

Chapter 1: Regional Context

NOACA's long-range transportation plan, *AIM Forward 2040*, must be implemented in the context of NOACA's Strategic Plan and the region's population and economic trends. Moreover, as transportation investment and the physical location and type of transportation infrastructure have a profound potential to affect the region's health and future, it is more critical than ever, given the region's long standing stable population, to plan and develop such projects strategically to leverage public dollars to best reignite growth and the economic competitiveness of the region.

1.1 Population

The population of the region is slowly decreasing, from a peak of 2.3 million recorded in the 1970 Census to 2.1 million as of the 2010 Census—a loss of 10.5% over 40 years. A slow population loss may be considered more dangerous than a sudden one, as the latter should call policy makers to action to address the issue, whereas a slowly leaking area does not inspire any sense of regional urgency, despite the true need for such. Prior to 1970, population growth in the Cleveland region exceeded that of the nation: 17% vs. 15%, respectively, between 1940 and 1950 and 27% vs. 19%, respectively, between 1950 and 1960. Beginning with the 1970 Census, however, the region lagged behind the nation. Between 1970 and 2010, the US grew 51.8%, compared to NOACA's loss of 10.5%.

From an intra-regional perspective, the City of Cleveland and Cuyahoga County lost significant shares of their population between 1970 and 2010 (-48% and -27%, respectively), while Geauga and Medina counties grew the most proportionally during this time, at 50% and 113%, respectively.

Figure 1.1-1 presents the population of the City of Cleveland, the five counties, and the U.S., from 1950 to the present.

Figure 1.1-1: Population Trends, 1950-2010 and 2015 Estimate, Cleveland and the Five NOACA Counties

Geography	1950	1960	1970	1980	1990	2000	2010	2015 Estimate	Change 2010-2015 ¹	Change 1970-2015 ²
City of Cleveland	914,808	876,050	750,903	573,822	505,616	478,403	396,815	388,072	-2.2%	-48.3%
Cuyahoga	1,389,532	1,647,895	1,721,300	1,498,400	1,412,140	1,393,978	1,280,122	1,255,921	-1.9%	-27.0%
Geauga	26,646	47,573	62,977	74,474	81,129	90,895	93,389	94,102	0.8%	49.4%
Lake	75,979	148,700	197,200	212,801	215,499	227,511	230,041	229,245	-0.3%	16.3%
Lorain	148,162	217,500	256,843	274,909	271,126	284,664	301,356	305,147	1.3%	18.8%
Medina	40,417	65,315	82,717	113,150	122,354	151,095	172,332	176,395	2.4%	113.3%
Total NOACA Region	1,680,736	2,126,983	2,321,037	2,173,734	2,102,248	2,148,143	2,077,240	2,060,810	-0.8%	-11.2%
Change from previous	17.4% ³	26.6%	9.1%	-6.3%	-3.3%	2.2%	-3.3%	-0.8%		
United States ⁴	150.7M ⁵	179.3M	203.3M	226.5M	248.7M	281.4M	308.7M	321.4M	4.1%	58.1%
US change from previous	14.5% ³	19.0%	13.3%	11.5%	9.8%	13.2%	9.7%	4.1%		

Source: U.S. Census, 1940, 1950, 1960, 1970, 1980, 1990, 2000, 2010, 2015

Notes:

¹ For 2010 to 2015, the data compare 2010 Census to the Census Bureau estimate as of July 1, 2014, covering 4.25 years.

² For 1970 to 2015, data compare the actual census count of 1970, the decennial Census year the region peaked in population, to the Census Bureau estimate as of July 1, 2015, covering 44.25 years.

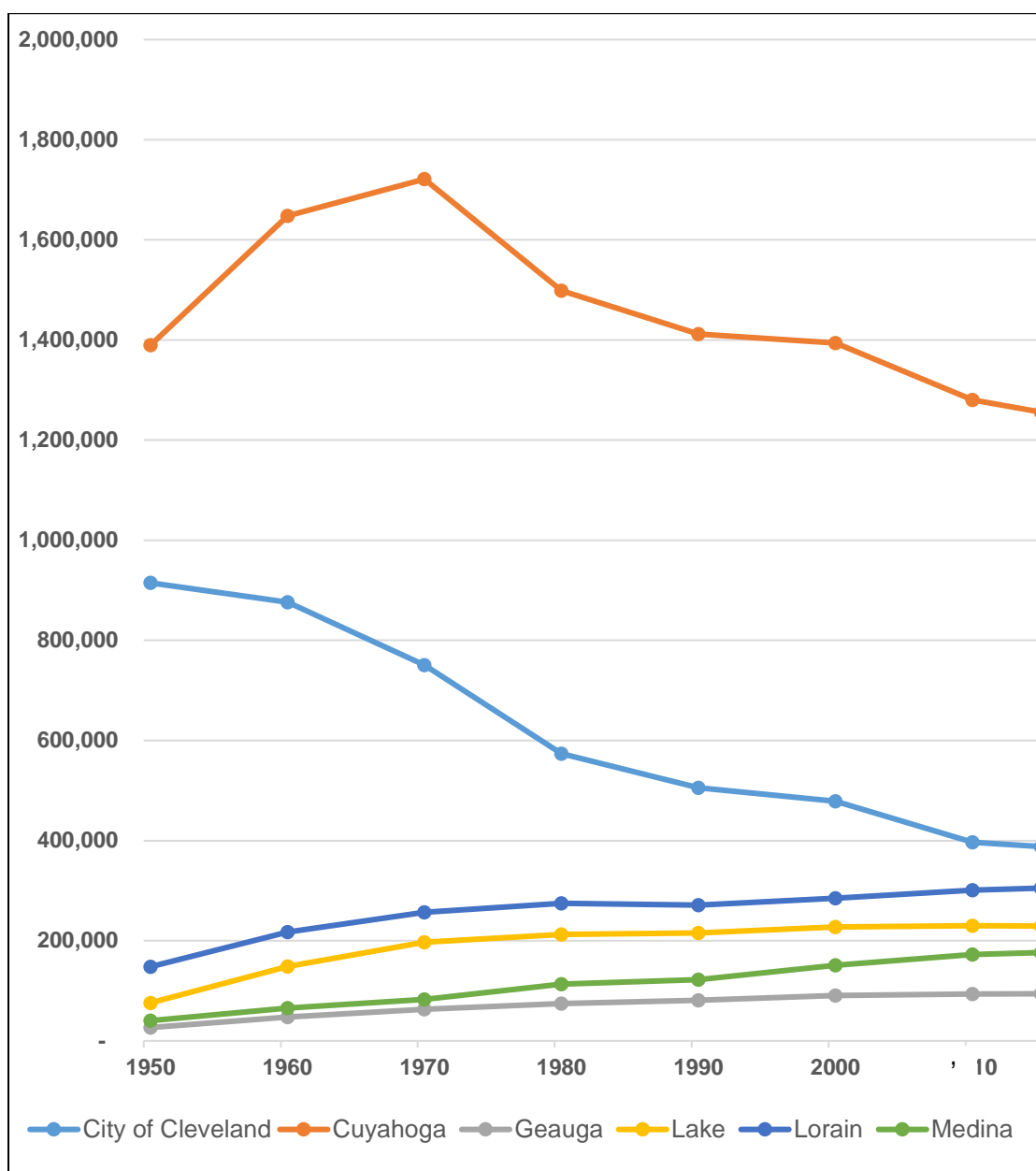
³ Change from 1940.

⁴ Territories and possessions excluded.

⁵ Excludes Alaska and Hawaii, which received statehood in 1959.

The population trends may be more readily presented, graphically, as depicted in Figure 1.1-2.

Figure 1.1-2: Population Trends, 1950-2010 and 2015 Estimate, Cleveland and the Five NOACA Counties



Source: U.S. Census, 1940, 1950, 1960, 1970, 1980, 1990, 2000, 2010, 2015

Note:

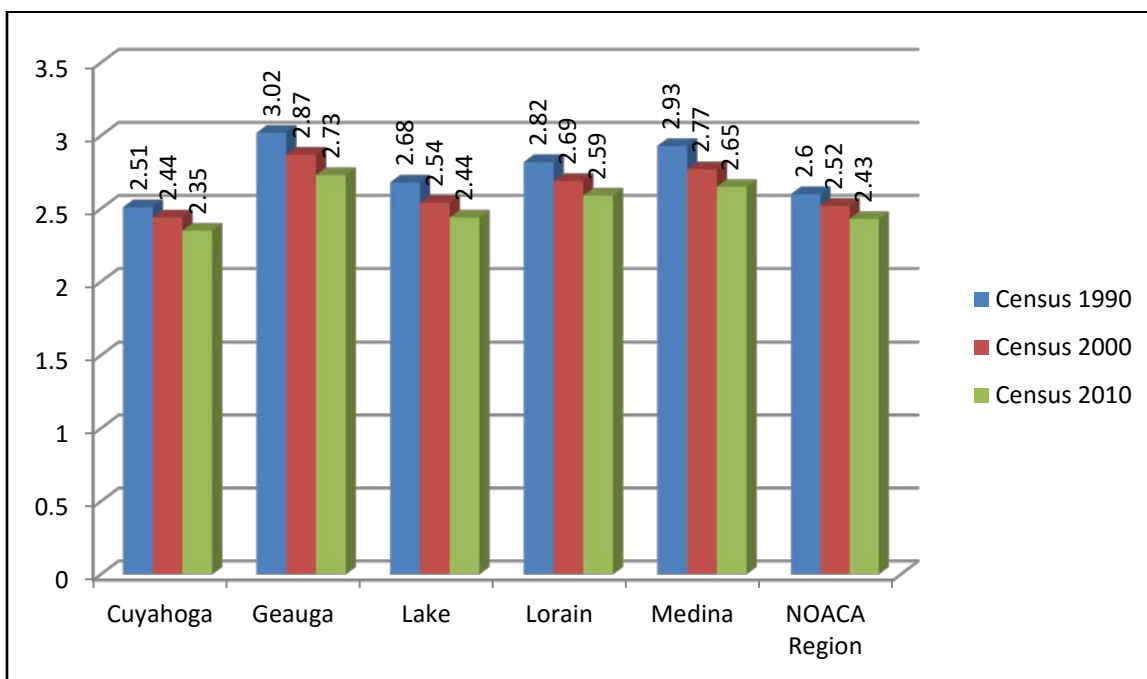
¹ Estimate as of July 1, 2015.

As the chart shows, the changes in the region's overall population in the past 40 years have not been consistent in each of NOACA's five counties. Cuyahoga County, home to Cleveland, the region's core city, lost 25.6 percent of its population between 1970 and 2010. As the most populous county in the metropolitan area, the loss of more than 440,000 people in these 40 years had the most significant impact on regional decline. During this same period, Geauga,

Lake, Lorain and Medina counties experienced growth rates from 16% to 113%, representing a combined increase of almost 200,000 people. Many people left Northeast Ohio, but a similar number moved from Cuyahoga County’s urban core to surrounding communities in adjacent counties.

The reasons for much of these population shifts are readily apparent. On a national level, the major population migration to the Sun Belt during the 1970s and 1980s is well documented, and the Greater Cleveland metropolitan area provided a significant share of those who moved to southern and western states. At the same time in the five-county NOACA region, household size declined as “Baby Boomers” aged in “empty nests” and younger generations delayed family development. In the NOACA region, this is reflected in the changes in household size shown in Figure 1.1-3. Among the five counties, Cuyahoga County historically has had the smallest household size and experienced the greatest shrinkage in persons per household between 1990 and 2010. Geauga, Lorain and Medina counties have consistently had larger household sizes as families migrated toward suburban and exurban locations beyond the borders of Cuyahoga County.

Figure 1.1-3: Average Household Size (persons/household)



Population migration during the last 20 years is reflected in local land development patterns. The NOACA region’s core cities, including Cleveland, Lorain, Elyria, and Mentor, experienced typical outward migration to adjacent suburban and exurban areas that experienced significant housing development during the last 20 years. The most significant movement roughly followed the region’s Interstate Highway network—along I-90 through Lorain and Lake Counties and along I-71 through Medina County. Geauga County, with no interstate highways passing through it, experienced the secondary impacts of exurban residential development from the I-271 corridor located in eastern Cuyahoga County. Fewer people remained in older areas as populations shifted to new outlying communities.

These development trends are reflected in Figures 1.1-4 through 1.1-6, which show the NOACA region’s population density in 1990, 2000 and 2010. These maps indicate that with each

passing decade, the high population concentrations in Cleveland and its inner ring suburbs are shrinking as densities increase in surrounding suburban areas. To a lesser extent, this trend also is visible in the core areas of Lorain and Elyria. A significant reason for the change in densities between 2000 and 2010, particularly in Cuyahoga County, has been the foreclosure crisis that began in the late 2000s. On an annual basis, foreclosures exceeded 10,000 filings in 2005, peaking with 14,171 foreclosures in 2009. The other counties saw foreclosures increase in this same period, but the number in Cleveland and its concentration in certain neighborhoods resulted in large numbers of vacant properties, many of which have since been demolished.

Figure 1.1-4: Population Density 1990

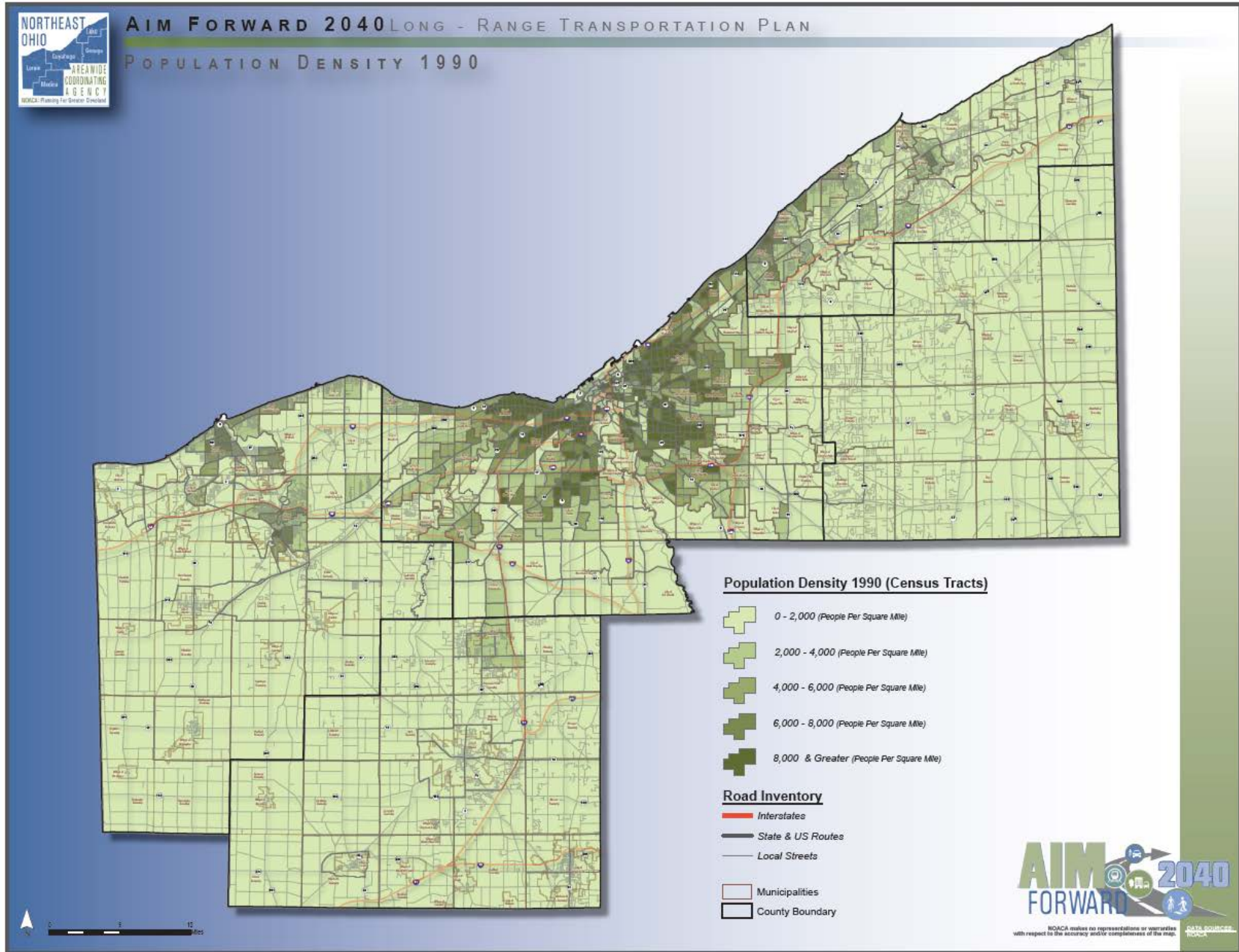


Figure 1.1-5: Population Density 2000

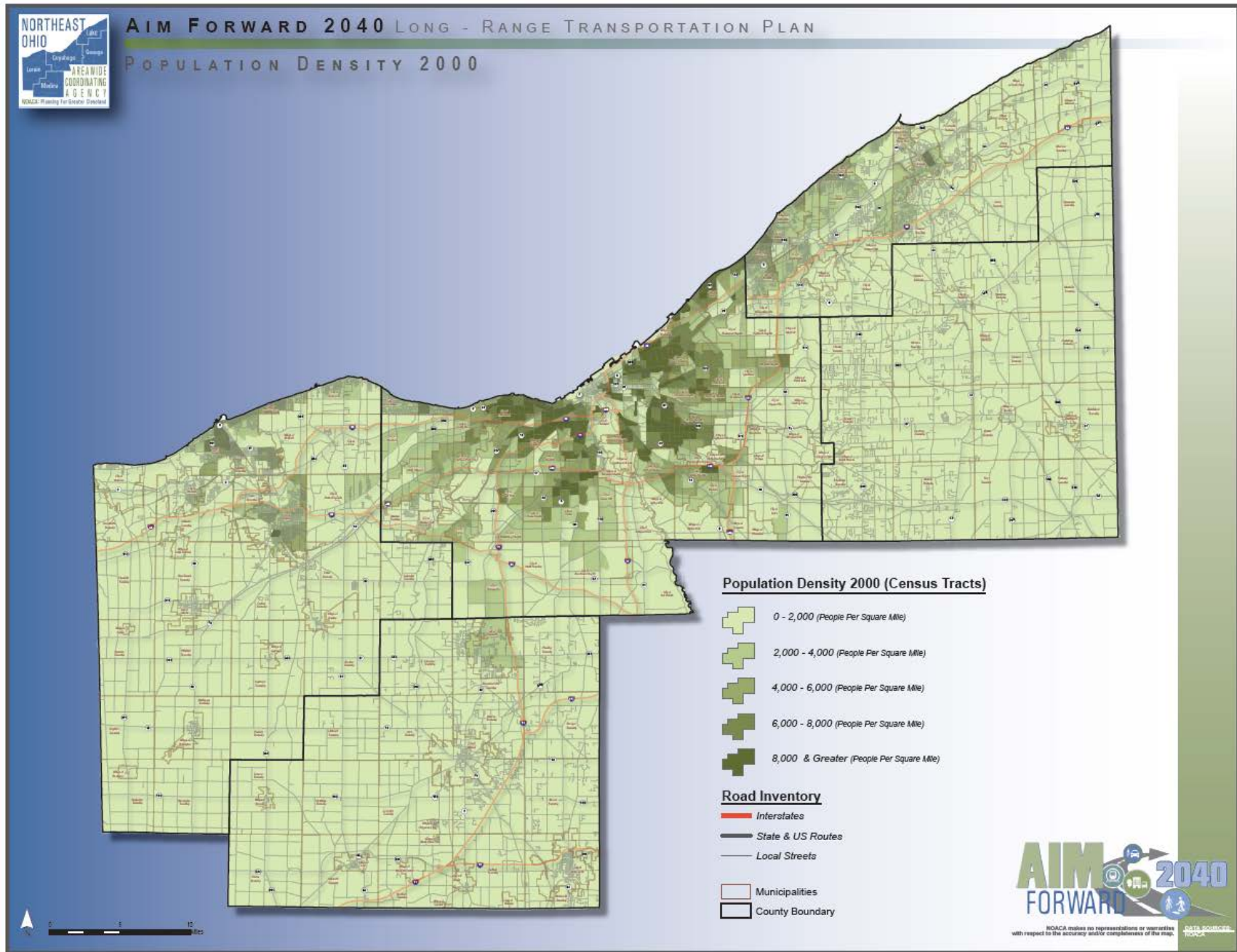
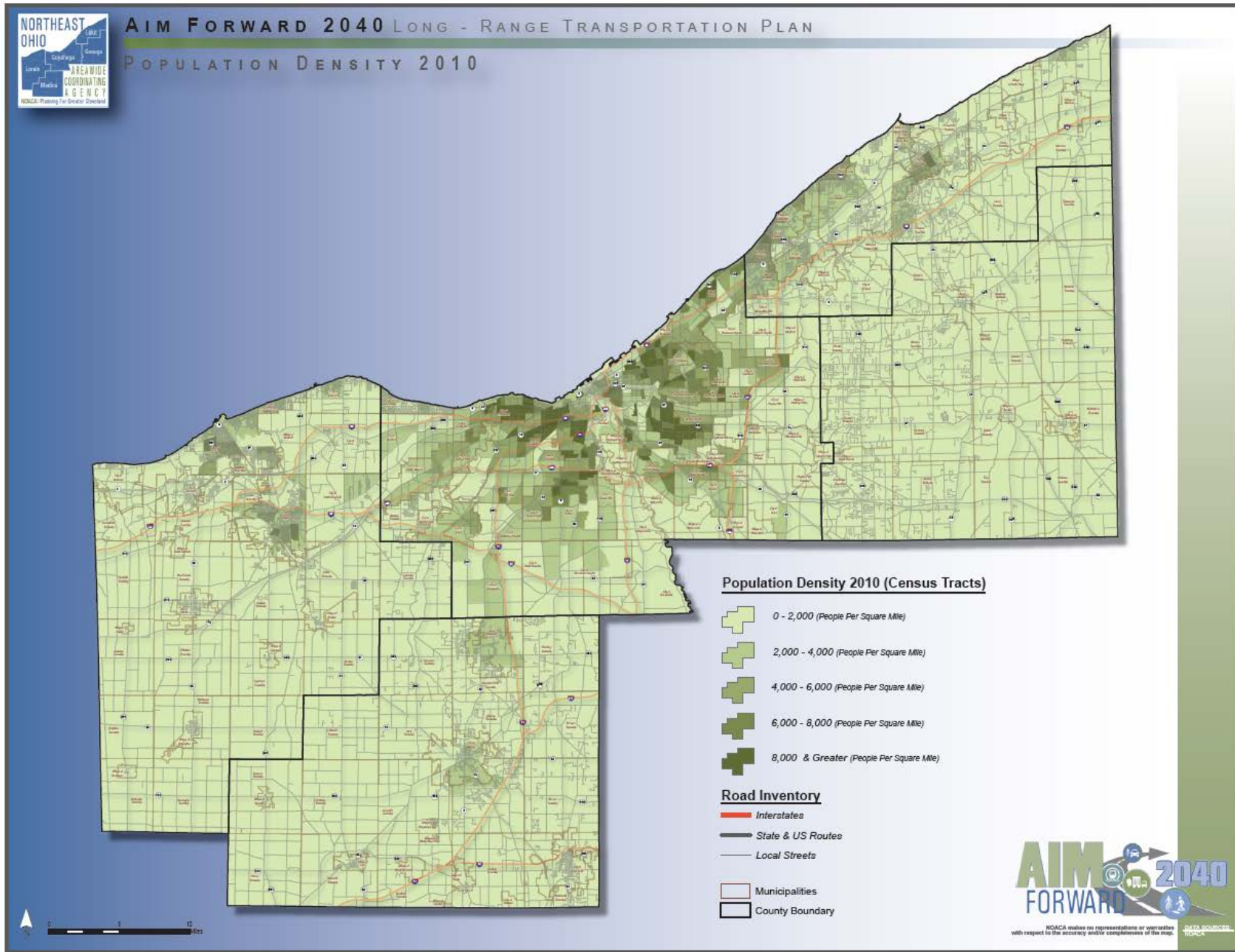


Figure 1.1-6: Population Density 2010



Projected Population Trends: For planning and travel demand modeling purposes, NOACA is required to use control totals developed by the State of Ohio for consistency among its seven urban areas. The Ohio Department of Development's Office of Strategic Research (ODOD) prepared population control totals for each county based on trends through the 2010 U.S. Census. These modeling inputs show projected population changes in five-year increments through 2040.

Figure 1.1-7 shows these population projections for the NOACA region prepared by the state. While ODOD projections based on the 2000 Census had shown limited growth in the region's total population, the current projections suggest a loss of 110,400 residents between 2010 and 2040. More troubling, the projections indicate that Cuyahoga County will lose an additional 166,172 people during that period. Compared with the regional population loss, this suggests that more than 50,000 of these residents will move to adjacent counties.

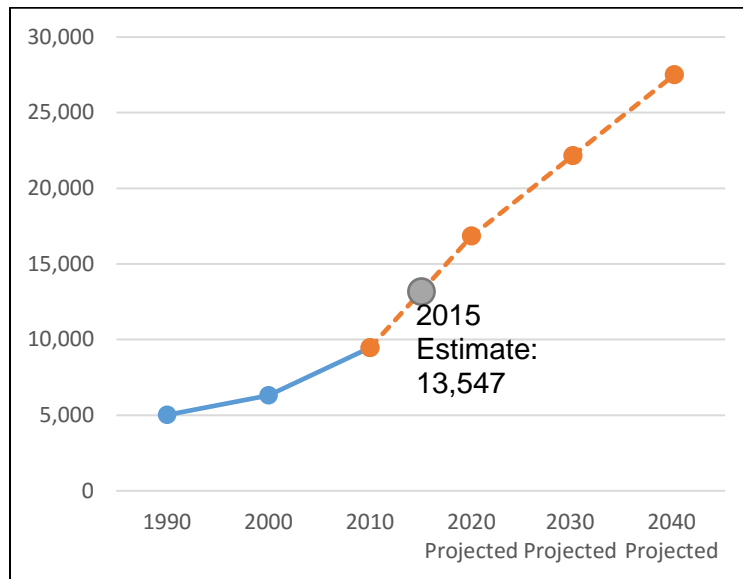
Figure 1.1-7: Population Control Totals for Future Projections

	Year	County					NOACA
		Cuyahoga	Geauga	Lake	Lorain	Medina	
U.S. Census	1990	1,412,140	81,129	215,499	271,126	122,354	2,102,248
	2000	1,393,845	90,895	227,511	284,664	151,095	2,148,010
	2005	1,356,860	94,440	230,510	288,400	161,670	2,131,880
	2010	1,280,122	93,389	230,041	301,356	172,332	2,077,240
DOD Projection	2015	1,242,380	93,650	229,530	306,400	179,200	2,053,175
	2020	1,209,550	93,510	228,600	310,230	184,670	2,028,580
	2025	1,179,030	94,270	228,320	315,760	190,430	2,009,835
	2030	1,154,210	94,930	228,380	320,430	194,510	1,994,490
	2035	1,131,380	95,400	228,550	325,550	198,220	1,981,135
	2040	1,113,950	94,710	228,060	328,190	199,890	1,966,840

Source: U.S. Census Bureau; Ohio Department of Development, Office of Strategic Research

Meanwhile, as the populations of Cleveland and Cuyahoga County are shrinking and the region overall is generally flat, the population of Downtown Cleveland is growing rapidly: 50% between 2000 and 2010 and, with an estimated population of 13,547 in 2015, increasing 215% from 2000 (see Figure 1.1-8).

Figure 1.1-8. Population Trend & Forecast: Downtown Cleveland, 1990-2040



Source: U.S. Census, 1990, 2000, 2010; NOACA Analysis for 2015 Estimate and 2020-2040 preliminary projections

Over the same 50-year period, the population of NOACA's region shrank from 2.32 million to 2.07 million, a 10% reduction in population during a time when Ohio's population grew by 8.3% and the nation's population grew by 52%. Despite these changes, the geographic footprint of the region's urban/suburban population continues to grow.

1.2 Employment

Employment can be thought of in two ways: 1) the working age population available in a geographic area known as the civilian labor force; and 2) jobs available in businesses, institutions, and the public sector within a geographic area. Because the civilian labor force is a subset of the regional population, over time it generally fluctuates with changes in the number of people living in NOACA's five counties. Figure 1.2-1 shows the civilian labor force and unemployment rates in each of these counties and the State of Ohio for the five years from 2007 to 2011. With a civilian labor force of almost 1.1 million people, the Cleveland-Elyria-Mentor Metropolitan Statistical Area (MSA) represents 18% of Ohio's entire labor force. As with total population, Cuyahoga County has the largest civilian labor force among NOACA's five counties. On an annual basis, Geauga County has had the lowest percentage of unemployed residents. The highest unemployment rates have occurred in Cuyahoga and Lorain counties during these five years.

Figure 1.2-1: NOACA Civilian Labor Force

	Year	County					NOACA	Ohio
		Cuyahoga	Geauga	Lake	Lorain	Medina		
Civilian Labor Force	2007	653,700	51,600	133,800	159,600	96,000	1,094,700	5,991,000
Employed		616,500	49,300	127,300	150,500	91,400	1,035,000	5,658,000
Unemployed		37,200	2,300	6,500	9,100	4,600	59,700	333,000
Unemployment Rate		5.7%	4.5%	4.8%	5.7%	4.8%	5.5%	5.6%
Civilian Labor Force	2008	644,200	51,200	133,400	160,100	96,300	1,085,200	5,965,000
Employed		604,200	48,600	126,300	149,900	91,200	1,020,200	5,581,000
Unemployed		40,000	2,600	7,100	10,200	5,100	65,000	384,000
Unemployment Rate		6.2%	5.0%	5.3%	6.4%	5.3%	6.0%	6.4%
Civilian Labor Force	2009	625,600	52,000	132,200	158,300	95,600	1,063,700	5,907,000
Employed		571,100	48,400	121,600	143,200	88,200	972,500	5,297,000
Unemployed		54,500	3,600	10,600	15,100	7,400	91,200	610,000
Unemployment Rate		8.7%	6.9%	8.0%	9.6%	7.7%	8.6%	10.3%
Civilian Labor Force	2010	631,700	49,000	126,300	151,100	94,100	1,052,200	5,847,000
Employed		577,900	45,600	116,300	137,300	87,100	964,200	5,247,000
Unemployed		53,800	3,400	10,000	13,800	7,000	88,000	600,000

	Year	County					NOACA	Ohio
		Cuyahoga	Geauga	Lake	Lorain	Medina		
Unemployment Rate		8.5%	6.9%	7.9%	9.1%	7.4%	8.4%	10.3%
Civilian Labor Force	2011	623,200	48,600	125,100	149,700	93,800	1,040,400	5,771,000
Employed		576,000	45,700	116,600	138,000	87,800	964,100	5,261,000
Unemployed		47,200	2,900	8,500	11,700	6,000	76,300	510,000
Unemployment Rate		7.6%	6.0%	6.8%	7.8%	6.4%	7.3%	8.8%
Civilian Labor Force	2012	619,100	48,800	124,500	149,100	93,600	1,035,100	5,706,000
Employed		577,100	46,200	117,100	138,600	88,500	967,500	5,284,000
Unemployed		42,000	2,600	7,400	10,500	5,100	67,600	422,000
Unemployment Rate		6.8%	5.3%	5.9%	7.1%	5.5%	6.5%	7.4%
Civilian Labor Force	2013	617,800	48,900	124,800	150,100	94,400	1,036,000	5,715,000
Employed		574,500	46,100	117,000	139,000	88,900	965,500	5,288,000
Unemployed		43,300	2,800	7,800	11,100	5,500	70,500	427,000
Unemployment Rate		7.0%	5.7%	6.3%	7.4%	5.8%	6.8%	7.5%
Civilian Labor Force	2014	616,400	49,100	124,500	150,400	95,000	1,035,400	5,697,000
Employed		578,100	46,600	117,700	140,800	90,200	973,400	5,367,000

	Year	County					NOACA	Ohio
		Cuyahoga	Geauga	Lake	Lorain	Medina		
Unemployed		38,300	2,500	6,800	9,600	4,800	62,000	330,000
Unemployment Rate		6.2%	5.0%	5.5%	6.4%	5.0%	6.0%	5.8%
Civilian Labor Force	2015	610,000	48,800	123,400	149,200	94,300	1,025,700	5,692,000
Employed		579,500	46,800	118,000	141,200	90,500	976,000	5,413,000
Unemployed		30,500	2,000	5,400	8,000	3,800	49,700	279,000
Unemployment Rate		5.0%	4.0%	4.4%	5.4%	4.0%	4.8%	4.9%

Source: Ohio Labor Market Information Annual Averages, 2007-2015

During 2007 and 2008, the NOACA region had unemployment rates higher than the state average. During the economic downturn that began in 2009, however, this region's five counties experienced annual unemployment rates lower than Ohio's average rate. This changing difference between the state's unemployment rate and that of the NOACA region may indicate a fundamental shift in the vibrancy of local businesses and institutions that provide job opportunities for area residents.

From a planning perspective, knowing the location of jobs relative to where people live is essential to developing and maintaining an efficient transportation network. According to the U.S. Census Bureau's American Community Survey (2006-2010 estimates), approximately 195,000 workers commute into Cuyahoga County each day, with 40% coming from Lake, Lorain, and Summit counties. This ranks Cuyahoga County among those in the United States that have the highest number of commuters coming from another county. At the same time, almost 60,000 Cuyahoga County residents work outside its boundaries.

Figure 1.2-2 provides comparative information for each county in the NOACA region for the civilian labor force employed in 2010 and the average employment at businesses and in government offices. While 585,600 Cuyahoga County residents were employed, more than 685,000 people worked there, indicating that a significant number of people commuted into the region's urban core on a daily basis. The opposite occurred in each of the other four counties in the NOACA region. In Geauga, Lake, Lorain, and Medina counties, there were substantially more employed residents than jobs located in those counties. It also is important to note that the number of employees per private sector establishment varied significantly from county to county. Cuyahoga County averaged 16.9 employees per establishment, exceeding the state average of 15.4, and well above the other counties in the NOACA region that averaged between 9.58 employees per establishment in Geauga County to 13.15 employees per establishment in Lorain County.

To understand the long-term availability of jobs in its five-county region, NOACA has received assistance from Team NEO to develop employment trends through 2035 for the Cleveland-Elyria-Mentor MSA. Founded in 2003 on behalf of the region's chambers of commerce, local governments, and the State of Ohio, Team NEO is a business development organization charged with advancing the economy for an 18-county region that includes NOACA's five counties. On a quarterly basis, Team NEO analyzes a number of data sources to maintain a clear understanding of the local economy for its quarterly Regional Economic Review. One of its primary sources is Moody's Economy.com data for county-level estimates of economic activity. Figure 1.2-3 provides employment projections for each of NOACA's five counties from 2000 to 2035 based on this data.

Figure 1.2-2: NOACA 2010 Employment Characteristics

	County					NOACA	Ohio
	Cuyahoga	Geauga	Lake	Lorain	Medina		
Civilian Labor Force	643,500	50,300	131,400	159,000	96,800	1,081,000	5,864,000
Employed	585,600	46,600	120,700	144,300	89,200	986,400	5,279,000
Unemployment Rate	9.0%	7.4%	8.1%	9.2%	7.8%	8.7%	10.0%
Average Employment	685,369	31,782	92,552	91,577	56,310	957,590	4,908,570
Private Sector Jobs	587,950	27,557	80,225	75,950	49,033	820,715	4,169,532
Public Sector Jobs	97,419	4,225	12,327	15,627	7,277	136,875	739,038
Private Sector Establishments	34,782	2,878	6,242	5,775	4,088	53,765	270,815
Employees per Establishment	16.90	9.58	12.85	13.15	11.99	15.26	15.40

Source: Ohio Department of Development, County Profiles

Between 2000 and 2010, the Cleveland-Elyria-Mentor MSA lost almost 150,000 jobs as the private and public sectors reacted to the 2008-2009 financial crises that reverberated in markets throughout the United State and globally. About 117,000 jobs are expected to be created in the NOACA region by 2035, an increase of approximately 11.7% between 2010 and 2035, but still 30,000 jobs short of the 1,150,000 jobs that existed in 2000. Cuyahoga County is projected to add 39,900 jobs, representing a 6% increase in the next 25 years. The majority of job growth is expected to occur in the other four counties, with an increase of about 4,900 jobs in Geauga County that will expand its employment by 14%. An increase of 22%, or more than 21,000 jobs, is projected in Lake County, while Lorain County is expected to add more than 27,000 jobs, up 28%. Medina County should see a job growth of some 23,000 jobs, an increase of 39%.

Figure 1.2-3: Employment Projections

Year	County					NOACA
	Cuyahoga	Gauga	Lake	Lorain	Medina	
2000	840,720	35,190	106,800	111,070	55,980	1,149,760
2005	774,310	37,100	104,490	106,190	62,360	1,084,450
2010	713,990	34,070	97,190	96,920	59,730	1,001,900
2015	754,380	37,100	102,010	104,700	64,710	1,062,900
2020	795,890	40,060	109,370	113,800	71,340	1,130,460
2025	802,750	41,550	112,010	118,330	75,160	1,149,800
2030	814,560	43,000	114,980	123,270	79,340	1,175,150
2035	831,580	44,720	118,630	128,890	83,920	1,207,740
2040	853,750	46,690	122,720	135,100	89,150	1,247,410

Source: Team NEO 2016, Moody's Economy.com

For transportation modeling purposes, NOACA groups employment into three classifications: basic, retail, and service. Industries included in these major classifications are detailed below.

Basic:

- Agriculture, forestry, fishing, and hunting
- Mining, quarrying, and oil and gas extraction
- Utilities
- Construction
- Manufacturing
- Wholesale trade
- Transportation and warehousing

Retail:

- Retail trade
- Food services and drinking establishments

Service:

- Information
- Finance and insurance
- Real estate, rental, and leasing
- Professional, scientific, and technical services
- Management of companies and enterprises
- Administrative and support and waste management and remediation services
- Educational services
- Health care and social assistance
- Arts, entertainment and recreation
- Accommodations
- Public administration

The types of jobs available in the future are important to determine the infrastructure needed to support them. Figure 1.2-4 provides employment projections for NOACA's five counties for basic, retail and service sectors through 2035. Basic sector employment continues to represent 23% of all jobs in 2010, or about 229,000 jobs. Northeast Ohio is a well-established manufacturing center that grew throughout the 20th century. Supporting these production facilities are wholesale trade and transportation and warehousing operations. To stay competitive nationally and globally, however, manufacturing firms routinely have made capital investments that often reduce the number of employees needed. This trend is expected to continue through 2035 with basic employment dropping to about 212,000 jobs, representing 19% of all employment within the NOACA region.

Overall, the Cleveland-Elyria-Mentor MSA is projected to lose approximately 17,000 basic sector jobs by 2035. Most will occur in Cuyahoga County, which is expected to see a 14% decline in basic sector employment, representing a loss of some 20,000 jobs. Projections indicate a slight loss in Geauga County, while Lake County is likely to be unchanged. A basic sector employment gain of about 1,200 jobs is projected for Lorain County, while a 3,100 job gain is proposed for Medina County.

Between 2010 and 2035, an 11% gain, representing about 19,000 jobs, in retail employment is projected for the Cleveland-Elyria-Mentor MSA. In Cuyahoga County, retail sector employment is projected to see a slight 2% increase. Since retail development is directly associated with residential markets, significant gains in retail employment are projected for the other four counties in the NOACA region, including approximately 1,100 jobs in Geauga County; 5,000 jobs in Lake County; 5,700 jobs in Lorain County; and 5,500 jobs in Medina County.

In 2010, the service sector provided more than 600,000 jobs, or 60% of all employment opportunities, in the NOACA region and offers the greatest opportunity for job growth in the

future. Between 2010 and 2035, about 115,000 service sector jobs are expected to be added in the Cleveland-Elyria-Mentor MSA, representing a 19% increase in this sector. In Cuyahoga County, service sector employment is expected to add almost 59,000 jobs, representing more than half of the service sector growth for the entire region. Much of this is expected to occur in the health care field with the continued expansion of the Cleveland Clinic and University Hospitals in research and medical care on their main campuses and satellite facilities elsewhere in Cuyahoga County. Significant increases in service sector employment are anticipated elsewhere in the NOACA region. Between 2010 and 2035, the following increases are projected: more than 4,500 in Geauga County; almost 15,000 in Medina County; more than 16,000 in Lake County; and about 21,000 in Lorain County.

Figure 1.2-4: County Employment by Sector

Year	Industry	County					NOACA
		Cuyahoga	Geauga	Lake	Lorain	Medina	
2000	TOTAL	840,720	35,190	106,800	111,070	55,980	1,149,760
	Basic	222,980	15,760	41,030	42,860	20,720	343,350
	Retail	135,520	5,090	22,510	20,100	10,820	194,040
	Service	482,220	14,340	43,260	48,110	24,440	612,370
	Basic	27%	45%	38%	39%	37%	30%
	Retail	16%	14%	21%	18%	19%	17%
Service	57%	41%	41%	43%	44%	53%	
2010	TOTAL	713,990	34,070	97,190	96,920	59,730	1,001,900
	Basic	143,430	12,140	29,410	26,060	17,140	228,180
	Retail	106,430	6,320	21,400	20,340	13,540	168,030
	Service	464,130	15,610	46,380	50,520	29,050	605,690
	Basic	20%	36%	30%	27%	28%	23%
	Retail	15%	18%	22%	21%	23%	17%
Service	65%	46%	48%	52%	49%	60%	
2020	TOTAL	795,890	40,060	109,370	113,800	71,340	1,130,460
	Basic	147,410	13,860	33,320	30,710	20,130	245,430
	Retail	125,910	7,890	25,300	24,750	16,710	200,560
	Service	522,570	18,310	50,750	58,340	34,500	684,470

Year	Industry	County					NOACA
		Cuyahoga	Geauga	Lake	Lorain	Medina	
	Basic	18%	34%	30%	27%	28%	22%
	Retail	16%	20%	23%	22%	24%	18%
	Service	66%	46%	47%	51%	48%	60%
2030	TOTAL	814,560	43,000	114,980	123,270	79,340	1,175,150
	Basic	130,980	13,310	30,950	29,300	19,940	224,480
	Retail	130,830	8,780	27,530	27,420	19,010	213,570
	Service	552,750	20,910	56,500	66,550	40,390	737,100
	Basic	16%	31%	27%	24%	25%	19%
	Retail	16%	20%	24%	22%	24%	18%
	Service	68%	49%	49%	54%	51%	63%
2035	TOTAL	831,580	44,720	118,630	128,890	83,920	1,207,740
	Basic	125,820	13,270	30,380	29,150	20,130	218,750
	Retail	134,400	9,260	28,740	28,970	20,300	221,670
	Service	571,360	22,190	59,510	70,770	43,490	767,320
	Basic	15%	30%	26%	23%	24%	18%
	Retail	16%	21%	24%	22%	24%	18%
	Service	69%	49%	50%	55%	52%	64%

Year	Industry	County					NOACA
		Cuyahoga	Geauga	Lake	Lorain	Medina	
2040	TOTAL	853,750	46,690	122,720	135,100	89,150	1,247,410
	Basic	122,490	13,360	30,150	29,310	20,550	215,860
	Retail	140,140	9,850	30,300	30,860	21,860	233,010
	Service	591,120	23,480	62,270	74,930	46,740	798,540
	Basic	14%	29%	25%	22%	23%	17%
	Retail	17%	21%	25%	23%	25%	19%
	Service	69%	50%	50%	55%	52%	64%

Source: Team NEO 2016, Moody's Economy.com

