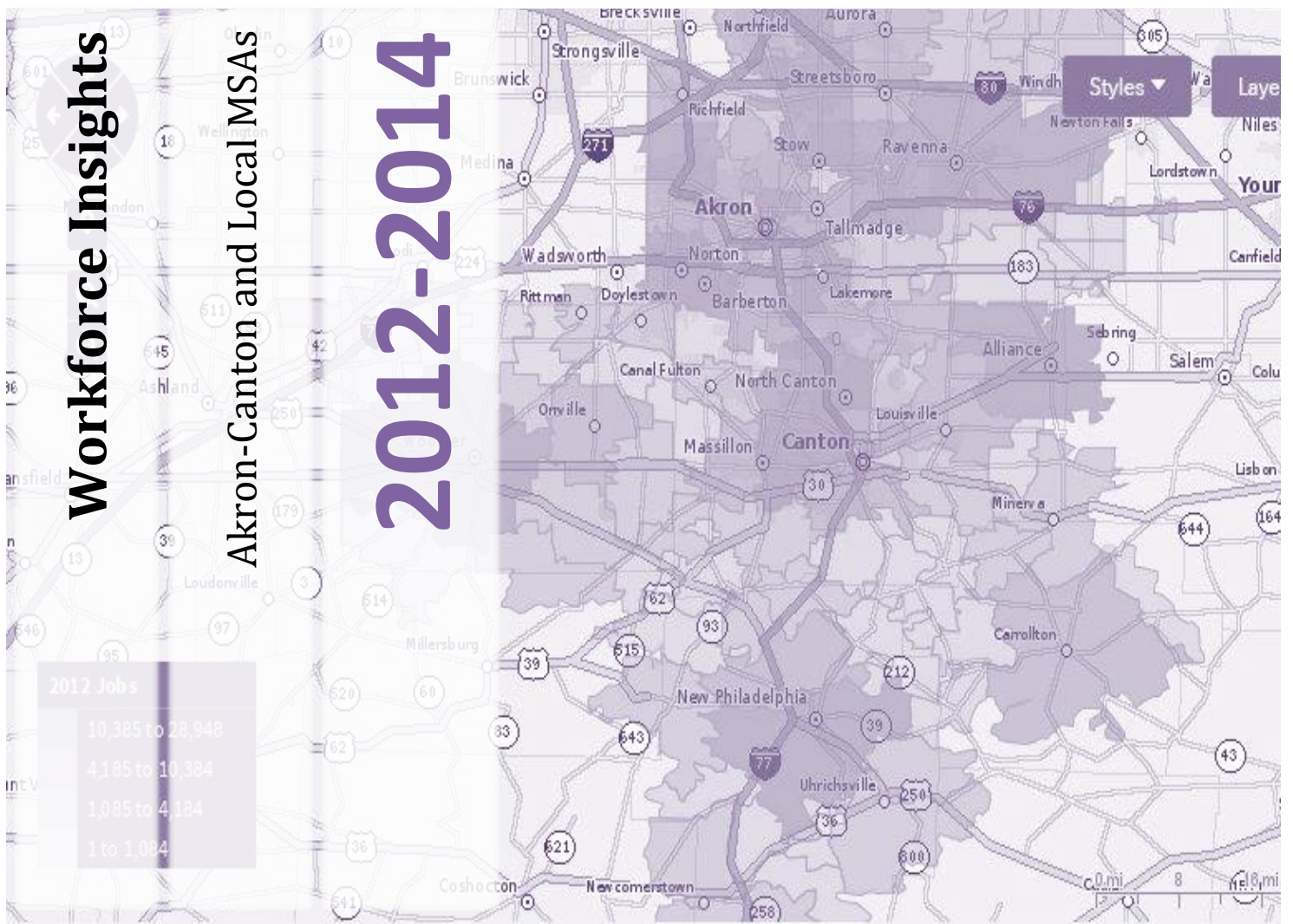


Workforce Insights

Akron-Canton and Local MSAs

2012-2014



The Young Entrepreneur's Consortium

This overview report provides a snapshot of the local job market across Akron, Canton, Wooster, and New Philadelphia MSAs. Considerations include healthy occupations (large, growing, and well-paying (livable wages, or \$14/hourly)). The data to inform these summary charts have been compiled from powerful licensed data sources including EMSI an economic modeling tool, and WantedAnalytics, a real-time job posting aggregator and analyst tool.

Contents

Geographic Region Overview.....	3
Skills & Certifications	5
Healthy Occupations for County Entry-Level Workers.....	6
Employers Hiring Now	11
Online Sources	11
Top Titles.....	11

Geographic Region Overview

Akron, Canton, Wooster, New Philadelphia MSAs

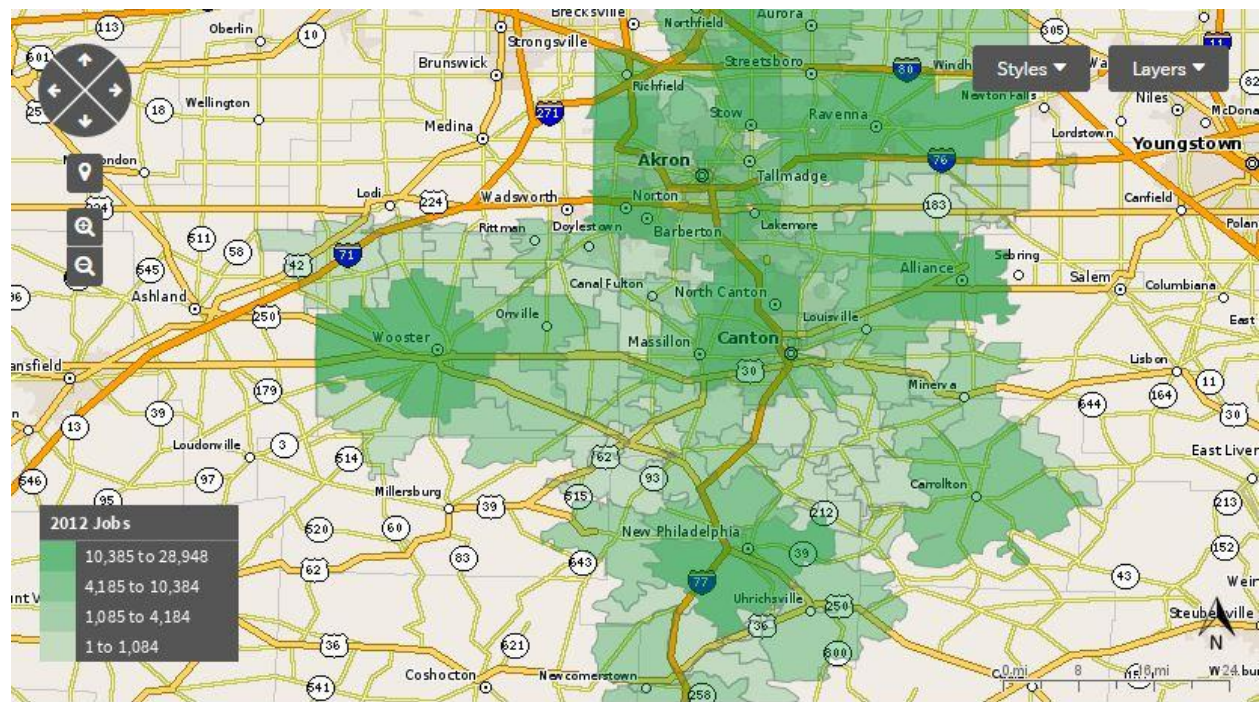


Figure 1: Job Volume across Akron, Canton, New Philadelphia, and Wooster MSAs

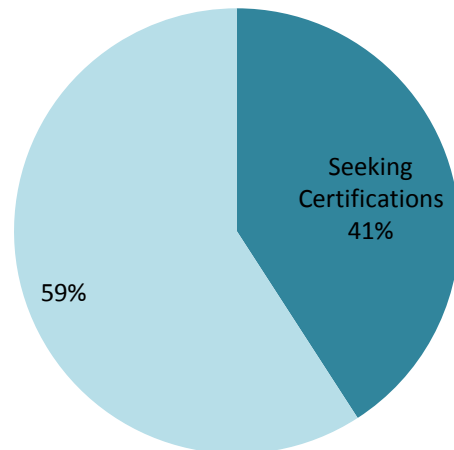
Table 1: Job Growth by Zip Code (2012-2014) (Selected regions of 150 zip code areas)

ZIP	ZIP Name	2014 Jobs	2012 - 2014 Change	2012-2014 % Change
44646	Massillon, OH (in Stark county)	17589.56715	10	0%
44667	Orrville, OH (in Wayne county)	7681.278571	-96	-1%
44615	Carrollton, OH (in Carroll county)	5382.895702	633	13%
44606	Apple Creek, OH (in Wayne county)	2613.41474	56	2%
44270	Rittman, OH (in Wayne county)	1992.878893	-48	-2%
44644	Malvern, OH (in Carroll county)	1919.815534	204	12%
44677	Smithville, OH (in Wayne county)	1698.231084	97	6%
44232	Green, OH (in Summit county)	1477.435686	11	1%
44730	East Canton, OH (in Stark county)	1248.912364	-23	-2%
44643	Magnolia, OH (in Stark county)	490.921477	14	3%
44691	Wooster, OH (in Wayne county)	26038.68909	397	2%
44663	New Philadelphia, OH (in Tuscarawas county)	12776.59287	-218	-2%

Skills & Certifications

0-2 Years' Experience | Oct-Nov 2014

5526 Jobs found posted for entry-level workers. 2258 of these postings want some certification.



Top 10 Certifications by Volume

Certifications	# Ads
Certified Registered Nurse (RN)	327
Commercial Driver's License (CDL)	292
Basic Life Support (BLS)	130
Occupational Safety & Health Administration Certification (OSHA)	129
State insurance license	103
Certification in Cardiopulmonary Resuscitation (CPR)	100
Health Insurance Portability and Accountability Act - HIPAA (HIPAA)	83
Licensed Practical Nurse (LPN)	77
Food safety programs (HACCP)	62
Advanced Cardiac Life Support (ACLS)	60

Here are the top 10 hard skills sought after in County online postings:

Hard Skills	# Ads
Quality Assurance (QA)	135
Bilingual	101
User Experience design (UX)	97
Preventative maintenance inspections	81
Pediatrics	72
Technical support	70
Structured query language (SQL)	62
Marketing and Sales	59
Geriatrics	57
Quality control	56

Soft Skills are mentioned in EVERY ad. Here are the top 10:

Soft Skills	# Ads
Oral and written communication skills	1,483
Integrity	625
Customer service oriented	575
Detail oriented	486
Microsoft Office	484
Self-starting / Self-motivated	467
Team-oriented, teamwork	440
Sales and operations planning	402
Sales experience / ability	350
Problem solving	350

Healthy Occupations for County Entry-Level Workers

Annual Openings Exist | Less than 5 Years' Work Experience Required | Wages > \$12.00/Hour

(First 27 of 180 occupations available to HS degree holders)

High School Degree

Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Customer Service Representatives	352	\$16.33	X	X
Team Assemblers	277	\$14.48	X	X
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	246.5	\$15.38	X	X
Maintenance and Repair Workers, General	224.5	\$16.46	X	X
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	188	\$28.36	X	X
Shipping, Receiving, and Traffic Clerks	176.5	\$14.42	X	X
First-Line Supervisors of Retail Sales Workers	168	\$17.46		X
Bookkeeping, Accounting, and Auditing Clerks	158	\$16.00	X	X
First-Line Supervisors of Office and Administrative Support Workers	155.5	\$22.59	X	X
Industrial Machinery Mechanics	148	\$21.29	X	
Automotive Service Technicians and Mechanics	142	\$15.39	X	X
Medical Secretaries	133	\$14.35	X	X
Machinists	130	\$17.16		X
Inspectors, Testers, Sorters, Samplers, and Weighers	125.5	\$17.25	X	X
Sales Representatives, Services, All Other	125	\$25.02	X	
Light Truck or Delivery Services Drivers	123	\$15.25	X	X
Computer-Controlled Machine Tool Operators, Metal and Plastic	117.5	\$18.93	X	
Packaging and Filling Machine Operators and Tenders	106.5	\$14.35	X	
Electricians	105	\$23.58		
Operating Engineers and Other Construction Equipment Operators	104	\$22.86	X	
Welders, Cutters, Solderers, and Brazers	98	\$16.47		
Managers, All Other	85.5	\$29.35		
Police and Sheriff's Patrol Officers	85.5	\$24.34		
Insurance Sales Agents	84	\$26.15		X
Billing and Posting Clerks	81	\$14.95		
Business Operations Specialists, All Other	77.5	\$28.20	X	
First-Line Supervisors of Mechanics, Installers, and Repairers	74.5	\$27.02		

Postsecondary Credential (Non-Degree)

Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Heavy and Tractor-Trailer Truck Drivers	267.5	\$18.20	X	X
Licensed Practical and Licensed Vocational Nurses	145.5	\$18.57		X
First-Line Supervisors of Production and Operating Workers	128.5	\$25.86	X	X
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	80.5	\$19.16		
Firefighters	60	\$19.99		
Dental Assistants	37	\$15.22		
Medical Records and Health Information Technicians	33.5	\$16.09		
Telecommunications Equipment Installers and Repairers, Except Line Installers	19.5	\$24.23		
Electronic Home Entertainment Equipment Installers and Repairers	15.5	\$14.77		
Audio and Video Equipment Technicians	13	\$17.12		
Massage Therapists	12	\$15.48		
Medical Transcriptionists	12	\$14.50		
Phlebotomists	11.5	\$14.14		
First-Line Supervisors of Fire Fighting and Prevention Workers	10	\$29.03		
Aircraft Mechanics and Service Technicians	10	\$23.02		
Prepress Technicians and Workers	10	\$18.20		
Surgical Technologists	8.5	\$21.44		
Electrical and Electronics Repairers, Commercial and Industrial Equipment	8	\$25.46		
Computer User Support Specialists	72	\$19.75		
Computer, Automated Teller, and Office Machine Repairers	10.5	\$16.14		

Associate's Degree

Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Registered Nurses	332.5	\$29.07	X	X
Paralegals and Legal Assistants	45.5	\$19.90		
Veterinary Technologists and Technicians	27.5	\$14.35		
Chemical Technicians	27	\$20.71		
Physical Therapist Assistants	25	\$28.86		
Medical and Clinical Laboratory Technicians	24	\$19.52		
Dental Hygienists	23.5	\$32.12		
Computer Network Support Specialists	23.5	\$22.59		
Web Developers	20	\$21.96		
Radiologic Technologists	17	\$24.14		
Industrial Engineering Technicians	17	\$22.24		
Engineering Technicians, Except Drafters, All Other	14.5	\$28.15		
Respiratory Therapists	14.5	\$25.00		
Architectural and Civil Drafters	14	\$21.41		
Mechanical Engineering Technicians	12.5	\$23.37		
Occupational Therapy Assistants	12	\$26.37		
Diagnostic Medical Sonographers	11.5	\$29.47		
Electrical and Electronics Engineering Technicians	10.5	\$23.87		
Environmental Science and Protection Technicians, Including Health	10.5	\$18.35		
Life, Physical, and Social Science Technicians, All Other	10	\$22.91		
Medical Equipment Repairers	9.5	\$21.23		
Mechanical Drafters	9	\$23.05		
Morticians, Undertakers, and Funeral Directors	9	\$21.79		
Civil Engineering Technicians	8.5	\$26.47		
Cardiovascular Technologists and Technicians	5	\$23.03		

(First 27 of 91, by Annual Openings)

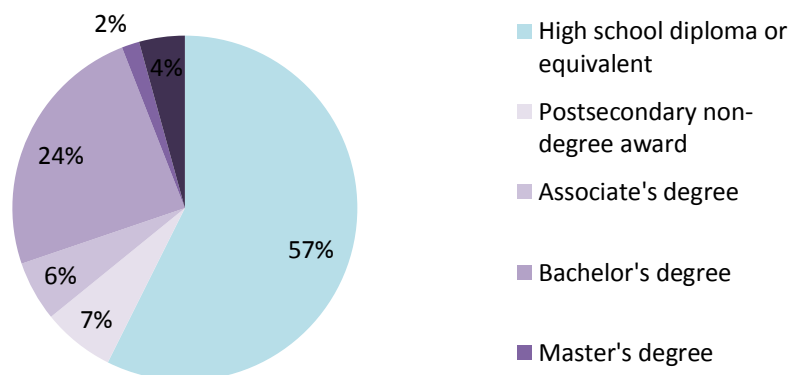
Bachelor's Degree

Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Accountants and Auditors	215.5	\$29.58	X	X
Elementary School Teachers, Except Special Education	196.5	\$27.82		X
Secondary School Teachers, Except Special and Career/Technical Education	152	\$29.02		X
Computer Systems Analysts	94	\$36.91	X	
Market Research Analysts and Marketing Specialists	86.5	\$27.45	X	
Management Analysts	83	\$30.27	X	
Middle School Teachers, Except Special and Career/Technical Education	82.5	\$27.35		
Graphic Designers	81	\$18.51		
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	79.5	\$33.70		
Mechanical Engineers	76	\$33.92		
Securities, Commodities, and Financial Services Sales Agents	75.5	\$40.42	X	
Coaches and Scouts	73	\$14.48		
Software Developers, Applications	65	\$33.28	X	
Medical and Health Services Managers	62	\$44.11		
Cost Estimators	55.5	\$27.02		
Industrial Engineers	53.5	\$33.98		
Civil Engineers	50	\$34.39		
Sales Managers	48.5	\$51.07		
Teachers and Instructors, All Other	48.5	\$17.59		
Network and Computer Systems Administrators	44	\$30.64		
Personal Financial Advisors	42.5	\$38.68		
Substitute Teachers	40	\$15.61		
Human Resources Specialists	39.5	\$26.32		
Engineers, All Other	34.5	\$39.06		
Computer Programmers	33	\$35.09		
Computer Occupations, All Other	32.5	\$37.20		
Administrative Services Managers	32	\$37.71		

Post Graduate Degree

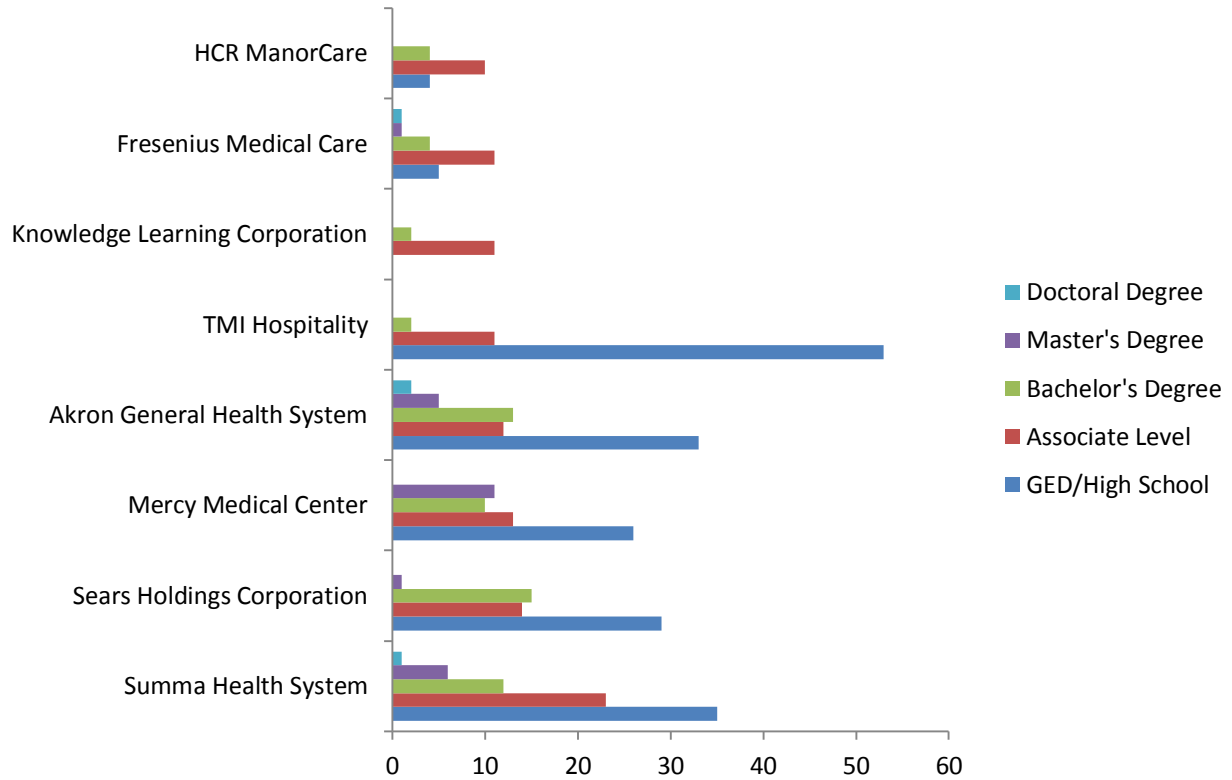
Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Postsecondary Teachers	231	\$36.65		X
Lawyers	85	\$44.23	X	
Physicians and Surgeons, All Other	68	\$88.01		
Physical Therapists	41	\$39.34		
Pharmacists	36	\$55.49		
Veterinarians	29	\$44.74		
Dentists, General	16	\$88.89		
Clinical, Counseling, and School Psychologists	15.5	\$33.92		
Family and General Practitioners	8.5	\$69.56		
Chiropractors	8.5	\$51.38		
Surgeons	6.5	\$116.58		
Optometrists	6.5	\$49.87		
Medical Scientists, Except Epidemiologists	6.5	\$37.13		
Rehabilitation Counselors	38	\$20.93		
Mental Health Counselors	27.5	\$23.52		
Educational, Guidance, School, and Vocational Counselors	27	\$29.27		
Nurse Practitioners	22	\$42.60		
Healthcare Social Workers	20.5	\$24.17		
Librarians	16	\$23.70		
Occupational Therapists	15.5	\$41.52		
Speech-Language Pathologists	13.5	\$35.74		
Community and Social Service Specialists, All Other	13	\$17.32		
Nurse Anesthetists	9	\$75.17		
Curators	7.5	\$25.85		
Physician Assistants	6	\$46.13		

Annual Openings, By Education Level



Employers Hiring Now

5526 Jobs found online posted by 1302 unique employers.



Top Titles

SOC Name	# Ads
Retail Salespersons	479
Heavy and Tractor-Trailer Truck Drivers	270
First-Line Supervisors of Retail Sales Workers	252
Registered Nurses	250
Customer Service Representatives	167
First-Line Supervisors of Food Preparation and Serving Workers	157
Insurance Sales Agents	142
Sales Agents, Financial Services	120
Cashiers	118
Maintenance and Repair Workers, General	115
Retail Salespersons	479
Heavy and Tractor-Trailer Truck Drivers	270

Online Sources

Website	# Ads
Corporate site	1441
US.jobs	843
JobNetwork	475
Monster	335
LinkedIn	306
ZipRecruiter	266
CareerBuilder	256
CareerBoard	227
snagajob	207
Jobing	186
Ohio Means Jobs	160