

2025 COMMUNITY VITALS REPORT

A comprehensive, by-the-numbers
look at the status of the City of
Greensboro and Guilford County, NC.



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YOU CAN SHAPE THE FUTURE OF GREENSBORO

Imagine a community where every resident thrives — a strong economy, world-class public services and a shared commitment to the common good. Many of us dream of a city like this. But this dream needs leadership, vision and action.

Our local bodies of government are at the heart of this vision. The City of Greensboro and Guilford County are pivotal in creating the future we all envision. And while we often focus on government financial resources — taxes, service levels and budgets — there's a bigger story to tell. Our local economy and government are deeply interconnected, and understanding this connection is key to building the community we all deserve.

THE COMMUNITY VITALS REPORT: A ROADMAP FOR ACTION

The 2025 Community Vitals Report is more than a collection of data. We designed this as a way to help you understand the opportunities we have to strengthen our community and how you can be part of the solution.

After you read this report, we hope you feel inspired to take action. A healthy community starts with informed citizens — and informed citizens make the best leaders.

Ask yourself:

- How can we use our strengths to overcome challenges?
- What changes — big or small — can we advocate for to make life better for everyone?
- What larger trends or shifts should we consider to stay ahead?
- And most important, what role can I play?

THREE KEY CHALLENGES FOR OUR FUTURE

1. Increase Civic Engagement

Educating and empowering voters to make informed decisions are essential to strengthening our democracy. Civic engagement, particularly voting, is vital to the health of democracy in Guilford County. However, participation in local elections is alarmingly low, with only 15–16% of voters casting ballots in recent municipal elections. While voter turnout tends to be higher in presidential elections, local elections often have the most direct impact on residents.

2. Stimulate Economic Growth That Works for Everyone

Greensboro's economic growth hasn't yet reached its full potential. Many of our residents struggle with wages that don't fully meet their needs, and our local government faces financial constraints that limit progress. Together, we can find ways to create jobs, grow our tax base and ensure economic conditions improve for all.

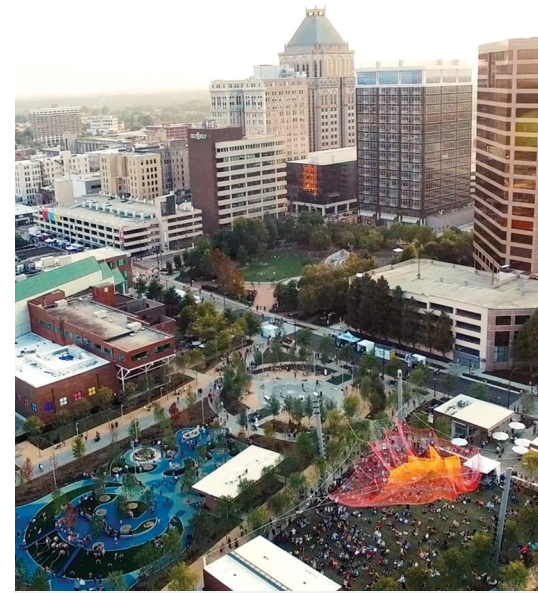
3. Turn Diversity Into Our Greatest Strength

Our community is rich with a history of civil rights leadership, but racial disparities still hold us back. As our population becomes more diverse, we have an opportunity to celebrate that diversity and become a model for cultivating and retaining talent from all backgrounds.

YOUR LEADERSHIP IS NEEDED

The future of Greensboro won't be shaped by experts alone — it will be shaped by people like you who care deeply about where we're headed. You don't need to have all the answers to get involved. Leadership begins with curiosity, collaboration and a willingness to act.

The final chapter of the **Community Vitals Report** offers actionable steps and insights. But the first step starts with you: **Read. Reflect. Engage.** Have conversations with friends, neighbors and community leaders. Share your ideas and ask questions.



If we work together — using data, facts and a shared sense of purpose — we can elevate Greensboro to new heights. This is your community. This is your moment. Step into it.

Visit here to get started:





OUR COMMUNITY ARCHITECTURE

Explore the changing demographics of Guilford County, where shifts in racial and ethnic populations are taking place. This overview also looks at the county's steady growth and the trends influencing its future.

1.1

A TAPESTRY OF DIVERSITY AND GROWTH

Guilford County is characterized by many different cultures, backgrounds and experiences, which reflect the essence of diversity in our community. Our 2022 demographic snapshot showcases a vibrant tapestry: a population of 47.9% White, 34.2% Black or African American, and a steadily growing 9% Hispanic or Latino population.

While we celebrate this diversity, we also acknowledge that historically underserved populations may face unique challenges reflected in the data.

2022 DEMOGRAPHIC SNAPSHOT

47.9%

WHITE

34.2%

BLACK OR AFRICAN
AMERICAN

9%

HISPANIC OR LATINO

Source: U.S. Census Bureau



1.2

ETHNICITY AND RACE

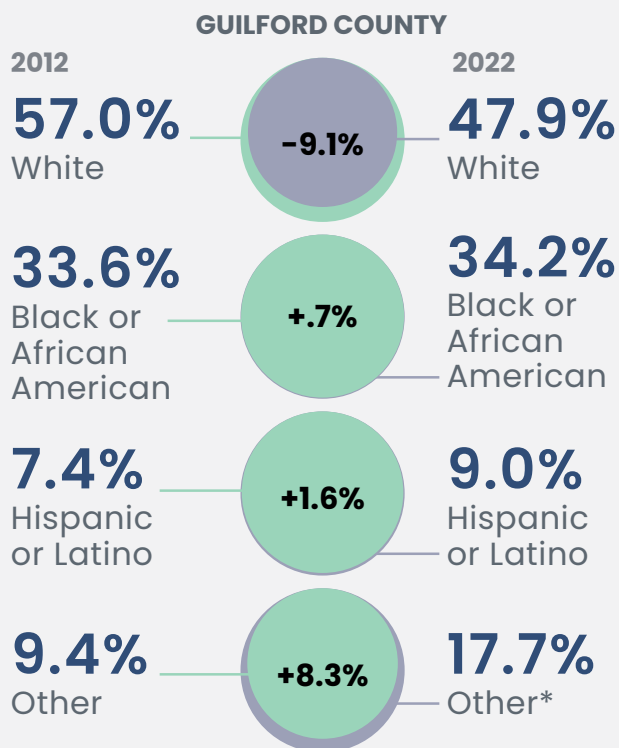
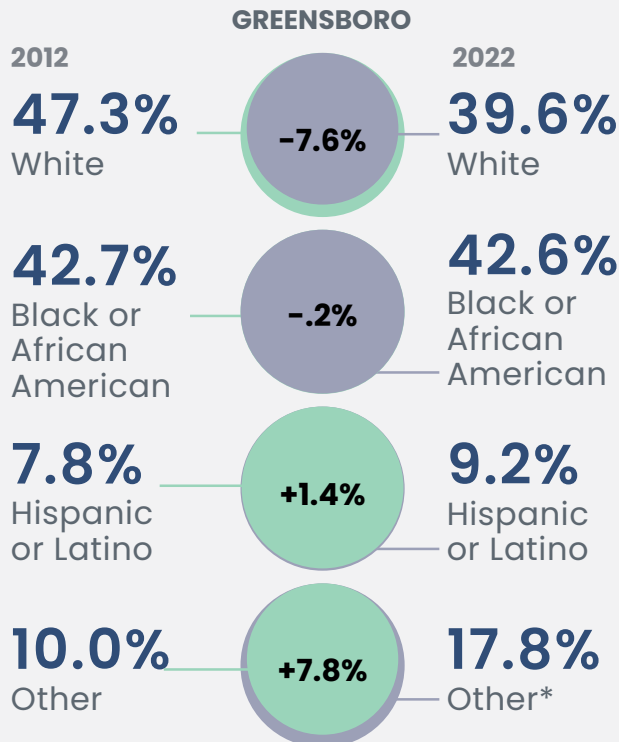
THE BIG DEMOGRAPHIC SHIFT

Here's what we've witnessed over the past decade in Guilford County:

- Our White population decreased by 9.1%.
- Our Black or African American population has stayed relatively the same.
- Our Asian, Hispanic and Latino communities, and those with multiple racial identities, have all grown dramatically.

This diversity is not only a strength, enriching our community with various perspectives and ideas, but also an economic asset. Businesses thrive in diverse environments, and we're fortunate to have many colleges and universities that contribute to our vibrant mix. This increasing diversity is not only a local occurrence but also part of a larger national trend, as communities across the country become more multicultural.

CHANGE IN ETHNIC DISTRIBUTION



*The U.S. Census "Other" race category includes people who don't fit the listed options (White, Black, etc.), are multiracial, or don't identify with any single race.

Source: U.S. Census Bureau

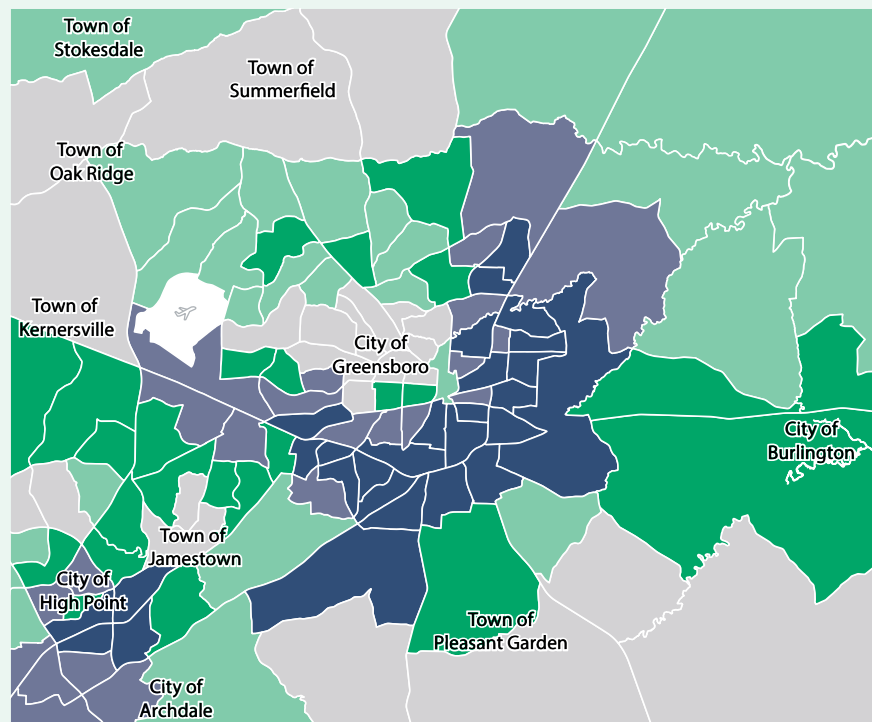
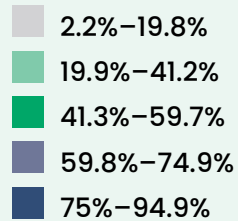
A note about the maps in this report:

The southern crescent of Guilford County still faces the lasting effects of historic redlining, a racially discriminatory practice that labeled minority communities as "undesirable" in mid-20th-century mortgage maps. This denied residents homeownership, wealth-building opportunities and infrastructure improvements, creating ongoing economic and social disparities. Greensboro, home to the largest HBCU and a key player in the Civil Rights Movement, has a complex history of racial struggles and because of this the maps in this report continue to show disparities along racial lines, reflecting these persistent trends.

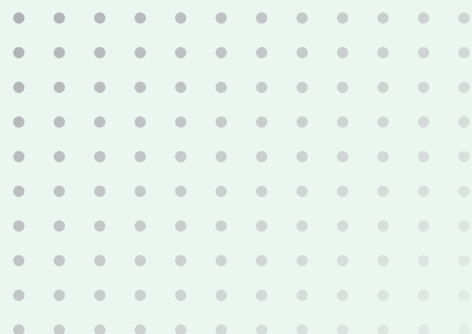
PERCENT OF POPULATION NOT WHITE

Guilford County: Census Tract

Total Percent



Source: ESRI Demographics, 2019–2023





While we celebrate these high diversity scores, it's essential to recognize the reality behind the numbers illustrated in the graphic to the right.

- **Historical context:** Diverse populations have been historically underserved, a trend we'll observe throughout our data analysis.
- **Benefits of diversity:** Communities with various perspectives and backgrounds are attractive to residents and businesses alike. Employers actively seek diverse talent, and we're proud of our many colleges and universities that call Greensboro home.
- **Ongoing disparities:** We acknowledge persistent challenges that people of color often face: greater economic instability, significant wage gaps and barriers to accessing quality healthcare.

Guilford County and its cities boast impressive diversity scores, as measured by the Esri Diversity Index:

GUILFORD COUNTY

71.4

GREENSBORO

72.6

HIGH POINT

74.5

What does the Esri Diversity Index mean?

Imagine selecting two random people from Guilford County. The higher the index, the more likely these individuals will be from different racial or ethnic backgrounds.

Source: Esri Diversity Index

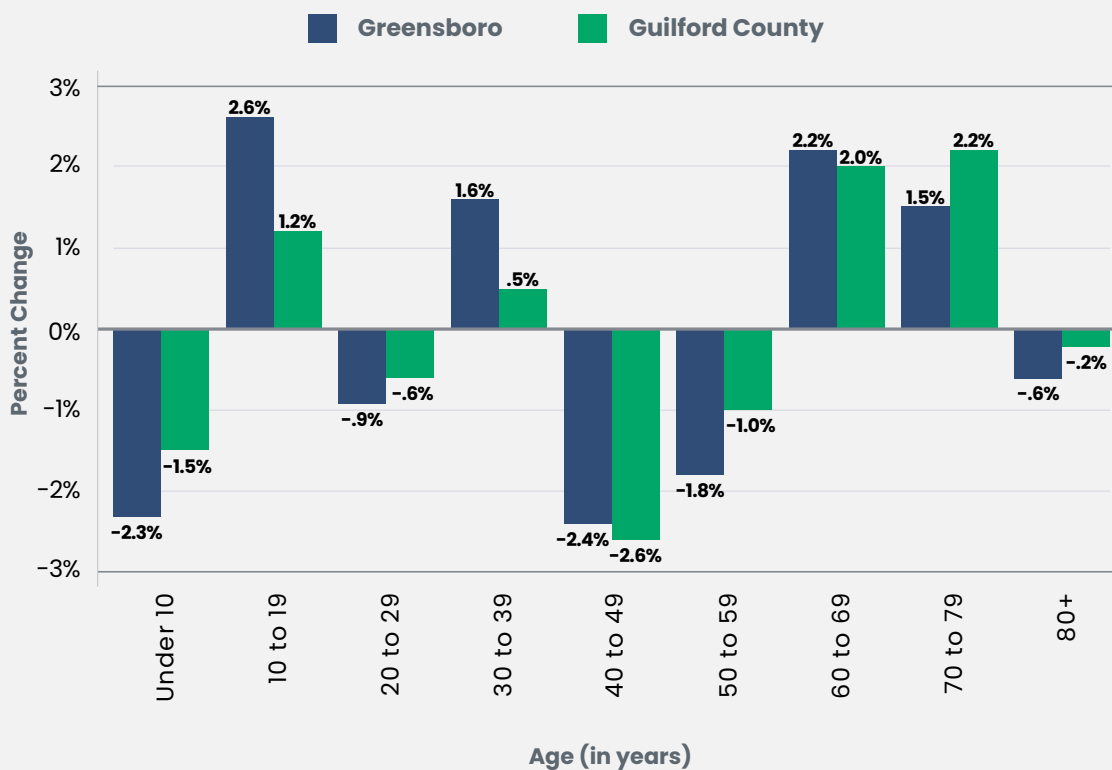
1.3

AGE

AGE IS MORE THAN A NUMBER

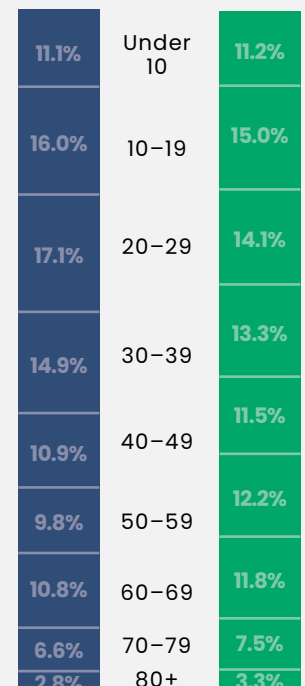
Regarding age, Guilford County is like a well-balanced family reunion. Our largest group? The 10–19-year-olds, who make up 15% of our population. Next up are the 20–29 and 30–39 age brackets, followed by our smallest 80+ age crowd making up 3.3% of our community.

2012–2022 CHANGE BY AGE GROUP



Source: U.S. Census Bureau

2022 AGE GROUP % OF TOTAL POPULATION



Age trends present both opportunities and challenges:

- **Workforce needs:** As more residents reach retirement age, attracting and retaining young talent is essential for continued economic growth and innovation.
- **Aging population:** The increase in our older population highlights the need for comprehensive community resources to support their well-being, from housing options to accessible healthcare.
- **Promising growth:** The positive trend of an increasing 30–39 age group signals a potential for future leadership and economic contributions.

**Did You Know?**

Toyota said access to a “diverse and skilled workforce” was a key factor in their decision to build the **\$1.29 billion** automotive battery manufacturing plant at the Greensboro–Randolph Megasite.



1.4

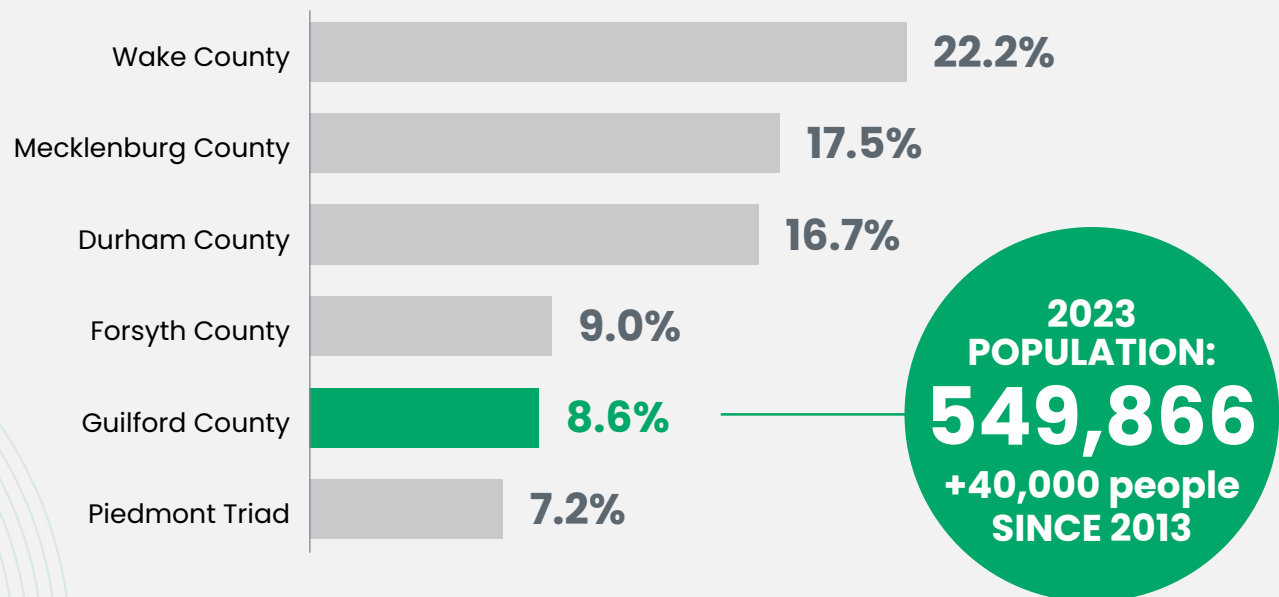
POPULATION GROWTH

GROWING STEADILY, BUT ROOM FOR MORE!

If some North Carolina counties are like sprinters, bursting out of the gates with rapid population growth, Guilford County is like a marathon runner. Our consistent 0.9% annual growth rate means we're built for the long haul, steadily progressing toward a sustainable future.

As of 2023, Guilford County is home to an impressive 549,866 residents. That's a gain of more than 40,000 people since 2013, demonstrating the enduring appeal of our community.

10-YEAR POPULATION GROWTH: 2013 TO 2023



Source: U.S. Census Bureau



CITY AND COUNTY GOVERNMENT

Let's take a look at how our local government allocates resources. The City of Greensboro and Guilford County are experiencing shifts in their spending patterns and operational structures. Both entities face challenges and are implementing strategic changes to enhance service delivery while managing fiscal responsibilities.

2.1

REVENUES, EXPENSES AND SERVICES

CITY OF GREENSBORO'S FINANCIAL FRAMEWORK

The City of Greensboro and Guilford County operate with different budgetary priorities and service areas. Their budget structures highlight not just spending priorities but also show the differences in how city and county governments serve their communities.



Greensboro's 52% infrastructure investment demonstrates a commitment to maintaining and improving the city's essential systems. This significant budget allocation helps ensure reliable water systems, well-maintained streets, efficient waste management and modern communications infrastructure that residents rely on daily. By prioritizing infrastructure spending, Greensboro is laying the foundation for economic growth while improving quality of life through better connectivity, safety and public services.

The City of Greensboro and Guilford County are experiencing shifts in their spending patterns and operational structures. Both entities face challenges and are implementing strategic changes to enhance service delivery while managing fiscal responsibilities.

CITY OF GREENSBORO'S REVENUE SOURCES

	Amount (\$)	Percent of General Fund Budget
Property Tax	\$245,649,000	58.2%
Sales Tax	\$89,426,417	21.2%
Intergovernmental Revenue	\$33,624,084	8.0%
User Charges	\$25,347,269	6.0%
Other Revenues	\$12,581,283	3.0%
Appropriated Fund Balance	\$8,402,512	2.0%
Interfund Transfers	\$6,866,000	1.6%

Source: Guilford County and City of Greensboro Budget Offices



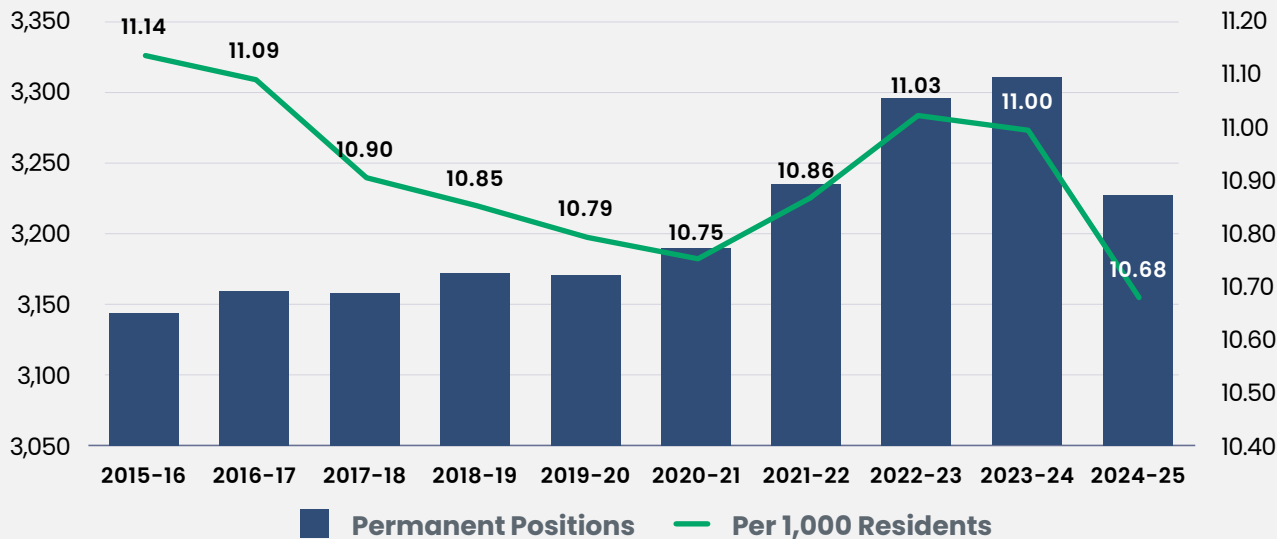
CITY OF GREENSBORO'S ADOPTED BUDGETS ADJUSTED FOR INFLATION

Fiscal Year	General Fund	Enterprise Funds	Debt Service Fund	Net Total	Population	Per Resident
2015-16	\$324,025,220	\$243,020,836	\$23,627,109	\$594,310,116	282,275	\$2,105
2016-17	\$337,087,965	\$244,852,659	\$28,485,851	\$632,540,862	284,808	\$2,221
2017-18	\$340,974,151	\$248,253,081	\$32,571,251	\$633,631,897	289,597	\$2,188
2018-19	\$334,361,138	\$248,146,479	\$33,526,316	\$619,187,616	292,306	\$2,118
2019-20	\$342,754,364	\$255,262,118	\$39,027,554	\$632,928,184	293,726	\$2,155
2020-21	\$337,956,867	\$282,193,617	\$40,894,902	\$662,332,340	296,710	\$2,232
2021-22	\$367,153,310	\$285,004,432	\$40,475,800	\$691,078,702	297,878	\$2,320
2022-23	\$384,773,378	\$289,612,234	\$42,569,990	\$711,115,945	299,035	\$2,378
2023-24	\$410,263,158	\$315,608,392	\$47,666,560	\$763,216,337	301,115	\$2,535
2024-25	\$421,896,565	\$341,893,804	\$48,379,264	\$802,011,267	302,296	\$2,653
10-Yr Change	30.2%	40.7%	104.8%	34.9%	7.1%	26.0%

Source: Guilford County and City of Greensboro Budget Offices



FULL TIME EQUIVALENT (FTE) PER 1,000 RESIDENTS



Source: Guilford County and City of Greensboro Budget Offices

A notable transformation in Greensboro’s operational structure happened in 2024 with the privatization of the Greensboro Complex and Steven Tanger Center for the Performing Arts. The City Council’s unanimous decision to contract with Oak View Group for management and booking services marked a shift from traditional city employee management, resulting in a noticeable decrease in full-time equivalent (FTE) positions for 2024-25.

THE MAJOR COST DRIVERS FOR THE CITY OF GREENSBORO

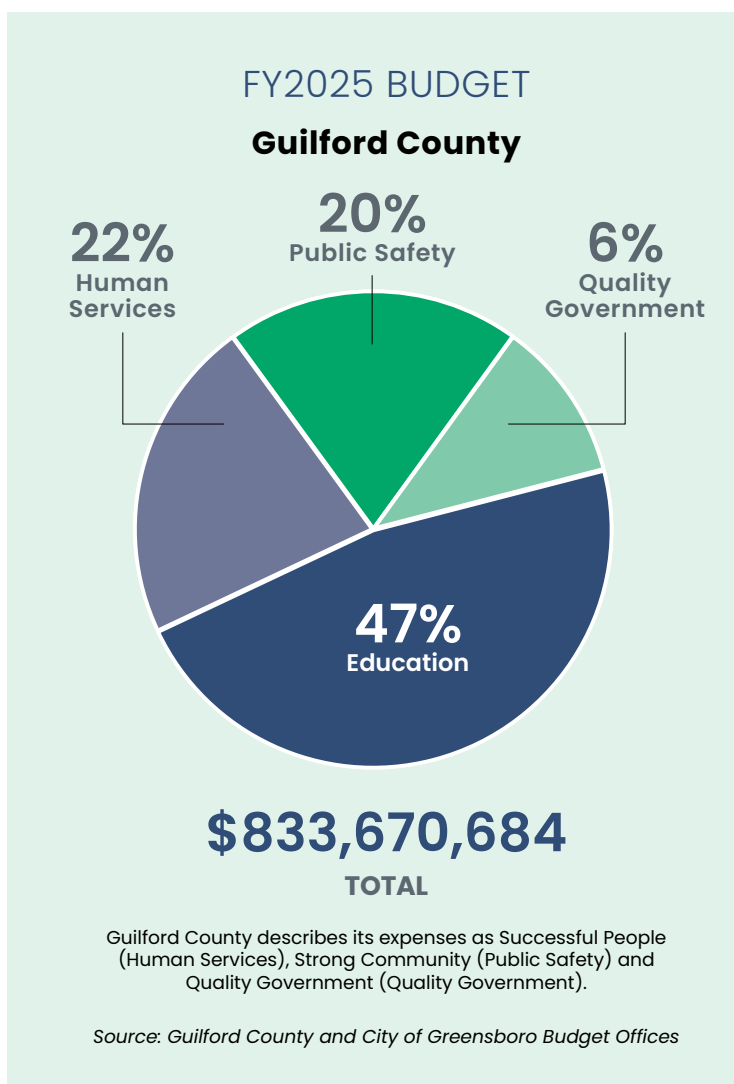
The city's budget for FY2024–25 is shaped by several key factors. Let's take a look:

- **Employee compensation:** In a significant move toward wage equity, the city has increased its minimum wage for benefited positions to \$18.75 per hour (\$39,000 annually). This change, coupled with a 4% compensation adjustment for all benefited and roster employees, demonstrates a commitment to workforce retention and fair compensation.
- **Maintenance and operations:** Maintenance and operations costs have seen substantial increases across multiple departments. The Greensboro Transit Agency (GTA) has expanded its services, requiring additional operational funding.
- **Capital improvement and debt service:** The budget reflects expenditures related to the Capital Improvements Program and debt service obligations. These costs include infrastructure projects, facility improvements and deferred maintenance costs.
- **Public safety:** The city continues to invest heavily in public safety, with significant allocations for the Fire Department, Police Department and technical services. These investments cover not only personnel costs but also essential equipment and operational expenses.
- **Infrastructure:** Investing in infrastructure (52% of the city's budget) goes beyond maintaining what we already have: It's about building a more vibrant, connected Greensboro that works for everyone. This funding maintains our parks, public buildings, facilities and the technology that enables everything from traffic signals to 911 dispatch.
- **Water Resources:** Greensboro invested \$186 million in water system improvements for FY 2024/25. This includes enhanced drinking water protection, major infrastructure upgrades and improved customer service for flooding and drainage issues. To support these improvements, water rates increased by an average of 8.5% for inside and outside city customers.



GUILFORD COUNTY'S BROADER MISSION

Guilford County's operational mission is to "Empower Successful People to Thrive in a Strong Community Supported by Quality Government." The County's primary financial priorities include education as well as state-mandated services including programs in Social Services, Public Health, Behavioral Health, Emergency Medical Services and law enforcement functions through the Sheriff's Office. Education is one of the cornerstone investments, including 47% of the General Fund budget. This substantial investment in the last budget included \$270 million in operating support for Guilford County Schools, over \$99 million in existing debt service for school capital construction, and \$52 million for future debt service on \$1.7 billion in voter-approved bond referendums to rebuild schools and complete major renovations. Additional investments in education include \$19 million to support Guilford Technical Community College.



In North Carolina, county governments remain an arm of state government and carry out the many services that are mandated by the state and federal governments. A large portion of the budget, 22%, supports human services encompassing a range of essential services including social services, public health programs, behavioral health, juvenile detention, veteran services, and the collection and distribution of child support payments. The Family Justice Center, a "one-stop shop" for victims of domestic violence, sexual assault, child abuse and elder abuse, represents one example of how the county provides specialized services that affect citizens' daily lives.

The County's approach to public safety works in close partnership with municipal police and fire, through the provision of law enforcement in rural parts of the county, with emergency medical services across the entire county, and in partnership with rural fire districts. Each of these agencies works in close collaboration to provide essential public safety functions.

GUILFORD COUNTY'S GENERAL FUND
REVENUE SOURCES

	Amount (\$)	Percent of Total Budget (%)
Property Tax	\$530,850,000	64%
Sales Tax	\$102,750,000	12%
Federal and State Funds	\$92,085,000	11%
User Charges	\$50,570,961	6%
Fund Balance	\$37,949,723	5%
Other Revenues	\$19,465,000	2%

Source: Guilford County and City of Greensboro Budget Offices

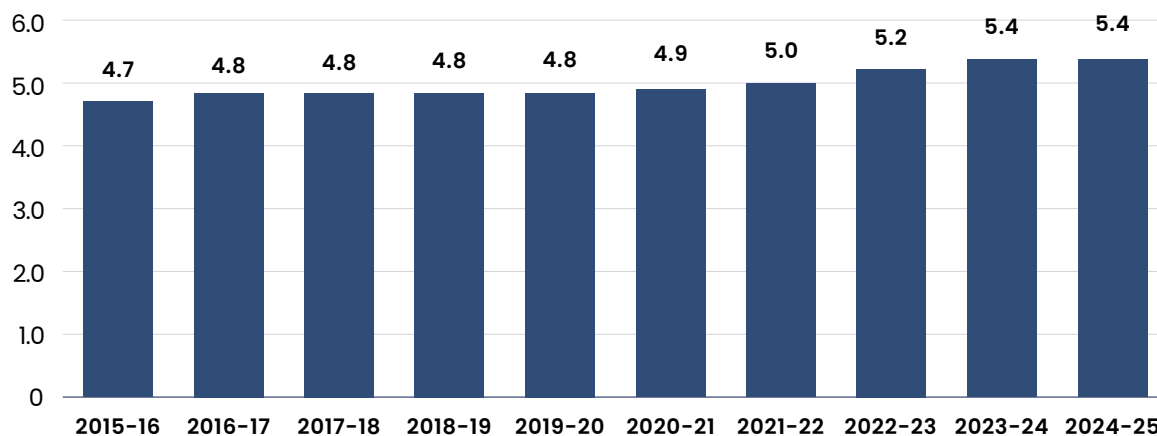


GUILFORD COUNTY'S GENERAL FUND AND DEBT SERVICE FUND BUDGETS ADJUSTED FOR INFLATION

Fiscal Year	General County Services	Education Oper and Capital	Debt Service	Total	Population	Per Resident
2014-15	\$369,584,702	\$262,425,165	\$120,564,549	\$752,574,416	511,729	\$1,471
2015-16	\$385,137,113	\$271,219,956	\$122,406,505	\$778,763,573	516,644	\$1,507
2016-17	\$396,296,544	\$281,001,323	\$124,416,984	\$801,714,851	523,973	\$1,530
2017-18	\$379,197,907	\$283,261,087	\$129,870,993	\$792,329,987	527,922	\$1,501
2018-19	\$370,000,668	\$284,175,274	\$119,891,978	\$774,067,920	533,213	\$1,452
2019-20	\$372,069,713	\$283,880,930	\$118,393,722	\$774,344,365	538,851	\$1,437
2020-21	\$375,028,723	\$275,620,269	\$108,621,278	\$759,270,269	542,304	\$1,400
2021-22	\$381,840,367	\$284,584,389	\$106,664,364	\$773,089,121	545,323	\$1,418
2022-23	\$415,341,868	\$344,643,161	\$110,823,795	\$870,808,824	547,762	\$1,590
2023-24	\$423,108,688	\$343,853,092	\$109,827,742	\$876,789,522	550,202	\$1,594
2024-25	\$426,942,911	\$341,384,073	\$128,875,271	\$897,202,255	554,654	\$1,618
10-Yr Change	16%	30%	7%	19%	8%	10%

Source: Guilford County and City of Greensboro Budget Offices

FULL-TIME EQUIVALENT (FTE) PER 1,000 RESIDENTS



Source: Guilford County and City of Greensboro Budget Offices

GUILFORD COUNTY'S FINANCIAL FRAMEWORK

Guilford County's expenditure trends reveal a strong emphasis on education and healthcare expansion.

- **Education:** Education-related spending, including debt payments, comprises approximately 47% of the General Fund expenditures, amounting to over a quarter of a billion dollars in annual operating support. Since FY2021, the Board of Commissioners has increased local current expense funding for Guilford County Schools by more than \$60 million. The County has committed an additional \$50 million annually to service \$2 billion in debt supporting voter-approved school capital construction.
- **Filling job vacancies:** A significant success story emerges from the County's recent compensation study implementation. This strategic initiative has reduced the job vacancy rate from 16% to 9% since July 2022. The improvement is particularly notable in essential areas such as paramedic positions, development inspectors and school nurses. Despite these gains, Guilford County maintains one of the state's lowest position-to-resident ratios at approximately 5.4 positions per 1,000 residents. The Sheriff's Office received an additional \$5.9 million investment to address staffing shortages among deputies and detention services officers.
- **Medicaid:** The most transformative change in county expenditures relates to the state's Medicaid expansion. This initiative has extended healthcare coverage to adults aged 19-64 earning up to 138% of the federal poverty line. The expansion is expected to provide coverage to an additional 33,000 county residents, bringing the total number of covered residents to 200,000. To manage this increased responsibility, the County has added 54 positions in Social Services to handle the surge in applications. The expansion's impact extends beyond immediate healthcare access. For individuals earning about \$1,730 monthly or families of three earning approximately \$2,970 monthly, the program now offers comprehensive coverage including primary care, hospital stays, maternity care, vision and hearing services, and dental care. This expansion represents a significant shift in preventive care accessibility for previously uninsured or underinsured low-income individuals.

2.2

PROPERTY TAX BASE

GUILFORD COUNTY

Fiscal Year		Tax Rate	Taxable Real Property	Personal Property	Public Service	Total	% Change vs. Prior
2017		75.5	38,131,768,965	8,873,395,357	1,251,027,428	48,206,530,653	
2018	R	73.05	40,538,463,183	8,873,395,357	1,318,902,194	50,730,760,734	5.20%
2019		73.05	40,883,802,365	9,135,848,611	1,325,606,744	51,345,257,720	1.20%
2020		73.05	41,848,205,664	9,572,297,856	1,387,279,848	52,807,783,368	2.80%
2021		73.05	42,661,267,250	10,414,087,347	1,472,135,885	54,547,490,482	3.30%
2022		73.05	43,345,500,019	10,610,140,198	1,372,088,107	55,327,728,324	1.40%
2023	R	73.05	56,535,149,507	11,080,180,107	1,520,018,504	69,135,348,118	24.90%
2024	B	73.05	57,821,737,749	11,556,900,000	1,694,500,000	71,073,137,749	2.80%
2025	P	73.05	58,711,000,000	12,565,700,000	1,793,300,000	73,070,000,000	2.80%

R: Revaluation B: Budget P: Projected Actual

Source: Guilford County and City of Greensboro Budget Offices

- **Taxable real property** refers to land and any permanent structures or improvements attached to it that are subject to property taxes.
- **Personal property** refers to movable assets or possessions not permanently attached to land or buildings like vehicles, equipment or furniture.
- **Public service** refers to local revenues from state assessed properties within counties including power companies, airlines, railroads, telecommunication and other state assessed properties.

Guilford County's tax base continues to grow, with a 46% increase since FY2014, averaging 4.6% growth per year, including two revaluation cycles.

The following chart highlights how these tax rates compare to other counties in North Carolina:

TAX RATES AND CHANGES

City/County	2010	2020	Change
Greensboro/Guilford County	1.3724	1.393	+0.021
Winston-Salem/Forsyth County	1.1415	1.3909	+0.2494
Durham/Durham County	1.2481	1.2439	-0.0042
Raleigh/Wake County	0.9075	1.1589	+0.2514
Charlotte/Meck County	1.2973	0.965	-0.3323

Tax rates vary significantly between communities due to factors like service levels, funding philosophies (e.g., reliance on property taxes vs. user fees), and local economic conditions.

Source: North Carolina Department of Revenue



2.3

UNDERSTANDING PROPERTY TAX RATES AND REVALUATION

Property tax rates are established annually by elected officials and apply to real estate and personal property. The tax is calculated by multiplying the rate (in cents) by each \$100 of assessed value.

After a property revaluation year, local governments have several options for setting new tax rates:

- **Adopt a "revenue neutral" rate** that adjusts the tax rate to collect approximately the same total revenue as the previous year. For instance, when property values increase through appreciation, this typically means lowering the tax rate since the same rate applied to higher property values would generate more revenue.
- **Maintain the existing rate**, which generates additional revenue if property values have appreciated. The City of Greensboro chose this option in FY2017–18, resulting in higher taxes for property owners whose property values increased.

North Carolina law requires local governments to publish their calculated "revenue neutral" rate following revaluation years for transparency. While governments must disclose this rate, they are not required to adopt it.

COMPARING TAX RATES ACROSS COMMUNITIES

While our local tax rates may appear high at first glance, several factors should be considered when making comparisons:

- The timing of revaluations varies between jurisdictions.
- Different communities include different services in their tax rates (for example, Greensboro includes library services in its city tax rate, while most communities fund libraries through county taxes).
- Residents typically pay both city and county taxes, making combined rates a more meaningful comparison.

To understand the full picture of local tax burden, it's helpful to examine how combined city and county tax rates have changed over the past decade across North Carolina's major urban areas.



TAXABLE PROPERTY PER CAPITA, 2023–24

Guilford County	\$130,449
Forsyth County	\$115,683
Durham County	\$152,505
Wake County	\$174,469
Mecklenburg County	\$246,397

TOTAL TAX COLLECTED PER CAPITA

Guilford County	\$953
Forsyth County	\$784
Durham County	\$1,147
Wake County	\$1,146
Mecklenburg County	\$1,166

Source: City of Greensboro and Guilford County Budget Offices

What Determines Property Values?

Property values are shaped by interconnected market forces and community factors. Key drivers include the housing market, economic factors and community features. These factors create a cycle of mutual influence. For example, strong property values generate higher tax revenue, which can fund better schools. Better schools attract more families to the area, increasing housing demand and further driving up property values. This cycle can work in either direction — positive or negative — affecting a community's long-term development.

- **Taxable property per capita** is the average value of taxable property per person in a specific population.
- **Tax collected per capita** is the average amount of tax revenue collected by a government per person within a specific population.





JOBS AND ECONOMY

This chapter explores how jobs, a strong economy and a skilled workforce drive the economic vitality of Greensboro and Guilford County. By creating employment opportunities and competitive wages, we strengthen the economy, improve infrastructure and expand services, ensuring sustained growth and prosperity for our community.

3.1

BALANCING GROWTH AND EQUITY

Guilford County's economic landscape presents a picture of growth, opportunities and disparities. While the region added or announced nearly 24,000 new jobs over the past decade and attracted major employers like Toyota Battery Manufacturing and Boom Supersonic, wage growth has lagged behind state and national averages when adjusted for inflation.

Most notably, significant racial disparities in economic opportunity persist, with White residents earning nearly 80% more than Black or African American residents and 136% more than Hispanic or Latino residents. This highlights the need for targeted initiatives to create more equitable economic growth across all communities.



3.2

JOB GROWTH

Guilford County has experienced steady job growth, but at a slower pace compared to peer regions. Over 10 years, the county gained 23,849 new jobs, representing an 8.5% growth. Looking at a 20-year time frame, the growth was 26,360 jobs or 9.4%.

JOB GROWTH

	Guilford County	Durham County	Forsyth County	Mecklenburg County	Wake County	Piedmont Triad	North Carolina	United States
Percent of New Jobs	1-year Growth (2021–2022)	1.0%	1.9%	1.0%	2.0%	2.3%	1.2%	1.9%
	5-year Growth (2018–2022)	1.5%	12.5%	2.1%	11.1%	13.1%	2.0%	4.8%
	10-year Growth (2013–2022)	8.5%	26.7%	10.0%	30.7%	33.5%	8.9%	13.8%
	20-year Growth (2003–2022)	9.4%	42.3%	11.1%	56.8%	66.0%	29.2%	18.8%
Number of New Jobs	1-year Growth (2021–2022)	2,929	4,555	2,128	16,434	15,536	9,204	2,328,540
	5-year Growth (2018–2022)	4,503	27,421	4,238	83,315	79,454	15,210	7,516,815
	10-year Growth (2013–2022)	23,894	52,091	18,853	195,204	171,807	64,171	19,949,305
	20-year Growth (2003–2022)	26,360	73,466	20,732	301,461	271,961	1,181,710	26,059,998

Source: JobsEQ data that includes self-employed and non-covered workers

This growth is positive, especially considering the loss of legacy industries in the early 2000s. However, the slower pace compared to peer metros has implications for tax base growth and the ability of local governments to invest in infrastructure and public services.

PROJECTED JOB GROWTH FROM NEW EMPLOYERS IN THE COMING YEARS

 **TOYOTA**

5,100
Jobs

 **BOOM**

1,760
Jobs

AUTEL[®]

400
Jobs

 **MARSHALL**

240
Jobs

 **ENS**
COMPANIES

200
Jobs

 **PHASE CHANGE**
SOLUTIONS.

83
Jobs

 **clearly clean.**
The clear choice for a clean environment

80
Jobs

 **Summit Aviation**
A GREENWICH AIRGROUP COMPANY

40
Jobs

 **Gilera**
A Sanner Group Company

37
Jobs

Source: Greensboro Chamber of Commerce



While these developments are promising, it's worth noting that the impact will be spread across the **Piedmont Triad region**, not just Guilford County.

3.3

INDUSTRY AND JOB MIX

Wages are influenced by a community's mix of jobs and industries. For instance, Durham County's higher average wage is partly due to nearly half of its jobs being in high-wage sectors such as healthcare, higher education, professional/business services and tech companies.

10-YEAR CHANGE BY JOB SECTOR: Q1 2013 TO Q3 2023

Industry	Guilford County	Durham County	Forsyth County	Mecklenburg County	Wake County	North Carolina	United States
Trade, transportation and utilities	2.2%	-1.6%	0.3%	-1.4%	0.3%	0.2%	-0.5%
Education and health services	0.2%	0.8%	1.6%	0.3%	1.0%	0.0%	0.9%
Professional and business services	-1.8%	5.6%	-1.8%	1.4%	0.2%	1.5%	0.9%
Manufacturing	-0.8%	-3.6%	-0.4%	-1.0%	-1.1%	-1.4%	-0.6%
Leisure and hospitality	0.7%	-0.9%	1.1%	-0.3%	-0.4%	0.1%	0.1%
Government	-0.4%	-1.3%	-1.5%	-1.2%	-2.7%	-2.4%	-1.1%
Financial activities	-0.9%	0.4%	-0.1%	2.2%	1.0%	1.2%	0.0%
Construction	1.2%	0.6%	1.1%	0.5%	1.3%	1.0%	0.8%
Other services	0.1%	-0.2%	-0.2%	0.2%	0.2%	0.2%	-0.1%
Information	-0.5%	0.4%	-0.2%	-0.7%	0.4%	0.0%	-0.1%
Natural resources and mining	0.0%	-0.1%	0.0%	0.0%	0.0%	-0.3%	-0.3%

Source: U.S. Bureau of Labor Statistics

Looking at Guilford County's 10-year job growth changes from 2013 to 2023, several sectors show notable trends. The strongest growth occurred in trade/transportation/utilities (+2.2%) and construction (+1.2%). Professional and business services experienced a moderate decline of -1.8%, while manufacturing saw a slight decrease of -0.8%. Education and health services showed modest growth of 0.2%, suggesting relative stability in these essential sectors. Leisure and hospitality demonstrated resilience with 0.7% growth, while government employment declined by -0.4% and information sector jobs decreased by -0.5%.



3.4

CHANGE IN EMPLOYMENT

Between 2013 and 2024, Guilford County’s industry sector jobs shifted slightly. Guilford County gained 20,000 jobs in transportation/warehousing, construction, healthcare, retail and food services. At the same time, we lost around 3,800 jobs in finance, insurance and information. Some jobs lost in that time frame are higher paying than jobs gained.

GUILFORD COUNTY'S 10-YEAR CHANGE IN EMPLOYMENT
(2013–2023) RANKED BY HIGHEST AVERAGE WAGE

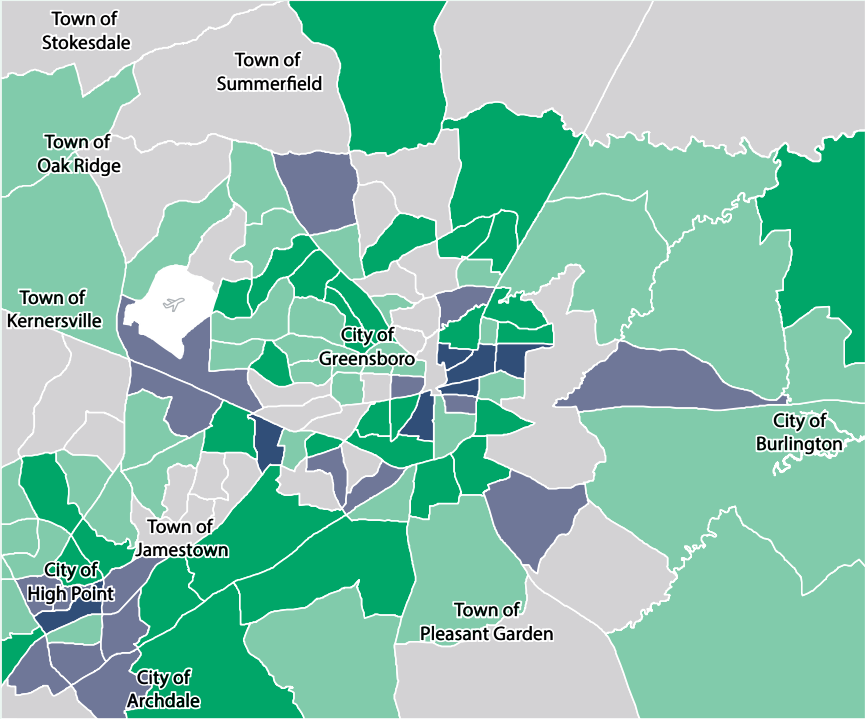
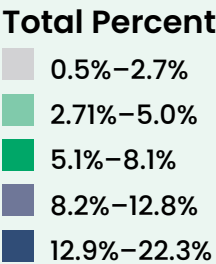
Industry Sectors	2023 Avg Ann Wages	10-Year Change	
Management of Companies and Enterprises	\$114,786		280
Utilities	\$105,976		20
Finance and Insurance	\$98,262	-2,877	
Professional, Scientific and Technical Services	\$80,509		1,888
Wholesale Trade	\$80,438		1,757
Manufacturing	\$72,279		330
Information	\$72,061	-1,014	
Construction	\$68,738		4,266
Real Estate and Rental and Leasing	\$66,205		1,654
Healthcare and Social Assistance	\$61,735		3,780
Public Administration	\$60,320		202
Transportation and Warehousing	\$54,386		6,211
Educational Services	\$52,996		1,013
Retail Trade	\$41,340		3,328
Accommodation and Food Services	\$23,545		3,540
Arts, Entertainment and Recreation	\$23,119		462

Source: U.S. Bureau of Labor Statistics

This chapter explores how jobs, a strong economy and a skilled workforce drive the economic vitality of Greensboro and Guilford County. By creating employment opportunities and competitive wages, we strengthen the economy, improve infrastructure and expand services, ensuring sustained growth and prosperity for our community.

PERCENT OF POPULATION UNEMPLOYED

Guilford County: Census Tract, 2024



Source: ESRI Demographics, 2019–2023



3.5
WAGES

In 2023, Guilford County’s average wage was \$57,599. This figure is lower than our peer counties in North Carolina.

2023 AVERAGE WAGE BY COUNTY

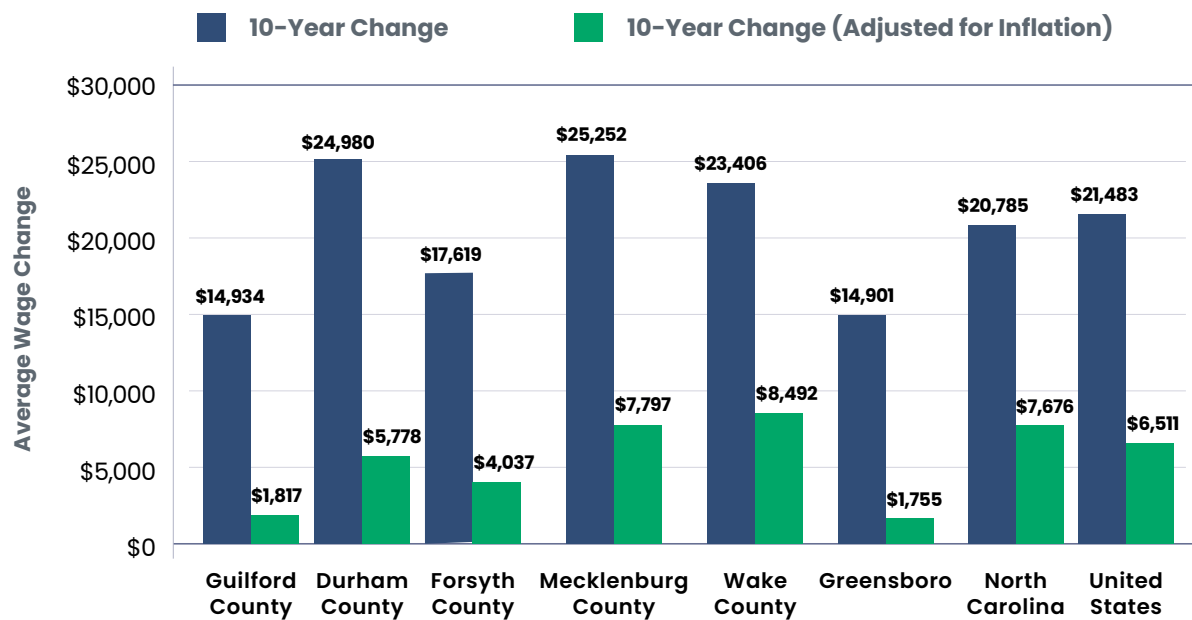


Source: U.S. Bureau of Labor Statistics





10-YEAR AVERAGE ANNUAL WAGE CHANGE



Source: U.S. Bureau of Labor Statistics

Looking at Guilford County's wage trends over the past decade, the average annual wages per worker increased from \$42,666 to \$57,599, representing a 35% increase in nominal terms. However, when adjusted for inflation, the real wage growth was at 3%, translating to only \$1,817 in additional purchasing power over the 10 years. Guilford County's wage growth lagged behind national, state and nearby counties' averages.

3.6

MEDIAN FAMILY INCOME

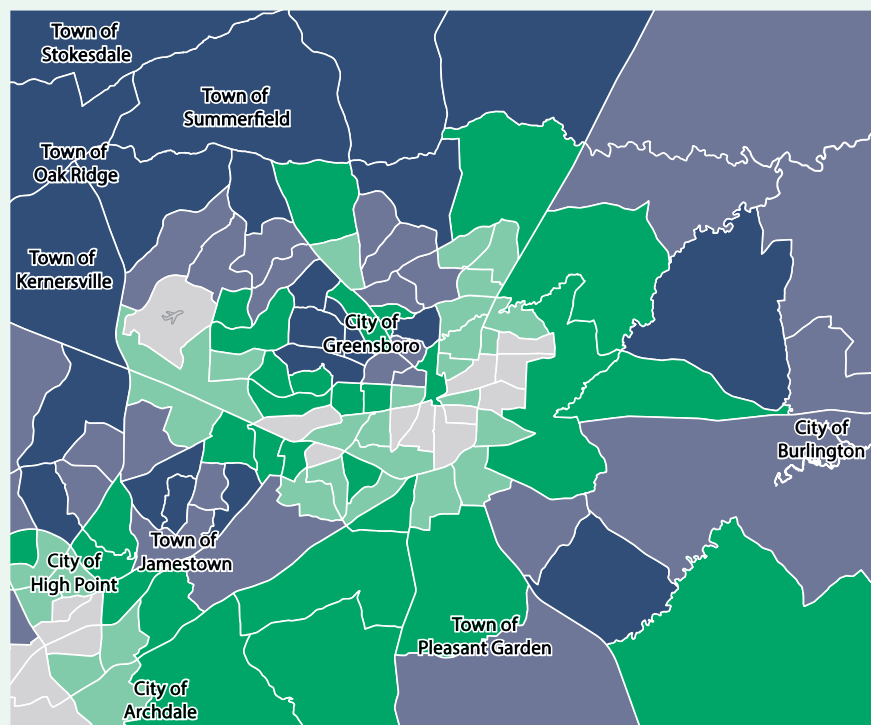
The map on page 7, showing the percentage of non-White residents, closely mirrors the map of median family income, highlighting the ongoing effects of systemic inequities in Guilford County. Median family income, which represents the middle point of family earnings in an area, helps measure economic stability and access to resources.

Southern crescent of Guilford County, the largest concentrations of families earning \$0 to \$34,448 and \$34,449 to \$50,606 are found, making this region home to the lowest median family incomes in the county. These census tracts show a clear connection between higher percentages of non-White populations and lower family incomes, underscoring the economic challenges faced by communities in this area.

2023 MEDIAN HOUSEHOLD INCOME

Total Income

- \$0 to \$34,498
- \$34,499 to \$50,606
- \$50,607 to \$69,930
- \$69,931 to \$98,296
- \$98,297 to \$166,875



Source: ESRI Demographics, 2023





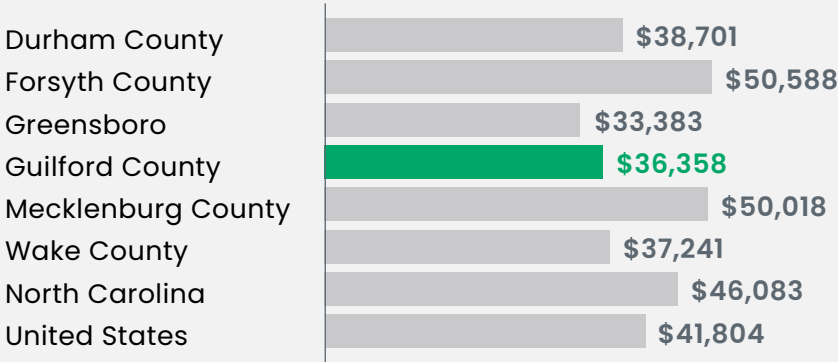
3.7

PER CAPITA INCOME

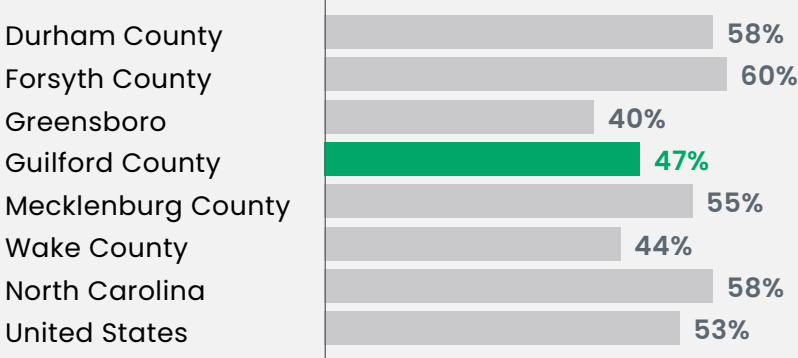
Per capita income is calculated by dividing an area’s total income by its total population, providing an average across all working-age individuals. This metric can be influenced by factors such as the mix of industries, wage levels and overall economic conditions in the area.

In 2022, Guilford County’s per capita income was \$36,358. This figure was lower compared to several other North Carolina counties. Between 2012 and 2022, Guilford County’s per capita income grew by 47%.

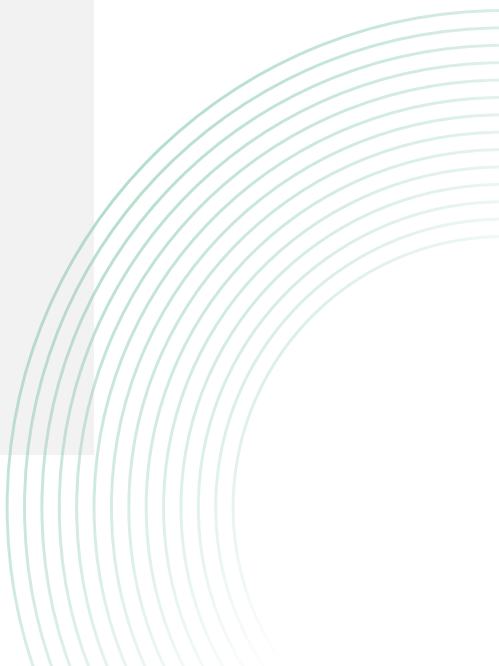
2022 PER CAPITA INCOME



% CHANGE 2012–2022



Source: U.S. Census Bureau





3.8

PER CAPITA INCOME BY RACE

While Guilford County has made progress in increasing per capita income, there are still wide disparities when broken down by race. In order to grow the community equitably, we must focus on eliminating these disparities.

PER CAPITA
INCOME 2022
SNAPSHOT

\$46,590
WHITE

\$26,002
BLACK OR
AFRICAN AMERICAN

\$19,729
HISPANIC OR
LATINO

Source: U.S. Census Bureau





White residents in Guilford County earn, on average, nearly 80% more than Black or African American residents and about 136% more than Hispanic or Latino residents. Such significant disparities point to systemic issues historically affecting economic opportunities and outcomes for different racial groups.

Many Guilford County nonprofits have created target initiatives to eliminate these disparities, such as:

- Improve access to quality education and job training programs for underserved communities.
- Promote diversity and inclusion in high-wage industries.
- Support entrepreneurship and small business development in minority communities.
- Address housing segregation and improve access to affordable housing.

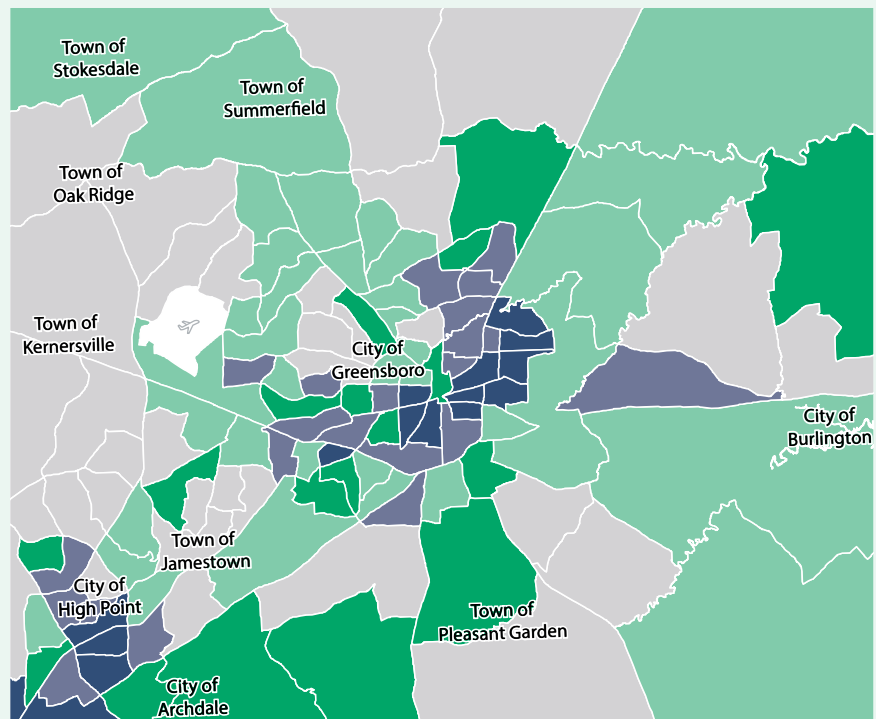
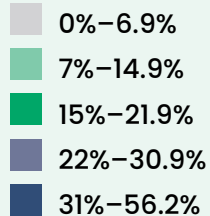
3.9

POVERTY

In 2022, the highest poverty rates in Guilford County were concentrated in the southern and eastern parts of the county, which also had the largest non-White populations. Across Guilford County, 17% of people lived below the federal poverty level, while in Greensboro, the rate was 21.9%. The federal poverty threshold in 2022 was \$12,760 for an individual and \$26,200 for a family of four.

PERCENT OF POPULATION WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW POVERTY LEVEL

Total Percent



Source: ESRI Demographics, 2019–2023

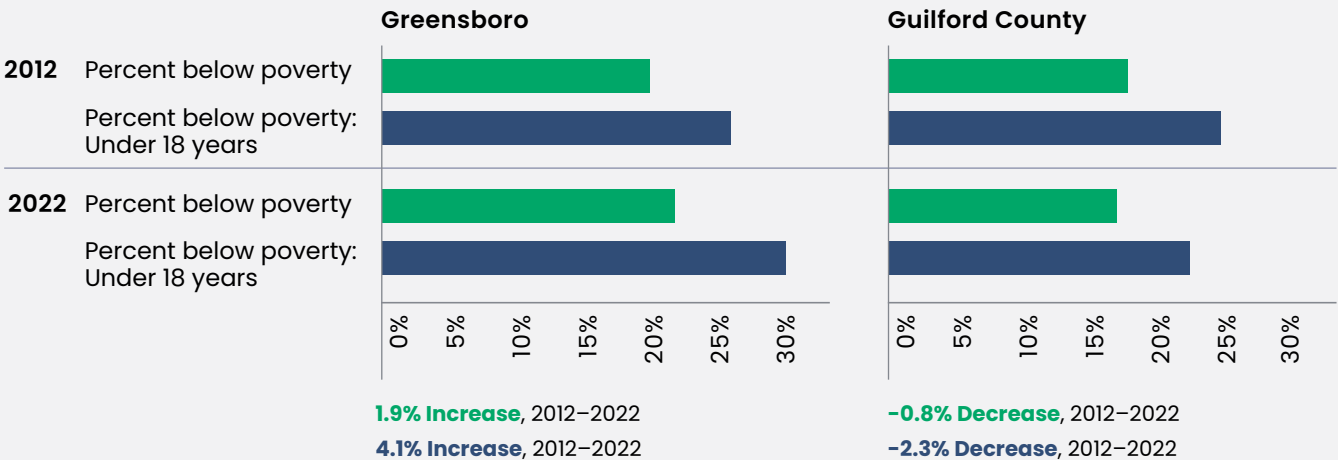
In 2022, poverty remained a significant challenge in Guilford County and Greensboro. That’s because 17% of Guilford County’s population and 21.9% of Greensboro’s population lived below the federal poverty level. Over 10 years, Guilford County saw a slight decrease in poverty rates by 0.8%, while Greensboro experienced an increase of 1.9%.

For context, the federal poverty threshold in 2022 was an annual income of \$12,760 for an individual or \$26,200 for a family of four.

The situation for children under 18 years of age showed mixed trends. In Guilford County, the percentage of children in poverty decreased by 2.3% between 2012 and 2022. However, Greensboro saw an increase of 4.1% in child poverty rates during the same period.

Addressing poverty is a complex issue that requires understanding its root causes and coordinating community resources. It’s important to recognize that poverty’s effects extend beyond those directly experiencing it, impacting the entire community in various ways.

POVERTY LEVELS, 2012–2022



Source: U.S. Census Bureau

CHAPTER 3

An important indicator of economic strain is the rise in Medicaid and Children’s Health Insurance Program (CHIP) enrollment. Between 2015 to 2024, Guilford County saw a 73% increase in enrollment — close to comparable increases in Durham (63%), Forsyth (65%), Mecklenburg (71%) and Wake (74%) counties. Examining Medicaid recipients as a percentage of the total population provides further insight into the community impact.

MEDICAID ENROLLMENT BY YEAR AND COUNTY

Year	Guilford County	Mecklenburg County	Wake County	Forsyth County	Durham County
2015	100,512 (19.44%)*	192,724 (18.65%)*	119,658 (11.70%)*	68,178 (18.56%)*	46,722 (15.53%)*
2024	173,907 (31.45%)*	329,654 (27.70%)*	208,226 (17.21%)*	112,697 (28.73%)*	75,999 (22.30%)*
10-year Change	73% (61.77%)*	71% (48.52%)*	74% (47.03%)*	65% (54.78%)*	63% (43.60%)*

**Percent of the total population*

Policy changes that impact these numbers include a Medicaid expansion in December 2023 and inclusion of CHIP within the North Carolina Medicaid program in April 2023.

Source: Guilford County and City of Greensboro Budget Offices

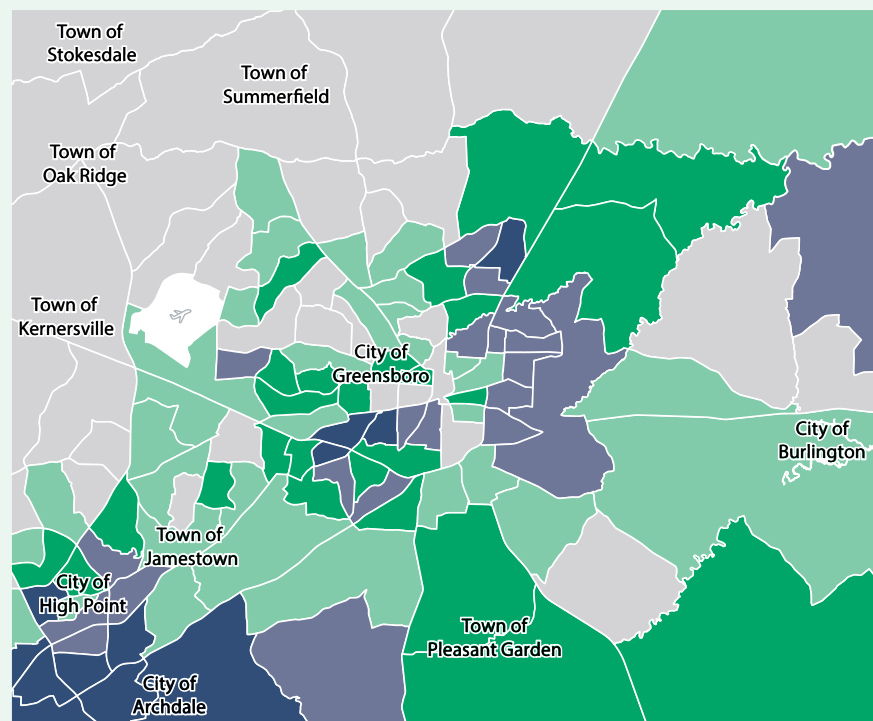
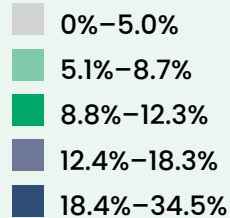


In Greensboro, several areas, particularly in the eastern part of the city, show high percentages of the population without health insurance. Despite the expansion of Medicaid in North Carolina in December 2023, there are still significant gaps in coverage, particularly in these underinsured neighborhoods. These areas highlight the ongoing challenge of providing accessible healthcare, where many residents continue to face barriers to obtaining the coverage they need. Additional enrollment efforts or alternative solutions to healthcare coverage remain necessary to address these disparities.

PERCENT OF POPULATION WITH NO HEALTH INSURANCE COVERAGE

Guilford County: Census Tract

Total Percent



Source: ESRI Demographics, 2019–2023



TALENT AND WORKFORCE

A strong workforce attracts and retains businesses as companies seek locations with abundant, skilled talent. With the Baby Boomer generation retiring, it's essential to connect demographic shifts to workforce development, including degree attainment and access to educational resources. It's also important to note that higher percentages of people of color are now represented in the labor force; however, unemployment rates remain higher for these communities.

4.1

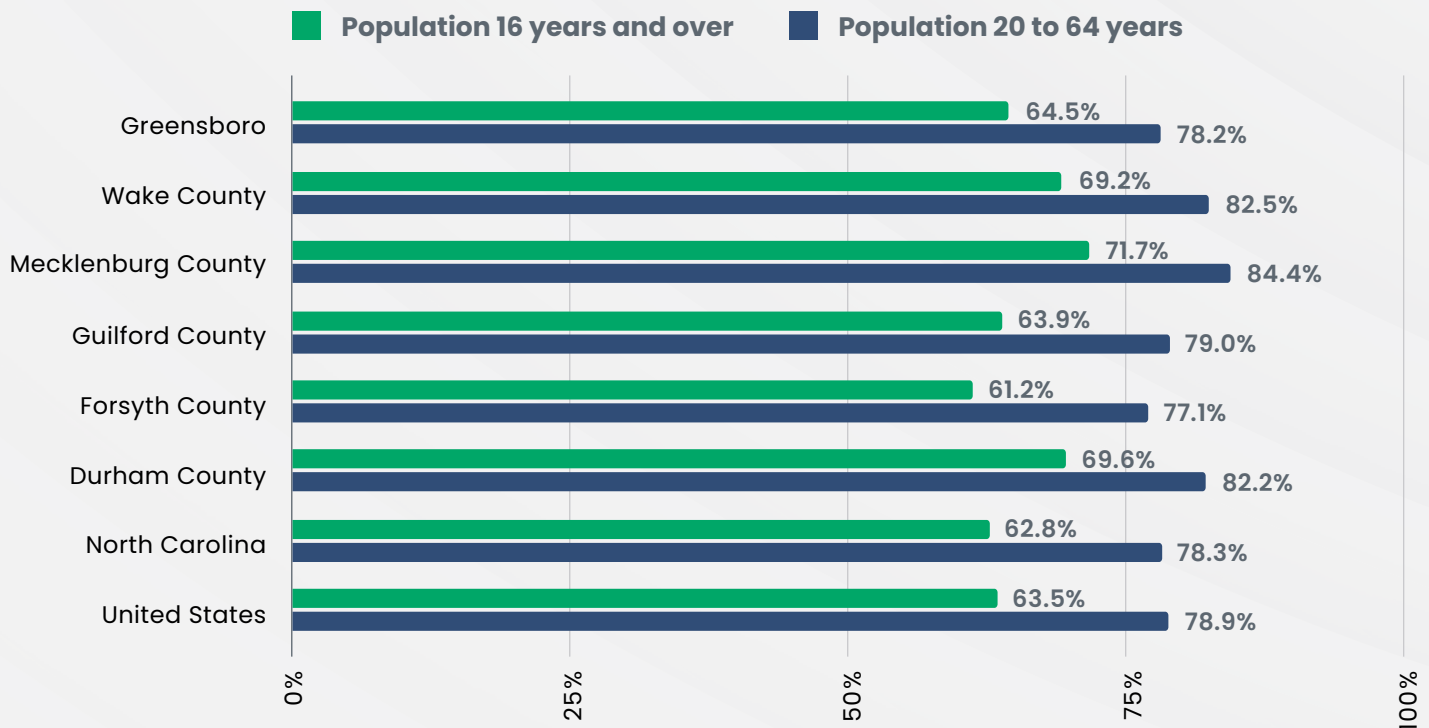
LABOR FORCE PARTICIPATION

Labor force participation is a key indicator of economic health and engagement. In Guilford County, the data shows that participation rates are generally in line with national averages, but there are some variations when we look at different demographic groups.

GENERAL PARTICIPATION RATES

- 79% of Guilford County residents ages 20 to 64 participate in the labor force, which mirrors the national average. However, it falls behind some other North Carolina counties like Wake, Mecklenburg and Durham.
- When including ages 16 and older, 63.9% of Guilford County residents participate in the labor force.

LABOR FORCE PARTICIPATION, 2022



Source: U.S. Census Bureau

4.2

LABOR FORCE CHANGES

DEFINITION OF LABOR FORCE

In North Carolina, the labor force is defined as people eligible to work and are currently employed or actively looking for work. This includes people 16 years of age or older and are part of the civilian noninstitutional population.

LABOR FORCE GROWTH

When examining labor force growth from 2013 to 2023, Guilford County shows slower growth compared to peer counties and national averages:

2.7%

GUILFORD COUNTY

7.5%

UNITED STATES AVERAGE

8.2%

FORSYTH COUNTY

20%DURHAM, MECKLENBURG
AND WAKE COUNTIES*Source: U.S. Census Bureau*



But let's take a moment to look at how the labor force is impacted. All these factors shape the economic environment and influence a county's ability to attract and retain a robust labor force.

- **Location:** Proximity to urban centers, industries and resources can attract businesses and workers, boosting labor force participation.
- **Cost of land:** Affordable land encourages businesses to establish operations and workers to purchase homes, supporting job creation and population growth.
- **Access to transportation:** Efficient transportation networks (highways, airports and public transit) improve worker mobility and ease business logistics, making counties more attractive for companies and employees.
- **Education levels:** A well-educated workforce draws industries that require skilled labor, fostering innovation, higher-wage jobs and economic growth.
- **Public investment:** Counties and cities that invest in infrastructure, education and amenities create a favorable environment for businesses and talent, driving labor force expansion.
- **Availability of housing:** Adequate and affordable housing is critical for attracting workers. A shortage of housing or high costs can prevent potential employees from moving to or staying in a county.
- **Job mix:** The variety and types of jobs available impact labor force growth. Counties offering a diverse range of industries and positions, from entry level to highly skilled, appeal to a broader spectrum of workers.
- **Wages:** Competitive wages are essential for attracting and retaining talent. Counties with higher wages in line with the cost of living tend to see stronger labor force growth as workers seek better compensation and career opportunities.

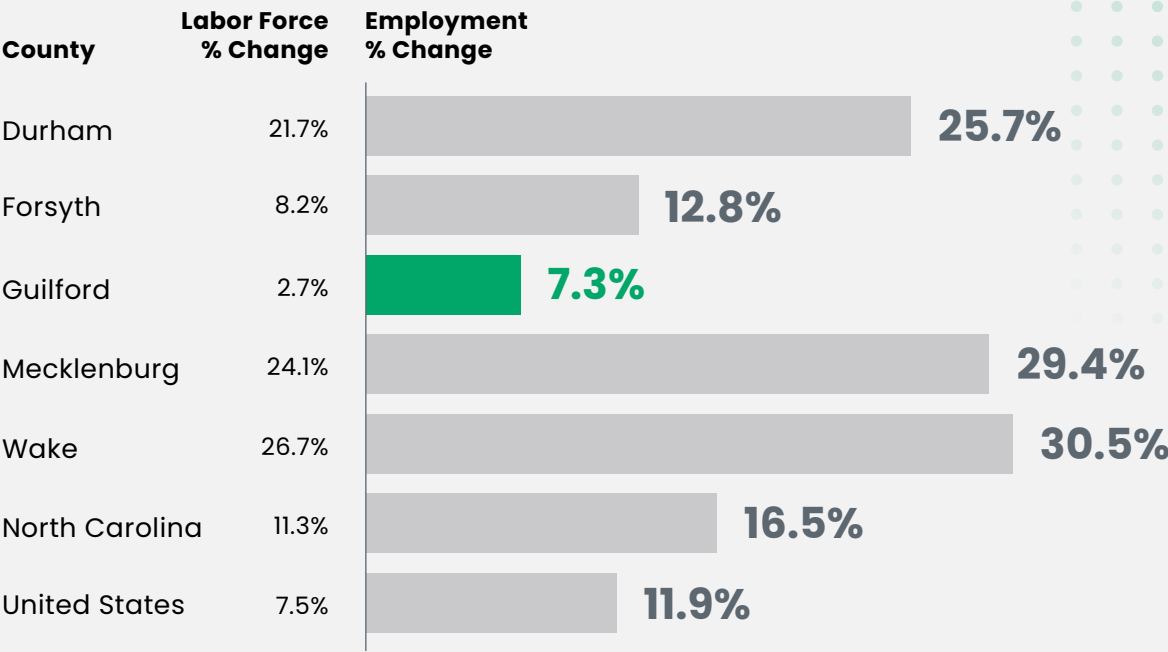


Did You Know?

- **Labor force change** refers to the change in the total number of people who are either employed or actively looking for work. It includes both those who have jobs and those who are seeking jobs.
- **Employment change**, on the other hand, refers specifically to the change in the number of people who have jobs, whether full-time or part-time.

In short, labor force change looks at the overall participation in the labor market, while employment change focuses only on the number of people employed.

LABOR FORCE CHANGE, 2013–2023



Source: U.S. Bureau of Labor Statistics

2022 LABOR FORCE PARTICIPATION BY RACE

Labor force participation varies across racial and ethnic groups in Guilford County:

60.7%

WHITE

65.4%

BLACK OR
AFRICAN AMERICAN

70.6%

ASIAN

72.8%

HISPANIC OR
LATINO

Source: U.S. Census Bureau

While these figures provide a snapshot of participation across different groups, it's important to note that these numbers alone don't tell the full story. Various factors such as age distribution, education levels and economic opportunities can influence these rates.



2022 LABOR FORCE PARTICIPATION BY GENDER AND PARENTAL STATUS

Gender and parental status also play a role in labor force participation:

MALES

81.4%

participate in the labor force, regardless of parental status

FEMALES WITH CHILDREN

81%

participate when children are between ages 6 and 17

78.8%

participate when children are under age 6

76.8%

regardless of parental status*

Source: U.S. Census Bureau

◀ These figures suggest that females are slightly more likely to stay home with children who are younger than school age, but the difference is relatively small.

HOW CHILDCARE COSTS AFFECT THE LABOR FORCE

Guilford County parents are struggling to balance work and the cost of childcare.

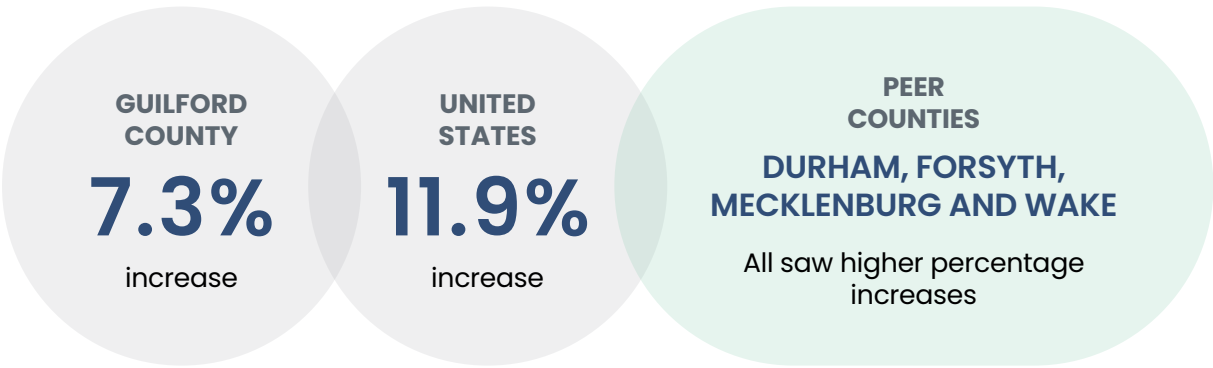
For families earning the county's median income of \$58,646, placing a two-year-old in a childcare center (a large facility licensed to hold children) is about 21% of their paycheck (\$12,193 annually). Family Child Care Homes (also licensed, but located in someone's home and takes a maximum of five children who aren't in kindergarten) cost about 16% of a family's income, at \$9,515 per year.

Of the 31,550 children aged 0–5 in Guilford County, 30.9% are enrolled in licensed or regulated care. Most enrolled children (59.5%) are between the ages of 4–5 years old, with about half participating in NC Pre-K or Head Start.



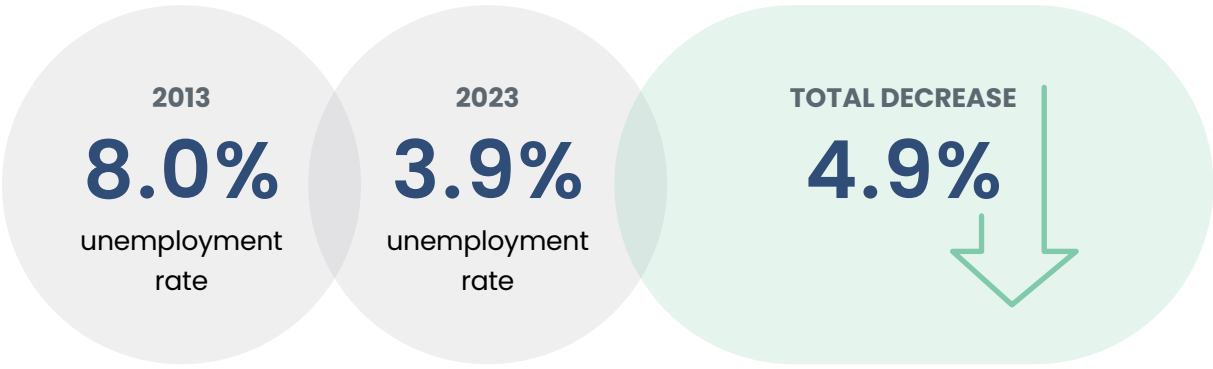
EMPLOYMENT

Employment change over the same 10-year period (2013–2023) followed a similar trend:



UNEMPLOYMENT RATE TRENDS

Over the same 10-year period, Guilford County's unemployment rate dropped dramatically:



This decrease represents the largest improvement among the compared areas. However, it's worth noting that Guilford County still has the highest unemployment rate among its peer communities in 2023.

4.3

TALENT

POSTSECONDARY EDUCATION / DEGREE ATTAINMENT

As our economy grows, the vast majority of new jobs require more than a high school diploma — which less than half of North Carolinians ages 25–44 and even fewer from economically disadvantaged backgrounds currently have.

Guilford County and the Piedmont Triad area are fortunate to have a wide range of postsecondary offerings from numerous higher education institutions and strong community colleges. Guilford County mirrors the state average in degree completion for most race/ethnicity categories.

From 2012 to 2022, we've experienced a significant rise in postsecondary degree

attainment. In 2012, 39.3% of the Guilford County's population held an associate's degree or higher. By 2022, this figure had grown to 48.7%, representing a substantial 9.4% increase.

Talent availability directly drives job creation and economic growth. Simply put, businesses go where skilled workers are. When Guilford County's degree attainment rose by almost 10%, it sent a signal to employers that our workforce was becoming more skilled. Yet we still face a "skills gap," where available jobs don't match workers' qualifications. This mismatch means some positions stay vacant, while qualified workers sometimes struggle to find suitable roles.



LEVEL OF EDUCATION CHANGE, 2012–2022

	Greensboro			Guilford County		
Year	2012	2022	Change	2012	2022	Change
Less Than High School	12.3%	9.8%	-2.5%	12.3%	9.2%	-3.1%
High School Credentials	24.3%	19.8%	-4.5%	26.2%	21.6%	-4.6%
Some College	22.2%	22.0%	-0.2%	22.2%	20.5%	-1.7%
Associate's Degree	6.4%	7.5%	1.1%	6.8%	9.0%	2.2%
Bachelor's Degree	23.1%	24.8%	1.7%	22.1%	24.2%	2.1%
Advanced Degree	11.9%	16.0%	4.1%	10.4%	15.5%	5.1%
Total	176,071	191,731	8.9%	328,075	361,159	10.1%
% Associate or Higher	41.4%	48.3%	6.9%	39.3%	48.7%	9.4%

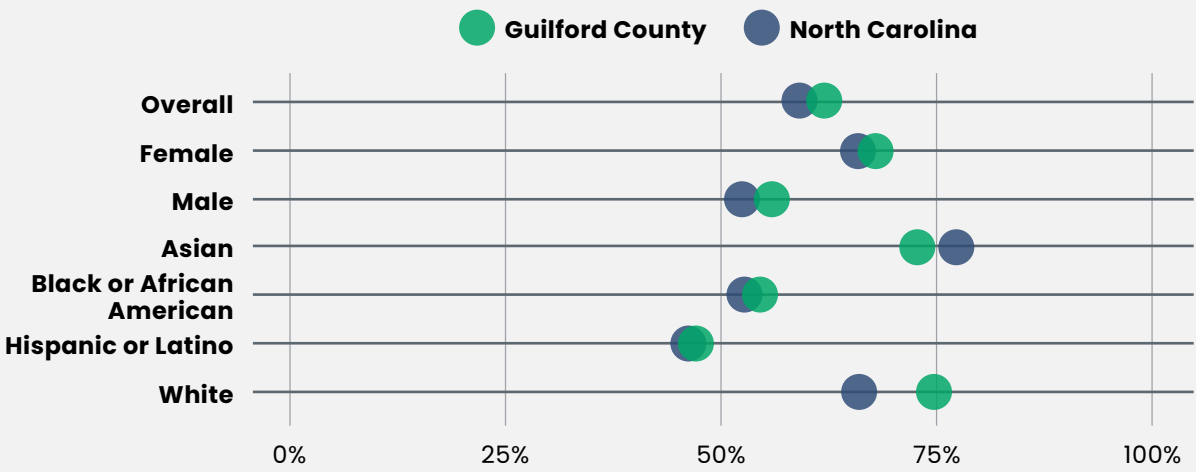
Source: American Community Survey data from the Census. The latest is from 2022 (single-year data).



Regional collaboration on workforce development will be essential for attracting and retaining jobs. For example, Toyota's facility in Randolph County will draw workers from Randolph and Alamance Counties and Guilford Technical Community College.

In addition, Piedmont Triad International Airport (PTI), a 4,000-acre campus, is home to more than 50 companies that generate \$6 billion for our local economy annually. Located near Forsyth and Rockingham counties, PTI is a great example of the importance of how we've worked together with other counties to keep a pipeline of talent: More than 8,600 people are employed by PTI.

POSTSECONDARY ENROLLMENT RATES FOR SELECT GROUPS
IN GUILFORD COUNTY, 2022



Note: Outcomes for groups with fewer than 10 students, <5% or >95% are not displayed.

Source: myFutureNC/special calculation using data from NCDPI and the National Student Clearinghouse

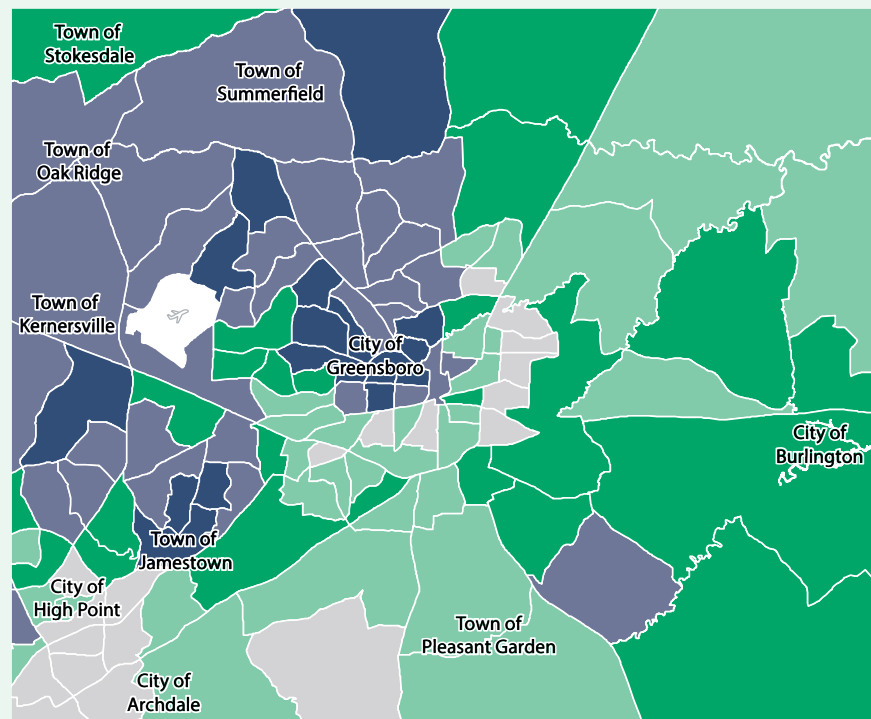
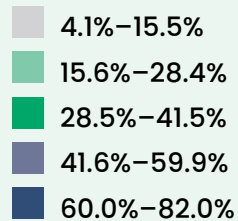
Guilford County’s postsecondary enrollment rates mirror the state average for most demographic groups.

Guilford County is fortunate to have seven colleges and universities, along with an excellent community college, contributing to a strong educational landscape. In 2022, 40% of residents held a bachelor's degree or higher. However, the southern crescent of Guilford County has significantly fewer residents with a bachelor's degree. Obtaining a postsecondary degree or credential is proven to increase wages and income, making it an important factor in improving economic opportunities. While the county has made progress, with a 9.4% increase in postsecondary attainment between 2012 and 2022, efforts to raise degree attainment in marginalized communities should be strengthened.

PERCENT OF POPULATION 25 YEARS AND OVER WITH A BACHELOR'S DEGREE OR HIGHER

Guilford County: Census Tract

Total Percent



Source: ESRI Demographics, 2019–2023



HOUSING

Housing affordability, whether through homeownership or rental options, impacts community growth and economic stability. In North Carolina's major metropolitan areas, housing costs vary considerably, affecting residents' ability to build wealth through homeownership. Guilford County's relatively high rate of homeownership suggests that owning a home here may be more attainable than in nearby counties.

5.1

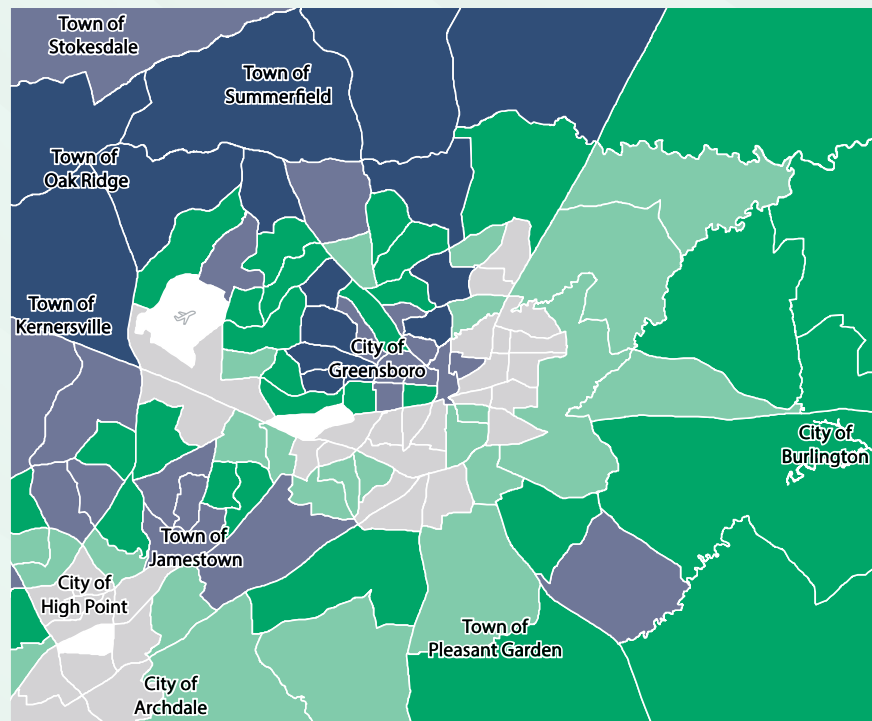
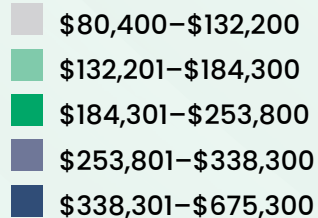
HOUSING AFFORDABILITY

There is a stark difference in the median home value of owner-occupied housing units between Southeast Greensboro and Northwest Greensboro. A large portion of the gray area on the map shows homes valued between \$80,400 and \$132,200, reflecting the lasting impact of historic redlining. This lower home value range highlights how redlining has historically limited the wealth-building opportunities of marginalized communities. Lower home values make it difficult for families in these areas to accumulate wealth, which in turn restricts their ability to grow generational wealth and access the economic advantages that come with homeownership.

MEDIAN HOME VALUE FOR OWNER-OCCUPIED HOUSING UNITS

Guilford County: Census Tract

Total Value



Source: ESRI Demographics, 2019–2023

HOME VALUES

County	Median Value of Home
Guilford	\$261,550
Wake	\$495,340
Mecklenburg	\$426,200
Durham	\$396,980
Forsyth	\$266,680

Source: Guilford County Budget Office



5.2

HOMEOWNERSHIP

In 2023, homeownership rates in North Carolina counties varied, with Guilford County at 60.2%, Forsyth County at 62.8% and Wake County at 63.9%. Mecklenburg and Durham counties had lower rates at 54.6% and 55.2%, respectively. Guilford County's relatively high rate suggests that owning a home here may be more attainable compared to Durham and Mecklenburg counties.



The homeownership rate in the Greensboro-High Point Metropolitan Statistical Area (MSA) is slightly higher than in Raleigh and Charlotte MSAs. Over the past nine years, Greensboro-High Point MSA homeownership rate has also trended upward by 4%, whereas other MSAs have seen slower growth.

2023 HOMEOWNERSHIP RATES

60.2%

GUILFORD COUNTY

62.8%

FORSYTH COUNTY

55.2%

DURHAM COUNTY

54.6%

MECKLENBURG COUNTY

63.9%

WAKE COUNTY

Source: U.S. Census Bureau

5.3

MEDIAN GROSS RENT AS A PERCENT OF INCOME

The American Community Survey defines gross rent as the rent price on the lease plus the estimated average monthly cost of utilities.

2018–2022 FIVE-YEAR ESTIMATE

	Guilford County	Durham County	Forsyth County	Mecklenburg County	Wake County
Median Gross Rent*	\$1,096	\$1,385	\$1,026	\$1,473	\$1,460
Median Household Income (MHI)*	\$5,240	\$6,244	\$5,102	\$6,605	\$8,061
Rent as a Percent of MHI*	21%	22%	20%	22%	18%

*Monthly

Source: U.S. Census Bureau

Similar to home value and cost to purchase, gross rent in Guilford County fell below Durham, Mecklenburg and Wake counties by \$300 or more per month. Guilford County's gross rent is slightly higher than Forsyth County's. Based on this metric, the cost of living is more affordable in Guilford County than in other metro areas in the state of North Carolina. Compared to median household income, Guilford County falls in line with other North Carolina counties with median rent accounting for 21% of income.

One note: Many young professionals are renters, and the median household income may not be completely reflective of the average income of those young professional renters in Guilford County. Looking more closely at median household income, nonfamily households (single people or roommates) had an income level of \$42,400 in 2022. This equates to monthly gross rent accounting for 31% of monthly median household income.

HOUSING STOCK

As the population grows and new employers move to the region, the demand for multi-price point housing will increase. Construction permits secured by the City of Greensboro for residential use have increased since 2020; however, the city will need to expand and broaden housing units and price points to meet the needs of a growing and dynamic economy.



CONSTRUCTION PERMITS — CITY OF GREENSBORO, 2020–2024

Construction Type	2024*	2023	2022	2021	2020
Single Family Residence	359	426	390	425	553
Duplex	4	6	10	28	2
Townhouses	195	278	77	104	105
Condos	0	0	0	36	0
Apartments Units	1,228	783	666	1,317	786
Total Permits	1,786	1,493	1,143	1,910	1,446

*January through November

Source: City of Greensboro Development Services



CONNECTIVITY

Connectivity in Greensboro extends beyond physical infrastructure — it encompasses how people access and interact with essential services and civic life. From transportation to internet access to public green spaces and civic participation through voting, the data in the following chapter makes it clear that we need to create equitable access for all residents.

6.1

CONNECTIVITY

Our community's well-being is connected through several resources: efficient transit systems, reliable internet access, green spaces for recreation and robust civic participation.

Here's a snapshot of how we're doing:

- **Transit:** Reliable bus or train services can be life-changing, reducing commute times, broadening job opportunities and easing daily stress. However, in Guilford County, residents who depend on public buses face commutes three times longer than those who drive.
- **Broadband access:** Broadband internet isn't a luxury — it's essential for education, healthcare and economic opportunity. Yet 27% of Guilford County residents don't have broadband access.
- **Parks and green spaces:** Residents in neighborhoods of color have 46% less park space compared to those in predominantly White neighborhoods.
- **Voting:** The cornerstone of democracy — voting — is facing a crisis in Greensboro. Only 15–16% of voters participated in recent municipal elections.



BROADBAND ACCESS

Broadband internet is the modern equivalent of roads and electricity. It’s an essential lifeline that connects our community to vital services and opportunities.

The numbers in Guilford County paint a mixed picture about broadband’s reach: While about two-thirds of residents (66.33%) have broadband available and nearly 73% maintain broadband subscriptions, gaps remain. More than one in 10 residents (11.20%) still need internet access, and 8.64% need devices to get online.

Only a small fraction (1.23%) are limited to slower DSL or fixed wireless options, suggesting good infrastructure coverage. However, the gap between availability and adoption highlights that accessibility isn’t just about infrastructure — it’s about affordability, digital literacy and ensuring everyone can participate in our increasingly connected world.

BROADBAND ACCESSIBILITY, 2021

	Guilford County	Wake County	Forsyth County	Durham County	Mecklenburg County
Percent With Broadband Available	66.3%	80.2%	48.9%	71%	78.6%
Percent With DSL or Fixed Wireless Only	1.2%	0.9%	0.4%	1.9%	0.2%
Percent With Broadband Subscription	72.9%	84.5%	70.2%	78.0%	80.3%
Percent With No Internet Access	11.2%	4.4%	11.6%	7.1%	7.1%
Percent With No Internet Devices	8.6%	2.8%	6.8%	4.9%	4.1%

Source: N.C. Department of Information Technology Division of Broadband and Digital Equity



Comparing broadband data across Guilford County and peer counties highlights differences in internet access and digital inclusion:

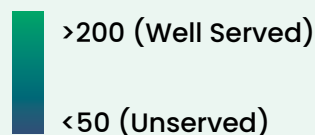
- **Broadband availability:** Guilford County has 66.33% broadband availability. Guilford County may face infrastructure limitations as development and population increases.
- **Broadband subscription rates:** Guilford County's broadband subscription rate is 72.93%. This lower adoption rate is potentially influenced by socioeconomic factors or internet costs.
- **No internet access:** Guilford County has 11.20% of residents without internet access. This data indicates a significant digital divide in Guilford County, affecting overall community connectivity.
- **No internet devices:** Guilford County has 8.64% without internet-capable devices. Limited device access may hinder residents from using available internet resources.

Overall, Guilford County faces higher barriers to broadband access and device availability than many of its peer counties. This impacts residents' ability to fully participate in educational, healthcare and economic opportunities that broadband enables.

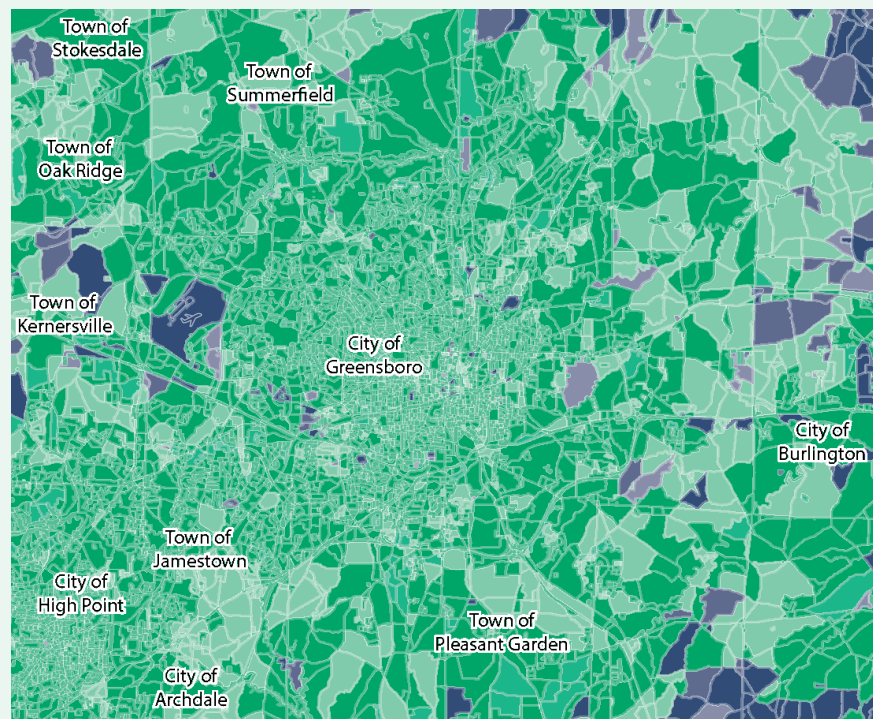
BROADBAND SERVICE LEVEL

Guilford County: Census Tract

Service Level



The map of Guilford County's broadband service level highlights areas of limited internet access, with noticeable blue spots in more rural areas indicating unserved areas.



Source: ESRI Living Atlas, June 2021

6.2

PARKS AND GREEN SPACES

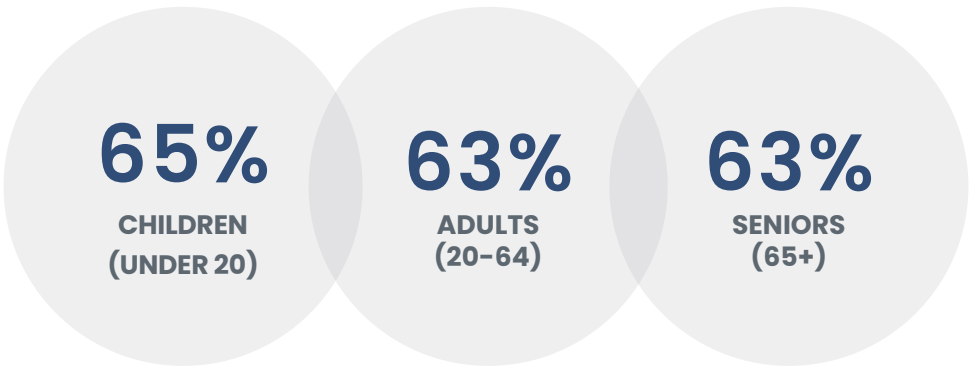
According to the Trust for Public Land's ParkScore Index and ParkServe reports, Greensboro park system ranked 83rd among the 100 most populated U.S. cities, indicating significant room for improvement in several key areas.

As of 2022, the city currently maintains 7,315 acres of parkland, which does not include trails, greenways, pools, lakes or recreational centers. A key finding shows that 63.2% of Greensboro's residents live within a 10-minute walk of a park, considered average among comparable cities.

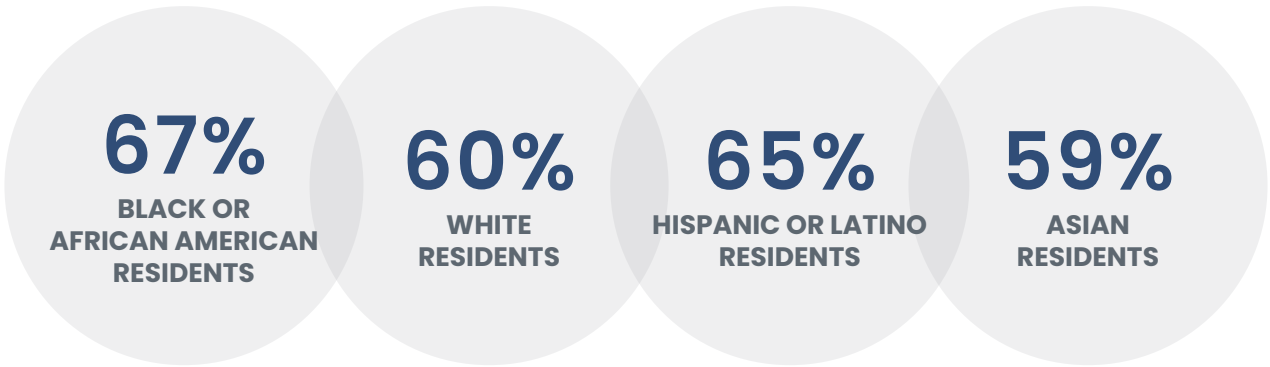


Here’s the demographic breakdown of residents with park access:

AGE DISTRIBUTION



RACIAL/ETHNIC COMPOSITION



Source: Trust for Public Land’s ParkScore Index



6.3

TRANSIT

Our community relies on several transit systems, including: Greensboro Transit Agency, Piedmont Authority for Regional Transportation and High Point Transit System. Each agency has a robust system; however, residents who depend on public transportation face commutes three times longer than those who drive.

AVERAGE COMMUTE BY MILES TO DESTINATION

Regardless of transportation mode (car, bus, bike, etc.), the average travel distance (in miles) that it takes a person to get to their destination is:



HOME

9 miles

WORK

13 miles

SCHOOL

5.5 miles

SOCIAL/RECREATION

8 miles

*Source: Piedmont Authority for Regional Transportation (PART),
2022 Triad Travel Counts Survey*

AVERAGE COMMUTE BY TIME TO DESTINATION

The average travel time (in minutes) by transportation mode for a person to get to their destination is:



WALK/BIKE

15 mins



CAR

18 mins



SCHOOL BUS

40 mins



BUS

52 mins



PARATRANSIT

32 mins

Source: Piedmont Authority for Regional Transportation (PART),
2022 Triad Travel Counts Survey



The data says that while public transit users in Guilford County experience moderate commute times for various trip purposes (18–23 minutes), the average travel distances are relatively short, ranging from 5.5 to 11 miles.

However, when comparing travel times across transportation modes, public bus users face the longest commutes (52 minutes on average), significantly exceeding the time for cars (18 minutes) and even paratransit (32 minutes). This suggests that inefficiencies in the public transit system may contribute to disproportionately long travel times, despite relatively short distances.



6.4
VOTER TURNOUT

PERCENT OF TOTAL VOTER TURNOUT

	Nov '24 Presidential	Nov '22 Midterm	Jul '22 GSO	Nov '20 Presidential	Nov '18 Midterm	Nov '17 GSO	Nov '16 Presidential
Total	71%	50%	16%	74%	54%	15%	71%

Source: NC Board of Elections

Guilford County voters have shown strong engagement in presidential elections with a consistent 71–74% turnout over the last three cycles. But the contrast in local elections is alarming. Despite the significant impact of Greensboro municipal elections on our community’s taxation, budget and local services, only 15–16% of registered voters participate. This highlights an urgent need to increase local voter engagement to shape decisions that directly affect our daily lives.

PERCENT OF VOTER TURNOUT BY GENDER

	Nov '24 Presidential	Nov '22 Midterm	Jul '22 GSO	Nov '20 Presidential	Nov '18 Midterm	Nov '17 GSO	Nov '16 Presidential
Female	75%	51%	17%	76%	55%	15%	73%
Male	71%	51%	17%	73%	53%	15%	68%
Other	51%	25%	3%	67%	33%	3%	55%

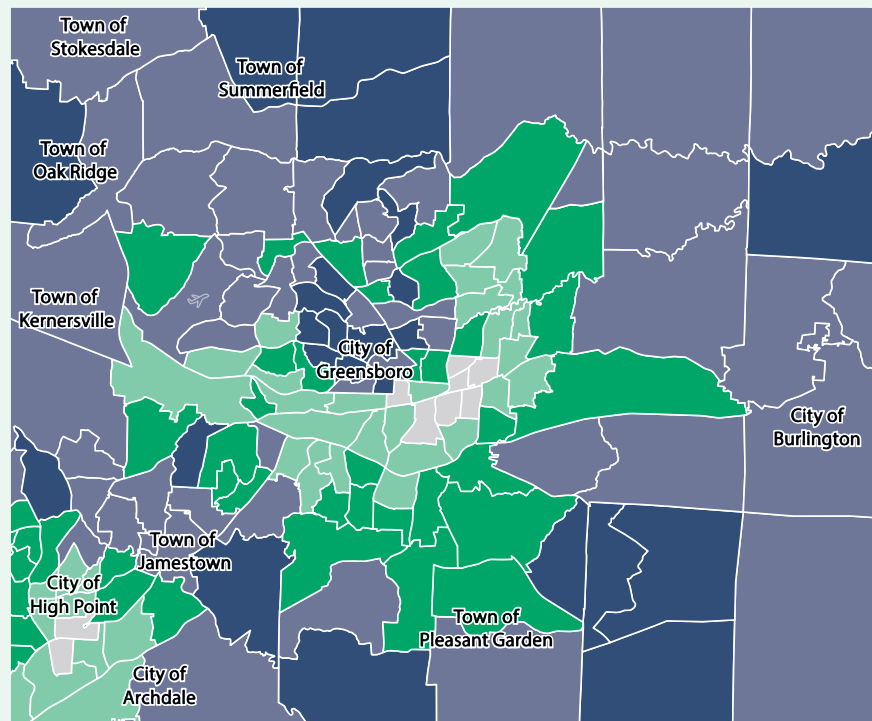
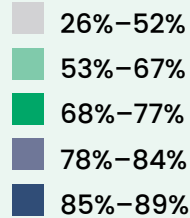
Source: NC State Board of Elections

In Guilford County, women consistently vote at slightly higher rates than men across all elections. This mirrors a national trend where women tend to outvote men, with the gender gap in voter turnout persisting for decades, particularly in federal and local elections.

In the 2020 general election, voter turnout in Guilford County revealed significant disparities across Greensboro. Southeast Greensboro, an area characterized by lower-income households and lower housing values, saw notably lower voter participation compared to other parts of the city. This pattern of lower turnout, consistent across presidential, primary and municipal elections, aligns with other metrics in the report that highlight persistent socioeconomic barriers and inequalities in civic engagement within these communities.

PERCENTAGE OF VOTER TURNOUT BY VOTING PRECINCT, 2020 GENERAL ELECTION

Total Percent



Source: Guilford County Elections Board, 2020 General Election

PERCENT OF VOTER TURNOUT BY AGE

	Nov '24 Presidential	Nov '22 Midterm	Jul '22 GSO	Nov '20 Presidential	Nov '18 Midterm	Nov '17 GSO	Nov '16 Presidential
18–25	57%	23%	3%	58%	31%	2%	56%
26–40	58%	32%	6%	63%	39%	6%	61%
41–65	79%	59%	19%	82%	63%	19%	79%
66+	84%	73%	37%	85%	70%	32%	79%

Source: NC State Board of Elections

Age significantly impacts voter participation, with voters aged 66 and older having the highest turnout rates. They are 10 times more likely to vote in municipal elections compared to those aged 18–25. Yet even among this group, 37% participated in the last local election.

This is particularly concerning as demographic shifts are reshaping the electorate, with younger generations becoming a growing share of eligible voters. To ensure a representative democracy and address the long-term needs of our community, it’s essential to engage younger voters and foster their participation in local elections, where their voices can significantly influence decisions that affect their future.



In Guilford County, White voters consistently demonstrate the highest participation rates across all election types, while turnout among Black or African American and Hispanic or Latino, Asian, and other voters remains lower.

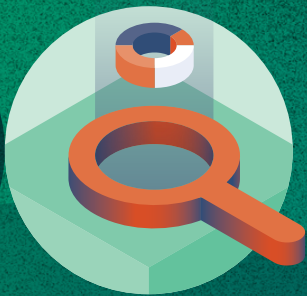
This is particularly significant in a majority-minority county like Guilford County, where diverse communities make up a substantial portion of the population. Increasing voter participation across all racial and ethnic groups is essential to ensuring that local leadership and policies reflect the county's rich diversity and address the needs of all its residents.

PERCENT OF VOTER TURNOUT BY RACE/ETHNICITY

	Nov '24 Presidential	Nov '22 Midterm	Jul '22 GSO	Nov '20 Presidential	Nov '18 Midterm	Nov '17 GSO	Nov '16 Presidential
White	80%	62%	25%	80%	60%	19%	75%
Black or African American	67%	41%	12%	69%	48%	12%	67%
Hispanic or Latino	58%	26%	4%	60%	38%	3%	61%
Asian	67%	33%	4%	73%	43%	3%	66%
Other	53%	28%	5%	67%	37%	5%	58%

Source: NC State Board of Elections





CONCLUSION AND KEY TAKEAWAYS

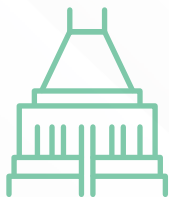
Now that you've read everything you need to know about Greensboro and Guilford County, it's time to take action. Whether it's voting in an upcoming municipal election or joining an advisory board, the future of our city depends on you. Ask yourself: What role will you play?

7.1

FINAL INSIGHTS

OUR COMMUNITY ARCHITECTURE

Greensboro's diversity is both an asset and a responsibility. We must acknowledge and address persistent challenges facing people of color, including economic instability, wage gaps and healthcare access barriers. Keep in mind: The per capita income for White residents is \$46,590. For Black or African American residents, it's \$26,002, and for Hispanic or Latino residents, it's \$19,729.



CITY AND COUNTY GOVERNMENT

Our city and county's financial capacity — including taxes and expenditures — forms the backbone of Greensboro's vitality. Guilford County's lower taxable property values means that we bring in less property tax revenue to fund public services. Let's explore how to bolster our economic development and investment to expand and increase our tax base.

JOBS AND ECONOMY

Our economic landscape highlights both challenges and opportunities. Guilford County lags behind peer communities with per capita income at \$36,358. Significant racial disparities exist, with White residents earning 80% more than Black or African American residents and 136% more than Hispanic or Latino residents. While poverty rates have slightly decreased in the county, Greensboro has seen a 1.9% increase over 10 years.



TALENT AND WORKFORCE

Despite maintaining a healthy 79% labor force participation rate, our workforce growth of 2.7% over the past decade trails behind nearby counties. Childcare challenges also impact women's workforce participation. With so many nearby colleges and universities, 69% of residents have pursued postsecondary education to meet evolving job requirements.



HOUSING

Property values, more than tax rates, determine residents' tax burden. As we attract young professionals, rental costs relative to per capita income become increasingly important. Nonfamily households (single people or roommates) had an income level of \$42,400 in 2022. This equates to monthly gross rent accounting for 31% of monthly median household income.

CONNECTIVITY

While our award-winning park system excels, operational budgets fall below national averages. Broadband access remains a challenge for more than 10% of residents. Transportation, despite short commute times, needs enhanced resources. Voter engagement represents an opportunity for community influence and investment.



7.2

5 ACTION STEPS FOR YOU

The vitality of Greensboro depends on informed, engaged citizens taking action. Start today by sharing this report and joining the conversation about our future.

1

Stay Informed: Attend public meetings, subscribe to local news and follow elected officials to stay updated on local issues.

2

Get Involved: Join advisory boards, nonprofit organizations or neighborhood groups to actively participate in shaping policies.

3

Engage Directly: Meet with local representatives and elected officials to share concerns or propose ideas.

4

Research and Educate: Dive into government websites for detailed information, and help others understand local issues and elections.

5

Vote: Participate in all local elections, which often have the most immediate impact on your community.

Want to learn more?

Scan the QR code for additional tips and resources!



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