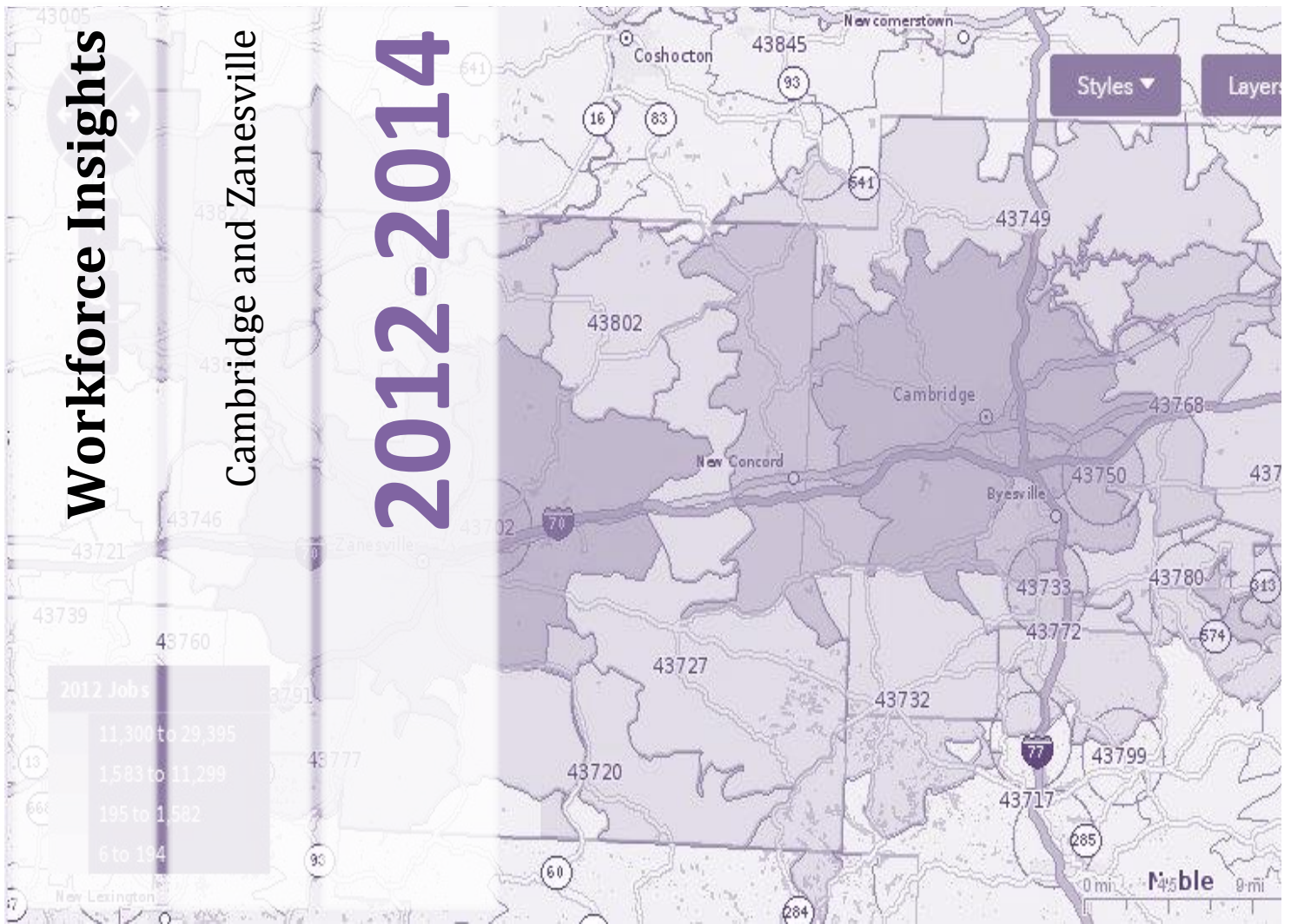


Workforce Insights

Cambridge and Zanesville

2012-2014



The Young Entrepreneur's Consortium

This overview report provides a snapshot of the local job market across Cambridge and Zanesville 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.

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Geographic Region Overview

Cambridge, and Zanesville MSAs

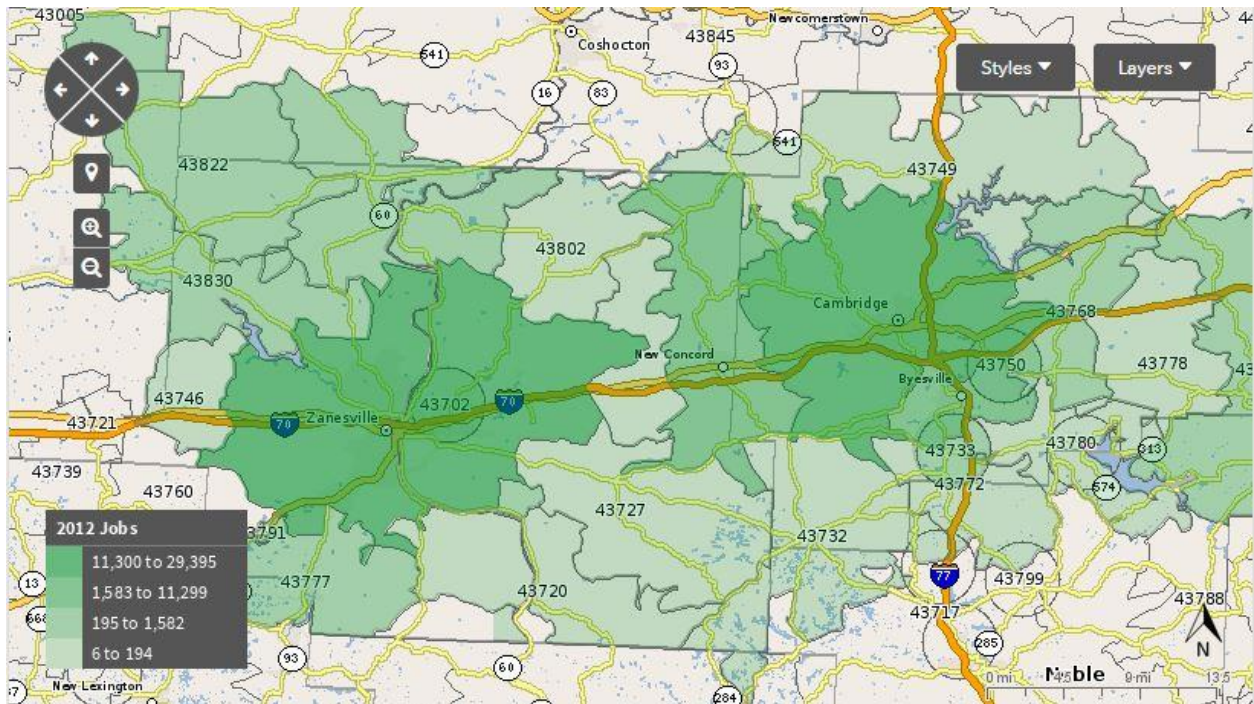


Figure 1: Job Volume across Akron, Canton, New Philadelphia, and Wooster MSAs

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

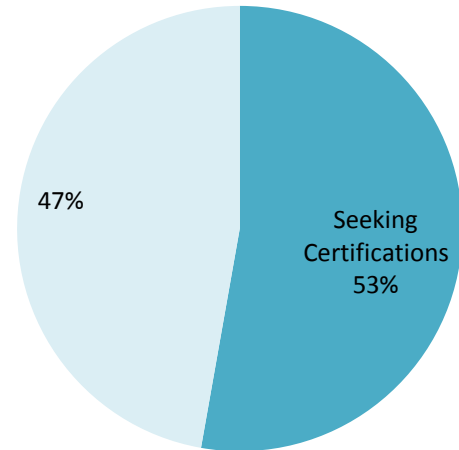
ZIP	ZIP Name	2014 Jobs	2012 - 2014 Change	2012-2014 % Change
43701	Zanesville, OH (in Muskingum county)	29367.84628	-27	0%
43725	Cambridge, OH (in Guernsey county)	12459.31093	458	4%
43762	New Concord, OH (in Muskingum county)	2198.552394	54	3%
43723	Byesville, OH (in Guernsey county)	1755.745784	97	6%
43702	Zanesville, OH (in Muskingum county)	650.773621	-36	-5%
43822	Frazeysburg, OH (in Muskingum county)	419.150816	-191	-31%
43734	Duncan Falls, OH (in Muskingum county)	520.183321	1	0%
43821	Dresden, OH (in Muskingum county)	506.462895	4	1%
43830	Nashport, OH (in Muskingum county)	485.081485	6	1%
43755	Lore City, OH (in Guernsey county)	558.329615	137	33%
43777	Roseville, OH (in Muskingum county)	386.279998	8	2%
43773	Quaker City, OH (in Guernsey county)	228.72467	8	4%
43749	Kimbolton, OH (in Guernsey county)	198.258397	6	3%
43732	Cumberland, OH (in Guernsey county)	192.366243	11	6%
43767	Norwich, OH (in Muskingum county)	176.590308	-4	-2%

43772	Pleasant City, OH (in Guernsey county)	176.350093	8	5%
43746	Hopewell, OH (in Muskingum county)	244.46588	102	72%
43778	Salesville, OH (in Guernsey county)	128.677283	-2	-2%
43780	Senecaville, OH (in Guernsey county)	122.945089	1	1%
43722	Buffalo, OH (in Guernsey county)	79.750384	3	4%
43802	Adamsville, OH (in Muskingum county)	67.230163	-1	-1%
43771	Philo, OH (in Muskingum county)	56.563044	-7	-11%
43727	Chandlersville, OH (in Muskingum county)	60.246106	-2	-3%
43733	Derwent, OH (in Guernsey county)	62.680731	3	5%
43720	Blue Rock, OH (in Muskingum county)	42.923788	-7	-14%
43768	Old Washington, OH (in Guernsey county)	37.771938	1	3%
43736	Fairview, OH (in Guernsey county)	26.026243	-1	-4%
43842	Trinway, OH (in Muskingum county)	19.964959	0	0%
43735	East Fultonham, OH (in Muskingum county)	16.134054	-3	-16%
43791	White Cottage, OH (in Muskingum county)	10.536316	0	0%
43750	Kipling, OH (in Guernsey county)	<10	--	--
43738	Fultonham, OH (in Muskingum county)	<10	--	--

Skills & Certifications

0-2 Years' Experience | Oct-Nov 2014

574 Jobs found posted for entry-level workers. 303 of these postings want some certification.



Top 10 Certifications by Volume

Certifications	# Ads
Certified Registered Nurse (RN)	51
Commercial Driver's License (CDL)	38
Certification in Cardiopulmonary Resuscitation (CPR)	29
Health Insurance Portability and Accountability Act - HIPAA (HIPAA)	17
Licensed Practical Nurse (LPN)	15
Advanced Cardiac Life Support (ACLS)	12
Certified Nursing Assistant (CNA)	12
Occupational Safety & Health Administration Certification (OSHA)	11
Certified Purchasing Manager (CPM)	9
Home Health Aide (HHA)	7

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

Hard Skills	# Ads
Marketing and Sales	18
Quality Assurance (QA)	11
Bilingual	9
Preventative maintenance inspections	9
Quality control	8
IBM Lotus Notes	7
Critical care	7
Technical support	6
Epic software	6
Pediatrics	6

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

Soft Skills	# Ads
Oral and written communication	136
Team-oriented, teamwork	61
Integrity	59
Customer service oriented	54
Detail oriented	52
Work ethics	40
Self-starting / Self-motivated	38
Strong leadership skills	34
Organizational skills	33
Time management	33

Healthy Occupations for Entry-Level Workers

Annual Openings Exist | Less than 5 Years' Work Experience Required | Wages > \$14.00/Hour

High School Degree

Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Operating Engineers and Other Construction Equipment Operators	24.5	\$19.52	X	X
First-Line Supervisors of Retail Sales Workers	16	\$15.71	X	
Extruding, Forming, Pressing, and Compacting Machine Setters, Operators, and Tenders	14	\$16.19	X	
Customer Service Representatives	13.5	\$16.65	X	
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	13	\$26.39	X	X
Welders, Cutters, Solderers, and Brazers	13	\$18.78		X
Bus and Truck Mechanics and Diesel Engine Specialists	12.5	\$18.62		X
Maintenance and Repair Workers, General	12.5	\$15.36	X	X
Bookkeeping, Accounting, and Auditing Clerks	12.5	\$14.11	X	X
Self-Enrichment Education Teachers	12	\$15.74		X
Industrial Machinery Mechanics	10.5	\$20.96		X
First-Line Supervisors of Office and Administrative Support Workers	10	\$22.93	X	
Mixing and Blending Machine Setters, Operators, and Tenders	10	\$18.19		X
Inspectors, Testers, Sorters, Samplers, and Weighers	9	\$18.67		X
Helpers--Extraction Workers	9	\$15.22		X
Automotive Service Technicians and Mechanics	9	\$14.11	X	
Sales Representatives, Services, All Other	8.5	\$20.53		X
First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand	8	\$19.36		X
First-Line Supervisors of Transportation and Material-Moving Machine and Vehicle Operators	7.5	\$24.68		X
Packaging and Filling Machine Operators and Tenders	7.5	\$14.80		
Police and Sheriff's Patrol Officers	7	\$23.59		
Billing and Posting Clerks	7	\$15.25		X
First-Line Supervisors of Mechanics, Installers, and Repairers	6	\$24.13		
Postal Service Mail Carriers	6	\$23.94		
Managers, All Other	6	\$21.77		
Insurance Sales Agents	5.5	\$24.64		
Machinists	5	\$17.25		

Postsecondary Credential (Non-Degree)

Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Heavy and Tractor-Trailer Truck Drivers	58	\$17.76	X	X
Licensed Practical and Licensed Vocational Nurses	15	\$19.04	X	
Emergency Medical Technicians and Paramedics	9	\$16.19		X
First-Line Supervisors of Production and Operating Workers	7	\$24.51	X	

Associate's Degree

Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Registered Nurses	30.5	\$27.36	X	X

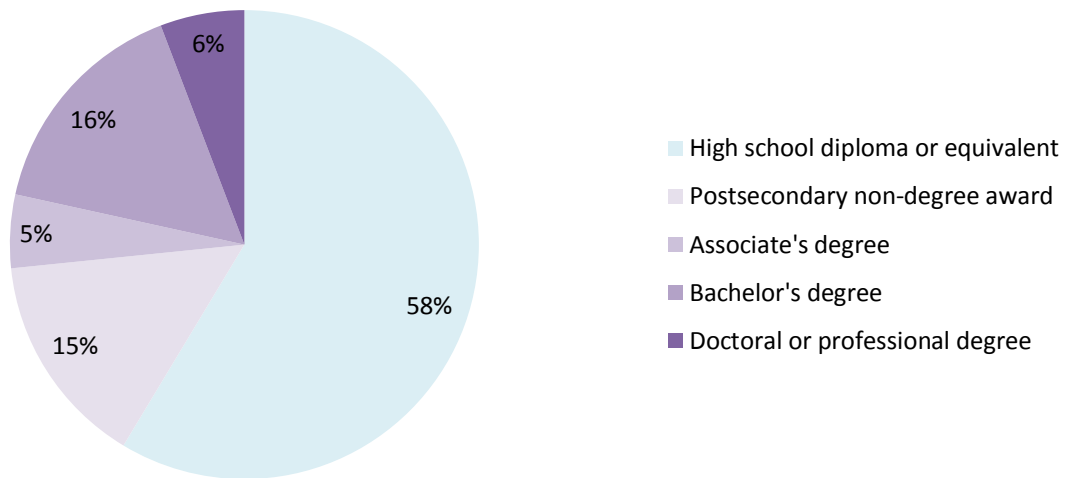
Bachelor's Degree

Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Elementary School Teachers, Except Special Education	26	\$27.41	X	X
General and Operations Managers	17.5	\$39.65	X	X
Accountants and Auditors	9.5	\$27.32	X	
Middle School Teachers, Except Special and Career/Technical Education	9	\$24.10	X	
Secondary School Teachers, Except Special and Career/Technical Education	8.5	\$25.92	X	
Civil Engineers	7.5	\$38.97		X
Mechanical Engineers	6.5	\$31.06		X
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	5.5	\$30.05		

Post Graduate Degree

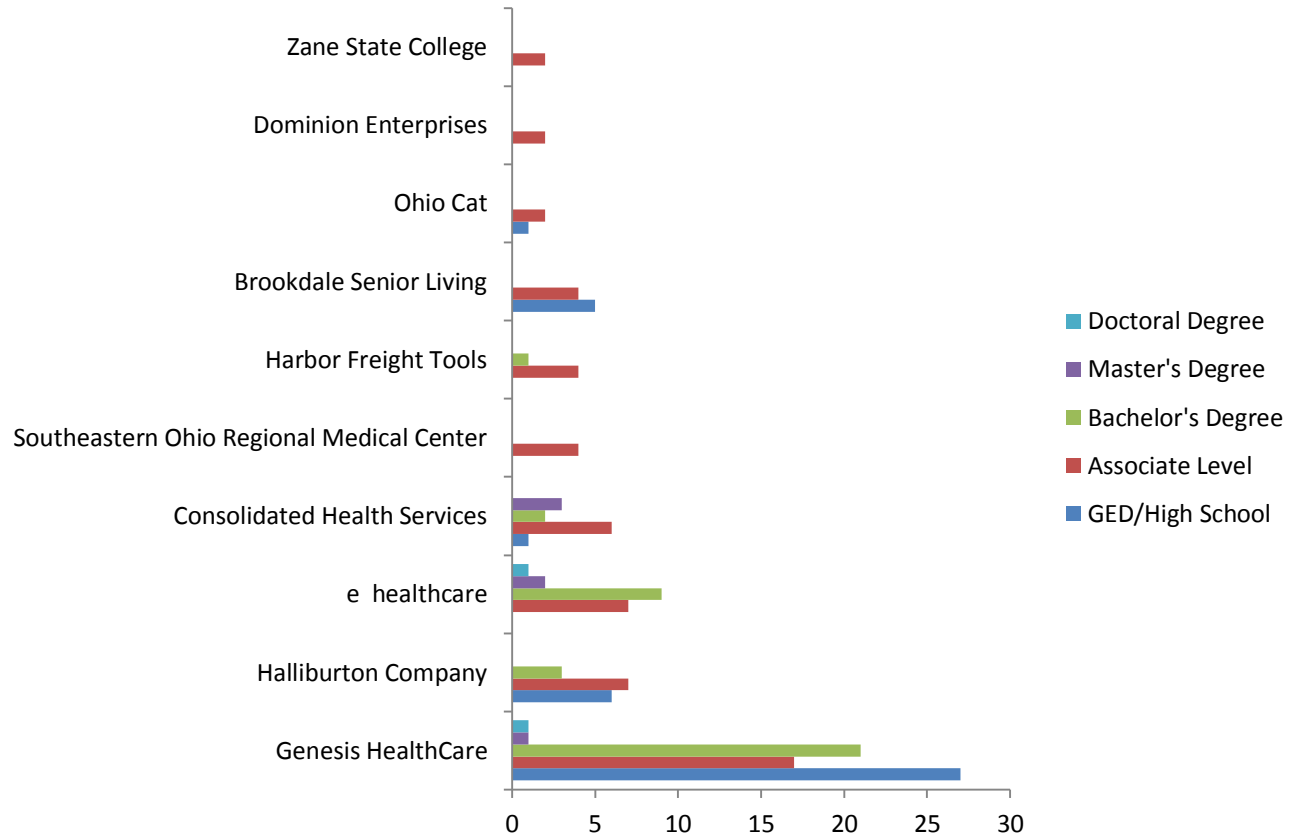
Job Type (SOC Name)	Annual Openings	2013 Avg. Hourly Earnings	Largest	Fastest
Postsecondary Teachers	231	\$36.65		X

Annual Openings, by Education Level



Employers Hiring Now

574 Jobs found online posted by 205 unique employers.



Top Titles

SOC Name	# Ads
Heavy and Tractor-Trailer Truck Drivers	46
First-Line Supervisors of Retail Sales Workers	40
Retail Salespersons	39
Registered Nurses	32
Customer Service Representatives	21
First-Line Supervisors of Food Preparation and Serving Workers	18
Services Offered	17
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	13
Licensed Practical and Licensed Vocational Nurses	11
Stock Clerks, Sales Floor	11

Online Sources

Website	# Ads
LinkedIn	96
US.jobs	85
Corporate site	63
Beyond.com	61
JobNetwork	50
ZipRecruiter	50
CareerBuilder	31
Ohio Means Jobs	24
CareerBoard	22
HealthCareSource	17
LinkedIn	96