

## Region Info

Region: Tulsa MSA

MSA Areas: Tulsa, OK (46140)

## 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
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)
90	Government

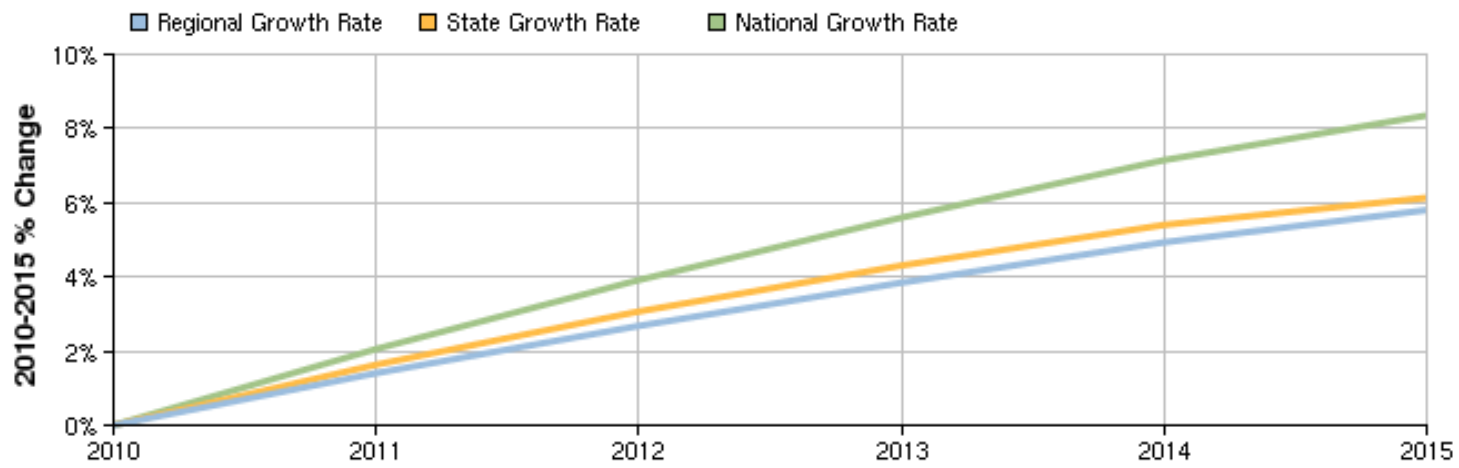
## Executive Summary

Basic Information	
2010 Industry Jobs	547,286
2015 Industry Jobs	579,027
Total Change	31,741
Total % Change	5.80%
Current Average Earnings per Worker	\$46,391

Economic Indicators	
2010 Location Quotient	1.00
2015 Location Quotient	1.00
Shift Share: Regional Competitiveness Effect	-12,910
Shift Share: Industrial Mix Effect	-1,062
Shift Share: National Effect	45,713

Source: EMSI Complete Employment - 3rd Quarter 2010

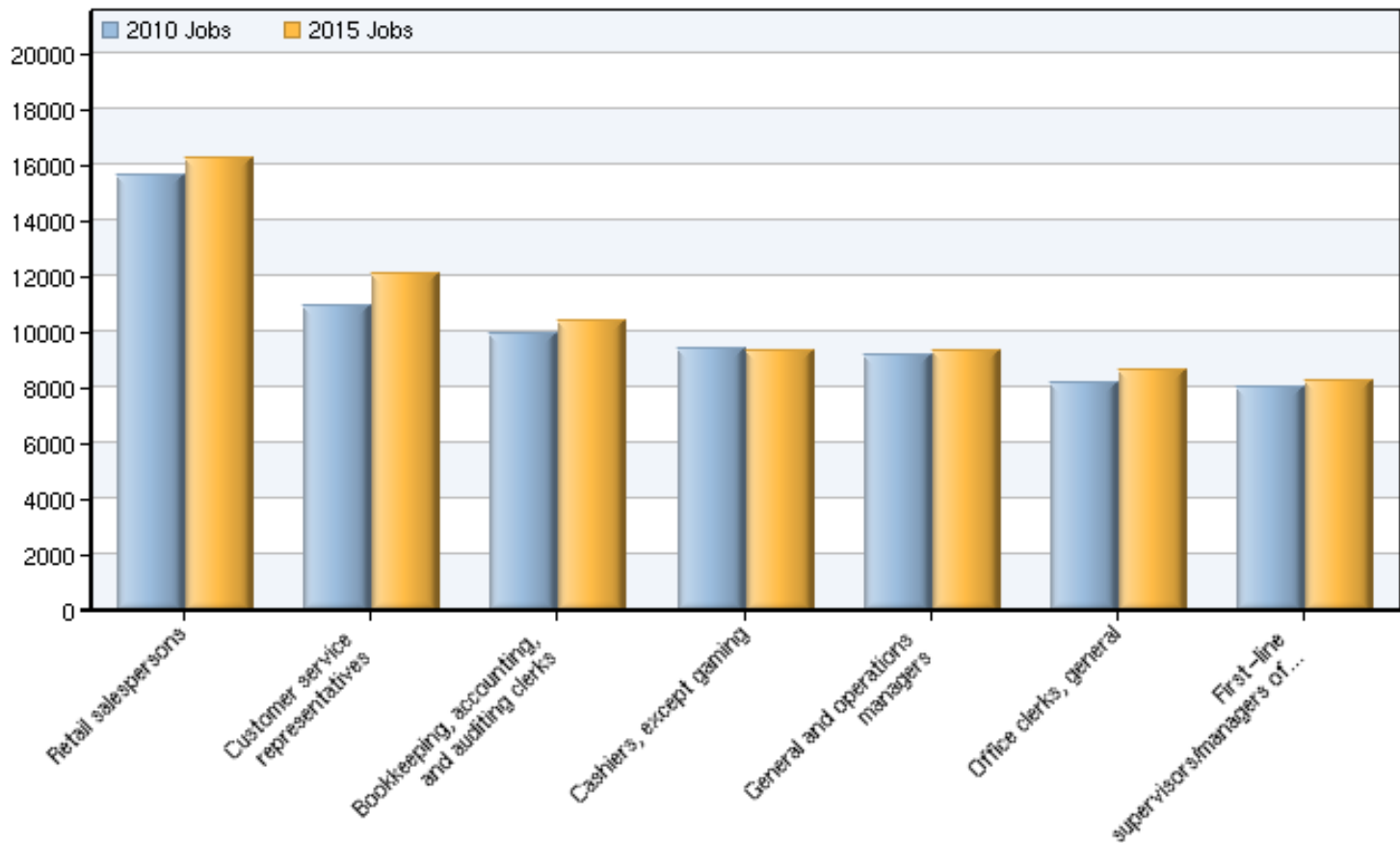
## Industry Change Summary



Description	2010 Jobs	2015 Jobs	Change	% Change	Current EPW	2009 Establishments
Regional Total	547,286	579,027	31,741	6%	\$46,391	27,200
State Total	2,099,451	2,228,214	128,763	6%	\$42,462	101,950
National Total	172,073,593	186,446,413	14,372,820	8%	\$50,104	9,059,313

Source: EMSI Complete Employment - 3rd Quarter 2010

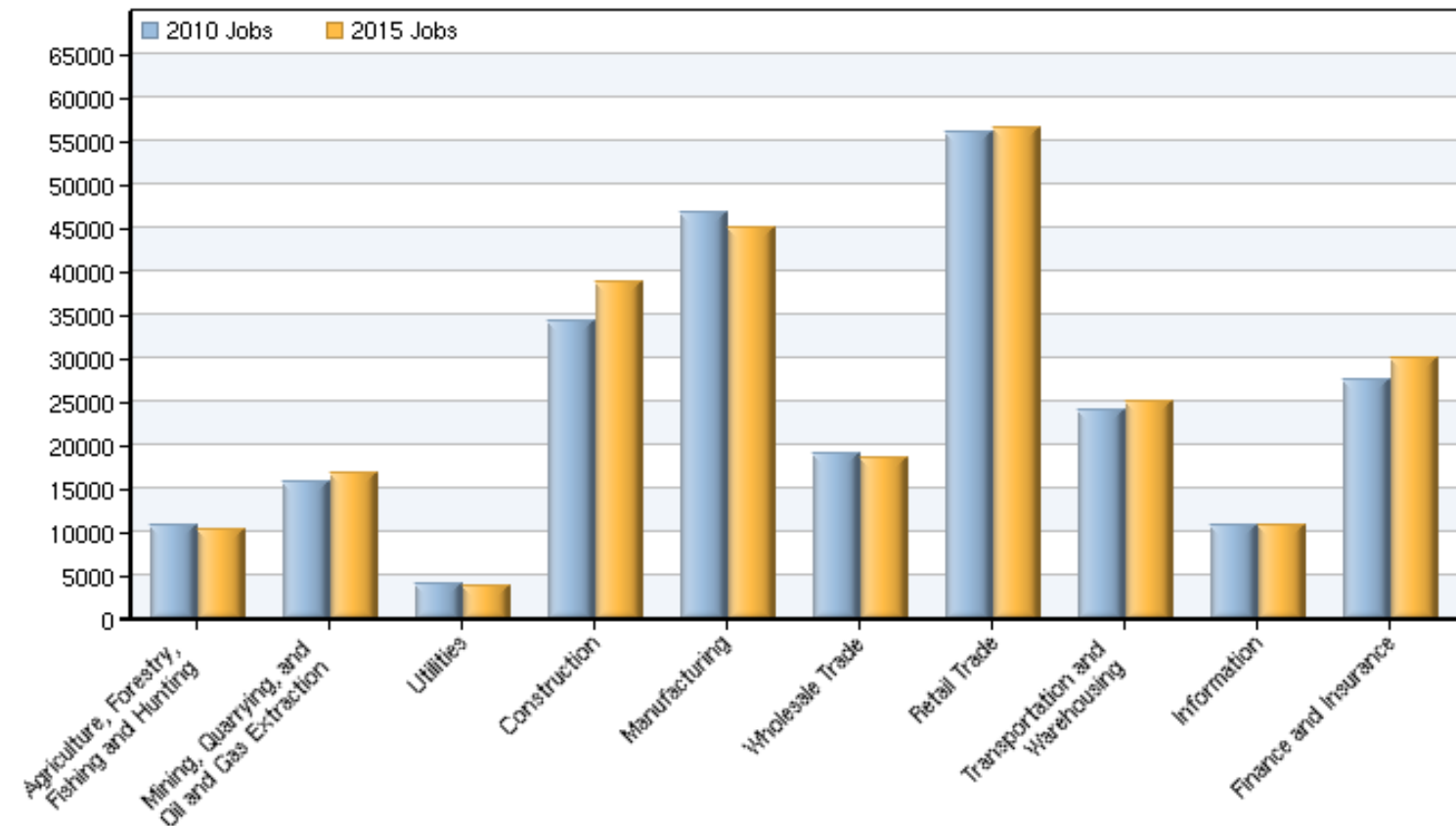
## Top Occupations In Selected Industries



SOC Code	Name	2010 Jobs	2015 Jobs	Change	% Change
41-2031	Retail salespersons	15,643	16,266	623	4%
43-4051	Customer service representatives	10,960	12,084	1,124	10%
43-3031	Bookkeeping, accounting, and auditing clerks	9,892	10,379	487	5%
41-2011	Cashiers, except gaming	9,392	9,308	-84	-1%
11-1021	General and operations managers	9,172	9,302	130	1%
43-9061	Office clerks, general	8,125	8,602	477	6%
41-1011	First-line supervisors/managers of retail sales workers	8,034	8,222	188	2%

Source: EMSI Complete Employment - 3rd Quarter 2010

## Industry Breakdown



NAICS Code	Description	2010 Jobs	2015 Jobs	Current EPW	2009 Establishments
11	Agriculture, Forestry, Fishing and Hunting	10,711	10,217	\$16,111	84
21	Mining, Quarrying, and Oil and Gas Extraction	15,837	16,726	\$101,918	621
22	Utilities	4,005	3,737	\$129,434	93
23	Construction	34,361	38,845	\$46,060	2,638
31-33	Manufacturing	46,831	44,993	\$62,562	1,676
42	Wholesale Trade	19,037	18,464	\$68,522	2,045
44-45	Retail Trade	56,067	56,410	\$29,845	3,063
48-49	Transportation and Warehousing	23,973	24,957	\$61,950	733
51	Information	10,832	10,827	\$57,281	506
52	Finance and Insurance	27,379	29,938	\$64,319	1,752
53	Real Estate and Rental and Leasing	22,637	26,998	\$24,253	1,089
54	Professional, Scientific, and Technical Services	33,015	38,254	\$54,415	3,431
55	Management of Companies and Enterprises	5,535	5,070	\$89,792	174
56	Administrative and Support and Waste Management and Remediation Services	41,065	46,444	\$32,367	2,136
61	Educational Services	8,999	9,370	\$36,439	235
62	Health Care and Social Assistance	60,410	67,132	\$48,803	2,386
71	Arts, Entertainment, and Recreation	7,474	8,214	\$18,685	291
72	Accommodation and Food Services	35,517	36,414	\$17,647	1,650
81	Other Services (except Public Administration)	28,589	29,091	\$25,889	1,917
90	Government	55,014	56,926	\$50,401	679
	<b>Total</b>	<b>547,286</b>	<b>579,027</b>	<b>\$46,391</b>	<b>27,200</b>

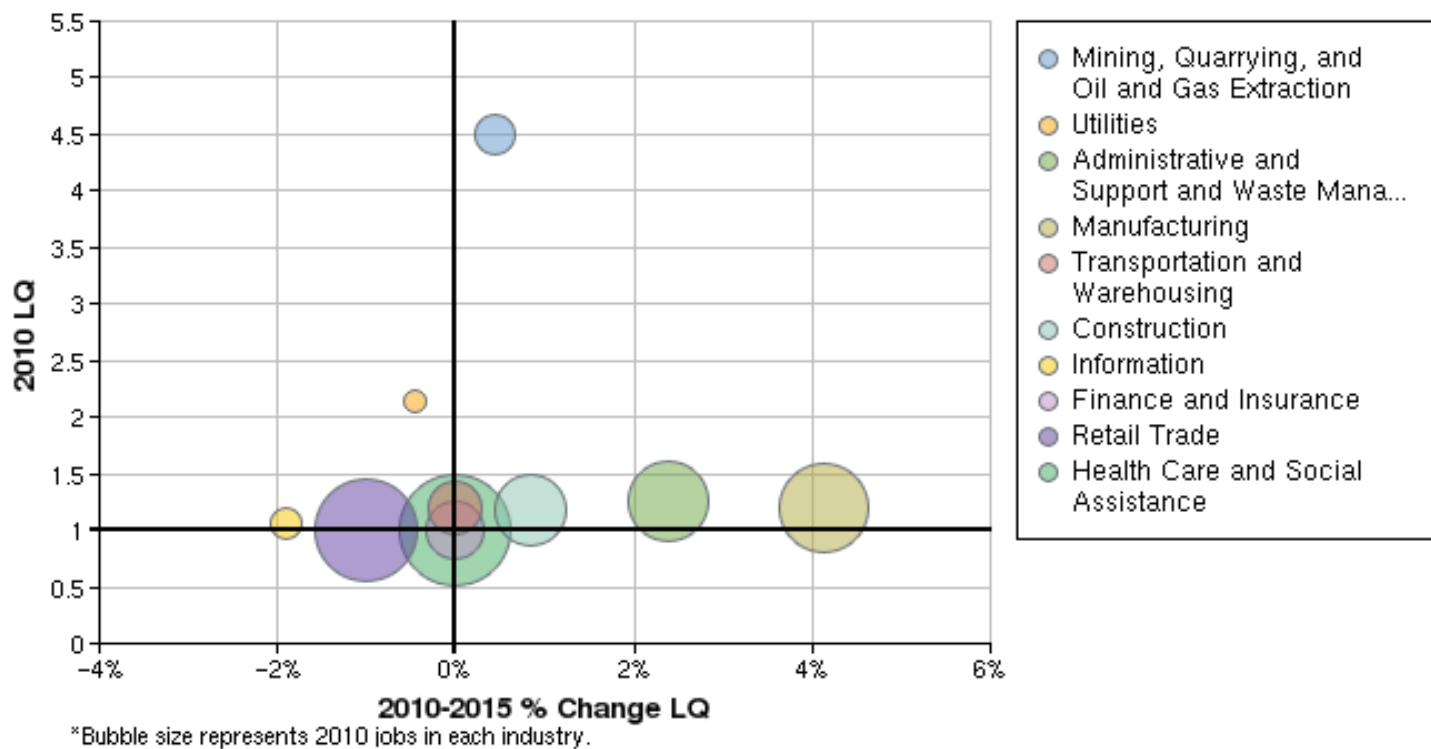
Source: EMSI Complete Employment - 3rd Quarter 2010

## Top Regional Business In Selected Industries

Primary NAICS Code	Description	Business Name	Local Employees
622110	General Medical and Surgical Hospitals	St Francis Hospital	7,000
622110	General Medical and Surgical Hospitals	Hillcrest Medical Ctr	4,500
336413	Other Aircraft Parts and Auxiliary Equipment Manufacturing	Spirit Aero Systems	3,001
522110	Commercial Banking	Bank Of Oklahoma	3,000
488190	Other Support Activities for Air Transportation	Nordam Group	2,100
451110	Sporting Goods Stores	Red Castle Gun Club	2,000
532111	Passenger Car Rental	Dollar Thrifty Automotive Grp	1,500
621999	All Other Miscellaneous Ambulatory Health Care Services	Hillcrest Healthcare Syst Llc	1,500
561110	Office Administrative Services	Total Medical Personnel Svc	1,500
486110	Pipeline Transportation of Crude Oil	Williams Gas Pipeline Transco	1,500

Source: Nielsen Claritas Business-Facts®

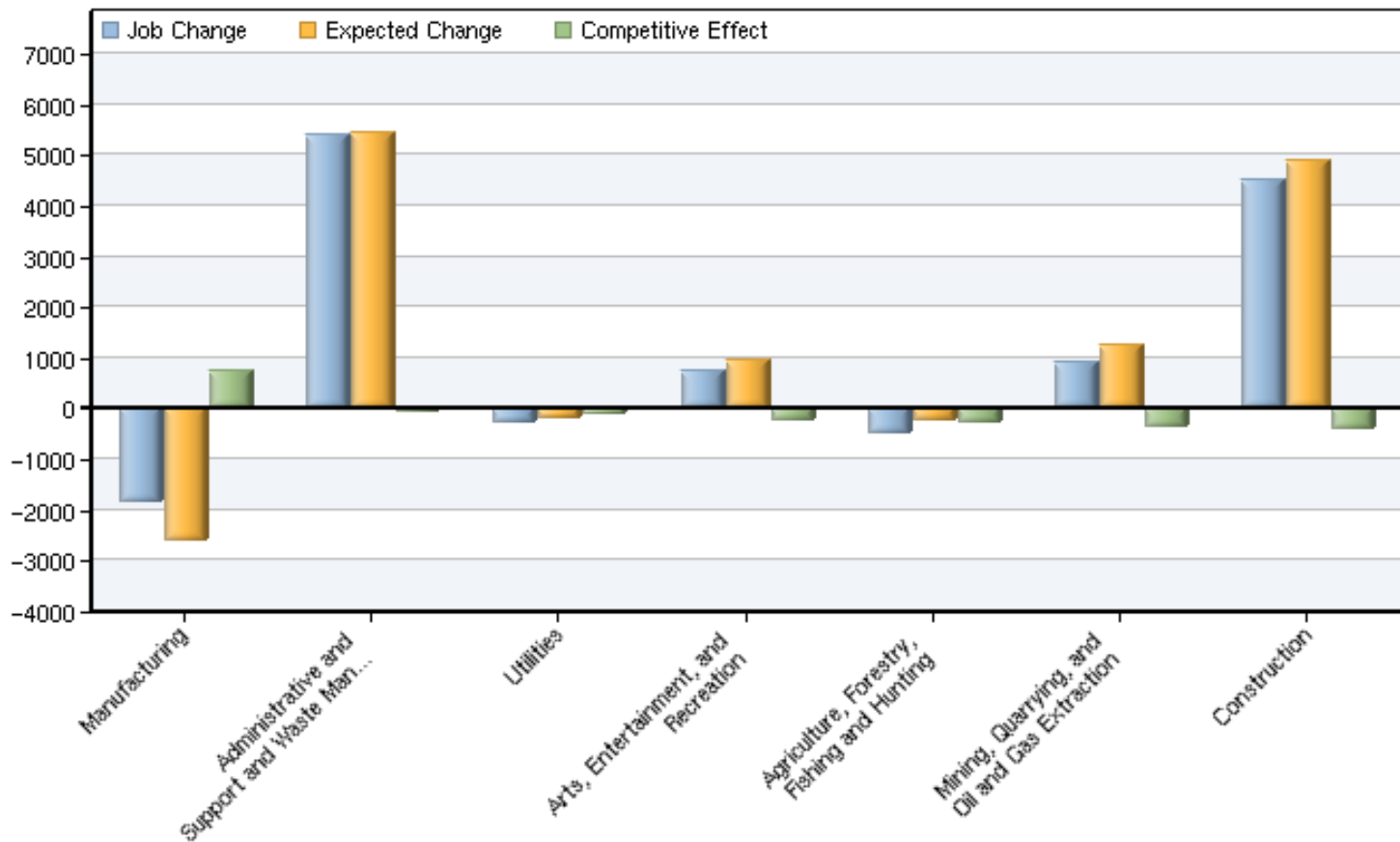
## Location Quotient Breakdown



NAICS Code	Description	2010 Jobs	2010 LQ	2015 LQ
21	Mining, Quarrying, and Oil and Gas Extraction	15,837	4.50	4.52
22	Utilities	4,005	2.14	2.13
56	Administrative and Support and Waste Management and Remediation Services	41,065	1.26	1.29
31-33	Manufacturing	46,831	1.21	1.26
48-49	Transportation and Warehousing	23,973	1.19	1.19
23	Construction	34,361	1.18	1.19
51	Information	10,832	1.05	1.03
52	Finance and Insurance	27,379	1.00	1.00
44-45	Retail Trade	56,067	1.00	0.99
62	Health Care and Social Assistance	60,410	1.00	1.00
11	Agriculture, Forestry, Fishing and Hunting	10,711	0.99	0.98
42	Wholesale Trade	19,037	0.99	0.95
81	Other Services (except Public Administration)	28,589	0.98	0.95
72	Accommodation and Food Services	35,517	0.95	0.94
55	Management of Companies and Enterprises	5,535	0.91	0.82
53	Real Estate and Rental and Leasing	22,637	0.90	0.90
54	Professional, Scientific, and Technical Services	33,015	0.88	0.89
90	Government	55,014	0.73	0.73
61	Educational Services	8,999	0.70	0.66
71	Arts, Entertainment, and Recreation	7,474	0.63	0.63
<b>Total</b>		<b>547,286</b>	<b>1.00</b>	<b>1.00</b>

Source: EMSI Complete Employment - 3rd Quarter 2010

## Shift Share Breakdown



NAICS Code	Description	Job Change	Ind Mix Effect	Nat Growth Effect	Expected Change	Competitive Effect
31-33	Manufacturing	-1,838	-6,509	3,912	-2,597	759
56	Administrative and Support and Waste Management and Remediation Services	5,379	1,994	3,430	5,424	-45
22	Utilities	-268	-509	335	-174	-93
71	Arts, Entertainment, and Recreation	740	337	624	961	-222
11	Agriculture, Forestry, Fishing and Hunting	-494	-1,123	895	-228	-265
21	Mining, Quarrying, and Oil and Gas Extraction	889	-83	1,323	1,240	-351
23	Construction	4,484	2,025	2,870	4,895	-411
51	Information	-5	-458	905	447	-452
54	Professional, Scientific, and Technical Services	5,239	2,950	2,758	5,708	-468
53	Real Estate and Rental and Leasing	4,361	3,039	1,891	4,930	-569
90	Government	1,912	-2,078	4,595	2,517	-605
55	Management of Companies and Enterprises	-465	-281	462	181	-648
52	Finance and Insurance	2,559	965	2,287	3,252	-692
48-49	Transportation and Warehousing	984	-305	2,002	1,697	-714
61	Educational Services	371	431	752	1,183	-812
72	Accommodation and Food Services	897	-833	2,967	2,134	-1,237
42	Wholesale Trade	-573	-924	1,590	666	-1,239
81	Other Services (except Public Administration)	502	-378	2,388	2,010	-1,508
62	Health Care and Social Assistance	6,722	3,297	5,046	8,343	-1,621
44-45	Retail Trade	343	-2,622	4,683	2,061	-1,719
	<b>Total</b>	<b>31,739</b>	<b>-1,062</b>	<b>45,713</b>	<b>44,651</b>	<b>-12,910</b>

Source: EMSI Complete Employment - 3rd 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.