



The goal of the Tell the World job growth initiative is to support the creation 20,000 net new jobs in the Chattanooga Metropolitan Statistical Area during the period beginning July 2003 and ending July 2007. This chart tracks progress toward that goal utilizing U.S. Bureau of Labor Statistics numbers to establish the starting point for the effort (the total number of jobs in the Chattanooga region in July of 2003) as well as job counts for subsequent months in the reporting period. The U.S. Bureau of Labor Statistics job counts provide an independent, third-party measure of local economic development efforts.

| Jobs (in thousands) | | | | | | | | | | | | |
|---------------------|--------------|-------|-------|-------|-------|----------|-------|-------|-------|-------|-------|-------|
| Fiscal Year | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| 03-04 | 232.0 | 234.8 | 236.6 | 237.1 | 238.9 | 239.6 | 233.8 | 235.6 | 236.8 | 238.4 | 238.1 | 236.2 |
| 04-05 | 236.0 | 238.4 | 239.2 | 238.9 | 240.3 | 242.5 | 236.1 | 237.4 | 239.6 | 241.2 | 240.9 | 239.1 |
| 05-06 | 238.4 | 241.8 | 243.2 | 242.5 | 244.2 | 245.3 | 238.1 | 239.9 | 243.0 | 245.2 | 245.5 | 244.7 |
| 06-07 | 244.0 | 247.2 | 249.0 | 248.9 | 249.9 | 250.5 | 243.8 | 245.1 | 247.1 | 247.2 | 247.5 | 247.2 |
| 07-08 | 246.0 | 247.7 | 248.6 | 249.3 | 250.1 | 250.5 | 244.4 | 246.2 | 247.2 | 246.9 | 247.0 | 245.1 |
| 08-09 | 243.1 | 245.9 | 246.1 | 242.6 | 242.5 | 241.5 | 232.7 | 230.4 | 229.8 | 228.5 | 227.8 | 225.7 |
| 09-10 | 223.7 | 225.1 | 226.8 | 227.6 | 228.3 | 228.5 | 224.3 | 225.3 | 227.0 | 229.2 | 229.9 | 227.8 |
| 10-11 | 227.9 | 228.8 | 231.4 | 233.1 | 233.0 | 232.2 | 226.9 | 229.9 | 230.7 | 232.2 | 231.3 | 231.5 |
| 11-12 | 231.2 | 231.2 | 232.5 | 233.7 | 234.1 | 233.7(p) | | | | | | |

p: Preliminary

*Metropolitan Statistical Area (MSA) includes Hamilton, Marion and Sequatchie counties in Tennessee and Catoosa, Dade and Walker counties in Georgia.

Source: U.S. Department of Labor, Bureau of Labor Statistics, Current Employment Statistics (CES)

Notes:

Tell the World! campaign period – July 2003-July 2007.

The July 2007 figure serves as the end point for Tell the World! and the beginning point for the Chattanooga Can Co campaign.

The third campaign began in July 2011.

CES numbers are revised annually; please see explanation below **The CES benchmark revision**

The CES benchmark revision. To help control both sampling and nonsampling error, CES estimates are benchmarked annually to universe employment counts. These counts are derived primarily from employment data reported on unemployment insurance (UI) tax reports that nearly all employers are required to file with State Employment Security Agencies. Benchmark levels replace the original sample-based estimates usually from April of the previous benchmark year to March of the current benchmark year for each month. For the 2002 benchmark year, however -- which incorporated the conversion from the Standard Industrial Classification (SIC) system to the North American Industry Classification System (NAICS) -- benchmark levels replaced estimates from January 2001 to March 2002.

Once the new March level for the current benchmark level is made, the appropriate sample links are applied to the new level, and the estimates are recalculated from April forward. These sample links capture the over-the-month change of sample estimates, and are calculated by dividing employment reported by survey respondents for that month by employment reported by those same respondents for the previous month. The links used during the benchmark process may differ slightly from those used to derive original estimates, because they include data from respondents who reported too late for inclusion in the previously published estimates.