The region includes the following counties:

- Castro, Floyd, Hale, Lamb, and Swisher

Source: RDM, PCRD & ESRI
## South Plains Region: Economic Attributes

<table>
<thead>
<tr>
<th>Economic &amp; Demographic Attributes</th>
<th>Value</th>
<th>Remarks</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (2012)</td>
<td>72,815</td>
<td>People living in the region</td>
<td>Census</td>
</tr>
<tr>
<td>Jobs (2012)</td>
<td>36,797</td>
<td>Full and part-time jobs</td>
<td>EMSI (QCEW, BLS; BEA)</td>
</tr>
<tr>
<td>Average Earnings (2012)</td>
<td>$33,655</td>
<td>Include wages, salaries, supplements and proprietor income</td>
<td>EMSI (BLS; BEA)</td>
</tr>
<tr>
<td>Completions (2010)</td>
<td>1,969</td>
<td>Students completing a specific course of study</td>
<td>EMSI (NCES; IPEDS)</td>
</tr>
<tr>
<td>GRP, Gross Regional Product (2012)</td>
<td>$1,939,526,721</td>
<td>Final market value of all goods and services produced in the region</td>
<td>EMSI (BEA; QCEW, BLS)</td>
</tr>
<tr>
<td>Exports (2012)</td>
<td>$3,966,991,475</td>
<td>$ earned from selling goods and services to foreign and external domestic regions</td>
<td>EMSI model (BEA)</td>
</tr>
<tr>
<td>Imports (2012)</td>
<td>$4,224,584,568</td>
<td>$ spent on procuring goods and services from foreign and external domestic region</td>
<td>EMSI model (BEA)</td>
</tr>
</tbody>
</table>

Data Source: EMSI 2013.1 & Census
South Plains Region

Industry Cluster Analysis, 2007-2012

Mature

- Agri. & Food Process., 9.27, 4,984

Star

LQ, 2012

- Transportation & Logistics, 2.05, 2,237
- Apparel & Textiles, 1.75, 473

Transforming

- IT & Telecom., 0.98, 108
- Defense & Security, 0.18, 193
- Biomedical/Biotechnical, 0.57, 1,577

Emerging

- Mining, 0.84, 88
- Advanced Materials, 0.22, 227

Note: Label includes cluster name, LQ 2012, and Employment 2012

Data Source: EMSI 2013. 2, industry cluster definitions by PCRD
Manufacturing Sub Cluster Analysis, 2007-2012

Mature

Star

Transforming

Emerging

Note: Label includes cluster name, LQ 2012, and Employment 2012
Data Source: EMSI 2013. 2, industry cluster definitions by PCRD
Industry Cluster Analysis, 2007-2012

**Mature**
- Agribusiness, Food Processing & Technology
- Apparel & Textiles
- Transportation & Logistics

**Stars**
- Energy (Fossil & Renewable)
- Machinery Manufacturing

**TRANSFORMING**
- Arts, Entertainment, Recreation & Visitor Industries
- Defense & Security
- Information Technology & Telecommunications

**Emerging**
- Advanced Materials
- Biomedical/Biotechnical (Life Sciences)
- Business & Financial Services
- Chemicals & Chemical Based Products
- Education & Knowledge Creation
- Fabricated Metal Product Manufacturing
- Forest & Wood Products
- Manufacturing Supercluster
- Mining
- Printing & Publishing
Note: Label includes cluster name, LQ 2007, and Employment 2007

Data Source: EMSI 2013. 2, industry cluster definitions by PCRD
Manufacturing Sub Cluster Analysis, 2002-2007

Mature

Star

Transforming

Emerging

Note: Label includes cluster name, LQ 2007, and Employment 2007
Data Source: EMSI 2013. 2, industry cluster definitions by PCRD
Industry Cluster Analysis, 2002-2007

Mature

Stars

- Agribusiness, Food Processing & Technology
- Apparel & Textiles
- Machinery Manufacturing
- Transportation & Logistics

Transforming

- Advanced Materials
- Biomedical/Biotechnical (Life Sciences)
- Business & Financial Services
- Chemicals & Chemical Based Products
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- Education & Knowledge Creation
- Energy (Fossil & Renewable)
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- Mining

Emerging

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- Fabricated Metal Product Manufacturing
- Forest & Wood Products
- Manufacturing Supercluster
- Printing & Publishing
Average Earnings of Industry Clusters, 2012

South Plains Region, Average Earnings, 2012

Data Source: EMSI 2013.2 & 2013.1, industry cluster definitions by PCRD
<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agribusiness, Food Processing &amp; Technology</td>
<td>4,984</td>
<td>9.27</td>
<td>(3%)</td>
<td>$38,489</td>
<td>-198</td>
</tr>
<tr>
<td>Business &amp; Financial Services</td>
<td>2,440</td>
<td>0.54</td>
<td>23%</td>
<td>$30,416</td>
<td>442</td>
</tr>
<tr>
<td>Transportation &amp; Logistics</td>
<td>2,237</td>
<td>2.05</td>
<td>(3%)</td>
<td>$48,321</td>
<td>-73</td>
</tr>
<tr>
<td>Biomedical/Biotechnical (Life Sciences)</td>
<td>1,577</td>
<td>0.57</td>
<td>2%</td>
<td>$40,734</td>
<td>4</td>
</tr>
<tr>
<td>Energy (Fossil &amp; Renewable)</td>
<td>1,539</td>
<td>1.01</td>
<td>20%</td>
<td>$47,699</td>
<td>247</td>
</tr>
<tr>
<td>Education &amp; Knowledge Creation</td>
<td>825</td>
<td>0.98</td>
<td>24%</td>
<td>$26,675</td>
<td>153</td>
</tr>
<tr>
<td>Apparel &amp; Textiles</td>
<td>473</td>
<td>1.75</td>
<td>(27%)</td>
<td>$32,436</td>
<td>-178</td>
</tr>
<tr>
<td>Manufacturing Supercluster</td>
<td>449</td>
<td>0.37</td>
<td>16%</td>
<td>$45,852</td>
<td>56</td>
</tr>
<tr>
<td>Arts, Entertainment, Recreation &amp; Visitor Industries</td>
<td>425</td>
<td>0.3</td>
<td>0%</td>
<td>$15,747</td>
<td>-4</td>
</tr>
<tr>
<td>Machinery Manufacturing</td>
<td>332</td>
<td>1.43</td>
<td>4%</td>
<td>$43,048</td>
<td>9</td>
</tr>
<tr>
<td>Advanced Materials</td>
<td>227</td>
<td>0.22</td>
<td>267%</td>
<td>$60,168</td>
<td>164</td>
</tr>
<tr>
<td>Chemicals &amp; Chemical Based Products</td>
<td>203</td>
<td>0.48</td>
<td>30%</td>
<td>$83,082</td>
<td>44</td>
</tr>
<tr>
<td>Defense &amp; Security</td>
<td>193</td>
<td>0.18</td>
<td>(14%)</td>
<td>$24,464</td>
<td>-31</td>
</tr>
<tr>
<td>Printing &amp; Publishing</td>
<td>138</td>
<td>0.22</td>
<td>5%</td>
<td>$27,608</td>
<td>2</td>
</tr>
<tr>
<td>Fabricated Metal Product Manufacturing</td>
<td>116</td>
<td>0.41</td>
<td>41%</td>
<td>$53,912</td>
<td>32</td>
</tr>
<tr>
<td>Information Technology &amp; Telecommunications</td>
<td>108</td>
<td>0.08</td>
<td>(20%)</td>
<td>$47,938</td>
<td>-17</td>
</tr>
<tr>
<td>Mining</td>
<td>88</td>
<td>0.84</td>
<td>127%</td>
<td>$76,190</td>
<td>49</td>
</tr>
<tr>
<td>Forest &amp; Wood Products</td>
<td>47</td>
<td>0.15</td>
<td>7%</td>
<td>$36,236</td>
<td>4</td>
</tr>
</tbody>
</table>

Note: Computer & electronic product mfg, Glass & ceramics, Transportation equipment mfg, Electrical equip mfg, and Primary metal mfg do not exist in the region

Data Source: EMSI 2013.2, industry cluster definitions by PCRD
South Plains Region

Regional Requirements, Expenditures & Leakage, 2011

- Business & Finance
- Agribusiness & Food Processing
- Energy (Fossil & Renewable)**
- Biomed/Biotechnical
- Advanced Materials
- IT & Telecommunications
- Transportation and Logistics
- Manufacturing Supercluster
- Chemical and Chemical-based Industry Clusters
- Defense & Security
- Arts, Entertainment & Visitor Industries
- Transportation Equipment
- Education & Knowledge Creation
- Printing & Publishing
- Mining
- Forestry & Wood Products
- Machinery Manufacturing**
- Apparel & Textiles
- Fabricated Metal
- Computer & Electronic Product
- Primary Metal
- Electrical Equipment
- Glass & Ceramics

Note: ** presents “Star clusters”.
Data Source: EMSI 2013. 2, industry cluster definitions by PCRD