Using Data for Site Selection

WISCONSIN
DWD

Scott Hodek

Section Chief – Office of Economic Advisors
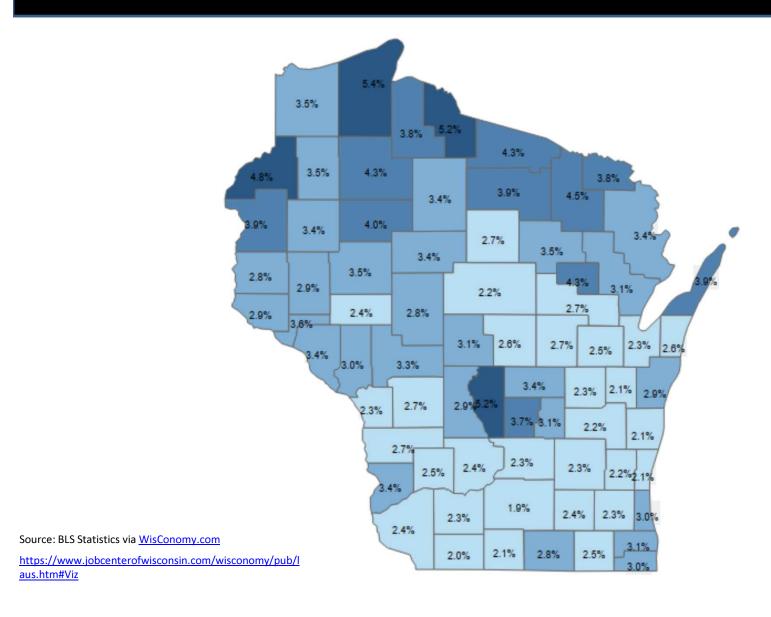
Department of Workforce Development

"Why should our business locate/expand here" – Our data and analysis can help

- Labor Force Availability

- Industry Clusters (Economic Localization, Synergies, Supply Chain)

- Quality of Life

- We work best with partners – location decision assistance is a team sport. Our data is best used in a synergistic approach with local economic development, WEDC, local government, contractors, realtors, etc.
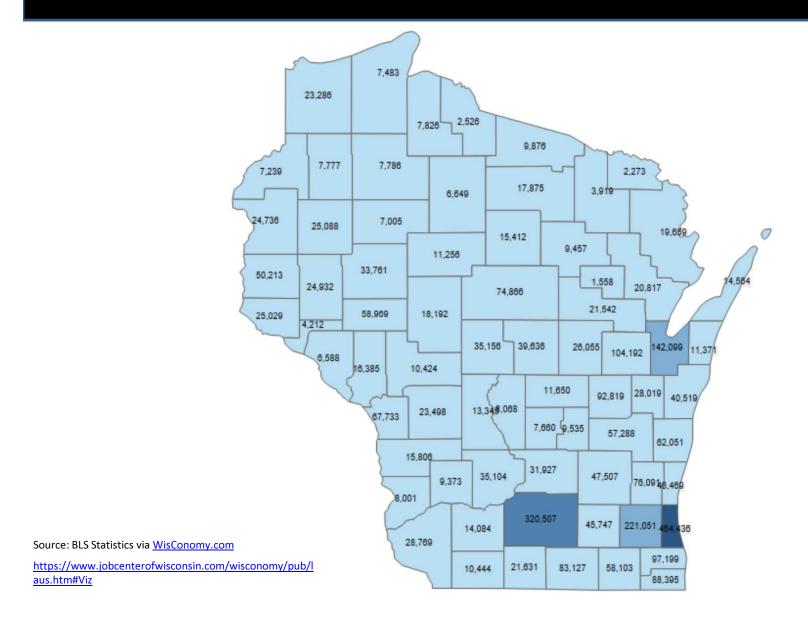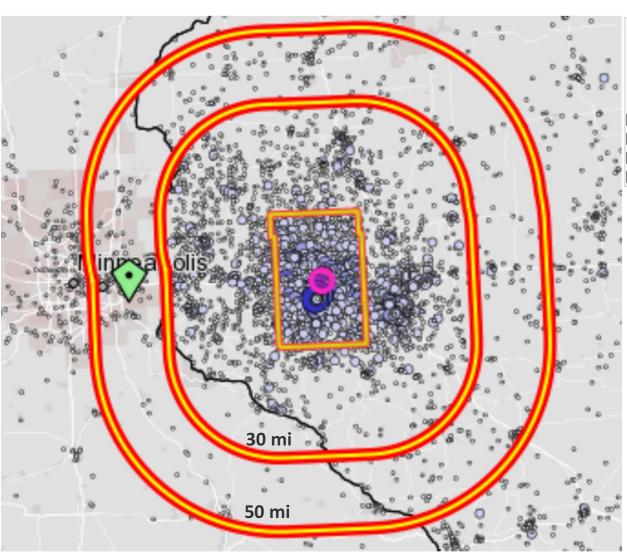
Dec. 2018 Unemployment Rates

Source: BLS Statistics via WisConomy.com

https://www.jobcenterofwisconsin.com/wisconomy/pub/laus.htm#Viz

Dec. 2018 Labor Force

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Commuting Flows (Census 2015) – into Dunn County
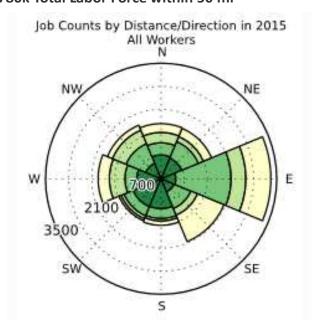
Jobs by Distance - Work Census Block to Home Census Block

	2015	
	Count	Share
Total Primary Jobs	15,155	100.0%
Less than 10 miles	5,344	35.3%
10 to 24 miles	4,732	31.2%
25 to 50 miles	2,226	14.7%
Greater than 50 miles	2,853	18.8%

213k Total Labor Force within 30 mi
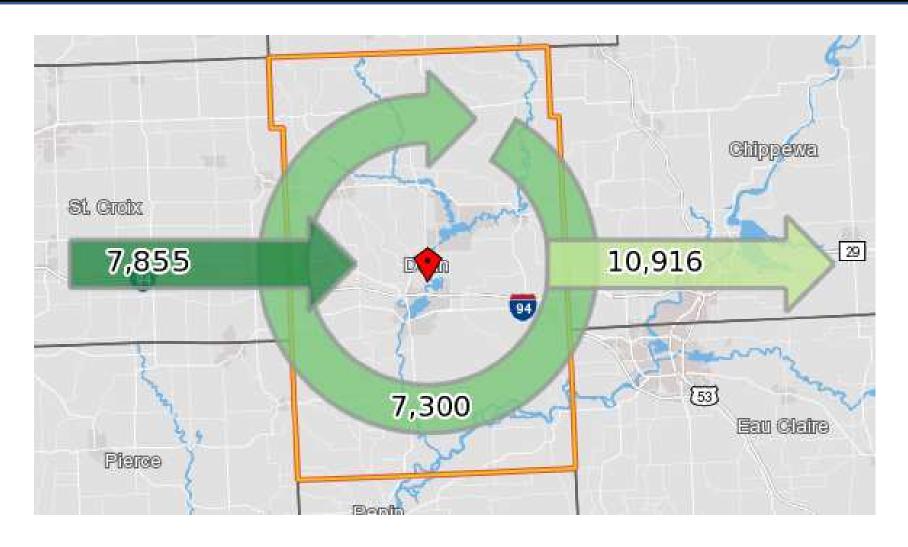
780k Total Labor Force within 50 mi

Job Counts by Distance/Direction in 2015
All Workers

30 mi

50 mi

Commuting Flows (Census 2015) – Dunn County inflow/outflow

Dunn County LFPR – 67.3% - Highly Engaged Labor Force

Source: OEA Special Tabulation, using US Census, BLS and DOA Demographic Services – Ask your local OEA economist for this!

Population Changes

	Final Estimate 2018	Numeric Change from 2010	Percent Change from 2010-2018	2040 Projected	2040 Percent Change from 2010
Dunn	44,617	760	1.73%	48,485	14.2%
Eau Claire	102,816	4,080	4.13%	111,610	21.8%
St. Croix	88,583	4,238	5.02%	119,010	41.1%
Wisconsin	5,816,231	129,245	2.27%	6,491,635	14.1%
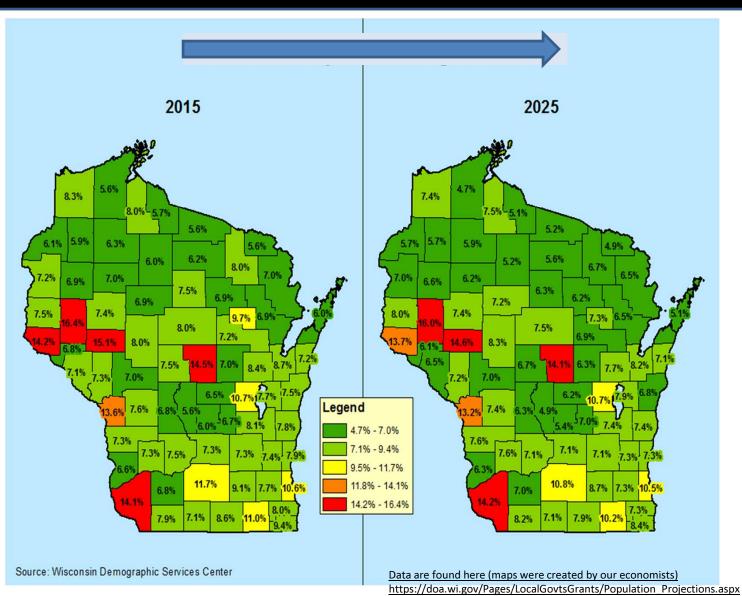
Source: WI Dept. of Administration Demographic Services Center and US Census Bureau

https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Projections.aspx

Just looking for current population trends? Try this easy tool on WisConomy.com https://www.jobcenterofwisconsin.com/wisconomy/pub/population.htm#Viz
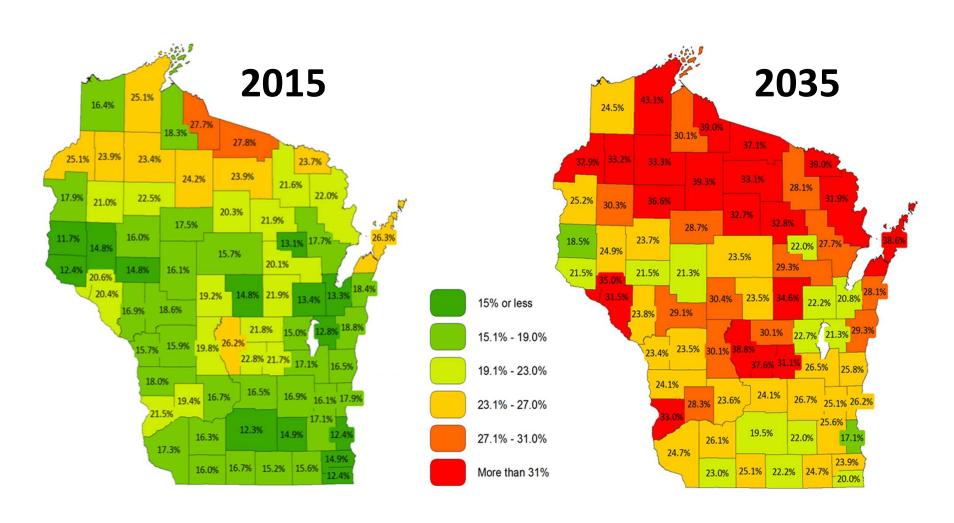
Percent of total population 18-24

Source: Wisconsin Demographic Services Center

Projected Share of People 65 or More Years Old
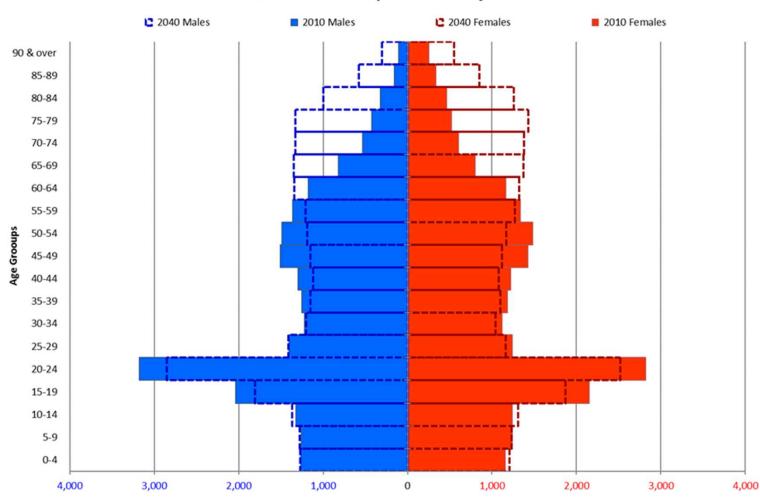
Source: WI Dept. of Administration Demographic Services Center, Data are found here (maps were created by our economists)
https://doa.wi.gov/Pages/LocalGovtsGrants/Population_Projections.aspx

Dunn County Age-Sex Projections
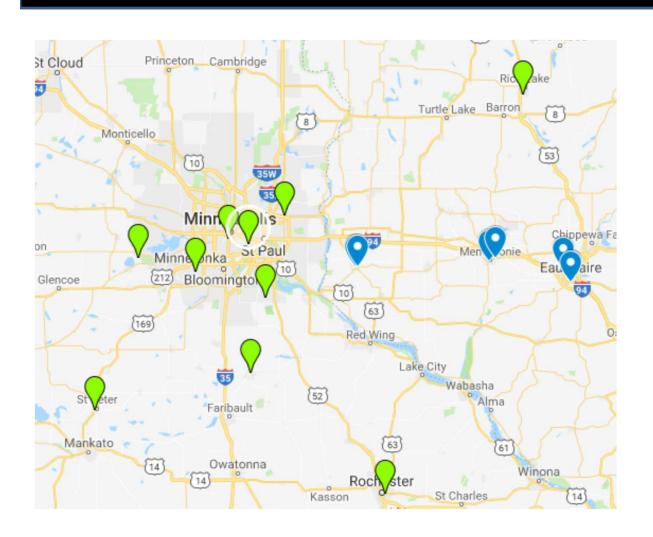
Dunn County Age-Sex Pyramid, 2010 and 2040 Population Projections

Available Post Secondary Graduates, West Central WI

3 UW System Colleges and 2 Technical Colleges within this region alone producing about 7,700 Grads per year.

UW STOUT

UW Eau Claire

UW River Falls

Chippewa Valley Technical College

Wisconsin Indianhead Technical College

Source: National Center for Education Statistics, https://nces.ed.gov/

I generally use the school and college search tool: https://nces.ed.gov/globallocator/

Industry Mix, Dane County

County Employment By Industry

Year	Area	Industry (NAICS) Title	Average Employment	Average Weekly Wage	Average Establishment Count	Average Annual Wage
2017	Dane County	Health Care and Social Assistance	48,120	$1,099	1,902	$57,160
		Educational Services	36,008	$1,051	416	$54,637
		Retail Trade	31,911	$571	1,566	$29,701
		Accommodation and Food Services	28,212	$327	1,319	$17,003
		Manufacturing	23,993	$1,145	597	$59,533
		Public Administration	21,459	$1,107	204	$57,573
		Professional; Scientific; and Technical Services	21,024	$1,475	2,016	$76,714
		Finance and Insurance	17,504	$1,520	867	$79,044
		Administrative and Support and Waste Management and Reme..	16,656	$651	853	$33,872
		Information	16,128	$1,798	336	$93,499

Year: 2017

Ownership: Aggregate of all types

Industry Level: Sector (2 digit)

Industry (NAICS) Title: (All)

Area Name: Dane County

Select Measures for Chart: Average Employment
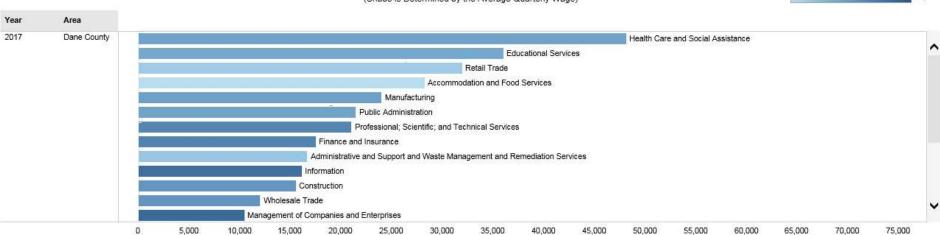
Sectors without data are non-disclosable.

County Average Employment By Industry
(Shade is Determined by the Average Quarterly Wage)
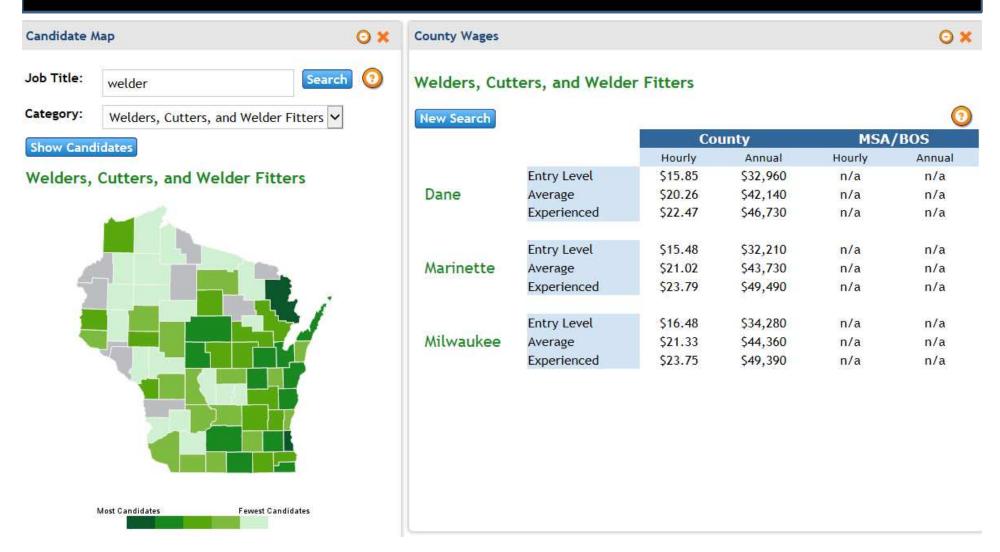
Average Weekly Wage $327 — $2,152

Bar chart — Year: 2017, Area: Dane County

- Health Care and Social Assistance
- Educational Services
- Retail Trade
- Accommodation and Food Services
- Manufacturing
- Public Administration
- Professional; Scientific; and Technical Services
- Finance and Insurance
- Administrative and Support and Waste Management and Remediation Services
- Information
- Construction
- Wholesale Trade
- Management of Companies and Enterprises

(Axis: 0 to 75,000)

Candidate Map and County Wages from MyLMI

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Candidate Map

Job Title: welder [Search]

Category: Welders, Cutters, and Welder Fitters

[Show Candidates]

Welders, Cutters, and Welder Fitters

Most Candidates — Fewest Candidates

County Wages

Welders, Cutters, and Welder Fitters

[New Search]

		County		MSA/BOS	
		Hourly	Annual	Hourly	Annual
Dane	Entry Level	$15.85	$32,960	n/a	n/a
	Average	$20.26	$42,140	n/a	n/a
	Experienced	$22.47	$46,730	n/a	n/a
Marinette	Entry Level	$15.48	$32,210	n/a	n/a
	Average	$21.02	$43,730	n/a	n/a
	Experienced	$23.79	$49,490	n/a	n/a
Milwaukee	Entry Level	$16.48	$34,280	n/a	n/a
	Average	$21.33	$44,360	n/a	n/a
	Experienced	$23.75	$49,390	n/a	n/a

More In-Depth Wage and Occupation Data from the Occupational Employment Statistics Program (OES)

Answers wage questions, but also highlights skill clusters in an area

| Area	Occupation	Wage Type	Employment Count	Entry-Level Wage	Experienced-Level Wage	Median Wage	Wage at 10th Percentile	Wage at 25th Percentile	Wage at 75th Percentile	Wage at 90th Percentile
Dane County	Computer Systems Analysts	Annual wage or salary	3,920	$55,120.00	$104,900.00	$80,180.00	$51,260.00	$62,830.00	$99,180.00	$125,230.00
		Hourly wage	3,920	$26.50	$50.43	$38.55	$24.64	$30.21	$47.68	$60.21
	Computer User Support Specialists	Annual wage or salary	2,510	$36,800.00	$64,750.00	$52,190.00	$33,920.00	$42,010.00	$67,930.00	$82,500.00
		Hourly wage	2,510	$17.69	$31.13	$25.09	$16.31	$20.20	$32.66	$39.66
	Network and Computer Systems Administrato.	Annual wage or salary	1,320	$55,760.00	$94,030.00	$79,630.00	$50,390.00	$63,570.00	$98,290.00	$118,860.00
		Hourly wage	1,320	$26.81	$45.21	$38.29	$24.23	$30.56	$47.26	$57.14
	Software Developers; Systems Software	Annual wage or salary	1,190	$61,010.00	$93,330.00	$81,590.00	$54,930.00	$68,460.00	$98,020.00	$113,970.00
		Hourly wage	1,190	$29.33	$44.87	$39.23	$26.41	$32.91	$47.13	$54.79
	Web Developers	Annual wage or salary	870	$30,340.00	$64,050.00	$52,840.00	$27,880.00	$32,770.00	$66,030.00	$80,780.00
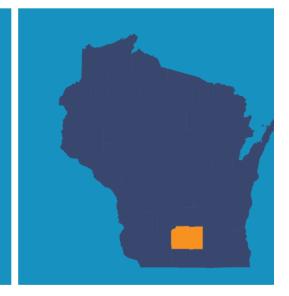
If the employer is new to the area, they may need some background – we can help

DWD

Our regional economists write county profiles every other year – a useful addition to any familiarity package

https://www.jobcenterofwisconsin.com/wisconomy/query#projectionData

2017 ECONOMIC AND WORKFORCE PROFILE
Dane County

Household Costs – Dane County

TABLE 13. The Self-Sufficiency Standard for Dane County, WI 2016

	Adult	Adult Preschooler	Adult Infant Preschooler	Adult Preschooler School-age	Adult School-age Teenager	2 Adults Infant	2 Adults Infant Preschooler	2 Adults Preschooler School-age
MONTHLY COSTS								
Housing	$780	$936	$936	$936	$936	$936	$936	$936
Child Care	$0	$1,115	$2,361	$1,660	$545	$1,246	$2,361	$1,660
Food	$253	$383	$503	$579	$672	$614	$723	$795
Transportation	$227	$235	$235	$235	$235	$446	$446	$446
Health Care	$162	$377	$393	$400	$427	$442	$455	$462
Miscellaneous	$142	$305	$443	$381	$281	$368	$492	$430
Taxes	$243	$823	$1,340	$1,051	$531	$844	$1,305	$1,007
Earned Income Tax Credit (-)	$0	$0	$0	$0	($115)	$0	$0	$0
Child Care Tax Credit (-)	$0	($50)	($100)	($100)	($115)	($50)	($100)	($100)
Child Tax Credit (-)	$0	($83)	($167)	($167)	($167)	($83)	($167)	($167)

Questions?

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WisConomy.com

http://dwd.wisconsin.gov