

Newport Harbor Economic Study

Economic and Demographic Overview

Introduction

This memorandum presents FXM's assessment of economic conditions and trends evidenced in the City of Newport, Newport County, and the State of Rhode of possible relevance to the more focused investigation of the Newport Harbor Study Area. Available economic and demographic data for the Study Area are also presented and analyzed in the context of the overall City, County and State economies. This contextual approach that includes the City, County, and State geographic areas is necessary because historical data from which trends might be evident in the specific Study Area are not available, and because the businesses within the Study Area are strongly influenced by the broader regional economies of which they are part. As data become available from interviews and other sources, the specific relevance of regional economic conditions and trends to the waterfront project area will be further addressed.

Data Sources

FXM compiled extensive population, income and employment data from public and private data sources. These were:

- US Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, 2009. Tables CA 04, county income and employment summary; CA 25N, full and part-time employment by NAICS industry code; CA 25, full and part-time employment by SIC industry code; and CA 30, regional economic profile including population and employment.
- US Bureau of Labor Statistics. Quarterly Census of Wages and Employment by NAICS industry code.
- US Census Bureau, Division of Population Estimates, 1990-2007 estimates for cities and towns. On the Web at www.census.gov/popest/cities/SUB-EST2007-states.html; and Tables SUB-EST2008-0525 and SU-99-10_RI.
- US Census Bureau, County Business Patterns, 1998-2007. Annual employment and wage data at county, state and national levels.
- Rhode Island Department of Labor and Training, Labor Market Information, City and Town Quarterly Census of Employment and Wages, 2002 - 2007.
- Neilson Claritas Business Data and Site Reports, 2008. Proprietary demographic and employment data for calendar year 2008.

These sources provided continuous data on changes in population and employment characteristics at the county level from 1969 to 2000 by SIC industry group code, and from 2001-2007 by NAICS industry group code. SIC stands for Standard Industry Classification and was the employment classification system used by the states and federal government to track employment data by industry. In 2001, the federal government adopted the North American Industry Classification System (NAICS) that established a common industry classification

system for the US, Mexico and Canada. FXM conducted extensive analysis of SIC and NAICS data for Rhode Island and Newport County to establish a consistent dataset for 1990 to 2007 based on NAICS industry classifications for analyzing trends in state and county employment.

Nielsen Claritas Site Reports is a proprietary database which provides annual detailed demographic and employment estimates and is reconciled with government estimates only for Census years. For all other years, Claritas conducts independent research and uses proprietary formulas to derive their estimates.

Following this **Introduction**, this memorandum includes sections on **Population-related Trends**, **Employment-related Trends**, and **Newport Waterfront Study Area Characteristics**. Appendices contain more detailed data related to each section.

Population-related Trends

Newport County has a population of 80,800 persons and the City of Newport is estimated at 23,700 persons (2008 estimates).¹ As shown in Table A, both the county and the city have lost population since 1990 although the state has gained population overall. The County has declined by -5.47%, and the city has dropped -10.53% since year 2000. Both are expected to continue to decline in population over the next five years.² Households in both the city and county have also declined since 2000 but not as much population.

As indicated in Figure 1, Newport County population dropped significantly in 1974-75 due to the departure of the Cruiser-Destroyer fleet and the closure of Naval Air Station Quonset Point. Population recovered somewhat through 1991 but has steadily declined since then.

¹ Claritas Site Reports, Rhode Island, Newport County, city of Newport, 2008.

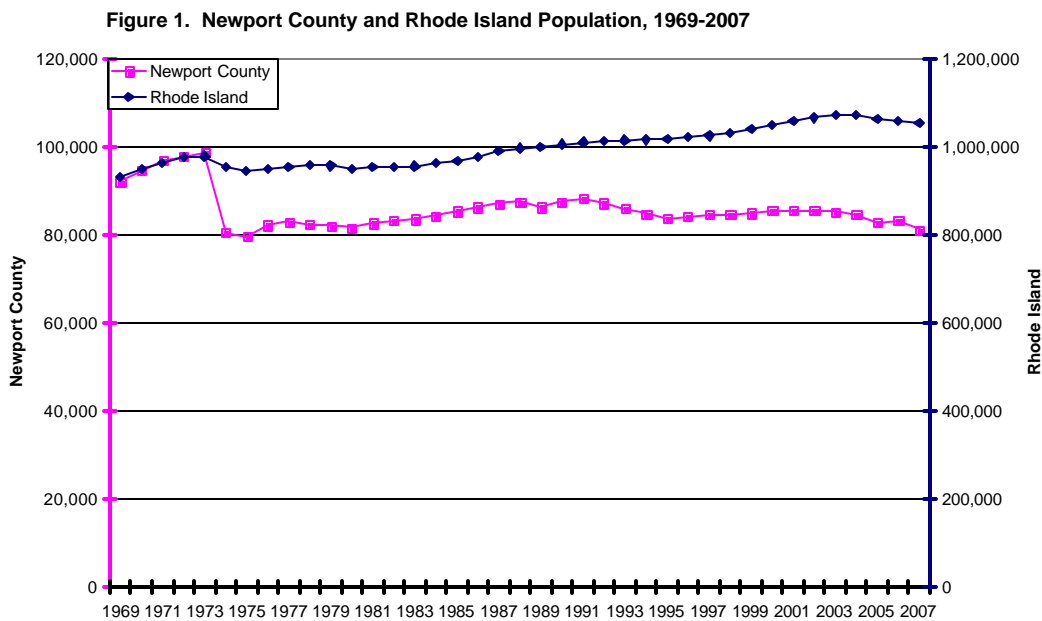
² Ibid.

Table A. Population and Households, 2007

Population	Newport Waterfront	Newport City	Newport County	Rhode Island
1990 Census	2,103	28,227	87,194	1,003,464
2000 Census	2,083	26,475	85,433	1,048,319
2008 Estimate	1,974	23,687	80,759	1,064,557
2013 Projection	1,908	21,829	77,149	1,067,293
Growth 1990-2000	-0.95%	-6.21%	-2.02%	4.47%
Growth 2000-2008	-5.23%	-10.53%	-5.47%	1.55%
Growth 2008-2013	-3.34%	-7.84%	-4.47%	0.26%

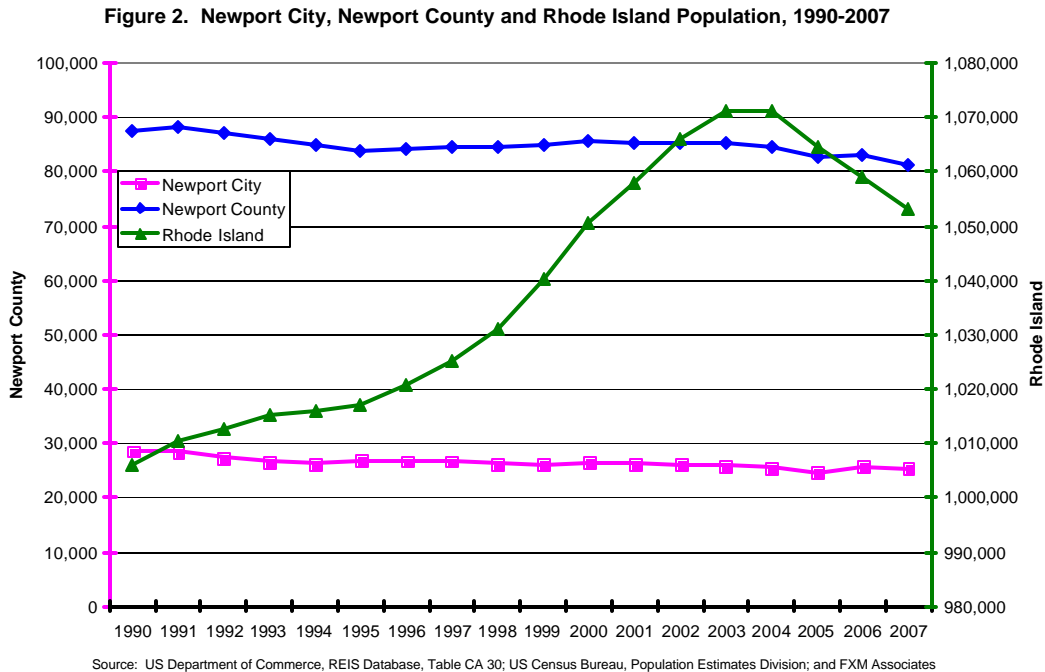
Households	Newport Waterfront	Newport City	Newport County	Rhode Island
1990 Census	860	11,196	32,687	377,977
2000 Census	928	11,566	35,228	408,424
2008 Estimate	933	10,740	34,490	416,379
2013 Projection	933	10,136	33,707	418,764
Growth 1990-2000	7.91%	3.30%	7.77%	8.06%
Growth 2000-2008	0.54%	-7.14%	-2.09%	1.95%
Growth 2008-2013	0.00%	-5.62%	-2.27%	0.57%

Source: Claritas Site Reports, 2008.



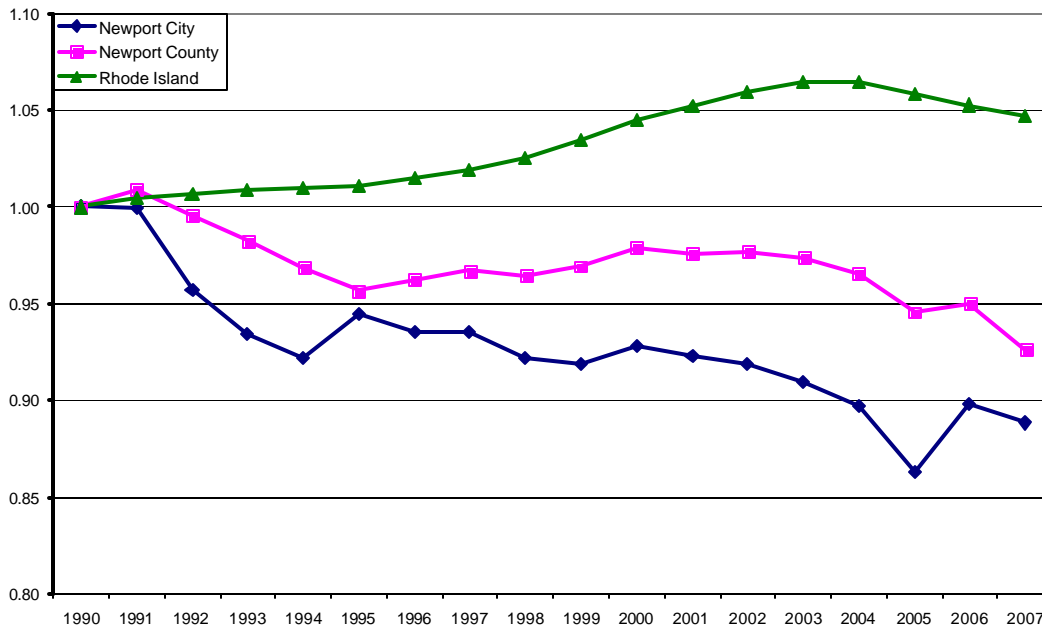
Source: US Department of Commerce, REIS Database, Table CA 30 and FXM Associates

Figure 2 compares Rhode Island, Newport County, and Newport City annual population trends from 1990-2007. This chart shows even more clearly than Figure 1 the gradual decline of Newport County and Newport City population from 1990 to 2007, and the growth in statewide population through 2003 and the decline since then. Please note that the 2007 population for Newport City and Newport County do not match exactly the values in Table A because they are from different sources. The data in Figure 2 and similar figures and tables are from published government sources and are intended to show short and long-term trends in major characteristics; they do not attempt to match the Claritas level of detail between Censuses.



One method commonly used to portray growth trends between two or more datasets is to create an index chart using a common base year and ratioing annual values to that base year. For Newport, Newport County and Rhode Island, 1990 was selected a common base year. Growth relative to 1990 is shown in Figure 3; this graph clearly shows that both Newport County and Newport City have declined in contrast to the growth in statewide population.

**Figure 3. Newport City, County and State Population Indices
1990 = 1.00**



Source: US Department of Commerce, REIS Database, Table CA 30; US Census Bureau, Population Estimates Division; and FXM Associates

A similar method is used to portray personal income data. That is to again use a common base year and illustrate income growth (total, by household or per capita) in current dollars (i.e., the year in which the dollars were earned) and in constant dollars (showing changes in relative purchasing power). Figure 4 shows the trend in per capita income for Newport County. The data are readily available only at the county level. Income per capita has more than doubled in current dollars since 1990, but increased by only 50% in constant \$1990 dollars. Current dollars are the value of income in the year it is recorded (i.e. \$1999 dollars are those earned in \$1999), while constant dollars represented the change in purchasing power relative to the 1990 base year. As an example, an income of \$30,000 in 1999 only buys as much as \$25,000 would have in 1990. Personal income data was not available for the city of Newport.

Figure 5 illustrates the 1990 to 2007 trends for Rhode Island and Newport County personal income per capita in constant 1990 dollars. Newport County per capita income trend roughly parallels that of Rhode Island but is about 22 percent lower.

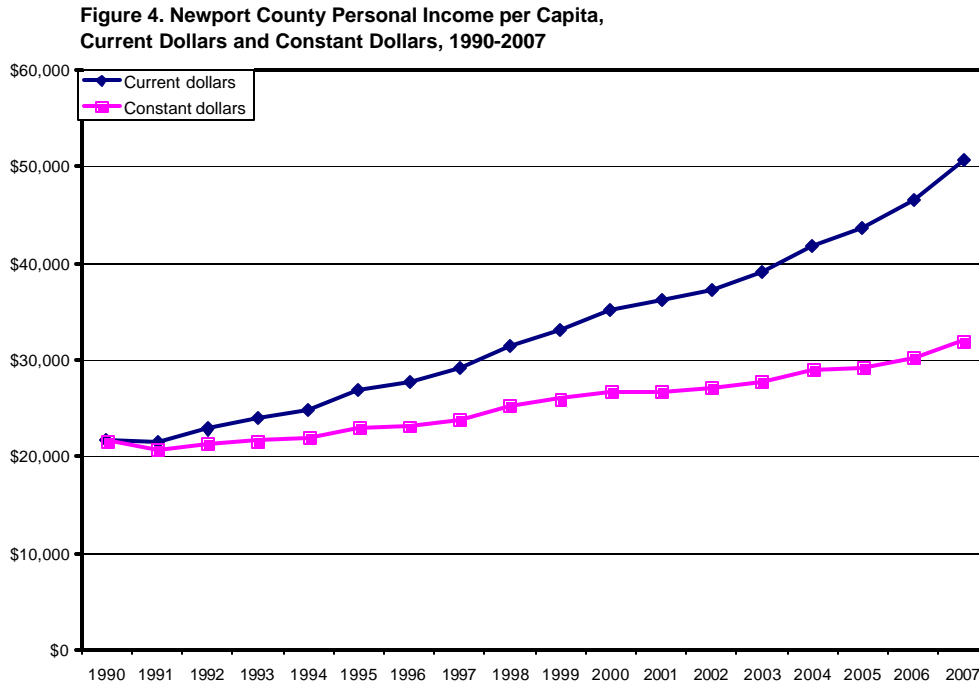
Other relevant demographic observations include:

- Both Newport County (\$34,200) and Newport (\$32,100) have higher per capita incomes than the statewide average (\$27,500). The Newport per capita income is 117% of the state average.
- A different pattern is shown by total household incomes. Newport County has a median household income of \$61,400 compared to \$50,000 for the city and \$53,400 for the state.
- Residents of Newport County and Newport are more well educated than the rest of the state with 45% and 47%, respectively, having college degrees compared to the statewide average of 32%.

FXM Associates

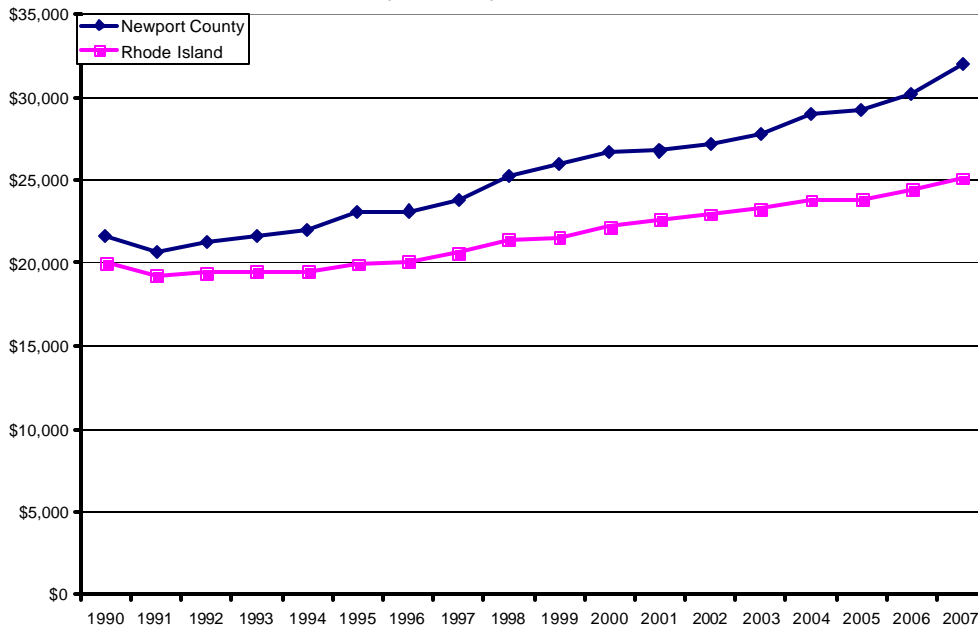
- More than 80 percent of the Newport work force works in Newport or the adjacent towns of Portsmouth and Middletown.
- Residents of Newport have a slightly longer commute to work at 30.2 minutes than the average for Newport County (28.3 minutes).

Detailed demographic characteristics for Newport County and the City of Newport are presented in Appendices A and B, respectively.



Source: US Department of Commerce, REIS Database, Table CA 30 and FXM Associates.

Figure 5. Newport County and Rhode Island Income per Capita, 1990-2007 in Constant Dollars (1990 Base)



Source: US Department of Commerce, REIS Database, Table CA 30 and FXM Associates.

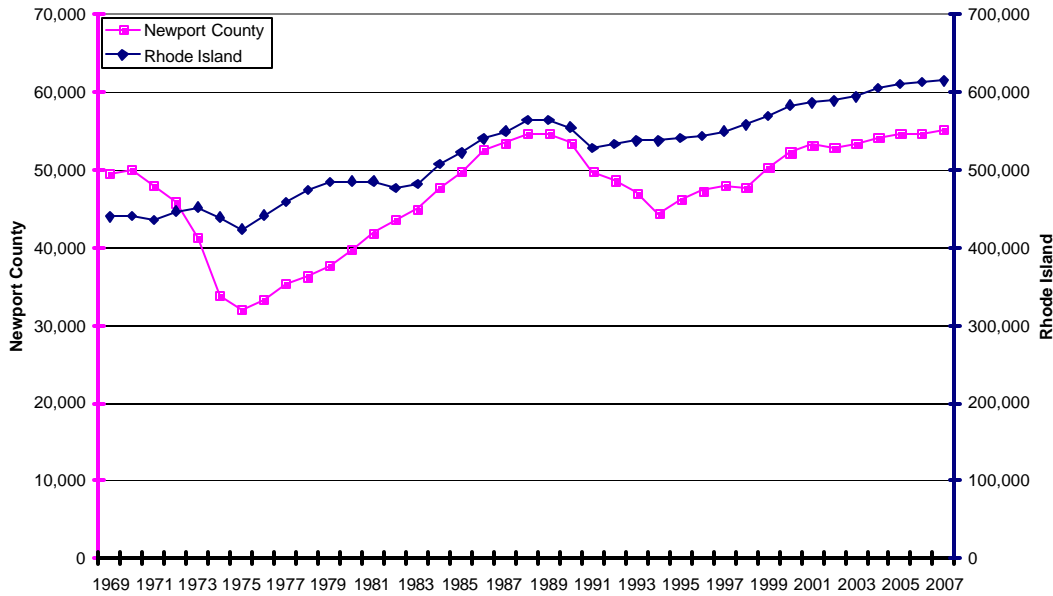
Employment-related Trends

Figure 6 shows long term employment trends in Newport County and Rhode Island for 1969 to 2007. The graph reflects impacts on Newport County’s employment of the naval facilities closures noted above. There was another decline in county employment from 1989 through 1995 but employment has steadily risen since that time.

Detailed business characteristics for Newport County, and the city of Newport are given in Appendices C and D, respectively.

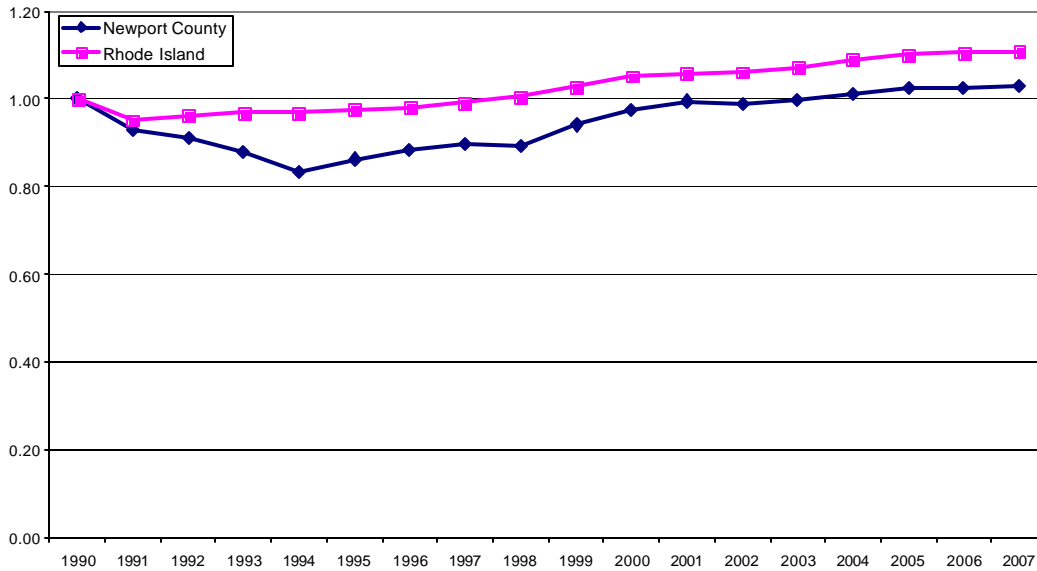
Figure 7 shows relative indexed-employment growth for the county and state for 1990 to 2007.

Figure 6. Newport County and Rhode Island Employment, 1969-2007



Source: US Department of Commerce, REIS Database, Table CA 30 and FXM Associates

**Figure 7. Newport County and Rhode Island Employment Index
1990 = 1.00**



Source: US Department of Commerce, REIS Database, Table CA 30 and FXM Associates

Figure 8 portrays long term trends in Newport County for total population and employment by wage and salary jobs and proprietors' employment. Employment growth has been increasing steadily at about 1.5% per year while population has declined by about 0.3% per year since 1994.

Wage and salary employment leveled off at around 45,000 jobs in 2001. However, the number of proprietors in the county has grown by 45% since 1994 indicating that one and two person firms have been a primary source of new jobs in recent years.

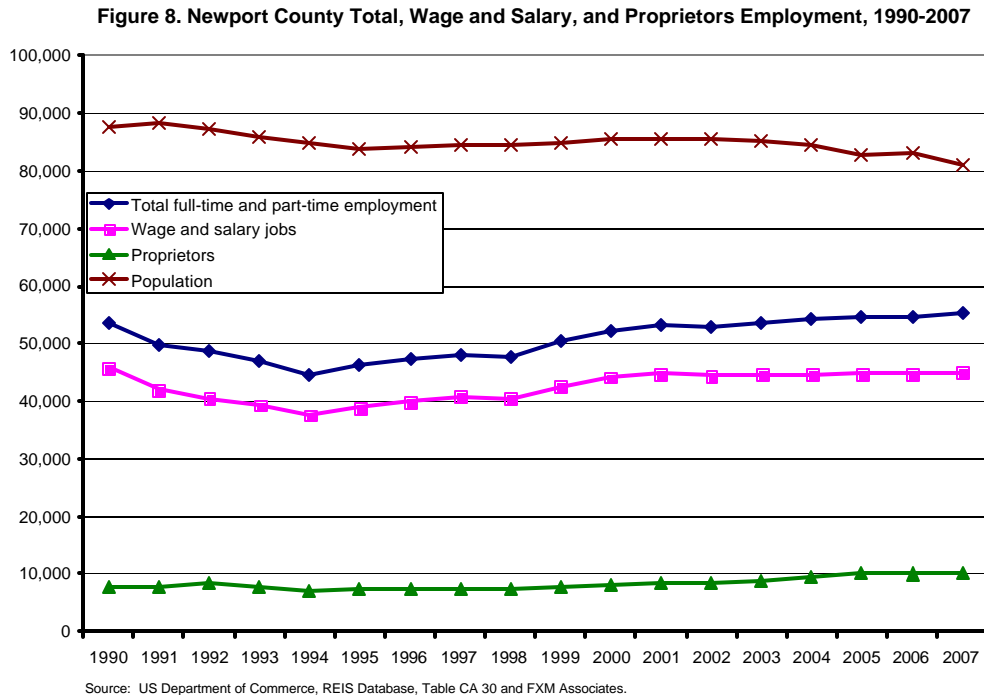
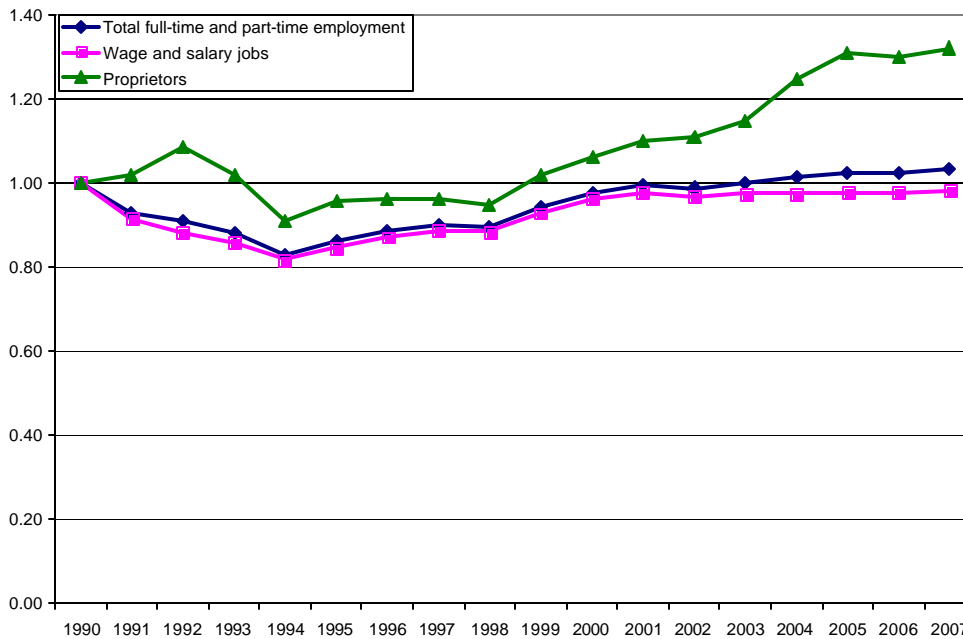


Figure 9 shows growth indices for population, total employment, wage and salary employment and proprietors’ employment from 1990 to 2007. What is somewhat surprising on this graph is the magnitude of proprietors’ job growth compared to other categories, particularly between 2000 and 2007. The percentage of proprietors relative to total employment for Newport County is higher than in the rest of Rhode Island. Proprietors have grown to 18.3% of total employment in Newport County compared to 16.5% in the rest of the state. No information on the number of proprietors in Newport City was available.

Figure 9. Newport County Employment Growth Index
1990 = 1.00



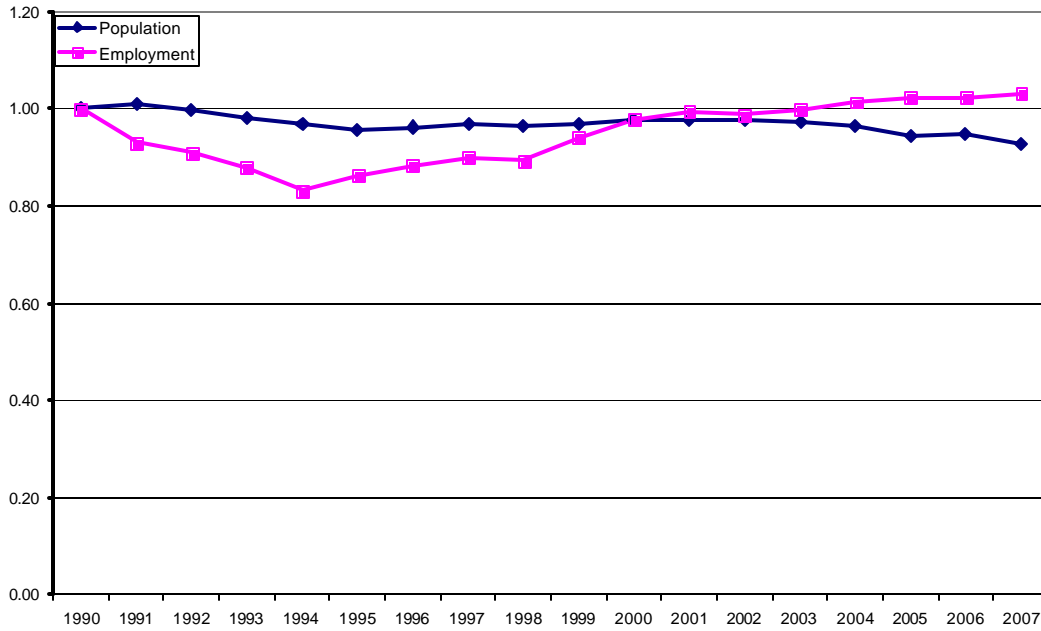
The contrasting trends in Newport County population and employment are illustrated in Figure 10 with both population and employment indexed to 1990 values. The blue line shows the moderate continuing decline in population in the county while the pink line shows the drop in employment for 1990-1994 and the steady growth since then.

Another interesting trend in Newport County is the number of jobs per capita compared to statewide average. Figure 11 shows that the trends were very different for most of the 1990-2007 period except for 1995 to 2000 when they were nearly parallel. Jobs per person for the state remained relatively constant at about 0.45 employees per capita through 2004 but has increased markedly in recent years. For Newport County, employees per capita fell from 0.57 to 0.39 from 1990 to 1996 but has steadily increased to 0.65 in 2007.

Part of the reason for increasing employment in the face of declining population has to do with the rate of household formation. From 1990 to 2008 persons per household fell by 12 percent from 2.67 to 2.34 in Newport County, and from 2.52 to 2.21 in the City of Newport.³ Thus, even though population decreased, the number of households rose slightly during most of that time with significant increases in one and two-person households. As shown in Figure 12, this trend is expected to continue through 2013.

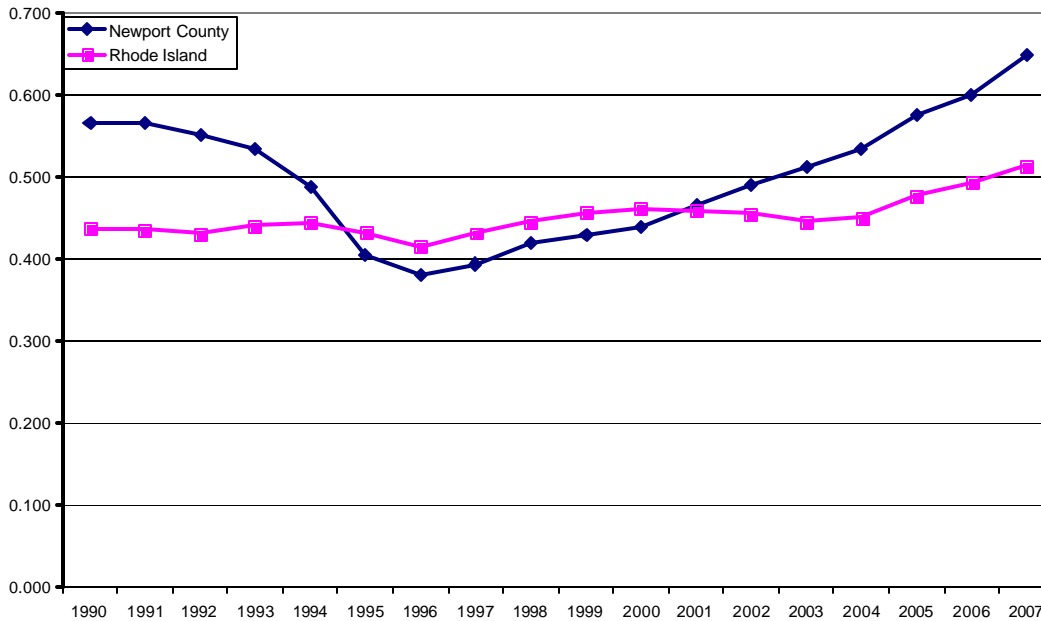
³ Claritas Site Reports, 2008.

Figure 10. Newport County Population and Employment Indices

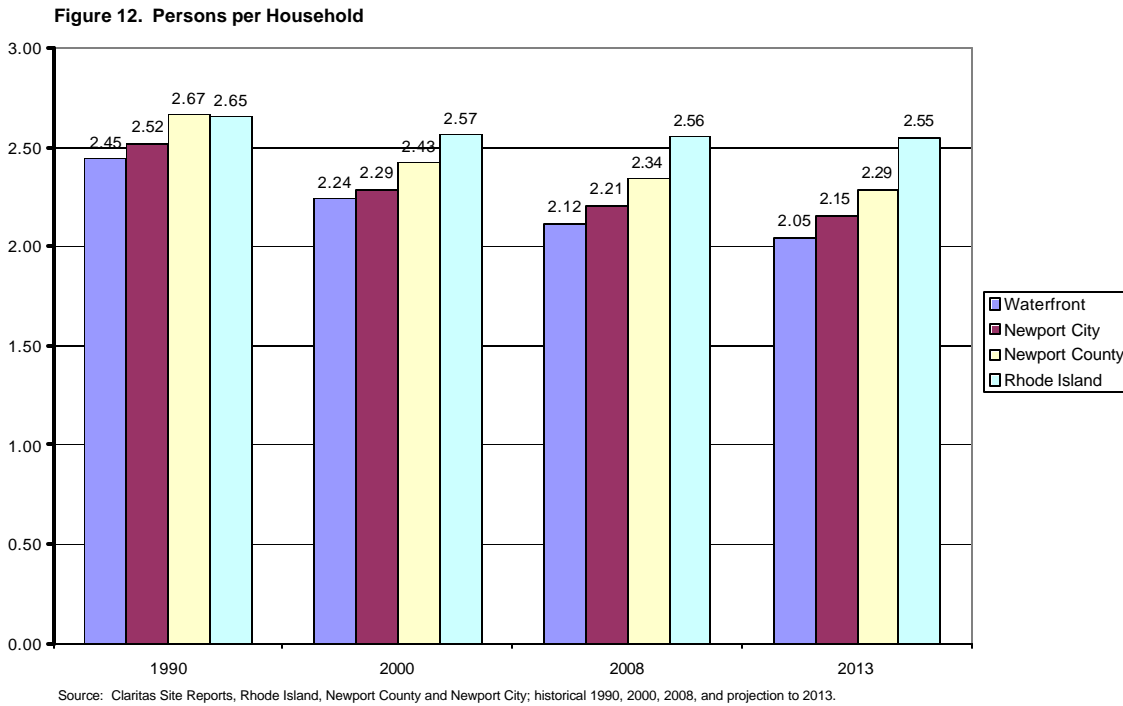


Source: US Department of Commerce, REIS Database, Table CA 30 and FXM Associates.

Figure 11. Newport County and Rhode Island Employees per Capita, 1990-2007

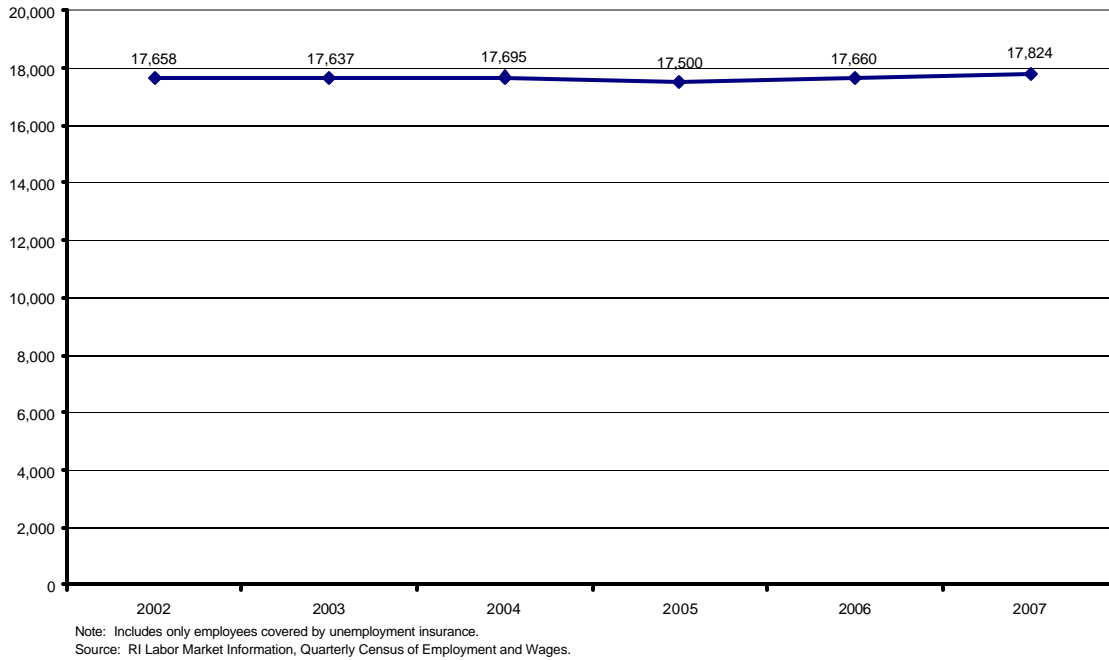


Source: US Department of Commerce, REIS Database, Table CA 30 and FXM Associates.



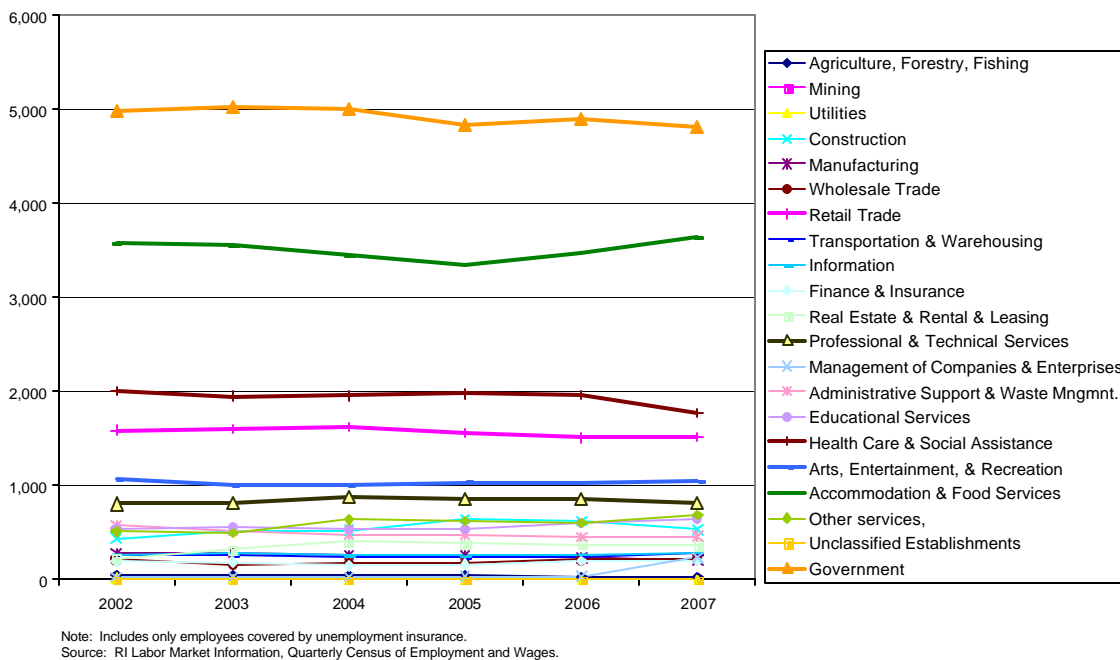
Employment in the City of Newport is shown in Figure 13 for wage-and-salary employment that is covered by state unemployment insurance. Although this graph does not account for all employment in Newport, it does provide a good indication of recent trends. Total employment in the City of Newport has been relatively constant in recent years with only slight growth from 2002 to 2007.

Figure 13. Newport City Employment, 2002 - 2007
(Covered employment only)



Employment by NAICS category in Newport for the 2001-2007 period is shown in Figure 14. Although this graph is cluttered, the principal point is that all categories of employment have been relatively stable over the past five years.

Figure 14. Trends in Employment for the City of Newport, 2002-2007



FXM Associates

As mentioned above, FXM used two basic data sources for employment: The Bureau of Economic Analysis (BEA), Regional Economic Information System (REIS); and the Rhode Island Labor Market Information's Quarterly Census of Employment and Wages (QCEW). Figure 15 shows a comparison of employment estimates from these two sources of employment by category. The principal difference between the two datasets is that QCEW includes only those workers covered by state unemployment insurance while REIS includes all full-time and part-time employees and proprietors regardless of whether they are eligible for unemployment compensation or not. The principal differences are found in those jobs which have a considerable amount of part-time seasonal employment (Construction and Retail Trade) or self-employed people (Finance and Insurance, Real Estate, and Professional and Technical Services).

Year 2007 employment by NAICS category are shown in Table E and Figure 16 for Newport County and the City of Newport. The two employment profiles are very similar in that the top categories are Government, Accommodation and Food Services, Health Care and Social Assistance, and Retail Trade in both the city and county.⁴

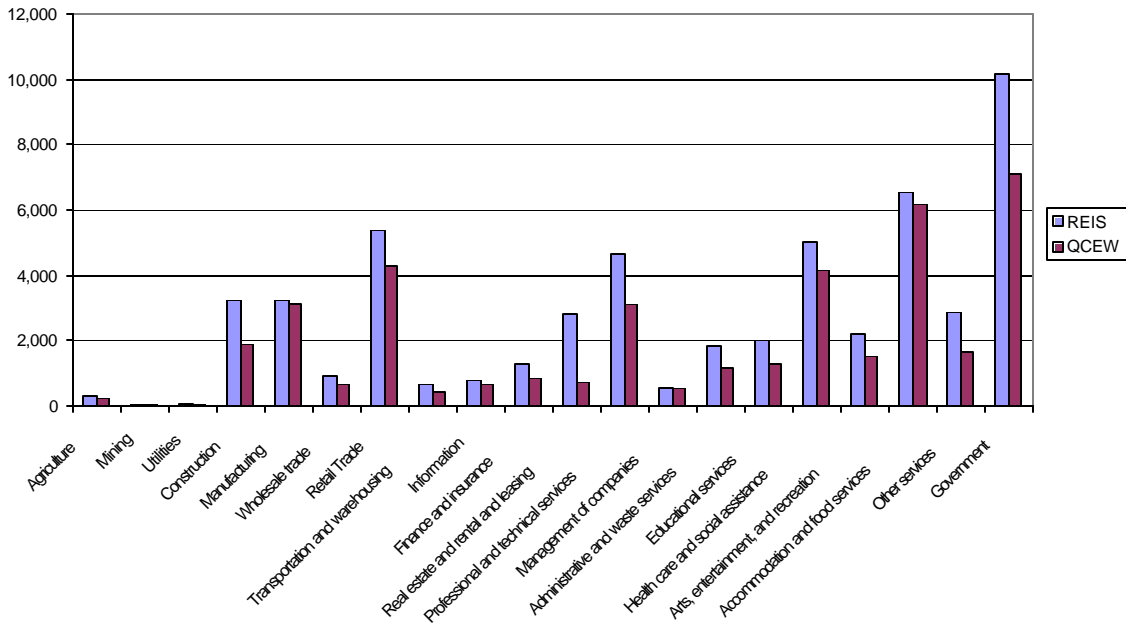
Table B. Newport County and Newport City Employment by NAICS Category, 2007

NAICS Category	Total County	%	City of Newport	%
11 - Agriculture, Forestry, Fishing	283	0.7%	33	0.2%
22 - Utilities	43	0.1%	0	0.0%
23 - Construction	1,892	4.8%	532	3.0%
31-33 - Manufacturing	3,133	7.9%	209	1.2%
42 - Wholesale Trade	659	1.7%	224	1.3%
44-45 - Retail Trade	4,302	10.8%	1,515	8.5%
48-49 - Transportation and Warehousing	440	1.1%	280	1.6%
51 - Information	648	1.6%	294	1.6%
52 - Finance and Insurance	850	2.1%	200	1.1%
53 - Real Estate and Rental and Leasing	731	1.8%	371	2.1%
54 - Professional and Technical Services	3,108	7.8%	827	4.6%
55 - Management of Companies	536	1.3%	235	1.3%
56 - Administrative and Waste Services	1,167	2.9%	464	2.6%
61 - Educational Services	1,304	3.3%	656	3.7%
62 - Health Care and Social Assistance	4,166	10.5%	1,781	10.0%
71 - Arts, Entertainment, and Recreation	1,529	3.8%	1,055	5.9%
72 - Accommodation and Food Services	6,179	15.5%	3,643	20.4%
81 - Other Services	1,670	4.2%	693	3.9%
92 - Government	7,110	17.9%	4,810	27.0%
Total QCEW Employment	39,750	100.0%	17,822	100.0%

Source: US Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages

⁴ US Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages, 2007.

Figure 15. Compare REIS and QCEW Newport County Employment, 2007



Source: BEA REIS Database and BLS Quarterly Census of Employment and Wages.

Figure 16. Newport City and County Employment by NAICS Code, 2007

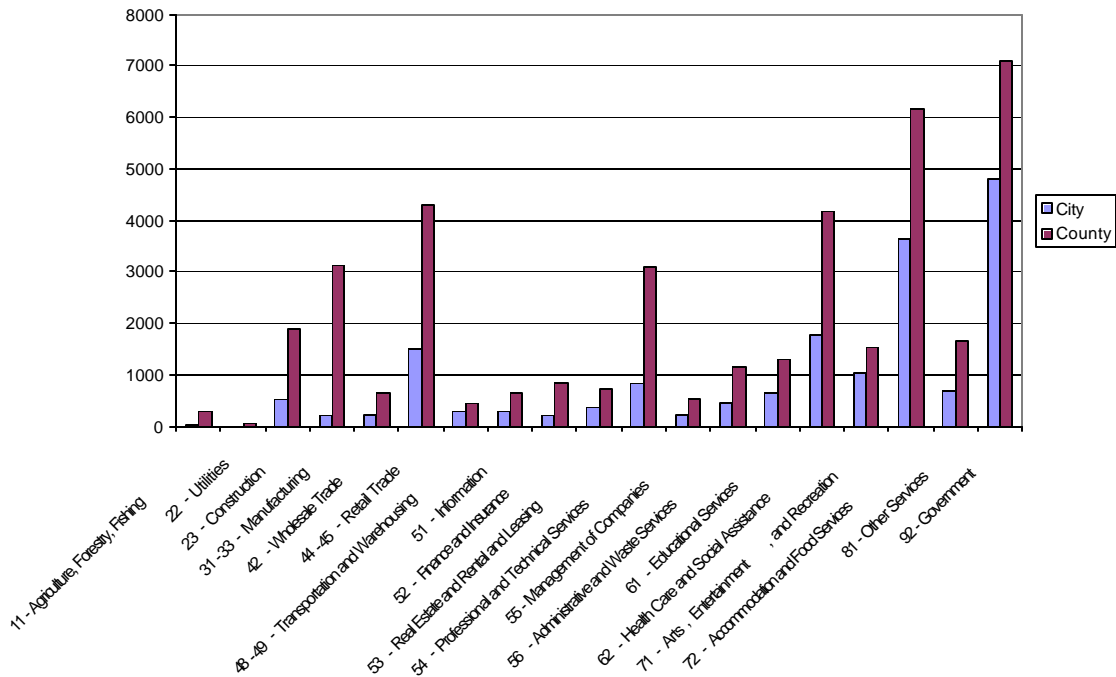
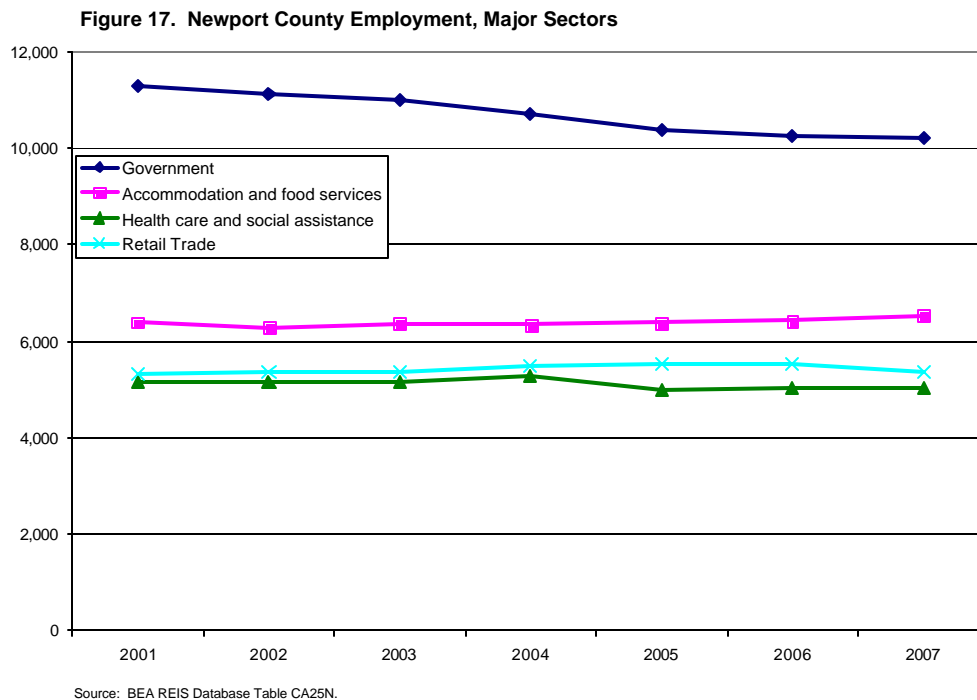


Figure 17 illustrates the trends in major sectors of employment in Newport County for 2001-2007. Government employment has dropped by 10 percent between 2001 and 2007, but the

Accommodations & Food Services, Health Care and Social Assistance and Retail Trade sectors have remained relatively stable.



Newport Waterfront Study Area Characteristics

The Newport Waterfront Study Area includes that area bounded by the Naval Hospital on the north, Thames Street on the east, Corey Street on the South, Fort McAdams on the west and the shoreline. The area has a mixture of commercial and residential uses ranging from small shops to major resort hotels and apartments to multi-acre mansions.

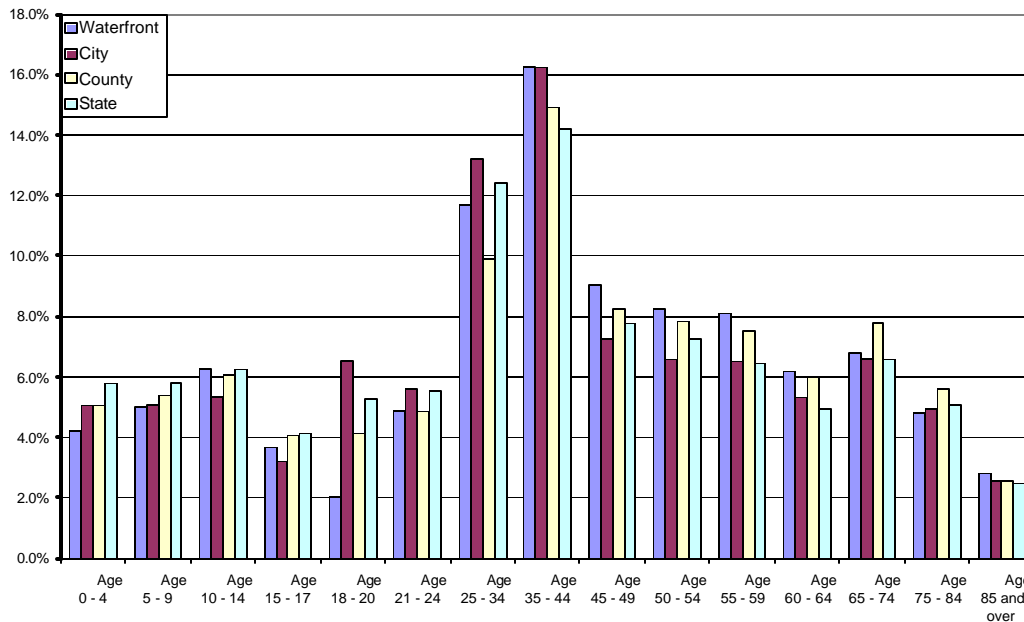
Demographics and employment

The Newport Waterfront Study Area had a 2008 population of 1,974 people, 933 households and 4,500 employees. Shown previously in Figure 12, the Waterfront has fewer persons per household than the city, county and state; this is expected to decline from 2.12 in 2008 to 2.05 in 2013. Population is expected to continue to decline through 2013 but the number of households will remain relatively constant.

A key demographic that is relevant to future economic development in Newport is the distribution of population by age group. Figure 18 shows the percent of Rhode Island, Newport and Newport County population by five-year age increment in relation to the age distribution for the entire state. This graph illustrates that the city's age distribution is nearly the same as the statewide age distribution, but that the County has a noticeably lower percentage of its population in the 18 to 34 age group. The Newport County median age is 41.2 years, somewhat

older than the Rhode Island median of 38.3 years. The median age for the city of Newport is 38.7 years.⁵

Figure 18. Population by Age Group



Appendix E contains a demographic snapshot of the Newport Waterfront, and Appendix F lists business information including number of establishments, employees, sales and sales per employee by SIC code for 2008.

Economics

Table C summarizes employment for the Newport Waterfront Study Area, Newport County and the city. Total employment in the Study Area is 4,727 employees with three-quarters in the Retail and Services Sectors. Newport County has 45,500 employees, 4,700 (10%) of which are located in the Waterfront Study Area. Total sales in Newport County are estimated at \$4.9 billion in 2008 with \$319 million occurring in the Newport Waterfront Study Area.⁶ The average sales per employee on the waterfront were \$68,000 in 2008, compared to the countywide average of \$110,000 sales per employee. The lower sales per employee reflects the predominance of apparel shops and Eating and Drinking Places on the Waterfront.

⁵ Claritas Site Reports, Rhode Island, Newport County and Newport, 2008

⁶ Claritas Business Facts for Rhode Island, Newport County and Newport, 2008.

Table C. Summary of Employment by Category, 2008

Waterfront Study Area

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Sales Per Employee
TOT	All Industries	430	4,727	319.2	\$67,527
MAN	All Manufacturing (SIC 20-39)	13	87	6.2	\$71,264
RET	All Retailing (SIC 52-59)	207	1,972	128.3	\$65,061
SERV	All Services (SIC 70-89)	131	1,461	89.8	\$61,465
ADM	Public Administration (SIC 90-97)	7	598	0	\$0

Newport City

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Sales Per Employee
TOTL	All Industries	1,862	17,147	1,466.8	\$85,543
MANU	All Manufacturing (SIC 20-39)	51	364	27.1	\$74,451
RETL	All Retailing (SIC 52-59)	527	4,685	377.3	\$80,534
SERV	All Services (SIC 70-89)	815	7,982	657.2	\$82,335
GOV	Public Administration (SIC 90-97)	59	1,453	0	\$0

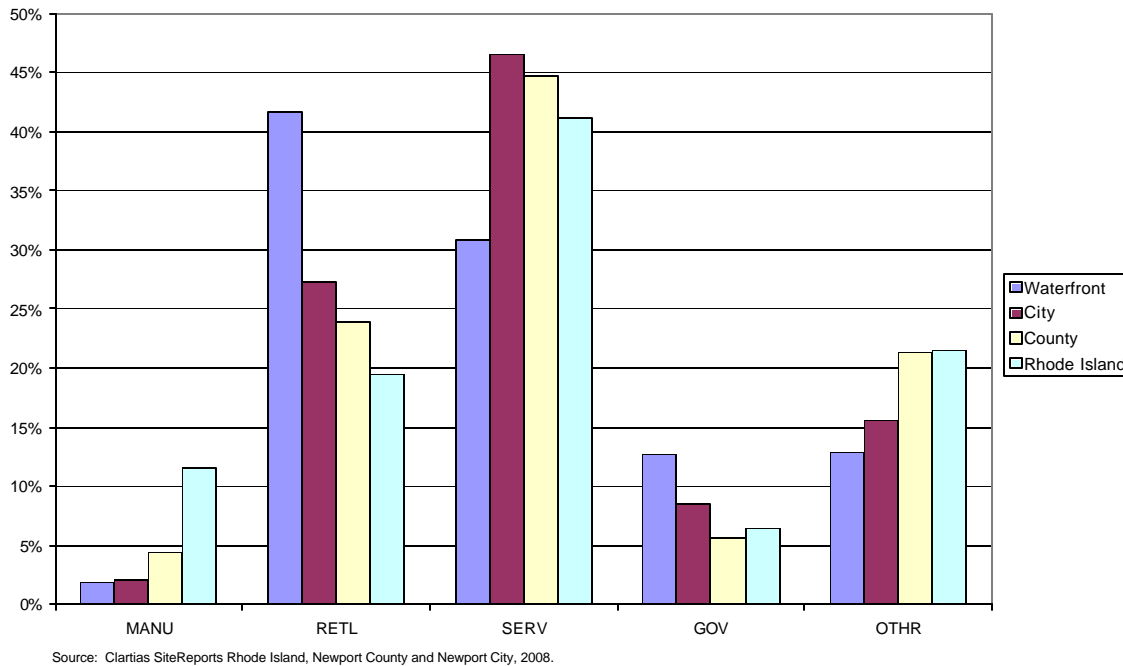
Newport County

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Sales per Employee
TOTL	All Industries	4,511	45,503	4,985.4	\$109,562
MANU	All Manufacturing (SIC 20-39)	170	1,972	174.7	\$88,590
RETL	All Retailing (SIC 52-59)	1,083	10,901	1,309.3	\$120,108
SERV	All Services (SIC 70-89)	1,894	20,366	1,734.4	\$85,162
GOV	Public Administration (SIC 90-97)	170	2,567	0	\$0

Source: Claritas SiteReports, 2008.

Figure 19 presents a percentage breakdown of employment by major category for the Newport Waterfront, the city, county and the state. Manufacturing accounts for 12% of Rhode Island’s total employment, more than double the proportion for the city and the Waterfront. Retail followed by Services are the predominate categories in the Waterfront area; this reflects the tourism nature of the waterfront’s economy.

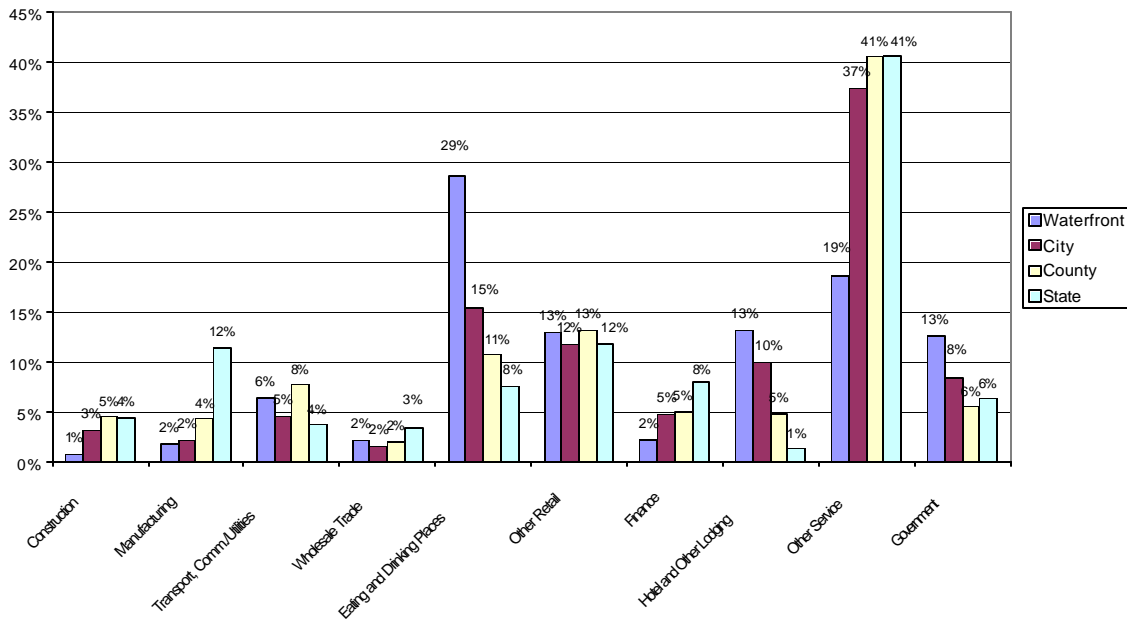
Figure 19. Employment by General Category, 2008



Employment figures are available from different sources for different levels of detail in specific industries and geographic areas. Principal sources for this analysis were the Claritas Site Reports, the Quarterly Census of Employment and Wages, and County Business Patterns. These sources are not reconciled so they yield different numbers but provided representative statistics. Claritas Site Reports, a proprietary database, is the most comprehensive source for the Waterfront Study Area and provides employment at the 2-digit SIC code level. City of Newport employment data were derived from QCEW reports but they only include employees who are covered by unemployment insurance. County data are available from County Business Patterns down to the 6-digit NAICS code level of industrial classification.

Figure 20 shows a finer breakdown of employment by area for 2008. Eating and Drinking Places (a retail sub-sector) account for nearly one-third of Waterfront employment, double the percentage of these jobs in the City of Newport. Hotel and Other Lodging employment is also higher than average. Although not specifically water-dependent uses, patrons of these sectors are likely attracted to the amenities and activities of the Newport Waterfront.

Figure 20. Percent of Total Employment by Area



Note: Includes only employees covered by unemployment insurance.
 Source: RI Labor Market Information, Quarterly Census of Employment and Wages, and FXM Associates.

Table D shows Newport Waterfront Study Area Employment as the percent, or share, of employment by industrial classification for key industries for 2008. The columns on the right show the share that waterfront employment is of city, county and state employment for those key sectors. This highlights how important each industry is to the city and the larger region, in addition to the Waterfront. For instance, the Newport Waterfront has 19% of all statewide employment in the Water Transportation sector; this indicates that Water Transportation on the Newport Waterfront is a key factor in the state economy. Employment in Hotels and Other Lodging facilities (8%) and Eating and Drinking Places (3%) on the Waterfront are also important to local and regional economies.

Table E presents similar information based on the dollar value of annual sales rather than the number of employees. Again, Water Transportation shows as being a key component of the state’s economy at 21% of all such revenues for Rhode Island.

The take-away from these two tables is that there several key industries on the Newport Waterfront (Water Transportation, Eating and Drinking Places, Hotels and Transportation Equipment) that depend on a healthy waterfront and are also important to the state’s economy.

The relative shares of city, county and state employment and sales for the Newport Waterfront are listed in Appendices F and G, respectively.

Table D. Key Waterfront Employment as Share of City, County, State

SIC Code	Business Description	Total Employees	Share of Newport City	Share of Newport County	Share of Rhode Island
Total	All Waterfront Industries	4,727	27.57%	10.39%	0.83%
37	Transportation Equipment	35	100.00%	7.22%	2.01%
44	Water Transportation	245	71.64%	41.67%	19.40%
23	Apparel and Other Fabric Products	35	68.63%	29.66%	2.52%
97	National Security and International	200	61.16%	53.62%	5.19%
56	Apparel and Accessory Stores	235	52.11%	45.90%	4.83%
58	Eating and Drinking Places	1,358	51.15%	27.53%	3.16%
92	Justice, Public Order and Safety	396	44.44%	27.25%	2.81%
50	Wholesale Trade-Durable Goods	81	43.78%	10.66%	0.60%
55	Auto & Boat Dealers	72	40.45%	4.93%	0.61%
70	Hotels and Other Lodging Places	624	36.64%	28.49%	7.87%

Source: Claritas SiteReports, 2008 and FXM Associates

Table E. Key Waterfront Sales as Share of City, County, State

SIC Code	Business Description	Sales (in Millions)	Share of Newport City	Share of Newport County	Share of Rhode Island
Total	All Waterfront Industries	319.2	21.76%	6.40%	0.53%
37	Transportation Equipment	3.1	100.00%	8.42%	2.32%
44	Water Transportation	37.4	80.60%	43.54%	20.62%
23	Apparel and Other Fabric Products	1.5	55.56%	12.00%	1.42%
58	Eating and Drinking Places	66.0	51.28%	28.05%	3.31%
56	Apparel and Accessory Stores	14.0	49.65%	42.42%	4.24%
50	Wholesale Trade-Durable Goods	13.6	43.73%	10.64%	0.58%
55	Auto & Boat Dealers	21.1	38.86%	4.18%	0.59%
51	Wholesale Trade-NonDurable Goods	5.2	30.23%	10.92%	0.43%
59	Miscellaneous Retail	18.3	29.52%	12.02%	0.92%
78	Motion Pictures	1.9	29.23%	13.67%	1.82%
70	Hotels and Other Lodging Places	19.4	28.96%	21.70%	5.74%
47	Transportation Services	12.0	27.84%	21.82%	2.89%

Source: Claritas SiteReports, 2008 and FXM Associates

Location Quotient and Shift Share Analysis

There are several ways to identify the relative importance of particular industries in the Newport waterfront area. The first is called the location quotient (LQ) which is a way to quantify the concentration of an industry in a specific area as compared to the state or nation. It shows which industries are supplying more than expected employment and sales within a local area economy compared to all other industries, and usually represent an “export base” multiplier – meaning they are importing dollars from outside the region rather than serving local demand. Industries with high LQs (much greater than 1.0) are the most important; those with average (near 1.0) or low LQs (<<1.0) are probably less important and are less “unique” to that area. High industry location quotients also mean that there are special advantages for that industry within the local economy. These can be labor force, resource, or locationally driven – in the case of Newport, the waterfront itself is an obvious resource that these industries have taken advantage of.

Industry LQs are calculated by comparing the industry’s share of study area employment with its share of state or national employment. For example, the Waterfront Study Area has 245

FXM Associates

employees in Water Transportation which is 5.18% of all Study Area employment. For the State of Rhode Island, the comparable share is 0.22% of all state employment. Thus, the LQ for Water Transportation equals “Local percent divided by State percent”: $5.18\%/0.22\% = 23.3$ which is a very high Location Quotient. The conclusion is that, on the basis of employment, Water Transportation industry is 23.3 time more concentrated in the local economy of the Newport Waterfront than in the state as a whole.

A second measure is called “shift-share analysis.” This approach looks at the change in a given industry’s employment in the study area relative to the *expected change* based on trends in the national economy (all industries) and trends in that industry nationwide. The difference (positive or negative) between the actual change versus the expected change is a measure of the unique competitiveness of an area for the given industry relative to trends in the national economy. Shift share analysis is typically done on employment changes over 5 to 10 years, or even longer, to get a true measure of the unique competitiveness of the area.

The shift share analysis procedure simply calculates the national growth effect and the industrial mix effect on employment in a specific industry, and subtracts these effects from the actual change in industry employment to get the competitiveness factor. For example, between 1998 and 2007 the national economy grew from 107.5 million to 112.7 million employees, or 4.8%. For the 375 employees in the Boat Dealer category in the Waterfront Study Area in 1998, the expected change from 1998 to 2007 would be 4.8% times 375 or 18 employee increase based on the national economy growth effect. Similarly, the national change in Boat Dealer employment was 45,219 in 1998 to 53,888 in 2007 or 14.6%. Thus if the Waterfront economy mirrored the change in Boat Dealer employment the increase would be 375 times 14.6% or 55 employees. The actual change in Boat Dealer employment in the Waterfront area was 141 employees. The shift share competitiveness factor is $141 - 18 - 55 = 68$ employees due to the unique factors associated with the Newport Waterfront. Shift share does not identify what those unique factors are but simply directs attention to the Boat Dealer industry sector.

Shift share analysis is most often done at the county level, or groups of counties.

The relative concentrations of employment in key sectors shown in Tables D and E are reinforced by the Location Quotients in Table F. As explained above, the Location Quotient (LQ) shows the relative importance of a given industry on the Waterfront relative to its importance at the city, county and state levels. Water Transportation stands out with a LQ of 23 for the Waterfront relative to all Water Transportation employment in the state. Other key industries with high LQs are Hotels, National Security/ International Affairs, Apparel Stores, and Eating and Drinking Places.

Location quotients by SIC code are listed in Appendix H for industries on the Newport Waterfront Study Area.

Table F. Top Location Quotients for Newport Waterfront Study Area

SIC Code	Business Description	Total Employees	Employees % of Total	Location Quotient Relative to:		
				City	County	State
44	Water Transportation	245	5.18%	2.60	4.01	23.32
70	Hotels and Other Lodging Places	624	13.20%	1.33	2.74	9.46
97	National Security and International Affairs	200	4.23%	2.22	5.16	6.24
56	Apparel and Accessory Stores	235	4.97%	1.89	4.42	5.81
58	Eating and Drinking Places	1,358	28.73%	1.86	2.65	3.79
92	Justice, Public Order and Safety	396	8.40%	1.61	2.62	3.38
23	Apparel and Other Fabric Products	35	0.74%	2.49	2.86	3.03
47	Transportation Services	38	.80	1.00	2.03	2.71
37	Transportation Equipment	35	0.74%	3.85	0.69	2.41

Source: Claritas SiteReports 2008 and FXM Associates

Drilling down to more detailed industry categories highlights some very specific enterprises of interest to the Waterfront economy. These include: NAICS Code 483 Water Transport (LQ = 17), NAICS 44122 Boat Dealers (LQ = 6) and Accommodation (LQ = 4).

Tables G and H show a shift share analysis of 11 industry sectors for Newport County from 19998 to 2007. This tables identifies specific sectors where Newport County has a competitive advantage. Table G lists over growth (or loss) in employment by sector over the 1998-2007 period. Table H shows the regional competitiveness factor relative to the *expected* growth (or loss) based on the performance of the national economy (all jobs, all industries) and trends in a specific industry (all jobs in that industrial sector). For Newport County the key industries in high competitiveness factors for the 1998 – 2007 period. These include: Manufacturing (1,203), Trade Transport and Utilities (867), Financial Activities (479), and Professional and Business Services (452). Those with low competitive factors are Public Administration (-926) and Education and Health Services (-435).

Table G. Newport County Change in Employment, 1998 - 2007

Sector	Employment, 1998	Employment, 2007	Employment Change	Percent Growth, 1998 - 2007
Leisure and Hospitality	6,438	7,728	1,290	20
Trade, Transportation, and Utilities	4,770	5,916	1,146	24
Education and Health Services	4,971	5,607	636	12.8
Professional and Business Services	3,686	4,805	1,119	30.4
Public Administration	4,809	4,345	-464	-9.6
Manufacturing	2,465	3,139	674	27.3
Construction	1,430	1,975	545	38.1
Other Services	1,445	1,666	221	15.3
Financial Activities	991	1,581	590	59.5
Information	651	647	-4	-0.6
Natural Resources and Mining	283	280	-3	-1.1
Totals	31,939	37,689	5,750	

Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Table H. Newport County Shift Share, 1998 - 2007

Sector	National Growth Component, Percent	National Growth Component, Jobs	Industrial Mix Component, Percent	Industrial Mix Component, Jobs	Competitive Share Component, Percent	Competitive Share Component, Jobs
Manufacturing	9.1	224	-30.6	-753	48.8	1,203
Trade, Transportation, and Utilities	9.1	434	-3.3	-156	18.2	867
Financial Activities	9.1	90	2.1	21	48.4	479
Professional and Business Services	9.1	336	9	332	12.3	452
Construction	9.1	130	15.6	223	13.4	191
Other Services	9.1	132	1.9	28	4.3	62
Leisure and Hospitality	9.1	586	10.4	672	0.5	32
Information	9.1	59	-14.6	-95	4.8	31
Natural Resources and Mining	9.1	26	-5.7	-16	-4.4	-13
Education and Health Services	9.1	453	12.4	619	-8.8	-435
Public Administration	9.1	438	0.5	24	-19.3	-926
Totals		2,908		899		1,943

Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages

Appendix A. Newport County Demographic Profile

Description	Total County	%
Population		
2013 Projection	77,149	
2008 Estimate	80,759	
2000 Census	85,433	
1990 Census	87,194	
Growth 2008-2013	-4.47%	
Growth 2000-2008	-5.47%	
Growth 1990-2000	-2.02%	

Description	Total County	%
2008 Est. Population by Age	80,759	
Age 0 - 4	4,085	5.06
Age 5 - 9	4,360	5.40
Age 10 - 14	4,915	6.09
Age 15 - 17	3,279	4.06
Age 18 - 20	3,340	4.14
Age 21 - 24	3,915	4.85
Age 25 - 34	8,008	9.92
Age 35 - 44	12,032	14.90
Age 45 - 49	6,666	8.25
Age 50 - 54	6,317	7.82
Age 55 - 59	6,084	7.53
Age 60 - 64	4,852	6.01
Age 65 - 74	6,306	7.81
Age 75 - 84	4,531	5.61
Age 85 and over	2,069	2.56
Age 16 and over	66,253	82.04
Age 18 and over	64,120	79.40
Age 21 and over	60,780	75.26
Age 65 and over	12,906	15.98
2008 Est. Median Age	42.05	
2008 Est. Average Age	41.16	

Appendix A. Continued

Description	Total County	%
2008 Est. Pop. Age 25+ by Educational Attainment*	56,865	
Less than 9th grade	2,591	4.56
Some High School, no diploma	4,401	7.74
High School Graduate (or GED)	13,747	24.17
Some College, no degree	10,598	18.64
Associate Degree	3,738	6.57
Bachelor's Degree	13,225	23.26
Master's Degree	6,308	11.09
Professional School Degree	1,530	2.69
Doctorate Degree	727	1.28
Households		
2013 Projection	33,707	
2008 Estimate	34,490	
2000 Census	35,228	
1990 Census	32,687	
Growth 2008-2013	-2.27%	
Growth 2000-2008	-2.09%	
Growth 1990-2000	7.77%	
2008 Est. Group Quarters Population	2,253	
2008 Est. Households by Household Income	34,490	
Income Less than \$15,000	3,434	9.96
Income \$15,000 - \$24,999	2,960	8.58
Income \$25,000 - \$34,999	2,949	8.55
Income \$35,000 - \$49,999	4,637	13.44
Income \$50,000 - \$74,999	7,134	20.68
Income \$75,000 - \$99,999	4,941	14.33
Income \$100,000 - \$149,999	5,190	15.05
Income \$150,000 - \$249,999	2,272	6.59
Income \$250,000 - \$499,999	685	1.99
Income \$500,000 and more	288	0.84
2008 Est. Average Household Income	\$78,972	
2008 Est. Median Household Income	\$61,442	
2008 Est. Per Capita Income	\$34,178	

Appendix A. Continued

Description	Total County	%
2008 Est. Households by Household Size*	34,490	
1-person household	11,081	32.13
2-person household	11,794	34.20
3-person household	5,404	15.67
4-person household	4,168	12.08
5-person household	1,498	4.34
6-person household	415	1.20
7 or more person household	130	0.38
2008 Est. Average Household Size	2.28	
2008 Est. Households by Number of Vehicles*	34,490	
No Vehicles	2,663	7.72
1 Vehicle	12,511	36.27
2 Vehicles	14,040	40.71
3 Vehicles	3,930	11.39
4 Vehicles	946	2.74
5 or more Vehicles	400	1.16
2008 Est. Average Number of Vehicles*	1.70	
2008 Est. Pop Age 16+ by Employment Status*	66,253	
In Armed Forces	2,481	3.74
Civilian - Employed	40,605	61.29
Civilian - Unemployed	2,173	3.28
Not in Labor Force	20,994	31.69
2008 Est. Civ Employed Pop 16+ by Occupation*	40,605	
Management, Business, and Financial Operations	6,126	15.09
Professional and Related Occupations	10,750	26.47
Service	6,755	16.64
Sales and Office	10,280	25.32
Farming, Fishing, and Forestry	282	0.69
Construction, Extraction and Maintenance	3,146	7.75
Production, Transportation and Material Moving	3,266	8.04
2008 Est. Pop 16+ by Occupation Classification*	40,605	
Blue Collar	6,412	15.79
White Collar	27,071	66.67
Service and Farm	7,122	17.54

Appendix A. Concluded

Description	Total County	%
2008 Est. Workers Age 16+, Transportation To Work*	42,354	
Drove Alone	34,126	80.57
Car Pooled	3,476	8.21
Public Transportation	589	1.39
Walked	2,044	4.83
Motorcycle	32	0.08
Bicycle	118	0.28
Other Means	361	0.85
Worked at Home	1,608	3.80
2008 Est. Workers Age 16+ by Travel Time to Work*	40,746	
Less than 15 Minutes	17,270	42.38
15 - 29 Minutes	12,604	30.93
30 - 44 Minutes	5,801	14.24
45 - 59 Minutes	2,499	6.13
60 or more Minutes	2,572	6.31
2008 Est. Average Travel Time to Work in Minutes*	23.92	

Appendix B. City of Newport Demographic Profile

Description	Total Place	%
Population		
2013 Projection	21,829	
2008 Estimate	23,687	
2000 Census	26,475	
1990 Census	28,227	
Growth 2008-2013	-7.84%	
Growth 2000-2008	-10.53%	
Growth 1990-2000	-6.21%	
2008 Est. Population by Age		
	23,687	
Age 0 - 4	1,196	5.05
Age 5 - 9	1,205	5.09
Age 10 - 14	1,263	5.33
Age 15 - 17	753	3.18
Age 18 - 20	1,551	6.55
Age 21 - 24	1,328	5.61
Age 25 - 34	3,133	13.23
Age 35 - 44	3,848	16.25
Age 45 - 49	1,719	7.26
Age 50 - 54	1,552	6.55
Age 55 - 59	1,540	6.50
Age 60 - 64	1,257	5.31
Age 65 - 74	1,566	6.61
Age 75 - 84	1,169	4.94
Age 85 and over	607	2.56
Age 16 and over	19,760	83.42
Age 18 and over	19,270	81.35
Age 21 and over	17,719	74.80
Age 65 and over	3,342	14.11
2008 Est. Median Age		
	38.68	
2008 Est. Average Age		
	39.50	

Appendix B. Continued

Description	Total	
	Place	%
2008 Est. Pop. Age 25+ by Educational Attainment*	16,391	
Less than 9th grade	735	4.48
Some High School, no diploma	1,385	8.45
High School Graduate (or GED)	3,516	21.45
Some College, no degree	3,066	18.71
Associate Degree	893	5.45
Bachelor's Degree	4,317	26.34
Master's Degree	1,859	11.34
Professional School Degree	408	2.49
Doctorate Degree	212	1.29
Households		
2013 Projection	10,136	
2008 Estimate	10,740	
2000 Census	11,566	
1990 Census	11,196	
Growth 2008-2013	-5.62%	
Growth 2000-2008	-7.14%	
Growth 1990-2000	3.30%	
2008 Est. Group Quarters Population	1,894	
2008 Est. Households by Household Income		
Income Less than \$15,000	1,681	15.65
Income \$15,000 - \$24,999	1,204	11.21
Income \$25,000 - \$34,999	1,059	9.86
Income \$35,000 - \$49,999	1,426	13.28
Income \$50,000 - \$74,999	2,037	18.97
Income \$75,000 - \$99,999	1,272	11.84
Income \$100,000 - \$149,999	1,242	11.56
Income \$150,000 - \$249,999	568	5.29
Income \$250,000 - \$499,999	185	1.72
Income \$500,000 and more	66	0.61
2008 Est. Average Household Income	\$68,038	
2008 Est. Median Household Income	\$50,001	
2008 Est. Per Capita Income	\$32,100	

Appendix B. Continued

Description	Total Place	%
2008 Est. Households by Household Size*	10,740	
1-person household	4,532	42.20
2-person household	3,474	32.35
3-person household	1,354	12.61
4-person household	884	8.23
5-person household	335	3.12
6-person household	113	1.05
7 or more person household	48	0.45
2008 Est. Average Household Size	2.03	
2008 Est. Households by Number of Vehicles*	10,740	
No Vehicles	1,559	14.52
1 Vehicle	4,914	45.75
2 Vehicles	3,482	32.42
3 Vehicles	623	5.80
4 Vehicles	126	1.17
5 or more Vehicles	36	0.34
2008 Est. Average Number of Vehicles*	1.35	
2008 Est. Pop Age 16+ by Employment Status*	19,760	
In Armed Forces	1,390	7.03
Civilian - Employed	11,554	58.47
Civilian - Unemployed	914	4.63
Not in Labor Force	5,902	29.87
2008 Est. Civ Employed Pop 16+ by Occupation*	11,554	
Management, Business, and Financial Operations	2,062	17.85
Professional and Related Occupations	2,482	21.48
Service	2,345	20.30
Sales and Office	2,962	25.64
Farming, Fishing, and Forestry	74	0.64
Construction, Extraction and Maintenance	696	6.02
Production, Transportation and Material Moving	933	8.08
2008 Est. Pop 16+ by Occupation Classification*	11,554	
Blue Collar	1,629	14.10
White Collar	7,501	64.92
Service and Farm	2,424	20.98

Appendix B. Concluded

Description	Total Place	%
2008 Est. Workers Age 16+, Transportation To Work*	12,717	
Drove Alone	8,822	69.37
Car Pooled	1,164	9.15
Public Transportation	304	2.39
Walked	1,629	12.81
Motorcycle	22	0.17
Bicycle	85	0.67
Other Means	144	1.13
Worked at Home	547	4.30
2008 Est. Workers Age 16+ by Travel Time to Work*	12,170	
Less than 15 Minutes	7,119	58.50
15 - 29 Minutes	2,842	23.35
30 - 44 Minutes	1,060	8.71
45 - 59 Minutes	492	4.04
60 or more Minutes	657	5.40
2008 Est. Average Travel Time to Work in Minutes*	19.55	
2008 Est. Tenure of Occupied Housing Units	10,740	
Owner Occupied	4,527	42.15
Renter Occupied	6,213	57.85
2008 Occ Housing Units, Avg Length of Residence	9	
2008 Est. All Owner-Occupied Housing Values	4,527	
Value Less than \$20,000	1	0.02
Value \$20,000 - \$39,999	3	0.07
Value \$40,000 - \$59,999	3	0.07
Value \$60,000 - \$79,999	6	0.13
Value \$80,000 - \$99,999	0	0.00
Value \$100,000 - \$149,999	47	1.04
Value \$150,000 - \$199,999	179	3.95
Value \$200,000 - \$299,999	942	20.81
Value \$300,000 - \$399,999	1,279	28.25
Value \$400,000 - \$499,999	614	13.56
Value \$500,000 - \$749,999	677	14.95
Value \$750,000 - \$999,999	309	6.83
Value \$1,000,000 or more	467	10.32
2008 Est. Median All Owner-Occupied Housing Value	\$384,609	

Appendix C. Newport County Business Profile

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Sales Per Employee
TOT	All Industries	4,511	45,503	4,985.4	\$109,562
MAN	All Manufacturing (SIC 20-39)	170	1,972	174.7	\$88,590
RET	All Retailing (SIC 52-59)	1,083	10,901	1,309.3	\$120,108
SERV	All Services (70-89)	815	7,982	657	\$82,335
ADM	Public Administration (SIC 90-97)	170	2,567	0	\$0
01	Agricultural Production - Crops	9	45	3.2	\$71,111
02	Agricultural Production - Livestock	3	10	1	\$60,000
07	Agricultural Services	80	447	17.9	\$40,045
08	Forestry	0	0	0	
09	Fishing, Hunting and Trapping	0	0	0	
10	Metal Mining	0	0	0	
12	Coal Mining	0	0	0	
13	Oil and Gas Extraction	2	7	1	\$128,571
14	Mining NonMetalics, Except Fuels	3	9	1	\$111,111
15	Building Construction and General Contr	135	2,588	697.8	\$269,629
16	Heavy Construction, Except SIC 15	27	329	38.7	\$117,629
17	Construction-Special Trade Contractors	215	946	147.6	\$156,025
20	Food and Kindred Products	19	211	24.7	\$117,062
21	Tobacco Manufacturers	0	0	0	
22	Textile Mill Products	0	0	0	
23	Apparel and Other Fabric Products	11	118	12.5	\$105,932
24	Lumber and Wood Products, Except Furr	8	60	5.5	\$91,667
25	Furniture and Fixtures	2	3	.2	\$66,667
26	Paper and Allied Products	0	0	0	
27	Printing, Publishing and Allied Industries	35	298	20.3	\$68,121
28	Chemicals and Allied Products	5	26	2.6	\$100,000
29	Petroleum Refining and Related Industrie	2	19	5	\$268,421
30	Rubber and Miscellaneous Plastics Produ	0	0	0	
31	Leather and Leather Products	1	4	0	\$50,000
32	Stone, Clay, Glass and Concrete Products	5	10	1.2	\$120,000
33	Primary Metal Industries	2	12	1	\$58,333
34	Fabricated Metal Products	17	174	16.2	\$93,103
35	Industry and Commercial Machinery and	8	176	18	\$102,273
36	Electrical and Electronic Equipment(Ex.	5	96	7	\$75,000
37	Transportation Equipment	19	485	36.8	\$75,876
38	Measuring and Analyzing Instruments	7	52	5.0	\$96,154
39	Miscellaneous Manufacturing Industries	24	228	18.5	\$81,140
40	Railroad Transportation	1	8	.8	\$100,000
41	Local, Suburban and Interurban Transpor	34	389	18.5	\$47,558
42	Motor Freight Transportation and Wareh	14	94	10.1	\$107,447

Appendix C. Continued

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Sales Per Employee
43	U.S. Postal Service	8	148	1.1	\$7,432
44	Water Transportation	50	588	85.9	\$146,088
45	Transportation by Air	1	4	0	\$100,000
46	Pipe Lines, Except Natural Gas	0	0	0	
47	Transportation Services	26	180	55.0	\$305,556
48	Communication	20	286	31.5	\$110,140
49	Electric, Gas and Sanitary Services	14	78	9.8	\$125,641
50	Wholesale Trade-Durable Goods	100	760	127.8	\$168,158
51	Wholesale Trade-NonDurable Goods	46	217	47.6	\$219,355
52	Building Materials, Garden Supply and M	50	504	79.2	\$157,143
53	General Merchandise Stores	18	624	65.0	\$104,167
54	Food Stores	78	920	141.0	\$153,261
55	Automobile Dealers and Gas Service Stat	118	1,461	504.3	\$345,175
56	Apparel and Accessory Stores	98	512	33.0	\$64,453
57	Home Furniture, Furnishings and Equipm	104	555	99.3	\$178,919
58	Eating and Drinking Places	302	4,932	235.3	\$47,709
59	Miscellaneous Retail	315	1,393	152.2	\$109,261
60	Depository Institutions	37	387	105.9	\$273,643
61	NonDepository Credit Institutions	21	390	121.9	\$312,564
62	Security and Commodity Brokers and Se	39	177	28.4	\$160,452
63	Insurance Carriers	0	0	0	
64	Insurance Agents, Brokers and Service	43	189	43.9	\$232,275
65	Real Estate	178	1,079	151.5	\$140,408
67	Holding and Other Investment Offices	7	105	19.2	\$182,857
70	Hotels and Other Lodging Places	149	2,190	89.4	\$40,822
72	Personal Services	225	788	35.2	\$44,670
73	Business Services	255	3,423	342.9	\$100,175
75	Automobile Repair, Services and Parking	89	335	36.6	\$109,254
76	Miscellaneous Repair Services	55	116	13.7	\$118,103
78	Motion Pictures	16	87	13.9	\$159,770
79	Amusement and Recreational Service (E	171	1,583	108.9	\$68,793
80	Health Services	244	3,014	258.0	\$85,601
81	Legal Services	93	342	62.5	\$182,749
82	Educational Services	100	3,369	359.8	\$106,797
83	Social Services	144	2,245	169.4	\$75,457
84	Museums, Art Galleries, Zoos, Etc.	26	601	16.4	\$27,288
86	Membership Organizations	139	895	50.3	\$56,201
87	Eng, Acct, Research and Mgmt Related S	180	1,302	173.5	\$133,257
89	Miscellaneous Services	8	76	3.9	\$51,316
		1,894	20,366	1,734	\$85,162

Appendix C. Concluded

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Sales Per Employee
91	Exec., Leg. and Gen. Govt. (Except Fin	60	509	0	0
92	Justice, Public Order and Safety	56	1453	0	0
93	Public Finance, Taxation and Monetary F	15	49	0	\$0
94	Administration Of Human Resource Prog	7	81	0	\$0
95	Admin. Of Environ. Quality and Housing	5	52	0	\$0
96	Administration Of Economic Programs	5	50	0	\$0
97	National Security and International Affai	22	373	0	\$0
99	NonClassifiable Establishments	81	237	0	\$0

Appendix D. Newport City Business Profile

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Sales Per Employee
TOT	All Industries	1,862	17,147	1,466.8	\$85,543
MAN	All Manufacturing (SIC 20-39)	51	364	27.1	\$74,451
RET	All Retailing (SIC 52-59)	527	4,685	377.3	\$80,534
SERV	All Services (SIC 70-89)	815	7,982	657	\$82,335
ADM	Public Administration (SIC 90-97)	59	1,453	0	\$0
01	Agricultural Production - Crops	1	20	1.5	\$75,000
02	Agricultural Production - Livestock	0	0	0	
07	Agricultural Services	19	77	3.3	\$42,857
08	Forestry	0	0	0	
09	Fishing, Hunting and Trapping	0	0	0	
10	Metal Mining	0	0	0	
12	Coal Mining	0	0	0	
13	Oil and Gas Extraction	0	0	0	
14	Mining NonMetalics, Except Fuels	0	0	0	
15	Building Construction and General Contr	32	158	42.4	\$268,354
16	Heavy Construction, Except SIC 15	9	160	19.2	\$120,000
17	Construction-Special Trade Contractors	59	232	35.9	\$154,741
20	Food and Kindred Products	3	29	3.0	\$103,448
21	Tobacco Manufacturers	0	0	0	
22	Textile Mill Products	0	0	0	
23	Apparel and Other Fabric Products	7	51	2.7	\$52,941
24	Lumber and Wood Products, Except Furr	1	10	1.8	\$180,000
25	Furniture and Fixtures	1	2	.1	\$50,000
26	Paper and Allied Products	0	0	0	
27	Printing, Publishing and Allied Industries	16	163	9.2	\$56,442
28	Chemicals and Allied Products	2	6	.8	\$133,333
29	Petroleum Refining and Related Industrie	0	0	0	
30	Rubber and Miscellaneous Plastics Produ	0	0	0	
31	Leather and Leather Products	0	0	0	
32	Stone, Clay, Glass and Concrete Products	3	7	.7	\$100,000
33	Primary Metal Industries	0	0	0	
34	Fabricated Metal Products	5	26	2.3	\$88,462
35	Industry and Commercial Machinery and	0	0	0	
36	Electrical and Electronic Equipment(Ex.	0	0	0	
37	Transportation Equipment	6	33	2.9	\$87,879
38	Measuring and Analyzing Instruments	3	21	2.1	\$100,000
39	Miscellaneous Manufacturing Industries	4	16	1.5	\$93,750
40	Railroad Transportation	1	8	.8	\$100,000
41	Local, Suburban and Interurban Transpo	15	132	6.3	\$47,727
42	Motor Freight Transportation and Wareh	7	66	6.9	\$104,545

Appendix D. Continued

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Sales Per Employee
43	U.S. Postal Service	2	52	3	\$5,769
44	Water Transportation	31	342	46.4	\$135,673
45	Transportation by Air	0	0	0	
46	Pipe Lines, Except Natural Gas	0	0	0	
47	Transportation Services	16	138	43.1	\$312,319
48	Communication	5	36	3.1	\$86,111
49	Electric, Gas and Sanitary Services	3	15	1.2	\$80,000
50	Wholesale Trade-Durable Goods	33	185	31.1	\$168,108
51	Wholesale Trade-NonDurable Goods	13	85	17.2	\$202,353
52	Building Materials, Garden Supply and M	10	80	11.6	\$145,000
53	General Merchandise Stores	5	205	22.5	\$109,756
54	Food Stores	29	371	49.3	\$132,884
55	Automobile Dealers and Gas Service Stat	36	178	54.3	\$305,056
56	Apparel and Accessory Stores	76	451	28.2	\$62,528
57	Home Furniture, Furnishings and Equipm	38	116	20.7	\$178,448
58	Eating and Drinking Places	151	2,655	128.7	\$48,475
59	Miscellaneous Retail	182	629	62.0	\$98,569
60	Depository Institutions	14	115	31.2	\$271,304
61	NonDepository Credit Institutions	11	35	10.8	\$308,571
62	Security and Commodity Brokers and Se:	17	81	12.9	\$159,259
63	Insurance Carriers	0	0	0	
64	Insurance Agents, Brokers and Service	13	44	10.2	\$231,818
65	Real Estate	66	475	68.6	\$144,421
67	Holding and Other Investment Offices	3	71	12.8	\$180,282
70	Hotels and Other Lodging Places	100	1,703	67.0	\$39,342
72	Personal Services	79	252	12.3	\$48,810
73	Business Services	116	436	67.7	\$155,275
75	Automobile Repair, Services and Parking	24	100	13.6	\$136,000
76	Miscellaneous Repair Services	20	45	4.7	\$104,444
78	Motion Pictures	9	47	6.5	\$138,298
79	Amusement and Recreational Service (Ex	76	840	62.1	\$73,929
80	Health Services	91	1,347	128.1	\$95,100
81	Legal Services	50	190	34.7	\$182,632
82	Educational Services	38	935	108.8	\$116,364
83	Social Services	59	646	56.9	\$88,080
84	Museums, Art Galleries, Zoos, Etc.	20	480	12.9	\$26,875
86	Membership Organizations	57	510	26.8	\$52,549
87	Eng, Acct, Research and Mgmt Related S	73	445	54.8	\$123,146
89	Miscellaneous Services	3	6	3	\$50,000
		815	7,982	657	\$82,335

Appendix D. Concluded

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Sales Per Employee
91	Exec., Leg. and Gen. Govt. (Except Finai	11	171	0	\$0
92	Justice, Public Order and Safety	27	891	0	\$0
93	Public Finance, Taxation and Monetary I	3	8	0	\$0
94	Administration Of Human Resource Prog	2	12	0	\$0
95	Admin. Of Environ. Quality and Housing	3	44	0	\$0
96	Administration Of Economic Programs	0	0	0	\$0
97	National Security and International Affai	13	327	0	\$0
99	NonClassifiable Establishments	40	136	0	\$0

Appendix E. Newport Study area Demographic Profile

Description	Polygon 1	%
Population		
2013 Projection	1,908	
2008 Estimate	1,974	
2000 Census	2,083	
1990 Census	2,103	
Growth 2008-2013	-3.34%	
Growth 2000-2008	-5.23%	
Growth 1990-2000	-0.95%	
2008 Est. Population by Age		
	1,974	
Age 0 - 4	83	4.20
Age 5 - 9	99	5.02
Age 10 - 14	124	6.28
Age 15 - 17	72	3.65
Age 18 - 20	40	2.03
Age 21 - 24	96	4.86
Age 25 - 34	231	11.70
Age 35 - 44	321	16.26
Age 45 - 49	179	9.07
Age 50 - 54	163	8.26
Age 55 - 59	160	8.11
Age 60 - 64	122	6.18
Age 65 - 74	134	6.79
Age 75 - 84	95	4.81
Age 85 and over	55	2.79
Age 16 and over	1,636	82.88
Age 18 and over	1,596	80.85
Age 21 and over	1,556	78.82
Age 65 and over	284	14.39
2008 Est. Median Age		
	42.53	
2008 Est. Average Age		
	41.65	

Appendix E. Continued

Description	Polygon 1	%
2008 Est. Pop. Age 25+ by Educational Attainment*	1,461	
Less than 9th grade	28	1.92
Some High School, no diploma	70	4.79
High School Graduate (or GED)	263	18.00
Some College, no degree	244	16.70
Associate Degree	59	4.04
Bachelor's Degree	434	29.71
Master's Degree	283	19.37
Professional School Degree	50	3.42
Doctorate Degree	29	1.98
Households		
2013 Projection	933	
2008 Estimate	933	
2000 Census	928	
1990 Census	860	
Growth 2008-2013	0.00%	
Growth 2000-2008	0.54%	
Growth 1990-2000	7.91%	
2008 Est. Group Quarters Population	38	
2008 Est. Households by Household Income	933	
Income Less than \$15,000	75	8.04
Income \$15,000 - \$24,999	81	8.68
Income \$25,000 - \$34,999	85	9.11
Income \$35,000 - \$49,999	91	9.75
Income \$50,000 - \$74,999	206	22.08
Income \$75,000 - \$99,999	154	16.51
Income \$100,000 - \$149,999	150	16.08
Income \$150,000 - \$249,999	54	5.79
Income \$250,000 - \$499,999	28	3.00
Income \$500,000 and more	9	0.96
2008 Est. Average Household Income	\$84,118	
2008 Est. Median Household Income	\$66,304	
2008 Est. Per Capita Income	\$40,095	

Appendix E. Continued

Description	Polygon 1	%
2008 Est. Households by Household Size*	933	
1-person household	391	41.91
2-person household	301	32.26
3-person household	104	11.15
4-person household	88	9.43
5-person household	31	3.32
6-person household	10	1.07
7 or more person household	7	0.75
2008 Est. Average Household Size	2.08	
2008 Est. Households by Number of Vehicles*	933	
No Vehicles	71	7.61
1 Vehicle	376	40.30
2 Vehicles	398	42.66
3 Vehicles	71	7.61
4 Vehicles	12	1.29
5 or more Vehicles	4	0.43
2008 Est. Average Number of Vehicles*	1.56	
2008 Est. Pop Age 16+ by Employment Status*	1,636	
In Armed Forces	165	10.09
Civilian - Employed	926	56.60
Civilian - Unemployed	56	3.42
Not in Labor Force	490	29.95
2008 Est. Civ Employed Pop 16+ by Occupation*	926	
Management, Business, and Financial Operations	195	21.06
Professional and Related Occupations	235	25.38
Service	147	15.87
Sales and Office	225	24.30
Farming, Fishing, and Forestry	2	0.22
Construction, Extraction and Maintenance	64	6.91
Production, Transportation and Material Moving	57	6.16
2008 Est. Pop 16+ by Occupation Classification*	926	
Blue Collar	122	13.17
White Collar	655	70.73
Service and Farm	149	16.09

Appendix E. Concluded

Description	Polygon 1	%
2008 Est. Workers Age 16+, Transportation To Work*	1,079	
Drove Alone	831	77.02
Car Pooled	109	10.10
Public Transportation	23	2.13
Walked	73	6.77
Motorcycle	1	0.09
Bicycle	0	0.00
Other Means	11	1.02
Worked at Home	31	2.87
2008 Est. Workers Age 16+ by Travel Time to Work*	1,048	
Less than 15 Minutes	483	46.09
15 - 29 Minutes	378	36.07
30 - 44 Minutes	92	8.78
45 - 59 Minutes	42	4.01
60 or more Minutes	54	5.15
2008 Est. Average Travel Time to Work in Minutes*	21.00	
2008 Est. Tenure of Occupied Housing Units	933	
Owner Occupied	384	41.16
Renter Occupied	549	58.84
2008 Occ Housing Units, Avg Length of Residence	8	
2008 Est. All Owner-Occupied Housing Values	384	
Value Less than \$20,000	0	0.00
Value \$20,000 - \$39,999	0	0.00
Value \$40,000 - \$59,999	0	0.00
Value \$60,000 - \$79,999	0	0.00
Value \$80,000 - \$99,999	0	0.00
Value \$100,000 - \$149,999	1	0.26
Value \$150,000 - \$199,999	6	1.56
Value \$200,000 - \$299,999	65	16.93
Value \$300,000 - \$399,999	100	26.04
Value \$400,000 - \$499,999	72	18.75
Value \$500,000 - \$749,999	61	15.89
Value \$750,000 - \$999,999	34	8.85
Value \$1,000,000 or more	45	11.72
2008 Est. Median All Owner-Occupied Housing Value	\$428,082	

Appendix F. Newport Waterfront Study Area Business Profile
Polygon 1: NEWPORT RI WATERFRONT, Total

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Sales Per Employee
TOT	All Industries	430	4,727	319.2	\$67,527
MAN	All Manufacturing (SIC 20-39)	13	87	6.2	\$71,264
RET	All Retailing (SIC 52-59)	207	1,972	128.3	\$65,061
SERV	All Services (SIC 70-89)	131	1,461	90	\$61,465
ADM	Public Administration (SIC 90-97)	7	598	0	\$0
01	Agricultural Production - Crops	0	0	0	\$0
02	Agricultural Production - Livestock	0	0	0	\$0
07	Agricultural Services	2	7	.3	\$42,857
08	Forestry	0	0	0	\$0
09	Fishing, Hunting and Trapping	0	0	0	\$0
10	Metal Mining	0	0	0	\$0
12	Coal Mining	0	0	0	\$0
13	Oil and Gas Extraction	0	0	0	\$0
14	Mining NonMetalics, Except Fuels	0	0	0	\$0
15	Building Construction and General Contr	1	1	.3	\$300,000
16	Heavy Construction, Except SIC 15	4	17	1.7	\$100,000
17	Construction-Special Trade Contractors	7	17	2.2	\$129,412
20	Food and Kindred Products	0	0	0	\$0
21	Tobacco Manufacturers	0	0	0	\$0
22	Textile Mill Products	0	0	0	\$0
23	Apparel and Other Fabric Products	2	35	1.5	\$42,857
24	Lumber and Wood Products, Except Furr	0	0	0	\$0
25	Furniture and Fixtures	0	0	0	\$0
26	Paper and Allied Products	0	0	0	\$0
27	Printing, Publishing and Allied Industries	3	6	.4	\$66,667
28	Chemicals and Allied Products	0	0	0	\$0
29	Petroleum Refining and Related Industrie	0	0	0	\$0
30	Rubber and Miscellaneous Plastics Produ	0	0	0	\$0
31	Leather and Leather Products	0	0	0	\$0
32	Stone, Clay, Glass and Concrete Products	1	3	.4	\$133,333
33	Primary Metal Industries	0	0	0	\$0
34	Fabricated Metal Products	0	0	0	\$0
35	Industry and Commercial Machinery and	0	0	0	\$0
36	Electrical and Electronic Equipment(Ex.	0	0	0	\$0
37	Transportation Equipment	6	35	3.1	\$88,571
38	Measuring and Analyzing Instruments	0	0	0	\$0
39	Miscellaneous Manufacturing Industries	1	8	.8	\$100,000
40	Railroad Transportation	0	0	0	\$0
41	Local, Suburban and Interurban Transpor	2	9	.5	\$55,556
42	Motor Freight Transportation and Wareh	1	3	.3	\$100,000

Appendix F. Newport Waterfront Study Area Business Profile

SIC Code	Business Description	Total Establishment	Total Employees	Sales (in Millions)	Sales Per Employee
43	U.S. Postal Service	0	0	0	\$0
44	Water Transportation	13	245	37.4	\$152,653
45	Transportation by Air	0	0	0	\$0
46	Pipe Lines, Except Natural Gas	0	0	0	\$0
47	Transportation Services	4	38	12.0	\$315,789
48	Communication	1	7	.7	\$100,000
49	Electric, Gas and Sanitary Services	1	5	4	\$80,000
50	Wholesale Trade-Durable Goods	7	81	13.6	\$167,901
51	Wholesale Trade-NonDurable Goods	4	21	5.2	\$247,619
52	Building Materials, Garden Supply and M	1	10	1.8	\$180,000
53	General Merchandise Stores	3	20	2.0	\$100,000
54	Food Stores	7	49	4.4	\$89,796
55	Automobile Dealers and Gas Service Stat	22	72	21.1	\$293,056
56	Apparel and Accessory Stores	44	235	14.0	\$59,574
57	Home Furniture,Furnishings and Equipm	4	7	.7	\$100,000
58	Eating and Drinking Places	56	1,358	66.0	\$48,601
59	Miscellaneous Retail	70	221	18.3	\$82,805
60	Depository Institutions	2	11	3.2	\$290,909
61	NonDepository Credit Institutions	1	3	.8	\$266,667
62	Security and Commodity Brokers and Sei	0	0	0	\$0
63	Insurance Carriers	0	0	0	\$0
64	Insurance Agents, Brokers and Service	3	9	2.1	\$233,333
65	Real Estate	10	86	14.2	\$165,116
67	Holding and Other Investment Offices	0	0	0	\$0
70	Hotels and Other Lodging Places	19	624	19.4	\$31,090
72	Personal Services	14	35	1.6	\$45,714
73	Business Services	19	70	13.5	\$192,857
75	Automobile Repair, Services and Parking	0	0	0	\$0
76	Miscellaneous Repair Services	3	7	4	\$57,143
78	Motion Pictures	1	8	1.9	\$237,500
79	Amusement and Recreational Service (E)	23	198	10.7	\$54,040
80	Health Services	11	176	15.9	\$90,341
81	Legal Services	7	22	4.0	\$181,818
82	Educational Services	3	26	3.3	\$126,923
83	Social Services	5	94	10.0	\$106,383
84	Museums, Art Galleries, Zoos, Etc.	5	18	.5	\$27,778
86	Membership Organizations	10	144	3.7	\$25,694
87	Eng. Acct, Research and Mgmt Related S	10	37	4.8	\$129,730
89	Miscellaneous Services	1	2	.1	\$50,000

Appendix G. Waterfront Employment Share of City, County, State

SIC Code	Business Description	Total Employees	Share of Newport City	Share of Newport County	Share of Rhode Island
TOT	All Industries	4,727	27.57%	10.39%	0.83%
MAN	All Manufacturing (SIC 20-39)	87	23.90%	4.41%	0.13%
RET	All Retailing (SIC 52-59)	1,972	42.09%	18.09%	1.78%
SERV	All Services (SIC 70-89)	1,461	18.30%	7.17%	0.62%
ADM	Public Administration (SIC 90-97)	598	41.16%	23.30%	1.65%
01	Agricultural Production - Crops	0	0.00%	0.00%	0.00%
02	Agricultural Production - Livestock	0	0.00%	0.00%	0.00%
07	Agricultural Services	7	9.09%	1.57%	0.21%
08	Forestry	0	0.00%	0.00%	0.00%
09	Fishing, Hunting and Trapping	0	0.00%	0.00%	0.00%
10	Metal Mining	0	0.00%	0.00%	0.00%
12	Coal Mining	0	0.00%	0.00%	0.00%
13	Oil and Gas Extraction	0	0.00%	0.00%	0.00%
14	Mining NonMetalics, Except Fuels	0	0.00%	0.00%	0.00%
15	Building Construction and General Cont	1	0.63%	0.04%	0.01%
16	Heavy Construction, Except SIC 15	17	10.63%	5.17%	0.63%
17	Construction-Special Trade Contractors	17	7.33%	1.80%	0.13%
20	Food and Kindred Products	0	0.00%	0.00%	0.00%
21	Tobacco Manufacturers	0	0.00%	0.00%	0.00%
22	Textile Mill Products	0	0.00%	0.00%	0.00%
23	Apparel and Other Fabric Products	35	68.63%	29.66%	2.52%
24	Lumber and Wood Products, Except Furr	0	0.00%	0.00%	0.00%
25	Furniture and Fixtures	0	0.00%	0.00%	0.00%
26	Paper and Allied Products	0	0.00%	0.00%	0.00%
27	Printing, Publishing and Allied Industrie:	6	3.68%	2.01%	0.11%
28	Chemicals and Allied Products	0	0.00%	0.00%	0.00%
29	Petroleum Refining and Related Industric	0	0.00%	0.00%	0.00%
30	Rubber and Miscellaneous Plastics Produ	0	0.00%	0.00%	0.00%
31	Leather and Leather Products	0	0.00%	0.00%	0.00%
32	Stone, Clay, Glass and Concrete Product	3	42.86%	30.00%	0.34%
33	Primary Metal Industries	0	0.00%	0.00%	0.00%
34	Fabricated Metal Products	0	0.00%	0.00%	0.00%
35	Industry and Commercial Machinery and	0	0.00%	0.00%	0.00%
36	Electrical and Electronic Equipment(Ex.	0	0.00%	0.00%	0.00%
37	Transportation Equipment	35	100.00%	7.22%	2.01%
38	Measuring and Analyzing Instruments	0	0.00%	0.00%	0.00%
39	Miscellaneous Manufacturing Industries	8	50.00%	3.51%	0.06%
40	Railroad Transportation	0	0.00%	0.00%	0.00%
41	Local, Suburban and Interurban Transpo	9	6.82%	2.31%	0.19%
42	Motor Freight Transportation and Wareh	3	4.55%	3.19%	0.10%

Appendix G. Continued

SIC Code	Business Description	Total Employees	Share of Newport City	Share of Newport County	Share of Rhode Island
43	U.S. Postal Service	0	0.00%	0.00%	0.00%
44	Water Transportation	245	71.64%	41.67%	19.40%
45	Transportation by Air	0	0.00%	0.00%	0.00%
46	Pipe Lines, Except Natural Gas	0	0.00%	0.00%	0.00%
47	Transportation Services	38	27.54%	21.11%	2.25%
48	Communication	7	19.44%	2.45%	0.17%
49	Electric, Gas and Sanitary Services	5	33.33%	6.41%	0.25%
50	Wholesale Trade-Durable Goods	81	43.78%	10.66%	0.60%
51	Wholesale Trade-NonDurable Goods	21	24.71%	9.68%	0.33%
52	Building Materials, Garden Supply and M	10	12.50%	1.98%	0.15%
53	General Merchandise Stores	20	9.76%	3.21%	0.25%
54	Food Stores	49	13.21%	5.33%	0.41%
55	Automobile Dealers and Gas Service St	72	40.45%	4.93%	0.61%
56	Apparel and Accessory Stores	235	52.11%	45.90%	4.83%
57	Home Furniture, Furnishings and Equipm	7	6.03%	1.26%	0.13%
58	Eating and Drinking Places	1,358	51.15%	27.53%	3.16%
59	Miscellaneous Retail	221	35.14%	15.87%	1.16%
60	Depository Institutions	11	9.57%	2.84%	0.15%
61	NonDepository Credit Institutions	3	8.57%	0.77%	0.07%
62	Security and Commodity Brokers and Se	0	0.00%	0.00%	0.00%
63	Insurance Carriers	0	0.00%	0.00%	0.00%
64	Insurance Agents, Brokers and Service	9	20.45%	4.76%	0.06%
65	Real Estate	86	18.11%	7.97%	0.84%
67	Holding and Other Investment Offices	0	0.00%	0.00%	0.00%
70	Hotels and Other Lodging Places	624	36.64%	28.49%	7.87%
72	Personal Services	35	13.89%	4.44%	0.35%
73	Business Services	70	16.06%	2.04%	0.32%
75	Automobile Repair, Services and Parkin	0	0.00%	0.00%	0.00%
76	Miscellaneous Repair Services	7	15.56%	6.03%	0.40%
78	Motion Pictures	8	17.02%	9.20%	1.03%
79	Amusement and Recreational Service (E)	198	23.57%	12.51%	1.72%
80	Health Services	176	13.07%	5.84%	0.25%
81	Legal Services	22	11.58%	6.43%	0.35%
82	Educational Services	26	2.78%	0.77%	0.05%
83	Social Services	94	14.55%	4.19%	0.43%
84	Museums, Art Galleries, Zoos, Etc.	18	3.75%	3.00%	1.49%
86	Membership Organizations	144	28.24%	16.09%	1.76%
87	Eng, Acct, Research and Mgmt Related S	37	8.31%	2.84%	0.24%
89	Miscellaneous Services	2	33.33%	2.63%	0.50%

Appendix G. Concluded

SIC Code	Business Description	Total Employees	Share of Newport City	Share of Newport County	Share of Rhode Island
91	Exec., Leg. and Gen. Govt. (Except Final	0	0.00%	0.00%	0.00%
92	Justice, Public Order and Safety	396	44.44%	27.25%	2.81%
93	Public Finance, Taxation and Monetary I	0	0.00%	0.00%	0.00%
94	Administration Of Human Resource Prog	0	0.00%	0.00%	0.00%
95	Admin. Of Environ. Quality and Housing	2	4.55%	3.85%	0.11%
96	Administration Of Economic Programs	0	0.00%	0.00%	0.00%
97	National Security and International Aff	200	61.16%	53.62%	5.19%
99	NonClassifiable Establishments	49	36.03%	20.68%	0.92%

Source: Claritas SiteReports 2008 and FXM Associates

Appendix H. Waterfront Sales as Share of City, County, State

SIC Code	Business Description	Sales (in Millions)	Share of Newport City	Share of Newport County	Share of Rhode Island
TOT	All Industries	319.2	21.76%	6.40%	0.53%
MAN	All Manufacturing (SIC 20-39)	6.2	22.88%	3.55%	0.11%
RET	All Retailing (SIC 52-59)	128.3	34.00%	9.80%	1.03%
SERV	All Services (SIC 70-89)	90	13.66%	5.18%	0.42%
ADM	Public Administration (SIC 90-97)	0	0.00%	0.00%	0.00%
01	Agricultural Production - Crops	0	0.00%	0.00%	0.00%
02	Agricultural Production - Livestock	0	0.00%	0.00%	0.00%
07	Agricultural Services	.3	9.09%	1.68%	0.21%
08	Forestry	0	0.00%	0.00%	0.00%
09	Fishing, Hunting and Trapping	0	0.00%	0.00%	0.00%
10	Metal Mining	0	0.00%	0.00%	0.00%
12	Coal Mining	0	0.00%	0.00%	0.00%
13	Oil and Gas Extraction	0	0.00%	0.00%	0.00%
14	Mining NonMetalics, Except Fuels	0	0.00%	0.00%	0.00%
15	Building Construction and General Cont	.3	0.71%	0.04%	0.01%
16	Heavy Construction, Except SIC 15	1.7	8.85%	4.39%	0.51%
17	Construction-Special Trade Contractors	2.2	6.13%	1.49%	0.11%
20	Food and Kindred Products	0	0.00%	0.00%	0.00%
21	Tobacco Manufacturers	0	0.00%	0.00%	0.00%
22	Textile Mill Products	0	0.00%	0.00%	0.00%
23	Apparel and Other Fabric Products	1.5	55.56%	12.00%	1.42%
24	Lumber and Wood Products, Except Furr	0	0.00%	0.00%	0.00%
25	Furniture and Fixtures	0	0.00%	0.00%	0.00%
26	Paper and Allied Products	0	0.00%	0.00%	0.00%
27	Printing, Publishing and Allied Industrie	.4	4.35%	1.97%	0.10%
28	Chemicals and Allied Products	0	0.00%	0.00%	0.00%
29	Petroleum Refining and Related Industrie	0	0.00%	0.00%	0.00%
30	Rubber and Miscellaneous Plastics Produ	0	0.00%	0.00%	0.00%
31	Leather and Leather Products	0	0.00%	0.00%	0.00%
32	Stone, Clay, Glass and Concrete Product	.4	57.14%	33.33%	0.38%
33	Primary Metal Industries	0	0.00%	0.00%	0.00%
34	Fabricated Metal Products	0	0.00%	0.00%	0.00%
35	Industry and Commercial Machinery and	0	0.00%	0.00%	0.00%
36	Electrical and Electronic Equipment(Ex.	0	0.00%	0.00%	0.00%
37	Transportation Equipment	3.1	100.00%	8.42%	2.32%
38	Measuring and Analyzing Instruments	0	0.00%	0.00%	0.00%
39	Miscellaneous Manufacturing Industries	.8	53.33%	4.32%	0.06%
40	Railroad Transportation	0	0.00%	0.00%	0.00%
41	Local, Suburban and Interurban Transpo	.5	7.94%	2.70%	0.22%
42	Motor Freight Transportation and Wareh	.3	4.35%	2.97%	0.10%

Appendix H. Continued

SIC Code	Business Description	Sales (in Millions)	Share of Newport City	Share of Newport County	Share of Rhode Island
43	U.S. Postal Service	0	0.00%	0.00%	0.00%
44	Water Transportation	37.4	80.60%	43.54%	20.62%
45	Transportation by Air	0	0.00%	0.00%	0.00%
46	Pipe Lines, Except Natural Gas	0	0.00%	0.00%	0.00%
47	Transportation Services	12.0	27.84%	21.82%	2.89%
48	Communication	.7	22.58%	2.22%	0.21%
49	Electric, Gas and Sanitary Services	.4	33.33%	4.08%	0.20%
50	Wholesale Trade-Durable Goods	13.6	43.73%	10.64%	0.58%
51	Wholesale Trade-NonDurable Goods	5.2	30.23%	10.92%	0.43%
52	Building Materials, Garden Supply and M	1.8	15.52%	2.27%	0.18%
53	General Merchandise Stores	2.0	8.89%	3.08%	0.24%
54	Food Stores	4.4	8.92%	3.12%	0.25%
55	Automobile Dealers and Gas Service St	21.1	38.86%	4.18%	0.59%
56	Apparel and Accessory Stores	14.0	49.65%	42.42%	4.24%
57	Home Furniture, Furnishings and Equipm	.7	3.38%	0.70%	0.08%
58	Eating and Drinking Places	66.0	51.28%	28.05%	3.31%
59	Miscellaneous Retail	18.3	29.52%	12.02%	0.92%
60	Depository Institutions	3.2	10.26%	3.02%	0.16%
61	NonDepository Credit Institutions	.8	7.41%	0.66%	0.07%
62	Security and Commodity Brokers and Se	0	0.00%	0.00%	0.00%
63	Insurance Carriers	0	0.00%	0.00%	0.00%
64	Insurance Agents, Brokers and Service	2.1	20.59%	4.78%	0.06%
65	Real Estate	14.2	20.70%	9.37%	0.98%
67	Holding and Other Investment Offices	0	0.00%	0.00%	0.00%
70	Hotels and Other Lodging Places	19.4	28.96%	21.70%	5.74%
72	Personal Services	1.6	13.01%	4.55%	0.36%
73	Business Services	13.5	19.94%	3.94%	0.48%
75	Automobile Repair, Services and Parkin	0	0.00%	0.00%	0.00%
76	Miscellaneous Repair Services	.4	8.51%	2.92%	0.22%
78	Motion Pictures	1.9	29.23%	13.67%	1.82%
79	Amusement and Recreational Service (E)	10.7	17.23%	9.83%	1.26%
80	Health Services	15.9	12.41%	6.16%	0.29%
81	Legal Services	4.0	11.53%	6.40%	0.35%
82	Educational Services	3.3	3.03%	0.92%	0.06%
83	Social Services	10.0	17.57%	5.90%	0.63%
84	Museums, Art Galleries, Zoos, Etc.	.5	3.88%	3.05%	1.49%
86	Membership Organizations	3.7	13.81%	7.36%	0.57%
87	Eng, Acct, Research and Mgmt Related S	4.8	8.76%	2.77%	0.22%
89	Miscellaneous Services	.1	33.33%	2.56%	0.48%

Appendix H. Continued

SIC Code	Business Description	Sales (in Millions)	Share of Newport City	Share of Newport County	Share of Rhode Island
91	Exec., Leg. and Gen. Govt. (Except Financ	0	0.00%	0.00%	0.00%
92	Justice, Public Order and Safety	0	0.00%	0.00%	0.00%
93	Public Finance, Taxation and Monetary I	0	0.00%	0.00%	0.00%
94	Administration Of Human Resource Prog	0	0.00%	0.00%	0.00%
95	Admin. Of Environ. Quality and Housing	0	0.00%	0.00%	0.00%
96	Administration Of Economic Programs	0	0.00%	0.00%	0.00%
97	National Security and International Affair	0	0.00%	0.00%	0.00%
99	NonClassifiable Establishments	0	0.00%	0.00%	0.00%

Source: Claritas SiteReports 2008 and FXM Associates

Appendix I. Location Quotients by 2-digit SIC

SIC Code	Business Description	Total	Total	Sales	Location Quotient Relative to:		
		Establishment	Employees	(in Millions)	City	County	State
TOT	All Industries	430	4,727	319.2	1.00	1.00	1.00
MAN	All Manufacturing (SIC 20-39)	13	87	6.2	0.87	0.42	0.16
RET	All Retailing (SIC 52-59)	207	1,972	128.3	1.53	1.74	2.14
SERV	All Services (SIC 70-89)	131	1,461	90	0.66	0.69	0.75
ADM	Public Administration (SIC 90-97)	7	598	0	1.49	2.24	1.98
01	Agricultural Production - Crops	0	0	0	0.00	0.00	0.00
02	Agricultural Production - Livestock	0	0	0	0.00	0.00	0.00
07	Agricultural Services	2	7	.3	0.33	0.15	0.25
08	Forestry	0	0	0	0.00	0.00	0.00
09	Fishing, Hunting and Trapping	0	0	0	0.00	0.00	0.00
10	Metal Mining	0	0	0	0.00	0.00	0.00
12	Coal Mining	0	0	0	0.00	0.00	0.00
13	Oil and Gas Extraction	0	0	0	0.00	0.00	0.00
14	Mining NonMetalics, Except Fuels	0	0	0	0.00	0.00	0.00
15	Building Construction and General Cc	1	1	.3	0.02	0.00	0.01
16	Heavy Construction, Except SIC 15	4	17	1.7	0.39	0.50	0.76
17	Construction-Special Trade Contracto	7	17	2.2	0.27	0.17	0.15
20	Food and Kindred Products	0	0	0	0.00	0.00	0.00
21	Tobacco Manufacturers	0	0	0	0.00	0.00	0.00
22	Textile Mill Products	0	0	0	0.00	0.00	0.00
23	Apparel and Other Fabric Products	2	35	1.5	2.49	2.86	3.03
24	Lumber and Wood Products, Except F	0	0	0	0.00	0.00	0.00
25	Furniture and Fixtures	0	0	0	0.00	0.00	0.00
26	Paper and Allied Products	0	0	0	0.00	0.00	0.00
27	Printing, Publishing and Allied Indust	3	6	.4	0.13	0.19	0.13
28	Chemicals and Allied Products	0	0	0	0.00	0.00	0.00
29	Petroleum Refining and Related Indus	0	0	0	0.00	0.00	0.00
30	Rubber and Miscellaneous Plastics Pr	0	0	0	0.00	0.00	0.00
31	Leather and Leather Products	0	0	0	0.00	0.00	0.00
32	Stone, Clay, Glass and Concrete Prodi	1	3	.4	1.55	2.89	0.41
33	Primary Metal Industries	0	0	0	0.00	0.00	0.00
34	Fabricated Metal Products	0	0	0	0.00	0.00	0.00
35	Industry and Commercial Machinery ;	0	0	0	0.00	0.00	0.00
36	Electrical and Electronic Equipment(E	0	0	0	0.00	0.00	0.00
37	Transportation Equipment	6	35	3.1	3.85	0.69	2.41
38	Measuring and Analyzing Instruments	0	0	0	0.00	0.00	0.00
39	Miscellaneous Manufacturing Industri	1	8	.8	1.81	0.34	0.07
40	Railroad Transportation	0	0	0	0.00	0.00	0.00
41	Local, Suburban and Interurban Trans	2	9	.5	0.25	0.22	0.23
42	Motor Freight Transportation and Wa	1	3	.3	0.16	0.31	0.12

Appendix I. Continued

SIC Code	Business Description	Total		Sales (in Millions)	Location Quotient Relative to:		
		Establishment	Employees		City	County	State
43	U.S. Postal Service	0	0	0	0.00	0.00	0.00
44	Water Transportation	13	245	37.4	2.60	4.01	23.32
45	Transportation by Air	0	0	0	0.00	0.00	0.00
46	Pipe Lines, Except Natural Gas	0	0	0	0.00	0.00	0.00
47	Transportation Services	4	38	12.0	1.00	2.03	2.71
48	Communication	1	7	.7	0.71	0.24	0.21
49	Electric, Gas and Sanitary Services	1	5	.4	1.21	0.62	0.30
50	Wholesale Trade-Durable Goods	7	81	13.6	1.59	1.03	0.72
51	Wholesale Trade-NonDurable Goods	4	21	5.2	0.90	0.93	0.40
52	Building Materials, Garden Supply and	1	10	1.8	0.45	0.19	0.18
53	General Merchandise Stores	3	20	2.0	0.35	0.31	0.30
54	Food Stores	7	49	4.4	0.48	0.51	0.49
55	Automobile Dealers and Gas Service Stations	22	72	21.1	1.47	0.47	0.74
56	Apparel and Accessory Stores	44	235	14.0	1.89	4.42	5.81
57	Home Furniture, Furnishings and Equipment	4	7	.7	0.22	0.12	0.16
58	Eating and Drinking Places	56	1,358	66.0	1.86	2.65	3.79
59	Miscellaneous Retail	70	221	18.3	1.27	1.53	1.40
60	Depository Institutions	2	11	3.2	0.35	0.27	0.18
61	NonDepository Credit Institutions	1	3	.8	0.31	0.07	0.09
62	Security and Commodity Brokers and Dealers	0	0	0	0.00	0.00	0.00
63	Insurance Carriers	0	0	0	0.00	0.00	0.00
64	Insurance Agents, Brokers and Service	3	9	2.1	0.74	0.46	0.07
65	Real Estate	10	86	14.2	0.66	0.77	1.01
67	Holding and Other Investment Offices	0	0	0	0.00	0.00	0.00
70	Hotels and Other Lodging Places	19	624	19.4	1.33	2.74	9.46
72	Personal Services	14	35	1.6	0.50	0.43	0.42
73	Business Services	19	70	13.5	0.58	0.20	0.39
75	Automobile Repair, Services and Parts	0	0	0	0.00	0.00	0.00
76	Miscellaneous Repair Services	3	7	.4	0.56	0.58	0.48
78	Motion Pictures	1	8	1.9	0.62	0.89	1.24
79	Amusement and Recreational Services	23	198	10.7	0.86	1.20	2.07
80	Health Services	11	176	15.9	0.47	0.56	0.30
81	Legal Services	7	22	4.0	0.42	0.62	0.42
82	Educational Services	3	26	3.3	0.10	0.07	0.06
83	Social Services	5	94	10.0	0.53	0.40	0.51
84	Museums, Art Galleries, Zoos, Etc.	5	18	.5	0.14	0.29	1.79
86	Membership Organizations	10	144	3.7	1.02	1.55	2.12
87	Engineering, Accounting, Research and Management Related	10	37	4.8	0.30	0.27	0.29
89	Miscellaneous Services	1	2	.1	1.21	0.25	0.60

Appendix I. Concluded

SIC Code	Business Description				Location Quotient Relative to:		
		Total Establishment	Total Employees	Sales (in Millions)	City	County	State
91	Exec., Leg. and Gen. Govt. (Except Fi	0	0	0	0.00	0.00	0.00
92	Justice, Public Order and Safety	5	396	0	1.61	2.62	3.38
93	Public Finance, Taxation and Moneta	0	0	0	0.00	0.00	0.00
94	Administration Of Human Resource P	0	0	0	0.00	0.00	0.00
95	Admin. Of Environ. Quality and Hous	1	2	0	0.16	0.37	0.13
96	Administration Of Economic Program	0	0	0	0.00	0.00	0.00
97	National Security and International Af	1	200	0	2.22	5.16	6.24
99	NonClassifiable Establishments	9	49	0	1.31	1.99	1.11

Source: Claritas SiteReports 2008 and FXM Associates