2015 Year in Review - Economic Indicators

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Introduction

Purpose

Economic Indicator reports provide an overview of the health and economic prosperity of focus areas. The purpose of this indicator report, is to provide community leaders and agency program development personnel with economic data by locality. Agencies and community leaders may use economic indicator reports for grant applications, making program decisions, or grant funding allocations. Community groups may also find economic indicators such as these useful when studying and assessing specific phenomenon areas.

Localities

This report provides data on economic indicators for the communities of Alleghany County, Botetourt County, Craig County, Roanoke County, the City of Roanoke, Salem and the state of Virginia. The characteristics of these areas range from the urban City of Roanoke to the rural Alleghany County. The localities featured in this report are also included in the jurisdictions of many planning groups/organizations. These planning groups may have a different purpose or target populations to serve; however, the jurisdictions in which they provide services are similar.

Indicators

The secondary data collected for this report contain both lead indicators and lag indicators. Lead indicators are those that typically change before the economy changes as a whole. This means that they are short term in predictions and are typically used to predict future trends. An example of a lead indicator is the number of new startup firms. Lag indicators are the second type of indicators included in this report. Economic lag indicators typically change after the economy changes and are therefore useful in conveying long term trends such as income and unemployment rates.¹

The indicators included in this report are: unemployment rates, unemployment insurance payments unemployment insurance claims by age groups, number of new startup firms, number of SNAP recipients, number of TANF recipients, and 2-1-1 calls with identified needs over the course of one year. Each indicator has a definition, brief analysis and data presented in tables and graphs. Data sources for this report include: The Virginia Labor Market Information (LMI), Virginia Department of Social Services and 2-1-1.

## Unemployment

![Unemployment graph](http://www.virginialmi.com)

<table>
<thead>
<tr>
<th>Unemployment Rates</th>
<th>Jan '15</th>
<th>Feb '15</th>
<th>Mar '15</th>
<th>Apr '15</th>
<th>May '15</th>
<th>Jun '15</th>
<th>Jul '15</th>
<th>Aug '15</th>
<th>Sep '15</th>
<th>Oct '15</th>
<th>Nov '15</th>
<th>Dec '15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alleghany County</td>
<td>6.0%</td>
<td>6.0%</td>
<td>5.8%</td>
<td>4.9%</td>
<td>5.5%</td>
<td>5.7%</td>
<td>5.4%</td>
<td>5.0%</td>
<td>4.9%</td>
<td>4.8%</td>
<td>5.0%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Botetourt County</td>
<td>4.6%</td>
<td>4.8%</td>
<td>4.6%</td>
<td>4.2%</td>
<td>4.6%</td>
<td>4.8%</td>
<td>4.5%</td>
<td>4.2%</td>
<td>3.9%</td>
<td>3.9%</td>
<td>3.7%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Craig County</td>
<td>6.5%</td>
<td>6.4%</td>
<td>6.7%</td>
<td>5.7%</td>
<td>6.2%</td>
<td>6.0%</td>
<td>5.6%</td>
<td>4.7%</td>
<td>4.8%</td>
<td>4.8%</td>
<td>5.0%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Roanoke County</td>
<td>4.2%</td>
<td>4.4%</td>
<td>4.3%</td>
<td>4.0%</td>
<td>4.4%</td>
<td>4.5%</td>
<td>4.2%</td>
<td>3.8%</td>
<td>3.6%</td>
<td>3.7%</td>
<td>3.5%</td>
<td>3.4%</td>
</tr>
<tr>
<td>Roanoke City</td>
<td>5.5%</td>
<td>5.6%</td>
<td>5.5%</td>
<td>5.2%</td>
<td>5.4%</td>
<td>5.6%</td>
<td>5.3%</td>
<td>5.0%</td>
<td>4.5%</td>
<td>4.4%</td>
<td>4.2%</td>
<td>4.2%</td>
</tr>
<tr>
<td>Salem City</td>
<td>4.6%</td>
<td>4.8%</td>
<td>4.7%</td>
<td>4.5%</td>
<td>4.9%</td>
<td>5.2%</td>
<td>4.7%</td>
<td>4.2%</td>
<td>4.1%</td>
<td>4.1%</td>
<td>3.8%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Virginia</td>
<td>4.9%</td>
<td>5.0%</td>
<td>4.9%</td>
<td>4.5%</td>
<td>5.0%</td>
<td>5.0%</td>
<td>4.7%</td>
<td>4.3%</td>
<td>4.1%</td>
<td>4.1%</td>
<td>4.0%</td>
<td>3.9%</td>
</tr>
</tbody>
</table>

The graph shows that the counties of Craig and Alleghany had a higher unemployment rate than the state average each month in 2015. The localities of Roanoke County, Salem City, and Botetourt County remained lower than the state average consistently through 2015.

**Unemployment Rate:** The number of unemployed people as a percentage of the labor force.
The City of Roanoke and Roanoke County have higher rates of unemployment insurance benefits payments in 2015 than any other locality examined. The trend across all included localities and the state, is an increase in payments during February and March compared to the rest of the year.

*January 2015 data is not available

Unemployment Insurance: A program for the accumulation of funds paid by employers to be used for the payment of unemployment insurance to workers during periods of unemployment which are beyond the workers’ control. Unemployment insurance replaces a part of the worker’s wages loss if he or she becomes eligible for payments.
Insured Unemployment Claims
(http://www.virginalmi.com)

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Alleghany County</th>
<th>Botetourt County</th>
<th>Craig County</th>
<th>Roanoke City</th>
<th>Roanoke County</th>
<th>Salem City</th>
<th>Virginia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 22 yrs old</td>
<td>16</td>
<td>5</td>
<td>1</td>
<td>85</td>
<td>32</td>
<td>8</td>
<td>6,120</td>
</tr>
<tr>
<td>22 to 24 yrs old</td>
<td>64</td>
<td>26</td>
<td>11</td>
<td>290</td>
<td>101</td>
<td>60</td>
<td>18,216</td>
</tr>
<tr>
<td>25 to 34 yrs old</td>
<td>120</td>
<td>200</td>
<td>87</td>
<td>1539</td>
<td>652</td>
<td>260</td>
<td>95,708</td>
</tr>
<tr>
<td>35 to 44 yrs old</td>
<td>172</td>
<td>300</td>
<td>77</td>
<td>1363</td>
<td>781</td>
<td>264</td>
<td>88,816</td>
</tr>
<tr>
<td>45 to 54 yrs old</td>
<td>191</td>
<td>388</td>
<td>73</td>
<td>1649</td>
<td>1012</td>
<td>275</td>
<td>100,668</td>
</tr>
<tr>
<td>55 to 64 yrs old</td>
<td>111</td>
<td>358</td>
<td>75</td>
<td>1313</td>
<td>992</td>
<td>185</td>
<td>78,404</td>
</tr>
<tr>
<td>65 yrs and older</td>
<td>23</td>
<td>103</td>
<td>10</td>
<td>377</td>
<td>204</td>
<td>65</td>
<td>17,987</td>
</tr>
</tbody>
</table>

Insured Unemployment Claims were highest in the City of Roanoke. The age range of 45 to 54 years old was the highest reported age group for insured unemployment claims. These trends for the age groups are consistent with the Virginia age groups rates.

Insurance often only pays workers about half of what they were earning at their previous job to help encourage them to seek re-employment. The former employee often must continually prove that he or she has been actively searching for a job as a condition of continuing to receive unemployment insurance.
The localities of Roanoke City and Roanoke County have the highest reported rates of new startup firms from the 1st quarter of 2014 to the 2nd quarter of 2015. The rate of new startup firms was steady in the beginning of 2014 with the highest average reported in the 4th quarter of that year.

The following criteria was used to define new startup firms:
1.) Setup and liability date both occurred during 3rd Quarter (July, August, September) 2015
2.) Establishment had no predecessor UI Account Number
3.) Private Ownership
4.) Average employment is less than 250
5.) For multi-unit establishments, the parent company must also meet the above criteria.
Supplemental Nutritional Assistance Program (SNAP) Recipients
(http://www.dss.virgnia.gov)

<table>
<thead>
<tr>
<th>SNAP Recipients</th>
<th>Jan '15</th>
<th>Feb '15</th>
<th>Mar '15</th>
<th>Apr '15</th>
<th>May '15</th>
<th>Jun '15</th>
<th>Jul '15</th>
<th>Aug '15</th>
<th>Sep '15</th>
<th>Oct '15</th>
<th>Nov '15</th>
<th>Dec '15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alleghany County</td>
<td>2,333</td>
<td>2,331</td>
<td>2,342</td>
<td>2,288</td>
<td>2,245</td>
<td>2,279</td>
<td>2,285</td>
<td>2,280</td>
<td>2,268</td>
<td>2,254</td>
<td>2,236</td>
<td>2,241</td>
</tr>
<tr>
<td>Botetourt County</td>
<td>1,833</td>
<td>1,800</td>
<td>1,763</td>
<td>1,773</td>
<td>1,801</td>
<td>1,820</td>
<td>1,806</td>
<td>1,852</td>
<td>1,871</td>
<td>1,897</td>
<td>1,893</td>
<td>1,884</td>
</tr>
<tr>
<td>Craig County</td>
<td>594</td>
<td>553</td>
<td>596</td>
<td>593</td>
<td>588</td>
<td>604</td>
<td>600</td>
<td>606</td>
<td>615</td>
<td>610</td>
<td>602</td>
<td></td>
</tr>
<tr>
<td>Roanoke County</td>
<td>7,589</td>
<td>7,516</td>
<td>7,599</td>
<td>7,587</td>
<td>7,475</td>
<td>7,516</td>
<td>7,495</td>
<td>7,516</td>
<td>7,509</td>
<td>7,473</td>
<td>7,469</td>
<td>7,321</td>
</tr>
<tr>
<td>Roanoke City</td>
<td>23,228</td>
<td>23,000</td>
<td>22,955</td>
<td>22,786</td>
<td>22,680</td>
<td>22,745</td>
<td>22,695</td>
<td>22,668</td>
<td>22,518</td>
<td>22,410</td>
<td>22,443</td>
<td>22,253</td>
</tr>
<tr>
<td>Salem City</td>
<td>0</td>
<td>3</td>
<td>3</td>
<td>9</td>
<td>9</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Virginia</td>
<td>867,297</td>
<td>856,500</td>
<td>855,200</td>
<td>854,306</td>
<td>851,735</td>
<td>851,860</td>
<td>850,187</td>
<td>850,011</td>
<td>847,063</td>
<td>844,204</td>
<td>842,957</td>
<td>840,152</td>
</tr>
</tbody>
</table>

The top 3 localities reporting number of persons receiving SNAP benefits in 2015 are Roanoke City, Roanoke County, and Alleghany County. The City of Roanoke had trends similar to the state of Virginia. Both had a steady decrease in number of recipients throughout 2015.

**SNAP**: a federal nutrition program that helps you stretch your food budget and buy healthy food. SNAP benefits can be used to purchase food at grocery stores, convenience stores, and some farmers’ markets and co-op food programs.
Temporary Assistance to Needy Families (TANF) Recipients
(http://www.dss.virginia.gov)

<table>
<thead>
<tr>
<th>TANF Recipients</th>
<th>Jan '15</th>
<th>Feb '15</th>
<th>Mar '15</th>
<th>Apr '15</th>
<th>May '15</th>
<th>Jun '15</th>
<th>Jul '15</th>
<th>Aug '15</th>
<th>Sep '15</th>
<th>Oct '15</th>
<th>Nov '15</th>
<th>Dec '15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alleghany County</td>
<td>82</td>
<td>86</td>
<td>87</td>
<td>109</td>
<td>102</td>
<td>98</td>
<td>90</td>
<td>83</td>
<td>85</td>
<td>99</td>
<td>101</td>
<td>116</td>
</tr>
<tr>
<td>Botetourt County</td>
<td>54</td>
<td>59</td>
<td>63</td>
<td>63</td>
<td>57</td>
<td>50</td>
<td>47</td>
<td>47</td>
<td>54</td>
<td>53</td>
<td>60</td>
<td>62</td>
</tr>
<tr>
<td>Craig County</td>
<td>31</td>
<td>35</td>
<td>37</td>
<td>31</td>
<td>34</td>
<td>37</td>
<td>36</td>
<td>35</td>
<td>27</td>
<td>25</td>
<td>28</td>
<td>29</td>
</tr>
<tr>
<td>Roanoke County/ Salem</td>
<td>467</td>
<td>438</td>
<td>441</td>
<td>451</td>
<td>444</td>
<td>432</td>
<td>470</td>
<td>453</td>
<td>453</td>
<td>462</td>
<td>453</td>
<td>464</td>
</tr>
<tr>
<td>Roanoke City</td>
<td>1,683</td>
<td>1,665</td>
<td>1,705</td>
<td>1,688</td>
<td>1,662</td>
<td>1,658</td>
<td>1,621</td>
<td>1,643</td>
<td>1,612</td>
<td>1,665</td>
<td>1,582</td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>53,039</td>
<td>51,774</td>
<td>50,338</td>
<td>49,759</td>
<td>49,698</td>
<td>49,691</td>
<td>49,552</td>
<td>49,574</td>
<td>49,454</td>
<td>49,660</td>
<td>49,056</td>
<td>48,602</td>
</tr>
</tbody>
</table>

TANF recipients are the highest in the areas of Roanoke City, Roanoke County, and Alleghany County for 2015. TANF recipients in Virginia had the highest numbers reported in January of 2015 with a decrease in the months of February through October.

The TANF program provides eligible families with a monthly cash payment to meet their basic needs. For a child to be eligible, must be:
- a) Under age 18, or if 18, will graduate from high school before age 19,
- b) Going to school regularly if between the ages of five and 18,
- c) Living with a parent or other relative,
- d) A U.S. citizen or an eligible immigrant.
### 211 Caller Needs

#### Alleghany County
- **Housing**: 5-Jan 1, 2015 to Mar 31, 2015, 0-Apr 1, 2015 to Jun 30, 2015, 1-Jul 1, 2015 to Sep 30, 2015, 0-Oct 1, 2015 to Dec 1, 2015
- **Food**: 0-Jan 1, 2015 to Mar 31, 2015, 4-Apr 1, 2015 to Jun 30, 2015, 0-Jul 1, 2015 to Sep 30, 2015, 2-Oct 1, 2015 to Dec 1, 2015
- **Mental Health/Addictions**: 0-Jan 1, 2015 to Mar 31, 2015, 0-Apr 1, 2015 to Jun 30, 2015, 0-Jul 1, 2015 to Sep 30, 2015, 0-Oct 1, 2015 to Dec 1, 2015

#### Botetourt County
- **Housing**: 4-Jan 1, 2015 to Mar 31, 2015, 4-Apr 1, 2015 to Jun 30, 2015, 5-Jul 1, 2015 to Sep 30, 2015, 1-Oct 1, 2015 to Dec 1, 2015
- **Food**: 4-Jan 1, 2015 to Mar 31, 2015, 4-Apr 1, 2015 to Jun 30, 2015, 2-Jul 1, 2015 to Sep 30, 2015, 3-Oct 1, 2015 to Dec 1, 2015

#### Craig County
- **Housing**: 1-Jan 1, 2015 to Mar 31, 2015, 0-Apr 1, 2015 to Jun 30, 2015, 3-Jul 1, 2015 to Sep 30, 2015, 0-Oct 1, 2015 to Dec 1, 2015
- **Food**: 0-Jan 1, 2015 to Mar 31, 2015, 0-Apr 1, 2015 to Jun 30, 2015, 1-Jul 1, 2015 to Sep 30, 2015, 0-Oct 1, 2015 to Dec 1, 2015
- **Mental Health/Addictions**: 0-Jan 1, 2015 to Mar 31, 2015, 1-Apr 1, 2015 to Jun 30, 2015, 2-Jul 1, 2015 to Sep 30, 2015, 0-Oct 1, 2015 to Dec 1, 2015

#### Roanoke County
- **Mental Health/Addictions**: 13-Jan 1, 2015 to Mar 31, 2015, 10-Apr 1, 2015 to Jun 30, 2015, 7-Jul 1, 2015 to Sep 30, 2015, 7-Oct 1, 2015 to Dec 1, 2015

#### Roanoke City

#### Salem
- **Food**: 5-Jan 1, 2015 to Mar 31, 2015, 7-Apr 1, 2015 to Jun 30, 2015, 5-Jul 1, 2015 to Sep 30, 2015, 8-Oct 1, 2015 to Dec 1, 2015
- **Mental Health/Addictions**: 3-Jan 1, 2015 to Mar 31, 2015, 4-Apr 1, 2015 to Jun 30, 2015, 2-Jul 1, 2015 to Sep 30, 2015, 4-Oct 1, 2015 to Dec 1, 2015
The largest number of calls placed to 2-1-1 during 2015 was in reference to housing needs. The second highest need is for Healthcare with Mental Health being the lowest.