

FIGHTING BACK

THE NEWBERRY COUNTY ECONOMY
IN THE LATE TWENTIETH CENTURY

A Report to the Newberry Business Alliance

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October 1995

INTRODUCTION

This study was performed at the request of the Newberry County Business Alliance. The study grew out of a perception by members of the Alliance that things were not well with the Newberry County economy and that it would be useful to examine the recent economic history of the county and to compare Newberry's economic performance with that of neighboring counties and the rest of South Carolina.

The principal focus of the study is upon the performance of the Newberry County economy during the period from 1970 to the present, roughly the last 25 years. The principal objective is to understand what has happened in the Newberry County economy during that time period and, if possible, why it happened. We also outline in broad terms the local initiatives that the Business Alliance should consider in response to the study in order to improve both the business climate and the overall economic well-being of Newberry County.

GLOSSARY

Although an effort has been made to write this report in nontechnical language, certain words and terms used in the report may not be familiar to some readers. The definitions of terms below may be helpful.

Adjusted Buying Power of the Dollar: If Joe earned \$200 in 1980 and prices increased generally by 100 percent in the 1980s, Joe would need to earn \$400 in 1990 to buy the same things he could buy for \$200 ten years earlier. An adjustment is needed to take account of inflation so that comparisons of money amounts between different years can be made. The term "constant purchasing power" also refers to this adjustment.

Commuters' Net Earnings: The total earned income of persons in Newberry County who commute to jobs in other counties minus the total income earned in Newberry County by persons who live outside the county and commute in to work.

Data Transfers: Transmissions of data over the electronic infrastructure, as in one computer "talking" to another.

Demographic Consequences: Changes in the size of the population or in its mix with regard to race, sex, or age.

Dividends, Interest and Rent: Dividends are that part of the profits of corporations paid out to shareowners. Interest is the payment for use of money paid to lenders by borrowers and by banks to depositors. Rent is payment for the temporary use of property of any sort.

Electronic Infrastructure: The telecommunications portion of the overall infrastructure, primarily telephone and satellite communications facilities and television cables.

Environmental Amenities: Aspects of either the natural or built environment that provide satisfaction or pleasure to individuals without the necessity of their owning or consuming them. Examples are the cool shade of a tree by the side of the road or the interesting architecture of the Newberry Opera House.

Infrastructure: The water supply system, the sewer system, the telephone and electric systems, the streets, roads and bridges, the school buildings, museums, libraries, fire protection facilities and other related service structures of a given place. Infrastructure is usually, but not always, provided by government.

In-Migration: The number of persons who leave other places and establish their new residence in given town, county, state or nation in a given time period.

Labor Income: Earnings in the form of salaries and wages as payment to an employee.

Median Age: The age that divides the population evenly so that half are younger and half are older.

Metro Centers: An urban center consisting of one or more counties that qualifies by population standards of the U.S. Bureau of the Census as a Standard Metropolitan Area. Columbia is a metro center, as are Augusta/Aiken, Charleston, Greenville/Spartanburg/Anderson, Florence, and Sumter.

Non-Earned Income: All income except labor and proprietor's income, but mainly transfer payments, dividends, interest and rent.

Out-Migration: The number of persons who leave a given town, county, state or nation in a given time period and establish residence in another.

Proprietor's Income: Earnings in the form of returns to labor, capital and management of owners of (usually small) businesses, including income of professionals such as doctors and lawyers offering services for a fee.

Regional Urban Centers: Metro centers in the southeastern United States, including those in neighboring states as well as in South Carolina.

Trade Sector: All business engaged in the wholesale or retail sales of merchandise.

Transfer Payments: Any payment made either (a) from the current earnings of others as with Aid to Families with Dependent Children or Social Security or (b) from earnings of the recipient in another time as with private pensions, annuities, and insurance pay outs.

EXECUTIVE SUMMARY

In 1976, per capita income in Newberry County was 106 percent of the average per capita income in South Carolina. By 1992, Newberry County's had dropped to less than 90 percent of the state average. In the race for economic prosperity, Newberry County has lost ground in the late twentieth century. As South Carolina's economy expanded in the 1980s, Newberry County's economy was in a long downward slide.

There is some evidence that the long economic slide in Newberry County was halted in the 1990s and that the county's economy has now bottomed out. Still, it has bottomed out at a level well below the prosperity of a generation ago.

Newberry County was not alone among South Carolina counties in falling behind economically in the 1980s. To a greater or lesser degree, neighboring counties like Greenwood, Union, and Laurens are also being left behind. Indeed, a whole tier of counties across the lower Piedmont of South Carolina lost economic ground in the 1980s. Newberry County's troubles are not the result of anything unique to Newberry County. They are not self-inflicted. They are rooted in geography and Newberry's historical dependence upon a commodity-based economy which is in decline worldwide.

The reason Newberry County fell behind is simple. From 1980 until 1992, there was virtually no net growth in overall jobs in the county. The traditional core of the county economy, farming and manufacturing, contracted; and while there was some growth in the trade and services sectors, it was barely enough to offset the losses in farm and manufacturing jobs.

Since pay levels in trade and service sector jobs are generally below those in manufacturing and since the county experienced a modest growth in population, per capita incomes were put under pressure. More and more residents of Newberry County have been forced to commute to jobs outside the county. Indeed, without the income brought home from outside jobs by Newberry County residents, per capita income in the county would have dropped to little more than fifty percent of the state average in 1992.

The long economic slide had serious demographic consequences for Newberry County. The young and the ambitious tended to move away, and an aging population was left behind. In the 1990s, Newberry County has the oldest population in the state. Consequently, dependence upon transfer payments, such as Social Security, has increased dramatically.

A place with an aging population and slow income growth is not one with booming retail sales. Retail sales per capita are lower in Newberry County than the statewide average and since the mid 1980s, retail sales in the county have fallen as a percentage of all retail sales statewide. There are also fewer business proprietors; and real estate values, adjusted for inflation, have been essentially flat.

Even if Newberry County's slide has bottomed out, the county will be poor unless it can find a new economic base that is not dependent upon selling things that essentially are identical to what can be bought cheaper someplace else in the world. There is no real need to try to identify what that base should be; the market will supply a suitable base if the lo-

cal ground is prepared to receive it. Newberry County needs to secure that ground by focusing on development fundamentals.

Newberry County leaders cannot afford to be complacent. Economic prosperity requires the county start fighting back. The important need is for Newberry County to make itself attractive to investors attuned to rapidly adjusting world markets.

Doing that requires:

- **Leadership Development.** A corps of committed, energetic, and pragmatic leaders are required in any community hoping to achieve economic prosperity. On-going formal programs to develop and nourish such leaders are a prerequisite for local economic success in Newberry County.
- **Investments in Schools.** Newberry County cannot prosper unless its schools are up to world standards. That means the schools have to be better than average American schools so that Newberry County is the place professionals will want to live and raise families. That may or may not require more local taxes, but it will certainly require a greater investment of time and energy in educating children and in creating continuing education opportunities for adults.
- **Investments in Infrastructure.** All interchanges with I-26 need to have water and sewer service sufficient to support industrial and commercial development. The electronic (telephone and cable) infrastructure must be state of the art in its ability to handle electronic data transfer.
- **Racial Harmony.** The changing racial mix of Newberry County's population requires that special attention be given race relations and the need to maintain racial harmony. Involvement of persons of all races in community decision making is essential; and a mechanism for identifying and addressing racial issues as they emerge and before they fester needs to be put in place. Regular, candid discussions across racial lines must be fostered.
- **Strengthening Newberry College.** Newberry College is a major economic development asset for the county. A partnership between the Newberry community and the college can be mutually beneficial in enhancing local economic development opportunities and in strengthening the educational mission of the college.
- **Investments in the Environment.** Attracting investment to Newberry County requires that the county have pride in itself and show it by the care it takes of both the natural and built environment. That means preservation of the pastoral landscape and protection of its historic architecture.
- **Increased Efficiency in Local Government.** Newberry County does not have a large tax base. Achieving and maintaining a high quality of life in the community requires high quality public services, and it is essential that those services be provided in the most efficient way possible. Achieving such efficiency may require consolidation of municipal and county governments in Newberry County and rational analysis of potential savings from such consolidation needs to be undertaken.

FIGHTING BACK

A Long Slide

A look at Newberry County's per capita income, a critical measure showing how Newberry County is doing economically in comparison with other parts of South Carolina, tells the story of the county's economy over the last fifteen years. The profile in figure 1 shows the county's per capita income as a percentage of the state's per capita income.

Since the mid 1970s, Newberry County's economy has been on a long downward slide. Although the relative decline in per capita income in Newberry County appears to have bottomed out in the 1990s, there are few comforting signs of a turnaround.

During most of the 70s, per capita income in Newberry County was higher than the state average in South Carolina. In the decade of the 1970s, the county gained almost 2,500 new jobs. But the 1980s were tough years for the Newberry County economy. Job growth stagnated; and jobs in agriculture and manufacturing, the historic core of Newberry County's economy, actually declined (figure 2). In the 1980s, the Newberry County economy lost about 200 jobs while population grew by about 2,000 persons.

In the early 1980s, the whole country went through what many consider the most serious recession since the Great Depression of the 1930s. Unemployment rates for Newberry County increased to double-digit levels (figure 3). Even though there was a general recovery from the re-

cession by the mid 1980s, unemployment rates in Newberry County remained at around six percent, quite high by the standards of the 1970s. Increasingly, large numbers of Newberry County residents are commuting to other counties for work.

Newberry County's economic problems are not unique. What happened to Newberry County was also happening to some neighboring counties, and indeed, to many rural counties across the nation. A whole tier of counties across South Carolina's lower Piedmont lost ground relative to the state average in per capita incomes.

These counties, including Newberry, have been caught in a major, worldwide economy change. The new technology that has made it easier to travel, communicate, and ship products globally has allowed labor-intensive types of manufacturing to move overseas where there are large pools of relatively low-skilled labor willing to work at wages well-below those required to support a worker's family in Newberry County. Manufacturing that has remained in the United States has automated its processes so as to reduce its requirements for ordinary factory workers. Hence the percentage of the U.S. work force employed in manufacturing has declined dramatically (figure 4).

Many of these displaced factory workers have found jobs, although often at lower pay, in the trade and services sector. But

the trade and service sectors are urban oriented. Trade and service sectors jobs have increased in Newberry County (figure 5), but Newberry County is just close enough (and well-enough connected by interstate highway) to major urban centers to put local trade and service establishments in competition with those in the urban centers. The county is not far enough away to allow it to remain a trade and service center on its own.

Not only has Newberry County suffered from a stagnant job market, pay levels in the county are generally low relative to surrounding counties. Newberry County's farm sector is the only major sector where average annual earnings are above the state average. Annual earnings per worker in manufacturing, trade and services are lower in Newberry County than in the state as a whole or in all neighboring counties except Fairfield (figure 6).

With a stagnant job market, relatively high unemployment, and an aging population, it is not surprising that Newberry County has become increasingly dependent upon transfer payments for new dollars flowing into the county (figure 7). Transfer payments represent income earned by someone else or in some other time but paid out in the present to Newberry County residents. The largest component of transfer payments is Social Security, but transfer payments also include private pensions, insurance payments, food stamps, Aid to Families with Dependent Children and other forms of public assistance. By the early 1990s, transfer payments accounted for more than one-fifth of all personal income received in Newberry County.

It is also not surprising that Newberry County real estate values have been essentially flat since the early 1980s. The

average sales prices of residential property increased from \$28,864 in 1981 to \$64,667 in 1994, but when the price is adjusted for changes in the buying power of the dollar, the sales price in 1994 was about 20 percent lower than in 1981 (figure 8). Similar declines are evident in farm real estate and other types of land values.

Sources of Income

In the broadest terms, Newberry County's income is derived from two sources: labor and proprietors' earnings and nonearned income. In 1980, a little over 70 percent of all personal income realized by residents of the county was labor and proprietors' earnings, and just under 30 percent was nonearned income. By 1991, however, a significant shift had occurred in the source of income in Newberry County. Earnings declined to 64 percent of all personal income realized by county residents and nonearned income increased to 36 percent.

Labor and proprietors' earnings may be earned in the county by county residents, earned in the county and taken out by residents of other counties who commute to jobs in Newberry County, or earned by Newberry County residents who commute to jobs in other counties. In 1980, about 59 percent of all income realized by Newberry County residents was earned in the county, but by 1991, that fraction had dropped to just under 53 percent. Only about one dollar out of every two earned by Newberry County residents is actually income of workers or proprietors who participate as producers in Newberry County's local economy.

In both 1980 and 1991, Newberry County residents who commuted to jobs outside the county brought in more dollars than

non-Newberry county residents who worked in Newberry County took away; hence, net commuters' earnings were positive and represented about 11 percent of the total personal income of Newberry County residents. That is, about one dollar out of every ten of income to Newberry County residents was earned outside of the county. The fact that this percentage has not increased as the Newberry County economy stagnated in 1980s is a bit surprising, however. It means that while more residents of Newberry County are commuting to work outside the county, they are (in the main) commuting to jobs that pay relatively less than the jobs Newberry County residents commuted to a decade earlier.

The big structural shift in income in Newberry County is the increase in the share of income from nonearned sources. The most significant aspect of this shift is the increase in transfer payments from 17 percent in 1980 to 21 percent of all personal income realized by Newberry County residents in 1991. As we will see later, much of this shift can be explained by the aging of Newberry County's population. But it is worthwhile to note that in 1991, about one dollar out of every five is income realized by transfer payments.

Source	1980	1991
Labor & proprietor's earnings	70.8	64.0
Commuters' net earnings	11.7	11.3
Earned in county	59.1	52.8
Non-Earned Income	29.2	36.0
Dividends, interests and rents	12.2	14.6
Transfer payments	17.0	21.1

The slow growth of per capita income in Newberry County comes into sharper focus when we examine the average annual earnings of workers in the major sectors of the Newberry County economy. Recall that there was almost no overall job growth in Newberry County during the 1980s. About 600 jobs were lost, however, in manufacturing, a sector wherein average annual earnings are relatively high. Those jobs were replaced with growth in trade, services, and government jobs; and average earnings in the trade and service sectors are relatively low. Indeed, the increase in wage rates in the trade sector failed to keep up with the rate of inflation from 1980 to 1991.

In short, the Newberry County economy in the 1980s replaced relatively high paying jobs with relatively low paying ones. Had Newberry County been able to retain the 600 jobs lost in manufacturing at pay levels realized by local manufacturing workers in 1991, more than \$13 million dollars would have been added to personal income in the county and per capita income would have been \$14,048 rather than \$13,641 in 1991. The loss of manufacturing jobs in Newberry County in the 1980s had an impact equivalent to a \$500 per year cut in income for every man, woman, and child in the county.

Sector	1980	1991
Farm	\$ 6,099	\$ 5,808
Construction	11,553	18,237
Manufacturing	13,448	13,462
Trade	8,810	13,462*
Services	8,735	11,767
Government	9,739	19,329

* Increase from 1980 to 1991 is less than rate of inflation.

Because job growth in Newberry County has been sluggish while population has continued to grow, there has been downward pressure on local wage rates. In 1990, average earnings of manufacturing workers in Newberry County were seven thousand dollars per year below the state average, nine thousand dollars below those in Fairfield County, five thousand dollars below those in Greenwood County, and twenty-five hundred dollars below those in Laurens County. Despite the loss of manufacturing jobs in Newberry County in the 1980s, had manufacturing wage rates in Newberry County been comparable to those in Greenwood County, per capita income in Newberry County would have been about \$800 higher than it actually was in 1991. If they had been on a par with those in Laurens County, per capita income in Newberry would have been \$400 higher.

Demographic Consequences

As a general rule, one expects that a stagnant economy will have demographic consequences. The most obvious such consequence would be out-migration of population.

That has not happened in Newberry County, however. During the 1980s, population continued to grow modestly in Newberry County, and there was positive net in-migration (figure 9). However, almost all of the population growth was accounted for by nonwhites (figure 10). There was significant out-migration of young whites and significant in-migration of nonwhites, a pattern that is also observable in Fairfield and Greenwood counties.

The result is that in 1990, almost 35 percent of Newberry County's population is African-American, compared to about 32 percent in 1980 (figure 11). African-Americans now represent a larger proportion of Newberry County's population than the proportion they represent in South Carolina as a whole (figure 12); and the county has a racial mix that more closely resembles counties in the coastal plain like Charleston and Florence than those in the Piedmont.

Newberry County also now has the oldest population of all South Carolina counties. In 1990, the median age in Newberry County was 34.2 compared to a median age of 32.0 statewide. About 11 percent of South Carolina's population was 65 or older in 1990 (figure 13), but more than 15 percent of Newberry County's population was 65 or older (figure 14). Since about the same percentage of Newberry County's population was under 18 years of age as was true statewide in 1990, it follows that a smaller percentage of New-

berry County's population was of the age that usually constitutes the working population.

The demographic consequences of Newberry County's long economic slide can be summed up simply: Newberry County's population is gradually but certainly becoming older, poorer, and less white. Such a population is associated with weak demand for local businesses. In 1994, retail sales in Newberry County amounted to \$30,396 per member of the local labor force as compared to an average of \$34,826 per member of the labor force state wide.

Retail sales data are not always reliable at the county level and are essentially unusable in South Carolina before the mid 1980s. In 1985, however, Newberry County had about 0.8 percent of all retail sales in South Carolina. As figure 15 shows, that percentage dropped steadily throughout the late 1980s and into the 1990s; and in 1994, they were about 0.6 percent of all retail sales statewide.

Bottoming Out

The apparent halt to the slide in relative per capita income in Newberry County, indicates that the Newberry economy may have bottomed out. Further declines cannot be ruled out, but at least for the present, the decline has been arrested. The percentage of the Newberry County population receiving food stamps has declined from 13.2 in 1992 to 12.1 in 1994. There has been a pick up in new residential construction from 101 permits issued in 1992 to 122 in 1994. However, there is no obvious trend in commercial construction permits (figure 16).

Yet all these encouraging signs must be viewed against the background of a national economy in the upswing of the business cycle and exhibiting relatively strong growth. The long-term decline in traditional manufacturing jobs continues in the United States. That means that pressures remain on that part of the Newberry economy that generates the highest paying local jobs.

With a strong national economy providing support, the best Newberry County has been able to do in the 1990s is halt its downward economic slide. There are few strong signs that the Newberry economy is coming back toward the level of prosperity enjoyed in the 60s and 70s. Without concerted local leadership, the strong possibility exists that Newberry's slide will resume when the national economy inevitably goes into the downside of the business cycle. To recover its prosperity of old and grow to new levels of economic prosperity and catch up with the growing areas of South Carolina, Newberry County must fight back through a vigorous program of local economic renewal that may require radical change.

Catching Up

Catching up requires that Newberry County candidly and critically assess its economic development assets and liabilities. Like every community, it has some of both.

Some of Newberry County's chief assets are:

- A location astride Interstate 26 with easy access to growing metropolitan centers like Greenville-Spartanburg and Columbia and proximity to other growth centers like Charlotte and Atlanta
- Substantial natural, cultural, and his-

toric environmental amenities that make Newberry County a pleasant, interesting place to live (Newberry ranked twenty-fifth in the state in a survey of recent retirees locating in the state who were asked about desirable places to retire in South Carolina.)

- Relatively low housing costs that help keep the cost-of-living relative low in Newberry County
- Newberry College, a center of Southern Lutheranism as well as a respected center of higher education.

On the other side of the ledger, Newberry's liabilities include:

- Proximity to large shopping centers with greater variety of offerings and greater possibilities for scale economies than Newberry can offer,
- Inadequate water and sewer infrastructure to serve development along I-26 and substantial residential growth in the county at large
- A work force that lacks the training and experience to staff advanced manufacturing facilities
- Public schools that are perceived to be, at best, mediocre by the standards of nearby school districts
- A relatively thin property tax base which limits opportunities to make public investments in schools and infrastructure

Positive action to enhance these assets and minimize these liabilities is required if Newberry County is to recover its economic prosperity. Special priority should be assigned to the following:

- **Leadership:** The things that Newberry County must do to fight back and catch up require committed leaders willing to give of their time and energy and occasionally to take stands on controversial issues. Natural leadership talent exists in Newberry County; but just as persons with natural musical talent need training to fully develop their talent, persons with leadership talent also need training to develop to the fullest. Investment in an on-going local leadership development program is a prerequisite for local economic success.

- **Schools:** In the modern, knowledge-based economy, the schools are where the future is manufactured. Schools that were adequate in the past to produce workers for old-style manufacturing plants are not adequate for current needs. The Newberry School District ranked 47 among the 91 school districts in South Carolina in teachers' salaries in 1991-92, 54 in teacher turnover rate, and 26 in high school dropout rate. Newberry County schools might best be described as "average," and that is not good enough for a county struggling to come back.

More money will not solve all the problems of the schools, and Newberry County has a relatively thin local property tax base. Newberry taxpayers are 34 in local taxes paid for schools relative to effort, yet 38 in local tax capacity. They are already making somewhat greater financial sacrifice for schools than taxpayers in many other South Carolina districts. But they are not making as much sacrifice as taxpayers in many of the better districts.

Local resolve to do whatever it takes—

money, time, organization—to bring Newberry schools to that standard will be a critical to the county's future prosperity. Additional financial sacrifices for Newberry schools may be needed. Until Newberry County schools are up to the standard set by those in neighboring districts like Imo, the county's economic future will be at risk.

- **Infrastructure:** No community is going to be successful in attracting economic investments unless it has a modern water supply, wastewater treatment, and telecommunications infrastructure in place. Interstate 26 is a major asset for Newberry County, but one that is of limited value until all interchanges are served by water and sewer. In addition, water and sewer infrastructure is needed to service development along Lake Murray and potential retirement centers. Innovative ways must be found to finance some expansion of the water and sewer system as a speculation against future economic growth in the county.

Investments are also needed in Newberry County's electronic infrastructure. Electronic communications (both voice and data) are at the heart of the emerging economy. It is vital that the electronic infrastructure in Newberry County be sufficient to provide local users with worldwide access to the internet and to enable local businesses to accommodate large-scale data transfers.

- **Race Relations:** The proportion of Newberry County's population that is nonwhite is increasing and that creates pressures that may aggravate racial tensions. Nothing can poison the local environment for economic

development as much as bad race relations. Special efforts to include leaders from minority races in community decision making and to encourage an on-going and candid dialogue across racial lines can help alleviate problems before they become festering sores. There is no one right way to structure such efforts, but involvement of schools, churches, and civic clubs in the efforts is essential.

- **Newberry College:** Newberry College is a special asset for Newberry County. If the college flourishes, Newberry County is likely to flourish. The college enhances the cultural life of the community and is a node for connection to the Internet and other electronic communications infrastructure. It can be a magnet for attracting retirees, particularly Lutherans and college alumni. Partnerships between Newberry College and the local business community can be mutually beneficial, enriching the college's educational mission and producing spillover benefits for the entire area.
- **Environmental Amenities:** That Newberry ranked twenty-fifth in a survey of recent retirees to the state in 1995 as a desirable retirement community without even trying shows the county has potential for the retirement industry. Among Newberry County's chief assets are a largely unspoiled Piedmont landscape and a number of historical structures of interesting and significant architecture. Vigilant and loving protection of these environmental amenities can play significant economic dividends not only because they are attractions in and of themselves to retirees and technically skilled professionals, but also because their pro-

tection signifies a community that has pride and can work together toward common goals. The Main Street-Downtown Development effort underway in Newberry County needs support and encouragement; and although likely to be politically challenging, some form of rural zoning may be needed to protect the pastoral landscape.

- **Regional Cooperation:** Newberry County's economy does not exist in isolation from that in neighboring counties and regional urban centers. Recall that what has happened to the Newberry County economy has also happened, to a greater or lesser degree, to a whole tier of counties across the lower Piedmont of South Carolina. Regional cooperation across county lines to address common economic problems makes good sense, and Newberry County leaders must find ways regularly to consult with and where appropriate act jointly with leaders from neighboring counties. Just as importantly, regular support for and participation in economic development activities of metro centers such as Columbia, Greenville-Spartanburg, and Charlotte can pay dividends.
- **Efficiency in Local Government:** As noted, Newberry County has a relatively thin local tax base. A stagnant economy makes it difficult for residents to consider paying higher taxes. But fighting back and catching up economically requires that local government services be of the highest quality. The only way to reconcile this need with the thin tax base is by achieving the greatest possible efficiencies in local government activities.

One significant way to achieve such

efficiencies is through economies of scale. Under South Carolina law it is now possible for municipalities and counties to consolidate, thus eliminating layers of administration and possible duplication of services. Serious study of efficiencies from such consolidation is now being undertaken in Cherokee County. Consolidation may also be an option for Newberry in order to enhance the efficiency of local government. Serious examination of that option is in order.

FIGURES

Figure 1 Per Capita Income as a Percentage of State Income
Newberry County, S.C.

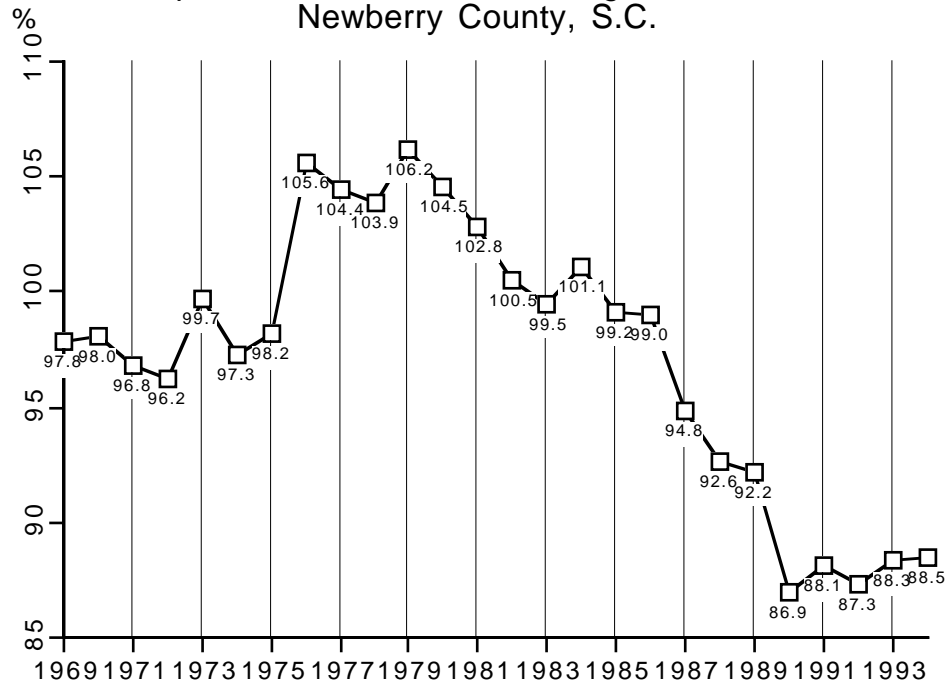


Figure 2 Number of Jobs by Industry, 1969-1992
Newberry County, S.C.

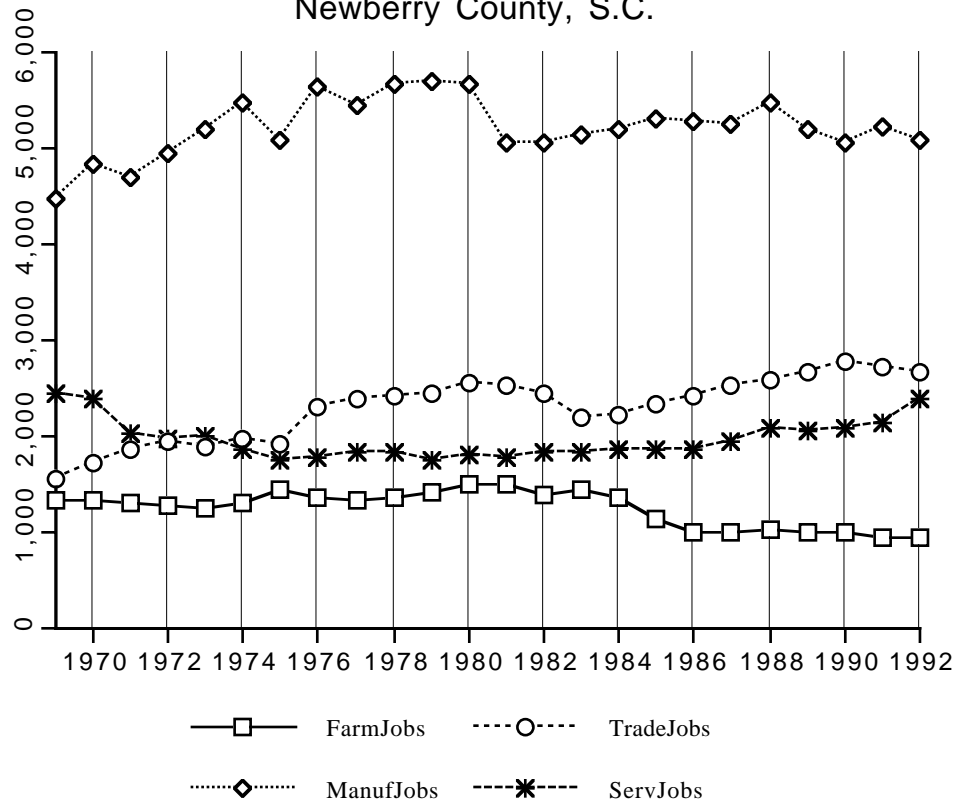


Figure 3



Figure 4

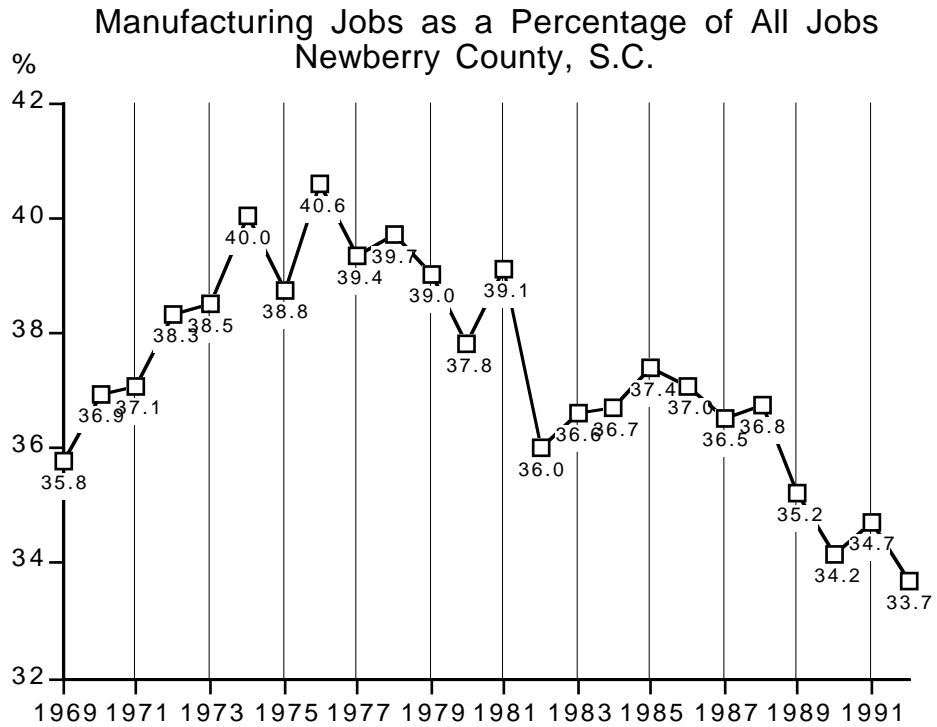


Figure 5

**Trade & Service Jobs as a Percentage of All Jobs
Newberry County, S.C.**

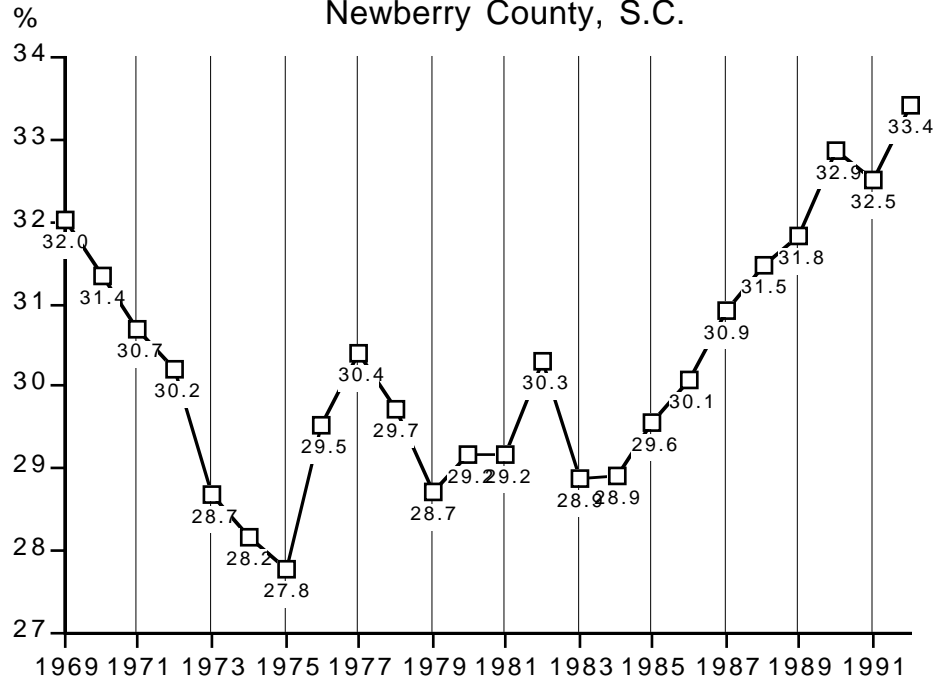


Figure 6

Average Annual Income by Sector, 1990

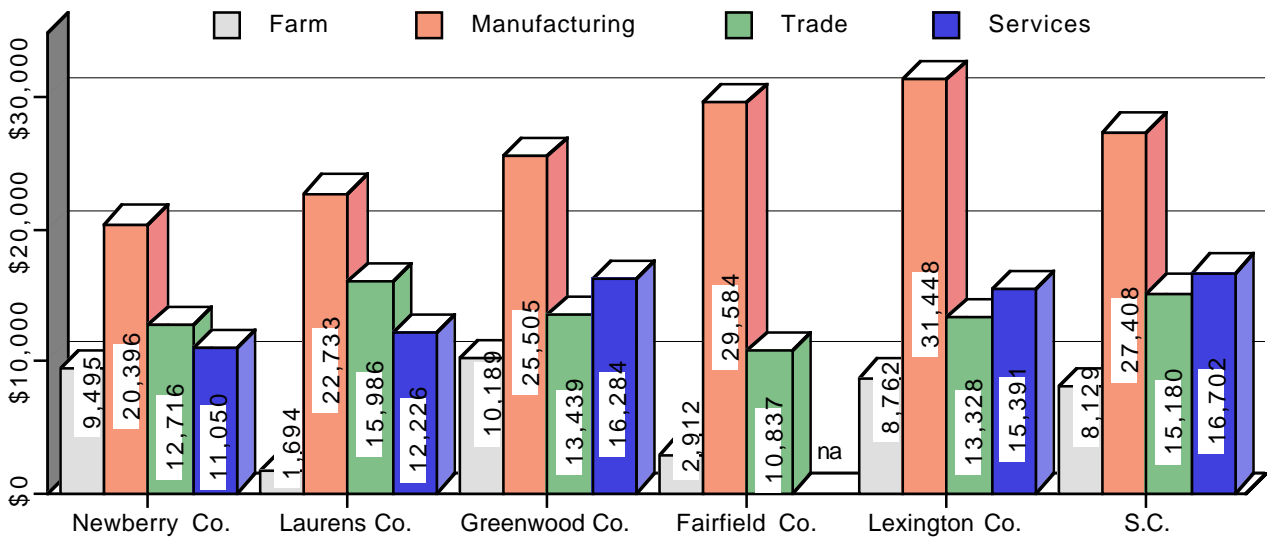


Figure 7

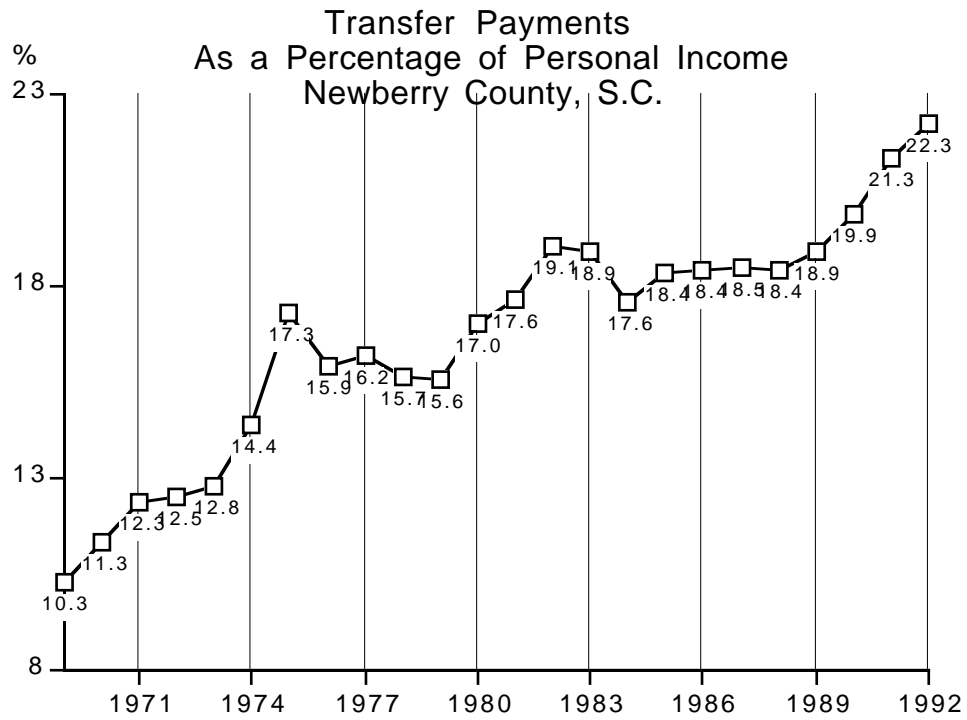


Figure 8

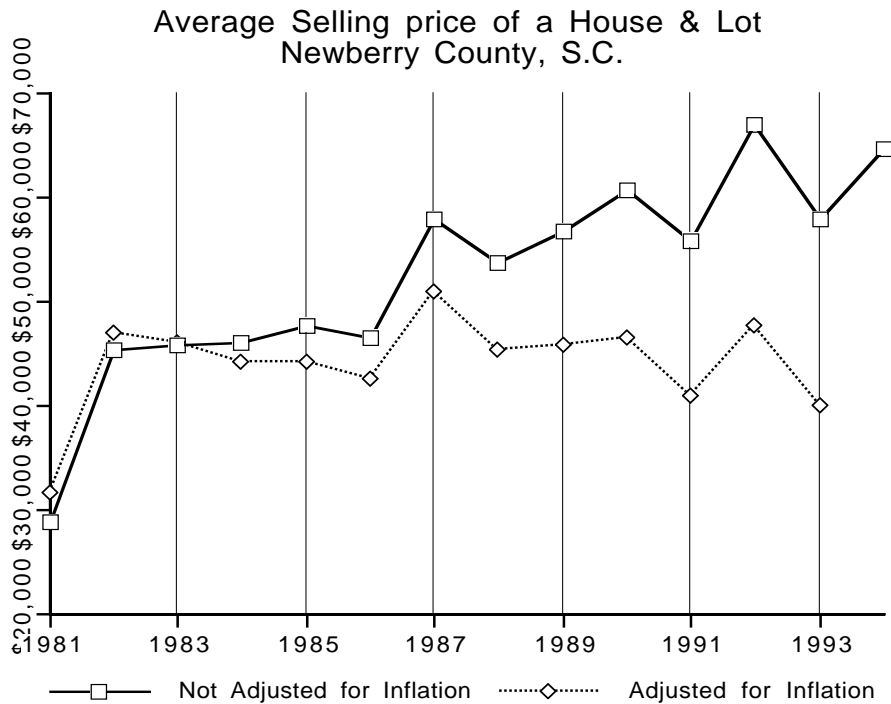


Figure 9

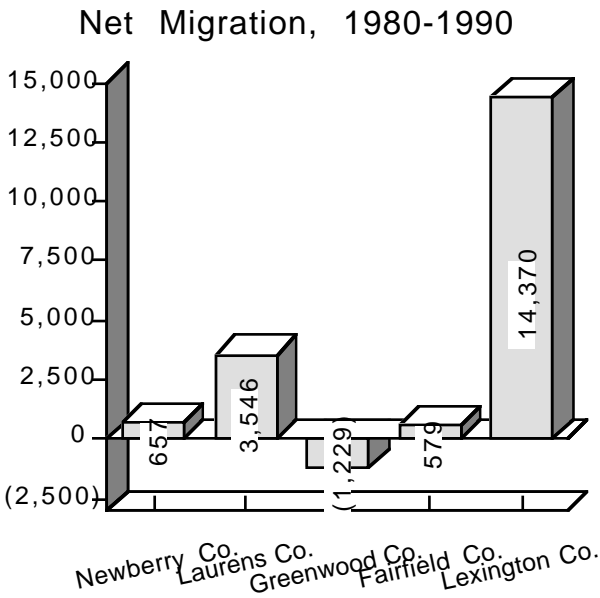


Figure 10

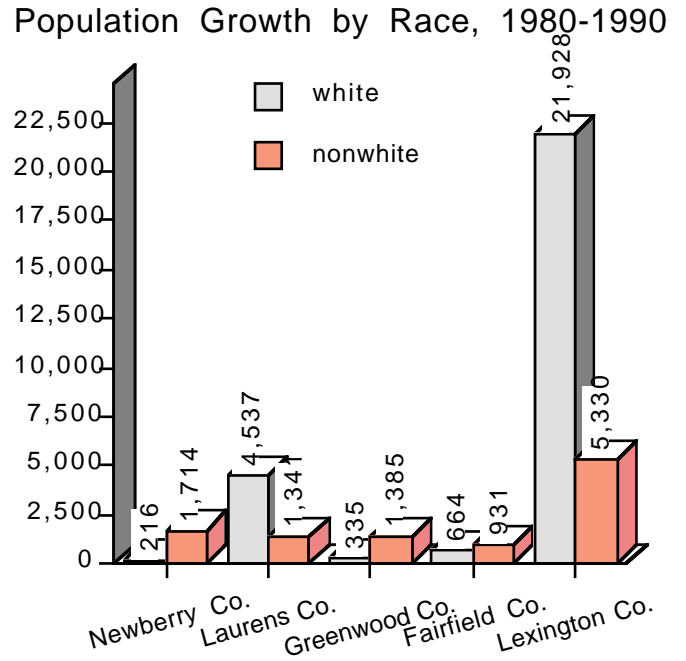


Figure 11

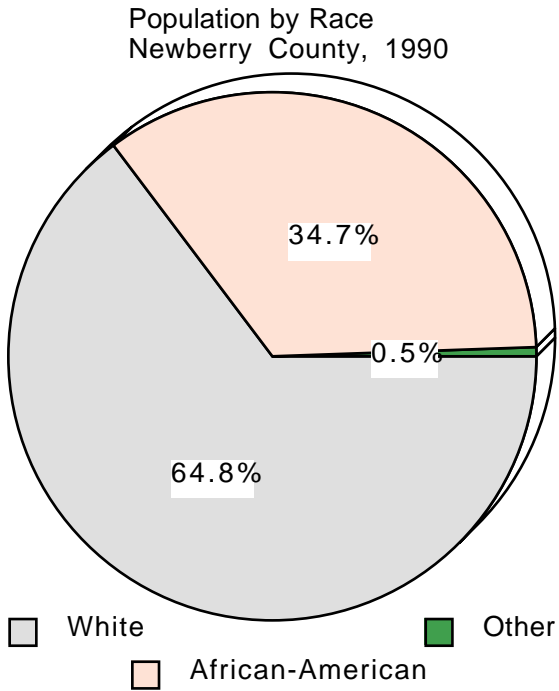


Figure 12

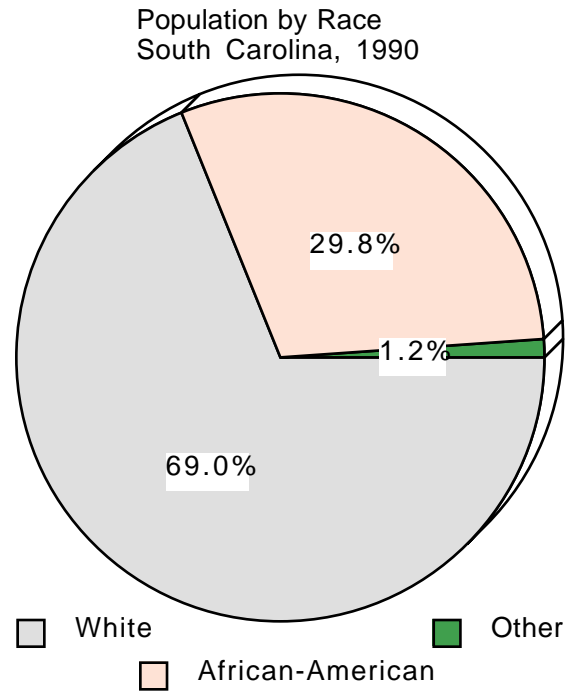


Figure 13

Population by Age
South Carolina, 1990

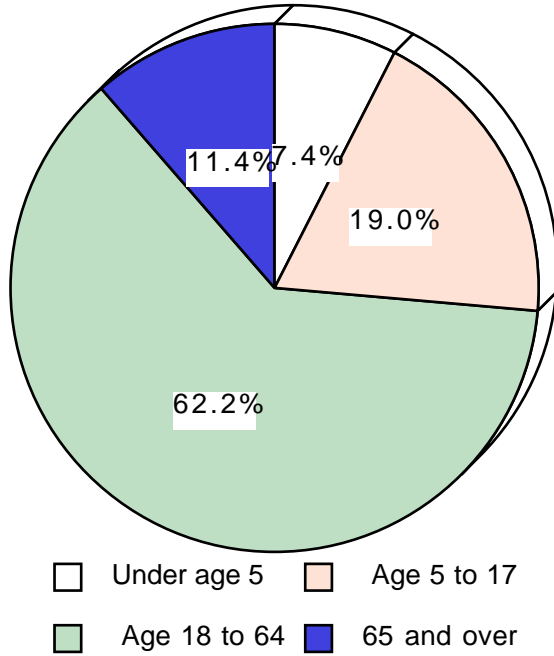


Figure 14

Population by Age
Newberry County, 1990

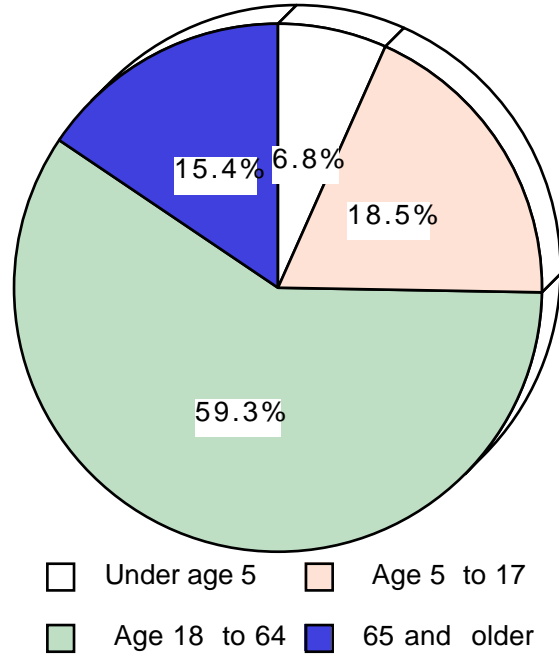


Figure 15

Retail Sales as a Percentage of S.C. Retail Sales
Newberry County, S.C.

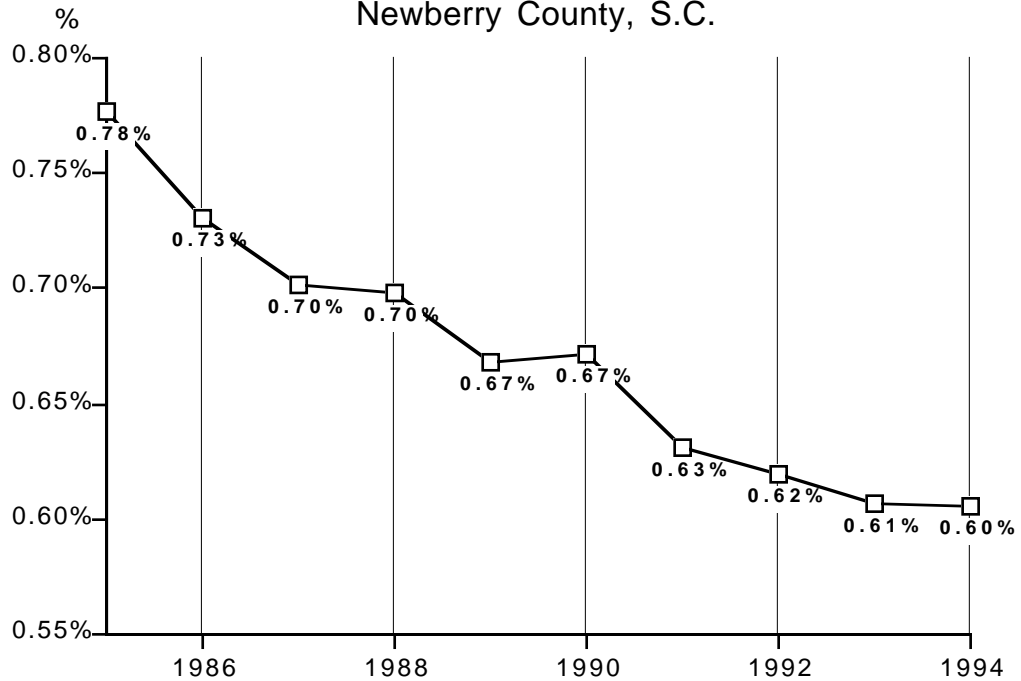
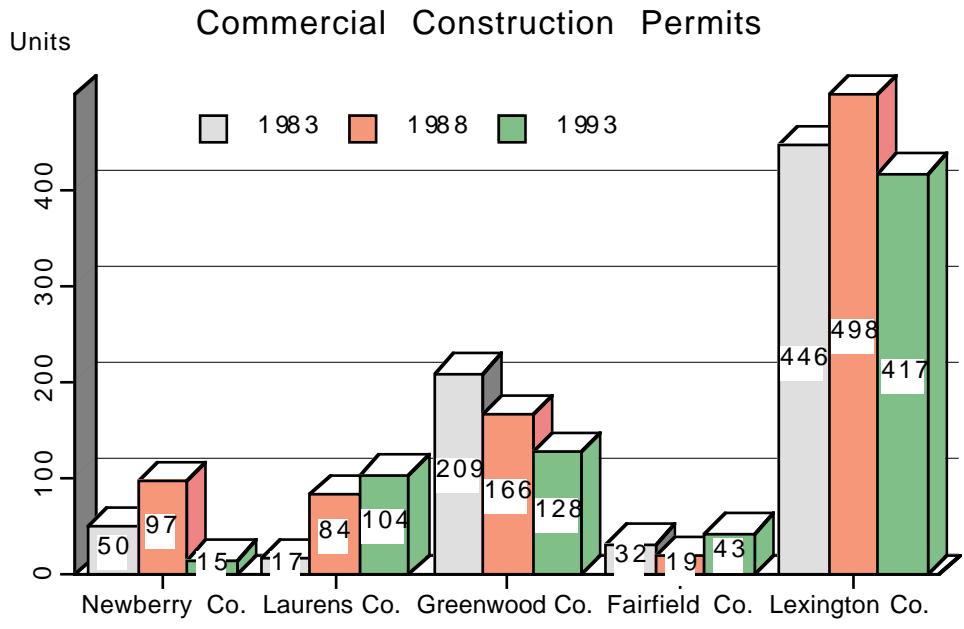


Figure 16



TABLES

Per Capita Income

	Newberry County	South Carolina		Newberry County	South Carolina
1969	\$ 2,721	\$ 2,781	1982	\$ 8,779	\$ 8,735
1970	2,942	3,001	1983	9,354	9,403
1971	3,099	3,201	1984	10,411	10,302
1972	3,379	3,513	1985	10,820	10,912
1973	3,930	3,942	1986	11,361	11,478
1974	4,237	4,355	1987	11,565	12,197
1975	4,523	4,608	1988	12,216	13,192
1976	5,395	5,108	1989	12,799	13,884
1977	5,767	5,523	1990	13,130	15,106
1978	6,405	6,167	1991	13,546	15,482
1979	7,266	6,842	1992	14,144	16,200
1980	7,902	7,558	1993	14,887	16,861
1981	8,601	8,366			

Jobs by Industry, 1969-1992, Newberry County, S.C.

	Farm	Mnfctrng	Trade	Services
1969	1,330	4,479	1,554	2,453
1970	1,335	4,827	1,714	2,386
1971	1,301	4,703	1,865	2,026
1972	1,268	4,945	1,936	1,963
1973	1,252	5,187	1,875	1,988
1974	1,298	5,473	1,985	1,866
1975	1,447	5,096	1,904	1,749
1976	1,350	5,628	2,317	1,779
1977	1,346	5,455	2,384	1,828
1978	1,349	5,673	2,416	1,831
1979	1,418	5,699	2,456	1,741
1980	1,492	5,666	2,554	1,814
1981	1,490	5,617	2,530	1,770
1982	1,396	5,066	2,440	1,824
1983	1,457	5,129	2,204	1,839
1984	1,366	5,181	2,226	1,856
1985	1,135	5,316	2,332	1,869
1986	1,004	5,266	2,403	1,873
1987	1,005	5,252	2,513	1,936
1988	1,013	5,467	2,588	2,094
1989	1,009	5,198	2,659	2,042
1990	994	5,051	2,769	2,088
1991	949	5,213	2,733	2,146
1992	933	5,090	2,669	2,380

**Average Selling Price of a House & Lot
Newberry County, S.C.**

	Not Adjusted for Inflation	Adjusted for Inflation		Not Adjusted for Inflation	Adjusted for Inflation
1981	\$ 28,864	\$ 31,693	1988	\$ 53,682	\$ 45,415
1982	45,356	46,943	1989	56,718	45,771
1983	45,914	46,052	1990	60,687	46,486
1984	46,000	44,206	1991	55,766	40,932
1985	47,688	44,254	1992	66,948	47,734
1986	46,543	42,494	1993	58,012	40,144
1987	57,868	50,924	1994	64,697	na
1988	53,682	45,415			

Population Change by Race for Selected Counties, 1980-1990

County	White Population			Nonwhite Population		
	Change	Natural Increase	Net Migration	Change	Natural Increase	Net Migration
Newberry	216	176	40	1,714	1,097	617
Lexington	21,928	10,379	11,549	5,330	2,509	2,821
Laurens	4,537	908	3,629	1,341	1,424	-83
Fairfield	664	-118	782	931	1,134	-203
Greenwood	335	1,041	-706	1,385	1,908	-523

Net Migration for Selected Counties, 1980-1990

County	4/1/80 Population	4/1/90 Population	Population Change	Births	Deaths	Natural Increase	Net Migration
Newberry	31,242	33,720	1,930	4,638	3,365	1,273	657
Lexington	140,353	167,611	27,258	22,789	9,901	12,888	14,370
Laurens	52,214	58,092	5,878	7,782	5,450	2,332	3,546
Fairfield	20,700	22,295	1,595	3,354	2,338	1,016	579
Greenwood	57,847	59,567	1,720	8,493	5,544	2,949	-1,229

Population by Age

	Newberry Co.			South Carolina		
	Age	Number	%	Age	Number	%
1970	< 5	2,299	7.9	< 5	235,764	9.1
	5 - 20	8,915	30.5	5 - 20	887,453	34.3
	21 - 64	14,714	50.3	21 - 64	1,276,339	49.3
	65 +	3,345	11.4	65 +	190,960	7.4
1980	<5	2,018	6.5	<5	238,576	7.6
	5 - 19	7,734	24.8	5 - 19	837,056	26.8
	20 - 64	17,032	54.5	20 - 64	1,758,920	56.3
	65 +	4,458	14.3	65 +	287,328	9.2
1990	< 5	2,244	6.8	< 5	256,337	7.4
	5 - 17	6,132	18.5	5 - 17	663,870	19.0
	18 - 64	19,673	59.3	18 - 64	2,169,561	62.2
	65 +	5,123	15.4	65+	396,935	11.4

Newberry County: Population by Race and Gender

1970		Racial %	Male	%Male	Female	%Female
White	19,574	66.87	9,498	67.24	10,076	66.53
African-American	9,684	33.08	4,621	32.71	5,063	33.43
Others	15	0.05	8	0.05	7	0.04
TOTAL	29,273	100	14,127	100	15,146	100
1980		Racial %	Male	%Male	Female	%Female
White	21,272	68.09	10,348	68.56	10,924	67.65
African-American	9,884	31.64	4,704	31.16	5,180	32.08
Others	86	0.27	42	0.28	44	0.27
TOTAL	31,242	100	15,094	100	16,148	100
1990		Racial %	Male	%Male	Female	%Female
White	21,488	64.80	10,363	65.48	11,125	64.13
African-American	11,507	34.70	5,383	34.02	6,124	35.30
Others	177	0.50	79	0.50	98	0.57
TOTAL	33,172	100	15,825	100	17,347	100

South Carolina: Population by Race and Gender

1970		Racial %	Male	%Male	Female	%Female
White	1,794,430	69.26	891,573	70.09	902,857	68.48
African-American	789,041	30.46	376,912	29.63	412,129	31.26
Others	7,045	0.28	3,602	0.28	3,443	0.26
TOTAL	2,590,516	100	1,272,087	100	1,318,429	100
1980		Racial %	Male	%Male	Female	%Female
White	2,147,224	68.78	1,057,161	69.64	1,090,063	67.97
African-American	948,623	30.37	447,793	29.50	500,830	31.23
Others	25,973	0.85	13,059	0.86	12,914	0.80
TOTAL	3,121,820	100	1,518,013		1,603,807	100
1990		Racial %	Male	%Male	Female	%Female
White	2,406,974	69.00	1,183,475	70.09	1,223,499	68.04
Black	1,039,884	29.80	485,345	28.74	554,539	30.84
Others	39,845	1.20	19,690	1.17	20,155	1.12
TOTAL	3,486,703	100	1,688,510	100	1,798,193	100