



**CMPDD Regional Workforce Analysis
and Labor Market Assessment
Southcentral Mississippi Counties
Executive Summary
June 2011**

Introduction

Younger Associates (YA) conducted a comprehensive workforce analysis for the Central Mississippi Planning and Development District (CMPDD). This research is an update to a 2009 workforce study conducted by YA for CMPDD. The objectives of this workforce analysis were to:

- Document the current strengths and weaknesses of the workforce
- Quantify labor supply and quality
- Analyze workforce assets related to target industries
- Quantify hidden labor resources (parents returning to workforce, early retirees, separating military, persons with disabilities, underemployed, etc.)
- Assist the Workforce Investment Network in engaging those who are not in the workforce but want to be
- Assist existing businesses in finding qualified workers
- Guide training providers in preparing the workforce for existing and emerging employment opportunities
- Provide the current, accurate information for business prospects and site consultants
- Provide high quality information for decision making
- Provide economic developers with comprehensive workforce data for completing requests for information and for devising business attraction plans
- Provide CMPDD and the WIN with workforce information needed for obtaining grants and funding.

Study Area

The study area consists of 17 counties in Southcentral Mississippi. The map below shows the counties in the study area.



Scope and Methodology

Data collected in the labor availability and labor demand surveys is original primary research. The YA methodology is to collect extensive primary data and combine it with pertinent secondary research data from highly reliable sources. The resulting in-depth labor market and workforce information is not available from any other source.

Labor Supply Analysis

- A survey was conducted among a statistically valid sample of the region's population between the ages of 18-65. The survey is conducted in person through field interviews using a set of questions designed specifically to meet the research objectives.
- 1475 surveys were completed in the Southcentral Mississippi study area, which provides enough primary data to achieve a confidence factor of 95% and a margin of error of $\pm 2.54\%$.
- The number of surveys completed allows YA to accurately extrapolate the data to the entire population of the CMPDD region so that projections of the number of workers with particular skills, training needs, certifications, and other critical workforce factors.

Labor Demand Analysis

- A series of surveys were conducted among the employers in the region to determine current and projected labor demand by occupational category.
- The survey asked employers to rate the quality of the workforce in terms of several skill sets. It will also examine recruiting practices and experiences along with compensation, emerging skill set needs and other factors critical to the long term growth of the region's economic base.
- All for-profit employers with 50 or more employees would be surveyed, with the exception of the retail and public administration sectors, where those entities with 100 or more employees would be surveyed.
- Forty-eight employers participated in the labor demand survey and provided data on 158 occupations. Within the 17-county study area 319 key employers were invited to participate in the study. The response rate was 15.1%.

Online Workforce Data Delivery System

- The Workforce Data Delivery System is a user-friendly graphic interface that allows users to easily select a group of counties and generate reports for any combination of counties in the study area.
- The Workforce Data Delivery System contains most of the data from this analysis. It allows the user to view the data from several different perspectives and to create custom reports.
- The Workforce Data Delivery System is located at <http://surveys.younger-associates.com/ms/southcentral>

Complete Study Contents

This electronic version of the study report contains all of the information prepared for the Central Mississippi Planning and Development District analysis, except the custom reports that can be created online via the Workforce Data Delivery System. (The custom reports are for user-defined groups of counties).

Contents of the Full Study Report:

Executive Summary

Labor Supply Survey Results

- Full Survey Results
- Not Employed But Interested Survey Results
- Underemployed Survey Results

Labor Demand Survey Results

- Full Survey Results
- Labor Demand by Occupation Survey Results

Southcentral Mississippi Education Data

- Public School Data
- Post Secondary School Data

Union Data

Major Employers List

Covered Wages Data

Demographic Profiles by County