

# REGIONAL SNAPSHOT

**Industry Cluster Analysis** 

Kerr-Tar Region, North Carolina





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**Industry Cluster Analysis** 

# 01 overview

**Kerr-Tar Region, NC** 

#### **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



# 1ndustry cluster analysis

**Kerr-Tar Region, NC** 

#### **Industry cluster analysis**

# How to interpret cluster data results

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

Contains clusters that are more concentrated in the region but are declining (negative growth).

These clusters typically fall into the lower quadrant as job losses cause a decline in concentration.

#### **Mature**

Top left (strong but declining)

#### **Stars**

Top right (strong and advancing)

Contains clusters that are more concentrated in the region and are growing. These clusters are strengths that help a community stand out from the competition.

Small, high-growth clusters can be expected to become more dominant over time.

Contains clusters that are under-represented in the region (low concentration) and are also losing jobs.
Clusters in this region may indicate a gap in the workforce pipeline if local industries anticipate a future need. In general, clusters in this quadrant show a lack of competitiveness.

#### **Transforming**

Bottom left (weak and declining)

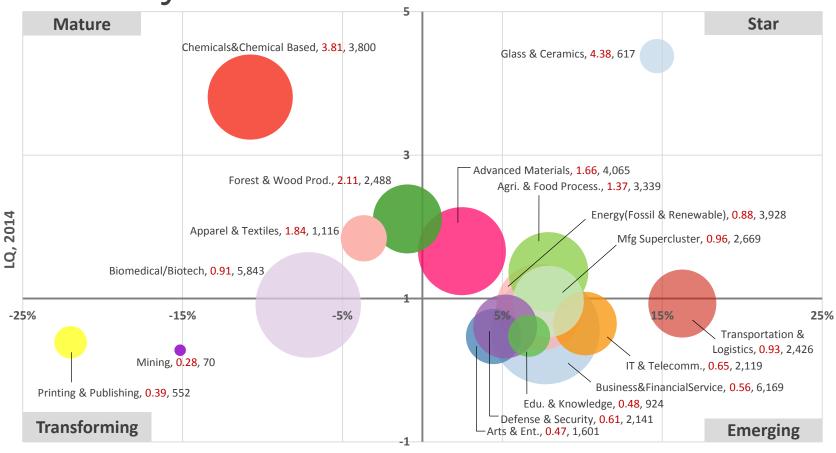
### **Emerging**

Bottom right (weak but advancing)

Contains clusters that are under-represented in the region but are growing, often quickly. If growth trends continue, these clusters will eventually move into the top right quadrant. Clusters in this quadrant are considered emerging strengths for the region.

#### **Industry and occupation**

# Industry cluster bubble chart

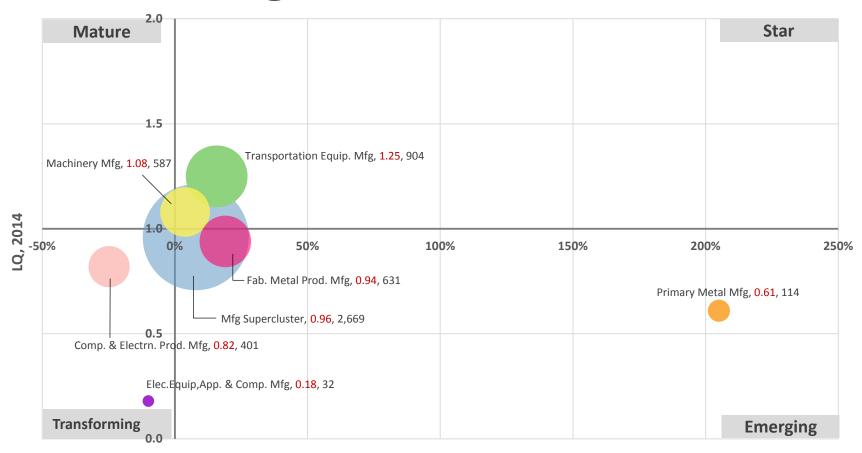


% Change in LQ, 2009-2014

Note: Mining cluster has too few jobs

#### **Industry and occupation**

## Manufacturing sub-cluster bubble chart



% Change in LQ, 2009-2014

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

#### **Industry cluster analysis**

#### **Mature Clusters**

Chemicals/Chemical-based Products (3.81; 3,800)

Forest & Wood Products (2.11; 2,488)

Apparel & Textiles (1.84; 1,116)

NOTE: The first number after each cluster represents its location quotient while the second number represents the number of total jobs (full and part time jobs by place of work) in that cluster in the region. The clusters are sorted in decreasing order by location quotient.

# Level of Specialization

#### **Star Clusters**

Glass & Ceramics (4.38; 617)

Advanced Materials (1.66; 4,065)

Agribusiness, Food Processing & Tech (1.37; 3,339)

Transportation Equipment Mfg. (1.25; 904)

Machinery Manufacturing (1.08; 587)

#### **Transforming Clusters**

Biomed/Biotechnical (Life Science) (0.91; 5,843)

Computer & Electronic Product Mfg. (0.82; 401)

Printing & Publishing (0.39; 552)

Mining (0.28; 70)

Electrical Equipment, App & Comp Mfg. (0.18; 32)

#### **Percent Growth in Specialization**

#### **Emerging Clusters**

Manufacturing Supercluster (0.96; 2,669)

Fabricated Metal Product Mfg. (0.94; 631)

Transportation & Logistics (0.93; 2,426)

Energy(Fossil & Renewable) (0.88; 3,928)

Information Technology & Telecom. (0.65; 2,119)

Defense & Security (0.61; 2,141)

Primary Metal Manufacturing (0.61; 114)

Business & Financial Services (0.56; 6,169)

Education & Knowledge Creation (0.48; 924)

Arts, Ent, Recreation. & Visitor Industries (0.47; 1,601)

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

#### section 02

#### **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.