



DP03

SELECTED ECONOMIC CHARACTERISTICS

2013-2017 American Community Survey 5-Year Estimates

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Technical Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities, and towns and estimates of housing units for states and counties.

Subject	Rural Hall town, North Carolina			
	Estimate	Margin of Error	Percent	Percent Margin of Error
<b>EMPLOYMENT STATUS</b>				
Population 16 years and over	2,415	+/-160	2,415	(X)
In labor force	1,537	+/-186	63.6%	+/-6.7
Civilian labor force	1,537	+/-186	63.6%	+/-6.7
Employed	1,500	+/-184	62.1%	+/-6.8
Unemployed	37	+/-27	1.5%	+/-1.1
Armed Forces	0	+/-12	0.0%	+/-1.3
Not in labor force	878	+/-175	36.4%	+/-6.7
Civilian labor force	1,537	+/-186	1,537	(X)
Unemployment Rate	(X)	(X)	2.4%	+/-1.8
Females 16 years and over	1,211	+/-125	1,211	(X)
In labor force	635	+/-105	52.4%	+/-8.4
Civilian labor force	635	+/-105	52.4%	+/-8.4
Employed	624	+/-104	51.5%	+/-8.5
Own children of the householder under 6 years	366	+/-158	366	(X)
All parents in family in labor force	84	+/-56	23.0%	+/-17.9
Own children of the householder 6 to 17 years	421	+/-165	421	(X)
All parents in family in labor force	389	+/-158	92.4%	+/-8.0
<b>COMMUTING TO WORK</b>				
Workers 16 years and over	1,397	+/-195	1,397	(X)
Car, truck, or van -- drove alone	1,164	+/-206	83.3%	+/-11.0
Car, truck, or van -- carpooled	53	+/-56	3.8%	+/-4.1
Public transportation (excluding taxicab)	0	+/-12	0.0%	+/-2.3
Walked	0	+/-12	0.0%	+/-2.3
Other means	119	+/-146	8.5%	+/-10.0
Worked at home	61	+/-51	4.4%	+/-3.7
Mean travel time to work (minutes)	25.9	+/-6.0	(X)	(X)

Subject	Rural Hall town, North Carolina			
	Estimate	Margin of Error	Percent	Percent Margin of Error
<b>OCCUPATION</b>				
Civilian employed population 16 years and over	1,500	+/-184	1,500	(X)
Management, business, science, and arts occupations	384	+/-120	25.6%	+/-7.3
Service occupations	308	+/-165	20.5%	+/-10.1
Sales and office occupations	343	+/-108	22.9%	+/-6.9
Natural resources, construction, and maintenance occupations	177	+/-96	11.8%	+/-6.6
Production, transportation, and material moving occupations	288	+/-120	19.2%	+/-8.0
<b>INDUSTRY</b>				
Civilian employed population 16 years and over	1,500	+/-184	1,500	(X)
Agriculture, forestry, fishing and hunting, and mining	0	+/-12	0.0%	+/-2.1
Construction	100	+/-65	6.7%	+/-4.6
Manufacturing	306	+/-100	20.4%	+/-5.7
Wholesale trade	12	+/-14	0.8%	+/-1.0
Retail trade	131	+/-84	8.7%	+/-5.6
Transportation and warehousing, and utilities	89	+/-70	5.9%	+/-4.9
Information	25	+/-32	1.7%	+/-2.1
Finance and insurance, and real estate and rental and leasing	108	+/-60	7.2%	+/-3.7
Professional, scientific, and management, and administrative and waste management services	258	+/-154	17.2%	+/-9.6
Educational services, and health care and social assistance	268	+/-80	17.9%	+/-4.9
Arts, entertainment, and recreation, and accommodation and food services	74	+/-50	4.9%	+/-3.5
Other services, except public administration	118	+/-96	7.9%	+/-6.2
Public administration	11	+/-18	0.7%	+/-1.2
<b>CLASS OF WORKER</b>				
Civilian employed population 16 years and over	1,500	+/-184	1,500	(X)
Private wage and salary workers	1,324	+/-162	88.3%	+/-6.1
Government workers	80	+/-52	5.3%	+/-3.5
Self-employed in own not incorporated business workers	96	+/-90	6.4%	+/-5.7
Unpaid family workers	0	+/-12	0.0%	+/-2.1
<b>INCOME AND BENEFITS (IN 2017 INFLATION-ADJUSTED DOLLARS)</b>				
Total households	1,305	+/-149	1,305	(X)
Less than \$10,000	104	+/-83	8.0%	+/-5.9
\$10,000 to \$14,999	89	+/-53	6.8%	+/-4.0
\$15,000 to \$24,999	130	+/-86	10.0%	+/-6.4
\$25,000 to \$34,999	236	+/-113	18.1%	+/-8.3
\$35,000 to \$49,999	221	+/-118	16.9%	+/-8.6
\$50,000 to \$74,999	229	+/-79	17.5%	+/-6.5
\$75,000 to \$99,999	142	+/-69	10.9%	+/-5.1
\$100,000 to \$149,999	130	+/-65	10.0%	+/-5.2
\$150,000 to \$199,999	15	+/-16	1.1%	+/-1.2
\$200,000 or more	9	+/-13	0.7%	+/-1.0
Median household income (dollars)	46,179	+/-9,540	(X)	(X)
Mean household income (dollars)	53,181	+/-6,538	(X)	(X)
<b>With earnings</b>				
Mean earnings (dollars)	56,016	+/-7,366	(X)	(X)
<b>With Social Security</b>				
Mean Social Security income (dollars)	21,137	+/-2,622	(X)	(X)
<b>With retirement income</b>				
Mean retirement income (dollars)	12,957	+/-2,833	(X)	(X)
<b>With Supplemental Security Income</b>				
	68	+/-73	5.2%	+/-5.3

Subject	Rural Hall town, North Carolina			
	Estimate	Margin of Error	Percent	Percent Margin of Error
Mean Supplemental Security Income (dollars)	3,413	+/-2,411	(X)	(X)
With cash public assistance income	0	+/-12	0.0%	+/-2.5
Mean cash public assistance income (dollars)	-	**	(X)	(X)
With Food Stamp/SNAP benefits in the past 12 months	226	+/-103	17.3%	+/-7.4
<b>Families</b>				
Families	812	+/-102	812	(X)
Less than \$10,000	22	+/-29	2.7%	+/-3.5
\$10,000 to \$14,999	34	+/-34	4.2%	+/-4.2
\$15,000 to \$24,999	73	+/-77	9.0%	+/-9.1
\$25,000 to \$34,999	197	+/-100	24.3%	+/-11.3
\$35,000 to \$49,999	90	+/-59	11.1%	+/-7.3
\$50,000 to \$74,999	156	+/-65	19.2%	+/-8.2
\$75,000 to \$99,999	98	+/-55	12.1%	+/-6.4
\$100,000 to \$149,999	125	+/-65	15.4%	+/-8.5
\$150,000 to \$199,999	8	+/-13	1.0%	+/-1.6
\$200,000 or more	9	+/-13	1.1%	+/-1.6
Median family income (dollars)	48,333	+/-12,439	(X)	(X)
Mean family income (dollars)	60,861	+/-9,894	(X)	(X)
<b>Per capita income (dollars)</b>				
Per capita income (dollars)	23,223	+/-2,865	(X)	(X)
<b>Nonfamily households</b>				
Nonfamily households	493	+/-170	493	(X)
Median nonfamily income (dollars)	31,940	+/-24,755	(X)	(X)
Mean nonfamily income (dollars)	39,110	+/-7,501	(X)	(X)
<b>Median earnings for workers (dollars)</b>				
Median earnings for workers (dollars)	32,943	+/-2,507	(X)	(X)
Median earnings for male full-time, year-round workers (dollars)	41,313	+/-9,973	(X)	(X)
Median earnings for female full-time, year-round workers (dollars)	33,703	+/-2,194	(X)	(X)
<b>HEALTH INSURANCE COVERAGE</b>				
Civilian noninstitutionalized population	3,118	+/-30	3,118	(X)
With health insurance coverage	2,764	+/-139	88.6%	+/-4.4
With private health insurance	1,924	+/-236	61.7%	+/-7.7
With public coverage	1,343	+/-227	43.1%	+/-7.3
No health insurance coverage	354	+/-137	11.4%	+/-4.4
<b>Civilian noninstitutionalized population under 19 years</b>				
Civilian noninstitutionalized population under 19 years	787	+/-173	787	(X)
No health insurance coverage	0	+/-12	0.0%	+/-4.0
<b>Civilian noninstitutionalized population 19 to 64 years</b>				
Civilian noninstitutionalized population 19 to 64 years	1,930	+/-167	1,930	(X)
<b>In labor force:</b>				
In labor force:	1,481	+/-189	1,481	(X)
<b>Employed:</b>				
Employed:	1,459	+/-190	1,459	(X)
With health insurance coverage	1,222	+/-188	83.8%	+/-6.7
With private health insurance	1,079	+/-190	74.0%	+/-8.0
With public coverage	158	+/-106	10.8%	+/-7.4
No health insurance coverage	237	+/-100	16.2%	+/-6.7
<b>Unemployed:</b>				
Unemployed:	22	+/-20	22	(X)
With health insurance coverage	14	+/-16	63.6%	+/-47.2
With private health insurance	14	+/-16	63.6%	+/-47.2
With public coverage	6	+/-10	27.3%	+/-40.4
No health insurance coverage	8	+/-13	36.4%	+/-47.2
<b>Not in labor force:</b>				
Not in labor force:	449	+/-156	449	(X)
With health insurance coverage	351	+/-159	78.2%	+/-14.6
With private health insurance	238	+/-123	53.0%	+/-14.9
With public coverage	208	+/-94	46.3%	+/-13.9
No health insurance coverage	98	+/-59	21.8%	+/-14.6

Subject	Rural Hall town, North Carolina			
	Estimate	Margin of Error	Percent	Percent Margin of Error
PERCENTAGE OF FAMILIES AND PEOPLE WHOSE INCOME IN THE PAST 12 MONTHS IS BELOW THE POVERTY LEVEL				
All families	(X)	(X)	14.0%	+/-7.6
With related children of the householder under 18 years	(X)	(X)	24.9%	+/-14.0
With related children of the householder under 5 years only	(X)	(X)	4.7%	+/-7.4
Married couple families	(X)	(X)	7.4%	+/-9.2
With related children of the householder under 18 years	(X)	(X)	16.8%	+/-21.4
With related children of the householder under 5 years only	(X)	(X)	6.5%	+/-10.5
Families with female householder, no husband present	(X)	(X)	25.0%	+/-22.6
With related children of the householder under 18 years	(X)	(X)	25.7%	+/-26.2
With related children of the householder under 5 years only	(X)	(X)	0.0%	+/-49.4
All people	(X)	(X)	17.4%	+/-8.6
Under 18 years	(X)	(X)	30.9%	+/-19.1
Related children of the householder under 18 years	(X)	(X)	30.9%	+/-19.1
Related children of the householder under 5 years	(X)	(X)	18.4%	+/-26.6
Related children of the householder 5 to 17 years	(X)	(X)	37.5%	+/-19.4
18 years and over	(X)	(X)	12.9%	+/-6.1
18 to 64 years	(X)	(X)	13.8%	+/-7.1
65 years and over	(X)	(X)	8.2%	+/-6.3
People in families	(X)	(X)	16.2%	+/-9.9
Unrelated individuals 15 years and over	(X)	(X)	22.2%	+/-13.3

Data are based on a sample and are subject to sampling variability. The degree of uncertainty for an estimate arising from sampling variability is represented through the use of a margin of error. The value shown here is the 90 percent margin of error. The margin of error can be interpreted roughly as providing a 90 percent probability that the interval defined by the estimate minus the margin of error and the estimate plus the margin of error (the lower and upper confidence bounds) contains the true value. In addition to sampling variability, the ACS estimates are subject to nonsampling error (for a discussion of nonsampling variability, see Accuracy of the Data). The effect of nonsampling error is not represented in these tables.

Employment and unemployment estimates may vary from the official labor force data released by the Bureau of Labor Statistics because of differences in survey design and data collection. For guidance on differences in employment and unemployment estimates from different sources go to Labor Force Guidance.

Workers include members of the Armed Forces and civilians who were at work last week.

Industry codes are 4-digit codes and are based on the North American Industry Classification System 2012. The Industry categories adhere to the guidelines issued in Clarification Memorandum No. 2, "NAICS Alternate Aggregation Structure for Use By U.S. Statistical Agencies," issued by the Office of Management and Budget.

Occupation codes are 4-digit codes and are based on Standard Occupational Classification 2010.

Logical coverage edits applying a rules-based assignment of Medicaid, Medicare and military health coverage were added as of 2009 -- please see [https://www.census.gov/library/working-papers/2010/demo/coverage\\_edits\\_final.html](https://www.census.gov/library/working-papers/2010/demo/coverage_edits_final.html) for more details. The 2008 data table in American FactFinder does not incorporate these edits. Therefore, the estimates that appear in these tables are not comparable to the estimates in the 2009 and later tables. Select geographies of 2008 data comparable to the 2009 and later tables are available at <https://www.census.gov/data/tables/time-series/acs/1-year-re-run-health-insurance.html>. The health insurance coverage category names were modified in 2010. See [https://www.census.gov/topics/health/health-insurance/about/glossary.html#par\\_textimage\\_18](https://www.census.gov/topics/health/health-insurance/about/glossary.html#par_textimage_18) for a list of the insurance type definitions.

Beginning in 2017, selected variable categories were updated, including age-categories, income-to-poverty ratio (IPR) categories, and the age universe for certain employment and education variables. See user note entitled "Health Insurance Table Updates" for further details.

While the 2013-2017 American Community Survey (ACS) data generally reflect the February 2013 Office of Management and Budget (OMB) definitions of metropolitan and micropolitan statistical areas; in certain instances the names, codes, and boundaries of the principal cities shown in ACS tables may differ from the OMB definitions due to differences in the effective dates of the geographic entities.

Estimates of urban and rural populations, housing units, and characteristics reflect boundaries of urban areas defined based on Census 2010 data. As a result, data for urban and rural areas from the ACS do not necessarily reflect the results of ongoing urbanization.

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

#### Explanation of Symbols:

1. An '\*\*\*' entry in the margin of error column indicates that either no sample observations or too few sample observations were available to compute a standard error and thus the margin of error. A statistical test is not appropriate.
2. An '-' entry in the estimate column indicates that either no sample observations or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest interval or upper interval of an open-ended distribution.
3. An '-1' following a median estimate means the median falls in the lowest interval of an open-ended distribution.
4. An '+1' following a median estimate means the median falls in the upper interval of an open-ended distribution.
5. An '\*\*\*\*' entry in the margin of error column indicates that the median falls in the lowest interval or upper interval of an open-ended distribution. A statistical test is not appropriate.
6. An '\*\*\*\*\*' entry in the margin of error column indicates that the estimate is controlled. A statistical test for sampling variability is not appropriate.
7. An 'N' entry in the estimate and margin of error columns indicates that data for this geographic area cannot be displayed because the number of sample cases is too small.
8. An '(X)' means that the estimate is not applicable or not available.