Uses of LED data for economic assessment and industry target selection in a small rural county
LED is an Incredible New Tool

You can’t build a house with one new tool…

….but you can change the way a house is built
“LED is a thousand answers looking for a thousand questions”
New Answers to New Questions

- Workforce board
  discover who lost jobs in manufacturing
- Commercial site owner
  identify a passing workforce
- Restaurant developer
  separate out residents from commuters
- Housing agency
  locate new housing sites near workers
Early County GA

Shrinking population of 11,800.

Declining workforce of 4,100.

Very limited knowledge of their economy.
The Project

Economic Assessment

Where are we?
Objective discovery
Take fresh look

Everyone on the same page

Industry Targeting

What are we good at?
Objective & subjective
Competitive advantages

Build a business case
Contribution to Total Payroll By Age Groups
2006-2007 AVG

- 14-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-99

Early  Georgia

SYNEVA ECONOMICS llc
Average Earnings By Industry
2006

- Accommodation & Food Services: $982
- Real Estate, Rental & Leasing: $1,292
- Arts, Entertainment, & Recreation: $1,540
- Retail Trade: $2,022
- Construction: $7,521
- Administrative Support: $7,448
- Information: $4,111
- Public Administration: $3,514
- Health Care & Social Assistance: $2,575
- Educational Services: $1,116
- Finance & Insurance: $7,759
- Wholesale Trade: $1,915
- Agriculture, Forestry, Fishing & Hunting: $3,065
- Professional, Scientific, & Technical Services: $3,003
- All Sectors: $5,137
- Transportation & Warehousing: $3,720
- Manufacturing: $5,191
## Industry By Gender

### 2006

<table>
<thead>
<tr>
<th>Industry</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>Accommodation &amp; Food Services</td>
<td>57</td>
<td>141</td>
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<tr>
<td>Administrative &amp; Support</td>
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<td>52</td>
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<tr>
<td>Agriculture, Forestry, Fishing &amp; Hunting</td>
<td>61</td>
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<tr>
<td>Arts, Entertainment, &amp; Recreation</td>
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<td>9</td>
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<tr>
<td>Construction</td>
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<tr>
<td>Educational Services</td>
<td>74</td>
<td>40</td>
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<tr>
<td>Finance &amp; Insurance</td>
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<tr>
<td>Health Care &amp; Social Assistance</td>
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<td>Information</td>
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<td>225</td>
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## Industry By Age Groups
### 2006

<table>
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<tr>
<th>Industry</th>
<th>0-14</th>
<th>15-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
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<td>Accommodation &amp; Food Services</td>
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<td>13</td>
<td>18</td>
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<tr>
<td>Health Care &amp; Social Assistance</td>
<td>213</td>
<td>39</td>
<td>206</td>
<td>197</td>
<td>171</td>
<td>55</td>
<td>80</td>
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<tr>
<td>Manufacturing</td>
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<td>157</td>
<td>110</td>
<td>193</td>
<td>160</td>
<td>18</td>
<td>6</td>
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</table>

**Total**

- 0-14: 1
- 15-24: 3
- 25-34: 2
- 35-44: 1
- 45-54: 1
- 55-64: 1
- 65+: 0
Worker Flows By Industry
2006

Mining, Quarrying, & Oil & Gas Extraction
Management of Companies & Enterprises
Utilities
Real Estate & Rental & Leasing
Arts, Entertainment, & Recreation
Information
Professional, Scientific, & Technical Services
Other Services
Transportation & Warehousing
Administration & Support, Waste Management
Finance & Insurance
Agriculture, Forestry, Fishing & Hunting
Construction
Accommodation & Food Services
Public Administration
Wholesale Trade
Educational Services
Retail Trade
Health Care & Social Assistance
Manufacturing

- Live and Work
- In-Commute
- Out-Commute
Net Worker Flows By Earnings & Age Groups
2006

More than $3,400 per month

$1,201 to $3,400 per month

$1,200 per month or less

Age 55 or older

Age 31 to 54

Age 30 or younger

Out-Commute  In-Commute
Worker Flows By Select Industries
2003-2006

- Manufacturing
- Educational Services
- Health Services & Social Assistance
- Retail

In-Commute
Out-Commute
Change Manufacturing Employment By Age Groups
2002-2007

- Gain
- Loss
Change Construction Employment By Age Groups
2002-2007

[Bar chart showing changes in construction employment by age groups from 2002 to 2007.]
Change Wholesale Trade Employment
By Age Groups 2002-2007

14-24  25-34  35-44  45-54  55-64  65-99

Gain  Loss

SYNEVA ECONOMICS llc
LED Contribution

- Unprecedented insights into local economies
- More complete understanding of a local workforce
- First-time granular detail of worker behavior
- Multiple layers of additional information
- New perception of workforce dynamics
- Elevated level of analysis & expectation