**Analysis for Community Planning**

**PLAN 7012**

**Fall 2014**

**Metropolitan Area Economic Analysis, Pt 1:**

**Economic Base Report (15 points)**

Final Report Due Friday, November 21

Using the data collected in your economic base spreadsheet, and any other pertinent information from the County Business Patterns (or Economic Census), prepare a narrative report that contains the following elements. (Include the 2008 and 2012 tables from the economic base spreadsheet as appendices to the report.)

**Introduction:**

In the introduction to your report, provide a description of your study area, including its geographic location, the components the MSA, the total population, and any other relevant socioeconomic information that you might care to include. (Limit this to a single paragraph.)

In a single paragraph, describe the nature and purpose of economic base analysis and how it might help the reader understand the economy of the study area.

**Large Industries:**

Construct two tables in your text (not as appendices) showing the five largest industries (at the 3-digit NAICS level) in 2008 and 2012. For each industry, show its employment in absolute numbers and as a percent of total local employment. Compare the two tables, focusing on the most significant changes and *non*-changes.

In your discussion (but not in the tables), use 4- or 5-digit NAICS data that might help the reader better understand what kinds of economic activities are occurring. For example, if beverage and tobacco manufacturing (NAICS 312) is a large employer, you could point out that most of the employment is in beverage manufacturing (NAICS 3121), particularly wineries (NAICS 31213).

**Basic Industries:**

Construct two tables in your text showing all of the basic industries (at the 3-digit NAICS level) in 2008 and 2012. Show the location quotient and employment for each basic industry. Compare the large industries tables (above) with the basic industries tables. Are the large industries all significant contributors to the base? If not, explain why not.

**Diversity in the Base:**

Assess the degree of diversity in the economic base in 2008 and 2012. (Consider the measures described on pg 21 of *Economic Base: What Our Jobs are Tied To*.) Is your economic base becoming more or less diverse? Explain why you think this is happening and whether it is good or bad for your study area.

**Conclusion:**

Overall, do you think yours is a healthy economy? Why or why not? What further questions does this analysis raise for you, i.e., what else do you need to know to make a more definitive statement about this economy?