

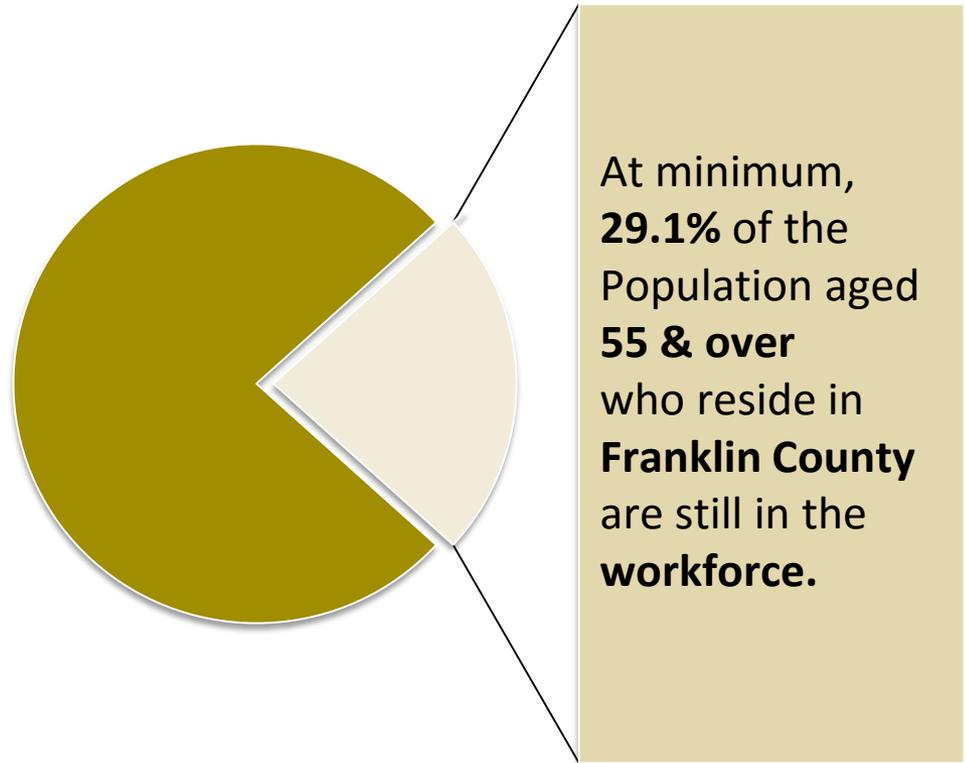
# Franklin County Profile

Alabama Department of Labor  
Labor Market Information Division

# Demographics

American Community Survey Average Population Estimates for 2010-2014

| Age               | Estimate |
|-------------------|----------|
| Under 5 years     | 2,144    |
| 5 to 9 years      | 2,247    |
| 10 to 14 years    | 2,205    |
| 15 to 19 years    | 1,840    |
| 20 to 24 years    | 2,065    |
| 25 to 34 years    | 3,738    |
| 35 to 44 years    | 4,354    |
| 45 to 54 years    | 4,451    |
| 55 to 59 years    | 1,882    |
| 60 to 64 years    | 1,762    |
| 65 to 74 years    | 2,928    |
| 75 to 84 years    | 1,513    |
| 85 years and over | 534      |



# Demographics

American Community Survey Average Population Estimates for 2010-2014

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| School Enrollment                              | Estimate |
|--|----------|
| Population 3 years and over enrolled in school | 6,729    |
| Nursery school, preschool                      | 154      |
| Kindergarten                                   | 527      |
| Elementary school (grades 1-8)                 | 3,658    |
| High school (grades 9-12)                      | 1,195    |
| College or graduate school                     | 1,195    |



# Demographics

American Community Survey Average Population Estimates for 2010-2014

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| <b>Educational Attainment</b>                         | <b>Estimate</b> |
|---|-----------------|
| Population 25 years and over                          | 21,162          |
| Less than 9 <sup>th</sup> grade                       | 2,690           |
| 9 <sup>th</sup> to 12 <sup>th</sup> grade, no diploma | 2,726           |
| High school graduate (includes equivalency)           | 7,706           |
| Some college, no degree                               | 4,467           |
| Associate's degree                                    | 1,259           |
| Bachelor's degree                                     | 1,609           |
| Graduate or professional degree                       | 705             |



# Unemployment Data

## September 2016 Unemployment & Underemployment Data

| County          | Civilian Labor Force | Employment    | Unemployment | Unemployment Rate | Under-Employment | Available Labor Pool |
|-----------------|----------------------|---------------|--------------|-------------------|------------------|----------------------|
| Colbert         | 23,721               | 22,148        | 1,573        | 6.6%              | 3,903            | 5,476                |
| <b>Franklin</b> | <b>13,874</b>        | <b>13,091</b> | <b>783</b>   | <b>5.6%</b>       | <b>3085</b>      | <b>3,868</b>         |
| Lauderdale      | 43,142               | 40,570        | 2,572        | 6.0%              | 10,945           | 13,517               |
| Lawrence        | 14,084               | 13,182        | 902          | 6.4%              | 1,792            | 2,694                |
| Marion          | 12,978               | 12,164        | 814          | 6.3%              | 1457             | 2,271                |
| Winston         | 9,674                | 8,992         | 682          | 7.0%              | 1763             | 2,445                |

**Unemployment + Underemployment = Potential Available Labor Pool**

Source: LAUS data, County Unemployment Rates, September 2016 Unemployment Data for Labor Force, Employment, Unemployment, and Unemployment Rate Data. Underemployment in Alabama WIA Areas 2015, Published April 2016, CBER @ UA, Underemployment and Available Labor Pool Data.

# Unemployment Data

## Unemployed by Occupation 2016, Quarter 3

| Occupation                              | Number Unemployed | Occupation   | Number Unemployed |
|---|-------------------|--|-------------------|
| Helpers Production Workers              | 26                | Tax Preparers  | 6                 |
| Preschool Teachers                      | 11                | Structural Iron and Steel Workers                              | 5                 |
| Heavy and Tractor-Trailer Truck Drivers | 11                | Laborers and Freight, Stock, and Material Movers, Hand         | 4                 |
| Welders, Cutters, Solderers, & Brazers  | 10                | Stock Clerks and Order Fillers                                 | 4                 |
| Construction Laborers                   | 8                 | Industrial Truck and Tractor Operators                         | 4                 |
| Cashiers                                | 8                 | Operating Engineers and Other Construction Equipment Operators | 4                 |
| Carpenters                              | 8                 | Maintenance and Repair Workers                                 | 4                 |
| General and Operations Managers         | 7                 | Teacher Assistants   | 4                 |
| Customer Service Representatives        | 7                 | Registered Nurses  | 4                 |
| Electricians                            | 6                 | Industrial Machinery Mechanics                                 | 4                 |



Source: Unemployment Insurance Reports

# Resumes Posted on Alabama Joblink

## Top Occupations with Most Resumes Posted 2016, Quarter 3

| Occupation   | # of Resumes | Occupation                             | # of Resumes |
|--|--------------|--|--------------|
| Helpers--Production Workers  | 25           | Home Health Aides                      | 3            |
| Office Clerks, General   | 10           | Nursing Assistants                     | 3            |
| Customer Service Representatives                                   | 9            | Computer User Support Specialists      | 3            |
| Cashiers   | 7            | Waiters and Waitresses                 | 3            |
| Heavy and Tractor-Trailer Truck Drivers                            | 6            | Receptionists and Information Clerks   | 3            |
| Administrative Services Managers                                   | 4            | Carpenters                             | 3            |
| Bookkeeping, Accounting, and Auditing Clerks                       | 4            | Construction Laborers                  | 3            |
| General and Operations Managers                                    | 3            | Team Assemblers                        | 3            |
| Combined Food Preparation and Serving Workers, Including Fast Food | 3            | Industrial Truck and Tractor Operators | 3            |
| Registered Nurses  | 3            | Human Resources Managers               | 2            |



# Help Wanted OnLine® Annual Job Postings

## Top Occupations with Most Ads Posted

| Occupation   | # of Ads | Occupation   | # of Ads |
|--|----------|--|----------|
| Heavy and Tractor-Trailer Truck Drivers                            | 98       | Industrial Engineers   | 5        |
| Combined Food Preparation and Serving Workers, Including Fast Food | 10       | Speech-Language Pathologists                                       | 5        |
| Registered Nurses  | 10       | Licensed Practical and Licensed Vocational Nurses                  | 5        |
| Real Estate Sales Agents   | 10       | Cashiers   | 5        |
| Customer Service Representatives                                   | 9        | Advertising Sales Agents   | 5        |
| Merchandise Displayers and Window Trimmers                         | 8        | Combined Food Preparation and Serving Workers, Including Fast Food | 5        |
| Retail Salespersons  | 7        | Property, Real Estate, and Community Association Managers          | 4        |
| Combined Food Preparation and Serving Workers, Including Fast Food | 6        | Computer User Support Specialists                                  | 4        |
| Industrial Production Managers                                     | 5        | Social and Human Service Assistants                                | 4        |
| General and Operations Managers                                    | 5        | Physical Therapists  | 4        |



# Expected Worker Shortfall

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|                             | <b>2012-2022</b> | <b>2012-2030</b> |
|-----------------------------|------------------|------------------|
| Total Population Growth     | 3.0%             | 4.7%             |
| Age 20-64 Population Growth | -2.2%            | -2.4%            |
| Nonagricultural Job Growth  | 5.3%             | 8.7%             |
| Worker Shortfall (%)        | 7.5%             | 11.0%            |
| Worker Shortfall            | 790              | 1,162            |

# Occupational Wages

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## Franklin County Average Hourly Wage All Occupations

| Entry  | Mean    | Experienced |
|--------|---------|-------------|
| \$9.22 | \$16.39 | \$19.98     |

## Franklin County Average Hourly Wage Production Occupations

| Entry   | Mean    | Experienced |
|---------|---------|-------------|
| \$10.52 | \$14.01 | \$15.76     |

Source: Alabama Department of Labor, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The data is based on the 2015 release of the Occupational Employment Statistics report, employment and wage estimate file. Wage data has been aged using the latest quarterly Employment Cost Index (ECI) factors. 'NA' indicates data not available for publication.

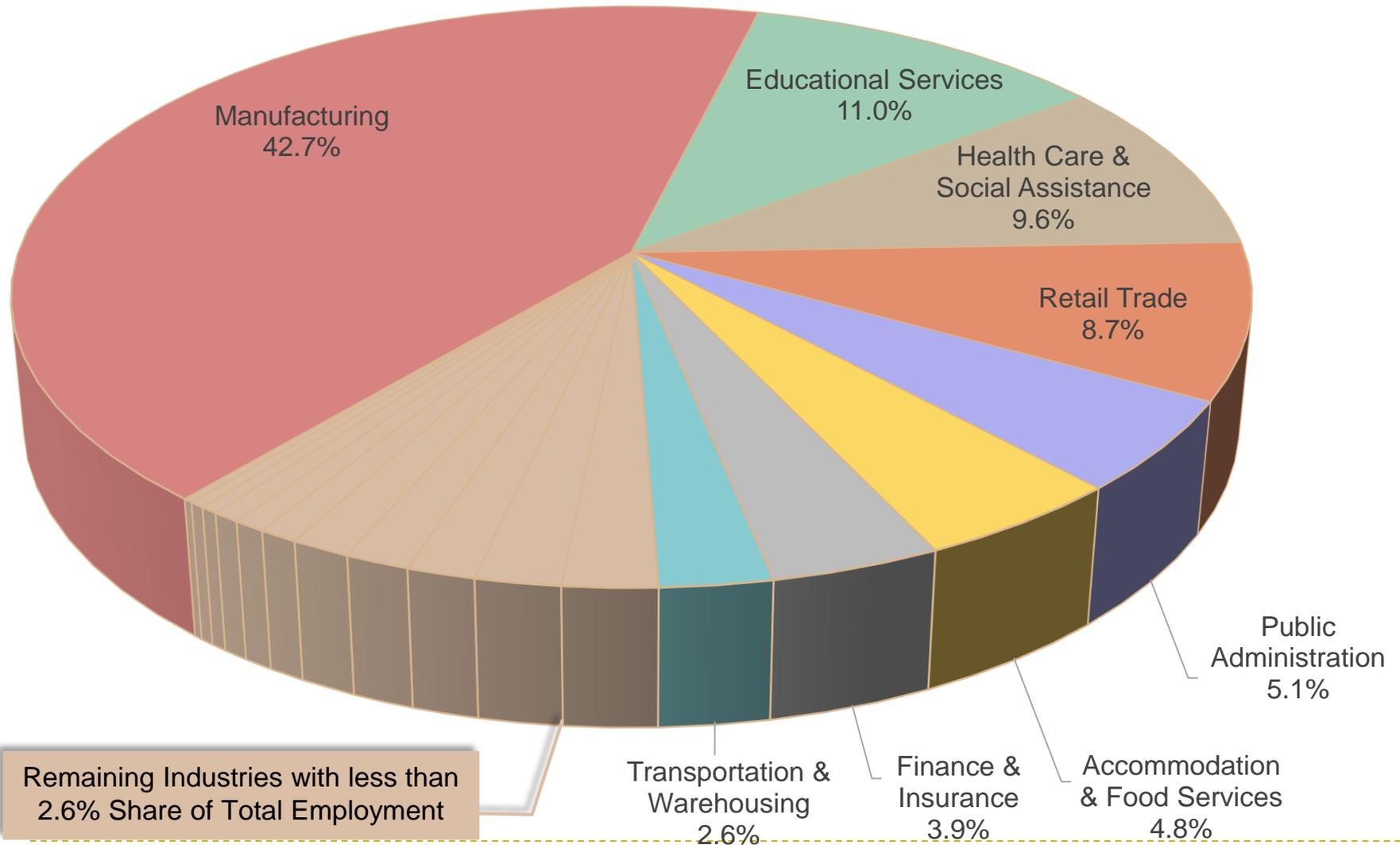
# Occupational Wages

## Annual Salary Area Comparison

|                          | Entry    | Mean     | Experienced |
|--------------------------|----------|----------|-------------|
| <b>Alabama</b>           |          |          |             |
| Total                    | \$18,961 | \$42,046 | \$53,593    |
| Production               | \$20,361 | \$34,796 | \$42,019    |
| <b>Franklin County</b>   |          |          |             |
| Total                    | \$19,178 | \$34,096 | \$41,555    |
| Production               | \$21,892 | \$29,154 | \$32,785    |
| <b>Colbert County</b>    |          |          |             |
| Total                    | \$18,654 | \$39,296 | \$49,617    |
| Production               | \$22,103 | \$39,773 | \$48,608    |
| <b>Lauderdale County</b> |          |          |             |
| Total                    | \$17,709 | \$34,650 | \$43,120    |
| Production               | \$19,230 | \$29,852 | \$35,163    |

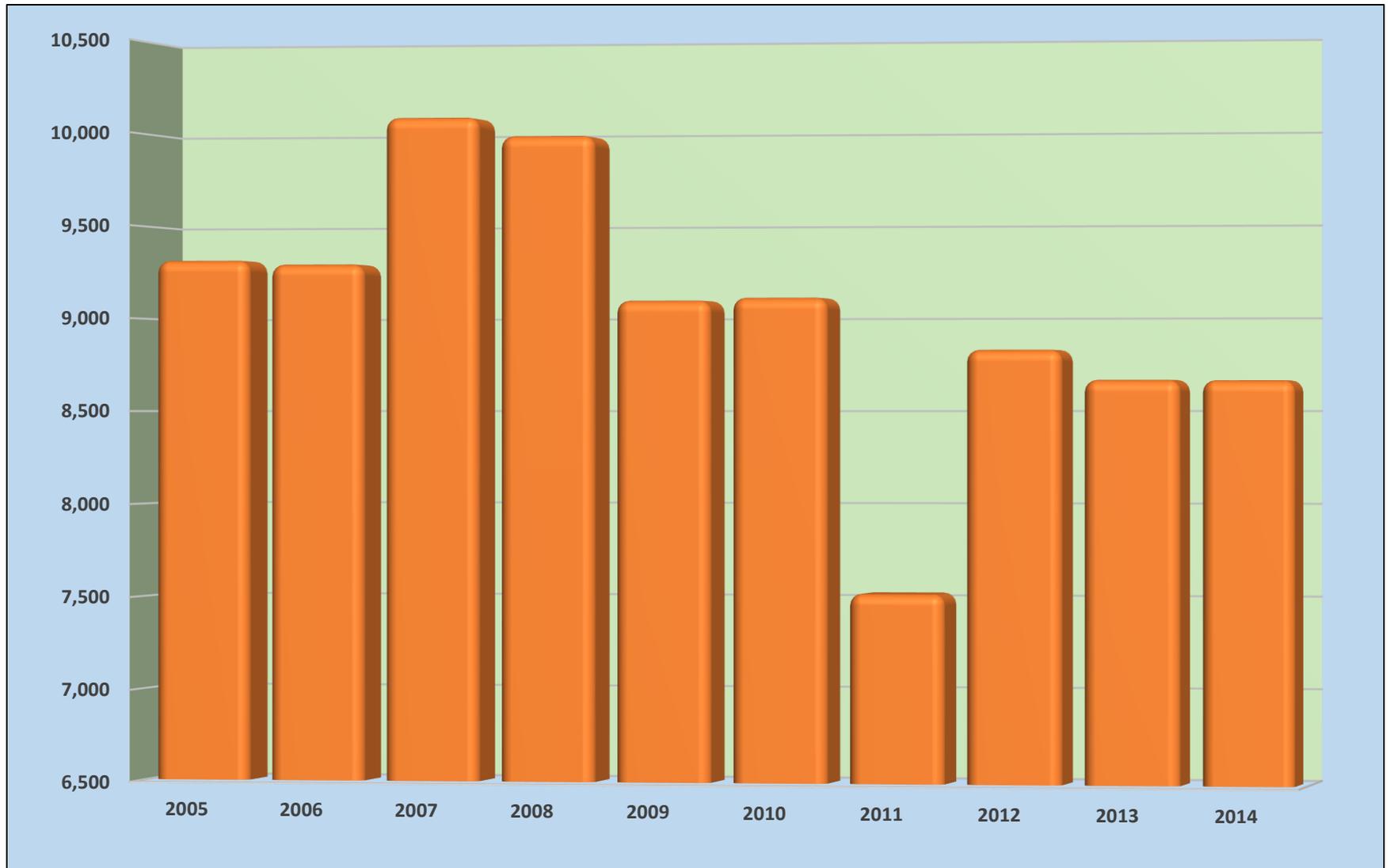
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# 2014 Industry Employment



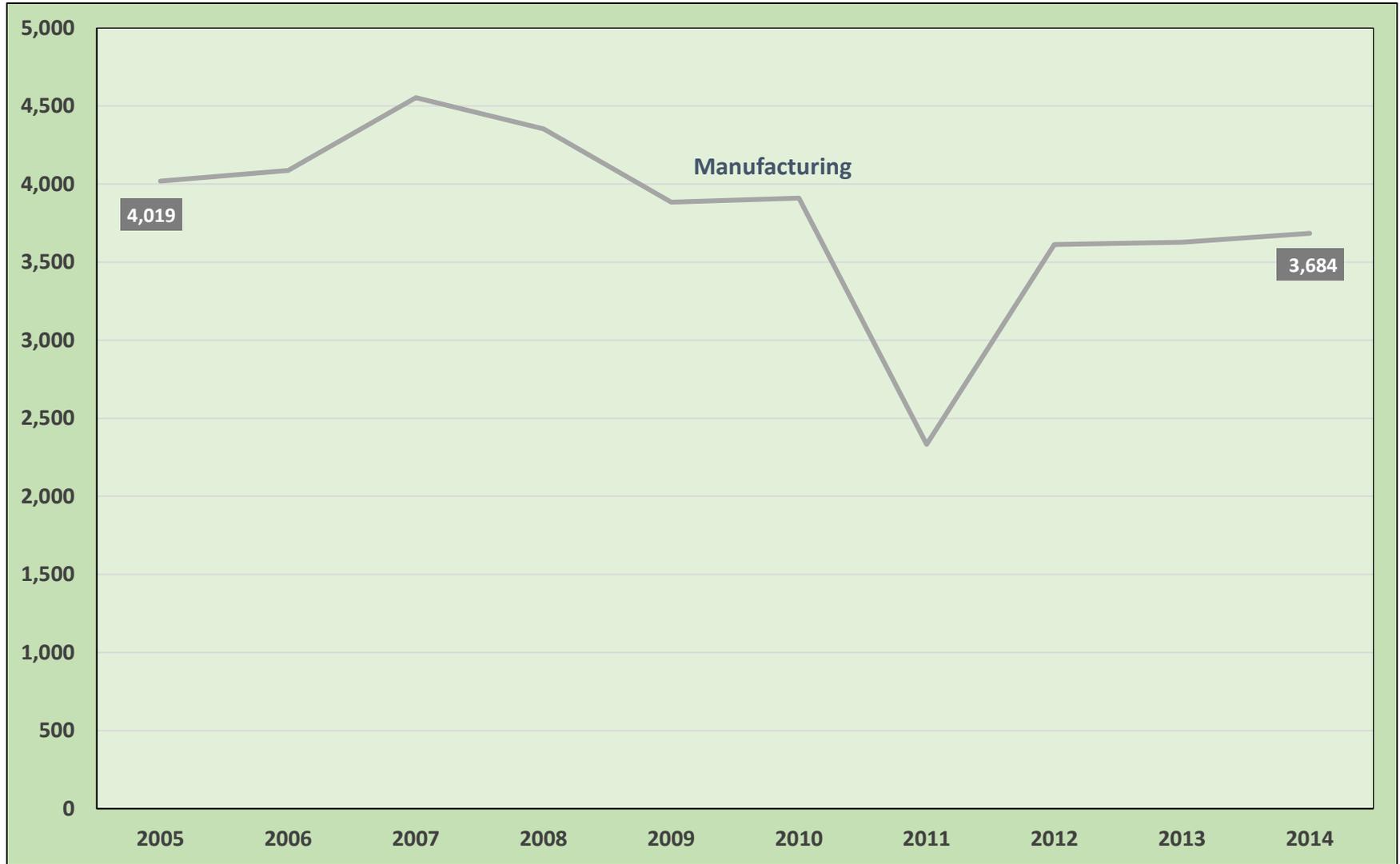
► Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Labor, Labor Market Information Division.

# Total Industry Trend



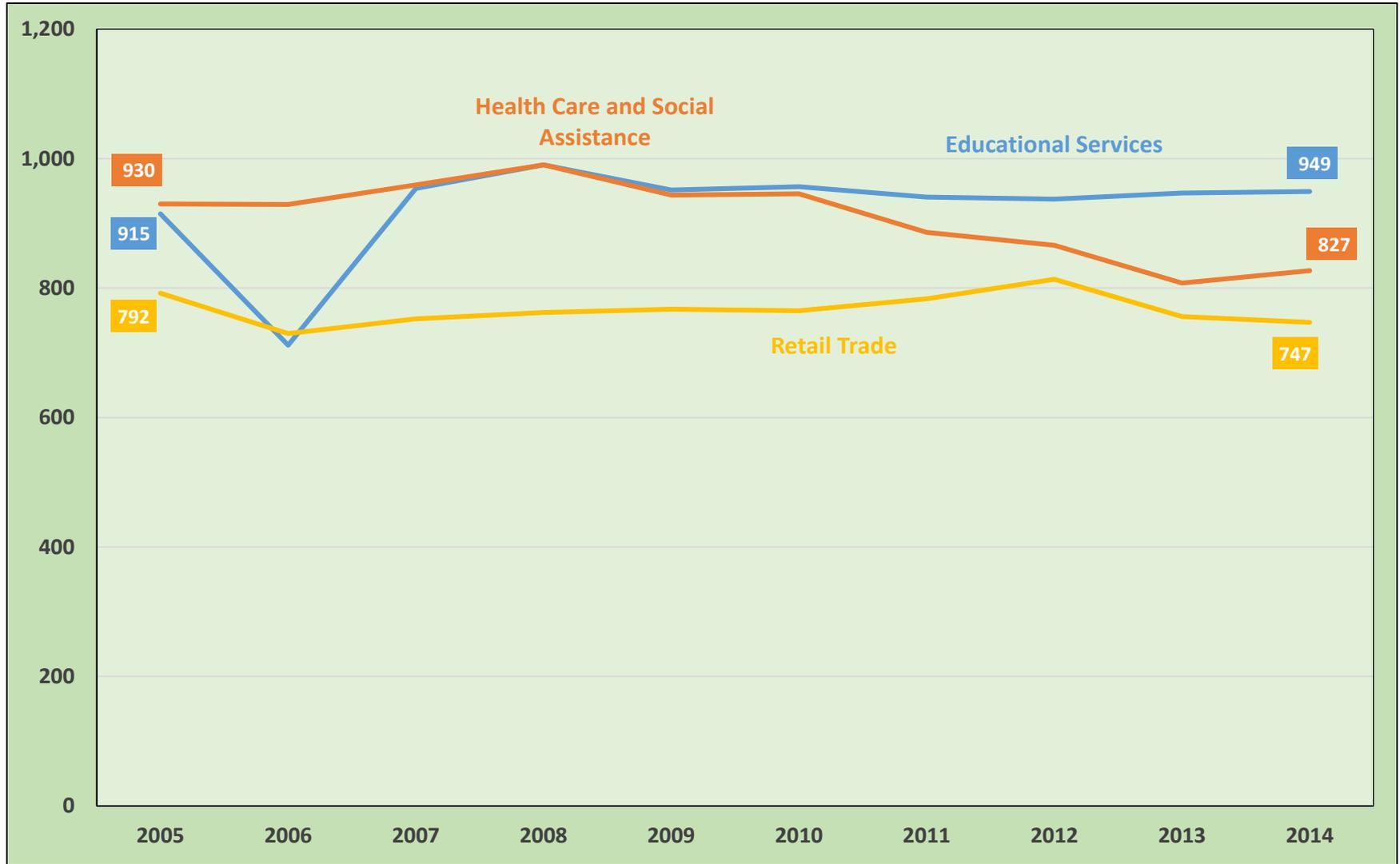
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# Total Industry Trend



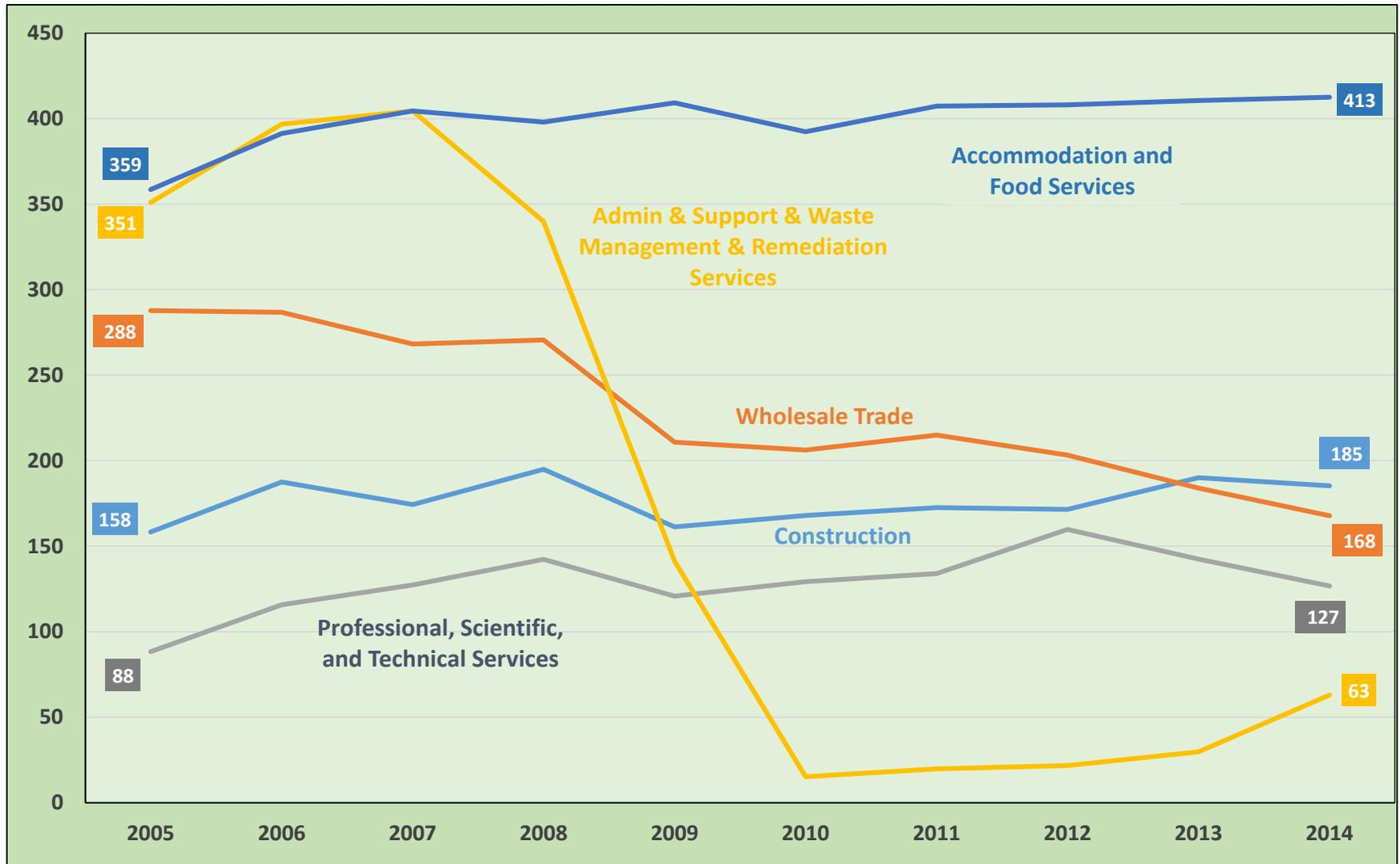
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# Total Industry Trend



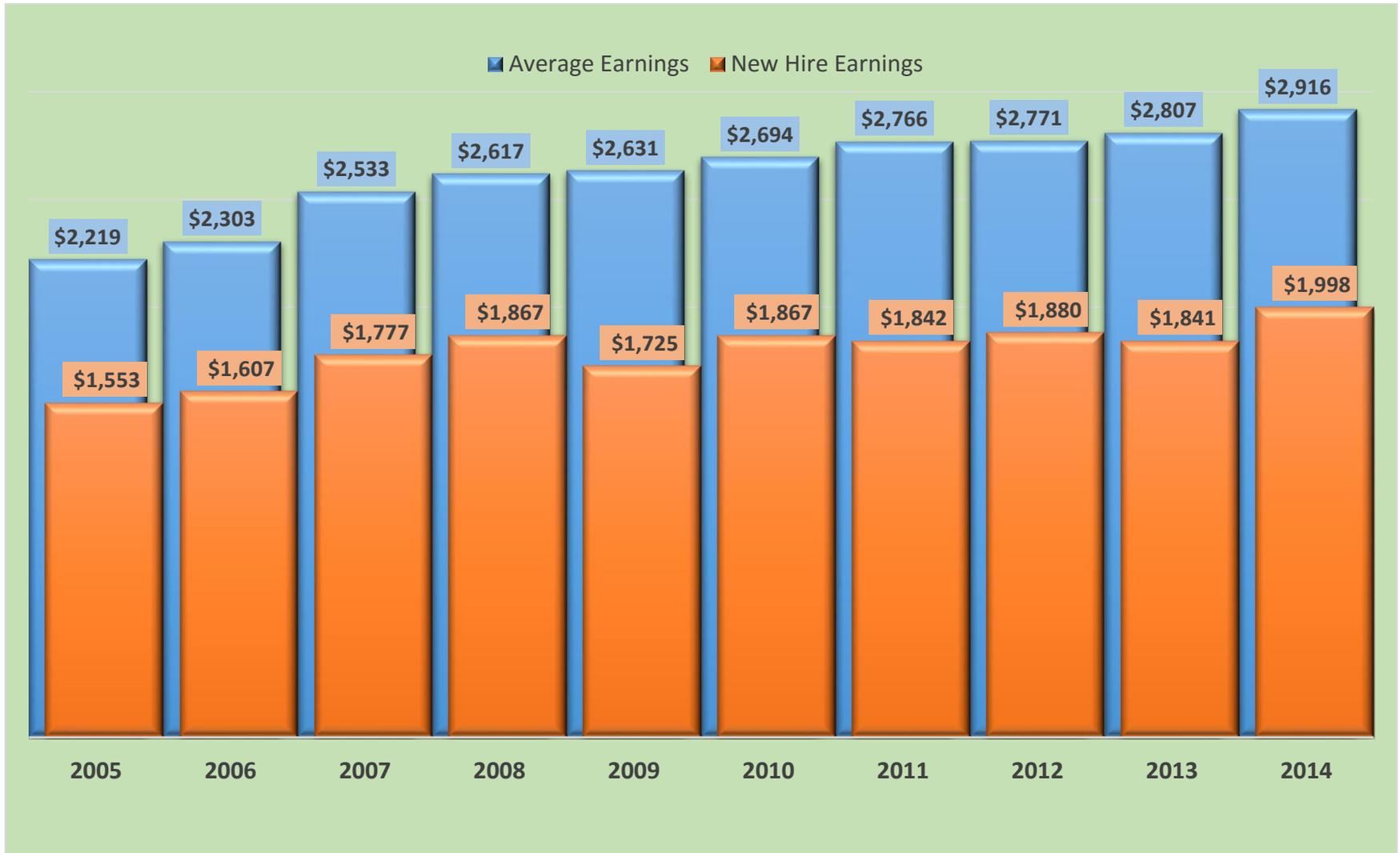
Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Labor, Labor Market Information Division.

# Total Industry Trend



Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Labor, Labor Market Information Division.

# Average Monthly Earnings Trend

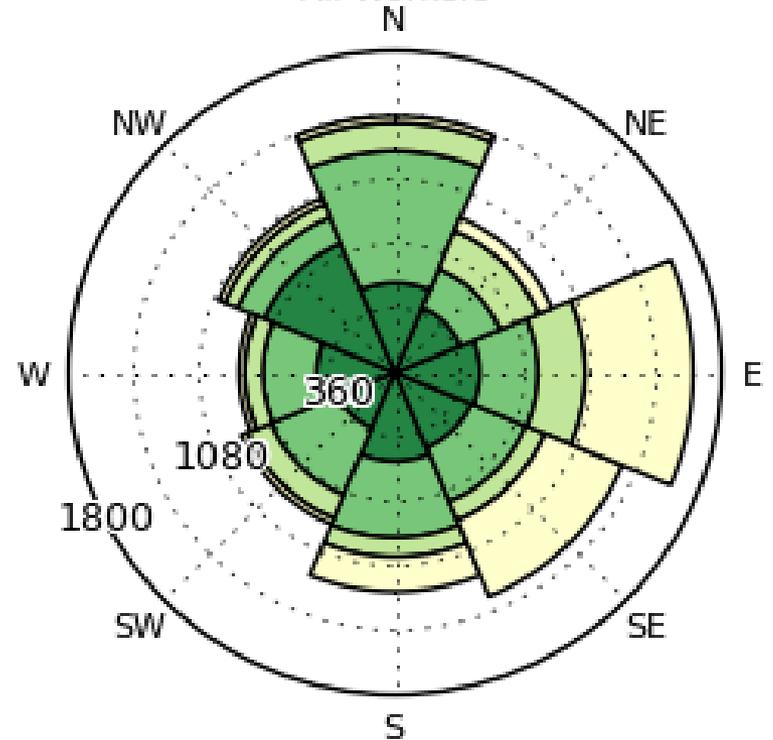


# 2014 Commuting Patterns

## Distance Workers Travel to Franklin County to Work

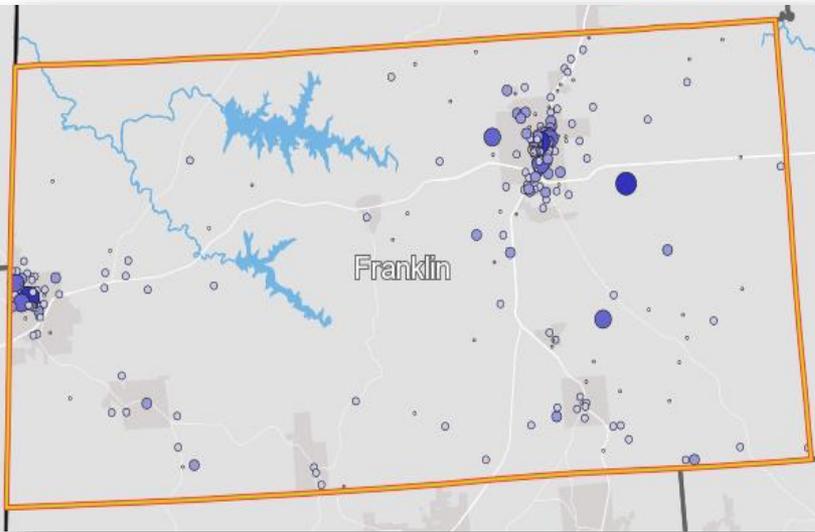
|                       | Count | Share  |
|-----------------------|-------|--------|
| Total Primary Jobs    | 9,425 | 100.0% |
| Less than 10 miles    | 3,858 | 40.9%  |
| 10 to 24 miles        | 2,906 | 30.8%  |
| 25 to 50 miles        | 1,185 | 12.6%  |
| Greater than 50 miles | 1,476 | 15.7%  |

Job Counts by Distance/Direction in 2014  
All Workers



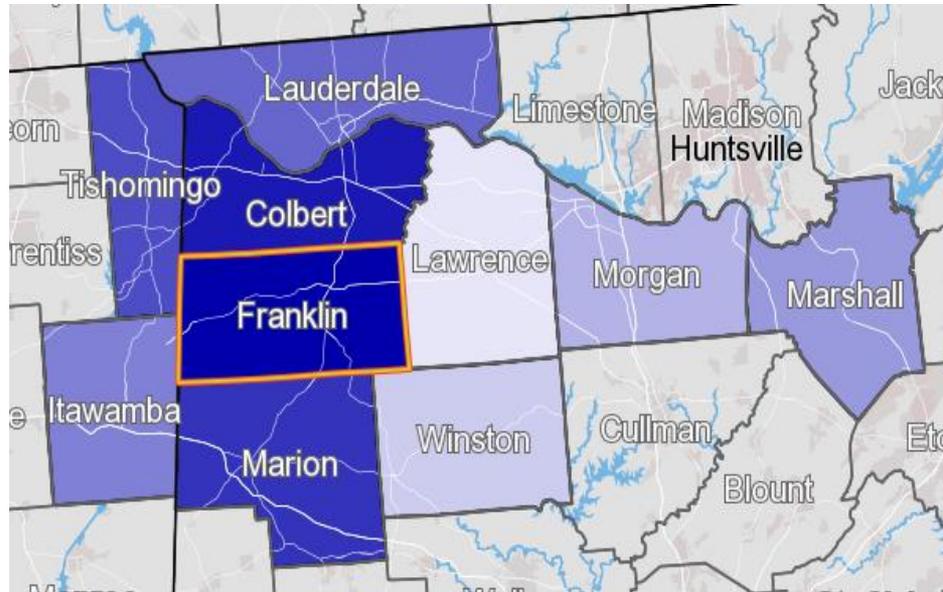
# 2014 Commuting Patterns

| <b>Jobs by Worker Age</b>   | <b>Count</b> | <b>Share</b> |
|---|--------------|--------------|
| Age 29 or younger   | 2,153        | 22.8%        |
| Age 30 to 54  | 5,202        | 55.2%        |
| Age 55 or older   | 2,070        | 22.0%        |
| <b>Jobs by Worker Educational Attainment</b>                      | <b>Count</b> | <b>Share</b> |
| Less than high school   | 1,092        | 11.6%        |
| High school or equivalent, no college                             | 2,480        | 26.3%        |
| Some college or Associate degree                                  | 2,317        | 24.6%        |
| Bachelor's degree or advanced degree                              | 1,383        | 14.7%        |
| Educational attainment not available (workers aged 29 or younger) | 2,153        | 22.8%        |
| <b>Jobs by Worker Sex</b>   | <b>Count</b> | <b>Share</b> |
| Male  | 5,029        | 53.4%        |
| Female  | 4,396        | 46.6%        |
| <b>Jobs by Earnings</b>   | <b>Count</b> | <b>Share</b> |
| \$1,250 per month or less   | 1,939        | 20.6%        |
| \$1,251 to \$3,333 per month                                      | 4,951        | 52.5%        |
| More than \$3,333 per month                                       | 2,535        | 26.9%        |



# 2014 Commuting Patterns

## County of Residence for Workers in Franklin County



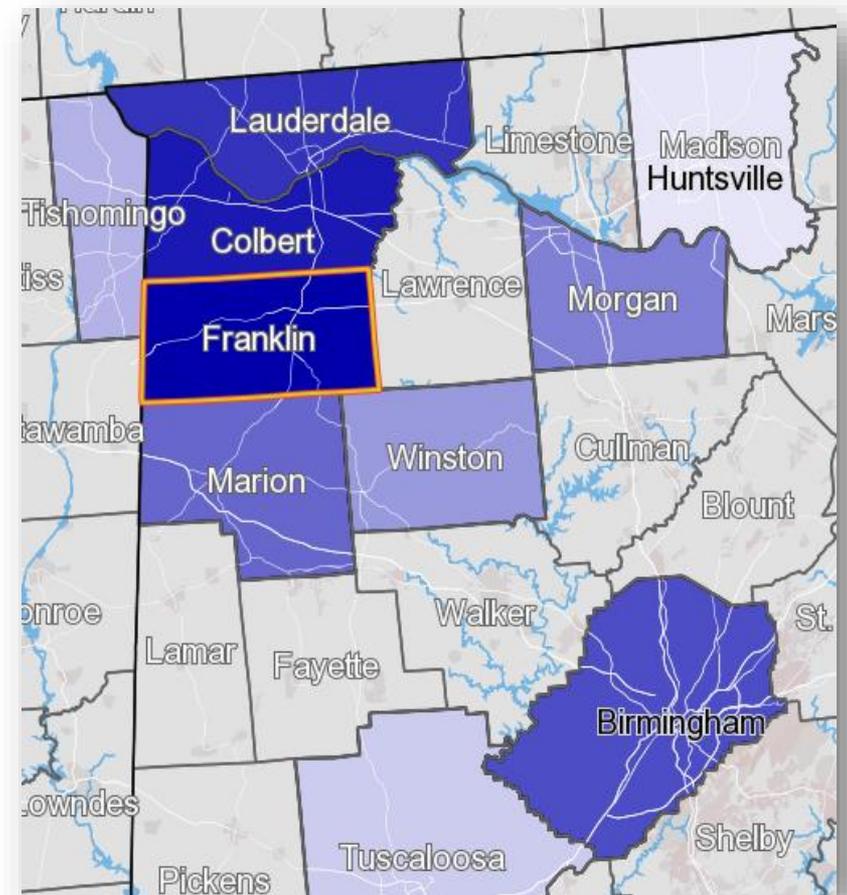
|                       | Count | Share |
|-----------------------|-------|-------|
| Franklin County, AL   | 4,551 | 48.3% |
| Colbert County, AL    | 955   | 10.1% |
| Marion County, AL     | 583   | 6.2%  |
| Tishomingo County, MS | 446   | 4.7%  |
| Lauderdale County, AL | 390   | 4.1%  |
| Itawamba County, MS   | 383   | 4.1%  |
| Marshall County, AL   | 248   | 2.6%  |
| Morgan County, AL     | 190   | 2.0%  |
| Winston County, AL    | 171   | 1.8%  |
| Lawrence County, AL   | 168   | 1.8%  |
| All Other Locations   | 1,340 | 14.2% |

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Labor, Labor Market Information Division.

# 2014 Commuting Patterns

## Counties Where Franklin County Residents Commute to Work

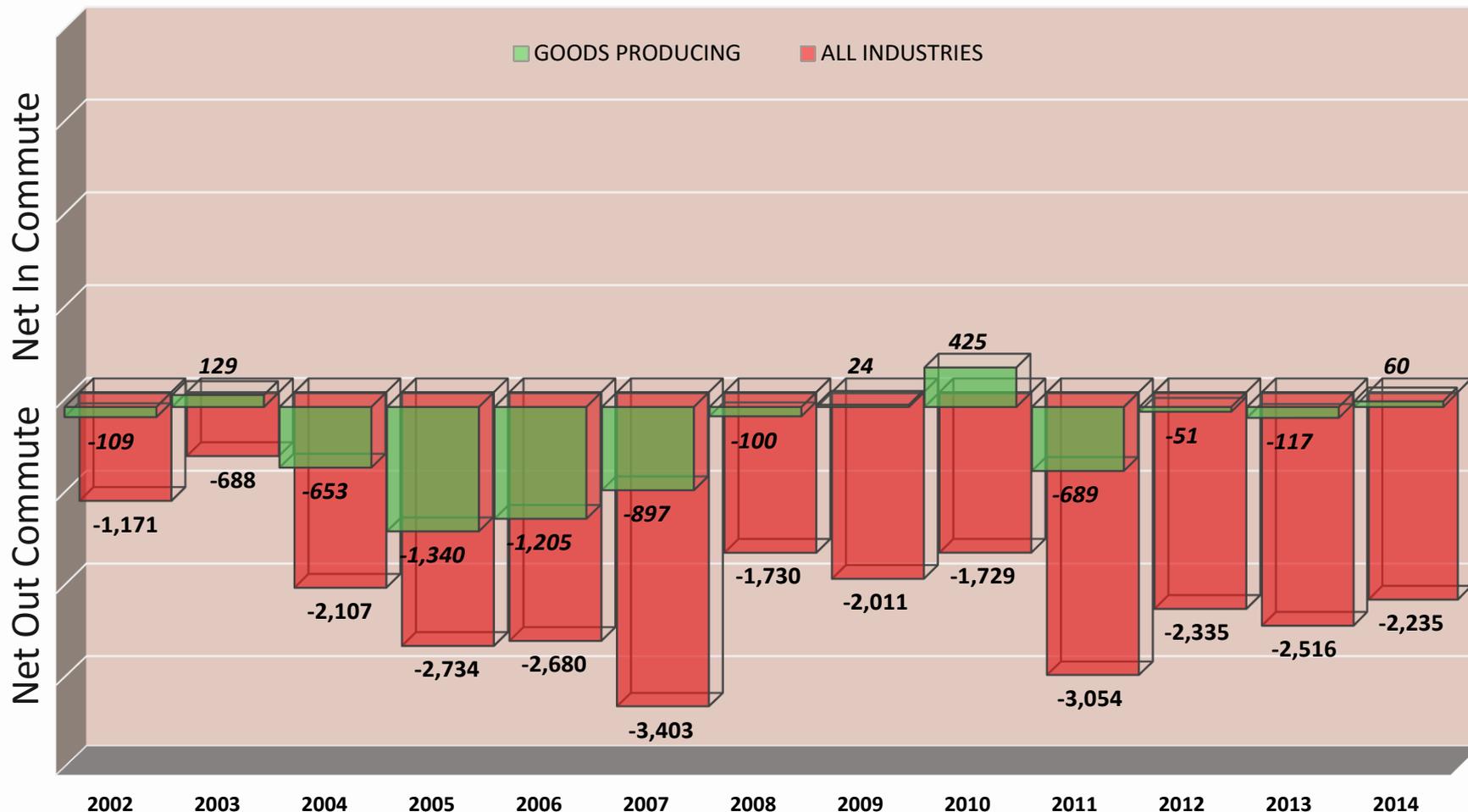
|                       | Count | Share |
|-----------------------|-------|-------|
| Franklin County, AL   | 4,551 | 39.0% |
| Colbert County, AL    | 1,290 | 11.1% |
| Lauderdale County, AL | 661   | 5.7%  |
| Jefferson County, AL  | 539   | 4.6%  |
| Marion County, AL     | 508   | 4.4%  |
| Morgan County, AL     | 415   | 3.6%  |
| Winston County, AL    | 352   | 3.0%  |
| Tishomingo County, MS | 298   | 2.6%  |
| Tuscaloosa County, AL | 284   | 2.4%  |
| Madison County, AL    | 209   | 1.8%  |
| All Other Locations   | 2,553 | 21.9% |



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Labor, Labor Market Information Division.

# 2014 Commuting Patterns

## Net Commuting Trends, All Industries and Goods Producing Industries



Goods Producing includes the following industries: Manufacturing, Construction, Mining, and Agriculture covered by Unemployment Insurance

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Labor, Labor Market Information Division.

# Postsecondary Education

## 2014-2015 HS Graduates Enrolled in Alabama Public Colleges

| High School               | HS Grads | Enrolled in AL Public Colleges | Enrolled in Remedial Course(s) |              |      |       | Enrollment Status |                  |
|---------------------------|----------|--------------------------------|--------------------------------|--------------|------|-------|-------------------|------------------|
|                           |          |                                | Math Only                      | English Only | Both | Total | Full Time         | Part Time/ Other |
| Belgreen High School      | 26       | 14                             | 0                              | 0            | 2    | 3     | 13                | 0                |
| Phil Campbell High School | 50       | 28                             | 3                              | 2            | 0    | 6     | 28                | 0                |
| Red Bay High School       | 54       | 27                             | 10                             | 2            | 3    | 15    | 25                | 2                |
| Tharptown High School     | 48       | 26                             | 5                              | 0            | 7    | 13    | 24                | 2                |
| Vina High School          | 32       | 15                             | 3                              | 0            | 2    | 5     | 15                | 0                |



Source: Alabama Commission on Higher Education; 2015 High School Report.

# Postsecondary Education

## Fall 2015 Undergraduate Enrollment of Students Attending Alabama Public Two-Year and Four-Year Institutions

| <b>Franklin County</b>                     | <b># Undergrads</b> | <b># First-Time Freshman</b> |
|--|---------------------|------------------------------|
| <b>Grand Total</b>                         | <b>1,074</b>        | <b>205</b>                   |
| <b>Major</b>                               |                     |                              |
| General Studies                            | 226                 | 65                           |
| Undeclared/Not Reported                    | 163                 | 4                            |
| Liberal Arts and Sciences/Liberal Studies  | 127                 | 44                           |
| Registered Nursing/Registered Nurse        | 122                 | 26                           |
| Multi-/Interdisciplinary Studies, Other    | 48                  | 10                           |
| Elementary Education and Teaching          | 29                  | 1                            |
| Biology/Biological Sciences, General       | 19                  | 4                            |
| Accounting                                 | 18                  | 2                            |
| Medical/Clinical Assistant                 | 18                  | 1                            |
| Computer and Information Sciences, General | 17                  | 3                            |
| Salon/Beauty Salon Management/Manager      | 14                  | 5                            |

# Postsecondary Education

Fall 2015 Graduate Enrollment of Students Attending  
Alabama Public Four-Year Institutions

| <b>Franklin County</b>                             | <b># Graduate Students</b> |
|--|----------------------------|
| <b>Grand Total</b>                                 | <b>65</b>                  |
| <b>Major</b>                                       |                            |
| Elementary Education and Teaching                  | 7                          |
| Physical Education Teaching and Coaching           | 6                          |
| Registered Nursing/Registered Nurse                | 6                          |
| Business Administration and Management, General    | 5                          |
| Special Education and Teaching, General            | 5                          |
| Pharmacy   | 4                          |
| Education, General                                 | 3                          |
| Secondary Education and Teaching                   | 3                          |
| Accounting   | 2                          |
| Educational Leadership and Administration, General | 2                          |
| General Studies                                    | 2                          |

# Postsecondary Education

Summer 2014 thru Spring 2015 Completions of Students from Alabama Public Two-Year and Four-Year Institutions

| Major   | Less than 1 year | Less than 2 years | Associate | Less than 4 years | Bachelor | Post-Bachelor | Master | Post-Master | Doctoral | Franklin Total | * State Totals |
|---|------------------|-------------------|-----------|-------------------|----------|---------------|--------|-------------|----------|----------------|----------------|
| Registered Nursing/Registered Nurse                       |                  |                   | 17        |                   | 8        |               | 1      |             |          | 26             | 3,780          |
| General Studies   |                  |                   | 22        |                   |          |               |        |             |          | 22             | 3,382          |
| Liberal Arts and Sciences/Liberal Studies                 |                  |                   | 14        |                   | 1        |               |        |             |          | 15             | 734            |
| Administrative Assistant and Secretarial Science, General |                  | 6                 | 7         |                   |          |               |        |             |          | 13             | 599            |
| Business Administration and Management, General           |                  |                   |           |                   | 4        |               | 3      |             |          | 7              | 1,564          |
| Accounting  |                  |                   |           |                   | 6        |               | 1      |             |          | 7              | 947            |
| Elementary Education and Teaching                         |                  |                   |           |                   | 5        |               | 2      |             |          | 7              | 899            |
| Medical/Clinical Assistant                                | 4                |                   | 3         |                   |          |               |        |             |          | 7              | 245            |
| Emergency Medical Technology/Technician (EMT Paramedic)   | 6                |                   |           |                   |          |               |        |             |          | 6              | 651            |
| Welding Technology/Welder                                 | 2                | 1                 |           |                   |          |               |        |             |          | 3              | 611            |

► Source: Alabama Commission on Higher Education: Workforce Development, Potential Workforce by County.

# Questions???

Alabama Department of Labor  
Labor Market Information Division  
[LMI.LABOR@labor.Alabama.gov](mailto:LMI.LABOR@labor.Alabama.gov)

Phone (334) 353-9096