

Region VII Workforce Investment Area Industry Trend and Linkage Analysis

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OVERVIEW

Economic development organizations trying to attract, retain, or grow business and industry in their region must do so with limited financial resources, as well as limited time. It is therefore important for these organizations to identify those businesses and industries that are most likely to succeed in their region. This allows the economic development organization to “target” its resources on those industries. Target industry studies are often utilized by economic development professionals to assist in this effort. A major component of a target industry study involves an analysis of available business and industry data. This report summarizes the industry trend and linkage analysis for the Region VII Workforce Investment Area (WIA 7).

The industry trend and linkage analysis identifies potential “target” industries for the WIB 7 region. The WIB 7 region includes the following counties: Berkeley, Grant, Hampshire, Hardy, Jefferson, Mineral, Morgan, and Pendleton counties. A complete target industry study typically includes, in addition to a comprehensive data analysis, personal interviews with business and community leaders, and focus group exercises that bring the information together to identify the target industries. Target industries ideally should be high performing industries that are feasible in the region and meet the development goals of the region.

This document summarizes data analysis designed to provide insight into industries that are high performers. High performance industries may include industries with a strong employment base, rapid employment growth, high wages, and/or high wage growth. The tables presented here are designed to be an input to the organization in determining the “target” industries for the region.

METHODOLOGY

The data analysis used for this study examined several data sets and several key pieces of information. Summary tables from the data analysis were generated not only for the WIB 7 economy, but also for the Eastern Panhandle and Potomac Highlands economies. In addition, data were examined for the West Virginia economy, the Maryland-Virginia economy, and the United States economy. Data used in the analysis include data from *County Business Patterns*, *West Virginia Employment and Wages* (unpublished data), and IMPLAN data tables covering what industries send materials out of the region (domestic and international exports) and what industries import materials from outside the region.

The data tables from IMPLAN were examined to identify large importing and exporting industries. Importing and exporting refer to both domestic and international imports and exports. These data provide information on industries that are importing significant amounts of materials, which may present an opportunity to locate a supplying industry in the region. These data also provide information on industries that are exporting their product outside the region. If the industry is exporting to another industry that is, in turn, further processing

the exported good, then this may present an opportunity for locating the value-added industry in the region.

SUMMARY OF DATA TABLES AVAILABLE

Tables for this report are presented in hard copies as well as in electronic files on the companion CD. The hard copies present tables associated only with Workforce Investment Area 7 (WIA 7). The electronic files present not only tables for the WIA 7 region but also tables for the other five regions, which include: Eastern Panhandle, Potomac Highlands, West Virginia, Maryland and Virginia, and United States.

The electronic files consist of both excel and pdf files. The excel files are stored in six separate directories in accordance with the six regions. The list below shows the files stored within each directory. All excel files for each region are also combined into one pdf per region.

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WIA 7 Industry Trend and Linkage Analysis Database\Excel Files\ 1_WIB 7 Region

EXCEL FILE: WIB7 ALL INDUSTRIES.XLS

- Table 1.1. Top 50 Industries in WIB 7 by Number of Employees: 2001
- Table 1.2. Top 50 Industries in WIB 7 by Annual Average Wages: 2001 (Industries with 50 or More employees)
- Table 1.3. Top 50 Industries in WIB 7 by Employment Growth: 1990-2001 (Industries with 50 or More employees)
- Table 1.4. Top 50 Industries in WIB 7 by Wage Growth: 1990-2001 (Industries with 50 or More employees)
- Table 1.5. Summary Rankings for Industries Ranked in the Top 100 in at Least Three Categories (WIB 7 Economy)

EXCEL FILE: WIB7 MNF INDUSTRIES.XLS

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- Table 1.10. Summary Rankings for Manufacturing Industries Ranked in the Top 25 in at Least Two Categories (WIB 7 Economy)

EXCEL FILE: WIB7 SERV INDUSTRIES.XLS

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EXCEL FILE: WIB7 EXPORT DETAIL.XLS

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CD Directory:**WIA 7 Industry Trend and Linkage Analysis Database\Excel Files\ 2_Eastern Panhandle Region**

EXCEL FILE: EP ALL INDUSTRIES.XLS

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- Table 2.3. Top 50 Industries in Eastern Panhandle by Employment Growth: 1990-2001 (Industries with 25 or More employees)
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WIA 7 Industry Trend and Linkage Analysis Database\Excel Files\3_Potomac Highlands Region

EXCEL FILE: PH ALL INDUSTRIES.XLS

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EXCEL FILE: WV ALL INDUSTRIES.XLS

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EXCEL FILE: MD_VA MNF MANUFACTURING INDUSTRIES (SIC).XLS

- Table 5.11. Top 150 Manufacturing Industries in Maryland and Virginia by Number of Employees: 1997
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- Table 5.15. Top 150 Manufacturing Industries in Maryland and Virginia by Number of Employees: 2000
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EXCEL FILE: MD_VA SERV SERVICES INDUSTRIES (SIC).XLS

- Table 5.19. Top 150 Services Industries in Maryland and Virginia by Number of Employees: 1997
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EXCEL FILE: MD_VA SERV SERVICES INDUSTRIES (NAICS).XLS

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EXCEL FILE: US ALL INDUSTRIES (SIC).XLS

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EXCEL FILE: US SERV SERVICES INDUSTRIES (SIC).XLS

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EXCEL FILE: US SERV SERVICES INDUSTRIES (NAICS).XLS

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HARDCOPY DATA TABLES FOR WIA 7
