

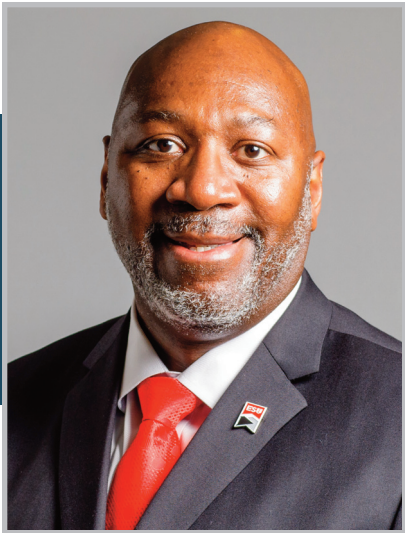
2020 ECONOMIC SCORECARD

Carbon County
Monroe County
Pike County
Wayne County
PENNSYLVANIA



POCONO

PRIDE | PROMISE | PROGRESS



A MESSAGE FROM
Kenneth Long
Interim President
East Stroudsburg University

On behalf of East Stroudsburg University, I am proud to present the **2020 Economic Scorecard** which includes economic data on the four counties of the Pocono Mountains: Carbon, Monroe, Pike and Wayne, the Commonwealth of Pennsylvania, and the United States.

This year's Scorecard is unique in that it also features data on the impact of the COVID-19 pandemic on the Poconos. For the past 10 months, every aspect of our lives has been altered by the worldwide coronavirus. The COVID-19 economic indicators reflect the impact on employment, unemployment, and tourism visitation, occupancy and hotel tax fluctuations in the Poconos. In addition, \$36.7M was invested in the four county Pocono region through COVID-19 related grants and funding that assisted more than 800 businesses. These numbers are startling and provide a baseline for meaningful and difficult discussions focused on the recovery of the Poconos in the months ahead.

It is interesting to note that when assessing the annual economic indicators for the Poconos compared to the Commonwealth and United States, the Per Capita Personal Income Growth in the Poconos from 2010 to 2018 (35.9%) was higher than the United States (34.3%) and Pennsylvania (33.7%) reflecting the economic vitality of the residents and the quality of the consumer markets. In the housing category, in 2018, the Pocono region at 286% had the most affordable housing in terms of Percent of Annual Median Housing Value to Median Household Income as compared to the state, at 293% and the nation, at 340%. Additionally, the Pocono region employment in Arts, Entertainment and Recreation as a percent of Total Employment at 4.2% was more than double that of the state and nation at 1.9%.

These data milestones, while reflective of the past three years, are indicators of the resiliency of the Poconos and the region's potential to restore and recreate an economy that will thrive in the new normal.

As you review the 2020 Scorecard, I encourage you to reflect on the impact of the data and the COVID-19 indicators on our region, our economy, and our daily lives and ask that you do your part to keep the Poconos a safe and healthy place to live, learn, work and play.

Sincerely,

Kenneth Long
Interim President, East Stroudsburg University

The **2020 Economic Scorecard** for the Poconos is the seventh 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 2020 Scorecard presents the most recent available data and compares it to that of previous years.

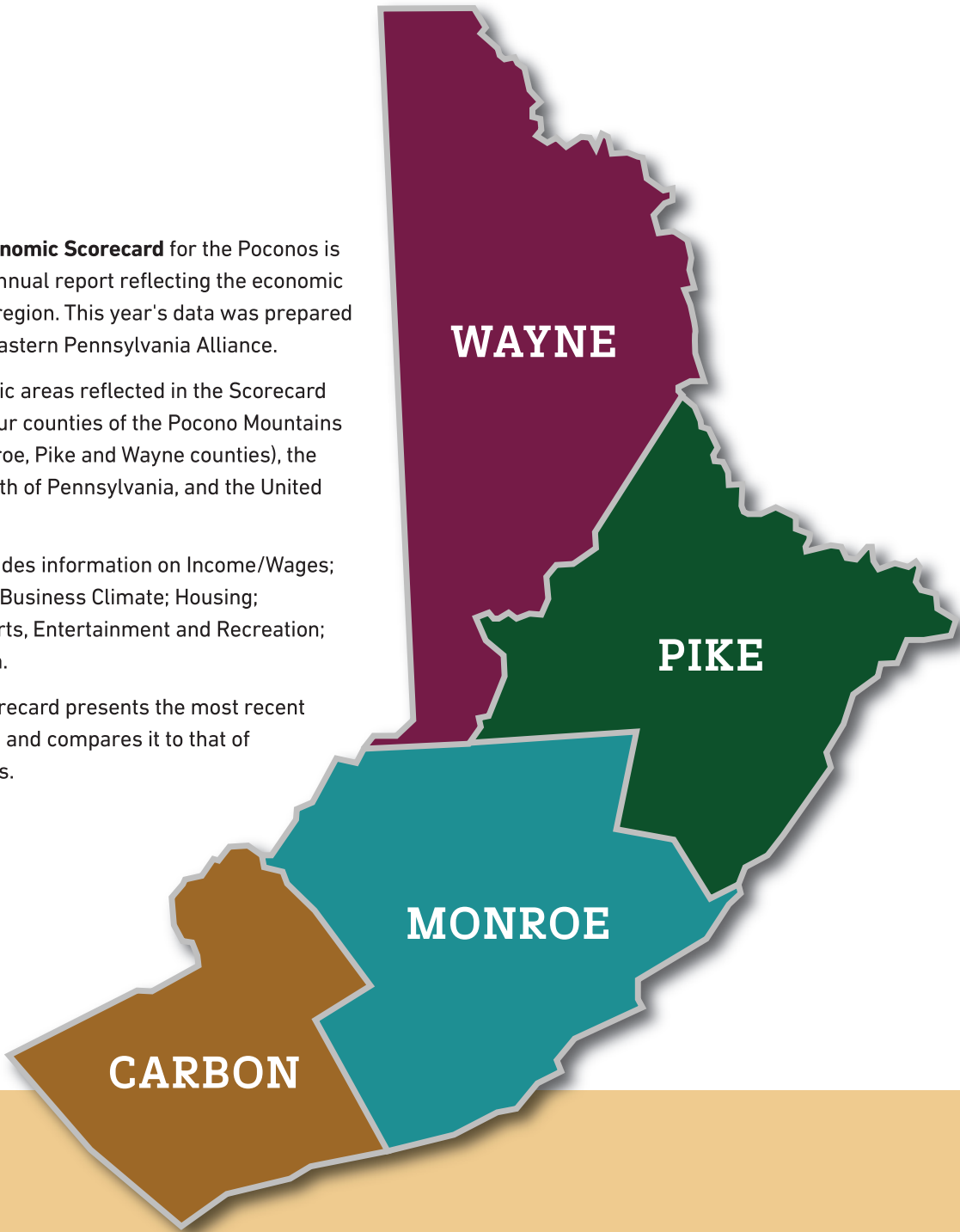


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Carbon County



FORWARD THINKING
AND FUTURE
FOCUSED



COLLABORATIVE AND CONNECTED SERVANT LEADERS



COMMUNITY MINDED PEOPLE



OUTDOOR AND OPEN AIR ENVIRONMENTALLY AWARE



STEEPED IN HISTORY



Monroe County

MANUFACTURING RESPONSE TO COVID PANDEMIC



Sanofi Pasteur
Vaccine
Development



Monadnock Non-Wovens-Filter Media for N-95 Masks



Barley Creek
Hand Sanitizer



Messer LLC -
Industrial Gas
Products



JOB CREATION

Medline Industries, Inc.



Brookdale
Recovery



All Weather Insulated Panels



NFI Industries - Third Party Logistics Provider



3-D Printed Face Shield Components



MCTA Compressed Natural Gas Buses



East Stroudsburg Ridgeway Street Bridge Project



Brodhead Creek Regional Authority -
Tannersville Tank and Pump Station

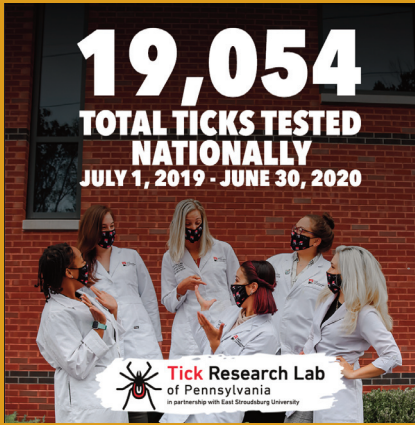
WORKFORCE DEVELOPMENT



Northampton Community
College Driver Training
Program



Riggelman Family Women Who Distill



19,054
TOTAL TICKS TESTED
NATIONALLY
JULY 1, 2019 - JUNE 30, 2020

Tick Research Lab
of Pennsylvania
in partnership with East Stroudsburg University



Career Ready Monroe

INFRASTRUCTURE INVESTMENTS



Shanti House Commercial and
Residential Project - Stroudsburg

RESIDENTIAL REAL ESTATE DEMAND



Smithfield Gateway



Pike County

HISTORIC MILFORD!

"The Pike County Community House" is the former settlement home of the Pinchot Family and was built in 1815. Part of "Beautiful Milford."



GREAT SCHOOLS IN PIKE COUNTY!

Pike County is the home of truly great schools. Recognized nationally, geared for individual students, modern and a source of pride.

PIKE COUNTY IS A PLACE OF MANY COMMUNITIES!

Six students from an early learning center called "Green Trees" receive a certificate from Pike County Commissioner Matthew Osterberg for growing foods that were donated to the local food pantry.



THE COLUMNS MUSEUM AND THE LINCOLN FLAG!

The Columns Museum in Milford: among its many exhibits is the "Lincoln Flag" that cradled the dying president on the night of his assassination.



SPECTACULAR BEAUTY!

Pike County is a place of spectacular rural beauty. Eagles fly, bears roam and wildlife is treasured.



ARTISTS, WRITERS AND PHILOSOPHERS!

Pike County has long been an attraction for artists, writers and philosophers. See the Zane Grey Museum in Lackawaxen.



RESPONSIVE LOCAL GOVERNMENT!

Pike County is a place where local government is just that: accessible, cooperative and, without a lot of bureaucratic layers.



GROWTH CONTINUES!

New facilities continue to be built in Pike County. Currently under construction is a new 70-bed nursing home and memory center, 50 new assisted living units and, a new shopping center. Future projects include a medical facility and a large expansion of a packaging facility.



IDEAL PLACE TO BRING YOUR BUSINESS!

Econo-Pak relocated to Pike County from New Jersey in 2014. After major renovations they fully opened their operations in Pike County in 2015. In the ensuing years, they have more than doubled their original work force! They even have plans for their next major expansion!



Wayne County

INSPIRE

- Aquaponics greenhouse gives local agriculture students hands-on learning opportunities.
- As a participant of the PA Rural Health Model, Wayne Memorial Hospital and its food pharmacy makes disease prevention and wellness a priority.
- STEM Education skyrockets through NASA partnership with the SHINE after-school program.



ENVISION

- Wayne Tomorrow! brings 50+ organizations together to foster economic vitality.
- Award-winning business incubator, The Stourbridge Project, supports the entrepreneur from concept to commercialization.
- Recovery-to-Work ecosystem will help those leaving the correctional system or substance use disorder treatment to move towards future employment.

COLLABORATE

- \$200,000+ fundraising campaign supported local families with food relief supplemented by fresh foods from local farms.
- Public-private partnerships expand critical infrastructure, like broadband Internet, to enhance resiliency.
- The Stourbridge Project mobilized our maker community to produce critical protective equipment for frontline workers during the COVID-19 pandemic.



SUSTAIN

- Sterling Business & Technology Park features a water reuse system and conservation design on fully permitted sites.
- An interconnected trailways system celebrates our natural and recreational assets.
- Honesdale Roots & Rhythm Festival attracts thousands and achieves zero-waste footprint.



COVID-19 Economic Indicators for Poconos

(Carbon, Monroe, Pike and Wayne Counties)

EMPLOYMENT	2019	2020 AVERAGE THROUGH SEPTEMBER	DIFFERENCE
Carbon	30,500	28,500	(-2,000)
Monroe	78,800	71,800	(-7,000)
Pike	23,900	21,900	(-2,000)
Wayne	21,400	19,500	(-1,900)



UNEMPLOYMENT	2019	2020 AVERAGE THROUGH SEPTEMBER	DIFFERENCE
Carbon	1,700	3,500	1,800
Monroe	4,500	10,500	6,000
Pike	1,400	3,000	1,600
Wayne	1,100	2,300	1,200



COVID-RELATED GRANTS RECEIVED BY 4 COUNTIES

	PA SMALL BUSINESS GRANTS	# OF COMPANIES	COVID-19 PA HAZARD PAY GRANT	# OF COMPANIES	EMERGENCY SOLUTIONS GRANT	# OF COMPANIES	CARES ACT	# OF COMPANIES	ADDITIONAL GRANTS	TOTAL
Carbon	\$425,000	25	\$258,428	3	\$0	0	\$5,790,000	102		\$6,473,428
Monroe	\$2,110,000	112	\$288,618	6	\$381,761	4	\$15,000,000	290		\$17,780,379
Pike	\$560,000	29	\$0	0	\$0	0	\$5,040,047	66	\$166,152	\$5,766,199
Wayne	\$509,200	23	\$84,840	5	\$177,316	1	\$4,638,283	152	\$1,304,090	\$6,713,729
Total	\$3,604,200	189	\$631,886	14	\$559,077	5	\$30,468,330	610	\$1,470,242	\$36,733,735

COVID-19 DOLLARS BY COUNTY 2020

Carbon	\$6,473,428
Monroe	\$17,780,379
Pike	\$5,766,199
Wayne	\$6,713,729
Total	\$36,733,735



COMMUTER COMPARISON FOR MONROE COUNTY (MARTZ TRAILWAYS)



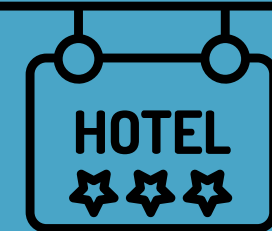
Due to the COVID -19 pandemic, Martz Trailways commuter activity between Monroe County and New York City decreased by 70% in 2020.

Source Lisa Rohland, Terminal Director, Martz Trailways

POCONO MOUNTAINS VISITORS BUREAU HOTEL TAX DOLLARS

	Q1 2020	Q2 2020	Q3 2020	Q4 2020*	Total 2020	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Total 2019	\$ Difference (2020 to 2019)	% Difference (2020 to 2019)
Monroe	\$1,503,550	\$616,492	\$2,390,880	\$1,300,748	\$5,811,670	\$1,627,351	\$1,747,865	\$2,199,003	\$1,625,935	\$7,200,155	(\$1,388,485)	(-19%)
Pike	\$117,613	\$181,864	\$414,887	\$190,995	\$905,359	\$155,214	\$261,896	\$459,990	\$238,744	\$1,115,844	(\$210,485)	(-19%)
Wayne	\$70,046	\$122,271	\$275,212	\$84,292	\$551,820	\$23,609	\$166,101	\$154,002	\$104,375	\$448,087	\$103,733	23%
Carbon	\$171,518	\$166,817	\$411,088	\$155,882	\$905,306	\$135,998	\$167,536	\$246,763	\$194,852	\$745,150	\$160,156	21%
Total	\$1,862,727	\$1,087,443	\$3,492,067	\$1,731,917	\$8,174,154	\$1,942,173	\$2,343,399	\$3,059,758	\$2,163,906	\$9,509,236	(\$1,335,081)	(-14%)

* Q4 2020 estimated at 80% of Q4 2019



AVERAGE DAILY RATES FOR RESORTS/HOTELS

2020 – \$164.34
(up 3.8%)
2019 – \$158.38



OCCUPANCY FOR RESORTS/HOTELS

2020 – 57.1%
(down 12.3%)
2019 – 65%



VISITOR COUNTS FOR THE POCONOS

➤ **27.9 million guests per year** (it is projected that guest market visits are up by as much as 5-10% compared to 2019)

➤ Tourism provides **37.6%** of the employment and **64.8%** of the labor income in the Poconos.

➤ Tourism provides **\$519 million** annually in total taxes. State and local taxes account for **\$282 million, representing 54% of the total.**



Northeastern Pennsylvania Alliance

The NEPA Alliance provided all of the data and analytics for the 2020 Pocono Mountains Economic Scorecard.

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



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President & CEO



Kurt R. Bauman, MBA
Vice President, Community
& Economic Development Services
Executive Director, Nonprofit &
Community Assistance Center (NCAC)



Steven N. Zaricki
Research & Information Manager

Summary of 2020 Economic Scorecard Indicators

The 2020 Scorecard differs from previous editions because it compares it includes data on the four-county Pocono Region – Carbon, Monroe, Pike and Wayne counties; to the Commonwealth of Pennsylvania and the United States.

Highlights of the Pocono Region's indicators include:

In 2018, the **Per Capita Personal Income** in the Pocono Region was lower than the state and nation. It was 83.0% of the nation and 80.4% of the state. The Per Capita Personal Income Growth in the region from 2010 to 2018 of 35.9% was higher than the United States (34.3%) and Pennsylvania (33.7%).

In 2018, the **Average Compensation per Job** in the region was lower than the state and nation. It was 72.3% of the nation and 75.1% of the state.

In 2018, the **Poverty Rate** in the region (11.9%) was lower than the United States (13.1%) and Pennsylvania (12.2%).

From 2010 to 2019, **Employment** in the nation increased by 13.3% as compared to 6.3% in the state and 4.2% in the region. Unemployment decreased by 59.5% in the nation, 47.4% in the state and 44.9% in the region.

In 2018, the **Proprietor's Income** as a Percent of Personal Income was highest in the region at 10.4% as compared to the state at 10.0% and 9.0% in the nation.

Monroe County and Pike County have experienced a decrease in the **Serious Crime** Rate of 17.9 and 16.3 points, respectively, from 2010 to 2018. These decreases were lower than that of Pennsylvania, which is 15.0 points.

In the **Housing** category, in 2018, the Pocono Region, at 286%, had the most affordable housing in terms of Percent Annual Median Housing Value to Median Household Income as compared to the state, at 293%, and the nation, at 340%. Regarding the Percent Annual Median Gross Rent to Median Household Income, the region had 19.8%, as compared to the state, at 18.5%, and the nation, at 20.4%.

In **Healthcare**, from 2011 to 2020, the Ratio of Population to 1 Primary Care Physician in the region is considerably higher than the state.

In 2019, the region's employment in **Arts, Entertainment & Recreation** as a Percent of Total Employment, at 4.2%, was more than double that of the state and nation, which was 1.9%.

In **Education**, according to 2006 – 2010 and 2014 – 2018 Five-Year Estimates from the U.S. Census Bureau's American Community Survey, the Pocono Region experienced a 13.3% increase in Population 25 Years and Over with a Bachelor's Degree or Higher, as compared to the state with 21.5% and the nation with 23.6%.

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)

* United States and Pennsylvania listed in Millions of Dollars
Pocono Region and 4 Counties listed in Thousands of Dollars

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
United States*	\$14,992,052	\$15,542,582	\$16,197,007	\$16,784,851	\$17,527,258	\$18,238,301	\$18,745,075	\$19,542,980	\$20,611,861	\$21,433,226
Pennsylvania*	\$599,025	\$618,555	\$640,663	\$663,335	\$691,173	\$711,787	\$726,885	\$745,141	\$778,375	\$808,738
Pocono Region	\$10,086,533	\$10,202,411	\$10,225,384	\$10,388,038	\$10,541,891	\$10,958,597	\$11,412,034	\$11,408,899	\$11,997,834	
Carbon	\$1,750,645	\$1,813,047	\$1,933,607	\$2,056,138	\$2,063,398	\$2,145,761	\$2,225,763	\$2,213,313	\$2,329,859	
Monroe	\$5,790,847	\$5,774,946	\$5,704,473	\$5,710,946	\$5,795,065	\$5,989,705	\$6,254,681	\$6,198,707	\$6,513,963	
Pike	\$1,055,768	\$1,072,260	\$1,073,571	\$1,103,172	\$1,184,558	\$1,284,607	\$1,351,414	\$1,352,920	\$1,427,387	
Wayne	\$1,489,273	\$1,542,158	\$1,513,733	\$1,517,782	\$1,498,870	\$1,538,524	\$1,580,176	\$1,643,959	\$1,726,625	

¹Gross 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 bulletin no. 18-04 issued September 14, 2018. Last updated: December 12, 2019 – new statistics for 2001-2018.

Source: Bureau of Economic Analysis

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

At 41.2%, Carbon County's PCPI growth from 2010 to 2018 is the highest among the four Pocono counties. Pocono Region growth was 35.9%, followed by the US at 34.3% and PA at 33.7%.

PERSONAL INCOME SUMMARY: PER CAPITA PERSONAL INCOME

	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	\$40,546	\$42,735	\$44,599	\$44,851	\$47,058	\$48,978	\$49,870	\$51,885	\$54,446
Pennsylvania	\$42,047	\$44,210	\$46,019	\$46,411	\$48,431	\$50,378	\$51,614	\$53,144	\$56,225
Pocono Region	\$33,242	\$34,795	\$35,473	\$36,819	\$38,270	\$40,107	\$41,797	\$42,751	\$45,189
Carbon	\$35,650	\$37,211	\$39,268	\$41,144	\$42,613	\$44,804	\$47,346	\$47,605	\$50,322
Monroe	\$31,908	\$33,438	\$33,372	\$35,124	\$36,665	\$38,247	\$39,509	\$40,393	\$42,722
Pike	\$34,306	\$35,797	\$37,060	\$37,645	\$39,512	\$41,885	\$44,130	\$45,340	\$47,864
Wayne	\$33,402	\$35,099	\$35,839	\$36,016	\$36,740	\$38,409	\$39,846	\$41,630	\$43,996

PCPI AS % OF THE US

	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Pennsylvania	103.7%	103.5%	103.2%	103.5%	102.9%	102.9%	103.5%	102.4%	103.3%
Pocono Region	82.0%	81.4%	79.5%	82.1%	81.3%	81.9%	83.8%	82.4%	83.0%
Carbon	87.9%	87.1%	88.1%	91.7%	90.6%	91.5%	94.9%	91.8%	92.4%
Monroe	78.7%	78.2%	74.8%	78.3%	77.9%	78.1%	79.2%	77.9%	78.5%
Pike	84.6%	83.8%	83.1%	83.9%	84.0%	85.5%	88.5%	87.4%	87.9%
Wayne	82.4%	82.1%	80.4%	80.3%	78.1%	78.4%	79.9%	80.2%	80.8%

PCPI AS % OF PA

	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	96.4%	96.7%	96.9%	96.6%	97.2%	97.2%	96.6%	97.6%	96.8%
Pennsylvania	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Pocono Region	79.1%	78.7%	77.1%	79.3%	79.0%	79.6%	81.0%	80.4%	80.4%
Carbon	84.8%	84.2%	85.3%	88.7%	88.0%	88.9%	91.7%	89.6%	89.5%
Monroe	78.9%	75.6%	72.5%	75.7%	75.7%	75.9%	76.6%	76.0%	76.0%
Pike	81.6%	81.0%	80.5%	81.1%	81.6%	83.1%	85.5%	85.3%	85.1%
Wayne	79.4%	79.4%	77.9%	77.6%	75.9%	76.2%	77.2%	78.3%	78.3%

PCPI GROWTH

	2010 - 2018	2011	2012	2013	2014	2015	2016	2017	2018
United States	34.3%	5.4%	4.4%	0.6%	4.9%	4.1%	1.8%	4.0%	4.9%
Pennsylvania	33.7%	5.1%	4.1%	0.9%	4.4%	4.0%	2.5%	3.0%	5.8%
Pocono Region	35.9%	4.7%	2.0%	3.8%	3.9%	4.8%	4.2%	2.3%	5.7%
Carbon	41.2%	4.4%	5.5%	4.8%	3.6%	5.1%	5.7%	0.6%	5.7%
Monroe	33.9%	4.8%	-0.2%	5.3%	4.4%	4.3%	3.3%	2.2%	5.8%
Pike	39.5%	4.4%	3.5%	1.6%	5.0%	6.0%	5.4%	2.7%	5.6%
Wayne	31.7%	5.1%	2.1%	0.5%	2.0%	4.5%	3.7%	4.5%	5.7%

Note: Per capita personal income was computed using Census Bureau midyear population estimates. (2010-18 reflects estimates available as of March 2019).
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 \$12.88 (one adult) and \$16.97 (two adults/two children) are the highest of the four counties in the Pocono Region. The Pocono Region’s Living Wage of \$11.84 for one adult is lower than the US and higher than PA. The region’s living wage of \$16.51 for two adults/two children is also higher than the state.

	1 Adult, 0 Children	Family of 4 (2 working adults, 2 children)
United States	\$16.54	
Pennsylvania	\$11.53	\$16.29
Pocono Region	\$11.84	\$16.51
Carbon	\$11.77	\$16.72
Monroe	\$11.77	\$16.66
Pike	\$12.88	\$16.97
Wayne	\$10.95	\$15.69

Source: Dr. Amy K. Glasmeier, Massachusetts Institute of Technology, Living Wage Calculator

AVERAGE EARNINGS PER JOB

Average Earnings per Job is primarily the average income of wage earners.
In 2018, the percent growth in Average Earnings per Job in Monroe and Wayne counties demonstrated an increase comparable to other geographies. The Pocono Region has a slightly lower growth in Average Compensation per Job than the US and PA.

(NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM) INDUSTRY

AVERAGE COMPENSATION PER JOB (DOLLARS)

	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	\$58,421	\$59,953	\$61,241	\$62,136	\$63,811	\$65,599	\$66,352	\$68,468	\$70,685
Pennsylvania	\$56,847	\$58,454	\$59,482	\$60,881	\$62,207	\$64,175	\$64,237	\$66,112	\$68,095
Pocono Region	\$43,855	\$44,866	\$45,201	\$46,298	\$47,044	\$48,487	\$48,790	\$49,672	\$51,119
Carbon	\$40,157	\$40,916	\$42,443	\$43,661	\$44,067	\$46,134	\$46,066	\$47,392	\$49,030
Monroe	\$50,835	\$51,867	\$52,166	\$52,024	\$52,506	\$53,963	\$54,009	\$55,047	\$56,452
Pike	\$41,076	\$42,061	\$41,797	\$42,687	\$43,641	\$44,461	\$44,829	\$44,865	\$45,798
Wayne	\$43,352	\$44,619	\$44,399	\$46,819	\$47,963	\$49,388	\$50,255	\$51,385	\$53,195

AVERAGE COMPENSATION PER JOB AS % OF THE US

	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Pennsylvania	97.3%	97.5%	97.1%	98.0%	97.5%	97.8%	96.8%	96.6%	96.3%
Pocono Region	75.1%	74.8%	73.8%	74.5%	73.7%	73.9%	73.5%	72.5%	72.3%
Carbon	68.7%	68.2%	69.3%	70.3%	69.1%	70.3%	69.4%	69.2%	69.4%
Monroe	87.0%	86.5%	85.2%	83.7%	82.3%	82.3%	81.4%	80.4%	79.9%
Pike	70.3%	70.2%	68.3%	68.7%	68.4%	67.8%	67.6%	65.5%	64.8%
Wayne	74.2%	74.4%	72.5%	75.3%	75.2%	75.3%	75.7%	75.0%	75.3%

AVERAGE COMPENSATION PER JOB AS % OF PA

	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	102.8%	102.6%	103.0%	102.1%	102.6%	102.2%	103.3%	103.6%	103.8%
Pennsylvania	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Pocono Region	77.1%	76.8%	76.0%	76.0%	75.6%	75.6%	76.0%	75.1%	75.1%
Carbon	70.6%	70.0%	71.4%	71.7%	70.8%	71.9%	71.7%	71.7%	72.0%
Monroe	89.4%	88.7%	87.7%	85.5%	84.4%	84.1%	84.1%	83.3%	82.9%
Pike	72.3%	72.0%	70.3%	70.1%	70.2%	69.3%	69.8%	67.9%	67.3%
Wayne	76.3%	76.3%	74.6%	76.9%	77.1%	77.0%	78.2%	77.7%	78.1%

GROWTH IN AVERAGE COMPENSATION PER JOB

	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States		2.6%	2.1%	1.5%	2.7%	2.8%	1.1%	3.2%	3.2%
Pennsylvania		2.8%	1.8%	2.4%	2.2%	3.2%	0.1%	2.9%	3.0%
Pocono Region		2.3%	0.7%	2.4%	1.6%	3.1%	0.6%	1.8%	2.9%
Carbon		1.9%	3.7%	2.9%	0.9%	4.7%	-0.1%	2.9%	3.5%
Monroe		2.0%	0.6%	-0.3%	0.9%	2.8%	0.1%	1.9%	2.6%
Pike		2.4%	-0.6%	2.1%	2.2%	1.9%	0.8%	0.1%	2.1%
Wayne		2.9%	-0.5%	5.5%	2.4%	3.0%	1.8%	2.2%	3.5%

Notes: Average compensation per job is compensation of employees divided by full-time and part-time wage and salary employment.

Source: Bureau of Economic Analysis

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 2018 Poverty Rate of 10.3% is the lowest of the four Pocono counties. The Pocono Region, at 11.9%, is the lowest as compared to the US at 13.1% and PA at 12.2%.

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

POVERTY PERCENTAGE

	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	15.3%	15.9%	15.9%	15.8%	15.5%	14.7%	14.0%	13.4%	13.1%
Pennsylvania	13.4%	13.7%	13.7%	13.7%	13.6%	13.1%	12.9%	12.5%	12.2%
Pocono Region	11.7%	12.4%	12.8%	12.1%	12.7%	12.1%	12.2%	11.0%	11.9%
Carbon	12.2%	12.0%	10.6%	14.1%	13.0%	11.5%	13.1%	12.5%	11.9%
Monroe	13.0%	13.4%	13.4%	12.0%	13.3%	12.7%	12.0%	9.3%	12.3%
Pike	9.0%	10.1%	11.6%	10.4%	10.6%	10.9%	9.8%	9.1%	10.3%
Wayne	12.4%	14.1%	15.4%	11.8%	13.9%	13.3%	13.7%	12.9%	13.0%

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 has increased by 4,100 from 2010 to 2018. This is 66.1% of the increase in the Pocono Region.

Monroe County’s unemployment has decreased by 3,500 during the same period. This is 49.3% of the decrease in the Pocono Region.

Carbon County’s unemployment rate decreased by 5.2% during the period. This is second to the nation, which had a decrease of 5.9%.

EMPLOYMENT

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
United States	139,064,000	139,869,000	142,469,000	143,929,000	146,305,000	148,834,000	151,436,000	153,337,000	155,761,000	157,538,000
Pennsylvania	5,841,000	5,889,000	5,957,000	5,968,000	6,018,000	6,074,000	6,102,000	6,113,000	6,151,000	6,208,000
Pocono Region	148,400	147,800	148,200	147,500	147,300	149,400	151,000	151,600	152,200	154,600
Carbon	28,400	28,700	29,100	29,200	29,400	29,500	29,700	29,700	29,900	30,500
Monroe	74,700	74,200	74,400	74,000	73,800	75,600	76,800	77,100	77,600	78,800
Pike	23,600	23,500	23,400	23,400	23,200	23,300	23,300	23,400	23,400	23,900
Wayne	21,700	21,400	21,300	20,900	20,900	21,000	21,200	21,400	21,300	21,400

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

UNEMPLOYMENT

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
United States	14,825,000	13,747,000	12,506,000	11,460,000	9,617,000	8,296,000	7,751,000	6,982,000	6,314,000	6,001,000
Pennsylvania	540,000	507,000	506,000	475,000	374,000	339,000	347,000	313,000	273,000	284,000
Pocono Region	15,800	15,700	15,700	14,900	11,500	10,000	9,900	9,200	8,400	8,700
Carbon	3,400	3,200	3,200	3,000	2,200	1,900	1,900	1,800	1,600	1,700
Monroe	8,000	8,000	8,000	7,600	6,000	5,200	5,100	4,800	4,400	4,500
Pike	2,500	2,600	2,600	2,500	1,900	1,600	1,600	1,500	1,300	1,400
Wayne	1,900	1,900	1,900	1,800	1,400	1,300	1,300	1,100	1,100	1,100

Source: PA Department of Labor & Industry Local Area Unemployment Statistics

ANNUAL NOT SEASONALLY ADJUSTED UNEMPLOYMENT RATES 2010 - 2019

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
United States	9.6%	8.9%	8.1%	7.4%	6.2%	5.3%	4.9%	4.4%	3.9%	3.7%
Pennsylvania	8.5%	7.9%	7.8%	7.4%	5.9%	5.3%	5.4%	4.9%	4.2%	4.4%
Pocono Region	10.2%	9.6%	9.6%	9.2%	7.2%	6.3%	6.2%	5.7%	5.2%	5.3%
Carbon	10.6%	10.0%	10.0%	9.3%	7.1%	6.1%	6.0%	5.6%	5.1%	5.4%
Monroe	9.7%	9.7%	9.8%	9.4%	7.5%	6.5%	6.3%	5.9%	5.4%	5.4%
Pike	9.7%	9.9%	10.1%	9.6%	7.6%	6.5%	6.4%	5.9%	5.4%	5.6%
Wayne	8.1%	8.1%	8.0%	7.9%	6.4%	5.8%	5.7%	5.1%	4.7%	4.7%

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.
Carbon County experienced a 5.8% increase since 2010 as compared to the US, which has remained steady.

PROPRIETOR'S INCOME AS % OF PERSONAL INCOME									
	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	8.9	9.3	9.7	10.0	9.7	9.1	8.9	9.0	9.0
Pennsylvania	8.6	8.9	9.4	10.3	10.4	10.1	10.4	9.9	10.0
Pocono Region	8.2	8.3	8.9	9.8	9.7	10.1	10.4	10.3	10.4
Carbon	13.4	13.6	15.8	18.7	18.4	19.0	20.6	19.0	19.2
Monroe	5.6	5.4	5.9	6.3	6.8	7.2	7.2	7.3	7.5
Pike	5.7	5.8	5.8	6.2	6.5	6.8	6.9	7.1	7.2
Wayne	12.1	13.2	12.4	12.1	10.0	10.3	10.1	10.9	11.0
Source: U.S. Bureau of Economic Analysis									

TOTAL CRIME RATE PER 1,000 POPULATION

Pike County's Crime Rate has decreased by 27.9% since 2010. In the same time span, the PA rate decreased by 20.7% and the rate in Monroe County decreased by 20.1%.

	2010	2011	2012	2013	2014	2015	2016	2017	2018
Pennsylvania	72.6	71.9	70.8	67.8	65.5	65.1	62.7	61.4	57.6
Carbon	77.4	82.7	79.0	79.4	73.1	84.7	87.8	84.1	78.5
Monroe	89.0	87.9	84.2	81.2	76.8	82.3	82.7	74.5	71.1
Pike	58.5	56.8	54.2	53.5	53.0	51.7	45.0	46.5	42.2
Wayne	41.6	47.5	48.9	49.9	49.2	46.1	48.7	47.4	38.7

Source: PA Uniform Crime Reporting System

HOUSING

The 2020 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 has been the highest among the four Pocono counties from 2010 to 2018. It was followed by Monroe County. Both counties were above the Pocono Region.

Percent Annual Median Housing Value to Median Household Income

From 2010 to 2016, all the geographies experienced a decline in the Percent Annual Median Housing Value to Median Household Income. The US had an increase from 2016 to 2018. In Pike County, there was an increase from 2017 to 2018. All the other geographies experienced a decrease over the entire period.

Percent Annual Median Gross Rent to Median Household Income

From 2010 to 2018, Pike County had an increase of 2.0% in the Percent Annual Median Gross Rent to Median Household Income. This was followed by Carbon County with 1.3%, the US with 1.0% and PA and the Pocono Region, both with 0.9%.

MEDIAN HOUSEHOLD INCOME									
	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	\$51,914	\$52,762	\$53,046	\$53,046	\$53,482	\$53,889	\$55,322	\$57,652	\$60,293
Pennsylvania	\$50,398	\$51,651	\$52,267	\$52,548	\$53,115	\$53,599	\$54,895	\$56,951	\$59,445
Pocono Region	\$51,813	\$53,612	\$54,088	\$53,740	\$53,963	\$54,359	\$55,399	\$57,061	\$59,163
Carbon	\$47,744	\$49,056	\$49,951	\$48,900	\$49,913	\$49,973	\$50,822	\$51,236	\$53,624
Monroe	\$56,733	\$57,700	\$57,773	\$57,408	\$57,748	\$57,365	\$58,980	\$61,430	\$63,931
Pike	\$56,843	\$58,672	\$58,474	\$59,340	\$58,906	\$60,180	\$61,199	\$63,417	\$64,247
Wayne	\$45,930	\$49,020	\$50,153	\$49,313	\$49,285	\$49,919	\$50,595	\$52,161	\$54,851

MEDIAN HOUSING VALUE									
	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	\$188,400	\$186,200	\$181,400	\$176,700	\$175,700	\$178,600	\$184,700	\$193,500	\$204,900
Pennsylvania	\$159,300	\$163,200	\$164,900	\$164,700	\$164,900	\$166,000	\$167,700	\$170,500	\$174,100
Pocono Region	\$184,425	\$186,900	\$183,650	\$177,875	\$174,025	\$170,350	\$166,750	\$166,600	\$169,150
Carbon	\$139,800	\$146,000	\$147,100	\$146,700	\$145,200	\$144,700	\$141,300	\$141,200	\$141,600
Monroe	\$206,400	\$205,400	\$198,400	\$191,800	\$183,100	\$174,500	\$170,600	\$167,200	\$167,000
Pike	\$217,900	\$216,200	\$206,700	\$193,100	\$189,200	\$183,200	\$180,600	\$183,400	\$187,000
Wayne	\$173,600	\$180,000	\$182,400	\$179,900	\$178,600	\$179,000	\$174,500	\$174,600	\$181,000

PERCENT ANNUAL MEDIAN HOUSING VALUE TO MEDIAN HOUSEHOLD INCOME									
	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	363%	353%	342%	333%	329%	331%	334%	336%	340%
Pennsylvania	316%	316%	316%	313%	311%	310%	306%	299%	293%
Pocono Region	356%	349%	340%	331%	323%	313%	301%	292%	286%
Carbon	293%	298%	295%	300%	291%	290%	278%	276%	264%
Monroe	364%	356%	343%	334%	317%	304%	289%	272%	261%
Pike	383%	369%	354%	325%	321%	304%	295%	289%	291%
Wayne	378%	367%	364%	365%	362%	359%	345%	335%	330%

MEDIAN GROSS RENT (MONTHLY)

	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	\$841	\$871	\$889	\$904	\$920	\$928	\$949	\$982	\$1,023
Pennsylvania	\$739	\$770	\$794	\$813	\$832	\$840	\$859	\$885	\$915
Pocono Region	\$814	\$840	\$866	\$895	\$918	\$933	\$948	\$962	\$975
Carbon	\$659	\$685	\$711	\$757	\$750	\$773	\$805	\$807	\$800
Monroe	\$936	\$943	\$963	\$990	\$1,038	\$1,014	\$1,040	\$1,071	\$1,087
Pike	\$968	\$1,023	\$1,051	\$1,071	\$1,101	\$1,118	\$1,133	\$1,138	\$1,197
Wayne	\$691	\$708	\$739	\$760	\$783	\$826	\$812	\$832	\$816

PERCENT ANNUAL MEDIAN GROSS RENT TO MEDIAN HOUSEHOLD INCOME

	2010	2011	2012	2013	2014	2015	2016	2017	2018
United States	19.4%	19.8%	20.1%	20.5%	20.6%	20.7%	20.6%	20.4%	20.4%
Pennsylvania	17.6%	17.9%	18.2%	18.6%	18.8%	18.8%	18.8%	18.6%	18.5%
Pocono Region	18.9%	18.8%	19.2%	20%	20.4%	20.6%	20.5%	20.2%	19.8%
Carbon	16.6%	16.8%	17.1%	18.6%	18%	18.6%	19%	18.9%	17.9%
Monroe	19.8%	19.6%	20%	20.7%	21.6%	21.2%	21.2%	20.9%	20.4%
Pike	20.4%	20.9%	21.6%	21.7%	22.4%	22.3%	22.2%	21.5%	22.4%
Wayne	18.1%	17.3%	17.7%	18.5%	19.1%	19.9%	19.3%	19.1%	17.9%

Source: U.S. Census Bureau, American Community Survey

ARTS, ENTERTAINMENT & RECREATION

Carbon County’s 2019 Employment Arts, Entertainment & Recreation as a Percent of Total Employment (10.1%) is significantly higher than that of all other geographies. While the rates in Monroe and Pike counties decreased from 6.6% to 3.4% and from 4.7% to 3.6% respectively from 2010 to 2019, 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
United States	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.9%	1.9%	1.9%	1.9%
Pennsylvania	1.9%	1.9%	1.9%	1.9%	1.8%	1.8%	1.9%	1.9%	1.9%	1.9%
Pocono Region	5.7%	5.7%	5.4%	4.4%	4.6%	4.6%	4.5%	4.4%	4.3%	4.2%
Carbon	7.6%	7.7%	6.9%	7.5%	8.1%	8.0%	9.5%	9.6%	9.8%	10.1%
Monroe	6.6%	6.5%	6.3%	4.2%	4.4%	4.4%	3.9%	3.8%	3.6%	3.4%
Pike	4.7%	4.6%	4.6%	4.4%	4.5%	4.2%	4.2%	3.8%	3.7%	3.6%
Wayne	1.3%	1.0%	1.0%	1.1%	1.1%	1.2%	1.3%	1.3%	1.3%	1.3%

Note: Data are from the Quarterly Census of Employment and Wages (QCEW) and are based on private ownership. 2019 Data are preliminary.

HEALTHCARE

Carbon County’s General Hospital Beds per 1,000 Population matched the PA rate of 2.5 in 2017. Monroe County, Carbon County and the Pocono Region have experienced increases from 2010 to 2017.

GENERAL HOSPITAL BEDS PER 1,000 POPULATION

	2010	2011	2012	2013	2014	2015	2016	2017
Pennsylvania	2.7	2.7	2.6	2.6	2.7	2.6	2.5	2.5
Pocono Region	1.4	1.5	1.5	1.4	1.4	1.4	1.4	1.5
Carbon	2.3	2.5	2.5	2.4	2.3	2.3	2.3	2.5
Monroe	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.9
Pike	0	0	0	0	0	0	0	0
Wayne	2	2	2	1.8	1.9	1.9	2	1.7

Source: Pennsylvania County Health Profiles

LICENSED/APPROVED NURSING HOME BEDS PER 1,000 POPULATION AGED 65 AND OLDER

	2010	2011	2012	2013	2014	2015	2016	2017
Pennsylvania	46.7	45.7	45.3	44.7	43.4	42.2	41.3	38.7
Pocono Region	28.6	27.3	26.6	26.7	26.2	25.4	24.8	22.6
Carbon	40.6	39.1	37.2	36.9	35.6	34.8	34.2	32.8
Monroe	21.2	20.1	19.4	22.9	21.9	21	20.3	18.2
Pike	12.3	11.2	11.8	11.7	10.4	9.9	9.6	9
Wayne	40.4	38.7	37.9	35.1	36.8	35.7	34.9	30.3

Source: Pennsylvania County Health Profiles

RATIO OF POPULATION TO 1 PRIMARY CARE PHYSICIAN

CALENDAR YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
		2008	2008	2010	2011	2012	2013	2014	2015	2016	2017
Pennsylvania	n/a	1067	1067	1273	1244	1249	1220	1230	1230	1230	1240
Pocono Region	n/a	2375	2375	2292	2338	2429	2333	2343	2345	2453	2440
Carbon	n/a	2651	2651	2174	2247	2167	2090	2080	2000	2050	2200
Monroe	n/a	2019	2019	2208	2072	2221	2200	2190	2190	2340	2370
Pike	n/a	2999	2999	2492	2992	3161	2980	3120	3290	3470	3480
Wayne	n/a	1831	1831	2295	2039	2165	2060	1980	1900	1950	1710

Source: County Health Rankings & Roadmaps

EDUCATION

The 2020 Scorecard uses two indicators to evaluate educational levels - percentage of population 25 years and over with a Bachelor's degree or higher, and percentage with no high school degree or equivalency degree.

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

With an increase of 4.7%, Pike County has the highest change among all geographies for the entire period.

Percentage of Population 25 Years and Older with No High School Degree or Equivalency

Among all geographies for the entire period, Carbon County has the highest decrease at 2.9%

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

At 24.6%, Pike County has 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 the US with 23.6%, PA with 21.5% and Carbon County with 16.7%.

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

	2006-2010	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
United States	27.9%	28.2%	28.5%	28.8%	29.3%	29.8%	30.3%	30.9%	31.5%
Pennsylvania	26.4%	26.7%	27.0%	27.5%	28.1%	28.6%	29.3%	30.1%	30.8%
Pocono Region	20.9%	20.7%	20.8%	21.1%	20.9%	21.1%	21.9%	22.3%	22.9%
Carbon	14.6%	15.0%	15.5%	15.1%	15.0%	15.5%	16.0%	16.0%	16.8%
Monroe	23.8%	23.3%	23.2%	23.8%	23.2%	23.0%	23.6%	24.0%	24.4%
Pike	23.3%	23.2%	22.6%	22.5%	22.9%	23.7%	25.3%	26.5%	28.0%
Wayne	17.9%	17.3%	18.4%	19.2%	19.6%	19.7%	20.5%	20.4%	20.4%

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

	2006-2010	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
United States	15.0%	14.6%	14.3%	14.0%	13.7%	13.3%	13.0%	12.7%	12.3%
Pennsylvania	12.6%	12.1%	11.7%	11.3%	11.0%	10.8%	10.5%	10.1%	9.8%
Pocono Region	11.6%	11.2%	11.0%	10.9%	10.5%	10.4%	10.3%	10.3%	9.9%
Carbon	13.3%	13.2%	13.0%	12.6%	11.1%	11.3%	10.8%	10.4%	10.4%
Monroe	11.3%	11.0%	10.5%	10.4%	10.2%	10.3%	10.4%	10.8%	10.6%
Pike	8.5%	7.8%	8.4%	8.7%	9.5%	9.0%	9.3%	8.4%	7.1%
Wayne	13.3%	12.8%	12.8%	12.3%	11.8%	10.7%	10.1%	10.5%	10.2%

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

	2006-2010	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
United States	55,723,738	56,977,571	58,235,765	59,497,301	61,253,446	62,952,272	64,767,787	66,887,603	68,867,051
Pennsylvania	2,259,495	22,99,173	2,337,895	2,396,010	2,462,892	2,522,037	2,595,950	2,673,219	2,745,317
Pocono Region	48,929	48,730	49,354	50,283	49,993	50,483	52,390	53,612	55,414
Carbon	6,770	7,000	7,280	7,115	7,095	7,292	7,535	7,529	7,899
Monroe	26,161	25,849	25,913	26,671	26,075	25,986	26,672	27,411	28,147
Pike	9,144	9,203	9,057	9,060	9,239	9,610	10,275	10,711	11,397
Wayne	6,854	6,678	7,104	7,437	7,584	7,595	7,908	7,961	7,971

Source: U.S. Census Bureau, American Community Survey (5-year estimates)

Special Thanks to Our Generous Sponsors of the Economic Outlook Summit and Pocono Mountains Economic Scorecard

PLATINUM



GOLD



SILVER



Monroe County
Bar Association

BRONZE



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PARTNERS

