

Current Workforce Demographics and Trends

Southwest Wisconsin's Future Workforce

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Economic Development Administration
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Using Economic and Demographic Data

Uses:

- Stimulate discussion;
- Affirm or challenge current perceptions;
- Identify local strengths and weaknesses;
- Recognize and prepare for change.

Considerations:

- Looking for patterns, not a single answer;
- More concerned with trends than precision;
- Focus more attention on comparing figures.

Considering Regional Approaches to Workforce Solutions

Worker Flow for Richland County (Q2 2015)

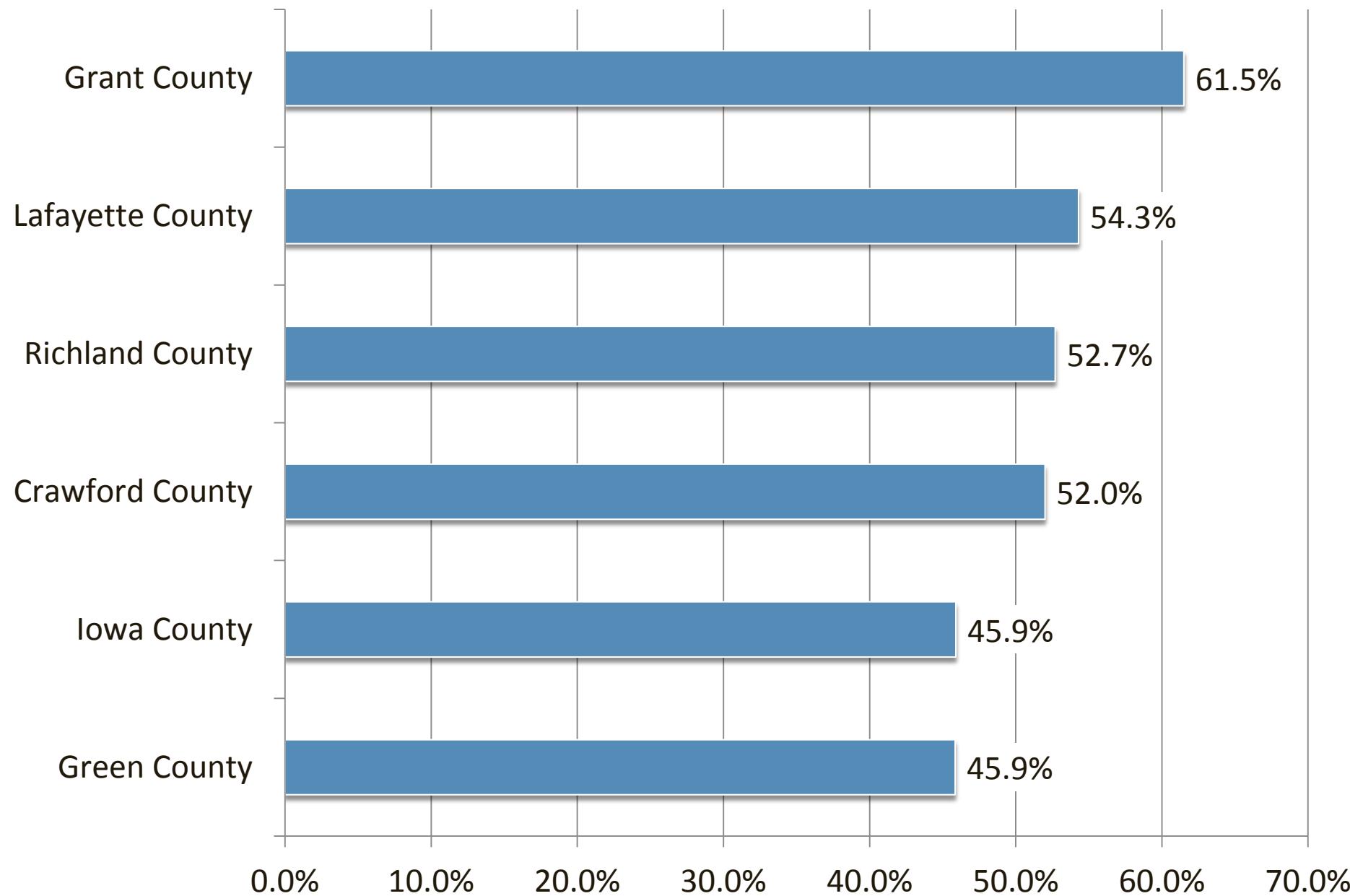
Employees Working in Richland County *County of Residence (n = 5,554)*

| Place of Residence | Count | Share |
|----------------------|-------|-------|
| Richland County, WI | 2,926 | 52.7% |
| Sauk County, WI | 373 | 6.7% |
| Grant County, WI | 364 | 6.6% |
| Vernon County, WI | 332 | 6.0% |
| Crawford County, WI | 172 | 3.1% |
| Dane County, WI | 130 | 2.3% |
| Iowa County, WI | 124 | 2.2% |
| La Crosse County, WI | 115 | 2.1% |
| Columbia County, WI | 74 | 1.3% |
| Monroe County, WI | 74 | 1.3% |
| All Other Locations | 870 | 15.7% |

Employees Residing in Richland County *County of Employment (n= 7,648)*

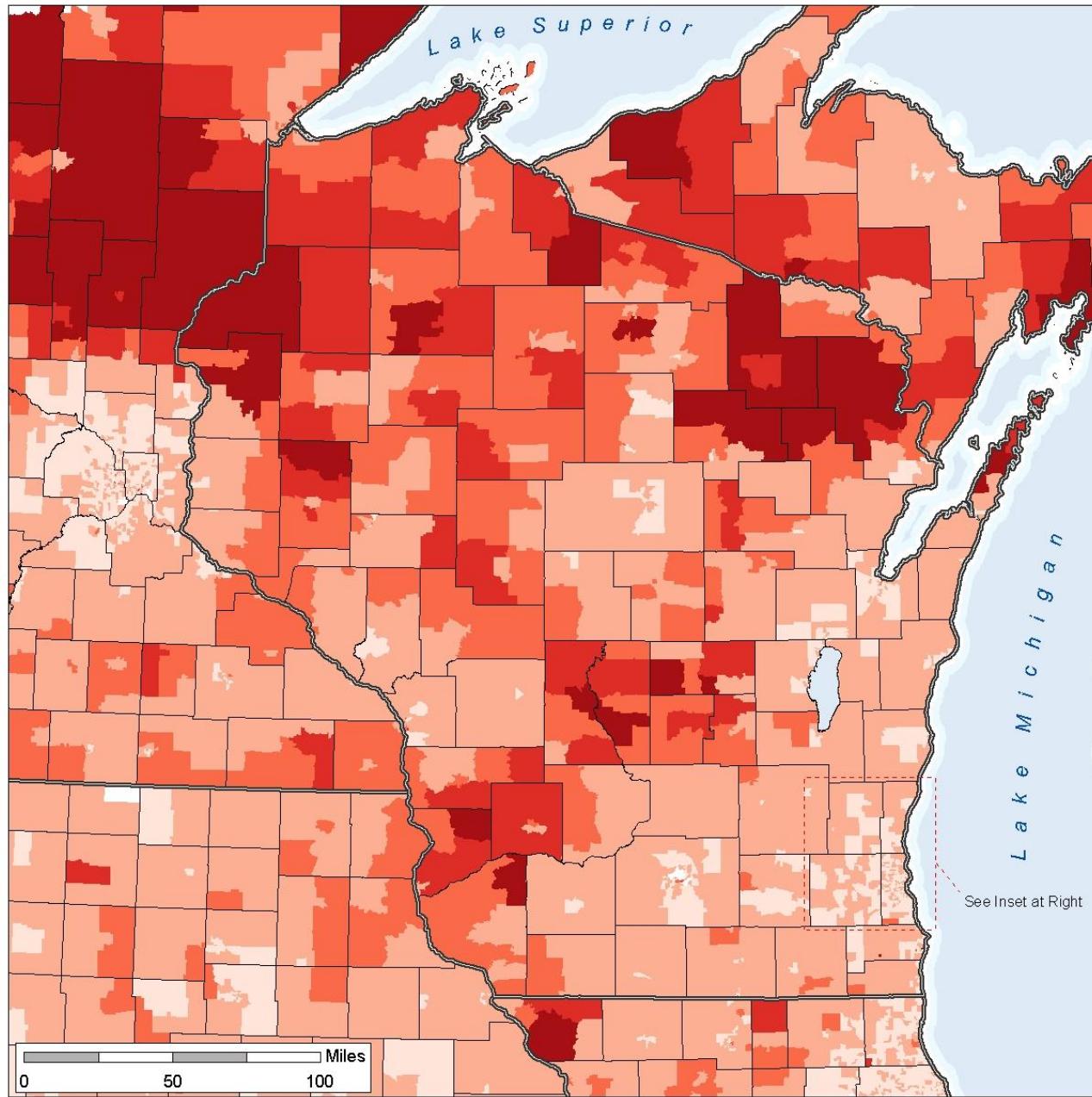
| Place of Employment | Count | Share |
|----------------------|-------|-------|
| Richland County, WI | 2,926 | 38.3% |
| Sauk County, WI | 1,040 | 13.6% |
| Dane County, WI | 982 | 12.8% |
| Grant County, WI | 439 | 5.7% |
| Vernon County, WI | 329 | 4.3% |
| Iowa County, WI | 220 | 2.9% |
| Crawford County, WI | 152 | 2.0% |
| Rock County, WI | 129 | 1.7% |
| Milwaukee County, WI | 114 | 1.5% |
| Columbia County, WI | 97 | 1.3% |
| All Other Locations | 1,220 | 16.0% |

Share of Jobs in a County Filled by County Residents



Stretch Commuters by Census Tract of Residence

Percent of Commuters Driving 50 Miles or More Each Way



Percent of Commuters Driving 50+ Miles to Work (each way) in each Census Tract
(2.1% of all WI Commuters)

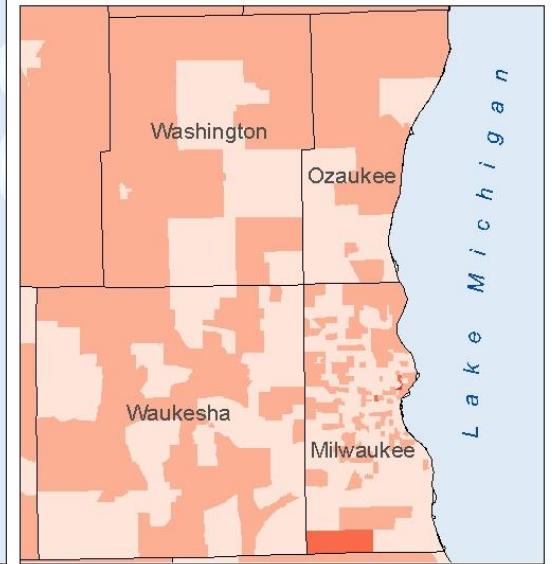
- 1.0% or Less
- 1.1% to 4.0%
- 4.1% to 7.0%
- 7.1% to 10.0%
- 10.1% or More
- County Boundaries
- State Borders



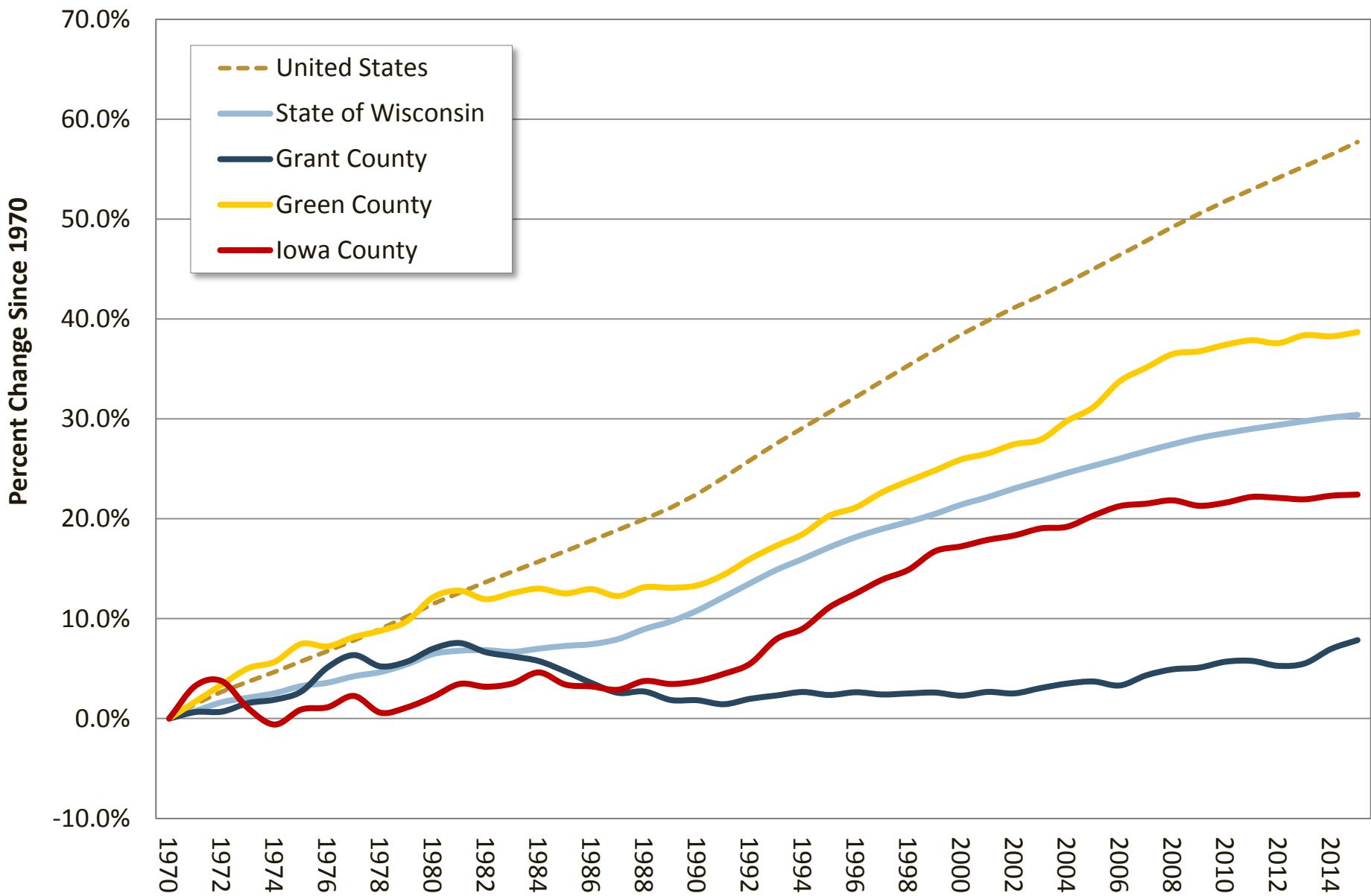
Data Sources: UWEX and Census Transportation Planning Package

"Stretch Commuters" are defined by the U.S. Census Bureau as commuters traveling 50 or more miles to work each way. For this analysis, only commuters who drive were used.

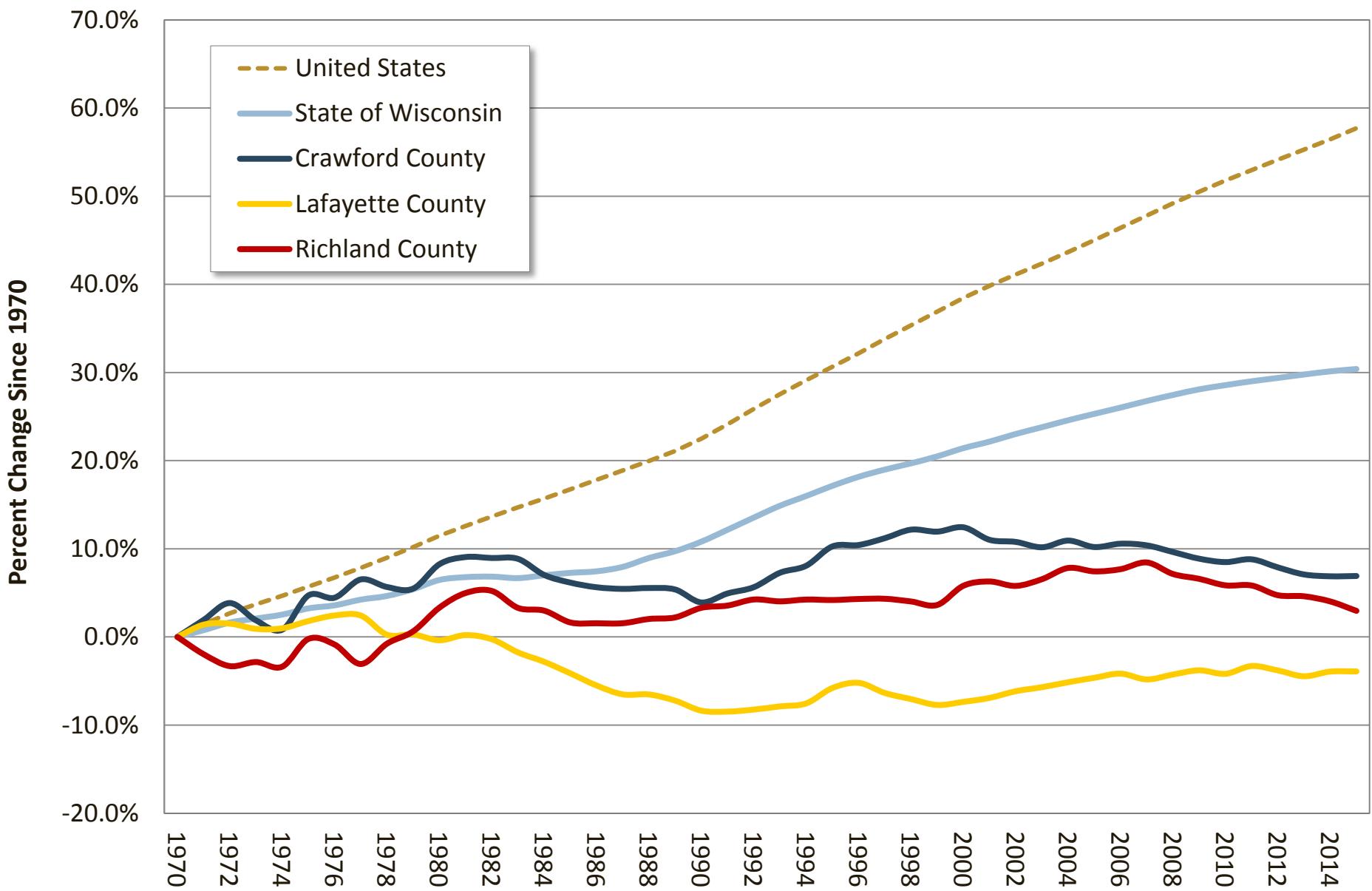
Map Production: Matt Kures - May 2004
Copyright: Center for Community Economic Development



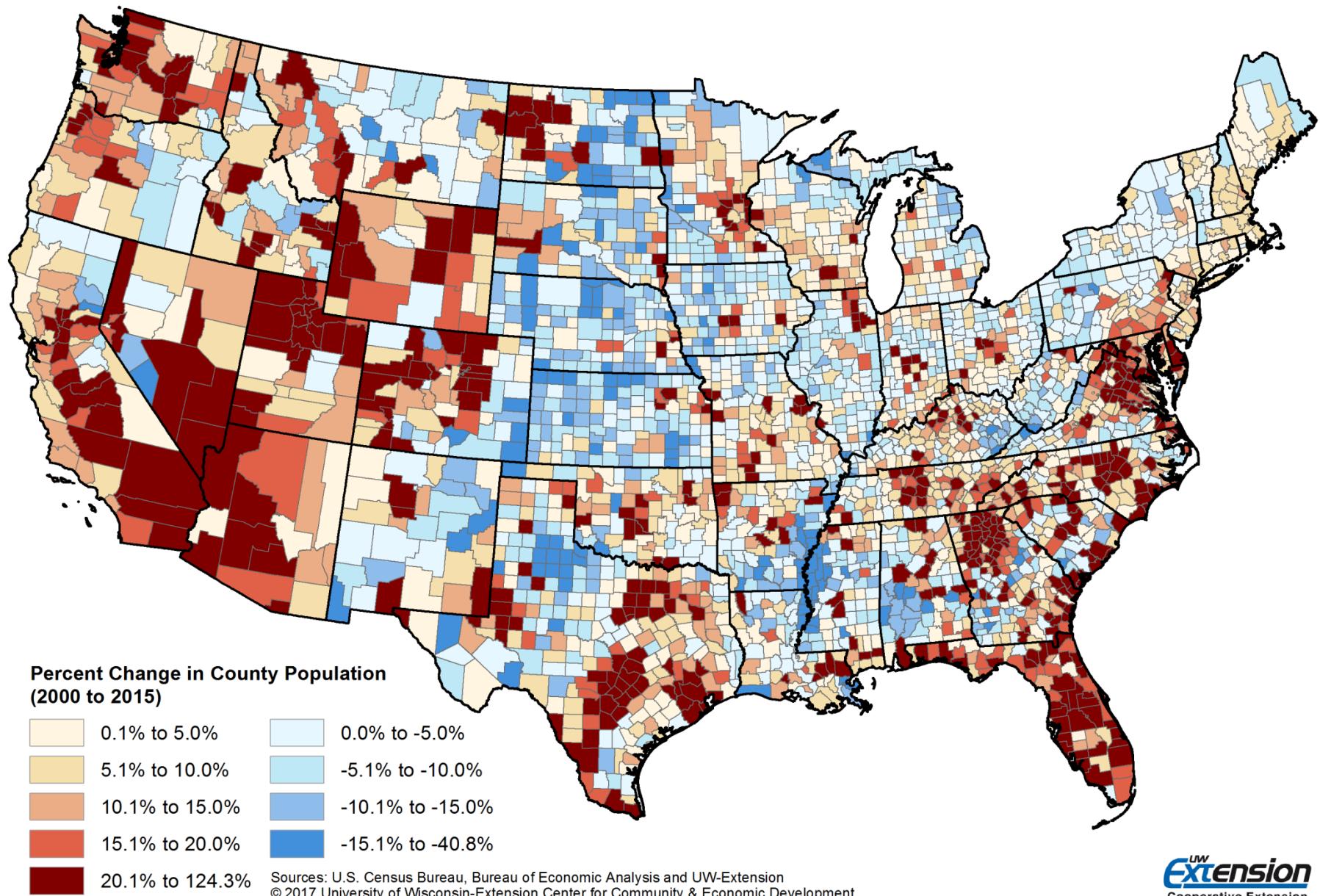
Percent Change in Population Since 1970



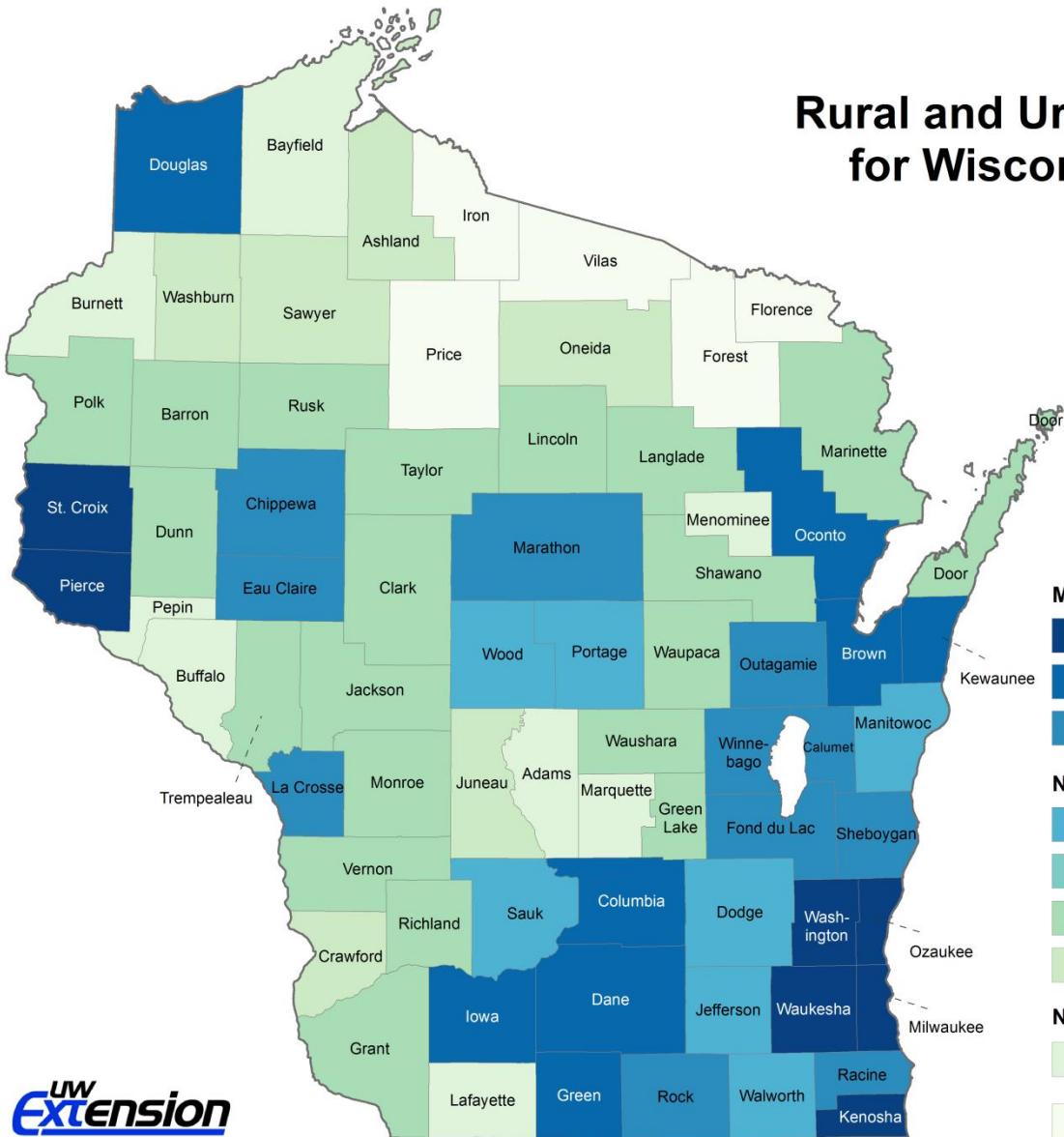
Percent Change in Population Since 1970



Percent Change in Population by County - 2000 to 2015



Rural and Urban Continuum Codes for Wisconsin Counties - 2013



Metro Counties

- 1 - Counties in an MSA with 1 million people or more
- 2 - Counties in an MSA with 250,000 to 1 million people
- 3 - Counties in an MSA with fewer than 250,000 people

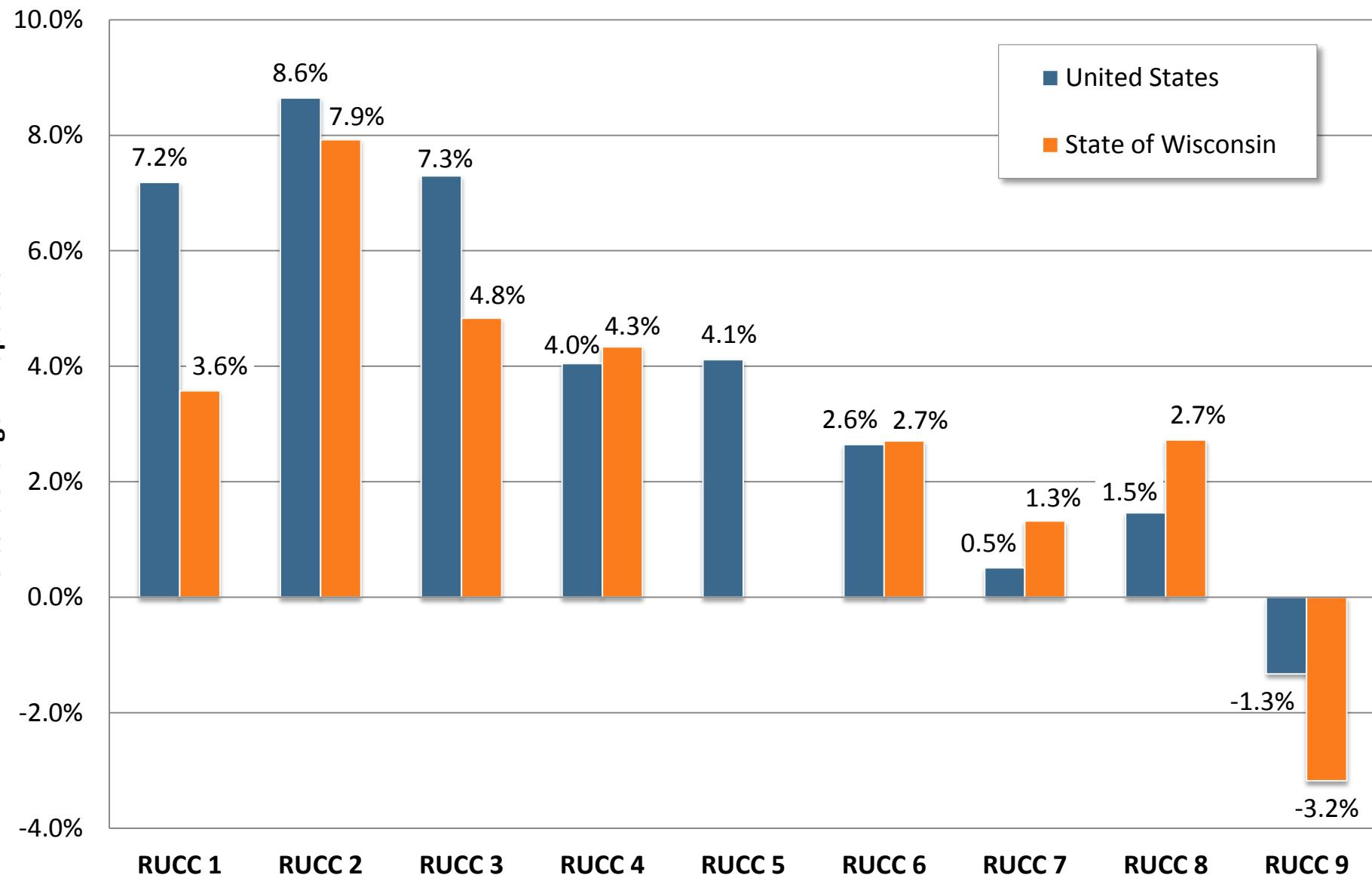
Non-Metro Counties - Urban Population Greater than 2,500

- 4 - Urban pop. of 20,000 or more, adjacent to MSA
- 5 - Urban pop. of 20,000 or more, not adjacent to MSA
- 6 - Urban pop. of 2,500 to 19,999, adjacent to MSA
- 7 - Urban pop. of 2,500 to 19,999, not adjacent to MSA

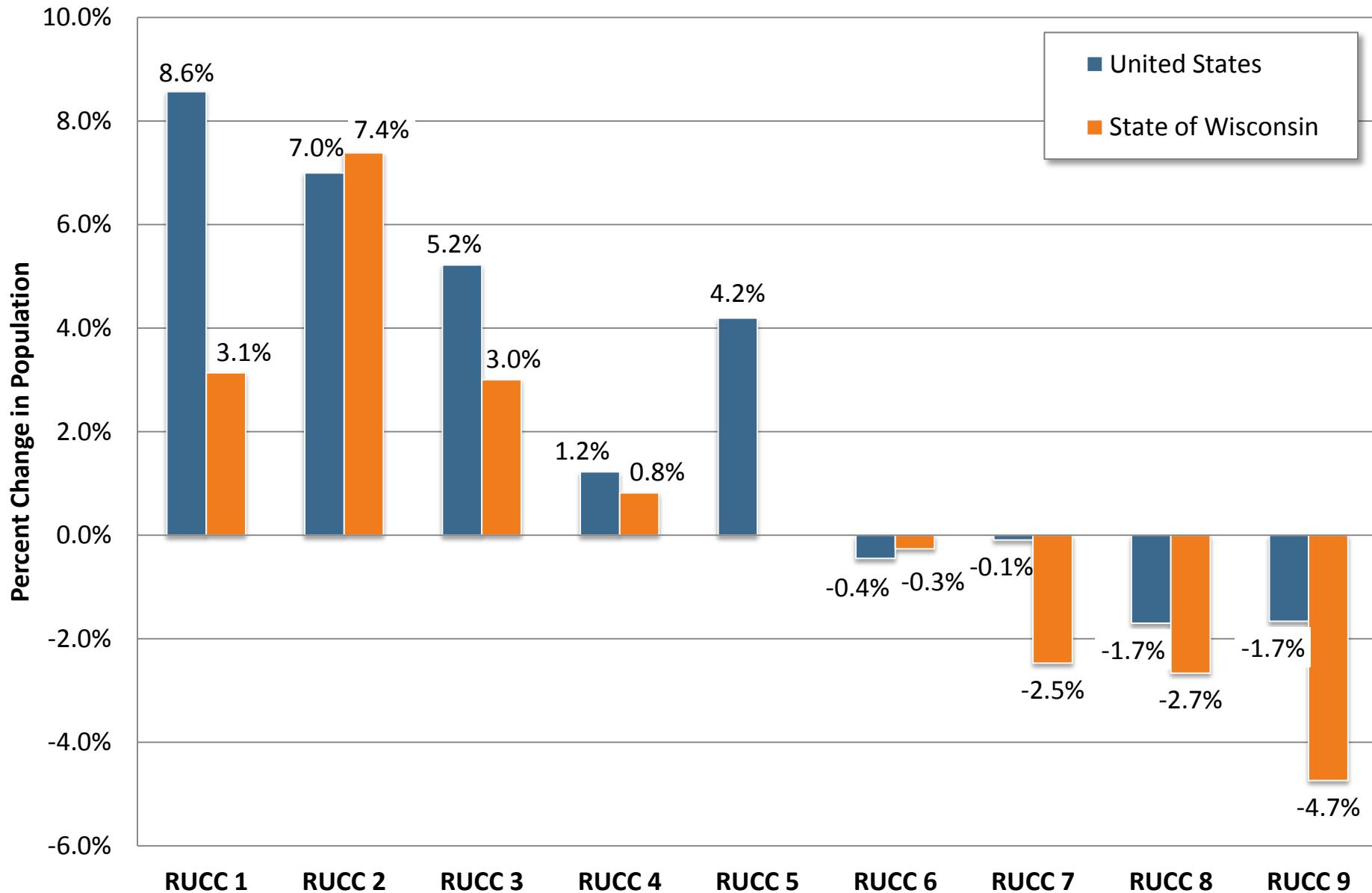
Non-Metro Counties - Urban Population less than 2,500

- 8 - Completely rural or less than 2,500 urban pop., adjacent to an MSA
- 9 - Completely rural or less than 2,500 urban pop., not adjacent to an MSA

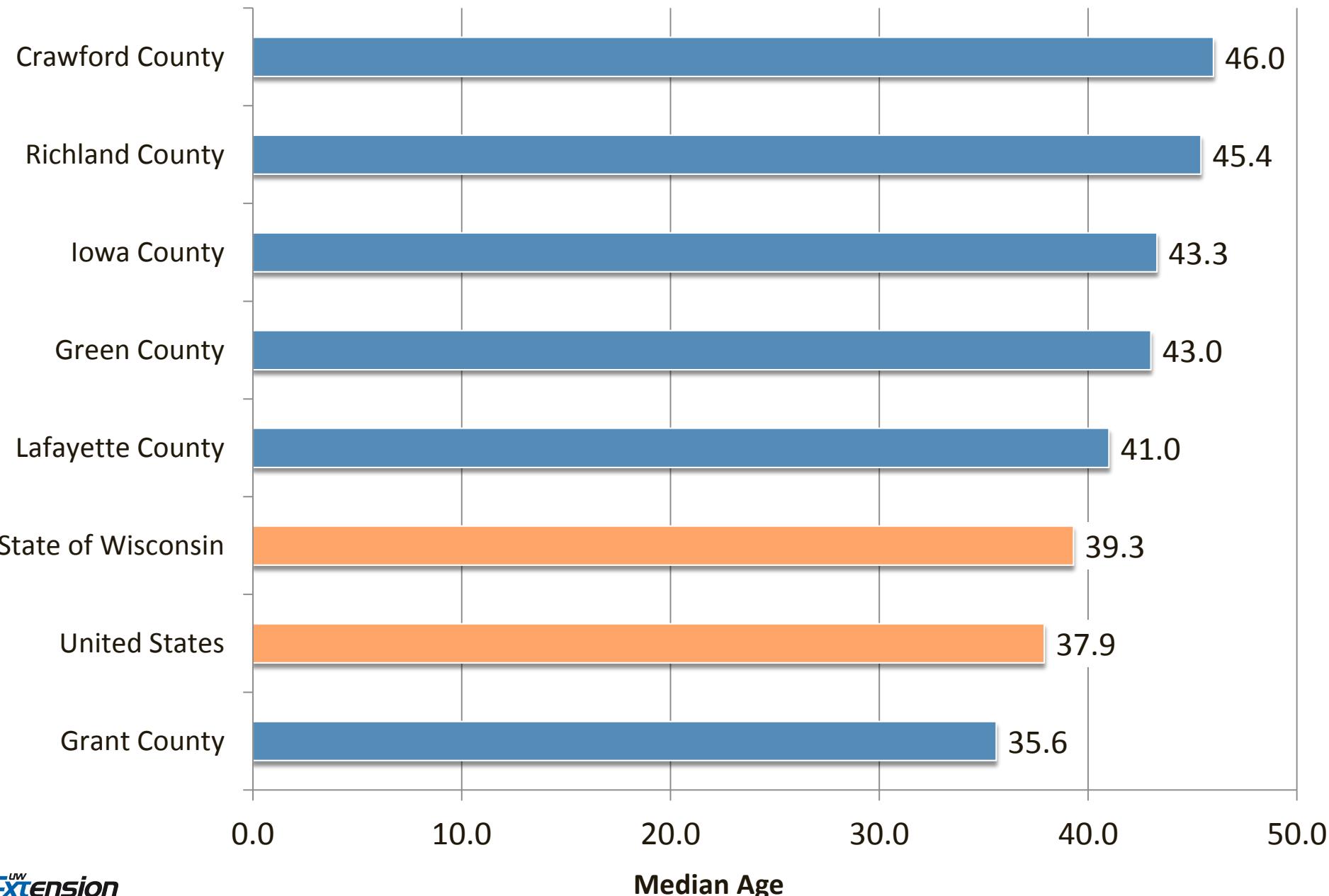
Percent Change in Population 2000 to 2007 By Rural-Urban Continuum Code



Percent Change in Population 2007 to 2015 By Rural-Urban Continuum Code



Median Age in 2016



Age Distribution – 2016 Estimates

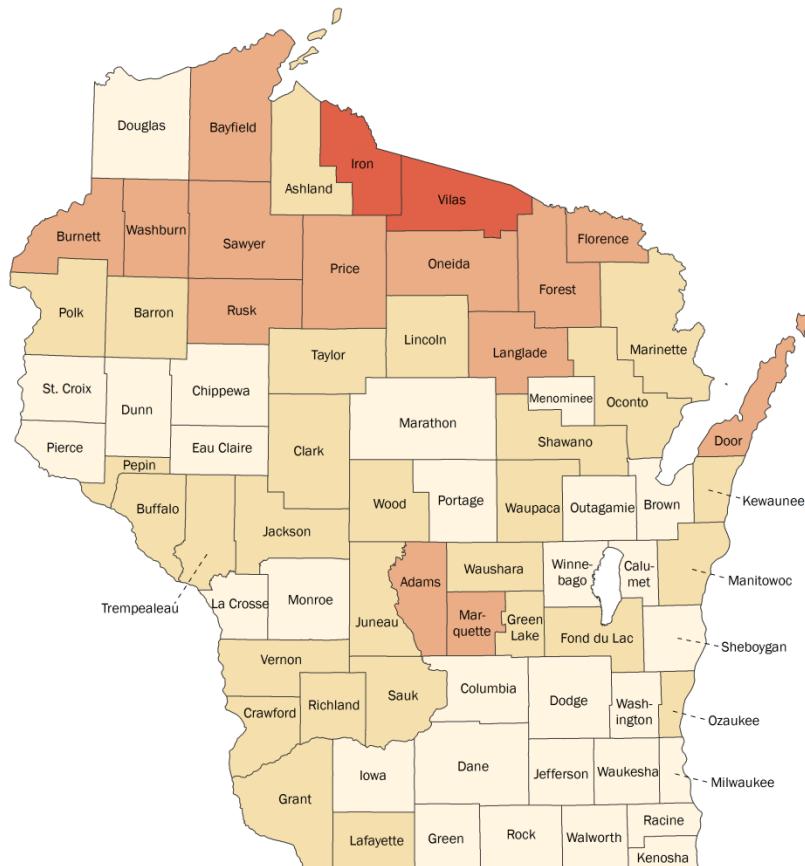
| <u>Age Group</u> | <u>Southwest Wisconsin</u> | <u>State of Wisconsin</u> | <u>United States</u> |
|------------------|--------------------------------|-------------------------------|--------------------------|
| Age 25 to 54 | 34.1% | 38.0% | 39.6% |
| Age 16 to 64 | 62.3% | 64.3% | 64.6% |
| Total Population | 163,493 | 5,778,708 | 323,127,513 |
| Under 5 | 5.5% | 5.8% | 6.2% |
| 5 to 14 | 12.7% | 12.5% | 12.7% |
| 15 to 24 | 14.6% | 13.6% | 13.5% |
| 25 to 34 | 10.6% | 12.6% | 13.8% |
| 35 to 44 | 10.7% | 11.9% | 12.5% |
| 45 to 54 | 12.9% | 13.5% | 13.2% |
| 55 to 64 | 14.9% | 14.0% | 12.8% |
| 65 to 74 | 10.0% | 9.2% | 8.9% |
| 75 to 84 | 5.6% | 4.6% | 4.4% |
| 85 or More | 2.6% | 2.2% | 2.0% |

Southwest Wisconsin Age Distributions – *2016 Estimates and 2030 Projections*

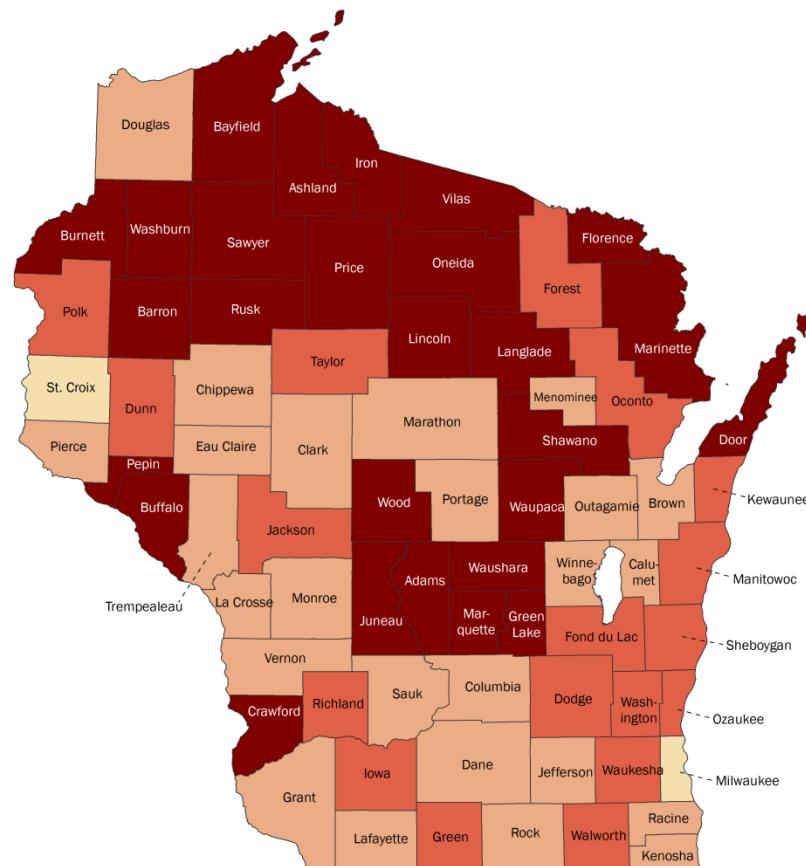
| <u>Age Group</u> | <u>Southwest Wisconsin 2016</u> | <u>Southwest Wisconsin 2030</u> |
|------------------|---------------------------------|---------------------------------|
| Age 25 to 54 | 34.1% | 31.5% |
| Age 16 to 64 | 62.3% | 54.8% |
| Total Population | 163,493 | 175,915 |
| Under 5 | 5.5% | 5.7% |
| 5 to 14 | 12.7% | 12.9% |
| 15 to 24 | 14.6% | 13.6% |
| 25 to 34 | 10.6% | 9.8% |
| 35 to 44 | 10.7% | 10.6% |
| 45 to 54 | 12.9% | 11.1% |
| 55 to 64 | 14.9% | 11.1% |
| 65 to 74 | 10.0% | 13.3% |
| 75 to 84 | 18.2% = 5.6% | 25.3% = 8.9% |
| 85 or More | 2.6% | 3.1% |

Projected Change in Population Age 65 and Over - 2010 to 2040

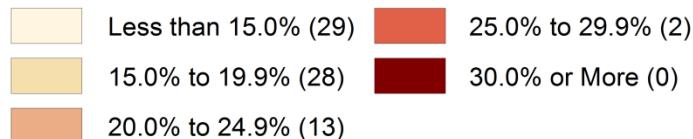
*Share of County Population Age 65 or Older -
2010 Census*



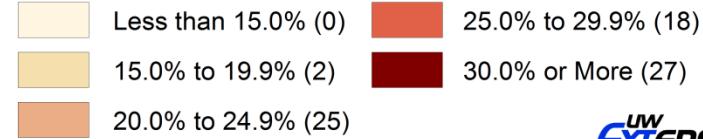
*Share of County Population Age 65 and Over -
2040 Projection*



**Share of Population Age 65 and Over - 2010 Census
(Number of Counties)**

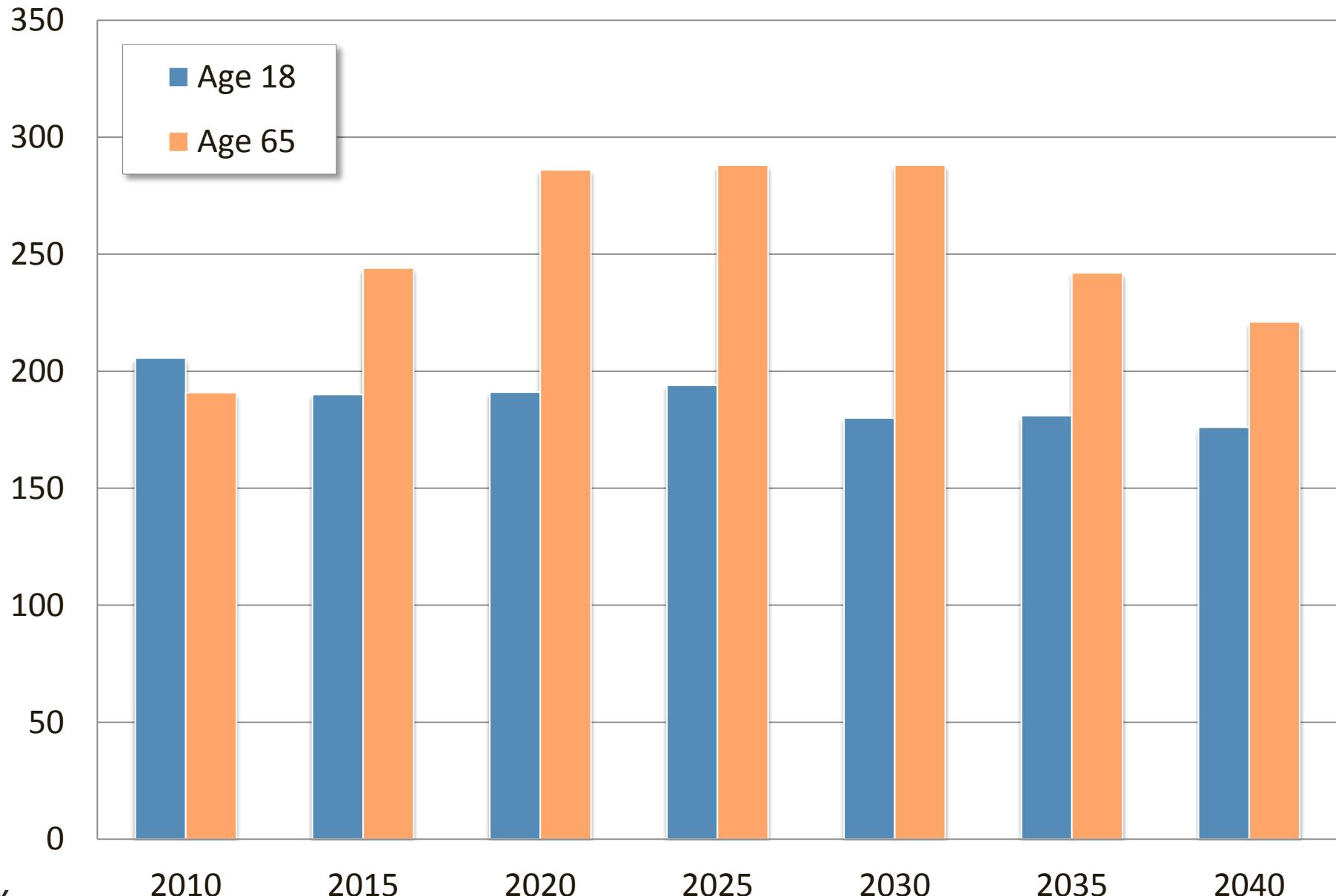


**Share of Population Age 65 and Over - 2040 Projection
(Number of Counties)**



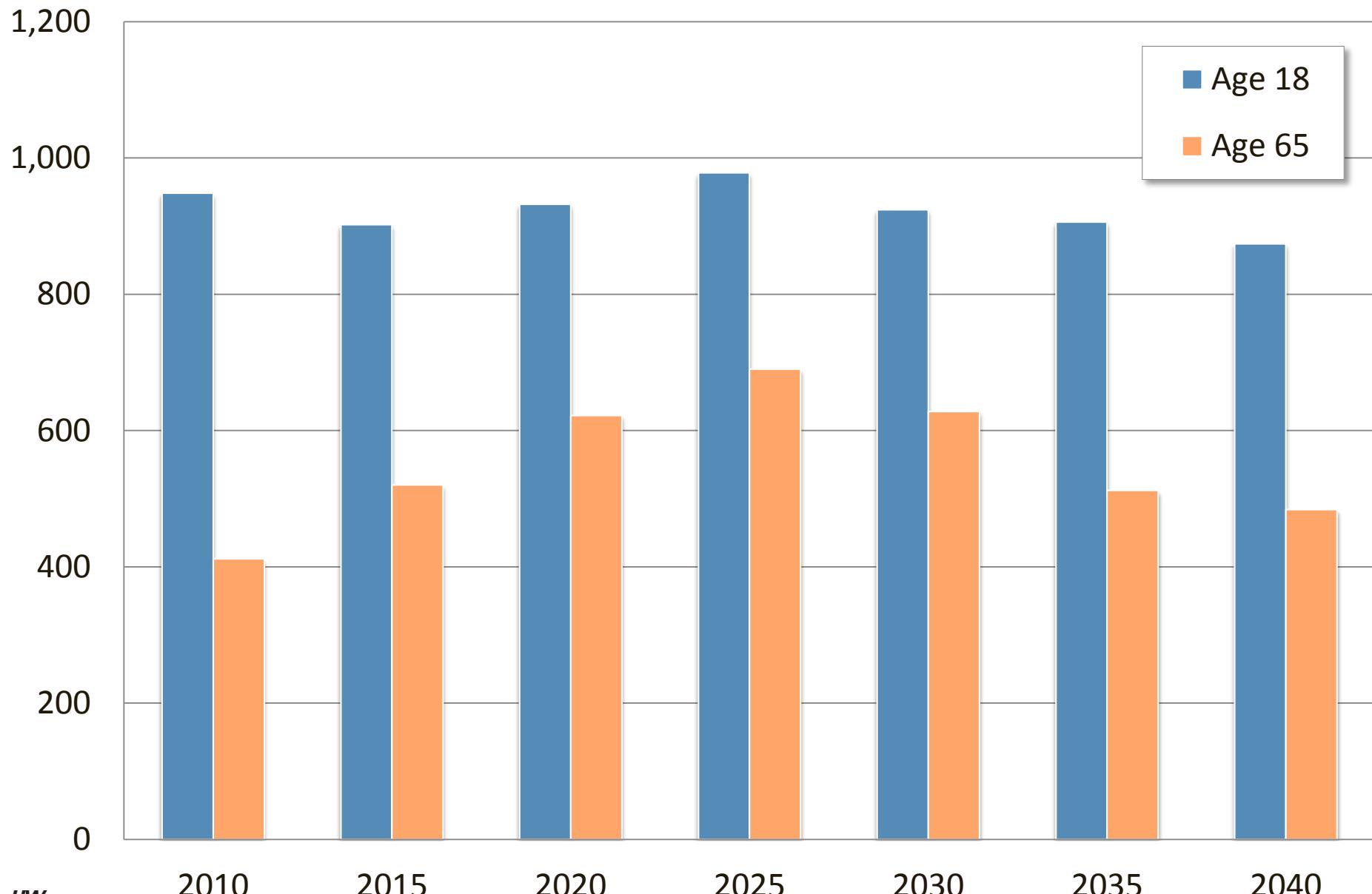
Data Source: Population Projections 2000 to 2035 - WI Department of Administration Demographic Services Center

Convergence of the Population Age 18 and Age 65 in Crawford County - 2010 to 2040

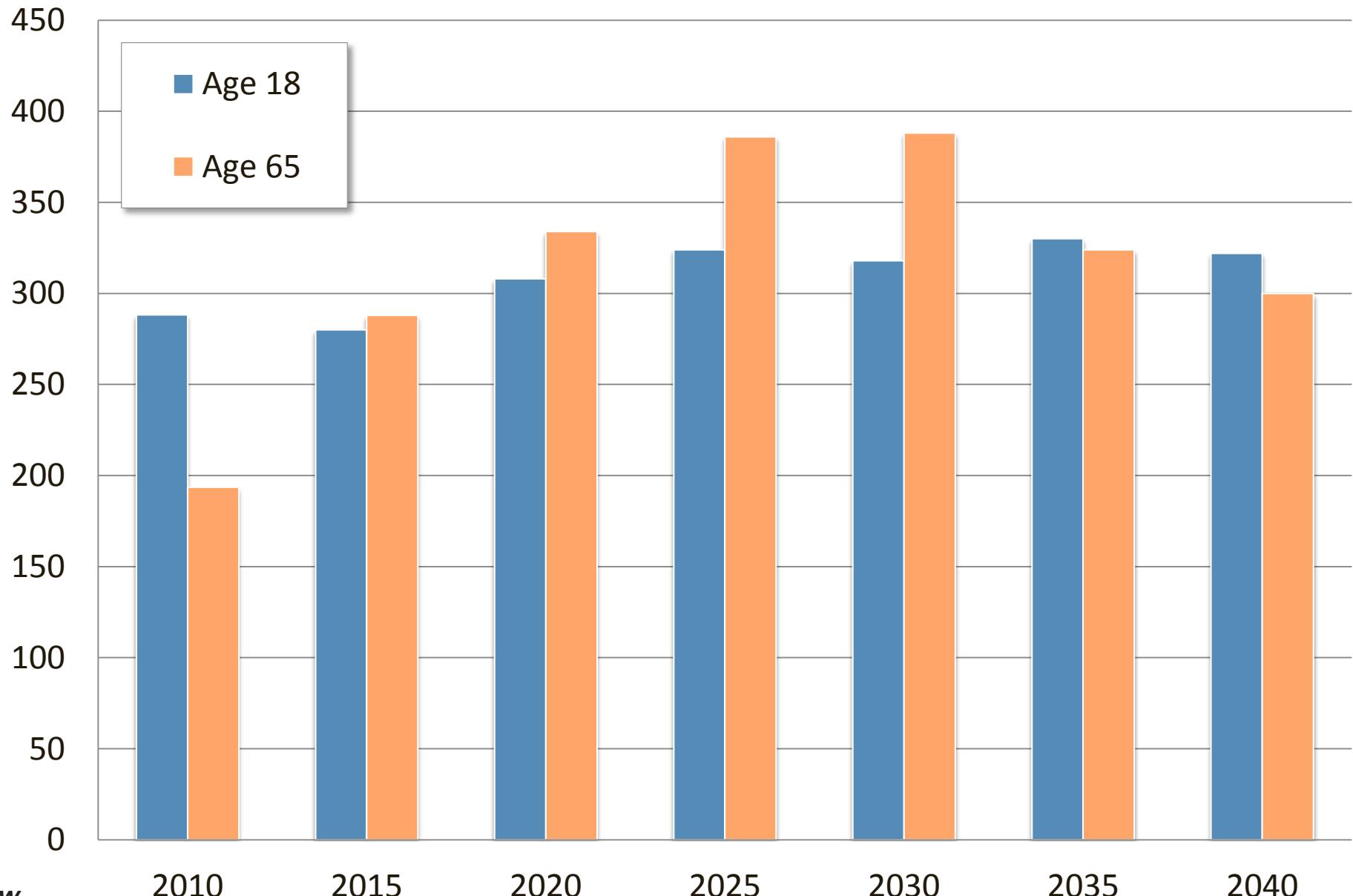


Data Sources: U.S. Census Bureau and Wisconsin Department of Administration

Convergence of the Population Age 18 and Age 65 in Grant County - 2010 to 2040



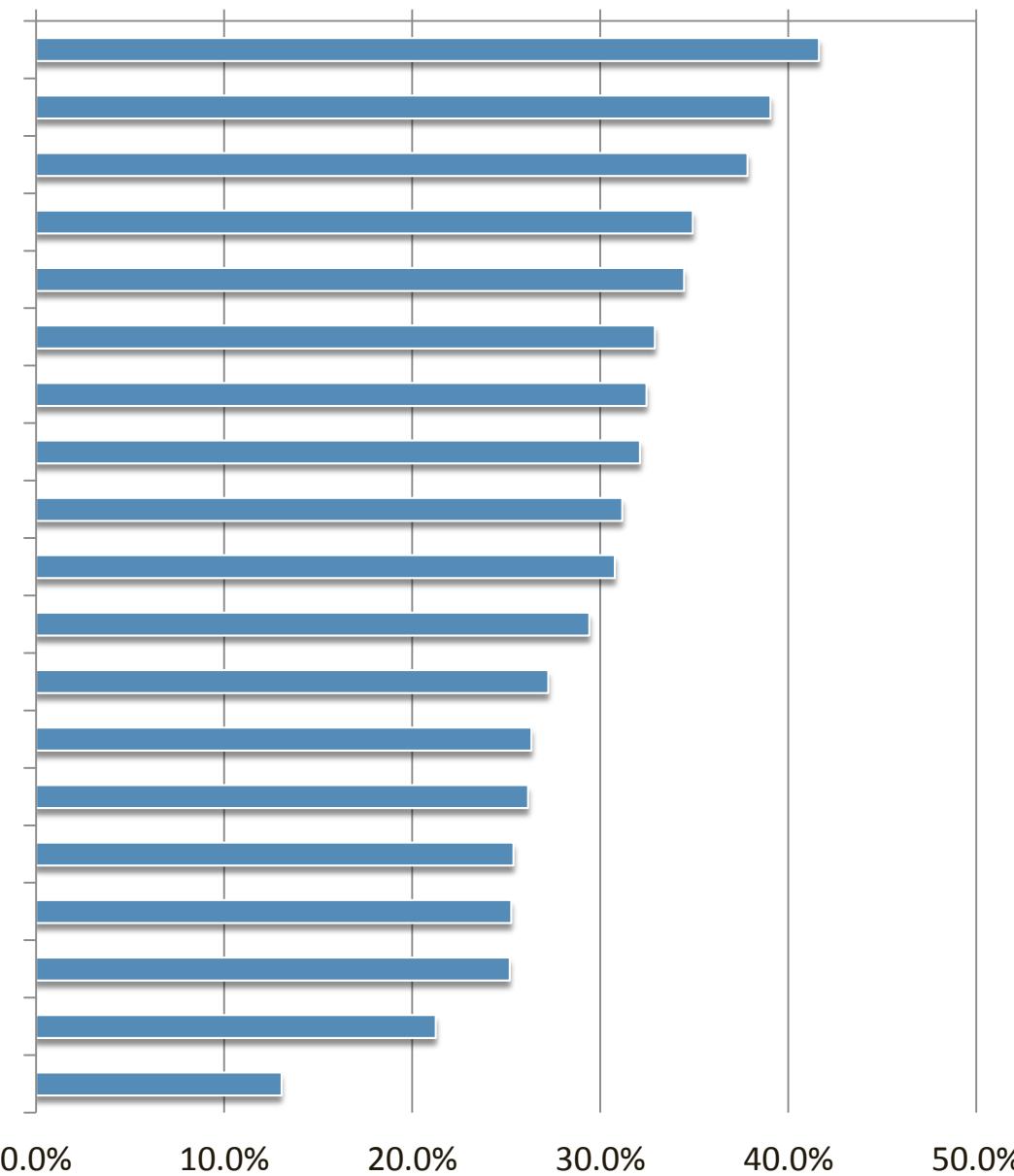
Convergence of the Population Age 18 and Age 65 in Iowa County - 2010 to 2040



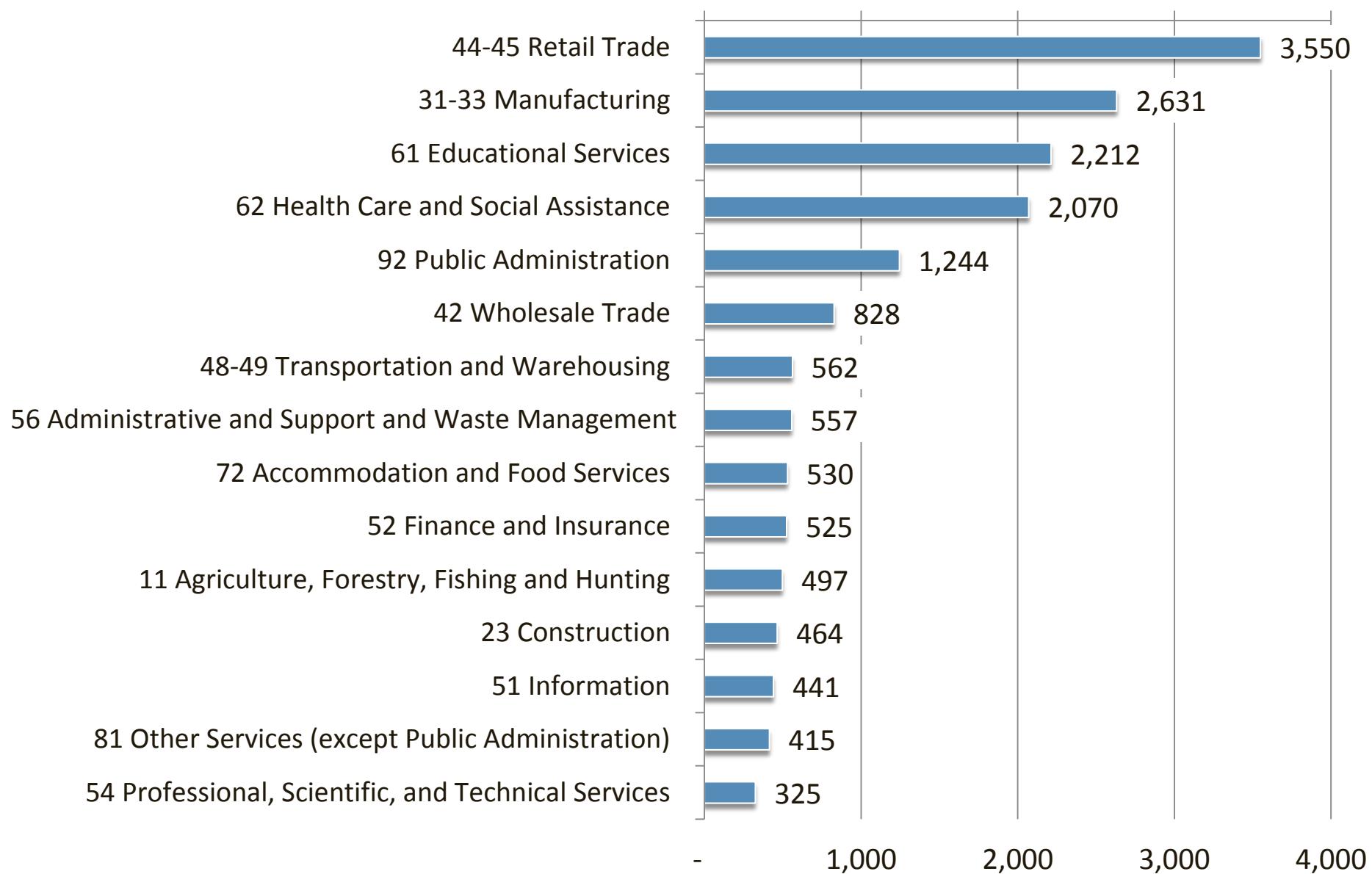
Data Sources: U.S. Census Bureau and Wisconsin Department of Administration

Percent of Workers Age 55 or Older by Industry (Southwest Wisconsin in Q2 2016)

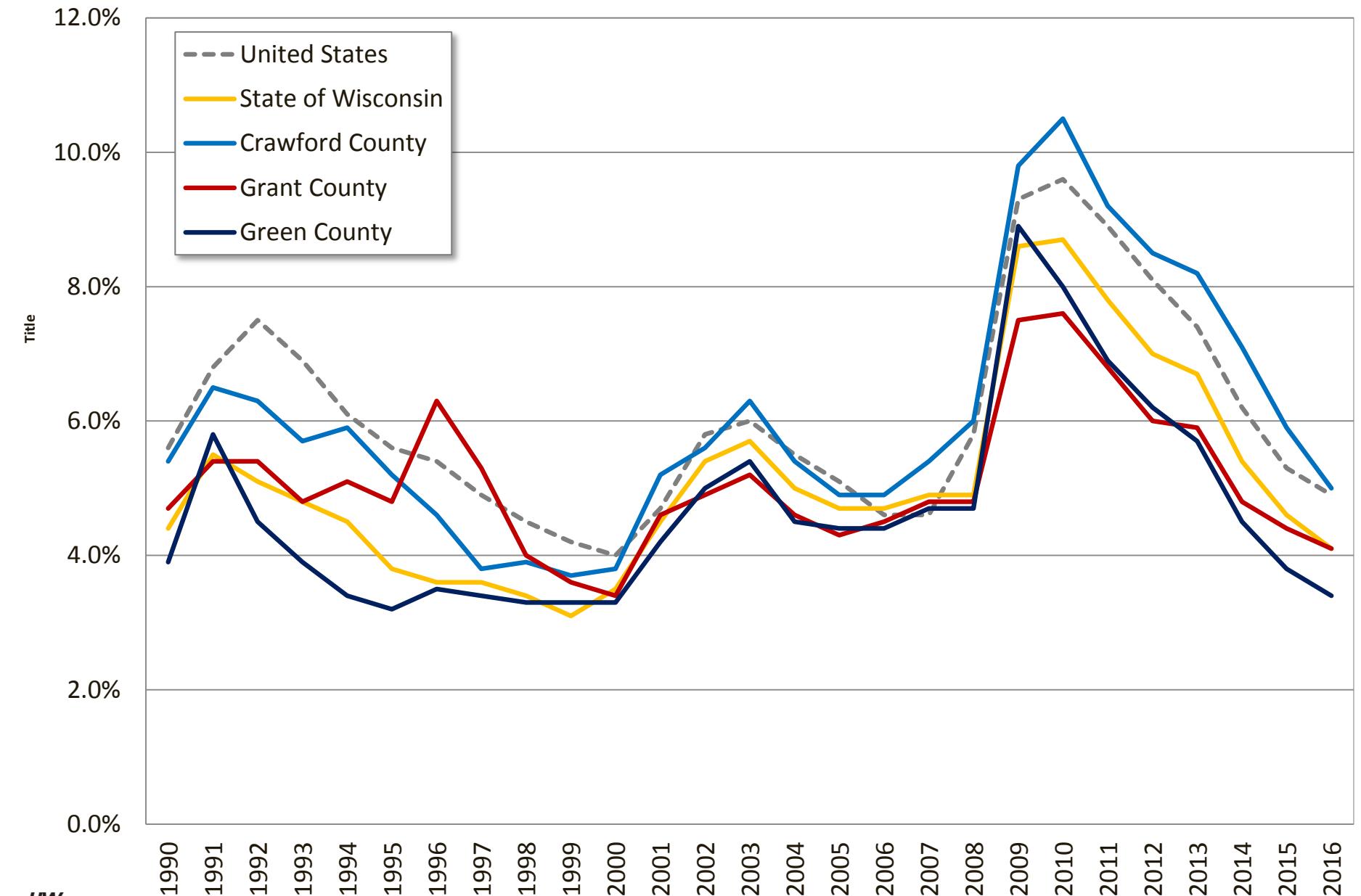
55 Management of Companies and Enterprises
48-49 Transportation and Warehousing
53 Real Estate and Rental and Leasing
61 Educational Services
92 Public Administration
81 Other Services (except Public Administration)
21 Mining, Quarrying, and Oil and Gas Extraction
51 Information
52 Finance and Insurance
44-45 Retail Trade
42 Wholesale Trade
62 Health Care and Social Assistance
11 Agriculture, Forestry, Fishing and Hunting
54 Professional, Scientific, and Technical Services
71 Arts, Entertainment, and Recreation
31-33 Manufacturing
56 Administrative and Waste Management
23 Construction
72 Accommodation and Food Services



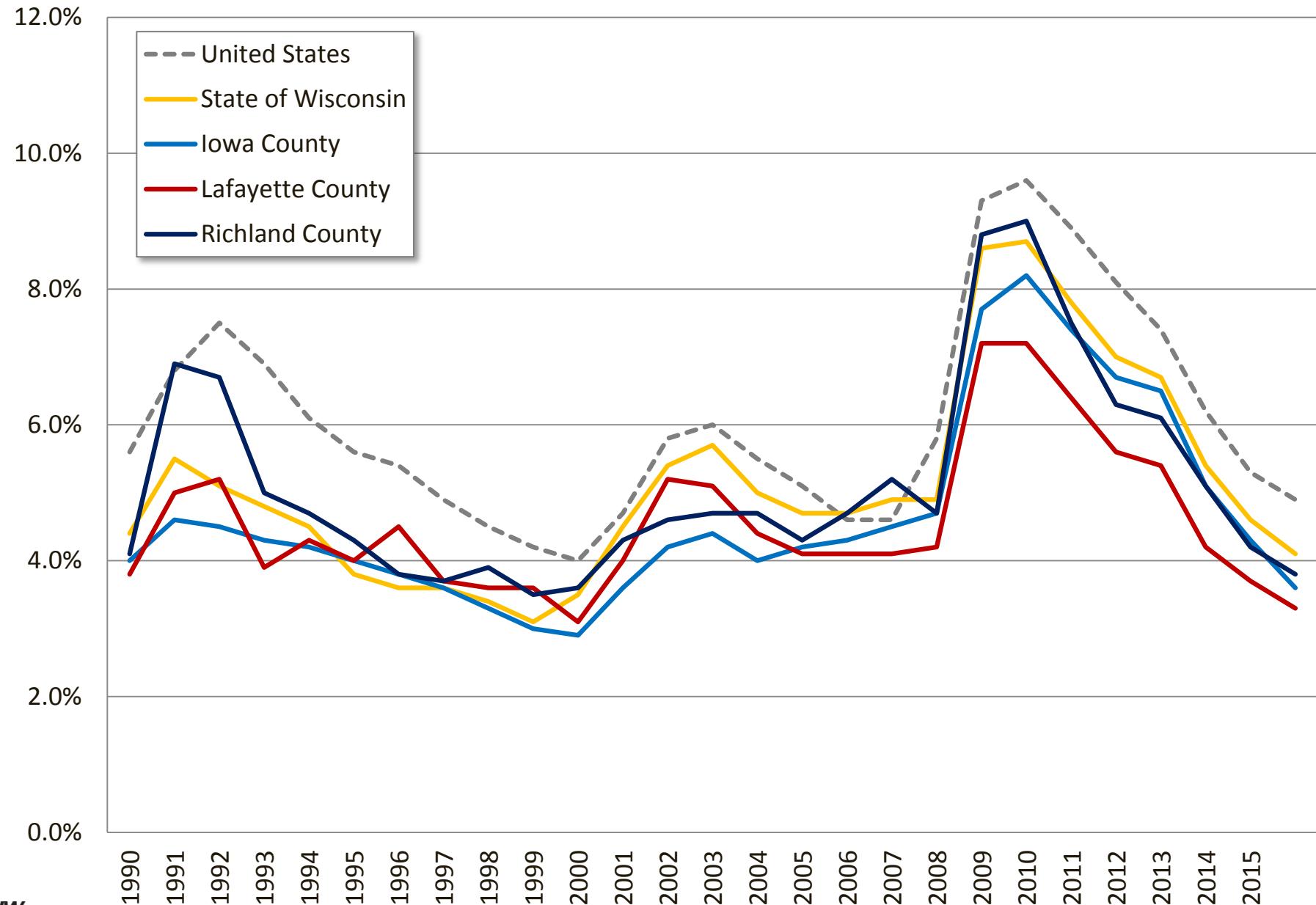
Number of Workers Age 55 or Older by Industry (Southwest Wisconsin Top 15 in Q2 2016)



Annual Average Unemployment Rate – 1990 to 2016



Annual Average Unemployment Rate – 1990 to 2016



Thinking about Workforce Development...

“...The system of programs, policies and institutions that help workers and employers connect to each other and make investments in workforce skills and human capital towards the goals of household economic self-sufficiency, business success and place prosperity.” (Schrock, 2013)

“...workforce development implies more than employment training in the narrow sense; it means substantial employer engagement, deep community connections, career advancement, integrative human supports, contextual and industry-driven education and training, and the connective tissue of networks.” (Gilot, 2000)

Addressing Workforce Needs by Aligning Strategies and Stakeholders

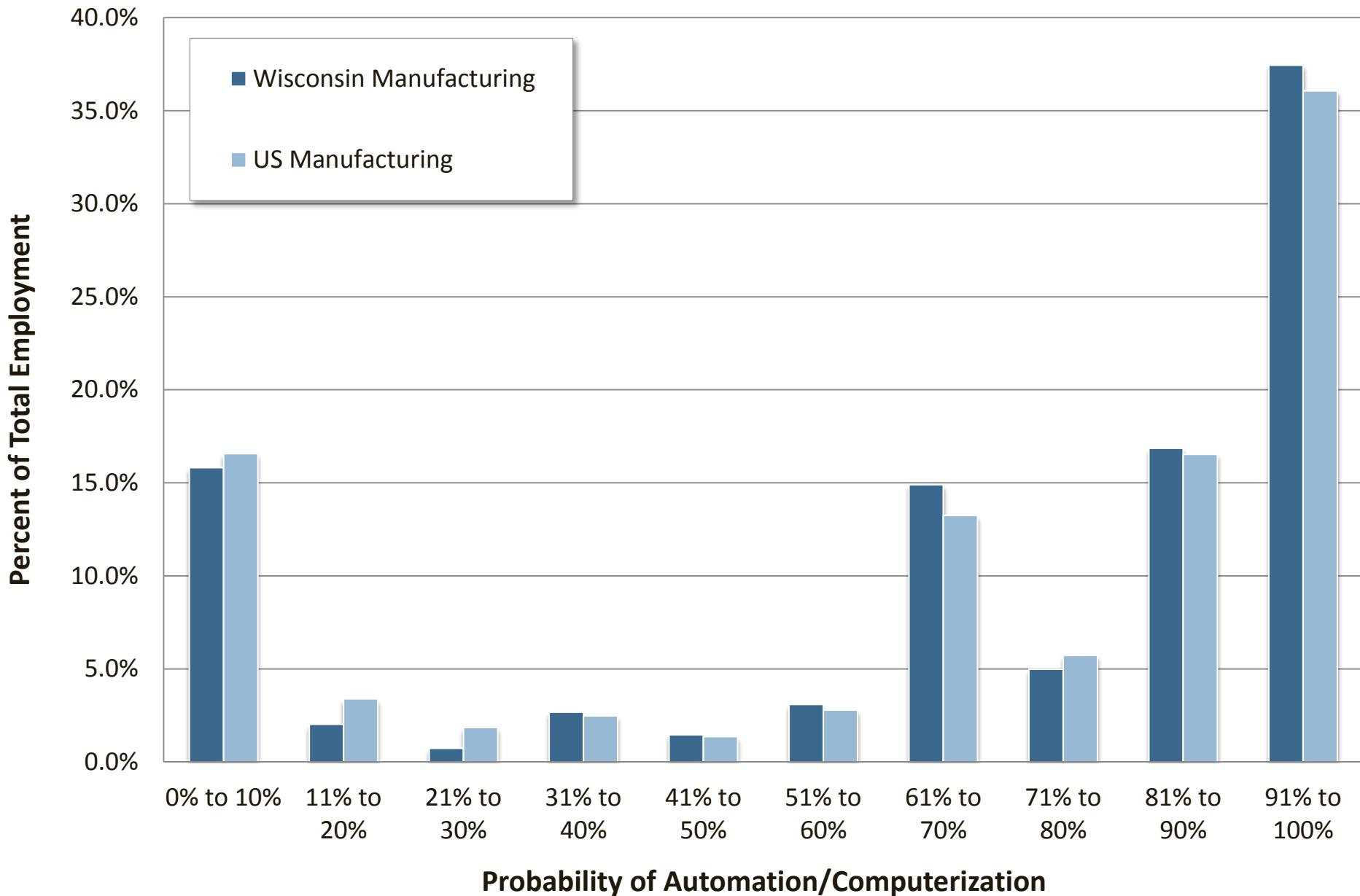
Examples of Strategies:

- Talent attraction and retention;
- Development of career pathways;
- Identifying opportunities for individuals with particular needs (childcare, dislocated workers, veterans, etc.);
- Developing non-traditional schedules (flexible, seasonal, job sharing, etc.);
- Capital improvement funds for automation/technology efficiencies;
- Telecommuting;
- Phased retirement programs;
- Knowledge transfer and reverse mentoring.

Examples of Organizations and Stakeholders

- Community Colleges and Technical Schools
- K-12 System
- Universities
- Community and Faith-Based Organizations
- Social Service Agencies
- Economic and Workforce Development Organizations
- Employers
- Labor Organizations

Distribution of Employment by Probability of Automation/Computerization



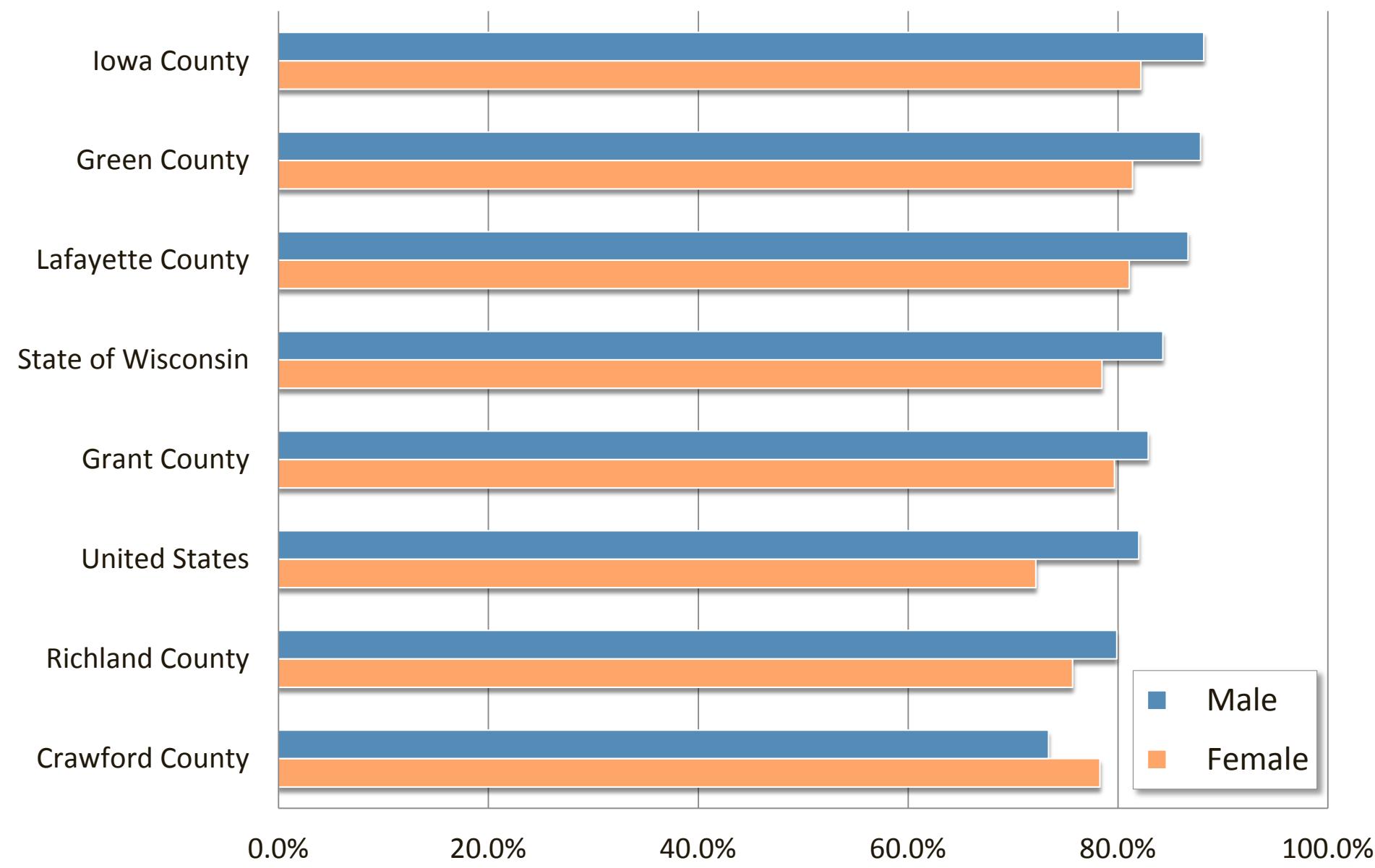
Probability of Automation/Computerization

Understanding Employment Conditions –

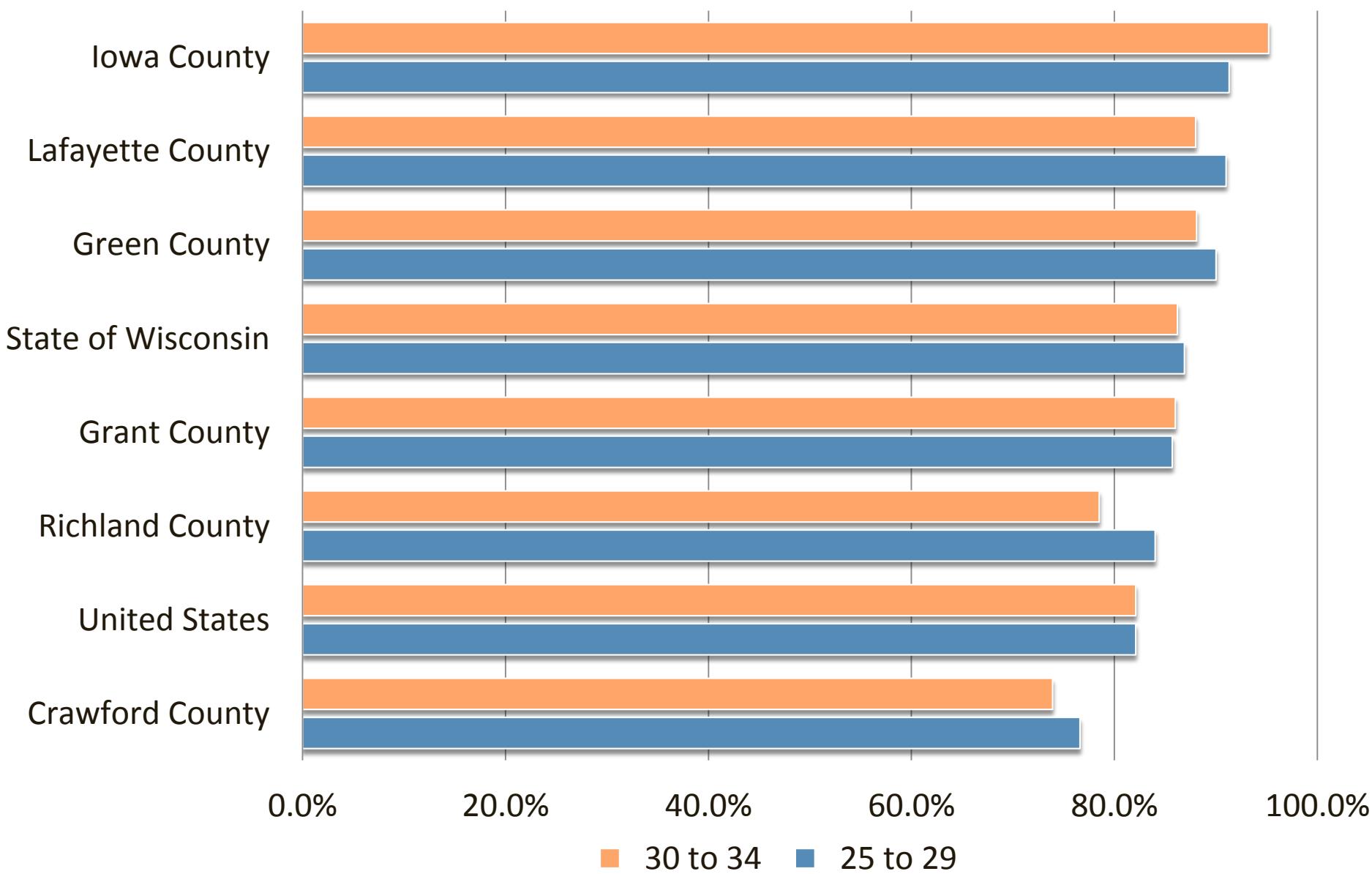
Unemployment and Labor Participation

- **Unemployment Rate** – Percent of the civilian labor force that is without a job and actively seeking one. *Unemployment rates do not include people who are not in the labor force.* Individuals not in the labor force can include:
 - Discouraged workers (those not actively seeking employment);
 - Students;
 - Retirees;
 - Seasonal workers surveyed in the off-season;
 - Institutionalized individuals;
 - People doing incidental unpaid family work;
- **Labor Participation Pate** – Percent of the civilian population that is either employed or unemployed *and* actively seeking a job

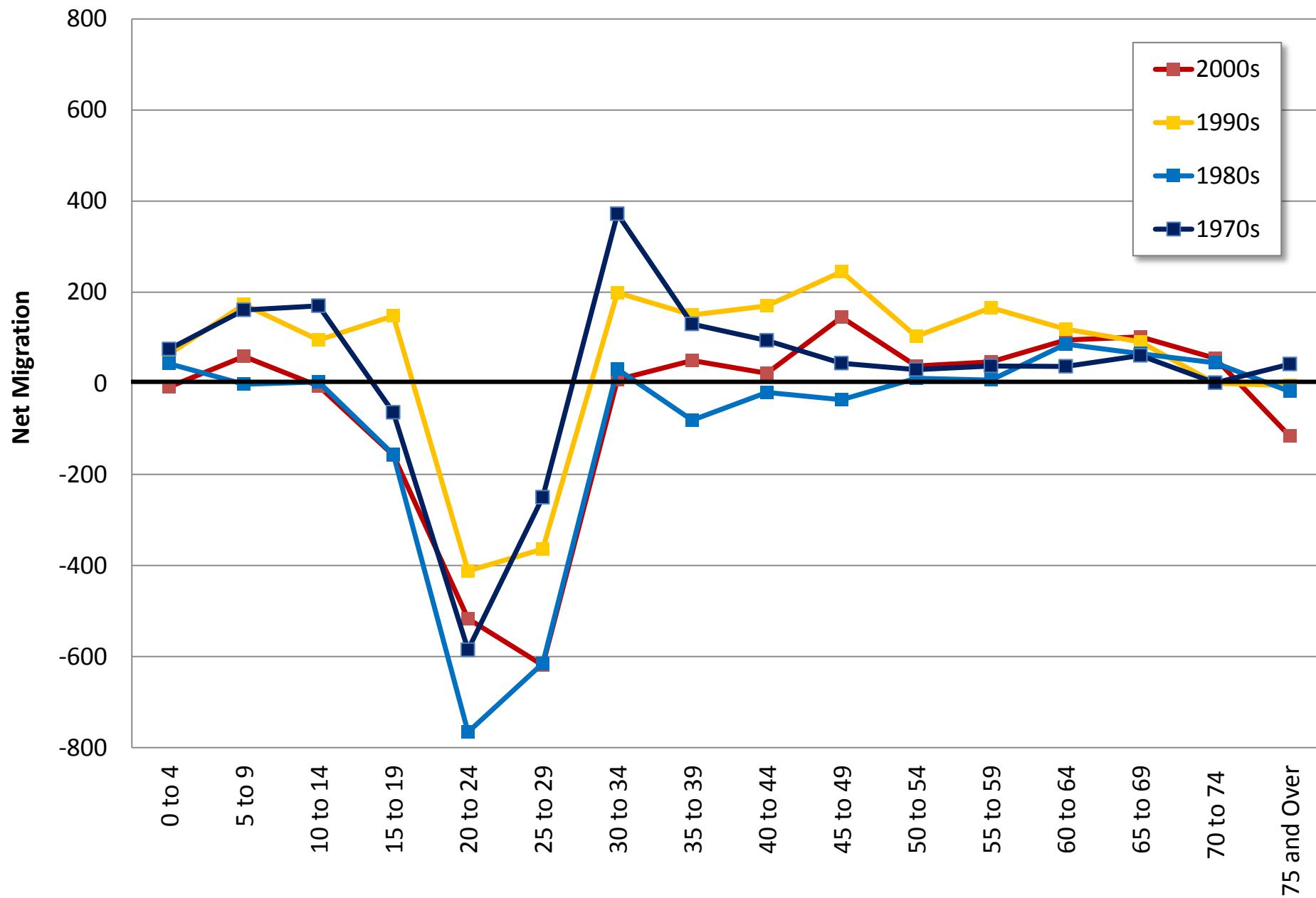
Labor Participation Rates for the Population Ages 20 to 64 (2011-2015 5-Year Estimates)



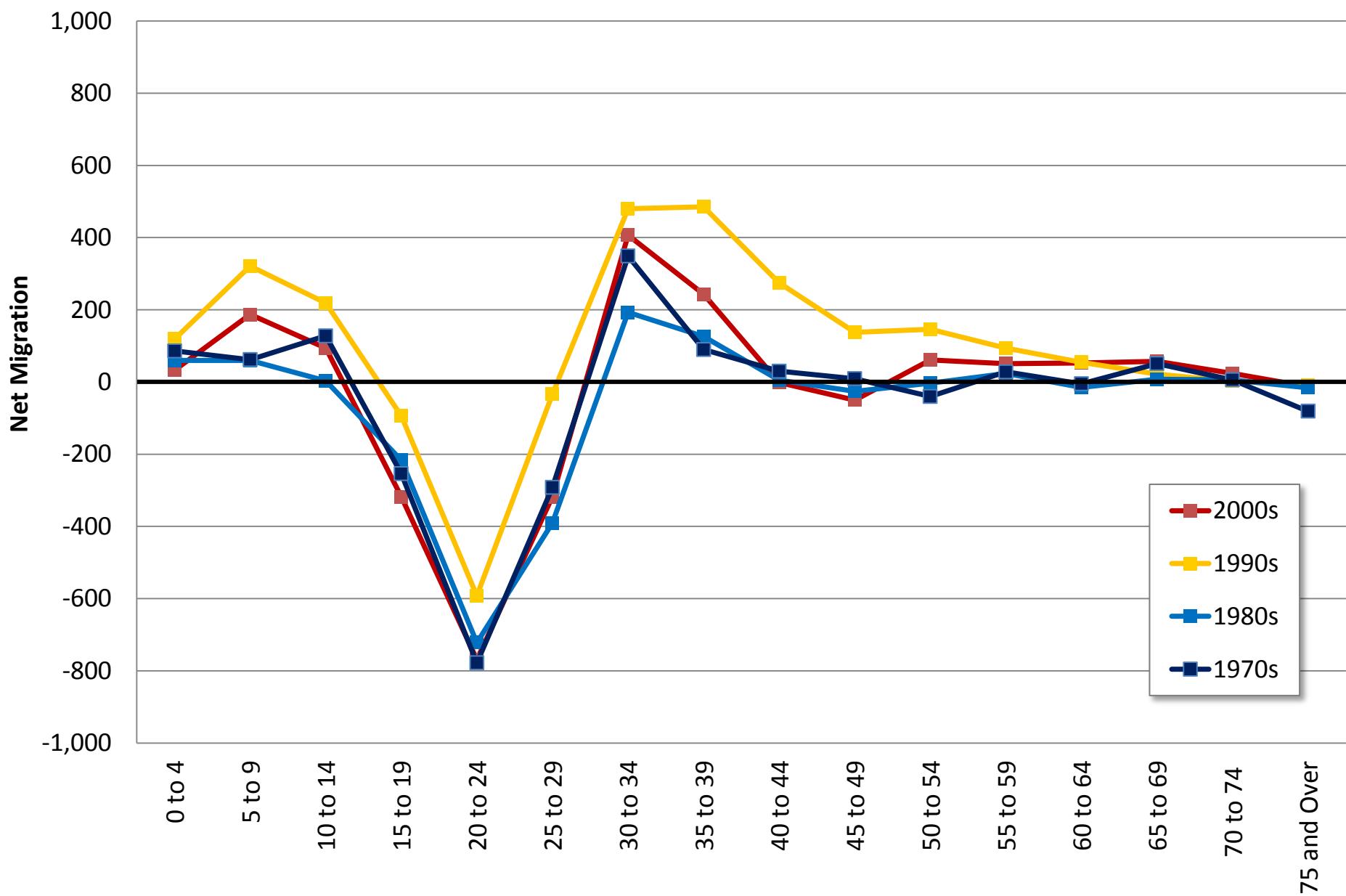
Labor Participation Rates for the Population Ages 25 to 34 (2011-2015 5-Year Estimates)



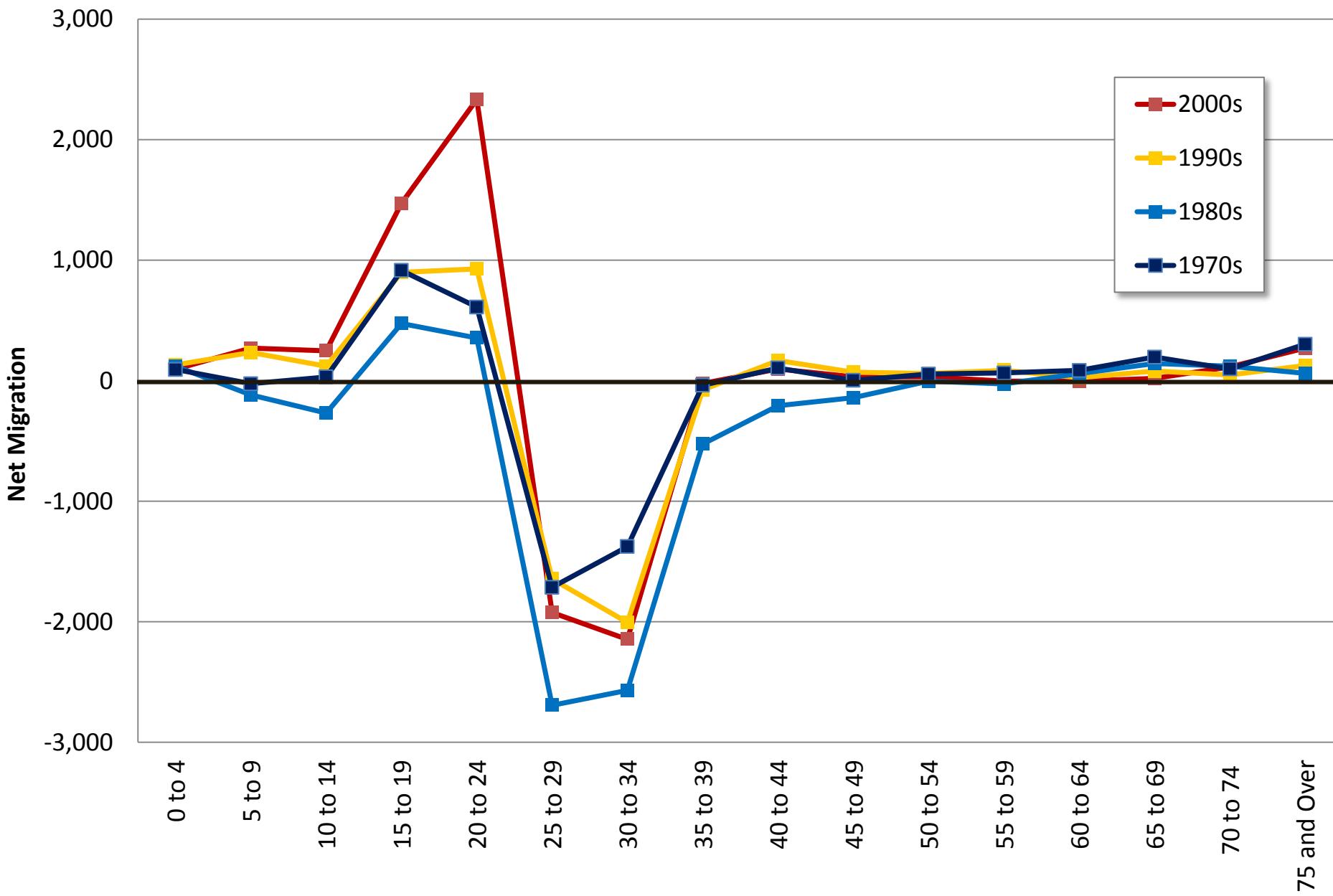
Crawford County Net Migration Rates by Age



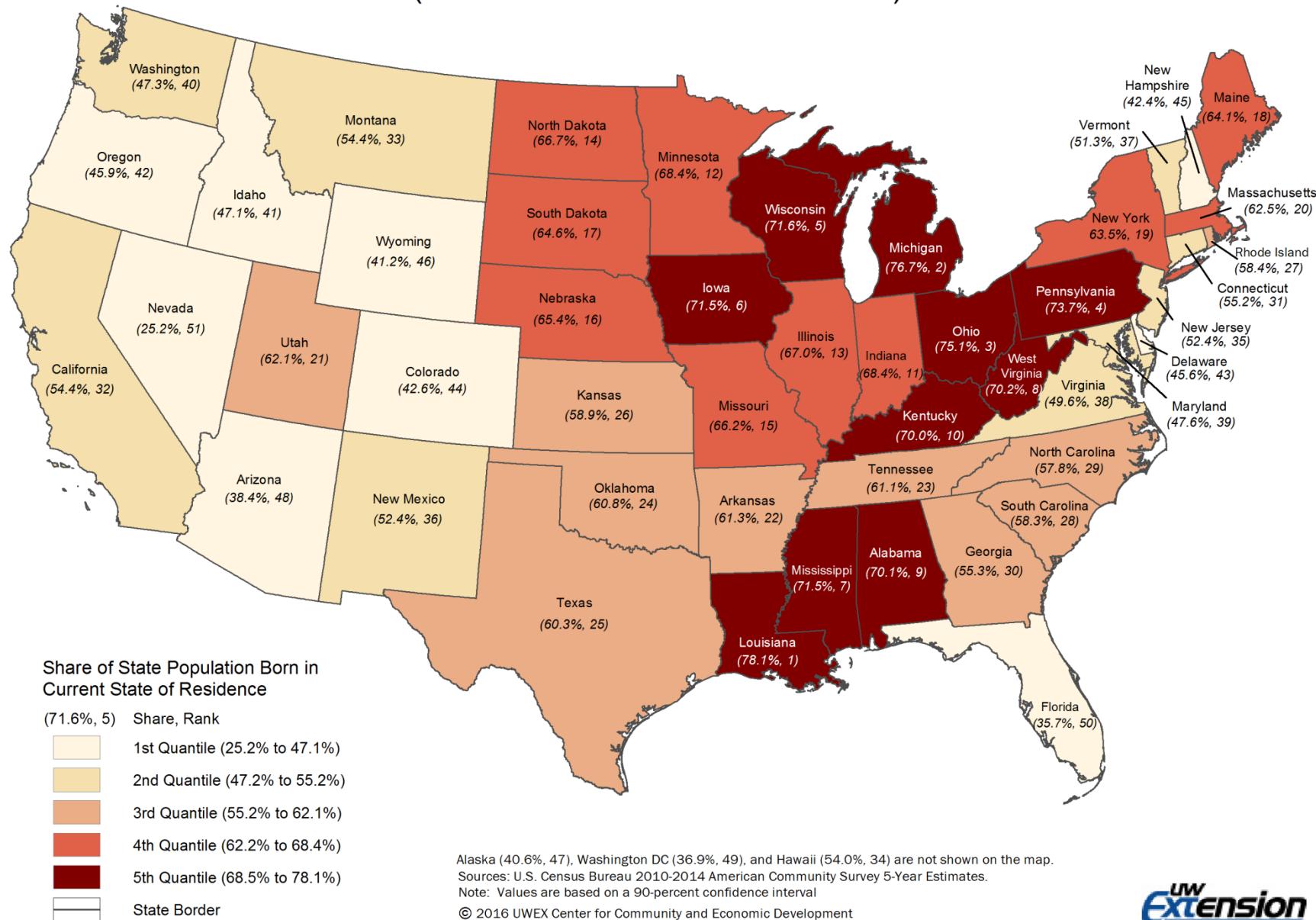
Iowa County Net Migration by Age Group



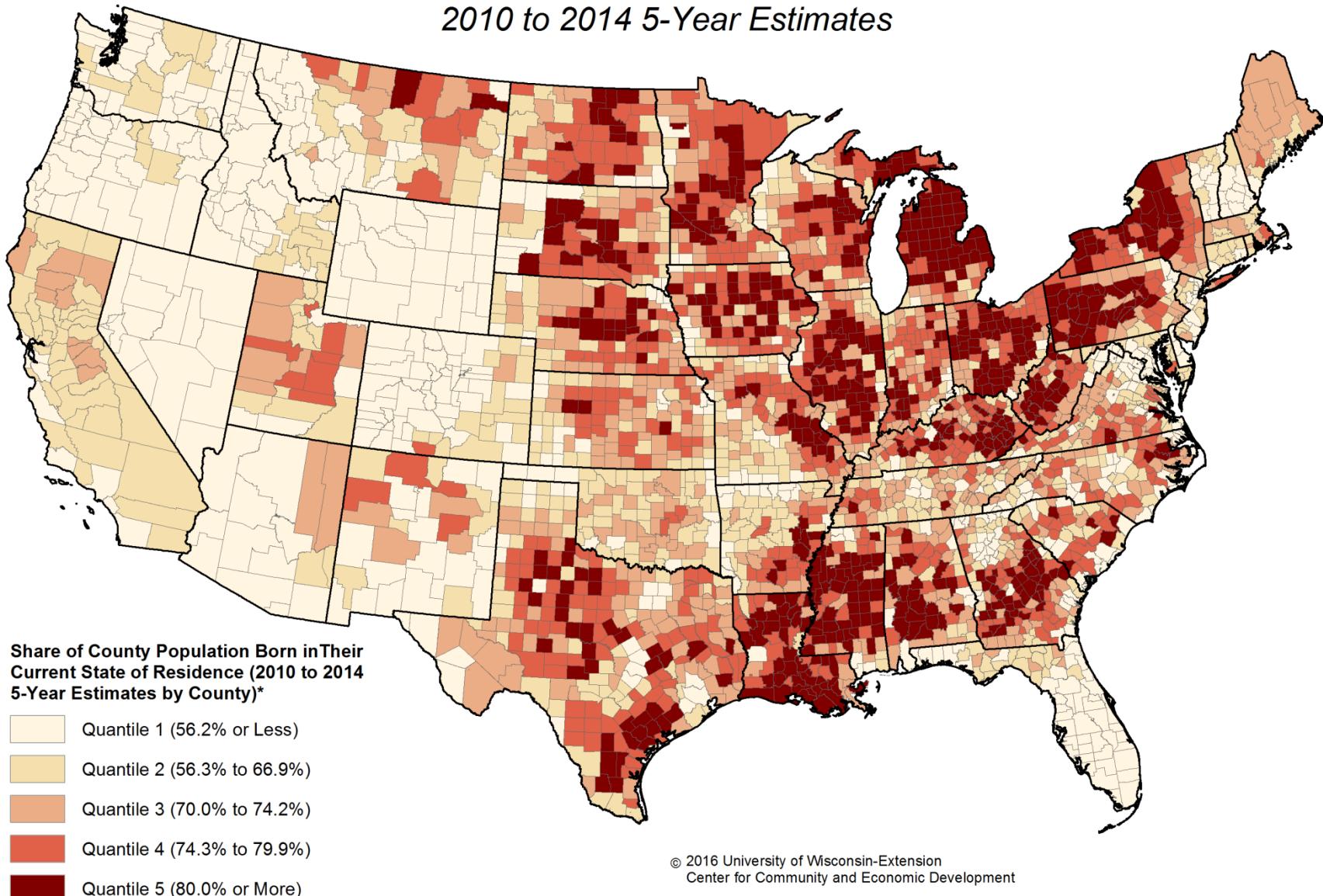
Grant County Net Migration by Age Group



Share of State Population Born in Current State of Residence (2010 to 2014 Five Year Estimate)



Share of County Population Born in Current State of Residence 2010 to 2014 5-Year Estimates

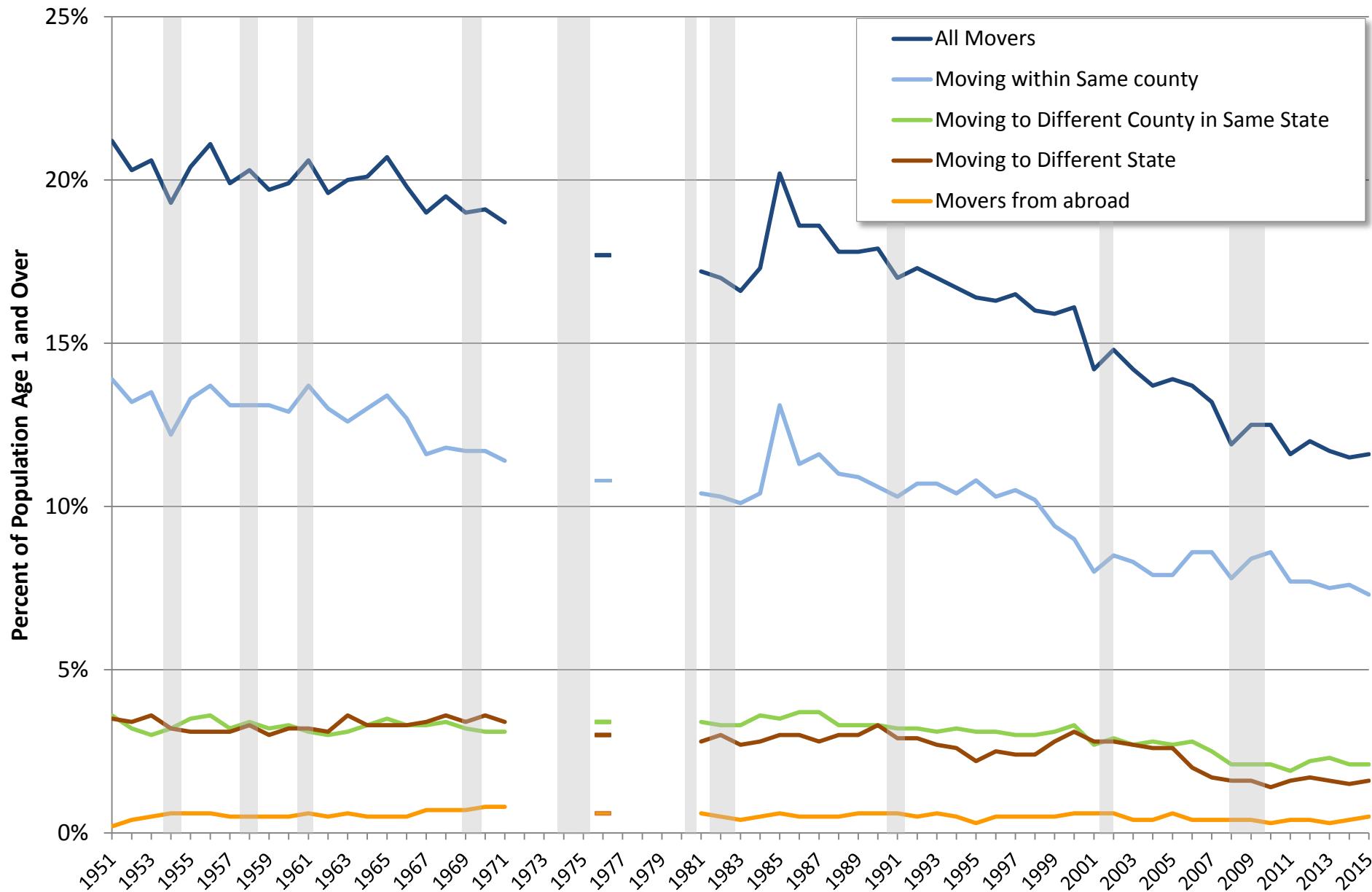


*Important Note: The values for tracts shown in different classes may not be statistically different. A statistical test is needed to make such a determination.

Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates. Data are based on a sample and are subject to sampling variability and nonsampling error.

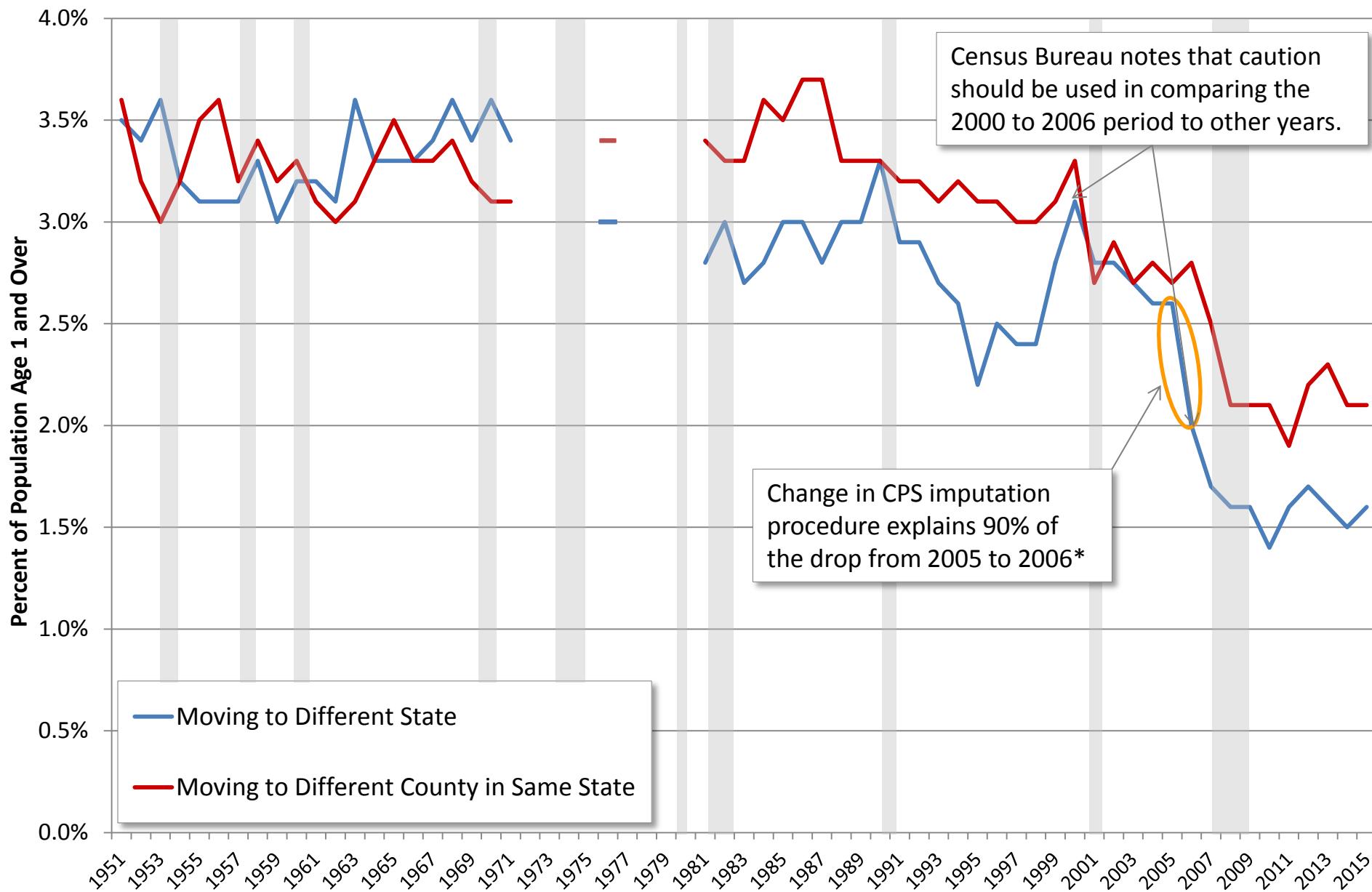
Mobility Rates 1950 to 2015

Percent of United States Population Moving (Age 1 and Over)



Inter-State and Inter-County Mobility 1950 to 2015

Percent of United States Population Moving Across State Lines (Age 1 and Over)



Contributing Factors of Joint Residential-Job Location Choices

- Commuting Times
- Wage Differentials
- Housing Costs
- Housing Characteristics
- Demographics
- Quality of Life
- Trip Chaining Opportunities
- Dual Employment

Examples of Quality of Life Considerations

Life at Home - Housing

- Shelter for the Homeless
- Home Owners and Renters
- Fair Market Rent
- Number of Housing Units
- Age of Housing Stock
- The Cost of a Home
- Residential Building Permits
- Affordable access to high speed Internet

Life at Leisure

- Variety of Leisure Activities
- Support for the Arts
- Performing Arts
- Museums and Gallery Opportunities
- Library Programs
- City and County Parks
- Leisure License Sales
- Number of Third Spaces

Life at School

- Third Grade Reading Comprehension
- High School Graduation Rate
- American College Test (ACT)
- Post Secondary Education
- Extra-and Co-curricular Activities
- Habitual Truancy
- School District Expenditures
- Adult life learning opportunities

Life at Home - Children and Families

- Residents Living in Poverty
- Unmet Basic Needs
- Hunger
- Free and Reduced-Price School Lunches
- Family Structure
- Childcare
- Senior Living Arrangements
- Retirement Activities
- Nutrition
- Health Care Availability

Examples of Quality of Life Considerations

Life in our Natural Environment

- Ambient Air Quality
- Water Quality & Quantity
- Soil Erosion
- Solid Waste
- Preservation of ag lands
- Preservation and maintenance of environmental corridors

Life Together - Public Safety

- Perception of Public Safety
- Alcohol and Drug Arrests
- Property Crime
- Violent Crime
- Proportion of Solved Crimes
- Probation and Parole
- Emergency Preparedness

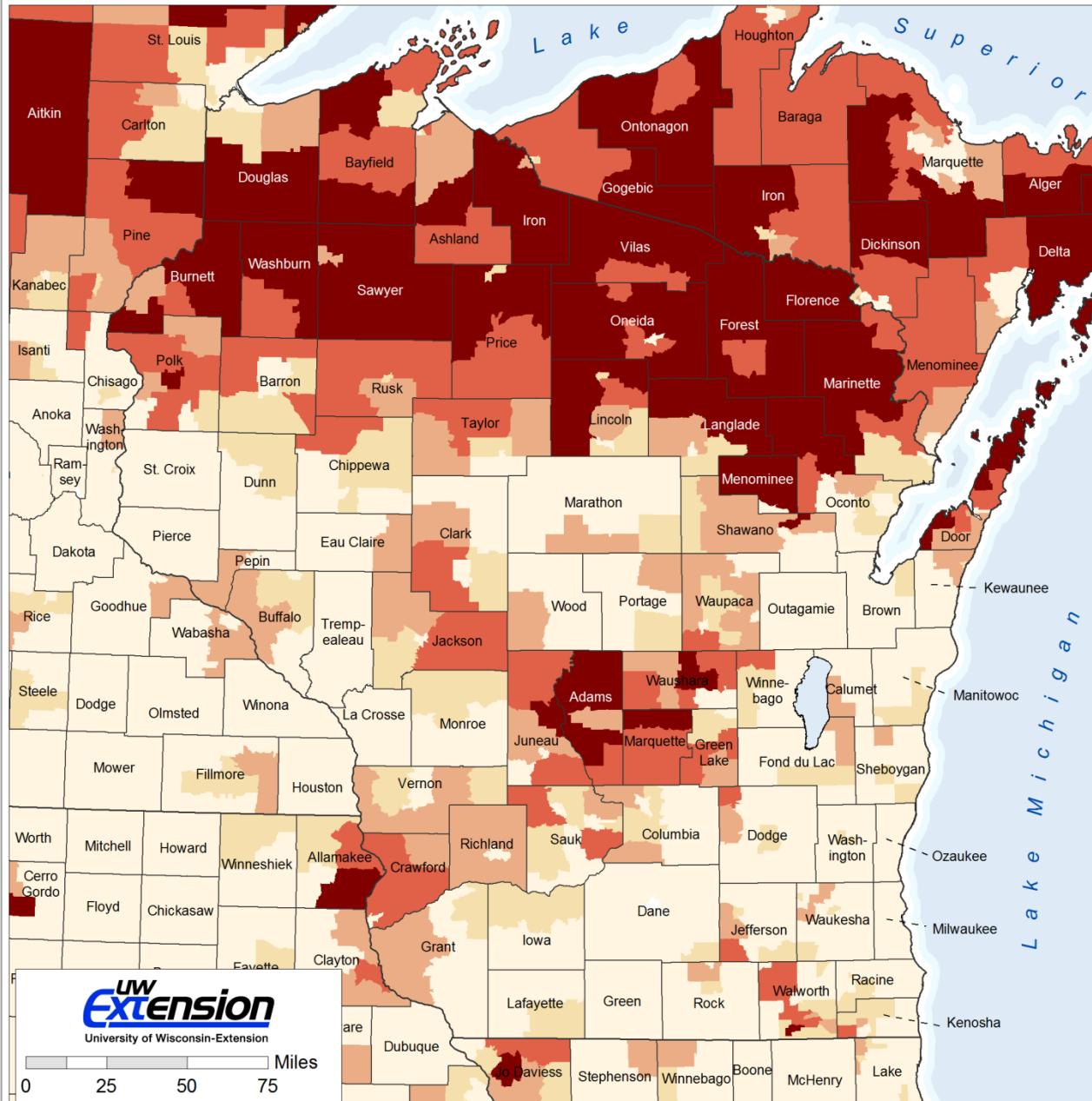
Life Together - Civics and Diversity

- Population Growth
- Demographics
- Voter Participation
- Political Races
- Civil Rights/Discrimination
- Cultural Diversity
- Volunteerism

Life on the Road

- Commute Time to Work
- Direct flights
- Mass transit options
- Transportation investments
- Traffic congestion/traffic counts
- Traffic Crashes
- Bike/ped options/trails
- Senior/accessible transit options

Housing Units for Seasonal, Recreational or Occasional Use (2010-2014 Five-Year Estimates)



Seasonal and Recreational Housing Units (Percentage of all Housing Units by Census Tract)

- 4.9% or Less*
- 5.0% to 9.9%**
- 10.0% to 19.9%
- 20.0% to 39.9%
- 40.0% or More
- County Border
- State Border

* National rate is 4.0% (+/- 0.1%)

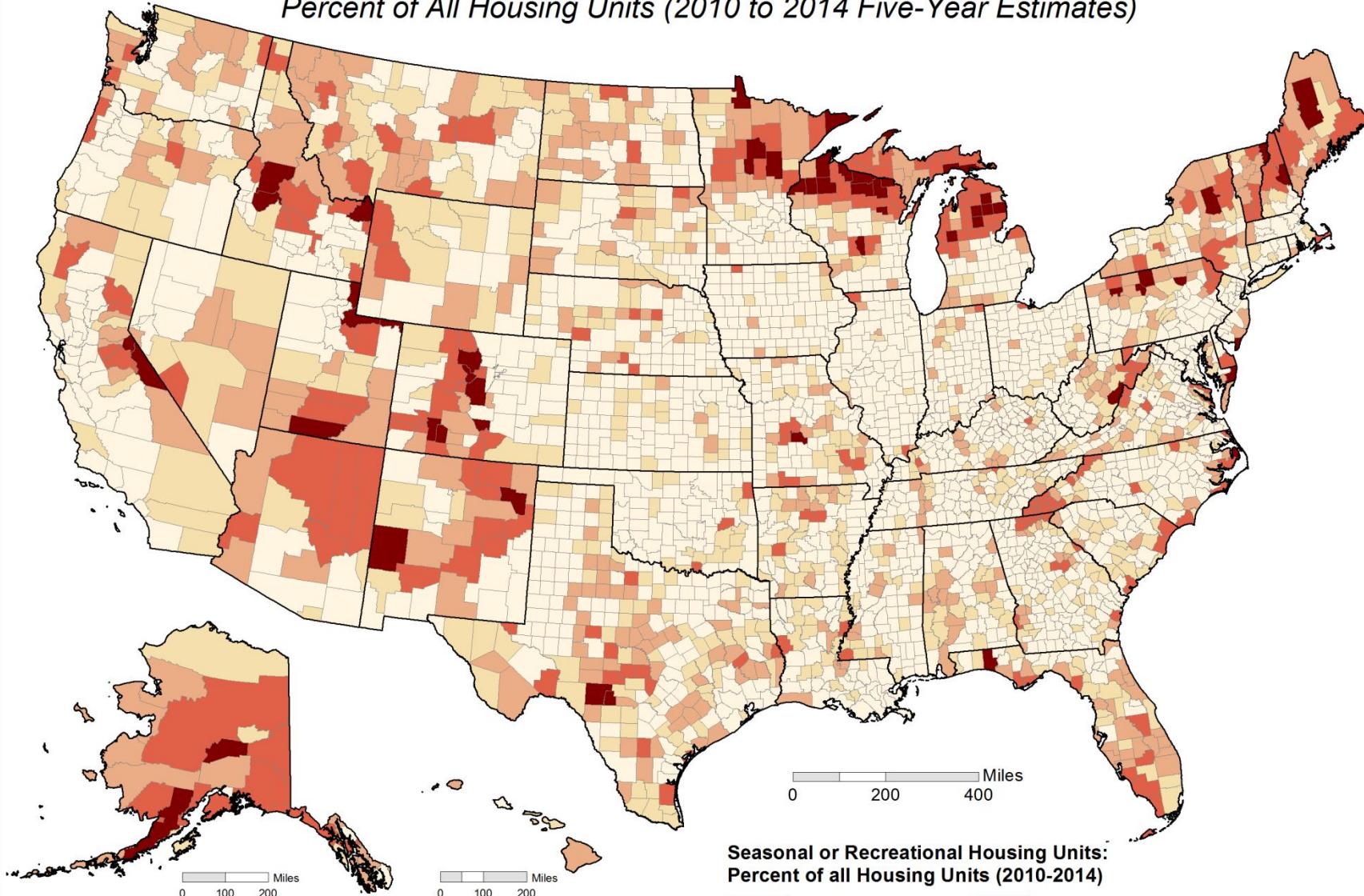
** State of Wisconsin rate is 7.0% (+/- 0.1%)

Wisconsin Counties with the Greatest Share of Housing Units for Seasonal, Recreational and Occasional Use

| | |
|------------------|------------------|
| Florence County | 55.6% (+/- 1.9%) |
| Vilas County | 51.3% (+/- 1.4%) |
| Forest County | 50.8% (+/- 1.4%) |
| Sawyer County | 48.8% (+/- 1.6%) |
| Burnett County | 48.0% (+/- 0.5%) |
| Iron County | 45.5% (+/- 1.9%) |
| Adams County | 44.6% (+/- 1.3%) |
| Menominee County | 44.0% (+/- 4.0%) |
| Oneida County | 42.7% (+/- 1.2%) |
| Bayfield County | 41.0% (+/- 1.2%) |

Data Source: U.S. Census Bureau, 2010-2014 American Community Survey. Figures are subject to error. Areas on the map may not be statistically different. Housing units for seasonal, recreational, or occasional use are vacant units used or intended for use only in certain seasons or for weekends or other occasional use throughout the year. Seasonal units include those used for summer or winter sports or recreation, such as beach cottages and hunting cabins. Seasonal units also may include quarters for such workers as herders and loggers. Interval ownership units, sometimes called shared-ownership or time-sharing condominiums, are included here.

Housing Units for Seasonal, Recreational or Occasional Use by County Percent of All Housing Units (2010 to 2014 Five-Year Estimates)



Data Source: U.S. Census Bureau 2010-2014 American Community Survey. Numbers are subject to a margin of error. Housing units for seasonal, recreational, or occasional use are vacant units used or intended for use only in certain seasons or for weekends or other occasional use throughout the year. Seasonal units include those used for summer or winter sports or recreation, such as beach cottages and hunting cabins. Seasonal units also may include quarters for such workers as herders and loggers. Interval ownership units, sometimes called shared-ownership or time-sharing condominiums, are included here.

Contact Information

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