



# REGIONAL SNAPSHOT

**Kerr-Tar Region, North Carolina**



**Center for Regional Development**  
Advancing Collaboration : Energizing Regions

## Table of contents

**01** Overview

**02** Industry Cluster Analysis

# 01 overview

Kerr-Tar Region, NC

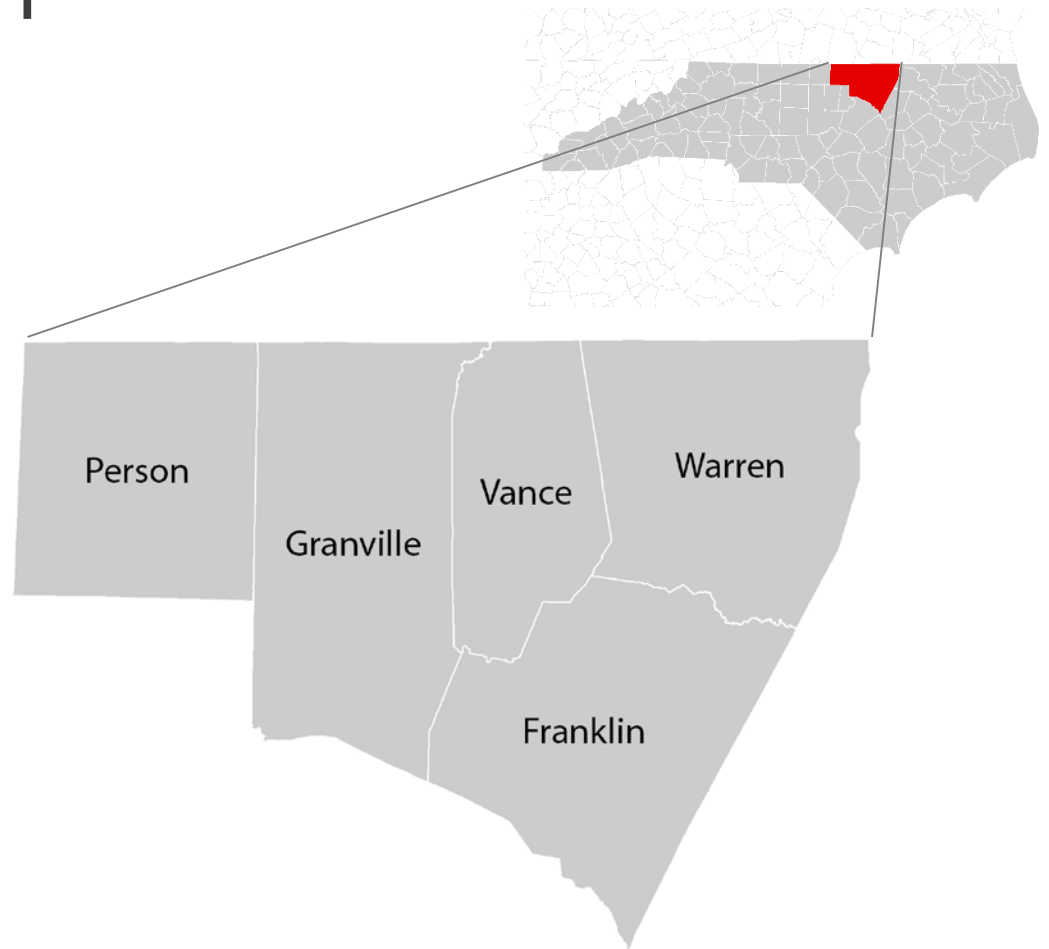
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## Overview

# Kerr-Tar Region

The Kerr-Tar Region is comprised of three North Carolina counties. Interstate I-85 passes through the central part of the region connecting to I-40 to the south.

- Franklin
- Granville
- Person
- Vance
- Warren



# 02 Industry cluster analysis

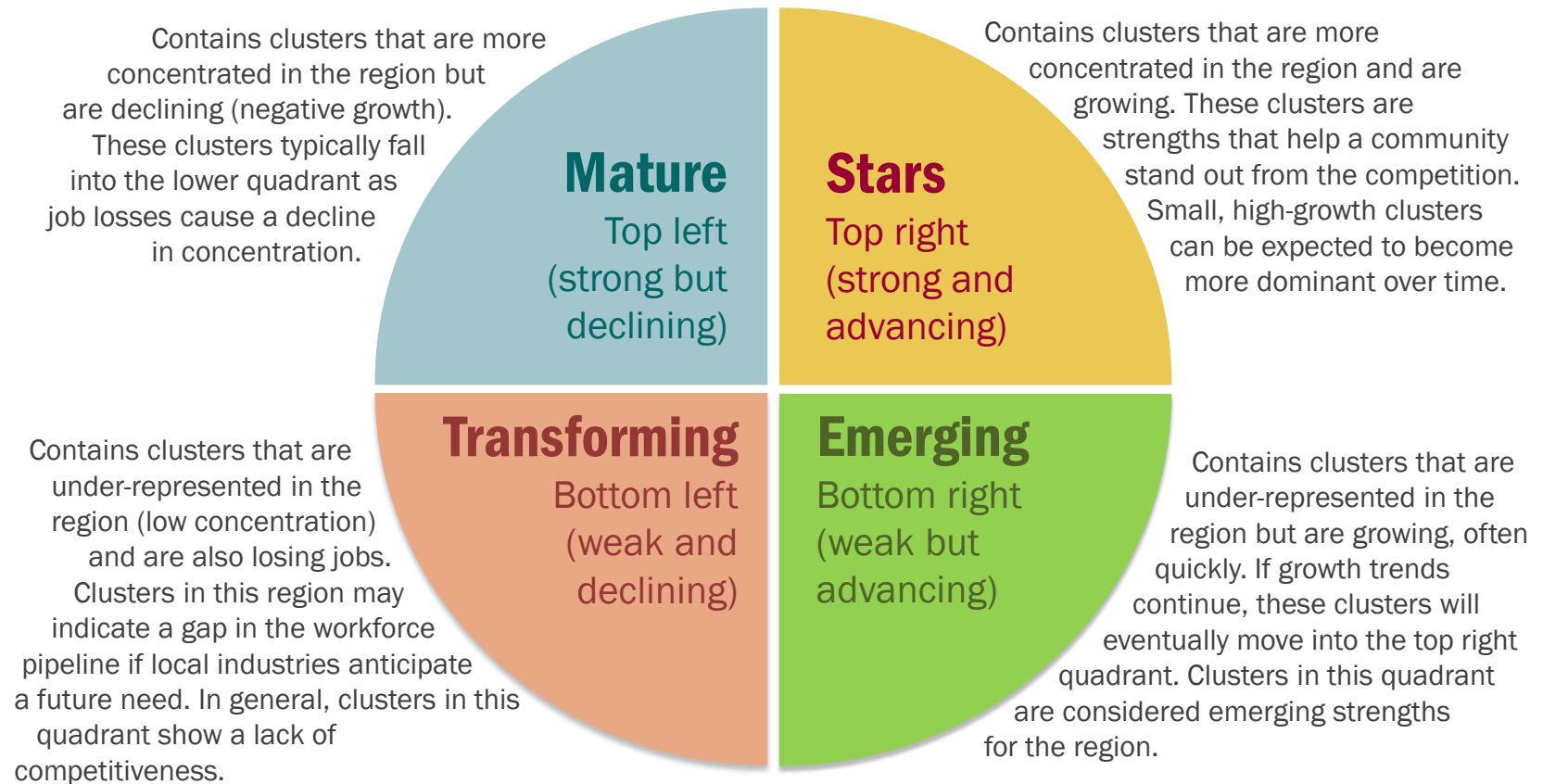
Kerr-Tar Region, NC

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## Industry cluster analysis

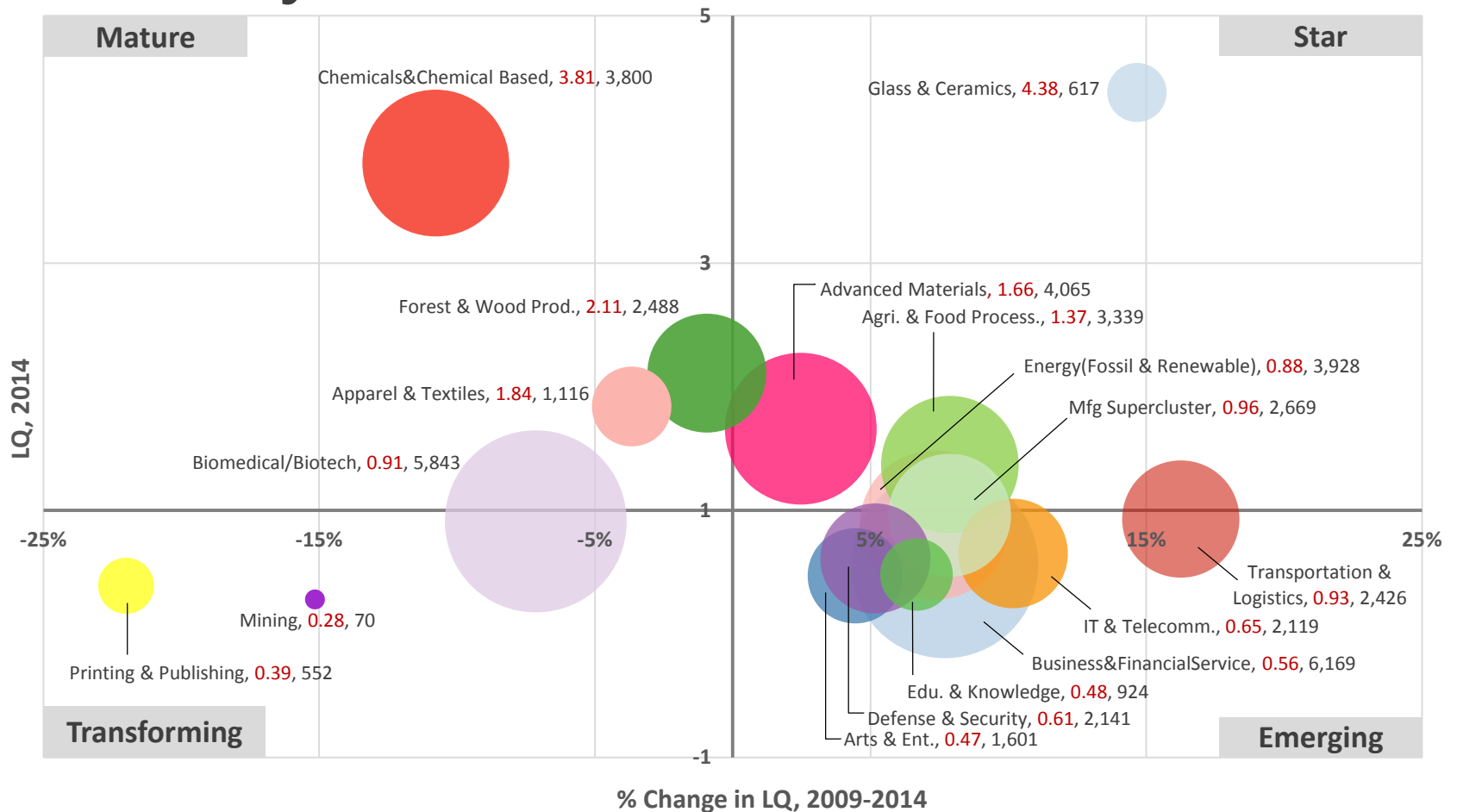
# How to interpret cluster data results

The graph's four quadrants tell a different story for each cluster.



## Industry and occupation

# Industry cluster bubble chart



Note: Mining cluster has too few jobs

## Industry and occupation

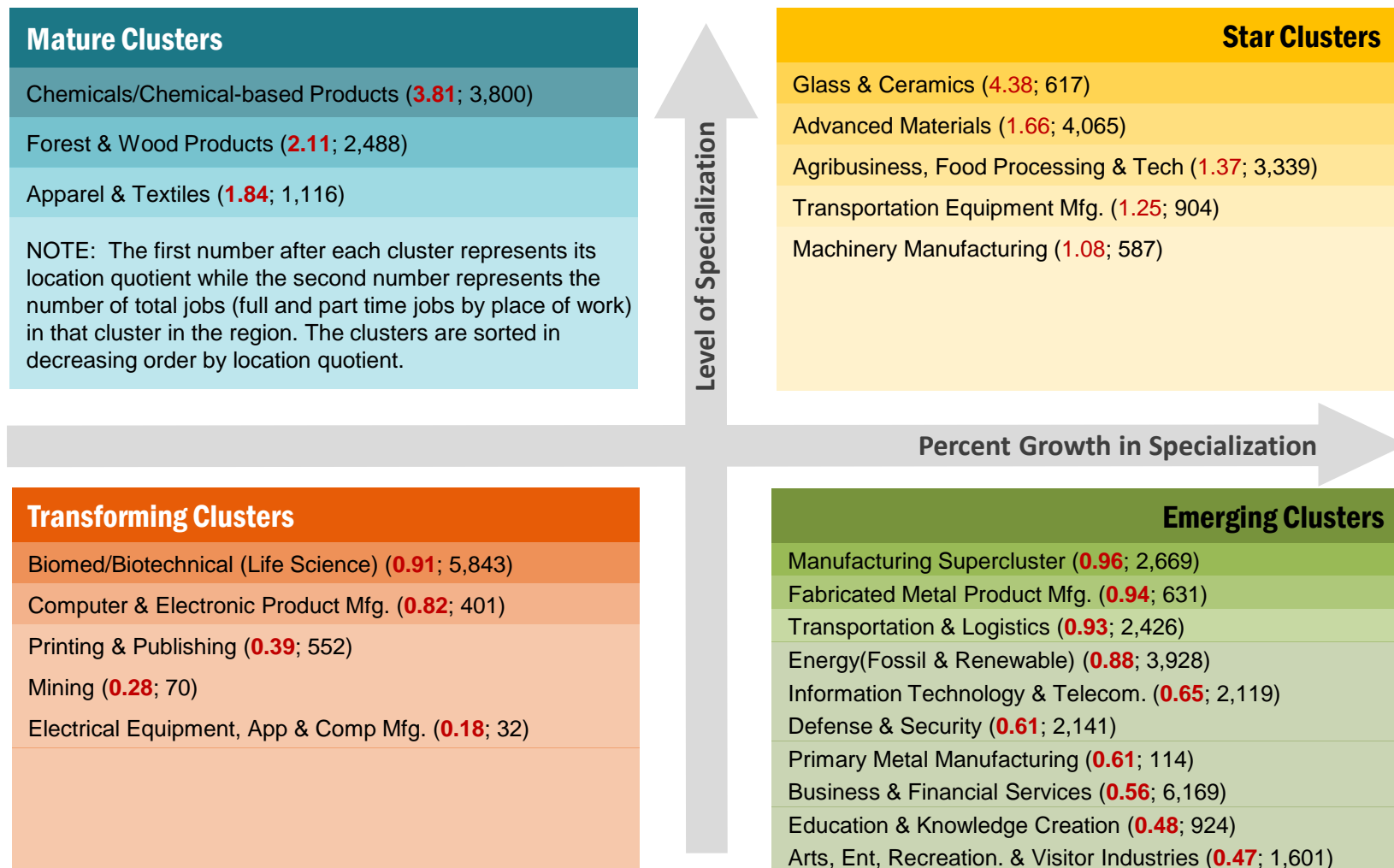
# Manufacturing sub-cluster bubble chart



Note: Electrical Equipment, Appliance & Component Manufacturing cluster has too few jobs



## Industry cluster analysis



Note: Electrical Equipment, Appliance & Component Manufacturing and Mining clusters have too few jobs

### section 02

\* Numbers in parenthesis include location quotient and employment in 2014.

## Industry and occupation

# Bubble chart interpretation

### Mature Industries

Three industry clusters in the Kerr-Tar Region are in the Maturing stage: Chemicals/Chemical-based Products, Forest & Wood Products, and Apparel & Textiles. These industries are relatively concentrated, but their growth is trending downward. It is worth noting, however, that the Kerr-Tar Region may find it worthwhile to invest in efforts to shore up the concentration of these industries.

### Transforming Industries

Transforming clusters capture the mix of industries that are experiencing relative decline and limited export capability. In the Kerr-Tar Region, Biomed/Biotechnical (Life Science), Computer & Electronic Product Mfg., Printing & Publishing, Mining, and Electrical Equipment, App & Comp Manufacturing, are all Transforming clusters. Any amount of growth in these industries would require relatively large investments.

### Star Industries

Star industry clusters are highly concentrated, exporting and still experiencing growth in the region. The most highly concentrated of the Star industry clusters in the Kerr-Tar Region is Glass & Ceramics. Its location quotient is 4.38, indicating that the cluster is 4 times more concentrated in the region compared to the U.S. The other strong clusters in the region are Advanced Materials, Agribusiness, Food Processing & Technology, Transportation Equipment Manufacturing, and Machinery Manufacturing.

### Emerging Industries

Industry clusters that may be poised for future growth are classified as “Emerging.” There are ten Emerging clusters in the Kerr-Tar Region. Top three that have the highest LQ are Manufacturing Supercluster, Fabricated Metal Product Manufacturing, and Transportation & Logistics.