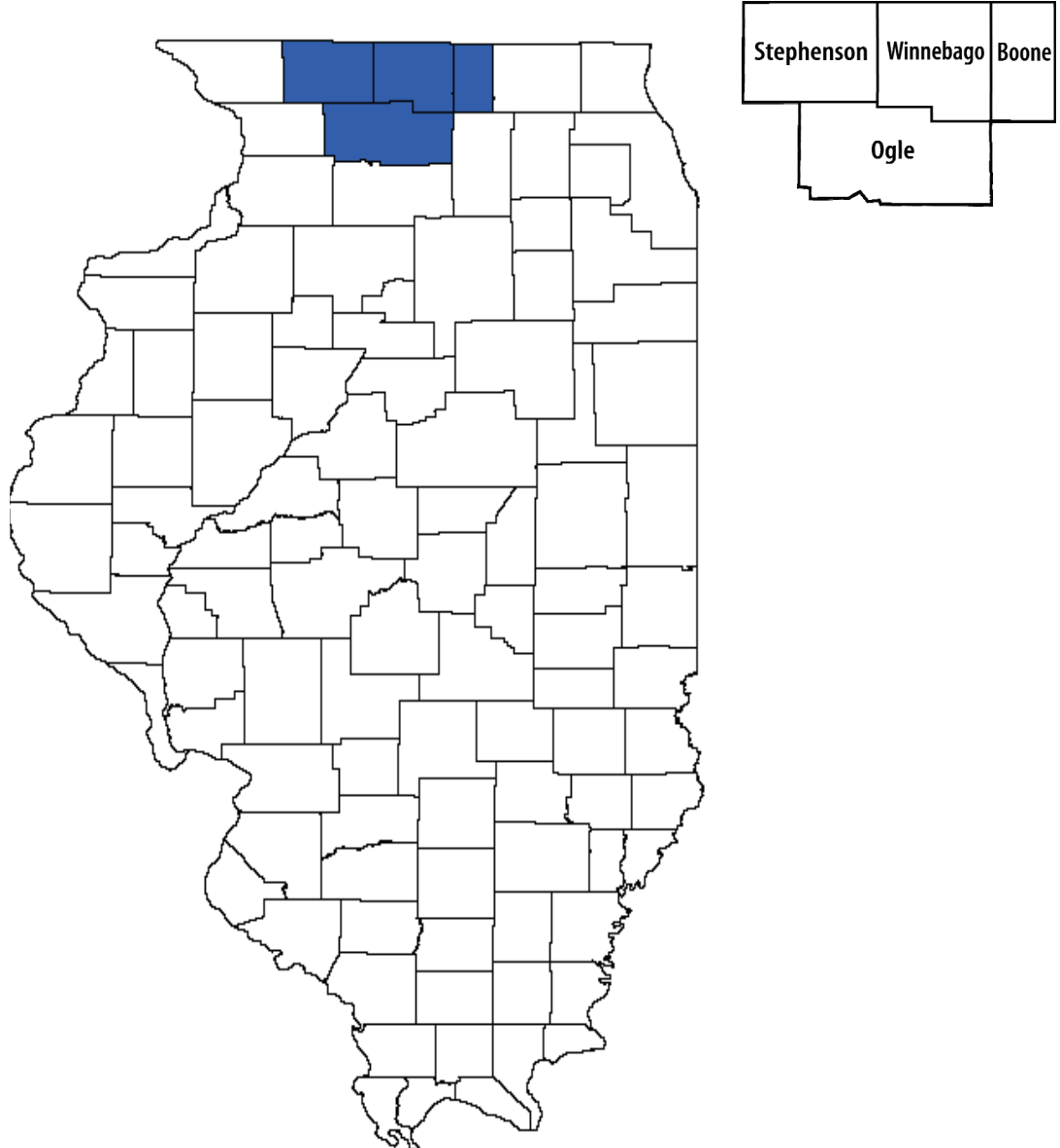


# Northern Stateline

## Economy & Jobs Report

Spring 2016



TRAINING • CONNECTING • DEVELOPING ILLINOIS' WORKFORCE

NORTHERN ILLINOIS

**WORKFORCE ALLIANCE**

The Local Workforce Board serving Boone, Stephenson & Winnebago Counties

# Northern Stateline Economy & Jobs Report Spring 2016

## **CONTENTS**

---

<b>Introduction</b>	<b>1</b>
<b>Demographic Profile</b>	<b>2</b>
<b>Regional Gross Domestic Product</b>	<b>4</b>
<b>Industry Snapshot</b>	<b>5</b>
<b>Industry Snapshot by the Numbers</b>	<b>6</b>
<b>Supply Chain Requirements</b>	<b>7</b>
<b>Employment Trends</b>	<b>8</b>
<b>Help Wanted On-Line</b>	<b>9</b>
<b>Commuting Patterns</b>	<b>10</b>
<b>Local Unemployment Rates</b>	<b>11</b>
<b>Average Annual Wages</b>	<b>12</b>
<b>Occupational Snapshot</b>	<b>14</b>
<b>Workforce Availability</b>	<b>15</b>
<b>Workforce Characteristics</b>	<b>16</b>
<b>Education Levels</b>	<b>17</b>

**Appendix A: Occupational Cluster Rankings**

**Appendix B: Occupational Earnings**

## Introduction

The Northern Stateline ***Economy & Jobs Report*** provides a current snapshot of the regional economy and talent resources. The report covers the following key areas:

- Demographics
- Industries
- Occupations
- Workforce Characteristics
- Workforce Availability

The Northern Stateline ***Economy & Jobs Report*** covers the *Northern Stateline Economic Development Region (EDR)*, which included the counties of Boone, Winnebago, Ogle and Stephenson. The EDR reflects a total population of 445,866 and a labor force of 228,602. The *Manufacturing* industry represents 24.5% of employment in the EDR; followed by *Trade, Transportation, & Utilities* at 21.8%; and *Educational-Health Services* at 17.8%.

Information is also reported by the Metropolitan Statistical Area (MSA), referring to Boone and Winnebago Counties, with a total population of 346,031 and labor force of 176,656.

The Northern Stateline ***Economy & Jobs Report*** was designed:

- To provide businesses with current data to assist with decision making.
- To identify the changing demographics in the region.
- To understand the impact of the changing demographics on the local talent availability and the economy.
- To identify regional industry sectors contributing to the regional economic base.
- To highlight industries and occupations with growth opportunities.

For customized workforce and wage reports contact:

Northern Illinois Workforce Alliance  
303 North Main Street, 2<sup>nd</sup> Floor  
Rockford, Illinois 61101  
815-395-6638 [www.theworkforceconnection.org](http://www.theworkforceconnection.org)

Acknowledgements - This report has been compiled and prepared by:

Tom Austin, Illinois Department of Employment Security  
Cathy Cornelius, Northern Illinois Workforce Alliance  
Pamela S. Fettes, Northern Illinois Workforce Alliance  
John Strandin, Northern Illinois Workforce Alliance

## Demographic Profile

In 2015, the population in the Northern Stateline Economic Development Region was 438,071, the Rockford MSA was 340,663, and Illinois was 12,859,995. From 2010 to 2015, the regional population declined by -12,249, 2.7 percent.

The region has a civilian labor force of 216,287 in 2015 with a participation rate of 65.3 percent. Of the individuals 25 and over in the Rockford MSA, 21.3 percent have a bachelor's degree or higher which compares to 29.3 percent in the nation.

The median household income in the Rockford MSA is \$49,500 and the median house value is \$123,500.

Demographic Profile						
	Percent			Value		
	Rockford MSA	Northern Stateline	Illinois	Rockford MSA	Northern Stateline	Illinois
<b>Demographics</b>						
<b>Total Population</b>	-	-	-	<b>346,031</b>	<b>445,866</b>	<b>12,868,747</b>
Median age (years)	-	-	-	38.1	39.7	36.6
Under 18 years	25.5	25.1	24.4	89,264	113,319	3,129,179
18 to 24 years	8.4	8.3	9.7	29,469	37,335	1,246,307
25 to 34 years	12.2	11.7	13.8	42,464	52,924	1,775,957
35 to 44 years	13.4	13.2	13.5	46,802	59,412	1,725,890
45 to 54 years	14.9	15.1	14.6	52,126	68,160	1,870,879
55 to 64 years	12.1	12.3	11.5	42,227	55,330	1,473,207
65 to 74 years	7.2	7.6	6.6	25,286	34,223	849,535
White	81.0	83.2	72.5	280,155	371,113	9,331,376
Black or African American	10.8	9.5	14.4	37,420	42,315	1,849,054
American Indian and Alaska Native	0.2	0.2	0.2	606	695	28,535
Asian	2.3	1.9	4.9	7,976	8,564	627,402
Native Hawaiian and Other Pacific Islander	0.0	0.0	0.0	92	92	3,240
Some other race	3.1	2.6	5.8	10,580	11,719	751,248
Two or more races	2.7	2.5	2.2	9,202	11,368	277,892
Hispanic or Latino (of any race)	12.9	11.4	16.3	44,521	50,894	2,095,495
Disabled, Age 25+	10.7	10.5	8.4	22,241	28,158	669,137
Speak English Less Than Very Well (pop. 5 yrs and over)	5.9	5.0	9.3	19,092	20,940	1,122,349

## Demographic Profile

	Percent			Value		
	Rockford MSA	Northern Stateline	Illinois	Rockford MSA	Northern Stateline	Illinois
<b>Demographics</b>						
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	65.4	65.3	65.9	176,656	228,602	6,701,592
Armed Forces Labor Force	0.02	0.02	0.2	48	74	17,265
Veterans, Labor Force (18 to 64)	5.9	5.8	3.4	9,747	12,443	276,956
Median Household Income	-	-	-	\$49,511	\$52,054	\$57,166
Poverty Level (of all people)	16.6	14.0	14.4	-	-	-
Union Membership (Private Sector)	10.9	-	9.7	13,147	-	434,908
<b>Housing</b>						
Total housing units	-	-	-	145,789	190,360	5,299,433
Median (\$)	-	-	-	123,500	128,550	175,700
Homeowner vacancy rate	1.8	2.2	2.2	-	-	-
Rental vacancy rate	6.0	5.9	6.7	-	-	-
Renter-occupied	31.3	25.9	33.1	41,191	51,727	1,583,926
No vehicles available	7.6	6.6	10.8	9,954	12,742	515,427
<b>Transportation</b>						
Commute via Public Transportation	1.1	0.9	8.9	1,638	1,875	528,753
Commute via Walking	1.2	1.4	3.1	1,782	2,783	186,381
Commute via Vehicle - Alone	84.1	83.7	73.5	127,921	165,443	4,355,798
Mean Commute Time (minutes)	-	-	-	22.7	23.7	28.2
<b>Educational Attainment (25+)</b>						
No High School Diploma	13.4	12.8	12.4	30,929	38,177	1,062,144
High School Graduate	33.9	34.3	27.0	78,011	102,645	2,312,018
Some College, No Degree	23.3	23.8	21.2	53,728	71,299	1,813,377
Associate's Degree	8.1	8.3	7.5	18,577	24,846	643,082
Bachelor's degree	13.5	13.2	19.7	31,193	39,598	1,688,420
Graduate or professional degree	7.8	7.6	12.2	17,933	22,656	1,041,514

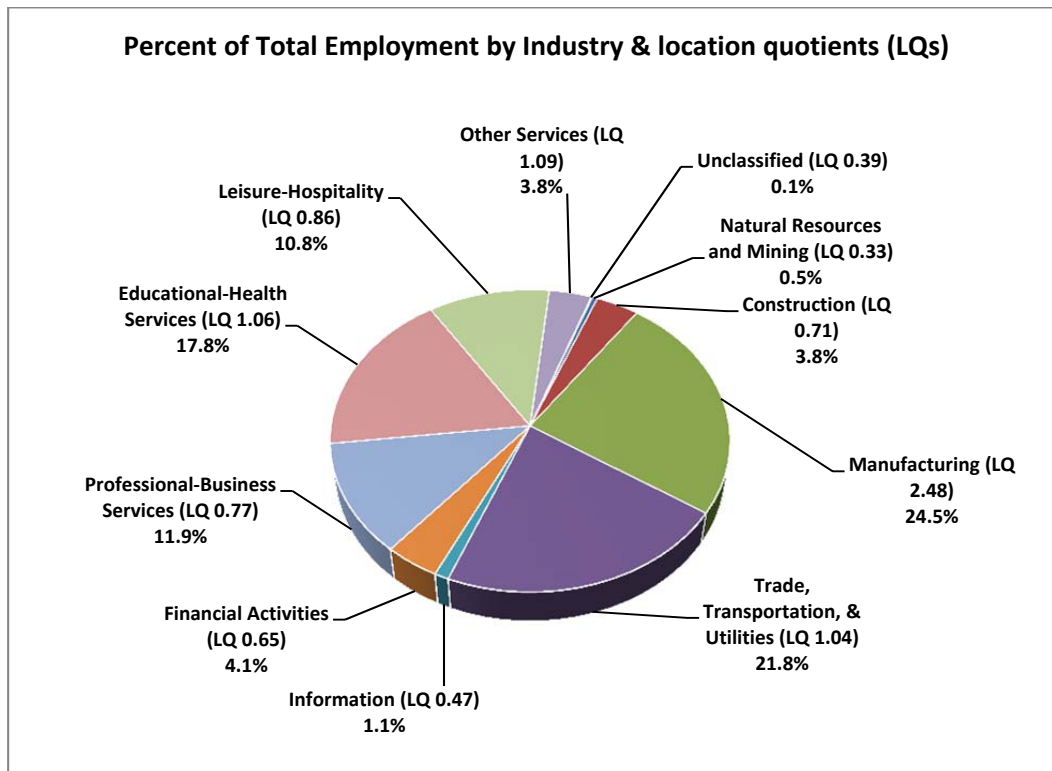
Source: American Community Survey 2010-2014 & 2010 Census  
 Prepared by IDES EI&A

## Regional Gross Domestic Product

Rockford Metropolitan Statistical Area					
Gross Domestic Product (GDP) by metropolitan area					
	2010	2011	2012	2013	2014
<b>All Industries</b>	<b>12,621</b>	<b>13,229</b>	<b>14,058</b>	<b>14,010</b>	<b>14,410</b>
Nat Resources & Mining	39	101	64	174	131
Ag, Forestry, Fishing & Hunting	(D)	(D)	(D)	167	(D)
Construction	483	489	473	490	527
Manufacturing	3,493	3,918	4,663	4,411	4,465
Wholesale Trade	(D)	(D)	(D)	(D)	(D)
Retail Trade	886	904	968	976	988
Transportation-Warehousing	478	488	459	(D)	465
Information	271	256	243	244	261
Finance & Insurance	670	702	737	728	755
Real Estate, Rental & Leasing	851	811	877	862	1,013
Professional-Business Services	849	875	915	932	972
Professional & Technical Services	363	355	344	356	376
Mgmt of Companies & Enterprises	25	20	18	18	19
Administrative & Waste Services	461	500	553	558	578
Educational Services	80	80	80	80	81
Health Care & Social Assistance	1,448	1,486	1,505	1,562	1,586
Leisure & Hospitality	345	349	374	375	395
Other Services	355	360	372	382	395
Government	1,326	1,307	1,287	1,279	1,265
<b>Gross domestic product (GDP)</b> by metro area: GDP by metropolitan area is the measure of the market value of all final goods and services produced within a metropolitan area in a particular period of time (annually). (Mil.\$)					
Real GDP by metropolitan area					
<b>All Industries</b>	<b>12,626</b>	<b>13,088</b>	<b>13,515</b>	<b>13,201</b>	<b>13,333</b>
Nat Resources & Mining	34	67	42	109	83
Ag, Forestry, Fishing & Hunting	(D)	(D)	(D)	103	(D)
Construction	492	490	460	460	466
Manufacturing	3,607	4,050	4,609	4,278	4,278
Wholesale Trade	(D)	(D)	(D)	698	(D)
Retail Trade	879	880	916	907	907
Transportation-Warehousing	478	484	445	(D)	428
Information	273	258	245	244	259
Finance & Insurance	646	663	669	646	654
Real Estate, Rental & Leasing	856	809	858	824	944
Professional-Business Services	846	865	893	895	919
Professional & Technical Services	357	344	328	333	346
Mgmt of Companies & Enterprises	25	20	17	17	19
Administrative & Waste Services	464	502	550	547	556
Educational Services	78	75	74	70	70
Health Care & Social Assistance	1,418	1,437	1,426	1,461	1,464
Leisure & Hospitality	345	350	361	353	362
Other Services	346	343	344	343	346
Government	1,290	1,248	1,209	1,180	1,146
<b>Real GDP by Metropolitan Area:</b> The real estimates of gross domestic product (GDP) by metropolitan area are measured in chained (2009) dollars. Real GDP by metropolitan area is an inflation-adjusted measure of each metropolitan area's gross product that is based on national prices for the goods and services produced within the metropolitan area. (Mil.Chn.2009\$)					
<b>(D)</b> Not shown in order to avoid the disclosure of confidential information.					
<b>Source:</b> Haver Analytics, US Department of Commerce (Bureau of Economic Analysis). Prepared by IDES-EI&A					

## Industry Snapshot

The largest sector in **Rockford MSA**, Illinois is Manufacturing, employing 31,905 workers. The next-largest sectors in the region are Trade, Transportation, & Utilities (28,382 workers) and Educational-Health Services (23,149). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Manufacturing (LQ = 2.48), Educational-Health Services (1.06), and Trade, Transportation, & Utilities (1.04).



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data is for the 3<sup>rd</sup> Quarter 2015.

Sectors in **Rockford MSA**, Illinois with the highest average weekly wages are Construction (\$1,215), Financial Activities (\$1,117), and Manufacturing (\$1,078). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Manufacturing (+5,600), Professional-Business Services (1,500), and Leisure-Hospitality (+1,300).

Over the next 10 years, employment in local workforce area region is projected to expand by 18,071 jobs. The industry projected to have the fastest growing employment in the region is Health Care & Social Assistance with a +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+24,428 jobs), Retail Trade (+16,841), and Administrative and Support Services (+12,526).

## Industry Snapshot By the Numbers

NAICS	Description	Current				Historical						Over the Next 10 Years	
		Rockford MSA		2015 Payrolled Business Locations	2015 Location Quotient	MSA		FDR		Illinois		Rockford MSA	
		2015 Jobs	Current Total Earnings			2014 - 2015 Change	2014 - 2015 % Change	2014 - 2015 Change	2014 - 2015 % Change	2014 - 2015 Change	2014 - 2015 % Change	2015 - 2025 Change	2015 - 2025 % Change
11	Crop and Animal Production	914	\$25,422	36	0.48	26	3%	34	2%	237	1%	0	0%
21	Mining, Quarrying, and Oil and Gas Extraction	13	\$77,330	9	0.02	(4)	(24%)	(3)	(13%)	(1,122)	(11%)	6	46%
22	Utilities	862	\$157,574	12	1.54	103	14%	117	8%	198	1%	32	4%
23	Construction	5,380	\$62,258	841	0.65	(263)	(5%)	(306)	(4%)	4,866	2%	(804)	(15%)
31	Manufacturing	31,213	\$73,902	768	2.52	(544)	(2%)	(715)	(2%)	(9,769)	(2%)	1,957	6%
42	W holesale Trade	5,625	\$64,200	484	0.94	1	0%	(13)	(0%)	400	0%	351	6%
44	Retail Trade	15,490	\$31,829	997	0.96	(16)	(0%)	(31)	(0%)	3,587	1%	(7)	(0%)
48	Transportation and Warehousing	6,639	\$45,946	319	1.30	(20)	(0%)	(18)	(0%)	3,212	1%	1,157	17%
51	Information	1,463	\$57,007	87	0.50	(6)	(0%)	(9)	(1%)	(272)	(0%)	(74)	(5%)
52	Finance and Insurance	4,551	\$89,379	413	0.73	6	0%	(215)	(3%)	(271)	(0%)	433	10%
53	Real Estate and Rental and Leasing	1,370	\$38,004	261	0.53	(2)	(0%)	176	9%	223	0%	81	6%
54	Professional, Scientific, and Technical Services	3,954	\$59,037	757	0.40	(189)	(5%)	(176)	(4%)	12,377	3%	338	9%
55	Management of Companies and Enterprises	180	\$86,177	21	0.08	(2)	(1%)	(2)	(1%)	806	1%	(47)	(26%)
56	Administrative and Support and Waste Management and Remediation Services	12,090	\$32,042	479	1.24	(181)	(1%)	(101)	(1%)	13,763	3%	1,577	13%
61	Educational Services	2,120	\$28,296	81	0.54	(212)	(9%)	(209)	(8%)	(1,241)	(1%)	317	15%
62	Health Care and Social Assistance	23,242	\$59,034	627	1.19	375	2%	366	1%	16,003	2%	3,566	15%
71	Arts, Entertainment, and Recreation	2,280	\$16,721	117	0.88	40	2%	39	2%	2,114	2%	195	9%
72	Accommodation and Food Services	11,346	\$16,941	673	0.87	126	1%	180	1%	2,913	1%	1,120	10%
81	Other Services (except Public Administration)	10,098	\$25,524	778	1.36	(36)	(0%)	(30)	(0%)	26	0%	646	6%
90	Government	16,548	\$58,382	165	0.69	92	1%	(80)	(0%)	(1,794)	(0%)	520	3%
99	Unclassified Industry	65	\$27,587	75	0.25	17	35%	18	35%	1,796	28%	(14)	(22%)
		<b>155,444</b>	<b>\$51,643</b>	<b>7,997</b>	<b>1</b>	<b>(688)</b>	<b>(0%)</b>	<b>(978)</b>	<b>(1%)</b>	<b>48,052</b>	<b>1%</b>	<b>11,351</b>	<b>7%</b>

### Data Sources and Calculations

#### Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

**State Data Sources:** This report uses state data from the following agencies: Illinois Department of Employment Security, Employment Projections



# Supply Chain Requirements

27%

Satisfied In-Region

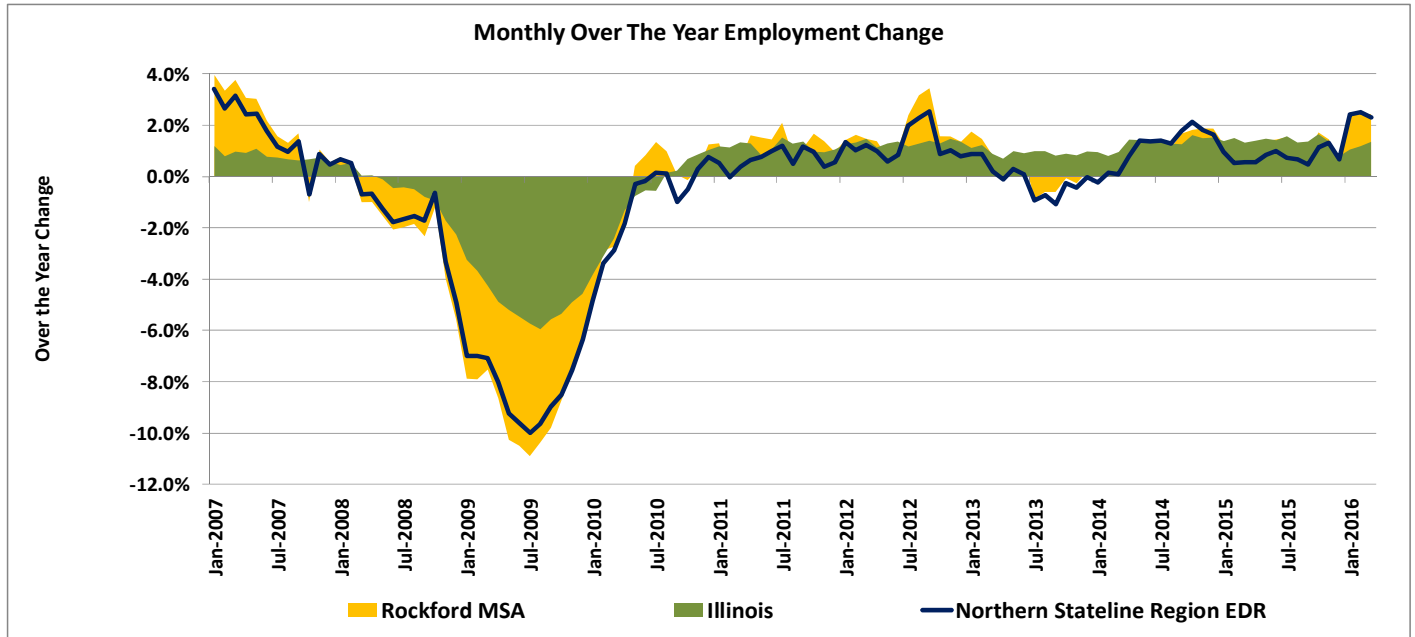
**27 percent** of the goods and services that the selected industries require to operate, are provided within the region.

NAICS	Industry	Total Requirements	% Satisfied In-Region
551114	Corporate, Subsidiary, and Regional Managing Offices	\$739,058,477	1.40%
903611	Elementary and Secondary Schools (Local Government)	\$429,035,369	100.00%
324110	Petroleum Refineries	\$294,819,634	0.00%
331110	Iron and Steel Mills and Ferroalloy Manufacturing	\$267,458,591	0.30%
336370	Motor Vehicle Metal Stamping	\$234,652,197	1.40%
425120	Wholesale Trade Agents and Brokers	\$187,633,825	15.70%
336360	Motor Vehicle Seating and Interior Trim Manufacturing	\$172,229,151	1.00%
112000	Animal Production and Aquaculture	\$170,467,672	1.10%
531110	Lessors of Residential Buildings and Dwellings	\$147,956,506	34.00%
531120	Lessors of Nonresidential Buildings (except Miniwarehouses)	\$146,199,491	34.40%

Source: EMSI Q1 2016 Data Set, March 2016

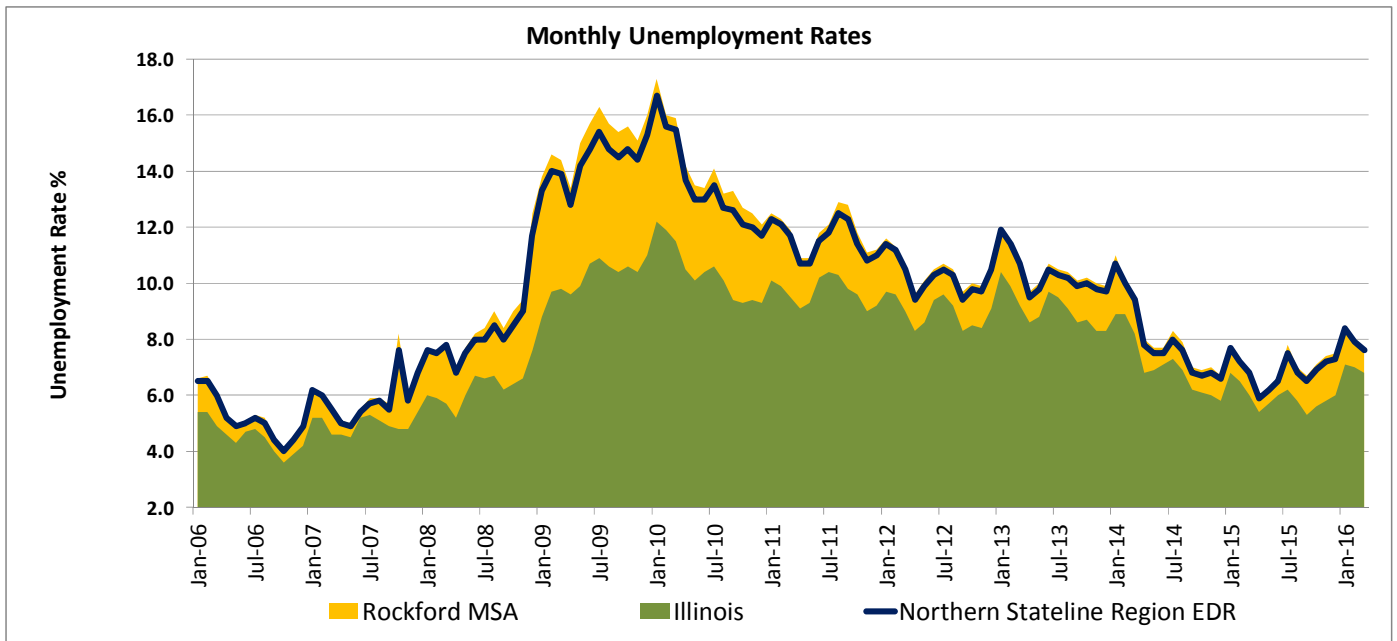
## Employment Trends

As of 2016 Q2, total employment for Northern Stateline EDR was 184,173. Over the year ending 2015Q2, employment increased 2.4% in the region.



## Unemployment Rate

The not seasonally adjusted unemployment rate for Northern Stateline EDR was 7.6 % as of March 2016. The regional unemployment rate was higher than the national rate of 5.1%. One year earlier, in March 2015, the unemployment rate in Northern Stateline EDR was 6.8 %.



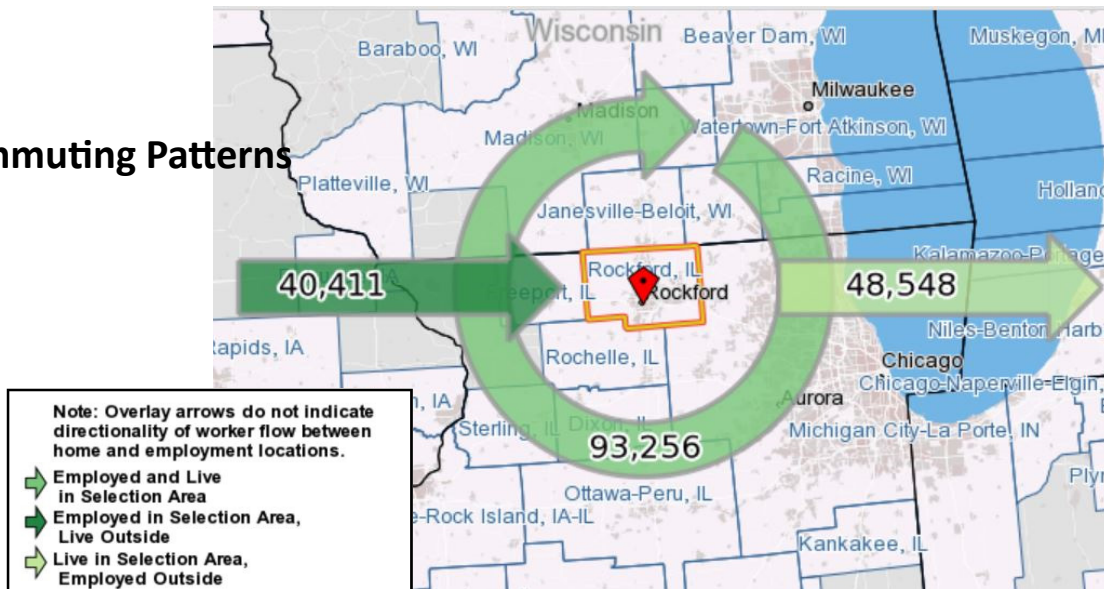


**Help Wanted On Line (HWOL) Economic Development Region 5 | Northern Stateline | Rockford Area**  
**Available Online Job Postings** April 2016

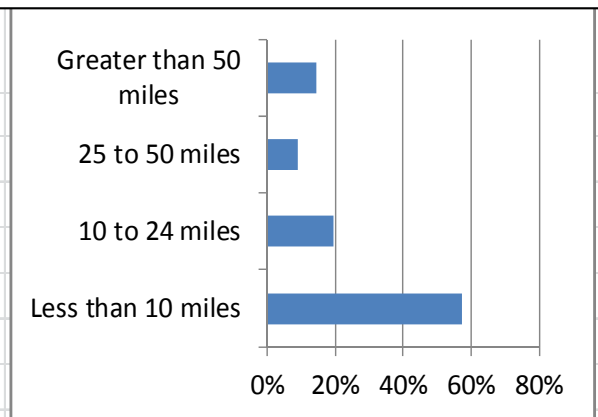
The Economic Information and Analysis Division collects, compiles, analyzes, publishes and distributes a variety of work-force, career resource and labor market information including this geographic-specific list of **current regional jobs in demand**. The data source, Help Wanted Online, uses web spider crawler technology to scrape among others: online job boards, newspapers, niche, free and local sources and aggregator sites.\* For additional information or to contact a labor market economist at [www.ides.illinois.gov](http://www.ides.illinois.gov) and select “Labor Market Information” under the Workforce Partners tab.

Job Opportunities by Major Occupational Group	Apr-15	Apr-16
Healthcare Practitioners and Technical Occupations	797	677
Transportation and Material Moving Occupations	796	1,083
Sales and Related Occupations	521	879
Office and Administrative Support Occupations	362	1,205
Management Occupations	310	364
Education, Training, and Library Occupations	298	378
Production Occupations	281	418
Installation, Maintenance, and Repair Occupations	273	398
Architecture and Engineering Occupations	252	363
Food Preparation and Serving Related Occupations	188	333
Business and Financial Operations Occupations	184	218
Computer and Mathematical Occupations	170	262
Arts, Design, Entertainment, Sports, and Media Occupations	158	184
Construction and Extraction Occupations	150	178
Building and Grounds Cleaning and Maintenance Occupations	105	182
Healthcare Support Occupations	103	152
Community and Social Services Occupations	80	108
Protective Service Occupations	61	66
Personal Care and Service Occupations	50	96
Life, Physical, and Social Science Occupations	49	40
Legal Occupations	1,160	1,196
Farming, Fishing, & Forestry Occupations	63	69
Military Specific Occupations	4	7

## Commuting Patterns



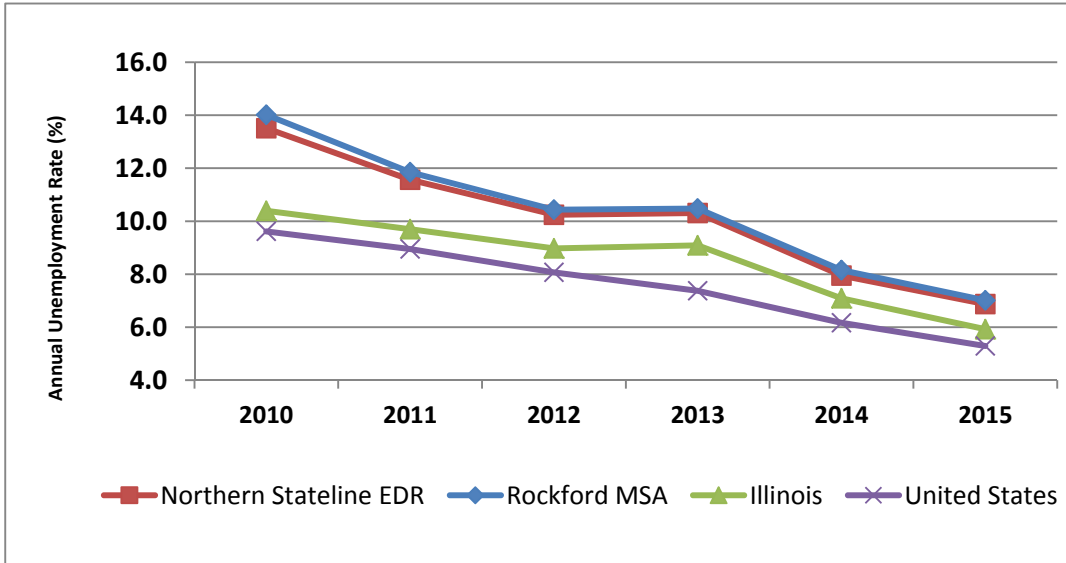
Jobs by Distance		
2014		
	Count	Share
Total Primary Jobs	133,667	100.0%
Less than 10 miles	76,538	57.3%
10 to 24 miles	25,900	19.4%
25 to 50 miles	12,054	9.0%
Greater than 50 miles	19,175	14.3%



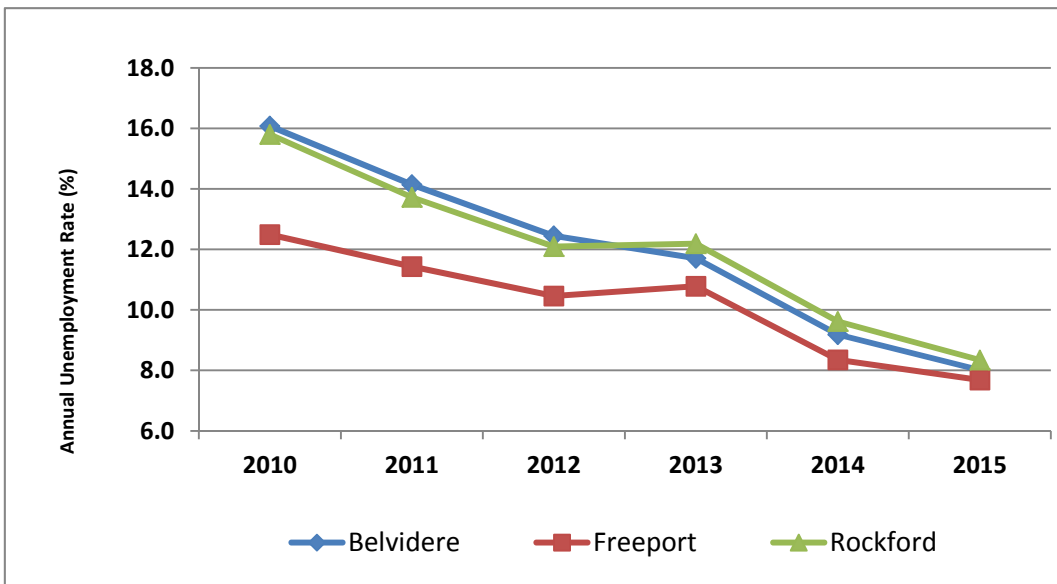
Where Rockford MSA Workers LIVE		
2014		
	Count	Share
All Places	133,667.0	100.0%
Rockford city, IL	38,818.0	29.0%
Machesney Park village, IL	7,716.0	5.8%
Loves Park city, IL	7,610.0	5.7%
Belvidere city, IL	4,895.0	3.7%
Roscoe village, IL	3,345.0	2.5%
Chicago city, IL	2,659.0	2.0%
Rockton village, IL	2,147.0	1.6%
South Beloit city, IL	1,927.0	1.4%
Beloit city, WI	1,726.0	1.3%
Freeport city, IL	1,357.0	1.0%
All Other Locations	61,467.0	46.0%

Where Rockford MSA Workers WORK		
2014		
	Count	Share
All Places	141,804	100.0%
Rockford city, IL	57,738	40.7%
Belvidere city, IL	9,569	6.7%
Loves Park city, IL	9,536	6.7%
Chicago city, IL	4,957	3.5%
Machesney Park villag	4,070	2.9%
Beloit city, WI	2,327	1.6%
South Beloit city, IL	1,562	1.1%
Elgin city, IL	1,508	1.1%
Roscoe village, IL	1,486	1.0%
Rockton village, IL	1,465	1.0%
All Other Locations	47,586	33.6%

## Annual Local Unemployment Rates Historical Trends 2010-2015

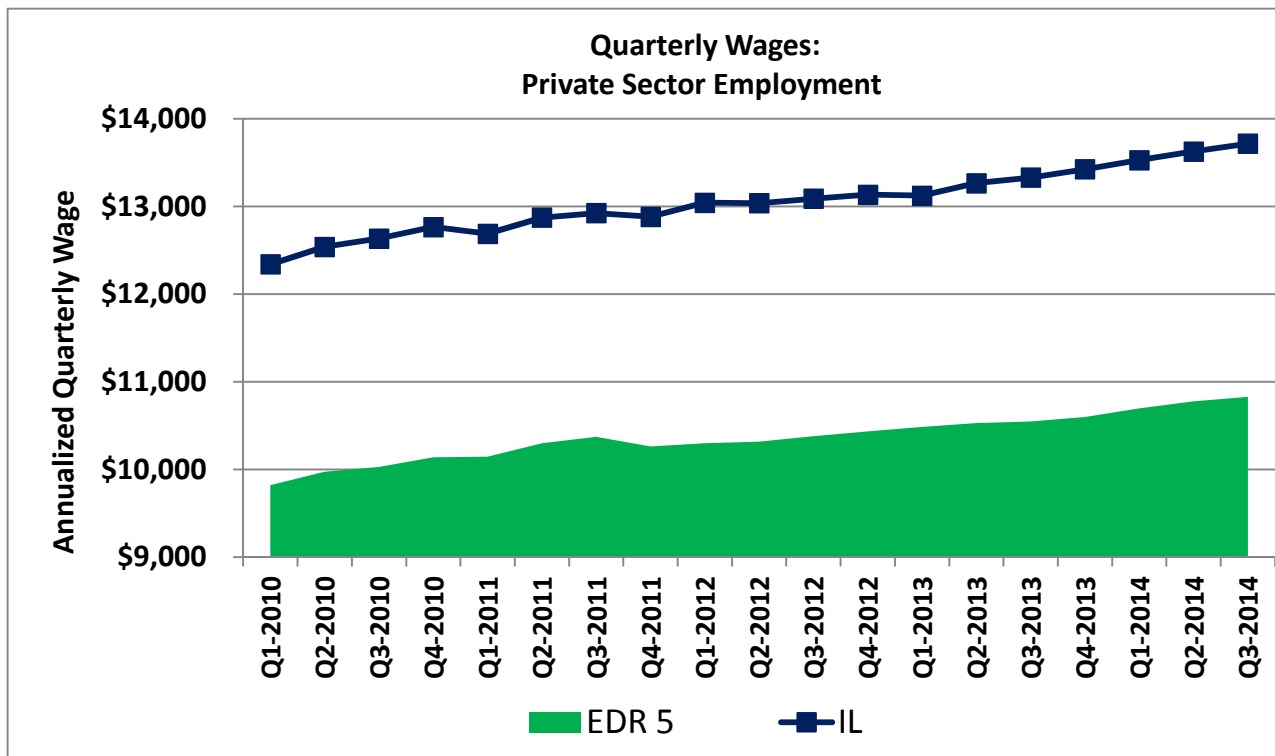
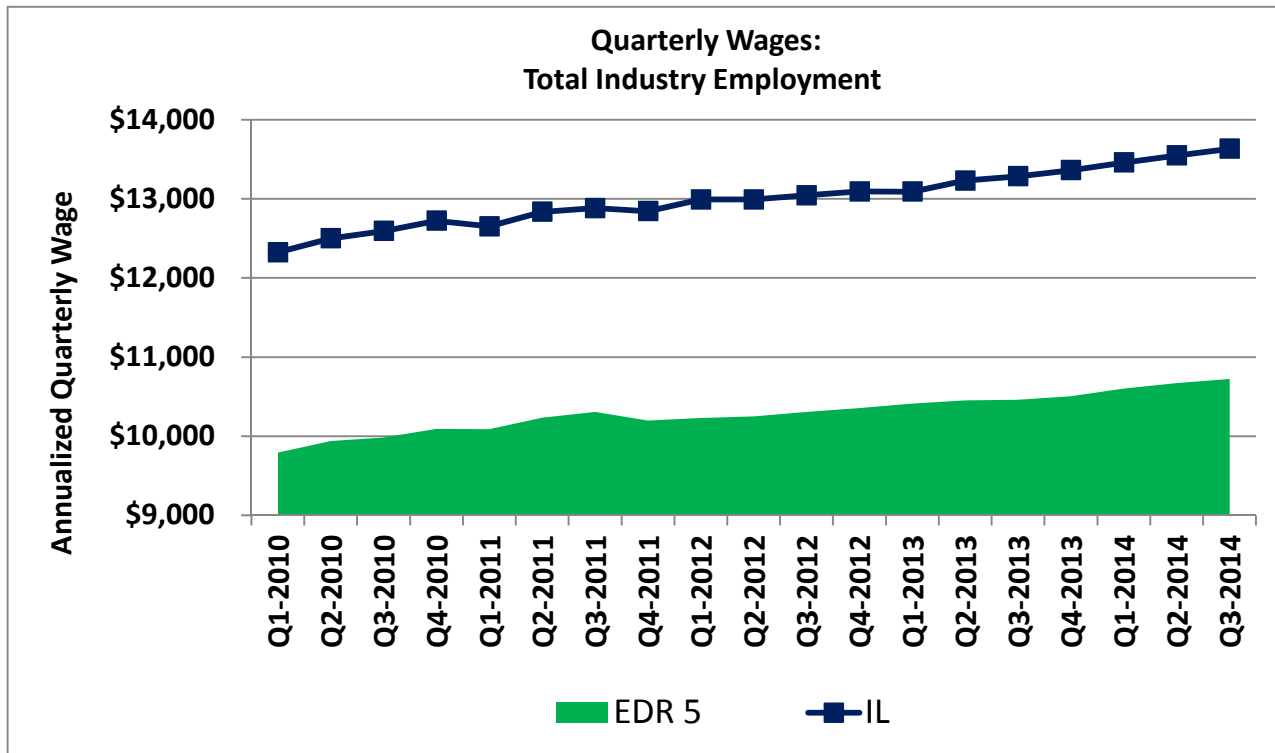


	2010	2011	2012	2013	2014	2015
<b>Rockford MSA</b>	14.0	11.9	10.4	10.5	8.2	7.0
<b>Northern Stateline EDR</b>	13.5	11.6	10.2	10.3	8.0	6.9
<b>Illinois</b>	10.4	9.7	9.0	9.1	7.1	5.9
<b>United States</b>	9.6	9.0	8.1	7.4	6.2	5.3



	2010	2011	2012	2013	2014	2015
<b>Belvidere</b>	16.1	14.1	12.5	11.7	9.2	8.0
<b>Freeport</b>	12.5	11.4	10.5	10.8	8.4	7.7
<b>Rockford</b>	15.8	13.7	12.1	12.2	9.6	8.3

## Industry Quarterly Wages

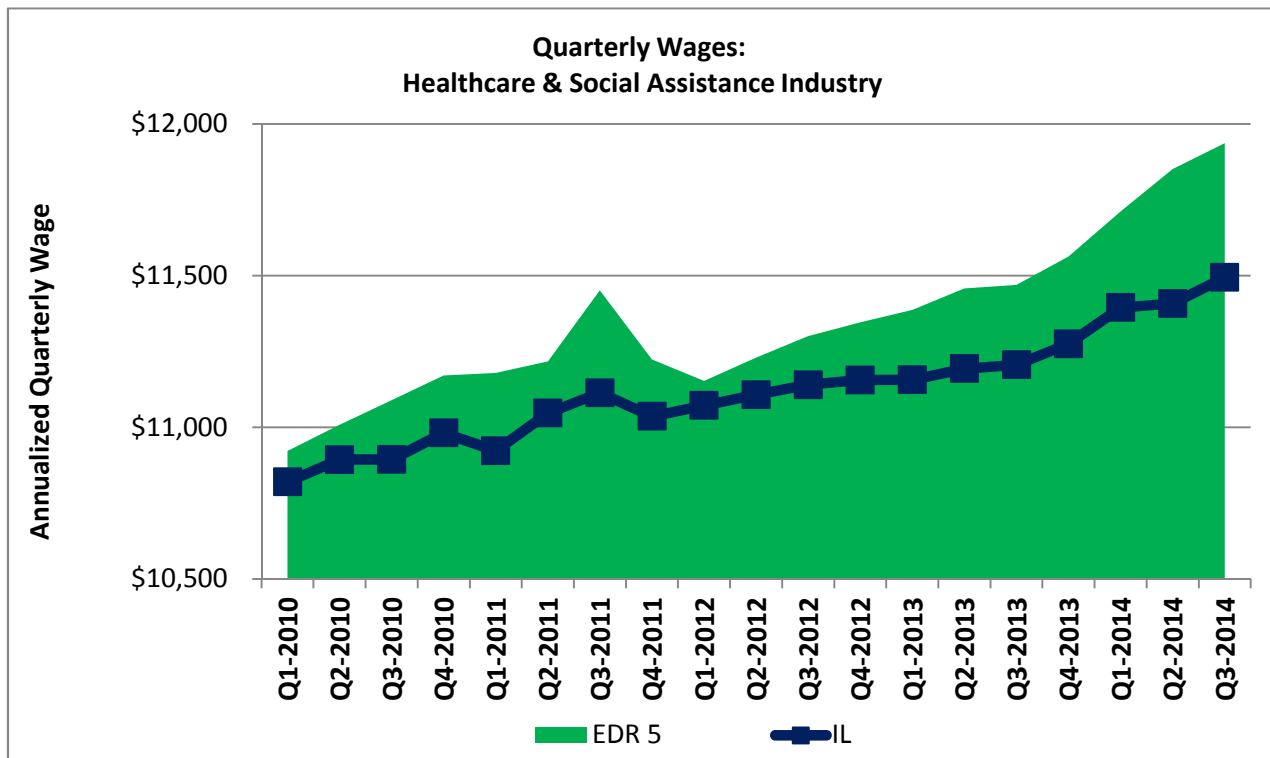
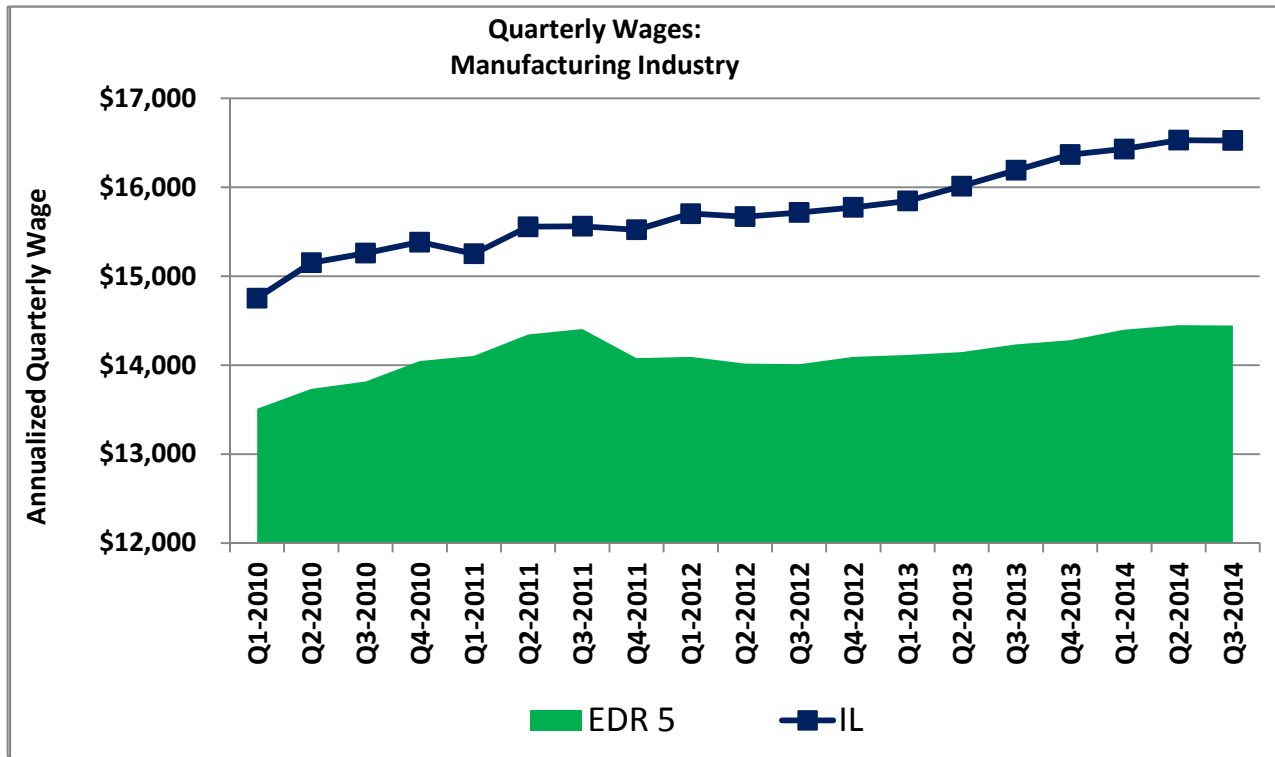


Source: Quarterly Census of Employment & Wages, Illinois Department of Employment Security

**Average Quarterly Wages** is total quarterly wages (earned) divided by quarterly employment.

Due to seasonal changes, quarterly data is based on the rolling average of the prior 4 quarters.

## Industry Quarterly Wages



Source: Quarterly Census of Employment & Wages, Illinois Department of Employment Security

**Average Quarterly Wages** is total quarterly wages (earned) divided by quarterly employment.

Due to seasonal changes, quarterly data is based on the rolling average of the prior 4 quarters.

## OCCUPATION SNAPSHOT

SOC	Description	Historical				Forecast		
		Rockford MSA	EDR	Illinois		Total Replacement Demand	Rockford MSA	
		2010 - 2015 Change	2010 - 2015 % Change	2010 - 2015 % Change	2010 - 2015 % Change		2015 - 2025 Change	2015 - 2025 % Change
11-0000	Management Occupations	157	2%	1%	5%	155	348	4%
13-0000	Business and Financial Operations Occupations	-38	-1%	-3%	6%	343	474	10%
15-0000	Computer and Mathematical Occupations	-72	-5%	-7%	12%	165	201	14%
17-0000	Architecture and Engineering Occupations	93	4%	1%	3%	38	113	4%
19-0000	Life, Physical, and Social Science Occupations	-36	-6%	-6%	1%	59	83	16%
21-0000	Community and Social Service Occupations	82	3%	2%	4%	254	377	11%
23-0000	Legal Occupations	-44	-6%	-6%	6%	52	65	10%
25-0000	Education, Training, and Library Occupations	-206	-2%	-3%	1%	496	731	8%
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	-211	-9%	-9%	3%	33	101	5%
29-0000	Healthcare Practitioners and Technical Occupations	-327	-3%	-3%	5%	931	1,378	13%
31-0000	Healthcare Support Occupations	-239	-5%	-4%	9%	520	656	16%
33-0000	Protective Service Occupations	71	2%	4%	2%	-8	84	3%
35-0000	Food Preparation and Serving Related Occupations	501	5%	3%	9%	584	1,148	10%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	174	4%	4%	6%	439	558	11%
39-0000	Personal Care and Service Occupations	268	5%	3%	7%	529	696	12%
41-0000	Sales and Related Occupations	-94	-1%	-1%	3%	-218	316	2%
43-0000	Office and Administrative Support Occupations	267	1%	0%	2%	611	1,300	6%
45-0000	Farming, Fishing, and Forestry Occupations	39	15%	16%	9%	-35	-14	-5%
47-0000	Construction and Extraction Occupations	-195	-4%	-4%	2%	-582	-482	-10%
49-0000	Installation, Maintenance, and Repair Occupations	238	4%	5%	5%	228	412	7%
51-0000	Production Occupations	3,665	20%	16%	6%	1028	1,629	7%
53-0000	Transportation and Material Moving Occupations	348	3%	0%	9%	745	1,158	9%
55-0000	Military occupations	7	1%	0%	-9%	0	18	2%
99-0000	Unclassified Occupation	0	0%	0%	0%	0	0	0%
		4,449	3%	2%	5%	6369	11,351	7%

Source: EMSI Q1 2016 Data Set, March 2016



## Workforce Availability By the Numbers

<b>7997 Payrolled Business Locations</b>	<b>155,444 Jobs</b>	<b>1.00 Concentration</b>	<b>\$51,643 Earnings Per Job</b>
Payrolled business locations increased by 154 over the last 5 years.	Jobs increased by 4,448 over the last 5 years. Projected to increase by 3,688 over the next 5 years.	Regional job concentration is 1.00 times the state job concentration.	Regional earnings per job are \$13,012 below the state earnings per job of \$64,656.

Key occupations for the selected Industries have an overall concentration of 1.03, indicating above average workforce availability. These occupations experienced overall job growth of 10.6% from 2010-2015, indicating that the regional talent pool is increasing.

## Workforce Characteristics in the Northern Stateline Economic Development Region

	Employment	New Hires	Separations	Turnover	Average Monthly Earnings Stable Jobs	Average Monthly Earnings New Stable Jobs
<b>All NAICS Sectors</b>	<b>197,427</b>	<b>22,628</b>	<b>29,024</b>	<b>8.0%</b>	<b>\$4,052</b>	<b>\$2,328</b>
Agriculture, Forestry, Fishing and Hunting	1,254	137	522	7.2%	\$2,783	\$2,287
Mining, Quarrying, & Oil and Gas Extraction	**	**	**	**	**	**
Utilities		34	25			
Construction	8,934	1,306	2,761	9.2%	\$5,484	\$3,919
Manufacturing	40,201	1,990	2,273	4.8%	\$5,055	\$3,669
Wholesale Trade	8,094	555	690	5.6%	\$5,821	\$6,114
Retail Trade	20,072	2,919	2,989	10.5%	\$2,427	\$1,429
Transportation and Warehousing	9,525	1,930	2,084	8.7%	\$3,604	\$2,205
Information	2,126	169	169	6.8%	\$3,956	\$2,923
Finance and Insurance	5,653	329	425	5.9%	\$5,218	\$3,228
Real Estate and Rental and Leasing	1,994	215	257	9.6%	\$3,627	\$2,058
Professional, Scientific, and Technical Services	4,451	335	676	6.4%	\$5,676	\$2,946
Management of Companies and Enterprises	**	**	**	**	**	**
Administrative and Support and Waste Management and	19,356	5,378	6,012	17.3%	\$2,892	\$1,812
Educational Services	12,207	789	1,180	5.9%	\$3,132	\$2,093
Health Care and Social Assistance	28,662	2,293	2,658	6.6%	\$4,581	\$2,771
Arts, Entertainment, and Recreation	3,881	379	1,077		\$1,725	\$985
Accommodation and Food Services	15,949	2,750	3,188	15.3%	\$1,330	\$925
Other Services (except Public Administration)	6,875	730	1,147	9.5%	\$2,551	\$1,574
Public Administration	6,323	366	860	4.1%	\$4,453	\$2,234

Latest Data available for all series: 2014 Q4

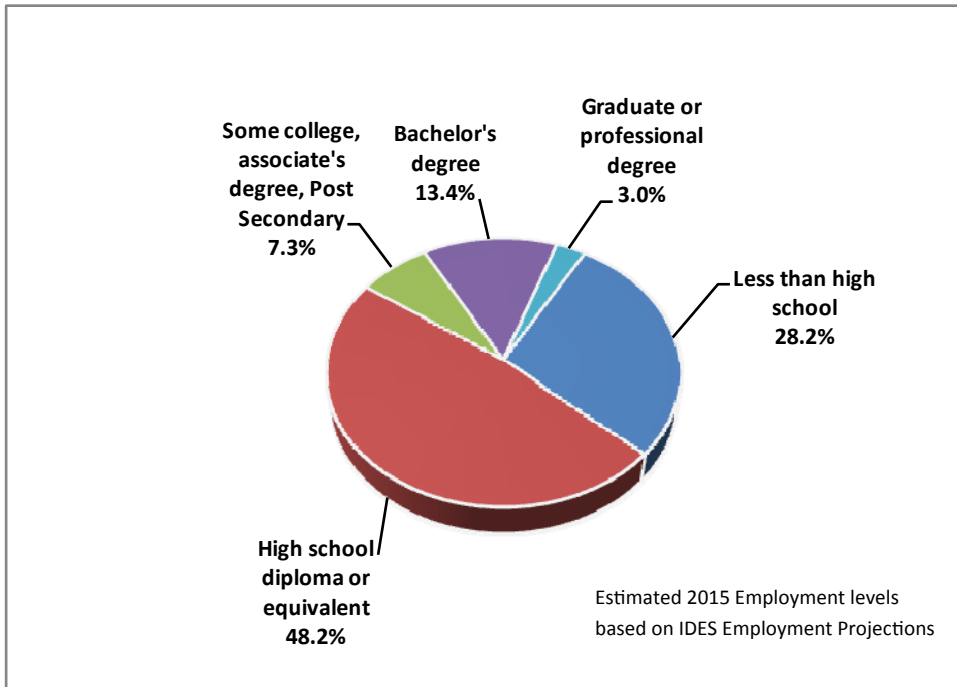
\*\*\*\* Does not meet U.S. Census Bureau publication standards.

Source: QWI Explorer: U.S. Census Bureau, Prepared by IDES EI&A

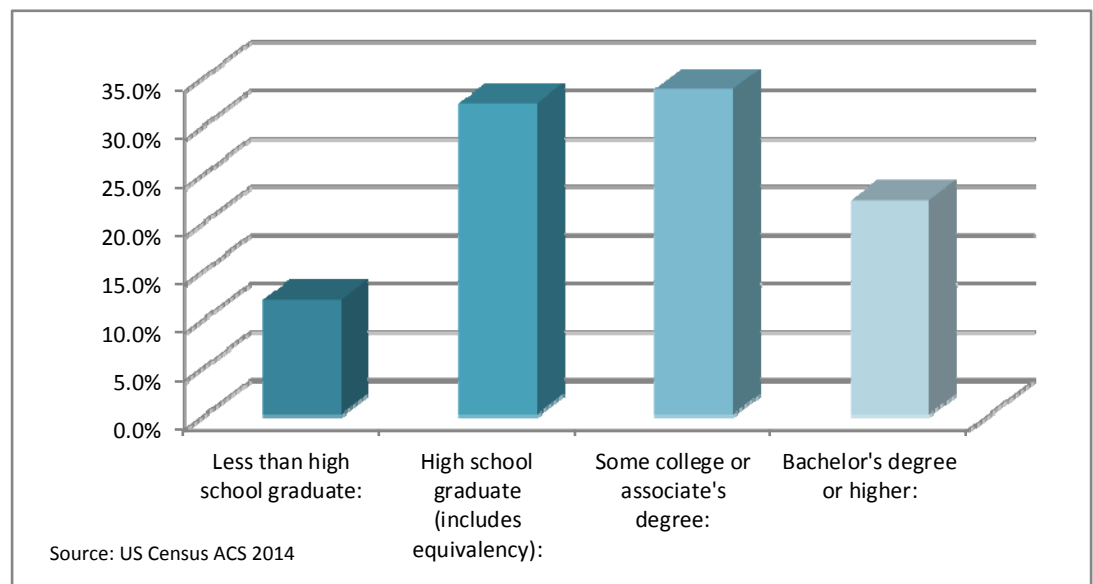
## Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the region is projected to grow annually by 0.97% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.3% per year, those requiring a bachelor's degree are forecast to grow 0.97 % per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.1% per year.

### Rockford MSA: Occupations by Education Levels 2015



### Rockford MSA: Percent of Labor Force by Educational Attainment





# Appendix

Occupational Cluster Rankings

Occupational Earnings

## Occupational Cluster Rankings - Executive Summary

- Your highest ranked cluster is Automotive, with a score of 70 (out of 100) points.
- Your average cluster score is 17 (out of 100) points. This is *not* a benchmark against other regions; it only compares the relative performance of your clusters to each other. Clusters ranked higher than 17 are above average for your region, while clusters ranked lower than 17 are below average.
- Top clusters must have a score of at least 24, while bottom clusters must have a score of 10 or less. These thresholds are determined by applying the average deviation (plus or minus 7) to the average cluster score 17.

■ 9 Top Clusters
 ■ 39 Average Clusters
 ■ 12 Bottom Clusters



## Cluster Rankings

Automotive

70

You have 13 industries in this cluster:

NAICS	Industry	Jobs	Score
331511	Iron Foundries	59	11
331513	Steel Foundries (except Investment)	189	13
331523	Nonferrous Metal Die-Casting Foundries	121	17
331529	Other Nonferrous Metal Foundries (except Die-Casting)	70	11
336111	Automobile Manufacturing	4,413	100
336310	Motor Vehicle Gasoline Engine and Engine Parts Manufacturing	633	24
336320	Motor Vehicle Electrical and Electronic Equipment Manufacturing	229	5
336330	Motor Vehicle Steering and Suspension Components (except Spring) Manufacturing	141	13
336340	Motor Vehicle Brake System Manufacturing	18	26
336350	Motor Vehicle Transmission and Power Train Parts Manufacturing	130	12
336360	Motor Vehicle Seating and Interior Trim Manufacturing	82	17
336370	Motor Vehicle Metal Stamping	87	14
336390	Other Motor Vehicle Parts Manufacturing	1,103	36

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
221113	Nuclear Electric Power Generation	719	55
221121	Electric Bulk Power Transmission and Control	648	47

You have 19 industries in this cluster:

NAICS	Industry	Jobs	Score
332912	Fluid Power Valve and Hose Fitting Manufacturing	55	8
332991	Ball and Roller Bearing Manufacturing	124	12
333111	Farm Machinery and Equipment Manufacturing	327	17
333120	Construction Machinery Manufacturing	720	22
333241	Food Product Machinery Manufacturing	695	37
333243	Sawmill, Woodworking, and Paper Machinery Manufacturing	102	13
333244	Printing Machinery and Equipment Manufacturing	65	14
333249	Other Industrial Machinery Manufacturing	68	15
333318	Other Commercial and Service Industry Machinery Manufacturing	267	4
333414	Heating Equipment (except Warm Air Furnaces) Manufacturing	138	17
333612	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	212	19
333613	Mechanical Power Transmission Equipment Manufacturing	195	17
333923	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing	95	15
333993	Packaging Machinery Manufacturing	185	15
333994	Industrial Process Furnace and Oven Manufacturing	203	20
333995	Fluid Power Cylinder and Actuator Manufacturing	222	18
333996	Fluid Power Pump and Motor Manufacturing	2,901	68
333999	All Other Miscellaneous General Purpose Machinery Manufacturing	262	17
339991	Gasket, Packing, and Sealing Device Manufacturing	20	13

You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
334511	Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing	144	20
336412	Aircraft Engine and Engine Parts Manufacturing	1,381	35
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	140	18

 Biopharmaceuticals

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
325412	Pharmaceutical Preparation Manufacturing	496	31

 Local Health Services

You have 30 industries in this cluster:

NAICS	Industry	Jobs	Score
339116	Dental Laboratories	53	11
446110	Pharmacies and Drug Stores	877	12
446130	Optical Goods Stores	88	10
532291	Home Health Equipment Rental	69	12
621111	Offices of Physicians (except Mental Health Specialists)	3,861	37
621112	Offices of Physicians, Mental Health Specialists	76	15
621210	Offices of Dentists	1,587	19
621310	Offices of Chiropractors	382	12
621320	Offices of Optometrists	146	13
621330	Offices of Mental Health Practitioners (except Physicians)	68	10
621340	Offices of Physical, Occupational and Speech Therapists, and Audiologists	153	6
621391	Offices of Podiatrists	39	10
621399	Offices of All Other Miscellaneous Health Practitioners	157	11
621420	Outpatient Mental Health and Substance Abuse Centers	136	7
621492	Kidney Dialysis Centers	110	14
621493	Freestanding Ambulatory Surgical and Emergency Centers	154	13

NAICS	Industry	Jobs	Score
621498	All Other Outpatient Care Centers	38	14
621511	Medical Laboratories	76	10
621610	Home Health Care Services	689	11
621991	Blood and Organ Banks	58	8
621999	All Other Miscellaneous Ambulatory Health Care Services	195	14
622110	General Medical and Surgical Hospitals	9,406	50
622310	Specialty (except Psychiatric and Substance Abuse) Hospitals	111	6
623110	Nursing Care Facilities (Skilled Nursing Facilities)	2,822	8
623210	Residential Intellectual and Developmental Disability Facilities	972	12
623220	Residential Mental Health and Substance Abuse Facilities	794	16
623311	Continuing Care Retirement Communities	615	11
623312	Assisted Living Facilities for the Elderly	499	9
812210	Funeral Homes and Funeral Services	205	10
812220	Cemeteries and Crematories	44	9

## Local Education and Training

28

You have 6 industries in this cluster:

NAICS	Industry	Jobs	Score
611110	Elementary and Secondary Schools	1,013	6
611519	Other Technical and Trade Schools	27	9
611610	Fine Arts Schools	145	7
611692	Automobile Driving Schools	29	7
624310	Vocational Rehabilitation Services	770	12
903611	Elementary and Secondary Schools (Local Government)	11,336	31

## Local Government Services

26

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
903999	Local Government, Excluding Education and Hospitals	7,182	26



You have 11 industries in this cluster:

NAICS	Industry	Jobs	Score
522120	Savings Institutions	234	13
522210	Credit Card Issuing	49	12
522291	Consumer Lending	45	8
522292	Real Estate Credit	132	20
522298	All Other Nondepository Credit Intermediation	71	10
522310	Mortgage and Nonmortgage Loan Brokers	57	10
522390	Other Activities Related to Credit Intermediation	85	10
523120	Securities Brokerage	505	49
523910	Miscellaneous Intermediation	14	11
523920	Portfolio Management	73	12
523930	Investment Advice	60	11

You have 5 industries in this cluster:

NAICS	Industry	Jobs	Score
332710	Machine Shops	1,879	24
423930	Recyclable Material Merchant Wholesalers	458	15
423990	Other Miscellaneous Durable Goods Merchant Wholesalers	50	9
532210	Consumer Electronics and Appliances Rental	17	8
811219	Other Electronic and Precision Equipment Repair and Maintenance	44	9

You have 11 industries in this cluster:

NAICS	Industry	Jobs	Score
332313	Plate Work Manufacturing	334	18
332721	Precision Turned Product Manufacturing	447	17
332722	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	1,348	31
332811	Metal Heat Treating	158	13
332812	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	140	12
332813	Electroplating, Plating, Polishing, Anodizing, and Coloring	555	14
333511	Industrial Mold Manufacturing	133	13
333514	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	500	15
333515	Cutting Tool and Machine Tool Accessory Manufacturing	1,117	24
333517	Machine Tool Manufacturing	396	16
333519	Rolling Mill and Other Metalworking Machinery Manufacturing	181	17

You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
335313	Switchgear and Switchboard Apparatus Manufacturing	67	14
335314	Relay and Industrial Control Manufacturing	297	17
335999	All Other Miscellaneous Electrical Equipment and Component Manufacturing	547	23

You have 4 industries in this cluster:

NAICS	Industry	Jobs	Score
337920	Blind and Shade Manufacturing	361	22
339930	Doll, Toy, and Game Manufacturing	14	16
339993	Fastener, Button, Needle, and Pin Manufacturing	52	15
339999	All Other Miscellaneous Manufacturing	67	13

## Livestock Processing

20

You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
311611	Animal (except Poultry) Slaughtering	37	6
311612	Meat Processed from Carcasses	775	21
311613	Rendering and Meat Byproduct Processing	17	9

## Local Utilities

18

You have 6 industries in this cluster:

NAICS	Industry	Jobs	Score
221210	Natural Gas Distribution	193	25
454310	Fuel Dealers	45	13
517110	Wired Telecommunications Carriers	223	17
517911	Telecommunications Resellers	93	14
562212	Solid Waste Landfill	87	18
562910	Remediation Services	19	9

## Business Services

18

You have 23 industries in this cluster:

NAICS	Industry	Jobs	Score
485320	Limousine Service	40	8
518210	Data Processing, Hosting, and Related Services	47	12
541214	Payroll Services	24	10
541310	Architectural Services	134	12
541320	Landscape Architectural Services	26	8
541330	Engineering Services	437	14
541340	Drafting Services	15	14
541511	Custom Computer Programming Services	178	14
541512	Computer Systems Design Services	136	12

541519	Other Computer Related Services	22	9
NAICS	Industry	Jobs	Score
541611	Administrative Management and General Management Consulting Services	188	13
541612	Human Resources Consulting Services	36	12
541614	Process, Physical Distribution, and Logistics Consulting Services	64	15
541618	Other Management Consulting Services	20	13
541690	Other Scientific and Technical Consulting Services	43	10
541990	All Other Professional, Scientific, and Technical Services	246	14
551111	Offices of Bank Holding Companies	24	13
551114	Corporate, Subsidiary, and Regional Managing Offices	247	13
561311	Employment Placement Agencies	328	7
561312	Executive Search Services	75	18
561330	Professional Employer Organizations	472	10
561421	Telephone Answering Services	31	9
561422	Telemarketing Bureaus and Other Contact Centers	1,856	27

## Upstream Metal Manufacturing

17

You have 5 industries in this cluster:

NAICS	Industry	Jobs	Score
332111	Iron and Steel Forging	63	13
332112	Nonferrous Forging	66	15
332119	Metal Crown, Closure, and Other Metal Stamping (except Automotive)	414	17
332613	Spring Manufacturing	61	13
332618	Other Fabricated Wire Product Manufacturing	399	18

## Nonmetal Mining

17

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
212312	Crushed and Broken Limestone Mining and Quarrying	13	17

## Food Processing and Manufacturing

17

You have 12 industries in this cluster:

NAICS	Industry	Jobs	Score
311111	Dog and Cat Food Manufacturing	51	9
311119	Other Animal Food Manufacturing	151	16
311224	Soybean and Other Oilseed Processing	71	17
311340	Nonchocolate Confectionery Manufacturing	563	21
311352	Confectionery Manufacturing from Purchased Chocolate	39	12
311411	Frozen Fruit, Juice, and Vegetable Manufacturing	486	14
311511	Fluid Milk Manufacturing	310	19
311513	Cheese Manufacturing	450	17
311821	Cookie and Cracker Manufacturing	405	17
311919	Other Snack Food Manufacturing	478	16
312111	Soft Drink Manufacturing	119	12
424510	Grain and Field Bean Merchant Wholesalers	115	12

## Education and Knowledge Creation

17

You have 8 industries in this cluster:

NAICS	Industry	Jobs	Score
611210	Junior Colleges	174	9
611310	Colleges, Universities, and Professional Schools	551	9
611513	Apprenticeship Training	27	8
611691	Exam Preparation and Tutoring	58	6
611699	All Other Miscellaneous Schools and Instruction	23	7
611710	Educational Support Services	63	9
813920	Professional Organizations	31	14
903612	Colleges, Universities, and Professional Schools (Local Government)	1,436	22

## Vulcanized and Fired Materials

17

You have 4 industries in this cluster:

NAICS	Industry	Jobs	Score
326211	Tire Manufacturing (except Retreading)	417	17
326212	Tire Retreading	17	12
326291	Rubber Product Manufacturing for Mechanical Use	37	13
326299	All Other Rubber Product Manufacturing	27	13

## Upstream Chemical Products

16

You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
325180	Other Basic Inorganic Chemical Manufacturing	46	11
325193	Ethyl Alcohol Manufacturing	27	20
325199	All Other Basic Organic Chemical Manufacturing	127	16

## Plastics

15

You have 5 industries in this cluster:

NAICS	Industry	Jobs	Score
325211	Plastics Material and Resin Manufacturing	152	22
326121	Unlaminated Plastics Profile Shape Manufacturing	89	14
326140	Polystyrene Foam Product Manufacturing	46	12
326160	Plastics Bottle Manufacturing	72	16
326199	All Other Plastics Product Manufacturing	388	14

You have 37 industries in this cluster:

NAICS	Industry	Jobs	Score
423420	Office Equipment Merchant Wholesalers	45	11
423430	Computer and Computer Peripheral Equipment and Software Merchant Wholesalers	118	16
423440	Other Commercial Equipment Merchant Wholesalers	46	12

NAICS	Industry	Jobs	Score
423450	Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers	22	18
423510	Metal Service Centers and Other Metal Merchant Wholesalers	628	17
423610	Electrical Apparatus and Equipment, Wiring Supplies, and Related Equipment Merchant Wholesalers	211	17
423690	Other Electronic Parts and Equipment Merchant Wholesalers	267	17
423810	Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers	130	13
423820	Farm and Garden Machinery and Equipment Merchant Wholesalers	313	12
423830	Industrial Machinery and Equipment Merchant Wholesalers	554	15
423840	Industrial Supplies Merchant Wholesalers	184	14
423850	Service Establishment Equipment and Supplies Merchant Wholesalers	76	11
423910	Sporting and Recreational Goods and Supplies Merchant Wholesalers	21	11
424110	Printing and Writing Paper Merchant Wholesalers	32	12
424120	Stationery and Office Supplies Merchant Wholesalers	58	10
424130	Industrial and Personal Service Paper Merchant Wholesalers	100	12
424210	Drugs and Druggists' Sundries Merchant Wholesalers	113	11
424330	Women's, Children's, and Infants' Clothing and Accessories Merchant Wholesalers	74	11
424470	Meat and Meat Product Merchant Wholesalers	19	11
424590	Other Farm Product Raw Material Merchant Wholesalers	14	10
424610	Plastics Materials and Basic Forms and Shapes Merchant Wholesalers	51	14
424690	Other Chemical and Allied Products Merchant Wholesalers	98	15
424710	Petroleum Bulk Stations and Terminals	59	13
424820	Wine and Distilled Alcoholic Beverage Merchant Wholesalers	211	15
424910	Farm Supplies Merchant Wholesalers	223	13
424920	Book, Periodical, and Newspaper Merchant Wholesalers	53	7
424930	Flower, Nursery Stock, and Florists' Supplies Merchant Wholesalers	35	9

424990	Other Miscellaneous Nondurable Goods Merchant Wholesalers	35	9
425110	Business to Business Electronic Markets	90	15
425120	Wholesale Trade Agents and Brokers	566	24
454111	Electronic Shopping	101	9
493110	General Warehousing and Storage	1,850	12

NAICS	Industry	Jobs	Score
493120	Refrigerated Warehousing and Storage	799	3
493130	Farm Product Warehousing and Storage	171	15
493190	Other Warehousing and Storage	118	13
561499	All Other Business Support Services	44	10
561910	Packaging and Labeling Services	1,323	29

## Downstream Metal Products

15

You have 7 industries in this cluster:

NAICS	Industry	Jobs	Score
332216	Saw Blade and Handtool Manufacturing	289	15
332312	Fabricated Structural Metal Manufacturing	260	17
332321	Metal Window and Door Manufacturing	21	12
332431	Metal Can Manufacturing	218	16
332439	Other Metal Container Manufacturing	122	15
332510	Hardware Manufacturing	24	12
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing	296	14

## State Government Services

15

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
902999	State Government, Excluding Education and Hospitals	63	15



## □ Insurance Services

15

You have 7 industries in this cluster:

NAICS	Industry	Jobs	Score
524113	Direct Life Insurance Carriers	51	14
524114	Direct Health and Medical Insurance Carriers	338	10
NAICS	Industry	Jobs	Score
524126	Direct Property and Casualty Insurance Carriers	569	19
524127	Direct Title Insurance Carriers	80	12
524130	Reinsurance Carriers	19	15
524291	Claims Adjusting	50	13
524298	All Other Insurance Related Activities	43	11

## □ Construction Products and Services

15

You have 9 industries in this cluster:

NAICS	Industry	Jobs	Score
221310	Water Supply and Irrigation Systems	44	14
236210	Industrial Building Construction	115	15
237130	Power and Communication Line and Related Structures Construction	137	14
237990	Other Heavy and Civil Engineering Construction	133	13
327331	Concrete Block and Brick Manufacturing	33	12
327991	Cut Stone and Stone Product Manufacturing	62	11
327999	All Other Miscellaneous Nonmetallic Mineral Product Manufacturing	63	14
332913	Plumbing Fixture Fitting and Trim Manufacturing	27	13
332996	Fabricated Pipe and Pipe Fitting Manufacturing	242	17

## Agricultural Inputs and Services

14

You have 5 industries in this cluster:

NAICS	Industry	Jobs	Score
111000	Crop Production	1,203	14
112000	Animal Production and Aquaculture	735	17
115112	Soil Preparation, Planting, and Cultivating	92	10
115115	Farm Labor Contractors and Crew Leaders	126	7
115210	Support Activities for Animal Production	16	8

## Downstream Chemical Products

14

You have 4 industries in this cluster:

NAICS	Industry	Jobs	Score
324191	Petroleum Lubricating Oil and Grease Manufacturing	70	22
325510	Paint and Coating Manufacturing	117	12
325611	Soap and Other Detergent Manufacturing	257	13
325998	All Other Miscellaneous Chemical Product and Preparation Manufacturing	44	15

## Communications Equipment and Services

14

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
334220	Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing	55	12
517210	Wireless Telecommunications Carriers (except Satellite)	112	15

## Local Financial Services

14

You have 6 industries in this cluster:

NAICS	Industry	Jobs	Score
522110	Commercial Banking	1,601	16
522130	Credit Unions	265	11
524210	Insurance Agencies and Brokerages	1,114	13

524292	Third Party Administration of Insurance and Pension Funds	412	12
541213	Tax Preparation Services	157	8
561440	Collection Agencies	340	13

## Medical Devices

14

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
333314	Optical Instrument and Lens Manufacturing	12	14

NAICS	Industry	Jobs	Score
339113	Surgical Appliance and Supplies Manufacturing	36	14

## Local Food and Beverage Processing and Distribution

13

You have 19 industries in this cluster:

NAICS	Industry	Jobs	Score
311811	Retail Bakeries	63	8
311812	Commercial Bakeries	71	16
424410	General Line Grocery Merchant Wholesalers	18	9
424430	Dairy Product (except Dried or Canned) Merchant Wholesalers	57	12
424450	Confectionery Merchant Wholesalers	44	11
424490	Other Grocery and Related Products Merchant Wholesalers	335	12
424810	Beer and Ale Merchant Wholesalers	98	11
445110	Supermarkets and Other Grocery (except Convenience) Stores	3,067	14
445120	Convenience Stores	750	14
445210	Meat Markets	50	8
445230	Fruit and Vegetable Markets	34	7
445291	Baked Goods Stores	20	9
445292	Confectionery and Nut Stores	17	7
445299	All Other Specialty Food Stores	67	10
445310	Beer, Wine, and Liquor Stores	84	6
446191	Food (Health) Supplement Stores	48	7

453991	Tobacco Stores	83	8
454210	Vending Machine Operators	65	9
454390	Other Direct Selling Establishments	149	7

## Wood Products

13

You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
321114	Wood Preservation	35	15
321920	Wood Container and Pallet Manufacturing	343	13
321999	All Other Miscellaneous Wood Product Manufacturing	48	10

## Local Real Estate, Construction, and Development

13

You have 48 industries in this cluster:

NAICS	Industry	Jobs	Score
236115	New Single-Family Housing Construction (except For-Sale Builders)	332	10
236117	New Housing For-Sale Builders	40	9
236118	Residential Remodelers	539	9
236220	Commercial and Institutional Building Construction	275	15
237110	Water and Sewer Line and Related Structures Construction	61	17
237210	Land Subdivision	62	15
237310	Highway, Street, and Bridge Construction	340	18
238110	Poured Concrete Foundation and Structure Contractors	134	9
238120	Structural Steel and Precast Concrete Contractors	254	14
238130	Framing Contractors	550	17
238140	Masonry Contractors	114	9
238150	Glass and Glazing Contractors	107	14
238160	Roofing Contractors	316	11
238170	Siding Contractors	76	9
238190	Other Foundation, Structure, and Building Exterior Contractors	42	11
238210	Electrical Contractors and Other Wiring Installation Contractors	685	18
238220	Plumbing, Heating, and Air-Conditioning Contractors	1,291	18

238290	Other Building Equipment Contractors	118	12
238310	Drywall and Insulation Contractors	143	8
238320	Painting and Wall Covering Contractors	204	8
238330	Flooring Contractors	151	7
238340	Tile and Terrazzo Contractors	118	13
NAICS	Industry	Jobs	Score
238350	Finish Carpentry Contractors	232	10
238390	Other Building Finishing Contractors	104	10
238910	Site Preparation Contractors	430	12
238990	All Other Specialty Trade Contractors	493	10
327320	Ready-Mix Concrete Manufacturing	146	13
327390	Other Concrete Product Manufacturing	246	16
332322	Sheet Metal Work Manufacturing	218	13
337212	Custom Architectural Woodwork and Millwork Manufacturing	77	13
423310	Lumber, Plywood, Millwork, and Wood Panel Merchant Wholesalers	208	12
423320	Brick, Stone, and Related Construction Material Merchant Wholesalers	84	15
423330	Roofing, Siding, and Insulation Material Merchant Wholesalers	120	14
423720	Plumbing and Heating Equipment and Supplies (Hydronics) Merchant Wholesalers	125	13
444110	Home Centers	920	9
444120	Paint and Wallpaper Stores	45	10
444190	Other Building Material Dealers	200	11
531110	Lessors of Residential Buildings and Dwellings	290	11
531120	Lessors of Nonresidential Buildings (except Miniwarehouses)	136	11
531190	Lessors of Other Real Estate Property	140	12
531210	Offices of Real Estate Agents and Brokers	270	10
531311	Residential Property Managers	382	11
531312	Nonresidential Property Managers	97	14
531320	Offices of Real Estate Appraisers	46	10
531390	Other Activities Related to Real Estate	85	8
541191	Title Abstract and Settlement Offices	36	12
541370	Surveying and Mapping (except Geophysical) Services	12	7
562991	Septic Tank and Related Services	35	9

## Paper and Packaging

13

You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
322211	Corrugated and Solid Fiber Box Manufacturing	210	12
322219	Other Paperboard Container Manufacturing	29	14
322220	Paper Bag and Coated and Treated Paper Manufacturing	29	14

## Marketing, Design, and Publishing

13

You have 11 industries in this cluster:

NAICS	Industry	Jobs	Score
511120	Periodical Publishers	126	15
511130	Book Publishers	23	9
511140	Directory and Mailing List Publishers	121	14
511199	All Other Publishers	158	15
541410	Interior Design Services	48	6
541420	Industrial Design Services	15	9
541430	Graphic Design Services	175	8
541613	Marketing Consulting Services	214	14
541810	Advertising Agencies	132	13
541890	Other Services Related to Advertising	55	10
541910	Marketing Research and Public Opinion Polling	60	16

## Environmental Services

12

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
562211	Hazardous Waste Treatment and Disposal	15	12

You have 22 industries in this cluster:

NAICS	Industry	Jobs	Score
423110	Automobile and Other Motor Vehicle Merchant Wholesalers	73	14
423120	Motor Vehicle Supplies and New Parts Merchant Wholesalers	344	19
423140	Motor Vehicle Parts (Used) Merchant Wholesalers	43	10
441110	New Car Dealers	1,056	15
441120	Used Car Dealers	342	12
441210	Recreational Vehicle Dealers	75	11
441228	Motorcycle, ATV, and All Other Motor Vehicle Dealers	72	10
441310	Automotive Parts and Accessories Stores	594	12
441320	Tire Dealers	105	12
447110	Gasoline Stations with Convenience Stores	1,253	13
447190	Other Gasoline Stations	101	8
453930	Manufactured (Mobile) Home Dealers	19	10
488410	Motor Vehicle Towing	48	8
811111	General Automotive Repair	668	9
811112	Automotive Exhaust System Repair	19	9
811113	Automotive Transmission Repair	34	9
811118	Other Automotive Mechanical and Electrical Repair and Maintenance	114	11
811121	Automotive Body, Paint, and Interior Repair and Maintenance	460	12
811122	Automotive Glass Replacement Shops	46	9
811191	Automotive Oil Change and Lubrication Shops	126	8
811192	Car Washes	332	8
811198	All Other Automotive Repair and Maintenance	32	10

You have 10 industries in this cluster:

NAICS	Industry	Jobs	Score
481112	Scheduled Freight Air Transportation	78	19
481211	Nonscheduled Chartered Passenger Air Transportation	71	7
482110	Rail transportation	210	18

NAICS	Industry	Jobs	Score
484121	General Freight Trucking, Long-Distance, Truckload	571	10
484230	Specialized Freight (except Used Goods) Trucking, Long-Distance	62	12
485510	Charter Bus Industry	11	7
488190	Other Support Activities for Air Transportation	324	13
488490	Other Support Activities for Road Transportation	15	8
488510	Freight Transportation Arrangement	132	13
488991	Packing and Crating	39	10

## Local Logistical Services

12

You have 12 industries in this cluster:

NAICS	Industry	Jobs	Score
484110	General Freight Trucking, Local	630	14
484122	General Freight Trucking, Long-Distance, Less Than Truckload	447	19
484210	Used Household and Office Goods Moving	63	10
484220	Specialized Freight (except Used Goods) Trucking, Local	487	15
485410	School and Employee Bus Transportation	117	3
492110	Couriers and Express Delivery Services	1,488	8
492210	Local Messengers and Local Delivery	95	9
531130	Lessors of Miniwarehouses and Self-Storage Units	41	8
532111	Passenger Car Rental	14	8
532120	Truck, Utility Trailer, and RV (Recreational Vehicle) Rental and Leasing	238	17
562111	Solid Waste Collection	90	15
621910	Ambulance Services	191	9

## Federal Government Services

12

You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
901149	US Postal Service	742	10



NAICS	Industry	Jobs	Score
901199	Federal Government, Civilian, Excluding Postal Service	383	17
901200	Federal Government, Military	925	11

## Music and Sound Recording

12

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
512240	Sound Recording Studios	15	12

## Furniture

12

You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
337110	Wood Kitchen Cabinet and Countertop Manufacturing	135	11
337122	Nonupholstered Wood Household Furniture Manufacturing	24	9
337215	Showcase, Partition, Shelving, and Locker Manufacturing	117	13

## Information Technology and Analytical Instruments

11

You have 6 industries in this cluster:

NAICS	Industry	Jobs	Score
334310	Audio and Video Equipment Manufacturing	98	15
334416	Capacitor, Resistor, Coil, Transformer, and Other Inductor Manufacturing	158	10
334419	Other Electronic Component Manufacturing	86	12
334512	Automatic Environmental Control Manufacturing for Residential, Commercial, and Appliance Use	670	10
334614	Software and Other Prerecorded Compact Disc, Tape, and Record Reproducing	13	10
511210	Software Publishers	40	14

## Local Household Goods and Services

You have 12 industries in this cluster:

11

NAICS	Industry	Jobs	Score
423710	Hardware Merchant Wholesalers	125	13
442110	Furniture Stores	636	11
442210	Floor Covering Stores	127	11
442299	All Other Home Furnishings Stores	113	7
443141	Household Appliance Stores	95	10
444130	Hardware Stores	233	9
444210	Outdoor Power Equipment Stores	32	9
444220	Nursery, Garden Center, and Farm Supply Stores	70	8
453110	Florists	165	7
561730	Landscaping Services	1,274	11
561740	Carpet and Upholstery Cleaning Services	64	9
811420	Reupholstery and Furniture Repair	21	8

## Local Retailing of Clothing and General Merchandise

10

You have 14 industries in this cluster:

NAICS	Industry	Jobs	Score
448110	Men's Clothing Stores	80	8
448120	Women's Clothing Stores	183	8
448130	Children's and Infants' Clothing Stores	34	6
448140	Family Clothing Stores	166	7
448150	Clothing Accessories Stores	35	7
448190	Other Clothing Stores	124	7
448210	Shoe Stores	111	7
448310	Jewelry Stores	150	9
451130	Sewing, Needlework, and Piece Goods Stores	92	7
452111	Department Stores (except Discount Department Stores)	416	5
452112	Discount Department Stores	1,574	4
452910	Warehouse Clubs and Supercenters	2,233	17

NAICS	Industry	Jobs	Score
452990	All Other General Merchandise Stores	568	10
453310	Used Merchandise Stores	143	7

## Local Community and Civic Organizations

9

You have 15 industries in this cluster:

NAICS	Industry	Jobs	Score
624110	Child and Youth Services	260	10
624120	Services for the Elderly and Persons with Disabilities	959	1
624190	Other Individual and Family Services	457	10
624210	Community Food Services	15	8
624221	Temporary Shelters	34	8
624230	Emergency and Other Relief Services	58	8
813110	Religious Organizations	4,899	11
813211	Grantmaking Foundations	32	10
813311	Human Rights Organizations	24	10
813312	Environment, Conservation and Wildlife Organizations	34	9
813319	Other Social Advocacy Organizations	271	10
813410	Civic and Social Organizations	1,069	6
813910	Business Associations	68	11
813930	Labor Unions and Similar Labor Organizations	237	8
813990	Other Similar Organizations (except Business, Professional, Labor, and Political Organizations)	112	8

## Oil and Gas Production and Transportation

9

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
486210	Pipeline Transportation of Natural Gas	21	9

## Apparel

9

You have 2 industries in this cluster:

NAICS	Industry	Jobs	Score
314999	All Other Miscellaneous Textile Product Mills	25	8
315280	Other Cut and Sew Apparel Manufacturing	24	9

## Local Entertainment and Media

8

You have 10 industries in this cluster:

NAICS	Industry	Jobs	Score
443142	Electronics Stores	299	9
451110	Sporting Goods Stores	264	7
451120	Hobby, Toy, and Game Stores	210	8
451140	Musical Instrument and Supplies Stores	11	7
451211	Book Stores	74	8
511110	Newspaper Publishers	308	7
512131	Motion Picture Theaters (except Drive-Ins)	96	5
515112	Radio Stations	97	10
515120	Television Broadcasting	179	12
532230	Video Tape and Disc Rental	47	7

## Local Commercial Services

8

You have 29 industries in this cluster:

NAICS	Industry	Jobs	Score
339950	Sign Manufacturing	61	10
453210	Office Supplies and Stationery Stores	111	8
541110	Offices of Lawyers	927	15
541211	Offices of Certified Public Accountants	312	12
541219	Other Accounting Services	269	9
541350	Building Inspection Services	19	8
541380	Testing Laboratories	58	10

NAICS	Industry	Jobs	Score
541620	Environmental Consulting Services	54	11
561110	Office Administrative Services	427	19
561320	Temporary Help Services	4,348	2
561410	Document Preparation Services	44	7
561431	Private Mail Centers	20	9
561439	Other Business Service Centers (including Copy Shops)	17	8
561492	Court Reporting and Stenotype Services	35	10
561611	Investigation Services	67	8
561612	Security Guards and Patrol Services	457	11
561613	Armored Car Services	99	8
561621	Security Systems Services (except Locksmiths)	27	12
561622	Locksmiths	22	10
561710	Exterminating and Pest Control Services	48	11
561720	Janitorial Services	1,545	12
561790	Other Services to Buildings and Dwellings	103	9
561990	All Other Support Services	112	7
811212	Computer and Office Machine Repair and Maintenance	53	13
811310	Commercial and Industrial Machinery and Equipment (except Automotive and Electronic) Repair and Maintenance	309	12
811412	Appliance Repair and Maintenance	25	9
812320	Drycleaning and Laundry Services (except Coin-Operated)	91	6
812331	Linen Supply	119	5
812332	Industrial Launderers	444	18

## Local Hospitality Establishments

8

You have 12 industries in this cluster:

NAICS	Industry	Jobs	Score
453220	Gift, Novelty, and Souvenir Stores	157	5
611620	Sports and Recreation Instruction	159	6
713910	Golf Courses and Country Clubs	293	4

NAICS	Industry	Jobs	Score
713940	Fitness and Recreational Sports Centers	574	8
713950	Bowling Centers	236	7
722310	Food Service Contractors	262	7
722320	Caterers	122	5
722410	Drinking Places (Alcoholic Beverages)	737	9
722511	Full-Service Restaurants	5,268	3
722513	Limited-Service Restaurants	5,761	13
722514	Cafeterias, Grill Buffets, and Buffets	180	8
722515	Snack and Nonalcoholic Beverage Bars	348	8

## □ Local Personal Services (Non-Medical)

8

You have 16 industries in this cluster:

NAICS	Industry	Jobs	Score
446120	Cosmetics, Beauty Supplies, and Perfume Stores	45	7
446199	All Other Health and Personal Care Stores	29	10
453910	Pet and Pet Supplies Stores	135	7
453998	All Other Miscellaneous Store Retailers (except Tobacco Stores)	177	10
532299	All Other Consumer Goods Rental	84	10
541921	Photography Studios, Portrait	106	2
541940	Veterinary Services	431	9
624410	Child Day Care Services	1,429	8
811490	Other Personal and Household Goods Repair and Maintenance	84	7
812111	Barber Shops	85	7
812112	Beauty Salons	1,010	7
812113	Nail Salons	89	8
812199	Other Personal Care Services	159	7
812310	Coin-Operated Laundries and Drycleaners	104	8
812910	Pet Care (except Veterinary) Services	148	7
812990	All Other Personal Services	130	8

## Textile Manufacturing

8

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
313220	Narrow Fabric Mills and Schiffli Machine Embroidery	16	8

## Video Production and Distribution

7

You have 1 industry in this cluster:

NAICS	Industry	Jobs	Score
512110	Motion Picture and Video Production	21	7

## Performing Arts

7

You have 3 industries in this cluster:

NAICS	Industry	Jobs	Score
711110	Theater Companies and Dinner Theaters	21	7
711130	Musical Groups and Artists	94	8
711510	Independent Artists, Writers, and Performers	193	6

## Printing Services

7

You have 4 industries in this cluster:

NAICS	Industry	Jobs	Score
323111	Commercial Printing (except Screen and Books)	385	4
323113	Commercial Screen Printing	138	11
323117	Books Printing	34	14
323120	Support Activities for Printing	27	8

## Hospitality and Tourism

6

You have 13 industries in this cluster:

NAICS	Industry	Jobs	Score
561510	Travel Agencies	55	9
561599	All Other Travel Arrangement and Reservation Services	23	9
711211	Sports Teams and Clubs	68	8
711212	Racetracks	98	6
711219	Other Spectator Sports	48	6
712110	Museums	127	8
712130	Zoos and Botanical Gardens	20	7
713110	Amusement and Theme Parks	40	6
713120	Amusement Arcades	15	6
713990	All Other Amusement and Recreation Industries	221	7
721110	Hotels (except Casino Hotels) and Motels	725	4
721211	RV (Recreational Vehicle) Parks and Campgrounds	30	6
721214	Recreational and Vacation Camps (except Campgrounds)	31	8

### Clusters That Don't Appear in Your Region

- Coal Mining
- Water Transportation
- Trailers, Motor Homes, and Appliances
- Jewelry and Precious Metals
- Leather and Related Products
- Forestry
- Tobacco
- Footwear
- Metal Mining
- Fishing and Fishing Products





The clusters in this analysis are defined according to the methodology of Harvard Business School's U.S. Cluster Mapping Project. Cluster icons used with permission of the U.S. Cluster Mapping Project (<http://clustermapping.us>).

*Source: U.S. Cluster Mapping (<http://clustermapping.us>), Institute for Strategy and Competitiveness, Harvard Business School. Copyright© 2014 President and Fellows of Harvard College. All rights reserved. Research funded in part by the U.S. Department of Commerce, Economic Development Administration.*

EMSI has made modifications to the Harvard clusters in order to integrate our additional data.

# Appendix A - Data Sources and Calculations

## Input-Output Data

The input-output model in this report is EMSI's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several EMSI in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

## Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

## Location Quotient

Location quotient (LQ) is a way of quantifying how concentrated a particular industry, cluster, occupation, or demographic group is in a region as compared to the nation. It can reveal what makes a particular region unique in comparison to the national average.

## Shift Share

Shift share is a standard regional analysis method that attempts to determine how much of regional job growth can be attributed to national trends and how much is due to unique regional factors.

## State Data Sources

This report uses state data from the following agencies: Illinois Department of Employment Security, Employment Projections

APPENDIX B

**OCCUPATIONAL EARNINGS**

SOC	Key Occupation	2010 Jobs	2015 Jobs	2020 Jobs	Median Hourly Earnings	Average Hourly Earnings
51-2092	Team Assemblers	3,586	5,396	5,858	\$17.97/hr	\$19.13/hr
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	4,499	4,808	5,011	\$10.73/hr	\$12.35/hr
41-1011	First-Line Supervisors of Retail Sales Workers	1,278	1,242	1,253	\$16.66/hr	\$17.44/hr
41-2031	Retail Salespersons	4,528	4,333	4,257	\$9.87/hr	\$11.85/hr
41-4012	Sales Representatives, Wholesale and Manufacturing, Except	1,343	1,448	1,468	\$25.68/hr	\$29.49/hr
53-3032	Heavy and Tractor-Trailer Truck Drivers	1,480	1,514	1,544	\$18.73/hr	\$19.95/hr
11-1021	General and Operations Managers	2,078	2,164	2,200	\$39.20/hr	\$47.02/hr
41-1012	First-Line Supervisors of Non-Retail Sales Workers	218	199	199	\$25.06/hr	\$26.91/hr
41-3099	Sales Representatives, Services, All Other	541	552	576	\$22.27/hr	\$25.44/hr
11-9199	Managers, All Other	532	551	535	\$27.54/hr	\$30.97/hr
	<b>Total</b>	<b>20,083</b>	<b>22,207</b>	<b>22,900</b>	<b>\$17.76/hr</b>	<b>\$20.10/hr</b>



The mission of the **Northern Illinois Workforce Alliance** is to create a competitive, skilled and educated workforce by providing a system for individuals to gain meaningful employment responsive to the needs of business.

303 N. Main Street  
Rockford IL 61101  
815-395-6638

[www.theworkforceconnection.org](http://www.theworkforceconnection.org)

