

Home Health Care Services in NWDB Regions

Northeastern Workforce Development Board



Northeastern Workforce
Development Board
ALBEMARLE COMMISSION
REGION 8 COUNCIL OF GOVERNMENTS



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Hertford, North Carolina 27944

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What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Report Parameters

1 Industry

621610 Home Health Care Services

10 Counties

37029 Camden County, NC

37041 Chowan County, NC

37053 Currituck County, NC

37055 Dare County, NC

37073 Gates County, NC

37095 Hyde County, NC

37139 Pasquotank County, NC

37143 Perquimans County, NC

37177 Tyrrell County, NC

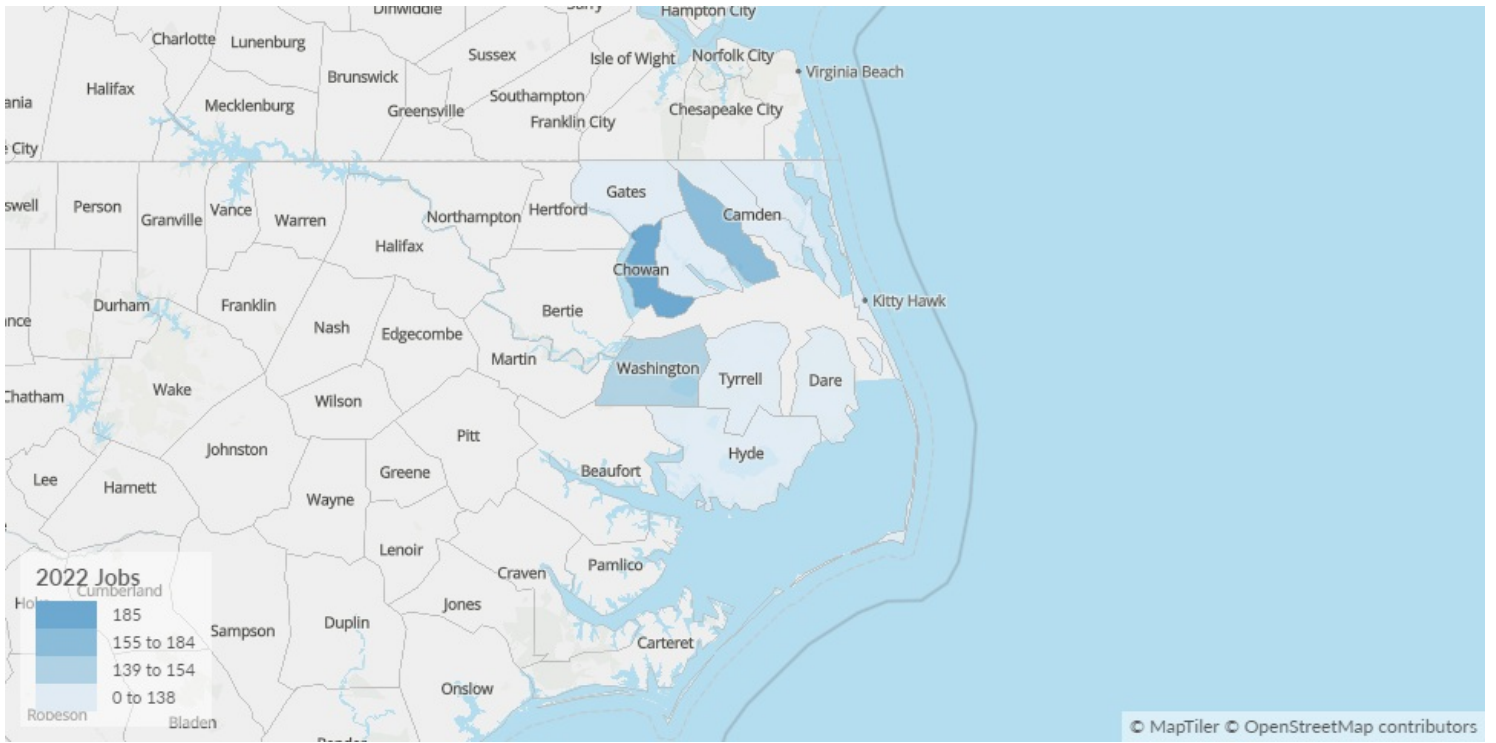
37187 Washington County, NC

Class of Worker

QCEW Employees

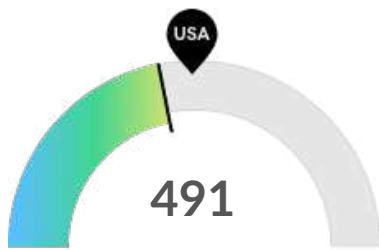
The information in this report pertains to the chosen industry and geographical areas.

Workforce Map



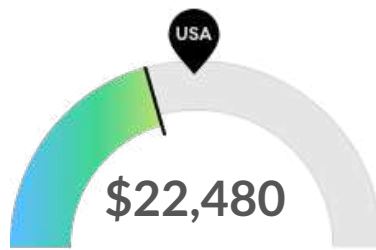
Executive Summary

Light Hiring Competition Over a Thin Supply of Regional Talent



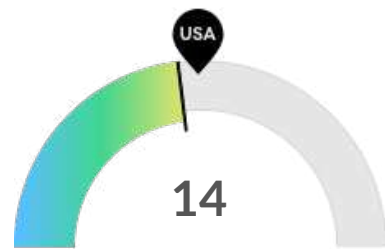
Supply (Jobs)

Your area is not a hotspot for this kind of talent. The national average for an area this size is 591* employees, while there are 491 here.



Earnings Per Job

Earnings per job are below the national average. The national average salary for Home Health Care Services in an area this size is \$46,642, while in your area it is \$22,480. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.



Demand (Job Postings)

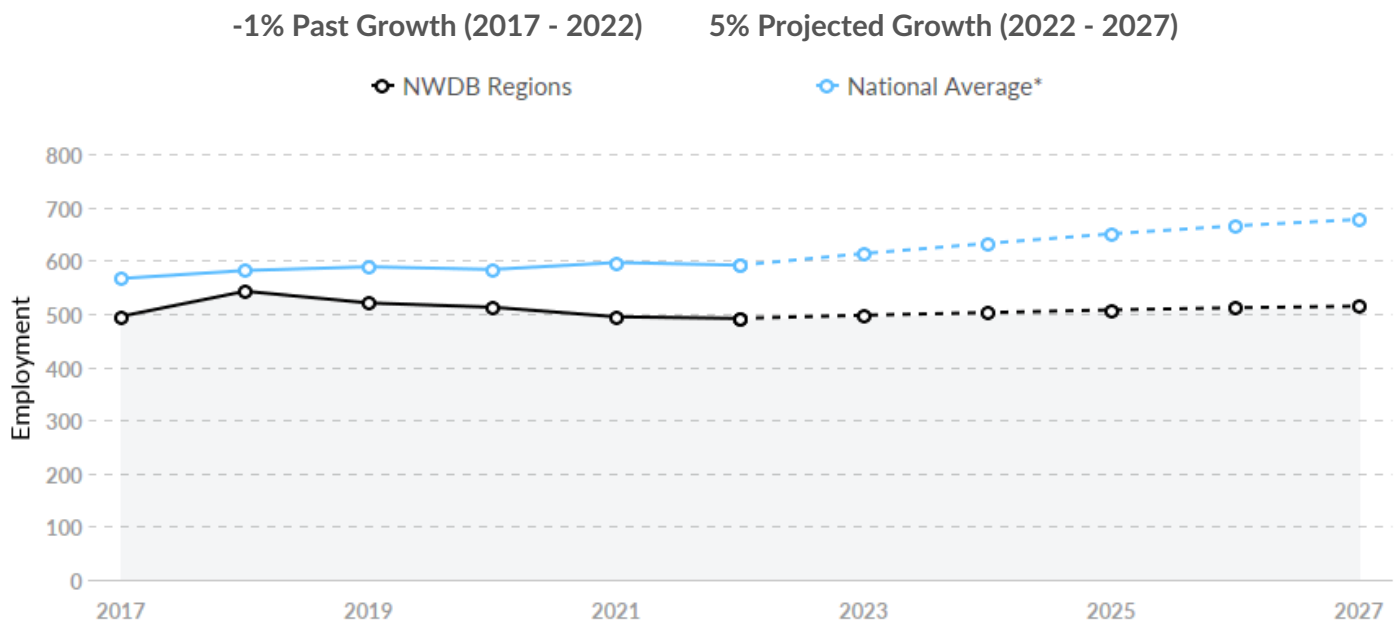
Competition from online job postings is low in your area. The national average for an area this size is 16* job postings/mo, while there are 14 here.

*National average values are derived by taking the national value for Home Health Care Services and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

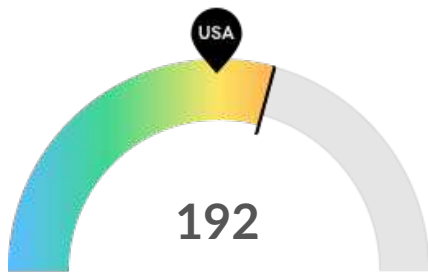
Supply Is Lower Than the National Average

The regional vs. national average employment helps you understand if the supply of Home Health Care Services is a strength or weakness for your area, and how it is changing relative to the nation. An average area of this size would have 591* employees, while there are 491 here. This lower than expected supply may make it more difficult to find candidates. The gap between expected and actual employment is expected to increase over the next 5 years.



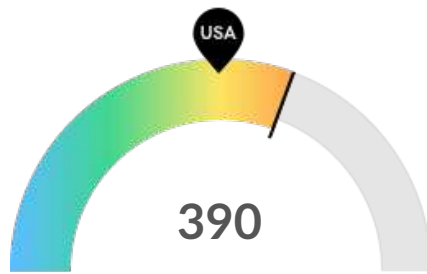
*National average values are derived by taking the national value for Home Health Care Services and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Retirement Risk Is High, While Overall Diversity Is High



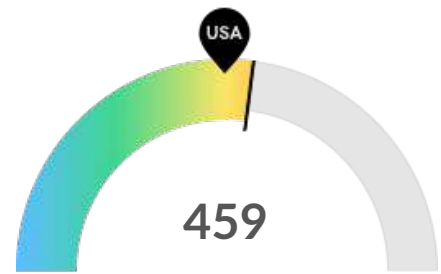
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 151* employees 55 or older, while there are 192 here.



Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 285* racially diverse employees, while there are 390 here.



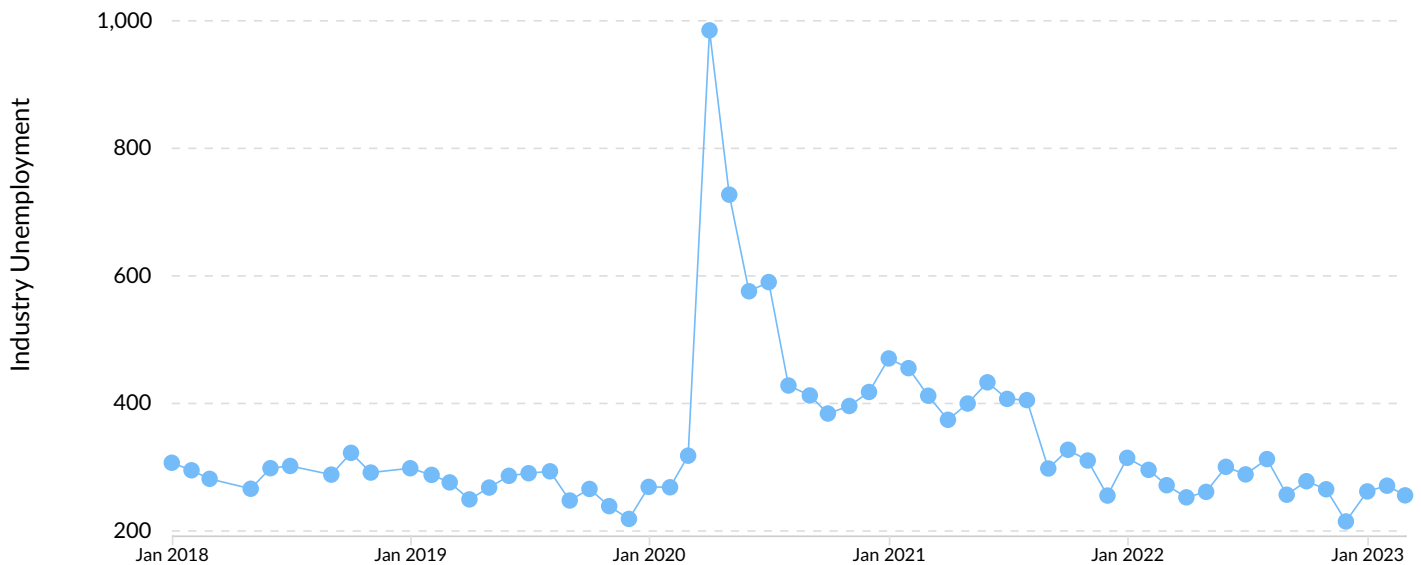
Gender Diversity

Gender diversity is high in your area. The national average for an area this size is 408* female employees, while there are 459 here.

*National average values are derived by taking the national value for Home Health Care Services and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

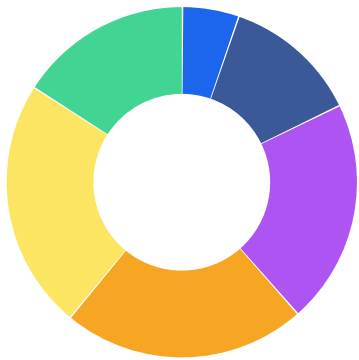
Unemployment Rate Trends

Unemployment shown at the 2-digit sector level.



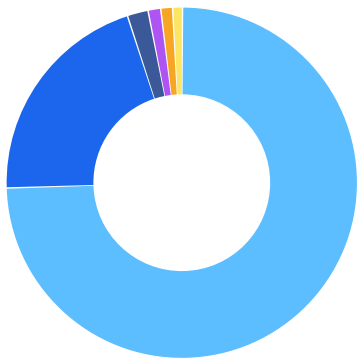
Demographic Details

Industry Age Breakdown



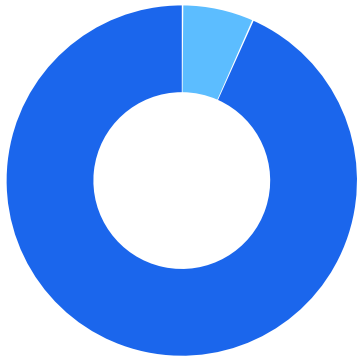
		% of Jobs	Jobs
●	14-18	0.0%	0
●	19-24	5.2%	26
●	25-34	12.5%	61
●	35-44	20.7%	102
●	45-54	22.5%	110
●	55-64	23.1%	113
●	65+	16.0%	79

Industry Race/Ethnicity Breakdown



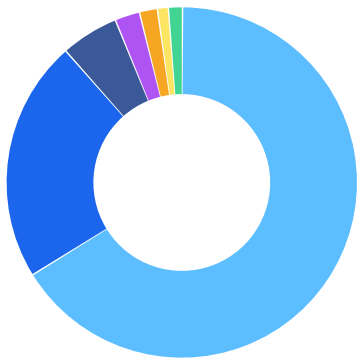
		% of Jobs	Jobs
●	Black or African American	74.4%	366
●	White	20.5%	101
●	Hispanic or Latino	1.9%	9
●	Two or More Races	1.2%	6
●	American Indian or Alaska Native	1.1%	5
●	Asian	0.9%	4
●	Native Hawaiian or Other Pacific Islander	0.0%	0

Industry Gender Breakdown



	% of Jobs	Jobs
● Males	6.6%	32
● Females	93.4%	459

Most Jobs are Found in the Healthcare Support Occupations Industry Sector



Occupation	% of Industry in Occupation (2022)
● Healthcare Support Occupations	66.1%
● Healthcare Practitioners and Technical Occupations	22.3%
● Office and Administrative Support Occupations	5.3%
● Management Occupations	2.3%
● Community and Social Service Occupations	1.7%
● Business and Financial Operations Occupations	1.0%
● Other	1.3%

Demand



22 Employers Competing

All employers in the region who posted for this job over the last 12 months.



173 Unique Job Postings

The number of unique postings for this job over the last 12 months.



26 Day Median Duration

Posting duration is 3 days shorter than what's typical in the region.

Top Companies	Unique Postings
All Ways Caring HomeCare	58
Amedisys	22
Medical Services of America	20
Emerald Health Services	10
Eventus Wholehealth	9

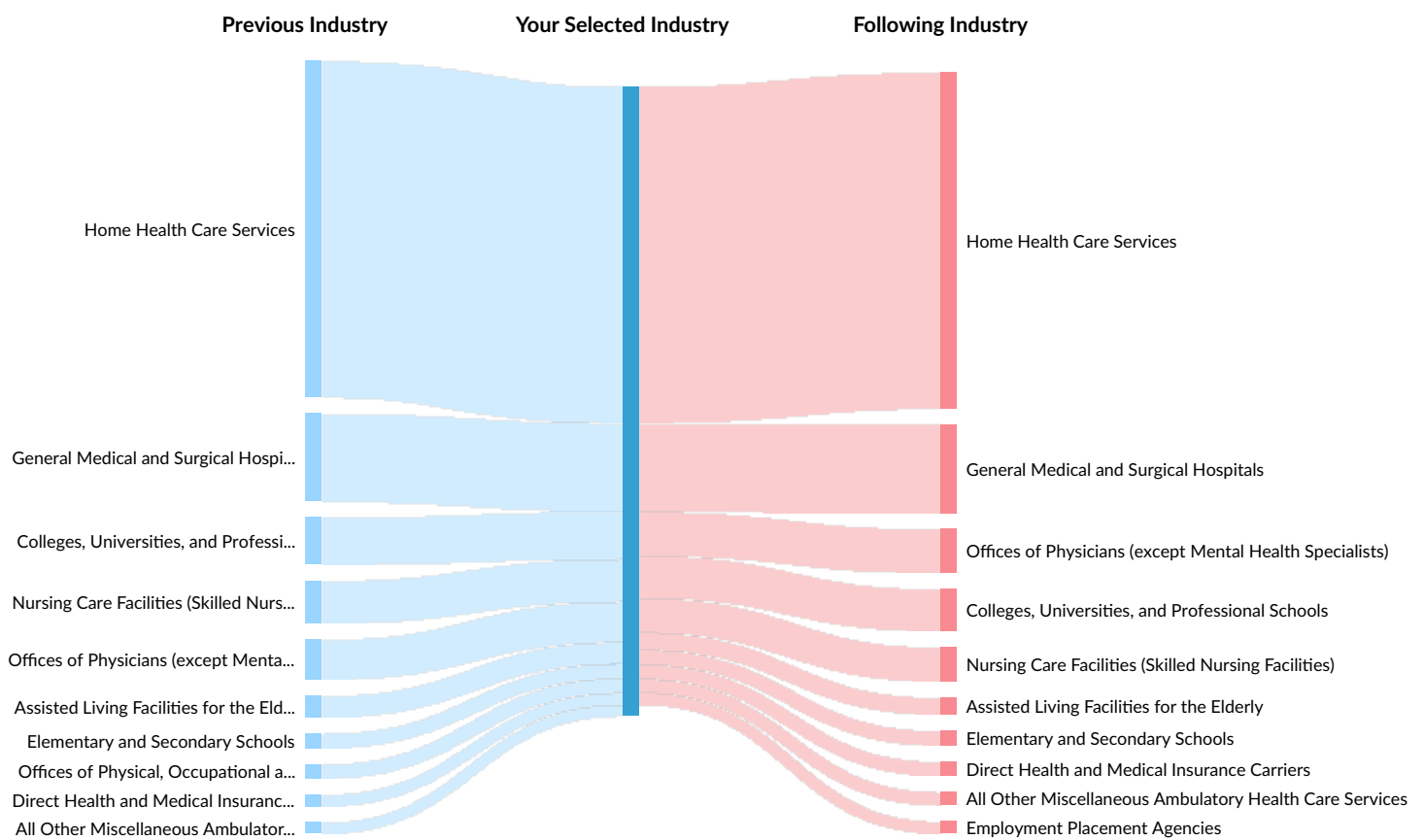
Top Job Titles	Unique Postings
Caregivers/Home Health Aides	21
Certified Nursing Assistants	17
Direct Support Professionals	13
Hospice Registered Nurses	13
Home Health Registered Nurses	9

Industry Gain and Drain

The table below analyzes the profiles of current and past people in your selected industry. The left column shows job transitions from other industries to your selected industry. The right column shows job transitions from your selected industry to other industries.

Please note, results are only available at the national level and the 6-digit NAICS level. Also your selection has been limited to 100 industries.

The following represents the job transitions of employees in your selected industry in the United States:



Previous Industries	Transitions
Home Health Care Services	42,854
General Medical and Surgical Hospitals	11,234
Colleges, Universities, and Professional Schools	6,042
Nursing Care Facilities (Skilled Nursing Facilities)	5,441

Previous Industries	Transitions
Offices of Physicians (except Mental Health Specialists)	5,147
Assisted Living Facilities for the Elderly	2,755
Elementary and Secondary Schools	1,871
Offices of Physical, Occupational and Speech Therapists, and Audiologists	1,838
Direct Health and Medical Insurance Carriers	1,511
All Other Miscellaneous Ambulatory Health Care Services	1,460
Employment Placement Agencies	1,425
Other Individual and Family Services	1,299
All Other Professional, Scientific, and Technical Services	1,225
Department Stores	1,222
Full-Service Restaurants	1,221
Temporary Help Services	1,200
Specialty (except Psychiatric and Substance Abuse) Hospitals	1,179
Services for the Elderly and Persons with Disabilities	1,149
Pharmacies and Drug Stores	1,145
Offices of All Other Miscellaneous Health Practitioners	1,129
Limited-Service Restaurants	1,080
Continuing Care Retirement Communities	1,037
Insurance Agencies and Brokerages	915
Junior Colleges	845
Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers	841
Commercial Banking	812
All Other Outpatient Care Centers	759
Child Day Care Services	728
Custom Computer Programming Services	715

Previous Industries	Transitions
Administrative Management and General Management Consulting Services	698
Child and Youth Services	673
Outpatient Mental Health and Substance Abuse Centers	654
Supermarkets and Other Grocery (except Convenience) Stores	631
Vocational Rehabilitation Services	595
National Security	591
Computer Systems Design Services	567
Religious Organizations	562
Software Publishers	541
Offices of Physicians, Mental Health Specialists	531
Hotels (except Casino Hotels) and Motels	522
Freestanding Ambulatory Surgical and Emergency Centers	458
Psychiatric and Substance Abuse Hospitals	446
Offices of Mental Health Practitioners (except Physicians)	445
Kidney Dialysis Centers	442
Residential Intellectual and Developmental Disability Facilities	442
Other Computer Related Services	429
Offices of Lawyers	422
Educational Support Services	417
All Other Personal Services	415
Fitness and Recreational Sports Centers	406
Other General Government Support	397
Data Processing, Hosting, and Related Services	391
Other Management Consulting Services	387
Office Administrative Services	371

Previous Industries	Transitions
Pharmaceutical Preparation Manufacturing	370
Offices of Certified Public Accountants	370
Electronic Shopping and Mail-Order Houses	367
Civic and Social Organizations	363
Other Residential Care Facilities	352
Offices of Real Estate Agents and Brokers	348
Corporate, Subsidiary, and Regional Managing Offices	343
Drugs and Druggists' Sundries Merchant Wholesalers	318
Wireless Telecommunications Carriers (except Satellite)	317
Other Social Advocacy Organizations	317
Offices of Other Holding Companies	306
Engineering Services	294
Marketing Consulting Services	293
Medical Laboratories	293
Family Clothing Stores	291
Residential Mental Health and Substance Abuse Facilities	273
Electronics Stores	269
Other Grantmaking and Giving Services	267
All Other Miscellaneous Store Retailers (except Tobacco Stores)	259
Surgical and Medical Instrument Manufacturing	253
Wholesale Trade Agents and Brokers	250
Offices of Dentists	248
Commercial and Institutional Building Construction	237
Couriers and Express Delivery Services	236
Lessors of Residential Buildings and Dwellings	234

Previous Industries	Transitions
Other Direct Selling Establishments	230
Voluntary Health Organizations	225
Administration of Public Health Programs	225
Human Resources Consulting Services	224
Security Guards and Patrol Services	223
Other Accounting Services	217
Ambulance Services	216
Beauty Salons	216
Women's Clothing Stores	214
Other Scientific and Technical Consulting Services	210
Food Service Contractors	205
Janitorial Services	205
All Other Business Support Services	193
Financial Transactions Processing, Reserve, and Clearinghouse Activities	188
Cosmetics, Beauty Supplies, and Perfume Stores	183
Direct Property and Casualty Insurance Carriers	181
Administration of Veterans' Affairs	176
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	173
Advertising Agencies	172
Telemarketing Bureaus and Other Contact Centers	161
Hardware Stores	159
Following Industries	Transitions
Home Health Care Services	42,854
General Medical and Surgical Hospitals	11,270

Following Industries	Transitions
Offices of Physicians (except Mental Health Specialists)	5,593
Colleges, Universities, and Professional Schools	5,388
Nursing Care Facilities (Skilled Nursing Facilities)	4,385
Assisted Living Facilities for the Elderly	2,197
Elementary and Secondary Schools	1,884
Direct Health and Medical Insurance Carriers	1,829
All Other Miscellaneous Ambulatory Health Care Services	1,729
Employment Placement Agencies	1,579
Offices of All Other Miscellaneous Health Practitioners	1,393
Temporary Help Services	1,356
Offices of Physical, Occupational and Speech Therapists, and Audiologists	1,353
Other Individual and Family Services	1,321
All Other Professional, Scientific, and Technical Services	1,296
Specialty (except Psychiatric and Substance Abuse) Hospitals	1,186
Insurance Agencies and Brokerages	1,100
Continuing Care Retirement Communities	1,039
Services for the Elderly and Persons with Disabilities	959
All Other Outpatient Care Centers	833
Pharmacies and Drug Stores	804
Custom Computer Programming Services	796
Administrative Management and General Management Consulting Services	791
Junior Colleges	775
Full-Service Restaurants	736
Commercial Banking	697

Following Industries	Transitions
Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers	668
Department Stores	656
Software Publishers	621
Child Day Care Services	596
Outpatient Mental Health and Substance Abuse Centers	595
Offices of Physicians, Mental Health Specialists	583
Limited-Service Restaurants	570
Offices of Real Estate Agents and Brokers	569
Other Management Consulting Services	564
Pharmaceutical Preparation Manufacturing	560
Other Computer Related Services	539
Offices of Mental Health Practitioners (except Physicians)	538
Computer Systems Design Services	537
Vocational Rehabilitation Services	530
Child and Youth Services	520
Electronic Shopping and Mail-Order Houses	517
Other General Government Support	487
Kidney Dialysis Centers	478
Psychiatric and Substance Abuse Hospitals	458
Religious Organizations	444
Data Processing, Hosting, and Related Services	443
Freestanding Ambulatory Surgical and Emergency Centers	427
Offices of Lawyers	425
Hotels (except Casino Hotels) and Motels	422
All Other Personal Services	393

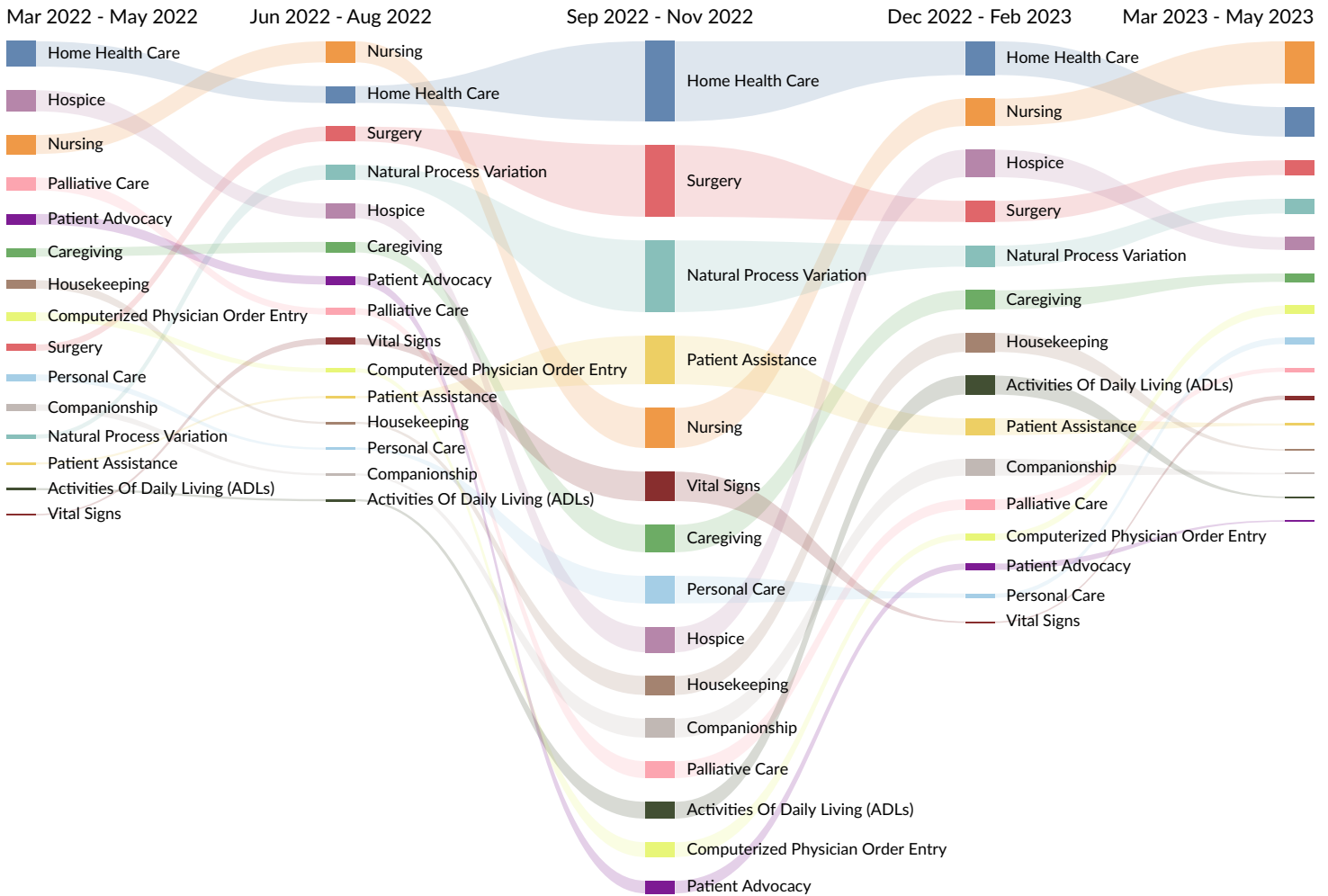
Following Industries	Transitions
Office Administrative Services	390
Medical Laboratories	382
Supermarkets and Other Grocery (except Convenience) Stores	379
Residential Intellectual and Developmental Disability Facilities	367
Administration of Veterans' Affairs	356
Offices of Certified Public Accountants	343
Educational Support Services	343
Engineering Services	339
Surgical and Medical Instrument Manufacturing	334
Fitness and Recreational Sports Centers	326
Marketing Consulting Services	326
Administration of Public Health Programs	315
National Security	291
Drugs and Druggists' Sundries Merchant Wholesalers	287
Other Residential Care Facilities	286
Civic and Social Organizations	282
Residential Mental Health and Substance Abuse Facilities	281
Electronics Stores	276
Other Social Advocacy Organizations	269
Offices of Dentists	252
Voluntary Health Organizations	246
Wholesale Trade Agents and Brokers	242
Other Accounting Services	241
All Other Miscellaneous Store Retailers (except Tobacco Stores)	240
Offices of Other Holding Companies	240

Following Industries	Transitions
Other Scientific and Technical Consulting Services	238
Research and Development in the Physical, Engineering, and Life Sciences (except Nanotechnology and Biotechnology)	238
Other Grantmaking and Giving Services	237
Couriers and Express Delivery Services	233
Human Resources Consulting Services	226
All Other Business Support Services	226
Investment Advice	219
Corporate, Subsidiary, and Regional Managing Offices	219
Commercial and Institutional Building Construction	217
Janitorial Services	202
Other Direct Selling Establishments	196
Direct Life Insurance Carriers	194
Ambulance Services	193
All Other Information Services	191
Beauty Salons	187
Lessors of Residential Buildings and Dwellings	186
Security Guards and Patrol Services	178
Blood and Organ Banks	177
Direct Property and Casualty Insurance Carriers	176
Wireless Telecommunications Carriers (except Satellite)	169
Other Activities Related to Real Estate	167
Residential Property Managers	166
Women's Clothing Stores	165
Freight Transportation Arrangement	163

What skills are they posting for?

Top 15 Skills for All Job Types by Quarter

Skills help us understand the direction an industry is headed.



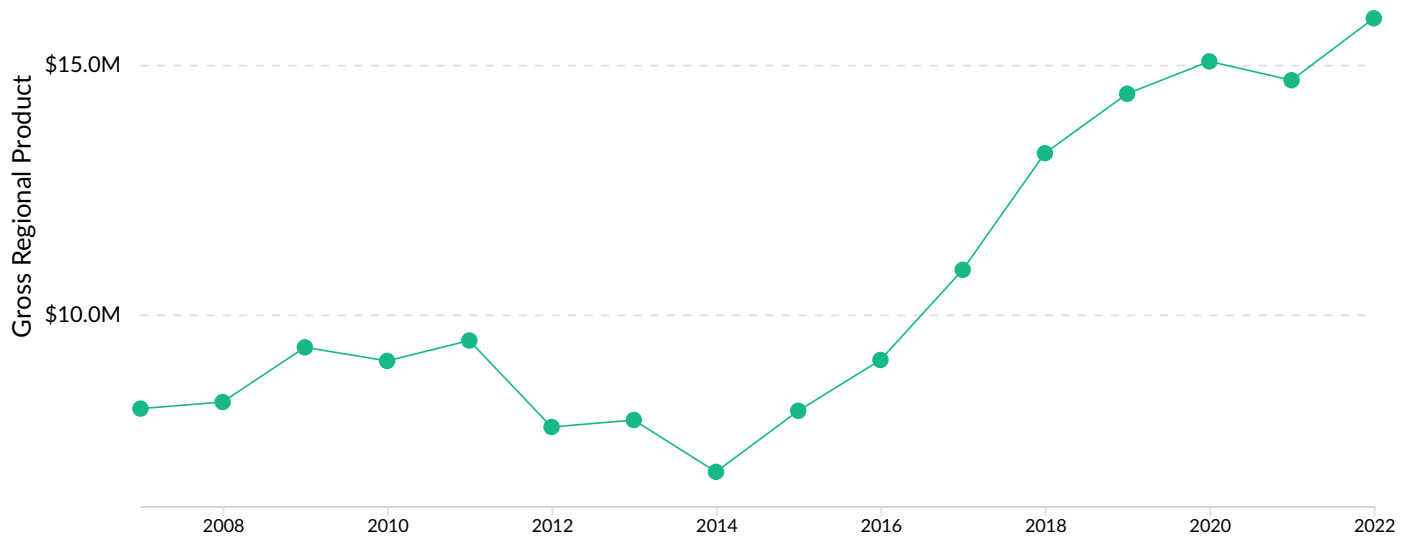
Gross Regional Product (GRP)

\$15.1M
Earnings (2022)

\$686.7K
Property Income
(2022)

\$99.8K
Taxes (2022)

\$15.9M
Total GRP (2022)



Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Temporary Help Services	\$125,593	\$356,990	\$482,583
Corporate, Subsidiary, and Regional Managing Offices	\$17,662	\$236,500	\$254,162
Lessors of Residential Buildings and Dwellings	\$153,323	\$27,826	\$181,149
Office Administrative Services	\$26,915	\$136,279	\$163,194
Offices of Real Estate Agents and Brokers	\$89,988	\$60,396	\$150,383