



# Economic Overview

## Greater Des Moines (DSM)

The logo for DSM USA, with "DSM" in red and "USA" in grey, is centered within a light blue rectangular box.

**DSM USA**

Greater Des Moines Partnership

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# Demographic Profile

The population in the Greater Des Moines (DSM) was 779,048 per American Community Survey data for 2015-2019.

The region has a civilian labor force of 428,155 with a participation rate of 70.7%. Of individuals 25 to 64 in the Greater Des Moines (DSM), 37.1% have a bachelor's degree or higher which compares with 33.5% in the nation.

The median household income in the Greater Des Moines (DSM) is \$68,682 and the median house value is \$178,545.

## Summary<sup>1</sup>

	Percent			Value		
	Greater Des Moines (DSM)	Des Moines-West Des Moines, IA MSA	USA	Greater Des Moines (DSM)	Des Moines-West Des Moines, IA MSA	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	779,048	680,439	324,697,795
Male	49.4%	49.4%	49.2%	385,232	336,082	159,886,919
Female	50.6%	50.6%	50.8%	393,816	344,357	164,810,876
Median Age <sup>2</sup>	—	—	—	36.8	36.3	38.1
Under 18 Years	24.9%	25.2%	22.6%	194,179	171,256	73,429,392
18 to 24 Years	8.6%	8.3%	9.4%	66,861	56,800	30,646,327
25 to 34 Years	14.3%	14.7%	13.9%	111,157	100,095	45,030,415
35 to 44 Years	13.3%	13.7%	12.6%	103,933	93,076	40,978,831
45 to 54 Years	12.7%	12.8%	13.0%	98,996	87,040	42,072,620
55 to 64 Years	12.1%	11.9%	12.9%	94,325	80,730	41,756,414
65 to 74 Years	8.1%	7.9%	9.1%	63,351	53,684	29,542,266
75 Years, and Over	5.9%	5.5%	6.5%	46,246	37,758	21,241,530
Race: White	87.5%	86.9%	72.5%	681,298	591,051	235,377,662
Race: Black or African American	4.7%	5.2%	12.7%	36,486	35,242	41,234,642
Race: American Indian and Alaska Native	0.3%	0.3%	0.8%	1,969	1,791	2,750,143
Race: Asian	3.7%	3.9%	5.5%	28,893	26,609	17,924,209
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	740	718	599,868
Race: Some Other Race	1.4%	1.1%	4.9%	10,587	7,689	16,047,369
Race: Two or More Races	2.4%	2.5%	3.3%	19,075	17,339	10,763,902
Hispanic or Latino (of any race)	7.5%	7.1%	18.0%	58,551	48,406	58,479,370
<b>Population Growth</b>						
Population (Pop Estimates) <sup>4</sup>	—	—	—	797,570	699,292	328,239,523
Population Annual Average Growth <sup>4</sup>	1.3%	1.6%	0.7%	9,771	9,981	2,146,799
People per Square Mile	—	—	—	135.3	193.5	92.9
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	70.7%	71.6%	63.2%	428,155	377,299	163,555,585
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	88.2%	88.3%	82.1%	276,596	247,071	104,634,905
Armed Forces Labor Force	0.1%	0.1%	0.4%	561	561	1,073,907
Veterans, Age 18-64	4.3%	4.3%	4.6%	20,511	17,912	9,143,042
Veterans Labor Force Participation Rate and Size, Age 18-64	79.9%	81.0%	76.6%	16,397	14,512	7,003,778
Median Household Income <sup>2</sup>	—	—	—	\$68,682	\$70,388	\$62,843
Per Capita Income	—	—	—	\$35,445	\$36,310	\$34,103
Mean Commute Time (minutes)	—	—	—	20.4	20.5	26.9
Commute via Public Transportation	1.0%	1.1%	5.0%	4,123	4,002	7,641,160
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	7.5%	7.2%	10.9%	30,742	25,906	18,550,150
High School Graduate	23.7%	22.6%	25.7%	96,663	81,716	43,627,868
Some College, No Degree	20.1%	20.0%	20.7%	82,095	72,239	35,174,790

## Summary<sup>1</sup>

	Percent			Value		
	Greater Des Moines (DSM)	Des Moines-West Des Moines, IA MSA	USA	Greater Des Moines (DSM)	Des Moines-West Des Moines, IA MSA	USA
Associate's Degree	11.6%	11.4%	9.1%	47,215	41,273	15,526,064
Bachelor's Degree	26.4%	27.6%	21.2%	107,952	99,698	35,997,848
Postgraduate Degree	10.7%	11.1%	12.3%	43,744	40,109	20,961,560
<b>Housing</b>						
Total Housing Units	—	—	—	329,971	286,097	137,428,986
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$178,545	\$185,880	\$217,500
Homeowner Vacancy	1.3%	1.3%	1.6%	2,864	2,438	1,257,737
Rental Vacancy	5.7%	5.9%	6.0%	5,712	5,170	2,793,023
Renter-Occupied Housing Units (% of Occupied Units)	30.2%	30.3%	36.0%	92,599	80,884	43,481,667
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.4%	5.3%	8.6%	16,635	14,179	10,395,713
<b>Social</b>						
Poverty Level (of all people)	9.4%	9.3%	13.4%	71,843	62,318	42,510,843
Households Receiving Food Stamps/SNAP	10.7%	10.7%	11.7%	32,854	28,453	14,171,567
Enrolled in Grade 12 (% of total population)	1.2%	1.3%	1.4%	9,694	8,535	4,422,344
Disconnected Youth <sup>3</sup>	2.0%	2.1%	2.5%	805	739	423,273
Children in Single Parent Families (% of all children)	29.0%	29.2%	34.1%	54,145	48,148	23,790,005
Uninsured	4.4%	4.4%	8.8%	34,131	29,397	28,248,613
With a Disability, Age 18-64	9.0%	8.9%	10.3%	42,594	36,805	20,187,604
With a Disability, Age 18-64, Labor Force Participation Rate and Size	51.4%	52.2%	42.2%	21,876	19,225	8,509,463
Foreign Born	7.6%	7.7%	13.6%	58,952	52,352	44,011,870
Speak English Less Than Very Well (population 5 yrs and over)	4.8%	4.7%	8.4%	34,834	29,644	25,615,365

Source: [JobsEQ®](#)

1. American Community Survey 2015-2019, unless noted otherwise

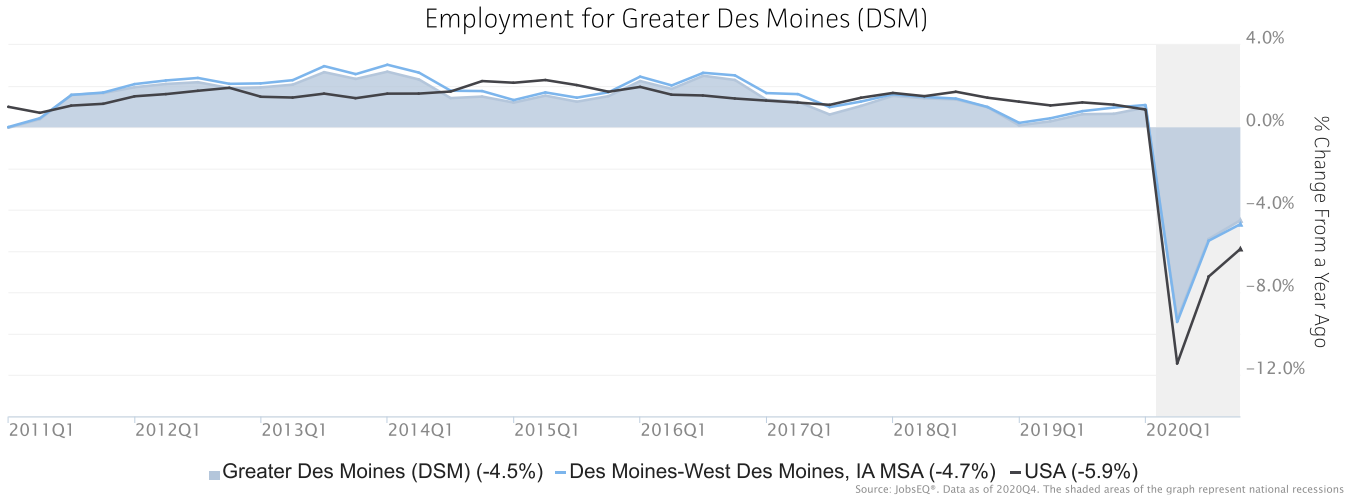
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census 2019, annual average growth rate since 2009

# Employment Trends

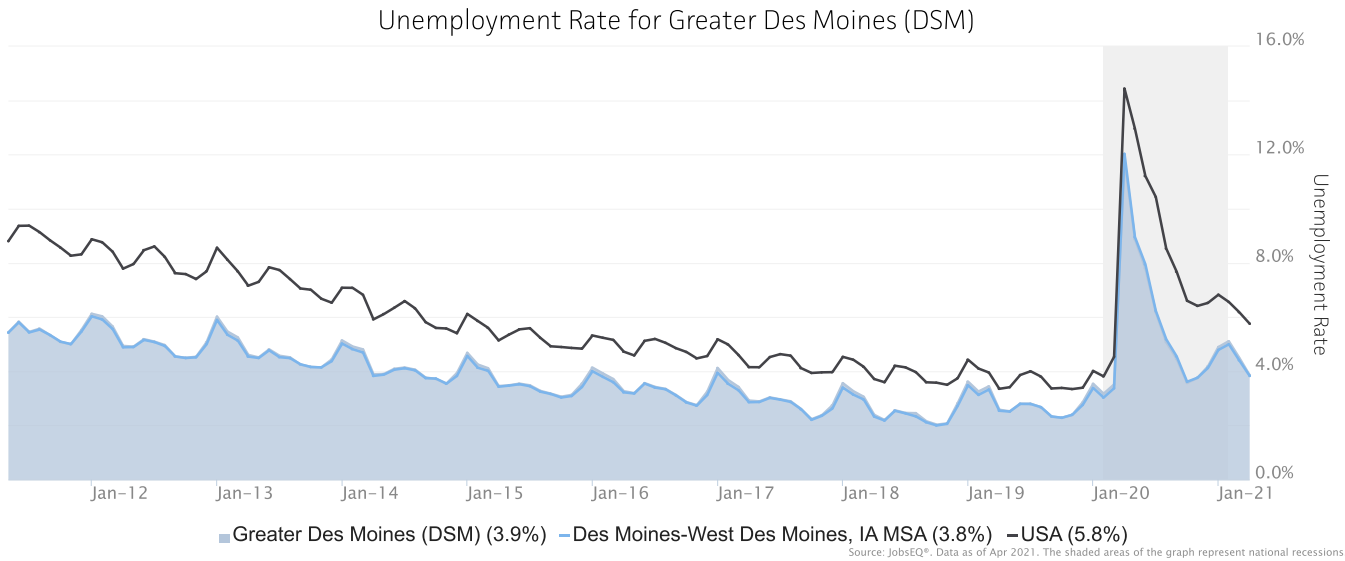
As of 2020Q4, total employment for the Greater Des Moines (DSM) was 433,508 (based on a four-quarter moving average). Over the year ending 2020Q4, employment declined 4.5% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q3 with preliminary estimates updated to 2020Q4.

# Unemployment Rate

The unemployment rate for the Greater Des Moines (DSM) was 3.9% as of April 2021. The regional unemployment rate was lower than the national rate of 5.8%. One year earlier, in April 2020, the unemployment rate in the Greater Des Moines (DSM) was 11.8%.

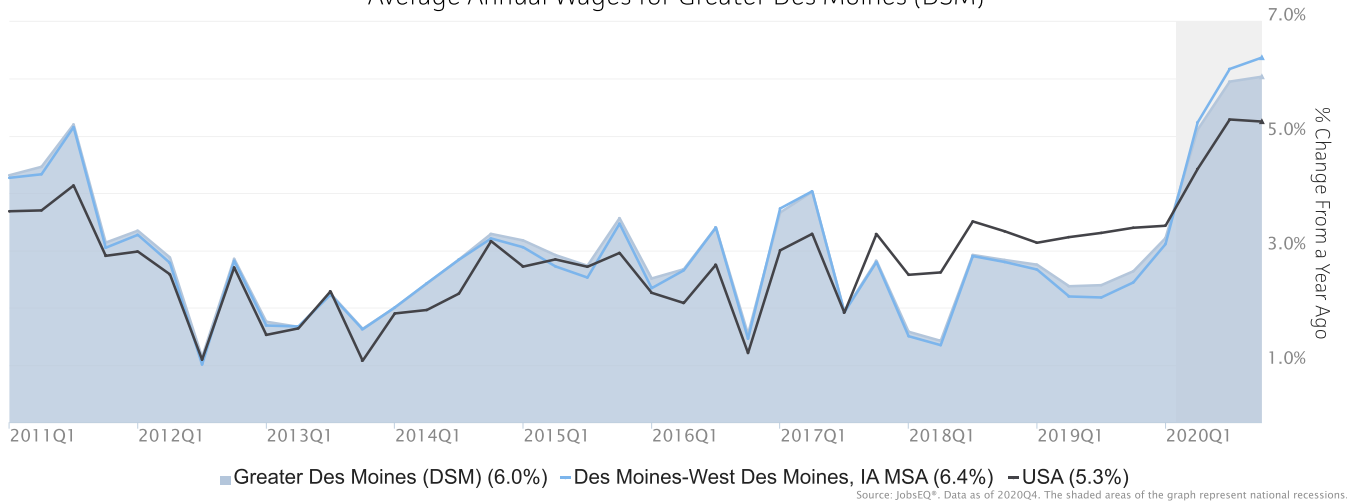


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through April 2021.

# Wage Trends

The average worker in the Greater Des Moines (DSM) earned annual wages of \$57,919 as of 2020Q4. Average annual wages per worker increased 6.0% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$60,761 in the nation as of 2020Q4.

Average Annual Wages for Greater Des Moines (DSM)



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q3 with preliminary estimates updated to 2020Q4.

# Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 11.9% lower in Greater Des Moines (DSM) than the U.S. average.

## Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Greater Des Moines (DSM)	\$57,919	88.1	\$65,725
Des Moines-West Des Moines, IA MSA	\$59,157	88.1	\$67,148
USA	\$60,761	100.0	\$60,761

Source: [JobsEQ®](#)

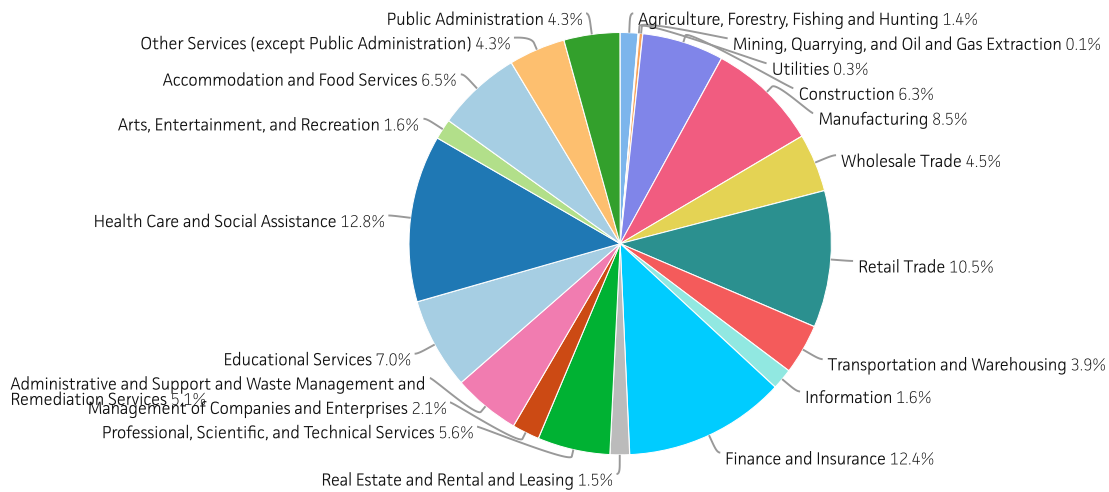
Data as of 2020Q4

Cost of Living per C2ER, data as of 2020q4, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the Greater Des Moines (DSM) is Health Care and Social Assistance, employing 55,378 workers. The next-largest sectors in the region are Finance and Insurance (53,742 workers) and Retail Trade (45,418). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Finance and Insurance (LQ = 2.95), Management of Companies and Enterprises (1.36), and Wholesale Trade (1.16).

Total Workers for Greater Des Moines (DSM) by Industry



Source: JobsEQ®, Data as of 2020Q4

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q3 with preliminary estimates updated to 2020Q4.

Sectors in the Greater Des Moines (DSM) with the highest average wages per worker are Management of Companies and Enterprises (\$99,363), Finance and Insurance (\$97,260), and Utilities (\$92,805). Regional sectors with the best job growth (or most moderate job losses) over the last 3 years are Professional, Scientific, and Technical Services (+814 jobs), Manufacturing (+674), and Construction (+551).

Over the next 3 years, employment in the Greater Des Moines (DSM) is projected to expand by 9,558 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+2,698 jobs), Finance and Insurance (+1,351), and Professional, Scientific, and Technical Services (+946).



NAICS	Industry	Empl	Current	3-Year History			3-Year Forecast				
			Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
62	Health Care and Social Assistance	55,378	\$53,047	0.86	-1,302	-0.8%	18,667	7,852	8,117	2,698	1.6%
52	Finance and Insurance	53,742	\$97,260	2.95	-790	-0.5%	16,549	5,758	9,440	1,351	0.8%
44	Retail Trade	45,418	\$31,700	1.01	-3,095	-2.2%	18,481	8,056	10,175	250	0.2%
31	Manufacturing	36,984	\$58,424	1.03	674	0.6%	11,313	4,249	7,274	-210	-0.2%
61	Educational Services	30,286	\$45,499	0.85	-1,685	-1.8%	9,015	4,071	4,392	551	0.6%
72	Accommodation and Food Services	28,082	\$19,739	0.85	-5,121	-5.4%	14,740	6,112	7,698	930	1.1%
23	Construction	27,125	\$61,739	1.06	551	0.7%	8,599	2,886	5,160	554	0.7%
54	Professional, Scientific, and Technical Services	24,088	\$80,689	0.78	814	1.2%	7,224	2,334	3,945	946	1.3%
56	Administrative and Support and Waste Management and Remediation Services	22,287	\$42,489	0.82	-1,118	-1.6%	8,527	3,306	4,507	714	1.1%
42	Wholesale Trade	19,333	\$81,806	1.16	-459	-0.8%	6,150	2,295	3,800	55	0.1%
81	Other Services (except Public Administration)	18,763	\$38,720	1.00	-383	-0.7%	6,993	2,957	3,530	506	0.9%
92	Public Administration	18,596	\$65,837	0.86	189	0.3%	5,370	2,177	2,961	232	0.4%
48	Transportation and Warehousing	16,692	\$53,757	0.79	496	1.0%	5,699	2,283	3,090	325	0.6%
55	Management of Companies and Enterprises	9,118	\$99,363	1.36	450	1.7%	2,743	923	1,572	248	0.9%
51	Information	6,962	\$75,925	0.81	-425	-2.0%	1,947	724	1,282	-58	-0.3%
71	Arts, Entertainment, and Recreation	6,782	\$22,810	0.96	-2,073	-8.5%	3,221	1,304	1,610	307	1.5%
53	Real Estate and Rental and Leasing	6,468	\$57,354	0.85	222	1.2%	2,058	897	1,074	87	0.4%
11	Agriculture, Forestry, Fishing and Hunting	5,929	\$45,831	0.98	-66	-0.4%	1,850	815	1,100	-65	-0.4%
22	Utilities	1,127	\$92,805	0.48	46	1.4%	300	110	194	-4	-0.1%
21	Mining, Quarrying, and Oil and Gas Extraction	348	\$64,959	0.21	-48	-4.2%	110	35	72	3	0.3%
<b>Total - All Industries</b>		<b>433,508</b>	<b>\$57,919</b>	<b>1.00</b>	<b>-13,122</b>	<b>-1.0%</b>	<b>152,561</b>	<b>61,132</b>	<b>81,871</b>	<b>9,558</b>	<b>0.7%</b>

Source: [JobsEQ®](http://www.jobseq.com)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2020Q3 with preliminary estimates updated to 2020Q4. Forecast employment growth uses national projections adapted for regional growth patterns.

# Occupation Snapshot

The largest major occupation group in the Greater Des Moines (DSM) is Office and Administrative Support Occupations, employing 63,625 workers. The next-largest occupation groups in the region are Sales and Related Occupations (44,723 workers) and Transportation and Material Moving Occupations (33,901). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Business and Financial Operations Occupations (LQ = 1.24), Office and Administrative Support Occupations (1.14), and Management Occupations (1.10).

Occupation groups in the Greater Des Moines (DSM) with the highest average wages per worker are Management Occupations (\$111,100), Legal Occupations (\$93,500), and Computer and Mathematical Occupations (\$85,000). The unemployment rate in the region varied among the major groups from 1.8% among Community and Social Service Occupations to 13.6% among Food Preparation and Serving Related Occupations.

Over the next 3 years, the fastest growing occupation group in the Greater Des Moines (DSM) is expected to be Healthcare Support Occupations with a +2.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Support Occupations (+1,077 jobs) and Food Preparation and Serving Related Occupations (+1,051). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Office and Administrative Support Occupations (22,173 jobs) and Sales and Related Occupations (18,756).

Greater Des Moines (DSM), 2020Q4<sup>1</sup>

SOC	Occupation	Empl	Mean Ann Wages <sup>2</sup>	Current			3-Year History			3-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	63,625	\$43,700	1.14	2,824	4.5%	2,401	-3,763	-1.9%	22,061	9,183	12,990	-111	-0.1%
41-0000	Sales and Related	44,723	\$45,500	1.07	3,080	6.6%	3,891	-2,878	-2.1%	19,184	7,373	11,383	428	0.3%
53-0000	Transportation and Material Moving	33,901	\$39,900	0.92	2,602	7.4%	3,447	-106	-0.1%	13,823	4,807	8,331	685	0.7%
11-0000	Management	31,466	\$111,100	1.10	754	2.4%	1,655	761	0.8%	9,082	2,634	5,568	880	0.9%
13-0000	Business and Financial Operations	30,278	\$73,900	1.24	752	2.5%	2,005	1,185	1.3%	9,695	2,521	6,279	896	1.0%
35-0000	Food Preparation and Serving Related	30,044	\$25,700	0.93	4,603	13.6%	2,548	-4,351	-4.4%	17,303	6,551	9,702	1,051	1.2%
51-0000	Production	26,294	\$40,100	1.03	1,842	6.8%	804	-447	-0.6%	8,978	3,113	6,057	-192	-0.2%
25-0000	Educational Instruction and Library	22,931	\$49,600	0.94	1,223	5.1%	1,043	-1,155	-1.6%	6,906	2,966	3,470	470	0.7%
47-0000	Construction and Extraction	21,364	\$48,900	1.05	1,624	7.7%	547	0	0.0%	7,735	2,115	5,163	458	0.7%
29-0000	Healthcare Practitioners and Technical	21,031	\$80,700	0.82	406	2.0%	2,505	-95	-0.1%	4,513	1,738	1,990	785	1.2%
49-0000	Installation, Maintenance, and Repair	17,027	\$50,800	1.03	822	5.1%	1,054	200	0.4%	5,522	1,645	3,512	365	0.7%
31-0000	Healthcare Support	16,008	\$33,400	0.82	742	4.6%	1,016	135	0.3%	7,527	3,081	3,368	1,077	2.2%
15-0000	Computer and Mathematical	14,771	\$85,000	1.09	286	1.9%	2,165	574	1.3%	4,153	783	2,680	691	1.5%
37-0000	Building and Grounds Cleaning and Maintenance	13,422	\$31,000	0.94	1,115	7.9%	883	-1,215	-2.8%	5,886	2,353	3,137	396	1.0%
39-0000	Personal Care and Service	11,379	\$29,300	1.03	1,469	11.8%	404	-1,212	-3.3%	5,936	2,468	3,045	423	1.2%
27-0000	Arts, Design, Entertainment, Sports, and Media	7,044	\$50,900	0.92	544	7.1%	440	-502	-2.3%	2,536	865	1,550	121	0.6%

### Greater Des Moines (DSM), 2020Q4<sup>1</sup>

SOC	Occupation	Empl	Mean Ann Wages <sup>2</sup>	Current			3-Year History			3-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
21-0000	Community and Social Service	6,824	\$52,400	0.89	119	1.8%	647	-338	-1.6%	2,674	800	1,556	318	1.5%
33-0000	Protective Service	6,660	\$48,100	0.70	356	5.3%	299	-364	-1.8%	2,436	981	1,325	131	0.7%
17-0000	Architecture and Engineering	6,184	\$76,400	0.81	148	2.3%	373	192	1.1%	1,635	464	1,054	117	0.6%
23-0000	Legal	3,449	\$93,500	0.93	63	1.9%	167	27	0.3%	859	284	466	109	1.0%
19-0000	Life, Physical, and Social Science	2,837	\$70,200	0.72	94	3.1%	249	131	1.6%	915	178	663	74	0.9%
45-0000	Farming, Fishing, and Forestry	2,248	\$34,400	0.78	180	7.0%	19	99	1.5%	1,099	269	827	3	0.1%
<b>Total - All Occupations</b>		<b>433,508</b>	<b>\$53,300</b>	<b>1.00</b>	<b>25,647</b>	<b>5.8%</b>	<b>28,562</b>	<b>-13,122</b>	<b>-1.0%</b>	<b>160,616</b>	<b>57,171</b>	<b>94,112</b>	<b>9,332</b>	<b>0.7%</b>

Source: [JobsEQ®](http://www.jobseq.com)

Data as of 2020Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data are as of 2020 and represent the average for all Covered Employment

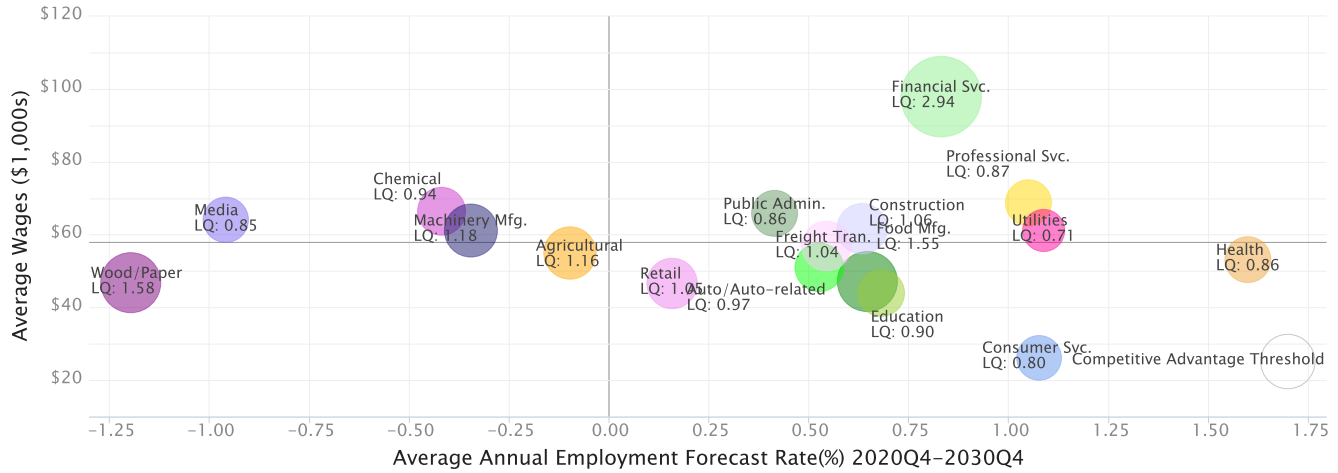
3. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2020Q3, imputed where necessary with preliminary estimates updated to 2020Q4. Wages by occupation are as of 2020 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Greater Des Moines (DSM) with the highest relative concentration is Financial Svc. with a location quotient of 2.94. This cluster employs 53,748 workers in the region with an average wage of \$97,923. Employment in the Financial Svc. cluster is projected to expand in the region about 0.8% per year over the next ten years.

Industry Clusters for Greater Des Moines (DSM) as of 2020Q4



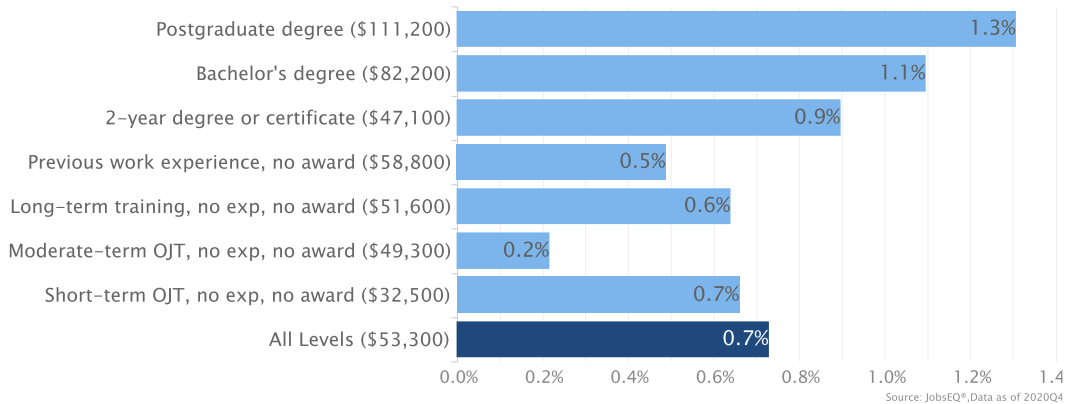
Source: JobsEQ®, Data as of 2020Q4

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2020Q3 with preliminary estimates updated to 2020Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Greater Des Moines (DSM) is projected to grow 0.7% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.3% per year, those requiring a bachelor's degree are forecast to grow 1.1% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.9% per year.

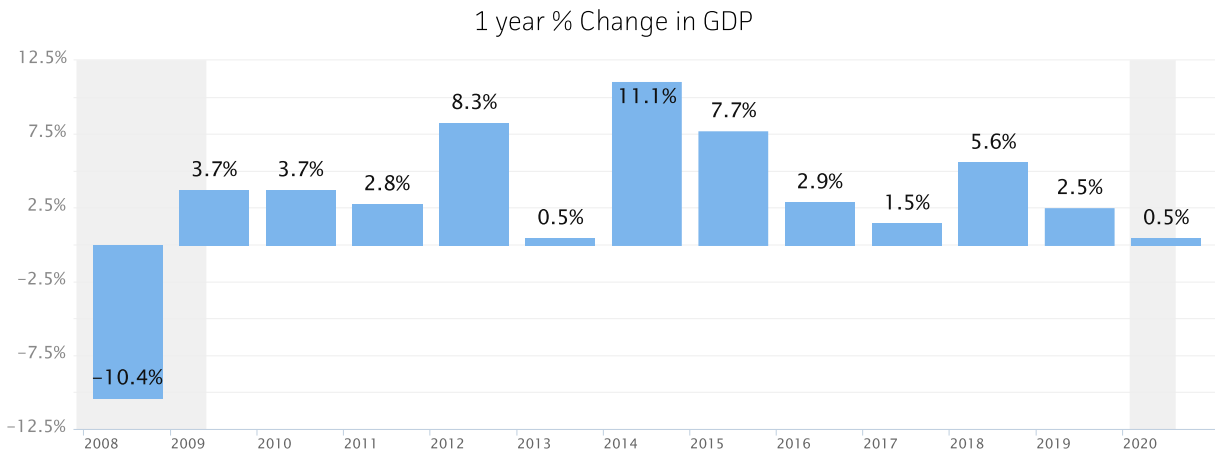
Annual Average Projected Job Growth by Training Required for Greater Des Moines (DSM)



Employment by occupation data are estimates as of 2020Q4. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

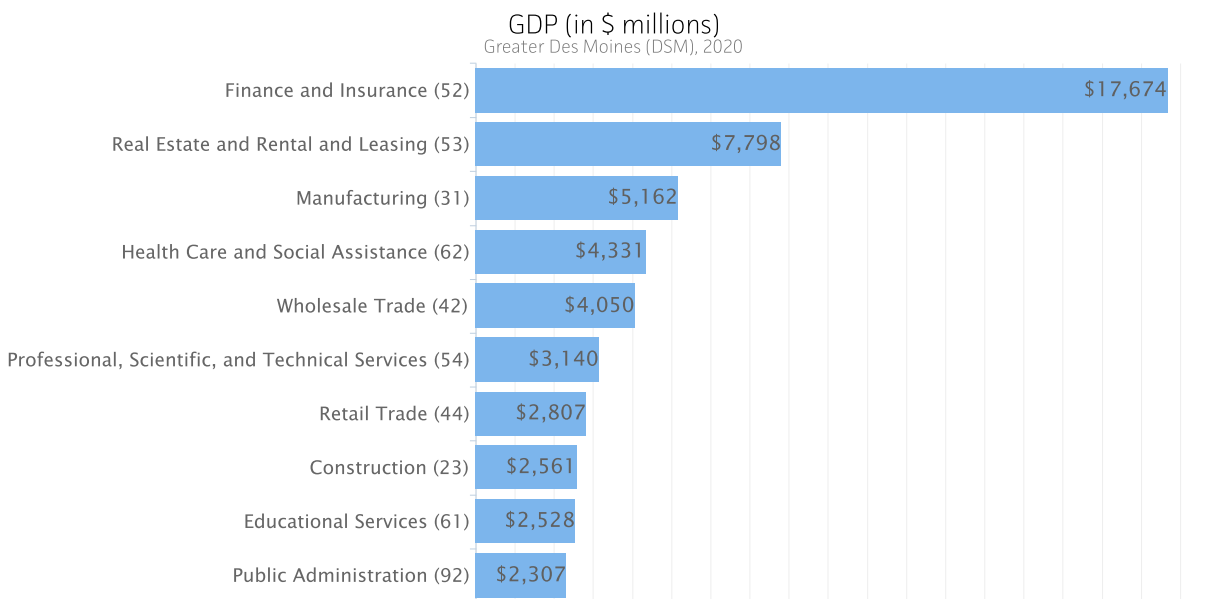
# Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2020, nominal GDP in the Greater Des Moines (DSM) expanded 0.5%. This follows growth of 2.5% in 2019. As of 2020, total GDP in the Greater Des Moines (DSM) was \$63,102,898,000.



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2020.

Of the sectors in the Greater Des Moines (DSM), Finance and Insurance contributed the largest portion of GDP in 2020, \$17,673,763,000. The next-largest contributions came from Real Estate and Rental and Leasing (\$7,798,277,000); Manufacturing (\$5,161,546,000); and Health Care and Social Assistance (\$4,331,210,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2020.



# Region Definition

## Greater Des Moines (DSM) is defined as the following counties:

Dallas County, Iowa

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Warren County, Iowa

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Marshall County, Iowa

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Poweshiek County, Iowa

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Madison County, Iowa

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Guthrie County, Iowa

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Adair County, Iowa

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Jasper County, Iowa

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Polk County, Iowa

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Marion County, Iowa

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## Des Moines-West Des Moines, IA MSA is defined as the following counties:

Dallas County, Iowa

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Guthrie County, Iowa

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Jasper County, Iowa

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Madison County, Iowa

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Polk County, Iowa

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Warren County, Iowa

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# FAQ

## What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

## What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

## What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

## What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

## What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

### About This Report

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