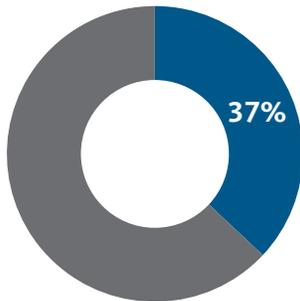


Advancing Employment Equity in Rural North Carolina

North Carolina’s future competitiveness depends on the participation and inclusion of all residents, especially rural residents who are locked out of the economy. Employment equity—when everyone who wants to work has a good job that pays family-supporting wages—is the path forward. By addressing lingering societal barriers to full economic inclusion and connecting more rural North Carolinians to career pathways, we can reduce economic insecurity, meet employers’ needs for talent, and bolster economic growth, building a more prosperous North Carolina for all.

Nearly 661,000 working-age adults in rural North Carolina are economically insecure.*

- Economically Insecure
- Economically Secure



...growth is not reaching everyone. Of these economically insecure adults,



48% are stuck in low-wage jobs

10% are looking for work

42% are out of the labor force

“The only job options are either fast food or a grocery store. This town is becoming an empty lot. Factories and good jobs are disappearing.”

- TIMOTHY, EDEN FOCUS GROUP

North Carolina would be stronger with employment equity. With full employment for all,** rural North Carolina could have seen...

\$5.2 billion

in additional economic activity (GDP)

This translates to 60 percent of what the state spent on public education in 2016.

145,951

more people connected to work

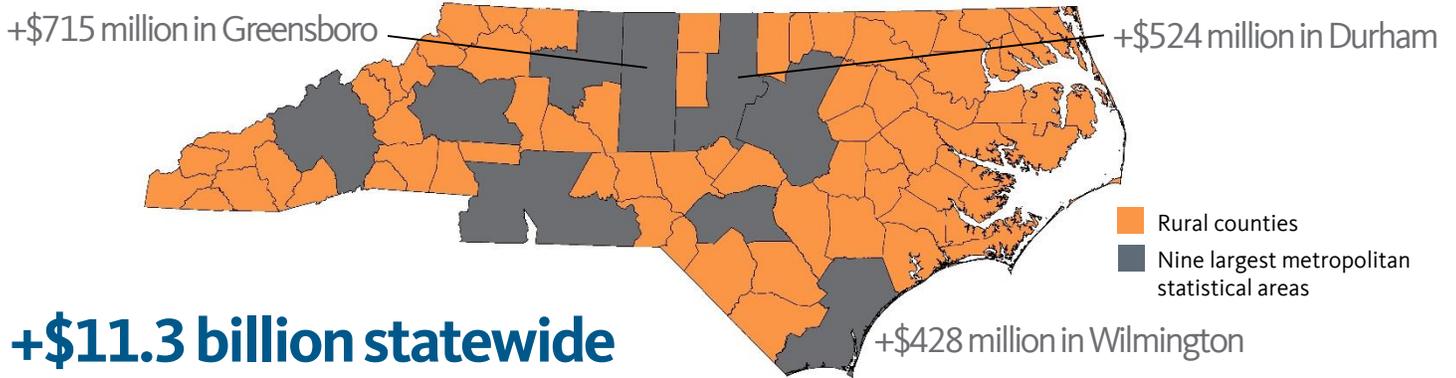
55,583

fewer people in poverty

\$1.1 billion

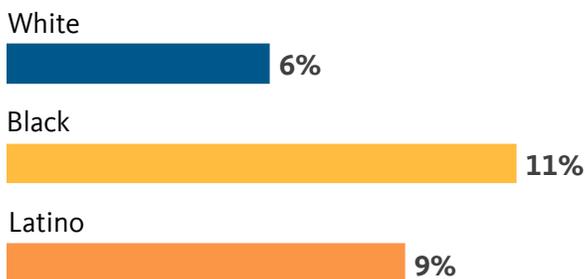
in additional tax revenue

GDP growth with full employment would be felt across the state

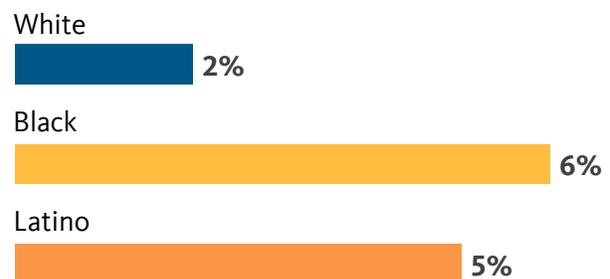


Employment equity means closing gaps in unemployment and access to opportunity

% rural unemployed



% of rural workers without access to a car



What's holding rural North Carolina back?

- limited childcare and transportation options
- widespread use of contingent workers
- criminal background checks

“You have to go through a temp service. I managed to find a temp job driving forklifts making \$7.95 an hour doing the same job as guys making \$19.95 an hour. The same job for way less money.”

- REGINA, LUMBERTON FOCUS GROUP

The way forward: Employment equity.

- 1) **Protect temporary workers** by limiting the amount of time a worker can be considered temporary before being required to hire them directly.
- 2) **Expand access to quality and affordable child care** through increased funding for the NC Child Care Subsidy program.
- 3) **Scale up workforce development efforts** that connect struggling workers to quality jobs and career pathways.

Data analysis from the [National Equity Atlas](#), a partnership between PolicyLink and the USC Program for Environmental and Regional Equity (PERE). For details on our methodology, visit <http://pplcyk.org/2ApazHr>. Note: Rural North Carolina is defined as all parts of the state that do not fall within the nine largest metro areas of Asheville, Charlotte, Durham, Fayetteville, Greensboro, Hickory, Raleigh, Wilmington, and Winston-Salem.

For the full report:

www.nationalequityatlas.org/reports/reports-analyses

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*Economic insecurity is defined as living below 200 percent of the federal poverty level. Working age defined as ages 25 to 64.
**Full employment for all is defined as unemployment of no more than 4 percent and minimum labor force participation rates of at least 71 percent for men and 57 percent for women across all race/ethnic groups, with all benchmarks adjusted to account for the different age structures of each demographic group.