



Center for Economic Development  
and Business Research  
JACKSONVILLE STATE UNIVERSITY



*Information provided by*

**JACKSONVILLE STATE UNIVERSITY**

Center for Economic Development and Business Research  
College of Commerce and Business Administration



JACKSONVILLE STATE UNIVERSITY

## COLLEGE OF COMMERCE AND BUSINESS ADMINISTRATION

## INNOVATIVE, QUALITY BUSINESS EDUCATION FOR THE FUTURE

### PROGRAMS OF STUDY:

- Accounting
- Economics
- Finance
- Human Resource Management
- Information Management / E-Commerce
- Management
- Marketing
- MBA Program

### SERVICES OFFERED:

- Career Services
- Internships
- Job Placement



Accredited with the Association to Advance Collegiate Schools of Business



[www.jsu.edu/ccba](http://www.jsu.edu/ccba)



CENTER FOR ECONOMIC DEVELOPMENT AND BUSINESS RESEARCH

## SERVING ALABAMA'S BUSINESS, INDUSTRY AND GOVERNMENT SECTORS

### SERVICES OFFERED:

- Economic Impact Studies
- Customer Perception Surveys and Analysis
- Human Resources Consulting (Including Wage and Job Description Analysis)
- Retail Market Analysis
- Project Feasibility Analysis



[www.jsu.edu/ced](http://www.jsu.edu/ced)



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SMALL BUSINESS DEVELOPMENT CENTER

## STRENGTHENING ALABAMA'S ECONOMY, ONE SMALL BUSINESS AT A TIME

### SERVICES OFFERED:

- Business Counseling
- Business Plan Assistance
- Capital Access Program
- International Trade
- Government Procurement



[www.jsusbdc.com](http://www.jsusbdc.com)



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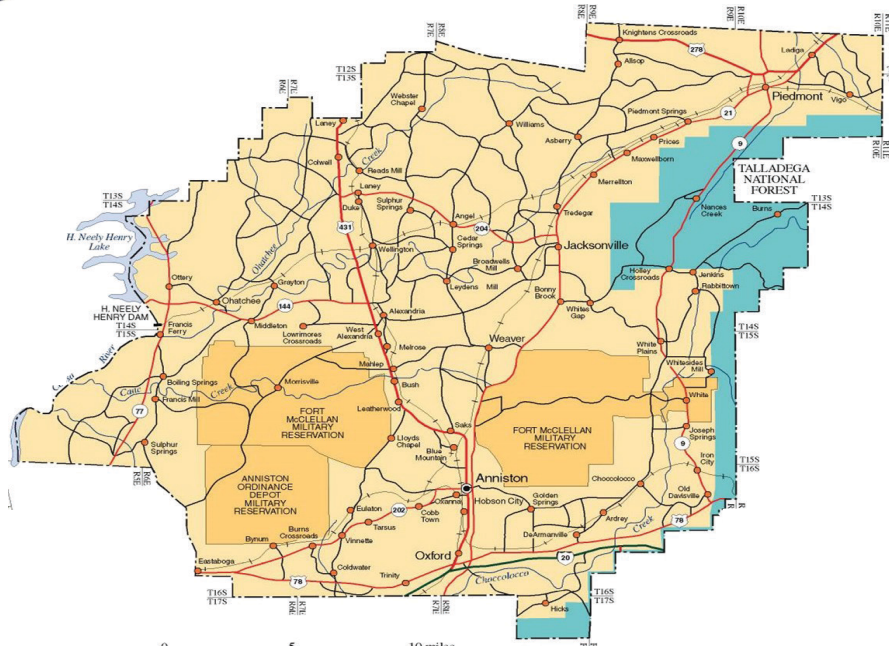
An institutional member of the Alabama Small Business Development Center Network



Funded in part through a cooperative agreement with the U.S. Small Business Administration



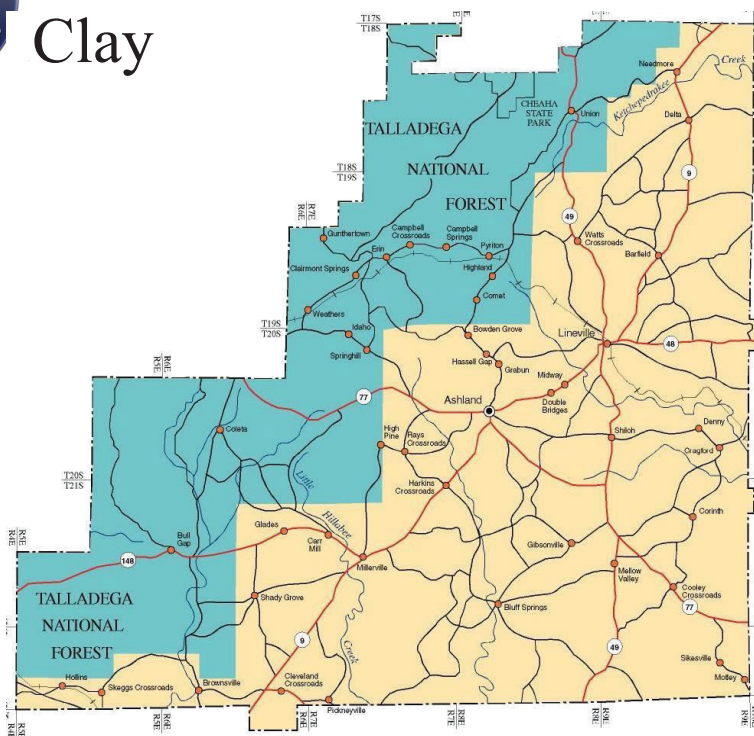
# CEAZ Members: Calhoun



1



# CEAZ Members: Clay

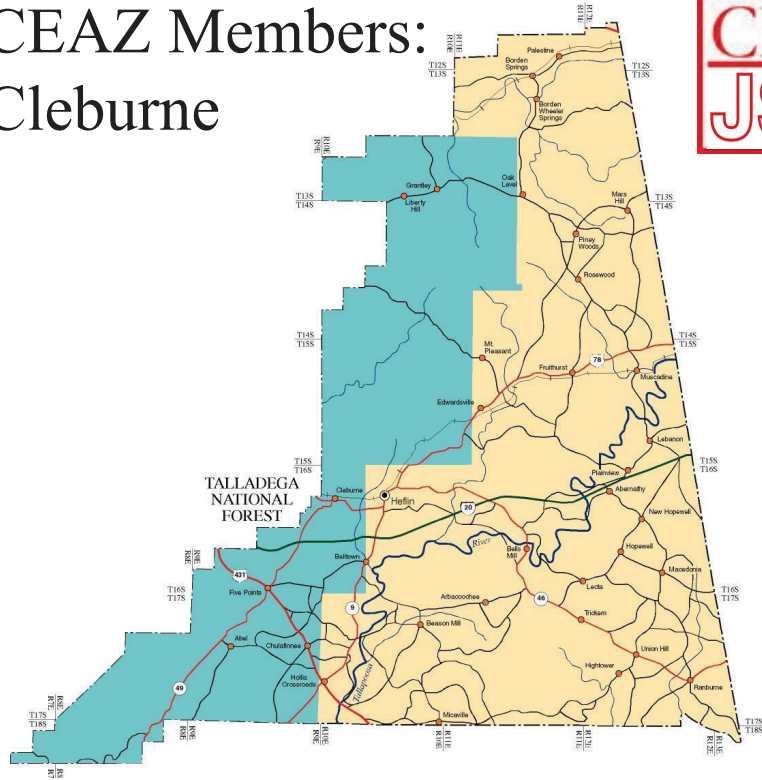


2





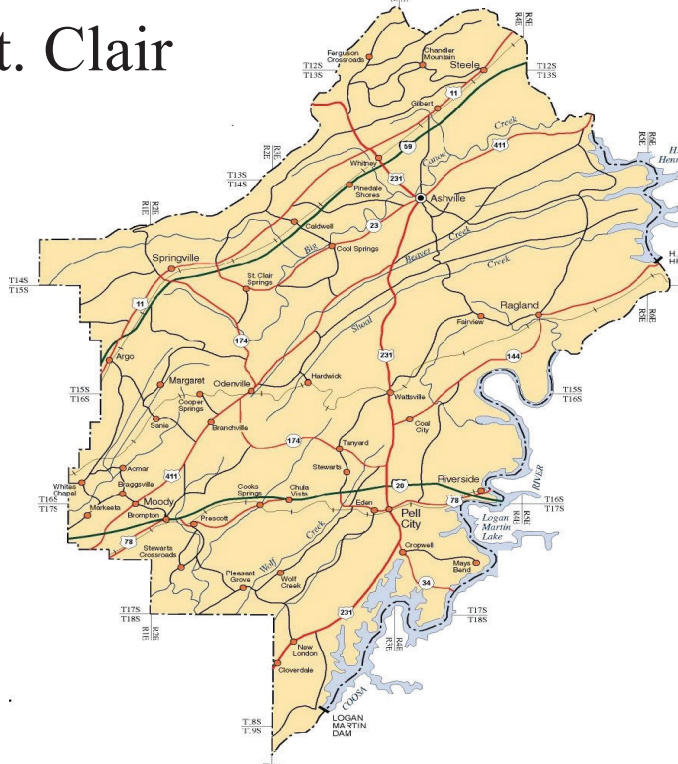
# CEAZ Members: Cleburne



3



# CEAZ Members: St. Clair

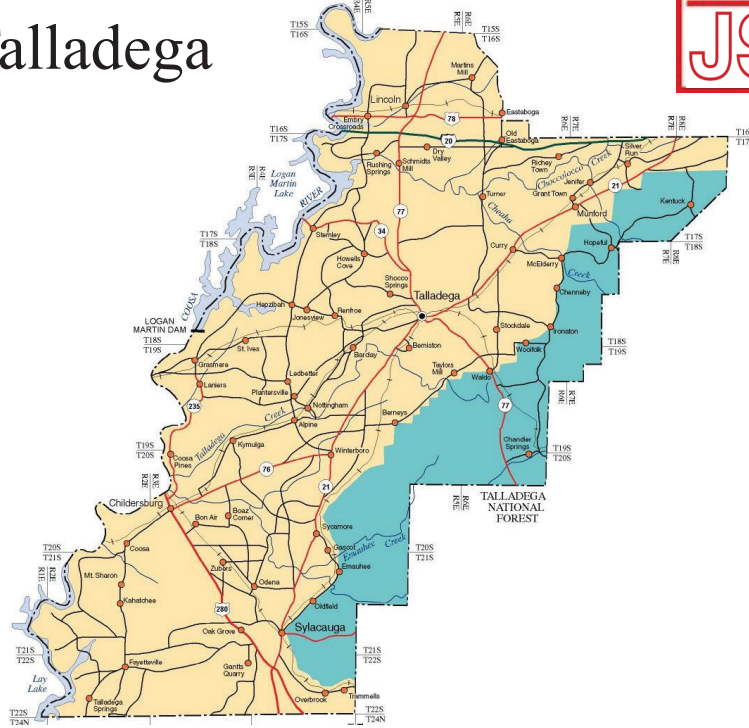


4





# CEAZ Members: Talladega



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# Cheaha Economic Activity Zone: Overview



- Big Picture Overview
- Outlook Surveys
  - Nation
  - State
  - Region
- Population
- Income
- Labor Force
- Employment
- Unemployment
- Sales Tax

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# Big Picture



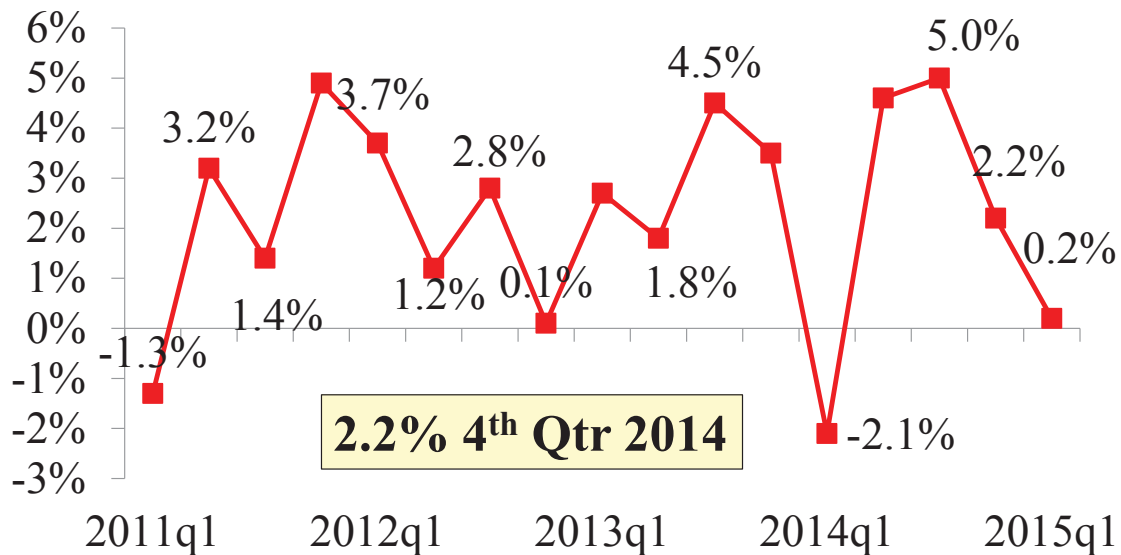
- GDP
- Industrial Production
- Equity Markets
- Purchasing Managers Index
- Consumer Sentiment
- Retail Sales
- Housing

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## U.S. Real GDP % Change from Preceding Period

### 1<sup>st</sup> Qtr 2011 – 1<sup>st</sup> Qtr 2015

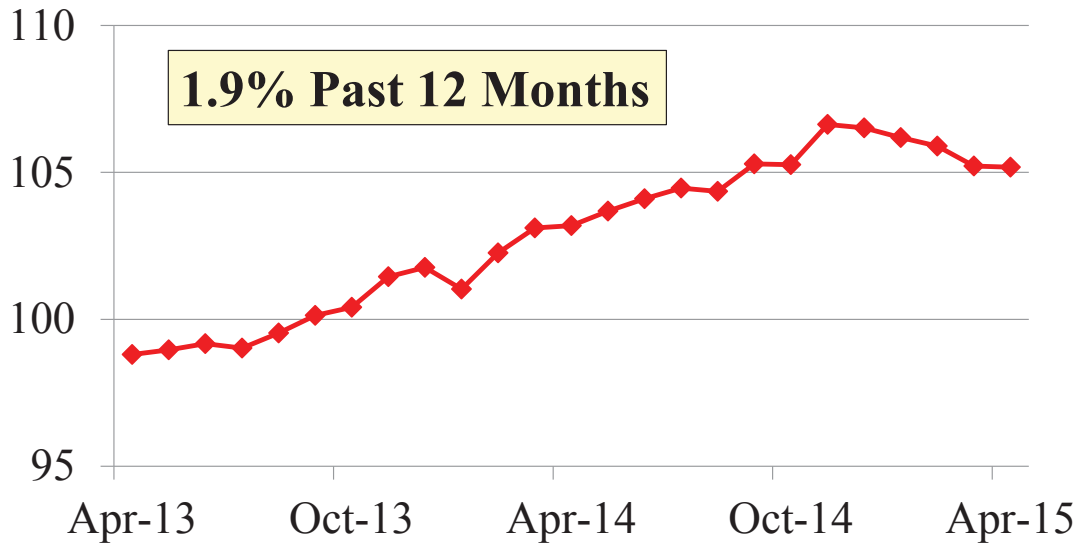


Source: U.S. Bureau of Economic Analysis

8



## U.S. Industrial Production April 2013 – April 2015

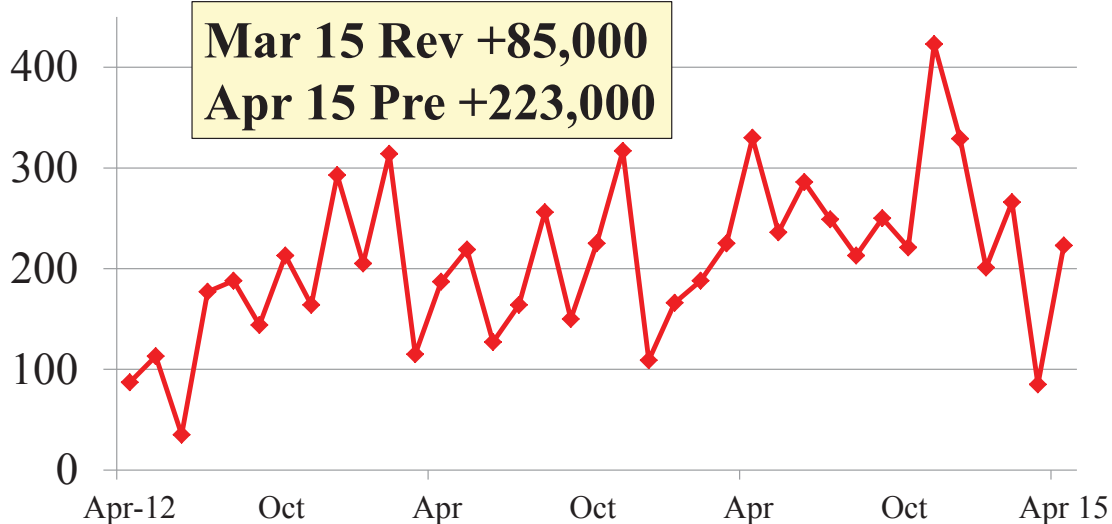


Source: Board of Governors of Federal Reserve System

9



## Change in Total Nonfarm Payroll Employment for U.S. Apr 2012-Apr 2015 in 1,000s



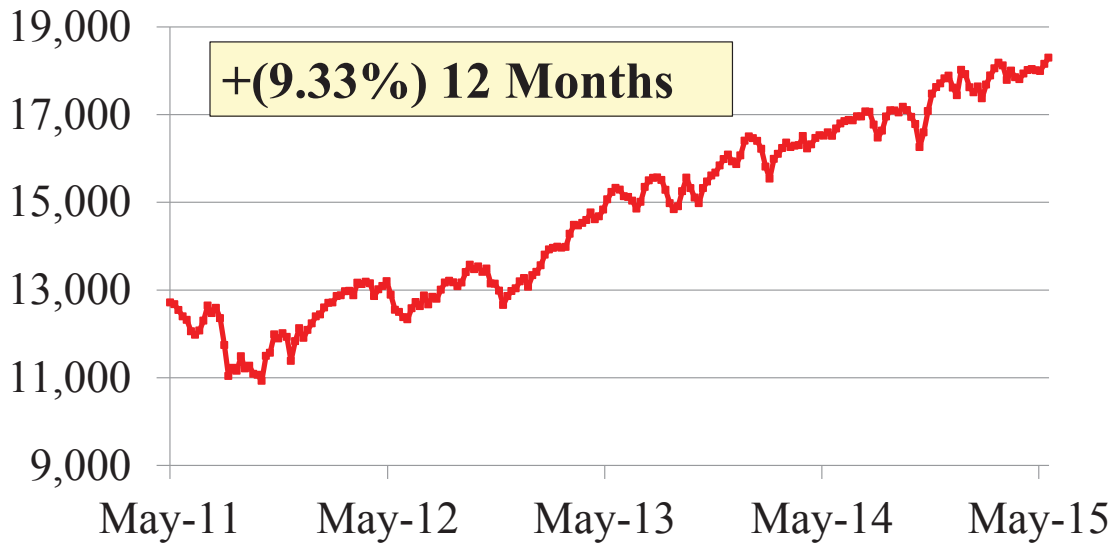
Source: U.S. Bureau of Labor Statistics

10





## Dow Jones Industrial Average (DJIA) May 2011–May 2015

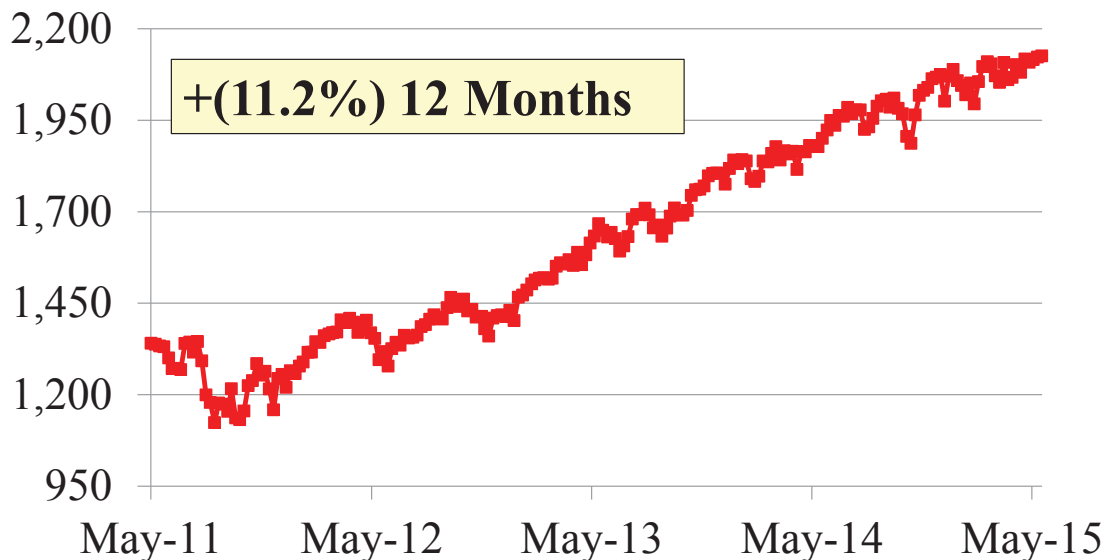


Source: NY Stock Exchange

11



## S & P 500 May 2011–May 2015



Source: Yahoo Finance

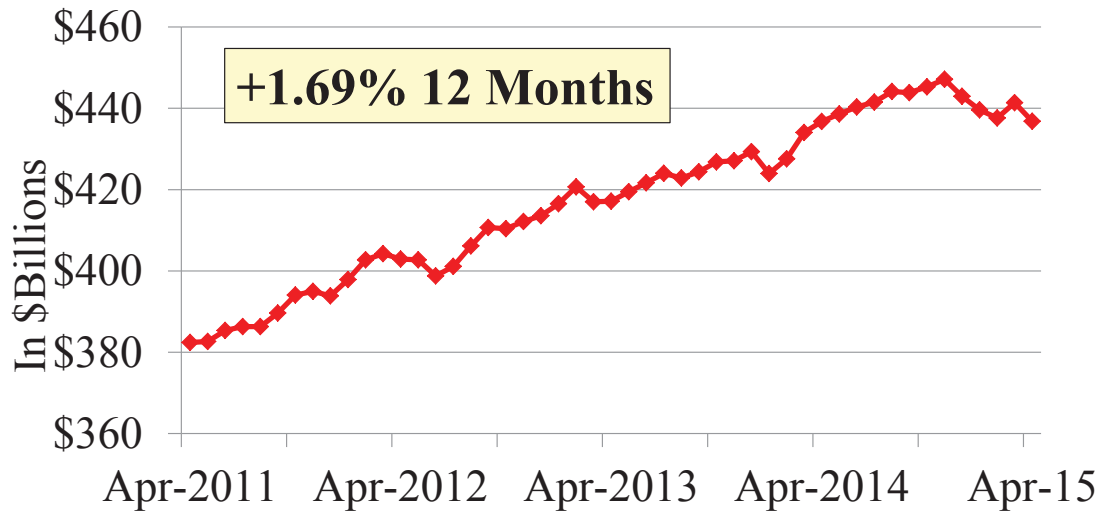
12



## Monthly Sales for Retail & Food Services in U.S.



### Apr 2011-April 2015 in \$ Bill



Source: U.S. Census Bureau

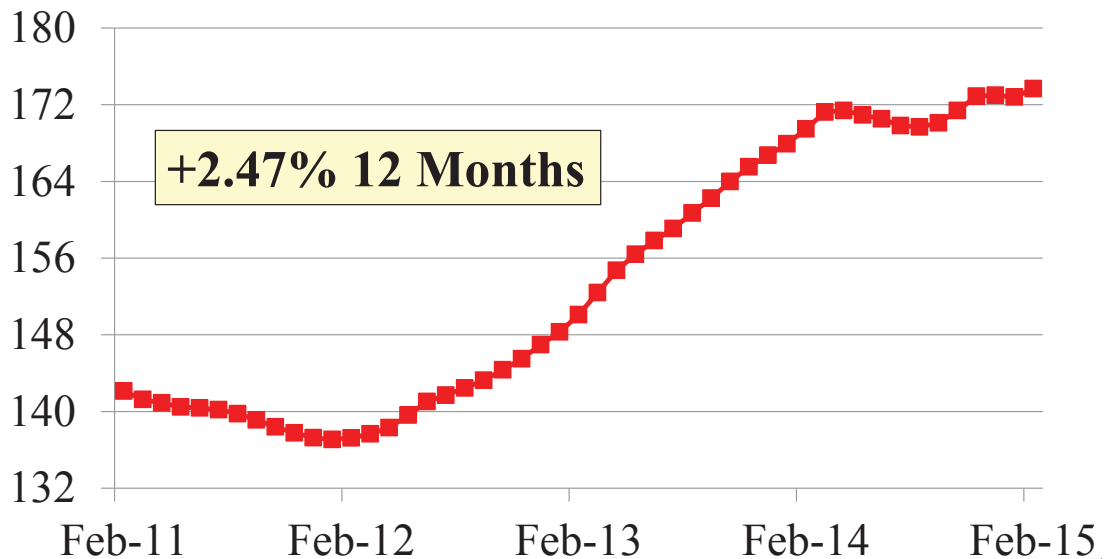
13



## Case Shiller 20-City Home Price Index



### Feb 2011-Feb 2015

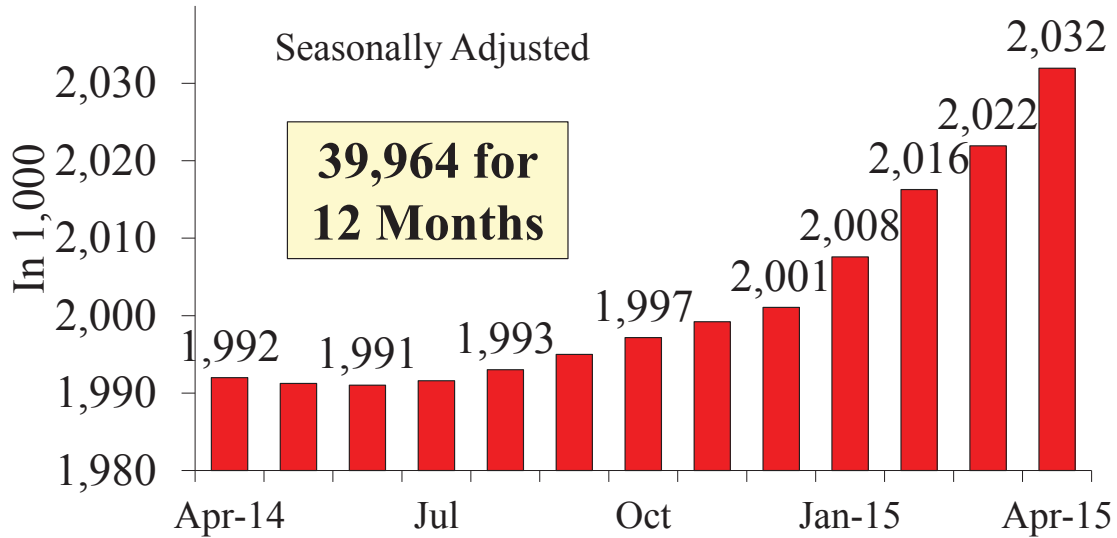


Source: Standard and Poor's

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## Employment State of AL Apr 2014 – Apr 2015 in 1,000s

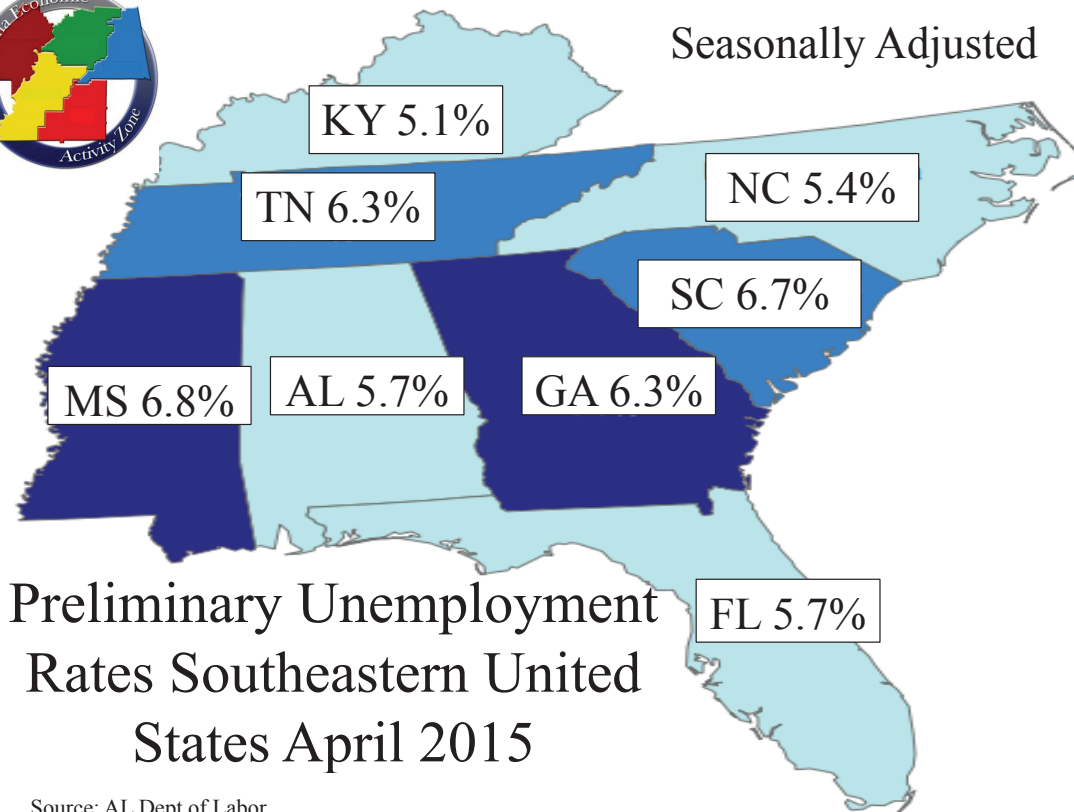


Source: U.S. Bureau of Labor Statistics

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## Seasonally Adjusted



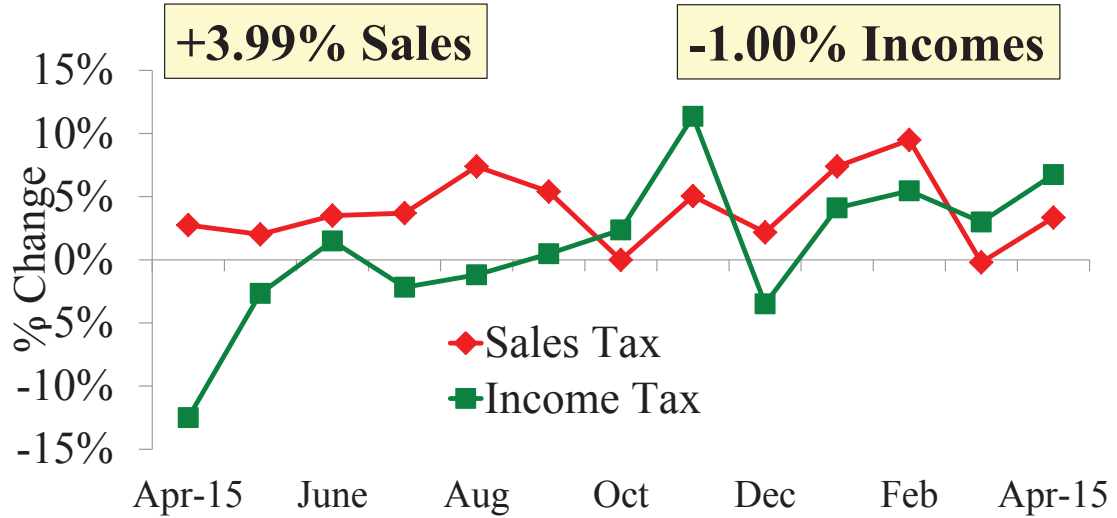
Source: AL Dept of Labor

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## Sales/Individual Income Tax State of AL % Change from Previous Year Apr 14 to Apr 15



Source: Alabama Department of Revenue

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## Outlook Surveys



United States



Alabama

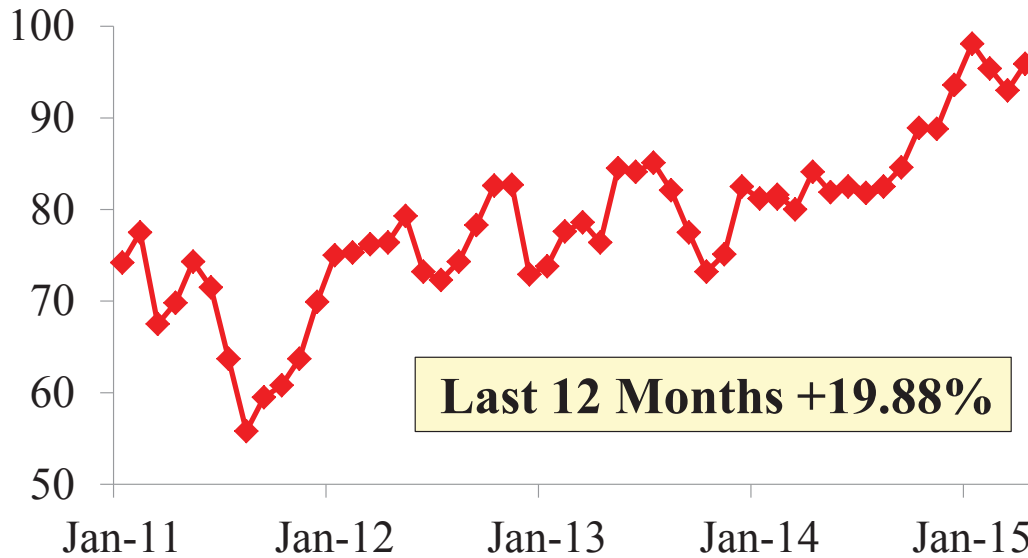


CEAZ

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## U.S. Consumer Sentiment Jan 2011 – Apr 2015



Source: University of Michigan Institute of Social Research

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## ABCI Alabama Business Confidence Index™

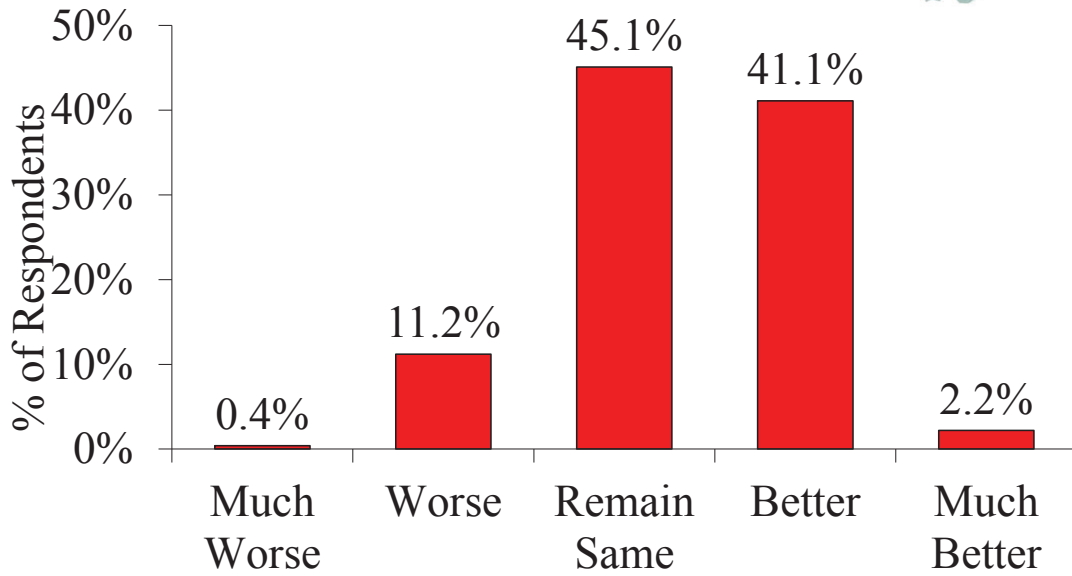


- State Survey – 2nd Quarter 2015
- Approximately 224 respondents
- Operated by University of Alabama Center for Business and Economic Research
- [cber.cba.ua.edu](http://cber.cba.ua.edu)

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## Economic Outlook for AL Q1 15 vs to Q2 15

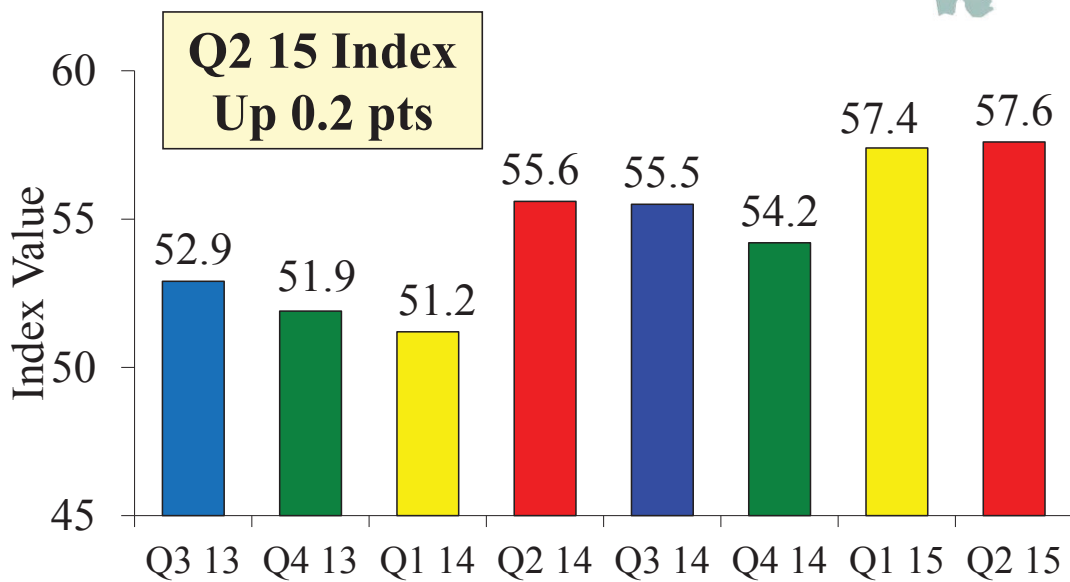


Source: Alabama Business Leaders Confidence Index

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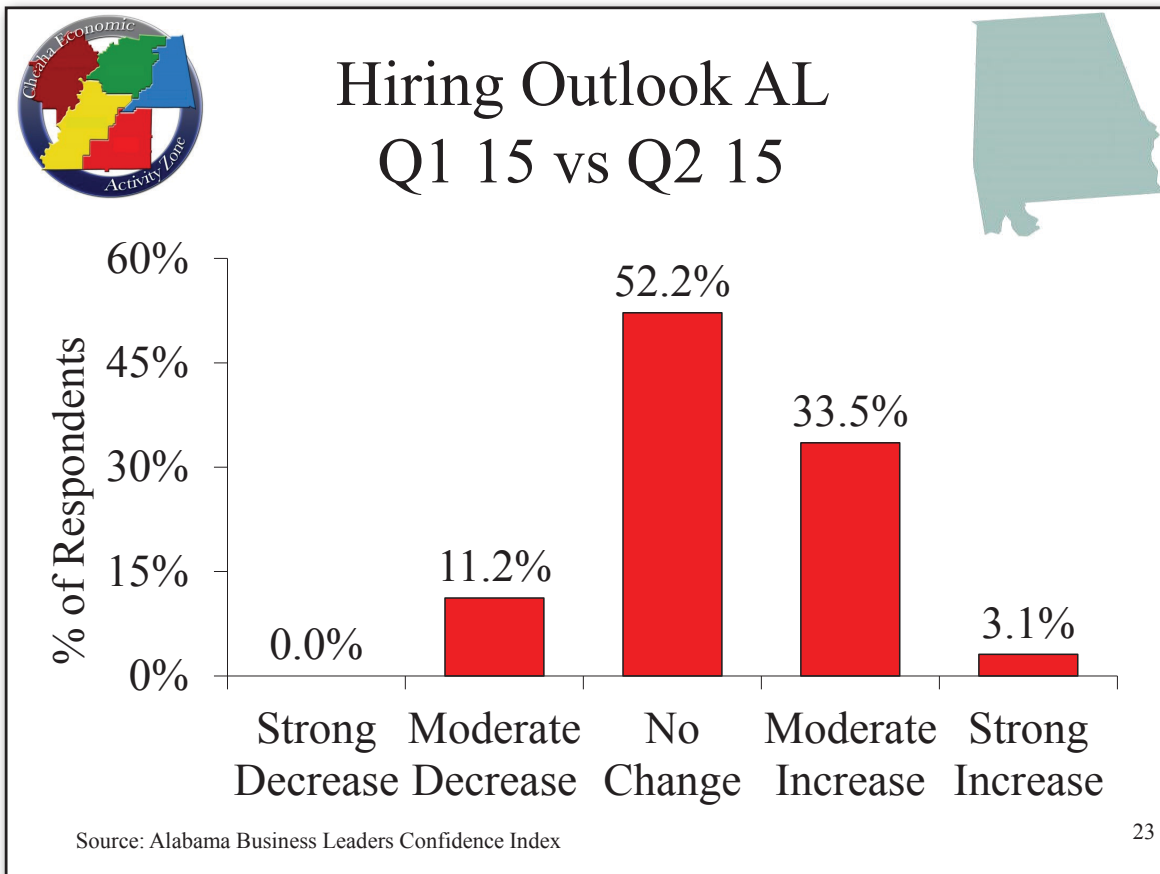
## Economic Outlook Index AL Q2 13 – Q2 15



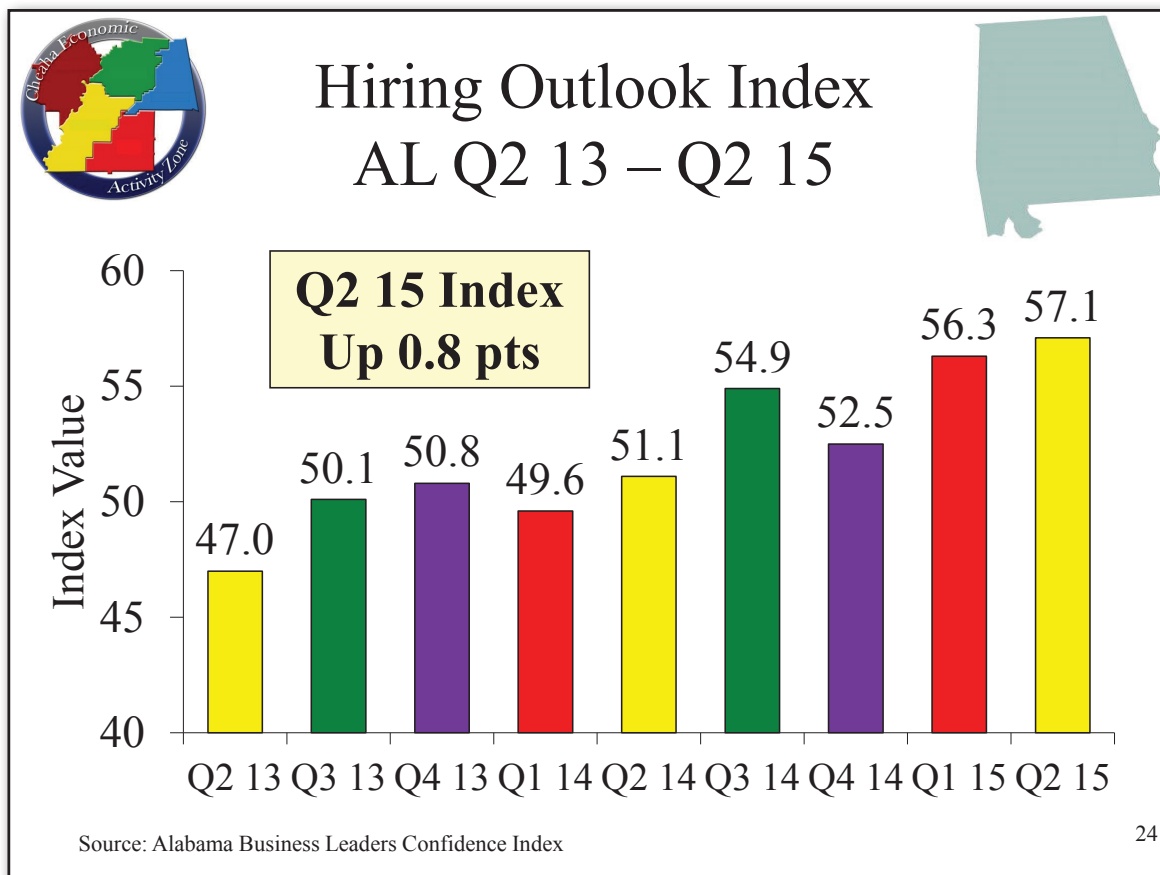
Source: Alabama Business Leaders Confidence Index

22





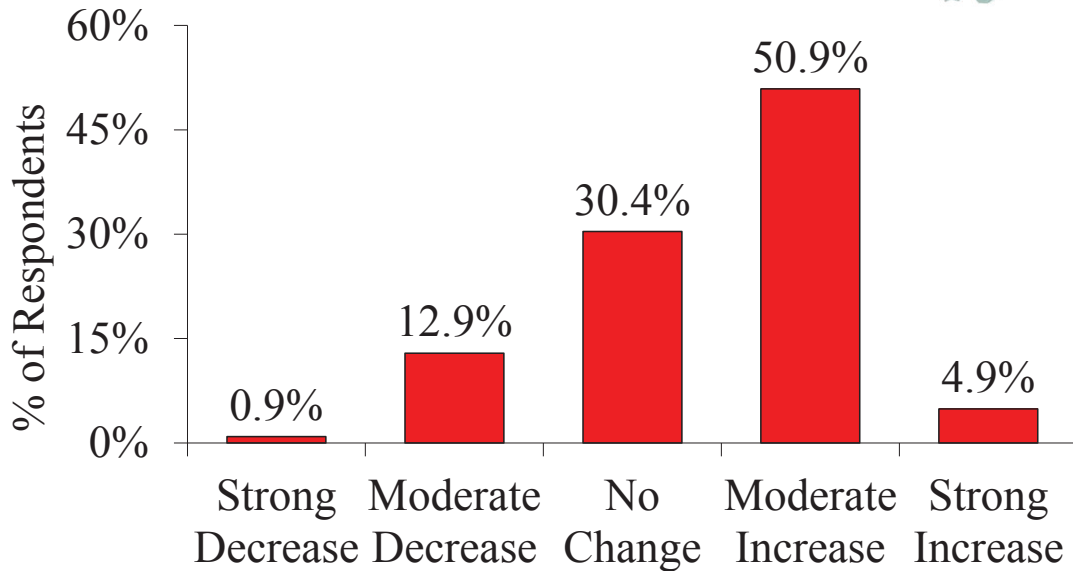
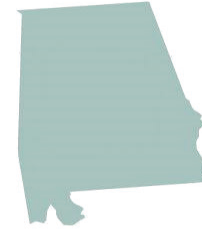
23



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## Sales Outlook AL Q1 15 vs Q2 15

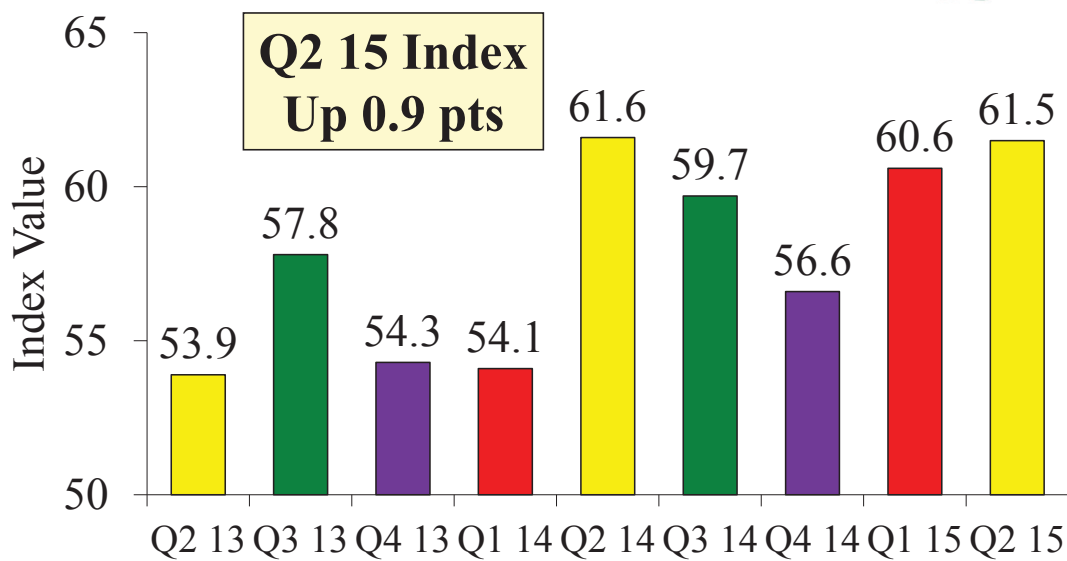


Source: Alabama Business Leaders Confidence Index

25

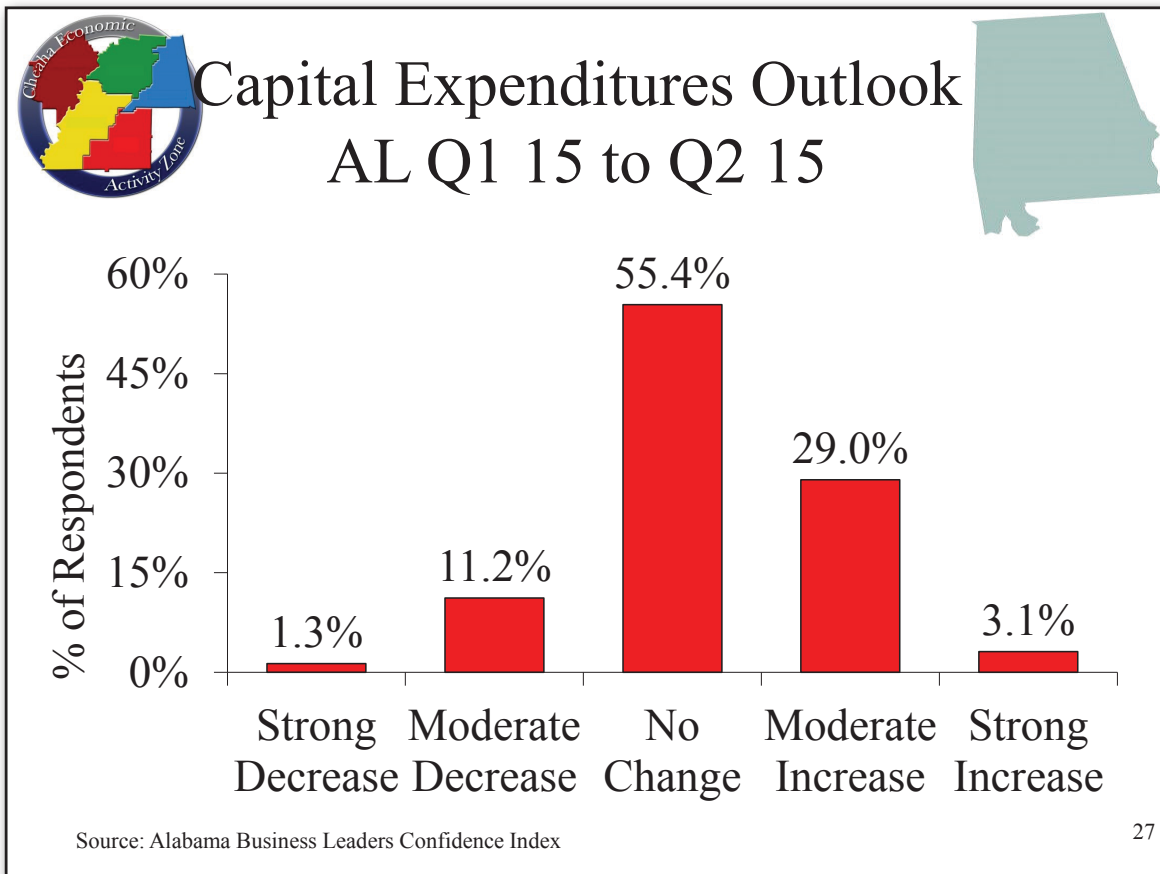


## Sales Outlook Index AL Q2 13 – Q2 15

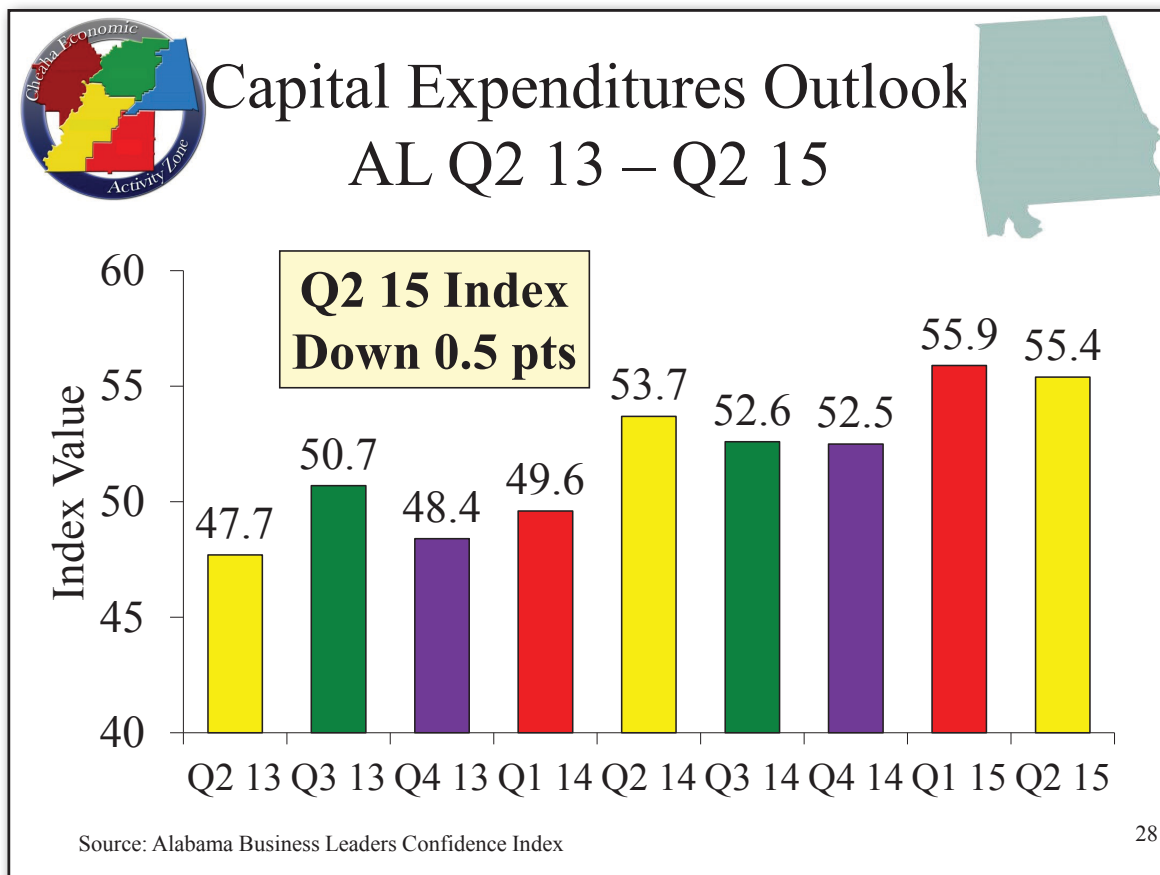


Source: Alabama Business Leaders Confidence Index

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## CEAZ Survey Member's Chamber of Commerce

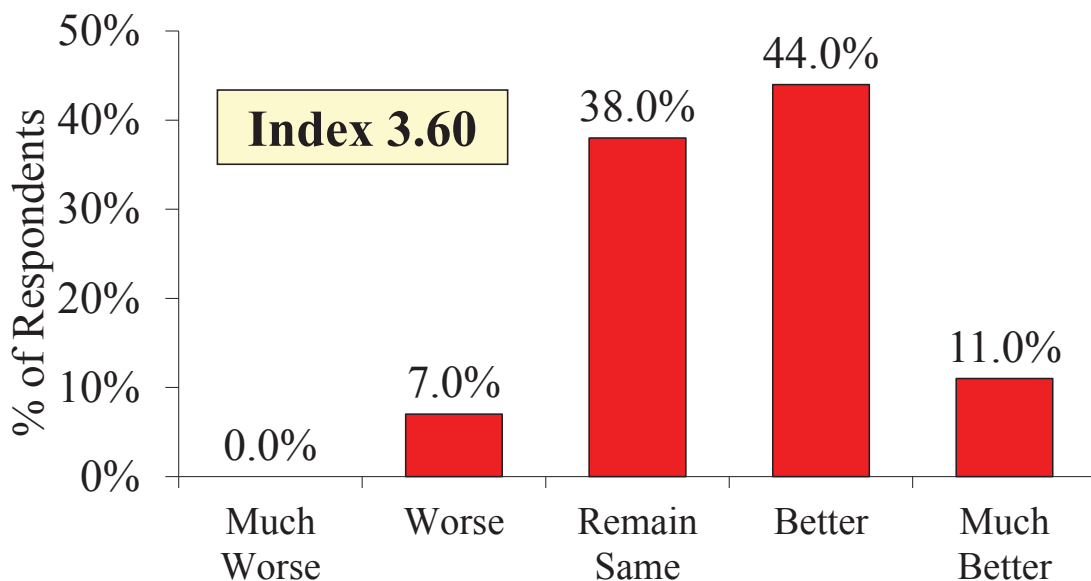


- Results for Seven Economic Predictions
- Five Point Scale
- Index value = Sum of Item Values Multiplied by Response Percentages
- 50 Organizations Represented
- First Year. No Comparison Data

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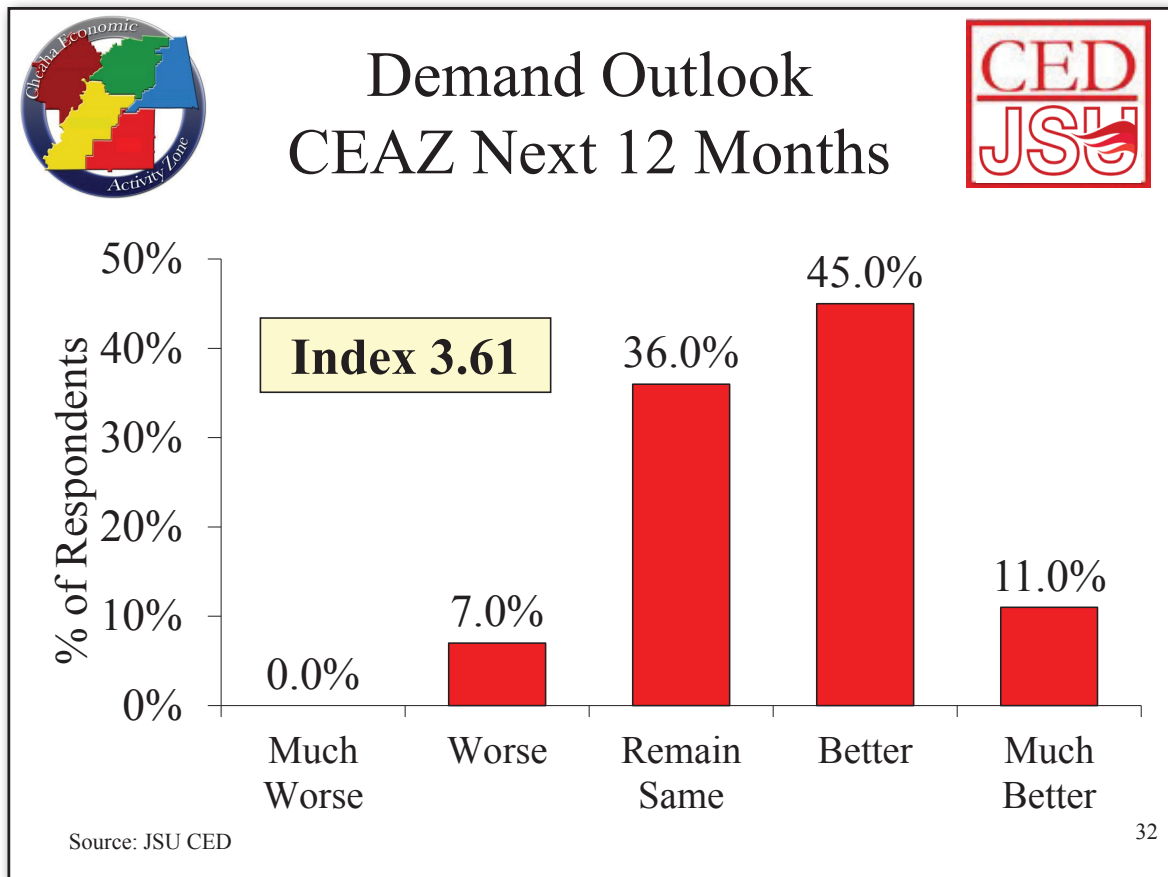
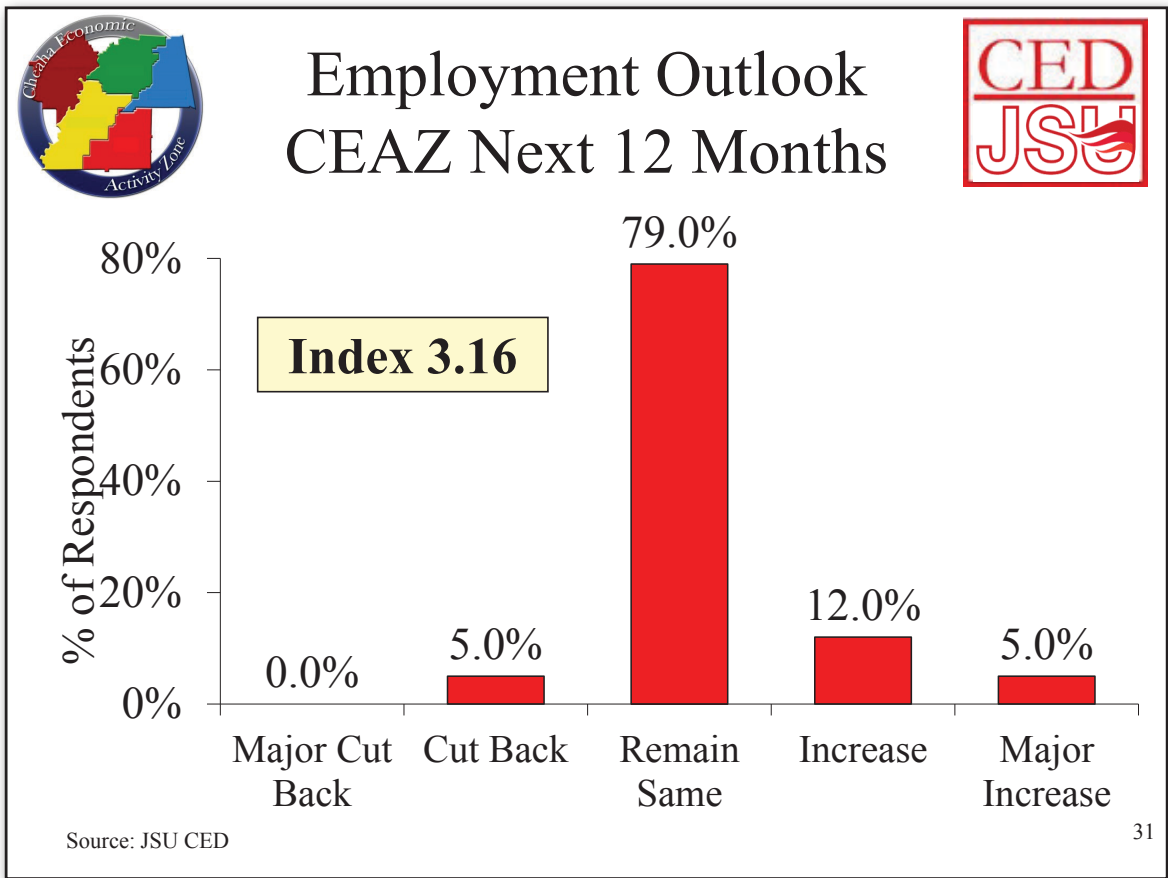


## Economic Outlook CEAZ Next 12 Months



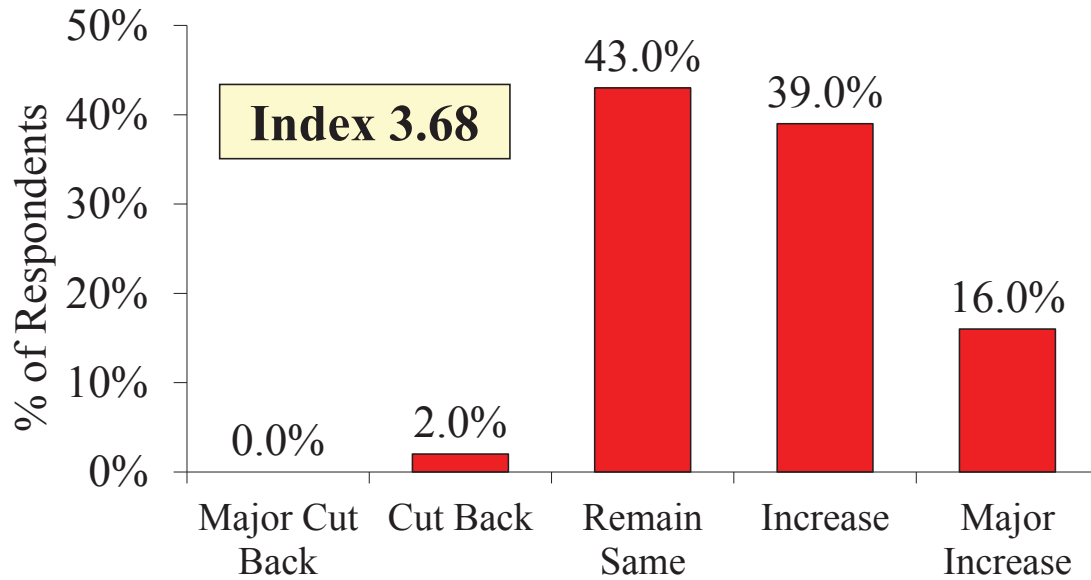
Source: JSU CED

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## New Product Intentions CEAZ Next 12 Months

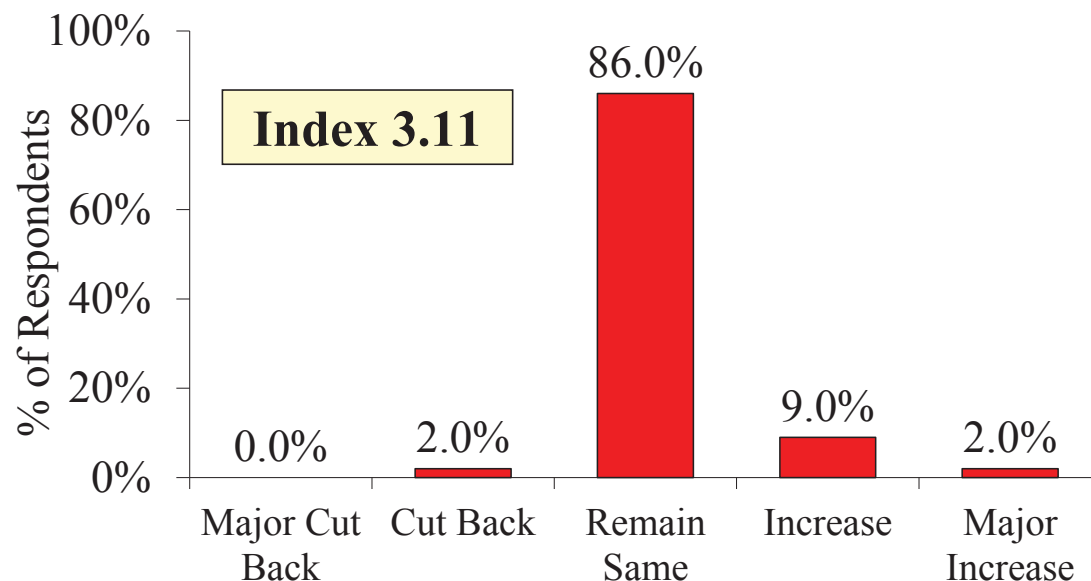


Source: JSU CED

33

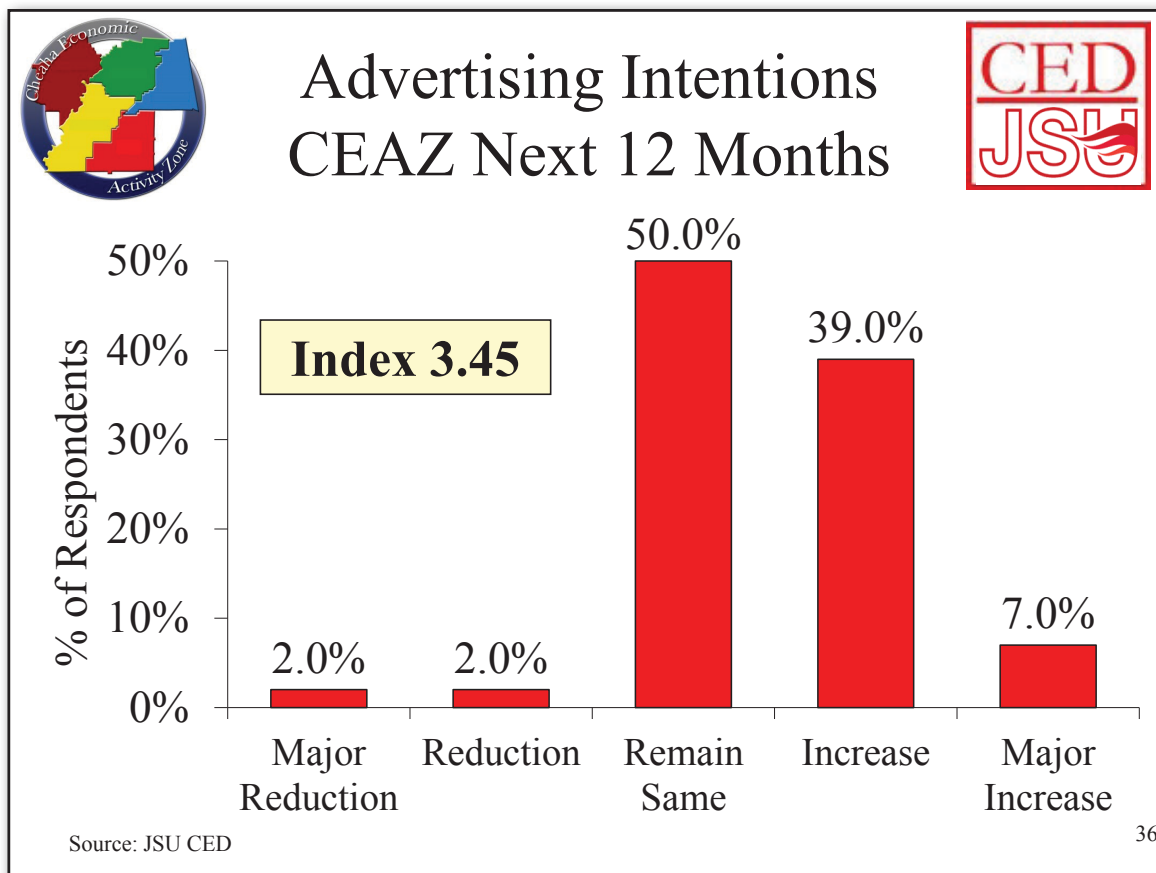
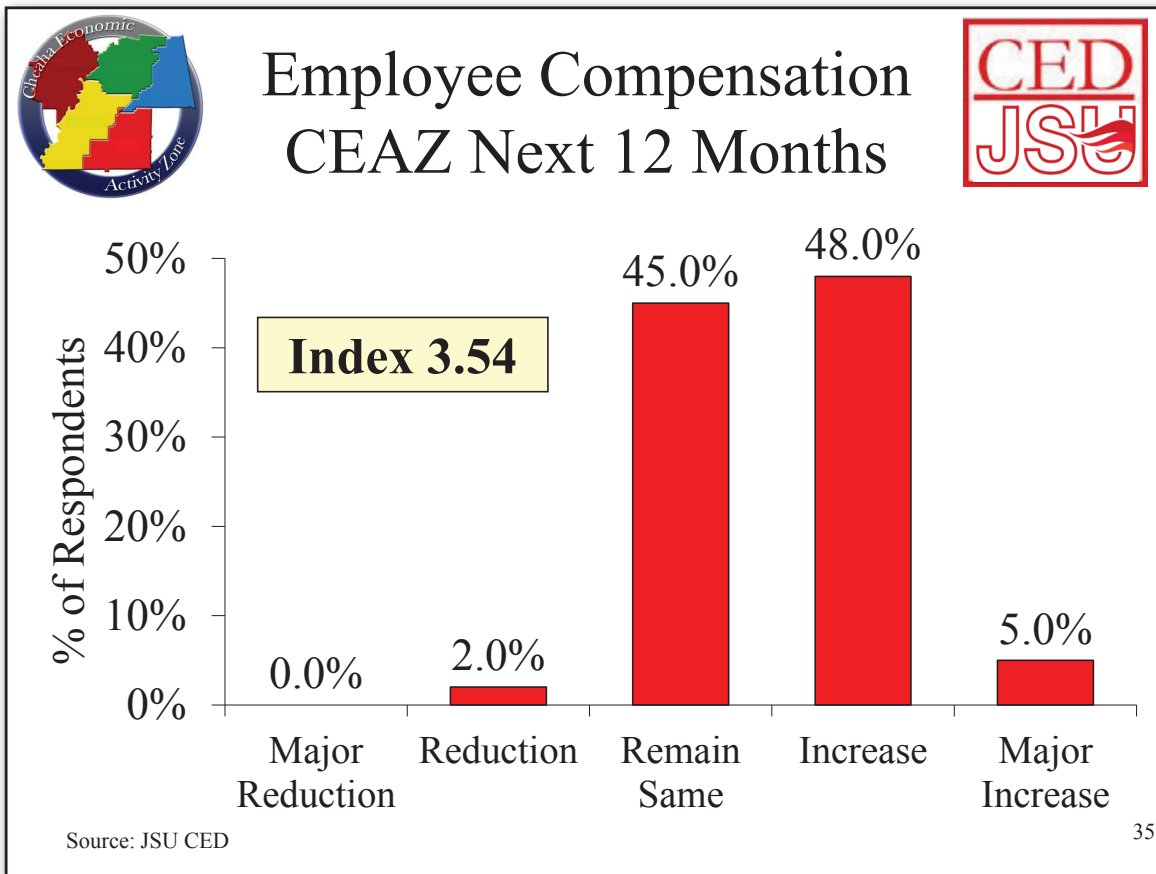


## New Outlet Intentions CEAZ Next 12 Months



Source: JSU CED

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## CEAZ Survey: Largest Response Category by %

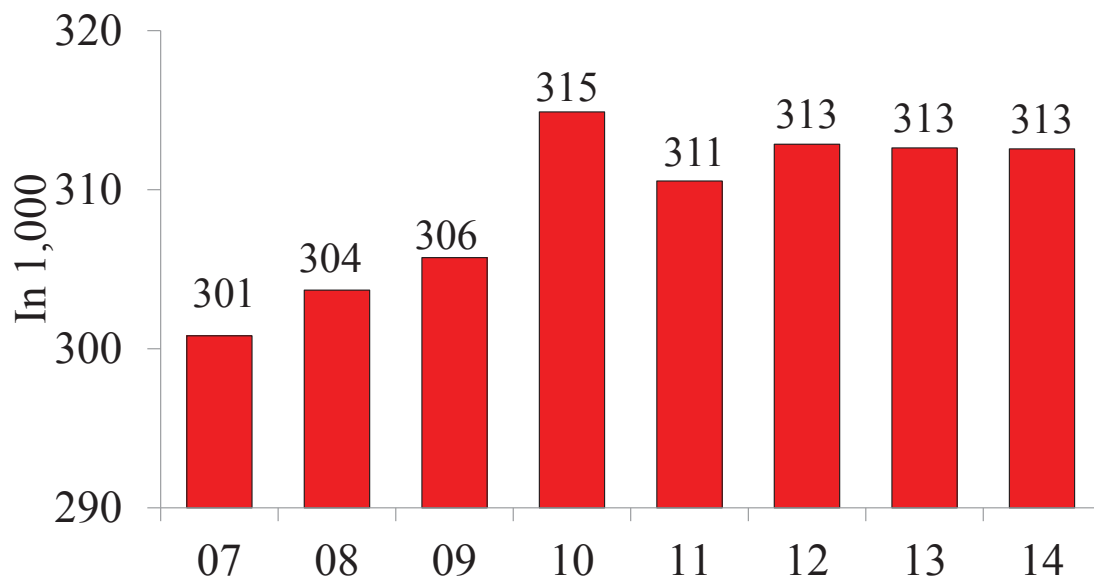


- Overall Outlook– Slightly Better 44%
- Number of Employees – No Change 79%
- Demand for Products – Slightly Better 45%
- New Products – No Change 43%
- Number of Outlets – No Change 86%
- Employee Pay – Slight Increase 48%
- Advertising Spending – No Change 50%

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## CEAZ : Population Trends 2007-2014 in Thousands

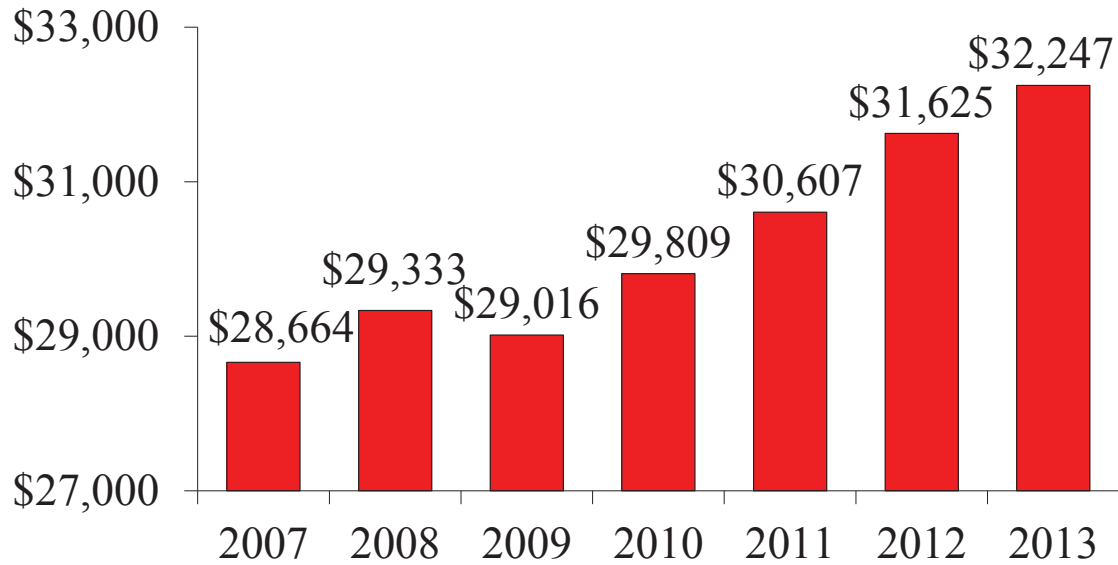


Source: U.S. Census Bureau

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## Per Capita Personal Income CEAZ 2007 – 2013

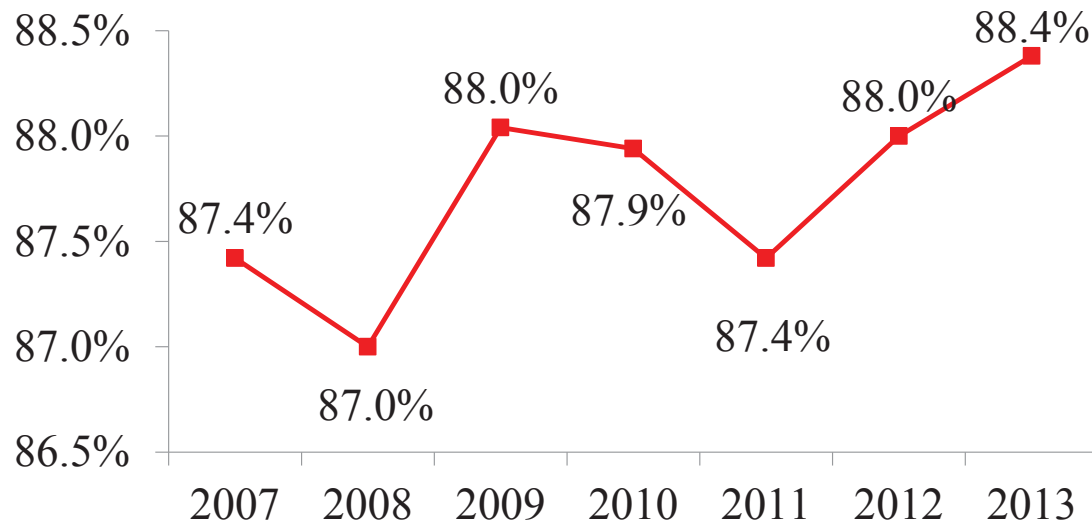


Source: Bureau of Economic Analysis

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## Per Capita Personal Income CEAZ % of AL 2007-2013



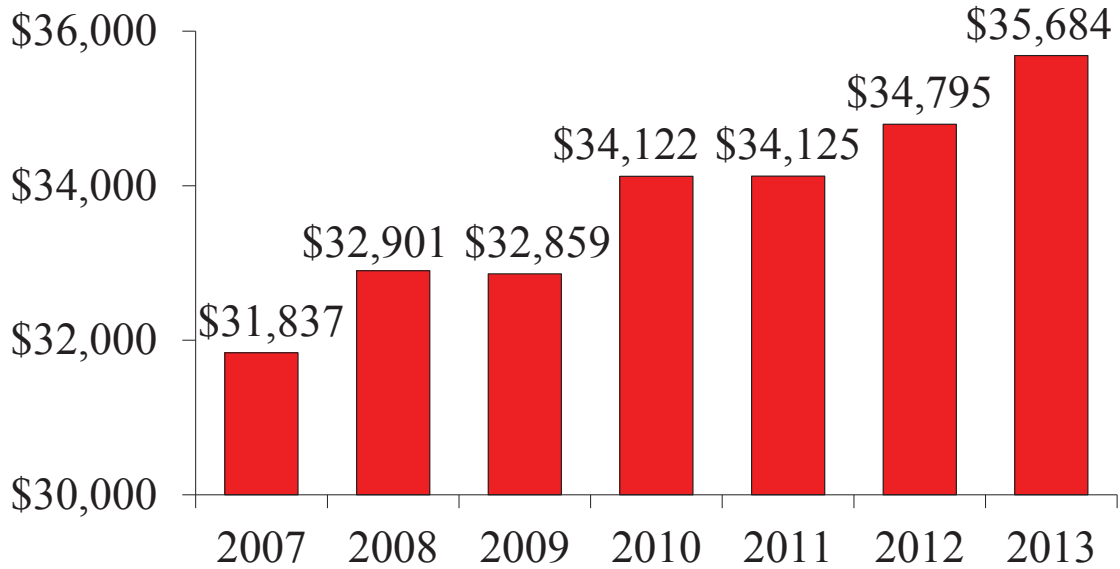
Source: Bureau of Economic Analysis

40





## Average Wage Per Job CEAZ 2007 – 2013

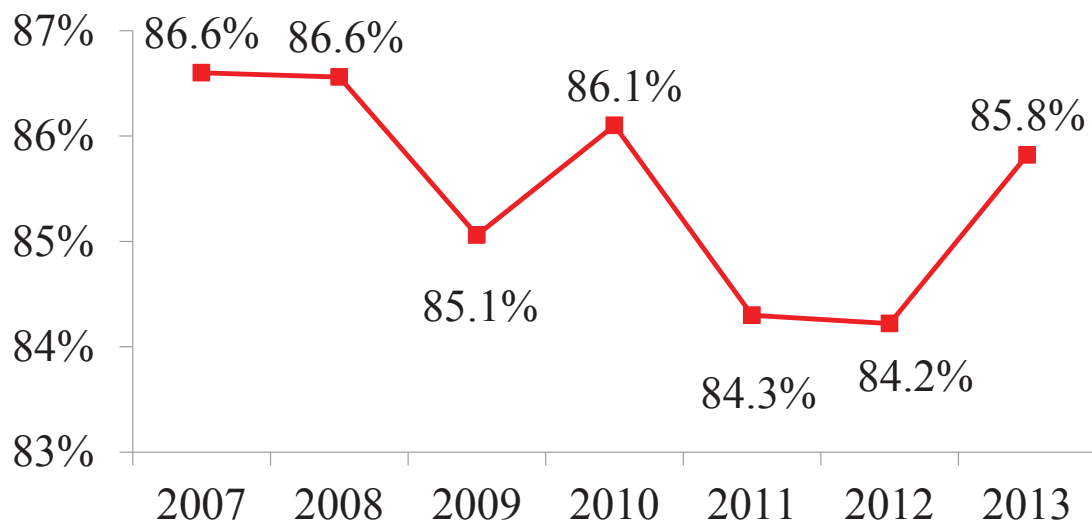


Source: Bureau of Economic Analysis

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## Ave Wage Per Job CEAZ % of AL 2007-2013



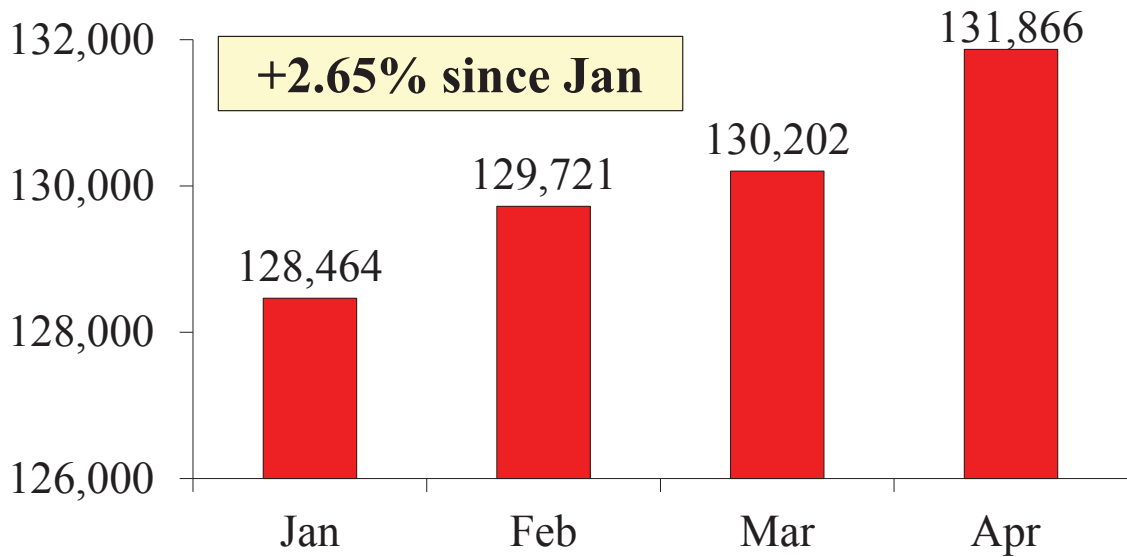
Source: Bureau of Economic Analysis

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## Labor Force CEAZ Jan - Apr 2015

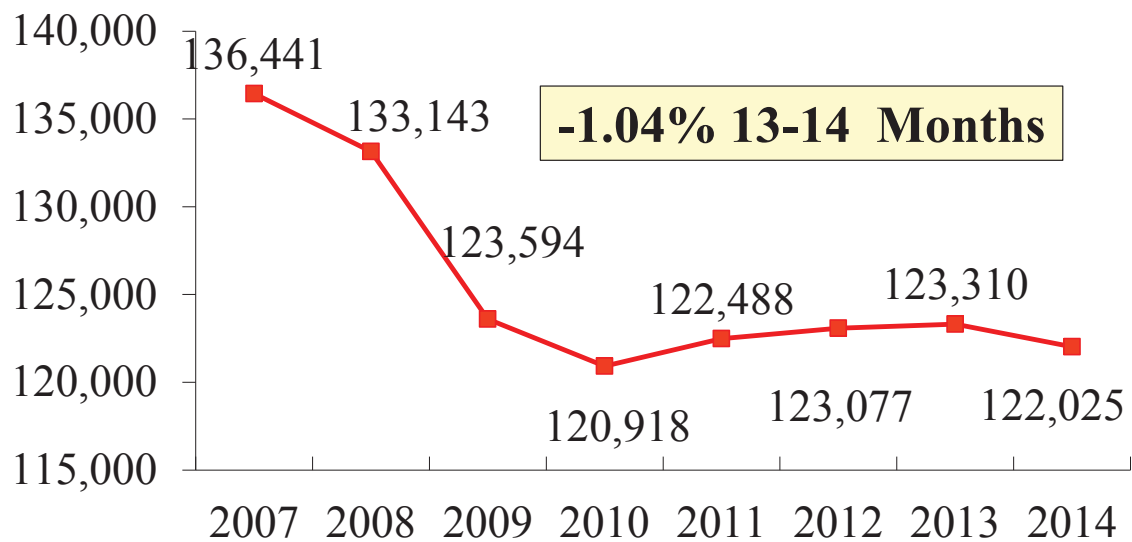


Source: US Bureau of Labor Statistics

45

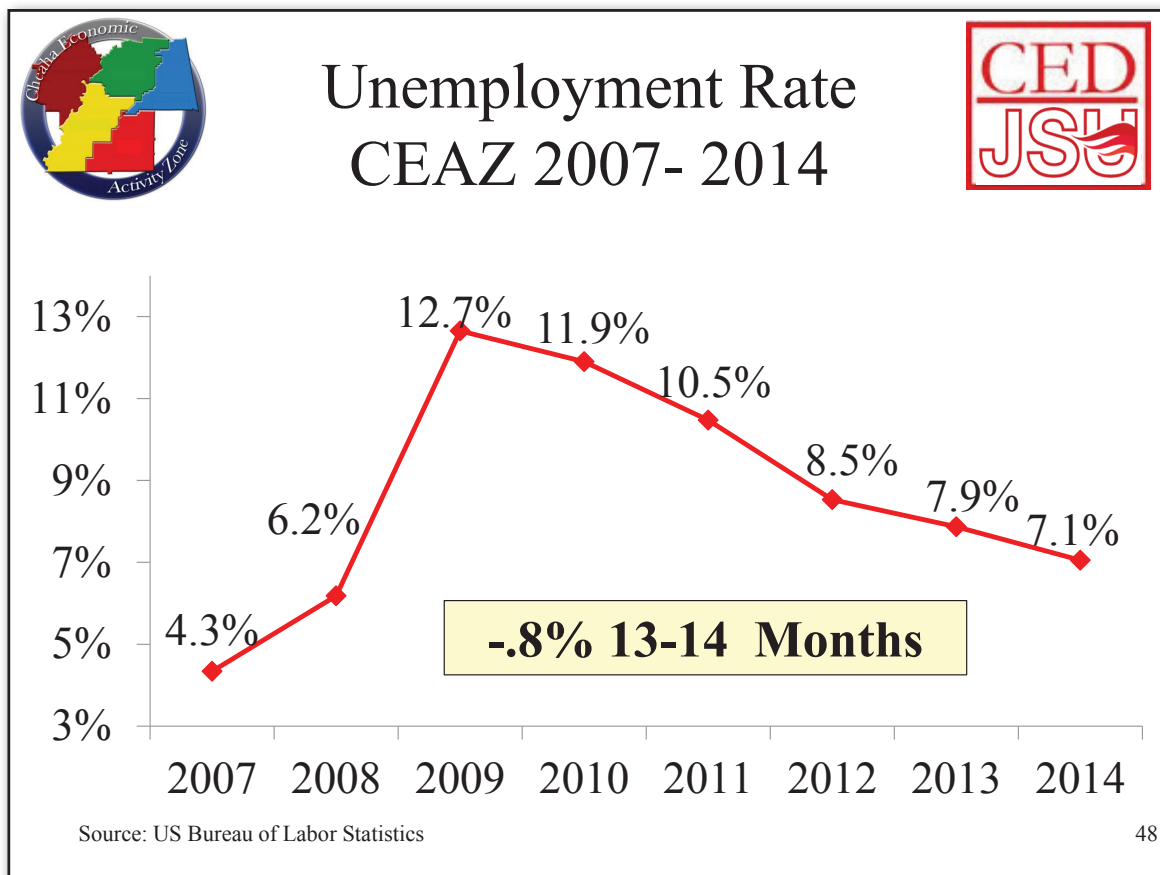
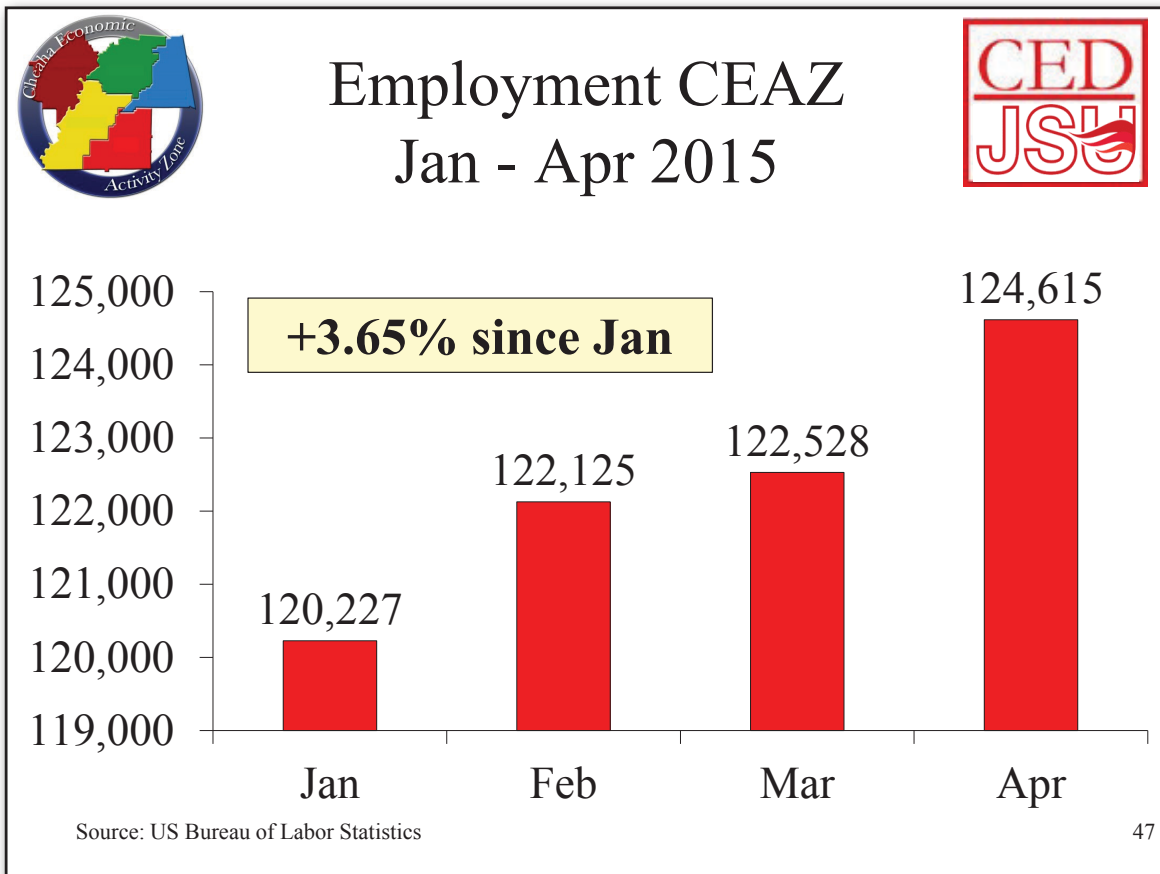


## Employment CEAZ 2007- 2014



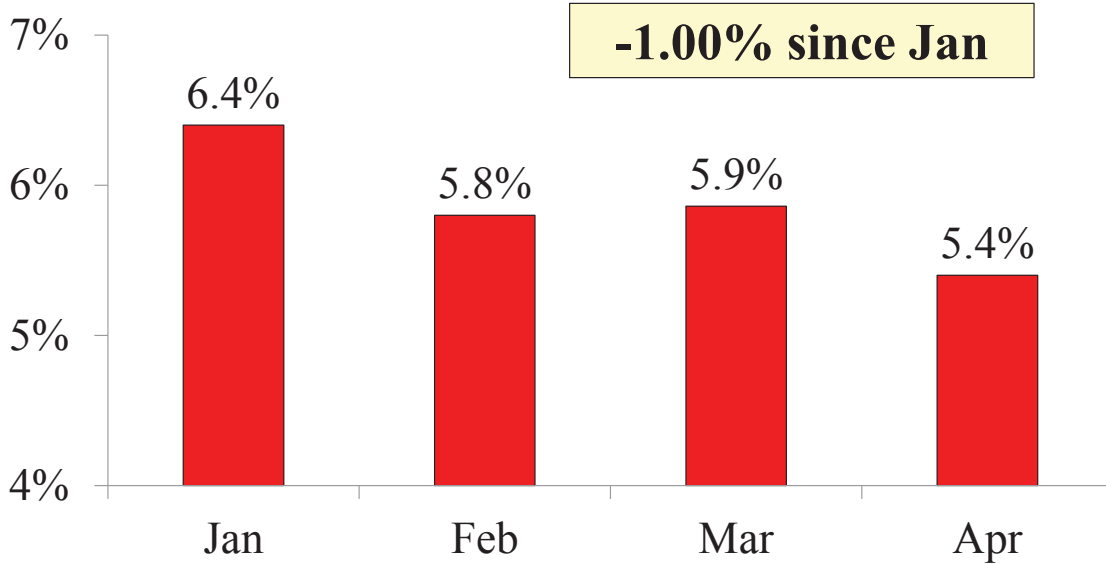
Source: US Bureau of Labor Statistics

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# Unemployment Rate CEAZ Jan - Apr 2015



Source: US Bureau of Labor Statistics

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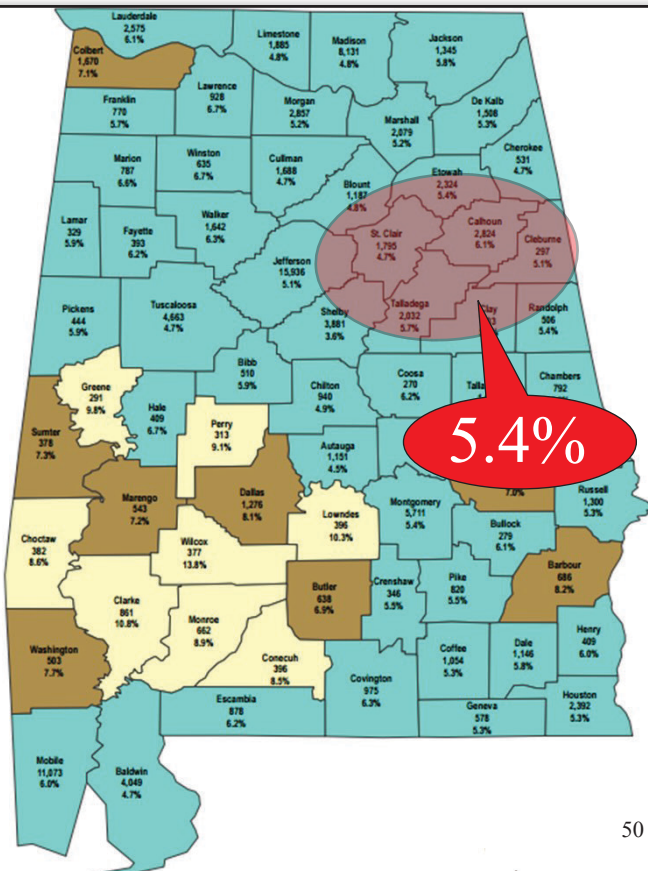
## Alabama Unemployment Rates April 2015

Preliminary State Rate  
(Not Seasonally Adjusted)

State Ave – **5.3%**

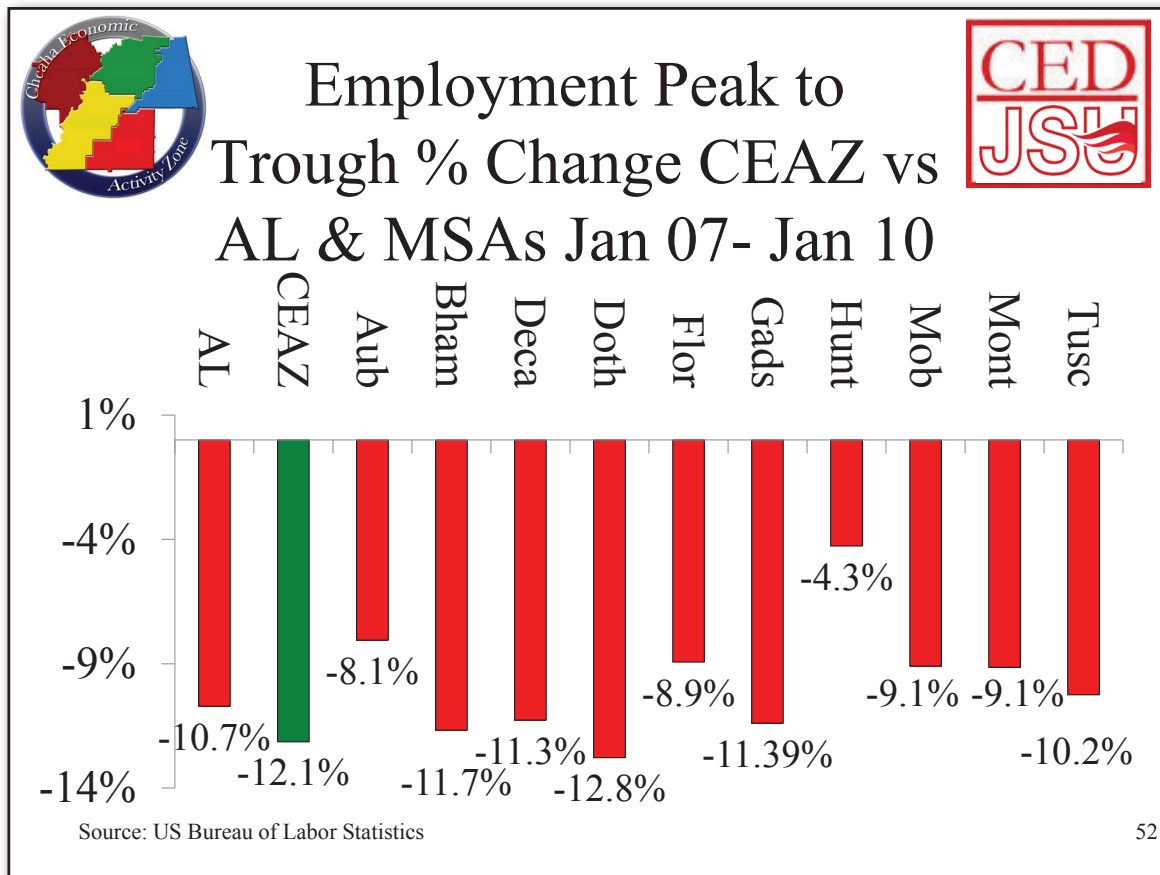
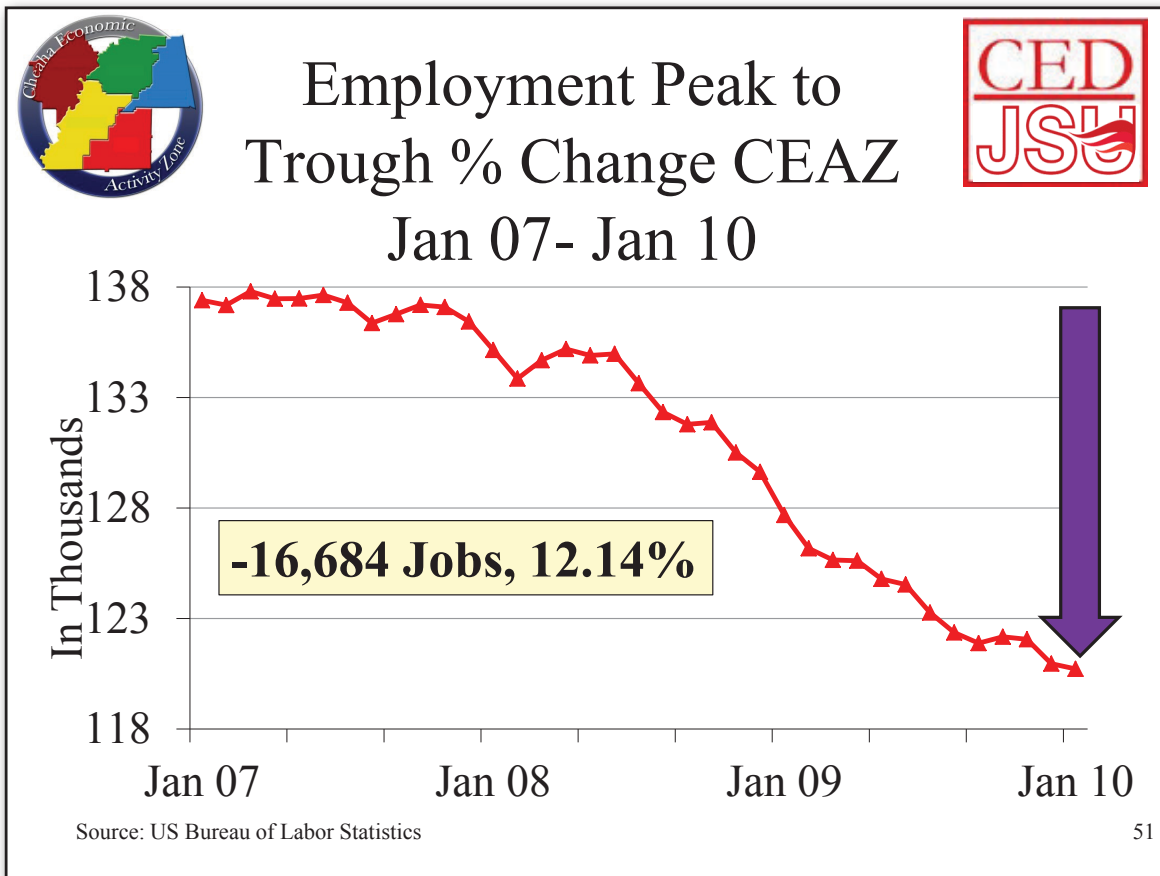
Unemployment Rate

- 6.8% and Below
- 6.9% - 8.3%
- 8.4% and Above



Source: US Bureau of Labor Statistics

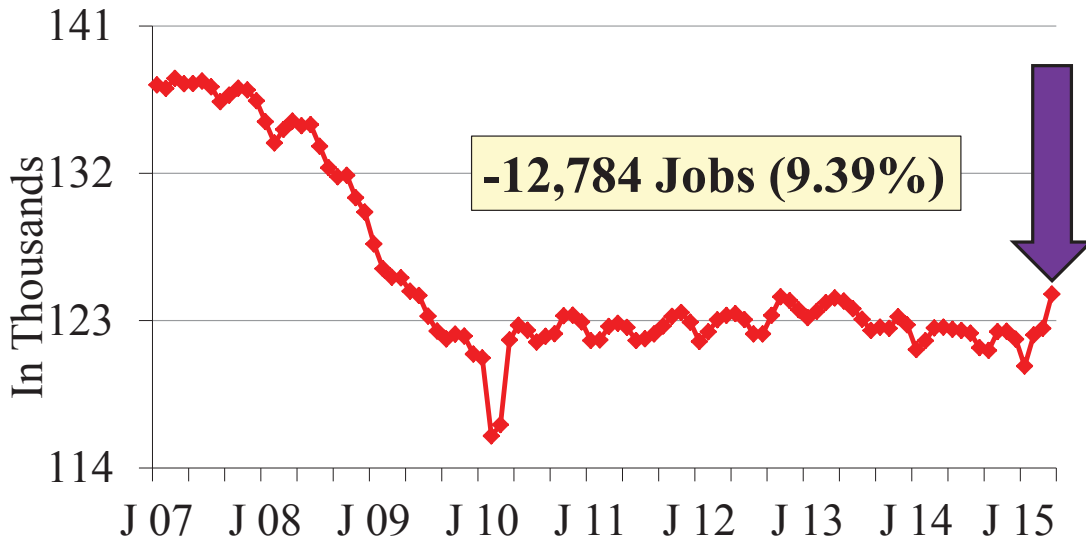
50







## Employment Peak to Now CEAZ Jan 07- Mar 15

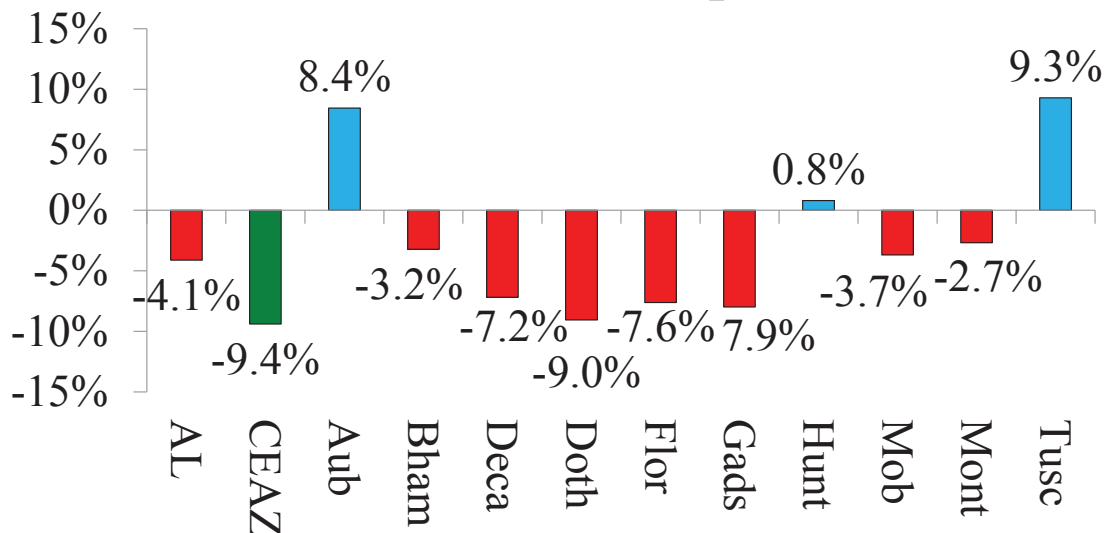


Source: US Bureau of Labor Statistics

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## Employment Peak to Now % Change CEAZ vs AL MSAs Dec 07- Apr 15

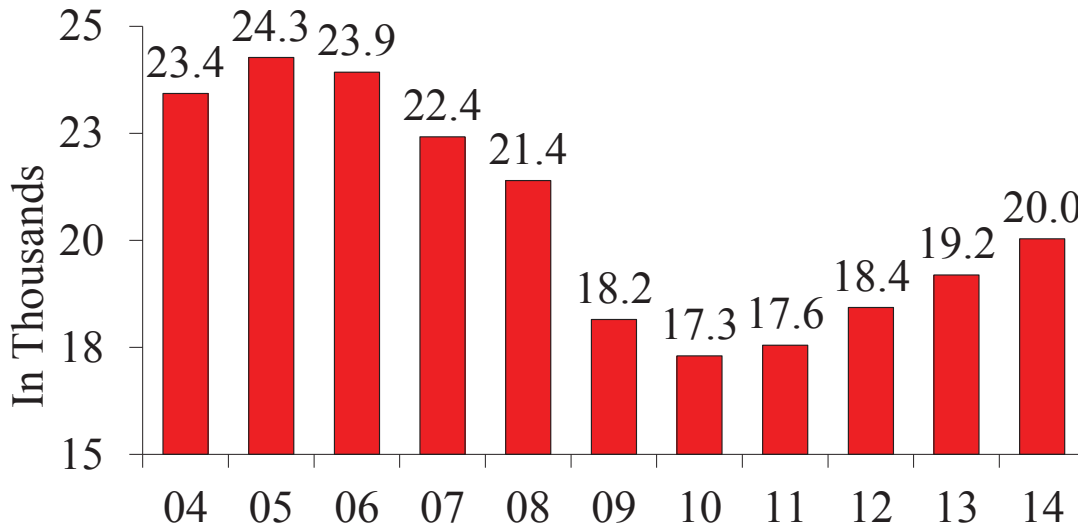


Source: US Bureau of Labor Statistics

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## Manufacturing Sector Employment CEAZ 2004-2014 in Thousands

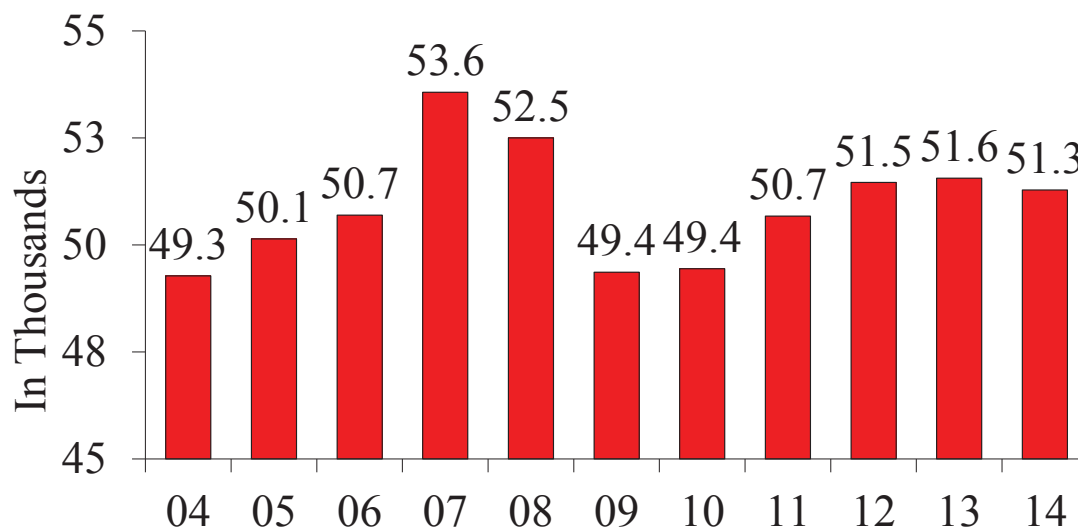


Source: U.S. Bureau of Labor Statistics

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## Service Sector Employment CEAZ 2004-2014 in Thousands

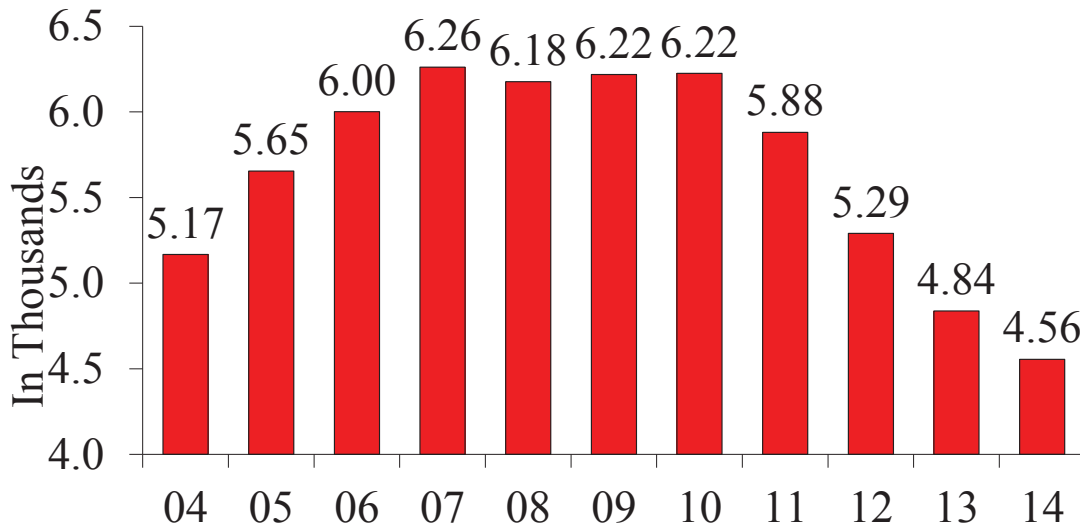


Source: U.S. Bureau of Labor Statistics

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## Federal Sector Employment CEAZ 2004-2014 in Thousands



Source: U.S. Bureau of Labor Statistics

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## CEAZ: Labor Market Summary



- **Labor Force**
  - Down from historic highs
  - Up recently
- **Economy in Region has recovered to some extent**
  - State and local business leaders remain cautious
  - Other areas of state have seen more significant recovery
- **Employment**
  - Down from historic highs
  - Up recently
- **Unemployment**
  - Down from recent highs
  - Trending lower

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# The Nation's Most Advanced M



## Welcome to CMP Talladega!

*Welcome to the Civilian Marksmanship Program's Talladega Marksmanship Park! It's a 500-acre facility dedicated to the safe handling of firearms, responsible gun ownership, and the development of marksmanship skills, with an emphasis on youth.*

*CMP Talladega truly is a park, carved into the landscape of the foothills just north of the City of Talladega and approximately two miles south of the Talladega Superspeedway.*

*The park features a 13,000 square foot club house that houses a reception area, check-in desk, large classrooms, a pro shop and common areas that look out onto the surrounding grounds.*

*Directly behind the club house is Range 1, an electronically scored high power rifle range*

*with targets 200, 300 and 600 yards beyond a common, covered firing line.*

*Next door are Ranges 2, 3 and 4, which are electronically scored 100 yard, 50 yard and 50 foot ranges to be used for rifle sighting, smallbore and pistol practice and competition.*

*To the west are 15 action pistol bays that may be set up in a variety of configurations for practice, contests, clinics, schools and more.*

*To the east are a 15-station sporting clays shotgun field, a trap field and a five-stand field.*

*The park is open to the public Wednesday through Saturday from 8 a.m. to 5 p.m. and Sunday from 1 p.m. to 5 p.m.*

*For more information about CMP Talladega, call or visit our Website.*

**256-835-84**



# Marksmanship Park is Now Open



**CMP**<sup>TM</sup>  
**TALLADEGA**  
MARKSMANSHIP PARK





# State of Alabama Update CEAZ 2015



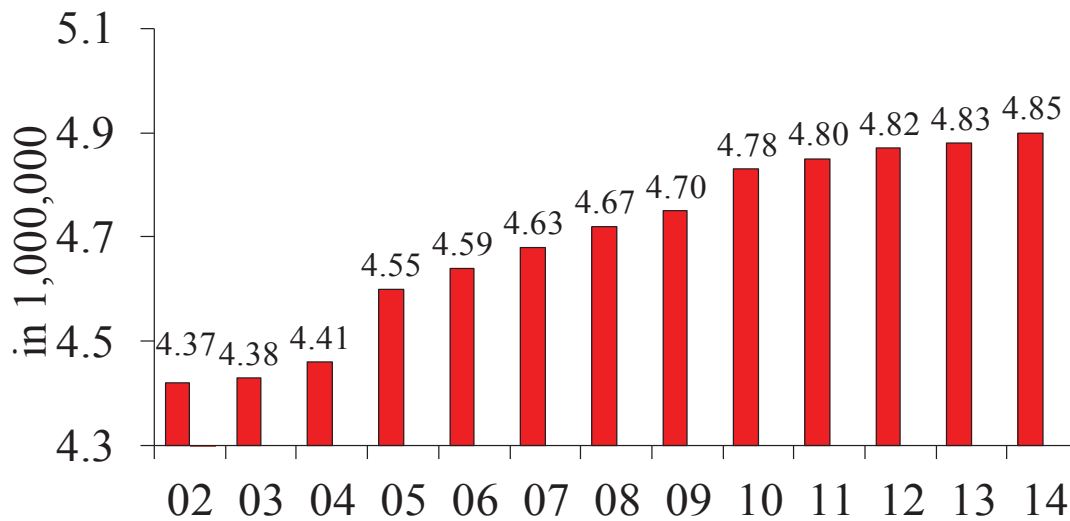
- Workforce Dynamics
- Economic Indicators
- Strategic Drivers



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# Workforce Dynamics Population for Alabama 2002-2014 in Millions



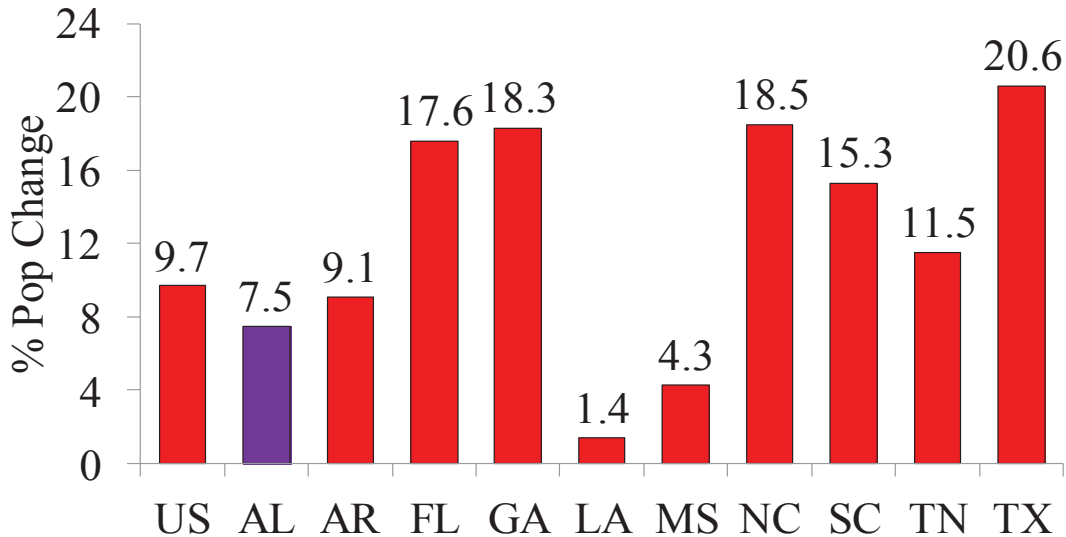
Source: U.S. Census Bureau

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## Percent Population Change Regional Comparison 2000-2010

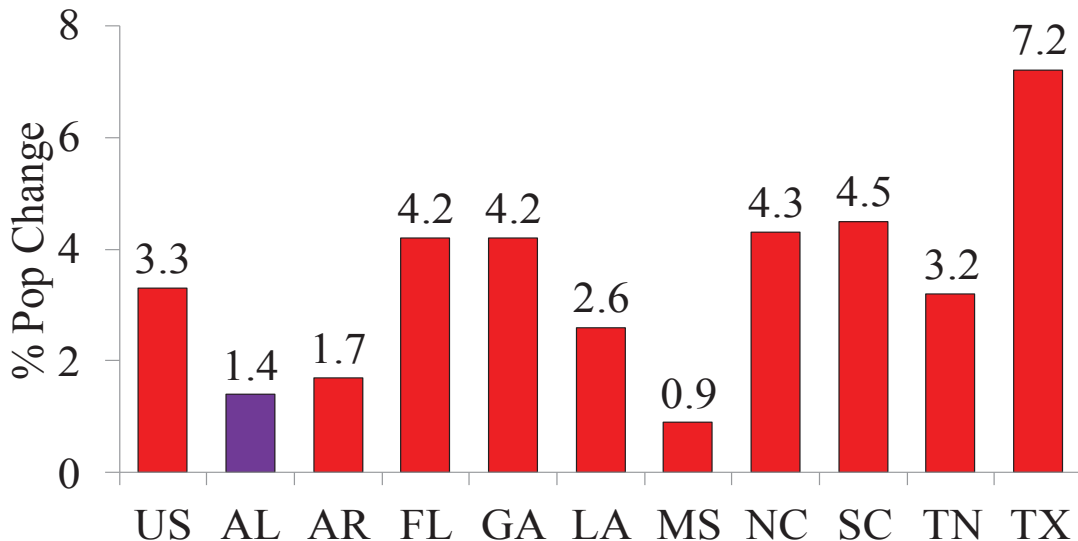


Source: U.S. Census Bureau

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## Percent Population Change Regional Comparison 2010- July 2014



Source: U.S. Census Bureau

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## Population Changes

### 381 Metropolitan Statistical Areas (MSAs) Change in Pop (2010 Census - July 2014)



1. New York	20,092,883	+ 2.69%
118. Huntsville	441,086	+ 5.63%
127. Mobile	415,123	+ 0.52%
330. Anniston	115,916	- 2.24%
381. Carson NV	54,522	- 1.36%

Source: U.S. Census Bureau. Michael Barone, Washington Examiner

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## Population Changes

### State MSAs With Fastest-Growth From: July 2013 – July 2014



Of the Top 20 MSAs by Percent Change

Florida - 6    N.C. - 2    Ala. - 1

Texas - 4    S.C. - 2    (Daphne)

From: 2000 U.S. census to July 2014

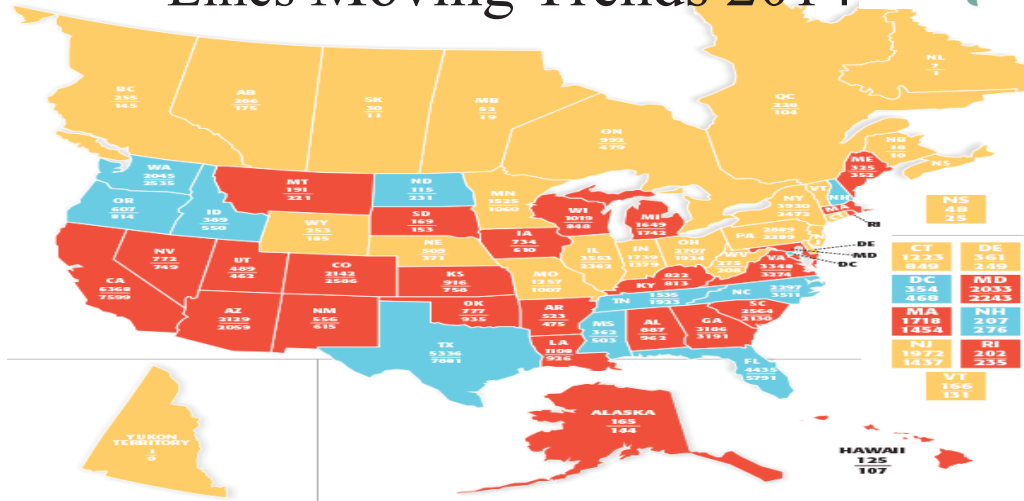
51% of Pop Growth Occurred in 27 MSAs

Source: U.S. Census Bureau. Michael Barone, Washington Examiner

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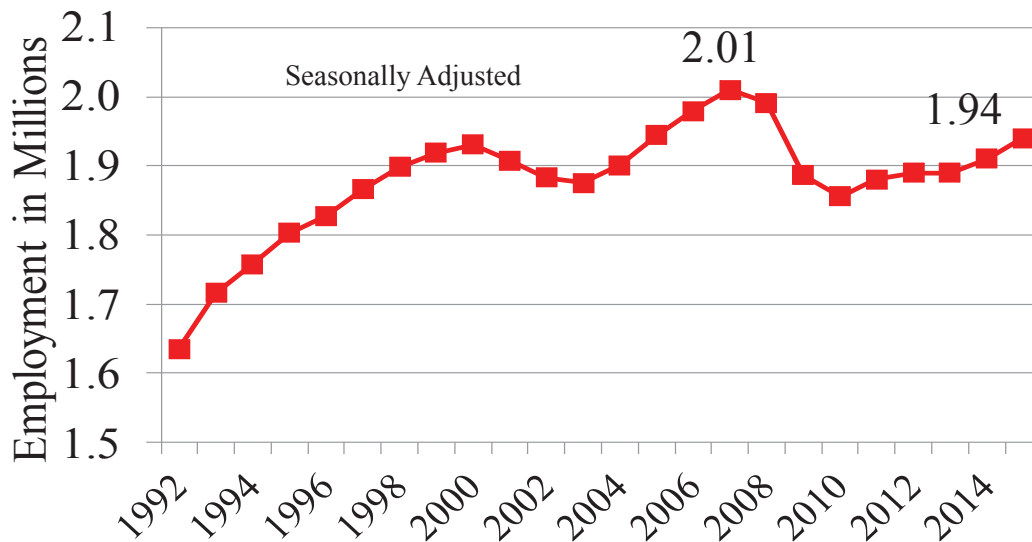
# Workforce Dynamics - Population Shift Atlas Van Lines Moving Trends 2014



Source: Atlas Van Lines Migration Patterns Study 2014



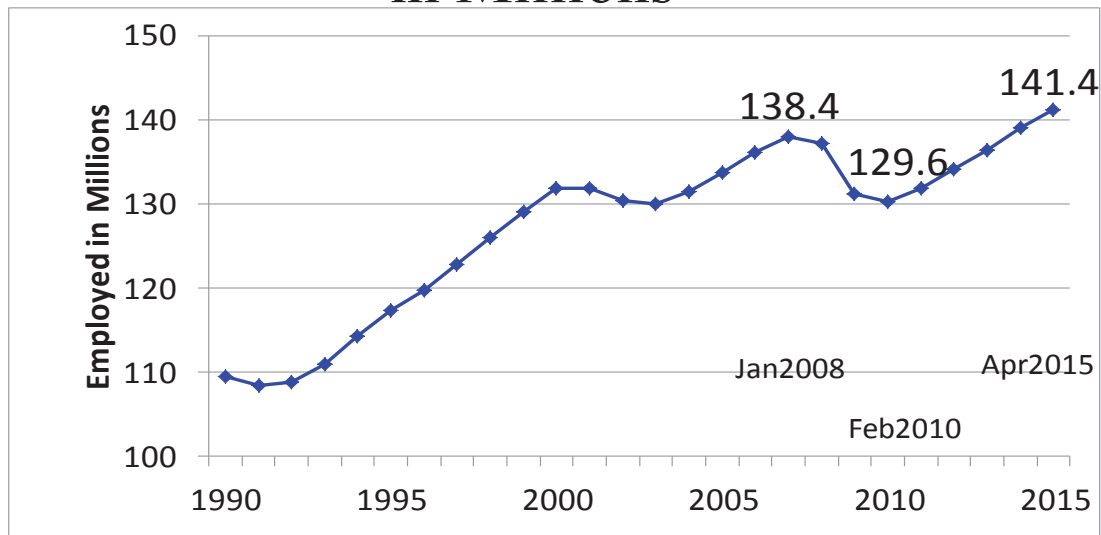
# Alabama Non-Farm Employment 1990 – Mar 2015



Source: BLS, Alabama Dept. of Industrial Relations



# U.S. Nonfarm Employment 1946 – April 2015 in Millions

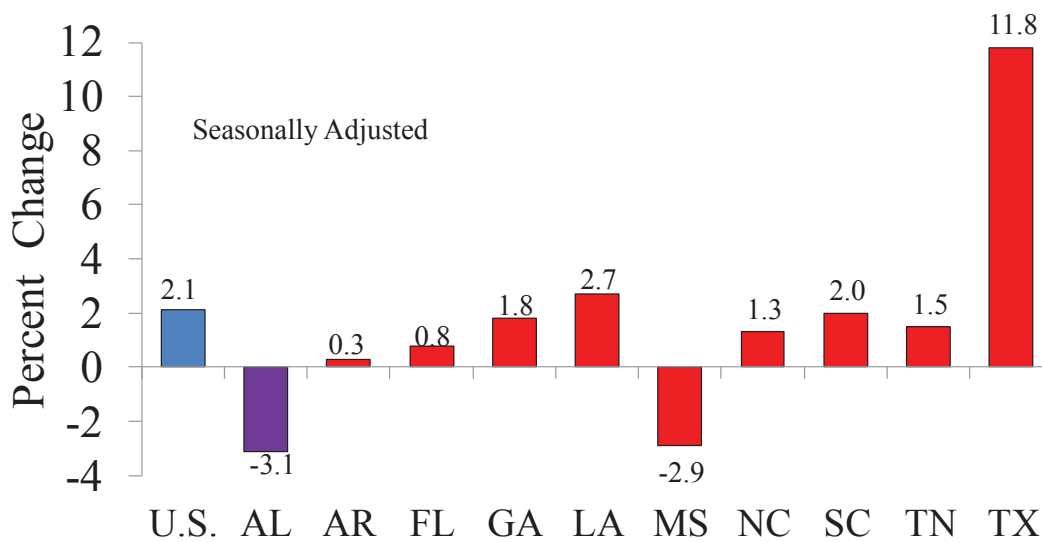


Source: BLS

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# Payroll Nonfarm Employment Regional Comparison Percent Change Dec 2007 – Feb 2015

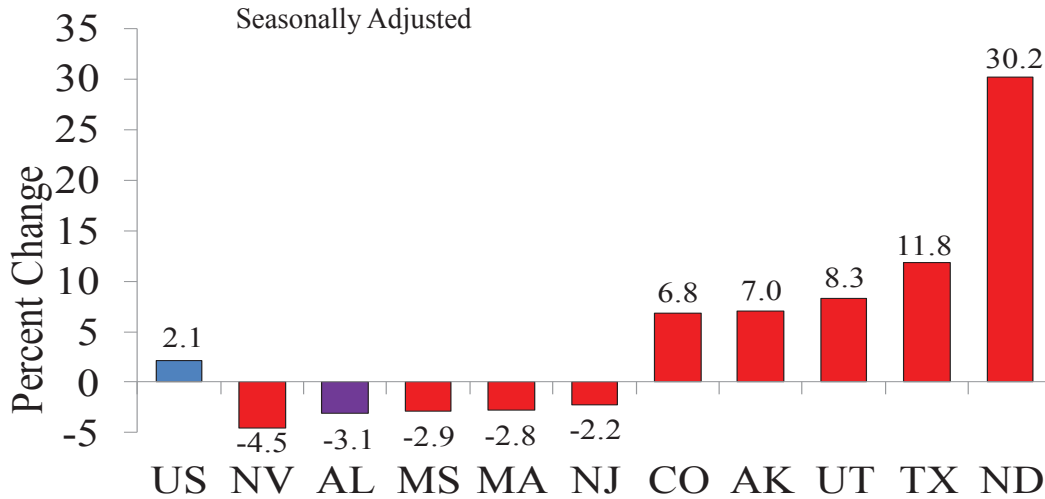


Source: Bureau of Labor Stats (BLS), U.S. Census Bureau

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## Payroll Nonfarm Employment Percent Change – Lowest/Highest

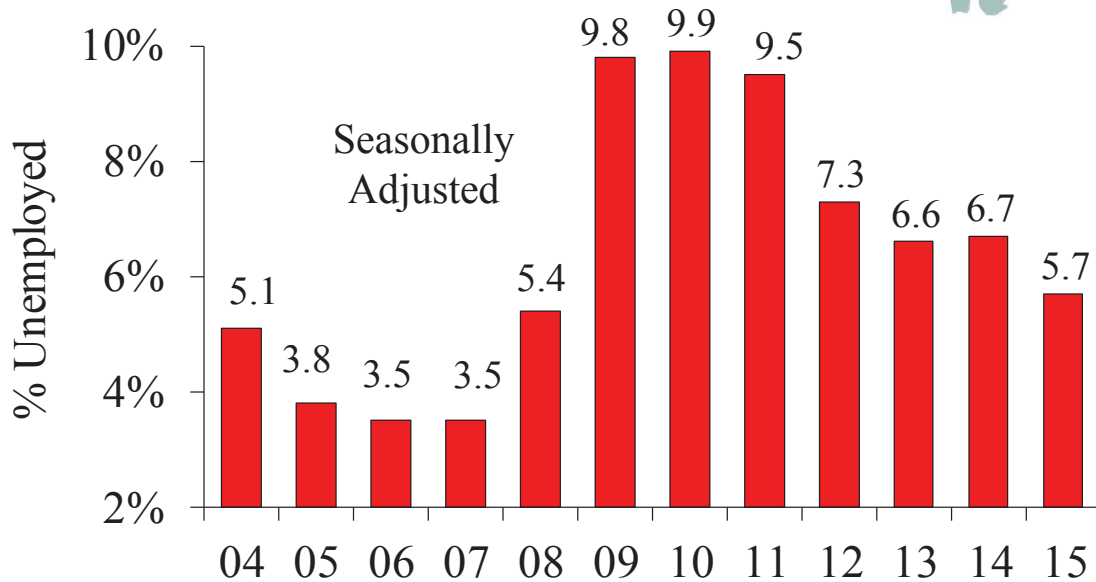


Source: BLS

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## Unemployment Rate for Alabama 2004 – Mar 2015

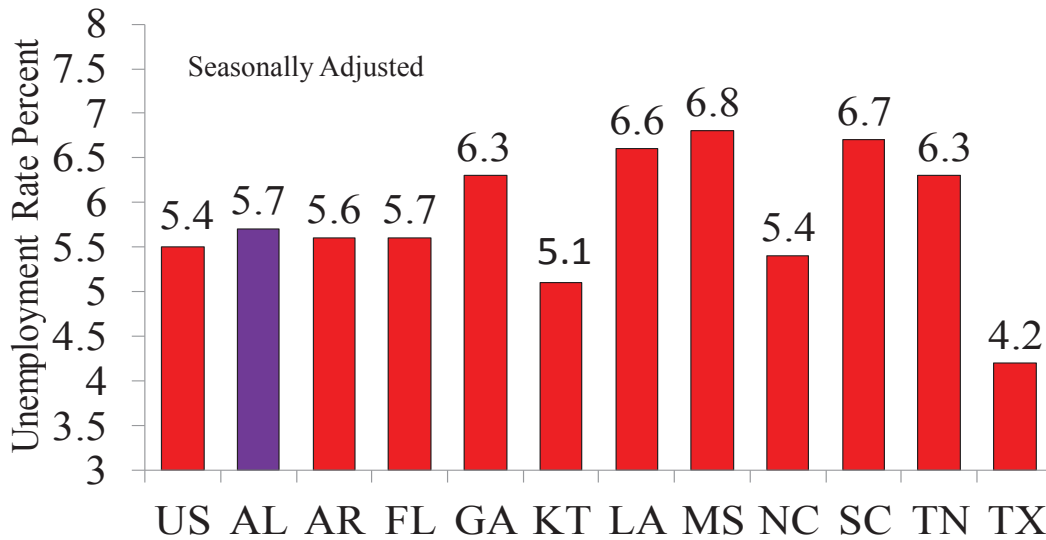


Source: U.S. Bureau of Labor Statistics

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# Unemployment Rate Regional - Mar 2015

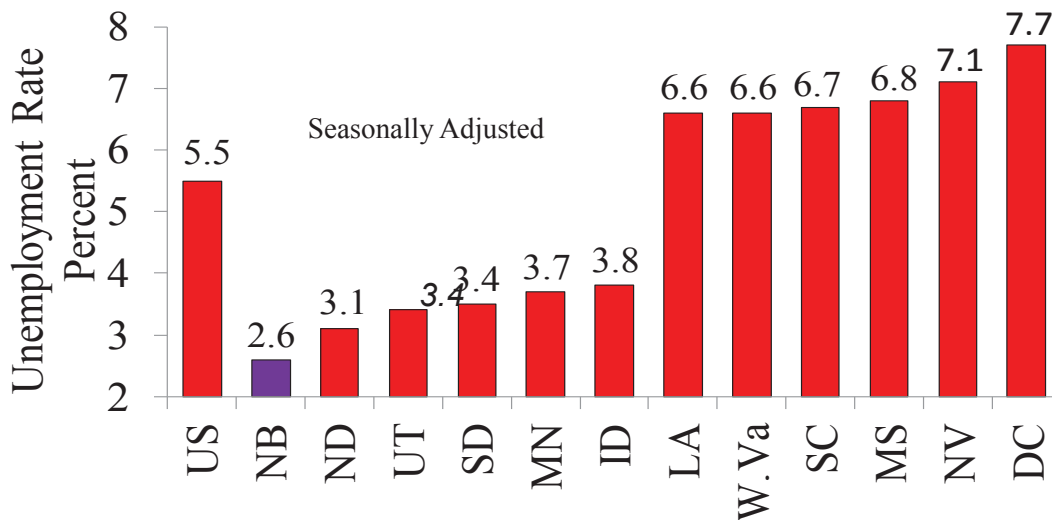


Source: Bureau of Labor Statistics BLS

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# Unemployment Rates Lowest and Highest States Mar 2015



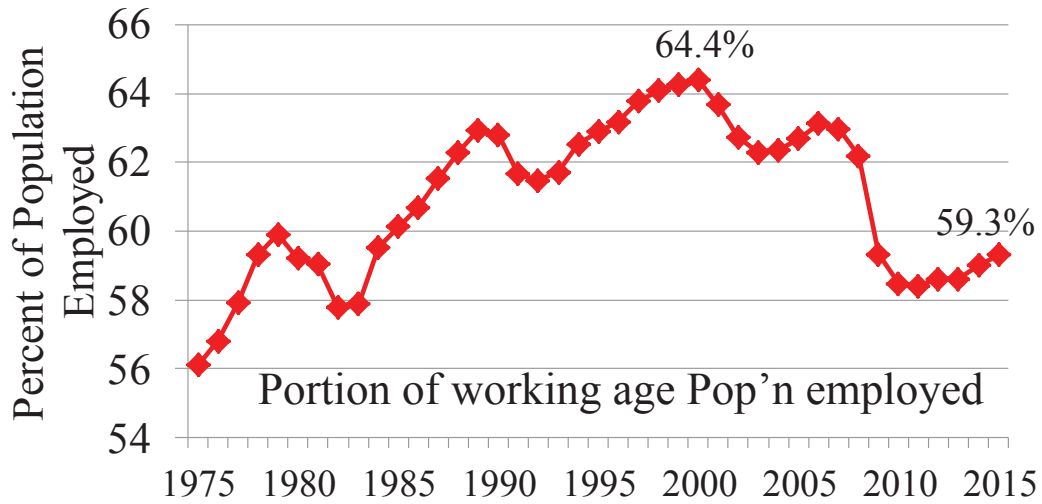
Source: BLS

72





## U.S. Employment–Population Ratio 1975 - April 2015

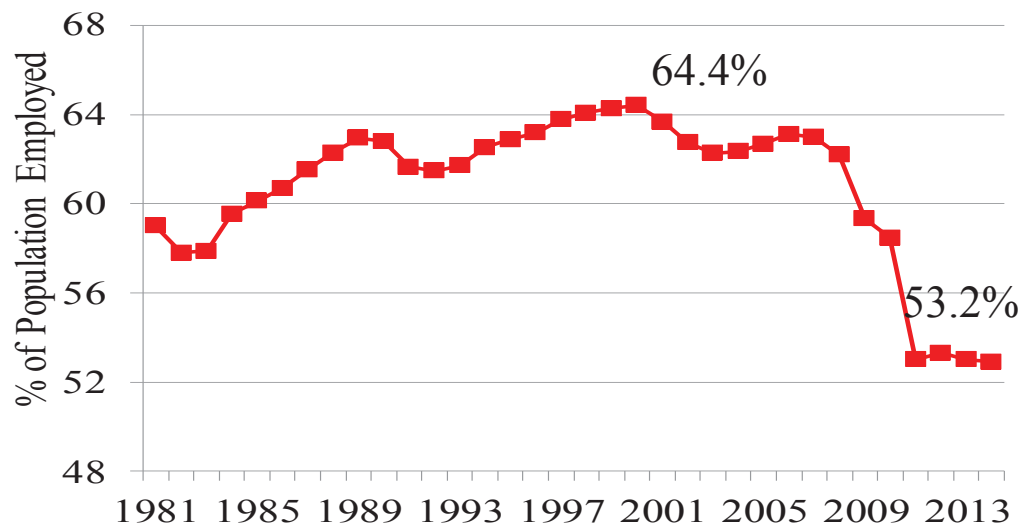


Source: Bureau of Labor Statistics

73

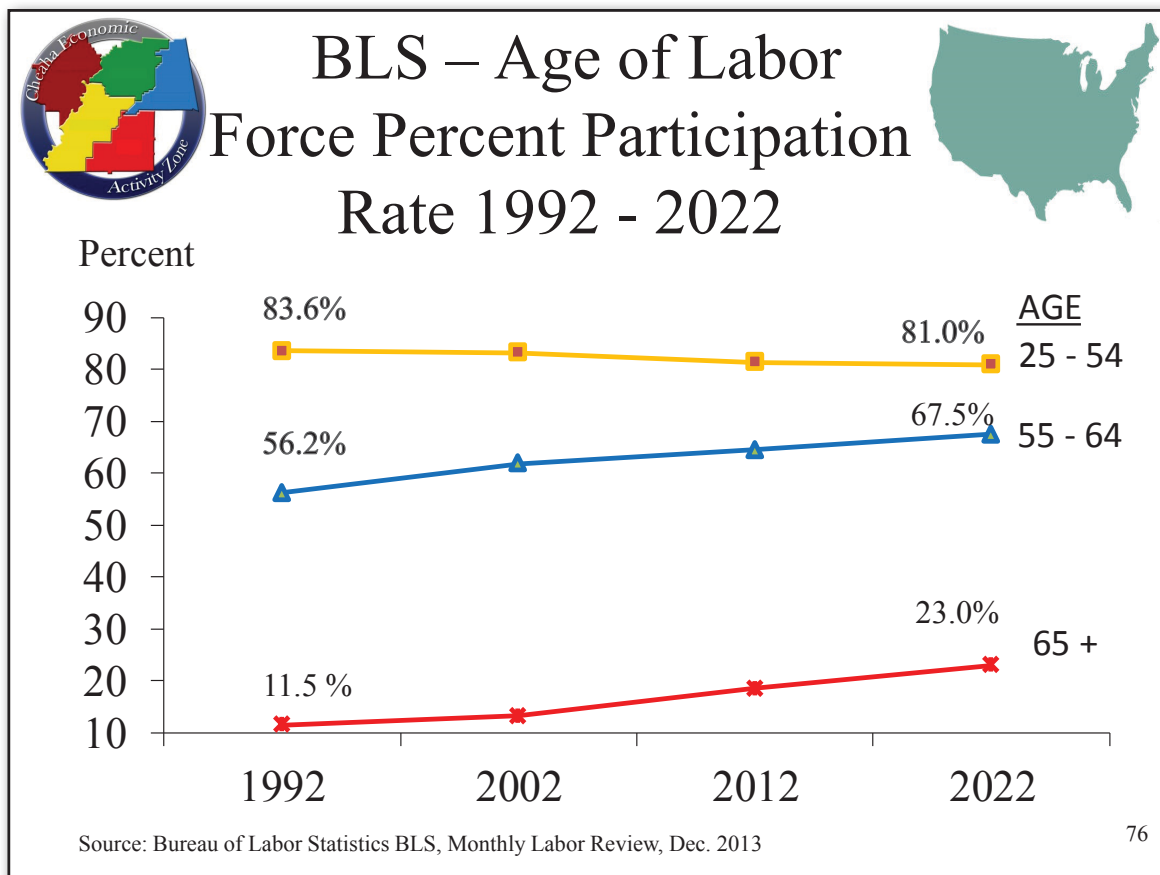
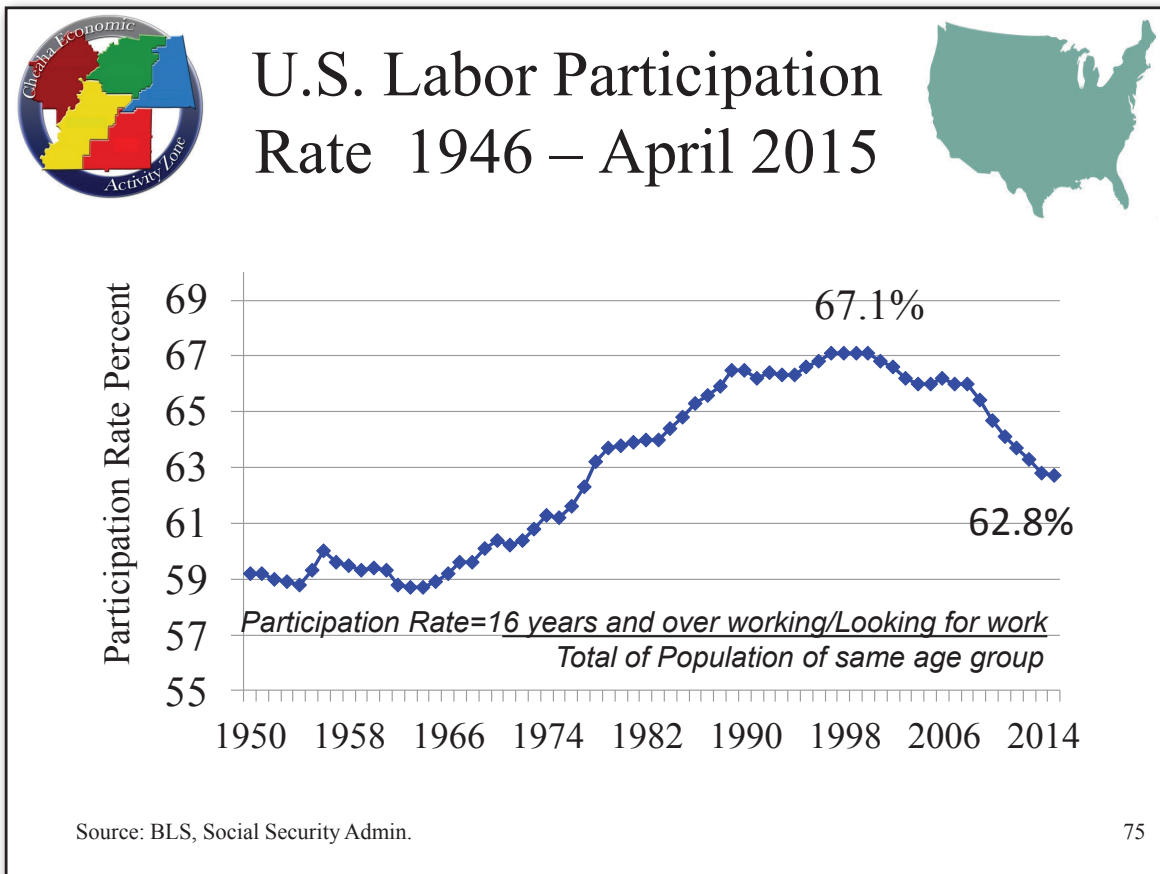


## Alabama Employment–Population Ratio 1982 – Mar 2015



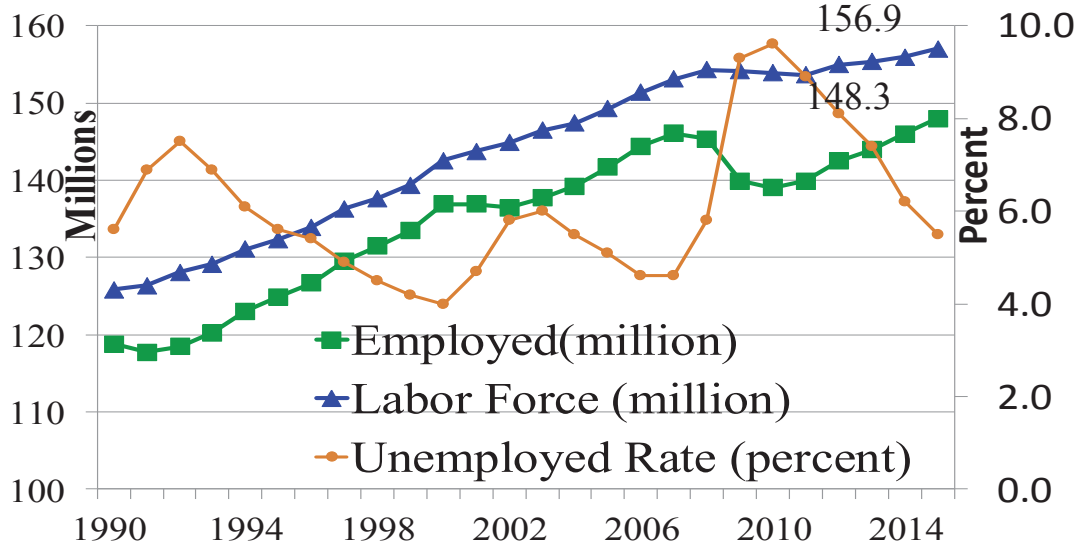
Source: Alabama Dept. of Industrial Relations, U.S. Bureau of Labor Statistics

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## U.S. Employment Statistics 1990 – MAR 2015

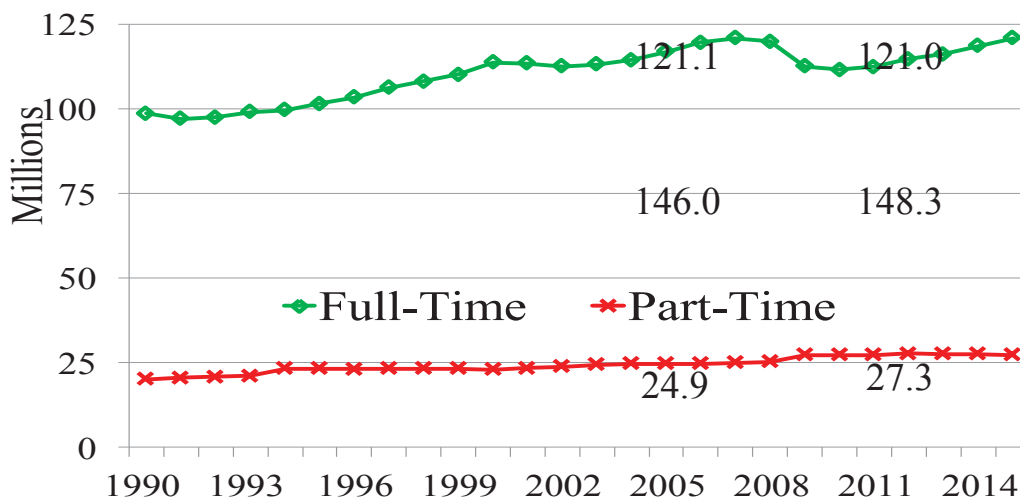


Source: Bureau of Economic Analysis, Bureau of Labor Statistics

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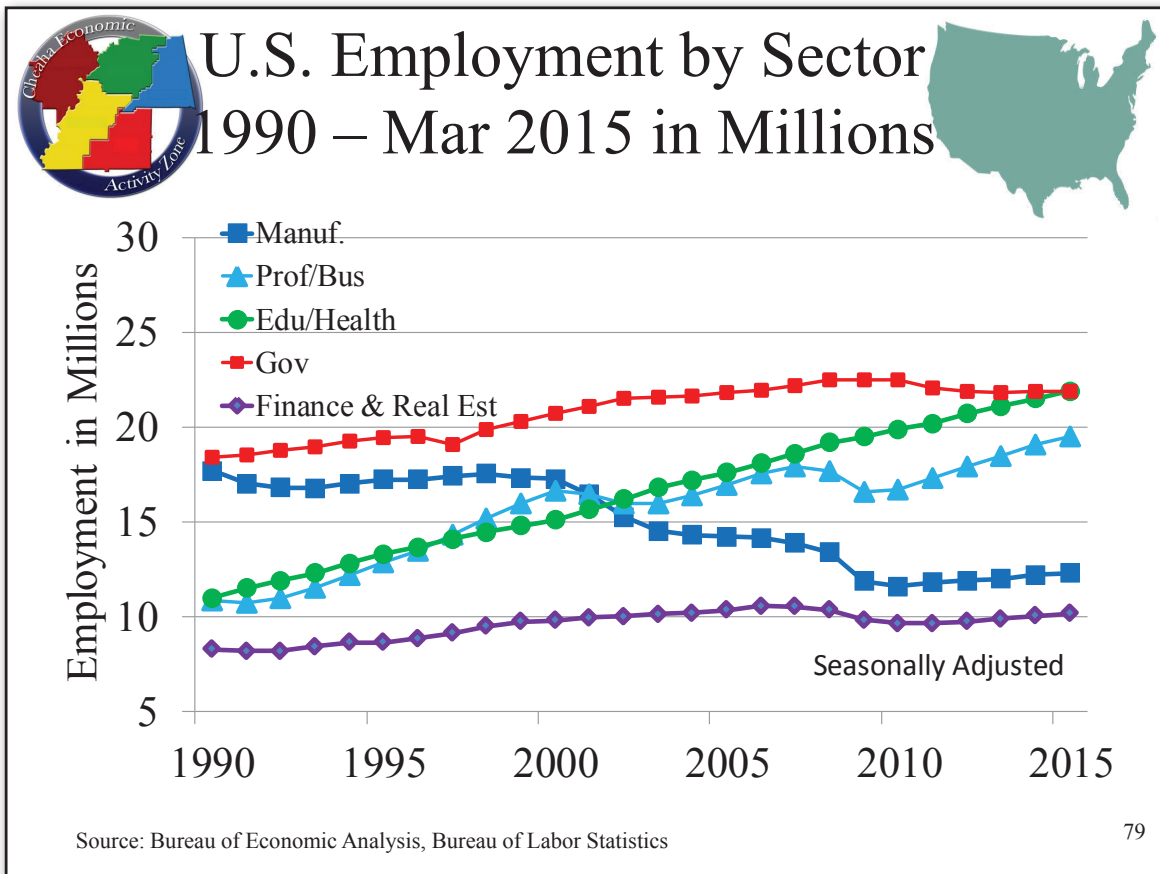


## U.S. Employment Statistics Employed in Millions 1990 – Mar 2015

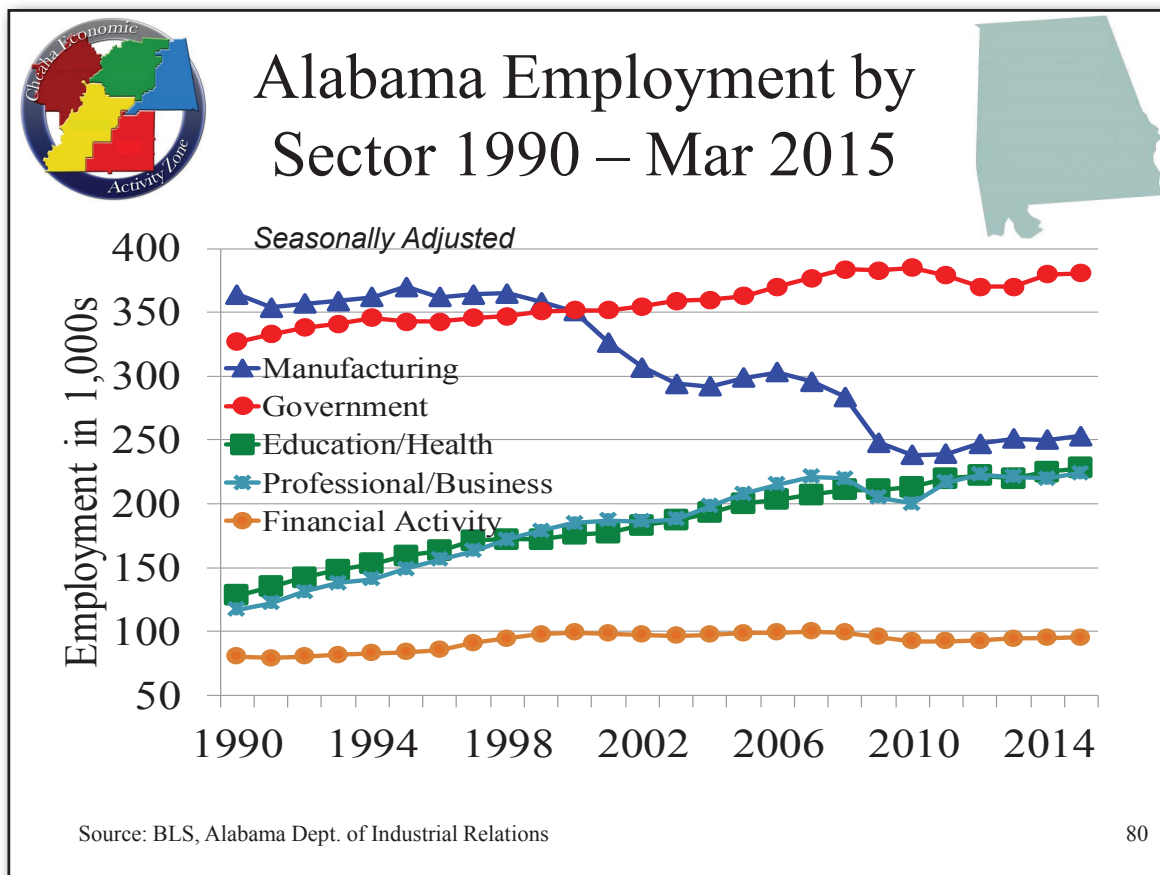


Source: Bureau of Economic Analysis, Bureau of Labor Statistics

78



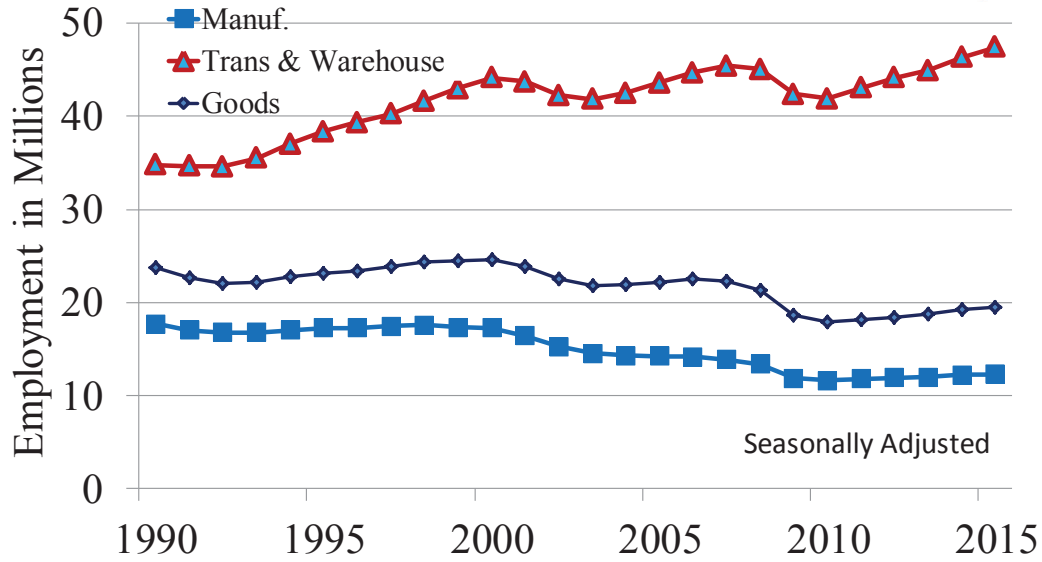
79



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## U.S. Employment by Sector 1990 – Mar 2015 in Millions

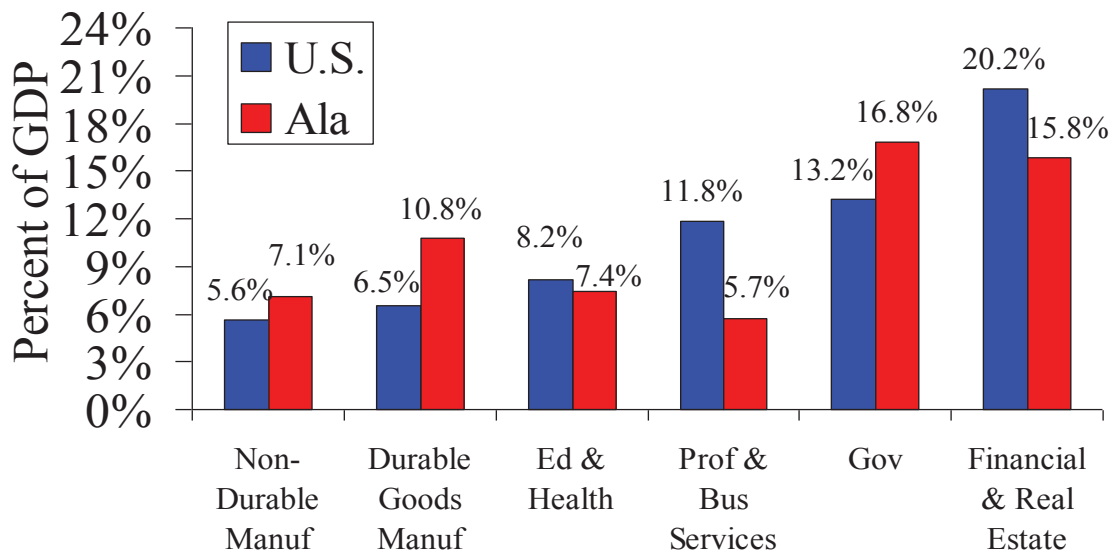


Source: Bureau of Economic Analysis, Bureau of Labor Statistics

81



## Alabama vs. U.S. Value Added Activities Share of GDP 2013

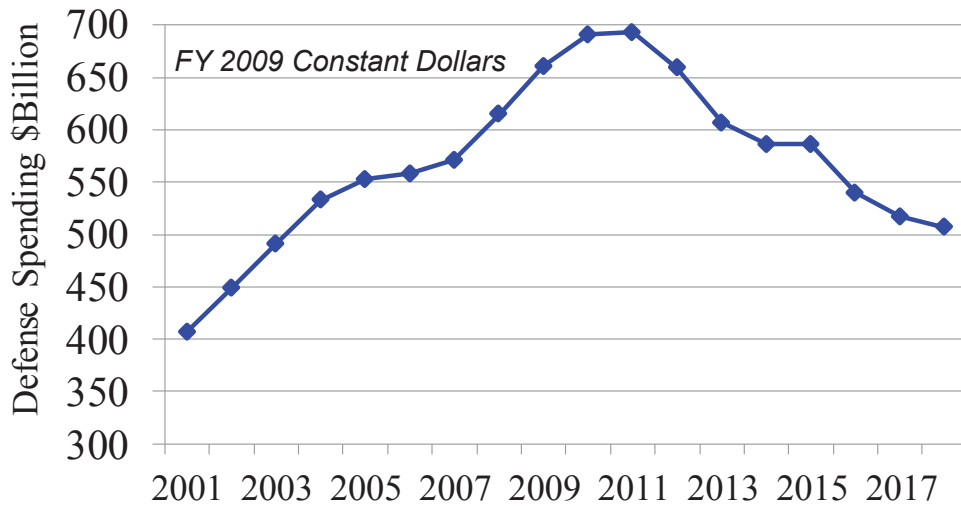


Source: U.S. Dept. of Commerce, BEA, Alabama Economic Outlook

82



## U.S. Defense Spending \$Billions

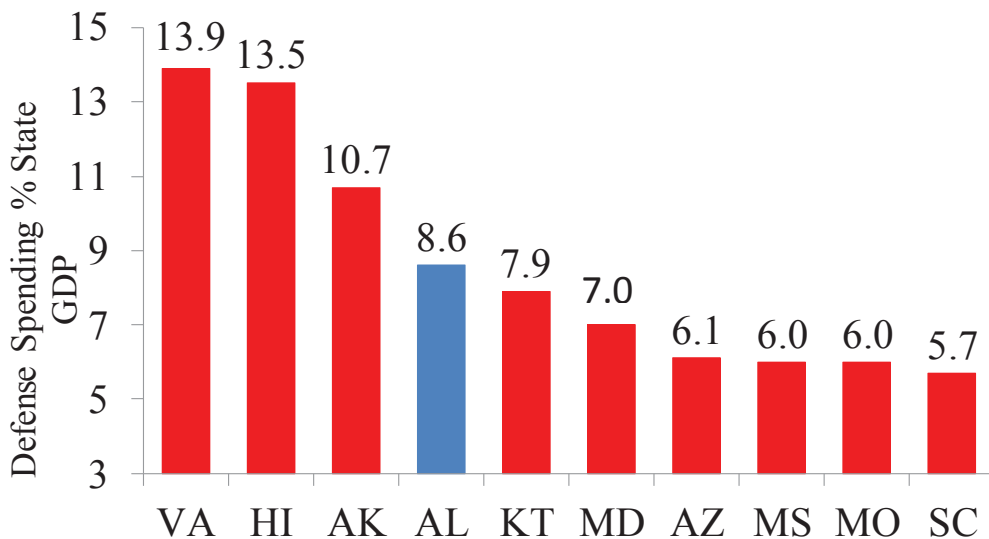


Source: U.S. Dept. of Defense (OEA)

83



## 2009 Ranking by Defense Spending as Percent of State GDP



Source: U.S. Dept. of Defense, U.S. BEA, U.S. Census Bureau, Bloomberg Government

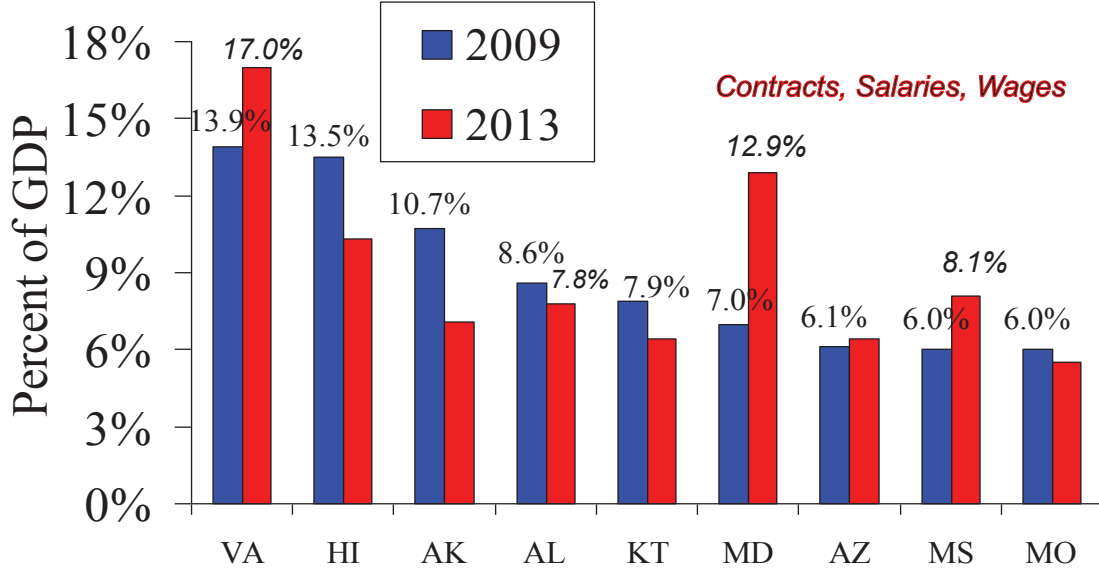
84



## Ranking by Defense Spending as a Percent of State GDP



2009 vs. 2013

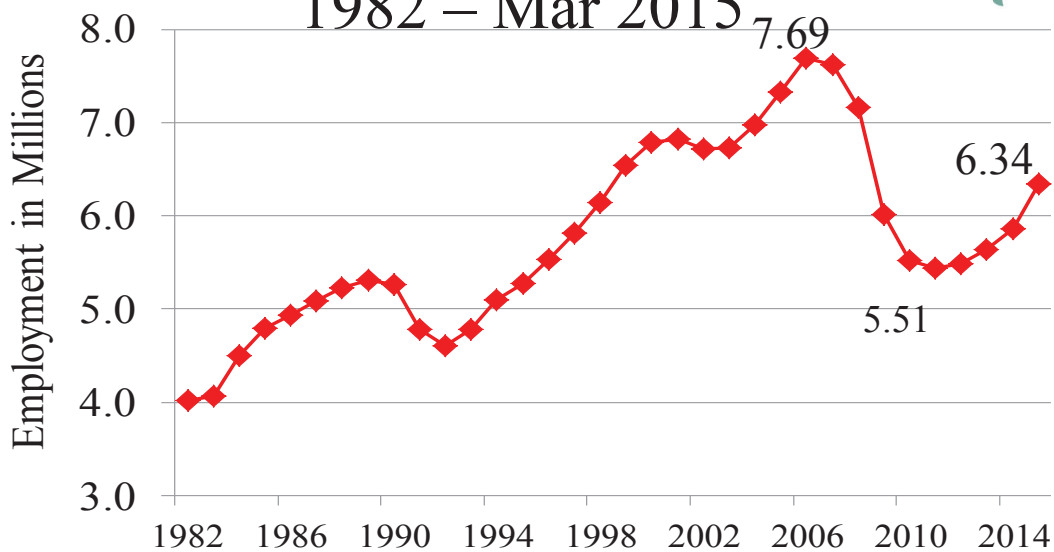


Source: U.S. Dept. of Defense, U.S. BEA, U.S. Census Bureau, Bloomberg Gov., The PEW Charitable Trust

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## Economic Indicator U.S. Construction Employment 1982 – Mar 2015



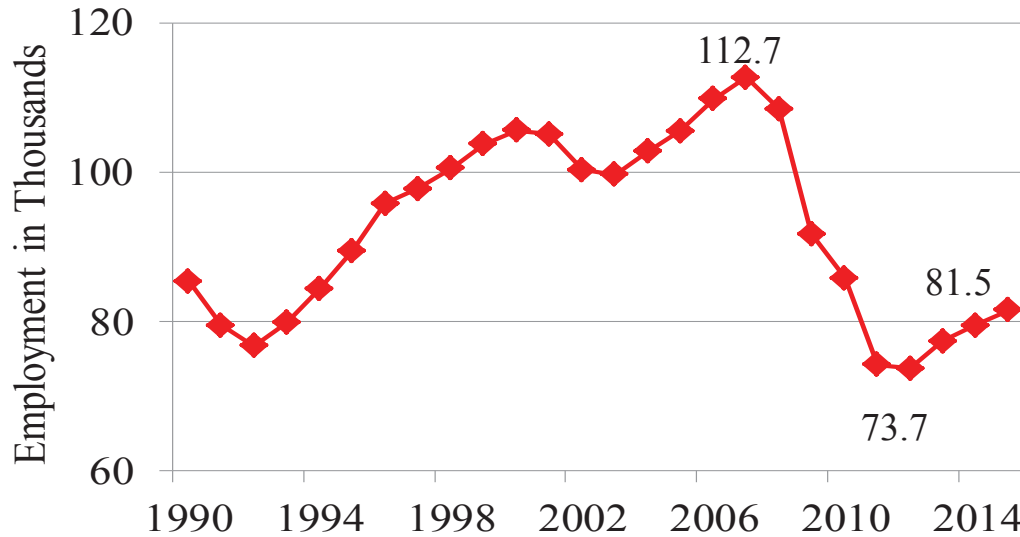
Source: Bureau of Economic Analysis (BEA), BLS

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## Alabama Construction Employment 1990 – Feb 2015



Source: Bureau of Labor Statistics

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## Housing Statistics for AL Feb 2014 vs. Feb 2015



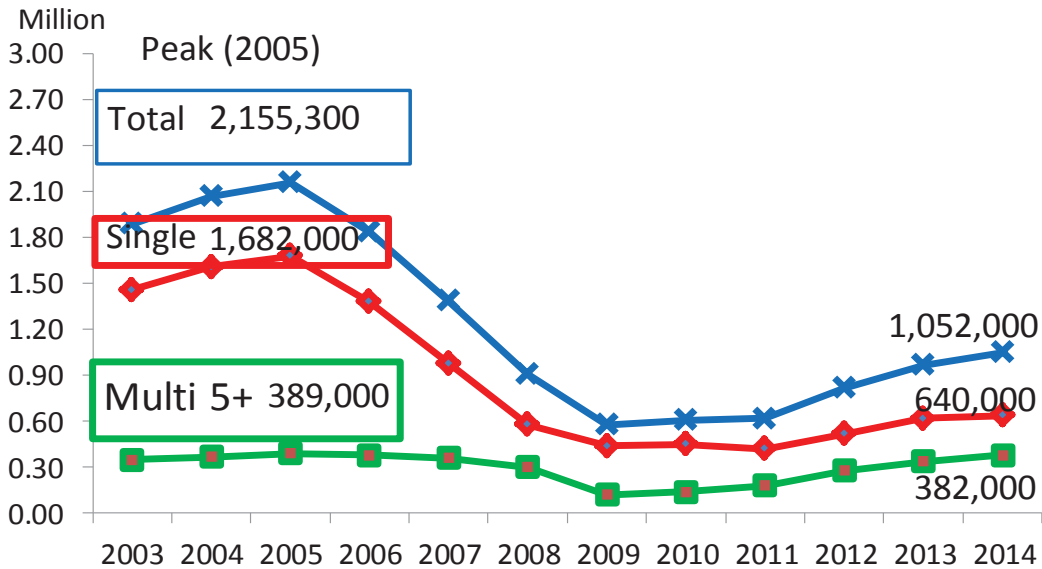
	<u>Feb 2014</u>	<u>Feb 2015</u>	<u>% Change</u>
<b>Total Homes Sold</b>	2914	3216	<b>10.36%</b>
<b>Avg. Selling Price</b>	\$147,284	\$148,755	<b>1.00%</b>
<b>Days on Market</b>	153	160	<b>4.58%</b>
<b>Units Listed</b>	31,694	31,740	<b>0.15%</b>

Source: Alabama Center for Real Estate

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## U.S. Building Permits Privately-Owned Housing Units 2003-2014

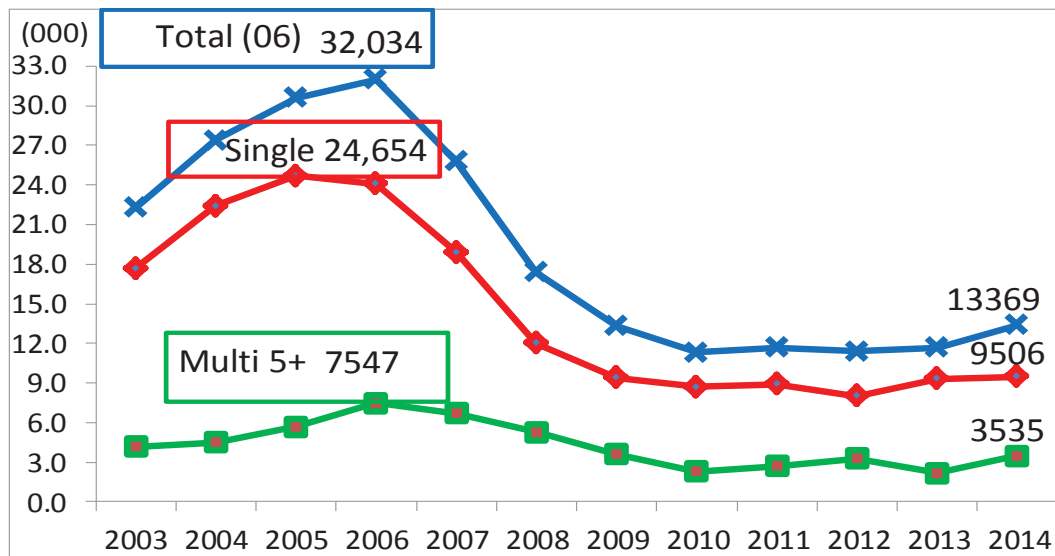


Source: Bureau of Economic Analysis (BEA), U.S. Census Bureau

89

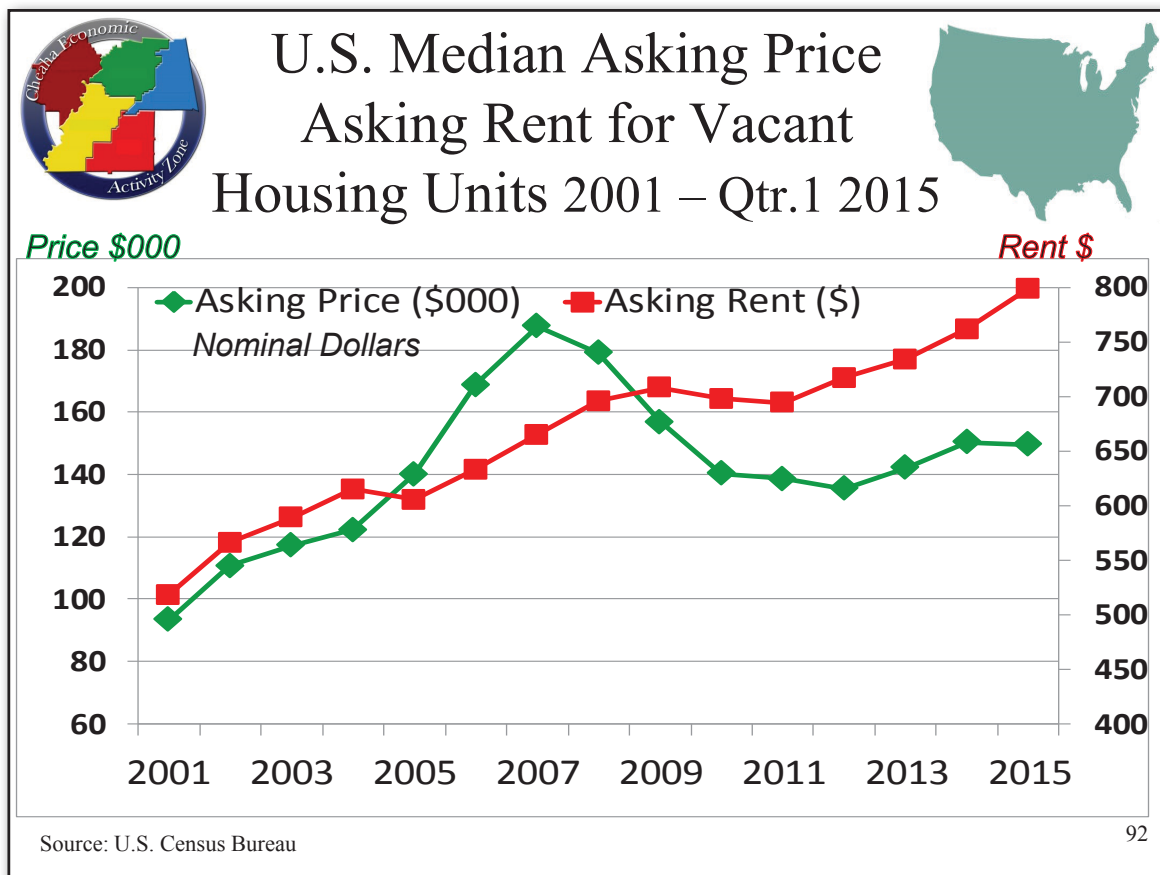
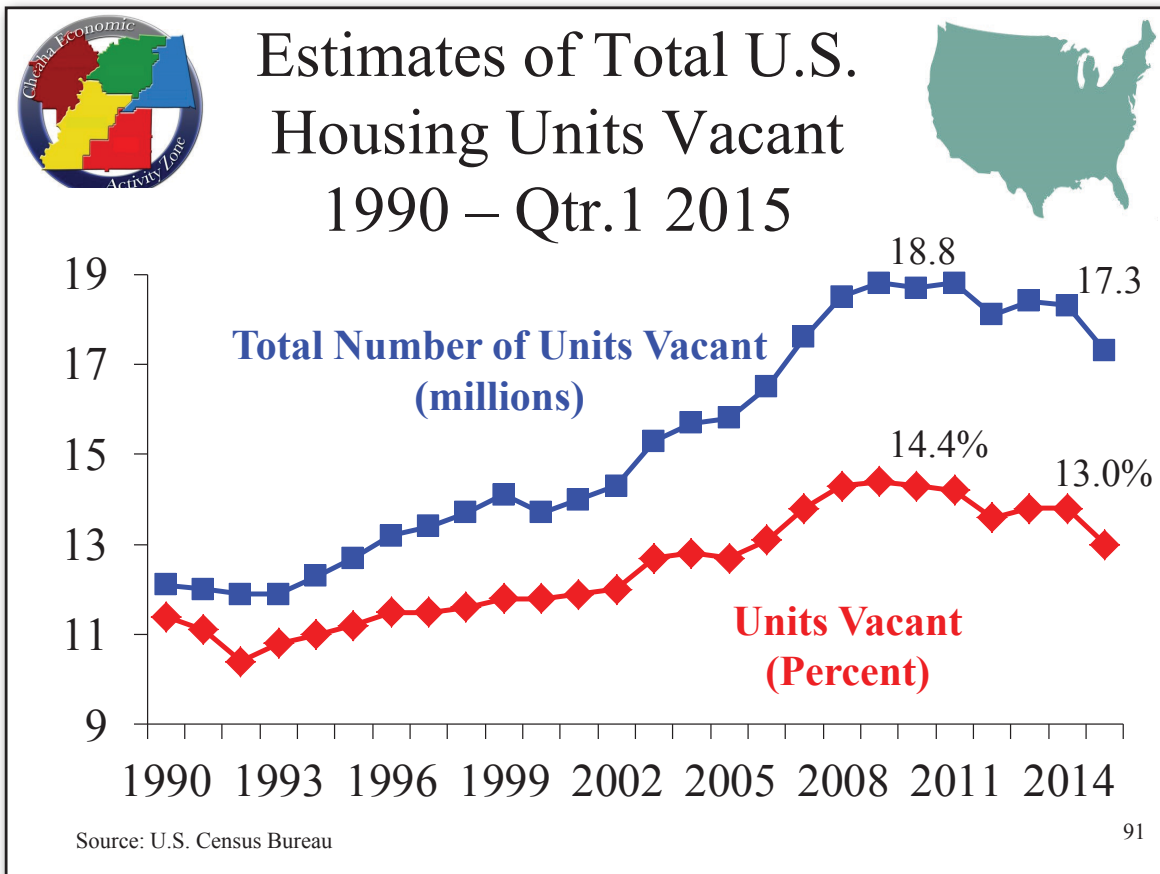


## Ala. Building Permits for Privately-Owned Housing Units 2003-2014



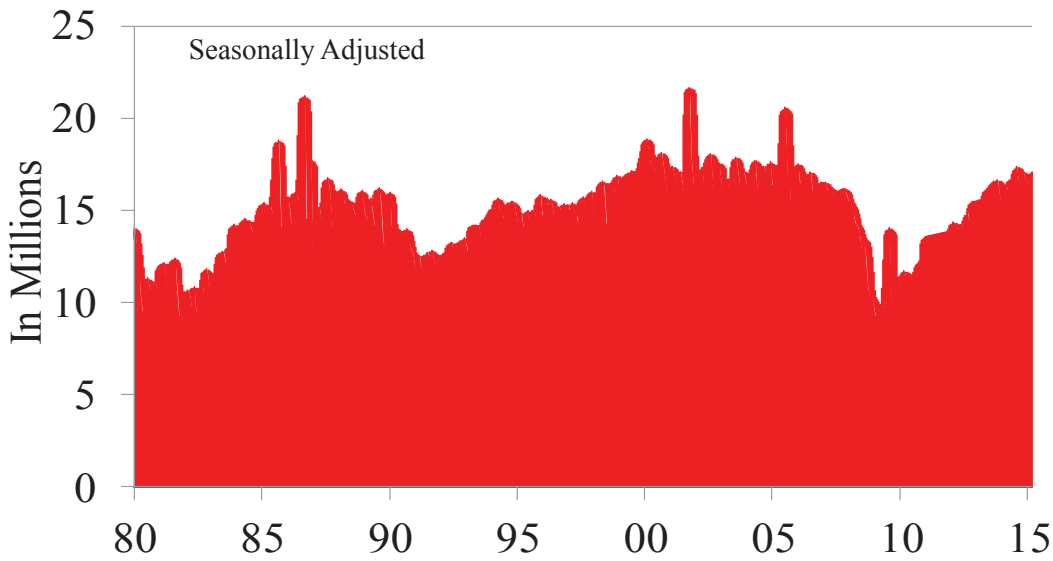
Source: Bureau of Economic Analysis (BEA), U.S. Census Bureau

90





## Economic Indicator - Automotive U.S. Light Vehicle Sales 1980- Qtr.1 2015 in Millior

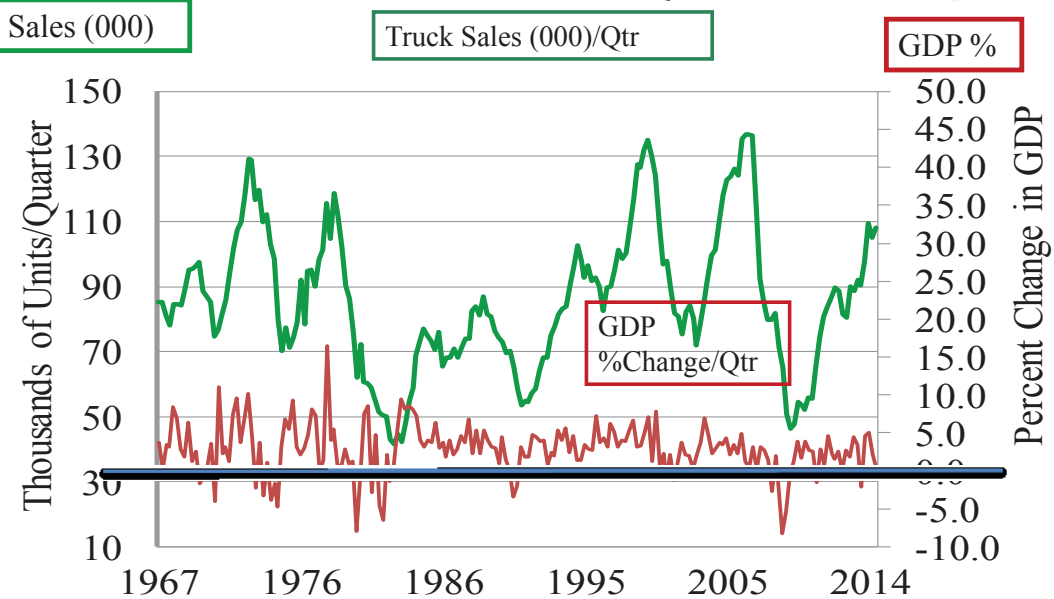


Source: U.S. Dept. of Commerce, BEA

93



## U. S. Heavy Trucks Sales (Class 4-8) 1967 – Qtr1-2015 Thousands of Units/Quarter

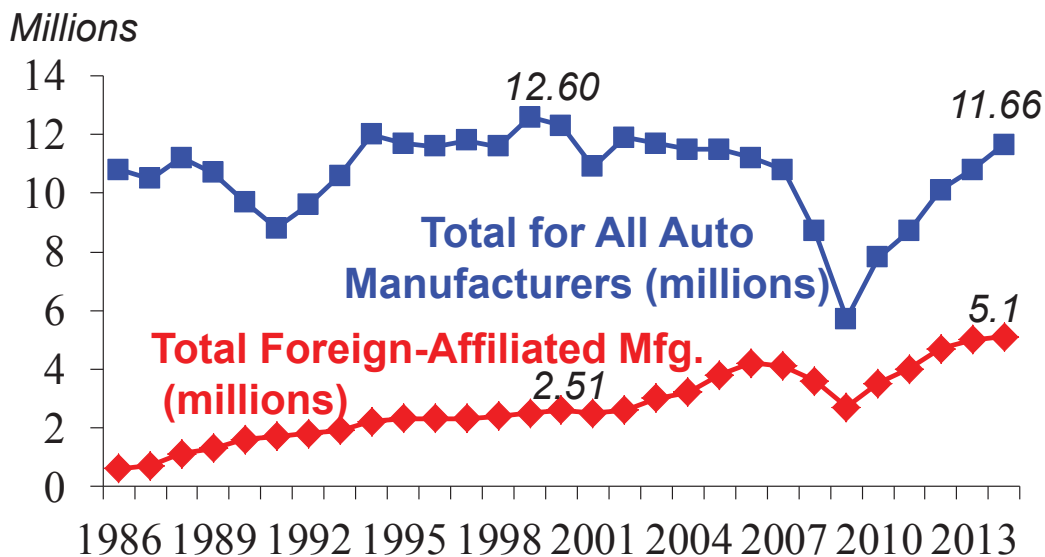


Source: BEA

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## U.S. Motor Vehicle Car & Lt. Truck Production 1986 – 2014 Millions

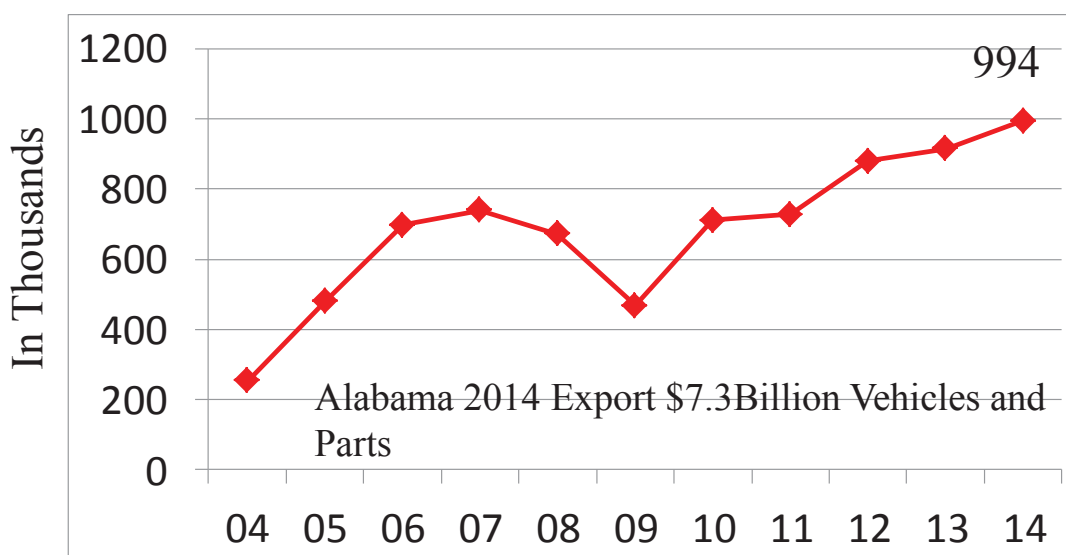


Source: U.S. ESA, Federal Reserve System, Int. Org. of Motor Vehicle Manuf. (OICA)

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## Alabama Motor Vehicle Production 2004 -2014

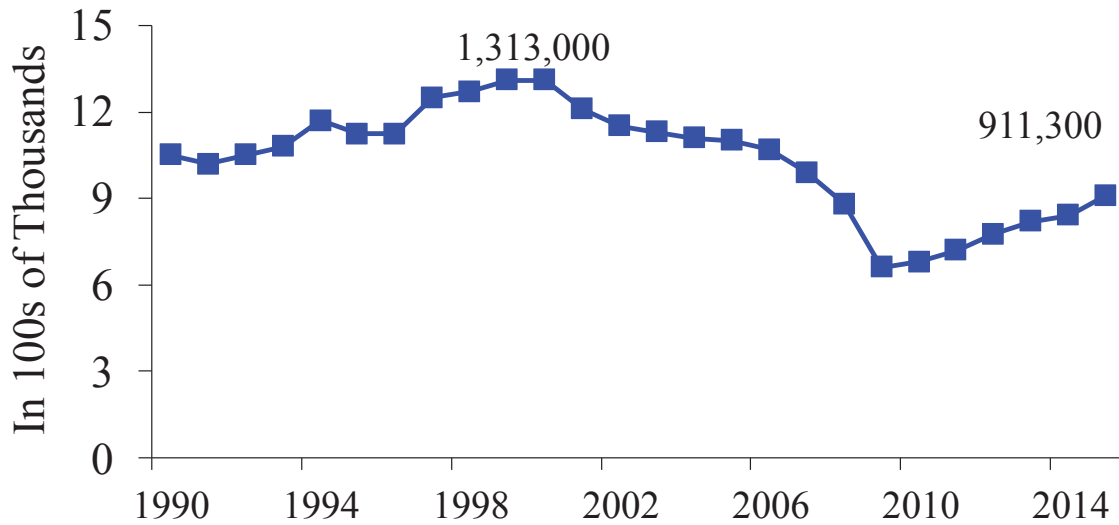


Source: Economic Development Partnership of Alabama (EDPA), Alabama Automotive Manufacturers Association (AAMA)

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## U.S. Motor Vehicles and Parts Manufacturing Employment: 1990 – April 2015

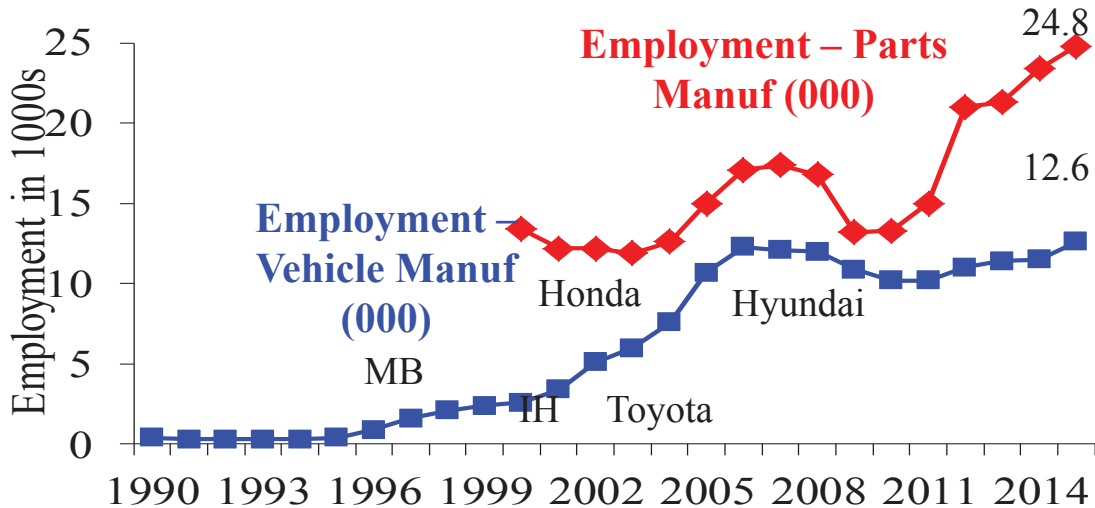


Source: U.S. BLS, BEA,

97

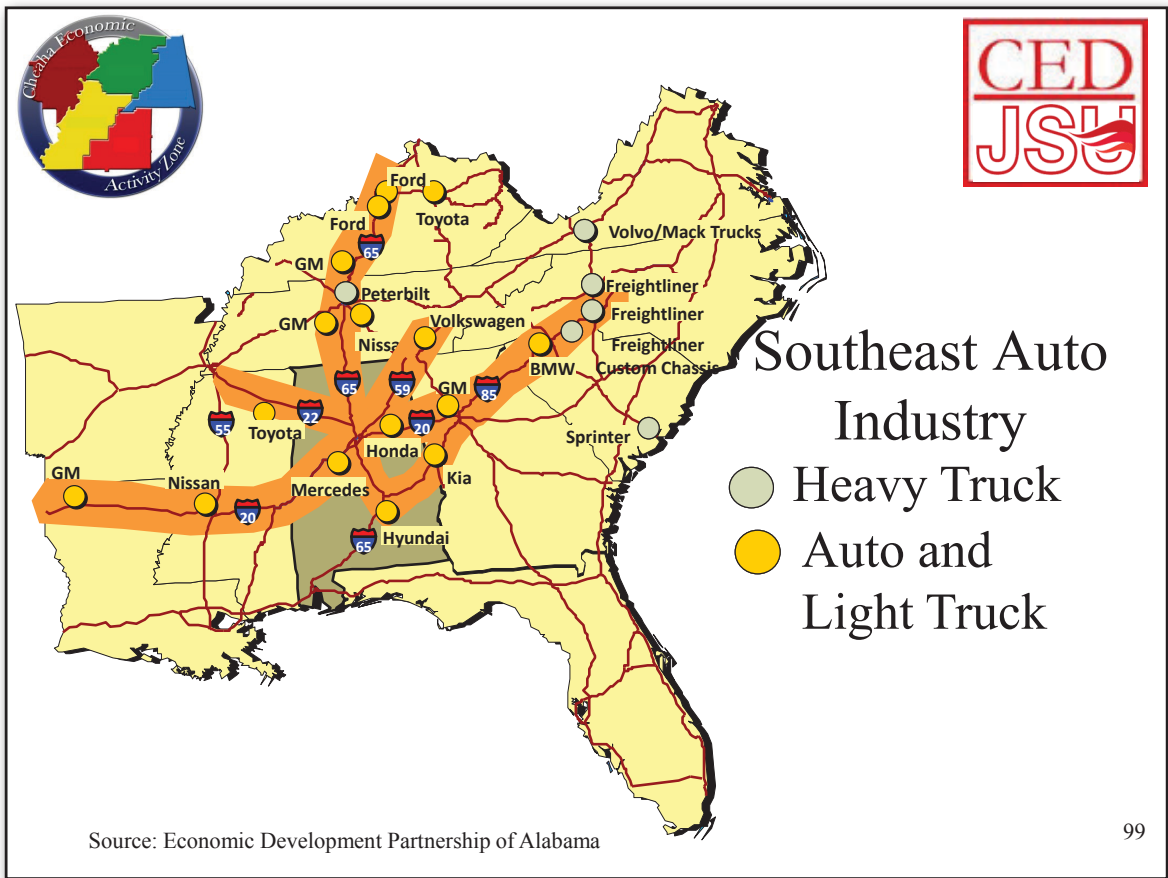


## Alabama Motor Vehicle and Parts Employment 1990 – Mar 2015

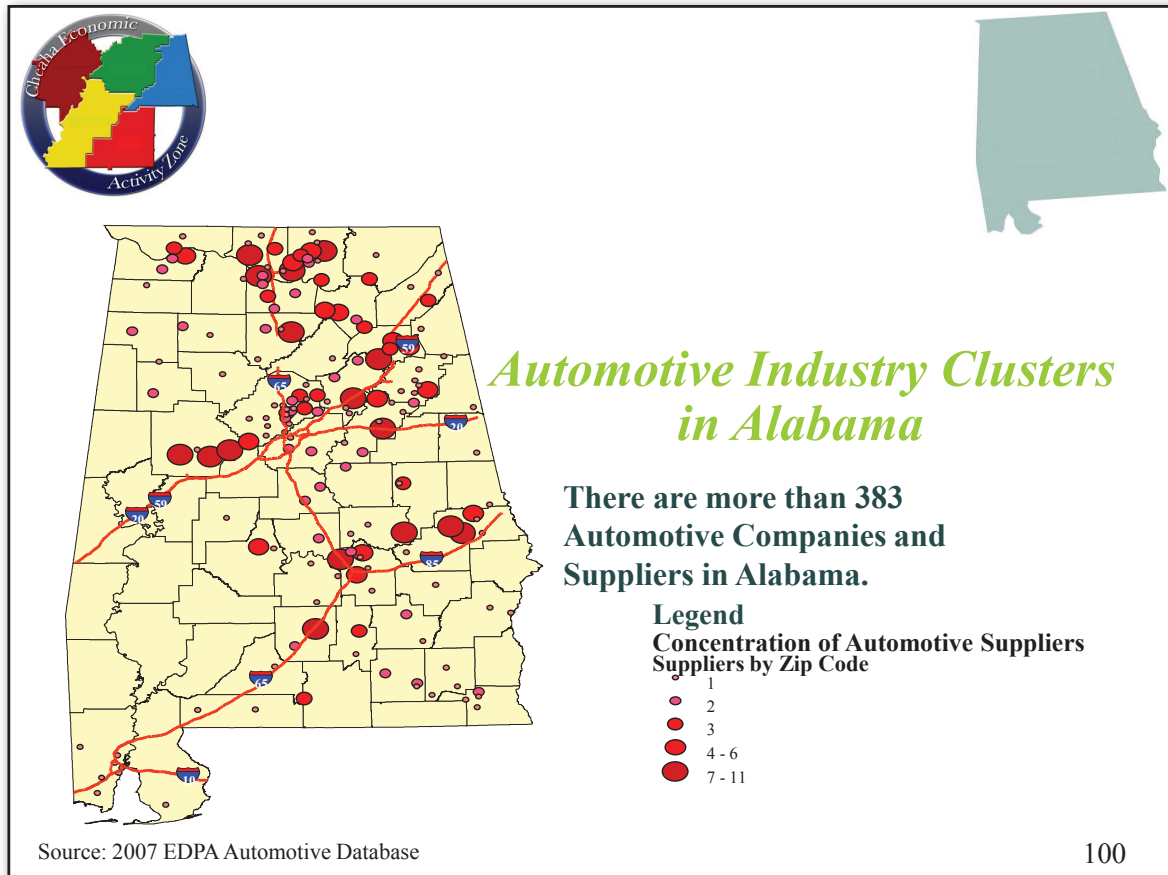


Source: U. S. BEA, BLS

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# Economic Drivers

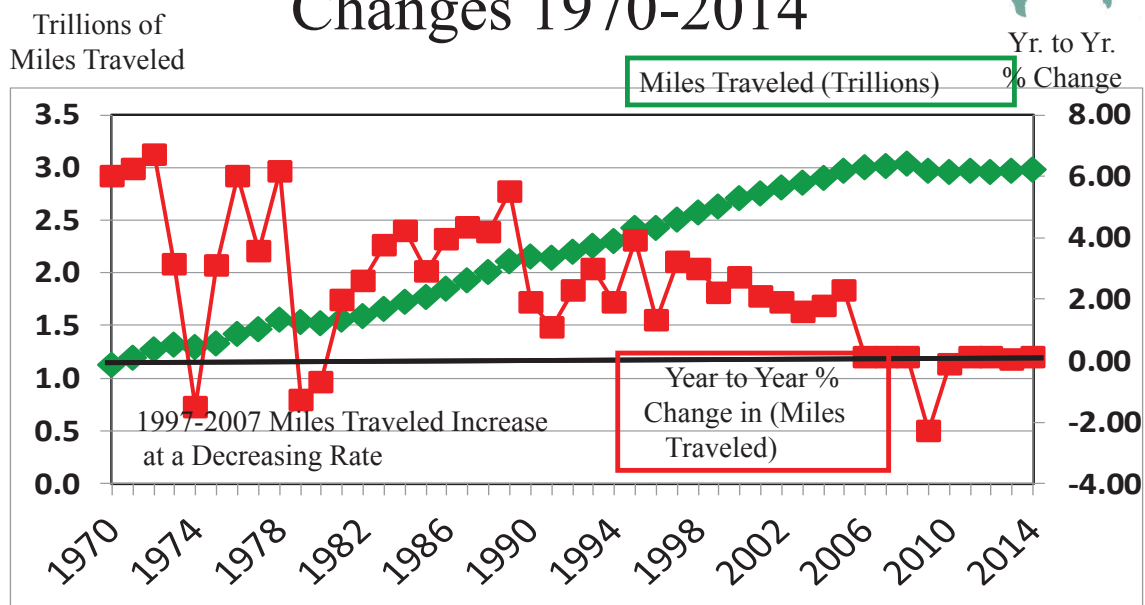


Automotive Trends?  
 Energy Issues?  
 Ethanol Blending Wall  
 CAFÉ Regulations

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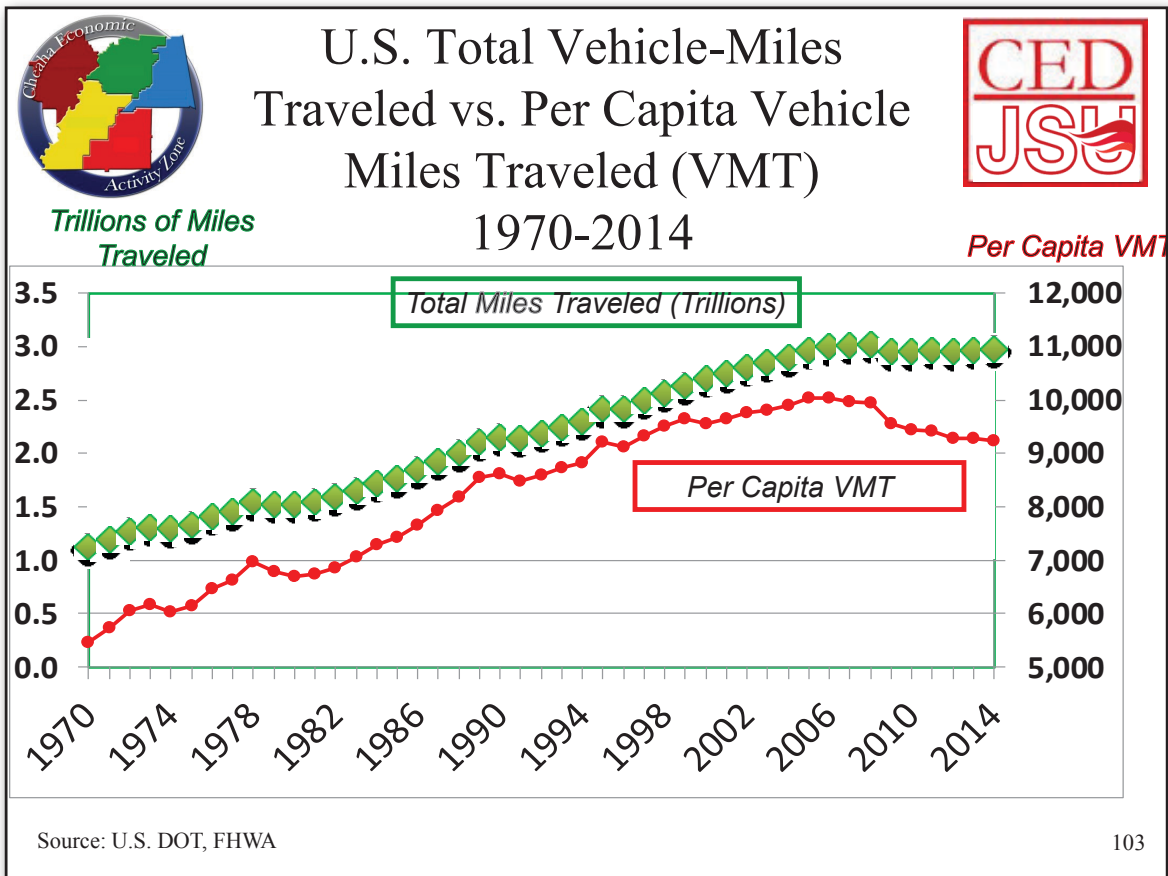


## U.S. Vehicle-Miles Traveled vs. Year-over-Year Percent Changes 1970-2014

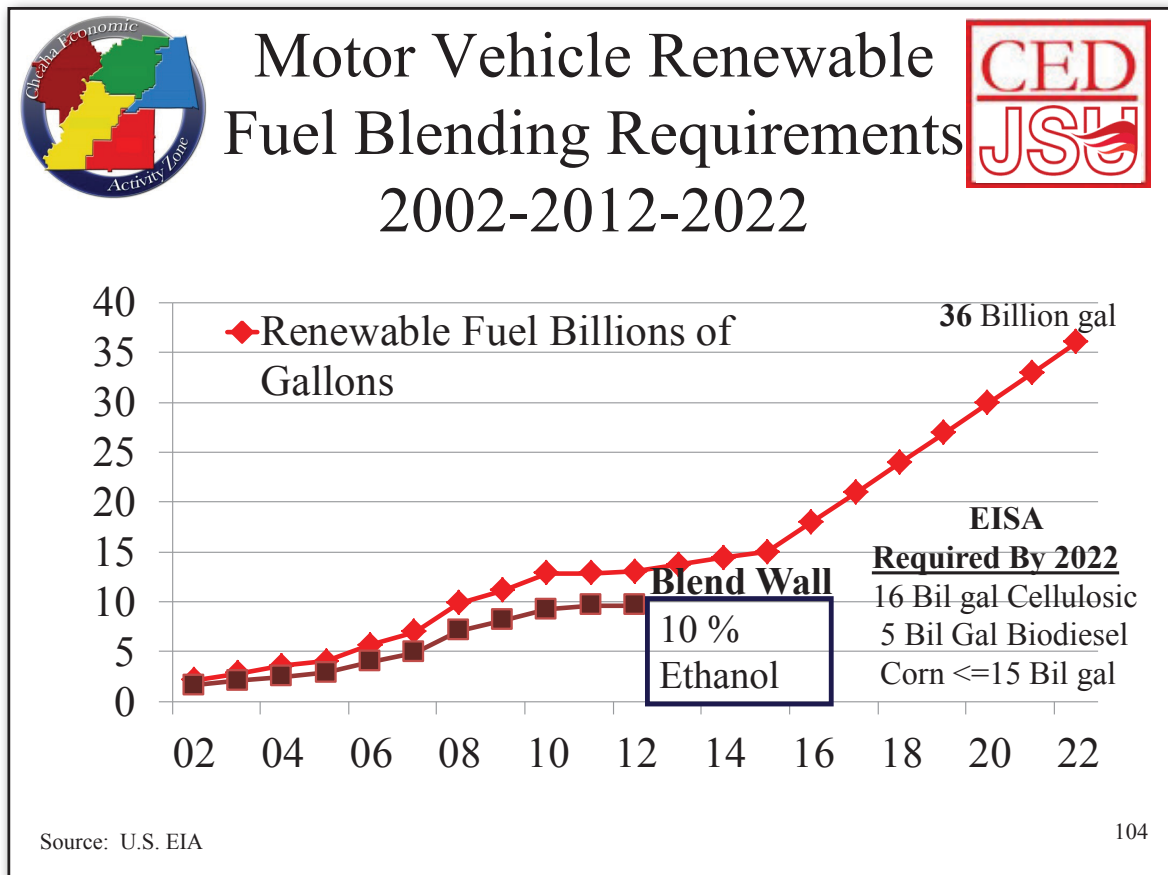


Source: U.S. DOT, FHWA

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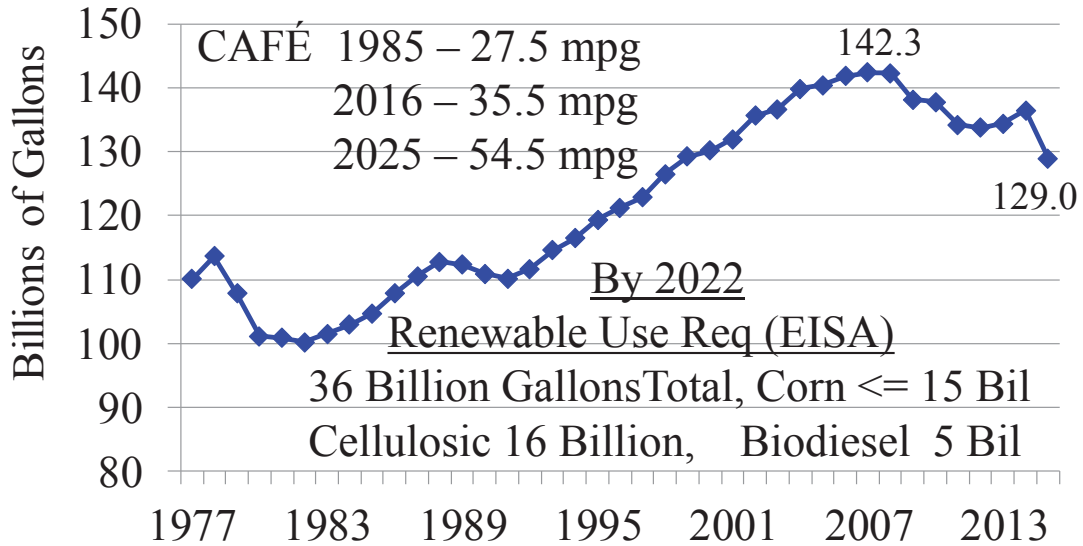
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## U.S. Gasoline Consumption Billions of Gallons 1977 – Feb 2015

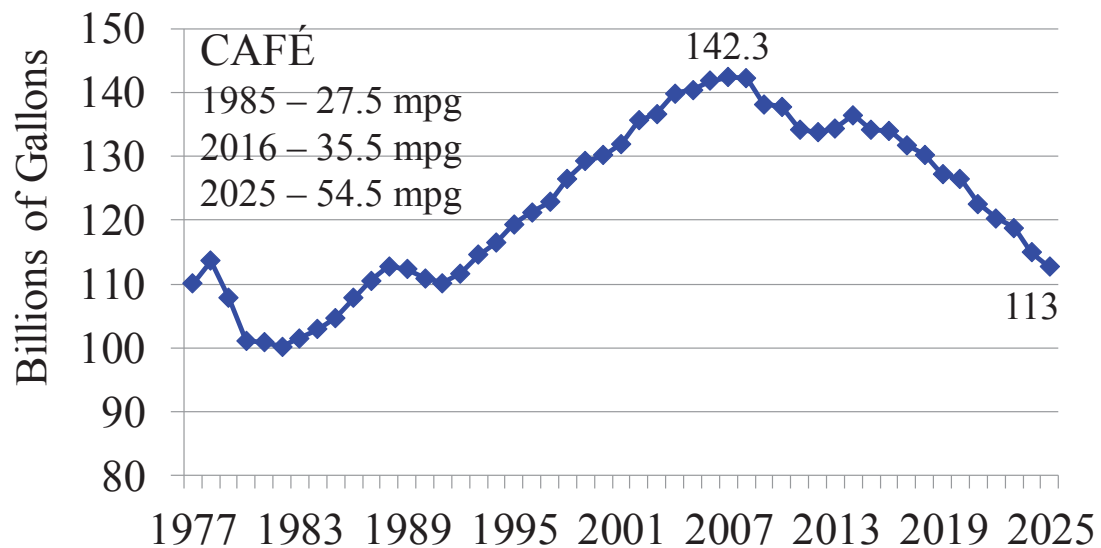


Source: EIA

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## U.S. Gasoline Current and Projected Use 1977 – 2015 – 2025



Source: EIA

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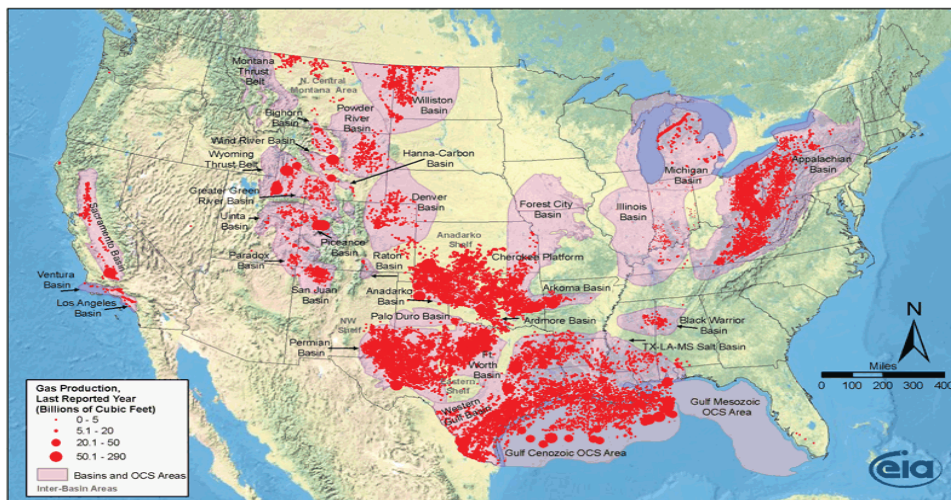
# Natural Gas (LPG)



Natural Gas /Fuel Question?  
 Major Players - Rail and Truck  
 Clean-Air Regulations  
 Conversion Cost?  
 Price Stability?

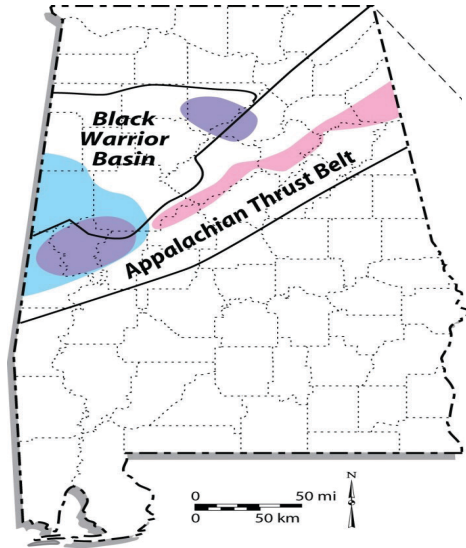


# U.S. Gas Production in Conventional Fields, Lower 48

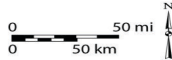




# Alabama Shale-Gas Development



- Neal (Floyd) Shale (Mississippian)
- Devonian Shale
- Conasauga Shale (Cambrian)



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# TRANSFORMATION Locomotive Industry Today



EMD

GE

LNG ?



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# Alabama Aerospace



### Airbus A320



### Delta



### Atlas V



Source: nasa.gov, airbus.com

111



# Port of Mobile



Source: Alabama State Port Authority, Alabama Seaport Sp13

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## CEAZ: Summary



- **Labor Force**
  - Down from historic highs
  - Up recently
- **Employment**
  - Down from historic highs
  - Up recently
- **Unemployment**
  - Down from recent highs
  - Trending lower
- **Economy in Region has recovered to some extent**
  - State and local business leaders remain cautious
  - Other areas of state have seen more significant recovery

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*Notes*





*Notes*





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**REAL ESTATE**

Loan Closings  
Title Searches  
Title Insurance  
Contracts  
Deeds / Mortgages  
Disputes / Litigation

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Divorce  
Adoptions

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Trusts  
Living Wills  
Will Probate  
Guardianship

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Disability  
Appeals

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Industrial / Commercial  
Recruitment

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Corporations/LLC  
Collections

**LITIGATION**

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Auto Accidents  
Workman's Compensation  
Defective Products  
Wrongful Death



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