

# 2020 Workforce Study

## New Braunfels, TX



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# PARAMETERS

County: Comal

## Occupations

The following occupations were considered for this study, inside the boundaries of Comal County.

11-2022	Sales Managers	29-1127	Speech-Language Pathologists
11-3011	Administrative Services Managers	29-1141	Registered Nurses
11-3031	Financial Managers	29-1171	Nurse Practitioners
11-3051	Industrial Production Managers	29-2018	Clinical Laboratory Technologists and Technicians
11-3071	Transportation, Storage, and Distribution Managers	29-2031	Cardiovascular Technologists and Technicians
11-9021	Construction Managers	29-2034	Radiologic Technologists
11-9051	Food Service Managers	29-2052	Pharmacy Technicians
11-9111	Medical and Health Services Managers	29-2055	Surgical Technologists
11-9199	Managers, All Other	29-2061	Licensed Practical and Licensed Vocational Nurses
13-1028	Buyers and Purchasing Agents	29-2071	Medical Records and Health Information Technicians
13-1051	Cost Estimators	29-2099	Health Technologists and Technicians, All Other
13-1071	Human Resources Specialists	31-1011	Home Health Aides
13-1111	Management Analysts	31-1014	Nursing Assistants
13-1151	Training and Development Specialists	31-2021	Physical Therapist Assistants
13-1161	Market Research Analysts and Marketing Specialists	31-2022	Physical Therapist Aides
13-1199	Business Operations Specialists, All Other	31-9092	Medical Assistants
13-2011	Accountants and Auditors	31-9094	Medical Transcriptionists
15-1121	Computer Systems Analysts	33-9032	Security Guards
15-1142	Network and Computer Systems Administrators	33-9092	Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers
15-1151	Computer User Support Specialists	35-1011	Chefs and Head Cooks
17-2112	Industrial Engineers	35-1012	First-Line Supervisors of Food Preparation and Serving Workers
21-1022	Healthcare Social Workers	35-2011	Cooks, Fast Food
21-1093	Social and Human Service Assistants	35-2012	Cooks, Institution and Cafeteria
27-1025	Interior Designers	35-2014	Cooks, Restaurant
27-1026	Merchandise Displayers and Window Trimmers	35-2015	Cooks, Short Order
27-3031	Public Relations Specialists	35-2021	Food Preparation Workers
29-1031	Dietitians and Nutritionists	35-3011	Bartenders
29-1051	Pharmacists	35-3021	Combined Food Preparation and Serving Workers, Including Fast Food
29-1069	Physicians and Surgeons, All Other	35-3022	Counter Attendants, Cafeteria, Food Concession, and Coffee Shop
29-1122	Occupational Therapists	35-3031	Waiters and Waitresses
29-1123	Physical Therapists	35-3041	Food Servers, Nonrestaurant
29-1124	Radiation Therapists		
29-1126	Respiratory Therapists		

35-9011	Dining Room and Cafeteria Attendants and Bartender Helpers	43-5071	Shipping, Receiving, and Traffic Clerks
35-9021	Dishwashers	43-5081	Stock Clerks and Order Fillers
35-9031	Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	43-5111	Weighers, Measurers, Checkers, and Samplers, Recordkeeping
35-9099	Food Preparation and Serving Related Workers, All Other	43-6011	Executive Secretaries and Executive Administrative Assistants
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	43-6013	Medical Secretaries
37-2012	Maids and Housekeeping Cleaners	43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive
37-3011	Landscaping and Groundskeeping Workers	43-9021	Data Entry Keyers
39-1021	First-Line Supervisors of Personal Service Workers	43-9041	Insurance Claims and Policy Processing Clerks
39-3091	Amusement and Recreation Attendants	43-9061	Office Clerks, General
39-9021	Personal Care Aides	47-1011	First-Line Supervisors of Construction Trades and Extraction Workers
39-9032	Recreation Workers	47-2031	Carpenters
41-1011	First-Line Supervisors of Retail Sales Workers	47-2051	Cement Masons and Concrete Finishers
41-1012	First-Line Supervisors of Non-Retail Sales Workers	47-2061	Construction Laborers
41-2011	Cashiers	47-2071	Paving, Surfacing, and Tamping Equipment Operators
41-2021	Counter and Rental Clerks	47-2073	Operating Engineers and Other Construction Equipment Operators
41-2022	Parts Salespersons	47-2111	Electricians
41-2031	Retail Salespersons	47-2141	Painters, Construction and Maintenance
41-3099	Sales Representatives, Services, All Other	47-2181	Roofers
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	47-2211	Sheet Metal Workers
41-9041	Telemarketers	47-3016	Helpers--Roofers
43-1011	First-Line Supervisors of Office and Administrative Support Workers	49-1011	First-Line Supervisors of Mechanics, Installers, and Repairers
43-3011	Bill and Account Collectors	49-2011	Computer, Automated Teller, and Office Machine Repairers
43-3021	Billing and Posting Clerks	49-3023	Automotive Service Technicians and Mechanics
43-3031	Bookkeeping, Accounting, and Auditing Clerks	49-3031	Bus and Truck Mechanics and Diesel Engine Specialists
43-3051	Payroll and Timekeeping Clerks	49-3042	Mobile Heavy Equipment Mechanics, Except Engines
43-3061	Procurement Clerks	49-3093	Tire Repairers and Changers
43-4051	Customer Service Representatives	49-9012	Control and Valve Installers and Repairers, Except Mechanical Door
43-4111	Interviewers, Except Eligibility and Loan	49-9041	Industrial Machinery Mechanics
43-4151	Order Clerks	49-9051	Electrical Power-Line Installers and Repairers
43-4161	Human Resources Assistants, Except Payroll and Timekeeping	49-9071	Maintenance and Repair Workers, General
43-4171	Receptionists and Information Clerks	51-1011	First-Line Supervisors of Production and Operating Workers
43-4181	Reservation and Transportation Ticket Agents and Travel Clerks		
43-5032	Dispatchers, Except Police, Fire, and Ambulance		
43-5061	Production, Planning, and Expediting Clerks		

51-2098	Assemblers and Fabricators, All Other, Including Team Assemblers	51-9198	Plastic Helpers--Production Workers
51-4041	Machinists	53-1048	First-line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors
51-4072	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	53-3021	Bus Drivers, Transit and Intercity
51-4121	Welders, Cutters, Solderers, and Brazers	53-3031	Driver/Sales Workers
51-5112	Printing Press Operators	53-3032	Heavy and Tractor-Trailer Truck Drivers
51-5113	Print Binding and Finishing Workers	53-3033	Light Truck or Delivery Services Drivers
51-6011	Laundry and Dry-Cleaning Workers	53-7051	Industrial Truck and Tractor Operators
51-8012	Power Distributors and Dispatchers	53-7062	Laborers and Freight, Stock, and Material Movers, Hand
51-9023	Mixing and Blending Machine Setters, Operators, and Tenders	53-7063	Machine Feeders and Offbearers
51-9061	Inspectors, Testers, Sorters, Samplers, Weighers	53-7064	Packers and Packagers, Hand
51-9111	Packaging and Filling Machine Operators and Tenders		
51-9195	Molders, Shapers, and Casters, Except Metal and		

## Industries

The following industries were considered for this study, inside the boundaries of Comal County

212321	Construction Sand and Gravel Mining	333120	Construction Machinery Manufacturing
221122	Electric Power Distribution	334220	Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing
236220	Commercial and Institutional Building Construction	423110	Automobile and Other Motor Vehicle Merchant Wholesalers
237310	Highway, Street, and Bridge Construction	423320	Brick, Stone, and Related Construction Material Merchant Wholesalers
238160	Roofing Contractors	423690	Other Electronic Parts and Equipment Merchant Wholesalers
311211	Flour Milling	423850	Service Establishment Equipment and Supplies Merchant Wholesalers
311421	Fruit and Vegetable Canning	424430	Dairy Product (except Dried or Canned) Merchant Wholesalers
313320	Fabric Coating Mills	424490	Other Grocery and Related Products Merchant Wholesalers
323111	Commercial Printing (except Screen and Books)	424990	Other Miscellaneous Nondurable Goods Merchant Wholesalers
325611	Soap and Other Detergent Manufacturing	441310	Automotive Parts and Accessories Stores
326199	All Other Plastics Product Manufacturing	442110	Furniture Stores
327320	Ready-Mix Concrete Manufacturing	443142	Electronics Stores
327410	Lime Manufacturing	444110	Home Centers
332119	Metal Crown, Closure, and Other Metal Stamping (except Automotive)	453220	Gift, Novelty, and Souvenir Stores
332420	Metal Tank (Heavy Gauge) Manufacturing		
332710	Machine Shops		
332919	Other Metal Valve and Pipe Fitting Manufacturing		
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing		

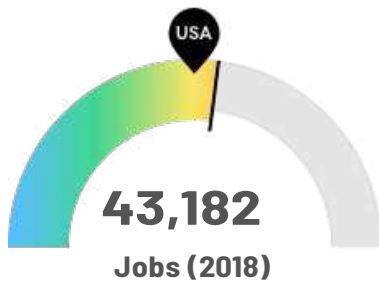
484121	General Freight Trucking, Long-Distance, Truckload
488190	Other Support Activities for Air Transportation
493110	General Warehousing and Storage
517911	Telecommunications Resellers
524126	Direct Property and Casualty Insurance Carriers
561110	Office Administrative Services
561422	Telemarketing Bureaus and Other Contact Centers
561440	Collection Agencies
561499	All Other Business Support Services
561990	All Other Support Services

622110	General Medical and Surgical Hospitals
622310	Specialty (except Psychiatric and Substance Abuse) Hospitals
623110	Nursing Care Facilities (Skilled Nursing Facilities)
623220	Residential Mental Health and Substance Abuse Facilities
623312	Assisted Living Facilities for the Elderly
713110	Amusement and Theme Parks
722511	Full-Service Restaurants
999999	Unclassified Industry

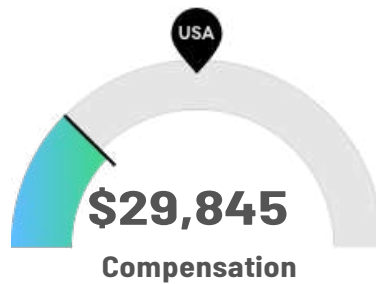


# EXECUTIVE SUMMARY

## Average Job Posting Demand Over a Deep Supply of Regional Jobs



Comal County, TX is a hotspot for primary employer jobs. The national average for an area this size is 38,443\* employees, while there are 43,182 here.



Earnings are low in Comal County, TX. The national median salary for your occupations is \$34,546, compared to \$29,845 here.



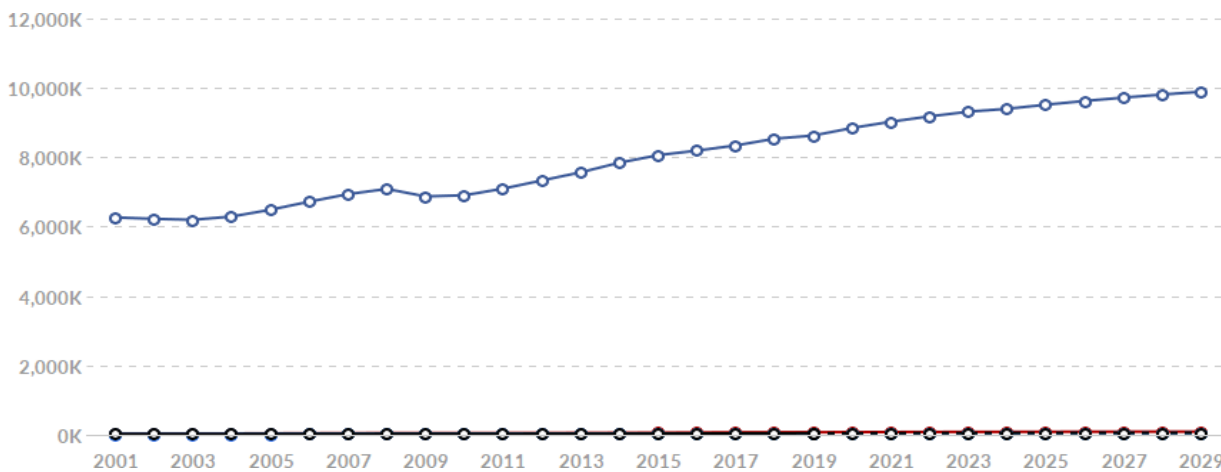
Job posting activity is about average in Comal County, TX. The national average for an area this size is 1,194\* job posting/mo, while there is 1,117 here.

Source: EMSI/Occupations/Legacy Overview

## JOBS

### Regional Employment Is Higher Than the National Average

An average area of this size typically has 38,443\* jobs, while there are 43,182 here. This higher than average supply of jobs may make it easier for workers in this field to find employment in your area.



Source: EMSI/Occupations/Legacy Overview

Region	2018 Jobs	2019 Jobs	Change	% Change
Comal County, TX	43,182	43,948	766	1.8%
National Average	38,443	39,165	723	1.9%
New Braunfels	33,577	34,152	575	1.7%
Texas	8,536,102	8,627,044	90,942	1.1%
Comal and Guadalupe Counties	73,443	74,206	763	1.0%

\*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and Comal County, TX. In other words, the values represent the national average adjusted for region size.

Source: EMSI/Occupations/Legacy Overview

## Regional Breakdown

ZIP	2018 Jobs
New Braunfels, TX 78130 (in Comal county)	27,613
New Braunfels, TX 78132 (in Comal county)	5,467
San Antonio, TX 78266 (in Comal county)	2,846
Spring Branch, TX 78070 (in Comal county)	2,729
Bulverde, TX 78163 (in Comal county)	2,026

Source: EMSI/Occupations/Legacy Overview



## Most Jobs are Found in the Restaurants and Other Eating Places Industry Sector

Jobs	2018 Percent
Restaurants and Other Eating Places	14.2%
Grocery Stores	3.2%
Building Material and Supplies Dealers	2.8%
Warehousing and Storage	2.4%
Utility System Construction	2.3%
Education and Hospitals (Local Government)	2.2%
Other	73.0%

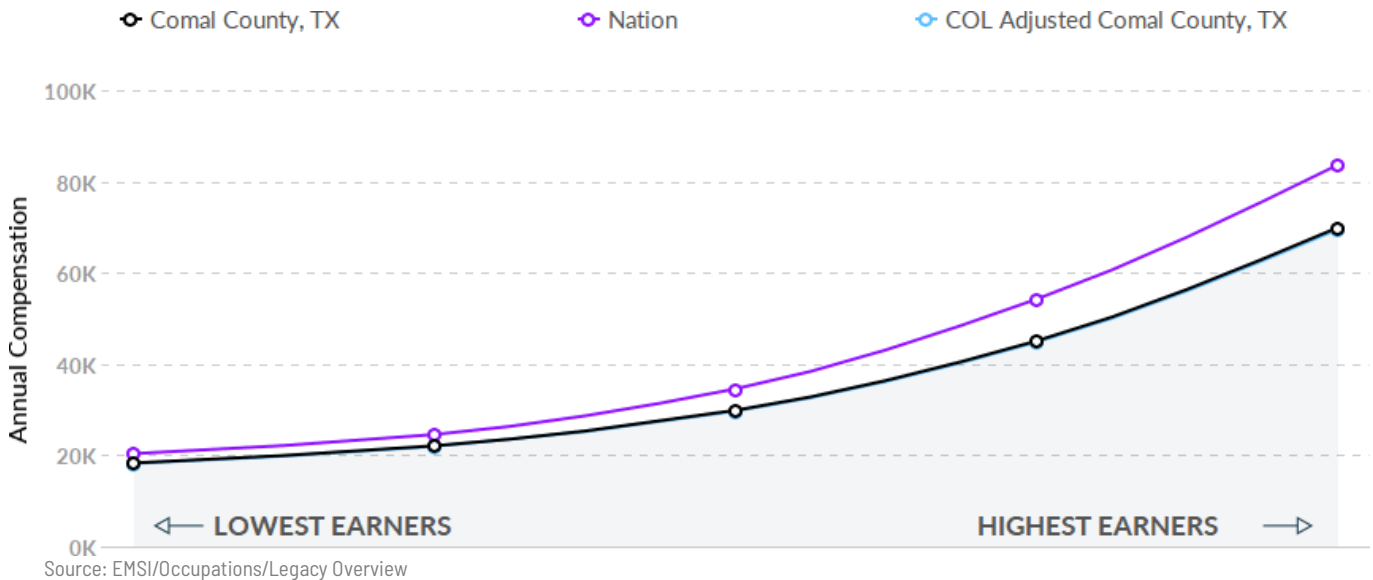
Source: EMSI/Occupations/Legacy Overview

Jetty

# COMPENSATION

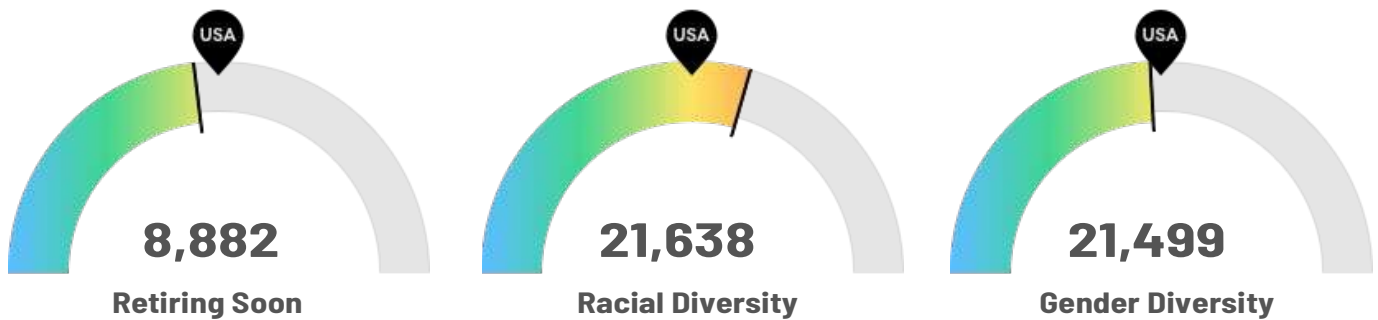
## Regional Compensation Is 14% Lower Than National Compensation

For your occupations, the 2018 median wage in Comal County, TX is \$29,845, while the national median wage is \$34,546. Local employer can take advantage lower, more economical- occupational wages in Comal County and surrounding areas.



# DEMOGRAPHICS

## Retirement Risk Is Low, While Overall Diversity Is High



Retirement risk is low in Comal County, TX. The national average for an area this size is 9,933\* employees 55 or older, while there are 8,882 here. Racial diversity is high in Comal County, TX. The national average for an area this size is 16,846\* racially diverse employees, while there are 21,638 here. Gender diversity is about average in Comal County, TX. The national average for an area this size is 22,572\* female employees, while there are 21,499 here.

Source: EMSI/Occupations/Legacy Overview



# INDUSTRY

# INDUSTRY SUMMARY FOR NBEDC PRIMARY EMPLOYERS

The **Industry Summary** provides a detailed summary of the data related to a specific industry (primary employers, defined by NAICS code), including jobs and occupations, trends, growth, demographics, and more. For Comal County, the 13,000+ jobs for the primary industries collectively outweigh the national average by 50%.

<p><b>13,055</b>  <b>Jobs (2019)</b>                      50% <b>above</b> National average</p>	<p><b>+1.4%</b>  <b>% Change (2018-2019)</b>                      Nation: <b>+0.6%</b></p>	<p><b>\$41,876</b>  <b>Avg. Earnings Per Job (2019)</b>                      Nation: \$58,123</p>
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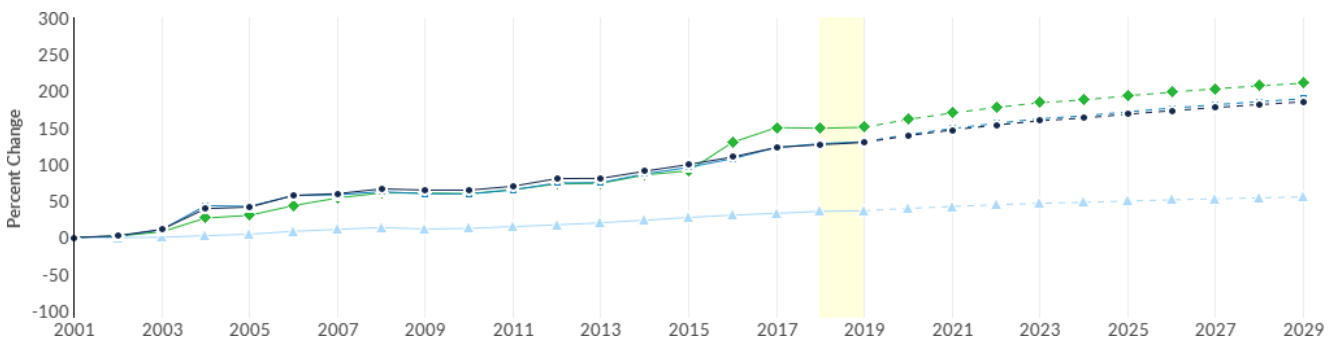
Source: EMSI/Industry/Industry Overview

## Industry Detail

Establishments (2019)	407
Jobs Multiplier	2

## Regional Trends

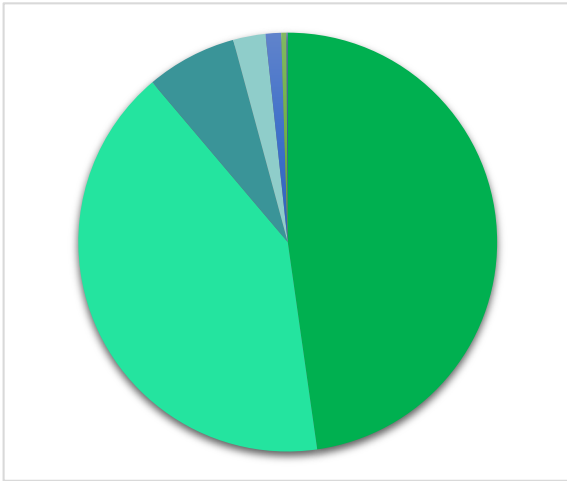
Regional Trends tracks job growth in comparison to the Comal and Guadalupe counties and the region. Job growth change for New Braunfels is growing alongside the region, but outpacing the county, neighboring county and Texas as a whole.



Region	2018 Jobs	2019 Jobs	Change	% Change
● Region	12,879	13,055	176	1.4%
● New Braunfels	11,077	11,204	127	1.1%
● Texas	1,793,558	1,805,014	11,456	0.6%
● Comal and Guadalupe Counties	21,196	21,308	112	0.5%

Source: EMSI/Industry/Industry Overview

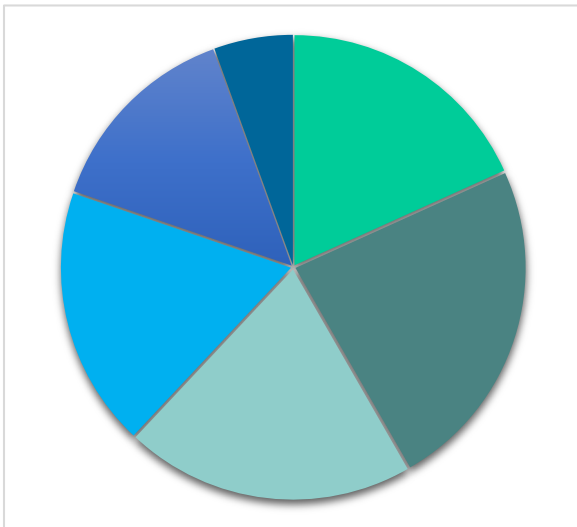
## Race/Ethnicity Breakdown For Industry



Race/Ethnicity	2019 Jobs	2019 %
White	6,237	47.8%
Hispanic or Latino	5,362	41.1%
Black or African American	916	7.0%
Asian	321	2.5%
Two or More Races	158	1.2%
American Indian or Alaska	48	0.4%
Native Hawaiian or Other Pacific	12	0.1%

Source: EMSI/Industry/Industry Overview

## Age Breakdown for Industry



Age	2019 Jobs	2019 %
19-24	2,193	16.8%
25-34	2,819	21.6%
35-44	2,442	18.7%
45-54	2,199	16.8%
55-64	1,710	13.1%
65+	665	5.1%

Source: EMSI/Industry/Industry Overview

NAICS	Description	2018 Jobs	2019 Jobs	2018 - 2019 % Change	2019 Location Quotient	Avg. Earnings Per Job	2019 Establishments
212321	Construction Sand and Gravel Mining	<10	<10	Insf. Data	0.19	Insf. Data	1
221122	Electric Power Distribution	101	105	4%	1.27	\$131,192	3
236220	Commercial and Institutional Building Construction	221	238	8%	0.89	\$56,189	36
237310	Highway, Street, and Bridge Construction	351	391	11%	2.90	\$64,925	10
238160	Roofing Contractors	131	138	5%	1.61	\$66,693	14
311211	Flour Milling	35	41	17%	7.72	\$58,132	1
311421	Fruit and Vegetable Canning	<10	<10	Insf. Data	0.05	Insf. Data	3
313320	Fabric Coating Mills	41	24	(41%)	7.63	\$103,672	1
323111	Commercial Printing (except Screen and Books)	113	110	(3%)	0.91	\$56,619	4
325611	Soap and Other Detergent Manufacturing	<10	<10	Insf. Data	0.53	Insf. Data	3
326199	All Other Plastics Product Manufacturing	154	151	(2%)	1.26	\$56,094	4
327320	Ready-Mix Concrete Manufacturing	228	235	3%	6.14	\$61,711	5
327410	Lime Manufacturing	56	48	(14%)	28.43	\$97,792	1
332119	Metal Crown, Closure, and Other Metal Stamping (except Automotive)	15	18	20%	0.87	\$84,395	1
332420	Metal Tank (Heavy Gauge) Manufacturing	63	67	6%	4.48	\$92,114	1
332710	Machine Shops	57	56	(2%)	0.51	\$56,625	7
332919	Other Metal Valve and Pipe Fitting Manufacturing	<10	<10	Insf. Data	0.58	Insf. Data	1
332999	All Other Miscellaneous Fabricated Metal Product Manufacturing	<10	<10	Insf. Data	0.24	Insf. Data	1
333120	Construction Machinery Manufacturing	<10	<10	Insf. Data	0.03	Insf. Data	1
334220	Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing	<10	<10	Insf. Data	0.03	Insf. Data	0
423110	Automobile and Other Motor Vehicle Merchant Wholesalers	71	76	7%	1.55	\$67,489	2
423320	Brick, Stone, and Related Construction Material Merchant Wholesalers	101	94	(7%)	3.82	\$81,426	9
423690	Other Electronic Parts and Equipment Merchant Wholesalers	17	25	47%	0.45	\$141,598	4
423850	Service Establishment Equipment and Supplies	<10	<10	Insf. Data	0.21	Insf. Data	2



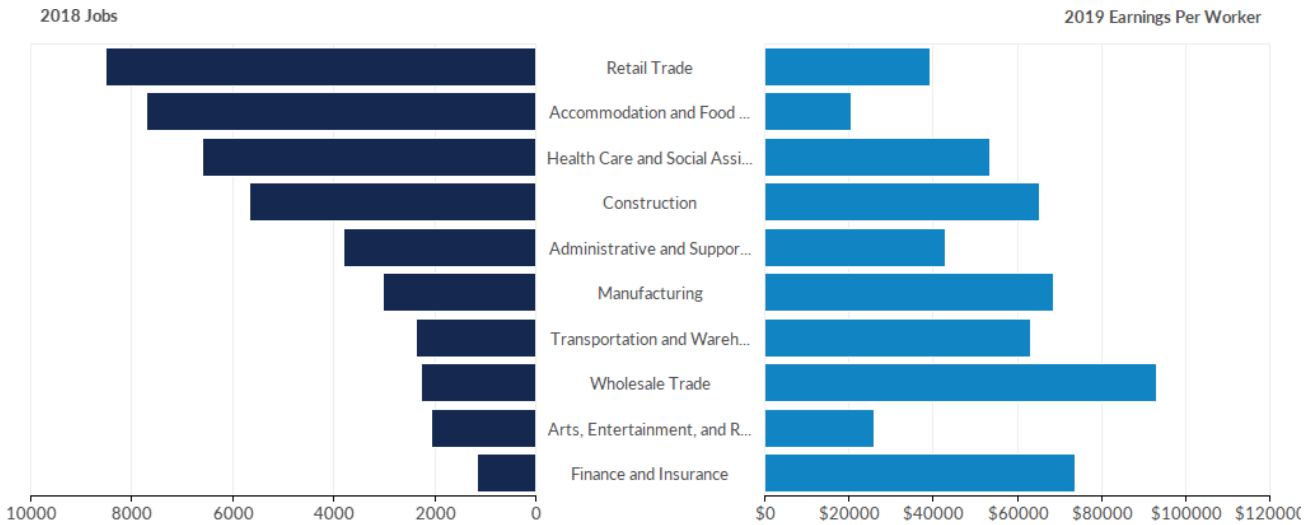
Merchant Wholesalers							
424430	Dairy Product (except Dried or Canned) Merchant Wholesalers	10	<10	Insf. Data	0.63	Insf. Data	1
424490	Other Grocery and Related Products Merchant Wholesalers	<10	<10	Insf. Data	0.02	Insf. Data	5
424990	Other Miscellaneous Nondurable Goods Merchant Wholesalers	<10	<10	Insf. Data	0.13	Insf. Data	4
441310	Automotive Parts and Accessories Stores	173	162	(6%)	1.11	\$30,271	17
442110	Furniture Stores	323	321	(1%)	3.70	\$60,325	12
443142	Electronics Stores	139	138	(1%)	0.82	\$33,712	12
444110	Home Centers	941	964	2%	3.49	\$38,658	5
453220	Gift, Novelty, and Souvenir Stores	44	43	(2%)	0.75	\$10,686	8
484121	General Freight Trucking, Long-Distance, Truckload	247	230	(7%)	1.14	\$92,220	8
488190	Other Support Activities for Air Transportation	11	14	27%	0.31	\$54,072	6
493110	General Warehousing and Storage	1,074	1,073	(0%)	2.61	\$48,596	8
517911	Telecommunications Resellers	0	0	0%	0.00	\$0	0
524126	Direct Property and Casualty Insurance Carriers	74	72	(3%)	0.37	\$99,183	4
561110	Office Administrative Services	595	586	(2%)	2.88	\$39,433	30
561422	Telemarketing Bureaus and Other Contact Centers	241	265	10%	1.45	\$37,132	6
561440	Collection Agencies	191	151	(21%)	3.07	\$48,523	1
561499	All Other Business Support Services	<10	<10	Insf. Data	0.22	Insf. Data	1
561990	All Other Support Services	149	137	(8%)	1.68	\$63,934	12
622110	General Medical and Surgical Hospitals	784	798	2%	0.43	\$70,424	4
622310	Specialty (except Psychiatric and Substance Abuse) Hospitals	682	719	5%	7.90	\$34,611	2
623110	Nursing Care Facilities (Skilled Nursing Facilities)	874	884	1%	1.42	\$41,120	9
623220	Residential Mental Health and Substance Abuse Facilities	47	45	(4%)	0.50	\$57,496	1
623312	Assisted Living Facilities for the Elderly	45	61	36%	0.35	\$26,145	2
713110	Amusement and Theme Parks	954	1,001	5%	13.22	\$17,719	3
722511	Full-Service Restaurants	3,455	3,486	1%	1.63	\$22,032	109
999999	Unclassified Industry	40	40	0%	0.71	\$52,701	25

Source: EMSI/Industry Table

# INDUSTRY COMPARISONS

## Industry Group Jobs and Earnings Comparison

In comparing each of the primary industries jobs and earnings in Comal County, Wholesale Trade seems to provide the highest wages, followed by Finance and Insurance while Retail Trade supplies the highest number of jobs.

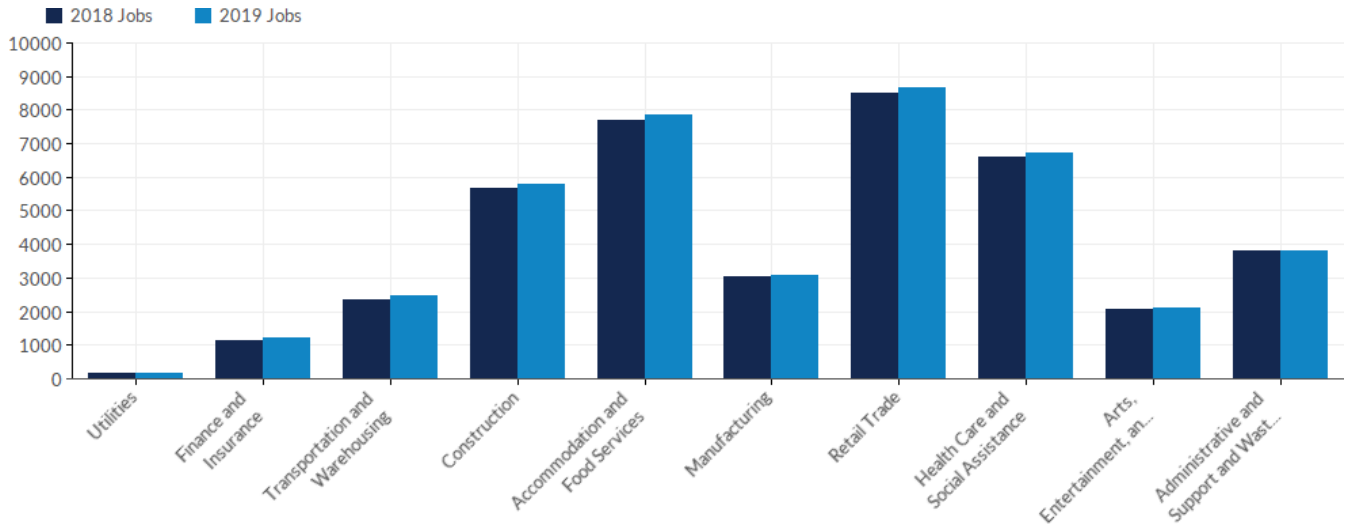


Group	2018 Jobs	2019 Jobs	Earnings Per Worker	Establishments
Retail Trade	8,516	8,663	\$39,428	458
Accommodation and Food Services	7,711	7,849	\$20,644	337
Health Care and Social Assistance	6,602	6,714	\$53,452	359
Construction	5,659	5,809	\$65,435	508
Administrative and Support and Waste Management and Remediation Services	3,796	3,811	\$42,937	246
Manufacturing	3,023	3,076	\$68,494	153
Transportation and Warehousing	2,357	2,489	\$63,302	90
Wholesale Trade	2,261	2,206	\$93,138	211
Arts, Entertainment, and Recreation	2,059	2,091	\$25,916	82
Finance and Insurance	1,149	1,216	\$73,605	228
Information	650	641	\$73,200	34
Mining, Quarrying, and Oil and Gas Extraction	629	630	\$88,003	28
Utilities	152	166	\$109,672	13

Source: EMSI/Industry/Industry Comparison

## Industry Group Growth Comparison

These growth comparisons indicate the fastest rising sectors by number of jobs. The Utilities sector has seen the greatest % change in 2019, with a 9% change. Following closely behind is the Finance and Insurance sector that tied with Transportation and Warehousing.

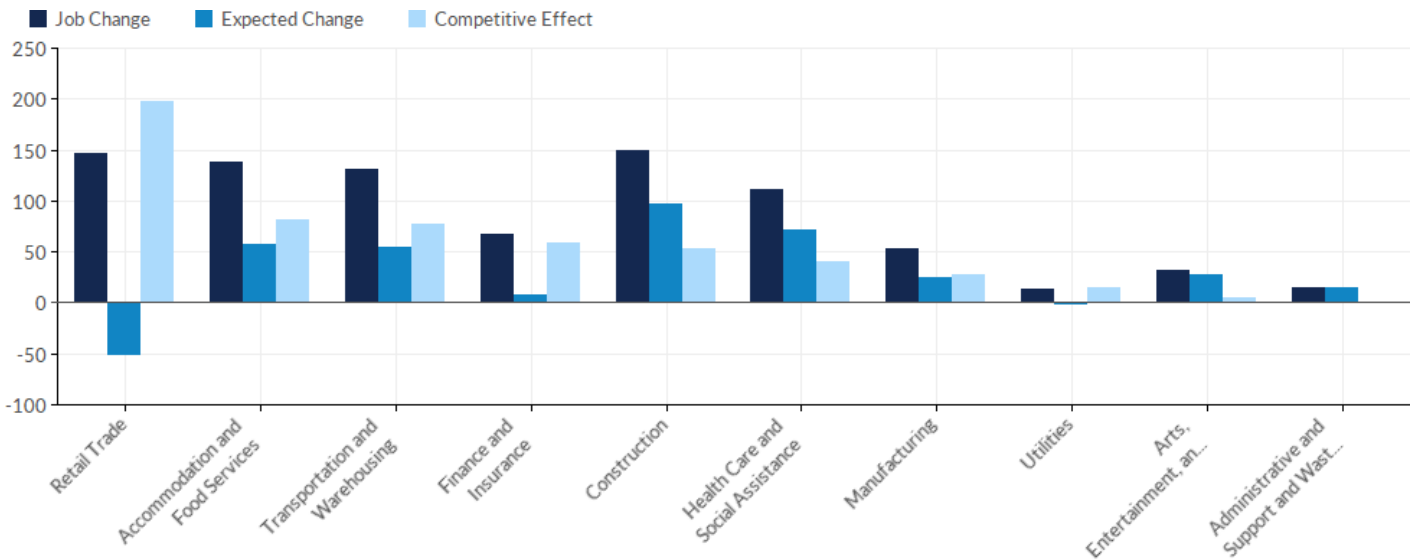


Group	2018 Jobs	2019 Jobs	Change	% Change
Utilities	152	166	14	9%
Finance and Insurance	1,149	1,216	67	6%
Transportation and Warehousing	2,357	2,489	132	6%
Construction	5,659	5,809	150	3%
Accommodation and Food Services	7,711	7,849	138	2%
Manufacturing	3,023	3,076	53	2%
Retail Trade	8,516	8,663	147	2%
Health Care and Social Assistance	6,602	6,714	111	2%
Arts, Entertainment, and Recreation	2,059	2,091	32	2%
Administrative and Support and Waste Management and Remediation Services	3,796	3,811	15	0%
Mining, Quarrying, and Oil and Gas Extraction	629	630	1	0%
Information	650	641	(9)	(1%)
Wholesale Trade	2,261	2,206	(54)	(2%)

Source: EMSI/Industry/Industry Comparison

## Industry Group Shift Share Comparison

The industrial mix effect is the number of jobs one would expect to see added (or lost) within an industry in the region, based on the industry's national growth/decline. In this case, most notably is the retail trade which has experienced a national job loss, affecting a potential loss locally in Comal County..

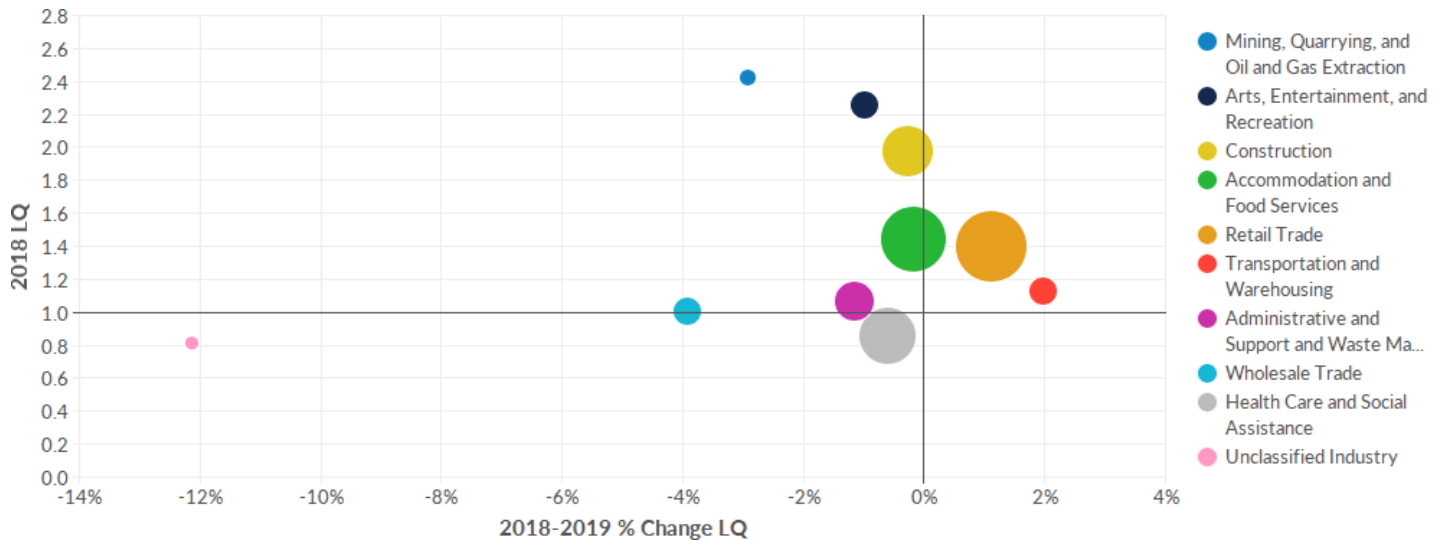


Group	Job Change	Ind Mix Effect	Nat Growth Effect	Expected Change	Competitive Effect
Retail Trade	147	(111)	60	(51)	198
Accommodation and Food Services	138	2	55	57	81
Transportation and Warehousing	132	38	17	54	77
Finance and Insurance	67	(1)	8	7	59
Construction	150	56	40	96	54
Health Care and Social Assistance	111	24	47	71	40
Manufacturing	53	4	21	25	28
Utilities	14	(2)	1	(1)	14
Arts, Entertainment, and Recreation	32	13	15	28	5
Administrative and Support and Waste Management and Remediation Services	15	(13)	27	14	1
Mining, Quarrying, and Oil and Gas Extraction	1	7	4	12	(11)
Information	(9)	(2)	5	3	(12)
Wholesale Trade	(54)	(8)	16	8	(63)

Source: EMSI/Industry/Industry Comparison

## Industry Group Location Quotient Comparison

Location quotients help identify business or industry clusters, anything over 1.25 can be considered a cluster. For Comal County, the Mining and Quarry Industry is the highest with 2.35 followed by the Arts and Entertainment Industry with a 2.26. Accommodations and Food Service and Retail Trade follow closely behind, indicating large Tourism activity.

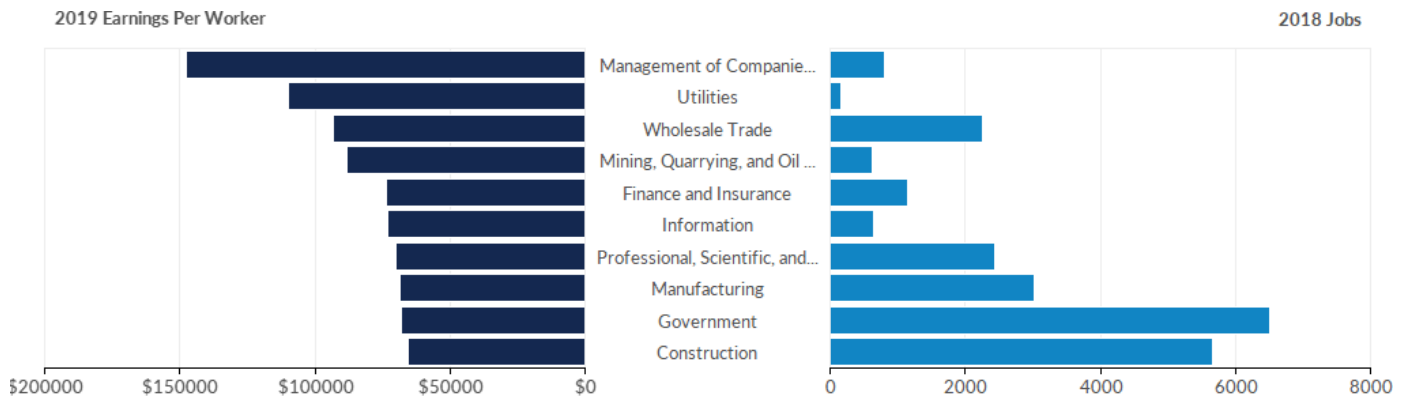


Group	2018 Jobs	2018 LQ	2019 LQ	Percent Change LQ
Mining, Quarrying, and Oil and Gas Extraction	629	2.42	2.35	(3%)
Arts, Entertainment, and Recreation	2,059	2.26	2.24	(1%)
Construction	5,659	1.97	1.97	(0%)
Accommodation and Food Services	7,711	1.45	1.44	(0%)
Retail Trade	8,516	1.40	1.41	1%
Transportation and Warehousing	2,357	1.13	1.15	2%
Administrative and Support and Waste Management and Remediation Services	3,796	1.07	1.05	(1%)
Wholesale Trade	2,261	1.00	0.96	(4%)
Health Care and Social Assistance	6,602	0.86	0.86	(1%)
Utilities	152	0.71	0.77	8%

Source: EMSI/Industry/Industry Comparison

## Highest Paying Industries

The highest paid industries would be Management of Companies Industry followed by Utilities. Government hires the most amount of jobs for Comal County. Digging deeper, it is of note that all of the primary industry earnings per worker are much higher than the average county wage of \$21/hr.



Industry	2018 Jobs	2019 Jobs	Change in Jobs (2018-2019)	% Change	2019 Earnings Per Worker
Management of Companies and Enterprises	810	832	22	3%	\$147,480
Utilities	152	166	14	9%	\$109,672
Wholesale Trade	2,261	2,206	(55)	(2%)	\$93,138
Mining, Quarrying, and Oil and Gas Extraction	629	630	1	0%	\$88,003
Finance and Insurance	1,149	1,216	67	6%	\$73,605
Information	650	641	(9)	(1%)	\$73,200
Professional, Scientific, and Technical Services	2,429	2,484	55	2%	\$69,774
Manufacturing	3,023	3,076	53	2%	\$68,494
Government	6,512	6,611	99	2%	\$68,147
Construction	5,659	5,809	150	3%	\$65,435

Source: EMSI/Industry/Highest Ranked Industries

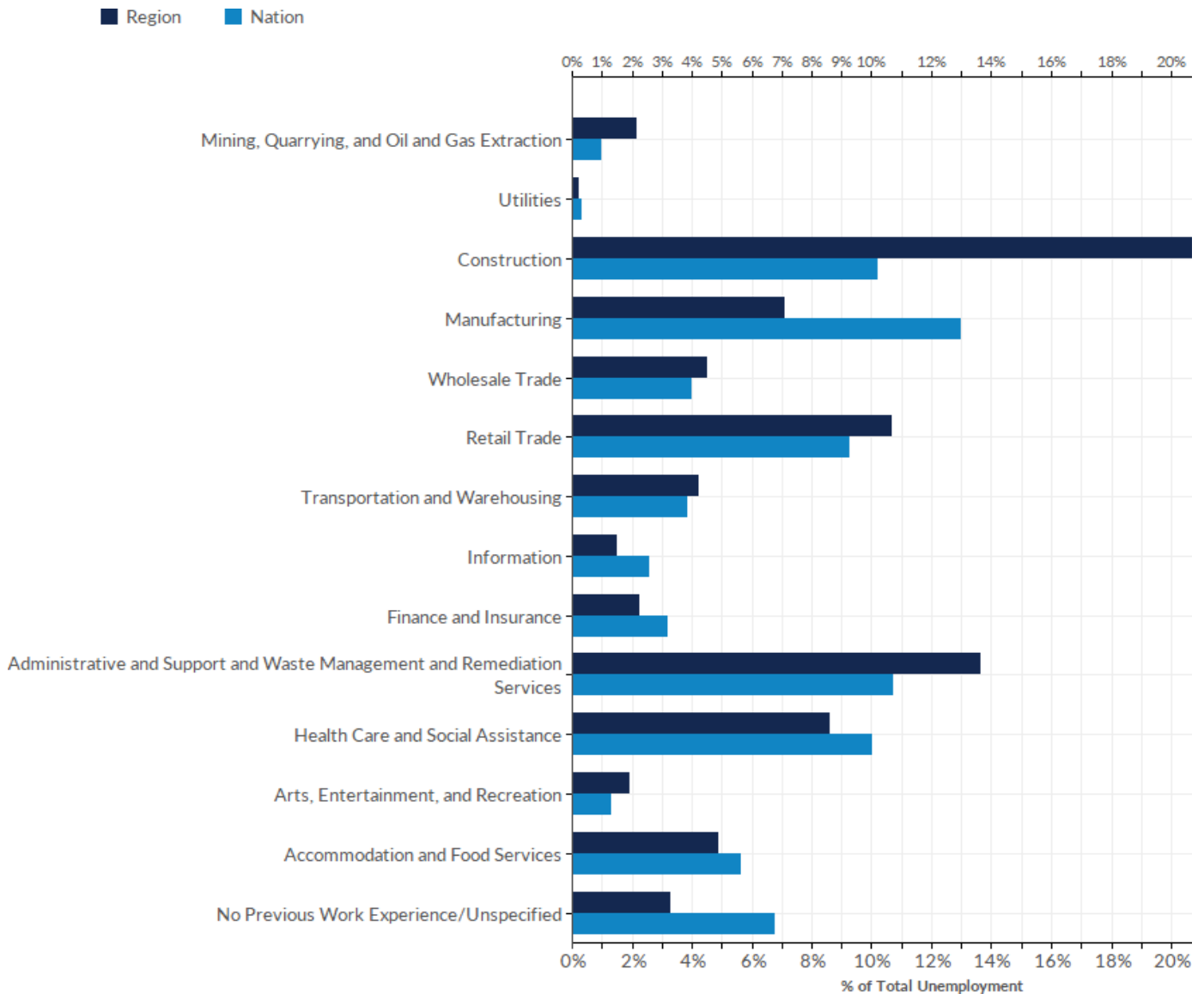
## Unemployment by Industry

Total Unemployment has historically been low since the most recent recession. While construction is fast growing industry, there seems to be a high influx of unemployment. Adversely, the top two industries have the larger number of unemployed compared to the nation as a whole.

Note: The percentage of unemployment per industry sector below is based off the 2,010 Regional Unemployment number and is calculated with data from the Bureau of Labor Statistics (BLS) and Bureau of Economic Analysis (BEA).

2,010

**Total Regional Unemployment (10/2019)**



Source: EMSI/Industry/Unemployment





# OCCUPATIONS

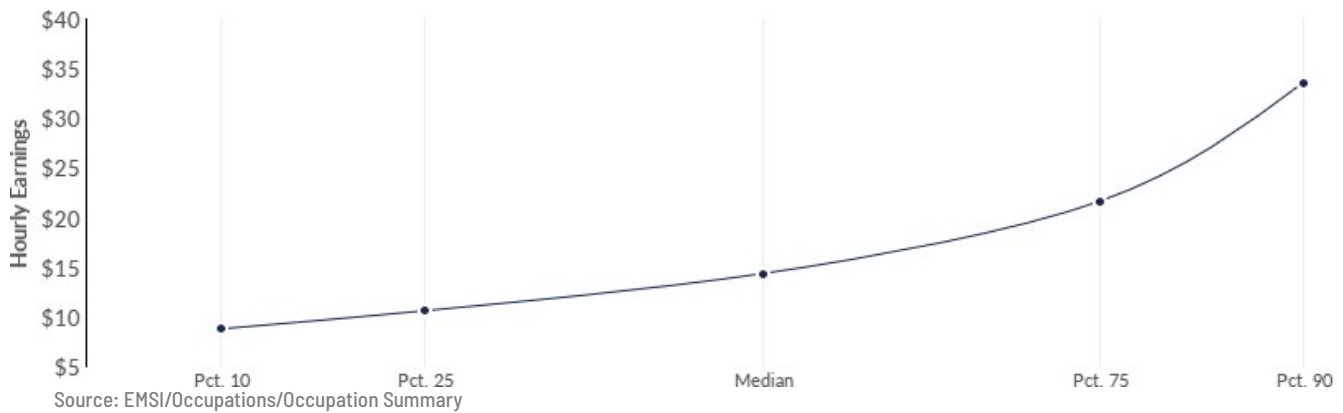
## Occupation Summary for NBEDC Primary Industries - SOC Codes

Primary occupations (as defined by the primary employers in Comal County) collectively are higher than the national average while the wages are slightly below the national average.

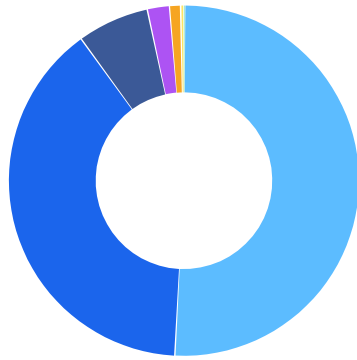
<b>43,182</b> Jobs (2018) 12% <b>above</b> National average	<b>+1.8%</b> % Change (2018-2019) Nation: <b>+0.7%</b>	<b>\$14.35/hr</b> Median Hourly Earnings Nation: \$16.61/hr
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## Percentile Earnings Summary

<b>\$10.61/hr</b> 25th Percentile Earnings	<b>\$14.35/hr</b> Median Earnings	<b>\$21.66/hr</b> 75th Percentile Earnings
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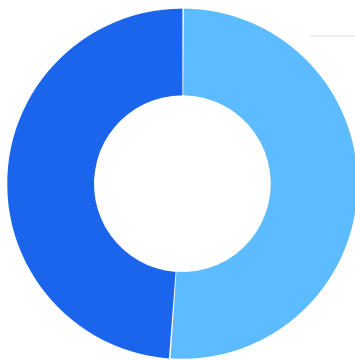
## Occupation Race/Ethnicity Breakdown



		% of Jobs	Jobs
<span style="color: #00AEEF;">●</span>	<b>White</b>	<b>50.8%</b>	<b>22,309</b>
<span style="color: #0070C0;">●</span>	<b>Hispanic or Latino</b>	<b>39.2%</b>	<b>17,220</b>
<span style="color: #2E3192;">●</span>	<b>Black or African American</b>	<b>6.6%</b>	<b>2,907</b>
<span style="color: #800080;">●</span>	<b>Asian</b>	<b>2.0%</b>	<b>897</b>
<span style="color: #FFA500;">●</span>	<b>Two or More Races</b>	<b>1.0%</b>	<b>450</b>
<span style="color: #FFD700;">●</span>	<b>American Indian or Alaska Native</b>	<b>0.3%</b>	<b>126</b>
<span style="color: #00CDAA;">●</span>	<b>Native Hawaiian or Other Pacific Islander</b>	<b>0.1%</b>	<b>38</b>

Source: EMSI/Occupations/Occupation Overview

## Occupation Gender Breakdown

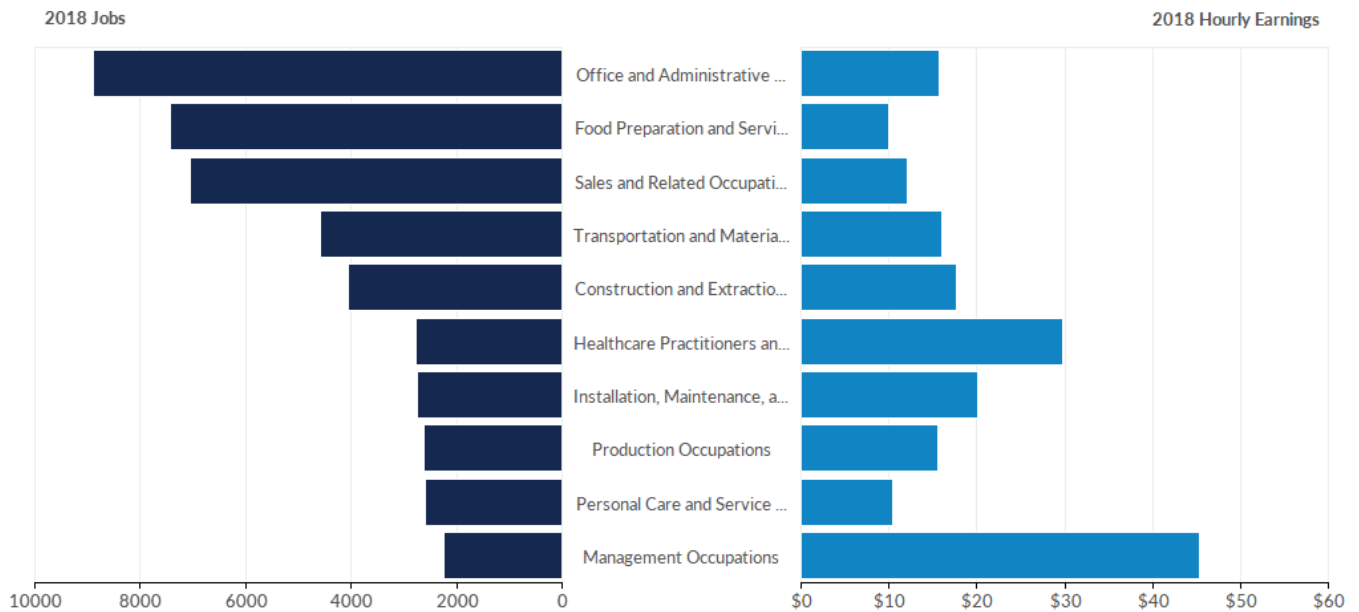


	% of Jobs	Jobs
Males	51.1%	22,449
Females	48.9%	21,499

Source: EMSI/Occupations/Occupation Overview

## Occupation Group Jobs and Earnings Comparison

In comparing the types of occupations as determined by the Primary Employer by NAICS code dataset, Office and Administrative hire the most amount of people while Management Occupations award the highest salaries. Notably, Healthcare Practitioners have the second highest salaries.

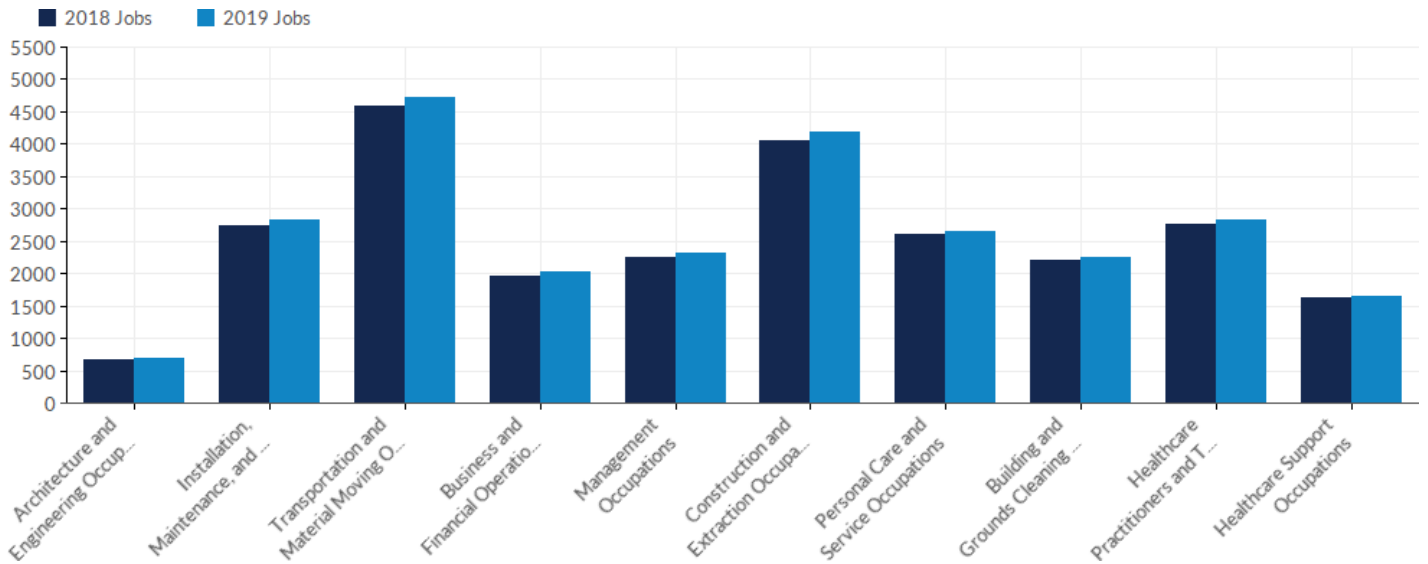


Group	2018 Jobs	2019 Jobs	Median Hourly Earnings
Office and Administrative Support Occupations	8,890	9,015	\$15.69
Food Preparation and Serving Related Occupations	7,441	7,536	\$10.04
Sales and Related Occupations	7,055	7,154	\$12.07
Transportation and Material Moving Occupations	4,583	4,724	\$15.98
Construction and Extraction Occupations	4,063	4,176	\$17.65
Healthcare Practitioners and Technical Occupations	2,763	2,819	\$29.76
Installation, Maintenance, and Repair Occupations	2,735	2,829	\$20.16
Production Occupations	2,624	2,644	\$15.60
Personal Care and Service Occupations	2,598	2,654	\$10.37
Management Occupations	2,243	2,305	\$45.27
Building and Grounds Cleaning and Maintenance Occupations	2,197	2,243	\$12.08
Business and Financial Operations Occupations	1,969	2,028	\$31.12
Healthcare Support Occupations	1,614	1,646	\$13.40
Computer and Mathematical Occupations	855	864	\$35.81
Community and Social Service Occupations	800	815	\$21.41
Arts, Design, Entertainment, Sports, and Media Occupations	785	784	\$19.17
Architecture and Engineering Occupations	666	697	\$32.84

Source: EMSI/Occupations/Occupation Comparison

## Occupation Group Growth Comparison

Transportation had the highest number of added jobs for 2019, followed by Office and Administrative. Most industries posted a gain, keeping pace with the average 1.8% gain in jobs by industry.

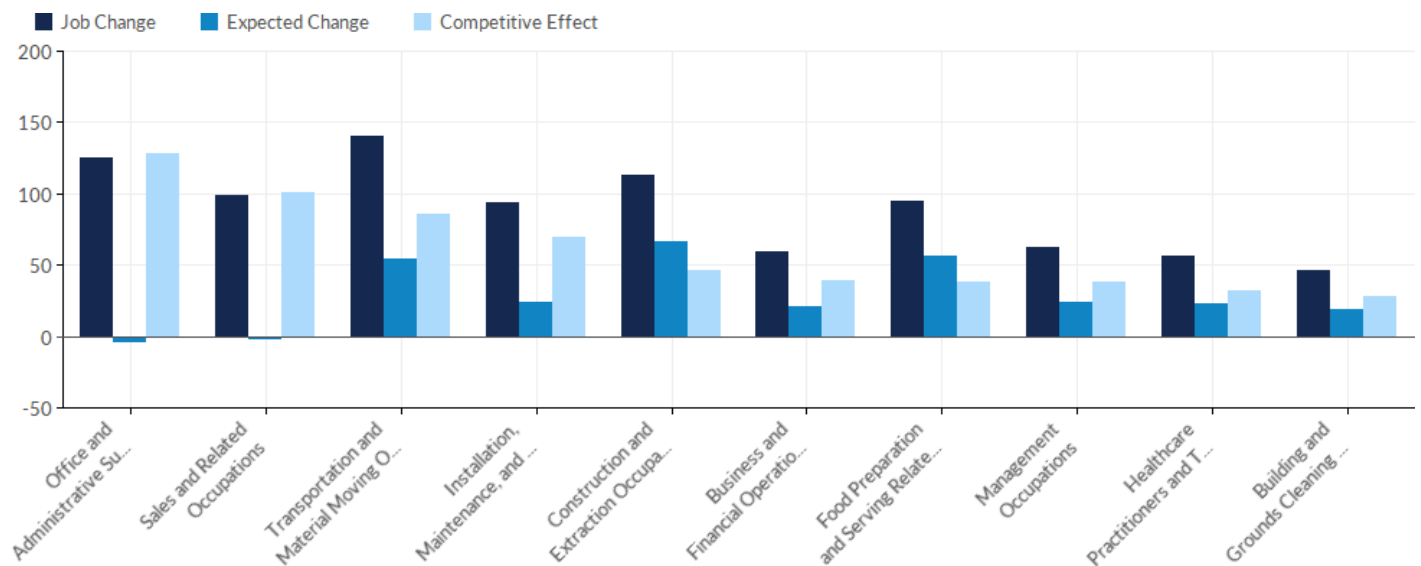


Group	2018 Jobs	2019 Jobs	Change	% Change
Architecture and Engineering Occupations	666	697	31	5%
Installation, Maintenance, and Repair Occupations	2,735	2,829	93	3%
Transportation and Material Moving Occupations	4,583	4,724	140	3%
Business and Financial Operations Occupations	1,969	2,028	59	3%
Management Occupations	2,243	2,305	62	3%
Construction and Extraction Occupations	4,063	4,176	113	3%
Personal Care and Service Occupations	2,598	2,654	56	2%
Building and Grounds Cleaning and Maintenance Occupations	2,197	2,243	46	2%
Healthcare Practitioners and Technical Occupations	2,763	2,819	56	2%
Healthcare Support Occupations	1,614	1,646	32	2%
Community and Social Service Occupations	800	815	15	2%
Sales and Related Occupations	7,055	7,154	99	1%
Office and Administrative Support Occupations	8,890	9,015	125	1%
Food Preparation and Serving Related Occupations	7,441	7,536	94	1%
Computer and Mathematical Occupations	855	864	8	1%
Production Occupations	2,624	2,644	20	1%
Arts, Design, Entertainment, Sports, and Media Occupations	785	784	(1)	(0%)

Source: EMSI/Occupations/Occupation Comparison

## Occupation Group Shift Share Comparison

While Office and Administrative Support had some of the highest growth in jobs for 2019, the Occupational Mix Effect is seeing a decline nationally in jobs, and will affect us in the short future. The Sales and Related Occupations will see a decline in jobs as well.

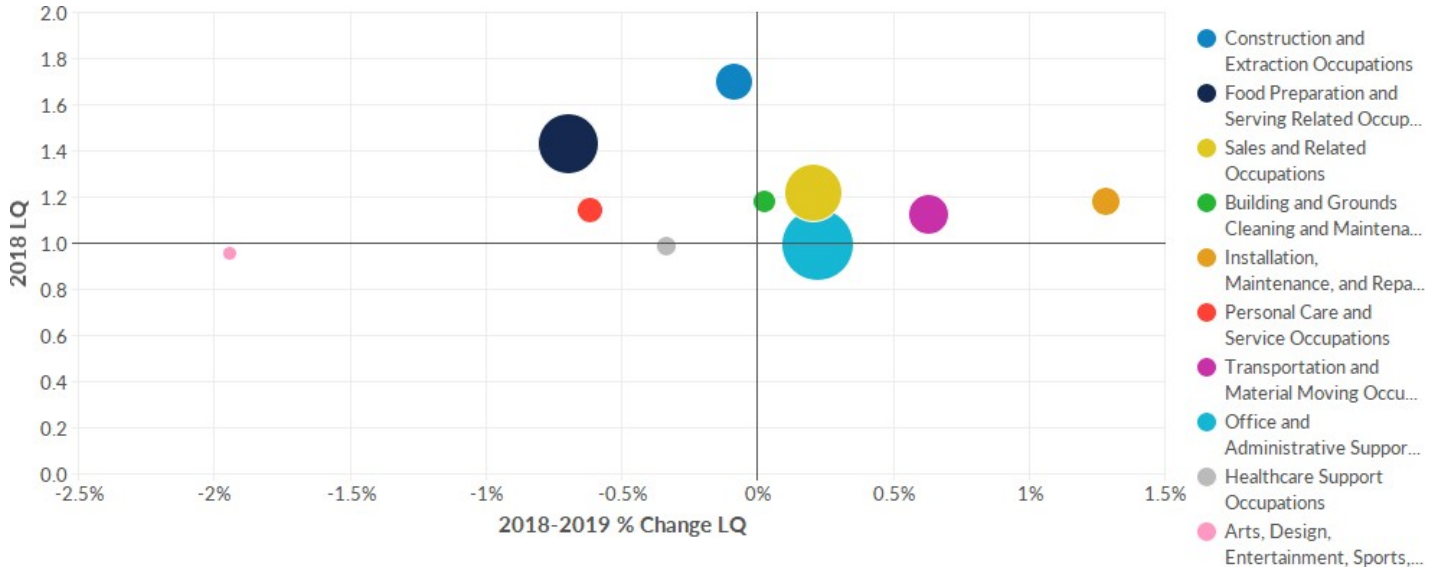


Group	Job Change	Occ Mix Effect	Nat Growth Effect	Expected Change	Competitive Effect
Office and Administrative Support Occupations	125	(66)	63	(3)	128
Sales and Related Occupations	99	(51)	50	(1)	100
Transportation and Material Moving Occupations	140	22	32	54	86
Installation, Maintenance, and Repair Occupations	93	5	19	24	69
Construction and Extraction Occupations	113	37	29	66	46
Business and Financial Operations Occupations	59	7	14	21	39
Food Preparation and Serving Related Occupations	94	3	53	56	38
Management Occupations	62	8	16	24	38
Healthcare Practitioners and Technical Occupations	56	4	20	23	32
Building and Grounds Cleaning and Maintenance Occupations	46	3	16	19	27
Architecture and Engineering Occupations	31	5	5	10	21
Personal Care and Service Occupations	56	22	18	41	16
Healthcare Support Occupations	32	6	11	18	14
Production Occupations	20	(8)	19	11	10
Community and Social Service Occupations	15	3	6	9	6
Computer and Mathematical Occupations	8	7	6	13	(5)
Arts, Design, Entertainment, Sports, and Media Occupations	(1)	(0)	6	5	(6)

Source: EMSI/Occupations/Occupation Comparison

# OCCUPATION GROUP LOCATION QUOTIENT COMPARISON

Location quotients help identify occupations employed in industry clusters, anything over 1.25 can be considered a cluster. For Comal County, the Construction and Food Preparations Occupations rank higher than 1.25, indicating a active construction/new growth market as well as a larger than normal eating establishment per capita.



Group	2018 Jobs	2018 LQ	2019 LQ	Percent Change LQ
Construction and Extraction Occupations	4,063	1.70	1.70	(0%)
Food Preparation and Serving Related Occupations	7,441	1.43	1.42	(1%)
Sales and Related Occupations	7,055	1.22	1.22	0%
Building and Grounds Cleaning and Maintenance Occupations	2,197	1.18	1.18	0%
Installation, Maintenance, and Repair Occupations	2,735	1.18	1.19	1%
Personal Care and Service Occupations	2,598	1.15	1.14	(1%)
Transportation and Material Moving Occupations	4,583	1.12	1.13	1%
Office and Administrative Support Occupations	8,890	0.99	1.00	0%
Healthcare Support Occupations	1,614	0.99	0.99	(0%)
Arts, Design, Entertainment, Sports, and Media Occupations	785	0.95	0.93	(2%)

Source: EMSI/Occupations/Occupation Comparison



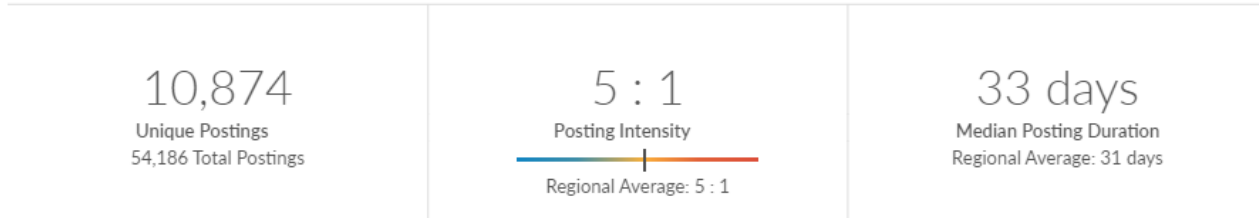


# **JOBS**

# JOB POSTING OVERVIEW

More than 10,000 unique job postings indicate a highly active market and contributes to the reputation of a quality workforce in New Braunfels and Comal County.

## Job Postings Overview



There were 54,186 total job postings for your selection from February 2019 to August 2019, of which 10,874 were unique. These numbers give us a Posting Intensity of 5-to-1, meaning that for every 5 postings there is 1 unique job posting.

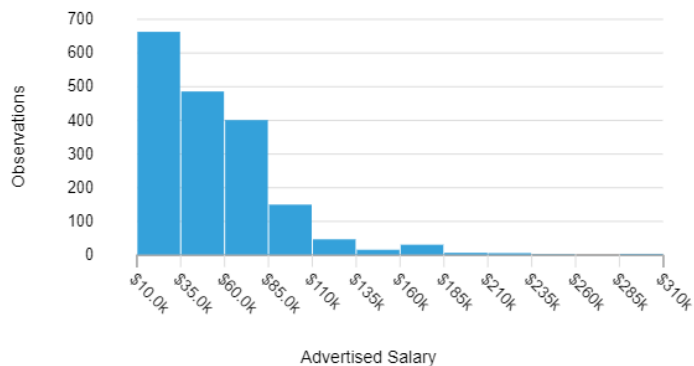
This is close to the Posting Intensity for all other occupations and companies in the region (5-to-1), indicating that they are putting average effort toward hiring for this position.

Source: EMSI/Job Postings

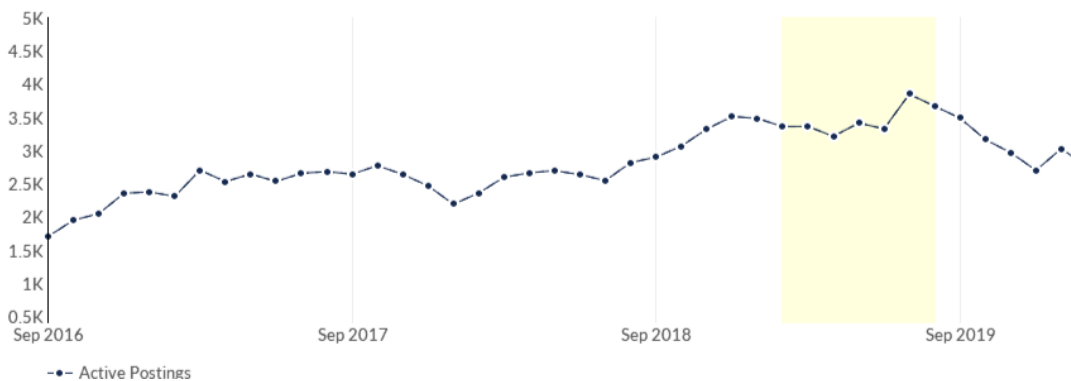
## Advertised Salary

There are 1,792 advertised salary observations (16% of the 10,874 matching postings).

**\$47.6K**  
Median Advertised Salary



## Active Postings Trend



Source: EMSI/Job Postings

## Job Postings vs. Hires

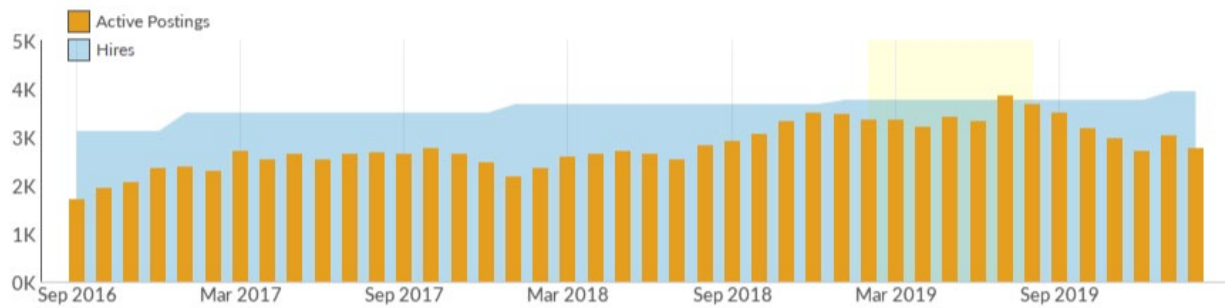
3,454

Avg. Monthly Postings (Feb 2019 - Aug 2019)

3,754

Avg. Monthly Hires (Feb 2019 - Aug 2019)

In an average month, there were 3,454 active job postings for 152 Occupations, and 3,754 actually hired. This means there was approximately 1 hire for 152 Occupations for every 1 active job posting.



Occupation	Avg Monthly Postings (Feb 2019 - Aug 2019)	Avg Monthly Hires (Feb 2019 - Aug 2019)
Heavy and Tractor-Trailer Truck Drivers	350	72
Registered Nurses	313	21
First-Line Supervisors of Retail Sales Workers	207	33
Retail Salespersons	197	149
Customer Service Representatives	143	113
Light Truck or Delivery Services Drivers	102	34
Combined Food Preparation and Serving Workers, Including Fast Food	90	317
Maintenance and Repair Workers, General	82	44
First-Line Supervisors of Office and Administrative Support Workers	67	31
First-Line Supervisors of Food Preparation and Serving Workers	61	66

Source: EMSI/Job Postings

## Top Companies Posting

Company	Total/Unique (Feb 2019 - Aug 2019)	Posting Intensity	Median Posting Duration
Christus Health	5,633 / 245	23 : 1	63 days
HealthCare Employment Network	549 / 209	3 : 1	24 days
UnitedHealth Group Incorporated	1,247 / 153	8 : 1	46 days
Rush Enterprises, Inc.	808 / 139	6 : 1	91 days
CRST International, Inc.	601 / 138	4 : 1	43 days
Heb Grocery Company, LP	470 / 131	4 : 1	39 days
The Home Depot	576 / 118	5 : 1	94 days
Wal-Mart, Inc.	1,472 / 115	13 : 1	36 days
Travelcenters of America LLC	609 / 114	5 : 1	183 days
Dollar General Corporation	412 / 111	4 : 1	51 days
Tenet Healthcare Corporation	1,557 / 109	14 : 1	73 days
Resolute Health Hospital	1,136 / 83	14 : 1	37 days
CVS Health Corporation	277 / 77	4 : 1	85 days
BJ's Restaurants, Inc.	232 / 76	3 : 1	25 days
Sysco Corporation	527 / 73	7 : 1	35 days
Pizza Hut, Inc.	193 / 68	3 : 1	61 days
Vibra Healthcare, LLC	306 / 65	5 : 1	66 days
Express Employment Professionals	114 / 58	2 : 1	16 days
United Services Automobile Association	616 / 55	11 : 1	10 days
Lowe's Companies, Inc.	501 / 49	10 : 1	52 days

Source: EMSI/Job Postings

## Top Posted Occupations

Occupation (SOC)	Total/Unique (Feb 2019 - Aug 2019)	Posting Intensity	Median Posting Duration
Heavy and Tractor-Trailer Truck Drivers	4,724 / 1,345	4 : 1 	26 days
Registered Nurses	8,528 / 961	9 : 1 	25 days
Retail Salespersons	2,948 / 536	6 : 1 	50 days
First-Line Supervisors of Retail Sales Workers	2,390 / 517	5 : 1 	47 days
Customer Service Representatives	2,404 / 438	5 : 1 	36 days
Light Truck or Delivery Services Drivers	1,367 / 329	4 : 1 	30 days
Combined Food Preparation and Serving Workers, Including Fast Food	1,393 / 254	5 : 1 	43 days
Maintenance and Repair Workers, General	987 / 250	4 : 1 	34 days
First-Line Supervisors of Office and Administrative Support Workers	907 / 214	4 : 1 	32 days
First-Line Supervisors of Food Preparation and Serving Workers	676 / 206	3 : 1 	34 days

Source: EMSI/Job Postings

## Incoming Workforce/Graduates

Institution Name	Bachelor Degrees	Assc/Certificate
Northwest Vista College		1019
Our Lady of the Lake University	299	
San Antonio College		1049
St Philip's College		425
Texas A&M University-San Antonio		
Texas Lutheran University	338	
Texas State University	4035	
The University of Texas at San Antonio	4811	
Trinity University	587	
University of the Incarnate Word	806	
<b>Total</b>	<b>10,876</b>	<b>2,493</b>

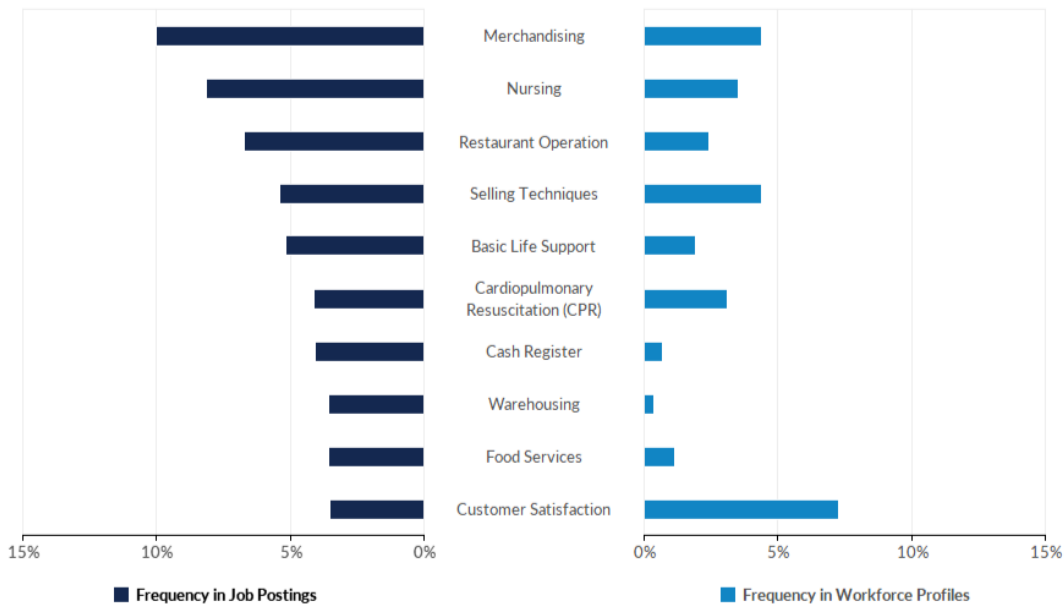
Source: IPEDS 2018

## Top Hard Skills

The following provides insight into the supply and demand of relevant skills by comparing the frequency of skills present in job postings against skills present in today's workforce. Along with EMSI's job posting analytics, this comparison leverages EMSI's database of more than 100M online resumes and profiles. All resumes and profiles used in the comparisons have been updated within the last three years

*\*The skills associated with workforce profiles represent workers of all education and experience levels.*

### Top Hard Skills



### Top Hard Skills

Skill	Frequency in Postings	Postings with Skill / Total Postings (Feb 2019 - Aug 2019)	Frequency in Profiles	Profiles with Skill / Total Profiles (2018 - 2020)
Merchandising	10%	1,088 / 10,874	4%	890 / 20,335
Nursing	8%	883 / 10,874	4%	714 / 20,335
Restaurant Operation	7%	733 / 10,874	2%	495 / 20,335
Selling Techniques	5%	589 / 10,874	4%	897 / 20,335
Basic Life Support	5%	564 / 10,874	2%	389 / 20,335
Cardiopulmonary Resuscitation (CPR)	4%	449 / 10,874	3%	630 / 20,335
Cash Register	4%	445 / 10,874	1%	135 / 20,335
Warehousing	4%	388 / 10,874	0%	78 / 20,335
Food Services	4%	387 / 10,874	1%	235 / 20,335
Customer Satisfaction	4%	385 / 10,874	7%	1,482 / 20,335

Source: EMSI/Job Postings

## Top Posting Sources

Website	Postings on Website (Feb 2019 - Aug 2019)
Nexxt.com	5,246
Workintexas.com	1,955
Employmentcrossing.com	1,857
Monster.com	1,216
Learn4good.com	935
Glassdoor.com	930
My.jobs	832
Jobs.net	809
Dejobs.org	618
Careerbuilder.com	598

Source: EMSI /Job Postings