

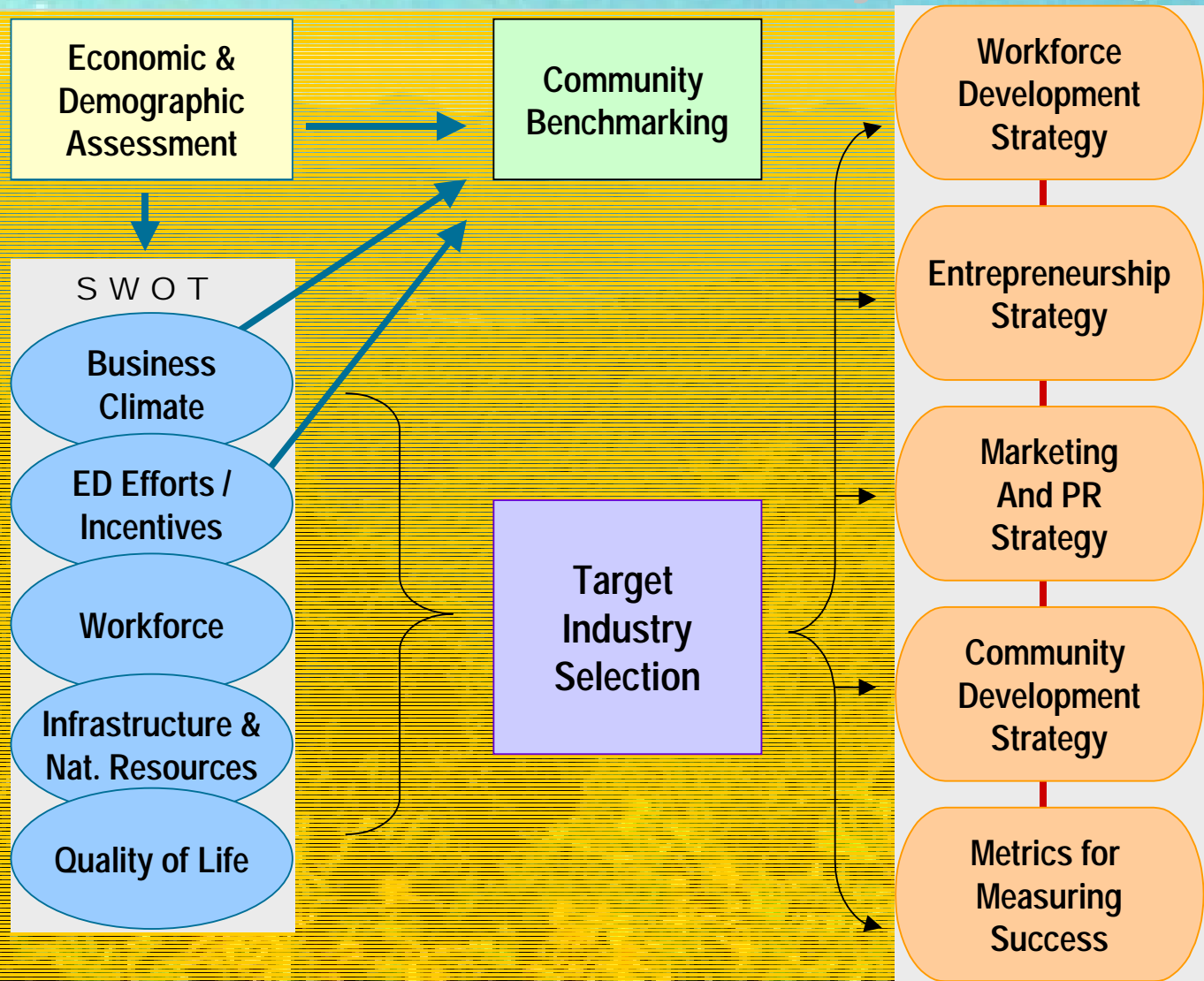


# Rockingham County Economic and Demographic Assessment

Prepared for:  
Northwest North Carolina CEDS  
by:  
AngelouEconomics

*April 2003*

# NWNC CEDS Project Overview



**Research/Input**

**Benchmarking**

**Recommendations**

# Outline

- Survey Results
- Economic and Demographic Overview
- Target Industry Exercise
- Next Steps

# Survey Response Summary

## ❖ 986 Total Respondents

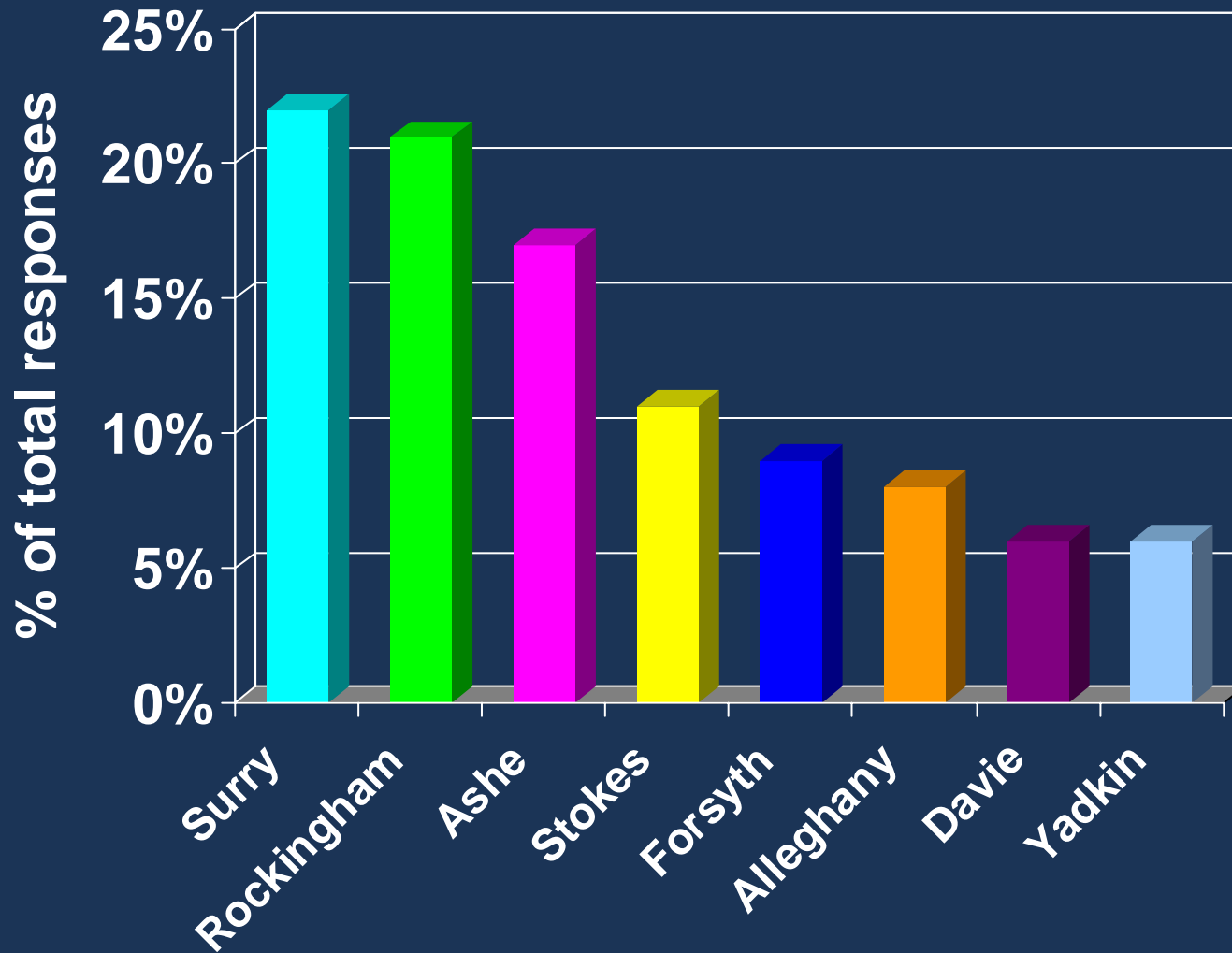
273 Companies

713 Residents

## ❖ Company Respondent Summary:

29.6%	Services
19.1%	Government
12%	Construction
11.6%	Other
10.1%	Retail
15.4%	Manufacturing
2.2%	Agriculture

# Survey Response by County



# Rockingham County Survey Response

**Total Respondents- 202**  
Residents- 141  
Companies- 61

# Resident's Thoughts

- “Please know that one industry that IS WORKING WELL in the region is tourism.”
- “We all need to work together as a TEAM and get more people involved throughout the county.”
- “I think Northwest North Carolina is a wonderful place to live, work, and raise a family. We need to realize our own strengths, and find ways to create some excitement for growth. I think that we need to realize that even though we have lost a tremendous number of jobs because of industry leaving our area, we can replace many of those jobs...one, two, three, or ten at a time.... by encouraging independent businesses and helping them to get started and stay in business.”

# Resident's Thoughts

- “Northwest NC, in my opinion, is one of the most beautiful places in the country.”
- “Northwest North Carolina is diversified and offers many amenities to all of its citizens.”
- “Overall Northwest NC is an excellent place to live, even for young people. Not everyone wants to live in a bustling metropolis - our area is a great alternative and would be even better if there were more job opportunities.”
- “We have potential to be unique in our development and growth.”

# Rockingham Corporate Findings

## Top Areas of Importance

- K-12 Education
- Strong economic growth
- Effective government leadership
- Low crime
- Good healthcare

## Top Areas to Improve

- Strong economic growth
- Arts / culture
- Entertainment / recreation
- R & D Resources
- General Economy

# Rockingham Individual Findings

## Top Areas of Importance

- K-12 Education
- Low Crime
- Good healthcare
- Effective government leadership
- Family environment

## Top Areas to Improve

- Strong business growth
- High paying jobs
- Career advancement opportunities
- Job availability
- University

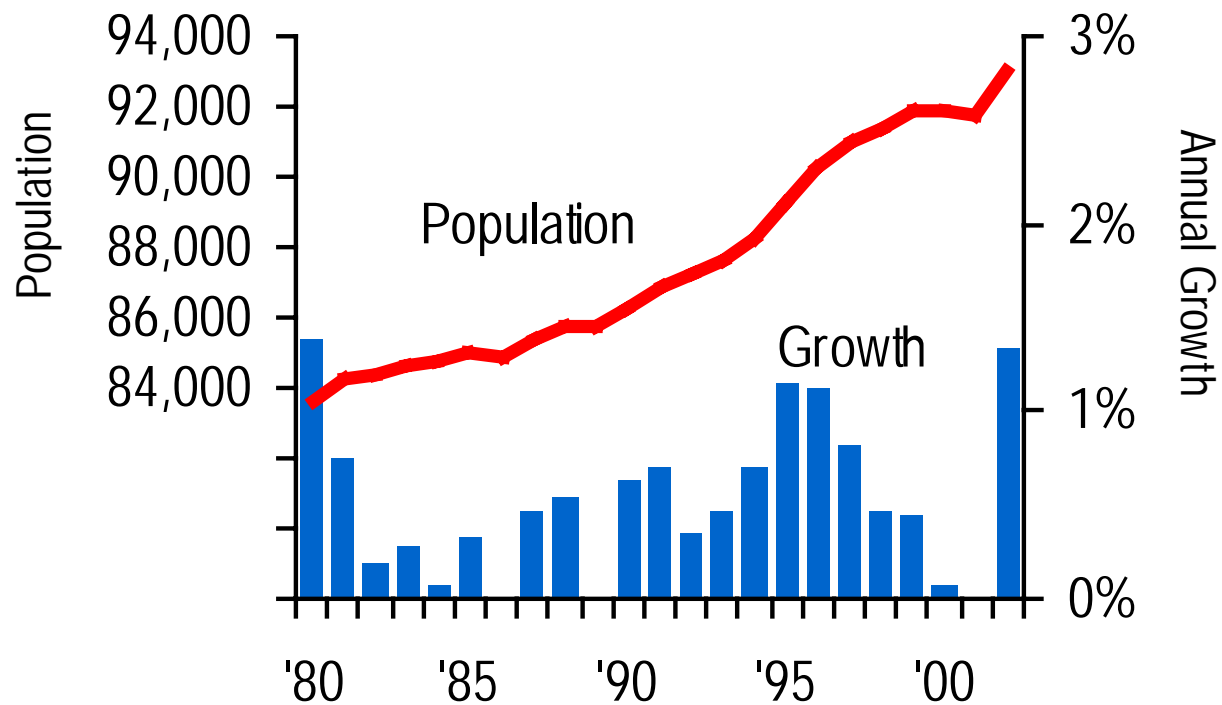
# Charts and Data

## Rockingham County at a Glance

Population, 2002	93,000
Net New Population, 90-00	5,864
% Change, 90-00	6.8%
% of Adults with a Bachelor's Degree or higher	10.8%
% of Private Sector Workforce in Manufacturing	41.9%
Median Household Income	\$33,700
Median Home Value	\$81,400
Private Sector Jobs	27,700
Total Private Sector Payroll	\$702.5 million
Avg. Private Sector Salary	\$25,300
Avg. Manufacturing Salary	\$30,400
Avg. Professional Industry Salary	

# Charts and Data

## Population Growth, 1980-2002



Source: US Census Bureau

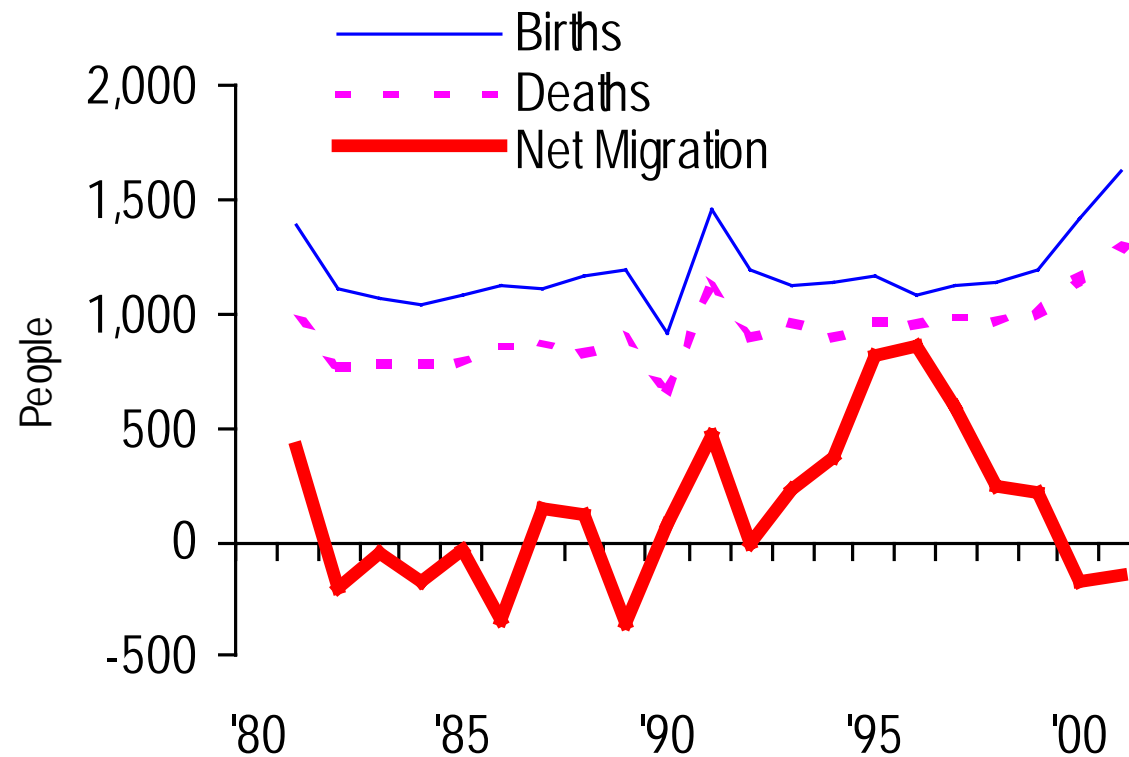
# Charts and Data

## Population Breakdown

	Population, 2000	% Growth 1990-2000
Rockingham	91,928	6.81%
Eden	15,908	4.40%
Stoneville	1,002	-9.65%
Mayodan	2,417	-1.59%
Madison	2,262	-5.20%
Wentworth	2,779	n/a
Reidsville	14,485	18.90%

# Charts and Data

## Components of Population Change

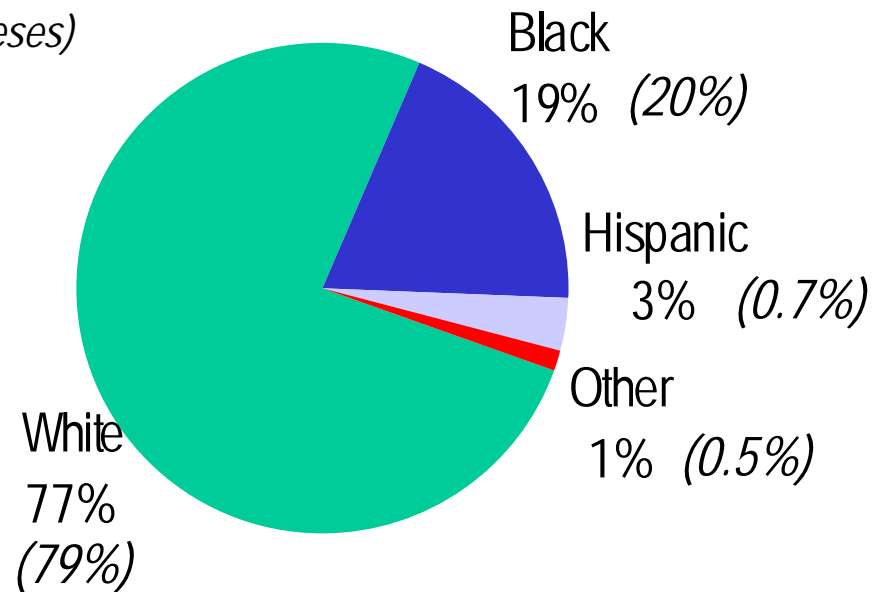


Source: U.S. Census Bureau

# Charts and Data

## Racial Composition, 2000

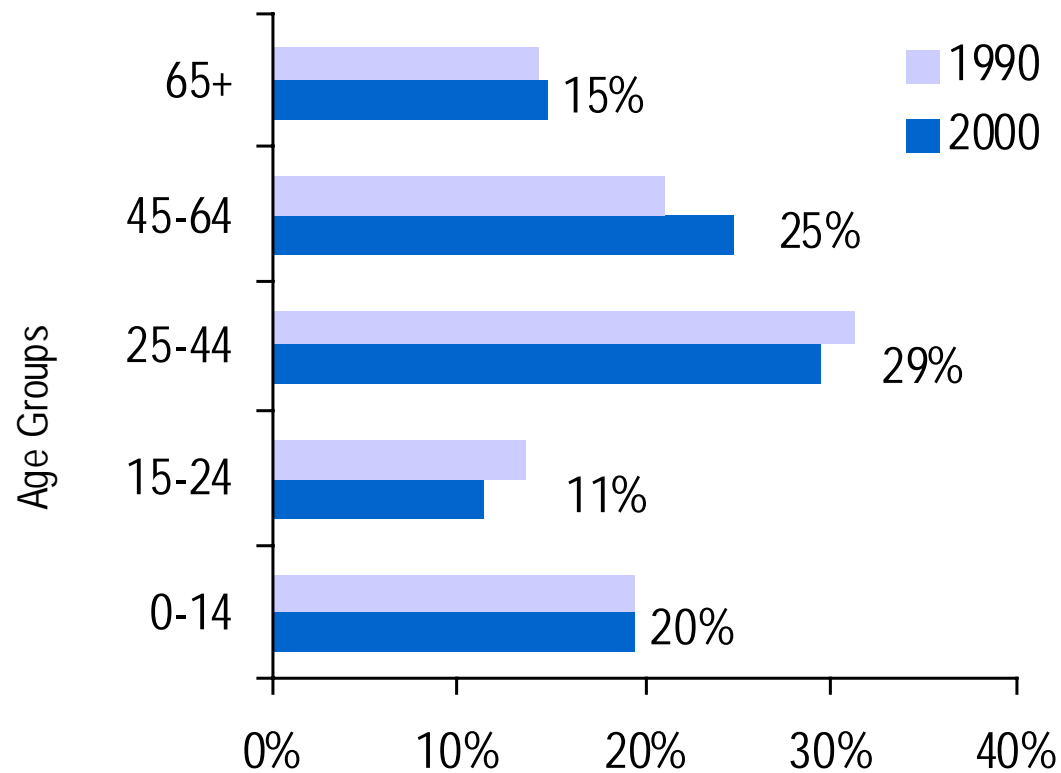
*(1990 values in parentheses)*



Source: U.S. Census Bureau

# Charts and Data

## Age Distribution, 1990 vs. 2000

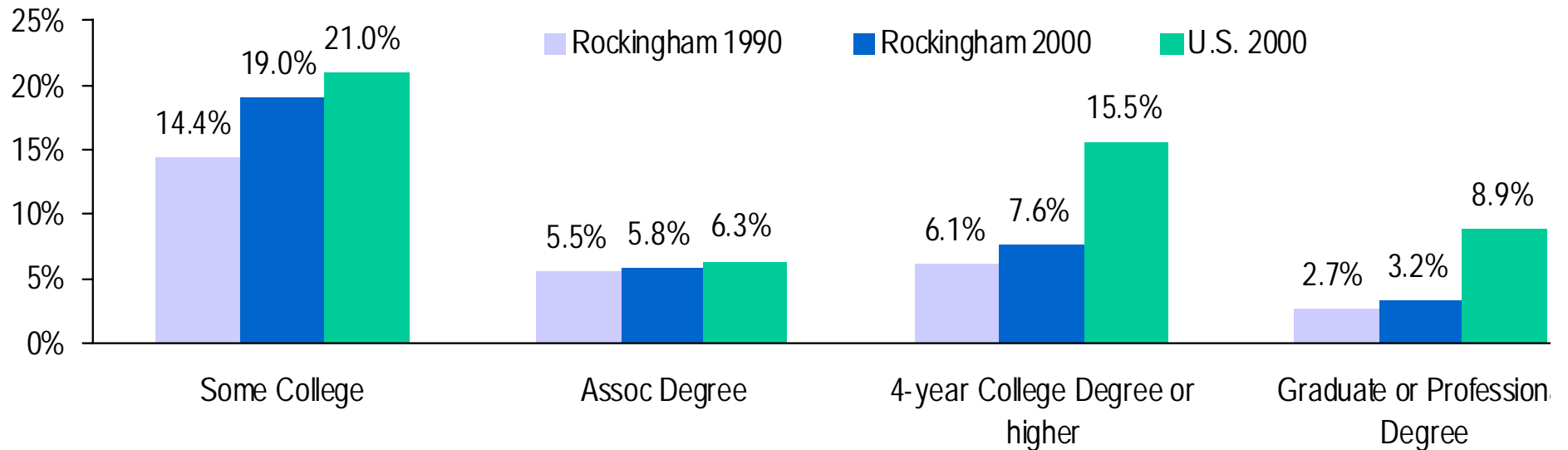


Source: U.S. Census Bureau

# Charts and Data

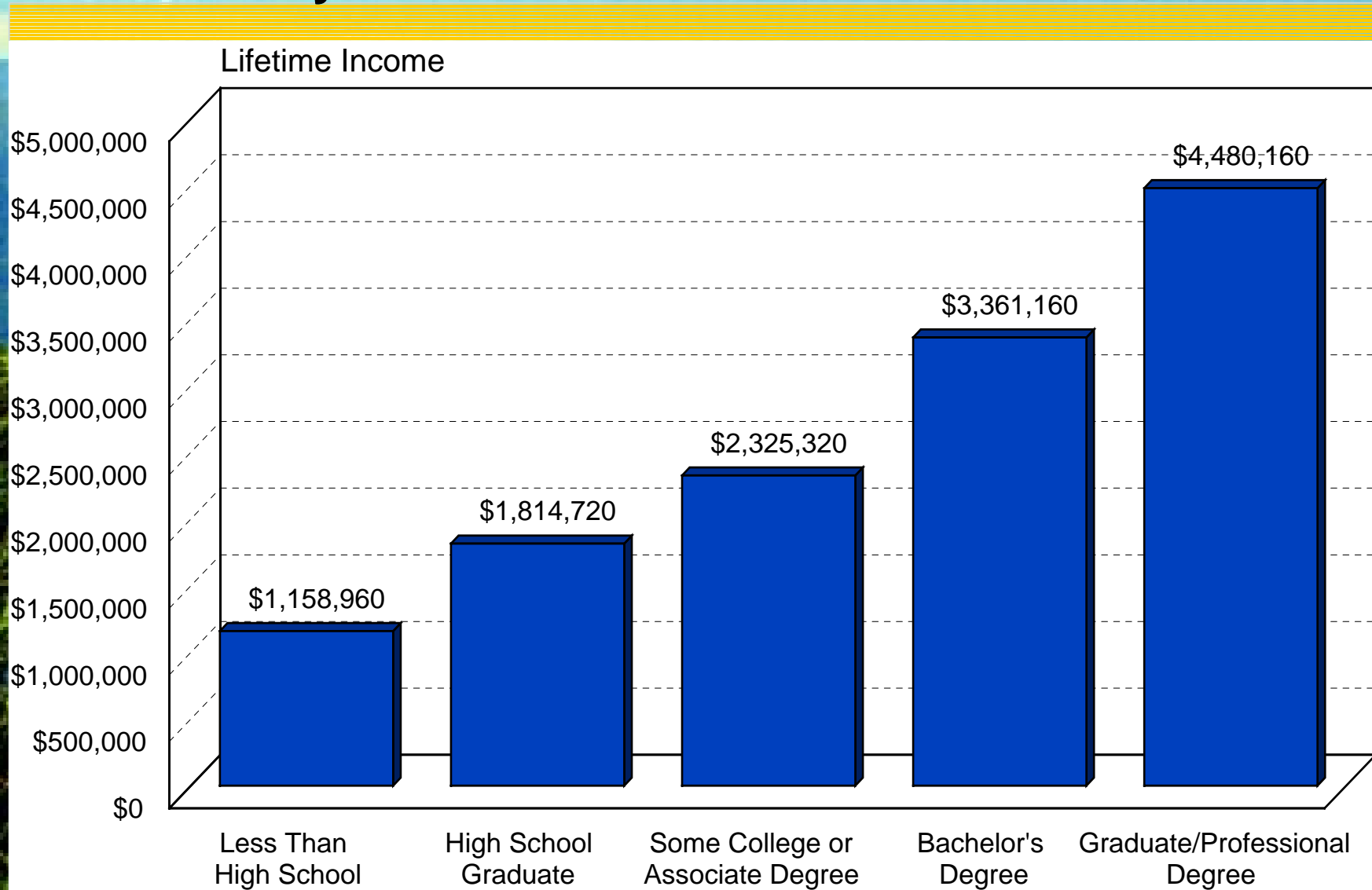
## Educational Attainment Comparison, 1990 vs. 2000

Adults 25 years or older



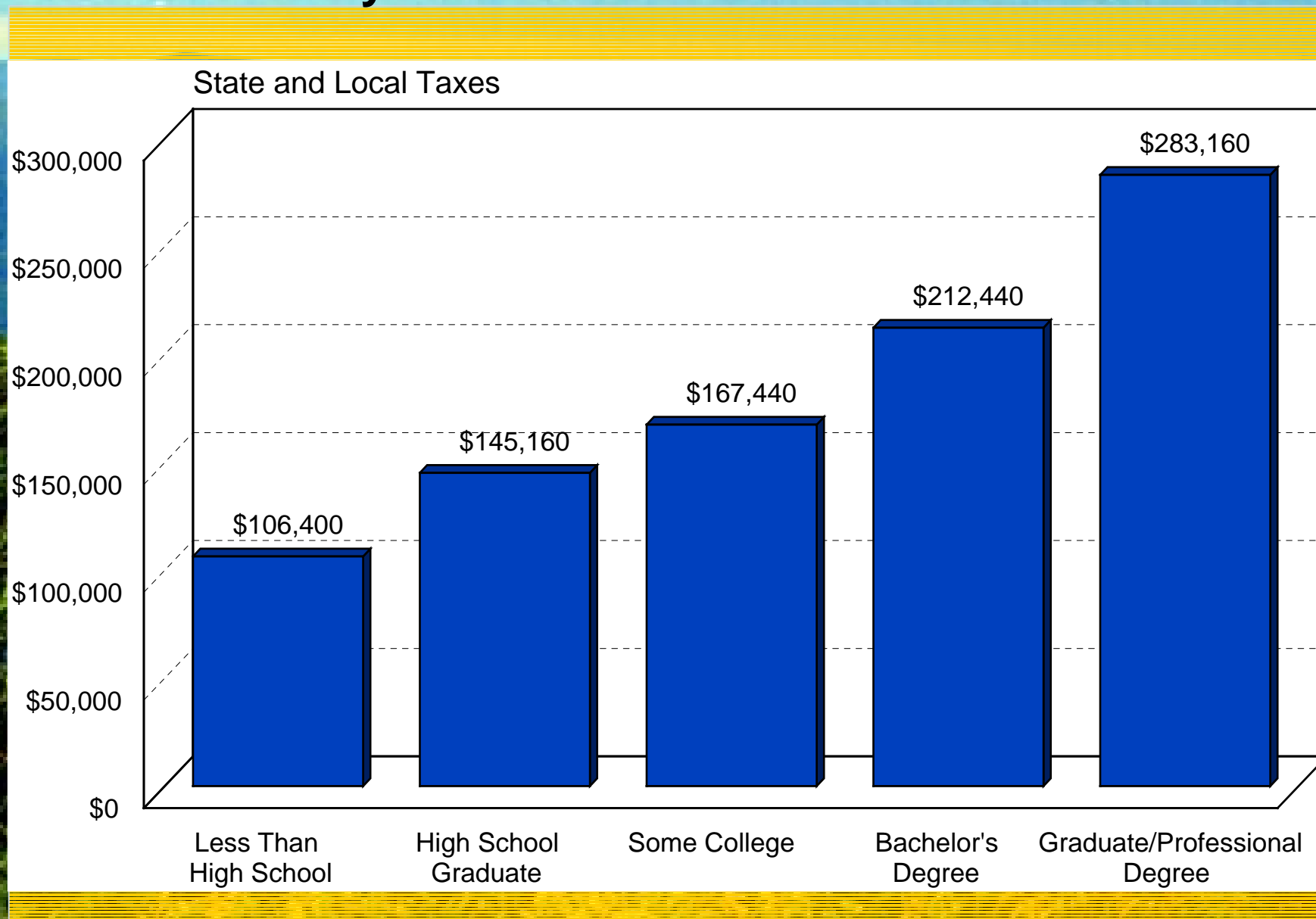
Source: U.S. Census Bureau; AngelouEconomics

# Lifetime Household Income in the United States by Educational Attainment\* in 2000



\*From March 2001 Current Population Survey

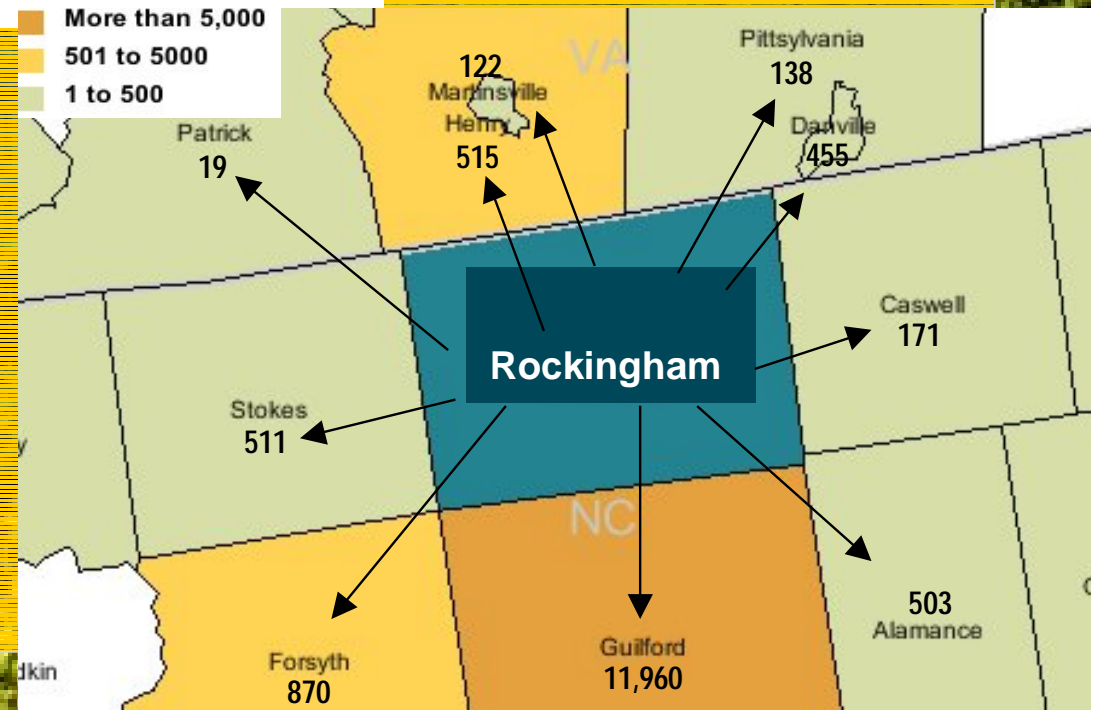
# Working Lifetime (40 Years) Total State and Local Taxes for Households by Educational Attainment of Householder



# Charts and Data

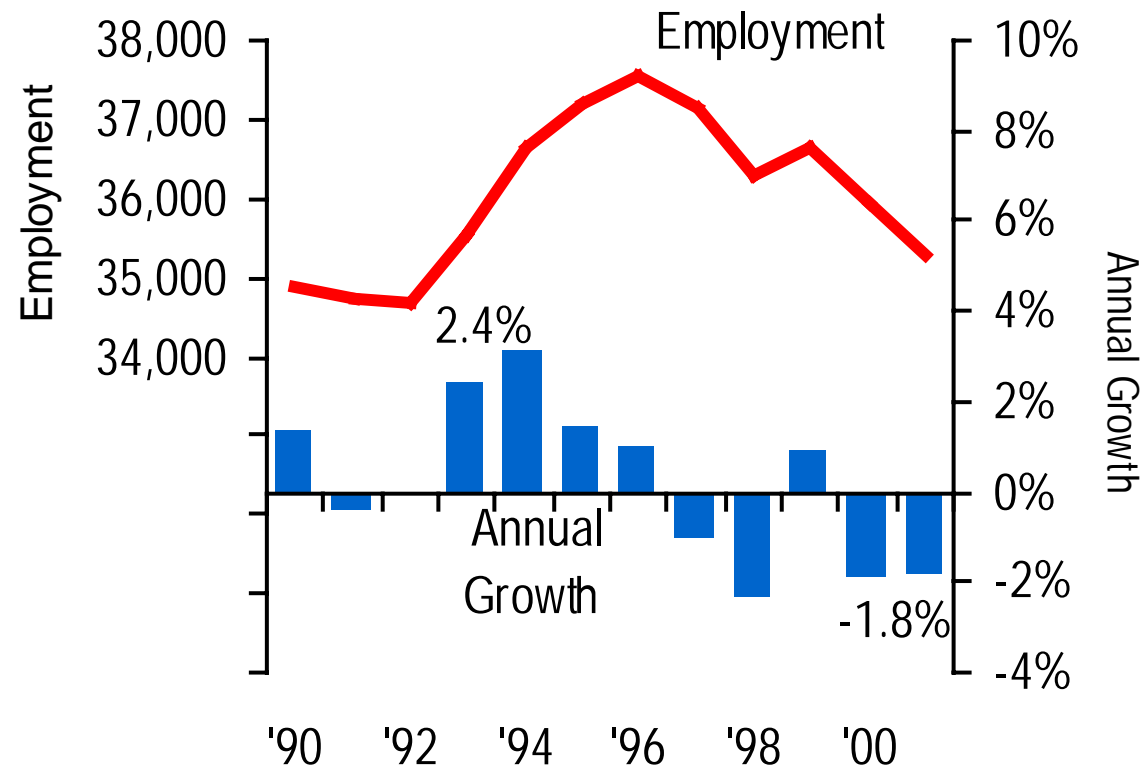
## Commuting Patterns, 1990 vs. 2000

People	1990	2000
<b>Working in Rockingham</b>	<b>36,080</b>	<b>33,935</b>
Live & work in Rockingham	29,751	25,523
Live elsewhere & work in Rockingham	6,329	8,412
% workforce commuting in	18%	25%
<b>Live in Rockingham &amp; work elsewhere</b>	<b>12,089</b>	<b>16,115</b>
% resident workers commuting out	29%	39%



# Charts and Data

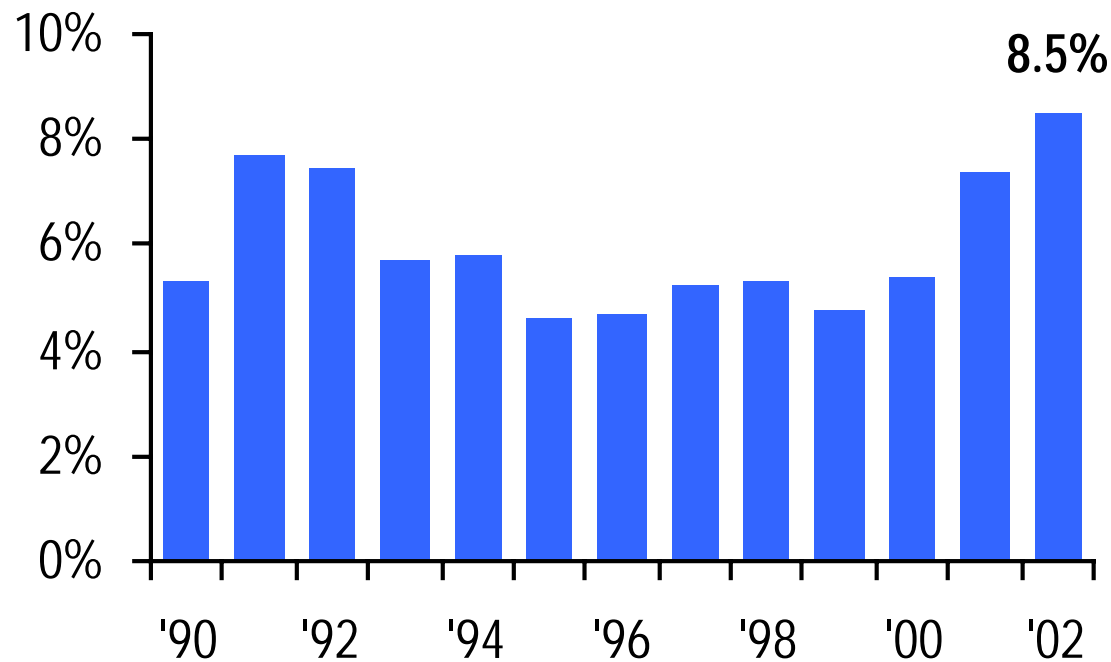
## Wage & Salary Employment, 1990 - 2001



Source: Employment Security Commission of NC

# Charts and Data

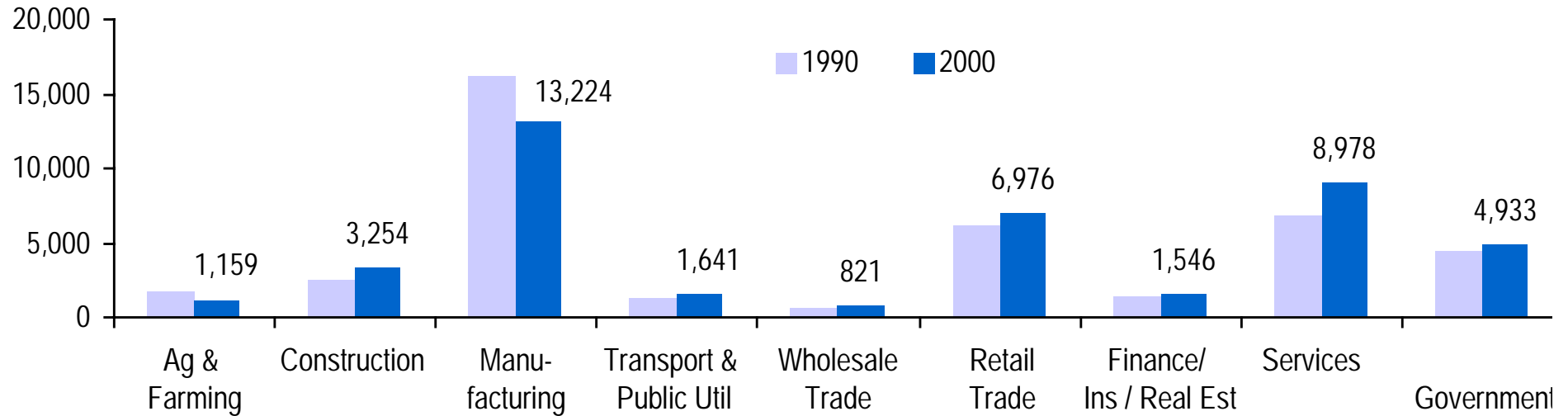
## Unemployment Rate, 1990-2002



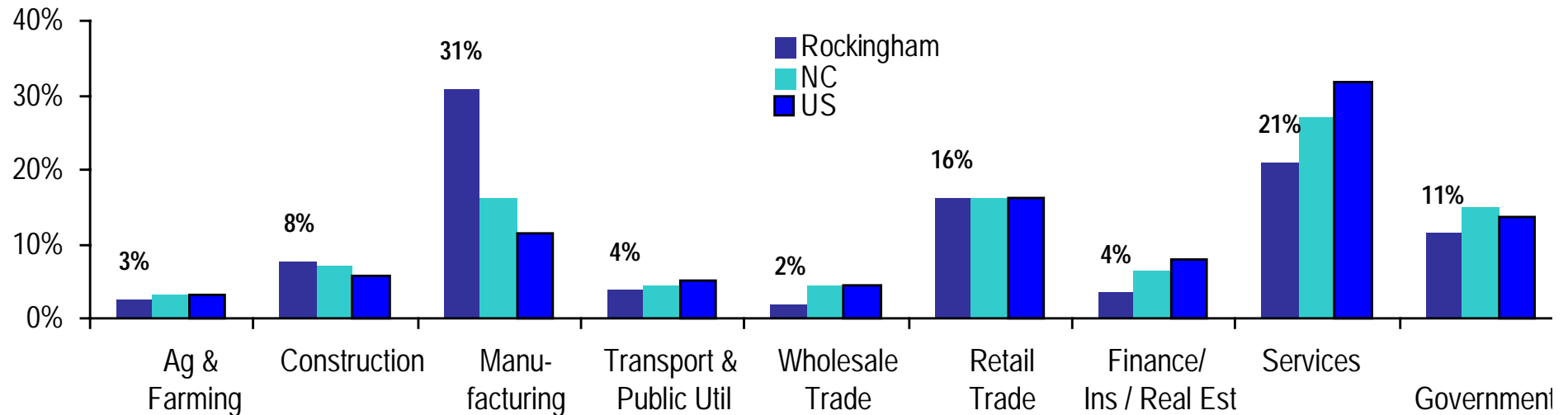
Source: Employment Security Commission of NC

# Charts and Data

## Employment by Industry

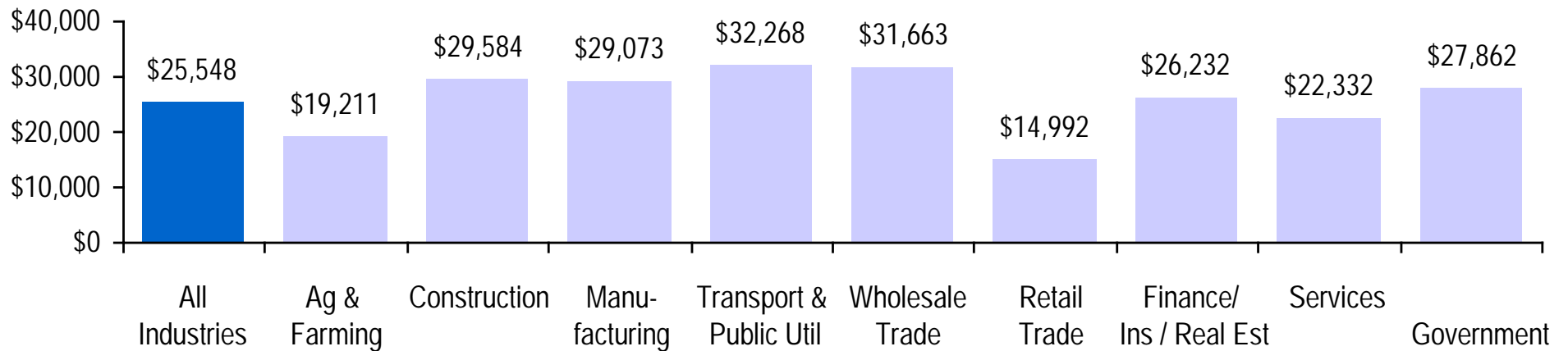


## Industry Share of Employment, 2000



# Charts and Data

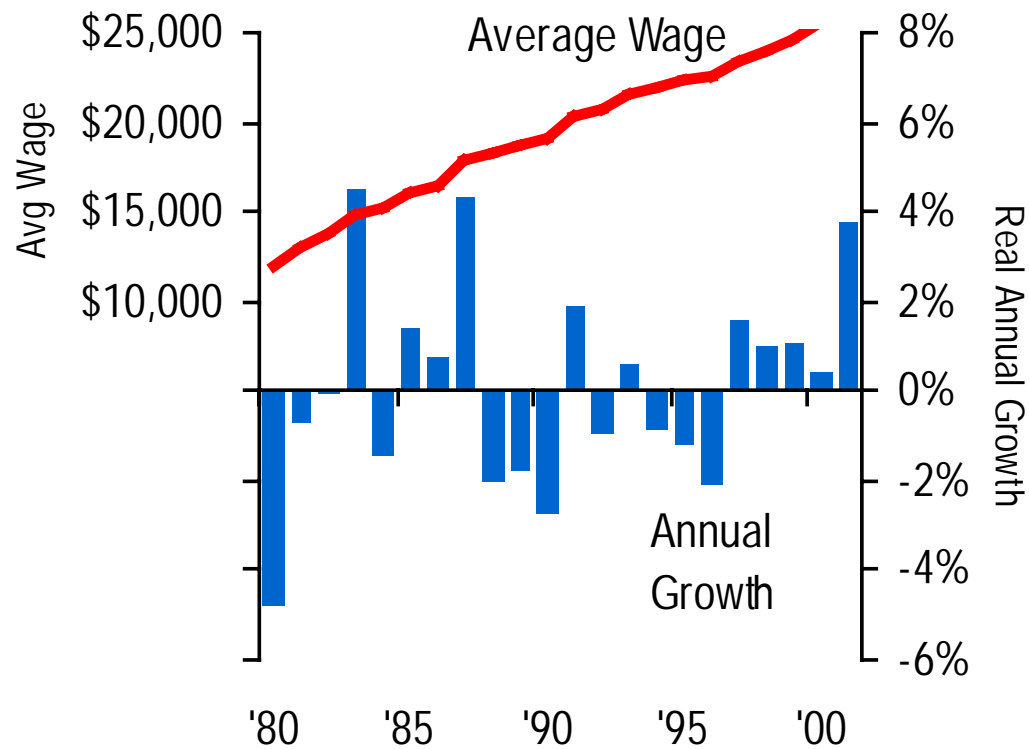
Average Wage By Industry, 2000



Source: Employment Security Commission of North Carolina

# Charts and Data

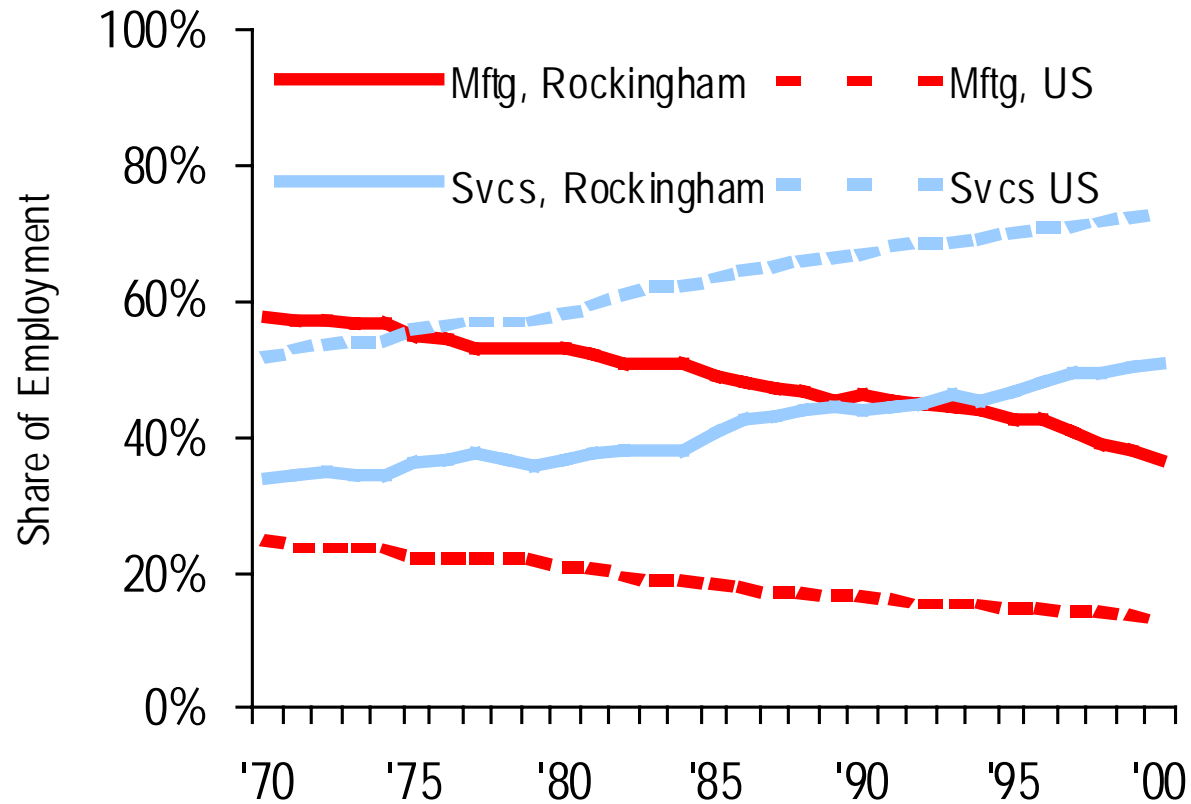
## Average Wage, 1980 - 2001



Source: Bureau of Economic Analysis; AngelouEconomics

# Charts and Data

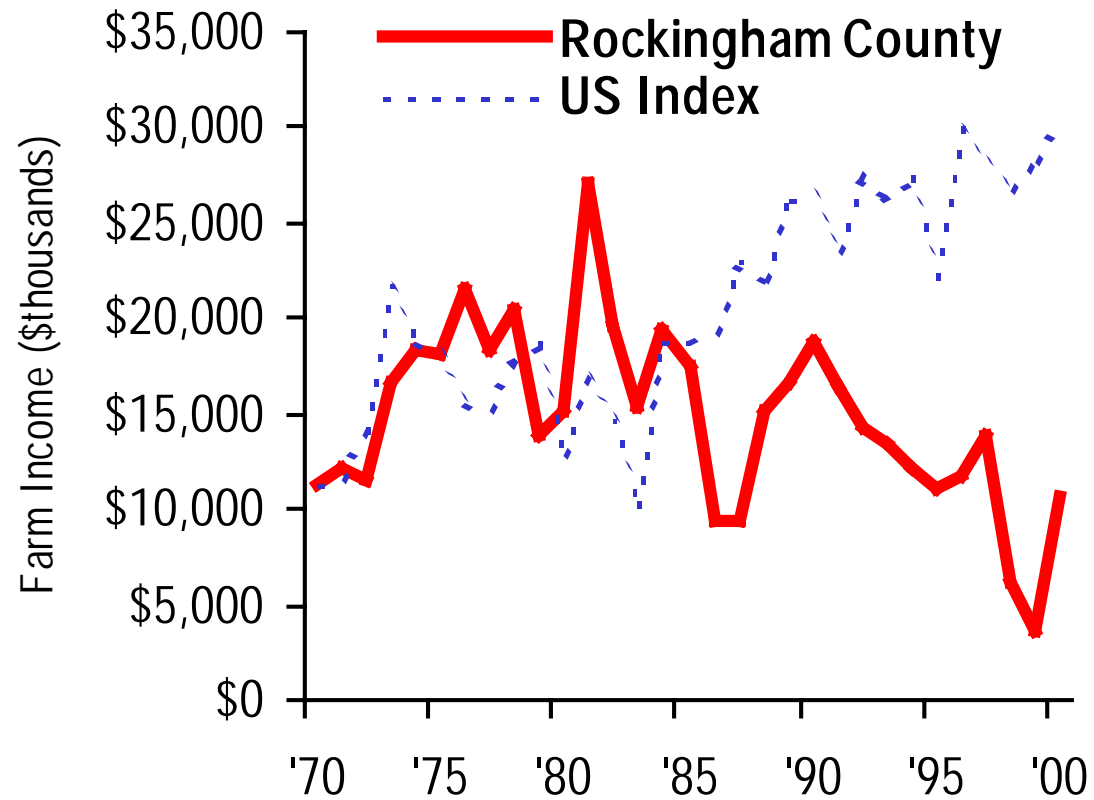
## Industry Shift, 1970 - 1999



Source: U.S. Bureau of Labor Statistics; AngelouEconomics

# Charts and Data

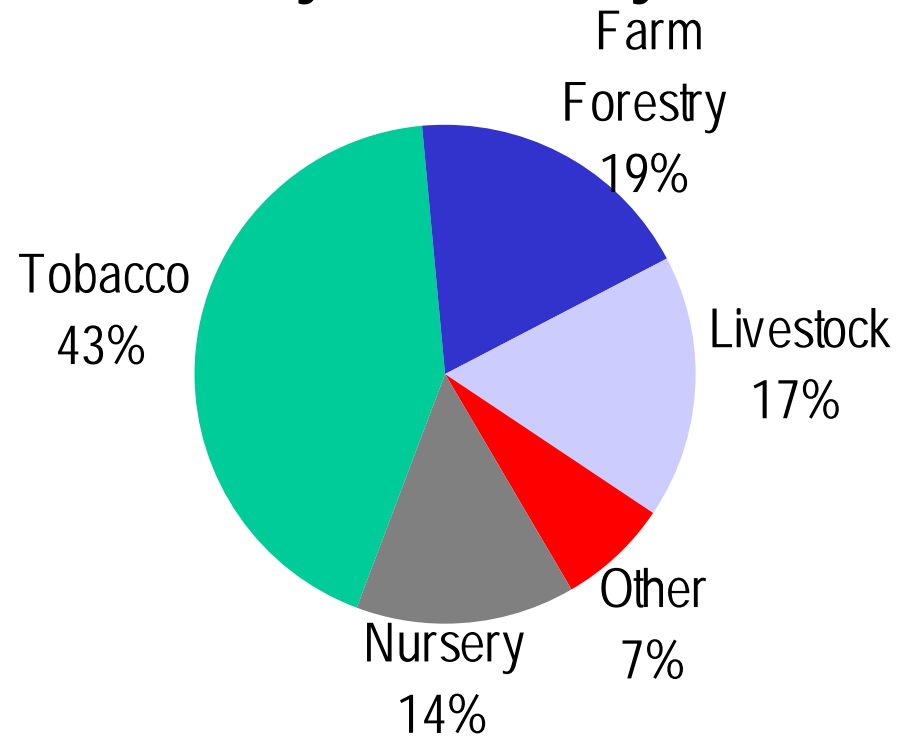
## Farm Incomes, 1970 - 2000



Source: U.S. Bureau of Economic Analysis; AngelouEconomics

# Charts and Data

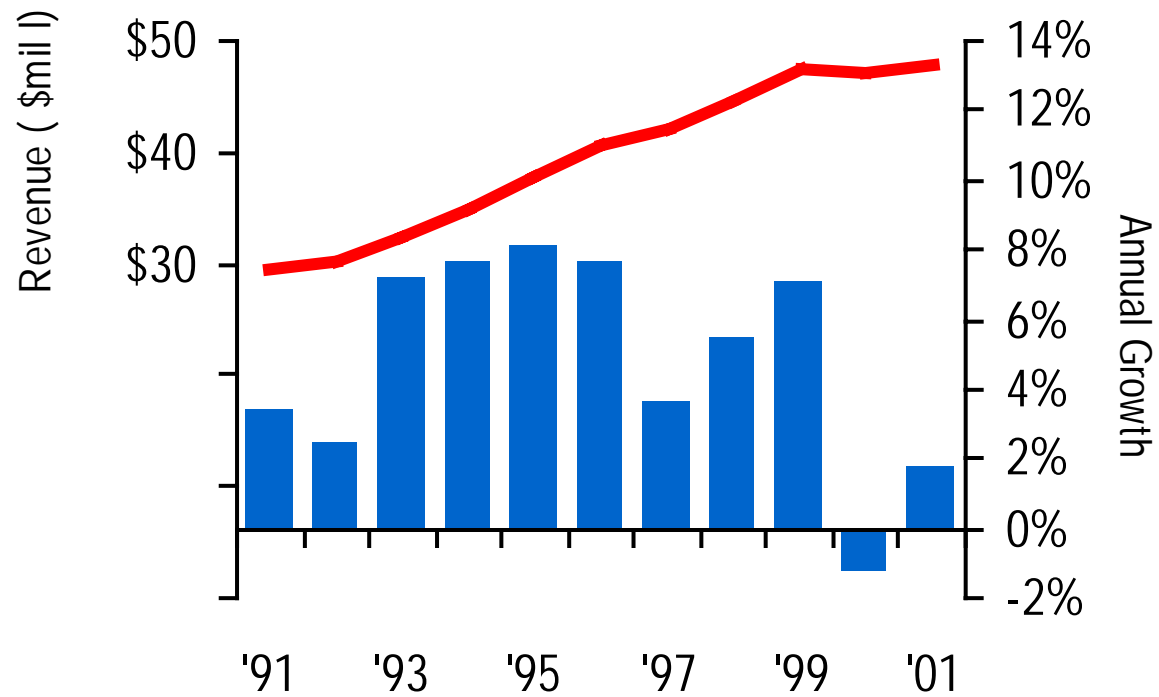
## Farm Income by Commodity, 2000



Source: NC Cooperative Extension

# Charts and Data

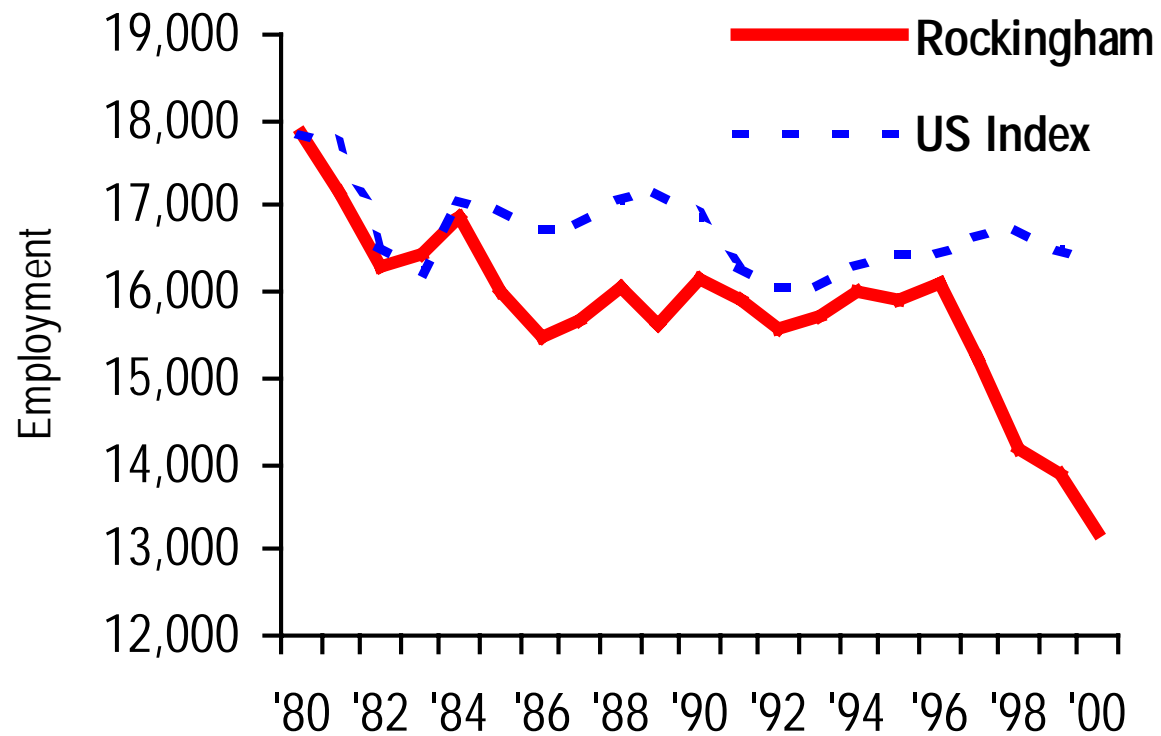
## Revenue from Tourism, 1991 - 2001



Source: NC Dept of Commerce

# Charts and Data

## Manufacturing Employment, 1990-2000



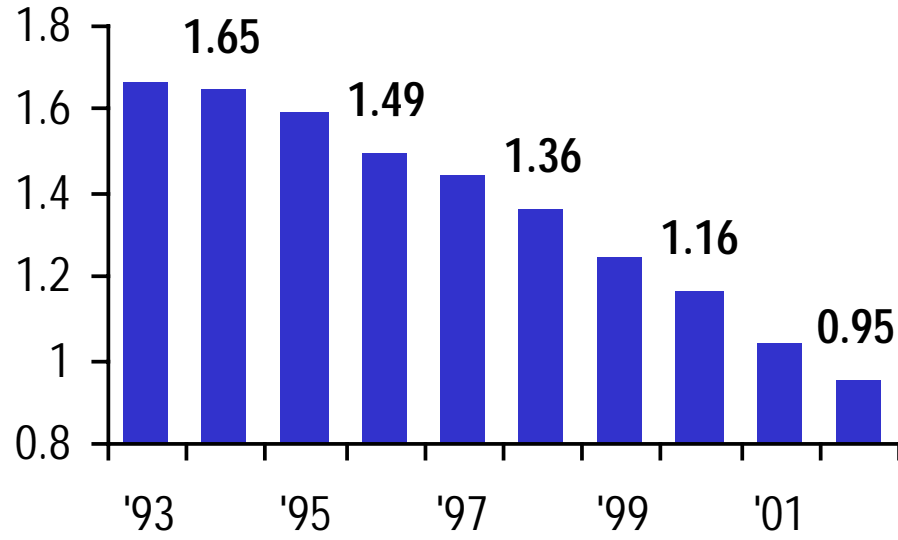
Source: US Bureau of Labor Statistics

# Charts and Data

## Textile Employment - US

SIC Codes 22 & 23

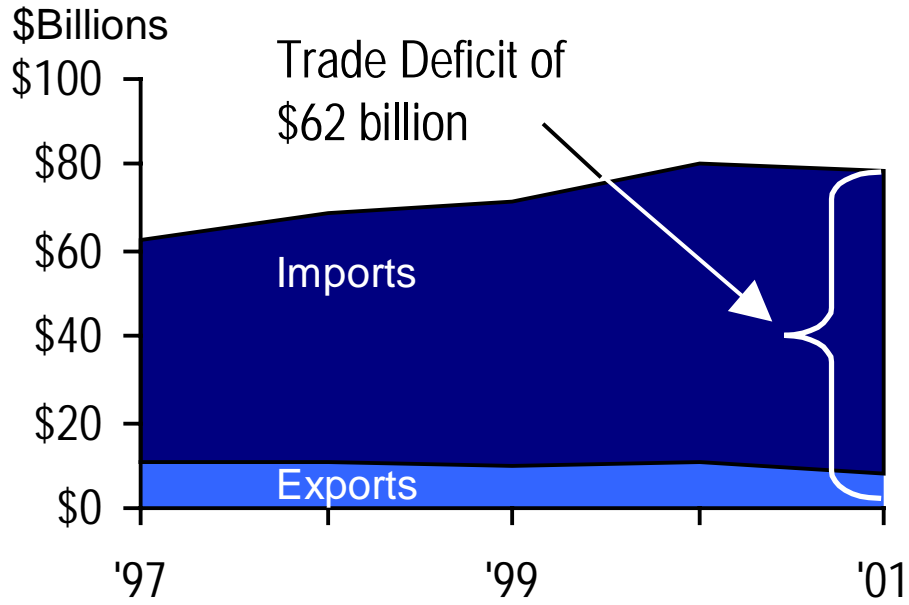
Millions of Workers



Source: Bureau of Labor Statistics

## Textile Trade - US

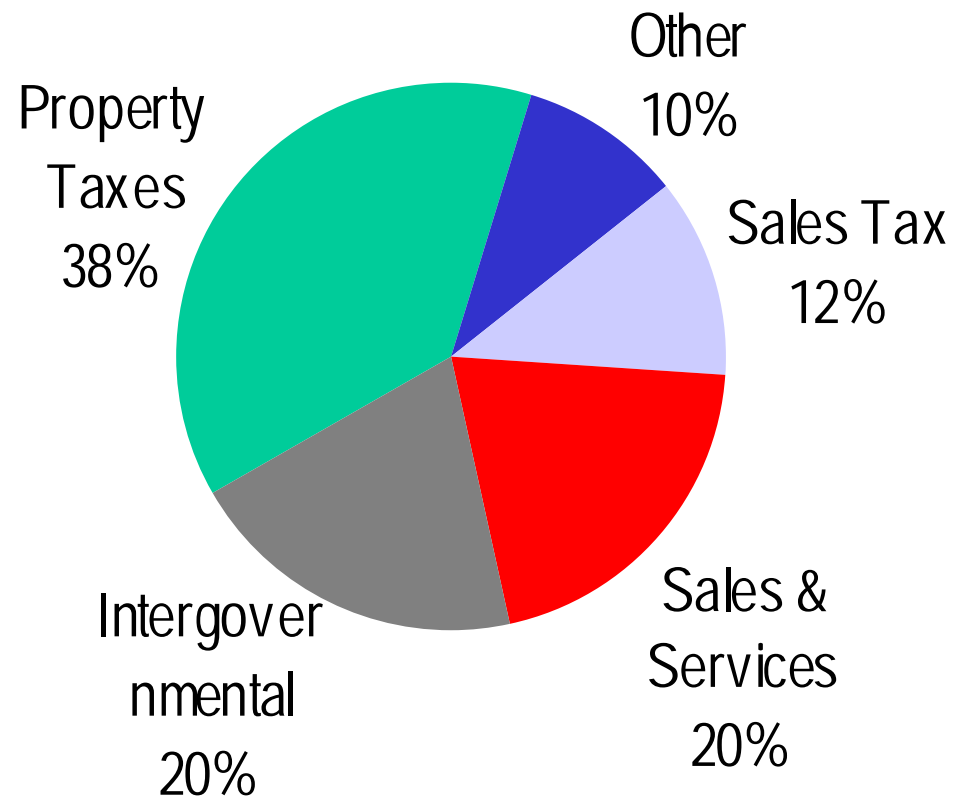
NAICS Codes 314 & 315



Source: International Trade Administration

# Charts and Data

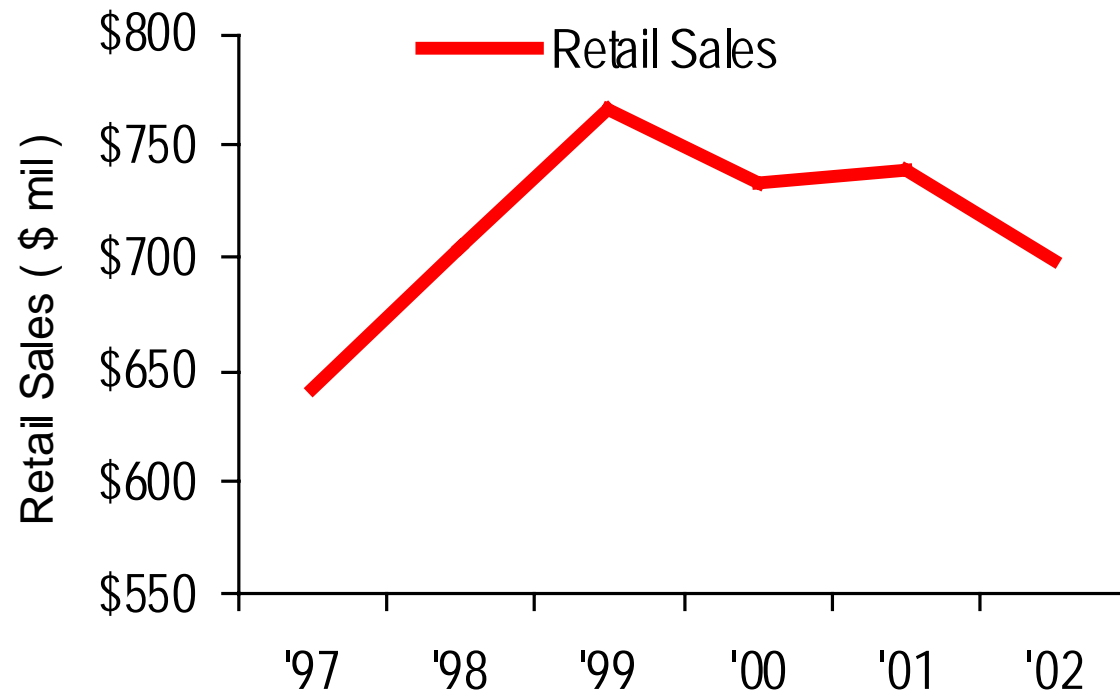
## Tax Revenue by Source, 2002



Source: NC Dept of State Treasurer

# Charts and Data

## Retail Sales, 1997 - 2002

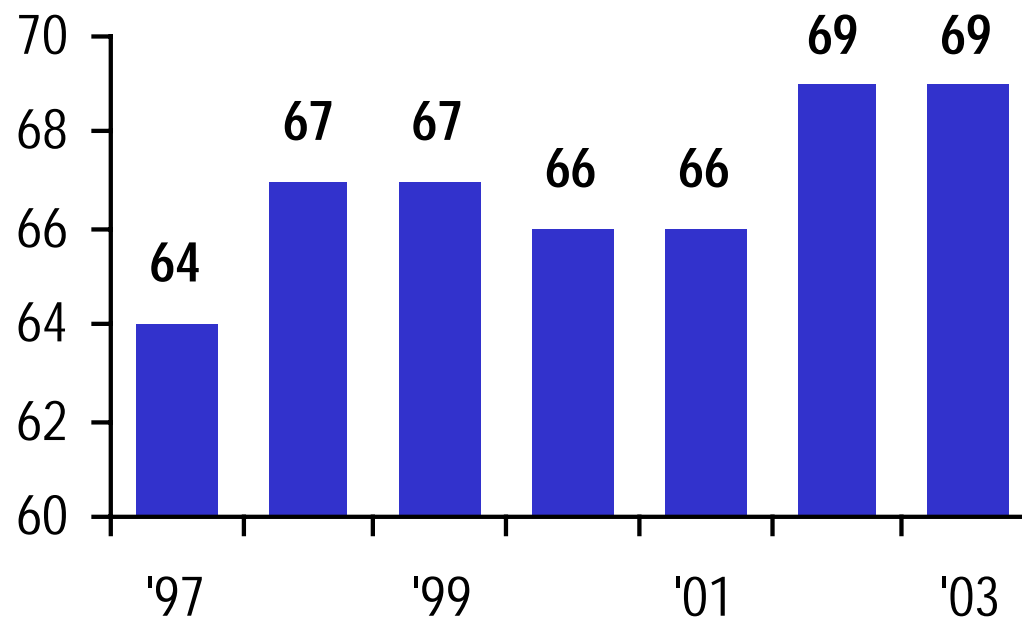


Source: NC State Treasurer, NC Dept of Revenue

# Charts and Data

## Property Tax Rates

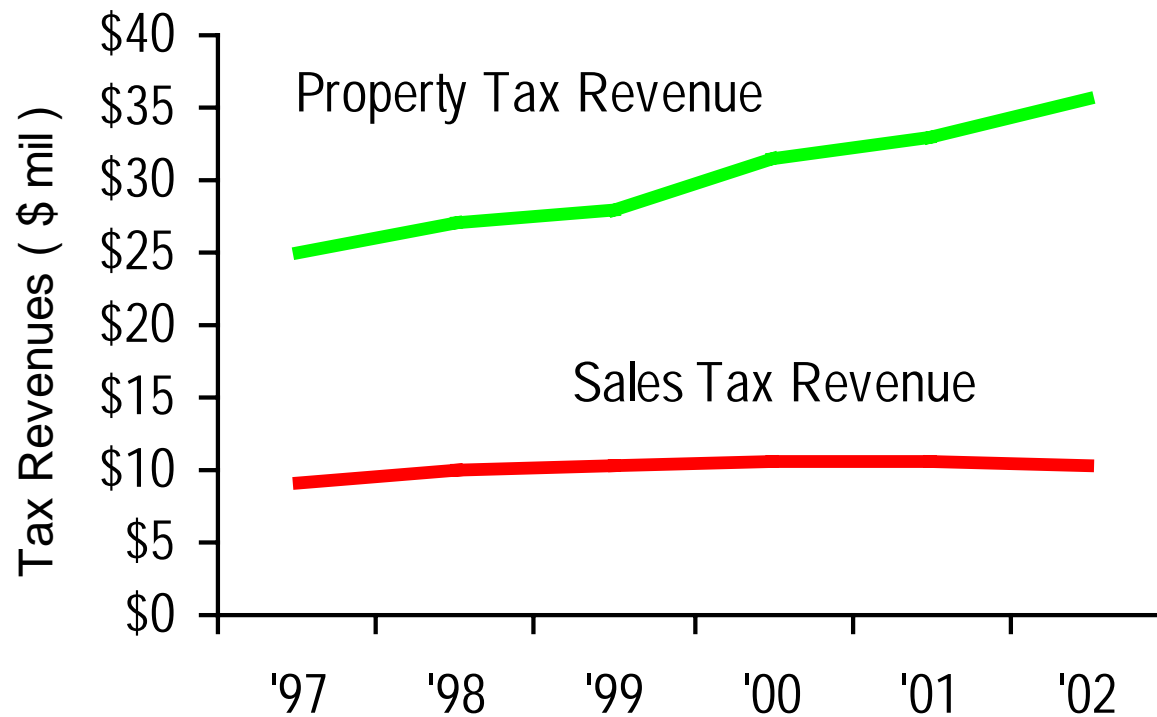
Cents per \$100 Valuation



Source: NC Dept of Revenue

# Charts and Data

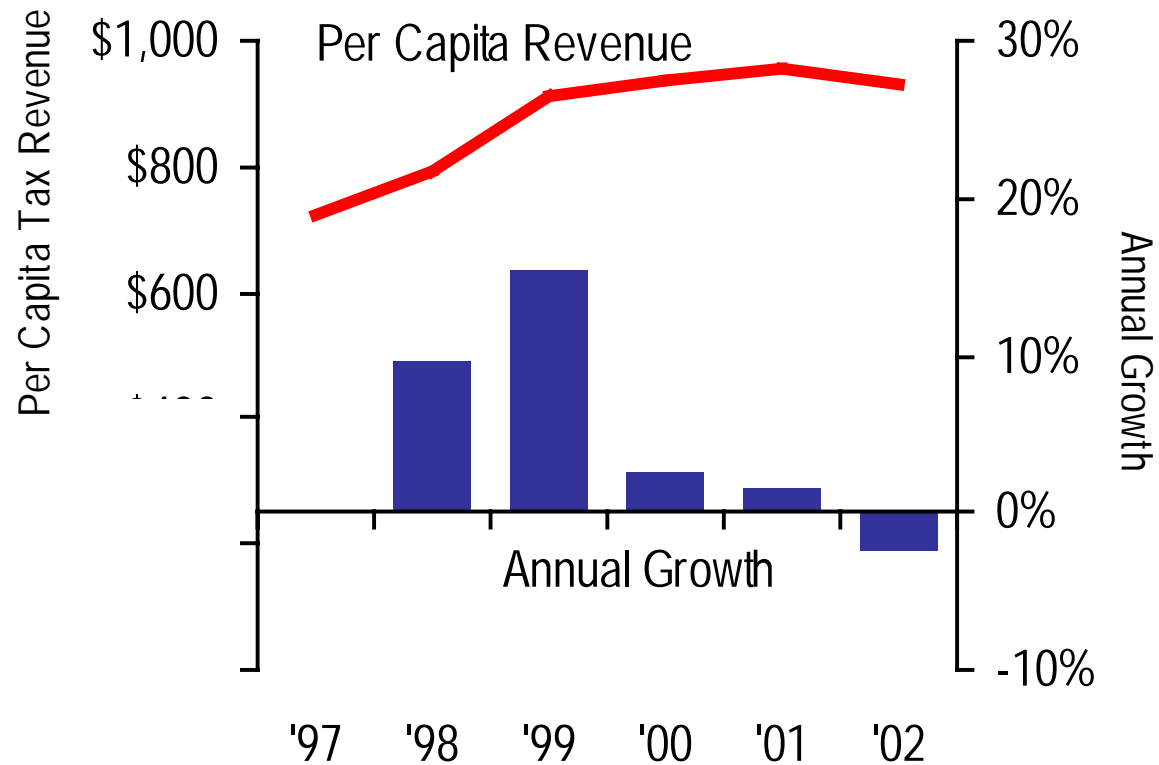
## Tax Revenue, 1997 - 2002



Source: NC State Treasurer, NC Dept of Revenue

# Charts and Data

## Rockingham County Per Capita Tax Revenue



Source: Employment Security Commission of NC;  
AngelouEconomics

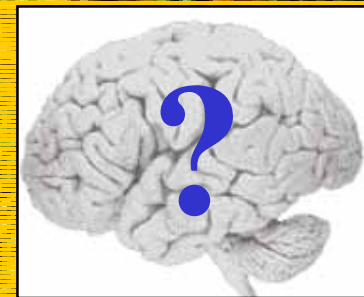
# Summary Points

- Growing population, but slower
- Loss in job base forcing a rise in commuter traffic (to Guilford)
- Population is aging, but births compensating outflow
- Losing younger population of 25-44
- Small but growing Hispanic community
- Educational attainment not improving
- High unemployment - jobs lost will not be replaced
- 1/3 of jobs still in manufacturing (at risk)
- Retail sales falling, forcing increases in property tax rates and higher burden on households
- New source of jobs must be found and fostered
- Critical debate: entrepreneurs vs. relocations

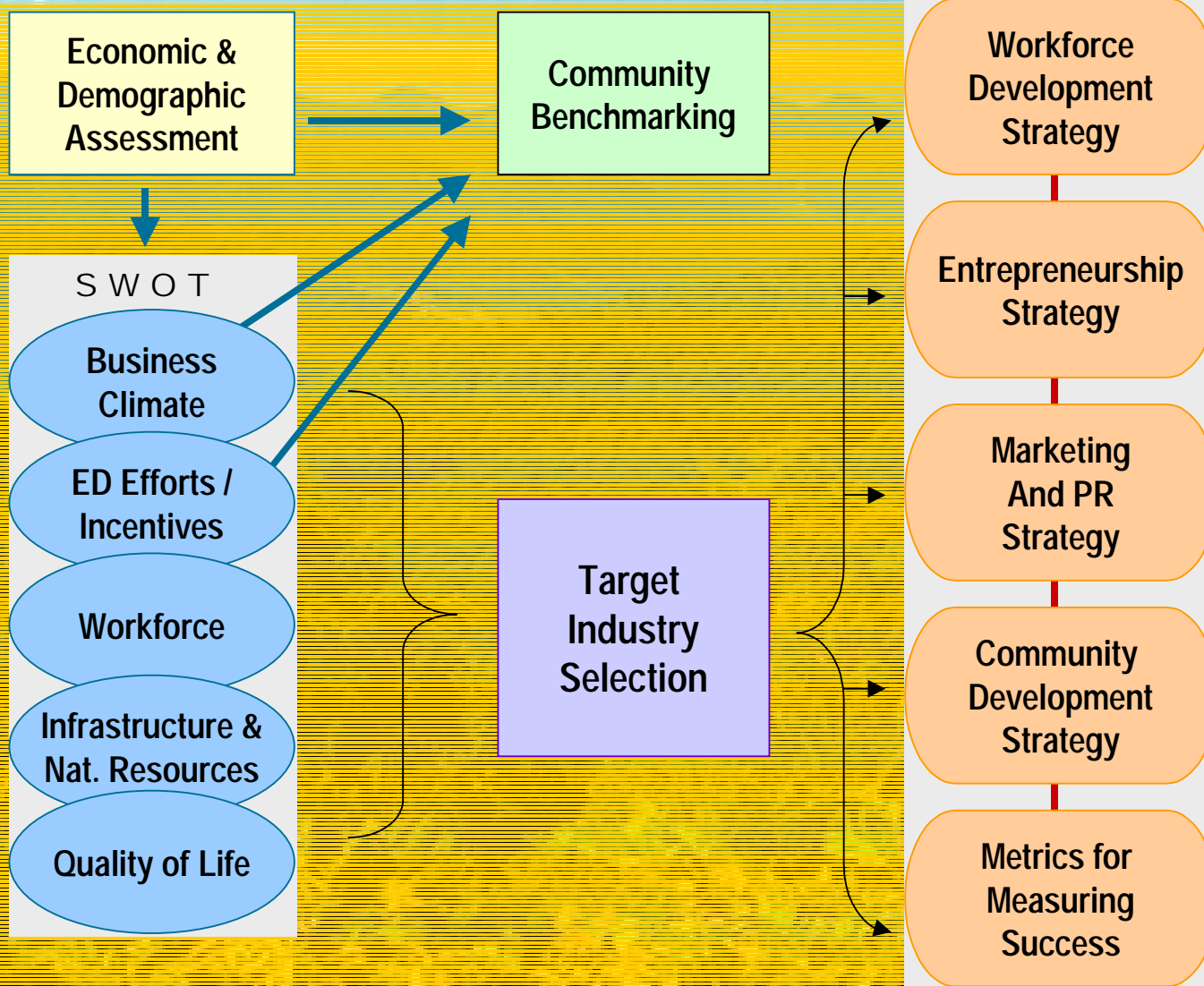
# Brainstorming

What types of Industries would you like have in Rockingham County?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_




# Next Steps



**Research/Input**

**Benchmarking**

**Recommendations**

A scenic view of a mountain range with dense green forests and a clear blue sky. The foreground shows a steep, forested slope with some yellowish-green foliage. The middle ground features rolling hills and valleys covered in thick green trees. The background shows distant, hazy mountain peaks under a bright blue sky.

# Rockingham County Economic and Demographic Assessment

*Thank you for your participation*