

intelligENCe:

ECONOMIC INSIGHT AND TRENDS

for Greenville, Pitt County, and Eastern North Carolina



Photo Credit: T.A. Loving Co.

LABOR REPORT

AUGUST 2026



Invest **Greenville**
PITT COUNTY, NC



Labor Force: Overview

The Greenville-Pitt County MSA has emerged as one of the strongest markets in North Carolina by delivering strong and consistent economic and population growth. With key institutions like East Carolina University and Pitt Community College producing a skilled and vibrant labor force, our key industry growth rates continue to outpace national averages.

Housing development continues to track population growth trends, which keep prices down and help make Greenville one of the most affordable markets in the state. The local labor market remains exceptionally healthy, with unemployment at 4.0%, its lowest level in more than 35 years, and a labor force participation rate that leads the region. As Eastern North Carolina's primary employment hub, Greenville and Pitt County attract thousands of inbound commuters while supporting growth across healthcare, manufacturing, logistics, construction, and professional services.



“Back in 2022, when we were formulating our strategic plan, we studied the labor market and key industries extensively. We felt there was an opportunity to be a leading economic market for communities our size. We set an ambitious 10-year goal to deliver a minimum of 9,000 net new jobs with an aspirational goal of 11,000 by 2032. As of the end of 2025, there have been about 6,000 net new jobs created in Greenville and Pitt County. A significant portion of these jobs have been produced by key sectors such as manufacturing, logistics, construction, professional services, and healthcare, which all drive job creation in the supplier and service sectors. We feel strongly that Greenville and Pitt County will continue to deliver strong economic and population growth in the years ahead by presenting a great opportunity for businesses, professionals, and families.”

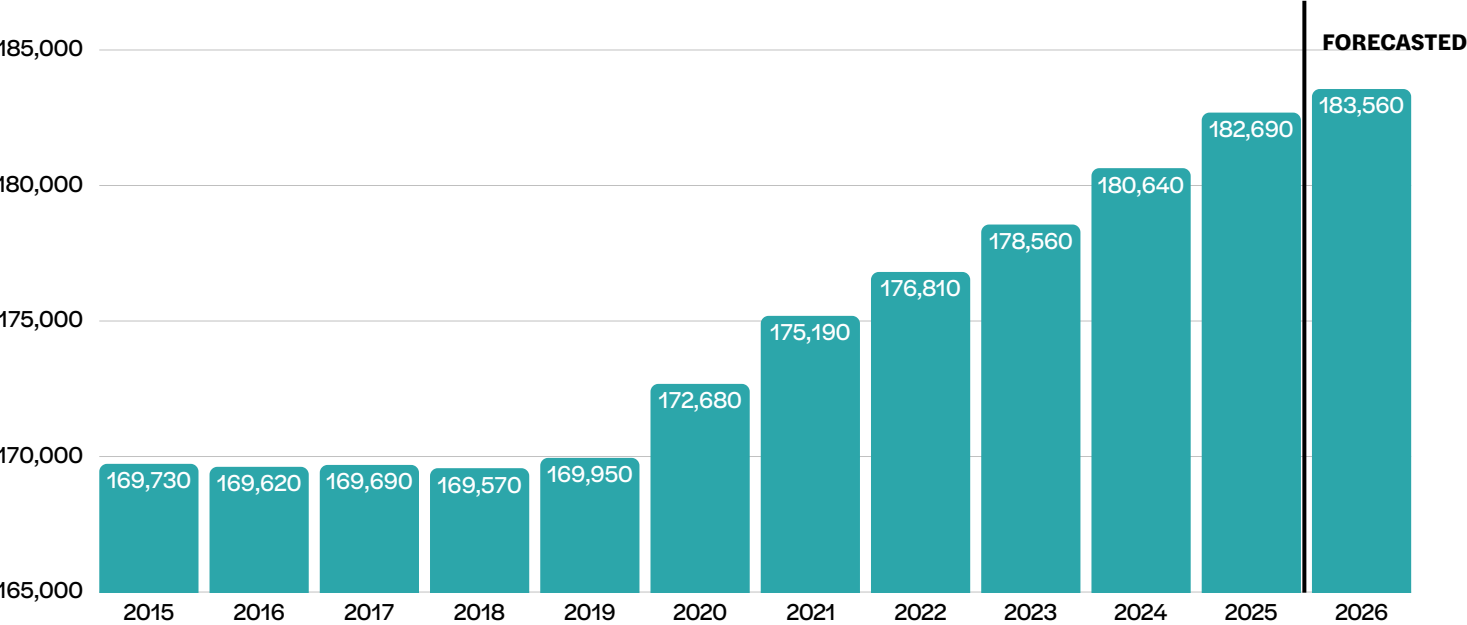
- Josh Lewis, CEcD, President and CEO of Invest Greenville

This report features the following key takeaways:

- Key sectors continue to outpace national growth averages
- Manufacturing employment is nearing a 20-year high
- Population forecast tools predict 183,500 residents in 2026
- Pitt County's unemployment rate stands at just 4.0%, a 35-year low
- The county maintains one of the region's highest labor force participation rates at 62.8%
- Approximately 40,000 workers commute into Pitt County for employment opportunities

PITT COUNTY DEMOGRAPHICS

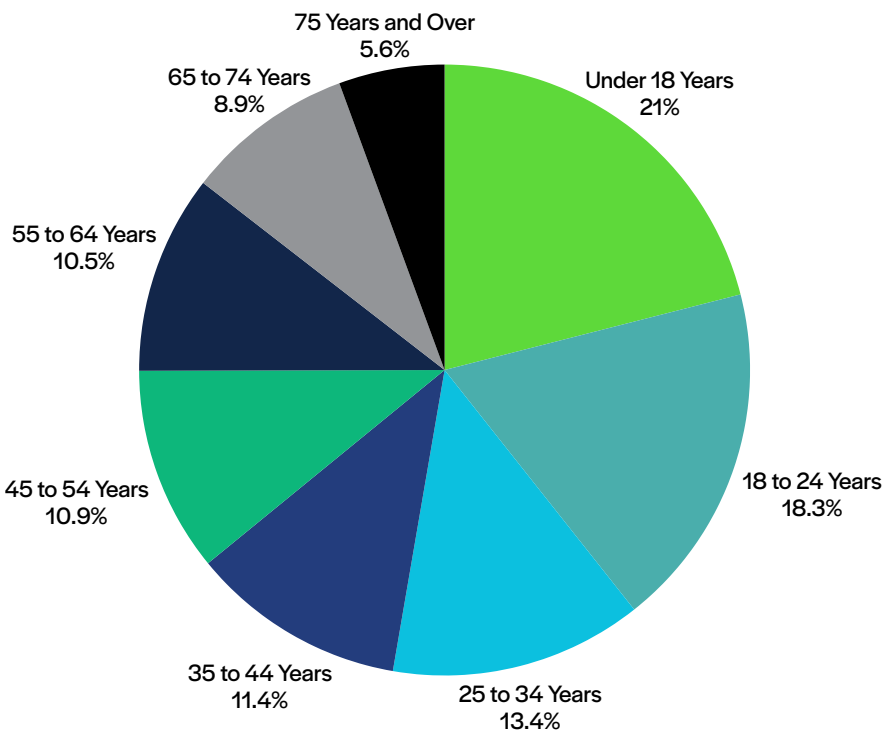
Strong Population Growth



This graph highlights the reemergence of Greenville and Pitt County as an area of population and economic growth. Recent Census Bureau adjustments have increased our population by over 5,000 in the last few years. A combination of population and job growth represents the primary fuel sources for sustained economic vitality.

Source: Oxford Economics (Census Bureau)

Pitt County Population by Age Group



Source: JobsEQ (Census Bureau)

33.1

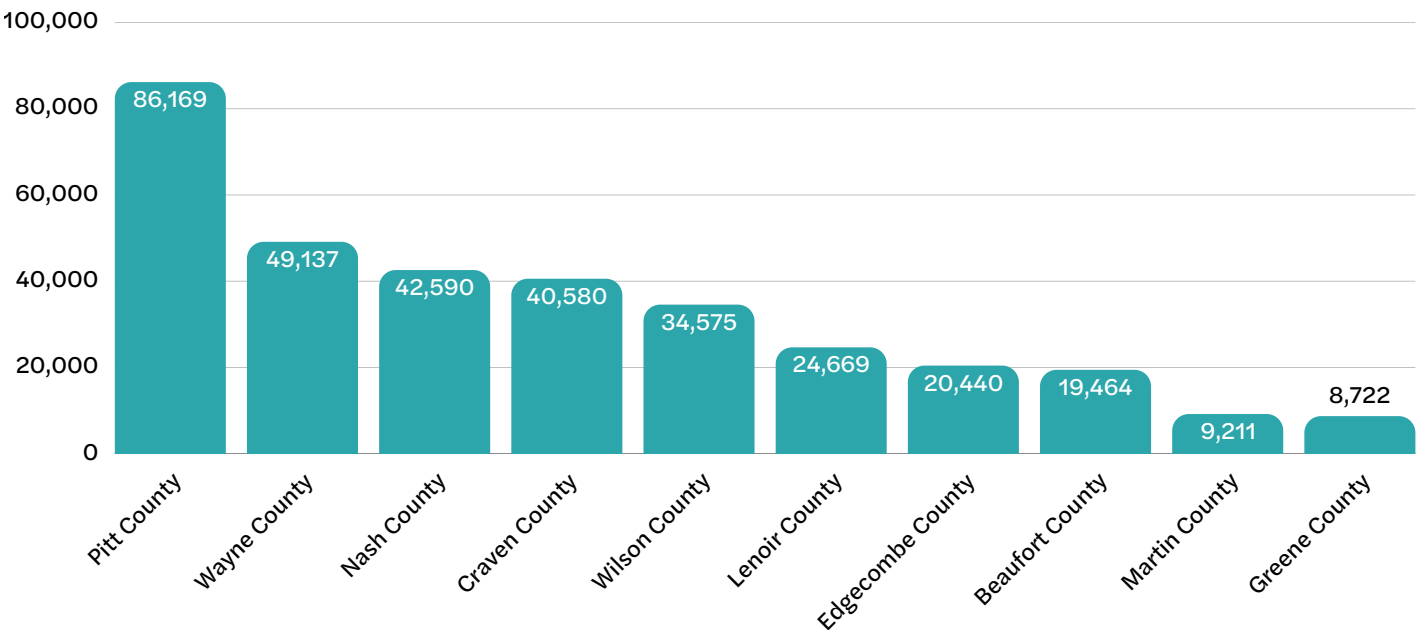
Pitt County's Median Age
2024

Source: censusreporter.org

The community's demographic mix is a bright spot for Pitt County. With a median age several years below the national median, the community offers a robust talent pipeline to support the needs of local businesses. The demographic mix is also attractive to developers across the housing spectrum. From single-family residential development to market-rate, workforce, or student housing, the area maintains a healthy demand for new housing development.

REGIONAL LABOR FORCE OVERVIEW

Total Labor Force by County



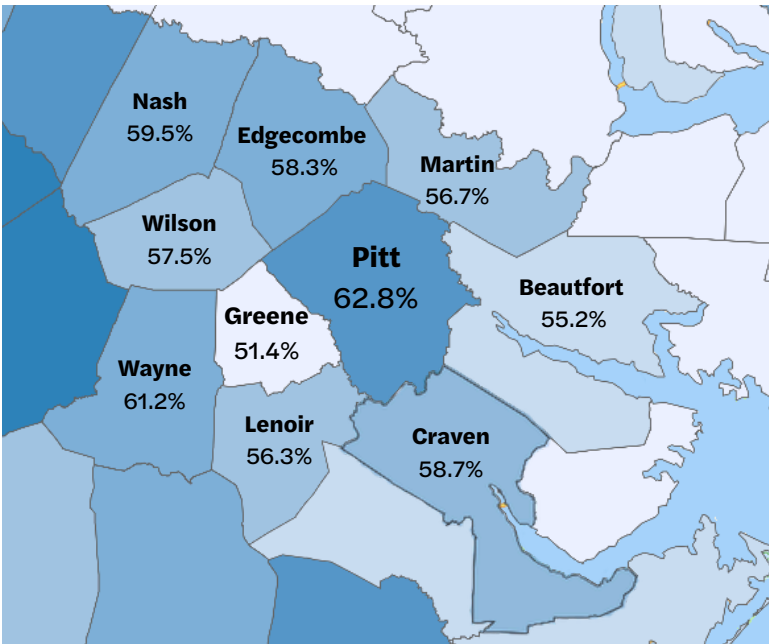
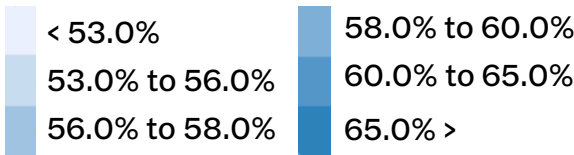
As the region's major metropolitan hub, Pitt County has a much larger labor force than its neighboring counties. Workers living in Pitt County contribute to both the local and regional economy. Per the most recent year of available data (2023), 43% of Pitt County labor force participants worked outside of the county while 57% were employed within county limits. An additional ~40,000 workers living outside of Pitt County commute to the Greenville MSA for more specialized and varied employment opportunities.

Source: BLS Current Population Survey, March 2026

Labor Force Participation Rate and Size

Civilian Population 16 Years and Over

Pitt County also has a higher labor force participation rate than the surrounding region, meaning a larger proportion of its working-age population is either employed or looking for work. Plentiful employment opportunities, attractive higher education programs and institutions, industry concentration, quality of life, and low cost of living draw more working-aged professionals to the area.



Sources: JobsEQ, ACS 2024 5 Year Estimates

EMPLOYMENT LEVEL TRENDS

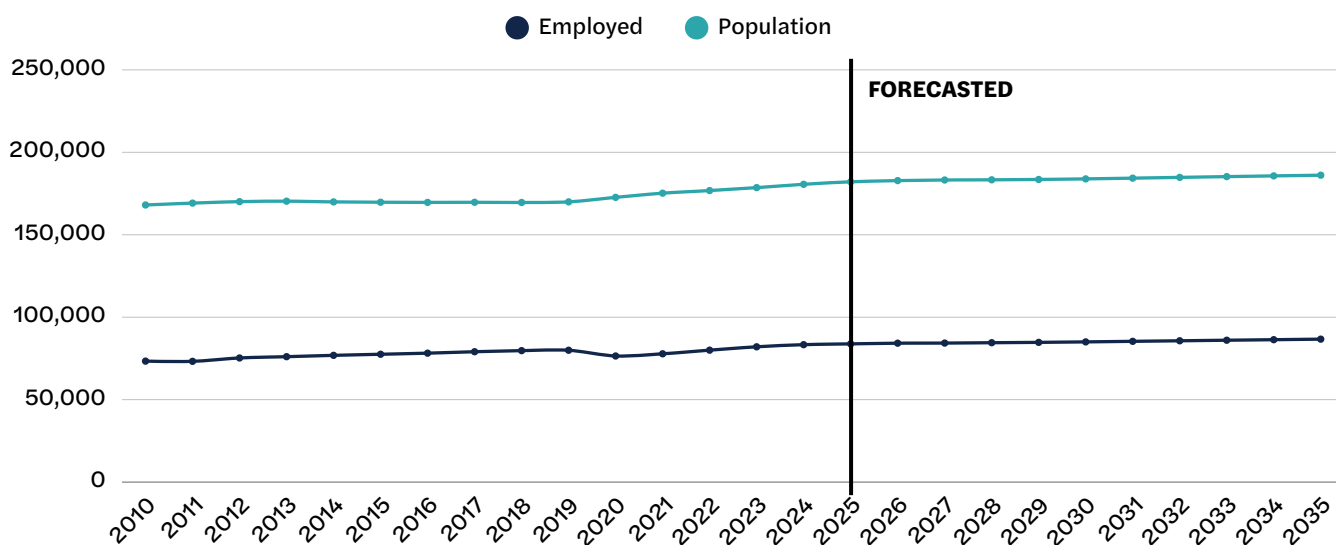
Unemployment Rate and Employed



At 4.0%, Pitt County's unemployment rate is the lowest it has been since 1990. The area experienced a temporary dip in employment during the pandemic but quickly rebounded, growing its workforce by nearly 10% in the years since.

Source: Oxford Economics

Population and Employed



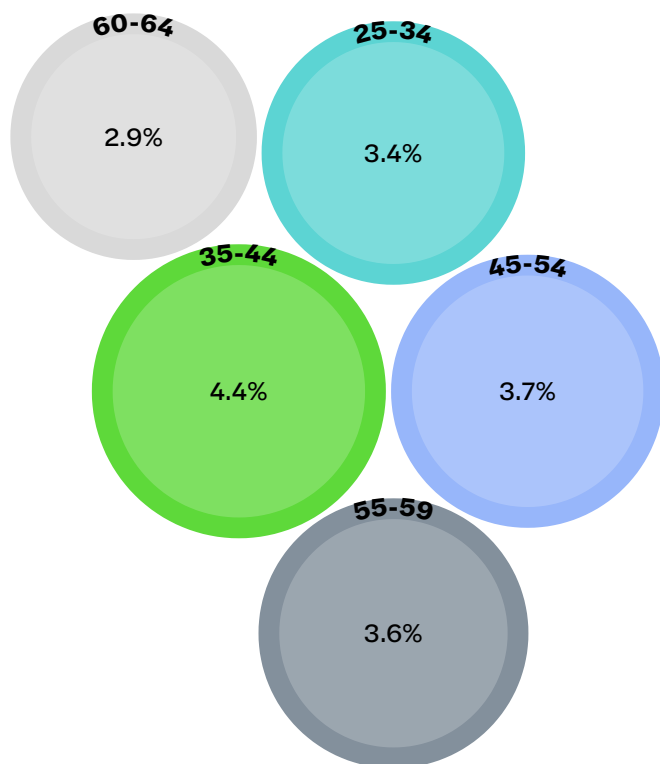
With the exception of 2020, Pitt County's employment and population levels have both seen steady gains over the past 15 years. Projections show that this trend is expected to continue at a slightly slower rate into the next 10 years; Oxford Economics' forecasts err on the conservative side.

Source: Oxford Economics

UNEMPLOYMENT BY AGE AND GENDER

Unemployed % of Population by Age Group

25-64 years old



In February 2026, Pitt County's overall unemployment rate hovered at a 35-year low of 4.0%.

The age group with the highest proportion of unemployed job seekers was 35-to 44-year-olds at 4.4%.

Those approaching traditional retirement age, 60-to 64-year-olds, made up the age group with the lowest unemployed and job-seeking rate at 2.9%. This was followed by 25- to 34-year-olds at 3.4%.

Note: denominator = entire population including discouraged workers and others not counted in the labor force

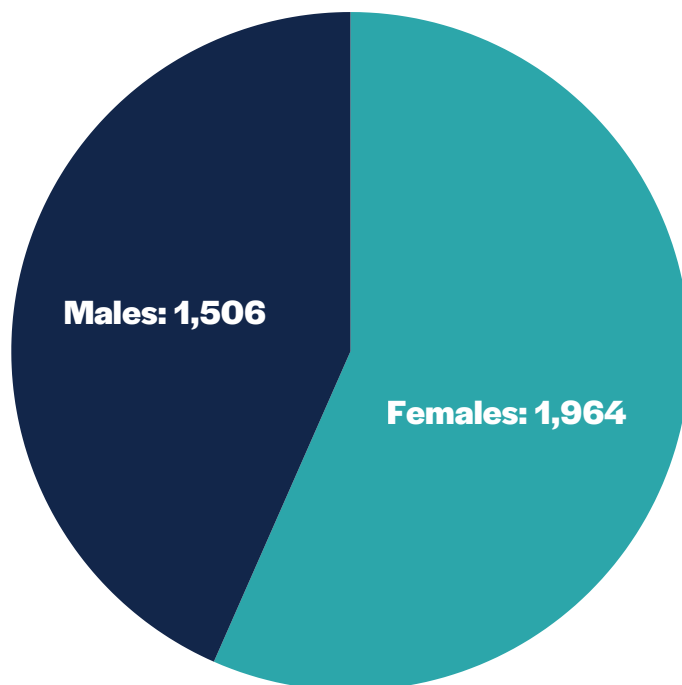
Source: Lightcast

Unemployed Population by Gender

About 3,500 Pitt County residents were unemployed as of February 2026.

Females made up a larger percentage of both the unemployed population and the labor force in Pitt County. Traditionally, this is an indication of frictional unemployment resulting from the transition that naturally occurs when women in caregiving and child-rearing roles re-enter the workforce rather than unemployment caused by a mismatch in skills or economic downturns.

In keeping with broader national trends, females also outnumber males in terms of total population.



Source: Lightcast

JOB TRENDS

Total Jobs

Pitt County and United States

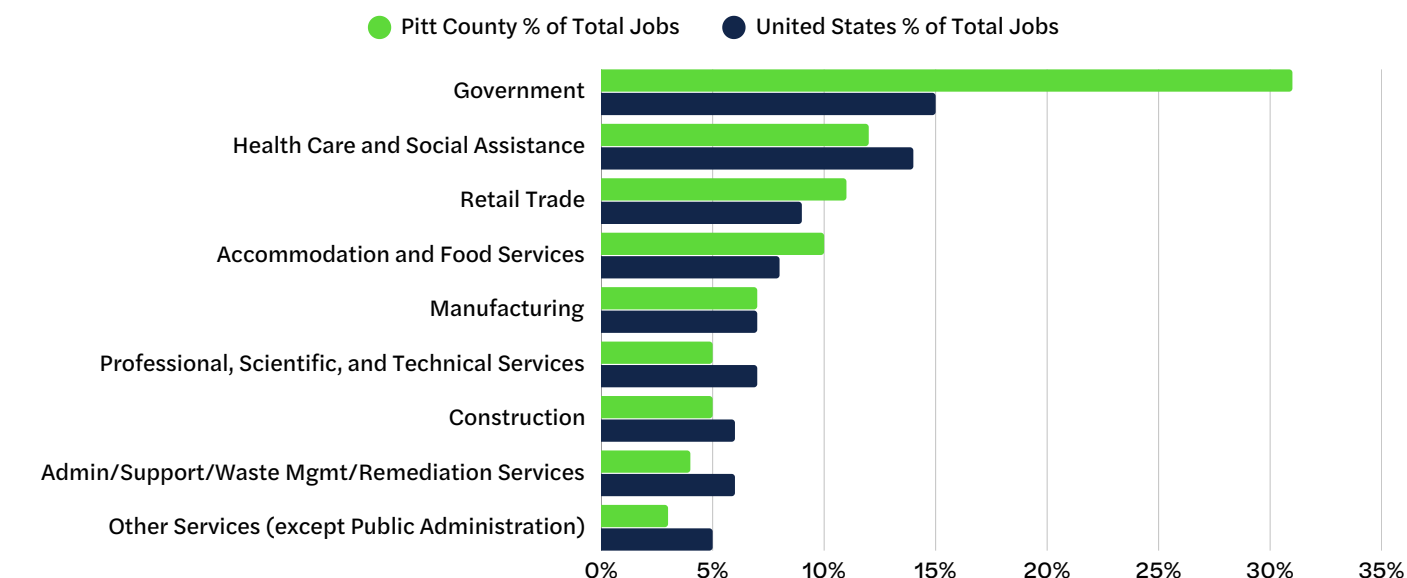


Job growth in the Greenville MSA has mirrored broader national trends over the last 10 years, with slightly faster growth from 2021 to 2024.

Source: Lightcast

Industry Distribution

Pitt County and United States

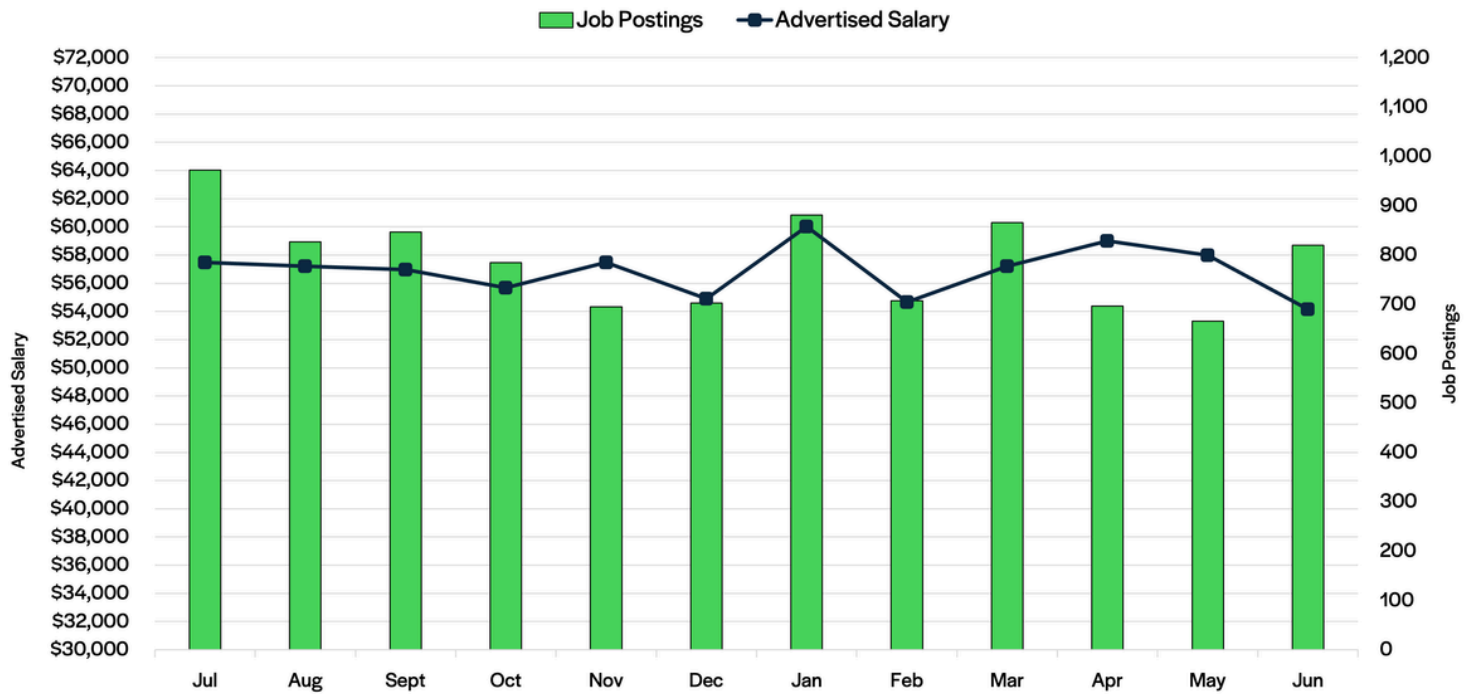


Pitt County has significantly more government, retail trade, and accommodation and food services jobs as compared to the US aggregate. Manufacturing jobs are at expected levels while industries such as construction, administrative, and others lag slightly in terms of job levels.

Source: Lightcast, as of 2026 Q2

Unique Job Postings and Advertised Salary

July 2025 - June 2026

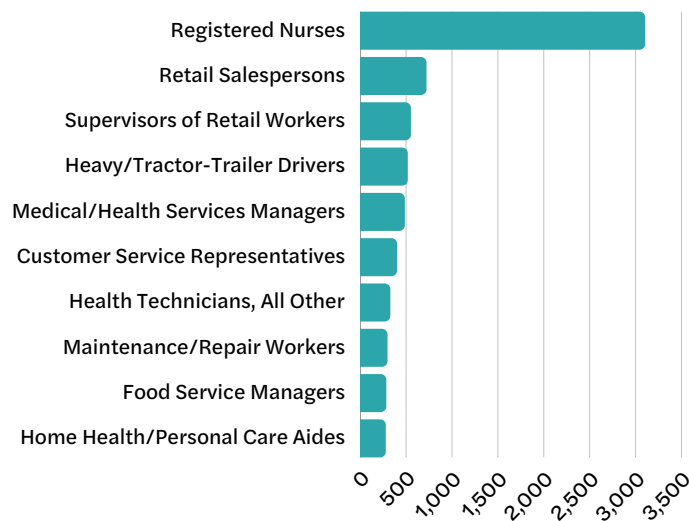


Median advertised salary fluctuated between \$54,000 and \$60,000 from July 2025 through June 2026. November, April, and May saw the fewest new job postings, during which the median advertised salary increased slightly as employers including ECU Health and Thermo Fisher Scientific continued to advertise highly specialized roles.

Source: Lightcast

Top SOC Occupations by Unique Job Postings

July 2025 - June 2026

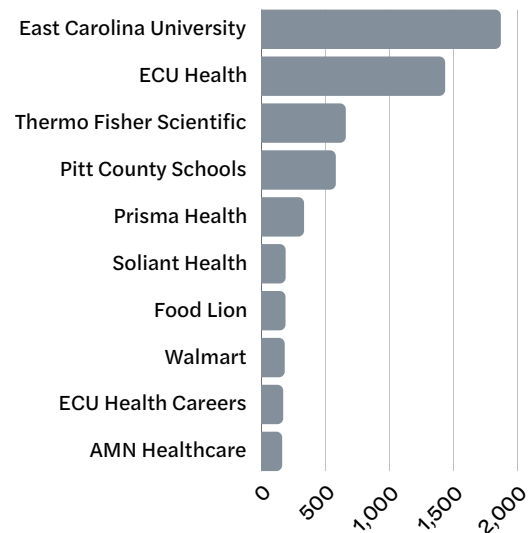


Registered nurses are in high demand in Pitt County, making up the lion's share of unique job postings. Job seekers with skills and experience in retail, the trades, and healthcare support roles are also highly sought after.

Source: Lightcast

Top Companies by Unique Job Postings

July 2025 - June 2026

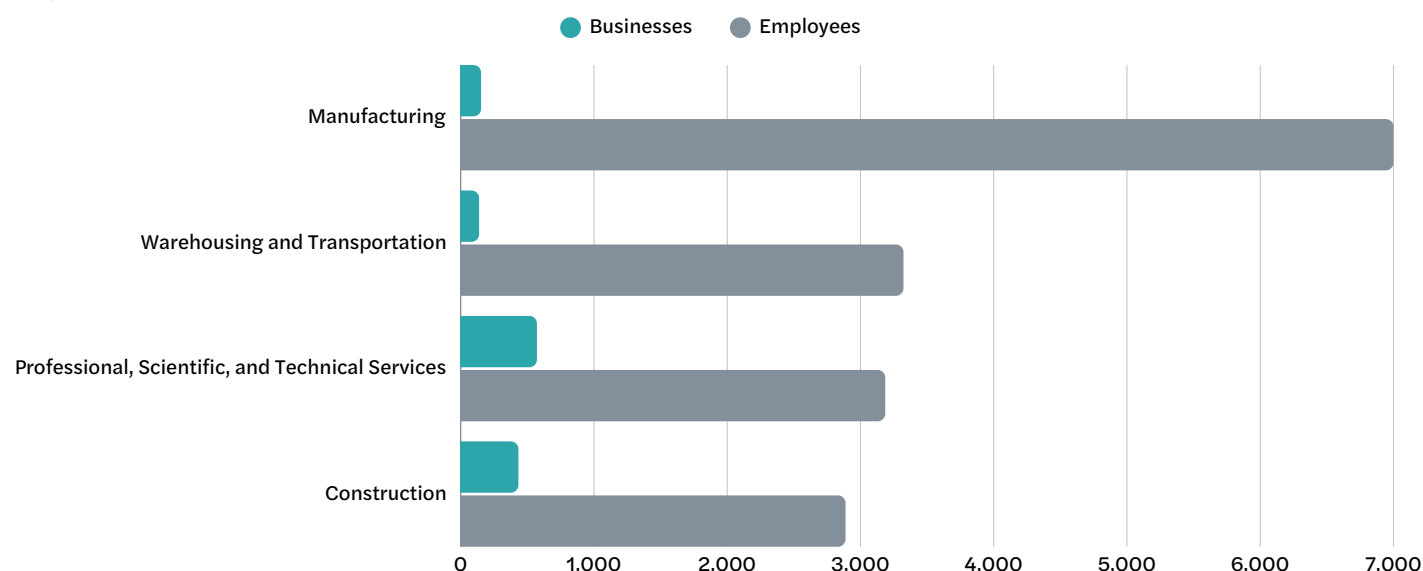


ECU and ECU Health were the most active hiring employers during this timeframe. Government employers, including Pitt County Schools, healthcare worker recruitment agencies, and chain retailers, also posted hundreds of unique job listings.

KEY INDUSTRY EMPLOYMENT

Business and Employee Counts

May 2026

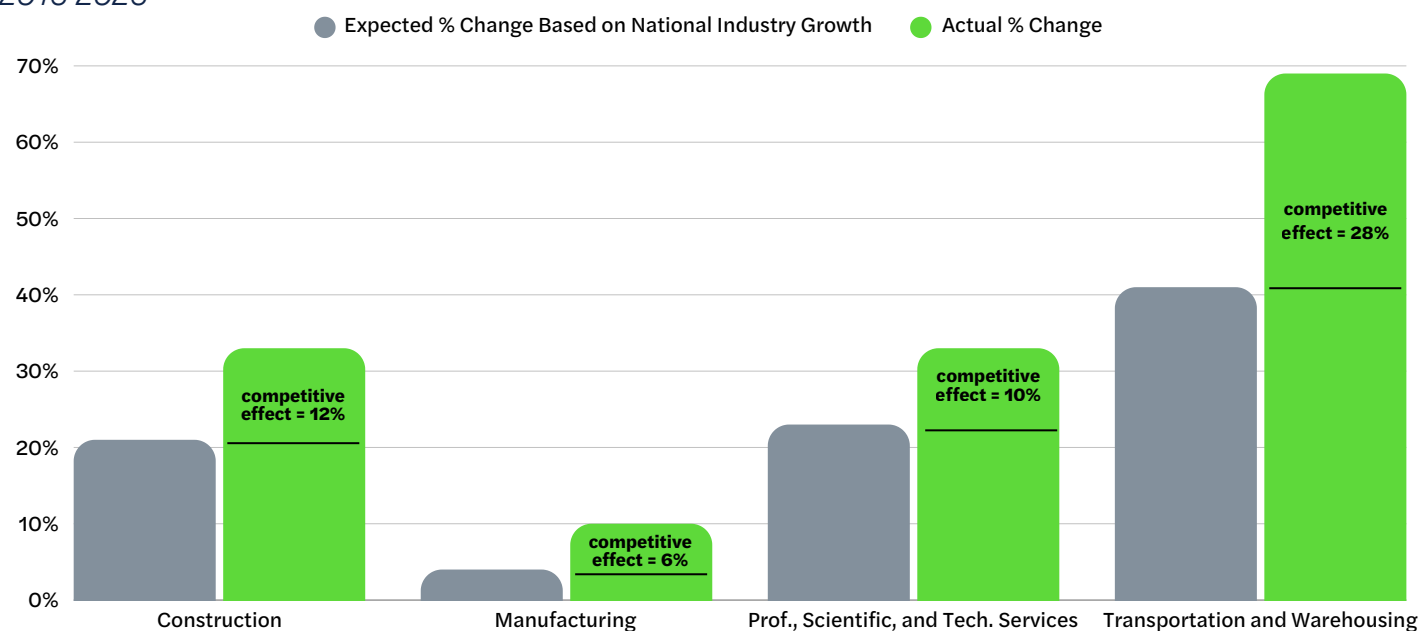


Of Pitt County's key industries, manufacturing employs the most workers. There are fewer manufacturing businesses than most other sectors, but manufacturing requires substantially more employees than other types of businesses. Warehousing and transportation and professional, scientific, and technical services sectors each employ over 3,000 workers, with construction employment trailing close behind.

Source: Invest Greenville Business Explore (GIS)

Key Sectors Outperforming National Industry Growth Rates

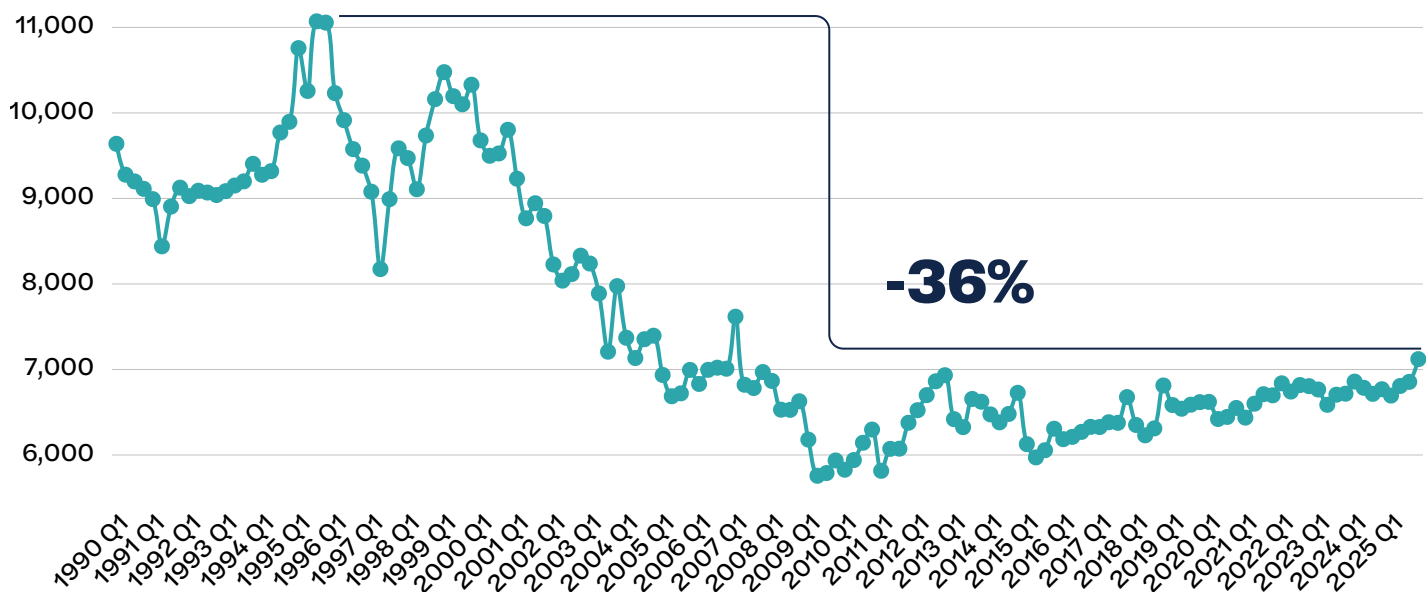
2016-2026*



Competitive effect measures how much industry growth in a given region is attributable to advantages unique to the region, over and above national industry growth trends. Transportation and warehousing companies saw significant value in the region during this 10-year period, increasing employment by 28% more than the national average.

*The national growth rate for all industries during this period was 11%
Source: Lightcast

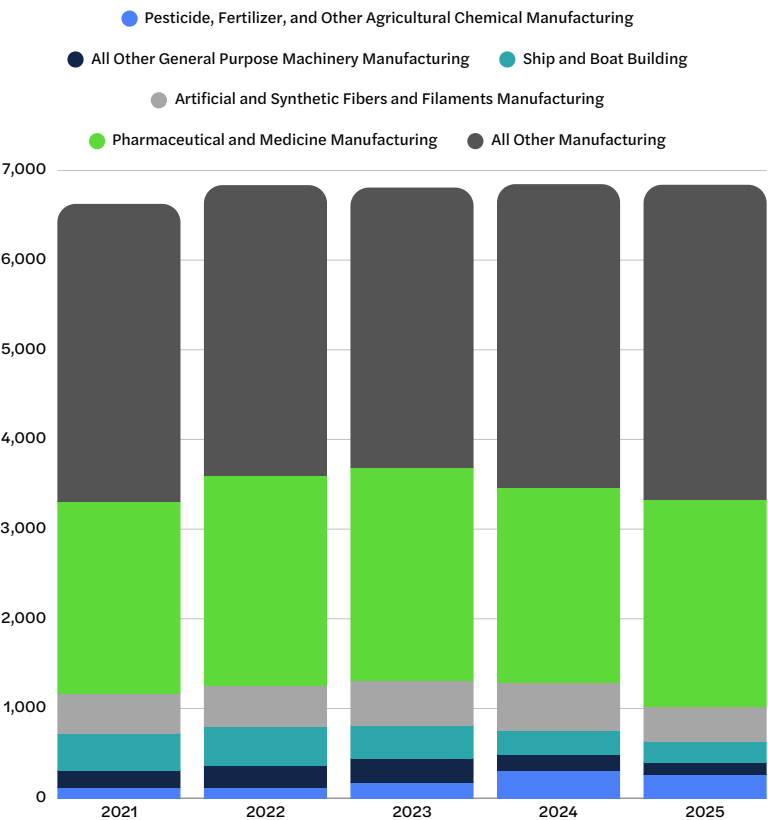
Manufacturing Employment Over Time



Manufacturing employment swiftly declined across the United States in the mid-1990s due to advancements in automation and mass offshoring. In the wake of the 2008 recession, manufacturing rebounded somewhat as a growing number of production operations reshored to reduce hidden costs associated with globalization and shorten their supply chains. Manufacturing employment in the Greenville MSA is currently near a 20-year high.

Source: BLS QCEW

Historical and Projected Employment Growth: Manufacturing

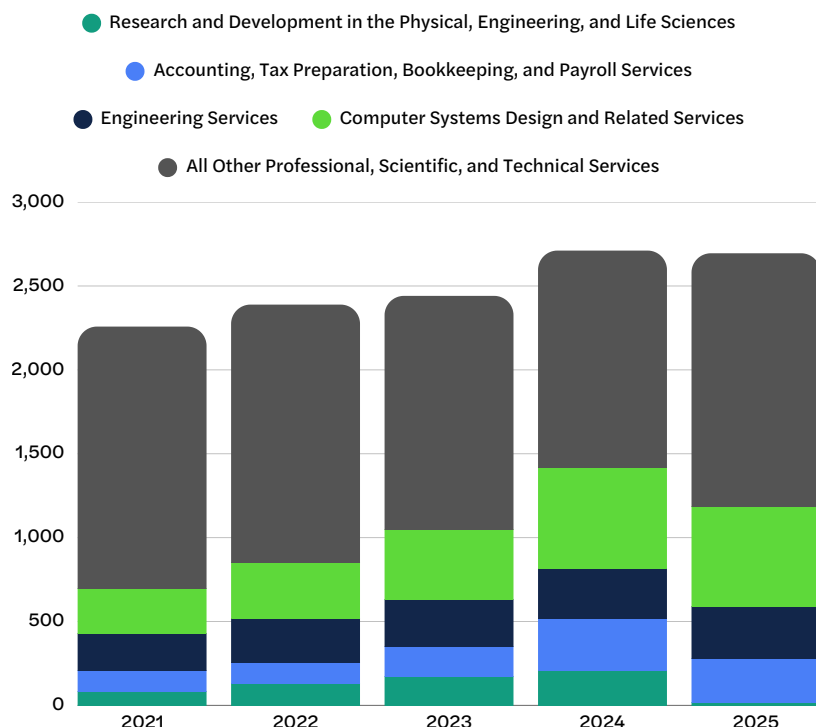


Industry	Current Employment	Projected 2030 Employment	Current Wages
Pharmaceutical and Medicine Manufacturing	2,312	2,386 (+3.2%)	\$78,455
Artificial and Synthetic Fibers and Filaments Manufacturing	384	390 (+1.6%)	\$86,353
Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	261	265 (+1.5%)	\$85,371
Ship and Boat Building	240	244 (+1.7%)	\$58,567
All Other General Purpose Machinery Manufacturing	133	134 (+.8%)	\$80,994

+2.0% projected
10-year manufacturing
employment growth rate

Source: JobsEQ

Historical and Projected Employment Growth: Professional, Scientific, and Technical Services

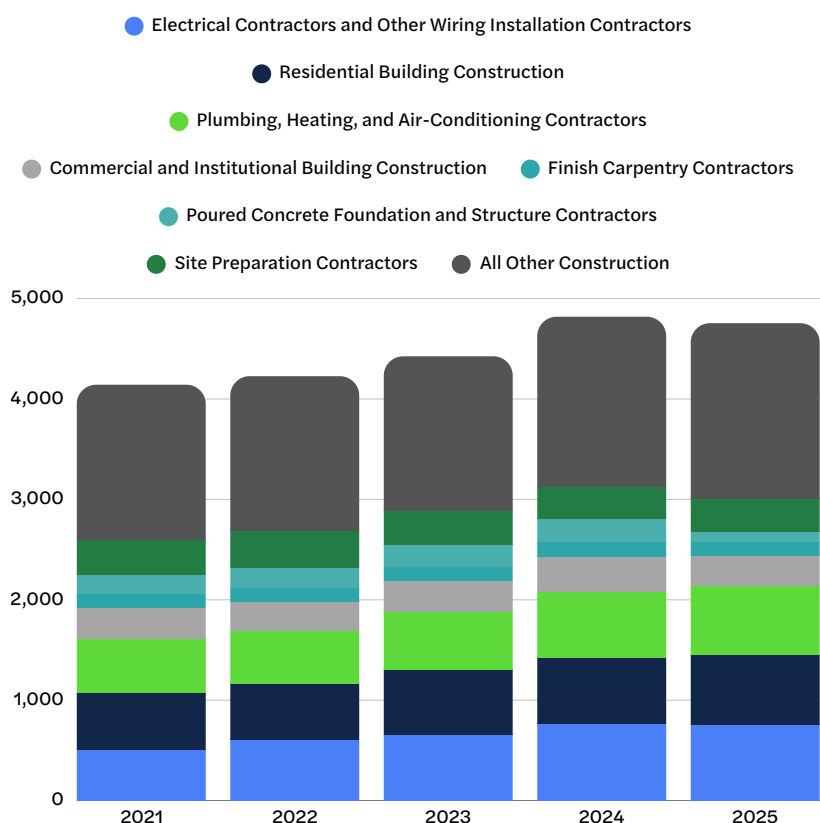


Industry	Current Employment	Projected 2030 Employment	Current Wages
Computer Systems Design and Related Services	594	640 (+7.7%)	\$142,751
Engineering Services	313	321 (+2.2%)	\$82,060
Accounting, Tax Preparation, Bookkeeping, and Payroll Services	277	282 (+1.8%)	\$51,297
Scientific Research and Development Services	21	22 (+4.8%)	\$127,908

+7.7% projected 10-year professional, scientific, and technical services employment growth rate

Source: JobsEQ

Historical and Projected Employment Growth: Construction



Industry	Current Employment	Projected 2030 Employment	Current Wages
Electrical Contractors and Other Wiring Installation Contractors	762	787 (+3.3%)	\$62,223
Residential Building Construction	694	704 (+1.4%)	\$65,737
Plumbing, Heating, and Air-Conditioning Contractors	689	709 (+2.9%)	\$60,999
Site Preparation Contractors	326	337 (+3.4%)	\$61,094
Commercial and Institutional Building Construction	299	308 (+3.0%)	\$91,972
Finish Carpentry Contractors	136	138 (+1.5%)	\$67,843
Poured Concrete Foundation and Structure Contractors	100	104 (+4.0%)	\$52,957

+6.1% projected 10-year construction employment growth rate

Source: JobsEQ

THANK YOU TO OUR INVESTORS

(Investor Honor Roll as of August 1, 2026)

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East Carolina Chrysler Dodge Jeep Ram
ECS Southeast, LLC
ECVC, Inc.
ElectricCities of North Carolina
ENC Protection Group
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First National Bank
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Hudson Brothers Construction Co.
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Minges Bottling Group
Mullarkey Real Estate Group
North State Steel
Orthopaedics East & Sports Medicine Center
Penco Products, Inc.
Piedmont Natural Gas
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Segra
Sound Partners
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Barnhill Contracting Co.
BAM Pest Control
BK8 Investments
Blount Properties
BW Architecture
Christeys North America
Clark-Branch Realtors
Coastal Plains Association of REALTORS®
Conterra Networks, LLC
Covington Collaborative
CrossGen Wealth
David Price Construction
Fastenal
First Bank
Fuji Silysia Chemical LTD.
Greater Greenville Chamber
Haystack Realty Group

Hilton Greenville
Homewood Suites/Residence Inn
IIC Carolinas
Inner Banks Home Builders Association
Inner Banks Media
Intrepid Network Group
Jack A. Farrior, Inc.
JKF Architecture
LBA Group, Inc.
Lions Eye Promotions
L.R. Griffin and Associates, LLC
Marlboro Development Team
MetroNet
Milestone Wealth
North Carolina Protection Group
Optimum
Package Craft
Pair Electronics

Piedmont Service Group
Pilot John International
Pitt Electric
QC Kinetix
Radiate Prints
Red Shark Digital
Roebuck Staffing Company, LLC
Sawyer's Fun Park
Spyglass Talent Solutions
State Farm Insurance - Polly Poland
Terracon
The East Group
Timmons Group
Transworld Business Advisors of Eastern NC
Truist
United Community Bank
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