



Southwestern Electric Power Company-Served Arkansas Counties



BOUNDLESS ENERGY™

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Report Parameters

13 Counties

| | | | |
|------|-------------------------|---|-------------------|
| 5007 | Benton County, AR | 5083 | Logan County, AR |
| 5015 | Carroll County, AR | 5091 | Miller County, AR |
| 5057 | Hempstead County, AR | 5109 | Pike County, AR |
| 5061 | Howard County, AR | 5113 | Polk County, AR |
| 5081 | Little River County, AR | <i>See Appendix A for all 13 Counties</i> | |

Class of Worker

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

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

Economy Overview

847,016

Population (2019)

Population grew by **54,512** over the last 5 years and is projected to **grow by 40,874** over the next 5 years.

397,068

Total Regional Employment

Jobs grew by **30,625** over the last 5 years and are projected to **grow by 26,910** over the next 5 years.

\$55.4K

Avg. Earnings Per Job (2019)

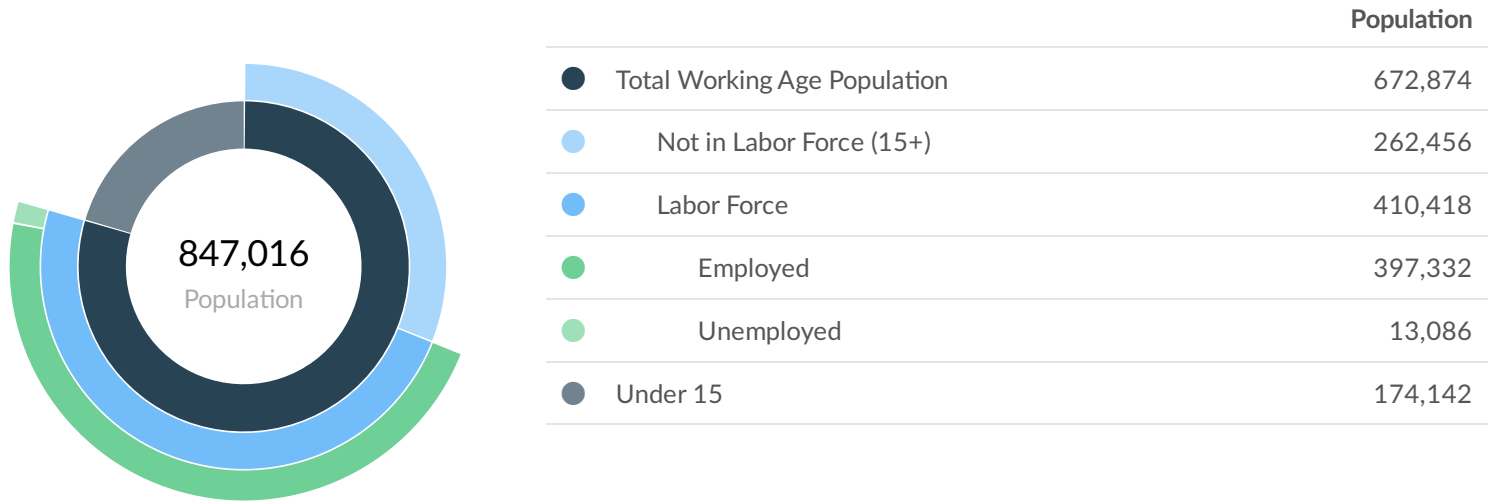
Regional average earnings per job are **\$11.9K below** the national average earnings of \$67.3K per job.

Takeaways

- As of 2019 the region's population **increased by 6.9%** since 2014, growing by 54,512. Population is expected to **increase by 4.8%** between 2019 and 2024, adding 40,874.
- From 2014 to 2019, jobs **increased by 8.4%** in Southwestern Electric Power Company-Served Arkansas Counties from 366,442 to **397,068**. This change **outpaced the national growth rate of 6.9% by 1.5%**. As the number of jobs increased, the **labor force participation rate increased from 59.5% to 61.0% between 2014 and 2019**.
- Concerning educational attainment, **16.1% of the selected regions' residents possess a Bachelor's Degree** (2.8% below the national average), and **5.8% hold an Associate's Degree** (2.3% below the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, Management of Companies and Enterprises, and Animal Slaughtering and Processing.

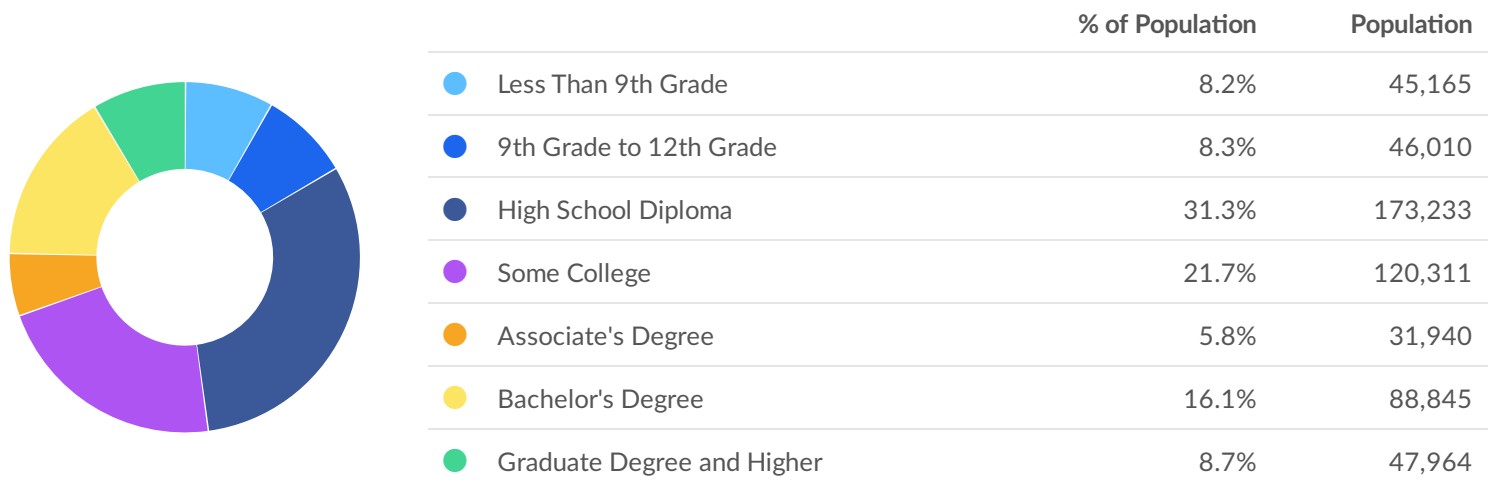
| | Population (2019) | Labor Force (2019) | Jobs (2019) | Cost of Living | GRP | Imports | Exports |
|--------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 847,016 | 410,418 | 397,068 | 90.0 | \$39.23B | \$47.54B | \$42.29B |
| State | 3,025,852 | 1,380,474 | 1,364,086 | 88.8 | \$127.24B | \$145.23B | \$155.17B |

2019 Labor Force Breakdown



Educational Attainment

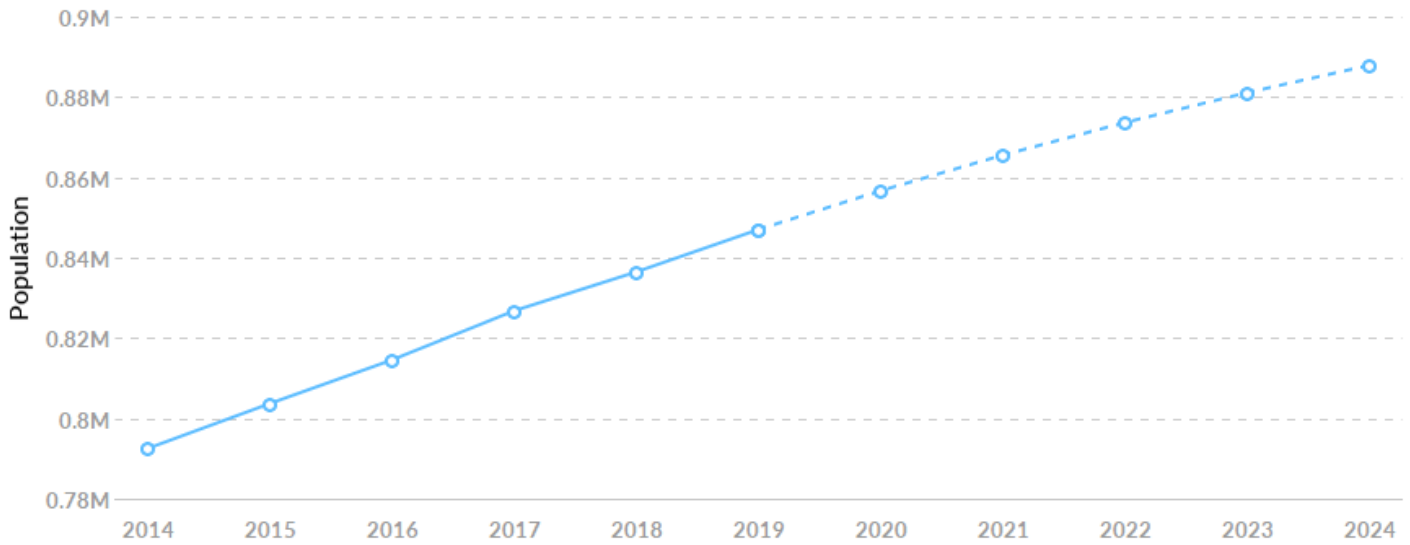
Concerning educational attainment, **16.1% of the selected regions' residents possess a Bachelor's Degree** (2.8% below the national average), and **5.8% hold an Associate's Degree** (2.3% below the national average).



Historic & Projected Trends

Population Trends

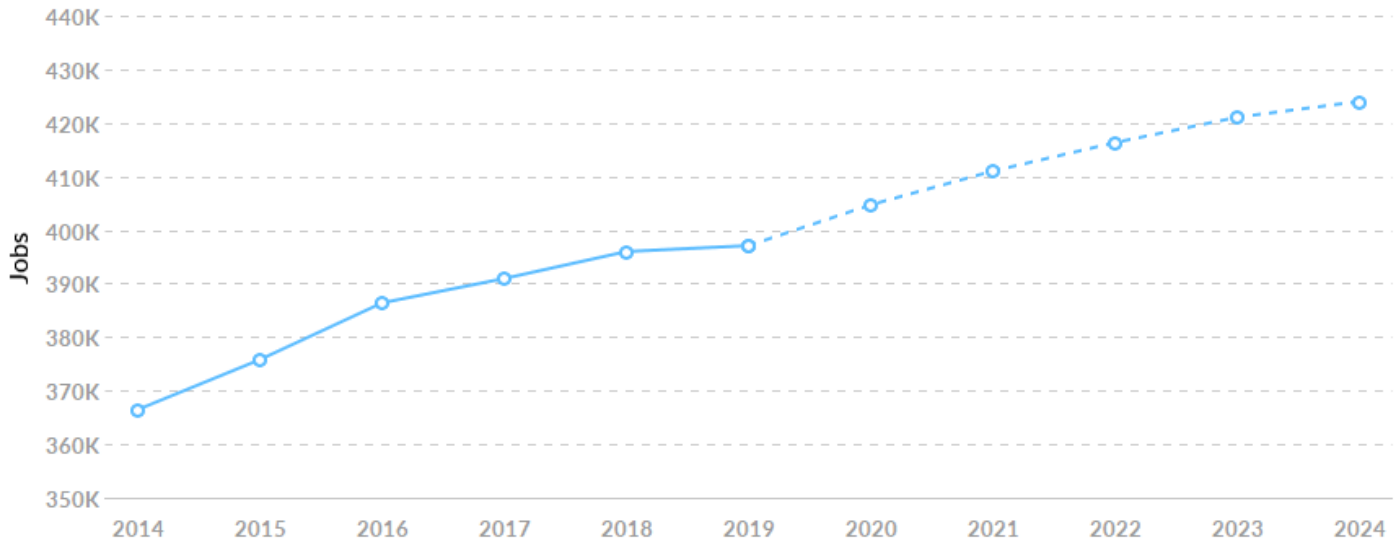
As of 2019 the region's population **increased by 6.9%** since 2014, growing by 54,512. Population is expected to **increase by 4.8%** between 2019 and 2024, adding 40,874.



| Timeframe | Population |
|-----------|------------|
| 2014 | 792,504 |
| 2015 | 803,693 |
| 2016 | 814,550 |
| 2017 | 826,785 |
| 2018 | 836,466 |
| 2019 | 847,016 |
| 2020 | 856,676 |
| 2021 | 865,535 |
| 2022 | 873,652 |
| 2023 | 881,084 |
| 2024 | 887,890 |

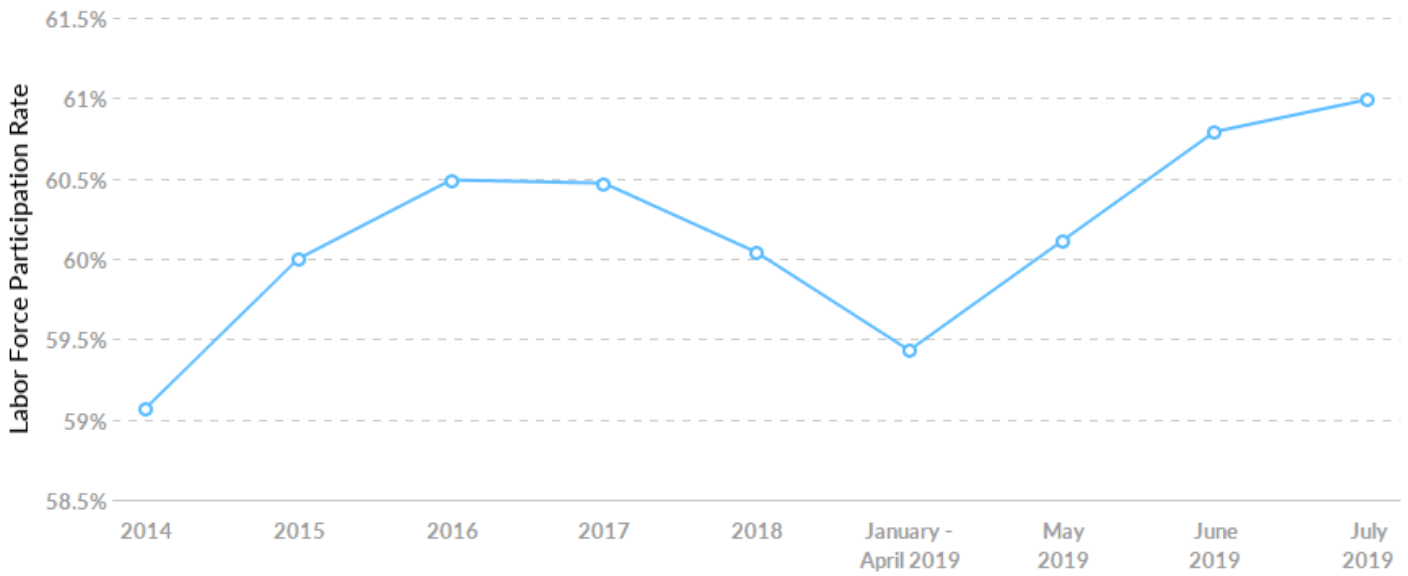
Job Trends

From 2014 to 2019, jobs increased by 8.4% in Southwestern Electric Power Company-Served Arkansas Counties from 366,442 to 397,068. This change outpaced the national growth rate of 6.9% by 1.5%.



| Timeframe | Jobs |
|-----------|---------|
| 2014 | 366,442 |
| 2015 | 375,777 |
| 2016 | 386,370 |
| 2017 | 390,918 |
| 2018 | 395,957 |
| 2019 | 397,068 |
| 2020 | 404,681 |
| 2021 | 410,985 |
| 2022 | 416,300 |
| 2023 | 421,035 |
| 2024 | 423,978 |

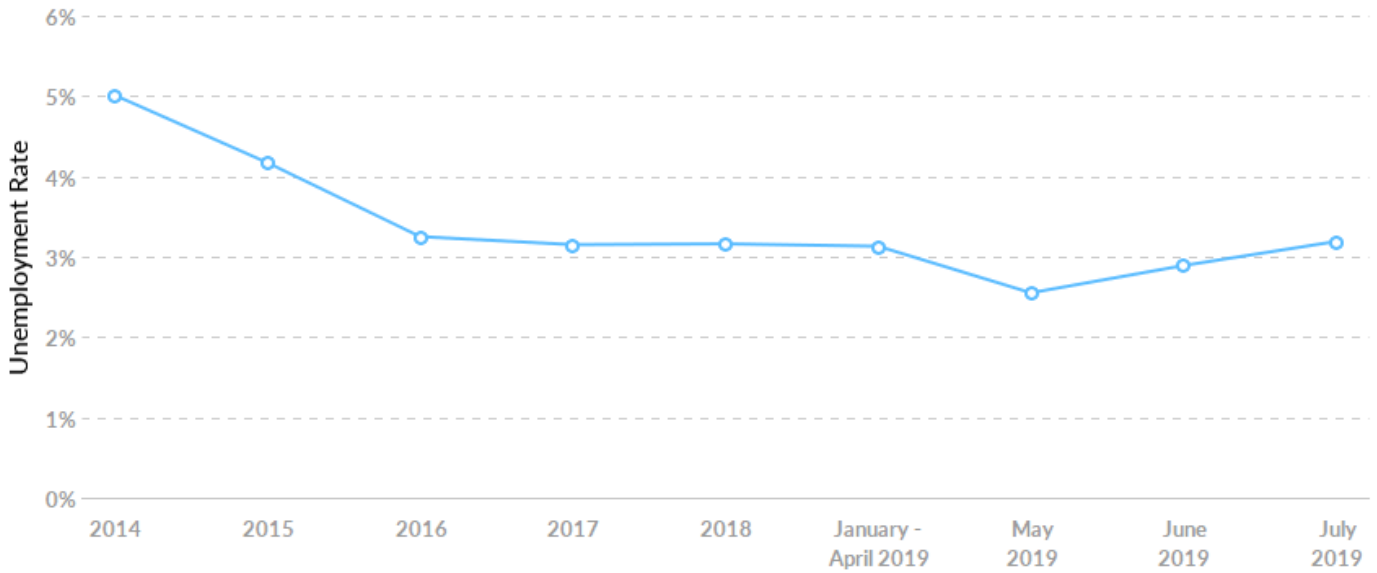
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|----------------------|--------------------------------|
| 2014 | 59.07% |
| 2015 | 60.00% |
| 2016 | 60.49% |
| 2017 | 60.47% |
| 2018 | 60.04% |
| January - April 2019 | 59.43% |
| May 2019 | 60.11% |
| June 2019 | 60.79% |
| July 2019 | 60.99% |

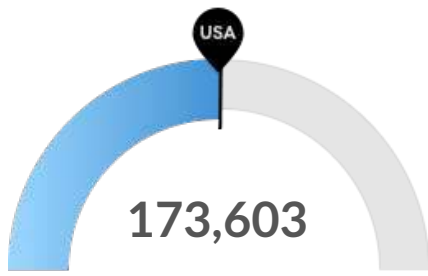
Unemployment Rate Trends

Your areas had a July 2019 unemployment rate of 3.19%, decreasing from 5.01% 5 years before.



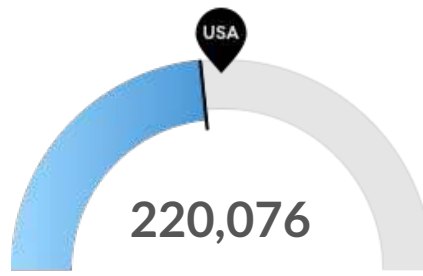
| Timeframe | Unemployment Rate |
|----------------------|-------------------|
| 2014 | 5.01% |
| 2015 | 4.17% |
| 2016 | 3.25% |
| 2017 | 3.15% |
| 2018 | 3.16% |
| January - April 2019 | 3.13% |
| May 2019 | 2.55% |
| June 2019 | 2.89% |
| July 2019 | 3.19% |

Population Characteristics



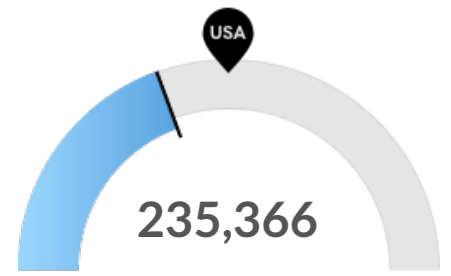
Millennials

Your area has 173,603 millennials (ages 25-39). The national average for an area this size is 171,967.



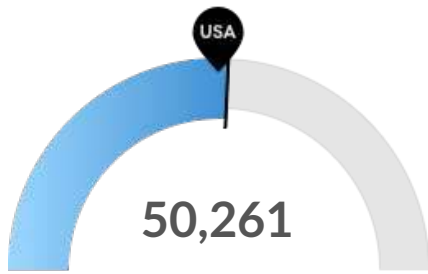
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 242,128 people 55 or older, while there are 220,076 here.



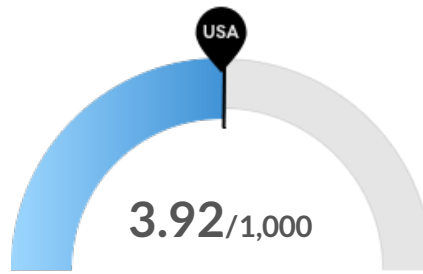
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 331,401 racially diverse people, while there are 235,366 here.



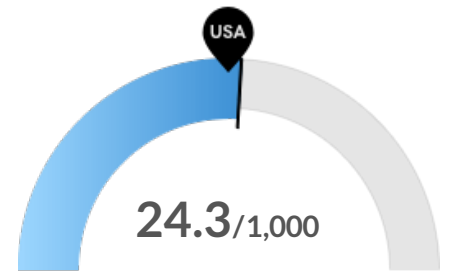
Veterans

Your area has 50,261 veterans. The national average for an area this size is 48,159.



Violent Crime

Your area has 3.92 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

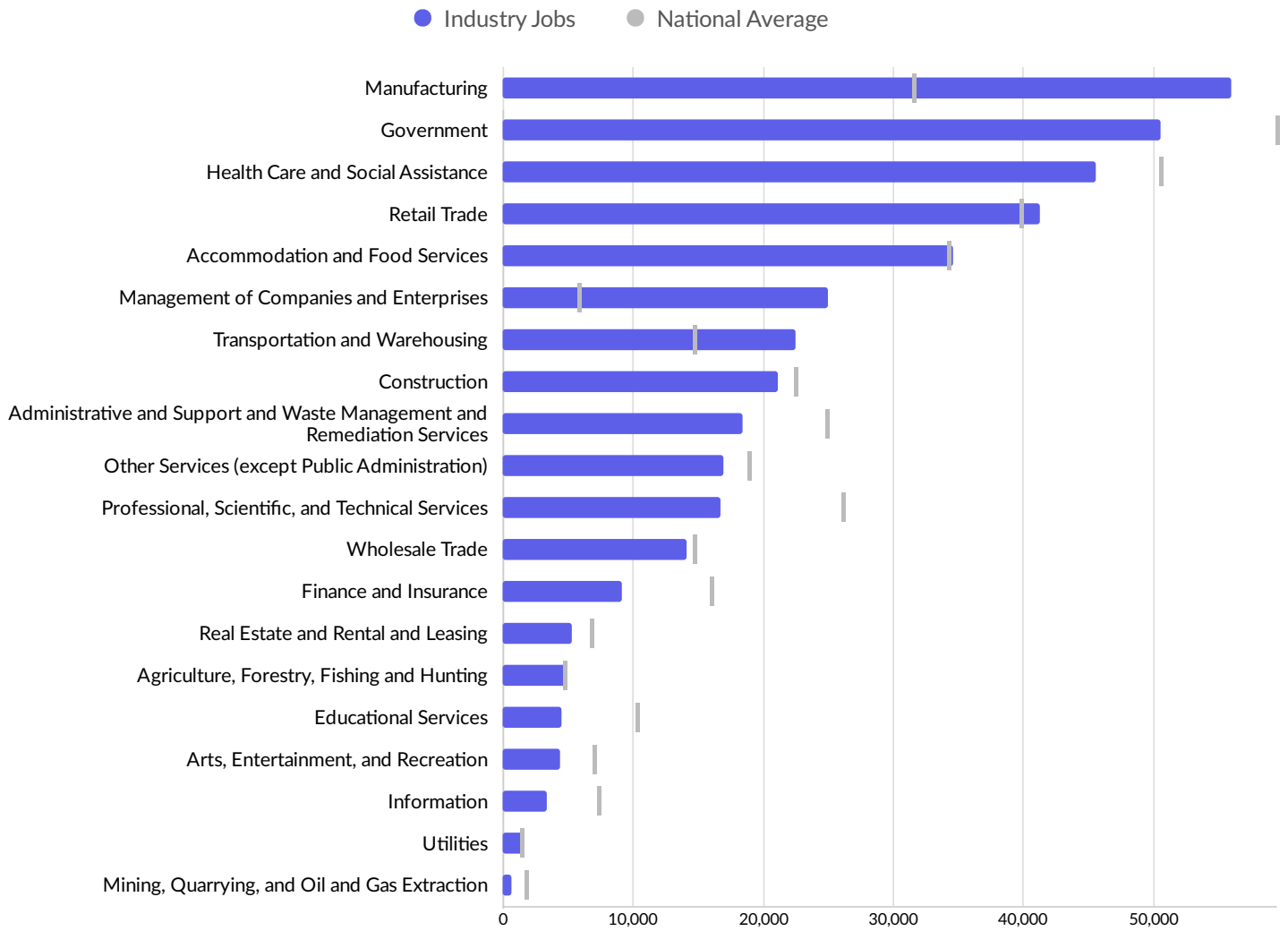


Property Crime

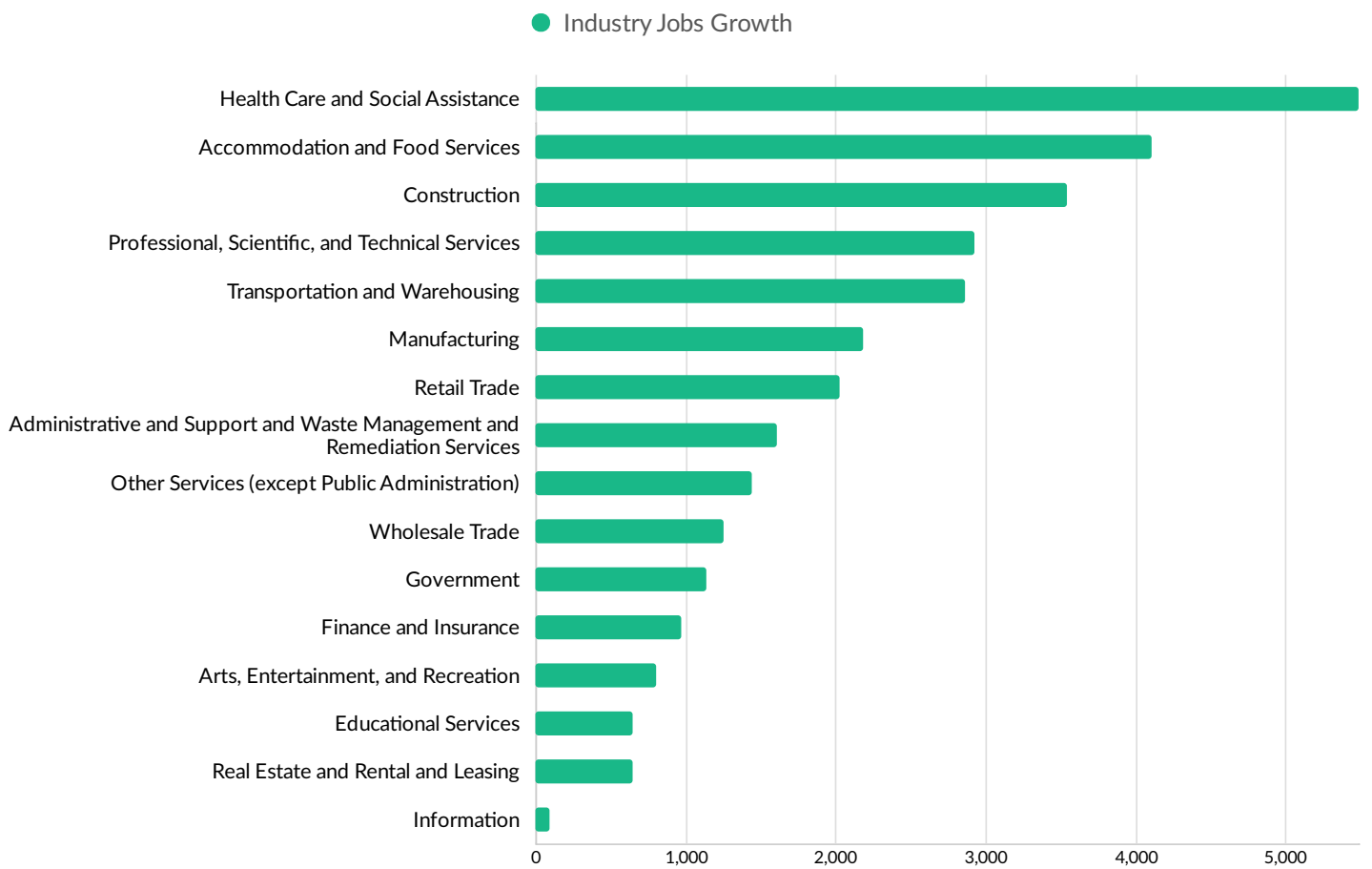
Your area has 24.3 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Industry Characteristics

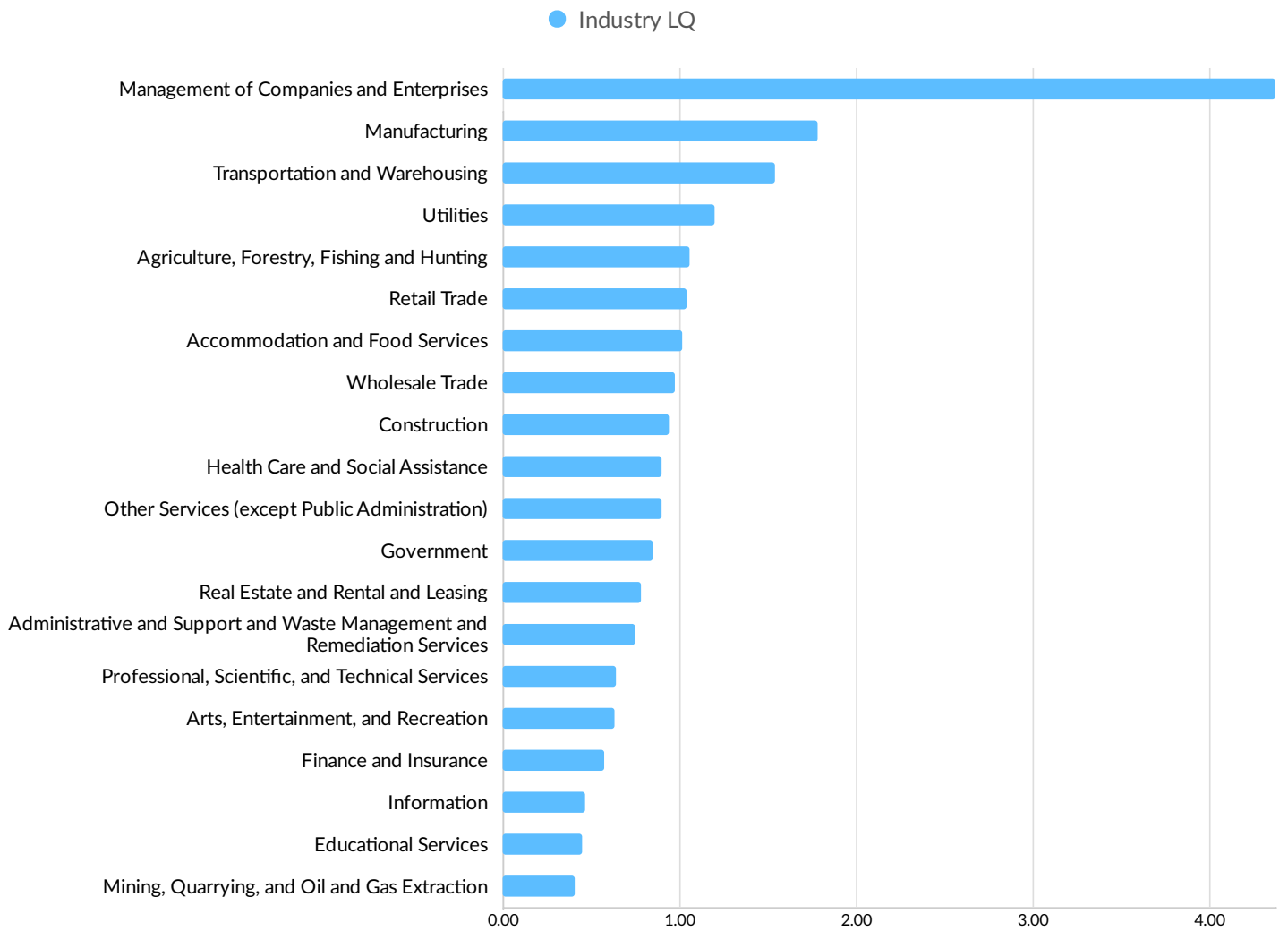
Largest Industries



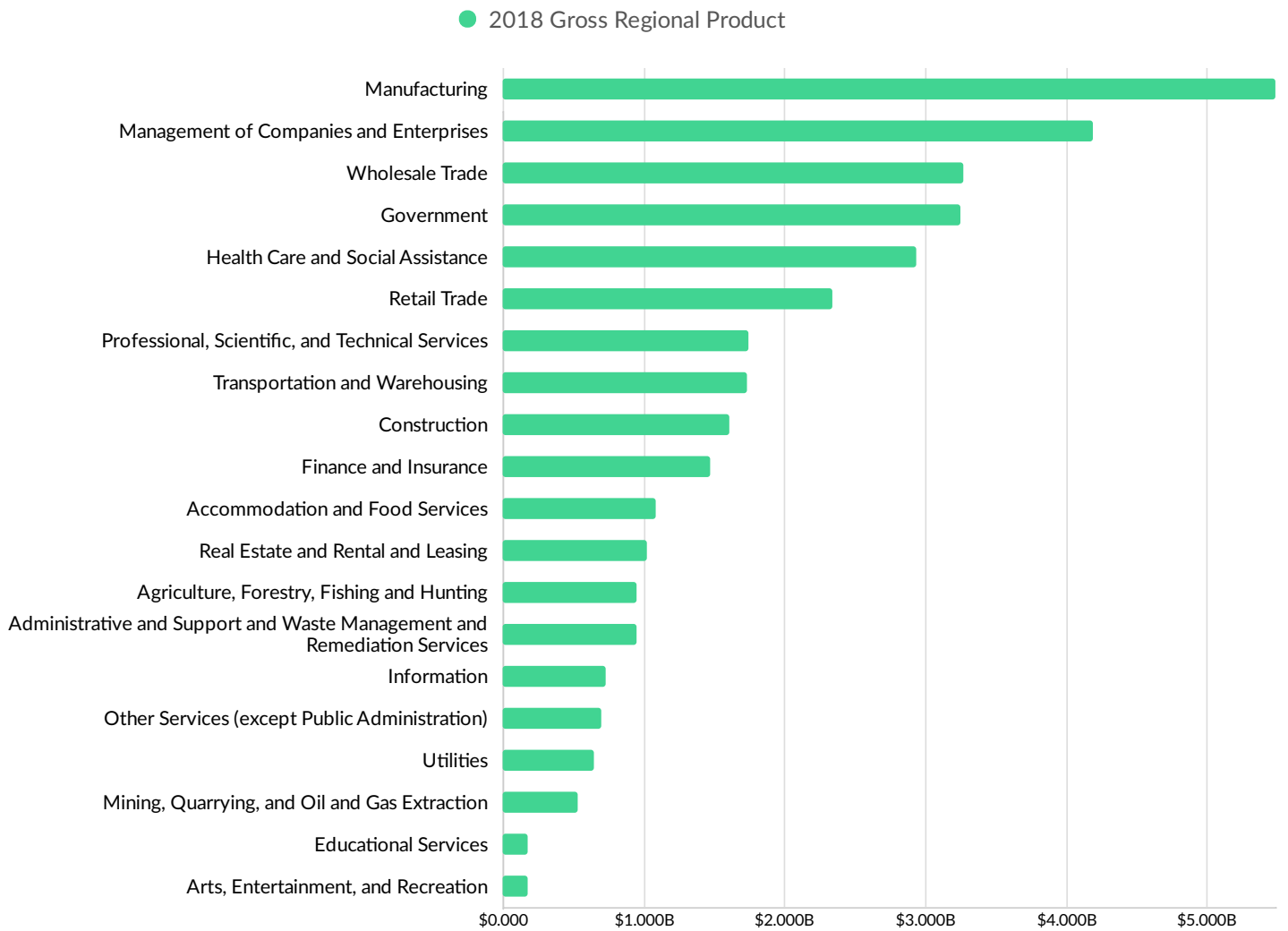
Top Growing Industries



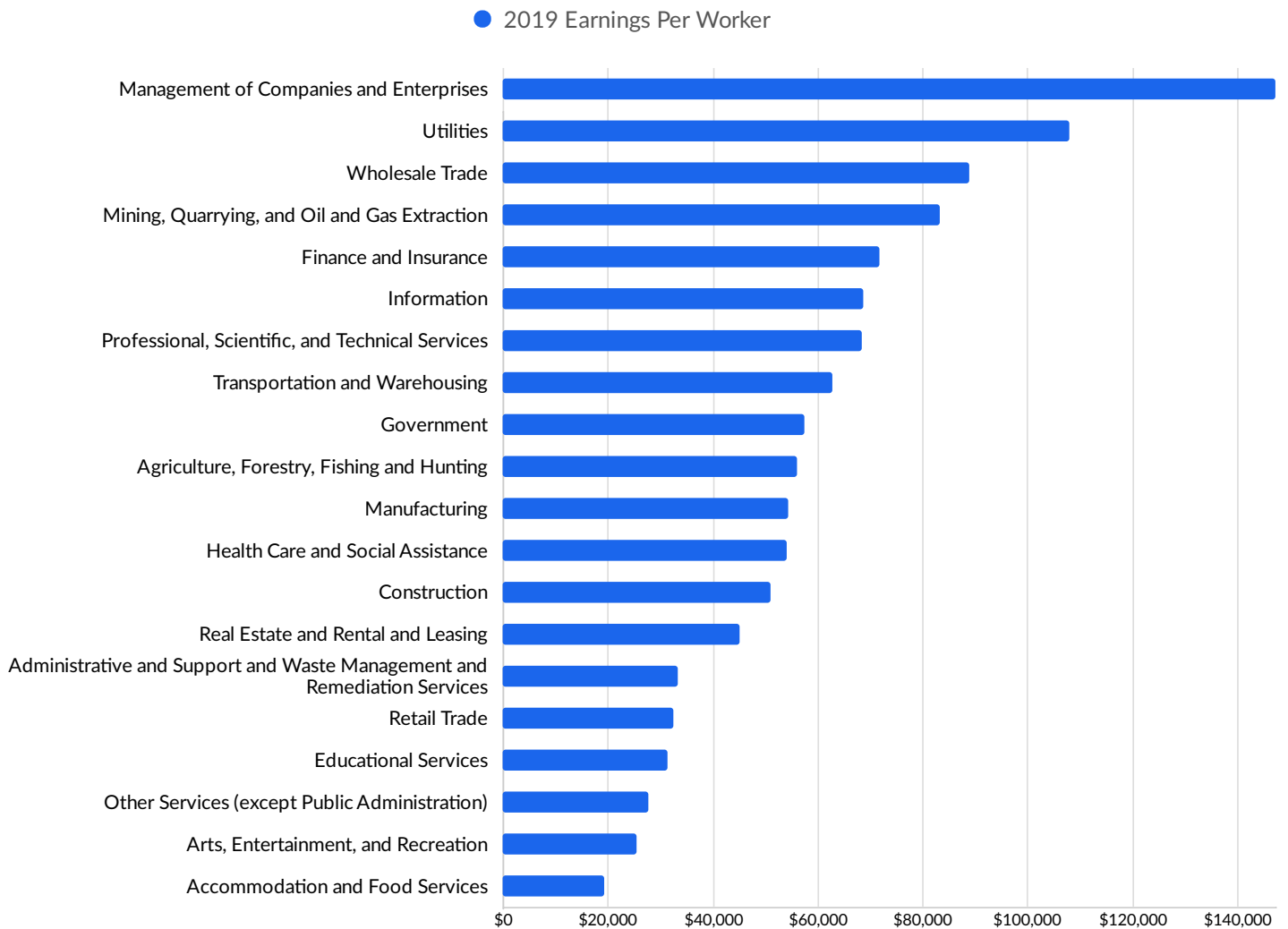
Top Industry LQ



Top Industry GRP



Top Industry Earnings























| Industry | 2014 Jobs | 2019 Jobs | Change in Jobs | % Change in Jobs | 2019 LQ | 2019 Earnings Per Worker | 2018 GRP |
|--|-----------|-----------|----------------|------------------|---------|--------------------------|-----------|
| Manufacturing | 53,905 | 56,085 | 2,180 | +4% | 1.79 | \$54,445 | \$5.49B |
| Government | 49,473 | 50,617 | 1,144 | +2% | 0.85 | \$57,408 | \$3.25B |
| Health Care and Social Assistance | 40,087 | 45,576 | 5,489 | +14% | 0.90 | \$54,233 | \$2.93B |
| Retail Trade | 39,275 | 41,308 | 2,033 | +5% | 1.04 | \$32,689 | \$2.34B |
| Accommodation and Food Services | 30,482 | 34,586 | 4,104 | +13% | 1.01 | \$19,414 | \$1.09B |
| Management of Companies and Enterprises | 25,185 | 25,008 | -177 | -1% | 4.37 | \$147,340 | \$4.20B |
| Transportation and Warehousing | 19,710 | 22,573 | 2,863 | +15% | 1.54 | \$62,811 | \$1.74B |
| Construction | 17,594 | 21,135 | 3,541 | +20% | 0.94 | \$51,145 | \$1.61B |
| Administrative and Support and Waste Management and Remediation Services | 16,857 | 18,464 | 1,607 | +10% | 0.75 | \$33,528 | \$947.91M |
| Other Services (except Public Administration) | 15,528 | 16,966 | 1,438 | +9% | 0.90 | \$27,752 | \$701.14M |
| Professional, Scientific, and Technical Services | 13,815 | 16,740 | 2,925 | +21% | 0.64 | \$68,596 | \$1.75B |
| Wholesale Trade | 12,898 | 14,150 | 1,252 | +10% | 0.97 | \$88,853 | \$3.27B |
| Finance and Insurance | 8,139 | 9,114 | 975 | +12% | 0.57 | \$71,868 | \$1.47B |
| Real Estate and Rental and Leasing | 4,624 | 5,269 | 645 | +14% | 0.78 | \$45,138 | \$1.02B |
| Agriculture, Forestry, Fishing and Hunting | 5,196 | 4,863 | -333 | -6% | 1.06 | \$56,156 | \$950.28M |
| Educational Services | 3,926 | 4,579 | 653 | +17% | 0.45 | \$31,514 | \$180.28M |
| Arts, Entertainment, and Recreation | 3,577 | 4,378 | 801 | +22% | 0.63 | \$25,578 | \$174.40M |
| Information | 3,255 | 3,350 | 95 | +3% | 0.46 | \$68,862 | \$736.10M |
| Utilities | 1,681 | 1,618 | -63 | -4% | 1.20 | \$108,022 | \$653.22M |
| Mining, Quarrying, and Oil and Gas Extraction | 1,234 | 691 | -543 | -44% | 0.41 | \$83,362 | \$530.07M |

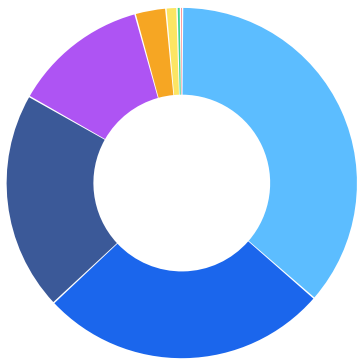
Business Characteristics

60,095 Companies Employ Your Workers

Online profiles for your workers mention 60,095 companies as employers, with the top 10 appearing below. In the last 12 months, 9,279 companies in your area posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|------------------------------------|---|------------------------------------|---|
| Wal-Mart Stores, Inc. | 14,317  | Wal-Mart Stores, Inc. | 9,380  |
| University of Arkansas | 4,204  | CRST International, Inc. | 4,135  |
| Tyson Foods, Inc. | 3,951  | Oracle Corporation | 3,200  |
| J.B. Hunt Transport Services, Inc. | 2,566  | Platinum Supplemental Insuranc... | 2,466  |
| Arvest Bank | 1,295  | J.B. Hunt Transport Services, Inc. | 2,381  |
| Sam's West, Inc. | 1,278  | Uber Technologies, Inc. | 2,179  |
| Mercy | 1,032  | Tyson Foods, Inc. | 2,107  |
| Fort Smith Public Schools | 1,023  | HealthCare Employment Netwo... | 2,061  |
| Washington Regional Medical C... | 714  | Teach For America, Inc. | 1,733  |
| Rogers Public Schools | 602  | University of Arkansas | 1,663  |

Business Size

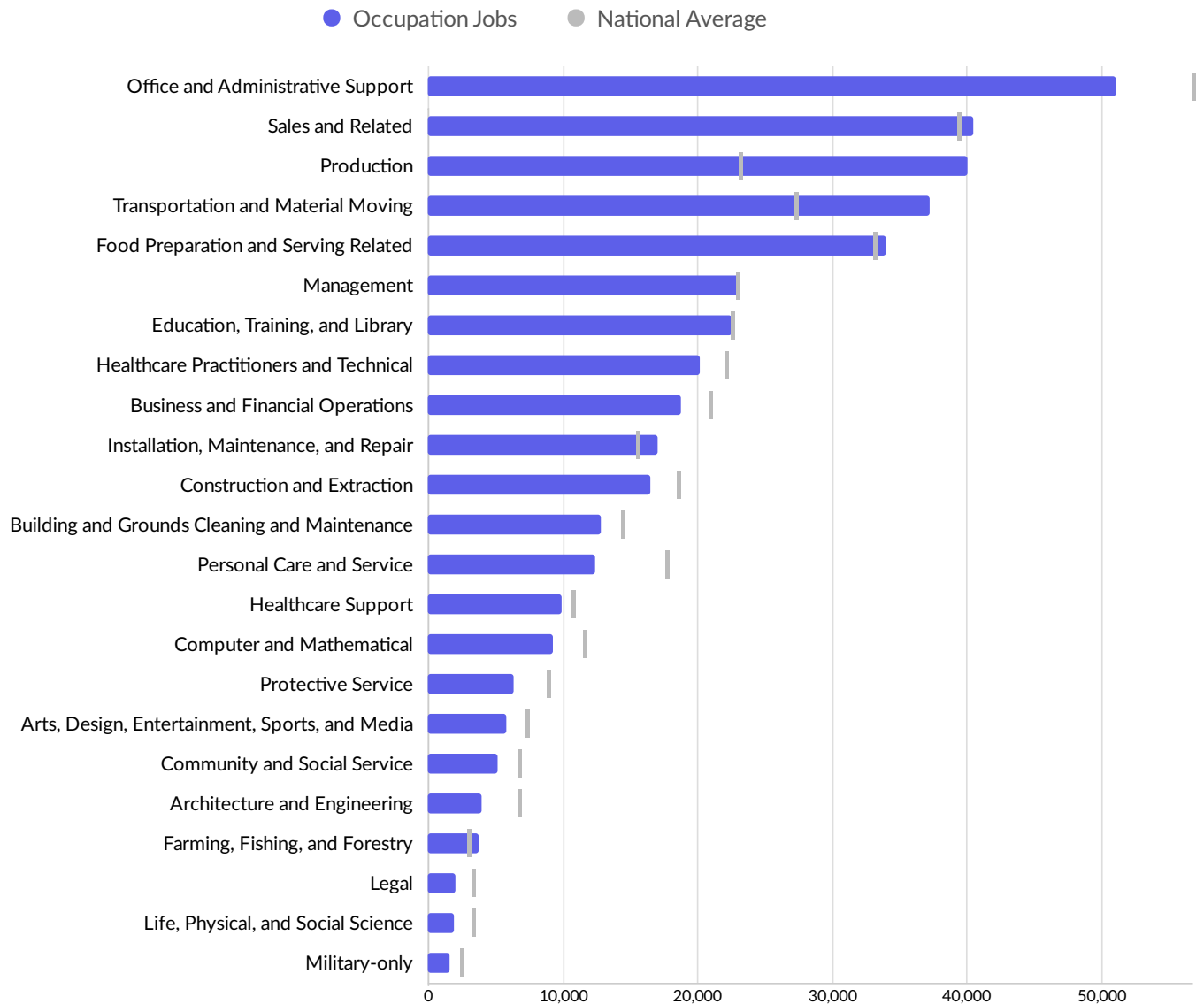


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 36.3% | 10,759 |
| 5 to 9 employees | 26.6% | 7,889 |
| 10 to 19 employees | 20.2% | 5,977 |
| 20 to 49 employees | 12.5% | 3,699 |
| 50 to 99 employees | 2.8% | 842 |
| 100 to 249 employees | 1.0% | 300 |
| 250 to 499 employees | 0.3% | 94 |
| 500+ employees | 0.2% | 56 |

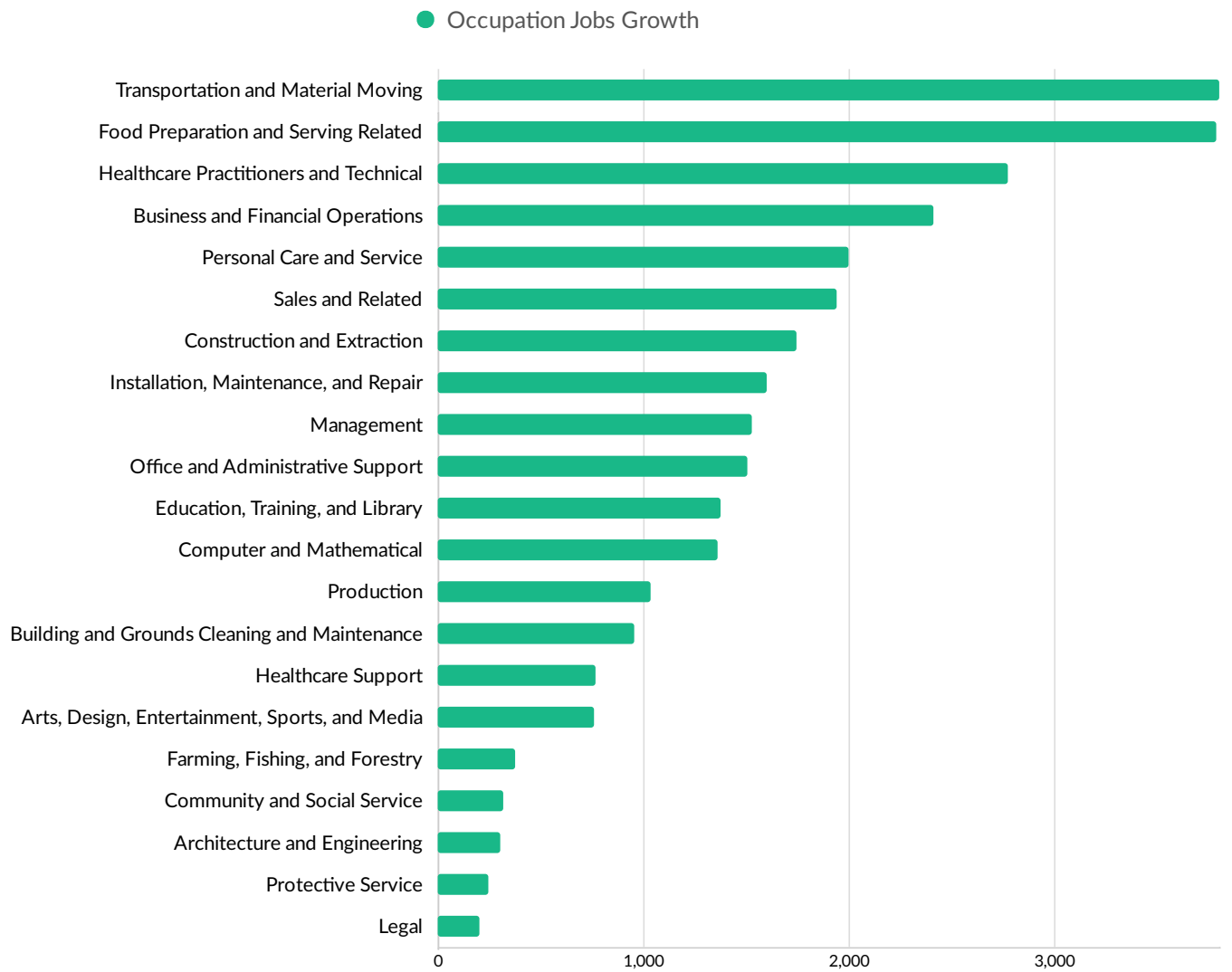
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

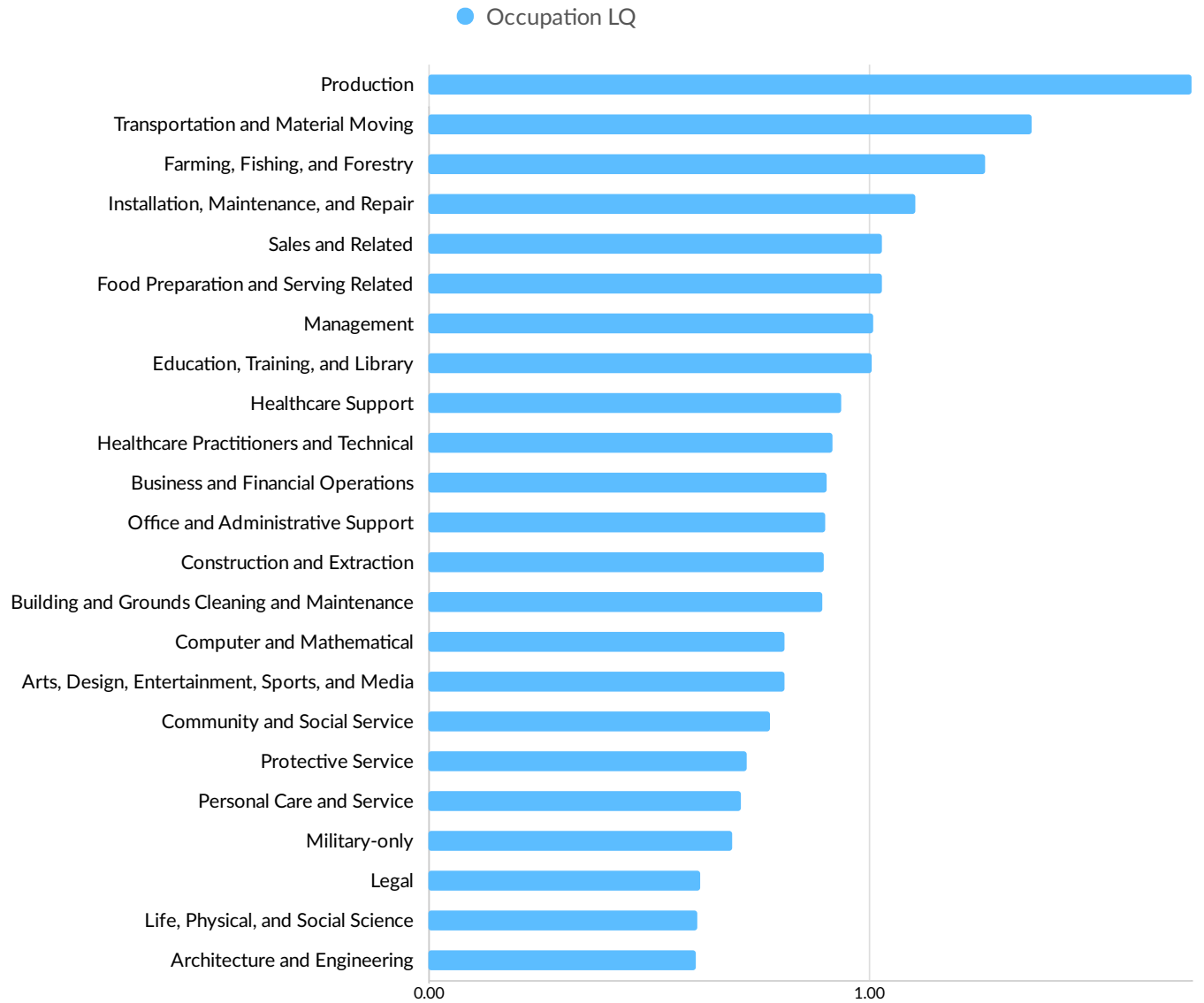
Largest Occupations



Top Growing Occupations



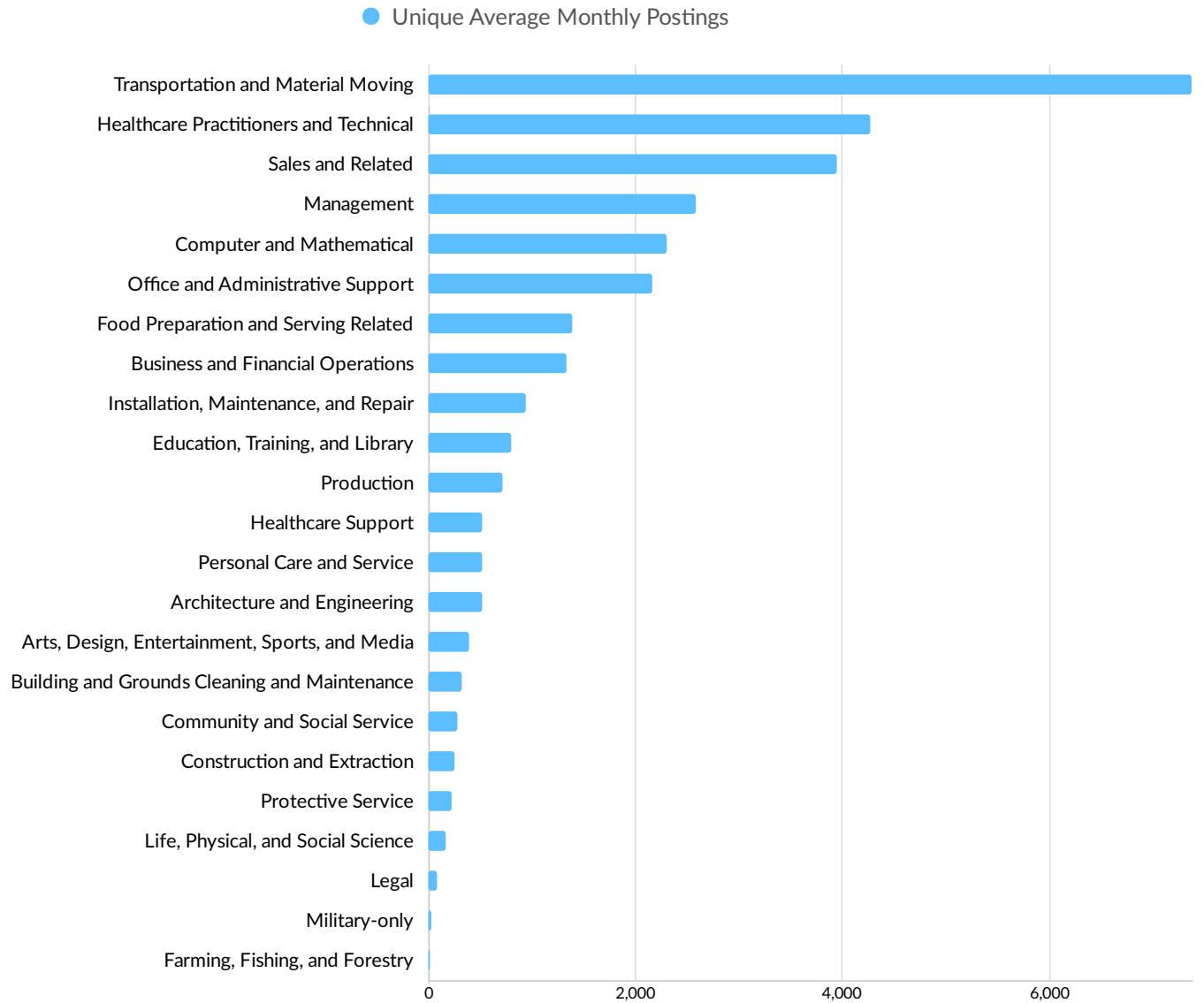
Top Occupation LQ



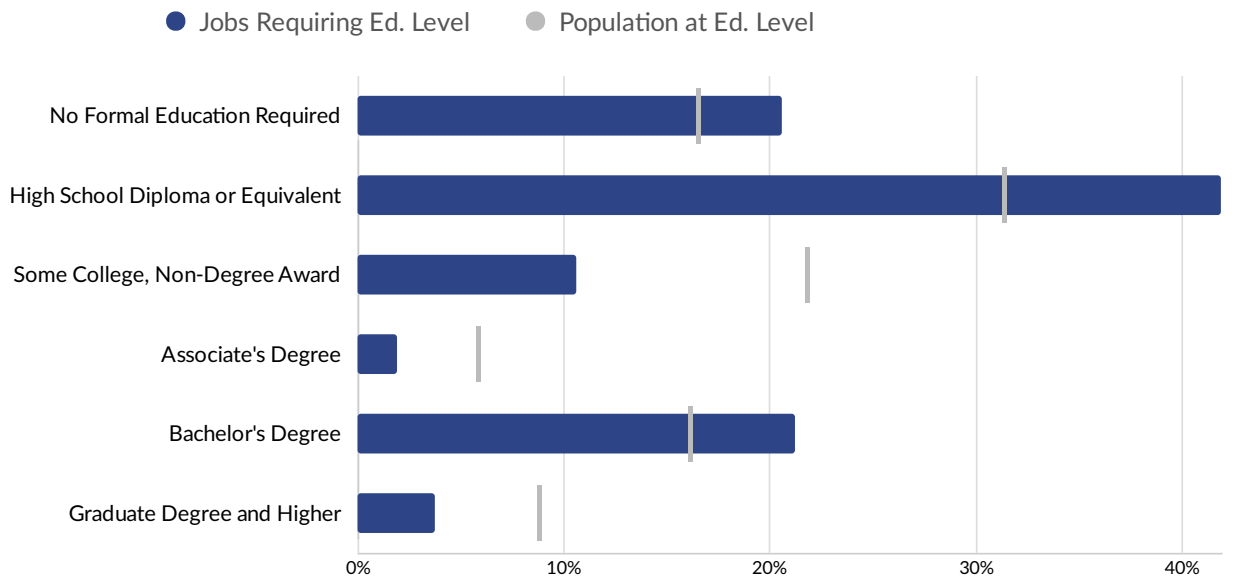
Top Occupation Earnings



Top Posted Occupations



Underemployment



| Occupation | 2014 Jobs | 2019 Jobs | Change in Jobs | % Change in Jobs | 2019 LQ | 2018 Median Hourly Earnings | Nov 2018 - Oct 2019 Unique Average Monthly Postings |
|--|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Office and Administrative Support | 49,601 | 51,111 | 1,510 | +3% | 0.90 | \$14.95 | 2,165 |
| Sales and Related | 38,556 | 40,496 | 1,940 | +5% | 1.03 | \$11.74 | 3,949 |
| Production | 39,068 | 40,106 | 1,038 | +3% | 1.73 | \$13.47 | 712 |
| Transportation and Material Moving | 33,509 | 37,312 | 3,803 | +11% | 1.37 | \$15.65 | 7,385 |
| Food Preparation and Serving Related | 30,275 | 34,062 | 3,787 | +13% | 1.03 | \$9.66 | 1,386 |
| Management | 21,619 | 23,148 | 1,529 | +7% | 1.01 | \$37.54 | 2,592 |
| Education, Training, and Library | 21,183 | 22,556 | 1,373 | +6% | 1.01 | \$20.61 | 797 |
| Healthcare Practitioners and Technical | 17,477 | 20,253 | 2,776 | +16% | 0.92 | \$25.97 | 4,276 |
| Business and Financial Operations | 16,432 | 18,846 | 2,414 | +15% | 0.91 | \$30.07 | 1,336 |
| Installation, Maintenance, and Repair | 15,524 | 17,125 | 1,601 | +10% | 1.11 | \$18.66 | 939 |
| Construction and Extraction | 14,821 | 16,567 | 1,746 | +12% | 0.90 | \$16.76 | 250 |
| Building and Grounds Cleaning and Maintenance | 11,927 | 12,884 | 957 | +8% | 0.90 | \$10.93 | 330 |
| Personal Care and Service | 10,484 | 12,480 | 1,996 | +19% | 0.71 | \$10.07 | 522 |
| Healthcare Support | 9,205 | 9,975 | 770 | +8% | 0.94 | \$12.26 | 524 |
| Computer and Mathematical | 7,958 | 9,317 | 1,359 | +17% | 0.81 | \$31.56 | 2,305 |
| Protective Service | 6,153 | 6,398 | 245 | +4% | 0.72 | \$16.87 | 229 |
| Arts, Design, Entertainment, Sports, and Media | 5,071 | 5,829 | 758 | +15% | 0.81 | \$19.55 | 396 |
| Community and Social Service | 4,865 | 5,184 | 319 | +7% | 0.77 | \$18.57 | 283 |

| Occupation | 2014 Jobs | 2019 Jobs | Change in Jobs | % Change in Jobs | 2019 LQ | 2018 Median Hourly Earnings | Nov 2018 - Oct 2019 Unique Average Monthly Postings |
|------------------------------------|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Architecture and Engineering | 3,734 | 4,039 | 305 | +8% | 0.61 | \$30.50 | 515 |
| Farming, Fishing, and Forestry | 3,360 | 3,740 | 380 | +11% | 1.26 | \$12.41 | 20 |
| Legal | 1,823 | 2,028 | 205 | +11% | 0.62 | \$28.49 | 80 |
| Life, Physical, and Social Science | 1,993 | 1,963 | -30 | -2% | 0.61 | \$24.11 | 165 |
| Military-only | 1,804 | 1,649 | -155 | -9% | 0.69 | \$17.82 | 27 |

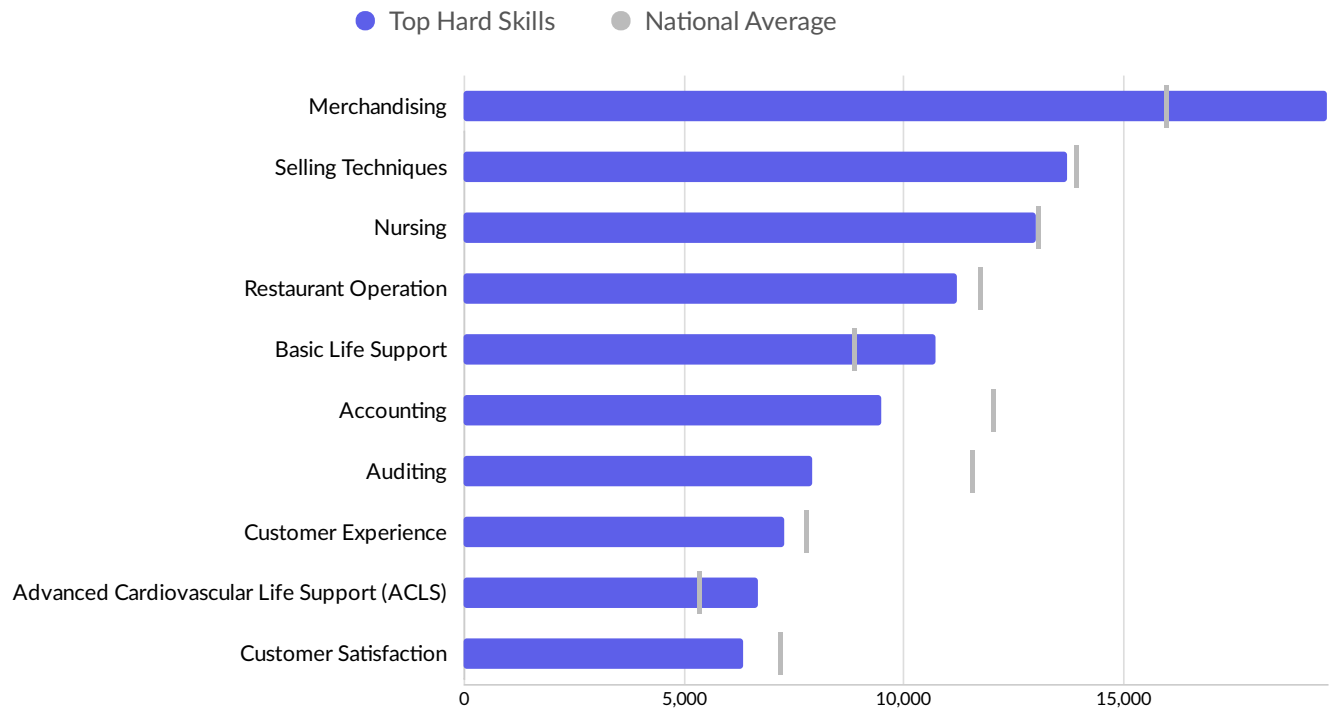
Educational Pipeline

In 2018, there were 12,240 graduates in Southwestern Electric Power Company-Served Arkansas Counties. This pipeline has grown by 19% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, Registered Nursing/Registered Nurse, and Welding Technology/Welder.

| School | Total Graduates (2018) | Graduate Trend (2014 - 2018) |
|--|------------------------|------------------------------|
| University of Arkansas | 6,287 | |
| University of Arkansas-Fort Smith | 1,645 | |
| NorthWest Arkansas Community College | 1,372 | |
| University of Arkansas Community College-Hope | 715 | |
| John Brown University | 588 | |
| Cossatot Community College of the University of Arkansas | 585 | |
| University of Arkansas Community College Rich Mountain | 307 | |
| Blue Cliff College-Fayetteville | 158 | |
| Northwest Technical Institute | 151 | |
| Career Academy of Hair Design | 142 | |

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

In-Demand Skills



Appendix A (Geographies)

| Code | Description | Code | Description |
|------|-------------------------|------|-----------------------|
| 5007 | Benton County, AR | 5109 | Pike County, AR |
| 5015 | Carroll County, AR | 5113 | Polk County, AR |
| 5057 | Hempstead County, AR | 5127 | Scott County, AR |
| 5061 | Howard County, AR | 5131 | Sebastian County, AR |
| 5081 | Little River County, AR | 5133 | Sevier County, AR |
| 5083 | Logan County, AR | 5143 | Washington County, AR |
| 5091 | Miller County, AR | | |