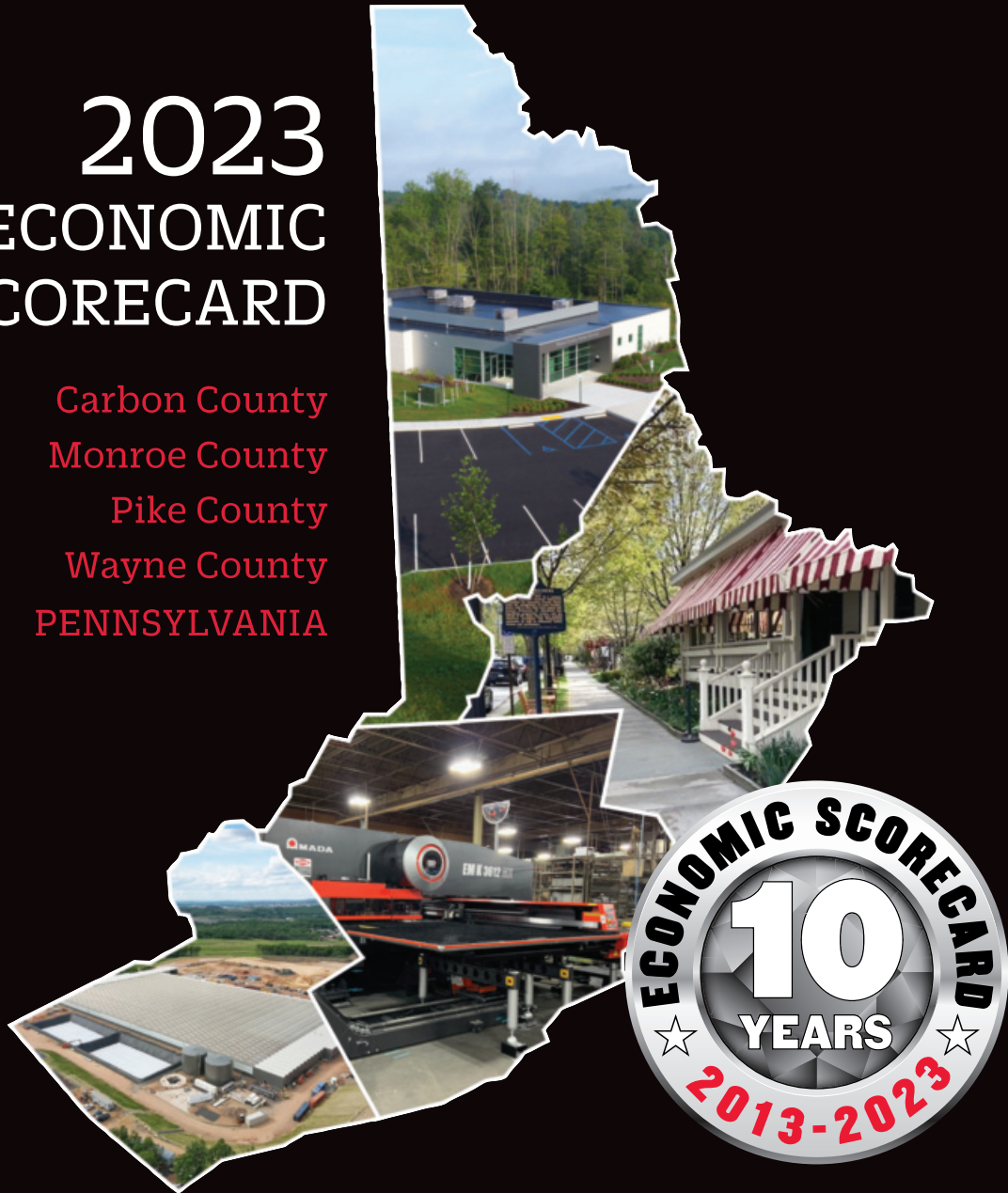




EAST STROUDSBURG UNIVERSITY

# 2023 ECONOMIC SCORECARD

Carbon County  
Monroe County  
Pike County  
Wayne County  
PENNSYLVANIA



# POCONO

ECONOMIC TRANSFORMATION



## A MESSAGE FROM KENNETH LONG

President  
East Stroudsburg  
University

For more than 130 years, East Stroudsburg University has played a significant role in the economic transformation of our region. Founded in 1893 as a Normal School, ESU is now a comprehensive University offering undergraduate, graduate, and doctoral programs to more than 5,000 students from nearly 30 states and 30 countries. ESU also employs more than 600 Warriors who live, learn, work, and play in our community.

On behalf of ESU, I am proud to present the 2023 Economic Scorecard for the Poconos (Carbon, Monroe, Pike, and Wayne counties) which includes data on Income/Wages; Employment; Business Climate; Housing; Healthcare; Arts, Entertainment and Recreation; and Education. It also includes data comparisons for the Commonwealth of Pennsylvania, and the United States.

This year's Scorecard represents a significant milestone: it is the 10th year that ESU has published the data with the goal of assessing the region's economic progress, addressing challenges and fostering collaboration as we face the "tough questions" that will create opportunities for the future.

When reflecting on the last decade, the future looks bright in terms of the Per Capita Personal Income Growth in the Poconos from 2010 to 2021 (61.5%, higher than Pennsylvania [52.1%] and the United States [57.7%]), reflecting the economic vitality of the residents and the quality of the consumer markets. In the Housing category, in 2021, the Pocono region had the most affordable housing in terms of Percent of Annual Median Housing Value to Median Household Income at 280%, compared to the state at 292% and the nation at 355%. Additionally, the Pocono region employment in Arts, Entertainment and Recreation as a percentage of Total Employment of 3.9% was more than double that of the state and nation (1.6%),

Our region is also facing challenges. In 2021, the Average Earnings Per Job in the Poconos was lower than the state (77.3%) and nation (77.9%); and in Education, while the Poconos have experienced a 19.6% increase in population of 25 years and over with a bachelor's degree or higher over the last decade, the state increased at 33.5% and the nation at 36%. This is one of the many reasons that our mission to provide quality, affordable education is so vital.

As President of East Stroudsburg University, I remain optimistic and look forward to working with you to ensure that the Poconos continue to thrive for generations to come.

Thank you for your continued support.

A handwritten signature in black ink that reads "Kenneth Long". The signature is written in a cursive, flowing style.



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**The 2023 Economic Scorecard** for the Poconos is the 10th annual report reflecting the economic trends in the region. This year's data was prepared by the Northeastern Pennsylvania Alliance.

The geographic areas reflected in the Scorecard include the four counties of the Pocono Mountains (Carbon, Monroe, Pike and Wayne counties), the Commonwealth of Pennsylvania, and the United States.

The data includes information on Income/Wages; Employment; Business Climate; Housing; Healthcare; Arts, Entertainment and Recreation; and Education.

The 2023 Scorecard presents the most recent available data and compares it to that of previous years.

# Carbon County



Lehigh Valley Health Network (LVHN) Carbon Campus held a ribbon cutting in 2022 for their new state-of-the-art hospital located in Lehigh, Carbon County so patients no longer have to travel to the Lehigh Valley to see specialists. LVHN quickly saw the need for additional space, and are currently expanding their critical care unit which is scheduled to open fall 2023.

**Little Leaf Farms** makes locally grown, great-tasting lettuce that's available year-round. Taking inspiration from the best produce-growing systems in the world, the company is developing a 10-acre greenhouse in Carbon County to make this vision a reality. Today, Little Leaf Farms is one of the largest growers of fresh, crisp and sustainably grown baby lettuces in the country.



Carbon Chamber and Economic Development Corp, with the assistance of Reading and Northern Railroad and anonymous donors, acquired a vintage **Lehigh Valley Railroad Caboose** to place at the Lehighon Trailhead of the D&L Trail. The caboose will be restored and function as a welcome center for visitors to the town.



**Lansford Train Station** – this historic station is one of the last of its kind still standing and most importantly still retains all the original details. The Borough of Lansford acquired the station and will be restoring it and creating a multi-use facility.



**Route 940 Warehouse** – this 980,000+ sq.ft. warehouse/distribution center was completed in September 2022. Located one mile east of the Route 476 and I-80 corridor, it is currently available for tenants.


This year marks the 75th anniversary of **Jack Frost Ski Area** in Kidder Township. Now owned by Vail Corp., the ski area celebrated in style by adding five new high-speed chair lifts in five weeks.



**St. Luke's Hospital Carbon Campus** opened their new hospital in Franklin Township, Carbon County. St. Luke's is expanding that facility to include more emergency room beds, the addition of more specialists offices, along with a fully equipped fitness center.

**St. Luke's Health Center** is a Pennsylvania Industrial Development Authority (PIDA) loan recipient through the Carbon County Economic Development Corporation (CCEDC). The Center provides local health services to the community including urgent care, and lab and X-ray services.





# Monroe County



## AMTRAK Study on Passenger Rail

Amtrak and the Pennsylvania Northeast Regional Railroad Authority (PNRRA) released findings of a two-year analysis examining the potential for rail service between Scranton and New York with stations located in Scranton, Mt. Pocono, East Stroudsburg, Blairstown, Dover, Morristown, Montclair, Newark and New York City.



## ESU Community Education and Simulation Laboratory

East Stroudsburg University celebrated the opening of the Dale and Frances Hughes Foundation Community Health Education and Simulation Center in April. The project was funded by The R. Dale and Frances Hughes Foundation, Lehigh Valley Health Network–Pocono, Lester G. Abeloff Foundation and two Local Share Accounts.



## Fabricated Components Machinery Acquisition

Fabricated Components, Inc., a metal product manufacturer in Stroudsburg, purchased a CNC Turret Punch Pressing Machine, supported in part by a Local Share Account grant, to streamline operations and automate material handling.



## St. Luke's Healthcare Center at Smithfield Gateway

St. Luke's Healthcare Center at Smithfield Gateway opened in April 2023. The 40,000 sq.ft. center offers a variety of outpatient healthcare services in one location. Project funding includes: Tax Increment Financing, Business in Our Sites, Commonwealth Financing Authority Grants, PennDOT Multimodal Transportation Fund, and Redevelopment Assistance Capital Program grants.

## Vigon, An Azelis Company, Expansion

Vigon, a manufacturer of specialty flavor and fragrance ingredients, is expanding with the construction of a 130,000 sq.ft. building in Smithfield Township that will create 70 to 80 jobs.



### Site Selection Magazine Governor's Cup Rankings

For the third consecutive year, Northeastern Pennsylvania was recognized as one of the best locations in the Northeast U.S. for economic development projects. The Governor's Cup Awards, produced annually by Site Selection Magazine, rates the East Stroudsburg Metropolitan Statistical Area (MSA), 8th among metros with less than 200,000 population, a jump from 98th place last year.

### Natural Gas Extended to Serve the Pocono Mountains Corporate Center East

Messer LLC, an industrial and medical gas manufacturer, needed a natural gas line to support the construction of a 32,800 sq.ft. facility to expand operations and create 30 to 60 full-time jobs. The gas line was extended across State Route 611 with a Local Share Account grant, and the project was completed in 2022 in cooperation with UGI Utilities, Inc.



### PMCC East New Industrial Building Under Construction

425,000 sq.ft. industrial building is currently under construction with expected completion in mid-2023 on 45 acres in the Pocono Mountains Corporate Center East, Coolbaugh Township.





# Pike County



Econo-Pack is the company that keeps on growing with over 400 employees. In 2023, the company plans to begin building a 125,000 sq.ft. extension onto their existing 189,000 sq.ft. facility.



The welcome sign to Milford tells you a lot about the town and some of the great history of the area. Founded in 1796, it is the home of the American conservation movement.



Typical of streets in Milford are the wonderful awnings of the Hotel Fauchere. Built in 1852, it is a wonderful landmark for a wonderful town.



Additional facilities have added to Pike County's medical services like this 70-bed nursing home and 50 assisted living units for seniors.



Dramatic growth in population is spurred by the construction of beautiful apartments. This one is the newest along the banks of the Delaware River.





Old and New: the Pike County Courthouse has a new modern expansion built into its original structure. More people, more services needed.



The new Weis Shopping Center on Route 739 in Dingman's Ferry has become a major shopping area for Pike's most populous location. Several expansions have marked its development. The center is soon to be a medical location as well.



In Pike County, Small Business is Big Business. Commissioners and local businesspeople welcome another new venue to Pike.

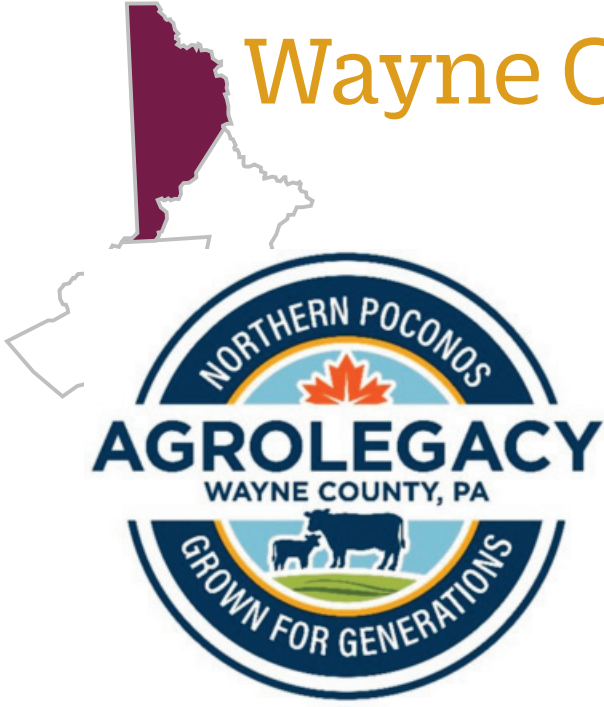


Job Fair on April 4, 2023 brought as many as 60 employers to meet with literally hundreds of jobseekers and commuters to hire employees locally.



One of the great landmarks of Pike County is the Zane Grey Museum. Grey popularized stories about the American Frontier and is laid to rest in Lackawaxen, Pa.

# Wayne County



## Agrolegacy

The County's new Agrolegacy brand is designed as a trusted label that helps buyers and shoppers know when they are spending dollars that benefit local family farms and communities. Development of a new Agriculture Innovation Center is underway that will further strengthen the local agriculture and food industries and plans are underway for a Food Locker Pilot Program.



## Downtown Honesdale Revitalization

Downtown revitalization planning within the Borough of Honesdale includes three new enhancement projects: the 12th Street Pavilion and Riverside Park, Lackawaxen River Access at Industrial Point, and the Main Street Streetscape Project.





### Sterling Business & Technology Park

The Sterling Business & Technology Park is expected to house the county's largest industrial building. A private developer has submitted plans for an 800,000 sq.ft. warehouse, projected to create 300 jobs. Additionally, WEDCO is constructing a 33,600 sq.ft. industrial building this summer; and Sutphen East Corporation expanded their fire truck manufacturing facility to 32,500 sq.ft.



### Wayne Tomorrow! Community Hubs Taskforce

is connecting people! The Newfoundland and Hamlin areas are using local libraries as a catalyst through the addition and upgrade of community space. Wayne County has the longest north-south boundary in the Commonwealth, which prompts efforts to expand programs and services to outlying areas.



### Outdoor Recreation

Outdoor recreation is a priority. Community leaders, volunteers, and government officials are spearheading projects including a trail system in Hawley and at the D & H Canal Park at Lock 31, and preservation of Hankins Dam with added recreational amenities in Pleasant Mount.

### Accelerate Wayne!

Accelerate Wayne partners are confronting rural broadband issues. WEDCO's Technology Committee, which includes the County Commissioners, industry experts, school districts, workforce and economic development professionals, along with consultant Kelly Lewis of Lewis Strategic, have been developing a phased approach to enhance broadband services across the county.



### Innovation

Innovation is exemplified in two major awards to local companies: Honesdale-based Northeast Infrastructure, LLC will team with LSR Federal, LLC of Severna Park, Md. on a \$2 million feasibility study for the installation of electrical vehicle charging stations at VA hospitals in all 50 states; and Kitty Hawk Technologies, an engineering services firm in Honesdale, was recently awarded a \$25 million, five-year contract by the Navy to provide mission engineering and analysis support to the Naval Surface Warfare Center, Dahlgren Division.

## Carbon County Commissioners



Chris Lukasevich; Wayne E. Nothstein, Chair; Rocky Ahner

The Carbon County Board of Commissioners constitutes the chief governing body of the county. Statutory authority of the commissioners is both administrative and policy-making powers. The commissioners are vested with selective policy-making authority to provide certain local services and facilities on a county-wide basis. Administrative duties of the commissioners encompass registration and elections, assessment of persons and properties, human services, emergency management, veterans' affairs, appointment of county personnel and fiscal management. The commissioners, according to judicial code, also provide accommodations, supporting facilities and services for the Courts.

## Pike County Commissioners



Ronald R. Schmalzle; Matthew M. Osterberg, Chair; Anthony Waldron

The Pike County Board of Commissioners is responsible for implementing the county's budget as well as overseeing contracts and expenditures. The commissioners are the executive governing body for administration of county programs, personnel, property and facilities in order to provide the highest level of service to the citizens of the county, while also maintaining vigilance with taxpayer dollars. The commissioners constitute the chief governing body of the county. The commissioners are the sole contractors for the county; as such, they make contracts and purchases for all purposes expressly or implicitly authorized by law.

## Monroe County Commissioners

The duties of the Monroe County Commissioners are mainly administrative in nature, with certain policy making and limited legislative authority. Duties include responsibility for voter registration, elections, veterans' services, assessment of property, children and youth services, area agency on aging services, county fiscal management, county budget, contracts and agreements for county government, maintenance of county property and the appointment of individuals to numerous county boards, commissions and authorities. The commissioners are also statutory members of the county Salary Board, Retirement Board and of the Prison Board of Inspectors.



John D. Christy; Sharon S. Laverdure, Chair; John R. Moyer

## Wayne County Commissioners

The Wayne County Board of Commissioners oversees the entire fiscal operation of the county and represents the best interests of the citizens. The commissioners are responsible for administering the budget for the Court of Common Pleas and the magisterial district courts, and protecting public health and safety. Commissioners serve on various boards, including the Prison Board, Salary Board, Retirement Board, Human Services Governing Boards, Election Board, and Board for the Assessment and Revision of Taxes. The Board of Commissioners serve as both the executive and legislative branches of government. They approve budgets, oversee spending and hire employees.

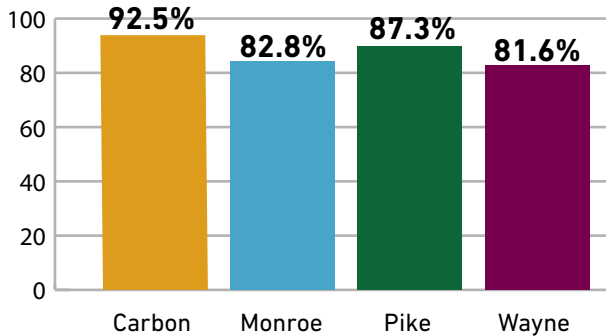


James Shook; Jocelyn Cramer; Brian W. Smith, Chair

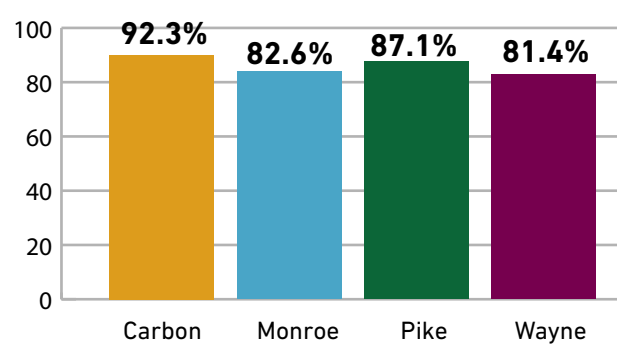
# Economic Indicators for the Poconos

## INCOME AND WAGES PER CAPITA PERSONAL INCOME (PCPI)

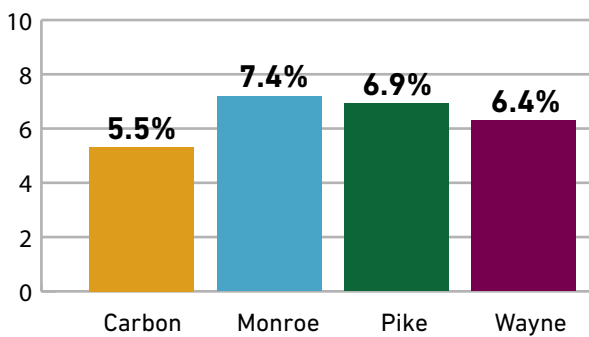
PCPI AS % OF US (2021)



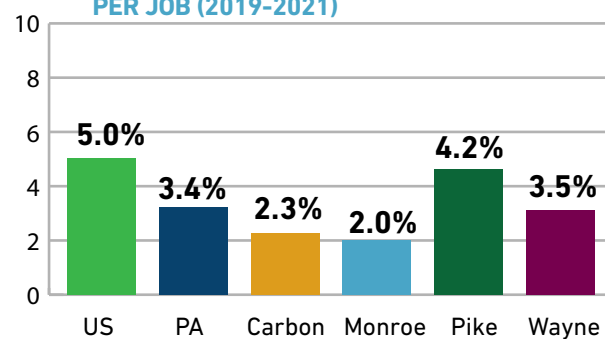
PCPI AS % OF PA (2021)



PCPI GROWTH (2019-2021)

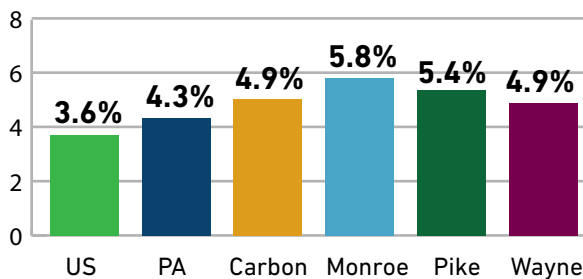


GROWTH IN AVERAGE EARNINGS PER JOB (2019-2021)



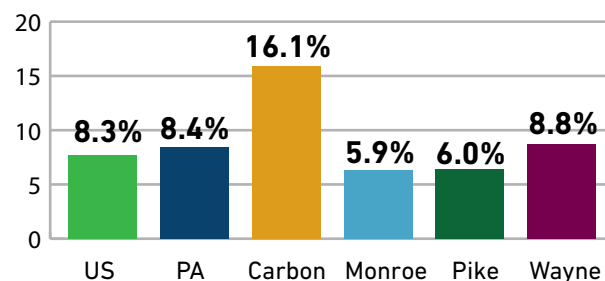
## EMPLOYMENT

ANNUAL NOT SEASONALLY ADJUSTED UNEMPLOYMENT RATES (2022)



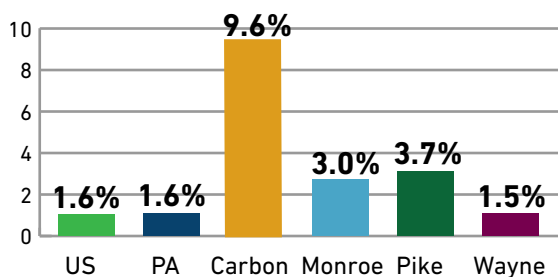
## BUSINESS CLIMATE

PROPRIETOR'S INCOME AS A PERCENT OF PERSONAL INCOME (2021)



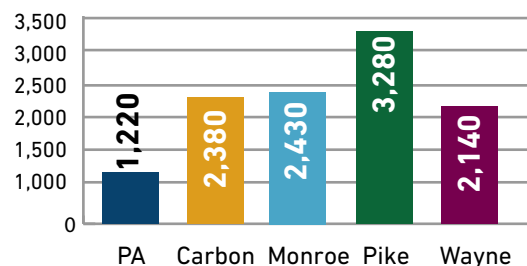
## ARTS, ENTERTAINMENT AND RECREATION

ARTS, ENTERTAINMENT AND RECREATION AS A PERCENT OF TOTAL EMPLOYMENT (2021)



## HEALTHCARE

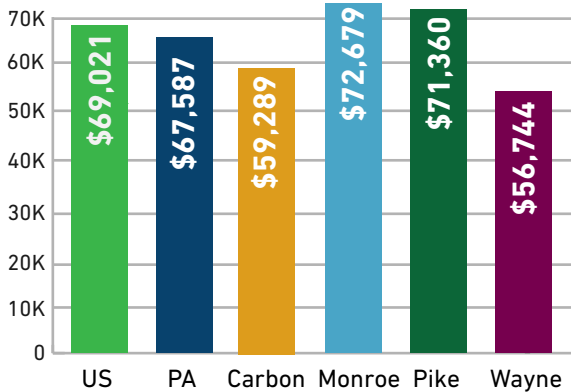
RATIO OF POPULATION TO 1 PRIMARY CARE PHYSICIAN (DESIRE TO BE LOWEST) (2019)



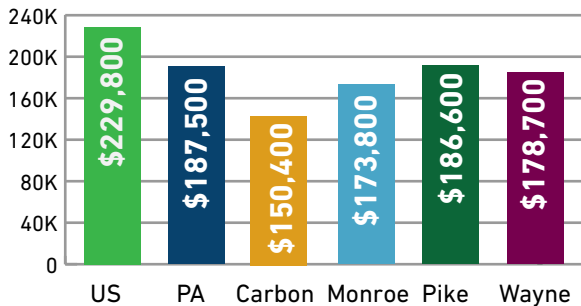
# Economic Indicators

## HOUSING

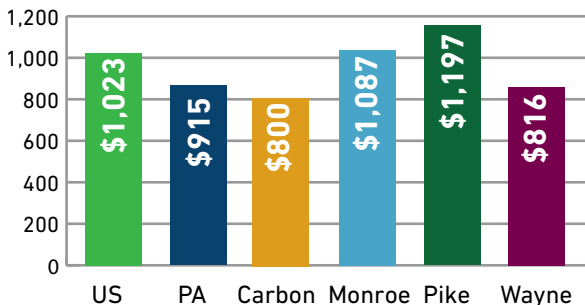
### MEDIAN HOUSEHOLD INCOME (2021)



### MEDIAN HOUSING VALUE (2021)

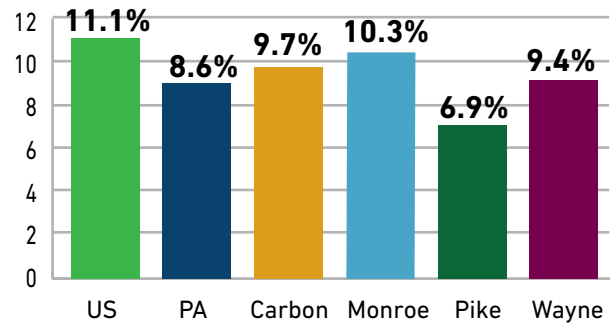


### MEDIAN GROSS RENT (MONTHLY) (2021)

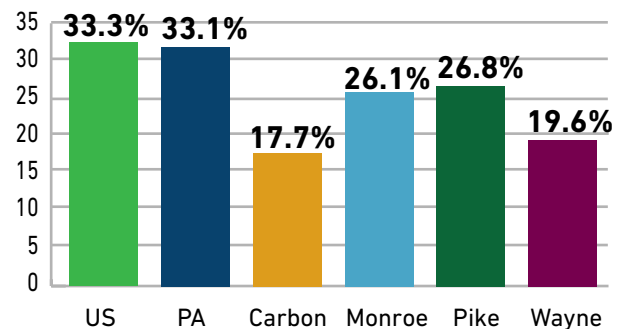


## EDUCATION

### PERCENT OF POPULATION 25 YEARS AND OVER WITH NO HIGH SCHOOL DEGREE OR EQUIVALENCY DEGREE (2021)



### PERCENT OF POPULATION 25 YEARS AND OVER WITH A BACHELOR'S DEGREE OR HIGHER (2021)



	PA	POCONOS	CARBON	MONROE	PIKE	WAYNE
<b>POPULATION</b>						
Population, 2010	12,702,868	345,296	65,244	169,841	57,338	52,873
Population, 2020	13,002,700	342,766	64,749	168,327	58,535	51,155
% Change, 2010-2020	2.4%	-0.7%	-0.8%	-0.9%	2.1%	-3.2%

Source: Decennial Censuses, U.S. Census Bur

### POPULATION BY RACE AND ETHNICITY (2021)

	PA	POCONOS	CARBON	MONROE	PIKE	WAYNE
White Alone, Non-Hispanic or Latino	75.0%	75.0%	90.2%	63.5%	78.7%	89.2%
Black or African American	10.5%	8.1%	1.6%	13.1%	5.3%	3.0%
Asian	3.5%	1.6%	0.5%	2.5%	1.5%	0.6%
Other Race	0.4%	0.7%	0.2%	1.1%	0.3%	0.4%
Two or More Races	2.7%	2.4%	1.9%	2.7%	2.6%	1.9%
Hispanic or Latino (Any Race)	7.9%	12.2%	5.6%	17.2%	11.6%	4.8%

Source: 2017-2021, 5-Year Average, American Community Survey, U.S. Census Bureau. (hereafter reported as 2021) <https://data.census.gov/>.

	PA	POCONOS	CARBON	MONROE	PIKE	WAYNE
<b>TYPES OF HOUSEHOLDS (2021)</b>						
Married Couples with Children (< 18 Years Old)	16.8%	16.4%	12.7%	18.8%	17.1%	13.1%
Married Couples with No Children	30.4%	36.3%	33.5%	35.7%	37.0%	40.9%
Single Parent Household (Children < 18 No Spouse Present)	8.2%	7.7%	8.1%	8.1%	7.2%	7.0%
Single Person Households (Living Alone)	30.0%	25.0%	28.0%	21.8%	26.1%	29.2%
Other Types of Households	14.6%	14.6%	17.6%	15.6%	12.6%	9.9%

Source: 2017-2021, 5-Year Average, American Community Survey, U.S. Census Bureau. (hereafter reported as 2021) <https://data.census.gov/>.

#### HOUSING UNITS (2021)

Total # Housing Units	5,728,788	185,053	34,210	79,346	39,560	31,937
Occupied Housing Units	89.9%	69.3%	76.9%	74.6%	59.0%	60.7%
Vacant Units	10.1%	30.7%	23.1%	25.4%	41.0%	39.3%

Source: 2017-2021, 5-Year Average, American Community Survey, U.S. Census Bureau. (hereafter reported as 2021) <https://data.census.gov/>.

#### HOMEOWNERSHIP/RENTER (2021)

Occupied Housing Units	5,147,783	128,250	26,312	59,208	23,351	19,379
Homeowners (Owner-Occupied)	69.2%	78.7%	74.0%	77.7%	84.6%	80.7%
Renters (Renter-Occupied)	30.8%	21.3%	26.0%	22.3%	15.4%	19.3%

Source: 2017-2021, 5-Year Average, American Community Survey, U.S. Census Bureau. (hereafter reported as 2021) <https://data.census.gov/>.

#### TYPE OF HOUSING UNITS (2021)

Total # Housing Units	5,728,788	185,053	34,210	79,346	39,560	31,937
Single Family Home (1 Unit Detached)	56.8%	81.3%	67.7%	81.9%	88.6%	85.5%
Townhouse, Rowhouse, etc. (1 Unit Attached)	18.9%	6.2%	16.8%	5.2%	3.3%	1.2%
Small Apartment Type of Building (2 to 9 Units)	11.4%	5.8%	7.8%	7.0%	2.3%	5.2%
Large Apartment Type of Building (10+ Units)	9.1%	2.1%	3.9%	2.3%	1.0%	1.0%
Mobile Home and Other	3.7%	4.5%	3.8%	3.6%	4.8%	7.0%

#### RANGE OF HOME VALUES (2021)

# of Homeowners	3,560,917	100,884	19,480	46,027	19,747	15,630
< \$100,000	19.6%	16.3%	28.0%	13.5%	12.6%	14.8%
\$100,000 to \$149,999	14.5%	18.6%	18.2%	19.2%	20.3%	15.5%
\$150,000 to \$199,999	16.6%	22.0%	20.3%	24.5%	17.8%	22.2%
\$200,000 to \$299,999	22.4%	25.9%	23.0%	26.3%	29.2%	24.3%
\$300,000 +	26.8%	17.1%	10.6%	16.5%	20.0%	23.1%

Source: 2017-2021, 5-Year Average, American Community Survey, U.S. Census Bureau. (hereafter reported as 2021) <https://data.census.gov/>.

#### SCHOOL DISTRICT EXPENDITURES PER STUDENT

Total Expenditures per Student, 2019-20	\$19,982	\$22,744	\$20,564	\$23,457	\$19,440	\$24,893
Total Expenditures per Student, 2020-21	\$19,719	\$23,049	\$18,670	\$24,425	\$20,095	\$25,403

Source: Pennsylvania Department of Education, <https://www.education.pa.gov/DataAndReporting/Pages/default.aspx>.

#### EMPLOYMENT BY OCCUPATION

Total # Employed Persons	6,295,594	157,216	30,691	79,589	25,989	20,947
Management, Business, and Financial Occupations	16.0%	12.0%	9.1%	12.4%	13.8%	12.7%
Computer, Engineering, and Science Occupations	6.2%	4.5%	4.3%	5.4%	4.0%	1.7%
Education, Legal, Community Service, Arts, and Media Occupations	11.1%	9.3%	9.0%	9.2%	9.6%	9.6%
Healthcare Practitioners and Technical Occupations	7.3%	5.9%	7.0%	5.9%	5.1%	5.7%
Service Occupations	16.7%	19.3%	18.0%	19.0%	21.2%	20.2%
Sales and Office Occupations	20.5%	21.8%	20.6%	22.5%	22.8%	19.5%
Natural Resources, Construction, and Maintenance Occupations	7.9%	10.6%	12.4%	9.1%	10.6%	13.7%
Production, Transportation, and Material Moving Occupations	14.3%	16.6%	19.6%	16.6%	12.9%	16.9%

Source: 2017-2021, 5-Year Average, American Community Survey, U.S. Census Bureau. (hereafter reported as 2021) <https://data.census.gov/>.

#### AGE OF WORKFORCE, Q1 2022

# of Employed Persons	5,660,134	88,960	15,706	49,498	10,176	13,580
Under 35 Years Old	33.1%	33.8%	33.2%	35.1%	33.2%	30.3%
35 to 54 Years Old	40.7%	38.3%	38.1%	38.1%	37.8%	39.7%
55+ Years Old	26.1%	27.9%	28.7%	26.9%	29.0%	30.0%

Source: Longitudinal Employer-Household Dynamics, U.S. Census Bureau, <https://lehd.ces.census.gov/>.

## POCONO MOUNTAINS VISITORS BUREAU HOTEL TAX DOLLARS

	2019				2020			
	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
Monroe	\$1,627,351	\$1,747,865	\$2,199,003	\$1,625,935	\$1,503,550	\$616,492	\$2,390,880	\$1,395,067
Pike	\$155,214	\$261,896	\$459,990	\$238,744	\$117,613	\$181,864	\$414,887	\$245,032
Wayne	\$23,609	\$166,101	\$154,002	\$104,375	\$70,046	\$122,271	\$275,212	\$143,134
Carbon	\$135,998	\$167,536	\$246,763	\$194,852	\$171,518	\$166,817	\$411,088	\$342,650
	<b>\$1,942,173</b>	<b>\$2,343,399</b>	<b>\$3,059,758</b>	<b>\$2,163,906</b>	<b>\$1,862,727</b>	<b>\$1,087,443</b>	<b>\$3,492,067</b>	<b>\$2,125,883</b>

	2021				2022			
	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022
Monroe	\$2,231,702	\$2,483,849	\$3,082,912	\$2,224,731	\$2,556,903	\$2,573,621	\$3,127,263	\$2,355,087
Pike	\$246,290	\$382,916	\$500,870	\$274,828	\$275,432	\$380,261	\$606,516	\$262,130
Wayne	\$179,316	\$223,178	\$329,747	\$216,421	\$162,125	\$204,281	\$339,789	\$170,451
Carbon	\$320,537	\$412,466	\$547,336	\$416,508	\$330,685	\$384,889	\$551,011	\$422,309
	<b>\$2,977,845</b>	<b>\$3,502,409</b>	<b>\$4,460,865</b>	<b>\$3,132,487</b>	<b>\$3,335,146</b>	<b>\$3,543,052</b>	<b>\$4,624,580</b>	<b>\$3,209,977</b>

	Total 2019	Total 2020	Total 2021	Total 2022	\$ Difference (2022 to 2019)	% Difference (2022 to 2019)	\$ Difference (2022 to 2021)	% Difference (2022 to 2021)
Monroe	\$7,200,155	\$5,905,989	\$10,023,194	\$10,622,874	\$3,422,719	47.5%	\$599,680	6.0%
Pike	\$1,115,844	\$959,395	\$1,404,904	\$1,524,339	\$408,496	36.6%	\$119,436	8.5%
Wayne	\$448,087	\$610,663	\$948,662	\$876,646	\$428,559	95.6%	(\$72,016)	(-7.6%)
Carbon	\$745,150	\$1,092,074	\$1,696,847	\$1,688,895	\$943,745	126.7%	(\$7,952)	(-0.5%)
	<b>\$9,509,236</b>	<b>\$8,568,120</b>	<b>\$14,073,606</b>	<b>\$14,712,755</b>	<b>\$5,203,519</b>	<b>54.7%</b>	<b>\$639,148</b>	<b>4.5%</b>



### VISITOR COUNTS FOR THE POCONOS

- **Visitor Spending rose 35% in the Pocono Mountains Region in 2022.** (only region to surpass 2019 pre-pandemic level)
- **Over 30 million guests per year in 2023.**
- Tourism provides **38%** of the employment and **41%** of the labor income in the Poconos.
- Tourism provides **\$875.1 million** annually in total taxes.
- State and local taxes account for **\$426.8 million, representing 48.8%** of the total.
- Tourism provides over **\$1,500 per person** in direct tax support for residents of the Pocono Mountains.





## Northeastern Pennsylvania Alliance

The NEPA Alliance provided the data and analytics for the 2023 Pocono Mountains Economic Scorecard.

The NEPA Alliance, a regional community and economic development agency, serves the seven counties of Northeastern Pennsylvania including Carbon, Lackawanna, Luzerne, Monroe, Pike, Schuylkill and Wayne. NEPA Alliance services include federal and state grant assistance, business financing, government contracting assistance, international trade assistance, nonprofit assistance, transportation planning and research and information. For more information about NEPA Alliance, visit [www.nepa-alliance.org](http://www.nepa-alliance.org) or call 866-758-1929. "This institution is an equal opportunity provider and employer."



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## Summary of 2023 Economic Scorecard Indicators

Highlights of the Pocono Region's indicators include:

In 2021, the **Per Capita Personal Income** in the Pocono Region was lower than the state and nation. It was 85.2% of the nation and 85.1% of the state. The **Per Capita Personal Income Growth** in the region from 2010 to 2021 of 61.5% was higher than the United States (57.7%) and Pennsylvania (52.1%).

The **Average Living Wage** in 2022 dollars for 1 adult with no children in the Pocono Region is \$16.88 as compared to \$16.41 in Pennsylvania and \$17.23 in the United States. For a family of 4, with 2 working adults and 2 children, the average living wage in the region is \$24.54, which is lower than \$24.92 in the United States and higher than \$24.44 in Pennsylvania.

In 2021, the **Average Earnings per Job** in the region was lower than the state and nation. It was 77.3% of the nation and 77.9% of the state.

In 2021, the **Poverty Rate** in the region (11.6%) was lower than the United States (12.8%) and Pennsylvania (12.0%).

From 2010 to 2022, **Employment** in the nation increased by 13.8% as compared to an increase of 5.6% in the state and an increase of 4.1% in the region. Unemployment decreased by 59.6% in the nation, 47.4% in the state and 42.2% in the region.

In 2021, the **Proprietor's Income** as a Percent of Personal Income was highest in the state and region at 8.4% as compared to the nation at 8.3%.

In the **Housing** category, in 2021, the Pocono Region, at 280%, had the most affordable housing in terms of Percent Annual Median Housing Value to Median Household Income as compared to the state, at 292%, and the nation, at 355%. Regarding the Percent Annual Median Gross Rent to Median Household Income, the region had 18.0%, as compared to the state, at 16.2%, and the nation, at 17.8%.

In **Healthcare**, from 2011 to 2022, the Ratio of Population to 1 Primary Care Physician in the region is considerably higher than the state.

In 2021, the region's employment in **Arts, Entertainment & Recreation** as a Percent of Total Employment, at 3.9%, was more than double that of the state and nation, at 1.6%.

In **Education**, according to 2006 – 2010 and 2017 – 2021 Five-Year Estimates from the U.S. Census Bureau's American Community Survey, the Pocono Region experienced a 19.6% increase in Population 25 Years and Over with a Bachelor's Degree or Higher, as compared to the state with 33.5% and the nation with 36.0%.

# INCOME AND WAGES

## GROSS DOMESTIC PRODUCT (GDP)

GDP is the market value of all goods and services produced by labor and property within a particular geography.

### GDP (ALL INDUSTRY TOTAL - LISTED IN BILLIONS OF DOLLARS)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	\$15.049 T	\$15.6 T	\$16.254 T	\$16.843 T	\$17.551 T	\$18.206 T	\$18.695 T	\$19.477 T	\$20.533 T	\$21.381 T	\$21.060 T	\$23.315 T
PA	\$604.7	\$624.8	\$647.9	\$668.8	\$694.1	\$714.2	\$726.6	\$746.4	\$774.0	\$799.9	\$771.6	\$844.5
Poconos	\$10.742	\$10.796	\$11.013	\$11.367	\$11.707	\$12.269	\$12.684	\$13.403	\$13.637	\$14.185	\$13.680	\$14.819
Carbon	\$1.854	\$1.898	\$2.008	\$2.180	\$2.243	\$2.281	\$2.393	\$2.447	\$2.589	\$2.628	\$2.476	\$2.634
Monroe	\$6.039	\$6.090	\$6.112	\$6.277	\$6.466	\$6.912	\$7.128	\$7.698	\$7.635	\$8.026	\$7.793	\$8.493
Pike	\$1.219	\$1.270	\$1.244	\$1.274	\$1.353	\$1.396	\$1.424	\$1.436	\$1.500	\$1.550	\$1.474	\$1.587
Wayne	\$1.630	\$1.718	\$1.639	\$1.637	\$1.644	\$1.680	\$1.729	\$1.822	\$1.912	\$1.981	\$1.937	\$2.104

Gross Domestic Product (GDP) is not adjusted for inflation. Industry detail is based on the 2012 North American Industry Classification System (NAICS). Metropolitan Areas are defined (geographically delineated) by the Office of Management and Budget (OMB) bulletin no. 20-01 issued March 6, 2020.

Last updated: December 8, 2022 – new statistics for 2021, revised statistics for 2017-2020.

Source: Bureau of Economic Analysis

**Per Capita Personal Income (PCPI) measures the average income per person.**

At 63.9%, Carbon County's PCPI growth from 2010 to 2021 is the highest among the four Pocono counties. The Pocono Region growth rate was 61.5%, followed by the US at 57.7% and PA at 52.1%.

### PERSONAL INCOME SUMMARY: PER CAPITA PERSONAL INCOME

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	\$40,683	\$42,747	\$44,548	\$44,798	\$46,887	\$48,725	\$49,613	\$51,550	\$53,786	\$56,250	\$59,765	\$64,143
PA	\$42,251	\$44,211	\$45,855	\$46,213	\$48,063	\$49,927	\$51,181	\$52,421	\$55,030	\$56,952	\$60,685	\$64,279
Poconos	\$33,850	\$35,426	\$35,977	\$37,407	\$38,895	\$40,769	\$42,309	\$43,331	\$45,308	\$47,530	\$51,208	\$54,676
Carbon	\$36,200	\$37,555	\$39,674	\$41,561	\$43,096	\$45,197	\$47,753	\$48,322	\$51,118	\$52,818	\$56,231	\$59,317
Monroe	\$32,462	\$34,086	\$33,996	\$35,931	\$37,537	\$39,341	\$40,323	\$41,397	\$43,005	\$45,196	\$49,469	\$53,118
Pike	\$35,056	\$36,531	\$37,356	\$37,943	\$39,682	\$41,769	\$43,784	\$44,652	\$46,663	\$50,137	\$52,415	\$56,008
Wayne	\$34,100	\$35,904	\$36,256	\$36,387	\$37,174	\$38,762	\$40,292	\$41,874	\$43,993	\$45,567	\$49,187	\$52,351

### PCPI AS % OF THE US

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
PA	103.9%	103.4%	102.9%	103.2%	102.5%	102.5%	103.2%	101.7%	102.3%	101.2%	101.5%	100.2%
Poconos	83.2%	82.9%	80.8%	83.5%	83.0%	83.7%	85.3%	84.1%	84.2%	84.5%	85.7%	85.2%
Carbon	89.0%	87.9%	89.1%	92.8%	91.9%	92.8%	96.3%	93.7%	95.0%	93.9%	94.1%	92.5%
Monroe	79.8%	79.7%	76.3%	80.2%	80.1%	80.7%	81.3%	80.3%	80.0%	80.3%	82.8%	82.8%
Pike	86.2%	85.5%	83.9%	84.7%	84.6%	85.7%	88.3%	86.6%	86.8%	89.1%	87.7%	87.3%
Wayne	83.8%	84.0%	81.4%	81.2%	79.3%	79.6%	81.2%	81.2%	81.8%	81.0%	82.3%	81.6%

## PCPI AS % OF PA

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	96.3%	96.7%	97.1%	96.9%	97.6%	97.6%	96.9%	98.3%	97.7%	98.8%	98.5%	99.8%
PA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Poconos	80.1%	80.1%	78.5%	80.9%	80.9%	81.7%	82.7%	82.7%	82.3%	83.5%	84.4%	85.1%
Carbon	85.7%	84.9%	86.5%	89.9%	89.7%	90.5%	93.3%	92.2%	92.9%	92.7%	92.7%	92.3%
Monroe	76.8%	77.1%	74.1%	77.8%	78.1%	78.8%	78.8%	79.0%	78.1%	79.4%	81.5%	82.6%
Pike	83.0%	82.6%	81.5%	82.1%	82.6%	83.7%	85.5%	85.2%	84.8%	88.0%	86.4%	87.1%
Wayne	80.7%	81.2%	79.1%	78.7%	77.3%	77.6%	78.7%	79.9%	79.9%	80.0%	81.1%	81.4%

## PCPI GROWTH

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	5.1%	4.2%	0.6%	4.7%	3.9%	1.8%	3.9%	4.3%	4.6%	6.2%	6.8%
PA	4.6%	3.7%	0.8%	4.0%	3.9%	2.5%	2.4%	5.0%	3.5%	6.6%	5.9%
Poconos	4.7%	1.6%	4.0%	4.0%	4.8%	3.8%	2.4%	4.6%	4.9%	7.7%	6.8%
Carbon	3.7%	5.6%	4.8%	3.7%	4.9%	5.7%	1.2%	5.8%	3.3%	6.5%	5.5%
Monroe	5.0%	-0.3%	5.7%	4.5%	4.8%	2.5%	2.7%	3.9%	5.1%	9.5%	7.4%
Pike	4.2%	2.3%	1.6%	4.6%	5.3%	4.8%	2.0%	4.5%	7.4%	4.5%	6.9%
Wayne	5.3%	1.0%	0.4%	2.2%	4.3%	3.9%	3.9%	5.1%	3.6%	7.9%	6.4%

Note: Per capita personal income was computed using Census Bureau midyear population estimates. BEA produced intercensal annual county population statistics for 2010 to 2019 that are tied to the Census Bureau decennial counts for 2010 and 2020. BEA developed intercensal population statistics because this data was not published when Census released county population data for 2020 and 2021, which are based on the 2020 decennial counts. BEA used the Census Bureau Das Gupta method (see <https://www2.census.gov/programs-surveys/popest/technical-documentation/methodology/intercensal/2000-2010-intercensal-estimates-methodology.pdf>), modified to account for an extra leap year day, to produce the intercensal population figures that will be used until Census releases its official intercensal population data.

Last updated: November 16, 2022 – new statistics for 2021; revised statistics for 2010-2020.

Source: Bureau of Economic Analysis

## LIVING WAGE

*Living Wage is the estimate of the cost of living based on typical expenses. It is the wage that is high enough to maintain a minimum standard of living.*

*Pike County's Living Wage of \$18.31 (one adult) and \$25.64 (two adults/two children) are the highest of the four counties in the Pocono Region.*

*The Pocono Region's Living Wage of \$16.88 for one adult is lower than the US and higher than PA. The region's living wage of \$24.54 for two adults/two children is also higher than the state.*

## LIVING WAGES IN 2022 DOLLARS

	1 Adult, 0 Children	Family of 4 (2 working adults, 2 children)
United States	\$17.23	\$24.92
Pennsylvania	\$16.41	\$24.44
Pocono Region	\$16.88	\$24.54
Carbon	\$16.76	\$24.17
Monroe	\$17.02	\$24.68
Pike	\$18.31	\$25.64
Wayne	\$15.43	\$23.66

Source: Dr. Amy K. Glasmeier, Massachusetts Institute of Technology, Living Wage Calculator, 2020.  
livingwage.mit.edu

## AVERAGE EARNINGS PER JOB

Average Earnings per Job is compensation of employees divided by full-time and part-time wage and salary employment.

In 2021, the percent growth in Average Earnings per Job was the highest in Pike County and it was followed by Wayne County. The Pocono Region had a lower growth than the US and PA.

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	\$52,191	\$53,633	\$55,327	\$56,120	\$57,392	\$58,403	\$58,859	\$60,722	\$62,480	\$64,657	\$67,665	\$71,017
PA	\$52,748	\$54,381	\$55,847	\$57,422	\$58,718	\$60,313	\$60,796	\$62,113	\$63,713	\$65,412	\$68,121	\$70,431
Poconos	\$40,253	\$41,408	\$42,458	\$44,065	\$44,346	\$46,378	\$47,884	\$49,025	\$50,786	\$51,901	\$53,347	\$54,895
Carbon	\$43,971	\$45,160	\$49,494	\$54,164	\$54,452	\$57,947	\$61,376	\$62,322	\$66,568	\$66,789	\$67,567	\$69,141
Monroe	\$44,103	\$44,808	\$45,286	\$45,504	\$46,068	\$47,748	\$48,222	\$49,181	\$49,613	\$50,649	\$53,839	\$54,926
Pike	\$32,693	\$33,339	\$33,508	\$34,541	\$35,550	\$36,868	\$38,045	\$38,684	\$40,031	\$42,136	\$41,855	\$43,615
Wayne	\$40,246	\$42,326	\$41,545	\$42,050	\$41,315	\$42,948	\$43,891	\$45,912	\$46,932	\$48,030	\$50,127	\$51,898

## AVERAGE EARNINGS PER JOB AS % OF THE US

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
PA	101.1%	101.4%	100.9%	102.3%	102.3%	103.3%	103.3%	102.3%	102.0%	101.2%	100.7%	99.2%
Poconos	77.1%	77.2%	76.7%	78.5%	77.3%	79.4%	81.4%	80.7%	81.3%	80.3%	78.8%	77.3%
Carbon	84.3%	84.2%	89.5%	96.5%	94.9%	99.2%	104.3%	102.6%	106.5%	103.3%	99.9%	97.4%
Monroe	84.5%	83.5%	81.9%	81.1%	80.3%	81.8%	81.9%	81.0%	79.4%	78.3%	79.6%	77.3%
Pike	62.6%	62.2%	60.6%	61.5%	61.9%	63.1%	64.6%	63.7%	64.1%	65.2%	61.9%	61.4%
Wayne	77.1%	78.9%	75.1%	74.9%	72.0%	73.5%	74.6%	75.6%	75.1%	74.3%	74.1%	73.1%

## AVERAGE EARNINGS PER JOB AS % OF PA

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	98.9%	98.6%	99.1%	97.7%	97.7%	96.8%	96.8%	97.8%	98.1%	98.8%	99.3%	100.8%
PA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Poconos	76.3%	76.1%	76.0%	76.7%	75.5%	76.9%	78.8%	78.9%	79.7%	79.3%	78.3%	77.9%
Carbon	83.4%	83.0%	88.6%	94.3%	92.7%	96.1%	101.0%	100.3%	104.5%	102.1%	99.2%	98.2%
Monroe	83.6%	82.4%	81.1%	79.2%	78.5%	79.2%	79.3%	79.2%	77.9%	77.4%	79.0%	78.0%
Pike	62.0%	61.3%	60.0%	60.2%	60.5%	61.1%	62.6%	62.3%	62.8%	64.4%	61.4%	61.9%
Wayne	76.3%	77.8%	74.4%	73.2%	70.4%	71.2%	72.2%	73.9%	73.7%	73.4%	73.6%	73.7%

## GROWTH IN AVERAGE EARNINGS PER JOB

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	2.8%	3.2%	1.4%	2.3%	1.8%	0.8%	3.2%	2.9%	3.5%	4.7%	5.0%
PA	3.1%	2.7%	2.8%	2.3%	2.7%	0.8%	2.2%	2.6%	2.7%	4.1%	3.4%
Poconos	2.9%	2.5%	3.8%	0.6%	4.6%	3.2%	2.4%	3.6%	2.2%	2.8%	2.9%
Carbon	2.7%	9.6%	9.4%	0.5%	6.4%	5.9%	1.5%	6.8%	0.3%	1.2%	2.3%
Monroe	1.6%	1.1%	0.5%	1.2%	3.6%	1.0%	2.0%	0.9%	2.1%	6.3%	2.0%
Pike	2.0%	0.5%	3.1%	2.9%	3.7%	3.2%	1.7%	3.5%	5.3%	-0.7%	4.2%
Wayne	5.2%	-1.8%	1.2%	-1.7%	4.0%	2.2%	4.6%	2.2%	2.3%	4.4%	3.5%

Source: U.S. Bureau of Economic Analysis. Last updated: November 16, 2022-- new statistics for 2021; revised statistics for 2010-2020.

## POVERTY RATES

The Census Bureau uses a set of money income thresholds that vary by family size/composition to determine who is in poverty. Pike County's 2021 Poverty Rate of 8.8% is the lowest of the four Pocono counties. The Pocono Region, at 11.6%, is the lowest as compared to the US at 12.8% and PA at 12.0%.

Except for 2018 and 2019, Monroe County's Poverty Percentage has been below the US and PA averages. For the entire period from 2010 to 2021, Pike County's Poverty Percentage has been below the national and state averages.

## POVERTY PERCENTAGE

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	15.3%	15.9%	15.9%	15.8%	15.5%	14.7%	14.0%	13.4%	13.1%	12.3%	11.9%	12.8%
PA	13.4%	13.7%	13.7%	13.7%	13.6%	13.1%	12.9%	12.5%	12.2%	12.0%	10.9%	12.0%
Poconos	12.1%	12.7%	12.9%	12.1%	12.9%	12.3%	12.1%	10.4%	12.0%	11.3%	10.5%	11.6%
Carbon	12.2%	12.0%	10.6%	14.1%	13.0%	11.5%	13.1%	12.5%	11.9%	9.8%	11.3%	14.0%
Monroe	13.0%	13.4%	13.4%	12.0%	13.3%	12.7%	12.0%	9.3%	12.3%	12.2%	10.5%	11.3%
Pike	9.0%	10.1%	11.6%	10.4%	10.6%	10.9%	9.8%	9.1%	10.3%	9.2%	9.3%	8.8%
Wayne	12.4%	14.1%	15.4%	11.8%	13.9%	13.3%	13.7%	12.9%	13.0%	12.4%	10.5%	12.6%

Source: U.S. Census Bureau, Small Area Estimates Branch (Note: The Census Bureau determines poverty status by using an official poverty measure (OPM) that compares pre-tax cash income against a threshold that is set at three times the cost of a minimum food diet in 1963 and adjusted for family size).

# EMPLOYMENT

As defined by the Pennsylvania Department of Labor and Industry, "not seasonally adjusted" data are annual averages that do not factor in seasonal influences such as weather, tourism, or holidays.

Monroe County's employment increased by 3,300 from 2010 to 2022.

Monroe County had the highest decrease in unemployment, which was 3,000 during the same period. This is 46.2% of the decrease in the Pocono Region.

Carbon County's unemployment rate decreased by 5.4 percentage points during the period. This is second to the nation, which had a decrease of 6.0 percentage points.

## EMPLOYMENT

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	139.064 M	139.869 M	142.469 M	143.929 M	146.305 M	148.834 M	151.436 M	153.337 M	155.761 M	157.538 M	147.794 M	152.581 M	158.291 M
PA	5.838 M	5.887 M	5.955 M	5.962 M	6.010 M	6.076 M	6.115 M	6.162 M	6.210 M	6.267 M	5.894 M	5.999 M	6.166 M
Poconos	148,300	147,800	148,200	147,400	147,100	149,300	151,300	153,000	154,500	156,100	145,100	149,800	154,400
Carbon	28,400	28,700	29,100	29,200	29,300	29,500	29,700	30,000	30,400	30,700	28,800	29,900	31,100
Monroe	74,600	74,200	74,400	73,900	73,700	75,500	76,900	78,100	78,600	79,600	73,300	75,700	77,900
Pike	23,600	23,500	23,400	23,400	23,200	23,300	23,400	23,500	24,000	24,200	22,700	23,300	24,200
Wayne	21,700	21,400	21,300	20,900	20,900	21,000	21,300	21,400	21,500	21,600	20,300	20,900	21,200

## UNEMPLOYMENT

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	14.825 M	13.747 M	12.506 M	1.460 M	9.617 M	8.296 M	7.751 M	6.982 M	6.314 M	6.001 M	12.948 M	8.623 M	5.996 M
PA	522,000	495,000	494,000	458,000	379,000	347,000	344,000	323,000	290,000	294,000	589,000	407,000	274,600
Poconos	15,400	15,200	15,500	14,400	11,700	10,200	9,900	9,400	8,800	9,000	17,400	11,800	8,900
Carbon	3,200	3,100	3,200	2,900	2,300	1,900	1,900	1,800	1,700	1,800	3,100	2,200	1,600
Monroe	7,800	7,800	7,900	7,400	6,100	5,300	5,100	4,900	4,600	4,600	9,500	6,300	4,800
Pike	2,500	2,500	2,600	2,400	1,900	1,700	1,600	1,500	1,400	1,500	2,700	1,800	1,400
Wayne	1,900	1,800	1,800	1,700	1,400	1,300	1,300	1,200	1,100	1,100	2,100	1,500	1,100

## ANNUAL NOT SEASONALLY ADJUSTED UNEMPLOYMENT RATES

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	9.6%	8.9%	8.1%	7.4%	6.2%	5.3%	4.9%	4.4%	3.9%	3.7%	8.1%	5.4%	3.6%
PA	8.2%	7.8%	7.7%	7.1%	5.9%	5.4%	5.3%	5.0%	4.5%	4.5%	9.1%	6.3%	4.3%
Poconos	9.4%	9.3%	9.5%	8.9%	7.4%	6.4%	6.1%	5.8%	5.4%	5.5%	10.7%	7.3%	5.4%
Carbon	10.3%	9.8%	9.8%	9.0%	7.2%	6.2%	5.9%	5.7%	5.2%	5.5%	9.8%	6.7%	4.9%
Monroe	9.4%	9.5%	9.6%	9.1%	7.6%	6.6%	6.2%	6.0%	5.6%	5.5%	11.5%	7.7%	5.8%
Pike	9.4%	9.7%	9.9%	9.3%	7.7%	6.7%	6.3%	6.0%	5.5%	5.7%	10.5%	7.3%	5.4%
Wayne	7.9%	7.9%	7.9%	7.6%	6.5%	5.9%	5.7%	5.2%	4.9%	4.9%	9.2%	6.6%	4.9%

Source: PA Department of Labor & Industry Center for Workforce Information & Analysis

## BUSINESS CLIMATE

*Proprietors' Income captures the income of the entrepreneurial class in each geographic area.*

*Since 2010, Carbon County has experienced an increase of 3.7 percentage points as compared to the U.S., which has a decrease of 0.6 percentage points and PA which was a decrease of 0.2 percentage points.*

### PROPRIETOR'S INCOME AS % OF PERSONAL INCOME

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	8.9%	9.3%	9.7%	10.0%	9.7%	9.1%	8.9%	9.0%	8.9%	8.7%	8.3%	8.3%
PA	8.6%	8.9%	9.4%	10.2%	10.4%	10.1%	10.4%	10.0%	9.8%	9.1%	8.4%	8.4%
Poconos	8.1%	8.2%	8.8%	9.6%	9.4%	9.8%	10.2%	10.3%	10.4%	9.5%	8.7%	8.4%
Carbon	13.2%	13.4%	15.6%	18.5%	18.1%	18.7%	20.3%	19.8%	20.9%	19.5%	16.9%	16.1%
Monroe	5.5%	5.3%	5.8%	6.2%	6.7%	7.1%	7.1%	7.1%	6.9%	6.1%	6.0%	5.9%
Pike	5.6%	5.7%	5.7%	6.1%	6.3%	6.6%	6.8%	7.0%	7.3%	7.0%	6.1%	6.0%
Wayne	11.9%	12.9%	12.2%	11.4%	9.3%	9.7%	9.6%	10.4%	10.0%	9.2%	8.8%	8.8%

Source: US Bureau of Economic Analysis

## HOUSING

*The 2023 Scorecard includes information on median housing values and median gross rents as a percentage of median household income.*

### Median Household Income

*Pike County's Median Household Income was the highest among the four Pocono counties from 2010 to 2019. Monroe County had the highest in 2020 and 2021. Both counties were above the Pocono Region.*

### Percent Annual Median Housing Value to Median Household Income

*From 2010 to 2020, all geographies experienced a decline in the Percent Annual Median Housing Value to Median Household Income. The U.S. had an increase from 2014 to 2021. The Pocono Region experienced a decrease from 2010 to 2020. From 2020 to 2021, Pennsylvania and Monroe County had decreases and all the other geographies experienced an increase.*

### Percent Annual Median Gross Rent to Median Household Income

*From 2010 to 2020, Pike County had an increase of 1.0 percentage points in Percent Annual Median Gross Rent to Median Household income. This was followed by Carbon County with 0.9 percentage points and the US with 0.8 percentage points. From 2020 to 2021, only Wayne County had an increase in percentage.*

### MEDIAN HOUSEHOLD INCOME

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	\$51,914	\$52,762	\$53,046	\$53,046	\$53,482	\$53,889	\$55,322	\$57,652	\$60,293	\$62,843	\$64,994	\$69,021
PA	\$50,398	\$51,651	\$52,267	\$52,548	\$53,115	\$53,599	\$54,895	\$56,951	\$59,445	\$61,744	\$63,627	\$67,587
Poconos	\$51,813	\$53,612	\$54,088	\$53,740	\$53,963	\$54,359	\$55,399	\$57,061	\$59,163	\$60,741	\$62,351	\$65,018
Carbon	\$47,744	\$49,056	\$49,951	\$48,900	\$49,913	\$49,973	\$50,822	\$51,236	\$53,624	\$57,006	\$57,601	\$59,289
Monroe	\$56,733	\$57,700	\$57,773	\$57,408	\$57,748	\$57,365	\$58,980	\$61,430	\$63,931	\$63,934	\$68,734	\$72,679
Pike	\$56,843	\$58,672	\$58,474	\$59,340	\$58,906	\$60,180	\$61,199	\$63,417	\$64,247	\$65,928	\$67,495	\$71,360
Wayne	\$45,930	\$49,020	\$50,153	\$49,313	\$49,285	\$49,919	\$50,595	\$52,161	\$54,851	\$56,096	\$55,572	\$56,744

## MEDIAN HOUSING VALUE

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	\$188,400	\$186,200	\$181,400	\$176,700	\$175,700	\$178,600	\$184,700	\$193,500	\$204,900	\$217,500	\$229,800	\$244,900
PA	\$159,300	\$163,200	\$164,900	\$164,700	\$164,900	\$166,000	\$167,700	\$170,500	\$174,100	\$180,200	\$187,500	\$197,300
Poconos	\$184,425	\$186,900	\$183,650	\$177,875	\$174,025	\$170,350	\$166,750	\$166,600	\$169,150	\$170,350	\$172,375	\$182,125
Carbon	\$139,800	\$146,000	\$147,100	\$146,700	\$145,200	\$144,700	\$141,300	\$141,200	\$141,600	\$146,400	\$150,400	\$158,800
Monroe	\$206,400	\$205,400	\$198,400	\$191,800	\$183,100	\$174,500	\$170,600	\$167,200	\$167,000	\$168,000	\$173,800	\$182,000
Pike	\$217,900	\$216,200	\$206,700	\$193,100	\$189,200	\$183,200	\$180,600	\$183,400	\$187,000	\$185,700	\$186,600	\$197,600
Wayne	\$173,600	\$180,000	\$182,400	\$179,900	\$178,600	\$179,000	\$174,500	\$174,600	\$181,000	\$181,300	\$178,700	\$190,100

## PERCENT MEDIAN HOUSING VALUE TO MEDIAN HOUSEHOLD INCOME

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	363%	353%	342%	333%	329%	331%	334%	336%	340%	346%	354%	355%
PA	316%	316%	315%	313%	310%	310%	305%	299%	293%	292%	295%	292%
Poconos	356%	349%	340%	331%	322%	313%	301%	292%	286%	280%	276%	280%
Carbon	293%	298%	294%	300%	291%	290%	278%	276%	264%	257%	261%	268%
Monroe	364%	356%	343%	334%	317%	304%	289%	272%	261%	263%	253%	250%
Pike	383%	368%	353%	325%	321%	304%	295%	289%	291%	282%	276%	277%
Wayne	378%	367%	364%	365%	362%	359%	345%	335%	330%	323%	322%	335%

## MEDIAN GROSS RENT (MONTHLY)

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	\$841	\$871	\$889	\$904	\$920	\$928	\$949	\$982	\$1,023	\$1,062	\$1,096	\$1,023
PA	\$739	\$770	\$794	\$813	\$832	\$840	\$859	\$885	\$915	\$938	\$958	\$915
Poconos	\$814	\$840	\$866	\$895	\$918	\$933	\$948	\$962	\$975	\$990	\$996	\$975
Carbon	\$659	\$685	\$711	\$757	\$750	\$773	\$805	\$807	\$800	\$830	\$836	\$800
Monroe	\$936	\$943	\$963	\$990	\$1,038	\$1,014	\$1,040	\$1,071	\$1,087	\$1,108	\$1,154	\$1,087
Pike	\$968	\$1,023	\$1,051	\$1,071	\$1,101	\$1,118	\$1,133	\$1,138	\$1,197	\$1,200	\$1,204	\$1,197
Wayne	\$691	\$708	\$739	\$760	\$783	\$826	\$812	\$832	\$816	\$820	\$791	\$816

## PERCENT ANNUAL MEDIAN GROSS RENT TO MEDIAN HOUSEHOLD INCOME

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	19.4%	19.8%	20.1%	20.5%	20.6%	20.7%	20.6%	20.4%	20.4%	20.3%	20.2%	17.8%
PA	17.6%	17.9%	18.2%	18.6%	18.8%	18.8%	18.8%	18.6%	18.5%	18.2%	18.1%	16.2%
Poconos	18.8%	18.8%	19.2%	20.0%	20.4%	20.6%	20.5%	20.2%	19.8%	19.5%	19.2%	18.0%
Carbon	16.6%	16.8%	17.1%	18.6%	18.0%	18.6%	19.0%	18.9%	17.9%	17.5%	17.4%	16.2%
Monroe	19.8%	19.6%	20.0%	20.7%	21.6%	21.2%	21.2%	20.9%	20.4%	20.8%	20.1%	17.9%
Pike	20.4%	20.9%	21.6%	21.7%	22.4%	22.3%	22.2%	21.5%	22.4%	21.8%	21.4%	20.1%
Wayne	18.1%	17.3%	17.7%	18.5%	19.1%	19.9%	19.3%	19.1%	17.9%	17.5%	17.1%	17.3%

Source: US Census Bureau, American Community Survey (5-year estimates)



## ARTS, ENTERTAINMENT & RECREATION

*Carbon County's 2021 Arts, Entertainment & Recreation Employment as a Percent of Total Employment (9.6%) is significantly higher than that of all other geographies.*

*While the rates in Monroe and Pike counties decreased from 6.6% to 3.0% and from 4.7% to 3.7% respectively from 2010 to 2021, this indicates that there has been an increase in employment in other sectors within these two counties.*

### ARTS, ENTERTAINMENT & RECREATION AS A PERCENT OF TOTAL EMPLOYMENT

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.9%	1.9%	1.9%	1.9%	1.5%	1.6%
PA	1.9%	1.9%	1.9%	1.9%	1.8%	1.8%	1.9%	1.9%	1.9%	1.9%	1.4%	1.6%
Poconos	5.7%	5.7%	5.4%	4.4%	4.6%	4.6%	4.5%	4.4%	4.3%	4.2%	3.6%	3.9%
Carbon	7.6%	7.7%	6.9%	7.5%	8.1%	8.0%	9.5%	9.6%	9.8%	10.1%	8.8%	9.6%
Monroe	6.6%	6.5%	6.3%	4.2%	4.4%	4.4%	3.9%	3.8%	3.6%	3.4%	2.7%	3.0%
Pike	4.7%	4.6%	4.6%	4.4%	4.5%	4.2%	4.2%	3.8%	3.7%	3.6%	3.5%	3.7%
Wayne	1.3%	1.0%	1.0%	1.1%	1.1%	1.2%	1.3%	1.3%	1.3%	1.3%	1.3%	1.5%

Note: Data are from the Quarterly Census of Employment and Wages (QCEW) and are based on private ownership.

## HEALTHCARE

*In the Ratio of Population to 1 Primary Care Physician measure, Carbon County was the only geography that had a decrease.*

### RATIO OF POPULATION TO 1 PRIMARY CARE PHYSICIAN

CALENDAR YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
DATA YEAR		2008	2008	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
US								1,320	1,320	1,330	1,330	1,320	1,310
PA	n/a	1,067	1,067	1,273	1,244	1,249	1,220	1,230	1,230	1,230	1,240	1,230	1,220
Poconos	n/a	2,375	2,375	2,292	2,338	2,429	2,333	2,343	2,345	2,453	2,440	2,568	2,558
Carbon	n/a	2,651	2,651	2,174	2,247	2,167	2,090	2,080	2,000	2,050	2,200	2,380	2,380
Monroe	n/a	2,019	2,019	2,208	2,072	2,221	2,200	2,190	2,190	2,340	2,370	2,420	2,430
Pike	n/a	2,999	2,999	2,492	2,992	3,161	2,980	3,120	3,290	3,470	3,480	3,500	3,280
Wayne	n/a	1,831	1,831	2,295	2,039	2,165	2,060	1,980	1,900	1,950	1,710	1,970	2,140

Source: County Health Rankings & Roadmaps

# EDUCATION

## Percent of Population 25 Years and Over with No High School Degree or Equivalency Degree

Pennsylvania had the highest decrease in percentage points with 4.0. It was followed by the U.S. and Wayne County, with a decrease of 3.9 percentage points, and Carbon County with a decrease of 3.6 percentage points.

## Percent of Population 25 Years and Over with a Bachelor's Degree or Higher

Pennsylvania had the highest increase in percentage points with 6.7. It was followed by the U.S., with an increase of 5.8 percentage points, and Pike County with an increase of 3.5 percentage points.

## Population 25 Years and Over with a Bachelor's Degree or Higher

At 36.0%, the U.S. had the highest percent increase in the number of people who are 25 years and over with a Bachelor's Degree or Higher. This was followed by Pennsylvania, with 33.5% and Pike County, with 27.9%.

### % OF POPULATION 25 YEARS AND OVER WITH NO HIGH SCHOOL DEGREE OR EQUIVALENCY DEGREE

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	15.0%	14.6%	14.3%	14.0%	13.7%	13.3%	13.0%	12.7%	12.3%	15.0%	11.5%	11.1%
PA	12.6%	12.1%	11.7%	11.3%	11.0%	10.8%	10.5%	10.1%	9.8%	9.5%	9.0%	8.6%
Poconos	11.6%	11.2%	11.0%	10.9%	10.5%	10.4%	10.3%	10.3%	9.9%	9.9%	9.9%	9.5%
Carbon	13.3%	13.2%	13.0%	12.6%	11.1%	11.3%	10.8%	10.4%	10.4%	10.6%	10.2%	9.7%
Monroe	11.3%	11.0%	10.5%	10.4%	10.2%	10.3%	10.4%	10.8%	10.6%	10.4%	10.5%	10.3%
Pike	8.5%	7.8%	8.4%	8.7%	9.5%	9.0%	9.3%	8.4%	7.1%	7.0%	7.6%	6.9%
Wayne	13.3%	12.8%	12.8%	12.3%	11.8%	10.7%	10.1%	10.5%	10.2%	10.4%	10.0%	9.4%

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

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	27.9%	28.2%	28.5%	28.8%	29.3%	29.8%	30.3%	30.9%	31.5%	32.1%	32.9%	33.7%
PA	26.4%	26.7%	27.0%	27.5%	28.1%	28.6%	29.3%	30.1%	30.8%	31.4%	32.3%	33.1%
Poconos	20.9%	20.7%	20.8%	21.1%	20.9%	21.1%	21.9%	22.3%	22.9%	23.0%	23.7%	23.5%
Carbon	14.6%	15.0%	15.5%	15.1%	15.0%	15.5%	16.0%	16.0%	16.8%	17.9%	17.9%	17.7%
Monroe	23.8%	23.3%	23.2%	23.8%	23.2%	23.0%	23.6%	24.0%	24.4%	24.7%	25.8%	26.1%
Pike	23.3%	23.2%	22.6%	22.5%	22.9%	23.7%	25.3%	26.5%	28.0%	26.8%	27.1%	26.8%
Wayne	17.9%	17.3%	18.4%	19.2%	19.6%	19.7%	20.5%	20.4%	20.4%	20.4%	20.7%	19.6%

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

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US	55,724 M	56,978 M	58,236 M	59,497 M	61,253 M	62,952 M	64,768 M	66,888 M	68,867 M	70,920 M	73,356 M	75,809 M
PA	2,259 M	2,299 M	2,338 M	2,396 M	2,463 M	2,522 M	2,596 M	2,673 M	2,745 M	2,814 M	2,907 M	3,017 M
Poconos	48,929	48,730	49,354	50,283	49,993	50,483	52,390	53,612	55,414	56,187	58,298	58,521
Carbon	6,770	7,000	7,280	7,115	7,095	7,292	7,535	7,529	7,899	8,429	8,502	8,460
Monroe	26,161	25,849	25,913	26,671	26,075	25,986	26,672	27,411	28,147	28,742	30,421	30,662
Pike	9,144	9,203	9,057	9,060	9,239	9,610	10,275	10,711	11,397	11,014	11,260	11,693
Wayne	6,854	6,678	7,104	7,437	7,584	7,595	7,908	7,961	7,971	8,002	8,115	7,706

Source: US Census Bureau, American Community Survey (5-year estimates)



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**Economic Scorecard produced by East Stroudsburg University**

The **Economic Scorecard** was launched in 2014 under the leadership of Marcia G. Welsh, Ph.D., President of East Stroudsburg University. The Scorecard, which is published annually and featured at ESU's Economic Outlook Summit, serves as a valuable assessment tool to measure the region's economic health and performance in key economic indicators. For more information regarding the Pocono Mountains Economic Scorecard, please contact ESU Economic Development and Entrepreneurship at 570-422-7966.



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