



45-Minute Drive Time of Little Canoe Creek Mega-Site

AIDT



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Report Parameters

8 Counties

1009	Blount County, AL	1055	Etowah County, AL
1015	Calhoun County, AL	1073	Jefferson County, AL
1019	Cherokee County, AL	1095	Marshall County, AL
1049	DeKalb County, AL	1115	St. Clair County, AL

Class of Worker

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

The information in this report pertains to the chosen geographical areas.

Economy Overview

1,218,049

Population (2020)

Population **grew by 3,651** over the last 5 years and is projected to **grow by 3,859** over the next 5 years.

582,904

Total Regional Employment

Jobs **grew by 6,957** over the last 5 years and are projected to **grow by 2,846** over the next 5 years.

\$61.1K

Avg. Earnings Per Job (2020)

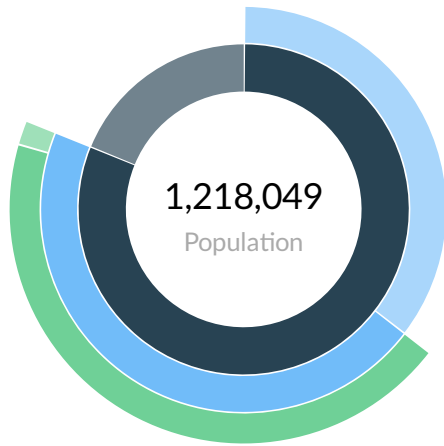
Regional average earnings per job are **\$11.0K below** the national average earnings of \$72.0K per job.

Takeaways

- As of 2020 the region's population **increased by 0.3%** since 2015, growing by 3,651. Population is expected to **increase by 0.3%** between 2020 and 2025, adding 3,859.
- From 2015 to 2020, jobs **increased by 1.2%** in 45Minute Drive Time of Steele, AL from 575,947 to **582,904**. This change **fell short of the national growth rate of 1.3% by 0.1%**. As the number of jobs increased, the **labor force participation rate increased from 54.9% to 56.4% between 2015 and 2020**.
- Concerning educational attainment, **16.0% of the selected regions' residents possess a Bachelor's Degree** (4.0% below the national average), and **9.2% hold an Associate's Degree** (0.6% above the national average).
- The top three industries in 2020 are Restaurants and Other Eating Places, Education and Hospitals (State Government), and Education and Hospitals (Local Government).

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	1,218,049	556,823	582,904	93.6	\$64.01B	\$65.98B	\$74.98B
Nation	330,591,441	159,976,949	160,385,413	100.0	\$20.70T	\$0	\$9.99T

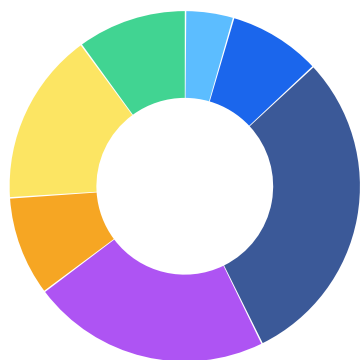
2020 Labor Force Breakdown



	Population
● Total Working Age Population	987,802
● Not in Labor Force (15+)	430,979
● Labor Force	556,823
● Employed	536,210
● Unemployed	20,613
● Under 15	230,247

Educational Attainment

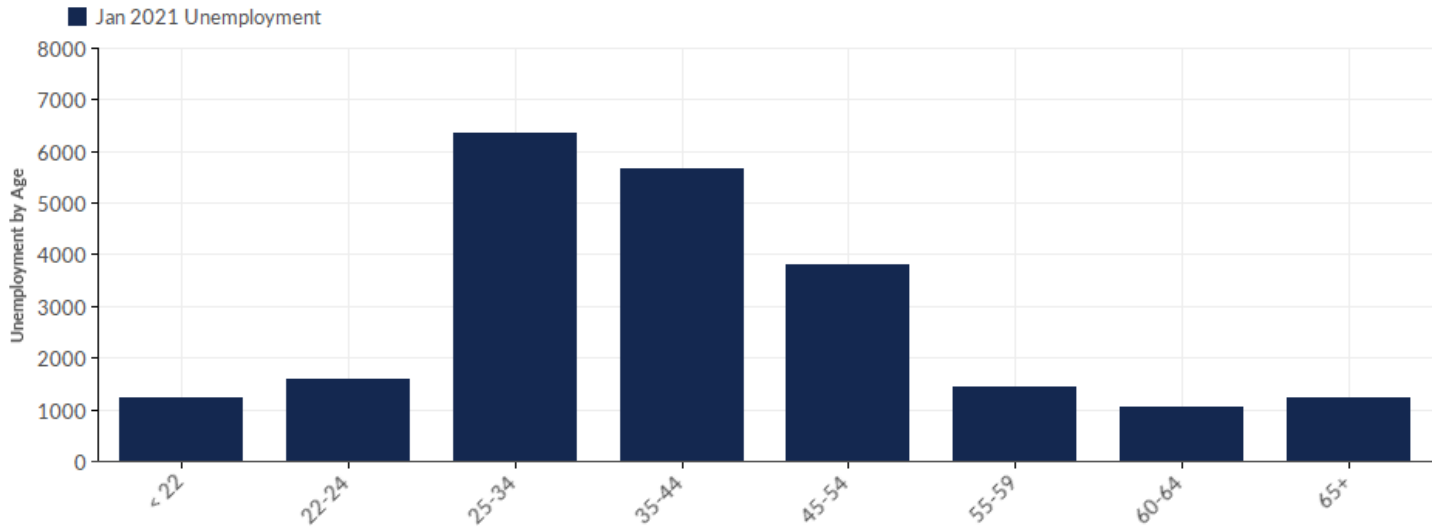
Concerning educational attainment, **16.0% of the selected regions' residents possess a Bachelor's Degree** (4.0% below the national average), and **9.2% hold an Associate's Degree** (0.6% above the national average).



	% of Population	Population
● Less Than 9th Grade	4.4%	37,153
● 9th Grade to 12th Grade	8.6%	71,889
● High School Diploma	29.7%	249,118
● Some College	22.0%	184,968
● Associate's Degree	9.2%	77,114
● Bachelor's Degree	16.0%	134,378
● Graduate Degree and Higher	10.1%	84,981

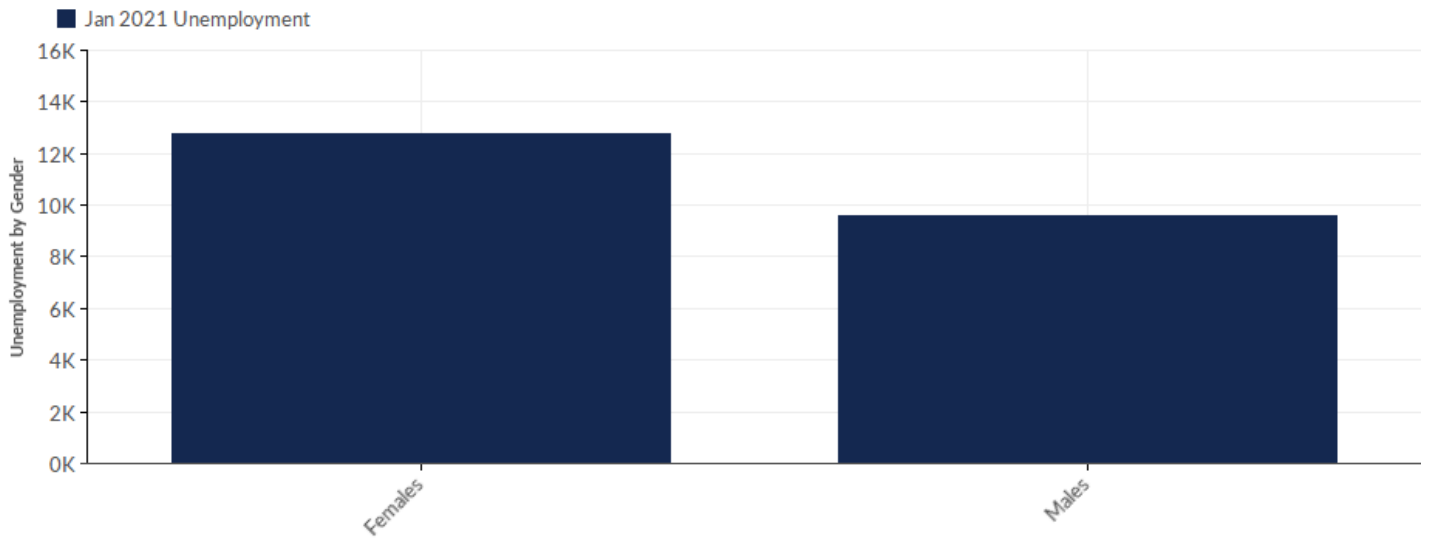
Unemployment by Demographics

Unemployment by Age



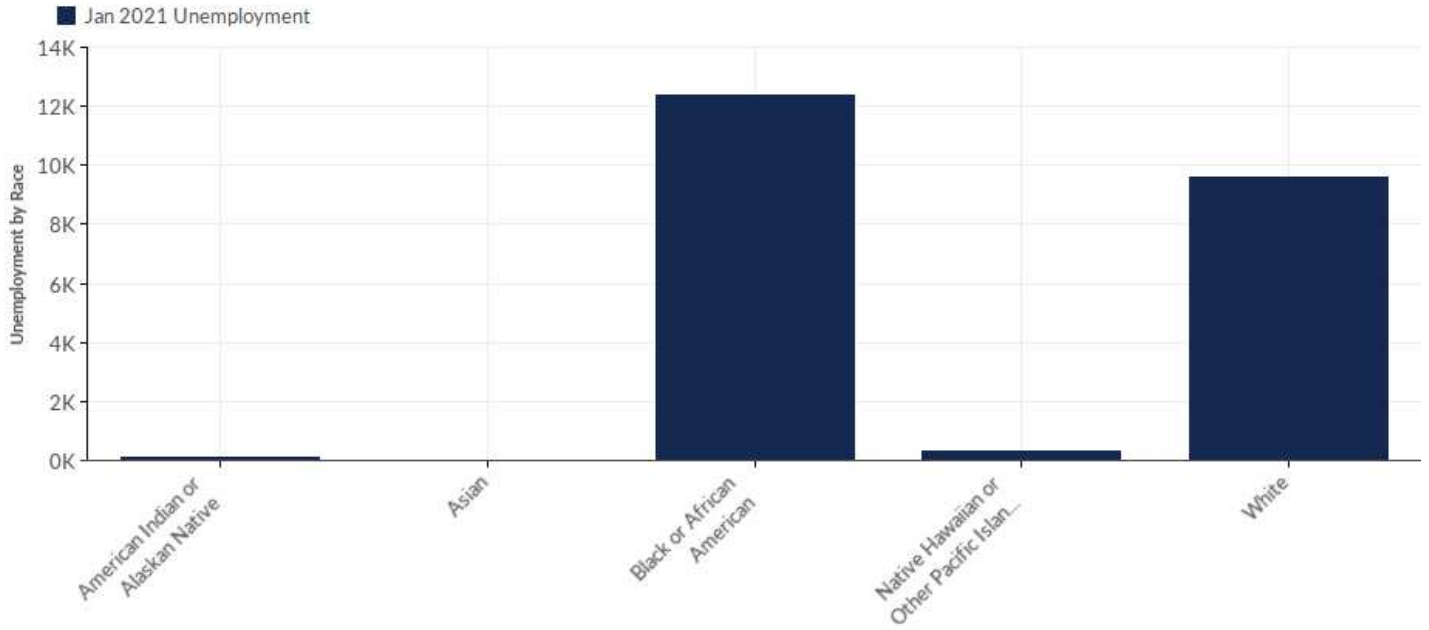
Age	Unemployment (Jan 2021)	% of Age Cohort
< 22	1,229	5.49%
22-24	1,586	7.08%
25-34	6,348	28.35%
35-44	5,677	25.36%
45-54	3,819	17.06%
55-59	1,443	6.45%
60-64	1,061	4.74%
65+	1,224	5.47%
Total	22,388	100.00%

Unemployment by Gender



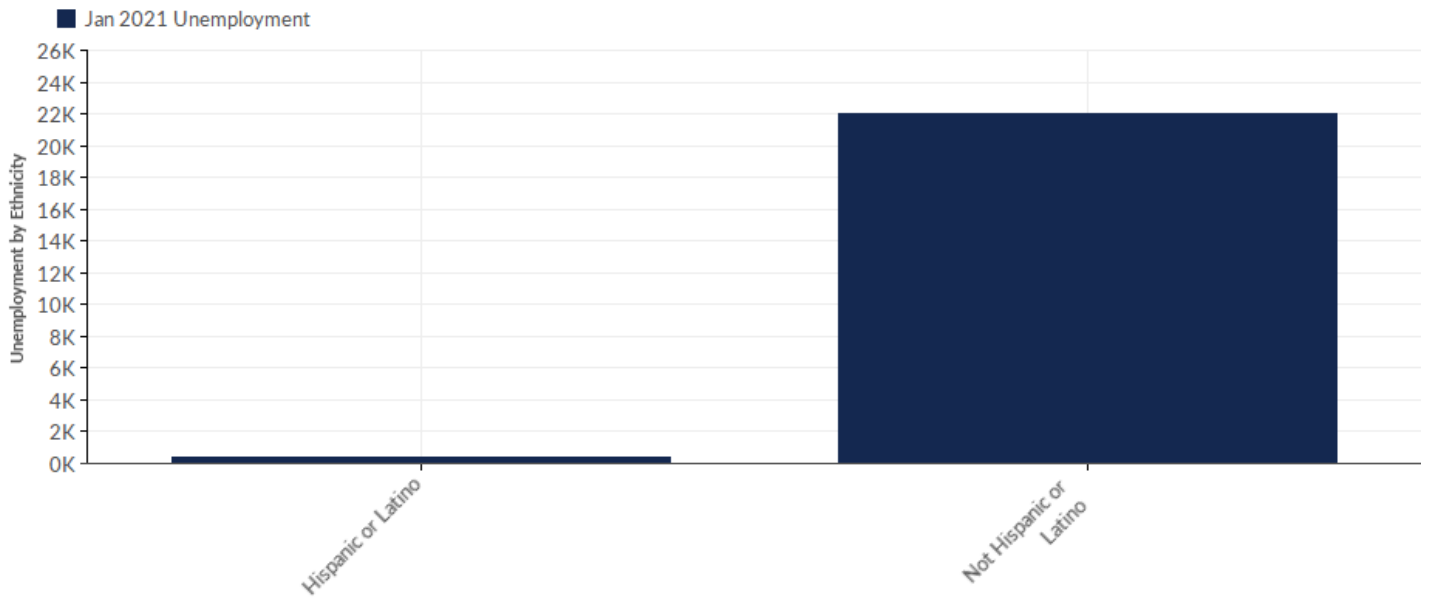
Gender	Unemployment (Jan 2021)	% of Age Cohort
Females	12,784	57.10%
Males	9,604	42.90%
Total	22,388	100.00%

Unemployment by Race



Race	Unemployment (Jan 2021)	% of Age Cohort
American Indian or Alaskan Native	113	0.50%
Asian	22	0.10%
Black or African American	12,351	55.17%
Native Hawaiian or Other Pacific Islander	294	1.31%
White	9,607	42.91%
Total	22,388	100.00%

Unemployment by Ethnicity

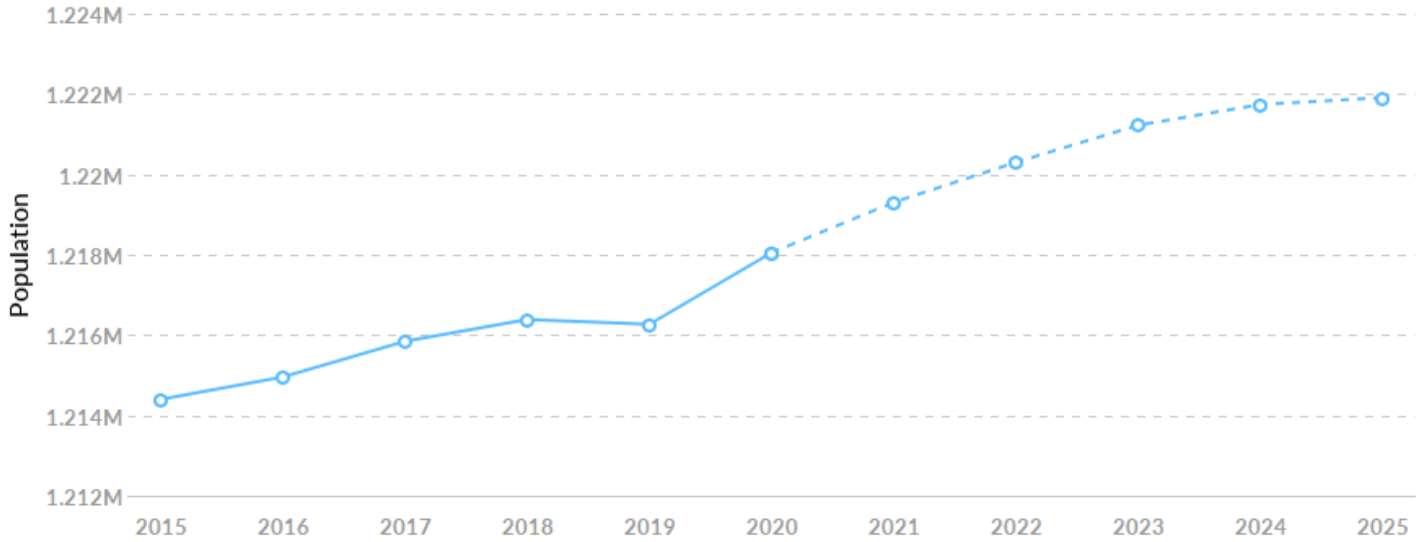


Ethnicity	Unemployment (Jan 2021)	% of Age Cohort
Hispanic or Latino	349	1.56%
Not Hispanic or Latino	22,039	98.44%
Total	22,388	100.00%

Historic & Projected Trends

Population Trends

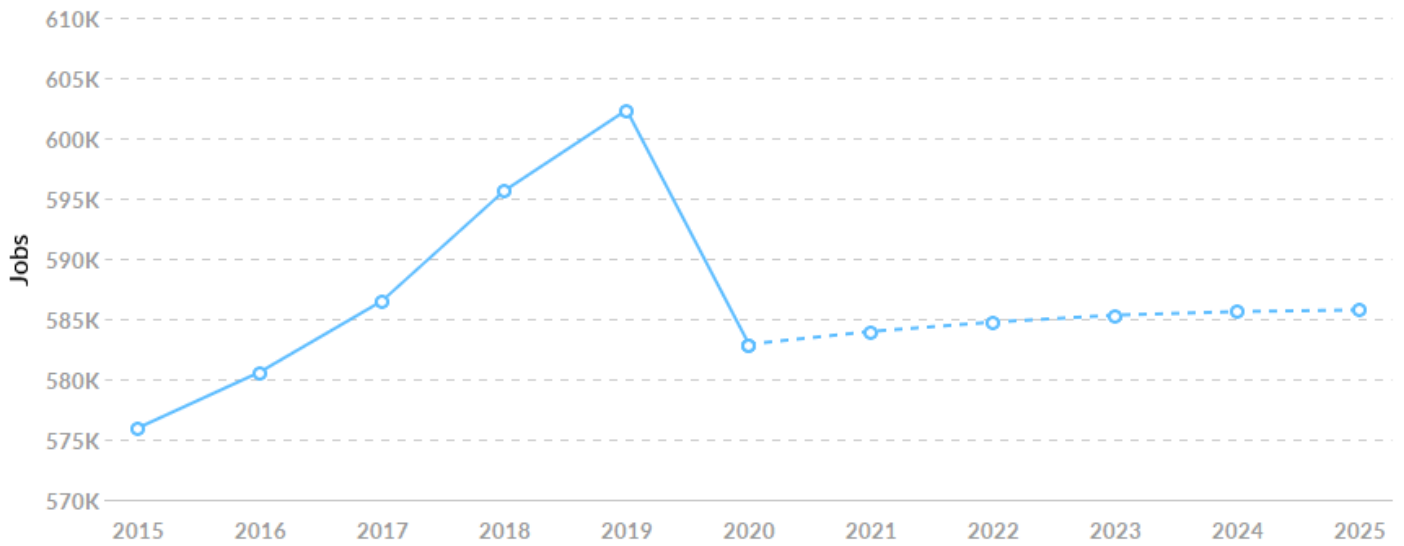
As of 2020 the region's population **increased by 0.3%** since 2015, growing by 3,651. Population is expected to **increase by 0.3%** between 2020 and 2025, adding 3,859.



Timeframe	Population
2015	1,214,398
2016	1,214,956
2017	1,215,843
2018	1,216,387
2019	1,216,267
2020	1,218,049
2021	1,219,303
2022	1,220,299
2023	1,221,223
2024	1,221,737
2025	1,221,908

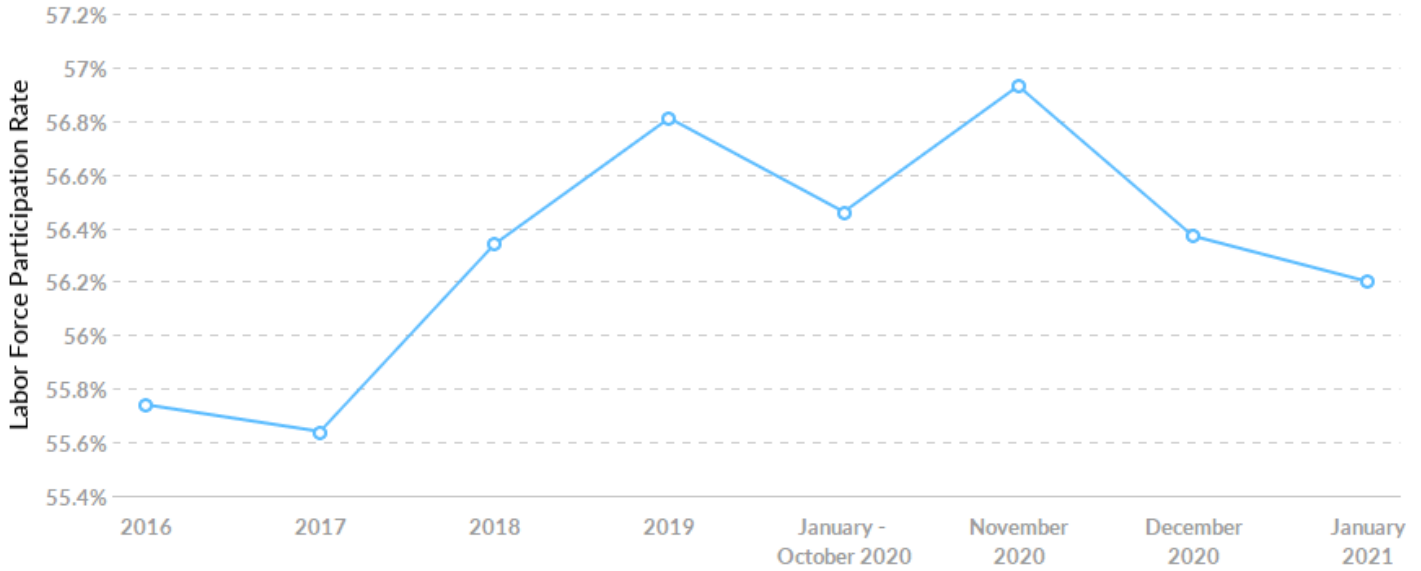
Job Trends

From 2015 to 2020, jobs increased by 1.2% in 45Minute Drive Time of Steele, AL from 575,947 to 582,904. This change fell short of the national growth rate of 1.3% by 0.1%.



Timeframe	Jobs
2015	575,947
2016	580,593
2017	586,491
2018	595,628
2019	602,323
2020	582,904
2021	583,962
2022	584,739
2023	585,316
2024	585,609
2025	585,750

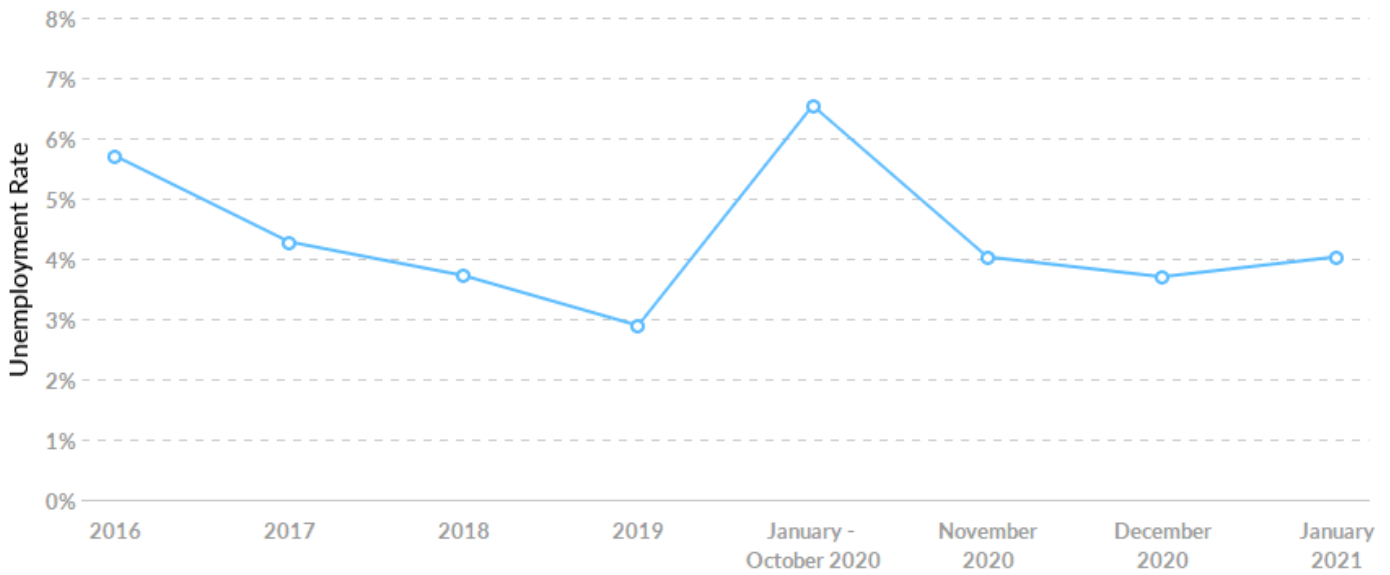
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	55.74%
2017	55.64%
2018	56.34%
2019	56.81%
January - October 2020	56.46%
November 2020	56.93%
December 2020	56.37%
January 2021	56.20%

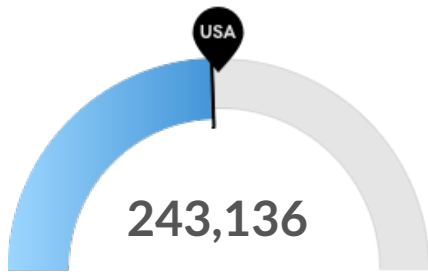
Unemployment Rate Trends

Your areas had a January 2021 unemployment rate of 4.03%, **decreasing from 5.71% 5 years before.**



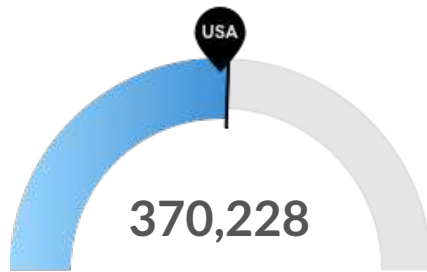
Timeframe	Unemployment Rate
2016	5.71%
2017	4.28%
2018	3.72%
2019	2.89%
January - October 2020	6.54%
November 2020	4.03%
December 2020	3.70%
January 2021	4.03%

Population Characteristics



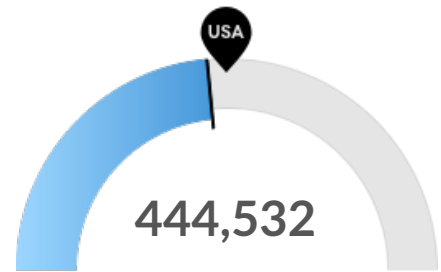
Millennials

Your area has 243,136 millennials (ages 25-39). The national average for an area this size is 250,775.



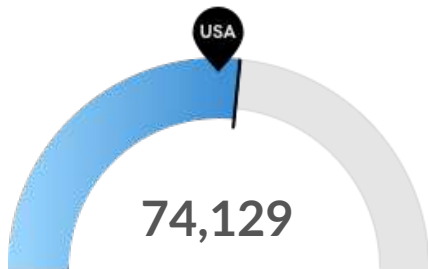
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 357,599 people 55 or older, while there are 370,228 here.



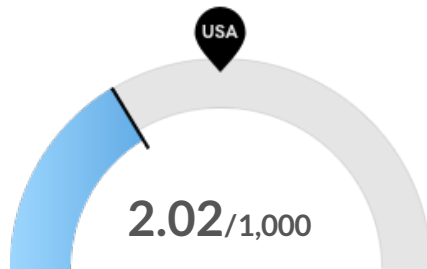
Racial Diversity

Racial diversity is about average in your area. The national average for an area this size is 485,150 racially diverse people, while there are 444,532 here.



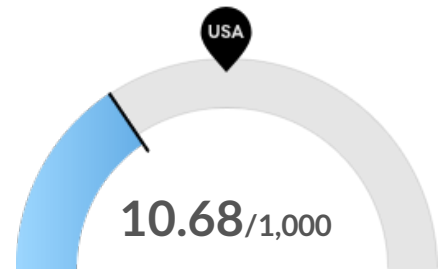
Veterans

Your area has 74,129 veterans. The national average for an area this size is 67,551.



Violent Crime

Your area has 2.02 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

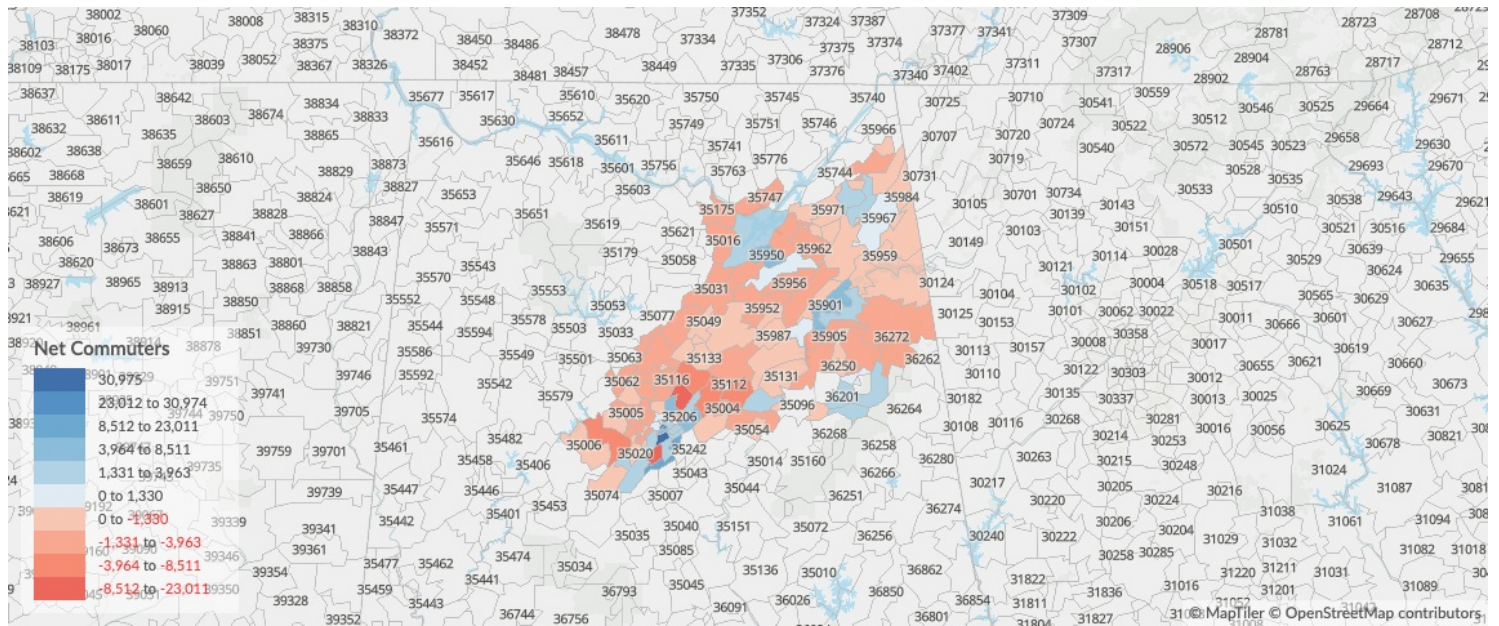


Property Crime

Your area has 10.68 property crimes per 1,000 people. The national rate is 19.79 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #5 for resident workers. The top ZIP for resident workers is 35215.



Where Talent Works

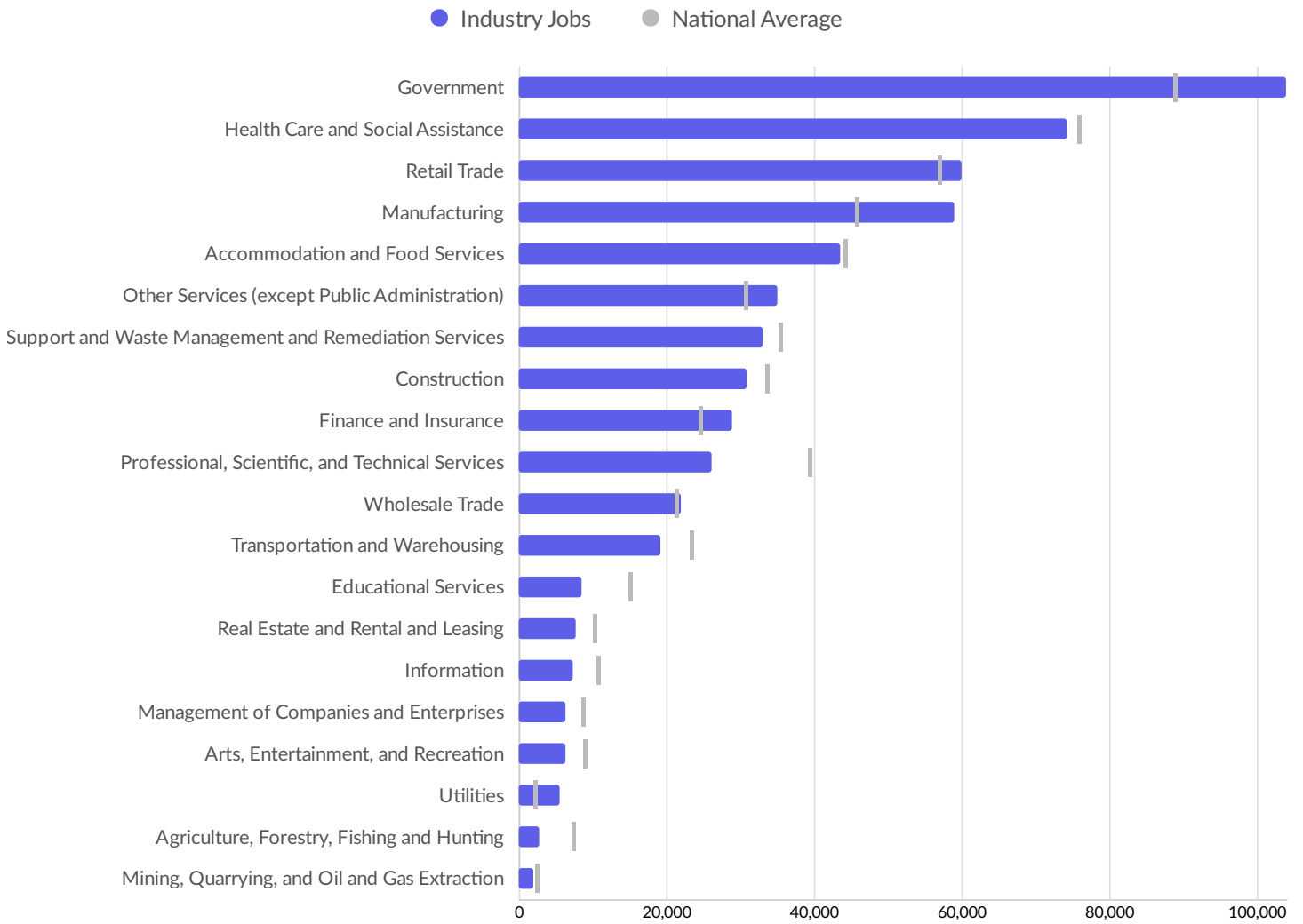
Where Talent Lives

ZIP	Name	2020 Employment
35209	Birmingham, AL (in Jeffe...	45,416
35244	Birmingham, AL (in Jeffe...	27,816
35203	Birmingham, AL (in Jeffe...	25,089
35233	Birmingham, AL (in Jeffe...	24,449
35243	Birmingham, AL (in Jeffe...	21,497

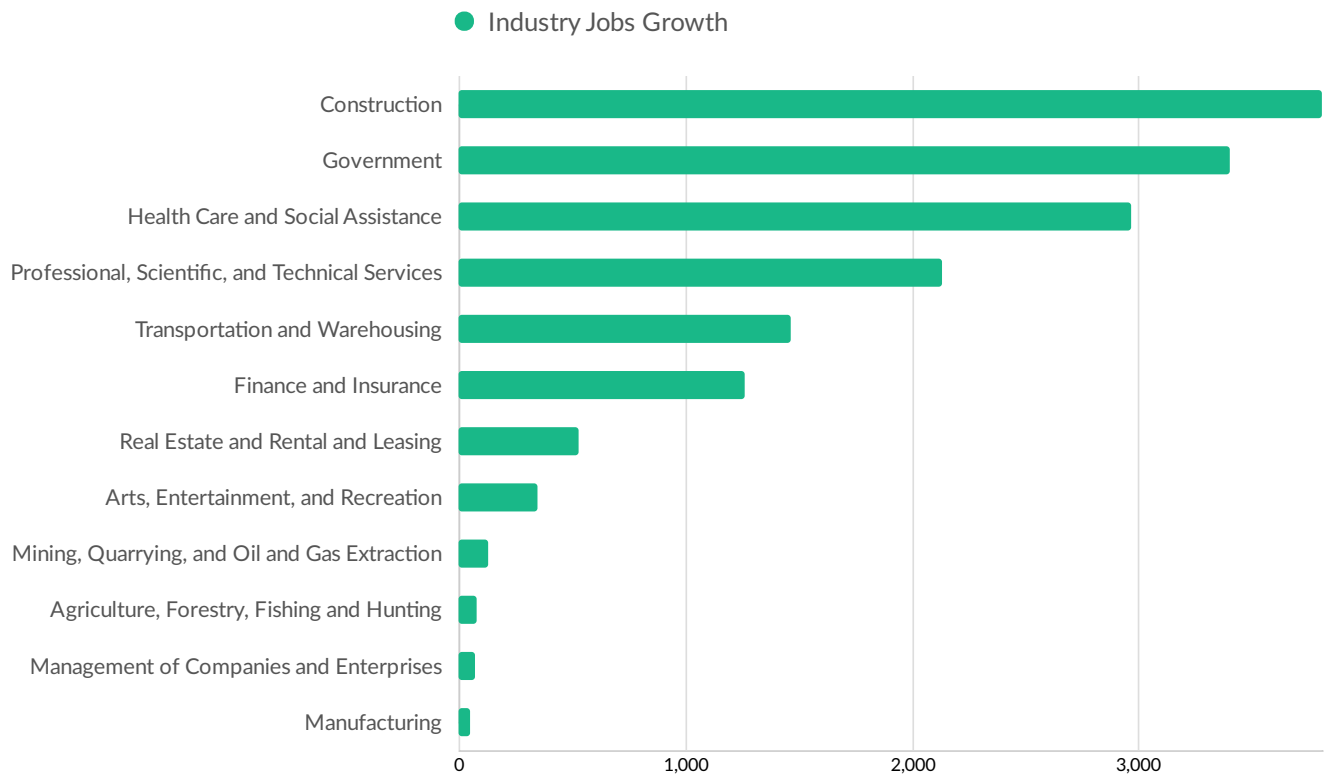
ZIP	Name	2020 Workers
35215	Birmingham, AL (in Jeffe...	18,156
35226	Birmingham, AL (in Jeffe...	17,446
35244	Birmingham, AL (in Jeffe...	16,996
35216	Birmingham, AL (in Jeffe...	16,178
35209	Birmingham, AL (in Jeffe...	14,441

Industry Characteristics

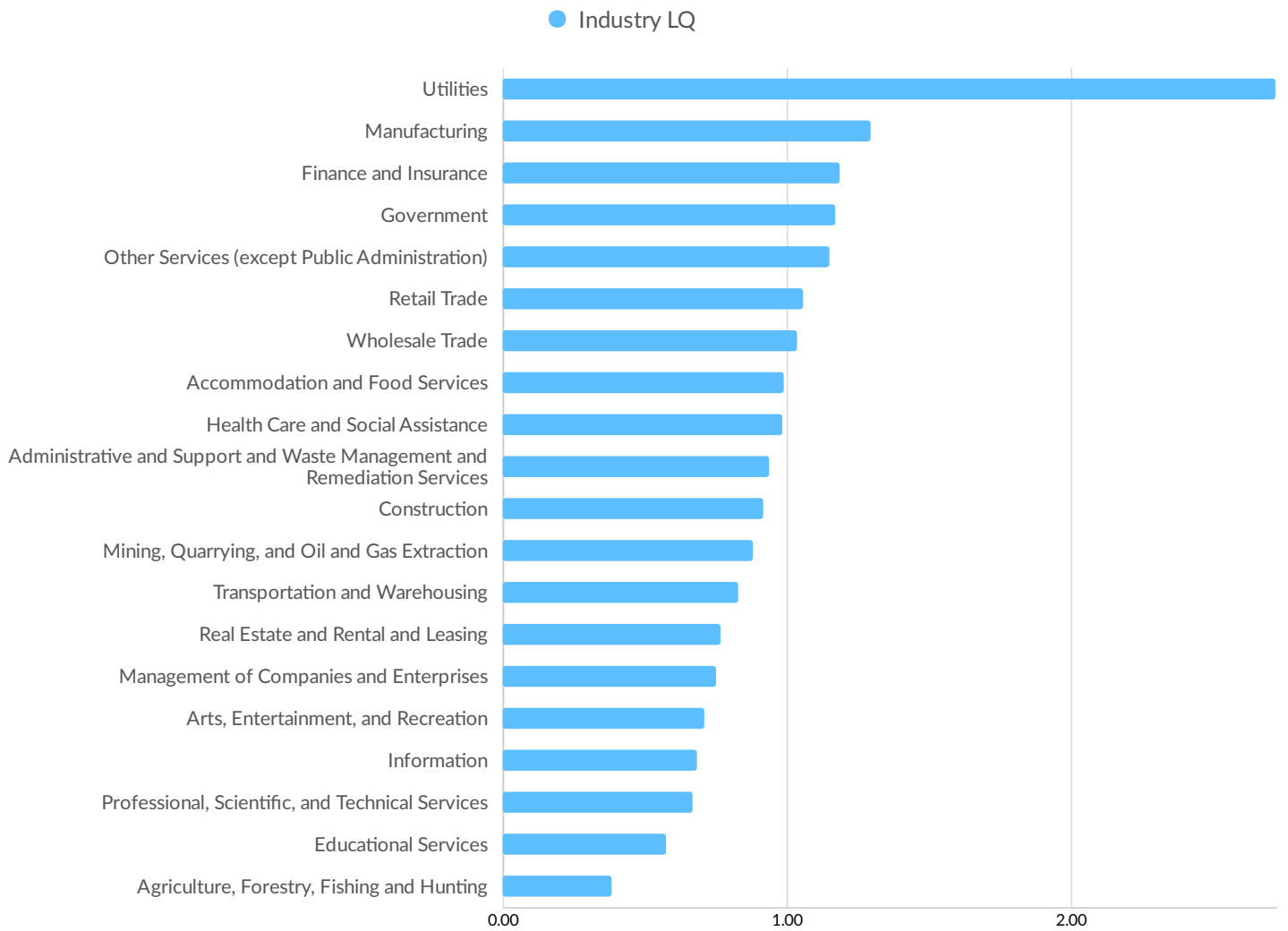
Largest Industries



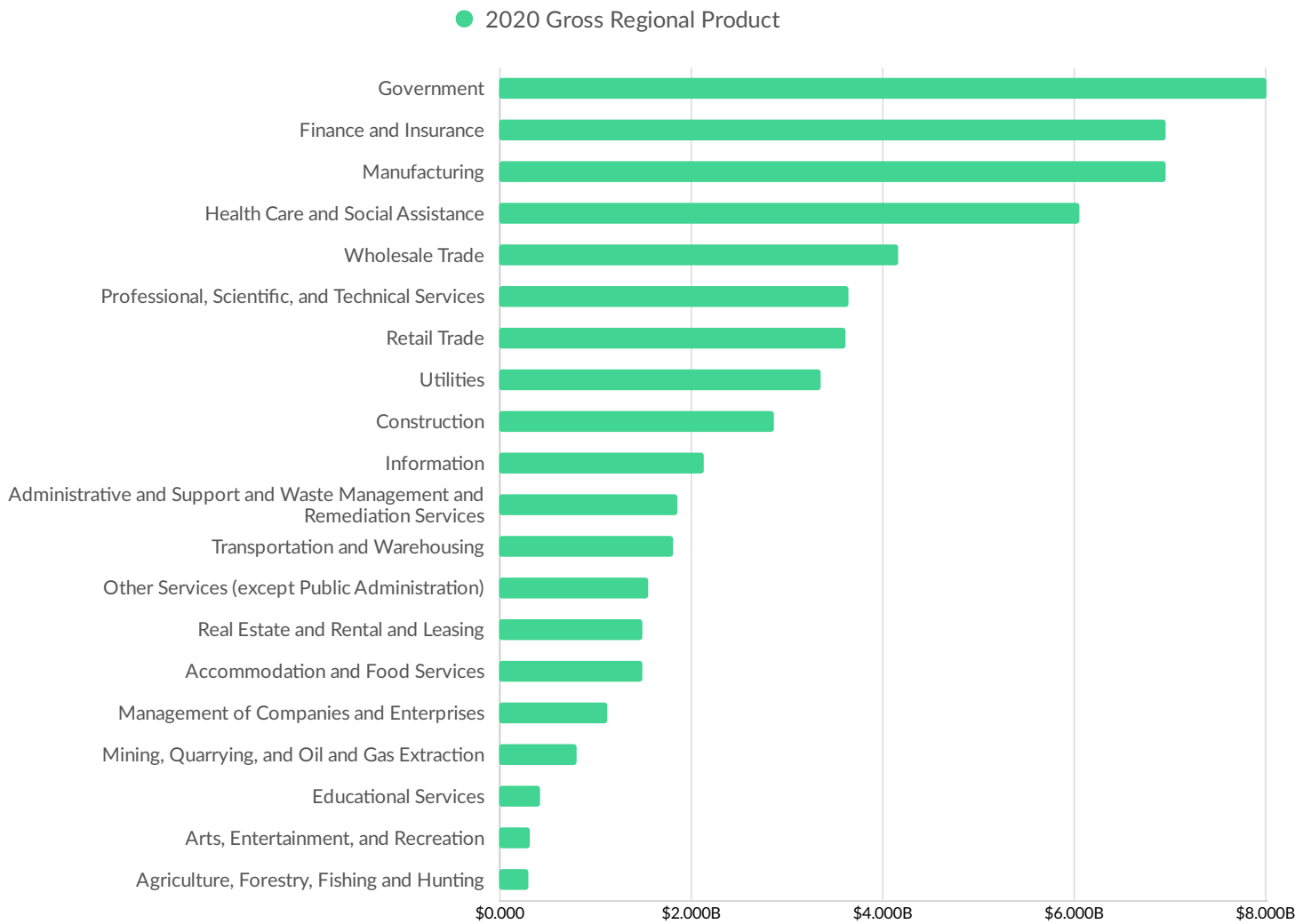
Top Growing Industries



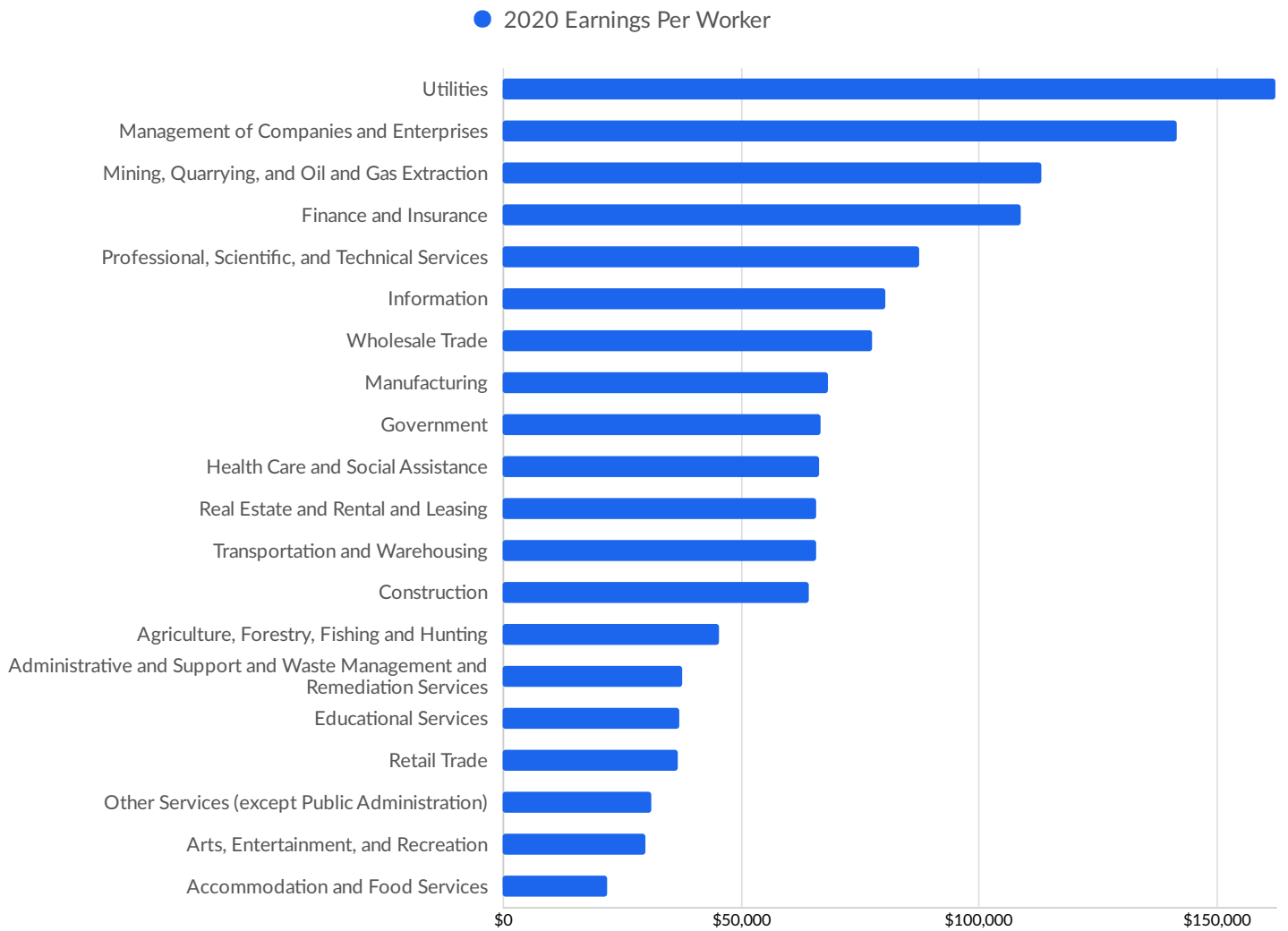
Top Industry LQ



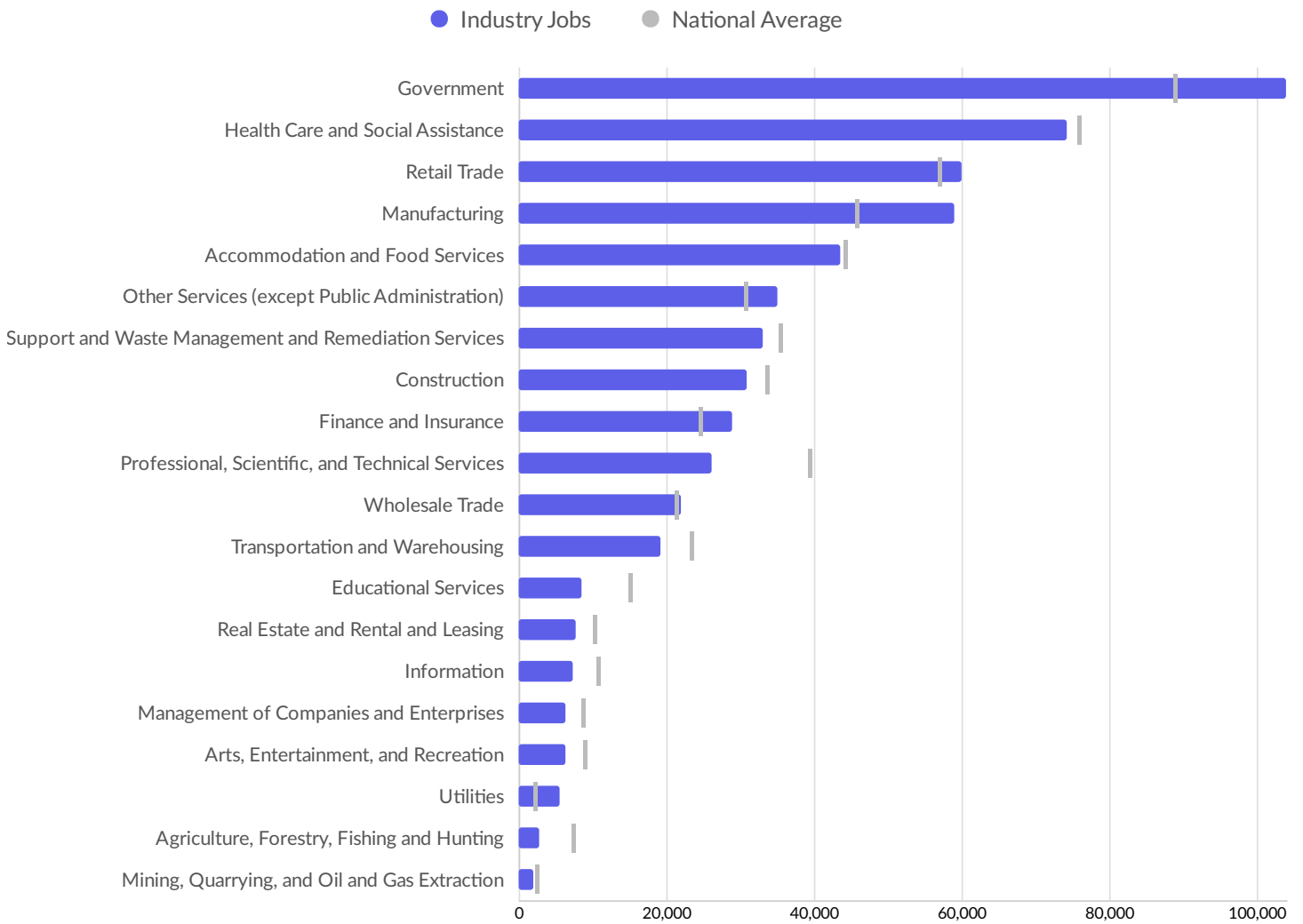
Top Industry GRP



Top Industry Earnings



Largest Industries



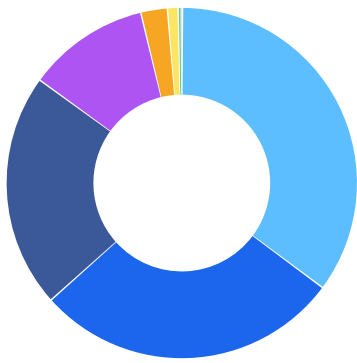
Business Characteristics

71,905 Companies Employ Your Workers

Online profiles for your workers mention 71,905 companies as employers, with the top 10 appearing below. In the last 12 months, 11,824 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Alabama	6,958 	Dollar General Corporation	1,761 
Uab Medicine	4,625 	Wal-Mart, Inc.	1,673 
Regions Financial Corporation	4,065 	CRST International, Inc.	1,608 
Southern Company	3,548 	Soliant Health, Inc	1,589 
Compass Bancshares, Inc.	2,460 	Regions Financial Corporation	1,449 
AT&T Inc.	2,179 	CVS Health Corporation	1,423 
Wal-Mart, Inc.	1,983 	Humana Inc.	1,416 
The Children's Hospital of Alaba...	1,528 	University of Alabama At Birmin...	1,347 
Anthem, Inc.	1,418 	Lowe's Companies, Inc.	1,264 
Birmingham City Schools	1,291 	U.S. Xpress, Inc.	1,257 

Business Size

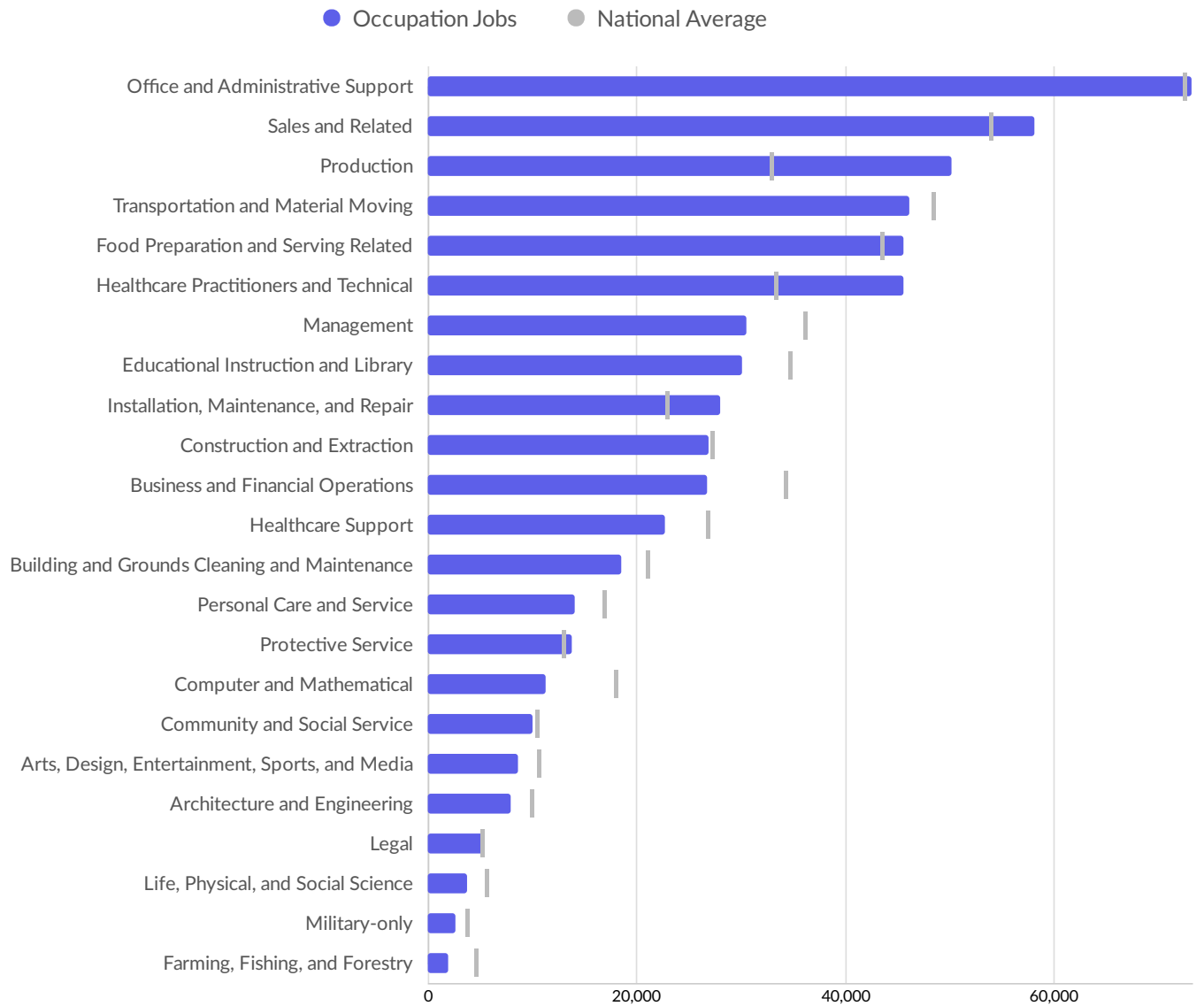


	Percentage	Business Count
1 to 4 employees	35.1%	17,651
5 to 9 employees	28.2%	14,190
10 to 19 employees	21.6%	10,863
20 to 49 employees	11.3%	5,659
50 to 99 employees	2.5%	1,233
100 to 249 employees	1.0%	494
250 to 499 employees	0.3%	140
500+ employees	0.1%	61

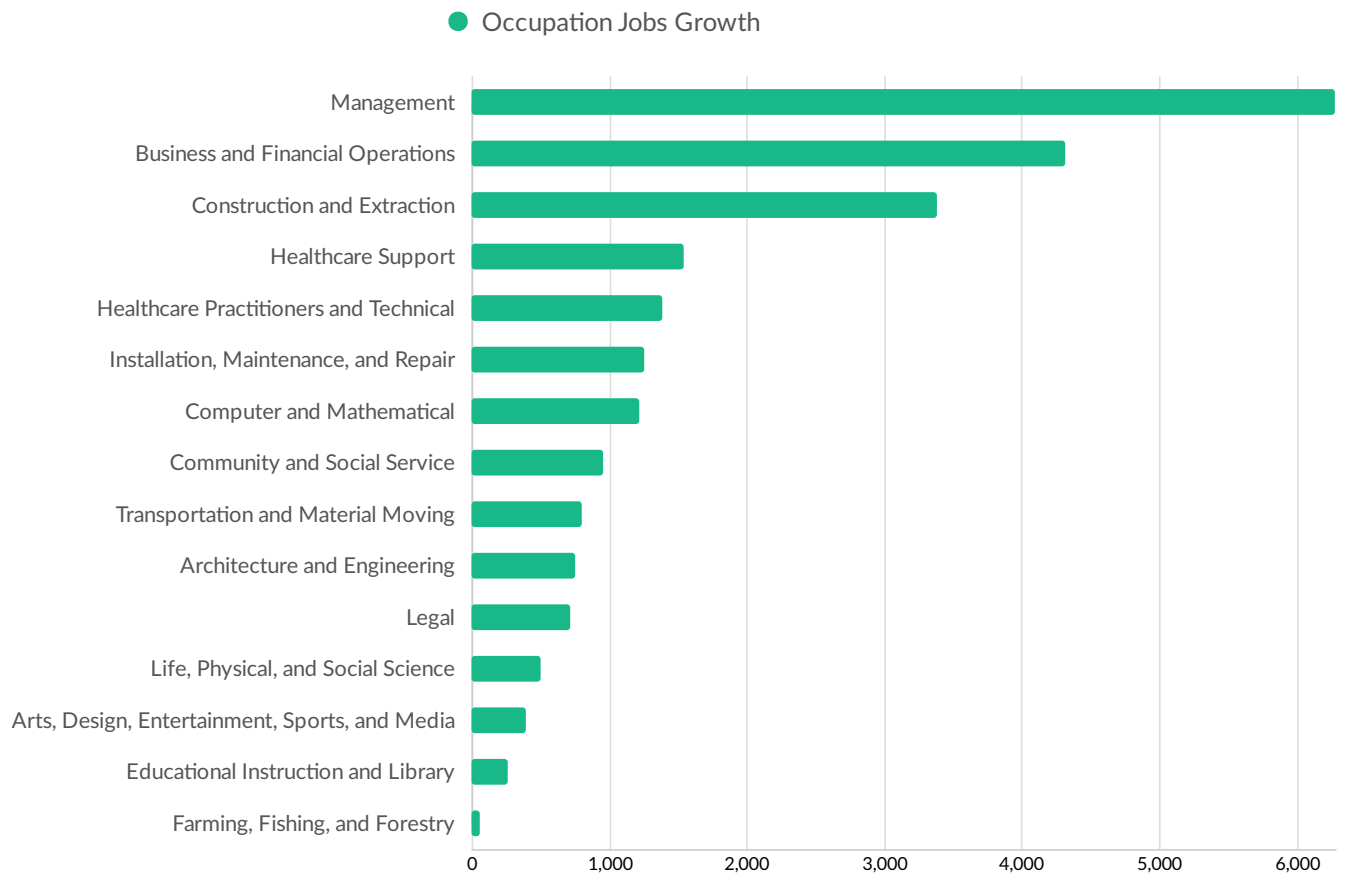
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

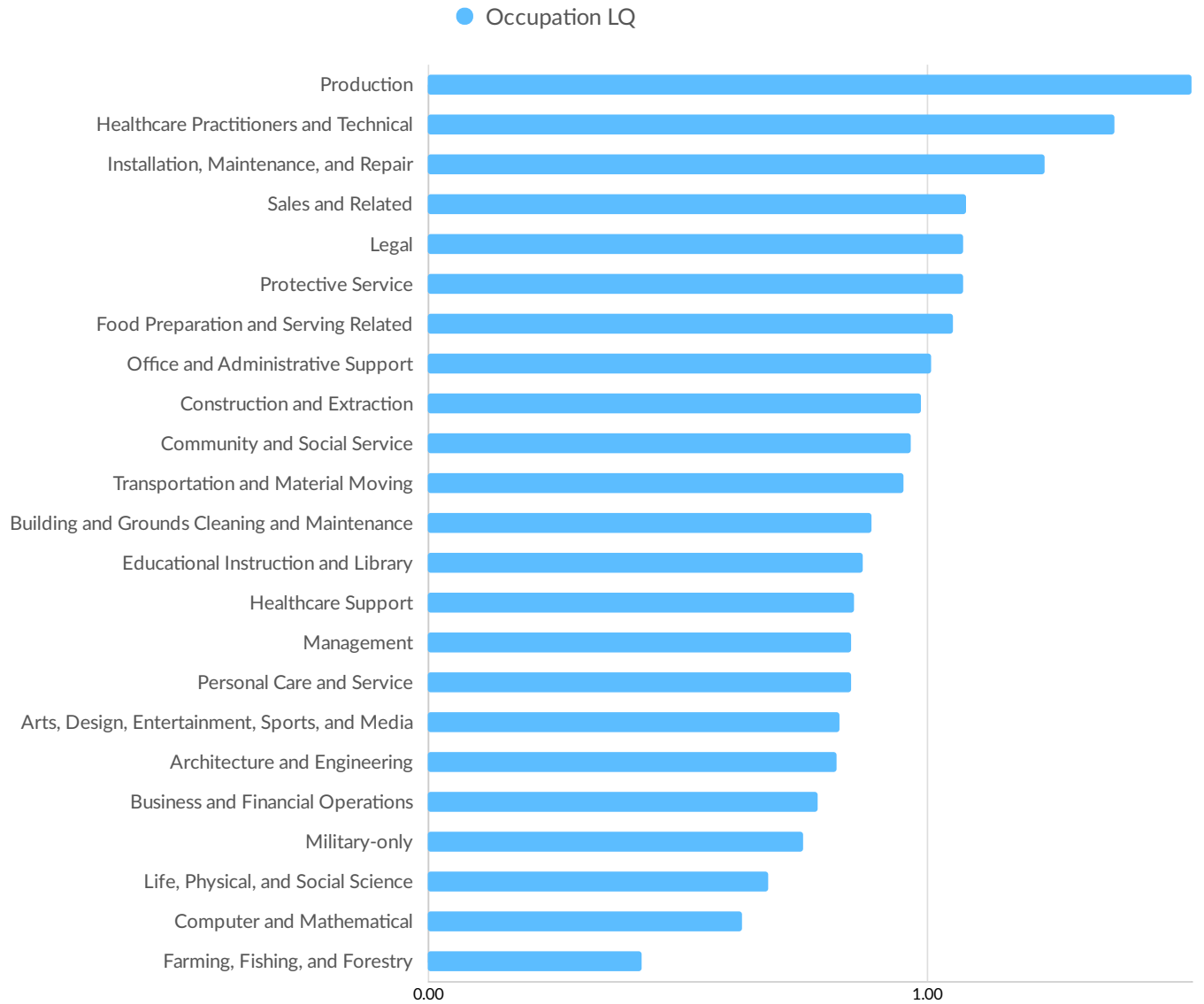
Largest Occupations



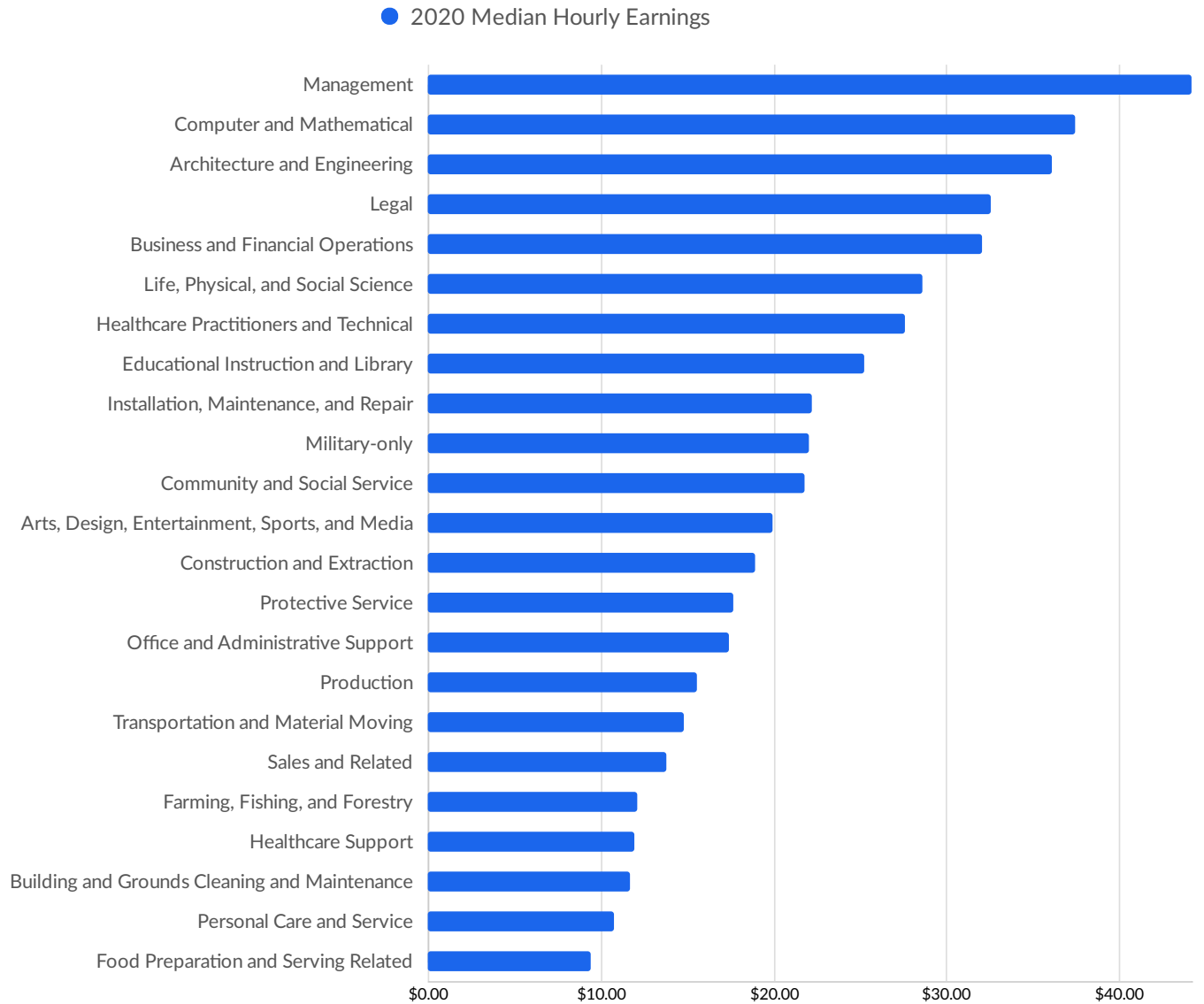
Top Growing Occupations



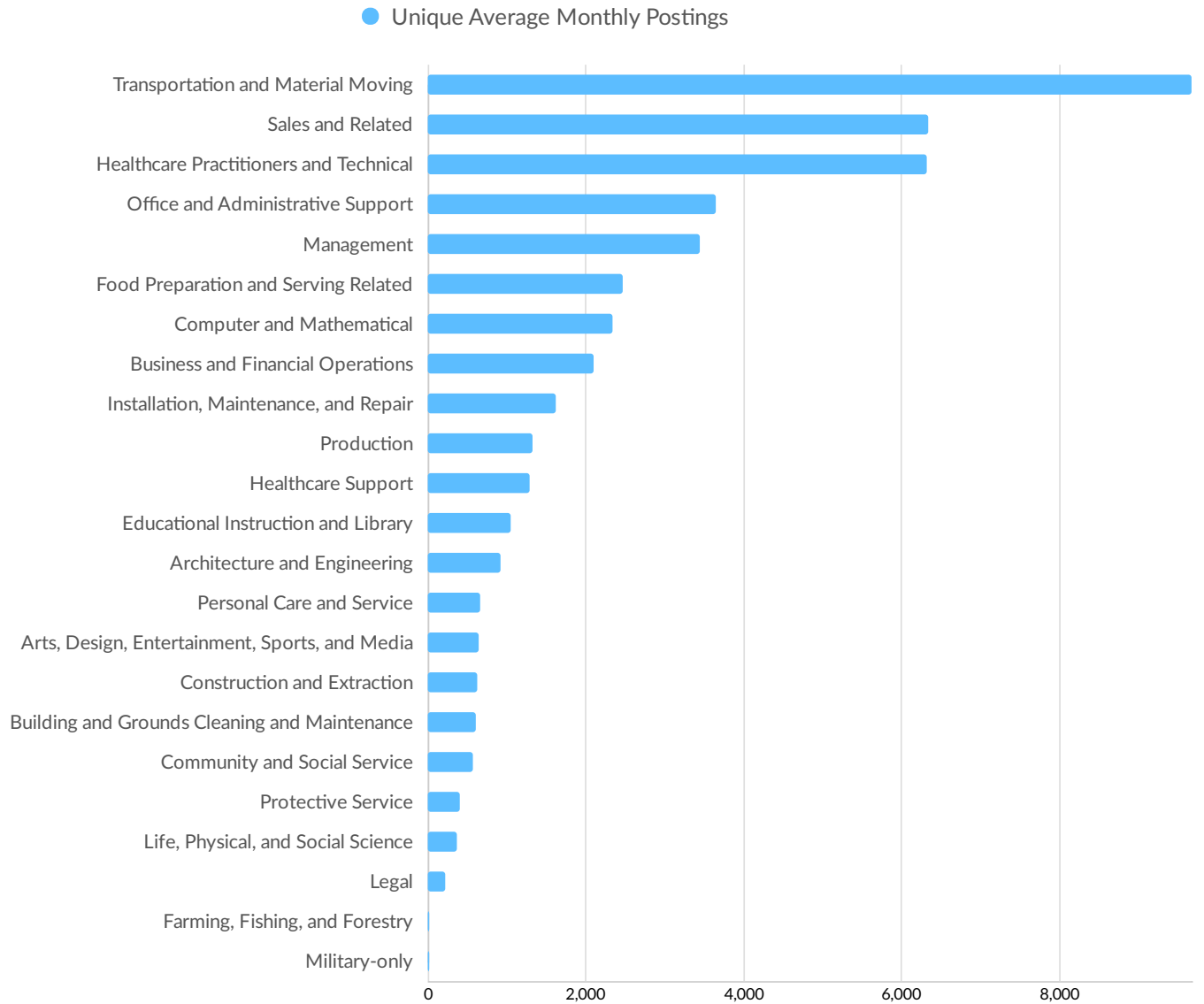
Top Occupation LQ



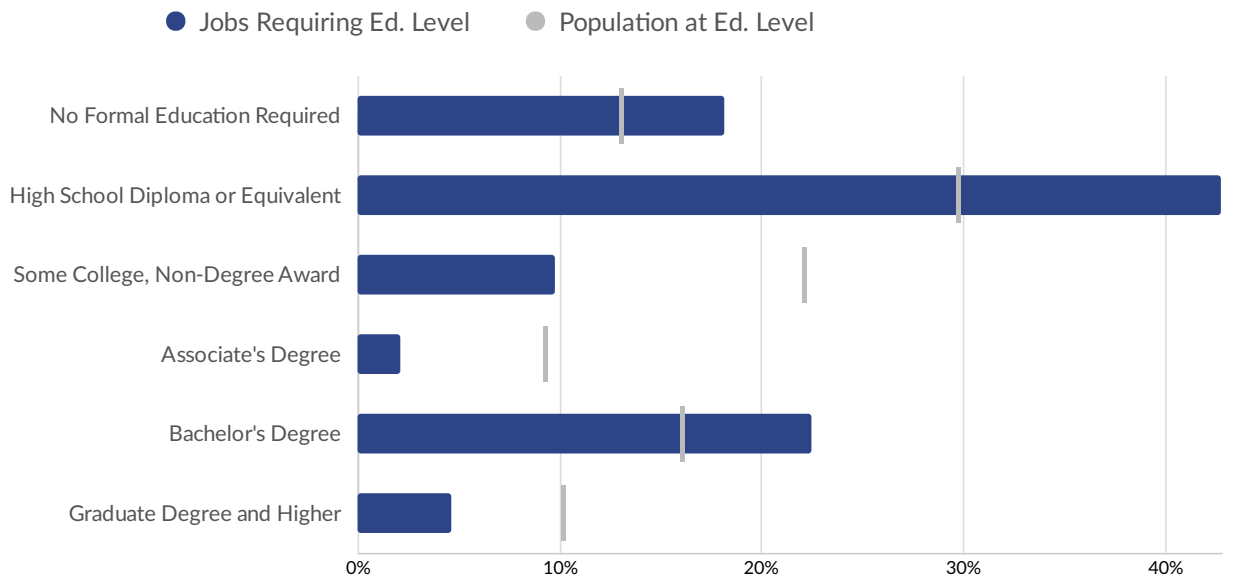
Top Occupation Earnings



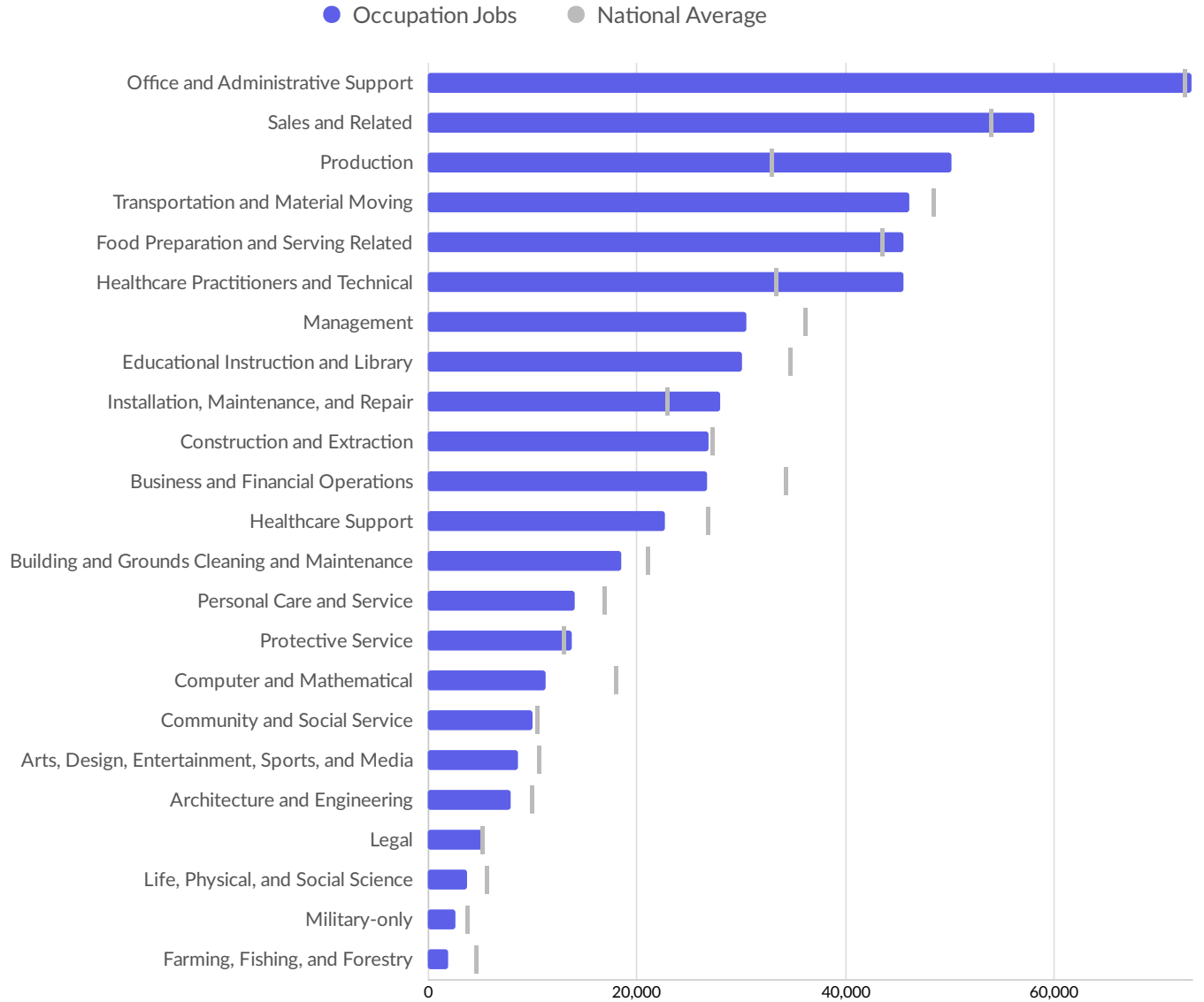
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

In 2019, there were 15,448 graduates in 45Minute Drive Time of Steele, AL. This pipeline has grown by 2% over the last 5 years. The highest share of these graduates come from General Studies, Registered Nursing/Registered Nurse, and Registered Nursing/Registered Nurse.

School	Total Graduates (2019)	Graduate Trend (2015 - 2019)
University of Alabama at Birmingham	5,461	
Jacksonville State University	1,709	
Samford University	1,596	
Northeast Alabama Community College	1,469	
Jefferson State Community College	1,342	
Gadsden State Community College	1,216	
Lawson State Community College	706	
Snead State Community College	548	
Birmingham-Southern College	354	
Herzing University-Birmingham	234	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

In-Demand Skills

