



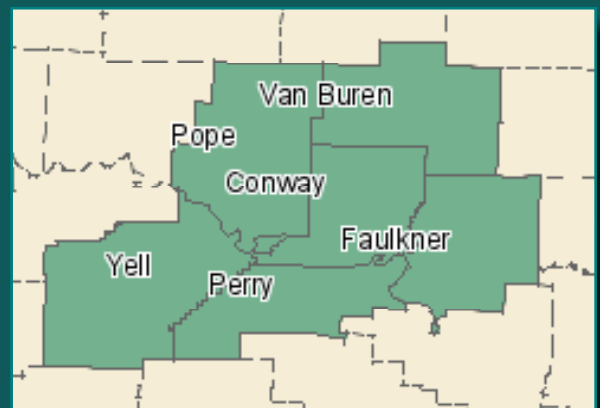
GAP ANALYSIS REGIONAL OVERVIEW

REGIONAL DEMOGRAPHICS,
EDUCATIONAL ATTAINMENT, AND
TOP INDUSTRY & OCCUPATION ANALYSIS



*Prepared for:
University of Arkansas CC at
Morrilton Service Area*

*Conway, Faulkner, Perry, Pope, Van Bu-
ren, and Yell Counties
Data range: 2006–2011*



INTRODUCTION

Contents

| | |
|--|----|
| <i>Demographics</i> | 2 |
| <i>Educational Attainment</i> | 3 |
| <i>Industry and Occupation Overview</i> | 4 |
| <i>Health Care Occupations</i> | 7 |
| <i>Finance and Insurance Occupations</i> | 7 |
| <i>Prof. and Tech. Occupations</i> | 8 |
| <i>Manufacturing Occupations</i> | 9 |
| <i>Declining Occupations</i> | 10 |
| <i>About EMSI and the Data</i> | 11 |

Region

UACC Morrilton Service Area: Conway, Faulkner, Perry, Pope, Van Buren, and Yell Counties

Projection period: 2006–2011

Region Definition

This analysis is comprised of a customized dataset with demographic, industry, and occupation data for identified counties provided by the Arkansas Department of Higher Education (ADHE) and the Arkansas Association of Two-Year Colleges (AATYC). EMSI has aggregated these statistics for this customized region.

Report Outline

Demographics

The first section will provide an overview of the region's demographics. This section will simply highlight the regional breakdown with regard to age, gender and projected change over the next five years. In addition, the region's demographics are benchmarked against the state.

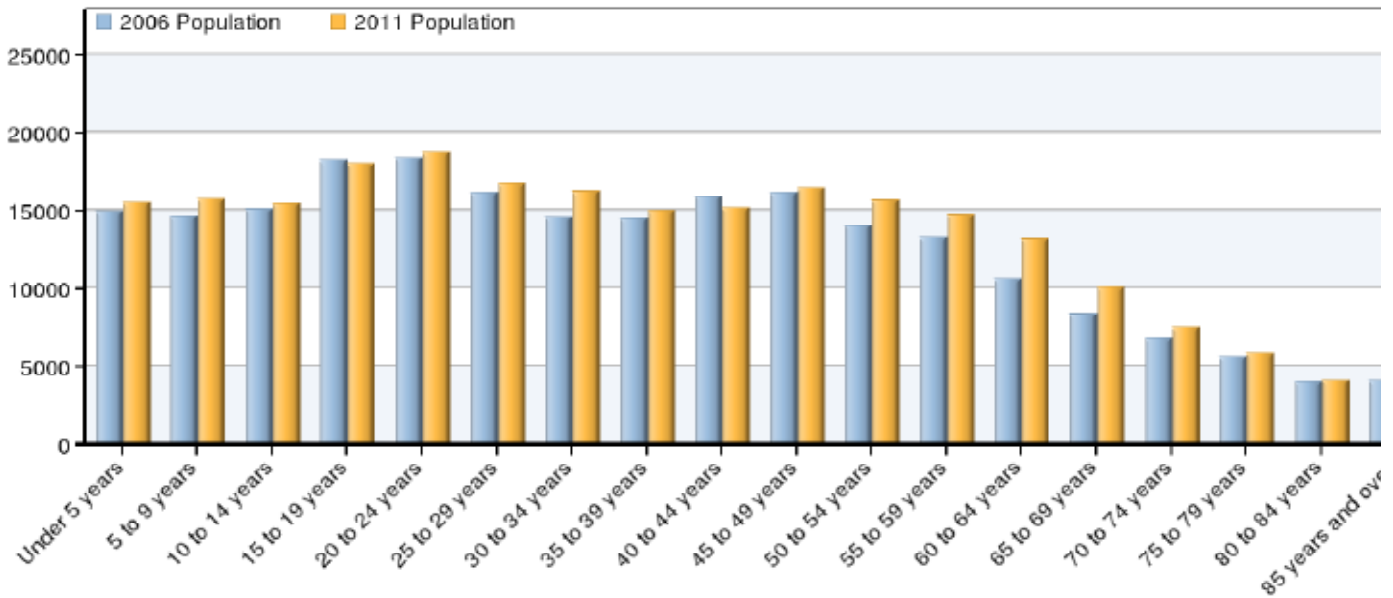
Regional Educational Attainment

The second section will provide an overview of the educational attainment within the region. Educational attainment is based on the level of education achieved by the population over the age of 25.

Industry and Occupation Overview

The third section will discuss the industries and occupations most critical to the economy. These industries will be selected based on standard metrics. This section will also (1) highlight occupations that are projected to experience the most growth within the critical industry sectors, (2) provide the education levels necessary to work in these occupations, and (3) indicate the major declining occupations for each industry sector.

DEMOGRAPHICS: 2006–2011



The current population of the region is **225,307**. Over the next five years the population is projected to increase by roughly **6%**.

Accordingly, in five years **75%** of the population will be under the age of 55.

| Region | 2006 Total | 2011 Total | Change | % Change |
|--------|------------|------------|--------|----------|
| Region | 225,307 | 238,631 | 13,324 | 6% |
| State | 2,797,096 | 2,893,966 | 96,870 | 3% |

Economic Modeling Specialists, Inc., 2007

In five years, **25%** of the population is projected to be over the age of 55.

| Region | 2006 Total | 2006 55+ % | 2011 Total | 2011 55+ % |
|--------|------------|------------|------------|------------|
| Region | 225,307 | 23% | 238,631 | 25% |
| State | 2,797,096 | 25% | 2,893,966 | 27% |

Economic Modeling Specialists, Inc., 2007

Males and females will be evenly distributed.

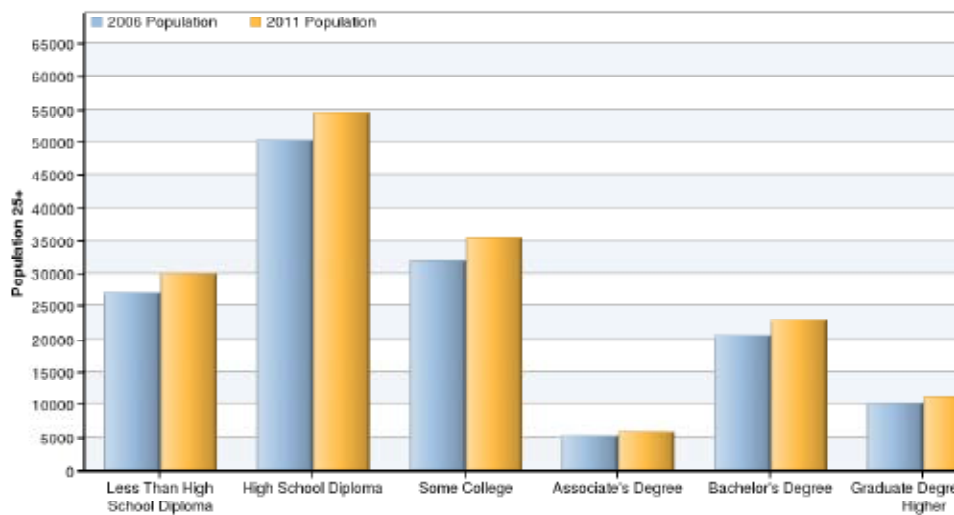
| Gender | 2006 Population | 2011 Population | Change | % Change |
|--------------|-----------------|-----------------|---------------|-------------|
| Males | 110,663 | 117,211 | 6,548 | 5.9% |
| Females | 114,644 | 121,419 | 6,775 | 5.9% |
| Total | 225,307 | 238,631 | 13,324 | 5.9% |

Economic Modeling Specialists, Inc., 2007

| Age | 2011 Population | % of Total Pop |
|----------------|-----------------|----------------|
| Under 5 years | 15,542 | 6.51% |
| 5 to 9 years | 15,734 | 6.59% |
| 10 to 14 years | 15,414 | 6.46% |
| 15 to 19 years | 17,997 | 7.54% |
| 20 to 24 years | 18,777 | 7.87% |
| 25 to 29 years | 16,800 | 7.04% |
| 30 to 34 years | 16,217 | 6.80% |
| 35 to 39 years | 14,991 | 6.28% |
| 40 to 44 years | 15,159 | 6.35% |
| 45 to 49 years | 16,448 | 6.89% |
| 50 to 54 years | 15,684 | 6.57% |
| Total | 178,764 | 74.9% |

Economic Modeling Specialists, Inc., 2007

REGIONAL EDUCATIONAL ATTAINMENT: 2006 - 2011



Note: Educational attainment is based on the education level of the population over the age of 25.

Current High School Completion (but not college):

- Regionally, 57% of the population has completed high school but not college.
- Statewide, 57% of the population has completed high school but not college.
- Nationally, 51% of the population has completed high school but not college.

Current College Completion:

- Regionally, 4% A.A., 14% B.S., and 7% Grad.
- Statewide, 4% A.A., 12% B.S., and 6% Grad.
- Nationally, 6% A.A., 18% B.S., and 10% Grad.

Projected High School Completion (but not college):

- Regionally, 56% of the population will have completed high school but not college.
- Statewide, 56% of the population will have completed high school but not college.
- Nationally, 50% of the population will have completed high school but not college.

Projected College Completion:

- Regionally, 4% A.A., 14% B.S., and 7% Grad.
- Statewide, 4% A.A., 12% B.S., and 6% Grad.
- Nationally, 6% A.A., 18% B.S., and 11% Grad.

Current Education Level

| Education Level | 2006 Pop 25+ | % of Pop 25+ | State % Pop 25+ | Nat. % Pop 25+ |
|-------------------------------|----------------|--------------|-----------------|----------------|
| Less Than High School Diploma | 27,013 | 19% | 21% | 15% |
| High School Diploma | 50,180 | 35% | 35% | 29% |
| Some College | 31,953 | 22% | 22% | 22% |
| Associate's Degree | 5,231 | 4% | 4% | 6% |
| Bachelor's Degree | 20,516 | 14% | 12% | 18% |
| Graduate Degree and Higher | 10,170 | 7% | 6% | 10% |
| | 145,062 | 100% | 100% | 100% |

Economic Modeling Specialists, Inc., 2007

Projected Education Level

| Education Level | 2011 Pop 25+ | % of Pop 25+ | State % Pop 25+ | Nat. % Pop 25+ |
|-------------------------------|----------------|--------------|-----------------|----------------|
| Less Than High School Diploma | 29,961 | 19% | 21% | 15% |
| High School Diploma | 54,600 | 34.1% | 34.3% | 28.2% |
| Some College | 35,557 | 22% | 22% | 22% |
| Associate's Degree | 5,804 | 4% | 4% | 6% |
| Bachelor's Degree | 22,848 | 14% | 12% | 18% |
| Graduate Degree and Higher | 11,217 | 7% | 6% | 11% |
| | 159,986 | 100% | 100% | 100% |

Economic Modeling Specialists, Inc., 2007

INDUSTRY & OCCUPATION OVERVIEW: 2006-2011

Introduction

To provide the best estimation of which industries are most critical to the regional economy we have ranked industries at the 2-digit NAICS level by the following metrics:

- Industry size (in terms of jobs),
- Growth (jobs and % change),
- Earnings per worker (EPW),
- Shift share (or competitive effect), and
- Location quotient (or regional concentration).

For this analysis, we have weighted industry size, change, and competitive effect so the results should reflect area industries that are (1) larger, (2) growing, and (3) regionally competitive.

After the top industry sectors are selected we rank the top occupations within each industry. To rank the occupations we have simply selected those occupations that are larger, and are projected to growth or decline with some significance over the next five years. In addition, the analysis includes earnings and education level associated with each occupation.

As with the previous sections, this section is primarily data-driven, and knowledge of the local situation is usually required to interpret all the data correctly. This section is primarily meant as an overview of the economy that can be used as a point of departure for planning discussions.

Metrics Overview

Industry performance is a many-faceted concept that cannot be easily reduced to a single metric. Accordingly, EMSI uses five major metrics to evaluate industry performance: jobs, earnings, growth, shift share, and location quotient.

Jobs simply ranks industries by number of jobs. This metric certainly reveals important industries in the regional economy, but it does not tell a complete story. For example, a large industry may be in sharp decline, or may provide mostly low-wage jobs, or may be dependent on more basic export-oriented industries. EMSI's ranking of industries by jobs is thus balanced by using the perspectives of other metrics.

Growth can highlight regional industries that may be small or mid-sized but show strong performance and have high potential for future growth. Growth ranking is done in terms of number of jobs added.

Average yearly earnings per worker (EPW), which in EMSI's data includes salary and benefits, indicates the quality of jobs within each industry.

Shift share, or "regional competitiveness," is a way of balancing the growth figures by isolating growth that can be attributed to regional causes rather than simply to national economic or industry trends. Shift share provides the "Competitive Effect," which is based on (1) total regional job growth minus (2) the National Growth Effect (industry growth expected due to performance of national economy as a whole) and (3) Industrial Mix Effect (regional ind. growth expected due to national trends in that same industry).

Location quotient, or "industry concentration," is a way of quantifying how concentrated an industry is in a region. For example, if an industry is responsible for .5% of national jobs but 1.5% of regional jobs, then it has an LQ of 3 in the region. By showing regional "specialties," this metric highlights exporting sectors that bring money into the region (and thus form the base for other dependent industries).

INDUSTRY & OCCUPATION OVERVIEW: 2006-2011

The table below is a top level view of the regional economy sorted by number of jobs.

| Code | Description | Region | | | | EPW | State | | | |
|--------------|--|----------------|----------------|---------------|------------|-----------------|------------------|------------------|----------------|-----------------|
| | | 2006 Jobs | 2011 Jobs | Change | % Change | | State 2006 | State 2011 | State % Change | State EPW |
| 31-33 | Manufacturing* | 16,470 | 17,877 | 1,407 | 9% | \$43,822 | 208,429 | 209,733 | 1% | \$46,469 |
| 90 | Government** | 15,735 | 16,866 | 1,131 | 7% | \$39,212 | 216,109 | 226,422 | 5% | \$45,277 |
| 44-45 | Retail trade** | 13,849 | 14,936 | 1,087 | 8% | \$20,817 | 170,784 | 177,169 | 4% | \$22,524 |
| 62 | Health care and social assistance* | 10,800 | 12,705 | 1,905 | 18% | \$31,205 | 161,225 | 183,978 | 14% | \$37,824 |
| 23 | Construction** | 9,665 | 10,160 | 495 | 5% | \$30,112 | 98,015 | 103,015 | 5% | \$31,874 |
| 72 | Accommodation and food services | 7,327 | 8,020 | 693 | 9% | \$11,714 | 94,630 | 102,968 | 9% | \$13,542 |
| 11 | Agriculture, forestry, fishing and hunting | 6,738 | 6,651 | -87 | (1%) | \$18,997 | 73,265 | 70,959 | (3%) | \$21,366 |
| 56 | Administrative and waste services | 6,733 | 7,944 | 1,211 | 18% | \$18,111 | 82,269 | 97,654 | 19% | \$18,204 |
| 54 | Professional and technical services* | 5,200 | 5,739 | 539 | 10% | \$45,863 | 60,007 | 66,485 | 11% | \$48,616 |
| 81 | Other services, except public administration | 4,603 | 4,721 | 118 | 3% | \$16,088 | 86,648 | 95,269 | 10% | \$17,921 |
| 48 | Transportation and warehousing** | 4,265 | 4,498 | 233 | 5% | \$35,991 | 80,645 | 88,290 | 9% | \$43,577 |
| 52 | Finance and insurance* | 3,223 | 3,643 | 420 | 13% | \$32,364 | 50,157 | 52,553 | 5% | \$41,303 |
| 53 | Real estate and rental and leasing | 2,556 | 2,902 | 346 | 14% | \$17,317 | 44,120 | 49,305 | 12% | \$19,532 |
| 61 | Educational services | 2,387 | 2,948 | 561 | 24% | \$18,591 | 18,143 | 21,410 | 18% | \$20,462 |
| 42 | Wholesale trade | 2,353 | 2,591 | 238 | 10% | \$40,098 | 52,614 | 53,935 | 3% | \$53,069 |
| 22 | Utilities | 1,784 | 1,983 | 199 | 11% | \$105,135 | 7,192 | 7,456 | 4% | \$93,629 |
| 71 | Arts, entertainment, and recreation | 1,487 | 1,711 | 224 | 15% | \$11,320 | 17,411 | 19,023 | 9% | \$15,530 |
| 51 | Information | 1,067 | 1,151 | 84 | 8% | \$44,137 | 22,545 | 23,437 | 4% | \$63,575 |
| 55 | Management of companies and enterprises | 399 | 440 | 41 | 10% | \$50,819 | 25,096 | 28,511 | 14% | \$76,968 |
| 21 | Mining | 196 | 214 | 18 | 9% | \$43,224 | 8,220 | 8,523 | 4% | \$49,376 |
| | | 116,838 | 127,697 | 10,863 | 9% | \$31,019 | 1,577,523 | 1,686,093 | 7% | \$39,032 |

Economic Modeling Specialists, Inc., 2007

* Focus Industry

** Industries also showing strong regional performance, but not analyzed in this report.

INDUSTRY & OCCUPATION OVERVIEW: 2006-2011

Critical Regional Industries

Industries most critical to this region's economy are:

- Manufacturing
- Government
- Retail trade
- Health care and social assistance
- Construction
- Professional and technical services
- Finance and insurance
- Transportation and warehousing

Highest Growth ('06 - '11):

- Health care and social assistance
(1,905 jobs)
- Manufacturing
(1,407 jobs)
- Administrative and waste services
(1,211 jobs)
- Government
(1,131 jobs)
- Retail trade
(1,087 jobs)
- Professional and technical services
(539 jobs)

Declining Industries ('06-'11):

- Agriculture
(-1%)

Focus Industries

For this analysis we have selected four top level industries for a more detailed analysis. Again, these were selected based on strong performance in a combination of indicators: regional growth, earnings, number of jobs and "regional competitiveness." These industries are:

- Health care and social assistance
- Manufacturing
- Professional and technical services
- Finance and insurance

Regional Growth (State Growth)

| | |
|-------------------------------------|-----------|
| • Manufacturing | 9% (1%) |
| • Government | 7% (5%) |
| • Retail trade | 8% (4%) |
| • Health care and social assistance | 18% (14%) |
| • Construction | 5% (5%) |
| • Professional and technical. | 10% (11%) |
| • Finance and insurance | 13% (5%) |
| • Transportation and warehous. | 5% (9%) |

INDUSTRY & OCCUPATION OVERVIEW: 2006-2011

Critical Health care and social assistance occupations:

The specific occupations within the health care sector that are projected to undergo the largest changes over the next five years. Regional projections, change, replacement jobs, average hourly earnings and education level are included.

Health care and social assistance

| SOC Code | Description | 2006 Jobs | 2011 Jobs | Change | % Change | Replacement Jobs | % New & Rep. | EPW | Education Level |
|----------|---|-----------|-----------|--------|----------|------------------|--------------|---------|-----------------------------------|
| 29-1111 | Registered nurses | 1,529 | 1,815 | 286 | 19% | 152 | 29% | \$21.52 | Associate's degree |
| 31-1012 | Nursing aides, orderlies, and attendants | 1,319 | 1,499 | 180 | 14% | 83 | 20% | \$8.62 | Postsecondary vocational award |
| 31-1011 | Home health aides | 587 | 758 | 171 | 29% | 35 | 35% | \$8.10 | Short-term on-the-job training |
| 43-4171 | Receptionists and information clerks | 801 | 914 | 113 | 14% | 94 | 26% | \$8.92 | Short-term on-the-job training |
| 29-2061 | Licensed practical and licensed vocational nurses | 948 | 1,056 | 108 | 11% | 100 | 22% | \$14.35 | Postsecondary vocational award |
| 39-9021 | Personal and home care aides | 507 | 612 | 105 | 21% | 38 | 28% | \$6.11 | Short-term on-the-job training |
| 21-1093 | Social and human service assistants | 622 | 717 | 95 | 15% | 52 | 24% | \$10.69 | Moderate-term on-the-job training |
| 31-9092 | Medical assistants | 215 | 280 | 65 | 30% | 18 | 39% | \$10.14 | Moderate-term on-the-job training |
| 31-9091 | Dental assistants | 156 | 211 | 55 | 35% | 20 | 48% | \$10.23 | Moderate-term on-the-job training |
| 29-2021 | Dental hygienists | 84 | 115 | 31 | 37% | 3 | 41% | \$19.92 | Associate's degree |
| 29-2081 | Opticians, dispensing | 62 | 76 | 14 | 23% | 5 | 31% | \$11.05 | Long-term on-the-job training |
| 31-2021 | Physical therapist assistants | 57 | 71 | 14 | 25% | 4 | 33% | \$14.23 | Associate's degree |
| | | 6,887 | 8,124 | 1,237 | 18% | 607 | 27% | \$12.56 | |

Critical Finance and insurance occupations:

The specific occupations within the finance and insurance sector that are projected to undergo the largest changes over the next five years. Regional projections, change, replacement jobs, average hourly earnings and education level are included.

Finance and insurance

| SOC Code | Description | 2006 Jobs | 2011 Jobs | Change | % Change | Replacement Jobs | % New & Rep. | EPW | Education Level |
|----------|--|-----------|-----------|--------|----------|------------------|--------------|---------|------------------------------------|
| 43-4051 | Customer service representatives | 773 | 914 | 141 | 18% | 55 | 25% | \$10.94 | Moderate-term on-the-job training |
| 43-1011 | First-line supervisors/managers of office and administrative support workers | 1,025 | 1,118 | 93 | 9% | 107 | 19% | \$16.01 | Work experience in a related field |
| 43-3071 | Tellers | 589 | 637 | 48 | 8% | 139 | 32% | \$10.86 | Short-term on-the-job training |
| 13-2052 | Personal financial advisors | 158 | 196 | 38 | 24% | 10 | 30% | \$19.86 | Bachelor's degree |
| 41-3021 | Insurance sales agents | 386 | 421 | 35 | 9% | 45 | 21% | \$18.55 | Bachelor's degree |
| 41-3031 | Securities, commodities, and financial services sales agents | 151 | 182 | 31 | 21% | 8 | 26% | \$31.65 | Bachelor's degree |
| 13-1031 | Claims adjusters, examiners, and investigators | 86 | 108 | 22 | 26% | 5 | 31% | \$20.29 | Long-term on-the-job training |
| 43-9041 | Insurance claims and policy processing clerks | 104 | 119 | 15 | 14% | 8 | 22% | \$12.53 | Moderate-term on-the-job training |
| | | 3,273 | 3,694 | 423 | 13% | 375 | 24% | \$15.07 | |

INDUSTRY AND OCCUPATION OVERVIEW: 2006-2011

Critical Professional and technical services occupations:

The specific occupations within the professional and tech. sector that are projected to undergo the largest changes over the next five years. Regional projections, change, replacement jobs, average hourly earnings and education level are included.

Professional and technical services

| SOC Code | Description | 2006 Jobs | 2011 Jobs | Change | % Change | Replacement Jobs | % New & Rep. | EPW | Education Level |
|----------|--|-----------|-----------|--------|----------|------------------|--------------|---------|-----------------------------------|
| 43-4051 | Customer service representatives | 773 | 914 | 141 | 18% | 55 | 25% | \$10.94 | Moderate-term on-the-job training |
| 43-3031 | Bookkeeping, accounting, and auditing clerks | 1,704 | 1,829 | 125 | 7% | 156 | 16% | \$11.76 | Moderate-term on-the-job training |
| 43-4171 | Receptionists and information clerks | 801 | 914 | 113 | 14% | 94 | 26% | \$8.92 | Short-term on-the-job training |
| 13-2011 | Accountants and auditors | 576 | 672 | 96 | 17% | 52 | 26% | \$21.73 | Bachelor's degree |
| 13-1199 | Business operation specialists, all other | 398 | 472 | 74 | 19% | 32 | 27% | \$17.74 | Bachelor's degree |
| 15-1041 | Computer support specialists | 254 | 297 | 43 | 17% | 15 | 23% | \$16.76 | Associate's degree |
| 15-1031 | Computer software engineers, applications | 107 | 135 | 28 | 26% | 5 | 31% | \$24.90 | Bachelor's degree |
| 15-1061 | Database administrators | 95 | 121 | 26 | 27% | 5 | 32% | \$22.88 | Bachelor's degree |
| 15-1051 | Computer systems analysts | 83 | 99 | 16 | 19% | 4 | 25% | \$25.02 | Bachelor's degree |
| 11-3021 | Computer and information systems managers | 88 | 104 | 16 | 18% | 8 | 27% | \$42.26 | Degree plus work experience |
| 11-2021 | Marketing managers | 85 | 98 | 13 | 15% | 8 | 24% | \$34.92 | Degree plus work experience |
| | | 4,965 | 5,654 | 691 | 14% | 433 | 23% | \$14.68 | |

INDUSTRY AND OCCUPATION OVERVIEW: 2006-2011

Critical Manufacturing occupations:

The specific occupations within the manufacturing sector that are projected to undergo the largest changes over the next five years. Regional projections, change, replacement jobs, average hourly earnings and education level are included.

Manufacturing

| SOC Code | Description | 2006 Jobs | 2011 Jobs | Change | % Change | Replacement Jobs | % New & Rep. | EPW | Education Level |
|----------|---|-----------|-----------|--------|----------|------------------|--------------|---------|------------------------------------|
| 51-2092 | Team assemblers | 1,394 | 1,749 | 355 | 25% | 164 | 37% | \$11.09 | Moderate-term on-the-job training |
| 49-9042 | Maintenance and repair workers, general | 1,217 | 1,389 | 172 | 14% | 112 | 23% | \$13.26 | Moderate-term on-the-job training |
| 51-9198 | Helpers--Production workers | 1,799 | 1,957 | 158 | 9% | 246 | 22% | \$10.01 | Short-term on-the-job training |
| 51-1011 | First-line supervisors/managers of production and operating workers | 752 | 856 | 104 | 14% | 75 | 24% | \$19.97 | Work experience in a related field |
| 51-9196 | Paper goods machine setters, operators, and tenders | 217 | 285 | 68 | 31% | 21 | 41% | \$15.39 | Moderate-term on-the-job training |
| 49-1011 | First-line supervisors/managers of mechanics, installers, and repairers | 498 | 560 | 62 | 12% | 60 | 25% | \$22.18 | Work experience in a related field |
| 51-4121 | Welders, cutters, solderers, and brazers | 348 | 405 | 57 | 16% | 46 | 30% | \$13.80 | Long-term on-the-job training |
| 49-3023 | Automotive service technicians and mechanics | 503 | 554 | 51 | 10% | 65 | 23% | \$13.57 | Postsecondary vocational award |
| 51-2022 | Electrical and electronic equipment assemblers | 190 | 232 | 42 | 22% | 26 | 36% | \$12.42 | Short-term on-the-job training |
| 51-4041 | Machinists | 285 | 320 | 35 | 12% | 32 | 23% | \$14.64 | Long-term on-the-job training |
| 17-2112 | Industrial engineers | 94 | 128 | 34 | 36% | 10 | 47% | \$28.11 | Bachelor's degree |
| 51-2031 | Engine and other machine assemblers | 121 | 153 | 32 | 26% | 15 | 39% | \$13.14 | Short-term on-the-job training |
| 51-8091 | Chemical plant and system operators | 72 | 95 | 23 | 32% | 16 | 55% | \$19.60 | Long-term on-the-job training |
| | | 7,490 | 8,683 | 1,193 | 16% | 890 | 28% | \$13.72 | |

INDUSTRY AND OCCUPATION OVERVIEW: 2006-2011

Declining Occupations

These are the top declining occupations for the region. Included in this analysis are current and projected regional jobs, change, average hourly earnings, current and projected state jobs and education level.

| Declining | | | | | | | | | | | |
|-----------|--|-----------|-----------|--------|----------|---------|------------|------------|----------------|-----------|-----------------------------------|
| SOC Code | Description | 2006 Jobs | 2011 Jobs | Change | % Change | EPW | State 2006 | State 2011 | State % Change | State EPW | Education Level |
| 51-7041 | Sawing machine setters, operators, and tenders, wood | 145 | 109 | (36) | (25%) | \$10.99 | 1,693 | 1,453 | (14%) | \$10.44 | Moderate-term on-the-job training |
| 43-5081 | Stock clerks and order fillers | 1260 | 1226 | (34) | (3%) | \$9.29 | 17,561 | 16,304 | (7%) | \$8.93 | Short-term on-the-job training |
| 43-4071 | File clerks | 197 | 171 | (26) | (13%) | \$8.36 | 2,350 | 2,024 | (14%) | \$8.35 | Short-term on-the-job training |
| 51-7011 | Cabinetmakers and bench carpenters | 102 | 77 | (25) | (25%) | \$12.31 | 1,819 | 1,725 | (5%) | \$12.05 | Long-term on-the-job training |
| 51-7042 | Woodworking machine setters, operators, and tenders, except sawing | 112 | 88 | (24) | (21%) | \$11.57 | 1,761 | 1,562 | (11%) | \$10.99 | Moderate-term on-the-job training |
| 27-4021 | Photographers | 204 | 183 | (21) | (10%) | \$8.09 | 2,474 | 2,272 | (8%) | \$8.97 | Long-term on-the-job training |
| 51-6031 | Sewing machine operators | 93 | 75 | (18) | (19%) | \$9.64 | 2,576 | 2,255 | (12%) | \$8.06 | Moderate-term on-the-job training |
| 45-2093 | Farmworkers, farm and ranch animals | 224 | 210 | (14) | (6%) | \$8.08 | 1,914 | 1,844 | (4%) | \$7.56 | Short-term on-the-job training |
| 43-5041 | Meter readers, utilities | 84 | 71 | (13) | (15%) | \$10.93 | 910 | 734 | (19%) | \$10.71 | Short-term on-the-job training |
| | | 2,423 | 2,209 | -211 | 9% | \$13.91 | 33,058 | 30,173 | 7% | \$9.56 | |

ABOUT EMSI AND THE DATA

About EMSI

EMSI provides integrated data, web-based tools, and consulting services to analyze regional economies intelligently in terms of economic base, industry and employment trends, economic impact simulations, industry clusters, regional competitiveness, human capital, labor market supply and demand, and demographics. EMSI's integrated database is based on 70 government sources, making it much more comprehensive, accurate, and detailed than any single source available. In addition, EMSI's web-based suite of analysis tools makes the information easy to access and use. If you would like to learn more about EMSI or its products and services, please visit us online at www.economicmodeling.com, or call 1-866-999-3674.

EMSI Data

As a data provider, we gather and harmonize data from 70 state and federal sources, creating in-house a comprehensive and current database that is unsurpassed for its breadth and detail. Industry, workforce, and demographic data are available from state and county levels all the way down to individual ZIP codes, and users can build custom regions from county and ZIP code areas. In addition, by combining dozens of data sources, we can fill gaps in individual sources (such as suppressions and missing proprietors)—yielding a composite database that exploits the strengths of each source. Finally, our database is updated biannually, so our subscribers have access to the most complete *and* up-to-date information on the market.

EMSI's StrategicAdvantage™ (SA)

The report was created primarily using the Economic Forecaster, one of four modules within SA. Economic Forecaster is a powerful, labor market projection tool that will allow workforce and economic developers to create detailed industry, occupation and demographic analyses that can be used to better analyze the regional economy and workforce.

EMSI's **StrategicAdvantage™** web-based analysis suite capitalizes on the company's premium database to produce accessible analysis and reports. The suite includes four main modules—**Economic Forecaster**, **Economic Impact**, **Career Pathways** and **Educational Analyst**—which each include several analysis tools that allow users to create customizable tables, graphs, and maps with the click of a button.

With EMSI's **StrategicAdvantage™** workforce professionals and economic developers can:

- Perform instant analyses with an intuitive web-based interface,
- Understand current and future trends in a regional economy (industries, occupations, demographics) with 10-year projections,
- Create presentation-ready graphs, tables and maps,
- Draw the right businesses to a region and maximize return on investment,
- Run impact scenarios of businesses entering, leaving, growing, or shrinking in a region,
- Know the skills embedded in the workforce and required by specific occupations,
- Minimize unemployment and transition workers into high-demand, high-wage occupations, and
- Identify the businesses and workers a region needs to recruit and retain in order to make its economy thrive.

ABOUT EMSI AND THE DATA

Selected EMSI Data Sources

CD Light, LLC, d.b.a. ZipInfo.com. ZIPList5 Plus Zip Code Data.

_____. ZipInfo.com. Database on-line. Available from <http://www.zipinfo.com>; Internet; accessed May 2005.

U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics.

_____. Health, United States, 2004.

U.S. Census Bureau.

_____. County Business Patterns (CBP) Employment Reports.

_____. Current State Demographic data.

_____. Current County Demographic data.

_____. Decennial Census Reports.

_____. National Population Report.

_____. Nonemployer Statistics Reports.

_____. Projected State Demographic data.

_____. State Population Total Reports.

U.S. Department of Commerce, Bureau of Economic Analysis.

_____. Regional Economic Information Systems (REIS). County Demographic data.

_____. Regional Economic Information Systems (REIS). Employment & Earnings Reports.

_____. State Personal Income Employment and Earnings Reports.

U.S. Department of Education, National Center for Education Statistics.

_____. Integrated Postsecondary Education Data System Institutional Characteristics Survey. Database on-line. Available from <http://nces.ed.gov/Iped/ics.asp>; Internet; accessed April 2005.

_____. Integrated Postsecondary Education Data System Faculty Salaries Data. Database on-line. Available from <http://nces.ed.gov/Iped/facultysalaries.asp>; Internet; accessed April 2005.

_____. Integrated Postsecondary Education Data System Fall Staff Data. Database on-line. Available from <http://nces.ed.gov/Iped/fallstaff.asp>; Internet; accessed April 2005.

_____. Occupation to CIP (Classification of Instructional Programs).

_____. Public Elementary/Secondary School Universe Survey Data. Database on-line. Available from <http://nces.ed.gov/ccd/pubschuniv.asp>; Internet; accessed April 2005.

U.S. Department of Labor, Bureau of Labor Statistics.

_____. Current Employment Statistics.

_____. Current Year National Occupation Matrix.

_____. National Current Industry data.

_____. National Projected Industry data

_____. National Replacement Jobs data.

_____. Projected National Occupation Matrix.

_____. Quarterly Census of Employment and Wages. (also known as ES-202 Covered Employment & Wages Data.)

Arkansas Department of Workforce Services, Occupational Wages.

About This Report

This Gap Analysis Regional Overview provided by EMSI, in partnership with the Arkansas Department of Higher Education (ADHE) and the Arkansas Association of Two-Year Colleges (AATYC) is designed to provide a top level view of regional demographics, educational attainment, top-ranking industries and associated occupations as defined by several standard metrics. The goal of this report is to assist regional planners in their understanding of the region's labor market. The report is primarily data-driven, with some basic interpretation included to help focus the attention of local stakeholders and policy makers. Knowledge of the local situation is also required to interpret all the data correctly.



EDUCATIONAL ATTAINMENT

GROWTH

JOBS

EARNINGS



www.economicmodeling.com

1-866-999-3674

1187 Alturas Dr.

Moscow, ID 83843