business.
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