

**JACKSONVILLE STATE UNIVERSITY  
CENTER FOR ECONOMIC DEVELOPMENT  
AND BUSINESS RESEARCH**

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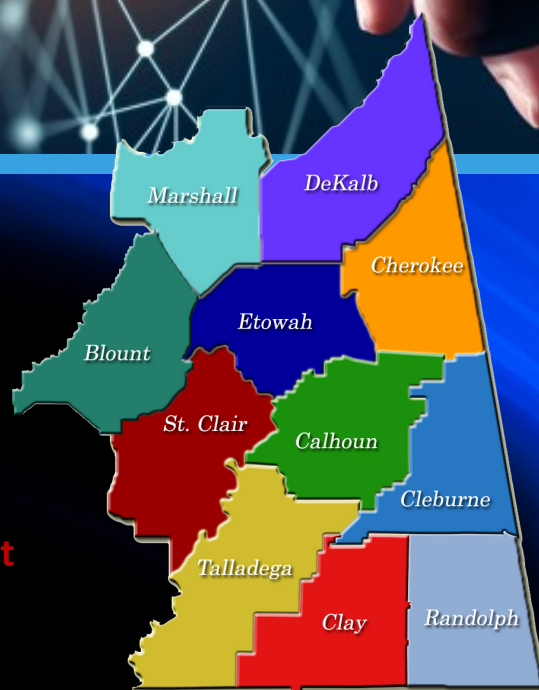
*IN THIS ISSUE*

HUMAN  
INTELLIGENCE

**Innovation  
Index**



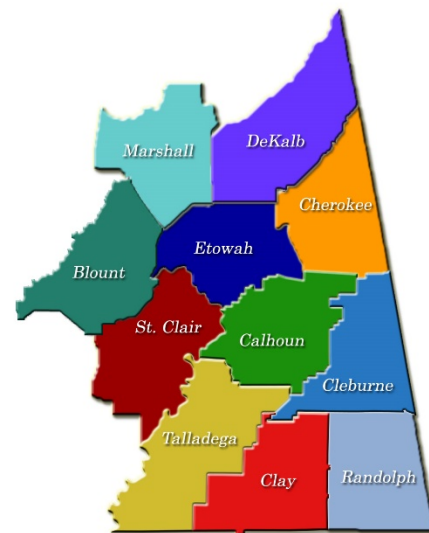
**Center for Economic Development  
and Business Research**  
JACKSONVILLE STATE UNIVERSITY



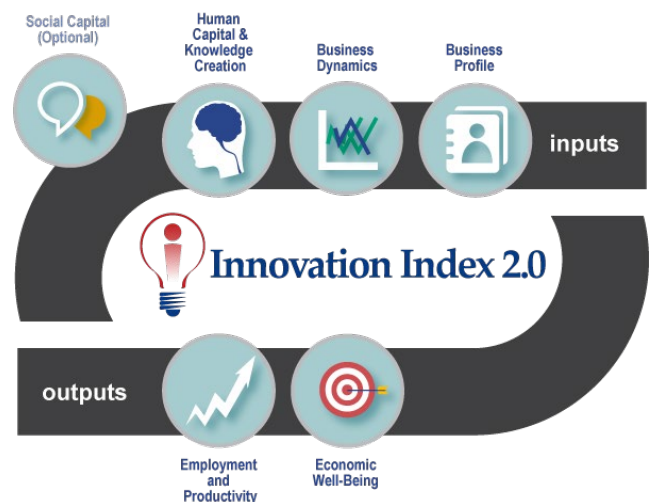


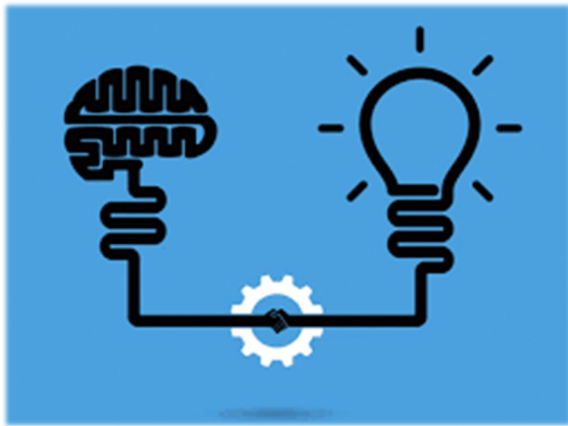
Welcome to the Jacksonville State University Economic Update for July 2021. This issue considers the role of innovation in developing a general consensus for economic opportunity within an area. Decision-makers can use this information to develop a strategic plan around strengths and weaknesses. The counties examined in our **11 County CEDBR coverage area** include **Blount, Calhoun, Cherokee, Clay, Cleburne, DeKalb, Etowah, Marshall, Randolph, St. Clair, and Talladega**. While the coverage area for our report considers region as an average of each county, measurements for the innovative index are disseminated by county where a summary average is not readily available; thus, region values will not be provided for headline index or other metrics.

The innovation index utilized in this report considers county data within our region for human capital and knowledge creation, business dynamics, and business profile as economic inputs; employment



and productivity, and economic well-being are outputs produced. A summary, headline number is produced that combines various sub-categories and weights each index equally. The headline index is to be used as a comparison of a region or county relative to the United States on a continuous scale.





Human capital and knowledge creation consists of levels of educational attainment, knowledge creation and technology diffusion, and the concentration of STEM occupations. Business dynamics measures competitiveness of a region by considering the entry and exit of individual firms, including venture capital. Business profile measures local business conditions and resources available to businesses, such as foreign direct investment in the local economy, high speed data connectivity, types of business structure, and the dynamics of industry. Employment and productivity category describes economic growth, regional desirability, or direct outcomes of innovative activity in terms of industry strength by cluster, worker productivity, and patent rate. Economic well-being explores standard of living and other economic outcomes through measures of compensation, per

capita income growth, income inequality, poverty rate, unemployment rate, dependency on income sources, and net migration.<sup>1</sup>

The following figures present the innovation index for each county in the 11-County CEDBR coverage area. A headline index is provided for each county and relative comparison as a rank of all 3110 counties in the United States. The dominant sector of the economy is identified, and innovative input and output sectors listed and tallied. A link to access sub-categorical data that comprises these measures will follow after each county.



<sup>1</sup> Refer to StatsAmerica  
<https://www.statsamerica.org/ii2/about.aspx>

## Blount County, Alabama

The headline index for Blount County, Alabama is 79.0, indicating normal relative capacity for innovation. County rank is 2,055 out of 3110 total counties. Manufacturing is the dominant sector of the economy. For innovation input categories, human capital and knowledge creation scored relatively higher than business profile and business dynamics, respectively. Employment and productivity, and economic well-being each indicate innovative results. [County Level Innovation Index Data](#)

*Innovation Index for U.S. Counties*

### Blount County, AL

**79.0**

Headline Index

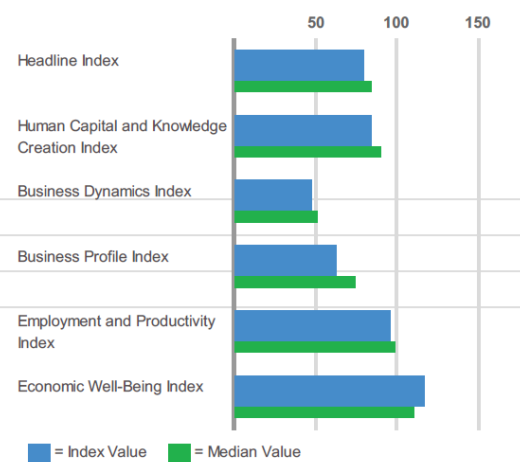
This area has normal relative capacity for innovation.

**2,055**

Rank of 3110 Counties

#### About this Area

Largest City/Town:	Oneonta city
Population:	57,879
Per Capita Income:	\$36,412
Dominant Sector:	Manufacturing



#### Innovation Inputs



### Human Capital and Knowledge Creation Index

Explore the population and labor force's ability to innovate.

**83.8**



### Business Dynamics Index

Gauge the region's competitiveness by looking at entry and exit of individual firms.

**47.0**



### Business Profile Index

Assess local business conditions and resources available to entrepreneurs.

**62.4**

#### Innovation Outputs



### Employment and Productivity Index

Measure economic improvement and the direct outcomes of innovation.

**95.5**



### Economic Well-Being Index

Evaluate economic well-being and standard of living for residents.

**116.7**

## Calhoun County, Alabama

For Calhoun County, Alabama the headline index for innovation is 80.8 with a rank of 1,885 out of 3,110 counties. This indicates a normal capacity for innovation. Human capital and knowledge creation is a strong innovative input with business profile notable. Economic well-being and employment and productivity are both significant outputs. The dominant industry in the economy is health care and social services. [County Level Innovation Index Data](#)

### Innovation Index for U.S. Counties

#### Calhoun County, AL

**80.8**

Headline Index

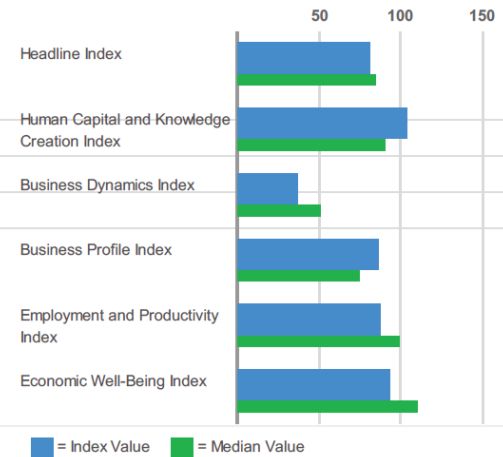
This area has normal relative capacity for innovation.

**1,885**

Rank of 3110 Counties

#### About this Area

Largest City/Town:	Anniston city
Population:	113,469
Per Capita Income:	\$38,394
Dominant Sector:	Health Care and Social Services



### Innovation Inputs



#### Human Capital and Knowledge Creation Index

Explore the population and labor force's ability to innovate.

**103.6**



#### Business Dynamics Index

Gauge the region's competitiveness by looking at entry and exit of individual firms.

**36.9**



#### Business Profile Index

Assess local business conditions and resources available to entrepreneurs.

**86.1**

### Innovation Outputs



#### Employment and Productivity Index

Measure economic improvement and the direct outcomes of innovation.

**87.1**



#### Economic Well-Being Index

Evaluate economic well-being and standard of living for residents.

**92.9**

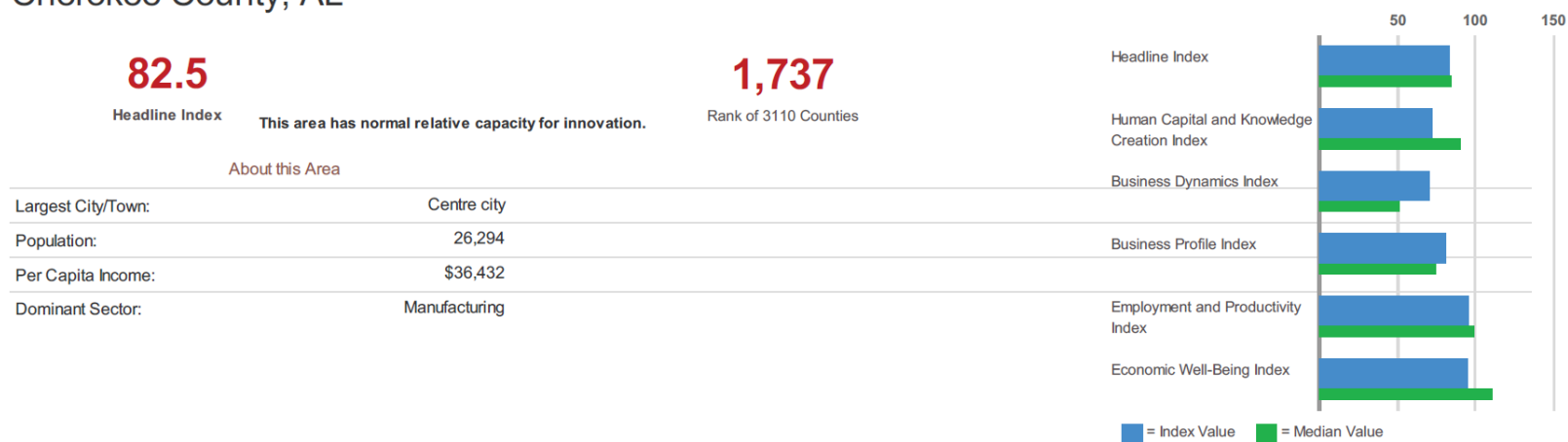


## Cherokee County, Alabama

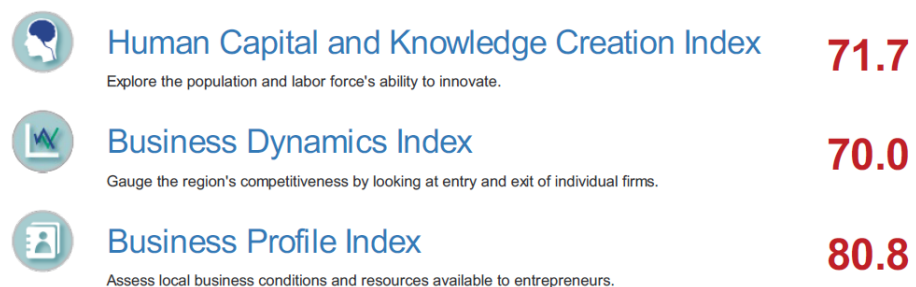
The headline index for Cherokee County, Alabama is 82.5, with a county rank of 1,737 or of 3,110 counties. The dominant sector of the economy is manufacturing. Business profile score is highest for innovative input at 80.8, while human capital and knowledge creation and business dynamics rank slightly lower. Employment and productivity rank higher as innovative output, although economic well-being is similar. [County Level Innovation Index Data](#)

*Innovation Index for U.S. Counties*

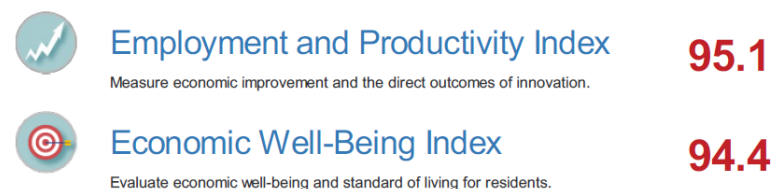
### Cherokee County, AL



#### Innovation Inputs



#### Innovation Outputs



## Clay County, Alabama

Clay County has a headline index of 68.0; the rank for the county relative to all U.S. counties is 2,894 out of 3,110, indicating a very low relative capacity to innovate. Dominant industry within the county is manufacturing. Business profile index indicates relatively robust business conditions for the county with moderate human capital and knowledge creation. Competitiveness of entry and exit of individual firms appears to be low according to the business dynamics index. Employment and productivity as an innovative output is low and each category, except for business profile, is lower than national median values. [County Level Innovation Index Data](#)

### Innovation Index for U.S. Counties

#### Clay County, AL

**68.0**

Headline Index

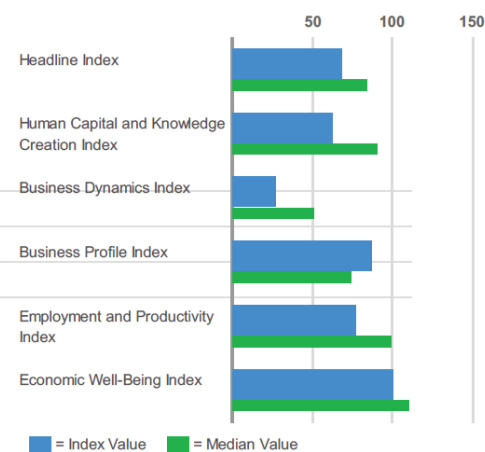
This area has very low relative capacity for innovation.

**2,894**

Rank of 3110 Counties

#### About this Area

Largest City/Town:	Lineville city
Population:	13,112
Per Capita Income:	\$34,322
Dominant Sector:	Manufacturing



### Innovation Inputs



#### Human Capital and Knowledge Creation Index

Explore the population and labor force's ability to innovate.

**61.8**



#### Business Dynamics Index

Gauge the region's competitiveness by looking at entry and exit of individual firms.

**26.8**



#### Business Profile Index

Assess local business conditions and resources available to entrepreneurs.

**86.4**

### Innovation Outputs



#### Employment and Productivity Index

Measure economic improvement and the direct outcomes of innovation.

**76.6**



#### Economic Well-Being Index

Evaluate economic well-being and standard of living for residents.

**100.2**

## Cleburne County, Alabama

With a headline index of 77.4 Cleburne County has a normal capacity for innovation. County rank is 2,198 out of 3,110 counties. The dominant industry is manufacturing in the county. Business profile and human capital and knowledge creation occupy similar innovative input ranks. Business dynamics is less robust for the county than other input variables, but is similar to median values nationally. Economic well-being is strong with a rank of 111.8; employment and productivity rank shows good direct outcomes for innovation as a relative output but is lower than national median values. [County Level Innovation Index Data](#)

### Innovation Index for U.S. Counties

#### Cleburne County, AL

**77.4**

Headline Index

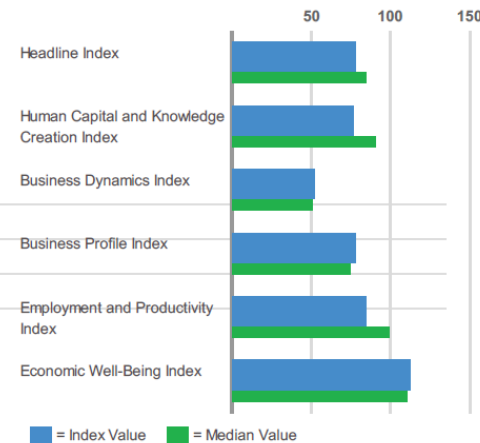
This area has normal relative capacity for innovation.

**2,198**

Rank of 3110 Counties

#### About this Area

Largest City/Town:	Heflin city
Population:	14,967
Per Capita Income:	\$35,791
Dominant Sector:	Manufacturing



### Innovation Inputs



#### Human Capital and Knowledge Creation Index

Explore the population and labor force's ability to innovate.

**75.7**



#### Business Dynamics Index

Gauge the region's competitiveness by looking at entry and exit of individual firms.

**52.3**



#### Business Profile Index

Assess local business conditions and resources available to entrepreneurs.

**77.0**

### Innovation Outputs



#### Employment and Productivity Index

Measure economic improvement and the direct outcomes of innovation.

**84.1**



#### Economic Well-Being Index

Evaluate economic well-being and standard of living for residents.

**111.8**

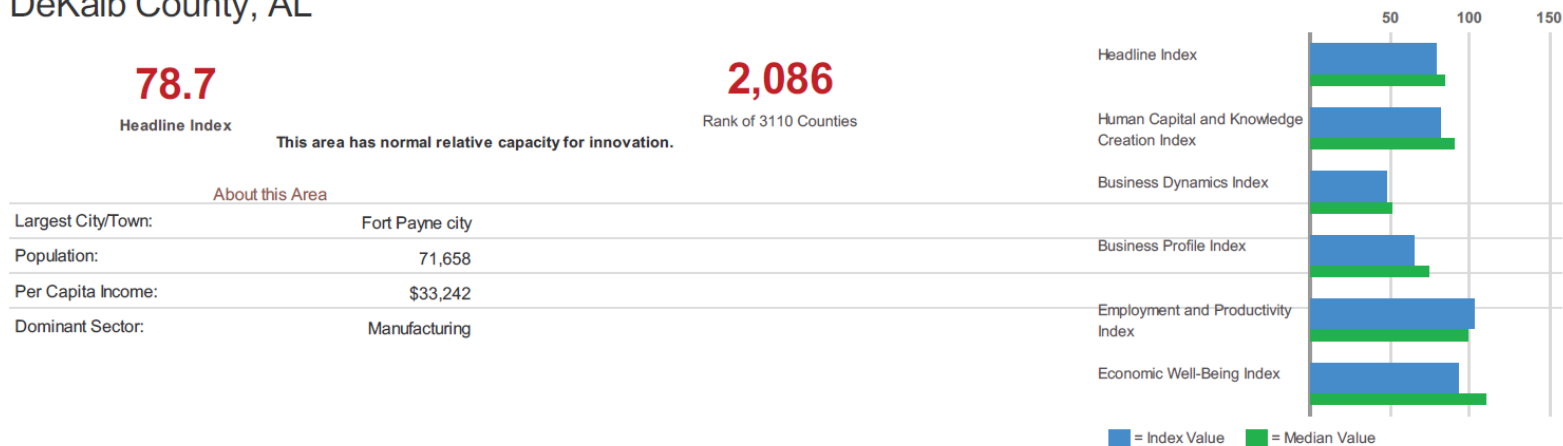


## DeKalb County, Alabama

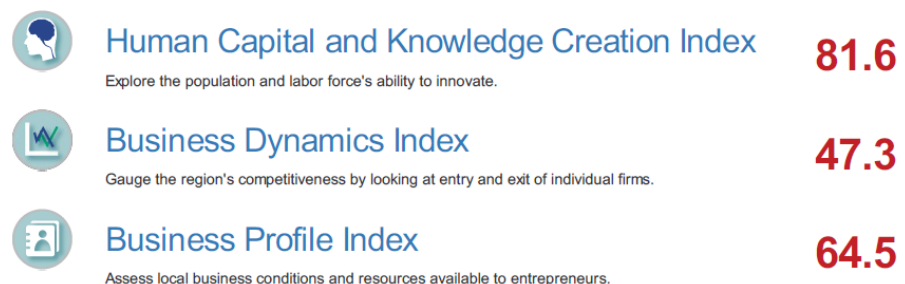
Human capital and knowledge creation is the strongest innovative input variable for DeKalb County. With a headline index of 78.7, and a relative rank of 2,086 out of 3,110 total counties, the county has a normal, relative capacity for innovation. Manufacturing is the dominant industry. Business profile and business dynamics, respectively, are not as robust as innovative inputs. Employment and productivity index scores a 102.6 and indicates economic improvement as a direct outcome of innovation, with a healthy standard of living, when compared to national median values, measured through well-being of residents. [County Level Innovation Index Data](#)

### Innovation Index for U.S. Counties

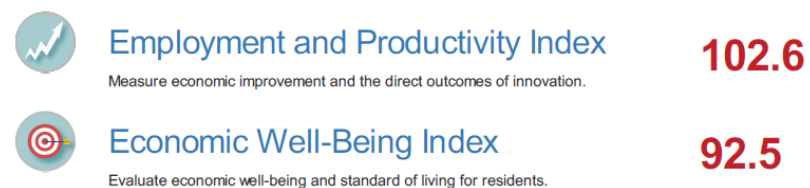
#### DeKalb County, AL



### Innovation Inputs



### Innovation Outputs



## Etowah County, Alabama

The headline index for Etowah County is 76.8 with a county rank of 2,252 out of 3,110 counties. This indicates a low relative capacity for innovation. Of innovation input categories human capital and knowledge creation ranks highest with business profile a close second. Business dynamics for the county ranks lower, indicating less competitiveness of firms entering and exiting the space. The biggest industry sector is health care and social services. Innovative outputs rank similarly, with economic well-being slightly more vibrant than employment and productivity. [County Level Innovation Index Data](#)

### Innovation Index for U.S. Counties

#### Etowah County, AL

**76.8**

Headline Index

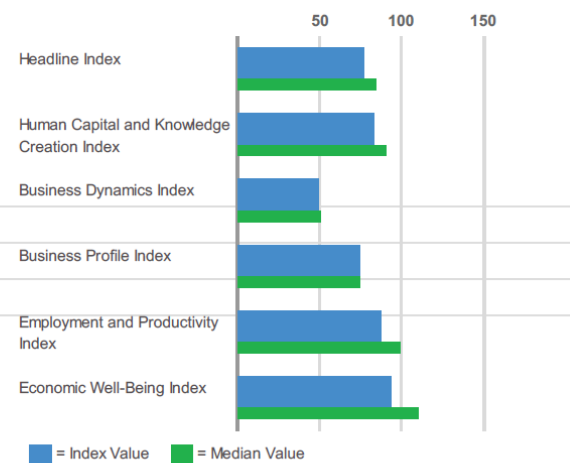
**2,252**

Rank of 3110 Counties

This area has low relative capacity for innovation.

#### About this Area

Largest City/Town:	Gadsden city
Population:	102,371
Per Capita Income:	\$38,326
Dominant Sector:	Health Care and Social Services



### Innovation Inputs



#### Human Capital and Knowledge Creation Index

Explore the population and labor force's ability to innovate.

**82.8**



#### Business Dynamics Index

Gauge the region's competitiveness by looking at entry and exit of individual firms.

**49.3**



#### Business Profile Index

Assess local business conditions and resources available to entrepreneurs.

**74.2**

### Innovation Outputs



#### Employment and Productivity Index

Measure economic improvement and the direct outcomes of innovation.

**87.3**



#### Economic Well-Being Index

Evaluate economic well-being and standard of living for residents.

**93.3**

## Marshall County, Alabama

The dominant industry sector in Marshall County is manufacturing. The county has a normal capacity to innovate with a headline index of 81.7 and a rank of 1,812 out of 3,110 counties. Human capital and knowledge creation and business profile indicate not only a labor force with good ability to innovate, but also positive business conditions for entrepreneurship. Innovative output is robust with measures of economic well-being and employment and productivity each indicating relative strength. [County Level Innovation Index Data](#)

### Innovation Index for U.S. Counties

#### Marshall County, AL

**81.7**

Headline Index

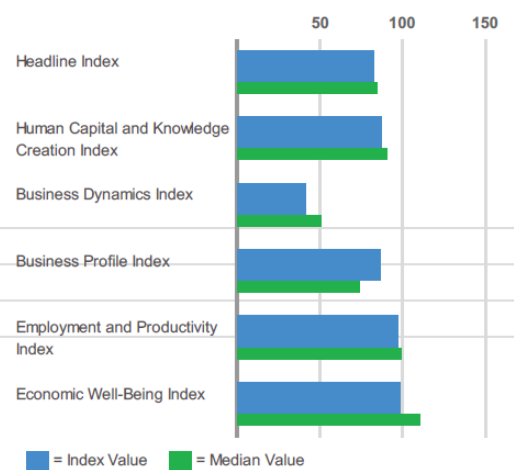
**1,812**

Rank of 3110 Counties

This area has normal relative capacity for innovation.

#### About this Area

Largest City/Town:	Albertville city
Population:	96,990
Per Capita Income:	\$37,345
Dominant Sector:	Manufacturing



### Innovation Inputs



#### Human Capital and Knowledge Creation Index

Explore the population and labor force's ability to innovate.

**86.8**



#### Business Dynamics Index

Gauge the region's competitiveness by looking at entry and exit of individual firms.

**41.2**



#### Business Profile Index

Assess local business conditions and resources available to entrepreneurs.

**86.3**

### Innovation Outputs



#### Employment and Productivity Index

Measure economic improvement and the direct outcomes of innovation.

**96.8**



#### Economic Well-Being Index

Evaluate economic well-being and standard of living for residents.

**97.8**

## Randolph County, Alabama

Based on a headline index of 73.2 and a rank of 2,578 out of 3,110 counties, Randolph County has a low relative capacity for innovation. Of innovative input categories business profile is the strongest with human capital and knowledge creation and business dynamics relatively weaker, respectively. Educational services are the dominant industry sector for the county. Employment and productivity index indicates lower economic improvement as a direct result of innovation, but the county overall has a higher economic well-being index of overall standard of living. [County Level Innovation Index Data](#)

### Innovation Index for U.S. Counties

#### Randolph County, AL

**73.2**

Headline Index

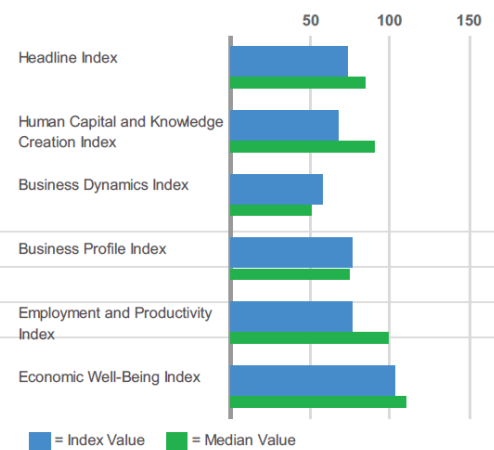
This area has low relative capacity for innovation.

**2,578**

Rank of 3110 Counties

#### About this Area

Largest City/Town:	Roanoke city
Population:	22,920
Per Capita Income:	\$33,804
Dominant Sector:	Educational Services



### Innovation Inputs



#### Human Capital and Knowledge Creation Index

Explore the population and labor force's ability to innovate.

**67.6**



#### Business Dynamics Index

Gauge the region's competitiveness by looking at entry and exit of individual firms.

**57.0**



#### Business Profile Index

Assess local business conditions and resources available to entrepreneurs.

**76.1**

### Innovation Outputs



#### Employment and Productivity Index

Measure economic improvement and the direct outcomes of innovation.

**76.0**



#### Economic Well-Being Index

Evaluate economic well-being and standard of living for residents.

**102.9**

## St. Clair County, Alabama

The headline index for St. Clair County is 86.7, indicating a normal relative capacity to innovate. The county ranks 1,308 out of 3,110 counties. Human capital and knowledge creation is robust for the county with business dynamics lower but moderate. At 58.6 the business profile index for the county indicates that local business conditions and resources available to entrepreneurs are less innovative in creating outputs in this economy dominated by manufacturing. Economic well-being and employment and productivity indexes each indicate that innovative outputs are healthy for the county. [County Level Innovation Index Data](#)

### Innovation Index for U.S. Counties

#### St. Clair County, AL

**86.7**

Headline Index

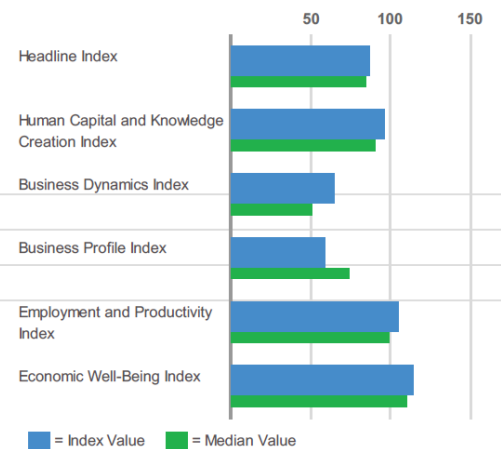
**1,308**

Rank of 3110 Counties

This area has normal relative capacity for innovation.

#### About this Area

Largest City/Town:	Pell City city
Population:	90,739
Per Capita Income:	\$40,766
Dominant Sector:	Manufacturing



### Innovation Inputs



#### Human Capital and Knowledge Creation Index

Explore the population and labor force's ability to innovate.

**96.3**



#### Business Dynamics Index

Gauge the region's competitiveness by looking at entry and exit of individual firms.

**64.5**



#### Business Profile Index

Assess local business conditions and resources available to entrepreneurs.

**58.6**

### Innovation Outputs



#### Employment and Productivity Index

Measure economic improvement and the direct outcomes of innovation.

**104.8**



#### Economic Well-Being Index

Evaluate economic well-being and standard of living for residents.

**114.0**

## Talladega County, Alabama

In Talladega County there is a normal relative capacity for innovation in the economy dominated by manufacturing. The county has a headline index of 80.5 and a relative rank of 1,909 out of 3,110 counties. Of innovative inputs, human capital and knowledge creation is robust and is relatively stronger than median values nationally, while business profile and business dynamics, respectively, are relatively weaker. Employment and productivity index is almost identical to median values for the country. [County](#)

### [Level Innovation Index Data](#)

*Innovation Index for U.S. Counties*

#### Talladega County, AL

**80.5**

Headline Index

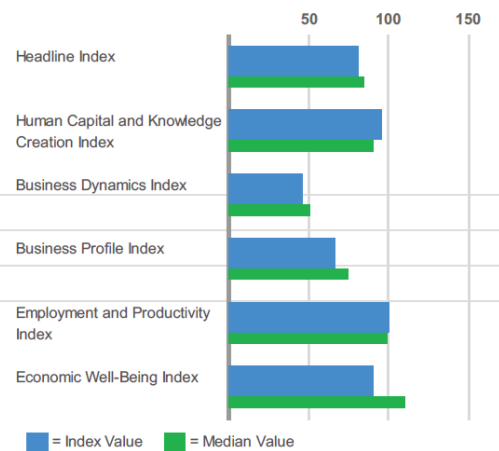
**1,909**

Rank of 3110 Counties

This area has normal relative capacity for innovation.

#### About this Area

Largest City/Town:	Talladega city
Population:	79,985
Per Capita Income:	\$36,125
Dominant Sector:	Manufacturing



#### Innovation Inputs



##### Human Capital and Knowledge Creation Index

Explore the population and labor force's ability to innovate.

**95.4**



##### Business Dynamics Index

Gauge the region's competitiveness by looking at entry and exit of individual firms.

**46.2**



##### Business Profile Index

Assess local business conditions and resources available to entrepreneurs.

**66.0**

#### Innovation Outputs



##### Employment and Productivity Index

Measure economic improvement and the direct outcomes of innovation.

**99.9**



##### Economic Well-Being Index

Evaluate economic well-being and standard of living for residents.

**90.0**





Thank you very much for your support of the JSU Economic Update. We hope that these innovative index values provide an opportunity for analysis of strengths and weaknesses in a local economy and make comparisons to national values. Innovation is a crucial ingredient to achieving economic efficiencies and expanding economic potential. We look forward to providing additional, timely economic data to assist you with business and economic planning going forward. Please feel free to contact us at JSU Center for Economic Development and Business Research whenever we may assist you.

Sincerely,

Benjamin Boozer

Editor

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