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Shoals Area Economic Adjustment Strategy

Prepared for:

City of Florence, Alabama

North Alabama Council of Local Governments

Shoals Economic Development Authority

U.S. Economic Development Administration



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Chapter 1: Assets and Challenges Assessment



The Florence MSA (Lauderdale and Colbert Counties, AL) offers a unique mix of assets for businesses that are contemplating relocation or expansion. Our approach in conducting the Assets and Challenges Assessment (A&C) is to employ the same criteria and methodology we use when we conduct a community evaluation for our corporate clients when exploring locations for investment. By understanding its assets and challenges from a location strategy perspective, we believe that the MSA, SEDA and the NACOLG will be better positioned to compete more effectively and to resolve area challenges that are likely inhibitors to investment projects. By recognizing and understanding the region's strengths and opportunities, the MSA will ultimately be able

to determine the proper target audience of companies to which it should effectively communicate the area's assets.

Garner Economics analyzed 59 community and regional factors as part of the assessment. Ratings were identified by evaluating the region's position for each of the factors against the State of AL and the United States.

We define a Neutral rating as normal in the realm of economic development opportunity and competitiveness. An Asset rating indicates a positive feature of the region that would be evaluated and rated as a competitive strength versus the benchmarks. A Challenge rating identifies a factor that is considered a relative deficiency compared to other locations, which should be addressed with future remediation and may be an impediment to economic development if not resolved over time.

Of the 59 variables analyzed, 25 are considered an Asset, 8 a Challenge, and 26 rated as Neutral. Garner Economics has conducted well over 100 Assets and Challenges Assessments, and this exercise for the Florence MSA awards the region the second fewest number of challenges identified with eight. However, with 26 neutral rankings, the Florence MSA also has the second most neutral rankings of any assessment we have undertaken. The objective in the future will be for those policymakers engaged in local economic development to move the bar with the neutral rankings from neutral to an asset.

To enable a summary overview of the report's main findings for readers, a set of dashboard icons is presented. Each finding has an accompanying icon to assist with interpretation. Readers are encouraged to review the supporting data to gain a more complete understanding in those areas of interest in the full report.

REPORT DASHBOARD



Indicates the MSA is better (more positive) compared to a majority of the benchmark geographies or points to a positive trend or Asset within the area.



Indicates the MSA is Neutral, neither positive nor negative. Indicator may represent an observation or be in the middle of the benchmark geographies.












Indicates the MSA is worse compared to a majority of the benchmark geographies or points to a Negative trend or challenge within the area.











Access to Markets

The Florence MSA is within 300 miles of 31.3 million people. Foreign Trade Zone (FTZ) # 83, located in Huntsville, serves the Florence region. The area is served by Norfolk Southern and the Colbert County and TN Southern RR, a short line, which connects to CSX. The Northwest AL Regional Airport provides limited commercial service. The Port of Florence and its location on the Tennessee River make water access a strong asset. Its primary challenges are the fact that the MSA is not served by an interstate, and broadband speeds and availability are lower than the US and the state.

Labor






Based on data from EMSI, the MSA has a large number of skilled industrial workers, and the cost of labor is below the nation and the state. Challenges include few scientists and technicians and managerial personnel residing in the MSA. However, many of these types of workers attend colleges and universities in the MSA. The MSA has a larger membership of employees that are unionized in the public sector, but fewer than the benchmarks of the US and AL in the private sector. The area is well served by a broad array of choices in post-secondary vocational training, and the state's AIDT program for on the job training assistance is one of the best in the US. The University of North Alabama is located in the region.

ACCESS TO MARKETS	RATING
Centrally located for major regional market	 i
Centrally located for national market	
Well positioned to serve international markets	 ii
Interstate highways	
Rail service	 iii
Port facilities (inland and/or water)	 iv
Within 1 hour of commercial air passenger service	 v
General aviation airport capable of handling corporate aircraft	
Broadband availability and speeds	 vi

LABOR	RATING
Availability of skilled industrial workers	 vii
Availability of skilled clerical workers	 viii
Availability of technicians and scientists	 ix
Availability of managerial personnel	 x
Cost of labor	 xi
Quality of labor-management relations	 xii
Availability of post-secondary vocational training	 xiii
Availability of on-the-job training assistance	 xiv
Within 1/2 hour of major university/college	 xv
Availability of engineering degreed programs	 xvi






Access to Resources

Lauderdale and Colbert Counties ranked 32 and 34 respectively out of 67 counties in AL in the value of all Ag and livestock commodities sold. Nearly 18% of the workforce is employed in manufacturing, compared to 13.5% in AL and 9.0% in the US.

ACCESS TO RESOURCES	RATING
Availability of agricultural products for food processing	 xvii
Availability of minerals	 xviii
Availability of manufacturing processes	 xix
Cost of electricity for industrial use	
Cost of natural gas	

Access to Space

SEDA lists 12 sites on their database with combined total in excess of 1,000 acres. Three of these sites are certified by the state as shovel ready. The area is challenged by the availability of Class A office space and sites. Fifteen buildings are listed on the SEDA web site offering various levels of opportunity. An on-site review of the existing Hillshire Farms facility shows limited potential in the food and beverage sector because of its age and configuration, thus a challenge to continue to use that facility as a food processing facility.



ACCESS TO SPACE	RATING
Availability of fully served and attractive industrial sites	 xx
Availability of fully served and attractive office sites	 xxi
Reasonably priced sites	
Availability of suitable industrial space	 xxii
Availability of suitable office space	













Access to Capital

The availability of financial resources for both existing and new business is considered a neutral. NACOLG offers a revolving loan fund which can be used to finance new or expanding businesses to create or retain jobs. The program targets small to medium sized businesses and small manufacturing companies.

Government Impact on Business

















The region has significant availability and capacity of water and wastewater treatment to serve industrial and commercial uses. The region, through SEDA, the municipalities and the state, offer a strong incentive program that allows the MSA to compete globally for investment. Public schools shows higher ACT test scores than the state and nation, but a lower expenditure per student and a slightly higher pupil/teacher ratio. Local property taxes are low, as well as the state personal income tax.

ACCESS TO CAPITAL	RATING
Availability of tax-exempt financing for new industrial facilities	
Availability of low interest loans for small business	 xxiii

GOVERNMENT IMPACT ON BUSINESS	RATING
Availability/capacity of water and wastewater treatment	 xxiv
Availability of adequate water and sewer lines to industrial sites	
Condition and maintenance of local streets	
Availability and type of local incentives and grants	 xxv
Availability of labor training incentives	 xxvi
Quality of local elementary and secondary education	 xxvii
Availability of post-secondary education	 xxviii
Level of state costs for workers' compensation	 xxix
State corporate tax ranking	 xxx
Local property taxes	 xxxi
State and local sales and use taxes; service taxes	 xxxii
Personal income taxes	 xxxiii

Quality of Place

The region has a number of strong quality of place assets. As of May, 2015, Zillow noted that executive level housing was abundant with over 1,700 active listings with homes in excess of \$250,000. Moderate cost housing is also an asset with over 700 active listings with properties below \$249,000. The cost of living index is significantly below the national average. Recreational opportunities are abundant. The region is listed as an Attainment area by the EPA for air quality. There is one AAA four diamond hotel and the Florence central business district shows well.

QUALITY OF PLACE	RATING
Availability of executive-level housing	 xxxiv
Availability of moderate cost housing	 xxxv
Availability of apartments	 xxxvi
Cost of living index	 xxxvii
Level of crime	 xxxviii
Level of cultural activity	 xxxix
Availability of recreational opportunities	
Level of air pollution	 xl
Climate and natural disaster risk	
Attractiveness of the physical environment	
General appearance of the community	
Availability of major shopping facilities	
Availability of adequate medical facilities	
Availability of first-class hotels, motels, and resorts	 xli
Quality of local restaurants	
Appearance of the Central Business District	 xlii

Chapter 1 Endnotes

ⁱ Within 300 miles of 31.3 million people

ⁱⁱ The Shoals area is included in the Port of Entry and Foreign Trade Zone (FTZ #83) areas served by the Huntsville-Madison County Jetplex. An International Intermodal Center at Huntsville is capable of receiving, transferring, storing, and distributing containerized cargo by all modes of transportation.

ⁱⁱⁱ Rail service is readily available to business and industry in the Shoals. Norfolk Southern Railroad serves Colbert County, and Tennessee Southern Railroad, a short line that connects directly to CSX Railroad, serves Lauderdale County.

^{iv} Located on the navigable Tennessee River, the Shoals area has direct access to the Gulf of Mexico via the Tennessee-Tombigbee Waterway and the Mississippi River. The Port of Florence can provide bulk materials handling by (1) clam shell to rail or truck, (2) by dump chute from truck to barge, or (3) by transloader from rail or truck to barge

^v The Northwest Alabama Regional Airport (MSL) provides The Shoals with direct commuter service to Nashville International Airport (ATL) via SeaPort Airways. The FAA National Plan of Integrated Airport Systems for 2015-2019 categorized it as a non-primary commercial service facility. Additionally, Huntsville International Airport (HSV), is approximately 70 minutes away.

^{vi} 2014 Broadband Availability & Speed

Highest Relative Figure Shaded

	Florence MSA	Alabama	Nationwide
Availability			
DSL	75.7%	82.9%	90.0%
Cable	66.0%	80.6%	88.8%
Two or More Wireline Providers	57.2%	76.2%	88.4%
Speed (megabytes per second or Mbps)			
Medium & Large Businesses			
Median Download	3.2	6.5	8.9
Median Upload	2.9	2.9	4.2
Small Business			
Median Download	2.8	3.1	4.4
Median Upload	1.3	1.0	1.3

Source: National Telecommunications and Information Administration

^{vii} All industrial occupation classifications have a Location Quotient higher than the national average of 1.0.(most have an LQ between 2 and 6) EMSI, 2015

^{viii} LQ > 1.37

^{ix} LQ < 1.0

^x Ibid

^{xi} The Florence MSA average wage is \$35190, compared to \$42,273 for AL and \$49,804 for the US. Stats America, 2015

^{xii} Unionization Rate 2013

	Private	Public	Total
Florence MSA	4.7%	45.1%	13.1%
Alabama	8.4%	28.5%	11.8%
United States	7.5%	38.7%	12.4%

Source: © 2014 by Barry T. Hirsch and David A. Macpherson, Garner Economics

^{xiii} Northwest Shoals Community College; AIDT; Shoals career Center; UNA

^{xiv} AIDT

^{xv} UNA

^{xvi} Dual degree program in partnership with the University of Alabama. <https://www.una.edu/math/engineering.html>

^{xvii} Lauderdale and Colbert Counties rank 32 and 34 respectively out of 67 counties in AL in the value of all agricultural and livestock commodities sold.

http://www.agcensus.usda.gov/Publications/2012/Online_Resources/County_Profiles/Alabama/

^{xviii} Crushed stone and ferroalloys plant <http://minerals.usgs.gov/minerals/pubs/state//2003/alstmyb03.pdf>

^{xix} 17.7% of the workforce is in mfg, compared to 13.5% in AL and 9.0% in the US.

^{xx} 12 sites are listed on the SEDA website, including 3 Advantage Sites (certified shovel ready). The 12 sites have a combined total in excess of 1,000 acres.

^{xxi} Per a site tour of the Shoals area

^{xxii} 15 buildings are listed on the SEDA web site representing various levels of opportunity

^{xxiii} Offered through NACOLG <http://www.nacolg.org/index.php/governmental-services/economic-development>

^{xxiv} Within the region, the service providers that serve the various sites and parks have availability and capacity as noted below:

	Water			Sewer		
	Capacity	Excess Capacity	Infrastructure	Capacity	Excess Capacity	Infrastructure
Florence-Lauderdale Industrial Park Advantage Site	24 MGD	13 MGD	8-inch & 12-inch; 90 PSI	35 MGD	25 MGD	12-inch gravity feed line
Rogersville Business Park	0.875 MGD	0.325 MGD	8-inch along Jarvis Brewer Drive & 6-inch along CR 77; 60 PSI	0.264 MGD	0.064 MGD	8-inch gravity feed & 6-inch force main in park
Barton Riverfront Industrial Park	1.5 MGD	1.0 MGD	18-inch south of storage tank; 16-inch line north of storage tank; 500,000-gallon storage tank on site	0.10 MGD*	0.08 MGD*	8-inch & 3-inch centrally located in park
Shoals Research Airpark	9.0 MGD	3.5 MGD	16-inch inside park, 12-inch along 6 th street	4.0 MGD	2.5 MGD	10-inch runs through center of park; 8-inch line along 6 th street

^{xxv} AL and the Shoals area are very proactive <http://www.seda-shoals.com/incentives#tax-incentives>

^{xxvi} AL and local training resources are excellent

Shoals Area Economic Adjustment Strategy

xxvii Compared on a national average. *Sperling's Best Places 2015*

Education	Florence-Muscle Shoals, AL	United States
<u>Expend. per Student</u>	\$9,510	\$12,435
<u>Educ. Expend. per Student</u>	\$9,016	\$10,495
<u>Instr. Expend. per Student</u>	\$5,405	\$6,405
<u>Pupil/Teacher Ratio</u>	15.8	15.3
<u>Students per Librarian</u>	368	803
<u>Students per Counselor</u>	369	513

2014 ACT Scores (Highest Score Shaded)

	% Taking Test	Composite
Florence High School*		21.6
Alabama	80%	20.6
National	57%	21.0

* Florence High School is the only HS in the MSA that has reported their composite ACT scores for 2014.

xxviii A multitude of state and local orgs <http://www.seda-shoals.com/training>

xxix AL ranks 25 per the Tax Foundation, 2015 <http://taxfoundation.org/article/2015-state-business-tax-climate-index>

xxx AL ranks 28. Ibid

xxxi <http://www.tax-rates.org/alabama/property-tax#Counties>

xxxii AL ranks 41. <http://taxfoundation.org/article/2015-state-business-tax-climate-index>

xxxiii AL ranks 23. Ibid

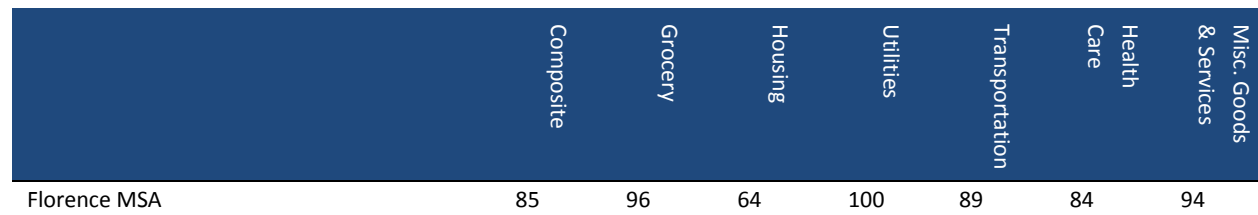
xxxiv Over 1,700 active listings for the two counties of homes in excess of \$250k, per Zillow.com, May 2015

xxxv Over 700 active listings for the two counties of homes less than \$249k, per Zillow.com., May 2015

xxxvi 23 rental units available according to Apartments.com, May 2015

xxxvii Metro-Level Cost-of-Living Index

2014



Source: Areavibes.com, Garner Economics



xxxviii Crime Rates per 100,000 Residents

2012

(Highest Relative Figure Shaded)

	Violent	Property
Florence MSA	346.9	3,011.8
Alabama	449.9	3,502.2
United States Total	386.9	2,859.2

Source: Federal Bureau of Investigation, Garner Economics

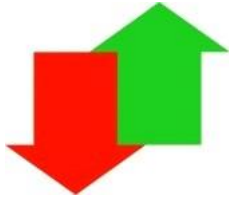
xxxix http://en.wikipedia.org/wiki/Florence%E2%80%93Muscle_Shoals_metropolitan_area

xl The metro is an attainment area as noted by the US EPA, 2015

xli Marriott Shoals is a AAA four diamond hotel/resort

xlii Downtown Florence shows well.







Chapter 2: Dashboard Indicators Summary









The following analysis examines the economic position and competitiveness of the Florence-Muscle Shoals (Florence) Metropolitan Statistical Area (MSA). Each of these items is addressed in detail in later chapters of this report.

This analysis relies heavily on raw objective data collected by governmental or impartial third-party agencies. In all cases, the original and most current available data as of May 2015 are used. YA and Garner Economics conducted all unique calculations and computations from the original data and will gladly share methodology with clients upon request. For the purposes of this analysis, all references to Florence refer to the MSA.

Demographic & Labor Dynamics


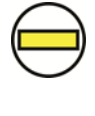
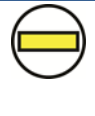






	<p>Over the last decade, the total population of the Florence MSA has increased by 5,628 residents or 4.0 percent. This is a slower rate than the United States or the state.</p>
	<p>Over the 2010 to 2012 period, Florence attracted 13.0 percent of its new residents from a Different State, a lower proportion than was experienced in the state or the nation. Florence had the highest share of new residents from Different County in Same State.</p>
	<p>Florence has a less racially/ethnically diverse population base compared to the state and nation. Relative to the state and the nation, Florence has a higher proportion of residents classifying themselves as White than the state and national average but a lower proportion of all other races.</p>
	<p>Florence has a higher proportion of residents 55 and above compared to the state and nation. For age categories under the age 55, Florence has a lower proportion compared to the state and nation.</p>
	<p>In 2012, Florence's violent crime rate was below the state and national averages. Florence had a higher property crime rate than the national average but below the state average.</p>
	<p>Florence has a lower share of residents age 25+ with a <i>Bachelor's degree</i> or <i>Graduate or Professional degree</i> than Alabama or the United States. Florence has a higher share of residents age 25+ with an <i>Associate's degree</i>.</p>



	<p>Florence MSA's public high schools have higher four-year graduation rates than the state or nation. Florence High School also reported a composite ACT score that was a point higher than the state average and slightly higher than the national average.</p>
	<p>Among new residents ages 25 and over, Florence attracts a relatively lower proportion of new residents with at least a <i>Bachelor's degree</i> than the state or the nation.</p>
	<p>Median earnings are comparatively lower for Florence residents whose highest level of education is <i>Bachelor's degree or Graduate or Professional degree</i>. Earnings for Florence residents with some college or associate's degree are similar to those in the state, but below the national median. Florence does have higher median earnings than the state or nation for high school graduates.</p>
	<p>Seventy percent of those employed in the Florence MSA also live within the area, though the number of workers who both live and work within the MSA declined seven percent from 2002 to 2011.</p>
	<p>Florence attracts more than 14,200 in-commuters to jobs in the area and sends around 15,900 out-commuters to jobs in other locations. Although Florence still loses more workers than it attracts, this gap has narrowed significantly since 2002 from around 4000 to 1700. The growth rate of in-commuters was far stronger than for out-commuters from 2002 to 2011.</p>
	<p>The Florence region has a lower share of private workers who are members of unions compared to the state and nation.</p>



Economic Dynamics

	<p>In 2013, the estimated average weekly wage in Florence was \$677, which is 20 percent below the state average and 40 percent below the national average. From 2003 – 2013, Florence’s average weekly wage increased 27 percent, which is lower than the 31 percent increase at the state level and 32 percent increase at the national level.</p>
	<p>The average per capita income in Florence of \$22,809 is just slightly below the state and nearly 25 percent below the national average of \$28,184.</p>
	<p>In 2013, 9.2 percent of workers in Florence were self-employed. The proportion is higher than the state but just slightly below than the national average.</p>
	<p>Median earnings among Florence workers classified as self-employed were lower than both the state and nation, which had the highest earnings. Those classified as Self-Employed in Own Incorporated Business in Florence earned \$36,020, 35 percent lower than the state. Similarly, those classified as Self-Employed in Own Not Incorporated Business earned \$16,501, 23 percent lower than the state.</p>
	<p>At 51.2 percent, Florence has a lower share of residents age 16+ employed in the labor force than the nation. However, Florence’s participation is comparable to the state (52.3 percent).</p>
	<p>Florence’s share (32.3 percent) of married-couple families with both husband and wife in the labor force is comparable to the state but around 5 percent below the US proportion.</p>
	<p>Compared to the nation and the state, Florence has the total highest share of households with incomes below \$75,000 but has the lowest share of households with incomes in categories above \$75,000.</p>
	<p>At 85, the composite Cost-of-Living Index score for the Florence area is well below the nation.</p>
	<p>Households in Florence have more limited access to DSL or Cable service compared to the state and nation. Florence’s medium and large businesses have much lower download speeds than the state or nation but have upload speeds comparable to the state. Small businesses in Florence have download speeds comparable to the state but slower than the nation.</p>

Local Specialization, Competitiveness & Growth

Below are general observations from an in-depth analysis of industry sectors and occupational groups in the Florence MSA. This information is not benchmarked to the nation or state:

- ✓ Job growth in the past five years in Florence has been led by Manufacturing, which added 1,632 jobs (+22 percent), Health Care and Social Assistance (+1,265 jobs/27 percent) and Accommodation & Food Services (+242 jobs/5 percent).
- ✓ The greatest industry job losses came in four sectors: Government (-1,929 jobs/17 percent), Administrative & Support Services (-621 jobs/22 percent), Wholesale Trade (-523 jobs/21 percent), and Construction (-490 jobs/15 percent).
- ✓ Average wages in Florence are below the national same-industry averages in all major sectors.
- ✓ Sectors with the greatest imbalance in wages relative to national averages were: Information (141.0 percent lower); Arts, Entertainment & Recreation (138.8 percent lower); Utilities (129.0 percent lower) and Private Educational Services (128.6 percent lower).
- ✓ Over the last five years, the single largest absolute occupational gains in Florence came from Production, up 790 jobs or 13 percent. Other significant gains were made in Installation, Maintenance & Repair (up 360 jobs or 16 percent) and Personal Care & Service (up 310 jobs or 37 percent).
- ✓ Two occupational groups in Florence had median earnings above the national same-occupation median: Farming, Fishing, and Forestry (35.3 percent higher) and Installation, Maintenance & Repair (2.2 percent higher).
- ✓ There are three industry sectors in Florence with both high local specialization and growth in the past five years: Manufacturing; Accommodation & Food Services; and Retail Trade.
- ✓ The two top Emerging industry sectors in Florence (low local specialization + recent growth) are Health Care & Social Assistance and Finance & Insurance.
- ✓ The strongest net local competitive effects were from two major industries: Manufacturing and Health Care & Social Assistance. The region had negative local competitive effects in eleven sectors, including Government, Administrative & Support Services, and Wholesale Trade.



Chapter 3: Demographic & Labor Dynamics

Population Growth

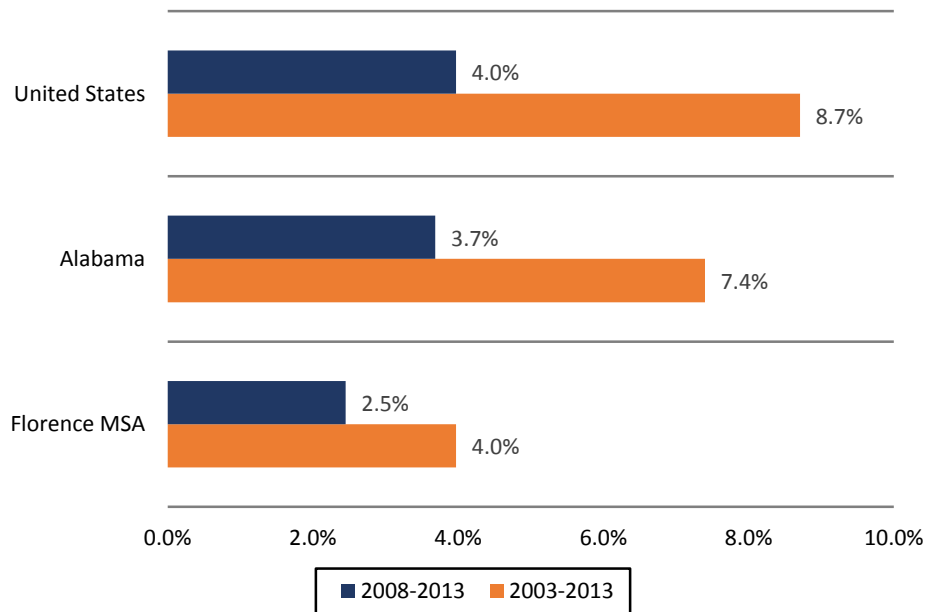


The rate of population growth can be a significant factor in local economic health and is often a key consideration in business expansion and site-selection decisions. Most firms are wary of areas with population declines, very slow growth rates, or significant amounts of domestic out-migration.

According to Census figures, the total 2013 population of the Florence MSA was 147,317. This marks an increase of 4.0 percent, or 5,628 more residents over the last decade; however, the rate is below both the state and the nation (Figure 1 and Table 1).

Overall, the pace of population growth in Florence has remained relatively steady over the past decade (Figure 2). Over the last five years, the annual rate of population growth in Florence has been 0.5 percent, while over 10 years, the rate averaged 0.4 percent (Table 2). Florence’s five- and 10-year annual pace of population growth is below the state and nation.

Figure 1
Net Population Change



Source: US Census Bureau, Garner Economics

Table 1
Net Population Change
Highest Relative Figure Shaded.

	2013 Population	2008-2013 5-Year Change	5-Year Percent Change	2003-2013 10-Year Change	10-Year Percent Change
Florence MSA	147,317	3,526	2.5%	5,628	3.8%
Alabama	4,833,722	171,822	3.7%	332,970	6.9%
United States	316,128,839	12,069,115	4.0%	25,319,062	8.0%

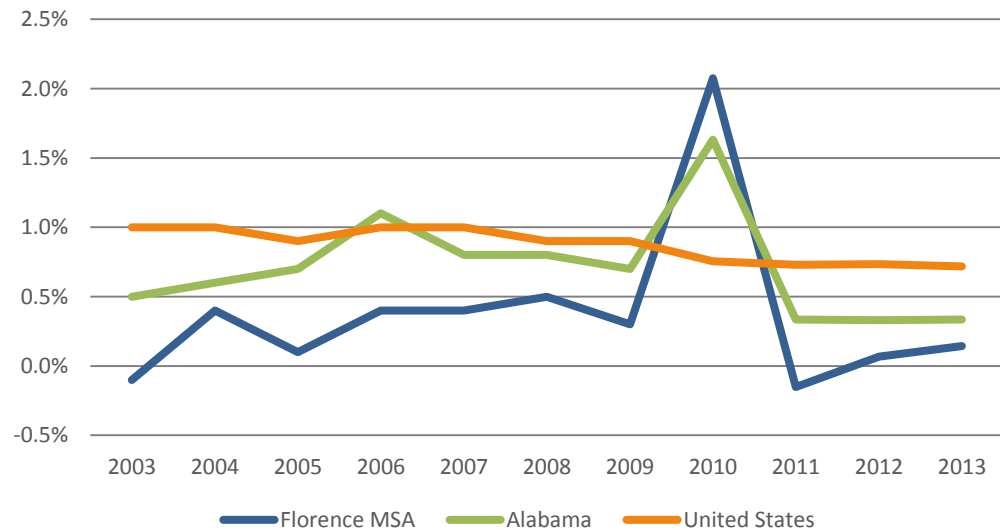
Source: US Census Bureau, Garner Economics

Table 2
Average Annual Rate of Population Change

	5-Year	10-Year
Florence MSA	0.5%	0.4%
Alabama	0.7%	0.7%
United States	0.8%	0.9%

Source: US Census Bureau, Garner Economics

Figure 1
Annual Rate of Population Change



Sources of New Residents

Attracting new residents from a diversity of outside locations can reflect a community’s broader appeal and provide an indicator of economic dynamism to businesses. Over the 2010 to 2012 period, Florence attracted 24.0 percent of its new residents from a *Different County in Same State*, a higher proportion than was experienced in the state or the nation (Figure 3 and Table 3). However, Florence attracted a lower relative proportion of new residents from a *Different State* and *Abroad*. Just 0.8 percent of residents came from abroad compared to 2.0 percent for the state and 3.9 percent for the nation.

Figure 2
2010-2012 Three-Year Estimate
Previous Location of Residents That Had Moved One Year Earlier

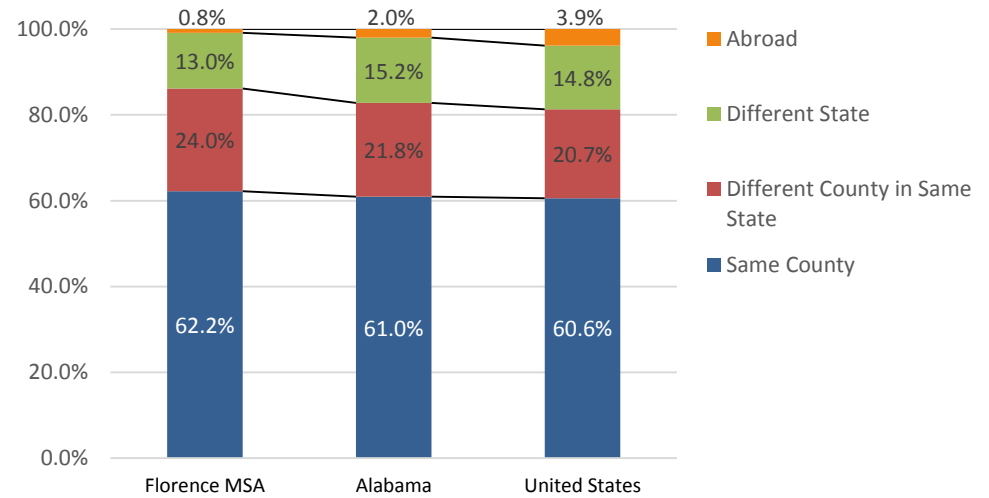


Table 3
2010-2012 Three-Year Estimate
Previous Location of Residents That Had Moved One Year Earlier
Highest Relative Figure Shaded.

	Florence MSA		Alabama	United States
	#	%		
Within Same County	11,809	62.2%	61.0%	60.6%
Different County in Same State	4,551	24.0%	21.8%	20.7%
Different State	2,472	13.0%	15.2%	14.8%
Abroad	159	0.8%	2.0%	3.9%

Source: US Census Bureau, Garner Economics

Population by Race and Hispanic Origin

By itself, racial diversity is not a determinant factor in local economic competitiveness, although some firms may prefer higher rates of diversity in order to attract and retain workers. This is particularly true for multinational firms looking to attract workers from outside the United States.

Relative to the state and the nation, Florence has a higher proportion of residents classifying themselves as *White* than the state and national average and a lower proportion of all other races. *Hispanic* ethnicity is lower than the state and well below the national average (Table 4).

Table 4
2013 One-Year Estimate
Race & Hispanic Origin by Percentage of Total Population
(Highest Relative Figure Shaded)

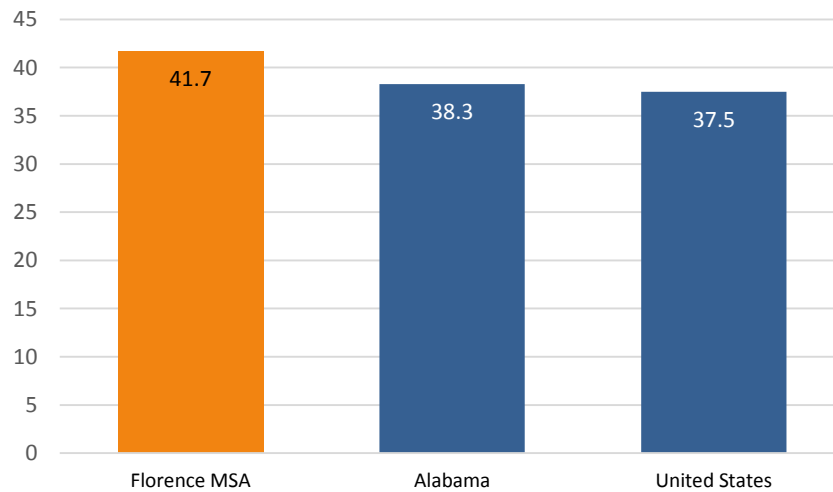
	Florence MSA		Alabama	United States
	#	%		
White	123,454	83.8%	68.9%	73.7%
Black or African American	19,387	13.2%	26.6%	12.6%
Asian	1,113	0.8%	1.2%	5.1%
Some other race	652	0.4%	1.1%	4.7%
Two or more races	2,056	1.4%	1.7%	3.0%
American Indian and Alaska Native	609	0.4%	0.5%	0.8%
Native Hawaiian and Other Pacific Islander	46	0.0%	0.0%	0.2%
Hispanic Or Latino (of any race)	2,899	2.0%	3.9%	17.1%

Source: US Census Bureau, Garner Economics

Age

The age composition of a local population can be an important determinant in business decisions and competitiveness. The lack or underrepresentation of younger workers may deter firms from considering some communities for their long-term plans. Low proportions of middle-age workers may prevent firms from initiating expansions requiring quick startup operations. A high proportion of older workers may indicate certain incumbent skills or the need to replace soon-to-retire workers.

Figure 3
Median Age
2013 One-Year Estimate



Source: US Census Bureau, Garner Economics

Median Age and Age Group Composition

At 41.7 years, the median age is above both the state and the nation (Figure 4 and Table 5). Florence has the highest proportion of residents above the age of 55 but the lowest proportion of residents under the age of 55 (Figure 4 and Table 5).

Table 5
Age Groups by Percentage of Total Population
2008-2012 Five-Year Estimate
(Highest Relative Figure Shaded)

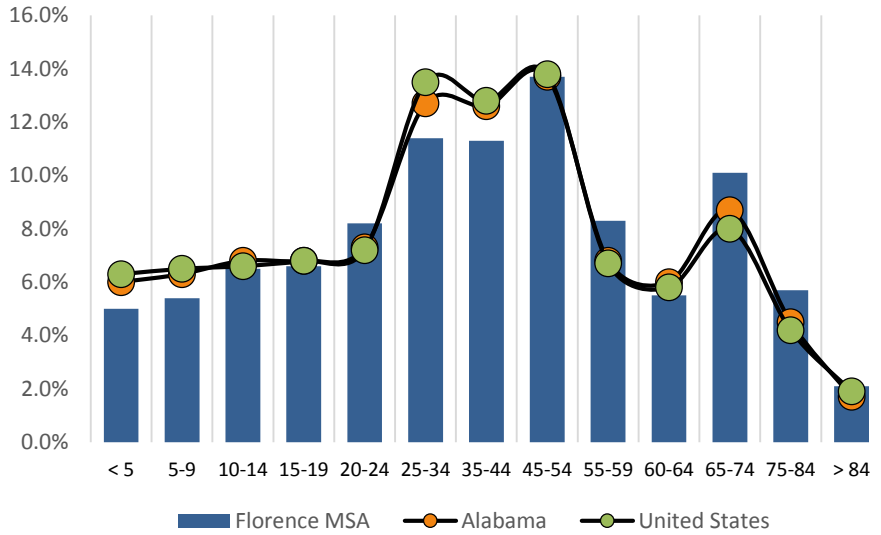
	Florence MSA		Alabama	United States
	#	%		
Median age		41.7	38.3	37.5
< 5	8,231	5.6%	6.4%	6.5%
5-9	8,966	6.1%	6.5%	6.6%
10-14	8,819	6.0%	6.7%	6.7%
15-19	9,995	6.8%	7.1%	7.1%
20-24	10,289	7.0%	7.1%	7.0%
25-34	16,168	11.0%	12.7%	13.3%
35-44	18,666	12.7%	12.9%	13.3%
45-54	21,165	14.4%	14.3%	14.5%
55-59	9,848	6.7%	6.5%	6.4%
60-64	9,554	6.5%	5.8%	5.5%
65-74	13,816	9.4%	7.9%	7.2%
75-84	8,231	5.6%	4.5%	4.3%
> 84	2,940	2.0%	1.6%	1.8%

Source: US Census Bureau, Garner Economics



Figure 4

Age Groups by Percentage of Total Population
2013 One-Year Estimate



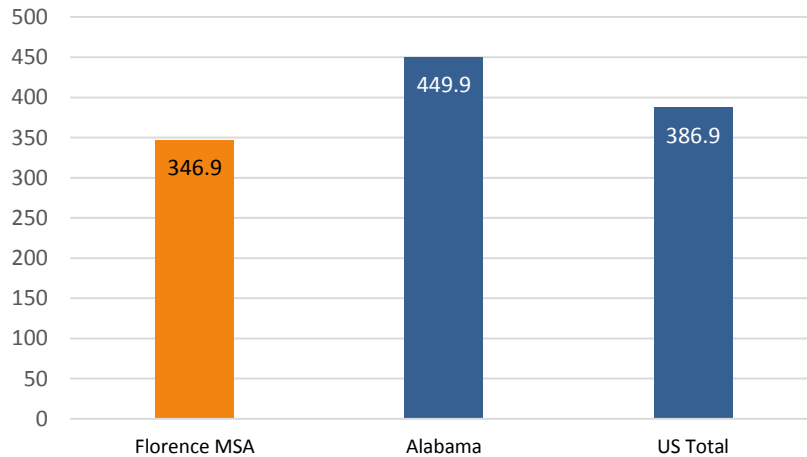
Source: US Census Bureau, Garner Economics

Crime

Crime rates may seem outside the typical measures of economic competitiveness, but they represent a widely accepted objective gauge used by firms. Crime rates generally reflect underlying economic conditions and may signal deeper systemic problems better than standard economic measures.

In 2012, Florence’s violent crime rate was significantly below the state and national averages. (Figure 5 and Table 6). Florence did have a higher property crime rate than the national average but was still below the state average (Figure 6 and Table 6).

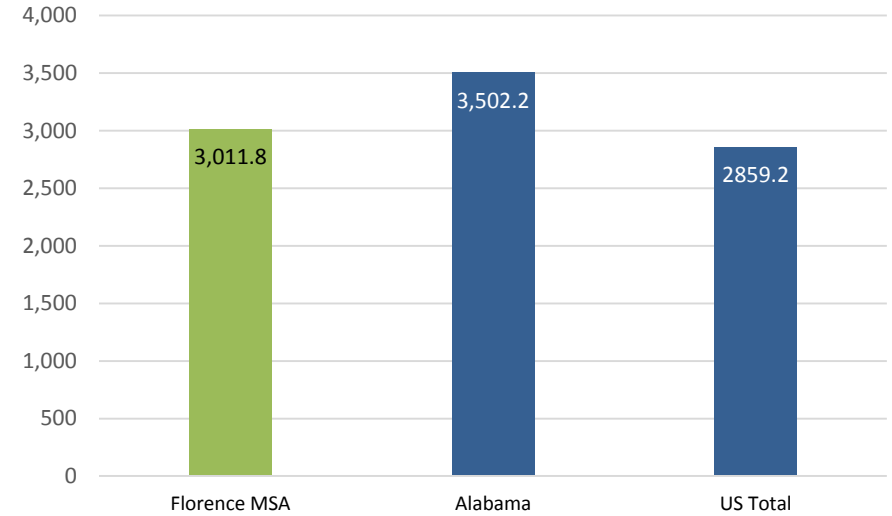
Figure 5
Violent Crime Rates per 100,000 Residents, 2012



Source: Federal Bureau of Investigation, Younger Associates

Figure 6

Property Crime Rates per 100,000 Residents, 2012



Source: Federal Bureau of Investigation, Younger Associates

Table 6
Crime Rates per 100,000 Residents, 2012
(Highest Relative Figure Shaded)

	Violent	Property
Florence MSA	346.9	3,011.8
Alabama	449.9	3,502.2
United States Total	386.9	2,859.2

Source: Federal Bureau of Investigation, Younger Associates

Education

Increasingly, the level of education of a community’s population is a decisive factor in economic competitiveness. Firms understand the need to operate in economies that offer a sufficient supply of workers that meet or exceed their demands. They also know that the lack of an educated workforce can significantly affect business performance.

Educational Attainment

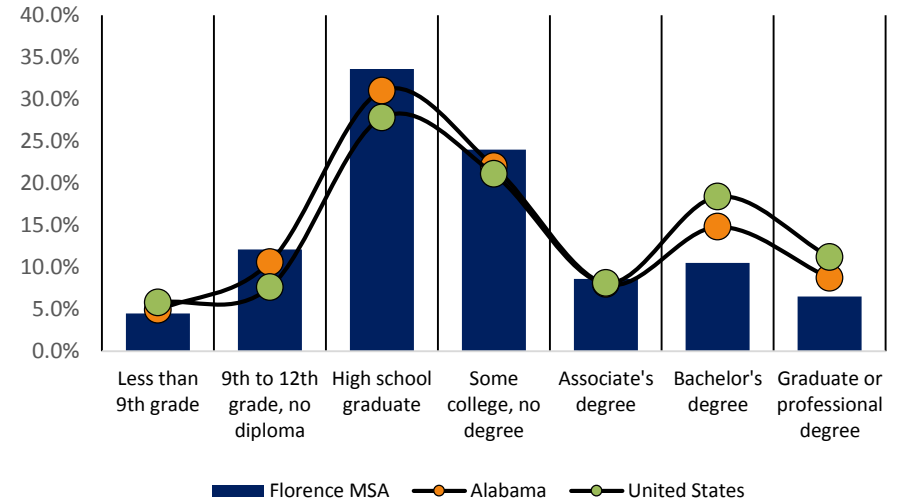
Educational attainment among Florence’s population ages 25+ is lower relative to the state and nation in terms of residents with a *Bachelor’s degree* or a *Graduate/professional degree*. Florence does have the highest share of residents with *Some College, no degree* and *Associate’s degree* among all geographies. This is reflective of the dominant presence of manufacturing in Florence. Manufacturing employers often need workers with specialized training beyond high school but fewer with Bachelor’s degrees.

Table 7
Educational Attainment, Percentage Total Population Age 25+
2013 One-Year Estimate
(Highest Relative Figure Shaded)

	Florence MSA		Alabama	United States
	#	%		
Less than 9 th grade	4,520	4.5%	4.9%	5.8%
9 th to 12 th grade, no diploma	12,153	12.1%	10.6%	7.6%
High school graduate	33,747	33.6%	31.0%	27.8%
Some college, no degree	24,105	24.0%	22.0%	21.1%
Associate's degree	8,638	8.6%	8.0%	8.1%
Bachelor's degree	10,546	10.5%	14.8%	18.4%
Graduate or professional degree	6,528	6.5%	8.7%	11.2%

Source: US Census Bureau, Garner Economics

Figure 7
Educational Attainment, Percentage Total Population Age 25+
2013 One-Year Estimate



Source: US Census Bureau, Garner Economics

Secondary School Performance

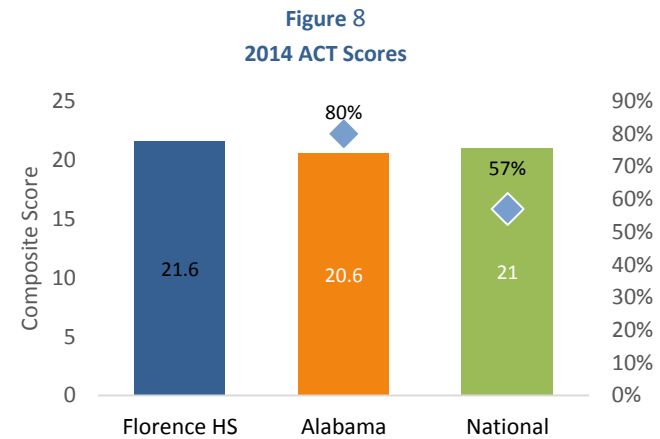
ACT/SAT Scores

The ACT and SAT exams are standardized tests for college admissions in the United States and widely accepted measure of education quality. Both scores are especially relevant to businesses because they provide a measure of the “final product” of public schools and the educational quality of those entering the workforce. ACT scores were analyzed since a much larger proportion take the ACT (80 percent) versus the SAT (7 percent). At the time of this report, the Alabama State Department of Education (ALSDE) was processing the ACT data request for the Florence MSA school systems. The composite score for one of the public high schools, Florence High, reported a composite score of 21.6, which is above the state and national averages for ACT scores (Figure 9 and Table 8).

Table 8
2014 ACT Scores (Highest Score Shaded)

	% Taking Test	Composite
Florence High School*		21.6
Alabama	80%	20.6
National	57%	21.0

Source: Florence City Schools, ACT, Inc., Garner Economics



Source: Florence City Schools, ACT, Inc., Garner Economics

High School Graduation Rates

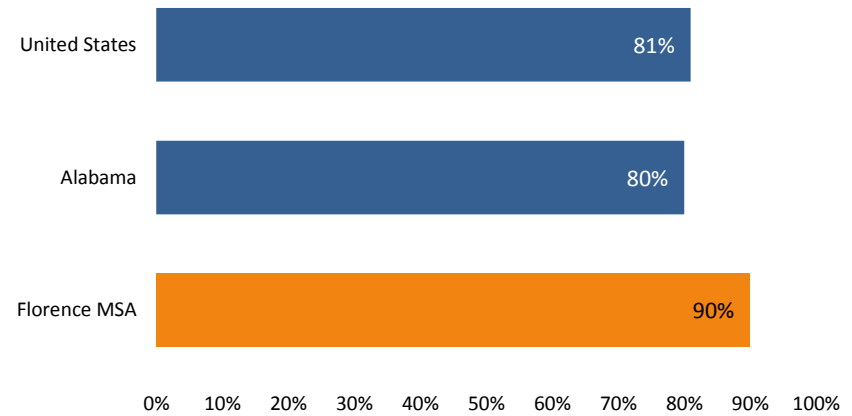
The share of high school students graduating within four years of beginning 9th grade is another important measure of the performance of local school districts. The four-year graduation rate for both Florence school systems, Florence City and Lauderdale County, is higher than both the state and national average (Figure 10 and Table 9).

Table 9
2013 4-Year Cohort High School Graduation Rates
(Highest Score Shaded)

Florence MSA	90%
Alabama	80%
United States	81%

Source: Annie E. Casey Foundation Kids Count Data Center; Alabama State Dept. of Education

Figure 9
2013 4-Year Cohort High School Graduation Rates

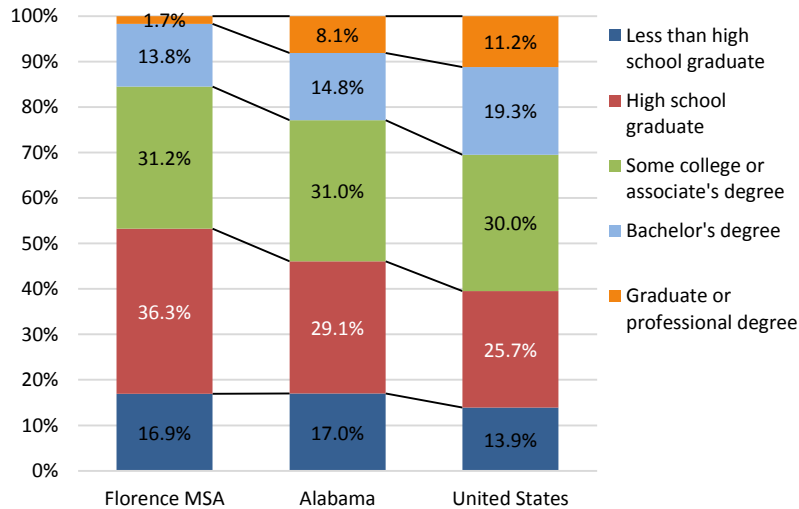


Source: Annie E. Casey Foundation Kids Count Data Center, Alabama Dept. of Education, Garner Economics

Population In-Migration by Educational Attainment

Among new residents ages 25 and over, Florence has a higher share of *High school graduates* compared with the state and nation. However, Florence attracts a lower share of those with at least a *Bachelor's degree* than the state and nation, particularly for those with a *Graduate or professional degree* (Figure 11 and Table 10).

Figure 10
Educational Attainment by Percentage of New Resident Population
Ages 25 and over
2013 One-Year Annual Estimates



Source: US Census Bureau, Garner Economics

Table 10
Educational Attainment by Percentage of New Resident Population
Ages 25 and over
2013 One-Year Annual Estimates
(Highest Percentages Shaded)

	Florence MSA	Alabama	United States
Less than high school graduate	16.9%	17.0%	13.9%
High school graduate	36.3%	29.1%	25.7%
Some college or associate's degree	31.2%	31.0%	30.0%
Bachelor's degree	13.8%	14.8%	19.3%
Graduate or professional degree	1.7%	8.1%	11.2%

Source: US Census Bureau, Garner Economics

Median Earnings by Educational Attainment

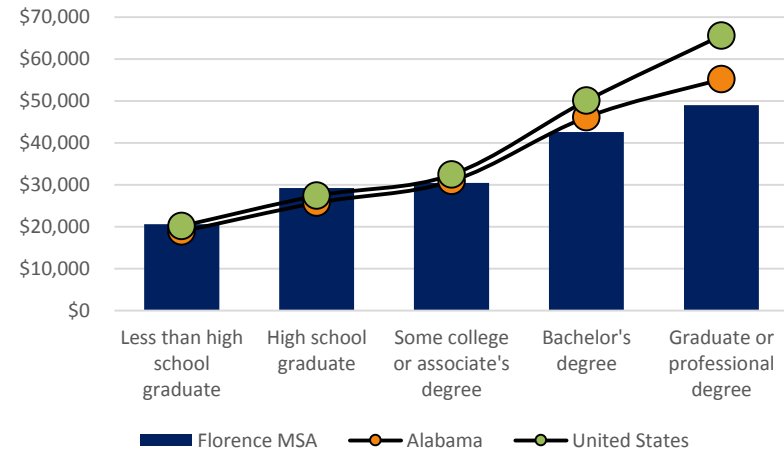
Among residents ages 25 and over, Florence has higher median earnings than the state or nation for *high school graduate*. However, Florence has the lowest median earnings levels for those in the two highest categories of educational attainment: *Bachelor's degree* and *Graduate or professional degree* (Figure 12 and Table 11). Earnings for Florence residents with some college or associate's degree are similar to those in the state, but below the national median. The median salary for residents with less than a high school degree is comparable to the United States and higher than the state.

Table 11
2013 One-Year Estimates
Median Earnings by Educational Attainment, Ages 25+
Highest Relative Number Shaded

	Florence MSA	Alabama	United States
Less than high school graduate	\$20,548	\$18,851	\$20,149
High school graduate	\$29,212	\$25,691	\$27,350
Some college or associate's degree	\$30,395	\$30,856	\$32,387
Bachelor's degree	\$42,559	\$46,108	\$50,050
Graduate or professional degree	\$48,957	\$55,187	\$65,565

Source: US Census Bureau, Garner Economics

Figure 11
2013 One-Year Estimates
Median Earnings by Educational Attainment, Ages 25+



Source: US Census Bureau, Garner Economics

Worker Flows

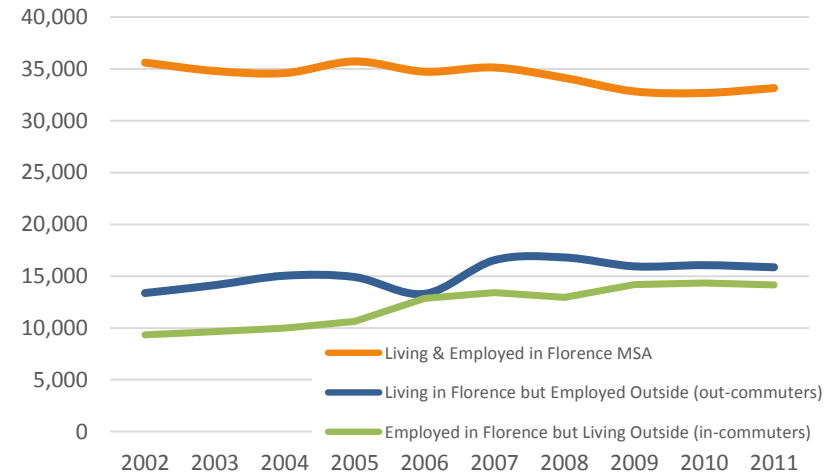
Worker flows help define the size of a local economy’s labor market area, and trends help describe ability to attract workers and regional competitiveness. Worker flows represent both daily commuters and short-term away-from-home assignments (major construction projects, on-site consulting, etc.).

In 2011, of those working in the Florence MSA, 33,159 (or 70.1 percent of the total workforce) also lived in the MSA. The other 14,156 workers in the Florence MSA (29.9 percent of the total) traveled to the area for employment (in-commuters) (Figure 13 and Table 12).

Between 2002 and 2011, the number and proportion of workers who both *live and work in Florence* decreased 6.9 percent, with 2,462 fewer workers fitting this description (Figure 13 and Table 12). Over the same period, the number of workers *living in Florence but Employed Outside (out-commuters)* increased by 18.6 percent or 2,483 more workers. Most significantly, the number of workers *Employed in Florence but Living Outside (in-commuters)* increased 51.5 percent or 4,810 more workers.

This data suggests that the Florence MSA is an attractive destination for workers, although at this point no single county outside the MSA provides more than 3.5% of the workforce (Table 14).

Figure 12
Florence MSA Worker Flows*



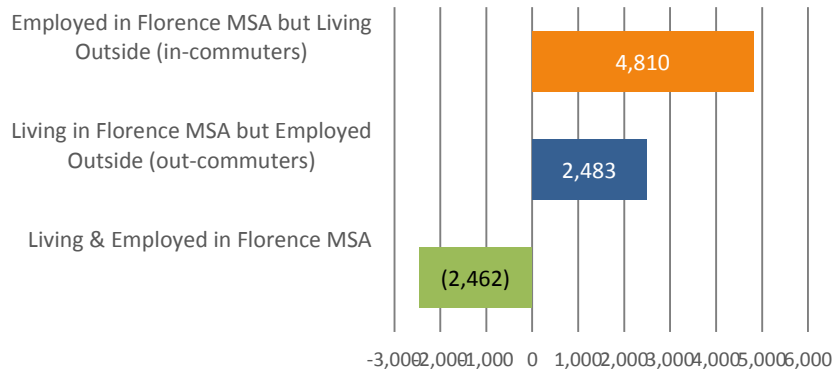
*The Census Bureau counts one primary job per worker.

Table 12
Florence MSA Worker Flows*

	2002	2011	2002-2011 Change	
Living & Employed in Florence MSA	35,621	33,159	(2,462)	-6.9%
Living in Florence but Employed Outside (out-commuters)	13,377	15,860	2,483	18.6%
Employed in Florence but Living Outside (in-commuters)	9,346	14,156	4,810	51.5%

*The Census Bureau counts one primary job per worker.

Figure 13
Florence MSA Worker Flows*
2002-2011 Change



*The Census Bureau counts one primary job per worker.
 Source: US Census Bureau, Garner Economics

Table 14
Where Workers who are Employed in Florence MSA Live
Top Ten Counties 2011

County	Number	Percent
Lauderdale, AL	20,234	42.8%
Colbert, AL	12,925	27.3%
Franklin, AL	1,669	3.5%
Morgan, AL	1,320	2.8%
Madison, AL	1,284	2.7%
Lawrence, AL	1,114	2.4%
Jefferson, AL	868	1.8%
Lawrence, TN	729	1.5%
Wayne, TN	600	1.3%
Limestone, AL	487	1.0%

Source: US Census Bureau, Garner Economics

Table 13
Where Workers who Live in Florence MSA are Employed
Top Ten Counties 2011

County	Number	Percent
Lauderdale, AL	19,819	40.4%
Colbert, AL	13,340	27.2%
Madison, AL	2,471	5.0%
Morgan, AL	1,994	4.1%
Jefferson, AL	1,771	3.6%
Limestone, AL	1,252	2.6%
Lawrence, AL	1,041	2.1%
Franklin, AL	731	1.5%
Montgomery, AL	482	1.0%
Shelby, AL	415	0.8%

Source: US Census Bureau, Garner Economics

Unionization

Utilizing observations from the Bureau of Labor Statistics' Current Population Survey, an estimate of the rate of private and public worker unionization at the metropolitan level can be constructed.

The rate of private worker unionization observed for the Florence region in 2013 was 4.7 percent; this is below the national rate and the statewide rate for Alabama (Figure 15 and Table 15). However, the unionization rate for public workers was higher for Florence than both the state and national rates.

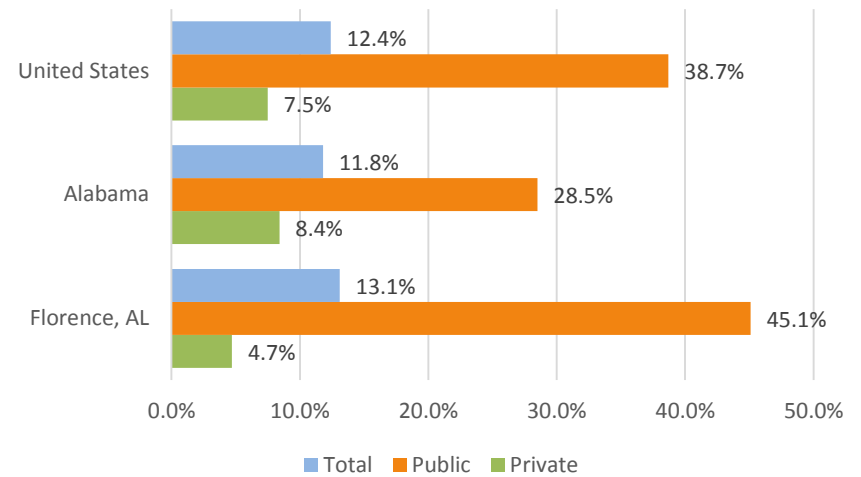
The high rate of public unionization distorts the overall unionization rate, so the Florence MSA must be careful to distinguish this fact.

Table 15
Unionization Rate 2013

	Private	Public	Total
Florence MSA	4.7%	45.1%	13.1%
Alabama	8.4%	28.5%	11.8%
United States	7.5%	38.7%	12.4%

Source: © 2014 by Barry T. Hirsch and David A. Macpherson, Garner Economics

Figure 14
Unionization Rate 2013



Source: © 2015 by Barry T. Hirsch and David A. Macpherson, Garner Economics

Chapter 4: Economic Dynamics



Estimated Average Weekly Wage

In 2013, the estimated average weekly wage per job in the Florence MSA equaled \$677.¹ The figure is 20 percent below the state and 41.5 percent below the nation (Figure 16 and Table 16).

Over the last decade (2003-2013), the estimated average weekly wage in Florence increased by \$145 or 27.3 percent. This is below the state increase of 31.1 percent and national increase of 32.0 percent (Figure 16, Figure 17 and Table 16).

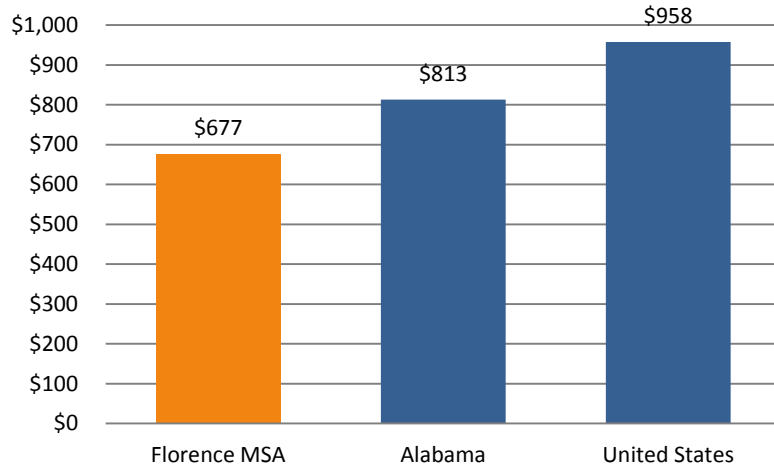
Table 16
2003-2013 Change in Estimated Average Weekly Wage
Highest Relative Number Shaded

	2013		2003-2013	
			\$	%
Florence MSA	\$677	\$145	27.3%	
Alabama	\$813	\$193	31.1%	
United States	\$958	\$232	32.0%	

Source: Bureau of Labor Statistics, Garner Economics

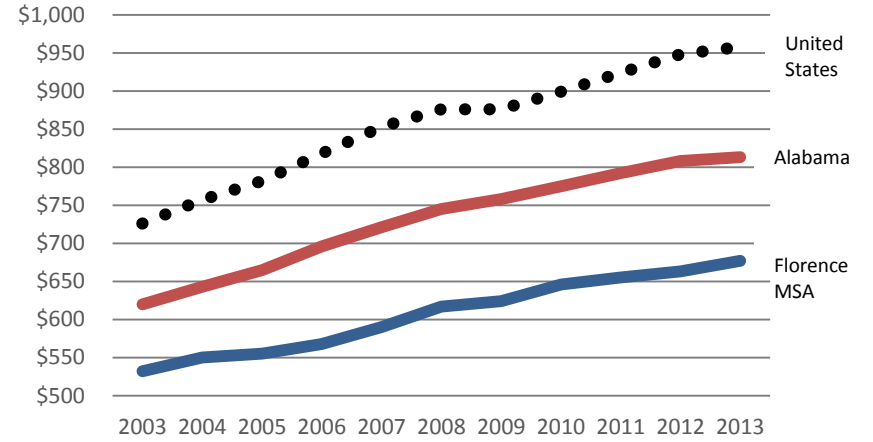
¹Based on total wage and salary disbursements divided by the number of wage and salary jobs (total wage and salary employment) as reported by the Bureau of Labor Statistics.

Figure 15
Estimated Average Weekly Wage—2013



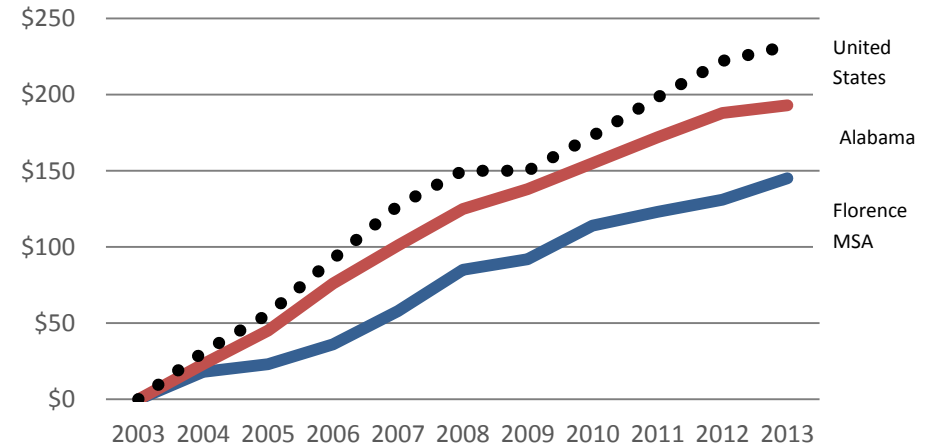
Source: Bureau of Labor Statistics, Garner Economics

Figure 16
Ten-Year Estimated Average Weekly Wage



Source: Bureau of Labor Statistics, Garner Economics

Figure 17
2003-2013 Change in Estimated Average Weekly Wage



Source: Bureau of Labor Statistics, Garner Economics

Per Capita Income

Per capita income is the mean annual income² computed for every man, woman, and child, derived by dividing the aggregate income by the total population. Unlike the previously examined estimated weekly wage, per capita income is a measure for all residents of the Florence MSA, regardless of where they work or if they work.

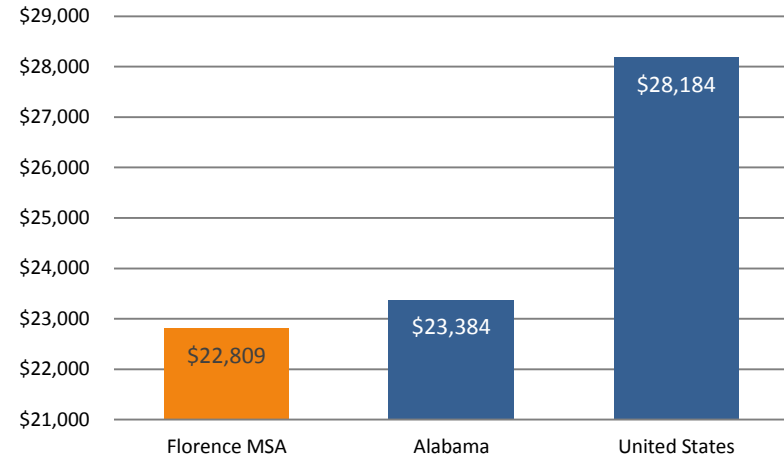
For 2013, the per capita income in Florence was \$22,809, which was 2.5 percent below the state and 23.6 percent below the nation (Figure 19 and Table 17).

Table 17
2013 One-Year Estimates
Per Capita Income
Highest Figure Shaded

	Per Capita Income
Florence MSA	\$22,809
Alabama	\$23,384
United States	\$28,184

Source: US Census Bureau, Garner Economics

Per Capita Income



Source: US Census Bureau, Garner Economics

Figure 18
2013 One-Year Estimates

² Income is the sum of the amounts reported separately for wage or salary income; net self-employment income; interest, dividends, net rental, or royalty income or income from estates and trusts; Social Security or Railroad Retirement income;

Supplemental Security Income (SSI); public assistance or welfare payments; retirement, survivor, or disability pensions; and all other income.

Self-Employment

Measuring the relative proportion of persons who are self-employed is a rough means to gauge entrepreneurial activity, which, in turn, can provide a view of local risk-taking and economic dynamism.

In 2013, 9.2 percent of workers in Florence were self-employed. The proportion is higher than the state but just slightly below than the national average (Figure 20 and Table 18). Florence had the highest percentage of workers in the *Self-Employed in Own Not Incorporated Business* and *Unpaid Family Workers*.

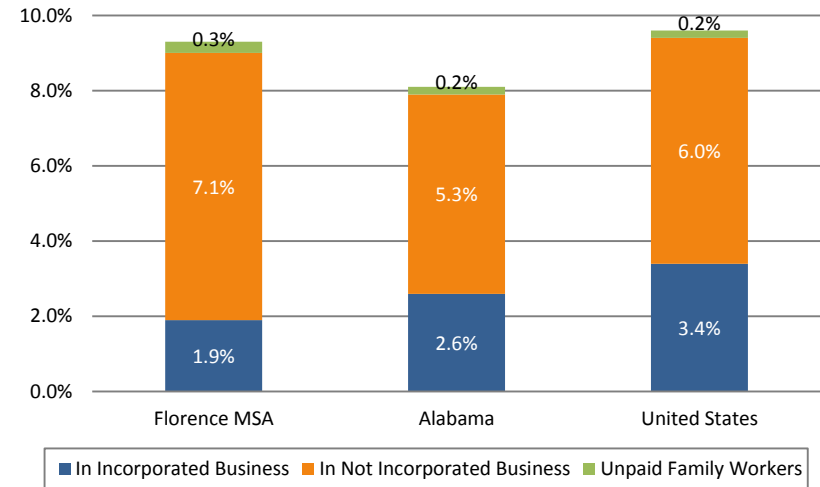
Median earnings among those Florence workers classified as *Self-Employed in Own Incorporated Business* and *Self-Employed in Own Not Incorporated Business* were well below the nation and state (Figure 21 and Table 19) at \$36,020 and \$16,501 (Figure 21).

Table 18
2013 One-Year Estimates
Self-Employed as a Percentage of Workers 16 Years+
Highest Relative Number Shaded

	Self-Employed in Own Incorporated Business	Self-Employed in Own Not Incorporated Business	Unpaid Family Workers	Total
Florence MSA	1.9%	7.1%	0.3%	9.2%
Alabama	2.6%	5.3%	0.2%	8.1%
United States	3.4%	6.0%	0.2%	9.5%

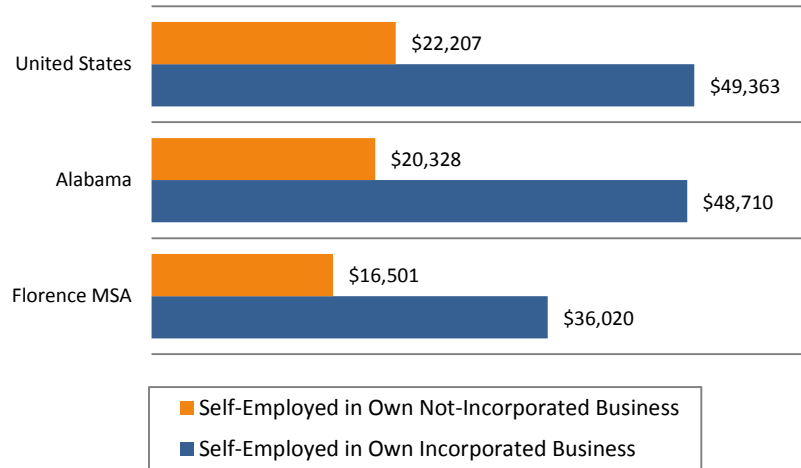
Source: US Census Bureau, Garner Economics

Figure 19
2013 One-Year Estimates
Self-Employed as a Percentage of Workers 16 Years+



Source: US Census Bureau, Garner Economics

Figure 20
2013 One-Year Estimates
Median Earnings
Self-Employed Workers 16 Years+



Source: US Census Bureau, Garner Economics

Table 19
2013 One-Year Estimates
Median Earnings
Self-Employed Workers 16 Years+
Highest Relative Number Shaded

	Self-Employed in Own Incorporated Business	Self-Employed in Own Not Incorporated Business
Florence MSA	\$36,020	\$16,501
Alabama	\$48,710	\$20,328
United States	\$49,363	\$22,207

Source: US Census Bureau, Garner Economics

Labor Force Participation

Among residents ages 16 and over in the Florence MSA, 51.2 percent are employed, which is a percent below the state and 6.7 percent below the nation. Florence has the lowest unemployment rate when compared to the state and nation. However, at 40.6 percent, Florence has the largest share of residents not in the labor force. (Figure 22 and Table 20). This disconnect can be caused by a larger number of students in the Florence MSA.

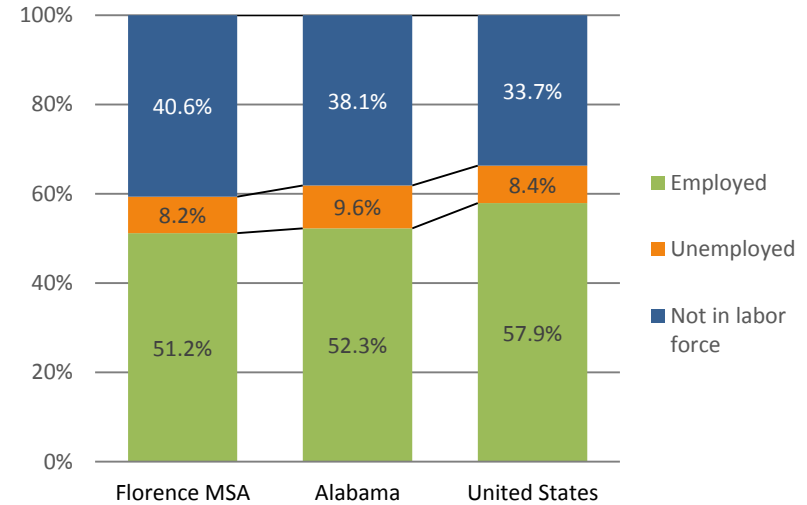
Florence’s proportion of families³ with two income earners (*Married, husband and wife in labor force*) is 32.3, which is comparable to the state and about 5 percent below the nation (Figure 26 and Table 21).

Table 20
2013 One-Year Estimates
Employment Status
Highest Relative Rates Shaded

	Florence MSA	Alabama	United States
Employed	51.2%	52.3%	57.9%
Unemployed	8.2%	9.6%	8.4%
Not in labor force	40.6%	38.1%	33.7%

Source: US Census Bureau, Garner Economics

Employment Status Population 16+



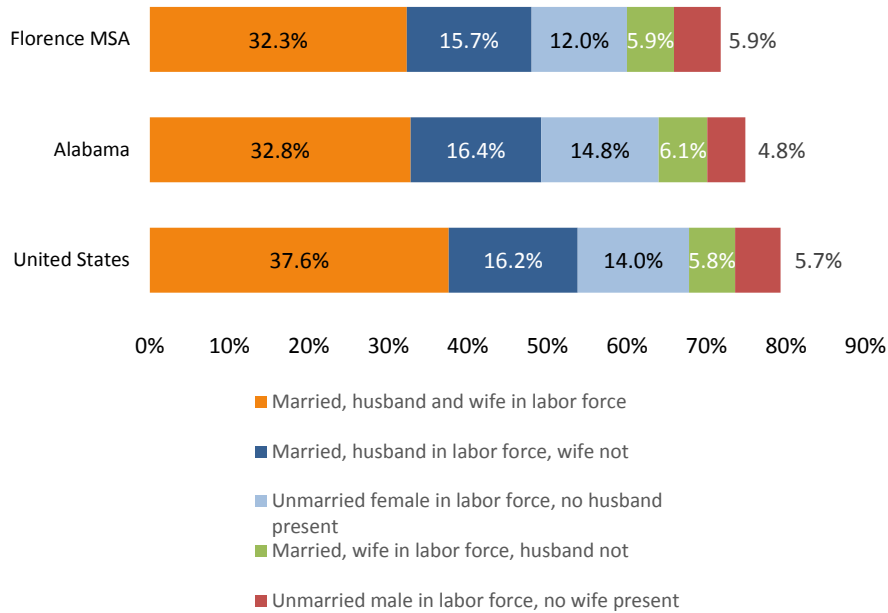
Source: Census Bureau, Garner Economics

Figure 21
2013 One-Year Estimates

³A family consists of a householder (the person or one of the people in whose name the home is owned or rented) and one or more other people living in the

same household who are related to the householder by birth, marriage, or adoption.

Figure 22
2013 One-Year Estimates
Employment Status
Percentage of All Families



Source: US Bureau of Labor Statistics, Garner Economics

Table 21
2013 One-Year Estimates
Employment Status
Percentage of All Families
Highest Relative Rates Shaded

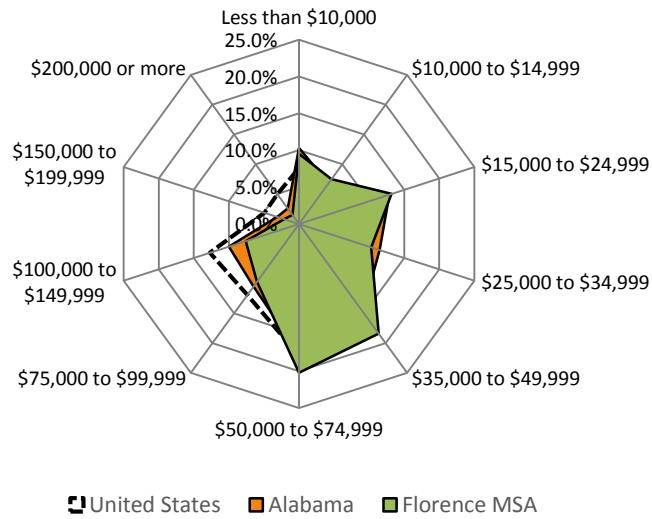
	Florence MSA	Alabama	United States
Married, husband and wife in labor force	32.3%	32.8%	37.6%
Married, husband in labor force, wife not	15.7%	16.4%	16.2%
Married, wife in labor force, husband not	5.9%	6.1%	5.8%
Other Families			
Unmarried female in labor force, no husband present	12.0%	14.8%	14.0%
Unmarried male in labor force, no wife present	5.9%	4.8%	5.7%
Total Families in Labor Force	71.8%	74.9%	79.4%

Source: US Census Bureau, Garner Economics

Household Income

Compared to the nation and the state, the Florence MSA has a higher proportion of households with incomes below \$75,000 (Figure 24 and Table 22).

Figure 23
 2013 One-Year Estimates
 Household Income by Percentage of Total



Source: Census Bureau, Garner Economics

Table 22
 2013 One-Year Estimates
 Household Income
 By Percentage of Total
 Highest Relative Rates Shaded

	Florence MSA	Alabama	United States
Less than \$10,000	9.5%	10.3%	7.6%
\$10,000 to \$14,999	7.5%	6.8%	5.4%
\$15,000 to \$24,999	13.2%	12.9%	10.8%
\$25,000 to \$34,999	10.3%	11.5%	10.3%
\$35,000 to \$49,999	18.4%	14.7%	13.6%
\$50,000 to \$74,999	20.2%	17.6%	17.9%
\$75,000 to \$99,999	9.7%	10.5%	11.9%
\$100,000 to \$149,999	7.6%	10.0%	12.7%
\$150,000 to \$199,999	2.1%	3.1%	4.9%
\$200,000 or more	1.5%	2.6%	5.0%

Source: US Census Bureau, Garner Economics

Major Industry Sector Composition

A comparison of major industry employment composition provides a broad relative assessment of differences among economies and may help indicate areas of uniqueness. Overall, Florence’s industry employment percentages are generally in line with the state and nation. Florence does have the highest relative percentages in seven industries. The Florence MSA does not have one overly dominant industry in terms of employment (Table 23).

A detailed analysis of Florence’s industrial and occupational specialization relative to the nation can be found in Chapter 6: Local Specialization, Competitiveness & Growth (Pages 44 & 46) as well as the Appendices.

Table 23
Major Industry Sector Composition-2011, Percentage of Total Employment
Highest Relative Percentages Shaded
Lowest Relative Percentages Shaded

Industry Sector	Florence MSA	Alabama	United States
Accommodation and Food Services	9.7%	8.8%	8.8%
Administration & Support	5.7%	5.7%	6.0%
Agriculture, Forestry, Fishing, Hunting	0.4%	0.7%	0.9%
Arts, Entertainment & Recreation	0.7%	1.0%	1.7%
Construction	6.1%	4.5%	4.2%
Private Educational Services	9.1%	9.5%	10.0%
Finance and Insurance	3.4%	3.9%	4.3%
Health Care and Social Assistance	15.2%	13.6%	14.3%
Information	1.0%	1.4%	2.3%
Management of Companies	0.3%	1.0%	1.6%
Manufacturing	14.7%	13.3%	9.3%
Mining, Oil and Gas Extraction	0.2%	0.4%	0.6%
Other Services	2.8%	2.7%	3.6%
Professional, Scientific, Tech Services	2.6%	5.4%	6.1%
Public Administration (government)	4.9%	5.8%	5.2%
Real Estate	1.0%	1.3%	1.5%
Retail Trade	15.0%	12.8%	11.3%
Transportation and Warehousing	1.6%	3.1%	3.4%
Utilities	1.1%	1.1%	0.6%
Wholesale Trade	4.8%	4.1%	4.4%

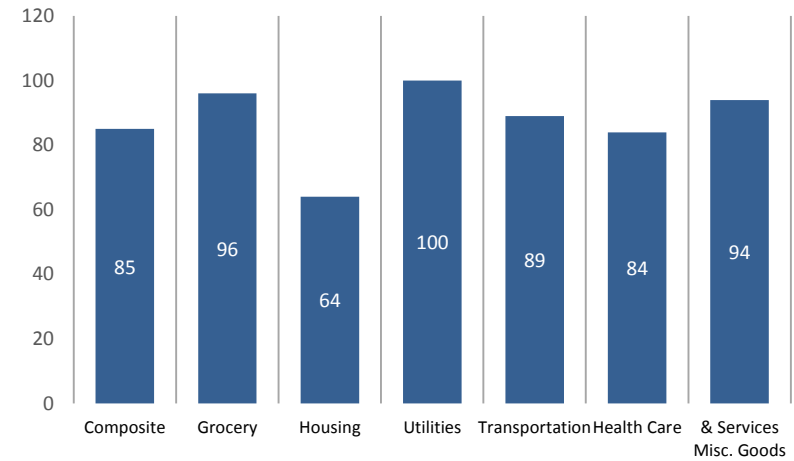
Source: Bureau of the Census, Local Employment Dynamics; Garner Economics

Cost of Living

The 2013 composite cost-of-living index for Florence is estimated to be 85 (the national average is set at 100). Florence has scores below the benchmark for all categories with the exception of *Utilities*, which is right at the national average (Figure 25 and Table 24).

This means that the Florence MSA enjoys a cost of living that is well below the national average.

Figure 24
Florence Metro-Level Cost-of-Living Index
2014



Source: Areavibes.com, Garner Economics

Table 24
Metro-Level Cost-of-Living Index
2014

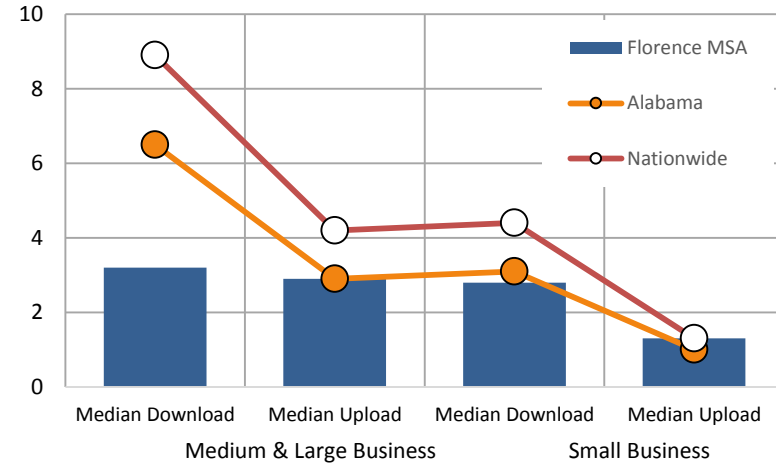
	Composite	Grocery	Housing	Utilities	Transportation	Health Care	Misc. Goods & Services
Florence MSA	85	96	64	100	89	84	94

Source: Areavibes.com, Garner Economics

Broadband

According to the National Telecommunications and Information Administration, households in Florence have less access to DSL or Cable service compared to the state and nation. Florence’s medium and large businesses have much slower download speeds than the state or nation but have upload speeds comparable to the state but still lower than the nation (Figure 26 and Table 25). Small businesses in Florence have download speeds comparable to the state but slower than the nation while median upload speeds are higher than the state and match the nation.

Figure 25
2013 Broadband Speeds (Mbps)



Source: National Telecommunications and Information Administration, Younger Associates

Table 25
2014 Broadband Availability & Speed
Highest Relative Figure Shaded

	Florence MSA	Alabama	Nationwide
Availability			
DSL	75.7%	82.9%	90.0%
Cable	66.0%	80.6%	88.8%
Two or More Wireline Providers	57.2%	76.2%	88.4%
Speed (megabytes per second or Mbps)			
Medium & Large Businesses			
Median Download	3.2	6.5	8.9
Median Upload	2.9	2.9	4.2
Small Business			
Median Download	2.8	3.1	4.4
Median Upload	1.3	1.0	1.3

Source: National Telecommunications and Information Administration, Younger Associates

Chapter 5: Local Specialization, Competitiveness & Growth



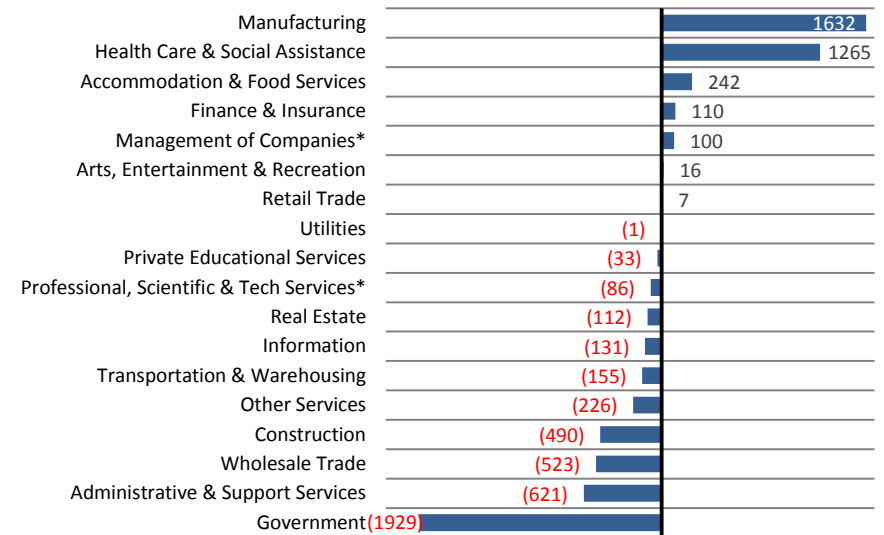
The following section examines the local economy from several different perspectives, each adding a supporting layer of information. The assessment’s main goals are to provide historic context, reveal areas of unique specialization, gauge competitiveness, and help uncover emerging trends and opportunities. Consistent with the rest of this report, data are reported for the Florence MSA.

The two main areas of analysis are: **major industries** and **occupational groups**. For each area, there are relative measures of specialization, growth, local competitiveness, and earnings.

Major Industry Sector Change

Over the last five years, the largest absolute industry jobs gains in Florence came from *Manufacturing*, up 1,632 jobs or 22 percent, and *Health Care & Social Assistance*, up 1,265 jobs or 27 percent (Figure 27 and Table 26). There were significant job losses in five sectors: *Government* (-1,929 jobs/17 percent), *Administrative & Support Services* (-621 jobs/22 percent), *Wholesale Trade* (-523 jobs/21 percent), *Construction* (-490/15 percent), and *Other Services* (-226 jobs/15 percent).

Figure 26
Florence MSA
Employment Change by Major Industry
2008-2013



Source: Bureau of Labor Statistics, Garner Economics

*2008 data were not reported for this group, so 2009 data are used.

Table 26
Florence MSA
Employment Change by Major Industry
2008-2013
Ranked by Absolute Change

Major Industry Sector	2013 Jobs	Employment Change	
		#	%
Manufacturing	9,192	1632	22%
Health Care & Social Assistance	5,948	1265	27%
Accommodation & Food Services	5,376	242	5%
Finance & Insurance	1674	110	7%
Management of Companies*	183	100	120%
Arts, Entertainment & Recreation	410	16	4%
Retail Trade	7,878	7	0%
Utilities	24	(1)	-4%
Private Educational Services	317	(33)	-9%
Professional, Scientific & Tech Services*	1,022	(86)	-8%
Real Estate	426	(112)	-21%
Information	427	(131)	-23%
Transportation & Warehousing	644	(155)	-19%
Other Services	1252	(226)	-15%
Construction	2,794	(490)	-15%
Wholesale Trade	2,003	(523)	-21%
Administrative & Support Services	2,144	(621)	-22%
Government	9,757	(1929)	-17%

Source: Bureau of Labor Statistics, Garner Economics

*2008 data were not reported for this group, so 2009 data are used.

Industry Earnings

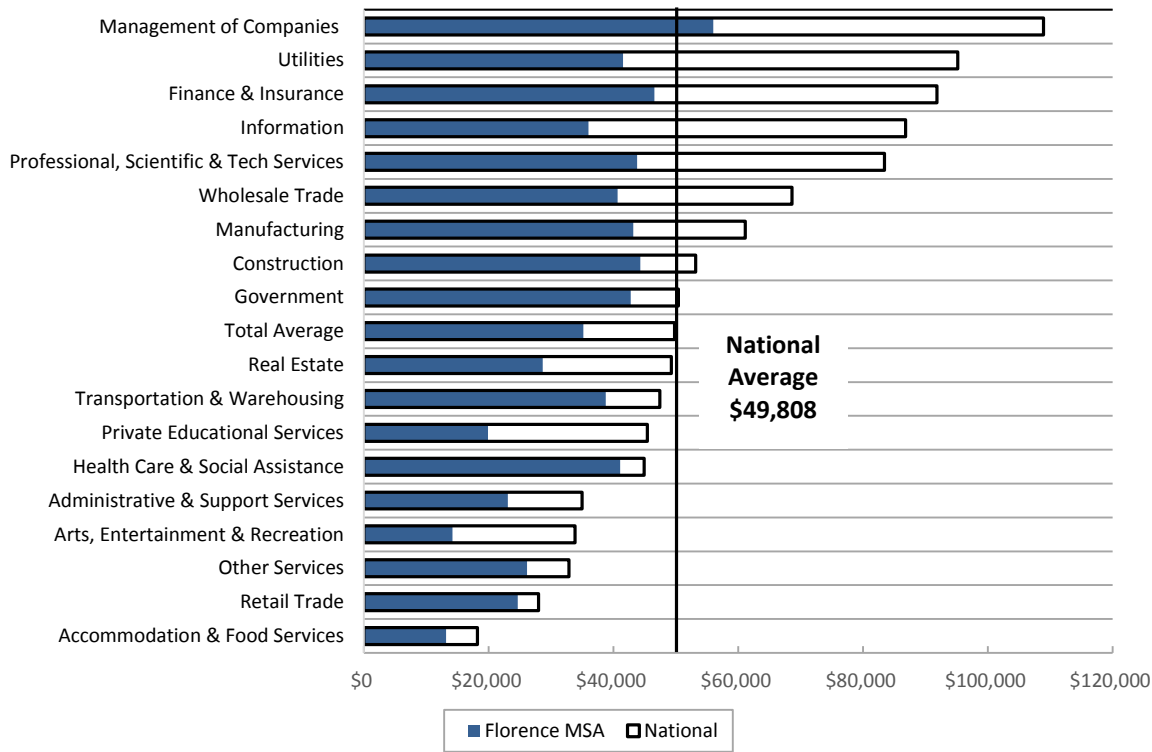
A comparison of Florence's average industry earnings to national averages may offer insights into areas of unique expertise or cost-saving opportunities. Industrial average earnings in Florence are below the national same-industry average in all major sectors. Four industry sectors in Florence have wages that are less than half as much as national averages: *Information* (-58.5 percent); *Arts, Entertainment & Recreation* (-58.1 percent); *Utilities* (-56.3 percent) and *Private Educational Services* (-56.3 percent).

Table 27
Average Annual Industry Earnings Comparison
2013 Annual Averages

	Florence MSA	National	Percent Difference
Management of Companies	\$56,007	\$108,895	-48.57%
Utilities	\$41,548	\$95,157	-56.34%
Wholesale Trade	\$40,665	\$68,580	-40.70%
Manufacturing	\$43,166	\$61,102	-29.35%
Finance & Insurance	\$46,555	\$91,862	-49.32%
Professional, Scientific & Tech Services	\$43,777	\$83,429	-47.53%
Total Average	\$35,186	\$49,808	-29.36%
Construction	\$44,273	\$53,181	-16.75%
Transportation & Warehousing	\$38,754	\$47,444	-18.32%
Health Care & Social Assistance	\$41,086	\$44,909	-8.51%
Information	\$36,011	\$86,787	-58.51%
Government	\$42,753	\$50,380	-15.14%
Real Estate	\$28,670	\$49,282	-41.82%
Administrative & Support Services	\$23,088	\$34,975	-33.99%
Other Services	\$26,159	\$32,844	-20.35%
Retail Trade	\$24,657	\$28,008	-11.96%
Private Educational Services	\$19,869	\$45,424	-56.26%
Arts, Entertainment & Recreation	\$14,168	\$33,832	-58.12%
Accommodation & Food Services	\$13,146	\$18,174	-27.67%

Source: Bureau of Labor Statistics, Garner Economics

Figure 27
2013 Annual Averages
Florence MSA
Average Industry Earnings Comparison

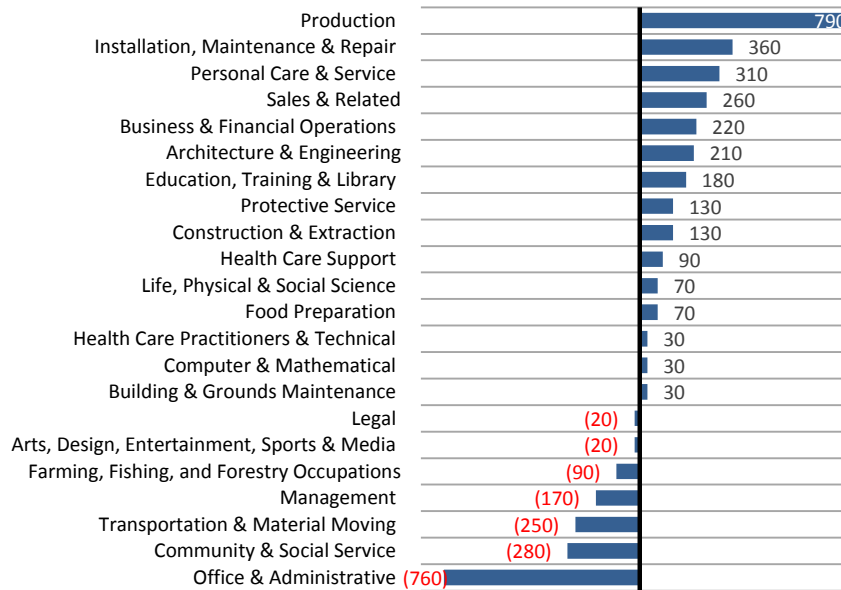


Source: Bureau of Labor Statistics, Garner Economics

Major Occupational Change

This section shifts focus from industry trends to occupational data trends in the Florence MSA. Over the last five years, the single largest absolute occupational gains in Florence came from *Production*, up 790 jobs or 13 percent (Figure 29 and Table 28). Other top occupational gains were made in *Installation, Maintenance & Repair* (+360 jobs/16 percent) and *Personal Care & Service* (+310 jobs/37 percent). The greatest job losses came from *Office & Administrative* (-760 jobs/9 percent), *Community & Social Service* (-280 jobs/43 percent), and *Transportation & Material Moving* (-250 jobs/6 percent).

Figure 28
Florence MSA
Employment Change by Major Occupational Groups
2008-2013



Source: Bureau of Labor Statistics, Garner Economics

Table 28
Florence MSA
Employment Change by Major Occupational Groups
2008-2013
Ranked by Absolute Change

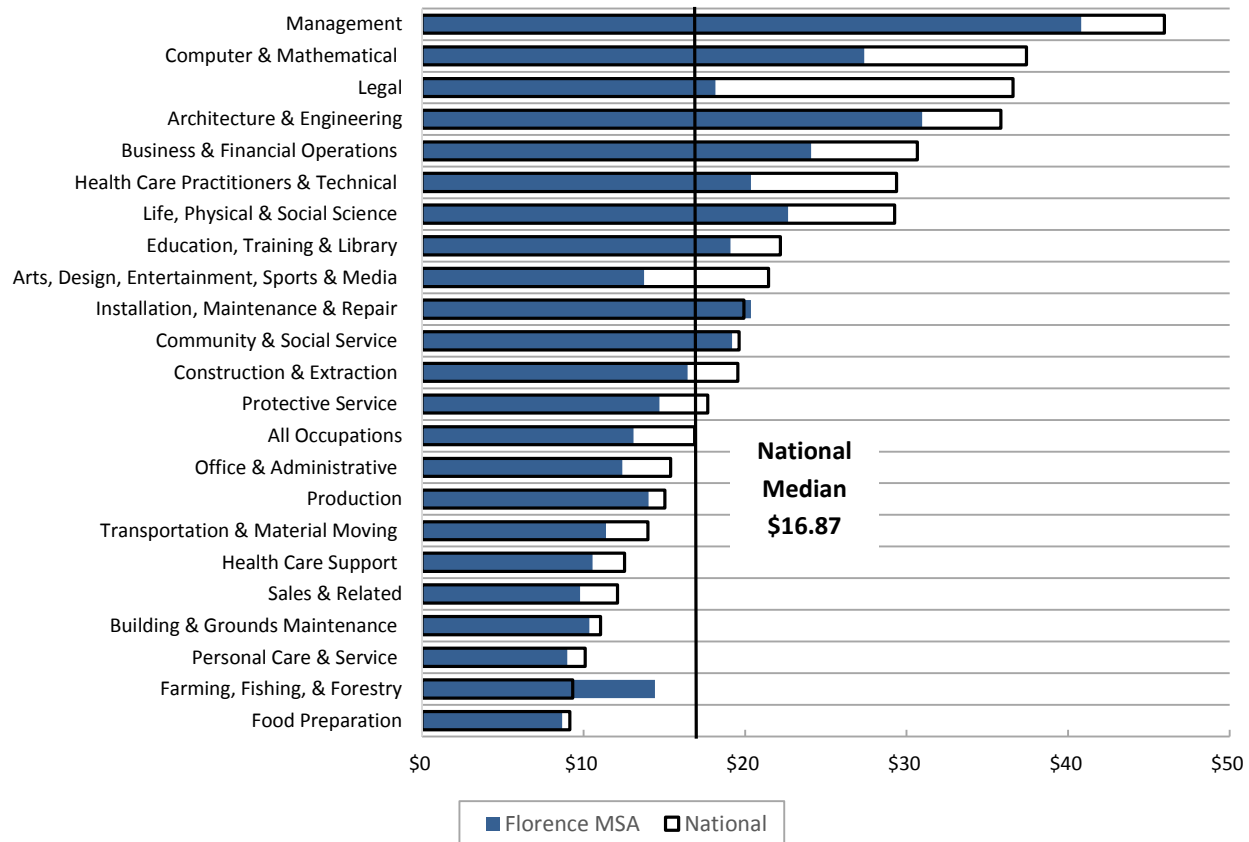
Major Occupational Groups	2013 Jobs	Employment Change	
		#	%
Production	6,880	790	13%
Installation, Maintenance & Repair	2,580	360	16%
Personal Care & Service	1,140	310	37%
Sales & Related	6,740	260	4%
Business & Financial Operations	1,130	220	24%
Architecture & Engineering	700	210	43%
Education, Training & Library	3,350	180	6%
Construction & Extraction	2,320	130	6%
Protective Service	880	130	17%
Health Care Support	1,610	90	6%
Food Preparation	5,020	70	1%
Life, Physical & Social Science	170	70	70%
Building & Grounds Maintenance	1,450	30	2%
Computer & Mathematical	280	30	12%
Health Care Practitioners & Technical	3,510	30	1%
Arts, Design, Entertainment, Sports & Media	310	(20)	-6%
Legal	200	(20)	-9%
Farming, Fishing, and Forestry	80	(90)	-53%
Management	1,580	(170)	-10%
Transportation & Material Moving	3,910	(250)	-6%
Community & Social Service	370	(280)	-43%
Office & Administrative	7,760	(760)	-9%

Source: Bureau of Labor Statistics, Garner Economics

Occupational Earnings

A comparison of the same-occupation median hourly earnings by occupation in Florence and national medians may offer insights into areas of unique expertise or cost-saving opportunities. There were two occupational groups in Florence with median earnings above national medians. These were *Farming, Fishing and Forestry Occupations*, which was 35.3 percent above the national median of \$9.32, and *Installation, Maintenance, and Repair*, which was 2.2 percent above the national median of \$19.92.

Figure 29
Florence MSA Median Hourly Occupational Earnings Comparison, 2013



Source: Bureau of Labor Statistics, Garner Economics

Table 29
Median Hourly Occupational Earnings Comparison
2013

Major Occupational Groups	Florence MSA	National	Percent Difference
Management	\$40.82	\$45.96	-11.18%
Computer & Mathematical	\$27.37	\$37.43	-26.88%
Legal	\$18.16	\$36.59	-50.37%
Architecture & Engineering	\$30.97	\$35.83	-13.56%
Business & Financial Operations	\$24.09	\$30.67	-21.45%
Health Care Practitioners & Technical	\$20.37	\$29.38	-30.67%
Life, Physical & Social Science	\$22.66	\$29.26	-22.56%
Education, Training & Library	\$19.09	\$22.19	-13.97%
Arts, Design, Entertainment, Sports & Media	\$13.74	\$21.45	-35.94%
Installation, Maintenance & Repair	\$20.37	\$19.92	2.26%
Community & Social Service	\$19.19	\$19.62	-2.19%
Construction & Extraction	\$16.44	\$19.55	-15.91%
Protective Service	\$14.69	\$17.68	-16.91%
All Occupations	\$13.08	\$16.87	-22.47%
Office & Administrative	\$12.39	\$15.39	-19.49%
Production	\$14.02	\$15.03	-6.72%
Transportation & Material Moving	\$11.38	\$13.99	-18.66%
Health Care Support	\$10.56	\$12.54	-15.79%
Sales & Related	\$9.78	\$12.10	-19.17%
Building & Grounds Maintenance	\$10.35	\$11.04	-6.25%
Personal Care & Service	\$8.98	\$10.10	-11.09%
Farming, Fishing, & Forestry	\$14.41	\$9.32	54.61%

Source: Bureau of Labor Statistics, Garner Economics

Assessment Tools

The following assessment tools include a series of bubble/scatter charts and tables. Axis and quadrant labels should be read as only general guides resulting from purely quantitative analysis, not definitive conclusions. Each chart and table is meant as only one piece of a multiple-part analysis. To assist the reader in interpreting the bubble charts, each axis and quadrant is labeled with broad descriptives.

Chart axis definitions:

- **Specialization:** measured using location quotient (LQ).⁴ Reflects the level of relative concentration of a particular occupation/industry in the Florence MSA to the nation. In simple terms, a high LQ (above 1.2) indicates what a local economy is good at doing and implies there are unique skills, institutions, raw materials, etc., that support this position.
- **Industry Effect:** The portion of growth/decline attributed to a particular industry nationwide. For example, if hospital employment grew by five percent nationwide in 2011, we would expect to see the same percentage increase locally, assuming that the forces driving nationwide growth would have a similar local impact.
- **Local Effect:** The proportion of growth/decline not captured by the industry effect, indicating unique local performance. The local effect measures local activity outside the expected nationwide trend. A consistent positive local competitive effect signals superior local performance.

Chart quadrant label definitions:

- **At-Risk:** Locally specialized and recent local job losses.
- **Declining:** Not locally specialized and recent local job losses.
- **Local Decline/National Growth:** Industry or occupation gains nationwide and local losses or gains below nationwide trend.
- **Local Growth/National Growth:** Industry or occupation gains nationwide and positive local gains or losses less than nationwide trend.
- **Local Growth/National Decline:** Industry or occupation losses nationwide and positive local gains or losses less than nationwide trend.
- **Local Decline/National Decline:** Industry or occupation losses nationwide and local losses or gains below nationwide trend.
- **Competitive:** Locally specialized and recent local job gains.
- **Emerging:** Not locally specialized and recent local job gains.

Detailed occupational and industry information for the Florence MSA can be found in the **Appendices**.

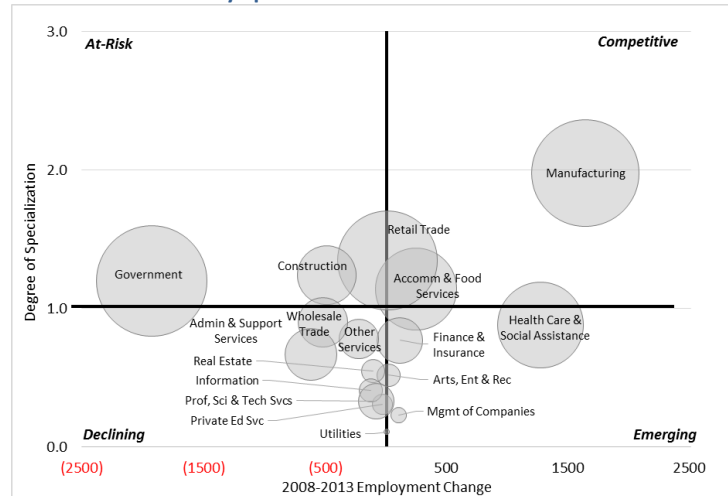
⁴To measure local specialization, location quotients (LQs) for each occupation or industry are derived. LQs are ratios of an area's distribution of employment for a specific occupation/industry compared to a reference or base area's distribution. In this analysis, the reference area is the United States. If an LQ is equal to 1, then the industry has the same share of its area employment as it does in the reference area. An LQ greater than 1 indicates an industry with a greater share of the local area employment than is the case in the reference area and implies local specialization. LQs are calculated by first dividing local industry employment by the all-industry total of local employment. Second, reference area industry employment is divided by the all-industry total for the reference area. Finally, the local ratio is divided by the reference area ratio.

Major Industry Sector Specialization & Growth

Major industry sector specialization focuses on the geographic concentrations of similarly classified industries. For many industry sectors, there exists interconnectedness among suppliers, occupations, and associated supporting institutions.

Observations: There are three industry sectors with a level of local specialization above 1.0 that grew within the last five years: *Manufacturing*; *Accommodation & Food Services*; and *Retail Trade*. Both *Manufacturing* and *Accommodation & Food Services* have especially shown significant growth over the past five years as competitive sectors (Figure 31 and Table 30). Several sectors that are not highly specialized in Florence have been growing. These *emerging* sectors are led by *Health Care & Social Assistance* and *Finance & Insurance*.

Figure 30
Florence MSA Industry Specialization & Growth



Size of the bubble represents total employment.

Source: Bureau of Labor Statistics, Garner Economics
Florence MSA Industry Specialization & Growth

Manufacturing	1,632	1.98	9,192
Accommodation & Food Services	242	1.14	5,376
Retail Trade	7	1.35	7,878
Emerging			
Health Care & Social Assistance	1,265	0.88	5,948
Finance & Insurance	110	0.77	1,674
Management of Companies*	100	0.23	183
Arts, Entertainment & Recreation	16	0.52	410
At-Risk			
Construction	(490)	1.24	2,794
Government	(1929)	1.20	9,757
Declining			
Utilities	(1)	0.11	24
Private Educational Services	(33)	0.31	317
Professional, Scientific & Tech Services*	(86)	0.33	1,022
Real Estate	(112)	0.55	426
Information	(131)	0.41	427
Transportation & Warehousing	(155)	0.39	644
Other Services	(226)	0.78	1252
Wholesale Trade	(523)	0.90	2,003
Administrative & Support Services	(621)	0.67	2,144

Source: Bureau of Labor Statistics, Garner Economics

*2008 data were not reported for this group, so 2009 data are used.

Major Industry Competitiveness

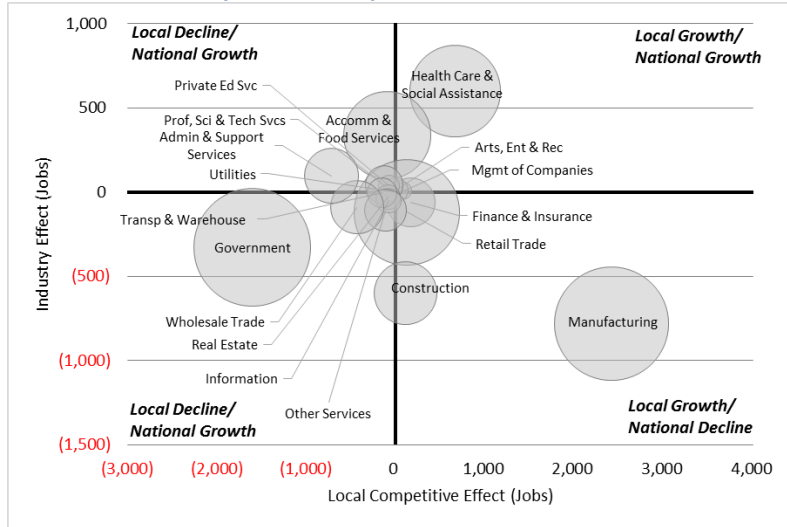
The Competitiveness screen seeks to reveal local competitive advantages (i.e., unique growth beyond predicted industry trends).

Observations: By this measure, *Manufacturing* was the strongest by far. The other main industry with strong local competitive effects was *Health Care & Social Assistance* (Figure 32 and Table 31). Florence demonstrated a positive local competitive effect in 7 of the 18 major industry groups. Florence's

Industry Sector	Five-Year Job Change	Location Quotient	2013 Jobs
Competitive			

three least competitive sectors were *Government, Administrative & Support Services, and Wholesale Trade.*

Figure 31
Florence MSA Industry Relative Components of Growth, 2008-2013



Size of the bubble represents total employment.
Source: Bureau of Labor Statistics, Garner Economics

Manufacturing	2,415	(783)	9,192
Finance & Insurance	171	(61)	1,674
Retail Trade	127	(120)	7,878
Construction	111	(601)	2,794
Local Decline/National Growth			
Utilities	(1)	0	24
Accommodation & Food Services	(94)	336	5,376
Private Educational Services	(71)	38	317
Professional, Scientific & Tech Services*	(129)	43	1,022
Administrative & Support Services	(716)	95	2,144
Local Decline/National Decline			
Real Estate	(82)	(30)	426
Information	(78)	(53)	427
Other Services	(116)	(110)	1,252
Transportation & Warehousing	(151)	(4)	644
Wholesale Trade	(432)	(91)	2,003
Government	(1,601)	(328)	9,757

Source: Bureau of Labor Statistics, Garner Economics
*2008 data were not reported for this group, so 2009 data are used.

Table 31
Florence MSA
Industry Relative Components of Growth, 2008-2013

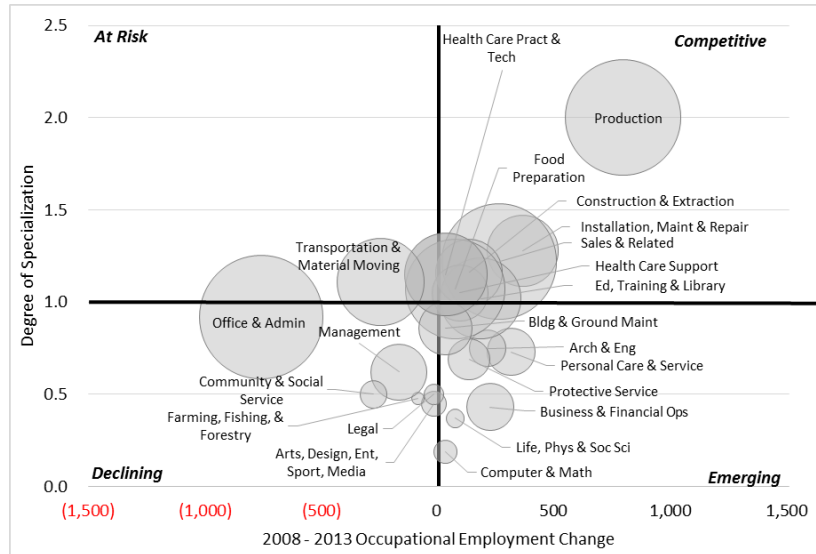
Industry	Local Competitive Effect	Industry Effect	2013 Jobs
Local Growth/National Growth			
Health Care & Social Assistance	668	597	5,948
Management of Companies*	92	8	183
Arts, Entertainment & Recreation	6	10	410
Local Growth/National Decline			

Occupational Specialization & Growth

This section shifts focus from industry trends to occupational data trends in the Florence MSA. Occupational groupings represent similar skills and educational qualifications, but not necessarily specific industry sectors.

Observations: The occupational groups of *Production, Installation, Maintenance & Repair*; and *Sales & Related* are highly *competitive*, as each experienced significant growth while exhibiting high local specialization (Figure 33 and Table 32). Two growing occupations with low local specializations (*emerging*) are *Personal Care & Service* and *Business & Financial Operations*. The only high specialization occupation to be losing employment (*at-risk*) is *Transportation & Material Moving*.

Figure 32
Florence MSA Occupational Specialization & Growth



Size of the bubble represents total employment.
Source: Bureau of Labor Statistics, Garner Economics

Table 32
Florence MSA
Occupational Specialization & Growth, 2008-2013

Occupational Group	Five-Year Change	Location Quotient	2013 Jobs
Competitive			
Production	790	2.00	6,880
Installation, Maintenance & Repair	360	1.28	2,580
Sales & Related	260	1.22	6,740
Education, Training & Library	180	1.02	3,350
Construction & Extraction	130	1.16	2,320
Health Care Support	90	1.05	1,610
Food Preparation	70	1.07	5,020
Health Care Practitioners & Technical	30	1.15	3,510
Emerging			
Personal Care & Service	310	0.73	1,140
Business & Financial Operations	220	0.43	1,130
Architecture & Engineering	210	0.75	700
Protective Service	130	0.69	880
Life, Physical & Social Science	70	0.37	170
Building & Grounds Maintenance	30	0.86	1,450
Computer & Mathematical	30	0.19	280
At-Risk			
Transportation & Material Moving	(250)	1.11	3,910
Declining			
Arts, Design, Entertainment, Sports & Media	(20)	0.45	310
Legal	(20)	0.50	200
Farming, Fishing & Forestry	(90)	0.48	80
Management	(170)	0.62	1,580
Community & Social Service	(280)	0.50	370
Office & Administrative	(760)	0.92	7,760

Source: Bureau of Labor Statistics, Garner Economics

Chapter 6: Target Business & Industry Sector Analysis

Approach

In this study industry groups have been analyzed in terms of growth, level of specialization in the local economy, comparative wages, degree of connectedness to the local economy and competitiveness. Target industry groups have been identified for the Shoals area which have the strongest local rationale and best industry outlook. New and emerging industries, workforce and locational strengths were considered in screening for select target sectors.

The target sectors have been narrowed to a relatively precise focus in order to provide the most meaningful guidance to the users of this report. The list of target groups is a list of optimal targets and should not be considered to exclude related sectors. Sectors and sub-sectors related to the targeted industry groups are also generally well-suited to the Shoals area.

Major Business and Industry Groups

Chapters 5 of this report provided an overview of the major industry sectors in the Shoals area economy at the two-digit NAICS level. This is a high-level overview useful in understanding the general dynamics of the regional economy. The high-level analysis shows that the largest sectors of the Shoals area economy are Manufacturing; Health Care & Social Assistance; Accommodations (Tourism); and Finance & Insurance (which at this high level of analysis includes Retail).

In order to find optimal targets that can be actively recruited and developed for the Shoals area, we further screened at the four-digit NAICS level. Then, for the most promising targets, we screened at the highly-detailed six-digit NAICS level.

The full list of business and industry sectors at the four-digit NAICS was reviewed and the sectors which we do not consider to be productive economic development (recruitment) targets were removed. Examples of the sectors removed are Government, Employment Services (Temp), Non-depository & Depository Credit Intermediation, Retail, and Restaurants. In general, we removed what we consider to be support sectors and focused on the primary sectors that are to be recruited or developed.

We also removed sectors that currently have fewer than 100 employees within the Shoals area, and which are also projected to have fewer than 100 employees within the next five years. Food Processing was removed from the statistical analysis because a recent plant closing created statistical anomalies. The resulting list of business and industry groups are shown in Tables 33 and 34.

Table 33 provides industry growth dynamics between 2007 (pre-recession) and 2015. Also shown in Table 33 is the location quotient (LQ). The LQ compares the concentration of employment in an industry group in the Shoals area to the concentration of employment in that same group in the U.S. workforce, where the U.S. concentrations is stated as one. Table 34 shows the annual average wage projections for each group, and the 10-year employment forecast by group.

Table 33
Florence MSA / Shoals Area
Select Business & Industry Groups
Four-Digit NAICS Level
Growth and Specialization
Ranked By 2015 Jobs

Description	Ind. Mix Effect	Nat'l Growth Effect	Expected Change	Competitive Effect	2015 Location Quotient	2007 Jobs	2015 Jobs	2007 - 2015 Change	2007 - 2015 % Change
Motor Vehicle Parts Manufacturing	(21)	4	(17)	1,207	6.61	214	1,404	1,190	556%
Building Equipment Contractors	(129)	28	(101)	28	1.54	1,337	1,264	(73)	(5%)
Alumina and Aluminum Production and Processing	(180)	24	(156)	143	48.02	1,129	1,116	(13)	(1%)
Plastics Product Manufacturing	(74)	14	(60)	167	3.68	662	769	107	16%
Traveler Accommodation	(4)	9	5	50	0.72	446	501	55	12%
Metalworking Machinery Manufacturing	(49)	13	(36)	(192)	5.91	642	414	(228)	(36%)
Business Support Services	39	10	49	(113)	1.08	466	402	(64)	(14%)
Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	2	5	7	55	2.13	245	307	62	25%
Architectural and Structural Metals Manufacturing	(42)	6	(36)	(11)	1.89	311	264	(47)	(15%)
Railroad Rolling Stock Manufacturing	(0)	0	0	216	19.98	0	216	216	Insf. Data
Sawmills and Wood Preservation	(27)	3	(24)	55	4.66	137	168	31	23%
Other Transportation Equipment Manufacturing	(0)	0	0	162	12.60	<10	162	Insf. Data	Insf. Data
Clay Product and Refractory Manufacturing	(47)	3	(44)	50	9.70	155	161	6	4%
Computer Systems Design and Related Services	14	1	15	71	0.18	50	136	86	172%
Electrical Equipment Manufacturing	(0)	0	0	112	2.08	<10	113	Insf. Data	Insf. Data
Other Chemical Product and Preparation Manufacturing	(28)	3	(25)	(33)	3.15	159	101	(58)	(36%)

Source: Economic Modeling Specialist, Younger Associates

Table 34
Florence MSA / Shoals Area
Select Business & Industry Groups
Four-Digit NAICS Level
Wages & Occupational Forecast
Ranked By 2015 Jobs

	Region Avg Wage	State Avg Wage	National Avg Wage	2015 Jobs	2015 - 2025 Change	2015 - 2025 % Change	2015 - 2025 National Change	2015 - 2025 % National Change	2025 Location Quotient
Motor Vehicle Parts Manufacturing	\$41,895	\$55,625	\$68,403	1,537	133	9%	22,620	4%	6.96
Building Equipment Contractors	\$42,629	\$50,119	\$62,676	1,597	333	26%	438,092	20%	1.62
Alumina and Aluminum Production and Processing	\$54,707	\$68,473	\$76,681	1,127	11	1%	(3,101)	(5%)	51.03
Plastics Product Manufacturing	\$44,037	\$51,520	\$58,659	924	155	20%	2,489	0%	4.41
Traveler Accommodation	\$17,993	\$22,288	\$33,095	595	94	19%	163,917	9%	0.79
Metalworking Machinery Manufacturing	\$41,813	\$52,324	\$69,731	354	(60)	(14%)	(11,335)	(6%)	5.38
Business Support Services	\$31,997	\$37,164	\$42,884	431	29	7%	184,091	19%	0.98
Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	\$51,648	\$55,372	\$61,600	385	78	25%	27,893	7%	2.48
Architectural and Structural Metals Manufacturing	\$44,235	\$54,374	\$60,150	325	61	23%	48,771	13%	2.06
Railroad Rolling Stock Manufacturing	\$31,870	\$57,375	\$85,307	384	168	78%	2,273	8%	32.89
Sawmills and Wood Preservation	\$33,214	\$52,256	\$51,953	166	(2)	(1%)	4,449	5%	4.39
Other Transportation Equipment Manufacturing	\$59,983	\$92,331	\$76,168	293	131	81%	2,015	6%	21.44
Clay Product and Refractory Manufacturing	\$41,003	\$63,959	\$57,917	228	67	42%	(2,673)	(6%)	14.62
Computer Systems Design and Related Services	\$42,791	\$94,338	\$113,265	198	62	46%	603,457	30%	0.20
Electrical Equipment Manufacturing	\$51,125	\$67,363	\$92,038	219	106	94%	(7,590)	(5%)	4.25
Other Chemical Product and Preparation Manufacturing	\$62,361	\$70,539	\$85,650	102	1	1%	(7,682)	(9%)	3.47

Source: Economic Modeling Specialist, Younger Associates

Industry Specialization

Figure 33, on the following page, compares the local level of specialization and the absolute growth of the selected industry groups in the Shoals area. Since the Shoals area has three business and industry sectors where the growth and specialization levels are exceptionally high, Figure 34 was prepared which does not chart these three statistical outliers. This allows for a better graphic illustration of the growth and specialization of the remained selected groups. The high growth/specialization groups that were omitted from Figure 34 for illustration purposes are: Alumina & Aluminum Production; Motor Vehicle Parts Manufacturing; and Railroad Rolling Stock Manufacturing.

These charts reveal that the following industry groups are Competitive (meaning that there is a degree of specialization higher than the national average, and, job growth):

- Motor Vehicle Parts Manufacturing
- Other Transportation Equipment Manufacturing
- Plastics Product Manufacturing
- Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing
- Railroad Rolling Stock Manufacturing
- Sawmills and Wood Preservation
- Clay Product and Refractory Manufacturing

The following industry groups are Rising or emerging (meaning that the industry specialization is less than the national average, but the industry group is experiencing job growth):

- Traveler Accommodation
- Computer Systems Design and Related Services

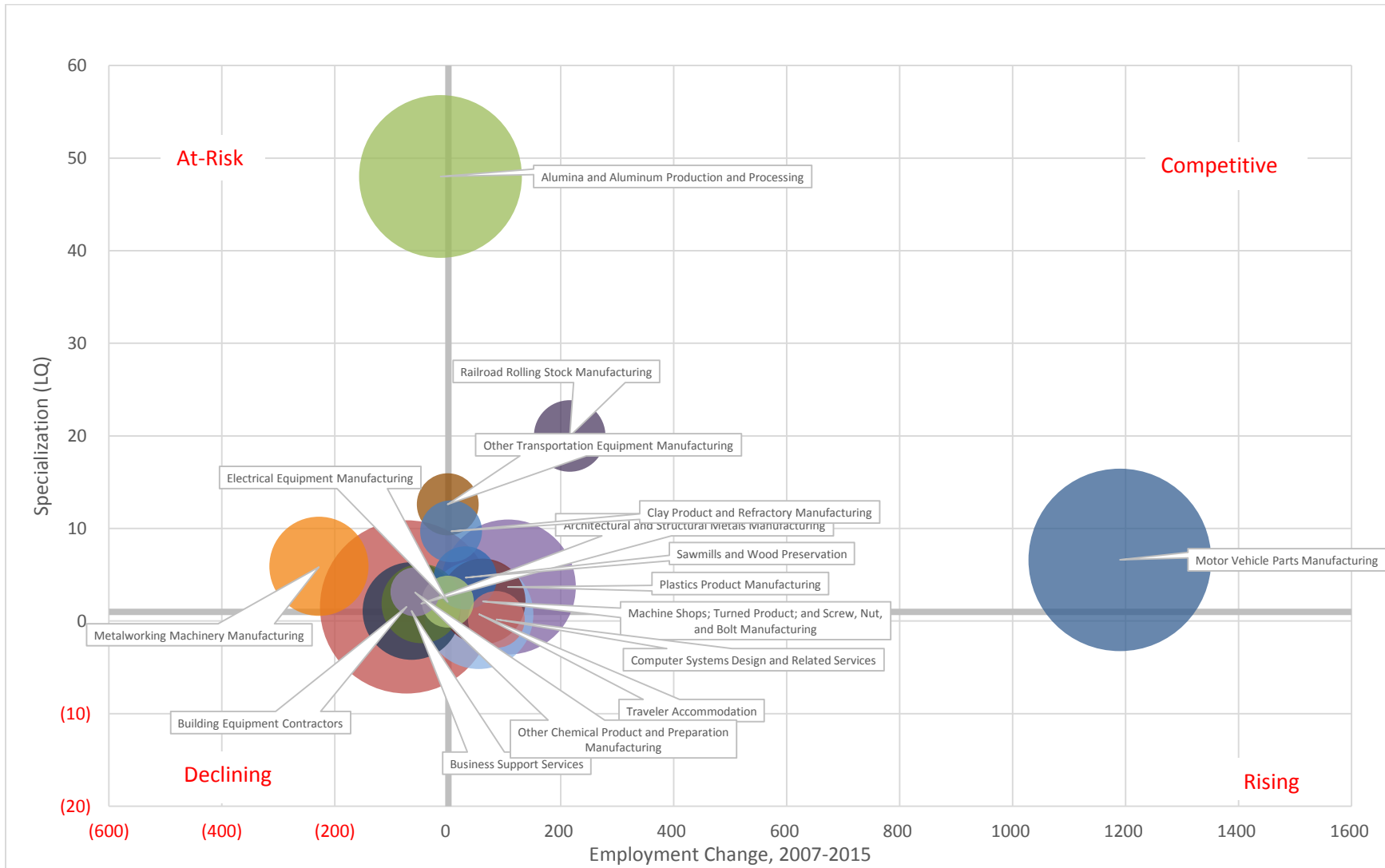
The following industry groups are more specialized in the Shoals area than the national average but the group is losing jobs, so it is said to be At-Risk locally:

- Building Equipment Contractors
- Alumina and Aluminum Production and Processing
- Metalworking Machinery Manufacturing
- Business Support Services
- Architectural and Structural Metals Manufacturing
- Other Chemical Product and Preparation Manufacturing

The following group is rated as neutral:

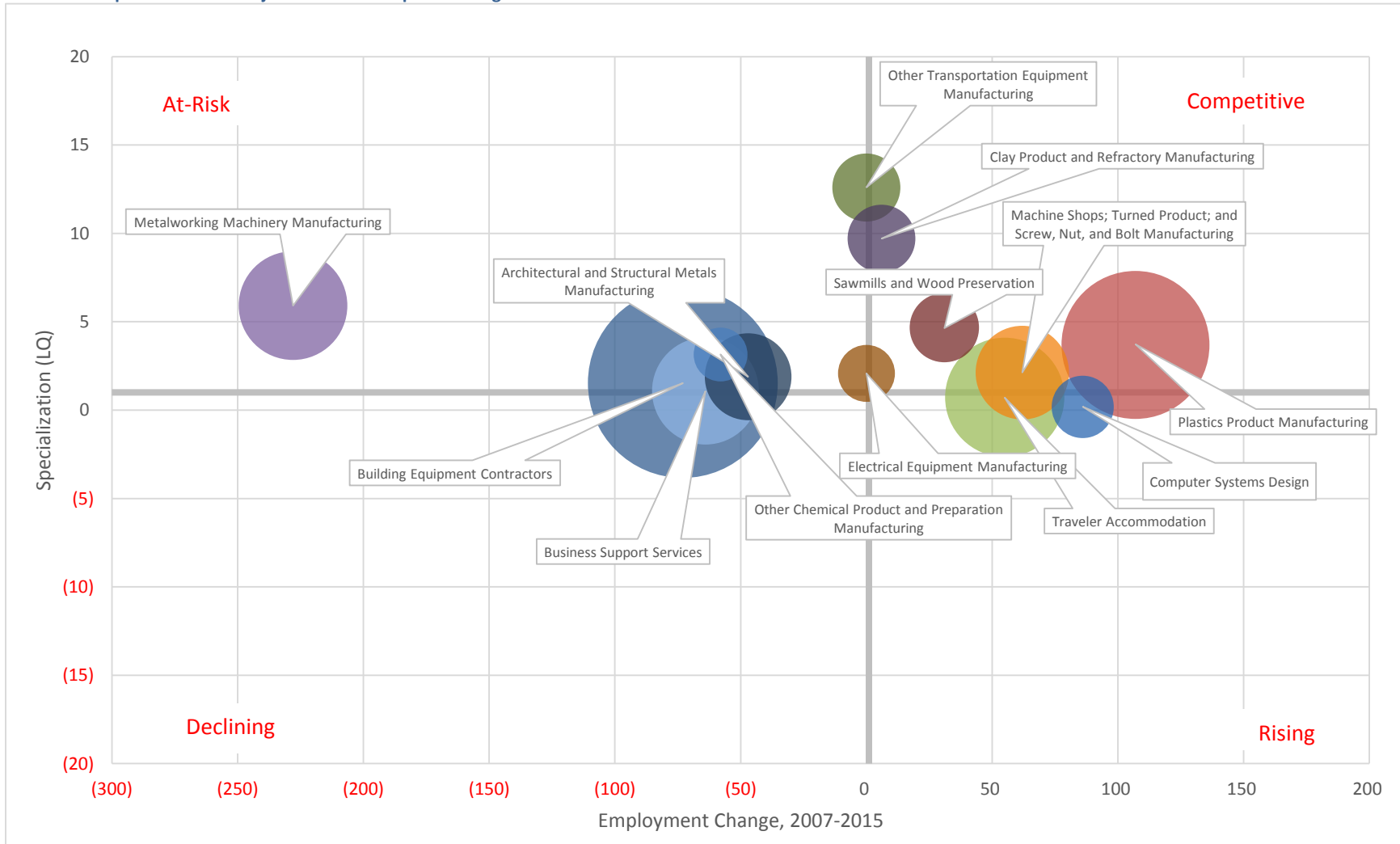
- Electrical Equipment Manufacturing

Figure 33
Shoals Area
Select Business and Industry Groups
Growth and Specialization – Major Business Groups



Source: Economic Modeling Specialist, Younger Associates

Figure 34
Shoals Area
Select Business and Industry Groups
Growth and Specialization – Major Business Groups Excluding Outliers



Note: The three business groups excluded as outliers are Alumina & Aluminum production, Motor Vehicle Parts Mfg& Railroad Rolling Stock Mfg. Without their presence in the chart it is easier to visualize the growth and specialization of other business groups

Source: Economic Modeling Specialist, Younger Associates

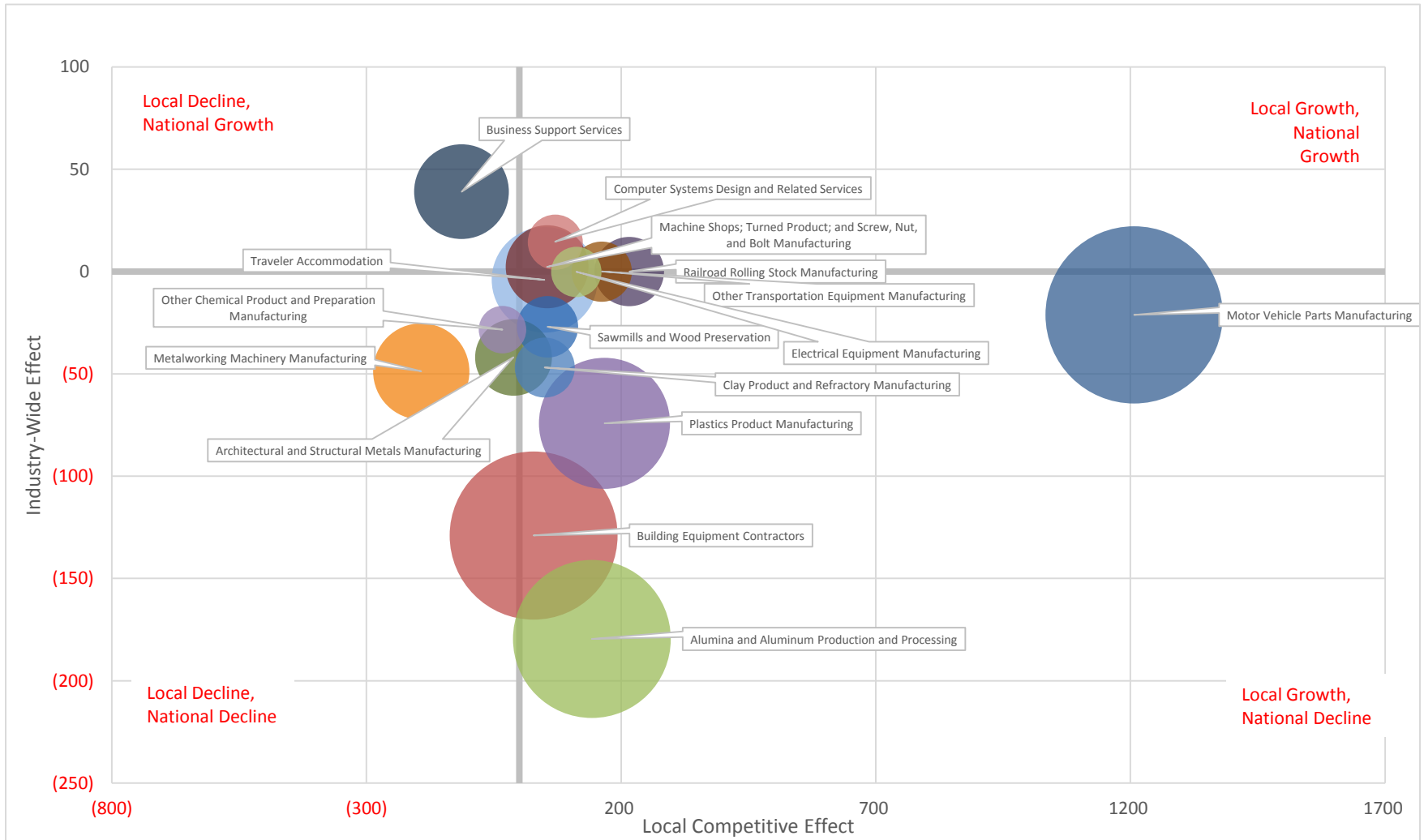
Relative Competitiveness

Measuring relative competitiveness among the select business and industry groups in the Shoals area helps uncover unique local competitive advantages and industry-specific growth. The analysis as illustrated in Figure 35 disaggregates employment change into three effects: national, industry, and local competitive effect. The local competitive effect is the employment change that is not explained by national or industry-wide trends and may indicate unique local competitive advantages (or disadvantages). The analysis does not answer the underlying causes for the growth or decline. Probable underlying causes were examined through data analysis, interviews and focus groups we conducted.

The following groups show local potential for growth due to either local or national competitive effects:

- Business Support Services
- Computer Systems Design
- Machine Shops
- Railroad Rolling Stock Manufacturing
- Other Transportation Equipment Manufacturing
- Motor Vehicle Parts Manufacturing

Figure 35
Shoals Area
Local Vs National Competitive Effect
Select Business and Industry Groups



Source: Economic Modeling Specialist, Younger Associates

Optimal Business and Industry Targets

Optimal targets should provide solid business rationale for firms looking to relocate or expand in the Shoals area. Screening criteria for optimal targets include:

- Competitive wages
- Support or strengthen existing industry groups
- Make use of the location's unique attributes
- Leverage local/national/global trends
- High relative jobs multiplier
- Utilize incumbent occupational skill-sets
- Match area's educational infrastructure and postsecondary completions
- Match the area's capacity and desire for growth and development
- Potential to employ underemployed and unemployed

For each group matching the optimal target screening criteria, the final selected targets had to meet two additional conditions: positive projected employment growth over the next five years and industry-specific earnings greater than or equal to the overall local average.

To find the most compatible and highest growth potential business and industry sectors we further examined the optimal targets at the six-digit NAICS level. This highly detailed screening allowed us to identify the specific groups that could be the most productive targets for recruitment, expansion, or development.

Potential Target Business and Industry Groups

The industry groups list below meet the stated criteria and detailed information regarding their suitability for the Shoals area is provided in the sections that follow.

- Motor Vehicle Parts Manufacturing
- Building Equipment Contractors
- Health Care and Social Assistance
- Other Transportation Equipment Manufacturing and Railroad Rolling Stock Manufacturing
- Plastic Process Manufacturing
- Traveler Accommodation
- Business Support Services
- Computer Systems Design

Additional target groups were added that did not meet all statistic screening requirements. These groups were added because of local competitive factors that were found through qualitative analysis of the Shoals area.

- Chemical Product Manufacturing
- Food Processing
- Alumna and Aluminum Production and Processing
- Electrical Equipment Manufacturing

Primary Targets

The business and industry groups listed in this section of the report meet the screening criteria, make use of the unique attributes of the Shoals area, and have a positive local and national outlook. Recruitment and business development efforts in these target sectors should yield the greatest positive regional economic impact.

Motor Vehicle Parts Manufacturing

The Shoals area has demonstrated a clear competitive advantage in the *Motor Vehicle Parts Manufacturing* industry group. There are clear rationale for the region to continue to pursue this target and for companies to seek to locate in the area.

- Higher relative wage potential for local workers; the target sector has an average annual national wage of \$68,403
- Build on the high level of industry specialization; the percentage of workers in this industry group in the Shoals area is more than six times higher than the percentage national economy
- Positive projected growth; the target sector has a projected ten-year growth of 22,620 jobs
- Excellent proximity customers; there are many automotive assembly plants within a half-day or one-day truck delivery zone surrounding the Shoals area
- Many of these assembly plants are relatively new and are producing vehicles with high consumer demand and positive growth outlook
- Motor Vehicle Parts Manufacturers located in the Shoals area can supply multiple automobile manufacturers
- Cost savings for employers; although the level of specialization is high, the annual average wage for this industry sector in the Shoals area is 32.8% lower than the state average and 63.3% lower than the national average
- Presence of rail and river transportation options



Other Transportation Equipment Manufacturing and Railroad Rolling Stock Manufacturing

These two closely related industry groups should be considered together as both have a similar growth outlook and require similar occupational skills. This industry group comprises establishments primarily engaged in manufacturing transportation equipment (except motor vehicles and parts, aerospace products, ship building, and boat manufacturing). Growth in the Railroad Rolling Stock sector is likely to be sporadic in the U.S. and is combined in this analysis with Other Transportation Equipment because the Shoals area may be attractive to additional investments (expansion) since the high location quotients for these sectors are likely to cause the Shoals area to stand out in location screenings. Railroad Rolling Stock would not be an optimal target on its own, but should be kept in consideration with the larger combined sector.

The Shoals area has clearly demonstrated regional competitive advantages for this industry group beyond national and industry trends.

- The Shoals area level of specialization in these industry groups is very high with an LQ of 12.60 for *Other Transportation Equipment Manufacturing* and an LQ of 19.98 for *Railroad Rolling Stock Manufacturing*, due to the presence of an industry leader in this sector
- The local growth outlook for this combined industry group is strong with ten-year employment growth projected to be 78% and 81% respectively, outperforming the positive national growth outlook
- There is a large potential upside for local wages while still providing cost saving advantages to employers. The Shoals area annual average wage for the *Rolling Stock Manufacturing* sector is 167% lower than the national average
- Access to Rail

Business Support Services

The Shoals Area shows some potential to attract companies in *Business Support Services* group. This group is comprised of establishments engaged in document preparation, call centers, business service centers, collection agencies, credit bureaus, customer service centers, freight transportation arrangement.

The Shoals area has the same proportions of the workforce engaged in this industry as the national average. However, this business sector has lost employment locally since 2007, there are no strong local competitive advantages, and broadband infrastructure to support is currently not comparable to the level of service in cities that are most successful in attracting this business sector. (See broadband rating in Chapter 1)

While the Shoals area could attract standalone operations of this type, it is also logical for manufacturing operations located in the area to add or expand these functions. Also, manufacturers seeking a single location for all U.S. or North American operations may have a significant component of business services within their operations. In other words, proprietary business support services are the segment that are best suited to the Shoals Area. Skilled customer service centers, technical support centers, and logistics centers operated in conjunction with a company's primary operations are more suited to the Shoals area than third-party operations.

The initial goal would be to attract operations to support existing business and industry and building on the existing economic base.

- Employer cost savings; the Shoals area annual average wage for this business group is 16.1% lower than the state average and 34.0% below the national average
- Initially this cost savings could help overcome lack of strong local advantages for this business sector until more specialization and broadband infrastructure is developed
- Willingness of local workforce to pursue occupations in this industry group as an alternative to manufacturing
- Benefits from being close to the labor pool of University of North Alabama students and graduates
- Relatively large local pipeline of youth talent
- Manufacturing and Health Care entities may need *Business Support Services* as they expand and consolidate in the region
- Industry growth outlook is strong with a 10-year national projected growth rate of 19% (184,091 jobs)
- This business group shares some characteristics with *Computer Systems Design and Related Services*, see the following target analysis



Computer Systems Design and Related Services

This industry group comprises establishments primarily engaged in providing expertise in the field of information technologies through one or more of the following activities: 1) writing, modifying, testing, and supporting software to meet the needs of a particular customer; 2) planning and designing computer systems that integrate computer hardware, software, and communication technologies; 3) on-site management and operation of clients' computer systems and/or data processing facilities; and 4) other professional and technical computer-related advice and services.

This is currently a very small sector in the Shoals area economy with a very low degree of specialization. However, this sector has almost doubled in size locally over the past five years. The 10-year national growth outlook is 30% (603,407 jobs).

The *Business Support Services* and *Computer Systems Design* targets are expected to experience strong future growth due to five transformational developments: 1) manufacturers will increasingly rely on IT consultants to design economical computer systems related to just-in-time supply management to reduce in-process inventory and associated carrying costs, 2) the increasing usage of smart-phone devices will cause additional growth for the IT consulting industry 3) traditional professional services will continue to evolve in order to adapt to new technologies and a transforming customer market 4) new and emerging methods of retail electronic payment, including mobile technologies, 5) return to the US of some foreign outsources services due to diminished efficiencies and customer dissatisfaction and 6) increased demand for businesses to manage healthcare and pension plans into compliance with new legislation. Together these forces can create a generous number of opportunities for new start-ups, expansions and relocations.

The development of this industry in the Shoals area will require a coordinated effort among educational institutions, government, and economic development organizations. The driving need for these services will most likely come from existing industry. The presence of advanced manufacturing and health care companies forms a good potential customer base for companies in this industry group.

The Digital Technology Hub envisioned by the University of North Alabama could play a key role in developing a sustainable *Computer Systems Design and Related Services* sector. This sector could be a primary focus of the Shoals Entrepreneurial Center, with UNA and the Center collaborating to provide support, training and guidance to recent college graduates and others looking to establish a business in the Shoals area.

High speed broadband infrastructure is essential. While the national outlook for job growth is strong for this industry group, local job growth in the Shoals area is likely to be slow, at least in the immediate future, due to the current low concentration of employment. However, the Shoals area does offer some potential workforce advantages and the growing importance of this industry group to existing businesses warrant making this group a target.

Metal Working:

This group (as defined for this study) is made up of three closely related sub-sectors. While the national growth outlook for aluminum processing is not strong, it is recommended that it be part of this group. Northwest Shoals Community College and the Muscle Shoals Career Academy have established training programs for this industry group.

Alumina and Aluminum Production and Processing

Due to the long-time presence of a large aluminum processor now operating as Constellium, the Shoals area has a level of specialization 48 times greater than the national economy. The national 10-year employment growth outlook is negative as newer manufacturing processes within the industry reduce the number of worker needed for production. However this industry effect is somewhat offset by new demands for aluminum parts by the automotive industry. There is good upside potential for expansion by existing industry. Constellium anticipates hiring 100-150 workers per year for the next several years and projects that retirement within the local workforce may boost the need for new workers each year even higher.

Machine Shops and Turned Product Manufacturing

This industry sector comprises establishments primarily engaged in operating machine shops which generally machine metal and/or plastic parts and parts of other composite materials on a job or order basis. Establishments here also (1) machine precision turned products; and (2) manufacture metal bolts, nuts, screws, rivets, and other industrial fasteners.

The local and national growth forecasts for this sector are both positive with 25% and 7% growth projections respectively. Wages within this industry sector are among the highest in the Shoals area with the potential for wage growth.

In an economy such as the Shoals area where heavy manufacturing is prevalent, establishments within the Machined Products sector are critical. Access to specialized parts manufacturers is a factor in location and expansion decisions. Maintaining and expanding a healthy Machined Products sector creates local competitive advantages.

Architectural and Structural Steel Manufacturing

This industry sector comprises establishments primarily engaged in manufacturing one or more of the following: (1) prefabricated metal buildings, panels and sections; (2) structural metal products; (3) metal plate work products; and (4) ornamental and architectural metal products.

The local and national growth forecasts for this sector are both positive with 23% and 13% growth projections respectively. Wages within this industry sector are relatively high in the Shoals area, with the potential for wage growth.

These three sub-sectors within the Metal Working group require many of the same skill sets. They also require a workforce that is accustomed to working in an industrial setting. Employers in these sub-sectors will compete for employees so there must be a consistent effort to train workers for industrial and heavy industrial settings.

Other Targets

The business and industry groups listed in this section do not meet all the screening criteria but show some degree of potential for growth in the Shoals area and have most of the characteristics of an optimal target.

Chemical Product Preparation and Manufacturing

Nationally the 10-year employment growth for Chemical Manufacturing is negative. This is due in part to industry effects of higher productivity generating processes. The national demand for chemical products over the past five years has slightly increased. During 2014 there was an increase of 427 Chemical Manufacturing establishments.

While this industry group did not meet the criteria for a primary target, there are local factors that could potentially make the Shoals area attractive to this industry. These business attraction factors include:

- Available water capacity
- Presence of Rail
- An active Port that is being utilized for chemical transport
- A high historic specialization in agricultural chemicals
- Employer input that the Shoals area is a good location for Chemical Processing
- Northwest Shoals Community College recent introduction of a Process Technician training program
- The University of North Alabama's Engineering Technology that will train employees for the entry level positions of Process Engineer, Maintenance Engineer, Project Engineer, Production Scheduler and other related positions with possible concentration in Chemical, Process, Plant Engineering Technology



Agribusiness, Food Processing & Related Technology

The *Agribusiness & Food Processing* industry sector did not meet the initial statistical screening criteria we used in this analysis. However, there a number of substantial advantages the Shoals area offers this industry sector. These advantages are related to existing infrastructure and a history of this industry sector in the area.

- Potential high connectedness to the existing Shoals area economy as demonstrated by relatively high job multipliers
- Small rural community environment could tap into the appeal of niche food manufacturers, as customers demand a more personal local connection to products
- Ability to employ the existing workforce without extensive training
- Rail is present to support the industry
- Port is a key for agricultural inputs and for international exports
- High water capacity is attractive to food processors; and as water becomes more scarce across the U.S. the availability of water will be an even greater advantage for the Shoals area
- National and international growth outlook is strong and generally recession proof
- Emphasis has been shifting to higher value-added products and highly productive processes which allow for higher wages within the industry

Select manufacturing/processor industries in the *Agribusiness, Food Processing & Technology* industry group are expected to experience solid growth driven by demand from: 1) new product innovations that focus on health, 2) increased market for pre-cooked valued-added convenient products, 3) appeal of smaller “non-industrial” niche food producers such as organic and non-genetically-modified foods, and 4) consumer desire to be “closer” to the sources of their food and processors desire to be closer to inputs.

Food processing operations benefit from being close to raw agricultural inputs. While the North Alabama region does not mass produce raw agricultural products at the level of other parts of the country, there is potential for smaller or specialty product operations.

Building Equipment Contractors

This industry group comprises establishments primarily engaged in installing or servicing equipment that forms part of a building mechanical system (e.g., electricity, water, heating, and cooling). The work performed may include new work, additions, alterations, maintenance, and repairs. Contractors installing specialized building equipment, such as elevators, escalators, service station equipment, and central vacuum cleaning systems are also included.

This industry group is projected to grow 20% nationally (438,092 jobs) and 26% locally over the next 10 years. This group is characterized by smaller scale operations and local start-ups rather than large relocations. That is why it is not a primary target for business recruitment efforts. However, this industry group is becoming increasingly important as other industries outsource these services to specialty contractors. The well-established base of large retailers, as well as manufacturers in the Shoals area needs these services. With over 1,260 workers employed in this sector, it is among the largest in the Shoals area.



Health Care & Social Services

Health Care is an important sector in the Shoals area at the two-digit NAICS code industry overview level it is the second largest non-governmental sector of the area economy. It also has the highest degree of specialization and has seen a 27% rate of job growth during 2008-2013. Examining the growth and specialization at the four-digit NAICS level shows that growth has been fueled by specialty hospitals.

While Health Care institutions are not seen as recruitment targets themselves, there are economic and workforce development practices that are vital to continued growth in *Health Care and Social Services*.

- The Shoals area is attractive to retirees and quality health care is important to this population segment.
- The availability of quality health care is a factor in the recruitment of major employers across all business and industry sectors
- Conversely, a vibrant diverse economy is critical to hospitals and physician's groups in attracting medical professionals to the area
- Nationally, economic development entities are increasingly engaged in collaborative efforts with the Health Care industry group
- The Shoals area is developing into a regional hub for health care service
- Local colleges and universities have well established programs to train medical staff

Marginal Target

Electrical Equipment Manufacturing; Plastic Product Manufacturing

The Electric Equipment Manufacturing group comprises establishments primarily engaged in manufacturing power, distribution, and specialty transformers; electric motors, generators, and motor generator sets; switchgear and switchboard apparatus; relays; and industrial controls.

The Plastic Product Manufacturing group comprises establishments primarily engaged in processing new or spent (i.e., recycled) plastics resins into intermediate or final products, using such processes as compression molding; extrusion molding; injection molding; blow molding; and casting. Within most of these industries, the production process is such that a wide variety of products can be made.

While Electrical Equipment has a negative national employment growth outlook and Plastics has a no-growth outlook, these sectors have shown local growth and are projected to continue to grow locally despite the national trend. These industry groups are closely related to Motor Vehicle Parts Manufacturing and Other Transportation Equipment Manufacturing and can be considered subsectors of that primary target. The Shoals area workforce has a higher degree of specialization in these industries than the national economy. Northwest Shoals Community College has a successful track record of training workers for the Plastics industry.

Major Industry Groups Not Targeted

The following Business and Industry Groups that passed the initial screenings but were not included in target groups are listed below along with the rationale for why they are not considered top tier targets.

Metalworking Machinery Manufacturing

There has been a local and national decline in the number of jobs in this industry since 2007. The national jobs forecast projects an additional 14% decline over the next 10 years.

The Shoals Area has a high (5.91) LQ in this industry. Fortunately the occupations employed in this industry sector are in demand by growth industries. Shoals area that workers in this industry can be relatively easily transitioned into other growth industries already in the region.

Important note: If the Shoals area is successful in attracting new business and expansions in the Metal Working group, the demand trend for Metalworking Machinery Manufacturing could reverse.

Sawmills and Wood Preservation

While indicators for this industry sector appear to be positive and there has been local growth in this small sector since the recession beginning in 2007, this sector is not recommended as a recruitment target. It is a complementary industry for the local economy and there is proximity to raw materials but this is not an industry sector characterized by start-ups, relocation, or on-shoring.

Clay Product and Refractory Manufacturing

While there is a high degree of specialization in this industry sector within the Shoals area, local competitive advantages do not appear to be strong enough to outweigh the negative outlook for this industry in the national economy.

Traveler Accommodations/Arts, Entertainment, Recreation & Visitor Industries

The Visitor Industry is a large component in the Shoals area economy. Restaurants and Other Eating Places as a group are the largest employer. To some degree the large retail base in the area requires visitors to support those businesses.

The related *Traveler Accommodation* industry group made the list of selected industry groups for the Shoals due to local competitive advantages, and positive national and local employment growth forecasts.

However, the concentration of employment in this industry group is below the national average with a LQ of 0.72. The wages for the Visitor Industry are low, and particularly low for *Traveler Accommodation*. This sector on its own is not a viable target.

Yet, in other regions of the U.S. we have seen a combination of Arts, *Entertainment, Recreation & Visitor Industries* be treated as a target. The Visitor Industry is expected to continue grow in the United States as retiring baby boomers visit historic and cultural sites during their retirement. An increasing emphasis on outdoor recreation by people of all ages also benefits destinations that accommodate hiking, boating, golfing, hunting and camping.



Activities at the University of North Alabama provide arts and entertainment opportunities. Arts and entertainment are also in keeping with Muscle Shoal's musical history. The vibrant downtown Florence district is also an asset for the Visitor Industry.

There are state, regional and local tourism agencies focused on this industry group. While this report focuses other industry groups that are typically the purview of economic development agencies, we do recognize that a thriving *Arts, Entertainment, Recreation and Visitor Industries* group is helpful in recruiting primary targets and supports a large number of business establishments.



Chapter 7: Workforce Analysis

Summary Results and Key Findings

Study Approach

A labor supply survey was conducted among a statistically valid sample of the Shoals area labor shed population between the ages of 18-65. The labor shed region was found to consist of Colbert, Lauderdale, Franklin and Lawrence counties in Alabama. Commute data from the U.S. Department of Commerce was used to initially determine the labor shed, then the labor shed area was confirmed by the survey.

The survey was conducted in person through field interviews at locations throughout the region. With 932 responses, the number of surveys completed exceeded the target of 800 and provided enough primary data to achieve a confidence factor of 95 percent and a margin of error of ± 3.19 percent

The large survey sample size allows for an accurate extrapolation of the actual number of people who are in the regional labor pool, the number of workers with particular skills, training needs and many other critical workforce factors. The survey was conducted by Younger Associates' experienced team of field research specialists. The survey intercept locations included regional shopping centers, public service offices, sports facilities and a street festival.

This process was able to reach the entire demographic spectrum of age, income, education and occupation. The resulting sample is demographically representative of the regional population. Survey statistics are provided in Tables 35 and 36.

Table 35
Labor Supply Survey Reliability

932	Completed Surveys
95%	Confidence Level
$\pm 3.19\%$	Margin of Error

Table 36
Labor Supply Survey Response Stratification by Locality

County	Total population	Households	% of HH to Total	Target	Completed
Colbert	54,520	22,260	30.4%	243	377
Franklin	31,532	12,437	17.0%	136	150
Lauderdale	92,797	38,458	52.6%	421	385
Subtotal – Core Counties			100.0%	800	912
Other Regional				-	20
Total	330,190	125,803		800	932

Source: Claritas, Younger Associates Labor Supply Survey

Labor Supply Findings

Unemployment statistics understate, in intentional and unintentional ways, the number of people who do not have jobs. To be officially counted in the state and federal workforce statistics as unemployed, a person must have held a paying job, left that job through no fault of their own within the time period allowed for payment of unemployment benefits, registered with the local workforce investment network office, and stayed in touch with that office with proof that they are looking for a job.

Many people without jobs do not meet the criteria to be included in unemployment statistics. Recent high school and post-secondary graduates are not included. People returning to the workforce after extended absences, such as parents and caregivers ready to return to work, are not included. Other examples of potential workers who do not qualify as officially unemployed are people who have relocated into an area, people who never applied for unemployment benefits, most separating military and early retirees who want to return to some type of employment.

The labor supply survey conducted for the Shoals area identifies all these types of workers and provides a count of the total “not employed.” The not employed includes the officially unemployed plus all other working-age people who could potentially be in the workforce. Younger Associates limited the age range of the survey to ages 18 to 65 and did not include recent high school graduates who are seeking higher education.

Table 37
Workforce Status

Employment Status	Total Survey
Employed	86.2%
Not Employed but interested in working	13.8%
Total	100%

Source: Younger Associates Labor Supply Survey

Workforce Component: The Not Employed

Not everyone who is Not Employed is interested in finding a job or seeking immediate employment. The labor supply survey screened for those who are actually interested in finding employment.

The labor supply survey found 13.8% of the potential workforce to be not employed and interested in working. When applied to the working age population this percentage translates to over 15,600 people in the Shoals Area who are not employed as shown in Table 37.

Workforce Component: The Underemployed

Another important component of the workforce is the pool of workers who are underemployed. The underemployed are defined by the Younger Associates analysis to be those who are: currently employed; have been previously successfully employed at a higher skill level job than the one they have now; and would prefer to hold a higher skill-level job now. Another category of this worker pool would be workers who have recently and successfully completed training or certification for a higher skill-level job.

The labor supply survey found 22.9 percent of the Shoals Area labor supply pool to be Underemployed. Employers across the country frequently report that this is the most desirable pool of potential workers. This is because employers view these workers as being motivated to work and having a productive work ethic. Although they have not found a job that matches their skills and training potential, they remain in the workforce.

Workforce Component: Part-Time Employees

Among the people who are employed in the region, almost 18% are employed part-time as shown in Table 38. This includes those who prefer to be employed part-time and those who would prefer full-time work.

Table 38
Full-Time and Part-Time Employment

Employment Type	Total Survey
Full-Time	82.2%
Part-Time	17.8%
Total	100%

Source: Younger Associates Labor Supply Survey

The labor supply survey found that over 47% of the people who are currently employed part-time would prefer to be employed full-time.



These workers are an important component of the labor supply because employers often prefer to hire workers who have proven their reliability through part-time work. These workers may also have gained workplace skills that may not be found among people who have never worked or who have been out of the workplace for a long time.

Hidden Potential Labor Supply

When the components of the labor supply pool are combined, the total Hidden Potential Labor Supply can be seen. Table 39 below shows all the components, including the number of annual graduates from the three higher education institutions in the Shoals Area. In the Shoals Area, employers have a potential labor pool of over 45,451 workers, many with past work experience and training that can be beneficial to employers in key industry groups.

Table 39
Potential Hidden Labor Supply

Employment Status	Shoals Area
Not employed, but interested in working	15,671
Underemployed	19,819
Residents employed part-time, who would prefer full-time employment	8,055
Recent post-secondary graduates	1,906
Total	45,451

Source: Younger Associates Labor Supply Survey

Key Characteristics of the Underemployed and Not Employed, but Interested

Tables 40-43 below show the percentage of workers currently Not Employed but Interested and Underemployed, by key characteristics, in the Shoals labor shed area.

Among the Not Employed, but Interested group, approximately half the group has some education beyond the high school equivalency level as shown in Table 40. This is beneficial to connecting these potential workers to employers.

Table 40
Educational Attainment by Employment Status

	Not Employed, But Interested	Underemployed
Less than High School	14.8%	3.4%
High school graduate or equivalent	37.2%	28.0%
Some college, no degree	26.4%	21.2%
Associates degree or technical certificate	9.3%	11.4%
Bachelors degree	11.5%	27.5%
Postgraduate study, but no degree	0.0%	1.1%
Graduate or Professional degree	0.8%	7.4%
Total	100%	100%

Source: Younger Associates Labor Supply Survey

Among the Not Employed, but Interested component, recent layoff or company closure is the top reason for lack of employment, as shown in Table 41.

Table 41
Top Reasons for Lack of Employment Among Not Employed, but Interested

	Total Survey
Attending school	7.9%
Cannot find job with hours/schedule I need	4.8%
Lack of suitable childcare/dependent care	1.6%
Raising a family	7.9%
Retired	5.6%
Disabled	6.3%
Lack of transportation to work	1.6%
Laid-Off/Company Closure	31.0%
Have applied for jobs, haven't gotten one yet	8.7%
Don't want to be employed outside the home	0.0%
Lack of jobs in area of education or experience	0.8%
Other	23.8%
Total:	100.0%

Source: Younger Associates Labor Supply Survey

Table 42
Not Employed, but Interested Most Frequently Reported Job Skills

Leading Occupational Skills	Total Survey
Manufacturing - Skilled	15.0%
Sales (non-retail)	15.0%
Personal Services	11.8%
Healthcare - Professional	10.5%
Healthcare - Support	5.2%
Computer/IS - Professional	4.6%
Management - Middle	4.6%

Source: Younger Associates Labor Supply Survey

Table 43
Underemployed Most Frequently Reported Job Skills

LEADING OCCUPATIONAL SKILLS	TOTAL SURVEY
Special Trades	8.7%
Healthcare - Technical	8.1%
Education - Professional	7.6%
Installation & Repair	7.0%
Financial Services	5.2%
Management - Entry Level	4.7%
Computer/IS - Support/Tech	4.1%
Office & Administration Support	4.1%
Warehouse/Distribution	4.1%

Source: Younger Associates Labor Supply Survey

Training Preferences Among the Not Employed

For educators and training providers it is helpful to understand the types of training workers would prefer. This helps in planning training capacity, but is even more helpful in preparing to counsel workers to seek training in fields where the success of achieving long-term employment is high. Since a large proportion of respondents don't know what type of training they need, career counseling is critical. Table 44 shows the most frequently reported training desires among the Not Employed, but Interested.

Table 44
Top Training Preferences among Not Employed, But Interested

	Total Survey
Computer - General, Technology	21.4%
Any/Open/Undecided	13.3%
Medical (except nursing)	13.3%
Special Trades	8.3%
Manufacturing	7.1%
Food Prep & Services	4.1%

Source: Younger Associates Labor Supply Survey

While the types of training desired by the Not Employed, but Interested may generally apply to existing and target industry groups in the region, career counseling could help direct trainees to specific areas, which will support economic growth. For example, those seeking training in special trades (which can include electrical, HVAC and maintenance) should be guided to the industrial special trades for the Building Equipment Contractor sector rather than trades that support residential construction.

Evidence from workforce analyses completed in other areas have shown that people seeking general computer training may stop short of the skill level needed to meet current employer requirements. Specifically, trainees may seek to learn basic word processing and other basic functions, but do not reach the skill level to provide more analytical computer skills for the Business Support Services sector.



Other Characteristics of the Labor Supply

Among employed, approximately 13 percent have a second job. Table 45 shows the most frequently reported types of second job. Over half of those reporting a second job are self-employed in that second job.

Table 45
Second-Job Holder Top Occupations

Occupation	Total Survey
Cleaning & Maintenance	10.0%
Leisure/Entertainment	8.2%
Retail Sales & Service	8.2%
Food Prep & Serving	6.7%
Military	6.7%

Source: Younger Associates Labor Supply Survey

Key Workforce Assessment Findings

- The percentage of the workforce that is Not Employed but Interested (13.8%) is lower than we have seen in many other regions. This indicates two positive attributes about the Shoals area: 1) the local economy is robust enough to have absorbed many of the displaced workers from recent layoffs; 2) many more people have accepted underemployment and/or part-time employment rather than remain unemployed, which is an indicator of good work ethic in the region.
- While the absolute number of Not Employed but Interested is relatively low, almost a third of this group is out of work due to a layoff/closure.
- The percentage of workers who are underemployed is higher in the Shoals area (22.9%) than other regions. Typically we see underemployment in the range of 16-18%.
- The average minimum wage sought by the Not Employed but interested is \$11.08 per hour
- Commuting and transportation are not a problem in the Shoals labor shed, with almost 50% commuting less than 15 minutes and 75% commuting less than 29 minutes. Only 1.6% of the Not Employed reported lack of transportation as an issue.
- The Shoals area workforce does not show a strong propensity to change jobs and require a significant pay differential to change jobs.
- Approximately one-third (29.7%) of the survey participants had worked shifts.
- Only 9.8% of the full all survey respondents have earned a Career Readiness (Work Keys) Certificate. Over 30% of the workforce is not aware of the program.

Full tabulated survey results are provided Appendix C.

Labor Yield Tables

Based on primary data from the Workforce Analysis Survey, we have prepared Labor Yield tables for the major target sector groups. These tables show how many qualified workers an employer could expect to hire from the Shoals labor shed area.

Some key assumptions that must be considered when using these tables are:

- The number of qualified applicants is for the top 50 occupations within the industry sector. The top 50 in-demand occupations was determined from national Bureau of Labor Statistics Data. Profiles of the top 50 occupations for each sector is provided in Appendix E.
- The top 50 occupations for many of the target industry sectors overlap. Therefore the labor yield table is a reflection of what an employer could expect if there were no other major hiring events occurring in the Shoals area which required applicants in overlapping occupations.
- An employer within these industry sectors who needed many unskilled workers who fall outside the top 50 in-demand occupations could potentially find more applicants than the tables reveal, as there are generally more unskilled workers than those who have the skills to meet the top in-demand occupations.

The Plastic Products & Electrical Equipment Manufacturing group has the higher local potential labor yield of 645-1076 applicants depending upon the selectivity of the employer. The Computer Systems Design and Related Services sector is has the lowest potential yield of 196-327 applicants.

**Estimated Labor Supply for a
Alumina/Aluminum Production & Processing -
Architectural & Structure Metals Mfg -
Machine Shops; Turned Product; and Screw,
Nut & Bolt Manufacturer**

**4-County Labor Market
Area**

1	Potential underemployment yield	3,656
2	Not employed, but interested in employment	903
3	New labor force entrants	223
4	Total potential applicants	4,783
5	Qualified Applicants for skill mix	2,631
6	Commute Propensity	90.5%
7	Qualified Applicants Willing to Commute	2,381
8	1 in 3 selectivity ratio	794
9	1 in 5 selectivity ratio	476

Source: Calculations by Younger Associates based upon data from BLS, IPEDS, 2015 Labor Study.

Estimated Labor Supply for a Alumina/Aluminum Production & Processing & Architectural & Structure Metals Mfg

4-County Labor Market Area

1	Potential underemployment yield	3,659
2	Not employed, but interested in employment	903
3	New labor force entrants	222
4	Total potential applicants	4,784
5	Qualified Applicants for skill mix	2,631
6	Commute Propensity	90.5%
7	Qualified Applicants Willing to Commute	2,381
8	1 in 3 selectivity ratio	794
9	1 in 5 selectivity ratio	476

Source: Calculations by Younger Associates based upon data from BLS, IPEDS, 2015 Labor Study.

Estimated Labor Supply for a Building Equipment Contractor

4-County Labor Market Area

1	Potential underemployment yield	3,172
2	Not employed, but interested in employment	797
3	New labor force entrants	174
4	Total potential applicants	4,143
5	Qualified Applicants for skill mix	2,279
6	Commute Propensity	90.5%
7	Qualified Applicants Willing to Commute	2,062
8	1 in 3 selectivity ratio	687
9	1 in 5 selectivity ratio	412

Estimated Labor Supply for a Business Support Services Company

4-County Labor Market Area

1	Potential underemployment yield	3,151
2	Not employed, but interested in employment	715
3	New labor force entrants	436
4	Total potential applicants	4,302
5	Qualified Applicants for skill mix	2,151
6	Commute Propensity	90.5%
7	Qualified Applicants Willing to Commute	1,947
8	1 in 3 selectivity ratio	649
9	1 in 5 selectivity ratio	389

Source: Calculations by Younger Associates based upon data from BLS, IPEDS, 2015 Labor Study.

Estimated Labor Supply for a Computer Systems Design & Related Services Company

4-County Labor Market Area

1	Potential underemployment yield	2,055
2	Not employed, but interested in employment	412
3	New labor force entrants	243
4	Total potential applicants	2,711
5	Qualified Applicants for skill mix	1,084
6	Commute Propensity	90.5%
7	Qualified Applicants Willing to Commute	981
8	1 in 3 selectivity ratio	327
9	1 in 5 selectivity ratio	196

Source: Calculations by Younger Associates based upon data from BLS, IPEDS, 2015 Labor Study.

Estimated Labor Supply for a Motor Vehicle Parts Manufacturer

4-County Labor Market Area

1	Potential underemployment yield	3,206
2	Not employed, but interested in employment	734
3	New labor force entrants	165
4	Total potential applicants	4,104
5	Qualified Applicants for skill mix	2,052
6	Commute Propensity	90.5%
7	Qualified Applicants Willing to Commute	1,857
8	1 in 3 selectivity ratio	619
9	1 in 5 selectivity ratio	371

Source: Calculations by Younger Associates based upon data from BLS, IPEDS, 2015 Labor Study.

Estimated Labor Supply for a Manufacturer of Other Chemical Products & Preparation

4-County Labor Market Area

1	Potential underemployment yield	3,415
2	Not employed, but interested in employment	806
3	New labor force entrants	163
4	Total potential applicants	4,384
5	Qualified Applicants for skill mix	1,973
6	Commute Propensity	90.5%
7	Qualified Applicants Willing to Commute	1,786
8	1 in 3 selectivity ratio	595
9	1 in 5 selectivity ratio	357

Source: Calculations by Younger Associates based upon data from BLS, IPEDS, 2015 Labor Study.

Estimated Labor Supply for a Manufacturer of Other Transportation Equipment & Railroad Rolling Stock

		4-County Labor Market Area
1	Potential underemployment yield	3,364
2	Not employed, but interested in employment	788
3	New labor force entrants	285
4	Total potential applicants	4,437
5	Qualified Applicants for skill mix	2,218
6	Commute Propensity	90.5%
7	Qualified Applicants Willing to Commute	2,008
8	1 in 3 selectivity ratio	669
9	1 in 5 selectivity ratio	402

Source: Calculations by Younger Associates based upon data from BLS, IPEDS, 2015 Labor Study.

Estimated Labor Supply for a Plastics Products & Electric Equipment Manufacturer

4-County Labor Market Area

1	Potential underemployment yield	6,054
2	Not employed, but interested in employment	855
3	New labor force entrants	223
4	Total potential applicants	7,132
5	Qualified Applicants for skill mix	3,566
6	Commute Propensity	90.5%
7	Qualified Applicants Willing to Commute	3,227
8	1 in 3 selectivity ratio	1,076
9	1 in 5 selectivity ratio	645

Source: Calculations by Younger Associates based upon data from BLS, IPEDS, 2015 Labor Study.

Chapter 8: Additional Findings and Recommendations

Employers report the Shoals area business environment to be good. They note good support from the Shoals Economic Development Authority and the Chamber. They also note that local government, particularly the mayors, are supportive of businesses in the area.

All employers interviewed reported a good to strong hiring outlook, with current open positions, multiple new openings forecast for the next three to five years and anticipated business growth and expansion. Most employers noted that the labor market is tight and it will be hard for the labor market to keep pace with the number of new jobs they anticipate adding.

Employers report success in attracting job candidates from outside the region. They note that if a candidate can be persuaded to visit the region they are likely to accept a position and move to the region.

Employers report turnover rates in the region are low.

Some employers report that retirement within the workforce continues to create job openings and put pressure on the labor market.

Employers are hesitant to participate in the on-the-job training program through the Career Center that can pay up to \$25,000 per employee. This is not unique to the Shoals area, many employers everywhere perceive that working with a government entity is cumbersome, and most small employers don't have a staff person to direct the effort. However, this underutilized source of funding should continue to be promoted by all entities involved in economic and workforce development.

The University of North Alabama (UNA) has a higher level of community-facing activity than many colleges and universities. UNA has a robust program to assist graduates in finding a career and has a strong commitment to help students who want to stay in the Shoals area. There are untapped opportunities to place managers and computer technicians within the existing manufacturing base, with employers noting they have openings in these areas.

The UNA Digital Technology Hub concept and Innovation Engineering program are supportive to the health care, business services and computer systems design sectors as well as advanced manufacturing. Employers, interviewed as part of this economic adjustment strategy, report that they will find the new Engineering Technology degree to be useful to their operations.

The UNA College of Nursing and the medical pre-professional programs appear to be well aligned with the needs of the regional medical community. The College of Business has moved away from more general business degrees toward more career specific programs and incorporated computer information systems.

Although UNA is community oriented and has a new emphasis on building relationships within the Shoals area, employers are not fully informed about the programs and opportunities under development at the University. While this is a common problem across the country, there are opportunities to improve understanding by having employers on the UNA campus more frequently. UNA should engage with new employers locating in the area as early as possible.

The Shoals area should continue to pursue more high speed broadband internet connectivity. Median upload and download speeds in the area are much lower than the national median speeds according to data from the National Telecommunications and Information Administration. There are efforts underway by the Chamber, UNA, and local governments to bring higher speed service to the area. These efforts to get high speed service throughout the Florence MSA should be unified remain a priority. Reliable high speed broadband access is necessary for the health care sector, as well as the target sectors of business services and computer systems design.

Downtown Florence has the characteristics that attract software developers and other tech entrepreneurs. The downtown area is vibrant, has unique local business and is near the University of North Alabama Campus. There are opportunities to locate offices and residences above street-level retail. The typical computer systems design company is a “boutique” operation with fewer than 20 staff members on site, and a complement of other developers who work remotely.

Northwest Shoals Community College (NWSCC) achieves a very high placement rate for all industrial technology programs. Examples of programs that employers noted as being in direct alignment with their needs include injection molding, instrumentation and the new process technician program. The process technician program was developed based on employer needs for technicians who are proficient across several common manufacturing processes.

NWSCC does report difficulty in recruiting enough students to fill the programs with the highest demand. Dual credit programs and programs such as robotics which help attract high school students have increased enrollment in the programs to some degree. However there is a continuing need to do personal recruitment in the schools. Recruiting is an area where more community resources would be helpful. The Shoals Chamber Summer Institute is a good example of community initiatives that can boost enrollment in key career pathway programs but the program needs consistent funding.

NWSCC is hampered by state regulations that all teachers/instructors across all programs are paid on the same scale. The competition for industrial technology instructors is strong, so the ability to pay salaries that match private employers is needed. If state rules cannot be changed, a private fund could be developed to supplement wages and allow the college to recruit more instructors and increase capacity in key high-demand programs.

NWSCC has advisory boards for its industrial programs which are put together by the instructors. These boards could be strengthened by adding representatives from new companies and bringing on first-line production supervisors who have the most familiarity with skill requirements.

The Director of Training for Existing Industry for NWSCC is a key position for identifying the needs of employers and customizing training so that students are given skill sets that match the needs of the workplace. Navistar, Freightcar and North American Lighting have all taken advantage of personalized training programs developed for them by NWSCC. Resources should continue to be focused on training for existing industry.

The Muscle Shoals Career Academy (MSCA) has almost tripled in enrollment since 2009 and for 2014-2015 served 1,130 students. MSCA career and technical programs are focused on credentialing. The Pathfinder Alabama program, that places students in paid internships, has shown success. The MSCA facilities and equipment are very good. There should be more collaboration among high schools in the Shoals area in utilizing MSCA. MSCA and NWSCC should continue dual enrollment and expand dual enrollment opportunities as much as possible.

The Port of Florence is an asset to several existing industries and provides import/export capabilities with the top current international origins and destinations being Canada, Venezuela and Russia.

The Shoals Manufacturing Association supported by SEDA was cited as a helpful organization and good avenue for sharing workforce development and training program information between employers and training providers.

All training providers should review the occupations in demand by existing employers and by the targeted industry sectors listed in this report. Appendix E provides the top 50 occupations for each major industry sector in the Shoals area. Many of the occupations in demand are among are needed by multiple industry sectors.

The occupations in demand by all local major sectors and targets have been compiled and a list of the resulting 181 occupations provided on the following pages of this report. The list contains live links that take the user to databases containing information about the specific skills, education and training required for each occupation.

Top Occupations for Shoals Area Primary and Other Target Industries

Occupation code (Click on the occupation code to view skills and training)	Occupation title (click on the occupation title to view an occupational profile)
11-2021	Marketing Managers
11-2022	Sales Managers
11-3011	Administrative Services Managers
11-3021	Computer and Information Systems Managers
11-3031	Financial Managers
11-3051	Industrial Production Managers
11-3061	Purchasing Managers
11-9021	Construction Managers
11-9041	Architectural and Engineering Managers
11-9199	Managers, All Other
11-1011	Chief Executives
11-1021	General and Operations Managers
13-1023	Purchasing Agents, Except Wholesale, Retail, and Farm Products
13-1051	Cost Estimators
13-1071	Human Resources Specialists
13-1081	Logisticians
13-1111	Management Analysts
13-1151	Training and Development Specialists
13-1161	Market Research Analysts and Marketing Specialists
13-1199	Business Operations Specialists, All Other
13-2011	Accountants and Auditors
13-2051	Financial Analysts
15-1111	Computer and Information Research Scientists
15-1121	Computer Systems Analysts
15-1122	Information Security Analysts
15-1131	Computer Programmers
15-1132	Software Developers, Applications
15-1133	Software Developers, Systems Software
15-1134	Web Developers
15-1141	Database Administrators
15-1142	Network and Computer Systems Administrators

Occupation code (Click on the occupation code to view skills and training)	Occupation title (click on the occupation title to view an occupational profile)
15-1143	Computer Network Architects
15-1151	Computer User Support Specialists
15-1152	Computer Network Support Specialists
15-1199	Computer Occupations, All Other
15-2031	Operations Research Analysts
17-2041	Chemical Engineers
17-2051	Civil Engineers
17-2061	Computer Hardware Engineers
17-2071	Electrical Engineers
17-2072	Electronics Engineers, Except Computer
17-2112	Industrial Engineers
17-2131	Materials Engineers
17-2141	Mechanical Engineers
17-2199	Engineers, All Other
17-3011	Architectural and Civil Drafters
17-3012	Electrical and Electronics Drafters
17-3013	Mechanical Drafters
17-3023	Electrical and Electronics Engineering Technicians
17-3026	Industrial Engineering Technicians
17-3027	Mechanical Engineering Technicians
19-2031	Chemists
19-4031	Chemical Technicians
23-2091	Court Reporters
27-1024	Graphic Designers
27-3042	Technical Writers
29-9011	Occupational Health and Safety Specialists
31-9094	Medical Transcriptionists
33-9032	Security Guards
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners
37-3011	Landscaping and Groundskeeping Workers
41-1011	First-Line Supervisors of Retail Sales Workers
41-1012	First-Line Supervisors of Non-Retail Sales Workers

Occupation code (Click on the occupation code to view skills and training)	Occupation title (click on the occupation title to view an occupational profile)
41-2021	Counter and Rental Clerks
41-2031	Retail Salespersons
41-3099	Sales Representatives, Services, All Other
41-4011	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products
41-9031	Sales Engineers
41-9041	Telemarketers
43-1011	First-Line Supervisors of Office and Administrative Support Workers
43-2011	Switchboard Operators, Including Answering Service
43-3011	Bill and Account Collectors
43-3021	Billing and Posting Clerks
43-3031	Bookkeeping, Accounting, and Auditing Clerks
43-3051	Payroll and Timekeeping Clerks
43-4041	Credit Authorizers, Checkers, and Clerks
43-4051	Customer Service Representatives
43-4071	File Clerks
43-4111	Interviewers, Except Eligibility and Loan
43-4151	Order Clerks
43-4171	Receptionists and Information Clerks
43-5032	Dispatchers, Except Police, Fire, and Ambulance
43-5061	Production, Planning, and Expediting Clerks
43-5071	Shipping, Receiving, and Traffic Clerks
43-5081	Stock Clerks and Order Fillers
43-6011	Executive Secretaries and Executive Administrative Assistants
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
43-9021	Data Entry Keyers
43-9022	Word Processors and Typists
43-9051	Mail Clerks and Mail Machine Operators, Except Postal Service
43-9061	Office Clerks, General
43-9071	Office Machine Operators, Except Computer

Occupation code (Click on the occupation code to view skills and training)	Occupation title (click on the occupation title to view an occupational profile)
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers
47-2011	Boilermakers
47-2031	Carpenters
47-2061	Construction Laborers
47-2073	Operating Engineers and Other Construction Equipment Operators
47-2111	Electricians
47-2132	Insulation Workers, Mechanical
47-2151	Pipelayers
47-2152	Plumbers, Pipefitters, and Steamfitters
47-2211	Sheet Metal Workers
47-2221	Structural Iron and Steel Workers
47-2231	Solar Photovoltaic Installers
47-3013	Helpers--Electricians
47-3015	Helpers--Pipelayers, Plumbers, Pipefitters, and Steamfitters
47-4021	Elevator Installers and Repairers
49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers
49-2011	Computer, Automated Teller, and Office Machine Repairers
49-2022	Telecommunications Equipment Installers and Repairers, Except Line Installers
49-2093	Electrical and Electronics Installers and Repairers, Transportation Equipment
49-2094	Electrical and Electronics Repairers, Commercial and Industrial Equipment
49-2097	Electronic Home Entertainment Equipment Installers and Repairers
49-2098	Security and Fire Alarm Systems Installers
49-3043	Rail Car Repairers
49-9011	Mechanical Door Repairers
49-9021	Heating, Air Conditioning, and Refrigeration Mechanics and Installers
49-9041	Industrial Machinery Mechanics
49-9043	Maintenance Workers, Machinery
49-9044	Millwrights
49-9051	Electrical Power-Line Installers and Repairers
49-9052	Telecommunications Line Installers and Repairers

Occupation code (Click on the occupation code to view skills and training)	Occupation title (click on the occupation title to view an occupational profile)
49-9071	Maintenance and Repair Workers, General
49-9098	Helpers--Installation, Maintenance, and Repair Workers
51-1011	First-Line Supervisors of Production and Operating Workers
51-2021	Coil Winders, Tapers, and Finishers
51-2022	Electrical and Electronic Equipment Assemblers
51-2023	Electromechanical Equipment Assemblers
51-2031	Engine and Other Machine Assemblers
51-2041	Structural Metal Fabricators and Fitters
51-2091	Fiberglass Laminators and Fabricators
51-2092	Team Assemblers
51-2099	Assemblers and Fabricators, All Other
51-4011	Computer-Controlled Machine Tool Operators, Metal and Plastic
51-4012	Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic
51-4021	Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic
51-4022	Forging Machine Setters, Operators, and Tenders, Metal and Plastic
51-4023	Rolling Machine Setters, Operators, and Tenders, Metal and Plastic
51-4031	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic
51-4032	Drilling and Boring Machine Tool Setters, Operators, and Tenders, Metal and Plastic
51-4033	Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal & Plastic
51-4034	Lathe and Turning Machine Tool Setters, Operators, and Tenders, Metal and Plastic
51-4035	Milling and Planing Machine Setters, Operators, and Tenders, Metal and Plastic
51-4041	Machinists
51-4051	Metal-Refining Furnace Operators and Tenders
51-4052	Pourers and Casters, Metal
51-4072	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic
51-4081	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic

Occupation code (Click on the occupation code to view skills and training)	Occupation title (click on the occupation title to view an occupational profile)
51-4111	Tool and Die Makers
51-4121	Welders, Cutters, Solderers, and Brazers
51-4122	Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders
51-4191	Heat Treating Equipment Setters, Operators, and Tenders, Metal and Plastic
51-4192	Layout Workers, Metal and Plastic
51-4193	Plating and Coating Machine Setters, Operators, and Tenders, Metal and Plastic
51-4199	Metal Workers and Plastic Workers, All Other
51-5112	Printing Press Operators
51-6031	Sewing Machine Operators
51-6091	Extruding and Forming Machine Setters, Operators, and Tenders, Synthetic and Glass Fibers
51-8091	Chemical Plant and System Operators
51-9011	Chemical Equipment Operators and Tenders
51-9012	Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders
51-9022	Grinding and Polishing Workers, Hand
51-9023	Mixing and Blending Machine Setters, Operators, and Tenders
51-9032	Cutting and Slicing Machine Setters, Operators, and Tenders
51-9041	Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers
51-9111	Packaging and Filling Machine Operators and Tenders
51-9121	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders
51-9122	Painters, Transportation Equipment
51-9191	Adhesive Bonding Machine Operators and Tenders
51-9198	Helpers--Production Workers
51-9199	Production Workers, All Other
53-3032	Heavy and Tractor-Trailer Truck Drivers
53-3033	Light Truck or Delivery Services Drivers
53-7021	Crane and Tower Operators
53-7051	Industrial Truck and Tractor Operators
53-7061	Cleaners of Vehicles and Equipment



Occupation code (Click on the occupation code to view skills and training)	Occupation title (click on the occupation title to view an occupational profile)
53-7062	Laborers and Freight, Stock, and Material Movers, Hand
53-7063	Machine Feeders and Offbearers
53-7064	Packers and Packers, Hand

Appendices

A. 2013 Florence Metropolitan Statistical Area Industry Details

Highly specialized industries (location quotients greater than 1.2) and high relative earnings (above \$49,808, the national average earnings per worker) are highlighted in **green**.

Industry	2013 Jobs	Five-Year Change	Location	Average Annual Earnings
Utilities	24	(1)	0.11	\$41,548
Utilities	24	(1)	0.11	\$41,548
Construction	2,794	(490)	1.24	\$44,273
Construction of buildings	510	(222)	1.03	\$44,056
Heavy and civil engineering construction	625	(3)	1.86	\$51,996
Specialty trade contractors	1,659	(265)	1.17	\$41,431
Manufacturing	9,192	1632	1.98	\$43,166
Wood product manufacturing	508	49	3.72	\$37,500
Printing and related support activities	75	(23)	0.43	\$26,335
Chemical manufacturing	303	(20)	0.99	\$59,819
Plastics and rubber products manufacturing	866	36	3.41	\$43,260
Fabricated metal product manufacturing	632	(67)	1.15	\$46,149
Machinery manufacturing	708	(101)	1.66	\$41,424
Furniture and related product manufacturing	487	(111)	3.52	\$31,681
Miscellaneous manufacturing	305	48	1.37	\$26,384
Wholesale trade	2,003	(523)	0.90	\$40,665
Merchant wholesalers, durable goods	923	(172)	0.83	\$46,035
Merchant wholesalers, nondurable goods	995	(339)	1.30	\$32,230
Electronic markets and agents and brokers	85	(12)	0.25	\$80,944
Retail Trade	7,878	7	1.35	\$24,657

Industry	2013 Jobs	Five-Year Change	Location	Average Annual Earnings
Motor vehicle and parts dealers	1,024	42	1.48	\$36,683
Furniture and home furnishings stores	153	(22)	0.89	\$21,316
Electronics and appliance stores	255	(56)	1.35	\$34,214
Building material and garden supply stores	745	4	1.61	\$26,463
Food and beverage stores	868	(144)	0.77	\$17,356
Health and personal care stores	625	86	1.60	\$40,377
Gasoline stations	615	28	1.85	\$15,550
Clothing and clothing accessories stores	549	(119)	1.02	\$17,496
Sporting goods, hobby, book and music stores	343	37	1.48	\$19,433
General merchandise stores	2,123	77	1.78	\$19,379
Miscellaneous store retailers	316	(10)	1.01	\$25,848
Non-store retailers	262	83	1.47	\$36,430
Transportation and Warehousing	644	(155)	0.39	\$38,754
Truck transportation	193	(125)	0.36	\$32,798
Information	427	(131)	0.41	\$36,011
Telecommunications	114	(118)	0.35	\$59,721
Finance and Insurance	1,674	110	0.77	\$46,555
Credit intermediation and related activities	1,221	127	1.21	\$40,721
Real Estate and Rental and Leasing	426	(112)	0.55	\$28,670
Professional and Technical Services*	1,022	(86)	0.33	\$43,777
Professional and Technical Services*	1,022	(86)	0.33	\$43,777
Management of Companies and Enterprises*	183	100	0.23	\$56,007
Management of Companies and Enterprises*	183	100	0.23	\$56,007
Administrative and Waste Services	2,144	(621)	0.67	\$23,088
Educational Services	317	(33)	0.31	\$19,869
Educational Services	317	(33)	0.31	\$19,869

Industry	2013 Jobs	Five-Year Change	Location	Average Annual Earnings
Health Care and Social Assistance	5,948	1265	0.88	\$41,086
Ambulatory health care services	2,655	(50)	1.06	\$54,294
Nursing and residential care facilities	1,311	(19)	1.05	\$25,690
Arts, Entertainment, and Recreation	410	16	0.52	\$14,168
Amusements, gambling, and recreation	382	34	0.68	\$14,010
Accommodation and Food Services	5,376	242	1.14	\$13,146
Accommodation	491	22	0.69	\$17,519
Food services and drinking places	4,885	220	1.22	\$12,707
Other Services, except Public Administration	1,252	(226)	0.78	\$26,159
Repair and maintenance	476	(107)	1.02	\$34,856
Personal and laundry services	459	(78)	0.89	\$22,214
Membership associations and organizations	216	(25)	0.42	\$21,054
Private households	101	(15)	0.96	\$14,013
Government	9,757	(1929)	1.20	\$42,757
Federal Government	1,168	(313)	1.09	\$77,972
State Government	1,828	(97)	1.04	\$42,478
Local Government	6,761	(1519)	1.28	\$36,748
Total	51,794	(931)		\$35,186

**2008 data were not reported for this group, so 2009 data are used.*

Source: Bureau of Labor Statistics, Garner Economics

B. 2013 Florence Metropolitan Statistical Area Occupational Details: Leading Occupational Categories

Highly specialized occupations (location quotient greater than 1.20) and high relative earnings (above \$22.33, the national average hourly wage) are highlighted in green.

Occupation	2013 Jobs	Five-Year Change	LQ	Median Hourly Earnings
Management Occupations	1580	(170)	0.62	\$40.82
Chief Executives	40	(40)	0.43	\$100.00+
General and Operations Managers	670	(120)	0.87	\$44.98
Sales Managers	60	20	0.43	\$26.88
Financial Managers	90	10	0.48	\$49.99
Industrial Production Managers	80	40	1.30	\$44.79
Construction Managers	50	(50)	0.55	\$35.47
Food Service Managers	100	40	1.32	\$25.37
Medical and Health Services Managers	60	0	0.48	\$45.19
Managers, All Other	40	0	0.28	\$41.59
Business and Financial Operations Occupations	1,130	220	0.43	\$24.09
Purchasing Agents, Except Wholesale, Retail, and Farm Products	90	20	0.79	\$22.14
Cost Estimators	60	0	0.78	\$22.95
Business Operations Specialists, All Other	50	(20)	0.13	\$34.66
Accountants and Auditors	310	30	0.68	\$25.52
Loan Officers	110	10	0.91	\$27.86
Computer and Mathematical Occupations	280	30	0.19	\$27.37
Architecture and Engineering Occupations	700	210	0.75	\$30.97
Civil Engineers	100	30	0.96	\$32.74
Electrical Engineers	40	(10)	0.66	\$42.74
Mechanical Engineers	140	80	1.36	\$37.69
Architectural and Civil Drafters	30	(10)	0.98	\$20.06
Life, Physical, and Social Science Occupations	170	70	0.37	\$22.66
Community and Social Service Occupations	370	(280)	0.50	\$19.19

Occupation	2013 Jobs	Five-Year Change	LQ	Median Hourly Earnings
Educational, Guidance, School, and Vocational Counselors	70	(20)	0.75	\$28.04
Child, Family, and School Social Workers	100	20	0.89	\$17.90
Healthcare Social Workers	60	(20)	1.15	\$21.19
Legal Occupations	200	(20)	0.50	\$18.16
Lawyers	50	(80)	0.22	\$35.29
Education, Training, and Library Occupations	3,350	180	1.02	\$19.09
Arts, Design, Entertainment, Sports, and Media Occupations	310	(20)	0.45	\$13.74
Healthcare practitioners and technical occupations	3,510	30	1.15	\$20.37
Registered Nurses	1130	(200)	1.08	\$22.51
Dental Hygienists	140	10	1.83	\$20.25
Healthcare support occupations	1610	90	1.05	\$10.56
Protective Service Occupations	880	130	0.69	\$14.69
Food Preparation and Serving-Related Occupations	5,020	70	1.07	\$8.67
First-Line Supervisors of Food Preparation and Serving Workers	510	(10)	1.53	\$12.23
Cooks, Restaurant	470	90	1.13	\$9.25
Food Preparation Workers	430	50	1.34	\$8.57
Building and Grounds Cleaning and Maintenance Occupations	1,450	30	0.86	\$10.35
First-Line Supervisors of Housekeeping and Janitorial Workers	40	(20)	0.67	\$15.26
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	660	0	0.80	\$10.53
Maids and Housekeeping Cleaners	270	(50)	0.74	\$8.72
Landscaping and Grounds Keeping Workers	340	220	1.02	\$10.05
Personal Care and Service Occupations	1140	310	0.73	\$8.98
Child care workers	160	(60)	0.69	\$8.58
Sales and Related Occupations	6,740	260	1.22	\$9.78
First-line supervisors/managers of retail sales workers	930	80	1.95	\$17.11
Cashiers	2240	130	1.71	\$8.67
Retail Salespersons	2,210	120	1.26	\$9.57

Occupation	2013 Jobs	Five-Year Change	LQ	Median Hourly Earnings
Sales Representatives, Services, All Other	80	40	0.28	\$17.18
Sales representatives, wholesale and manufacturing, except technical and scientific products	500	(140)	0.92	\$19.77
Office and Administrative Support Occupations	7,760	(760)	0.92	\$12.39
First-Line Supervisors of Office and Administrative Support Workers	480	(60)	0.89	\$20.29
Billing and Posting Clerks	230	90	1.20	\$13.96
Customer Service Representatives	880	110	0.94	\$11.33
Hotel, Motel, and Resort Desk Clerks	90	(60)	0.97	\$8.77
Receptionists and Information Clerks	370	(60)	0.97	\$10.43
Production, Planning, and Expediting Clerks	80	20	0.73	\$21.47
Shipping, Receiving, and Traffic Clerks	230	(60)	0.85	\$12.77
Stock Clerks and Order Fillers	640	(580)	0.91	\$9.79
Medical Secretaries	110	(80)	0.56	\$13.54
Secretaries and Administrative Assistants, Except Legal, Medical & Exec.	1230	90	1.45	\$13.14
Farming, Fishing, and Forestry Occupations	80	(90)	0.48	\$14.41
Construction and Extraction Occupations	2,320	130	1.16	\$16.44
First-Line Supervisors of Construction Trades and Extraction Workers	230	30	1.27	\$24.21
Construction Laborers	380	270	1.18	\$11.35
Electricians	280	20	1.32	\$23.09
Installation, Maintenance, and Repair Occupations	2,580	360	1.28	\$20.37
First-Line Supervisors of Mechanics, Installers, and Repairers	220	20	1.32	\$30.28
Automotive Service Technicians and Mechanics	220	(20)	0.91	\$16.67
Bus and Truck Mechanics and Diesel Engine Specialists	90	(30)	0.94	\$18.65
Industrial Machinery Mechanics	420	210	3.47	\$24.10
Production Occupations	6,880	790	2.00	\$14.02
First-Line Supervisors of Production and Operating Workers	440	130	1.95	\$25.93
Computer-Controlled Machine Tool Operators, Metal and Plastic	70	(40)	1.29	\$15.35

Occupation	2013 Jobs	Five-Year Change	LQ	Median Hourly Earnings
Machinists	380	190	2.47	\$27.99
Tool and Die Makers	50	(70)	1.47	\$16.81
Transportation and Material Moving Occupations	3,910	(250)	1.11	\$11.38
First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators	90	0	1.22	\$24.27
Heavy and Tractor-Trailer Truck Drivers	520	(80)	0.83	\$15.00
Industrial Truck and Tractor Operators	340	40	1.70	\$17.71
Laborers and Freight, Stock, and Material Movers, Hand	1180	(80)	1.32	\$9.67
Packers and Packagers, Hand	290	140	1.11	\$10.43
Total	51,990	1,340		\$13.08

** Exact figures for occupations with median earnings in excess of \$100.00 are not reported.
Source: Bureau of Labor Statistics, Garner Economics*

Shoals Area Workforce Survey

Full Survey

Section A: Current Employment

Are you currently employed?

	Total Survey
Yes	86.2%
No	13.8%
Total:	100%

Which statement best describes your usual employment?

	Total Survey
Full-time	82.2%
Part-time	17.8%
Total:	100%

If you are employed less than full-time, year-round, would you prefer full-time employment?

	Total Survey
Yes	47.1%
No	52.9%
Total:	100%

For your primary job, are you self-employed?

	Total Survey
Yes	11.4%
No	88.6%
Total:	100%

How long have you worked for your current employer

	Total Survey
Less than 2 years	25.3%
2-5 Years	30.9%
6-10 Years	20.0%
11-20 Years	15.0%
More than 20 years	8.8%
Total:	100%

Shoals Area Workforce Survey

Full Survey

Describe the nature/type of your primary employer.

	Total Survey
Agriculture	2.3%
Construction/Special Trades	5.3%
Education Services	10.4%
Financial Services	4.5%
Food Services & Drinking Places	6.5%
Government - Local	1.6%
Government - State	0.6%
Government - Federal	0.5%
Health Services	12.3%
Information/Telecommunications	0.3%
Leisure & Hospitality	1.8%
Manufacturing	15.9%
Military	0.4%
Mining/Extraction, Oil	0.0%
Personal, Services	7.4%
Professional & Business Services	7.3%
Retail Trade	15.3%
Transportation	2.8%
Utilities	2.3%
Warehouse	2.0%
Wholesale Trade	0.5%
All Other	0.0%
Total:	100%

Shoals Area Workforce Survey

Full Survey

What is your job at this company?

	Total Survey
Architecture & Engineering	2.3%
Business/Professional Services	0.4%
Child Care	0.5%
Cleaning & Maintenance	3.9%
Computer/IS - Professional	0.3%
Computer/IS - Support/Tech	0.5%
Construction	2.0%
Customer Services	6.1%
Education - Professional	5.4%
Education - Support	1.5%
Farming, Fishing & Forestry	0.8%
Financial Services	2.3%
Food Prep & Serving	4.5%
Healthcare - Professional	3.0%
Healthcare - Technical	4.0%
Healthcare - Support	1.2%
Information/Media	0.3%
Installation & Repair	1.2%
Legal	0.6%
Leisure/Entertainment	0.5%
Management - Entry Level	4.3%
Management - Middle	7.6%
Management - Upper	6.6%
Manufacturing - Highly Skilled	0.8%
Manufacturing - Production (unskilled)	3.0%
Manufacturing - Skilled	6.1%
Military	0.1%
Mining/Extraction	0.0%
Office & Administration Support	5.9%
Personal Services	3.0%
Physical Science	0.1%
Protective Services	2.6%
Retail Sales & Service	4.8%
Sales (non-retail)	1.0%
Social Services	2.5%
Special Trades	2.9%
Transportation & Material Moving	3.9%
Utilities	1.2%
Warehouse/Distribution	2.3%
Other	0.0%
Total:	100%

Shoals Area Workforce Survey

Full Survey

How long is your one-way commute from your home to your primary job?

	Total Survey
Less than 15 minutes	49.1%
15-29 minutes	25.5%
30-44 minutes	9.3%
45-59 minutes	4.8%
1 hr to 1 hr, 29 min.	1.3%
1 hr, 30 min or more	0.8%
Work from home	1.9%
Varies	7.3%
Total:	100%

How are you paid?

	Total Survey
Hourly	67.5%
Salary	25.7%
Commission	5.6%
Other	1.2%
Total:	100.0%

Please indicate your current annual pay, including overtime:

	Total Survey
Less than \$15,000	19.5%
\$15,000-\$24,999	18.5%
\$25,000-\$34,999	18.9%
\$35,000-\$49,999	17.2%
\$50,000-\$74,999	13.1%
\$75,000-\$99,999	4.9%
\$100,000-\$124,999	2.0%
Over \$125,000	2.1%
Would not indicate	3.8%
Total:	100%

If Hourly: How much more money would a similar job have to pay per hour for you to change jobs?

	Total Survey
Additional Minimum	\$ 520
Additional Maximum	\$ 40,000
Additional Average	\$ 8,658
Calculated Hourly Rate (average)	\$ 4.16

Shoals Area Workforce Survey

Full Survey

Please indicate if you would change jobs.

	Total Survey
Would not change	80.9%
Would change	19.1%
Total:	100%

Reasons hourly employees would change jobs:

	Total Survey
Higher pay	82.8%
Same amount as current job	0.8%
Better/More benefits	2.9%
Closer to home	5.8%
Better/Different job	0.2%
All other	7.5%
Total:	100%

Do you have a second job?

	Total Survey
Yes	12.7%
No	87.3%
Total:	100%

Shoals Area Workforce Survey

Full Survey

IF YES, please describe this job.

	Total Survey
Architecture & Engineering	1.7%
Business/Professional Services	1.7%
Child Care	0.0%
Cleaning & Maintenance	10.0%
Computer/IS - Professional	0.0%
Computer/IS - Support/Tech	0.0%
Construction	5.0%
Customer Services	3.3%
Education - Professional	0.0%
Education - Support	1.7%
Farming, Fishing & Forestry	5.0%
Financial Services	5.0%
Food Prep & Serving	6.7%
Healthcare - Professional	1.7%
Healthcare - Technical	5.0%
Healthcare - Support	1.7%
Information/Media	0.0%
Installation & Repair	5.0%
Legal	0.0%
Leisure/Entertainment	8.2%
Management - Entry Level	1.7%
Management - Middle	0.0%
Management - Upper	0.0%
Manufacturing - Highly Skilled	0.0%
Manufacturing - Production (unskilled)	0.0%
Manufacturing - Skilled	0.0%
Military	6.7%
Mining/Extraction	0.0%
Office & Administration Support	1.7%
Personal Services	3.3%
Physical Science	0.0%
Protective Services	1.7%
Retail Sales & Service	8.2%
Sales (non-retail)	1.7%
Social Services	5.0%
Special Trades	1.7%
Transportation & Material Moving	3.3%
Utilities	0.0%
Warehouse/Distribution	3.3%
All Other	0.0%
Total:	100.0%



Shoals Area Workforce Survey

Full Survey

Are you self-employed in your second job?

	Total Survey
Yes	52.5%
No	47.5%
Total:	100%

Would you be interested in receiving training to acquire new job skills?

	Total Survey
Yes	36.2%
No	63.8%
Total:	100.0%

Shoals Area Workforce Survey

Full Survey

If yes, please indicate two jobs for which you would most like training:

	Total Survey
Any/Open/Undecided	8.3%
Agriculture, Forestry, Landscaping, Wildlife	0.0%
Auto Mechanic/Auto Body	5.1%
Business, Counseling, Engineering, Law, Paralegal, Criminal Justice	5.8%
Child Care, Caregiver	1.9%
Computer - General, Technology	12.6%
Computer - Specialized, Data entry, Drafting	3.8%
Construction	2.6%
Cosmetology	0.3%
Customer Service	0.6%
Education	3.8%
Electronics/Electrical, Electrician	1.9%
Financial Services	2.2%
Food Prep & Services	2.9%
Management, HR	5.1%
Manufacturing	4.2%
Medical (except nursing)	6.4%
Nursing	4.6%
Office/Clerical	4.8%
Protective Services	1.9%
Real Estate	0.6%
Sales	1.0%
Special Trades	8.0%
Transportation/Truck Driving	2.6%
Leisure/Entertainment	2.2%
Government/Military	1.0%
Social Services	3.6%
All Other	2.2%
Total:	100.0%

Do you have work experience or specialized training that qualifies you for a better job than the one you have now, but can't find that type of employment locally?

	Total Survey
Yes	22.9%
No	77.1%
Total:	100%

Shoals Area Workforce Survey

Full Survey

IF YES, what skill/occupation?

	Total Survey
Architecture & Engineering	2.9%
Business/Professional Services	2.3%
Child Care	1.7%
Cleaning & Maintenance	1.7%
Computer/IS - Professional	3.5%
Computer/IS - Support/Tech	4.1%
Construction	3.5%
Customer Services	0.6%
Education - Professional	7.6%
Education - Support	0.0%
Farming, Fishing & Forestry	0.6%
Financial Services	5.2%
Food Prep & Serving	2.9%
Healthcare - Professional	1.7%
Healthcare - Technical	8.1%
Healthcare - Support	0.6%
Information/Media	1.7%
Installation & Repair	7.0%
Legal	0.0%
Leisure/Entertainment	2.9%
Management - Entry Level	4.7%
Management - Middle	2.9%
Management - Upper	0.6%
Manufacturing - Highly Skilled	1.2%
Manufacturing - Production (unskilled)	1.7%
Manufacturing - Skilled	2.3%
Military	0.6%
Mining/Extraction	0.0%
Office & Administration Support	4.1%
Personal Services	1.7%
Physical Science	1.2%
Protective Services	0.6%
Retail Sales & Service	1.2%
Sales (non-retail)	1.7%
Social Services	1.2%
Special Trades	8.7%
Transportation & Material Moving	1.7%
Utilities	1.2%
Warehouse/Distribution	4.1%
All Other	0.0%
Total:	100.0%

Shoals Area Workforce Survey

Full Survey

Do you want to work in this area/field now?

	Total Survey
Yes	60.5%
No	39.5%
Total:	100%

IF YES, how far are you willing to commute for that job?

	Total Survey
Less than 15 minutes	5.9%
15-29 minutes	22.5%
30-44 minutes	25.5%
45-59 minutes	20.6%
1 hr to 1 hr, 29 min.	14.7%
1 hr, 30 min or more	0.0%
Would relocate	10.8%
Total:	100.0%

How much would that job have to pay?

	Total Survey
Annual Minimum	\$ 18,720
Annual Maximum	\$ 130,000
Annual Average	\$ 45,049
Calculated Hourly Rate	\$ 21.66

Do you currently or have you in the last three years worked shifts?

	Total Survey
Yes	29.7%
No	70.3%
Total:	100%

Do you plan to retire in the next 5 years?

	Total Survey
Yes	13.0%
No	87.0%
Total:	100%

Shoals Area Workforce Survey

Full Survey

Section B: NOT Currently Employed

How long has it been since you were last employed? (in months)

	Total Survey
Minimum	0.03
Maximum	348.00
Average	20.86

Shoals Area Workforce Survey

Full Survey

Please describe the last job you held:

	Total Survey
Architecture & Engineering	0.8%
Business/Professional Services	0.0%
Child Care	0.0%
Cleaning & Maintenance	6.6%
Computer/IS - Professional	0.0%
Computer/IS - Support/Tech	0.0%
Construction	4.2%
Customer Services	11.7%
Education - Professional	0.8%
Education - Support	1.7%
Farming, Fishing & Forestry	0.0%
Financial Services	2.5%
Food Prep & Serving	13.3%
Healthcare - Professional	1.7%
Healthcare - Technical	4.2%
Healthcare - Support	1.7%
Information/Media	0.0%
Installation & Repair	0.8%
Legal	0.0%
Leisure/Entertainment	1.7%
Management - Entry Level	4.2%
Management - Middle	5.0%
Management - Upper	0.0%
Manufacturing - Highly Skilled	0.8%
Manufacturing - Production (unskilled)	9.2%
Manufacturing - Skilled	5.0%
Military	0.0%
Mining/Extraction	0.0%
Office & Administration Support	4.2%
Personal Services	0.0%
Physical Science	0.8%
Protective Services	2.5%
Retail Sales & Service	5.0%
Sales (non-retail)	0.0%
Social Services	0.0%
Special Trades	3.3%
Transportation & Material Moving	1.7%
Utilities	0.0%
Warehouse/Distribution	6.6%
All Other	0.0%
Total:	100.0%

Shoals Area Workforce Survey

Full Survey

If you are presently NOT employed, indicate why.

	Total Survey
Attending school	7.9%
Cannot find job with hours/schedule I need	4.8%
Lack of suitable childcare/dependent care	1.6%
Raising a family	7.9%
Retired	5.6%
Disabled	6.3%
Lack of transportation to work	1.6%
Laid-Off/Company Closure	31.0%
Have applied for jobs, haven't gotten one yet	8.7%
Don't want to be employed outside the home	0.0%
Lack of jobs in area of education or experience	0.8%
Other	23.8%
Total:	100.0%

When was the last time you applied for a job? (months)

	Total Survey
Minimum	0.03
Maximum	288.00
Average	13.03

Do you prefer to be employed full-time or part-time?

	Total Survey
Full-time	62.1%
Part-time	37.9%
Total:	100.0%

Shoals Area Workforce Survey

Full Survey

Based on your skills/education/training, what type(s) of job(s) are you seeking?

	Total Survey
Architecture & Engineering	0.0%
Business/Professional Services	0.0%
Child Care	0.7%
Cleaning & Maintenance	0.7%
Computer/IS - Professional	4.6%
Computer/IS - Support/Tech	0.0%
Construction	2.6%
Customer Services	2.0%
Education - Professional	3.3%
Education - Support	0.7%
Farming, Fishing & Forestry	0.7%
Financial Services	1.2%
Food Prep & Serving	2.0%
Healthcare - Professional	10.5%
Healthcare - Technical	1.2%
Healthcare - Support	5.2%
Information/Media	0.0%
Installation & Repair	0.0%
Legal	0.0%
Leisure/Entertainment	0.0%
Management - Entry Level	0.7%
Management - Middle	4.6%
Management - Upper	2.0%
Manufacturing - Highly Skilled	0.0%
Manufacturing - Production (unskilled)	2.6%
Manufacturing - Skilled	15.0%
Military	2.0%
Mining/Extraction	0.0%
Office & Administration Support	0.0%
Personal Services	11.8%
Physical Science	1.2%
Protective Services	0.0%
Retail Sales & Service	0.7%
Sales (non-retail)	15.0%
Social Services	1.2%
Special Trades	1.2%
Transportation & Material Moving	2.0%
Utilities	2.0%
Warehouse/Distribution	0.0%
All Other	2.6%
Total:	100.0%

Shoals Area Workforce Survey

Full Survey

What minimum wage or salary would you accept to begin work?

	Total Survey
Annual Minimum	\$ 8,320
Annual Maximum	\$ 72,800
Annual Average	\$ 23,056
Calculated Average Hourly Rate	\$ 11.08

Would you be willing to work shifts?

	Total Survey
Yes	58.4%
No	41.6%
Total:	100%

If yes, what shifts? (multiple responses)

	Total Survey
1st	20.5%
2nd	21.9%
3rd	20.5%
All (rotating)	60.3%

How far are you willing to commute (one-way) to work?

	Total Survey
Less than 15 minutes	18.3%
15-29 minutes	46.0%
30-44 minutes	20.6%
45-59 minutes	7.1%
1 hr to 1 hr, 29 min.	4.8%
1 hr, 30 min or more	1.6%
Would relocate	1.6%
Total:	100.0%

Would you be interested in training to acquire new job skills?

	Total Survey
Yes	68.5%
No	31.5%
Total:	100%

Shoals Area Workforce Survey

Full Survey

If yes, please indicate two jobs for which you would most like training :

	Total Survey
Any/Open/Undecided	13.3%
Agriculture, Forestry, Landscaping, Wildlife	0.0%
Auto Mechanic/Auto Body	3.1%
Business & Professional Servies	2.0%
Child Care	1.0%
Computer - General, Technology	21.4%
Computer - Specialized	2.0%
Construction	2.0%
Cosmetology	1.0%
Customer Service	2.0%
Education	3.1%
Electronics/Electrical, Electrician	2.0%
Financial Services	0.0%
Food Prep & Services	4.1%
Management, HR	3.1%
Manufacturing	7.1%
Medical (except nursing)	13.3%
Nursing,	3.1%
Office/Clerical, Administration	2.0%
Protective Services	1.0%
Real Estate	0.0%
Sales	1.0%
Special Trades	8.3%
Transportation/Truck Driving, Warehouse	1.0%
Leisure/Entertainment	0.0%
Government/Military	0.0%
Social Services, Non Profit	0.0%
All Other	3.1%
Total:	100.0%

Do you have a Career Readiness Certificate (CRC) or Work Keys Assessment?

	Total Survey
Yes	9.8%
No	59.3%
I am in the program now	0.0%
Don't know about the program	30.9%
Total:	100%



Shoals Area Workforce Survey

Full Survey

Section C: Demographics

Where do you live?

	Total Survey
Colbert	40.5%
Franklin	16.1%
Lauderdale	41.3%
Lawrence, AL	1.4%
All Other	0.7%
Total:	100.0%

How long have you in lived in this area?

	Total Survey
Less than one year	6.5%
1-5 years	19.7%
6-10 years	10.2%
11-20 years	14.5%
More than 20 years	49.1%
Total:	100%

Are you currently going to school for a degree or certificate?

	Total Survey
Attending Part-Time	4.7%
Attending Full-Time	9.5%
Not Attending	85.8%
Total:	100.0%

Shoals Area Workforce Survey

Full Survey

What is your age category?

	Total Survey
18-24	14.7%
25-34	22.7%
35-44	20.7%
45-54	23.4%
55-64	15.0%
65+	3.5%
Total:	100.0%

What is your gender?

	Total Survey
Male	50.0%
Female	50.0%
Total:	100.0%

What is your race or ethnic background?

	Total Survey
African-American	19.3%
Asian/Pacific Islander	0.3%
Hispanic/Latino	1.1%
Native-American	0.1%
White/caucasian	79.2%
Other	0.0%
Total:	100.0%

Shoals Area Workforce Survey

Full Survey

What is the highest level of education you have completed?

	Total Survey
8th grade or lower	1.0%
Some high school	7.1%
High school graduate or equivalent	32.8%
Some technical or vocational school	2.4%
Some college, no degree	18.3%
Technical/Vocational certificate	2.4%
Associates degree	9.0%
Bachelor's degree	20.1%
Postgraduate study, but no degree	0.5%
Graduate degree	6.0%
Professional degree	0.4%
Total:	100.0%

Are you proficient (read & write) in any language(s) other than English?

	Total Survey
None	91.4%
Chinese	0.1%
French	1.0%
German	1.5%
Japanese	0.1%
Spanish	5.6%
Other	1.7%
Total:	101.4%

100% as some respondents spoke more than one language.



Shoals Area Workforce Survey Results

Not Employed, But Interested In Employment

Section A: Current Employment

Are you currently employed?

	Total Survey
Yes	86.2%
No	13.8%
Total:	100%

Section B: NOT Currently Employed

How long has it been since you were last employed? (in months)

	Total Survey
Minimum	0.03
Maximum	348.00
Average	20.86

Shoals Area Workforce Survey Results

Not Employed, But Interested In Employment

Please describe the last job you held:

	Total Survey
Architecture & Engineering	0.8%
Business/Professional Services	0.0%
Child Care	0.0%
Cleaning & Maintenance	6.6%
Computer/IS - Professional	0.0%
Computer/IS - Support/Tech	0.0%
Construction	4.2%
Customer Services	11.7%
Education - Professional	0.8%
Education - Support	1.7%
Farming, Fishing & Forestry	0.0%
Financial Services	2.5%
Food Prep & Serving	13.3%
Healthcare - Professional	1.7%
Healthcare - Technical	4.2%
Healthcare - Support	1.7%
Information/Media	0.0%
Installation & Repair	0.8%
Legal	0.0%
Leisure/Entertainment	1.7%
Management - Entry Level	4.2%
Management - Middle	5.0%
Management - Upper	0.0%
Manufacturing - Highly Skilled	0.8%
Manufacturing - Production (unskilled)	9.2%
Manufacturing - Skilled	5.0%
Military	0.0%
Mining/Extraction	0.0%
Office & Administration Support	4.2%
Personal Services	0.0%
Physical Science	0.8%
Protective Services	2.5%
Retail Sales & Service	5.0%
Sales (non-retail)	0.0%
Social Services	0.0%
Special Trades	3.3%
Transportation & Material Moving	1.7%
Utilities	0.0%
Warehouse/Distribution	6.6%
All Other	0.0%
Total:	100.0%

Shoals Area Workforce Survey Results

Not Employed, But Interested In Employment

If you are presently NOT employed, indicate why.

	Total Survey
Attending school	7.9%
Cannot find job with hours/schedule I need	4.8%
Lack of suitable childcare/dependent care	1.6%
Raising a family	7.9%
Retired	5.6%
Disabled	6.3%
Lack of transportation to work	1.6%
Laid-Off/Company Closure	31.0%
Have applied for jobs, haven't gotten one yet	8.7%
Don't want to be employed outside the home	0.0%
Lack of jobs in area of education or experience	0.8%
Other	23.8%
Total:	100.0%

When was the last time you applied for a job? (months)

	Total Survey
Minimum	0.03
Maximum	288.00
Average	13.03

Do you prefer to be employed full-time or part-time?

	Total Survey
Full-time	62.1%
Part-time	37.9%
Total:	100.0%

Shoals Area Workforce Survey Results

Not Employed, But Interested In Employment

Based on your skills/education/training, what type(s) of job(s) are you seeking?

	Total Survey
Architecture & Engineering	0.0%
Business/Professional Services	0.0%
Child Care	0.7%
Cleaning & Maintenance	0.7%
Computer/IS - Professional	4.6%
Computer/IS - Support/Tech	0.0%
Construction	2.6%
Customer Services	2.0%
Education - Professional	3.3%
Education - Support	0.7%
Farming, Fishing & Forestry	0.7%
Financial Services	1.2%
Food Prep & Serving	2.0%
Healthcare - Professional	10.5%
Healthcare - Technical	1.2%
Healthcare - Support	5.2%
Information/Media	0.0%
Installation & Repair	0.0%
Legal	0.0%
Leisure/Entertainment	0.0%
Management - Entry Level	0.7%
Management - Middle	4.6%
Management - Upper	2.0%
Manufacturing - Highly Skilled	0.0%
Manufacturing - Production (unskilled)	2.6%
Manufacturing - Skilled	15.0%
Military	2.0%
Mining/Extraction	0.0%
Office & Administration Support	0.0%
Personal Services	11.8%
Physical Science	1.2%
Protective Services	0.0%
Retail Sales & Service	0.7%
Sales (non-retail)	15.0%
Social Services	1.2%
Special Trades	1.2%
Transportation & Material Moving	2.0%
Utilities	2.0%
Warehouse/Distribution	0.0%
All Other	2.6%
Total:	100.0%

Shoals Area Workforce Survey Results

Not Employed, But Interested In Employment

What minimum wage or salary would you accept to begin work?

	Total Survey
Annual Minimum	\$ 8,320
Annual Maximum	\$ 72,800
Annual Average	\$ 23,056
Calculated Average Hourly Rate	\$ 11.08

Would you be willing to work shifts?

	Total Survey
Yes	58.4%
No	41.6%
Total:	100%

If yes, what shifts? (multiple responses)

	Total Survey
1st	20.5%
2nd	21.9%
3rd	20.5%
All (rotating)	60.3%

How far are you willing to commute (one-way) to work?

	Total Survey
Less than 15 minutes	18.3%
15-29 minutes	46.0%
30-44 minutes	20.6%
45-59 minutes	7.1%
1 hr to 1 hr, 29 min.	4.8%
1 hr, 30 min or more	1.6%
Would relocate	1.6%
Total:	100.0%

Shoals Area Workforce Survey Results

Not Employed, But Interested In Employment

Would you be interested in training to acquire new job skills?

	Total Survey
Yes	68.5%
No	31.5%
Total:	100%

If yes, please indicate two jobs for which you would most like training :

	Total Survey
Any/Open/Undecided	13.3%
Agriculture, Forestry, Landscaping, Wildlife	0.0%
Auto Mechanic/Auto Body	3.1%
Business & Professional Servies	2.0%
Child Care	1.0%
Computer - General, Technology	21.4%
Computer - Specialized	2.0%
Construction	2.0%
Cosmetology	1.0%
Customer Service	2.0%
Education	3.1%
Electronics/Electrical, Electrician	2.0%
Financial Services	0.0%
Food Prep & Services	4.1%
Management, HR	3.1%
Manufacturing	7.1%
Medical (except nursing)	13.3%
Nursing,	3.1%
Office/Clerical, Administration	2.0%
Protective Services	1.0%
Real Estate	0.0%
Sales	1.0%
Special Trades	8.3%
Transportation/Truck Driving, Warehouse	1.0%
Leisure/Entertainment	0.0%
Government/Military	0.0%
Social Services, Non Profit	0.0%
All Other	3.1%
Total:	100.0%

Shoals Area Workforce Survey Results

Not Employed, But Interested In Employment

Do you have a Career Readiness Certificate (CRC) or Work Keys Assessment?

	Total Survey
Yes	9.8%
No	59.3%
I am in the program now	0.0%
Don't know about the program	30.9%
Total:	100%

Section C: Demographics

Where do you live?

	Total Survey
Colbert	40.3%
Franklin	14.0%
Lauderdale	42.6%
Lawrence, AL	2.3%
All Other	0.8%
Total:	100.0%

How long have you in lived in this area?

	Total Survey
Less than one year	10.2%
1-5 years	20.6%
6-10 years	9.4%
11-20 years	18.9%
More than 20 years	40.9%
Total:	100.0%

Are you currently going to school for a degree or certificate?

	Total Survey
Attending Part-Time	4.7%
Attending Full-Time	9.5%
Not Attending	85.8%
Total:	100.0%

Shoals Area Workforce Survey Results

Not Employed, But Interested In Employment

What is your age category?

	Total Survey
18-24	19.4%
25-34	25.5%
35-44	17.1%
45-54	22.5%
55-64	10.8%
65+	4.7%
Total:	100.0%

What is your gender?

	Total Survey
Male	60.9%
Female	39.1%
Total:	100.0%

What is your race or ethnic background?

	Total Survey
African-American	34.3%
Asian/Pacific Islander	0.0%
Hispanic/Latino	1.6%
Native-American	0.0%
White/caucasian	64.1%
Other	0.0%
Total:	100.0%

Shoals Area Workforce Survey Results

Not Employed, But Interested In Employment

What is the highest level of education you have completed?

	Total Survey
8th grade or lower	0.8%
Some high school	14.0%
High school graduate or equivalent	37.2%
Some technical or vocational school	3.1%
Some college, no degree	23.3%
Technical/Vocational certificate	2.3%
Associates degree	7.0%
Bachelor's degree	11.5%
Postgraduate study, but no degree	0.0%
Graduate degree	0.8%
Professional degree	0.0%
Total:	100.0%

Are you proficient (read & write) in any language(s) other than English?

	Total Survey
None	90.7%
Chinese	0.0%
French	0.8%
German	2.3%
Japanese	0.0%
Spanish	5.4%
Other	1.6%
Total:	100.8%

exceeds 100% as some respondents spoke more than one language.

Shoals Area Workforce Survey Results

Underemployed Profile

Section A: Current Employment

Are you currently employed?

	Total Survey
Yes	86.2%
No	13.8%
Total:	100%

Do you have work experience or specialized training that qualifies you for a better job than the one you have now, but can't find that type of employment locally?

	Total Survey
Yes	22.9%
No	77.1%
Total:	100%

The following results are for those respondents who reported they were underemployed. The information below is about the jobs underemployed participants currently hold.

Which statement best describes your usual employment?

	Total Survey
Full-time	82.2%
Part-time	17.8%
Total:	100%

If you are employed less than full-time, year-round, would you prefer full-time employment?

	Total Survey
Yes	68.4%
No	31.6%
Total:	100%

Shoals Area Workforce Survey Results

Underemployed Profile

For your primary (current) job, are you self-employed?

	Total Survey
Yes	15.5%
No	84.5%
Total:	100%

How long have you worked for your current employer

	Total Survey
Less than 2 years	33.9%
2-5 Years	31.6%
6-10 Years	15.2%
11-20 Years	12.9%
More than 20 years	6.4%
Total:	100%

Describe the nature/type of your primary (current) employer.

	Total Survey
Agriculture	2.3%
Construction/Special Trades	4.0%
Education Services	7.4%
Financial Services	4.6%
Food Services & Drinking Places	5.7%
Government - Local	2.3%
Government - State	1.1%
Government - Federal	0.6%
Health Services	11.4%
Information/Telecommunications	0.6%
Leisure & Hospitality	1.7%
Manufacturing	17.7%
Military	1.7%
Mining/Extraction, Oil	0.0%
Personal, Services	6.9%
Professional & Business Services	8.0%
Retail Trade	16.6%
Transportation	2.3%
Utilities	1.7%
Warehouse	2.8%
Wholesale Trade	0.6%
All Other	0.0%
Total:	100.0%

Shoals Area Workforce Survey Results

Underemployed Profile

What is your (current) job at this company?

	Total Survey
Architecture & Engineering	2.3%
Business/Professional Services	0.6%
Child Care	0.0%
Cleaning & Maintenance	3.4%
Computer/IS - Professional	0.6%
Computer/IS - Support/Tech	0.6%
Construction	2.3%
Customer Services	6.9%
Education - Professional	2.3%
Education - Support	2.3%
Farming, Fishing & Forestry	0.0%
Financial Services	3.4%
Food Prep & Serving	3.4%
Healthcare - Professional	1.1%
Healthcare - Technical	0.6%
Healthcare - Support	0.6%
Information/Media	0.6%
Installation & Repair	1.7%
Legal	0.0%
Leisure/Entertainment	1.1%
Management - Entry Level	5.1%
Management - Middle	10.9%
Management - Upper	10.9%
Manufacturing - Highly Skilled	1.1%
Manufacturing - Production (unskilled)	4.6%
Manufacturing - Skilled	5.6%
Military	0.6%
Mining/Extraction	0.0%
Office & Administration Support	5.1%
Personal Services	1.7%
Physical Science	0.0%
Protective Services	2.9%
Retail Sales & Service	3.4%
Sales (non-retail)	1.7%
Social Services	2.3%
Special Trades	3.4%
Transportation & Material Moving	2.3%
Utilities	0.6%
Warehouse/Distribution	4.0%
Other	0.0%
Total:	100.0%

Shoals Area Workforce Survey Results

Underemployed Profile

How long is your (current) one-way commute from your home to your primary job?

	Total Survey
Less than 15 minutes	47.1%
15-29 minutes	25.4%
30-44 minutes	7.5%
45-59 minutes	6.9%
1 hr to 1 hr, 29 min.	1.1%
1 hr, 30 min or more	0.0%
Work from home	1.7%
Varies	10.3%
Total:	100%

How are you paid?

	Total Survey
Hourly	71.0%
Salary	20.7%
Commission	7.1%
Other	1.2%
Total:	100.0%

Please indicate your current annual pay, including overtime:

	Total Survey
Less than \$15,000	17.0%
\$15,000-\$24,999	25.6%
\$25,000-\$34,999	18.8%
\$35,000-\$49,999	17.6%
\$50,000-\$74,999	12.5%
\$75,000-\$99,999	2.8%
\$100,000-\$124,999	1.1%
Over \$125,000	2.3%
Would not indicate	2.3%
Total:	100%

Do you have a second job?

	Total Survey
Yes	16.5%
No	83.5%
Total:	100%

Shoals Area Workforce Survey Results

Underemployed Profile

In what areas do you have specialized skills and training that qualify you for a job better than the one you current hold?

	Total Survey
Architecture & Engineering	2.9%
Business/Professional Services	2.3%
Child Care	1.7%
Cleaning & Maintenance	1.7%
Computer/IS - Professional	3.5%
Computer/IS - Support/Tech	4.1%
Construction	3.5%
Customer Services	0.6%
Education - Professional	7.6%
Education - Support	0.0%
Farming, Fishing & Forestry	0.6%
Financial Services	5.2%
Food Prep & Serving	2.9%
Healthcare - Professional	1.7%
Healthcare - Technical	8.1%
Healthcare - Support	0.6%
Information/Media	1.7%
Installation & Repair	7.0%
Legal	0.0%
Leisure/Entertainment	2.9%
Management - Entry Level	4.7%
Management - Middle	2.9%
Management - Upper	0.6%
Manufacturing - Highly Skilled	1.2%
Manufacturing - Production (unskilled)	1.7%
Manufacturing - Skilled	2.3%
Military	0.6%
Mining/Extraction	0.0%
Office & Administration Support	4.1%
Personal Services	1.7%
Physical Science	1.2%
Protective Services	0.6%
Retail Sales & Service	1.2%
Sales (non-retail)	1.7%
Social Services	1.2%
Special Trades	8.7%
Transportation & Material Moving	1.7%
Utilities	1.2%
Warehouse/Distribution	4.1%
All Other	0.0%
Total:	100.0%

Shoals Area Workforce Survey Results

Underemployed Profile

Do you want to work in this area/field now?

	Total Survey
Yes	60.5%
No	39.5%
Total:	100%

IF YES, how far are you willing to commute for that job?

	Total Survey
Less than 15 minutes	5.9%
15-29 minutes	22.5%
30-44 minutes	25.5%
45-59 minutes	20.6%
1 hr to 1 hr, 29 min.	14.7%
1 hr, 30 min or more	0.0%
Would relocate	10.8%
Total:	100.0%

How much would that job have to pay?

	Total Survey
Annual Minimum	\$ 18,720
Annual Maximum	\$ 130,000
Annual Average	\$ 45,049
Calculated Hourly Rate	\$ 21.66

Shoals Area Workforce Survey Results

Underemployed Profile

Section C: Demographics

Where do you live?

	Total Survey
Colbert	34.1%
Franklin	14.2%
Lauderdale	50.6%
Lawrence, AL	1.1%
All Other	0.0%
Total:	100.0%

How long have you in lived in this area?

	Total Survey
Less than one year	6.9%
1-5 years	16.6%
6-10 years	10.3%
11-20 years	13.7%
More than 20 years	52.5%
Total:	100.0%

Are you currently going to school for a degree or certificate?

	Total Survey
Attending Part-Time	4.5%
Attending Full-Time	4.0%
Not Attending	91.5%
Total:	100.0%

What is your age category?

	Total Survey
18-24	10.2%
25-34	21.0%
35-44	24.4%
45-54	23.3%
55-64	18.3%
65+	2.8%
Total:	100.0%

What is your gender?

	Total Survey
Male	44.8%
Female	55.2%
Total:	100.0%

Shoals Area Workforce Survey Results

Underemployed Profile

What is your race or ethnic background?

	Total Survey
African-American	20.6%
Asian/Pacific Islander	0.6%
Hispanic/Latino	1.1%
Native-American	0.0%
White/caucasian	77.7%
Other	0.0%
Total:	100.0%

What is the highest level of education you have completed?

	Total Survey
8th grade or lower	0.0%
Some high school	3.4%
High school graduate or equivalent	28.0%
Some technical or vocational school	2.9%
Some college, no degree	18.3%
Technical/Vocational certificate	2.3%
Associates degree	9.1%
Bachelor's degree	27.5%
Postgraduate study, but no degree	1.1%
Graduate degree	7.4%
Professional degree	0.0%
Total:	100.0%

Are you proficient (read & write) in any language(s) other than English?

	Total Survey
None	88.6%
Chinese	0.6%
French	0.0%
German	1.7%
Japanese	0.0%
Spanish	9.1%
Other	1.1%
Total:	101.1%

100% as some respondents spoke more than one language.

Total exceeds

National Comparison Data for Industries Present in the Shoals Area - Colbert & Lauderdale County											
Sorted by this column											
NAICS	Description	Shoals Area 2015 Jobs	National 2007 Jobs	National 2015 Jobs	2007 - 2015 National Change	2007 - 2015 National % Change	Shoals Area 2025 Jobs	2015 - 2025 National Change	2015 - 2025 National % Change	Current National Annual Earnings	Calculated Hourly Rate
7225	Restaurants and Other Eating Places	5,004	8,705,095	10,016,120	1,311,025	15%	5,396	1,207,437	12%	\$19,162	\$9.21
6241	Individual and Family Services	293	1,207,626	2,239,320	1,031,694	85%	365	793,779	35%	\$25,360	\$12.19
9036	Education and Hospitals (Local Government)	3,931	8,605,328	8,467,040	(138,288)	(2%)	4,258	695,053	8%	\$62,951	\$30.26
5613	Employment Services	1,017	3,595,131	3,603,313	8,182	0%	814	680,800	19%	\$37,083	\$17.83
5415	Computer Systems Design and Related Services	136	1,523,970	1,993,741	469,771	31%	198	603,457	30%	\$113,265	\$54.45
6216	Home Health Care Services	359	982,239	1,377,873	395,634	40%	498	563,013	41%	\$33,218	\$15.97
6221	General Medical and Surgical Hospitals	1,110	4,195,600	4,496,911	301,311	7%	1,689	558,708	12%	\$70,764	\$34.02
6211	Offices of Physicians	1,379	2,285,436	2,603,428	317,992	14%	1,618	509,731	20%	\$100,345	\$48.24
5416	Management, Scientific, and Technical Consulting Services	83	1,220,639	1,588,283	367,644	30%	112	498,263	31%	\$88,723	\$42.66
2382	Building Equipment Contractors	1,264	2,356,013	2,177,697	(178,316)	(8%)	1,597	438,092	20%	\$62,676	\$30.13
5617	Services to Buildings and Dwellings	823	2,521,832	2,727,095	205,263	8%	824	433,641	16%	\$26,266	\$12.63
4529	Other General Merchandise Stores	1,242	1,434,652	1,842,822	408,170	28%	1,346	408,628	22%	\$28,414	\$13.66
6113	Colleges, Universities, and Professional Schools	<10	1,611,443	1,865,881	254,438	16%	<10	379,336	20%	\$51,451	\$24.74
9039	Local Government, Excluding Education and Hospitals	2,881	5,591,347	5,541,391	(49,956)	(1%)	3,072	363,040	7%	\$71,756	\$34.50
6214	Outpatient Care Centers	100	535,321	767,335	232,014	43%	137	255,289	33%	\$68,107	\$32.74
6213	Offices of Other Health Practitioners	407	721,060	933,544	212,484	29%	570	251,239	27%	\$47,561	\$22.87
4251	Wholesale Electronic Markets and Agents and Brokers	78	842,890	929,464	86,574	10%	87	243,205	26%	\$105,878	\$50.90
6233	Continuing Care Retirement Communities and Assisted Living Facilities	239	662,742	865,319	202,577	31%	391	243,137	28%	\$30,898	\$14.85
5413	Architectural, Engineering, and Related Services	179	1,542,440	1,515,121	(27,319)	(2%)	143	240,808	16%	\$93,060	\$44.74
6231	Nursing Care Facilities (Skilled Nursing Facilities)	972	1,601,749	1,659,331	57,582	4%	1,061	235,717	14%	\$37,871	\$18.21
9026	Education and Hospitals (State Government)	1,678	2,778,449	3,003,522	225,073	8%	1,835	227,685	8%	\$61,955	\$29.79
5511	Management of Companies and Enterprises	189	1,839,616	2,183,267	343,651	19%	230	202,467	9%	\$133,177	\$64.03
5614	Business Support Services	402	889,653	982,742	93,089	10%	431	184,091	19%	\$42,884	\$20.62
7139	Other Amusement and Recreation Industries	355	1,183,173	1,291,764	108,591	9%	431	180,031	14%	\$22,540	\$10.84
5242	Agencies, Brokerages, and Other Insurance Related Activities	581	1,172,459	1,345,962	173,503	15%	663	172,417	13%	\$76,693	\$36.87
8131	Religious Organizations	1,261	1,693,453	1,699,100	5,647	0%	1,436	172,367	10%	\$20,218	\$9.72
5419	Other Professional, Scientific, and Technical Services	164	681,204	766,326	85,122	12%	202	171,120	22%	\$50,184	\$24.13
7211	Traveler Accommodation	501	1,812,084	1,833,348	21,264	1%	595	163,917	9%	\$33,095	\$15.91
2361	Residential Building Construction	230	1,455,793	1,157,959	(297,834)	(20%)	137	162,625	14%	\$45,937	\$22.08
6212	Offices of Dentists	452	859,848	955,809	95,961	11%	521	157,873	17%	\$60,934	\$29.30
4451	Grocery Stores	674	2,525,944	2,697,059	171,115	7%	648	155,820	6%	\$28,037	\$13.48
5616	Investigation and Security Services	326	819,446	916,118	96,672	12%	444	145,598	16%	\$35,488	\$17.06
6111	Elementary and Secondary Schools	379	901,714	1,053,229	151,515	17%	385	141,703	13%	\$40,521	\$19.48
8121	Personal Care Services	381	1,122,111	1,215,918	93,807	8%	360	137,137	11%	\$21,132	\$10.16
2362	Nonresidential Building Construction	360	927,819	816,086	(111,733)	(12%)	333	136,968	17%	\$77,666	\$37.34
4461	Health and Personal Care Stores	621	1,022,444	1,051,419	28,975	3%	760	132,927	13%	\$43,565	\$20.94
5611	Office Administrative Services	22	402,240	495,516	93,276	23%	23	131,573	27%	\$91,646	\$44.06
4931	Warehousing and Storage	168	663,018	762,953	99,935	15%	240	125,897	17%	\$50,436	\$24.25
8111	Automotive Repair and Maintenance	535	1,127,143	1,126,313	(830)	(0%)	566	124,988	11%	\$36,265	\$17.44
6232	Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Services	53	531,156	621,845	90,689	17%	49	121,458	20%	\$33,182	\$15.95
4481	Clothing Stores	421	1,182,045	1,064,865	(117,180)	(10%)	460	121,115	11%	\$22,872	\$11.00
4441	Building Material and Supplies Dealers	693	1,187,896	1,122,092	(65,804)	(6%)	817	116,387	10%	\$37,815	\$18.18
6116	Other Schools and Instruction	98	425,117	530,222	105,105	25%	122	116,220	22%	\$22,136	\$10.64
5412	Accounting, Tax Preparation, Bookkeeping, and Payroll Services	277	1,098,999	1,159,620	60,621	6%	278	115,104	10%	\$69,751	\$33.53

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2371	Utility System Construction	206	472,748	509,311	36,563	8%	243	115,044	23%	\$77,068	\$37.05
5239	Other Financial Investment Activities	17	428,558	512,357	83,799	20%	18	113,266	22%	\$212,816	\$102.32
6244	Child Day Care Services	269	1,305,265	1,243,251	(62,014)	(5%)	259	110,421	9%	\$20,874	\$10.04
2131	Support Activities for Mining	11	305,739	455,229	149,490	49%	20	110,064	24%	\$98,336	\$47.28
4411	Automobile Dealers	719	1,283,415	1,260,042	(23,373)	(2%)	789	102,980	8%	\$61,286	\$29.46
5221	Depository Credit Intermediation	1,026	1,823,371	1,695,242	(128,129)	(7%)	1,150	102,535	6%	\$76,967	\$37.00
5417	Scientific Research and Development Services	<10	618,818	666,996	48,178	8%	<10	98,205	15%	\$133,460	\$64.16
2389	Other Specialty Trade Contractors	341	1,175,073	1,001,647	(173,426)	(15%)	309	98,194	10%	\$44,004	\$21.16
6223	Specialty (except Psychiatric and Substance Abuse) Hospitals	515	171,986	215,392	43,406	25%	762	98,097	46%	\$68,944	\$33.15
2381	Foundation, Structure, and Building Exterior Contractors	383	1,352,684	994,380	(358,304)	(26%)	268	95,113	10%	\$47,298	\$22.74
4244	Grocery and Related Product Merchant Wholesalers	213	745,886	769,233	23,347	3%	201	92,957	12%	\$60,448	\$29.06
7223	Special Food Services	126	657,637	797,861	140,224	21%	137	88,494	11%	\$24,598	\$11.83
5411	Legal Services	361	1,417,446	1,349,094	(68,352)	(5%)	423	88,352	7%	\$94,926	\$45.64
6219	Other Ambulatory Health Care Services	161	266,590	325,731	59,141	22%	234	83,671	26%	\$49,097	\$23.60
5313	Activities Related to Real Estate	79	709,741	770,504	60,763	9%	71	80,760	10%	\$53,416	\$25.68
5112	Software Publishers	<10	253,386	318,580	65,194	26%	<10	78,625	25%	\$165,087	\$79.37
4841	General Freight Trucking	216	1,233,428	1,181,985	(51,443)	(4%)	155	78,575	7%	\$54,154	\$26.04
4511	Sporting Goods, Hobby, and Musical Instrument Stores	266	522,570	561,887	39,317	8%	265	76,323	14%	\$23,320	\$11.21
4541	Electronic Shopping and Mail-Order Houses	133	280,342	387,359	107,017	38%	159	74,700	19%	\$62,538	\$30.07
8141	Private Households	262	1,072,968	842,249	(230,719)	(22%)	231	74,252	9%	\$13,150	\$6.32
4842	Specialized Freight Trucking	115	455,226	469,080	13,854	3%	148	73,147	16%	\$57,242	\$27.52
4234	Professional and Commercial Equipment and Supplies Merchant W	15	669,356	635,420	(33,936)	(5%)	22	72,180	11%	\$106,989	\$51.44
6215	Medical and Diagnostic Laboratories	81	224,823	270,060	45,237	20%	115	66,899	25%	\$70,427	\$33.86
4248	Beer, Wine, and Distilled Alcoholic Beverage Merchant Wholesalers	84	158,011	191,613	33,602	21%	144	62,891	33%	\$73,372	\$35.27
4239	Miscellaneous Durable Goods Merchant Wholesalers	252	333,324	328,125	(5,199)	(2%)	198	62,803	19%	\$56,813	\$27.31
4238	Machinery, Equipment, and Supplies Merchant Wholesalers	171	703,777	696,743	(7,034)	(1%)	192	56,684	8%	\$76,156	\$36.61
5241	Insurance Carriers	21	1,314,931	1,297,064	(17,867)	(1%)	11	55,280	4%	\$99,398	\$47.79
5311	Lessors of Real Estate	258	794,906	794,478	(428)	(0%)	296	54,543	7%	\$49,579	\$23.84
5191	Other Information Services	<10	127,268	241,543	114,275	90%	<10	53,817	22%	\$190,979	\$91.82
2373	Highway, Street, and Bridge Construction	135	359,854	322,483	(37,371)	(10%)	187	51,045	16%	\$73,827	\$35.49
2111	Oil and Gas Extraction	0	149,639	202,681	53,042	35%	0	50,690	25%	\$189,188	\$90.96
4413	Automotive Parts, Accessories, and Tire Stores	283	515,211	568,133	52,922	10%	293	50,497	9%	\$36,963	\$17.77
9029	State Government, Excluding Education and Hospitals	671	2,409,324	2,265,834	(143,490)	(6%)	700	50,479	2%	\$77,194	\$37.11
3323	Architectural and Structural Metals Manufacturing	264	417,405	369,676	(47,729)	(11%)	325	48,771	13%	\$60,150	\$28.92
5418	Advertising, Public Relations, and Related Services	41	559,245	550,986	(8,259)	(1%)	46	46,544	8%	\$81,518	\$39.19
8139	Business, Professional, Labor, Political, and Similar Organizations	85	433,837	428,227	(5,610)	(1%)	77	46,152	11%	\$66,197	\$31.83
6117	Educational Support Services	14	115,685	170,862	55,177	48%	13	46,086	27%	\$52,568	\$25.27
5619	Other Support Services	26	313,537	312,927	(610)	(0%)	28	46,055	15%	\$50,223	\$24.15
8129	Other Personal Services	91	299,551	378,487	78,936	26%	118	44,692	12%	\$26,858	\$12.91
5621	Waste Collection	18	146,786	170,113	23,327	16%	15	43,955	26%	\$60,154	\$28.92
8133	Social Advocacy Organizations	13	175,719	212,058	36,339	21%	14	40,807	19%	\$51,273	\$24.65
1151	Support Activities for Crop Production	90	403,810	468,073	64,263	16%	87	40,642	9%	\$30,720	\$14.77
5231	Securities and Commodity Contracts Intermediation and Brokerage	60	529,497	454,956	(74,541)	(14%)	67	39,686	9%	\$256,044	\$123.10
4881	Support Activities for Air Transportation	14	165,548	181,973	16,425	10%	17	35,470	19%	\$54,667	\$26.28

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4859	Other Transit and Ground Passenger Transportation	<10	73,481	98,410	24,929	34%	<10	34,783	35%	\$33,054	\$15.89
8134	Civic and Social Organizations	110	417,069	397,563	(19,506)	(5%)	125	34,480	9%	\$21,709	\$10.44
5612	Facilities Support Services	57	134,960	131,673	(3,287)	(2%)	104	33,652	26%	\$57,058	\$27.43
3116	Animal Slaughtering and Processing	910	507,074	482,342	(24,732)	(5%)	1,305	33,175	7%	\$43,306	\$20.82
5121	Motion Picture and Video Industries	52	405,999	427,302	21,303	5%	42	32,196	8%	\$71,513	\$34.38
4237	Hardware, and Plumbing and Heating Equipment and Supplies Merch	113	262,460	243,432	(19,028)	(7%)	138	31,059	13%	\$71,523	\$34.39
4533	Used Merchandise Stores	82	168,062	208,686	40,624	24%	100	30,855	15%	\$21,920	\$10.54
4885	Freight Transportation Arrangement	<10	204,339	222,755	18,416	9%	<10	29,589	13%	\$68,482	\$32.92
7113	Promoters of Performing Arts, Sports, and Similar Events	<10	101,185	148,819	47,634	47%	<10	29,555	20%	\$40,952	\$19.69
3273	Cement and Concrete Product Manufacturing	36	244,765	181,757	(63,008)	(26%)	26	29,460	16%	\$63,435	\$30.50
5223	Activities Related to Credit Intermediation	22	354,245	292,018	(62,227)	(18%)	16	29,339	10%	\$87,402	\$42.02
5324	Commercial and Industrial Machinery and Equipment Rental and Le	32	128,226	155,944	27,718	22%	45	28,721	18%	\$79,292	\$38.12
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufac	307	371,314	382,544	11,230	3%	385	27,893	7%	\$61,600	\$29.62
7224	Drinking Places (Alcoholic Beverages)	42	368,304	368,584	280	0%	62	27,885	8%	\$18,666	\$8.97
3254	Pharmaceutical and Medicine Manufacturing	41	296,697	284,894	(11,803)	(4%)	90	27,534	10%	\$152,806	\$73.46
6242	Community Food and Housing, and Emergency and Other Relief Se	79	146,011	159,592	13,581	9%	105	27,316	17%	\$42,440	\$20.40
4884	Support Activities for Road Transportation	118	94,793	106,459	11,666	12%	166	25,959	24%	\$40,690	\$19.56
4854	School and Employee Bus Transportation	44	176,419	196,469	20,050	11%	51	25,616	13%	\$27,834	\$13.38
7131	Amusement Parks and Arcades	<10	162,288	193,328	31,040	19%	<10	25,521	13%	\$29,280	\$14.08
8132	Grantmaking and Giving Services	10	123,271	138,611	15,340	12%	15	25,180	18%	\$70,285	\$33.79
8113	Commercial and Industrial Machinery and Equipment (except Autom	108	232,253	241,939	9,686	4%	97	24,832	10%	\$59,109	\$28.42
7121	Museums, Historical Sites, and Similar Institutions	19	130,633	148,925	18,292	14%	21	24,208	16%	\$38,780	\$18.64
5182	Data Processing, Hosting, and Related Services	<10	275,519	294,180	18,661	7%	10	23,778	8%	\$111,159	\$53.44
5414	Specialized Design Services	13	280,256	266,160	(14,096)	(5%)	<10	23,182	9%	\$46,871	\$22.53
3363	Motor Vehicle Parts Manufacturing	1,404	610,044	562,250	(47,794)	(8%)	1,537	22,620	4%	\$68,403	\$32.89
3329	Other Fabricated Metal Product Manufacturing	17	291,329	281,764	(9,565)	(3%)	<10	22,608	8%	\$71,666	\$34.45
6239	Other Residential Care Facilities	49	167,337	158,575	(8,762)	(5%)	68	22,318	14%	\$36,123	\$17.37
6243	Vocational Rehabilitation Services	28	343,943	348,364	4,421	1%	43	21,908	6%	\$30,526	\$14.68
5629	Remediation and Other Waste Management Services	34	126,130	143,446	17,316	14%	46	21,638	15%	\$64,439	\$30.98
3391	Medical Equipment and Supplies Manufacturing	116	315,299	316,269	970	0%	92	21,593	7%	\$90,251	\$43.39
7112	Spectator Sports	35	183,573	191,364	7,791	4%	43	21,320	11%	\$116,498	\$56.01
5172	Wireless Telecommunications Carriers (except Satellite)	<10	208,237	161,533	(46,704)	(22%)	<10	20,889	13%	\$91,496	\$43.99
5222	Nondepository Credit Intermediation	233	743,191	595,439	(147,752)	(20%)	293	20,158	3%	\$97,004	\$46.64
3364	Aerospace Product and Parts Manufacturing	<10	489,120	484,588	(4,532)	(1%)	<10	19,975	4%	\$118,917	\$57.17
4921	Couriers and Express Delivery Services	138	559,221	558,282	(939)	(0%)	123	19,524	3%	\$54,263	\$26.09
6115	Technical and Trade Schools	31	111,958	121,366	9,408	8%	32	19,483	16%	\$52,790	\$25.38
3119	Other Food Manufacturing	0	163,090	189,037	25,947	16%	0	19,367	10%	\$65,292	\$31.39
3121	Beverage Manufacturing	17	176,962	203,332	26,370	15%	33	17,268	8%	\$68,982	\$33.16
7132	Gambling Industries	<10	148,925	139,682	(9,243)	(6%)	<10	17,212	12%	\$36,915	\$17.75
4422	Home Furnishings Stores	76	312,515	258,478	(54,037)	(17%)	87	16,491	6%	\$33,883	\$16.29
5322	Consumer Goods Rental	79	263,239	158,894	(104,345)	(40%)	86	16,421	10%	\$41,903	\$20.15
6112	Junior Colleges	0	75,183	77,687	2,504	3%	0	15,433	20%	\$35,633	\$17.13
5321	Automotive Equipment Rental and Leasing	25	195,927	199,062	3,135	2%	30	14,662	7%	\$47,965	\$23.06
3362	Motor Vehicle Body and Trailer Manufacturing	0	166,928	145,836	(21,092)	(13%)	0	14,122	10%	\$58,121	\$27.94

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4482	Shoe Stores	48	193,867	206,186	12,319	6%	47	14,102	7%	\$24,020	\$11.55
4235	Metal and Mineral (except Petroleum) Merchant Wholesalers	11	133,393	131,844	(1,549)	(1%)	<10	13,363	10%	\$74,760	\$35.94
3331	Agriculture, Construction, and Mining Machinery Manufacturing	0	228,895	255,642	26,747	12%	0	13,268	5%	\$86,329	\$41.50
2379	Other Heavy and Civil Engineering Construction	273	134,490	129,093	(5,397)	(4%)	329	12,034	9%	\$75,556	\$36.33
4453	Beer, Wine, and Liquor Stores	52	147,880	156,118	8,238	6%	61	11,952	8%	\$27,713	\$13.32
4246	Chemical and Allied Products Merchant Wholesalers	81	134,447	133,380	(1,067)	(1%)	131	11,643	9%	\$91,173	\$43.83
4853	Taxi and Limousine Service	<10	138,540	153,609	15,069	11%	<10	11,594	8%	\$26,243	\$12.62
7111	Performing Arts Companies	<10	134,108	136,881	2,773	2%	<10	11,506	8%	\$46,430	\$22.32
4412	Other Motor Vehicle Dealers	71	180,032	150,208	(29,824)	(17%)	99	10,458	7%	\$48,202	\$23.17
4539	Other Miscellaneous Store Retailers	134	357,072	350,371	(6,701)	(2%)	159	10,144	3%	\$32,371	\$15.56
2383	Building Finishing Contractors	398	1,610,158	1,211,647	(398,511)	(25%)	377	9,657	1%	\$38,579	\$18.55
8112	Electronic and Precision Equipment Repair and Maintenance	11	134,753	135,085	332	0%	<10	9,171	7%	\$55,480	\$26.67
2213	Water, Sewage and Other Systems	<10	47,282	47,920	638	1%	<10	8,916	19%	\$74,353	\$35.75
4851	Urban Transit Systems	0	37,639	46,712	9,073	24%	0	8,914	19%	\$52,435	\$25.21
4821	Rail Transportation	329	235,670	255,974	20,304	9%	349	8,357	3%	\$84,838	\$40.79
8122	Death Care Services	114	138,773	137,507	(1,266)	(1%)	135	8,296	6%	\$42,473	\$20.42
3339	Other General Purpose Machinery Manufacturing	<10	277,830	272,844	(4,986)	(2%)	<10	8,087	3%	\$79,038	\$38.00
3118	Bakeries and Tortilla Manufacturing	53	293,213	314,112	20,899	7%	70	7,937	3%	\$44,206	\$21.25
3328	Coating, Engraving, Heat Treating, and Allied Activities	49	149,107	141,340	(7,767)	(5%)	87	7,832	6%	\$55,692	\$26.78
2122	Metal Ore Mining	0	35,901	44,331	8,430	23%	0	7,780	18%	\$105,396	\$50.67
4421	Furniture Stores	72	300,559	232,076	(68,483)	(23%)	86	7,649	3%	\$43,981	\$21.14
3212	Veneer, Plywood, and Engineered Wood Product Manufacturing	28	108,325	73,630	(34,695)	(32%)	44	7,557	10%	\$54,474	\$26.19
7212	RV (Recreational Vehicle) Parks and Recreational Camps	<10	57,326	70,454	13,128	23%	<10	6,795	10%	\$26,309	\$12.65
4832	Inland Water Transportation	0	24,805	27,388	2,583	10%	0	6,547	24%	\$96,594	\$46.44
2123	Nonmetallic Mineral Mining and Quarrying	90	109,325	91,748	(17,577)	(16%)	103	6,229	7%	\$71,198	\$34.23
4831	Deep Sea, Coastal, and Great Lakes Water Transportation	0	39,354	40,365	1,011	3%	0	6,204	15%	\$109,777	\$52.78
4882	Support Activities for Rail Transportation	0	24,612	32,539	7,927	32%	0	6,034	19%	\$60,112	\$28.90
3324	Boiler, Tank, and Shipping Container Manufacturing	<10	97,886	99,303	1,417	1%	<10	5,771	6%	\$73,157	\$35.17
4247	Petroleum and Petroleum Products Merchant Wholesalers	32	104,428	103,071	(1,357)	(1%)	22	5,702	6%	\$84,762	\$40.75
4812	Nonscheduled Air Transportation	<10	48,186	40,576	(7,610)	(16%)	11	5,533	14%	\$101,368	\$48.73
6222	Psychiatric and Substance Abuse Hospitals	<10	95,707	106,334	10,627	11%	<10	5,314	5%	\$52,285	\$25.14
3279	Other Nonmetallic Mineral Product Manufacturing	33	83,911	77,074	(6,837)	(8%)	<10	5,129	7%	\$63,305	\$30.43
3219	Other Wood Product Manufacturing	308	314,332	228,186	(86,146)	(27%)	514	4,798	2%	\$45,336	\$21.80
4245	Farm Product Raw Material Merchant Wholesalers	<10	75,607	76,223	616	1%	<10	4,673	6%	\$59,042	\$28.39
3211	Sawmills and Wood Preservation	168	116,004	95,558	(20,446)	(18%)	166	4,449	5%	\$51,953	\$24.98
7114	Agents and Managers for Artists, Athletes, Entertainers, and Other F	<10	31,638	35,971	4,333	14%	<10	4,371	12%	\$90,167	\$43.35
3115	Dairy Product Manufacturing	0	130,417	132,640	2,223	2%	0	4,241	3%	\$68,504	\$32.93
4452	Specialty Food Stores	94	256,533	253,094	(3,439)	(1%)	102	4,202	2%	\$28,608	\$13.75
1141	Fishing	32	32,780	36,027	3,247	10%	42	3,893	11%	\$39,213	\$18.85
3312	Steel Product Manufacturing from Purchased Steel	24	61,516	61,306	(210)	(0%)	36	3,877	6%	\$76,371	\$36.72
4231	Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Who	219	363,743	351,147	(12,596)	(3%)	210	3,871	1%	\$59,799	\$28.75
4889	Other Support Activities for Transportation	0	30,802	30,578	(224)	(1%)	0	3,796	12%	\$44,319	\$21.31
4442	Lawn and Garden Equipment and Supplies Stores	72	158,453	165,586	7,133	5%	96	3,783	2%	\$34,845	\$16.75
3361	Motor Vehicle Manufacturing	0	222,602	217,577	(5,025)	(2%)	0	3,613	2%	\$97,468	\$46.86

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							Shoals Area 2025 Jobs	2015 - 2025 National Change	2015 - 2025 National % Change		
5151	Radio and Television Broadcasting	78	258,029	234,529	(23,500)	(9%)	72	3,593	2%	\$88,324	\$42.46
4871	Scenic and Sightseeing Transportation, Land	0	11,174	14,371	3,197	29%	0	3,450	24%	\$38,397	\$18.46
6114	Business Schools and Computer and Management Training	0	77,974	79,751	1,777	2%	0	3,301	4%	\$77,422	\$37.22
5152	Cable and Other Subscription Programming	0	93,168	63,992	(29,176)	(31%)	0	3,244	5%	\$121,170	\$58.25
4883	Support Activities for Water Transportation	23	101,473	98,085	(3,388)	(3%)	15	3,236	3%	\$84,902	\$40.82
5323	General Rental Centers	22	56,750	42,997	(13,753)	(24%)	32	3,036	7%	\$57,874	\$27.82
3336	Engine, Turbine, and Power Transmission Equipment Manufacturing	0	100,499	105,901	5,402	5%	0	2,962	3%	\$89,799	\$43.17
3261	Plastics Product Manufacturing	769	607,858	552,356	(55,502)	(9%)	924	2,489	0%	\$58,659	\$28.20
3365	Railroad Rolling Stock Manufacturing	216	28,263	28,614	351	1%	384	2,273	8%	\$85,307	\$41.01
4872	Scenic and Sightseeing Transportation, Water	<10	17,196	18,239	1,043	6%	0	2,179	12%	\$36,522	\$17.56
5331	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	27,876	23,634	(4,242)	(15%)	<10	2,097	9%	\$114,051	\$54.83
3369	Other Transportation Equipment Manufacturing	162	40,058	34,095	(5,963)	(15%)	293	2,015	6%	\$76,168	\$36.62
5211	Monetary Authorities-Central Bank	0	21,612	18,461	(3,151)	(15%)	0	1,967	11%	\$120,007	\$57.70
3321	Forging and Stamping	<10	110,207	103,414	(6,793)	(6%)	<10	1,549	1%	\$66,341	\$31.89
4862	Pipeline Transportation of Natural Gas	12	26,518	28,406	1,888	7%	<10	1,439	5%	\$142,979	\$68.74
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	0	443,460	392,855	(50,605)	(11%)	0	1,218	0%	\$110,289	\$53.02
1142	Hunting and Trapping	<10	4,572	5,958	1,386	30%	<10	1,193	20%	\$29,688	\$14.27
4922	Local Messengers and Local Delivery	0	62,356	70,113	7,757	12%	0	1,081	2%	\$34,124	\$16.41
3332	Industrial Machinery Manufacturing	53	127,079	110,610	(16,469)	(13%)	23	960	1%	\$90,699	\$43.61
4243	Apparel, Piece Goods, and Notions Merchant Wholesalers	<10	161,919	157,576	(4,343)	(3%)	<10	893	1%	\$72,865	\$35.03
3111	Animal Food Manufacturing	52	50,771	55,891	5,120	10%	69	798	1%	\$70,210	\$33.75
7115	Independent Artists, Writers, and Performers	65	300,004	287,679	(12,325)	(4%)	74	787	0%	\$38,858	\$18.68
4861	Pipeline Transportation of Crude Oil	0	7,975	11,138	3,163	40%	0	752	7%	\$134,751	\$64.78
4879	Scenic and Sightseeing Transportation, Other	0	2,978	3,485	507	17%	0	727	21%	\$48,302	\$23.22
5232	Securities and Commodity Exchanges	<10	9,374	7,475	(1,899)	(20%)	<10	674	9%	\$225,432	\$108.38
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing	75	154,158	129,151	(25,007)	(16%)	31	639	0%	\$64,410	\$30.97
4911	Postal Service	0	4,185	6,050	1,865	45%	0	632	10%	\$33,627	\$16.17
1131	Timber Tract Operations	0	4,771	3,813	(958)	(20%)	0	558	15%	\$82,704	\$39.76
5622	Waste Treatment and Disposal	<10	102,637	97,296	(5,341)	(5%)	12	472	0%	\$83,035	\$39.92
7213	Rooming and Boarding Houses	0	15,317	15,987	670	4%	0	268	2%	\$29,236	\$14.06
5259	Other Investment Pools and Funds	0	40,606	3,195	(37,411)	(92%)	0	267	8%	\$217,894	\$104.76
4869	Other Pipeline Transportation	0	5,809	7,981	2,172	37%	0	6	0%	\$135,629	\$65.21
5174	Satellite Telecommunications	0	13,226	9,787	(3,439)	(26%)	0	(119)	(1%)	\$127,776	\$61.43
5251	Insurance and Employee Benefit Funds	0	48,353	2,060	(46,293)	(96%)	0	(125)	(6%)	\$102,944	\$49.49
3315	Foundries	14	155,597	129,143	(26,454)	(17%)	<10	(129)	(0%)	\$65,029	\$31.26
4483	Jewelry, Luggage, and Leather Goods Stores	91	195,061	167,642	(27,419)	(14%)	107	(150)	(0%)	\$39,832	\$19.15
8114	Personal and Household Goods Repair and Maintenance	68	168,381	163,534	(4,847)	(3%)	56	(173)	(0%)	\$28,337	\$13.62
3112	Grain and Oilseed Milling	0	61,315	58,945	(2,370)	(4%)	0	(180)	(0%)	\$83,527	\$40.16
3149	Other Textile Product Mills	32	81,160	66,879	(14,281)	(18%)	<10	(213)	(0%)	\$44,048	\$21.18
4855	Charter Bus Industry	<10	32,008	30,792	(1,216)	(4%)	<10	(252)	(1%)	\$37,470	\$18.01
1132	Forest Nurseries and Gathering of Forest Products	0	2,999	2,137	(862)	(29%)	0	(282)	(13%)	\$40,942	\$19.68
1152	Support Activities for Animal Production	<10	43,299	40,531	(2,768)	(6%)	<10	(350)	(1%)	\$36,978	\$17.78
2121	Coal Mining	0	76,604	69,586	(7,018)	(9%)	0	(398)	(1%)	\$99,959	\$48.06
4852	Interurban and Rural Bus Transportation	0	19,487	18,650	(837)	(4%)	0	(487)	(3%)	\$46,635	\$22.42

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							Shoals Area 2025 Jobs	2015 - 2025 National Change	2015 - 2025 National % Change		
3241	Petroleum and Coal Products Manufacturing	55	115,887	107,999	(7,888)	(7%)	74	(590)	(1%)	\$160,363	\$77.10
1153	Support Activities for Forestry	10	20,035	18,247	(1,788)	(9%)	<10	(701)	(4%)	\$48,562	\$23.35
3359	Other Electrical Equipment and Component Manufacturing	132	138,276	124,009	(14,267)	(10%)	136	(839)	(1%)	\$85,664	\$41.18
3314	Nonferrous Metal (except Aluminum) Production and Processing	<10	68,844	62,722	(6,122)	(9%)	<10	(1,072)	(2%)	\$79,310	\$38.13
3161	Leather and Hide Tanning and Finishing	0	6,109	4,495	(1,614)	(26%)	0	(1,414)	(31%)	\$59,277	\$28.50
4232	Furniture and Home Furnishing Merchant Wholesalers	<10	120,996	105,995	(15,001)	(12%)	<10	(1,500)	(1%)	\$67,367	\$32.39
3372	Office Furniture (including Fixtures) Manufacturing	350	138,686	110,166	(28,520)	(21%)	405	(1,530)	(1%)	\$56,586	\$27.20
3117	Seafood Product Preparation and Packaging	0	39,565	36,622	(2,943)	(7%)	0	(1,567)	(4%)	\$53,548	\$25.74
3311	Iron and Steel Mills and Ferroalloy Manufacturing	0	100,339	93,216	(7,123)	(7%)	0	(1,714)	(2%)	\$98,643	\$47.42
3131	Fiber, Yarn, and Thread Mills	0	41,527	28,825	(12,702)	(31%)	0	(1,894)	(7%)	\$44,776	\$21.53
3274	Lime and Gypsum Product Manufacturing	0	18,656	14,593	(4,063)	(22%)	0	(2,036)	(14%)	\$79,365	\$38.16
3379	Other Furniture Related Product Manufacturing	0	49,136	34,791	(14,345)	(29%)	0	(2,057)	(6%)	\$50,450	\$24.25
5122	Sound Recording Industries	35	32,490	32,460	(30)	(0%)	51	(2,098)	(6%)	\$73,576	\$35.37
3253	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing	62	36,849	34,545	(2,304)	(6%)	18	(2,179)	(6%)	\$102,730	\$49.39
3333	Commercial and Service Industry Machinery Manufacturing	<10	107,589	88,026	(19,563)	(18%)	<10	(2,282)	(3%)	\$83,700	\$40.24
3255	Paint, Coating, and Adhesive Manufacturing	0	63,905	60,997	(2,908)	(5%)	0	(2,284)	(4%)	\$90,259	\$43.39
3169	Other Leather and Allied Product Manufacturing	<10	13,743	11,759	(1,984)	(14%)	0	(2,555)	(22%)	\$48,320	\$23.23
3251	Basic Chemical Manufacturing	52	149,072	149,351	279	0%	11	(2,561)	(2%)	\$119,742	\$57.57
3122	Tobacco Manufacturing	0	21,818	13,338	(8,480)	(39%)	0	(2,563)	(19%)	\$101,752	\$48.92
3162	Footwear Manufacturing	0	16,247	12,845	(3,402)	(21%)	0	(2,624)	(20%)	\$49,973	\$24.03
3271	Clay Product and Refractory Manufacturing	161	61,187	43,875	(17,312)	(28%)	228	(2,673)	(6%)	\$57,917	\$27.84
3366	Ship and Boat Building	0	161,105	144,367	(16,738)	(10%)	0	(2,698)	(2%)	\$76,841	\$36.94
3344	Semiconductor and Other Electronic Component Manufacturing	60	448,796	372,541	(76,255)	(17%)	115	(2,733)	(1%)	\$113,901	\$54.76
3252	Resin, Synthetic Rubber, and Artificial Synthetic Fibers and Filamen	0	105,972	93,897	(12,075)	(11%)	0	(3,076)	(3%)	\$106,757	\$51.33
3313	Alumina and Aluminum Production and Processing	1,116	71,383	61,521	(9,862)	(14%)	1,127	(3,101)	(5%)	\$76,681	\$36.87
2212	Natural Gas Distribution	11	106,287	115,783	9,496	9%	11	(3,232)	(3%)	\$135,540	\$65.16
3159	Apparel Accessories and Other Apparel Manufacturing	0	18,641	12,000	(6,641)	(36%)	0	(3,264)	(27%)	\$46,084	\$22.16
3343	Audio and Video Equipment Manufacturing	0	29,607	20,045	(9,562)	(32%)	0	(3,293)	(16%)	\$105,635	\$50.79
3351	Electric Lighting Equipment Manufacturing	0	59,560	46,240	(13,320)	(22%)	0	(3,490)	(8%)	\$78,998	\$37.98
3352	Household Appliance Manufacturing	0	75,131	60,388	(14,743)	(20%)	0	(3,542)	(6%)	\$80,564	\$38.73
4811	Scheduled Air Transportation	<10	445,996	411,059	(34,937)	(8%)	<10	(3,810)	(1%)	\$97,198	\$46.73
4471	Gasoline Stations	602	873,860	903,327	29,467	3%	480	(3,869)	(0%)	\$23,452	\$11.27
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing	14	110,146	108,308	(1,838)	(2%)	13	(4,068)	(4%)	\$83,120	\$39.96
3346	Manufacturing and Reproducing Magnetic and Optical Media	0	39,432	18,285	(21,147)	(54%)	0	(4,389)	(24%)	\$114,279	\$54.94
4242	Drugs and Druggists' Sundries Merchant Wholesalers	13	216,291	195,259	(21,032)	(10%)	<10	(4,882)	(3%)	\$126,236	\$60.69
3322	Cutlery and Handtool Manufacturing	0	51,818	37,069	(14,749)	(28%)	0	(4,931)	(13%)	\$68,041	\$32.71
3114	Fruit and Vegetable Preserving and Specialty Food Manufacturing	0	176,240	170,171	(6,069)	(3%)	0	(5,088)	(3%)	\$56,026	\$26.94
3325	Hardware Manufacturing	0	32,592	25,729	(6,863)	(21%)	0	(5,233)	(20%)	\$70,169	\$33.74
3262	Rubber Product Manufacturing	85	147,910	134,095	(13,815)	(9%)	61	(5,781)	(4%)	\$66,343	\$31.90
3113	Sugar and Confectionery Product Manufacturing	0	73,990	70,873	(3,117)	(4%)	0	(6,188)	(9%)	\$58,759	\$28.25
4233	Lumber and Other Construction Materials Merchant Wholesalers	95	263,697	211,090	(52,607)	(20%)	110	(6,659)	(3%)	\$64,943	\$31.22
4542	Vending Machine Operators	35	58,402	47,403	(10,999)	(19%)	36	(6,752)	(14%)	\$35,157	\$16.90
8123	Drycleaning and Laundry Services	148	364,547	315,247	(49,300)	(14%)	115	(6,903)	(2%)	\$32,023	\$15.40
4431	Electronics and Appliance Stores	245	613,450	512,599	(100,851)	(16%)	237	(7,397)	(1%)	\$51,089	\$24.56

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							Shoals Area 2025 Jobs	2015 - 2025 National Change	2015 - 2025 National % Change		
2211	Electric Power Generation, Transmission and Distribution	0	395,970	392,890	(3,080)	(1%)	0	(7,444)	(2%)	\$138,087	\$66.39
3353	Electrical Equipment Manufacturing	113	156,851	144,166	(12,685)	(8%)	219	(7,590)	(5%)	\$92,038	\$44.25
3259	Other Chemical Product and Preparation Manufacturing	101	101,146	85,230	(15,916)	(16%)	102	(7,682)	(9%)	\$85,650	\$41.18
3326	Spring and Wire Product Manufacturing	44	56,687	45,215	(11,472)	(20%)	0	(7,963)	(18%)	\$59,284	\$28.50
1133	Logging	124	91,105	75,582	(15,523)	(17%)	132	(8,784)	(12%)	\$43,342	\$20.84
3151	Apparel Knitting Mills	0	31,888	13,868	(18,020)	(57%)	0	(9,073)	(65%)	\$40,211	\$19.33
5615	Travel Arrangement and Reservation Services	18	249,516	214,277	(35,239)	(14%)	17	(9,473)	(4%)	\$58,359	\$28.06
5179	Other Telecommunications	23	150,674	86,215	(64,459)	(43%)	11	(10,588)	(12%)	\$102,337	\$49.20
3133	Textile and Fabric Finishing and Fabric Coating Mills	0	52,013	34,501	(17,512)	(34%)	0	(11,018)	(32%)	\$54,352	\$26.13
3335	Metalworking Machinery Manufacturing	414	196,422	185,583	(10,839)	(6%)	354	(11,335)	(6%)	\$69,731	\$33.52
3272	Glass and Glass Product Manufacturing	0	104,246	92,319	(11,927)	(11%)	0	(11,368)	(12%)	\$65,839	\$31.65
3132	Fabric Mills	<10	78,601	57,528	(21,073)	(27%)	<10	(11,971)	(21%)	\$52,385	\$25.19
2372	Land Subdivision	70	110,309	49,101	(61,208)	(55%)	134	(13,180)	(27%)	\$83,972	\$40.37
4236	Household Appliances and Electrical and Electronic Goods Merchant	104	356,768	332,082	(24,686)	(7%)	79	(13,380)	(4%)	\$92,932	\$44.68
3342	Communications Equipment Manufacturing	0	129,124	91,317	(37,807)	(29%)	0	(14,937)	(16%)	\$123,284	\$59.27
4543	Direct Selling Establishments	163	242,019	215,654	(26,365)	(11%)	196	(15,810)	(7%)	\$41,072	\$19.75
3341	Computer and Peripheral Equipment Manufacturing	0	187,053	167,558	(19,495)	(10%)	0	(16,403)	(10%)	\$183,585	\$88.26
3222	Converted Paper Product Manufacturing	60	324,223	263,938	(60,285)	(19%)	101	(16,553)	(6%)	\$70,222	\$33.76
3221	Pulp, Paper, and Paperboard Mills	341	131,884	100,899	(30,985)	(23%)	502	(16,638)	(16%)	\$97,161	\$46.71
4249	Miscellaneous Nondurable Goods Merchant Wholesalers	510	385,185	340,373	(44,812)	(12%)	362	(17,641)	(5%)	\$57,188	\$27.49
1110	Crop Production	130	842,220	825,996	(16,224)	(2%)	176	(17,855)	(2%)	\$30,476	\$14.65
4531	Florists	24	114,828	81,642	(33,186)	(29%)	<10	(19,173)	(23%)	\$22,654	\$10.89
9999	Unclassified Industry	0	216,926	201,480	(15,446)	(7%)	0	(20,722)	(10%)	\$57,629	\$27.71
4241	Paper and Paper Product Merchant Wholesalers	45	147,941	128,242	(19,699)	(13%)	49	(20,811)	(16%)	\$70,173	\$33.74
3371	Household and Institutional Furniture and Kitchen Cabinet Manufact	55	370,474	261,419	(109,055)	(29%)	68	(21,386)	(8%)	\$43,596	\$20.96
9012	Federal Government, Military	676	2,042,000	2,029,595	(12,405)	(1%)	674	(21,413)	(1%)	\$47,359	\$22.77
3141	Textile Furnishings Mills	0	86,788	53,219	(33,569)	(39%)	0	(21,886)	(41%)	\$49,784	\$23.93
4512	Book Stores and News Dealers	69	161,408	103,610	(57,798)	(36%)	77	(23,252)	(22%)	\$23,792	\$11.44
4521	Department Stores	1,055	1,599,402	1,345,204	(254,198)	(16%)	1,061	(24,495)	(2%)	\$24,954	\$12.00
5171	Wired Telecommunications Carriers	79	657,965	607,135	(50,830)	(8%)	72	(29,643)	(5%)	\$99,231	\$47.71
3399	Other Miscellaneous Manufacturing	145	375,513	308,324	(67,189)	(18%)	133	(35,345)	(11%)	\$65,347	\$31.42
4532	Office Supplies, Stationery, and Gift Stores	132	391,850	309,444	(82,406)	(21%)	129	(35,735)	(12%)	\$28,452	\$13.68
5312	Offices of Real Estate Agents and Brokers	80	590,422	428,553	(161,869)	(27%)	66	(40,152)	(9%)	\$58,226	\$27.99
3152	Cut and Sew Apparel Manufacturing	16	179,618	122,880	(56,738)	(32%)	<10	(45,074)	(37%)	\$45,034	\$21.65
1120	Animal Production and Aquaculture	35	477,309	418,844	(58,465)	(12%)	34	(53,275)	(13%)	\$32,420	\$15.59
3231	Printing and Related Support Activities	63	648,605	464,823	(183,782)	(28%)	40	(61,931)	(13%)	\$54,361	\$26.14
5111	Newspaper, Periodical, Book, and Directory Publishers	206	704,520	441,473	(263,047)	(37%)	240	(98,141)	(22%)	\$72,413	\$34.81
9011	Federal Government, Civilian	1,133	2,794,936	2,828,562	33,626	1%	1,023	(195,599)	(7%)	\$103,761	\$49.89
		58,878	152,677,301	155,858,595	3,181,294	2%	65,171	16,600,193	11%	\$59,240	\$28.48

Alumina & Aluminum Production and Processing Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015- 2025 National % Change
51-4051	1	Metal-Refining Furnace Operators and Tenders	53	46	47	1	2%	4.31	\$18.85	\$19.83	(0%)
51-4021	2	Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	145	146	148	2	2%	4.04	\$17.91	\$16.25	(7%)
51-1011	3	First-Line Supervisors of Production and Operating Workers	611	595	649	54	9%	1.97	\$26.28	\$28.18	2%
51-4031	4	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	278	296	300	4	1%	3.09	\$19.32	\$15.62	(4%)
49-9071	5	Maintenance and Repair Workers, General	593	555	629	74	13%	0.79	\$16.37	\$18.45	10%
51-9198	6	Helpers--Production Workers	643	532	543	11	2%	2.52	\$10.65	\$12.31	7%
53-7051	7	Industrial Truck and Tractor Operators	401	351	357	5	1%	1.33	\$16.24	\$16.03	2%
53-7064	8	Packers and Packagers, Hand	559	485	512	27	6%	1.36	\$10.04	\$11.09	9%
49-9041	9	Industrial Machinery Mechanics	414	419	472	53	13%	2.53	\$25.24	\$24.04	19%
53-7062	10	Laborers and Freight, Stock, and Material Movers, Hand	1,422	1,156	1,237	81	7%	0.93	\$11.41	\$13.11	12%
51-4023	11	Rolling Machine Setters, Operators, and Tenders, Metal and Plastic	39	37	38	1	2%	2.21	\$19.59	\$19.34	(3%)
47-2111	12	Electricians	404	384	453	68	18%	1.18	\$21.31	\$25.13	14%
51-9061	13	Inspectors, Testers, Sorters, Samplers, and Weighers	274	251	296	45	18%	0.99	\$16.43	\$18.60	8%
51-4072	14	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	82	73	81	8	11%	1.15	\$14.31	\$14.71	(6%)
51-2092	15	Team Assemblers	1,070	1,186	1,434	249	21%	2.05	\$14.05	\$14.81	6%
51-4052	16	Pourers and Casters, Metal	24	19	18	(2)	(8%)	3.98	\$15.30	\$16.55	(7%)
43-5071	17	Shipping, Receiving, and Traffic Clerks	313	275	300	25	9%	0.82	\$13.05	\$15.28	5%
53-7021	18	Crane and Tower Operators	23	20	23	3	15%	0.86	\$18.76	\$25.75	17%

Alumina & Aluminum Production and Processing Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015- 2025 National % Change
11-1021	19	General and Operations Managers	929	883	988	104	12%	0.83	\$53.46	\$56.10	12%
51-4041	20	Machinists	457	549	625	76	14%	2.72	\$23.40	\$19.95	11%
51-4081	21	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	135	164	168	4	3%	3.33	\$15.43	\$16.97	(6%)
51-9121	22	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	95	93	109	16	17%	2.00	\$14.55	\$15.78	3%
51-4111	23	Tool and Die Makers	73	75	84	9	12%	1.94	\$15.92	\$24.10	2%
51-4033	24	Grinding, Lapping, Polishing, and Boring Machine Tool Setters, Operators, and Tenders, Metal and Plastic	82	84	83	(0)	(1%)	2.40	\$15.71	\$16.49	(6%)
11-3051	25	Industrial Production Managers	121	112	124	11	10%	1.32	\$45.13	\$48.49	2%
41-4012	26	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	865	761	808	47	6%	1.04	\$26.12	\$31.28	10%
49-9043	27	Maintenance Workers, Machinery	65	66	78	12	19%	1.42	\$18.48	\$21.18	11%
49-1011	28	First-Line Supervisors of Mechanics, Installers, and Repairers	263	254	279	24	10%	1.14	\$29.10	\$30.99	9%
51-4011	29	Computer-Controlled Machine Tool Operators, Metal and Plastic	69	82	114	32	39%	1.09	\$16.74	\$18.23	16%
43-9061	30	Office Clerks, General	1,553	1,357	1,424	67	5%	0.83	\$10.24	\$14.84	7%
51-4199	31	Metal Workers and Plastic Workers, All Other	38	30	30	(1)	(3%)	2.69	\$16.51	\$16.99	9%
17-2112	32	Industrial Engineers	135	134	147	13	10%	1.12	\$40.91	\$40.93	7%
43-5061	33	Production, Planning, and Expediting Clerks	109	96	113	17	18%	0.63	\$20.45	\$22.94	7%
53-3032	34	Heavy and Tractor-Trailer Truck Drivers	1,107	910	895	(15)	(2%)	0.98	\$16.06	\$19.69	11%
51-4191	35	Heat Treating Equipment Setters, Operators, and Tenders, Metal and Plastic	13	14	18	4	27%	1.34	\$18.00	\$17.74	4%
29-9011	36	Occupational Health and Safety Specialists	36	31	33	2	6%	0.93	\$30.98	\$33.82	11%

Alumina & Aluminum Production and Processing Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015- 2025 National % Change
51-9111	37	Packaging and Filling Machine Operators and Tenders	377	315	302	(13)	(4%)	1.64	\$11.25	\$13.92	5%
43-4051	38	Customer Service Representatives	1,224	1,184	1,309	125	11%	0.92	\$13.01	\$16.31	14%
13-2011	39	Accountants and Auditors	511	486	525	39	8%	0.72	\$28.19	\$34.67	12%
51-4121	40	Welders, Cutters, Solderers, and Brazers	350	398	507	109	27%	1.98	\$15.71	\$19.07	8%
43-5081	41	Stock Clerks and Order Fillers	1,167	1,077	1,094	16	2%	1.15	\$10.64	\$12.22	3%
17-2141	42	Mechanical Engineers	119	113	123	10	9%	0.81	\$38.82	\$41.77	8%
51-4193	43	Plating and Coating Machine Setters, Operators, and Tenders, Metal and Plastic	39	56	64	7	13%	3.18	\$12.41	\$15.56	(3%)
53-7061	44	Cleaners of Vehicles and Equipment	360	355	394	39	11%	1.99	\$10.32	\$11.28	11%
37-2011	45	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,033	1,026	1,161	134	13%	0.82	\$10.31	\$12.21	13%
43-6014	46	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,851	1,848	1,982	134	7%	1.40	\$14.54	\$16.57	12%
13-1023	47	Purchasing Agents, Except Wholesale, Retail, and Farm Products	132	121	133	13	11%	0.81	\$25.55	\$31.12	6%
17-2131	48	Materials Engineers	12	<10	<10	Insf. Data	Insf. Data	0.74	\$40.96	\$43.82	7%
53-7063	49	Machine Feeders and Offbearers	92	73	71	(2)	(3%)	1.39	\$13.30	\$14.73	5%
51-9041	50	Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	163	157	172	15	10%	4.59	\$13.43	\$16.09	(0%)
			20,923	19,742	21,503	1,761	9%		\$17.82	\$20.84	9%

Source: Bureau of Labor Statistics, EMSI, Younger Associates

Architectural & Structural Metals Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-4121	1	Welders, Cutters, Solderers, and Brazers	350	398	507	109	27%	1.98	\$15.71	\$19.07	8%
51-2041	2	Structural Metal Fabricators and Fitters	102	125	163	38	30%	3.16	\$16.05	\$18.35	9%
51-2092	3	Team Assemblers	1,070	1,186	1,434	249	21%	2.05	\$14.05	\$14.81	6%
47-2211	4	Sheet Metal Workers	83	66	83	16	24%	0.93	\$17.42	\$23.11	13%
51-4031	5	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	278	296	300	4	1%	3.09	\$19.32	\$15.62	(4%)
51-1011	6	First-Line Supervisors of Production and Operating Workers	611	595	649	54	9%	1.97	\$26.28	\$28.18	2%
41-4012	7	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	865	761	808	47	6%	1.04	\$26.12	\$31.28	10%
51-9198	8	Helpers--Production Workers	643	532	543	11	2%	2.52	\$10.65	\$12.31	7%
11-1021	9	General and Operations Managers	929	883	988	104	12%	0.83	\$53.46	\$56.10	12%
53-7062	10	Laborers and Freight, Stock, and Material Movers, Hand	1,422	1,156	1,237	81	7%	0.93	\$11.41	\$13.11	12%
43-9061	11	Office Clerks, General	1,553	1,357	1,424	67	5%	0.83	\$10.24	\$14.84	7%
51-4041	12	Machinists	457	549	625	76	14%	2.72	\$23.40	\$19.95	11%
51-9121	13	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	95	93	109	16	17%	2.00	\$14.55	\$15.78	3%
43-5071	14	Shipping, Receiving, and Traffic Clerks	313	275	300	25	9%	0.82	\$13.05	\$15.28	5%
13-1051	15	Cost Estimators	93	78	97	19	24%	0.69	\$27.83	\$30.60	19%
51-4122	16	Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders	26	39	79	40	104%	1.31	\$17.92	\$17.46	17%
51-9061	17	Inspectors, Testers, Sorters, Samplers, and Weighers	274	251	296	45	18%	0.99	\$16.43	\$18.60	8%
53-3032	17	Heavy and Tractor-Trailer Truck Drivers	1,107	910	895	(15)	(2%)	0.98	\$16.06	\$19.69	11%

Architectural & Structural Metals Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-4081	18	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	135	164	168	4	3%	3.33	\$15.43	\$16.97	(6%)
17-3013	19	Mechanical Drafters	48	44	46	2	5%	1.32	\$17.19	\$26.52	0%
51-4011	20	Computer-Controlled Machine Tool Operators, Metal and Plastic	69	82	114	32	39%	1.09	\$16.74	\$18.23	16%
43-6014	21	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,851	1,848	1,982	134	7%	1.40	\$14.54	\$16.57	12%
49-9071	22	Maintenance and Repair Workers, General	593	555	629	74	13%	0.79	\$16.37	\$18.45	10%
11-3051	23	Industrial Production Managers	121	112	124	11	10%	1.32	\$45.13	\$48.49	2%
43-3031	24	Bookkeeping, Accounting, and Auditing Clerks	830	779	855	75	10%	0.88	\$15.58	\$18.25	11%
51-2099	25	Assemblers and Fabricators, All Other	216	194	216	23	12%	1.57	\$11.28	\$13.89	9%
43-4051	26	Customer Service Representatives	1,224	1,184	1,309	125	11%	0.92	\$13.01	\$16.31	14%
51-4033	28	Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	82	84	83	(0)	(1%)	2.40	\$15.71	\$16.49	(6%)
13-1023	29	Purchasing Agents, Except Wholesale, Retail, and Farm Products	132	121	133	13	11%	0.81	\$25.55	\$31.12	6%
53-7051	30	Industrial Truck and Tractor Operators	401	351	357	5	1%	1.33	\$16.24	\$16.03	2%
51-4023	31	Rolling Machine Setters, Operators, and Tenders, Metal and Plastic	39	37	38	1	2%	2.21	\$19.59	\$19.34	(3%)
43-5061	32	Production, Planning, and Expediting Clerks	109	96	113	17	18%	0.63	\$20.45	\$22.94	7%
17-2141	33	Mechanical Engineers	119	113	123	10	9%	0.81	\$38.82	\$41.77	8%
13-2011	34	Accountants and Auditors	511	486	525	39	8%	0.72	\$28.19	\$34.67	12%
17-2112	35	Industrial Engineers	135	134	147	13	10%	1.12	\$40.91	\$40.93	7%
49-9041	36	Industrial Machinery Mechanics	414	419	472	53	13%	2.53	\$25.24	\$24.04	19%

Architectural & Structural Metals Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
53-3033	37	Light Truck or Delivery Services Drivers	485	436	448	12	3%	1.02	\$12.35	\$16.14	7%
47-2221	38	Structural Iron and Steel Workers	52	40	41	1	3%	1.20	\$19.21	\$25.09	13%
47-1011	39	First-Line Supervisors of Construction Trades and Extraction Workers	552	430	423	(7)	(2%)	1.35	\$22.27	\$28.44	10%
43-1011	40	First-Line Supervisors of Office and Administrative Support Workers	641	622	702	79	13%	0.86	\$20.80	\$26.15	12%
53-7064	41	Packers and Packagers, Hand	559	485	512	27	6%	1.36	\$10.04	\$11.09	9%
51-4192	42	Layout Workers, Metal and Plastic	10	13	15	2	17%	1.87	\$14.24	\$22.26	4%
17-3011	43	Architectural and Civil Drafters	62	40	38	(2)	(6%)	0.83	\$20.57	\$25.15	(1%)
43-5081	44	Stock Clerks and Order Fillers	1,167	1,077	1,094	16	2%	1.15	\$10.64	\$12.22	3%
51-9022	45	Grinding and Polishing Workers, Hand	20	19	23	5	24%	1.27	\$12.35	\$14.43	2%
37-2011	46	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,033	1,026	1,161	134	13%	0.82	\$10.31	\$12.21	13%
51-4012	47	Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic	26	29	37	8	27%	2.30	\$18.69	\$24.13	24%
11-2022	48	Sales Managers	104	96	110	14	15%	0.51	\$35.17	\$59.22	10%
43-4171	49	Receptionists and Information Clerks	530	509	572	63	12%	0.98	\$11.08	\$13.45	11%
51-4072	50	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	82	73	81	8	11%	1.15	\$14.31	\$14.71	(6%)
			22,625	21,249	23,229	1,980	9%		\$17.76	\$21.11	10%

Source: Bureau of Labor Statistics, EMSI, Younger Associates

Building Equipment Contractors Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015- 2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
47-2111	1	Electricians	404	384	453	68	18%	1.18	\$21.31	\$25.13	14%
47-2152	2	Plumbers, Pipefitters, and Steamfitters	350	304	347	44	14%	1.39	\$23.90	\$25.12	17%
49-9021	3	Heating, Air Conditioning, and Refrigeration Mechanics and Installers	350	321	363	41	13%	2.06	\$19.55	\$21.59	17%
47-1011	4	First-Line Supervisors of Construction Trades and Extraction Workers	552	430	423	(7)	(2%)	1.35	\$22.27	\$28.44	10%
47-2211	5	Sheet Metal Workers	83	66	83	16	24%	0.93	\$17.42	\$23.11	13%
43-9061	6	Office Clerks, General	1,553	1,357	1,424	67	5%	0.83	\$10.24	\$14.84	7%
47-3013	7	Helpers--Electricians	147	172	217	45	26%	4.74	\$14.75	\$13.98	25%
43-6014	8	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,851	1,848	1,982	134	7%	1.40	\$14.54	\$16.57	12%
11-1021	9	General and Operations Managers	929	883	988	104	12%	0.83	\$53.46	\$56.10	12%
47-3015	10	Helpers--Pipelayers, Plumbers, Pipefitters, and Steamfitters	75	66	76	10	16%	2.37	\$11.48	\$13.86	21%
43-3031	11	Bookkeeping, Accounting, and Auditing Clerks	830	779	855	75	10%	0.88	\$15.58	\$18.25	11%
13-1051	12	Cost Estimators	93	78	97	19	24%	0.69	\$27.83	\$30.60	19%
47-2061	13	Construction Laborers	816	715	666	(49)	(7%)	1.13	\$11.83	\$15.85	14%
11-9021	14	Construction Managers	326	167	122	(45)	(27%)	0.89	\$19.80	\$34.57	0%
49-2022	15	Telecommunications Equipment Installers and Repairers, Except Line Installers	116	103	106	3	3%	0.94	\$25.53	\$26.10	6%
49-1011	16	First-Line Supervisors of Mechanics, Installers, and Repairers	263	254	279	24	10%	1.14	\$29.10	\$30.99	9%
49-9052	17	Telecommunications Line Installers and Repairers	30	26	33	6	25%	0.44	\$18.87	\$25.98	7%
41-3099	18	Sales Representatives, Services, All Other	227	180	204	23	13%	0.39	\$21.66	\$29.40	15%

Building Equipment Contractors Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015- 2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
47-4021	19	Elevator Installers and Repairers	<10	<10	<10	Insf. Data	Insf. Data	0.35	Insf. Data	\$36.78	21%
49-9098	20	Helpers--Installation, Maintenance, and Repair Workers	139	142	157	15	11%	2.15	\$11.18	\$13.33	13%
47-2132	21	Insulation Workers, Mechanical	10	20	31	11	53%	1.27	\$17.54	\$23.87	33%
49-2098	22	Security and Fire Alarm Systems Installers	15	16	20	4	24%	0.49	\$17.61	\$20.92	17%
41-4012	23	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	865	761	808	47	6%	1.04	\$26.12	\$31.28	10%
43-5032	24	Dispatchers, Except Police, Fire, and Ambulance	69	63	72	8	13%	0.63	\$16.97	\$19.03	12%
49-9044	25	Millwrights	43	29	28	(1)	(3%)	1.42	\$20.53	\$24.77	15%
43-1011	26	First-Line Supervisors of Office and Administrative Support Workers	641	622	702	79	13%	0.86	\$20.80	\$26.15	12%
13-2011	27	Accountants and Auditors	511	486	525	39	8%	0.72	\$28.19	\$34.67	12%
53-7062	28	Laborers and Freight, Stock, and Material Movers, Hand	1,422	1,156	1,237	81	7%	0.93	\$11.41	\$13.11	12%
49-9071	29	Maintenance and Repair Workers, General	593	555	629	74	13%	0.79	\$16.37	\$18.45	10%
43-5081	30	Stock Clerks and Order Fillers	1,167	1,077	1,094	16	2%	1.15	\$10.64	\$12.22	3%
49-2097	31	Electronic Home Entertainment Equipment Installers and Repairers	21	17	17	(0)	(1%)	0.99	\$17.83	\$17.71	(0%)
51-4121	32	Welders, Cutters, Solderers, and Brazers	350	398	507	109	27%	1.98	\$15.71	\$19.07	8%
43-4171	33	Receptionists and Information Clerks	530	509	572	63	12%	0.98	\$11.08	\$13.45	11%
43-6011	34	Executive Secretaries and Executive Administrative Assistants	164	127	138	11	9%	0.34	\$24.74	\$25.72	2%
13-1023	35	Purchasing Agents, Except Wholesale, Retail, and Farm Products	132	121	133	13	11%	0.81	\$25.55	\$31.12	6%
43-4051	36	Customer Service Representatives	1,224	1,184	1,309	125	11%	0.92	\$13.01	\$16.31	14%

Building Equipment Contractors Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015- 2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
47-2011	37	Boilermakers	<10	<10	<10	Insf. Data	Insf. Data	0.67	Insf. Data	\$28.93	6%
47-2073	38	Operating Engineers and Other Construction Equipment Operators	317	323	343	21	6%	1.74	\$16.63	\$22.75	14%
49-9051	39	Electrical Power-Line Installers and Repairers	62	90	104	14	15%	1.55	\$31.37	\$31.24	13%
53-3033	40	Light Truck or Delivery Services Drivers	485	436	448	12	3%	1.02	\$12.35	\$16.14	7%
47-2031	41	Carpenters	892	637	526	(111)	(17%)	1.22	\$14.08	\$18.81	8%
37-3011	42	Landscaping and Groundskeeping Workers	695	661	687	26	4%	1.06	\$9.81	\$11.96	14%
43-3051	43	Payroll and Timekeeping Clerks	147	151	164	12	8%	1.70	\$14.70	\$19.71	13%
47-2151	44	Pipelayers	108	119	120	1	1%	4.21	\$20.64	\$17.52	10%
17-3012	45	Electrical and Electronics Drafters	<10	<10	<10	Insf. Data	Insf. Data	0.47	Insf. Data	\$29.74	11%
49-9011	46	Mechanical Door Repairers	<10	<10	<10	Insf. Data	Insf. Data	0.49	Insf. Data	\$18.87	22%
49-2094	47	Electrical and Electronics Repairers, Commercial and Industrial Equipment	127	107	98	(9)	(8%)	3.21	\$26.26	\$26.74	6%
47-2231	48	Solar Photovoltaic Installers	<10	<10	<10	Insf. Data	Insf. Data	1.35	Insf. Data	\$19.73	20%
11-1011	49	Chief Executives	101	88	98	10	11%	0.59	\$78.76	\$78.15	6%
13-1199	50	Business Operations Specialists, All Other	155	101	125	24	24%	0.21	\$31.22	\$35.08	9%
			20,004	18,159	19,446	1,287	7%		\$18.15	\$22.71	11%

Source: Bureau of Labor Statistics, EMSI, Younger Associates

Business Support Services Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
43-4051	1	Customer Service Representatives	1,224	1,184	1,309	125	11%	0.92	\$13.01	\$16.31	14%
41-9041	2	Telemarketers	38	34	38	4	13%	0.27	\$11.55	\$12.56	11%
43-3011	3	Bill and Account Collectors	123	101	116	15	15%	0.57	\$14.70	\$17.11	13%
43-1011	4	First-Line Supervisors of Office and Administrative Support Workers	641	622	702	79	13%	0.86	\$20.80	\$26.15	12%
41-3099	5	Sales Representatives, Services, All Other	227	180	204	23	13%	0.39	\$21.66	\$29.40	15%
43-9061	6	Office Clerks, General	1,553	1,357	1,424	67	5%	0.83	\$10.24	\$14.84	7%
43-9051	7	Mail Clerks and Mail Machine Operators, Except Postal Service	24	14	14	1	4%	0.27	\$11.38	\$14.02	(5%)
43-2011	8	Switchboard Operators, Including Answering Service	87	76	67	(8)	(11%)	1.36	\$11.45	\$13.46	(7%)
11-1021	9	General and Operations Managers	929	883	988	104	12%	0.83	\$53.46	\$56.10	12%
15-1151	10	Computer User Support Specialists	115	100	120	19	19%	0.31	\$16.05	\$24.73	19%
43-9071	11	Office Machine Operators, Except Computer	20	12	11	(1)	(8%)	0.35	\$10.94	\$14.52	(4%)
31-9094	12	Medical Transcriptionists	60	60	64	5	8%	1.63	\$14.14	\$16.32	11%
41-2021	13	Counter and Rental Clerks	310	249	262	13	5%	1.12	\$11.90	\$13.29	9%
43-3031	14	Bookkeeping, Accounting, and Auditing Clerks	830	779	855	75	10%	0.88	\$15.58	\$18.25	11%
43-6014	15	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,851	1,848	1,982	134	7%	1.40	\$14.54	\$16.57	12%
41-1012	16	First-Line Supervisors of Non-Retail Sales Workers	173	149	152	3	2%	0.85	\$23.15	\$33.19	4%
13-1151	17	Training and Development Specialists	54	53	62	9	18%	0.42	\$28.82	\$29.62	15%
43-9021	18	Data Entry Keyers	82	53	43	(9)	(17%)	0.48	\$12.51	\$14.93	(15%)

Business Support Services Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
13-1199	19	Business Operations Specialists, All Other	155	101	125	24	24%	0.21	\$31.22	\$35.08	9%
43-4151	20	Order Clerks	83	74	75	2	2%	0.76	\$11.79	\$16.03	2%
43-3021	21	Billing and Posting Clerks	268	248	280	32	13%	0.96	\$14.74	\$17.18	15%
23-2091	22	Court Reporters	36	33	34	1	3%	2.43	\$18.06	\$25.96	2%
41-2031	23	Retail Salespersons	2,804	2,762	3,080	318	12%	1.20	\$11.33	\$12.41	9%
13-1071	24	Human Resources Specialists	170	126	136	10	8%	0.52	\$21.93	\$30.09	9%
43-4111	25	Interviewers, Except Eligibility and Loan	100	94	102	8	8%	0.87	\$9.90	\$15.61	10%
53-3033	26	Light Truck or Delivery Services Drivers	485	436	448	12	3%	1.02	\$12.35	\$16.14	7%
13-2011	27	Accountants and Auditors	511	486	525	39	8%	0.72	\$28.19	\$34.67	12%
13-1161	28	Market Research Analysts and Marketing Specialists	68	62	84	21	34%	0.25	\$27.82	\$32.74	28%
13-1111	29	Management Analysts	122	87	97	10	11%	0.23	\$38.39	\$40.29	15%
41-4012	30	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	865	761	808	47	6%	1.04	\$26.12	\$31.28	10%
15-1142	31	Network and Computer Systems Administrators	95	84	94	10	12%	0.45	\$31.33	\$38.22	12%
41-1011	32	First-Line Supervisors of Retail Sales Workers	1,240	1,153	1,230	77	7%	1.62	\$18.46	\$18.89	6%
43-4041	33	Credit Authorizers, Checkers, and Clerks	12	11	12	1	11%	0.48	\$14.84	\$17.66	1%
43-5081	34	Stock Clerks and Order Fillers	1,167	1,077	1,094	16	2%	1.15	\$10.64	\$12.22	3%
11-3011	35	Administrative Services Managers	57	47	57	10	22%	0.34	\$39.28	\$44.30	12%
43-9022	36	Word Processors and Typists	30	21	20	(2)	(7%)	0.43	\$15.95	\$17.85	(16%)

Business Support Services Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
43-5071	37	Shipping, Receiving, and Traffic Clerks	313	275	300	25	9%	0.82	\$13.05	\$15.28	5%
51-5112	38	Printing Press Operators	55	38	37	(1)	(1%)	0.44	\$14.20	\$17.61	(8%)
43-5061	39	Production, Planning, and Expediting Clerks	109	96	113	17	18%	0.63	\$20.45	\$22.94	7%
43-4171	40	Receptionists and Information Clerks	530	509	572	63	12%	0.98	\$11.08	\$13.45	11%
11-2022	41	Sales Managers	104	96	110	14	15%	0.51	\$35.17	\$59.22	10%
15-1121	42	Computer Systems Analysts	52	36	51	15	42%	0.13	\$28.79	\$41.36	22%
15-1152	43	Computer Network Support Specialists	25	19	22	3	18%	0.20	\$25.36	\$31.75	8%
11-3021	44	Computer and Information Systems Managers	45	39	48	9	23%	0.22	\$48.06	\$64.87	16%
43-6011	45	Executive Secretaries and Executive Administrative Assistants	164	127	138	11	9%	0.34	\$24.74	\$25.72	2%
43-4071	46	File Clerks	49	35	36	1	4%	0.43	\$11.76	\$14.45	(0%)
53-7062	47	Laborers and Freight, Stock, and Material Movers, Hand	1,422	1,156	1,237	81	7%	0.93	\$11.41	\$13.11	12%
15-1131	48	Computer Programmers	38	33	38	5	14%	0.21	\$32.15	\$38.80	10%
15-1132	49	Software Developers, Applications	49	33	45	12	36%	0.09	\$38.60	\$47.55	23%
11-3031	50	Financial Managers	151	148	171	23	15%	0.55	\$56.76	\$61.83	10%
			19,717	18,058	19,635	1,577	9%		\$17.56	\$23.75	10%

Source: Bureau of Labor Statistics, EMSI, Younger Associates

Computer Systems Design and Related Services Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
15-1132	1	Software Developers, Applications	49	33	45	12	36%	0.09	\$38.60	\$47.55	23%
15-1121	2	Computer Systems Analysts	52	36	51	15	42%	0.13	\$28.79	\$41.36	22%
15-1133	3	Software Developers, Systems Software	25	20	27	7	36%	0.10	\$41.25	\$50.63	20%
15-1131	4	Computer Programmers	38	33	38	5	14%	0.21	\$32.15	\$38.80	10%
15-1151	5	Computer User Support Specialists	115	100	120	19	19%	0.31	\$16.05	\$24.73	19%
11-3021	6	Computer and Information Systems Managers	45	39	48	9	23%	0.22	\$48.06	\$64.87	16%
15-1142	7	Network and Computer Systems Administrators	95	84	94	10	12%	0.45	\$31.33	\$38.22	12%
41-3099	8	Sales Representatives, Services, All Other	227	180	204	23	13%	0.39	\$21.66	\$29.40	15%
11-1021	9	General and Operations Managers	929	883	988	104	12%	0.83	\$53.46	\$56.10	12%
43-4051	10	Customer Service Representatives	1,224	1,184	1,309	125	11%	0.92	\$13.01	\$16.31	14%
15-1143	11	Computer Network Architects	16	10	13	3	27%	0.14	\$38.65	\$48.44	14%
15-1152	12	Computer Network Support Specialists	25	19	22	3	18%	0.20	\$25.36	\$31.75	8%
13-1111	13	Management Analysts	122	87	97	10	11%	0.23	\$38.39	\$40.29	15%
43-9061	14	Office Clerks, General	1,553	1,357	1,424	67	5%	0.83	\$10.24	\$14.84	7%
15-1134	15	Web Developers	16	15	19	4	23%	0.19	\$22.48	\$29.85	22%
41-4011	16	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	46	30	39	9	28%	0.17	\$30.70	\$41.39	12%
15-1199	17	Computer Occupations, All Other	36	20	23	4	20%	0.17	\$34.59	\$40.70	7%
13-1161	18	Market Research Analysts and Marketing Specialists	68	62	84	21	34%	0.25	\$27.82	\$32.74	28%

Computer Systems Design and Related Services Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
13-1199	19	Business Operations Specialists, All Other	155	101	125	24	24%	0.21	\$31.22	\$35.08	9%
43-6014	20	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,851	1,848	1,982	134	7%	1.40	\$14.54	\$16.57	12%
15-1122	21	Information Security Analysts	<10	<10	12	Insf. Data	Insf. Data	0.21	Insf. Data	\$44.04	31%
13-2011	22	Accountants and Auditors	511	486	525	39	8%	0.72	\$28.19	\$34.67	12%
43-3031	23	Bookkeeping, Accounting, and Auditing Clerks	830	779	855	75	10%	0.88	\$15.58	\$18.25	11%
15-1141	24	Database Administrators	15	13	16	3	20%	0.23	\$31.71	\$39.56	15%
17-2061	25	Computer Hardware Engineers	<10	<10	<10	Insf. Data	Insf. Data	0.13	Insf. Data	\$52.84	10%
13-1071	26	Human Resources Specialists	170	126	136	10	8%	0.52	\$21.93	\$30.09	9%
43-6011	27	Executive Secretaries and Executive Administrative Assistants	164	127	138	11	9%	0.34	\$24.74	\$25.72	2%
13-1151	28	Training and Development Specialists	54	53	62	9	18%	0.42	\$28.82	\$29.62	15%
41-9031	29	Sales Engineers	12	11	13	2	19%	0.30	\$44.40	\$50.32	13%
11-2022	30	Sales Managers	104	96	110	14	15%	0.51	\$35.17	\$59.22	10%
43-1011	31	First-Line Supervisors of Office and Administrative Support Workers	641	622	702	79	13%	0.86	\$20.80	\$26.15	12%
11-2021	32	Marketing Managers	26	22	27	6	25%	0.22	\$47.66	\$63.74	15%
15-2031	33	Operations Research Analysts	12	12	17	4	37%	0.27	\$35.27	\$39.86	23%
49-2011	34	Computer, Automated Teller, and Office Machine Repairers	46	38	38	0	1%	0.54	\$15.85	\$17.36	7%
13-2051	35	Financial Analysts	27	21	26	5	26%	0.15	\$33.40	\$44.11	15%
11-3031	36	Financial Managers	151	148	171	23	15%	0.55	\$56.76	\$61.83	10%

Computer Systems Design and Related Services Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
27-3042	37	Technical Writers	<10	<10	<10	Insf. Data	Insf. Data	0.18	Insf. Data	\$34.63	15%
27-1024	38	Graphic Designers	70	51	52	1	1%	0.37	\$16.80	\$22.57	6%
11-9199	39	Managers, All Other	253	233	229	(4)	(2%)	0.69	\$21.83	\$37.32	6%
43-9021	40	Data Entry Keyers	82	53	43	(9)	(17%)	0.48	\$12.51	\$14.93	(15%)
17-2072	41	Electronics Engineers, Except Computer	24	17	19	2	11%	0.25	\$39.91	\$47.87	7%
11-1011	42	Chief Executives	101	88	98	10	11%	0.59	\$78.76	\$78.15	6%
41-4012	43	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	865	761	808	47	6%	1.04	\$26.12	\$31.28	10%
13-1023	44	Purchasing Agents, Except Wholesale, Retail, and Farm Products	132	121	133	13	11%	0.81	\$25.55	\$31.12	6%
17-2071	45	Electrical Engineers	53	61	71	10	16%	0.68	\$47.89	\$45.99	9%
11-9041	46	Architectural and Engineering Managers	41	34	39	6	17%	0.37	\$56.18	\$66.52	10%
13-1081	47	Logisticians	29	25	31	6	24%	0.37	\$38.10	\$36.94	22%
41-1012	48	First-Line Supervisors of Non-Retail Sales Workers	173	149	152	3	2%	0.85	\$23.15	\$33.19	4%
15-1111	49	Computer and Information Research Scientists	10	<10	<10	Insf. Data	Insf. Data	0.71	Insf. Data	\$54.42	15%
11-3011	50	Administrative Services Managers	57	47	57	10	22%	0.34	\$39.28	\$44.30	12%
			11,364	10,365	11,357	992	10%		\$23.14	\$31.78	12%

Source: Bureau of Labor Statistics, EMSI, Younger Associates

Electrical Equipment Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-2022	1	Electrical and Electronic Equipment Assemblers	83	122	149	27	22%	1.19	\$9.99	\$15.42	1%
51-2092	2	Team Assemblers	1,070	1,186	1,434	249	21%	2.05	\$14.05	\$14.81	6%
51-2021	3	Coil Winders, Tapers, and Finishers	<10	<10	12	Insf. Data	Insf. Data	1.10	Insf. Data	\$16.12	(2%)
17-2071	4	Electrical Engineers	53	61	71	10	16%	0.68	\$47.89	\$45.99	9%
51-1011	5	First-Line Supervisors of Production and Operating Workers	611	595	649	54	9%	1.97	\$26.28	\$28.18	2%
51-9061	6	Inspectors, Testers, Sorters, Samplers, and Weighers	274	251	296	45	18%	0.99	\$16.43	\$18.60	8%
17-2141	7	Mechanical Engineers	119	113	123	10	9%	0.81	\$38.82	\$41.77	8%
51-2023	8	Electromechanical Equipment Assemblers	13	16	22	6	37%	0.69	\$13.48	\$16.50	1%
51-4041	9	Machinists	457	549	625	76	14%	2.72	\$23.40	\$19.95	11%
17-2112	10	Industrial Engineers	135	134	147	13	10%	1.12	\$40.91	\$40.93	7%
53-7062	11	Laborers and Freight, Stock, and Material Movers, Hand	1,422	1,156	1,237	81	7%	0.93	\$11.41	\$13.11	12%
17-3023	12	Electrical and Electronics Engineering Technicians	32	31	36	5	17%	0.44	\$26.32	\$28.97	5%
51-4121	13	Welders, Cutters, Solderers, and Brazers	350	398	507	109	27%	1.98	\$15.71	\$19.07	8%
51-4011	14	Computer-Controlled Machine Tool Operators, Metal and Plastic	69	82	114	32	39%	1.09	\$16.74	\$18.23	16%
11-1021	15	General and Operations Managers	929	883	988	104	12%	0.83	\$53.46	\$56.10	12%
41-4012	16	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	865	761	808	47	6%	1.04	\$26.12	\$31.28	10%
43-5071	17	Shipping, Receiving, and Traffic Clerks	313	275	300	25	9%	0.82	\$13.05	\$15.28	5%
13-1023	18	Purchasing Agents, Except Wholesale, Retail, and Farm Products	132	121	133	13	11%	0.81	\$25.55	\$31.12	6%

Electrical Equipment Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
11-3051	19	Industrial Production Managers	121	112	124	11	10%	1.32	\$45.13	\$48.49	2%
49-9071	20	Maintenance and Repair Workers, General	593	555	629	74	13%	0.79	\$16.37	\$18.45	10%
43-9061	21	Office Clerks, General	1,553	1,357	1,424	67	5%	0.83	\$10.24	\$14.84	7%
43-4051	22	Customer Service Representatives	1,224	1,184	1,309	125	11%	0.92	\$13.01	\$16.31	14%
51-4031	23	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	278	296	300	4	1%	3.09	\$19.32	\$15.62	(4%)
43-5061	24	Production, Planning, and Expediting Clerks	109	96	113	17	18%	0.63	\$20.45	\$22.94	7%
11-9041	25	Architectural and Engineering Managers	41	34	39	6	17%	0.37	\$56.18	\$66.52	10%
41-4011	26	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	46	30	39	9	28%	0.17	\$30.70	\$41.39	12%
51-9198	27	Helpers--Production Workers	643	532	543	11	2%	2.52	\$10.65	\$12.31	7%
51-2099	28	Assemblers and Fabricators, All Other	216	194	216	23	12%	1.57	\$11.28	\$13.89	9%
51-2041	29	Structural Metal Fabricators and Fitters	102	125	163	38	30%	3.16	\$16.05	\$18.35	9%
13-2011	30	Accountants and Auditors	511	486	525	39	8%	0.72	\$28.19	\$34.67	12%
17-3012	31	Electrical and Electronics Drafters	<10	<10	<10	Insf. Data	Insf. Data	0.47	Insf. Data	\$29.74	11%
43-3031	32	Bookkeeping, Accounting, and Auditing Clerks	830	779	855	75	10%	0.88	\$15.58	\$18.25	11%
49-2094	33	Electrical and Electronics Repairers, Commercial and Industrial Equipment	127	107	98	(9)	(8%)	3.21	\$26.26	\$26.74	6%
51-9121	34	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	95	93	109	16	17%	2.00	\$14.55	\$15.78	3%
17-2072	35	Electronics Engineers, Except Computer	24	17	19	2	11%	0.25	\$39.91	\$47.87	7%
51-9199	36	Production Workers, All Other	133	92	101	10	10%	0.78	\$17.32	\$15.23	8%

Electrical Equipment Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-2031	37	Engine and Other Machine Assemblers	20	43	48	5	12%	2.21	\$15.78	\$19.32	3%
43-6014	38	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,851	1,848	1,982	134	7%	1.40	\$14.54	\$16.57	12%
13-1161	39	Market Research Analysts and Marketing Specialists	68	62	84	21	34%	0.25	\$27.82	\$32.74	28%
17-3013	40	Mechanical Drafters	48	44	46	2	5%	1.32	\$17.19	\$26.52	0%
41-9031	41	Sales Engineers	12	11	13	2	19%	0.30	\$44.40	\$50.32	13%
51-4081	42	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	135	164	168	4	3%	3.33	\$15.43	\$16.97	(6%)
43-5081	43	Stock Clerks and Order Fillers	1,167	1,077	1,094	16	2%	1.15	\$10.64	\$12.22	3%
51-4072	44	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	82	73	81	8	11%	1.15	\$14.31	\$14.71	(6%)
11-2022	45	Sales Managers	104	96	110	14	15%	0.51	\$35.17	\$59.22	10%
47-2111	46	Electricians	404	384	453	68	18%	1.18	\$21.31	\$25.13	14%
53-7051	47	Industrial Truck and Tractor Operators	401	351	357	5	1%	1.33	\$16.24	\$16.03	2%
15-1132	48	Software Developers, Applications	49	33	45	12	36%	0.09	\$38.60	\$47.55	23%
11-3031	49	Financial Managers	151	148	171	23	15%	0.55	\$56.76	\$61.83	10%
17-3026	50	Industrial Engineering Technicians	32	33	38	5	15%	1.00	\$29.50	\$26.73	2%
			18,108	17,206	18,959	1,753	10%		\$19.14	\$24.30	10%

Source: Bureau of Labor Statistics, EMSI, Younger Associates

Top Machine Shops; Turned Product; and Screw, Nutr & Bolt Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-4041	1	Machinists	457	549	625	76	14%	2.72	\$23.40	\$19.95	11%
51-4011	2	Computer-Controlled Machine Tool Operators, Metal and Plastic	69	82	114	32	39%	1.09	\$16.74	\$18.23	16%
51-1011	3	First-Line Supervisors of Production and Operating Workers	611	595	649	54	9%	1.97	\$26.28	\$28.18	2%
51-9061	4	Inspectors, Testers, Sorters, Samplers, and Weighers	274	251	296	45	18%	0.99	\$16.43	\$18.60	8%
51-4034	5	Lathe and Turning Machine Tool Setters, Operators, and Tenders, Metal and Plastic	46	45	41	(3)	(7%)	2.11	\$18.29	\$18.01	(5%)
51-4121	6	Welders, Cutters, Solderers, and Brazers	350	398	507	109	27%	1.98	\$15.71	\$19.07	8%
11-1021	7	General and Operations Managers	929	883	988	104	12%	0.83	\$53.46	\$56.10	12%
43-9061	8	Office Clerks, General	1,553	1,357	1,424	67	5%	0.83	\$10.24	\$14.84	7%
51-9198	9	Helpers--Production Workers	643	532	543	11	2%	2.52	\$10.65	\$12.31	7%
43-5071	10	Shipping, Receiving, and Traffic Clerks	313	275	300	25	9%	0.82	\$13.05	\$15.28	5%
51-4033	11	Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	82	84	83	(0)	(1%)	2.40	\$15.71	\$16.49	(6%)
51-4012	12	Computer Numerically Controlled Machine Tool Programmers, Metal and Plastic	26	29	37	8	27%	2.30	\$18.69	\$24.13	24%
43-6014	13	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,851	1,848	1,982	134	7%	1.40	\$14.54	\$16.57	12%
51-2092	14	Team Assemblers	1,070	1,186	1,434	249	21%	2.05	\$14.05	\$14.81	6%
51-4081	15	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	135	164	168	4	3%	3.33	\$15.43	\$16.97	(6%)
41-4012	16	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	865	761	808	47	6%	1.04	\$26.12	\$31.28	10%
51-4035	17	Milling and Planing Machine Setters, Operators, and Tenders, Metal and Plastic	37	40	40	(0)	(1%)	3.60	\$14.26	\$18.69	(4%)
51-4031	18	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	278	296	300	4	1%	3.09	\$19.32	\$15.62	(4%)

Top Machine Shops; Turned Product; and Screw, Nutr & Bolt Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
11-3051	19	Industrial Production Managers	121	112	124	11	10%	1.32	\$45.13	\$48.49	2%
43-3031	20	Bookkeeping, Accounting, and Auditing Clerks	830	779	855	75	10%	0.88	\$15.58	\$18.25	11%
51-4111	21	Tool and Die Makers	73	75	84	9	12%	1.94	\$15.92	\$24.10	2%
49-9071	22	Maintenance and Repair Workers, General	593	555	629	74	13%	0.79	\$16.37	\$18.45	10%
53-7062	23	Laborers and Freight, Stock, and Material Movers, Hand	1,422	1,156	1,237	81	7%	0.93	\$11.41	\$13.11	12%
17-2141	24	Mechanical Engineers	119	113	123	10	9%	0.81	\$38.82	\$41.77	8%
51-4032	25	Drilling and Boring Machine Tool Setters, Operators, and Tenders, Metal and Plastic	15	15	15	(1)	(5%)	1.76	\$13.03	\$17.50	(12%)
49-9041	26	Industrial Machinery Mechanics	414	419	472	53	13%	2.53	\$25.24	\$24.04	19%
37-2011	27	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,033	1,026	1,161	134	13%	0.82	\$10.31	\$12.21	13%
13-1023	28	Purchasing Agents, Except Wholesale, Retail, and Farm Products	132	121	133	13	11%	0.81	\$25.55	\$31.12	6%
17-2112	29	Industrial Engineers	135	134	147	13	10%	1.12	\$40.91	\$40.93	7%
51-9022	30	Grinding and Polishing Workers, Hand	20	19	23	5	24%	1.27	\$12.35	\$14.43	2%
43-5061	31	Production, Planning, and Expediting Clerks	109	96	113	17	18%	0.63	\$20.45	\$22.94	7%
13-2011	32	Accountants and Auditors	511	486	525	39	8%	0.72	\$28.19	\$34.67	12%
53-3033	33	Light Truck or Delivery Services Drivers	485	436	448	12	3%	1.02	\$12.35	\$16.14	7%
51-4122	34	Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders	26	39	79	40	104%	1.31	\$17.92	\$17.46	17%
51-4022	35	Forging Machine Setters, Operators, and Tenders, Metal and Plastic	14	15	15	0	1%	1.40	\$16.81	\$17.06	(5%)
51-2041	36	Structural Metal Fabricators and Fitters	102	125	163	38	30%	3.16	\$16.05	\$18.35	9%

Top Machine Shops; Turned Product; and Screw, Nutr & Bolt Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
53-7064	37	Packers and Packagers, Hand	559	485	512	27	6%	1.36	\$10.04	\$11.09	9%
13-1051	38	Cost Estimators	93	78	97	19	24%	0.69	\$27.83	\$30.60	19%
43-1011	39	First-Line Supervisors of Office and Administrative Support Workers	641	622	702	79	13%	0.86	\$20.80	\$26.15	12%
43-4051	40	Customer Service Representatives	1,224	1,184	1,309	125	11%	0.92	\$13.01	\$16.31	14%
43-5081	41	Stock Clerks and Order Fillers	1,167	1,077	1,094	16	2%	1.15	\$10.64	\$12.22	3%
49-9043	42	Maintenance Workers, Machinery	65	66	78	12	19%	1.42	\$18.48	\$21.18	11%
51-9121	43	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	95	93	109	16	17%	2.00	\$14.55	\$15.78	3%
51-9199	44	Production Workers, All Other	133	92	101	10	10%	0.78	\$17.32	\$15.23	8%
17-3013	45	Mechanical Drafters	48	44	46	2	5%	1.32	\$17.19	\$26.52	0%
51-2099	46	Assemblers and Fabricators, All Other	216	194	216	23	12%	1.57	\$11.28	\$13.89	9%
51-4023	47	Rolling Machine Setters, Operators, and Tenders, Metal and Plastic	39	37	38	1	2%	2.21	\$19.59	\$19.34	(3%)
11-1011	48	Chief Executives	101	88	98	10	11%	0.59	\$78.76	\$78.15	6%
47-2211	49	Sheet Metal Workers	83	66	83	16	24%	0.93	\$17.42	\$23.11	13%
51-4051	50	Metal-Refining Furnace Operators and Tenders	53	46	47	1	2%	4.31	\$18.85	\$19.83	(0%)
			20,260	19,268	21,216	1,948	10%		\$18.12	\$21.41	10%

Source: Bureau of Labor Statistics, EMSI, Younger Associates

Motor Vehicle Part Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-2092	1	Team Assemblers	1,070	1,186	1,434	249	21%	2.05	\$14.05	\$14.81	6%
51-4041	2	Machinists	457	549	625	76	14%	2.72	\$23.40	\$19.95	11%
51-1011	3	First-Line Supervisors of Production and Operating Workers	611	595	649	54	9%	1.97	\$26.28	\$28.18	2%
51-9061	4	Inspectors, Testers, Sorters, Samplers, and Weighers	274	251	296	45	18%	0.99	\$16.43	\$18.60	8%
51-4031	5	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	278	296	300	4	1%	3.09	\$19.32	\$15.62	(4%)
51-4011	6	Computer-Controlled Machine Tool Operators, Metal and Plastic	69	82	114	32	39%	1.09	\$16.74	\$18.23	16%
51-4111	7	Tool and Die Makers	73	75	84	9	12%	1.94	\$15.92	\$24.10	2%
17-2112	8	Industrial Engineers	135	134	147	13	10%	1.12	\$40.91	\$40.93	7%
53-7062	9	Laborers and Freight, Stock, and Material Movers, Hand	1,422	1,156	1,237	81	7%	0.93	\$11.41	\$13.11	12%
51-4081	10	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	135	164	168	4	3%	3.33	\$15.43	\$16.97	(6%)
17-2141	11	Mechanical Engineers	119	113	123	10	9%	0.81	\$38.82	\$41.77	8%
51-2099	12	Assemblers and Fabricators, All Other	216	194	216	23	12%	1.57	\$11.28	\$13.89	9%
51-2031	13	Engine and Other Machine Assemblers	20	43	48	5	12%	2.21	\$15.78	\$19.32	3%
51-2022	14	Electrical and Electronic Equipment Assemblers	83	122	149	27	22%	1.19	\$9.99	\$15.42	1%
49-9071	15	Maintenance and Repair Workers, General	593	555	629	74	13%	0.79	\$16.37	\$18.45	10%
51-4072	16	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	82	73	81	8	11%	1.15	\$14.31	\$14.71	(6%)
43-5071	17	Shipping, Receiving, and Traffic Clerks	313	275	300	25	9%	0.82	\$13.05	\$15.28	5%
51-4122	18	Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders	26	39	79	40	104%	1.31	\$17.92	\$17.46	17%

Motor Vehicle Part Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-9198	19	Helpers--Production Workers	643	532	543	11	2%	2.52	\$10.65	\$12.31	7%
51-4121	20	Welders, Cutters, Solderers, and Brazers	350	398	507	109	27%	1.98	\$15.71	\$19.07	8%
53-7051	21	Industrial Truck and Tractor Operators	401	351	357	5	1%	1.33	\$16.24	\$16.03	2%
11-3051	22	Industrial Production Managers	121	112	124	11	10%	1.32	\$45.13	\$48.49	2%
49-9041	23	Industrial Machinery Mechanics	414	419	472	53	13%	2.53	\$25.24	\$24.04	19%
11-1021	24	General and Operations Managers	929	883	988	104	12%	0.83	\$53.46	\$56.10	12%
43-5061	25	Production, Planning, and Expediting Clerks	109	96	113	17	18%	0.63	\$20.45	\$22.94	7%
41-4012	26	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	865	761	808	47	6%	1.04	\$26.12	\$31.28	10%
13-1023	27	Purchasing Agents, Except Wholesale, Retail, and Farm Products	132	121	133	13	11%	0.81	\$25.55	\$31.12	6%
17-3026	28	Industrial Engineering Technicians	32	33	38	5	15%	1.00	\$29.50	\$26.73	2%
47-2111	29	Electricians	404	384	453	68	18%	1.18	\$21.31	\$25.13	14%
43-9061	30	Office Clerks, General	1,553	1,357	1,424	67	5%	0.83	\$10.24	\$14.84	7%
11-9041	31	Architectural and Engineering Managers	41	34	39	6	17%	0.37	\$56.18	\$66.52	10%
43-5081	32	Stock Clerks and Order Fillers	1,167	1,077	1,094	16	2%	1.15	\$10.64	\$12.22	3%
49-9043	33	Maintenance Workers, Machinery	65	66	78	12	19%	1.42	\$18.48	\$21.18	11%
51-4033	34	Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	82	84	83	(0)	(1%)	2.40	\$15.71	\$16.49	(6%)
43-4051	35	Customer Service Representatives	1,224	1,184	1,309	125	11%	0.92	\$13.01	\$16.31	14%
43-3031	36	Bookkeeping, Accounting, and Auditing Clerks	830	779	855	75	10%	0.88	\$15.58	\$18.25	11%

Motor Vehicle Part Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
17-3027	37	Mechanical Engineering Technicians	10	11	13	3	27%	0.44	\$23.55	\$26.64	8%
53-7064	38	Packers and Packagers, Hand	559	485	512	27	6%	1.36	\$10.04	\$11.09	9%
51-9121	39	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	95	93	109	16	17%	2.00	\$14.55	\$15.78	3%
13-2011	40	Accountants and Auditors	511	486	525	39	8%	0.72	\$28.19	\$34.67	12%
51-6031	41	Sewing Machine Operators	164	71	55	(15)	(22%)	0.95	\$10.54	\$11.74	(19%)
51-4022	42	Forging Machine Setters, Operators, and Tenders, Metal and Plastic	14	15	15	0	1%	1.40	\$16.81	\$17.06	(5%)
17-2199	43	Engineers, All Other	33	21	23	1	7%	0.30	\$41.95	\$44.87	6%
13-1071	44	Human Resources Specialists	170	126	136	10	8%	0.52	\$21.93	\$30.09	9%
13-1081	45	Logisticians	29	25	31	6	24%	0.37	\$38.10	\$36.94	22%
51-9111	46	Packaging and Filling Machine Operators and Tenders	377	315	302	(13)	(4%)	1.64	\$11.25	\$13.92	5%
51-4021	47	Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	145	146	148	2	2%	4.04	\$17.91	\$16.25	(7%)
49-1011	48	First-Line Supervisors of Mechanics, Installers, and Repairers	263	254	279	24	10%	1.14	\$29.10	\$30.99	9%
43-6014	49	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,851	1,848	1,982	134	7%	1.40	\$14.54	\$16.57	12%
51-4034	50	Lathe and Turning Machine Tool Setters, Operators, and Tenders, Metal and Plastic	46	45	41	(3)	(7%)	2.11	\$18.29	\$18.01	(5%)
			19,605	18,513	20,271	1,758	9%		\$18.41	\$21.98	9%

Source: Bureau of Labor Statistics, EMSI, Younger Associates

Other Chemical Product and Preparation Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-9023	1	Mixing and Blending Machine Setters, Operators, and Tenders	147	126	128	2	2%	2.05	\$15.76	\$17.29	1%
51-9011	2	Chemical Equipment Operators and Tenders	81	62	48	(13)	(22%)	1.90	\$25.31	\$23.63	(2%)
51-2092	3	Team Assemblers	1,070	1,186	1,434	249	21%	2.05	\$14.05	\$14.81	6%
51-1011	4	First-Line Supervisors of Production and Operating Workers	611	595	649	54	9%	1.97	\$26.28	\$28.18	2%
51-9111	5	Packaging and Filling Machine Operators and Tenders	377	315	302	(13)	(4%)	1.64	\$11.25	\$13.92	5%
51-9199	6	Production Workers, All Other	133	92	101	10	10%	0.78	\$17.32	\$15.23	8%
51-9061	7	Inspectors, Testers, Sorters, Samplers, and Weighers	274	251	296	45	18%	0.99	\$16.43	\$18.60	8%
53-7062	8	Laborers and Freight, Stock, and Material Movers, Hand	1,422	1,156	1,237	81	7%	0.93	\$11.41	\$13.11	12%
41-4012	9	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	865	761	808	47	6%	1.04	\$26.12	\$31.28	10%
51-8091	10	Chemical Plant and System Operators	27	18	12	(6)	(34%)	0.95	\$27.52	\$27.01	(1%)
43-5071	11	Shipping, Receiving, and Traffic Clerks	313	275	300	25	9%	0.82	\$13.05	\$15.28	5%
11-1021	12	General and Operations Managers	929	883	988	104	12%	0.83	\$53.46	\$56.10	12%
49-9071	13	Maintenance and Repair Workers, General	593	555	629	74	13%	0.79	\$16.37	\$18.45	10%
19-4031	14	Chemical Technicians	44	39	36	(3)	(9%)	1.22	\$17.00	\$22.78	11%
51-9198	15	Helpers--Production Workers	643	532	543	11	2%	2.52	\$10.65	\$12.31	7%
51-4021	16	Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	145	146	148	2	2%	4.04	\$17.91	\$16.25	(7%)
11-3051	17	Industrial Production Managers	121	112	124	11	10%	1.32	\$45.13	\$48.49	2%
49-9041	18	Industrial Machinery Mechanics	414	419	472	53	13%	2.53	\$25.24	\$24.04	19%

Other Chemical Product and Preparation Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-9041	19	Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	163	157	172	15	10%	4.59	\$13.43	\$16.09	(0%)
51-6091	20	Extruding and Forming Machine Setters, Operators, and Tenders, Synthetic and Glass Fibers	<10	<10	<10	Insf. Data	Insf. Data	0.62	Insf. Data	\$16.47	(9%)
43-4051	21	Customer Service Representatives	1,224	1,184	1,309	125	11%	0.92	\$13.01	\$16.31	14%
19-2031	22	Chemists	15	<10	12	Insf. Data	Insf. Data	0.22	Insf. Data	\$38.06	8%
43-9061	23	Office Clerks, General	1,553	1,357	1,424	67	5%	0.83	\$10.24	\$14.84	7%
17-2112	24	Industrial Engineers	135	134	147	13	10%	1.12	\$40.91	\$40.93	7%
43-3031	25	Bookkeeping, Accounting, and Auditing Clerks	830	779	855	75	10%	0.88	\$15.58	\$18.25	11%
53-7051	26	Industrial Truck and Tractor Operators	401	351	357	5	1%	1.33	\$16.24	\$16.03	2%
43-5061	27	Production, Planning, and Expediting Clerks	109	96	113	17	18%	0.63	\$20.45	\$22.94	7%
41-4011	28	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	46	30	39	9	28%	0.17	\$30.70	\$41.39	12%
17-2041	29	Chemical Engineers	12	<10	<10	Insf. Data	Insf. Data	0.45	Insf. Data	\$49.80	9%
43-6014	30	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,851	1,848	1,982	134	7%	1.40	\$14.54	\$16.57	12%
53-3032	31	Heavy and Tractor-Trailer Truck Drivers	1,107	910	895	(15)	(2%)	0.98	\$16.06	\$19.69	11%
51-9121	32	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	95	93	109	16	17%	2.00	\$14.55	\$15.78	3%
13-2011	33	Accountants and Auditors	511	486	525	39	8%	0.72	\$28.19	\$34.67	12%
13-1023	34	Purchasing Agents, Except Wholesale, Retail, and Farm Products	132	121	133	13	11%	0.81	\$25.55	\$31.12	6%
51-9012	35	Separating, Filtering, Clarifying, Precipitating, and Still Machine Setters, Operators, and Tenders	23	14	15	1	4%	0.65	\$20.04	\$19.78	7%
43-5081	36	Stock Clerks and Order Fillers	1,167	1,077	1,094	16	2%	1.15	\$10.64	\$12.22	3%

Other Chemical Product and Preparation Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
43-1011	37	First-Line Supervisors of Office and Administrative Support Workers	641	622	702	79	13%	0.86	\$20.80	\$26.15	12%
53-7064	38	Packers and Packagers, Hand	559	485	512	27	6%	1.36	\$10.04	\$11.09	9%
17-2141	39	Mechanical Engineers	119	113	123	10	9%	0.81	\$38.82	\$41.77	8%
49-9043	40	Maintenance Workers, Machinery	65	66	78	12	19%	1.42	\$18.48	\$21.18	11%
51-4072	41	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	82	73	81	8	11%	1.15	\$14.31	\$14.71	(6%)
51-2099	42	Assemblers and Fabricators, All Other	216	194	216	23	12%	1.57	\$11.28	\$13.89	9%
49-1011	43	First-Line Supervisors of Mechanics, Installers, and Repairers	263	254	279	24	10%	1.14	\$29.10	\$30.99	9%
17-3026	44	Industrial Engineering Technicians	32	33	38	5	15%	1.00	\$29.50	\$26.73	2%
51-4041	45	Machinists	457	549	625	76	14%	2.72	\$23.40	\$19.95	11%
37-2011	46	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,033	1,026	1,161	134	13%	0.82	\$10.31	\$12.21	13%
53-3033	47	Light Truck or Delivery Services Drivers	485	436	448	12	3%	1.02	\$12.35	\$16.14	7%
11-2022	48	Sales Managers	104	96	110	14	15%	0.51	\$35.17	\$59.22	10%
11-9041	49	Architectural and Engineering Managers	41	34	39	6	17%	0.37	\$56.18	\$66.52	10%
43-6011	50	Executive Secretaries and Executive Administrative Assistants	164	127	138	11	9%	0.34	\$24.74	\$25.72	2%
			21,850	20,293	22,002	1,709	8%		\$18.03	\$21.77	9%

Source: Bureau of Labor Statistics, EMSI, Younger Associates

Other Transportation Equipment Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-2092	1	Team Assemblers	1,070	1,186	1,434	249	21%	2.05	\$14.05	\$14.81	6%
51-2041	2	Structural Metal Fabricators and Fitters	102	125	163	38	30%	3.16	\$16.05	\$18.35	9%
51-4121	3	Welders, Cutters, Solderers, and Brazers	350	398	507	109	27%	1.98	\$15.71	\$19.07	8%
53-7062	4	Laborers and Freight, Stock, and Material Movers, Hand	1,422	1,156	1,237	81	7%	0.93	\$11.41	\$13.11	12%
51-1011	5	First-Line Supervisors of Production and Operating Workers	611	595	649	54	9%	1.97	\$26.28	\$28.18	2%
51-4041	6	Machinists	457	549	625	76	14%	2.72	\$23.40	\$19.95	11%
17-2141	7	Mechanical Engineers	119	113	123	10	9%	0.81	\$38.82	\$41.77	8%
11-1021	8	General and Operations Managers	929	883	988	104	12%	0.83	\$53.46	\$56.10	12%
17-2112	9	Industrial Engineers	135	134	147	13	10%	1.12	\$40.91	\$40.93	7%
51-4122	10	Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders	26	39	79	40	104%	1.31	\$17.92	\$17.46	17%
51-9061	11	Inspectors, Testers, Sorters, Samplers, and Weighers	274	251	296	45	18%	0.99	\$16.43	\$18.60	8%
41-4012	12	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	865	761	808	47	6%	1.04	\$26.12	\$31.28	10%
51-4011	13	Computer-Controlled Machine Tool Operators, Metal and Plastic	69	82	114	32	39%	1.09	\$16.74	\$18.23	16%
43-5071	14	Shipping, Receiving, and Traffic Clerks	313	275	300	25	9%	0.82	\$13.05	\$15.28	5%
13-1023	15	Purchasing Agents, Except Wholesale, Retail, and Farm Products	132	121	133	13	11%	0.81	\$25.55	\$31.12	6%
43-4051	16	Customer Service Representatives	1,224	1,184	1,309	125	11%	0.92	\$13.01	\$16.31	14%
43-5061	17	Production, Planning, and Expediting Clerks	109	96	113	17	18%	0.63	\$20.45	\$22.94	7%
49-9041	18	Industrial Machinery Mechanics	414	419	472	53	13%	2.53	\$25.24	\$24.04	19%

Other Transportation Equipment Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
43-9061	19	Office Clerks, General	1,553	1,357	1,424	67	5%	0.83	\$10.24	\$14.84	7%
51-2099	20	Assemblers and Fabricators, All Other	216	194	216	23	12%	1.57	\$11.28	\$13.89	9%
51-9121	21	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	95	93	109	16	17%	2.00	\$14.55	\$15.78	3%
13-2011	22	Accountants and Auditors	511	486	525	39	8%	0.72	\$28.19	\$34.67	12%
43-5081	23	Stock Clerks and Order Fillers	1,167	1,077	1,094	16	2%	1.15	\$10.64	\$12.22	3%
49-9071	24	Maintenance and Repair Workers, General	593	555	629	74	13%	0.79	\$16.37	\$18.45	10%
11-3051	25	Industrial Production Managers	121	112	124	11	10%	1.32	\$45.13	\$48.49	2%
51-2031	26	Engine and Other Machine Assemblers	20	43	48	5	12%	2.21	\$15.78	\$19.32	3%
43-3031	27	Bookkeeping, Accounting, and Auditing Clerks	830	779	855	75	10%	0.88	\$15.58	\$18.25	11%
51-2091	28	Fiberglass Laminators and Fabricators	27	40	50	10	26%	4.04	\$13.10	\$14.68	(1%)
51-4081	29	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	135	164	168	4	3%	3.33	\$15.43	\$16.97	(6%)
51-4031	30	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	278	296	300	4	1%	3.09	\$19.32	\$15.62	(4%)
51-4033	31	Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	82	84	83	(0)	(1%)	2.40	\$15.71	\$16.49	(6%)
13-1161	32	Market Research Analysts and Marketing Specialists	68	62	84	21	34%	0.25	\$27.82	\$32.74	28%
51-4111	33	Tool and Die Makers	73	75	84	9	12%	1.94	\$15.92	\$24.10	2%
51-9198	34	Helpers--Production Workers	643	532	543	11	2%	2.52	\$10.65	\$12.31	7%
17-3026	35	Industrial Engineering Technicians	32	33	38	5	15%	1.00	\$29.50	\$26.73	2%
43-6014	36	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,851	1,848	1,982	134	7%	1.40	\$14.54	\$16.57	12%

Other Transportation Equipment Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-9199	37	Production Workers, All Other	133	92	101	10	10%	0.78	\$17.32	\$15.23	8%
13-1111	38	Management Analysts	122	87	97	10	11%	0.23	\$38.39	\$40.29	15%
43-1011	39	First-Line Supervisors of Office and Administrative Support Workers	641	622	702	79	13%	0.86	\$20.80	\$26.15	12%
53-7051	40	Industrial Truck and Tractor Operators	401	351	357	5	1%	1.33	\$16.24	\$16.03	2%
11-3031	41	Financial Managers	151	148	171	23	15%	0.55	\$56.76	\$61.83	10%
15-1121	42	Computer Systems Analysts	52	36	51	15	42%	0.13	\$28.79	\$41.36	22%
17-3027	43	Mechanical Engineering Technicians	10	11	13	3	27%	0.44	\$23.55	\$26.64	8%
53-3032	44	Heavy and Tractor-Trailer Truck Drivers	1,107	910	895	(15)	(2%)	0.98	\$16.06	\$19.69	11%
11-2022	45	Sales Managers	104	96	110	14	15%	0.51	\$35.17	\$59.22	10%
13-1081	46	Logisticians	29	25	31	6	24%	0.37	\$38.10	\$36.94	22%
17-3013	47	Mechanical Drafters	48	44	46	2	5%	1.32	\$17.19	\$26.52	0%
47-2211	48	Sheet Metal Workers	83	66	83	16	24%	0.93	\$17.42	\$23.11	13%
11-2021	49	Marketing Managers	26	22	27	6	25%	0.22	\$47.66	\$63.74	15%
11-9041	50	Architectural and Engineering Managers	41	34	39	6	17%	0.37	\$56.18	\$66.52	10%
			19,865	18,741	20,577	1,836	10%		\$19.11	\$24.14	10%

Source: Bureau of Labor Statistics, EMSI, Younger Associates

Plastics Product Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-4072	1	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	82	73	81	8	11%	1.15	\$14.31	\$14.71	(6%)
51-2092	2	Team Assemblers	1,070	1,186	1,434	249	21%	2.05	\$14.05	\$14.81	6%
51-4021	3	Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	145	146	148	2	2%	4.04	\$17.91	\$16.25	(7%)
51-1011	4	First-Line Supervisors of Production and Operating Workers	611	595	649	54	9%	1.97	\$26.28	\$28.18	2%
53-7064	5	Packers and Packagers, Hand	559	485	512	27	6%	1.36	\$10.04	\$11.09	9%
51-9061	6	Inspectors, Testers, Sorters, Samplers, and Weighers	274	251	296	45	18%	0.99	\$16.43	\$18.60	8%
51-4031	7	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	278	296	300	4	1%	3.09	\$19.32	\$15.62	(4%)
53-7062	8	Laborers and Freight, Stock, and Material Movers, Hand	1,422	1,156	1,237	81	7%	0.93	\$11.41	\$13.11	12%
51-9198	9	Helpers--Production Workers	643	532	543	11	2%	2.52	\$10.65	\$12.31	7%
51-9111	10	Packaging and Filling Machine Operators and Tenders	377	315	302	(13)	(4%)	1.64	\$11.25	\$13.92	5%
49-9071	11	Maintenance and Repair Workers, General	593	555	629	74	13%	0.79	\$16.37	\$18.45	10%
43-5071	12	Shipping, Receiving, and Traffic Clerks	313	275	300	25	9%	0.82	\$13.05	\$15.28	5%
51-4081	13	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	135	164	168	4	3%	3.33	\$15.43	\$16.97	(6%)
49-9041	14	Industrial Machinery Mechanics	414	419	472	53	13%	2.53	\$25.24	\$24.04	19%
41-4012	15	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	865	761	808	47	6%	1.04	\$26.12	\$31.28	10%
11-1021	16	General and Operations Managers	929	883	988	104	12%	0.83	\$53.46	\$56.10	12%
53-7051	17	Industrial Truck and Tractor Operators	401	351	357	5	1%	1.33	\$16.24	\$16.03	2%
43-4051	18	Customer Service Representatives	1,224	1,184	1,309	125	11%	0.92	\$13.01	\$16.31	14%

Plastics Product Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-9041	19	Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	163	157	172	15	10%	4.59	\$13.43	\$16.09	(0%)
11-3051	20	Industrial Production Managers	121	112	124	11	10%	1.32	\$45.13	\$48.49	2%
51-4011	21	Computer-Controlled Machine Tool Operators, Metal and Plastic	69	82	114	32	39%	1.09	\$16.74	\$18.23	16%
51-2091	22	Fiberglass Laminators and Fabricators	27	40	50	10	26%	4.04	\$13.10	\$14.68	(1%)
51-4041	23	Machinists	457	549	625	76	14%	2.72	\$23.40	\$19.95	11%
17-2112	24	Industrial Engineers	135	134	147	13	10%	1.12	\$40.91	\$40.93	7%
53-7063	25	Machine Feeders and Offbearers	92	73	71	(2)	(3%)	1.39	\$13.30	\$14.73	5%
43-9061	26	Office Clerks, General	1,553	1,357	1,424	67	5%	0.83	\$10.24	\$14.84	7%
51-6091	27	Extruding and Forming Machine Setters, Operators, and Tenders, Synthetic and Glass Fibers	<10	<10	<10	#VALUE!	#VALUE!	0.62	Insf. Data	\$16.47	(9%)
49-9043	28	Maintenance Workers, Machinery	65	66	78	12	19%	1.42	\$18.48	\$21.18	11%
51-5112	29	Printing Press Operators	55	38	37	(1)	(1%)	0.44	\$14.20	\$17.61	(8%)
43-5061	30	Production, Planning, and Expediting Clerks	109	96	113	17	18%	0.63	\$20.45	\$22.94	7%
51-9199	31	Production Workers, All Other	133	92	101	10	10%	0.78	\$17.32	\$15.23	8%
43-3031	32	Bookkeeping, Accounting, and Auditing Clerks	830	779	855	75	10%	0.88	\$15.58	\$18.25	11%
51-9121	33	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	95	93	109	16	17%	2.00	\$14.55	\$15.78	3%
51-4111	34	Tool and Die Makers	73	75	84	9	12%	1.94	\$15.92	\$24.10	2%
51-9023	35	Mixing and Blending Machine Setters, Operators, and Tenders	147	126	128	2	2%	2.05	\$15.76	\$17.29	1%
51-9032	36	Cutting and Slicing Machine Setters, Operators, and Tenders	80	51	46	(5)	(10%)	1.62	\$15.34	\$15.88	(5%)

Plastics Product Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
53-3032	37	Heavy and Tractor-Trailer Truck Drivers	1,107	910	895	(15)	(2%)	0.98	\$16.06	\$19.69	11%
51-4023	38	Rolling Machine Setters, Operators, and Tenders, Metal and Plastic	39	37	38	1	2%	2.21	\$19.59	\$19.34	(3%)
51-2099	39	Assemblers and Fabricators, All Other	216	194	216	23	12%	1.57	\$11.28	\$13.89	9%
13-2011	40	Accountants and Auditors	511	486	525	39	8%	0.72	\$28.19	\$34.67	12%
51-4022	41	Forging Machine Setters, Operators, and Tenders, Metal and Plastic	14	15	15	0	1%	1.40	\$16.81	\$17.06	(5%)
13-1023	42	Purchasing Agents, Except Wholesale, Retail, and Farm Products	132	121	133	13	11%	0.81	\$25.55	\$31.12	6%
43-6014	43	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,851	1,848	1,982	134	7%	1.40	\$14.54	\$16.57	12%
43-5081	44	Stock Clerks and Order Fillers	1,167	1,077	1,094	16	2%	1.15	\$10.64	\$12.22	3%
17-2141	45	Mechanical Engineers	119	113	123	10	9%	0.81	\$38.82	\$41.77	8%
17-3026	46	Industrial Engineering Technicians	32	33	38	5	15%	1.00	\$29.50	\$26.73	2%
51-9191	47	Adhesive Bonding Machine Operators and Tenders	22	21	24	3	15%	2.40	\$17.89	\$16.28	(2%)
43-1011	48	First-Line Supervisors of Office and Administrative Support Workers	641	622	702	79	13%	0.86	\$20.80	\$26.15	12%
49-1011	49	First-Line Supervisors of Mechanics, Installers, and Repairers	263	254	279	24	10%	1.14	\$29.10	\$30.99	9%
37-2011	50	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,033	1,026	1,161	134	13%	0.82	\$10.31	\$12.21	13%
			21,691	20,311	22,045	1,734	9%		\$17.84	\$20.82	9%

Source: Bureau of Labor Statistics, EMSI, Younger Associates

Railroad Rolling Stock Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
51-4121	1	Welders, Cutters, Solderers, and Brazers	350	398	507	109	27%	1.98	\$15.71	\$19.07	8%
51-2092	2	Team Assemblers	1,070	1,186	1,434	249	21%	2.05	\$14.05	\$14.81	6%
51-9122	3	Painters, Transportation Equipment	34	47	67	20	42%	1.69	\$18.51	\$21.20	9%
51-1011	4	First-Line Supervisors of Production and Operating Workers	611	595	649	54	9%	1.97	\$26.28	\$28.18	2%
51-9061	5	Inspectors, Testers, Sorters, Samplers, and Weighers	274	251	296	45	18%	0.99	\$16.43	\$18.60	8%
49-3043	6	Rail Car Repairers	21	37	46	9	23%	3.31	\$20.31	\$25.18	7%
51-2023	7	Electromechanical Equipment Assemblers	13	16	22	6	37%	0.69	\$13.48	\$16.50	1%
51-4041	8	Machinists	457	549	625	76	14%	2.72	\$23.40	\$19.95	11%
53-7062	9	Laborers and Freight, Stock, and Material Movers, Hand	1,422	1,156	1,237	81	7%	0.93	\$11.41	\$13.11	12%
49-9071	10	Maintenance and Repair Workers, General	593	555	629	74	13%	0.79	\$16.37	\$18.45	10%
11-1021	11	General and Operations Managers	929	883	988	104	12%	0.83	\$53.46	\$56.10	12%
43-6014	12	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	1,851	1,848	1,982	134	7%	1.40	\$14.54	\$16.57	12%
17-2112	13	Industrial Engineers	135	134	147	13	10%	1.12	\$40.91	\$40.93	7%
13-1023	14	Purchasing Agents, Except Wholesale, Retail, and Farm Products	132	121	133	13	11%	0.81	\$25.55	\$31.12	6%
51-4081	15	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	135	164	168	4	3%	3.33	\$15.43	\$16.97	(6%)
53-7051	16	Industrial Truck and Tractor Operators	401	351	357	5	1%	1.33	\$16.24	\$16.03	2%
43-5061	17	Production, Planning, and Expediting Clerks	109	96	113	17	18%	0.63	\$20.45	\$22.94	7%
41-4012	18	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	865	761	808	47	6%	1.04	\$26.12	\$31.28	10%

Railroad Rolling Stock Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
43-5071	19	Shipping, Receiving, and Traffic Clerks	313	275	300	25	9%	0.82	\$13.05	\$15.28	5%
43-9061	20	Office Clerks, General	1,553	1,357	1,424	67	5%	0.83	\$10.24	\$14.84	7%
51-2041	21	Structural Metal Fabricators and Fitters	102	125	163	38	30%	3.16	\$16.05	\$18.35	9%
51-9198	22	Helpers--Production Workers	643	532	543	11	2%	2.52	\$10.65	\$12.31	7%
11-3051	23	Industrial Production Managers	121	112	124	11	10%	1.32	\$45.13	\$48.49	2%
13-2011	24	Accountants and Auditors	511	486	525	39	8%	0.72	\$28.19	\$34.67	12%
33-9032	25	Security Guards	178	202	304	102	51%	0.35	\$12.49	\$13.52	14%
47-2111	26	Electricians	404	384	453	68	18%	1.18	\$21.31	\$25.13	14%
51-4011	27	Computer-Controlled Machine Tool Operators, Metal and Plastic	69	82	114	32	39%	1.09	\$16.74	\$18.23	16%
43-3031	28	Bookkeeping, Accounting, and Auditing Clerks	830	779	855	75	10%	0.88	\$15.58	\$18.25	11%
51-4031	29	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	278	296	300	4	1%	3.09	\$19.32	\$15.62	(4%)
49-1011	30	First-Line Supervisors of Mechanics, Installers, and Repairers	263	254	279	24	10%	1.14	\$29.10	\$30.99	9%
49-2093	31	Electrical and Electronics Installers and Repairers, Transportation Equipment	13	18	21	3	15%	2.46	\$26.51	\$26.65	5%
17-2071	32	Electrical Engineers	53	61	71	10	16%	0.68	\$47.89	\$45.99	9%
43-1011	33	First-Line Supervisors of Office and Administrative Support Workers	641	622	702	79	13%	0.86	\$20.80	\$26.15	12%
49-9041	34	Industrial Machinery Mechanics	414	419	472	53	13%	2.53	\$25.24	\$24.04	19%
11-9041	35	Architectural and Engineering Managers	41	34	39	6	17%	0.37	\$56.18	\$66.52	10%
13-1071	36	Human Resources Specialists	170	126	136	10	8%	0.52	\$21.93	\$30.09	9%

Railroad Rolling Stock Mfg Top Occupations Shoals Area Labor Market

SOC	Nat'l Rank	Description	2007 Jobs	2015 Jobs	2025 Jobs	2015-2025 Change	2015 - 2025 % Change	2015 Location Quotient	2014 Avg. Hourly Earnings	2014 National Avg. Hourly Earnings	2015 - 2025 National % Change
15-1133	37	Software Developers, Systems Software	25	20	27	7	36%	0.10	\$41.25	\$50.63	20%
17-3013	38	Mechanical Drafters	48	44	46	2	5%	1.32	\$17.19	\$26.52	0%
43-5081	39	Stock Clerks and Order Fillers	1,167	1,077	1,094	16	2%	1.15	\$10.64	\$12.22	3%
13-1081	40	Logisticians	29	25	31	6	24%	0.37	\$38.10	\$36.94	22%
53-7021	41	Crane and Tower Operators	23	20	23	3	15%	0.86	\$18.76	\$25.75	17%
17-2199	42	Engineers, All Other	33	21	23	1	7%	0.30	\$41.95	\$44.87	6%
51-4021	43	Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	145	146	148	2	2%	4.04	\$17.91	\$16.25	(7%)
51-4033	44	Grinding, Lapping, Polishing, and Buffing Machine Tool Setters, Operators, and Tenders, Metal and Plastic	82	84	83	(0)	(1%)	2.40	\$15.71	\$16.49	(6%)
11-3061	45	Purchasing Managers	21	19	23	4	19%	0.53	\$43.74	\$53.73	7%
17-2051	46	Civil Engineers	152	126	127	1	1%	0.89	\$33.91	\$41.29	17%
17-3023	47	Electrical and Electronics Engineering Technicians	32	31	36	5	17%	0.44	\$26.32	\$28.97	5%
43-4051	48	Customer Service Representatives	1,224	1,184	1,309	125	11%	0.92	\$13.01	\$16.31	14%
49-9043	49	Maintenance Workers, Machinery	65	66	78	12	19%	1.42	\$18.48	\$21.18	11%
51-2099	50	Assemblers and Fabricators, All Other	216	194	216	23	12%	1.57	\$11.28	\$13.89	9%
			19,262	18,368	20,296	1,928	10%		\$19.05	\$22.88	10%

Demographic Profile

Shoals Area Labor Market

Description	Shoal Area Labor Market	
	Total	%
Population		
2020 Projection	212,639	
2015 Estimate	212,105	
2010 Census	213,180	
2000 Census	208,972	
Growth 2015-2020	0.25%	
Growth 2010-2015	-0.50%	
Growth 2000-2010	2.01%	
2015 Est. Population by Single-Classification Race		
White Alone	174,033	82.05
Black or African American Alone	23,621	11.14
Amer. Indian and Alaska Native Alone	2,773	1.31
Asian Alone	1,283	0.60
Native Hawaiian and Other Pac. Isl. Alone	83	0.04
Some Other Race Alone	5,797	2.73
Two or More Races	4,515	2.13
2015 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	202,259	95.36
Hispanic or Latino:	9,846	4.64
Mexican	6,115	62.11
Puerto Rican	290	2.95
Cuban	177	1.80
All Other Hispanic or Latino	3,264	33.15
2015 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	3,149	31.98
Black or African American Alone	219	2.22
American Indian and Alaska Native Alone	161	1.64
Asian Alone	33	0.34
Native Hawaiian and Other Pacific Islander Alone	31	0.31
Some Other Race Alone	5,667	57.56
Two or More Races	586	5.95

Demographic Profile

Shoals Area Labor Market

Description	Shoal Area Labor Market	
	Total	%
2015 Est. Population by Ancestry	212,105	
Arab	132	0.06
Czech	69	0.03
Danish	112	0.05
Dutch	1,102	0.52
English	11,673	5.50
French (except Basque)	1,355	0.64
French Canadian	101	0.05
German	8,499	4.01
Greek	137	0.06
Hungarian	41	0.02
Irish	14,022	6.61
Italian	1,610	0.76
Lithuanian	59	0.03
United States or American	54,180	25.54
Norwegian	293	0.14
Polish	560	0.26
Portuguese	28	0.01
Russian	208	0.10
Scottish	1,959	0.92
Scotch-Irish	2,825	1.33
Slovak	7	0.00
Subsaharan African	515	0.24
Swedish	385	0.18
Swiss	124	0.06
Ukrainian	9	0.00
Welsh	257	0.12
West Indian (except Hisp. groups)	186	0.09
Other ancestries	62,448	29.44
2015 Est. Population by Ancestry		
Ancestry Unclassified	49,209	23.20
2015 Est. Pop Age 5+ by Language Spoken at Home	199,876	
Speak Only English at Home	191,597	95.86
Speak Asian/Pac. Isl. Lang. at Home	602	0.30
Speak IndoEuropean Language at Home	847	0.42
Speak Spanish at Home	6,656	3.33
Speak Other Language at Home	174	0.09
2015 Est. Population by Sex	212,105	
Male	102,536	48.34
Female	109,569	51.66

Demographic Profile

Shoals Area Labor Market

Description	Shoal Area Labor Market	
	Total	%
2015 Est. Population by Age	212,105	
Age 0 - 4	12,229	5.77
Age 5 - 9	12,434	5.86
Age 10 - 14	13,038	6.15
Age 15 - 17	8,271	3.90
Age 18 - 20	8,430	3.97
Age 21 - 24	11,238	5.30
Age 25 - 34	25,348	11.95
Age 35 - 44	24,820	11.70
Age 45 - 54	28,973	13.66
Age 55 - 64	28,788	13.57
Age 65 - 74	22,472	10.59
Age 75 - 84	11,662	5.50
Age 85 and over	4,402	2.08
Age 16 and over	171,699	80.95
Age 18 and over	166,133	78.33
Age 21 and over	157,703	74.35
Age 65 and over	38,536	18.17
2015 Est. Median Age	41.1	
2015 Est. Average Age	40.8	
2015 Est. Male Population by Age	102,536	
Age 0 - 4	6,235	6.08
Age 5 - 9	6,310	6.15
Age 10 - 14	6,607	6.44
Age 15 - 17	4,187	4.08
Age 18 - 20	4,243	4.14
Age 21 - 24	5,599	5.46
Age 25 - 34	12,674	12.36
Age 35 - 44	12,130	11.83
Age 45 - 54	14,084	13.74
Age 55 - 64	13,757	13.42
Age 65 - 74	10,351	10.09
Age 75 - 84	4,890	4.77
Age 85 and over	1,469	1.43
2015 Est. Median Age, Male	39.5	
2015 Est. Average Age, Male	39.6	

Demographic Profile

Shoals Area Labor Market

Description	Shoal Area Labor Market	
	Total	%
2015 Est. Female Population by Age	109,569	
Age 0 - 4	5,994	5.47
Age 5 - 9	6,124	5.59
Age 10 - 14	6,431	5.87
Age 15 - 17	4,084	3.73
Age 18 - 20	4,187	3.82
Age 21 - 24	5,639	5.15
Age 25 - 34	12,674	11.57
Age 35 - 44	12,690	11.58
Age 45 - 54	14,889	13.59
Age 55 - 64	15,031	13.72
Age 65 - 74	12,121	11.06
Age 75 - 84	6,772	6.18
Age 85 and over	2,933	2.68
2015 Est. Median Age, Female	42.6	
2015 Est. Average Age, Female	42.0	
2015 Est. Pop Age 15+ by Marital Status	174,404	
Total, Never Married	41,768	23.95
Males, Never Married	22,013	12.62
Females, Never Married	19,755	11.33
Married, Spouse present	91,226	52.31
Married, Spouse absent	6,128	3.51
Widowed	12,904	7.40
Males Widowed	2,314	1.33
Females Widowed	10,590	6.07
Divorced	22,378	12.83
Males Divorced	9,781	5.61
Females Divorced	12,597	7.22
2015 Est. Pop Age 25+ by Edu. Attainment	146,465	
Less than 9th grade	10,195	6.96
Some High School, no diploma	17,231	11.76
High School Graduate (or GED)	51,505	35.17
Some College, no degree	31,993	21.84
Associate Degree	9,142	6.24
Bachelor's Degree	16,527	11.28
Master's Degree	7,123	4.86
Professional School Degree	1,697	1.16
Doctorate Degree	1,052	0.72

Demographic Profile

Shoals Area Labor Market

Description	Shoal Area Labor Market	
	Total	%
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	4,688	
No High School Diploma	2,148	45.82
High School Graduate	1,471	31.38
Some College or Associate's Degree	779	16.62
Bachelor's Degree or Higher	290	6.19
Households		
2020 Projection	87,688	
2015 Estimate	87,265	
2010 Census	87,393	
2000 Census	84,345	
Growth 2015-2020	0.48%	
Growth 2010-2015	-0.15%	
Growth 2000-2010	3.61%	
2015 Est. Households by Household Type	87,265	
Family Households	59,659	68.37
Nonfamily Households	27,606	31.63
2015 Est. Group Quarters Population	3,151	
2015 HHs by Ethnicity, Hispanic/Latino	2,408	2.75941099
2015 Est. Households by HH Income	87,265	
Income < \$15,000	14,699	16.84
Income \$15,000 - \$24,999	12,189	13.97
Income \$25,000 - \$34,999	10,449	11.97
Income \$35,000 - \$49,999	12,626	14.47
Income \$50,000 - \$74,999	15,420	17.67
Income \$75,000 - \$99,999	9,647	11.05
Income \$100,000 - \$124,999	5,224	5.99
Income \$125,000 - \$149,999	2,961	3.39
Income \$150,000 - \$199,999	2,358	2.70
Income \$200,000 - \$249,999	819	0.94
Income \$250,000 - \$499,999	693	0.79
Income \$500,000+	180	0.21
2015 Est. Average Household Income	\$56,362	
2015 Est. Median Household Income	\$42,479	

Demographic Profile

Shoals Area Labor Market

Description	Shoal Area Labor Market	
	Total	%
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	45,075	
Black or African American Alone	27,259	
American Indian and Alaska Native Alone	47,649	
Asian Alone	46,711	
Native Hawaiian and Other Pacific Islander Alone	30,000	
Some Other Race Alone	31,625	
Two or More Races	39,238	
Hispanic or Latino	37,378	
Not Hispanic or Latino	42,686	
2015 Est. Family HH Type by Presence of Own Child.	59,659	
Married-Couple Family, own children	16,256	27.25
Married-Couple Family, no own children	28,586	47.92
Male Householder, own children	1,757	2.95
Male Householder, no own children	2,020	3.39
Female Householder, own children	5,725	9.60
Female Householder, no own children	5,315	8.91
2015 Est. Households by Household Size	87,265	
1-person	24,736	28.35
2-person	30,488	34.94
3-person	14,727	16.88
4-person	10,826	12.41
5-person	4,349	4.98
6-person	1,473	1.69
7-or-more-person	666	0.76
2015 Est. Average Household Size	2.4	
2015 Est. Households by Presence of People Under 18	87,265	
Households with 1 or More People under Age 18:	27,052	31.00
Married-Couple Family	17,839	65.94
Other Family, Male Householder	2,110	7.80
Other Family, Female Householder	6,897	25.50
Nonfamily, Male Householder	158	0.58
Nonfamily, Female Householder	48	0.18
Households with No People under Age 18:	60,213	69.00
Married-Couple Family	27,011	44.86
Other Family, Male Householder	1,668	2.77
Other Family, Female Householder	4,140	6.88

Demographic Profile

Shoals Area Labor Market

Description	Shoal Area Labor Market	
	Total	%
Nonfamily, Male Householder	12,293	20.42
Nonfamily, Female Householder	15,101	25.08
2015 Est. Households by Number of Vehicles	87,265	
No Vehicles	5,246	6.01
1 Vehicle	27,401	31.40
2 Vehicles	30,787	35.28
3 Vehicles	16,299	18.68
4 Vehicles	5,052	5.79
5 or more Vehicles	2,480	2.84
2015 Est. Average Number of Vehicles	2.0	
2015 Est. Families by Poverty Status	59,659	
2015 Families at or Above Poverty	51,070	85.60
2015 Families at or Above Poverty with Children	19,614	32.88
2015 Families Below Poverty	8,589	14.40
2015 Families Below Poverty with Children	6,170	10.34
2015 Est. Pop Age 16+ by Employment Status	171,699	
In Armed Forces	189	0.11
Civilian - Employed	86,860	50.59
Civilian - Unemployed	9,452	5.50
Not in Labor Force	75,198	43.80
2015 Est. Civ. Employed Pop 16+ by Class of Worker	88,516	
For-Profit Private Workers	61,220	69.16
Non-Profit Private Workers	4,523	5.11
Local Government Workers	6,641	7.50
State Government Workers	5,239	5.92
Federal Government Workers	2,627	2.97
Self-Employed Workers	8,173	9.23
Unpaid Family Workers	93	0.11

Demographic Profile

Shoals Area Labor Market

Description	Shoal Area Labor Market	
	Total	%
2015 Est. Civ. Employed Pop 16+ by Occupation	88,516	
Architect/Engineer	1,575	1.78
Arts/Entertainment/Sports	774	0.87
Building Grounds Maintenance	3,815	4.31
Business/Financial Operations	2,280	2.58
Community/Social Services	1,676	1.89
Computer/Mathematical	588	0.66
Construction/Extraction	6,138	6.93
Education/Training/Library	4,549	5.14
Farming/Fishing/Forestry	744	0.84
Food Prep/Serving	4,831	5.46
Health Practitioner/Technician	5,011	5.66
Healthcare Support	2,159	2.44
Maintenance Repair	4,291	4.85
Legal	593	0.67
Life/Physical/Social Science	371	0.42
Management	6,564	7.42
Office/Admin. Support	10,433	11.79
Production	10,474	11.83
Protective Services	1,936	2.19
Sales/Related	9,717	10.98
Personal Care/Service	2,148	2.43
Transportation/Moving	7,849	8.87
2015 Est. Pop 16+ by Occupation Classification	88,516	
Blue Collar	28,752	32.48
White Collar	44,131	49.86
Service and Farm	15,633	17.66
2015 Est. Workers Age 16+ by Transp. to Work	86,941	
Drove Alone	75,392	86.72
Car Pooled	8,336	9.59
Public Transportation	119	0.14
Walked	759	0.87
Bicycle	39	0.04
Other Means	656	0.75
Worked at Home	1,640	1.89
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	26,790	
15 - 29 Minutes	28,813	
30 - 44 Minutes	16,551	
45 - 59 Minutes	6,390	

Demographic Profile

Shoals Area Labor Market

Description	Shoal Area Labor Market	
	Total	%
60 or more Minutes	6,733	
2015 Est. Avg. Travel Time to Work in Minutes	27.29	
2015 Est. Occupied Housing Units by Tenure	87,265	
Owner Occupied	62,840	72.01
Renter Occupied	24,425	27.99
2015 Owner Occ. HUs: Avg. Length of Residence	19.0	
2015 Renter Occ. HUs: Avg. Length of Residence	8.8	
2015 Est. Owner-Occupied Housing Units by Value	62,840	
Value Less than \$20,000	4,024	6.40
Value \$20,000 - \$39,999	4,633	7.37
Value \$40,000 - \$59,999	4,373	6.96
Value \$60,000 - \$79,999	7,191	11.44
Value \$80,000 - \$99,999	7,861	12.51
Value \$100,000 - \$149,999	11,206	17.83
Value \$150,000 - \$199,999	8,914	14.19
Value \$200,000 - \$299,999	8,359	13.30
Value \$300,000 - \$399,999	3,146	5.01
Value \$400,000 - \$499,999	1,353	2.15
Value \$500,000 - \$749,999	1,025	1.63
Value \$750,000 - \$999,999	348	0.55
Value \$1,000,000 or more	407	0.65
2015 Est. Median All Owner-Occupied Housing Value	\$114,894	
2015 Est. Housing Units by Units in Structure	99,486	
1 Unit Attached	708	0.71
1 Unit Detached	73,646	74.03
2 Units	2,756	2.77
3 or 4 Units	2,686	2.70
5 to 19 Units	4,920	4.95
20 to 49 Units	1,004	1.01
50 or More Units	1,050	1.06
Mobile Home or Trailer	12,623	12.69
Boat, RV, Van, etc.	93	0.09

Demographic Profile

Shoals Area Labor Market

Description	Shoal Area Labor Market	
	Total	%
2015 Est. Housing Units by Year Structure Built	99,486	
Housing Units Built 2010 or later	1,371	1.38
Housing Units Built 2000 to 2009	11,105	11.16
Housing Units Built 1990 to 1999	17,872	17.96
Housing Units Built 1980 to 1989	14,261	14.33
Housing Units Built 1970 to 1979	17,495	17.59
Housing Units Built 1960 to 1969	14,084	14.16
Housing Units Built 1950 to 1959	11,493	11.55
Housing Units Built 1940 to 1949	5,772	5.80
Housing Unit Built 1939 or Earlier	6,033	6.06
2015 Est. Median Year Structure Built**	1977	

*This row intentionally left blank. No total category data is available.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier

Source: Neilsen Claritas

Occupational Programs Completions Shoals Area Labor Market

CIP Code	Program	Completions (2014)
51.3801	Registered Nursing/Registered Nurse	264
52.0201	Business Administration and Management, General	209
13.1202	Elementary Education and Teaching	76
51.0904	Emergency Medical Technology/Technician (EMT Paramedic)	76
13.1205	Secondary Education and Teaching	67
43.0103	Criminal Justice/Law Enforcement Administration	67
31.9999	Parks, Recreation, Leisure, and Fitness Studies, Other	59
44.0701	Social Work	51
09.0102	Mass Communication/Media Studies	45
48.0508	Welding Technology/Welder	45
52.0301	Accounting	40
45.0701	Geography	38
23.0101	English Language and Literature, General	35
19.0101	Family and Consumer Sciences/Human Sciences, General	35
51.0801	Medical/Clinical Assistant	35
52.1401	Marketing/Marketing Management, General	34
50.1001	Arts, Entertainment, and Media Management, General	34
09.0101	Speech Communication and Rhetoric	33
26.0101	Biology/Biological Sciences, General	33
13.1206	Teacher Education, Multiple Levels	31
54.0101	History, General	31
11.0101	Computer and Information Sciences, General	30
52.1201	Management Information Systems, General	29
52.0401	Administrative Assistant and Secretarial Science, General	29
24.0101	Liberal Arts and Sciences/Liberal Studies	27
42.0101	Psychology, General	26
50.0901	Music, General	24
13.0101	Education, General	21
52.0801	Finance, General	21
51.3901	Licensed Practical/Vocational Nurse Training	21
45.1101	Sociology	20
50.0701	Art/Art Studies, General	20
40.0501	Chemistry, General	20
47.0604	Automobile/Automotive Mechanics Technology/Technician	18
42.2803	Counseling Psychology	18
12.0401	Cosmetology/Cosmetologist, General	17
45.0101	Social Sciences, General	16
47.0303	Industrial Mechanics and Maintenance Technology	16
19.0708	Child Care and Support Services Management	15
15.1301	Drafting and Design Technology/Technician, General	15
47.0603	Autobody/Collision and Repair Technology/Technician	15
16.0101	Foreign Languages and Literatures, General	14
45.1001	Political Science and Government, General	14
52.0601	Business/Managerial Economics	13
46.0201	Carpentry/Carpenter	12
40.9999	Physical Sciences, Other	12
27.0101	Mathematics, General	10

Occupational Programs Completions Shoals Area Labor Market

CIP Code	Program	Completions (2014)
13.0401	Educational Leadership and Administration, General	9
48.0703	Cabinetmaking and Millwork	9
47.0105	Industrial Electronics Technology/Technician	9
13.1001	Special Education and Teaching, General	6
48.0503	Machine Shop Technology/Assistant	5
43.0107	Criminal Justice/Police Science	5
39.0201	Bible/Biblical Studies	5
52.0302	Accounting Technology/Technician and Bookkeeping	4
15.0507	Environmental Engineering Technology/Environmental Technology	4
45.0799	Geography, Other	4
13.1101	Counselor Education/School Counseling and Guidance Services	3
26.1302	Marine Biology and Biological Oceanography	3
15.0506	Water Quality and Wastewater Treatment Management and Recycling Technology/Technician	2
46.0302	Electrician	2
39.0602	Divinity/Ministry	2
43.0202	Fire Services Administration	1
12.0499	Cosmetology and Related Personal Grooming Arts, Other	1
15.0501	Heating, Ventilation, Air Conditioning and Refrigeration Engineering Technology/Technician	1
15.0401	Biomedical Technology/Technician	0
13.1210	Early Childhood Education and Teaching	0
48.0303	Upholstery/Upholsterer	0
43.0201	Fire Prevention and Safety Technology/Technician	0
40.0601	Geology/Earth Science, General	0
40.0801	Physics, General	0
41.0301	Chemical Technology/Technician	0
47.0201	Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician	0
41.0204	Industrial Radiologic Technology/Technician	0
50.0799	Fine Arts and Art Studies, Other	0
50.0702	Fine/Studio Arts, General	0
23.1304	Rhetoric and Composition	0
15.0503	Energy Management and Systems Technology/Technician	0
		1,906

Institutions Included:

Heritage Christian University, Florence
 Northwest-Shoals Community College, Muscle Shoals
 University of North Alabama, Florence

Source: EMSI, IPEDS, Younger Associates