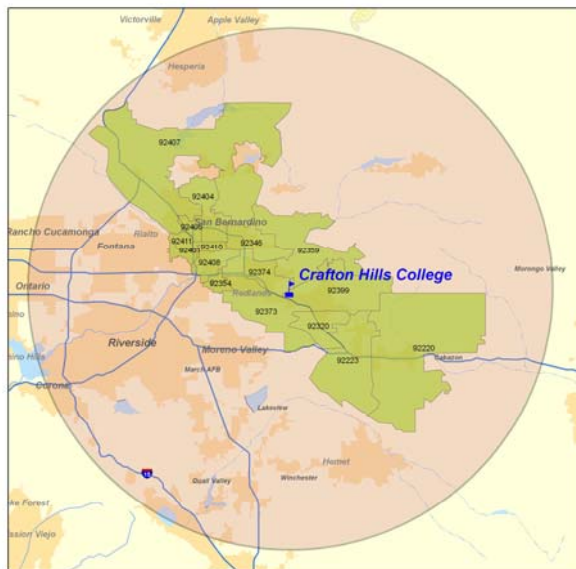




CRAFTON HILLS COLLEGE

ENVIRONMENTAL SCAN

APRIL 2008



CENTER OF EXCELLENCE, INLAND EMPIRE

San Bernardino Community College District
114 S. Del Rosa Drive,
San Bernardino, CA 92408
(909) 382-4037
kfleming@sbccd.edu
www.cccewd.net

INFORM

CONNECT

ADVANCE

Initiative of



Table of Contents

Table of Contents	2
Introduction	3
Demographic Profile & Growth Projections	4
GIS Map of CHC Feeder Cities by Population	5
Household Income Summary, 2007 and 2012	6
Household Income Summary, Grouped	7
Household Income Summary, Graphed	8
Gender and Race Characteristics	9
Student-age Population Projection	10
High School Graduates, 2006-2025	11
Students' Community College Choice	12
Top Ten Industries in Top Feeder Cities	13
Top Ten Industries Within 30-mile Radius of CHC	14
Industry & Occupational Projection, Zip Codes	15
GIS Map of CHC Zip Codes	16
Job Projections by Industry	17
Occupational Projections	19
Data Sources and Calculations	21

Introduction

This report explores the environment within Crafton Hills College (CHC) service area, including demographic characteristics of the surrounding areas, industrial composition analysis, as well as occupational and industry growth projections. The reports is aimed at assisting CHC administration in decision-making regarding future educational and training programs that would be appropriate and timely for the current demographic and economic situation in the area.

Concerning the geography analyzed in this report, the following applies:

- When maps, tables and charts refer to CHC Top Feeder Cities and their Zip codes – this is in regards to the 9 surrounding cities and their corresponding Zip codes that supply CHC with student headcounts greater than 100.
- When maps, tables and charts refer to 30-Mile radius from CHC – this is in regards to the area defined as a 30-mile ring around CHC and/or ZIP codes that fall into this ring.

This report contains information that was compiled from the InfoUSA employer listings and analyzed with the help of Environmental System Research Institute's (ESRI) GIS software application. Occupational and industry projections data was provided by Economic Modeling Specialists Inc. (EMSI).

About the Centers of Excellence

The Centers of Excellence (COE) are part of the Business and Workforce Performance Improvement (BWPI) initiative within the California Community College's Economic and Workforce Development Network. The regional COEs are focused on building the capacity of the community colleges in the area of economic and workforce development to enhance their ability to deliver education and training services to businesses and workers in high growth industries, new technologies, and other clusters of opportunities. Centers provide market intelligence regarding workforce trends, increasing awareness and visibility about the colleges economic and workforce development programs and services, and strategically develop partnerships with business and industry.

Important Disclaimer

All representations included in this report have been produced from a secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings. However, neither the Business and Workforce Performance Improvement, Centers of Excellence, COE host District or California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon this study including components or recommendations.

Demographic Profile & Growth Projections

Demographic Summary, 2007-2012*

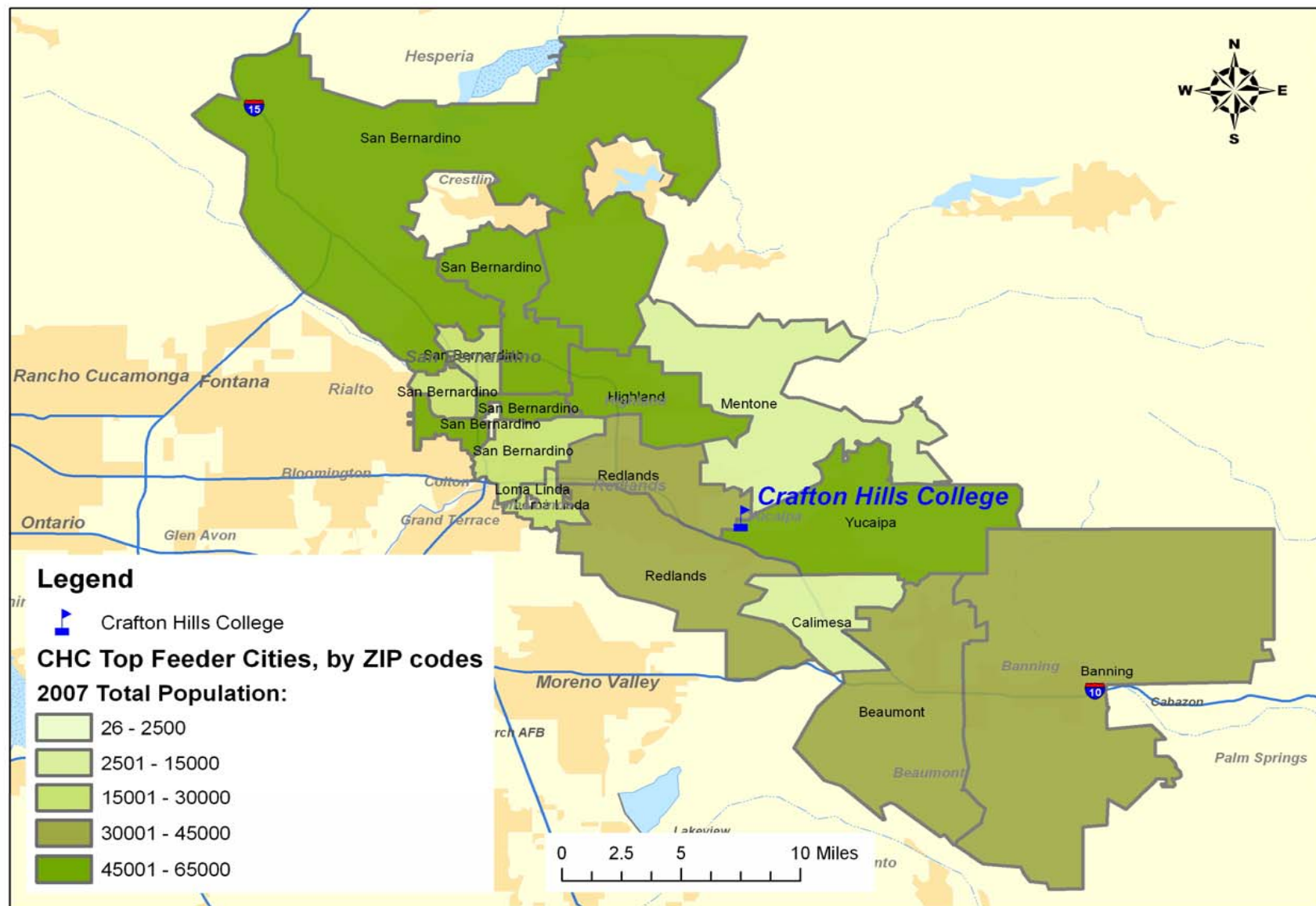
Top Nine Feeder Cities

Zip Code	City	Total Population			Total Households			Per Capita Income			Median Household Income			Median Age	
		2007	2012	Annual Growth Rate	2007	2012	Annual Growth Rate	2007	2012	Annual Growth Rate	2007	2012	Annual Growth Rate	2007	2012
92220	Banning	30,669	35,324	2.9%	11,492	13,325	3.0%	\$20,303	\$23,635	3.1%	\$39,839	\$45,629	2.7%	43	45.1
92223	Beaumont	30,040	43,969	7.9%	10,998	16,171	8.0%	\$20,999	\$23,747	2.5%	\$40,258	\$44,394	1.9%	41.7	41.8
92320	Calimesa	10,743	13,038	4.0%	4,901	6,031	4.2%	\$28,643	\$33,883	3.4%	\$47,437	\$54,146	2.7%	46.1	48.4
92346	Highland	55,419	62,932	2.6%	17,275	19,478	2.4%	\$24,457	\$29,769	4.0%	\$60,606	\$72,619	3.7%	34.1	34.4
92354	Loma Linda	21,858	24,357	2.2%	7,961	8,771	2.0%	\$24,749	\$29,690	3.7%	\$48,732	\$57,576	3.4%	34.2	35.6
92359	Mentone	8,330	9,256	2.1%	2,852	3,142	2.0%	\$22,497	\$26,242	3.1%	\$50,649	\$58,931	3.1%	32.9	33.2
92373	Redlands	33,426	37,101	2.1%	13,886	15,356	2.0%	\$37,131	\$44,561	3.7%	\$60,931	\$70,579	3.0%	40.8	41
92374	Redlands	42,720	47,328	2.1%	13,756	15,162	2.0%	\$22,877	\$26,804	3.2%	\$56,066	\$65,472	3.2%	32	32.9
	Redlands TOTAL	76,146	84,429	2.1%	27,642	30,518	2.0%	\$29,134	\$34,607	3.5%					
92399	Yucaipa	51,590	58,872	2.7%	18,500	20,982	2.5%	\$23,876	\$28,316	3.5%	\$49,156	\$57,508	3.2%	38.9	39.6
92404	San Bernardino	60,476	65,828	1.7%	18,752	20,259	1.6%	\$16,072	\$18,488	2.8%	\$37,240	\$42,144	2.5%	28.6	28.9
92405	San Bernardino	27,339	29,706	1.7%	8,182	8,801	1.5%	\$14,117	\$16,163	2.7%	\$35,942	\$40,829	2.6%	27.1	27.5
92407	San Bernardino	64,098	71,713	2.3%	19,064	21,235	2.2%	\$19,846	\$23,274	3.2%	\$52,210	\$61,413	3.3%	28.6	29.6
92408	San Bernardino	15,598	17,107	1.9%	4,293	4,698	1.8%	\$12,335	\$14,140	2.8%	\$28,784	\$32,528	2.5%	27.6	27.8
92410	San Bernardino	48,209	52,772	1.8%	12,739	13,828	1.6%	\$10,391	\$11,683	2.4%	\$27,232	\$30,572	2.3%	24.6	24.9
	San Bernardino TOTAL	215,720	237,126	1.9%	63,030	68,821	1.7%	\$15,406	\$17,816	3.0%					
Region TOTAL		500,515	569,303	2.6%	164,651	187,239	2.6%	\$20,816	\$24,545	3.4%					

Source: U.S. Census Bureau, 2007 through ESRI, Inc.

* 2012 data is projected

Crafton Hills College Top Nine Feeder Cities by Total Population, 2007



Source: ESRI, Inc.

Household Income Summary, 2007 and 2012

Household Income Groups, 2007

Top Nine Feeder Cities

Zip Code	City	Total Households	2007 Households w/Income <\$15,000 - \$74,999					Households w/Income <\$75,000 - \$249,999			Households w/Inc. \$250,000+		Median HH Income	Average HH Income
			Income <\$15,000	\$15,000- 24,999	\$30,000- 34,999	\$35,000- 49,999	\$50,000- 74,999	\$75,000- 99,999	\$100,000- 149,999	\$150,000- 249,999	\$250,000- 499,999	\$500,000+		
92220	Banning	11,492	1,734	1,739	1,627	1,764	2,235	1,231	799	279	70	14	\$39,839	\$52,383
92223	Beaumont	10,998	1,604	1,647	1,642	1,631	1,860	1,158	1,004	280	147	25	\$40,258	\$56,937
92320	Calimesa	4,901	457	696	672	750	976	679	441	143	73	14	\$47,437	\$62,353
92346	Highland	17,275	1,803	1,577	1,317	2,364	3,407	2,604	2,679	1,154	320	50	\$60,606	\$76,547
92354	Loma Linda	7,961	1,159	967	710	1,225	1,376	1,005	907	474	120	18	\$48,732	\$66,571
92359	Mentone	2,852	324	318	307	456	569	374	358	107	31	8	\$50,649	\$64,686
92373	Redlands	13,886	1,174	1,182	1,197	1,985	2,806	1,613	1,945	1,364	520	100	\$60,931	\$88,568
92374	Redlands	13,756	1,382	1,337	1,202	2,098	2,876	2,089	1,896	735	117	24	\$56,066	\$69,014
Redlands TOTAL		27,642	2,556	2,519	2,399	4,083	5,682	3,702	3,841	2,099	637	124		\$78,791
92399	Yucaipa	18,500	2,403	2,169	2,016	2,799	3,232	2,368	2,354	872	246	41	\$49,156	\$65,971
92404	San Bernardino	18,752	3,796	2,698	2,351	2,946	3,280	1,749	1,416	364	119	33	\$37,240	\$50,190
92405	San Bernardino	8,182	1,656	1,331	995	1,291	1,464	735	544	128	32	6	\$35,942	\$46,536
92407	San Bernardino	19,064	2,297	1,844	1,758	3,181	3,976	2,864	2,214	667	231	32	\$52,210	\$64,775
92408	San Bernardino	4,293	1,214	713	507	619	609	357	217	36	17	4	\$28,784	\$40,319
92410	San Bernardino	12,739	3,437	2,399	1,869	1,994	1,582	797	502	97	50	12	\$27,232	\$38,217
San Bernardino TOTAL		63,030	12,400	8,985	7,480	10,031	10,911	6,502	4,893	1,292	449	87		\$48,007
Region TOTAL		164,651	24,440	20,617	18,170	25,103	30,248	19,623	17,276	6,700	2,093	381		\$63,583

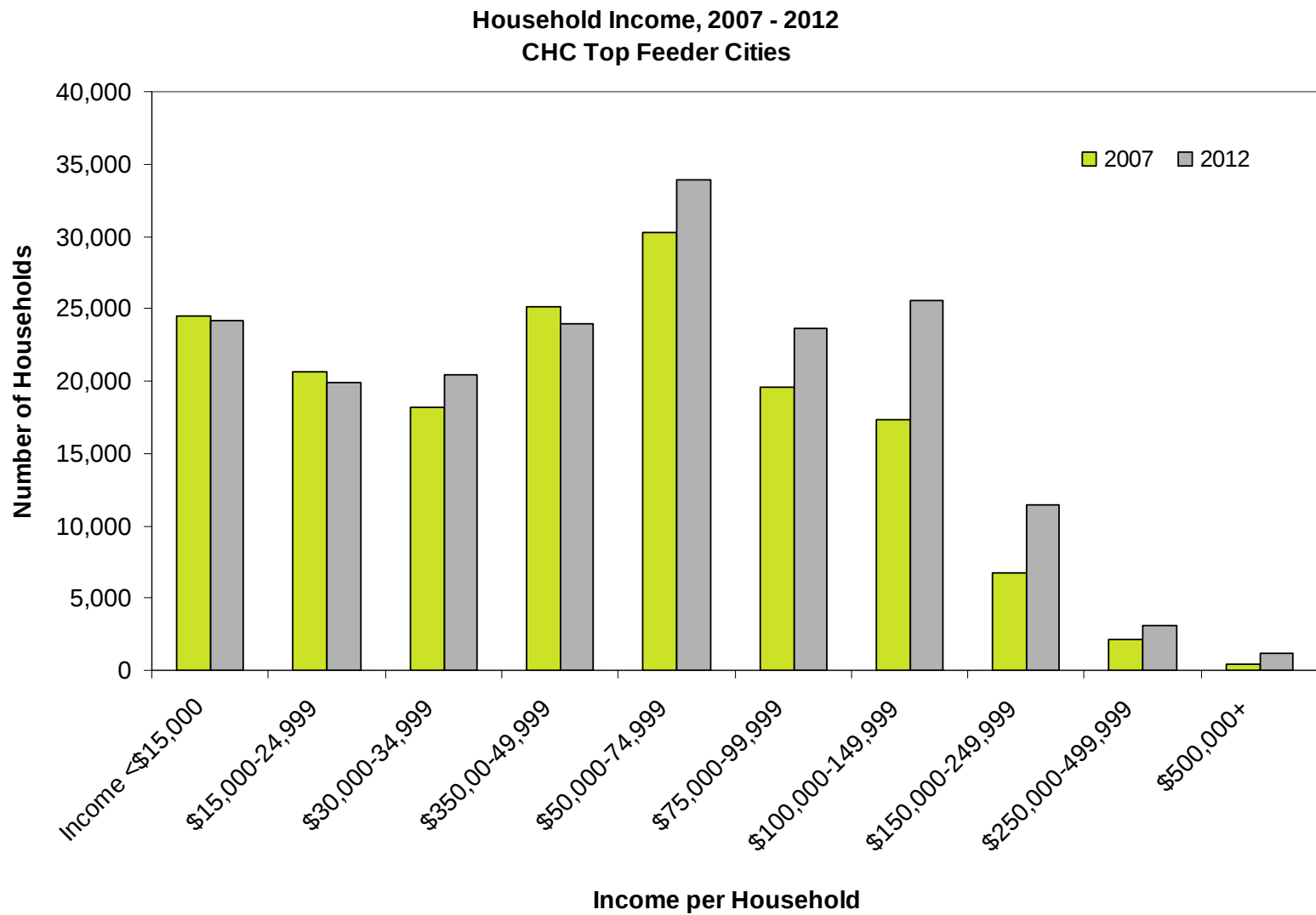
Source: U.S. Census Bureau, 2007 through ESRI, Inc.

Household Income Groups, 2012 (projected)

Top Nine Feeder Cities

Zip Code	City	Total Households	2012 Households w/Income <\$15,000 - \$74,999					Households w/Income <\$75,000 - \$249,999			Households w/Inc. \$250,000 +		Median HH Income	Average HH Income
			Income <\$15,000	\$15,000-24,999	\$30,000-34,999	\$35,000-49,999	\$50,000-74,999	\$75,000-99,999	\$100,000-149,999	\$150,000-249,999	\$250,000-499,999	\$500,000+		
92220	Banning	13,325	1,722	1,643	1,959	1,809	2,591	1,593	1,361	501	110	36	\$45,629	\$60,899
92223	Beaumont	16,171	2,160	2,010	2,485	2,183	2,700	1,863	1,855	604	234	77	\$44,394	\$64,244
92320	Calimesa	6,031	448	616	762	942	1,214	847	844	213	109	36	\$54,146	\$72,852
92346	Highland	19,478	1,695	1,459	1,402	1,837	3,618	2,939	3,801	2,082	470	175	\$72,619	\$94,262
92354	Loma Linda	8,771	1,082	921	788	1,054	1,535	1,103	1,315	704	206	63	\$57,576	\$81,029
92359	Mentone	3,142	295	315	333	369	633	452	499	180	47	19	\$58,931	\$76,255
92373	Redlands	15,356	1,112	1,057	1,199	1,804	2,959	1,990	2,437	1,782	726	290	\$70,579	\$106,830
92374	Redlands	15,162	1,296	1,203	1,274	1,809	3,037	2,354	2,684	1,236	201	68	\$65,472	\$81,584
Redlands TOTAL		30,518	2,408	2,260	2,473	3,613	5,996	4,344	5,121	3,018	927	358		\$94,207
92399	Yucaipa	20,982	2,335	2,021	2,207	2,609	3,711	2,656	3,276	1,620	413	134	\$57,508	\$78,841
92404	San Bernardino	20,259	3,681	2,574	2,495	2,925	3,348	2,279	2,012	722	152	71	\$42,144	\$58,353
92405	San Bernardino	8,801	1,623	1,219	1,093	1,289	1,538	911	812	255	44	17	\$40,829	\$53,891
92407	San Bernardino	21,235	2,162	1,758	1,779	2,754	4,361	3,222	3,484	1,312	285	118	\$61,413	\$76,618
92408	San Bernardino	4,698	1,209	704	572	591	721	399	388	88	16	10	\$32,528	\$46,836
92410	San Bernardino	13,828	3,387	2,349	2,097	1,981	1,941	982	820	190	56	25	\$30,572	\$43,433
San Bernardino TOTAL		68,821	12,062	8,604	8,036	9,540	11,909	7,793	7,516	2,567	553	241		\$55,826
Region TOTAL		187,239	24,207	19,849	20,445	23,956	33,907	23,590	25,588	11,489	3,069	1,139		\$75,379

Source: U.S. Census Bureau, 2007 through ESRI, Inc.



Gender and Race Characteristics

Gender and Race Breakdown, 2007

Top Nine Feeder Cities

Zip Code	City	2007 Total Popul.	2007 Pop. by Gender		2007 Population by Race							Hispanic Popul.
			Male	Female	White	Black/ Af. Amer	Amer Indian	Asian	Pacific Isle.	Other Race	2+ Races	
92220	Banning	30,669	14,810	15,859	18,247	2,442	1,159	1,727	45	5,439	1,610	10,862
92223	Beaumont	30,040	14,268	15,772	21,481	769	534	563	26	5,265	1,402	10,110
92320	Calimesa	10,743	5,127	5,616	8,990	78	96	157	10	964	448	2,501
92346	Highland	55,419	27,316	28,103	31,300	6,315	622	3,927	167	9,561	3,527	19,600
92354	Loma Linda	21,858	10,331	11,527	10,015	1,357	120	6,369	52	2,242	1,703	4,903
92359	Mentone	8,330	4,083	4,247	5,786	368	100	287	18	1,362	409	2,639
92373	Redlands	33,426	15,818	17,608	25,678	1,098	282	2,672	52	2,062	1,582	5,986
92374	Redlands	42,720	20,440	22,280	26,121	2,328	400	2,421	126	8,539	2,785	16,722
	Redlands TOTAL	76,146	36,258	39,888	51,799	3,426	682	5,093	178	10,601	4,367	22,708
92399	Yucaipa	51,590	25,110	26,480	41,736	498	556	876	76	5,541	2,307	12,326
92404	San Bernardino	60,476	29,361	31,115	28,932	9,300	865	1,687	230	15,437	4,025	27,890
92405	San Bernardino	27,339	13,411	13,928	12,169	3,300	380	386	95	9,386	1,623	16,188
92407	San Bernardino	64,098	32,029	32,069	34,000	7,580	806	2,573	265	14,649	4,225	27,044
92408	San Bernardino	15,598	8,047	7,551	5,336	2,076	192	2,465	67	4,517	945	7,799
92410	San Bernardino	48,209	23,859	24,350	16,846	6,193	658	1,797	127	19,791	2,797	32,913
	San Bernardino TOTAL	215,720	106,707	109,013	97,283	28,449	2,901	8,908	784	63,780	13,615	111,834
	Region TOTAL	500,515	244,010	256,505	286,637	43,702	6,770	27,907	1,356	104,755	29,388	197,483

Source: U.S. Census Bureau, 2007 through ESRI, Inc.

Student-age Population Projection

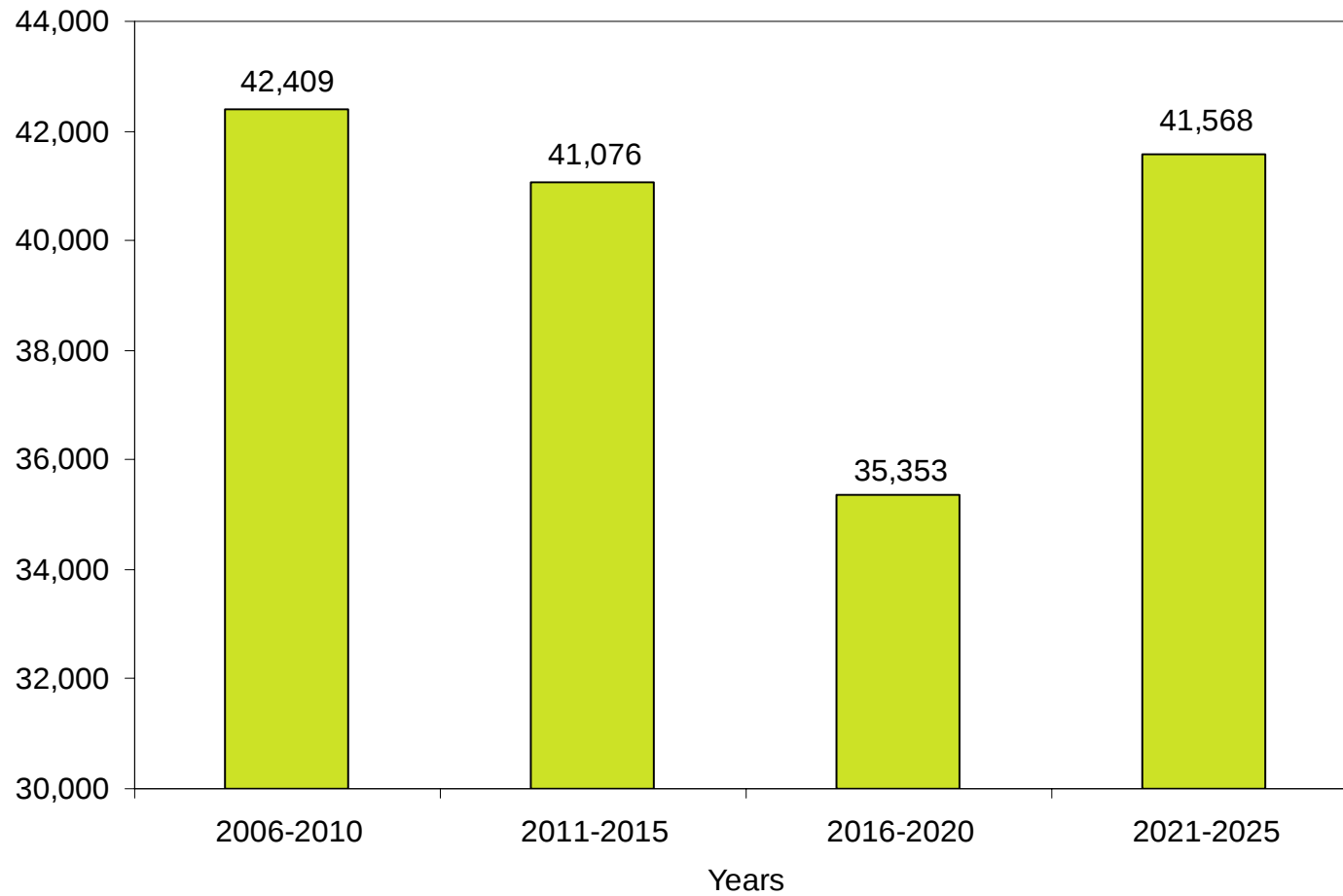
Youth Population Residing in CHC Service Area & Other Age Groups, 2007

Top Nine Feeder Cities

Top Line Product Sales												
Zip Code	City	2007 Total Popul.	2007 Population of Age 0-19				2007 Population of Age 20-80+					2007 Median Age
			0-4	5-9	10-14	15-19	20-34	35-49	50-64	65-79	80+	
			Projected high-school graduation year									
			2021 - 2025	2016 - 2020	2011 - 2015	2006 - 2010						
92220	Banning	30,669	2,042	1,801	2,104	2,138	4,867	4,757	4,614	5,569	2,777	43
92223	Beaumont	30,040	2,081	1,693	2,114	2,026	5,050	5,263	5,544	4,163	2,106	41.7
92320	Calimesa	10,743	524	441	731	688	1,654	1,975	2,196	1,618	916	46.1
92346	Highland	55,419	4,449	4,078	4,643	4,572	10,582	12,715	9,545	3,696	1,139	34.1
92354	Loma Linda	21,858	1,577	1,404	1,481	1,521	5,316	4,344	3,242	1,784	1,189	34.2
92359	Mentone	8,330	633	524	636	754	1,840	1,790	1,434	466	253	32.9
92373	Redlands	33,426	1,705	1,669	2,002	2,268	6,518	6,727	6,963	3,359	2,215	40.8
92374	Redlands	42,720	3,019	2,649	3,506	4,198	9,561	8,569	7,112	2,893	1,213	32
Redlands TOTAL		76,146	4,724	4,318	5,508	6,466	16,079	15,296	14,075	6,252	3,428	
92399	Yucaipa	51,590	3,457	3,184	3,957	4,164	8,785	11,333	9,320	4,728	2,662	38.9
92404	San Bernardino	60,476	6,075	4,849	5,320	5,579	13,380	10,938	8,018	4,126	2,191	28.6
92405	San Bernardino	27,339	3,043	2,434	2,564	2,337	6,397	5,291	3,317	1,310	646	27.1
92407	San Bernardino	64,098	5,647	4,735	5,694	6,088	16,023	13,088	8,788	3,196	839	28.6
92408	San Bernardino	15,598	1,567	1,277	1,390	1,339	4,109	3,131	1,773	740	272	27.6
92410	San Bernardino	48,209	5,749	4,615	4,934	4,737	11,461	8,519	5,166	2,193	835	24.6
San Bernardino TOTAL		215,720	22,081	17,910	19,902	20,080	51,370	40,967	27,062	11,565	4,783	
Region TOTAL		500,515	41,568	35,353	41,076	42,409	105,543	98,440	77,032	39,841	19,253	

Source: U.S. Census Bureau, 2007 through ESRI, Inc.

Number of High-School Graduates, 2006-2025
(projected based on 2007 kid/youth population numbers)
CHC Top Feeder Cities



Students' Community College Choice

Number of all California Community College Students Fall 2006

(Sorted by Crafton Hills' Top Feeder Cities)

Community College	Banning 92220	Beaumont 92223	Calimesa 92320	Highland 92346	Loma Linda 92354	Mentone 92359	Redlands 92373 92374		Yucaipa 92399	San Bernardino 92404 92405 92407 92408 92410					TOTAL
San Bernardino	35	86	21	818	331	65	227	352	239	1099	589	1001	239	853	5955
Crafton Hills	146	255	122	498	178	211	522	729	1133	138	44	109	42	43	4170
Riverside	103	163	16	221	193	24	224	157	170	144	53	160	54	99	1781
Chaffey	7	20	2	56	20	8	12	25	32	73	34	182	15	60	546
Mt. San Jacinto	184	233	4	3	4		5	10	31	4	1	1	3	1	484
Santa Ana	8	24	8	42	4	4	33	31	73	17	6	13	4	17	284
De Anza		2			1							217			220
Rio Hondo	6	13	2	24		3	10	5	21	20	10	18	3	10	145
Santiago Canyon	6	7	2	11	4	3	11	14	19	12	7	15	1	10	122
Desert	34	24	3	9	1	3	5	7	11	3	1			1	102
Mt. San Antonio	1	3		15	6	2	6	11	5	18	6	20	3	6	102
Palo Verde	11	21	2	2		1	2	3	13	1	5	3	18	2	84
Palomar	7	2	1	11	3	1	6	10	8	7	4	8	2	2	72
Victor Valley	1	2	1	5	2		4	2	7	4	3	15	3	3	52
Coastline		3	1	8	2		4	4	8	4	2	2			38
Barstow	1	4	1	5	1	3	4	1	9	1	1	6			37
San Diego Adult	1	4		4				2	6	6	3	5	1	3	35
Orange Coast	1	4	2	7	2	1	7	5	2	1		2			34
Santa Barbara City		2	2	4	5	1	6	2	4		1	1		2	30
Fullerton		1		2	2	1	5	3	2	4	1	2			23
Citrus	1	1		2			2	3	3	4	3	2		1	22
Long Beach City				4	1		5	1	2	1	1	4		2	21
L.A. Trade-Tech		1		3	1			4	3	3	2	3			20
San Diego Mesa		1		5			1	1	3			4	2	2	19
L.A. City					5		2	1		1	1	1	4	2	17
Allan Hancock			1	2		1				4		6	2		16
Cypress		1		4			1	2	2	1		4		1	16
American River		2		2	1		1		4			1	3	1	15
North Orange Adult		1		3			1	3	3	2		1	1		15
Cerritos	1	2	1	2		1			3	2	1			1	14
El Camino		1		6	1		1	1	1		1	1	1		14
Canyons		1		3			3		5			1			13
Cerro Coso		1	1	3				1	4			3			13
Foothill	1			3	5		2		1						12
Pasadena City				1	1		2		2	2	1	2	1		12
TOTAL	566	902	197	1811	779	334	1130	1404	1843	1594	788	1831	408	1128	14715

Source: California Community College Chancellor's Office, MIS Department

Top Ten Industries in Top Feeder Cities

Top Ten Industries by Employment, 2007

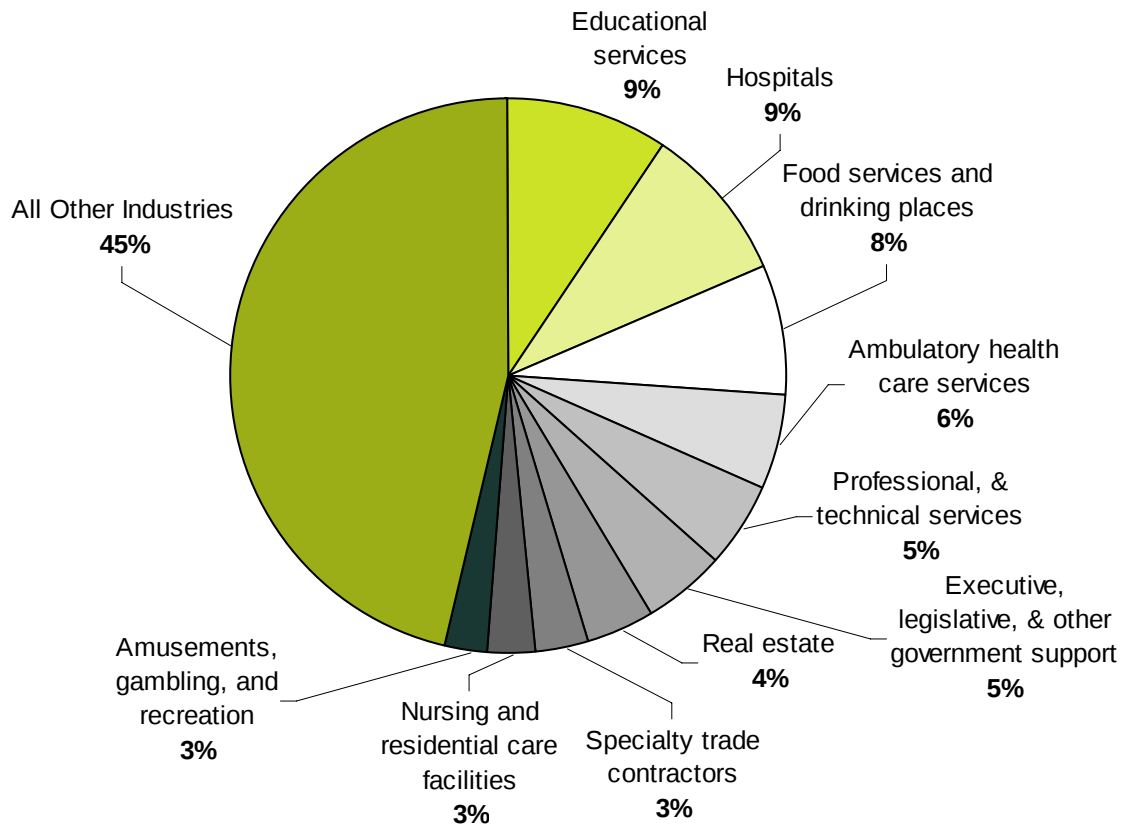
Top Nine Feeder Cities

Rank	3-digit NAICS	NAICS Description	# of Businesses	2007 Employment	% of Total Empl
1	611	Educational services	407	16,851	9.32%
2	622	Hospitals	40	16,846	9.31%
3	722	Food services and drinking places	911	13,717	7.58%
4	621	Ambulatory health care services	902	10,014	5.54%
5	541	Professional, scientific and technical services	1,474	8,914	4.93%
6	921	Executive, legislative, and other government support	237	8,719	4.82%
7	531	Real estate	824	7,046	3.90%
8	238	Specialty trade contractors	856	5,469	3.02%
9	623	Nursing and residential care facilities	149	4,993	2.76%
10	713	Amusements, gambling, and recreation	124	4,555	2.52%
-	-	All Other Industries	9,714	83,758	46.31%
TOTAL			15,638	180,882	

Source: InfoUSA Inc., 2007 through ESRI, Inc.

Top Ten Industries by Employment, 2007

CHC Nine Feeder Cities



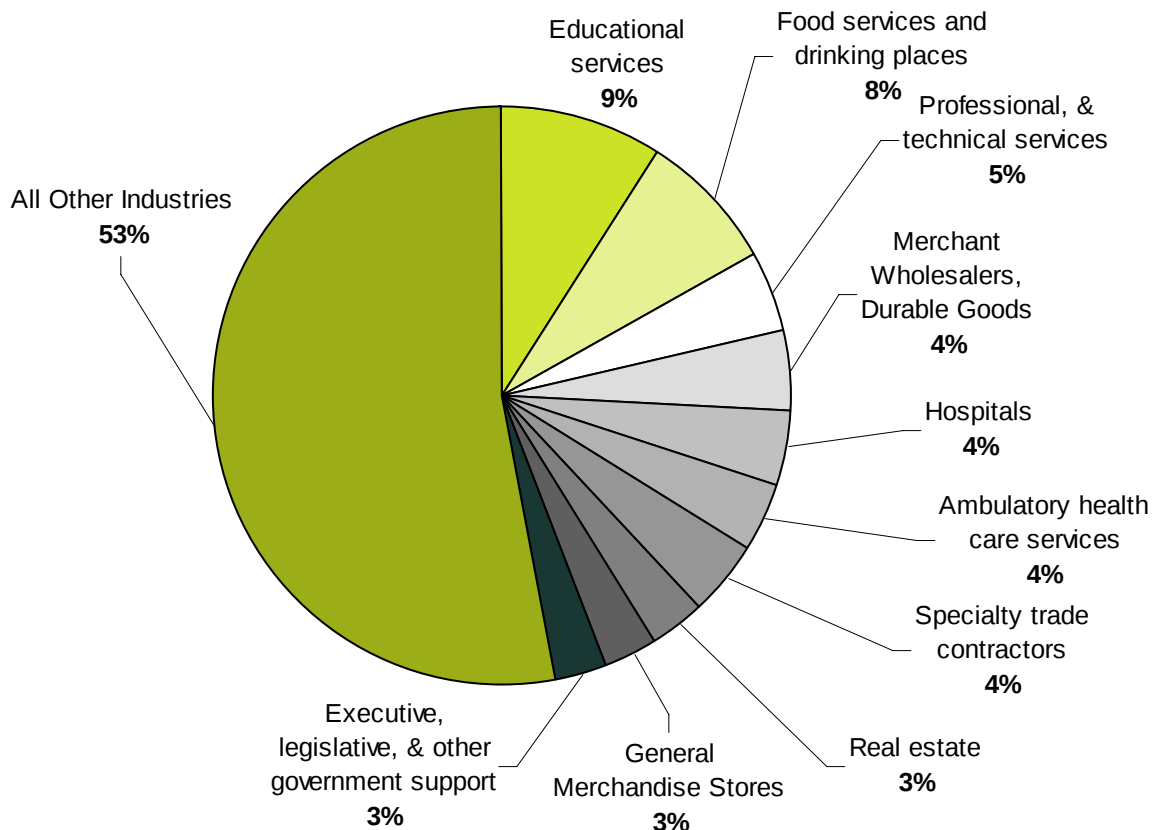
Top Ten Industries Within 30-mile Radius of CHC

Top Ten Industries by Employment, 2007
Within 30 Mile Radius of CHC

Rank	3-digit NAICS	NAICS Description	# of Businesses	2007 Employment	% of Total Empl
1	611	Educational services	1,562	75,996	9.25%
2	722	Food services and drinking places	3,929	62,307	7.58%
3	541	Professional, scientific and technical services	6,144	37,972	4.62%
4	423	Merchant Wholesalers, Durable Goods	3,058	35,848	4.36%
5	622	Hospitals	98	34,506	4.20%
6	621	Ambulatory health care services	3,327	32,525	3.96%
7	238	Specialty trade contractors	4,132	32,520	3.96%
8	531	Real estate	3,681	25,941	3.16%
9	452	General Merchandise Stores	398	24,180	2.94%
10	921	Executive, legislative, and other government support	630	23,738	2.89%
-	-	All Other Industries	42,894	436,119	53.08%
TOTAL			69,853	821,652	

Source: InfoUSA Inc., 2007 through ESRI, Inc.

Top Ten Industries by Employment, 2007
Within 30 Miles of CHC



Industry & Occupational Projections

Geographic Scope

For industry and occupational projections, data was extracted for all ZIP code areas that intersect a 30-mile ring around Crafton Hills College (see the GIS map on the next page). The following ZIP codes were included:

91701	92345	92518
91710	92346	92521
91730	92350	92530
91737	92352	92532
91739	92354	92543
91752	92356	92544
91761	92358	92545
91764	92359	92548
92220	92373	92549
92223	92374	92551
92230	92376	92553
92256	92377	92555
92282	92382	92557
92305	92385	92567
92308	92399	92570
92313	92401	92571
92314	92404	92582
92315	92405	92583
92316	92407	92584
92317	92408	92585
92320	92410	92586
92321	92411	92587
92322	92501	92595
92324	92503	92596
92325	92504	92860
92335	92505	92879
92336	92506	92880
92337	92507	92881
92339	92508	92882
92344	92509	92883

Crafton Hills College Selected Zip Codes within 30 miles



Job Projections by Industry

Industry Projections by NAICS Code, 2007-2012
Within 30 mile radius from CHC by ZIP codes
(Top 15 Industries by change in new jobs are highlighted)

NAICS Code	NAICS Description / Industry	2007 Jobs	2012 Jobs	Change	% Change	EPW
11	Agriculture, forestry, fishing, and hunting	7,871	7,802	(69)	(1%)	\$27,859
111	Crop and animal production	5,339	5,355	16	0%	\$29,576
113	Forestry and logging	407	564	157	39%	\$38,955
114	Fishing, hunting and trapping	97	86	(11)	(11%)	\$10,231
115	Agriculture and forestry support activities	2,028	1,797	(231)	(11%)	\$32,673
21	Mining	1,117	1,212	95	9%	\$56,882
211	Oil and gas extraction	137	176	39	28%	\$29,148
212	Mining, except oil and gas	804	818	14	2%	\$84,956
213	Support activities for mining	176	218	42	24%	\$56,543
22	Utilities	4,826	4,436	(390)	(8%)	\$112,565
23	Construction	108,483	126,590	18,107	17%	\$70,401
236	Construction of buildings	15,504	19,628	4,124	27%	\$80,595
237	Heavy and civil engineering construction	10,811	10,694	(117)	(1%)	\$84,967
238	Specialty trade contractors	82,168	96,268	14,100	17%	\$45,641
31-33	Manufacturing	101,837	109,666	7,829	8%	\$52,607
311	Food manufacturing	7,188	7,884	696	10%	\$53,309
312	Beverage and tobacco product manufacturing	1,904	1,859	(45)	(2%)	\$72,641
313	Textile mills	77	95	18	23%	\$40,363
314	Textile product mills	1,185	1,752	567	48%	\$37,680
315	Apparel manufacturing	592	455	(137)	(23%)	\$24,314
316	Leather and allied product manufacturing	160	122	(38)	(24%)	\$26,350
321	Wood product manufacturing	7,407	8,699	1,292	17%	\$46,186
322	Paper manufacturing	2,037	2,057	20	1%	\$59,978
323	Printing and related support activities	3,653	3,854	201	6%	\$48,629
324	Petroleum and coal products manufacturing	162	161	(1)	(1%)	\$64,371
325	Chemical manufacturing	4,725	5,258	533	11%	\$81,145
326	Plastics and rubber products manufacturing	10,356	10,689	333	3%	\$49,857
327	Nonmetallic mineral product manufacturing	6,644	6,521	(123)	(2%)	\$55,254
331	Primary metal manufacturing	4,487	5,149	662	15%	\$76,393
332	Fabricated metal product manufacturing	14,306	15,432	1,126	8%	\$54,969
333	Machinery manufacturing	5,913	5,680	(233)	(4%)	\$60,358
334	Computer and electronic product manufacturing	4,165	4,807	642	15%	\$53,006
335	Electrical equipment and appliance mfg.	2,684	2,713	29	1%	\$49,338
336	Transportation equipment manufacturing	10,843	12,109	1,266	12%	\$52,186
337	Furniture and related product manufacturing	7,357	7,791	434	6%	\$42,891
339	Miscellaneous manufacturing	5,992	6,579	587	10%	\$55,536
42	Wholesale Trade	53,364	59,784	6,420	12%	\$58,244
423	Merchant wholesalers, durable goods	31,500	33,910	2,410	8%	\$58,312
424	Merchant wholesalers, nondurable goods	15,122	16,772	1,650	11%	\$54,577
425	Electronic markets and agents and brokers	6,742	9,102	2,360	35%	\$61,843
44-45	Retail Trade	131,888	144,132	12,244	9%	\$31,940
441	Motor vehicle and parts dealers	18,758	22,365	3,607	19%	\$50,826
442	Furniture and home furnishings stores	5,326	6,322	996	19%	\$37,648
443	Electronics and appliance stores	2,890	3,400	510	18%	\$38,156
444	Building material and garden supply stores	9,491	11,947	2,456	26%	\$38,109
445	Food and beverage stores	22,965	23,985	1,020	4%	\$35,759
446	Health and personal care stores	6,779	7,072	293	4%	\$38,592
447	Gasoline stations	4,226	4,315	89	2%	\$37,537
448	Clothing and clothing accessories stores	11,316	11,674	358	3%	\$23,420
451	Sporting goods, hobby, book and music stores	4,296	4,177	(119)	(3%)	\$20,743
452	General merchandise stores	24,377	25,794	1,417	6%	\$27,536
453	Miscellaneous store retailers	9,147	9,973	826	9%	\$23,381
454	Nonstore retailers	12,317	13,108	791	6%	\$11,571

NAICS Code	NAICS Description / Industry	2007 Jobs	2012 Jobs	Change	% Change	EPW
48-49	Transportation and Warehousing	66,541	71,570	5,029	8%	\$54,846
481	Air transportation	1,416	1,888	472	33%	\$56,759
482	Rail transportation	3,042	2,965	(77)	(3%)	\$70,372
483	Water transportation	58	46	(12)	(21%)	\$77,501
484	Truck transportation	29,037	30,817	1,780	6%	\$55,964
485	Transit and ground passenger transportation	2,394	2,769	375	16%	\$25,983
486	Pipeline transportation	114	102	(12)	(11%)	\$118,787
487	Scenic and sightseeing transportation	73	111	38	52%	\$48,687
488	Support activities for transportation	4,416	5,524	1,108	25%	\$53,410
491	Postal service	3,886	3,716	(170)	(4%)	\$1,518
492	Couriers and messengers	8,618	9,718	1,100	13%	\$51,785
493	Warehousing and storage	13,487	13,914	427	3%	\$42,537
51	Information	13,084	14,893	1,809	14%	\$39,566
511	Publishing industries, except Internet	2,667	2,917	250	9%	\$48,508
512	Motion picture and sound recording industries	1,570	1,511	(59)	(4%)	\$19,090
515	Broadcasting, except Internet	914	959	45	5%	\$67,963
516	Internet publishing and broadcasting	54	37	(17)	(31%)	\$27,510
517	Telecommunications	6,298	7,739	1,441	23%	\$61,754
518	ISPs, search portals, and data processing	1,179	1,295	116	10%	\$34,096
519	Other information services	402	435	33	8%	\$18,042
52	Finance and Insurance	36,857	42,076	5,219	14%	\$33,553
521	Monetary authorities - central bank	0	0	0	0%	\$0
522	Credit intermediation and related activities	16,023	18,169	2,146	13%	\$59,121
523	Securities, commodity contracts, investments	6,809	9,202	2,393	35%	\$28,816
524	Insurance carriers and related activities	12,769	13,239	470	4%	\$55,861
525	Funds, trusts, and other financial vehicles	1,256	1,466	210	17%	\$23,965
42	Real estate and Rental and Leasing	54,043	69,078	15,035	28%	\$54,910
531	Real estate	48,178	62,747	14,569	30%	\$34,478
532	Rental and leasing services	5,850	6,314	464	8%	\$46,702
533	Lessors of nonfinancial intangible assets	15	17	2	13%	\$83,551
54	Professional and technical services	47,150	47,865	715	2%	\$48,497
55	Management of companies and enterprises	9,542	12,128	2,586	27%	\$60,844
56	Administrative and Waste Services	83,171	103,358	20,187	24%	\$42,787
561	Administrative and support services	80,543	100,353	19,810	25%	\$27,020
562	Waste management and remediation services	2,628	3,005	377	14%	\$58,554
61	Educational services	15,908	17,803	1,895	12%	\$30,600
62	Health Care and Social Assistance	94,240	107,760	13,520	14%	\$42,514
621	Ambulatory health care services	38,112	44,369	6,257	16%	\$58,500
622	Hospitals	19,153	21,609	2,456	13%	\$65,264
623	Nursing and residential care facilities	16,358	18,709	2,351	14%	\$31,052
624	Social assistance	20,617	23,073	2,456	12%	\$15,239
71-72	Arts, Entertainment, and Recreation	83,413	92,279	8,866	11%	\$22,125
711	Performing arts and spectator sports	6,105	6,864	759	12%	\$16,944
712	Museums, historical sites, zoos, and parks	196	222	26	13%	\$24,937
713	Amusements, gambling, and recreation	8,317	8,603	286	3%	\$21,575
721	Accommodation	5,801	6,106	305	5%	\$30,096
722	Food services and drinking places	62,994	70,484	7,490	12%	\$17,072
81	Other Services (except public administration)	57,288	57,068	(220)	(0%)	\$23,845
811	Repair and maintenance	19,192	20,721	1,529	8%	\$37,712
812	Personal and laundry services	11,028	8,092	(2,936)	(27%)	\$22,104
813	Membership associations and organizations	13,210	14,193	983	7%	\$22,547
814	Private households	13,858	14,062	204	1%	\$13,018
90	Government	153,700	170,129	16,429	11%	\$49,521
911	Federal government, civilian, except postal service	7,851	7,739	(112)	(1%)	\$60,383
912	Federal government, military	12,786	12,099	(687)	(5%)	\$40,585
920	State government	15,100	16,487	1,387	9%	\$48,765
930	Local government	117,963	133,804	15,841	13%	\$48,351
All Industries TOTAL		1,124,323	1,259,629	135,306	12.0%	\$45,064

Source: EMSI Complete Employment - March 2008

Occupational Projections

Occupational Projections, 2007-2012

Within 30 mile radius from CHC by ZIP codes

(Sorted by 2012 jobs; only top 50 occupations are included)

SOC Code	Description	2007 Jobs	2012 Jobs	Change	% Change	New & Rep. Jobs	% New & Rep.	Avg EPW	Education Level
41-2031	Retail salespersons	33,477	37,635	4,158	12%	9,312	28%	\$14.27	Short-term on-the-job training
53-7062	Laborers and freight, stock, and material movers, hand	31,817	34,883	3,066	10%	8,158	26%	\$13.88	Short-term on-the-job training
43-9061	Office clerks, general	25,727	29,169	3,442	13%	5,802	23%	\$13.93	Short-term on-the-job training
53-3032	Truck drivers, heavy and tractor-trailer	26,004	28,337	2,333	9%	4,640	18%	\$23.52	Moderate-term on-the-job training
47-2031	Carpenters	22,967	27,874	4,907	21%	6,461	28%	\$26.26	Long-term on-the-job training
41-2011	Cashiers, except gaming	26,209	27,199	990	4%	7,664	29%	\$13.00	Short-term on-the-job training
25-2021	Elementary school teachers, except special education	19,733	24,558	4,825	24%	6,979	35%	\$31.48	Bachelor's degree
47-2061	Construction laborers	17,878	20,521	2,643	15%	3,316	19%	\$19.30	Moderate-term on-the-job training
35-3021	Combined food preparation and serving workers, including fast food	16,678	19,341	2,663	16%	4,244	25%	\$10.03	Short-term on-the-job training
41-9022	Real estate sales agents	13,530	18,020	4,490	33%	5,572	41%	\$16.15	Postsecondary vocational award
43-5081	Stock clerks and order fillers	17,137	17,402	265	2%	2,955	17%	\$14.15	Short-term on-the-job training
41-9021	Real estate brokers	12,923	17,328	4,405	34%	5,438	42%	\$16.09	Work experience in a related field
29-1111	Registered nurses	14,395	16,862	2,467	17%	3,655	25%	\$34.04	Associate's degree
37-2011	Janitors and cleaners, except maids and housekeeping cleaners	15,737	16,581	844	5%	2,350	15%	\$11.62	Short-term on-the-job training
43-4051	Customer service representatives	13,240	15,847	2,607	20%	4,451	34%	\$18.00	Moderate-term on-the-job training
43-3031	Bookkeeping, accounting, and auditing clerks	13,283	14,949	1,666	13%	2,705	20%	\$17.73	Moderate-term on-the-job training
11-1021	General and operations managers	13,036	14,027	991	8%	2,563	20%	\$45.00	Degree plus work experience
51-2092	Team assemblers	12,209	13,976	1,767	14%	3,035	25%	\$16.52	Moderate-term on-the-job training
25-9041	Teacher assistants	11,513	13,176	1,663	14%	2,600	23%	\$15.14	Short-term on-the-job training
35-3031	Waiters and waitresses	11,589	12,709	1,120	10%	4,268	37%	\$10.13	Short-term on-the-job training
43-1011	First-line supervisors/managers of office and administrative support workers	11,511	12,690	1,179	10%	2,366	21%	\$22.61	Work experience in a related field
53-7064	Packers and packagers, hand	12,286	12,650	364	3%	1,877	15%	\$11.35	Short-term on-the-job training
55-9999	Military Occupations	12,786	12,099	(687)	(5%)	804	6%	\$19.51	N/A
11-9141	Property, real estate, and community association managers	9,152	11,968	2,816	31%	3,448	38%	\$16.45	Bachelor's degree
39-9011	Child care workers	11,631	11,622	(9)	(0%)	1,661	14%	\$8.06	Short-term on-the-job training

SOC Code	Description	2007 Jobs	2012 Jobs	Change	% Change	New & Rep. Jobs	% New & Rep.	Avg EPW	Education Level
37-3011	Landscaping and groundskeeping workers	10,456	11,358	902	9%	1,592	15%	\$11.24	Short-term on-the-job training
41-4012	Sales representatives, wholesale and manufacturing, except technical and scientific products	9,795	11,295	1,500	15%	2,581	26%	\$32.02	Moderate-term on-the-job training
25-1099	Postsecondary teachers	10,000	11,283	1,283	13%	2,119	21%	\$35.08	Doctoral degree
43-6011	Executive secretaries and administrative assistants	9,830	11,260	1,430	15%	2,213	23%	\$19.02	Moderate-term on-the-job training
53-3033	Truck drivers, light or delivery services	9,442	10,653	1,211	13%	2,049	22%	\$16.52	Short-term on-the-job training
35-2011	Cooks, fast food	9,529	10,583	1,054	11%	2,345	25%	\$8.86	Short-term on-the-job training
41-1011	First-line supervisors/managers of retail sales workers	9,248	10,087	839	9%	1,809	20%	\$19.92	Work experience in a related field
49-9042	Maintenance and repair workers, general	9,023	10,087	1,064	12%	1,175	13%	\$18.49	Moderate-term on-the-job training
47-1011	First-line supervisors/managers of construction trades and extraction workers	8,845	10,054	1,209	14%	1,827	21%	\$35.11	Work experience in a related field
13-1199	Business operation specialists, all other	8,436	9,984	1,548	18%	1,999	24%	\$27.93	Bachelor's degree
25-2031	Secondary school teachers, except special and vocational education	8,003	9,671	1,668	21%	2,860	36%	\$34.40	Bachelor's degree
53-7051	Industrial truck and tractor operators	9,015	9,581	566	6%	1,794	20%	\$17.05	Short-term on-the-job training
43-5071	Shipping, receiving, and traffic clerks	8,154	9,031	877	11%	1,854	23%	\$16.90	Short-term on-the-job training
43-4171	Receptionists and information clerks	7,789	8,695	906	12%	1,859	24%	\$14.40	Short-term on-the-job training
43-6014	Secretaries, except legal, medical, and executive	8,122	8,671	549	7%	1,196	15%	\$16.98	Moderate-term on-the-job training
33-9032	Security guards	7,436	8,337	901	12%	1,655	22%	\$11.92	Short-term on-the-job training
13-2011	Accountants and auditors	7,367	8,053	686	9%	1,334	18%	\$22.33	Bachelor's degree
25-2022	Middle school teachers, except special and vocational education	6,047	7,950	1,903	31%	2,563	42%	\$32.13	Bachelor's degree
25-3099	Teachers and instructors, all other	6,243	7,039	796	13%	1,130	18%	\$29.54	Bachelor's degree
49-3023	Automotive service technicians and mechanics	6,073	6,937	864	14%	1,473	24%	\$20.72	Postsecondary vocational award
51-9198	Helpers--Production workers	5,858	6,685	827	14%	1,561	27%	\$13.74	Short-term on-the-job training
31-9092	Medical assistants	5,366	6,577	1,211	23%	1,544	29%	\$17.04	Moderate-term on-the-job training
47-2081	Drywall and ceiling tile installers	5,274	6,510	1,236	23%	1,599	30%	\$20.17	Moderate-term on-the-job training
35-3022	Counter attendants, cafeteria, food concession, and coffee shop	5,821	6,406	585	10%	2,605	45%	\$9.34	Short-term on-the-job training
35-2021	Food preparation workers	5,515	6,292	777	14%	1,733	31%	\$10.92	Short-term on-the-job training

Source: EMSI Complete Employment - March 2008

Data Sources and Calculations

EMSI Data

State Data Sources

EMSI uses state data from the following agencies: California Labor Market Information Department.

Industry Projections 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 combined with past trends in each industry and the industry growth rates in national projections (Bureau of Labor Statistics) and states' own projections, where available.

Occupational Projections 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.

Educational Attainment Data

EMSI's educational attainment numbers are based on Census 1990, Census 2000, the Current Population Survey, and EMSI's demographic data. By combining these sources, EMSI interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

InfoUSA Data

Number of Employees

The infoUSA database carries Location employment number, which was used in this report to calculate employment by NAICS codes for the top ten industries lists. Location employment is available on 98% of the businesses and is largely obtained through the telephone verification process. It represents the number of employees at that location of the business. Volunteers are only included when there are no paid employees. Approximately 27% of the above mentioned 98% carry a modeled employment number rather than a verified number.

When an employment number cannot be verified through the telephone interview process, a model is applied to estimate the employment size. The model considers whether or not the business is part of a larger family such as McDonalds, Wal-Mart, etc. If so, a modeled employment figure, which was designed for that specific chain, is applied. The location of the business (metro area with 50,000 or more in population versus a rural area) is also considered in this process.

If the business is not part of a chain, the employment model will estimate their employment using the business' primary SIC Code. The employment model includes information regarding each 4-digit SIC Code, actual employment sizes and a metro versus rural designation. If the employment model is applied to a professional individual, the modeled employment number represents the estimated support staff.