

DESKTOP LABOR MARKET ASSESSMENT

PREPARED FOR
CITY OF MONROE, OHIO

CUSHMAN & WAKEFIELD GLOBAL BUSINESS CONSULTING

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EXECUTIVE SUMMARY

Overview and Study Findings

OVERVIEW

- This report presents a desktop-based, statistical review of Monroe, Ohio's regional labor market characteristics based on factors that typically influence location decision-making for distribution center and manufacturing facility investments.
- Accordingly, C&W compiled published wage-survey data and qualitative labor market attributes/indicators for the City of Monroe's regional labor shed.

STUDY FINDINGS

- Monroe has access to a large population base with over 2.5 million residents within a 45-minute commute.
- Over the next five years, Monroe's immediate population base (within a 20-minute drivetime), is projected to grow consistently with the U.S. average (notably among ages 18 to 34).
- Concentration of employment within the manufacturing industry and production occupations is greater in Monroe than the U.S. average, suggesting the labor force is enriched with necessary skills to support distribution centers or manufacturing facilities.
- Market-representative wage survey results reveal Monroe's relative affordability based on wages and a cost of living below the U.S. average.
- Union election activity is lower within the immediate Monroe region than in the neighboring urban areas of Cincinnati and Dayton.

POPULATION CHARACTERISTICS

Within 20-, 30- and 45-Minute Drivetime from Monroe

- **2.5 MILLION RESIDENTS** live within 45-minutes of Monroe, Ohio.
- **FAVORABLE EDUCATIONAL ATTAINMENT LEVELS** demonstrated by a high percent of adult population with a high school diploma, some college or associates degree.
- **AFFORDABLE LIVING CONDITIONS** with a cost of living and median household income growth below the national average.

POPULATION AND ECONOMIC CHARACTERISTICS				
	20-MINUTE DRIVETIME	30-MINUTE DRIVETIME	45-MINUTE DRIVETIME	U.S. AVERAGE
POPULATION				
Volume	473,182	1,276,519	2,529,007	-
Projected Change, 2013-2018	2.2%	0.7%	0.9%	3.3%
AGE				
Median	37.4	38.2	37.8	37.5
% Population Ages 18-34	20.2%	21.5%	22.7%	23.0%
Historic Population Change Ages 18-34, 2000-2013	7.7%	0.4%	-1.2%	8.2%
EDUCATIONAL ATTAINMENT, ADULT POP. AGES 25+				
% Without High School Diploma	10.8%	11.2%	11.4%	14.6%
% With Some College, HS Diploma or Associate's Degree	58.4%	59.6%	61.1%	59.2%
ECONOMIC INDICATORS				
Cost of Living Index (US=100)	93.7	93.7	93.7	100.0
Median Household Income	\$59,708	\$49,595	\$47,274	\$49,231
% Change in Median Household Income, 2000-2013	15.7%	9.4%	7.6%	16.3%
% of Households with Less Than \$35,000/yr Annual Income	28.9%	36.5%	38.0%	36.3%

Note: Data are representative of 2013, unless otherwise noted.

Source: Nielsen Claritas

WORKFORCE CHARACTERISTICS

Within 20-, 30- and 45-Minute Drivetime from Monroe

- **STRONG PROJECTED CIVILIAN LABOR FORCE GROWTH** within a 20-minute drivetime.
- **FAVORABLE LABOR SUPPLY/DEMAND EQUILIBRIUM** with population change outpacing job growth.
- **HIGH CONCENTRATION OF EMPLOYMENT IN THE MANUFACTURING INDUSTRY** when compared to the U.S. average.

WORKFORCE CHARACTERISTICS				
	20-MINUTE DRIVETIME	30-MINUTE DRIVETIME	45-MINUTE DRIVETIME	U.S. AVERAGE
CIVILIAN LABOR FORCE				
Volume	245,067	656,719	1,304,901	-
Projected Change, 2013-2018	3.1%	1.1%	1.0%	3.6%
Workforce Supply/Demand Differential, 2000-2013 ¹	18,745	35,173	68,348	-
TARGETED DEMOGRAPHIC HOUSEHOLDS²				
Distribution Center Volume	42,946	126,057	280,926	-
Manufacturing Volume	24,214	56,499	134,841	-
TARGETED EMPLOYMENT				
Distribution Center Labor Pool	24,805	64,765	134,024	-
% Manufacturing Industry	18.5%	15.4%	14.2%	10.9%
% Blue-Collar Occupations	19.5%	18.6%	19.6%	21.3%
% Production Occupations	7.5%	6.8%	6.9%	6.2%

¹Positive number indicates growth in supply.

²Represent demographic household characteristics best aligned with a distribution or manufacturing operation workforce requirements (i.e., lower income, blue-collar, high school educated).

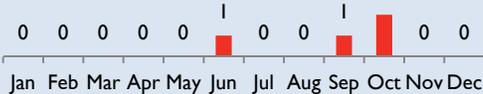
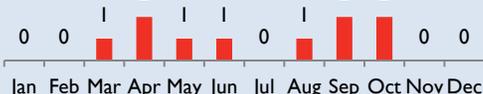
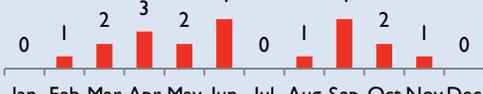
Note: Data are representative of 2013, unless otherwise noted.

Sources: Nielsen Claritas, Economic Research Institute (ERI)

UNION ACTIVITY

Elections and Petitions within 20-, 30- and 45-Minute Drivetime from Monroe

- Union activity pertaining to historic election success rates and petitions for election certification are profiled below for 20-, 30- and 45-minute drivetime boundaries surrounding Monroe, Ohio.
- Union activity appears to be lowest in the area immediately surrounding Monroe with union election success rates increasing in the periphery.

MONROE, OHIO	PETITION ACTIVITY FOR ELECTION CERTIFICATION, 2012		UNION ELECTIONS (2008-2012)	
	TOTAL AND TREND FROM PRIOR YEAR	YEAR ACTIVITY	ELECTIONS PER 100K WORKFORCE	ELECTION OUTCOME
20-Minute Drivetime	4 		3.7	 <p>■ Union 33% ■ Company 67%</p> <p>Total Elections: 9</p>
30-Minute Drivetime	10 		6.1	 <p>■ Union 35% ■ Company 65%</p> <p>Total Elections: 40</p>
45-Minute Drivetime	20 		4.7	 <p>■ Union 43% ■ Company 57%</p> <p>Total Elections: 61</p>

Note:  indicates increase in petition activity over prior year.

Source: National Labor Relations Board

MARKET-REPRESENTATIVE WAGES

Manufacturing and Distribution Center Positions

- Market-representative wage survey results for selected manufacturing and distribution center job positions are illustrated below.
- Hourly wages in Monroe are reportedly up to 2.3% less than the national average for sampled blue-collar positions.

ENTRY-LEVEL REPRESENTATIVE HOURLY WAGES, 2013						
JOB TITLE	MONROE, OH PERCENTILE			U.S.AVERAGE PERCENTILE		
	25TH	50TH	75TH	25TH	50TH	75TH
Operator Packaging/Filling	\$11.41	\$12.26	\$13.46	\$11.44	\$12.36	\$13.56
Forklift Operator	\$11.18	\$11.93	\$13.00	\$11.37	\$12.21	\$13.31
Manufacturing Worker	\$11.50	\$12.17	\$13.10	\$11.73	\$12.46	\$13.40
Warehouse Worker	\$11.51	\$12.30	\$13.42	\$11.55	\$12.40	\$13.52
Assembly Line Foreman	\$18.50	\$20.17	\$22.28	\$18.35	\$19.94	\$22.01
Shipping & Receiving Clerk	\$12.38	\$13.16	\$14.20	\$12.64	\$13.43	\$14.45

Note: All surveyed wages assume entry-level experience (1 year).

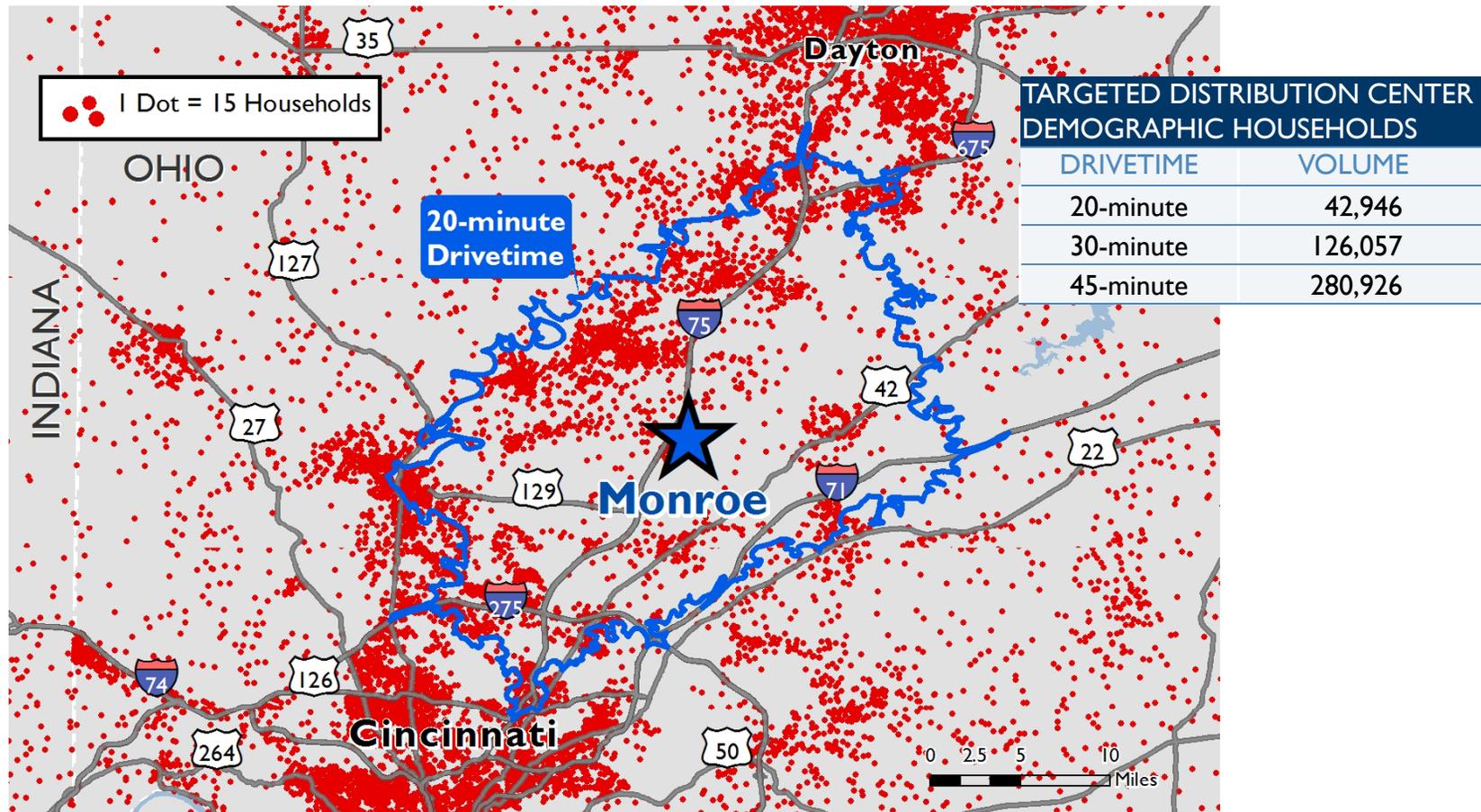
Source: Economic Research Institute (ERI)

Green text indicates Monroe wage is less than the U.S. Average.

LABOR MARKET MAP

Targeted Demographic Households Aligned With Distribution Skills

- Monroe is located near clusters of targeted demographic households aligned with distribution skills in Dayton, Cincinnati and trail between the two cities. The clusters appear to be located along major thoroughfares in southwest Ohio, and are accessible to Monroe from Interstate 75 and 275.

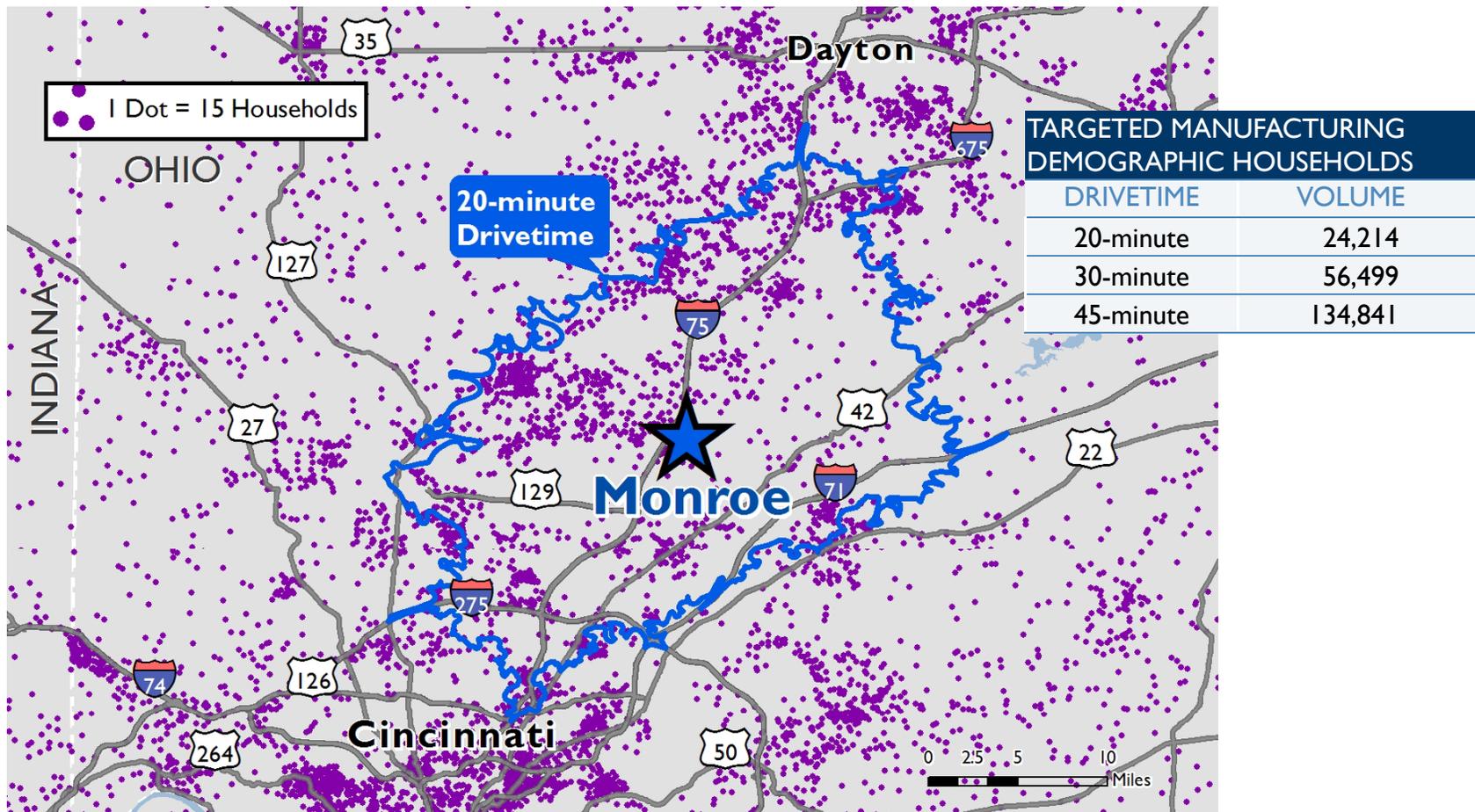


Source: Nielsen Claritas

LABOR MARKET MAP

Targeted Demographic Households Aligned With Manufacturing Skills

- Households with demographic attributes most commonly found in manufacturing operations appear to be concentrated along interstate highways and in Dayton, Cincinnati and trail between the two cities.

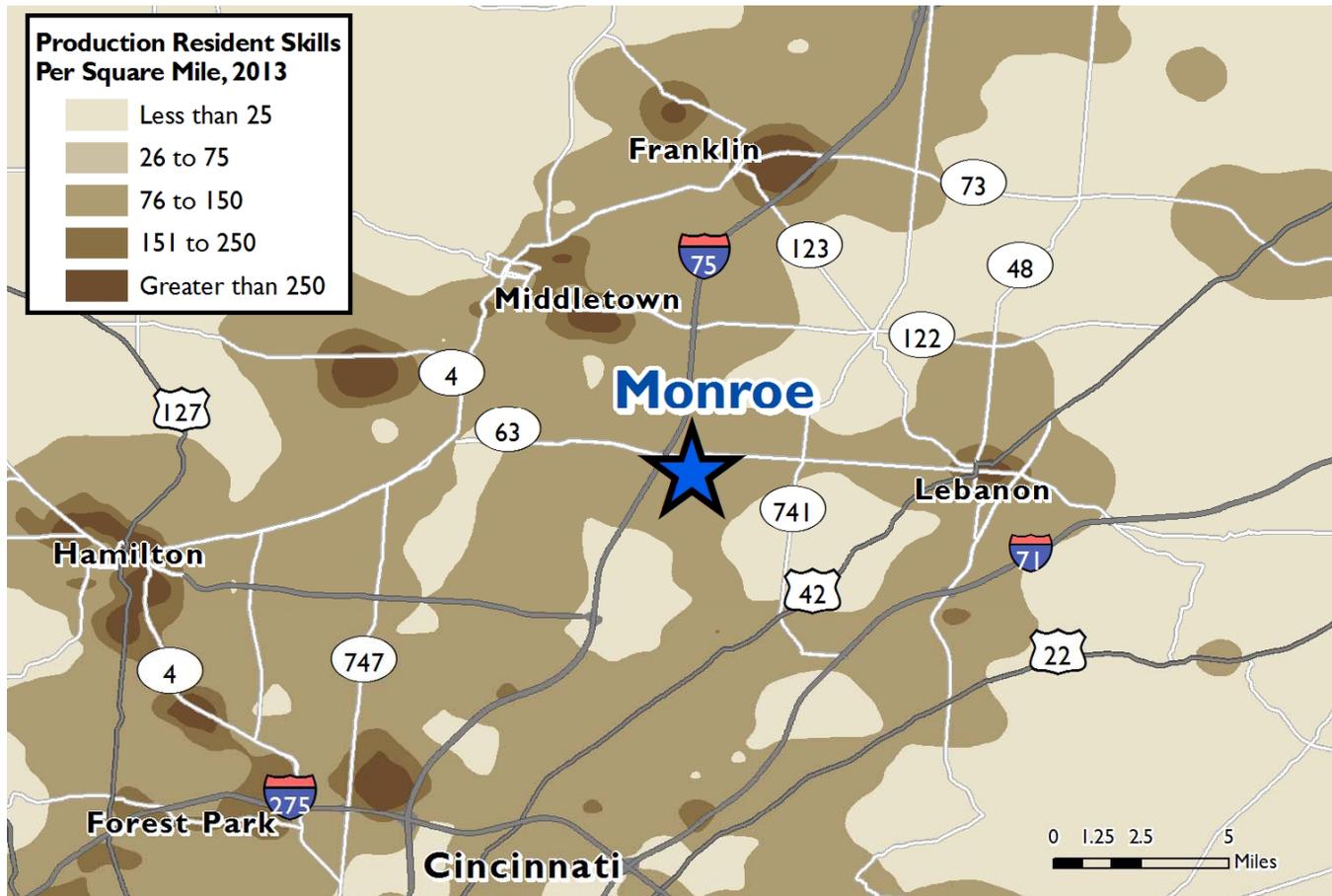


Source: Nielsen Claritas

LABOR MARKET MAP

Production Resident Skills per Square Mile

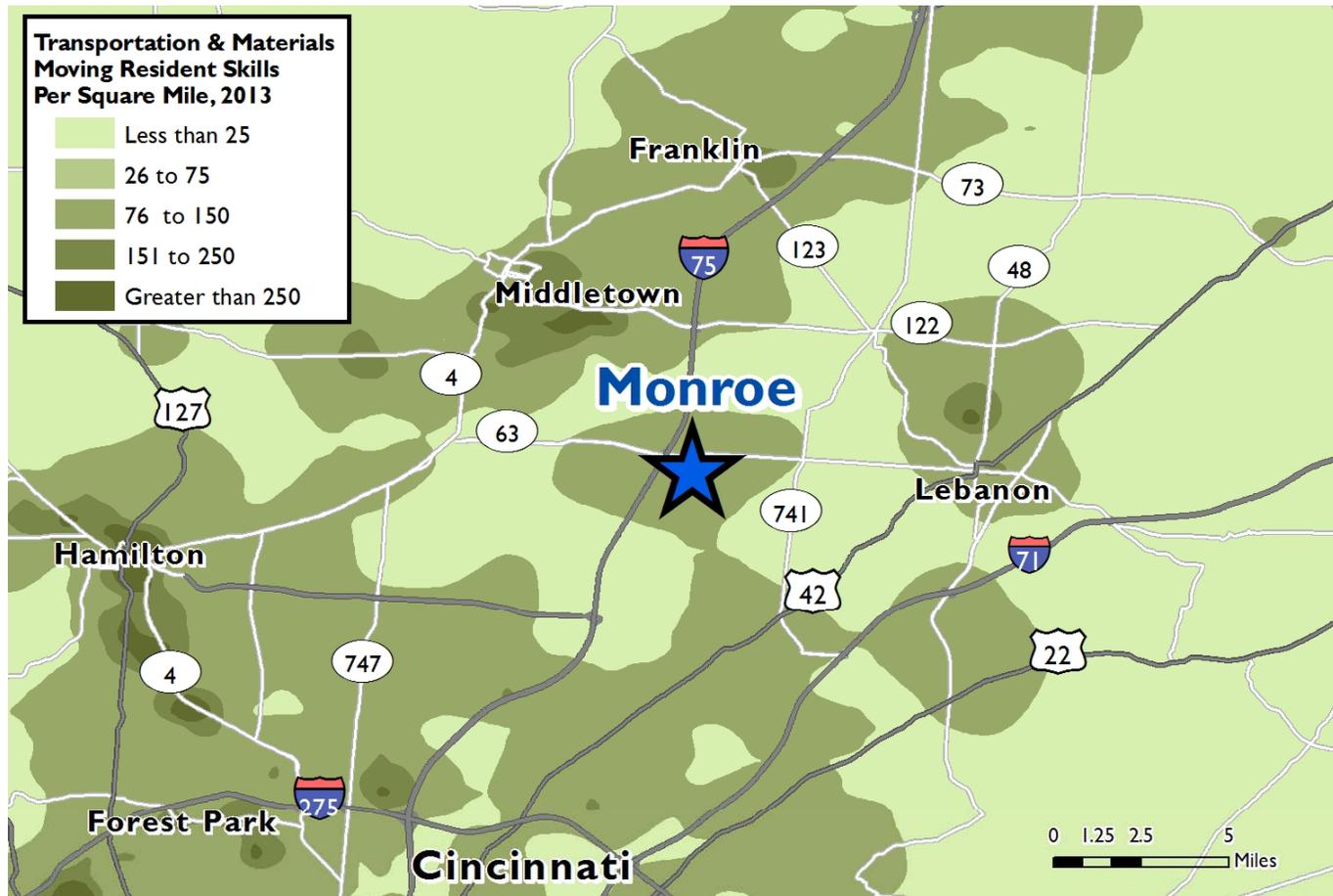
- Monroe is centrally located to pockets of production resident skills located in Middletown, Hamilton, Lebanon and Franklin. Additional areas of concentration are located along Highway 4 and I-75.



LABOR MARKET MAP

Transportation and Materials Moving Resident Skills per Square Mile

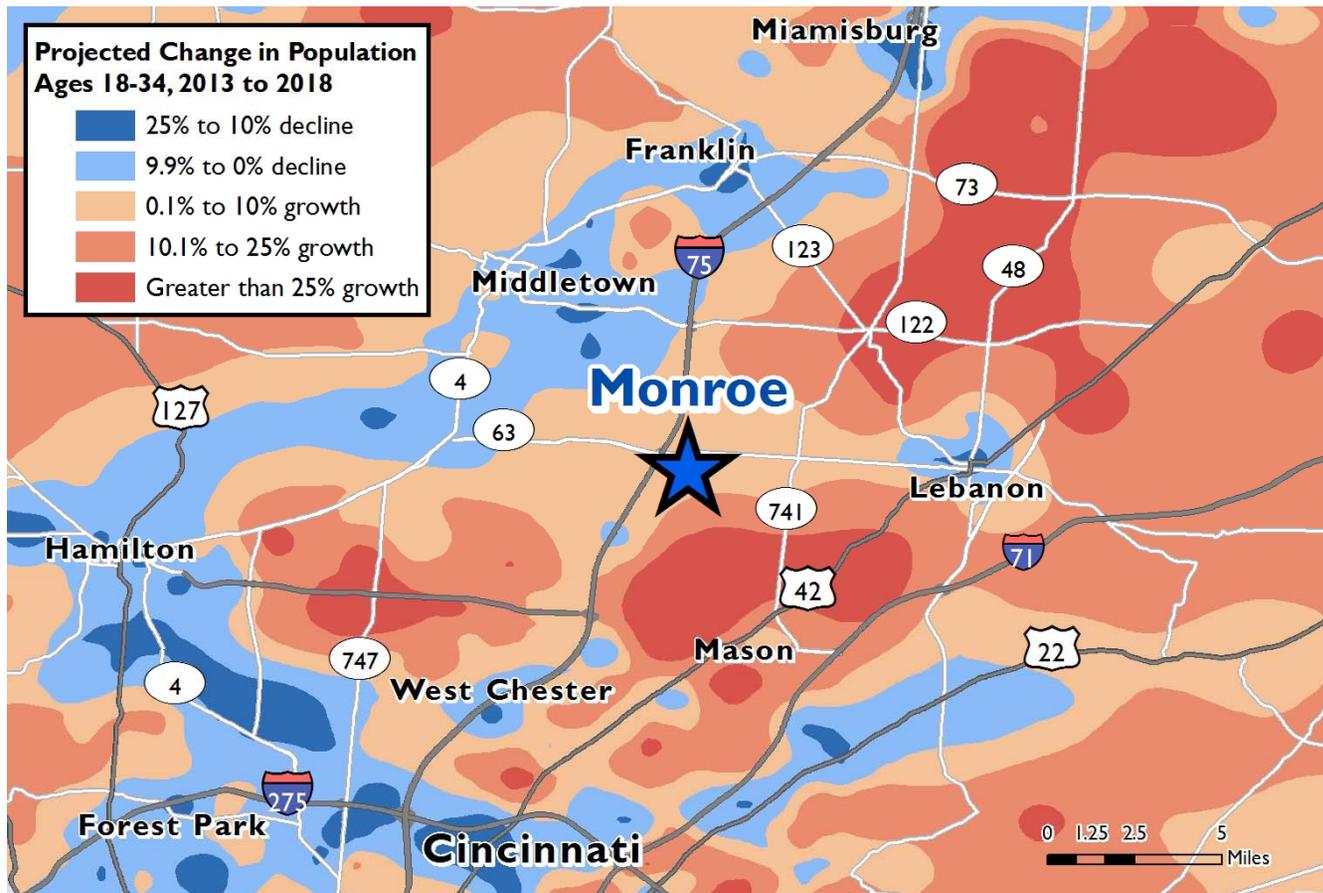
- Monroe is also centrally located to concentrations of transportation and materials moving resident skills in Middletown, Hamilton, Lebanon and Franklin.



LABOR MARKET MAP

Projected Change in Population Ages 18-34, 2013 to 2018

- The map below indicates future labor supply based on the projected change of population ages 18-34 from 2013 to 2018. Middletown, Hamilton, Lebanon and Franklin are expected to have the largest declines in population within this age group. Monroe, however, is centrally located to pockets of the largest projected growth.



Source: Nielsen Claritas

APPENDIX

WAGE SURVEY JOB DESCRIPTIONS



JOB TITLE	JOB DESCRIPTION
Operator Packaging/Filling	<ul style="list-style-type: none"> Operates and tends machine that performs one or more packaging functions, such as filling, marking, labeling, tying, packing, or wrapping containers.
Forklift Operator	<ul style="list-style-type: none"> Operates and drives gasoline-, liquefied gas-, or electric-powered industrial truck equipped with lifting devices, such as forklift, boom, scoop, lift beam and swivel-hook, fork-grapple, clamps, elevating platform, or trailer hitch, to push, pull, lift, stack, tier, or move products, equipment, or materials in warehouse, storage yard, or factory. Moves levers and presses pedals to drive truck and control movement of lifting apparatus. Positions forks, lifting platform, or other lifting device under, over, or around loaded pallets, skids, boxes, products, or materials, or hooks tow trucks to trailer hitch, and transports load to designated area.
Manufacturing Worker	<ul style="list-style-type: none"> Manufactures parts of products by performing a variety of tasks. Assembles, refines, and welds in relation to the production or manufacture of various types of products

Source: Economic Research Institute (ERI)

WAGE SURVEY JOB DESCRIPTIONS



JOB TITLE	JOB DESCRIPTION
Warehouse Worker	<ul style="list-style-type: none"> • Receives, stores, and distributes material, tools, equipment, and products within establishments. • Reads production schedule, customer order, work order, shipping order, or requisition to determine items to be moved, gathered, or distributed. • Conveys materials and items from receiving or production areas to storage or to other designated areas by hand, hand truck, or electric hand truck.
Assembly Line Foreman	<ul style="list-style-type: none"> • Assists supervisor in coordinating activities of workers engaged in product assembly, applying knowledge of assembly techniques, specifications, and production scheduling. • Discusses with supervisor and checks production schedules, specifications, and priorities to plan departmental work assignments. • Designates duties of assembly workers and leads department activities.
Shipping & Receiving Clerk	<ul style="list-style-type: none"> • Verifies and keeps records on incoming and outgoing shipments and prepares items for shipment. • Compares identifying information and counts, weighs, or measures items of incoming and outgoing shipments to verify information against bills of lading, invoices, orders, or other records. • Records receipt of incoming materials and equipment.

Source: Economic Research Institute (ERI)

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