NoRTEC

Northern Rural Training and Employment Consortium (NoRTEC)

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Trinity County Labor Market Profile and Industry Sector Analysis

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July 2019

Prepared for:

NoRTEC Workforce Development Board

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INTRODUCTION

The following is a labor market and industry/sector profile for Trinity County, California. This is an update to a prior version of the County Labor Market Profiles that were completed in the summer of 2017, which were completed using 2016 labor market data.

The quantitative data for the profile includes a geographic overview, demographic and labor force characteristics, industry analysis, occupation analysis, and labor force data. For the profile, the project team collected and analyzed data from Economic Modeling Specialists Int'l. (EMSI), U.S. Census Bureau, and the U.S. Bureau of Labor Statistics. Though 2019 is the current calendar year, 2018 labor market data are utilized as these represent the latest full calendar year of data available from federal statistical agencies.

EXECUTIVE SUMMARY

The following are some of the most pertinent information and statistics uncovered in the process of creating this report.

Social and Demographic Highlights

- Population growth in Trinity County significantly trails rates for California and the United States. Over the prior ten years, population decreased by 8% for Trinity County while population increased by 9% for the state and 8% for the nation.
- The only age cohort that increased over the last ten years are those 65 and older. Projections in 2023 indicate an aging population with only those younger than 19 and over 65 experiencing increases in population.
- Educational attainment by individuals in Trinity County lags behind the state and nation beyond a Bachelor's degree or higher. However, the percentage of individuals with a Bachelor's degree in the county is higher than those in the NoRTEC region.
- Trinity County experiences a net loss of talent due to out-commuting. Though 1,324 individuals both live and work in the county, 1,700 live in the county and work elsewhere.
- Trinity County has the lowest median household income of any other county in the NoRTEC region and has a poverty rate at 19.9%. Only 12.2% of the county's population are enrolled in CalFresh benefits – lower than that of the NoRTEC region but higher than the state.
- As of December 2018, there were 4,549 individuals in the Trinity County labor force, of which 255 were unemployed.
- Since the 2016 version of this report was released, the Trinity County economy has expanded at an average annual rate of 1.1%. The highest growth sectors include Health Care & Social Assistance; Professional, Scientific & Technical Services; and Accommodation & Food Services. In combination, these sectors added over 90 jobs, over half of the county's net new job growth. Meanwhile, the Government sector saw the largest decrease in employment over the past two years.

- Between 2016 and 2018, Trinity County's population decreased slightly by 2.1% (-273 in numeric terms). The highest growth age groups included those ages 70 to 74 years, and those 50 to 54 years saw the largest decrease. The race/ethnicity group with the largest decrease was White Non-Hispanics.

Industry & Occupation Highlights

- Trinity County's largest industry sectors include Government; Health Care and Social Assistance; Retail Trade; Accommodation and Food Services; Manufacturing; and Construction. Government represents nearly one-third of all jobs in the county.
- Significant industries adding the most jobs in Trinity County include Health Care and Social Assistance (+178 jobs); Professional, Scientific, and Technical Services (+40 jobs); Other Services (except Public Administration) (+24 jobs); and Manufacturing (+22 jobs).
- Individual (4-digit North American Industry Classification System (NAICS) Code) industries with strong growth prospects for the county include: General Medical and Surgical Hospitals; Individual and Family Services; Accounting, Tax Preparation, Bookkeeping, and Payroll Services; and Services to Buildings and Dwellings.
- Because Trinity County has an aging population, it is not surprising to see a future demand and growth within the healthcare industry. The top two industries with strong prospects into 2023 have a direct correlation with the county's aging population.

ECONOMIC IMPACT OF 2018 FOREST FIRES

Thomas P. Miller & Associates (TPMA) conducted an economic impact analysis of the northern California forest fires of 2018 for NoRTEC in January 2019. TPMA's analysis started with a literature review and an empirical observation of the economic effects of wildfires in the United States. The literature review provided general and specific trends on the topic. For the empirical review, TPMA focused on other highly destructive fires in the United States in terms of acreage, structures, or both. Since few federal data sources have yet to reveal the specific effects of the Camp and Carr fires on Northern California, these analyses were primarily based on observations of past similar events. In addition, Dr. Robert Eyler of Sonoma State University, a renown regional economist, has summarized some of the recent affects of the Carr and Camp fires on northern California.

In general, economic impacts are most severe upon those counties in which the fires occurred, namely, Shasta and Butte, though some impacts upon adjacent counties is expected. The following are a few pertinent points that relate to likely affects on Trinity County.

- In keeping with patterns of wildfire economic impact on adjacent counties, the results of the Carr fire on Trinity County likely resulted small bump in wages (typically less than 1% increase) and no impact on jobs in quarter four of 2018.
- Historically, areas near wildfires suffer a slight lag in land-dependent industry sectors, such as tourism and agriculture, over the next several seasons.
- Forest service suppression spending on contractors located in Trinity equated to $1.3 million between October 2017 and December 2018.

DEMOGRAPHIC & LABOR FORCE CHARACTERISTICS

Total Population

Trinity County is geographically located in the northeastern part of the NoRTEC region. The population in the county has declined by 8%, or 1,091 over the last ten years and is projected to decline by 4% over the next five years. Compared to the state and national figures, Trinity County has experienced a significant declining population. Over the last ten years, California's population increased by 9% and the nation's population increased by 8%. By 2023, both the state and the nation's population are projected to grow by 3%.

The only age cohort that has increased over the last ten years are those 65 and older. The greatest population decline since 2008 was experienced by those 35-54 years of age (1,011). Projections into the next five years indicate that the population of those between the age of 20-64 will decline, while those 19 and younger and those over 65 will increase. This occurrence will create an impact on the available talent in the local workforce as the population of those who typically make up the labor force continue to decline in numbers.

Age	2008 Population	2018 Population	Change 2008-2018	% Change 2008-2018	Projected Change 2018-2023	
Under 5	621	546	(75)	(12%)	16	3%
5-19	2,278	1,802	(476)	(21%)	22	1%
20-34	1,766	1,615	(151)	(9%)	(150)	(9%)
35-54	3,841	2,830	(1,011)	(26%)	(120)	(4%)
55-64	2,607	2,397	(210)	(8%)	(474)	(20%)
Over 65	2,543	3,375	832	33%	224	6%
Total	13,657	12,566	(1,091)	(8%)	(518)	(4%)

Change in Population 2008-2018
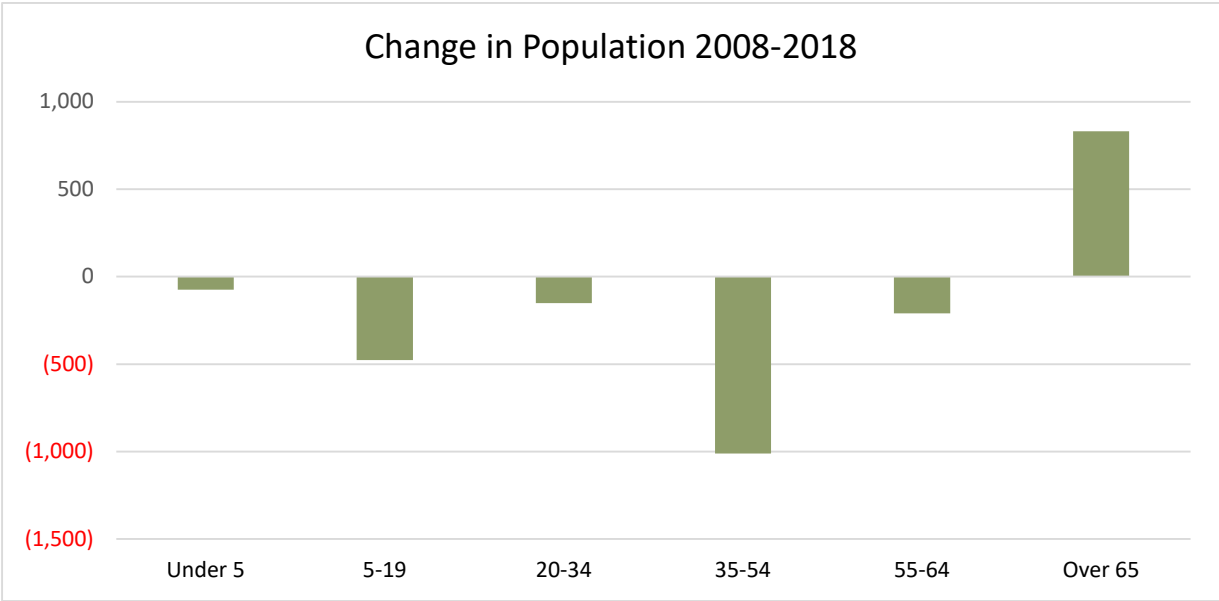
Race/Ethnicity

The population of the region is predominately White, with over 80% identifying as White in 2018, followed by 7% identifying as Hispanic.[1] The top fastest growing race/ethnicity groups in the county are Asian, Black, and Native Hawaiian or Pacific Islander. Although Trinity County's population is overwhelmingly White, increases in diverse populations could indicate a need for more diverse community resources to best serve these populations.

Race/Ethnicity	2018 Population	Change 2008-2018	% Change 2008-2018
White	10,328	(1,128)	(10%)
Hispanic	923	5	1%
American Indian or Alaskan Native	507	(77)	(13%)
Two or More Races	553	11	2%
Asian	156	63	68%
Black	76	30	65%
Native Hawaiian or Pacific Islander	24	8	50%

Educational Attainment

The percentage of individuals in Trinity County with an educational attainment between a high school diploma and some college is higher than in the NoRTEC region. The county also has a higher percentage of individuals with a Bachelor's degree than the NoRTEC region, but falls shy of that for California by 3.7% and the U.S. by 2.4%. The percentage of individuals in Trinity County with an Associate's degree is on par with that of the NoRTEC region, both of which are higher than the state and national figures.

Education Level	2018 Trinity County Population	2018 Trinity County Percent	2018 Percent NoRTEC	2018 Percent California	2018 Percent US
Less Than 9th Grade	193	2.0%	4.9%	11.8%	6.8%
9th Grade to 12th Grade	568	5.9%	6.9%	7.0%	6.9%
High School Diploma	3,077	31.7%	25.3%	20.8%	27.6%
Some College	2,985	30.7%	30.5%	21.4%	20.7%
Associate's Degree	916	9.4%	9.8%	7.6%	8.0%
Bachelor's Degree	1,576	16.2%	15.0%	19.9%	18.6%
Graduate Degree and Higher	394	4.1%	7.6%	11.6%	11.3%

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[1] The Hispanic population includes Hispanics in White, Black, Two or More Races, Asian, American Indian or Alaskan Native, Native Hawaiian, or Pacific Islander.

Income

Trinity County has the lowest median household income of all counties in the NoRTEC region at 36,563. Compared to the median household income for the state, Trinity County is $30,606 less and $21,089 less than that of the U.S. Though having the lowest median household income, the county does not have the highest poverty rate. Trinity County's poverty rate at 19.9% is less than that of four other counties in the region but remains higher than that of the state (15.1%) and the nation (14.6%).

County	Median Household Income 2013-2017	Poverty Rate
Butte	$46,516	20.5%
Del Norte	$41,287	23.2%
Lassen	$54,083	14.6%
Modoc	$39,296	18.1%
Nevada	$60,610	12.1%
Plumas	$50,266	13.3%
Shasta	$47,258	18.1%
Sierra	$44,190	12.3%
Siskiyou	$40,884	20.7%
Tehama	$42,512	20.9%
Trinity	**$36,563**	**19.9%**
California	$67,169	15.1%
United States	$57,652	14.6%

Commuting

The graphic below details the commuting patterns into and out of Trinity County in 2015. With 1,700 workers commuting out of the county and 1,049 commuting into the county, a net loss of 651 workers is experienced in Trinity County. Over 1,300 individuals work and live in the county. Of those commuting into Trinity County, 53.0% are workers between the ages of 30 and 54, and 42.9% earn more than $3,333 per month. Compared to those commuting out of Trinity County, 36.9% earn more than $3,333 per month.

1,324 live and work in
Trinity County

1,049 workers
commute in

1,700 workers
commute out

Net loss of **651** workers
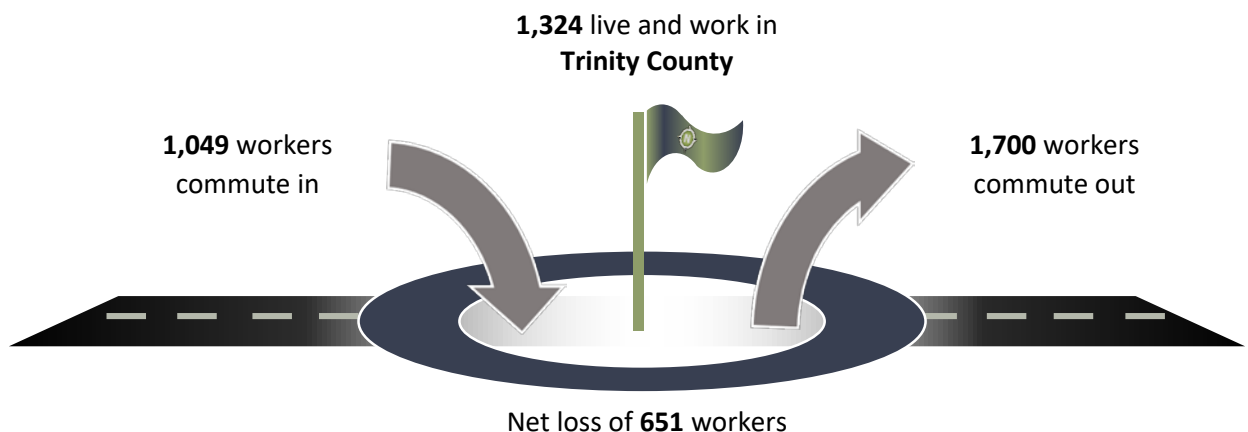
In addition to looking at commuting data by total population, it is also helpful to examine commuter statistics by occupational classification. In terms of occupational classification, Life, Physical, and Social Science Occupations; Architecture and Engineering Occupations; Arts, Design, Entertainment, Sports, and Media Occupations; Protective Service Occupations; and Legal Occupations were the only groups which experience a net gain of in-commuters to the county. A larger number of county residents commute outside of the county for employment. The largest occupation groups for out-commuters are Office and Administrative Support Occupations; and Sales and Related Occupations.

Occupation Group	2018 Commuters
Life, Physical, and Social Science Occupations	47 in-commuters
Architecture and Engineering Occupations	9 in-commuters
Arts, Design, Entertainment, Sports, and Media Occupations	8 in-commuters
Protective Service Occupations	8 in-commuters
Legal Occupations	1 out-commuter
Computer and Mathematical Occupations	10 out-commuters
Installation, Maintenance, and Repair Occupations	11 out-commuters
Community and Social Service Occupations	12 out-commuters
Production Occupations	24 out-commuters
Building and Grounds Cleaning and Maintenance Occupations	24 out-commuters
Business and Financial Operations Occupations	26 out-commuters
Healthcare Support Occupations	28 out-commuters
Construction and Extraction Occupations	32 out-commuters
Education, Training, and Library Occupations	36 out-commuters
Management Occupations	37 out-commuters
Personal Care and Service Occupations	38 out-commuters
Farming, Fishing, and Forestry Occupations	43 out-commuters
Healthcare Practitioners and Technical Occupations	55 out-commuters
Transportation and Material Moving Occupations	69 out-commuters
Food Preparation and Serving Related Occupations	151 out-commuters
Sales and Related Occupations	168 out-commuters
Office and Administrative Support Occupations	171 out-commuters

Special Populations

With consideration of the state of California's Regional and Local Planning Guidance for program year 2018-19, California counties are also concerned with quantifying and assisting certain sub-population groups, namely: formerly incarcerated and other justice-involved individuals and CalFresh recipients.

Justice-Involved Individuals

The graph and table below detail the percentage of individuals involved in felony probations, misdemeanor probations, mandatory supervisions, and post-release community supervisions (PRCS) within the 11- county NoRTEC region.[2]

The largest share of activity stems from Shasta County (34.2%) followed by Butte County (29.5%) and Siskiyou County (7.8%). Only 2% of the justice involved individuals in the NoRTEC region were from Trinity County in 2018. In the NoRTEC region in 2017, there were a total of 7,372 individuals involved in felony probations, misdemeanor probations, or mandatory supervision.

2018 Justice Involved Individuals by County

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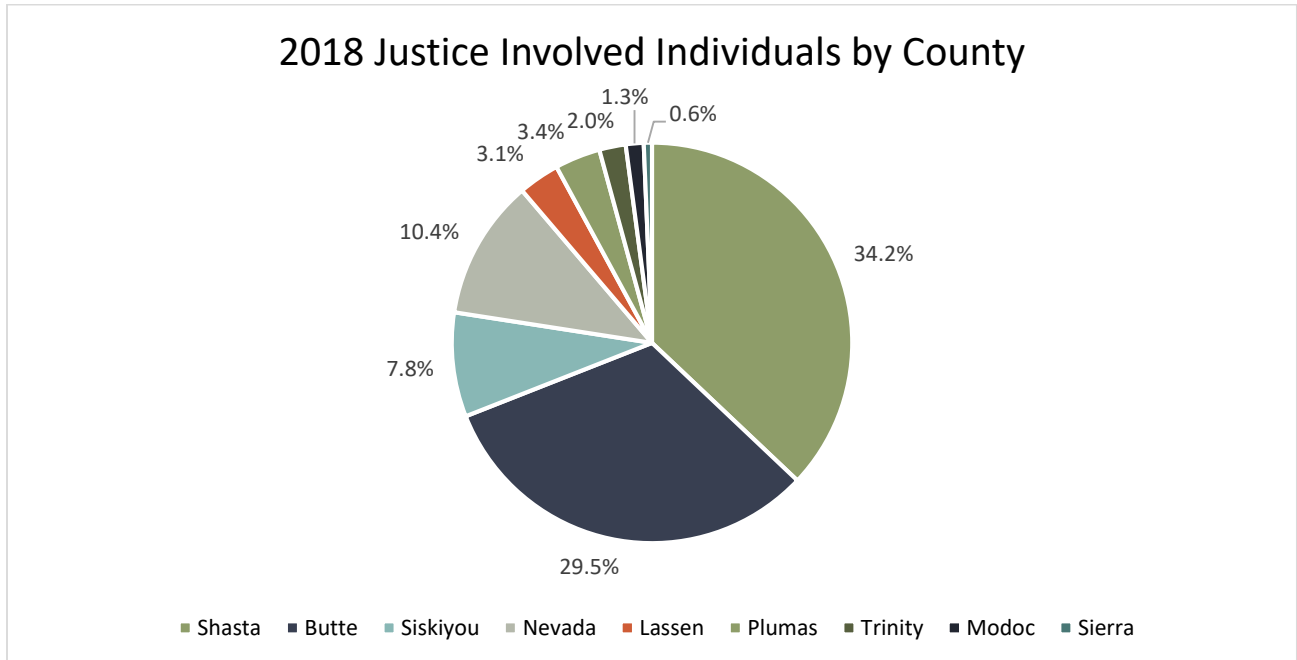
[2] Data for this section of the report are derived from the Chief Probation Officers of California, https://www.cpoc.org/data.

	Felony Probation	Misdemeanor Probation	Mandatory Supervision	PRCS	Total
Shasta	1,976	0	156	389	2,521
Butte	1,339	272	165	401	2,177
Siskiyou	507	7	12	47	573
Tehama	N/A	N/A	N/A	N/A	N/A
Nevada	566	127	30	47	770
Lassen	126	75	8	17	226
Plumas	148	86	1	15	250
Trinity	**111**	**17**	**4**	**13**	**145**
Modoc	79	19	N/A	N/A	98
Del Norte	N/A	N/A	N/A	N/A	N/A
Sierra	28	15	1	1	45

CalFresh Recipients

CalFresh, the California implementation of Supplemental Nutrition Assistance Program (SNAP), is received by larger percentage of NoRTEC area residents than statewide residents.[3] In Trinity County, 12.2% of individuals receive CalFresh benefits. For comparison, the NoRTEC region is 0.4% more and the state is 1.7% less.

Between 2012 and 2015, the NoRTEC region experienced a rise in the number of individuals enrolled in CalFresh and then a considerable decrease between 2015 and 2017. The trendline for enrollment is similar in Trinity County. The county experienced its highest number of individuals enrolled in CalFresh in 2015 when it topped 1,832.

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[3] Data for this section are derived from the California Department of Social Services, CalFresh Data Dashboard, https://www.cdss.ca.gov/inforesources/Data-Portal/Research-and-Data/CalFresh-Data-Dashboard.

Percent of Population Recieving CalFresh Benefits

County	Percent
Nevada	7.2%
Sierra	8.5%
Lassen	10.2%
Plumas	10.4%
Trinity	12.2%
Modoc	12.3%
Shasta	13.0%
Butte	13.7%
Siskiyou	14.4%
Tehama	14.4%
Del Norte	19.4%
Statewide	10.5%
NoRTEC Region	12.6%
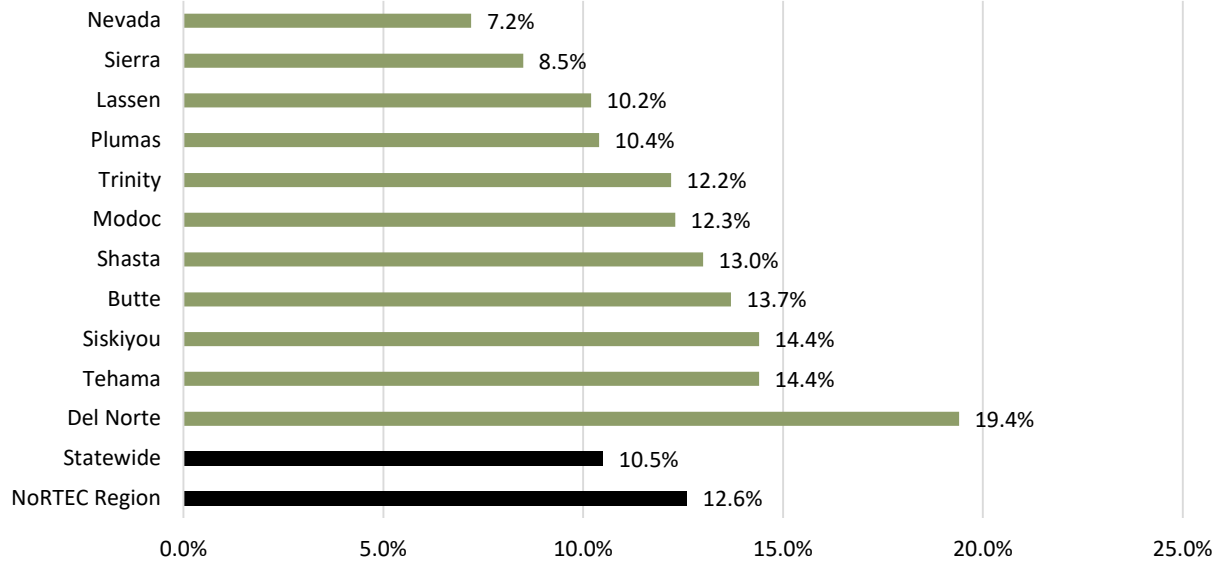
Cumulative Growth Rate in CalFresh Enrollment 2012-2017

Legend: Trinity, NoRTEC Region, Statewide (years 2012–2017)
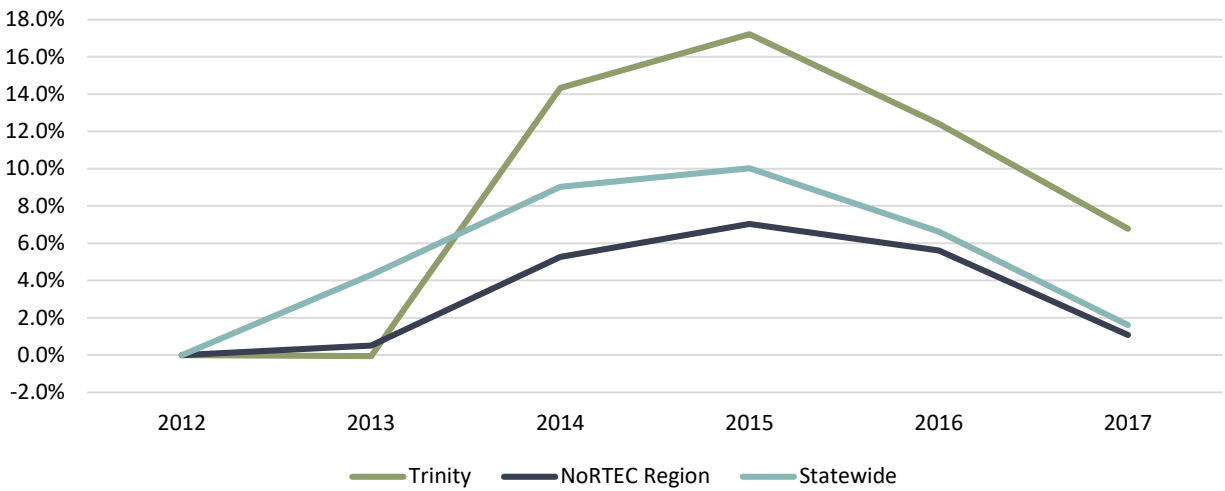
HUMAN CAPITAL

Labor Force

Labor Force Participation Rate

The labor force participation rate represents the proportion of the population that is working or pursuing work, as opposed to those voluntarily not working or not pursuing work. The labor force participation rate is affected by various factors, including availability of jobs, socioeconomic composition of the population, demographics, as well as structural changes in the economy.

EMPLOYMENT IN TRINITY COUNTY 1998-2018 [4]		
Peak	July 2002 (5,335)	December 2018 (4,294 – 20% lower)
Trough	December 2008 (3,826)	December 2018 (4,294 – 12% higher)
December 2018	Employment: 4,294 Labor Force: 4,549 Unemployment rate: 5.6%	

Labor force statistics include both the employed and the unemployed, excluding only those who have stopped looking for work (discouraged workers) and those who are voluntarily not in the labor force. In December 2018, 4,549 individuals participated in the Trinity County labor force, of these, 4,294 were employed and 255 were unemployed[5]. Over the last 20 years, employment in the county was at its highest in July 2002 and lowest in December 2008. As of December 2018, the unemployment rate was 5.6%, higher than the unemployment rate of California (4.1%) and the United States (3.9%).

Labor Force Participation Rate

The labor force participation rate is sensitive to demographic changes because participation rates vary across age, gender, income and race/ethnicity.[6] The national labor force participation rate has decreased since 2000, a trend that is expected to continue in the next decade in part due to the aging of the baby-boomer generation. In 2000, baby boomers were the heart of the workforce. However, as this large group of individuals moves closer to retirement, the overall workforce participation rate decreases. It is worth mentioning that the participation rate of older workers has been increasing in the past ten years, but it is still significantly lower than those of the young adult and middle-aged groups.

Workers in older age brackets and those who are retirement age, compose a considerable proportion of Trinity County's population. The older worker population (55 to 64 years of age) was estimated to be 2,397 in 2018, which is equivalent to 19% of the county's population.[7] A large number of these older workers are expected to retire in the next ten years. Even more notably, those who are 65 years and older were estimated to total 3,375, equivalent to 27% of the county's population.

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[4] U.S. Bureau of Labor Statistics, 1998.4-2018.4. http://www.bls.gov/data/

[5] December of 2018 was used as comparison throughout the 1998-2008 timeframe.

[6] For example, in 2015 the national labor force participation rate for individuals older than age 54 (40.0%) was significantly lower than for those between the ages of 25 and 54 (81.3%).

Trinity County Unemployment Rates: 2008-2018 Annual Averages
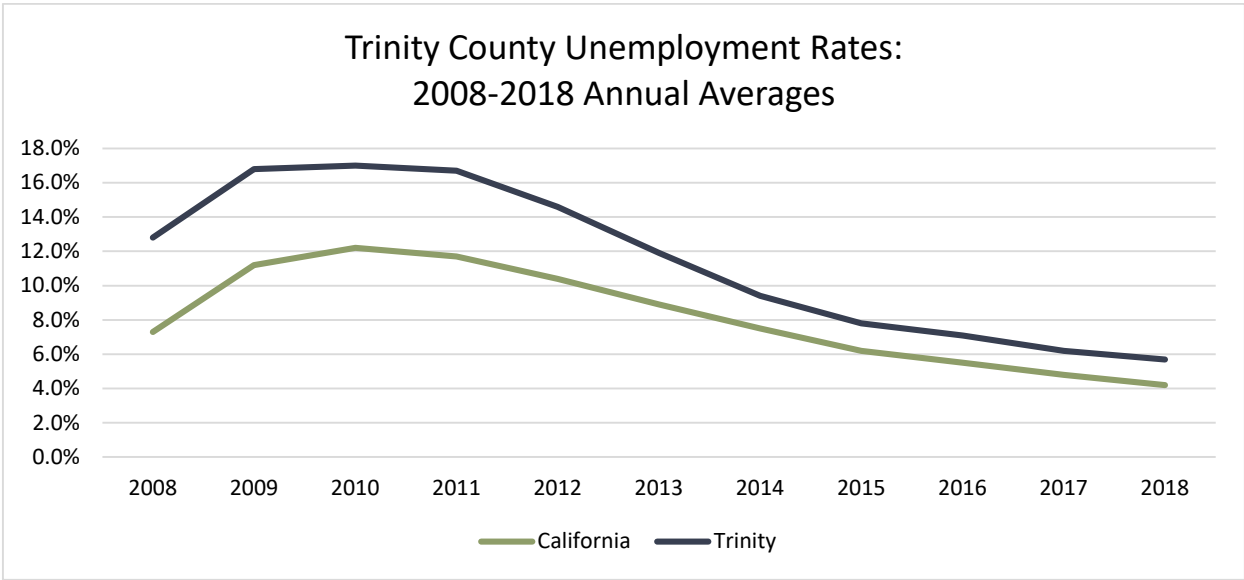
Generally, unemployment tends to spike during recessions and following major layoffs, eventually settling to a more normal and stable rate as individuals adjust to the new availability of employment opportunities. Prolonged periods of unusually high unemployment are typically a signal that the supply of workers is not in balance with demand for workers.

Since 2010, Trinity County's unemployment rate has continued to decline to 5.7% in 2018. The unemployment rate for the county has been higher than California over the period analyzed. The county's unemployment rate was at its highest point in 2010 when it topped 17.0%, compared to that of the state, 12.2%.

INDUSTRY SECTOR ANALYSIS

To this point, the analysis of Trinity County has focused on the socioeconomic characteristics of the region's population. Socioeconomic data are useful in understanding the economy, but to truly comprehend economic dynamics we must also analyze industry data. Industry data are classified according to the types of goods and services that are rendered by businesses. These data indicate past and projected growth trends by sector and reveal sectors in which Trinity County is well suited to be competitive.

A chart and several tables are displayed related to industry data. Each of the figures provide data that descend in order according to 2018 employment. Other data displayed include: employment growth over the past five years, forecasted growth over the next five years, growth due to competitive effect (CE), and location quotient (LQ).

The *competitive effect* helps to determine the amount of job growth that occurred due to the county's competitive advantages as compared to the national growth in general and the national growth rate for each sector. In other words, a positive number indicates that the county experienced more growth than was expected.

Location Quotient (LQ) measures how concentrated or specialized an industry is in a particular county and helps to demonstrate what makes a particular county's economy unique. A number greater than 1.25 indicates that the particular sector is considerably more concentrated than the national average. It also typically indicates that local demand for the products and/or services produced by that industry have been met and the industry is likely exporting products and/or services outside of the county. In other words, these may be industries that are bringing money into the county, rather that circulating money already present within the county.[8]

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[8] Data from this section are from Economic Modeling Specialists International (EMSI), 2019.2 Class of Worker.

Industry Mix

The broad industry sectors in Trinity County employing the most workers are Government (1,050; 31%); Health Care and Social Assistance (432; 13%); Retail Trade (397; 12%); and Accommodation and Food Services (329; 10%).

Government, which has the greatest number of jobs in 2018, experienced the greatest decline in jobs over the last five years (195). This dip in numbers is more than all other industries combined that experienced jobs declines over the last five years. The trend is projected to continue over the next five years as Government is projected to experience a decline in 98 jobs. Health Care and Social Assistance experienced the greatest increase in jobs over the last five years (178 jobs) and is also projected to experience the greatest increase in jobs by 2023.

Trinity County Jobs 2-digit Industry Sector

Industry Sector	2018 Jobs
Government	1,050
Health Care and Social Assistance	432
Retail Trade	397
Accommodation and Food Services	329
Manufacturing	238
Construction	221
Other Services (except Public Administration)	158
Professional, Scientific, and Technical Services	135
Administrative and Support and Waste…	86
Arts, Entertainment, and Recreation	56
Agriculture, Forestry, Fishing and Hunting	43
Finance and Insurance	38
Information	34
Real Estate and Rental and Leasing	26
Transportation and Warehousing	22
Mining, Quarrying, and Oil and Gas Extraction	21
Utilities	15
Wholesale Trade	15
Educational Services	12
Unclassified Industry	11

Legend: ■ 2008 Jobs ■ 2018 Jobs ■ 2023 Jobs

Looking deeper into job change in the county, competitive effect reveals how many jobs were created or retained due uniquely to characteristics of Trinity County. According to these data, Health Care and Social Assistance is the strongest (adding 151 jobs due to competitive effect). Others that performed better in Trinity County than other regions in the United States include Professional, Scientific, and Technical Services (28 jobs); and Other Services (except Public Administration) (16 jobs).

Industries with the strongest location quotient score in Trinity County include Government (2.09); Mining, Quarrying, and Oil and Gas Extraction (1.54); and Utilities (1.33).

Industry	2013 Jobs	2018 Jobs	Change 2013 – 2018	% Change 2013-2018	Change 2018-2023	% Change 2018-2023	2018 LQ	Comp. Effect
Government	1,245	1,050	(195)	(16%)	(98)	(9%)	2.09	(220)
Health Care and Social Assistance	254	432	178	70%	111	26%	1.02	151
Retail Trade	392	397	5	1%	10	3%	1.18	(14)
Accommodation and Food Services	327	329	2	1%	10	3%	1.14	(41)
Manufacturing	216	238	22	10%	28	12%	0.90	11
Construction	233	221	(12)	(5%)	0	0%	1.19	(54)
Other Services (except Public Administration)	134	158	24	18%	23	15%	1.00	16
Professional, Scientific, and Technical Services	95	135	40	42%	39	29%	0.62	28
Administrative and Support and Waste Management and Remediation Services	68	86	18	26%	19	22%	0.41	11
Arts, Entertainment, and Recreation	62	56	(6)	(10%)	2	4%	0.96	(16)
Agriculture, Forestry, Fishing and Hunting	70	43	(27)	(39%)	0	0%	1.08	(28)
Finance and Insurance	49	38	(11)	(22%)	(6)	(16%)	0.28	(15)
Information	38	34	(4)	(11%)	9	26%	0.56	(6)
Real Estate and Rental and Leasing	25	26	1	4%	(1)	(4%)	0.46	(2)
Transportation and Warehousing	19	22	3	16%	5	23%	0.19	(0)
Mining, Quarrying, and Oil and Gas Extraction	21	21	0	0%	(7)	(33%)	1.54	4
Utilities	<10	15	Insf. Data	Insf. Data	4	27%	1.33	7
Wholesale Trade	15	15	0	0%	3	20%	0.12	(1)
Educational Services	<10	12	Insf. Data	Insf. Data	(1)	(8%)	0.14	9
Unclassified Industry	<10	11	Insf. Data	Insf. Data	7	64%	2.55	5
Management of Companies and Enterprises	0	0	0	0%	0	0%	0.00	0

Key Industries

The following table shows the 20 largest 4-digit North American Industrial Classification System (NAICS) industries in terms of employment in Trinity County in 2018. Of the top five key industries, three experienced significant declines in jobs over the last five years. Education and Hospitals (Local Government) experienced the greatest decline (170 jobs), followed by Federal Government, Civilian (48 jobs); and Restaurants and Other Eating Places (32 jobs). Projections into the next five years indicate similar trends across all key industries. Residential Building Construction, which experienced an increase in jobs over the last five years, is projected to experience a decrease in jobs by 2023.

Industry	2018 Jobs	Change 2013-2018	% Change 2013-2018	Projected Change 2018-2023	Projected % Change 2018-2023
Local Government, Excluding Education and Hospitals	456	13	3%	9	2%
Education and Hospitals (Local Government)	314	(170)	(35%)	(76)	(24%)
Federal Government, Civilian	222	(48)	(18%)	(36)	(16%)
Restaurants and Other Eating Places	187	(32)	(15%)	(15)	(8%)
Individual and Family Services	185	45	32%	45	24%
General Medical and Surgical Hospitals	152	152	Insf. Data	76	50%
Sawmills and Wood Preservation	144	9	7%	12	8%
Grocery Stores	135	(5)	(4%)	(8)	(6%)
Services to Buildings and Dwellings	73	20	38%	16	22%
Traveler Accommodation	69	4	6%	8	12%
Residential Building Construction	67	4	6%	(3)	(4%)
Building Material and Supplies Dealers	55	14	34%	10	18%
Gasoline Stations	50	(1)	(2%)	(2)	(4%)
Other Specialty Trade Contractors	49	(13)	(21%)	(6)	(12%)
Accounting, Tax Preparation, Bookkeeping, and Payroll Services	45	31	221%	25	56%
Direct Selling Establishments	43	16	59%	10	23%
Building Equipment Contractors	41	6	17%	4	10%
State Government, Excluding Education and Hospitals	40	13	48%	8	20%
Other Amusement and Recreation Industries	40	0	0%	5	13%
Automotive Repair and Maintenance	39	(1)	(3%)	(1)	(3%)

OCCUPATION ANALYSIS

An examination of occupational demand is separate and distinct from industry analysis because industries require a mix of occupations to function. For example, the Manufacturing sector employs occupations that might be traditionally defined as "manufacturing occupations" – called Production occupations at the broadest level of occupation classification. The Manufacturing sector, however, also employs managers, accountants, maintenance and repair personnel, and many other occupational categories necessary for the industry's operation. As a workforce development board, NoRTEC's mission is to serve individual job seekers and businesses more than driving forward industry-specific economic development. As such, it's important to understand the specific occupational roles that are required to keep local businesses functioning.

The occupational analysis that follows provides a view of the most critical occupations within the region from an overarching economic perspective and specifically related to some of the key industries that were highlighted previously.

Occupational Groups

Trinity County's top 2-digit Standard Occupational Classification (SOC) System categories include:

- Office and Administrative Support Occupations (380 jobs)
- Education, Training, and Library Occupations (318 jobs)
- Sales and Related Occupations (300 jobs)
- Food Preparation and Serving Related Occupations (263 jobs)

The median hourly earnings for all occupations range from $11.63/hr. for Food Preparation and Serving Related Occupations to $35.85/hr. for Legal Occupations.

As noted in the industry analysis section, location quotient scores can indicate fields where the county has a strong competitive advantage over other regions in United States. Occupational categories where Trinity County has a strong concentration of workers (above an LQ of 1.25) include

- Life, Physical, and Social Science Occupations (4.18)
- Protective Service Occupations (2.02)
- Farming, Fishing, and Forestry Occupations (1.94)
- Education, Training, and Library Occupations (1.68)
- Personal Care and Service Occupations (1.49)
- Construction and Extraction Occupations (1.45)
- Community and Social Service Occupations (1.41)

These are the occupation groups for which the region is highly specialized.

Broad Occupation Mix

Occupation	2018 Employment	% of Total Employment	Median Hourly Earning	2018 Location Quotient
Office and Administrative Support Occupations	380	11.4%	$16.33	0.78
Education, Training, and Library Occupations	318	9.5%	$19.88	1.68
Sales and Related Occupations	300	9.0%	$12.73	0.91
Food Preparation and Serving Related Occupations	263	7.9%	$11.63	0.94
Construction and Extraction Occupations	221	6.6%	$15.25	1.45
Personal Care and Service Occupations	214	6.4%	$11.79	1.49
Management Occupations	205	6.2%	$26.17	1.09
Transportation and Material Moving Occupations	196	5.9%	$16.42	0.86
Protective Service Occupations	151	4.5%	$26.98	2.02
Healthcare Practitioners and Technical Occupations	151	4.5%	$30.66	0.82
Building and Grounds Cleaning and Maintenance Occupations	147	4.4%	$13.05	1.19
Production Occupations	139	4.2%	$19.37	0.71
Installation, Maintenance, and Repair Occupations	123	3.7%	$18.73	0.94
Business and Financial Operations Occupations	119	3.6%	$26.89	0.69
Life, Physical, and Social Science Occupations	115	3.4%	$19.77	4.18
Community and Social Service Occupations	78	2.3%	$18.17	1.41
Arts, Design, Entertainment, Sports, and Media Occupations	54	1.6%	$19.20	0.88
Farming, Fishing, and Forestry Occupations	48	1.4%	$15.86	1.94
Healthcare Support Occupations	45	1.3%	$14.33	0.49
Architecture and Engineering Occupations	25	0.7%	$30.80	0.43
Computer and Mathematical Occupations	22	0.7%	$29.44	0.23
Legal Occupations	15	0.5%	$35.87	0.55
Military-only occupations	<10	Insf. Data	Insf. Data	0.44

Top Occupations by Employment

The following table displays the top occupational by total employment for the slightly more specific group of 4-digit Standard Occupational Classification (SOC) Codes. Median hourly earnings for these occupations range from $11.38 for Personal Care Aides to $36.67 for Registered Nurses. Several of the top occupations at the 4-digit SOC level have experienced a decline in jobs over the last five years and nearly all are projected to continue that trend into 2023. Only Fast Food and Counter Workers; First-Line Supervisors of Sales Workers; are Construction Laborers; have experienced declines between 2013-2018 and are projected to experience increases between 2018-2023.
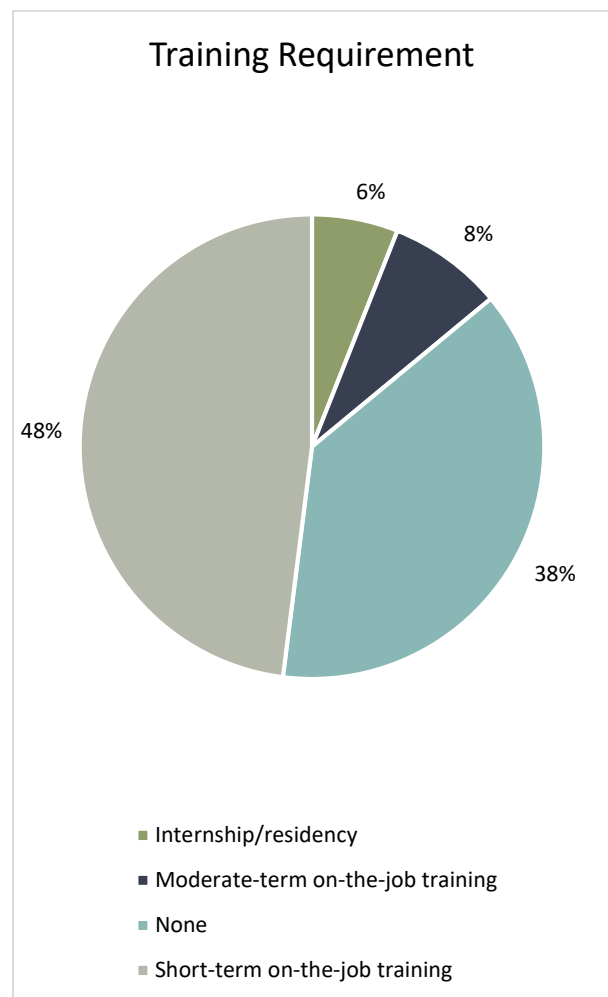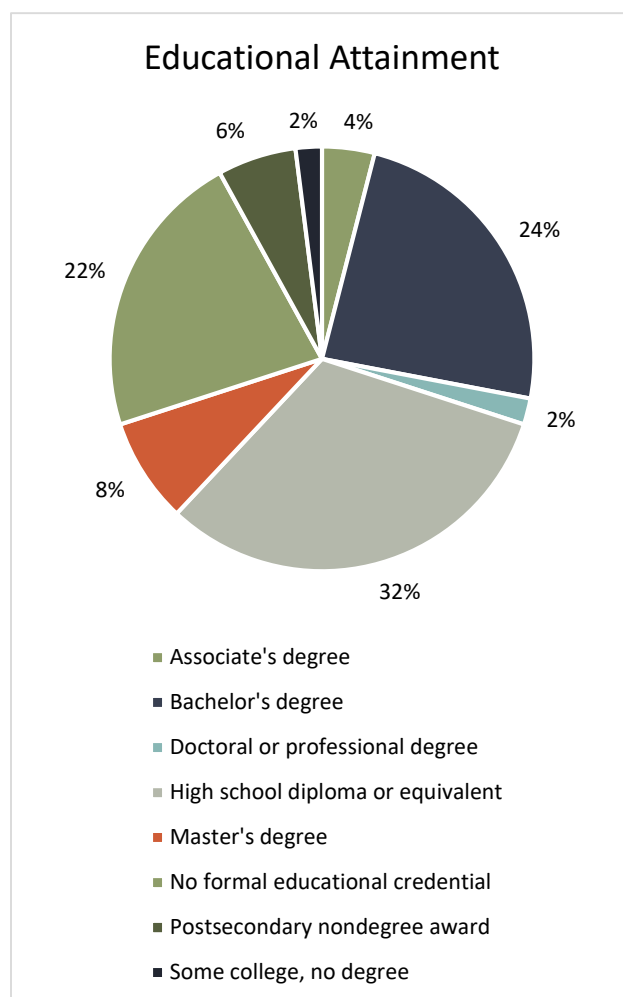
Occupations with the most projected annual openings include Cashiers (27 openings); Personal Care Aides (18 openings); Fast Food and Counter Workers (17 openings); and Building Cleaning Workers (13 openings). Though these occupations are projected to have the greatest number of annual openings, not a single one has a median hourly earning above $12.00, which may have an impact on the local economy.

Occupation	2018 Employment	Change 2013-2018		Projected Change 2018-2023		Projected Annual Openings	Median Hourly Earnings
Cashiers	125	(6)	(5%)	(8)	(6%)	27	$11.53
Personal Care Aides	87	35	67%	18	21%	18	$11.38
Miscellaneous Teachers and Instructors	86	(45)	(34%)	(18)	(21%)	12	$14.17
Fast Food and Counter Workers	85	(1)	(1%)	2	2%	17	$11.22
Miscellaneous Life, Physical, and Social Science Technicians	80	(12)	(13%)	(9)	(11%)	11	$17.41
Secretaries and Administrative Assistants	78	11	16%	7	9%	11	$16.18
Elementary and Middle School Teachers	68	(32)	(32%)	(16)	24%)	6	$32.29
Grounds Maintenance Workers	67	14	26%	13	19%	12	$13.23
Building Cleaning Workers	66	3	5%	7	11%	13	$11.80
Laborers and Material Movers, Hand	64	0	0%	7	11%	11	$13.27
Cooks	59	(6)	(9%)	(3)	(5%)	10	$12.04
Driver/Sales Workers and Truck Drivers	59	6	11%	8	14%	10	$19.63
Teacher Assistants	59	(15)	(20%)	(10)	(17%)	7	$13.44
Retail Salespersons	59	12	26%	9	15%	12	$12.85
Secondary School Teachers	53	(23)	(30%)	(12)	23%)	4	$27.09
Office Clerks, General	49	7	17%	4	8%	7	$15.16
First-Line Supervisors of Sales Workers	48	(2)	(4%)	2	4%	6	$14.56
Registered Nurses	46	36	360%	20	43%	9	$37.67
Construction Laborers	45	(3)	(6%)	1	2%	7	$13.44
Carpenters	43	(4)	(9%)	(2)	(5%)	8	$14.45

Education & Training Requirements for High Demand Jobs

The top high demand jobs in Trinity County include Registered Nurses; Personal Care Aides; Landscaping and Groundskeeping Workers; and Retail Salespersons. Of the top high demand jobs in the county, 54% require either a high school diploma or equivalent or no formal education. Nearly half the top high demand jobs in the county require some type of short-term on-the-job training, though 38% require no training.

Average hourly earnings for high demand jobs range from $11.93/hr. for Maids and Housekeeping Cleaners to $38.84/hr. for General and Operations Managers. Over half of the high demand jobs earn an hourly wage above $15.00/hr. The average hourly earnings of the top five high demand jobs range from $11.98/hr. for Personal Care Aides to $36.33 for Registered Nurses. The latter, which is the top high demand job for Trinity County, has one of the most competitive hourly wages for all high demand occupations, making it an appealing occupation for future workforce.

Educational Attainment

- Associate's degree
- Bachelor's degree
- Doctoral or professional degree
- High school diploma or equivalent
- Master's degree
- No formal educational credential
- Postsecondary nondegree award
- Some college, no degree

Training Requirement

- Internship/residency
- Moderate-term on-the-job training
- None
- Short-term on-the-job training

Description	2023 Jobs	Change 2018 - 2023	Annual Openings	Avg. Hourly Earnings	Typical Entry Level Education	Typical On-The-Job Training
Registered Nurses	66	20	7	$36.33	Bachelor's degree	None
Personal Care Aides	105	18	17	$11.98	High school diploma or equivalent	Short-term on-the-job training
Landscaping and Groundskeeping Workers	70	11	10	$13.71	No formal educational credential	Short-term on-the-job training
Retail Salespersons	68	9	11	$13.79	No formal educational credential	Short-term on-the-job training
Accountants and Auditors	33	8	4	$28.14	Bachelor's degree	None
Heavy and Tractor-Trailer Truck Drivers	45	6	6	$22.88	Postsecondary nondegree award	Short-term on-the-job training
Social and Human Service Assistants	29	5	4	$18.86	High school diploma or equivalent	Short-term on-the-job training
Emergency Medical Technicians and Paramedics	28	5	2	$15.03	Postsecondary nondegree award	None
General and Operations Managers	48	5	5	$38.84	Bachelor's degree	None
Maids and Housekeeping Cleaners	43	5	6	$11.93	No formal educational credential	Short-term on-the-job training
Bartenders	22	4	4	$16.84	No formal educational credential	Short-term on-the-job training
Bookkeeping, Accounting, and Auditing Clerks	44	4	6	$17.61	Some college, no degree	Moderate-term on-the-job training
Laborers and Freight, Stock, and Material Movers, Hand	41	4	6	$14.50	No formal educational credential	Short-term on-the-job training
Office Clerks, General	53	4	7	$15.64	High school diploma or equivalent	Short-term on-the-job training
Medical Secretaries	18	4	2	$16.53	High school diploma or equivalent	Moderate-term on-the-job training
First-Line Supervisors of Office and Administrative Support Workers	26	3	3	$21.55	High school diploma or equivalent	None
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	53	3	6	$16.59	High school diploma or equivalent	Short-term on-the-job training

Description	2023 Jobs	Change 2018 - 2023	Annual Openings	Avg. Hourly Earnings	Typical Entry Level Education	Typical On-The-Job Training
Nursing Assistants	14	3	2	$14.09	Postsecondary nondegree award	None
Managers, All Other	40	3	3	$25.89	Bachelor's degree	None
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	29	2	4	$14.80	No formal educational credential	Short-term on-the-job training

Industry and Occupation Connections

Industries drive economic growth, but the fuel that enables those industries to function are its workforce. Considering the importance of talent to supporting key regional industries, it is worth exploring the connections between significant industries and the occupations that are most critical to those industries.

The following table identifies the top ten high demand occupations by 5-digit SOC codes and how they are connected to some of the region's key industries (2-digit NAICS). Note that four of the top ten occupations are tied to the Health Care and Social Assistance industry.

Connection between Top Occupations and Key Industries	
Top Occupation	Key Industries
Registered Nurses	• Health Care and Social Assistance
Personal Care Aides	• Health Care and Social Assistance
Landscaping and Groundskeeping Workers	• Administrative and Support and Waste Management and Remediation Services
Retail Salespersons	• Retail Trade
Accountants and Auditors	• Professional, Scientific, and Technical Services
Heavy and Tractor-Trailer Truck Drivers	• Insf. Data
Social and Human Service Assistants	• Health Care and Social Assistance
Emergency Medical Technicians and Paramedics	• Health Care and Social Assistance
General and Operations Managers	• Insf. Data
Maids and Housekeeping Cleaners	• Accommodation and Food Services

DETAILED INDUSTRY ANALYSIS

The following section provides an in-depth look at 4-digit NAICS sectors that are important to the Trinity County economy. These industry sectors include: Health Care; Manufacturing; and Tourism. For each of these sectors the top employing sub-sectors are listed by 4-digit NAICS code, as well as the staffing patterns for each sector. Staffing patterns data show the top employing occupations at the 4-digit SOC level, along with past and projected growth, competitive effect, location quotient and average earnings.

Employment for Top Health Care Industries

The largest employing Health Care sectors in Trinity County are Individual and Family Services (185 jobs); and General Medical and Surgical Hospitals (152 jobs). The third largest employing Health Care sector in the county had nearly 120 less jobs than the second largest sector. The top two largest sectors are also projected to add the most jobs between 2018-2023 with General Medical and Surgical Hospitals adding the most (76 jobs). Health Care sectors with a high LQ score (above 1.25) include Other Ambulatory Health Care Services (4.21); Individual and Family Services (3.47); and General Medical and Surgical Hospitals. The latter has the highest average earnings of any Health Care sector in Trinity County ($59,274). The lowest average earnings are associated with Child Day Care Services ($18,529), which is projected to experience the greatest decline in jobs over the next five years.

Industry	2018 Jobs	'13-'18 Change	CE '13-'18	'18-'23 Change	CE '18-'23	'18 LQ	Average Earnings
Individual and Family Services	185	45	8	45	3	3.47	$19,046
General Medical and Surgical Hospitals	152	152	152	76	69	1.57	$59,274
Other Ambulatory Health Care Services	30	13	10	5	1	4.21	$34,109
Child Day Care Services	26	4	4	(3)	(4)	1.03	$18,529
Offices of Other Health Practitioners	15	(2)	(5)	2	(1)	0.71	$55,635
Offices of Physicians	13	(13)	(14)	Insf. Data	(10)	0.24	$43,056
Community Food and Housing, and Emergency and Other Relief Services	<10	Insf. Data	(18)	Insf. Data	(2)	1.14	Insf. Data
Home Health Care Services	<10	Insf. Data	(1)	Insf. Data	(1)	0.05	Insf. Data
Offices of Dentists	<10	Insf. Data	(7)	Insf. Data	(3)	0.22	Insf. Data
Other Residential Care Facilities	0	0	0	0	0	0.00	$0
Vocational Rehabilitation Services	0	0	0	0	0	0.00	$0
Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	0	0	0	0	0	0.00	$0
Psychiatric and Substance Abuse Hospitals	0	0	0	0	0	0.00	$0
Outpatient Care Centers	0	0	0	0	0	0.00	$0
Medical and Diagnostic Laboratories	0	0	0	0	0	0.00	$0

Staffing Patterns for Health Care

The top four highest employment 4-digit SOC categories for this industry sector include: Personal Care Aids (84 jobs); Registered Nurses (39 jobs); Secretaries and Administrative Assistants (23 jobs); and Emergency Medical Technicians and Paramedics (20 jobs). Over the last five years, only two occupations experienced a decrease in jobs: Dental Hygienists (2 jobs) and Childcare Workers (1 jobs). The latter is the only occupation projected to experience a decline in jobs over the next five years (3). Median hourly earnings for Health Care occupations range from $10.50/hr. for Childcare Workers to $54.81 for Dental Hygienists.

Occupation	2018 Employment	Change 2013-2018		Projected Change 2018-2023		Median Hourly Earnings
Personal Care Aides	84	35	71%	19	23%	$11.38
Registered Nurses	39	36	1,200%	20	51%	$37.67
Secretaries and Administrative Assistants	23	10	77%	4	17%	$16.18
Emergency Medical Technicians and Paramedics	20	11	122%	4	20%	$13.25
Childcare Workers	19	(1)	(5%)	(3)	16%)	$10.50
Miscellaneous Community and Social Service Specialists	16	0	0%	4	25%	$16.46
Miscellaneous Healthcare Support Occupations	15	4	36%	2	13%	$15.81
Counselors	12	2	20%	4	33%	$19.57
Nursing, Psychiatric, and Home Health Aides	12	2	20%	6	50%	$12.80
Nurse Practitioners	<10	1	100%	0	0%	$48.60
Miscellaneous Health Practitioners and Technical Workers	<10	0	0%	0	0%	$27.34
Therapists	<10	7	233%	4	40%	$36.72
Miscellaneous Health Diagnosing and Treating Practitioners	<10	0	0%	1	100%	$26.92
Physician Assistants	<10	0	0%	0	0%	$54.68
Dental Hygienists	<10	(2)	(67%)	0	0%	$54.81
Medical Records and Health Information Technicians	<10	2	200%	1	33%	$20.16
Miscellaneous Health Technologists and Technicians	<10	1	Insf. Data	1	100%	$24.47
Licensed Practical and Licensed Vocational Nurses	<10	2	100%	1	25%	$22.30
Health Practitioner Support Technologists and Technicians	<10	4	Insf. Data	2	50%	$19.23
Diagnostic Related Technologists and Technicians	<10	5	500%	3	50%	$40.17

Employment for Top Manufacturing Industries

The top Manufacturing industry in Trinity County is Sawmills and Wood Preservation, which represents over half of all industry jobs in the county. Over the last five years, Clay Product and Refractory Manufacturing experienced the greatest decline in jobs (11), followed by Beverage Manufacturing (11 jobs). Sawmills and Wood Preservation has an incredibly high LQ score of 71.92 and has the county's second highest average earnings at $78,994 behind only Beverage Manufacturing ($89,103).

Industry	2018 Jobs	'13-'18 Change	CE '13-'18	'18-'23 Change	CE '18-'23	'18 LQ	Average Earnings
Sawmills and Wood Preservation	144	9	(2)	12	9	71.92	$78,994
Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	19	19	19	3	3	2.50	$56,159
Architectural and Structural Metals Manufacturing	16	16	16	6	5	2.04	$55,041
Beverage Manufacturing	16	(3)	(10)	0	(2)	2.90	$89,103
Glass and Glass Product Manufacturing	12	Insf. Data	10	4	5	6.48	$44,821
Printing and Related Support Activities	<10	Insf. Data	0	Insf. Data	(0)	0.17	Insf. Data
Clay Product and Refractory Manufacturing	<10	Insf. Data	(11)	Insf. Data	(0)	3.09	Insf. Data
Cement and Concrete Product Manufacturing	<10	Insf. Data	2	Insf. Data	1	0.66	Insf. Data
Other General Purpose Machinery Manufacturing	<10	Insf. Data	0	Insf. Data	(0)	0.17	Insf. Data
Other Nonmetallic Mineral Product Manufacturing	<10	Insf. Data	4	Insf. Data	1	2.38	Insf. Data
Other Wood Product Manufacturing	<10	Insf. Data	6	Insf. Data	2	1.88	Insf. Data
Soap, Cleaning Compound, and Toilet Preparation Manufacturing	<10	Insf. Data	(4)	Insf. Data	(0)	0.33	Insf. Data
Other Miscellaneous Manufacturing	<10	Insf. Data	(0)	Insf. Data	0	0.97	Insf. Data
Cut and Sew Apparel Manufacturing	<10	Insf. Data	0	Insf. Data	0	0.62	Insf. Data
Household and Institutional Furniture and Kitchen Cabinet Manufacturing	<10	Insf. Data	(3)	Insf. Data	(1)	0.21	Insf. Data

Staffing Patterns for Manufacturing

The top Manufacturing occupations in Trinity County include Laborers and Material Movers, Hand (29 jobs); Miscellaneous Production Works (18 jobs); Industrial Truck and Tractor Operators (13 jobs); Logging Workers (13 jobs); and Driver/Sales Workers and Truck Drivers (11 jobs). Only two Manufacturing occupations in Trinity County experienced a decline in jobs over the last five years: Cabinetmakers and Bench Carpenters (10 jobs); and Laborers and Material Movers, Hand (1 jobs). Projections into 2023 indicate all Manufacturing occupations will either stay stagnant or increase in jobs. Median hourly earnings for Manufacturing occupations range from $13.27/hr. for Laborers and Material Movers, Hand to $30.50/hr. for Conservation Scientists and Foresters.

Occupation	2018 Employment	Change 2013-2018		Projected Change 2018-2023		Median Hourly Earnings
Laborers and Material Movers, Hand	29	(1)	(3%)	3	10%	$13.27
Miscellaneous Production Workers	18	3	20%	3	17%	$14.20
Industrial Truck and Tractor Operators	13	3	30%	1	8%	$15.47
Logging Workers	13	3	30%	1	8%	$16.99
Driver/Sales Workers and Truck Drivers	11	0	0%	2	18%	$19.63
Drafters	<10	0	0%	1	Insf. Data	$27.88
Printing Workers	<10	0	0%	0	0%	$17.85
Receptionists and Information Clerks	<10	1	Insf. Data	0	0%	$13.34
Sewing Machine Operators	<10	0	0%	0	0%	$15.54
Security Guards and Gaming Surveillance Officers	<10	0	0%	0	0%	$14.08
Machine Tool Cutting Setters, Operators, and Tenders, Metal and Plastic	<10	2	Insf. Data	0	0%	$15.37
Computer Control Programmers and Operators	<10	2	Insf. Data	0	0%	$16.43
Machinists	<10	2	Insf. Data	0	0%	$27.29
Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	<10	0	0%	0	0%	$14.77
Welding, Soldering, and Brazing Workers	<10	3	300%	1	25%	$20.43
Conservation Scientists and Foresters	<10	0	0%	0	0%	$30.50
Tailors, Dressmakers, and Sewers	<10	0	0%	0	0%	$12.37
Cabinetmakers and Bench Carpenters	<10	(10)	(91%)	0	0%	$18.52
Chemical Processing Machine Setters, Operators, and Tenders	<10	0	0%	0	0%	$19.76
Miscellaneous Plant and System Operators	<10	0	0%	0	0%	$13.71

Employment for Top Tourism Industries

The top Tourism industry in Trinity County, Restaurants and Other Eating Places, has the lowest average earnings of all tourism sectors in the county at $17,900. This sector has also experienced the greatest decrease in jobs over the last five years and is projected to continue that trend into 2023. Drinking Places (Alcoholic Beverages) experienced the greatest increase in jobs between 2013-2018 (16 jobs) and is projected to add the most into 2023 (11 jobs). Though the average earnings is slightly above Restaurants and Other Eating Places, this sector as a high LQ score of 20.99.

Industry	2018 Jobs	'13-'18 Change	CE '13-18'	'18-'23 Change	CE '18-23	'18 LQ	Average Earnings
Restaurants and Other Eating Places	187	(32)	(62)	(15)	(29)	0.85	$17,900
Traveler Accommodation	69	4	(2)	8	6	1.73	$23,527
Other Amusement and Recreation Industries	40	0	(7)	5	2	1.34	$22,606
Drinking Places (Alcoholic Beverages)	35	16	14	11	11	4.21	$18,522
RV (Recreational Vehicle) Parks and Recreational Camps	30	13	10	6	3	20.99	$23,845
Independent Artists, Writers, and Performers	10	(2)	(3)	Insf. Data	(2)	1.63	$20,913
Amusement Parks and Arcades	<10	Insf. Data	1	Insf. Data	0	0.28	Insf. Data
Special Food Services	<10	Insf. Data	(1)	Insf. Data	(1)	0.47	Insf. Data
Other Support Services	<10	Insf. Data	1	Insf. Data	1	0.16	Insf. Data
Travel Arrangement and Reservation Services	<10	Insf. Data	(0)	Insf. Data	0	0.20	Insf. Data

Staffing Patterns for Tourism[9]

Within the Tourism industry in Trinity County, the top occupations include Fast Food and Counter Workers (72 jobs); Cooks (48 jobs); Waiters and Waitresses (29 jobs); and Building Cleaning Workers (27 jobs). Tourism occupations that experienced a decrease in jobs over the last five years greater than one include Waiters and Waitresses (10 jobs); Dishwashers (6 jobs); and Cooks (5 jobs). Each of these jobs earn less than $12.05/hr., however, Recreation and Fitness Workers, which experienced the greatest increase in jobs between 2013-2018 has a median hourly earning of $15.57/hr. The median hourly earnings for all Tourism occupations in Trinity County range from $10.37/hr. for Artists and Related Workers to $19.88/hr. for Actors, Producers, and Directors.

Occupation	2018 Employment	Change 2013-2018		Projected Change 2018-2023		Median Hourly Earnings
Fast Food and Counter Workers	72	3	4%	2	3%	$11.22
Cooks	48	(5)	(9%)	(3)	(6%)	$12.04
Waiters and Waitresses	29	(10)	(26%)	(3)	(10%)	$12.01
Building Cleaning Workers	27	1	4%	4	15%	$11.80
Bartenders	17	4	31%	4	24%	$12.96
Supervisors of Food Preparation and Serving Workers	17	0	0%	0	0%	$13.55
Recreation and Fitness Workers	14	5	56%	2	14%	$15.57
Dishwashers	12	(6)	(33%)	(2)	(17%)	$11.46
Cashiers	12	1	9%	0	0%	$11.53
Artists and Related Workers	<10	(1)	(33%)	0	0%	$10.37
Miscellaneous Food Preparation and Serving Related Workers	<10	1	Insf. Data	0	0%	$10.92
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	<10	(1)	(20%)	(1)	(25%)	$11.91
First-Line Supervisors of Building and Grounds Cleaning and Maintenance Workers	<10	0	0%	0	0%	$15.52
Grounds Maintenance Workers	<10	0	0%	1	17%	$13.23
Ushers, Lobby Attendants, and Ticket Takers	<10	0	0%	0	0%	$11.41
Gaming Services Workers	<10	0	0%	0	0%	$17.23
Nonfarm Animal Caretakers	<10	(1)	(100%)	0	0%	$12.15
First-Line Supervisors of Personal Service Workers	<10	0	0%	0	0%	$17.41
Dining Room and Cafeteria Attendants and Bartender Helpers	<10	(1)	(11%)	0	0%	$10.81
Actors, Producers, and Directors	<10	0	0%	0	0%	$19.88

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[9] The Tourism industry crosses over several industries, including NAICS 48 (Transportation and Warehousing); 56 (Administrative and Support Services); 71 (Arts, Entertainment, and Recreation; and 72 (Accommodation and Food Services).

APPENDIX

Data Sources and Glossary of Key Terms

Data Sources

All data and analysis for this report are directly or indirectly derived from information provided by either the U.S. Bureau of the Census or U.S. Bureau of Labor Statistics:

- Economic Modeling Specialists International (EMSI), 2018.4 Class of Worker data (based on the U.S. Quarterly Census of Employment and Wages) and general demographic estimates
- U.S. Census American Community Survey 2012-2016 Estimates
- U.S. Census OnTheMap

Competitive Effect

Used in conjunction with "Shift-Share Analysis" techniques[10], *The Competitive Effect* metric seeks to isolate the influence of local dynamics from the influence of non-local factors on industries' employment growth or decline. A positive number indicates that the study area experienced more growth within a particular industry than would have been expected from non-local trends; the magnitude of *The Competitive Effect* indicates the strength of the purely local influence on the industry's employment change.

Location Quotient

Location Quotient (LQ) measures the relative importance of an industry's employment to a particular region, and uses the straightforward formula:

LQ = [% of total local employment/% of total national employment]

Location Quotients are one of the most common and important indicators of local economic characteristics; LQ's greater than 1.25 are typically considered to be the threshold for identifying an industry as especially relatively strong.

NAICS Codes (The North American Industry Classification System)

NAICS is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. The numbering structure is hierarchical in nature, meaning that fewer digits are broader in their meaning, while longer (up to six) digits provider greater specificity.

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[10] 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. Shift share helps answer why employment is growing or declining in a regional industry, cluster, or occupation.

SOC Codes (Standard Occupational Classification)

The 2000 Standard Occupational Classification (SOC) System was developed in response to a growing need for a universal occupational classification system. Such a classification system allows government agencies and private industry to produce comparable data. Users of occupational data include government program managers, industrial and labor relations practitioners, students considering career training, job seekers, vocational training schools, and employers wishing to set salary scales or locate a new plant. It is used by federal agencies collecting occupational data, providing a standard means to compare such data across agencies. It is designed to cover all occupations in which work is performed for pay or profit, reflecting the current occupational structure in the United States.

As with NAICS, the SOC coding structure is hierarchical, with fewer digits provide broad data (occupational categories), while larger provide more specific data (specific professions).

Industry Sector Definitions

Health Care

NAICS	Description
6241	Individual and Family Services
6211	Offices of Physicians
6214	Outpatient Care Centers
6212	Offices of Dentists
6242	Community Food and Housing, and Emergency and Other Relief Services
6244	Child Day Care Services
6213	Offices of Other Health Practitioners
6219	Other Ambulatory Health Care Services
6233	Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly
6215	Medical and Diagnostic Laboratories
6216	Home Health Care Services
6243	Vocational Rehabilitation Services
6239	Other Residential Care Facilities
6222	Psychiatric and Substance Abuse Hospitals
6221	General Medical and Surgical Hospitals
6223	Specialty (except Psychiatric and Substance Abuse) Hospitals
6231	Nursing Care Facilities (Skilled Nursing Facilities)
6232	Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities

Manufacturing

NAICS	Description
3111	Animal Food Manufacturing
3112	Grain and Oilseed Milling
3113	Sugar and Confectionery Product Manufacturing
3114	Fruit and Vegetable Preserving and Specialty Food Manufacturing
3115	Dairy Product Manufacturing
3116	Animal Slaughtering and Processing
3117	Seafood Product Preparation and Packaging
3118	Bakeries and Tortilla Manufacturing
3119	Other Food Manufacturing
3121	Beverage Manufacturing
3122	Tobacco Manufacturing
3131	Fiber, Yarn, and Thread Mills
3132	Fabric Mills
3133	Textile and Fabric Finishing and Fabric Coating Mills
3141	Textile Furnishings Mills
3149	Other Textile Product Mills
3151	Apparel Knitting Mills
3152	Cut and Sew Apparel Manufacturing

NAICS	Description
3159	Apparel Accessories and Other Apparel Manufacturing
3161	Leather and Hide Tanning and Finishing
3162	Footwear Manufacturing
3169	Other Leather and Allied Product Manufacturing
3211	Sawmills and Wood Preservation
3212	Veneer, Plywood, and Engineered Wood Product Manufacturing
3219	Other Wood Product Manufacturing
3221	Pulp, Paper, and Paperboard Mills
3222	Converted Paper Product Manufacturing
3231	Printing and Related Support Activities
3241	Petroleum and Coal Products Manufacturing
3251	Basic Chemical Manufacturing
3252	Resin, Synthetic Rubber, and Artificial and Synthetic Fibers and Filaments Manufacturing
3253	Pesticide, Fertilizer, and Other Agricultural Chemical Manufacturing
3254	Pharmaceutical and Medicine Manufacturing
3255	Paint, Coating, and Adhesive Manufacturing
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing
3259	Other Chemical Product and Preparation Manufacturing
3261	Plastics Product Manufacturing
3262	Rubber Product Manufacturing
3271	Clay Product and Refractory Manufacturing
3272	Glass and Glass Product Manufacturing
3273	Cement and Concrete Product Manufacturing
3274	Lime and Gypsum Product Manufacturing
3279	Other Nonmetallic Mineral Product Manufacturing
3311	Iron and Steel Mills and Ferroalloy Manufacturing
3312	Steel Product Manufacturing from Purchased Steel
3313	Alumina and Aluminum Production and Processing
3314	Nonferrous Metal (except Aluminum) Production and Processing
3315	Foundries
3321	Forging and Stamping
3322	Cutlery and Handtool Manufacturing
3323	Architectural and Structural Metals Manufacturing
3324	Boiler, Tank, and Shipping Container Manufacturing
3325	Hardware Manufacturing
3326	Spring and Wire Product Manufacturing
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing
3328	Coating, Engraving, Heat Treating, and Allied Activities
3329	Other Fabricated Metal Product Manufacturing

Tourism

NAICS	Description
7225	Restaurants and Other Eating Places
4841	General Freight Trucking
4931	Warehousing and Storage
7211	Traveler Accommodation
4842	Specialized Freight Trucking
5617	Services to Buildings and Dwellings
7113	Promoters of Performing Arts, Sports, and Similar Events
4922	Local Messengers and Local Delivery
5629	Remediation and Other Waste Management Services
5611	Office Administrative Services
7139	Other Amusement and Recreation Industries
4884	Support Activities for Road Transportation
7115	Independent Artists, Writers, and Performers
5614	Business Support Services
7224	Drinking Places (Alcoholic Beverages)
5616	Investigation and Security Services
5619	Other Support Services
7223	Special Food Services
5621	Waste Collection
4821	Rail Transportation