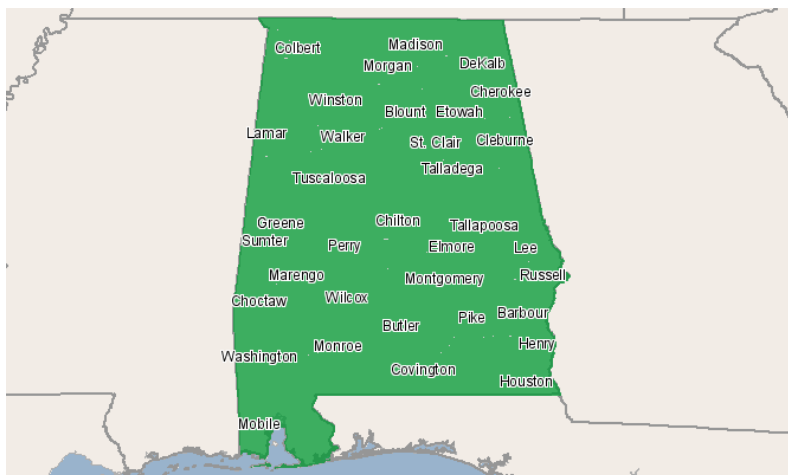


Alabama Power Company



600 N. Eighteenth Street
Birmingham, Alabama 35291
205.257.3197

Industry Report



Region Info

Region: Alabama

State Area: Alabama

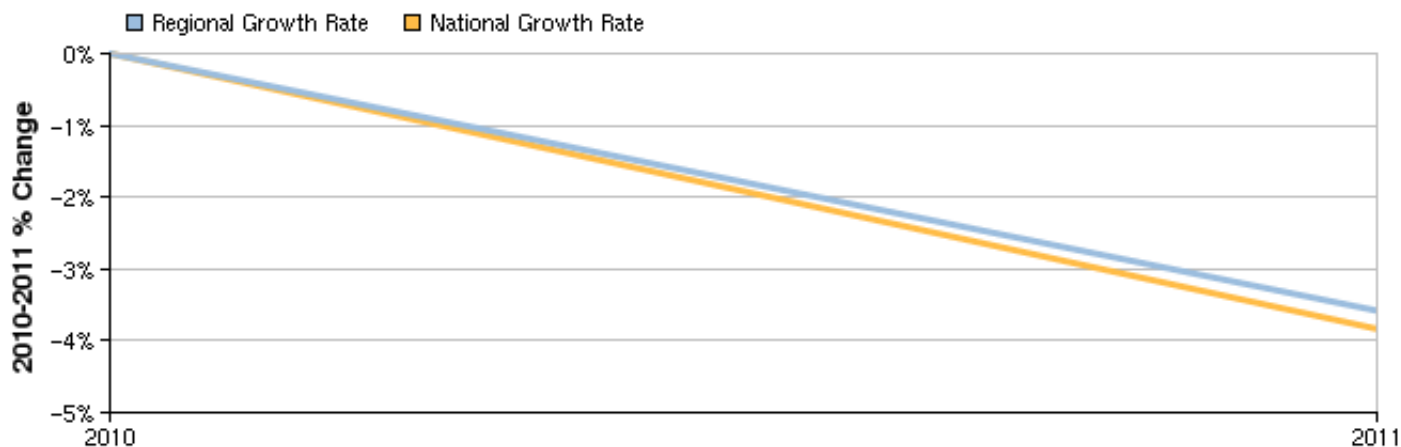
Selected Industries

NAICS Code	Description
321	Wood Product Manufacturing
322	Paper Manufacturing

Executive Summary

Basic Information	
2010 Industry Jobs	25,928
2011 Industry Jobs	24,999
Total Change	-929
Total % Change	-3.58%
2010 Average Earnings per Worker	\$68,527

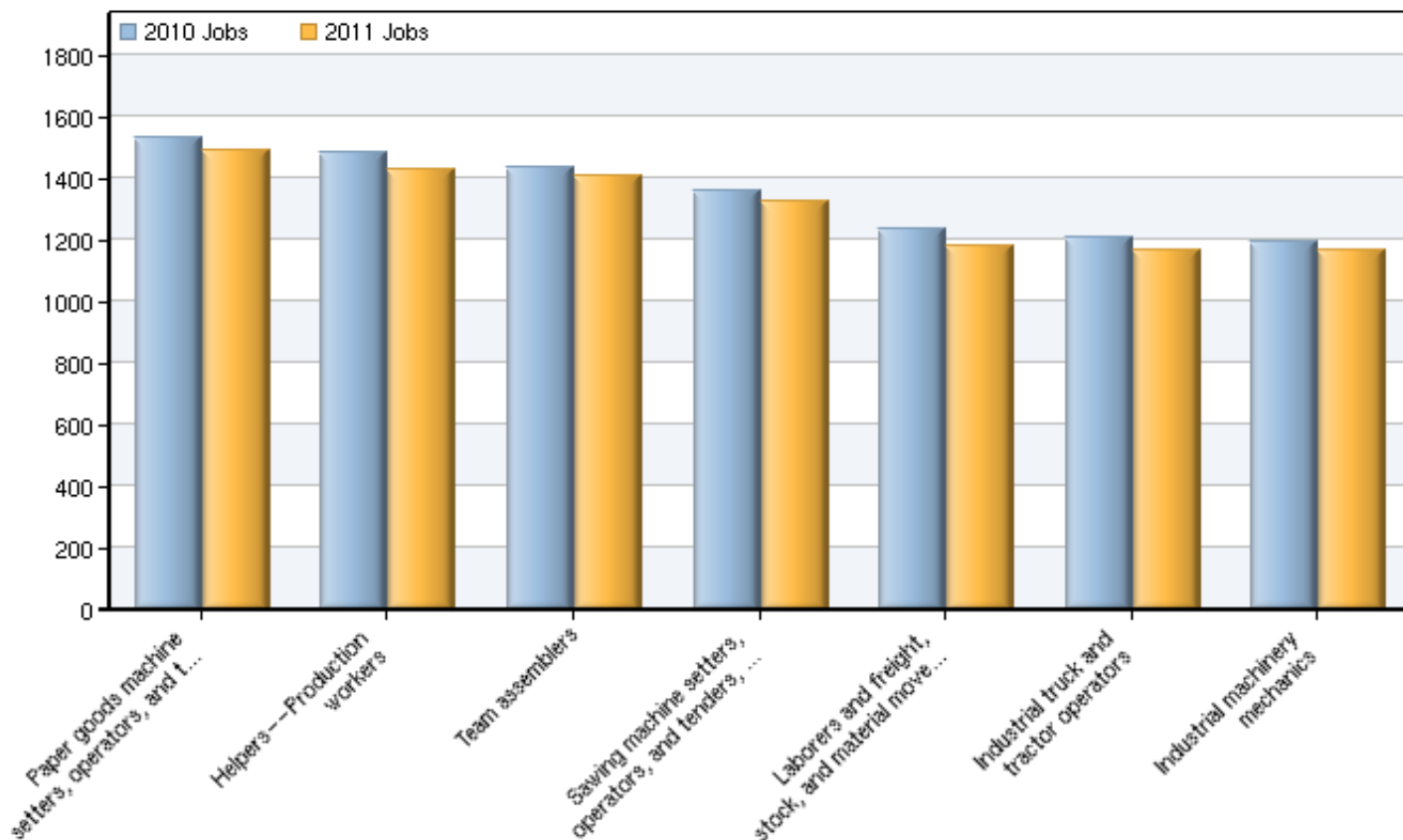
Industry Change Summary



Description	2010 Jobs	2011 Jobs	Change	% Change	2010 EPW	2010 Establishments
Regional Total	25,928	24,999	-929	-4%	\$68,527	501
National Total	785,588	755,459	-30,129	-4%	\$59,925	22,615

Source: EMSI Complete Employment - 1st Quarter 2011

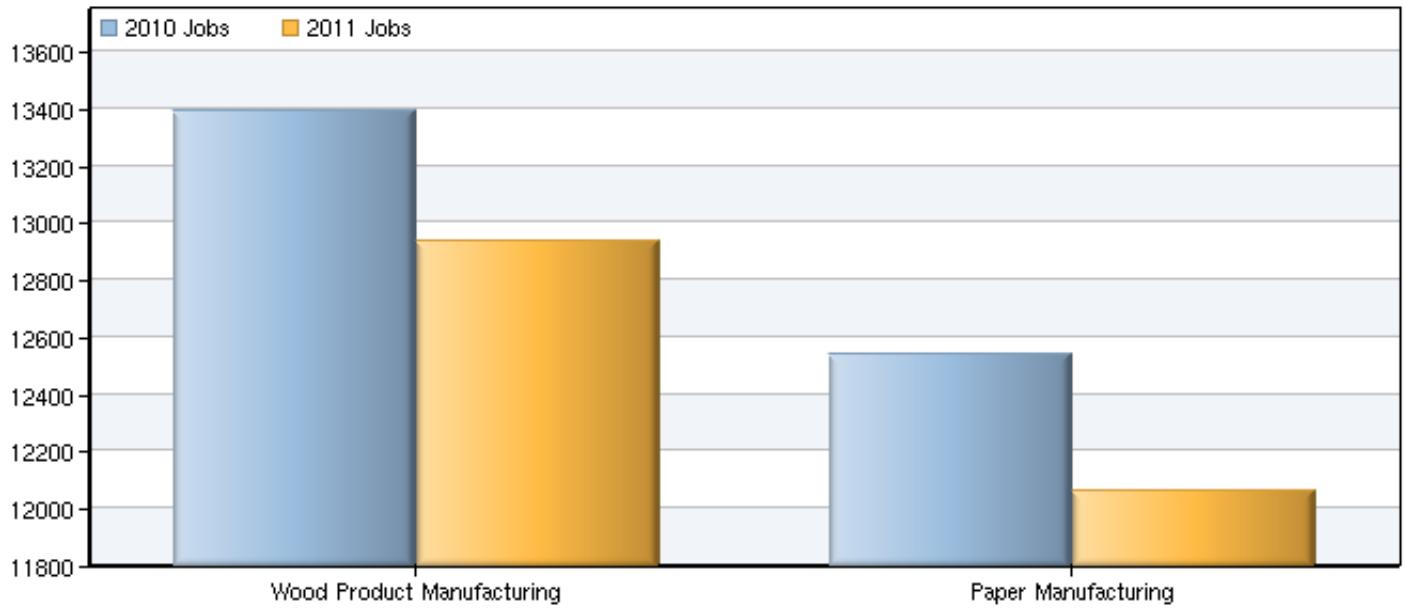
Top Occupations In Selected Industries



SOC Code	Name	2010 Jobs	2011 Jobs	Change	% Change
51-9196	Paper goods machine setters, operators, and tenders	1,534	1,490	-44	-3%
51-9198	Helpers--Production workers	1,485	1,430	-55	-4%
51-2092	Team assemblers	1,432	1,406	-26	-2%
51-7041	Sawing machine setters, operators, and tenders, wood	1,362	1,323	-39	-3%
53-7062	Laborers and freight, stock, and material movers, hand	1,233	1,178	-55	-4%
53-7051	Industrial truck and tractor operators	1,208	1,166	-42	-3%
49-9041	Industrial machinery mechanics	1,196	1,167	-29	-2%

Source: EMSI Complete Employment - 1st Quarter 2011

Industry Breakdown



NAICS Code	Description	2010 Jobs	2011 Jobs	2010 EPW	2010 Establishments
321	Wood Product Manufacturing	13,388	12,935	\$44,163	405
322	Paper Manufacturing	12,540	12,064	\$94,538	97
	Total	25,928	24,999	\$68,527	501

Source: EMSI Complete Employment - 1st Quarter 2011

Data Sources and Calculations

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Nonemployer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

Occupation Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

State Data Sources

This report uses state data from the following agencies: Alabama Department of Industrial Relations.