

DEMOGRAPHICS

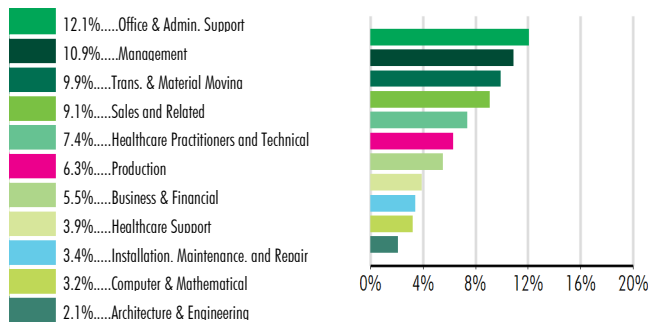
Key Metrics	Market	National
Population (vs. nat'l metro avg)	879,914	750,658
Labor Force (vs. nat'l metro avg)	468,478	382,312
Proj. Pop Growth	2.0%	3.6%
Unemployment (Monthly)	4.6%	3.6%
Median Household Income - USD	\$71,814	\$64,692
Proj. Income Growth	9.1%	11.2%
Cost of Living	104.0%	100.0%
% Population 21-34 (Millennials)	16.7%	19.1%
Median Home Value	\$ 250,009	\$ 263,557

MARKET WAGES (USD)

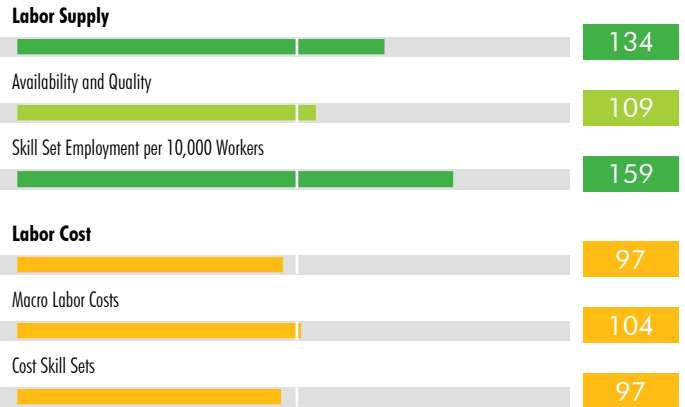


Job Title – Year of Experience	Market	National
A Forklift Operator - 1 Year	\$37,911	\$36,723
B Materials Handler - 1 Year	\$37,647	\$36,475
C Shipping and Receiving Clerk - 1 Year	\$38,922	\$38,172
D Warehouse Supervisor - 3 Year	\$69,109	\$65,807
E Warehouse Worker - 1 Year	\$35,015	\$33,975

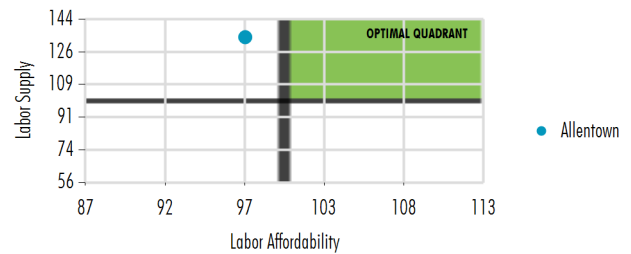
EMPLOYMENT BY OCCUPATION



MARKET INDEXES



OPTIMAL BALANCE

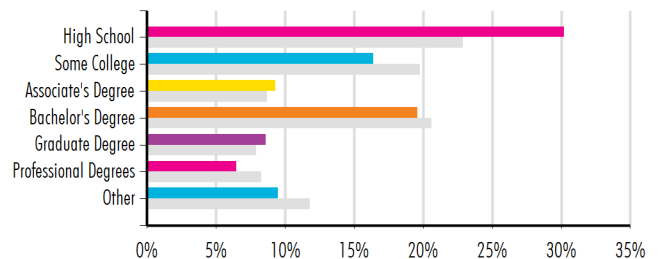


POST SECONDARY SCHOOLS

Post Secondary Schools	Type	Enrollment
Northampton County Area Commu...	2-Year Community College	9,769
Lehigh Carbon Community Col.	2-Year Community College	7,109
Lehigh Univ.	4-Year Private University	6,849
Warren County Community Col.	2-Year Community College	3,496
DeSales Univ.	4-Year Private University	3,438

2-Yr Colleges: 11 **2-Yr Enrollment:** 22,237 **Total # of Colleges:** 19
4-Yr Colleges: 8 **4-Yr Enrollment:** 21,315 **Total Enrollment:** 43,552

EDUCATIONAL ATTAINMENT



* National Average denoted in Gray

METHODOLOGY

Know your Score

GeoSkill makes it easy to score a market based on several dozen variables benchmarked against the national average. This enables a quick assessment of labor market strengths and weaknesses.

Profile ***

A profile is the combination of data points and their assigned weighting scheme that represents a given set of criteria for one or multiple skill sets. This profile is based on a basic set of criteria that can be further customized upon request.

Market Index ***

Index scores are calculated so that they are relative to the national average. With national indices having a value of 100, all scores above 100 indicate a positive attribute, while scores below 100 indicate a negative attribute. **Cost scores are inverted so that a score above 100 indicates a lower cost market than the national average.**

- A **supply** score of 105 indicates the value is 5% **greater than the national average**
- A **cost** score of 105 indicates the value is 5% **less than the national average**

Sources ***

Demographics: ESRI (annual); Wages & Cost of Living: Economic Research Institute (bi-annual); Education Institutions: IPEDS (annual); Occupation Data: Bureau of Labor Statistics (annual); Quality of Life: EASI Analytics (annual); Market Activity and Competition: CBRE Labor Analytics Proprietary Research (ongoing)

COMPETITIVE INTELLIGENCE, CUSTOMIZATION & LOCATION STRATEGY

Did you know talent considerations drive more than 83% of location strategy decisions? Workforce demand is at all time highs and identifying the right location for a sustainable competitive advantage is paramount. Labor statistics only show a part of the talent and location strategy picture. Successful location decisions also include:

- ✓ Workforce longevity & scalability
- ✓ Customized skill set profiling
- ✓ Primary labor market research
- ✓ Competitive research
- ✓ Talent mapping

Index Value and Color Key ***

COLOR	INDEX SCORE	INDICATION
NATIONAL AVERAGE: 100		
DARK GREEN	115+	Highly positive and desirable attribute: Scores very well in comparison to the national average. Supply is well above national average; Cost is well below national average.
	↑ SUPPLY ↓ COST	
LIGHT GREEN	105-114	Positive and desirable attribute: Scores well in comparison to the national average. Supply is above national average; Cost is below national average.
	↑ SUPPLY ↓ COST	
YELLOW	95-104	Neutral attribute: Scores close to the national average. Supply and Cost are close to the national average.
	→ SUPPLY → COST	
ORANGE	85-94	Negative attribute: Scores below the national average. Supply is below the national average; Cost is above the national average.
	↓ SUPPLY ↑ COST	
RED	84 AND BELOW	Highly negative attribute: Scores well below the national average. Supply is well below the national average; Cost is well above the national average.
	↓ SUPPLY ↑ COST	

CBRE's Labor Analytics has delivered labor and location strategies for its clients for over 20 years. For a deeper or more customized analysis or site selection strategy, call us. We can help.

HOW DOES THIS MARKET FIT MY SPECIFIC NEEDS?	HOW SUSTAINABLE OR SCALABLE IS THIS MARKET?	WHAT ARE THE BEST LOCATIONS FOR OUR BUSINESS?	HOW DO I CREATE A ROADMAP FOR MY PORTFOLIO?
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