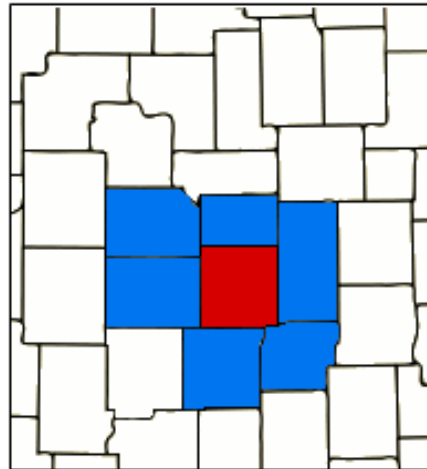


WORKFORCE PROFILE



ANYTOWN/BIG COUNTY, SOMEWHERE AREA LABOR MARKET



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POPULATION • EMPLOYMENT • EARNINGS

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I. INTRODUCTION

The Growth Services Group is a nationally recognized workforce and economic development consulting company that has served clients in business, industry, and government since 1994. The Workforce Profile is a product which provides market driven information specific for a site location based on local hiring experience and commuting patterns.

The overall goal is to help communities address the ongoing workforce needs of area employers and further help employers with better information for investment decisions regarding job and technology enhancements in their operations. The three primary focus areas in the Workforce Profile are: population, employment and earnings.

The Anytown/Big County Area Labor Market (ALM) includes seven counties in North Central Somewhere (see maps below). In the Anytown/Big County ALM, it can be assumed that individuals may commute from one of the seven counties for work. East-west and north-south highways indicate good transportation access to Anytown.

CITY OF ANYTOWN AND BIG COUNTY, SOMEWHERE

- Is located in North Central Somewhere
- Has 26% of its private sector workforce in manufacturing
- Has a seven-county ALM with a population of 91,800 and labor force of 47,200



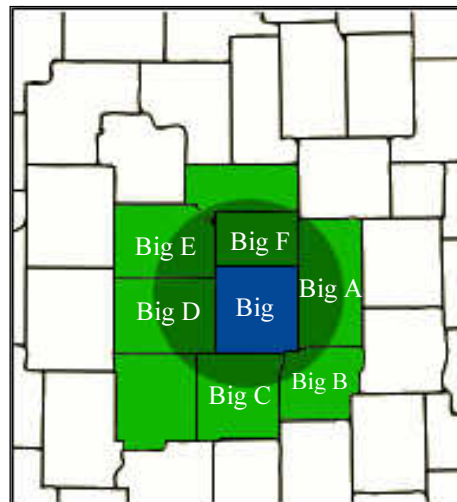
Source: Google Maps

AREA LABOR MARKET

Anytown/Big County Area Labor Market (ALM)

Seven County - Sources of Workforce Assets

Big County Somewhere 35 Mile Radius Map



Radius selections are based on the distance from the center of the county. If any part of a county is within distance of this point, it will be included. The Anytown/Big County Area Labor Market (ALM) consists of the following seven counties: Big A, Big C, Big E, Big, Big D, Big B, and Big F

Estimated Population and Civilian Labor Force		
County	2008 Population	2008 Civilian Labor Force
Big A	24,943	13,148
Big C	7,740	3,904
Big E	10,125	5,726
Big	12,580	6,335
Big D	14,213	7,011
Big B	15,621	7,635
Big F	6,629	3,445
ALM Total	91,851	47,204

Source: US Census & Bureau of Labor Statistics

OVERVIEW AND METHODOLOGY

The Workforce Profile provides a quick overview of Anytown/Big County, Somewhere with data relating to population, employment and earnings. This data is available from public sources such as the U.S. Census, the Bureau of Labor Statistics, Bureau of Economic Analysis and the National Center for Education Statistics and the various state research centers such as the Somewhere Department of Economic Development. Where possible, this review makes direct comparisons with the local Area Labor Market (ALM), State of Somewhere, and the USA nationally.

The presentation in the following charts and tables is used to analyze the local workforce market for trends and competitiveness with the state and nation. By doing this, it highlights the area's unique characteristics. In the past, the evaluation process focused primarily on the local Civilian Labor Force and it was assumed a high unemployment rate translated to an ample supply of workers. Today, this is no longer true. The economic development evaluation process also includes information on the quality, availability, and cost and can vary greatly from area to area and state to state.



Local Photo Option

II. SUMMARY OF FINDINGS

POPULATION FINDINGS

Like many more rural oriented counties in Somewhere and the nation, population declines appear rather normal. Net out-migration is the primary cause for population loss and lack of job opportunities is a primary factor.

- The population in the 2008 Census estimates for Big County is 12,580, a 8.5% decline since the 2000 Census.
- The age distribution for Big County, from age 18 to 65, represents 58% of the population compared with 62.0% for the State of Somewhere and 63.0% for the USA.
- The population for the Big County designated seven-county Area Labor Market (ALM) is 91,857 with a civilian labor force of 47,204.

EMPLOYMENT FINDINGS

A higher presence of Manufacturing and a lower turnover and cost structure could be a competitive advantage when comparing to other workforce market areas.

- The jobs for Manufacturing in 2008 was 913 for 26.1% of the total private sector employment in Big County. This compares to 14.1% for the State of Somewhere and 13.2% nationally.
- Big County had a Turnover rate of 7.9% in 2008 indicating a more stable workforce.
- Some of the top employing industries in the Big County Area Labor Market representing the Goods Producing Sector are: Printing and Related Support Activities, Food Manufacturing, Animal Production, Fabricated Metal Product Manufacturing and Specialty Trade Contractors.

EARNINGS FINDINGS

Big County appears well positioned from a Workforce Cost Structure and Goods Producing culture for Agribusiness and Manufacturing.

- Big County had a per capita income of \$25,680 in 2007 compared to the State of Somewhere at \$33,984 and \$38,615 for the nation.
- The average overall Weekly Wage for Big County was \$520 in 2008 compared with the State of Somewhere at \$776 and \$876 for the nation.
- Manufacturing jobs, while higher paying in Big County than other primary industry sectors, were still 6% more competitive or lower than the ALM, 37% more than Somewhere and 43% more competitive than the nation.

QUICK FACTS

The population for the area represented by the Big County Area Labor Market declined –3.5% from 2000 to 2008. This compares to an increase for the State of Somewhere rate of 5.6%. The 2008 population for the seven-county area labor market is 91,851 compared to 95,140 in 2000.

In the age category, Big County has a smaller percentage of the population under 18 years of age compared to either the State of Somewhere or the United States. The age distribution from age 18 to 64 is 57.6% of the population, lower than the State of Somewhere at 62.4% and the United States at 62.9%. In population diversity Big County is represented by 2.2% for minorities and compares with Somewhere at 14.9% and the USA at 20.2%. (See Big County People QuickFacts below)

Big County People QuickFacts Percentage Comparisons			
Category	Big County	Somewhere	USA
People Under 5 years old, 2008	6.6%	6.8%	8.0%
People Under 18 years old, 2008	23.3%	24.0%	24.3%
People 65 years old and over, 2008	19.1%	13.6%	12.8%
Females, 2008	52.8%	51.1%	50.7%
White persons, 2008	97.6%	85.0%	79.8%
Minority, Ethnic People, 2008	2.4%	14.9%	20.2%
Foreign born people, 2000	0.6%	2.7%	11.1%
Mean Travel Time (Minutes) 2000	20.8	23.8	25.5
High School graduates, age 25+, 2008	80.0%	81.3%	80.4%
Homeownership rate, 2000	76.9%	70.3%	66.2%
Housing Units in multi-units, 2000	8.0%	20.0%	26.4%
People below poverty, 2007	17.3%	13.3%	13.0%

Local Photo Option

III. POPULATION

POPULATION CHANGE

The two components of population change (Natural Increase/Decrease and Net Migration) showed Big County with a loss in population of 1,174 or -8.5%. Natural Increase is defined as births minus deaths. Big County had 75 more deaths than births between 2000 and 2008. Net migration is the difference between the number of people who moved into an area and the number of people who moved out. A negative net migration means a net loss of persons due to migration (more out-movers than in-movers), while a positive value represents a net gain. Between 2000 and 2008, Big County had an estimated negative net migration of -1,099.

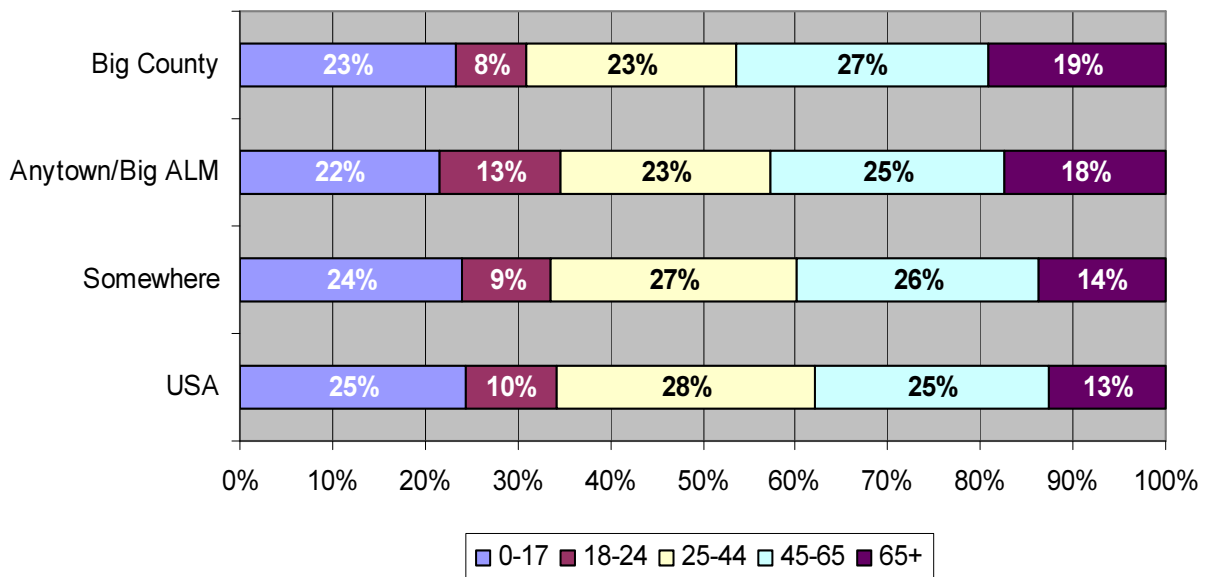
County	2000	2008	Change		Natural Increase	Net Migration	Projected 2015
Big County	13,754	12,580	-1,174	-8.5%	-75	-1,099	11,898
Big ALM	95,132	91,851	-3,281	-3.4%	-165	-3,116	89,961
Somewhere	5,595,211	5,911,605	316,394	5.7%	199,168	115,759	6,184,390

Source: U.S. Census and OSEDA University of Somewhere Extension

AGE DISTRIBUTION

The Anytown/Big County Area Labor Market has 61% of its population age 18 through 65. This compares to 62% for the State of Somewhere and 63% nationally. North Central Somewhere is typical of many rural areas in America with an above average presence of persons ages 65 and older.

Population Age Distribution



Population Age Distribution						
	Median	0-17	18-24	25-44	45-65	65+
Big County	42.1	2,935	957	2,840	3,444	2,404
Anytown/Big ALM	38.3	19,867	11,908	20,846	23,132	16,098
Somewhere	37.5	1,421,469	560,463	1,569,626	1,554,812	805,235
USA	36.6	73,901,733	29,492,415	83,752,215	76,586,836	37,887,958

Source: U.S. Census

EDUCATION ATTAINMENT

One of the benefits of educational attainment is a better skilled and educated workforce. Studies show that higher education levels are strongly tied to higher earnings, lower unemployment rates, and improved lifestyles. While the attainment levels for Big County and the Big Area Labor Market are lower than state and national levels, the achievement levels match the industry and occupation requirements. Since the American Community Survey data does not cover many of the rural counties only the 2000 Census data is available. It is recommended updating this information when the 2010 Census becomes available. It is anticipated the attainment levels are now higher.

Higher Education and Skill Training are available for Anytown and Big County. Somewhere State University, located in Nearby, Somewhere is a four-year degree university within a reasonable commute to Anytown and Big County. It has been highly rated as a public university by U.S. News & World Report's "America's Best Colleges." There are two, two-year degree and one-year certificate Community colleges in the area offering more than 40 areas of study. North Central Somewhere College is located in Next Door, Somewhere and Next Door Area Community College is located Other Door, Somewhere.

In addition the Anytown Area Career Center is located in Anytown, Somewhere serving the student and adult training needs for surrounding communities. According to the Somewhere Department of Elementary and Secondary Education, the Graduation Rate for the Anytown R-III School District was 91.8% for 2008 compared to the State of Somewhere at 85.8%.

Educational Attainment: Census 2000	Big County	Big County ALM	Somewhere	USA
Total Population 25 and Older	100.0%	100.0%	100.0%	100.0%
Less Than 9th Grade	8.1%	8.2%	6.5%	7.5%
9th to 12th, No Diploma	11.9%	11.9%	12.1%	12.1%
High School Graduate (incl. equiv.)	49.0%	42.8%	32.7%	28.6%
Some College, No Degree	16.1%	17.4%	21.9%	21.0%
Associate Degree	4.1%	4.2%	5.1%	6.3%
Bachelor's Degree	8.0%	10.1%	14.0%	15.5%
Graduate or Professional Degree	2.8%	5.4%	7.6%	8.9%

Source: U.S. Census

RACE AND ETHNICITY

The 2008 estimates from the Census Bureau indicate that 97.6% of the population in Big County was White (12,283 persons), while the estimated Black population was 101 or 0.8%. The same set of estimates indicated there were 18 Asians (0.1%) and 58 American Indians (0.5%). These are all “race alone” figures. Hispanic is not considered to be a race by the Census Bureau, but rather a separate ethnic category. In 2006, an estimated 165 Hispanic persons (1.3%) were living in Big County.

Population Estimates by Race and Hispanic Origin in 2008	Big County	Big ALM	Somewhere	USA
American Ind. or Alaskan Native Alone	58	343	30,034	3,083,434
Asian Alone	18	642	85,898	13,549,064
Black Alone	101	1,607	679,223	39,058,834
Native Hawaiian and Other Pac. Isl. Alone	0	24	4,586	562,121
White Alone	12,283	88,338	5,026,572	242,639,242
Two or More Race Groups	120	897	85,292	5,167,029
Hispanic or Latino can be of any race				
Not Hispanic or Latino	12,415	89,395	5,721,905	257,116,111
Hispanic or Latino	165	2,456	189,700	46,943,613
Population Total	12,580	91,851	5,911,605	304,059,724

Population Estimates by Race 2008	Big County	Big ALM	Somewhere	USA
American Ind. or Alaskan Native Alone	0.5%	0.4%	0.5%	1.0%
Asian Alone	0.1%	0.7%	1.5%	4.5%
Black Alone	0.8%	1.7%	11.5%	12.8%
Native Hawaiian and Other Pac. Isl. Alone	0.0%	0.0%	0.1%	0.2%
White Alone	97.6%	96.2%	85.0%	79.8%
Two or More Race Groups	1.0%	1.0%	1.4%	1.7%

IV. EMPLOYMENT

CIVILIAN EMPLOYMENT

Another element when comparing Industry Employment with Civilian Employment is that Civilian Employment counts all people working including self-employed, as well as job holders; whereas Industry Employment counts only those on a payroll where withholdings are taken from their checks.

Civilian Employment October 2009				
County/Area	Labor Force	Employment	Unemployment	Unemployment Rate
Big	6,471	5,781	690	10.7%
Anytown/Big ALM	47,631	44,078	3,553	7.5%
Somewhere	2,993,772	2,726,749	267,023	8.9%
USA	153,635,000	139,088,000	14,547,000	9.5%

Source: Bureau of Labor Statistics

INDUSTRY EMPLOYMENT

This section presents employment information as developed and published by the Bureau of Labor Statistics under NAICS (The North American Industry Classification System). It is a publication of the business economy, and in cooperation with agencies in Canada and Mexico allows a high level of comparability of statistics among the three countries.

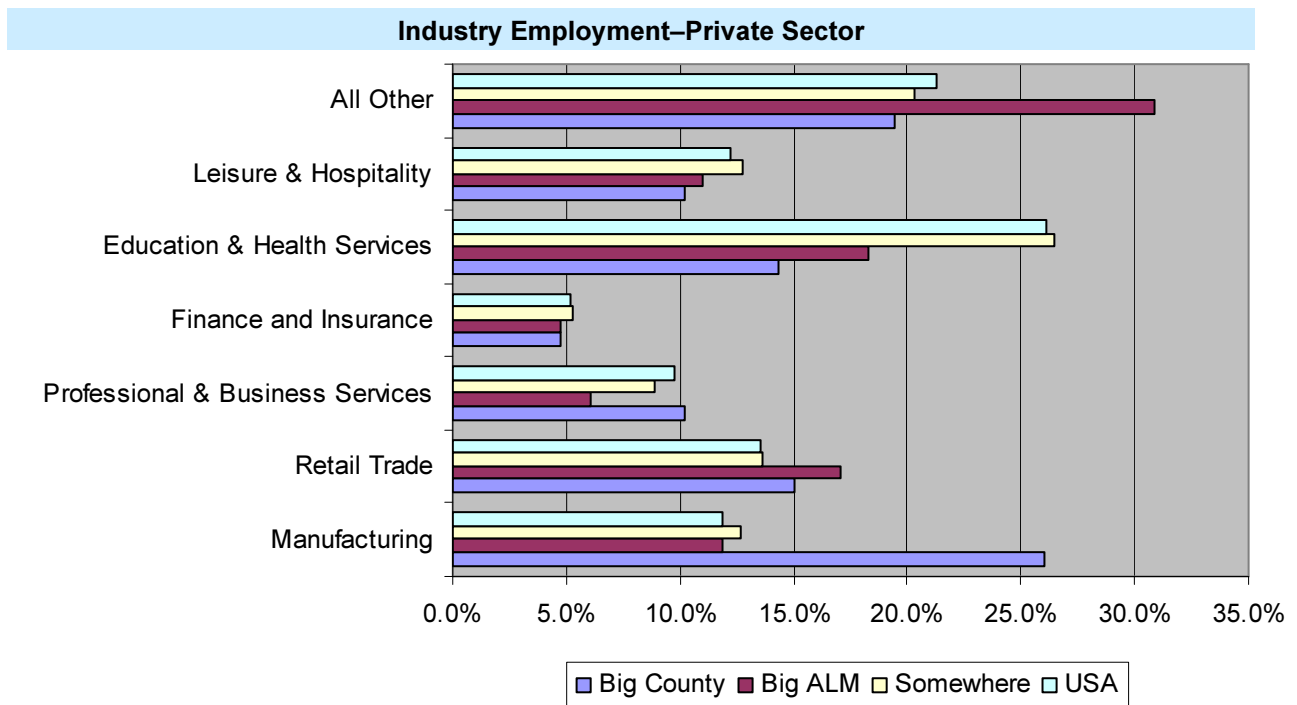
The NAICS classification lists both establishments and jobs and by code up to six digits in detail. Unfortunately smaller counties will not list certain industries due to number of establishments and disclosure requirements. The data can be segmented into many different categories, such as Goods Producing or Service Providing Sectors, Government and Private Sectors, and then further into sub-sectors.

This analysis will focus on only those most concentrated private two-digit sectors and three-digit sub-sectors.

Industry Sector Concentration

The Manufacturing Sector provides 26.1% of all private sector jobs in Big County followed by Retail Trade with 15.0% and Professional and Business Services with 10.2%. The All Other represents mostly those jobs not disclosable. Manufacturing and Retail Trade both are more concentrated or clustered than state and national in relation to total jobs.

In the Big Area Labor Market, the Education and Health Services Sector provided the most jobs with 18.3% of all jobs, followed by Retail Trade with 17.0% and Manufacturing with 11.9% of private sector jobs. Again some area's Manufacturing was not fully disclosed. Government employment is also considered part of total employment but is not included in this analysis. The data is directly comparable to the state and national data bases.



	Big County		Big ALM		Somewhere		USA	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Manufacturing	913	26.1%	3028	11.9%	289,139	12.7%	13,426,036	11.9%
Retail Trade	526	15.0%	4332	17.0%	312,372	13.7%	15,372,688	13.6%
Professional & Business Services	356	10.2%	1541	6.1%	202,458	8.9%	11,054,735	9.8%
Finance and Insurance	167	4.8%	1208	4.8%	120,955	5.3%	5,886,891	5.2%
Education & Health Services	503	14.4%	4654	18.3%	604,836	26.5%	29,535,981	26.1%
Leisure & Hospitality	358	10.2%	2795	11.0%	292,279	12.8%	13,872,009	12.3%
All Other	681	19.4%	7854	30.9%	463,232	20.3%	24,044,133	21.2%
Total	3,504	100.0%	25412	100.0%	2,285,271	100.0%	113,192,473	100.0%

Source: Bureau of Labor Statistics (2008)

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Industry Sub-Sector Concentration and Clusters

The Industry Sub-Sector Concentration and Clusters is an estimated ranking of the three-digit industry groups for the seven-county Area Labor Market. Since in some cases detailed data by county is not available, the estimated ranking does not list the number of jobs. Rather, the rankings utilize information from various sources, particularly those utilized by the Somewhere Workforce Research in its listings for the Northwest and Northeast Somewhere Workforce Investment Boards.

Industry Concentration and Clusters
Top Employing Industries in Big Area Labor Market

Rank	NAICS Code	
1	722	Food Services and Drinking Places
2	623	Nursing and Residential Care Facilities
3	621	Ambulatory Health Care Services
4	522	Credit Intermediation and Related Activities
5	238	Specialty Trade Contractors
6	541	Professional Scientific and Technical Services
7	444	Building Material and Garden Services
8	423	Merchant Wholesale—Durable
9	112	Animal Production
10	323	Printing and Related Support Activities
11	311	Food Manufacturing
12	332	Fabricated Metal Production Manufacturing
13	448	Food and Beverage Stores
14	484	Truck Transportation
15	811	Repair and Maintenance

EMPLOYMENT INDICATORS

The following employment indicators for the Big County Area Labor Market (ALM) are available on-line with Somewhere a participating partner with the U.S. Census. This tool provides easy access to reports which provide employment growth measures for the selected employment area including new hires, separations, turnover, the average monthly earnings and the average new hires earnings.

The table shows comparisons for the third quarter for three different time periods (2000, 2004 and 2008) with the State of Somewhere and the other counties in the Big County ALM. The 2008 7.9% turnover compares favorably with the State of Somewhere and the other counties in the ALM implying a relatively stable workforce. The average monthly earnings of \$2,492 are below the state average of \$3,217.

The following tables provide time line, industry sector and area data comparisons. It is another way to differentiate the local area with other areas as it relates to new hires, turnover, new hire earnings and average earnings. Big County's lower labor turnover and lower labor costs may be a competitive advantage, however, only after considering quality and skill availability.

Employment Indicators—Overall

	Total Employment	New Hires	Separations	Turnover	Avg. Monthly Earnings	Avg. New Hire Earnings
Big County 2000 Q3	4,821	728	912	7.8%	\$1,811	\$1,048
Big County 2004 Q3	4,525	624	822	8.2%	\$1,997	\$1,044
Big County 2008 Q3	4,481	528	710	7.9%	\$2,492	\$1,324
% Change 2000-2008	-7.6%	-37.9%	-28.5%	0.1%	27.3%	20.8%
7-County ALM						
7-County ALM 2000 Q3	34,205	6,809	8,235	9.8%	\$1,961	\$1,157
7-County ALM 2004 Q3	32,153	5,915	6,585	9.5%	\$2,067	\$1,228
7-County ALM 2008 Q3	32,203	5,023	5,933	7.2%	\$1,952	\$1,246
% Change 2000-2008	-6.2%	-35.6%	-38.8%	-2.6%	-0.5%	7.1%
Somewhere						
Somewhere 2000 Q3	2,609,495	586,705	680,498	11.1%	\$2,642	\$1,727
Somewhere 2004 Q3	2,552,493	477,851	541,275	9.6%	\$2,887	\$1,735
Somewhere 2008 Q3	2,642,531	454,317	558,954	10.1%	\$3,218	\$2,037
% Change 2000-2008	1.3%	-29.1%	-21.7%	-1.0%	17.9%	15.2%

Employment Indicators—Manufacturing

	Total Employment	New Hires	Separations	Turnover	Avg. Monthly Earnings	Avg. New Hire Earnings
Big County 2000 Q3	1,497	163	203	5.5%	\$2,361	\$1,341
Big County 2004 Q3	1,165	110	156	5.2%	\$2,614	\$1,351
Big County 2008 Q3	1,093	44	102	5.1%	\$3,661	\$1,617
% Change 2000-2008	-37.0%	-270.5%	-99.0%	-0.4%	35.5%	17.1%
7-County ALM 2000 Q3	7,233	785	1,233	7.1%	\$2,198	\$1,585
7-County ALM 2004 Q3	4,873	751	681	6%	\$2,705	\$1,771
7-County ALM 2008 Q3	4,890	505	641	6.3%	\$2,962	\$2,220
% Change 2000-2008	-47.9%	-55.4%	-92.4%	-0.8%	25.8%	28.6%
Somewhere 2000 Q3	360,359	44,931	54,763	7.2%	\$3,064	\$2,253
Somewhere 2004 Q3	299,205	31,365	36,176	6.0%	\$3,346	\$2,153
Somewhere 2008 Q3	282,919	22,928	32,734	6.0%	\$3,726	\$2,589
% Change 2000-2008	-27.4%	-96.0%	-67.3%	-1.2%	17.8%	13.0%

Employment Indicators—Retail

	Total Employment	New Hires	Separations	Turnover	Avg. Monthly Earnings	Avg. New Hire Earnings
Big County 2000 Q3	554	114	150	12.6%	\$1,302	\$770
Big County 2004 Q3	506	91	97	9.1%	\$1,468	\$991
Big County 2008 Q3	487	98	93	8.6%	\$1,644	\$1,226
% Change 2000-2008	-13.8%	-16.3%	-61.3%	-4.0%	20.8%	37.2%
7-County ALM 2000 Q3	4,672	1,104	1,229	13.6%	\$1,306	\$918
7-County ALM 2004 Q3	4,721	910	1,021	12%	\$1,605	\$983
7-County ALM 2008 Q3	4,305	785	879	10.7%	\$1,844	\$1,085
% Change 2000-2008	-8.5%	-40.6%	-39.8%	-2.9%	29.2%	15.4%
Somewhere 2000 Q3	315,111	86,682	92,591	13.4%	\$1,842	\$1,153
Somewhere 2004 Q3	318,979	71,896	78,382	12.1%	\$2,027	\$1,234
Somewhere 2008 Q3	310,661	62,465	69,844	11.4%	\$2,127	\$1,319
% Change 2000-2008	-1.4%	-38.8%	-32.6%	-2.0%	13.4%	12.6%

Employment Indicators—Health Care

	Total Employment	New Hires	Separations	Turnover	Avg. Monthly Earnings	Avg. New Hire Earnings
Big County 2000 Q3	529	131	149	13.5%	\$1,361	\$1,071
Big County 2004 Q3	431	78	76	10.0%	\$1,822	\$1,121
Big County 2008 Q3	472	52	60	6.9%	\$2,254	\$1,185
% Change 2000-2008	-12.1%	-151.9%	-148.3%	-6.6%	39.6%	9.6%
7-County ALM 2000 Q3	5,196	1,036	1,195	11.1%	\$1,819	\$1,115
7-County ALM 2004 Q3	5,157	875	942	9.4%	\$2,150	\$1,311
7-County ALM 2008 Q3	5,460	838	875	8.6%	\$2,417	\$1,652
% Change 2000-2008	4.8%	-23.6%	-36.6%	-2.5%	24.7%	32.5%
Somewhere 2000 Q3	316,773	54,789	58,377	9.8%	\$2,549	\$1,609
Somewhere 2004 Q3	337,813	50,795	54,115	8.5%	\$2,957	\$1,770
Somewhere 2008 Q3	374,276	51,085	54,218	8.3%	\$3,239	\$1,991
% Change 2000-2008	15.4%	-7.3%	-7.7%	-1.5%	21.3%	19.2%

V. EARNINGS

INCOME/HOUSEHOLD AND PER CAPITA

The income information is provided on two levels: Per Capita Income and Household Income. The Per Capita Income includes all income earned through wages, transfer payments, dividends, interest, etc.

The Per Capita Income for Big County grew 9.2% from 2004 to 2007. This compares to a growth rate of 16.5% for the Big County ALM, 12.2% for Somewhere, and 10.8% for the United States.

INCOME AND WAGES Household and Per Capita Income				
Area	Median Household Income 2007	Per Capita 2004	Per Capita 2007	% Change
Big County	\$33,485	\$23,510	\$25,680	9.2%
Big ALM	\$34,150	\$23,033	\$25,822	10.8%
Somewhere	\$45,012	\$30,283	\$33,984	12.2%
USA	\$50,740	\$33,157	\$38,615	16.5%

Source: Bureau of Economic Analysis

INDUSTRY WAGE TRENDS

The overall Average Weekly Wage for Big County grew 23.5% from 2001 to 2008 with the manufacturing sector growing at 26.5%. The Education & Health Services sector grew at 44.7% and was above the Service Providing and Overall averages. The 2008 average of \$502 per week for Education and Health Services was 33.4% lower than the State of Somewhere average and 37.8% lower than the National average of \$807.

Goods Producing Comparisons									
	Overall			Goods Producing			Manufacturing		
	2001	2008	Percent	2001	2008	Percent	2001	2008	Percent
Big County	\$421	\$520	23.5%	\$468	\$587	25.4%	\$471	\$596	26.5%
Big ALM	\$429	\$536	24.9%	\$541	\$662	22.3%	\$551	\$683	23.9%
Somewhere	\$623	\$776	24.5%	\$746	\$939	25.9%	\$752	\$953	26.7%
USA	\$697	\$876	25.7%	\$789	\$1005	27.4%	\$789	\$1005	27.4%

Service Providing Comparisons									
	Overall			Service Providing			Education & Health Services		
	2001	2008	Percent	2001	2008	Percent	2001	2008	Percent
Big County	\$421	\$520	23.5%	\$387	\$484	25.1%	\$347	\$502	44.7%
Big ALM	\$429	\$536	24.9%	\$427	\$522	22.2%	\$425	\$551	29.6%
Somewhere	\$623	\$776	24.5%	\$594	\$745	25.4%	\$601	\$754	25.5%
USA	\$697	\$876	25.7%	\$668	\$840	25.7%	\$629	\$807	28.3%

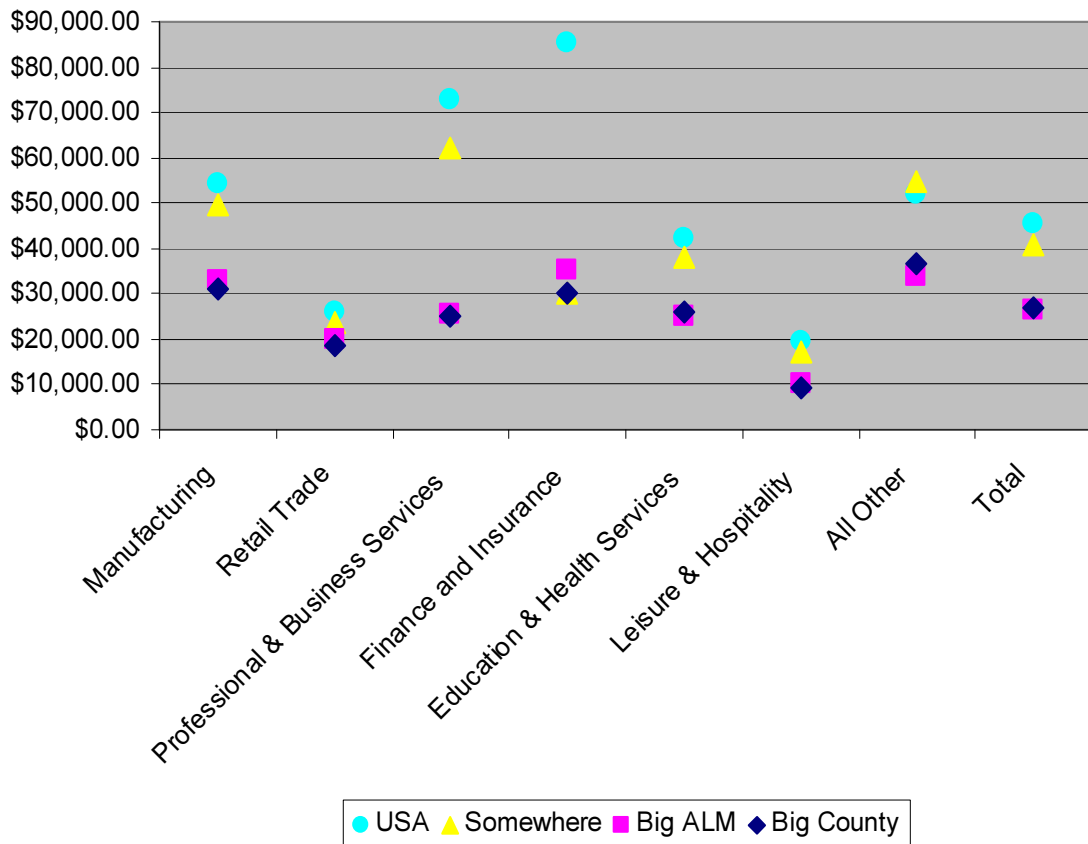
Source: Bureau of Labor Statistics

INDUSTRY SECTOR ANNUAL EARNINGS

The following table lists Industry Annual Earnings in the same sequence and format as Industry Employment listed jobs. It should be noted that manufacturing jobs normally provide the best compensation for workers. From a cost perspective, Big County is almost 6% more competitive than the Area Labor Market as a whole, 37% more competitive than the State of Somewhere, and 43% more competitive than the nation. The other industry sectors show similar competition comparisons to Somewhere and the Nation.

Average Annual Salary—Private Sector

	Big County	Big ALM	Somewhere	USA
Manufacturing	\$31,016	\$32,951	\$49,563	\$54,449
Retail Trade	\$18,721	\$19,893	\$23,886	\$26,181
Professional & Business Services	\$24,943	\$25,530	\$61,974	\$72,729
Finance and Insurance	\$30,375	\$35,038	\$30,375	\$85,195
Education & Health Services	\$26,090	\$24,945	\$38,145	\$42,219
Leisure & Hospitality	\$9,074	\$9,986	\$17,037	\$19,267
All Other	\$36,860	\$33,657	\$54,779	\$52,096
Total	\$26,686	\$26,501	\$40,712	\$45,368



OCCUPATION EARNINGS

While workforce costs are an important element when evaluating an existing labor market, it isn't the only factor. Workforce quality and availability may be the markets explanation for some labor markets having higher or lower labor costs. However, a highly competitive labor cost structure is critical both domestically and in the global marketplace. The labor factor is easier to evaluate when all components (Quality, Availability and Cost) are part of the assessment process.

The entry or starting level may be one indicator of the market while the other is the mean or overall averages for each job classification. During periods of low unemployment it may be necessary to go higher than the entry level for the various job classifications to find the applicants with the skills necessary for staffing and during periods of high unemployment and underemployment that level may be lower than the entry level.

County level occupation comparisons can only be presented with valid survey information. In some cases data at the county level may not be available. In most states occupation data is aggregated for comparison only at the MSA or WIB levels. In those cases local data for comparisons may not be available.

Occupational Wage Rates						
Occupation	Big County ALM		West MSA		East MSA	
	Entry	Mean	Entry	Mean	Entry	Mean
Computer Programmers	\$17.22	\$25.47	\$23.69	\$33.59	\$19.26	\$31.38
Financial/Controller Managers	\$24.39	\$31.28	\$27.93	\$46.82	\$30.78	\$52.64
Database Administrators	\$14.81	\$22.34	\$20.38	\$30.47	\$16.75	\$27.84
Industrial Engineers	\$21.63	\$26.44	\$27.52	\$33.42	\$25.72	\$37.62
Administrative/Office Manager	\$17.17	\$22.35	\$22.78	\$36.58	\$18.90	\$35.57
Bookkeeping, Accounting & Audit Clerks	\$9.24	\$12.91	\$10.49	\$15.37	\$11.08	\$15.74
Customer Service Representative	\$9.95	\$13.75	\$10.27	\$14.62	\$9.43	\$15.03
Receptionists & Information Clerks	\$8.49	\$10.19	\$9.16	\$11.99	\$8.13	\$11.15
Line Supervisors/Foreman	\$14.95	\$20.12	\$16.82	\$25.38	\$17.90	\$27.58
Team Assemblers	\$9.62	\$11.15	\$8.96	\$13.76	\$9.14	\$12.99
Truck Drivers/Heavy	\$10.73	\$16.35	\$13.66	\$19.11	\$13.73	\$19.31
Warehouse Laborers & Material Movers	\$9.31	\$11.78	\$8.56	\$12.35	\$8.22	\$12.74
Registered Nurse	\$16.40	\$21.22	\$21.23	\$27.98	\$19.62	\$26.61
Industrial Machinery Mechanics	\$13.21	\$16.54	\$14.66	\$20.73	\$18.17	\$23.94

GLOSSARY OF TERMS

Area Labor Market: (ALM) The geographic area normally designated with a core community or county and a surrounding area within a reasonable commute of 35 to 60 miles for work. Transportation access is an important element in any Area Labor Market designation.

Available Workforce: Represents adults from ages 16 or 18 to 64 who indicate they are either looking for a job or would consider changing jobs for the right employment option or opportunity.

Civilian Employment: The employment of all residents living in a county or area and working anywhere (counts people). It counts all people working whether self-employed, as well as job holders. It is reported monthly by Federal and State Labor agencies.

Civilian Labor Force: (CLF) Represents all individuals working and actively seeking employment. Reported monthly by Federal and State Labor agencies.

Commuting Patterns: The willingness of people residing in one community or county to travel to another for work. This can also influence shopping patterns and preference and shows the degree of economic interdependence.

Industry Concentration Clusters: A group of businesses linked by core products or services. These businesses may have common supply chains, labor needs, technologies and markets. This creates a strong economic interdependence.

Industry Jobs: Full-time and part-time positions held by payroll employees in the public or private sector. May exceed actual worker count and reflects all workers working in the county and living anywhere (counts jobs). Industry Jobs counts only those on a payroll where withholdings are taken from their checks. It is reported periodically by Federal and State Labor agencies.

Location Quotient (LQ): A measure of how “concentrated” a particular industry, occupation, or demographic group is in a region as compared to a larger reference region, e.g., state or nation.

Occupation: A category of workers defined by the Standard Occupational Classification (SOC).

Workforce Market Supply and Demand: Supply and Demand can best be presented by employer demand and the labor supply. On the supply side the issues are: skill availability, underemployment (excess skills and over qualified), and desired wages and benefits to make a job change. On the demand side the issues are: skill quality, overemployment (deficient skills and under qualified), skill needs (training), and current wages compared to other markets.