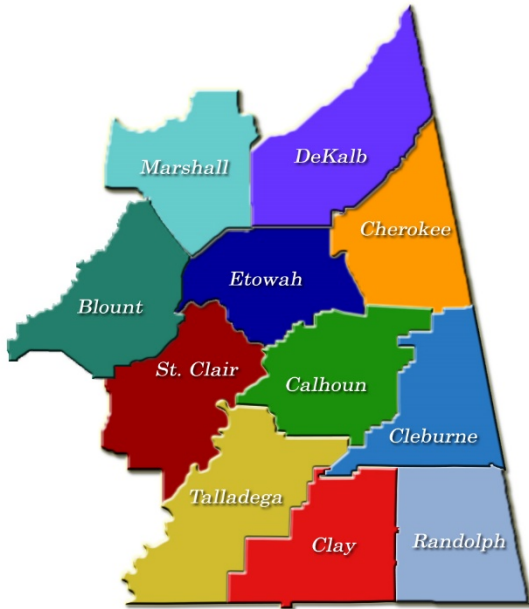


Economic Update January 2021

JACKSONVILLE STATE UNIVERSITY

CENTER FOR ECONOMIC DEVELOPMENT AND BUSINESS RESEARCH




Welcome to the Jacksonville State University Economic Update for January 2021. The current series of publications features selected industries in analyzing labor market pandemic effects. Job advertisements posted for each industry are evaluated as a measure of demand for labor in selected occupations directly or indirectly related to that sector of the economy. This issue considers occupational measures for the Health Care Industry.

Analysis is based on total job advertisements posted by occupation and location within each county for selected health care categories. The counties examined include Blount, Calhoun, Cherokee, Clay, Cleburne, DeKalb, Etowah, Marshall, Randolph, St. Clair, and Talladega. JSU CEDBR 11 County Region represents a summation of values for each county.

Job advertisements are tallied for respective 90-day periods for November, December, and January in 2019-2020 and 2020-2021 as a proxy for hiring activity within the industry for each county and region. Some industries may comprise a larger part of an economy and have higher or lower demand for labor within that industry relative to the entire economy. Health Care activity is a function of both societal trends of an aging population, but also is currently affected by coronavirus issues and subsequent need for higher levels of health care provisions.





To the extent that health care activity creates an increased demand for labor, job announcements reflect economic activity because of the presence of this industry.

For each county totals are expressed by occupation, with the respective percent change and numerical change from 2019-2020 to 2020-2021 periods calculated. Relevant municipal or unincorporated geographical areas associated with those advertisements are identified. Measurements of changes in posted job advertisements depict an aspect of economic activity during two critical periods before and primarily during pandemic conditions. The strength of labor market conditions is a pillar of support for economic vitality. Individual, occupational changes may vary greatly; total net change is a summation of each individual change within the selected occupational categories. With relatively small numbers of job advertisements in some occupational categories, the analysis also considers changes in the number of listings to reduce the appearance of potentially large percent change differences.

The following occupations are selected as categories with direct or indirect characteristics as typical occupations within the health care industry. For each county only those occupations are included where job advertisements were posted during the reporting period from October 19, 2019 to January 19, 2020 to October 19, 2020 to January 19, 2021. Data are presented as November/December/January 2019-2020 to November/December/January 2020-2021. The total change in health care job advertisements for each county surged by 371 job announcements for the reporting period, representing a 46.84 percent increase. Large increases in job advertisements for nurses and related occupational categories are likely a function of the demand for labor in areas where health care facilities are located.

Selected Construction Occupations

Registered Nurses

Nursing Assistants

Medical Assistants

Home Health Aides

Personal Care Aides

Critical Care Nurses

Data Source:

U.S. Bureau of Labor Statistics:

Standard Occupational Classification (SOC)



The analysis for this issue concludes with January through November unemployment trends for 2019 and 2020. Overall labor market activity for the state is an important indicator of local and regional economic conditions. Strength or weakness in any industry with further disaggregation by occupational category expresses changes in hiring activity in a manner that may be utilized by decision-makers.

For **Blount County, Alabama** job advertisements increased by 29 percent from November/December/January 2019-2020 to November/December/January 2020-2021. No declines by occupational categories were observed. Registered Nurses represented the largest change in the number of job advertisements posted, increasing by 10 advertisements in the reporting period. Critical Care Nurses experienced the largest percent change, increasing by 75 percent. For all categories, the total number of job advertisements increased by 25 in the reporting period. Blountsville, Alabama experienced the largest percent change in postings by location, increasing by 60 percent or six job advertisements during the reporting period. The largest change in the number of advertisements by location occurred in Oneonta, Alabama with 16 additional advertisements posted in the reporting period. The month of November experienced the largest increase in the number of advertisements from 2019-2020 to 2020-2021 with 11 additional advertisements. December and January also experienced increases in advertisements, adding eight and six additional posting, respectively, during the reporting period.

Blount County, Alabama

Total Job Advertisements by Occupation	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Registered Nurses	44	54	10	23%
Nursing Assistants	15	20	5	33%
Medical Assistants	9	12	3	33%
Home Health Aides	7	9	2	29%
Personal Care Aides	6	8	2	33%
Critical Care Nurses	4	7	3	75%
Total	85	110	25	29%

(Blount County Continued)

Total Job Advertisements by Location	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Blountsville, Alabama	10	16	6	60%
Cleveland, Alabama	4	6	2	50%
Oneonta, Alabama	69	85	16	23%
Warrior, Alabama	2	3	1	50%
Total	85	110	25	29%

Total Job Advertisements by Month	2019-2020	2020-2021	Change in Job Ads	% Difference
November	31	42	11	35%
December	30	38	8	27%
January	24	30	6	25%
Total	85	110	25	29%

Source: JobsEQ from Chmura Economics Real Time Intelligence

Note: Data reflect online jobs postings for a 90-day interval from November/December/January 2019-2020 to November/December/January 2020-2021 and are subject to revision; data include only counts of job posts that can be classified under occupation by Standard Occupational Classification (SOC). For 2019-2020 and 2020-2021, data include rolling 90-day periods from October 19 to January 19. Final data were exported on Tuesday, January 19, 2021.

For **Calhoun County, Alabama** job advertisements posted for health care increased by 42 percent from the 2019-2020 to 2020-2021 reporting period. All selected categories experienced increases in postings, with the largest numerical increases for Registered Nurses and Nursing Assistants, respectively, with each category increasing by 23 and 13 job advertisements. The total number increase in job advertisements across all occupations was 49 jobs. The number of job advertisements increased by 38 postings in Anniston, Alabama with Oxford. Alabama next with eight additional postings. Each location that reported job advertisements experienced an increase in postings. The largest percent and numerical change in job advertisements are during the month of December with 32 additional job advertisements, representing an 84 percent increase from 2019-2020 to 2020-2021.

Calhoun County, Alabama

Total Job Advertisements by Occupation	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Registered Nurses	65	88	23	35%
Nursing Assistants	19	32	13	68%
Medical Assistants	10	14	4	40%
Home Health Aides	12	14	2	17%
Personal Care Aides	4	6	2	50%
Critical Care Nurses	8	13	5	63%
Total	118	167	49	42%

Total Job Advertisements by Location	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Anniston, Alabama	97	135	38	39%
Oxford, Alabama	12	20	8	67%
Jacksonville, Alabama	4	5	1	25%
Piedmont, Alabama	5	7	2	40%
Total	118	167	49	42%

(Calhoun County Continued)

Total Job Advertisements by Month	2019-2020	2020-2021	Change in Job Ads	% Difference
November	49	54	5	10%
December	38	70	32	84%
January	31	43	12	39%
Total	118	167	49	42%

Source: JobsEQ from Chmura Economics Real Time Intelligence

In **Cherokee County, Alabama** health care job advertisements increased by 47 percent during the reporting period; the change represents a total of 20 additional job advertisements. The largest categorical percent increase was a doubling from one to two postings for Personal Care Aides. Registered Nurses experienced the largest numerical change, increasing from 27 to 38 advertisements during the reporting period. Each location reported increases in job advertisements of over 40 percent. Centre, Alabama experienced the largest numerical change, increasing by 13 advertisements from 2019-2020 to 2020-2021. Changes are consistent in job advertisements recorded for November, December and January with advertisements increasing by six, eight, and six postings, respectively, for those months.

Cherokee County, Alabama

Total Job Advertisements by Occupation	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Registered Nurses	27	38	11	41%
Nursing Assistants	5	8	3	60%
Medical Assistants	4	6	2	50%
Home Health Aides	4	6	2	50%
Personal Care Aides	1	2	1	100%
Critical Care Nurses	2	3	1	50%
Total	43	63	20	47%

Total Job Advertisements by Location	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Cedar Bluff, Alabama	5	8	3	60%
Centre, Alabama	30	43	13	43%
Leesburg, Alabama	8	12	4	50%
Total	43	63	20	47%

Total Job Advertisements by Month	2019-2020	2020-2021	Change in Job Ads	% Difference
November	12	18	6	50%
December	20	28	8	40%
January	11	17	6	55%
Total	43	63	20	47%

Source: JobsEQ from Chmura Economics Real Time Intelligence

Total job advertisements for health care in **Clay County, Alabama** increased by 44 percent during the reporting period; this change represents seven additional postings. Each occupational category reported one additional job advertisement except for Registered Nurses with two additional postings. Each location posted an increase of at least two job advertisements in the reporting period, with November and December experiencing the highest levels of postings by month, each adding three job advertisements within the reporting period.

Clay County, Alabama

Total Job Advertisements by Occupation	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Registered Nurses	7	9	2	29%
Nursing Assistants	3	4	1	33%
Medical Assistants	2	3	1	50%
Home Health Aides	1	2	1	100%
Personal Care Aides	2	3	1	50%
Critical Care Nurses	1	2	1	100%
Total	16	23	7	44%

Total Job Advertisements by Location	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Ashland, Alabama	7	10	3	43%
Lineville, Alabama	5	7	2	40%
Millerville, Alabama	4	6	2	50%
Total	16	23	7	44%

Total Job Advertisements by Month	2019-2020	2020-2021	Change in Job Ads	% Difference
November	4	7	3	75%
December	7	10	3	43%
January	5	6	1	20%
Total	16	23	7	44%

Source: JobsEQ from Chmura Economics Real Time Intelligence

Total job advertisements for health care increased by 35 percent in **Cleburne County, Alabama** during the reporting period. For the selected occupational categories advertisements for Registered Nurses increased by two posting, while most of the other categories increased by one posting; Personal Care Aides was unchanged. Total job advertisements by location increased from 16 to 21 postings in Heflin, Alabama and from one to two in Ranburne, Alabama. When considered by month, December experienced the largest numerical increase in advertisements with January and November in descending order. Changes in advertisements for those three months are recorded as increases of three, two and one advertisements, respectively.

Cleburne County, Alabama

Total Job Advertisements by Occupation	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Registered Nurses	7	9	2	29%
Nursing Assistants	3	4	1	33%
Medical Assistants	3	4	1	33%
Home Health Aides	1	2	1	100%
Personal Care Aides	2	2	0	0%
Critical Care Nurses	1	2	1	100%
Total	17	23	6	35%

Total Job Advertisements by Location	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Heflin, Alabama	16	21	5	31%
Ranburne, Alabama	1	2	1	100%
Total	17	23	6	35%

Total Job Advertisements by Month	2019-2020	2020-2021	Change in Job Ads	% Difference
November	5	6	1	20%
December	9	12	3	33%
January	3	5	2	67%
Total	17	23	6	35%

Source: JobsEQ from Chmura Economics Real Time Intelligence

The total number of health care job advertisements in **DeKalb County, Alabama** swelled by 57 percent during the 2019-2020 to 2020-2021 reporting period; this change represents an increase of 31 job advertisements. The largest increase by occupation was for Registered Nurses and Nursing Assistants, with postings of 15 and eight additional advertisements, respectively. All other categories experienced an increase of two job postings for those occupations. By location, healthy increases were recorded in each, with 19 additional job advertisements listed in Fort Payne, Alabama, and a 133 percent increase in postings in Henagar, Alabama. Rainsville, Alabama experienced an increase in four advertisements during the reporting period. The month of December experienced not only the largest number of job postings, but also the largest numerical and percent increase from 2019-2020 to 2020-2021. Seventeen additional job advertisements were posted in December with changes for November and January recorded as increases of 10 advertisements and four advertisements, respectively.

DeKalb County, Alabama

Total Job Advertisements by Occupation	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Registered Nurses	30	45	15	50%
Nursing Assistants	10	18	8	80%
Medical Assistants	3	5	2	67%
Home Health Aides	3	5	2	67%
Personal Care Aides	5	7	2	40%
Critical Care Nurses	3	5	2	67%
Total	54	85	31	57%

Total Job Advertisements by Location	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Henagar, Alabama	6	14	8	133%
Fort Payne, Alabama	40	59	19	48%
Rainsville, Alabama	8	12	4	50%
Total	54	85	31	57%

(DeKalb County Continued)

Total Job Advertisements by Month	2019-2020	2020-2021	Change in Job Ads	% Difference
November	15	25	10	67%
December	22	39	17	77%
January	17	21	4	24%
Total	54	85	31	57%

Source: JobsEQ from Chmura Economics Real Time Intelligence

Etowah County, Alabama experienced a net increase of 82 health care job advertisements during the reporting period for a 66 percent increase. By a large numerical difference compared to other occupational categories, job advertisements for Registered Nurses increased by 52 listings, with Nursing Assistants, Home Health Aides, and Medical Assistants representing other notable categories. By location, the number of advertisements surged from 102 to 167, an increase of 65 advertisements, in Gadsden, Alabama with other location reporting increases in single digits. Over the 82 additional job adds reported across the reporting period; most of the increase is attributable to changes in December with November and January advertisements representing the next largest increases, respectively.

Etowah County, Alabama

Total Job Advertisements by Occupation	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Registered Nurses	89	141	52	58%
Nursing Assistants	10	20	10	100%
Medical Assistants	9	15	6	67%
Home Health Aides	9	16	7	78%
Personal Care Aides	3	5	2	67%
Critical Care Nurses	4	9	5	125%
Total	124	206	82	66%

Total Job Advertisements by Location	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Attalla, Alabama	6	11	5	83%
Gadsden, Alabama	102	167	65	64%
Glencoe, Alabama	4	7	3	75%
Rainbow City, Alabama	12	21	9	75%
Total	124	206	82	66%

Total Job Advertisements by Month	2019-2020	2020-2021	Change in Job Ads	% Difference
November	46	70	24	52%
December	48	87	39	81%
January	30	49	19	63%
Total	124	206	82	66%

Source: JobsEQ from Chmura Economics Real Time Intelligence

In **Marshall County, Alabama** total job advertisements for health care increased by 45 percent; this represents 55 more advertisements in 2020-2021 than for 2019-2020 for the reporting period. The biggest numerical increases by occupational categories are for Registered Nurses and Nursing Assistants; listings for each occupation increased by 21 and 18 advertisements, respectively. By location, health care job advertisements increased from 78 to 109 listings in Guntersville, Alabama and from 29 to 41 listings in Albertville; these changes represent numerical increases of 31 and 12 listings, respectively. The two largest percent increases by location are for Boaz, Alabama and Arab, Alabama, with changes of 88 percent and 83 percent, respectively. Most job advertisements were listed in December for the three months reported, but the largest numerical change was for November in the reporting period, with each month experiencing healthy increases.

Marshall County, Alabama

Total Job Advertisements by Occupation	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Registered Nurses	56	77	21	38%
Nursing Assistants	30	48	18	60%
Medical Assistants	9	12	3	33%
Home Health Aides	10	17	7	70%
Personal Care Aides	9	12	3	33%
Critical Care Nurses	7	10	3	43%
Total	121	176	55	45%

Total Job Advertisements by Location	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Albertville, Alabama	29	41	12	41%
Arab, Alabama	6	11	5	83%
Boaz, Alabama	8	15	7	88%
Guntersville, Alabama	78	109	31	40%
Total	121	176	55	45%

(Marshall County Continued)

Total Job Advertisements by Month	2019-2020	2020-2021	Change in Job Ads	% Difference
November	34	56	22	65%
December	49	68	19	39%
January	38	52	14	37%
Total	121	176	55	45%

Source: JobsEQ from Chmura Economics Real Time Intelligence

In **Randolph County, Alabama** the number of health care job advertisements grew by 79 percent during the reporting period; this change represents 11 additional postings. Nursing Assistants represent the largest numerical increase, with four more listings in 2020-2021 than in 2019-2020 reporting period. Changes in job advertisements for Registered Nurses and Medical Assistants increased by three and two advertisements, respectively. Each occupational category experienced an increase in listings with one exception: Critical Care Nurses were unchanged. Health care job advertisements more than doubled from five to 11 postings in Wedowee, Alabama, while advertisements in Roanoke, Alabama increased from nine to 14 postings. By month, the biggest increase in job advertisements was during January with an increase of five postings, while December and November reported four and two additional postings, respectively.

Randolph County, Alabama

Total Job Advertisements by Occupation	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Registered Nurses	5	8	3	60%
Nursing Assistants	4	8	4	100%
Medical Assistants	2	4	2	100%
Home Health Aides	1	2	1	100%
Personal Care Aides	1	2	1	100%
Critical Care Nurses	1	1	0	0%
Total	14	25	11	79%

Total Job Advertisements by Location	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Roanoke, Alabama	9	14	5	56%
Wedowee, Alabama	5	11	6	120%
Total	14	25	11	79%

Total Job Advertisements by Month	2019-2020	2020-2021	Change in Job Ads	% Difference
November	4	6	2	50%
December	6	10	4	67%
January	4	9	5	125%
Total	14	25	11	79%

Source: JobsEQ from Chmura Economics Real Time Intelligence

St. Clair County, Alabama experienced a 39 percent increase in health care job advertisements during the reporting period, representing a total of 171 listings in 2020-2021 relative to 123 listings in 2019-2020. Job advertisements for Registered Nurses increased from 84 to 115 listings, a total increase of 31 advertisements. All other occupational categories grew by single digit changes, with job advertisements for Nursing Assistants growing from 13 to 20 listings. With the total number of health care job advertisements increasing by 48 listings, Pell City, Alabama experienced 64.58 percent (31/48) of that change as 31 additional job advertisements were posted in 2020-2021. All other locations reported single digit increases in job advertisements. Moody, Alabama experienced the largest percent change with listings doubling from eight to 16 across the reporting period. More job advertisements were posted in the month of December but the largest numerical and percent change in listings occurred in January.

St. Clair County, Alabama

Total Job Advertisements by Occupation	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Registered Nurses	84	115	31	37%
Nursing Assistants	13	20	7	54%
Medical Assistants	11	12	1	9%
Home Health Aides	7	10	3	43%
Personal Care Aides	5	9	4	80%
Critical Care Nurses	3	5	2	67%
Total	123	171	48	39%

Total Job Advertisements by Location	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Leeds, Alabama	10	15	5	50%
Moody, Alabama	8	16	8	100%
Pell City, Alabama	98	129	31	32%
Springville, Alabama	7	11	4	57%
Total	123	171	48	39%

(St. Clair County Continued)

Total Job Advertisements by Month	2019-2020	2020-2021	Change in Job Ads	% Difference
November	32	42	10	31%
December	55	71	16	29%
January	36	58	22	61%
Total	123	171	48	39%

Source: JobsEQ from Chmura Economics Real Time Intelligence

In **Talladega County, Alabama** health care job advertisements increased for each occupational category. Advertisements for Registered Nurses increased by 19 listings from 52 to 71, while the number of advertisements for Medical Assistants doubled from five to 10 listings. Critical Care Nurses represent the largest percent increase in advertisements, expanding from three to seven postings for a 133 percent increase. By location, health care job advertisements are listed in greatest frequency in Sylacauga, Alabama with an increase of 21 listings from 2019-2020 to 2020-2021. Ten additional listings were made in Talladega, Alabama with all other locations reporting single digit increases. Changes in job advertisements are relatively consistent by month. Strong increases range from 11 to 15 additional postings in each of the three months for 2020-2021.

Talladega County, Alabama

Total Job Advertisements by Occupation	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Registered Nurses	52	71	19	37%
Nursing Assistants	8	12	4	50%
Medical Assistants	5	10	5	100%
Home Health Aides	4	7	3	75%
Personal Care Aides	5	7	2	40%
Critical Care Nurses	3	7	4	133%
Total	77	114	37	48%

Total Job Advertisements by Location	Nov/Dec/Jan 2019-2020	Nov/Dec/Jan 2020-2021	Change in Job Ads	% Difference
Childersburg, Alabama	2	4	2	100%
Lincoln, Alabama	7	10	3	43%
Munford, Alabama	4	5	1	25%
Sylacauga, Alabama	49	70	21	43%
Talladega, Alabama	15	25	10	67%
Total	77	114	37	48%



(Talladega County Continued)

Total Job Advertisements by Month	2019-2020	2020-2021	Change in Job Ads	% Difference
November	24	35	11	46%
December	33	48	15	45%
January	20	31	11	55%
Total	77	114	37	48%

Source: JobsEQ from Chmura Economics Real Time Intelligence



The total number of health care job advertisements increased from 792 to 1,163 in the **JSU CEDBR 11 County Region** from November/December/January 2019-2020 to November/December/January 2020-2021. This change represents a 46.84 percent total increase in job advertisements for all relevant health care occupations within the region from last year to this year for that reporting period. With 371 more job health care advertisements posted this industry appears to be a solid component of the regional economy, with increases in hiring activity reflecting demand for labor within those occupational categories.

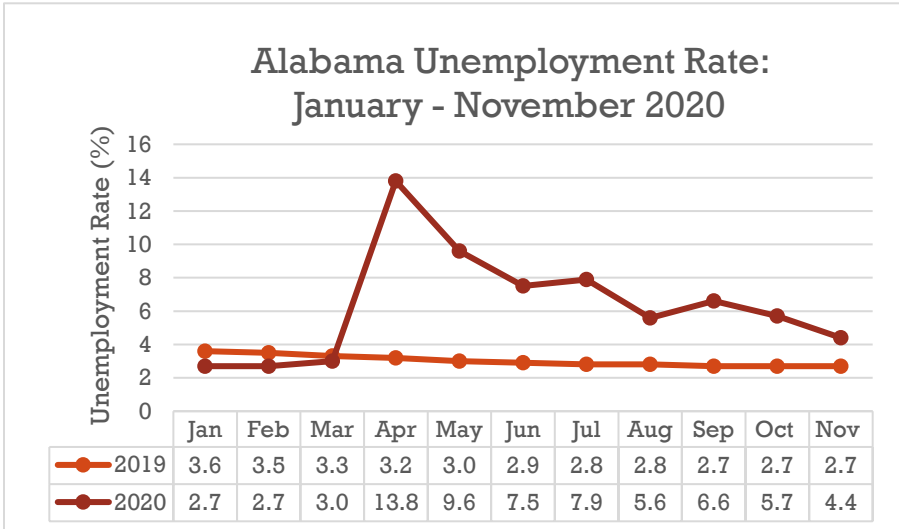
JSU CEDBR 11 County Region

New Job Postings by Month	2019-2020	2020-2021	Number change	% Difference
November/December/January	792	1,163	371	46.84%

Source: JobsEQ from Chmura Economics Real Time Intelligence

State of Alabama Unemployment

Nationally, unemployment rates were lower in November 2020 in 25 states and the District of Columbia, higher in seven states, and stable in 18 states.¹ The unemployment rate for the state of Alabama decreased from 5.7 percent to 4.4 percent for the October to November 2020 period. Nationally, the state of Alabama is tied for 7th with Minnesota, Missouri, and South Carolina out of 50 states in rate of unemployment.² For the year, unemployment peaked at 13.8 percent in April 2020 as layoffs increased from coronavirus pandemic effects. Labor market conditions continue to improve and are encouraging signs for further economic recovery.



¹ U.S. Bureau of Labor Statistics

² *ibid*

Data Source: U.S. Bureau of Labor Statistics

Thank you very much for your support of the JSU Economic Update. We look forward to providing additional, timely economic data to assist you with business and economic planning going forward. The February 2021 publication will provide an annual report of local economic indicators for 2020. Please feel free to contact us at the [JSU Center for Economic Development and Business Research](#) whenever we may assist you.

Sincerely,



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