

### 3. Analysis

Physically about the size of Massachusetts and home to a million people, Pima County is the largest county in southern Arizona. It is predominantly rural with the major population center in Tucson, the county seat. Pima County has the second largest population in Arizona after Maricopa County, and will continue to be a major economy in the state. The military has a large presence in Pima County, and there are many veterans with excellent skill sets living here, and they help anchor one of the most important industry sectors - Aerospace and Defense (A&D).

The Pima County Workforce Investment Board ([WIB](#)) has defined six industry sectors that include A&D, Emerging Technologies, Health and Bioscience, Infrastructure, Logistics, and Natural and Renewable Resources.

The following sections of this Plan provide additional detail and data about Pima County's growing, dynamic economy. Because of the growth and seasonal changes, data describing Pima County is constantly changing. Much of the data reported here is from the [Arizona Office of Economic Opportunity](#) (OEO).

The University of Arizona Eller College developed the Making Action Possible (MAP) Dashboard which is a project created to measurably improve Southern Arizona through data driven collective civic action and education. This website provides users with indicators on our region's progress, as well as access to the latest information and research. MAP fills a gap by providing a common collection of information upon which to evaluate our community and collaborate to address our shared issues. Visit the MAP Dashboard for an excellent resource of data at <https://ebr.eller.arizona.edu/research-publications/making-action-possible-dashboard>.

While focused on workforce, this Workforce Development Plan is consistent with Pima County's [Economic Development Plan](#).