



Economic Overview

50 mile radius of Cullman



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Demographic Profile

The population in the 50 mile radius of Cullman was 2,857,596 per American Community Survey data for 2018-2022.

The region has a civilian labor force of 1,372,105 with a participation rate of 59.7%. Of individuals 25 to 64 in the 50 mile radius of Cullman, 30.9% have a bachelor's degree or higher which compares with 35.8% in the nation.

The median household income in the 50 mile radius of Cullman is \$64,852 and the median house value is \$195,389.

Summary¹

Demographics	Percent			Value		
	50 mile radius of Cullman	Alabama	USA	50 mile radius of Cullman	Alabama	USA
Demographics						
Population (ACS)	—	—	—	2,857,596	5,028,092	331,097,593
Male	48.8%	48.6%	49.6%	1,393,649	2,445,995	164,200,298
Female	51.2%	51.4%	50.4%	1,463,947	2,582,097	166,897,295
Median Age ²	—	—	—	39.2	39.3	38.5
Under 18 Years	22.0%	22.1%	22.1%	629,595	1,110,642	73,213,705
18 to 24 Years	9.7%	9.7%	9.4%	278,006	488,930	31,282,896
25 to 34 Years	13.1%	12.9%	13.7%	373,145	648,666	45,388,153
35 to 44 Years	12.4%	12.3%	12.9%	355,705	616,406	42,810,359
45 to 54 Years	12.6%	12.4%	12.4%	358,881	624,704	41,087,357
55 to 64 Years	13.2%	13.3%	12.9%	377,921	667,710	42,577,475
65 to 74 Years	10.1%	10.3%	9.7%	289,536	519,600	32,260,679
75 Years and Over	6.8%	7.0%	6.8%	194,807	351,434	22,476,969
Race: White	70.0%	66.2%	65.9%	1,999,034	3,329,012	218,123,424
Race: Black or African American	22.1%	26.4%	12.5%	630,303	1,326,341	41,288,572
Race: American Indian and Alaska Native	0.4%	0.4%	0.8%	12,121	21,122	2,786,431
Race: Asian	1.3%	1.4%	5.8%	36,987	69,808	19,112,979
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.0%	0.2%	1,773	2,253	624,863
Race: Some Other Race	2.3%	1.9%	6.0%	66,805	93,924	20,018,544
Race: Two or More Races	3.9%	3.7%	8.8%	110,573	185,632	29,142,780
Hispanic or Latino (of any race)	5.4%	4.6%	18.7%	154,151	232,407	61,755,866
Population Growth						
Population (Pop Estimates) ⁴	—	—	—	2,914,662	5,108,468	334,914,895
Population Annual Average Growth ⁴	0.7%	0.6%	0.6%	20,076	27,688	1,885,495
People per Square Mile ⁴	—	—	—	173.2	100.9	94.8
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	59.7%	57.8%	63.3%	1,372,105	2,329,696	167,857,207
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	80.0%	78.3%	82.8%	868,082	1,470,012	106,380,520
Armed Forces Labor Force	0.1%	0.4%	0.5%	3,289	15,390	1,236,378
Veterans, Age 18-64	5.2%	5.6%	4.3%	89,923	168,717	8,636,019
Veterans Labor Force Participation Rate and Size, Age 18-64	74.5%	72.0%	77.1%	67,030	121,456	6,656,238
Median Household Income ²	—	—	—	\$64,852	\$59,609	\$75,149
Per Capita Income	—	—	—	\$35,419	\$33,344	\$41,261
Mean Commute Time (minutes)	—	—	—	25.4	25.3	26.7
Commute via Public Transportation	0.3%	0.3%	3.8%	4,139	6,982	5,945,723
Educational Attainment, Age 25-64						
No High School Diploma	10.9%	11.3%	10.1%	160,131	289,401	17,373,867
High School Graduate	27.2%	29.1%	25.1%	397,977	744,509	43,176,248
Some College, No Degree	21.5%	21.6%	19.7%	315,339	552,717	33,916,989

Summary¹

	Percent			Value		
	50 mile radius of Cullman	Alabama	USA	50 mile radius of Cullman	Alabama	USA
Associate's Degree	9.5%	9.8%	9.2%	138,643	249,585	15,886,884
Bachelor's Degree	19.3%	17.7%	22.4%	283,521	452,584	38,451,123
Postgraduate Degree	11.6%	10.5%	13.4%	170,041	268,690	23,058,233
Housing						
Total Housing Units	—	—	—	1,270,833	2,296,920	140,943,613
Median House Value (of owner-occupied units) ^{2,5}	—	—	—	\$195,389	\$179,400	\$281,900
Homeowner Vacancy	1.0%	1.3%	1.1%	7,804	17,803	931,393
Rental Vacancy	6.1%	8.4%	5.5%	21,508	54,803	2,623,236
Renter-Occupied Housing Units (% of Occupied Units)	29.4%	30.3%	35.2%	324,488	585,358	44,238,593
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.2%	5.6%	8.3%	56,931	107,641	10,474,870
Social						
Poverty Level (of all people)	14.3%	15.7%	12.5%	398,409	768,897	40,521,584
Households Receiving Food Stamps/SNAP	11.8%	13.3%	11.5%	130,193	257,704	14,486,880
Enrolled in Grade 12 (% of total population)	1.3%	1.3%	1.4%	38,306	67,657	4,476,703
Disconnected Youth ³	2.3%	2.6%	2.5%	3,636	7,338	430,795
Children in Single Parent Families (% of all children)	34.9%	38.1%	34.0%	203,132	390,340	23,568,955
Uninsured	9.1%	9.5%	8.7%	257,731	472,079	28,315,092
With a Disability, Age 18-64	13.6%	14.1%	10.5%	233,107	420,822	20,879,820
With a Disability, Age 18-64, Labor Force Participation Rate and Size	39.6%	37.5%	45.5%	92,425	157,876	9,492,098
Foreign Born	3.9%	3.5%	13.7%	111,427	177,207	45,281,071
Speak English Less Than Very Well (population 5 yrs and over)	2.4%	2.1%	8.2%	65,729	101,319	25,704,846

Source: [JobsEQ®](#)

1. American Community Survey 2018-2022, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

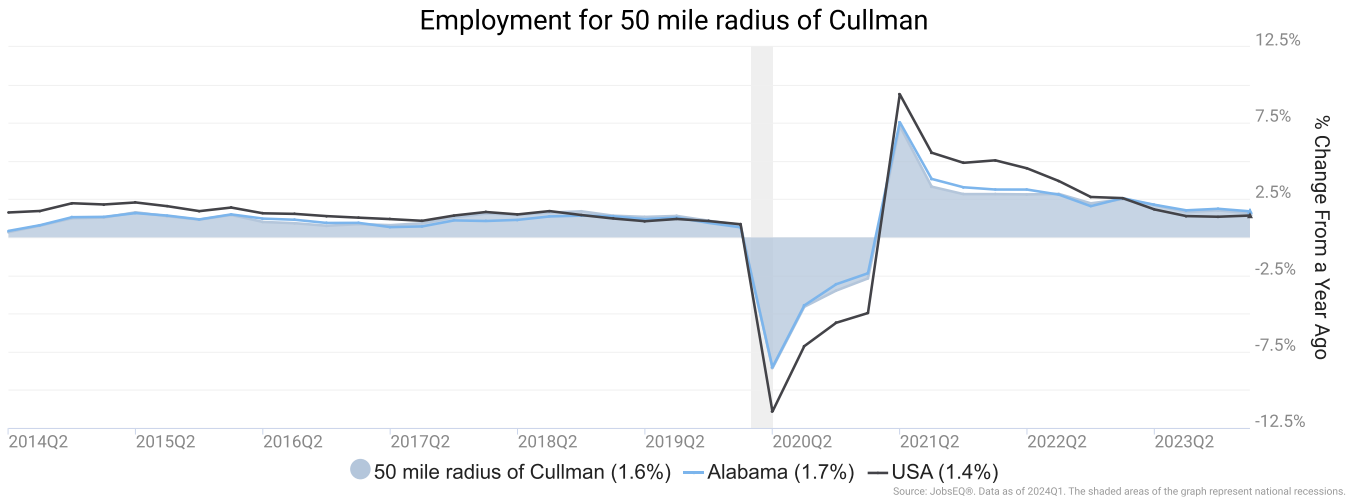
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2023, annual average growth rate since 2013. Post-2019 data for Connecticut counties are imputed by Chmura.

5. The Census's method for calculating median house values changed with the 2022 data set, so pre-2022 values are not directly comparable with later data.

Employment Trends

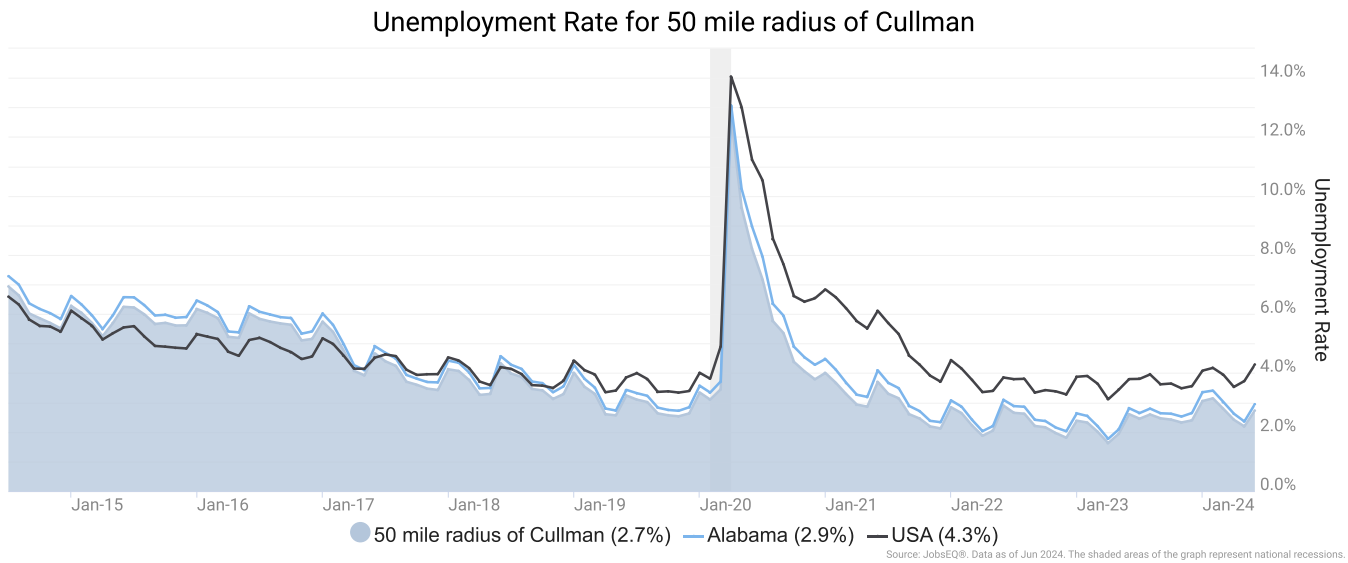
As of 2024Q1, total employment for the 50 mile radius of Cullman was 1,320,899 (based on a four-quarter moving average). Over the year ending 2024Q1, employment increased 1.6% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2023Q4 with preliminary estimates updated to 2024Q1.

Unemployment Rate

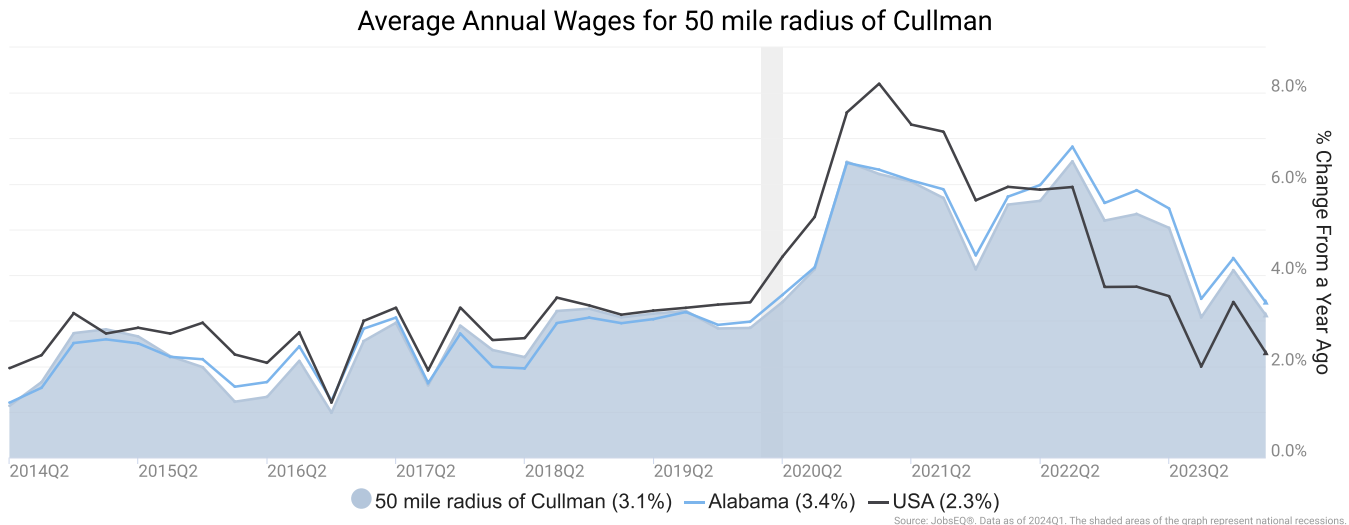
The unemployment rate for the 50 mile radius of Cullman was 2.7% as of June 2024. The regional unemployment rate was lower than the national rate of 4.3%. One year earlier, in June 2023, the unemployment rate in the 50 mile radius of Cullman was 2.6%.



Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through June 2024.

Wage Trends

The average worker in the 50 mile radius of Cullman earned annual wages of \$60,880 as of 2024Q1. Average annual wages per worker increased 3.1% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$70,857 in the nation as of 2024Q1.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2023Q4 with preliminary estimates updated to 2024Q1.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 10.7% lower in 50 mile radius of Cullman than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
50 mile radius of Cullman	\$60,880	89.3	\$68,154
Alabama	\$58,736	88.8	\$66,127
USA	\$70,857	100.0	\$70,857

Source: [JobsEQ®](#)

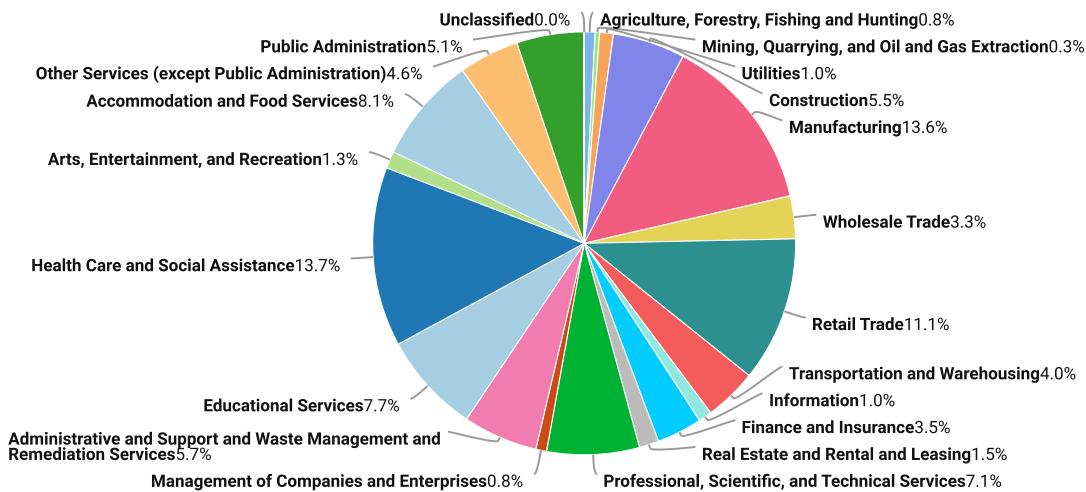
Data as of 2024Q1

Cost of Living per [COLI](#), data as of 2024Q1, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the 50 mile radius of Cullman is Health Care and Social Assistance, employing 181,209 workers. The next-largest sectors in the region are Manufacturing (180,269 workers) and Retail Trade (146,670). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Utilities (LQ = 2.03), Manufacturing (1.71), and Retail Trade (1.13).

Total Workers for 50 mile radius of Cullman by Industry



Source: JobsEQ® Data as of 2024Q1

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2023Q4 with preliminary estimates updated to 2024Q1.

Sectors in the 50 mile radius of Cullman with the highest average wages per worker are Management of Companies and Enterprises (\$117,821), Utilities (\$116,482), and Mining, Quarrying, and Oil and Gas Extraction (\$105,220). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Manufacturing (+14,276 jobs), Professional, Scientific, and Technical Services (+13,465), and Transportation and Warehousing (+10,393).

Over the next 1 year, employment in the 50 mile radius of Cullman is projected to expand by 5,727 jobs. The fastest growing sector in the region is expected to be Professional, Scientific, and Technical Services with a +1.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+1,539 jobs), Professional, Scientific, and Technical Services (+1,158), and Educational Services (+477).

50 mile radius of Cullman, 2024Q1¹

NAICS	Industry	Current			5-Year History		1-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
62	Health Care and Social Assistance	181,209	\$63,658	0.93	9,278	1.1%	19,297	8,553	9,206	1,539	0.8%
31	Manufacturing	180,269	\$71,270	1.71	14,276	1.7%	18,436	7,275	10,902	258	0.1%
44	Retail Trade	146,670	\$36,862	1.13	6,000	0.8%	19,998	8,939	11,196	-137	-0.1%
72	Accommodation and Food Services	107,416	\$23,399	0.94	-2,179	-0.4%	19,386	8,556	10,431	399	0.4%
61	Educational Services	101,902	\$55,995	0.96	5,917	1.2%	10,078	4,713	4,888	477	0.5%
54	Professional, Scientific, and Technical Services	93,278	\$100,890	0.97	13,465	3.2%	8,787	3,093	4,536	1,158	1.2%
56	Administrative and Support and Waste Management and Remediation Services	75,384	\$40,704	0.92	-3,986	-1.0%	8,928	3,726	4,929	274	0.4%
23	Construction	73,029	\$66,739	0.92	6,722	2.0%	6,610	2,563	3,754	293	0.4%
92	Public Administration	67,940	\$77,867	1.11	1,195	0.4%	6,526	2,763	3,496	267	0.4%
81	Other Services (except Public Administration)	60,744	\$36,617	1.09	-2,211	-0.7%	7,185	3,031	3,910	244	0.4%
48	Transportation and Warehousing	53,221	\$56,810	0.81	10,393	4.4%	6,247	2,547	3,286	414	0.8%
52	Finance and Insurance	45,898	\$95,866	0.88	-2,966	-1.2%	4,002	1,618	2,231	153	0.3%
42	Wholesale Trade	43,052	\$80,449	0.87	1,600	0.8%	4,343	1,749	2,605	-10	0.0%
53	Real Estate and Rental and Leasing	19,721	\$65,478	0.84	2,158	2.3%	2,016	912	993	111	0.6%
71	Arts, Entertainment, and Recreation	17,230	\$26,464	0.65	487	0.6%	2,739	1,091	1,482	166	1.0%
22	Utilities	13,792	\$116,482	2.03	-305	-0.4%	1,181	494	712	-25	-0.2%
51	Information	13,552	\$77,335	0.53	-550	-0.8%	1,273	478	735	60	0.4%
11	Agriculture, Forestry, Fishing and Hunting	11,104	\$53,884	0.68	-793	-1.4%	1,330	646	683	1	0.0%
55	Management of Companies and Enterprises	10,991	\$117,821	0.54	29	0.1%	1,042	385	558	100	0.9%
21	Mining, Quarrying, and Oil and Gas Extraction	4,496	\$105,220	0.93	-402	-1.7%	303	158	257	-112	-2.5%
Total - All Industries		1,320,899	\$60,880	1.00	58,128	0.9%	149,993	63,635	80,631	5,727	0.4%

Source: [JobsEQ®](https://www.chmuraecon.com/jobseq)

Data as of 2024Q1

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average

Exits and transfers are approximate estimates based upon occupation separation rates.

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2023Q4 with preliminary estimates updated to 2024Q1. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the 50 mile radius of Cullman is Office and Administrative Support Occupations, employing 148,900 workers. The next-largest occupation groups in the region are Production Occupations (127,596 workers) and Transportation and Material Moving Occupations (123,450). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Production Occupations (LQ = 1.74), Architecture and Engineering Occupations (1.58), and Installation, Maintenance, and Repair Occupations (1.27).

Occupation groups in the 50 mile radius of Cullman with the highest average wages per worker are Management Occupations (\$120,200), Legal Occupations (\$112,000), and Architecture and Engineering Occupations (\$102,900). The unemployment rate in the region varied among the major groups from 0.6% among Legal Occupations to 4.2% among Transportation and Material Moving Occupations.

Over the next 1 year, the fastest growing occupation group in the 50 mile radius of Cullman is expected to be Computer and Mathematical Occupations with a +1.7% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Transportation and Material Moving Occupations (+773 jobs) and Healthcare Practitioners and Technical Occupations (+689). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (19,099 jobs) and Office and Administrative Support Occupations (16,595).

50 mile radius of Cullman, 2024Q1¹

SOC	Occupation	Current						5-Year History		1-Year Forecast				
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	148,900	\$43,000	0.94	3,353	2.1%	6,084	-3,829	-0.5%	15,826	7,910	8,685	-769	-0.5%
51-0000	Production	127,596	\$45,500	1.74	3,781	3.0%	2,905	4,551	0.7%	13,602	5,406	8,396	-201	-0.2%
53-0000	Transportation and Material Moving	123,450	\$43,000	1.07	5,417	4.2%	7,691	13,178	2.3%	16,647	6,515	9,359	773	0.6%
41-0000	Sales and Related	121,803	\$46,900	1.05	3,877	3.0%	13,014	-29	0.0%	16,026	7,312	8,824	-110	-0.1%
35-0000	Food Preparation and Serving Related	101,737	\$28,400	0.95	4,290	4.1%	7,423	-2,147	-0.4%	19,461	8,641	10,458	361	0.4%
29-0000	Healthcare Practitioners and Technical	87,051	\$85,100	1.12	851	1.0%	14,620	6,161	1.5%	5,680	2,801	2,190	689	0.8%
11-0000	Management	83,288	\$120,200	0.84	995	1.1%	9,070	10,796	2.8%	7,177	2,588	3,952	638	0.8%
49-0000	Installation, Maintenance, and Repair	65,497	\$58,400	1.27	1,140	1.7%	4,870	4,813	1.5%	6,089	2,505	3,193	391	0.6%
13-0000	Business and Financial Operations	63,255	\$84,600	0.75	1,081	1.5%	6,804	6,951	2.4%	5,585	1,987	3,171	427	0.7%
25-0000	Educational Instruction and Library	62,890	\$57,500	0.89	933	1.4%	2,872	3,230	1.1%	5,839	2,792	2,656	390	0.6%
47-0000	Construction and Extraction	62,363	\$51,000	1.04	2,482	3.8%	1,789	3,517	1.2%	5,609	2,158	3,203	248	0.4%
31-0000	Healthcare Support	47,455	\$32,800	0.79	1,129	2.3%	3,292	2,885	1.3%	7,336	3,009	3,717	610	1.3%
37-0000	Building and Grounds Cleaning and Maintenance	39,604	\$34,300	0.91	1,531	3.7%	1,927	-1,180	-0.6%	5,561	2,477	2,895	188	0.5%
15-0000	Computer and Mathematical	34,180	\$100,200	0.81	520	1.3%	5,810	3,327	2.1%	2,684	776	1,322	586	1.7%
17-0000	Architecture and Engineering	33,608	\$102,900	1.58	398	1.1%	3,234	3,395	2.2%	2,546	942	1,266	338	1.0%
39-0000	Personal Care and Service	27,817	\$32,800	0.85	834	2.9%	1,102	801	0.6%	5,206	1,954	3,004	248	0.9%

50 mile radius of Cullman, 2024Q1¹

SOC	Occupation	Current						5-Year History			1-Year Forecast			
		Empl	Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
33-0000	Protective Service	27,365	\$47,300	0.96	622	2.2%	1,103	1,030	0.8%	3,101	1,376	1,669	56	0.2%
21-0000	Community and Social Service	22,535	\$53,400	0.94	322	1.4%	1,951	-715	-0.6%	2,195	910	1,098	188	0.8%
27-0000	Arts, Design, Entertainment, Sports, and Media	18,770	\$57,000	0.78	486	2.3%	1,423	293	0.3%	2,016	833	1,085	98	0.5%
19-0000	Life, Physical, and Social Science	9,478	\$78,600	0.82	166	1.6%	1,173	1,046	2.4%	935	201	645	89	0.9%
23-0000	Legal	8,123	\$112,000	0.75	53	0.6%	392	-15	0.0%	558	239	264	56	0.7%
45-0000	Farming, Fishing, and Forestry	4,133	\$39,300	0.53	194	4.2%	82	68	0.3%	617	229	379	9	0.2%
Total - All Occupations		1,320,899	\$57,200	1.00	34,456	2.5%	98,633	58,128	0.9%	150,458	63,559	81,431	5,468	0.4%

Source: [JobsEQ®](#)

Data as of 2024Q1 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

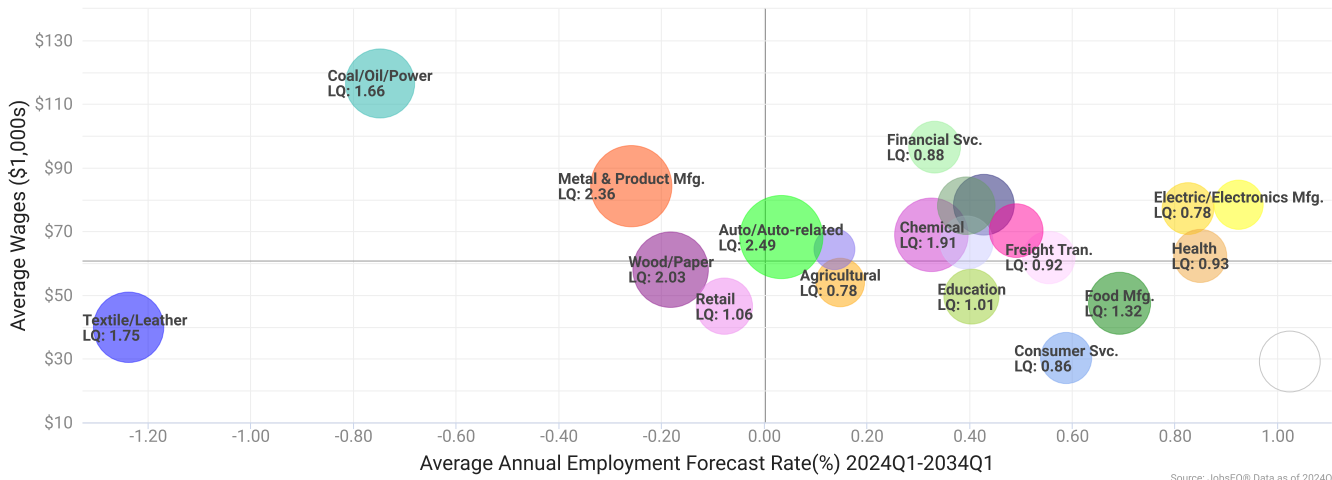
3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2023Q4, imputed where necessary with preliminary estimates updated to 2024Q1. Wages by occupation are as of 2024 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the 50 mile radius of Cullman with the highest relative concentration is Auto/Auto-related with a location quotient of 2.49. This cluster employs 54,969 workers in the region with an average wage of \$68,208. Employment in the Auto/Auto-related cluster is projected to expand in the region about 0.0% per year over the next ten years.

Industry Clusters for 50 mile radius of Cullman as of 2024Q1



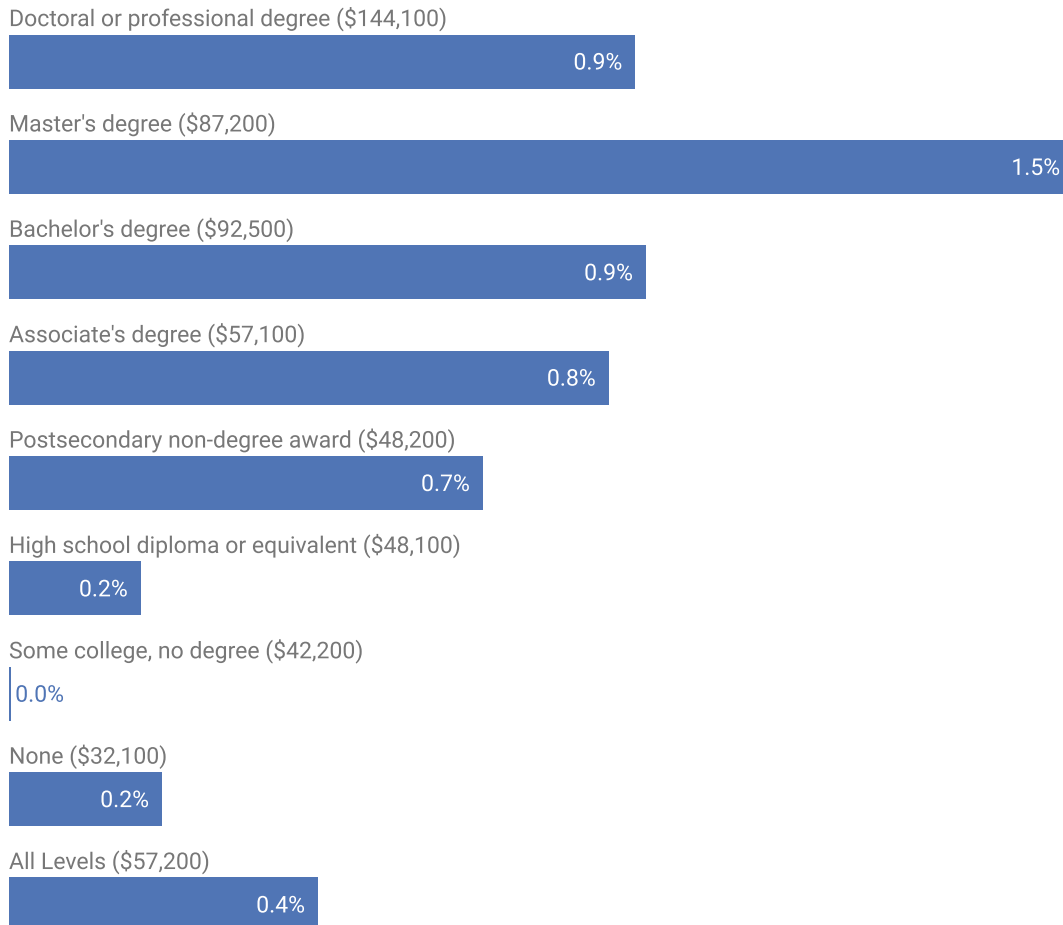
Source: JobsEQ® Data as of 2024Q1

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2023Q4 with preliminary estimates updated to 2024Q1. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the 50 mile radius of Cullman is projected to grow 0.4% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.9% per year, those requiring a bachelor's degree are forecast to grow 0.9% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.8% per year.

Annual Average Projected Job Growth by Education Levels

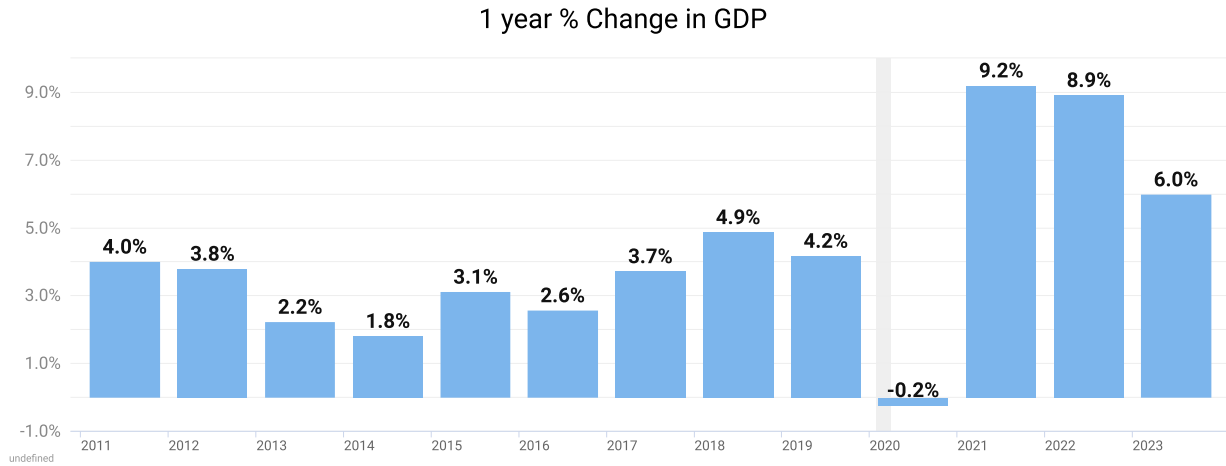


Source: JobsEQ®
Data as of 2024Q1

Employment by occupation data are estimates as of 2024Q1. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2023, nominal GDP in the 50 mile radius of Cullman expanded 6.0%. This follows growth of 8.9% in 2022. As of 2023, total GDP in the 50 mile radius of Cullman was \$179,939,306,000.



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2023.

Of the sectors in the 50 mile radius of Cullman, Manufacturing contributed the largest portion of GDP in 2023, \$29,374,355,000. The next-largest contributions came from Real Estate and Rental and Leasing (\$21,254,772,000); Health Care and Social Assistance (\$17,989,896,000); and Professional, Scientific, and Technical Services (\$13,803,958,000).

GDP (in \$ millions)

Manufacturing (31)

\$29,374

Real Estate and Rental and Leasing (53)

\$21,255

Health Care and Social Assistance (62)

\$17,990

Professional, Scientific, and Technical Services (54)

\$13,804

Retail Trade (44)

\$13,049

Finance and Insurance (52)

\$10,128

Public Administration (92)

\$9,648

Wholesale Trade (42)

\$9,291

Educational Services (61)

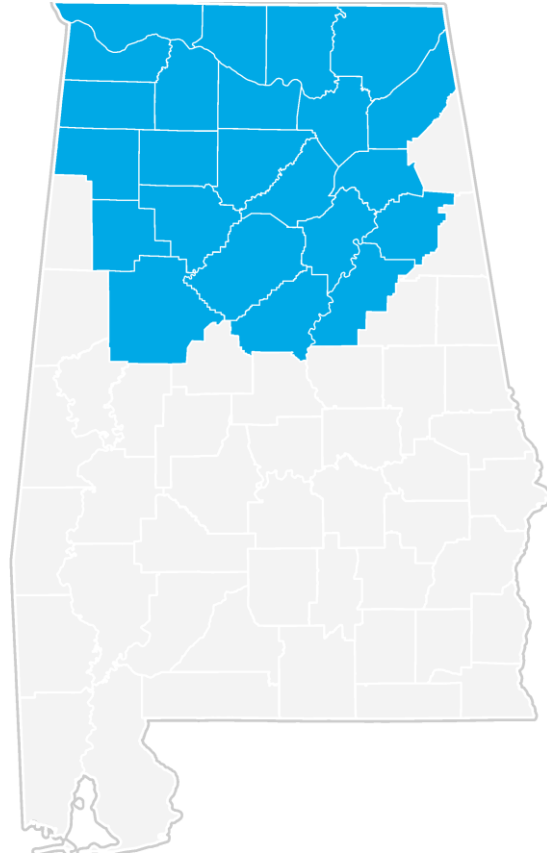
\$9,224

Construction (23)

\$8,054

Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2023.

50 mile radius of Cullman Regional Map



Region Definition

50 mile radius of Cullman is defined as the following counties:

Blount County, Alabama

Calhoun County, Alabama

Colbert County, Alabama

Cullman County, Alabama

DeKalb County, Alabama

Etowah County, Alabama

Fayette County, Alabama

Franklin County, Alabama

Jackson County, Alabama

Jefferson County, Alabama

Lauderdale County, Alabama

Lawrence County, Alabama

Limestone County, Alabama

Madison County, Alabama

Marion County, Alabama

Marshall County, Alabama

Morgan County, Alabama

St. Clair County, Alabama

Shelby County, Alabama

Talladega County, Alabama

Tuscaloosa County, Alabama

Walker County, Alabama

Winston County, Alabama

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

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