

Table A-6

Shift Share Analysis Comparing City Growth with Metro Average

Growing in the City faster than the Metro Area Average:

Security and commodity brokers
 Heavy construction
 Communications
 Food stores
 Automotive dealers & service stations
 Personal services
 Health services
 Engineering & management services
 Electronic and electric equipment

Declining in the City while growing in the Metro Area:

Wholesale trade - nondurable goods
 Trucking and warehousing
 Amusements & recreation services
 Banking
 Real estate
 Insurance agents, brokers, & services
 Educational services
 Special trade contractors
 Misc. manufacturing industries
 Printing and publishing
 Lumber and wood products

Growing in the City slower than in the Metro Area:

Miscellaneous retail
 Social services
 Eating and drinking establishments
 Legal services
 Insurance carriers
 Instruments and related products

Declining in the City faster than in the Metro Area:

Hotels and other lodging places
 Wholesale trade - durable goods
 General merchandise
 Apparel and accessory stores
 Credit Agencies
 Paper and allied products
 Primary metal industries
 Industrial machinery and equipment
 Chemicals and allied products
 Fabricated metal products
 Stone, Clay, and glass products
 Food and kindred products
 General contractors

Note: Excludes industries for which confidential data on city employment were not available.
 Source: Economic Development Research Group; data from Virginia Employment Commission

Areas of weakness (in terms of growth) for the city are highway-dependent wholesale trade and trucking and warehousing which are declining in the city but growing in the suburbs. A number of FIRE related sectors, also traditional downtown occupants, are also weak in the city. These weaknesses include banking, insurance agents, and real estate. Other industries weaker in the city than in the suburbs are tourist-serving hotels and general merchandise and clothing stores, as well as a number of manufacturing sectors. Although distribution and manufacturing would be expected to be expanding on suburban sites, the loss of hotels, FIRE, and retailing indicate that the city is losing position as the traditional center of these activities.