

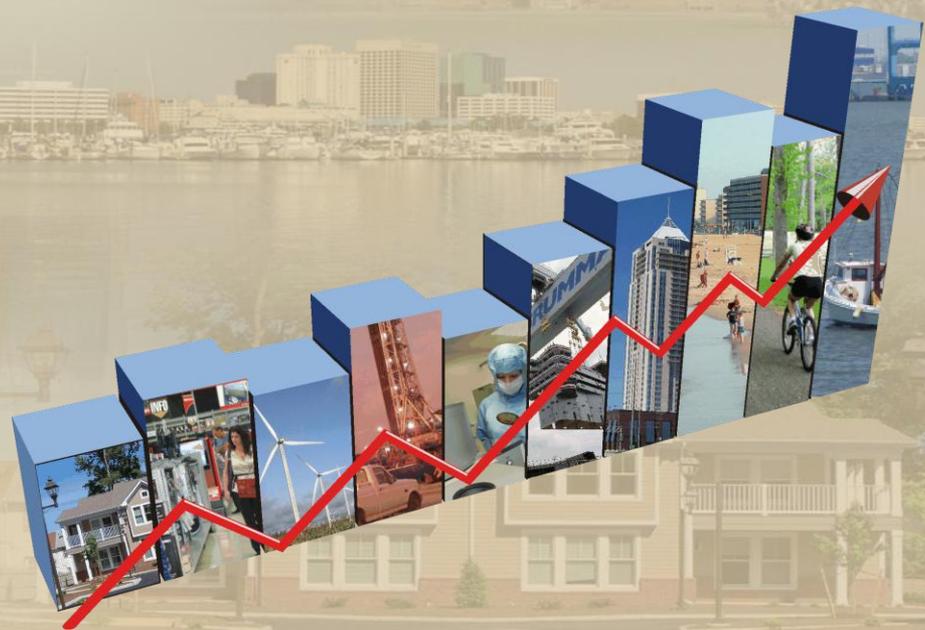
Hampton Roads Regional Benchmarking Study

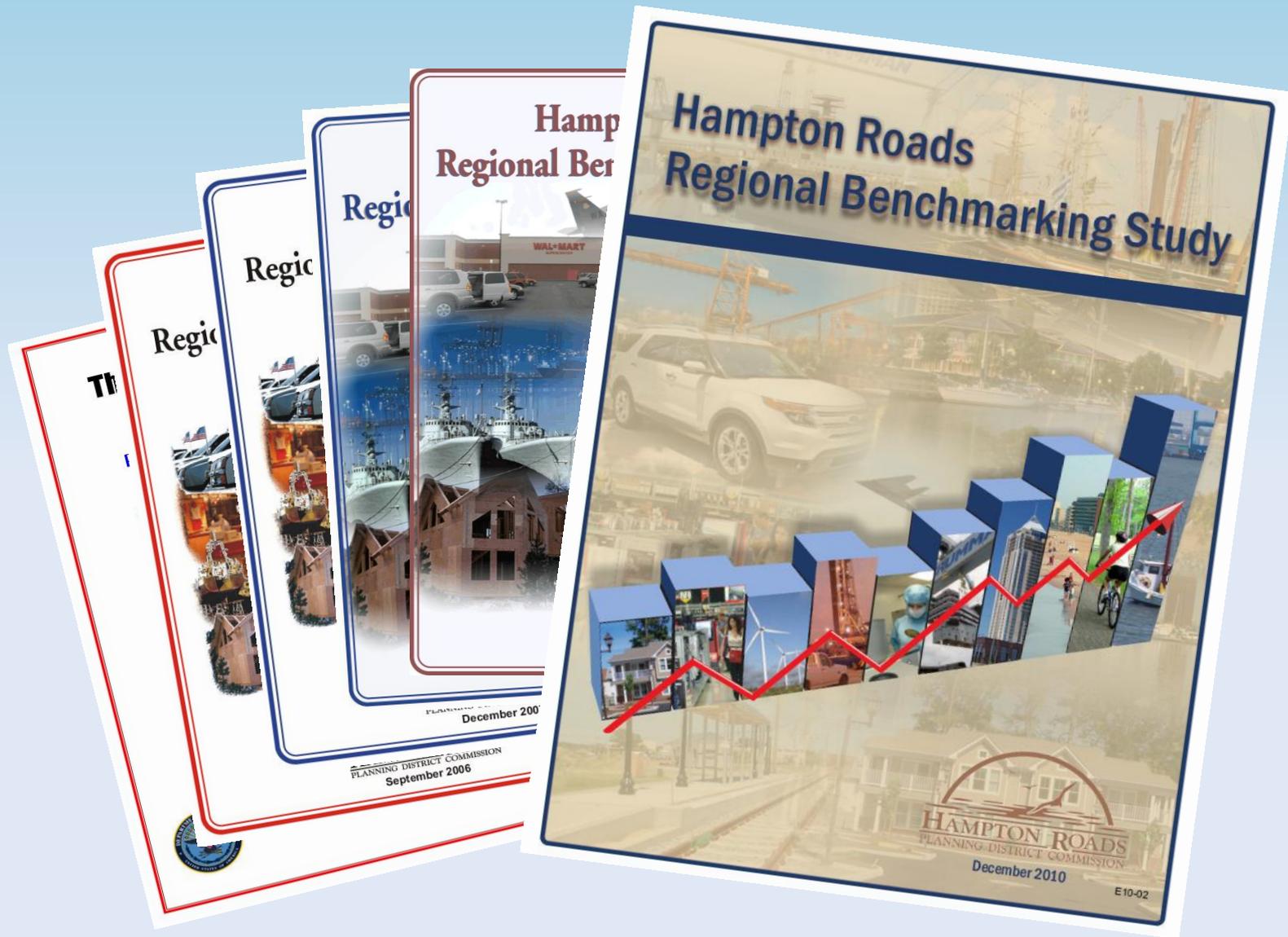
Hampton Roads Planning District Commission

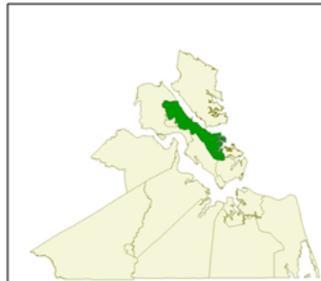
Greg Grootendorst

Chief Economist

December 15, 2010







York County

Board of Supervisors:
 Mr. Donald Wiggins, Chair
 Mr. George Hrichak, Vice-Chair
 Ms. Sheila Noll
 Mr. Thomas Shepperd Jr.
 Mr. Walter Zaremba

Population - 2009	65,964
Land Area - 2009	106 Square Miles
Population Density - 2009	622 Persons Per Square Mile
Total Employment - 2008	35,721
Labor Force - 2009	31,237
Unemployment Rate - 2009	5.3%
Per Capita Income - 2008	\$45,472
Total Personal Income - 2008	\$2,820,389,003
Taxable Retail Sales - 2009	\$897,426,613
Fair Market Value of Real Estate - 2008	\$8,890,823,207

Official Website <http://www.yorkcounty.gov/>



Franklin

City Council:
 Mr. James Council III, Mayor
 Ms. Raystine Johnson, Vice Mayor
 Mr. Donald Blythe
 Mr. Brenton Burgess
 Mr. Barry Cheatham
 Mrs. Mary Hilliard
 Mr. Greg McLemore

Population - 2009	8,362
Land Area - 2009	8 Square Miles
Population Density - 2009	1045 Persons Per Square Mile
Total Employment - 2008	6,391
Labor Force - 2009	3,954
Unemployment Rate - 2009	10.2%
Per Capita Income - 2008	\$31,035
Total Personal Income - 2008	\$263,654,810
Taxable Retail Sales - 2009	\$149,254,304
Fair Market Value of Real Estate - 2008	\$673,049,100

Official Website <http://www.franklinva.com/>



2009 ACS Rankings for Hampton Roads

17.2% **% of the Civilian Population Who Are Veterans**

48.6% **% Who Worked Outside County of Residence**

31.2% **% of Population Who Are African American**

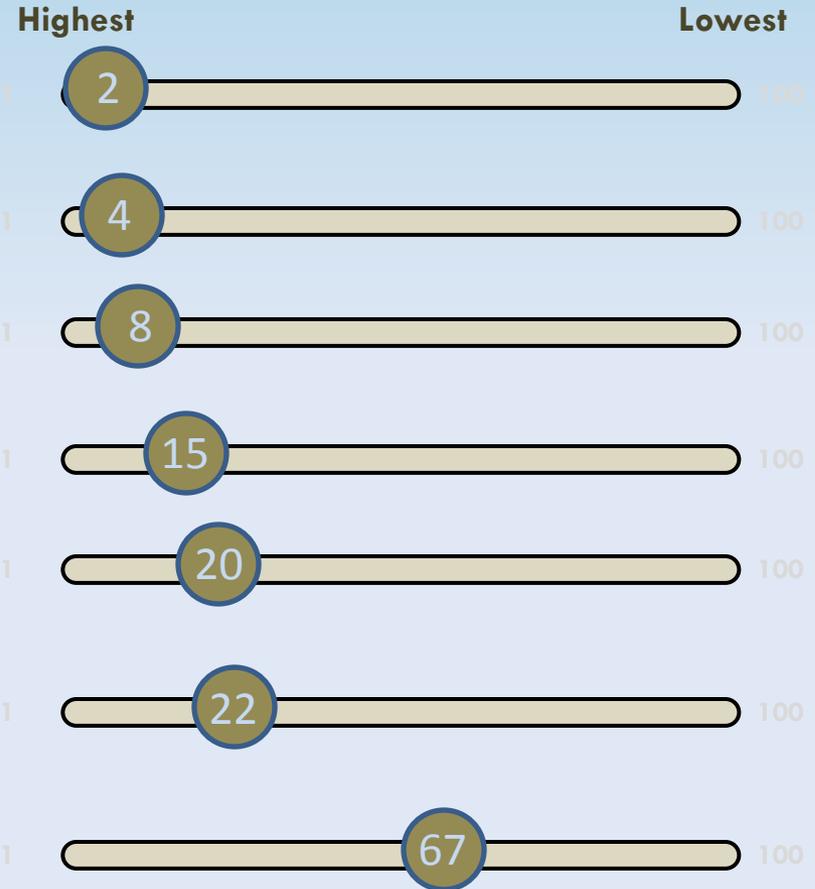
17.9% **% of Population Who Moved in Past Year**

78.2% **% Labor Force Participation (16-64 Years Old)**

89.4% **% of People Who Completed High School**

27.2% **% of People Who Have a Bachelor's Degree**

HR Rank in the Top 100 Metro Areas

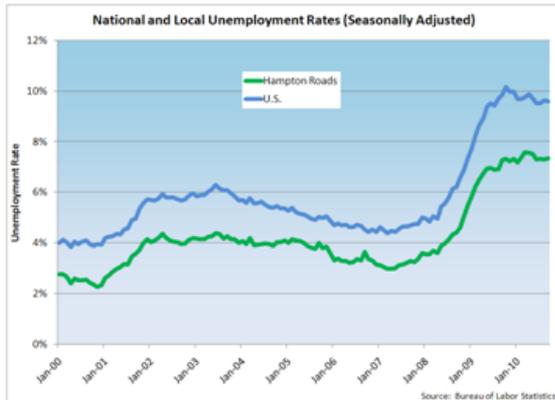


2009 ACS Rankings for Hampton Roads

HR Rank in the Top 100 Metro Areas



FIGURE 1.18 EMPLOYMENT TO POPULATION RATIOS IN HAMPTON ROADS AND COMPETING METRO AREAS



Why is it important: Unemployment rates reflect both the general well-being of the labor force and the ability of the labor force to meet the needs of employers. Comparing the regional unemployment rate to the national rate enables one to assess the condition of the regional labor market over time.

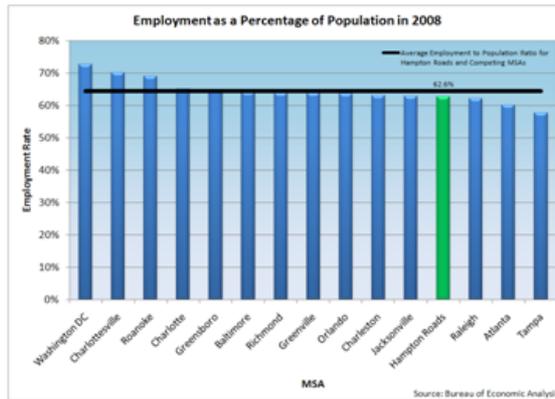
How are we doing: Hampton Roads has historically had low unemployment rates, though the unemployment rate has climbed recently on both the national and regional level.

FIGURE 1.17 DESEASONALIZED UNEMPLOYMENT RATES IN HAMPTON ROADS AND THE UNITED STATES

Figure 1.17 Deseasonalized Unemployment Rates in Hampton Roads And The United States

Month	U.S.	HR	Month	U.S.	HR	Month	U.S.	HR
Jan-00	4.01%	2.8%	Aug-03	6.07%	4.2%	Mar-07	4.39%	3.0%
Feb-00	4.11%	2.8%	Sep-03	6.09%	4.3%	Apr-07	4.49%	3.0%
Mar-00	4.03%	2.7%	Oct-03	5.95%	4.1%	May-07	4.43%	3.0%
Apr-00	3.84%	2.4%	Nov-03	5.83%	4.1%	Jun-07	4.55%	3.1%
May-00	4.04%	2.6%	Dec-03	5.67%	4.0%	Jul-07	4.65%	3.2%
Jun-00	3.96%	2.5%	Jan-04	5.70%	4.1%	Aug-07	4.64%	3.2%
Jul-00	4.04%	2.5%	Feb-04	5.57%	4.0%	Sep-07	4.69%	3.3%
Aug-00	4.11%	2.5%	Mar-04	5.78%	4.2%	Oct-07	4.75%	3.2%
Sep-00	3.95%	2.4%	Apr-04	5.56%	3.9%	Nov-07	4.74%	3.4%
Oct-00	3.88%	2.3%	May-04	5.58%	3.9%	Dec-07	5.00%	3.6%
Nov-00	3.94%	2.3%	Jun-04	5.62%	4.0%	Jan-08	4.95%	3.5%
Dec-00	3.93%	2.3%	Jul-04	5.51%	4.0%	Feb-08	4.84%	3.5%
Jan-01	4.19%	2.6%	Aug-04	5.41%	3.9%	Mar-08	5.06%	3.7%
Feb-01	4.24%	2.7%	Sep-04	5.38%	3.9%	Apr-08	4.96%	3.6%
Mar-01	4.27%	2.9%	Oct-04	5.45%	4.0%	May-08	5.44%	3.9%
Apr-01	4.37%	3.0%	Nov-04	5.35%	4.0%	Jun-08	5.55%	4.0%
May-01	4.34%	3.1%	Dec-04	5.36%	4.1%	Jul-08	5.76%	4.1%
Jun-01	4.52%	3.2%	Jan-05	5.26%	4.0%	Aug-08	6.15%	4.3%
Jul-01	4.58%	3.1%	Feb-05	5.38%	4.1%	Sep-08	6.19%	4.4%
Aug-01	4.91%	3.5%	Mar-05	5.21%	4.1%	Oct-08	6.57%	4.6%
Sep-01	4.96%	3.6%	Apr-05	5.15%	4.1%	Nov-08	6.87%	5.0%
Oct-01	5.34%	3.7%	May-05	5.13%	4.0%	Dec-08	7.37%	5.5%
Nov-01	5.55%	4.0%	Jun-05	5.04%	3.9%	Jan-09	7.73%	5.8%
Dec-01	5.72%	4.1%	Jul-05	4.96%	3.8%	Feb-09	8.23%	6.2%
Jan-02	5.69%	4.0%	Aug-05	4.90%	3.8%	Mar-09	8.63%	6.5%
Feb-02	5.68%	4.1%	Sep-05	5.04%	4.0%	Apr-09	8.93%	6.7%
Mar-02	5.75%	4.2%	Oct-05	4.97%	3.8%	May-09	9.37%	6.9%
Apr-02	5.94%	4.3%	Nov-05	5.04%	3.9%	Jun-09	9.51%	6.9%
May-02	5.79%	4.2%	Dec-05	4.85%	3.6%	Jul-09	9.42%	6.9%
Jun-02	5.80%	4.1%	Jan-06	4.70%	3.3%	Aug-09	9.71%	6.9%
Jul-02	5.79%	4.1%	Feb-06	4.77%	3.4%	Sep-09	9.85%	7.3%
Aug-02	5.73%	4.0%	Mar-06	4.69%	3.3%	Oct-09	10.15%	7.3%
Sep-02	5.67%	4.0%	Apr-06	4.72%	3.3%	Nov-09	9.98%	7.2%
Oct-02	5.72%	4.0%	May-06	4.62%	3.2%	Dec-09	9.97%	7.3%
Nov-02	5.87%	4.1%	Jun-06	4.62%	3.2%	Jan-10	9.69%	7.2%
Dec-02	5.96%	4.2%	Jul-06	4.73%	3.4%	Feb-10	9.69%	7.4%
Jan-03	5.84%	4.2%	Aug-06	4.68%	3.3%	Mar-10	9.75%	7.6%
Feb-03	5.90%	4.1%	Sep-06	4.52%	3.6%	Apr-10	9.86%	7.6%
Mar-03	5.88%	4.2%	Oct-06	4.43%	3.4%	May-10	9.70%	7.5%
Apr-03	6.04%	4.2%	Nov-06	4.52%	3.3%	Jun-10	9.51%	7.3%
May-03	6.11%	4.3%	Dec-06	4.44%	3.2%	Jul-10	9.51%	7.3%
Jun-03	6.30%	4.4%	Jan-07	4.63%	3.1%	Aug-10	9.64%	7.3%
Jul-03	6.15%	4.4%	Feb-07	4.51%	3.1%	Sep-10	9.58%	7.3%

Source: Bureau of Labor Statistics

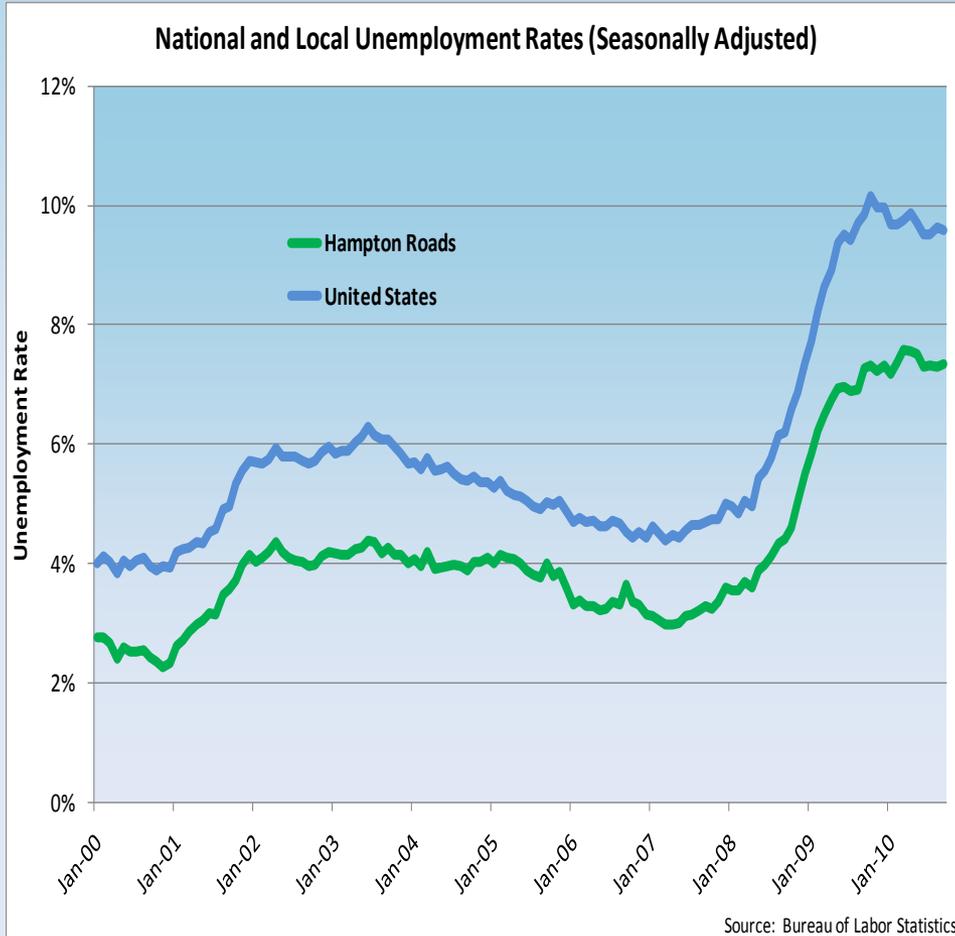


Why is it important: Hampton Roads competes with other metro areas at a number of levels. When comparing employment and income statistics, it is important to consider the employment to population ratios. A small increase or decrease in this ratio can drastically alter other benchmarking indicators.

How are we doing: At 62.6%, Hampton Roads' employment to population ratio is slightly below the average of reference metro areas.



Layout of Each Figure



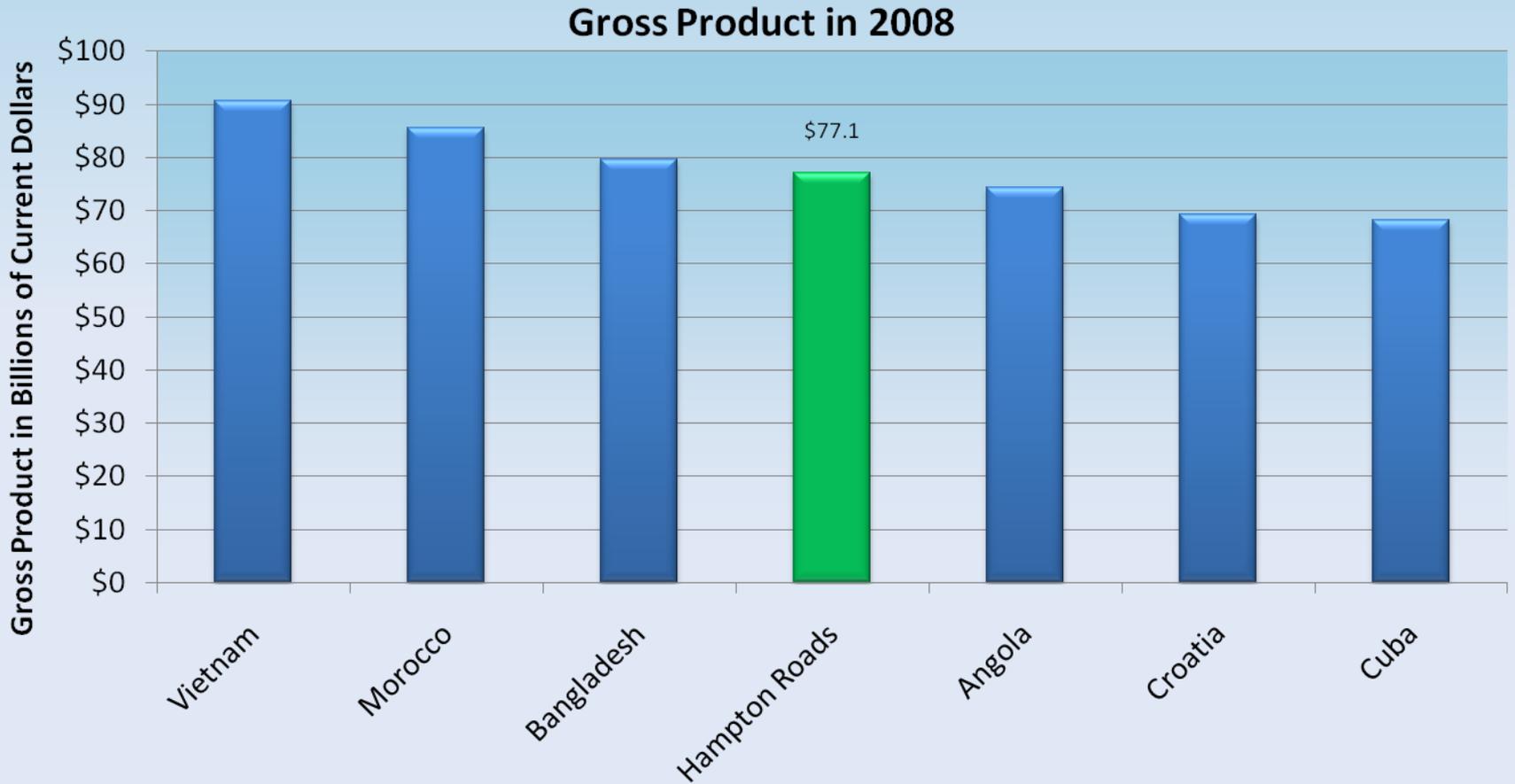
Why is it important:

Unemployment rates reflect both the general well-being of the labor force and the ability of the labor force to meet the needs of employers. Comparing the regional unemployment rate to the national rate enables one to assess the condition of the regional labor market over time.

How are we doing:

Hampton Roads has historically had low unemployment rates, though the unemployment rate has climbed recently on both the national and regional level.

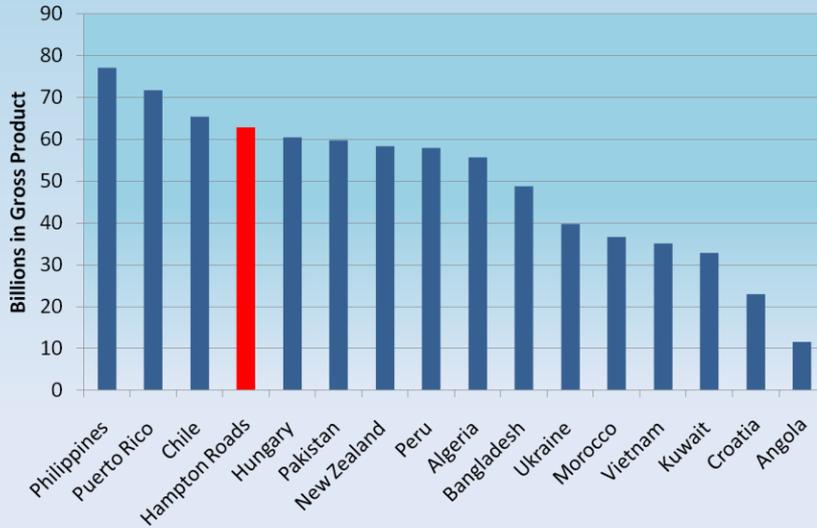
Gross Regional Product



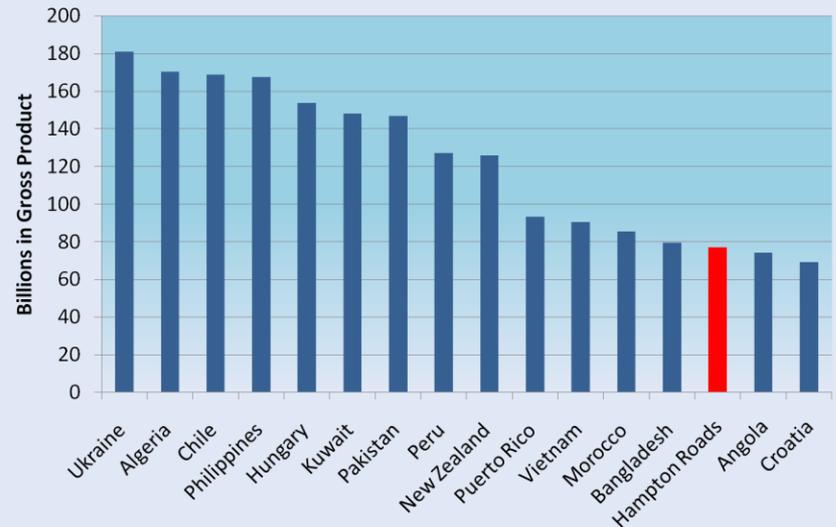
Source: Metro Economy Report, U.S. Conference of Mayors

Gross Regional Product

HR GRP vs. Comparative GDP - 2002

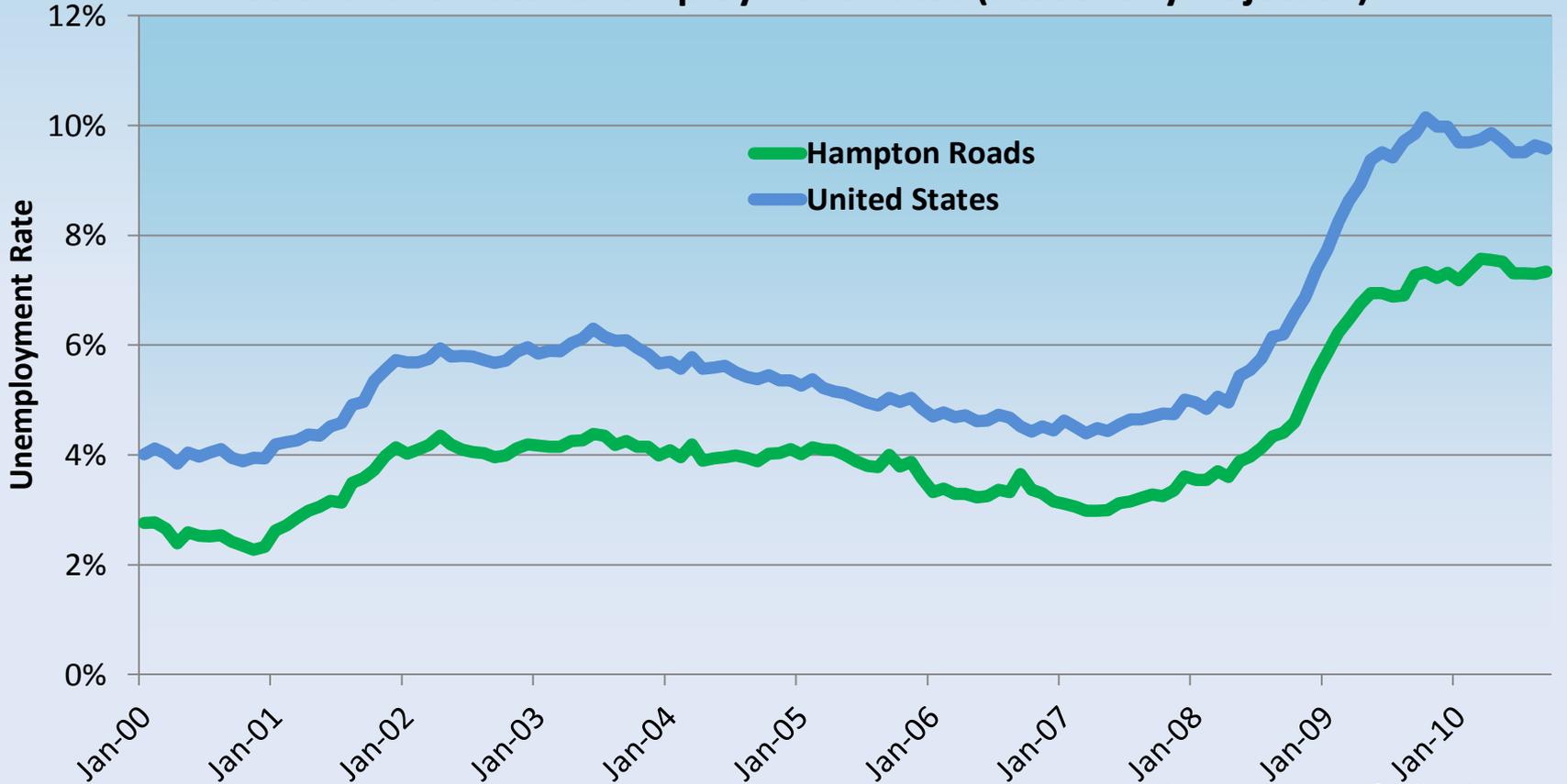


HR GRP vs. Comparative GDP - 2008



Unemployment Rates

National and Local Unemployment Rates (Seasonally Adjusted)



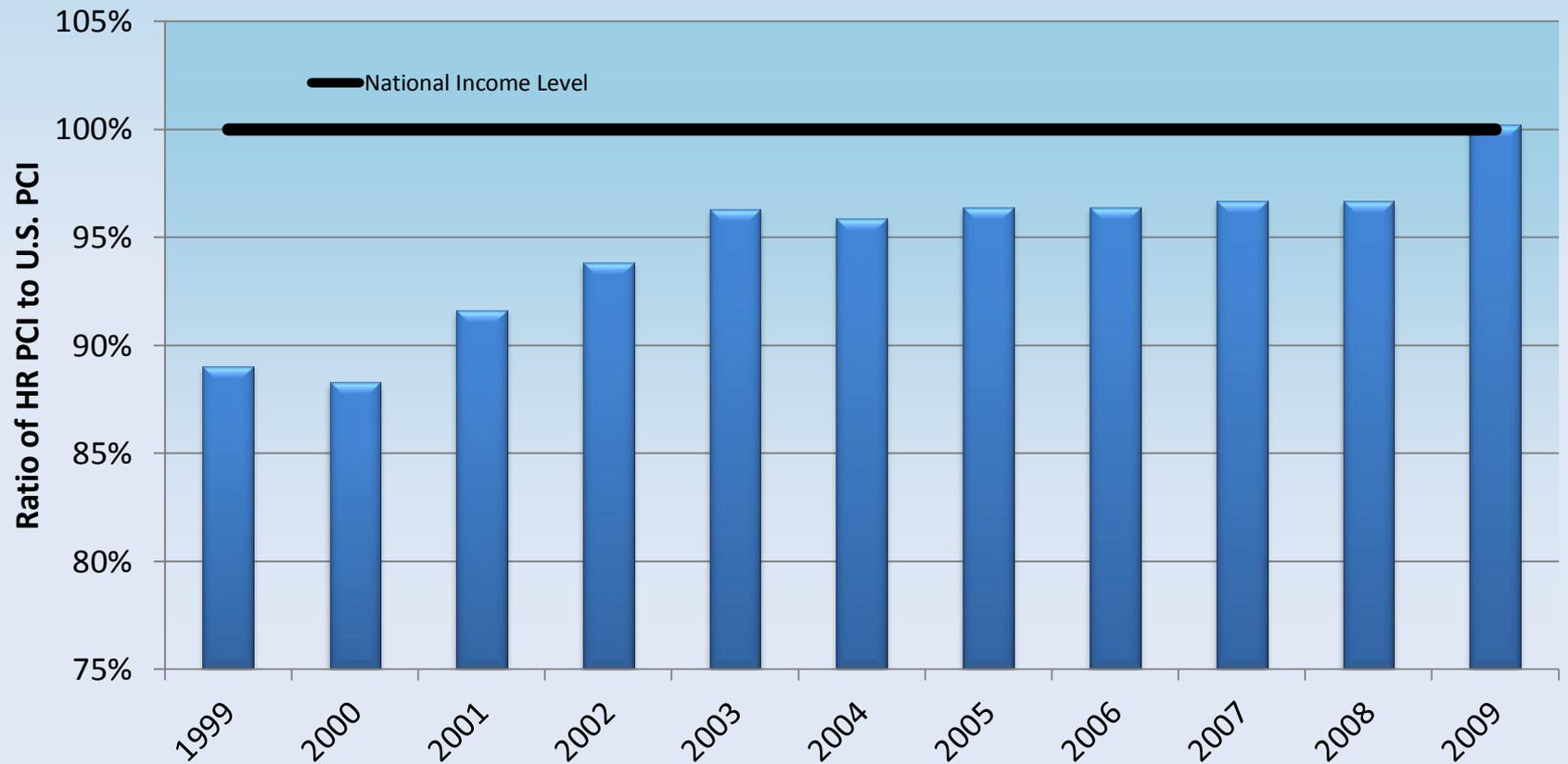
Source: Bureau of Labor Statistics

Unemployment

- If Hampton Roads' unemployment rate increased to the national rate, it would be equivalent to approximately **18,000** additional persons becoming unemployed.
 - This is roughly equal to the number of people who work at Naval Air Station Oceana

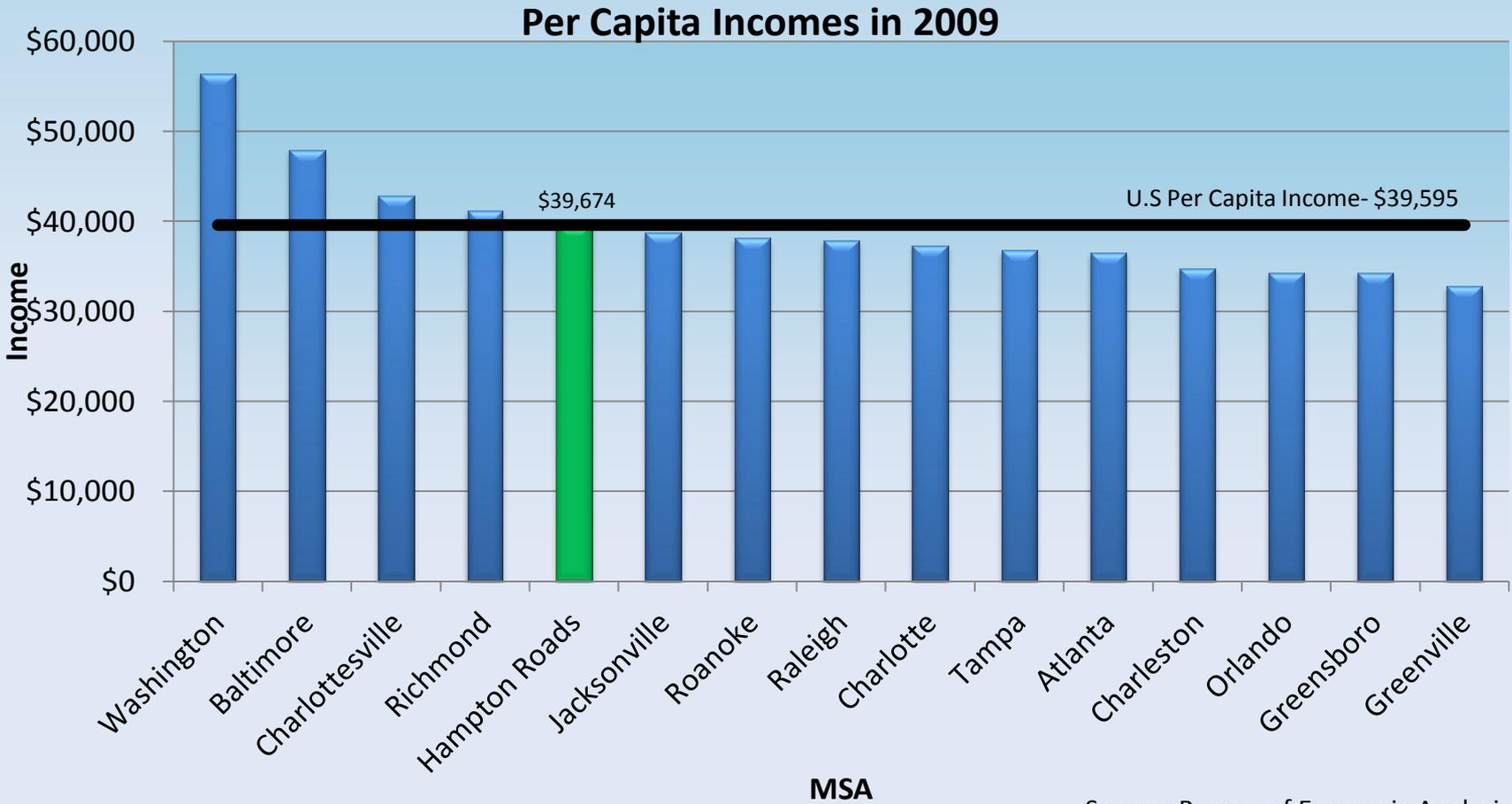
Hampton Roads Per Capita Income in Relation to the National Average

Relative Per Capita Income



Source: Bureau of Economic Analysis

Per Capita Income in Hampton Roads and Competing Metro Areas

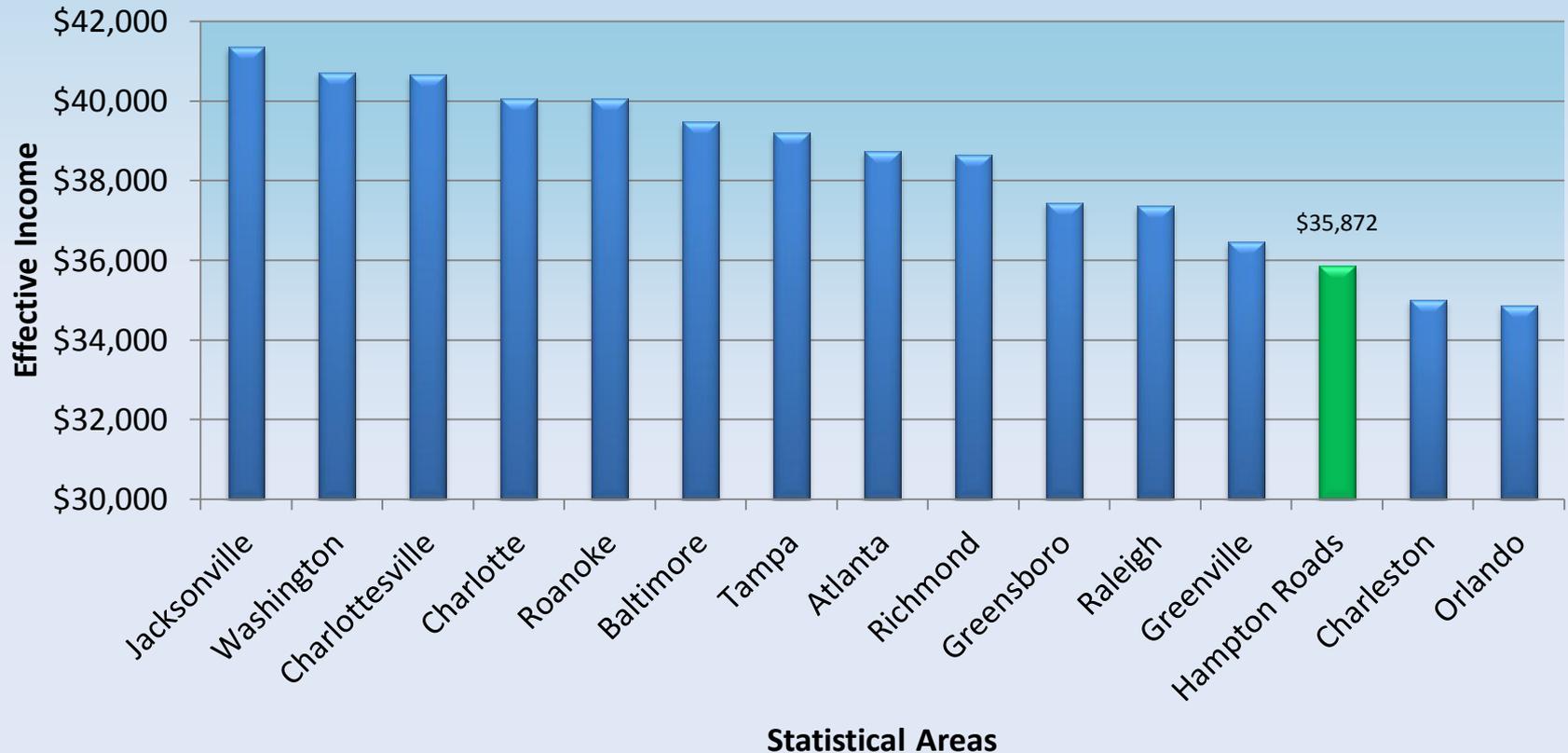


Source: Bureau of Economic Analysis



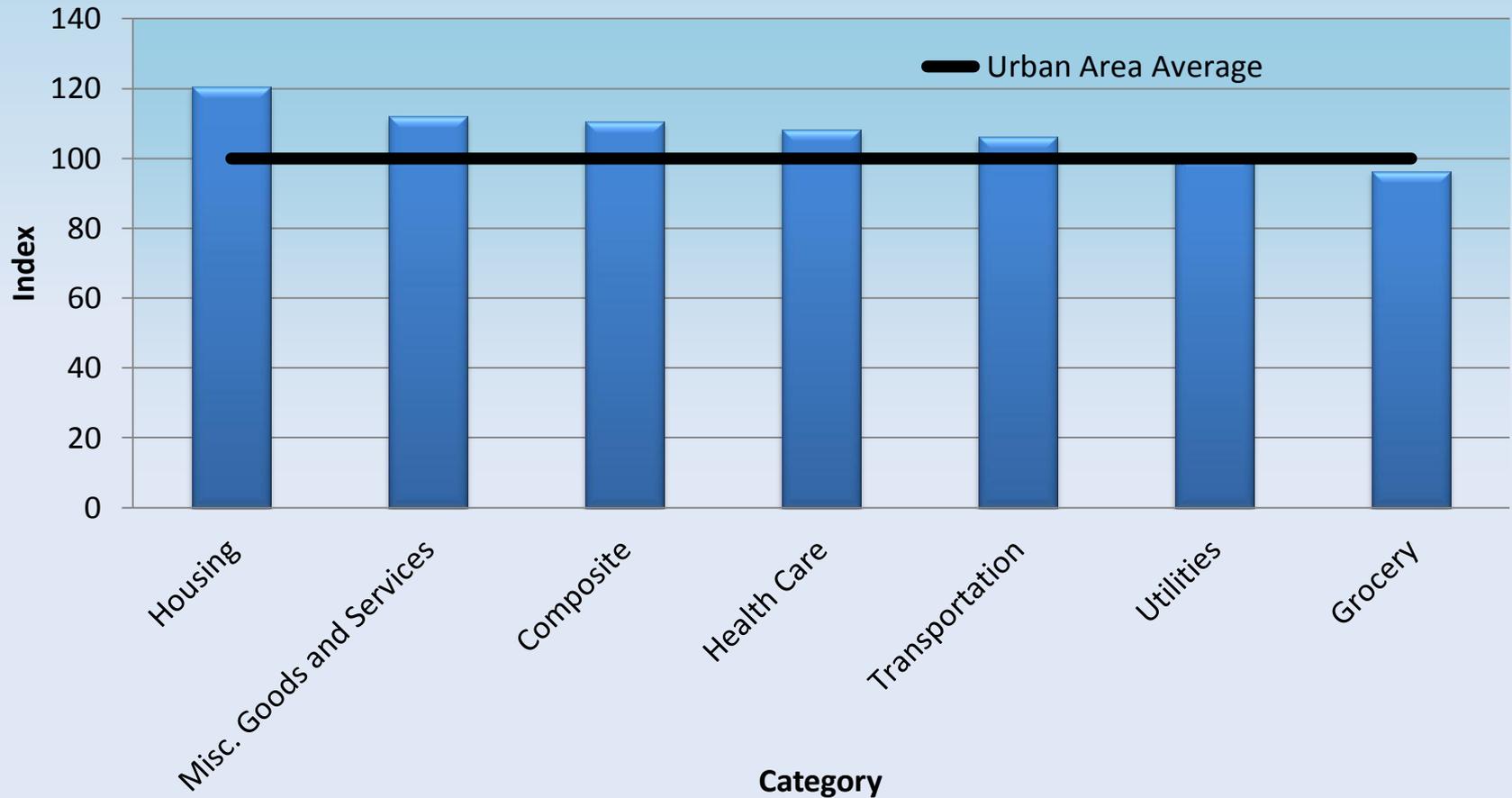
Purchasing Power of Per Capita Income in Hampton Roads and Competing Metro

Purchasing Power of Per Capita Income 2009



Source: Bureau of Economic Analysis, ACCRA

Hampton Roads Regional Cost of Living Index



Source: The Council for Community and Economic Research

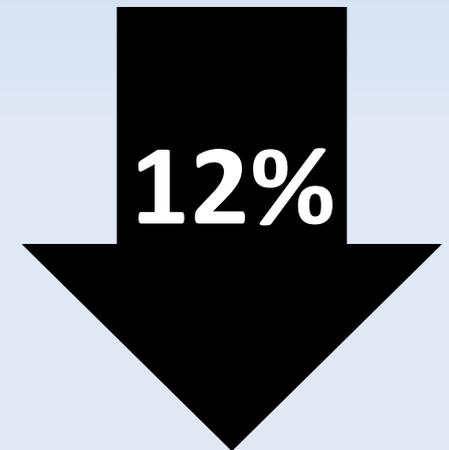
Hampton Roads Cost of Living Index

Composite Cost of Living Index for Hampton Roads



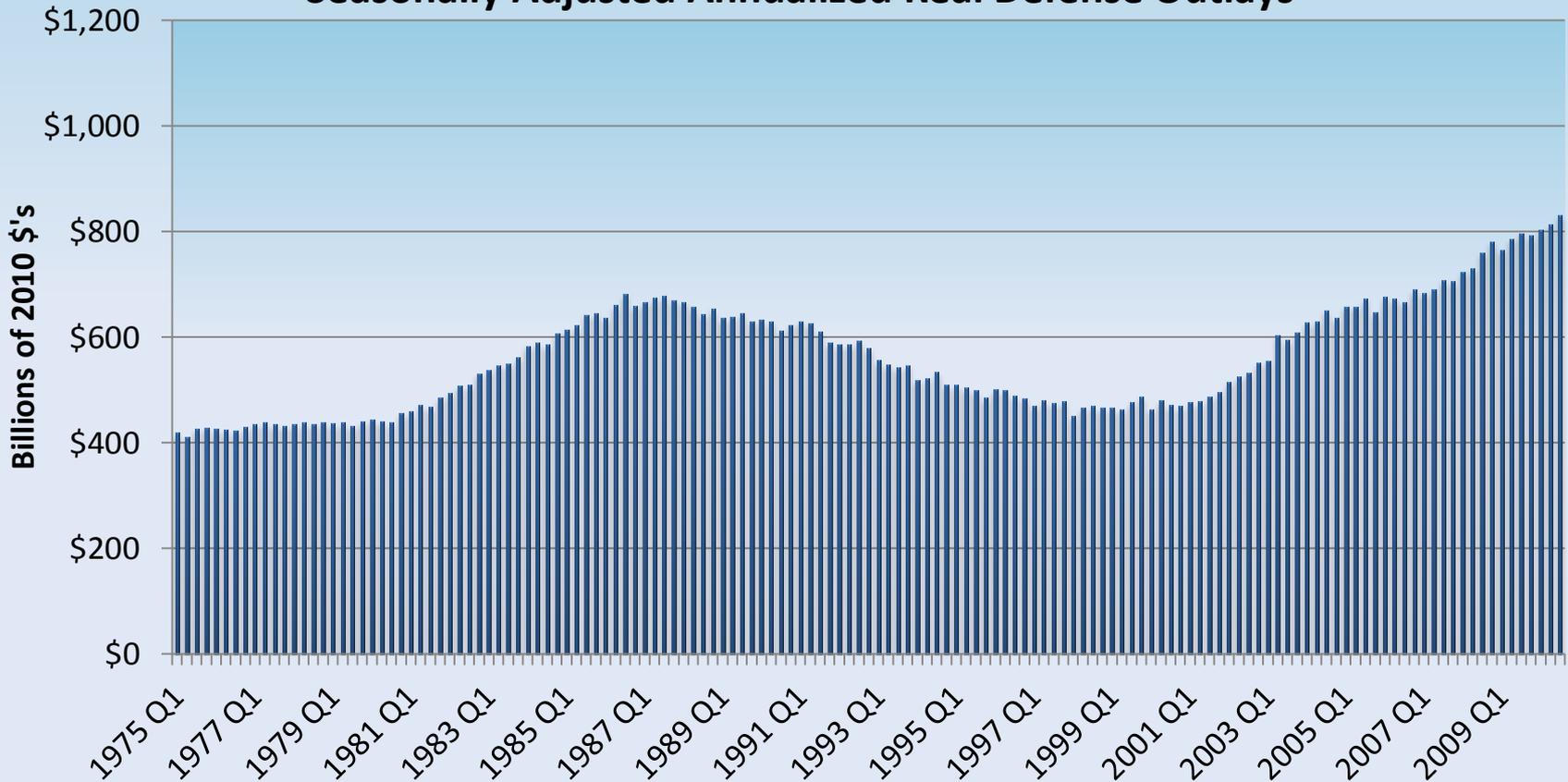
Source: The Council for Community and Economic Research

Reduction in Relative
Purchasing Power



Defense Spending

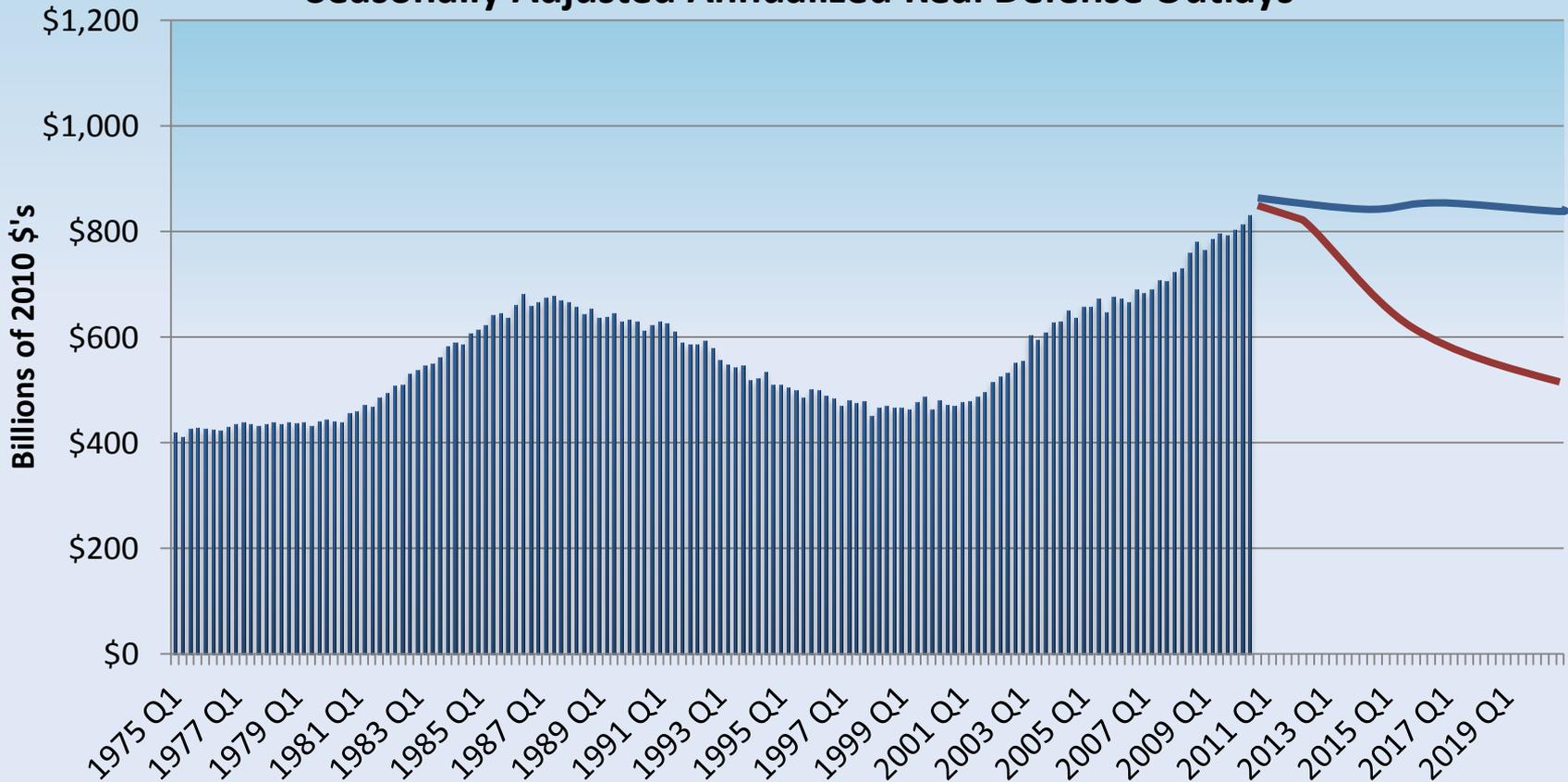
Seasonally Adjusted Annualized Real Defense Outlays



Source: Survey of Current Business

Defense Spending

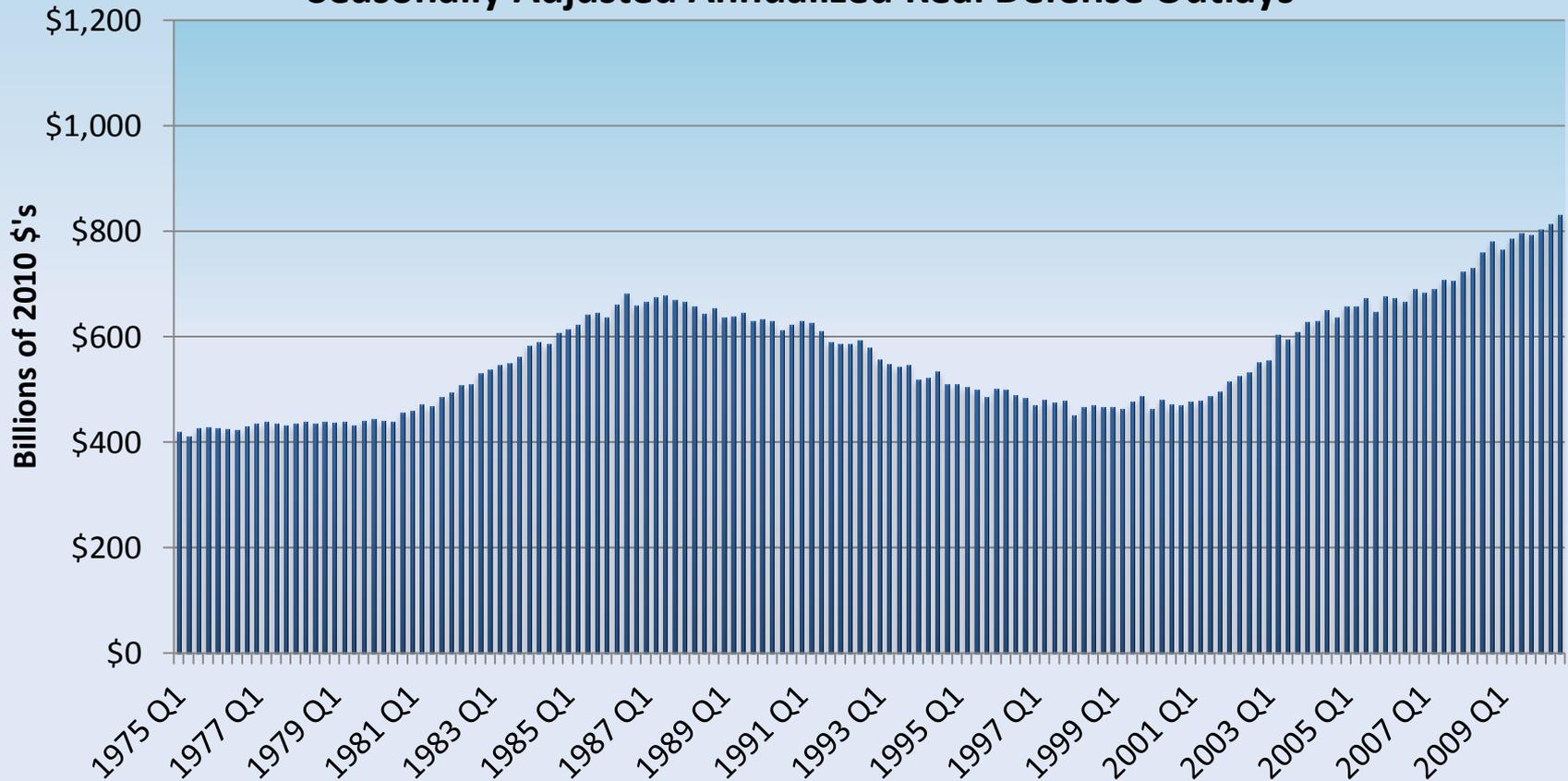
Seasonally Adjusted Annualized Real Defense Outlays



Source: Survey of Current Business

Defense Spending

Seasonally Adjusted Annualized Real Defense Outlays



Source: Survey of Current Business

Concentration of Shipbuilding and Repair Employment in Hampton Roads

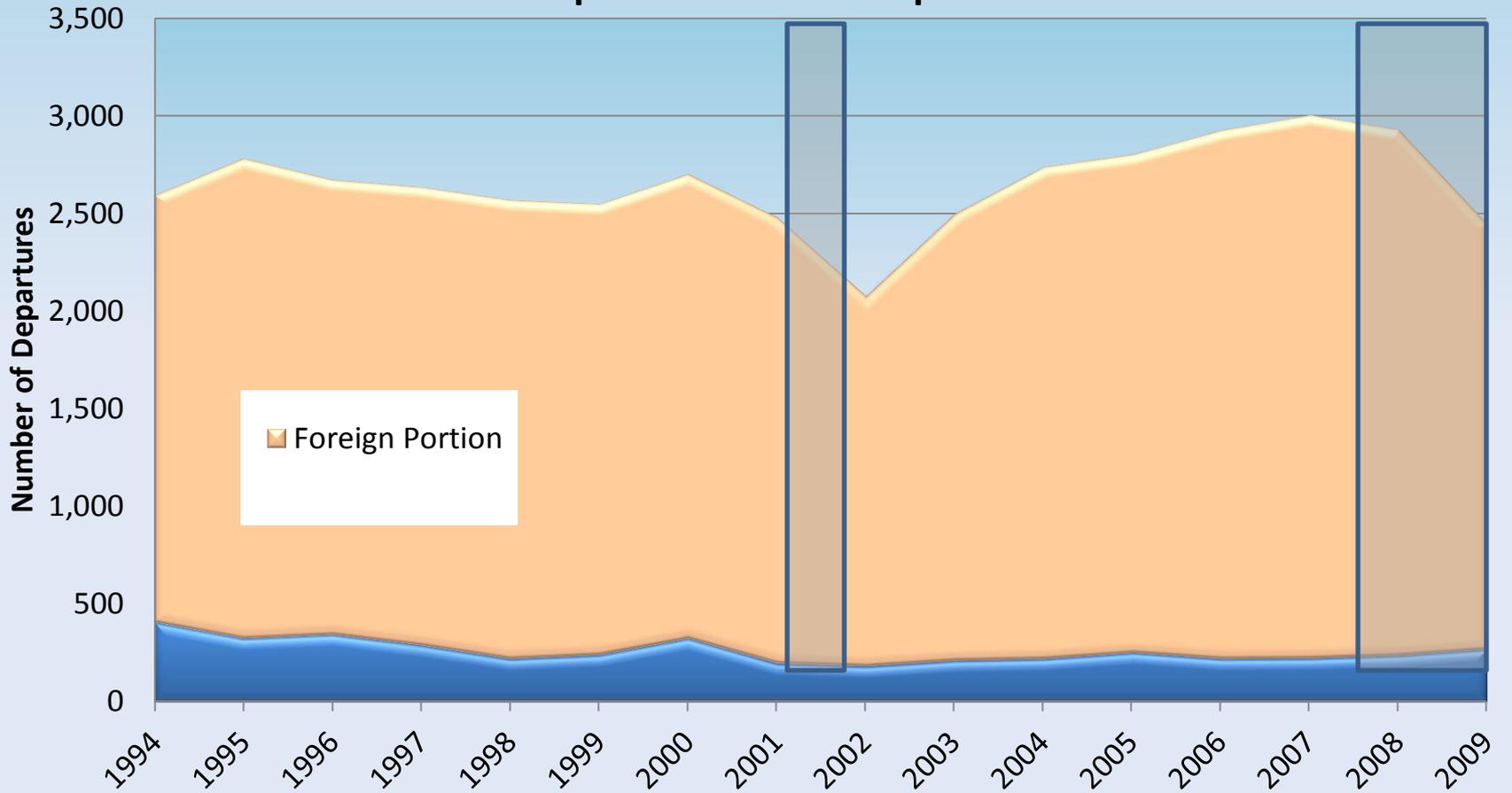
Hampton Roads Share of National Ship Building and Repair Employment



Source: Bureau of Labor Statistics

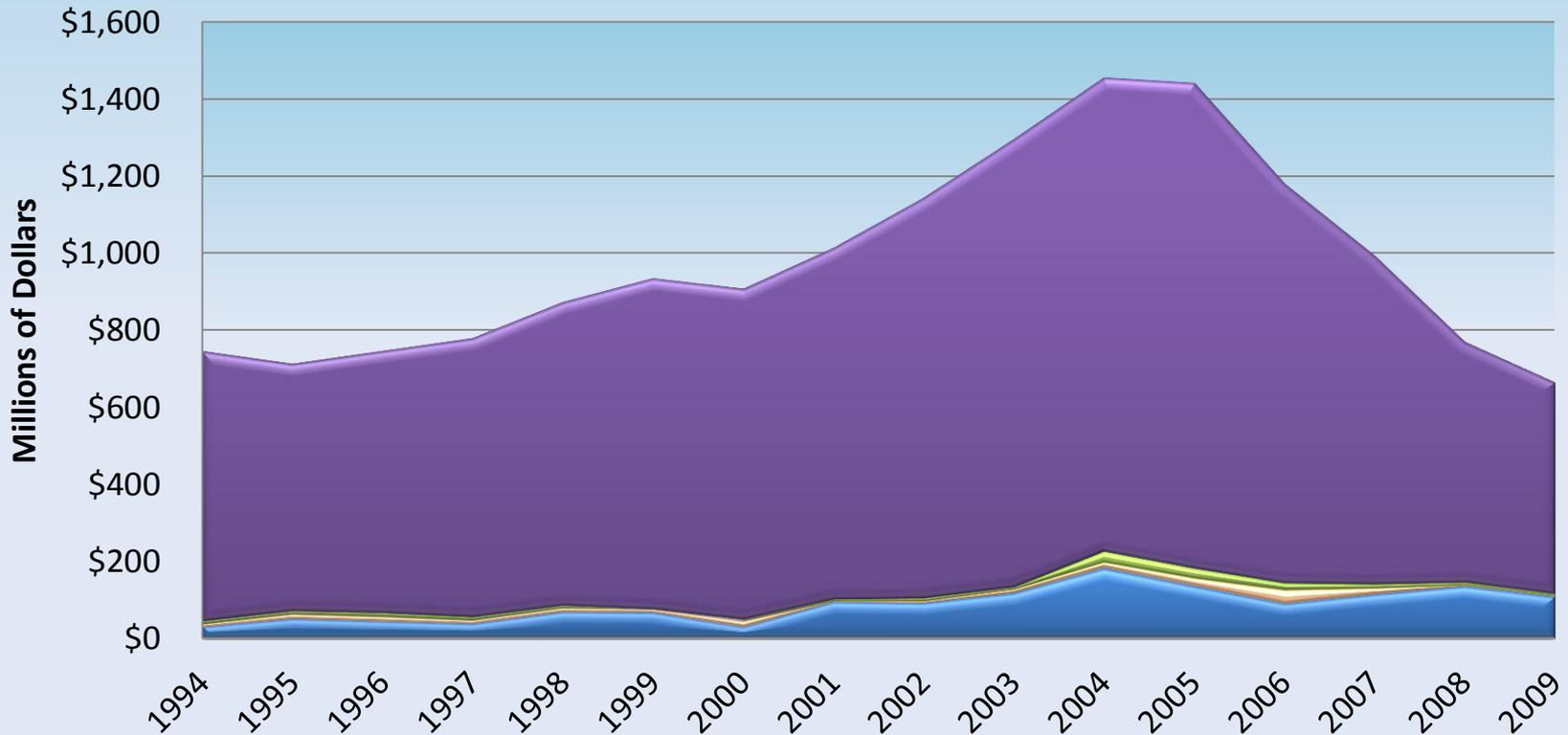
Foreign and Domestic Vessel Departures

Vessel Departures from Hampton Roads



Source: Virginia Port Authority

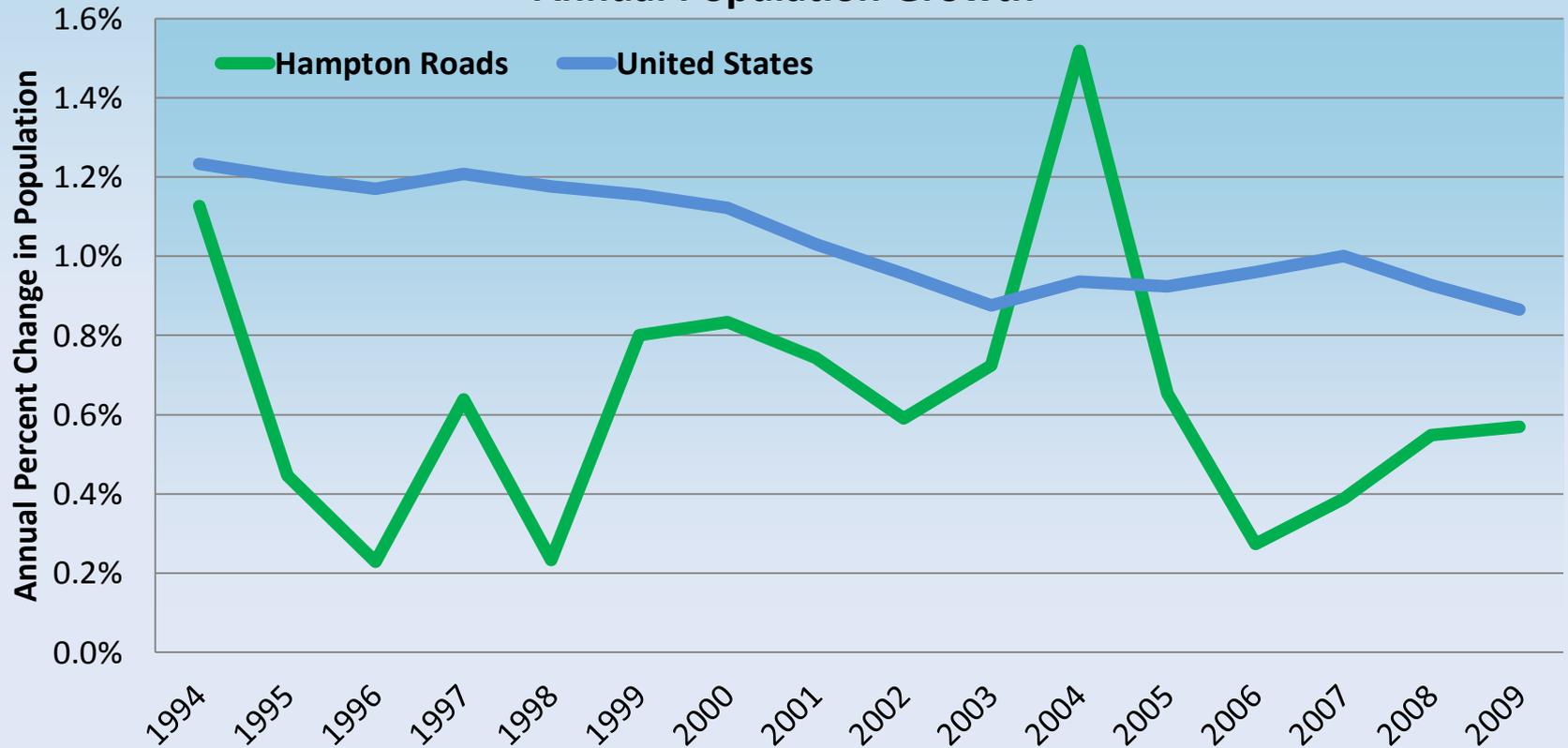
Value of Building Permits in Hampton Roads



Source: U.S. Census Bureau

Population

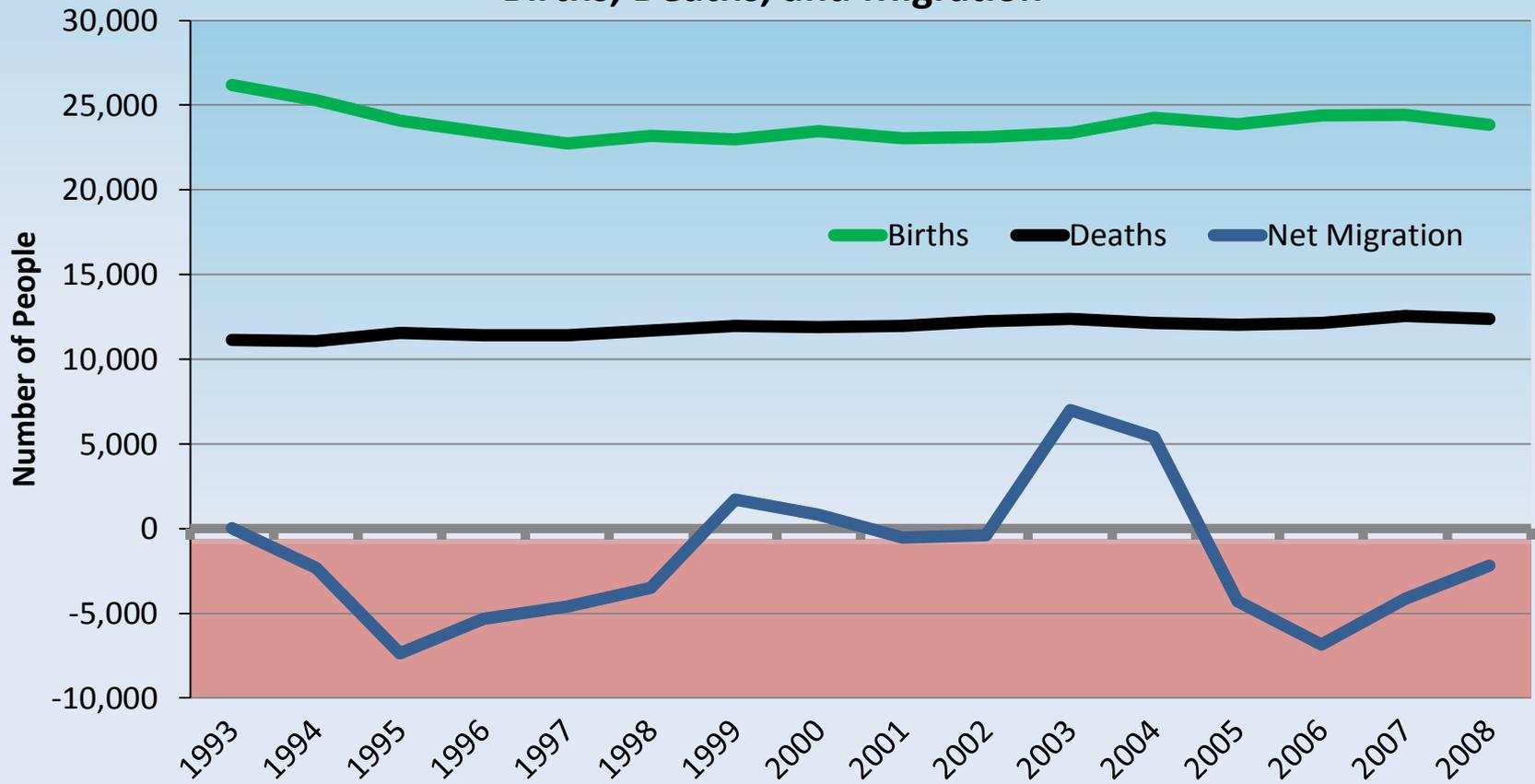
Annual Population Growth



Source: Weldon Cooper Center, U.S. Census Bureau

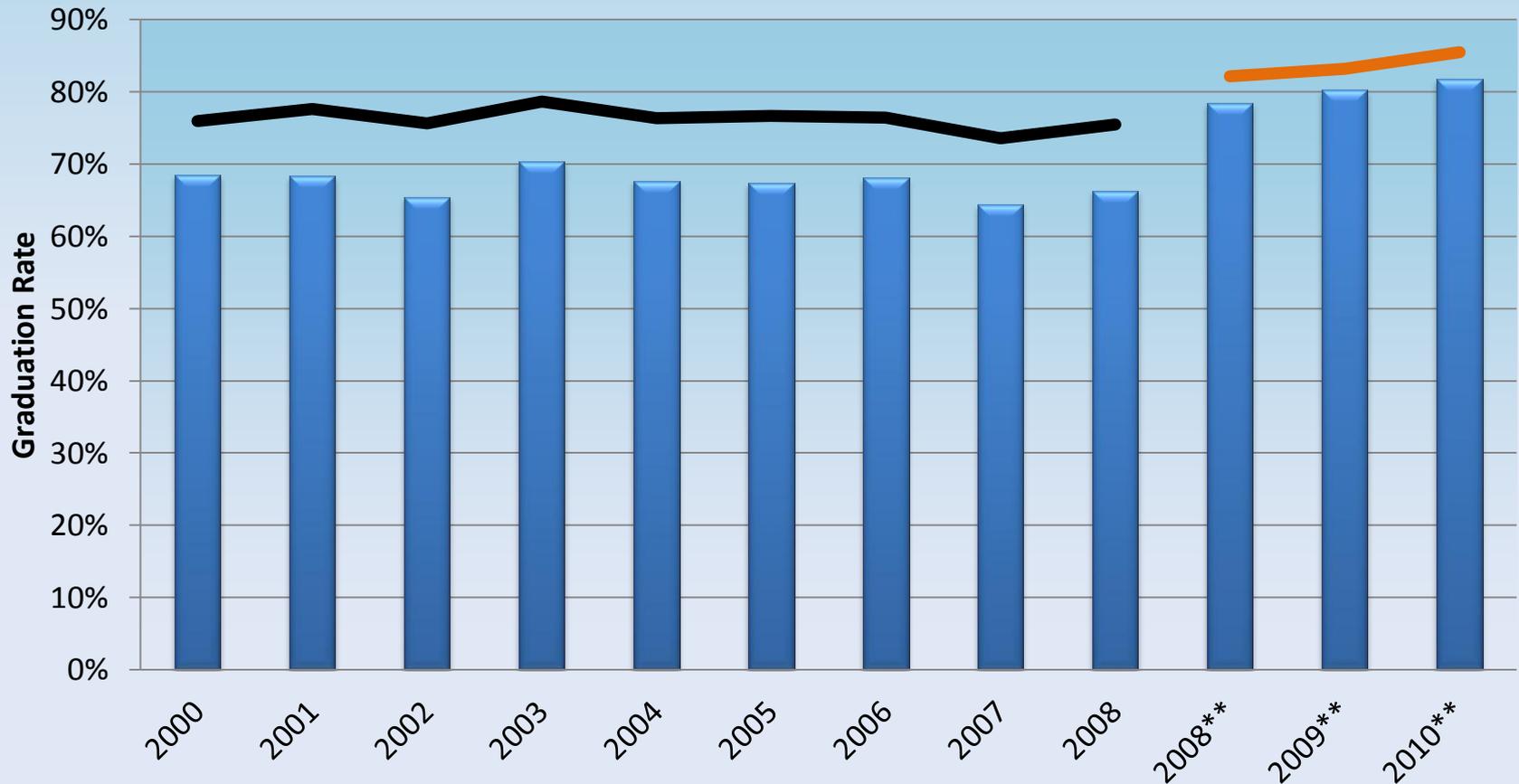
Population

Births, Deaths, and Migration



Source: Virginia Department of Health. Weldon Cooper Center

Graduation Rates in Hampton Roads and Virginia



** Graduation Rates using new Cohort Data

Source: Virginia Department of Education

Data!

Figure 3.1 Population Of Hampton Roads And Competing Metro Areas In 2007

Metro Area	Population
Washington D.C.	5,476,241
Atlanta	5,475,213
Tampa-St. Petersburg	2,747,272
Baltimore	2,690,886
Orlando	2,082,421
Charlotte	1,745,524
Hampton Roads	1,674,498
Jacksonville	1,328,144
Richmond	1,238,187
Raleigh-Cary	1,125,827
Greensboro-High Point	714,765
Charleston	659,191
Greenville-Mauldin	639,617
Roanoke	300,399
Charlottesville	196,766

Source: U.S. Census Bureau

Figure 3.2 Population Growth Rates In Hampton Roads And The United States

Year	Hampton Roads	United States
1994	1.13%	1.23%
1995	0.45%	1.20%
1996	0.23%	1.17%
1997	0.64%	1.21%
1998	0.23%	1.18%
1999	0.80%	1.15%
2000	0.83%	1.12%
2001	0.74%	1.03%
2002	0.59%	0.95%
2003	0.72%	0.88%
2004	1.52%	0.94%
2005	0.65%	0.92%
2006	0.27%	0.96%
2007	0.39%	1.00%
2008	0.55%	0.93%
2009	0.57%	0.86%

Sources: Weldon Cooper Center, U.S. Census Bureau

Figure 3.3 Hampton Roads Population Density

Year	Persons Per Square Mile
1994	524.9
1995	527.2
1996	528.4
1997	531.8
1998	533.0
1999	537.3
2000	541.8
2001	545.8
2002	549.0
2003	553.0
2004	561.4
2005	565.1
2006	566.6
2007	568.8
2008	571.9
2009	575.2

Source: Weldon Cooper Center

COMMENTS

