

Community Profile

Madison, Pierce, and Stanton Counties, NE

POPULATION & DEMOGRAPHICS

POPULATION

Year	Population
1990	46,726
2000	49,538
2010	48,271
2015*	45,231
Change 1990 - 2000	6.0%
Change 2000 - 2010	-2.6%
Change 1990 - 2010	3.3%
Change 2010 - 2015	-6.3%

SOURCES: U.S. Census Bureau, *Nielsen-Claritas, Inc.

DIVERSITY (2010)

Race/Ethnicity	Percent
White	86.8%
Black/African American	0.9%
Asian	0.4%
American Indian	0.8%
Pacific Islander	0.0%
Other	11.1%
Hispanic or Latino	10.1%
Not Hispanic or Latino	89.9%

SOURCE: U.S. Census Bureau

HOUSEHOLD INCOME

Median Household Income

Year	Amount
2000*	\$35,552
2010	\$45,265
2015	\$48,551
Change '10 - '15	7.3%

Household Income Distribution (2010)

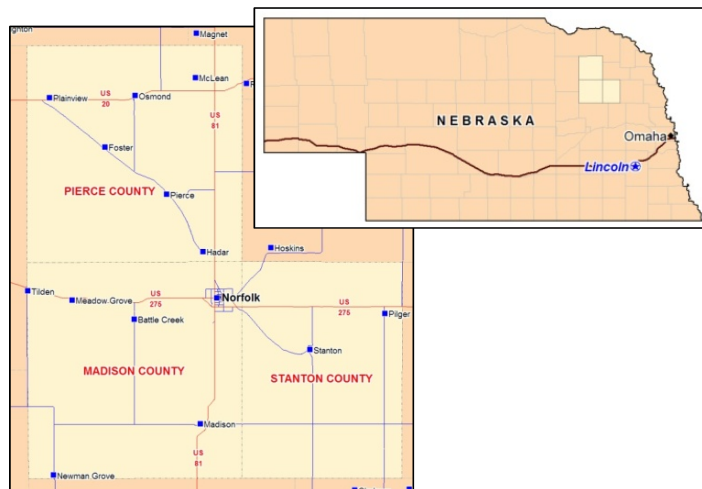
Households	17,888
Less than \$35,000	38.0%
Between \$35,000 and \$75,000	40.1%
Greater than \$75,000	21.9%

SOURCE: Nielsen-Claritas, Inc, *U.S. Census Bureau

EDUCATIONAL ATTAINMENT

Highest Level	2010
No High School Diploma	12.8%
High School Diploma Only	34.6%
1 to 3 Years College	35.2%
Associate Degree	12.0%
Bachelors Degree	12.2%
Graduate Degree	5.2%
12 to 15 years of education	69.9%
16 or more years of education	17.3%

SOURCE: Nielsen-Claritas, Inc.



AGE DISTRIBUTION

Percent

Age Group (in years)	2000*	2010	2015
0-17	27.6%	24.6%	24.3%
18-34	21.6%	22.2%	22.8%
35-54	28.1%	26.1%	23.3%
55-64	8.1%	11.7%	13.2%
65-74	6.8%	7.1%	8.1%
75 and over	7.9%	8.3%	8.3%

SOURCE: Nielsen-Claritas, Inc. *U.S. Census Bureau

Numeric

Age Group (in years)	2010	2015
0-17	11,564	11,012
18-34	10,432	10,321
35-54	12,259	10,531
55-64	5,480	5,960
65-74	3,318	3,660
75 and over	3,914	3,747

SOURCE: Nielsen-Claritas, Inc.

Change in Population by Age Group 2010-2015

Age Group (in years)	Number	Percent
0-17	-552	-4.8%
18-34	-111	-1.1%
35-54	-1,728	-14.1%
55-64	480	8.8%
65-74	342	10.3%
75 and over	-167	-4.3%

SOURCE: Nielsen-Claritas, Inc.

MEDIAN AGE

Year	Age
2000*	35.6
2010	37.9
2015	37.7

SOURCE: Nielsen-Claritas, Inc. *U.S. Census Bureau

Community Profile: Madison, Pierce, and Stanton Counties, NE

LABOR FORCE

CIVILIAN LABOR FORCE

	Number
2000	27,160
2010	26,127
February, 2011	26,494
% Change 2000 - 2010	-4.0%

SOURCE: U.S. Bureau of Labor Statistics

EMPLOYMENT

	Number	Percent
2000	26,330	96.9%
2010	25,048	95.9%
February, 2011	25,342	95.7%

SOURCE: U.S. Bureau of Labor Statistics

UNEMPLOYMENT

	Number	Percent
2000	830	3.1%
2010	1,079	4.1%
February, 2011	1,152	4.3%

SOURCE: U.S. Bureau of Labor Statistics

LABOR PARTICIPATION (2010)

	Percent
Male	78.5%
Female	62.9%
Total	70.6%

SOURCE: Nielsen-Claritas, Inc.

ESTABLISHMENT EMPLOYMENT BY INDUSTRY (2009)

Industry	Employment	Percent
Total	20,693	100%
Agriculture/Forest/Fishing/Hunting	N/A	N/A
Mining	N/A	N/A
Utilities	161	0.8%
Construction	1,100	5.3%
Manufacturing	3,198	15.5%
Wholesale Trade	1,752	8.5%
Retail Trade	3,183	15.4%
Transport/Warehouse	246	1.2%
Information	308	1.5%
Finance and Insurance	688	3.3%
Real Estate/Rental/Leasing	240	1.2%
Professional/Scientific/Technical	576	2.8%
Management of Companies	126	0.6%
Admin/Support/Waste Management	688	3.3%
Educational Svcs	1,637	7.9%
Health Care/Social Assistance	3,563	17.2%
Entertainment/Recreational Services	151	0.7%
Accommodation and Food Services	1,562	7.5%
Other Services (excluding Public Administration)	625	3.0%
Public Administration	889	4.3%

SOURCE: U.S. Bureau of Labor Statistics, (QCEW)

N/A: Data not available

RESIDENT EMPLOYMENT BY OCCUPATION (2010)

Occupational Group	Employment	Percent
Total	25,048	100%
Management, Including Farmers and Farm Managers	2,439	9.7%
Business and Financial Operations	584	2.3%
Computer and Mathematical	179	0.7%
Architecture and Engineering	205	0.8%
Life, Physical, and Social Science	123	0.5%
Community and Social Services	512	2.0%
Legal	132	0.5%
Education, Training, and Library	1,071	4.3%
Arts, Design, Entertainment, Sports, and Media	350	1.4%
Healthcare Practitioners and Technical	1,273	5.1%
Healthcare Support	665	2.7%
Protective Service	275	1.1%
Food Preparation and Serving Related	1,092	4.4%
Building and Grounds Cleaning, and Maintenance*	910	3.6%
Service: Personal Care and Service	667	2.7%
Sales and Related Occupations	2,626	10.5%
Office and Administrative Support	3,361	13.4%
Farming, Fishing, and Forestry*	643	2.6%
Construction and Extraction*	1,344	5.4%
Installation, Maintenance, and Repair*	1,373	5.5%
Production*	2,960	11.8%
Transportation and Material Moving*	2,265	9.0%

SOURCE: Nielsen-Claritas, Inc., U.S. Bureau of Labor Statistics

* Blue-collar occupations

RESIDENT HIGH-KNOWLEDGE OCCUPATIONAL EMPLOYMENT (2010)

Occupational Group	Employment	Percent
Total	6,357	100%
Healthcare Practitioner/Technician	1,273	20.0%
Life/Physical/Social Science	123	1.9%
Architecture/Engineering	205	3.2%
Arts/Design/Entertainment/Sports/Media	350	5.5%
Business and Financial Operations	584	9.2%
Computer and Mathematical	179	2.8%
Education/Training/Library	1,071	16.9%
Legal	132	2.1%
Management including Farmers/Farm Mgrs	2,439	38.4%

SOURCE: Nielsen-Claritas, Inc., U.S. Bureau of Labor Statistics

WHITE- AND BLUE-COLLAR OCCUPATIONAL DISTRIBUTION (2010)

Occupational Group	Employment	Percent
Blue-Collar	9,494	37.9%
White-Collar	15,554	62.1%

SOURCE: Nielsen-Claritas, Inc., U.S. Bureau of Labor Statistics

Community Profile: Madison, Pierce, and Stanton Counties, NE

LABOR FORCE, continued

COMMUTATION PATTERNS (2009)

Where Employees Live

Residence Location	Madison	Pierce	Stanton
Madison County, NE	58.6%	9.6%	22.8%
Stanton County, NE	7.3%	1.2%	53.8%
Pierce County, NE	6.2%	61.8%	2.6%
Wayne County, NE	2.9%	1.5%	2.3%
Platte County, NE	2.7%	0.7%	1.9%
Douglas County, NE	2.4%		
Antelope County, NE	2.0%	4.6%	
Lancaster County, NE	1.9%		
Dakota County, NE	1.3%		0.8%
Hall County, NE	1.2%		1.0%
Knox County, NE		6.5%	0.8%
Cedar County, NE		4.2%	
Cuming County, NE		0.6%	3.8%
Boone County, NE		0.5%	
Colfax County, NE			1.4%
All Other Locations	13.4%	8.8%	8.8%
Non-residents as % of employees	41.4%	38.2%	46.2%

SOURCES: U.S. Bureau of the Census On The Map

Where Residents Work

Employment Location	Madison	Pierce	Stanton
Madison County, NE	67.5%	35.2%	46.6%
Douglas County, NE	5.9%	4.4%	5.8%
Platte County, NE	4.4%	2.0%	4.8%
Dakota County, NE	3.8%		2.4%
Lancaster County, NE	2.4%	3.2%	2.6%
Stanton County, NE	1.1%		14.9%
Pierce County, NE	1.1%	33.8%	
Wayne County, NE	1.0%	1.7%	2.9%
Dodge County, NE	1.0%		1.2%
Sarpy County, NE	0.8%	0.9%	
Knox County, NE		3.1%	
Cedar County, NE		1.9%	
Antelope County, NE		1.5%	
Colfax County, NE			3.6%
Cuming County, NE			2.8%
All Other Locations	11.0%	12.4%	12.4%
% of residents working outside home county	32.5%	66.2%	85.1%

SOURCES: U.S. Bureau of the Census On The Map

AVERAGE ANNUAL EARNINGS BY INDUSTRY (2009)

NAICS	Industry	Madison County	Pierce County	Stanton County
-----	Total	\$30,672	\$26,072	\$47,993
11----	Forestry, fishing, hunting, agriculture support	N/A	N/A	N/A
21----	Mining	N/A	N/A	N/A
22----	Utilities	N/A	N/A	N/A
23----	Construction	\$35,796	\$30,605	N/A
31----	Manufacturing	\$40,212	\$34,813	N/A
42----	Wholesale trade	\$41,180	\$28,802	\$37,203
44----	Retail trade	\$21,029	\$15,326	\$13,872
48----	Transportation & warehousing	N/A	N/A	\$26,416
51----	Information	\$27,893	\$35,669	N/A
52----	Finance & insurance	\$37,680	N/A	\$36,706
53----	Real estate & rental & leasing	\$26,256	N/A	N/A
54----	Professional, scientific & technical services	\$29,641	N/A	N/A
55----	Management of companies & enterprises	\$43,982	N/A	N/A
56----	Administration & Support, Waste	\$19,888	\$36,000	N/A
61----	Educational services	\$10,483	N/A	N/A
62----	Health care and social assistance	\$35,952	\$21,920	N/A
71----	Arts, entertainment & recreation	\$13,498	\$6,768	N/A
72----	Accommodation & food services	\$10,833	\$6,939	N/A
81----	Other services (except public administration)	\$20,811	\$28,580	\$22,112

SOURCE: U.S. Bureau of Labor Statistics (QCEW)

N/A: Data not available

MEDIAN ANNUAL SALARIES BY OCCUPATION (2011)

Occupation Description	Median
Accounting Clerk, Intermediate Level	\$27,648
General Clerk, Intermediate Level	\$23,309
Call Center Representative II-inbound	\$24,857
Customer Service Representative, Intermediate Level	\$27,191
Customer Service Representative, e-Commerce	\$22,132
Electrician, Intermediate Level	\$37,203
Computer Operator, Intermediate Level	\$31,380
Network Administrator, Intermediate Level	\$47,723
Programmer, Intermediate Level	\$49,516
Fork Lift Operator	\$23,025
General Laborer	\$21,087
Operations Research Analyst, Intermediate Level	\$46,310

SOURCE: Salary.com

Community Profile: Madison, Pierce, and Stanton Counties, NE

EDUCATION

PUBLIC SCHOOLS & SECONDARY INSTITUTIONS (2009-2010)

Total number of public schools		25		High school graduation rates:		Composite ACT Scores:	
Expenditure per pupil by county				Norfolk Public Schools		90.1%	
Madison		\$6,557		Battle Creek Public Schools		100%	
Pierce		\$5,730		Madison Public Schools		92.7%	
Stanton		\$5,382		Osmond Public Schools		100%	
Elementary schools		14		Pierce Public Schools		95.8%	
Middle schools		3		Plainview Public Schools		91.3%	
High schools		8		Stanton Community Schools		100%	
High school enrollment - Total		2,218		Elkhorn Valley Schools		100%	
				Elkhorn Valley Schools		19.8	

SOURCE: State of Nebraska

COUNTY POST-SECONDARY INSTITUTIONS

Less-than-Four-Year Institutions	Address	Total Fall Enrollment (2010)	Graduates (2009-2010)
Northeast Community College	Norfolk	5,065	749

SOURCE: U.S. Department of Education, National Center for Education Statistics (IPEDS)

TOP DEGREES, CERTIFICATES AND DIPLOMAS BY NUMBER AWARDED 2009-2010

Description	Certificates (Above or Below Baccalaureate)	Associates Degree	Total
Health Professions and Related Programs	52	124	176
Construction Trades		78	78
Business- Management- Marketing- and Related Support Services	7	66	73
Engineering Technologies and Engineering-related Fields	9	63	72
Agriculture- Agriculture Operations and Related Sciences	1	61	62
Mechanic and Repair Technologies/Technicians		62	62
Liberal Arts and Sciences- General Studies and Humanities		58	58
Communications Technologies/Technicians and Support Services	12	21	33
Education	1	30	31
Psychology		27	27
Precision Production	25		25
Computer and Information Sciences and Support Services		18	18
Visual and Performing Arts		11	11
Homeland Security- Law Enforcement- Firefighting- and Related Protective Service		6	6
Legal Professions and Studies	1	4	5
Parks- Recreation- Leisure and Fitness Studies		3	3
Communication- Journalism- and Related Programs		2	2
Library Science		2	2
Social Sciences		2	2
Biological and Biomedical Sciences		1	1
Engineering		1	1
English Language and Literature/Letters		1	1
Engineering		1	1
English Language and Literature/Letters		1	1

SOURCE: U.S. Department of Education, National Center for Education Statistics (IPEDS)

Community Profile: Madison, Pierce, and Stanton Counties, NE

TRANSPORTATION & ACCESS

DRIVING DISTANCES AND TIMES TO SELECTED LOCATIONS

Destination	Distance in Miles*	Time
Omaha, NE	113	2 hrs, 11 mins.
Lincoln, NE	127	2 hrs, 28 mins.
Des Moines, IA	224	3 hrs, 57 mins.
Topeka, KS	283	4 hrs, 56 mins.
Pierre, SD	301	4 hrs, 43 mins.
St. Paul, MN	393	6 hrs, 28 mins.
Jefferson City, MO	460	7 hrs, 22 mins.
Cheyenne, WY	472	7 hrs, 10 mins.
Oklahoma City, OK	488	7 hrs, 54 mins.
Denver, CO	514	7 hrs, 49 mins.

SOURCE: MapQuest - *From Norfolk

NEAREST COMMERCIAL AIRPORTS AND DISTANCE

Airport Name	Category	Distance in Miles*
Karl Stefan Memorial Airport, Norfolk, NE	Non-hub	4
Lincoln Municipal Airport, Lincoln, NE	Medium hub	125
Eppley Airfield, Omaha, NE	Non-hub	120

SOURCE: Federal Aviation Authority

*From Norfolk

LABOR LEGISLATION, WORKERS' COMPENSATION, AND UNEMPLOYMENT INSURANCE

WORKERS' COMPENSATION INSURANCE (2011)

Rate - average manufacturing (2009)	\$3.36
Rate - clerical code 8810	\$0.50
Maximum weekly benefit	\$698

SOURCE: State of Nebraska

STATE UNEMPLOYMENT INSURANCE (2011)

Unemployment insurance rate (avg. existing)	0.0%-8.6%
Unemployment insurance rate (for new employers)	2.50%
Unemployment insurance taxable base	\$9,000
Unemployment insurance maximum weekly benefit	\$348

SOURCE: ADP, Inc.

STATE LABOR LEGISLATION

Employment-at-Will Legislation in effect?	Yes
Right-to-Work law in effect?	Yes

SOURCE: State of Nebraska

QUALITY OF LIFE

COMMUTATION (2010)

% of Workforce with:	Percent
Under 15-minute commute or work at home	62.9%
15 to 29-minute commute	22.3%
30 to 59-minute commute	11.8%
60-minute or more commute	3.0%

SOURCE: Nielsen-Claritas, Inc.

MEDIAN HOME VALUE (2010)

	Value
Median Home Value	\$93,101

SOURCE: Nielsen-Claritas, Inc.

CLIMATE*

Average High Temp. °F (July)	87.4
Average Low Temp. °F (January)	8.6
Average Annual Rainfall (inches)	25.8
Average Annual Snowfall (inches)	28.7
Average Precipitation Days	78
Average Clear Days	220

SOURCE: BestPlaces.net

*City of Norfolk

COST-OF-LIVING INDEX VS. U.S. (U.S.=100)

Cost of Living:	
Madison	77
Pierce	77
Stanton	78

SOURCE: BestPlaces.net

TAXES (2010)

STATE CORPORATE INCOME TAX

Maximum Rate	7.8%
Taxable Base	Federal Taxable Income

SOURCE: State of Nebraska

SALES AND USE TAX

State Rate	5.5%
Maximum Local Add-On	1.5%

SOURCE: State of Nebraska

INDIVIDUAL PERSONAL STATE INCOME TAX

Maximum State Tax Rate	6.84%
Taxable Base	Adjusted gross

SOURCE: State of Nebraska

PROPERTY TAX (County Average)

Effective Property Tax Rate	
Madison	\$15.17
Pierce	\$18.28
Stanton	\$18.17

SOURCE: BestPlaces.net

Community Profile: Madison, Pierce, and Stanton Counties, NE

MAJOR EMPLOYERS (Top 10 by Employment)

Name	Employment	NAICS	Primary Product or Service	Location
Faith Regional Health Svc	1,200	622110	General Medical & Surgical Hospitals	Norfolk
Tyson Fresh Meats	1,200	311611	Animal Except Poultry Slaughtering	Madison
Affiliated Foods Midwest	700	424410	General Line Grocery Merchant Whls	Norfolk
Vulcraft Group	415	332312	Fabricated Structural Metal Manufacturing	Norfolk
Nucor Research & Development	400	541910	Marketing Research & Public Opinion Polling	Norfolk
Norfolk Regional Center	350	622210	Psychiatric & Substance Abuse Hospitals	Norfolk
Norfolk Iron & Metal Co	300	423510	Metal Merchant Whls	Norfolk
Madison County Courthouse	150	926120	Transportation Program Administration	Madison
Heritage Of Bel Air	125	623110	Nursing Care Facilities	Norfolk
WIS-Pak Inc	105	312111	Soft Drink Manufacturing	Norfolk

SOURCE: ReferenceUSA

UNIONS (2006 – Current Month)

UNION ELECTIONS

Year	# of Elections	Union Wins	Union Losses	# Certifications/ # Decertifications
March, 2011	#	#	#	# Cert./# Decert.
2010	#	#	#	# Cert./# Decert.
2009		No Union Elections Held		
2008		No Union Elections Held		
2007		No Union Elections Held		
2006		No Union Elections Held		

SOURCE: National Labor Relations Board

EMPLOYMENT CLUSTERS

INDUSTRY CLUSTERS

	Location Quotient U.S.=1.00
Advanced Materials	3.54
Agribusiness, Food Processing & Technology	0.56
Apparel & Textiles	0.48
Arts, Entertainment, Recreation & Visitor Industries	0.00
Biomedical/Biotechnical (Life Sciences)	N/A
Business & Financial Services	0.73
Chemicals & Chemical-Based Products	0.04
Defense & Security	0.13
Education & Knowledge Creation	0.70
Energy (Fossil & Renewable)	0.38
Forest & Wood Products	0.00
Glass & Ceramics	N/A
Information Technology & Telecommunications	0.13
Transportation & Logistics	0.21
Primary Metal Mfg	0.00
Fabricated Metal Product Mfg	2.20
Machinery Mfg	0.25
Computer & Electronic Product Mfg	0.05
Electrical Equipment, Appliance & Component Mfg	1.01
Transportation Equipment Mfg	1.06
Mining	0.16
Printing & Publishing	0.34

SOURCE: StatsAmerica

OCCUPATIONAL CLUSTERS

	Location Quotient U.S.=1.00
Managerial, Sales, Marketing and HR	0.71
Skilled Production Workers: Technicians, Operators, Trades, Installers & Repairers	1.16
Health Care and Medical Science (Aggregate)	1.08
Health Care and Medical Science (Medical Practitioners and Scientists)	0.97
Health Care and Medical Science (Medical Technicians)	1.09
Health Care and Medical Science (Therapy, Counseling and Rehabilitation)	1.12
Mathematics, Statistics, Data and Accounting	0.66
Legal and Financial Services, and Real Estate (L & FIRE)	0.91
Information Technology (IT)	0.31
Natural Sciences and Environmental Management	0.42
Agribusiness and Food Technology	3.87
Primary/Secondary and Vocational Education, Remediation & Social Services	1.02
Building, Landscape and Construction Design	0.56
Engineering and Related Sciences	0.29
Personal Services Occupations	0.97
Arts, Entertainment, Publishing and Broadcasting	0.64
Public Safety and Domestic Security	0.56
Post-secondary Education and Knowledge Creation	0.91
Technology-Based Knowledge Clusters	0.60

SOURCE: StatsAmerica

30-Minute Labor-Shed Profile

Downtown Norfolk, Nebraska

POPULATION & DEMOGRAPHICS

POPULATION

Year	Population
1990	33,862
2000	36,664
2010 (est)	35,141
2015 (est)	33,981
Change 1990 - 2000	8.3%
Change 2000 - 2010	-4.2%
Change 1990 - 2010	3.8%
Change 2010 - 2015	-3.3%

SOURCE: Nielsen-Claritas, Inc.

DIVERSITY (2010)

Race/Ethnicity	Percent
White	90.0%
Black/African American	0.8%
Asian	0.4%
American Indian	1.2%
Pacific Islander	0.0%
Other	7.7%
Hispanic or Latino	10.6%
Not Hispanic or Latino	89.4%

SOURCE: Nielsen-Claritas, Inc.

HOUSEHOLD INCOME (2010)

Median Household Income

Year	Amount
2000	\$36,805
2010	\$45,429
2015	\$48,369
Change '10 - '15	6.5%

SOURCE: Nielsen-Claritas, Inc.

Household Income Distribution (2010)

Households	13,395
Less than \$35,000	38.1%
Between \$35,000 and \$75,000	39.8%
Greater than \$75,000	22.1%

SOURCE: Nielsen-Claritas, Inc.

EDUCATIONAL ATTAINMENT

Highest Level	2010
No High School Diploma	13.0%
High School Diploma Only	32.3%
1 to 3 Years College	36.3%
Associate Degree	12.3%
Bachelors Degree	12.8%
Graduate Degree	5.7%
12 to 15 years of education	68.6%
16 or more years of education	18.5%

SOURCE: Nielsen-Claritas, Inc.

AGE DISTRIBUTION

Percent

Age Group (in years)	2000	2010	2015
0-17	27.3%	24.9%	24.8%
18-34	23.5%	22.9%	23.0%
35-54	28.2%	26.3%	23.7%
55-64	7.7%	11.4%	13.1%
65-74	6.3%	6.8%	7.8%
75 and over	7.1%	7.7%	7.6%

SOURCE: Nielsen-Claritas, Inc.

Numeric

Age Group (in years)	2010	2015
0-17	8,767	8,438
18-34	8,037	7,810
35-54	9,232	8,065
55-64	4,022	4,441
65-74	2,379	2,635
75 and over	2,703	2,592

SOURCE: Nielsen-Claritas, Inc.

Change in Population by Age Group (2010-2015)

Age Group (in years)	Number	Percent
0-17	-329	-3.8%
18-34	-227	-2.8%
35-54	-1,167	-12.6%
55-64	419	10.4%
65-74	256	10.8%
75 and over	-111	-4.1%

SOURCE: Nielsen-Claritas, Inc.

MEDIAN AGE

Year	Age
2000	34.4
2010	36.9
2015	37.0

SOURCE: Nielsen-Claritas, Inc.

30-Minute Labor-Shed Profile: Downtown Norfolk, Nebraska

LABOR FORCE

CIVILIAN LABOR FORCE

	Number
2000	19,665
2010	19,551
% Change 2000 - 2010	-0.6%

SOURCE: Nielsen-Claritas, Inc.

EMPLOYMENT

	Number	Percent
2000	18,747	95.3%
2010	18,825	96.3%

SOURCE: Nielsen-Claritas, Inc.

UNEMPLOYMENT

	Number	Percent
2000	918	4.7%
2010	726	3.7%

SOURCE: Nielsen-Claritas, Inc.

LABOR PARTICIPATION (2010)

	Percent
Male	79.4%
Female	63.8%
Total	71.5%

SOURCE: Nielsen-Claritas, Inc.

RESIDENT EMPLOYMENT BY INDUSTRY (2010)

Industry	Employment	Percent
Total	18,825	100%
Agriculture/Forest/Fish/Hunt	722	3.8%
Construction	1,333	7.1%
Total Manufacturing	3,867	20.5%
Wholesale Trade	1,097	5.8%
Retail Trade	2,583	13.7%
Transport/Warehouse/Utils	957	5.1%
Information	249	1.3%
Fin/Insur/RE/Rent/Lse	620	3.3%
Prof/Sci/Tech/Admin	511	2.7%
Mgmt of Companies	-	0.0%
Admin/Spprt/Waste Mgmt	404	2.1%
Educational Svcs	1,225	6.5%
Health Care/Soc Asst	2,745	14.6%
Entertainment/Rec Svcs	273	1.5%
Accommodation and Food Services	858	4.6%
Other Services (excluding Public Administration)	879	4.7%
Public Administration	502	2.7%

SOURCE: Nielsen-Claritas, Inc.

RESIDENT EMPLOYMENT BY OCCUPATION (2010)

Occupational Group	Employment	Percent
Total	18,825	100%
Management, Including Farmers and Farm Managers	1,428	7.6%
Business and Financial Operations	480	2.6%
Computer and Mathematical	162	0.9%
Architecture and Engineering	182	1.0%
Life, Physical, and Social Science	110	0.6%
Community and Social Services	432	2.3%
Legal	112	0.6%
Education, Training, and Library	772	4.1%
Arts, Design, Entertainment, Sports, and Media	312	1.7%
Healthcare Practitioners and Technical	942	5.0%
Healthcare Support	469	2.5%
Protective Service	194	1.0%
Food Preparation and Serving Related	850	4.5%
Building and Grounds Cleaning, and Maintenance*	707	3.8%
Service: Personal Care and Service	540	2.9%
Sales and Related Occupations	2,080	11.1%
Office and Administrative Support	2,641	14.0%
Farming, Fishing, and Forestry*	340	1.8%
Construction and Extraction*	991	5.3%
Installation, Maintenance, and Repair*	1,081	5.7%
Production*	2,373	12.6%
Transportation and Material Moving*	1,628	8.6%

SOURCE: Nielsen-Claritas, Inc.

*Blue-collar occupations

RESIDENT HIGH-KNOWLEDGE OCCUPATIONAL EMPLOYMENT (2010)

Occupational Group	Employment	Percent
Total	4,384	100.0%
Healthcare Practitioner/Technician	918	20.9%
Life/Physical/Social Science	107	2.4%
Architecture/Engineering	177	4.0%
Arts/Design/Entertainment/Sports/Media	304	6.9%
Business and Financial Operations	468	10.7%
Computer and Mathematical	158	3.6%
Education/Training/Library	752	17.2%
Legal	109	2.5%
Management including Farmers/Farm Mgrs	1,391	31.7%

SOURCE: Nielsen-Claritas, Inc.

WHITE- AND BLUE-COLLAR OCCUPATIONAL DISTRIBUTION (2010)

Occupational Group	Employment	Percent
Blue Collar	7,120	37.8%
White Collar	11,705	62.2%

SOURCE: Nielsen-Claritas, Inc.

FOR MORE INFORMATION, PLEASE CONTACT
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