

Economy Overview

October 2015



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Parameters

Regions

Code	Description
37005	Alleghany County, NC
37009	Ashe County, NC
37011	Avery County, NC
37121	Mitchell County, NC
37189	Watauga County, NC
37193	Wilkes County, NC
37199	Yancey County, NC

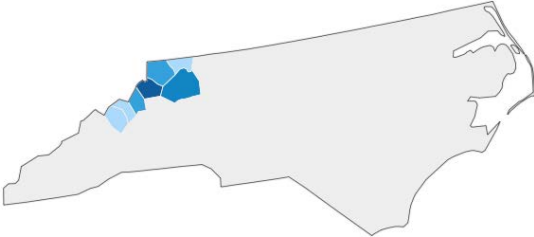
Timeframe

2014 - 2015

Datarun

2015.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed



















Economy Overview
























Population (2015)	212,123
Jobs (2015)	80,784
Average Earnings (2015)	\$37,162
Unemployed (4/2015)	4,952
Completions (2014)	5,356
GRP (2013)	\$5,787,440,489
Exports (2013)	\$7,346,265,860
Imports (2013)	\$9,603,254,350

Population

212,123 2015 Population 2.1% of State	1.1% Population Growth for the Last 5 Years State Growth 5.7%
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Age Group	2015 Population	% of Population	
Under 5 years	9,588	4.5%	
5 to 9 years	10,057	4.7%	
10 to 14 years	11,394	5.4%	
15 to 19 years	13,770	6.5%	
20 to 24 years	21,590	10.2%	
25 to 29 years	11,221	5.3%	
30 to 34 years	10,920	5.1%	
35 to 39 years	11,031	5.2%	
40 to 44 years	12,182	5.7%	
45 to 49 years	13,720	6.5%	
50 to 54 years	14,366	6.8%	
55 to 59 years	15,167	7.2%	
60 to 64 years	14,925	7.0%	
65 to 69 years	13,851	6.5%	
70 to 74 years	11,056	5.2%	
75 to 79 years	7,544	3.6%	
80 to 84 years	5,125	2.4%	
85 years and over	4,615	2.2%	

Jobs by Industry






















		80,784 Total Jobs (2015)	50.6% Male (National: 51.4%)	49.4% Female (National: 48.6%)
NAICS	Industry	2015 Jobs		
11	Crop and Animal Production	2,058		
21	Mining, Quarrying, and Oil and Gas Extraction	367		
22	Utilities	209		
23	Construction	5,458		
31	Manufacturing	7,184		
42	Wholesale Trade	2,216		
44	Retail Trade	10,143		
48	Transportation and Warehousing	1,382		
51	Information	590		
52	Finance and Insurance	1,340		
53	Real Estate and Rental and Leasing	1,199		
54	Professional, Scientific, and Technical Services	1,833		
55	Management of Companies and Enterprises	2,661		
56	Administrative and Support and Waste Management and Remediation Services	3,445		
61	Educational Services	1,136		
62	Health Care and Social Assistance	9,179		
71	Arts, Entertainment, and Recreation	1,770		
72	Accommodation and Food Services	8,266		
81	Other Services (except Public Administration)	3,856		
90	Government	16,490		
99	Unclassified Industry	0		

Average Earnings by Industry

\$37,162

Avg. Earnings (2015)


















63% of Nation Avg.

NAICS	Industry	Avg. Earnings (2015)	
11	Crop and Animal Production	\$26,231	
21	Mining, Quarrying, and Oil and Gas Extraction	\$70,339	
22	Utilities	\$85,668	
23	Construction	\$31,516	
31	Manufacturing	\$43,077	
42	Wholesale Trade	\$51,148	
44	Retail Trade	\$26,221	
48	Transportation and Warehousing	\$43,734	
51	Information	\$48,028	
52	Finance and Insurance	\$55,573	
53	Real Estate and Rental and Leasing	\$32,730	
54	Professional, Scientific, and Technical Services	\$41,789	
55	Management of Companies and Enterprises	\$56,806	
56	Administrative and Support and Waste Management and Remediation Services	\$27,504	
61	Educational Services	\$28,424	
62	Health Care and Social Assistance	\$42,626	
71	Arts, Entertainment, and Recreation	\$27,086	
72	Accommodation and Food Services	\$15,893	
81	Other Services (except Public Administration)	\$19,881	
90	Government	\$50,880	
99	Unclassified Industry	\$0	

Unemployment by Industry

4,952

Total Unemployment (4/2015)


















NAICS	Industry	Unemployed (4/2015)	% of Regional Unemployment
11	Crop and Animal Production	13	0%
21	Mining, Quarrying, and Oil and Gas Extraction	151	3% 
22	Utilities	10	0%
23	Construction	266	5% 
31	Manufacturing	505	10% 
42	Wholesale Trade	63	1% 
44	Retail Trade	845	17% 
48	Transportation and Warehousing	58	1% 
51	Information	14	0%
52	Finance and Insurance	51	1% 
53	Real Estate and Rental and Leasing	85	2% 
54	Professional, Scientific, and Technical Services	74	1% 
55	Management of Companies and Enterprises	4	0%
56	Administrative and Support and Waste Management and Remediation Services	196	4% 
61	Educational Services	29	1% 
62	Health Care and Social Assistance	318	6% 
71	Arts, Entertainment, and Recreation	129	3% 
72	Accommodation and Food Services	764	15% 
81	Other Services (except Public Administration)	134	3% 
90	Government	293	6% 
99	No Previous Work Experience/Unspecified	952	19% 





Top Program Completions

CIP	Program	Completions (2014)	
13	Education	909	
52	Business, management, marketing, and related support services	773	
51	Health professions and related programs	629	
45	Social sciences	301	
42	Psychology	296	
24	Liberal arts and sciences, general studies and humanities	280	
43	Homeland security, law enforcement, firefighting and related protective services	266	
31	Parks, recreation, leisure, and fitness studies	264	
50	Visual and performing arts	250	
09	Communication, journalism, and related programs	224	

Gross Regional Product (GRP)

\$3,419,468,246	\$1,980,617,566	\$387,354,677	\$5,787,440,489
Earnings (2013)	Property Income (2013)	Taxes on Production (2013)	Total GRP (2013)

NAICS	Industry	GRP (2013)	% of Total
11	Crop and Animal Production	\$194,923,828.82	3% 
21	Mining, Quarrying, and Oil and Gas Extraction	\$115,287,957.38	2% 
22	Utilities	\$67,934,238.19	1% 
23	Construction	\$275,672,234.73	5% 
31	Manufacturing	\$592,067,593.91	10% 
42	Wholesale Trade	\$266,716,682.99	5% 
44	Retail Trade	\$439,372,918.48	8% 
48	Transportation and Warehousing	\$112,631,285.46	2% 
51	Information	\$106,955,404.84	2% 
52	Finance and Insurance	\$265,209,140.59	5% 
53	Real Estate and Rental and Leasing	\$588,578,355.17	10% 
54	Professional, Scientific, and Technical Services	\$125,444,739.64	2% 
55	Management of Companies and Enterprises	\$177,591,780.18	3% 
56	Administrative and Support and Waste Management and Remediation Services	\$153,007,146.44	3% 
61	Educational Services	\$32,793,654.66	1% 
62	Health Care and Social Assistance	\$453,766,784.01	8% 
71	Arts, Entertainment, and Recreation	\$86,409,766.14	1% 

NAICS	Industry	GRP (2013)	% of Total
72	Accommodation and Food Services	\$216,780,714.11	4% 
81	Other Services (except Public Administration)	\$130,545,665.69	2% 
90	Government	\$869,382,813.75	15% 
	Other Non-Industries	\$516,367,783.51	9% 

Region Exports

\$7,346,265,859.81





















Exports (2013)

70% of Supply

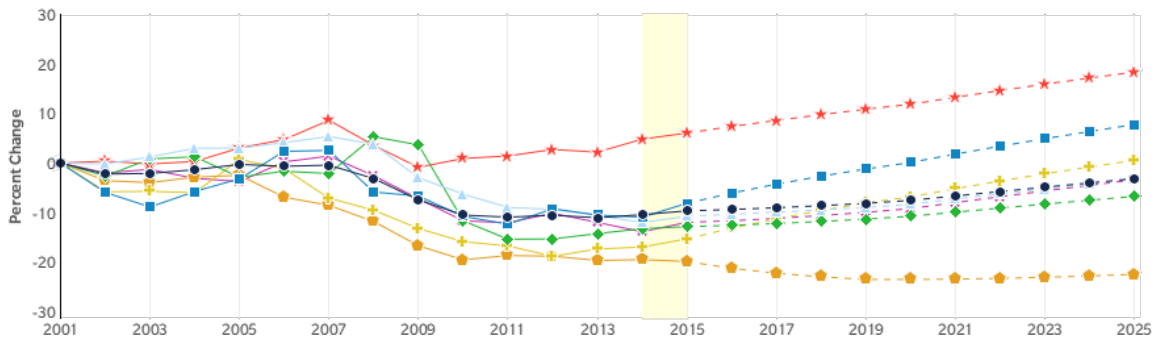
NAICS	Industry	Exports (2013)	
11	Crop and Animal Production	\$485,083,212.27	
21	Mining, Quarrying, and Oil and Gas Extraction	\$138,906,051.33	
22	Utilities	\$63,462,451.78	
23	Construction	\$249,765,480.09	
31	Manufacturing	\$1,701,666,602.90	
42	Wholesale Trade	\$315,375,601.18	
44	Retail Trade	\$407,609,712.14	
48	Transportation and Warehousing	\$175,131,960.11	
51	Information	\$60,363,587.77	
52	Finance and Insurance	\$250,756,875.77	
53	Real Estate and Rental and Leasing	\$519,212,290.98	
54	Professional, Scientific, and Technical Services	\$72,829,950.43	
55	Management of Companies and Enterprises	\$289,306,340.04	
56	Administrative and Support and Waste Management and Remediation Services	\$155,602,460.20	
61	Educational Services	\$30,696,085.18	
62	Health Care and Social Assistance	\$375,144,027.45	
71	Arts, Entertainment, and Recreation	\$108,210,147.69	
72	Accommodation and Food Services	\$246,432,874.98	
81	Other Services (except Public Administration)	\$123,752,249.70	
90	Government	\$1,576,957,897.82	

Region Imports

\$9,603,254,350.3 Imports (2013) 75% of Demand	\$3,228,840,151.8 Locally Produced & Consumed (2013) 25% of Demand
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NAICS	Industry	Imports (2013)
11	Crop and Animal Production	\$480,169,306.15 
21	Mining, Quarrying, and Oil and Gas Extraction	\$122,775,009.90 
22	Utilities	\$134,891,029.70 
23	Construction	\$351,331,735.93 
31	Manufacturing	\$1,842,387,362.47 
42	Wholesale Trade	\$481,442,716.44 
44	Retail Trade	\$318,916,313.86 
48	Transportation and Warehousing	\$283,027,199.82 
51	Information	\$394,297,854.33 
52	Finance and Insurance	\$600,540,671.95 
53	Real Estate and Rental and Leasing	\$423,317,664.43 
54	Professional, Scientific, and Technical Services	\$522,480,470.56 
55	Management of Companies and Enterprises	\$155,821,147.75 
56	Administrative and Support and Waste Management and Remediation Services	\$180,786,890.60 
61	Educational Services	\$116,336,742.08 
62	Health Care and Social Assistance	\$545,125,058.72 
71	Arts, Entertainment, and Recreation	\$72,319,481.17 
72	Accommodation and Food Services	\$176,887,971.53 
81	Other Services (except Public Administration)	\$117,875,661.64 
90	Government	\$2,282,524,061.22 

Regional Trends









	Region	2014 Jobs	2015 Jobs	Change	% Change
●	Region	80,097	80,784	687	0.9%
●	Alleghany County, NC	4,040	4,167	127	3.1%
●	Ashe County, NC	8,394	8,513	119	1.4%
●	Avery County, NC	8,095	8,134	39	0.5%
●	Mitchell County, NC	5,757	5,871	114	2.0%
●	Watauga County, NC	25,669	25,970	301	1.2%
●	Wilkes County, NC	23,627	23,515	-112	-0.5%
●	Yancey County, NC	4,514	4,614	100	2.2%

Growing & Declining Occupations








Occupation	Change in Jobs (2014-2015)	
Landscaping and Grounds-keeping Workers	69	
Combined Food Preparation and Serving Workers, Including Fast Food	31	
Heavy and Tractor-Trailer Truck Drivers	26	
Tellers	-16	
Meat, Poultry, and Fish Cutters and Trimmers	-19	
Postsecondary Teachers	-27	

Growing & Declining Industries

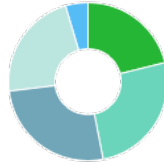
Industry	Change in Jobs (2014-2015)	
Landscaping Services	94	
Reconstituted Wood Product Manufacturing	74	
Supermarkets and Other Grocery (except Convenience) Stores	51	
Colleges, Universities, and Professional Schools (State Government)	-86	
Poultry Processing	-102	
Local Government, Excluding Education and Hospitals	-116	

2015 Educational Attainment



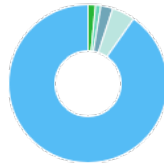
	Education Level	2015 Population	2015 Percent
●	Less Than 9th Grade	14,378	9.9% 
●	9th Grade to 12th Grade	17,892	12.3% 
●	High School Diploma	44,961	30.9% 
●	Some College	29,152	20.0% 
●	Associate's Degree	12,212	8.4% 
●	Bachelor's Degree	17,563	12.1% 
●	Graduate Degree and Higher	9,566	6.6% 






2015 Age Cohort Demographics



	Age Cohort	2015 Population	2015 Percent
●	Under 20 years	44,810	21.1% 
●	20 to 39 years	54,762	25.8% 
●	40 to 59 years	55,435	26.1% 
●	60 to 79 years	47,377	22.3% 
●	80 years and over	9,740	4.6% 

2015 Race/Ethnicity Demographics



	Race/Ethnicity	2015 Population	2015 Percent
●	All Other Race/Ethnicities	3,235	1.5% 
●	Two or More Races, Non-Hispanic	2,307	1.1% 
●	Black, Non-Hispanic	5,209	2.5% 
●	White, Hispanic	9,918	4.7% 
●	White, Non-Hispanic	191,454	90.3% 

Appendix A - 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.

Infogroup Business-Level Data

Data for individual businesses is provided by Infogroup, 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: North Carolina Department of Commerce, Labor and Economic Analysis Division