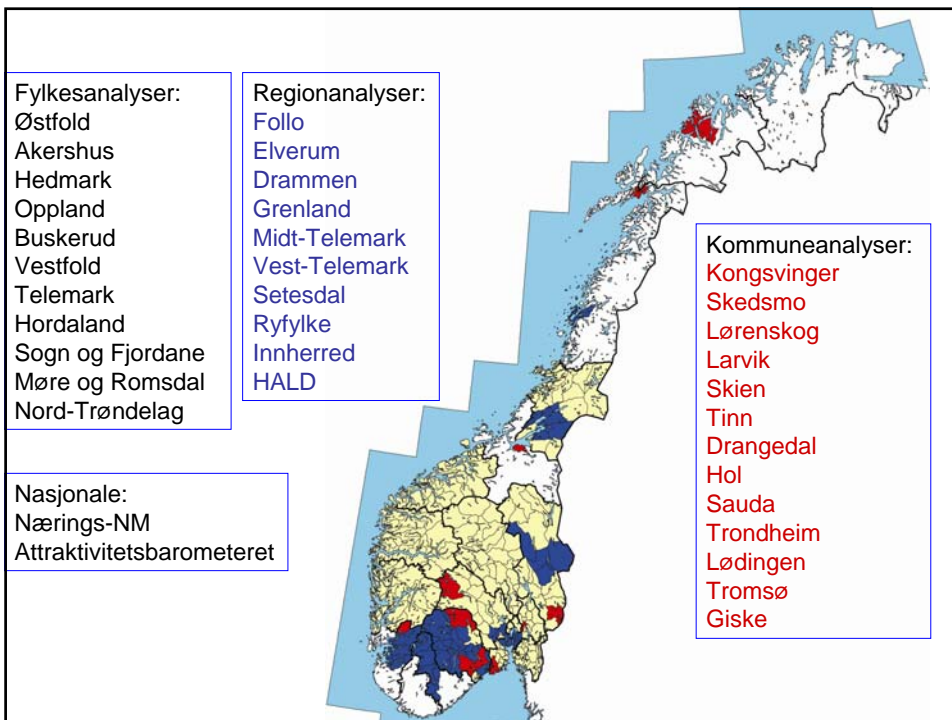




Næringsanalyse Hallingdal



Knut Vareide
Telemarkforskning-Bø
Arbeidsrapport 11/2008



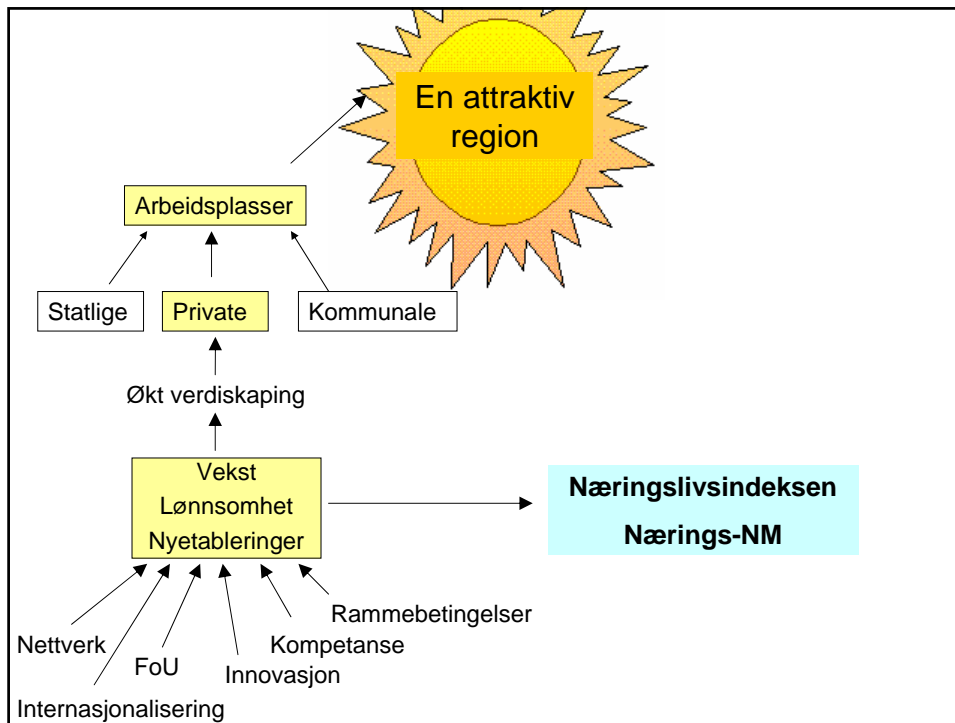



Diagram illustrating the relationship between job opportunities and attractiveness:

- Arbeidsplasser (Job Opportunities) and Attraktivitet (Attractiveness) both lead to En attraktiv region (An attractive region).

Hvorfor er attraktivitet viktigere nå?

1. Arbeidsledigheten er lav – problemer med rekruttering i mange bransjer/steder
2. Folk pendler stadig mer – løsere forbindelse mellom arbeidsplasser og bosetting
3. Stadig større andel av arbeidsplassene er rettet mot lokal etterspørsel



Hva er en
attraktiv region?

En region som evner å trekke til seg
innbyggere

utover det som skyldes vekst i
arbeidsplasser

Befolkning

Sysselsetting

Pendling

Attraktivitetsbarometeret

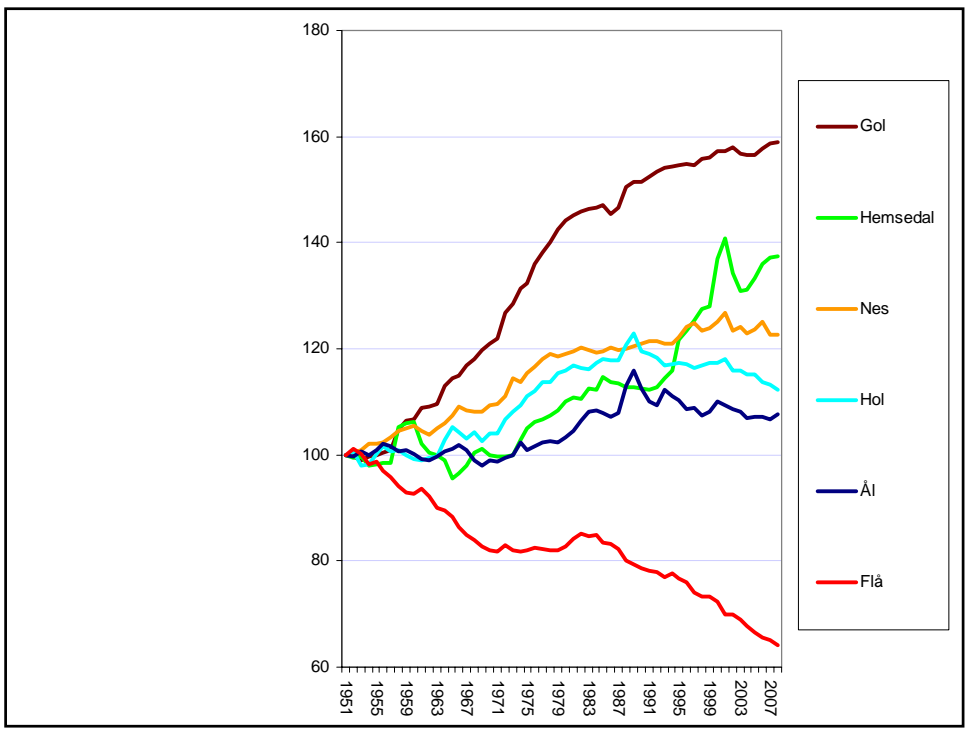
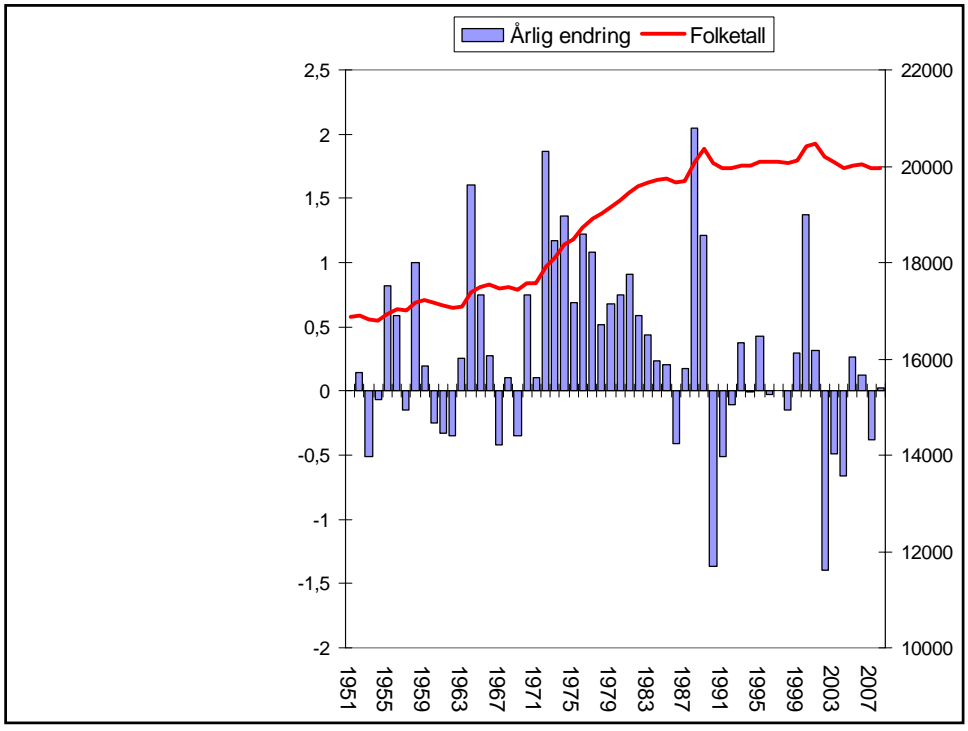
Nyetableringer

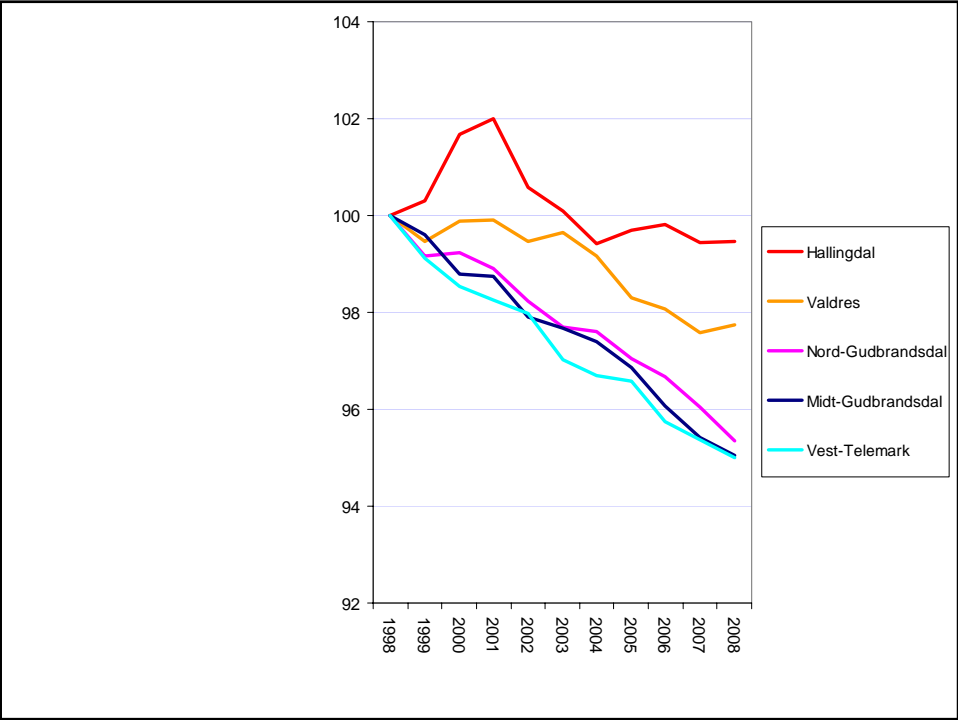
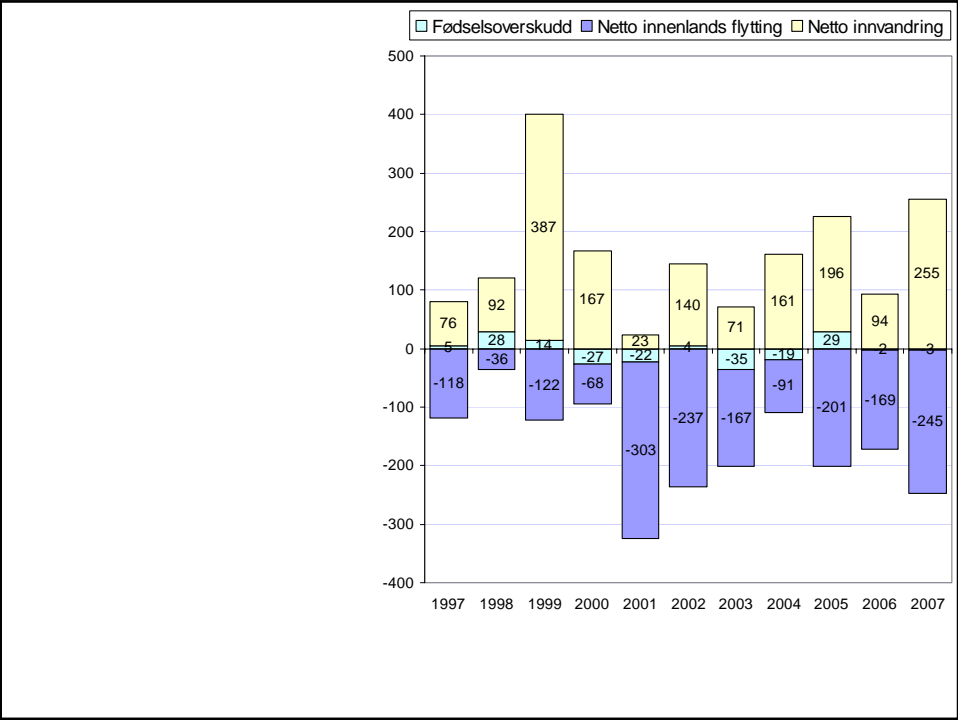
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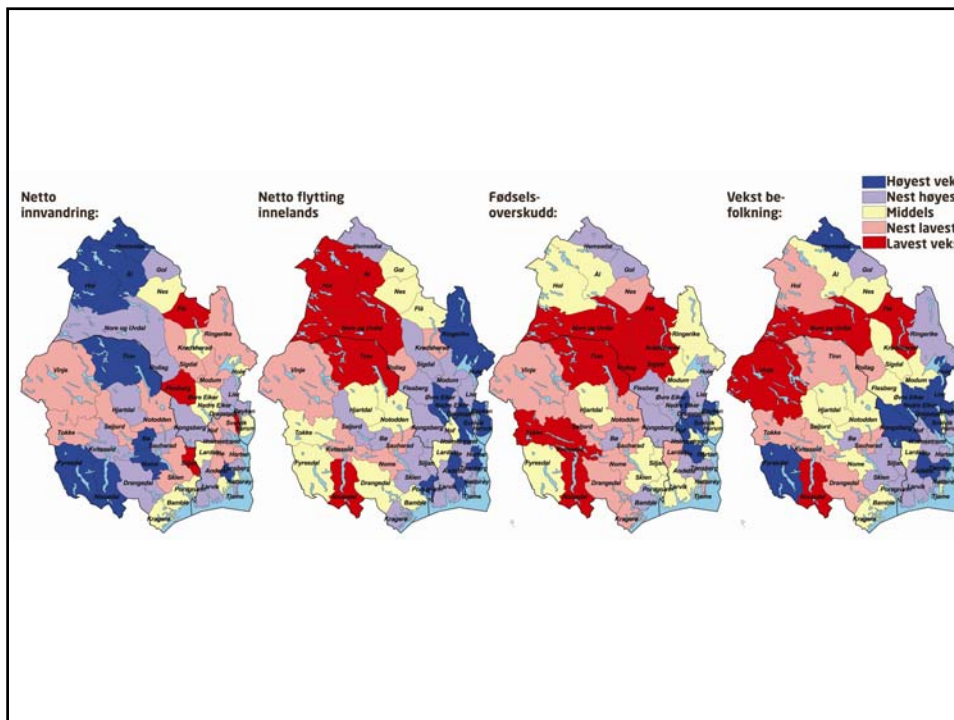
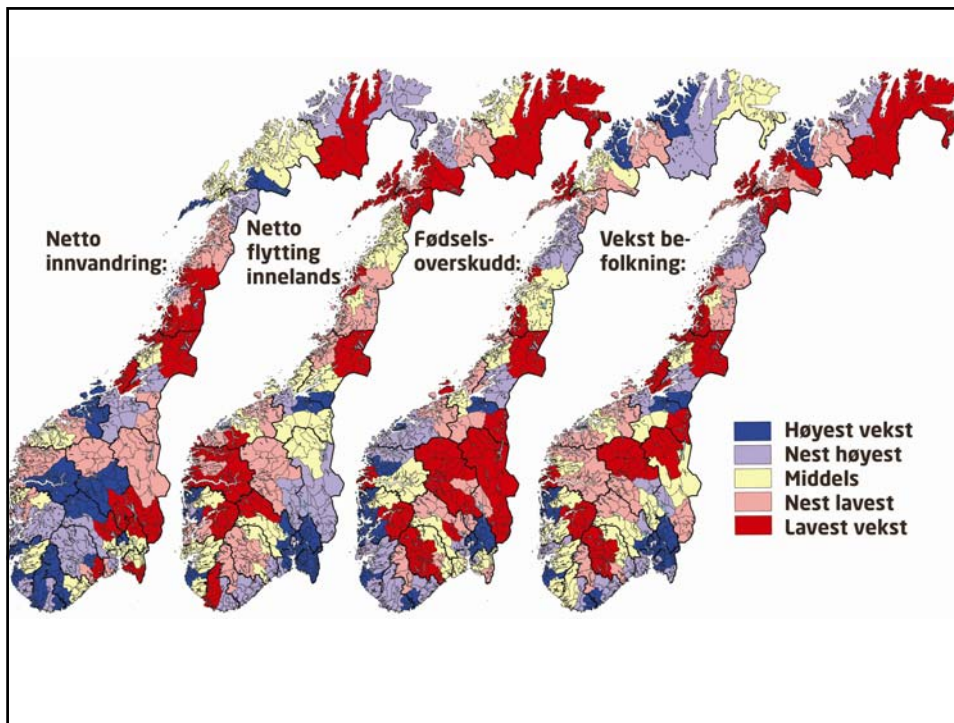
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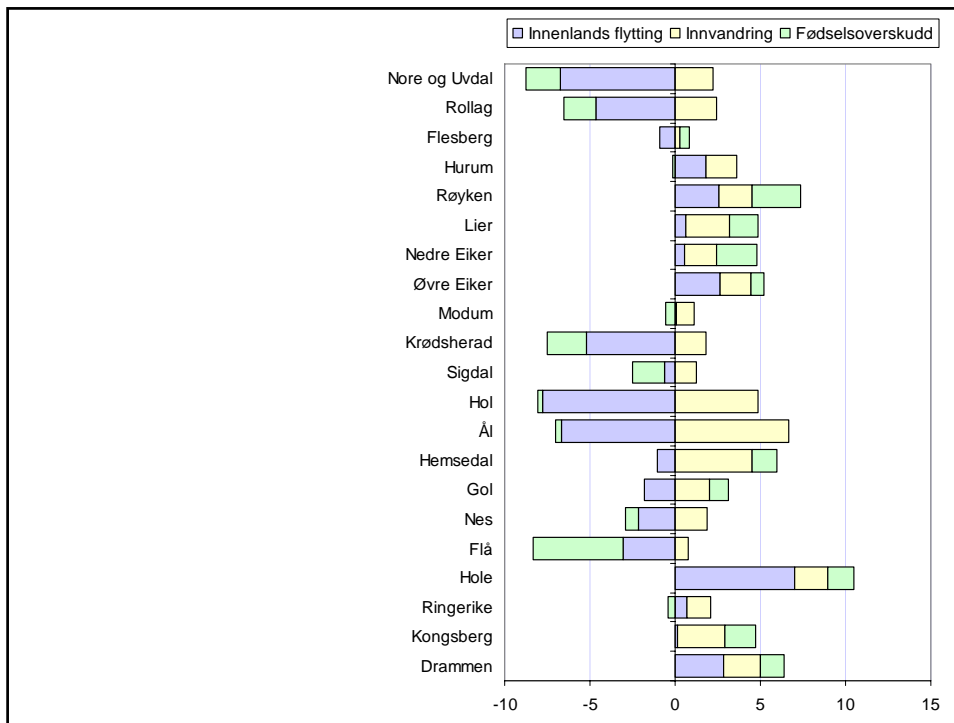
Næringslivsindeksen

Samlet suksess

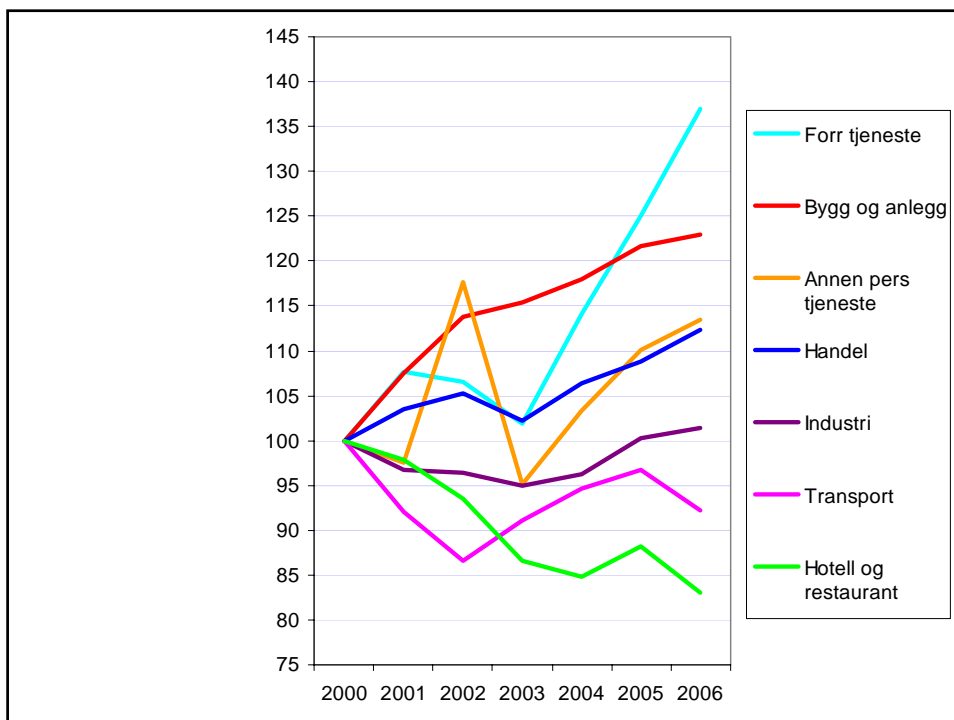
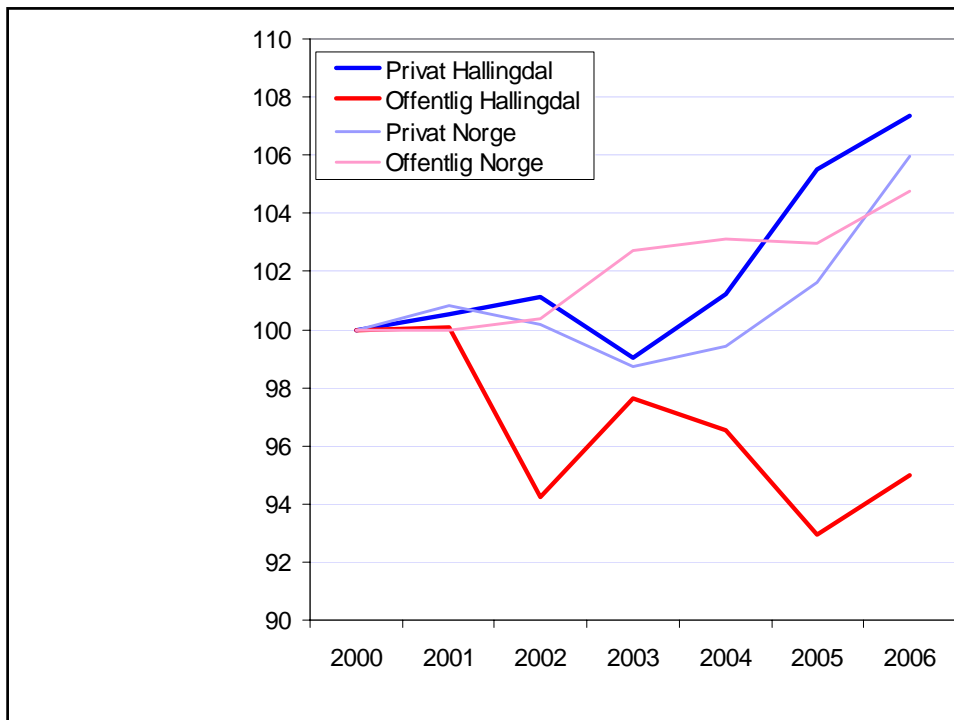


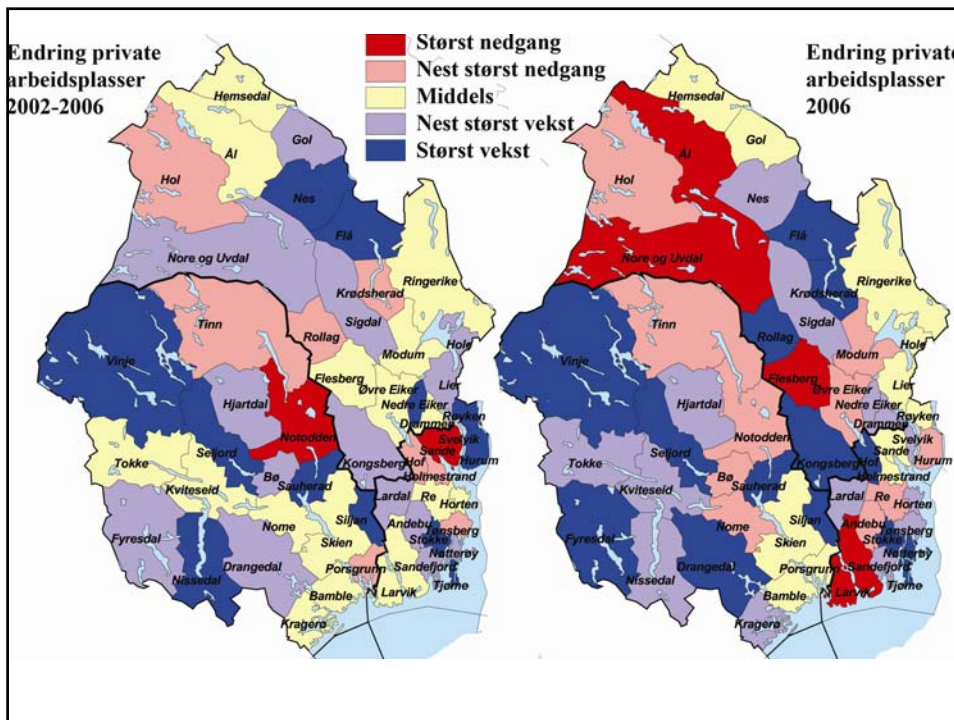
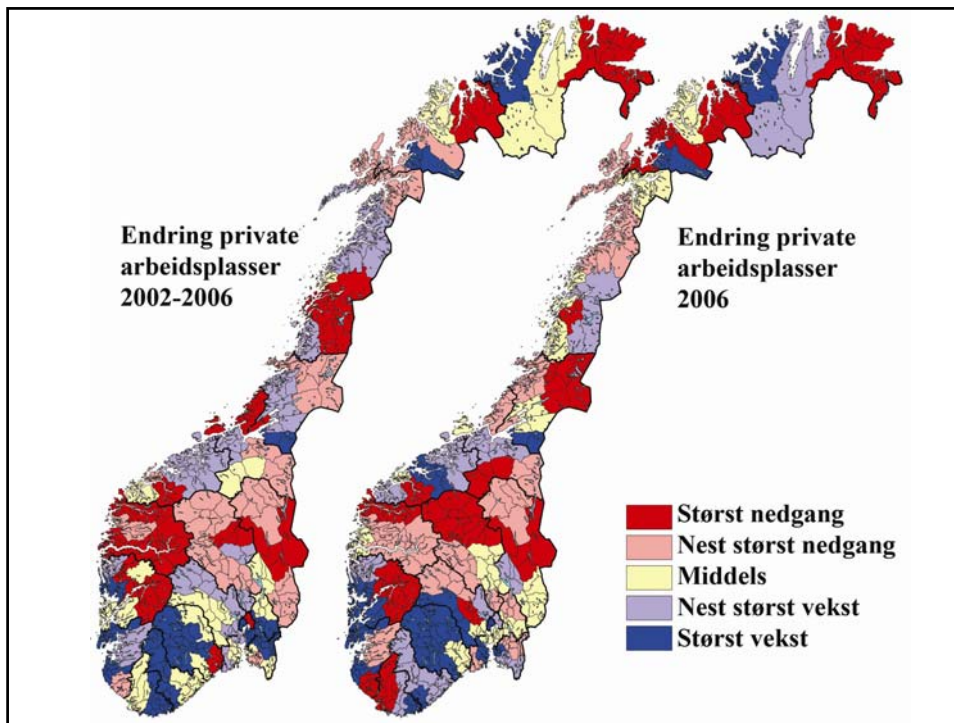




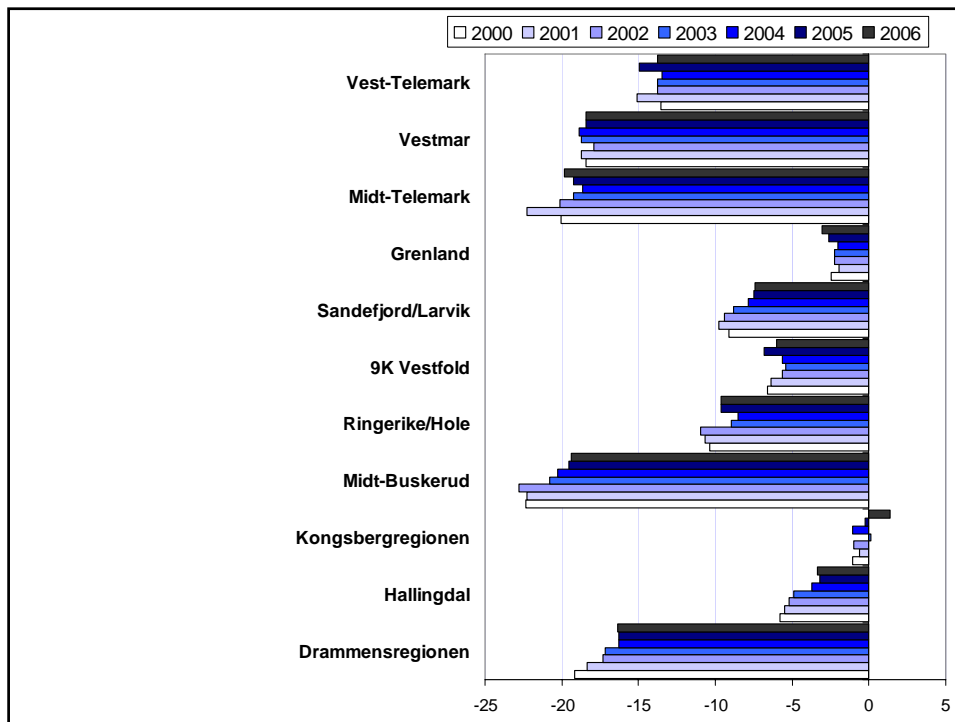


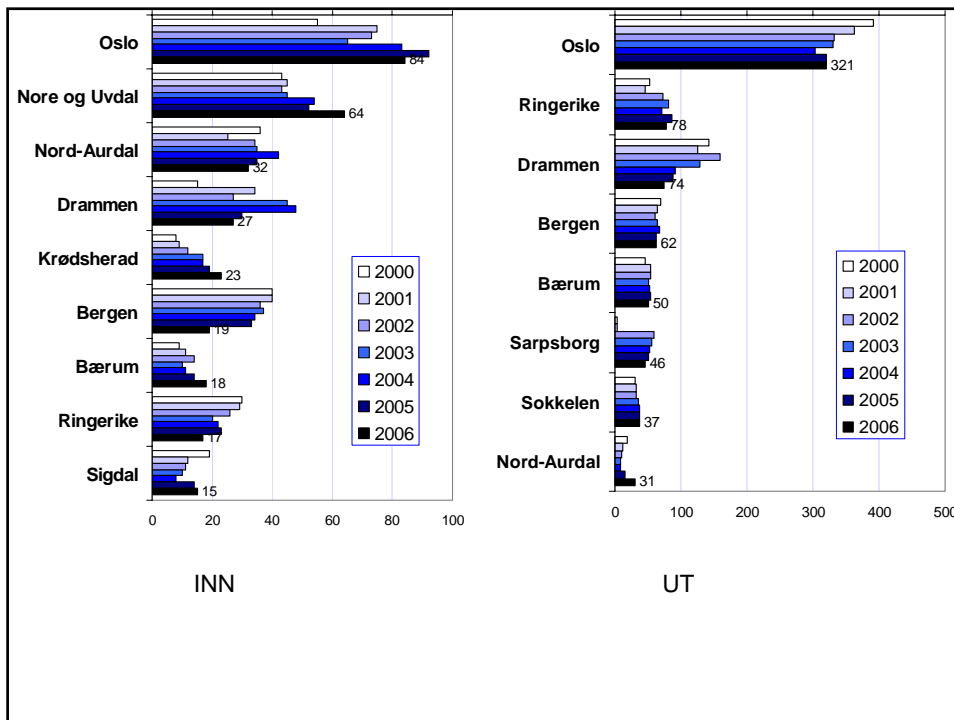
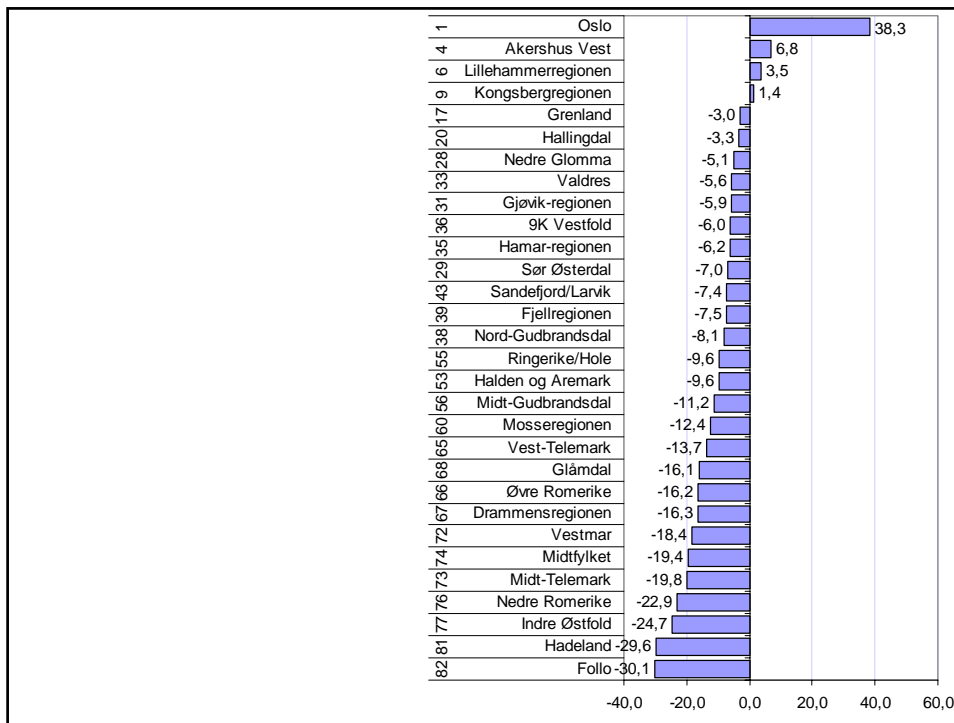
Arbeidsplasser



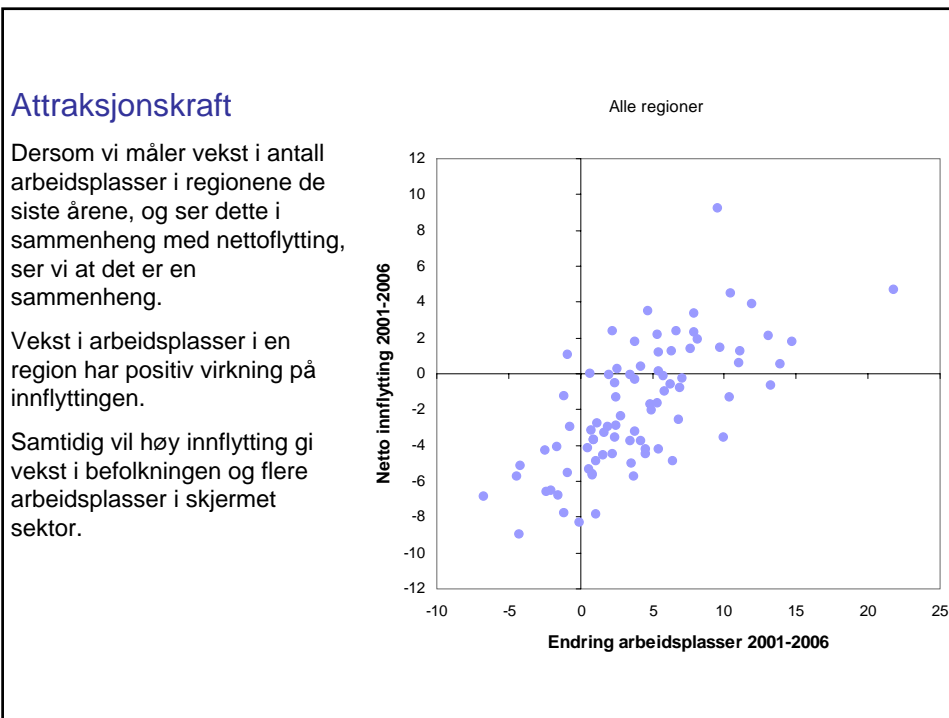


Pending





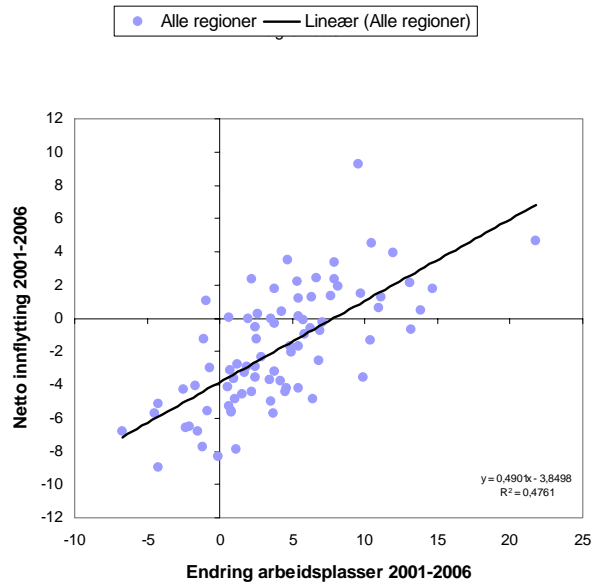
Attraktivitet



Vi kan på bakgrunn av disse data konstruere en forventningslinje.

Forventningslinjen forteller hvilken netto innflytting vi kan forvente, gitt endringene i antall arbeidsplasser.

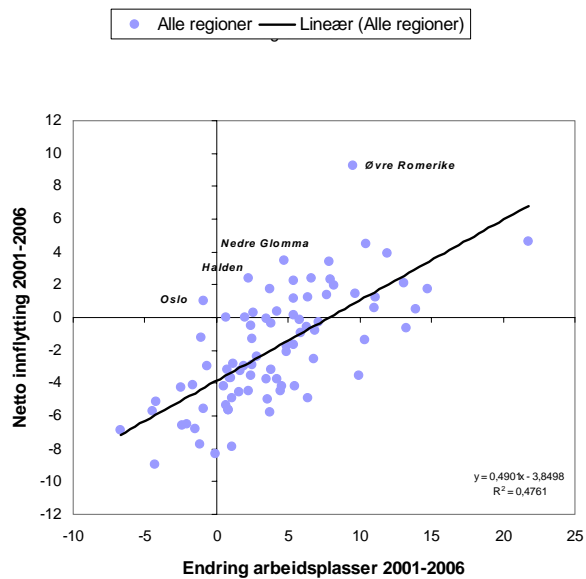
Noen regioner skiller seg ut gjennom å ligge langt fra denne forventningslinjen.



Regioner som Øvre Romerike, Nedre Glomma, Halden og Oslo ligger høyt over forventningslinjen.

Disse regionene viser dermed en evne til å tiltrekke seg nye innbyggere fra andre deler av landet, utover det som kan forklares av arbeidsmarkedet.

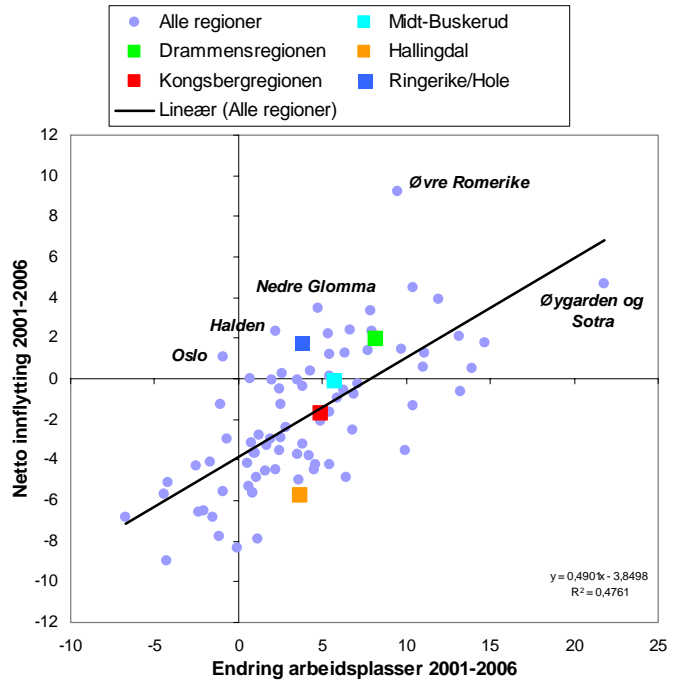
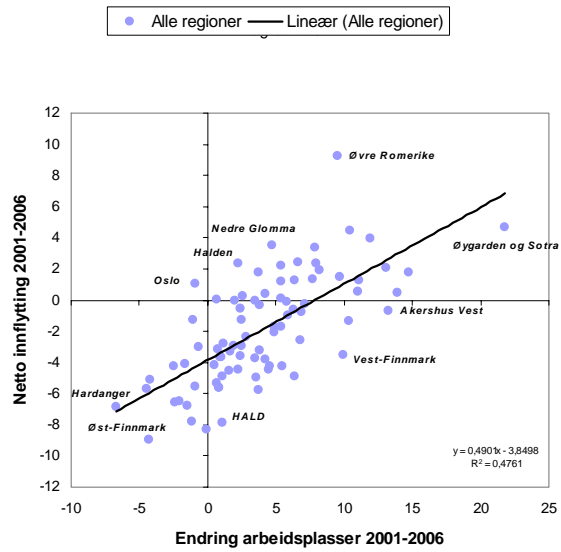
Slike regioner har en høy attraksjonskraft.

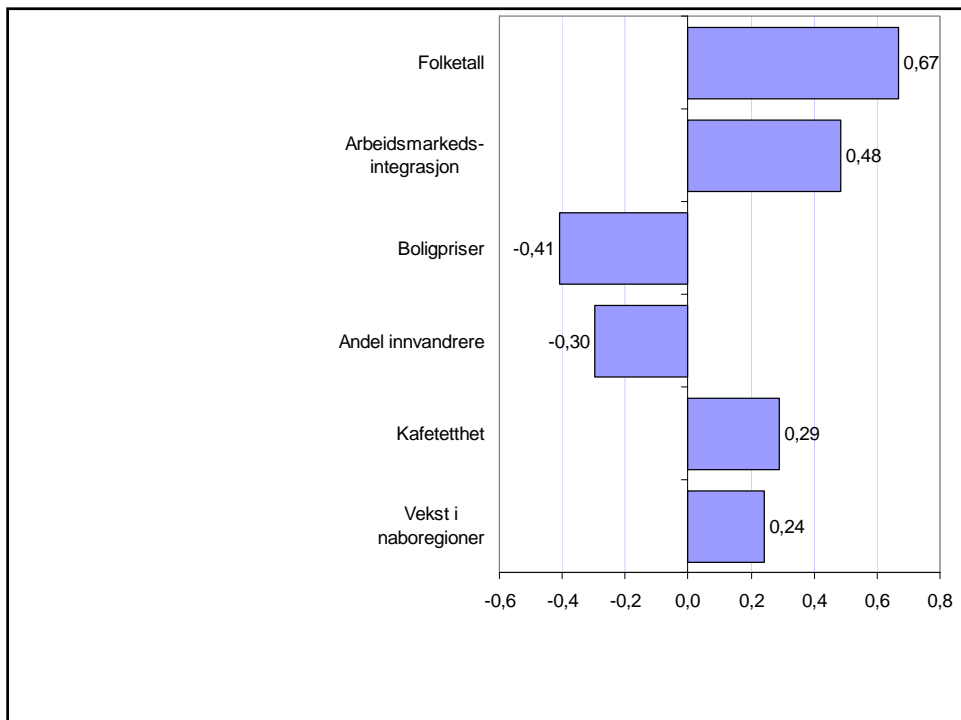
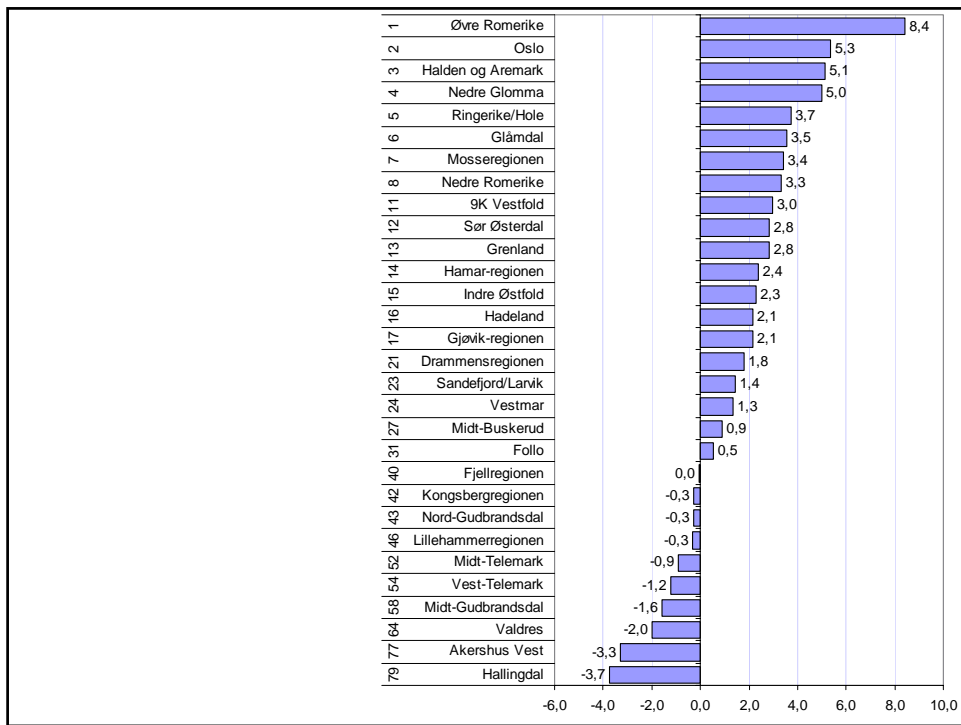


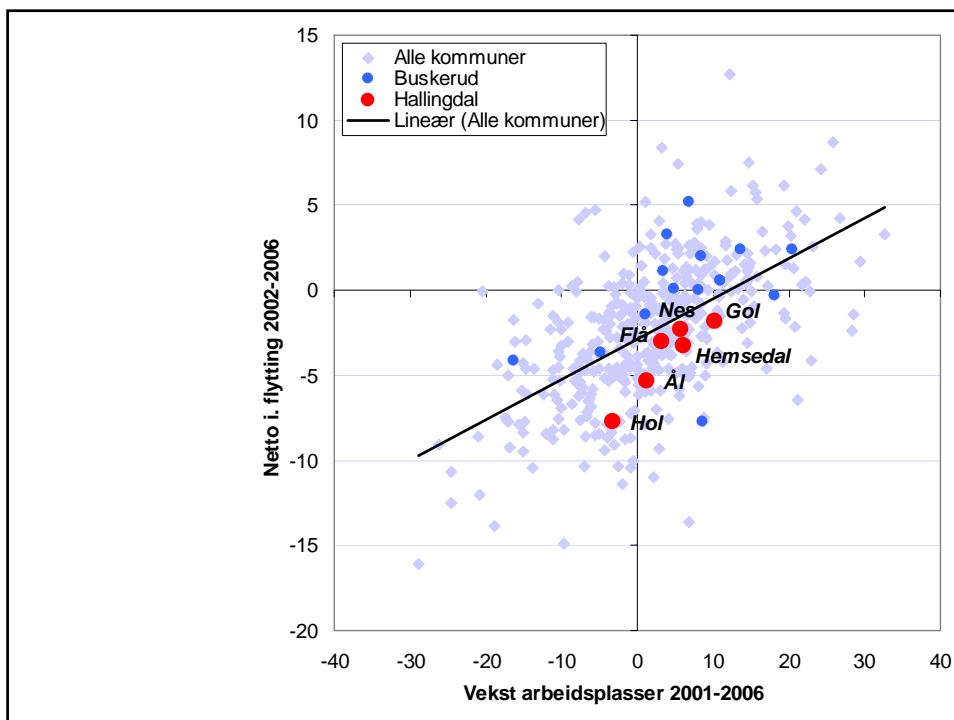
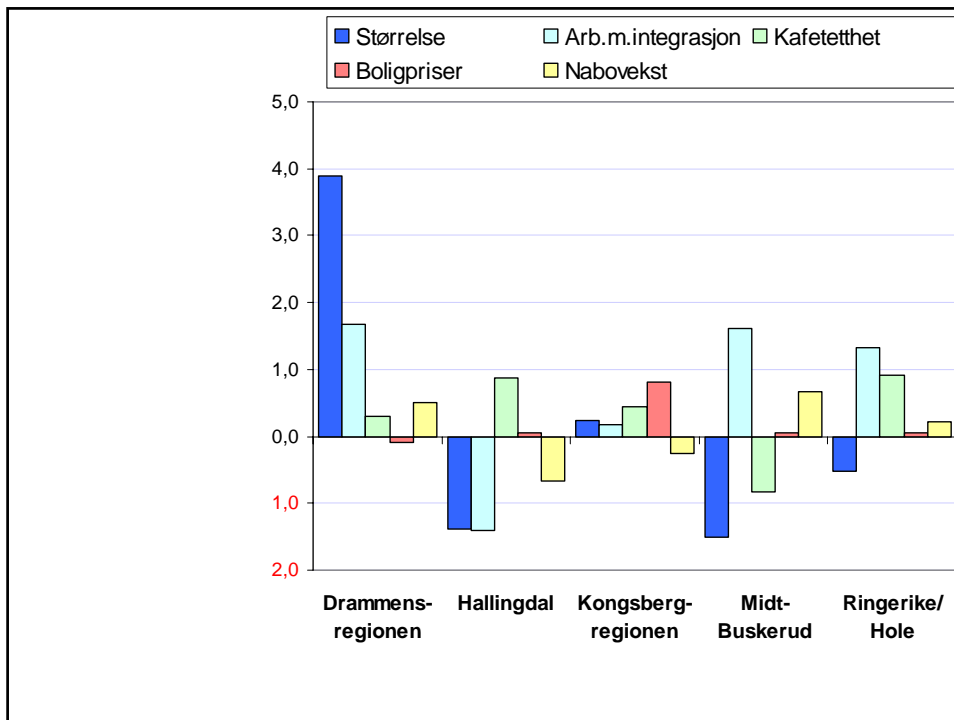
For andre regioner er det motsatt. Netto innflytting er langt mer negativ enn forventet ut fra endring i antall arbeidsplasser.

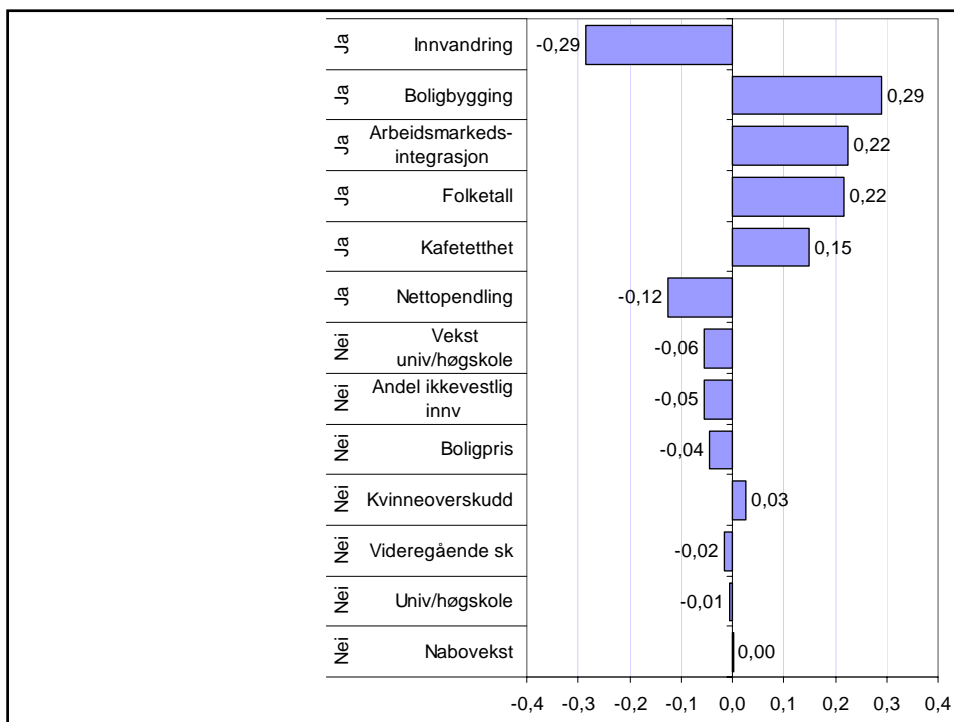
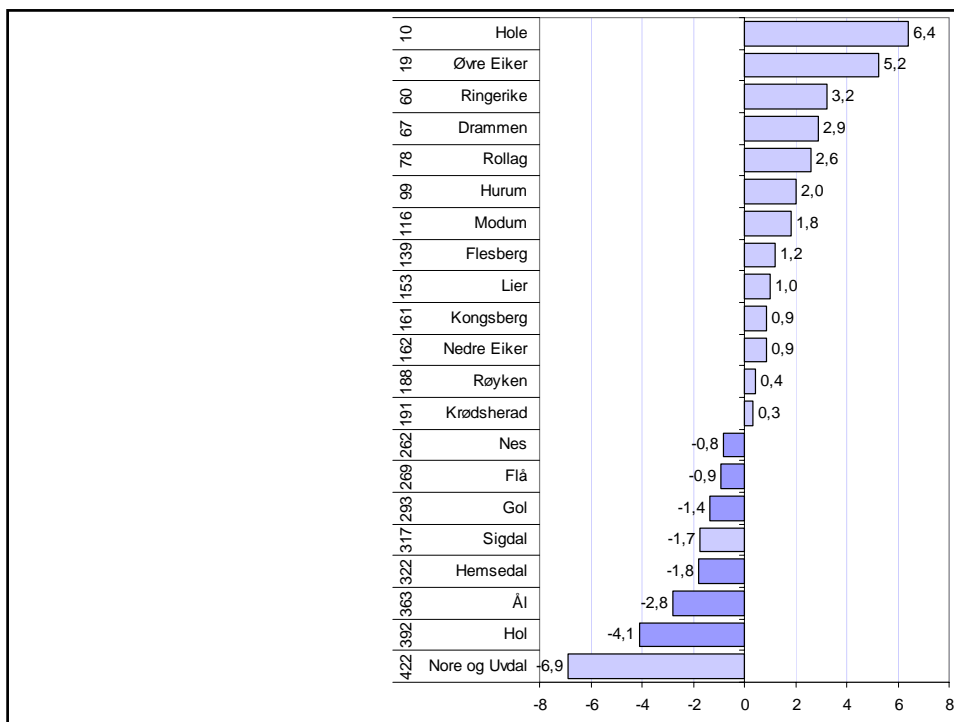
Øst-Finnmark, HALD, Vest-Finnmark og Akershus Vest er eksempler på slike regioner.

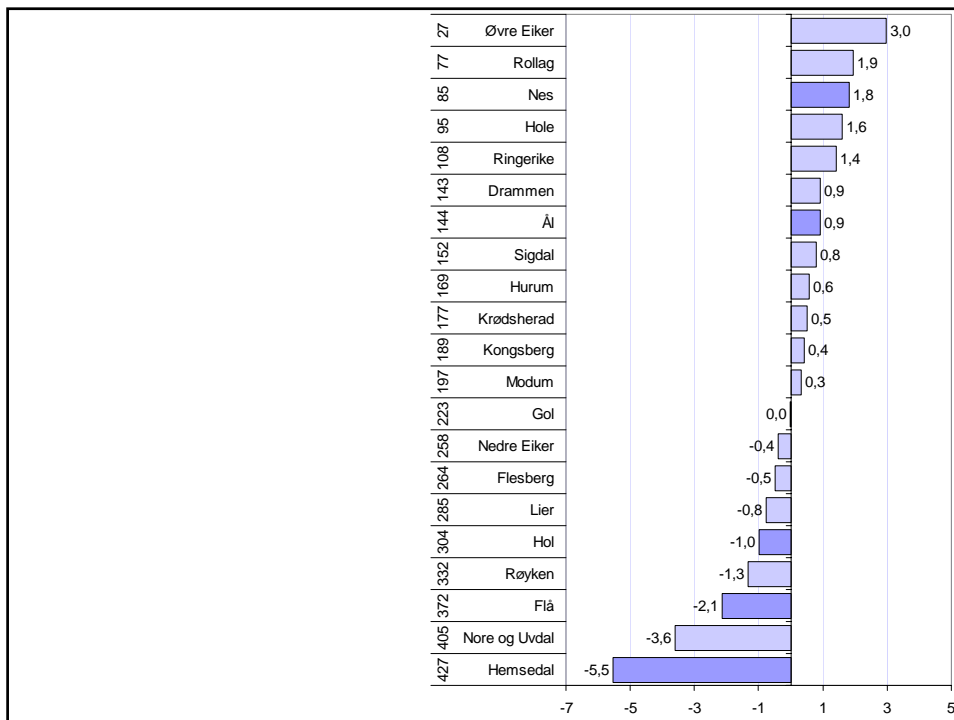
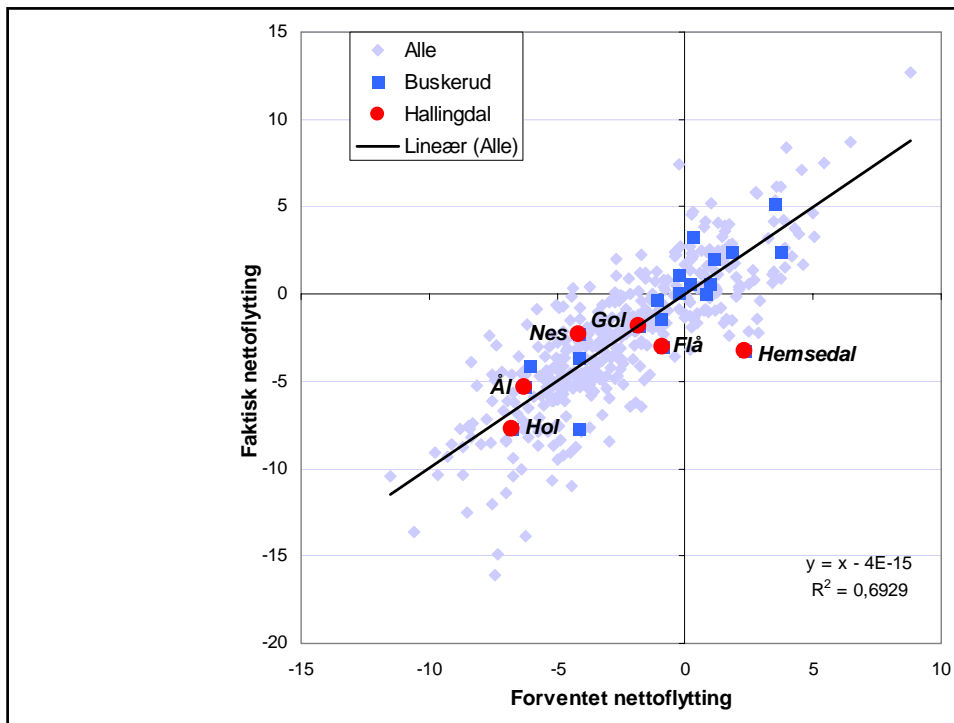
Vest-Finnmark og Akershus Vest har hatt en sterk vekst i antall arbeidsplasser. Det er likevel høyere utflytting enn innflytting.



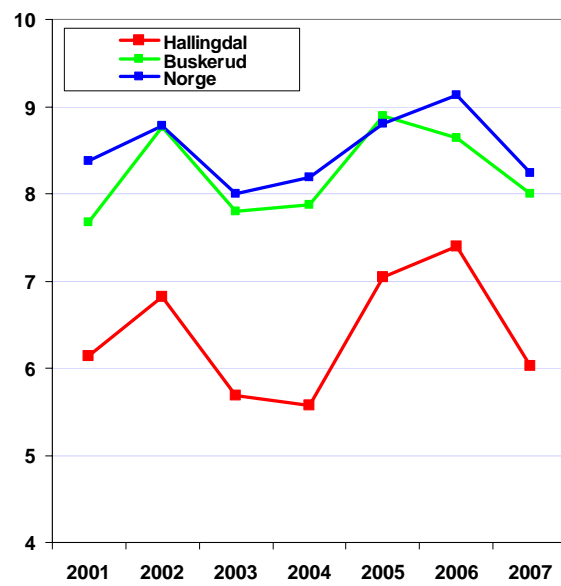


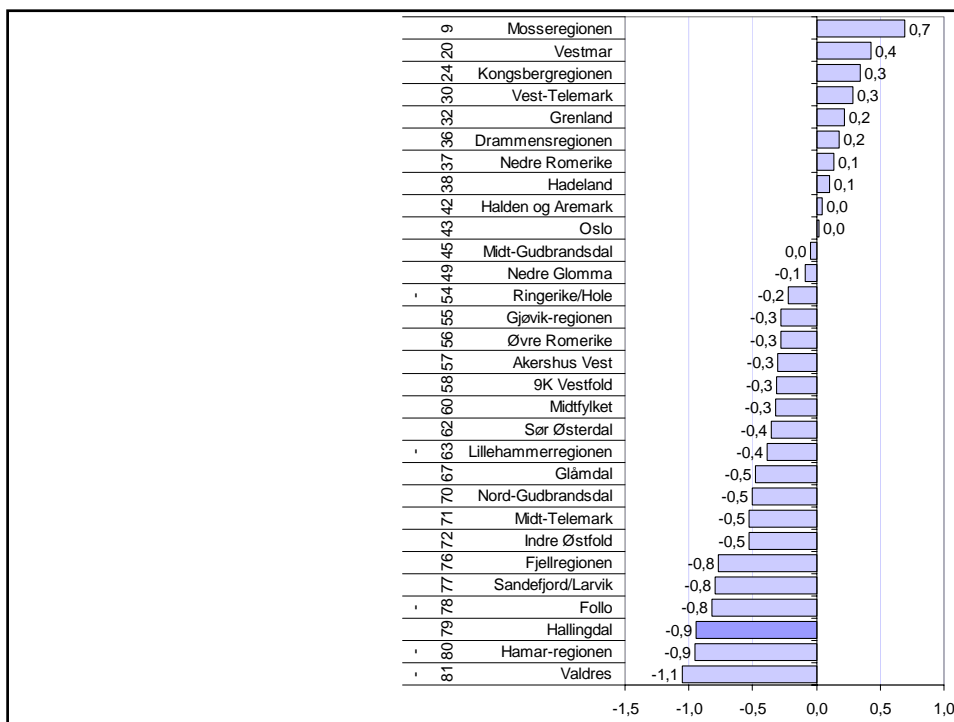
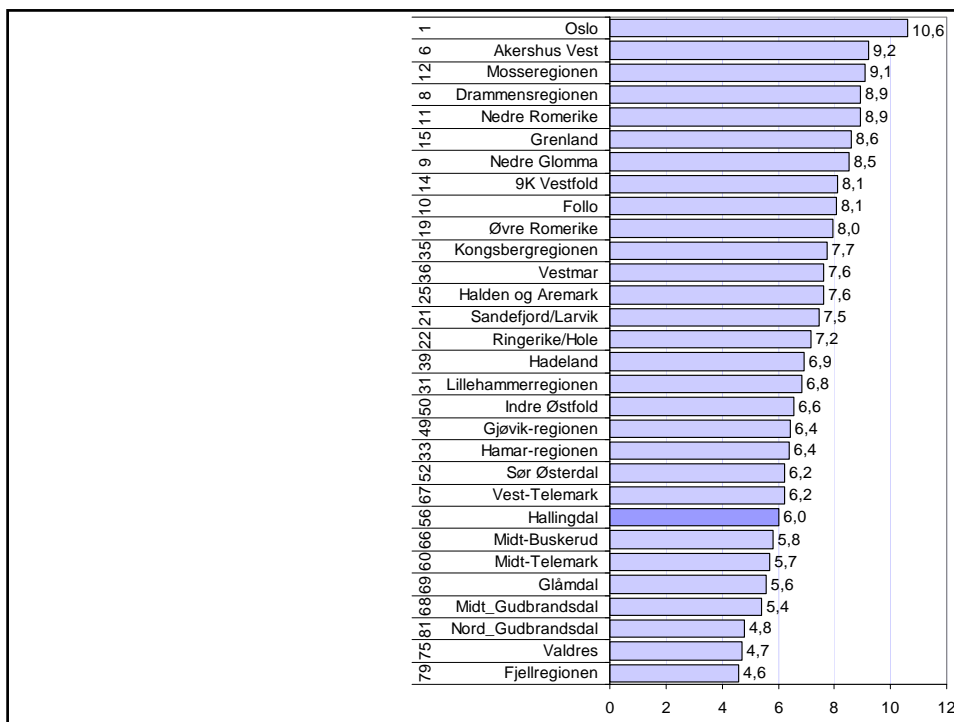


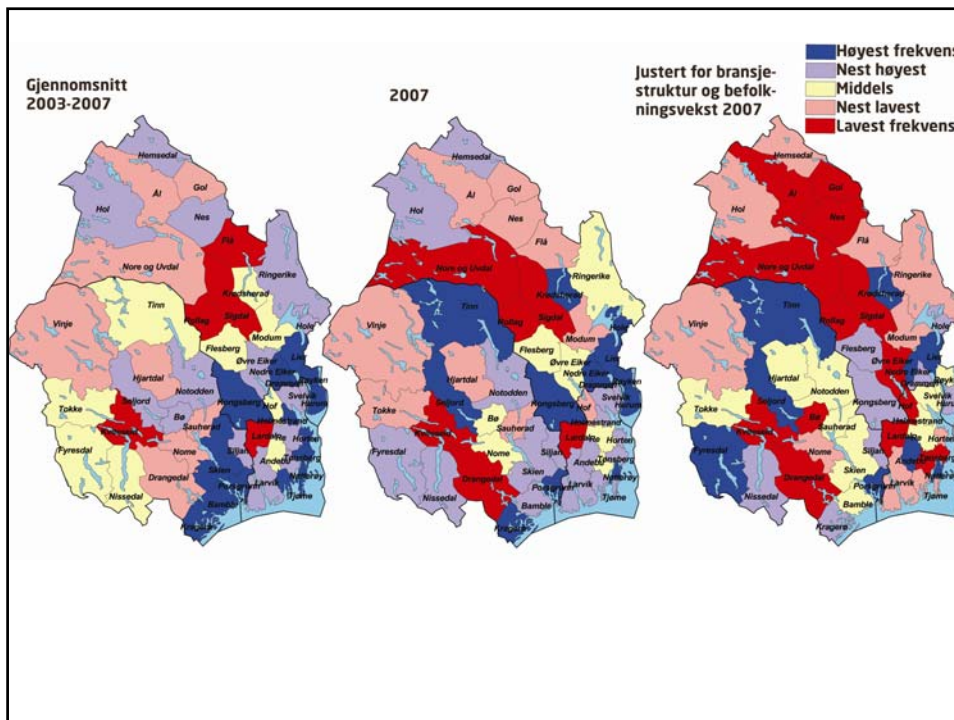
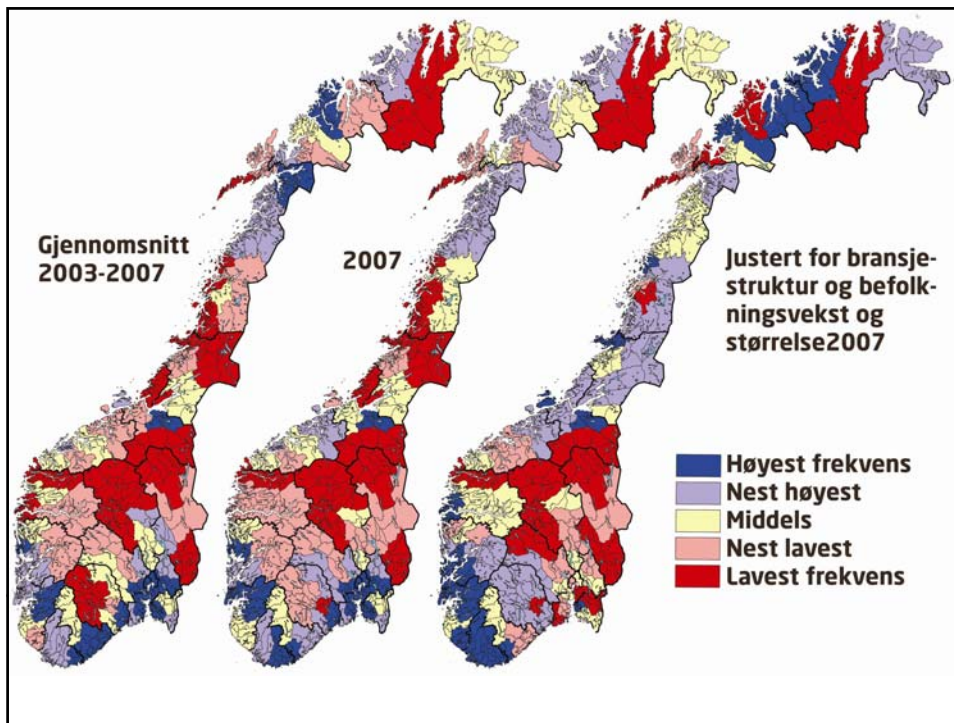




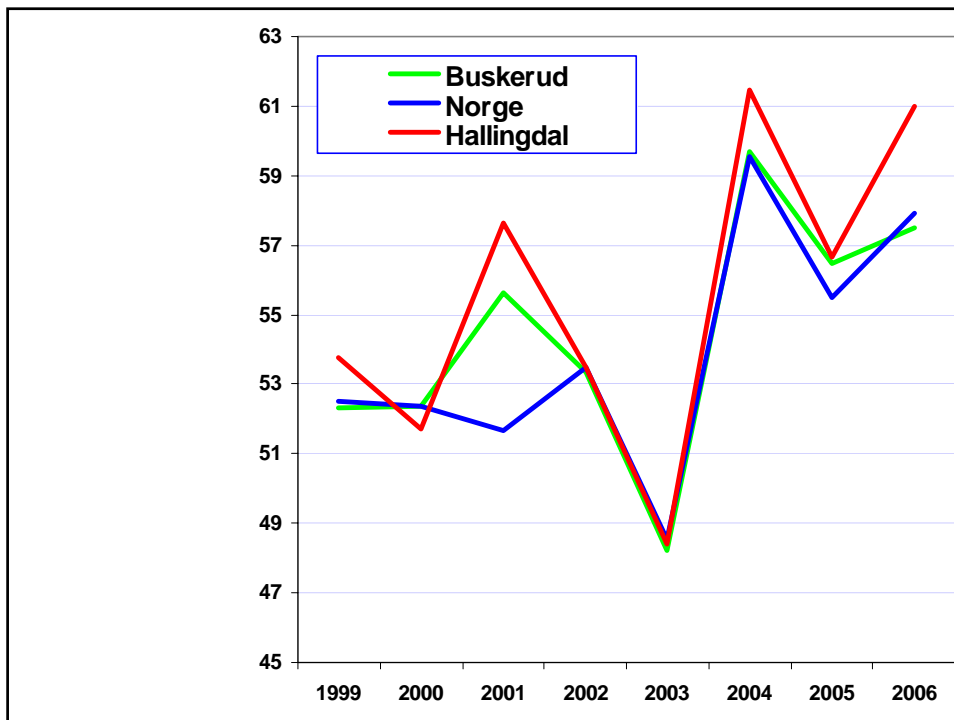
Nyetableringer

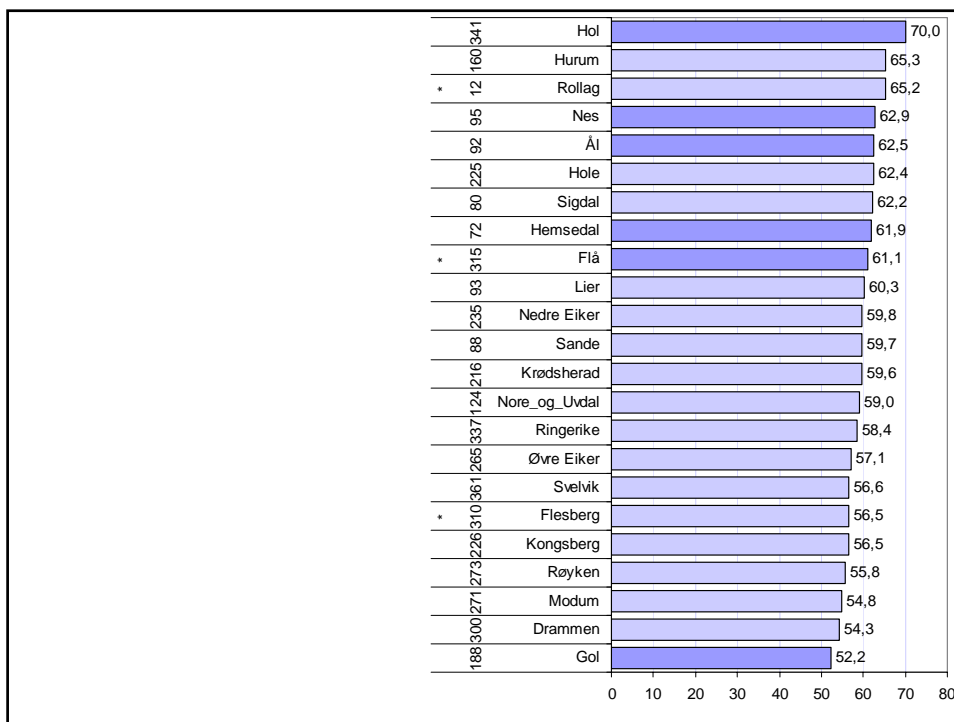
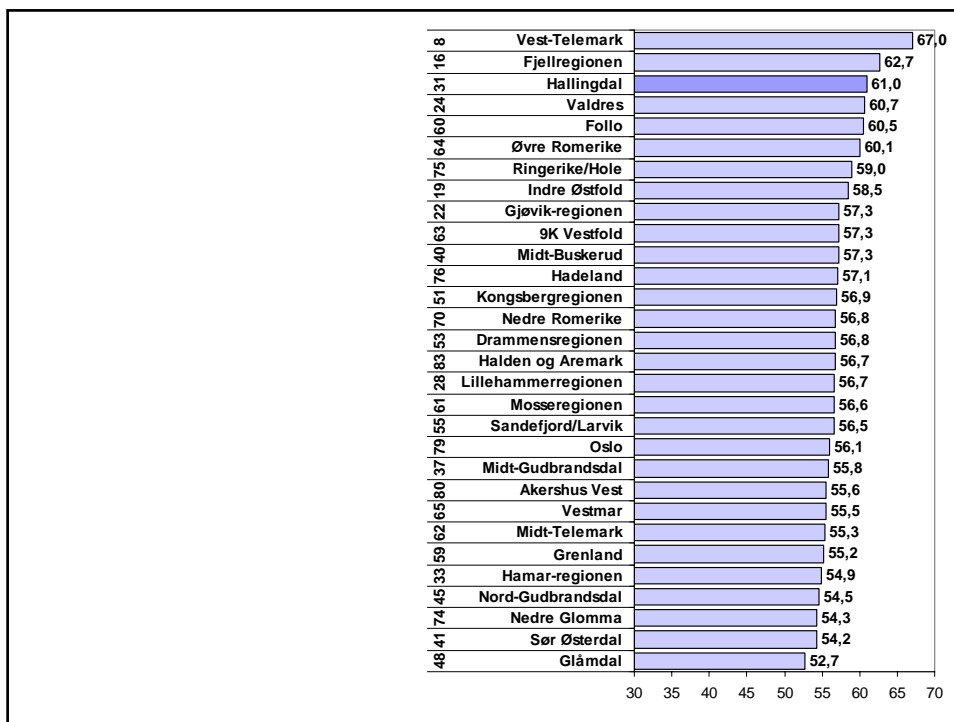




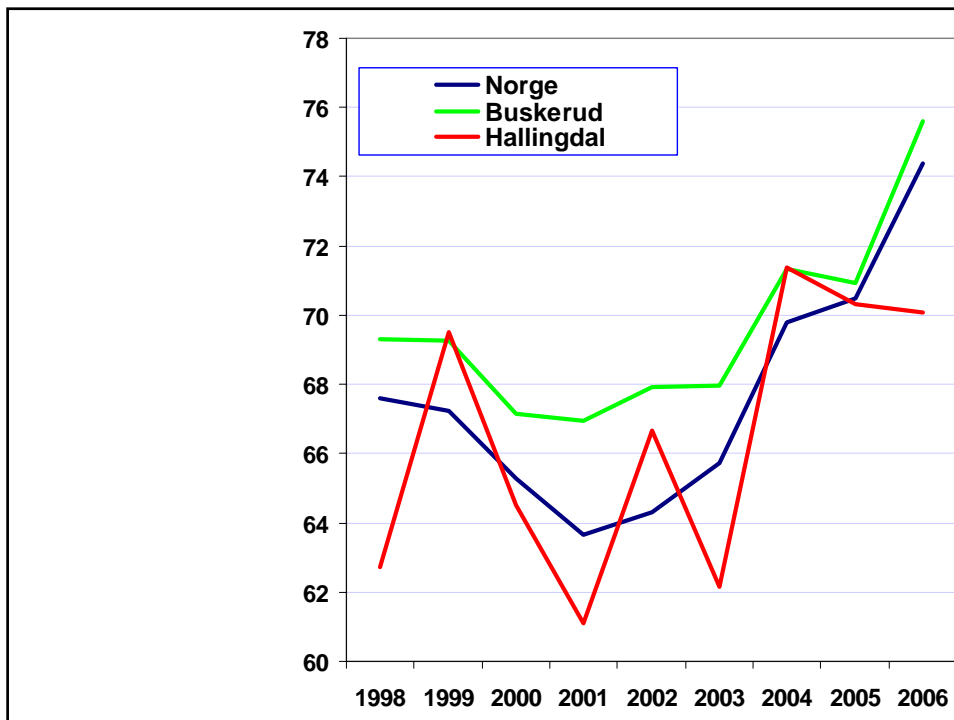


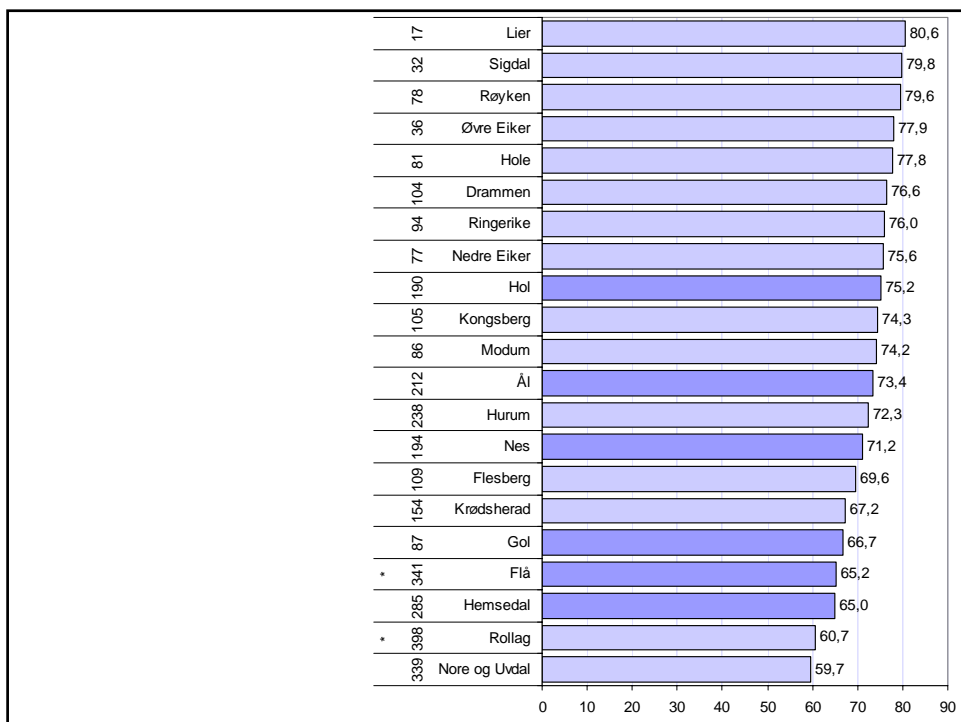
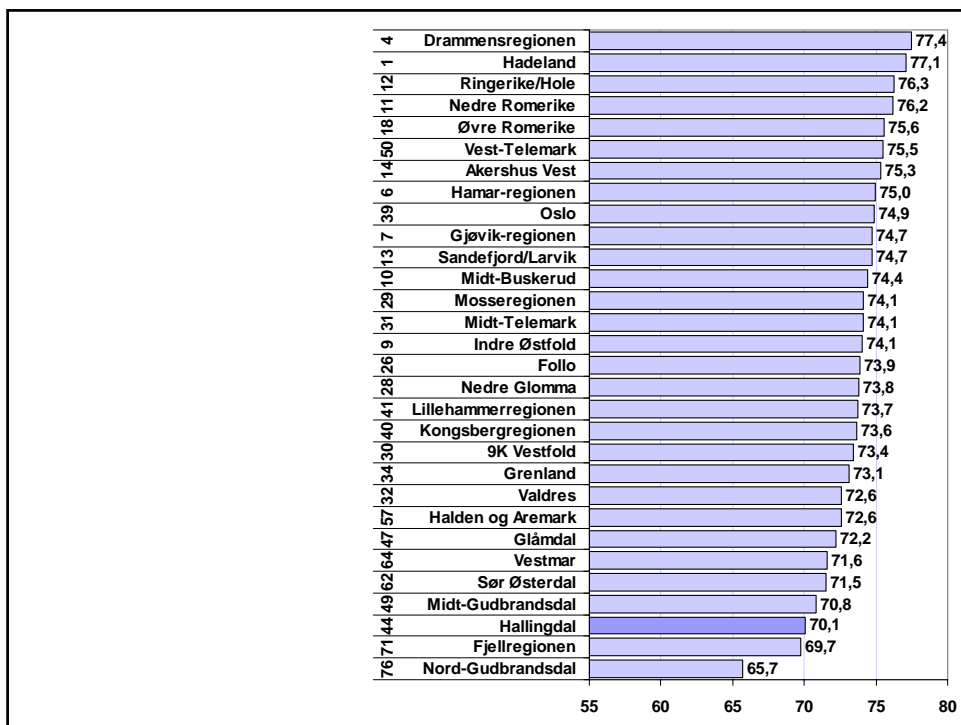
Vekst





Lønnsomhet





Næringslivsindeksen

