

October 2017

## Moore Norman Technology Center

### Economy Overview



Providing Valid and Reliable Data

Information  
Management  
Division

# Parameters

## Regions

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Code	Description
40027	Cleveland County, OK

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## Timeframe

2001 - 2016

## Datarun

2017.3 – QCEW Employees, Non-QCEW Employees, and Self-Employed

# Economy Overview

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Population (2016)	278.6K
Jobs (2016)	92.5K
Average Earnings (2016)	\$45.4K
Unemployed (1/2017)	4.9K
Completions (2016)	7.6K
GRP (2016)	\$8.7B
Exports (2016)	\$9.6B
Imports (2016)	\$14.0B

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# Population

<b>278.6K</b> <b>2016 Population</b> 7.1% of State	<b>6.4%</b> <b>Population Growth for the Last 5 Years</b> State Growth 3.6%
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Age Group	2016 Population	% of Population	
Under 5 years	15,870	5.7%	
5 to 9 years	17,348	6.2%	
10 to 14 years	17,794	6.4%	
15 to 19 years	20,537	7.4%	
20 to 24 years	30,591	11.0%	
25 to 29 years	21,357	7.7%	
30 to 34 years	20,706	7.4%	
35 to 39 years	18,917	6.8%	
40 to 44 years	16,483	5.9%	
45 to 49 years	15,962	5.7%	
50 to 54 years	16,286	5.8%	
55 to 59 years	16,843	6.0%	
60 to 64 years	14,651	5.3%	
65 to 69 years	12,611	4.5%	
70 to 74 years	8,714	3.1%	
75 to 79 years	6,026	2.2%	
80 to 84 years	3,921	1.4%	
85 years and over	4,031	1.4%	

## Jobs by Industry

<b>92,479</b> Total Jobs (2016)		<b>50.2%</b> Male (National: 51.4%)	<b>49.8%</b> Female (National: 48.6%)
NAICS	Industry	2016 Jobs	
11	Crop and Animal Production	222	
21	Mining, Quarrying, and Oil and Gas Extraction	553	
22	Utilities	231	
23	Construction	5,926	
31	Manufacturing	3,552	
42	Wholesale Trade	1,851	
44	Retail Trade	12,606	
48	Transportation and Warehousing	957	
51	Information	1,206	
52	Finance and Insurance	2,388	
53	Real Estate and Rental and Leasing	1,690	
54	Professional, Scientific, and Technical Services	5,267	
55	Management of Companies and Enterprises	374	
56	Administrative and Support and Waste Management and Remediation Services	4,021	
61	Educational Services	1,347	
62	Health Care and Social Assistance	8,609	
71	Arts, Entertainment, and Recreation	1,459	
72	Accommodation and Food Services	11,180	
81	Other Services (except Public Administration)	4,986	
90	Government	24,054	
99	Unclassified Industry	0	

## Average Earnings by Industry

**\$45.4K**

Avg. Earnings (2016)

73% of Nation Avg.

NAICS	Industry	Avg. Earnings (2016)	
11	Crop and Animal Production	\$27,735	
21	Mining, Quarrying, and Oil and Gas Extraction	\$74,144	
22	Utilities	\$119,618	
23	Construction	\$46,548	
31	Manufacturing	\$69,261	
42	Wholesale Trade	\$56,409	
44	Retail Trade	\$31,518	
48	Transportation and Warehousing	\$47,974	
51	Information	\$58,630	
52	Finance and Insurance	\$60,542	
53	Real Estate and Rental and Leasing	\$40,157	
54	Professional, Scientific, and Technical Services	\$60,162	
55	Management of Companies and Enterprises	\$74,415	
56	Administrative and Support and Waste Management and Remediation Services	\$30,428	
61	Educational Services	\$27,795	
62	Health Care and Social Assistance	\$46,963	
71	Arts, Entertainment, and Recreation	\$19,192	
72	Accommodation and Food Services	\$18,086	
81	Other Services (except Public Administration)	\$24,274	
90	Government	\$62,877	
99	Unclassified Industry	\$0	

# Unemployment by Industry

**4,937**

**Total Unemployment (1/2017)**

NAICS	Industry	Unemployed (1/2017)	% of Regional Unemployment	
11	Crop and Animal Production	2	0%	
21	Mining, Quarrying, and Oil and Gas Extraction	21	0%	
22	Utilities	11	0%	
23	Construction	307	6%	
31	Manufacturing	183	4%	
42	Wholesale Trade	53	1%	
44	Retail Trade	811	16%	
48	Transportation and Warehousing	25	1%	
51	Information	46	1%	
52	Finance and Insurance	65	1%	
53	Real Estate and Rental and Leasing	79	2%	
54	Professional, Scientific, and Technical Services	198	4%	
55	Management of Companies and Enterprises	4	0%	
56	Administrative and Support and Waste Management and Remediation Services	220	4%	
61	Educational Services	166	3%	
62	Health Care and Social Assistance	294	6%	
71	Arts, Entertainment, and Recreation	91	2%	
72	Accommodation and Food Services	586	12%	
81	Other Services (except Public Administration)	199	4%	
90	Government	768	16%	
99	No Previous Work Experience/Unspecified	809	16%	

## Top Program Completions

CIP	Program	Completions (2016)	
52	Business, management, marketing, and related support services	1,811	
24	Liberal arts and sciences, general studies and humanities	723	
14	Engineering	707	
30	Multi/interdisciplinary studies	524	
09	Communication, journalism, and related programs	425	
13	Education	381	
45	Social sciences	339	
50	Visual and performing arts	287	
26	Biological and biomedical sciences	249	
42	Psychology	224	

## Gross Regional Product (GRP)

<b>\$5,031.7M</b>	<b>\$3,127.0M</b>	<b>\$503.8M</b>	<b>\$8,662.6M</b>
Earnings (2016)	Property Income (2016)	Taxes on Production (2016)	Total GRP (2016)

NAICS	Industry	GRP (2016)	% of Total
11	Crop and Animal Production	\$30,320,273.57	0%
21	Mining, Quarrying, and Oil and Gas Extraction	\$590,631,657.58	7% 
22	Utilities	\$108,851,917.47	1% 
23	Construction	\$461,855,763.15	5% 
31	Manufacturing	\$518,407,418.03	6% 
42	Wholesale Trade	\$257,102,406.14	3% 
44	Retail Trade	\$649,633,968.58	7% 
48	Transportation and Warehousing	\$81,185,809.76	1% 
51	Information	\$227,185,430.66	3% 
52	Finance and Insurance	\$352,858,443.88	4% 
53	Real Estate and Rental and Leasing	\$403,632,740.98	5% 
54	Professional, Scientific, and Technical Services	\$450,314,747.53	5% 
55	Management of Companies and Enterprises	\$38,580,950.16	0%
56	Administrative and Support and Waste Management and Remediation Services	\$192,043,446.09	2% 

NAICS	Industry	GRP (2016)	% of Total
61	Educational Services	\$45,018,277.7 3	1% 
62	Health Care and Social Assistance	\$495,898,131. 69	6% 
71	Arts, Entertainment, and Recreation	\$72,837,029.9 7	1% 
72	Accommodation and Food Services	\$305,557,305. 56	4% 
81	Other Services (except Public Administration)	\$176,569,912. 97	2% 
90	Government	\$1,701,318,71 8.53	20% 
	Other Non-Industries	\$1,502,753,32 4.15	17% 

## Region Exports

**\$9.6B**

Exports (2016)

68% of Supply

NAICS	Industry	Exports (2016)
11	Crop and Animal Production	\$74,527,698
21	Mining, Quarrying, and Oil and Gas Extraction	\$678,527,312
22	Utilities	\$17,193,374
23	Construction	\$293,215,425
31	Manufacturing	\$1,116,318,627
42	Wholesale Trade	\$194,758,012
44	Retail Trade	\$731,557,847
48	Transportation and Warehousing	\$63,901,065
51	Information	\$236,963,937
52	Finance and Insurance	\$430,579,419
53	Real Estate and Rental and Leasing	\$686,510,927
54	Professional, Scientific, and Technical Services	\$363,352,566
55	Management of Companies and Enterprises	\$50,724,419
56	Administrative and Support and Waste Management and Remediation Services	\$188,669,778
61	Educational Services	\$22,521,009
62	Health Care and Social Assistance	\$427,239,690
71	Arts, Entertainment, and Recreation	\$48,501,650
72	Accommodation and Food Services	\$544,537,496
81	Other Services (except Public Administration)	\$89,620,067
90	Government	\$3,303,830,127

## Region Imports

<b>\$14.0B</b> <b>Imports (2016)</b> 74% of Demand	<b>\$5.0B</b> <b>Locally Produced &amp; Consumed (2016)</b> 26% of Demand
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NAICS	Industry	Imports (2016)
11	Crop and Animal Production	\$86,015,244
21	Mining, Quarrying, and Oil and Gas Extraction	\$82,012,876
22	Utilities	\$104,564,863
23	Construction	\$381,007,760
31	Manufacturing	\$2,228,745,308
42	Wholesale Trade	\$600,289,148
44	Retail Trade	\$812,375,584
48	Transportation and Warehousing	\$336,294,648
51	Information	\$587,200,352
52	Finance and Insurance	\$1,034,786,502
53	Real Estate and Rental and Leasing	\$541,200,865
54	Professional, Scientific, and Technical Services	\$523,150,331
55	Management of Companies and Enterprises	\$223,506,301
56	Administrative and Support and Waste Management and Remediation Services	\$275,593,822
61	Educational Services	\$185,385,893
62	Health Care and Social Assistance	\$1,297,292,320
71	Arts, Entertainment, and Recreation	\$122,573,604
72	Accommodation and Food Services	\$569,234,345
81	Other Services (except Public Administration)	\$144,551,255
90	Government	\$3,833,092,552

# Regional Trends



	Region	2001 Jobs	2016 Jobs	Change	% Change
●	Region	73,584	92,479	18,895	25.7%
●	Mid-Del Technology Center	462,321	494,891	32,570	7.0%
●	Mid-America Technology Center	114,417	140,171	25,754	22.5%
●	Metro Technology Center	462,321	494,891	32,570	7.0%
●	Meridian Technology Center	67,371	65,918	-1,453	-2.2%
●	Kiamichi Technology Center	100,343	101,389	1,046	1.0%
●	Green Country Technology Center	10,807	11,192	385	3.6%
●	Great Plains Technology Center	61,823	63,951	2,128	3.4%
●	Gordon Cooper Technology Center	43,266	44,630	1,364	3.2%
●	Francis Tuttle Technology Center	470,644	504,550	33,906	7.2%

## Growing & Declining Occupations

Occupation	Change in Jobs (2001-2016)	
Retail Salespersons	1,229	
Combined Food Preparation and Serving Workers, Including Fast Food	1,055	
Cashiers	785	
Military occupations	-76	
Telemarketers	-189	
Postsecondary Teachers	-736	

## Growing & Declining Industries

Industry	Change in Jobs (2001-2016)	
Limited-Service Restaurants	1,943	
Local Government, Excluding Education and Hospitals	1,468	
Full-Service Restaurants	1,408	
Flight Training	-458	
Telemarketing Bureaus and Other Contact Centers	-811	
Colleges, Universities, and Professional Schools (State Government)	-3,176	

## 2016 Educational Attainment



	Education Level	2016 Population	2016 Percent
●	Less Than 9th Grade	4,777	2.7% 
●	9th Grade to 12th Grade	11,806	6.7% 
●	High School Diploma	46,450	26.3% 
●	Some College	44,865	25.4% 
●	Associate's Degree	13,538	7.7% 
●	Bachelor's Degree	34,379	19.5% 
●	Graduate Degree and Higher	20,694	11.7% 

## 2016 Age Cohort Demographics

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	Age Cohort	2016 Population	2016 Percent
●	Under 20 years	71,549	25.7% 
●	20 to 39 years	91,571	32.9% 
●	40 to 59 years	65,574	23.5% 
●	60 to 79 years	42,002	15.1% 
●	80 years and over	7,952	2.9% 

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## 2016 Race/Ethnicity Demographics

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	Race/Ethnicity	2016 Population	2016 Percent
●	All Other Race/ethnicities	29,789	10.7% 
●	Black, Non-Hispanic	13,527	4.9% 
●	Two or More Races, Non-Hispanic	14,337	5.1% 
●	White, Hispanic	19,265	6.9% 
●	White, Non-Hispanic	201,731	72.4% 

# Top Regional Businesses

Business Name	Business Size
University Of Oklahoma	Large (250+)
Norman Regional Hospital	Large (250+)
Health Promotion Svc	Large (250+)
Norman Regional Health System	Large (250+)
Johnson Controls Inc	Large (250+)

# Appendix A - Data Sources and Calculations

## Input-Output Data

The input-output model in this report is Emsi's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several Emsi in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

## Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, birth and mortality rates from the US Health Department, and projected regional job growth.

## Industry Data

Emsi industry data have various sources depending on the class of worker. (1) For QCEW Employees, Emsi primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

## Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

## Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

## **Educational Attainment Data**

Emsi's educational attainment numbers are based on Emsi's demographic data and the American Community Survey. 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.

## **Infogroup Business-Level Data**

Data for individual businesses is provided by Infogroup, which maintains a database of more than 16 million U.S. business entities. Note that in aggregate it will not be consistent with Emsi labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.

## **State Data Sources**

This report uses state data from the following agencies: Oklahoma Employment Security Commission