

Rocky Mount, NC

Advanced industries employ

6,815

full-time workers. (2015)

These direct jobs supports an additional

5,450

indirect jobs in other industries in the region.

Advanced industries produce

\$1.2

billion dollars in output in the region. (2015, 2009 Chained)

Advanced industries pay, on average

\$37,794

dollars per year (2015).

Advanced industries directly account for

11.6%

of all jobs in the region.

This employment share is

#32

among all small metros.

This accounts for

21.1%

of all output in the region (2015).

This compares to average pay of

\$39,944

for all industries (2015).

Advanced industry annual average growth, 2013-2015

OUTPUT

RANK:
#196

2.70%

JOBS

RANK:
#49

4.53%

2.46%

0.23%

Rocky Mount, NC

U.S.

Rocky Mount, NC

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

VIEW THE FULL REPORT

www.brookings.edu/advancedindustries

SEE THE INTERACTIVE

www.brookings.edu/advancedindustries

FOLLOW US ON TWITTER

@BrookingsMetro | @MarkMuro1 | #AdvIndustries

DATA NOTES

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

Rocky Mount, NC

Twenty-Five Largest Advanced Industries (2015)

There are 14 advanced industries in Rocky Mount, NC with LQs over 1.5. LQs over 1.5 indicate specialization †

Industry 4-Digit NAICS Code	Industry Title	Industry Employment (2015)	Industry Location Quotient (LQ) † 2015	Industry Share of Total Advanced Industries Employment (2015)	Industry Employment Annual Growth		Industry Share of Total Advanced Industries Output (2015)	Industry Output Annual Growth	
					2010-2013	2013-2015		2010-2013	2013-2015
3339	General Purpose Machinery	1,320	12.38	19.4%	0.9%	13.9%	15.8%	-1.2%	12.6%
5416	Management Consulting	950	1.85	13.9%	-2.5%	9.9%	9.4%	-4.1%	9.4%
3331	Agri., Constr., Mining Machinery	930	9.82	13.7%	22.0%	-0.5%	13.2%	18.2%	1.0%
3345	Precision Instruments	550	3.41	8.0%	-5.1%	-7.9%	12.6%	-3.0%	-15.3%
3359	Misc. Electrical Equipment	480	9.29	7.1%	3.5%	-1.4%	4.8%	-8.0%	-3.1%
3353	Electrical Equipment	370	6.50	5.5%	7.4%	2.4%	6.1%	0.0%	4.6%
3332	Industrial Machinery	330	7.30	4.8%	0.9%	14.0%	3.7%	-2.7%	11.4%
5182	Data Processing & Hosting	300	2.48	4.4%	-9.1%	6.3%	4.6%	-13.5%	17.8%
3336	Engine & Power Equipment	230	5.48	3.3%	1.2%	28.2%	3.1%	3.4%	5.5%
3341	Computer Equipment	200	3.09	2.9%	-7.0%	-8.1%	4.2%	-17.1%	-13.9%
5413	Engineering	170	0.31	2.6%	15.1%	9.5%	1.5%	15.1%	6.8%
2211	Power Generation & Supply	160	1.00	2.3%	5.9%	4.7%	5.7%	6.0%	-12.2%
3333	Commercial & Service Machinery	110	2.94	1.5%	0.8%	11.1%	2.5%	0.8%	13.0%
3351	Electrical Lighting Equipment	80	3.93	1.1%	2.2%	-1.3%	0.9%	-9.5%	1.1%
3352	Household Appliances	70	2.68	1.0%	-4.4%	3.2%	1.2%	-8.6%	0.7%
3363	Motor Vehicle Parts	70	0.29	1.0%	2.9%	-5.0%	0.7%	16.2%	-5.0%
5417	R&D Services	70	0.25	1.0%	-2.6%	2.4%	0.9%	-0.7%	3.2%
5172	Wireless Telecom Carriers	60	1.04	0.8%	-3.6%	-3.4%	0.8%	7.5%	19.7%
3241	Petroleum & Coal Products	40	0.84	0.5%	-7.0%	13.0%	0.5%	-19.6%	1.4%
5112	Software Products	40	0.28	0.5%	-9.3%	-1.3%	1.7%	-8.8%	9.8%
6215	Medical and Diagnostic Laboratories	30	0.31	0.5%	26.0%	26.5%	0.2%	20.4%	20.5%
5152	Cable and Other Subscription Programming	30	1.21	0.4%	-12.9%	-4.7%	0.9%	-2.5%	3.6%
3344	Semiconductors	30	0.20	0.4%	-3.6%	-7.6%	0.5%	-13.9%	-14.3%
3361	Motor Vehicles	30	0.32	0.4%	3.7%	-5.3%	0.5%	26.1%	-0.5%
5191	Web Search Portals and Internet Publishing	30	0.27	0.4%	0.0%	6.3%	0.4%	-4.3%	11.7%
IFG	Advanced industries manufacturing	4,970	2.22	72.9%	3.1%	3.6%	73.1%	-1.4%	-1.1%
	Advanced industries energy	160	0.63	2.3%	5.9%	4.7%	5.7%	6.0%	-12.1%
	Advanced industries services	1,690	0.63	24.8%	-2.8%	7.3%	21.2%	-4.5%	10.2%
	ADVANCED INDUSTRIES TOTAL	6,820	1.32	100.0%	1.7%	4.5%	100.0%	-1.5%	0.2%

† 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.