

2018 OVERVIEW

New River/ Mount Rogers Workforce Report

SMART
ECONOMICS



NEW RIVER | MOUNT ROGERS REGION



OUTREACH & INTERNATIONAL AFFAIRS
VIRGINIA TECH.

OFFICE OF ECONOMIC DEVELOPMENT

Introduction

2018 Quarterly Workforce Report 4

Welcome to the 2018 quarter four workforce report. The Virginia Tech Office of Economic Development produced this document for the Blue Ridge Works Workforce Development Board. This workforce report details regional changes for the past five to eight years to provide an overview of socioeconomic trends in the region. The data outlines how the regional population, wages, cost of living, health outcomes, etc. changed in Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, Smyth, Washington, Wythe counties and the cities of Bristol, Galax, and Radford during this period.

Each page of this report is provides data that speaks to different ways of knowing and understanding the state of the region.

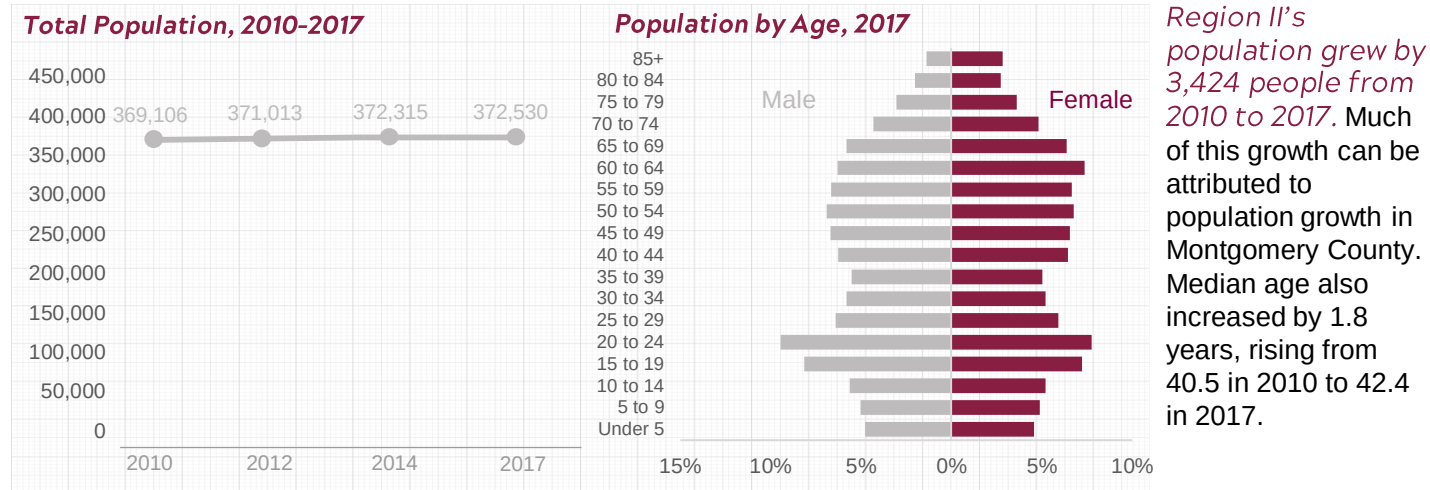
- Section 1: Demographic Trends
- Section 2: Industry Trends
- Section 3: Labor Force Trends
- Section 4: Education Trends
- Section 5: Regional Socioeconomic Profile
- Section 6: Personal Health and Access

For additional information or questions about the data presented here, contact the Virginia Tech Office of Economic Development.

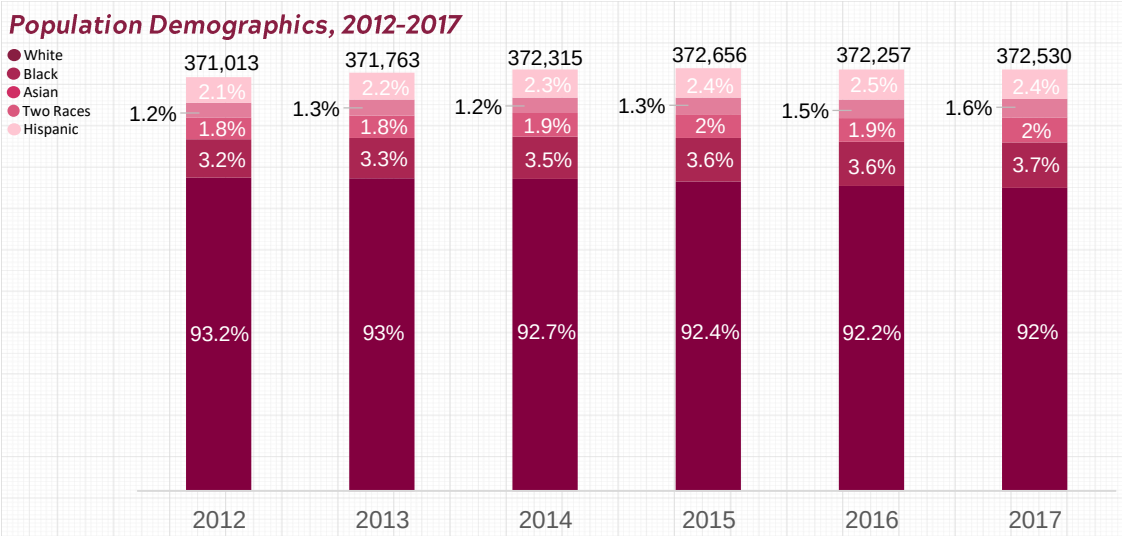


Demographic Trends

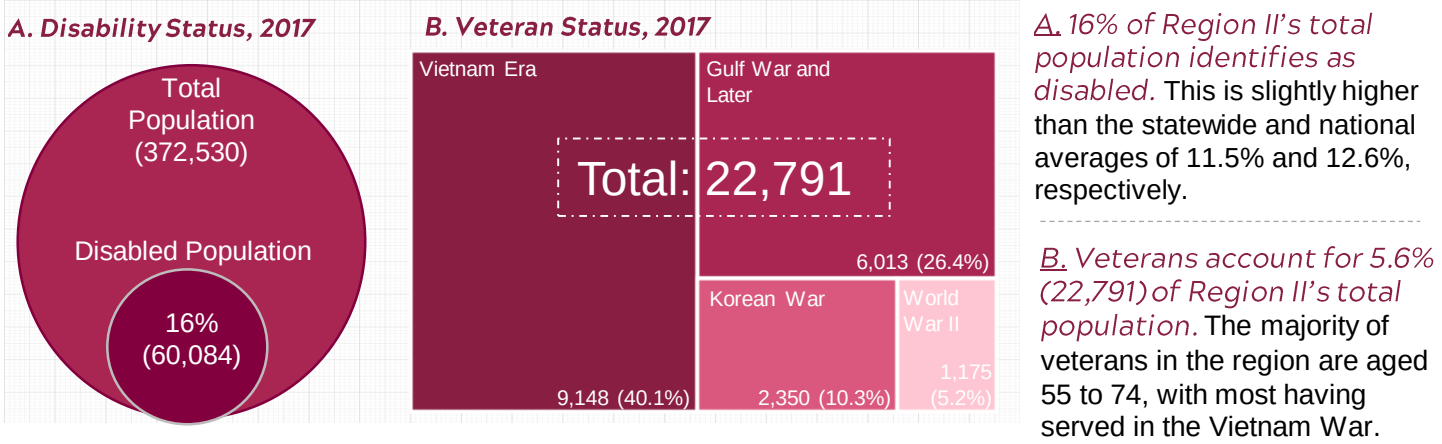
Population



Demographics
Region II became marginally more diverse from 2012 to 2017. Several small minority groups saw growth during this period. For instance, the African American, two or more races, and Hispanic and Latino population grew by 1,941, 1,245, and 1,173 people, respectively.

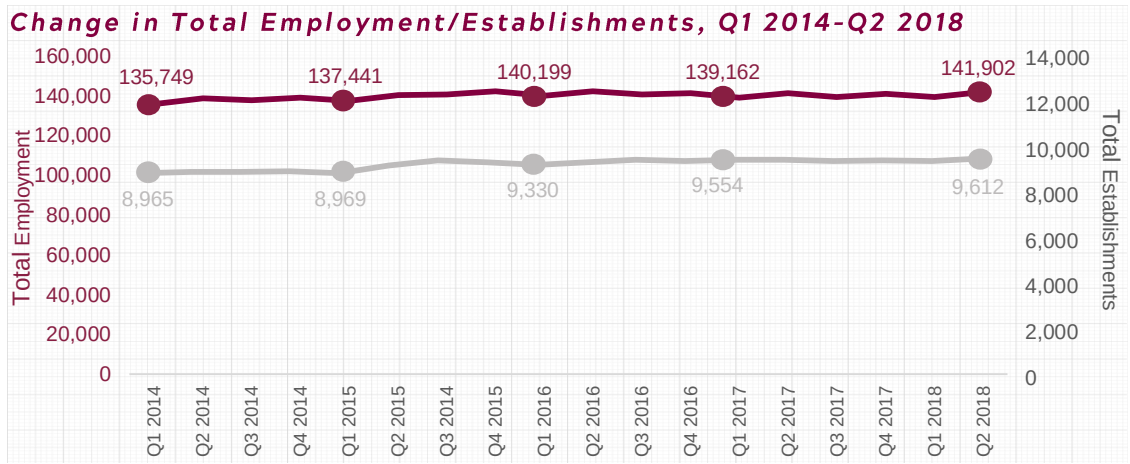


Disability and Veteran Status



Industry Overview

Employment and Establishments



Total Employment grew by 4.5% (6,153) from Q1 2014-Q2 2018. A net gain of 643 establishments accompanied this job growth. 10 of 21 sectors saw employment growth during this period, with administrative support, healthcare, and other services accounting of the bulk of this growth.

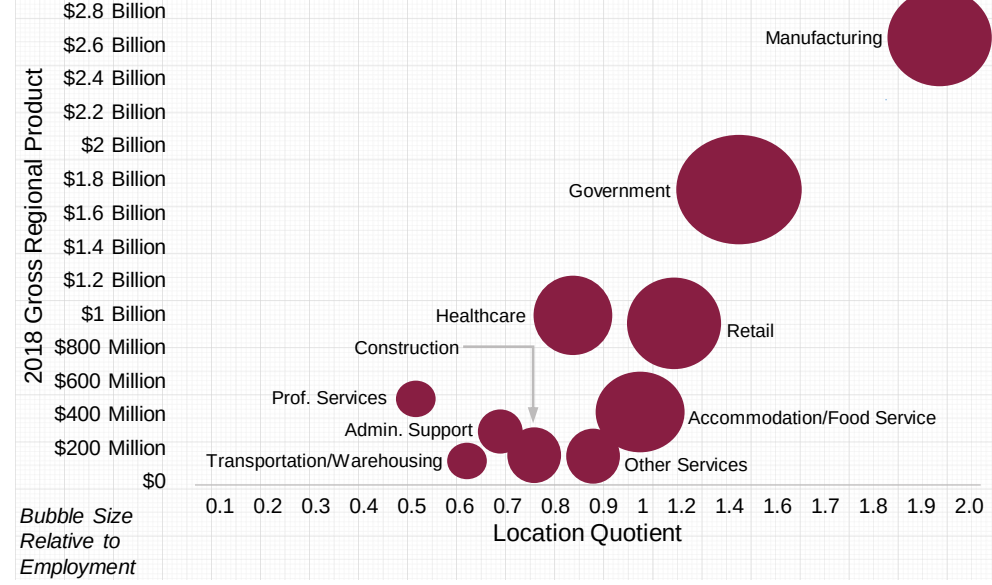
Largest Sectors by Employment
The “government” sector- including all public services, healthcare, and education- is the largest industry in terms of employment. This sector employed 34,847 people in 2018, accounting for 22.4% of the region’s total employment. Growing sectors include: administrative support (20.1%), other services (15%), professional services (9.1%), healthcare (8.9%), accommodation/food services (4.1%), and retail (2.7%). Additionally, Several of the region’s largest sectors experienced slight employment loss including government (-3.5%) and manufacturing (-1.7%).

Employment Change, 2012-2018

Industry	2018 Employment	% Change 2012-2018	% Total Employment
Government	34,847	-3.5%	22.4%
Manufacturing	25,226	-1.7%	16.2%
Retail	19,133	2.7%	12.3%
Healthcare/Social Assistance	16,656	8.9%	10.7%
Accommodation/Food Service	14,235	4.1%	9.1%
Administrative Support	7,633	20.1%	4.9%
Other Services	7,234	15%	4.6%
Construction	5,799	-12.6%	3.7%
Professional Services	5,420	9.1%	3.5%
Transportation and Warehousing	3,507	-7.6%	2.3%

Location Quotient and Gross Regional Product

LQ and GRP, 10 Largest Industries, 2018



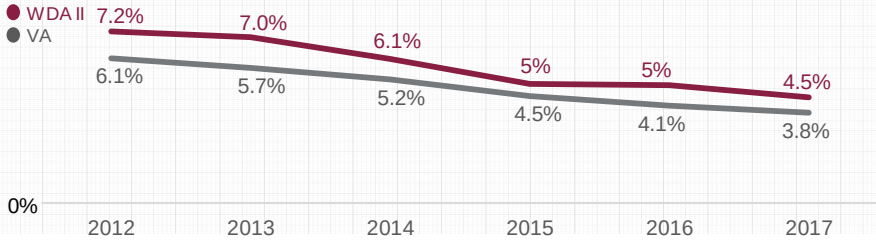
Manufacturing, government, healthcare, and retail are the region’s highest producing sectors. When considering location quotient, regional strengths include manufacturing, government, retail, and accommodation and food services. Regional weaknesses include professional services, administration support, transportation and warehousing, and construction.

****Location quotient indicates the employment concentration of an industry within a region (higher concentrations= higher value). Gross Regional Product is the final value of all goods and services produced in the region.**

Labor Force Overview

Unemployment

Change in Unemployment, 2012-2017

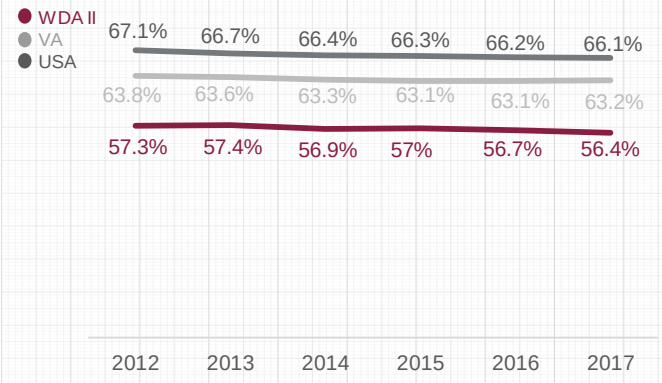


Region II has a 5-year average unemployment rate of 5.7%. Unemployment in Region II has fallen by 2.7% since 2012. Unemployment is varied at the county level. Carroll County had the lowest unemployment rate at 3.8% while the city of Bristol had the highest at 7.7% for 2017.

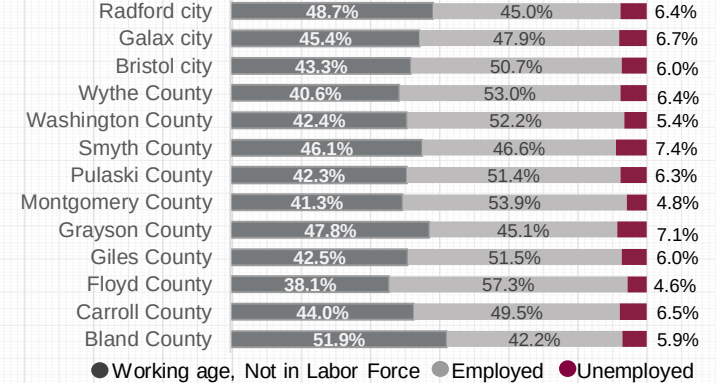
Labor Force Participation Trends (2012- 2017)

Labor force participation in Region II declined by 0.9% between 2012 and 2017. This follows a larger trend of labor force decline as the “baby-boomer” generation continues to exit the labor force. The rate of labor force decline in Region II is lower than that of the state, but marginally higher than that of the nation.

Labor Force Participation, 2012-2017



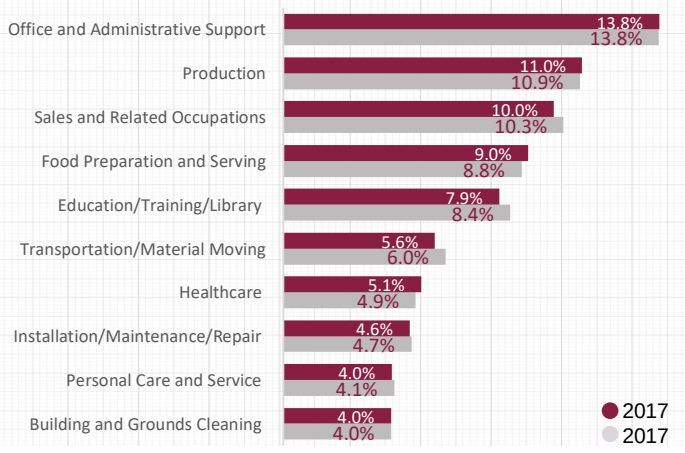
Labor Force Composition by County, 2012-2017



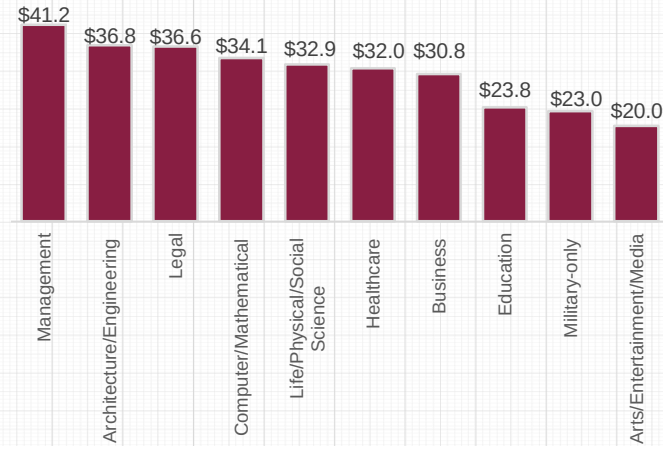
In-demand Occupations

Large and growing occupation groups in Region II are relatively lower paying. Only two occupations (education and healthcare) are found in the top ten largest occupations by employment and the ten highest paying occupations in the region.

10 Largest Occupations by Employment, 2012 and 2017



Top 10 Occupations by Compensation, 2017



Education Trends

Educational Attainment

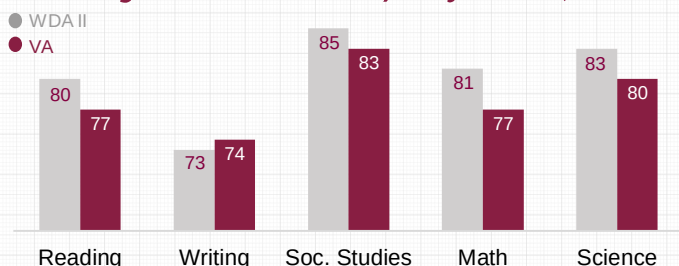
Region II saw a decrease in residents with less than a high school degree and an increase in residents with associate's degrees. The proportion of residents with only a high school degree also decreased during 2012-2018, signifying an increase in regional postsecondary participation. Likewise, Region I saw a slight increase in those with associate's, bachelor's and graduate degrees between 2012 and 2018.

Educational Attainment, 2012 and 2018

Education Level	2012 WDA II %	2018 WDA II %	Change (2012-2018)
Less Than 12 th Grade	16.6%	16.5%	-0.1%
High School Diploma	32.8%	31.7%	-0.1%
Some College	19%	19%	0%
Associate's Degree	8.3%	8.6%	0.3%
Bachelor's Degree	13.7%	14.4%	0.7%
Graduate Degree(s)	9.6%	9.8%	0.2%

K-12 Completions & Performance

A. Average SOL Pass Rate % by Subject Area, 2018



A. Students in Region II performed better in four of five standardized testing subjects than students in other parts of the state. Students in Region II performed up to 4 percentage points higher than statewide averages in Reading, Social Studies, Math and Science. The region's strongest subjects are Social Studies, Science, and Math, which is promising for the STEM focus of the changing national workforce.

B. Completion & Attendance Trends, 2018

Education Level	WDA II	VA
Dropout Rate	4.2%	5.4%
% On-Time Grad. Rate	93.6%	91.6%
Truancy Rate	4%	4%

B. Students in Region II are more likely to graduate on time and less likely to dropout. Truancy, or unauthorized/illegitimate absence from school, in Region II is on par with the statewide average.

Post High School Completions

Regional Completions for engineering, IT, and social services increased between 2012 and 2017. These programs train students for nursing, production, cybersecurity, and therapy and counseling occupations, each of which have seen employment growth in Region II. Alternatively, some programs saw fewer completions despite relatively high annual openings, job growth, and competitive pay. For instance, media and communications, education, and healthcare programs all saw reductions in completions between 2012 and 2017 despite median hourly wages at or above \$19/hr. and at least 450 openings each.

Regional Completion Trends, 2012 and 2017*

Field of Study	Median Wage	2017 Completions	% Completion Change (2012-2017)	% Jobs Change (2012-2017)	Annual Openings
Engineering	\$27.92	2,310	26.9%	3%	1,750
Healthcare Professions	\$19.58	1,380	-2%	9%	3,070
Media and Comm.	\$22.63	375	-8.1%	5%	630
Social Services	\$24.96	732	3.7%	5%	564
Education	\$21.41	710	-0.7%	3%	740
Computer/IT	\$23.43	480	7.7%	6%	485

*For this report, programs leading to employment in positions with high annual openings and wages at or above \$15/hr. were selected.

Regional Socioeconomic Profile

\$42.9K

Median Household Income
(2017)

Regional median household income is **\$14.7K below** the national median household income of \$57.6K.

97.7

Cost of Living Index (2017)

In 2017, Region II cost of living index was 4.6 points lower than that of Virginia (102.3).

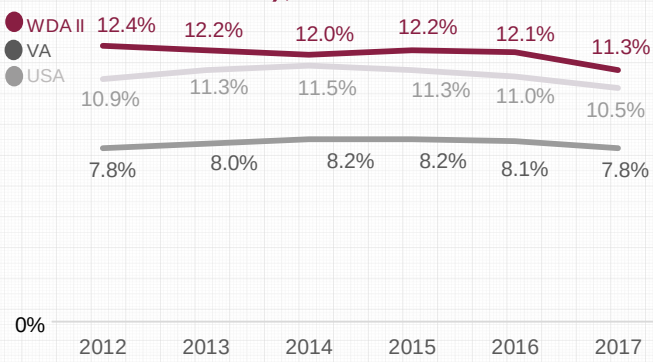
141,902

Jobs (2017)

Jobs **increased by 6,153** over the last 5 years.

Poverty

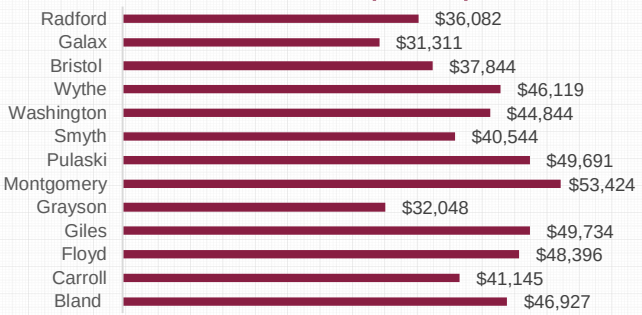
A. % Families in Poverty, 2012-2017



A. On average, 12% of families in Region II lived in poverty between 2012 and 2017. This is higher than Virginia's total poverty rate of (8.02%) and that of the nation's (11.08%).

B. Montgomery County had the highest median household income and Bland County had the lowest rate of families living under the poverty level (5.1%) in 2017. Galax city had the lowest median household income and highest concentration of families living in poverty (17.7%) for 2017.

B. Median Household Income by County, 2017



Socioeconomic Challenges (2010-2018)

Socioeconomic Challenges		Region II	VA	USA
	Uninsured Adults: Percentage of people under age 65 without insurance. 2015	10%	10%	12%
	Income inequality: Ratio of household income at the 80th percentile to income at the 20th percentile (the higher the number, the greater the income inequality). 2012-2016	4.90	4.80	4.50
	Single parent households: Percentage of children that live in single-parent households. 2012-2017	30%	30%	33%
	Households with severe problems: Number of households with at least 1 of 4 housing problems: overcrowding, high housing costs, lack of kitchen or plumbing facilities. 2010-2014	31%	15%	14%
	Children in poverty: Percentage of children (under age 18) living in poverty. 2016	20%	14%	22%
	Teen birth rate: Births per 1,000 females ages 15-19. 2010-2014	34%	21%	34%
	Disconnected youth: Teenagers and young adults between the ages of 16 and 24 who are neither working nor in school. 2010-2014	16%	12%	19%
	Food insecurity: Lack of consistent access to enough food for an active, healthy life. 2015	12.5%	11%	14%
	Students receiving free/reduced meals: For free meals, a household's income must be below 130% of the Federal poverty threshold and for reduced-price meals, it must be below 185% as defined by the U.S. Office of Management and Budget. 2018	53%	44%	55%

Personal Health and Access

Personal Health

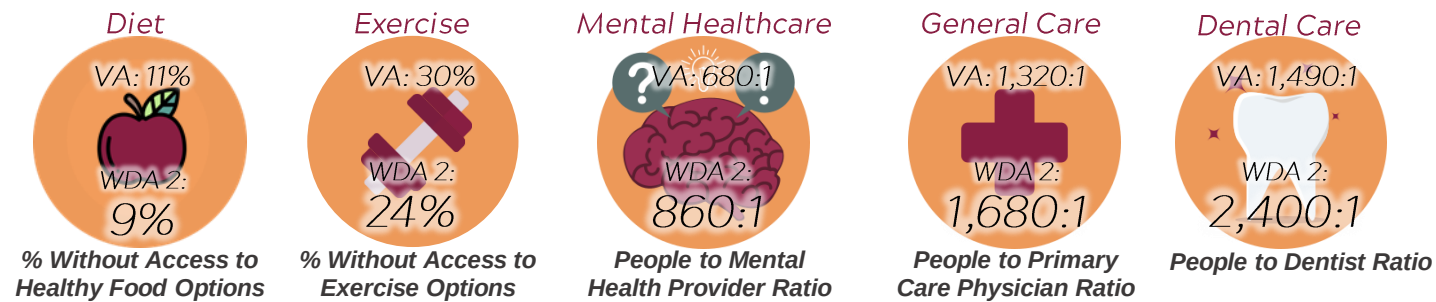
Poor health is more common in Region II compared to the state, but is on par with the nation. For instance, workers missed up to 10 more days of work than their statewide counterparts in 2016. At the same time, poor health and physical inactivity were marginally (1 percentage point) more common in Region II compared to the state, but were on par or lower than national averages. Similarly, 26% of people in Region II reported physical inactivity in 2016, 4 percentage points higher than state averages but 1 percentage point lower than national averages. Frequent distress was slightly more common in Region II (1 percentage point) but, again, on par with the national average.

Quality of Life Related Measures, 2016

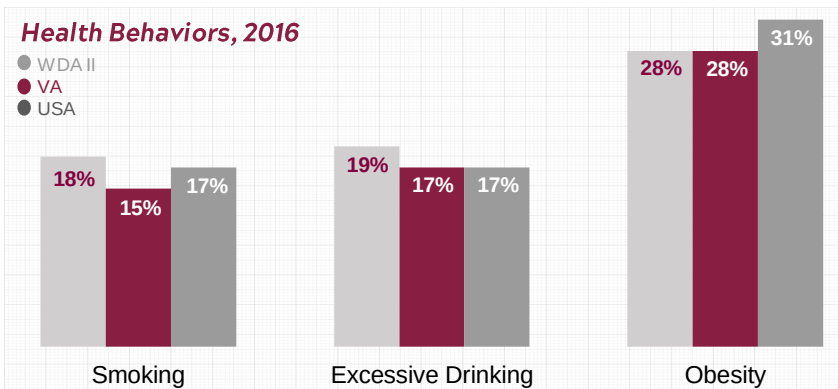
	WDA II	VA	USA
Annual Poor Health Days	93	83	93
Reported Having Poor Overall Health	17%	16%	17%
Reported Being Physically Inactive	26%	22%	27%
Reported Frequent Distress	12%	11%	12%

Access to Health Opportunities

Those living in Region II have better access to healthy food and physical exercise amenities compared to other regions of the state. Region II residents, however, have slightly less access to general, mental, and dental healthcare. For instance, a general practitioner in Region II might serve 360 more patients compared to medical professionals elsewhere in the state. The same is true for mental health professionals and dentists in Region II, who serve up to 180 and 910 more patients, respectively.



Risk Factors, 2016



Obesity in Region II is on par with the statewide average and lower than the national average. Excessive drinking and smoking, however, are marginally more common in Region II than the state or nation. It is important to note that these health and behavioral issues are only 1 to 2 percentage points more common in Region II compared to the nation and up to 4 percentage points more common compared to the state.



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