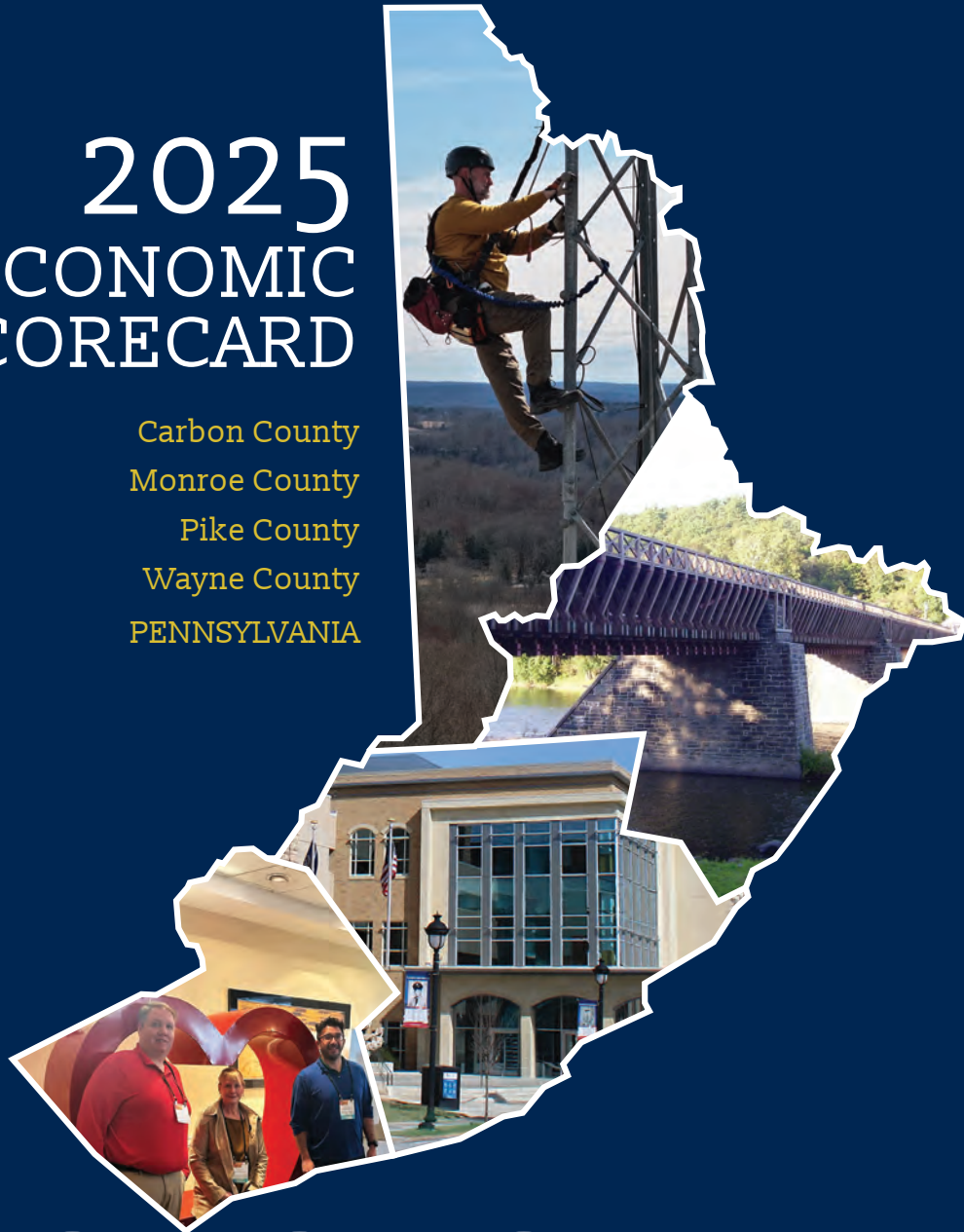




EAST STROUDSBURG UNIVERSITY

2025 ECONOMIC SCORECARD

Carbon County
Monroe County
Pike County
Wayne County
PENNSYLVANIA



POCONO

VISION | STRATEGY | ACTION



A MESSAGE FROM KENNETH LONG

President
East Stroudsburg
University

This year's Economic Outlook Summit focuses on **Vision, Strategy, and Action** – three words that inspire and challenge us to work together to shape the future of the Poconos and to assure that Carbon, Monroe, Pike and Wayne counties have the economic resilience to thrive. This forward-thinking approach will guide us as we confront our challenges and leverage the opportunities that lie ahead.

This is the 12th year that East Stroudsburg University has proudly hosted our Economic Outlook Summit, which was first held in 2013 to bring together regional economic development partners. As a member of the Pennsylvania State System of Higher Education (PASSHE), ESU embraces its role in the economic development of our region by developing intellectual capital and in preparing students for 21st century careers. ESU's ability to be agile and to align our academic programs with industry workforce needs will provide a solid foundation for economic growth, sustainable practices, and innovative technologies across the Poconos.

The university's 2025 Strategic Plan, **ESU: Creating Opportunities Through Community, Engagement & Belonging** is the result of our commitment to vision, strategy and action. The strategic plan outlines measurable steps, timelines, and clear accountability, ensuring that this is not just a vision on paper, but a movement toward real, transformative change. The plan embodies ESU's collective commitment to students, employees and the broader community with four areas of focus: Develop a Culture of Student Success, Foster a Community of Belonging, Optimize Information Technology, and Create an Engaged and Motivated Workplace.

The Pocono Mountains **Economic Scorecard** has become a staple for the Economic Outlook Summit. This year's Scorecard provides insightful data on the region's economic indicators that influence our vision, shape our strategy, and ultimately lead us to action. Along with the data that we have tracked over the last several years, the 2025 Scorecard also includes four new categories: Top 5 Industries by GDP, Average Travel Time to Work, Percentage of Households with Retirement Income, and Property Tax Burden.

It is encouraging to note that the economy of the Poconos continues to grow with the regional GDP increasing by 8.3%, outpacing the national GDP growth rate. The Tourism industry remains a driver of the Pocono economy, supporting 38.2% of Pocono jobs and generating \$907.1 million annually in total taxes.

As we work together to shape the future of the Poconos, I encourage each of us to remain resolute to our commitment to Vision, Strategy and Action. These "drivers" of strategic planning will contribute to the growth, economic mobility, and prosperity of our region. I am confident that with collective effort and shared commitment, we can turn our vision into a powerful reality for the Poconos.

Thank you for your continued support.

Sincerely,

A handwritten signature in black ink that reads "Kenneth Long". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

Kenneth Long
President

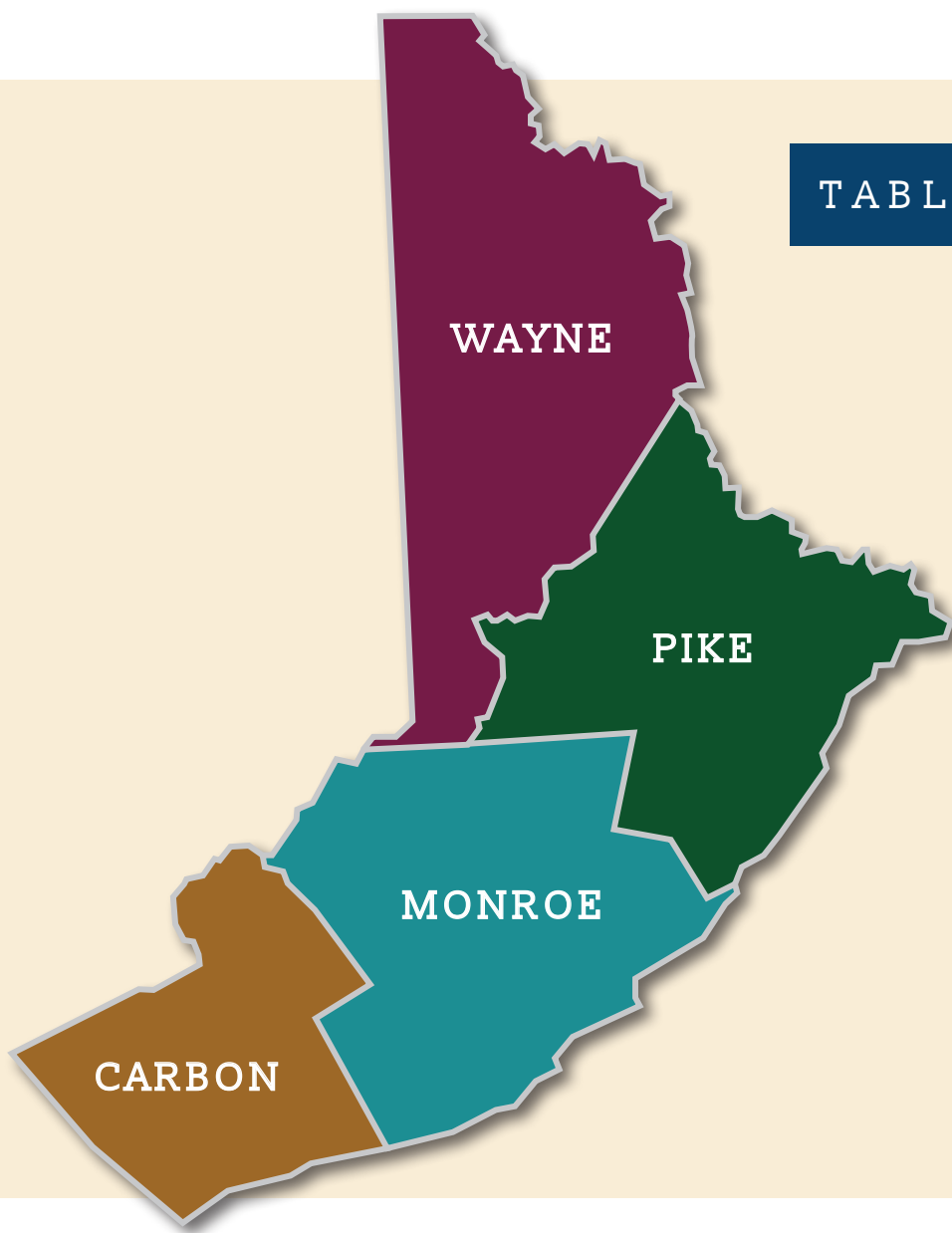


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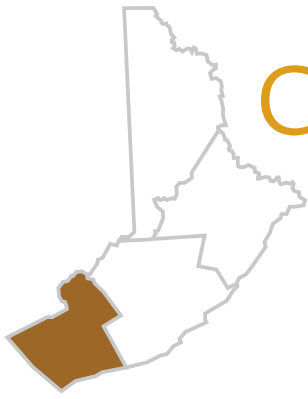
The 2025 Economic Scorecard for the Poconos is the 12th annual report reflecting the economic trends in the region. This year's data was prepared by the Northeastern Pennsylvania Alliance.

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, Tourism, Healthcare, and Education.

The 2025 Scorecard presents the most recent available data and compares it to that of previous years.

The 2025 Scorecard is printed by EBC Printing & Signs.



Carbon County

Melrose Manor & St. Michael's Church, Lansford

Melrose Manor is the historically significant, magnificently restored former Rectory of the St. Michael's Church and Schoolhouse building complex with origins back to 1873. Guests enjoy scenic mountain views from the three story, 6,500 sq. ft. character-filled brick mansion that features nine bedrooms, a gourmet kitchen, expansive dining, living and parlor rooms, a billiard/game room, and a ventilated indoor hot tub room leading out to a private courtyard BBQ area. Located just minutes from area amenities including the No. 9 Coal Mine, Nesquehoning Station, Lehigh River Rafting, Skirmish Paintball, Narrow Valley Sports Complex, Jim Thorpe, Lehigh Gorge Scenic Railroad, Mauch Chunk Lake, Penn's Peak Venue and Blue Mountain Ski Resort, there is no shortage of activities to do while visiting with us. The first of a three-part investment into the property, the project will next tackle short-term rental properties in the Schoolhouse, and a multi-use event space in the luxurious and expansive St. Michael's Church.



Panther Valley Blueprints Community

After receiving their designation in 2024 as a Blueprint Community, Panther Valley has continued to flourish in 2025. The Panther Valley Blueprint Committee began as a group of dedicated volunteers, inspired by the Blueprint Communities® program. Our vision is to unite the four communities of Coaldale, Lansford, Nesquehoning, and Summit Hill to create a BLUEPRINT for a brighter future! Strategic planning initiatives in support of their mission continue in 2025 with project development implementation, community engagement and volunteer training.





LSA Grants to Support Our Veterans

The Carbon Chamber & Economic Development Corporation was proud to support the Valor Clinic in applying for and receiving an LSA Grant to support the upkeep of their facilities. A 2023 New Holland Tractor with Compact Cab and front-end loader was purchased with the support of a Local Share Account Grant and will enable the Valor Clinic to safely maintain the grounds around their facility and to help with any other projects that need to be accomplished.

The VALOR Clinic Foundation is an innovative 501(c)(3) nonprofit organization established in 2012 to provide relief, resources, long-term solutions and housing to Veterans. The site in Lake Harmony will provide them with a long-term base and headquarters for their key program, Veterans Unstoppable.

Railways & Trailways: Connecting our Business Community

Rails, Trails and Automobiles – Carbon County's passenger and tourism transportation has been booming in 2025! The Grand Opening of the Nesquehoning Passenger Rail Platform opened in Summer 2024, with approximately 700 people on its inaugural ride. Additionally, in 2025, the Village at Houser's Crossing, a Carbon Chamber & Economic Development Corporation Member, became the first-ever Flag Stop on the Reading Blue Mountain & Northern Railroad – a one-of-a-kind experience in the U.S. This rare distinction allows overnight guests to board the train directly from the Village's private railroad crossing and enjoy a scenic, stress-free ride into Jim Thorpe, bypassing the town's often challenging parking situation.



Investments in Small Business Development Brings Growth on the Horizon!

In partnership with NEPA Alliance, small business development has been booming in Carbon County! Perch & Post, in Jim Thorpe, opened its doors in 2024, offering a contemporary approach to dine-in and take-out items for "on the go" customers, plus catering and wholesale services; meanwhile, Thorpe 903 will be opening in Spring 2025 as a full-service restaurant and bar with a small event space for rent! Beltzville Auto, doing business as Carquest, is a locally-owned auto parts store that has been serving

the Lehigh Area for years and is now backed by popular Advanced Auto Parts, while Tomahawk Graphics & Designs LLC, a small and locally-owned company has begun operating and offering screenprinting, sublimation, glass etching, and vinyl cutting with a personal and meaningful touch for each of their customers. Businesses are booming and thriving in Carbon County!





Monroe County



DCED Tours Monroe County Projects

PMEDC welcomed Mandy Book, Deputy Secretary of Business Finance and Executive Director, Commonwealth Financing Authority and PA Department of Community and Economic Development staff to Monroe County for a community tour in October 2024. The group visited a variety of DCED funded and prospective projects throughout the county, accompanied by the Monroe County Commissioners and several PMEDC Board members. Transportation was provided by Pocono Day Tripper.

Game Face Grooming Wins 76ers Enrich Program

Game Face Grooming was selected as the 2025 winner of the Philadelphia 76ers Enrich Program. As the winner of this esteemed program, Game Face Grooming will receive a comprehensive suite of marketing partnership assets from the Philadelphia 76ers. The program is an initiative designed to support promising businesses, providing resources, mentorship, and networking opportunities.



Vigon, An Azelis Company

Azelis, a leading global innovation service provider in the specialty chemicals and food ingredients industry, announced in May 2024 that its subsidiary, Vigon International, has leased a new 130,000 sq.ft. logistics facility to better serve the flavor and fragrance, food and nutrition markets, as well as Azelis' broader Northeast business. A building dedication and ribbon cutting was held to celebrate.



MCTI Conference Center

Construction of the 15,000 sq.ft. addition featuring large open space, new security entry point, and additional space for two programs is well underway. The addition will allow MCTI to host large gatherings for students and the community. The center will also be available to the community for meetings, conferences, and business and industry events. The project is expected to be completed in June 2025.

Site Selection Magazine Announces Governor's Cup Awards

For the fifth consecutive year, Northeast PA, which includes the four Pocono counties, ranked in the Top 10 Regions in the US for Economic Development. Additionally, the East Stroudsburg MSA (Monroe County) was also recognized as a Top Micropolitan by number of projects.



Monroe County's America 250 Celebration Planning

On January 9, 2025, the county officially kicked off planning for the America 250 Celebration with an event at Northampton Community College Pocono Campus in Tannersville. Many activities are being planned to celebrate the 250th Anniversary of the signing of the Declaration of Independence on July 4, 2026. The Philly Fife and Drum Corps provided entertainment for the event. For more information visit mc250pa.org.



The Swiftwater

Opened its doors in June 2024 and offers a unique blend of modern elegance and natural Pocono design. It features 100 guest rooms and suites, an indoor/outdoor pool, fitness center, concierge lounge, and garden patio. Dining at The Olivet, the signature restaurant, offers a fine dining experience, sourcing local ingredients and seasonal flavors. Event and conference facilities are also available. The Swiftwater is a family-owned estate hotel.



Natural Gas Line Extension Along Airstrip Road

PMEDC worked with UGI Utilities, Inc. to complete the extension of a natural gas line in East Stroudsburg to serve current and future companies on Airstrip Road. The project was funded in part by a Pipeline Investment Program grant from the Commonwealth Financing Authority and matching funds were provided by the developer of the facility leased by Vigon/Azelis. The project was completed in May 2024.



Monroe County Courthouse Addition and Renovation

The new addition along with the total rehabilitation of the historic courthouse and annex was completed in December 2024. The need for increased security was a priority in the design. A new HVAC system was installed, along with 26 miles of CAT6A cable used for networking computers, phones and cameras. Project recommendations came from the National Center for State Courts based on the future needs of the county.



Pike County

Grey Towers in Milford is one of Pike County's best attractions. The entire estate was given by the Pinchot Family to the people of the United States. President John F. Kennedy visited Milford on September 24, 1963, to accept the donation of the estate on behalf of the U.S. Forest Service. It was one of President Kennedy's final public appearances before his assassination later that year. The facility hosts many activities during the year and welcomes visitors.



Pike County is just that kind of place. These are the members of the Area Agency on Aging Advisory Council. The Aging Advisory Council raffled this queen size quilt made by Friends with a Heart. All proceeds helped support the home delivered meals program. Like we said, Pike County is just that kind of place.

Doctors and diagnostics will be available through the new nearly finished Northwell Health Facility which will be opened soon in the Weis Shopping Plaza on Route 739 in Dingmans Ferry. This is the first of several new medical facilities that will be opened for Pike County residents. Discussions about siting a new hospital in Pike County are already underway.



The US Census Department released the annual estimates of population for the period of April 1, 2020, to July 1, 2024. Again, Pike County is the fastest growing county in the Commonwealth of Pennsylvania. Pike's growth outpaced all counties that are nearby in Pennsylvania, New Jersey, and New York. Pike's growth also outpaced the growth of the entire United States for the same period by nearly 250%. This photo shows new apartments that were recently built.



The Pike County Commissioners were honored to receive the prestigious 2024 Dr. George Moerkirk Memorial Contribution to EMS Award for their dedication and work toward improving Emergency Medical Services in Pike County. The PA Department of Health and the PA Emergency Health Services Council attended the June 5 Commissioners' Meeting to present the award to the Commissioners. From (L-R) Commissioner Ron Schmalzle (extreme left), Commissioner Christa Caceres (red dress) and Commissioner Matthew Osterberg (center, holding plaque).

The third expansion of the Econo-Pak facility by another 125,000 sq.ft. is now under construction. Econo-Pak relocated to Pike County from Sussex County, NJ in 2014. With this new expansion, they will occupy over 300,000 sq.ft. and employ over 650 people. The vast majority of the management staff are Pike County residents. They are one of Pike County's biggest employers and, one of our best!



The Milford Theatre and Performing Arts Center is a hot spot in Pike County with great entertainment. Recently a hit performance a "Few Good Men" was playing and next will be "Dancing Dream: ABBA Tribute Band" and then "Into the Woods" with plenty of additional shows or movies in between. It is great fun and holds a permanent spot in the hearts of local movie and theatre arts enthusiasts.

Home and burial place of world famous American Western author, Zane Gray, is in Lackawaxen Township, in Pike County. Born on January 31, 1872, in Zanesville, Ohio, he initially pursued a career in dentistry but soon shifted his focus to writing. His stories often captured the rugged spirit and frontier life of the American West. Some of his most famous works include *Riders of the Purple Sage* (1912) and *The Lone Star Ranger* (1915). Many of his novels were adapted into films.



The Roebling Bridge is a historic marvel and the oldest existing wire suspension bridge in the United States. It spans 535 feet over the Delaware River, connecting Minisink Ford, NY, to Lackawaxen. Designed by John A. Roebling, who later became famous for the Brooklyn Bridge, it was originally built in 1849 as an aqueduct for the Delaware & Hudson Canal. The aqueduct allowed canal boats to cross the river, facilitating the transport of coal and other goods.



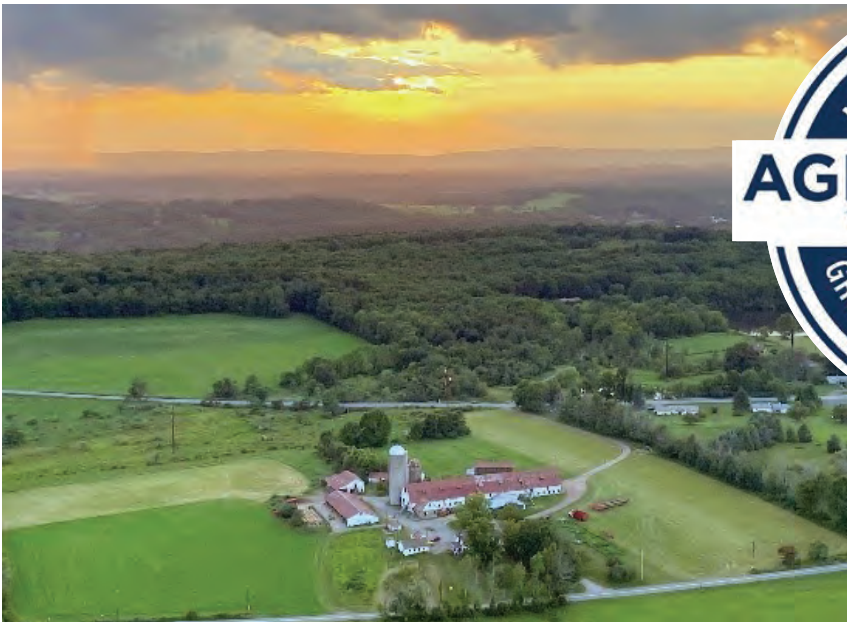
Honesdale “The Little Poconos Town That Accidentally Got Cool”

Nestled along picturesque ROUTE 6, *Philadelphia Magazine* found our County Seat to be a hidden gem – especially among “young, entrepreneurial cool kids” who are “turning it into a hot spot.” From arts, events, shops and character, Honesdale welcomes visitors to the Northern Pocono Mountains with open arms. This year, downtown streetscape designs will kick off to enhance safety, walkability, aesthetics, and bolster a stronger sense of community.



Sterling Business & Technology Park

Located about a half-mile from Interstate 84, this prime location has caught the eye of developers and companies from around the world! “SALAET” recently chose Sterling / Wayne County as their fifth Global Site and first in the U.S. after a lengthy search for a quality place to call “home.” They purchased a 33,600 sq.ft. building that Wayne Economic Development Corporation (WEDCO) constructed. A national developer also just purchased 65 acres from WEDCO with plans to build an 800,000 sq.ft. building and create 300 jobs.



Agrolegacy

Wayne County embraces our rich history of farming, while looking to strengthen and expand local agricultural opportunities. Two great examples of this are the county’s planned Agriculture Innovation Center and Food Locker Pilot Program.

Wayne Tomorrow! (2.0) – What is it?

It's a State of Mind! Unlike anywhere else, this county sponsored, community-based collaboration – which has received national accolades – focuses on projects & initiatives needed to move Wayne County, its people, its culture and its economy into a vibrant future. Driven by an ecosystem model, this mindset perfectly represents how Wayne County does business.

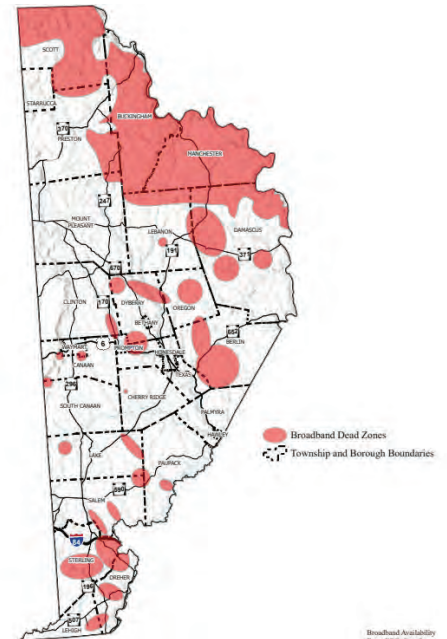


Our History is Alive

Experience a relaxing trip back in time on the historic Stourbridge Line – known as the birthplace of steam-powered transportation in America! You can enjoy scenic excursions and themed train rides – great for a family day trip or something unique to do while vacationing in the area. Climb aboard to enjoy the beauty of the Northern Poconos!

Broadband

Wayne County saw a need, and Wayne County stepped up, committing \$2 million to help reduce the number of areas in the county without broadband internet access. WEDCO is overseeing the roll-out with these partners, and working to secure additional funds to close all the gaps!



Introducing "The Stourbridge Tech Hub"

Previously known as The Stourbridge Project, our business incubator marks its 10-year anniversary in 2025 with a new name and lots of high-tech offerings, like Drone Flight Training! At 100% occupancy, Stourbridge is a regional, one-of-a-kind resource, and offers free co-working space for the growing home-based, mobile professionals in NEPA – with roughly 1,200 users last year!



Carbon County Commissioners



Wayne E. Nothstein; Mike Sofranko, Chair; Rocky Ahner

Carbon County is dedicated to fostering a vibrant and inclusive community where every resident can thrive. We prioritize low property taxes to ensure economic accessibility and empower our citizens. Acknowledging the changes faced by many, we are committed to addressing issues of addiction through compassionate support and comprehensive resources. Our Commissioners actively place key leaders in critical roles to guarantee the efficient and relevant delivery of essential services. Together, we strive to maintain a resilient infrastructure that promotes public safety, recreation, transportation, enhances well-being, and provides a sustainable future for all.

Pike County Commissioners



Matthew M. Osterberg, Chair; Christa L. Caceres; Ronald R. Schmalzle

The Pike County Commissioners are continuously working on initiatives to help better meet the needs of their residents. The expansion of medical services continues to be a high priority. The Commissioners have been successful in decreasing ambulance response times by 70%, and recruited a premier healthcare provider to bring urgent care facilities to the county. A Medical Foundation Fund was also established to further the goal of building a Community Hospital. Other pressing issues that are on the agenda include long-term housing for adults with disabilities, sewer expansion, enhanced public transportation, and thoughtful economic development projects. The Commissioners have wonderful plans for the future of their beautiful county and look forward to bringing their plans to fruition.

Monroe County Commissioners

The Monroe County Board of Commissioners wish to welcome you to Monroe County, an exceptional place to live, work, and grow. A community where tradition meets opportunity, and the spirit of togetherness defines every corner. Whether you're visiting for the first time, considering a move, or planning to grow your business, you'll find that our county offers a unique blend of natural beauty, rich culture, and modern amenities. Monroe County, located in the heart of the Pocono Mountains, has grown into a tapestry of diverse cultures, innovative businesses, and dedicated public servants who all contribute to the well-being and prosperity of this region. Join us as we continue to build a bright future together, where everyone has a place to thrive.



Sharon S. Laverdure; John D. Christy, Chair; David C. Parker

Wayne County Commissioners

All too often, residents of rural counties get the majority of their news from social media and don't learn about the positive things going on in their counties. That will change this year in Wayne County as the Commissioners launch their first ever county magazine, "Wayne County News for You", that will focus on county services, departments, projects, items of interest and facts that aren't covered by the news media due to lack of staff and space. This increased transparency will help those in Wayne County have a better understanding of what's happening and why, what county government is, and how it impacts our community.

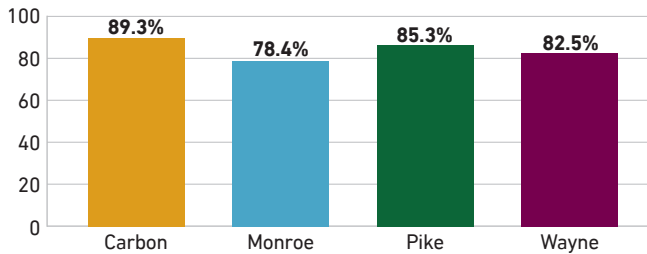


James Shook; Jocelyn Cramer; Brian W. Smith, Chair

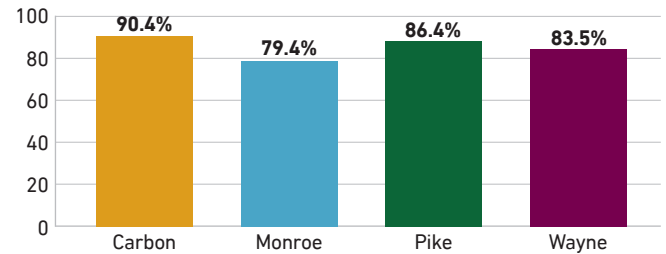
Economic Indicators for the Poconos

INCOME AND WAGES PER CAPITA PERSONAL INCOME (PCPI)

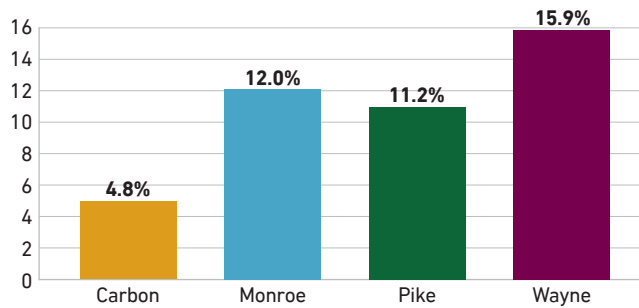
PCPI AS % OF US (2023)



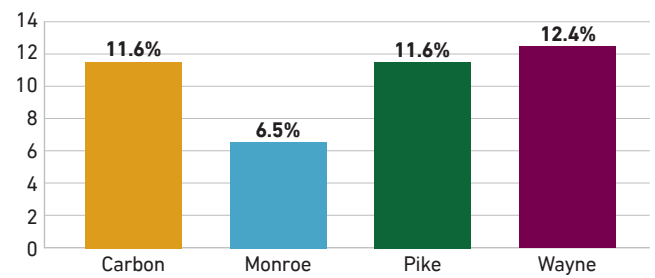
PCPI AS % OF PA (2023)



PCPI GROWTH (2020-2023)

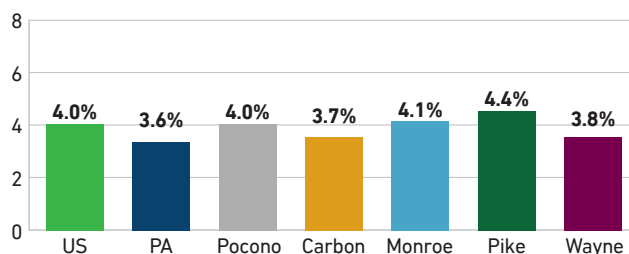


GROWTH IN AVERAGE ANNUAL WAGE PER EMPLOYEE (2020-2023)



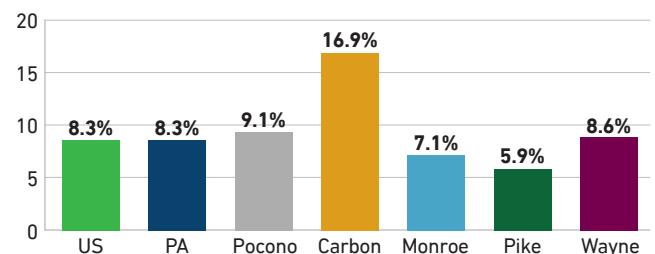
EMPLOYMENT

ANNUAL NOT SEASONALLY ADJUSTED UNEMPLOYMENT RATES (2024)



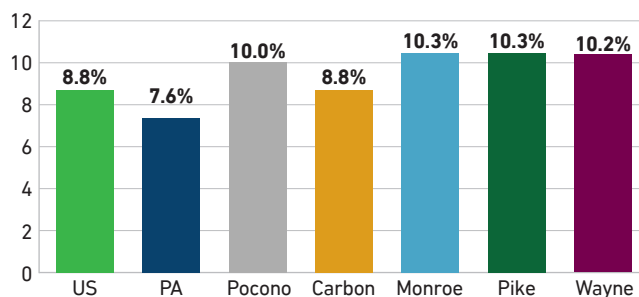
BUSINESS CLIMATE

PROPRIETOR'S INCOME AS A PERCENT OF PERSONAL INCOME (2023)



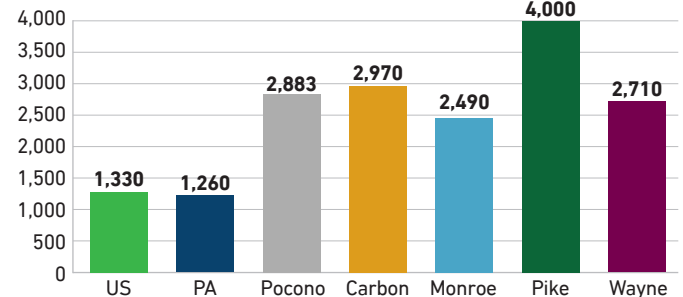
ARTS, ENTERTAINMENT AND RECREATION

TOURISM AS A PERCENT OF TOTAL EMPLOYMENT (2023)



HEALTHCARE

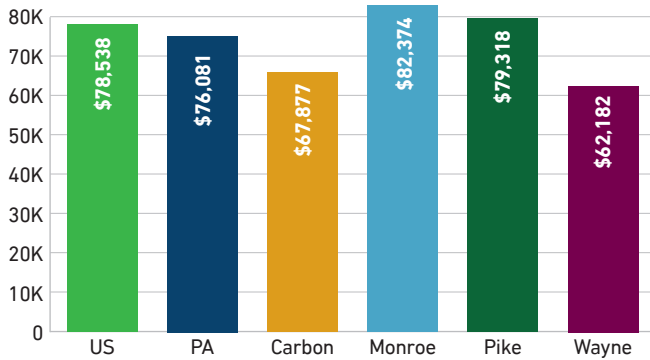
RATIO OF POPULATION TO 1 PRIMARY CARE PHYSICIAN (DESIRE TO BE LOWEST) (2021)



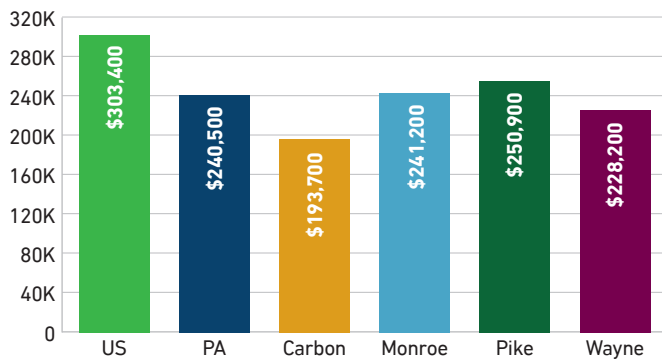
Economic Indicators (continued)

HOUSING

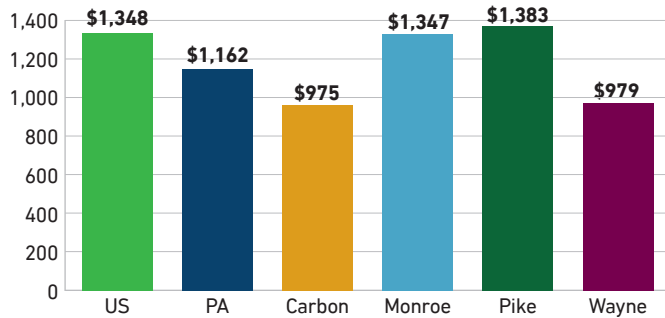
MEDIAN HOUSEHOLD INCOME (2023)



MEDIAN HOUSING VALUE (2023)

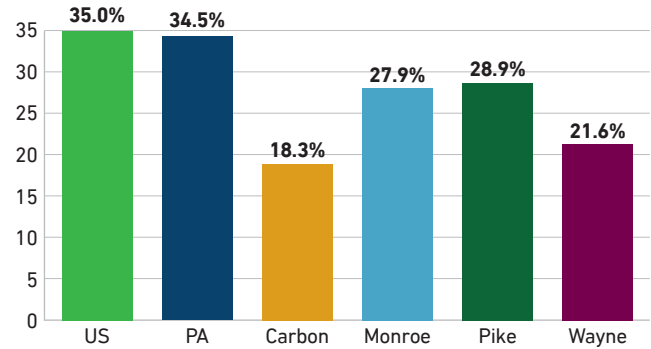


MEDIAN GROSS RENT (MONTHLY) (2023)

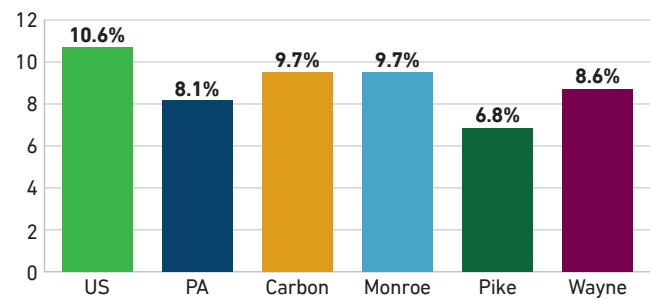


EDUCATION

PERCENT OF POPULATION 25 YEARS AND OVER WITH A BACHELOR'S DEGREE OR HIGHER (2023)



PERCENT OF POPULATION 25 YEARS AND OVER WITH NO HIGH SCHOOL DEGREE OR EQUIVALENCY DEGREE (2023)



	PA	POCONOS	CARBON	MONROE	PIKE	WAYNE
POPULATION						
Population, 2020	13,002,909	342,763	64,754	168,315	58,545	51,149
Population, 2024 (Estimate)	13,078,751	346,061	65,743	166,523	62,376	51,419
% Change, 2020-2023	0.6%	1.0%	1.5%	-1.1%	6.5%	0.5%
Median Age	41.1	46.3	46.2	44.3	49.5	48.8

Source: US Census Bureau

POPULATION BY RACE AND ETHNICITY (2023)						
White Alone, Non-Hispanic or Latino	73.8%	73.3%	88.8%	61.2%	77.6%	88.3%
Black or African American	10.4%	8.1%	1.8%	13.0%	5.4%	2.9%
Hispanic or Latino (Any Race)	8.4%	12.7%	6.4%	17.7%	12.0%	4.9%
Asian	3.7%	1.7%	0.5%	2.5%	1.4%	0.7%
Other Race	0.5%	0.9%	0.3%	1.5%	0.2%	0.4%
Two or More Races	3.3%	3.4%	2.2%	4.1%	3.2%	2.8%

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

	PA	POCONOS	CARBON	MONROE	PIKE	WAYNE
TYPES OF HOUSEHOLDS (2023)						
Married Couples with Children (<18 Years Old)	16.5%	15.8%	12.5%	18.0%	16.7%	12.9%
Married Couples with No Children	29.9%	35.5%	31.8%	35.2%	37.6%	38.9%
Single Parent Household (Children <18, No Spouse Present)	5.9%	4.7%	4.3%	5.4%	4.3%	3.9%
Single Person Household (Living Alone)	30.5%	25.7%	29.2%	22.8%	25.1%	30.2%
Other Types of Households	12.7%	18.2%	22.2%	18.6%	16.3%	14.1%

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

HOUSING UNITS (2023)						
Total # Housing Units	5,779,663	185,759	34,299	79,458	39,948	32,054
Occupied Housing Units	90.6%	71.0%	79.0%	76.2%	60.1%	63.4%
Vacant Units	9.4%	29.0%	21.0%	23.8%	39.9%	36.6%

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

HOMEOWNERSHIP/RENTER (2023)						
Occupied Housing Units	5,235,339	131,978	27,093	60,562	24,009	20,314
Homeowners (Owner-Occupied)	69.3%	80.6%	77.2%	79.5%	86.2%	81.9%
Renters (Renter-Occupied)	30.7%	19.4%	22.8%	20.5%	13.8%	18.1%

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

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

RANGE OF HOME VALUES (2023)						
# of Homeowners	3,629,624	106,403	20,926	48,164	20,685	16,628
< \$100,000	14.7%	11.1%	20.9%	8.5%	6.9%	11.6%
\$100,000 - \$149,999	11.5%	11.8%	13.9%	10.2%	12.9%	12.2%
\$150,000 - \$199,999	13.1%	16.6%	17.3%	16.7%	14.9%	17.6%
\$200,000 - \$299,999	24.2%	30.8%	28.2%	32.9%	31.8%	26.8%
\$300,000 - \$499,999	23.2%	23.3%	15.1%	26.3%	26.1%	21.4%
\$500,000 +	13.2%	6.4%	4.6%	5.3%	7.3%	10.4%

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

SCHOOL DISTRICT EXPENDITURES PER STUDENT						

Source: PA Department of Education

EMPLOYMENT BY OCCUPATION						
Total # Employed Persons	6,315,752	156,546	30,695	78,404	26,615	20,832
Agriculture, forestry, fishing and hunting, and mining	1.2%	1.1%	1.3%	0.8%	1.3%	1.6%
Construction	6.1%	7.6%	8.7%	6.9%	6.7%	9.7%
Manufacturing	11.5%	10.3%	12.7%	10.9%	8.0%	7.9%
Wholesale trade	2.4%	2.0%	1.9%	2.0%	2.3%	2.1%
Retail trade	10.9%	12.5%	11.4%	12.9%	12.3%	13.1%
Transportation and warehousing, and utilities	6.0%	7.7%	9.2%	8.0%	5.8%	6.6%
Information	1.5%	1.6%	1.8%	1.6%	1.3%	1.7%
Finance and insurance, and real estate and rental and leasing	6.6%	5.4%	4.5%	5.0%	6.7%	6.2%
Professional, scientific, and management, and administrative and waste management services	11.1%	9.4%	8.6%	9.5%	10.5%	8.3%
Educational services, and health care and social assistance	26.5%	23.4%	23.8%	23.6%	23.8%	22.1%
Arts, entertainment, and recreation, and accommodation and food services	7.6%	10.0%	8.8%	10.3%	10.3%	10.2%
Other services, except public administration	4.6%	4.6%	4.2%	4.3%	5.4%	5.0%
Public administration	4.0%	4.4%	3.2%	4.2%	5.4%	5.5%

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

AGE OF WORKFORCE, Q1 2024						
# of Employed Persons	5,290,511	79,750	13,997	45,539	8,600	11,614
Under 35 Years Old	34.3%	36.9%	36.6%	38.1%	37.0%	32.6%
35 to 54 Years Old	39.8%	36.2%	36.0%	36.4%	34.0%	37.3%
55+ Years Old	25.9%	26.9%	27.4%	25.6%	29.0%	30.1%

Source: US Census Bureau, Longitudinal Employer-Household Dynamics

POCONO MOUNTAINS VISITORS BUREAU HOTEL TAX DOLLARS

	2019				2020				2021			
	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021
Monroe	\$1,627,351	\$1,747,865	\$2,199,003	\$1,625,935	\$1,503,550	\$616,492	\$2,390,880	\$1,395,067	\$2,231,702	\$2,483,849	\$3,082,912	\$2,224,731
Pike	\$155,214	\$261,896	\$459,990	\$238,744	\$117,613	\$181,864	\$414,887	\$245,032	\$246,290	\$382,916	\$500,870	\$274,828
Wayne	\$23,609	\$166,101	\$154,002	\$104,375	\$70,046	\$122,271	\$275,212	\$143,134	\$179,316	\$223,178	\$329,747	\$216,421
Carbon	\$135,998	\$167,536	\$246,763	\$194,852	\$171,518	\$166,817	\$411,088	\$342,650	\$320,537	\$412,466	\$547,336	\$416,508
	\$1,942,173	\$2,343,399	\$3,059,758	\$2,163,906	\$1,862,727	\$1,087,443	\$3,492,067	\$2,125,833	\$2,977,845	\$3,502,409	\$4,460,865	\$3,132,487

	2022				2023				2024			
	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024
Monroe	\$2,556,903	\$2,573,621	\$3,127,263	\$2,355,087	\$2,599,465	\$2,573,650	\$3,043,174	\$2,373,771	\$2,672,291	\$2,401,891	\$2,928,543	\$2,520,434
Pike	\$275,432	\$380,261	\$606,516	\$261,130	\$324,592	\$380,300	\$614,203	\$317,906	\$195,963	\$429,665	\$559,204	\$253,721
Wayne	\$162,125	\$204,281	\$339,789	\$170,451	\$144,088	\$173,998	\$254,582	\$163,066	\$132,151	\$202,146	\$269,830	\$187,229
Carbon	\$330,685	\$384,889	\$551,011	\$422,309	\$344,234	\$379,707	\$569,493	\$388,581	\$369,132	\$410,713	\$561,641	\$431,575
	\$3,325,146	\$3,543,052	\$4,624,580	\$3,208,977	\$3,412,378	\$3,507,654	\$4,481,452	\$3,243,324	\$3,369,537	\$3,444,415	\$4,319,218	\$3,392,959

	Total 2019	Total 2020	Total 2021	Total 2022	Total 2023	Total 2024	\$ Difference (2024 to 2019)	% Difference (2024 to 2019)	\$ Difference (2024 to 2023)	% Difference (2024 to 2023)
Monroe	\$7,200,155	\$5,905,989	\$10,023,194	\$10,622,874	\$10,590,061	\$10,523,159	\$3,323,004	+46.2%	(\$66,902)	-0.6%
Pike	\$1,115,844	\$959,395	\$1,404,904	\$1,524,339	\$1,637,001	\$1,438,553	\$322,709	+28.9%	(\$198,448)	-12.1%
Wayne	\$448,087	\$610,663	\$948,662	\$876,646	\$735,733	\$791,356	\$343,269	+76.6%	\$55,623	+7.6%
Carbon	\$745,150	\$1,092,074	\$1,696,847	\$1,688,895	\$1,682,014	\$1,773,061	\$1,027,911	+137.9%	\$91,047	+5.4%
	\$9,509,236	\$8,568,120	\$14,073,606	\$14,712,755	\$14,644,809	\$14,526,129	\$5,016,893	+52.8%	(\$118,680)	-0.8%

AVERAGE DAILY RATES



(Highest ADR in Pennsylvania for 2023 and 2024)

RESORTS/HOTEL

2024 – \$325.09 (-9.4%)
2023 – \$358.63

SHORT TERM VACATION RENTAL

2024 – \$431 (+1.7%)
2023 – \$424

OVERALL

2024 – \$247.83 (-0.9%)
2023 – \$250.12

OCCUPANCY

RESORTS/HOTELS

2024 – 69.7% (-1.6%)
2023 – 70.8%

SHORT TERM VACATION RENTAL

2024 – 40.7% (-1.4%)
2023 – 41.3%



VISITOR COUNTS FOR THE POCONOS

- > Visitor Spending increased to **\$4.8 billion** in 2024.
- > **Over 30.3 million** guests in 2024.
- > Tourism provides **38.2%** of employment and **39.5%** of the labor income in the Poconos.
- > Tourism provides **\$907.1 million** annually in total taxes.
- > State and local taxes account for **\$444.4 million**, representing **49%** of the total.
- > Tourism provides over **\$1,500 per person** in direct tax support for the residents of the Pocono Mountains.

Visitor Spend by County	
Monroe	\$2.858 billion
Pike	\$774.7 million
Wayne	\$618.9 million
Carbon	\$586.9 million

Northeastern Pennsylvania Alliance

The NEPA Alliance provided the data and analytics for the 2025 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 or call 866-758-1929. "This institution is an equal opportunity provider and employer."



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Summary of 2025 Economic Scorecard Indicators

The Pocono region continued to see population growth since the 2020 Census, growing by a rate of 1% during this time. Pike County is the fastest growing county in Pennsylvania in terms of percentage growth since 2020. Monroe County is the only county in the Pocono region to lose population during this time, though it remains the largest Pocono county by far.

Despite the population loss in Monroe County, the real estate market remains strong throughout the Poconos, with home values increasing. The Poconos has a much higher rate of homes that are used for purposes other than a primary residence. In the Poconos, almost 30% of housing units are listed as vacant by the U.S. Census Bureau. A vacant housing unit in this context means a house that is not a primary residence, and instead used as a second home, vacation rental, etc. In Pike County, almost 40% of all housing units are not primary residences.

The economy of the Poconos has grown since last year, with regional GDP increasing by 8.3%, outpacing that national GDP growth rate. Per capital personal income (PCPI) also grew in the Pocono region, although PCPI in the region is only 82.3% of the national PCPI. Growth in PCPI occurred in all Pocono counties, and was strongest in Wayne County.

Unemployment remains low in the Pocono region, with the regional unemployment rate on par with the national unemployment for 2024. In recent years, the regional unemployment rate would run about 1% higher than the national average. Carbon and Wayne Counties experienced lower unemployment rates than the national average in 2024. During the height of the pandemic in 2020, the Pocono unemployment rate was over 10%.

The tourism industry remains a driver of the Pocono economy, with 38.2% of Pocono jobs supported by the tourism industry and over \$1 billion generated in GDP in the Accommodation and Food Service industry. The largest industry in the Poconos by GDP size is manufacturing, centered mostly in Carbon and Monroe Counties. 10.3% of Pocono workers are employed in manufacturing. Educational Services, and Healthcare and Social Assistance is the largest employment category, with 23.4% of Pocono workers employed in that industry.

The percentage of people living in poverty is lower in the Pocono region than the United States or Pennsylvania as a whole. The poverty rate in the Poconos is almost 2% lower than the national poverty rate. In the Poconos, 91% of residents 25 years or older have a high school diploma or equivalent, higher than the national average.

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.

All four Pocono counties saw an increase in GDP year over year. Monroe County by far has the largest economy in the region. Over the past year, the Pocono region has seen GDP growth above the national average. Although Pike County has the smallest economy in the region, it was also the fastest growing year over year.

GDP (CURRENT DOLLARS) (LISTED IN BILLIONS OF DOLLARS)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	\$16.881T	\$17.608T	\$18.295T	\$18.805T	\$19.612T	\$20.657T	\$21.540T	\$21.354T	\$23.681T	\$26.007T
PA	\$670.80	\$695.5	\$716.5	\$733.2	\$754.3	\$780.6	\$802.2	\$777	\$844.4	\$919.7
Poconos	\$11.16	\$11.507	\$12.143	\$12.632	\$13.241	\$13.718	\$14.191	\$13.451	\$14.499	\$15.463
Carbon	\$2.15	\$2.211	\$2.306	\$2.438	\$2.46	\$2.575	\$2.803	\$2.643	\$2.732	\$2.774
Monroe	\$6.21	\$6.404	\$6.853	\$7.093	\$7.597	\$7.853	\$7.96	\$7.266	\$8.082	\$8.577
Pike	\$1.21	\$1.298	\$1.347	\$1.397	\$1.385	\$1.419	\$1.47	\$1.527	\$1.553	\$1.765
Wayne	\$1.58	\$1.594	\$1.638	\$1.704	\$1.798	\$1.872	\$1.958	\$2.014	\$2.131	\$2.348

TOP 5 INDUSTRIES BY GDP (LISTED IN MILLIONS OF DOLLARS) (New for 2025)

Poconos	\$2.497B (Manufacturing)	\$1.667B (Real Estate)	\$1.391B (Health Care)	\$1.347B (Retail Trade)	\$1.092B (Accommodation)
Carbon	\$281 (Health Care)	\$246 (Real Estate)	\$209 (Information)	\$198 (Manufacturing)	\$180 (Retail Trade)
Monroe	\$2.211B (Manufacturing)	\$879 (Real Estate)	\$819 (Health Care)	\$754 (Retail Trade)	\$692 (Accommodation)
Pike	\$297 (Real Estate)	\$187 (Retail Trade)	\$178 (Educational Services)	\$171 (Accommodation)	\$91 (Health Care)
Wayne	\$245 (Real Estate)	\$228 (Public Administration)	\$225 (Retail Trade)	\$201 (Health Care)	\$178 (Construction)

* Accommodation = Accommodation & Food Service; Health Care = Health Care & Social Assistance; Real Estate = Real Estate, Rental & Leasing
Source: Bureau of Economic Analysis, JobsEQ

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

The PCPI in the Pocono Region grew by 5.3% year over year. Wayne County had the largest increase in PCPI in the region, growing faster than what was seen nationally and statewide. Despite the increases, the PCPI in all counties in the Pocono region has consistently remained about 15% - 20% lower than the national PCPI over the past decade.

PERSONAL INCOME SUMMARY: PER CAPITA PERSONAL INCOME

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	\$46,287	\$48,060	\$48,971	\$51,004	\$53,309	\$55,547	\$59,153	\$64,430	\$65,470	\$69,810
PA	\$47,469	\$49,293	\$50,574	\$51,888	\$54,468	\$56,125	\$60,320	\$64,042	\$64,506	\$68,945
Poconos	\$38,592	\$40,326	\$41,780	\$42,887	\$44,801	\$47,605	\$51,802	\$54,386	\$54,588	\$57,455
Carbon	\$42,798	\$45,207	\$47,254	\$48,082	\$50,741	\$55,089	\$59,495	\$60,293	\$58,626	\$62,353
Monroe	\$37,308	\$38,716	\$39,811	\$40,939	\$42,541	\$44,917	\$48,872	\$51,931	\$52,643	\$54,716
Pike	\$39,291	\$41,386	\$43,295	\$44,229	\$46,116	\$49,246	\$53,568	\$55,706	\$57,028	\$59,543
Wayne	\$36,694	\$38,234	\$39,597	\$41,189	\$43,214	\$45,098	\$49,683	\$53,475	\$53,076	\$57,575

PCPI AS % OF THE US

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
PA	102.6%	102.6%	103.3%	101.7%	102.2%	101.0%	102.0%	99.4%	98.5%	98.8%
Poconos	83.4%	83.9%	85.3%	84.1%	84.0%	85.7%	87.6%	84.4%	83.4%	82.3%
Carbon	92.5%	94.1%	96.5%	94.3%	95.2%	99.2%	100.6%	93.6%	89.5%	89.3%
Monroe	80.6%	80.6%	81.3%	80.3%	79.8%	80.9%	82.6%	80.6%	80.4%	78.4%
Pike	84.9%	86.1%	88.4%	86.7%	86.5%	88.7%	90.6%	86.5%	87.1%	85.3%
Wayne	79.3%	79.6%	80.9%	80.8%	81.1%	81.2%	84.0%	83.0%	81.1%	82.5%

PCPI AS % OF PA

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	97.5%	97.5%	96.8%	98.3%	97.9%	99.0%	98.1%	100.6%	101.5%	101.3%
PA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Poconos	81.3%	81.8%	82.6%	82.7%	82.3%	84.8%	85.9%	84.9%	84.6%	83.3%
Carbon	90.2%	91.7%	93.4%	92.7%	93.2%	98.2%	98.6%	94.1%	90.9%	90.4%
Monroe	78.6%	78.5%	78.7%	78.9%	78.1%	80.0%	81.0%	81.1%	81.6%	79.4%
Pike	82.8%	84.0%	85.6%	85.2%	84.7%	87.7%	88.8%	87.0%	88.4%	86.4%
Wayne	77.3%	77.6%	78.3%	79.4%	79.3%	80.4%	82.4%	83.5%	82.3%	83.5%

PCPI GROWTH

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	4.2%	3.8%	1.9%	4.2%	4.5%	4.2%	6.5%	8.9%	1.6%	6.6%
PA	3.4%	3.8%	2.6%	2.6%	5.0%	3.0%	7.5%	6.2%	0.7%	6.9%
Poconos	3.9%	4.5%	3.6%	2.7%	4.5%	6.3%	8.8%	5.0%	0.4%	5.3%
Carbon	3.2%	5.6%	4.5%	1.8%	5.5%	8.6%	8.0%	1.3%	-2.8%	6.4%
Monroe	4.3%	3.8%	2.8%	2.8%	3.9%	5.6%	8.8%	6.3%	1.4%	3.9%
Pike	4.1%	5.3%	4.6%	2.2%	4.3%	6.8%	8.8%	4.0%	2.4%	4.4%
Wayne	3.3%	4.2%	3.6%	4.0%	4.9%	4.4%	10.2%	7.6%	-0.7%	8.5%

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.

The living wage in the Pocono region remains higher than the statewide living wage. The living wage in the Poconos for a single adult is \$23.73 and \$30.97 for a family of 4. The highest living wage is in Pike County, while Carbon and Wayne Counties have a much lower living wage.

LIVING WAGES IN 2024 DOLLARS

	1 Adult, 0 Children	Family of 4 (2 working adults, 2 children)
Pennsylvania	\$22.91	\$29.86
Pocono Region	\$23.73	\$30.97
Carbon	\$21.39	\$27.58
Monroe	\$24.64	\$32.48
Pike	\$25.62	\$33.41
Wayne	\$21.51	\$27.50

Source: Massachusetts Institute of Technology, Living Wage Calculator

AVERAGE WAGES PER EMPLOYEE

Annual Wages per Employee is compensation of employees divided by full-time and part-time wage and salary employment. The Annual Wages per Employee rose across all geographies year over year. The increase in the Poconos was 3.1%, slightly higher than the statewide increase but slightly lower than the national increase. Wayne County saw the largest increase in Annual Wages per Employee. Average Wages per Employee remains significantly lower in the Pocono region than what is seen nationally and in Pennsylvania as a whole.

AVERAGE ANNUAL WAGES PER EMPLOYEE

	2020	2021	2022	2023
US	\$64,021	\$67,610	\$69,986	\$72,360
PA	\$62,049	\$64,697	\$67,281	\$69,250
Poconos	\$45,941	\$47,247	\$48,296	\$49,801
Carbon	\$40,553	\$42,673	\$44,184	\$45,255
Monroe	\$49,221	\$50,211	\$50,941	\$52,409
Pike	\$38,251	\$39,719	\$41,306	\$42,695
Wayne	\$45,140	\$46,765	\$48,275	\$50,715

AVERAGE WAGES PER EMPLOYEE AS % OF THE US

	2020	2021	2022	2023
US	100.0%	100.0%	100.0%	100.0%
PA	96.9%	95.7%	96.1%	95.7%
Poconos	71.8%	69.9%	69.0%	68.8%
Carbon	63.3%	63.1%	63.1%	62.5%
Monroe	76.9%	74.3%	72.8%	72.4%
Pike	59.7%	58.7%	59.0%	59.0%
Wayne	70.5%	69.2%	69.0%	70.1%

AVERAGE WAGES PER EMPLOYEE AS % OF PA

	2020	2021	2022	2023
US	103.2%	104.5%	104.0%	104.5%
PA	100.0%	100.0%	100.0%	100.0%
Poconos	74.0%	73.0%	71.8%	71.9%
Carbon	65.4%	66.0%	65.7%	65.4%
Monroe	79.3%	77.6%	75.7%	75.7%
Pike	61.6%	61.4%	61.4%	61.7%
Wayne	72.7%	72.3%	71.8%	73.2%

GROWTH IN ANNUAL WAGES PER EMPLOYEE

	2020	2021	2022	2023
US		5.6%	3.5%	3.4%
PA		4.3%	4.0%	2.9%
Poconos		2.8%	2.2%	3.1%
Carbon		5.2%	3.5%	2.4%
Monroe		2.0%	1.5%	2.9%
Pike		3.8%	4.0%	3.4%
Wayne		3.6%	3.2%	5.1%

Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages. Please note that 2020 is the first year with available data for this metric.

AVERAGE TRAVEL TIME TO WORK (New for 2025)

	2023
US	26.6 minutes
PA	26.6
Poconos	37
Carbon	32.2
Monroe	39
Pike	43.6
Wayne	28.8

Source: U.S. Census Bureau - American Community Survey (5 Year Data)

PERCENTAGE OF HOUSEHOLDS WITH RETIREMENT INCOME (New for 2025)

	2023
US	24.2%
PA	27.3%
Poconos	32.3%
Carbon	29.6%
Monroe	31.8%
Pike	35.7%
Wayne	33.3%

Source: U.S. Census Bureau - American Community Survey (5 Year Data)

POVERTY RATES

The Census Bureau uses a set of money income thresholds that vary by family size/composition to determine who is in poverty.

The poverty rate in the Poconos remains lower than the national and statewide poverty rate. Since 2014, the percentage of people living in poverty has decreased across all geographies. Wayne County has the highest poverty rate in the Pocono region, while Monroe County is the only geography with a poverty rate less than 10%.

POVERTY PERCENTAGE

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	15.5%	14.7%	14.0%	13.4%	13.1%	12.3%	11.9%	12.8%	12.4%	12.5%
PA	13.6%	13.1%	12.9%	12.5%	12.2%	12.0%	10.9%	12.0%	11.4%	11.9%
Poconos	12.9%	12.3%	12.1%	10.4%	12.0%	11.3%	10.5%	11.6%	11.2%	10.6%
Carbon	13.0%	11.5%	13.1%	12.5%	11.9%	9.8%	11.3%	14.0%	10.2%	12.0%
Monroe	13.3%	12.7%	12.0%	9.3%	12.3%	12.2%	10.5%	11.3%	12.0%	9.6%
Pike	10.6%	10.9%	9.8%	9.1%	10.3%	9.2%	9.3%	8.8%	9.3%	10.0%
Wayne	13.9%	13.3%	13.7%	12.9%	13.0%	12.4%	10.5%	12.6%	12.1%	12.8%

Source: US Census Bureau, Small Area Estimates Branch

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.

The unemployment rate for the Pocono region was on par with the national unemployment rate in 2024. Over the last decade, the Pocono unemployment rate has been about 1% higher than the national rate. It remains to be seen if 2024 was an anomaly or if the regional unemployment rate will mirror the national rate moving forward. Carbon and Wayne Counties had unemployment rates lower than the region as a whole in 2024, while the unemployment rate in Monroe and Pike Counties were slightly higher. All 4 counties in the Pocono region had a higher unemployment rate than Pennsylvania.

Overall, the Pocono workforce has still not returned to pre-pandemic levels. In 2019, the size of the workforce was 165,473 (employed + unemployed individuals). In 2024, 164,436 individuals were in the workforce.

EMPLOYMENT

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
US	148.555M	150.949M	153.744M	155.728M	157.806M	148.453M	153.545M	158.767M	161.037M	161.346M
PA	6.076M	6.115M	6.162M	6.222M	6.288M	5.933M	6.059M	6.196M	6.268M	6.337M
Poconos	149,341	151,363	152,992	154,860	156,723	146,216	151,232	154,574	155,717	157,792
Carbon	29,534	29,747	29,992	30,450	30,832	29,037	30,134	30,884	31,195	31,767
Monroe	75,512	76,939	78,056	78,791	79,896	73,777	76,280	77,767	78,350	78,993
Pike	23,335	23,395	23,496	24,050	24,293	22,926	23,643	24,337	24,539	24,825
Wayne	20,960	21,282	21,448	21,569	21,702	20,476	21,175	21,586	21,633	22,207

UNEMPLOYMENT

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
US	8.286M	7.726M	7.001M	6.312M	6.010M	13.031M	8.685M	6.015M	6.080M	6.761M
PA	346,753	344,248	323,342	287,772	285,811	581,388	386,391	282,694	236,858	239,281
Poconos	10,233	9,785	9,424	8,752	8,750	17,121	11,135	8,978	7,509	6,644
Carbon	1,943	1,866	1,797	1,669	1,744	3,081	2,052	1,655	1,351	1,217
Monroe	5,305	5,064	4,946	4,592	4,515	9,381	5,925	4,717	3,931	3,402
Pike	1,663	1,573	1,506	1,388	1,417	2,639	1,745	1,455	1,279	1,148
Wayne	1,322	1,282	1,175	1,103	1,074	2,020	1,413	1,151	948	877

ANNUAL NOT SEASONALLY ADJUSTED UNEMPLOYMENT RATES

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
US	5.3%	4.9%	4.4%	3.9%	3.7%	8.1%	5.4%	3.7%	3.6%	4.0%
PA	5.4%	5.3%	5.0%	4.4%	4.3%	8.9%	6.0%	4.4%	3.6%	3.6%
Poconos	6.4%	6.1%	5.8%	5.3%	5.3%	10.5%	6.9%	5.5%	4.6%	4.0%
Carbon	6.2%	5.9%	5.7%	5.2%	5.4%	9.6%	6.4%	5.1%	4.2%	3.7%
Monroe	6.6%	6.2%	6.0%	5.5%	5.3%	11.3%	7.2%	5.7%	4.8%	4.1%
Pike	6.7%	6.3%	6.0%	5.5%	5.5%	10.3%	6.9%	5.6%	5.0%	4.4%
Wayne	5.9%	5.7%	5.2%	4.9%	4.7%	9.0%	6.3%	5.1%	4.2%	3.8%

Source: Bureau of Labor Statistics

BUSINESS CLIMATE

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

Over the past decade, Carbon County has consistently been an outlier in this category. This points to a strong entrepreneurial class in that county.

PROPRIETOR'S INCOME AS % OF PERSONAL INCOME

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	9.7%	9.1%	8.9%	9.0%	8.9%	8.7%	8.3%	8.3%	8.2%	8.3%
PA	10.4%	10.1%	10.4%	10.0%	9.8%	9.1%	8.4%	8.4%	7.7%	8.3%
Poconos	9.4%	9.8%	10.2%	10.3%	10.4%	9.5%	8.7%	8.4%	8.2%	9.1%
Carbon	18.1%	18.7%	20.3%	19.8%	20.9%	19.5%	16.9%	16.1%	15.4%	16.9%
Monroe	6.7%	7.1%	7.1%	7.1%	6.9%	6.1%	6.0%	5.9%	6.1%	7.1%
Pike	6.3%	6.6%	6.8%	7.0%	7.3%	7.0%	6.1%	6.0%	5.5%	5.9%
Wayne	9.3%	9.7%	9.6%	10.4%	10.0%	9.2%	8.8%	8.8%	8.3%	8.6%

Source: US Bureau of Economic Analysis

HOUSING

Median household income rose 3.2% throughout the Pocono region since last year. This increase was smaller than the increase in median household income seen nationally and statewide, 4.5% and 4.0% respectively.

Median Housing Value

Median housing values have seen substantial growth in all geographies in recent years. Since 2020, the median value nationally increased approximately 32% while Pocono home values increased 34.6%. Monroe County has seen the most dramatic increase in home values with their median home value increasing over 38.8% since 2020. Most of the Pocono region saw a gradual decrease in median home value from 2014-2019.

Percent Median Housing Value to Median Household Income

Over the past decade, the Commonwealth and Pocono region saw a decline in percent median housing value to median household income. Nationally there was an increase. Since 2020 however, this trend has reversed and all geographies are seeing an increase.

Median Gross Rent (Monthly)

The median gross monthly rent in the Poconos increased by 23.3% since 2020, slightly higher than the 22.9% increase seen nationally during that time period. Both Monroe and Pike Counties have significantly higher rents than Carbon or Wayne. The median rent in Carbon or Wayne County will be about \$400 less per month than in Monroe or Pike County

Percent Annual Median Gross Rent to Median Household Income

Despite the increases seen in median monthly rent, the median rent to median household income has remained relatively stable across most geographies during the past decade.

MEDIAN HOUSEHOLD INCOME

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	\$53,482	\$53,889	\$55,322	\$57,652	\$60,293	\$62,843	\$64,994	\$69,021	\$75,149	\$78,538
PA	\$53,115	\$53,599	\$54,895	\$56,951	\$59,445	\$61,744	\$63,627	\$67,597	\$73,170	\$76,081
Poconos	\$53,963	\$54,359	\$55,399	\$57,061	\$59,163	\$60,741	\$62,351	\$65,018	\$73,691	\$76,063
Carbon	\$49,913	\$49,973	\$50,822	\$51,236	\$53,624	\$57,006	\$57,601	\$59,289	\$64,538	\$67,877
Monroe	\$57,748	\$57,365	\$58,980	\$61,430	\$63,931	\$63,934	\$68,734	\$72,679	\$80,656	\$82,374
Pike	\$58,906	\$60,180	\$61,199	\$63,417	\$64,247	\$65,928	\$67,495	\$71,360	\$76,416	\$79,318
Wayne	\$49,285	\$49,919	\$50,595	\$53,161	\$54,851	\$56,096	\$55,572	\$56,744	\$59,240	\$62,182

MEDIAN HOUSING VALUE

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	\$175,700	\$178,600	\$184,700	\$193,500	\$204,900	\$217,500	\$229,800	\$244,900	\$281,900	\$303,400
PA	\$164,900	\$166,000	\$167,700	\$170,500	\$174,100	\$180,200	\$187,500	\$197,300	\$226,200	\$240,500
Poconos	\$174,025	\$170,350	\$166,750	\$166,600	\$169,150	\$170,350	\$172,375	\$182,125	\$212,436	\$231,952
Carbon	\$145,200	\$144,700	\$141,300	\$141,200	\$141,600	\$146,400	\$150,400	\$158,000	\$179,600	\$193,700
Monroe	\$183,100	\$174,500	\$170,600	\$167,200	\$167,000	\$168,000	\$173,800	\$182,000	\$221,100	\$241,200
Pike	\$189,200	\$183,200	\$180,600	\$183,400	\$187,000	\$185,700	\$186,600	\$197,600	\$225,100	\$250,900
Wayne	\$178,600	\$179,000	\$174,500	\$174,600	\$181,000	\$181,300	\$178,700	\$190,100	\$211,000	\$228,200

PERCENT MEDIAN HOUSING VALUE TO MEDIAN HOUSEHOLD INCOME

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	329%	331%	334%	336%	340%	346%	354%	355%	375%	386%
PA	310%	310%	305%	299%	293%	292%	295%	292%	309%	316%
Poconos	322%	313%	301%	292%	286%	280%	276%	280%	288%	305%
Carbon	291%	290%	278%	276%	264%	257%	261%	268%	278%	285%
Monroe	317%	304%	289%	272%	261%	263%	253%	250%	274%	293%
Pike	321%	304%	295%	289%	291%	282%	276%	277%	295%	316%
Wayne	362%	359%	345%	335%	330%	323%	322%	335%	356%	367%

MEDIAN GROSS RENT (MONTHLY)

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	\$920	\$928	\$949	\$982	\$1,023	\$1,062	\$1,096	\$1,023	\$1,268	\$1,348
PA	\$832	\$840	\$859	\$885	\$915	\$938	\$958	\$915	\$1,100	\$1,162
Poconos	\$918	\$933	\$948	\$962	\$975	\$990	\$996	\$975	\$1,190	\$1,228
Carbon	\$750	\$773	\$805	\$807	\$800	\$830	\$836	\$800	\$941	\$975
Monroe	\$1,038	\$1,014	\$1,040	\$1,071	\$1,087	\$1,108	\$1,154	\$1,087	\$1,311	\$1,347
Pike	\$1,101	\$1,118	\$1,133	\$1,138	\$1,197	\$1,200	\$1,204	\$1,197	\$1,344	\$1,383
Wayne	\$783	\$826	\$812	\$832	\$816	\$820	\$791	\$816	\$933	\$979

PERCENT ANNUAL MEDIAN GROSS RENT TO MEDIAN HOUSEHOLD INCOME

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	20.6%	20.7%	20.6%	20.4%	20.4%	20.3%	20.2%	17.8%	20.2%	20.6%
PA	18.8%	18.8%	18.8%	18.6%	18.5%	18.2%	18.1%	16.2%	18.2%	18.3%
Poconos	20.4%	20.6%	20.5%	20.2%	19.8%	19.5%	19.2%	18.0%	19.4%	19.4%
Carbon	18.0%	18.6%	19.0%	18.9%	17.9%	17.5%	17.4%	16.2%	17.5%	17.2%
Monroe	21.6%	21.2%	21.2%	20.9%	20.4%	20.8%	20.1%	17.9%	19.5%	19.6%
Pike	22.4%	22.3%	22.2%	21.5%	22.4%	21.8%	21.4%	20.1%	21.1%	20.9%
Wayne	19.1%	19.9%	19.3%	19.1%	17.9%	17.5%	17.1%	17.3%	18.9%	18.9%

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

PROPERTY TAX BURDEN (2023) *(New for 2025)*

	Carbon	Monroe	Pike	Wayne
Median Property Tax Burden	\$2,178	\$3,454	\$2,911	\$1,929
Rank (3,143 Counties in US)	372	53	173	287
Property Tax Burden as % of Median Household Income	3.2%	4.2%	3.7%	3.1%

Source: Tax-Rates.org

TOURISM

Hospitality and Leisure remains a critical component of the Pocono economy, with 10% of workers employed in this industry. For most of the past decade, Monroe County had the largest percentage of workers employed in tourism, but recent data shows Monroe, Pike, and Wayne having relatively the same percentage of workforce employed in tourism.

TOURISM AS A PERCENT OF TOTAL EMPLOYMENT

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	9.5%	9.6%	9.7%	9.7%	9.7%	9.7%	9.4%	9.1%	9.0%	8.8%
PA	8.3%	8.4%	8.5%	8.4%	8.4%	8.3%	8.1%	7.8%	7.7%	7.6%
Poconos	11.1%	11.5%	11.8%	11.5%	11.9%	11.7%	11.3%	10.8%	10.1%	10.0%
Carbon	8.2%	7.8%	8.3%	7.6%	7.7%	7.4%	7.9%	8.1%	8.0%	8.8%
Monroe	12.3%	13.1%	13.6%	13.0%	13.2%	13.3%	11.9%	10.8%	10.1%	10.3%
Pike	12.5%	12.7%	12.3%	11.8%	13.4%	12.1%	13.2%	13.4%	12.1%	10.3%
Wayne	9.3%	9.6%	9.7%	10.6%	11.1%	10.9%	11.5%	11.3%	10.7%	10.2%

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

HEALTHCARE

The number of people per 1 primary care physician has consistently been higher than what is seen nationally and statewide. Pike County is an outlier with significantly less primary care physicians per population. Pike County is the only county in the region that does not have a hospital. Note that this data has more lag time than other data points, and the most recent data is from 2021 during the heart of the pandemic.

RATIO OF POPULATION TO 1 PRIMARY CARE PHYSICIAN

Data Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
US			1,320	1,320	1,330	1,330	1,320	1,310	1,310	1,330
PA	1,249	1,220	1,230	1,230	1,230	1,240	1,230	1,220	1,220	1,260
Poconos	2,429	2,333	2,343	2,345	2,453	2,440	2,568	2,558	2,520	2,883
Carbon	2,167	2,090	2,080	2,000	2,050	2,200	2,380	2,380	2,670	2,970
Monroe	2,221	2,200	2,190	2,190	2,340	2,370	2,420	2,430	2,360	2,490
Pike	3,161	2,980	3,120	3,290	3,470	3,480	3,500	3,280	3,120	4,000
Wayne	2,165	2,060	1,980	1,900	1,950	1,710	1,970	2,140	2,330	2,710

Source: County Health Rankings & Roadmaps

EDUCATION

Percent of Population 25 Years or Older with a High School Diploma or Equivalent

The Pocono region has consistently had a greater percentage of its population have a high school diploma or equivalent than the national average. In all geographies, the percentage of people over the age of 25 with a high school diploma or equivalent has increased in the past decade. Pike County has consistently been a leader in this category, with 93.2% of Pike County residents over 25 having a high school diploma or equivalent. That is 3.8% higher than the national average.

Percent of Population 25 Years and Over with a Bachelors Degree or Higher

The percentage of the population 25 years or older with a bachelor's degree has increased in all geographies over the past decade. Every county in the Pocono region has a lower percentage of population with a bachelor's degree than the national or statewide average. The percentage of the population with a bachelor's degree in Carbon County is 16.7% lower than the national average.

% OF POPULATION 25 YEARS AND OVER WITH A HIGH SCHOOL DEGREE OR EQUIVALENCY DEGREE

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	86.3%	86.7%	87.0%	87.3%	87.7%	88.0%	88.9%	88.9%	89.1%	89.4%
PA	89.0%	89.2%	89.5%	89.9%	90.2%	90.5%	91.0%	91.4%	91.7%	91.9%
Poconos	89.5%	89.6%	89.7%	89.7%	90.1%	90.1%	90.1%	90.5%	90.7%	91.0%
Carbon	88.9%	88.7%	89.2%	89.6%	89.6%	89.4%	89.8%	90.3%	89.7%	90.3%
Monroe	89.8%	89.7%	89.6%	89.2%	89.4%	89.6%	89.5%	89.7%	89.9%	90.3%
Pike	90.5%	91.0%	90.7%	91.6%	92.9%	93.0%	92.4%	93.1%	93.1%	93.2%
Wayne	88.2%	89.3%	89.9%	89.5%	89.8%	89.6%	90.0%	90.6%	91.6%	91.4%

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

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	29.3%	29.8%	30.3%	30.9%	31.5%	32.1%	32.9%	33.7%	34.3%	35.0%
PA	28.1%	28.6%	29.3%	30.1%	30.8%	31.4%	32.3%	33.1%	33.8%	34.5%
Poconos	20.9%	21.1%	21.9%	22.3%	22.9%	23.0%	23.7%	23.5%	24.2%	25.3%
Carbon	15.0%	15.5%	16.0%	16.0%	16.8%	17.9%	17.9%	17.7%	18.3%	18.3%
Monroe	23.2%	23.0%	23.6%	24.0%	24.4%	24.7%	25.8%	26.1%	26.6%	27.9%
Pike	22.9%	23.7%	25.3%	26.5%	28.0%	26.8%	27.1%	26.8%	27.4%	28.9%
Wayne	19.6%	19.7%	20.5%	20.4%	20.4%	20.4%	20.7%	19.6%	20.8%	21.6%

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

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	61.253M	62.952M	64.768M	66.888M	68.867M	70.920M	73.356M	75.809M	77.751M	79.954M
PA	2.463M	2.522M	2.596M	2.673M	2.745M	2.814M	2.907M	3.017M	3.081M	3.157M
Poconos	49,993	50,483	52,390	53,612	55,414	56,187	58,298	58,521	60,725	63,804
Carbon	7,095	7,292	7,535	7,529	7,899	8,429	8,502	8,460	8,810	8,840
Monroe	26,075	25,986	26,672	27,411	28,147	28,742	30,421	30,662	31,550	33,384
Pike	9,239	9,610	10,275	10,711	11,397	11,014	11,260	11,693	12,172	13,064
Wayne	7,584	7,595	7,908	7,961	7,971	8,002	8,115	7,706	8,193	8,516

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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