

Rocky Mount, NC

Advanced industries employ

5,020

full-time workers. (2013)

These direct jobs supports an additional

4,020

indirect jobs in other industries in the region.

Advanced industries produce

\$1.0

billion dollars in output in the region.
(2013, 2005 Chained)

Advanced industries pay, on average

\$48,930

dollars per year (2013).

Advanced industries directly account for

8.9%

of all jobs in the region.

This employment share is

#67

among all small metros.

This accounts for

18.3%

of all output in the region (2013).

This compares to average pay of

\$41,110

for all industries (2013).

Advanced industry annual average growth, 2010-2013

JOBS

2.7%

0.9%

OUTPUT

3.8%

-0.5%

Rocky Mount, NC

U.S.

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U.S.

What are Advanced Industries?

The Metropolitan Policy Program at Brookings defines advanced industries as those that: 1) Spend at least \$450 per worker per year on R&D and 2) employ at least 20 percent of their workforce in STEM-intensive occupations. The definition identifies 50 4-digit NAICS industries across the manufacturing, energy, and services sectors that together constitute the advanced industries super-sector.

Why do Advanced Industries Matter?

Advanced industries encompass the nation's "tech" sector at its broadest and most consequential. They represent a sizable economic anchor for the U.S. economy and have led the post-recession employment recovery. Their competitiveness and growth are prerequisites for any future broadly shared prosperity. As such, the sector encompasses the country's best shot at supporting innovative, inclusive, and sustainable growth. Advanced industries are present in nearly every U.S. region, but the sector's geography is uneven.

For More Information

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www.brookings.edu/advancedindustries

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DATA NOTES

All figures reflect Brookings analysis of data from Moody's Analytics.

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Twenty-Five Largest Advanced Industries (2013)

Industry 4-Digit NAICS Code	Industry Title	Industry Employment (2013)	Industry Location Quotient (LQ) † 2013	Industry Share of Total Advanced Industries Employment (2013)	Industry Employment Annual Growth 2010-2013	Industry Share of Total Advanced Industries Output (2013)	Industry Output Annual Growth 2010-2013
5416	Management Consulting	770	1.64	15.4%	-2.4%	10.0%	-2.7%
3339	General Purpose Machinery	750	7.35	15.0%	1.4%	13.7%	4.5%
3331	Agri., Constr., Mining Machinery	690	6.92	13.7%	22.6%	13.5%	22.4%
3345	Precision Instruments	460	2.91	9.1%	-6.8%	10.8%	-12.0%
3359	Misc. Electrical Equipment	370	7.28	7.3%	0.8%	5.4%	-3.1%
5182	Data Processing & Hosting	270	2.55	5.4%	-8.5%	4.8%	-9.6%
3353	Electrical Equipment	260	4.54	5.2%	4.6%	5.4%	3.1%
3332	Industrial Machinery	190	4.40	3.7%	1.5%	3.1%	2.0%
3341	Computer Equipment	190	2.93	3.7%	-8.8%	4.7%	-22.7%
2211	Power Generation & Supply	150	0.94	3.0%	5.2%	9.4%	11.4%
5413	Architecture & Engineering	140	0.26	2.8%	13.2%	1.7%	14.7%
3336	Engine & Power Equipment	100	2.47	2.0%	1.4%	2.6%	7.2%
3333	Commercial & Service Machinery	60	1.78	1.2%	1.1%	2.1%	3.8%
5417	R&D Services	60	0.24	1.2%	-4.0%	1.0%	-0.3%
3351	Electrical Lighting Equipment	60	3.06	1.2%	0.0%	0.9%	-7.6%
3363	Motor Vehicle Parts	50	0.26	1.1%	3.4%	0.7%	24.2%
5172	Wireless Telecom Carriers	50	0.85	1.0%	-3.6%	0.9%	7.3%
3352	Household Appliances	50	1.98	0.9%	-6.3%	1.3%	-5.4%
5415	Computer Systems Design	40	0.06	0.8%	35.2%	0.7%	38.2%
5112	Software Products	30	0.29	0.7%	-2.8%	1.8%	0.4%
5152	Cable and Other Subscription Programming	30	1.19	0.7%	-13.2%	0.9%	-0.6%
3344	Semiconductors	30	0.18	0.5%	-4.5%	0.5%	-19.3%
5191	Web Search Portals and Internet Publishing	20	0.31	0.5%	1.4%	0.4%	-2.4%
5179	Other telecommunications	20	0.68	0.5%	-11.3%	0.4%	-4.4%
3241	Petroleum & Coal Products	20	0.47	0.4%	-5.6%	0.4%	-18.7%
Advanced industries manufacturing		3,390	1.55	67.6%	2.3%	67.9%	-1.3%
Advanced industries energy		150	0.58	3.0%	5.2%	9.4%	11.4%
Advanced industries services		1,480	0.60	29.5%	-2.3%	22.7%	-1.9%
ADVANCED INDUSTRIES TOTAL		5,020	1.02	100.0%	0.9%	100.0%	-0.5%

† Location quotients are a measure of specialization for an industry using employment. A LQ of over 1 indicates that an industry employs more workers, as a share of total employment, than the nation as a whole.