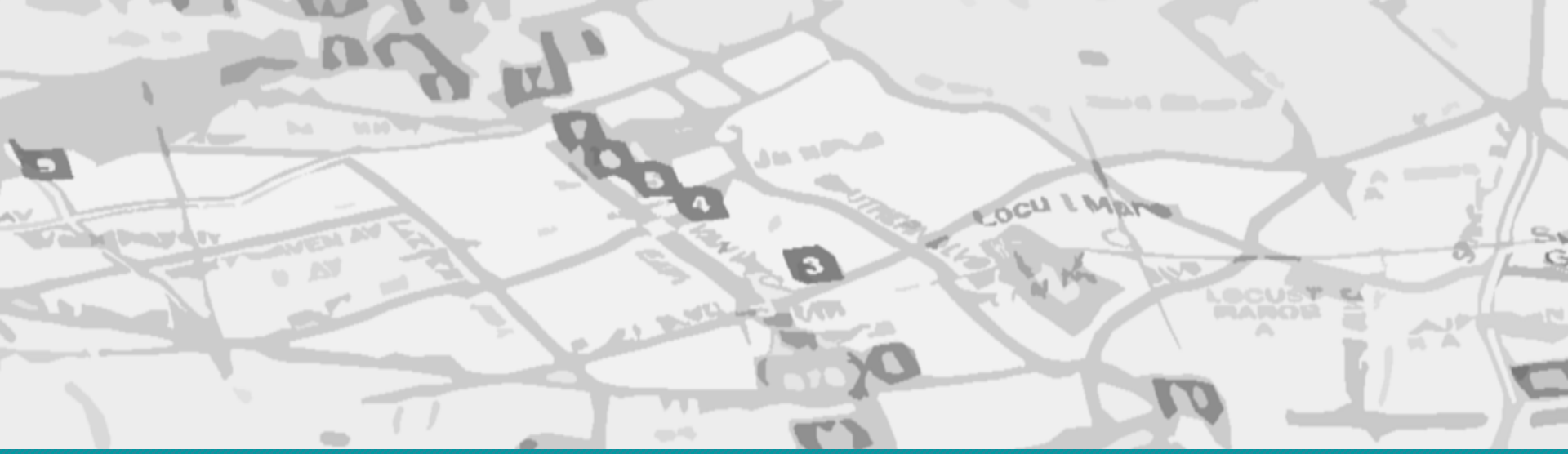


REGIONAL SNAPSHOT

Crossing Borders Region (CBR), Oklahoma

PURDUE UNIVERSITY

Center for Regional Development
Advancing Collaboration : Energizing Regions

Table of contents

01 overview

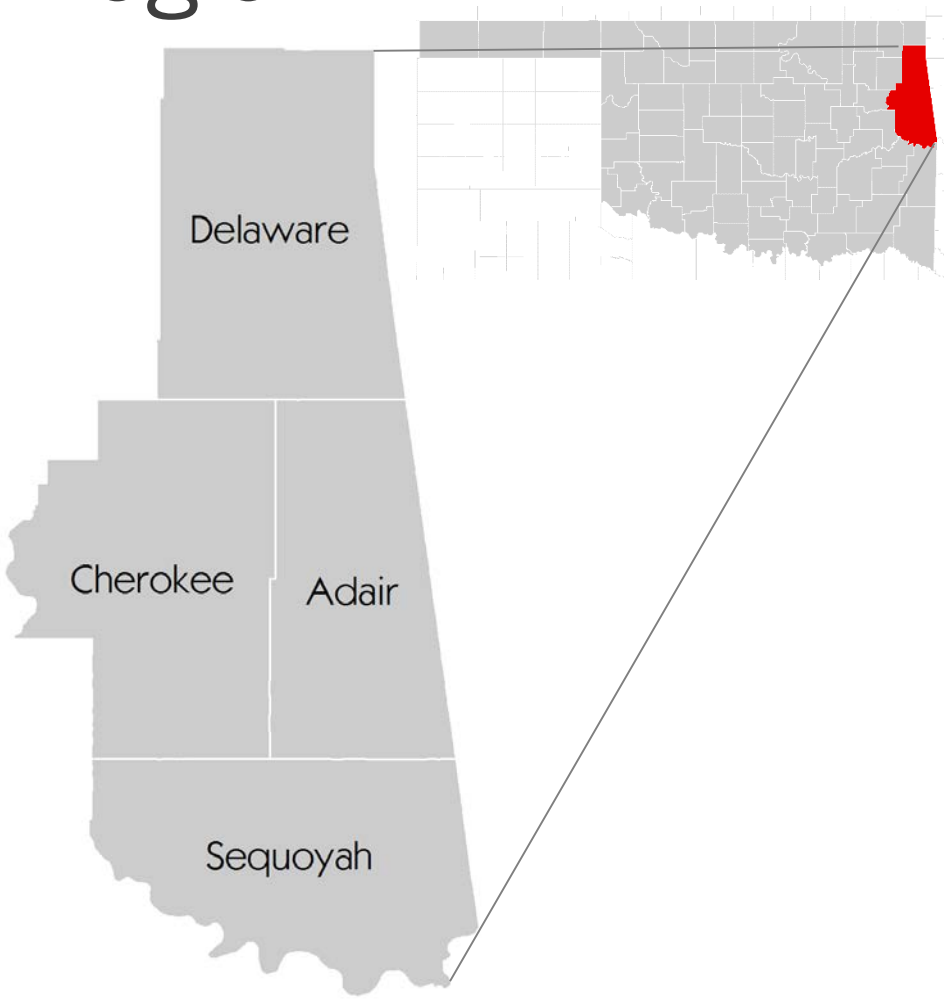
Crossing Borders Region, OK

What is a regional snapshot?

Crossing Borders Region

The Crossing Borders Region is comprised of four Oklahoma counties. I-40 passes through the southern part of the region connecting to I-44 to the west.

- Adair
- Cherokee
- Delaware
- Sequoyah



What is a regional snapshot?

What is the snapshot?

This snapshot is a demographic and economic assessment of the Crossing Borders Region in Oklahoma. Using county-level data, PCRD analyzed a number of indicators to gauge the overall economic performance of the Crossing Borders Region in comparison to the rest of the state.

What is its purpose?

The snapshot is intended to inform the region's leaders, organizations and residents of the key attributes of the region's population and economy. In particular, it takes stock of the region's important assets and challenges. With such data in hand, regional leaders and organizations are in a better position to invest in the mix of strategies that will spur the growth of the economy and provide a higher quality of life for residents of the region.

What are its focus areas?

PCRD secured and analyzed recent data from both public and private sources to generate the snapshot. In order to build a more comprehensive picture of the region, the report presents information under four key categories.

- Demography
- Human Capital
- Labor Force
- Industry & Occupation

When appropriate or relevant, the report compares information on the region with data on the remainder of the state. By so doing, the region is better able to determine how well it is performing relative to the state on a variety of important metrics.

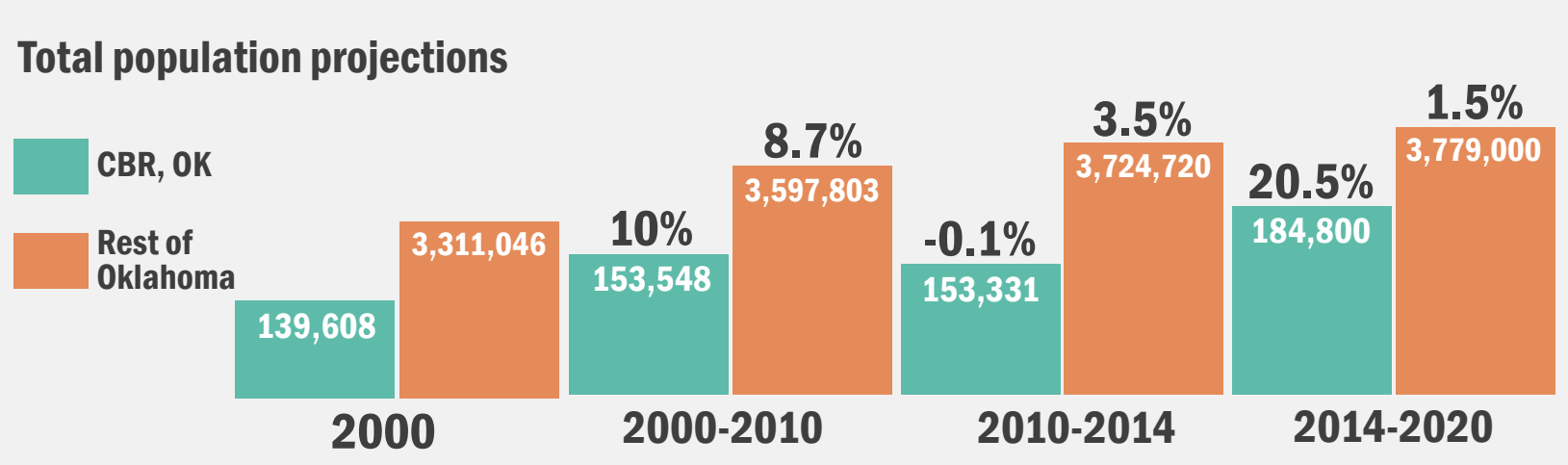
02 demography

Population change

Age structure

Income and poverty

Population change

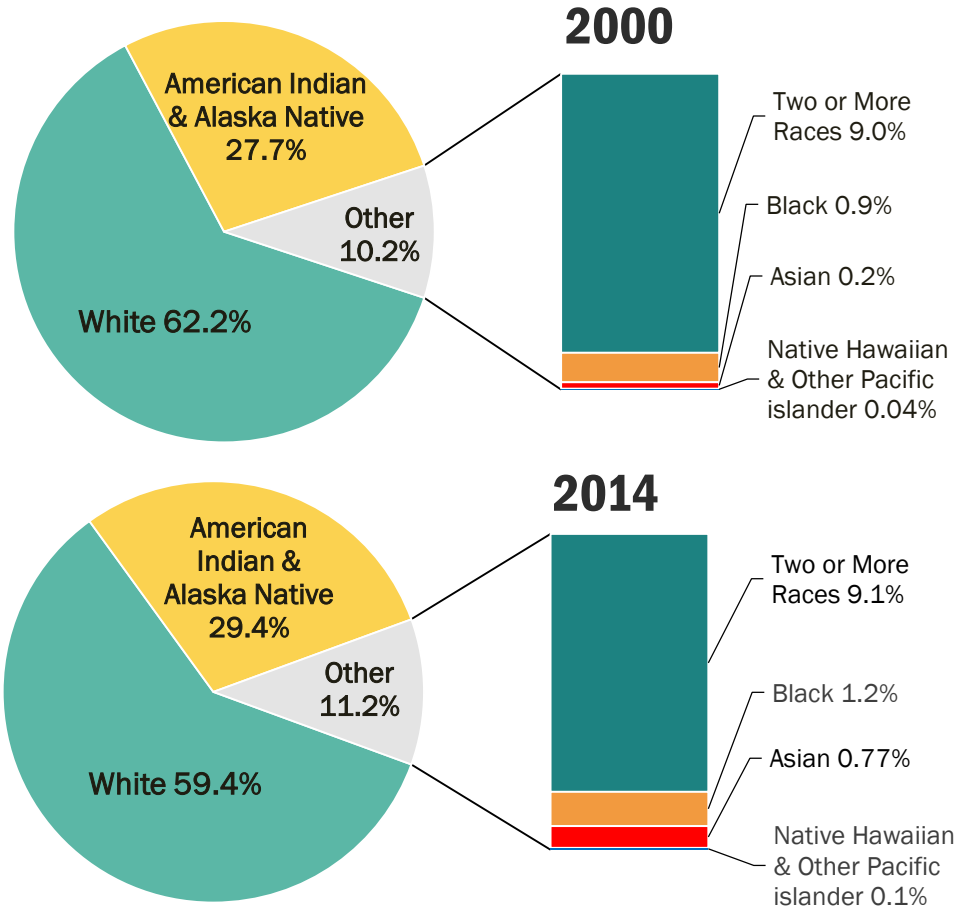


Questions:

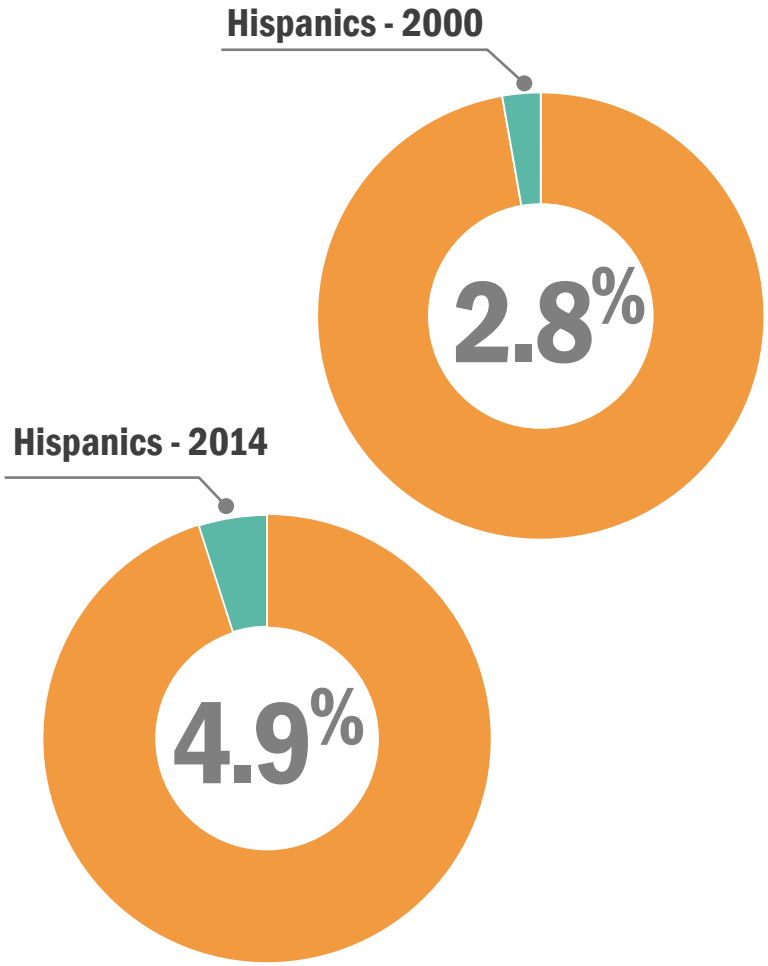
- How does the region's population trend compare to that of the state?
- What may be some of the elements driving the trends in the region? In the state?
- What strengths or challenges might these trends present?

Source: 2000 & 2010 Census, 2014 Population Estimates, and 2020 Population Projection by County Oklahoma State Data Center, Oklahoma Department of Commerce, http://www.digitalprairie.ok.gov/cdm/compoundobject/collection/stgovpub/id/8379/rec/1

Race



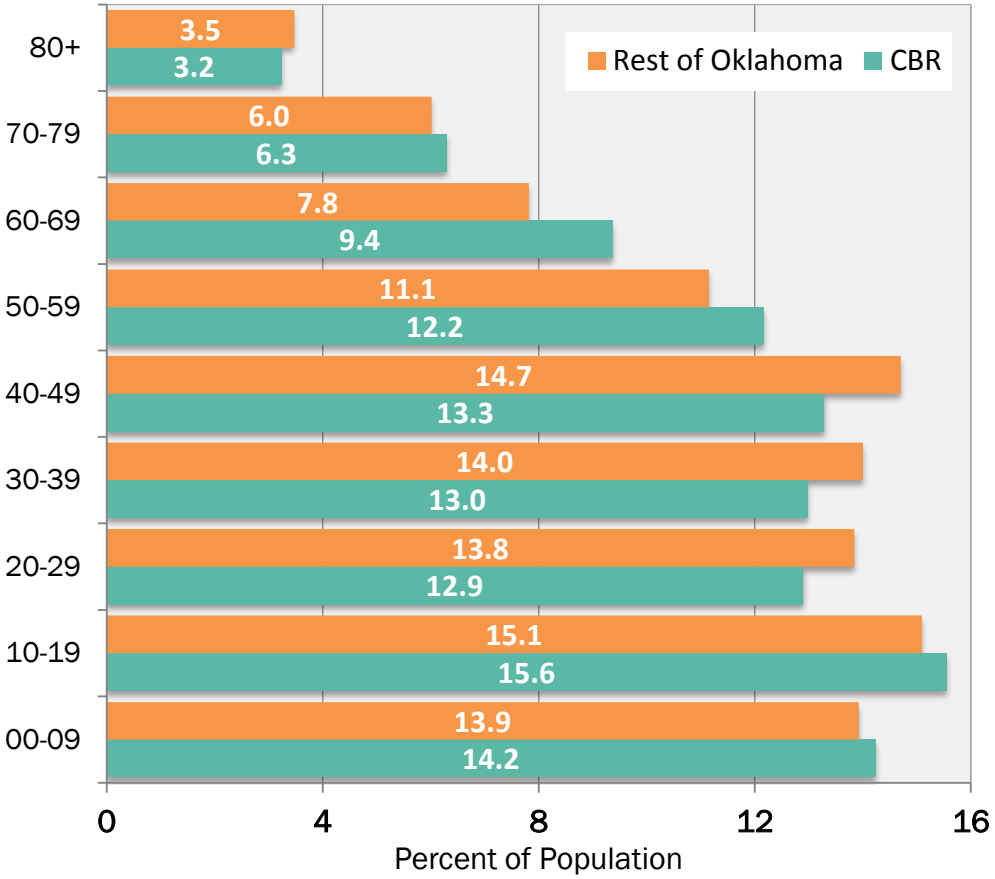
Ethnicity



Race Data Source: U.S. Census Bureau – 2000 Decennial Census and 2014 Annual Population Estimates

Population Age Structure, 2000

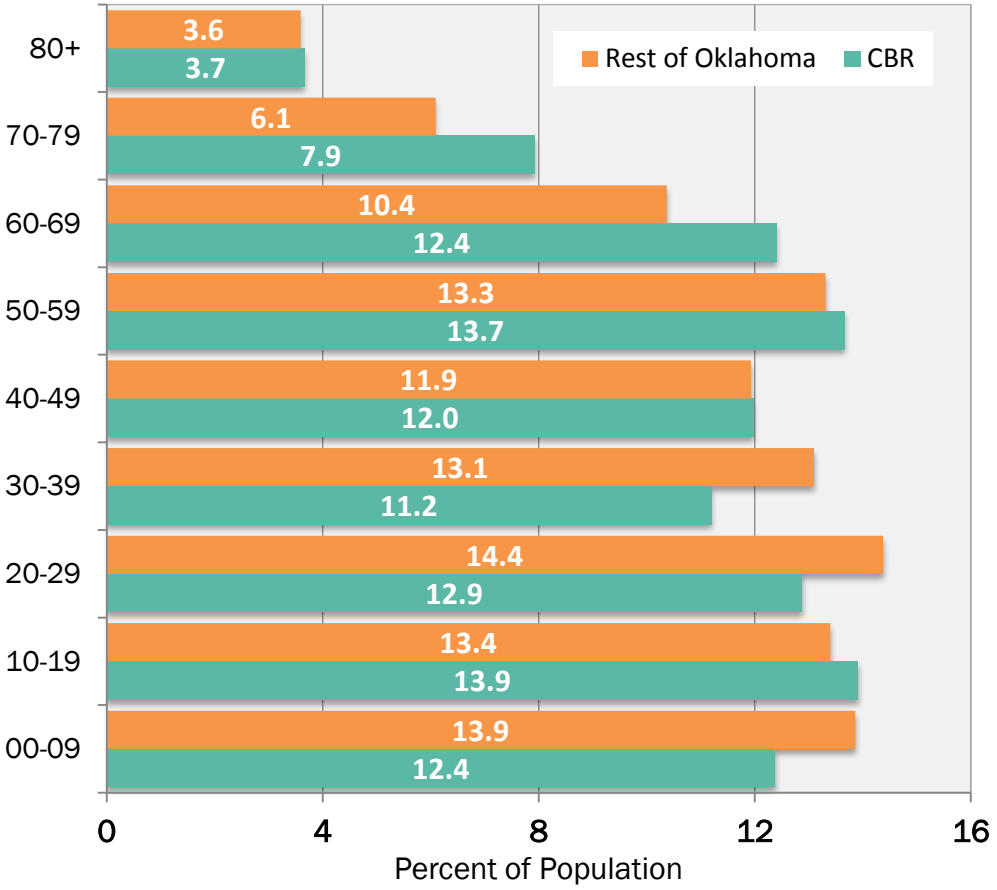
A visual presentation of the age distribution of the population (in percent)



Source: 2000 Decennial Census, U.S. Census Bureau

Population Age Structure, 2014

A visual presentation of the age distribution of the population (in percent)



Questions:

- Is the region experiencing an aging of its population? How does this compare to the rest of the state?
- Is there a sizable number of people of prime working age (20-49 years of age) in the region?
- Is the youth population (under 20 years old) growing or declining?
- What are the implications of the region's age structure for the economic development efforts of the region?

Source: 2014 Population Estimates, U.S. Census Bureau

Income and poverty

	2003	2008	2013
Total Population in Poverty	18.4%	22.2%	24.1%
Minors (Age 0-17) in Poverty	27.5%	34.0%	35.0%
Real Median Household Income* ($ 2013)	$36,431	$36,356	$35,104

Questions:

- Is the poverty rate for individuals in the county getting better or worse?
- Is poverty for minors in the county lower or higher than the overall poverty rate for all individuals? Why?
- Has real median income (adjusted for inflation) improved or worsened over the 2003 to 2013 time period? What may be reasons for these changes?

* Note: Regional Median Household income is the population-weighted average of median household income values across the Crossing Borders Region counties.

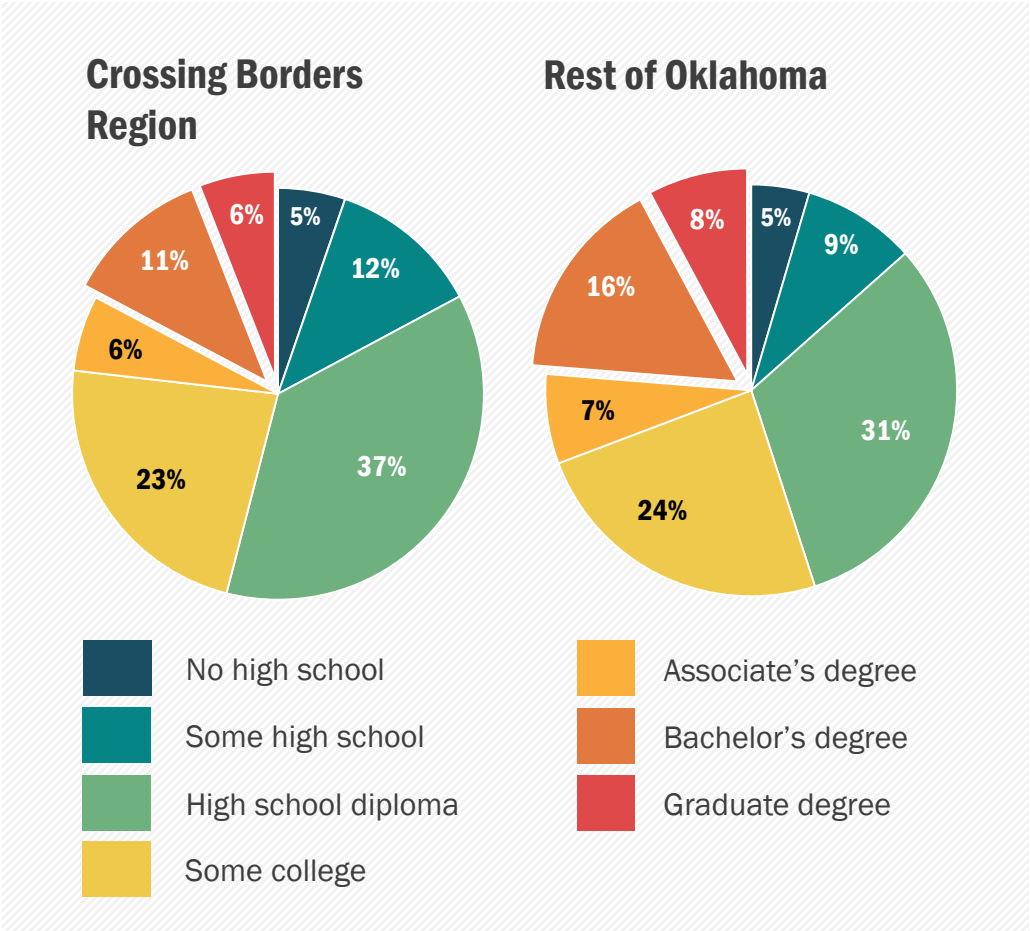
Source: U.S. Census Bureau – Small Area Income and Poverty Estimates (SAIPE)

03 human capital

Educational attainment

Patents

Educational attainment, 2013



Questions:

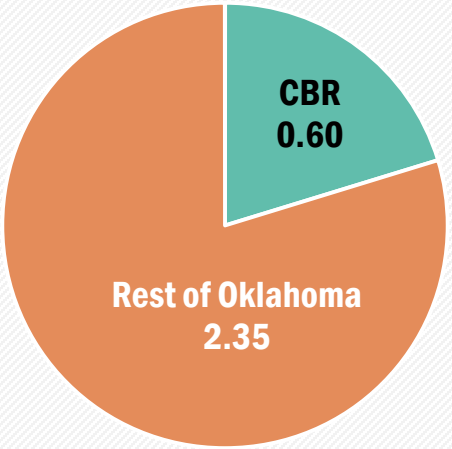
- What proportion of the adult population in the region has only a high school education?
- How many are college graduates (bachelors degree or higher)?
- How does the educational profile of the region compare to that of the rest of the state?
- What are the implications of the educational profile of the region in terms of the region's economic opportunities or workforce challenges?

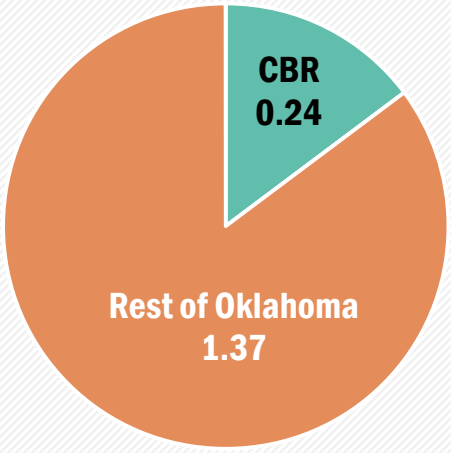
Source: 2009-2013 American Community Survey 5-Year Estimates

Patents

Patents per 10,000 Jobs
2001-2013

From 2001 to 2013, Crossing Borders Region counties were issued patents at a rate of 0.60 per 10,000 jobs, while the remaining Oklahoma counties garnered 2.35 patents per 10,000 jobs.





Patents per 10,000 residents
2001-2013

From 2001 to 2013, 0.24 patents per 10,000 residents were issued in Crossing Borders Region counties. The rest of Oklahoma amassed 1.37 patents per 10,000 residents.

Patenting trends are an important indicator of the level of innovation in a region.

Commercializing this innovation can lead to long-term growth for regional economies.

Questions:

- How does the region's patent rate compare to that of the rest of the state?
- How have rates changed over time?
- What might this data suggest for the future of the region?

Source: U.S. Patent and Trademark Office, Census, BEA

*Note: Patent origin is determined by the residence of the first-named inventor. Since a number of workers commute into the region, the number of patents produced in the CBR Region could be high. However, among residents of the region, patent production is relatively low.

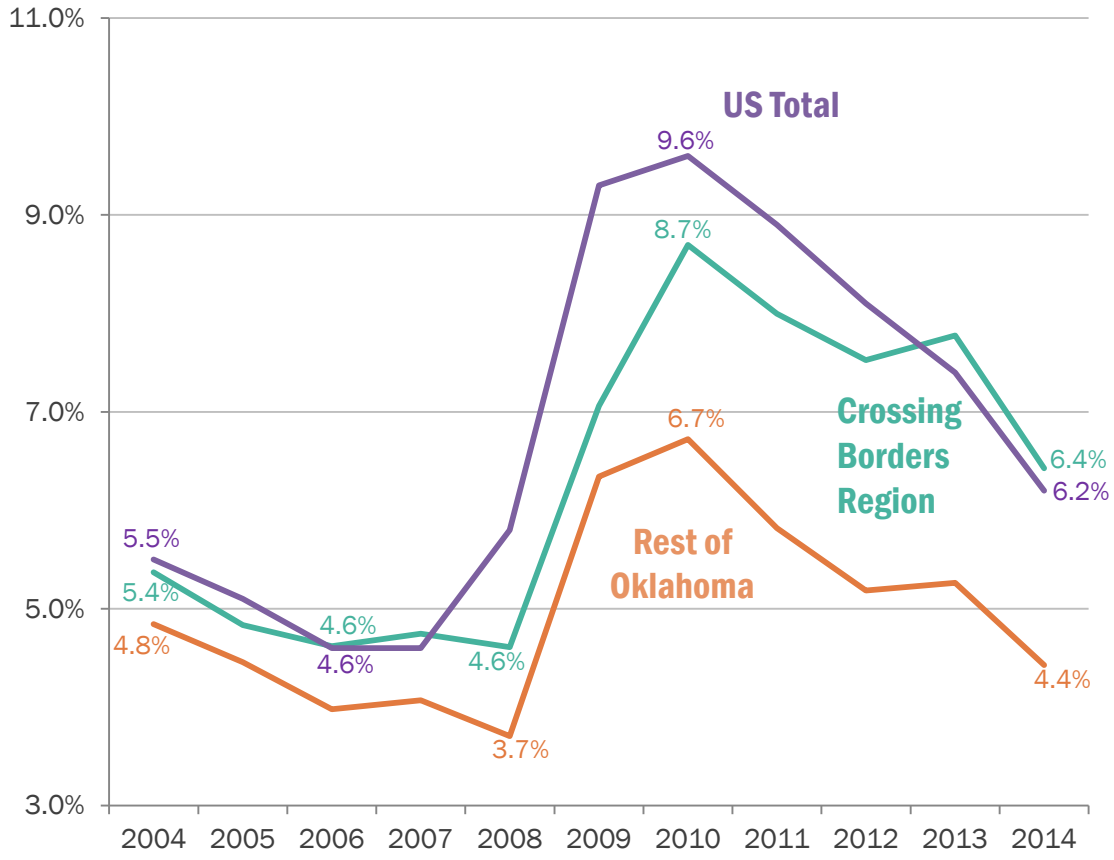
04
labor force

Unemployment rates

Earnings per worker

Source of labor for the region

Unemployment rates



Questions:

- How does the region's unemployment rate compare to the rest of the state and nation?
- How does the region's unemployment peak and post-2009 recovery compare to the state and nation?
- What might this suggest for the region's economic future?

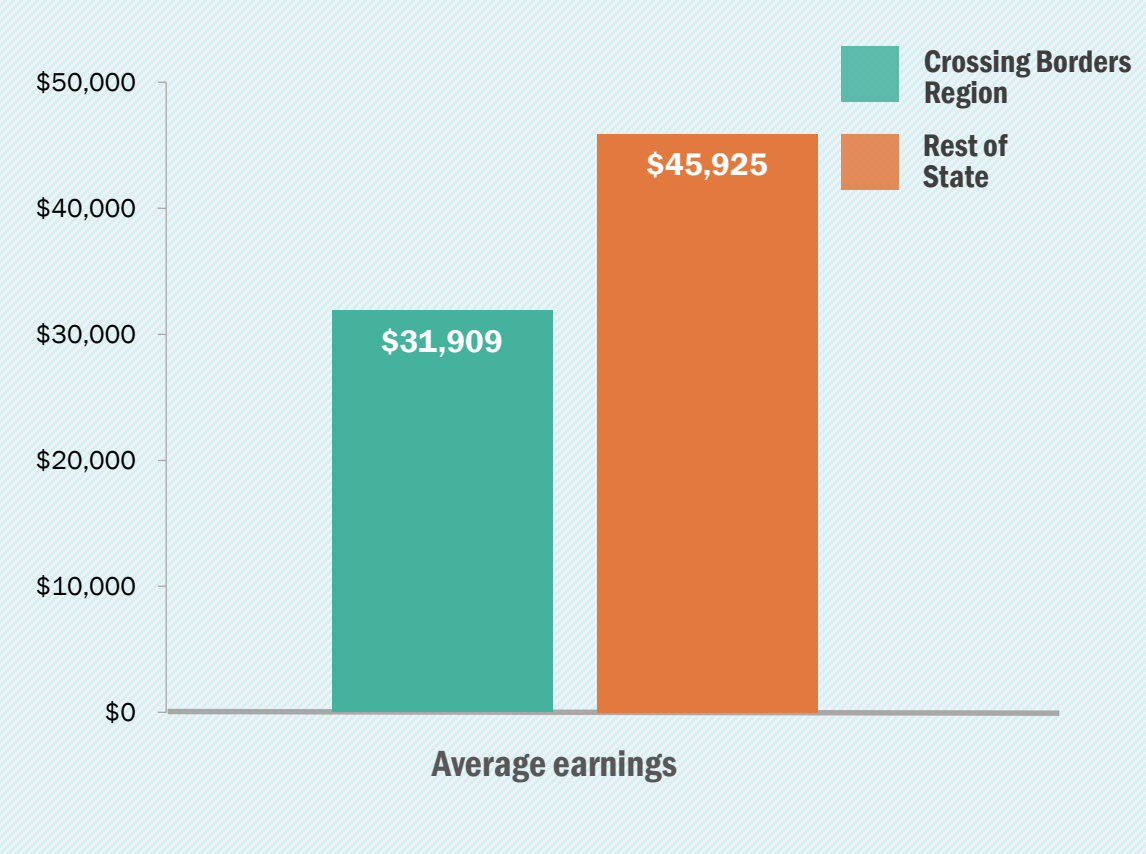
Source: LAUS, BLS

Earnings per worker in 2014

Questions:

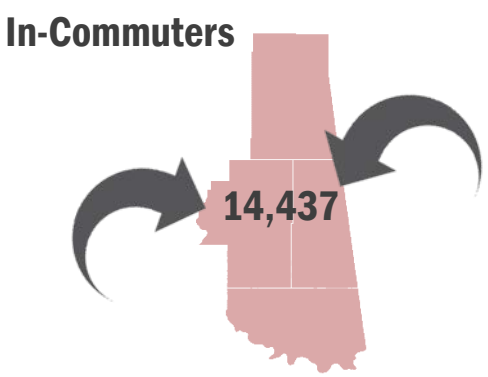
- How does the region's average earnings compare to that of the rest of the state?
- What might be some driving factors for the differences?
- Do these represent potential strengths or challenges for the region?

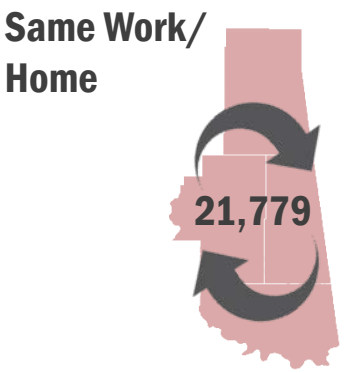
NOTE: Earnings include wages, salaries, supplements and earnings from partnerships and proprietorships

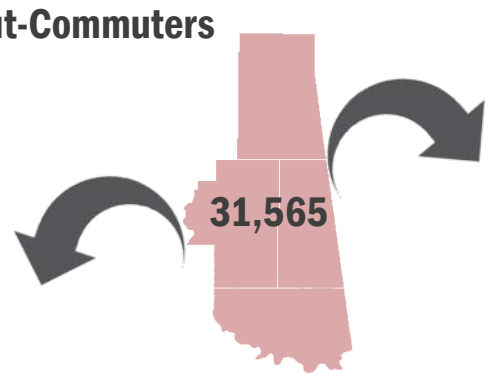


Source: EMSI Class of Worker 2014.4 (QCEW, non-QCEW, self-employed and extended proprietors)

Journey to Work







Population	2013 Jobs	Proportion
Employed in Region	36,216	100.0%
Employed in Region but Living Outside	14,437	39.9%
Employed and Living in Region	21,779	60.1%

Population	2013 Jobs	Proportion
Region Residents	53,344	100.0%
Employed Outside Region but Living in Region	31,565	59.2%
Employed and Living in Region	21,779	40.8%

Questions:

- How many people employed in the region actually reside outside the region? How many who live in the region commute to jobs outside the region?
- What are the implications for the region's economic development efforts?

Source: LEHD, OTM, U.S. Census Bureau

05 industry and occupation

Establishments

Components of Change for Establishments 2000-2011

Establishments Launched	10,421
Establishments Closed	6,003
Net Change	4,418
Net Migration (Establishments moving into minus Establishments moving out of the region)	221
Total Change	4,639
Percent Change	90.7%

An establishment is a physical business location.

Branches, standalones and headquarters are all considered types of establishments.

Definition of Company Stages

0 Self-employed

1 2-9 employees

2 10-99 employees

3 100-499 employees

4 500+ employees

Source: National Establishment Time Series (NETS) – 2011 Database

Establishments

Number of Establishments by Company Stages

	2000		2011	
Stage	**Establishments**	**Proportion**	**Establishments**	**Proportion**
Stage 0	1,386	27.1%	4,251	43.6%
Stage 1	2,958	57.8%	4,711	48.3%
Stage 2	711	13.9%	736	7.5%
Stage 3	54	1.1%	53	0.5%
Stage 4	7	0.1%	4	0.0%
Total	**5,116**	**100%**	**9,755**	**100.00%**

Questions:

- What stage businesses have shaped the region's economic growth in the last 10 years?
- Which ones are growing or declining the most?
- Which stage of establishments are likely to shape the region's future economic growth?

Source: National Establishment Time Series (NETS) – 2011 Database

Establishments

Number of Jobs by Company Stages

Year	2000	2011	% Change
Stage 0	1,386	4,251	206.7%
Stage 1	10,282	13,847	34.7%
Stage 2	18,235	20,310	11.4%
Stage 3	9,146	9,223	0.8%
Stage 4	4,695	3,380	-28.0%
Total	**43,744**	**51,011**	**16.6%**

Sales ($ 2012) by Company Stages

Year	2000	2011	% Change
Stage 0	$159,568,445	$275,719,399	72.8%
Stage 1	$1,535,211,624	$1,079,230,397	-29.7%
Stage 2	$1,854,772,119	$1,757,408,578	-5.2%
Stage 3	$872,615,516	$1,035,652,266	18.7%
Stage 4	$575,740,268	$241,083,472	-58.1%
Total	**$4,997,907,972**	**$4,389,094,112**	**-12.2%**

Questions

- What establishments are the most numerous based on company stages?
- What stages have experienced the largest growth? The greatest decline?
- What company stage employs the largest number of people?
- What stage captures the most sales?
- Which ones have experienced the greatest percentage loss over the 2000-11 period?

Source: National Establishment Time Series (NETS) – 2011 Database

Top ten industry sector employment growth

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
21	Mining, Quarrying, and Oil and Gas Extraction	192	264	72	38%	25%
61	Educational Services	352	441	89	25%	7%
53	Real Estate and Rental and Leasing	1,619	2,001	382	24%	19%
52	Finance and Insurance	2,298	2,752	454	20%	15%
62	Health Care and Social Assistance	5,508	6,188	680	12%	9%
44	Retail Trade	6,070	6,652	582	10%	6%
81	Other Services (except Public Administration)	3,319	3,554	235	7%	4%
54	Professional, Scientific, and Technical Services	1,497	1,547	50	3%	1%
42	Wholesale Trade	988	1,012	24	2%	14%
72	Accommodation and Food Services	3,562	3,635	73	2%	13%

Questions:

- What regional industry sectors have seen the greatest growth?
- Did they grow at the same rate as the state?
- What factors are causing the growth?

Source: EMSI Class of Worker 2014.4 (QCEW, non-QCEW, self-employed and extended proprietors)

Top nine industry sector employment decline

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
55	Management of Companies and Enterprises	427	231	-196	-46%	22%
71	Arts, Entertainment, and Recreation	1,074	808	-266	-25%	13%
31	Manufacturing	3,187	2,625	-562	-18%	10%
22	Utilities	202	170	-32	-16%	0%
23	Construction	4,094	3,660	-434	-11%	4%
48	Transportation and Warehousing	1,222	1,127	-95	-8%	4%
11	Crop and Animal Production	6,604	6,159	-445	-7%	-1%
90	Government	16,909	16,107	-802	-5%	-1%
51	Information	309	308	-1	0%	-18%

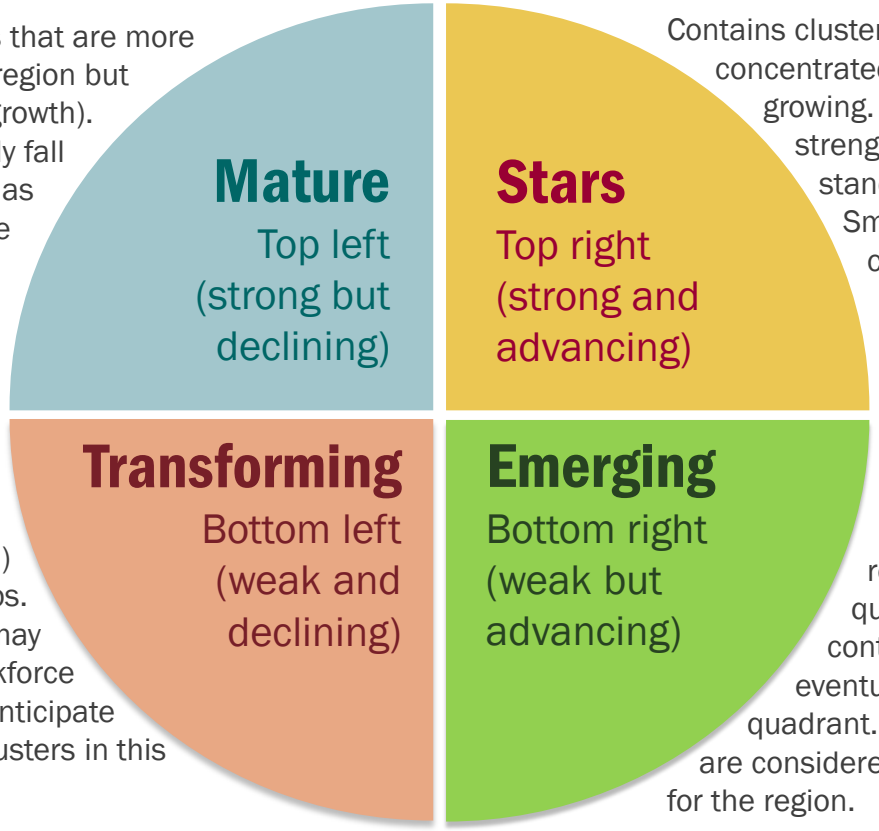
Questions:

- How does the industry sector make-up of the region compare to the rest of the state?
- Which industry sectors are growing and declining the most in employment?

Source: EMSI Class of Worker 2014.4 (QCEW, non-QCEW, self-employed and extended proprietors)

How to interpret cluster data results

The graph's four quadrants tell a different story for each cluster.



Contains clusters that are more concentrated in the region but are declining (negative growth). These clusters typically fall into the lower quadrant as job losses cause a decline in concentration.

Contains clusters that are more concentrated in the region and are growing. These clusters are strengths that help a region stand out from the competition. Small, high-growth clusters can be expected to become more dominant over time.

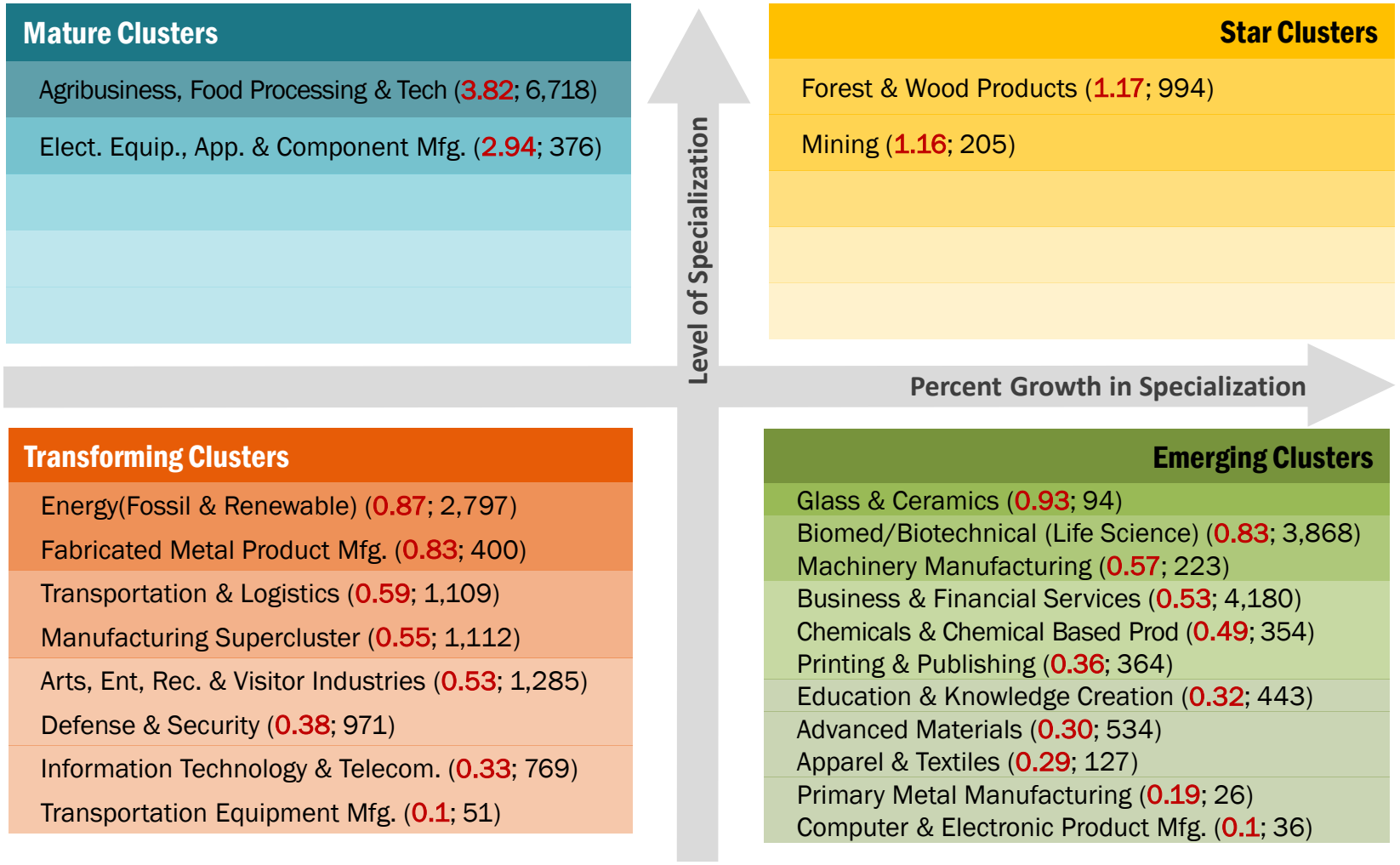
Contains clusters that are under-represented in the region (low concentration) and are also losing jobs. Clusters in this region may indicate a gap in the workforce pipeline if local industries anticipate a future need. In general, clusters in this quadrant show a lack of competitiveness.

Contains clusters that are under-represented in the region but are growing, often quickly. If growth trends continue, these clusters will eventually move into the top right quadrant. Clusters in this quadrant are considered emerging strengths for the region.

Modified from: http://www.charlestonregionaldata.com/bubble-chart-explanation/

Distribution of clusters in the Region by quadrants

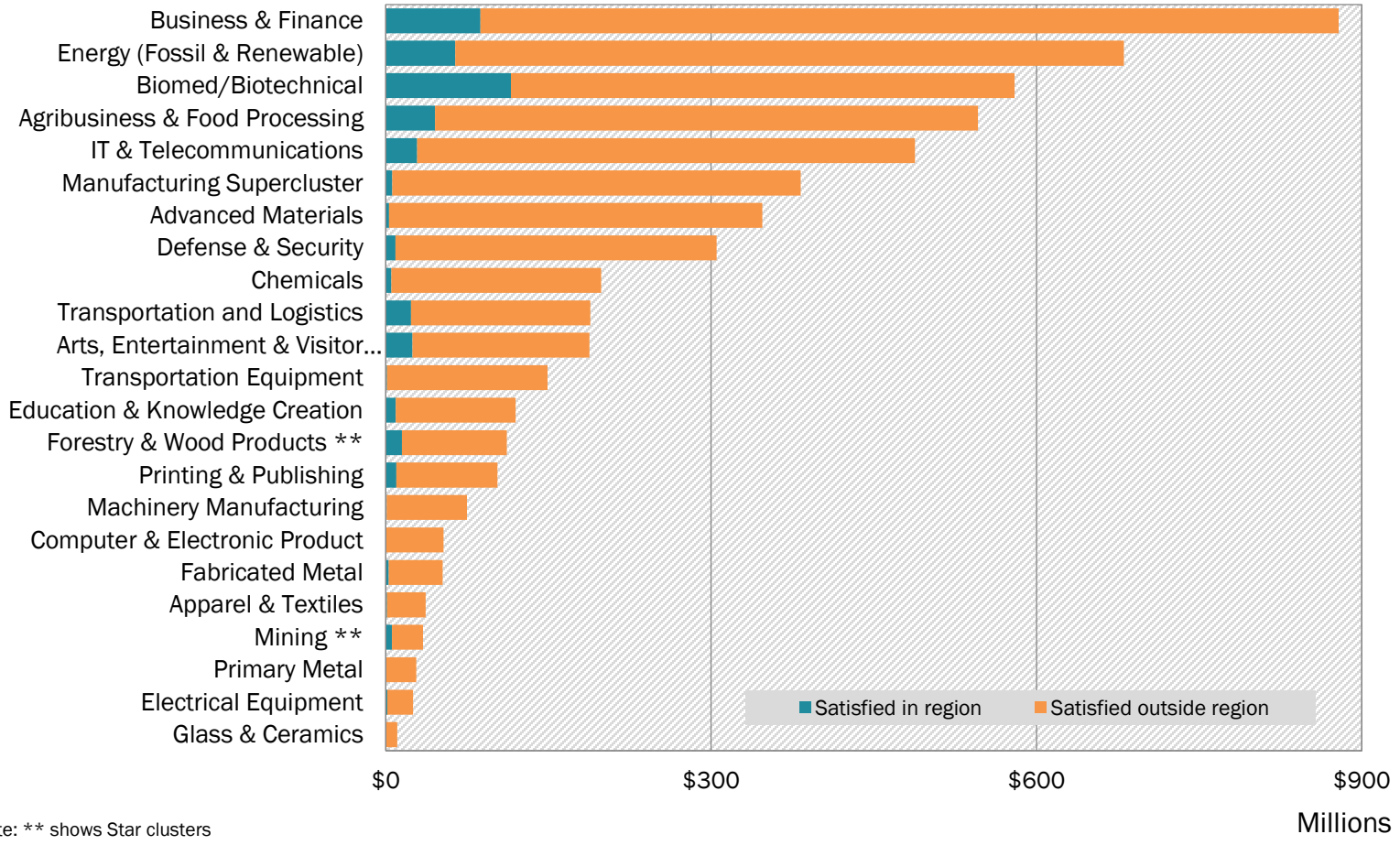
Industry cluster analysis



Note: Primary Metal Manufacturing, Computer & Electronic Product Manufacturing and Transportation Equipment Manufacturing subclusters have too few jobs.

NOTE: The first number after each cluster represents its location quotient while the second number represents the number of total jobs (full and part time jobs by place of work) in that cluster in the region in 2014. The clusters are sorted in decreasing order by location quotient.

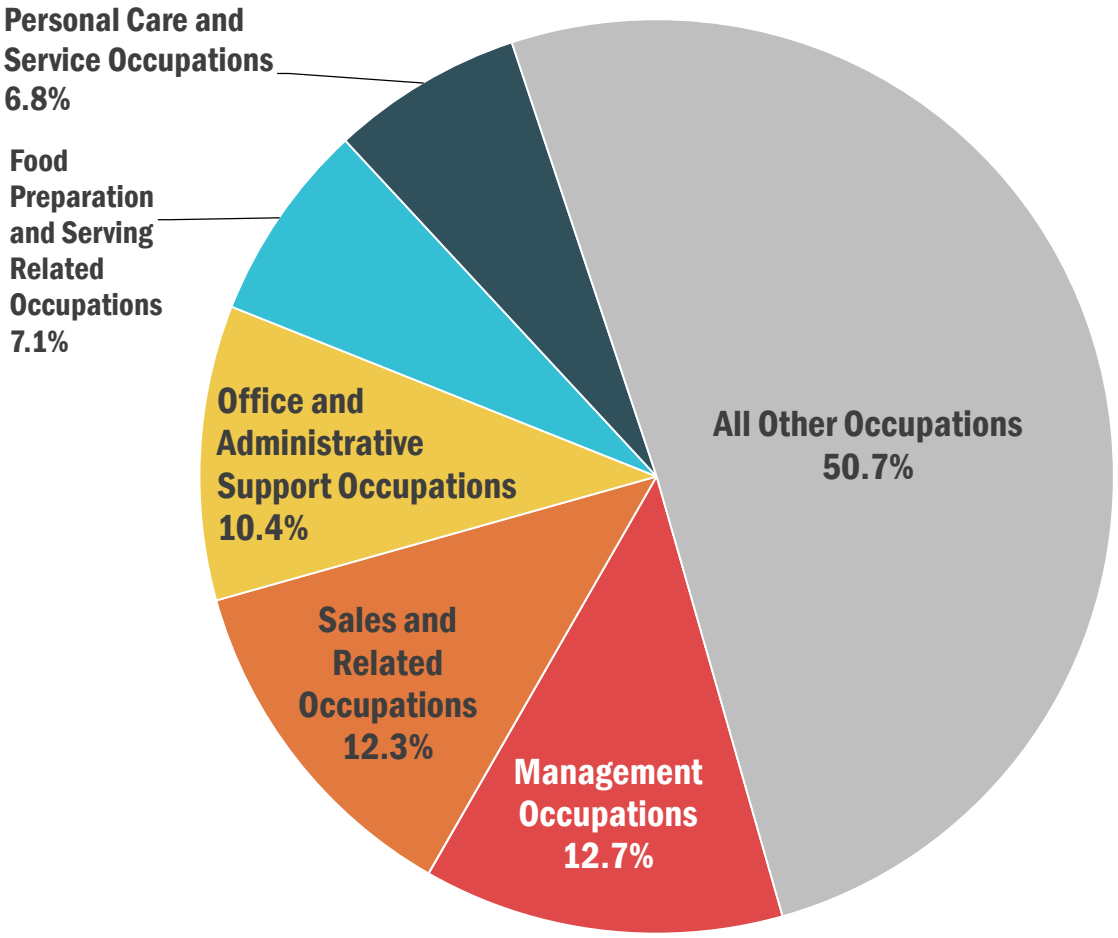
Regional requirements, 2013



Note: ** shows Star clusters

Source: EMSI 2014.4 (QCEW Employees, Non-QCEW Employees, Self-Employed, and Extended Proprietors); Industry cluster definitions by PCRD

Top five occupations in 2014

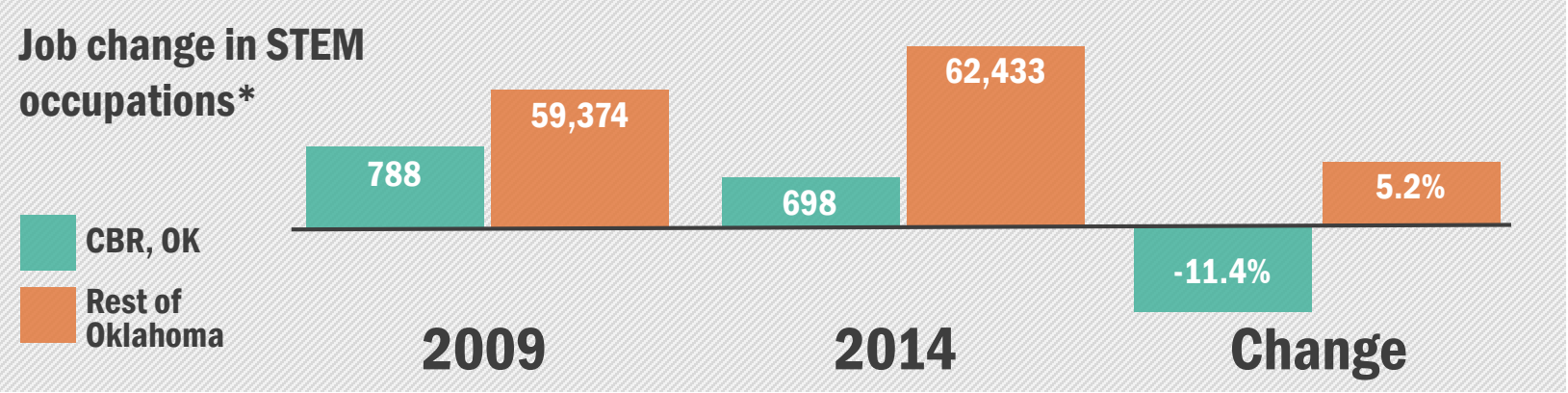


Questions:

- What are the education and skill requirements for these occupations?
- Do the emerging and star clusters align with the top occupations?
- What type salaries do these occupations typically provide?

Source: EMSI Class of Worker 2014.4 (QCEW, non-QCEW, self-employed and extended proprietors)

Science, Technology, Engineering & Math



Questions:

- How do STEM jobs compare to the state?
- What has been the trend of STEM jobs over time?
- How important are STEM jobs to the region's Star and Emerging clusters?

*Note: STEM and STEM-related occupation definitions from BLS (2010)

Source: EMSI Class of Worker 2014.4 (QCEW, non-QCEW, self-employed and extended proprietors)

Report Contributors

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PURDUE UNIVERSITY

Center for Regional Development
Advancing Collaboration : Energizing Regions

The Purdue Center for Regional Development (PCRD) seeks to pioneer new ideas and strategies that contribute to regional collaboration, innovation and prosperity.

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