

**THE
PONCA CITY, OKLAHOMA
AREA
LABOR AVAILABILITY REPORT**

July, 2011

Compiled and Prepared by



THE PATHFINDERS

www.thepathfindersus.com

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INTRODUCTION

The Pathfinders has employed its many years of experience in workforce assessments for corporate site-selection clients and civilian workforce assessments for the Department of Defense in locations that faced military base closures to produce this evaluation of the Ponca City area workforce. In site-selection projects, the question that most often drives the search is whether the candidate location has the workforce needed for a new or expanding operation. When considering the workforce of a possible location, a prospect basically wants to know:

- Can I find the workers I need in this location?
- Do these workers have any skills and/or experience that pertain to my operation?
- How much will these workers cost?

Consequently, an analysis of an area's workforce became a key component of site searches conducted by The Pathfinders. The report that follows was developed as a tool for economic development officials for use in business recruitment and workforce development efforts. Senior human resources executives from among corporate clients assisted in refining the methodology and report format.

With regard to labor availability, while unemployed workers are a source considered in hiring, companies typically also staff a new operation with individuals who are working but who desire better jobs and who appear to possess the skills, education, and experience to qualify them for those better jobs. **By that definition**, those individuals can be considered "underemployed" and are identified as such in this report.

The Pathfinders was retained by the Ponca City Development Authority to quantify the extent to which both unemployment and underemployment exist in the Ponca City area. This report also represents the objective and professional view of The Pathfinders with regard to workforce quality, availability, costs, experience and skills that a new or expanding employer can expect in the Ponca City region.

The information presented in this report has been developed independently of the client, and the client has not influenced the findings.



KEY FINDINGS

- The Ponca City area, referred to in this report as the “labor shed”, has a household population of approximately 166,000; a civilian labor force of approximately 76,900; and a pool of approximately 4,400 unemployed persons who are actively seeking work.
- The results of this survey indicate that a new or expanding employer will be able to attract employees from an additional pool of about 6,400 underemployed workers.
- The desired pay rates of the underemployed workers are reasonable when compared to their existing pay rates. The median current pay rate of the underemployed workers is \$14.02 per hour, and their median desired pay rate is \$15.50 per hour.
- Results indicate that underemployed workers are willing to commute an average of 24 miles to a new job, in contrast to their current average commute of 15 miles.
- Survey results indicate 21% of the underemployed individuals in the labor shed have bachelor degrees or higher.
- The median desired pay rate of the unemployed workers who are actively seeking work is \$11.90 per hour.
- Approximately 600 unemployed individuals in the labor shed who are not actively seeking work would consider re-entering the workforce.
- In total, the Ponca City area has approximately 11,400 available workers for new or expanding businesses.



METHODOLOGY

The first step in assessing the workforce of the Ponca City area was to determine the boundaries of the area to be assessed. To accomplish this task, The Pathfinders applied the same reasoning that would be used during a site search for a corporate client considering the area as a potential location. The Ponca City survey area includes those locations from which workers might be drawn to a new employer and is referred to in this report as the “labor shed”. This labor shed consists of Kay, Noble, Osage, Grant, Pawnee and portions of Garfield Counties in Oklahoma and portions of Sumner and Cowley Counties in Kansas.

Selected online resources were used in this project. Additionally, The Pathfinders conducted interviews with individuals throughout the Ponca City region. Those individuals were proportionally stratified across age, household income, and zip codes. The purpose of these surveys was to ascertain availability for work with a new employer; determine desired pay rates; and, collect information on such factors as age, education, commuting patterns, experience, and skills.

The data obtained as a result of those interviews enabled The Pathfinders to apply and employ a proprietary methodology that accurately determined the existence of underemployment and the quality and characteristics of both the underemployed and unemployed workers in the area. Further, The Pathfinders applied a proprietary process to the analysis of the data to correct for invalid responses. For example, those persons indicating they would take a new job but also indicating the desire for increased or decreased pay that is unreasonable are not included in the results.

It is important to note that companies making location decisions based upon these surveys have reported that when staffing actually began, the numbers reported by The Pathfinders proved to be accurate.



NUMBER OF AVAILABLE WORKERS

The Ponca City Area Labor Shed

The Ponca City area labor shed has a household population of approximately 166,000. The civilian labor force numbers approximately 76,900, and the labor shed contains approximately 4,400 unemployed people who are actively seeking work.

The results of this assessment determined that approximately 6,400 workers can be defined as underemployed: those individuals who are currently working but would take a better job if offered by a new or existing employer and who appear to possess the skills, education, and experience to qualify them to do so. Another 600 individuals would consider re-entering the workforce. Together with the unemployed, actively seeking work individuals, the Ponca City area has approximately 11,400 available workers for new or existing employers.

TOTAL AVAILABLE WORKERS

Number of underemployed workers	6,400
Number of unemployed, actively seeking work individuals	4,400
Number of unemployed individuals who are considering re-entering the workforce	600
Total Number of Workers Available for Employers*	11,400

* The reader is cautioned that, while the number of workers identified in the region, as well as their skills, experience, education, and costs, is accurate, all of those individuals may not be acceptable candidates for an employer. Their previous work records, stability, integrity, intelligence, appearance, and other factors are not considered in this report.



ASSESSMENT OF THE UNDEREMPLOYED WORKFORCE

The Ponca City Area Labor Shed

The 6,400 underemployed workers identified in this report might also be termed “upgraders”. They desire to move into an upgraded job and appear to possess the skills, education, and experience to enable them to do so. The following charts represent the desired pay rates of the underemployed individuals in the labor shed. Desired wages are shown by specific rates, range and percentiles.

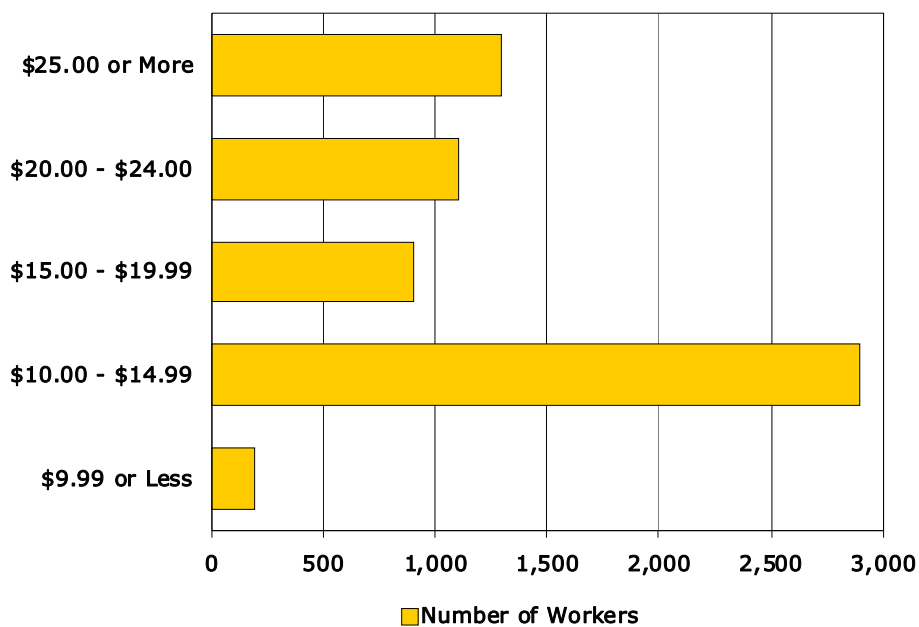
NUMBER OF UNDEREMPLOYED WORKERS AVAILABLE AT SPECIFIC WAGE RATES PER HOUR (rounded)

Desired Pay Rate	Number Available
\$8.99 or Less	100
\$9.00 - \$10.99	700
\$11.00 - \$12.99	1,200
\$13.00 - \$14.99	1,100
\$15.00 - \$16.99	600
\$17.00 - \$18.99	200
\$19.00 - \$20.99	600
\$21.00 - \$22.99	100
\$23.00 - \$24.99	500
\$25.00 - \$26.99	500
\$27.00 - \$28.99	100
\$29.00 - \$30.99	200
\$31.00 - \$32.99	100
\$33.00 - \$34.99	100
\$35 or More	300



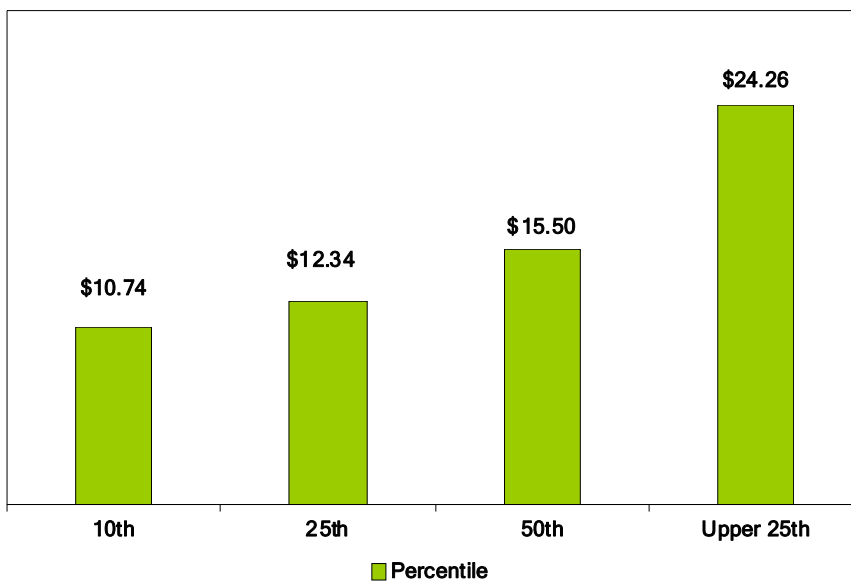
DESIRED WAGE RATES PER HOUR BY RANGE

6,400 Underemployed Workers



DESIRED WAGE RATES PER HOUR BY PERCENTILE

6,400 Underemployed Workers



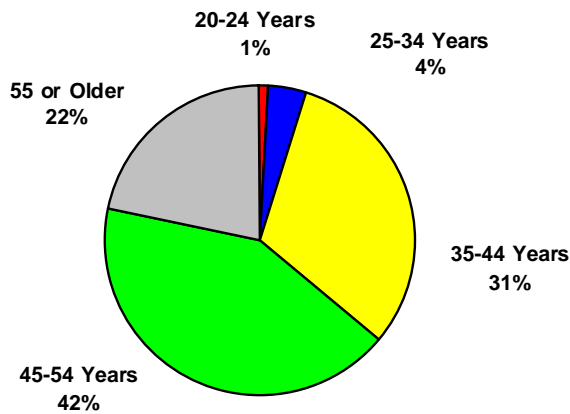
CHARACTERISTICS OF UNDEREMPLOYED WORKERS

The Ponca City Area Labor Shed

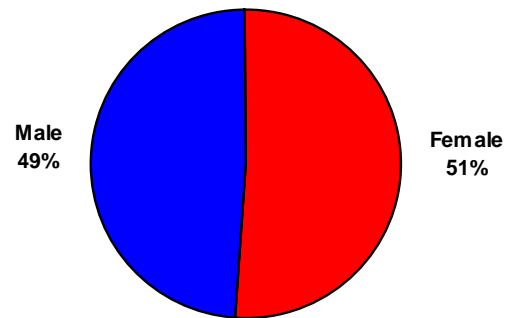
6,400 Underemployed Workers

The following charts provide information on various characteristics of the underemployed workers in the labor shed. **As these data relate solely to those individuals in the labor shed who are underemployed, they will vary from data representative of the population and civilian labor force as a whole.**

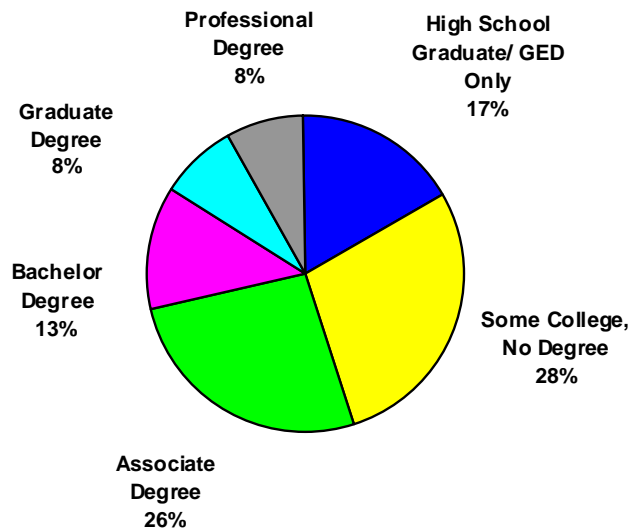
AGE - Average 47 Years



GENDER



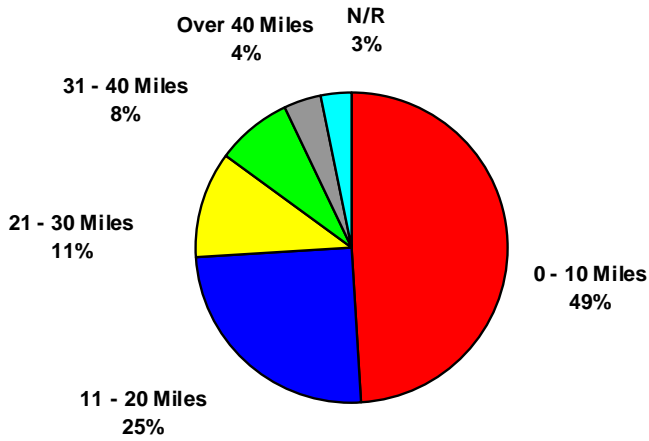
EDUCATION



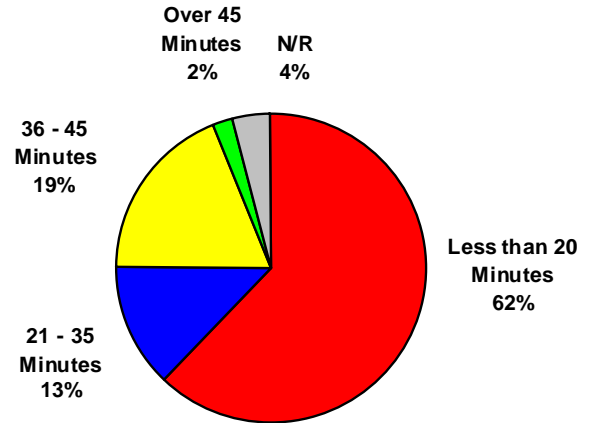
CHARACTERISTICS OF UNDEREMPLOYED WORKERS

6,400 Underemployed Workers

CURRENT COMMUTE DISTANCE



CURRENT COMMUTE TIME



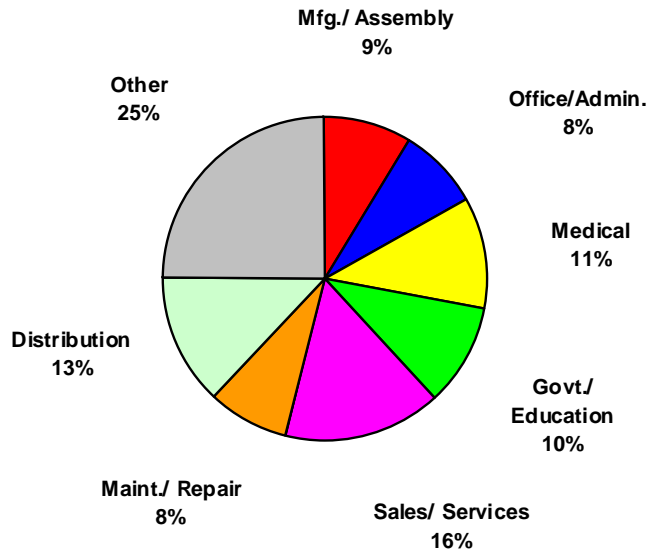
The average commute time of the underemployed workers in the labor shed is 20 minutes, and the average current commute distance is 15 miles.

LENGTH OF TIME IN CURRENT JOB

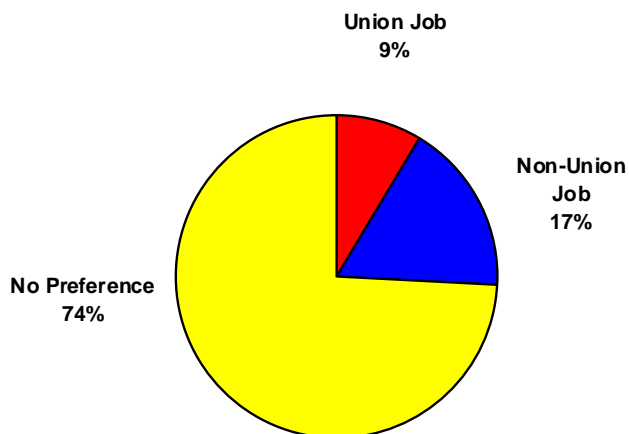


CHARACTERISTICS OF UNDEREMPLOYED WORKERS 6,400 Underemployed Workers

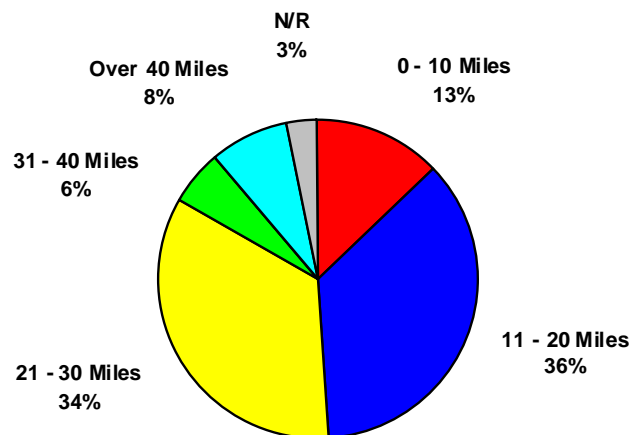
CURRENT AREA OF EMPLOYMENT



UNION PREFERENCE



MILES WILLING TO COMMUTE Average 24 Miles



EXPERIENCE AND SKILLS – UNDEREMPLOYED WORKERS

6,400 Underemployed Workers

The experience and skills categories used in this report are designed to provide accurate workforce data for employers which fall into one or more of the following four broad groups:

- manufacturing, assembly, fabrication or other industrial operations;
- back office, data processing, call centers, information technology, customer service or sales operations;
- distribution or transportation operations; and,
- biotechnology, pharmaceuticals or medical research operations.

The experience and skills categories are purposefully similar in order to present the most accurate worker availability for operations in one of those four groups and are designed to ensure inclusiveness considering the multitude of tasks and job titles present in most business, government and institutional operations.

The experience chart reports the approximate number of underemployed workers experienced in each category. The chart also gives the percentage of the total number of underemployed experienced in each category and the average number of years of experience in each category.

Likewise, for the skills categories, the charts illustrate the approximate number of underemployed workers in the labor shed who are skilled in each of the categories and the percent of the total underemployed. Additionally, an accompanying chart illustrates the percentage of the total underemployed workers in the labor shed who are skilled in each category and the percent of those who use each category of skills in their current jobs.

It should be noted that individuals polled normally have experience and skills in multiple categories; therefore, the category number of workers will not total to the number of underemployed, nor will the percentages equal 100%.



EXPERIENCE OF UNDEREMPLOYED WORKERS

6,400 Underemployed Workers

Experience Category	Number of Workers*	Percentage of Total
Customer Service	4,500	70%
Office Operations	3,300	51%
Manufacturing/Assembly/Fabrication	2,900	45%
Information Technology	2,200	34%
Sales	2,000	32%
Telecommunications	2,000	32%
Warehouse/Distribution/Transportation	1,700	26%
Maintenance/Installation/Repair	1,500	24%
Medical/Health Sciences	1,100	17%
Call Center	1,100	17%

* Rounded

Experience Category	Average Years of Experience
Maintenance/Installation/Repair	14
Customer Service	13
Manufacturing/Assembly/Fabrication	13
Office Operations	11
Information Technology	11
Sales	11
Warehouse/Distribution/Transportation	10
Telecommunications	9
Medical/Health Sciences	9
Call Center	9

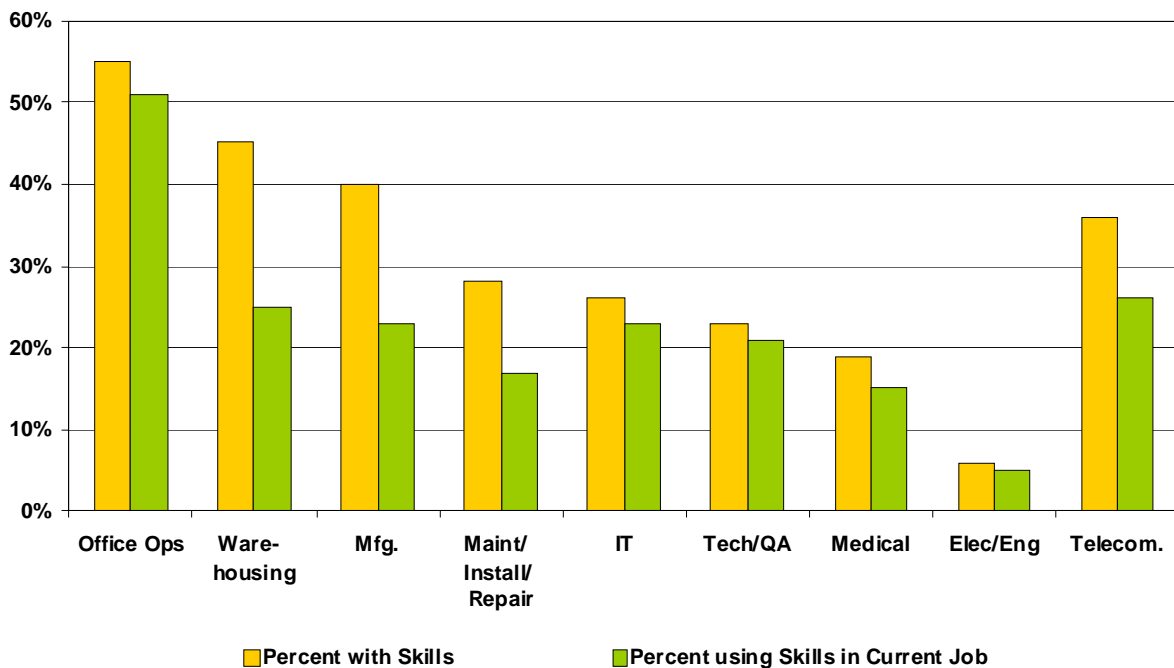


SKILLS OF UNDEREMPLOYED WORKERS 6,400 Underemployed Workers

Skills Category	Number of Workers*	Percentage of Total
Office Operations	3,500	55%
Warehouse/Materials Handling	2,900	45%
Manufacturing/Assembly/Fabrication	2,600	40%
Telecommunications	2,300	36%
Maintenance/Installation/Repair	1,800	28%
Information Technology	1,700	26%
Technician/Quality Assurance	1,500	23%
Medical/Health Sciences	1,200	19%
Electronics/Engineering	400	6%

* Rounded

SKILLS USED IN CURRENT JOB

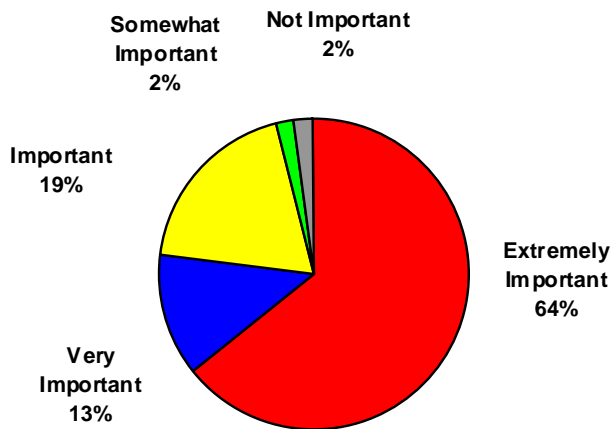


FACTORS AFFECTING JOB DESIRABILITY

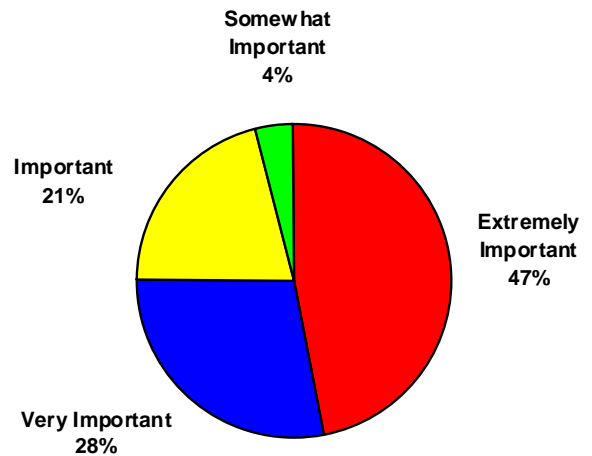
6,400 Underemployed Workers

In an effort to identify those factors most important to the Ponca City area’s underemployed workers relative to consideration of an employer’s desirability and a potential job change, the respondents were asked to rate the following job factors from “extremely important” to “not important”.

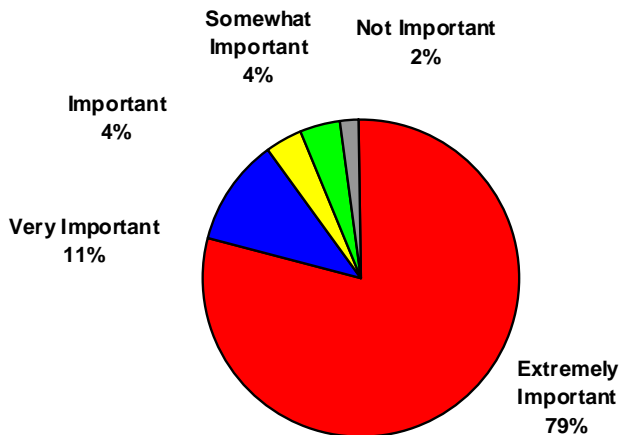
SALARY



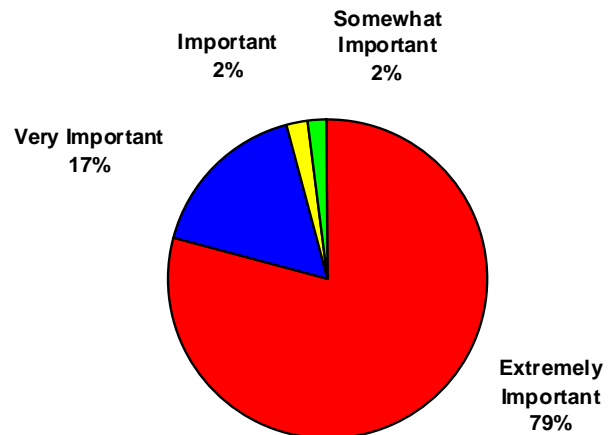
LOCATION



INSURANCE BENEFITS



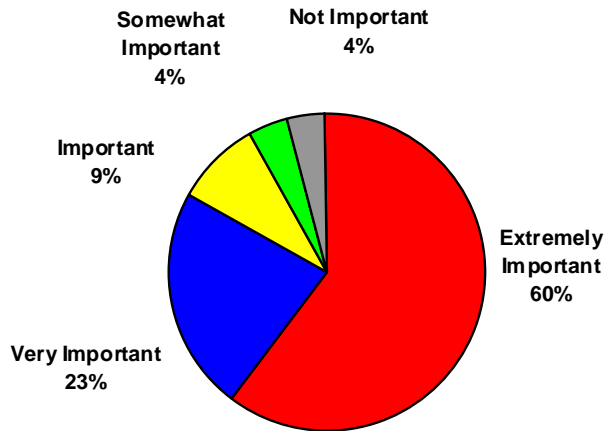
RETIREMENT BENEFITS



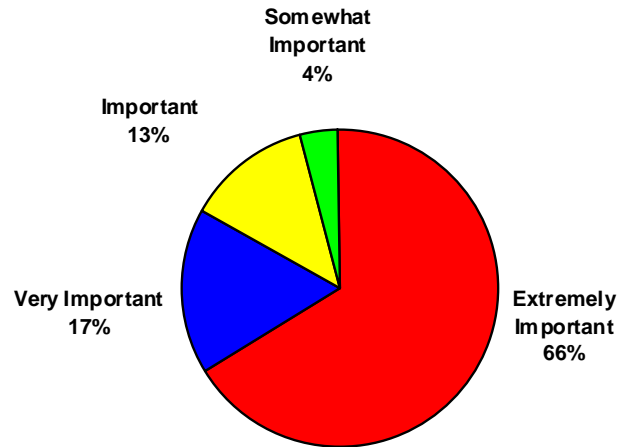
FACTORS AFFECTING JOB DESIRABILITY

6,400 Underemployed Workers

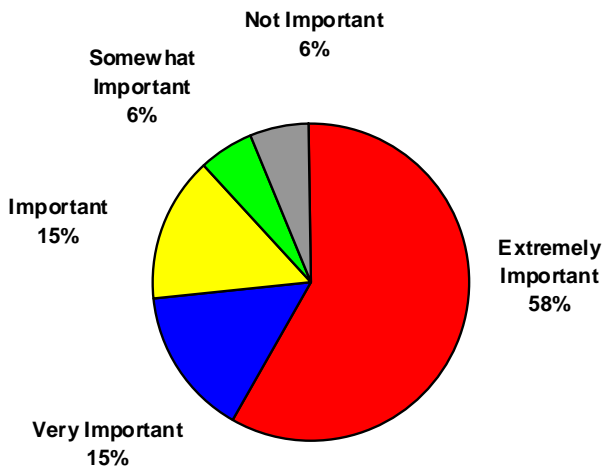
PHYSICAL WORKING ENVIRONMENT



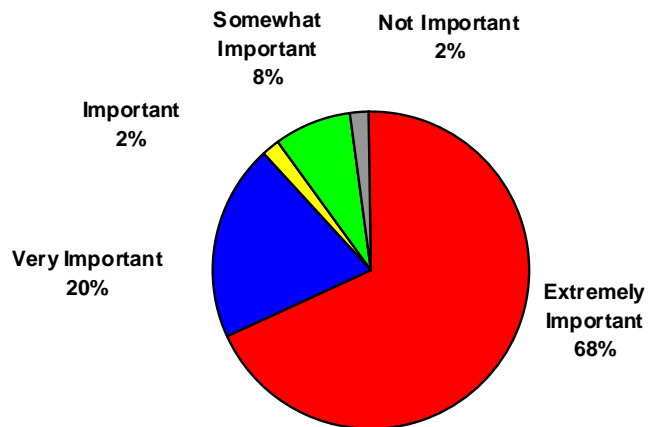
PAID TRAINING PROGRAMS



FLEXIBLE WORK SCHEDULE



OPPORTUNITY FOR ADVANCEMENT

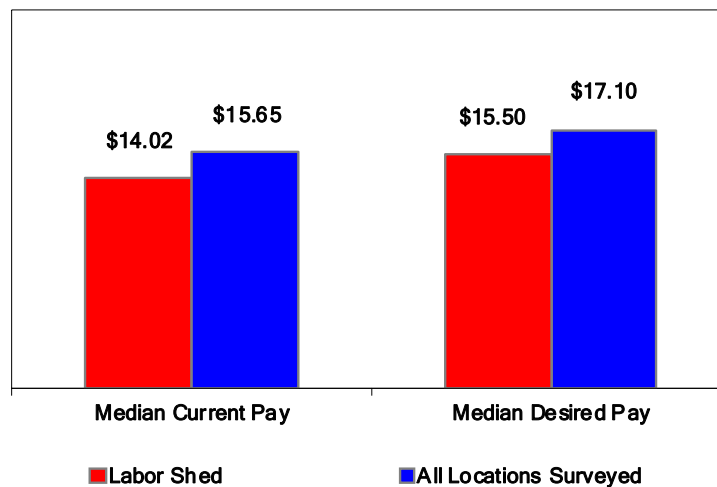


NATIONAL COMPARISONS OF UNDEREMPLOYED WORKFORCE

This section of the report provides comparisons of the pay rates, experience and skills of the labor shed’s underemployed workforce with the underemployed workforces in other areas previously surveyed by The Pathfinders. A prospect company considering the Ponca City region as a location will judge its workforce on a comparative basis. The comparative data for other locations used in the following charts reflect information accumulated over the past eighteen months. The Pathfinders maintains a continuing database of over 700 surveyed counties and communities and more than 30 million workers. In the charts, the Ponca City region is referred to as “labor shed”.

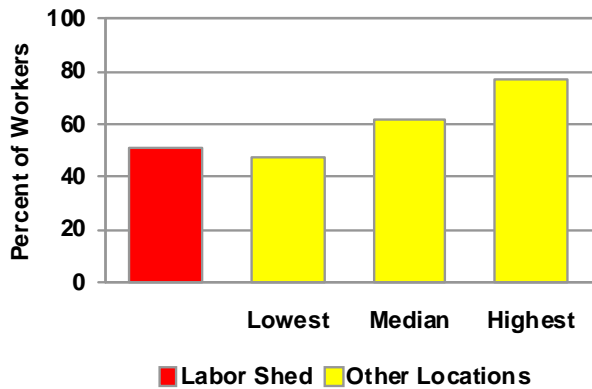
The chart below illustrates the median current and desired wages of the underemployed workers in the Ponca City labor shed as compared to those underemployed workers in all locations surveyed by The Pathfinders over the past eighteen months. As indicated, the median current pay of all surveyed, underemployed workers over the past eighteen months is \$15.65 per hour, and the median desired pay of these workers is \$17.10 per hour. As shown, survey results indicate that the Ponca City region’s underemployed workers have lower pay rates in both median current pay and desired pay than other locations surveyed.

COMPARISON OF MEDIAN CURRENT / DESIRED WAGES (per hour)

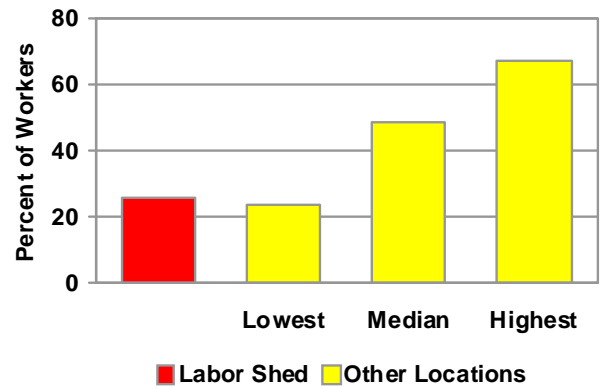


**COMPARISON OF EXPERIENCE
UNDEREMPLOYED WORKERS
The Ponca City Area /
Locations Surveyed Over the Past 18 Months**

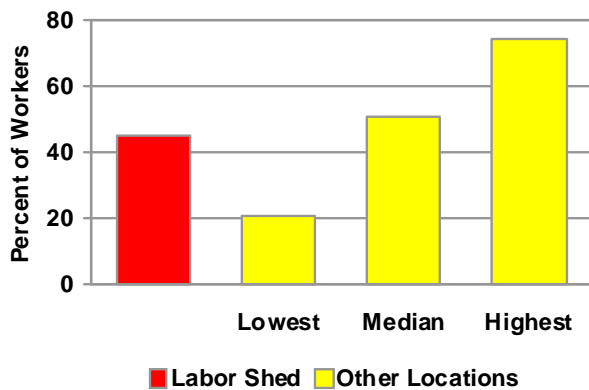
OFFICE



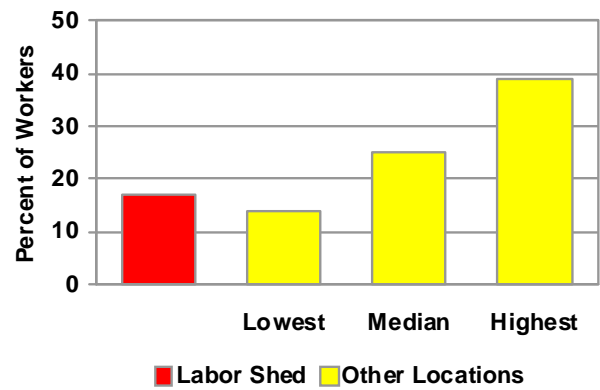
**WAREHOUSE / DISTRIBUTION /
TRANSPORTATION**



**MANUFACTURING / ASSEMBLY /
FABRICATION**



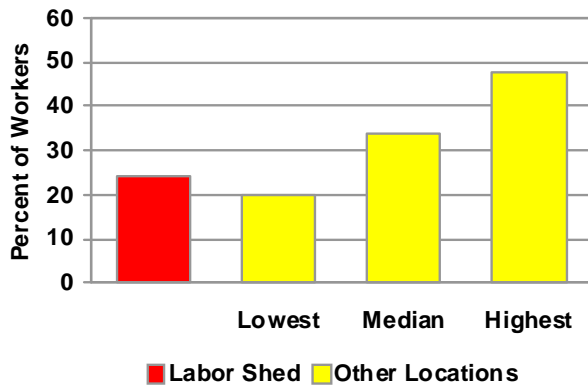
**MEDICAL /
HEALTH SCIENCES**



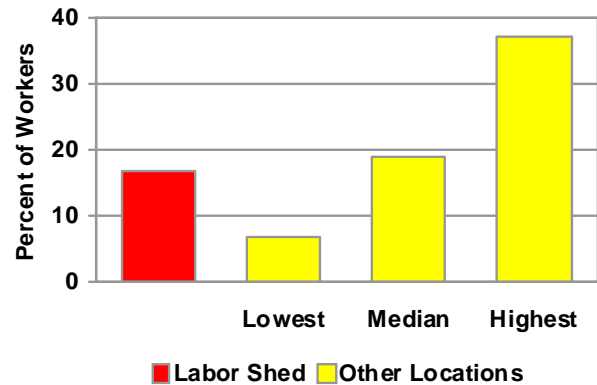
COMPARISON OF EXPERIENCE UNDEREMPLOYED WORKERS

The Ponca City Area /
Locations Surveyed Over the Past 18 Months

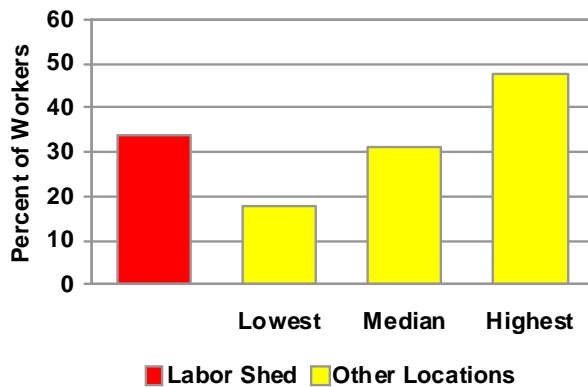
**MAINTENANCE /
INSTALLATION / REPAIR**



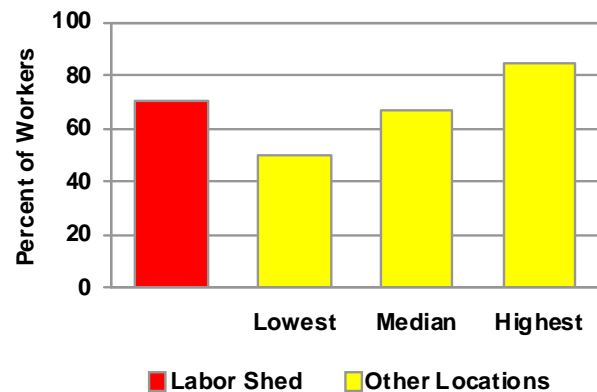
CALL CENTER



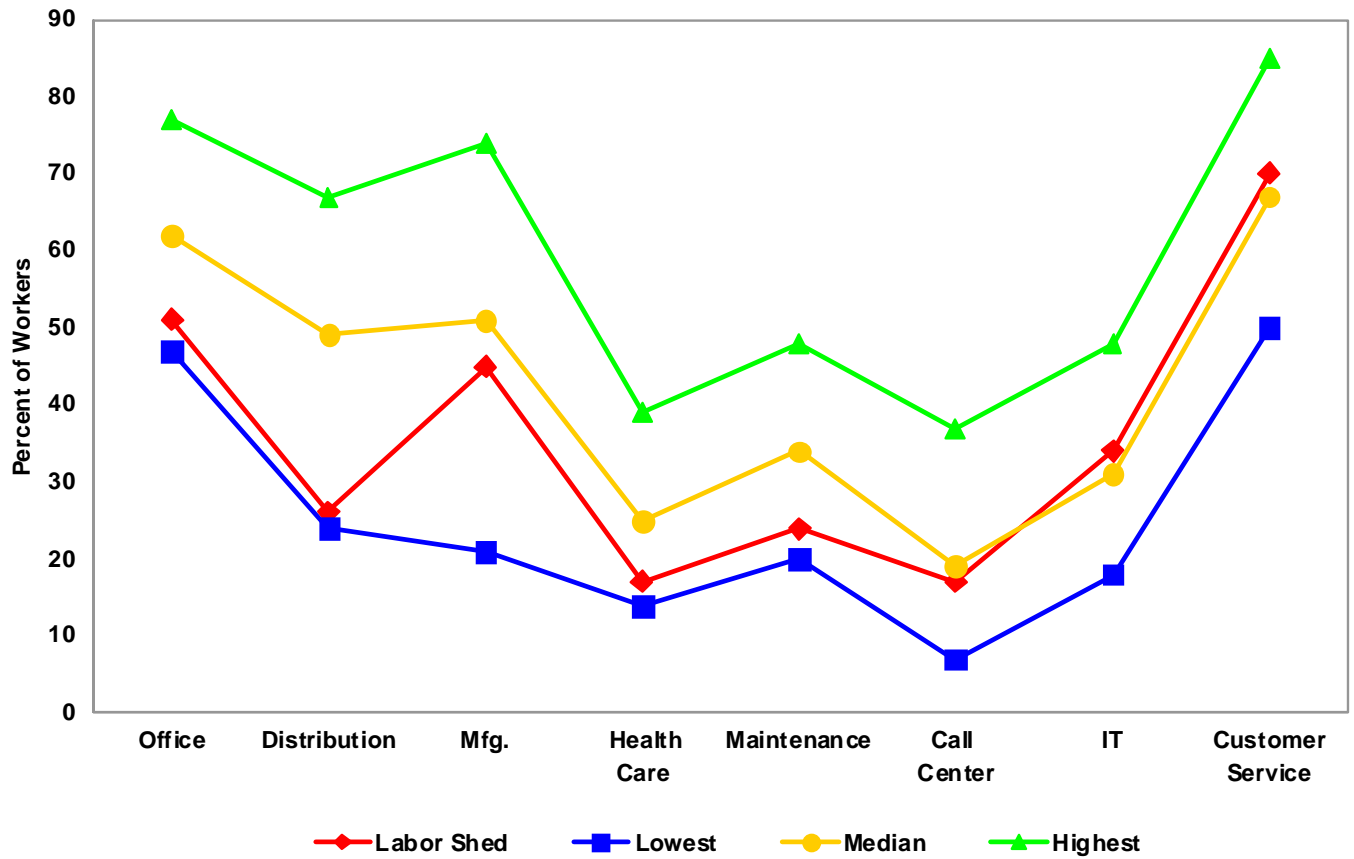
INFORMATION TECHNOLOGY



CUSTOMER SERVICE



**SUMMARY COMPARISON OF EXPERIENCE
UNDEREMPLOYED WORKERS
The Ponca City Area /
Locations Surveyed Over the Past 18 Months**



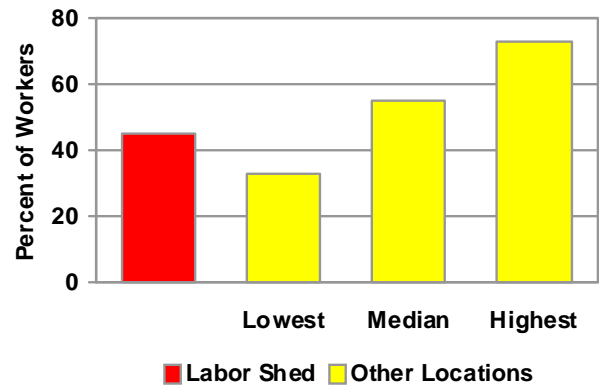
COMPARISON OF SKILLS UNDEREMPLOYED WORKERS

The Ponca City Area /
Locations Surveyed Over the Past 18 Months

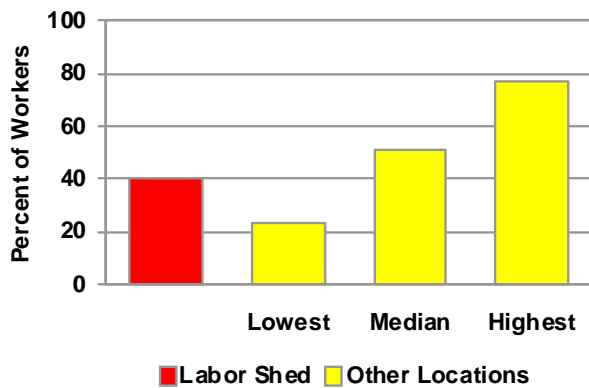
OFFICE



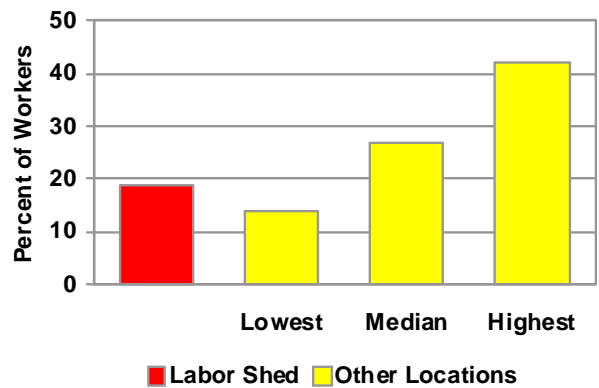
**WAREHOUSE /
MATERIALS HANDLING**



**MANUFACTURING / ASSEMBLY /
FABRICATION**



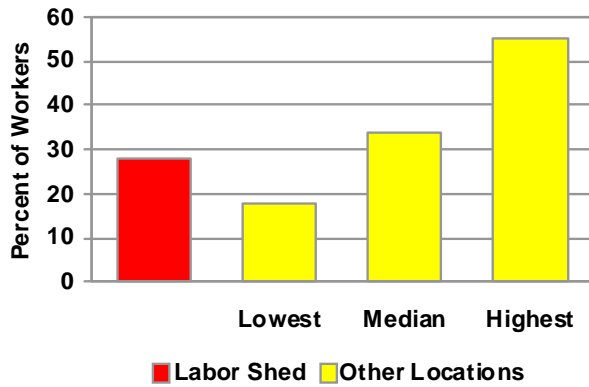
**MEDICAL /
HEALTH SCIENCES**



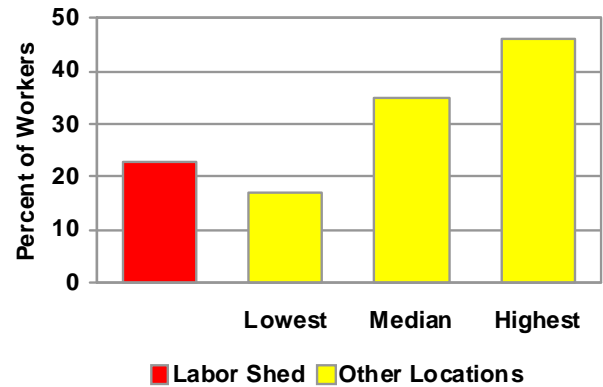
COMPARISON OF SKILLS UNDEREMPLOYED WORKERS

The Ponca City Area /
Locations Surveyed Over the Past 18 Months

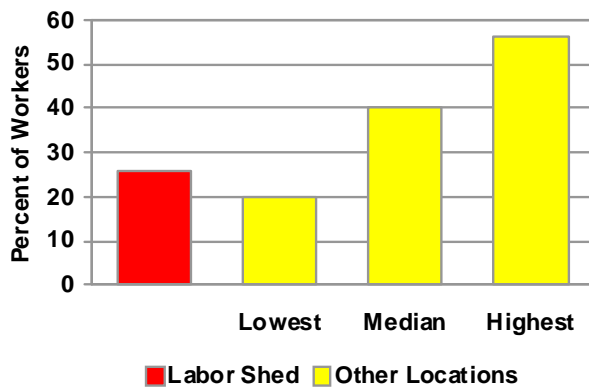
MAINTENANCE / INSTALLATION / REPAIR



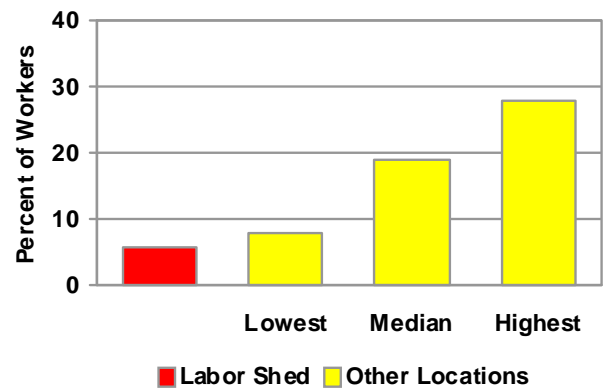
TECHNICIAN / QUALITY ASSURANCE



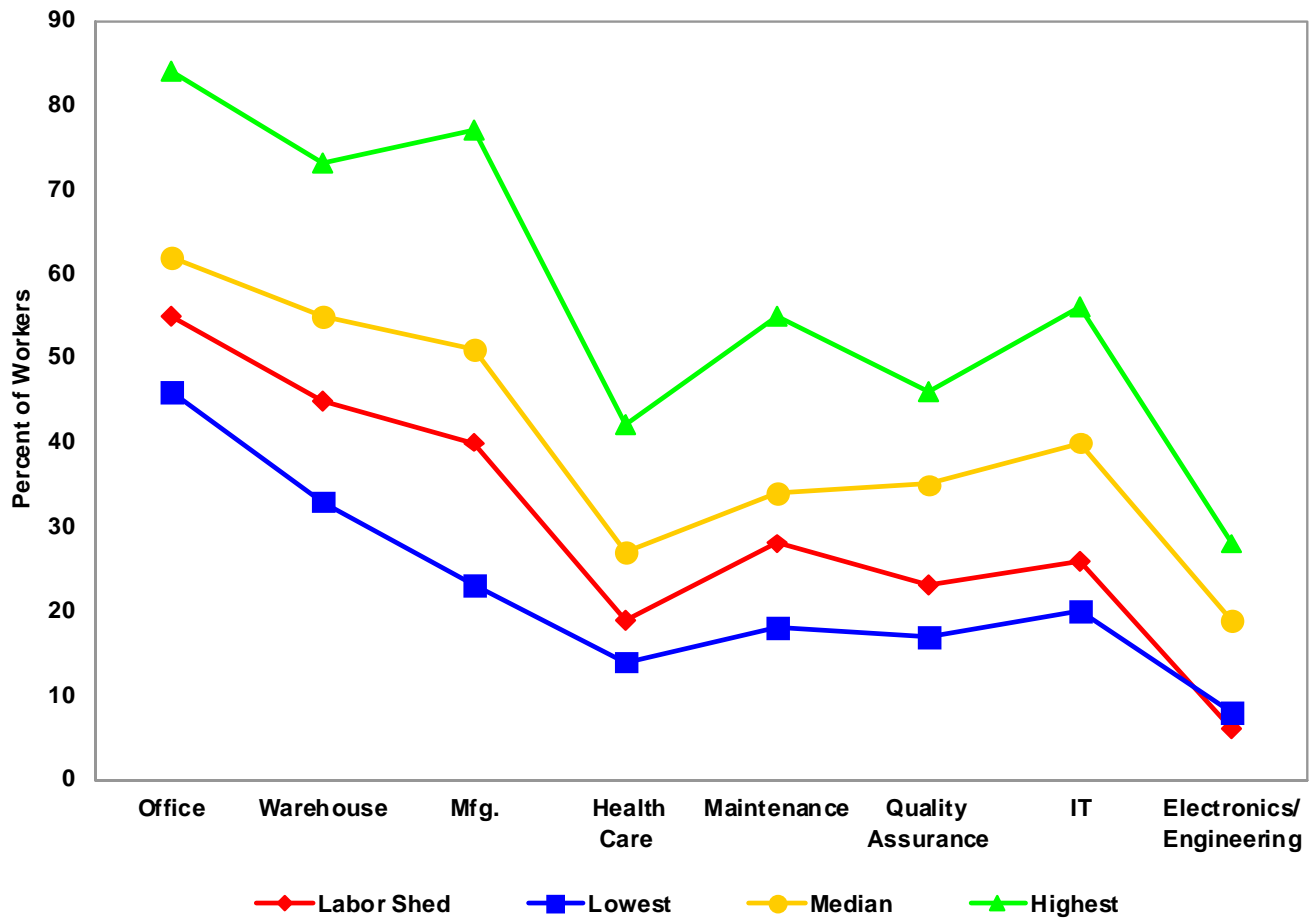
INFORMATION TECHNOLOGY



ELECTRONICS / ENGINEERING



**SUMMARY COMPARISON OF SKILLS
UNDEREMPLOYED WORKERS
The Ponca City Area /
Locations Surveyed Over the Past 18 Months**



ASSESSMENT OF THE UNEMPLOYED WORKFORCE

The Ponca City Area Labor Shed

This report documents two groups of unemployed individuals in the Ponca City area labor shed who would be available workers for a new or expanding business. The groups are classified as:

- Individuals who are actively seeking work
- Individuals who are considering re-entering the workforce

Published statistics document 4,400 unemployed workers in the labor shed who are actively seeking work. This number could possibly be higher due to individuals looking for work who are not on the roles of the state unemployment agencies. Survey results suggest that an additional 600 people, who are not currently employed or actively seeking work, would consider re-entering the workforce.

In total, the labor shed has approximately 5,000 unemployed individuals who would be considered potential workers for a new or expanding operation.

UNEMPLOYED INDIVIDUALS

Number of unemployed, actively seeking work individuals	4,400
Number of unemployed individuals who would considering re-entering the workforce	600
Total Number of Unemployed Individuals Available for Employers	5,000

The determinations for these two segments of the workforce have a larger statistical variance than that for the underemployed.

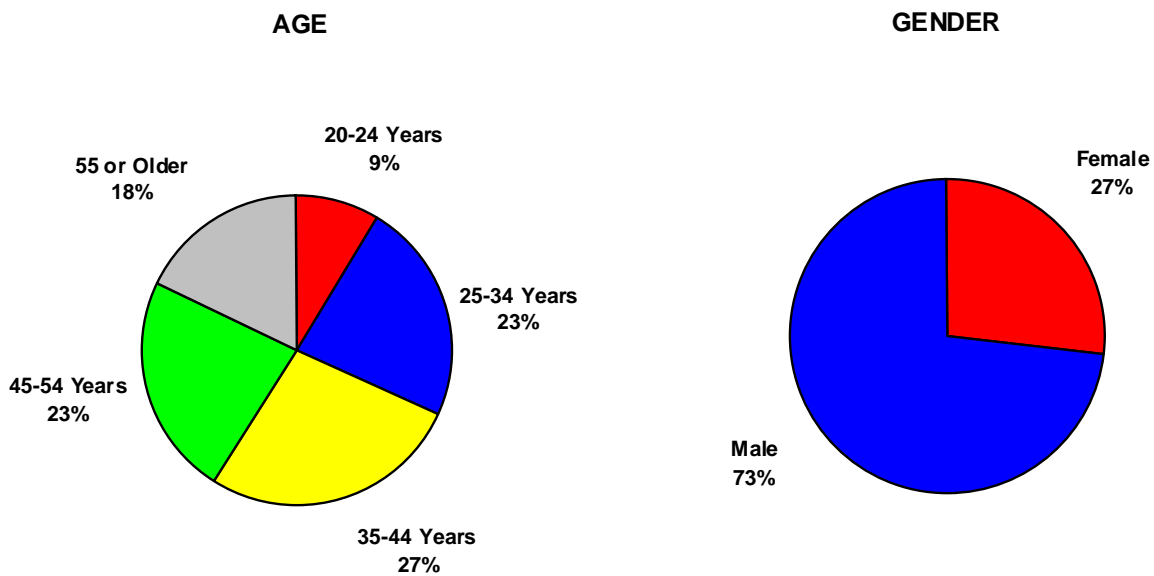


**CHARACTERISTICS OF UNEMPLOYED INDIVIDUALS WHO ARE
ACTIVELY SEEKING WORK**

4,400 Workers

According to survey results, the following charts provide information on those unemployed workers in the labor shed who are actively seeking work. **As these data relate solely to those individuals in the labor shed who are unemployed, they will vary from data representative of the population and civilian labor force as a whole.**

In the Ponca City labor shed, according to published sources, there are approximately 4,400 individuals who are actively seeking work. Survey results indicate the average age of these individuals is 41 years.



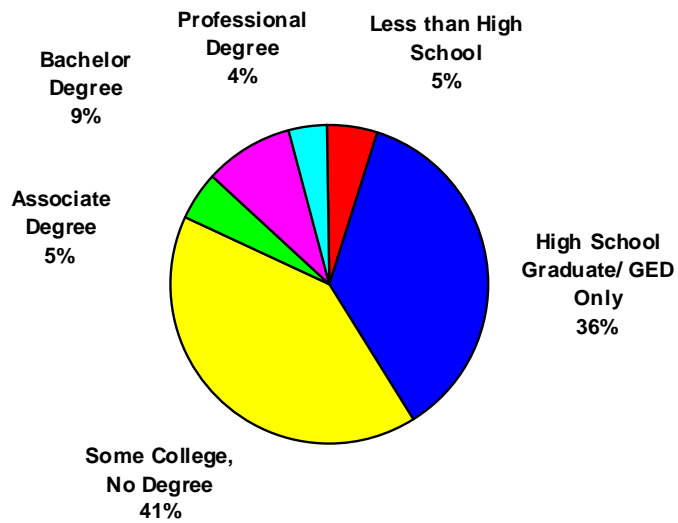
The median desired pay rate of the individuals who are unemployed, actively seeking work is \$11.90 per hour. These available workers have been out of the workforce for an average of 23 weeks and are willing to commute an average of 23 miles for a job.



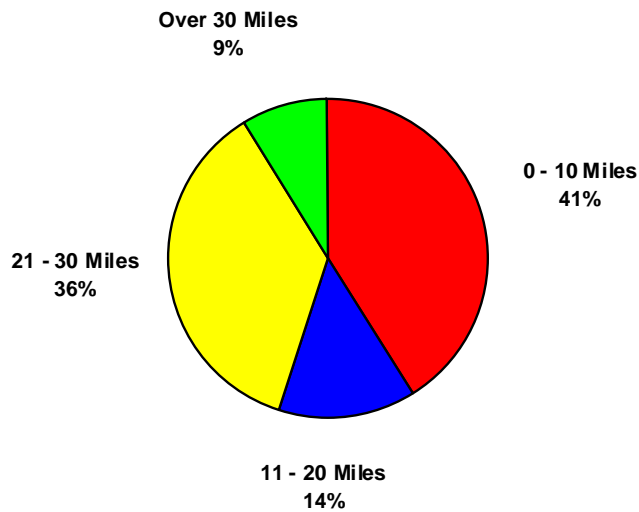
CHARACTERISTICS OF UNEMPLOYED INDIVIDUALS WHO ARE ACTIVELY SEEKING WORK

4,400 Workers

EDUCATION



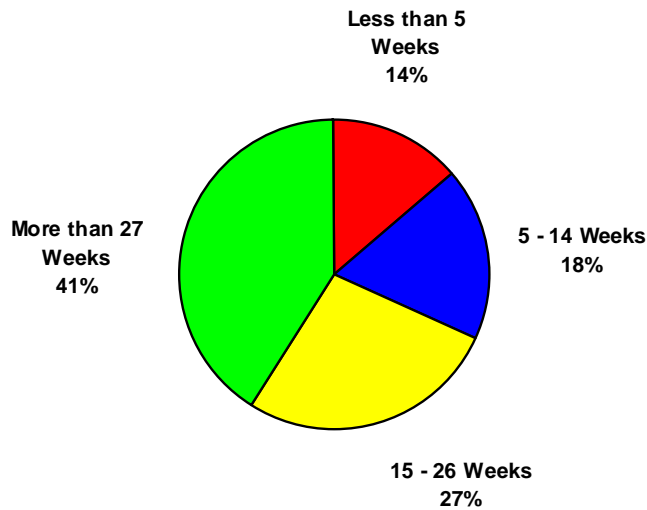
MILES WILLING TO COMMUTE – Average 23 Miles



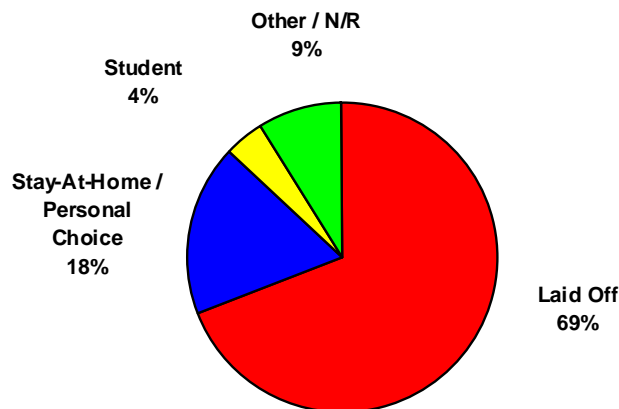
**CHARACTERISTICS OF UNEMPLOYED INDIVIDUALS WHO ARE
ACTIVELY SEEKING WORK**

4,400 Workers

WEEKS OUT OF WORKFORCE



REASON FOR BEING OUT OF WORKFORCE



**CHARACTERISTICS OF UNEMPLOYED INDIVIDUALS WHO ARE
ACTIVELY SEEKING WORK**

4,400 Workers

Experience Category	Number of Individuals*	Percentage of Total	Average Years of Experience
Customer Service	3,000	68%	8
Office Operations	1,600	36%	7
Maintenance/Installation/Repair	1,400	32%	11
Warehouse/Distribution/Transportation	1,200	27%	11
Manufacturing/Assembly/Fabrication	1,000	23%	8
Call Center	600	14%	4
Sales	600	14%	6
Information Technology	400	9%	16
Medical/Health Sciences	400	9%	8
Telecommunications	400	9%	2

It should be noted that individuals polled normally have experience and/or skills in multiple categories.

Skills Category	Number of Individuals*	Percentage of Total
Office Operations	1,800	41%
Maintenance/Installation/Repair	1,400	32%
Warehouse/Materials Handling	1,200	27%
Manufacturing/Assembly/Fabrication	1,000	23%
Information Technology	800	18%
Electronics/Engineering	600	14%
Technician/Quality Assurance	400	9%
Medical/Health Sciences	400	9%
Telecommunications	400	9%

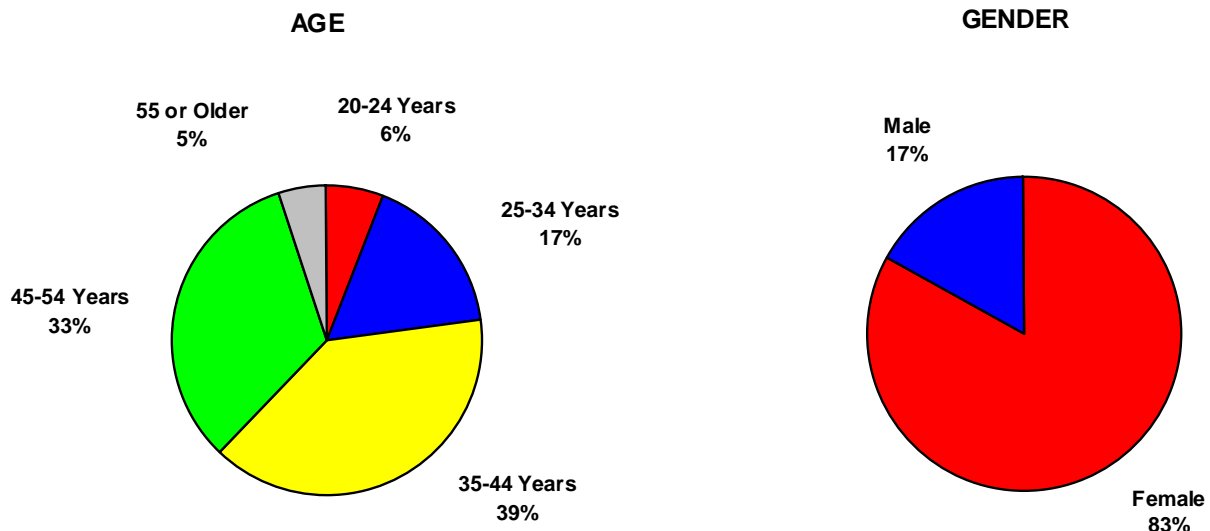
* Rounded



**ASSESSMENT OF INDIVIDUALS WHO
WOULD CONSIDER RE-ENTERING THE WORKFORCE
 600 Potential Workers**

The following charts provide information on that segment of unemployed individuals in the labor shed who would consider re-entering the workforce. **As these data relate solely to those individuals in the labor shed who are unemployed, they will vary from data representative of the population and civilian labor force as a whole.**

In the Ponca City labor shed, there are approximately 600 individuals who are currently unemployed, not actively seeking work, but would consider re-entering the workforce. Survey results indicate the average age of these individuals is 41 years.

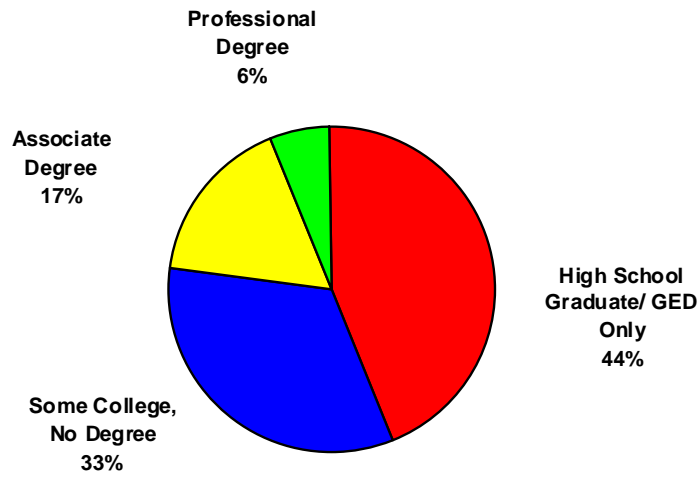


The median desired pay rate of the individuals who would consider re-entering the workforce is \$12.90 per hour. These potential workers are willing to commute an average of 24 miles for a job.

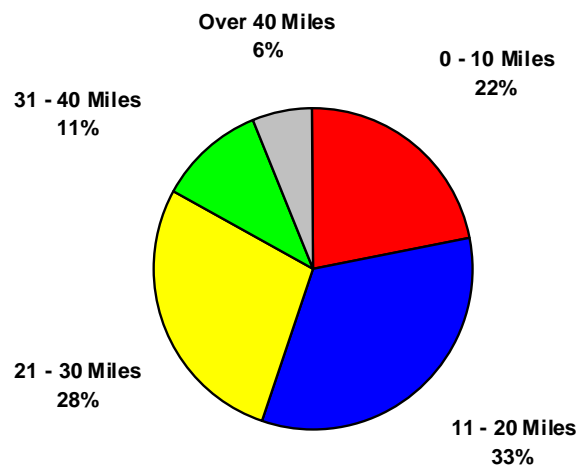


**CHARACTERISTICS OF INDIVIDUALS WHO
WOULD CONSIDER RE-ENTERING THE WORKFORCE
600 Potential Workers**

EDUCATION



MILES WILLING TO COMMUTE – Average 24 Miles



**CHARACTERISTICS OF INDIVIDUALS WHO
WOULD CONSIDER RE-ENTERING THE WORKFORCE
600 Potential Workers**

Experience Category	Number of Individuals *	Percentage of Total	Average Years of Experience
Customer Service	500	83%	8
Office Operations	370	61%	10
Sales	260	44%	5
Call Center	130	22%	3
Telecommunications	100	17%	2
Manufacturing/Assembly/Fabrication	70	11%	5
Warehouse/Distribution/Transportation	70	11%	5
Medical/Health Sciences	40	6%	18

It should be noted that individuals polled normally have experience and/or skills in multiple categories.

Skills Category	Number of Individuals*	Percentage of Total
Office Operations	340	56%
Telecommunications	170	28%
Medical/Health Sciences	170	28%
Information Technology	130	22%
Warehouse/Materials Handling	100	17%
Manufacturing/Assembly/Fabrication	70	11%

* Rounded



EMPLOYERS' VIEWS AND RATINGS OF THE THE PONCA CITY AREA TOTAL WORKFORCE

In developing a profile of existing workers in the Ponca City region, The Pathfinders considered such factors as labor availability, productivity, attitudes, costs, and education. The analysis was based upon interviews conducted with senior management and human resources professionals from companies located in the labor shed.

As determined from the employer interviews, the tables below reflect the top five methods used to recruit hourly and salaried workers in the Ponca City region and the percent of employers utilizing each method. Employers may use multiple recruitment methods.

RECRUITMENT METHODS

Recruiting Methods – Hourly Workers	% of Employers
Newspaper Ads	51%
Word of Mouth	32%
Staffing, Temp Agency	24%
State Agency	24%
Internet	22%

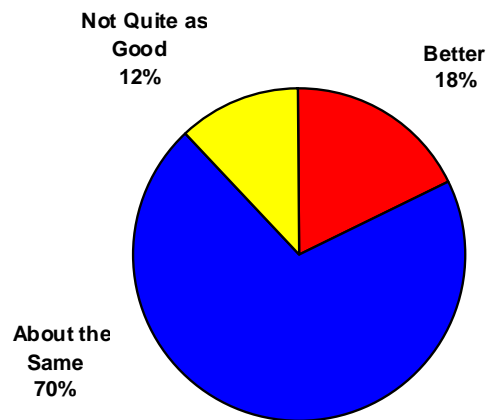
Recruiting Methods – Salaried Workers	% of Employers
Newspaper Ads	44%
Internet	27%
Recruiters	17%
Word of Mouth	15%
State Agency	15%



EMPLOYERS' VIEWS AND RATINGS OF THE THE PONCA CITY AREA TOTAL WORKFORCE

46% of the employers interviewed stated their companies had operations in other regions of the United States. Of these employers, those familiar with the workforces in those other locations reported their Ponca City area operations were comparable to or better than the other regions in terms of profitability and production.

WORKFORCE COMPARISON WITH OTHER LOCATIONS



Based upon the experience of The Pathfinders in evaluating labor forces in numerous locations, a definite correlation between productivity, absenteeism, tardiness, turnover, and substance abuse appears to exist. That correlation goes beyond the fact that an absent worker is obviously unproductive. Rather, those factors are indicative of an employee's attitude toward the job.

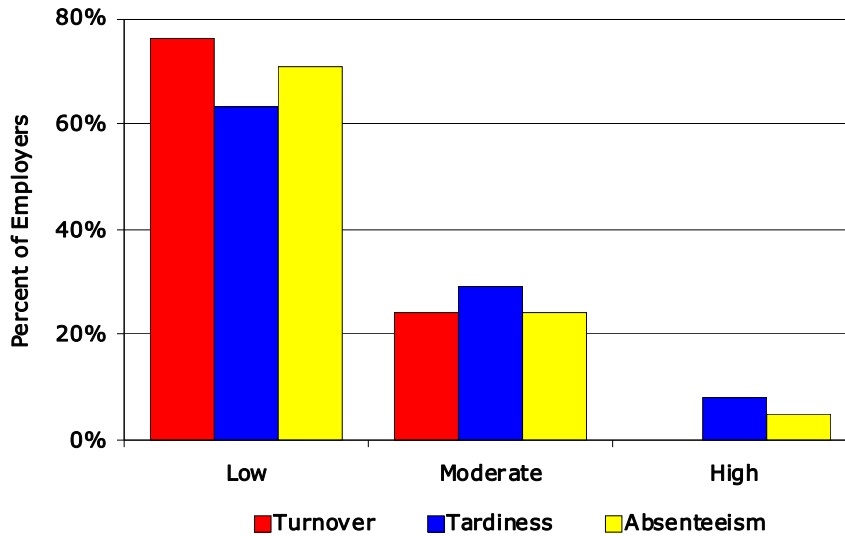
The employers surveyed in this study were asked to rate turnover, tardiness and absenteeism among their workers as "Low", "Moderate" or "High". Further, they were surveyed as to their substance abuse testing practices and asked to rate substance abuse among the area workforce.

The charts on the following pages illustrate the percent of employers' ratings for these and other factors, including educational facilities, worker productivity and reliability, teamwork and basic skills.



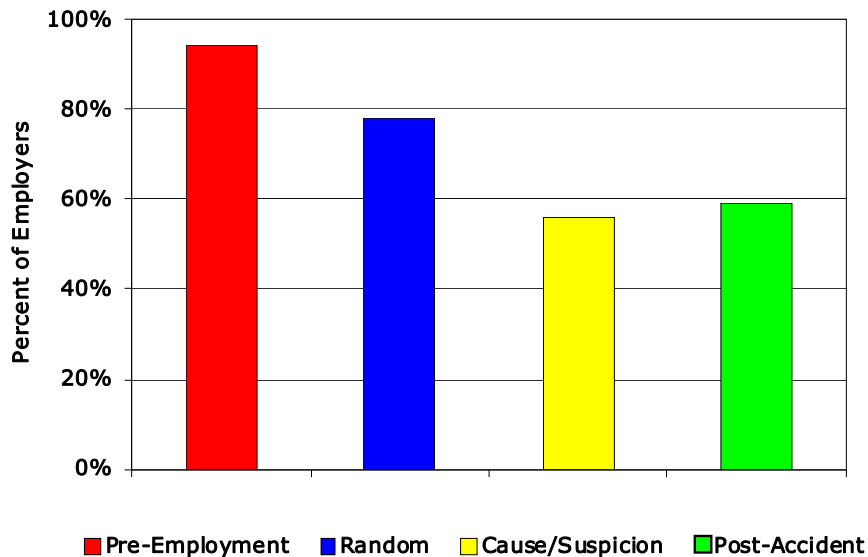
EMPLOYERS' VIEWS AND RATINGS OF THE THE PONCA CITY AREA TOTAL WORKFORCE

TURNOVER / TARDINESS / ABSENTEEISM



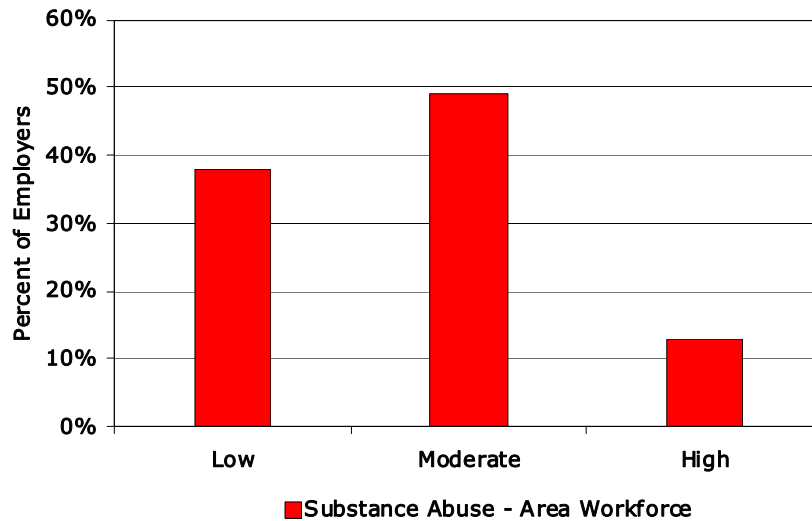
In the Ponca City labor shed, 78% of the employers interviewed stated their companies tested for substance abuse, using one or more of the following practices:

SUBSTANCE ABUSE TESTING PRACTICES



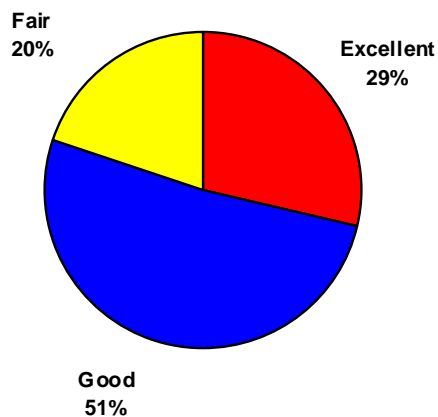
EMPLOYERS' VIEWS AND RATINGS OF THE THE PONCA CITY AREA TOTAL WORKFORCE

SUBSTANCE ABUSE RATING – AREA WORKFORCE

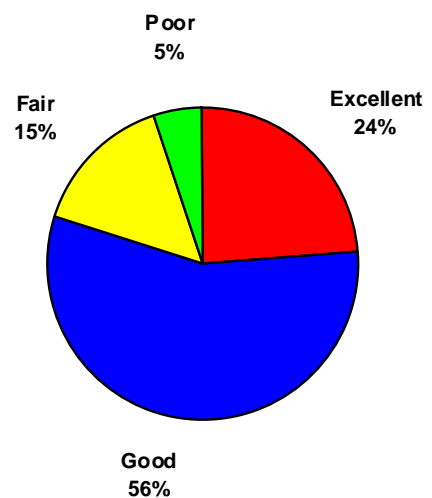


Further, 76% of the employers surveyed completed criminal background checks on potential employees, and 78% checked for valid drivers' licenses.

WORKER PRODUCTIVITY

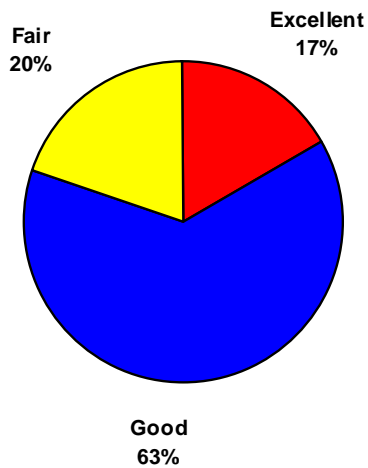


WORKER RELIABILITY

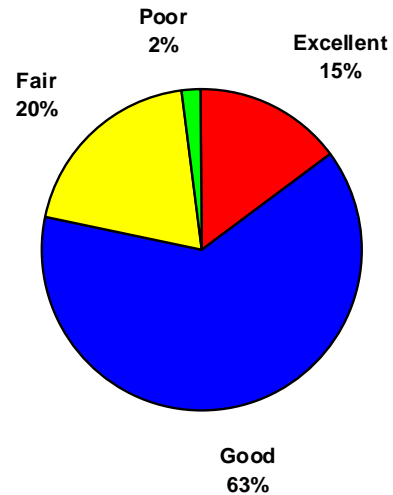


EMPLOYERS' VIEWS AND RATINGS OF THE THE PONCA CITY AREA TOTAL WORKFORCE

WORKER ATTITUDES

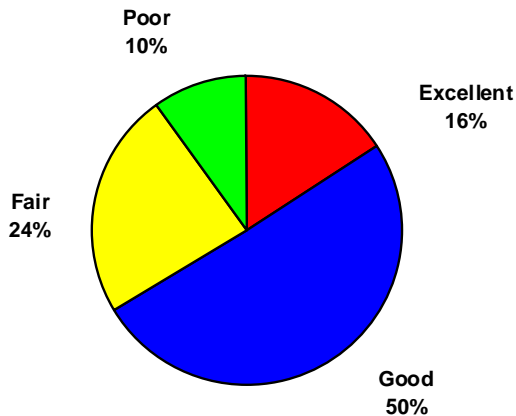


TEAMWORK SKILLS

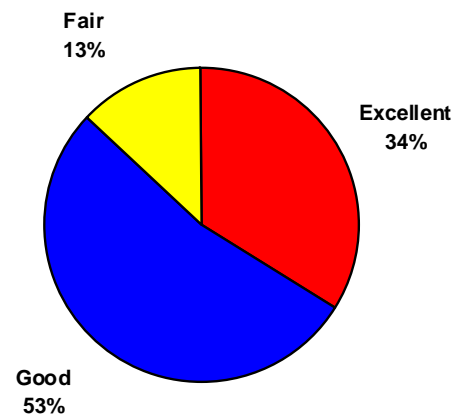


The educational competencies of employees are additional factors used to evaluate an area's labor force. In the Ponca City area, 66% of the employers interviewed rated the local public schools as "Excellent" or "Good", and 87% rated the local community colleges and technical schools as "Excellent" or "Good". Ratings for basic skills and other factors are also shown.

LOCAL PUBLIC SCHOOLS

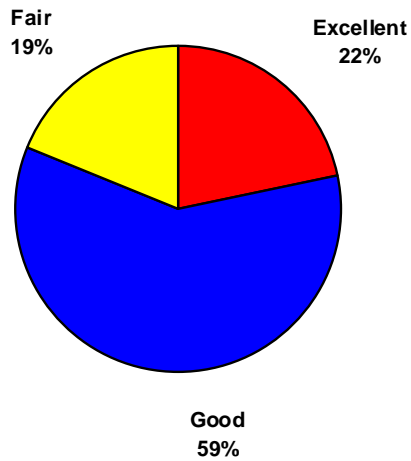


**LOCAL COMMUNITY COLLEGES
AND TECH SCHOOLS**

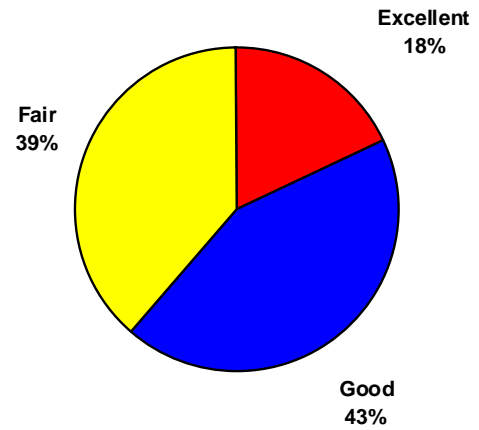


EMPLOYERS' VIEWS AND RATINGS OF THE THE PONCA CITY AREA TOTAL WORKFORCE

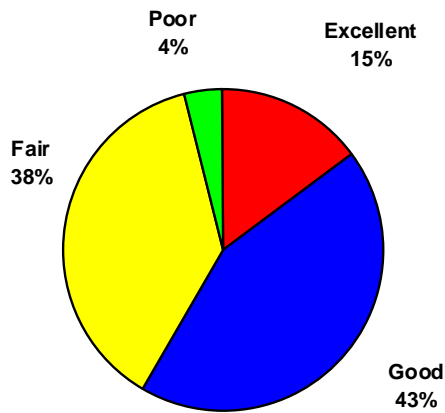
READING SKILLS



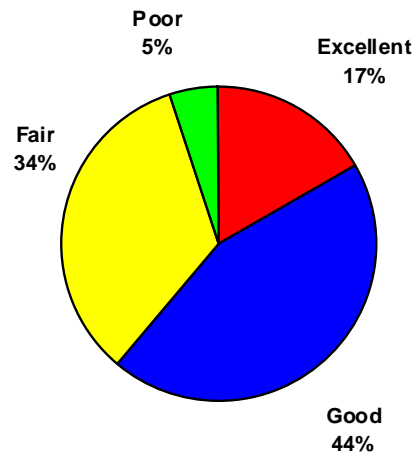
WRITING SKILLS



COMPUTER SKILLS

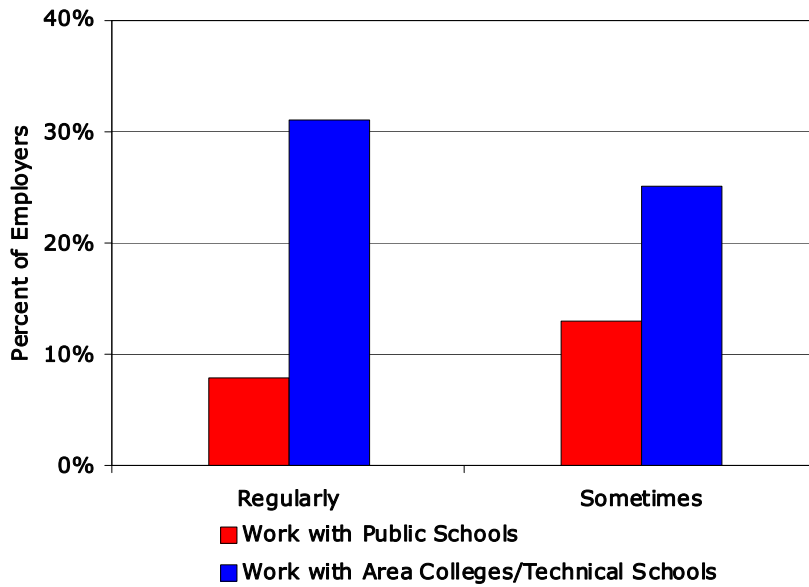


MATH SKILLS

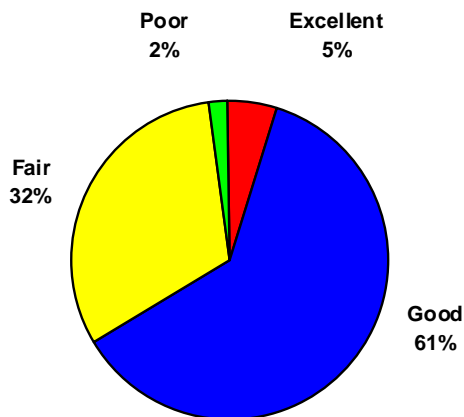


EMPLOYERS' VIEWS AND RATINGS OF THE THE PONCA CITY AREA TOTAL WORKFORCE

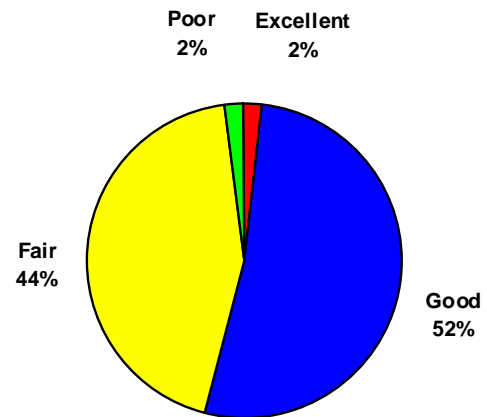
Additionally, many of the employers interviewed stated their companies worked with the area educational institutions in terms of apprenticeships, internships or other training programs.



WORKER ENTRY LEVEL SKILLS

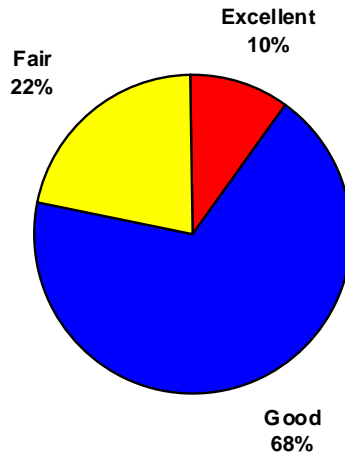


JOB READINESS SKILLS



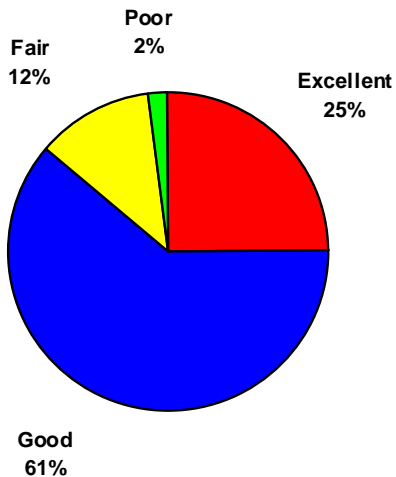
EMPLOYERS' VIEWS AND RATINGS OF THE THE PONCA CITY AREA TOTAL WORKFORCE

WORKER TRAINABILITY



Further, the employers who were interviewed gave the following ratings to the area's business climate in terms of such factors as support and communication and also rated the area's overall quality of life. In addition, the employers offered their opinions on the availability of labor in the area.

AREA BUSINESS CLIMATE

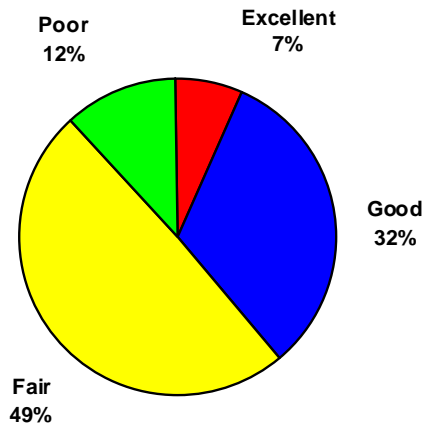


AREA QUALITY OF LIFE

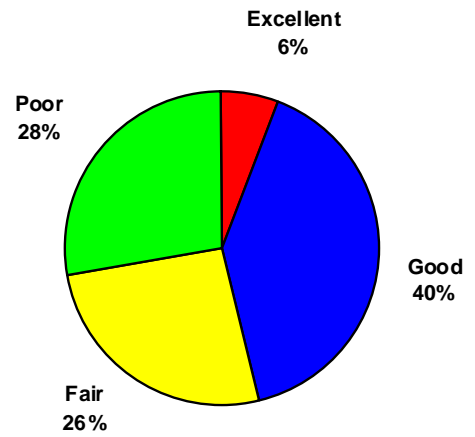


EMPLOYERS' VIEWS AND RATINGS OF THE THE PONCA CITY AREA TOTAL WORKFORCE

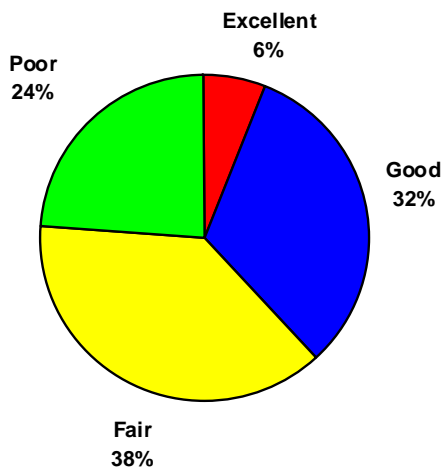
SKILLED WORKERS AVAILABILITY



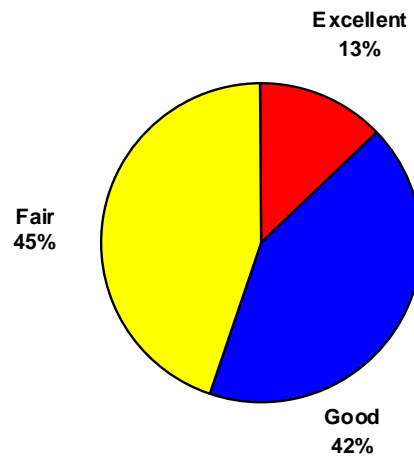
TECHNICAL WORKERS AVAILABILITY



PROFESSIONAL WORKERS AVAILABILITY



UNSKILLED WORKERS AVAILABILITY





THE PATHFINDERS

**P.O. Box 702317
Dallas, Texas 75370**

**Telephone: 972-387-3750
Fax: 469-916-6878**

E-Mail: info@thepathfindersus.com

Web site: www.thepathfindersus.com