

PTP State of the Region 2025

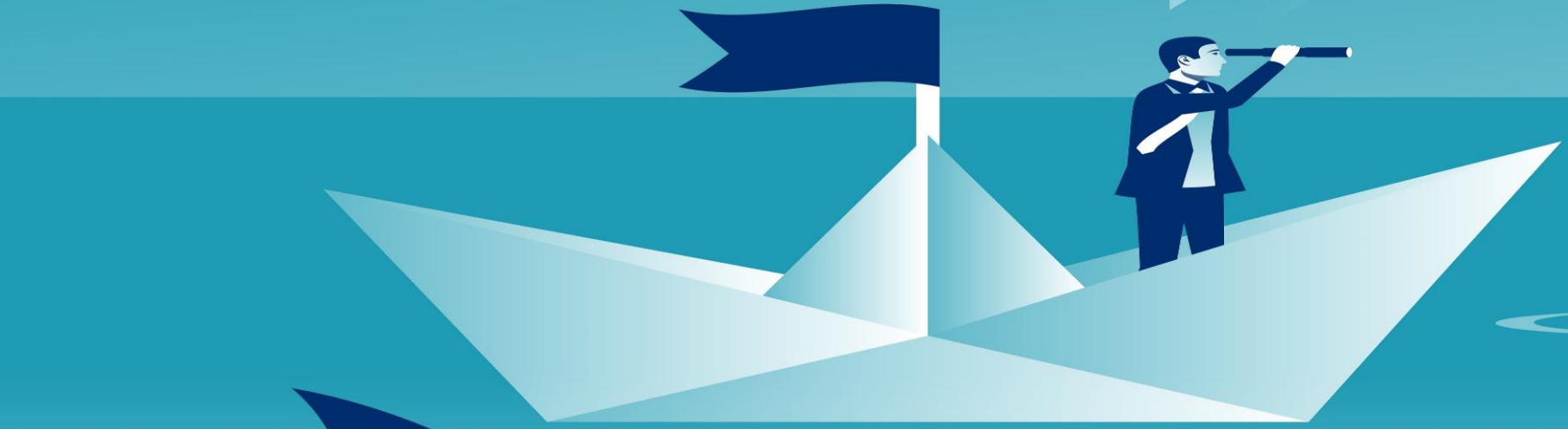


Presented by Ted Abernathy October 2025

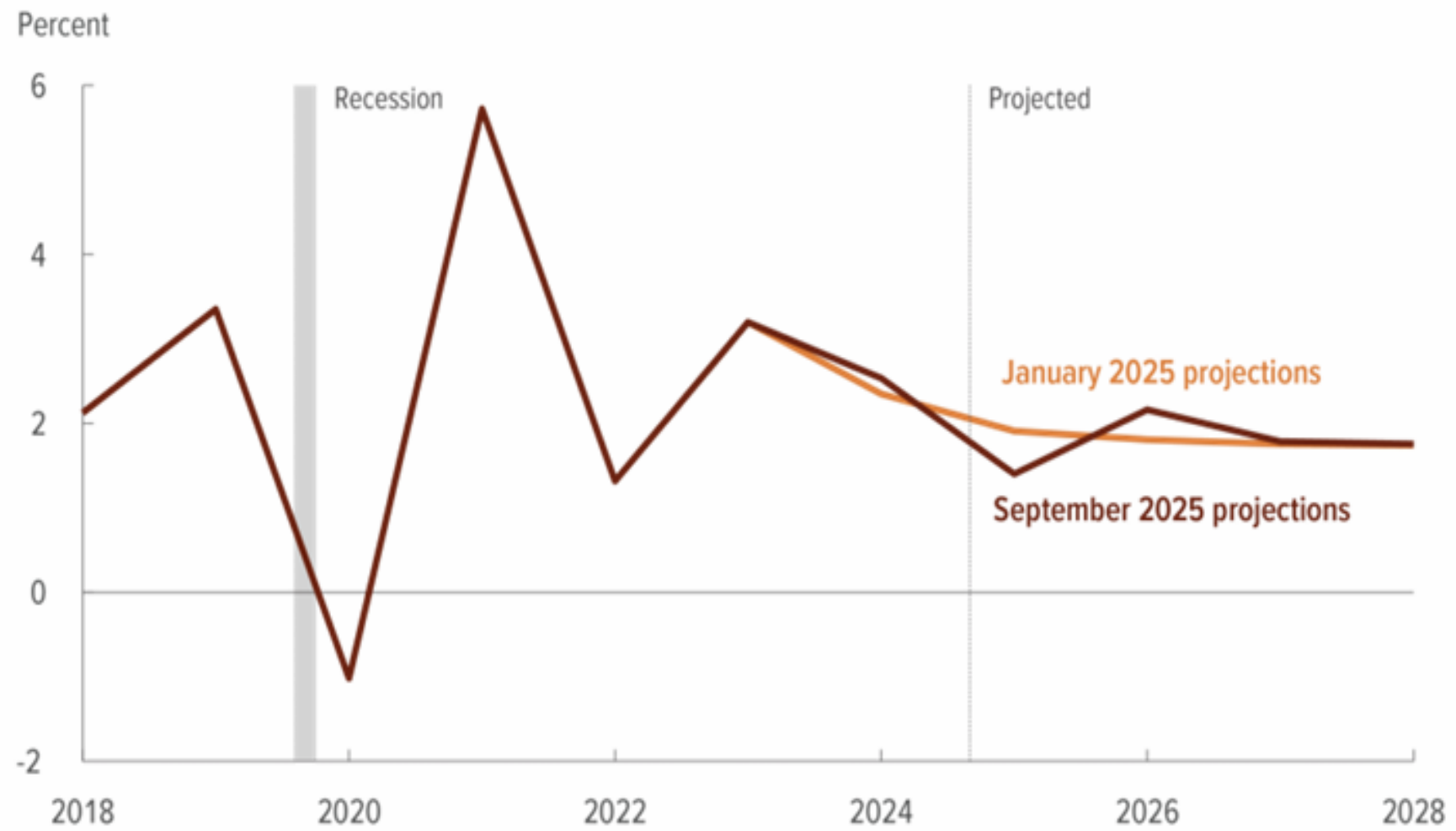
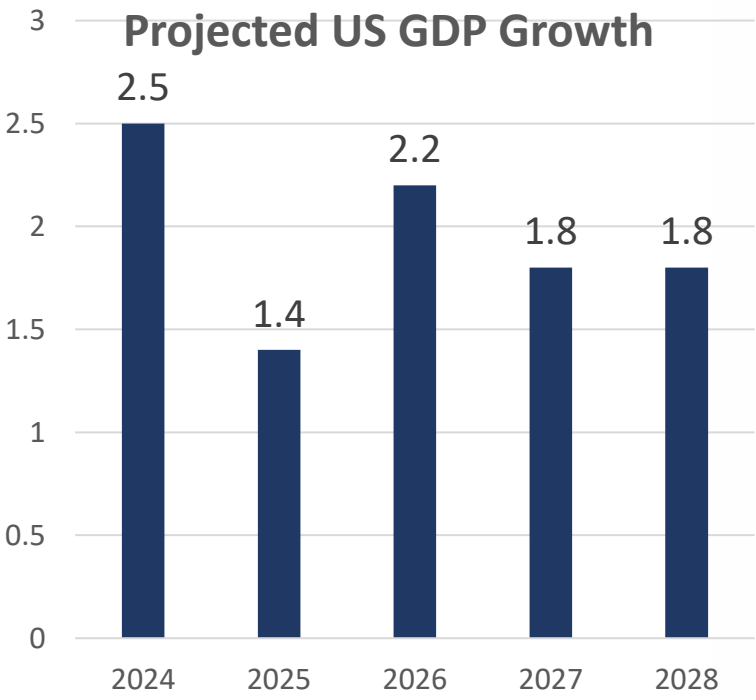
- Founded in 2013
- Working in 28 states for 64 Clients
- Statewide & Regional Competitiveness Strategies
- Locational Analysis
- Corporate Communications
- Trendspotting & Strategy



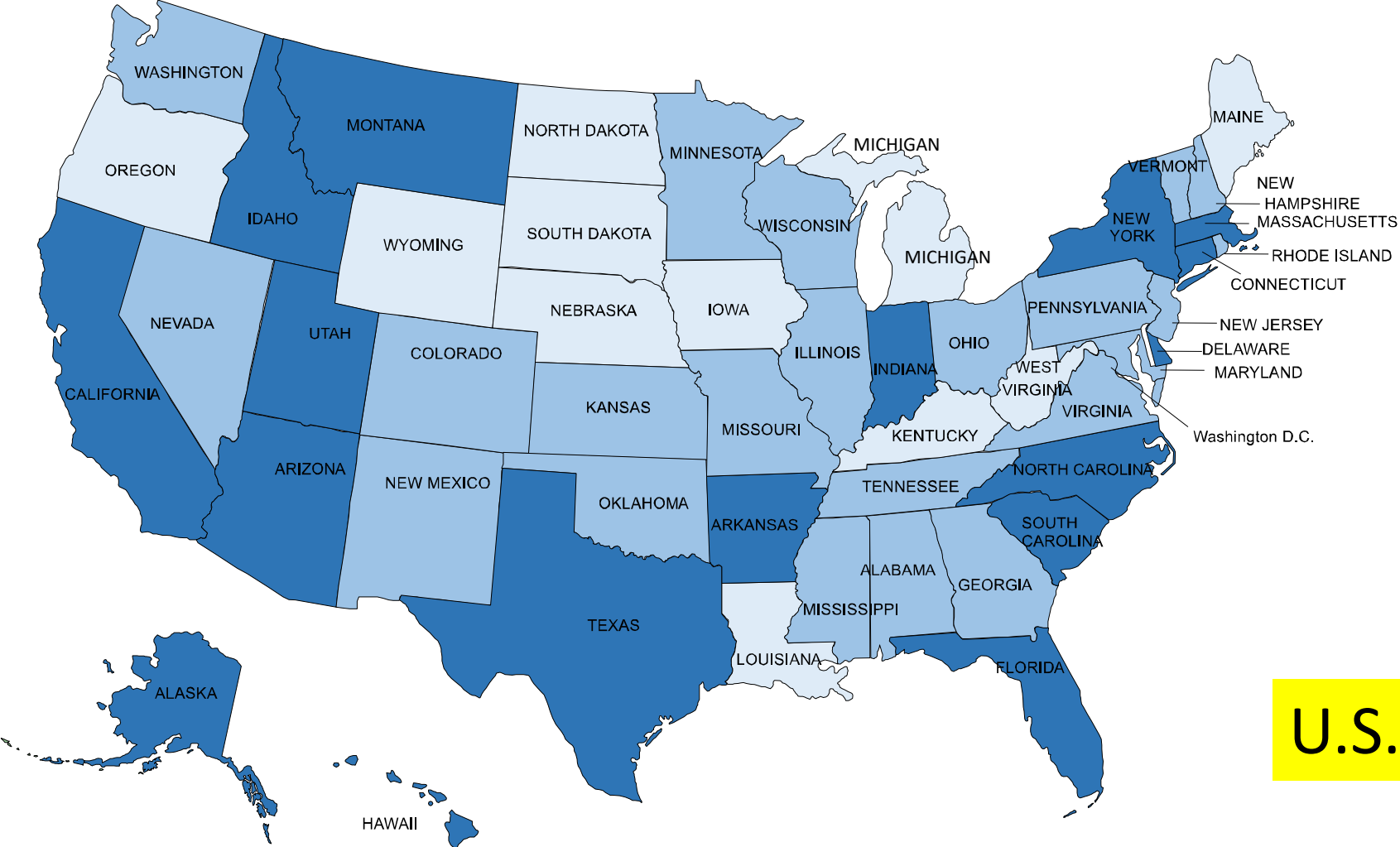
Parsing the Economy



Growth of Real GDP in CBO's January 2025 and September 2025 Projections



Real GDP One Year Percentage Change 2024Q2 – 2025Q2



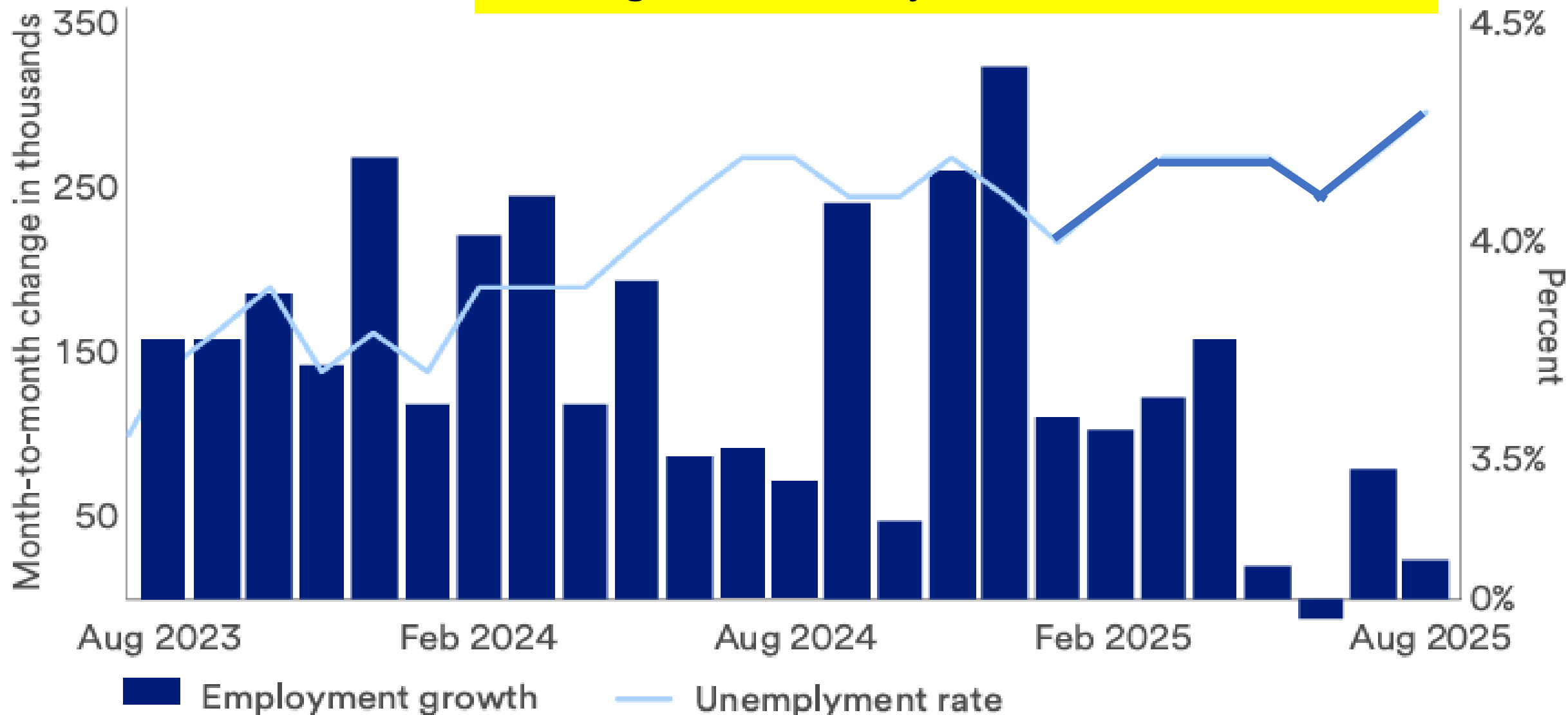
U.S. 2.1%

Sources: US Bureau of Economic Analysis



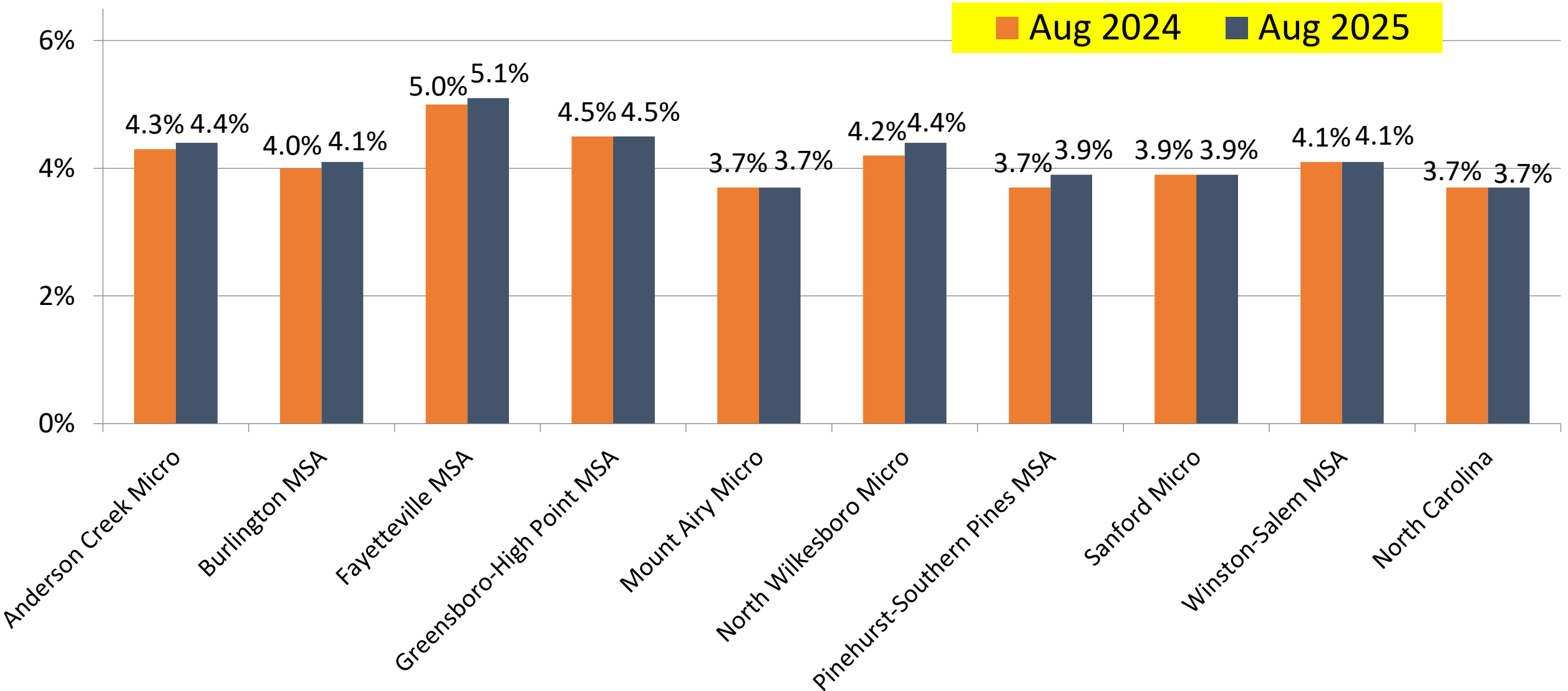
U.S. Labor market

Unemployment remains low, but has been rising in 2025, and job creation has slowed



Source: U.S. Bank Economics; U.S. Bureau of Labor Statistics (BLS); Bloomberg

Carolina Core MSAs and MICROS Change in Unemployment Rate August 2024- August 2025



Labor Market Flows

Labor Market Flows
Percent

— Job Openings Rate** - - - Hires Rate* ■ ■ ■ Quits Rate*



Source: JOLTS via Haver Analytics

The Eagle Hill Consulting Employee Retention Index

October 2025 release

Uncover emerging trends. Anticipate shifts in retention. Keep your best people.



The Eagle Hill Consulting Employee Retention Index



Employees are staying in their jobs

The Eagle Hill Consulting Employee Retention Index

October 2025 release

Uncover emerging trends. Anticipate shifts in retention. Keep your best people.

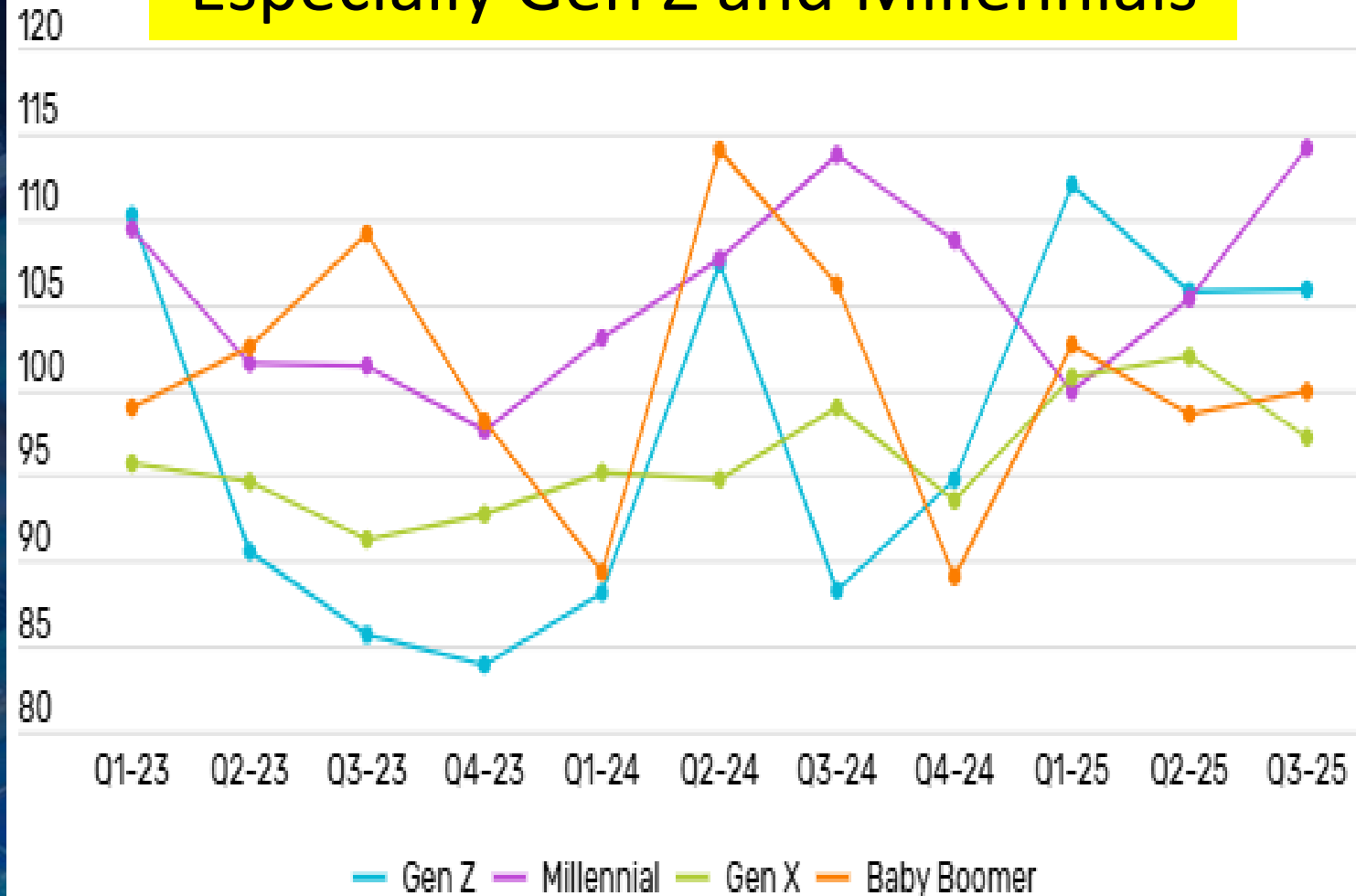


The Eagle Hill Consulting Employee Retention Index

Generational breakouts

Gender breakouts

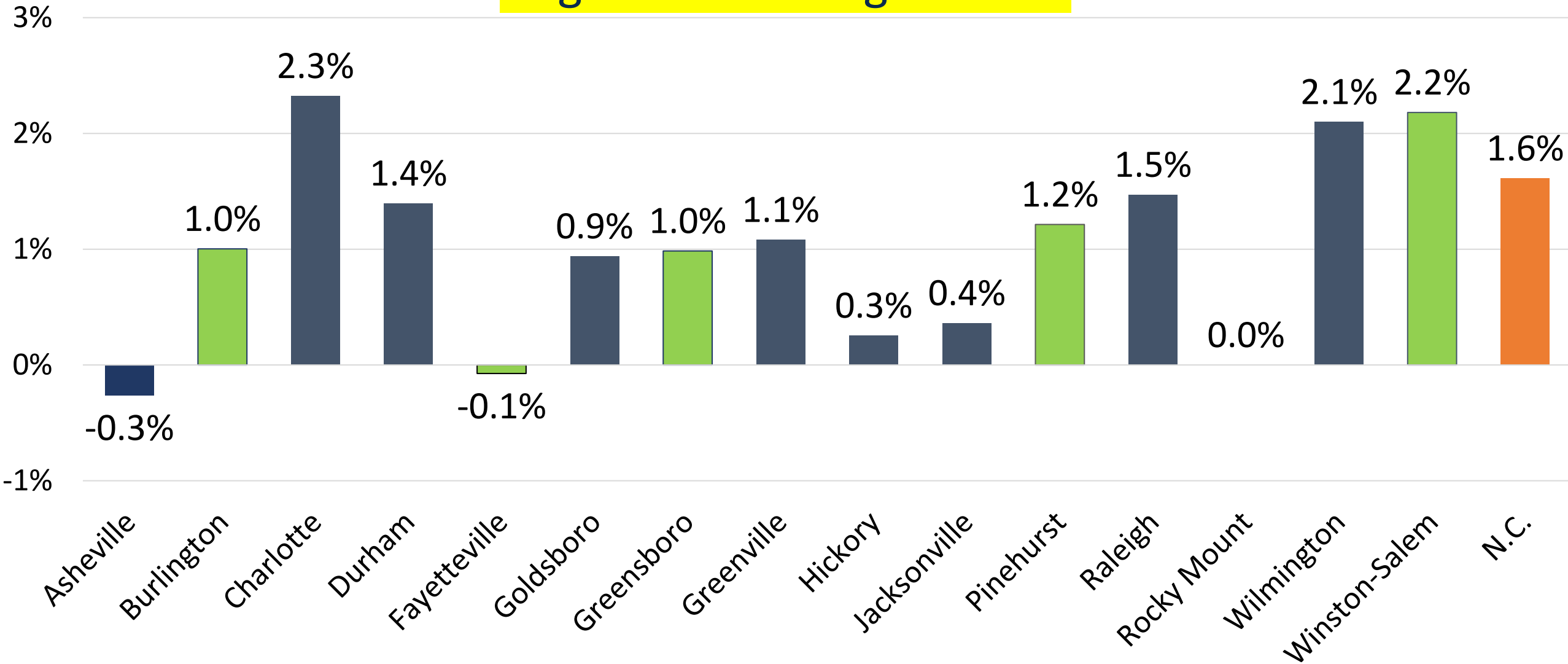
Especially Gen Z and Millennials



Index, 100 = Dec 2022 - Feb 2023

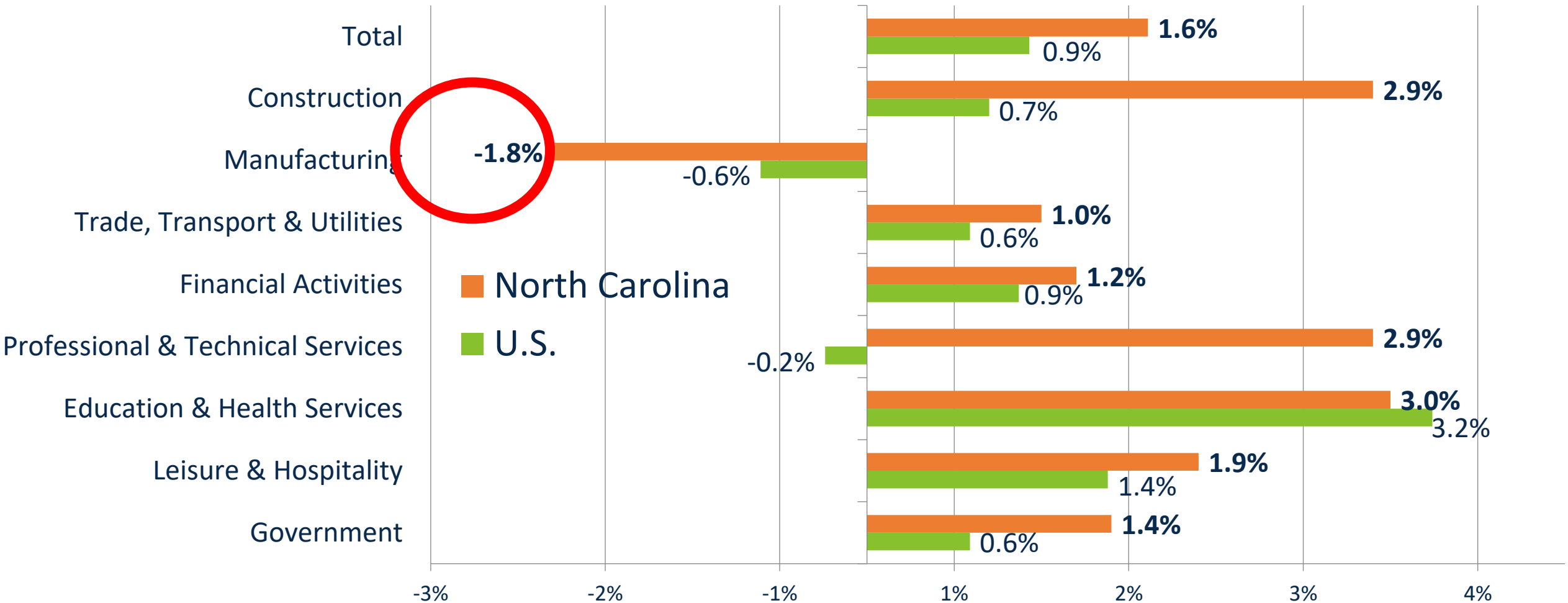
NC Metro Percentage Non-Farm Job Change

August 2024 - August 2025



North Carolina & U.S. Nonfarm Employment Change by Sector

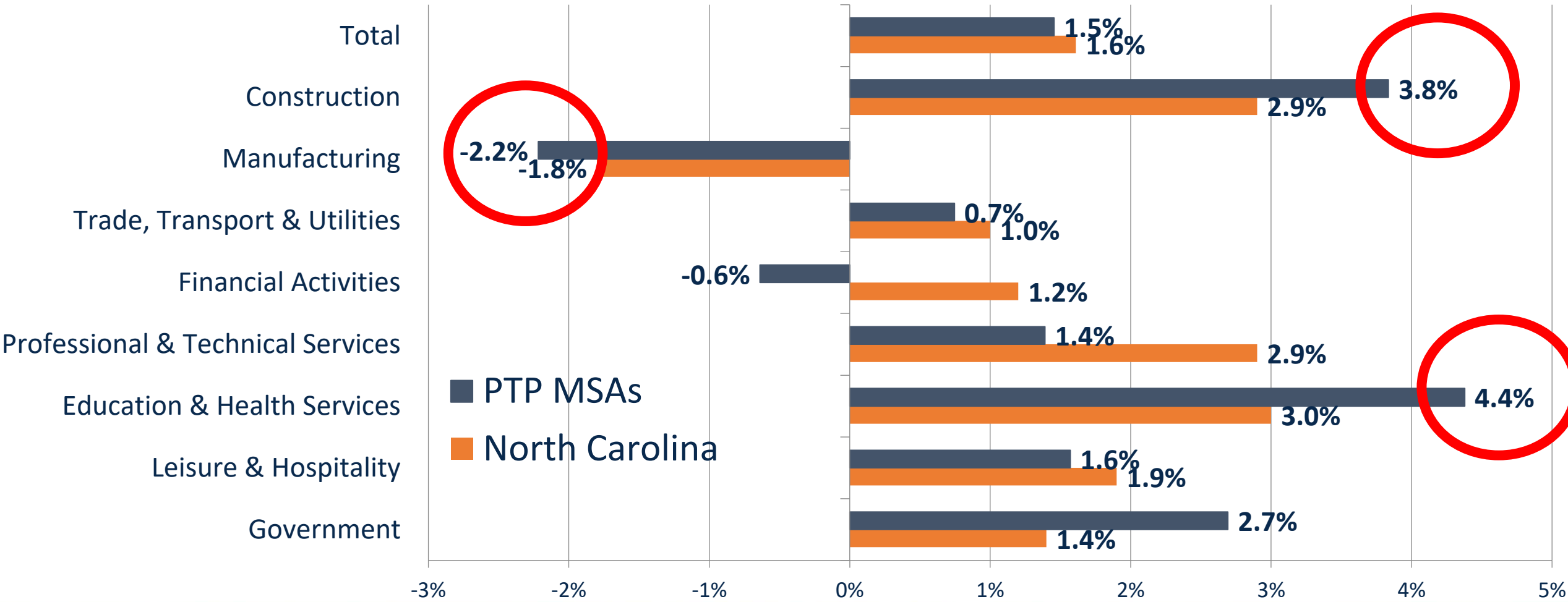
August 2024 – August 2025



Source: US Bureau of Labor Statistics
Nonfarm Payroll Employment

N.C. & 3 PTP MSAs Nonfarm Employment Change by Sector

August 2024 – August 2025



Source: US Bureau of Labor Statistics
Nonfarm Payroll Employment

Carolina Core
Occupational
Churn 2014 to Now
(+83,561)

Cooks and Food
Prep +24,246

Food Serving
-16,565

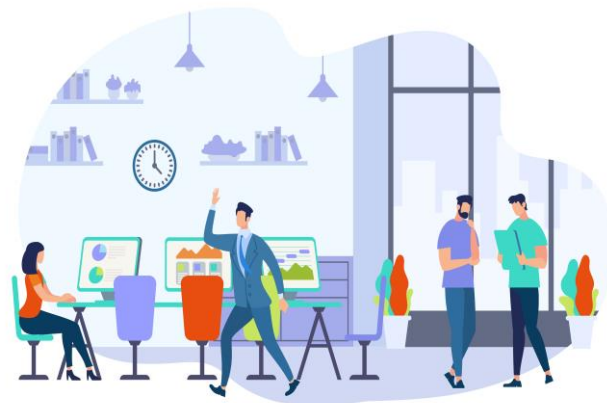
Computer Occ
+4,105

Construction



Construction Trades +7,144

Office Work



Record Clerks -6,917

Financial Clerks -6,187

Admin Support -4,900

Sales Workers -5,093

Healthcare



Healthcare Diagnosing +10,929

Health Techs +5,496

Health Support +1,553

Retail



Carolina Core
Occupational
Churn 2014 to Now
(+83,561)

Cooks and Food
Prep +24,246

Food Serving
-16,565

Computer Occ
+4,105

Logistics



Material Moving **+11,902**

Business Operations & Management

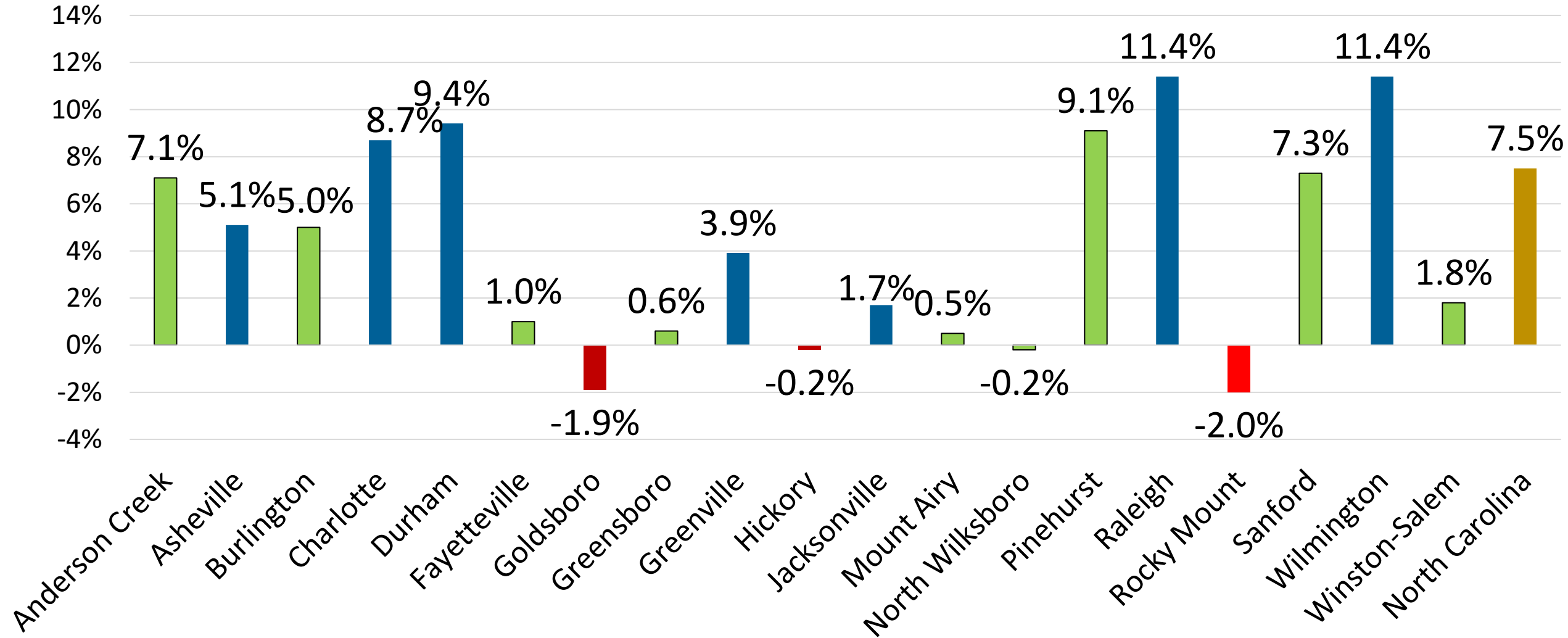


Business Operations Specialists **+15,108**

Other management **+9,799**

(Market Analysts, Compliance Officers,
Logistics, HR)

Projected Job Growth 2024-2034



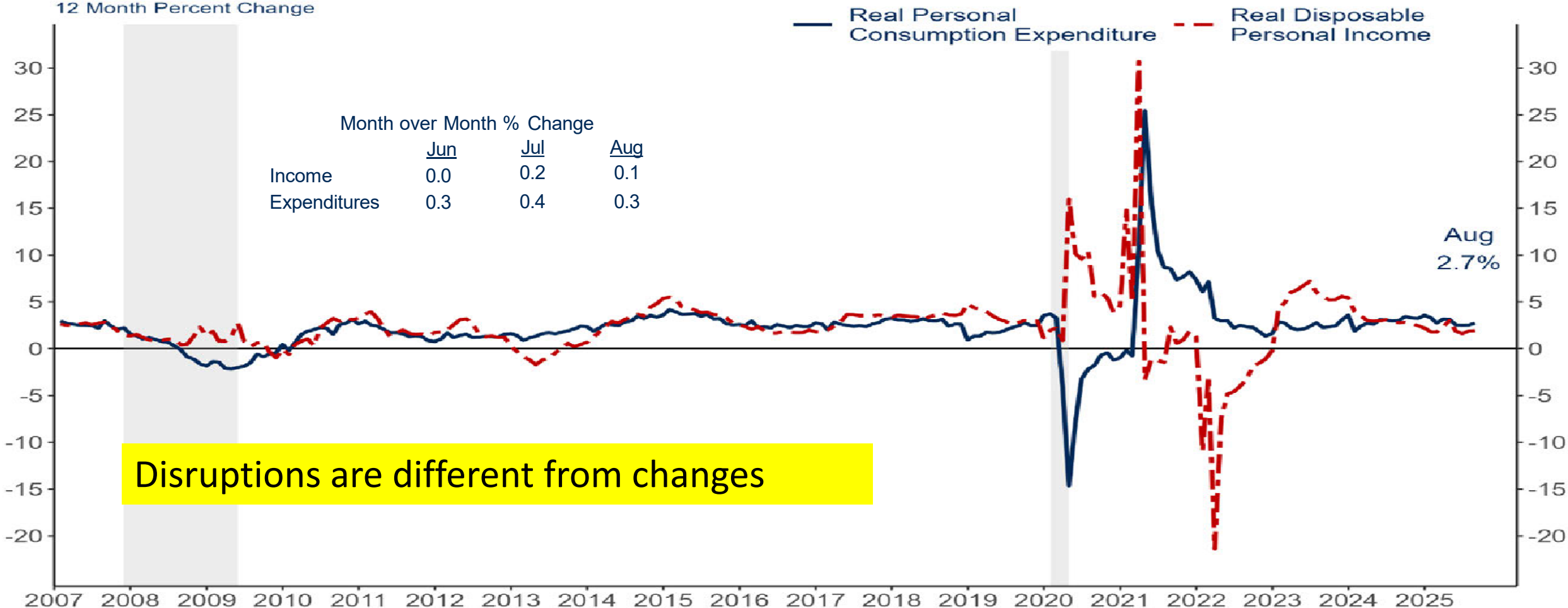
2/3 of the US Economy is Consumer Consumption



Consumer Spending and Income

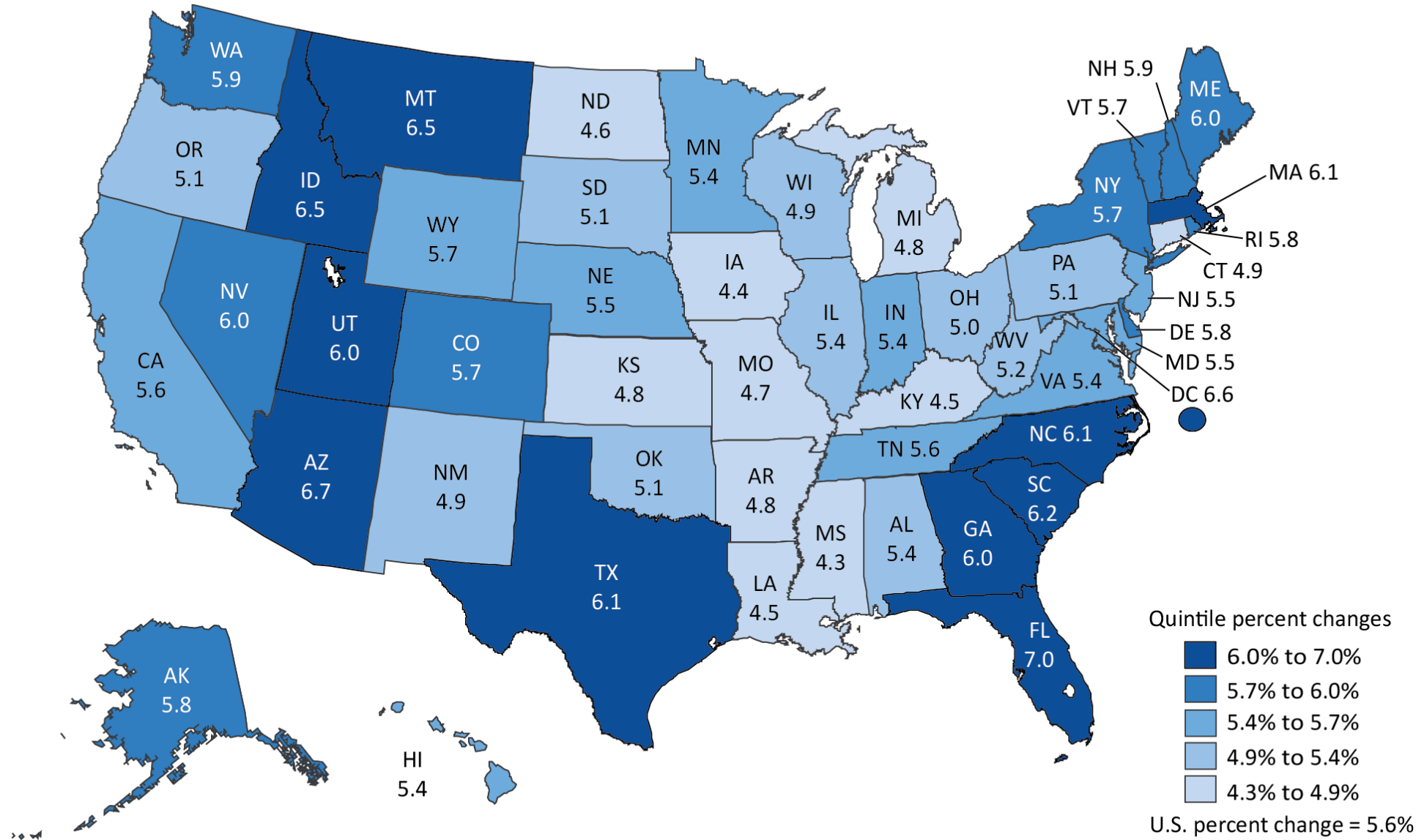
Consumer Spending and Income

12 Month Percent Change



Source: Bureau of Economic Analysis via Haver Analytics

Personal Consumption Expenditures by State: Percent Change, 2023–2024

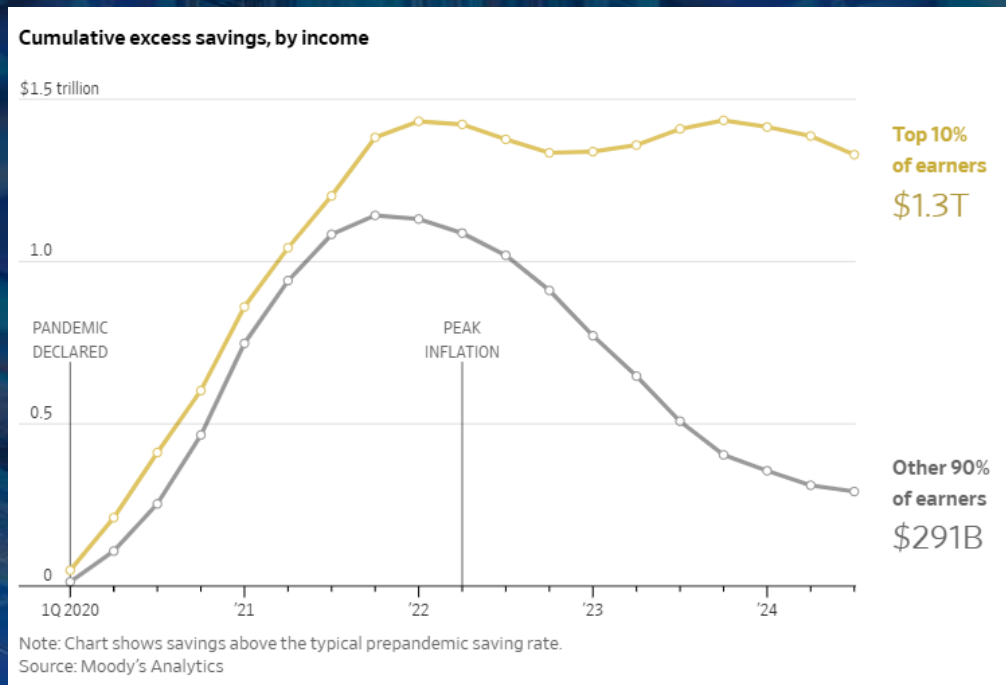


U.S. Bureau of Economic Analysis

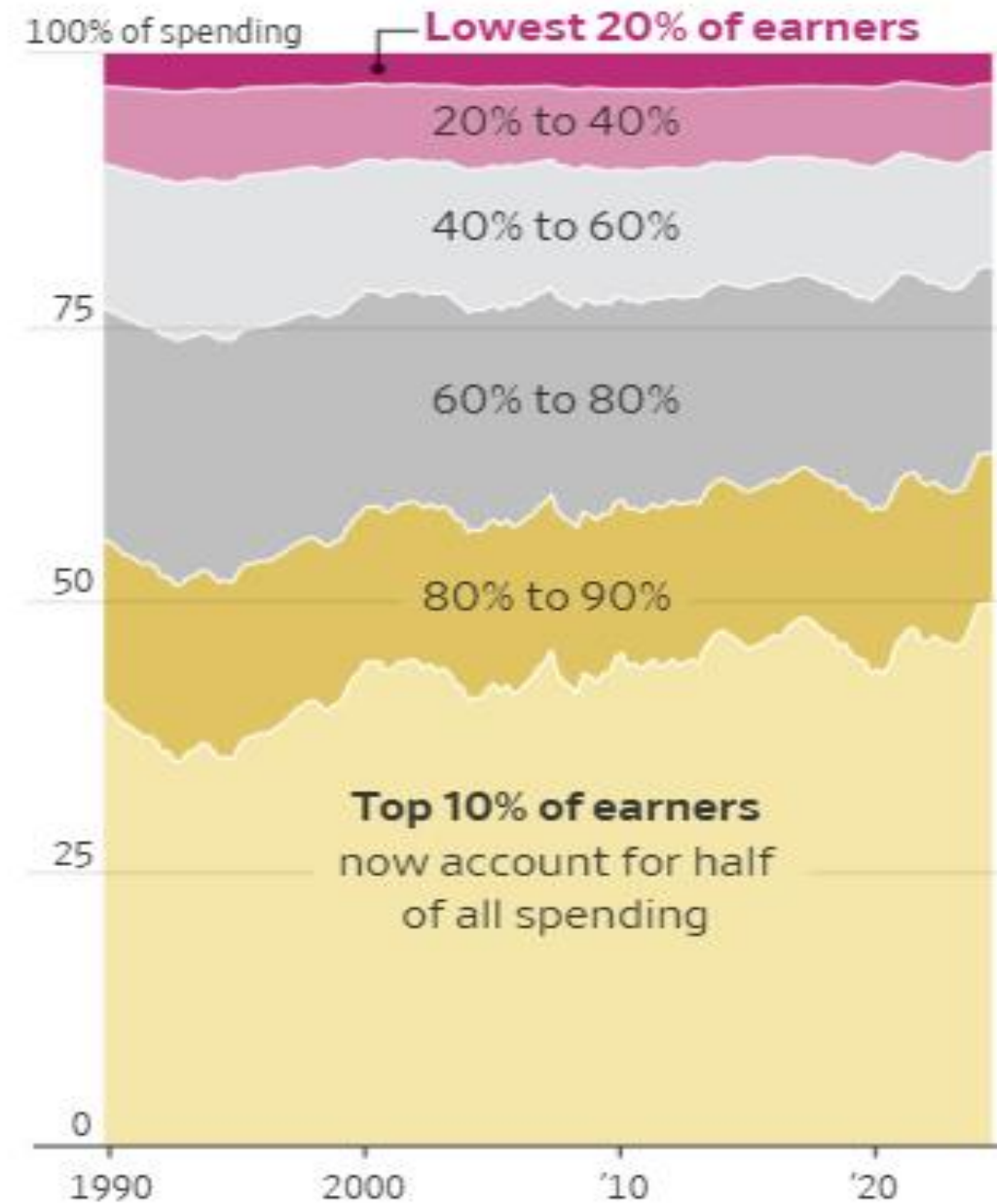
NC among the national leaders at 6.1% growth

Last year, consumer spending grew almost 3 percent (after adjusting for inflation). That fell to 1.4 percent in the second quarter of this year and is expected to remain tepid.

The top 10 percent of earners now drive about half of spending, up from 36 percent three decades ago.



Share of spending, by income group

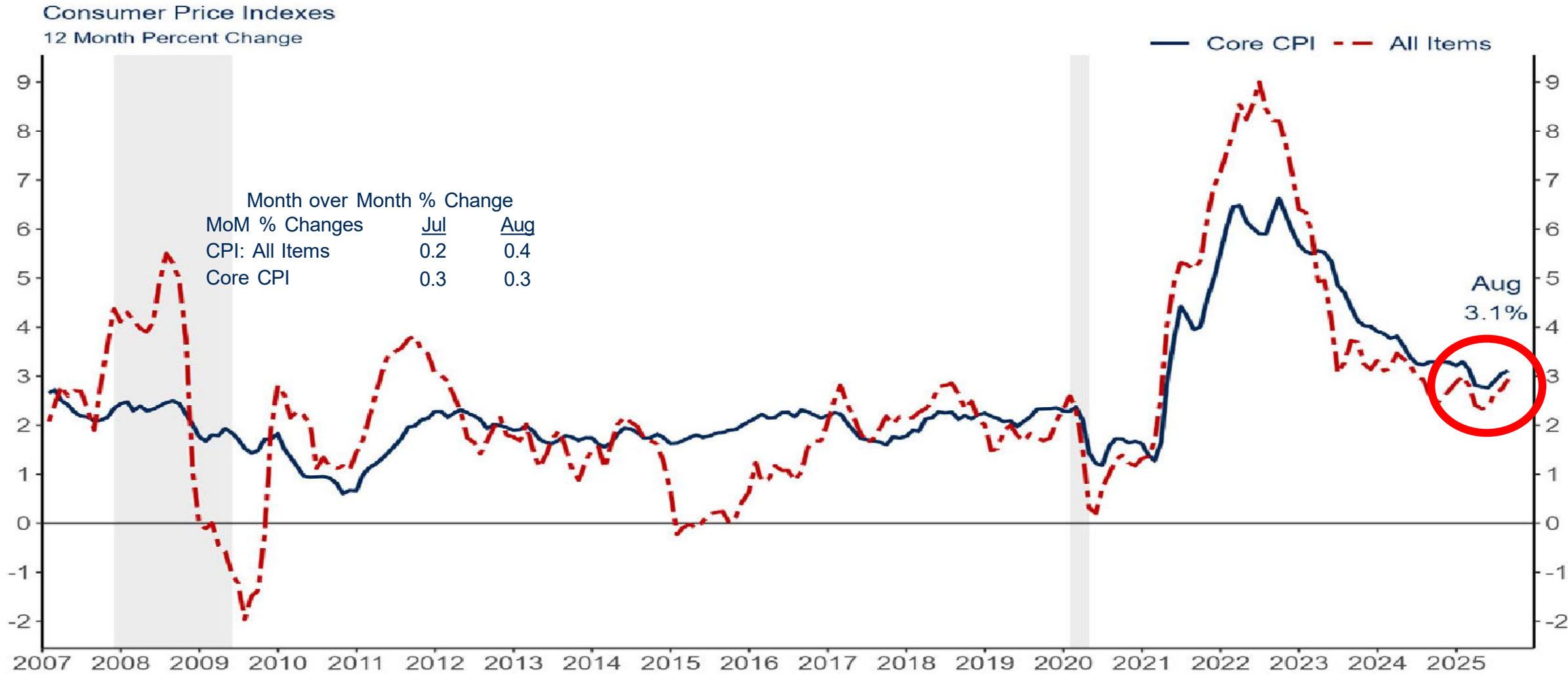


Source: Moody's Analytics

2/3 of the US Economy is Consumer Consumption



Consumer Price Indexes



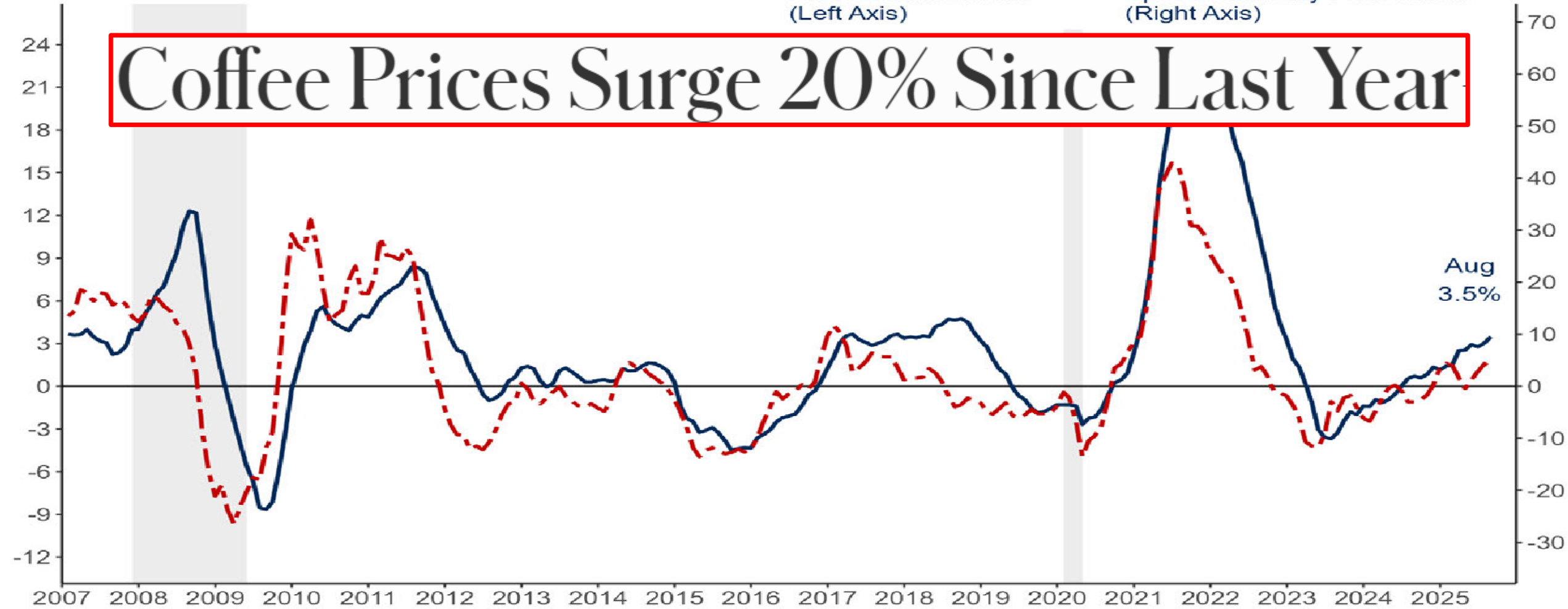
Source: Bureau of Labor Statistics via Haver Analytics

Commodity Price Indexes

Commodity Price Indexes
12 Month Percent Change

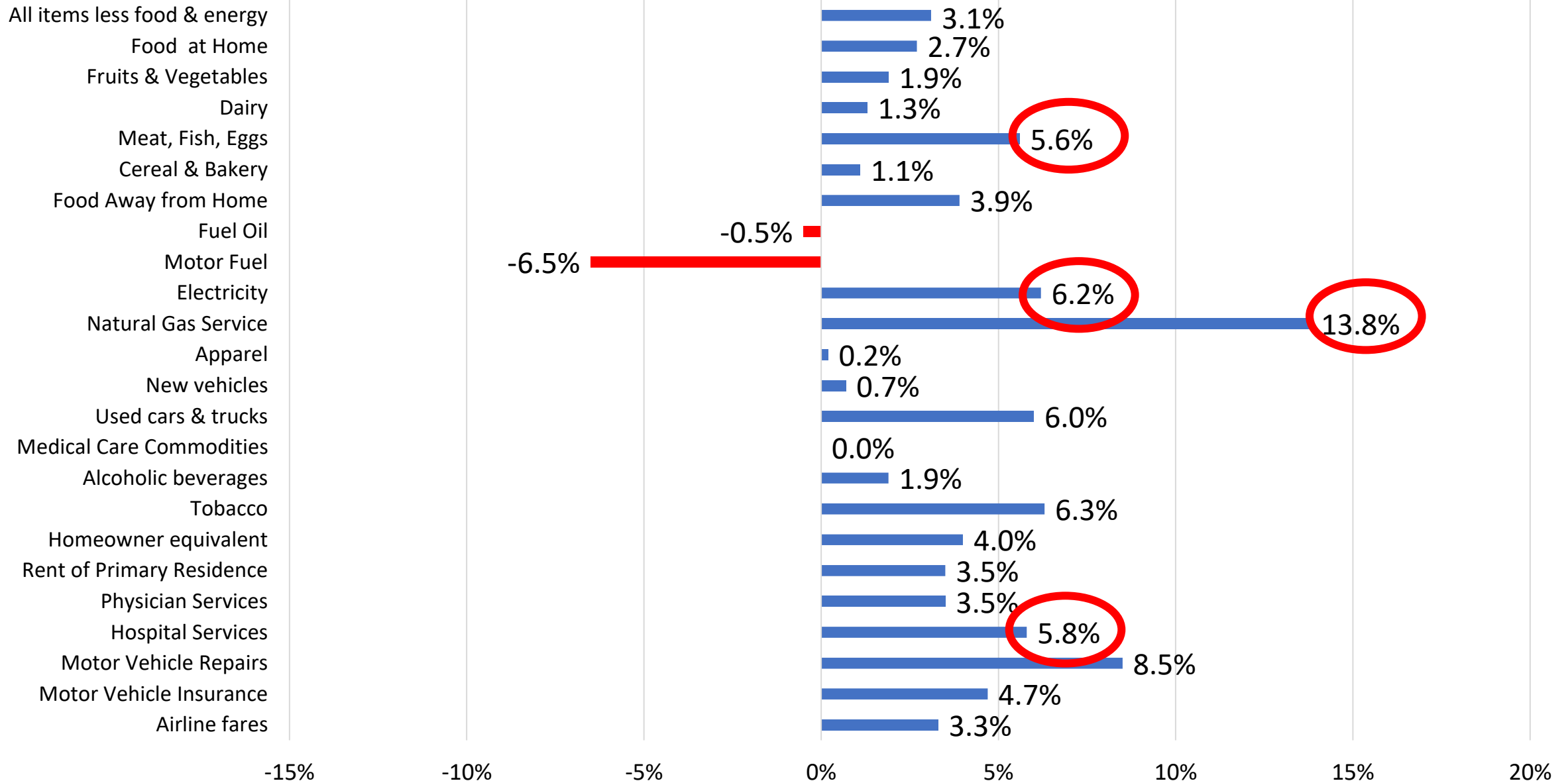
— PPI Core Intermediate
Processed Materials (Left Axis)
- - - Commodity Research Bureau
Spot Commodity Price Index
(Right Axis)

Coffee Prices Surge 20% Since Last Year



Source: Bureau of Labor Statistics & Commodity Research Bureau via Haver Analytics

Consumer Price Index Percent Change August 2024 – August 2025



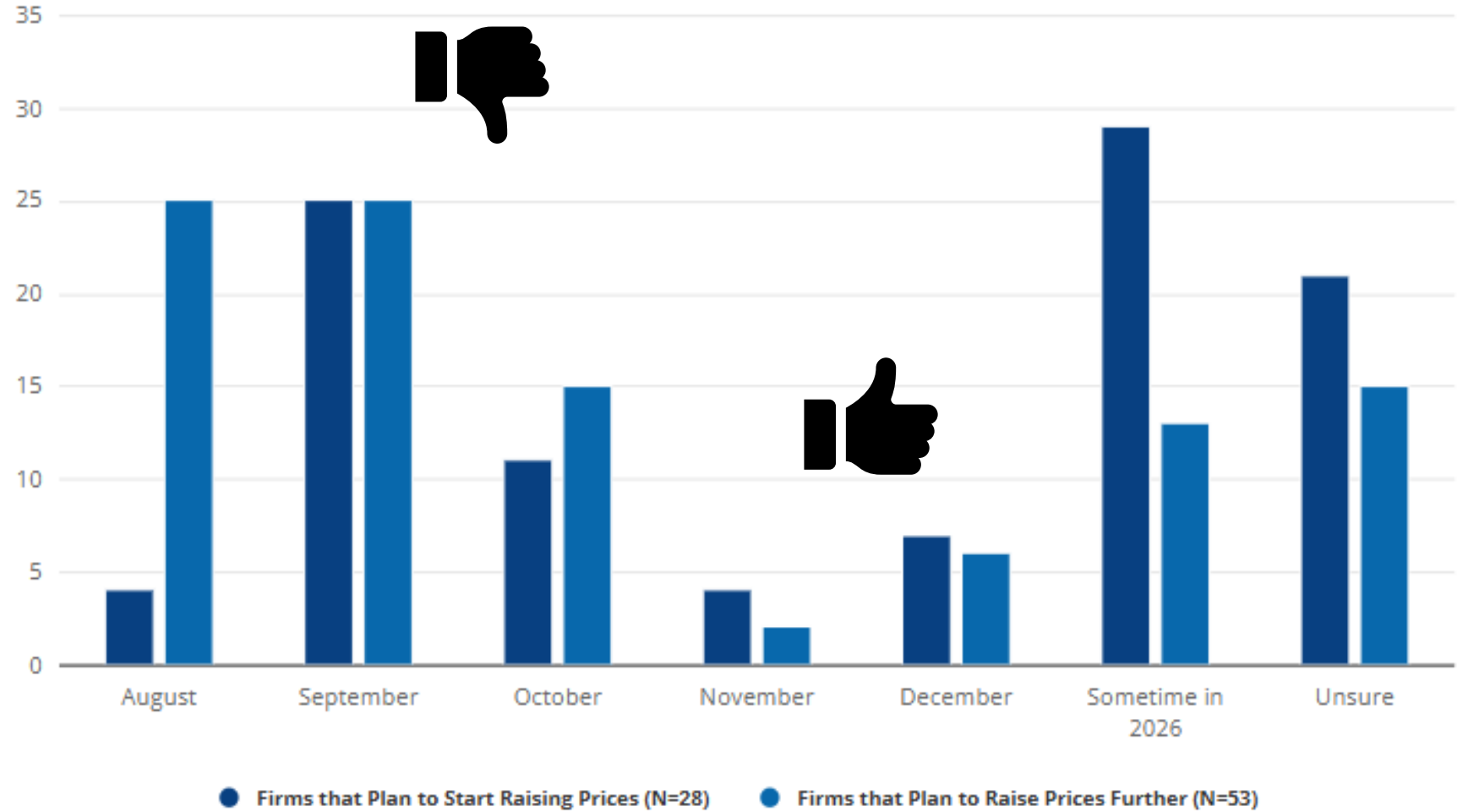


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When do you plan to start raising prices or raise prices further due to tariffs? ☰

Percent of Firms that Plan to Raise Prices Due to Tariffs

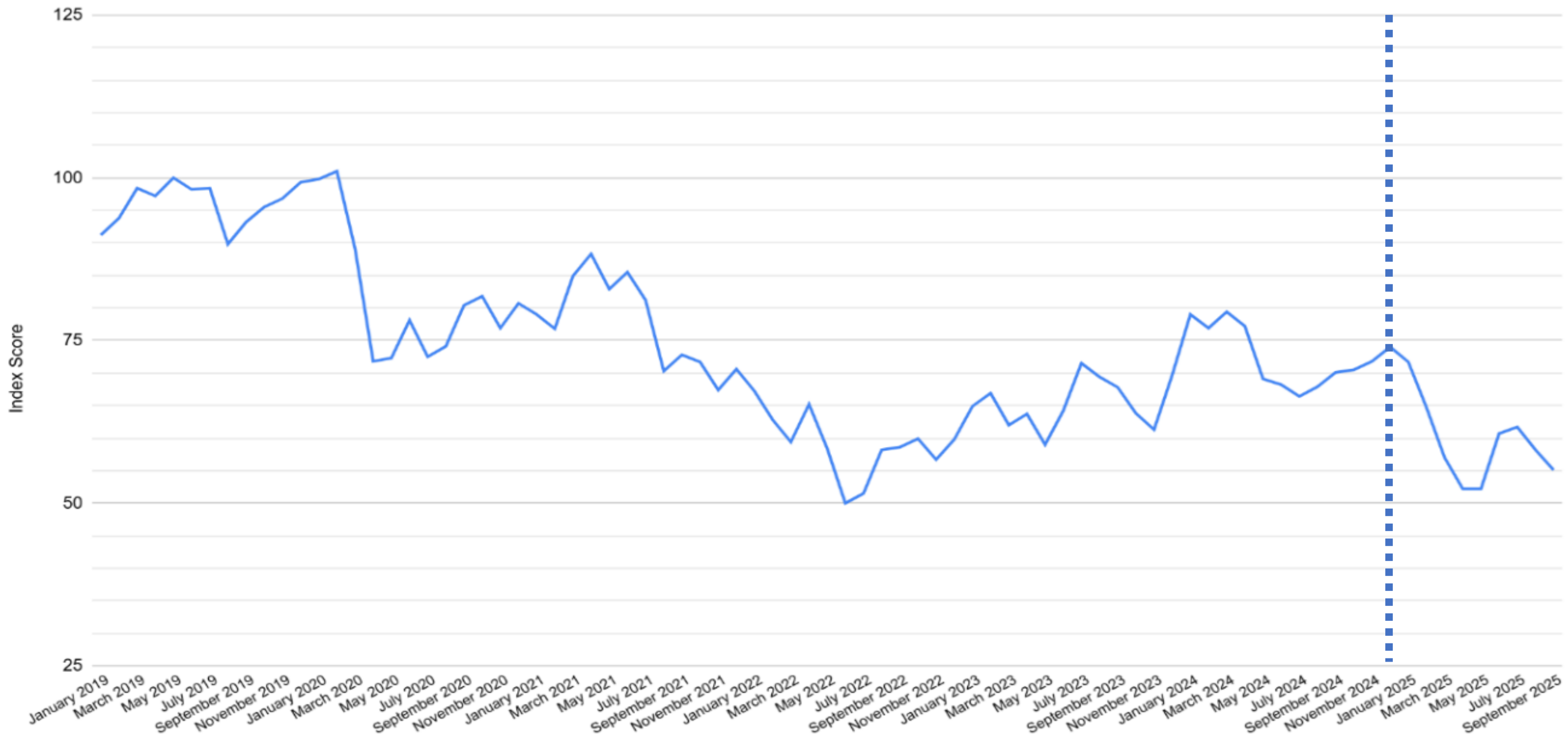


Note: Respondents only received this question if they reported that all or some of their imported products are currently subject to tariffs and that they plan on increasing prices due to tariffs.

Source: Federal Reserve Bank of Richmond Surveys (August 2025)

University of Michigan, Consumer Sentiment Index

January 2019 - September 2025



Source: University of Michigan, Survey Research Center, Surveys of Consumers

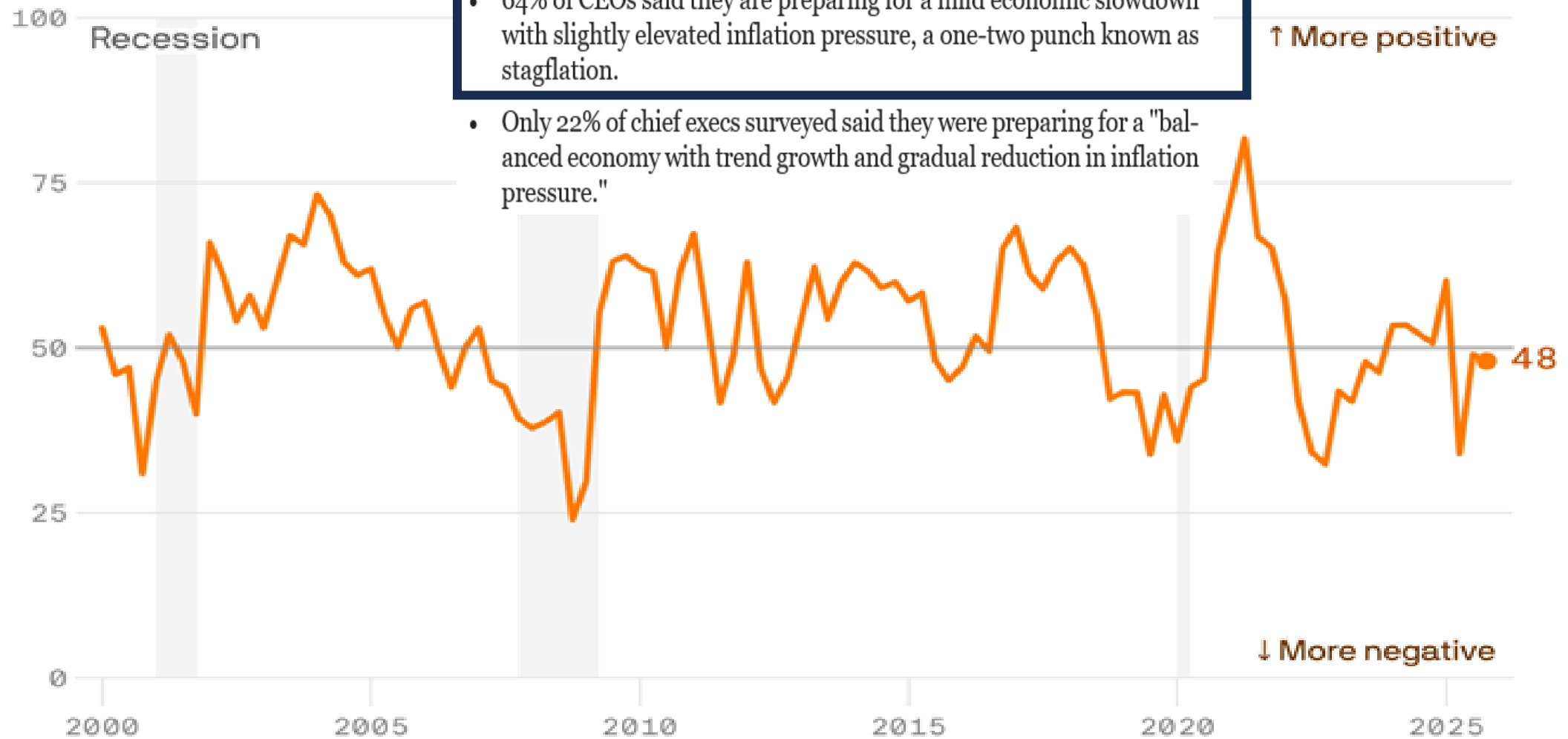
The Conference Board Measure of CEO Confidence

Quarterly; Q1 2000 to Q4 2025

- A number below 50 reflects more negative than positive responses.

- 64% of CEOs said they are preparing for a mild economic slowdown with slightly elevated inflation pressure, a one-two punch known as stagflation.

- Only 22% of chief execs surveyed said they were preparing for a "balanced economy with trend growth and gradual reduction in inflation pressure."



Data: Conference Board and Business Council. Chart: Axios Visuals

2/3 of the US Economy is Consumer Consumption

The National Retail Federation (NRF) expects Americans to spend \$13.1 billion on Halloween this year up from \$11.6 in 2024 (up 12.9%)



Trends That Will Impact North Carolina, PTP and the Carolina Core in the Next 5 Years

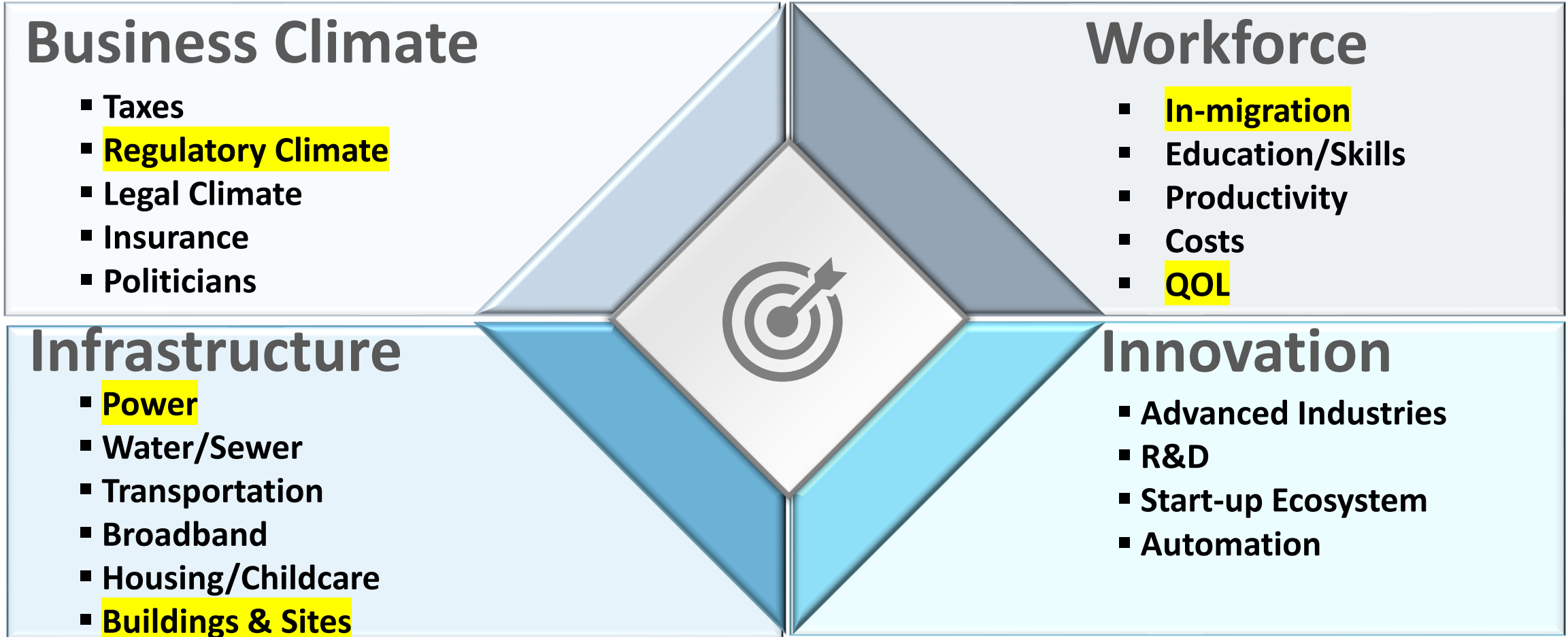


4 Critical Current National Trends in Competitiveness

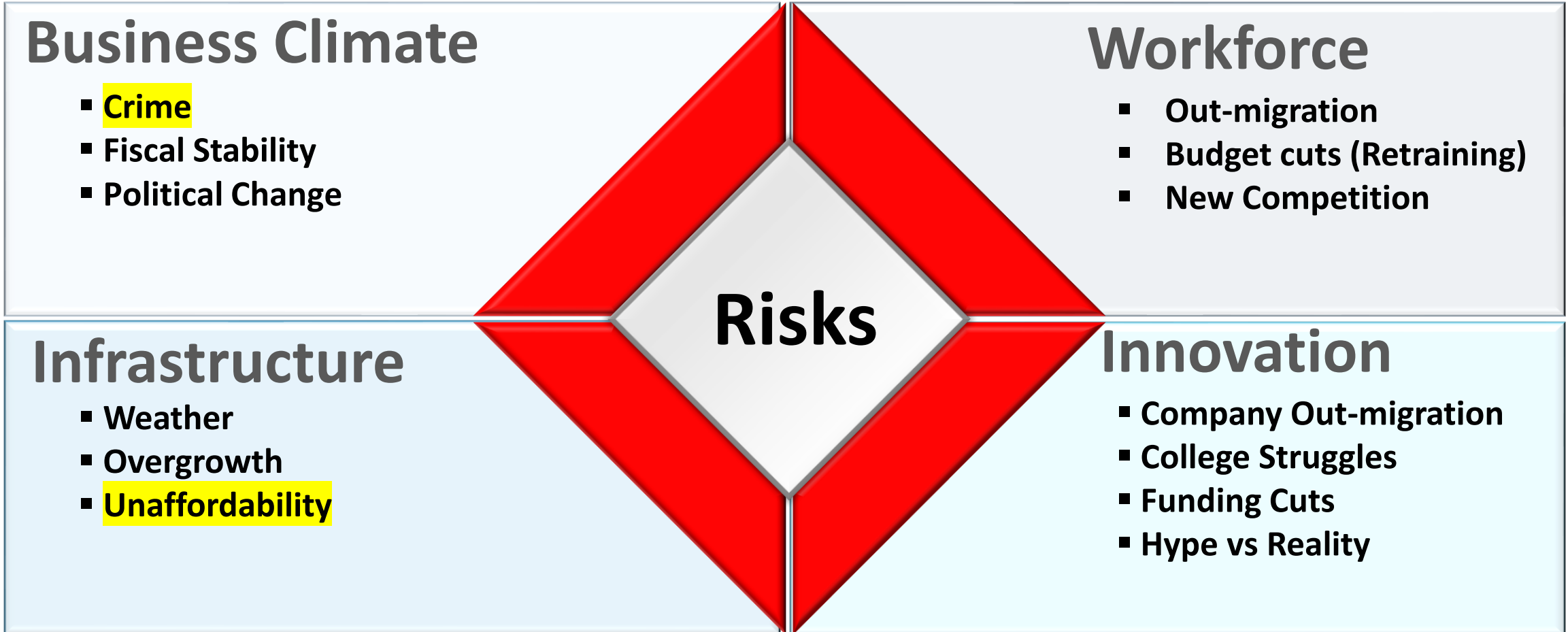


Improvement
by
Competitor
States
(The Race)

Place Based Competitiveness



Place Based Competitiveness



Latest Best States for Business Rankings

	Site Selection	CNBC	CEO Magazine	Business Facilities
1	Texas	North Carolina	Texas	Texas
2	Georgia	Texas	Florida	North Carolina
3	North Carolina	Florida	Tennessee	Virginia
4	Virginia	Virginia	North Carolina	Florida
5	Florida	Ohio	Georgia	Tennessee
6	Ohio	Michigan	Indiana	Georgia
7	Arizona	Georgia	Utah	Indiana
8	Indiana	Tennessee	Nevada	Colorado
9	Illinois	Indiana	Virginia	Arizona
10	Michigan	Minnesota	Arizona	South Carolina

4 Critical Current National Trends in Competitiveness



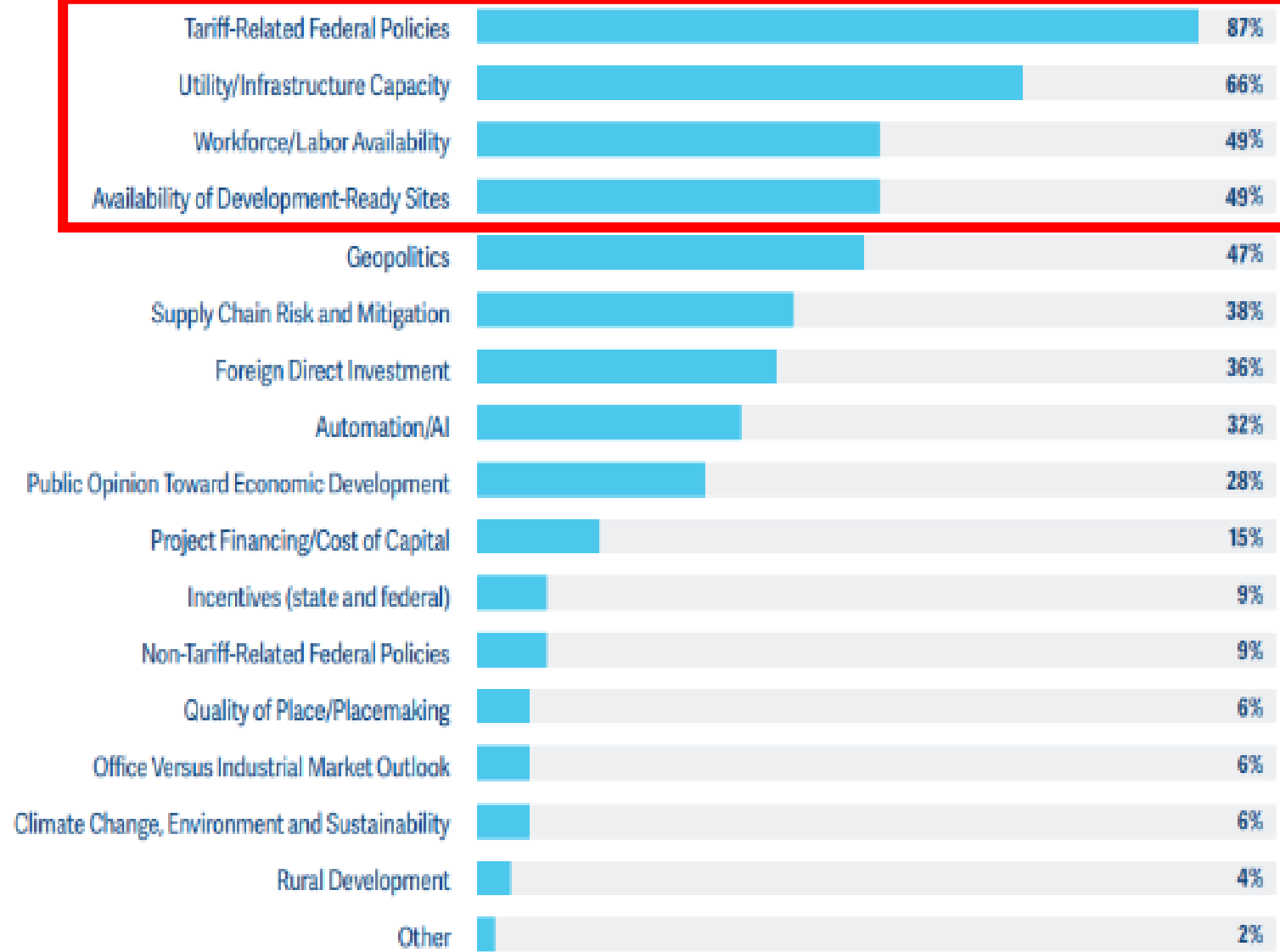
Improvement
by
Competitor
States
(The Race)

Business
Climate
(Cost, Speed
& Certainty)



- **Readiness**—infrastructure, utilities, and shovel-ready sites—remains essential.
- **Risk**—particularly in areas such as policy, tariffs, and uncertainty—is shaping decisions.
- **Reputation** and local pushback can create major hurdles for projects.
- Enhancing **quality of life** is key to attracting and retaining talent.

Top Factors Impacting Site Selection 2025



4 Critical Current National Trends in Competitiveness



Improvement
by
Competitor
States
(The Race)



Business
Climate
(Cost, Speed
& Certainty)



Labor Force
Availability

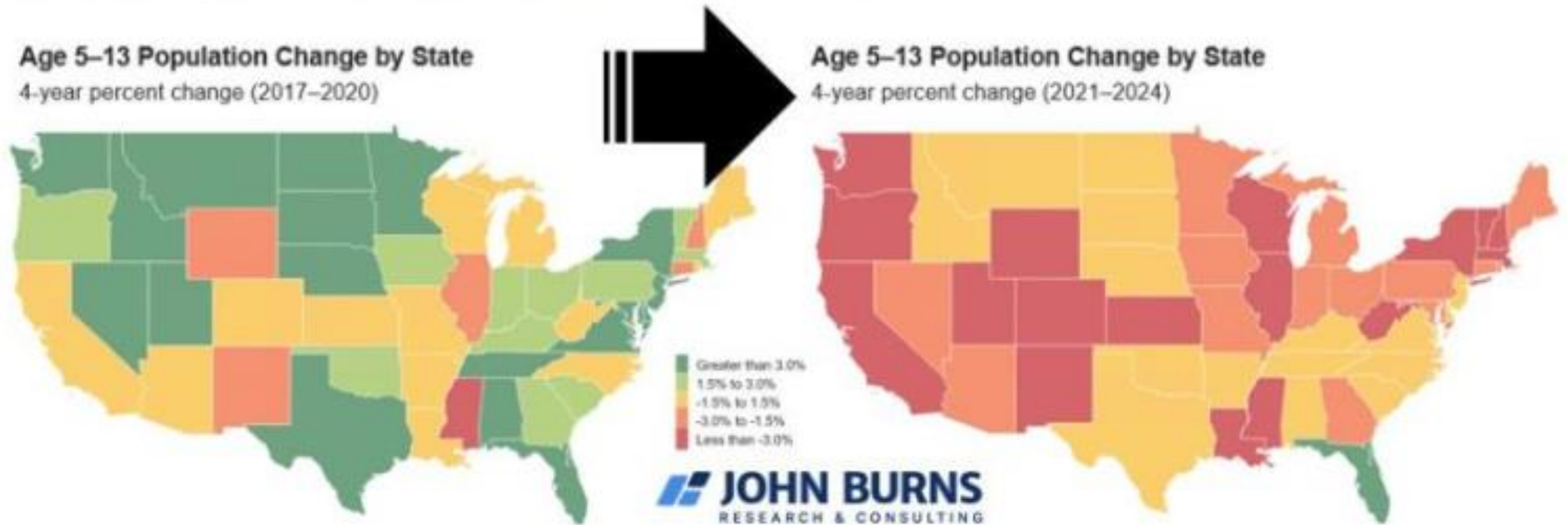


Millennials Are Having Even Fewer Children



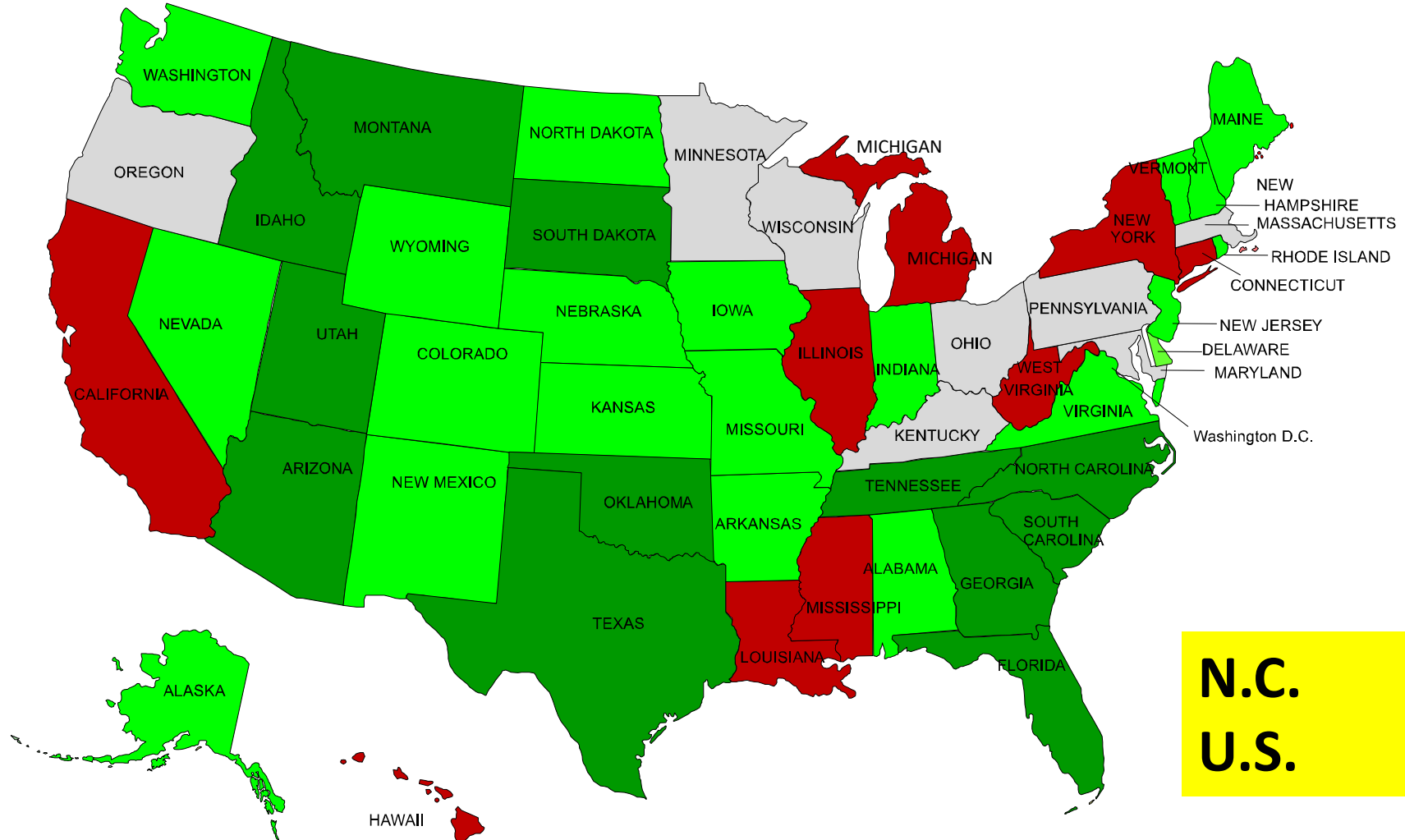
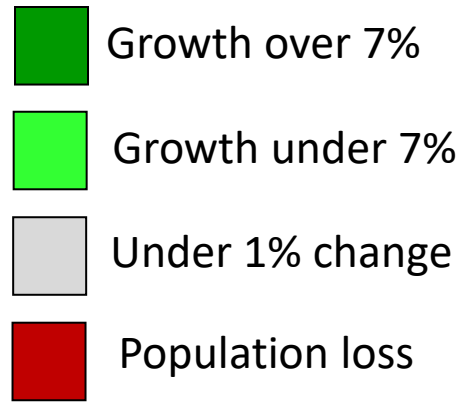
Millennials Are Having Fewer Children

Grade school population now declining in most states due to fewer babies born.



Source: US Census, John Burns Research and Consulting, LLC

Projected Population Change 2024–2034 Ages 25-64

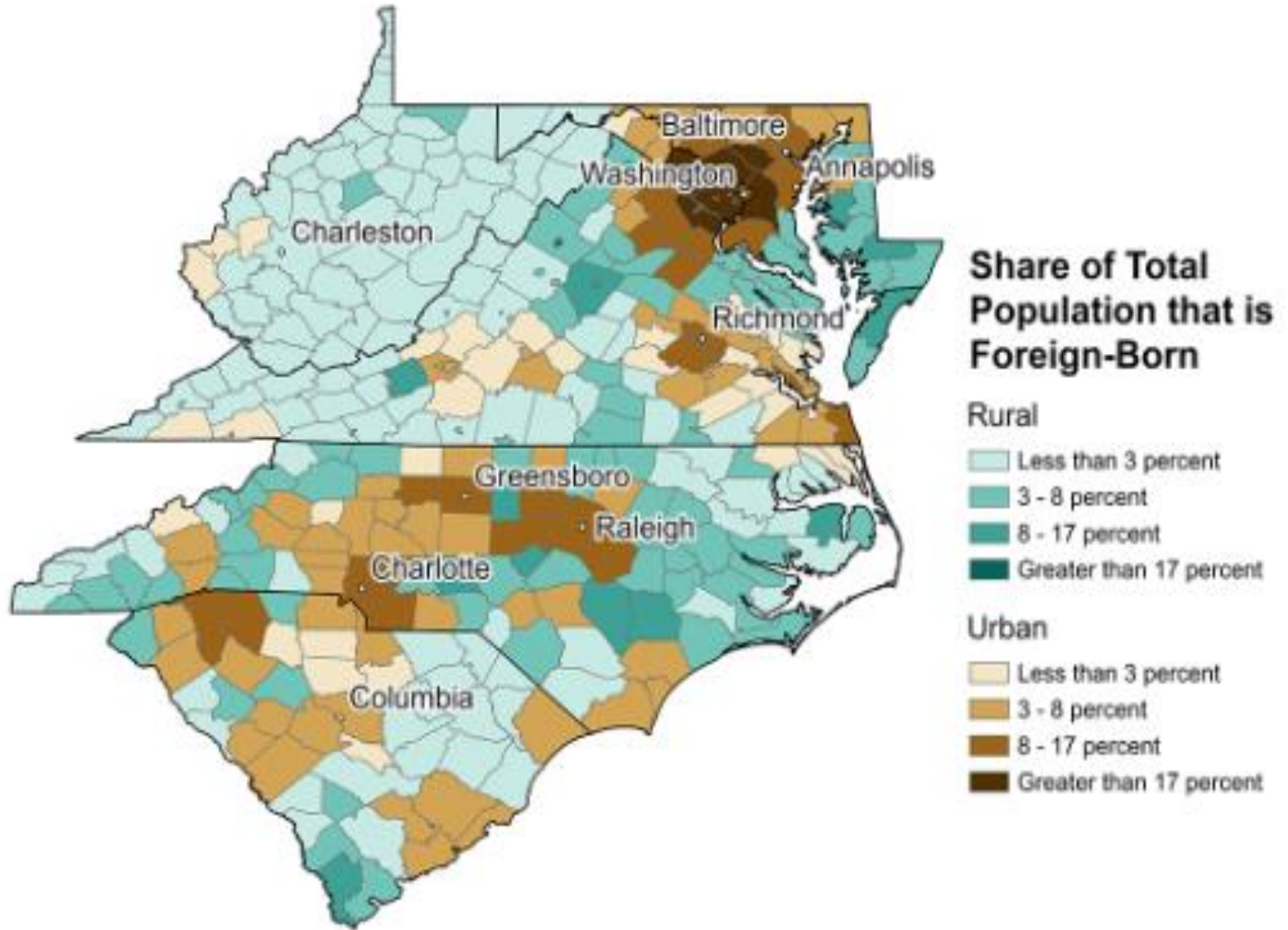


N.C.	8.2%
U.S.	3.5%

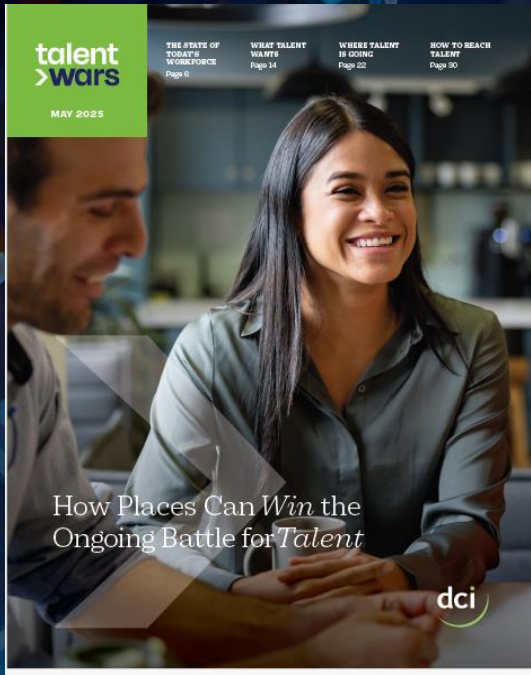


Estimates Only

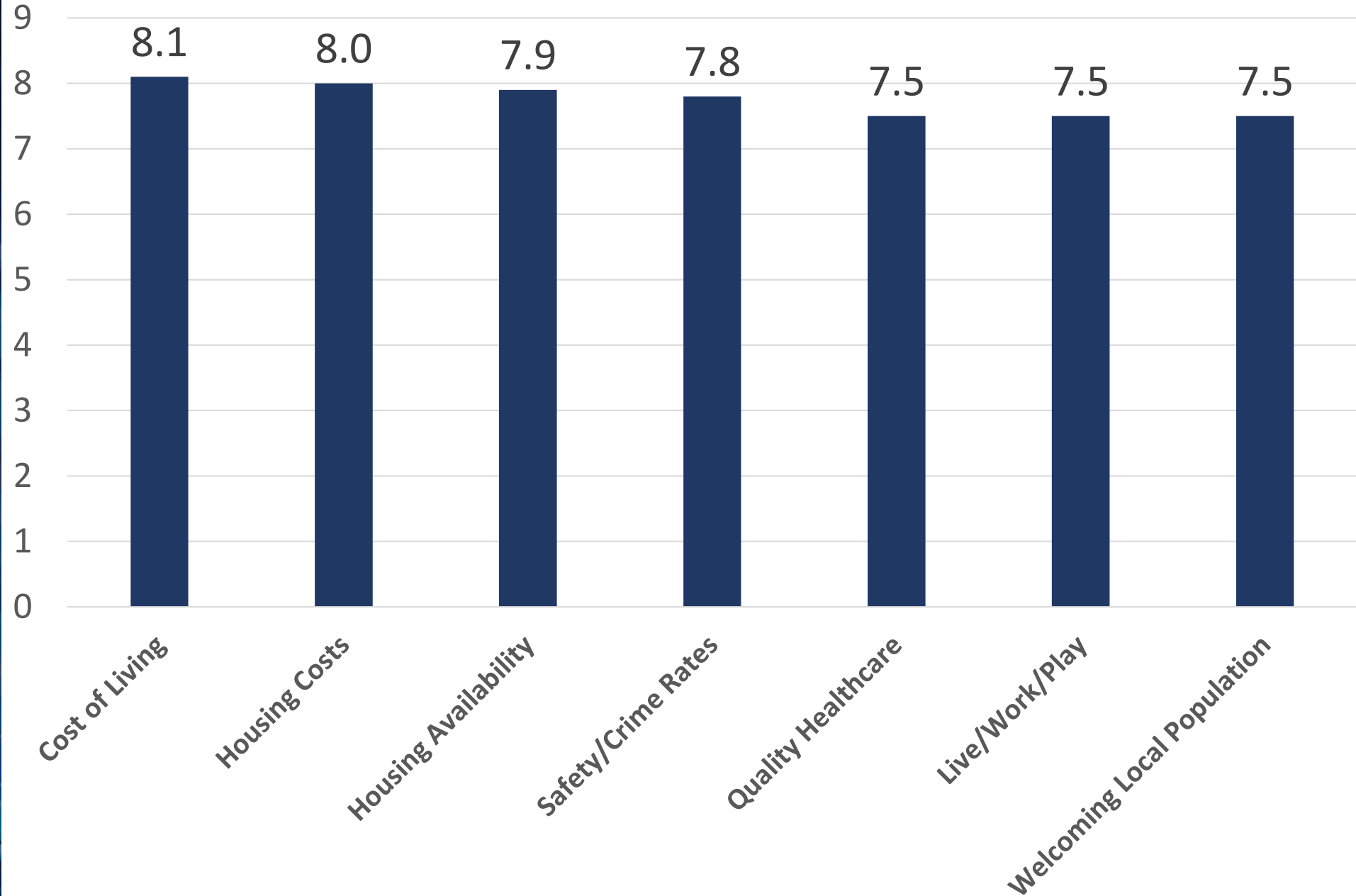
- Agriculture (60+%)
- Construction (25%)
- Leisure (22%)
- Manufacturing (20%)
- Nurses (16%)



Source: American Community Survey; author's calculations.



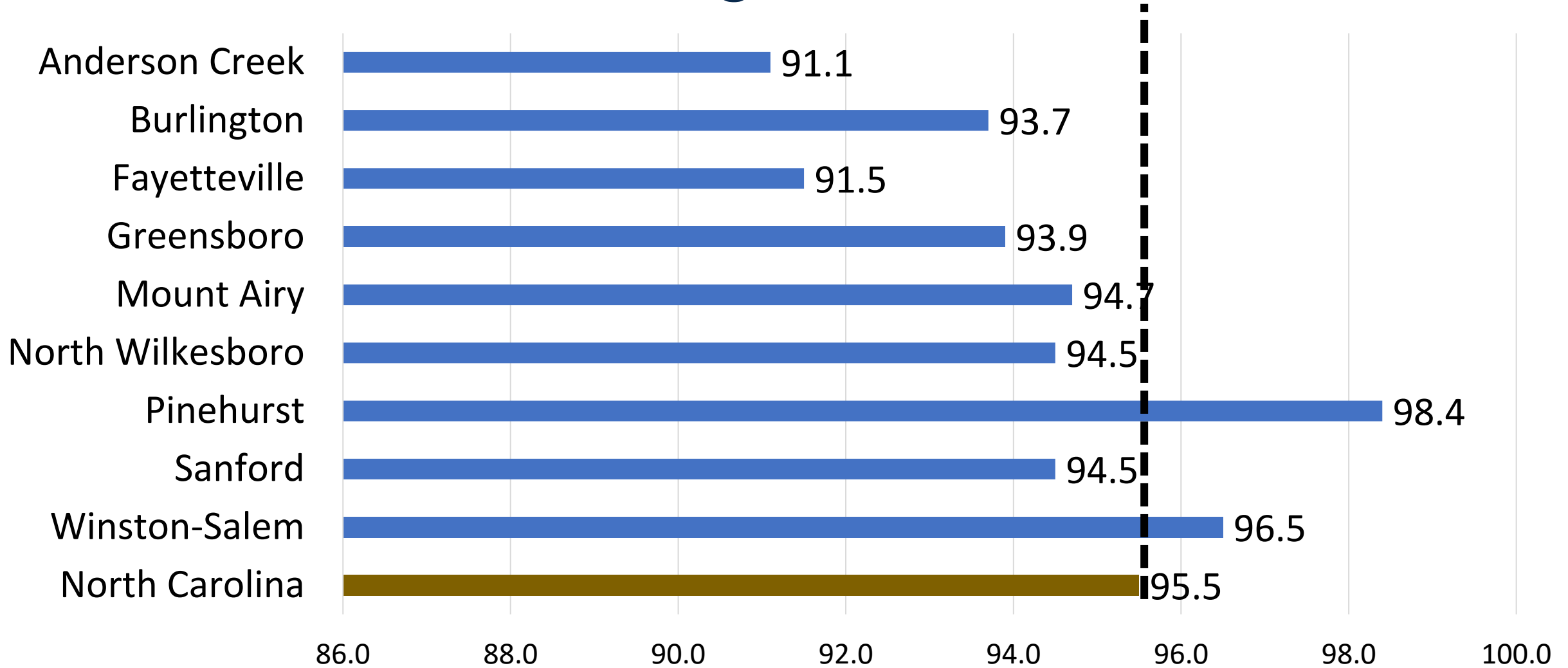
Top Lifestyle Factor in Relocation Decisions



Source: DCI Talent Wars May 2025

Carolina Core MSAs & MICROS

Cost of Living Index 2025Q3



5 Critical Current National Trends in Competitiveness



Improvement
by
Competitor
States
(The Race)



Business
Climate
(Cost, Speed
& Certainty)

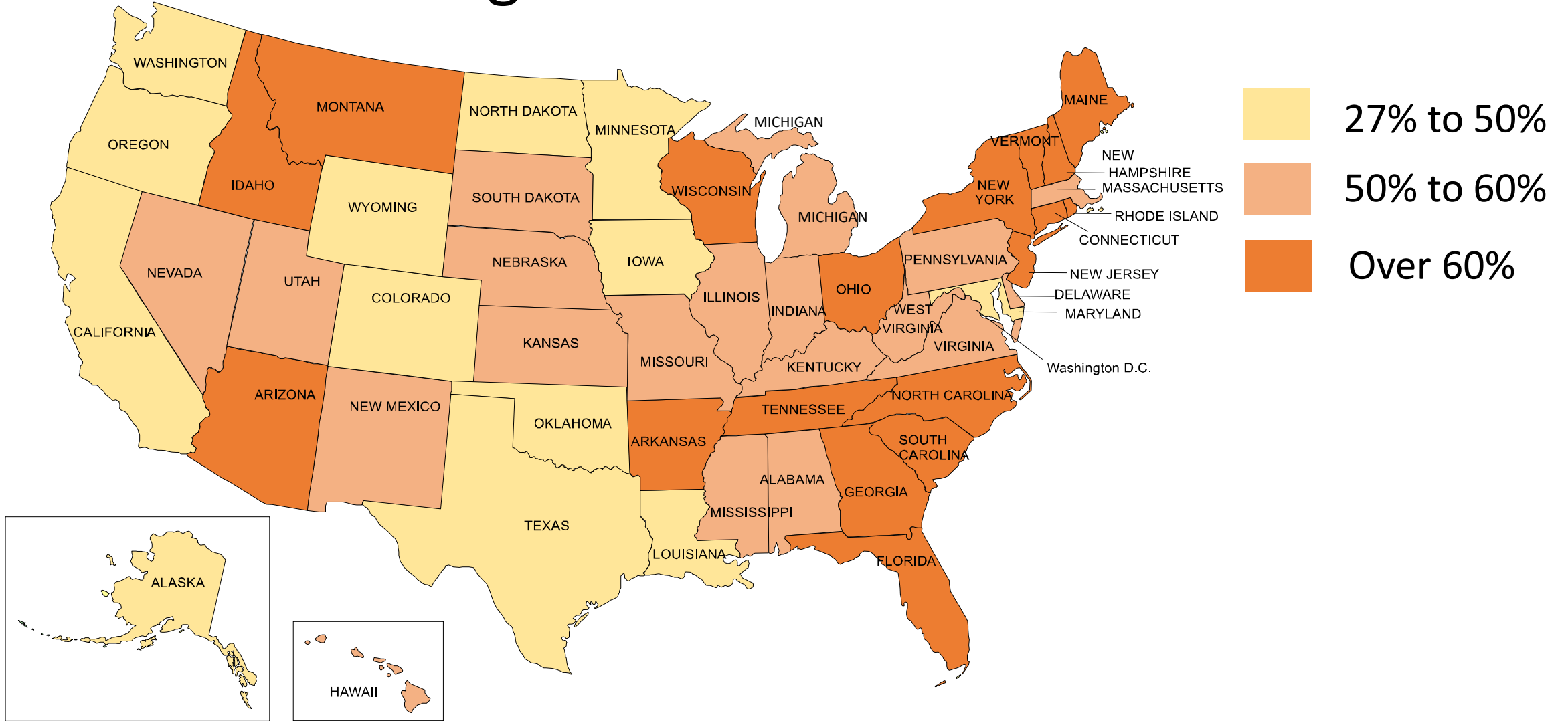


Labor Force
Availability



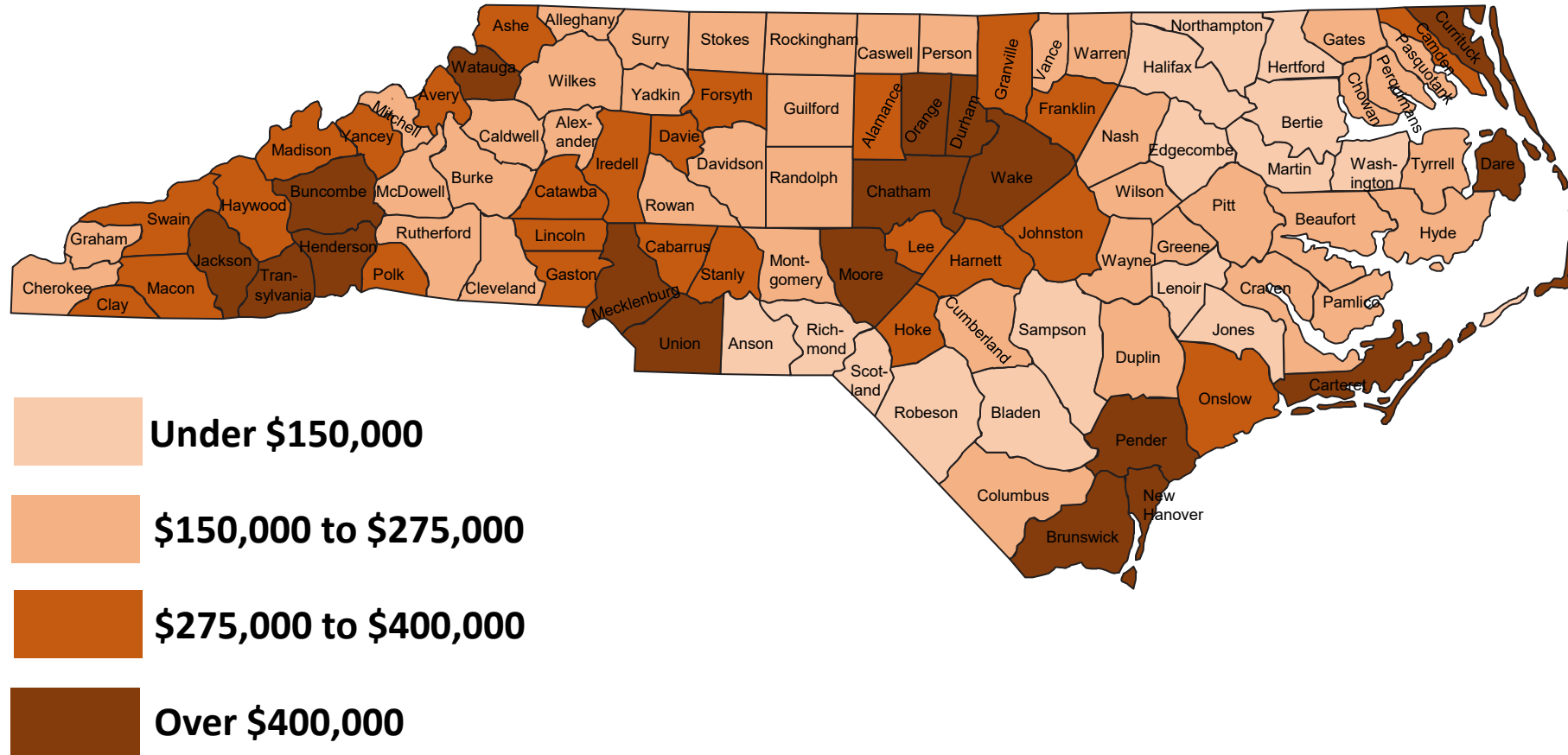
Housing
Costs

Housing Price Increase 2020Q1 to 2025Q2

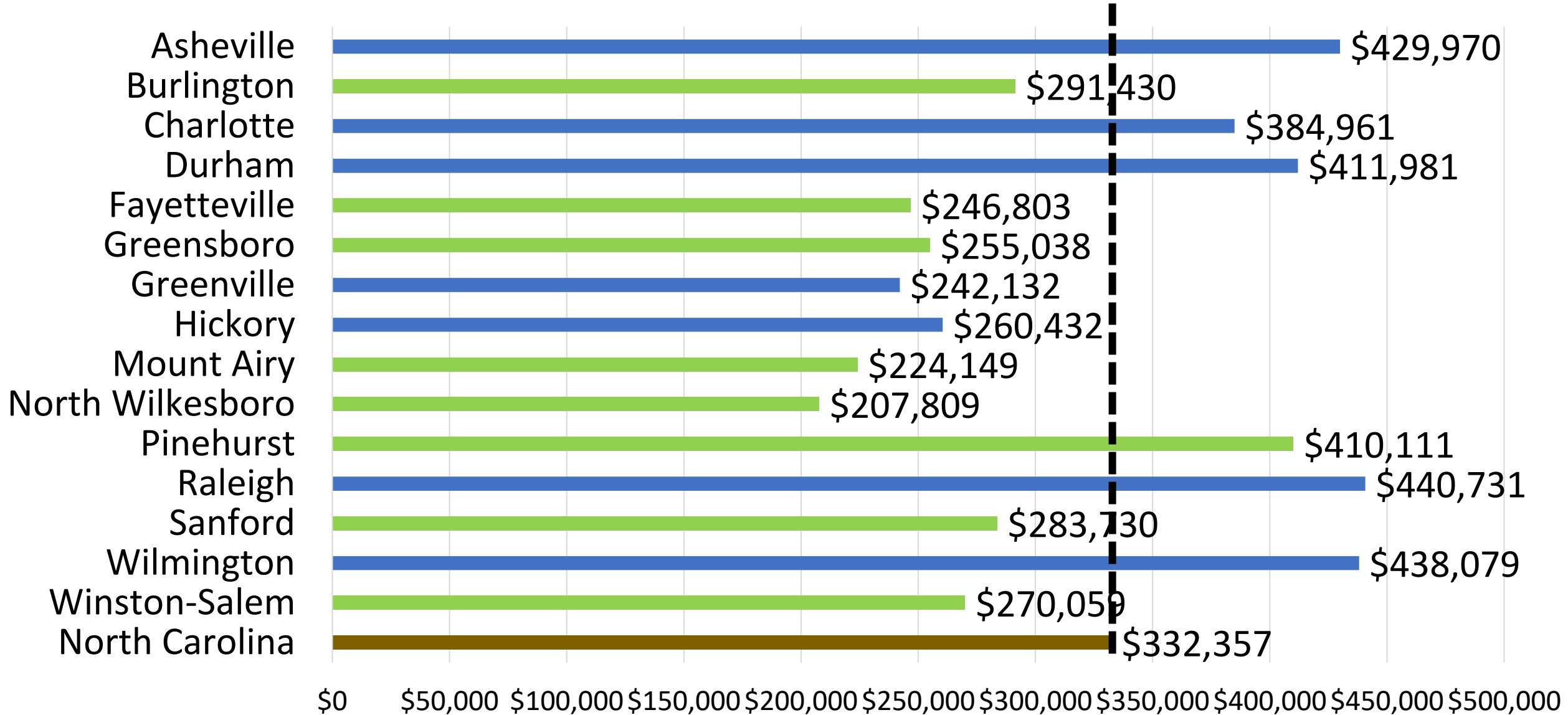


Home Values: August 2025

NC Average: \$332,357



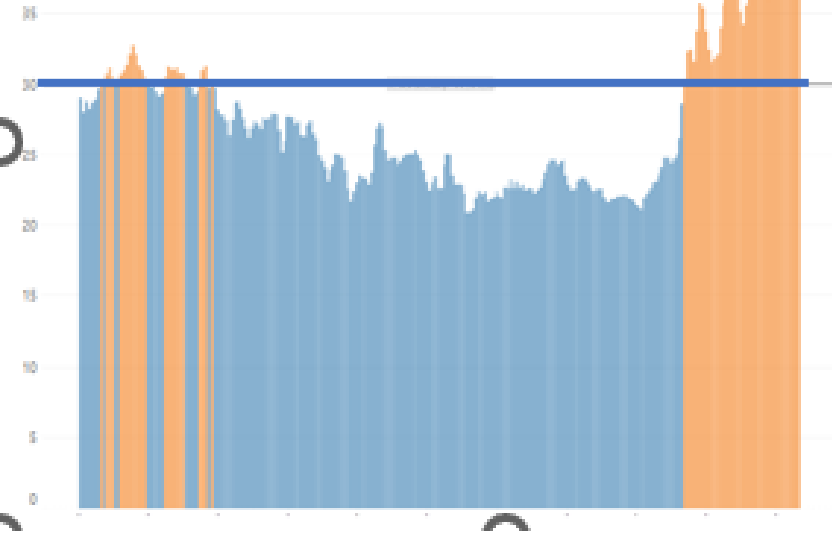
Median Home Sales Price – August 2025



Greensboro-High Point, NC
Share of Median Income
(Toggle between Affordability Index & Homeownership Cost as a Percent Share of Median Income, by Metro)
Share of Median Income Greater than 30% OR Index less than 100 = Unaffordable
Source: Federal Reserve Bank of Atlanta

Select Metro >>>
Greensboro-High Point, NC
Select Parameter >>>
Share of Median Income

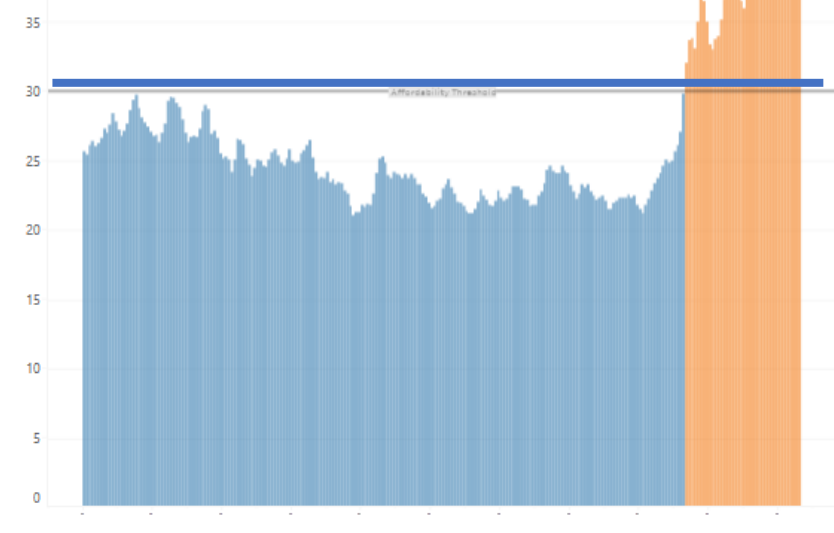
Greensboro-High Point



Winston-Salem, NC
Share of Median Income
(Toggle between Affordability Index & Homeownership Cost as a Percent Share of Median Income, by Metro)
Share of Median Income Greater than 30% OR Index less than 100 = Unaffordable
Source: Federal Reserve Bank of Atlanta

Select Metro >>>
Winston-Salem, NC
Select Parameter >>>
Share of Median Income

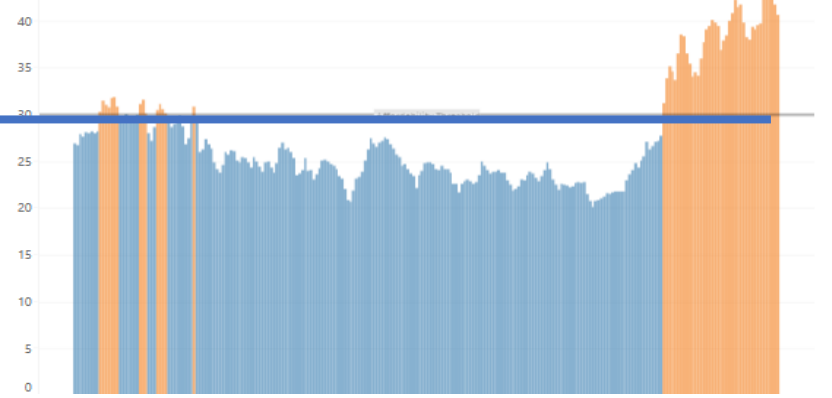
Winston-Salem



Burlington, NC
Share of Median Income
(Toggle between Affordability Index & Homeownership Cost as a Percent Share of Median Income, by Metro)
Share of Median Income Greater than 30% OR Index less than 100 = Unaffordable
Source: Federal Reserve Bank of Atlanta

Select Metro >>>
Burlington, NC
Select Parameter >>>
Share of Median Income

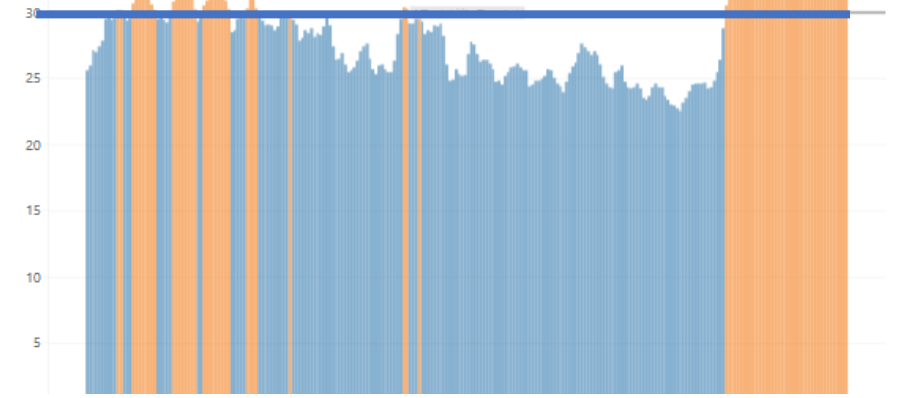
Burlington



Fayetteville, NC
Share of Median Income
(Toggle between Affordability Index & Homeownership Cost as a Percent Share of Median Income, by Metro)
Share of Median Income Greater than 30% OR Index less than 100 = Unaffordable
Source: Federal Reserve Bank of Atlanta

Select Metro >>>
Fayetteville, NC
Select Parameter >>>
Share of Median Income

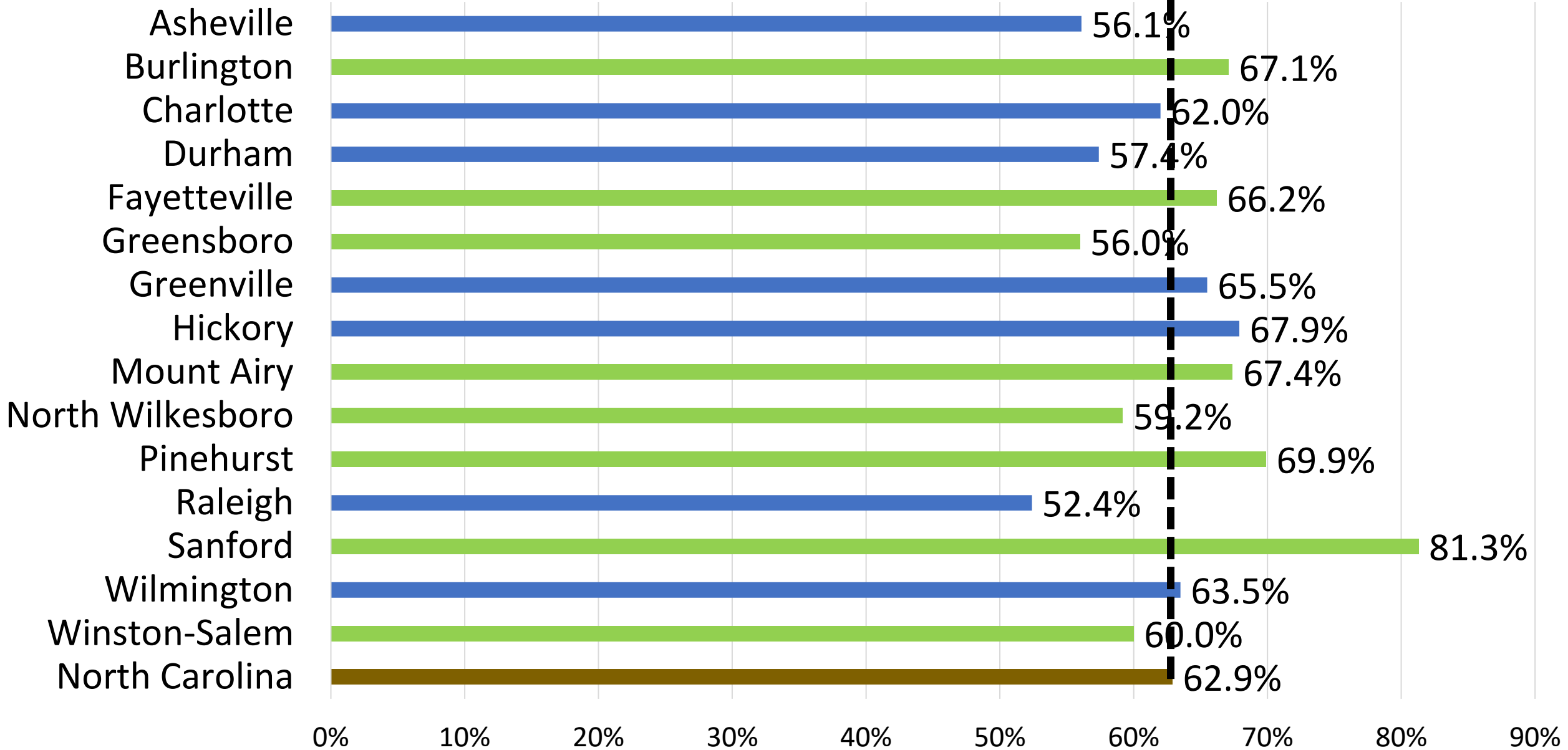
Fayetteville



Share of median income more than 30% for Housing

Median Home Sales Price % Change

August 2019 – August 2025



The image features several glowing lightbulbs of various sizes against a dark background. The largest bulb in the center-left contains the text 'FINAL THOUGHTS' in a white, hand-drawn font. A bright starburst effect emanates from the top of this bulb. To its right, a smaller bulb contains the word 'TODAY' in the same font. Other lightbulbs are visible in the foreground, some glowing and some dimmer, creating a sense of depth and focus on the central message.

FINAL
THOUGHTS

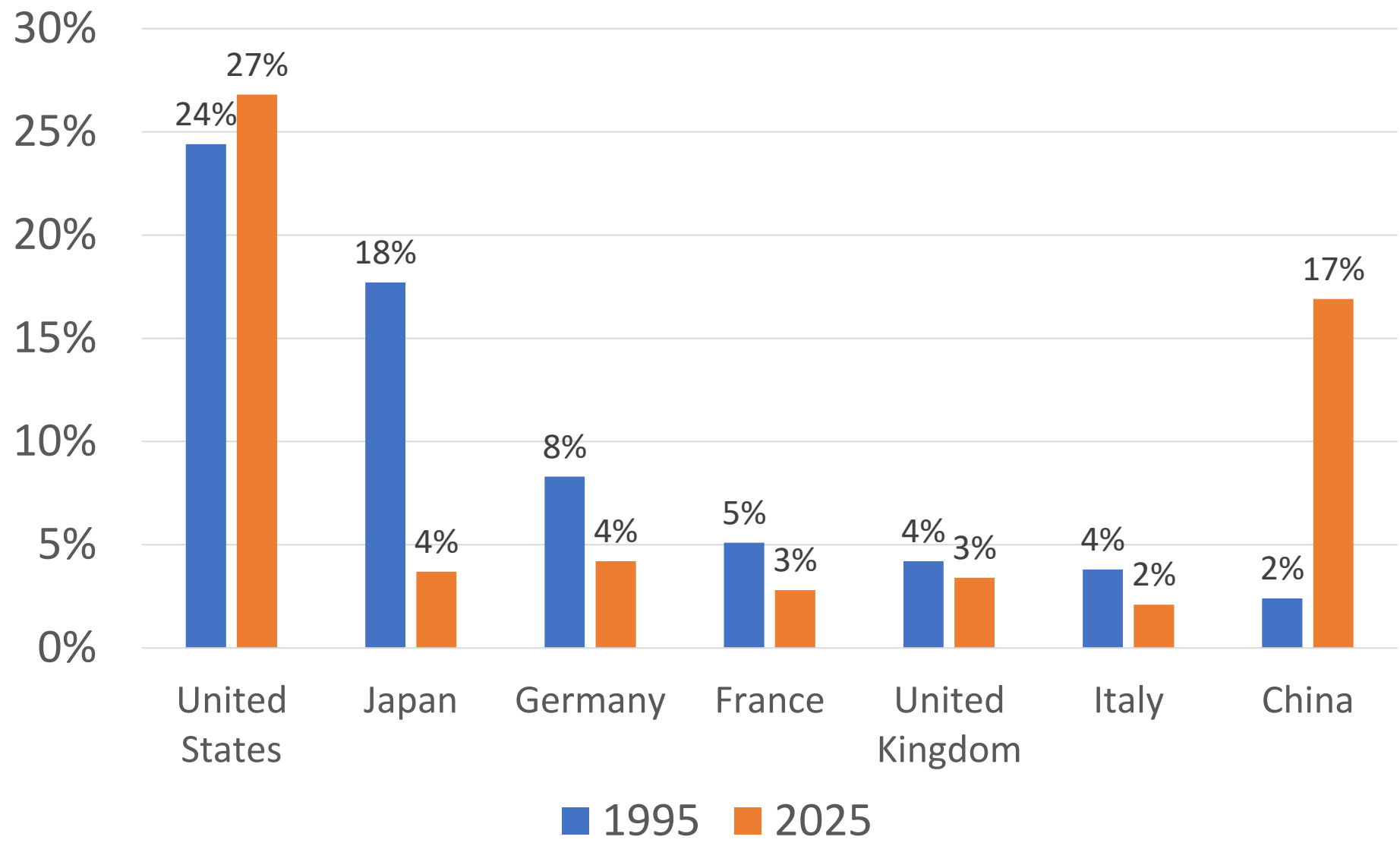
TODAY

Geoeconomics
and Geopolitics
are in Transition



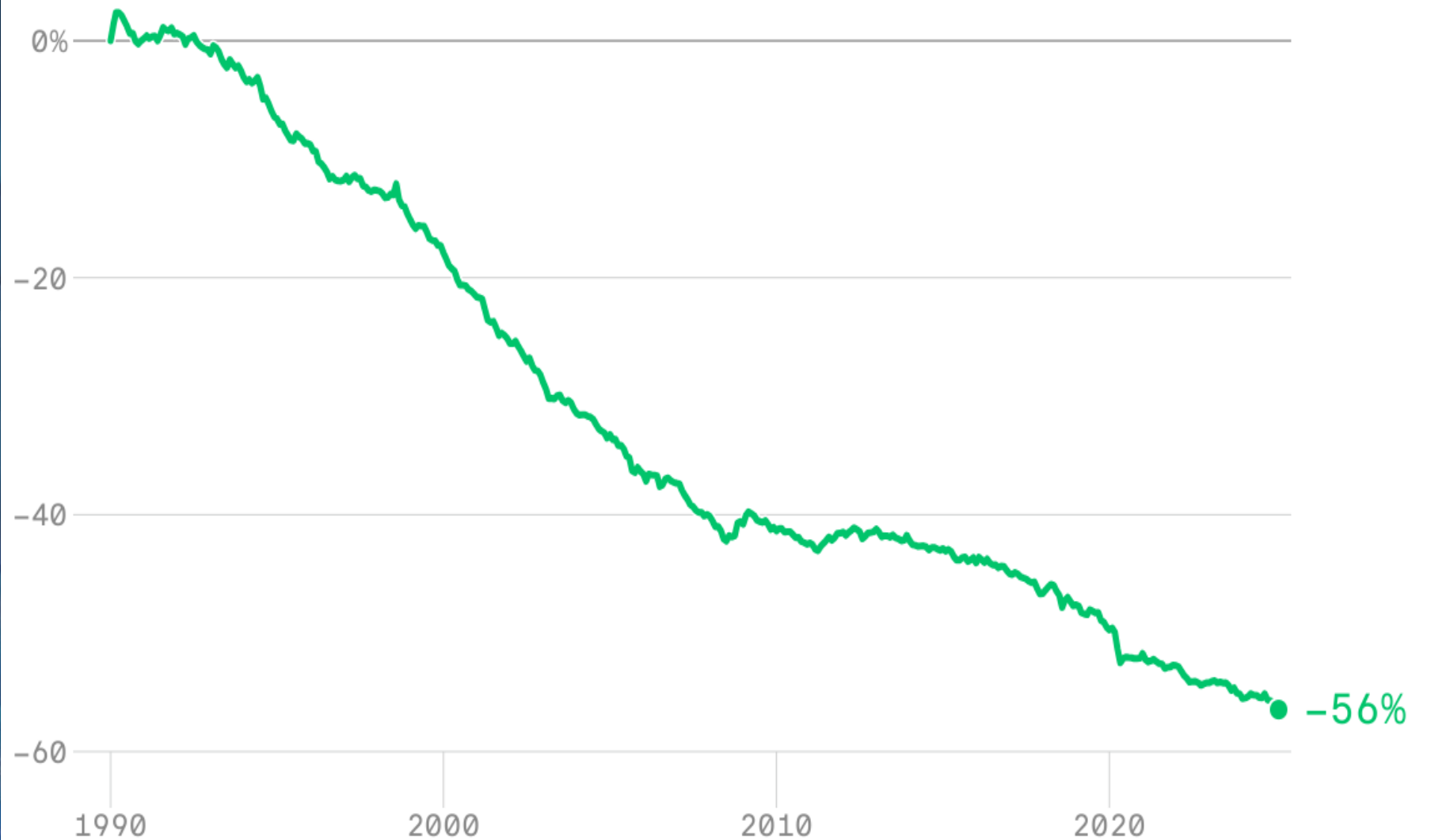
A 30-Year Shift In the Global Economy

Percentage Of Global Economy



Change in real apparel prices

Monthly; from January 1990 to February 2025



Data: [Federal Reserve Economic Data](#). Chart: Axios Visuals

We are currently decoupling the China-USA relationship and igniting a new global trading norm.

China's Share in Total US Goods' Imports
SA



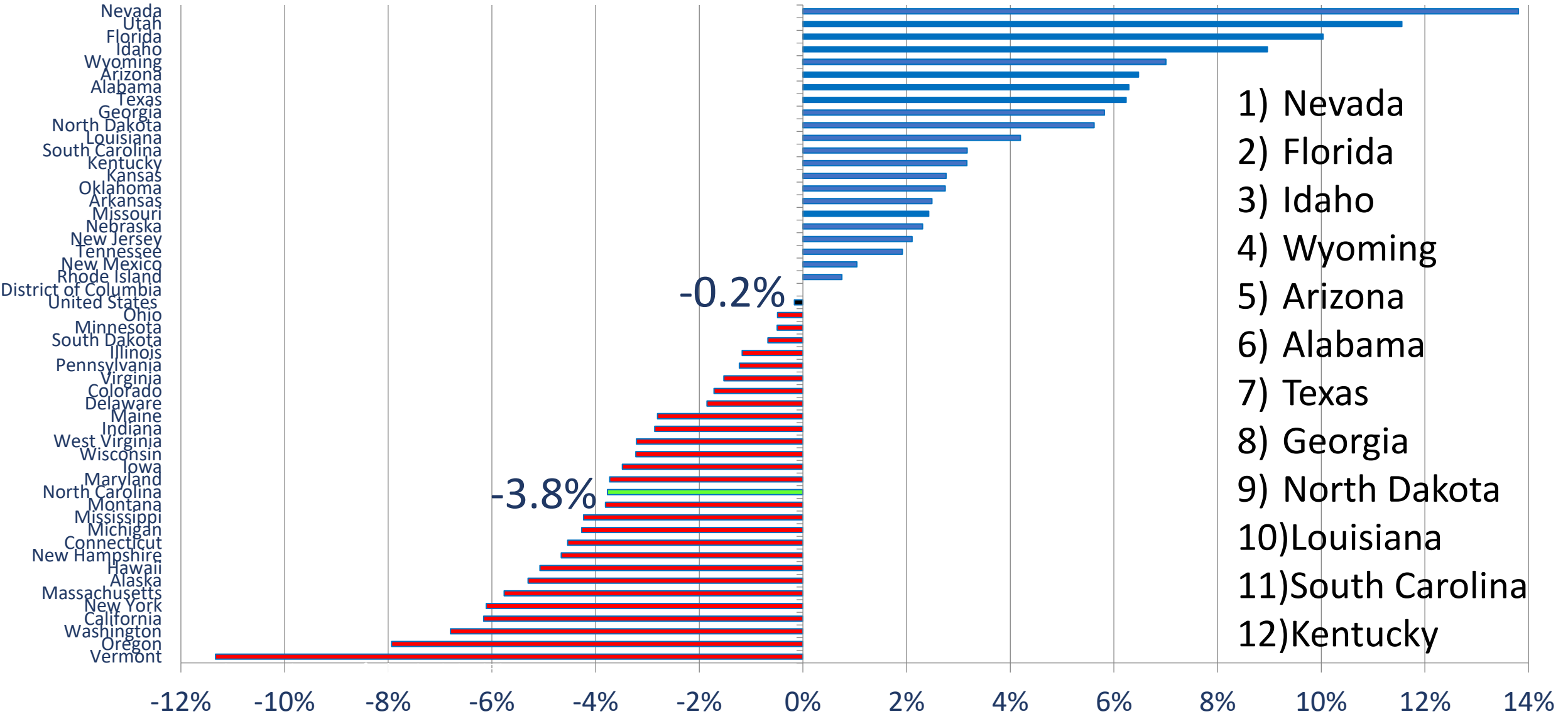
Source: Census Bureau

Gad Levanon • 1st
Chief Economist at The Burning Glass Institute.



All States Since Start of Covid

Total Manufacturing Employment Percentage Change Feb 2020 – August 2025



- 1) Nevada
- 2) Florida
- 3) Idaho
- 4) Wyoming
- 5) Arizona
- 6) Alabama
- 7) Texas
- 8) Georgia
- 9) North Dakota
- 10) Louisiana
- 11) South Carolina
- 12) Kentucky

Artificial Intelligence

Ford CEO Jim Farley declared, "Artificial intelligence is going to replace literally half of all white-collar workers in the U.S. AI will leave a lot of white-collar people behind."



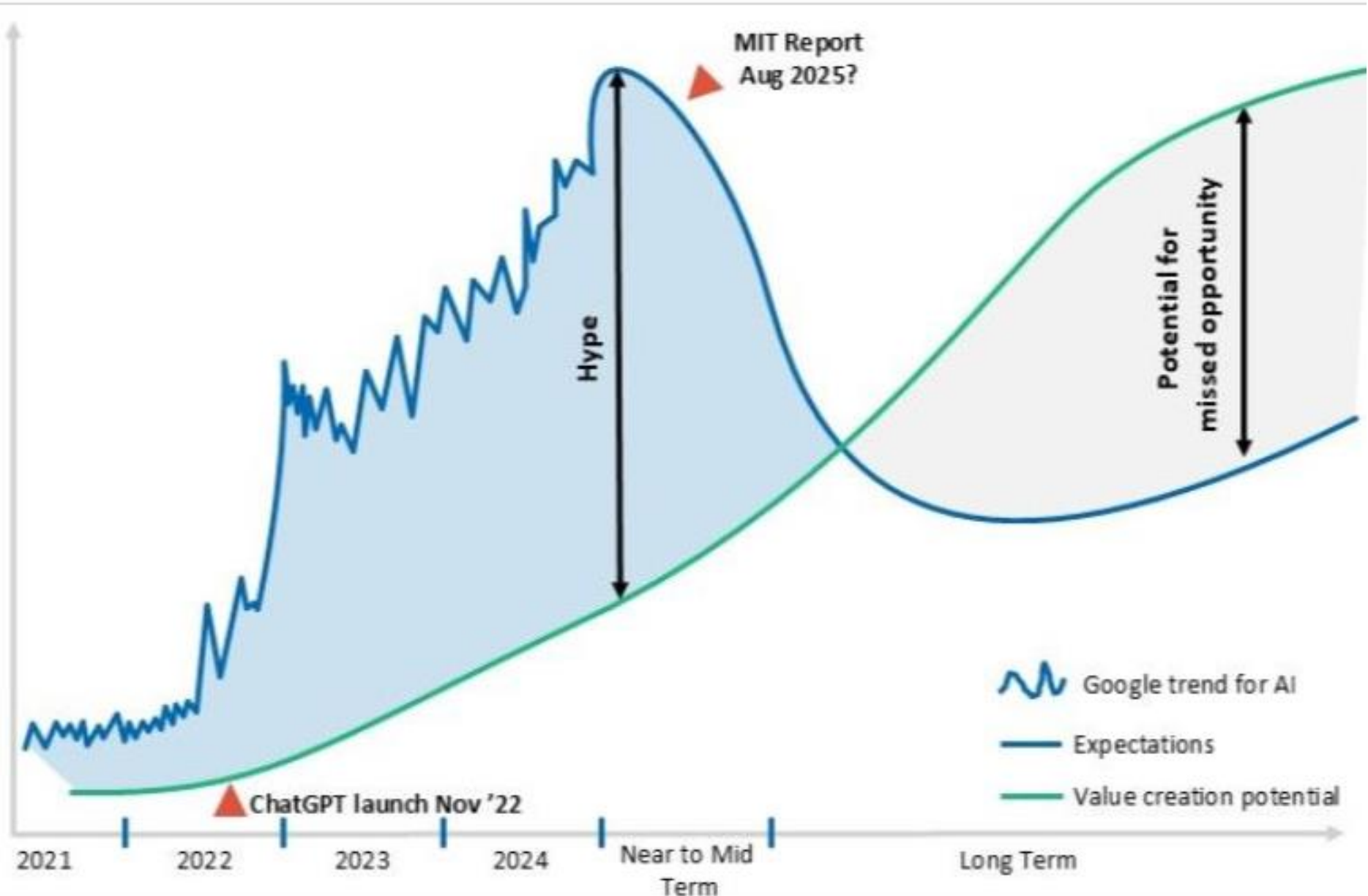
Artificial Intelligence


Ford CEO Jim Farley declared, "Artificial intelligence is going to replace literally half of all white-collar workers in the U.S. AI will leave a lot of white-collar people behind."



Corporate America seems split between AI fear and FOMO

AI Expectations vs Value Creation Curve



Sumeet Gupta  3rd
Leader of AI and Digital Transformation Practice | Interim CEO, CXO
Board Member



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