The Employment Imperative: Tackling Workforce Challenges

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State of Wisconsin Monthly Job Openings -
January 2001 to December 2022 (Seasonally Adjusted)

Data Source: Bureau of Labor Statistics JOLTS
Factors Affecting Labor Availability

• **Unemployment Rates** – Share of the labor force that is unemployed and actively looking for a job. Unemployment rates vary by geography, time period, occupation, age, etc.

• **Working Age Population** – How has the number of people within different age categories increased or decreased?

• **Labor Participation Rates** – Share of the population is either employed or unemployed and actively looking for a job. Factors influencing labor participation include:
  - Childcare or Dependent Care Needs
  - Weak demand for labor leading to discouragement (either broadly or for specific skills)
  - Transportation
  - School Enrollment
  - Justice System Involvement
  - Disability
  - Retirement

• **Geographic Extent of the Labor Market** – How far are workers willing to commute? What about remote work/working from home?
December 2022 Unemployment Rate – Metro Areas with the 25 Lowest Rates

- Lafayette-West Lafayette, IN
- Bloomington, IN
- Idaho Falls, ID
- Gainesville, FL
- Fayetteville-Springdale-Rogers, AR-MO
- Birmingham-Hoover, AL
- Auburn-Opelika, AL
- Wausau, WI
- Oshkosh-Neenah, WI
- Appleton, WI
- Provo-Orem, UT
- Fargo, ND-MN
- Springfield, MO
- Jefferson City, MO
- Ames, IA
- Columbus, IN
- Miami-Fort Lauderdale-West Palm Beach-Port St. Lucie, FL
- Crestview-Fort Walton Beach-Destin, FL
- Sheboygan, WI
- Fond du Lac, WI
- Logan, UT-ID
- Huntsville, AL
- Decatur, AL
- Columbia, MO
- Madison, WI

Unemployment Rates:
- 2.0%
- 1.9%
- 1.9%
- 1.9%
- 1.9%
- 1.9%
- 1.9%
- 1.9%
- 1.9%
- 1.9%
- 1.9%
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- 1.8%
- 1.8%
- 1.8%
- 1.8%
- 1.8%
- 1.8%
- 1.8%
- 1.8%
- 1.8%
- 1.6%
Monthly Unemployment Rate – January 1990 to December 2022 (Seasonally Unadjusted)

Data Source: Bureau of Labor Statistics LAUS
Madison Region Unemployment Rates – December 2019 vs. December 2022*

Data Source: Bureau of Labor Statistics LAUS  *December 2022 figures are preliminary
State of Wisconsin Unemployed Individuals per Job Opening – January 2001 to December 2022 (Seasonally Adjusted)
Working Age Population (Age 15 to 64): Percent of Total Population - 1970 to 2021

Data Source: U.S. Census Bureau
Prime Working Age Population (Age 25 to 54): Percent of Total Population - 1970 to 2021

Columbia County
Dane County
Dodge County
Green County

Prime Working Age Population (Age 25 to 54): Percent of Total Population - 1970 to 2021

Iowa County
Jefferson County
Rock County
Sauk County

Data Source: U.S. Census Bureau
Total Working Age and Total Prime Working Age Population
Madison Region – 1970 to 2021

Data Source: U.S. Census Bureau
Population Age 55 to 64: 
Percent of Total Population - 1970 to 2021

Data Source: U.S. Census Bureau
Madison Region Employees Age 55 and Over by Industry Sector

Percent of All Employees - Q2 2021

- 48-49 Transportation and Warehousing: 32.0%
- 53 Real Estate and Rental and Leasing: 30.3%
- 21 Mining, Quarrying, and Oil and Gas Extraction: 30.1%
- 11 Agriculture, Forestry, Fishing and Hunting: 28.6%
- 22 Utilities: 31.9%
- 92 Public Administration: 28.0%
- 42 Wholesale Trade: 27.3%
- 31-33 Manufacturing: 26.5%
- 52 Finance and Insurance: 26.1%
- 61 Educational Services: 25.5%
- 44-45 Retail Trade: 24.3%
- 81 Other Services (except Public Administration): 23.5%
- 00 All NAICS Sectors: 23.3%
- 55 Management of Companies and Enterprises: 22.7%
- 56 Administrative and Support and Waste Management: 21.9%
- 62 Health Care and Social Assistance: 21.7%
- 71 Arts, Entertainment, and Recreation: 20.1%
- 23 Construction: 19.4%
- 54 Professional, Scientific, and Technical Services: 19.0%
- 72 Accommodation and Food Services: 14.4%
- 51 Information: 13.1%

Data Source: U.S. Census Bureau LEHD
Madison Region Employees Age 55 and Over by Industry Sector

*Total Number of Employees - Q2 2021*

- 31-33 Manufacturing: 19,209
- 62 Health Care and Social Assistance: 17,332
- 44-45 Retail Trade: 14,183
- 61 Educational Services: 13,658
- 92 Public Administration: 9,269
- 42 Wholesale Trade: 6,420
- 52 Finance and Insurance: 6,378
- 54 Professional, Scientific, and Technical...: 6,199
- 72 Accommodation and Food Services: 5,479
- 23 Construction: 5,266
- 56 Administrative and Support and...: 5,118
- 48-49 Transportation and Warehousing: 4,966
- 81 Other Services (except Public...: 3,556
- 55 Management of Companies and...: 2,661
- 51 Information: 2,400
- 53 Real Estate and Rental and Leasing: 1,703
- 11 Agriculture, Forestry, Fishing and...: 1,443
- 71 Arts, Entertainment, and Recreation: 1,293
- 22 Utilities: 670
- 21 Mining, Quarrying, and Oil and Gas...: 72

Data Source: U.S. Census Bureau LEHD
Population Age 65 and Over:  
Percent of Total Population - 1970 to 2021

<table>
<thead>
<tr>
<th>Year</th>
<th>Columbia County</th>
<th>Dane County</th>
<th>Dodge County</th>
<th>Green County</th>
</tr>
</thead>
<tbody>
<tr>
<td>1970</td>
<td></td>
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<tr>
<td>1980</td>
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<td>1990</td>
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<td>2000</td>
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<tr>
<td>2010</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2021</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Data Source: U.S. Census Bureau
Changes in Labor Participation Rates – 2000 to 2022

Labor Participation Rate - Ages 16 to 19

State of Wisconsin | United States

2000: 66.5% | 47.4%
2002: 56.5% | 36.8%

Labor Participation Rate - Ages 20 to 24

State of Wisconsin | United States

2000: 86.5% | 76.4%
2002: 82.5% | 70.9%

Labor Participation Rates for the Population Ages 25 to 54

State of Wisconsin - Men
United States - Men
State of Wisconsin - Women
United States - Women

Participation Rate for Males Age 25 to 54 (2017-2021) – Madison Region Counties

- Iowa County: 93.5%
- Jefferson County: 93.4%
- Green County: 93.3%
- Dane County: 91.6%
- Sauk County: 91.5%
- Rock County: 89.4%
- Wisconsin: 89.2%
- United States: 86.4%
- Columbia County: 85.4%
- Dodge County: 83.7%

Data Source: U.S. Census Bureau 2017-2021 American Community Survey
Participation Rate for Females Age 25 to 54 (2017-2021) – Madison Region Counties

Columbia County: 87.0%
Dane County: 86.1%
Dodge County: 85.1%
Green County: 85.0%
Iowa County: 84.6%
Sauk County: 83.5%
Wisconsin: 83.3%
Jefferson County: 83.1%
Rock County: 82.9%
United States: 77.6%

Data Source: U.S. Census Bureau 2017-2021 American Community Survey
Labor Participation Rate for Females Age 25 to 54 (2017 to 2021 5-Year Estimates)

Labor Participation Rate for Females Age 25 to 54 (by Quintile)

- Less than 69.4%
- 74.1% to 77.7%
- 69.4% to 74.0%
- 77.8% to 81.5%
- 81.6% or More

Data Source: U.S. Census Bureau 2017-2021 American Community Survey. Numbers are subject to a margin of error.
Changes in Labor Participation Rates – 2000 to 2022

Labor Participation Rate - Ages 55 to 64

Labor Participation Rate - Ages 65 and Over

Examples of WD Organizations & Stakeholders

- Employers
- Community Colleges and Technical Schools
- K-12 System
- Universities
- Local, State and Federal Government
- Community & Faith-Based Organizations
- Social Service Agencies
- Economic Development & Workforce Development Organizations
- Labor Organizations

Examples of Strategies:

- Becoming an employer of choice;
- Talent attraction and retention;
- Assisting in the development of career pathways;
- Retraining
- Internships and Apprenticeships
- Identifying opportunities for individuals with barriers to employment (childcare, transportation, justice system involvement, etc.);
- Developing non-traditional schedules (flexible, seasonal, job sharing, etc.);
- Capital improvement funds;
- Automation/Computerization;
- Placemaking;
- Telecommuting/Broadband;
- Phased retirement programs;
- Knowledge transfer and reverse mentoring.
Thinking About Internships and Apprenticeships
Madison Region Employees Age 24 and Under by Industry Sector

Percent of All Employees - Q2 2021

- 72 Accommodation and Food Services: 37.9%
- 44-45 Retail Trade: 27.1%
- 71 Arts, Entertainment, and Recreation: 21.8%
- 11 Agriculture, Forestry, Fishing and Hunting: 15.6%
- 81 Other Services (except Public Administration): 15.5%
- 51 Information: 14.6%
- 56 Administrative and Support and Waste Management, and Support Activities: 14.3%
- 00 All NAICS Sectors: 13.3%
- 23 Construction: 11.7%
- 62 Health Care and Social Assistance: 11.5%
- 48-49 Transportation and Warehousing: 11.5%
- 54 Professional, Scientific, and Technical Services: 9.1%
- 31-33 Manufacturing: 8.7%
- 53 Real Estate and Rental and Leasing: 8.2%
- 42 Wholesale Trade: 6.8%
- 55 Management of Companies and Enterprises: 6.5%
- 21 Mining, Quarrying, and Oil and Gas Extraction: 5.4%
- 61 Educational Services: 5.1%
- 52 Finance and Insurance: 4.9%
- 92 Public Administration: 4.7%
- 22 Utilities: 2.8%

Data Source: U.S. Census Bureau LEHD
Wisconsin and Madison Region Employees of Color 1990 to 2021 – Percent of Total Employment By Quarter

Data Source: Census Bureau LEHD
Madison Region Employees of Color by Industry – Percent of Total Employment Q2 2021

Data Source: Census Bureau LEHD
State of Wisconsin Monthly Quits - January 2001 to December 2022 (Seasonally Adjusted)

Data Source: Bureau of Labor Statistics JOLTS
**Becoming an Employer of Choice – Reasons Why U.S. workers Left a Job in 2021 (Pew Research Center)**

- **Pay was too low**: 37% (Major Reason), 26% (Minor Reason)
- **No opportunities for advancement**: 33% (Major Reason), 30% (Minor Reason)
- **Felt disrespected at work**: 35% (Major Reason), 21% (Minor Reason)
- **Because of child care issues**: 24% (Major Reason), 24% (Minor Reason)
- **Not enough flexibility to choose when to put in hours**: 24% (Major Reason), 21% (Minor Reason)
- **Benefits weren't good**: 23% (Major Reason), 20% (Minor Reason)
- **Working too many hours**: 20% (Major Reason), 19% (Minor Reason)
- **Wanted to relocate to a different area**: 22% (Major Reason), 13% (Minor Reason)
- **Working too few hours**: 16% (Major Reason), 14% (Minor Reason)
- **Employer required a COVID-19 vaccine**: 8% (Major Reason), 10% (Minor Reason)

*Among those with children younger than 18 living in the households  
**Question provided health insurance and paid time of as examples

Labor Participation Rates for Females Age 20 to 64 with Children (2017-2021)

- Dodge County: 88.8%
- United States: 78.1%
- Columbia County: 89.0%
- Rock County: 76.2%
- Iowa County: 85.3%
- Green County: 87.8%
- Wisconsin: 85.2%
- Sauk County: 86.1%
- Dane County: 85.6%
- Jefferson County: 85.7%

With own children under 6 years only
With own children 6 to 17 years only
## Worker Flow for Dane County (Q2 2019)

### Employees Working in Dane County (n = 355,684) - Top 10 Counties of Residence

<table>
<thead>
<tr>
<th>Place of Residence</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dane County, WI</td>
<td>241,288</td>
<td>67.8%</td>
</tr>
<tr>
<td>Rock County, WI</td>
<td>11,966</td>
<td>3.4%</td>
</tr>
<tr>
<td>Columbia County, WI</td>
<td>11,750</td>
<td>3.3%</td>
</tr>
<tr>
<td>Milwaukee County, WI</td>
<td>8,664</td>
<td>2.4%</td>
</tr>
<tr>
<td>Sauk County, WI</td>
<td>7,429</td>
<td>2.1%</td>
</tr>
<tr>
<td>Green County, WI</td>
<td>6,374</td>
<td>1.8%</td>
</tr>
<tr>
<td>Waukesha County, WI</td>
<td>5,702</td>
<td>1.6%</td>
</tr>
<tr>
<td>Jefferson County, WI</td>
<td>5,574</td>
<td>1.6%</td>
</tr>
<tr>
<td>Dodge County, WI</td>
<td>4,905</td>
<td>1.4%</td>
</tr>
<tr>
<td>Iowa County, WI</td>
<td>4,229</td>
<td>1.2%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>47,803</td>
<td>13.4%</td>
</tr>
</tbody>
</table>

### Data Source: U.S. Census Bureau OnTheMap LODES Data

### Employees Residing in Dane County (n = 291,048) - Top 10 Counties of Employment

<table>
<thead>
<tr>
<th>Place of Employment</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dane County, WI</td>
<td>241,288</td>
<td>82.9%</td>
</tr>
<tr>
<td>Milwaukee County, WI</td>
<td>7,578</td>
<td>2.6%</td>
</tr>
<tr>
<td>Waukesha County, WI</td>
<td>5,636</td>
<td>1.9%</td>
</tr>
<tr>
<td>Rock County, WI</td>
<td>3,670</td>
<td>1.3%</td>
</tr>
<tr>
<td>Sauk County, WI</td>
<td>3,440</td>
<td>1.2%</td>
</tr>
<tr>
<td>Columbia County, WI</td>
<td>2,535</td>
<td>0.9%</td>
</tr>
<tr>
<td>Jefferson County, WI</td>
<td>2,448</td>
<td>0.8%</td>
</tr>
<tr>
<td>Brown County, WI</td>
<td>1,631</td>
<td>0.6%</td>
</tr>
<tr>
<td>Outagamie County, WI</td>
<td>1,369</td>
<td>0.5%</td>
</tr>
<tr>
<td>Cook County, IL</td>
<td>1,340</td>
<td>0.5%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>20,113</td>
<td>6.9%</td>
</tr>
</tbody>
</table>
## Worker Flow for Jefferson County (Q2 2019)

### Employees Working in Jefferson County (n = 33,300) - Top 10 Counties of Residence

<table>
<thead>
<tr>
<th>Place of Residence</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jefferson County, WI</td>
<td>15,795</td>
<td>47.4%</td>
</tr>
<tr>
<td>Dodge County, WI</td>
<td>3,002</td>
<td>9.0%</td>
</tr>
<tr>
<td>Waukesha County, WI</td>
<td>2,512</td>
<td>7.5%</td>
</tr>
<tr>
<td>Dane County, WI</td>
<td>2,448</td>
<td>7.4%</td>
</tr>
<tr>
<td>Rock County, WI</td>
<td>2,152</td>
<td>6.5%</td>
</tr>
<tr>
<td>Walworth County, WI</td>
<td>1,665</td>
<td>5.0%</td>
</tr>
<tr>
<td>Milwaukee County, WI</td>
<td>989</td>
<td>3.0%</td>
</tr>
<tr>
<td>Columbia County, WI</td>
<td>360</td>
<td>1.1%</td>
</tr>
<tr>
<td>Racine County, WI</td>
<td>326</td>
<td>1.0%</td>
</tr>
<tr>
<td>Washington County, WI</td>
<td>263</td>
<td>0.8%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>3,788</td>
<td>11.4%</td>
</tr>
</tbody>
</table>

### Employees Residing in Jefferson County (n = 43,866) - Top 10 Counties of Employment

<table>
<thead>
<tr>
<th>Place of Employment</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jefferson County, WI</td>
<td>15,795</td>
<td>36.0%</td>
</tr>
<tr>
<td>Waukesha County, WI</td>
<td>7,652</td>
<td>17.4%</td>
</tr>
<tr>
<td>Dane County, WI</td>
<td>5,574</td>
<td>12.7%</td>
</tr>
<tr>
<td>Milwaukee County, WI</td>
<td>3,216</td>
<td>7.3%</td>
</tr>
<tr>
<td>Walworth County, WI</td>
<td>1,801</td>
<td>4.1%</td>
</tr>
<tr>
<td>Rock County, WI</td>
<td>1,727</td>
<td>3.9%</td>
</tr>
<tr>
<td>Dodge County, WI</td>
<td>1,692</td>
<td>3.9%</td>
</tr>
<tr>
<td>Cook County, IL</td>
<td>782</td>
<td>1.8%</td>
</tr>
<tr>
<td>Racine County, WI</td>
<td>649</td>
<td>1.5%</td>
</tr>
<tr>
<td>Kenosha County, WI</td>
<td>569</td>
<td>1.3%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>4,409</td>
<td>10.1%</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census Bureau OnTheMap LODES Data
Contributing Factors of Joint Residential-Job Location Choices

Commuters are assumed to jointly select their residential locations and workplaces in a manner that maximizes the positive benefits to his or her household.

- Commuting Times
- Wage Differentials
- Housing Costs/Characteristics
- Employer of Choice
- Seniority
- Social Networks
- Demographics
- Quality of Life (Schools, Amenities, etc.)
- Trip Chaining Opportunities
- Dual Employment

Households often base joint residential-job location choices on readily available information (quality of school district, housing prices, amenities, etc.) However, households frequently underweight characteristics such as commuting times and costs (financial, social, etc.);
Working from Home - Implications for Workers

• Greater flexibility;

• Opportunity to trade commuting time for other activities;

• Potential positive or negative impacts on career progressions:
  • Remote work may create greater access to career opportunities without having to relocate.
  • Working from home may hamper onboarding or networking that influence promotions or project assignments (May be especially important for new or young workers);

• Individual Work Satisfaction – Preference for social interaction or personal autonomy?

• Socio-economically divisive – A large share of work from home opportunities are in higher paid occupations that require a college degree;
• Work from home figures from the American Community Survey may depend on when the individual was surveyed. (Where did you work the week before?)

• Figures do not distinguish among work from home arrangements (hybrid, remote, etc.)

Data Source: U.S. Census Bureau 2019, 2021 American Community Survey 1-year estimates.
Percent of Jobs that can be Done from Home by Occupation

- Computer and Mathematical: 100%
- Educational Instruction and Library: 98%
- Legal: 98%
- Business and Financial Operations: 88%
- Management: 87%
- Arts, Design, Entertainment, Sports, and Media: 76%
- Office and Administrative Support: 65%
- Architecture and Engineering: 61%
- Life, Physical, and Social Science: 54%
- Community and Social Service: 37%
- Sales and Related: 28%
- Personal Care and Service: 26%
- Protective Service: 6%
- Healthcare Practitioners and Technical: 5%
- Transportation and Material Moving: 3%
- Healthcare Support: 2%
- Production: 1%
- Installation, Maintenance, and Repair: 1%
- Farming, Fishing, and Forestry: 1%
- Construction and Extraction: 0%
- Building and Grounds Cleaning and Maintenance: 0%
- Food Preparation and Serving Related: 0%

Source: Dingle and Neiman 2020
State of Wisconsin Workers who Worked at Home - 2019 vs 2021 by Occupation

Data Source: U.S. Census Bureau 2019, 2021 American Community Survey 1-year estimates.
Percent of Jobs that can be Done from Home by Industry Sector

Source: Dingle and Neiman 2020
State of Wisconsin Workers who Worked at Home - 2019 vs 2021 by Industry

Data Source: U.S. Census Bureau 2019, 2021 American Community Survey 1-year estimates.
State of Wisconsin Workers who Worked at Home - 2019 vs 2021 by Annual Earnings

<table>
<thead>
<tr>
<th>Annual Earnings</th>
<th>2019</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worked from home</td>
<td>14.8%</td>
<td>25.8%</td>
</tr>
<tr>
<td>total</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1 to $9,999</td>
<td>5.1%</td>
<td>6.2%</td>
</tr>
<tr>
<td>$10,000 to $14,999</td>
<td>9.7%</td>
<td>10.1%</td>
</tr>
<tr>
<td>$15,000 to $24,999</td>
<td>6.0%</td>
<td>9.6%</td>
</tr>
<tr>
<td>$25,000 to $34,999</td>
<td>5.3%</td>
<td>3.7%</td>
</tr>
<tr>
<td>$35,000 to $49,999</td>
<td>10.9%</td>
<td>11.5%</td>
</tr>
<tr>
<td>$50,000 to $64,999</td>
<td>15.4%</td>
<td>3.9%</td>
</tr>
<tr>
<td>$65,000 to $74,999</td>
<td>16.1%</td>
<td>3.5%</td>
</tr>
<tr>
<td>$75,000 or more</td>
<td>7.9%</td>
<td></td>
</tr>
</tbody>
</table>
Working from Home - Implications for Businesses

• **Employee Retention and Attraction Challenges and Opportunities** – Do Businesses need to offer work from home options in a tight labor market?

• **Does Working from Home Impact Productivity?** – Limited research shows positive and negative impacts on productivity (see Aksoy et al., 2022 for a summary of this research);

• **Equity in the Workplace** - How do employers balance who can and cannot work from home? Should workers be fully work from home or should a hybrid approach be adopted?

• **Does working from home reduce knowledge spillovers and personal interaction?** Some research suggests remote collaborations have been increasing before the pandemic (Chen, Frey and Presidente, 2022) while other research demonstrates reduced interactions (Gibbs, Mengel and Siemroth, 2021; Yang et al., 2021)

• **Rent and locational considerations** – Do businesses decide to reduce office space or move to lower cost locations?
U.S. Job Openings by Industry (1,000s)

Data Source: Bureau of Labor Statistics JOLTS
Estimated Percentage of Employees that could Work at Home by Census Tract of Residence and Census Tract of Employment (2019)

Percent of Employees who could Work at Home

- 32.0% or Less
- 32.1% to 35.0%
- 35.1% to 38.0%
- 41.1% or More*

*Max = 56.3%

Percent of Employees who could Work at Home

- 32.0% or Less
- 32.1% to 35.0%
- 35.1% to 38.0%
- 41.1% or More*

*Max = 81.1%

Data Source: U.S. Census Bureau, IDES; Based on industry distributions calculated by Dingle and Neiman (2020)
Thinking About Talent Attraction - Population Change from Natural Increase
*2000 to 2010 and 2010 to 2020*

<table>
<thead>
<tr>
<th>County</th>
<th>2000 to 2010</th>
<th>2010 to 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dodge</td>
<td>1.1%</td>
<td>-1.6%</td>
</tr>
<tr>
<td>Columbia</td>
<td>2.8%</td>
<td>0.8%</td>
</tr>
<tr>
<td>Green</td>
<td>2.8%</td>
<td>0.6%</td>
</tr>
<tr>
<td>Sauk</td>
<td>4.3%</td>
<td>2.2%</td>
</tr>
<tr>
<td>State of Wisconsin</td>
<td>4.5%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Rock</td>
<td>4.7%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Jefferson</td>
<td>5.2%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Iowa</td>
<td>5.3%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Dane</td>
<td>7.6%</td>
<td>6.0%</td>
</tr>
</tbody>
</table>

Data Source: Wisconsin Department of Administration
Thinking About Talent Attraction - Population Change from Net Migration

2000 to 2010 and 2010 to 2020

Data Source: Wisconsin Department of Administration
Mobility Rates 1950 to 2021
Percent of United States Population Moving (Age 1 and Over)

- All Movers
- Moving within Same county
- Moving to Different County in Same State
- Moving to Different State
- Movers from abroad

Inter-State and Inter-County Mobility 1950 to 2021
Percent of United States Population Moving Across State or County Lines
(Age 1 and Over)

<table>
<thead>
<tr>
<th>Life at Home-Housing</th>
<th>Life at Leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Shelter for the Homeless</td>
<td>• Variety of Leisure Activities</td>
</tr>
<tr>
<td>• Home Owners and Renters</td>
<td>• Support for the Arts</td>
</tr>
<tr>
<td>• Fair Market Rent</td>
<td>• Performing Arts</td>
</tr>
<tr>
<td>• Number of Housing Units</td>
<td>• Museums and Gallery Opportunities</td>
</tr>
<tr>
<td>• Age of Housing Stock</td>
<td>• Library Programs</td>
</tr>
<tr>
<td>• The Cost of a Home</td>
<td>• City and County Parks</td>
</tr>
<tr>
<td>• Residential Building Permits</td>
<td>• Leisure License Sales</td>
</tr>
<tr>
<td>• Affordable access to high speed Internet</td>
<td>• Number of Third Spaces</td>
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</table>

<table>
<thead>
<tr>
<th>Life at School</th>
<th>Life at Home-Children and Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Third Grade Reading Comprehension</td>
<td>• Residents Living in Poverty</td>
</tr>
<tr>
<td>• High School Graduation Rate</td>
<td>• Unmet Basic Needs</td>
</tr>
<tr>
<td>• American College Test (ACT)</td>
<td>• Hunger</td>
</tr>
<tr>
<td>• Post Secondary Education</td>
<td>• Free and Reduced-Price School Lunches</td>
</tr>
<tr>
<td>• Extra-and Co-curricular Activities</td>
<td>• Family Structure</td>
</tr>
<tr>
<td>• Habitual Truancy</td>
<td>• Childcare</td>
</tr>
<tr>
<td>• School District Expenditures</td>
<td>• Senior Living Arrangements</td>
</tr>
<tr>
<td>• Adult life learning opportunities</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Life at Home-Children and Families</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Habitual Truancy</td>
<td>• Retirement Activities</td>
</tr>
<tr>
<td>• School District Expenditures</td>
<td>• Nutrition</td>
</tr>
<tr>
<td>• Adult life learning opportunities</td>
<td>• Health Care Availability</td>
</tr>
</tbody>
</table>
Talent Attraction and Retention –
Community Assets and Quality of Life Indicators

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
Contact Information

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Economic Development Administration University Center
Community Development Institute
Division of Extension
University of Wisconsin-Madison

https://extension.wisc.edu/community-development/economicdevelopment/
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