




INSTITUTE *for*
ECONOMIC ADVANCEMENT
COLLEGE OF BUSINESS



3rd Annual State of the Region Report Card: Update

Little Rock-North Little Rock-Conway Metropolitan Statistical Area

Overview of Presentation

- Review of Previous Score Cards
 - Analysis Methodology
 - Economic Growth and Development Indicators
 - Workforce Characteristic Indicators
 - Structural Indicators
 - Overall Summary
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Report Card's MSAs			
Aspirational MSAs	2013	2014	2015
Austin-Round Rock, TX		x	x
Oklahoma City, OK	x	x	x
Nashville-Davidson--Murfreesboro--Franklin, TN	x	x	x
Kansas City, MO-KS		x	x
Larger MSAs	2013	2014	2015
Baton Rouge, LA	x	x	x
Tulsa, OK	x	x	x
Birmingham-Hoover, AL		x	x
Memphis, TN-MS-AR	x	x	x
Comparable MSAs	2013	2014	2015
Columbia, SC	x	x	x
Knoxville, TN	x	x	x
Little Rock-North Little Rock-Conway, AR	x	x	x
Greensboro-High Point, NC	x	x	x
Smaller MSAs	2013	2014	2015
Springfield, MO	x	x	x
Jackson, MS	x	x	x

2013 Score Card																	
MSA	Structure Indicators					Performance Indicators				Quality of Life Indicators					Scoring		
	Ranking of Comparable MSA	Competitive Effect	Industrial Mix Effect	Growth In Employment Specialization	Growth In Occupational Job Specialization	Diversification Index	Deviation From Trend GDP	Dispersion in the Rate of Unemployment	Average Wage by Industry	Housing Permits (Total)	Air Quality Index	Mean Travel Time To Work	Median real estate taxes paid	Median House Price	Regional Price Index	Sum of Ranks	Rank
Oklahoma City, OK	1	2	1	3	8	9	1	4	1	5	2	7	1	5	50	1	1
Tulsa, OK	8	1	3	1	2	11	5	2	4	10	1	8	2	4	62	2	2
Knoxville, TN	3	5	2	2	4	1	6	7	11	9	5	5	9	2	71	3	3
Springfield, MO	4	7	6	7	5	6	8	11	9	1	3	5	4	1	77	4	4
Greensboro-High Point, NC	5	8	8	8	1	2	11	8	8	2	4	9	8	3	85	5	5
Baton Rouge, LA	6	4	4	4	7	10	3	6	6	11	11	1	10	8	91	6	6
Nashville, TN	7	3	10	6	3	3	10	1	2	5	10	10	11	11	92	7	7
Jackson, MS	10	9	11	5	10	4	4	10	7	3	7	2	3	7	92	7	8
Columbia, SC	2	10	5	11	11	5	7	9	5	4	8	4	7	9	97	9	9
LR-NLR-Conway, AR	11	11	9	9	9	7	2	5	10	7	6	3	5	6	100	10	10
Memphis, TN-MS-AR	9	6	7	10	6	8	9	3	3	8	8	11	6	10	104	11	11

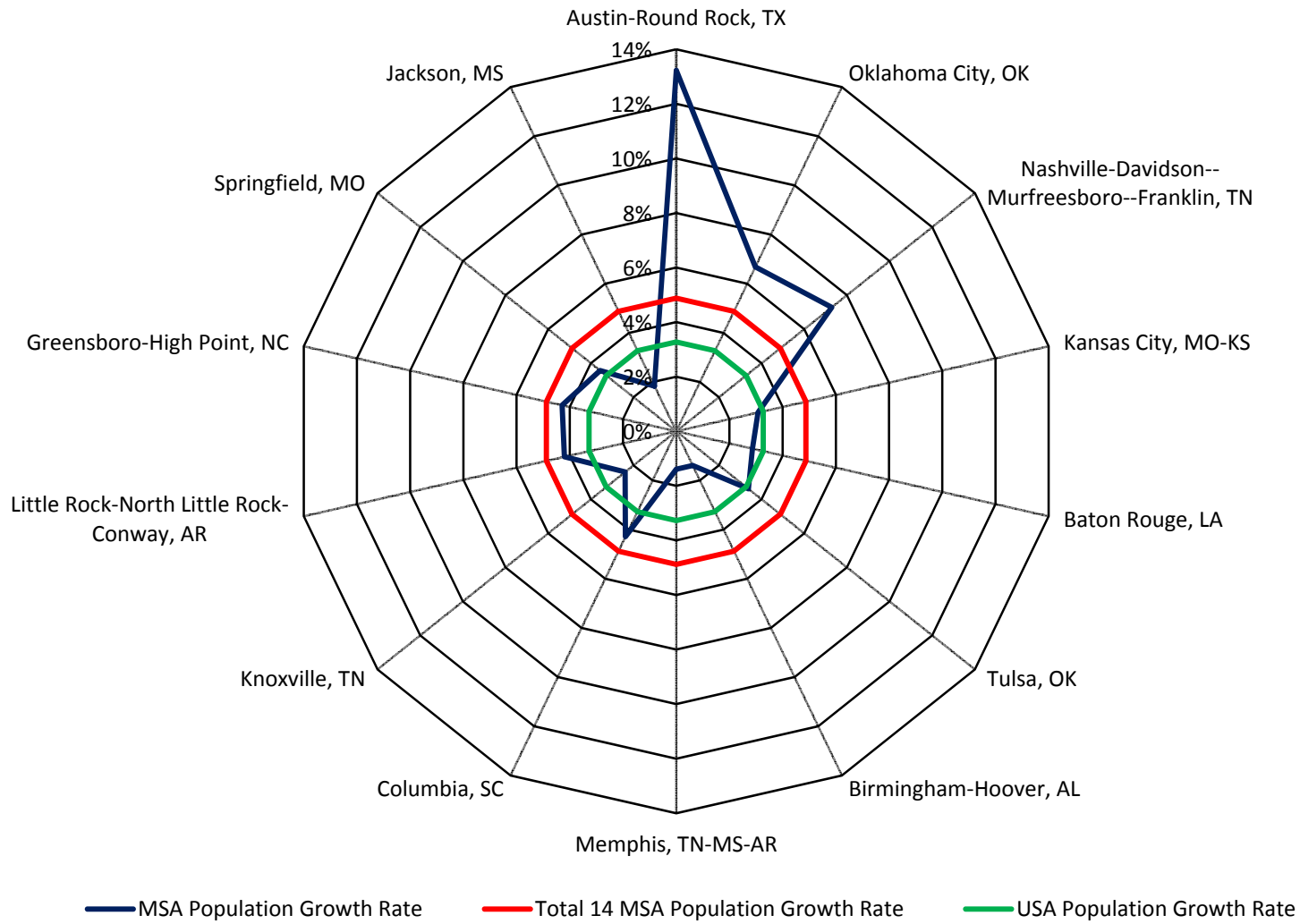
Report Card 2014: Summary of Findings

Type of MSA	MSA	PERFORMANCE BASED INDICATORS	STRUCTURE BASED INDICATORS	ENTREPRENEURSHIP & INNOVATIVE INDICATORS	KNOWLEDGE BASED INDICATORS	QUALITY OF LIFE INDICATORS	OVERALL RANKING OF INDICATORS
Aspirational MSAs	Austin-Round Rock, TX	4	3	1	1	2	1
	Oklahoma City, OK	1	1	2	3	6	2
	Nashville-Davidson-- Murfreesboro--Franklin, TN	3	2	4	9	4	3
	Kansas City, MO-KS	9	7	3	2	3	4
Larger MSAs	Baton Rouge, LA	2	6	5	4	11	5
	Tulsa, OK	13	4	5	6	10	7
	Birmingham-Hoover, AL	6	10	8	14	12	11
	Memphis, TN-MS-AR	14	9	12	12	14	14
Comparable MSAs	Columbia, SC	5	11	10	5	1	6
	Knoxville, TN	10	8	9	8	5	8
	Little Rock-North Little Rock- Conway, AR	12	12	5	7	7	9
	Greensboro-High Point, NC	7	14	12	13	13	13
Smaller MSAs	Springfield, MO	11	5	14	11	8	10
	Jackson, MS	8	13	11	10	9	12

Analysis Methodologies



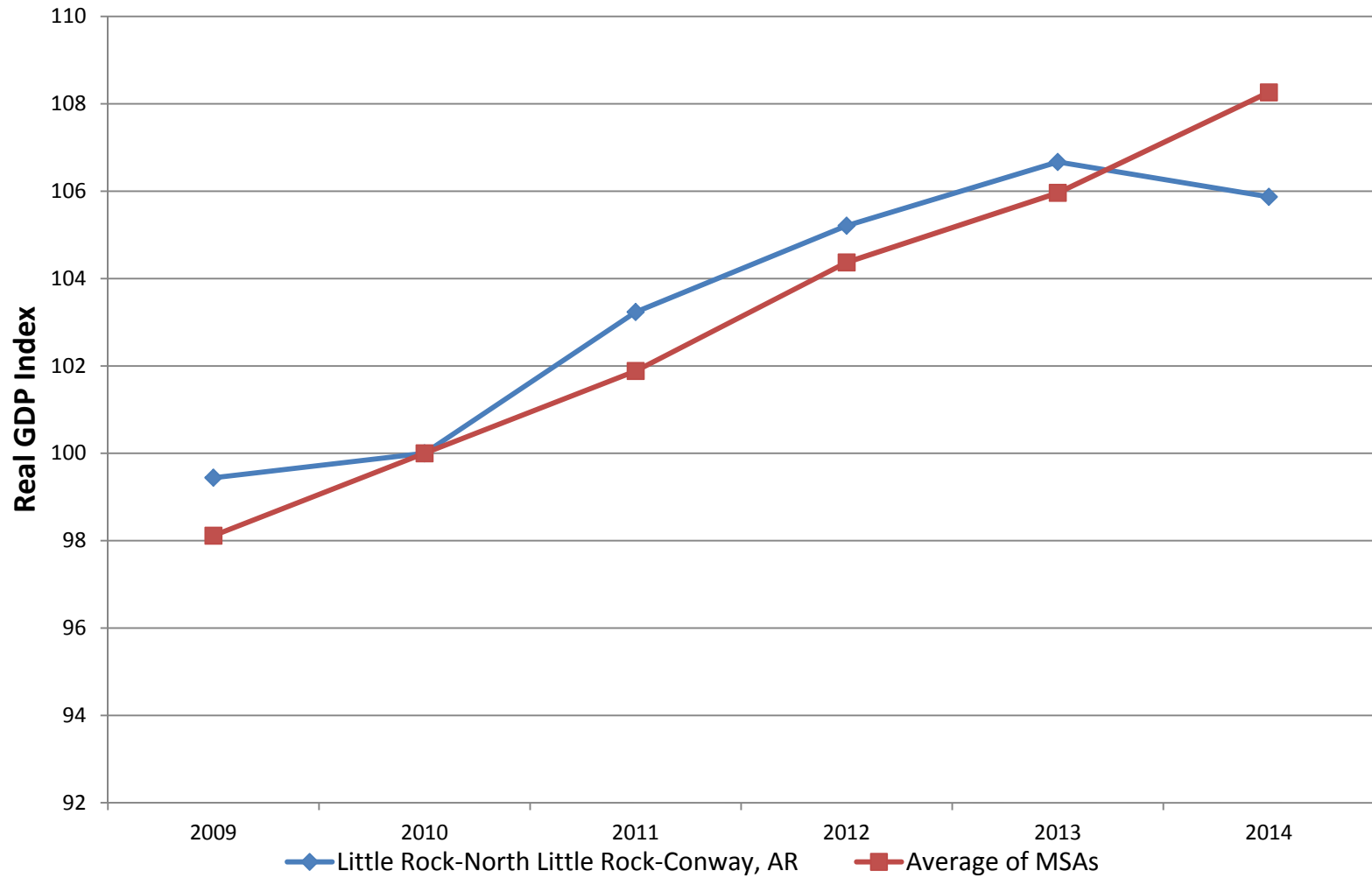
Cumulative Population Growth Rate by MSA 2010 to 2014



Data Source: Annual Resident Population Estimates: 2010-2014, U.S. Census Bureau

Annual Real GDP Growth Rates

2010=100

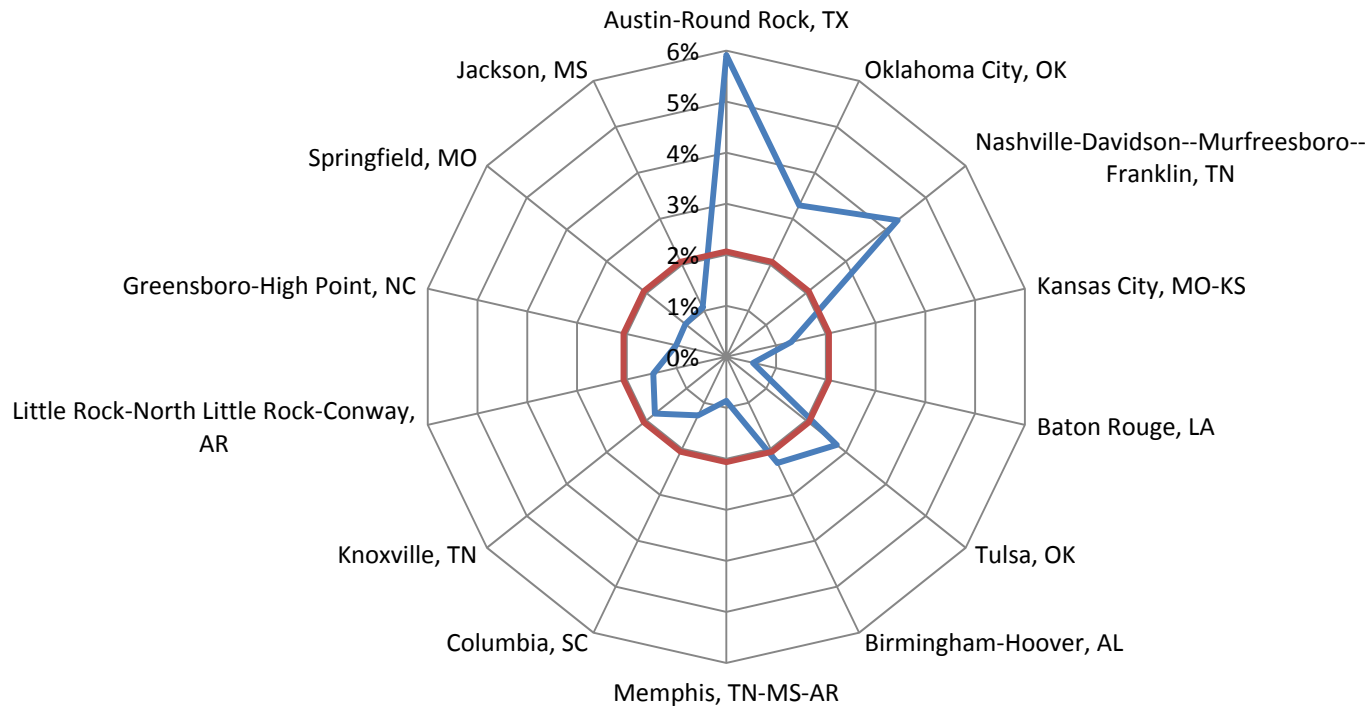


Data Source: Bureau of Economic Analysis (BEA)

Economic Growth and Development Indicators



Average Annual Real GDP Growth 2010-2014



— Average Annual RGDP Growth by MSA
 — Average Annual RGDP Growth for all MSA's

Data Source: BEA



Performance Indicators Economic Growth and Development		Annual Real GDP Growth Rates 2010-2014	Percent Change RGDP per Job 2010-2014	Per Capita Personal Income Growth 2009-2013
Aspirational MSAs	Austin-Round Rock, TX	Above Average	Above Average	Above Average
	Oklahoma City, OK	Above Average	Above Average	Above Average
	Nashville-Davidson-- Murfreesboro--Franklin, TN	Above Average	Above Average	Above Average
	Kansas City, MO-KS	Below Average	Below Average	Below Average
Larger MSAs	Baton Rouge, LA	Below Average	Below Average	Below Average
	Tulsa, OK	Above Average	Below Average	Above Average
	Birmingham-Hoover, AL	Above Average	Above Average	Above Average
	Memphis, TN-MS-AR	Below Average	Below Average	Below Average
Comparable MSAs	Columbia, SC	Below Average	Below Average	Below Average
	Knoxville, TN	Above Average	Above Average	Above Average
	Little Rock-North Little Rock- Conway, AR	Above Average	Above Average	Below Average
	Greensboro-High Point, NC	Below Average	Below Average	Below Average
Smaller MSAs	Springfield, MO	Below Average	Below Average	Below Average
	Jackson, MS	Below Average	Above Average	Above Average

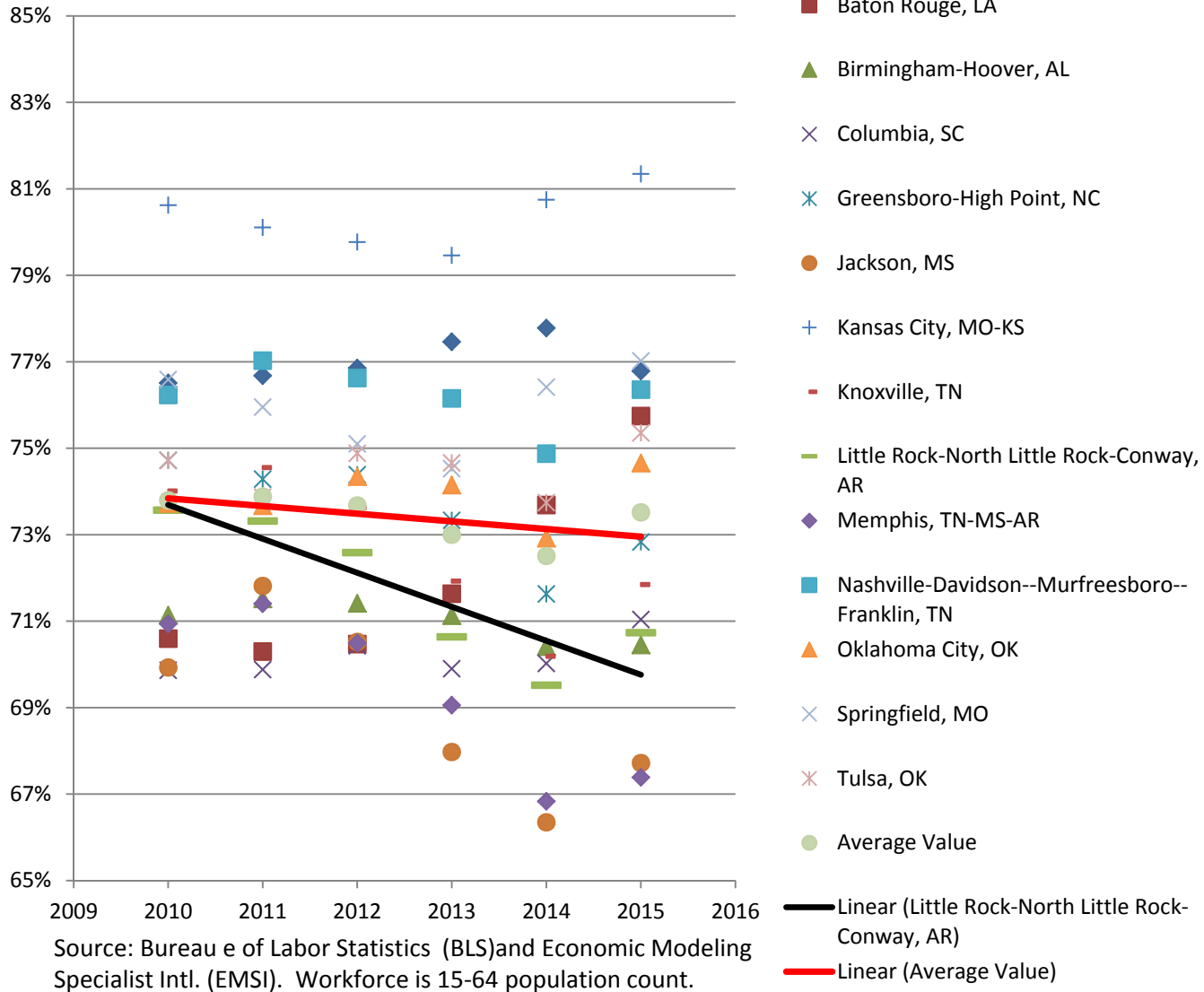
Regional Price Indexes		GOODS	SERVICES	RENTS
Aspirational MSAs	Austin-Round Rock, TX	Above Average	Above Average	Above Average
	Oklahoma City, OK	Above Average	Above Average	Above Average
	Nashville-Davidson--Murfreesboro--Franklin, TN	Above Average	Above Average	Above Average
	Kansas City, MO-KS	Below Average	Below Average	Below Average
Larger MSAs	Baton Rouge, LA	Below Average	Below Average	Below Average
	Tulsa, OK	Below Average	Above Average	Above Average
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Smaller MSAs	Springfield, MO	Below Average	Below Average	Above Average
	Jackson, MS	Above Average	Above Average	Above Average

Source: BEA

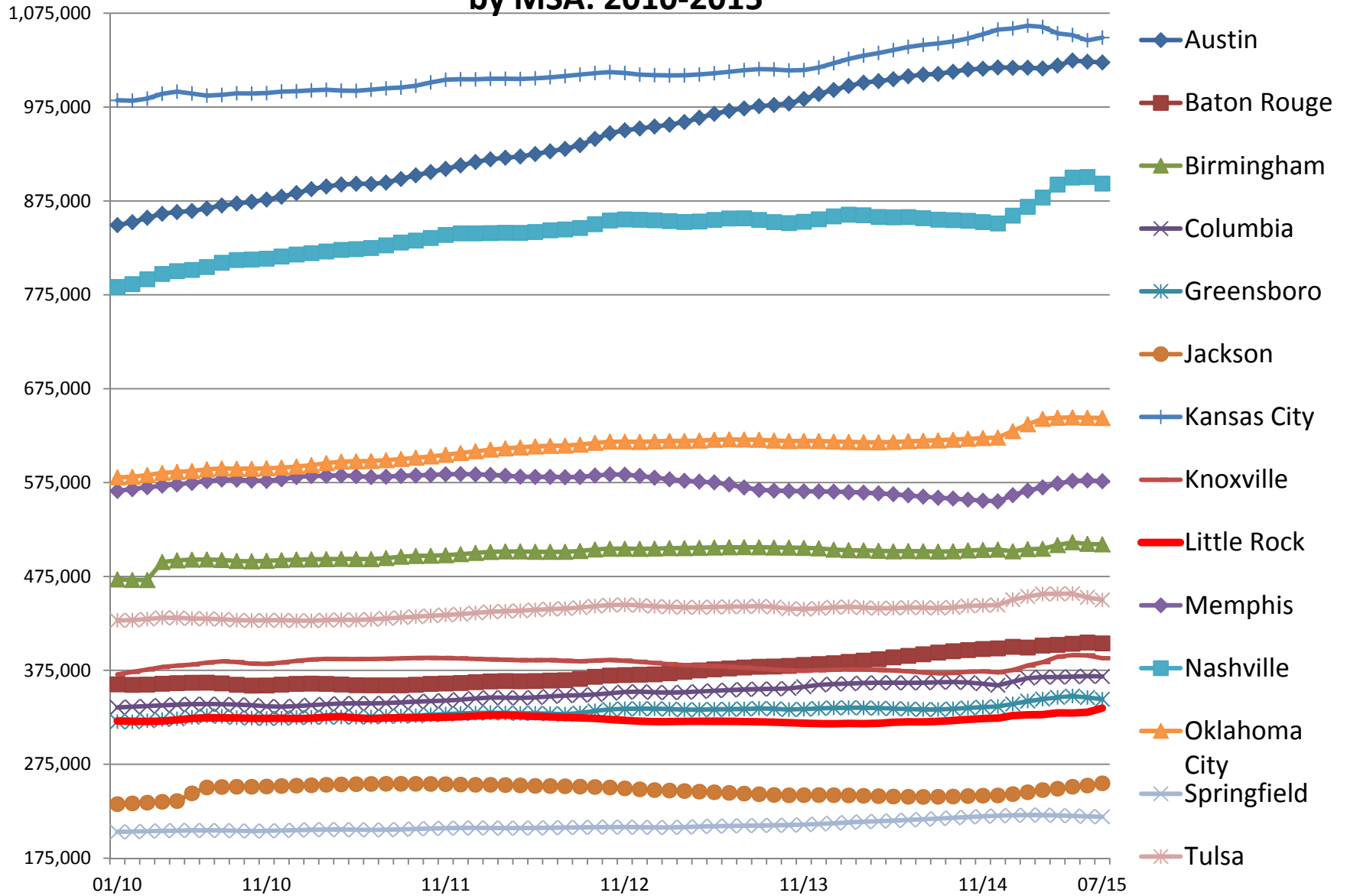
Workforce Characteristic Indicators



Workforce Participation in the Labor Force 2010-2015

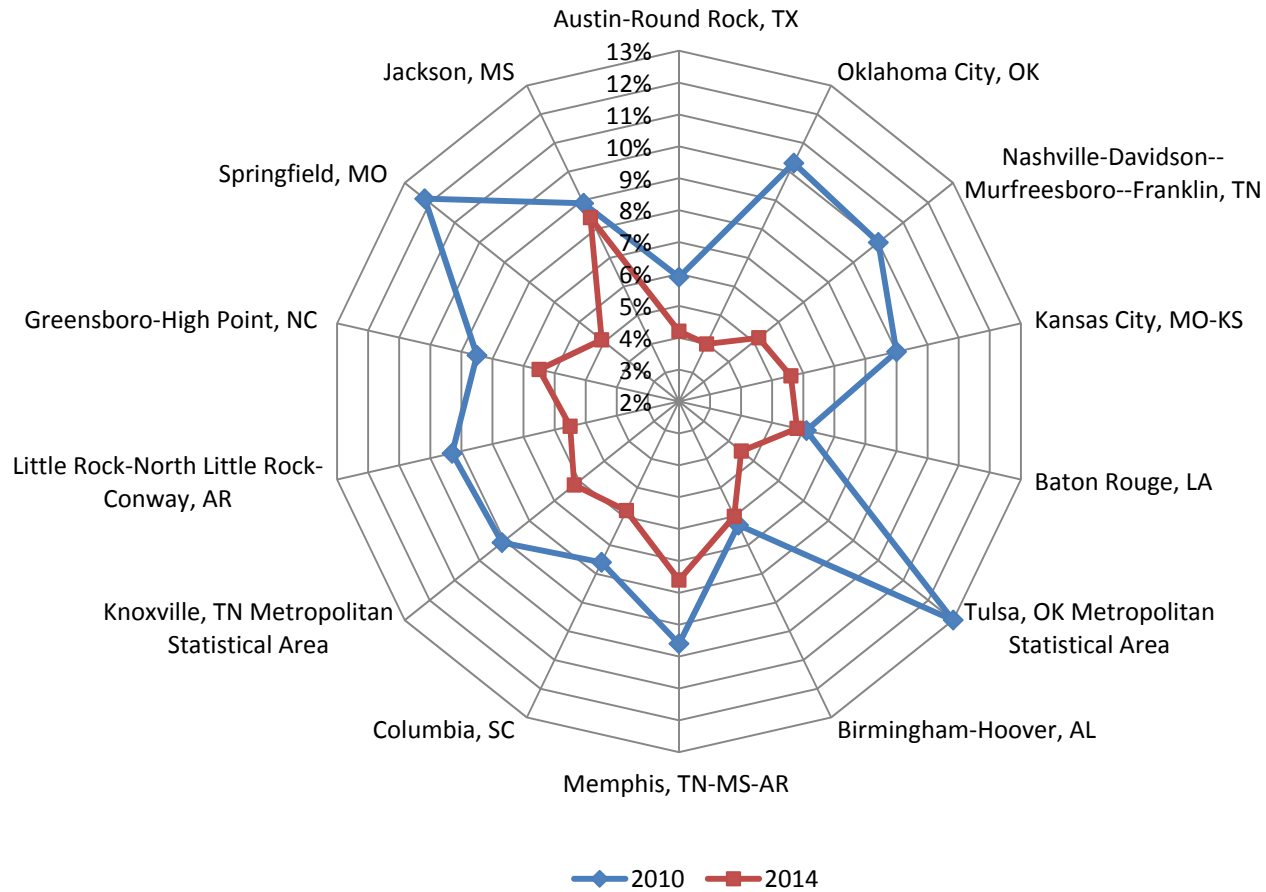


Monthly Employment (SA) by MSA: 2010-2015



Data Source : Local Area Unemployment Series, BLS

Annual Unemployment Rates by MSA 2010-2014 (Percent)



Source: Local Area Unemployment Statistics, BLS

Workforce Characteristics		Workforce Participation 2010-2015	Monthly Employment Growth 2010-2015	Monthly Unemployment Rates 2010-2015
Aspirational MSAs	Austin-Round Rock, TX	Above Average	Below Average	Below Average
	Oklahoma City, OK	Above Average	Below Average	Below Average
	Nashville-Davidson-- Murfreesboro--Franklin, TN	Above Average	Below Average	Below Average
	Kansas City, MO-KS	Above Average	Below Average	Below Average
Larger MSAs	Baton Rouge, LA	Below Average	Below Average	Below Average
	Tulsa, OK	Above Average	Below Average	Below Average
	Birmingham-Hoover, AL	Below Average	Above Average	Above Average
	Memphis, TN-MS-AR	Below Average	Above Average	Above Average
Comparable MSAs	Columbia, SC	Below Average	Above Average	Above Average
	Knoxville, TN	Below Average	Above Average	Above Average
	Little Rock-North Little Rock- Conway, AR	Below Average	Below Average	Below Average
	Greensboro-High Point, NC	Below Average	Above Average	Above Average
Smaller MSAs	Springfield, MO	Above Average	Below Average	Below Average
	Jackson, MS	Below Average	Above Average	Above Average

Structural Indicators



Occupational Specialization by Occupations for MSAs 2015

Occupational Group	Aspirational MSAs				Larger MSAs			Comparable MSAs				Smaller MSAs		Column Sum (MSAs Specialized by Occupation)	
	Austin	Oklahoma City	Nashville	Kansas City	Baton Rouge	Tulsa	Birmingham	Memphis	Columbia	Knoxville	Little Rock	Greensboro	Springfield		Jackson
Management		X	X	X		X		X		X				X	7
Business and Financial Operations	X	X	X	X					X						5
Computer and Mathematical	X			X							X				3
Architecture and Engineering	X	X			X	X				X					5
Life, Physical, and Social Science	X	X		X	X					X	X			X	7
Community and Social Service		X				X			X		X		X	X	6
Legal	X	X				X			X		X			X	6
Education, Training, and Library	X							X	X			X	X	X	6
Arts, Design, Entertainment, Sports, and Media	X		X	X											3
Healthcare Practitioners and Technical		X	X				X	X	X	X	X		X	X	9
Healthcare Support		X			X		X		X		X	X	X	X	8
Protective Service Occupations					X		X	X	X					X	5
Food Preparation and Serving Related	X	X	X	X		X				X			X		7
Building and Grounds Cleaning and Maintenance	X				X		X	X		X	X	X		X	8
Personal Care and Service	X			X	X			X			X		X		6
Sales and Related	X					X	X				X		X		5
Office and Administrative Support	X		X	X			X		X	X			X		7
Farming, Fishing, and Forestry					X			X	X	X	X		X	X	7
Construction and Extraction	X	X			X	X	X								5
Installation, Maintenance, and Repair					X	X	X			X		X	X	X	7
Production			X			X			X	X		X	X		6
Transportation and Material Moving			X					X				X	X		4
Military		X							X		X			X	4
Count of Occupational Concentrations by MSA (Out of 23 possible concentrations)	13	11	8	8	9	9	8	8	11	10	11	6	12	12	Row Ave 9.7 Column Ave 5.9
Change in # Occupational Concentrations between 2001-2015	1	0	1	-1	-3	-2	0	1	-1	-2	-1	2	1	1	
Data Source: Economic Modeling Specialists Intl (EMSI) Occupational Estimates															

Industrial with Job Specialization by Industry for MSAs 2015

Industrial Group	Aspirational MSAs				Larger MSAs				Comparable MSAs			Smaller MSAs		Column Sum (MSAs Specialized by Industry)	
	Austin	Oklahoma City	Nashville	Kansas City	Baton Rouge	Tulsa	Birmingham	Memphis	Columbia	Knoxville	Little Rock	Greensboro	Springfield		Jackson
Crop and Animal Production					X			X	X	X	X		X	X	7
Mining, Quarrying, and Oil and Gas Extraction		X				X									2
Utilities		X			X	X	X		X		X				6
Construction	X	X			X	X				X					5
Manufacturing			X			X			X	X		X			5
Wholesale Trade	X		X	X			X	X				X	X		7
Retail Trade						X	X			X	X		X	X	6
Transportation and Warehousing			X	X				X				X	X		5
Information	X		X	X									X	X	5
Finance and Insurance			X	X			X		X						4
Real Estate and Rental and Leasing	X		X	X	X			X					X		6
Professional, Scientific, and Technical Services	X		X	X						X					4
Management of Companies and Enterprises			X	X	X		X					X	X	X	7
Administrative and Support and Waste Management and Remediation Services			X			X		X	X	X		X			6
Educational Services	X		X									X	X	X	5
Health Care and Social Assistance			X	X		X	X	X		X	X		X	X	9
Arts, Entertainment, and Recreation			X	X	X		X								4
Accommodation and Food Services	X	X	X					X		X			X		6
Other Services (except Public Administration)	X						X	X			X				4
Government	X	X			X				X		X			X	6
Unclassified Industry	X				X										2
Count of Industry Concentrations by MSA (22)	10	5	13	9	8	7	8	8	6	8	6	6	10	7	Row Ave 7.9 Column Ave
Change in # Industries with Job Specialization between 2001-2015	0	-5	3	-2	-1	-5	-2	0	1	0	1	2	1	-1	
Data Source: Economic Modeling Specialists Intl (EMSI) Industrial Estimates															

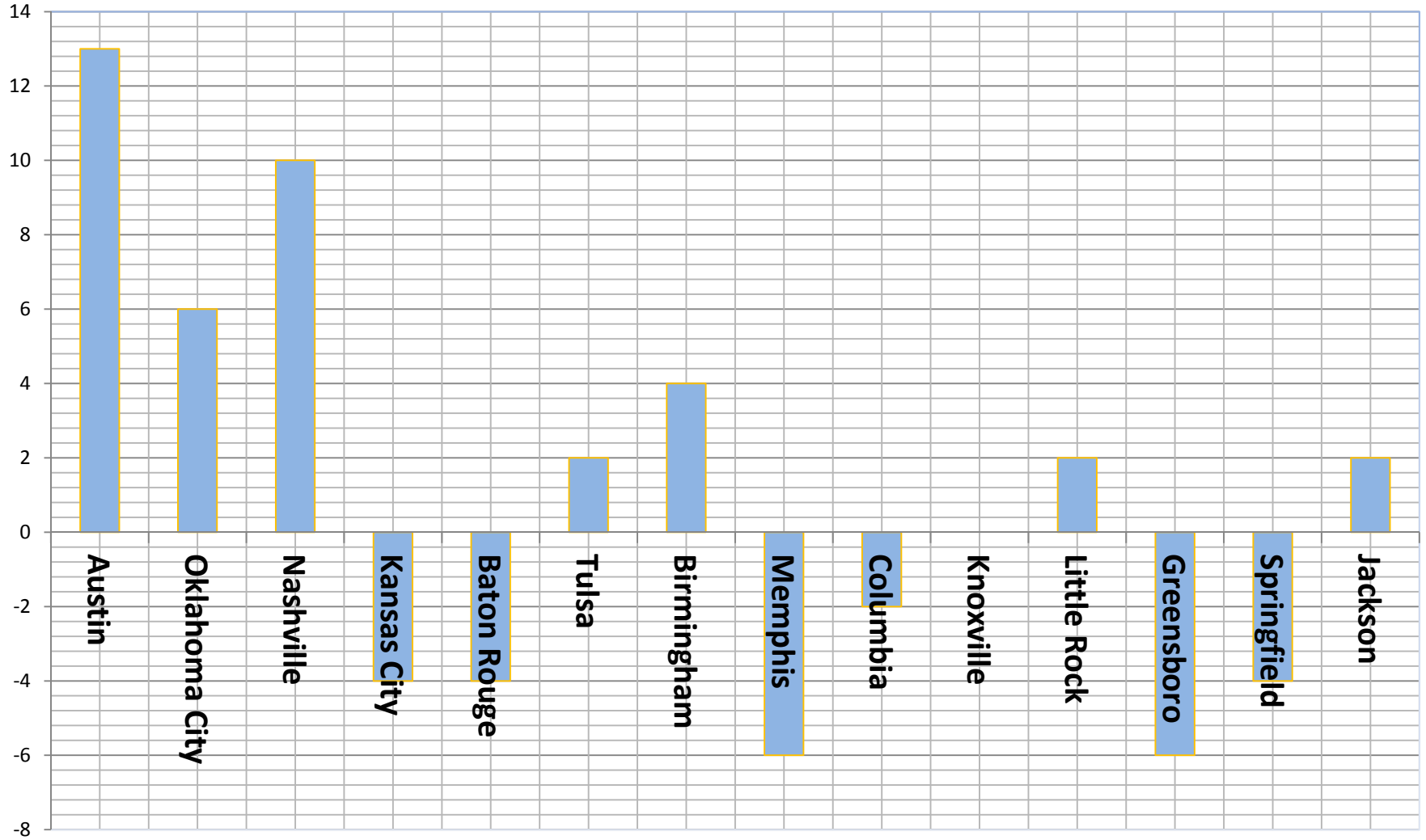
Job Change Due to Industrial and Occupational Structures		Industrial Mix Effect for Industries	Competitive Effect for Industries	Occupational Mix Effect	Occupational Competitive Effect
Aspirational MSAs	Austin-Round Rock, TX	Above	Above	Below	Above
	Oklahoma City, OK	Above	Below	Above	Below
	Nashville-Davidson--Murfreesboro--Franklin, TN	Above	Above	Below	Above
	Kansas City, MO-KS	Above	Above	Below	Below
Larger MSAs	Baton Rouge, LA	Above	Above	Above	Above
	Tulsa, OK	Above	Below	Above	Above
	Birmingham-Hoover, AL	Above	Below	Below	Below
	Memphis, TN-MS-AR	Below	Above	Below	Below
Compareable MSAs	Columbia, SC	Above	Above	Below	Above
	Knoxville, TN	Above	Below	Above	Above
	Little Rock-North Little Rock-Conway, AR	Above	Below	Above	Below
	Greensboro-High Point, NC	Below	Below	Below	Above
Smaller MSAs	Springfield, MO	Above	Below	Above	Above
	Jackson, MS	Above	Below	Above	Below
Source:EMSI	Time Frame	2001-2015	2001-2015	2001-2015	2001-2015

Overall Summary



Net Sums of the Above and Below Averages

(Below Average = - 1, Above Average= 1)



Thank You

