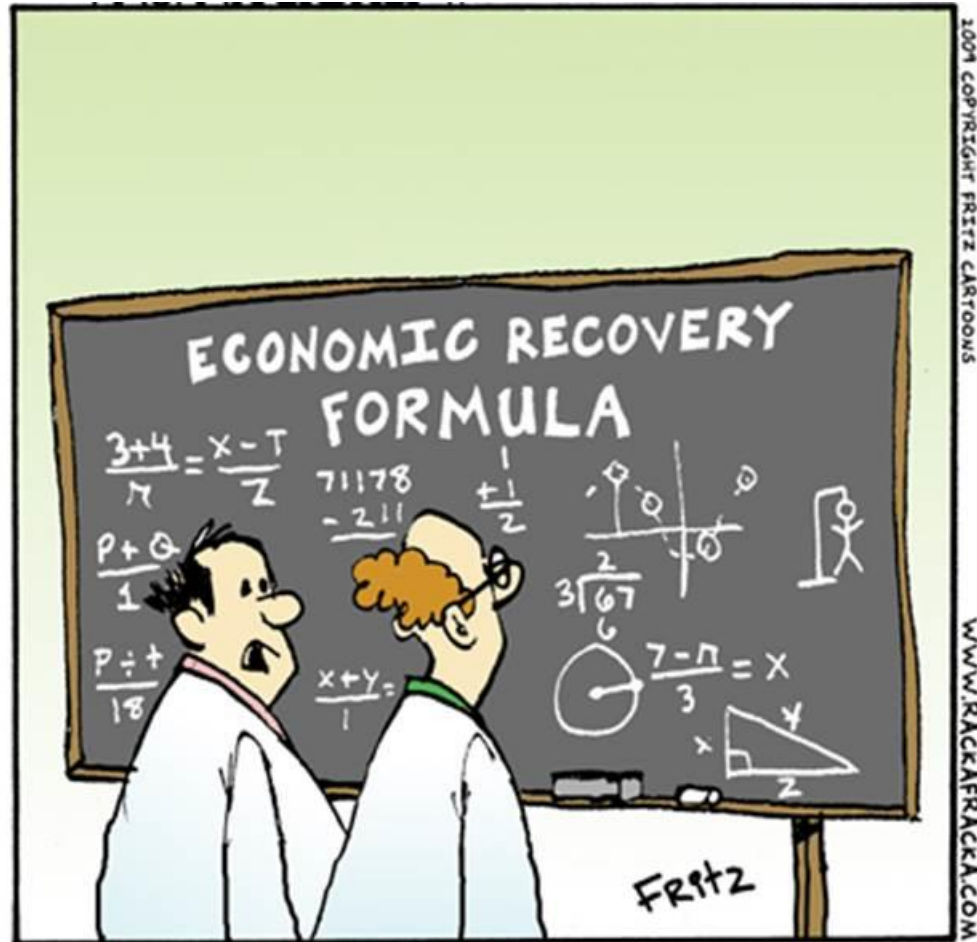




# REGIONAL ECONOMIC OUTLOOK



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## Industry Analysis

- Long-term trends
- Projected Growth
- NKY/Cincinnati specifics

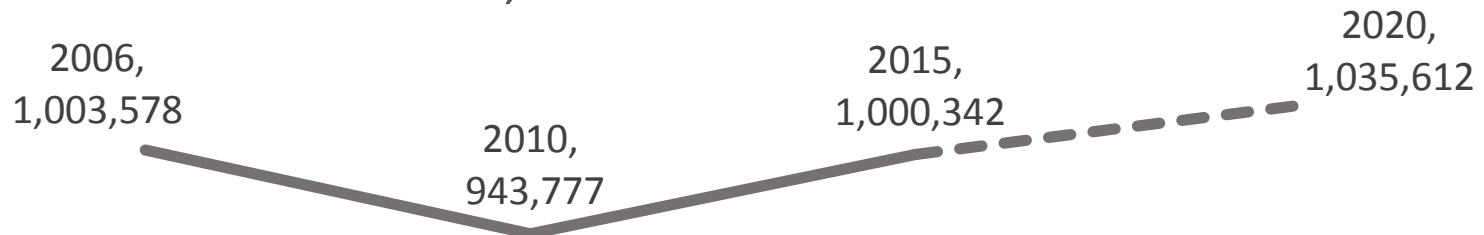
## Education

- Degrees Conferred
- Projected Growth
- Degree and Workforce projections

## Long-term Trends - Employment

- Little change in jobs between 2006 and 2015  
(-3,200 jobs, -0.32%)
- Return to pre-recession job totals
- Projected growth between 2015 and 2020, increase of  
35,270 jobs or 3.53%

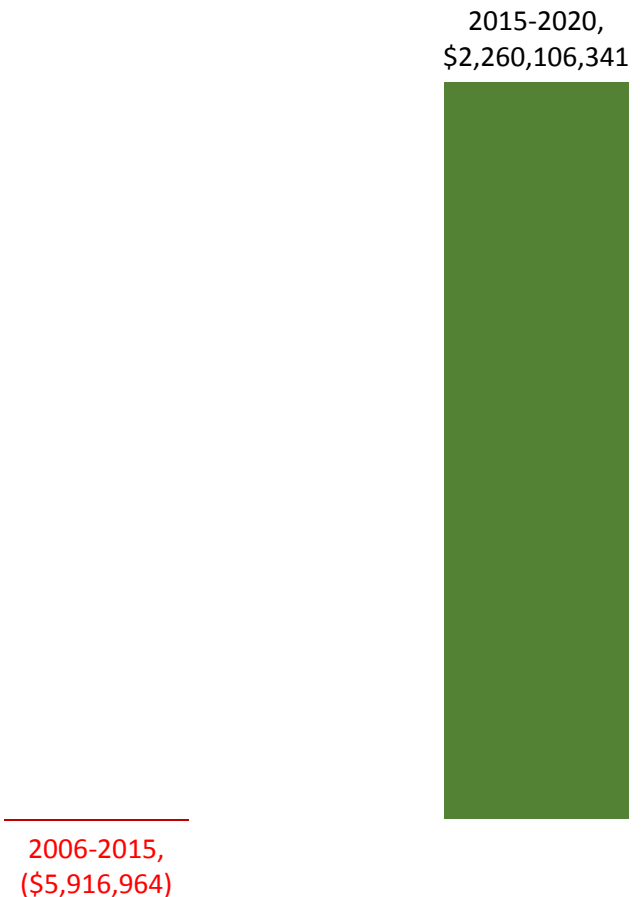
Total Jobs, Cincinnati MSA 2006-2020



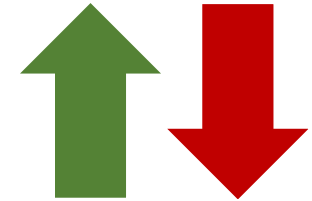
## Long-term Trends - Earnings

- Total earnings have decreased by less than the decrease in total jobs, resulting in **increased average earnings**
- Total earnings are projected to increase by \$2.2b between 2015-2020, an increase of almost a half-billion per year
- Per year change, 2006-2015: **\$ -0.6 Million**
- Per year change, 2015-2020 (proj.) : **\$ +0.5 Billion**

## Change in Total Earnings, Cincinnati MSA









# Long-term Trends



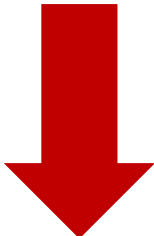
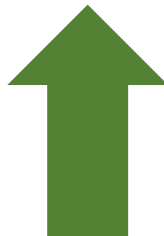




- Of the 21 industries in the MSA, by number of jobs:

Number of Industries	Change in 2006-2015	Change in 2015-2020 (proj).
Nine		
Six		
Six		

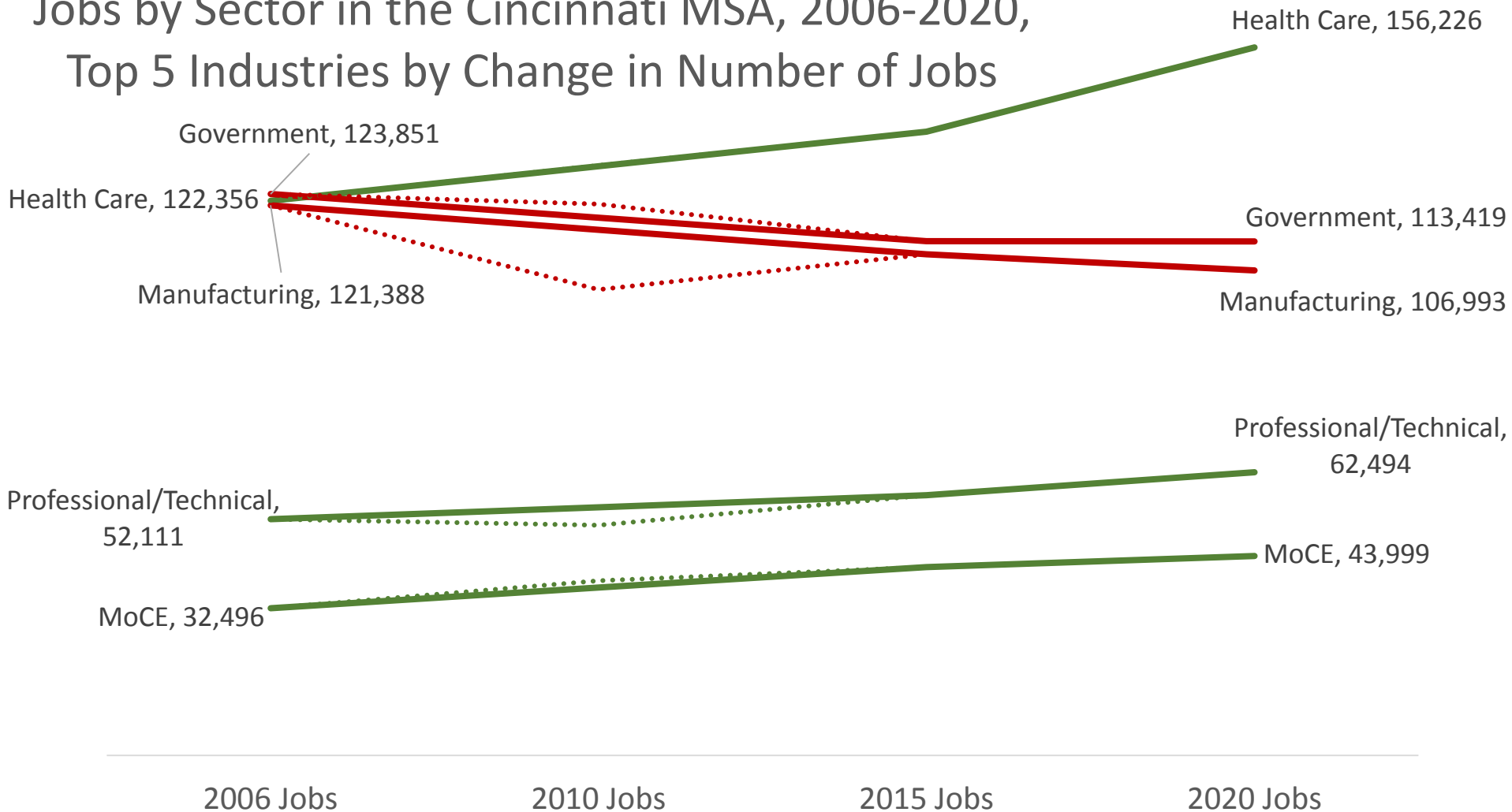
Industry	2006-2015	2015-2020
Health Care and Social Assistance		
Management of Companies and Enterprises		
Accommodation and Food Services		
Professional, Scientific, and Technical Services		
Transportation and Warehousing		
Arts, Entertainment, and Recreation		
Educational Services		
Finance and Insurance		
Crop and Animal Production		
Real Estate and Rental and Leasing		
Other Services (except Public Administration)		
Wholesale Trade		
Retail Trade		
Administrative and Support and Waste		
Construction		
Mining, Quarrying, and Oil and Gas Extraction		
Unclassified Industry		
Utilities		
Information		
Government		
Manufacturing		

## Changes in Jobs 2015-2020

Industry	2006-2015	2015-2020
Health Care and Social Assistance		
Management of Companies and Enterprises		
Accommodation and Food Services		
Professional, Scientific, and Technical Services		
Transportation and Warehousing		
Arts, Entertainment, and Recreation		
Educational Services		
Finance and Insurance		
Crop and Animal Production		
Real Estate and Rental and Leasing		
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Retail Trade		
Administrative and Support and Waste		
Construction		
Mining, Quarrying, and Oil and Gas Extraction		
Unclassified Industry		
Utilities		
Information		
Government		
Manufacturing		



## Jobs by Sector in the Cincinnati MSA, 2006-2020, Top 5 Industries by Change in Number of Jobs



## Long-term Trends - Momentum

- The fastest growing industry, 2006-2015, was Management of Companies & Enterprises (MoCE, 28%)
- MoCE also has the highest average wages (\$145,000)
  - This increase added approximately \$131 million in direct earnings per year
  - Projected growth is expected to slow to approximately \$70m per year in earnings
- Construction and Government are both stabilizing
  - Both lost approximately 1,000 jobs per year 2006-2015
  - Construction will gain 615 jobs in 2015-2020 while Government will stagnate at a loss of 44

## Long-term Trends – 2015-2020

### Job Growth

- Health Care & Social Assistance, 18,623
- Professional, Scientific, & Tech, 5,081
- Administrative and Support, 2,954
- Accommodation & Food, 2,930
- Management of Companies & Enterprises, 2,426  
(highest avg. wage decline of \$-4,200/year)

## Long-term Trends – 2015-2020

### Job Decline

- Manufacturing, **3,607** (slower decline than previous)
- Information, **647** (second highest avg. wage **growth of \$7,000/year**)
- Utilities, **467** (fifth highest avg. wage **growth of \$3,400/year**)
- Unclassified, **113**
- Government, **44**

## Degrees Conferred

- 2010: 28,500
- 2014: 30,350
- Top Five Concentrations:
  - Health Professionals
  - Business, Mgmt, Marketing
  - Education
  - Law Enforcement, Firefighting, & Protective Servs.
  - Visual and Performing Arts (incl. Design)

## Position Openings

- In 2014 there were 63,150 job openings, up from 59,750 in 2010
- Of the 38 Concentrations, 29 produced fewer graduates than the position openings in 2014
  - A potential shortfall of 33,600 candidates

## Position Openings

- Shortfalls:
  - Business, Mgmt, & Marketing: **12,248**
  - Personal and Culinary: **5,839**
  - Agriculture: **3,512**
  - Transportation: **3,199**
  - Construction Trades: **2,286**

## Does our workforce meet the needs of new jobs?

- An estimated 300,000 openings in the next 5 years
  - Represents 30% of our 1,000,000 current jobs
  - Results in 35,000 permanent jobs
- Overall, we are exporting new candidates in Healthcare, Education, and Design
  - Cincinnati MSA strengths
  - Same fields are exporting labor as they are experiencing substantial job growth



## Summary

- Jobs and earnings are back to prerecession and more diversified
  - Healthcare, MoCE, & Accommodation/Food
  - Construction, Government, and Manufacturing
- Job growth continues for Healthcare, Professional/Tech, and Administrative
- Leveling out for Construction and Govt.
- Hiring outside of MSA may continue, ongoing demand for business, associates degrees and technical degrees
- Continued university expertise in Healthcare, Visual Arts & Design, and Education

Percent of Total Workforce, By Top 5 Industries by Jobs, 2006 & 2020

Accommodation and Food Services, 8.60%	Accommodation and Food Services, 9.30%
Retail Trade, 10.81%	Retail Trade, 10.22%
Manufacturing, 12.10%	Manufacturing, 10.33%
Health Care and Social Assistance, 12.19%	Health Care and Social Assistance, 15.09%
Government, 12.34%	Government, 10.95%
2006	2020



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