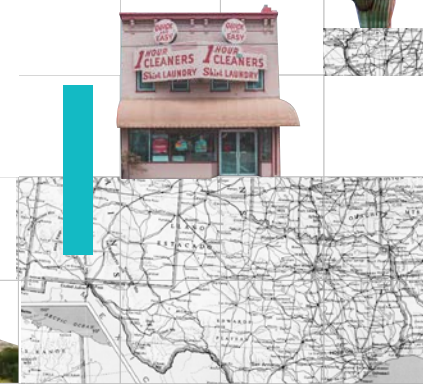
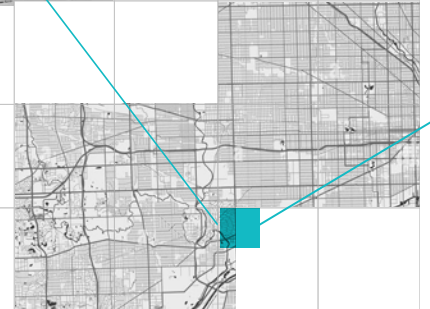
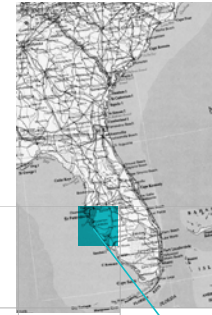


# Talent Attraction Scorecard

Top Spots and Tips for Talent Development



# 2022 Talent Attraction Scorecard

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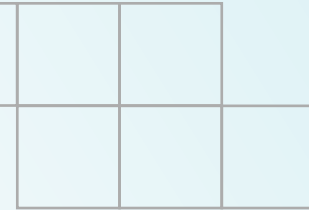


To explore **complete rankings and interactive charts**, visit the online report at [lightcast.io/talent-scorecard](https://lightcast.io/talent-scorecard).





# MAINTAINING THE TALENT PIPELINE



**F**OR THE LAST FEW DECADES, talent and workforce have been top of mind for communities. Where are businesses going to find the talent with the skills they need?

To help communities understand how they were doing at attracting and developing talent to help meet this need, Lightcast launched the Talent Attraction Scorecard.

Now in its seventh year, the Scorecard ranks counties based on education, overall job change, migration, skilled job change, competitive effect (jobs created above or below what is expected), and skilled job openings.



This year's rankings capture the tumultuous COVID years, with education and jobs data from 2017–2021. Rankings also capture the first wave of pandemic migration, with IRS migration data from 2016–2020.

The Scorecard is divided into **Large Counties** (100,000+ population), **Small Counties** (5,000–99,999 population), and **Micro Counties** (less than 5,000 population). New this year are **state** rankings.

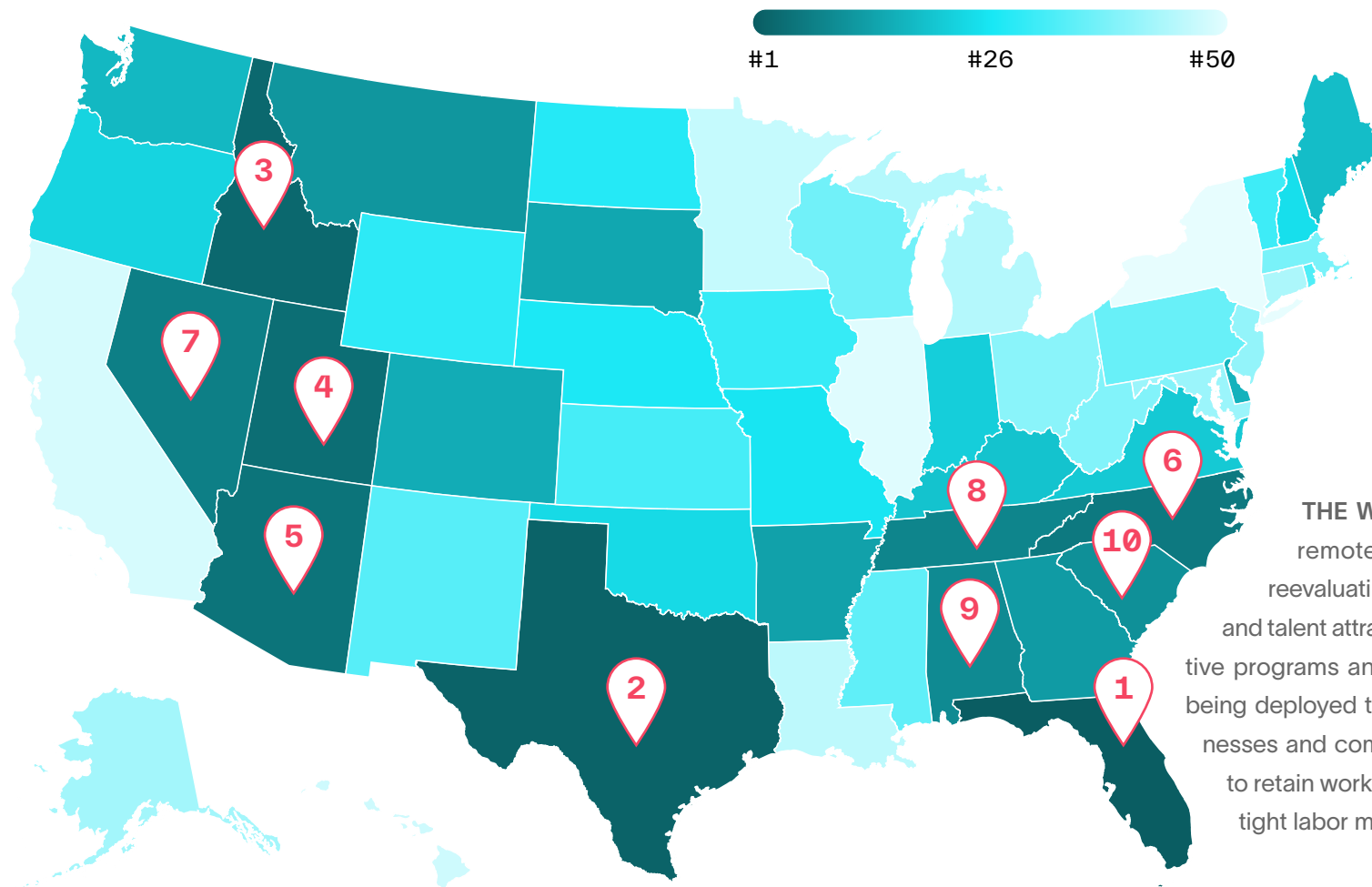
As communities now grapple with a demographic drought, worker shortage, supply chain woes, and a looming recession, creating and maintaining a healthy talent pipeline will be vital. Throughout this report are Talent Tips to help communities do just that. **Be sure to also access the online version at [www.lightcast.io/talent-scorecard](http://www.lightcast.io/talent-scorecard) to interact with all the charts.**





# TOP STATES

## 2022 State Rankings



### TOP 10

1. Florida
2. Texas
3. Idaho
4. Utah
5. Arizona
6. North Carolina
7. Nevada
8. Tennessee
9. Alabama
10. South Carolina

THE WIDESPREAD ADOPTION of remote work coupled with talent reevaluating priorities has put migration and talent attraction on center stage. Incentive programs and marketing campaigns are being deployed to attract workers. Both businesses and communities are also struggling to retain workers to meet the demands of a tight labor market.

Source: Lightcast



## 1 Florida

Education Attainment:	+14.5%
Jobs:	+4.3%
Skilled Jobs:	+12.2%
Net Migration (2020):	82,126
Competitive Effect:	199,817
Skilled Job Openings per 1,000:	20

## 2 Texas

Education Attainment:	+15.3%
Jobs:	+4.2%
Skilled Jobs:	+10.4%
Net Migration (2020):	63,608
Competitive Effect:	216,594
Skilled Job Openings per 1,000:	21

## 3 Idaho

Education Attainment:	+17.8%
Jobs:	+11.8%
Skilled Jobs:	+16.9%
Net Migration (2020):	15,297
Competitive Effect:	29,614
Skilled Job Openings per 1,000:	25

## 4 Utah

Education Attainment:	+16.5%
Jobs:	+10.7%
Skilled Jobs:	+15.5%
Net Migration (2020):	6,681
Competitive Effect:	55,507
Skilled Job per Openings 1,000:	27

## 5 Arizona

Education Attainment:	+15.8%
Jobs:	+6.8%
Skilled Jobs:	+11.8%
Net Migration (2020):	42,788
Competitive Effect:	63,632
Skilled Job Openings per 1,000:	19

## 6 North Carolina

Education Attainment:	+15.1%
Jobs:	+4.1%
Skilled Jobs:	+11.1%
Net Migration (2020):	36,503
Competitive Effect:	91,024
Skilled Job Openings per 1,000:	22

## 7 Nevada

Education Attainment:	+17.6%
Jobs:	+2.3%
Skilled Jobs:	+12.4%
Net Migration (2020):	16,477
Competitive Effect:	26,596
Skilled Job Openings per 1,000:	19

## 8 Tennessee

Education Attainment:	+14.8%
Jobs:	+3.1%
Skilled Jobs:	+8.5%
Net Migration (2020):	21,911
Competitive Effect:	31,572
Skilled Job Openings per 1,000:	22

## 9 Alabama

Education Attainment:	+11%
Jobs:	+1.4%
Skilled Jobs:	+9%
Net Migration (2020):	7,207
Competitive Effect:	24,360
Skilled Job Openings per 1,000:	21

## 10 South Carolina

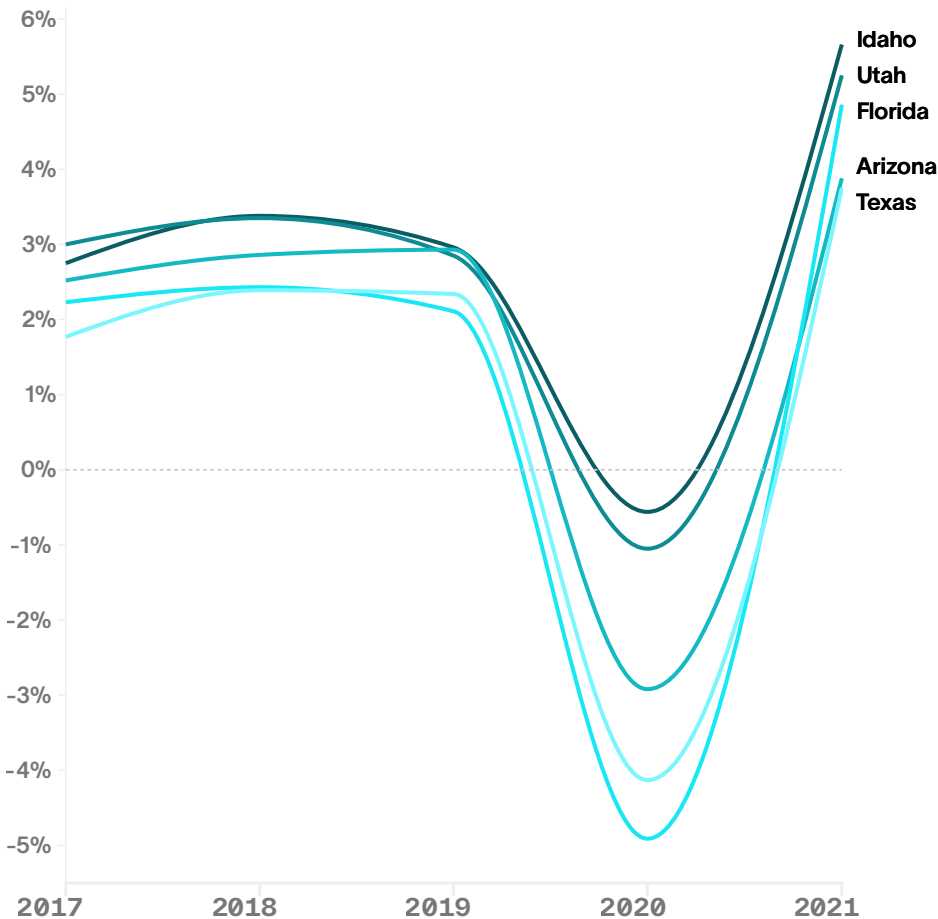
Education Attainment:	+15.7%
Jobs:	+2.9%
Skilled Jobs:	+6.7%
Net Migration (2020):	25,076
Competitive Effect:	8,619
Skilled Job Openings per 1,000:	20



# Top 5 States for Job Growth, 2017–2021

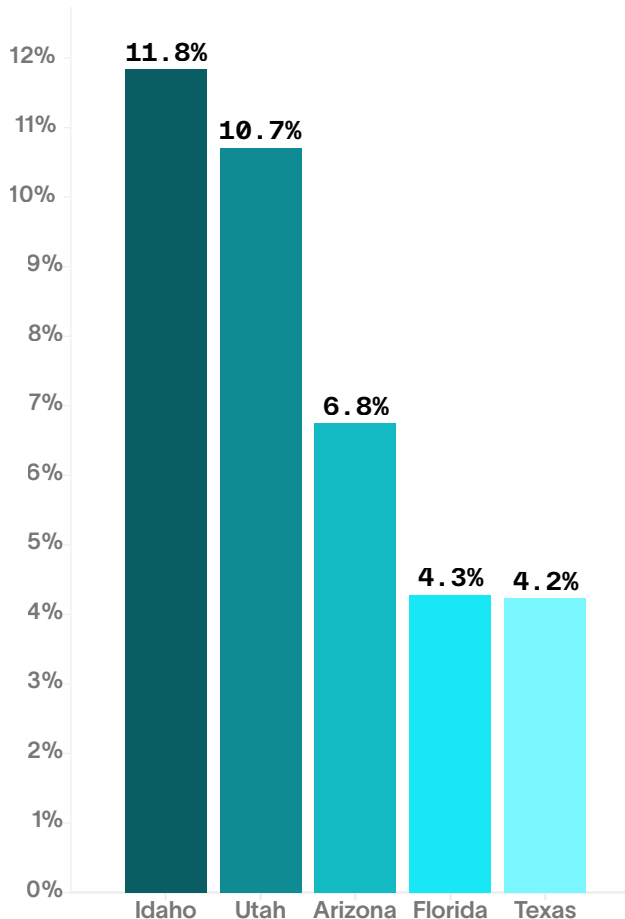
THE COVID YEARS threw jobs and unemployment claims into a tailspin. Many states saw their job gains of previous years wiped out. Others managed to weather the storm or bounce back stronger. Idaho led the charge with 11.8% job growth.

YoY % Job Growth, 2017–2021



Source: Lightcast

Overall % Job Growth, 2017–2021







## TALENT TIP

# Housing—the new economic development

**HOUSING HAS QUICKLY RISEN** to the levels of workforce as a top concern for economic developers. An International Economic Development Council survey in March 2022 found that fully 60% of respondents reported their economic development organization was working to increase residential housing inventory. Whether trying to retain or attract talent, having available and affordable housing is a must.

- ▶ **AFFORDABILITY:** Occupational wage data and projected job growth are a must to know who can afford housing, and who can't.
- ▶ **CREATIVITY:** Think outside the box. Bryan, TX, is using [pattern zoning](#), Baltimore employer-assisted housing through their [Live Near Your Work program](#), and Genesee County in Michigan is using a [land bank](#).
- ▶ **LONGEVITY:** Remember it's both the short and long game. Housing is needed now, but also pay attention to long-term trends like birth rates and immigration, and what they mean for housing stock.

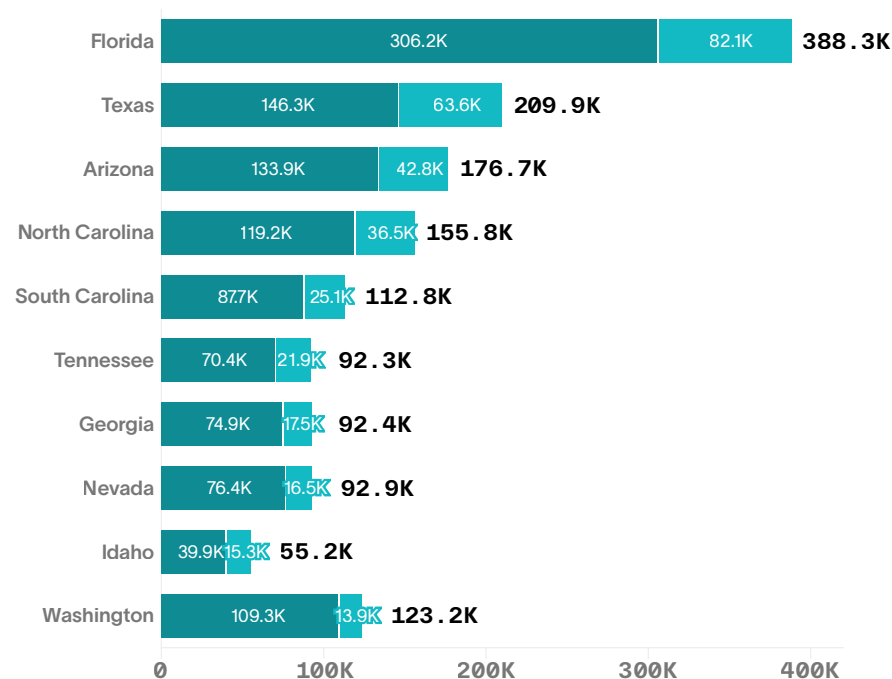


# Top 10 and Bottom 10 States by 2020 Net Migration

A PREVAILING NARRATIVE through, and coming out of, the pandemic has been migration. First, people sought less dense places. Then, people took full advantage of remote work. And now, people are searching for affordability. And likely all of these things were and continue to happen at the same time. Eight of the top 10 counties for inbound migration in 2020 are also top 10 in our state rankings. Meanwhile, of the top 10 states for outflow in 2020, seven of them are in the bottom 10 of our state rankings.

## TOP 10

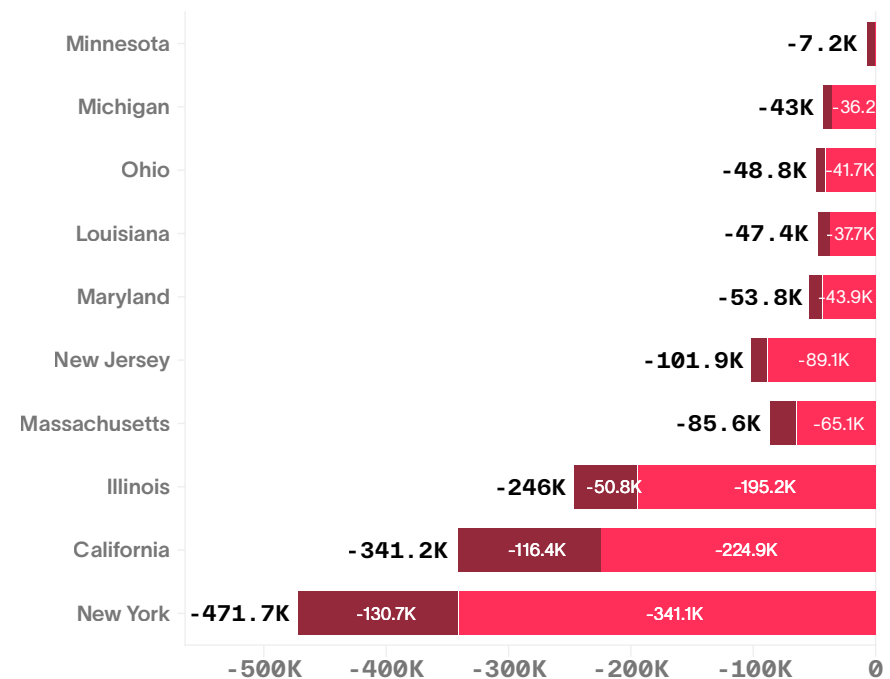
Net Migration ● 2016-2019 ● 2020



Source: Lightcast, IRS

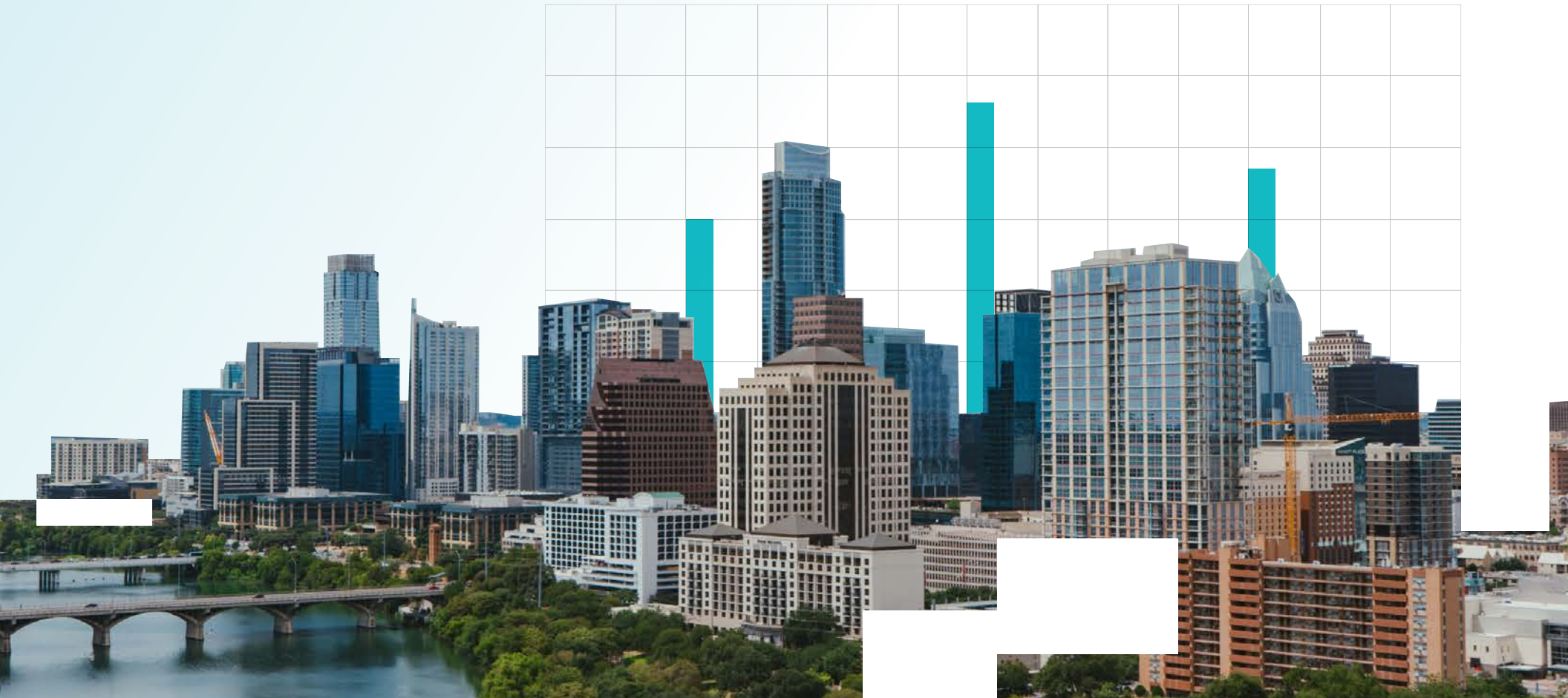
## BOTTOM 10

Net Migration ● 2016-2019 ● 2020



# Large Counties

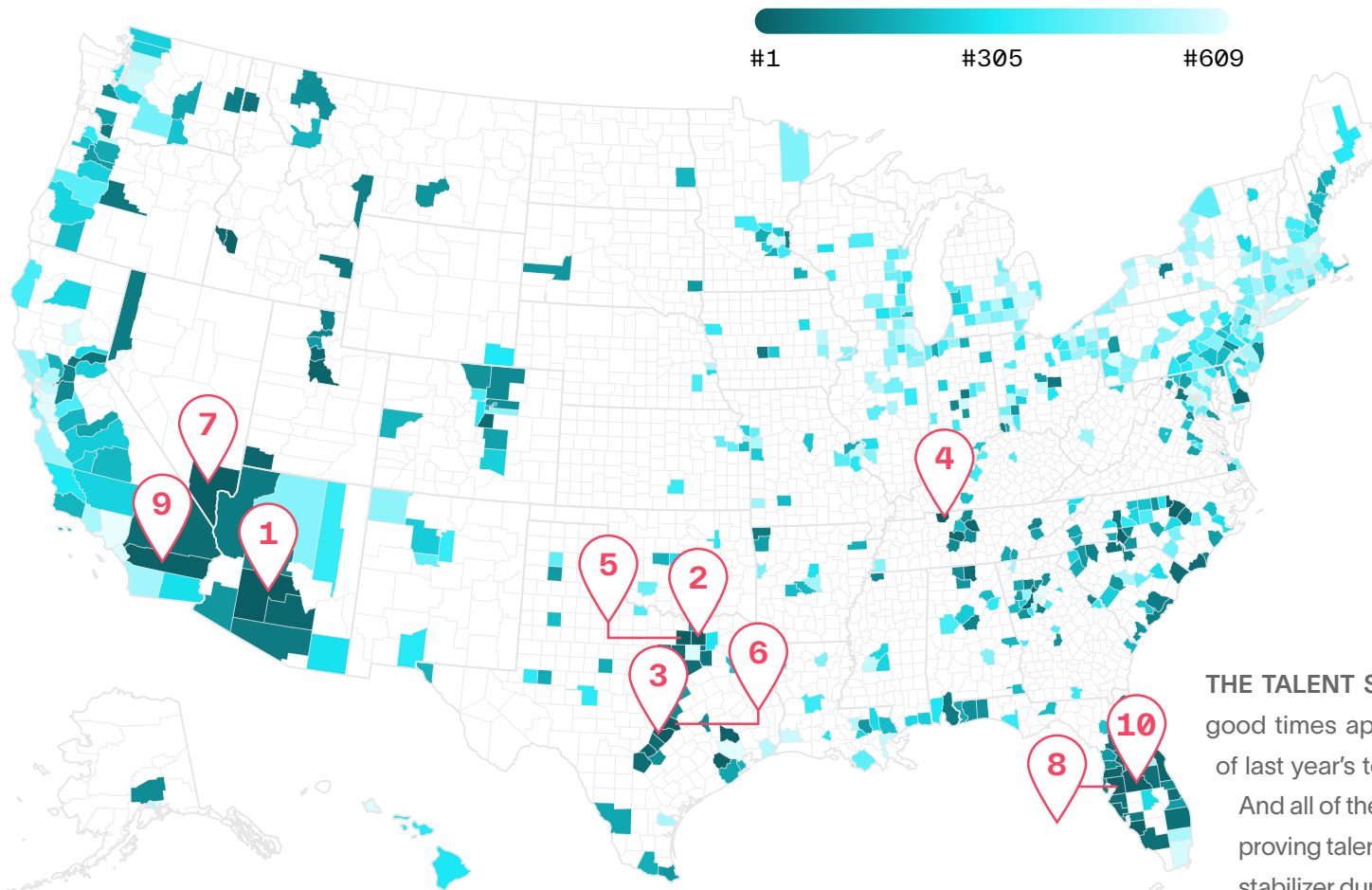
Pop. 100k+





# TOP LARGE COUNTIES


## 2022 Large County Rankings



### TOP 10

1. Maricopa County, AZ (Phoenix)
2. Collin County, TX (Plano)
3. Travis County, TX (Austin)
4. Montgomery County, TN (Clarksville)
5. Denton County, TX (Denton)
6. Williamson County, TX (Georgetown)
7. Clark County, NV (Las Vegas)
8. Hillsborough County, FL (Tampa)
9. Riverside County, CA (Riverside)
10. Polk County, FL (Lakeland)

**THE TALENT STRATEGIES** that were working in good times appear to also work in the bad. Six of last year's top 10 find themselves there again. And all of the top 10 were in the top 25 last year, proving talent is both an engine for growth and a stabilizer during downturns such as a pandemic.

Source: Lightcast



## 1 Maricopa County, AZ (Phoenix)

Maricopa County maintains its stronghold on the top spot. With 17% growth in education attainment, 13% uptick in skilled job growth, and 40,000 new tax filers, the Phoenix area isn't showing any signs of slowing down.

## 2 Collin County, TX (Plano)

Collin County climbed two spots this year to No. 2. Now with five consecutive years in the top 10, the Dalls-Ft. Worth suburb county leads a slew of Texas counties in the top 40.



## 3 Travis County, TX (Austin)

Travis County returns to the top 10 for the first time since 2017. The Austin area created nearly 43,000 jobs above what would be expected based on broader national trends and its industry mix.



## 4 Montgomery County, TN (Clarksville)

Montgomery County proved last year wasn't a fluke. Forty minutes northwest of Nashville, Montgomery jumped to No. 6 in 2021 and climbed two more spots this year behind 28% growth in education attainment and the highest percentage migration change from 2016 to 2020.

## 5 Denton County, TX (Denton)

Part of the Dallas-Ft. Worth metroplex, Denton County had strong growth in both overall jobs (16%) and skilled jobs (24%). Denton had the fourth most migration inflow of all US counties from 2016 to 2020 (39,536 new tax filers) and has seen the 14th largest population growth (14%) among large counties.

## 6 Williamson County, TX (Georgetown)

Of all Texas counties, Williamson had the most migration inflow in 2020. Attractive to new residents of the state, it is likely also attractive to residents of the more expensive housing market in adjacent Travis County (Austin).

## 7 Clark County, NV (Las Vegas)

While a mainstay in the top 10, Clark County (Las Vegas) only falling six spots is perhaps one of the biggest surprises. A tourism-dependent area, the regional industry mix is perhaps more diverse than thought and the economy turning a new corner as it weathered the pandemic years surprisingly well.

## 8 Hillsborough County, FL (Tampa)

The Tampa region continues its ascent, steadily rising from No. 20 in 2019 to its first top 10 appearance at No. 8 and the highest-ranking Florida county.

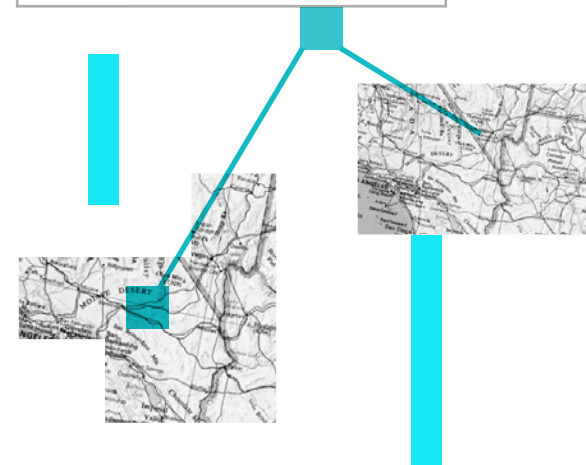


## 9 Riverside County, CA (Riverside)

Riverside has quietly been one of the most successful communities of the Scorecard. No worse than No. 13 since 2017, and with five top 10 rankings, the home of Joshua Tree National Park and Palm Springs maintains solid and consistent scores across the metrics.

## 10 Polk County, FL (Lakeland)

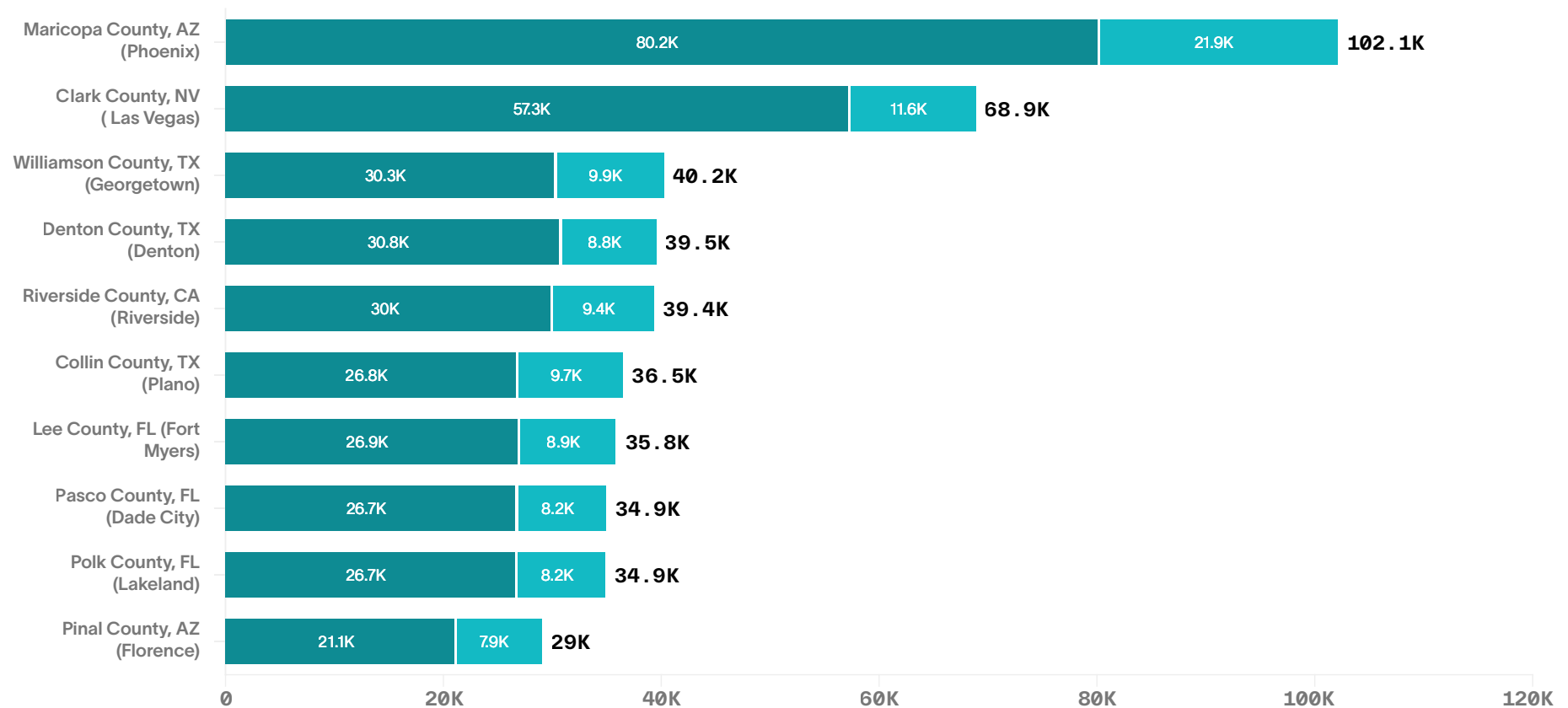
Sandwiched between Hillsborough County (Tampa) to the west and Orange County (Orlando) to the northeast, Polk County has quietly risen in the rankings from No. 75 back in 2017. This year it held on to a second consecutive top 10 finish.



# Top 10 Large Counties by 2020 Net Migration

**MARICOPA COUNTY** is the noticeable frontrunner in both 2020 migration and total net migration from 2016 to 2020. But growth also comes with challenges. Colliers estimates the Phoenix area is 20,000 multifamily units short of meeting demand through 2025. While the housing market is beginning to correct, many communities will still be grappling with supply and demand being out of whack, making housing a top economic development priority.

**Net Migration** ● 2016-2019 ● 2020



Source: Lightcast, IRS



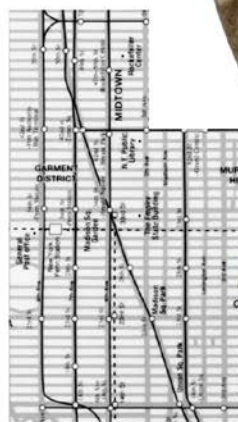


## TALENT TIP

### Look within as much as out for talent

**WHEN IT COMES TO TALENT**, both a domestic and global demographic drought is forcing communities to do more with less. And while attracting talent has its benefits, increasingly communities will be competing for slices of a smaller pie. Before looking outside your region, consider ways to engage more local talent.

- ▶ According to a study by the US Census Bureau and Harvard University, younger people are [staying closer to home](#).
- ▶ [Missing workers](#), those who are out of the labor force but want a job, are abundant—an estimated 5.7M in the US.
- ▶ How can you unearth unexpected talent in your region? Identify aligned transitions—when an individual uses existing knowledge, skills, and abilities in a different way or in a different environment to fill an in-demand job.



# 2022 LARGE COUNTY TRENDS




## Even Bigger Rankings in Texas

Somehow Texas improved from last year, going from three counties in the top 10 in 2021 to four this year. Travis County (Austin) had a few tough years, ranking near the bottom in 2018 and 2019, but has since rebounded.



## North Carolina Up and Coming

North Carolina has three counties in the top 20 with No. 12 Wake, No. 15 Mecklenburg, and No. 18 Durham. Wake County is home to NC State University, and Durham County to Duke University, and the city of Charlotte anchors Mecklenburg County. Behind them, North Carolina has five more counties in the top 100, all on a steady climb from at or near triple-digit ranks. At a state level, North Carolina ranks No. 6.



## Migration Winners

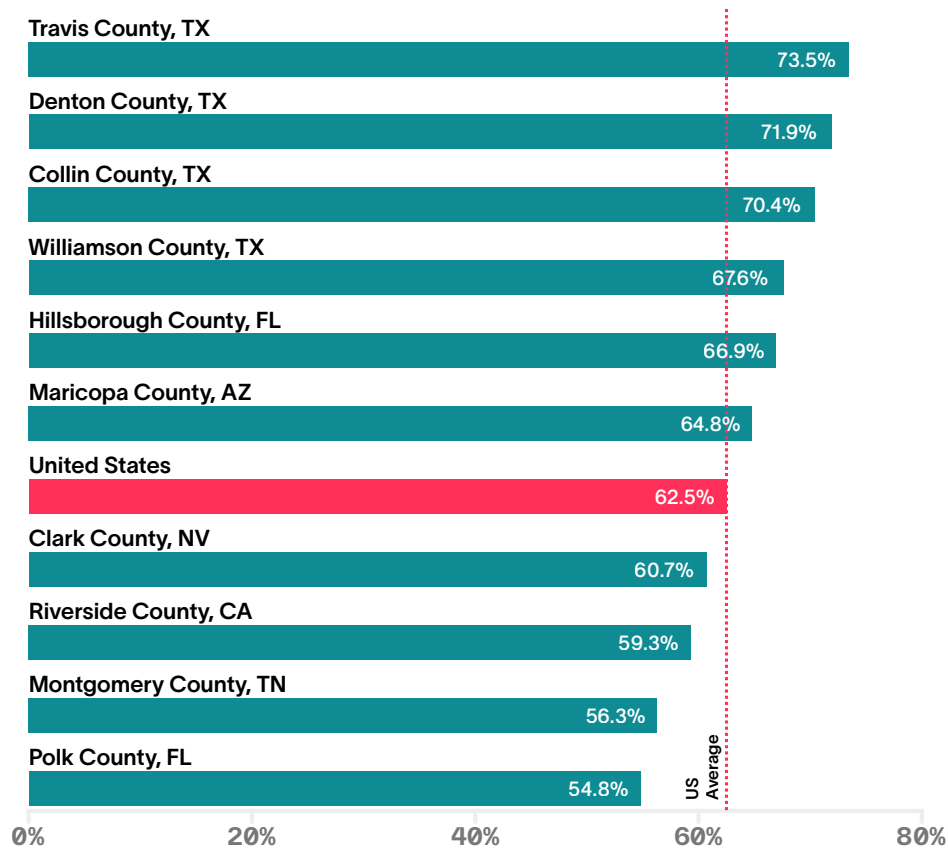
Texas and Florida continue to win in migration. Out of the top 10 counties for total net inflow of tax return filers in 2020, three were in each of Texas and Florida. Maricopa County was the overall winner, with more than 20,000 new filers. Clark County, NV, Riverside County, CA and Pinal County, AZ also made the top 10.



# Labor Force Participation

## Labor Force Participation Rate of the Top 10 Large Counties, June 2022

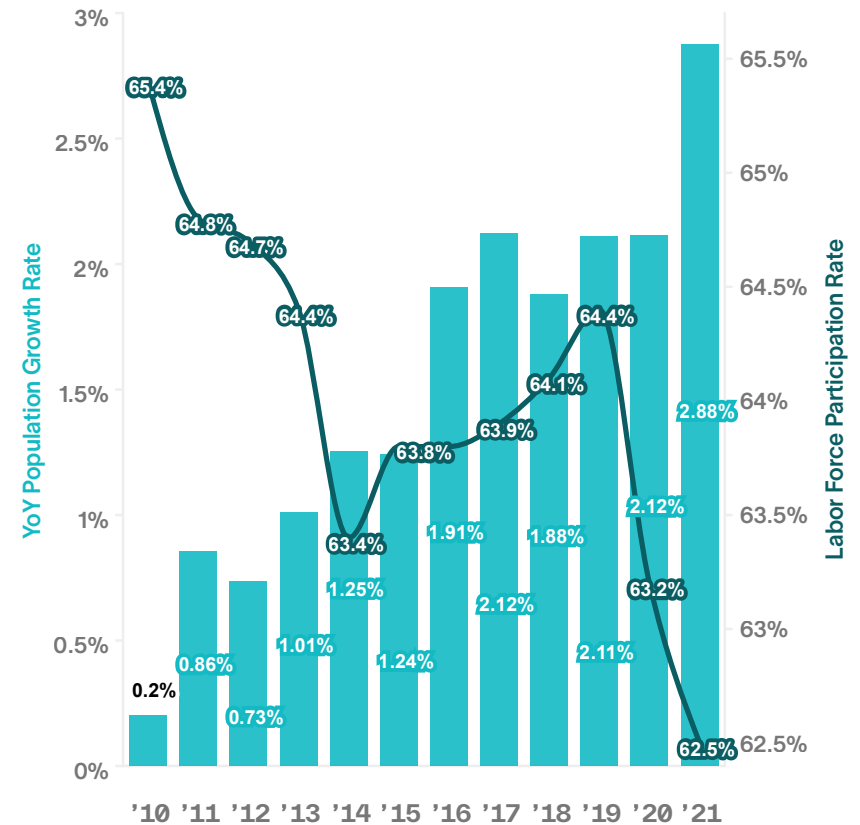
WHILE THE US labor force participation rate (LFPR) has recovered some from its COVID trough of 61.8%, it is still below its pre-COVID rate of 63.4%. Some of our large county leaders are outperforming the national LFPR, others are greatly lagging, which could hamper their rankings moving forward. An engaged workforce will increasingly be a prerequisite for a healthy talent pipeline.



Source: Lightcast

## Idaho Population Growth Rate vs Labor Force Participation Rate

POPULATION GROWTH and positive net migration don't always mean a rosy outlook. For example, as data from Idaho demonstrates, population growth may not bring corresponding growth in labor force participation. The age distribution of that growth matters. From 2010 to 2021, Idaho's 65+ population grew by 64%—the fourth fastest retirement-age population growth in the nation.





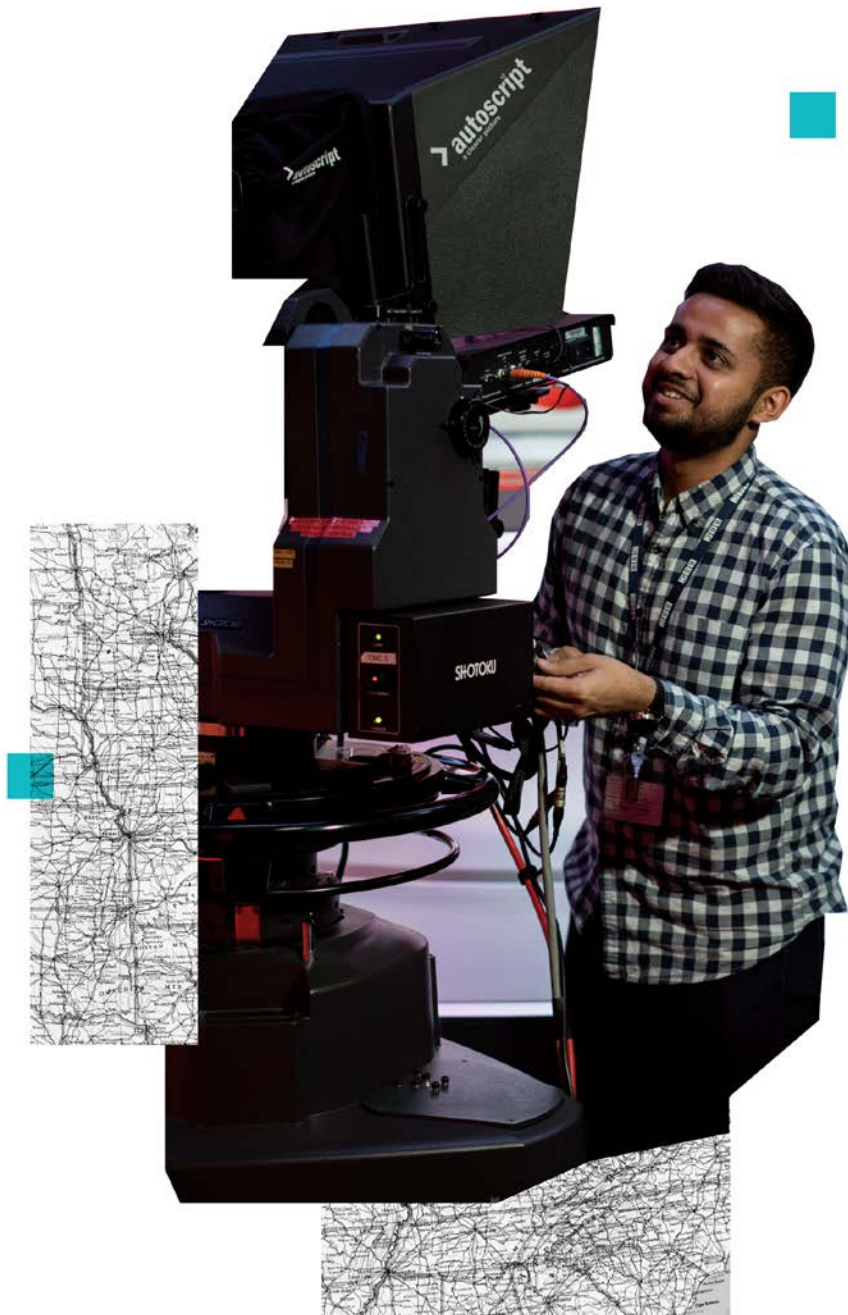


## TALENT TIP

### Time to go full-fledged on skills

**TALENT IS IN SHORT SUPPLY** (see Talent Tip above), meaning communities need to be efficient in matching talent to jobs. Skills are the best way to do this. Economic and workforce development organizations that help businesses and jobseekers in the transition to a skills-based economy will be a step ahead in the talent competition.

- ▶ *USA Today* recently [reported](#) that 45% of businesses are taking a "skills first" approach to hiring.
- ▶ Communities such as Baton Rouge, LA are using [skills data as the foundation](#) for their jobseeker-to-business connection tools.
- ▶ The transition to a skills-based economy includes [learning providers](#). It impacts program decisions, marketing outreach, and employer engagement.



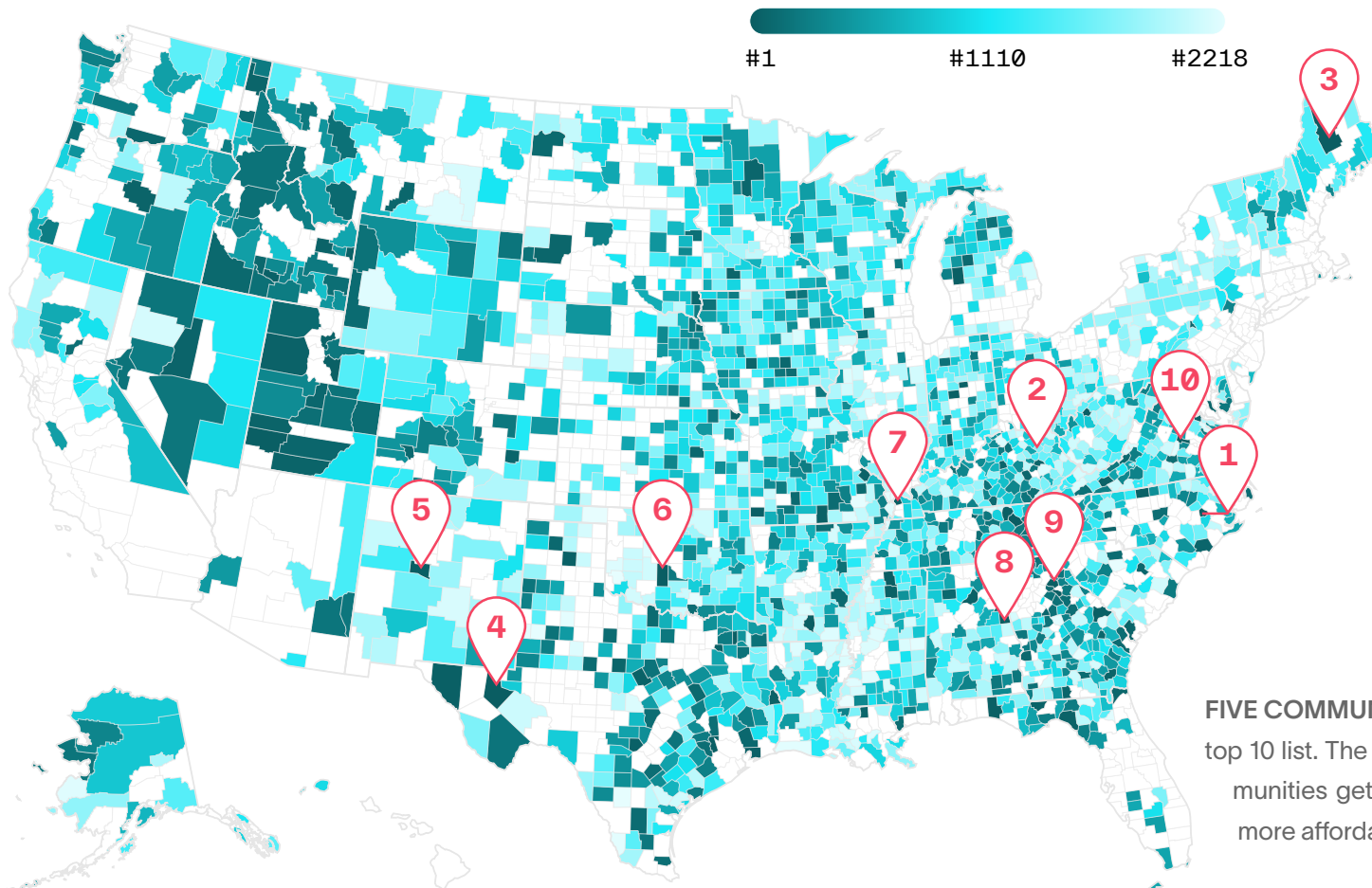
# Small Counties

Pop. 5k–99k



# TOP SMALL COUNTIES


## 2022 Small County Rankings



### TOP 10

1. Greene County, NC (Snow Hill)
2. Morgan County, TN (Wartburg)
3. Piscataquis County, ME (Dover-Foxcroft)
4. Reeves County, TX (Pecos)
5. Valencia County, NM (Los Lunas)
6. Grady County, OK (Chickasha)
7. Ballard County, KY (Wickliffe)
8. Randolph County, AL (Wedowee)
9. Jackson County, GA (Jefferson)
10. Goochland County, VA (Goochland)

**FIVE COMMUNITIES** are first-timers to this year's top 10 list. The pandemic has many smaller communities getting a longer look as talent seeks more affordability and quality-of-life upgrades.

Source: Lightcast





### 1 **Greene** County, NC (Snow Hill)

Unlike many areas that saw jobs take a dip in 2020, Greene County, NC kept chugging along. In fact, Greene County grew its job base by 50%, second only to fellow top 10 county Ballard, KY. And Greene is tops for skilled job growth at an astounding 66%.

### 2 **Morgan** County, TN (Wartburg)

West of Knoxville, Morgan County has beautiful landscapes and a mild climate with all four seasons. It can also add job growth to its list of attributes, with 22% job growth and 28% skilled job growth over the last five years.



### 3 **Piscataquis County,** ME (Dover-Foxcroft)

It's a county the size of Connecticut, meaning its 17,000 residents result in just six inhabitants per square mile. This also made it possible to have the second-highest growth in migration. Not hard to imagine that those looking to escape dense Northeastern areas looked to Piscataquis (Dover-Foxcroft).

### 4 **Reeves** County, TX (Pecos)

Reeves County remains the most consistent small county. It has remained in the top 10 since its first appearance in 2019. It has seen the third largest education attainment growth (61%) over the last five years, likely to meet the technical demands of oil and gas extraction—its largest industry by gross regional product in the county.

### 5 **Valencia** County, NM (Los Lunas)

Cracking the top 10 last year, Valencia County (Los Lunas) improved to No. 5 this year. It had the fourth-largest migration percentage jump from 2016 to 2020 of all small counties. The majority of that migration came from Bernalillo County (Albuquerque) just north.

### 6 **Grady** County, OK (Chickasha)

Like other counties that made big jumps last year, Grady County (Chickasha) kept the moment going in 2022. Although it fell four spots, it remains in the top 10. While struggling in job growth (-4%), education attainment climbed 21% and it was tied for second in migration growth.

### 7 **Ballard** County, KY (Wickliffe)

Ballard County had the largest jump of the top 10 counties, climbing 1,014 spots from last year. Located at the confluence of the Ohio and Mississippi Rivers, Ballard is a certified Kentucky Work Ready Community. While its population is on the decline, it saw 50% job growth from 2017 to 2021, top for all small counties.

### 8 **Randolph** County, AL (Wedowee)

Randolph County sits within the triangle of Birmingham, AL to the NW, Atlanta, GA to the NE, and Montgomery, AL, to the Southwest. Unlike many communities that have seen stalling LFPR, Randolph is on the rise, climbing from its low point of 52% in 2020 to 54.5% as of June 2022.

### 9 **Jackson** County, GA (Jefferson)

With a population of 79k, Jackson County is the largest of the top 10 small counties. Jackson sits just north of Athens, GA and continues to see business investment. SK Innovation, a developer and manufacturer of lithium-ion batteries for hybrid electric vehicles, broke ground in 2019 on a new plant and announced a second facility in May 2020.

### 10 **Goochland** County, VA (Goochland)



Goochland returns to the top 10 after making its first appearance last year. Solid metrics across the board, the Richmond area county is buoyed by a 30% uptick in skilled jobs and 18% in overall jobs.







## TALENT TIP

### Investment needed in changing industries

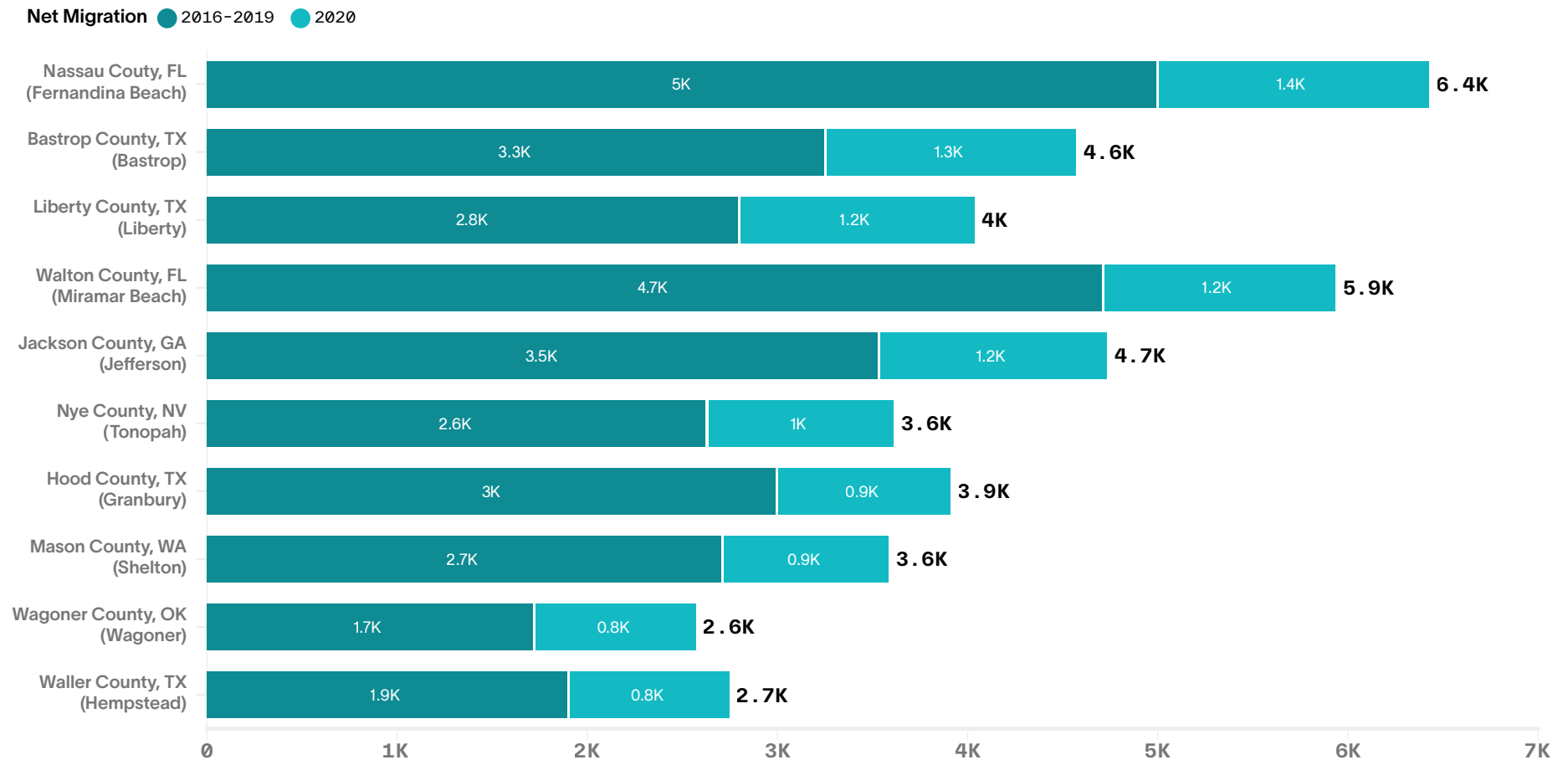
**THE IMPORTANCE OF TALENT** isn't just because of a tight labor market or a [global demographic drought](#). It's also because major industry shifts are constantly requiring new or updated skills. Communities and programs that make investment in their talent the top priority will have a clear advantage moving forward.

- ▶ In Michigan, [EV Jobs Academy](#) is identifying electric vehicle and mobility-related occupational skill needs while developing and scaling credentialing programs.
- ▶ Chattanooga is preparing existing talent for careers in advanced manufacturing, health science, IT, and others through its [Future Ready](#) program that offers high schoolers careers, theme-based teaching, and learning.
- ▶ Understanding where new fields such as the [green economy](#) are heading—the jobs, skills required, and career transitions—is a must.



# Top 10 Small Counties by 2020 Net Migration

THE NORTHERNMOST COUNTY in Florida and just north of Jacksonville, Nassau County narrowly beat out Bastrop County in Texas for the most 2020 migration. Over the 2016 to 2020 period, it led fellow Florida county Walton by roughly 500.



Source: Lightcast, IRS

# 2022 SMALL COUNTY TRENDS



## Smaller, Small Counties Winning

The average population of the top 10 small counties is 34,569. None of the top 10 are over 80,000 residents and only three are over 50,000.



## Rural's Rise

Out of 2,218 small counties, only 845 saw a negative net migration in 2020. It's only one year, but with rural areas having faced a headwind since the Great Recession, it's a positive sign to see so many attracting new residents.



## Job Growth in the Southeast, Utah & Texas

When it comes to job growth over the last five years, counties in Southeastern states performed well. The first six counties in percentage growth in jobs are all Southeastern states (KY, NC, MS, WV, FL, and GA). In the top 20, Texas placed four counties and Utah three.





## TALENT TIP

### Embrace your niche

**IF YOU ARE GOING** to get into the talent attraction competition, know that both talent and businesses are doing a lot of reevaluating in the post-Covid years. And in both cases what they are looking for is varied. Communities don't need to try and be something they aren't, because chances are someone is looking for what they already are.

- ▶ Don't try to create a comparative advantage, highlight the one you already have, such as an industry concentration that allows for career growth and transitions.
- ▶ Shift share measures the amount of job creation above or below what would be expected in a region. High shift share in an industry or occupation? That could indicate an "it" factor worth highlighting.
- ▶ Bob Ross of the [Greater Topeka Partnership](#) recently said at the IEDC Annual Conference that "Kansas had been social distancing for years." That's a community that knows its niche and isn't trying to "reinvent" itself but is leaning into its existing advantage.





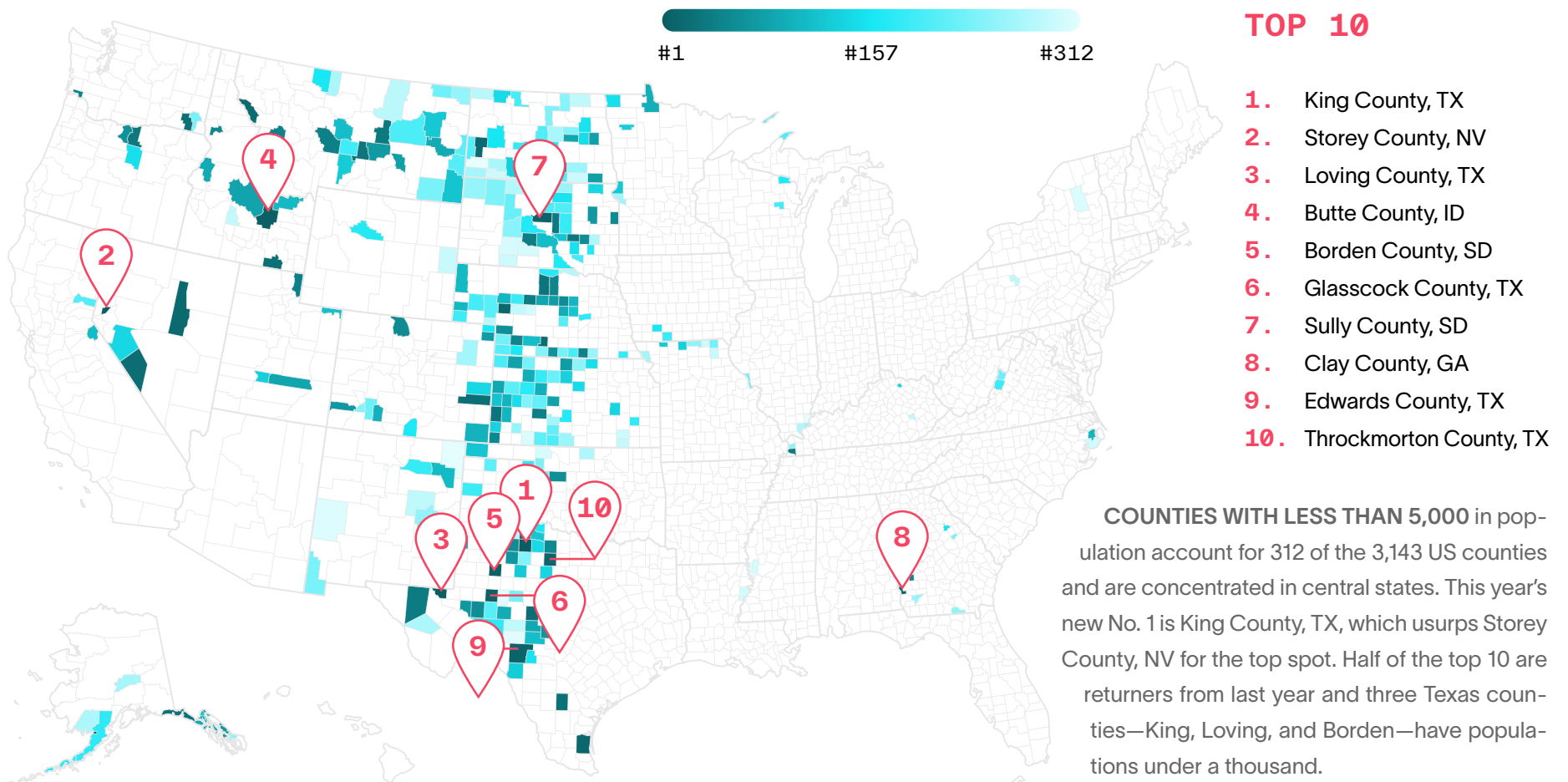
# Micro Counties

Pop. <5k



# TOP MICRO COUNTIES


## 2022 Micro County Rankings



Source: Lightcast



### 1 King County, TX

Education Attainment:	-1.3%
Jobs:	+520.1%
Skilled Jobs:	+471.8%
Net Migration (2020):	0
Competitive Effect:	143
Skilled Job Openings per 1,000:	174

### 2 Storey County, NV

Education Attainment:	+76.6%
Jobs:	+75.7%
Skilled Jobs:	+92.2%
Net Migration (2020):	68
Competitive Effect:	2,610
Skilled Job Openings per 1,000:	316

### 3 Loving County, TX

Education Attainment:	+1.0%
Jobs:	+105.2%
Skilled Jobs:	+207.9%
Net Migration (2020):	0
Competitive Effect:	83
Skilled Job Openings per 1,000:	204

### 4 Butte County, ID

Education Attainment:	+16.8%
Jobs:	+14.6%
Skilled Jobs:	+15.6%
Net Migration (2020):	41
Competitive Effect:	543
Skilled Job Openings per 1,000:	402

### 5 Borden County, SD

Education Attainment:	+17.1%
Jobs:	+124.0%
Skilled Jobs:	+161.8%
Net Migration (2020):	0
Competitive Effect:	91
Skilled Job Openings per 1,000:	49

### 6 Glasscock County, TX

Education Attainment:	+44.1%
Jobs:	+61.9%
Skilled Jobs:	+98.4%
Net Migration (2020):	-14
Competitive Effect:	148
Skilled Job Openings per 1,000:	51

### 7 Sully County, SD

Education Attainment:	+2.7%
Jobs:	+35.9%
Skilled Jobs:	+95.4%
Net Migration (2020):	12
Competitive Effect:	127
Skilled Job Openings per 1,000:	49

### 8 Clay County, GA

Education Attainment:	+84.4%
Jobs:	+30.7%
Skilled Jobs:	+20.3%
Net Migration (2020):	0
Competitive Effect:	33
Skilled Job Openings per 1,000:	24

### 9 Edwards County, TX

Education Attainment:	+8.3%
Jobs:	+57.9%
Skilled Jobs:	+81.1%
Net Migration (2020):	-3
Competitive Effect:	87
Skilled Job Openings per 1,000:	25

### 10 Throckmorton County, TX

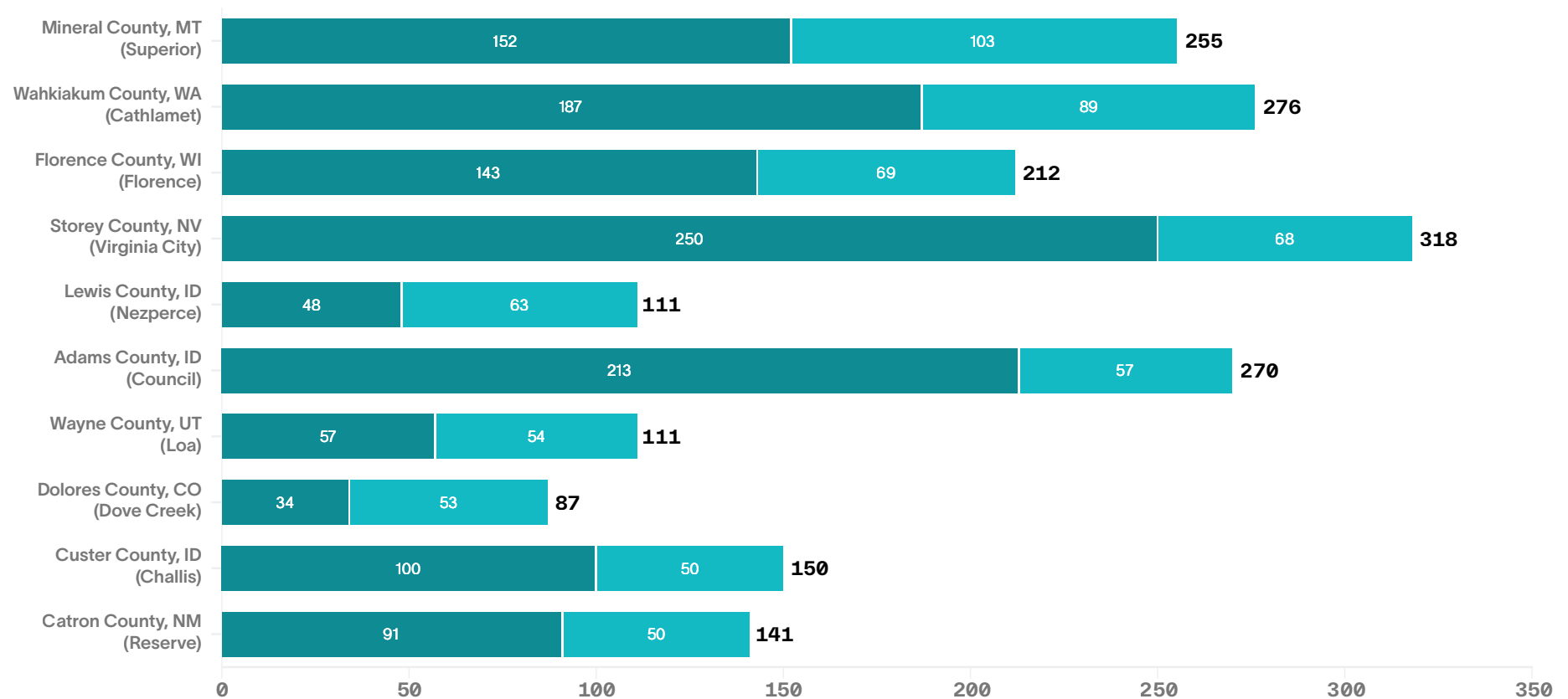
Education Attainment:	+5.0%
Jobs:	+81.3%
Skilled Jobs:	+45.8%
Net Migration (2020):	8
Competitive Effect:	65
Skilled Job Openings per 1,000:	29



# Top 10 Micro Counties by 2020 Net Migration

THE INTERMOUNTAIN WEST led micro county in-migration with Montana, Idaho, Colorado, and Utah counties grabbing six of the top 10 spots. Storey County, NV saw the most total migration from 2016 to 2020, likely driven by (pun intended) the Tesla lithium-ion battery and electric vehicle component factory.

Net Migration ● 2016-2019 ● 2020



Source: Lightcast, IRS



# TALENT NEEDED IN GOOD TIMES

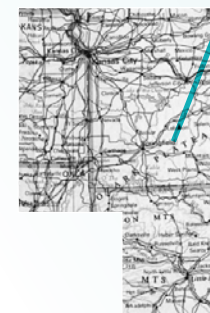
## AND IN BAD

**T**HIS YEAR'S rankings reveal how talent not only carries a community in years of plenty but also helps them through years of famine, such as the COVID years of 2020 and 2021.

Additionally, creating an environment where that talent can be developed and flourish is increasingly moving out of traditional workforce realms. Housing is now a prerequisite to retaining and developing talent. Employers and workforce programs looking beyond a worker's formal education and past job titles to the skills they have is needed to identify

much-needed talent and career pathways. Quickly evolving industries such as the electric vehicle and green economy sectors mean regions need to monitor industry data closely to align their workforce with new opportunities.

With LFPR lackluster across the nation and decades of low birth rates causing a shortage of available workers, regions will increasingly need to make not just training their workforce a priority, but engaging it. This means actively pursuing historically overlooked populations such as missing or hidden workers. Or in addition—or perhaps even instead of—talent attraction campaigns, talent retention campaigns aimed at keeping high school and college graduates in the local area.



## Methodology

**THE FOLLOWING SIX METRICS** were equally weighted to create a z-score index. Based on population, counties were broken into categories of large (100,000+), small (5,000–99,999), and micro (less than 4,999) and were then ranked based on their z-score.

**NET MIGRATION** uses IRS data collected between 2016 and 2020 to measure the net new residents that came to a county from inside or outside its state.

**OVERALL JOB GROWTH** is the 2017–2021 percent job change for all wage-and-salary employees.

**SKILLED JOB GROWTH** looks at 2017–2021 percent growth for occupations that fall into one or more of the following three categories: those that typically require **1)** a postsecondary certificate or above, **2)** long-term on-the-job training, an apprenticeship, or residency/internship, or **3)** five years or more of work experience in a related occupation. This allows us to see growth of jobs in occupations that require formal education (from a certificate to an advanced degree) and those in which experience

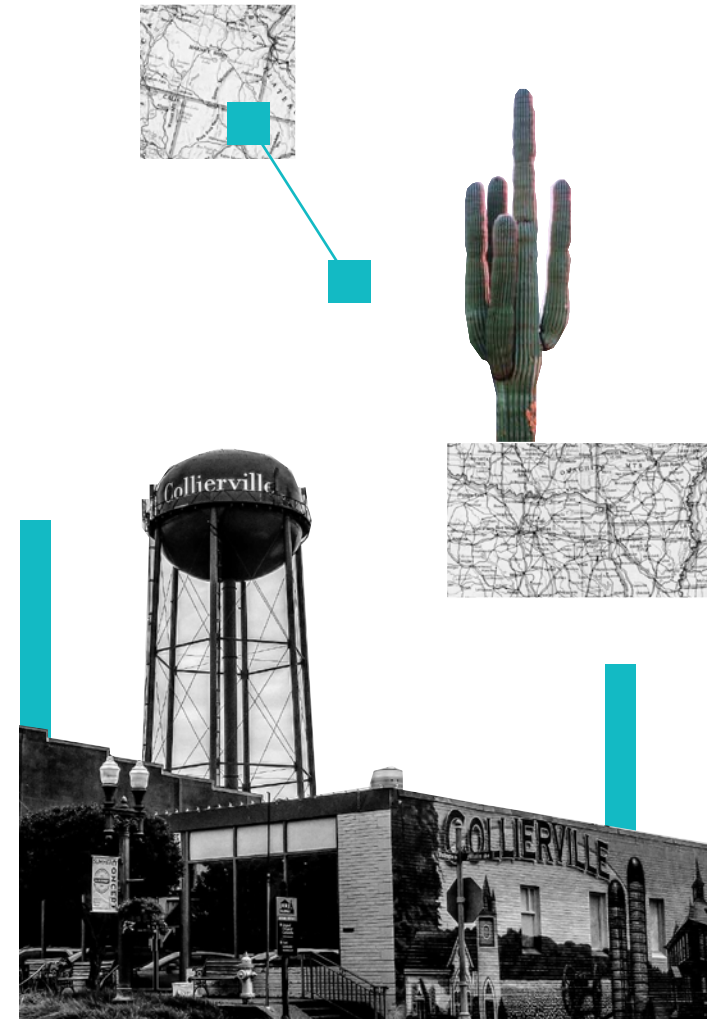
or on-the-job training is preferred by employers. All education levels are reported at the national level by the BLS.

**EDUCATIONAL ATTAINMENT** is the 2017–2021 percent change for adults over 25 with at least an associate degree.

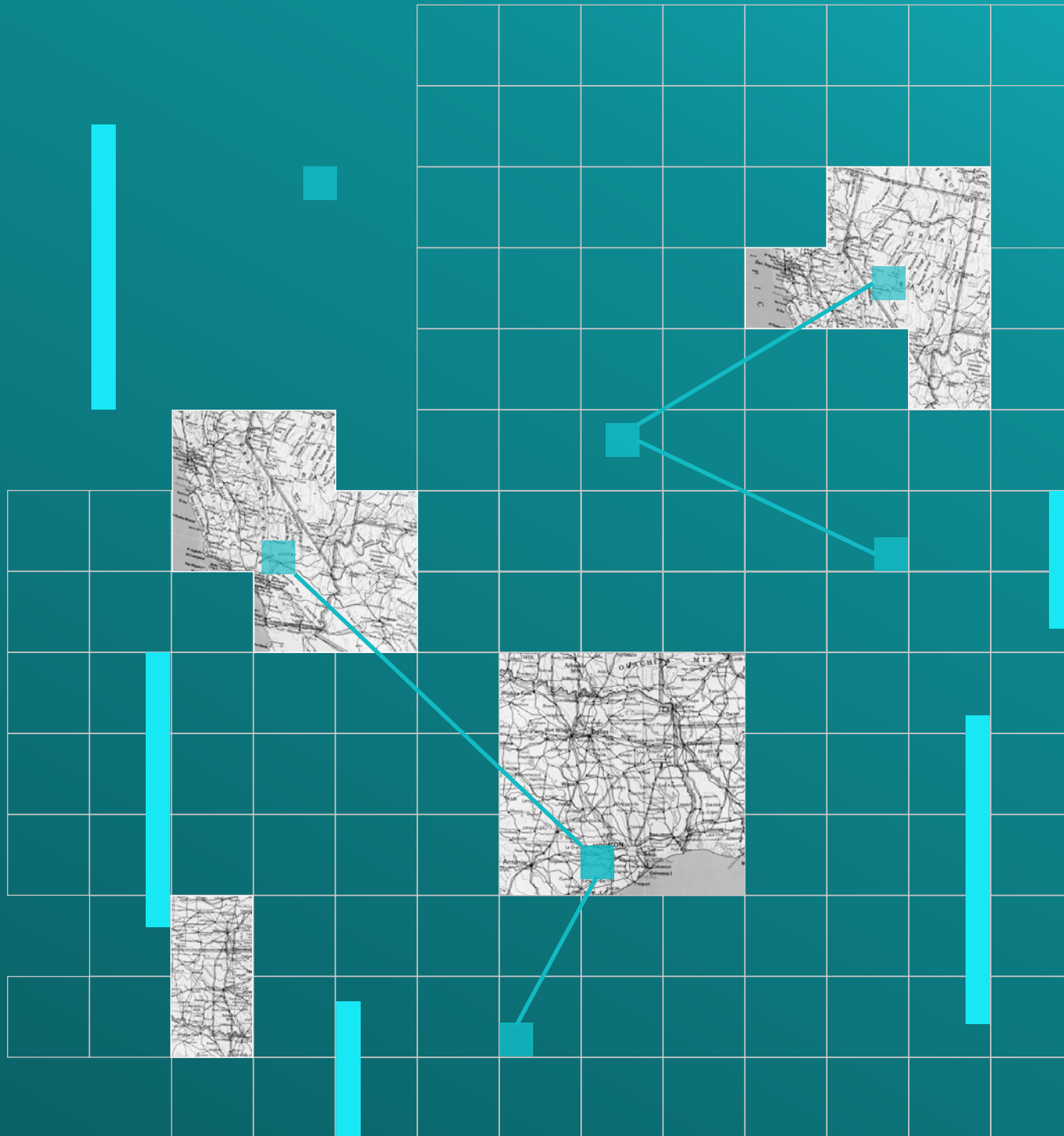
**REGIONAL COMPETITIVENESS** is the 2017–2021 competitive effect for skilled occupations (see above) using shift share. Competitive effect explains how much of job change is due to a region's unique competitive advantages. This explains which counties are gaining (or losing) a greater share of skilled labor.

**ANNUAL OPENINGS PER CAPITA** are the sum of 2017–2021 new jobs and replacement jobs (i.e., openings due to attrition) per 1,000 residents. Some regions might not create a flood of new jobs, but because of the attrition of its workforce through retirements, etc., replacement job needs could be high.

*All data (except net migration) is from Lightcast's 2022.2 data set for wage-and-salary employees.*



To explore complete rankings and interactive charts, visit the online report at [lightcast.io/talent-scorecard](https://lightcast.io/talent-scorecard).



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