Zorra Analyst Profile

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Zorra Largest Sectors

| Industry Sector | 2016 Jobs |
|---|-----------|
| Agriculture, forestry, fishing and hunting | 1301 |
| Manufacturing | 552 |
| Transportation and warehousing | 263 |
| Wholesale trade | 147 |
| Other services (except public administration) | 144 |
| Educational services | 127 |
| Retail trade | 124 |
| Public administration | 118 |
| Accommodation and food services | 113 |
| Professional, scientific and technical services | 97 |
| Administrative and support, waste management and remediation services | 81 |

Fastest Growing by Employment Zorra 2011 - 2016

| Industry Sector | Change 2011-16 | |
|--|----------------|--|
| Transportation and warehousing | 41 | |
| Agriculture, forestry, fishing and hunting | 31 | |
| Health care and social assistance | 17 | |
| Educational services | 12 | |
| Real estate and rental and leasing | 10 | |
| Retail trade | 9 | |
| Accommodation and food services | 6 | |
| Public administration | 6 | |
| Arts, entertainment and recreation | 2 | |

High

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Industries Important to Retain

LQ ≥ 1.2 Shrinking Employment Competitive Strength LQ ≥ 1.2

Growing Employment

Competitive Weakness

Imports fill local demand LQ < 0.8 Shrinking Employment **Possible Emerging Industries**

LQ < 0.8
Growing Employment

Decrease

High

Employment Growth Rate

Zorra Location Quotients Greater Than 1.2

| NAICS | Industry Sector | 2016 LQ | 2016 Jobs | 2011-16 Change |
|-------|--|------------|--------------|-------------------|
| 3116 | Meat product manufacturing | 34.89 | 361 | 8 |
| 1110 | Farms | 23.19 | 1295 | 30 |
| 3111 | Animal food manufacturing | 18.55 | 35 | 1 |
| 4171 | Farm, lawn and garden machinery and equipment merchant wholesalers | 9.16 | 38 | -31 |
| 4841 | General freight trucking | 5.19 | 165 | 45 |
| 4854 | School and employee bus transportation | 4.91 | 31 | -7 |
| 4151 | Motor vehicle merchant wholesalers | 4.9 | 21 | 9 |
| 3273 | Cement and concrete product manufacturing | 3.11 | 18 | -23 |
| 3231 | Printing and related support activities | 2.71 | 27 | -4 |
| 8129 | Other personal services | 2.67 | 17 | 7 |
| 8114 | Personal and household goods repair and maintenance | 2.64 | 16 | -7 |
| 8111 | Automotive repair and maintenance | 1.99 | 54 | -1 |
| 3219 | Other wood product manufacturing | 1.86 | 16 | -4 |
| 5418 | Advertising, public relations, and related services | 1.8 | 25 | 2 |
| 5312 | Offices of real estate agents and brokers | 1.63 | 31 | 10 |

Possible Emerging Industries

- Public administration
- Real estate and rental and leasing
- Educational services
- Accommodation and food services
- Retail trade
- Arts, entertainment and recreation
- Health care and social assistance

| NAICS | Industry Sector | 2016 LQ | 2016 Jobs | 2011-16 Change |
|-------|--|------------|--------------|-------------------|
| 91 | Public administration | 0.58 | 118 | 6 |
| 53 | Real estate and rental and leasing | 0.55 | 40 | 10 |
| 61 | Educational services | 0.55 | 127 | 12 |
| 72 | Accommodation and food services | 0.50 | 113 | 6 |
| 7225 | Full-service restaurants and limited-service eating places | 0.55 | 91 | 1 |
| 44-45 | Retail trade | 0.33 | 124 | 9 |
| 71 | Arts, entertainment and recreation | 0.23 | 15 | 2 |
| 62 | Health care and social assistance | 0.19 | 72 | 17 |
| 6211 | Offices of physicians | 0.67 | 21 | 9 |