



# REGIONAL SNAPSHOT

Mount Rogers Region, Virginia



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# 01 overview

**Mount Rogers Region, VA**

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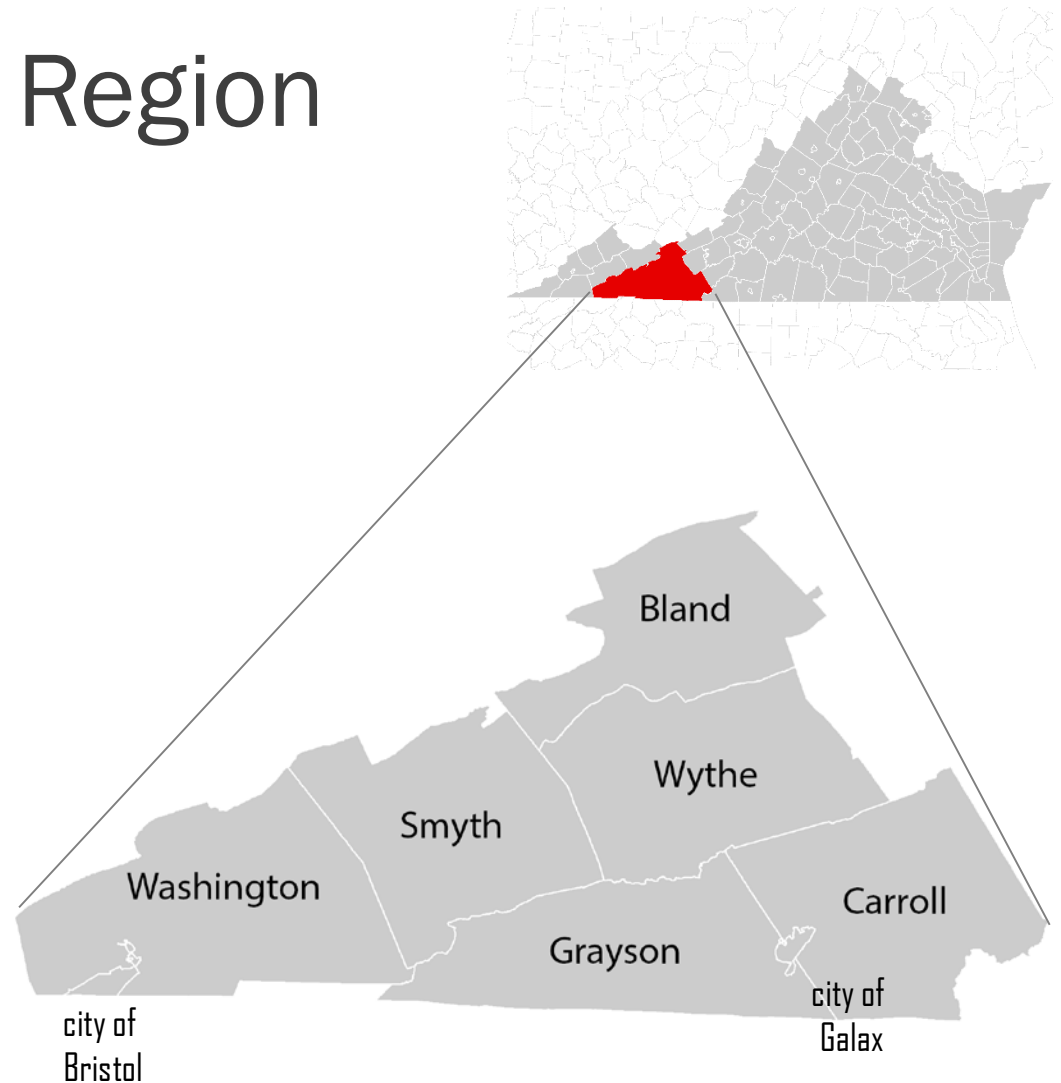
**What is a regional snapshot?**

## Overview

# Mount Rogers Region

The Mount Rogers Region is comprised of six Virginia counties and two cities. Interstate I-81 passes through the central part of the region.

- Bland
- Carroll
- Grayson
- Smyth
- Washington
- Wythe Counties
- city of Bristol
- city of Galax



## Overview

# What is a regional snapshot?

### What is the snapshot?

This snapshot is a demographic and economic assessment of the Mount Rogers Region in Virginia. Using county-level data, PCRD analyzed a number of indicators to gauge the overall economic performance of the Mount Rogers Region in comparison to the rest of the state.

### What is its purpose?

The snapshot is intended to inform the region's leaders, organizations and residents of the key attributes of the region's population and economy. In particular, it takes stock of the region's important assets and challenges. With such data in hand, regional leaders and organizations are in a better position to invest in the mix of strategies that will spur the growth of the economy and provide a higher quality of life for residents of the region.

### What are its focus areas?

PCRD secured and analyzed recent data from both public and private sources to generate the snapshot. In order to build a more comprehensive picture of the region, the report presents information under four key categories.

- Demography
- Human Capital
- Labor Force
- Industry & Occupation

When appropriate or relevant, the report compares information on the region with data on the remainder of the state. By so doing, the region is better able to determine how well it is performing relative to the state on a variety of important metrics.

# 02 demography

**Population change**

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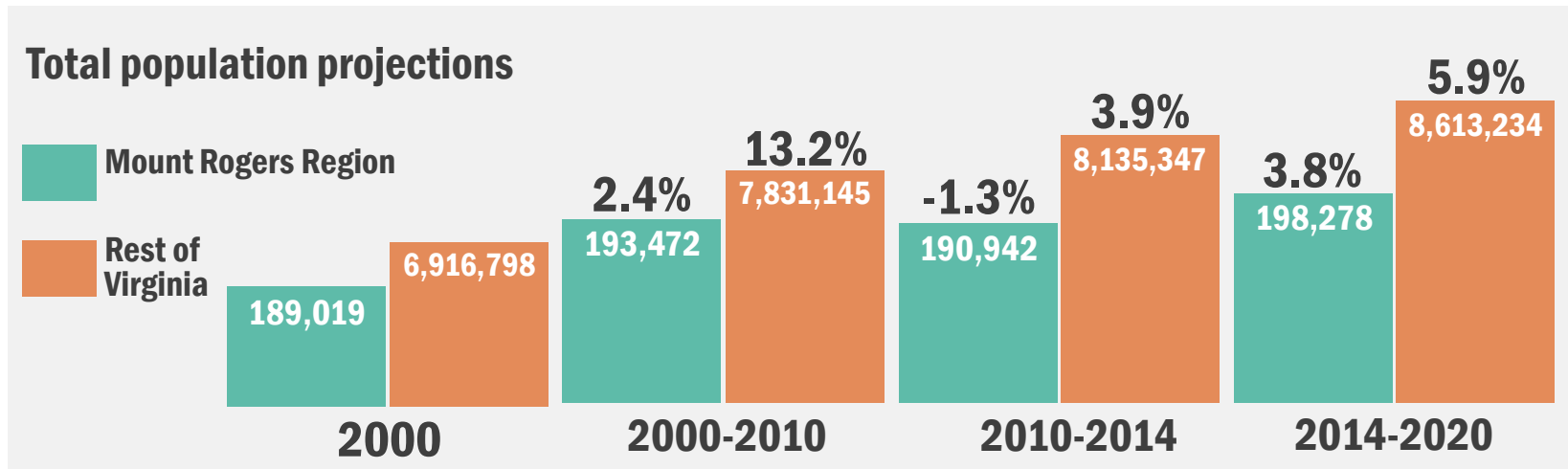
**Age structure**

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**Income and poverty**

## Demography

# Population change



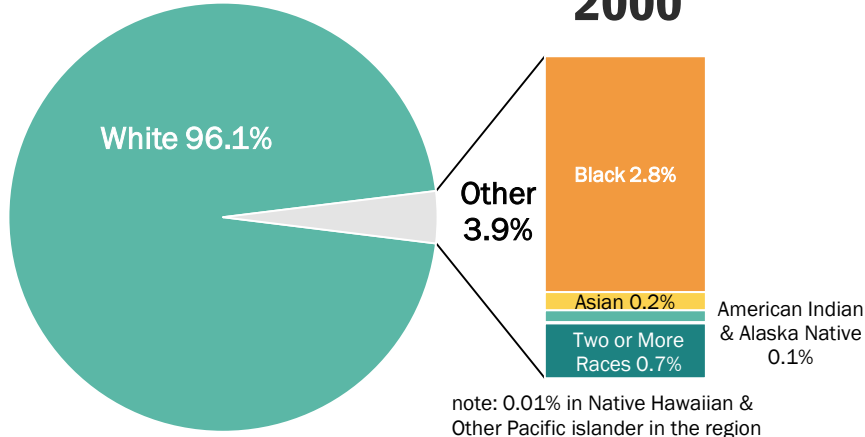
### Questions:

- How does the region's population trend compare to that of the state?
- What may be some of the elements driving the trends in the region? In the state?
- What strengths or challenges might these trends present?

## Demography

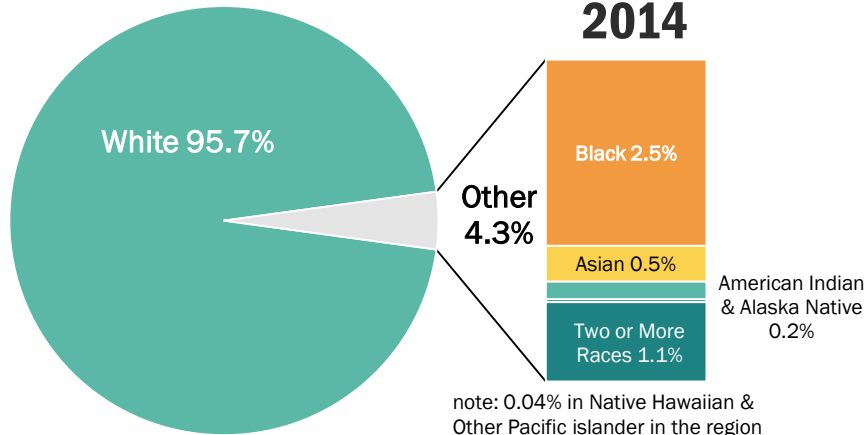
# Race

2000



note: 0.01% in Native Hawaiian & Other Pacific islander in the region

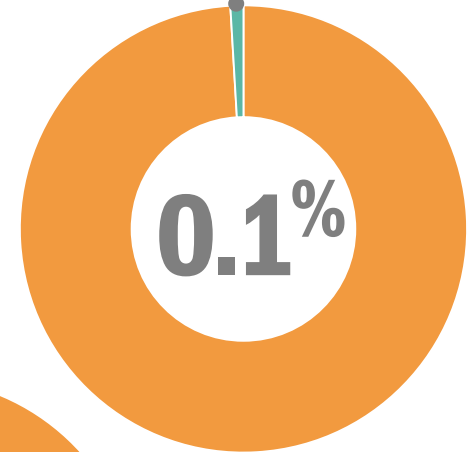
2014



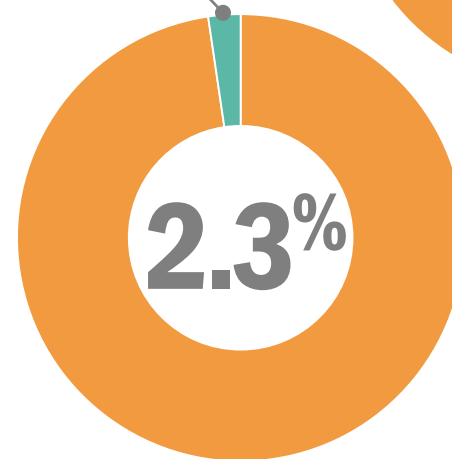
note: 0.04% in Native Hawaiian & Other Pacific islander in the region

# Ethnicity

Hispanics - 2000



Hispanics - 2014

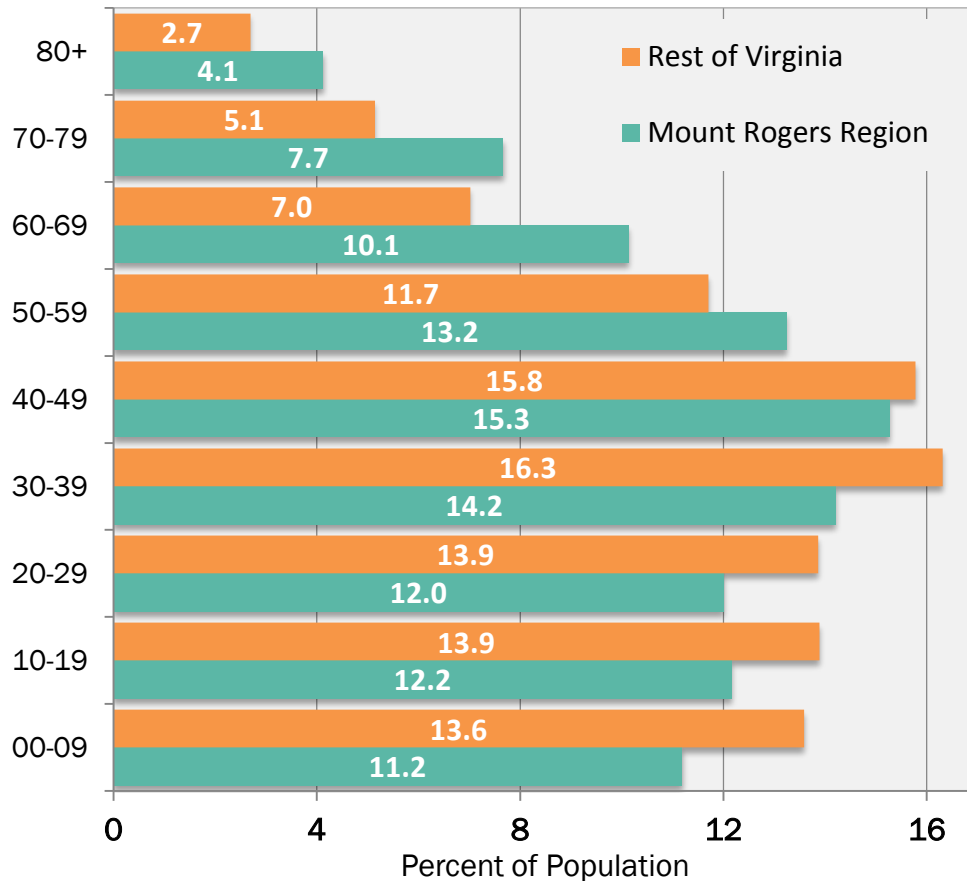




## Demography

# Population Age Structure, 2000

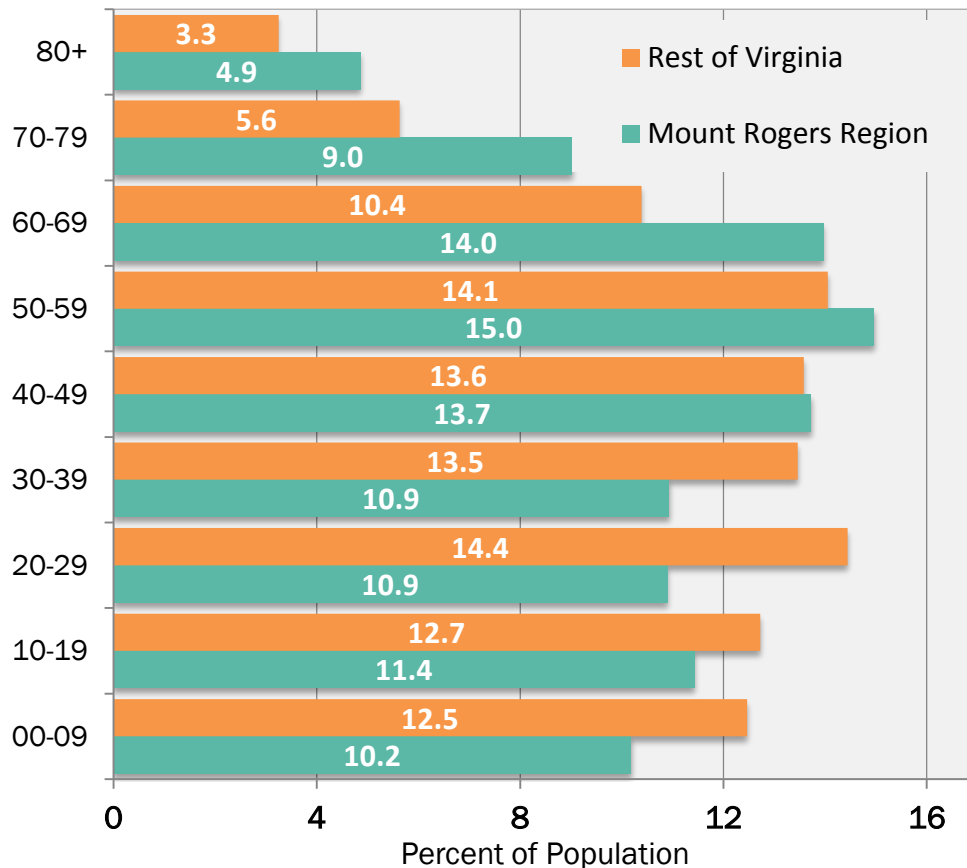
A visual presentation of the age distribution of the population (in percent)



## Demography

# Population Age Structure, 2014

A visual presentation of the age distribution of the population (in percent)



### Questions:

- Is the region experiencing an aging of its population? How does this compare to the rest of the state?
- Is there a sizable number of people of prime working age (20-49 years of age) in the region?
- Is the youth population (under 20 years old) growing or declining?
- What are the implications of the region's age structure for the economic development efforts of the region?

## Demography

# Income and poverty

	2003	2008	2013
Total Population in Poverty	13.8%	16.1%	16.7%
Minors (Age 0-17) in Poverty	21.5%	23.2%	25.3%
Real Median Household Income* (\$ 2013)	\$40,369	\$39,902	\$38,683

### Questions:

- Is the poverty rate for individuals in the county getting better or worse?
- Is poverty for minors in the county lower or higher than the overall poverty rate for all individuals? Why?
- Has real median income (adjusted for inflation) improved or worsened over the 2003 to 2013 time period? What may be reasons for these changes?

## section 02

\* Note: Regional Median Household income is the population-weighted average of median household income values across the Mount Rogers Virginia counties.  
Source: U.S. Census Bureau – Small Area Income and Poverty Estimates (SAIPE)

# 03 human capital

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**Educational attainment**

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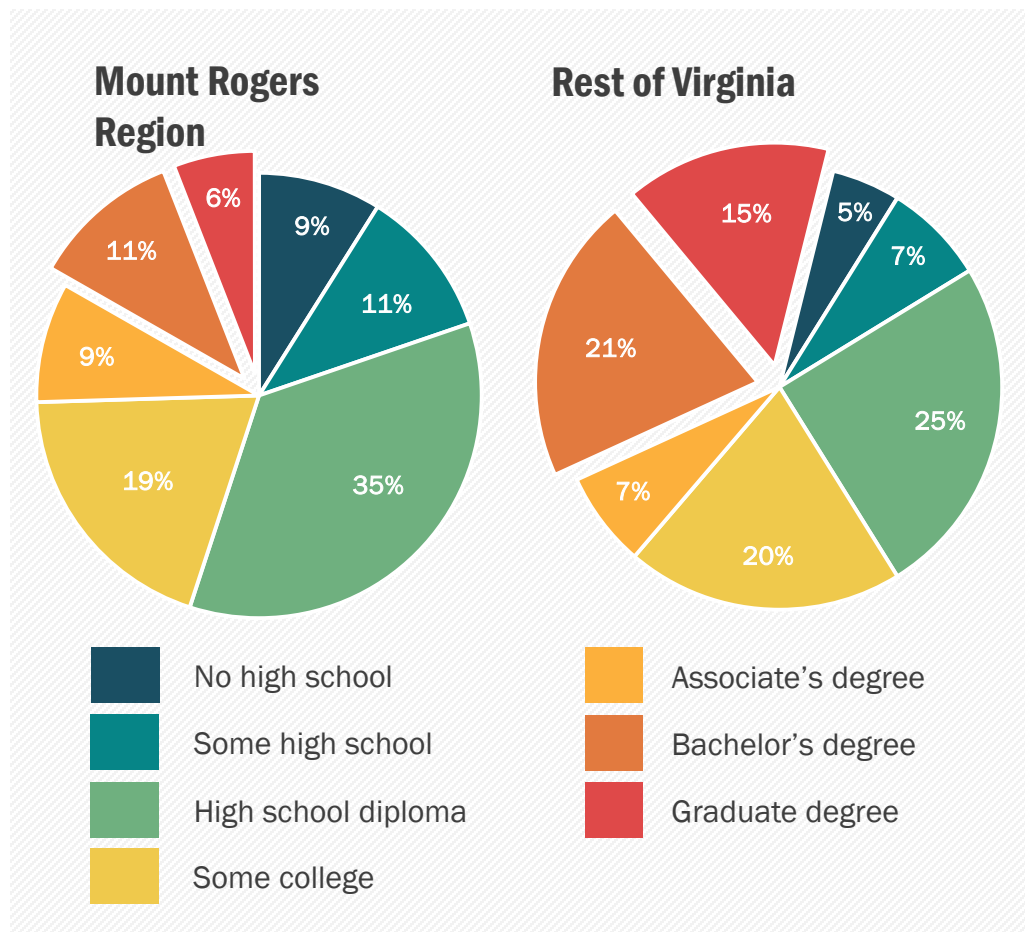
**Graduation rates**

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**Patents**

## Human capital

# Educational attainment, 2013



### Questions:

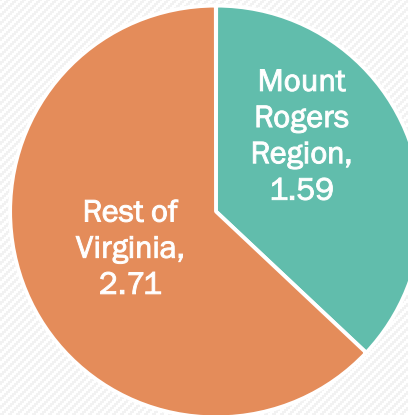
- What proportion of the adult population in the region has only a high school education?
- How many are college graduates (bachelors degree or higher)?
- How does the educational profile of the region compare to that of the rest of the state?
- What are the implications of the educational profile of the region in terms of the region's economic opportunities or workforce challenges?

## Human capital

# Patents

### Patents per 10,000 Jobs 2001-2013

From 2001 to 2013, Mount Rogers counties were issued patents at a rate of 1.59 per 10,000 jobs, while the remaining Virginia counties garnered 2.71 patents per 10,000 jobs.

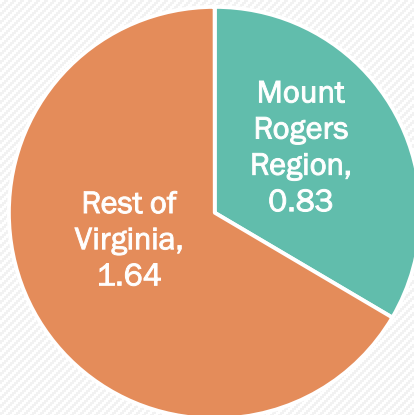


Patenting trends are an important indicator of the level of innovation in a region.

Commercializing this innovation can lead to long-term growth for regional economies.

### Questions:

- How does the region's patent rate compare to that of the rest of the state?
- How have rates changed over time?
- What might this data suggest for the future of the region?



### Patents per 10,000 residents 2001-2013

From 2001 to 2013, 0.83 patents per 10,000 residents were issued in Mount Rogers counties. The rest of Virginia amassed 1.64 patents per 10,000 residents.

# 04 labor force

**Unemployment rates**

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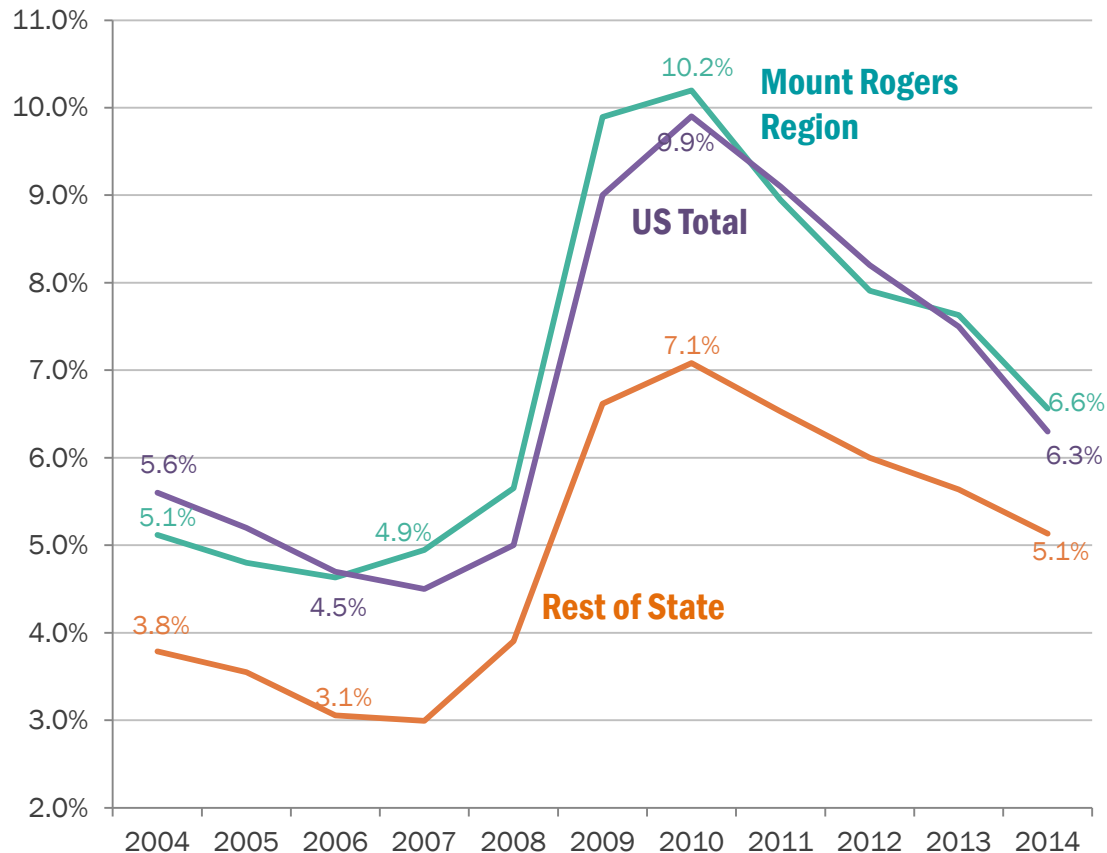
**Earnings per worker**

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**Source of labor for the region**

## Labor force

# Unemployment rates



## Questions:

- How does the region's unemployment rate compare to the rest of the state and nation?
- How does the region's unemployment peak and post-2009 recovery compare to the state and nation?
- What might this suggest for the region's economic future?



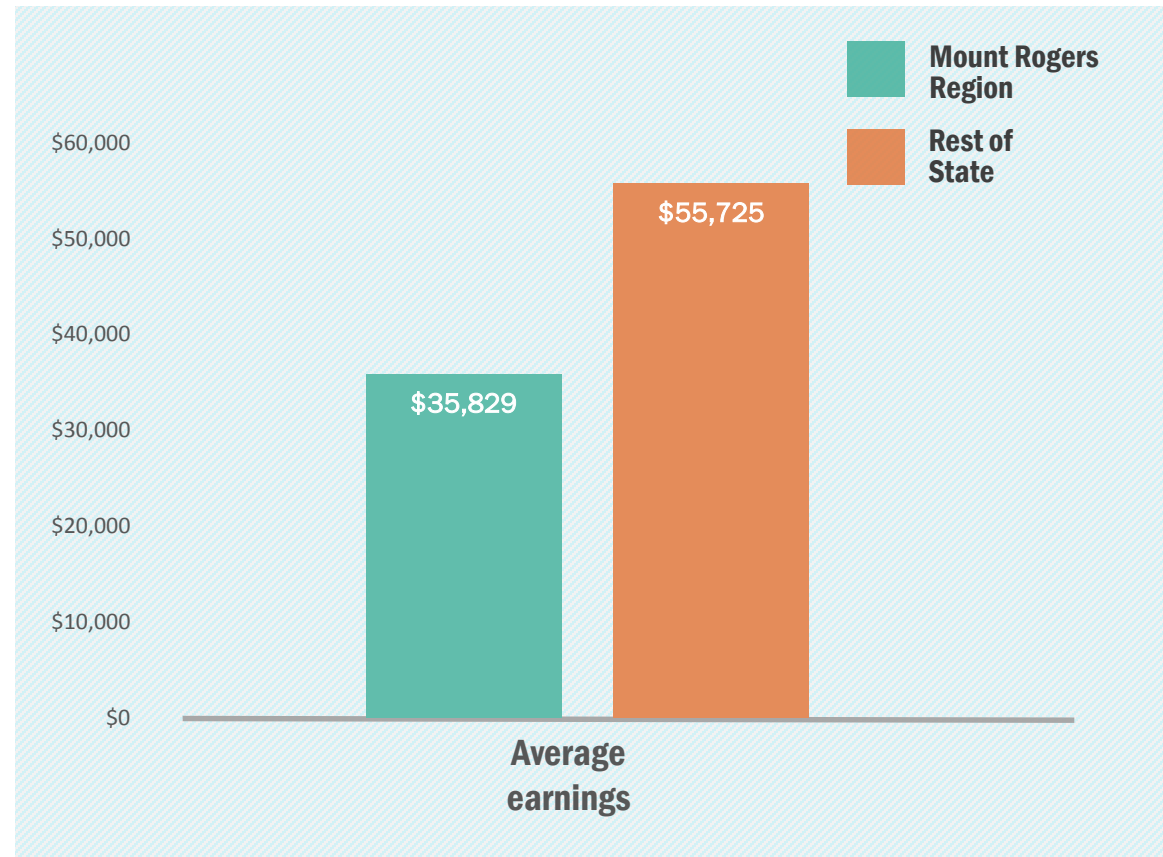
## Labor force

# Earnings per worker in 2014

### Questions:

- How does the region's average earnings compare to that of the rest of the state?
- What might be some driving factors for the differences?
- Do these represent potential strengths or challenges for the region?

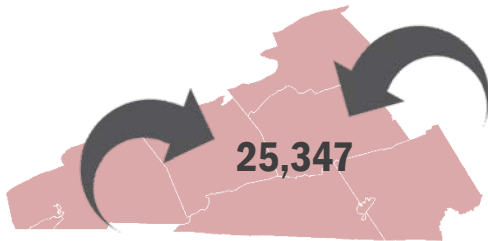
NOTE: Earnings include wages, salaries, supplements and earnings from partnerships and proprietorships.



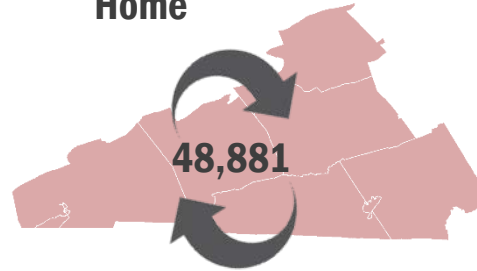
## Labor force

# Journey to Work

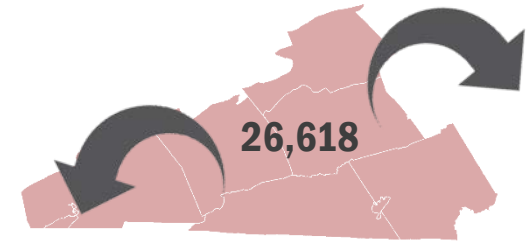
### In-Commuters



### Same Work/ Home



### Out-Commuters



Population	2013 Jobs	Proportion
Employed in Region	74,228	100.0%
Employed in Region but Living Outside	25,347	34.1%
Employed and Living in Region	48,881	65.9%

Population	2013 Jobs	Proportion
Region Residents	75,499	100.0%
Employed Outside Region but Living in Region	26,618	35.3%
Employed and Living in Region	48,881	64.7%

### Questions:

- How many people employed in the region actually reside outside the region? How many who live in the region commute to jobs outside the region?
- What are the implications for the region's economic development efforts?

# 05 industry and occupation

**Establishments**

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**Employment by industry**

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**Cluster analysis**

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**Top occupations**

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**STEM occupations**

## Industry and occupation

# Establishments

### Components of Change for Establishments 2000-2011

Establishments Launched	14,037
Establishments Closed	7,575
Net Change	6,462
Net Migration (Establishments moving into minus establishments moving out of the region)	267
Total Change	6,729
Percent Change	83.7%

Note: In-migration and Out-migration includes movement within the Mount Rogers region.

An establishment is a physical business location.

Branches, standalones and headquarters are all considered types of establishments.



### Definition of Company Stages



## Industry and occupation

# Establishments

### Number of Establishments by Company Stages

Stage	2000		2011	
	Establishments	Proportion	Establishments	Proportion
Stage 0	1,969	24.5%	4,340	29.4%
Stage 1	4,594	57.2%	8,874	60.1%
Stage 2	1,321	16.4%	1,405	9.5%
Stage 3	135	1.7%	136	0.9%
Stage 4	18	0.2%	11	0.1%
<b>Total</b>	<b>8,037</b>	<b>100%</b>	<b>14,766</b>	<b>100%</b>

### Questions:

- What stage businesses have shaped the region's economic growth in the last 10 years?
- Which ones are growing or declining the most?
- Which stage of establishments are likely to shape the region's future economic growth?

## Industry and occupation

# Establishments

### Number of Jobs by Company Stages

Year	2000	2011	% Change
Stage 0	1,969	4,340	120.4%
Stage 1	17,431	26,559	52.4%
Stage 2	33,686	37,810	12.2%
Stage 3	26,886	26,949	0.2%
Stage 4	7,219	9,322	29.1%
<b>Total</b>	<b>87,191</b>	<b>104,980</b>	<b>20.4%</b>

### Sales (\$ 2013) by Company Stages

Year	2000	2011	% Change
Stage 0	225,789,198	292,057,777	29.3%
Stage 1	2,435,780,242	2,185,013,625	-10.3%
Stage 2	3,756,403,934	3,162,230,055	-15.8%
Stage 3	3,481,543,625	2,994,336,968	-14.0%
Stage 4	2,368,702,860	1,485,804,652	-37.3%
<b>Total</b>	<b>12,268,219,860</b>	<b>10,119,443,077</b>	<b>-17.5%</b>

### Questions:

- What establishments are the most numerous based on company stages?
- What stages have experienced the largest growth? The greatest decline?
- What company stage employs the largest number of people?
- What stage captures the most sales?
- Which ones have experienced the greatest percentage loss over the 2000-11 period?

## Industry and occupation

# Top ten industry sector employment growth

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
53	Real Estate and Rental and Leasing	2,439	2,970	531	22%	15.0%
52	Finance and Insurance	2,874	3,339	465	16%	14.2%
61	Educational Services	1,200	1,272	72	6%	13.4%
72	Accommodation and Food Services	7,084	7,299	215	3%	9.3%
54	Professional, Scientific, and Technical Services	2,327	2,394	67	3%	1.7%
31	Manufacturing	14,286	14,666	380	3%	-2.1%
62	Health Care and Social Assistance	9,152	9,290	138	2%	11.4%
90	Government	15,262	15,449	187	1%	-0.2%

### Questions:

- What regional industry sectors have seen the greatest growth?
- Did they grow at the same rate as the state?
- What factors are causing the growth?

## Industry and occupation

# Top ten industry sector employment decline

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
22	Utilities	217	113	-104	-48%	-7.0%
21	Mining, Quarrying, and Oil and Gas Extraction	739	553	-186	-25%	-3.6%
56	Administrative and Support and Waste Management and Remediation Services	4,259	3,474	-785	-18%	8.6%
23	Construction	5,361	4,526	-835	-16%	-6.9%
51	Information	819	749	-70	-9%	-9.6%
48	Transportation and Warehousing	2,747	2,558	-189	-7%	4.8%
42	Wholesale Trade	2,576	2,458	-118	-5%	-1.0%
81	Other Services (except Public Administration)	5,175	4,941	-234	-5%	8.5%
44	Retail Trade	12,275	11,774	-501	-4%	4.0%
55	Management of Companies and Enterprises	925	896	-29	-3%	2.1%

### Questions:

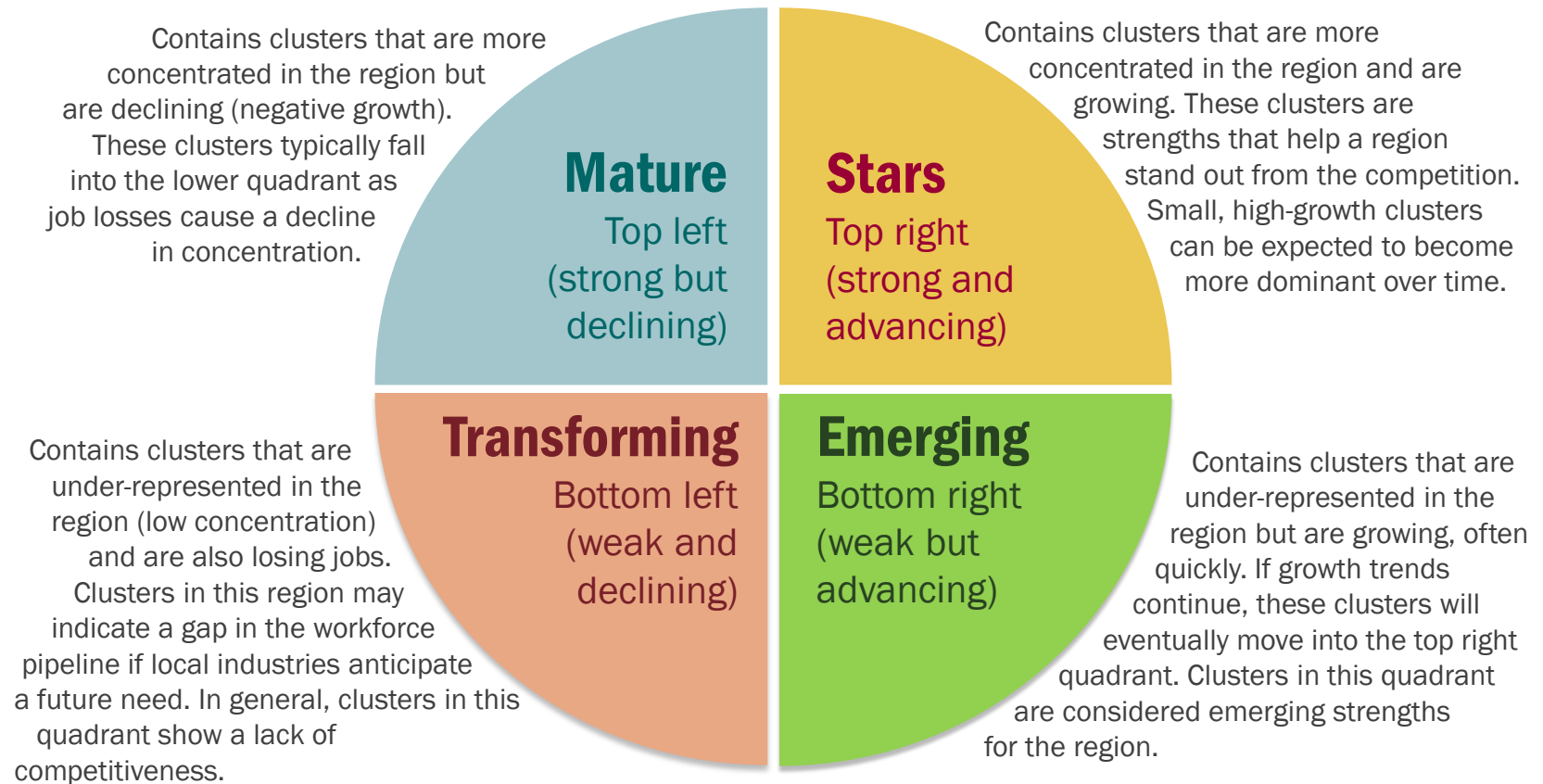
- How does the industry sector make-up of the region compare to the rest of the state?
- Which industry sectors are growing and declining the most in employment?



## Industry cluster analysis

# How to interpret cluster data results

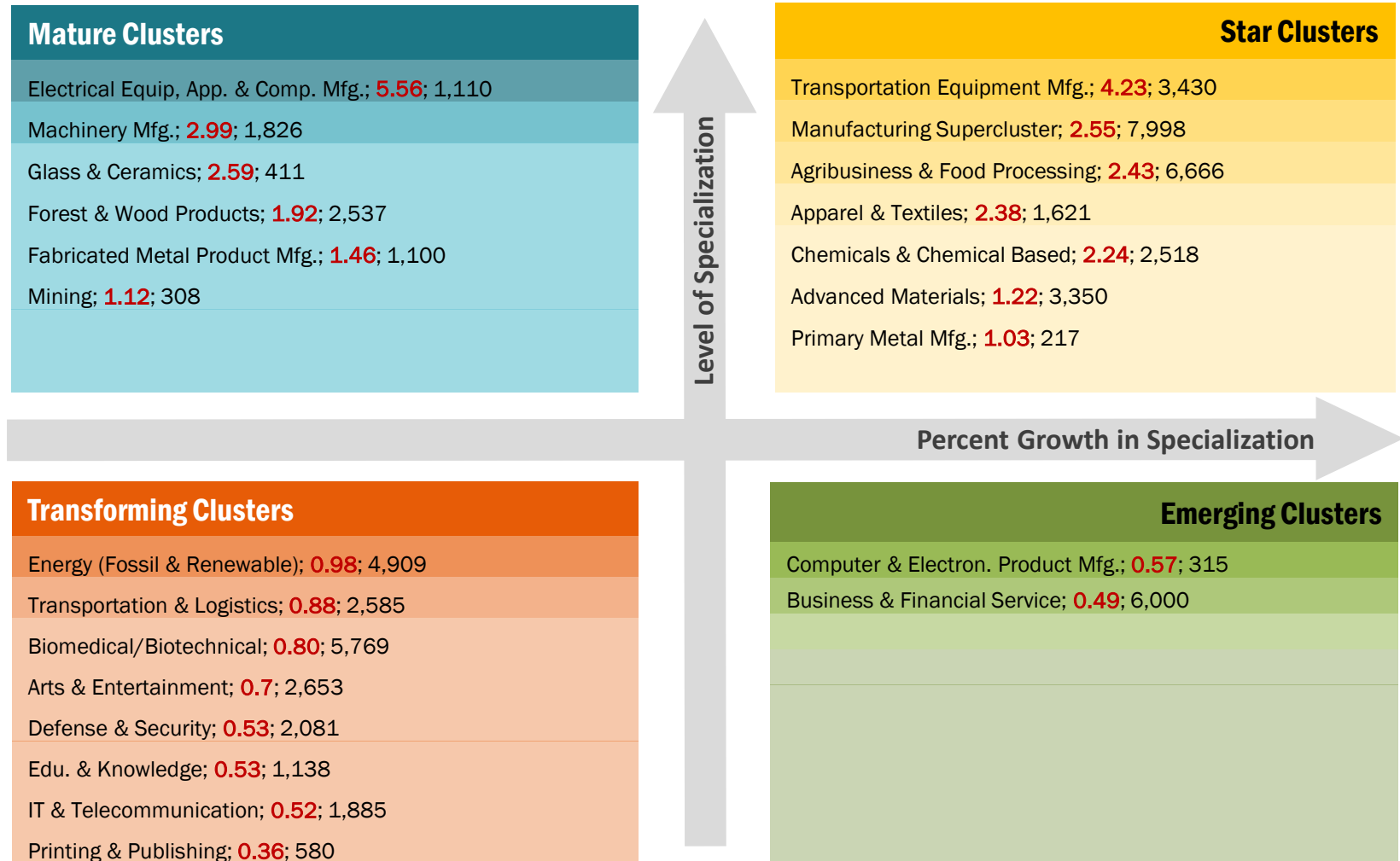
The graph's four quadrants tell a different story for each cluster.



# Distribution of clusters in the Region by quadrants



## Industry cluster analysis

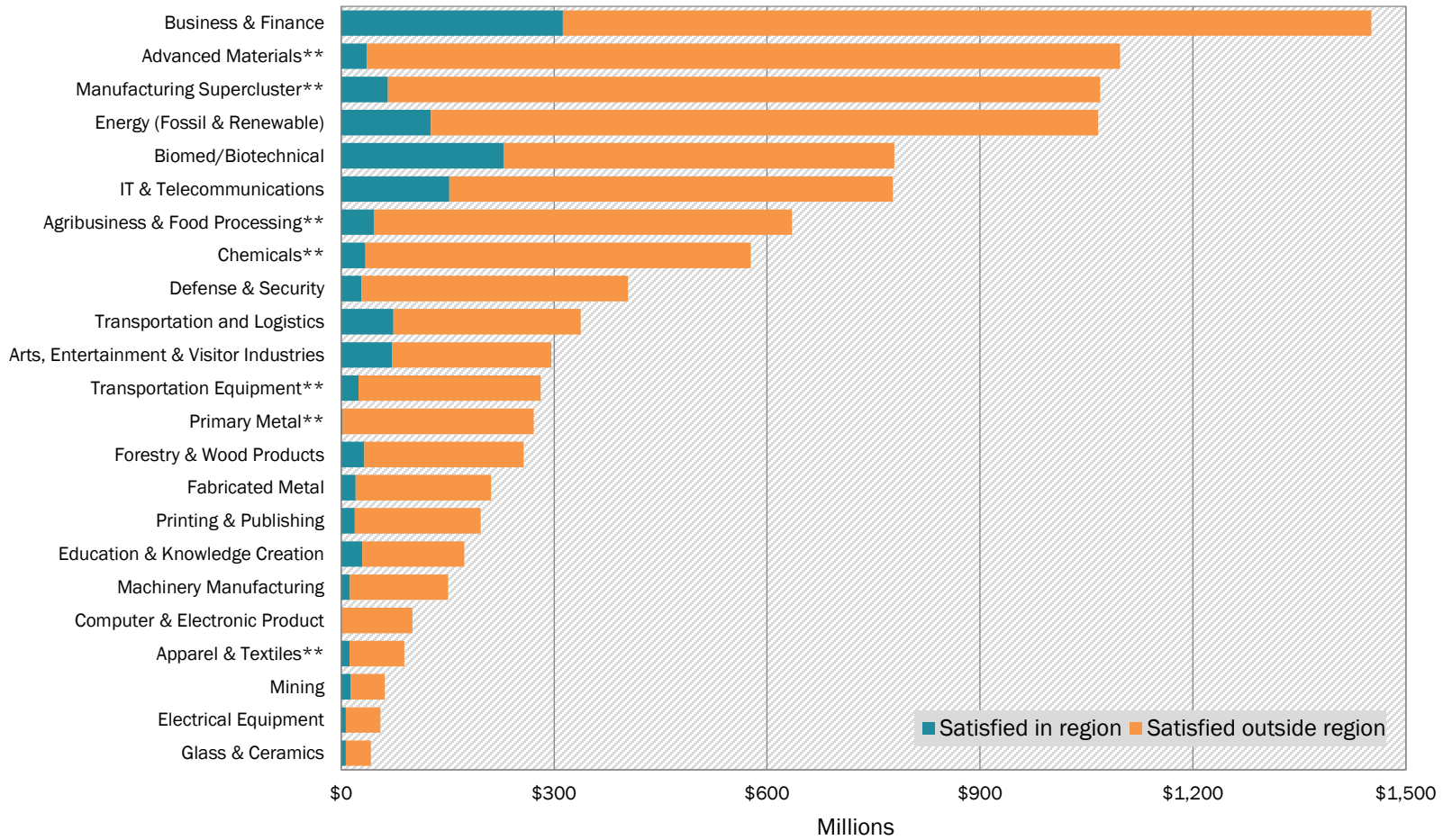


### section 05

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 in 2014. The clusters are sorted in decreasing order by location quotient.

## Industry Clusters: Leakages

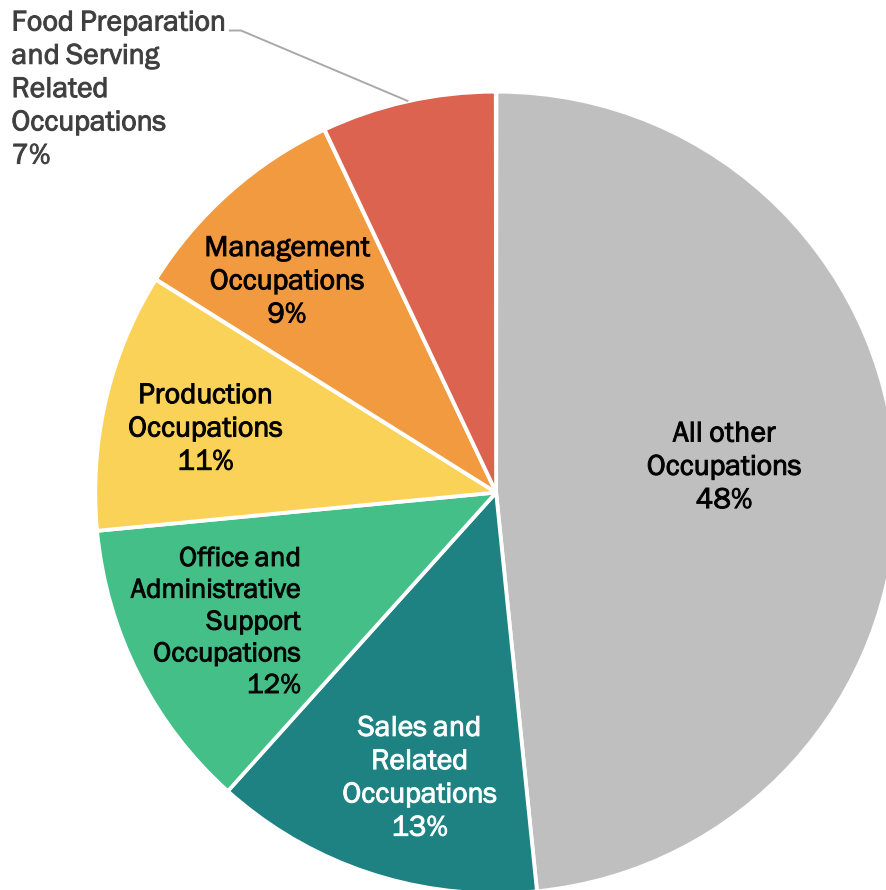
# Regional requirements, 2013



Note: \*\* shows Star clusters

## Industry and occupation

# Top five occupations in 2014

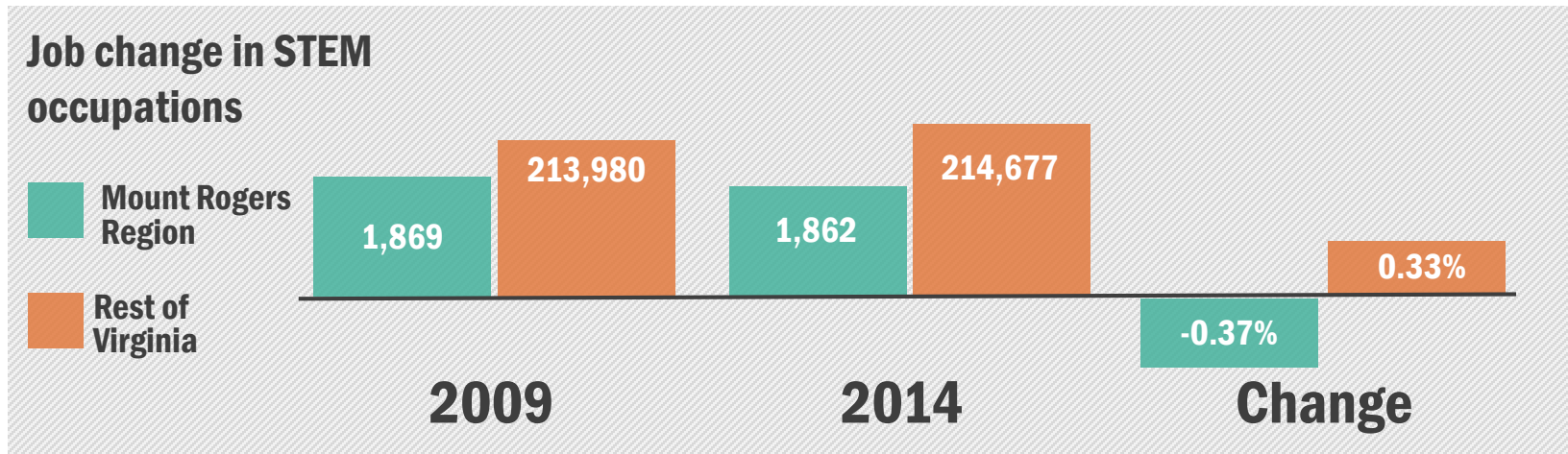


### Questions:

- What are the education and skill requirements for these occupations?
- Do the emerging and star clusters align with the top occupations?
- What type salaries do these occupations typically provide?

## Industry and occupation

# Science, Technology, Engineering & Math



### Questions:

- How do STEM jobs compare to the state?
- What has been the trend of STEM jobs over time?
- How important are STEM jobs to the region's Star and Emerging clusters?

# Report Contributors

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

The Purdue Center for Regional Development (PCRD) seeks to pioneer new ideas and strategies that contribute to regional collaboration, innovation and prosperity.

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