

CONFIDENTIAL



## **LABOR MARKET ANALYSIS NORTHUMBERLAND COUNTY**

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**Disclaimer:**

This analysis is not based on a specific business endeavor. Rather, this report examines the labor market, educational attainment levels, age, industry employment, occupational status, and commute times of areas surrounding an arbitrarily selected, centralized location in Northumberland County, located within the Central Workforce Investment Area (WIA), which can then be applied to a general marketing study for potential business ventures. A point was visually chosen in Northumberland County to make it as centralized as possible. Data is provided by DemographicsNow.

**Introduction:**

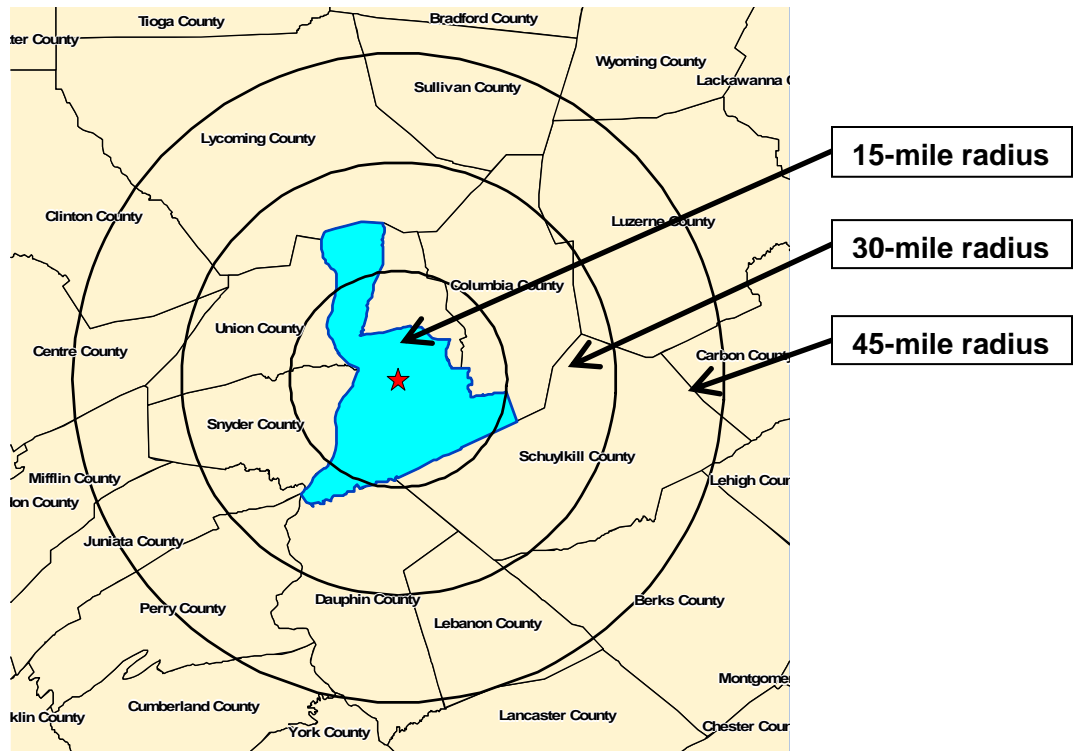
It is important to understand the labor force in areas surrounding this centralized location in Northumberland County as potential plans for recruitment or expansion are made by various businesses. The following analysis compares the labor force demographics in 15-, 30- and 45-mile radii from this point. This analysis can be customized around a potential company's desired location or existing business parks.

**Recruitment Area:**

This analysis looks at the general characteristics of the labor force that apply to all business ventures. More specific analysis can be completed to explore the labor force potential for particular ventures within Northumberland County or any other area in the Central WIA.

Potential companies will look to create superior workforces to make each business successful. Undoubtedly, a variety of factors will be considered when choosing which applicants will be hired, such as experience, education, references, et cetera. Additionally, companies will want to avoid problems such as high employee turnover and unqualified applicants. It will be important to confront these concerns and develop a quality staff from which a successful business can be built.

If potential companies are able to establish themselves as magnet employers in Northumberland County, it is not unreasonable to expand the recruitment of residents to 11 counties within a 30-mile radius of the centralized location in Northumberland County as depicted in the map below. A potential company will be much more likely to find a sufficient pool of qualified and available workers if it is able to broaden its reach beyond a 15-mile radius that includes 6 counties (the majority of which is Northumberland County).



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### Population & Labor Force:

In a 15-mile radius around this centralized location in Northumberland County, the estimated average unemployment rate in 2006 was 6.17%, which equates to about 4,000 individuals actively seeking employment. Potential companies are unlikely to engage the necessary amount of individuals by recruiting solely from the unemployed population within the 15-mile radius. This is based on the assumption that a significant proportion of individuals actively seeking a job (i.e., unemployed) would need to be interested, qualified and eligible for employment in order for a company to meet its hiring needs. For obvious reasons, potential companies would not be limited to hiring unemployed workers as the wage and opportunity may entice individuals currently employed to change jobs or may be attractive to individuals seeking part-time employment.

Recognizing the difficulties associated with this small population, potential companies could expand their recruitment of employees beyond the 15-mile radius. Based on available data, the unemployment rate remains fairly stable at the 30-mile radius but decreases by about 0.6% for the 45-mile radius. Nonetheless, the number of unemployed individuals increases about 3 times by concentrating on a recruitment area that is 15 miles larger (i.e., the 30-mile radius) and over 8 times at the 45-mile radius. It becomes more reasonable when the demand for so many workers is a smaller percentage of the unemployed population as it would be within the 30- and 45-mile radii, compared to the higher proportion that would be evident in the previous model of a 15-mile radius. The probability of a potential company finding qualified workers becomes higher as the potential population increases.

By expanding the reach to a 30-mile radius, the size of the labor force, individuals working or actively seeking employment, increases from 65,000 to 201,000.

<b>Population</b>	<b>15 Miles</b>	<b>30 Miles</b>	<b>45 Miles</b>
Unemployment Rate	6.17%	6.24%	5.55%
Civilian Employed	60,799	188,146	565,637
Civilian Unemployed	4,005	12,542	33,323
Total Labor Force	64,873	200,933	600,075

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In 2006, the combined labor force in a 30-mile radius of the centralized location in Northumberland County was 200,933, representing about 58% of the population over the age of 16. The civilian unemployment rate for the radius is 6.24%, which is higher than the statewide average of 5.54%.

### **Educational Attainment:**

High school graduates continue to account for the highest percentage among educational attainment levels in and around the Central WIA. The following chart demonstrates the number of individuals within each of 7 educational attainment levels within 15, 30 and 45 miles of the centralized location in Northumberland County. While this data does not distinguish between those individuals who are in the labor force and those that are neither employed nor actively seeking employment, it illustrates that worker availability according to educational attainment increases significantly as the distance from the location increases.

<b>Population</b>	<b>15 Miles</b>	<b>30 Miles</b>	<b>45 Miles</b>
Less Than 9th Grade	5,493	15,076	34,913
9th to 12th Grade No Diploma	11,927	38,120	90,351
High School Graduate	44,759	144,003	368,509
College, No Diploma	12,220	37,761	118,792
Associate Degree	5,040	18,241	65,237
Bachelor's Degree	9,725	26,115	99,606
Graduate or Professional School Degree	6,397	16,041	55,978

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As previously described, high school graduates make up the largest portion of the population ages 25 years and older. The number of graduates increases about 3 times when drawing on a 30-mile radius and over 8 times at the 45-mile level. Similar population growth is seen in those who have some postsecondary educational experience.

Within 30 miles of the centralized location, 49% of the population over the age of 24 has earned a high school diploma. An additional 33% has at least some college experience, but only 20% of the population over the age of 24 has earned a college degree. The statewide average is 40% with a high school diploma and 48% with some college experience.

**Age Distribution:**

The following chart demonstrates the number of individuals within each of 6 age categories within 15, 30, and 45 miles of the centralized location in Northumberland County. While this data does not distinguish between those individuals who are in the labor force and those that are neither employed nor actively seeking employment, it illustrates that worker availability according to age increases significantly as the distance from this location increases.

<b>Age Group</b>	<b>15 Miles</b>	<b>30 Miles</b>	<b>45 Miles</b>
0-19	31,038	96,161	287,515
20-29	18,592	58,131	154,928
30-39	16,216	52,753	150,105
40-49	20,581	62,620	181,595
50-64	25,978	80,285	231,688
65+	24,741	71,961	195,194

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Within 30 miles of the centralized location in Northumberland County, 23% of the population is under the age of 19. Furthermore, an additional 17% has reached the retirement age of at least 65, and an additional 19% of the population will reach retirement age over the next 5 to 15 years.

**Industry Employment:**

The following chart identifies the top 10 employing industries within 30 miles of the centralized location in Northumberland County (values are sorted according to the 30 mile radius, but employment values are presented for the 15- and 45-mile radii). It is important to note that employment values are based on the area of residence and not the area of work.

<b>Industry</b>	<b>15 Miles</b>	<b>30 Miles</b>	<b>45 Miles</b>
Manufacturing	11,743	43,837	106,909
Health care and social assistance	10,200	24,901	70,191
Retail trade	7,575	22,463	64,854
Educational services	6,351	15,898	42,341
Construction	3,328	11,446	33,651
Public administration	3,625	10,362	37,087
Accommodation and food services	3,545	9,894	30,156
Other services (except public administration)	2,541	8,030	24,955
Transportation and warehousing	2,358	7,200	24,129
Wholesale trade	1,677	5,584	19,925

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These 10 industries account for approximately 86% of all employment within 30 miles of the centralized location in Northumberland County. Similar trends are apparent for the 15- and 45-mile radii. Within the 30-mile radius of the centralized location in Northumberland County, 24% of all employees are working in the manufacturing industry, with an additional 13% employed in health care and social assistance. Other top employing industries include retail trade (12%), educational services (9%), and construction (6%).

### **Class of Worker**

The following chart identifies the class of worker for individuals ages 16 and over within 15-, 30-, and 45-miles of the centralized location in Northumberland County.

<b>Class of Worker</b>	<b>15 Miles</b>	<b>30 Miles</b>	<b>45 Miles</b>
Federal government workers	3,491	10,982	31,262
Local government workers	3,375	10,353	35,301
Private Company Employees	981	3,089	10,173
Private Nonprofit Wage/Salary Workers	3,524	9,711	28,108
Self Employed in Own Corp	7,908	16,790	51,465
Self Employed, Not Incorporated	177	561	1,423
State government workers	1,531	4,317	14,244
Unpaid family workers	17,470	56,521	168,389

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At the 30-mile radius, 50% of workers over the age of 15 are categorized as “unpaid family workers.” Furthermore, 15% fall into the “self employed in own corporation” bracket. An additional 23% work for the government, about 10% at the federal level, 4% at the state level, and 9% at the local level.

## Blue Collar Workers

At the 30-mile radius, approximately 50% of all workers are employed in “blue collar” occupations. The following table identifies the top 5 blue collar jobs based on 2000 employment estimates within 30 miles of the centralized location in Northumberland County (values are sorted according to the 30-mile radius, but values are presented for the 15- and 45-mile radii).

<b>Blue Collar Occupations</b>	<b>15 Miles</b>	<b>30 Miles</b>	<b>45 Miles</b>
Production occupations	7,147	26,606	65,068
Material moving workers	3,921	12,454	29,598
Construction trades workers	2,924	10,020	25,676
Food preparation and serving related occupations	3,486	9,939	28,496
Installation maintenance and repair occupations	2,384	8,118	23,649

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At the 30-mile radius, these 5 occupations account for about 72% of all blue collar employment. Production occupations account for 28%, while material moving workers comprise about 13% of all blue collar jobs. Furthermore, construction trades workers and food preparation and serving related occupations both account for about 11%, and installation maintenance and repair occupations account for about 9% of all blue collar jobs.

## White Collar Workers

At the 30-mile radius, approximately 50% of all workers are employed in “white collar” occupations. The following table identifies the top 5 white collar jobs based on 2000 employment estimates within 30 miles of the centralized location in Northumberland County (values are sorted according to the 30-mile radius, but values are presented for the 15- and 45-mile radii).

<b>White Collar Occupations</b>	<b>15 Miles</b>	<b>30 Miles</b>	<b>45 Miles</b>
Office and administrative support occupations	8,843	27,113	89,290
Sales and related occupations	5,188	16,292	51,392
Management occupations except farmers & farm managers	3,295	9,096	34,456
Education training and library occupations	3,236	8,699	25,540
Health diagnostic & treating practitioners & technical occupations	2,854	6,495	19,595

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At the 30-mile radius, these 5 occupations account for about 73% of all white collar employment. Office and administrative support occupations account for 29%, while sales and related occupations comprise about 18% of all white collar jobs. Furthermore, management occupations account for 10%, education training and library occupations account for about 9%, and health diagnostic and treating practitioners and technical occupations account for 7% of all white collar jobs.

**Commute Times:**

Based on 2000 Census results, the median travel time to work by individuals ages 16 and over within 30 miles of the centralized location in Northumberland County was 18.88 minutes. The following chart demonstrates the number of workers who travel to work within each of 6 time categories in the areas surrounding this location.

<b>Travel Time to Work</b>	<b>15 Miles</b>	<b>30 Miles</b>	<b>45 Miles</b>
0-9 Minutes	14,274	37,869	95,271
10-19 Minutes	20,731	58,396	187,528
20-29 Minutes	10,876	34,961	113,099
30-39 Minutes	6,709	21,629	66,009
40-59 Minutes	3,422	15,075	43,613
60 or more Minutes	3,491	12,798	30,284

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It is apparent that a majority of workers are willing to travel 10 to 19 minutes to work. In fact, approximately 32% of all workers in the 30-mile radius travel for an average of 10 to 19 minutes. Furthermore, about 73% of all workers travel less than 30 minutes to work in this radius. Similar trends are apparent in each radius.

**Conclusion:**

This data is meant to provide potential companies with a snapshot of how their workforce demands can be met by extending recruitment beyond a 15-mile radius. The data is in no way a guarantee that individuals are available or interested in working for their company; rather, the data illustrates the availability of individuals who may meet the basic characteristics sought in new hires. While this analysis was based on an arbitrarily chosen point in Northumberland County, specific locations can be selected for more appropriate information in this county as well as other areas throughout the Central Workforce Investment Area.