



REGIONAL SNAPSHOT

Industry Cluster Analysis

Kerr-Tar Region, North Carolina



Center for Regional Development
Advancing Collaboration : Energizing Regions

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01 overview

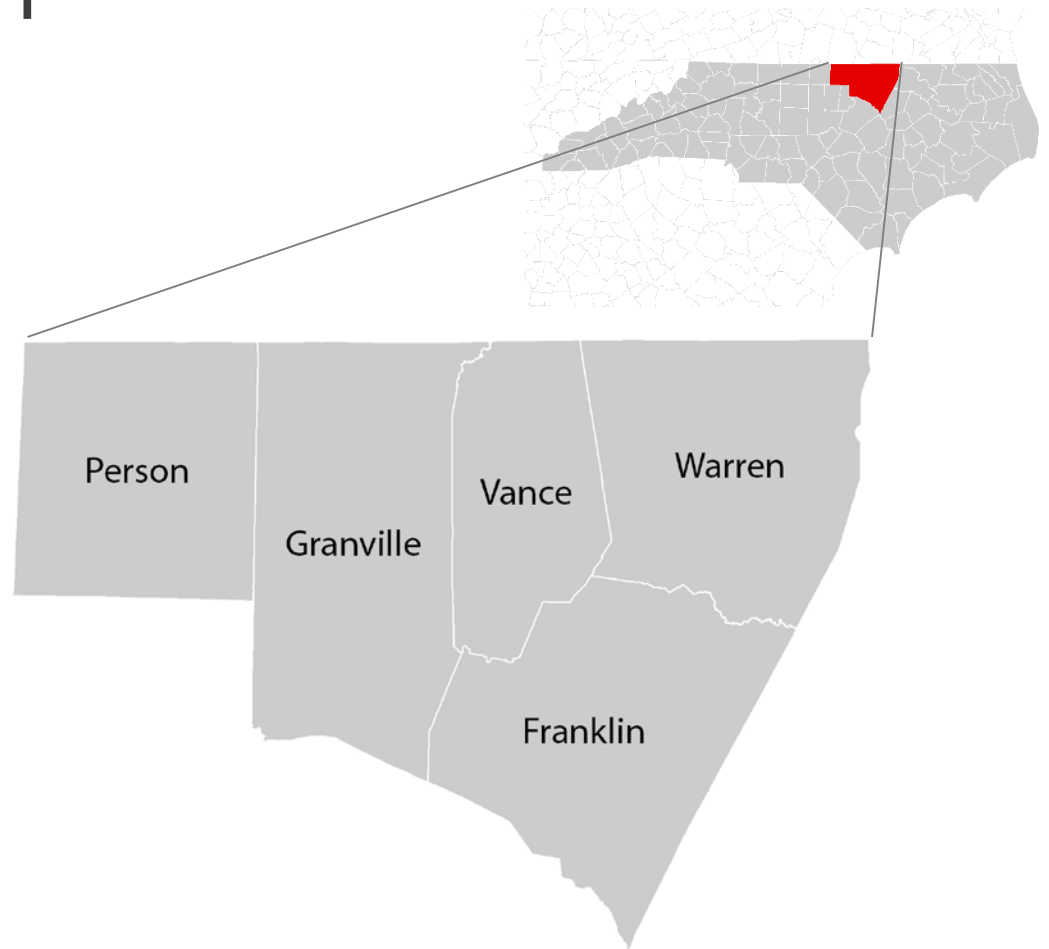
Kerr-Tar Region, NC

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



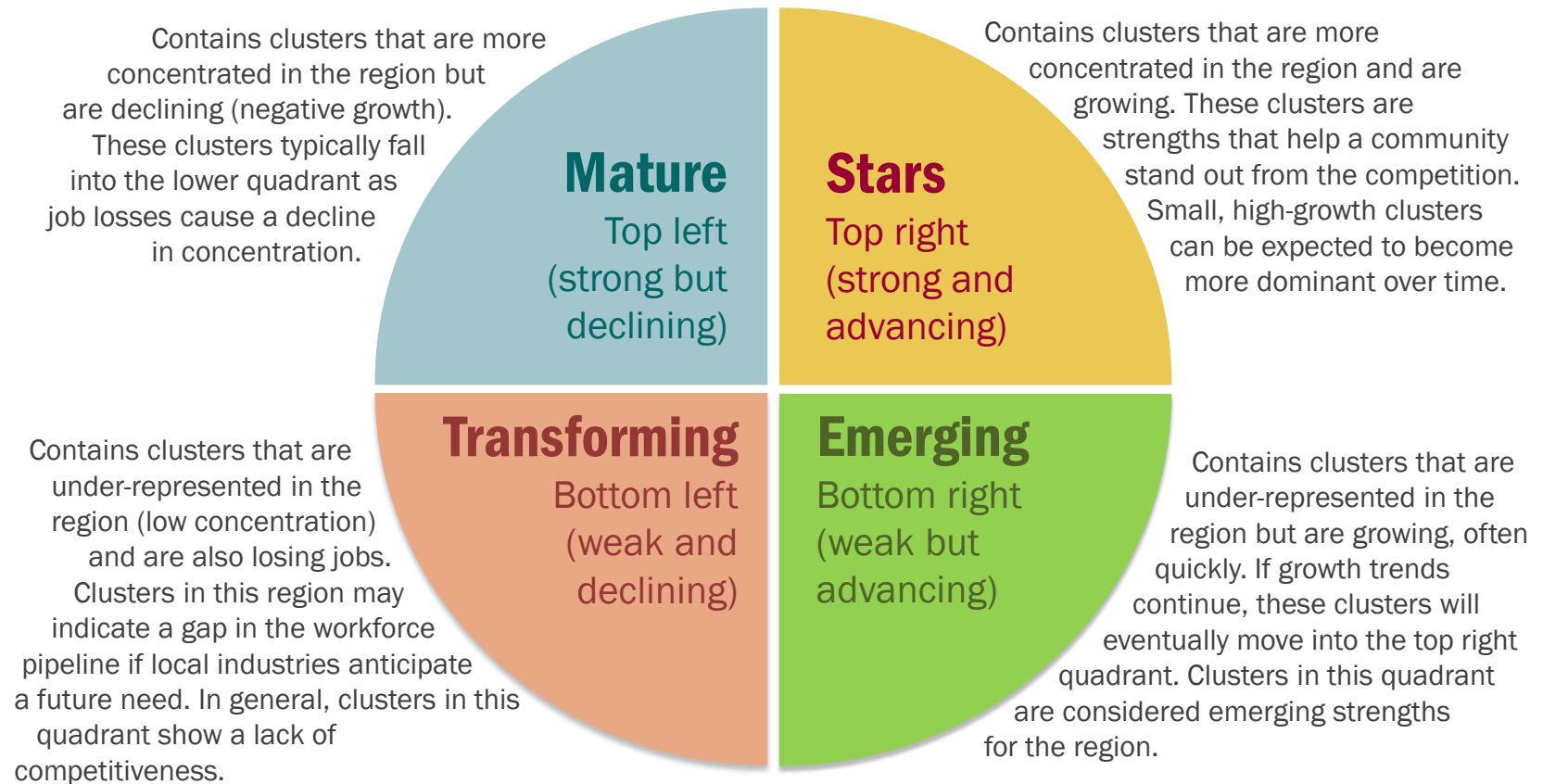
02 Industry cluster analysis

Kerr-Tar Region, NC

Industry cluster analysis

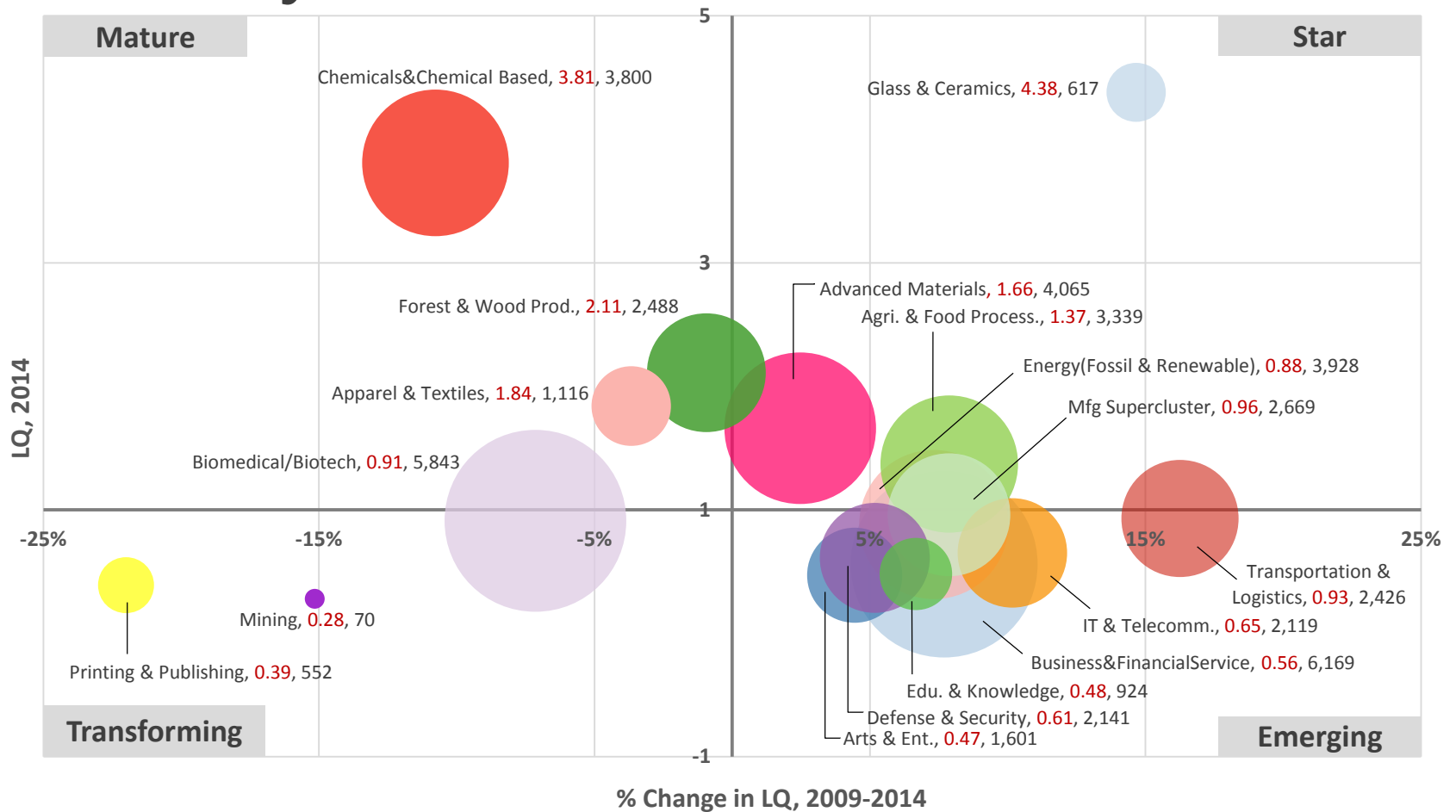
How to interpret cluster data results

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



Industry and occupation

Industry cluster bubble chart



Note: Mining cluster has too few jobs

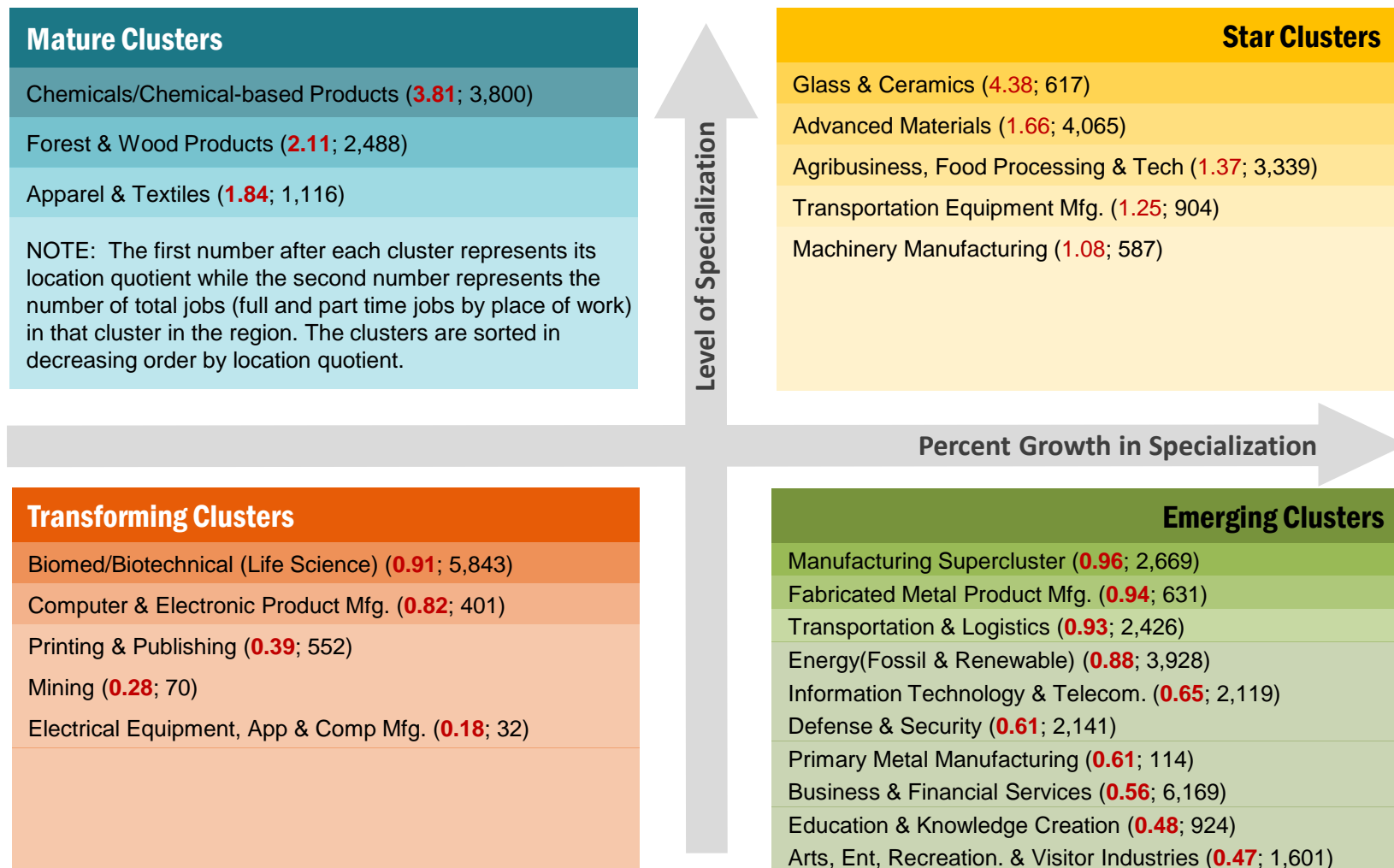
Industry and occupation

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.