



EAST STROUDSBURG UNIVERSITY

2024 ECONOMIC SCORECARD

Carbon County
Monroe County
Pike County
Wayne County
PENNSYLVANIA



POCONO

INVEST | CREATE | ACCELERATE



A MESSAGE FROM KENNETH LONG

President
East Stroudsburg
University

As a catalyst for economic development in the Poconos for more than 130 years, East Stroudsburg University continues to play a leading role in assessing the economic resurgence underway in the Poconos: Carbon, Monroe, Pike and Wayne counties, a region that attracted more than 30 million visitors in 2023. For the past 11 years, ESU has been the proud host of the Economic Outlook Summit.

This year's Summit, once again, features the Economic Scorecard for the Poconos that includes insightful data on the economic indicators for the region. It is encouraging to note that since 2020, the Pocono region continued to grow with a 0.5% increase in population in 2023, and with Pike County remaining one of the fastest growing counties in the Commonwealth.

As the President of ESU, I am very aware of the educational needs of our region, and I am pleased to note that over 90% of Pocono residents over the age of 25 have a high school diploma or equivalent. This is almost 2% higher than the national average and a testament to the value of education and the role educational institutions play in preparing the Pocono workforce.

With impressive growth and education levels that exceed the national average, it is not surprising that unemployment in the Poconos continued to fall from 6.9% in 2021 to 4.6% in 2023. Similar results can be seen in the region's Per Capita Personal Income, which increased 0.4% over the last year. However, both figures remain lower than the national or statewide averages. There is still much work to be done.

Tourism continues to fuel the Pocono economy with over 10% of workers employed in the industry, a higher percentage than the United States or Pennsylvania, and visitor spending once again exceeded \$4 billion in 2023.

Housing data continues to uniquely define the Poconos, with the median home value increasing by 16% to approximately \$212,000. Monroe County experienced the largest increase in value over the most recent year, increasing by 21.5% from \$182,000 in 2021 to \$221,100 in 2022.

When reflecting on last year's data, it is clear that our region is evolving and remains competitive. Future success will depend on our ability as community leaders, educators, developers, politicians, and investors to work together to plan for the future while leveraging our region's strengths.

I encourage you to remain optimistic and to appreciate all that our region has to offer.

Thank you for your continued support.

Sincerely,

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

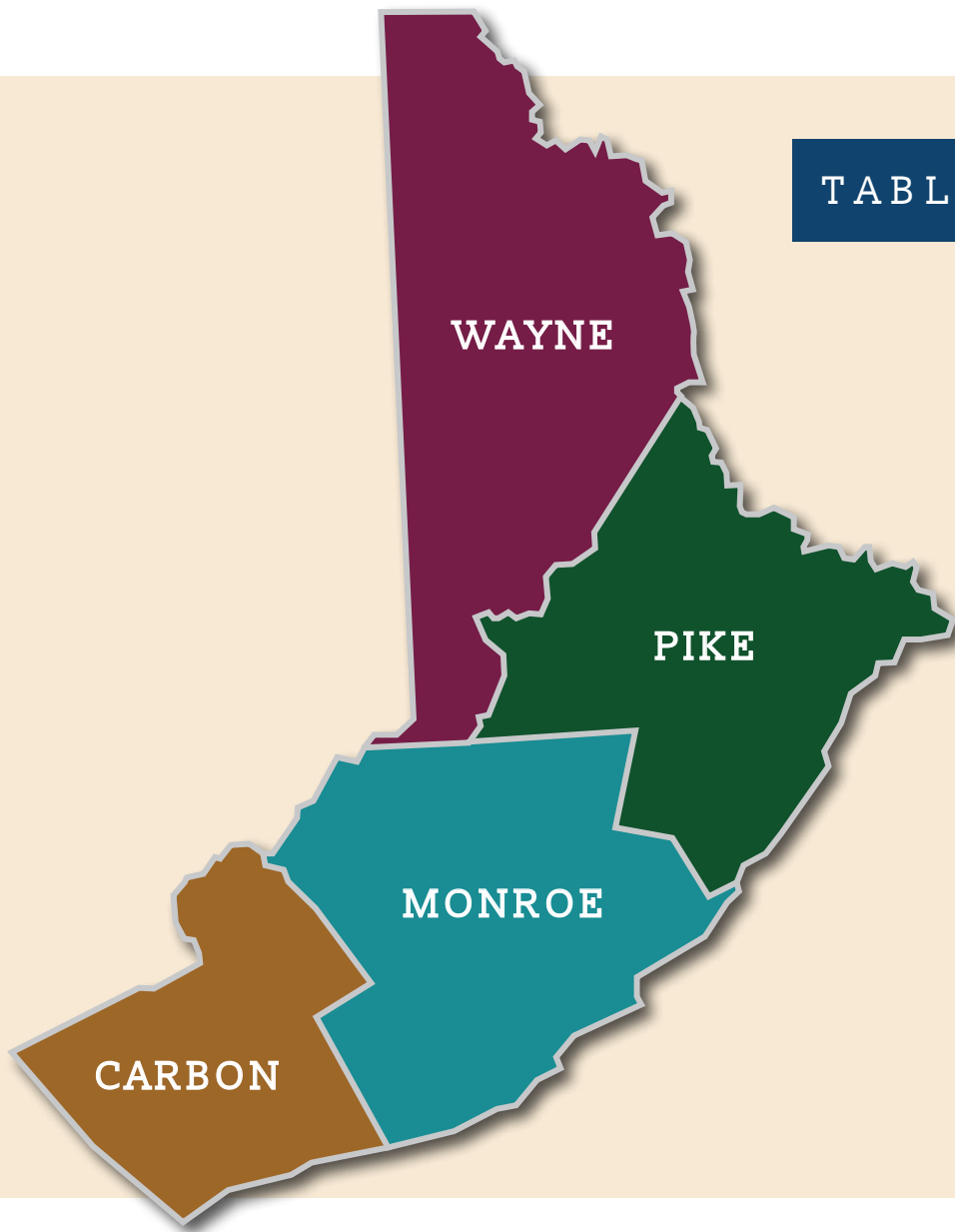


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The 2024 Economic Scorecard for the Poconos is the 11th annual report reflecting the economic trends in the region. This year's data was prepared by the Northeastern Pennsylvania Alliance.

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.

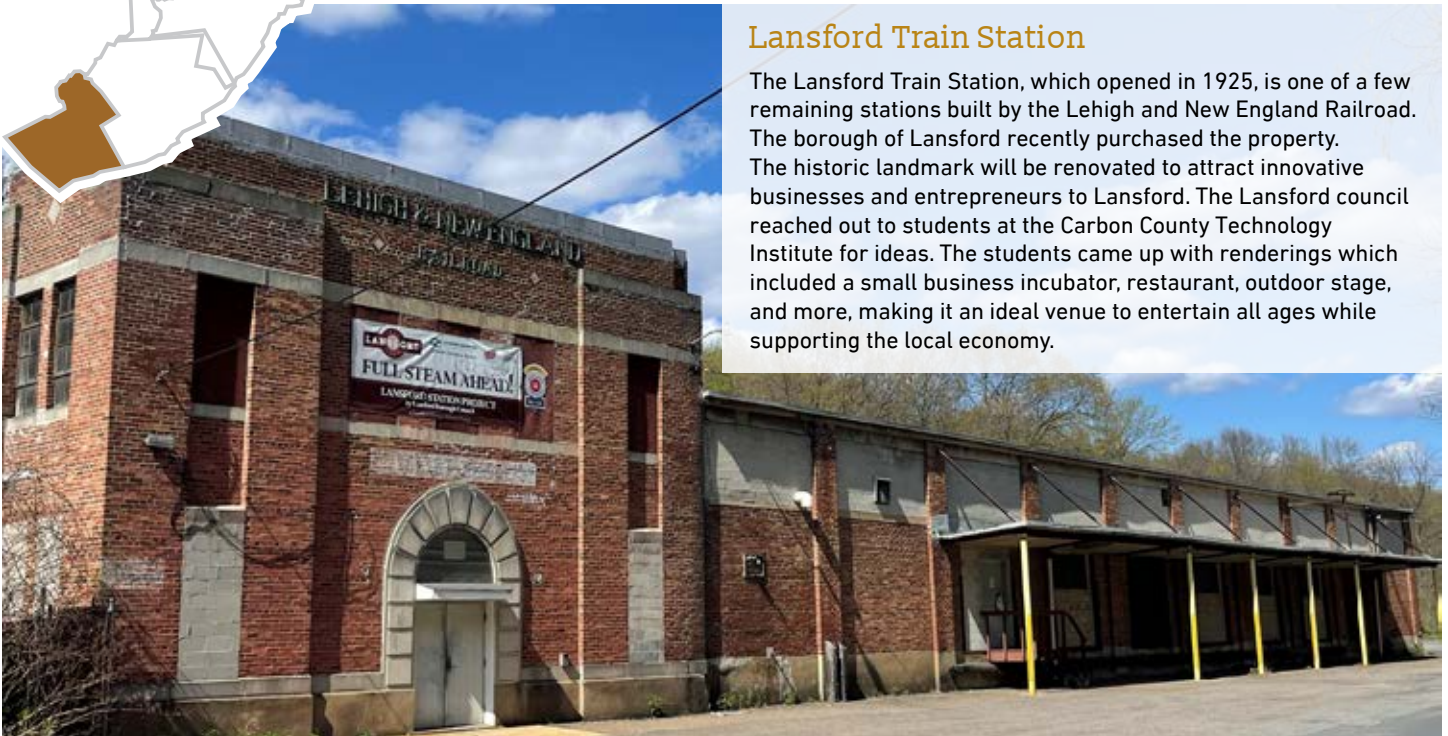
The 2024 Scorecard presents the most recent available data and compares it to that of previous years.



Carbon County

Lansford Train Station

The Lansford Train Station, which opened in 1925, is one of a few remaining stations built by the Lehigh and New England Railroad. The borough of Lansford recently purchased the property. The historic landmark will be renovated to attract innovative businesses and entrepreneurs to Lansford. The Lansford council reached out to students at the Carbon County Technology Institute for ideas. The students came up with renderings which included a small business incubator, restaurant, outdoor stage, and more, making it an ideal venue to entertain all ages while supporting the local economy.



Lehigh Valley Health Network Expands

Lehigh Valley Hospital (LVHN)-Carbon has expanded to meet the growing needs of the residents of Carbon County. The LVHN-Carbon team cut the ribbon on a new intensive care unit and an expanded medical-surgical unit, part of a \$12 million project to enhance inpatient and outpatient services.



Warehouse in Kidder Township Moves Forward

Blue Ridge Real Estate built a 420,000 sq.ft. warehouse near Route 940 and Walter Dam Road. The site includes parking for 77 trailers and 64 trailer bays. It is anticipated that 195 people will be employed at the location.



Blueprints Community Designation

The Panther Valley Region has been awarded a Blueprints Community designation. Developed and implemented by FHLBank Pittsburgh in 2005, the Blueprint Communities initiative creates momentum for revitalizing older communities and neighborhoods by building strong local leadership, collaboration, and development capacity, developing sound local and regional planning skills, and encouraging coordinated investments in target communities by public and private funders.



Indoor Sports Complex

Narrow Valley Sports Complex opened its brand-new state-of-the-art indoor sports complex in a portion of the former KME fire apparatus plant in Nesquehoning. When completed, the 135,000 sq.ft. sports complex will be designed to cater to athletes of all ages and skill levels.



St. Luke's Expands

St. Luke's University Health Network's Carbon Campus has completed an expansion that has added more beds to its Emergency Department (ED) to meet the high demand for quality emergency services from area residents. The largest acute-care hospital in Carbon County now has a total of 30 rooms in its ED.



Monroe County

Pocono Mountains Corporate Center East

Construction of a 400,140 sq.ft. industrial building on a 44-acre parcel has been completed and is available for lease. The building, located at 1901 Corporate Center Drive East, was developed by US Capital Development.



FABPAC Corporation

The FABPAC Corporation, through PMEDC, was approved for a PA Industrial Development Authority (PIDA) loan to help renovate its newly acquired 288,000 sq.ft. commercial packing manufacturing facility at 1941 Paradise Trail in Stroud Township. The company was also approved for a Working Capital loan which will be used for administrative, payroll and inventory expenses. The total project cost is \$1,309,870. Fifty-seven new jobs will be created as a result of the project within the next three years.



Monroe County Historical Association's Heritage Center

The Heritage Center construction commenced and is expected to be complete by the end of 2024. The facility will re-open in the spring of 2025. The project is being supported by a variety of state grants, local foundations and community fundraising efforts.

AMTRAK®



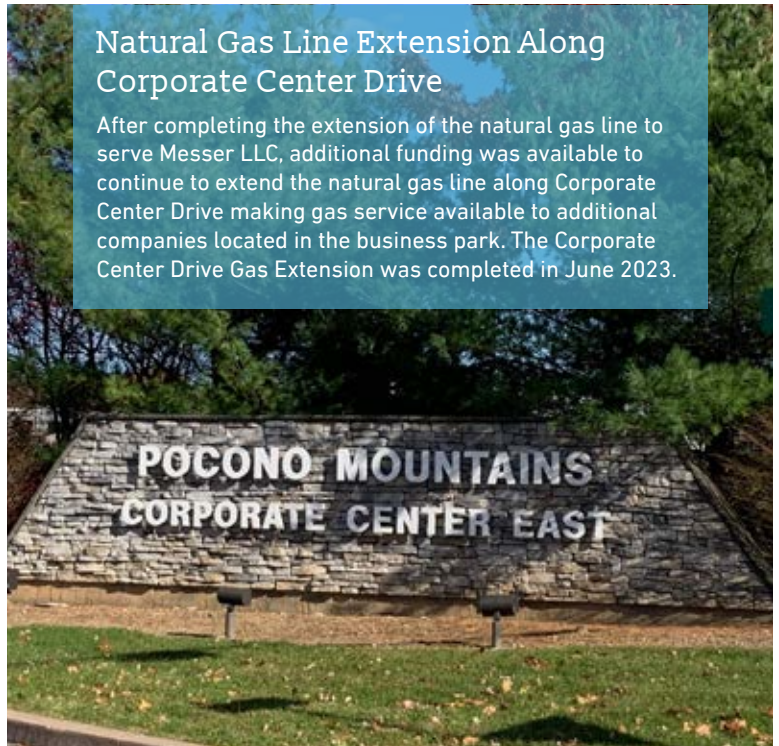
The Restoration of Passenger Rail Service

In December 2023, it was announced that the PA Northeast project was accepted into the Federal Corridor ID program. This is a significant milestone and represents years of dedicated efforts to restore passenger rail service, which will contribute to the region's economic growth and vitality.



Small Business Loan Approval: Pocono Day Tripper

Founded in 2014, Pocono Day Tripper provides group transportation for weddings, wine tours and group outings throughout the Pocono region. To continue to expand, the business needed to purchase an additional trolley. Funding through PMEDC's Small Business Loan Program was approved in May 2023 for \$50,000. Shown here is the trolley purchased with the program funds.



Natural Gas Line Extension Along Corporate Center Drive

After completing the extension of the natural gas line to serve Messer LLC, additional funding was available to continue to extend the natural gas line along Corporate Center Drive making gas service available to additional companies located in the business park. The Corporate Center Drive Gas Extension was completed in June 2023.



Smithfield Gateway SR 209 Improvements

PMEDC is the grantee for a PA Department of Transportation Multimodal Transportation Fund grant of \$2,074,563 to support the widening of State Route 209 required for the Smithfield Gateway development in Smithfield Township. Additional grants and loans have been secured through a variety of sources to fund the project with the help of the local and state elected officials. Off-site road construction began this year and Phase I is expected to be completed in fall 2024.



Airstrip Road Waterline Extension

In 2020, funding was approved for the Pocono Mountains Industrial Park Authority to extend a public water line from Airport Road to Airstrip Road in East Stroudsburg, Smithfield Township. Existing businesses there needed access to public water and additional businesses were expanding if public utilities were available. The water line was completed in December 2023 and water service is now available. This project would not have happened without the cooperation of the Brodhead Creek Regional Authority, Glace Associates, Smithfield Township and Scannell Properties.



Pike County

“The Pike County Community House” is the former settlement home of the Pinchot Family and was built in 1814. The Pinchot’s were among the first families of Pike County. Descendants of the family included one of the founders of the American Environmental movement, a governor of Pennsylvania and the head of the US Forest Service. *Yes, Pike County is that kind of place!*

Strategic location and Interstates make Pike County more and more appealing to many businesses. A company can expand or relocate to Pike and still service clients located in other states without the high costs of land acquisition, taxes and regulations that are common in other states.



2024 Pike County Commissioners: Chair, Matthew Osterberg; Commissioner, Christa Caceres and, Commissioner, Ron Schmalzle. Commissioners’ meetings take place on the 1st and 3rd Wednesdays of the month at 11 a.m. in the Commissioner’s Hearing Room.

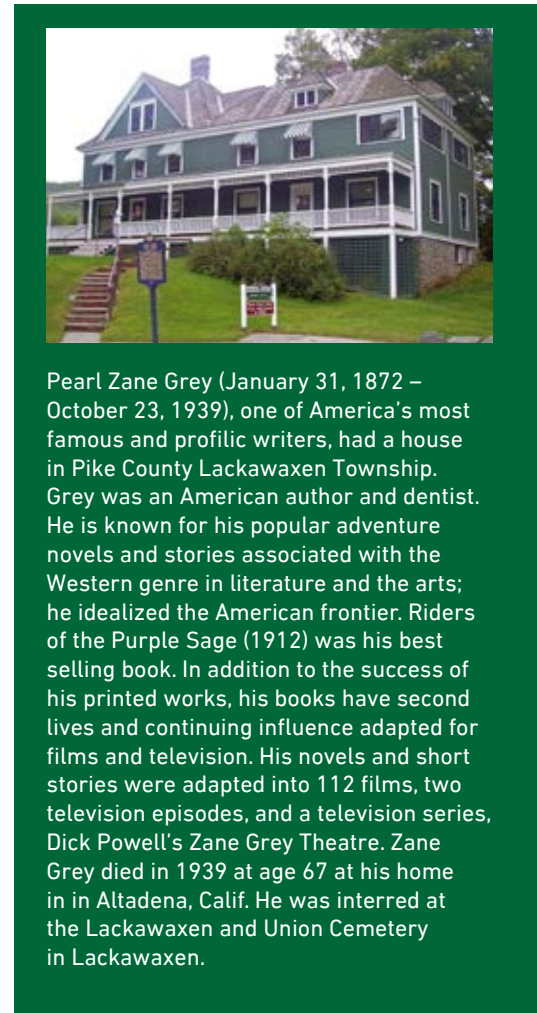


April 2024 saw the start of the 125,000 sq.ft. expansion of the Econo-Pak Building on Route 6/209 just outside Milford Borough. Bulldozers have already begun their work. This will mark the third expansion by this great Pike County company. The company presently occupies over 180,000 square feet and this new expansion will increase that footprint by over 65%. The company’s hallmark has been expansion, new employees, and new customers since they were recruited from their previous location in northern New Jersey about eight years ago. Currently, they are one of Pike County’s major employers.



2024 United Way Drive signals the merger of the Wayne and Pike United Way organizations. This new organization represents a major enhancement to the efforts of both counties. The celebration produced many smiles but also better services to each county.

This smiling group of people epitomizes what is best about Pike County, its people! This is a peek inside the kitchen of the Matamoras Senior Center following the commemoration of Elder Justice Day sponsored by the Pike County Office of the Aging. Don't you just love those wonderful smiles?



Pearl Zane Grey (January 31, 1872 – October 23, 1939), one of America's most famous and prolific writers, had a house in Pike County Lackawaxen Township. Grey was an American author and dentist. He is known for his popular adventure novels and stories associated with the Western genre in literature and the arts; he idealized the American frontier. *Riders of the Purple Sage* (1912) was his best selling book. In addition to the success of his printed works, his books have second lives and continuing influence adapted for films and television. His novels and short stories were adapted into 112 films, two television episodes, and a television series, Dick Powell's *Zane Grey Theatre*. Zane Grey died in 1939 at age 67 at his home in Altadena, Calif. He was interred at the Lackawaxen and Union Cemetery in Lackawaxen.



Shared Housing and Resource Exchange (SHARE) is an affordable housing choice that brings together homeowners who want to share their home with home seekers who are looking for housing in exchange for rent, help around the house, or a combination of both. The home seeker receives their own bedroom and agreed upon use of the common areas. Every arrangement is unique depending on the needs, preferences, and abilities of the participants involved. SHARE is currently available in Bucks, Carbon, Crawford, Lackawanna, Lehigh, Monroe, Montgomery, Northampton, Northumberland, Pike, Snyder, Union, and Wayne counties.



Job Fairs continue to be an annual event in Pike County. Led by the Pike County Workforce Development Agency, the event usually has 50-70 employers who are just looking for the right people. County Government encourages this to provide more and more employment opportunities for their residents locally. County Commissioners always point out that local jobs make life in Pike better.



According to the US Census Department, Pike County is now recognized as the fastest-growing county in the Commonwealth of Pennsylvania. According to the IRS Migration Tables, most new residents of Pike come from nearby New York and New Jersey.



Wayne County



Power of Connections

Representatives from the Working Partners Group visited with Wayne Tomorrow! to learn more about how the county and its collaborators build relationships and make connections to support economic development. Working Partners selected Wayne Tomorrow! as one of several case studies, after evaluating 220 Appalachian Regional Commission grants closed between 2017 and 2021, including The Stourbridge Project Co-Working Space & Business Incubator. View more at www.arc.gov/wp-content/uploads/2023/12/ARC-Business-Development-Evaluation-Full-Report.pdf.



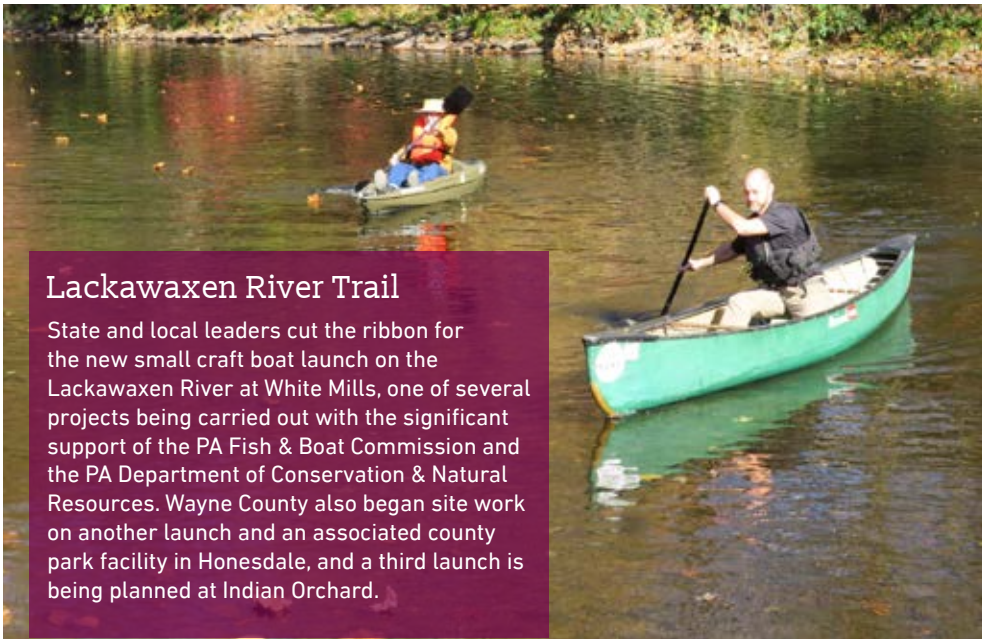
Agriculture Innovation Center

Wayne County officials, agricultural producers and other supporters met with US Sen. Robert Casey to discuss the Ag Innovation Center, which the county is actively pursuing funding to develop. The County is refining a preliminary design to house a properly sized and equipped headquarters for the more robust Wayne County Food Pantry Program, along with support facilities for the light processing of agricultural products and value-added innovation as well as educational and training opportunities.

AgroLegacy: Certified Local

Wayne Tomorrow! Agriculture Task Force launched AgroLegacy™ to certify food and agricultural products grown or raised on farms in Wayne County. It is designed as a trusted label that helps buyers and shoppers know when they are spending their dollars to the benefit of local family farms and communities. Learn more at www.agrolegacy.org.





Lackawaxen River Trail

State and local leaders cut the ribbon for the new small craft boat launch on the Lackawaxen River at White Mills, one of several projects being carried out with the significant support of the PA Fish & Boat Commission and the PA Department of Conservation & Natural Resources. Wayne County also began site work on another launch and an associated county park facility in Honesdale, and a third launch is being planned at Indian Orchard.



Supporting Entrepreneurs

Demand for business incubator space at The Stourbridge Project in Honesdale prompted the subdivision of two former classrooms into six new offices. County partners are also upgrading technology and offering new training programs for prototyping, business development, and leadership. The free coworking space welcomed over 900 visitors in 2023.

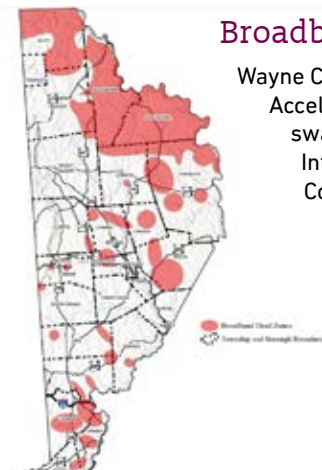


Sterling Business & Technology Park

It has been an active year at the Sterling Business & Technology Park. Construction of a 33,600 sq.ft. industrial building by WEDCO will be completed this spring. A private developer has local approval for an 800,000 sq.ft. building, which would be the largest industrial building in Wayne County.

Main Street Honesdale Revitalization

A new streetscape design for downtown Honesdale will enhance safety, walkability, aesthetics, low environmental impacts, and bolster a sense of community.



Broadband Map

Wayne County harnessed data from the Accelerate Wayne! survey project to identify swathes of the county without Broadband Internet Service. The WEDCO Technology Committee is using the data to engage the local Internet Service Providers and other players and pursue funding opportunities for projects to support economic development.

Carbon County Commissioners



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

The mission of the County of Carbon is to provide governmental, economic, social, cultural, emergency and recreational services to improve the vitality of the community and the lives of its citizens, while being fiscally responsible to the taxpayers. As the stewards of this mission, the Commissioners are dedicated to reducing barriers to human services, addressing the struggles of the unsheltered community and those facing substance abuse, while aggressively identifying services to address the needs and to improve the quality of life in Carbon County. The Commissioners listen to the concerns of environmental groups with the goal of preserving valuable natural resources and partner with boroughs and townships to promote sustainable economic development to maintain a fiscally resilient county.

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



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

The Monroe County Commissioners have numerous priorities for 2024. They include the completion of the County Courthouse Project, renovation of the county parking deck, replacement of a county bridge in Hamilton Township, preparation of bid for rehabilitation of Goose Pond and Leavitt Branch Dams, and a safe and secure 2024 Election. The county will also work for additional treatment programs for our courts and corrections, economic development, expansion of broadband service, cyber security upgrades, continuation of the digitizing of all county records, and make plans for the reuse of the former county jail and assessor's office at courthouse square.

Wayne County Commissioners



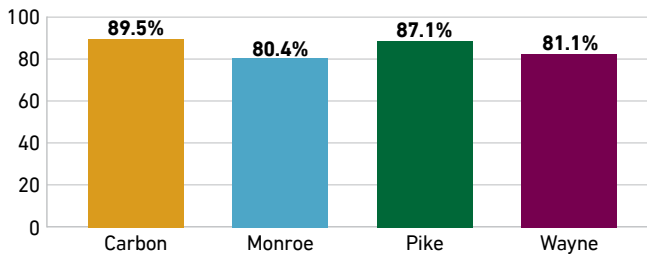
James Shook; Jocelyn Cramer; Brian W. Smith, Chair

Wayne County strives to be the most innovative and successful rural county in Pennsylvania — the county that other counties across the state and nation look to for inspiration. By building on Wayne County's rich history, by protecting long-time, deep-rooted, ideologies that have been cultivated for hundreds of years, Wayne County has a strong foundation for future growth. Wayne County, through Wayne Tomorrow, will build a robust multi-dimensional economic and cultural ecosystem that will effectively address the current and future need of the region while preserving the essence of what makes the county valued by the businesses and people who call Wayne County home.

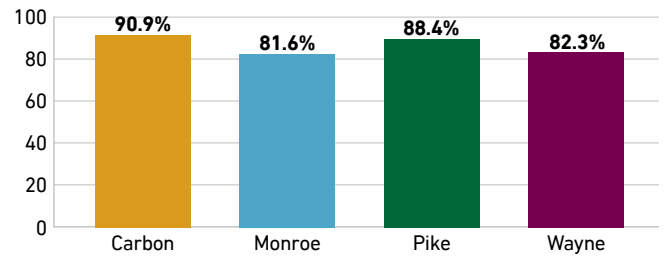
Economic Indicators for the Poconos

INCOME AND WAGES PER CAPITA PERSONAL INCOME (PCPI)

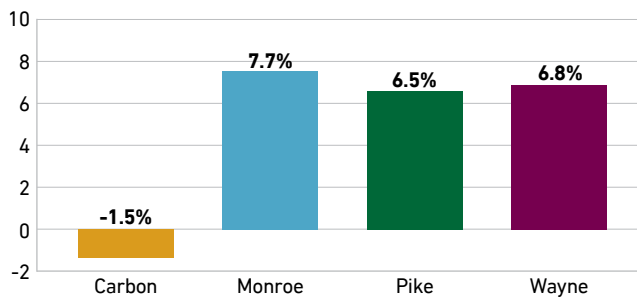
PCPI AS % OF US (2022)



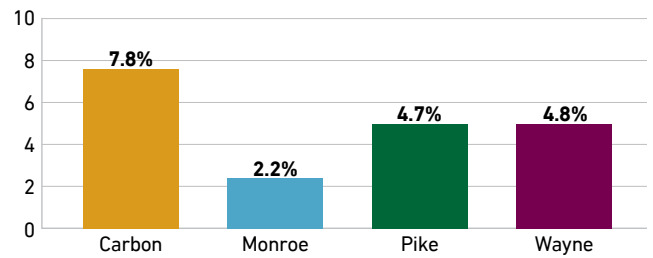
PCPI AS % OF PA (2022)



PCPI GROWTH (2020-2022)

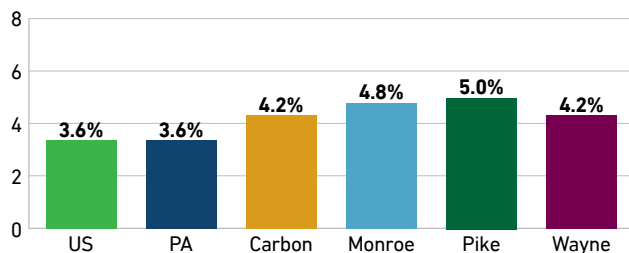


GROWTH IN AVERAGE EARNINGS PER JOB (2020-2022)



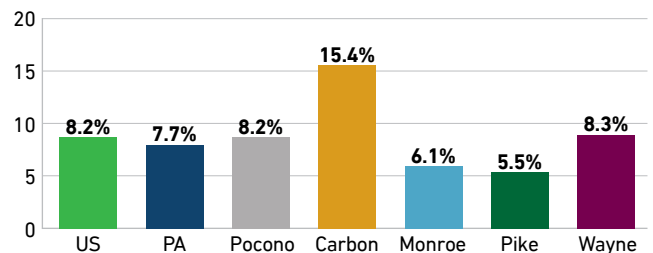
EMPLOYMENT

ANNUAL NOT SEASONALLY ADJUSTED UNEMPLOYMENT RATES (2023)



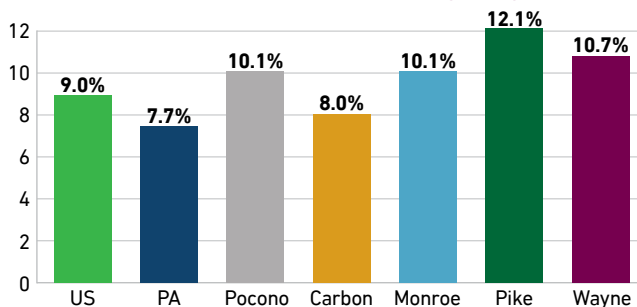
BUSINESS CLIMATE

PROPRIETOR'S INCOME AS A PERCENT OF PERSONAL INCOME (2022)



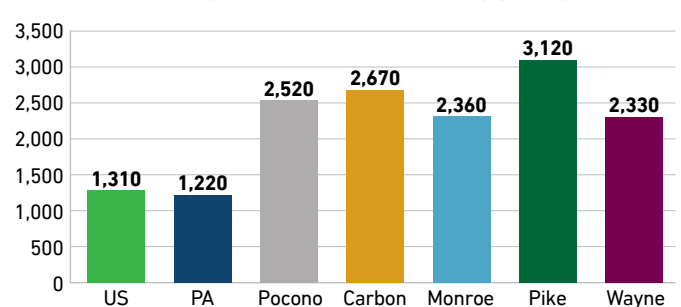
ARTS, ENTERTAINMENT AND RECREATION

ARTS, ENTERTAINMENT AND RECREATION AS A PERCENT OF TOTAL EMPLOYMENT (2022)



HEALTHCARE

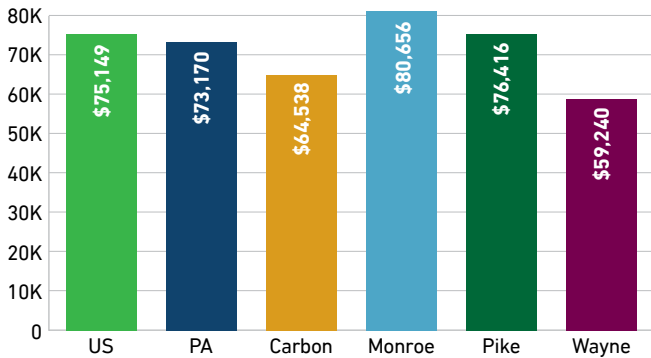
RATIO OF POPULATION TO 1 PRIMARY CARE PHYSICIAN (DESIRE TO BE LOWEST) (2020)



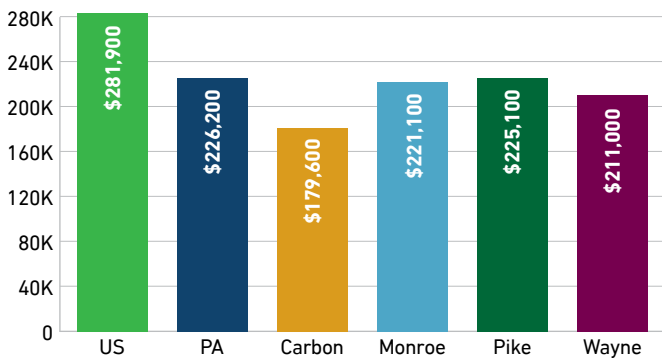
Economic Indicators (continued)

HOUSING

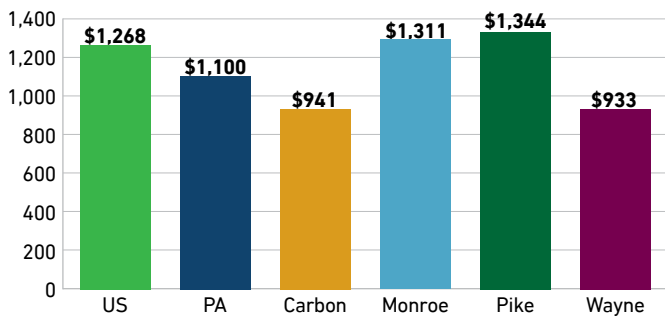
MEDIAN HOUSEHOLD INCOME (2022)



MEDIAN HOUSING VALUE (2022)

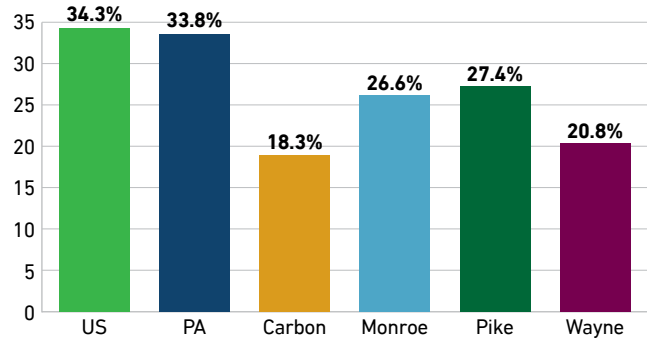


MEDIAN GROSS RENT (MONTHLY) (2022)

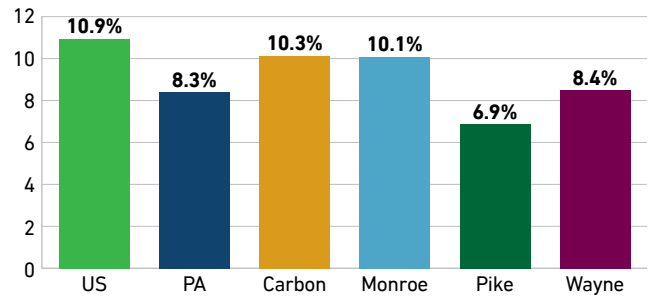


EDUCATION

PERCENT OF POPULATION 25 YEARS AND OVER WITH A BACHELOR'S DEGREE OR HIGHER (2022)



PERCENT OF POPULATION 25 YEARS AND OVER WITH NO HIGH SCHOOL DEGREE OR EQUIVALENCY DEGREE (2022)



	PA	POCONOS	CARBON	MONROE	PIKE	WAYNE
POPULATION						
Population, 2020	13,002,700	342,761	64,750	168,323	58,537	51,151
Population, 2022 (Estimate)	12,972,008	344,389	65,460	167,198	60,558	51,173
% Change, 2020-2022	-0.2%	0.5%	1.1%	-0.7%	3.3%	0.0%
Median Age	40.9	45.9	46.0	43.9	49.2	48.8

Source: US Census Bureau

POPULATION BY RACE AND ETHNICITY (2022)

White Alone, Non-Hispanic or Latino	74.5%	74.0%	89.7%	62.0%	78.1%	89.1%
Black or African American	10.4%	8.1%	1.8%	13.2%	5.2%	2.9%
Asian	3.6%	1.6%	0.4%	2.4%	1.4%	0.6%
Other Race	0.5%	0.7%	0.2%	1.2%	0.3%	0.4%
Two or More Races	3.0%	2.8%	2.0%	3.3%	3.1%	2.1%
Hispanic or Latino (Any Race)	8.1%	12.7%	6.0%	17.8%	11.9%	4.9%

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

	PA	POCONOS	CARBON	MONROE	PIKE	WAYNE
TYPES OF HOUSEHOLDS (2022)						
Married Couples with Children (<18 Years Old)	16.6%	16.5%	13.6%	18.9%	17.0%	12.8%
Married Couples with No Children	30.2%	35.5%	32.5%	35.2%	36.3%	39.2%
Single Parent Household (Children <18, No Spouse Present)	5.9%	4.6%	4.4%	5.4%	3.7%	3.6%
Single Person Household (Living Alone)	30.3%	25.7%	28.0%	22.4%	27.2%	30.6%
Other Types of Households	17.0%	17.8%	21.6%	18.2%	15.8%	13.8%

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

HOUSING UNITS (2022)						
Total # Housing Units	5,753,908	185,352	34,247	79,377	39,747	31,981
Occupied Housing Units	90.3%	69.8%	77.9%	74.5%	59.8%	61.7%
Vacant Units	9.7%	30.2%	22.1%	25.5%	40.2%	38.3%

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

HOMEOWNERSHIP/RENTER (2022)						
Occupied Housing Units	5,193,727	129,302	26,662	59,113	23,780	19,747
Homeowners (Owner-Occupied)	69.2%	79.5%	75.1%	78.7%	84.4%	81.9%
Renters (Renter-Occupied)	30.8%	20.5%	24.9%	21.3%	15.6%	18.1%

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

TYPE OF HOUSING UNITS (2022)						
Total # Housing Units	5,753,908	185,352	34,247	79,377	39,747	31,981
Single Family Home (1 Unit Detached)	56.8%	81.5%	68.6%	82.5%	87.4%	85.2%
Townhouse, Rowhouse, etc. (1 Unit Attached)	18.9%	6.1%	17.1%	4.8%	3.4%	1.0%
Small Apartment Type of Building (2 to 9 Units)	11.4%	5.8%	7.3%	7.2%	2.5%	5.1%
Large Apartment Type of Building (10+ Units)	9.3%	2.0%	3.4%	2.1%	1.2%	1.0%
Mobile Home and Other	3.6%	4.6%	3.6%	3.4%	5.5%	7.7%

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

RANGE OF HOME VALUES (2022)						
# of Homeowners	3,593,490	102,780	20,015	46,524	20,059	16,182
< \$100,000	16.2%	12.9%	22.9%	10.1%	9.3%	13.2%
\$100,000 to \$149,999	12.5%	14.6%	15.4%	14.0%	15.6%	14.2%
\$150,000 to \$199,999	14.3%	17.8%	18.0%	17.8%	16.4%	19.4%
\$200,000 to \$299,999	23.9%	30.7%	28.5%	33.1%	31.3%	26.1%
\$300,000 +	33.0%	23.9%	15.2%	25.1%	27.4%	27.0%

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

SCHOOL DISTRICT EXPENDITURES PER STUDENT						
Total Expenditures per Student, 2020-21	\$19,719	\$23,049	\$18,670	\$24,425	\$20,095	\$25,403
Total Expenditures per Student, 2021-22	\$20,830	\$23,985	\$21,142	\$24,693	\$24,186	\$25,213

Source: PA Department of Education

EMPLOYMENT BY OCCUPATION						
Total # Employed Persons	6,322,011	157,539	30,774	79,168	26,380	21,217
Agriculture, forestry, fishing and hunting, and mining	1.2%	1.1%	1.5%	0.8%	1.0%	2.1%
Construction	6.0%	7.2%	7.7%	6.6%	5.9%	10.0%
Manufacturing	11.6%	10.4%	12.9%	11.2%	7.6%	7.5%
Wholesale trade	2.5%	2.2%	1.8%	2.3%	2.2%	2.0%
Retail trade	11.0%	12.9%	11.1%	13.1%	13.5%	13.9%
Transportation and warehousing, and utilities	5.9%	7.8%	9.4%	8.1%	5.9%	6.9%
Information	1.5%	1.6%	2.0%	1.6%	1.3%	1.3%
Finance and insurance, and real estate and rental and leasing	6.6%	5.4%	4.4%	5.3%	6.6%	5.7%
Professional, scientific, and management, and administrative and waste management services	10.9%	9.4%	8.3%	9.9%	10.4%	7.8%
Educational services, and health care and social assistance	26.4%	22.7%	25.4%	22.3%	21.6%	21.4%
Arts, entertainment, and recreation, and accommodation and food services	7.7%	10.1%	8.0%	10.1%	12.1%	10.7%
Other services, except public administration	4.7%	4.9%	4.4%	4.8%	5.6%	5.1%
Public administration	4.0%	4.3%	3.1%	3.9%	6.3%	5.6%

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

AGE OF WORKFORCE, Q1 2023						
# of Employed Persons	5,243,018	77,718	13,537	44,289	8,370	11,522
Under 35 Years Old	34.4%	36.8%	36.4%	38.0%	37.3%	32.7%
35 to 54 Years Old	39.7%	36.2%	35.9%	36.4%	34.4%	37.0%
55+ Years Old	25.9%	27.0%	27.7%	25.6%	28.3%	30.4%

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			
	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023
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
Pike	\$275,432	\$380,261	\$606,516	\$261,130	\$324,592	\$380,300	\$614,203	\$317,906
Wayne	\$162,125	\$204,281	\$339,789	\$170,451	\$144,088	\$173,998	\$254,582	\$163,066
Carbon	\$330,685	\$384,889	\$551,011	\$422,309	\$344,234	\$379,707	\$569,493	\$388,581
	\$3,325,146	\$3,543,052	\$4,624,580	\$3,208,977	\$3,412,378	\$3,507,654	\$4,481,452	\$3,243,324

	Total 2019	Total 2020	Total 2021	Total 2022	Total 2023	\$ Difference (2023 to 2019)	% Difference (2023 to 2019)	\$ Difference (2023 to 2022)	% Difference (2023 to 2022)
Monroe	\$7,200,155	\$5,905,989	\$10,023,194	\$10,622,874	\$10,590,061	\$3,389,906	47.1%	(\$2,813)	-0.3%
Pike	\$1,115,844	\$959,395	\$1,404,904	\$1,524,339	\$1,637,001	\$521,157	46.7%	\$112,662	7.4%
Wayne	\$448,087	\$610,663	\$948,662	\$876,646	\$735,733	\$287,646	64.2%	(\$140,913)	-16.1%
Carbon	\$745,150	\$1,092,074	\$1,696,847	\$1,688,895	\$1,682,014	\$936,864	125.7%	(\$6,881)	-0.4%
	\$9,509,236	\$8,568,120	\$14,073,606	\$14,712,755	\$14,644,809	\$4,528,315	47.6%	(\$67,946)	-0.5%

AVERAGE DAILY RATES FOR RESORTS/HOTELS



(as of February 2024)
(Highest ADR in Pennsylvania for 2023 and 2024)

OVERALL

2024 – \$318.40 (+6.3%)
2023 – \$299.40

HOTEL

2024 – \$164.71 (-33.8%)
2023 – \$248.86

SHORT TERM VACATION RENTAL

2024 – \$416.07 (+6.2%)
2023 – \$391.67

OCCUPANCY FOR RESORTS/HOTELS

2024 – 57.9% (up 0.9%)
2023 – 57.4%

SHORT TERM RENTAL

2024 – 40% (up 1%)



VISITOR COUNTS FOR THE POCONOS

- > Visitor Spending remained flat at **\$4.3 billion** in the Pocono Mountains in 2023.
- > **Over 30 million** guests in 2023.
- > Tourism provides **38%** of the employment and **41%** of the labor income in the Poconos.
- > Tourism provides **\$875.1 million** annually in total taxes.
- > State and local taxes account for **\$426.8 million**, representing **49%** of the total.
- > Tourism provides over **\$1,500 per person** in direct tax support for residents of the Pocono Mountains.



Northeastern Pennsylvania Alliance

The NEPA Alliance provided the data and analytics for the 2024 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 2024 Economic Scorecard Indicators

Highlights of the Pocono Region's indicators include:

The Pocono Region continued to see population growth since 2020. According to 2022 estimates from the U.S. Census Bureau, the region saw a 0.5% increase in population. Pike County remains one of the fastest growing counties in the Commonwealth.

The **Per Capita Personal Income (PCPI)** in the Pocono Region increased 0.4% over last year. This growth was not evenly distributed between the Pocono counties however, PCPI increased in Monroe and Pike Counties while decreasing in Carbon and Wayne counties. The PCPI for the Pocono region remains lower than the national PCPI or statewide PCPI.

Unemployment in Poconos continues to fall post pandemic. In 2020, the Pocono employment rate was over 10.5%. For 2023, the unemployment rate for the Pocono Region stood at 4.6%. The Pocono unemployment rate was about 1% higher than the national and statewide unemployment rate during 2023.

In the **Housing** category, the median home value continues to climb throughout the Pocono counties. The median home value for the Pocono region is approximately \$212,000. That is an increase in value of over 16% since last year. Monroe County saw the largest increase in value over the past year, with the median value increasing over 21%.

An interesting takeaway is that Monroe County is the only county in the Pocono Region to see a population decline since 2020, but during this same period has seen the largest increase in home values. Homes being purchased for short term rentals and the large number of vacation homes in Monroe County likely explain this anomaly.

Tourism remains a driver of the Pocono economy. Over 10% of over employed workers in the Poconos works in the **Arts, Entertainment, and Recreation or Accommodation & Food Service** industries. These are the industries that most closely align with tourism. This is a higher percentage than the United State or Pennsylvania.

The percentage of individuals living in **Poverty** in the Pocono counties is over 1% lower than the national percentage. In **Education**, over 90% of individuals over the age of 25 in the Poconos have a high school diploma or equivalent. This is almost 2% higher than the national average.

Access to **Healthcare** is still a challenge for the Pocono Region. For every 1 primary care physician in the Poconos, there are 2,520 individuals. This ratio is much higher than what is seen in other parts of the United States and Pennsylvania. For Pennsylvania as a whole, there is 1 primary care physician for every 1,220 individuals. The situation is most dire in Pike County, where the ratio is 3,120:1. Pike County is one of the few counties in the Commonwealth without a hospital or urgent care facility.

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. Most geographies have seen consistent GDP growth over the past decade, although most areas did see negative GDP growth between 2019 and 2020.

GDP (ALL INDUSTRY TOTAL – LISTED IN BILLIONS OF DOLLARS)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	\$16.843T	\$17.551T	\$18.206T	\$18.695T	\$19.612T	\$20.657T	\$21.521T	\$21.323T	\$23.594T	\$25.744T
PA	\$666.8	\$694.1	\$714.2	\$726.6	\$754.3	\$780.6	\$803.1	\$777.4	\$844.4	\$911.8
Poconos	\$11.367	\$11.707	\$12.269	\$12.684	\$13.241	\$13.718	\$14.878	\$14.533	\$15.735	\$16.657
Carbon	\$2.180	\$2.243	\$2.281	\$2.393	\$2.460	\$2.575	\$2.813	\$2.645	\$2.696	\$2.727
Monroe	\$6.277	\$6.466	\$6.912	\$7.128	\$7.597	\$7.853	\$8.614	\$8.336	\$9.364	\$10.009
Pike	\$1.274	\$1.353	\$1.396	\$1.424	\$1.385	\$1.419	\$1.483	\$1.530	\$1.548	\$1.660
Wayne	\$1.637	\$1.644	\$1.680	\$1.729	\$1.798	\$1.872	\$1.968	\$2.021	\$2.127	\$2.261

Source: Bureau of Economic Analysis

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

The PCPI in the Pocono Region grew by the smallest amount in the past decade, 0.4%. Carbon and Wayne Counties saw their PCPI decline since last year. The PCPI for the Pocono region is about 17% lower than the PCPI for the United States and Pennsylvania.

PERSONAL INCOME SUMMARY: PER CAPITA PERSONAL INCOME

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	\$44,401	\$46,287	\$48,060	\$48,971	\$51,004	\$53,309	\$55,547	\$59,153	\$64,430	\$65,470
PA	\$45,904	\$47,469	\$49,293	\$50,574	\$51,888	\$54,468	\$56,125	\$60,320	\$64,042	\$64,506
Poconos	\$37,149	\$38,592	\$40,326	\$41,780	\$42,887	\$44,801	\$47,605	\$51,802	\$54,386	\$54,588
Carbon	\$41,466	\$42,798	\$45,207	\$47,254	\$48,082	\$50,741	\$55,089	\$59,495	\$60,293	\$58,626
Monroe	\$35,773	\$37,308	\$38,716	\$39,811	\$40,939	\$42,541	\$44,917	\$48,872	\$51,931	\$52,643
Pike	\$37,751	\$39,291	\$41,386	\$43,295	\$44,229	\$46,116	\$49,246	\$53,568	\$55,706	\$57,028
Wayne	\$35,521	\$36,694	\$38,234	\$39,597	\$41,189	\$43,214	\$45,098	\$49,683	\$53,475	\$53,076

PCPI AS % OF THE US

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
PA	103.4%	102.6%	102.6%	103.3%	101.7%	102.2%	101.0%	102.0%	99.4%	98.5%
Poconos	83.7%	83.4%	83.9%	85.3%	84.1%	84.0%	85.7%	87.6%	84.4%	83.4%
Carbon	93.4%	92.5%	94.1%	96.5%	94.3%	95.2%	99.2%	100.6%	93.6%	89.5%
Monroe	80.6%	80.6%	80.6%	81.3%	80.3%	79.8%	80.9%	82.6%	80.6%	80.4%
Pike	85.0%	84.9%	86.1%	88.4%	86.7%	86.5%	88.7%	90.6%	86.5%	87.1%
Wayne	80.0%	79.3%	79.6%	80.9%	80.8%	81.1%	81.2%	84.0%	83.0%	81.1%

PCPI AS % OF PA

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	96.8%	97.5%	97.5%	96.8%	98.3%	97.9%	99.0%	98.1%	100.6%	101.5%
PA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Poconos	80.9%	81.3%	81.8%	82.6%	82.7%	82.3%	84.8%	85.9%	84.9%	84.6%
Carbon	90.3%	90.2%	91.7%	93.4%	92.7%	93.2%	98.2%	98.6%	94.1%	90.9%
Monroe	77.9%	78.6%	78.5%	78.7%	78.9%	78.1%	80.0%	81.0%	81.1%	81.6%
Pike	82.2%	82.8%	84.0%	85.6%	85.2%	84.7%	87.7%	88.8%	87.0%	88.4%
Wayne	77.4%	77.3%	77.6%	78.3%	79.4%	79.3%	80.4%	82.4%	83.5%	82.3%

PCPI GROWTH

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	0.4%	4.2%	3.8%	1.9%	4.2%	4.5%	4.2%	6.5%	8.9%	1.6%
PA	0.6%	3.4%	3.8%	2.6%	2.6%	5.0%	3.0%	7.5%	6.2%	0.7%
Poconos	4.0%	3.9%	4.5%	3.6%	2.7%	4.5%	6.3%	8.8%	5.0%	0.4%
Carbon	4.7%	3.2%	5.6%	4.5%	1.8%	5.5%	8.6%	8.0%	1.3%	-2.8%
Monroe	5.9%	4.3%	3.8%	2.8%	2.8%	3.9%	5.6%	8.8%	6.3%	1.4%
Pike	1.6%	4.1%	5.3%	4.6%	2.2%	4.3%	6.8%	8.8%	4.0%	2.4%
Wayne	0.1%	3.3%	4.2%	3.6%	4.0%	4.9%	4.4%	10.2%	7.6%	-0.7%

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 for a single adult in the Poconos is \$22.91/ hour, almost \$1 higher than the living wage for Pennsylvania as a whole. The living wage for a family of 4 in the Pocono region is \$27.30/ hour, this is slightly lower than Pennsylvania. Pike County had the highest living wage at \$24.96 for a single adult and \$29.04 for a family of 4. Wayne County had the lowest living wage for a single adult at \$20.44, while Carbon County had the lowest for a family of 4 at \$25.04.

LIVING WAGES IN 2023 DOLLARS

	1 Adult, 0 Children	Family of 4 (2 working adults, 2 children)
Pennsylvania	\$21.95	\$27.70
Pocono Region	\$22.91	\$27.30
Carbon	\$20.65	\$25.04
Monroe	\$23.82	\$28.06
Pike	\$24.96	\$29.04
Wayne	\$20.44	\$25.70

Source: Massachusetts Institute of Technology, Living Wage Calculator

AVERAGE EARNINGS PER JOB

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

The Average Earnings per Job rose slightly in the Poconos since last year. The growth in average earnings per job in the Pocono counties was 1.7% compared to the United States and Pennsylvania which each saw about a 3% increase. The average earnings per job are about 25% less in the Pocono Region than the average earnings nationally and statewide. Over the past decade, average earnings increased gradually until 2019. Between 2019 and 2020, average earnings increased significantly across the board. Since that time the growth has returned to a more gradual increase.

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	\$62,136	\$63,811	\$65,599	\$66,390	\$68,535	\$70,857	\$73,000	\$78,578	\$82,517	\$84,912
PA	\$60,882	\$62,207	\$64,227	\$64,558	\$66,337	\$68,314	\$70,258	\$75,240	\$77,949	\$80,386
Poconos	\$48,076	\$48,722	\$50,264	\$50,722	\$51,531	\$52,670	\$54,057	\$59,152	\$60,449	\$61,478
Carbon	\$43,671	\$44,071	\$46,206	\$46,426	\$47,652	\$49,309	\$49,824	\$53,656	\$56,429	\$57,831
Monroe	\$52,026	\$52,508	\$54,050	\$54,353	\$55,240	\$56,055	\$57,796	\$63,684	\$64,449	\$65,084
Pike	\$42,709	\$43,642	\$44,557	\$45,143	\$45,079	\$46,037	\$47,277	\$51,720	\$52,851	\$54,170
Wayne	\$46,799	\$47,965	\$49,471	\$50,597	\$51,621	\$53,377	\$54,871	\$59,700	\$61,071	\$62,592

AVERAGE EARNINGS PER JOB AS % OF THE US

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
PA	98.0%	97.5%	97.9%	97.2%	96.8%	96.4%	96.2%	95.8%	94.5%	94.7%
Poconos	77.4%	76.4%	76.6%	76.4%	75.2%	74.3%	74.1%	75.3%	73.3%	72.4%
Carbon	70.3%	69.1%	70.4%	69.9%	69.5%	69.6%	68.3%	68.3%	68.4%	68.1%
Monroe	83.7%	82.3%	82.4%	81.9%	80.6%	79.1%	79.2%	81.0%	78.1%	76.6%
Pike	68.7%	68.4%	67.9%	68.0%	65.8%	65.0%	64.8%	65.8%	64.0%	63.8%
Wayne	75.3%	75.2%	75.4%	76.2%	75.3%	75.3%	75.2%	76.0%	74.0%	73.7%

AVERAGE EARNINGS PER JOB AS % OF PA

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	102.1%	102.6%	102.1%	102.8%	103.3%	103.7%	103.9%	104.4%	105.9%	105.6%
PA	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Poconos	79.0%	78.3%	78.3%	78.6%	77.7%	77.1%	76.9%	78.6%	77.5%	76.5%
Carbon	71.7%	70.8%	71.9%	71.9%	71.8%	72.2%	70.9%	71.3%	72.4%	71.9%
Monroe	85.5%	84.4%	84.2%	84.2%	83.3%	82.1%	82.3%	84.6%	82.7%	81.0%
Pike	70.2%	70.2%	69.4%	69.9%	68.0%	67.4%	67.3%	68.7%	67.8%	67.4%
Wayne	76.9%	77.1%	77.0%	78.4%	77.8%	78.1%	78.1%	79.3%	78.3%	77.9%

GROWTH IN AVERAGE EARNINGS PER JOB

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	1.5%	2.7%	2.8%	1.2%	3.2%	3.4%	3.0%	7.6%	5.0%	2.9%
PA	2.4%	2.2%	3.2%	0.5%	2.8%	3.0%	2.8%	7.1%	3.6%	3.1%
Poconos	1.4%	1.3%	3.2%	0.9%	1.6%	2.2%	2.6%	9.4%	2.2%	1.7%
Carbon	2.9%	0.9%	4.8%	0.5%	2.6%	3.5%	1.0%	7.7%	5.2%	2.5%
Monroe	-0.3%	0.9%	2.9%	0.6%	1.6%	1.5%	3.1%	10.2%	1.2%	1.0%
Pike	2.1%	2.2%	2.1%	1.3%	-0.1%	2.1%	2.7%	9.4%	2.2%	2.5%
Wayne	5.4%	2.5%	3.1%	2.3%	2.0%	3.4%	2.8%	8.8%	2.3%	2.5%

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.

The poverty rate in the Poconos is lower than the national and state average. All four Pocono counties have a poverty rate lower than the national average. Both Monroe and Wayne Counties have a poverty rate slightly higher than the state average while Pike County has the lowest percentage of its population living in poverty. Over the past decade, the poverty rate nationally and statewide has noticeably fallen, while in parts of the Poconos, the poverty rate has remained flat or even increased. The Monroe and Wayne County poverty rates have hovered around 12% most years.

POVERTY PERCENTAGE

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	15.8%	15.5%	14.7%	14.0%	13.4%	13.1%	12.3%	11.9%	12.8%	12.4%
PA	13.7%	13.6%	13.1%	12.9%	12.5%	12.2%	12.0%	10.9%	12.0%	11.4%
Poconos	12.1%	12.9%	12.3%	12.1%	10.4%	12.0%	11.3%	10.5%	11.6%	11.2%
Carbon	14.1%	13.0%	11.5%	13.1%	12.5%	11.9%	9.8%	11.3%	14.0%	10.2%
Monroe	12.0%	13.3%	12.7%	12.0%	9.3%	12.3%	12.2%	10.5%	11.3%	12.0%
Pike	10.4%	10.6%	10.9%	9.8%	9.1%	10.3%	9.2%	9.3%	8.8%	9.3%
Wayne	11.8%	13.9%	13.3%	13.7%	12.9%	13.0%	12.4%	10.5%	12.6%	12.1%

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 in the Poconos stood about 1 percentage point higher than the national and state unemployment rate in 2023. This is consistent with data from the past decade, where the Pocono unemployment rate has consistently been about 1% to 1.5% higher than the national and state unemployment rate. Pike County had the highest unemployment rate at 5% while Carbon and Wayne Counties were tied for the lowest at 4.2%. 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 2023, 163,226 individuals were in the workforce.

EMPLOYMENT

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	146.319M	148.555M	150.949M	153.744M	155.728M	157.806M	148.453M	153.545M	158.767M	161.037M
PA	6.010M	6.076M	6.115M	6.162M	6.222M	6.288M	5.933M	6.059M	6.196M	6.268M
Poconos	147,081	149,341	151,363	152,992	154,860	156,723	146,216	151,232	154,574	155,717
Carbon	29,301	29,534	29,747	29,992	30,450	30,832	29,037	30,134	30,884	31,195
Monroe	73,695	75,512	76,939	78,056	78,791	79,896	73,777	76,280	77,767	78,350
Pike	23,209	23,335	23,395	23,496	24,050	24,293	22,926	23,643	24,337	24,539
Wayne	20,876	20,960	21,282	21,448	21,569	21,702	20,476	21,175	21,586	21,633

UNEMPLOYMENT

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	9.617M	8.286M	7.726M	7.001M	6.312M	6.010M	13.031M	8.685M	6.015M	6.080M
PA	378,990	346,753	344,248	323,342	287,772	285,811	581,388	386,391	282,694	236,858
Poconos	11,732	10,233	9,785	9,424	8,752	8,750	17,121	11,135	8,978	7,509
Carbon	2,265	1,943	1,866	1,797	1,669	1,744	3,081	2,052	1,655	1,351
Monroe	6,091	5,305	5,064	4,946	4,592	4,515	9,381	5,925	4,717	3,931
Pike	1,926	1,663	1,573	1,506	1,388	1,417	2,639	1,745	1,455	1,279
Wayne	1,450	1,322	1,282	1,175	1,103	1,074	2,020	1,413	1,151	948

ANNUAL NOT SEASONALLY ADJUSTED UNEMPLOYMENT RATES

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
US	6.2%	5.3%	4.9%	4.4%	3.9%	3.7%	8.1%	5.4%	3.7%	3.6%
PA	5.9%	5.4%	5.3%	5.0%	4.4%	4.3%	8.9%	6.0%	4.4%	3.6%
Poconos	7.4%	6.4%	6.1%	5.8%	5.3%	5.3%	10.5%	6.9%	5.5%	4.6%
Carbon	7.2%	6.2%	5.9%	5.7%	5.2%	5.4%	9.6%	6.4%	5.1%	4.2%
Monroe	7.6%	6.6%	6.2%	6.0%	5.5%	5.3%	11.3%	7.2%	5.7%	4.8%
Pike	7.7%	6.7%	6.3%	6.0%	5.5%	5.5%	10.3%	6.9%	5.6%	5.0%
Wayne	6.5%	5.9%	5.7%	5.2%	4.9%	4.7%	9.0%	6.3%	5.1%	4.2%

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

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	10.0%	9.7%	9.1%	8.9%	9.0%	8.9%	8.7%	8.3%	8.3%	8.2%
PA	10.2%	10.4%	10.1%	10.4%	10.0%	9.8%	9.1%	8.4%	8.4%	7.7%
Poconos	9.6%	9.4%	9.8%	10.2%	10.3%	10.4%	9.5%	8.7%	8.4%	8.2%
Carbon	18.5%	18.1%	18.7%	20.3%	19.8%	20.9%	19.5%	16.9%	16.1%	15.4%
Monroe	6.2%	6.7%	7.1%	7.1%	7.1%	6.9%	6.1%	6.0%	5.9%	6.1%
Pike	6.1%	6.3%	6.6%	6.8%	7.0%	7.3%	7.0%	6.1%	6.0%	5.5%
Wayne	11.4%	9.3%	9.7%	9.6%	10.4%	10.0%	9.2%	8.8%	8.8%	8.3%

Source: US Bureau of Economic Analysis

HOUSING

Median household income rose 13% throughout the Pocono region since last year. This increase was larger than the growth in median household income seen nationally and statewide, 9% and 8% respectively.

Median Housing Value

The median housing value in the region increased. Since 2020, the median value nationally increased approximately 22.7% while Pocono home values increased 23.2%. Monroe County has seen the most dramatic increase in home values with their median home value increasing over 27%. Most of the Pocono Region saw a gradual decrease in median home value from 2013 – 2019. Since that time there has been a substantial increase in median home values in the Poconos.

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 rent for the Pocono Region is similar to the national and statewide median. Both Monroe and Pike Counties have median rents higher than the national and statewide median, while the median rents in Carbon and Wayne Counties are lower. Over the past decade, rents in the Poconos have gradually increased, with Monroe and Pike Counties having noticeably higher rents than Carbon and Wayne Counties.

Percent Annual Median Gross Rent to Median Household Income

The median gross rent to median household income has remained relatively stable over the past decade in the Poconos. The past year saw the first increase in percent annual median gross rent to median household income in the Pocono region since 2015. Pike County has consistently had the highest percent annual median gross rent to median household income while Carbon County has consistently had the lowest.

MEDIAN HOUSEHOLD INCOME

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	\$53,046	\$53,482	\$53,889	\$55,322	\$57,652	\$60,293	\$62,843	\$64,994	\$69,021	\$75,149
PA	\$52,548	\$53,115	\$53,599	\$54,895	\$56,951	\$59,445	\$61,744	\$63,627	\$67,597	\$73,170
Poconos	\$53,740	\$53,963	\$54,359	\$55,399	\$57,061	\$59,163	\$60,741	\$62,351	\$65,018	\$73,691
Carbon	\$48,900	\$49,913	\$49,973	\$50,822	\$51,236	\$53,624	\$57,006	\$57,601	\$59,289	\$64,538
Monroe	\$57,408	\$57,748	\$57,365	\$58,980	\$61,430	\$63,931	\$63,934	\$68,734	\$72,679	\$80,656
Pike	\$59,340	\$58,906	\$60,180	\$61,199	\$63,417	\$64,247	\$65,928	\$67,495	\$71,360	\$76,416
Wayne	\$49,313	\$49,285	\$49,919	\$50,595	\$53,161	\$54,851	\$56,096	\$55,572	\$56,744	\$59,240

MEDIAN HOUSING VALUE

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	\$176,700	\$175,700	\$178,600	\$184,700	\$193,500	\$204,900	\$217,500	\$229,800	\$244,900	\$281,900
PA	\$164,700	\$164,900	\$166,000	\$167,700	\$170,500	\$174,100	\$180,200	\$187,500	\$197,300	\$226,200
Poconos	\$177,875	\$174,025	\$170,350	\$166,750	\$166,600	\$169,150	\$170,350	\$172,375	\$182,125	\$212,436
Carbon	\$146,700	\$145,200	\$144,700	\$141,300	\$141,200	\$141,600	\$146,400	\$150,400	\$158,000	\$179,600
Monroe	\$191,800	\$183,100	\$174,500	\$170,600	\$167,200	\$167,000	\$168,000	\$173,800	\$182,000	\$221,100
Pike	\$193,100	\$189,200	\$183,200	\$180,600	\$183,400	\$187,000	\$185,700	\$186,600	\$197,600	\$225,100
Wayne	\$179,900	\$178,600	\$179,000	\$174,500	\$174,600	\$181,000	\$181,300	\$178,700	\$190,100	\$211,000

PERCENT MEDIAN HOUSING VALUE TO MEDIAN HOUSEHOLD INCOME

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	333%	329%	331%	334%	336%	340%	346%	354%	355%	375%
PA	313%	310%	310%	305%	299%	293%	292%	295%	292%	309%
Poconos	331%	322%	313%	301%	292%	286%	280%	276%	280%	288%
Carbon	300%	291%	290%	278%	276%	264%	257%	261%	268%	278%
Monroe	334%	317%	304%	289%	272%	261%	263%	253%	250%	274%
Pike	325%	321%	304%	295%	289%	291%	282%	276%	277%	295%
Wayne	365%	362%	359%	345%	335%	330%	323%	322%	335%	356%

MEDIAN GROSS RENT (MONTHLY)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	\$904	\$920	\$928	\$949	\$982	\$1,023	\$1,062	\$1,096	\$1,023	\$1,268
PA	\$813	\$832	\$840	\$859	\$885	\$915	\$938	\$958	\$915	\$1,100
Poconos	\$895	\$918	\$933	\$948	\$962	\$975	\$990	\$996	\$975	\$1,190
Carbon	\$757	\$750	\$773	\$805	\$807	\$800	\$830	\$836	\$800	\$941
Monroe	\$990	\$1,038	\$1,014	\$1,040	\$1,071	\$1,087	\$1,108	\$1,154	\$1,087	\$1,311
Pike	\$1,071	\$1,101	\$1,118	\$1,133	\$1,138	\$1,197	\$1,200	\$1,204	\$1,197	\$1,344
Wayne	\$760	\$783	\$826	\$812	\$832	\$816	\$820	\$791	\$816	\$933

PERCENT ANNUAL MEDIAN GROSS RENT TO MEDIAN HOUSEHOLD INCOME

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	20.5%	20.6%	20.7%	20.6%	20.4%	20.4%	20.3%	20.2%	17.8%	20.2%
PA	18.6%	18.8%	18.8%	18.8%	18.6%	18.5%	18.2%	18.1%	16.2%	18.2%
Poconos	20.0%	20.4%	20.6%	20.5%	20.2%	19.8%	19.5%	19.2%	18.0%	19.4%
Carbon	18.6%	18.0%	18.6%	19.0%	18.9%	17.9%	17.5%	17.4%	16.2%	17.5%
Monroe	20.7%	21.6%	21.2%	21.2%	20.9%	20.4%	20.8%	20.1%	17.9%	19.5%
Pike	21.7%	22.4%	22.3%	22.2%	21.5%	22.4%	21.8%	21.4%	20.1%	21.1%
Wayne	18.5%	19.1%	19.9%	19.3%	19.1%	17.9%	17.5%	17.1%	17.3%	18.9%

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

ARTS, ENTERTAINMENT & RECREATION

The tourism industry remains a critical component of the Pocono economy. Overall, 10.1% of workers in the Poconos are employed in the Arts, Entertainment, and Recreation or Accommodation and Food Services industries. This is higher than national and statewide percentage. This percentage has declined since the pandemic. For most of the past decade, Monroe County had the largest percentage of their workforce in tourism related industries, since 2020 however, Pike County has overtaken Monroe County.

ARTS, ENTERTAINMENT & RECREATION AS A PERCENT OF TOTAL EMPLOYMENT

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	9.3%	9.5%	9.6%	9.7%	9.7%	9.7%	9.7%	9.4%	9.1%	9.0%
PA	8.2%	8.3%	8.4%	8.5%	8.4%	8.4%	8.3%	8.1%	7.8%	7.7%
Poconos	10.9%	11.1%	11.5%	11.8%	11.5%	11.9%	11.7%	11.3%	10.8%	10.1%
Carbon	7.9%	8.2%	7.8%	8.3%	7.6%	7.7%	7.4%	7.9%	8.1%	8.0%
Monroe	12.5%	12.3%	13.1%	13.6%	13.0%	13.2%	13.3%	11.9%	10.8%	10.1%
Pike	10.8%	12.5%	12.7%	12.3%	11.8%	13.4%	12.1%	13.2%	13.4%	12.1%
Wayne	9.1%	9.3%	9.6%	9.7%	10.6%	11.1%	10.9%	11.5%	11.3%	10.7%

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 in the Pocono counties than what is seen across the United States and Pennsylvania. Pike County is an outlier and has significantly less primary care physicians per population.

RATIO OF POPULATION TO 1 PRIMARY CARE PHYSICIAN

Data Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
US				1,320	1,320	1,330	1,330	1,320	1,310	1,310
PA	1,244	1,249	1,220	1,230	1,230	1,230	1,240	1,230	1,220	1,220
Poconos	2,338	2,429	2,333	2,343	2,345	2,453	2,440	2,568	2,558	2,520
Carbon	2,247	2,167	2,090	2,080	2,000	2,050	2,200	2,380	2,380	2,670
Monroe	2,072	2,221	2,200	2,190	2,190	2,340	2,370	2,420	2,430	2,360
Pike	2,992	3,161	2,980	3,120	3,290	3,470	3,480	3,500	3,280	3,120
Wayne	2,039	2,165	2,060	1,980	1,900	1,950	1,710	1,970	2,140	2,330

Source: County Health Rankings & Roadmaps

EDUCATION

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

The Pocono Region has consistently had a greater percentage of its population over 25 years of age have a high school diploma or equivalent than the national average. In all geographies, the percentage of individuals over 25 with a high school diploma or equivalent has increased in the past decade. Pike County stands out with over 93% of individuals over 25 having a high school diploma or equivalent. That is approximately 4% higher than the national average.

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

The percentage of individuals over the age of 25 with a bachelor's degree has increased across all geographies over the past decade. The Pocono Region has consistently trailed the nation and state in terms of population with a bachelor's degree. Over the past decade, Carbon County has consistently had the lowest percentage of their population with a bachelor's degree while Pike County has consistently had the highest.

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

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	86.0%	86.3%	86.7%	87.0%	87.3%	87.7%	88.0%	88.9%	88.9%	89.1%
PA	88.7%	89.0%	89.2%	89.5%	89.9%	90.2%	90.5%	91.0%	91.4%	91.7%
Poconos	89.1%	89.5%	89.6%	89.7%	89.7%	90.1%	90.1%	90.1%	90.5%	90.7%
Carbon	87.4%	88.9%	88.7%	89.2%	89.6%	89.6%	89.4%	89.8%	90.3%	89.7%
Monroe	89.6%	89.8%	89.7%	89.6%	89.2%	89.4%	89.6%	89.5%	89.7%	89.9%
Pike	91.3%	90.5%	91.0%	90.7%	91.6%	92.9%	93.0%	92.4%	93.1%	93.1%
Wayne	87.7%	88.2%	89.3%	89.9%	89.5%	89.8%	89.6%	90.0%	90.6%	91.6%

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

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	28.8%	29.3%	29.8%	30.3%	30.9%	31.5%	32.1%	32.9%	33.7%	34.3%
PA	27.5%	28.1%	28.6%	29.3%	30.1%	30.8%	31.4%	32.3%	33.1%	33.8%
Poconos	21.1%	20.9%	21.1%	21.9%	22.3%	22.9%	23.0%	23.7%	23.5%	24.2%
Carbon	15.1%	15.0%	15.5%	16.0%	16.0%	16.8%	17.9%	17.9%	17.7%	18.3%
Monroe	23.8%	23.2%	23.0%	23.6%	24.0%	24.4%	24.7%	25.8%	26.1%	26.6%
Pike	22.5%	22.9%	23.7%	25.3%	26.5%	28.0%	26.8%	27.1%	26.8%	27.4%
Wayne	19.2%	19.6%	19.7%	20.5%	20.4%	20.4%	20.4%	20.7%	19.6%	20.8%

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

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
US	59.497M	61.253M	62.952M	64.768M	66.888M	68.867M	70.920M	73.356M	75.809M	77.751M
PA	2.396M	2.463M	2.522M	2.596M	2.673M	2.745M	2.814M	2.907M	3.017M	3.081M
Poconos	50,283	49,993	50,483	52,390	53,612	55,414	56,187	58,298	58,521	60,725
Carbon	7,115	7,095	7,292	7,535	7,529	7,899	8,429	8,502	8,460	8,810
Monroe	26,671	26,075	25,986	26,672	27,411	28,147	28,742	30,421	30,662	31,550
Pike	9,060	9,239	9,610	10,275	10,711	11,397	11,014	11,260	11,693	12,172
Wayne	7,437	7,584	7,595	7,908	7,961	7,971	8,002	8,115	7,706	8,193

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



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PLATINUM



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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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