

Economy Overview

Regional Consortium



468 New Market Blvd
Boone, North Carolina 28607
828.265.5434

Parameters

Regions

15 items selected. See Appendix A for details.

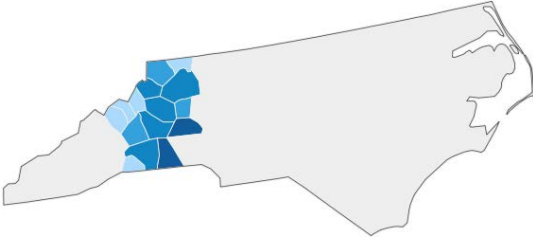
Timeframe

2012 - 2014

Datarun

2015.1 – QCEW Employees, Non-QCEW Employees, and Self-Employed



















Economy Overview



Population (2014)	807,608
Jobs (2014)	324,531
Average Earnings (2014)	\$39,690
Unemployed (2/2015)	19,705
Completions (2013)	11,086
GRP (2013)	\$24,512,729,443
Exports (2013)	\$32,036,333,791
Imports (2013)	\$38,014,383,670






















Population

807,608 2014 Population 8.1% of State	0.1% Population Growth for the Last 5 Years State Growth 5.9%
---	---

Age Group	2014 Population	% of Population	
Under 5 years	41,480	5.1%	
5 to 9 years	44,859	5.6%	
10 to 14 years	50,408	6.2%	
15 to 19 years	52,935	6.6%	
20 to 24 years	56,583	7.0%	
25 to 29 years	42,616	5.3%	
30 to 34 years	43,070	5.3%	
35 to 39 years	44,879	5.6%	
40 to 44 years	52,211	6.5%	
45 to 49 years	57,471	7.1%	
50 to 54 years	59,057	7.3%	
55 to 59 years	58,615	7.3%	
60 to 64 years	56,034	6.9%	
65 to 69 years	49,660	6.1%	
70 to 74 years	37,628	4.7%	
75 to 79 years	26,292	3.3%	
80 to 84 years	17,853	2.2%	
85 years and over	15,957	2.0%	

Jobs by Industry

324,531 Total Jobs (2014)	50.8% Male (National: 51.3%)	49.2% Female (National: 48.7%)
-------------------------------------	---	---





















NAICS	Industry	2014 Jobs	
11	Crop and Animal Production	3,535	
21	Mining, Quarrying, and Oil and Gas Extraction	605	
22	Utilities	948	
23	Construction	16,590	
31	Manufacturing	61,557	
42	Wholesale Trade	11,193	
44	Retail Trade	36,016	
48	Transportation and Warehousing	9,493	
51	Information	2,932	
52	Finance and Insurance	5,271	
53	Real Estate and Rental and Leasing	3,446	
54	Professional, Scientific, and Technical Services	7,881	
55	Management of Companies and Enterprises	5,441	
56	Administrative and Support and Waste Management and Remediation Services	17,416	
61	Educational Services	4,817	
62	Health Care and Social Assistance	38,091	
71	Arts, Entertainment, and Recreation	3,676	
72	Accommodation and Food Services	25,306	
81	Other Services (except Public Administration)	16,287	
90	Government	54,031	
99	Unclassified Industry	0	

Average Earnings by Industry

\$39,690

Avg. Earnings (2014)

















67% of Nation Avg.

NAICS	Industry	Avg. Earnings (2014)	
11	Crop and Animal Production	\$26,831	
21	Mining, Quarrying, and Oil and Gas Extraction	\$63,859	
22	Utilities	\$106,224	
23	Construction	\$33,067	
31	Manufacturing	\$51,145	
42	Wholesale Trade	\$53,963	
44	Retail Trade	\$28,053	
48	Transportation and Warehousing	\$44,314	
51	Information	\$45,745	
52	Finance and Insurance	\$54,006	
53	Real Estate and Rental and Leasing	\$32,105	
54	Professional, Scientific, and Technical Services	\$43,251	
55	Management of Companies and Enterprises	\$74,667	
56	Administrative and Support and Waste Management and Remediation Services	\$24,933	
61	Educational Services	\$28,295	
62	Health Care and Social Assistance	\$44,241	
71	Arts, Entertainment, and Recreation	\$22,791	
72	Accommodation and Food Services	\$15,661	
81	Other Services (except Public Administration)	\$20,145	
90	Government	\$47,640	
99	Unclassified Industry	\$0	









Unemployment by Industry

19,705

Total Unemployment (2/2015)















NAICS	Industry	Unemployed (2/2015)	% of Regional Unemployment
11	Crop and Animal Production	23	0%
21	Mining, Quarrying, and Oil and Gas Extraction	20	0%
22	Utilities	39	0%
23	Construction	833	4% 
31	Manufacturing	3,389	17% 
42	Wholesale Trade	277	1% 
44	Retail Trade	2,702	14% 
48	Transportation and Warehousing	410	2% 
51	Information	54	0%
52	Finance and Insurance	217	1% 
53	Real Estate and Rental and Leasing	244	1% 
54	Professional, Scientific, and Technical Services	290	1% 
55	Management of Companies and Enterprises	10	0%
56	Administrative and Support and Waste Management and Remediation Services	1,097	6% 
61	Educational Services	144	1% 
62	Health Care and Social Assistance	1,391	7% 
71	Arts, Entertainment, and Recreation	280	1% 
72	Accommodation and Food Services	2,946	15% 
81	Other Services (except Public Administration)	498	3% 
90	Government	1,082	5% 
99	No Previous Work Experience/Unspecified	3,760	19% 








Top Program Completions

CIP	Program	Completions (2013)	
13	Education	1,728	
51	Health professions and related programs	1,591	
52	Business, management, marketing, and related support services	1,553	
24	Liberal arts and sciences, general studies and humanities	1,440	
43	Homeland security, law enforcement, firefighting and related protective services	617	
42	Psychology	503	
45	Social sciences	388	
50	Visual and performing arts	299	
15	Engineering technologies and engineering-related fields	286	
31	Parks, recreation, leisure, and fitness studies	286	

Gross Regional Product (GRP)

\$14,319,221,686	\$8,605,428,820	\$1,588,078,937	\$24,512,729,443
Earnings (2013)	Property Income (2013)	Taxes on Production (2013)	Total GRP (2013)

NAICS	Industry	GRP (2013)	% of Total
11	Crop and Animal Production	\$505,014,039.34	2% 
21	Mining, Quarrying, and Oil and Gas Extraction	\$167,699,633.70	1% 
22	Utilities	\$423,622,994.32	2% 
23	Construction	\$862,599,927.93	4% 
31	Manufacturing	\$5,588,190,398.28	23% 
42	Wholesale Trade	\$1,425,974,604.25	6% 
44	Retail Trade	\$1,710,695,870.81	7% 
48	Transportation and Warehousing	\$624,974,529.65	3% 
51	Information	\$441,419,047.41	2% 
52	Finance and Insurance	\$861,179,580.59	4% 
53	Real Estate and Rental and Leasing	\$1,718,902,381.37	7% 
54	Professional, Scientific, and Technical Services	\$525,694,639.67	2% 
55	Management of Companies and Enterprises	\$452,667,079.38	2% 
56	Administrative and Support and Waste Management and Remediation	\$699,622,550.56	3% 

















NAICS	Industry	GRP (2013)	% of Total
Services			
61	Educational Services	\$158,806,160. 93	1% 
62	Health Care and Social Assistance	\$1,945,750,25 3.26	8% 
71	Arts, Entertainment, and Recreation	\$179,304,348. 14	1% 
72	Accommodation and Food Services	\$654,287,070. 68	3% 
81	Other Services (except Public Administration)	\$518,859,152. 38	2% 
90	Government	\$2,962,908,11 3.81	12% 
	Other Non-Industries	\$2,084,557,06 6.54	9% 





Region Exports

\$32,036,333,790.65

Exports (2013)

69% of Supply

NAICS	Industry	Exports (2013)	
11	Crop and Animal Production	\$1,039,237,94 4.72	
21	Mining, Quarrying, and Oil and Gas Extraction	\$190,173,962. 09	
22	Utilities	\$330,810,450. 20	
23	Construction	\$729,100,767. 86	
31	Manufacturing	\$14,095,276,6 57.80	
42	Wholesale Trade	\$1,551,688,01 9.92	
44	Retail Trade	\$1,471,603,15 8.55	
48	Transportation and Warehousing	\$902,221,429. 26	
51	Information	\$318,990,339. 13	
52	Finance and Insurance	\$746,148,531. 85	
53	Real Estate and Rental and Leasing	\$1,218,499,57 2.28	
54	Professional, Scientific, and Technical Services	\$336,280,708. 55	
55	Management of Companies and Enterprises	\$649,393,992. 32	
56	Administrative and Support and Waste Management and Remediation Services	\$609,759,411. 06	
61	Educational Services	\$149,000,824. 22	
62	Health Care and Social Assistance	\$1,523,492,87 3.87	

NAICS	Industry	Exports (2013)
71	Arts, Entertainment, and Recreation	\$182,788,271. 95 
72	Accommodation and Food Services	\$679,368,054. 36 
81	Other Services (except Public Administration)	\$510,413,292. 33 
90	Government	\$4,802,085,52 8.32 

Region Imports

\$38,014,383,669.7

Imports (2013)





73% of Demand

\$14,145,320,258.4

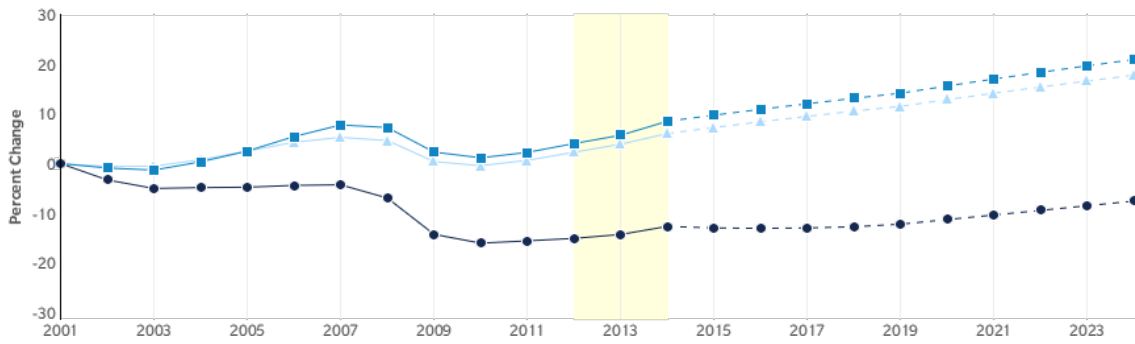
Locally Produced & Consumed (2013)

27% of Demand

NAICS	Industry	Imports (2013)	
11	Crop and Animal Production	\$943,895,957. 51	
21	Mining, Quarrying, and Oil and Gas Extraction	\$431,137,283. 04	
22	Utilities	\$431,786,935. 75	
23	Construction	\$1,216,799,71 1.11	
31	Manufacturing	\$9,051,799,70 6.74	
42	Wholesale Trade	\$2,065,665,58 1.24	
44	Retail Trade	\$1,183,962,13 3.60	
48	Transportation and Warehousing	\$1,137,953,68 3.60	
51	Information	\$1,554,623,98 5.42	
52	Finance and Insurance	\$2,459,628,09 8.97	
53	Real Estate and Rental and Leasing	\$1,748,103,78 5.31	
54	Professional, Scientific, and Technical Services	\$1,937,993,81 1.20	
55	Management of Companies and Enterprises	\$871,341,891. 46	
56	Administrative and Support and Waste Management and Remediation Services	\$613,004,109. 35	
61	Educational Services	\$418,706,202. 10	
62	Health Care and Social Assistance	\$1,896,513,19 9.85	







NAICS	Industry	Imports (2013)	
71	Arts, Entertainment, and Recreation	\$311,789,660. 78	
72	Accommodation and Food Services	\$772,459,832. 78	
81	Other Services (except Public Administration)	\$453,271,208. 37	
90	Government	\$8,513,946,89 1.49	

Regional Trends









	Region	2012 Jobs	2014 Jobs	% Change
●	Region	315,561	324,531	2.8%
●	State	4,492,192	4,685,790	4.3%
●	Nation	148,344,555	153,804,968	3.7%

Growing & Declining Occupations








Occupation	Change in Jobs (2012-2014)	
Combined Food Preparation and Serving Workers, Including Fast Food	746	
Laborers and Freight, Stock, and Material Movers, Hand	407	
Retail Salespersons	304	
Correctional Officers and Jailers	-85	
Registered Nurses	-99	
Postsecondary Teachers	-206	

Growing & Declining Industries

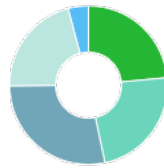
Industry	Change in Jobs (2012-2014)	
Upholstered Household Furniture Manufacturing	950	
Pharmaceutical Preparation Manufacturing	824	
Services for the Elderly and Persons with Disabilities	797	
State Government, Excluding Education and Hospitals	-584	
Elementary and Secondary Schools (Local Government)	-610	
Colleges, Universities, and Professional Schools (State Government)	-621	


2014 Educational Attainment



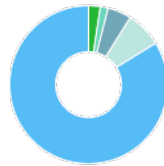
	Education Level	2014 Population	2014 Percent
●	Less Than 9th Grade	48,557	8.7% 
●	9th Grade to 12th Grade	68,857	12.3% 
●	High School Diploma	180,081	32.1% 
●	Some College	115,229	20.5% 
●	Associate's Degree	51,371	9.2% 
●	Bachelor's Degree	62,964	11.2% 
●	Graduate Degree and Higher	34,284	6.1% 






2014 Age Demographics



	Age	2014 Population	2014 Percent
●	Under 20 years	189,683	23.5% 
●	20 to 39 years	187,147	23.2% 
●	40 to 59 years	227,354	28.2% 
●	60 to 79 years	169,614	21.0% 
●	80 years and over	33,810	4.2% 

2014 Race Demographics



	Race	2014 Population	2014 Percent
●	All Other Races	19,620	2.4% 
●	Asian, Non-Hispanic	12,893	1.6% 
●	White, Hispanic	39,203	4.9% 
●	Black, Non-Hispanic	59,320	7.3% 
●	White, Non-Hispanic	676,570	83.8% 

Appendix A - Regions

Code	Description
37003	Alexander County, NC
37005	Alleghany County, NC
37009	Ashe County, NC
37011	Avery County, NC
37023	Burke County, NC
37027	Caldwell County, NC
37035	Catawba County, NC
37045	Cleveland County, NC
37111	McDowell County, NC
37121	Mitchell County, NC
37149	Polk County, NC
37161	Rutherford County, NC
37189	Watauga County, NC
37193	Wilkes County, NC
37199	Yancey County, NC

Appendix B - Data Sources and Calculations

Input-Output Data

The input-output model in this report is EMSI's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several EMSI in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, birth and mortality rates from the US Health Department, and projected regional job growth.

Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

Occupation Data

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

Educational Attainment Data

EMSI's educational attainment numbers are based on EMSI's demographic data and the American Community Survey. By combining these sources, EMSI interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

InfoUSA Business-Level Data

Data for individual businesses is provided by InfoUSA (<https://www.infousa.com/product/business-lists/>), which maintains a database of more than 16 million U.S. business entities. Note that in aggregate it will not be consistent with EMSI labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.

State Data Sources

This report uses state data from the following agencies: Georgia Department of Labor, Workforce Information and Analysis, Occupational Information Services Unit; Kentucky Office of Employment and Training; North Carolina Department of Commerce, Labor and Economic Analysis Division; South Carolina Employment Security Commission, Labor Market Information Department; Tennessee Department of Labor and Workforce Development, Research and Statistics Division; Virginia Employment Commission, Economic Information Services