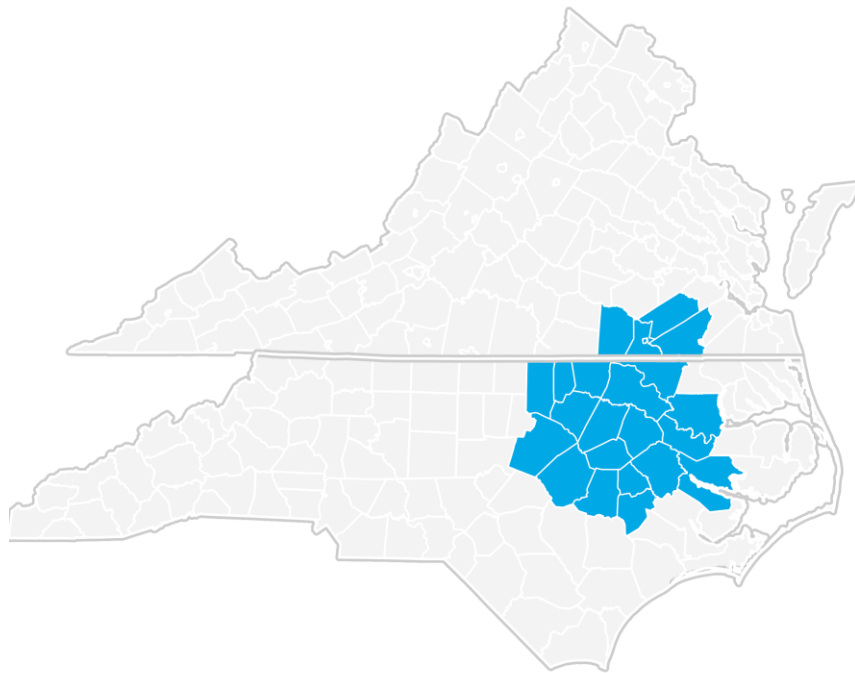


# Economic Overview

60 minute commute from Rocky Mount, NC MSA



JOBS **eQ**

August 3, 2018

DEMOGRAPHIC PROFILE .....	3
EMPLOYMENT TRENDS .....	5
UNEMPLOYMENT RATE .....	5
WAGE TRENDS.....	6
COST OF LIVING INDEX .....	7
INDUSTRY SNAPSHOT.....	8
OCCUPATION SNAPSHOT .....	10
INDUSTRY CLUSTERS .....	12
EDUCATION LEVELS .....	13
GROSS DOMESTIC PRODUCT.....	14
REGION DEFINITION .....	15
FAQ.....	16

# Demographic Profile

The population in the 60 minute commute from Rocky Mount, NC MSA was 2,205,429 per American Community Survey data for 2012-2016.

The region has a civilian labor force of 1,112,828 with a participation rate of 64.1%. Of individuals 25 to 64 in the 60 minute commute from Rocky Mount, NC MSA, 35.1% have a bachelor's degree or higher which compares with 31.8% in the nation.

The median household income in the 60 minute commute from Rocky Mount, NC MSA is \$54,596 and the median house value is \$174,039.

## Summary<sup>1</sup>

	Percent			Value		
	60 minute commute from Rocky Mount, NC MSA	North Carolina	USA	60 minute commute from Rocky Mount, NC MSA	North Carolina	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	2,205,429	9,940,828	318,558,162
Male	48.7%	48.6%	49.2%	1,073,845	4,834,592	156,765,322
Female	51.3%	51.4%	50.8%	1,131,584	5,106,236	161,792,840
Median Age <sup>2</sup>	—	—	—	37.7	38.3	37.7
Under 18 Years	23.8%	23.0%	23.1%	524,384	2,287,826	73,612,438
18 to 24 Years	9.8%	9.7%	9.8%	215,386	968,330	31,296,577
25 to 34 Years	13.2%	13.0%	13.6%	291,045	1,294,386	43,397,907
35 to 44 Years	13.9%	13.2%	12.7%	305,726	1,307,758	40,548,400
45 to 54 Years	14.2%	13.8%	13.6%	313,271	1,373,899	43,460,466
55 to 64 Years	12.2%	12.6%	12.6%	269,391	1,249,299	40,061,742
65 to 74 Years	7.8%	8.7%	8.3%	171,386	864,218	26,355,308
75 Years, and Over	5.2%	6.0%	6.2%	114,840	595,112	19,825,324
Race: White	61.8%	69.2%	73.3%	1,362,250	6,882,915	233,657,078
Race: Black or African American	28.9%	21.5%	12.6%	636,271	2,137,131	40,241,818
Race: American Indian and Alaska Native	0.6%	1.2%	0.8%	12,159	117,479	2,597,817
Race: Asian	3.2%	2.6%	5.2%	71,463	254,550	16,614,625
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	944	6,588	560,021
Race: Some Other Race	3.0%	3.0%	4.8%	65,787	298,795	15,133,856
Race: Two or More Races	2.6%	2.4%	3.1%	56,555	243,370	9,752,947
Hispanic or Latino (of any race)	8.7%	8.9%	17.3%	191,807	884,763	55,199,107
<b>Population Growth</b>						
Population (Pop Estimates) <sup>5</sup>	—	—	—	2,290,852	10,273,419	325,719,178
Population Annual Average Growth <sup>5</sup>	1.5%	1.2%	0.8%	31,242	115,538	2,448,797
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	64.1%	62.2%	63.3%	1,112,828	4,865,408	159,807,099
Armed Forces Labor Force	0.3%	1.0%	0.4%	4,733	82,857	1,011,641
Veterans, Age 18-64	5.9%	6.3%	5.1%	82,081	385,176	10,165,671
Median Household Income <sup>2</sup>	—	—	—	\$54,596	\$48,256	\$55,322
Per Capita Income	—	—	—	\$28,217	\$26,779	\$29,829
Poverty Level (of all people)	16.2%	16.8%	15.1%	345,838	1,631,704	46,932,225

## Summary<sup>1</sup>

	Percent			Value		
	60 minute commute from Rocky Mount, NC MSA	North Carolina	USA	60 minute commute from Rocky Mount, NC MSA	North Carolina	USA
Households Receiving Food Stamps	14.1%	14.4%	13.0%	117,089	548,656	15,360,951
Mean Commute Time (minutes)	—	—	—	24.3	24.1	26.1
Commute via Public Transportation	0.8%	1.1%	5.1%	7,838	48,349	7,476,312
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	11.3%	12.0%	11.6%	132,802	625,915	19,478,050
High School Graduate	23.2%	24.9%	26.1%	273,134	1,301,581	43,788,541
Some College, No Degree	20.6%	22.6%	21.5%	242,806	1,179,130	36,025,193
Associate's Degree	9.9%	9.9%	8.9%	117,097	518,632	14,962,488
Bachelor's Degree	23.1%	20.3%	20.2%	271,895	1,058,715	33,845,524
Postgraduate Degree	12.0%	10.4%	11.6%	141,699	541,369	19,368,719
<b>Housing</b>						
Total Housing Units	—	—	—	932,438	4,453,767	134,054,899
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$174,039	\$157,100	\$184,700
Homeowner Vacancy	1.9%	2.1%	1.8%	10,380	54,648	1,395,797
Rental Vacancy	6.0%	7.2%	6.2%	19,586	106,444	2,855,844
Renter-Occupied Housing Units (% of Occupied Units)	36.3%	35.2%	36.4%	301,290	1,343,669	42,835,169
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	6.5%	6.3%	9.0%	54,230	240,158	10,562,847
<b>Social</b>						
Enrolled in Grade 12 (% of total population)	1.4%	1.3%	1.4%	30,410	130,974	4,433,703
Disconnected Youth <sup>4</sup>	2.8%	3.3%	2.8%	3,375	17,416	485,589
Children in Single Parent Families (% of all children)	36.1%	36.7%	34.7%	180,654	795,319	24,318,038
With a Disability, Age 18-64	10.9%	11.7%	10.3%	148,275	706,159	20,188,257
With a Disability, Age 18-64, Labor Force Participation Rate and Size	39.4%	38.5%	41.0%	58,488	272,184	8,278,834
Foreign Born	8.6%	7.7%	13.2%	189,183	767,656	42,194,354
Speak English Less Than Very Well (population 5 yrs and over)	4.7%	4.7%	8.5%	96,291	440,606	25,440,956
<b>Union Membership</b>						
Total <sup>3</sup>	2.9%	3.1%	10.7%	—	—	—
Private Sector <sup>3</sup>	1.5%	1.8%	6.4%	—	—	—
Manufacturing <sup>3</sup>	1.7%	1.9%	8.7%	—	—	—
Public Sector <sup>3</sup>	9.4%	10.1%	35.1%	—	—	—

Source: [JobsEQ®](#)

1. American Community Survey 2012-2016, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

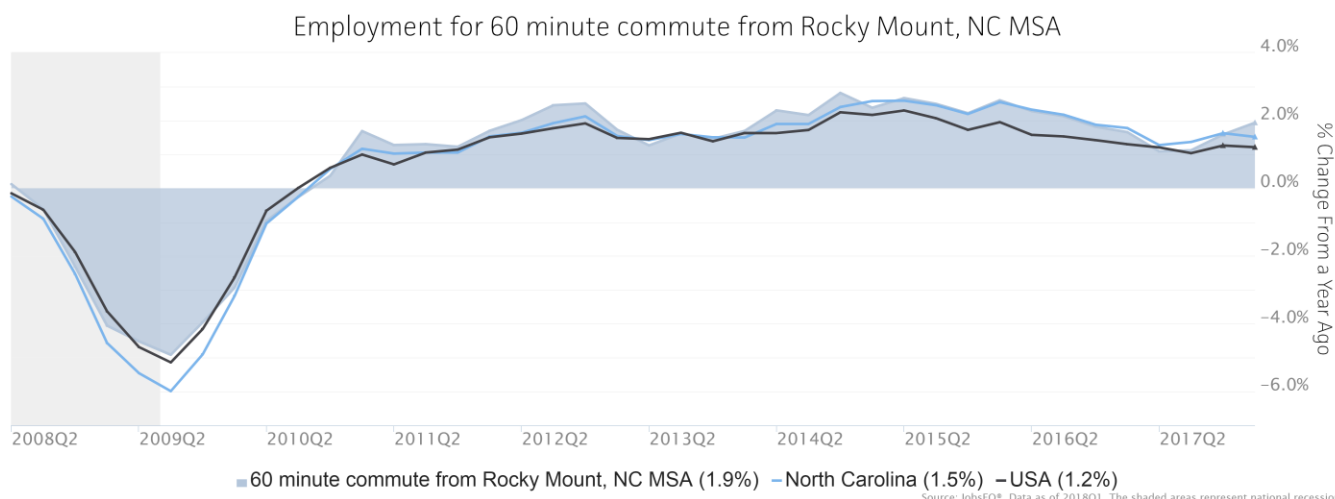
3. 2017; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

4. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

5. Census 2017, annual average growth rate since 2007

# Employment Trends

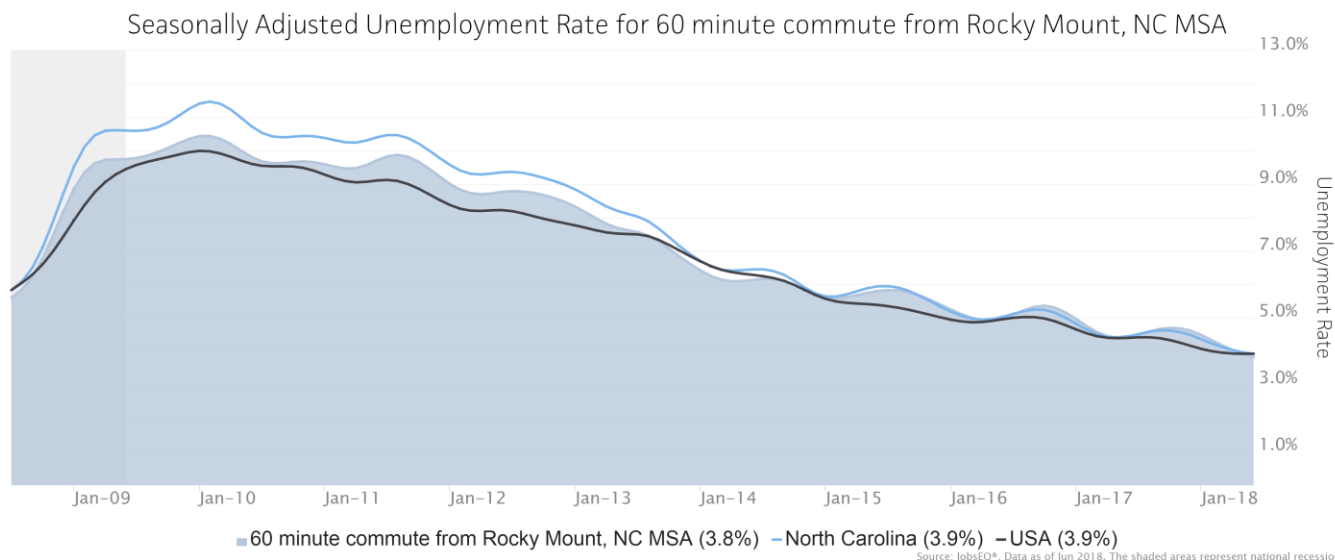
As of 2018Q1, total employment for the 60 minute commute from Rocky Mount, NC MSA was 1,029,578 (based on a four-quarter moving average). Over the year ending 2018Q1, employment increased 1.9% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q3 with preliminary estimates updated to 2018Q1.

# Unemployment Rate

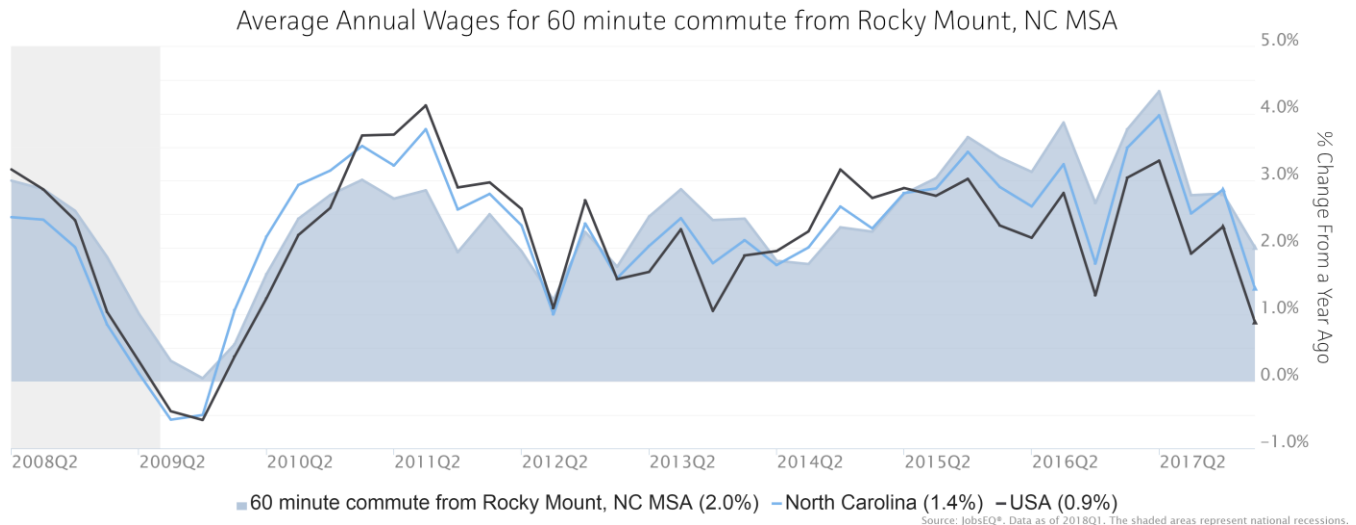
The seasonally adjusted unemployment rate for the 60 minute commute from Rocky Mount, NC MSA was 3.8% as of June 2018. The regional unemployment rate was lower than the national rate of 3.9%. One year earlier, in June 2017, the unemployment rate in the 60 minute commute from Rocky Mount, NC MSA was 4.4%.



Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through June 2018.

# Wage Trends

The average worker in the 60 minute commute from Rocky Mount, NC MSA earned annual wages of \$47,915 as of 2018Q1. Average annual wages per worker increased 2.0% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$53,893 in the nation as of 2018Q1.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q3 with preliminary estimates updated to 2018Q1.

# Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 8.2% lower in 60 minute commute from Rocky Mount, NC MSA than the U.S. average.

## Cost of Living Information

	Annual Average Salary	Cost of Living Index	
		(Base US)	US Purchasing Power
60 minute commute from Rocky Mount, NC MSA	\$47,915	91.8	\$52,202
North Carolina	\$47,729	92.1	\$51,846
USA	\$53,893	100.0	\$53,893

Source: [JobsEQ®](#)

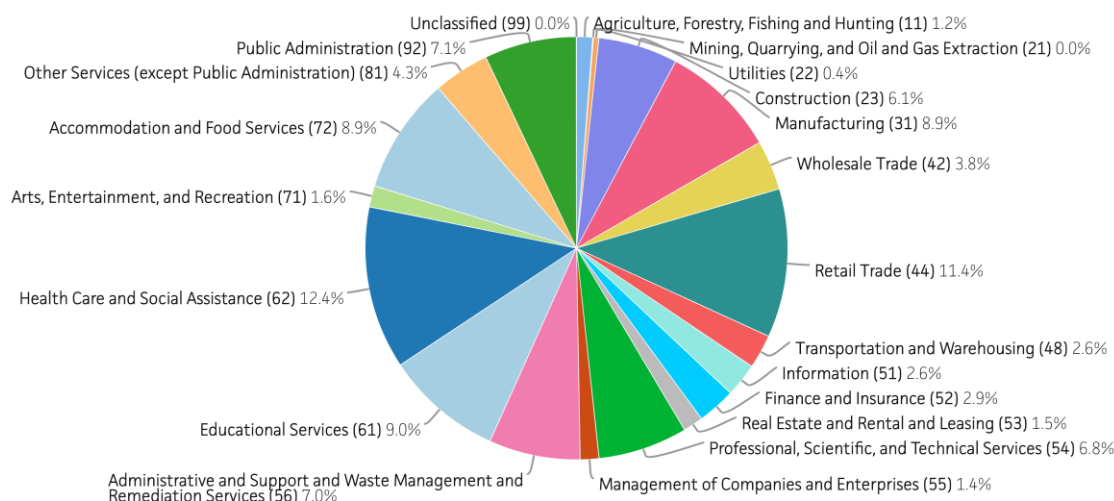
Data as of 2018Q1

Cost of Living per C2ER, data as of 2018q1, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the 60 minute commute from Rocky Mount, NC MSA is Health Care and Social Assistance, employing 128,068 workers. The next-largest sectors in the region are Retail Trade (117,031 workers) and Educational Services (92,557). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Public Administration (LQ = 1.49), Information (1.30), and Construction (1.09).

Total Workers for 60 minute commute from Rocky Mount, NC MSA by Industry



Source: JobsEQ®, Data as of 2018Q1

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q3 with preliminary estimates updated to 2018Q1.

Sectors in the 60 minute commute from Rocky Mount, NC MSA with the highest average wages per worker are Management of Companies and Enterprises (\$89,056), Utilities (\$85,234), and Information (\$83,718). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Accommodation and Food Services (+13,630 jobs), Retail Trade (+12,352), and Professional, Scientific, and Technical Services (+12,026).

Over the next 10 years, employment in the 60 minute commute from Rocky Mount, NC MSA is projected to expand by 114,586 jobs. The fastest growing sector in the region is expected to be Professional, Scientific, and Technical Services with a +2.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+27,309 jobs), Professional, Scientific, and Technical Services (+16,083), and Administrative and Support and Waste Management and Remediation Services (+12,662).



NAICS	Industry	Current			5-Year History		10-Year Forecast				
		Four Quarters Ending with 2018q1			Total Change	Avg Ann % Chg in Empl	Separations (Approximate)			---Growth---	Avg Ann Rate
		Empl	Avg Ann Wages	LQ	Empl	Region	Total New Demand	Exits	Transfers	Empl	
11	Agriculture, Forestry, Fishing and Hunting	12,700	\$44,568	0.89	-961	-1.4%	13,129	5,841	7,669	-381	-0.3%
21	Mining, Quarrying, and Oil and Gas Extraction	471	\$74,364	0.11	-80	-3.1%	461	155	317	-11	-0.2%
22	Utilities	4,256	\$85,234	0.78	1,419	8.5%	4,174	1,426	2,514	234	0.5%
23	Construction	62,701	\$51,720	1.09	8,306	2.9%	77,311	23,876	42,671	10,764	1.6%
31	Manufacturing	91,573	\$64,303	1.08	7,905	1.8%	85,323	33,984	58,012	-6,673	-0.8%
42	Wholesale Trade	39,115	\$73,869	0.97	2,558	1.4%	45,148	15,993	26,446	2,708	0.7%
44	Retail Trade	117,031	\$28,259	1.06	12,352	2.3%	170,797	71,400	90,325	9,071	0.7%
48	Transportation and Warehousing	26,689	\$45,427	0.61	3,953	3.3%	31,451	12,528	16,808	2,115	0.8%
51	Information	26,528	\$83,718	1.30	3,968	3.3%	30,186	9,871	17,283	3,032	1.1%
52	Finance and Insurance	29,973	\$80,443	0.73	3,011	2.1%	32,818	11,304	18,312	3,202	1.0%
53	Real Estate and Rental and Leasing	15,818	\$49,231	0.90	2,482	3.5%	19,040	7,781	9,254	2,005	1.2%
54	Professional, Scientific, and Technical Services	70,379	\$81,515	1.03	12,026	3.8%	82,689	24,884	41,723	16,083	2.1%
55	Management of Companies and Enterprises	14,803	\$89,056	0.97	-833	-1.1%	15,840	5,235	8,881	1,724	1.1%
56	Administrative and Support and Waste Management and Remediation Services	71,869	\$37,884	1.08	5,851	1.7%	102,366	38,066	51,638	12,662	1.6%
61	Educational Services	92,557	\$42,682	1.09	6,135	1.4%	96,654	42,793	46,076	7,786	0.8%
62	Health Care and Social Assistance	128,068	\$45,075	0.87	7,028	1.1%	159,541	64,980	67,252	27,309	2.0%
71	Arts, Entertainment, and Recreation	16,733	\$21,803	0.82	2,523	3.3%	27,981	11,340	13,910	2,731	1.5%
72	Accommodation and Food Services	91,645	\$16,535	0.99	13,630	3.3%	168,231	69,516	87,492	11,224	1.2%
81	Other Services (except Public Administration)	44,044	\$29,527	0.97	2,714	1.3%	57,327	23,989	28,571	4,768	1.0%
92	Public Administration	72,605	\$48,609	1.49	1,288	0.4%	72,759	29,070	39,457	4,233	0.6%
99	Unclassified	19	\$62,587	0.01	14	30.8%	20	9	12	-1	-0.5%
<b>Total - All Industries</b>		<b>1,029,578</b>	<b>\$47,915</b>	<b>1.00</b>	<b>95,289</b>	<b>2.0%</b>	<b>1,296,908</b>	<b>506,361</b>	<b>675,961</b>	<b>114,586</b>	<b>1.1%</b>

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q3 with preliminary estimates updated to 2018Q1. Forecast employment growth uses national projections adapted for regional growth patterns.

# Occupation Snapshot

The largest major occupation group in the 60 minute commute from Rocky Mount, NC MSA is Office and Administrative Support Occupations, employing 144,725 workers. The next-largest occupation groups in the region are Sales and Related Occupations (109,242 workers) and Food Preparation and Serving Related Occupations (90,740). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Computer and Mathematical Occupations (LQ = 1.28), Life, Physical, and Social Science Occupations (1.24), and Architecture and Engineering Occupations (1.12).

Occupation groups in the 60 minute commute from Rocky Mount, NC MSA with the highest average wages per worker are Management Occupations (\$120,200), Legal Occupations (\$106,200), and Computer and Mathematical Occupations (\$88,300). The unemployment rate in the region varied among the major groups from 1.6% among Healthcare Practitioners and Technical Occupations to 11.7% among Farming, Fishing, and Forestry Occupations.

Over the next 10 years, the fastest growing occupation group in the 60 minute commute from Rocky Mount, NC MSA is expected to be Healthcare Support Occupations with a +2.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+11,998 jobs) and Sales and Related Occupations (+9,909). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Office and Administrative Support Occupations (165,428 jobs) and Food Preparation and Serving Related Occupations (164,013).

Occupation Snapshot in 60 minute commute from Rocky Mount, NC MSA, 2018q1

SOCOccupation		Current						5-Year History		10-Year Forecast				
		Four Quarters Ending with 2018q1						Total Change	Avg Ann % Chg in Empl					
		-----2018q1-----								--Separations--			---Growth---	
Empl	Avg Ann Wages¹	LQ	Unempl	Unempl Rate	Online Job Ads²	Empl	Region	Total New Demand	Exits	Transfer	Empl	Avg Ann Rate		
11-0000	Management	55,987	\$120,200	0.90	991	1.7%	3,912	4,845	1.8%	53,163	15,990	29,509	7,664	1.3%
13-0000	Business and Financial Operations	51,355	\$72,000	0.97	1,527	2.8%	3,192	4,576	1.9%	56,894	16,209	32,328	8,356	1.5%
15-0000	Computer and Mathematical	38,610	\$88,300	1.28	1,067	2.7%	5,987	6,695	3.9%	35,899	7,088	20,327	8,484	2.0%
17-0000	Architecture and Engineering	19,485	\$81,900	1.12	446	2.2%	1,153	3,281	3.8%	17,465	5,162	9,556	2,747	1.3%
19-0000	Life, Physical, and Social Science	10,420	\$66,700	1.24	243	2.1%	799	985	2.0%	11,226	2,816	6,953	1,457	1.3%
21-0000	Community and Social Service	16,464	\$44,500	1.00	339	2.0%	889	755	0.9%	21,528	7,194	11,730	2,603	1.5%
23-0000	Legal	7,245	\$106,200	0.86	136	1.9%	221	214	0.6%	5,829	1,888	2,746	1,195	1.5%
25-0000	Education, Training, and Library	63,566	\$46,100	1.10	1,727	2.5%	3,077	3,678	1.2%	62,766	28,335	27,531	6,899	1.0%
27-0000	Arts, Design, Entertainment, Sports, and Media	15,626	\$51,300	0.85	534	3.2%	899	1,397	1.9%	17,864	6,882	9,061	1,921	1.2%
29-0000	Healthcare Practitioners and Technical	55,186	\$76,400	0.94	960	1.6%	3,756	3,062	1.1%	40,809	15,720	15,424	9,666	1.6%
31-0000	Healthcare Support	31,151	\$28,500	1.08	1,254	3.8%	1,258	1,472	1.0%	46,581	19,852	18,809	7,920	2.3%
33-0000	Protective Service	24,281	\$38,700	1.10	886	3.6%	551	715	0.6%	27,290	12,217	13,532	1,541	0.6%
35-0000	Food Preparation and Serving Related	90,740	\$25,200	1.03	7,996	8.1%	4,799	12,406	3.0%	176,012	73,513	90,500	11,998	1.2%
37-0000	Building and Grounds Cleaning and	37,141	\$27,100	1.03	2,939	7.4%	1,408	4,060	2.3%	53,616	23,315	25,340	4,961	1.3%

### Occupation Snapshot in 60 minute commute from Rocky Mount, NC MSA, 2018q1

SOC	Occupation	Current							5-Year History		10-Year Forecast				
		Four Quarters Ending with 2018q1				-----2018q1-----			Total Change	Avg Ann % Chg in Empl					
		Empl	Avg Ann Wages <sup>1</sup>	LQ	Unempl	Rate	Online Job Ads <sup>2</sup>				Total New Demand	--Separations--		---Growth---	
								Empl	Region			Exits	Transfer	Empl	Avg Ann Rate
	Maintenance														
39-0000	Personal Care and Service	37,485	\$27,800	0.93	1,714	4.5%	1,381	2,877	1.6%		67,648	30,998	29,403	7,247	1.8%
41-0000	Sales and Related	109,242	\$41,500	1.04	5,551	4.9%	8,452	11,303	2.2%		162,320	65,597	86,815	9,909	0.9%
43-0000	Office and Administrative Support	144,725	\$35,400	0.95	7,303	4.8%	5,542	12,439	1.8%		172,207	76,459	88,969	6,779	0.5%
45-0000	Farming, Fishing, and Forestry	6,987	\$29,800	1.03	909	11.7%	74	-443	-1.2%		9,444	2,500	7,339	-395	-0.6%
47-0000	Construction and Extraction	47,238	\$40,000	1.01	4,317	8.7%	1,318	5,364	2.4%		58,591	17,736	33,274	7,581	1.5%
49-0000	Installation, Maintenance, and Repair	40,872	\$44,800	1.04	1,456	3.5%	2,629	4,555	2.4%		44,407	14,754	25,557	4,096	1.0%
51-0000	Production	61,713	\$34,600	0.99	3,614	5.4%	1,427	3,829	1.3%		65,071	25,354	42,941	-3,224	-0.5%
53-0000	Transportation and Material Moving	64,061	\$31,800	0.92	5,022	7.3%	2,975	7,222	2.4%		85,906	32,802	47,921	5,183	0.8%
<b>Total - All Occupations</b>		<b>1,029,578</b>	<b>\$47,600</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>55,698</b>	<b>95,289</b>	<b>2.0%</b>		<b>1,292,535</b>	<b>502,382</b>	<b>675,567</b>	<b>114,586</b>	<b>1.1%</b>

Source: [JobsEQ®](#)

Data as of 2018Q1 unless noted otherwise

Note: Figures may not sum due to rounding.

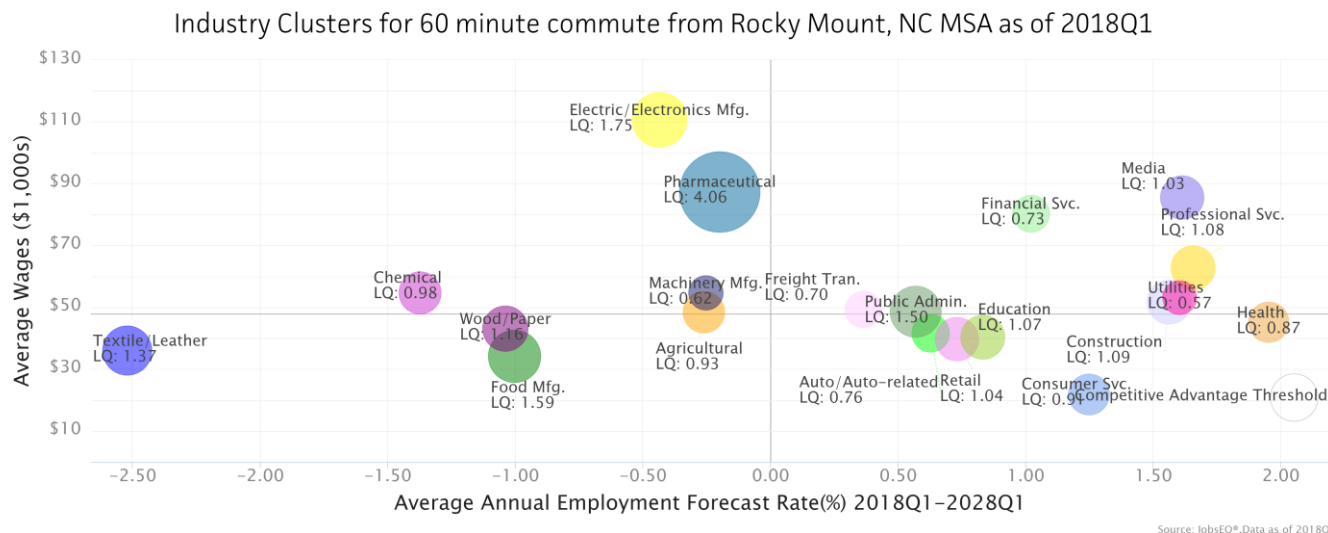
1. Occupation wages are as of 2017 and should be taken as the average for all Covered Employment

2. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2017Q3, imputed where necessary with preliminary estimates updated to 2018Q1. Wages by occupation are as of 2017 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Industry Clusters

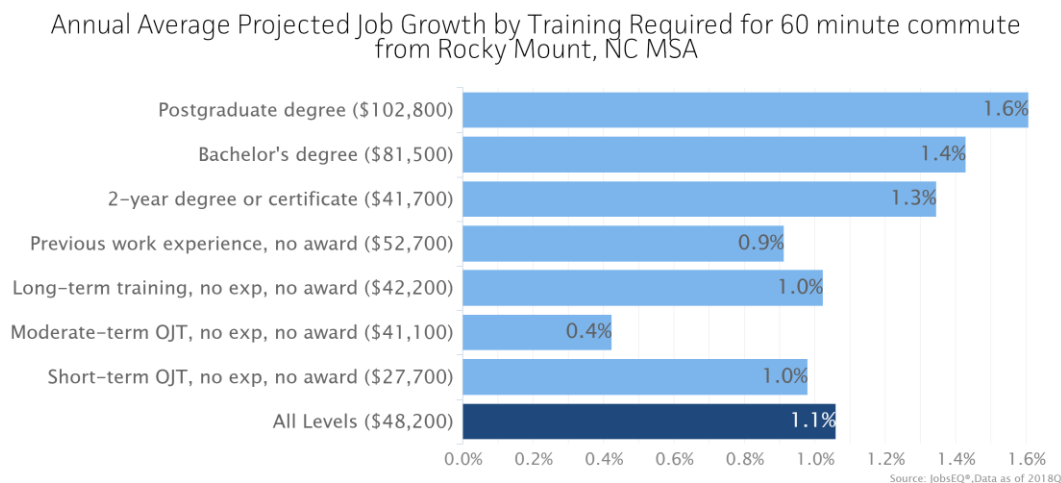
A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the 60 minute commute from Rocky Mount, NC MSA with the highest relative concentration is Pharmaceutical with a location quotient of 4.06. This cluster employs 7,938 workers in the region with an average wage of \$87,289. Employment in the Pharmaceutical cluster is projected to contract in the region about 0.2% per year over the next ten years.



Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2017Q3 with preliminary estimates updated to 2018Q1. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Education Levels

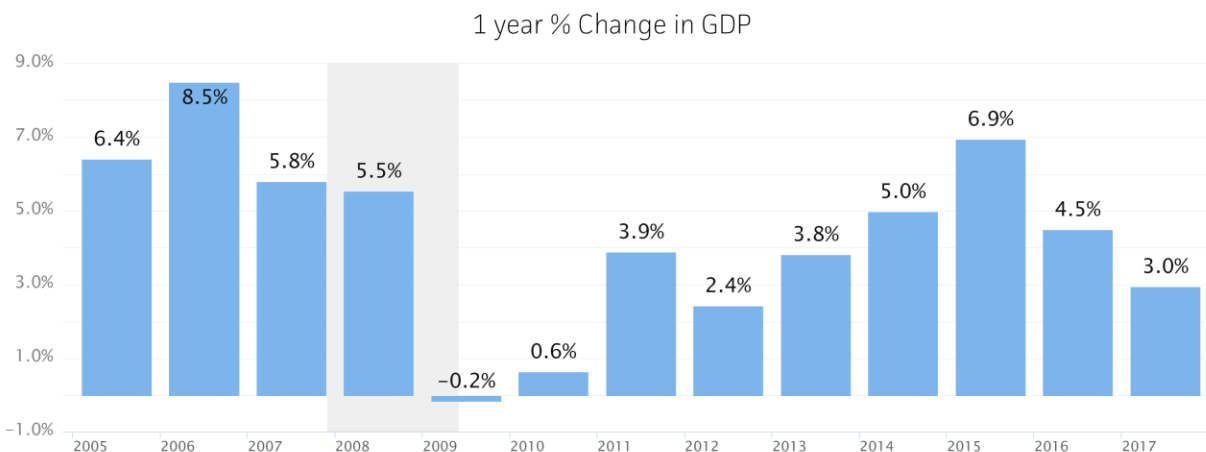
Expected growth rates for occupations vary by the education and training required. While all employment in the 60 minute commute from Rocky Mount, NC MSA is projected to grow 1.1% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.6% per year, those requiring a bachelor's degree are forecast to grow 1.4% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.3% per year.



Employment by occupation data are estimates as of 2018Q1. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2017, nominal GDP in the 60 minute commute from Rocky Mount, NC MSA expanded 3.0%. This follows growth of 4.5% in 2016. As of 2017, total GDP in the 60 minute commute from Rocky Mount, NC MSA was \$117,802,958,000.



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2017.

Of the sectors in the 60 minute commute from Rocky Mount, NC MSA, Manufacturing contributed the largest portion of GDP in 2017, \$24,882,319,000. The next-largest contributions came from Real Estate and Rental and Leasing (\$13,500,582,000); Health Care and Social Assistance (\$8,561,739,000); and Professional, Scientific, and Technical Services (\$8,456,901,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2017.

# Region Definition

60 minute commute from Rocky Mount, NC MSA is defined as the following counties: Brunswick County, Virginia; Greenville County, Virginia; Southampton County, Virginia; Sussex County, Virginia; Emporia City, Virginia; Beaufort County, North Carolina; Bertie County, North Carolina; Edgecombe County, North Carolina; Franklin County, North Carolina; Granville County, North Carolina; Greene County, North Carolina; Halifax County, North Carolina; Johnston County, North Carolina; Lenoir County, North Carolina; Martin County, North Carolina; Nash County, North Carolina; Northampton County, North Carolina; Pitt County, North Carolina; Vance County, North Carolina; Wake County, North Carolina; Warren County, North Carolina; Wayne County, North Carolina; Wilson County, North Carolina

# FAQ

## What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

## What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

## What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

## What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

## What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

## About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.