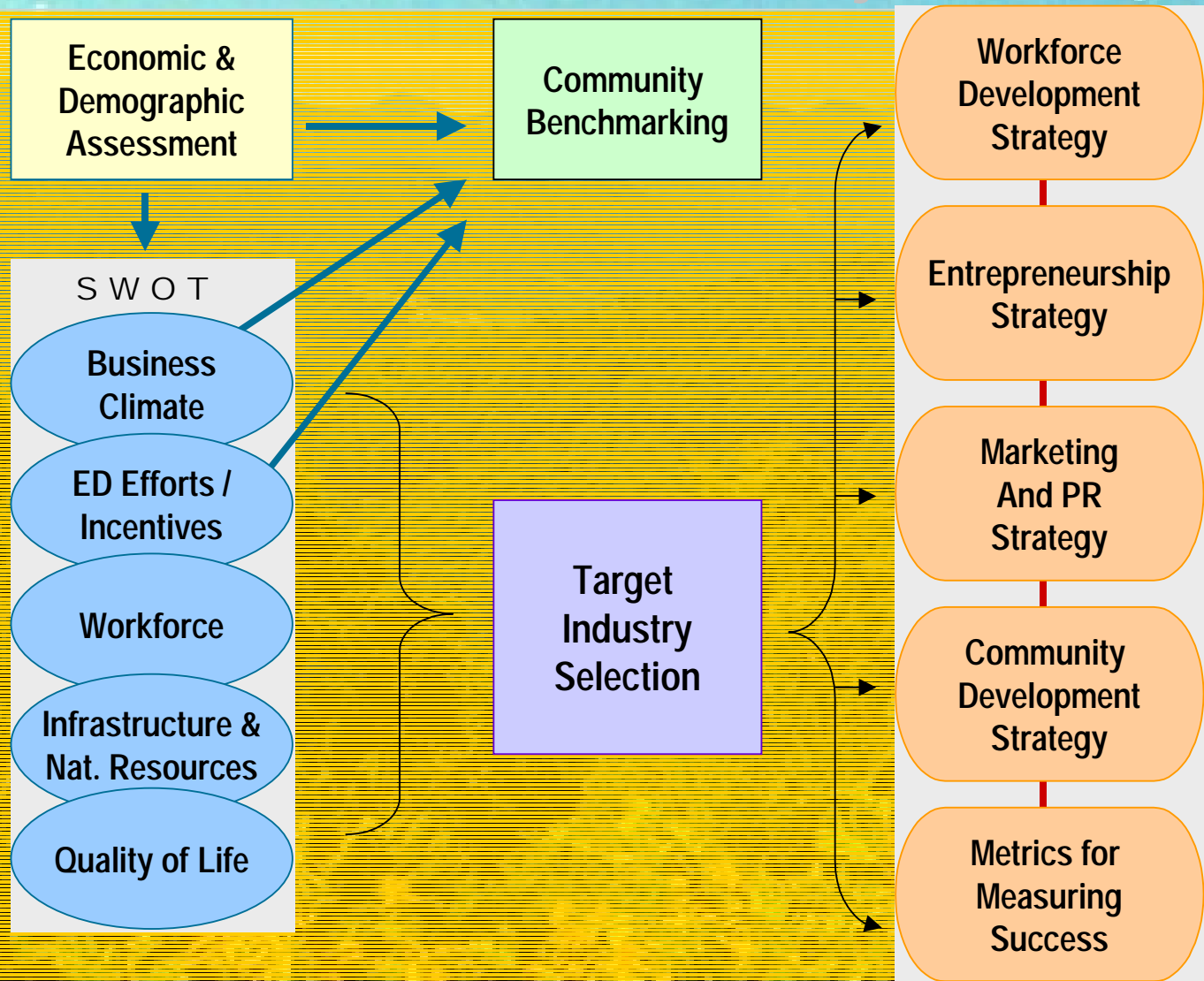


Surry County Economic and Demographic Assessment

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

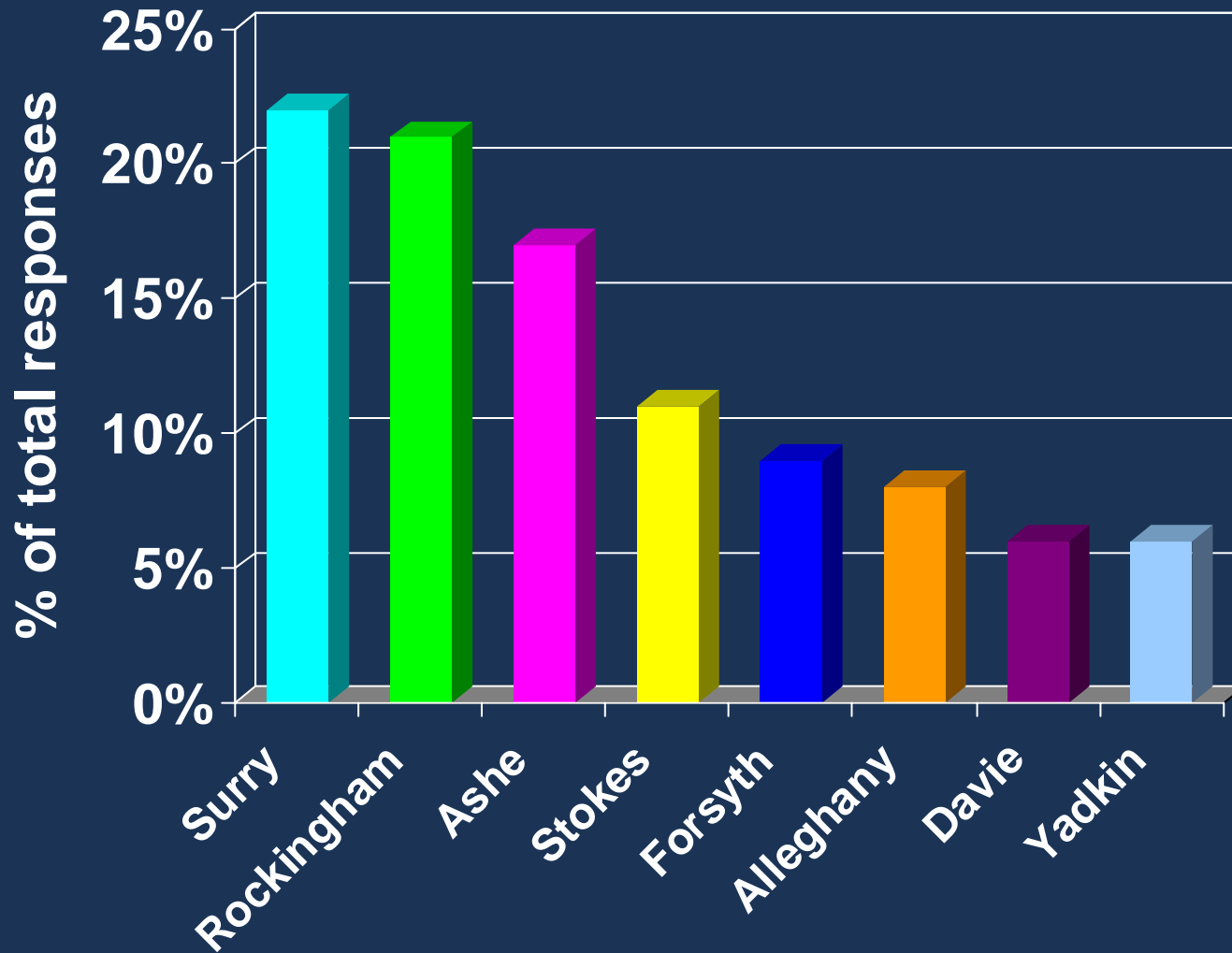
273 Companies

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



Surry County Survey Response

Total Respondents- 212
Residents- 168
Companies- 44

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.”

Surry Corporate Findings

Top Areas of Importance

- K-12 Education
- Low crime
- Business climate
- Family environment
- Good healthcare

Top Areas to Improve

- Strong economic growth
- University
- R & D Resources
- Location for high-tech
- General economy

Surry Individual Findings

Top Areas of Importance

- K-12 education
- Good healthcare
- Low crime
- Family environment
- Job availability

Top Areas to Improve

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

Charts and Data

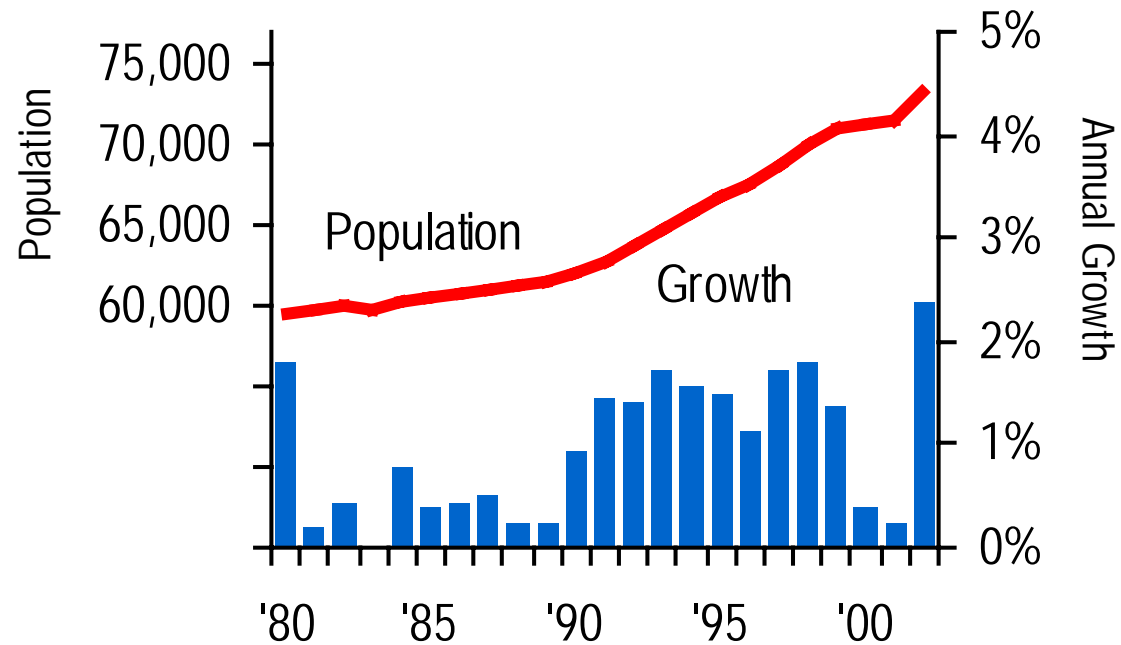
Surry County at a Glance

Population, 2002	73,100
Net New Population, 90-00	9,515
% Change, 90-00	15.4%
% of Adults with a Bachelor's Degree or higher	12.0%
% of Private Sector Workforce in Manufacturing	36.0%
Median Household Income	\$33,046
Median Home Value	\$87,500
Private Sector Jobs	34,900
Total Private Sector Payroll	\$831 mill
Avg. Private Sector Salary	\$23,810
Avg. Manufacturing Salary	\$24,430
Avg. Professional Industry Salary	\$29,634

Sources: 2000 Census (Demographics), 2001 County Business Patterns (Jobs/Salaries), Employment Security Commission of NC

Charts and Data

Population Growth, 1980-2002



Source: US Census Bureau

Charts and Data

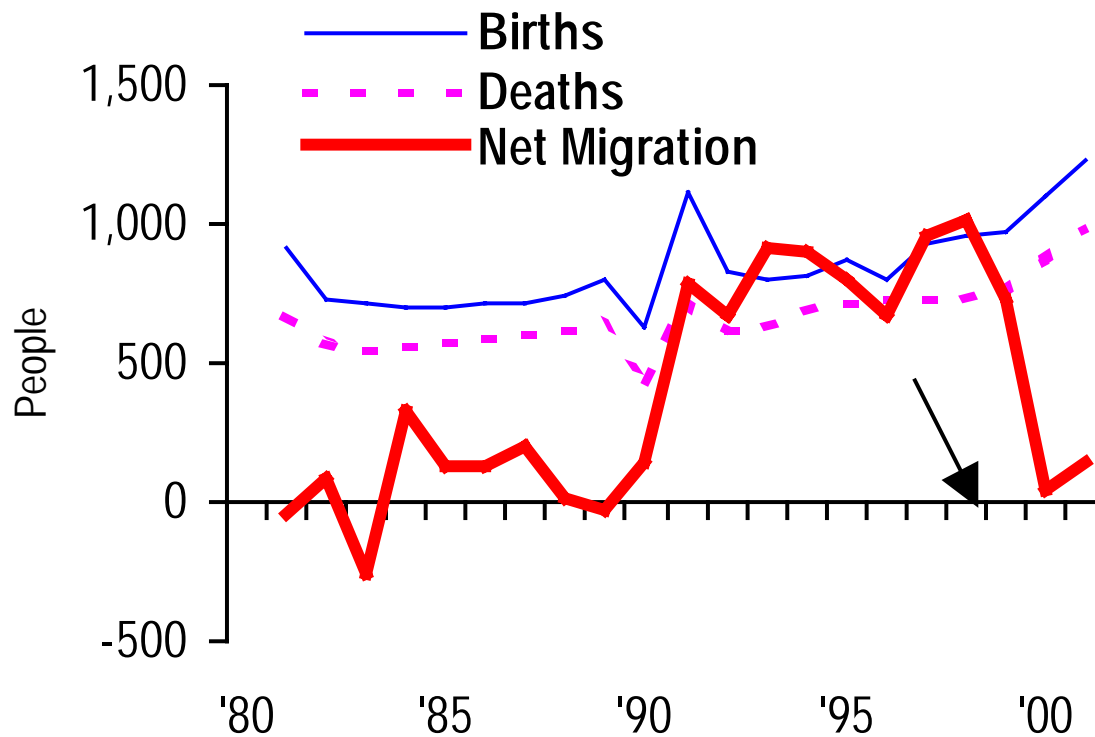
Population Breakdown

	Population, 2000	% Growth 1990-2000
Surry County	71,219	15.4%
Dobson	1,457	21.9%
Elkin	4,109	9.0%
Mount Airy	8,484	18.6%
Pilot Mountain	1,281	8.5%

Source: U.S. Census

Charts and Data

Components of Population Change

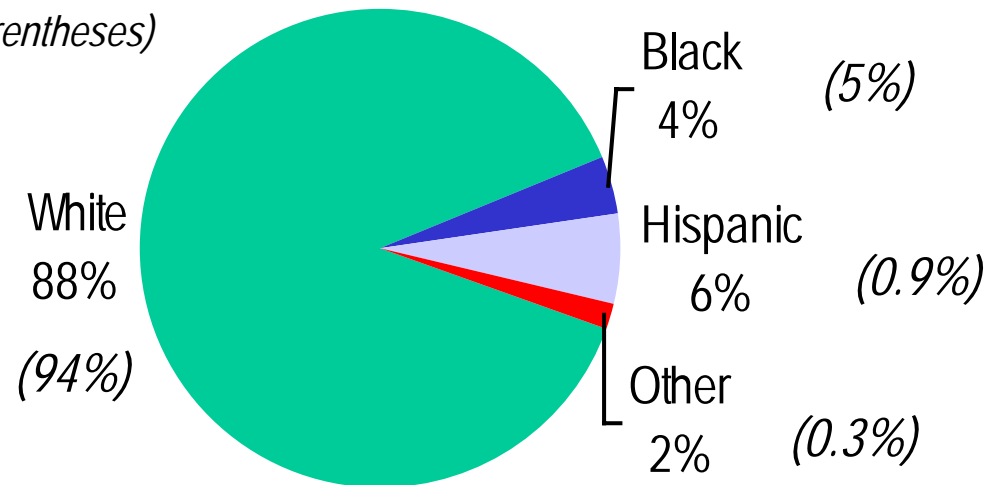


Source: U.S. Census Bureau

Charts and Data

Racial Composition, 2000

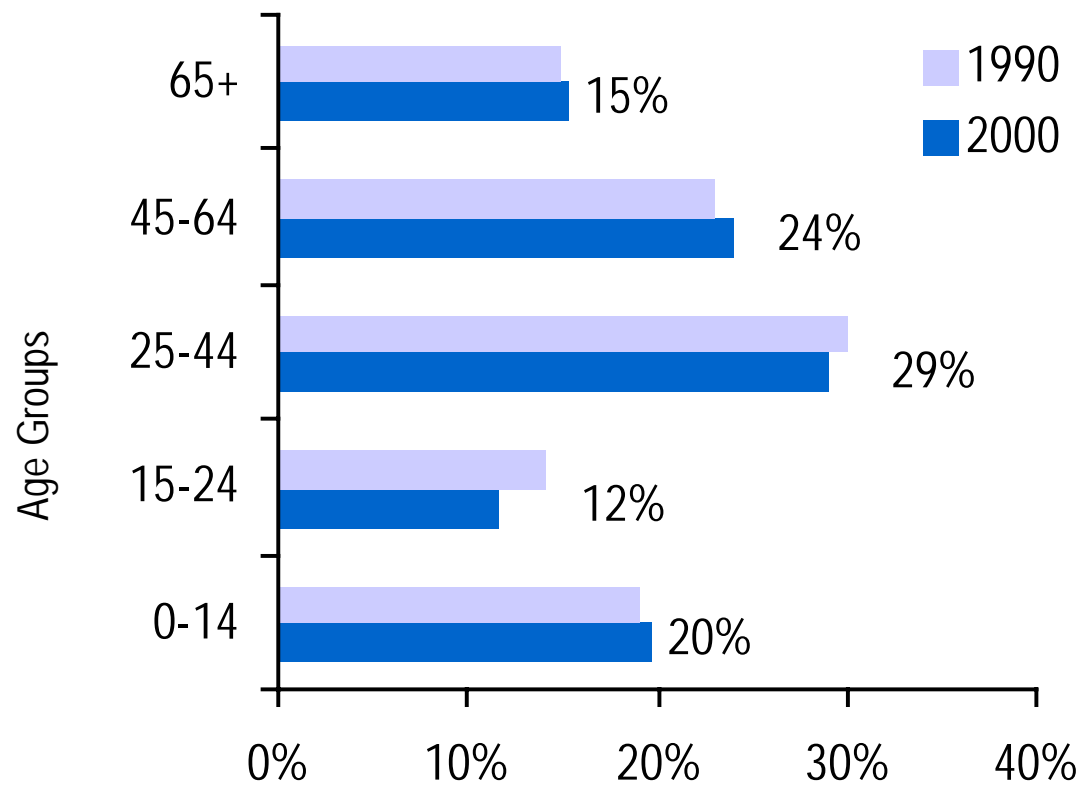
(1990 values in parentheses)



Source: U.S. Census Bureau

Charts and Data

Age Distribution, 1990 vs. 2000

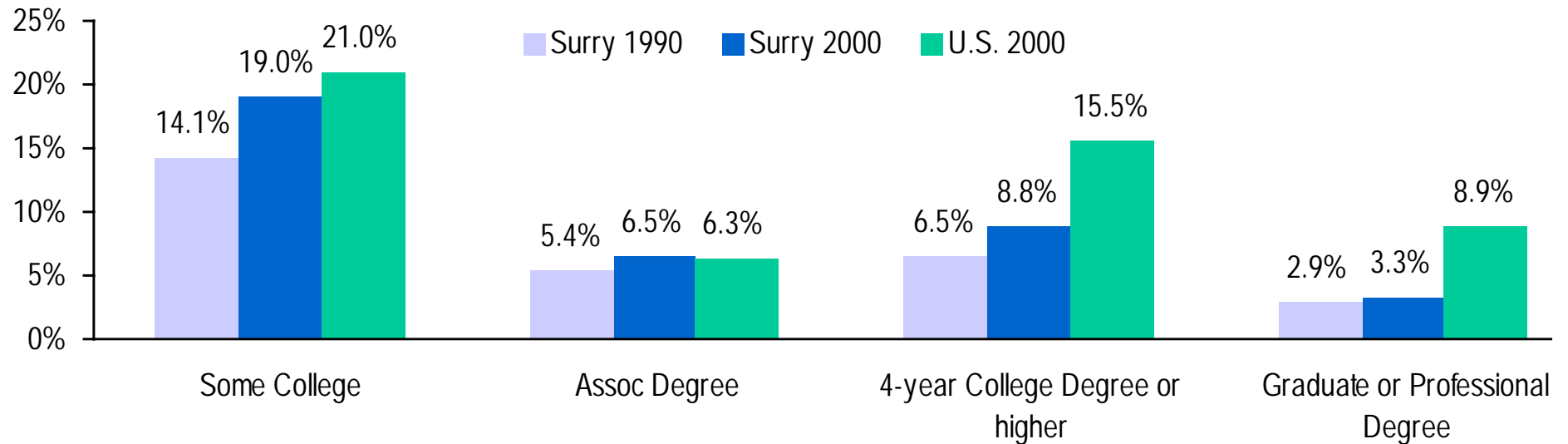


Source: U.S. Census Bureau

Charts and Data

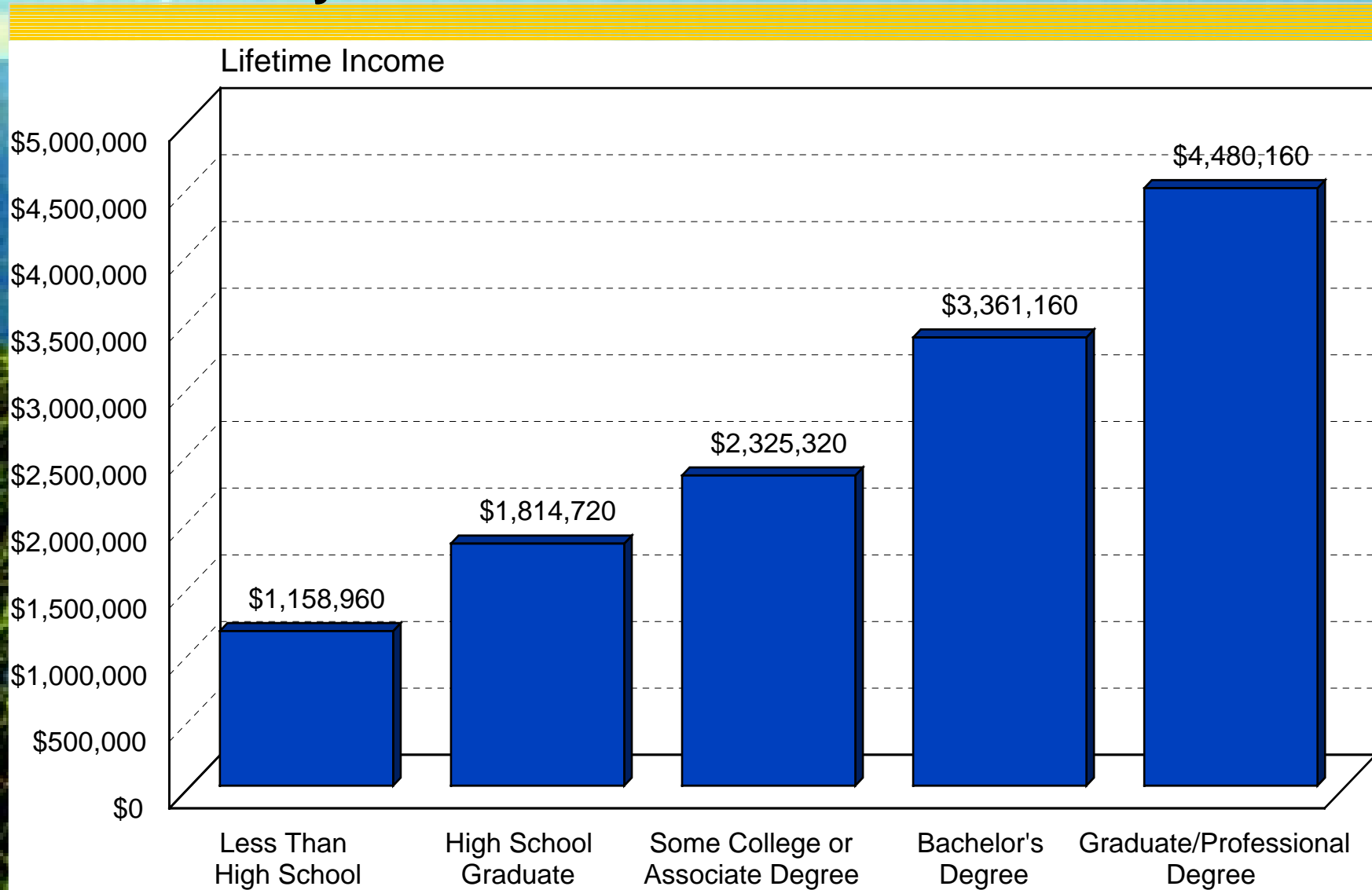
Educational Attainment Comparison, 1990 vs. 2000

Adults 25 years or older



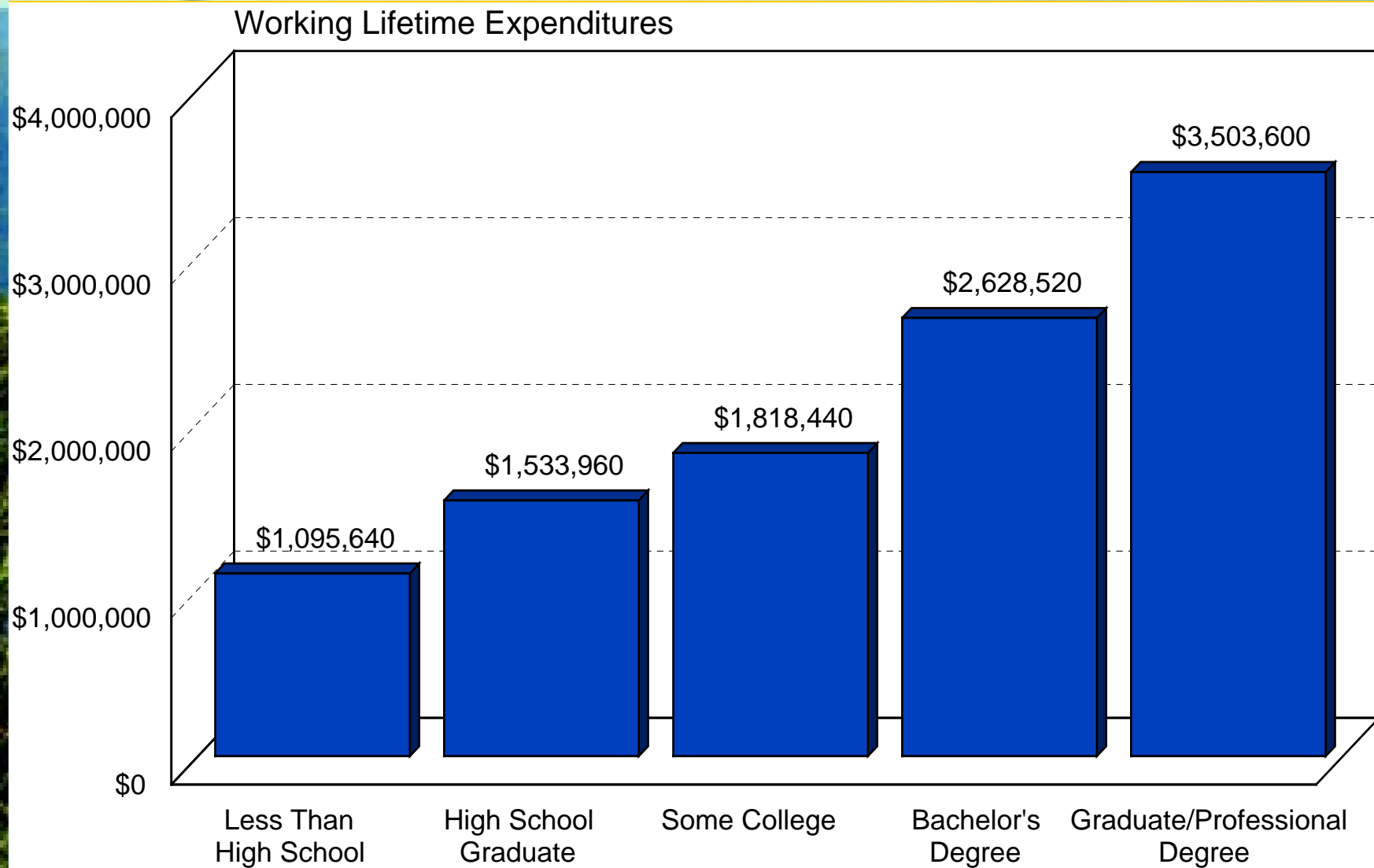
Source: U.S. Census Bureau; AngelouEconomics

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

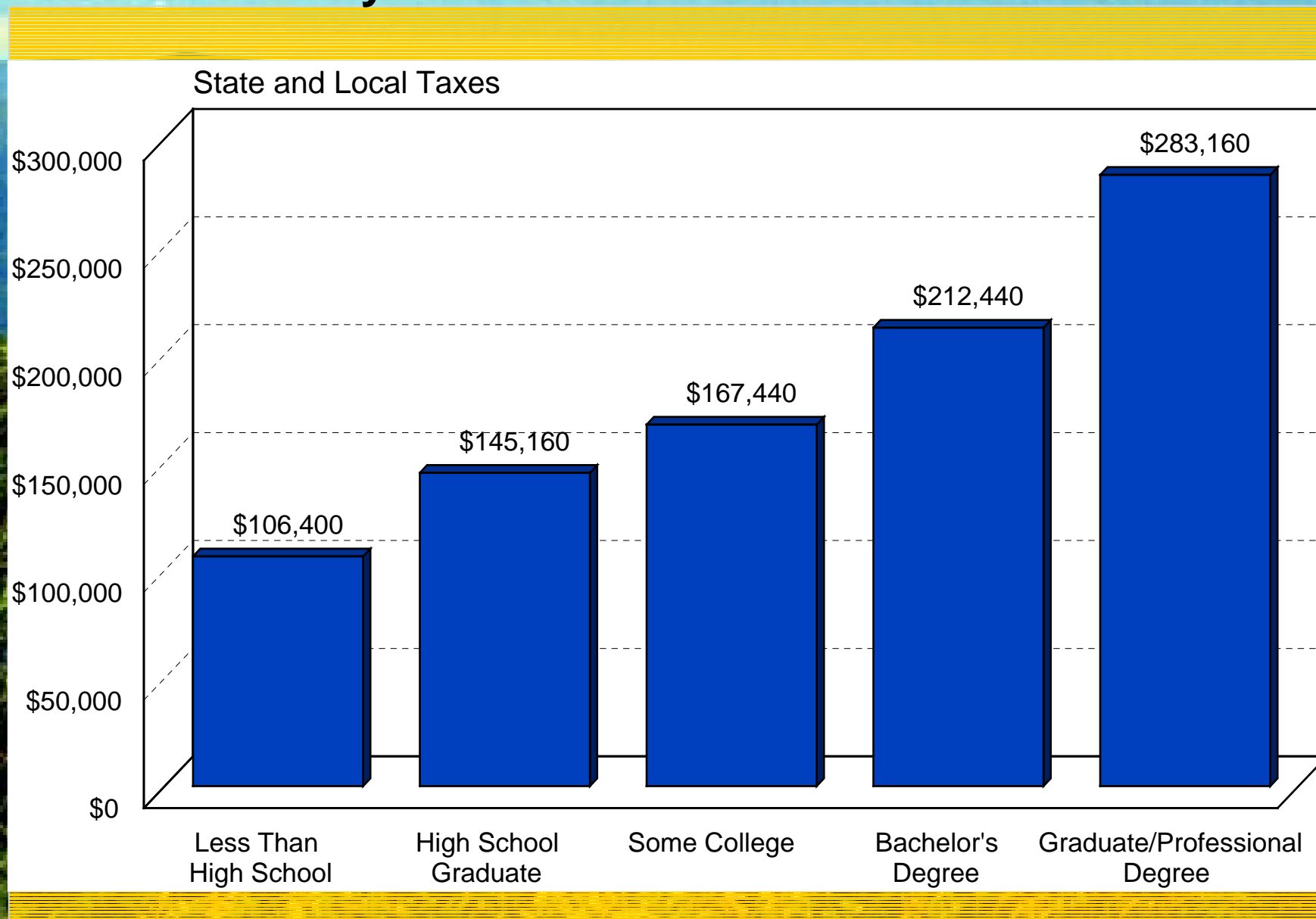


*From March 2001 Current Population Survey

Working Lifetime (40 Years) Consumer Expenditures by Educational Attainment (in 2000 Dollars)



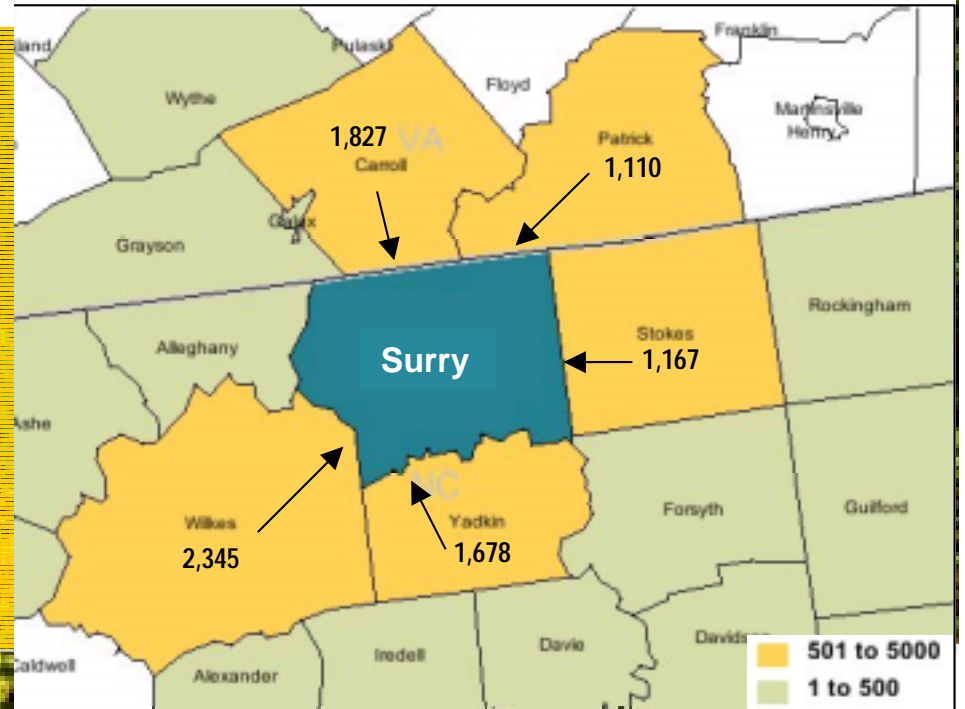
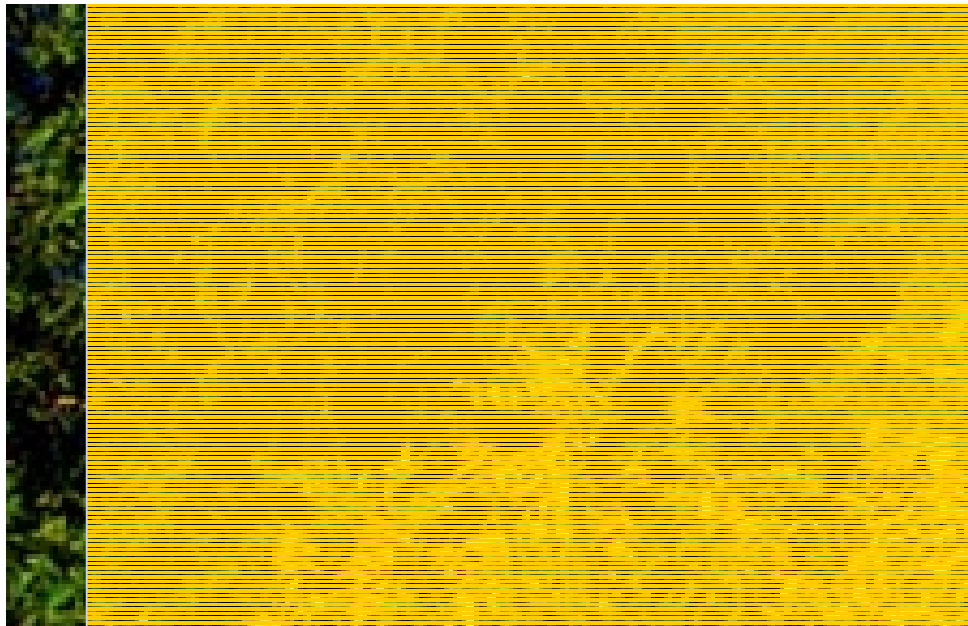
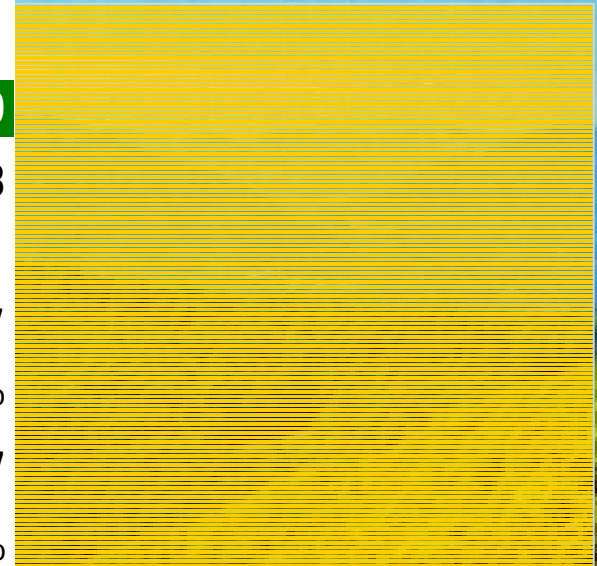
Working Lifetime (40 Years) Total State and Local Taxes for Households by Educational Attainment of Householder



Charts and Data

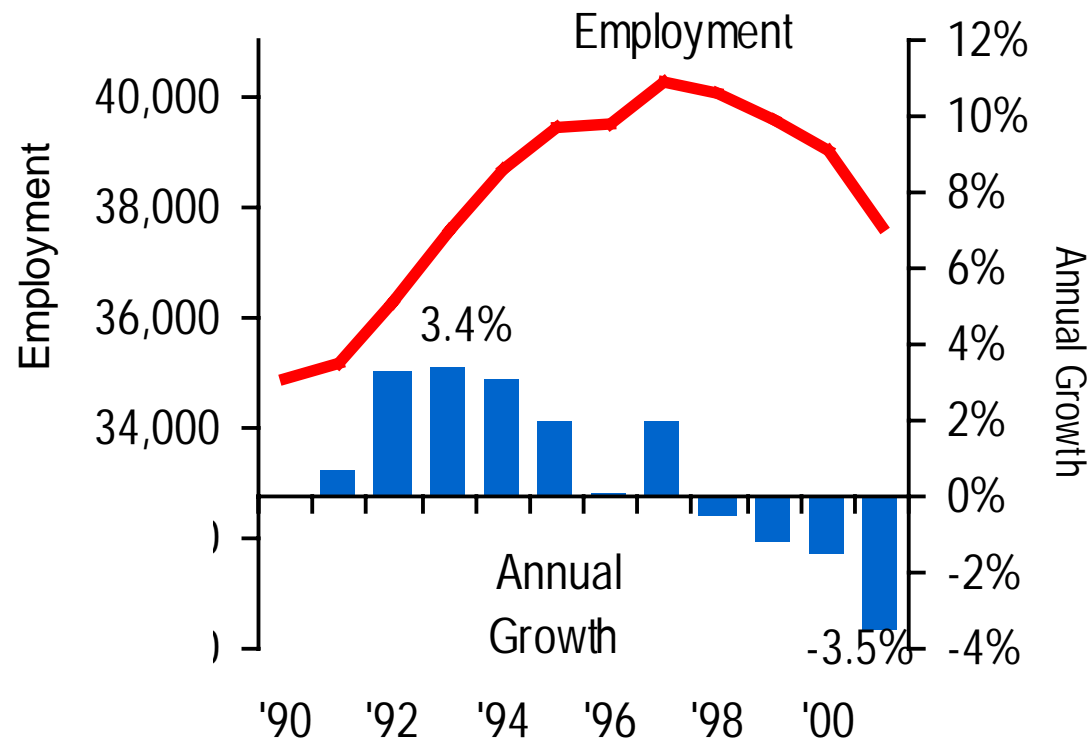
Commuting Patterns, 1990 vs. 2000

People	1990	2000
Working in Surry	33,957	34,978
<i>Live & work in Surry</i>	24,650	24,821
<i>Live elsewhere & work in Surry</i>	9,307	10,157
% workforce commuting in	27%	29%
Live in Surry & work elsewhere	6,115	8,637
% resident workers commuting out	20%	26%



Charts and Data

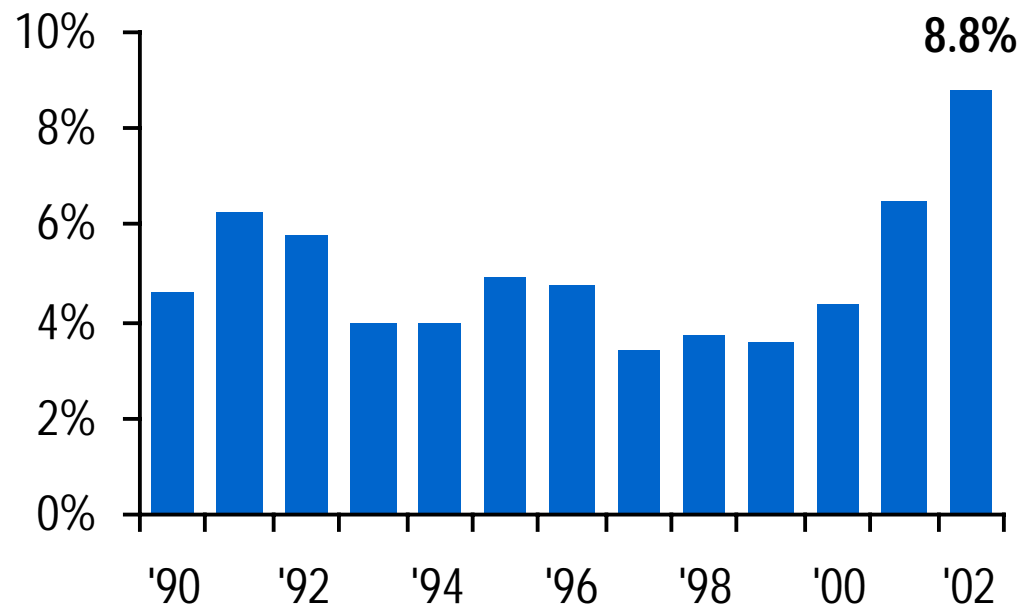
Wage & Salary Employment, 1990 - 2001



Source: Employment Security Commission of NC

Charts and Data

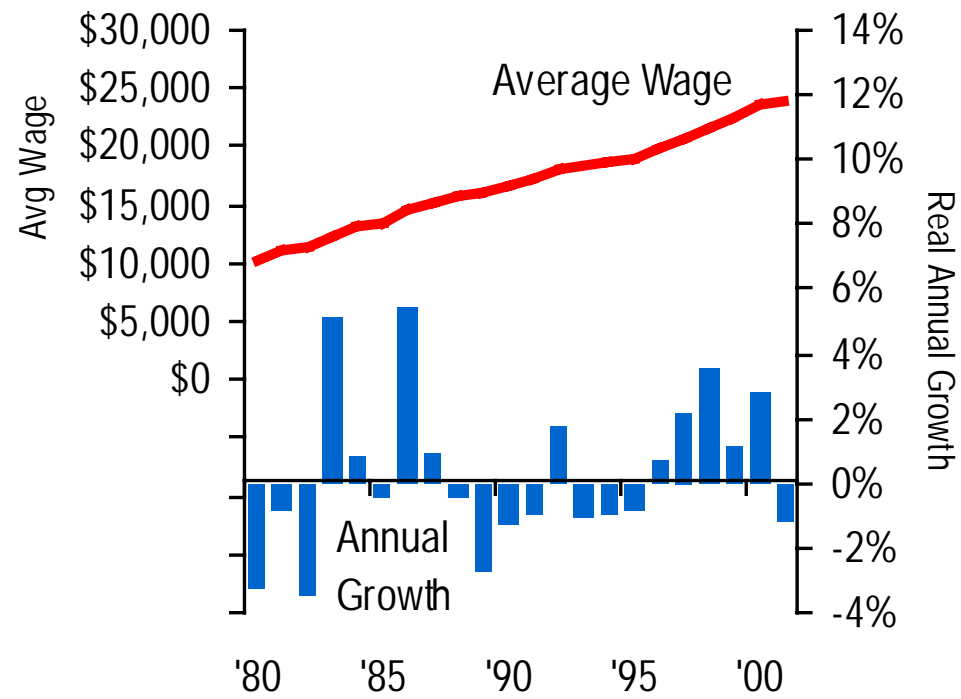
Unemployment Rate, 1990-2002



Source: Employment Security Commission of NC

Charts and Data

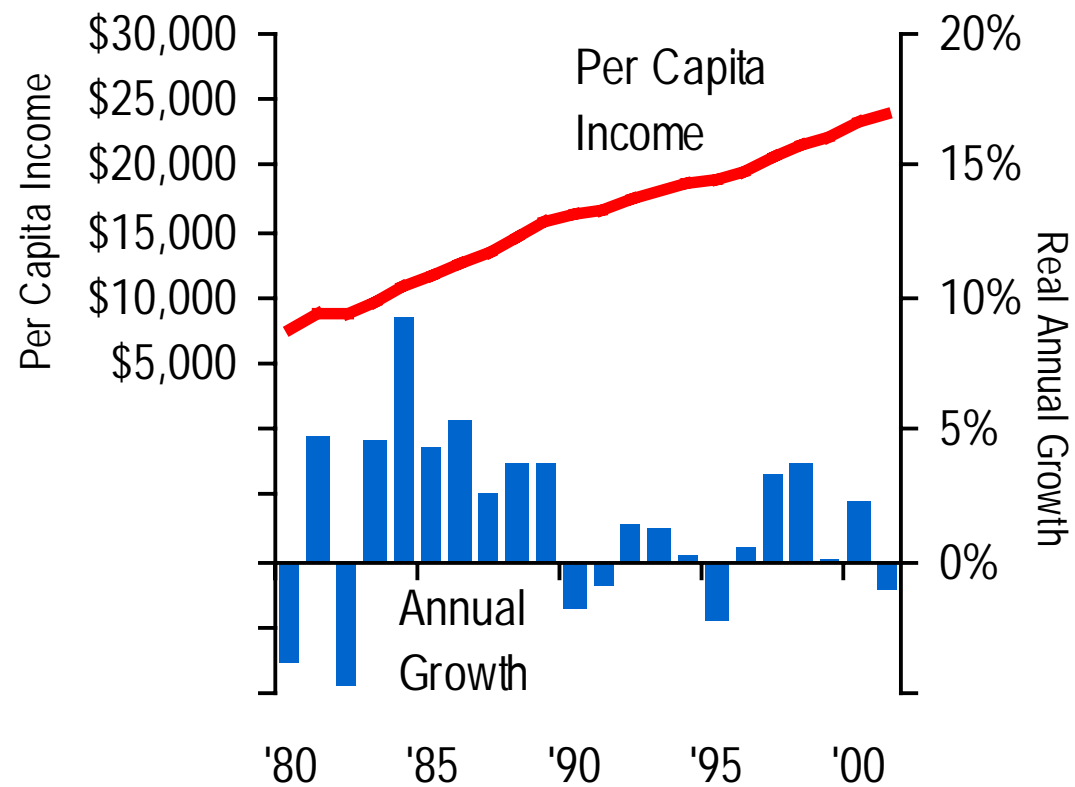
Average Wage, 1980 - 2001



Source: Bureau of Economic Analysis; AngelouEconomics

Charts and Data

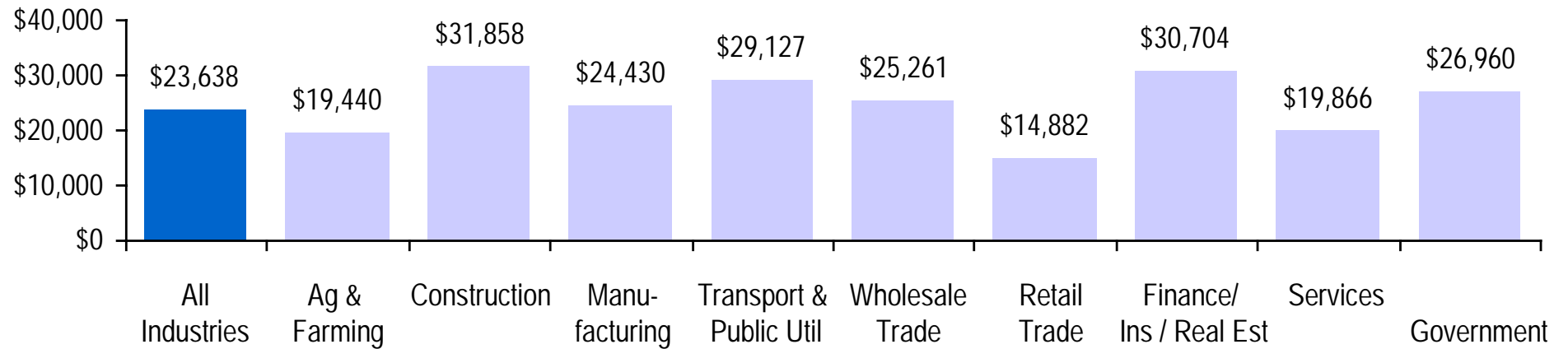
Per Capita Income, 1980 - 2001



Source: Bureau of Economic Analysis; AngelouEconomics

Charts and Data

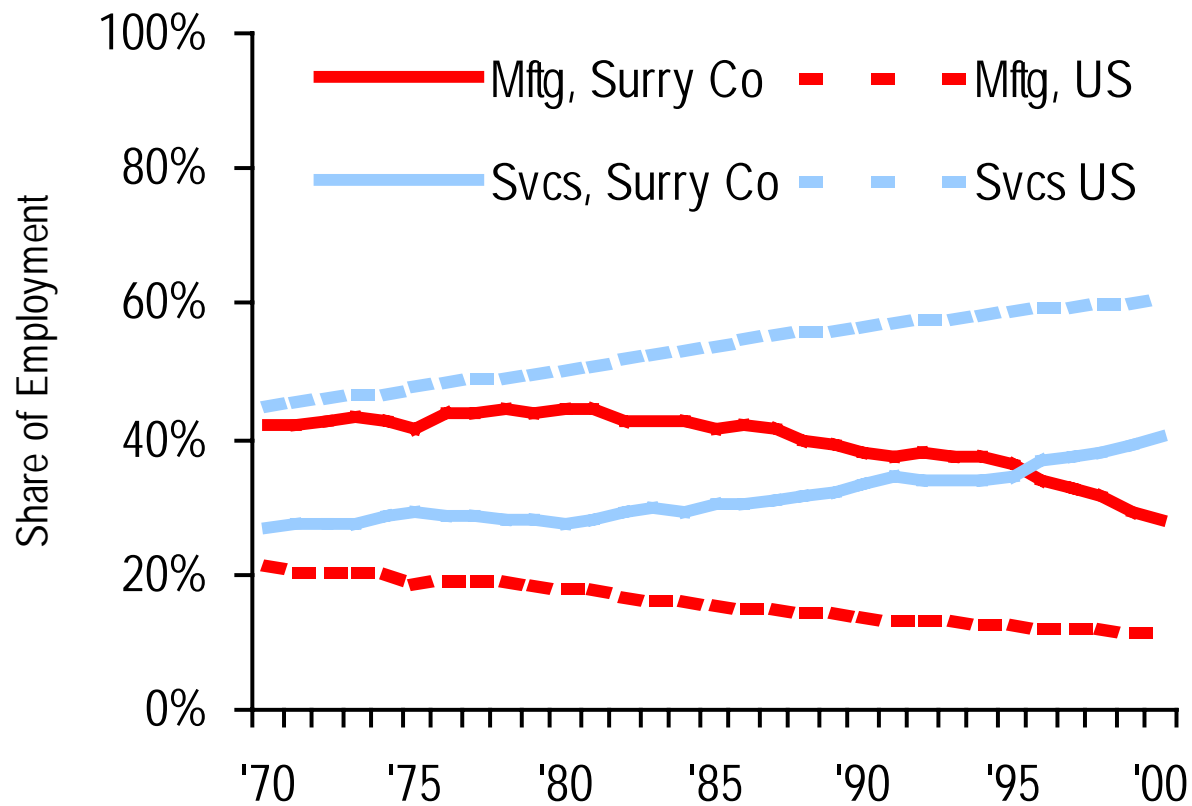
Average Wage By Industry, 2000



Source: Employment Security Commission of North Carolina

Charts and Data

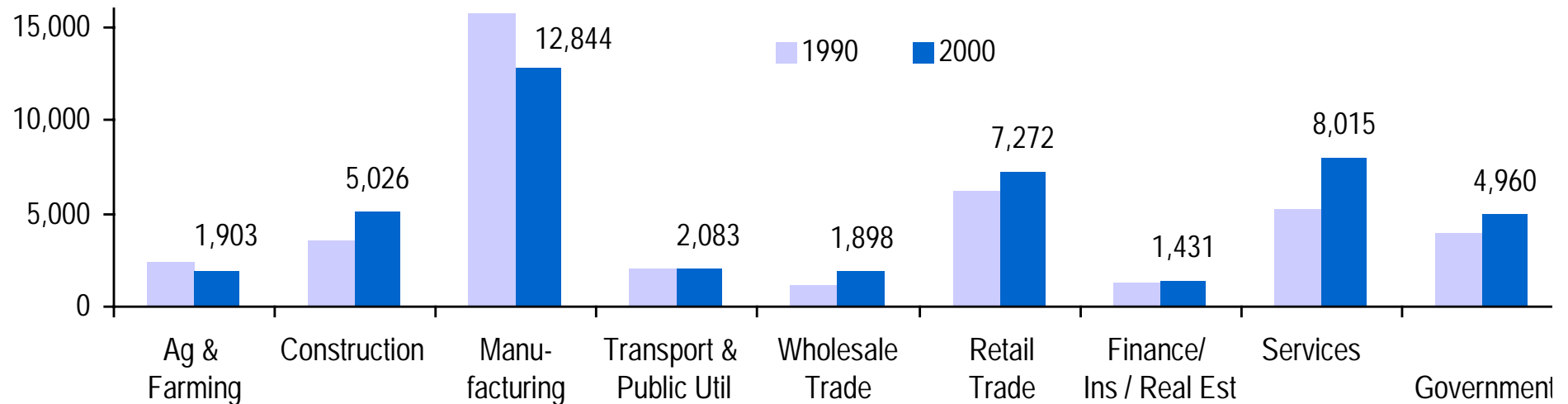
Industry Shift, 1970 - 1999



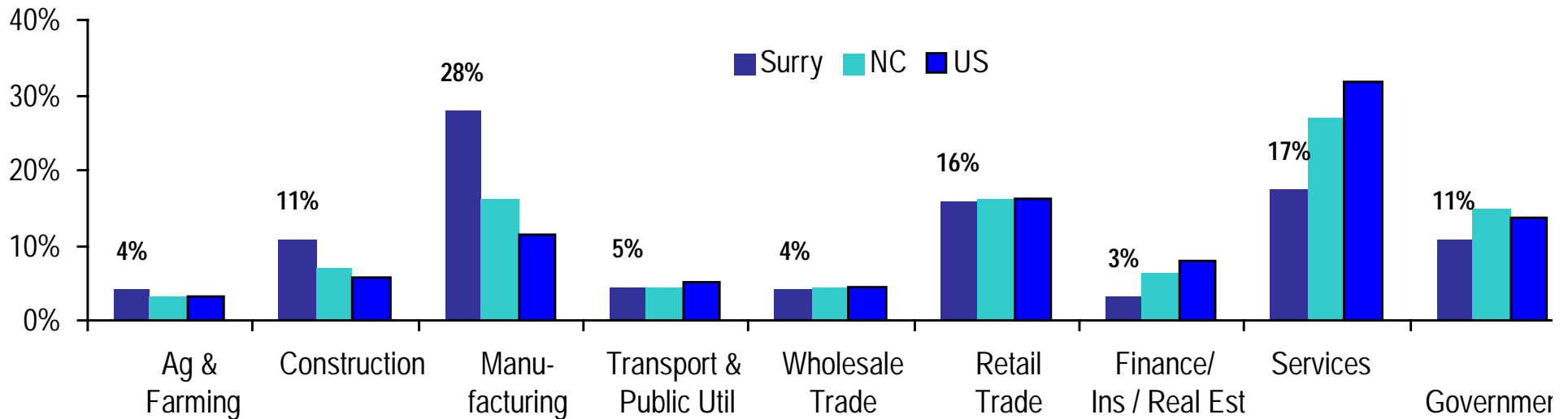
Source: U.S. Bureau of Labor Statistics; AngelouEconomics

Charts and Data

Employment by Industry



Industry Share of Employment, 2000

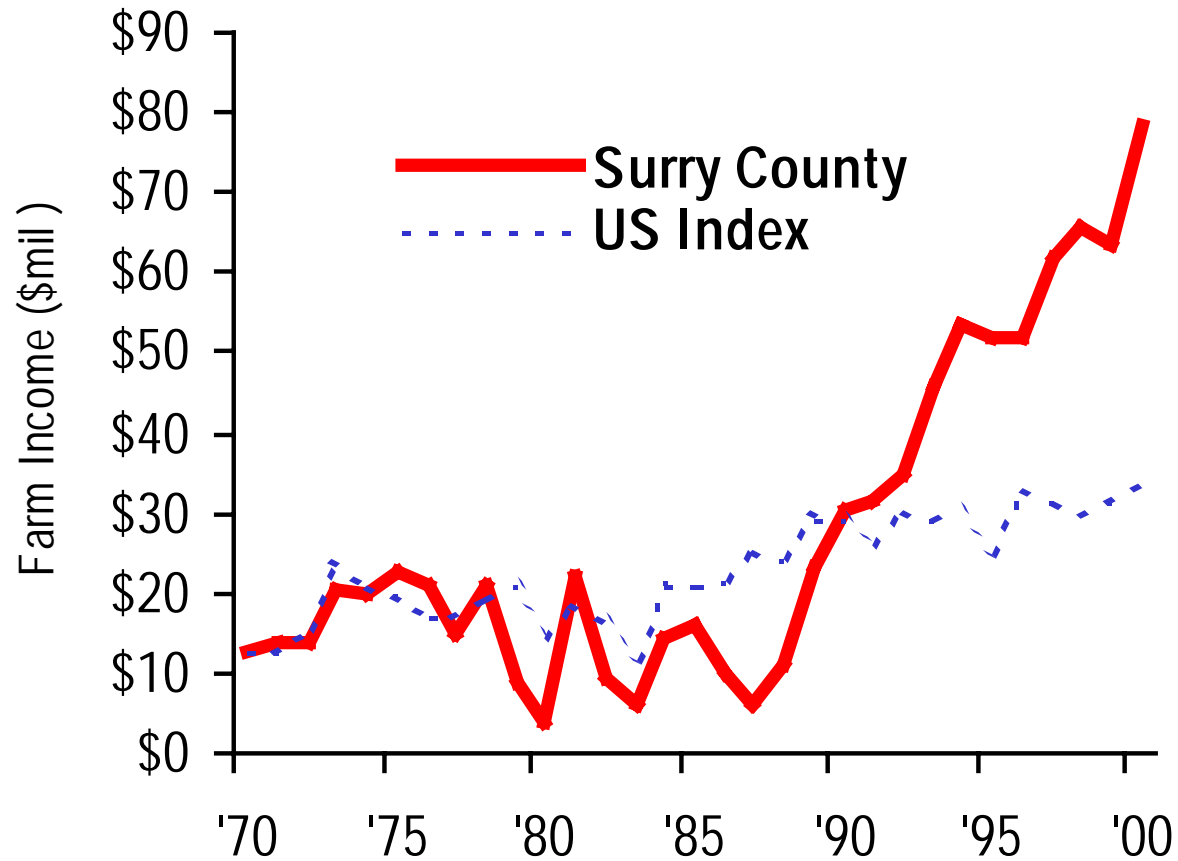


Source: Bureau of Economic Analysis; AngelouEconomics



Charts and Data

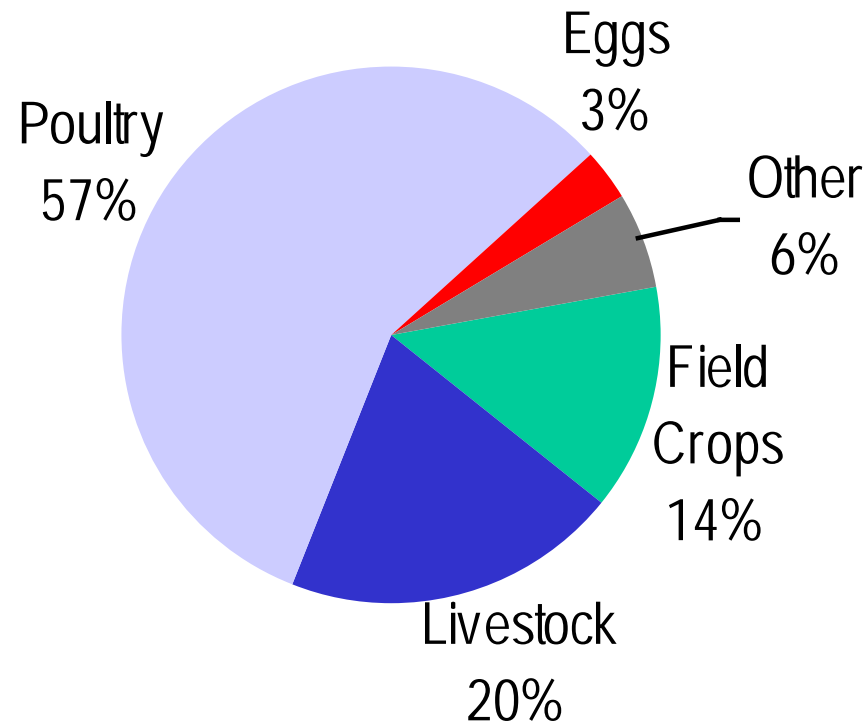
Farm Incomes, 1970 - 2001



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

Charts and Data

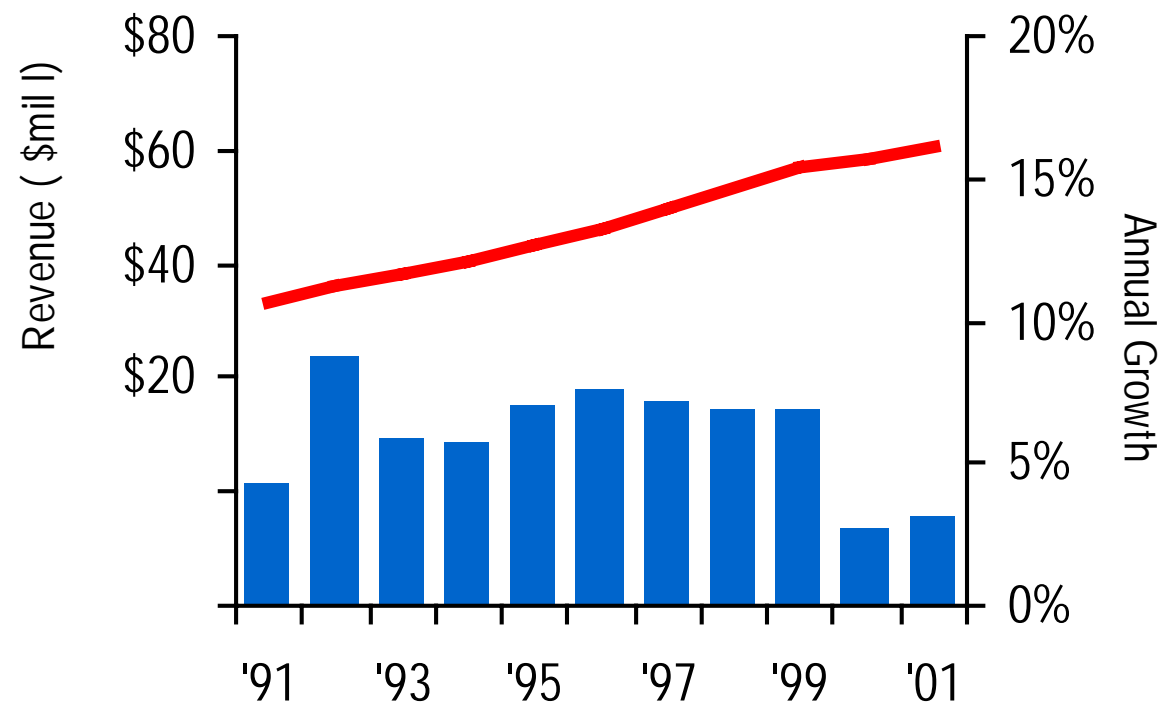
Farm Income by Commodity, 2000



Source: NC Cooperative Extension

Charts and Data

Revenue from Tourism, 1991 - 2001



Source: NC Dept of Commerce

Charts and Data

Mount Airy Occupancy Tax

	Revenue	% Growth
1999	\$85,202	--
2000	\$90,581	6.3%
2001	\$99,805	10.2%
2002	\$100,196	0.4%

Largest Tourism Impacts

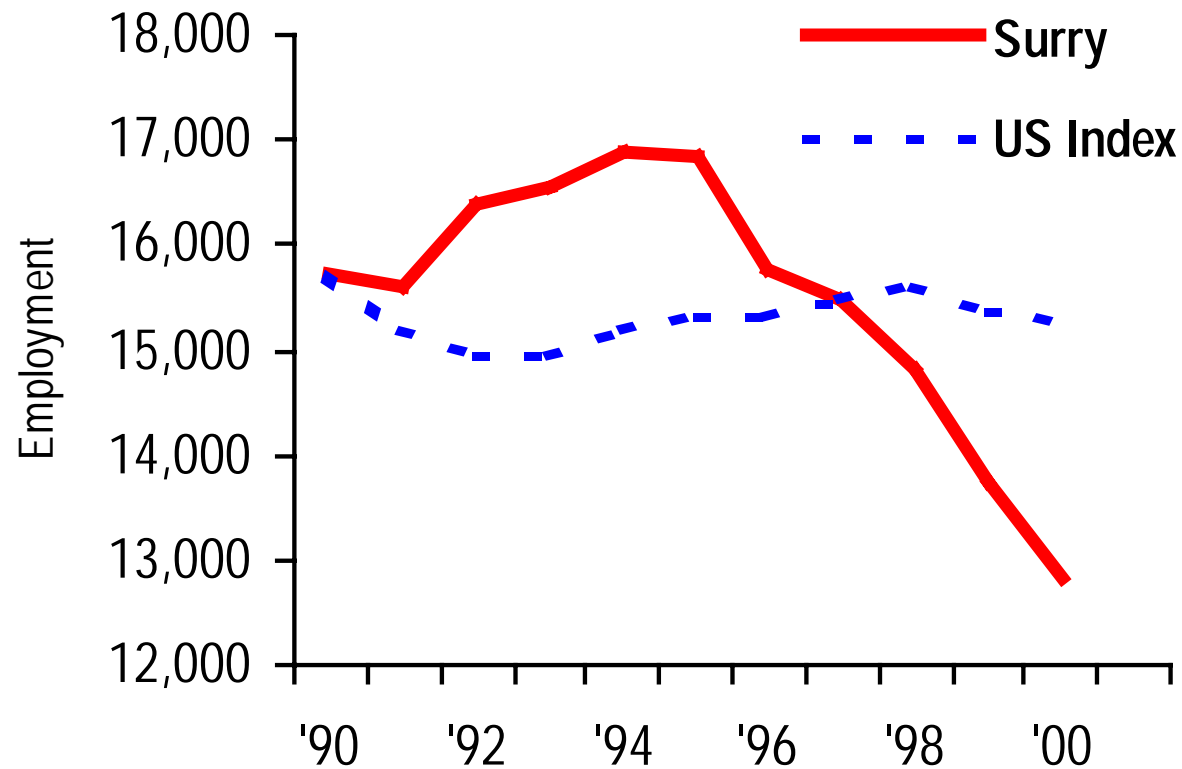
Attraction

Estimated Attendance

Pilot Mountain State Park	392,305 in 2002 including 1,127 from out-of-state
Mayberry Days	25,000-30,000 during each of three days
Autumn Leaves Festival	175,000 over three days

Charts and Data

Manufacturing Employment, 1990-2000



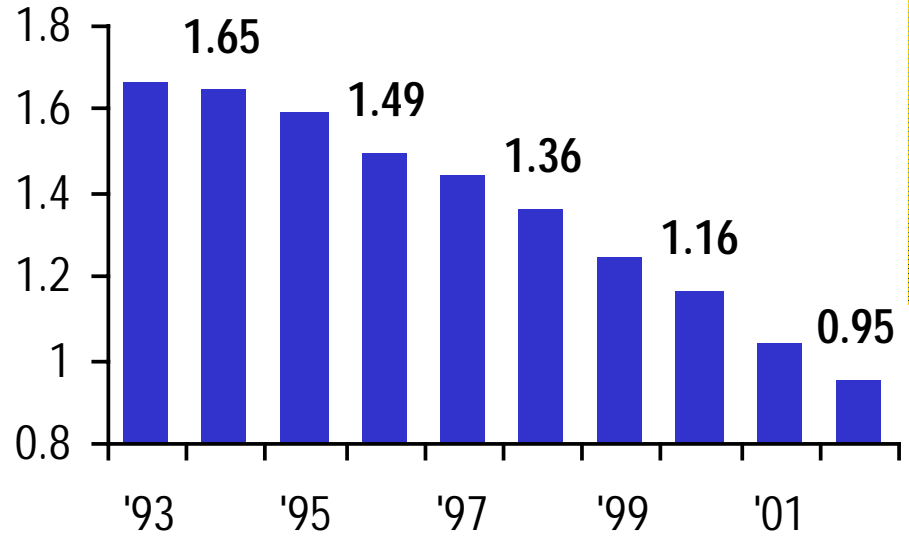
Source: US Bureau of Labor Statistics

Charts and Data

Textile Employment - US

SIC Codes 22 & 23

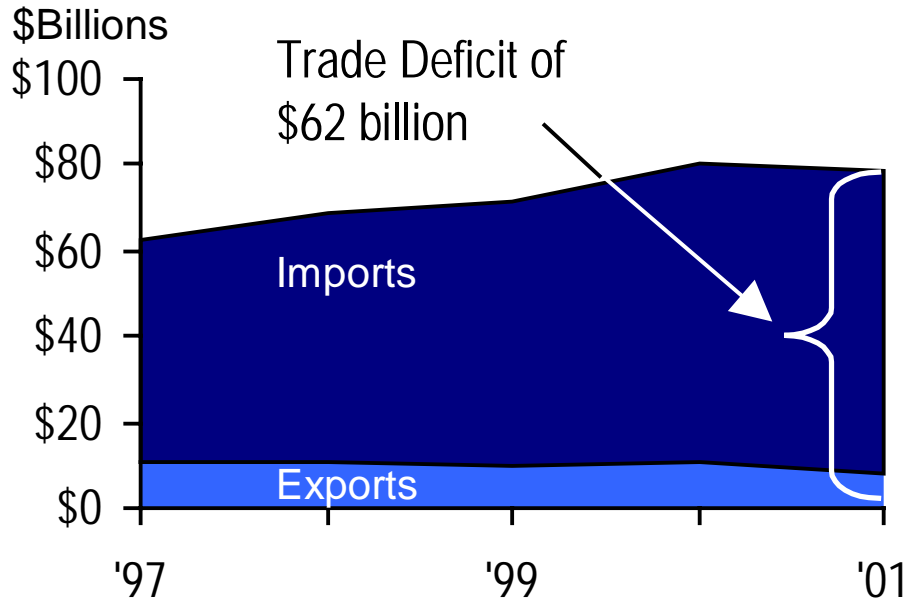
Millions of Workers



Source: Bureau of Labor Statistics

Textile Trade - US

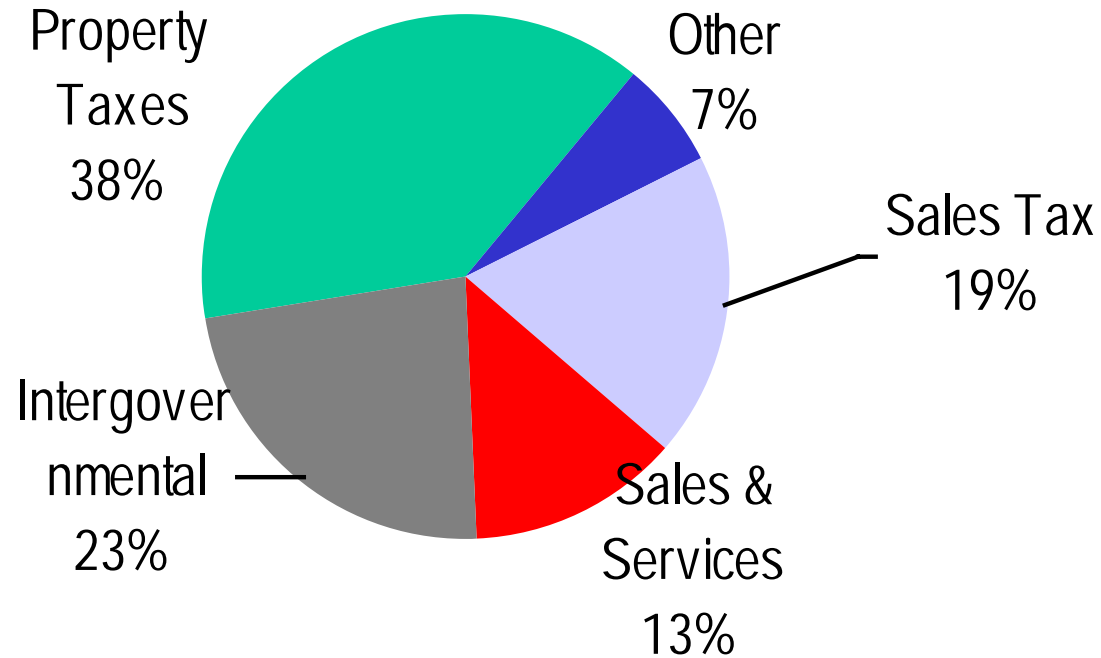
NAICS Codes 314 & 315



Source: International Trade Administration

Charts and Data

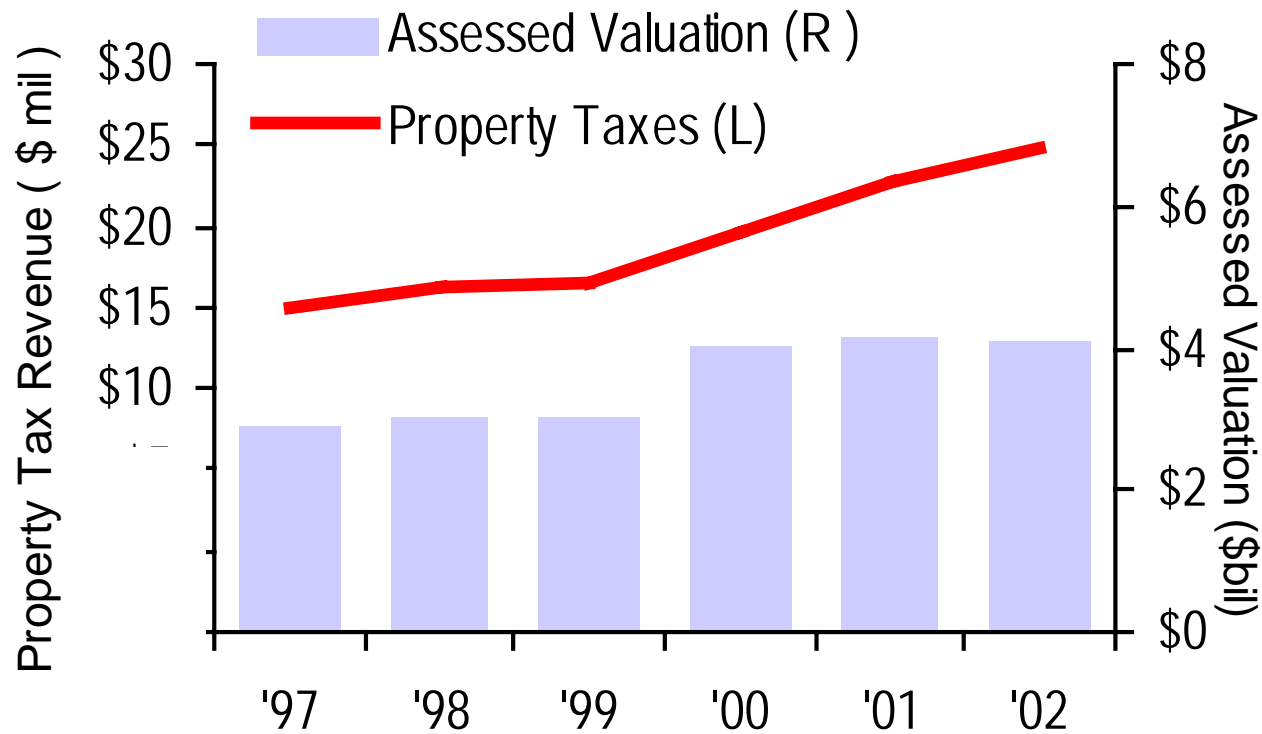
Tax Revenue by Source, 2002



Source: NC Dept of State Treasurer

Charts and Data

Revenue from Property Tax, 1997 - 2002

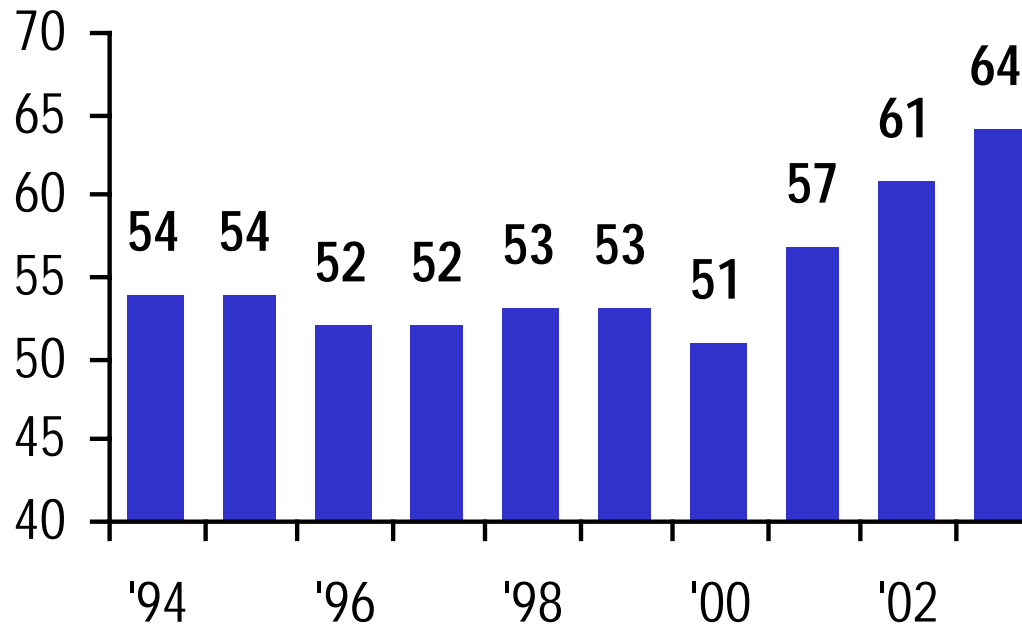


Source: NC State Treasurer, NC Dept of Revenue

Charts and Data

Property Tax Rates

Cents per \$100 Valuation



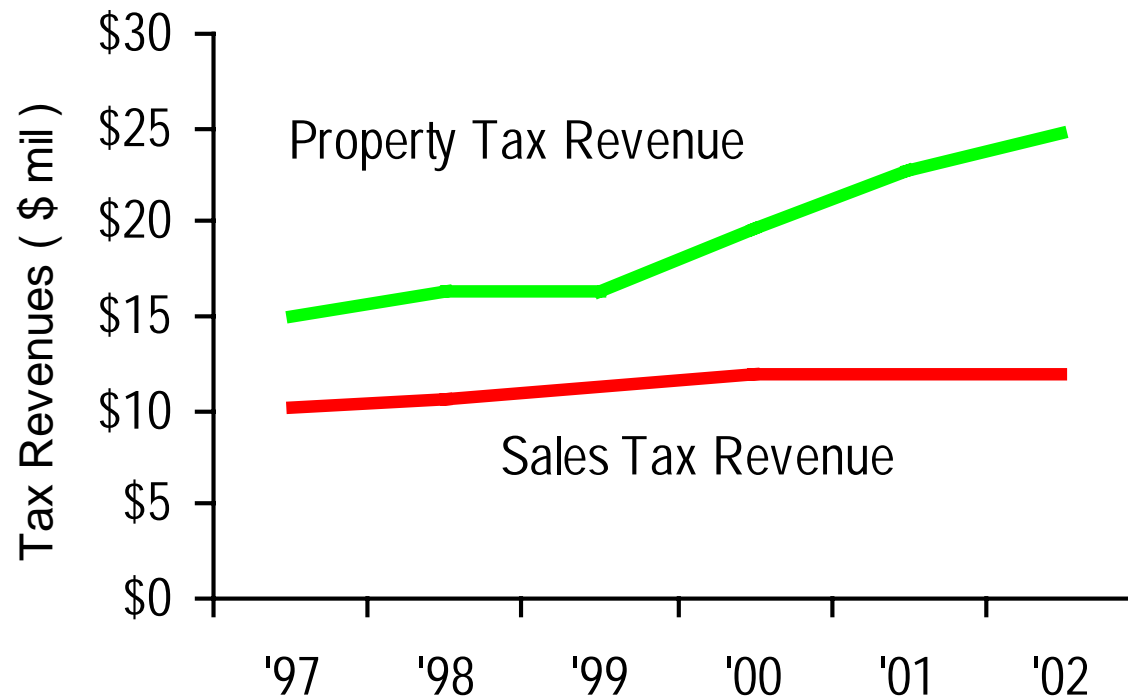
Tax Rates, 2000-2001

(per \$100 valuation)

Surry	\$0.5700
Dobson	0.3800
Elkin	0.4750
Mount Airy	0.4800

Charts and Data

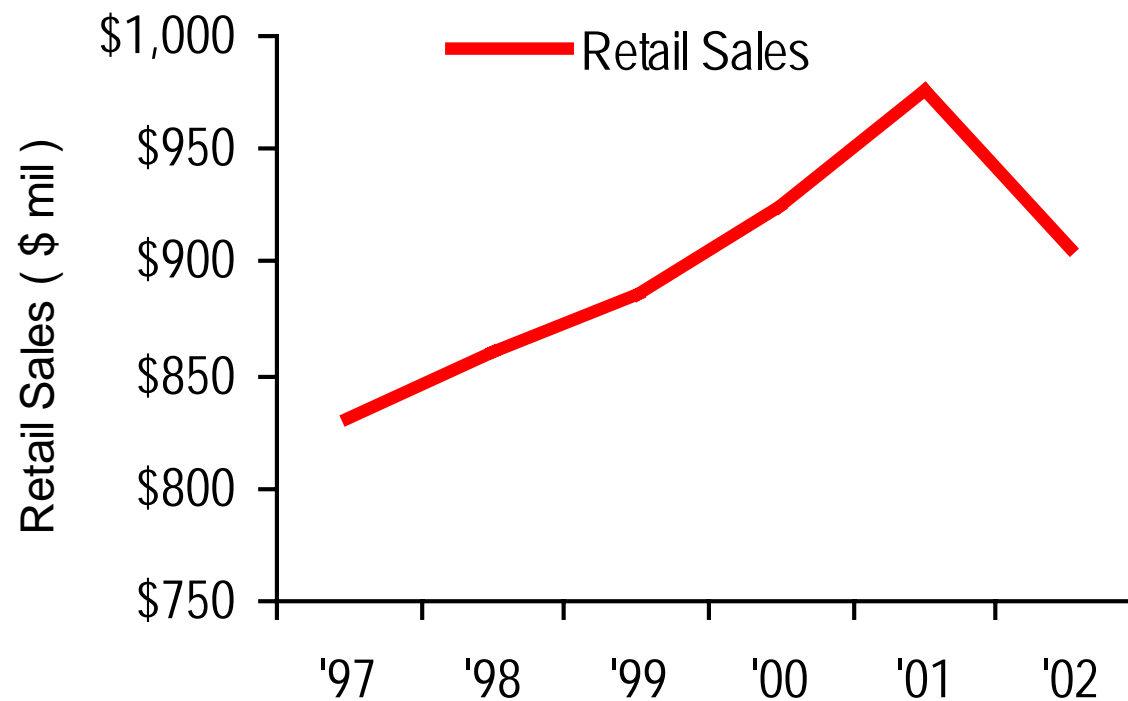
Tax Revenue, 1997 - 2002



Source: NC State Treasurer, NC Dept of Revenue

Charts and Data

Retail Sales, 1997 - 2002

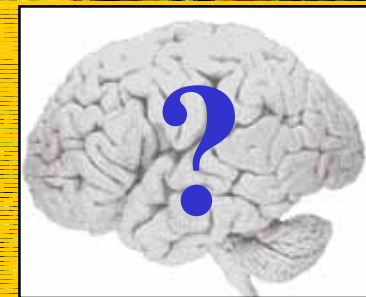


Source: NC State Treasurer, NC Dept of Revenue

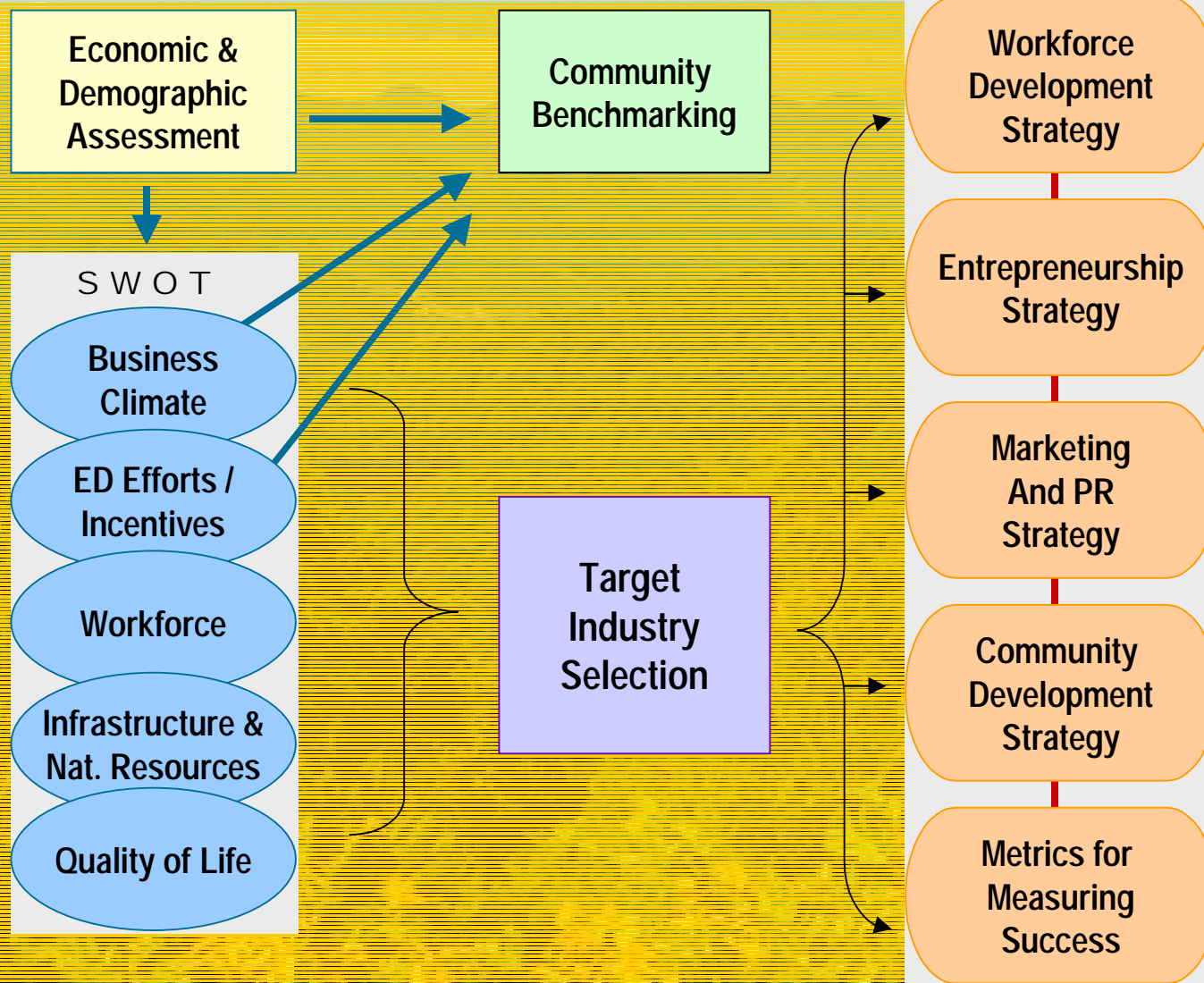
Brainstorming

What types of Industries would you like have in Surry 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 slope covered in lush green trees and some yellowish-brown foliage. The middle ground features rolling hills and valleys filled with dense green forest. The background shows distant mountain peaks under a clear blue sky.

Surry County Economic and Demographic Assessment

Thank you for your participation