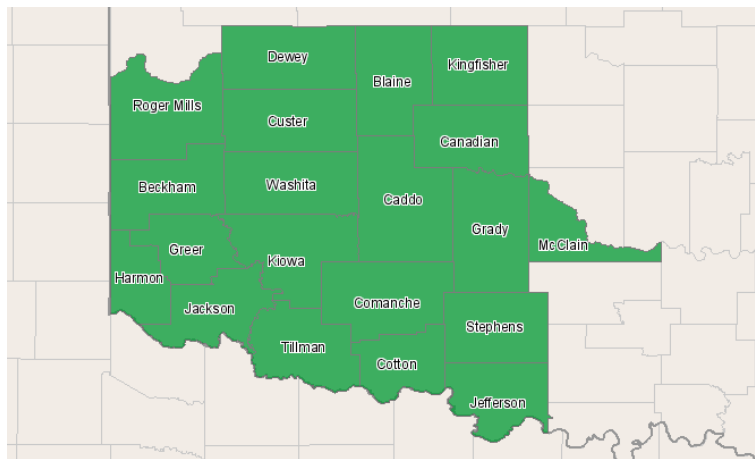


# Southwest SWODA WIB

P.O. Box 569  
Burns Flat, Oklahoma 73624

## Industry Report



## Region Info

### Region: SOIC

County Areas: Beckham, Oklahoma (40009), Blaine, Oklahoma (40011), Caddo, Oklahoma (40015), Canadian, Oklahoma (40017), Comanche, Oklahoma (40031), Cotton, Oklahoma (40033), Custer, Oklahoma (40039), Dewey, Oklahoma (40043), Grady, Oklahoma (40051), Greer, Oklahoma (40055), Harmon, Oklahoma (40057), Jackson, Oklahoma (40065), Jefferson, Oklahoma (40067), Kingfisher, Oklahoma (40073), Kiowa, Oklahoma (40075), McClain, Oklahoma (40087), Roger Mills, Oklahoma (40129), Stephens, Oklahoma (40137), Tillman, Oklahoma (40141), Washita, Oklahoma (40149)

## Selected Industries

NAICS Code	Description
11	Agriculture, Forestry, Fishing and Hunting
21	Mining, Quarrying, and Oil and Gas Extraction
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information
53	Real Estate and Rental and Leasing
81	Other Services (except Public Administration)
90	Government

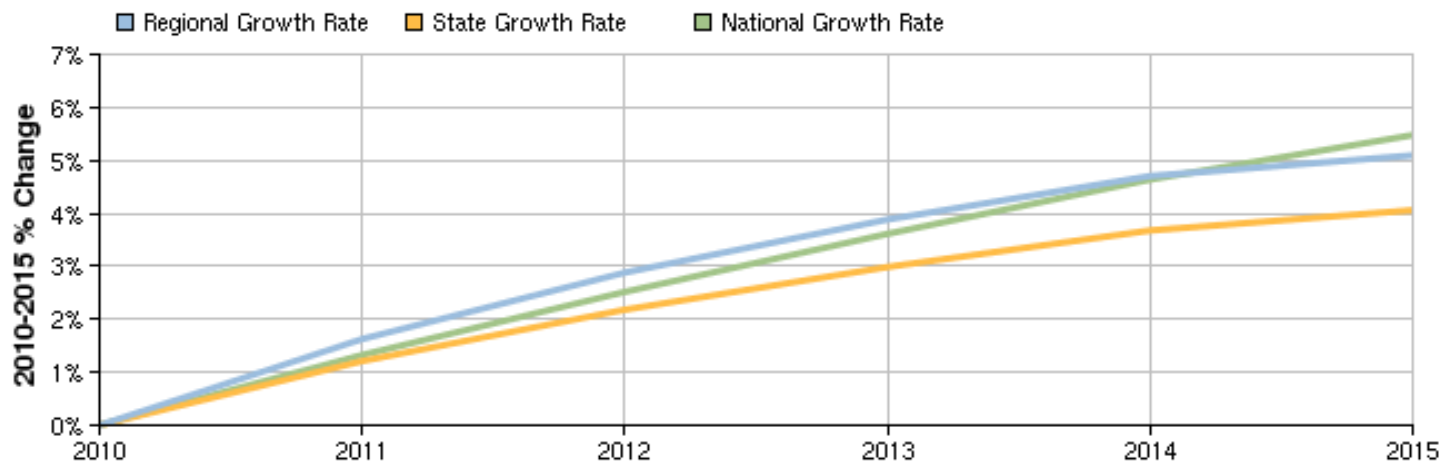
## Executive Summary

Basic Information	
2010 Industry Jobs	195,210
2015 Industry Jobs	205,153
Total Change	9,943
Total % Change	5.09%
Current Average Earnings per Worker	\$42,737

Economic Indicators	
2010 Location Quotient	1.25
2015 Location Quotient	1.26
Shift Share: Regional Competitiveness Effect	352
Shift Share: Industrial Mix Effect	-6,688
Shift Share: National Effect	16,279

Source: EMSI Complete Employment - 2nd Quarter 2010

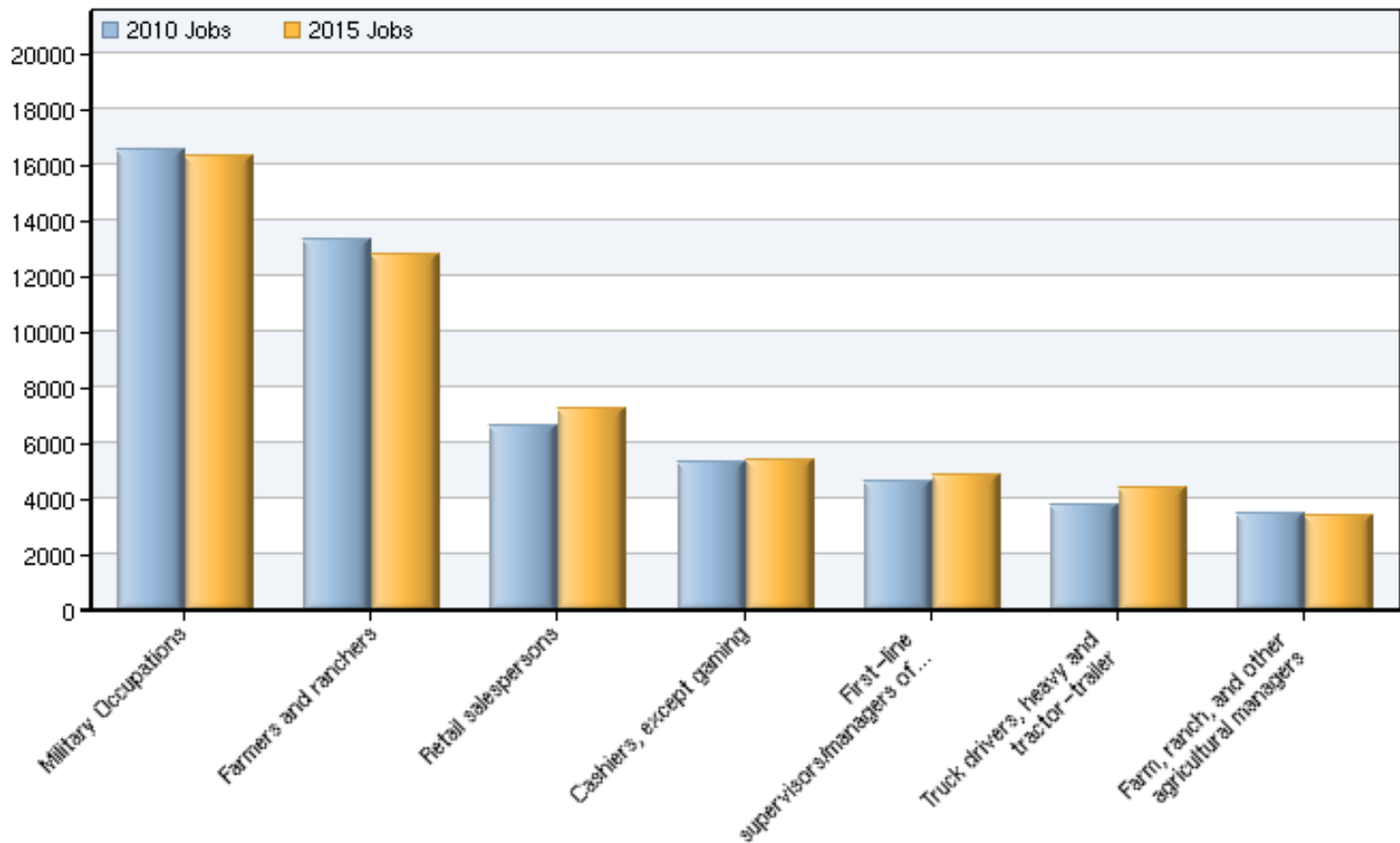
## Industry Change Summary



Description	2010 Jobs	2015 Jobs	Change	% Change	Current EPW	2009 Establishments
Regional Total	195,210	205,153	9,943	5%	\$42,737	8,598
State Total	1,369,625	1,425,215	55,590	4%	\$45,079	57,996
National Total	101,683,595	107,252,285	5,568,690	5%	\$50,733	5,358,551

Source: EMSI Complete Employment - 2nd Quarter 2010

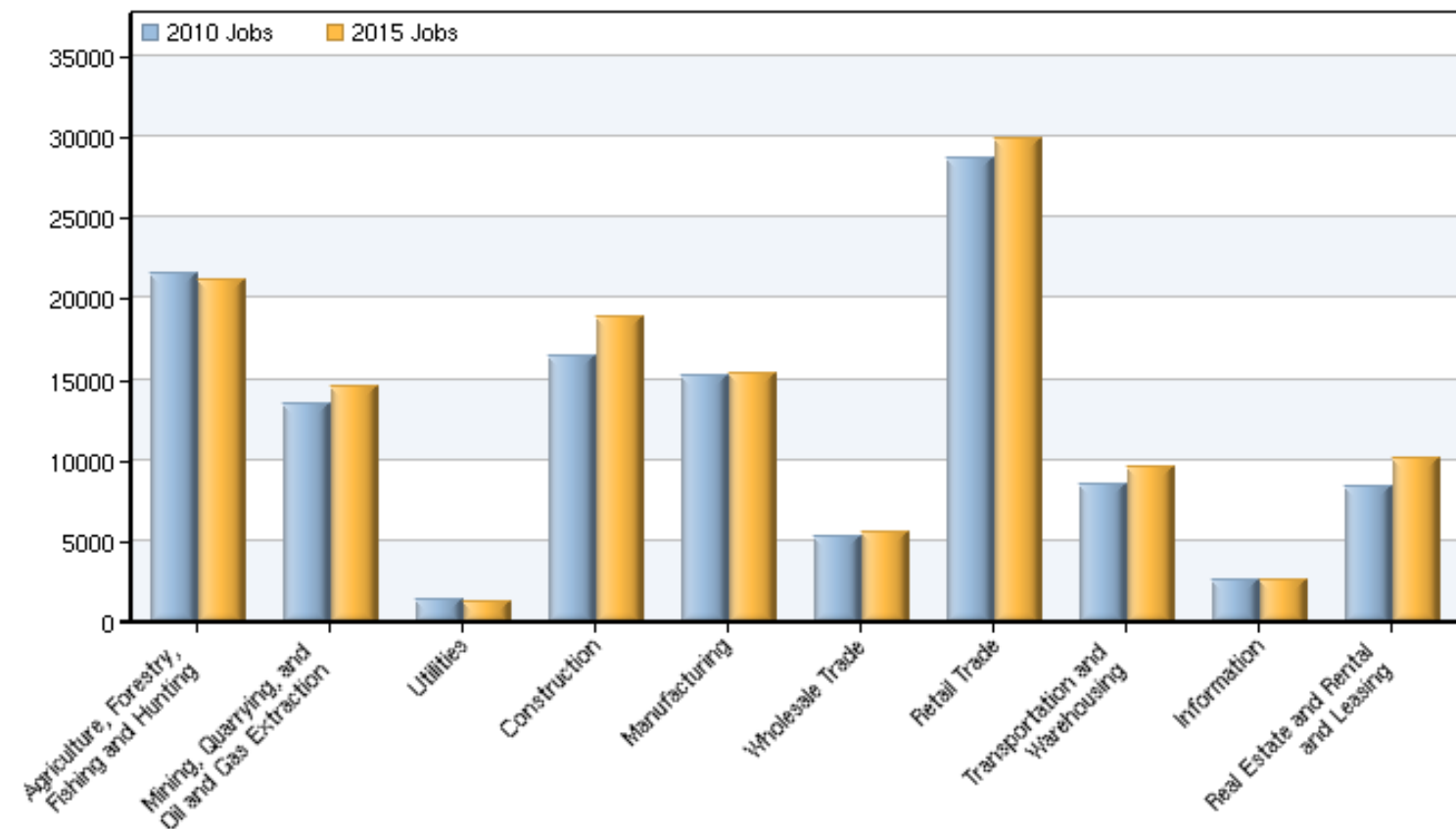
## Top Occupations In Selected Industries



SOC Code	Name	2010 Jobs	2015 Jobs	Change	% Change
55-9999	Military Occupations	16,547	16,294	-253	-2%
11-9012	Farmers and ranchers	13,284	12,793	-491	-4%
41-2031	Retail salespersons	6,602	7,205	603	9%
41-2011	Cashiers, except gaming	5,278	5,421	143	3%
41-1011	First-line supervisors/managers of retail sales workers	4,626	4,848	222	5%
53-3032	Truck drivers, heavy and tractor-trailer	3,775	4,377	602	16%
11-9011	Farm, ranch, and other agricultural managers	3,425	3,376	-49	-1%

Source: EMSI Complete Employment - 2nd Quarter 2010

## Industry Breakdown



NAICS Code	Description	2010 Jobs	2015 Jobs	Current EPW	2009 Establishments
11	Agriculture, Forestry, Fishing and Hunting	21,589	21,105	\$17,329	240
21	Mining, Quarrying, and Oil and Gas Extraction	13,413	14,572	\$70,234	603
22	Utilities	1,304	1,189	\$88,105	83
23	Construction	16,471	18,799	\$35,626	1,431
31-33	Manufacturing	15,148	15,323	\$53,544	478
42	Wholesale Trade	5,317	5,468	\$43,827	617
44-45	Retail Trade	28,728	29,868	\$24,867	1,837
48-49	Transportation and Warehousing	8,492	9,592	\$43,912	646
51	Information	2,535	2,499	\$38,818	193
53	Real Estate and Rental and Leasing	8,357	10,052	\$20,444	470
81	Other Services (except Public Administration)	13,034	13,626	\$19,002	855
90	Government	60,822	63,060	\$60,448	1,144
	<b>Total</b>	<b>195,210</b>	<b>205,153</b>	<b>\$42,737</b>	<b>8,598</b>

Source: EMSI Complete Employment - 2nd Quarter 2010

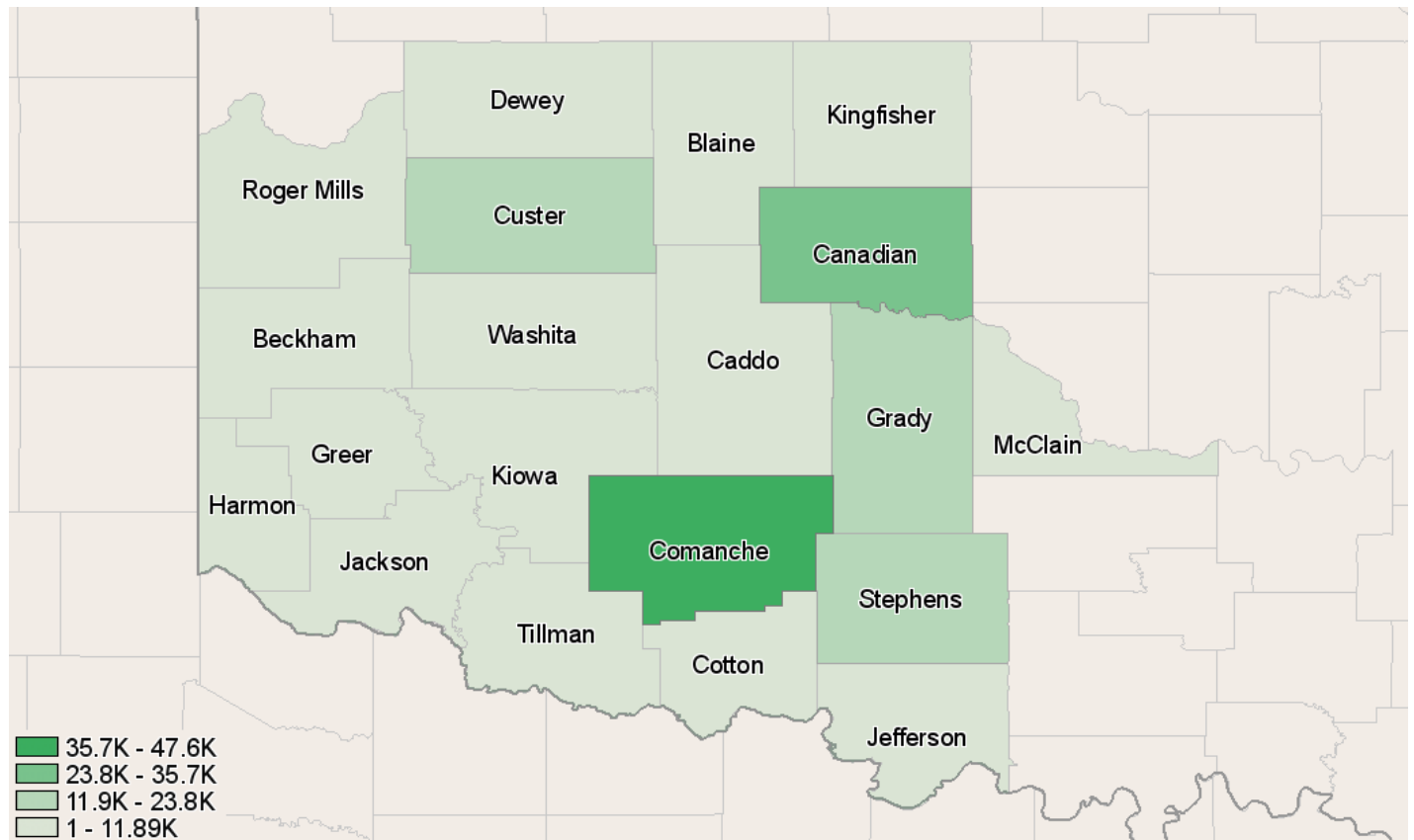
## Top Regional Business In Selected Industries

Primary NAICS Code	Description	Business Name	Local Employees
326211	Tire Manufacturing (except Retreading)	Goodyear Tire & Rubber Co	2,300
423830	Industrial Machinery and Equipment Merchant Wholesalers	J-w Power Co	2,287
813110	Religious Organizations	Church Of Christ	1,405
336399	All Other Motor Vehicle Parts Manufacturing	Atc Drivetrain Inc	1,000
452111	Department Stores (except Discount Department Stores)	Wal-mart Discount Cities	750

311611	Animal (except Poultry) Slaughtering	Bar-s Foods Co	600
486110	Pipeline Transportation of Crude Oil	Plains Pipepline Lp	600
454390	Other Direct Selling Establishments	Swanson Services	600
112120	Crop and animal production	Braum's Dairy Farms	500
484230	Specialized Freight (except Used Goods) Trucking, Long-Distance	Crst Inc	500

Source: Nielsen Claritas Business-Facts®

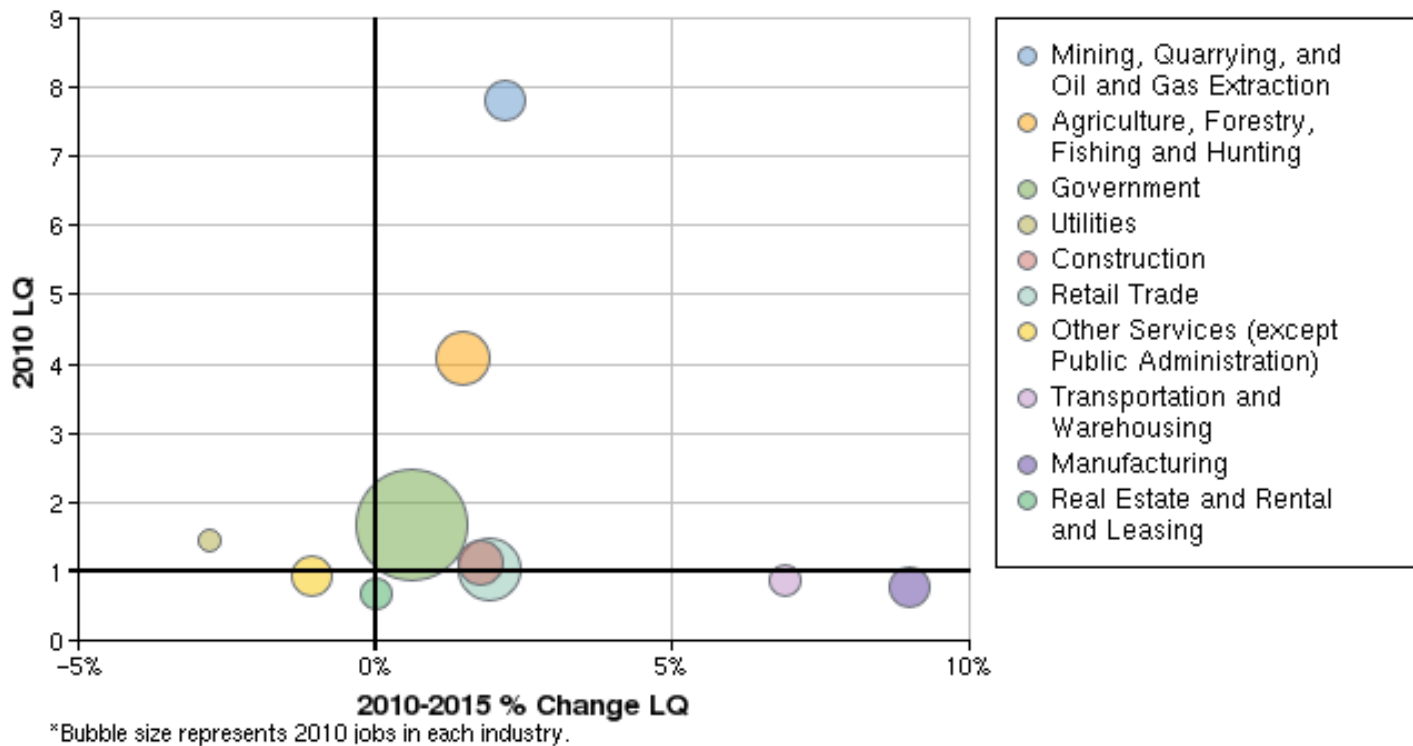
## Industry Distribution



County	2010 Jobs
Comanche, OK (40031)	47,547
Canadian, OK (40017)	29,873
Stephens, OK (40137)	17,046
Grady, OK (40051)	16,237
Custer, OK (40039)	11,934
Jackson, OK (40065)	11,187
Beckham, OK (40009)	9,838
McClain, OK (40087)	9,044
Caddo, OK (40015)	9,043
Kingfisher, OK (40073)	7,432
Blaine, OK (40011)	4,725
Washita, OK (40149)	3,693
Kiowa, OK (40075)	3,069
Tillman, OK (40141)	2,837
Cotton, OK (40033)	2,615
Dewey, OK (40043)	2,451
Greer, OK (40055)	1,888
Jefferson, OK (40067)	1,858
Roger Mills, OK (40129)	1,675
Harmon, OK (40057)	1,218

Source: EMSI Complete Employment - 2nd Quarter 2010

## Location Quotient Breakdown

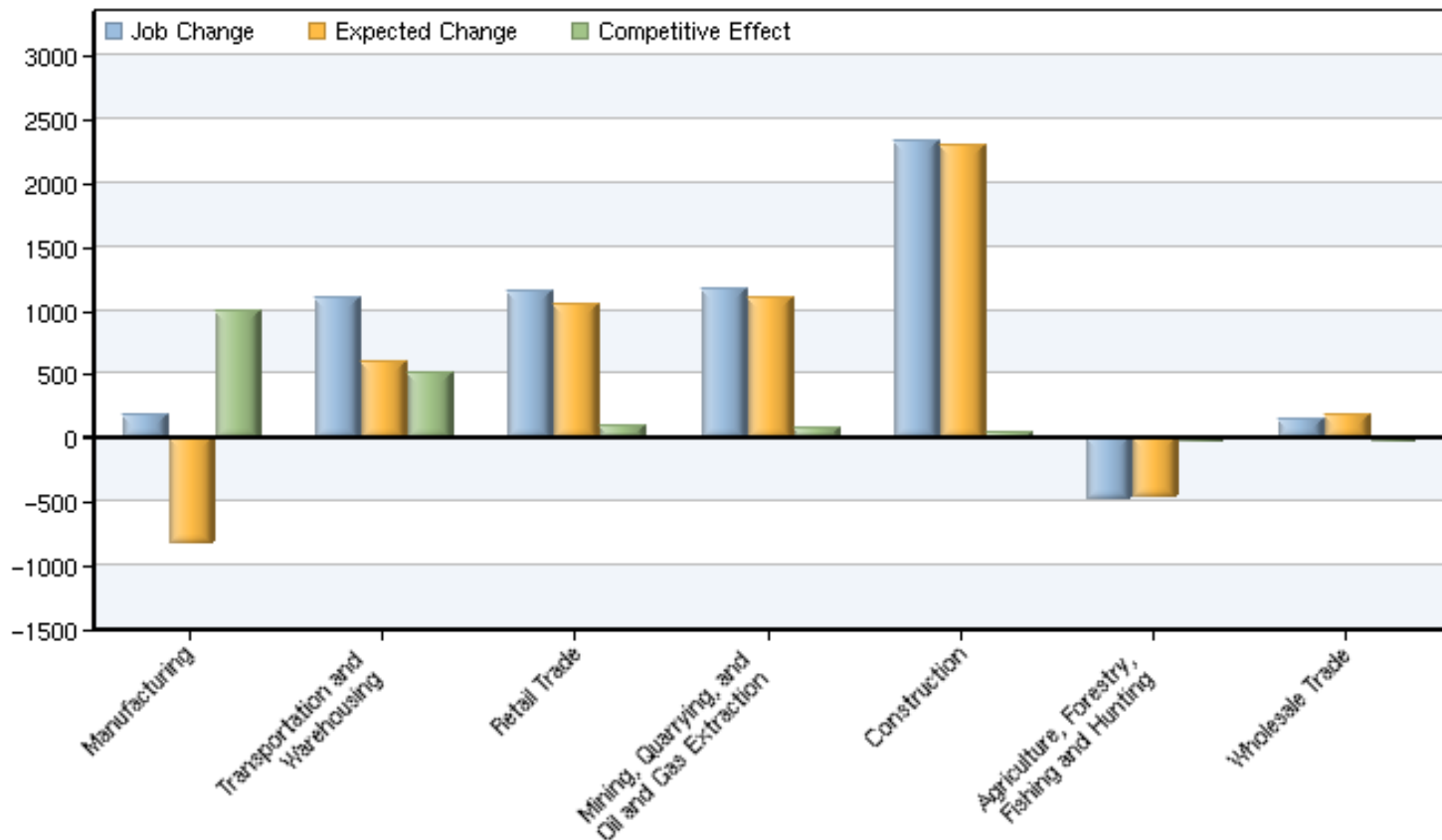


NAICS Code	Description	2010 Jobs	2010 LQ	2015 LQ
21	Mining, Quarrying, and Oil and Gas Extraction	13,413	7.80	7.97
11	Agriculture, Forestry, Fishing and Hunting	21,589	4.10	4.16
90	Government	60,822	1.66	1.67
22	Utilities	1,304	1.43	1.39
23	Construction	16,471	1.13	1.15
44-45	Retail Trade	28,728	1.04	1.06
81	Other Services (except Public Administration)	13,034	0.92	0.91
48-49	Transportation and Warehousing	8,492	0.87	0.93
31-33	Manufacturing	15,148	0.78	0.85
53	Real Estate and Rental and Leasing	8,357	0.68	0.68
42	Wholesale Trade	5,317	0.56	0.56
51	Information	2,535	0.50	0.48
<b>Total</b>		<b>195,210</b>	<b>1.25</b>	<b>1.26</b>

Source: EMSI Complete Employment - 2nd Quarter 2010



## Shift Share Breakdown



NAICS Code	Description	Job Change	Ind Mix Effect	Nat Growth Effect	Expected Change	Competitive Effect
31-33	Manufacturing	175	-2,084	1,263	-821	996
48-49	Transportation and Warehousing	1,100	-109	708	599	501
44-45	Retail Trade	1,140	-1,352	2,396	1,044	96
21	Mining, Quarrying, and Oil and Gas Extraction	1,159	-29	1,118	1,089	70
23	Construction	2,328	910	1,374	2,284	45
11	Agriculture, Forestry, Fishing and Hunting	-484	-2,261	1,800	-461	-24
42	Wholesale Trade	151	-262	443	181	-30
22	Utilities	-115	-166	109	-57	-58
53	Real Estate and Rental and Leasing	1,695	1,112	697	1,809	-115
51	Information	-36	-111	211	100	-137
81	Other Services (except Public Administration)	592	-174	1,087	913	-322
90	Government	2,238	-2,164	5,072	2,908	-671
	<b>Total</b>	<b>9,943</b>	<b>-6,688</b>	<b>16,279</b>	<b>9,591</b>	<b>352</b>

Source: EMSI Complete Employment - 2nd Quarter 2010

# Data Sources and Calculations

## Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

## Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

## Nielsen Claritas Business-Facts®

EMSI business-level data is a subset of the Nielsen Claritas Business-Facts database, which in turn is derived from infoUSA. This dataset includes the names, NAICS codes, local employees, and locations of more than 13 million US businesses. The following text from Nielsen Claritas explains how the data are collected:

"Over 13 million business and professional records are available in Business-Facts, which can be used for a broad range of sales and marketing applications. To ensure accuracy, this database is refreshed monthly and delivered quarterly as part of the standard license agreement. Telephone verification of each business by infoUSA, Inc. assures the accuracy of such vital business data elements as Standard Industrial Classification (SIC) Codes/North American Industry Classification System (NAICS) Codes, ownership, location and employment. . . The Business-Facts database begins with a collection of data from infoUSA. Once data is received, Nielsen Claritas performs several data cleansing routines, such as name standardization, address standardization, and removing duplicate or erroneous records. Nielsen Claritas then geo-codes the entire database to ensure latitude and longitude coordinates are available for each business."

## 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: Oklahoma Employment Security Commission.