Uses of LED data for economic assessment and industry target selection in a small rural county

SYNEVA ECONOMICS LLC

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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

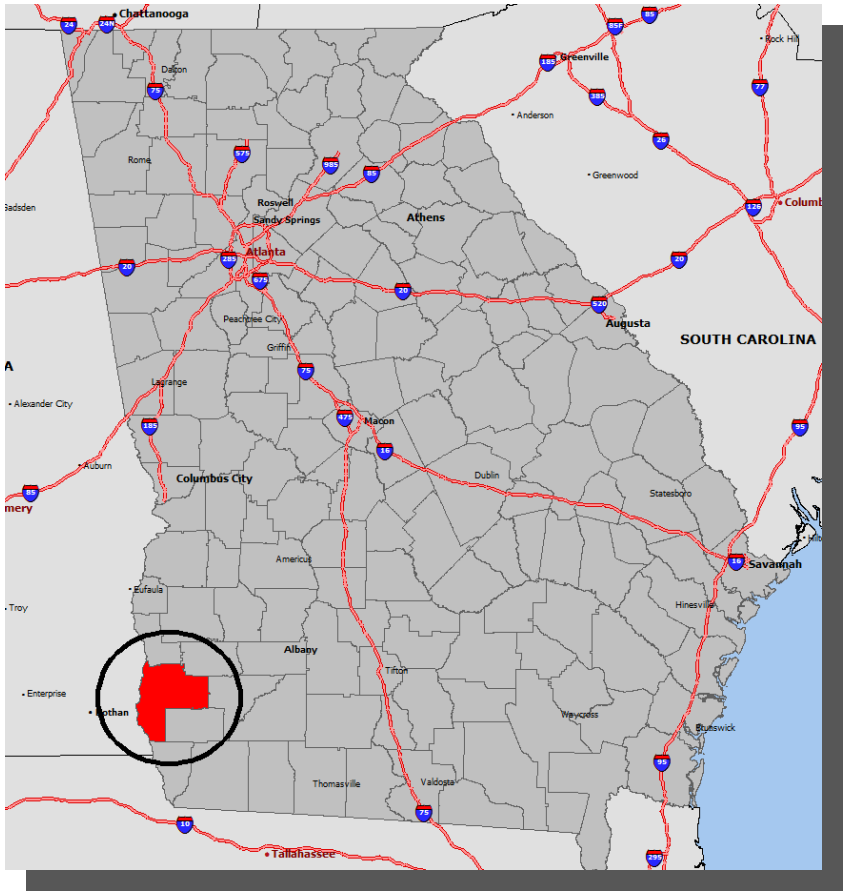
  locate new housing sites near workers

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

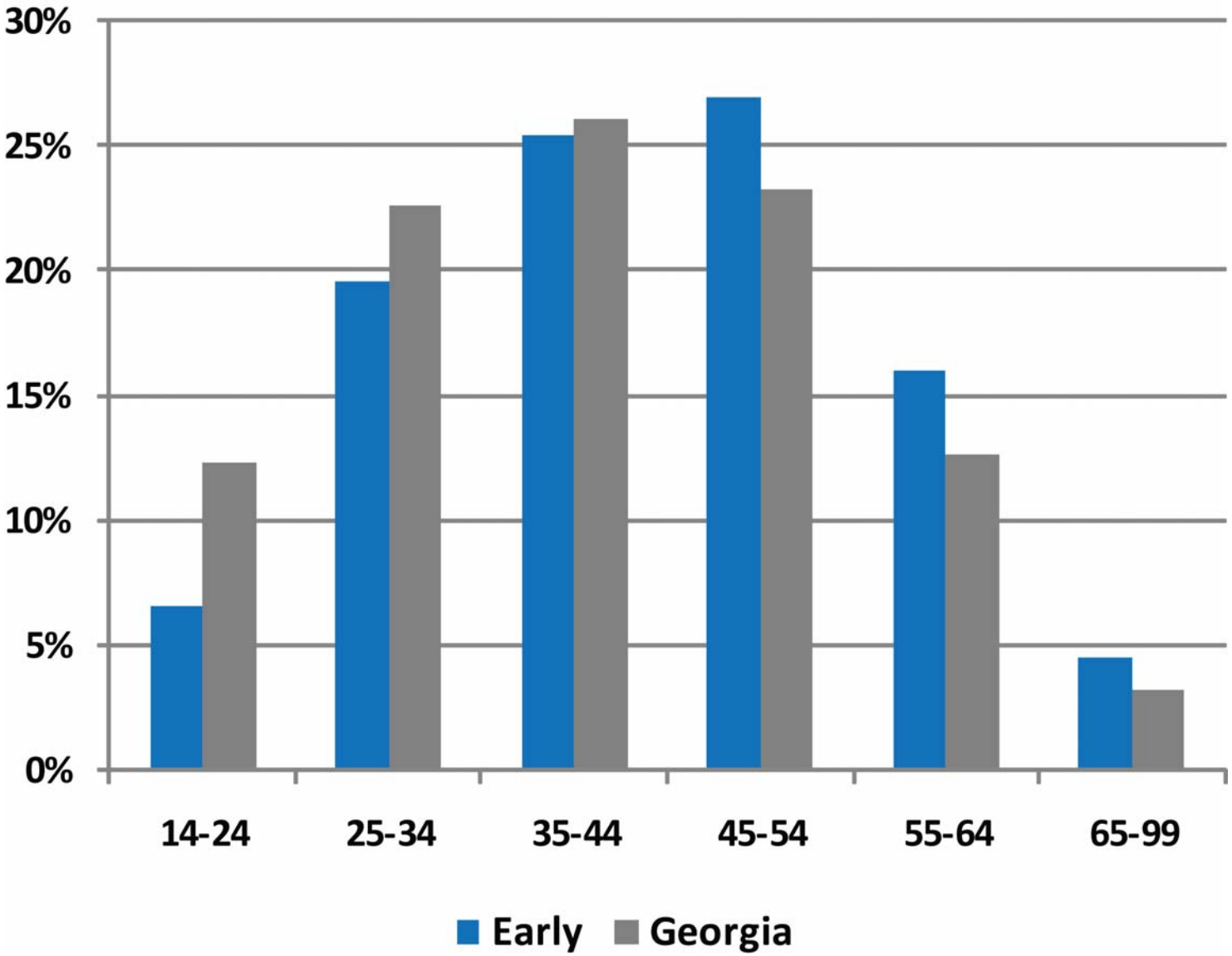
What are we good at?

Objective & subjective

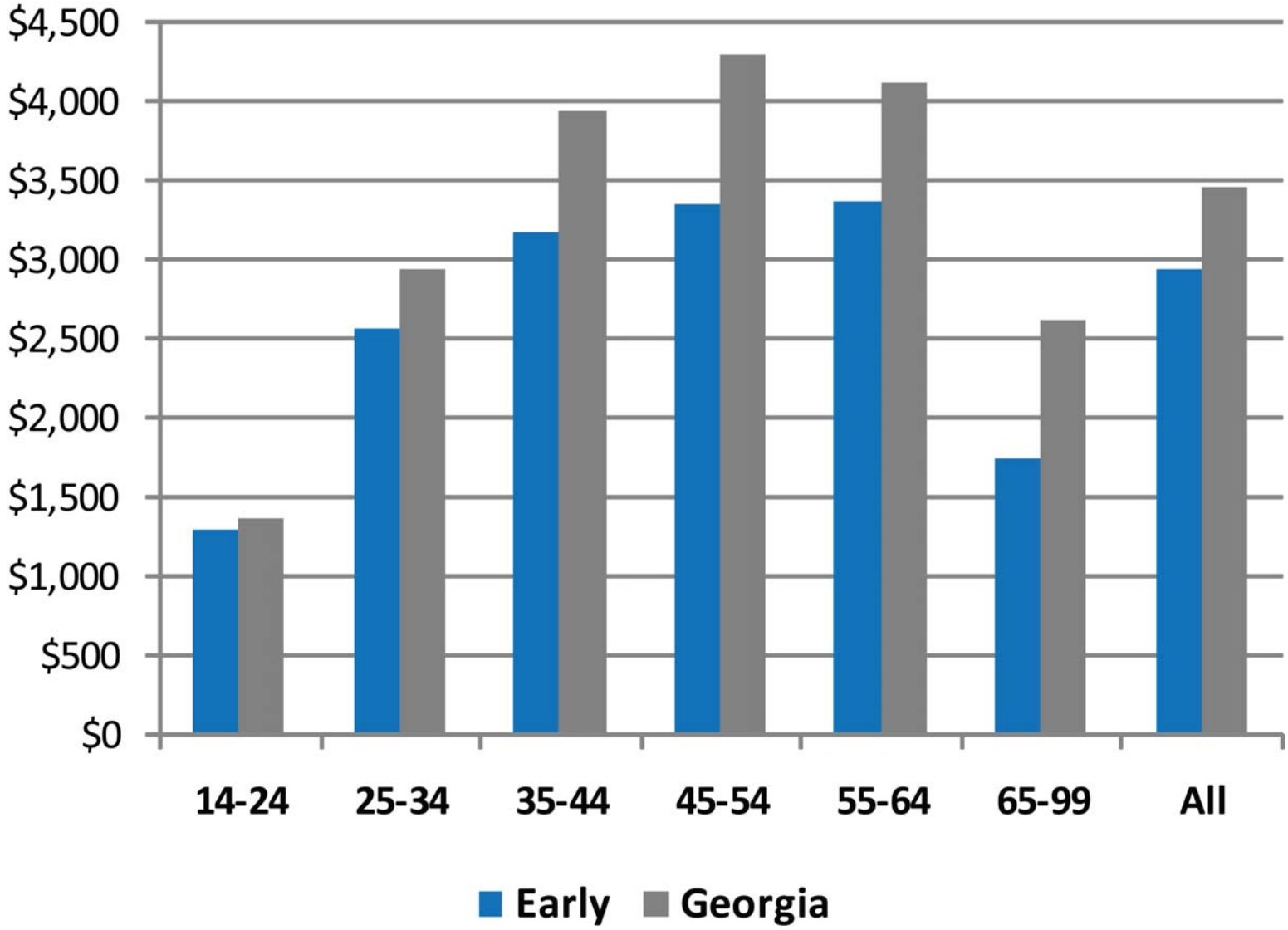
Competitive advantages

Build a business case

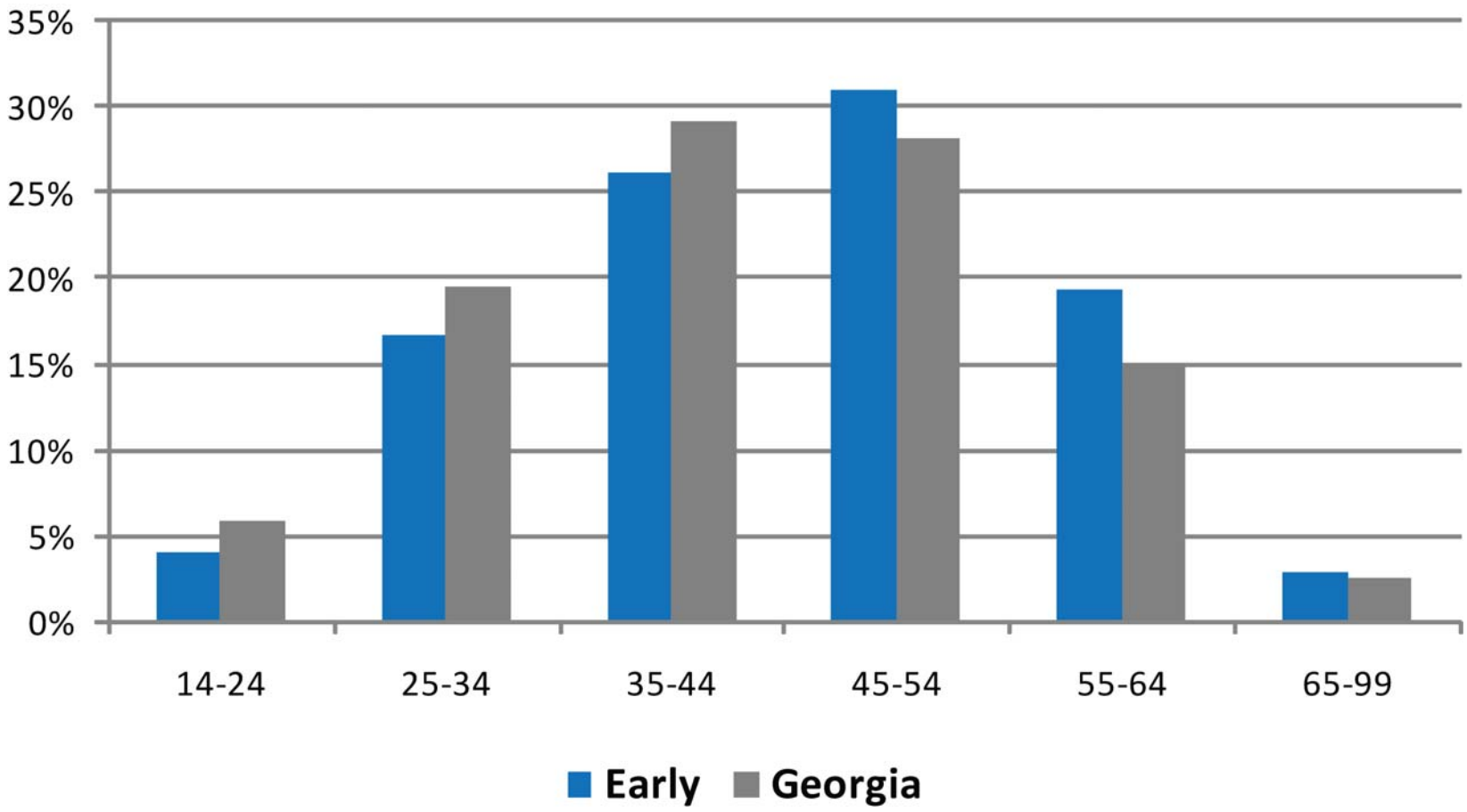
Percent Total Workforce By Age Groups
2006-2007 AVG



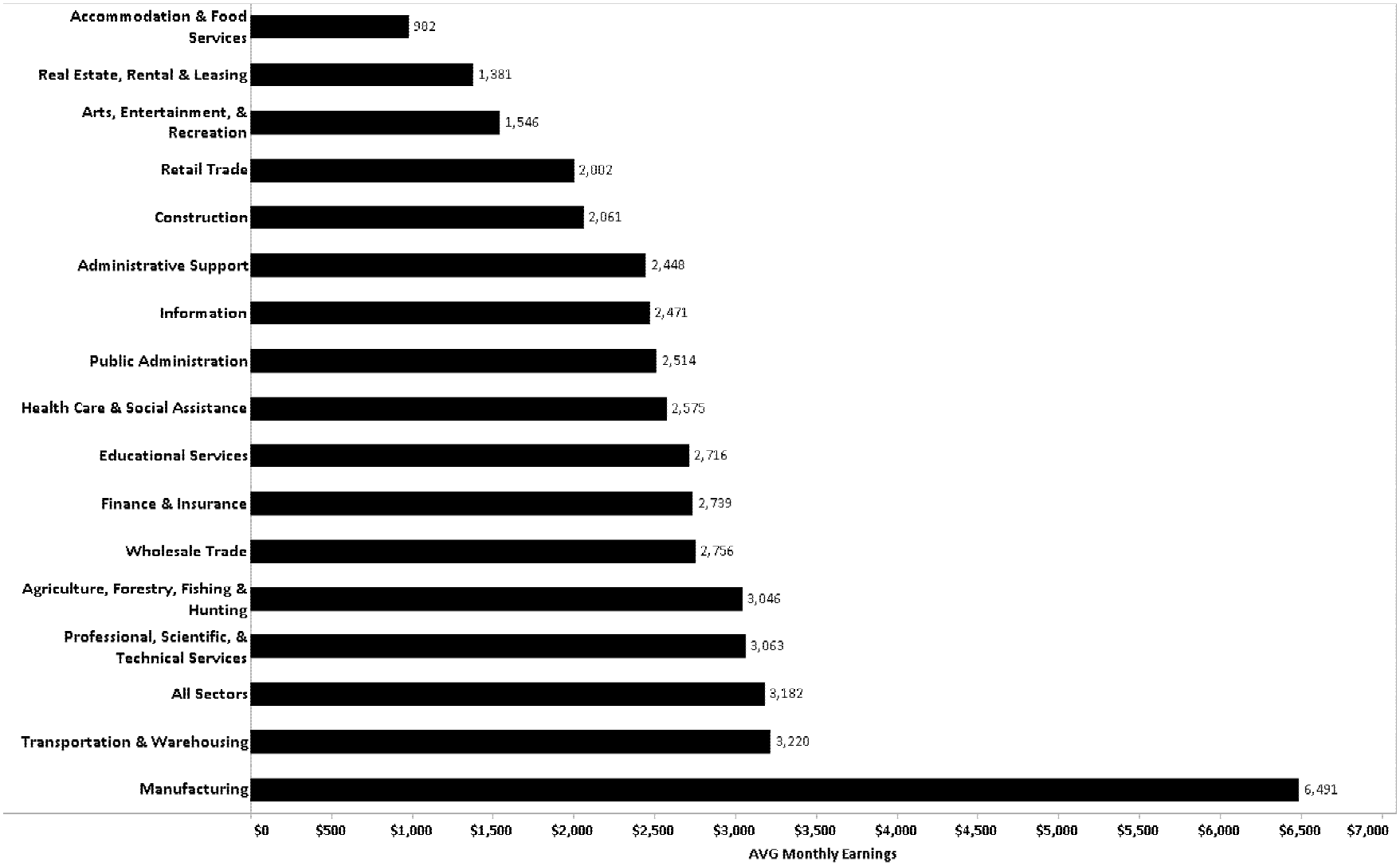
Earnings By Age Groups
2006-2007 AVG



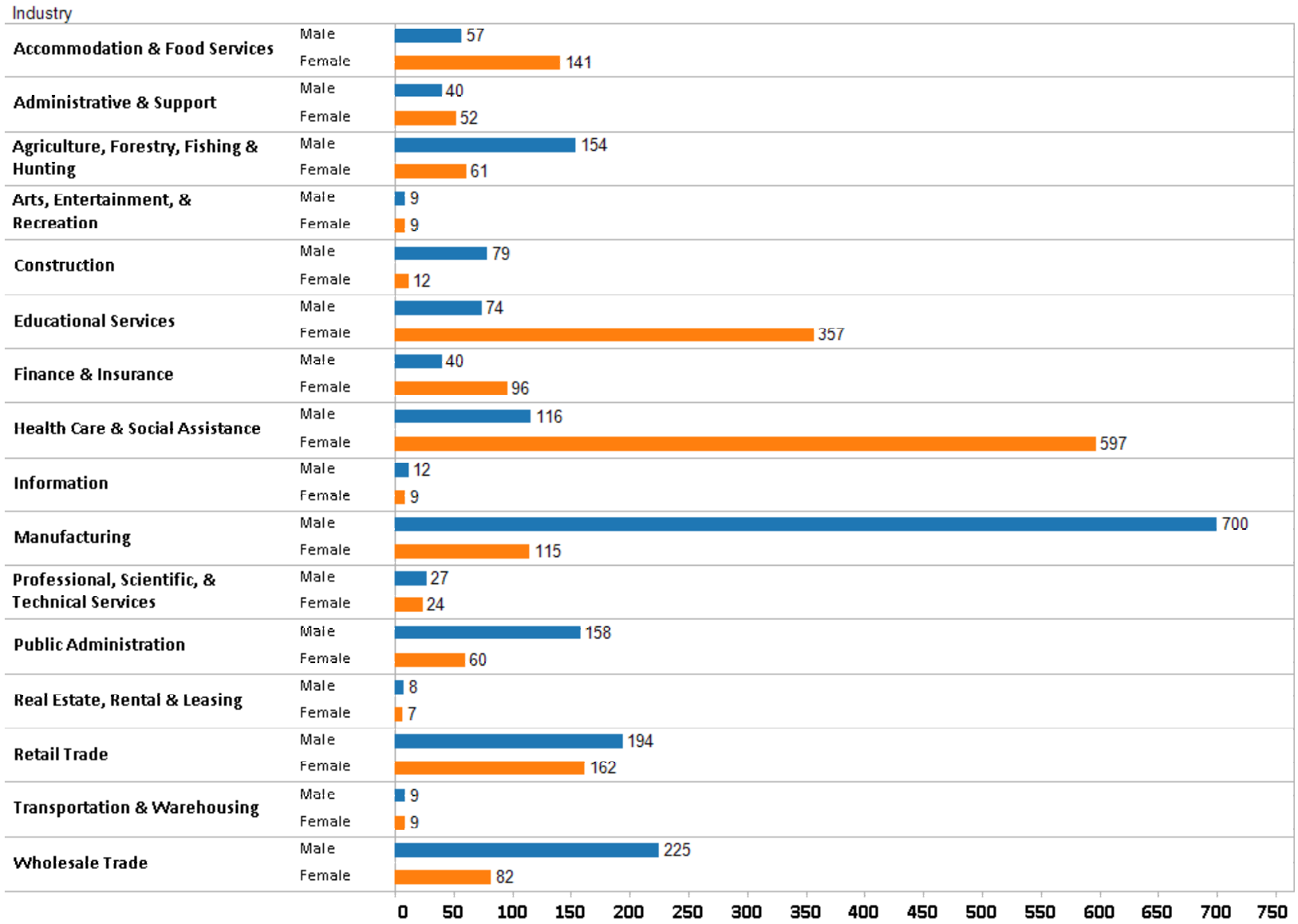
Contribution to Total Payroll By Age Groups
2006-2007 AVG



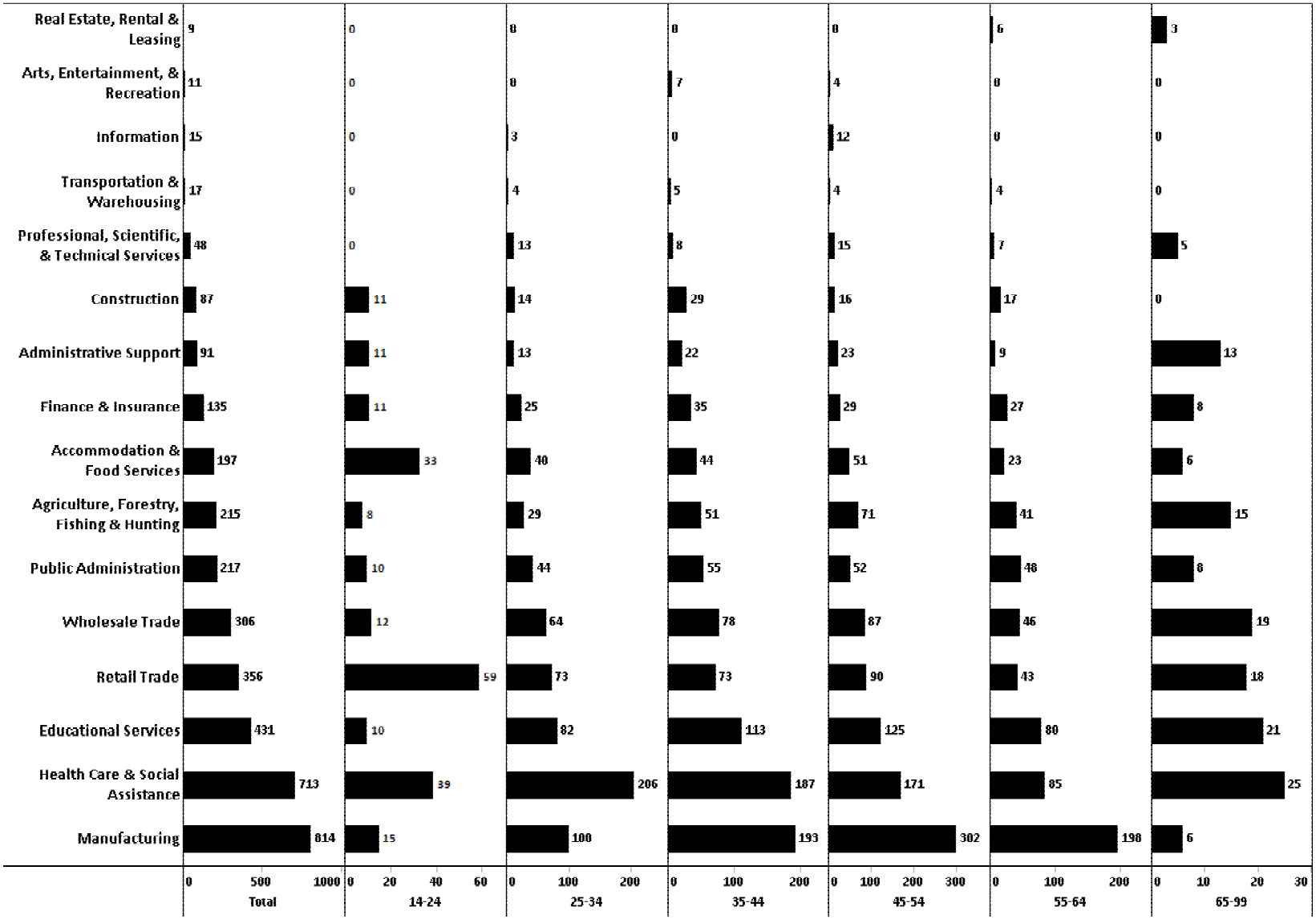
Average Earnings By Industry
2006



Industry By Gender
2006

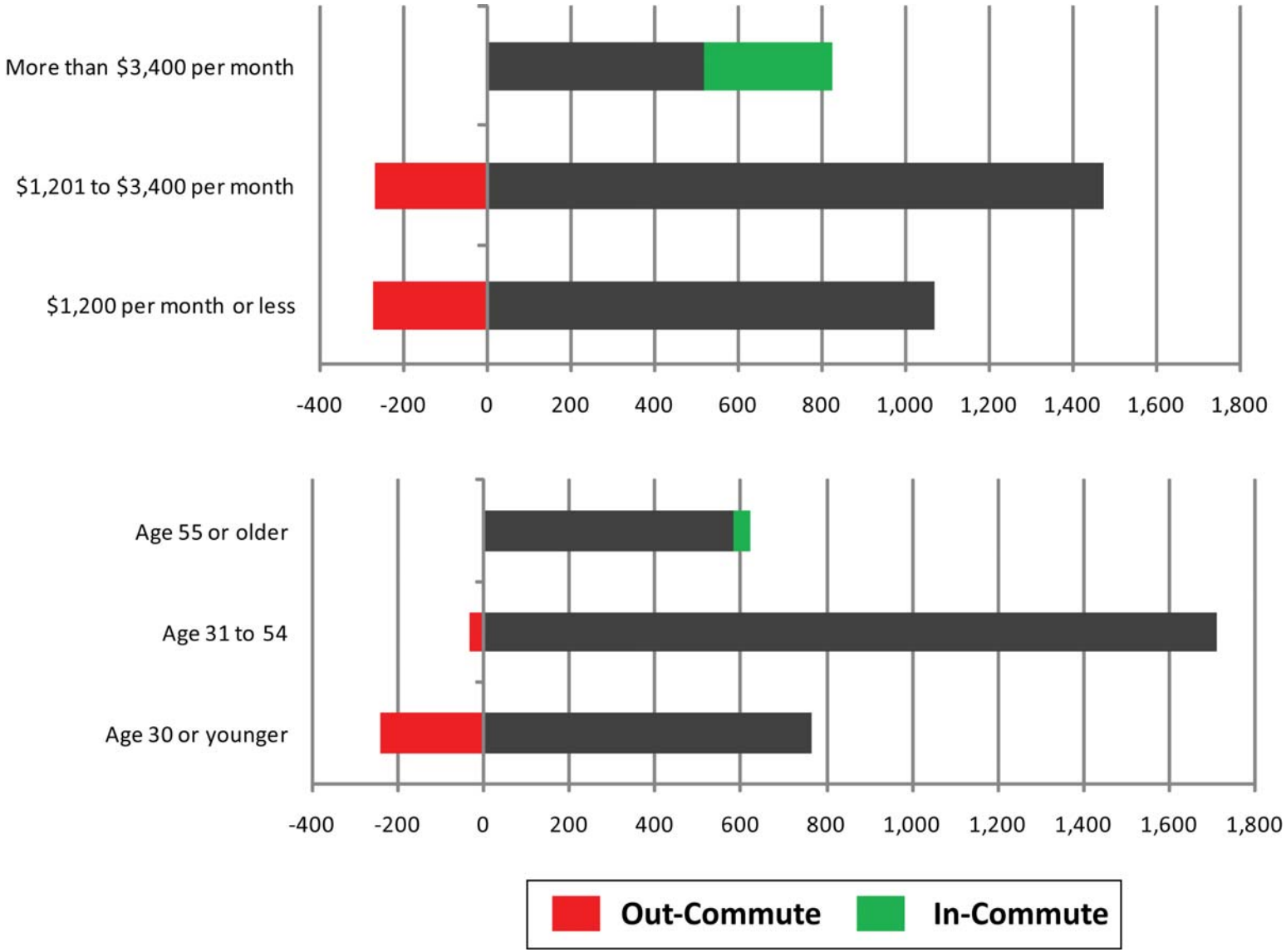


Industry By Age Groups
2006



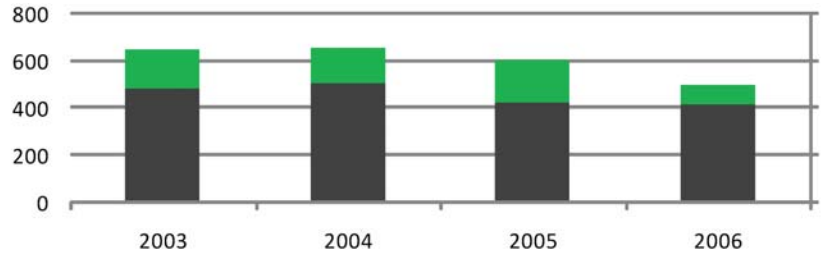
Worker Flows By Industry
2006

Net Worker Flows By Earnings & Age Groups
2006

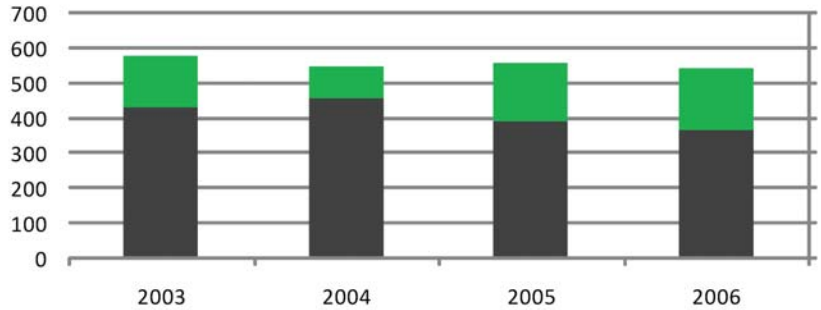


Worker Flows By Select Industries
2003-2006

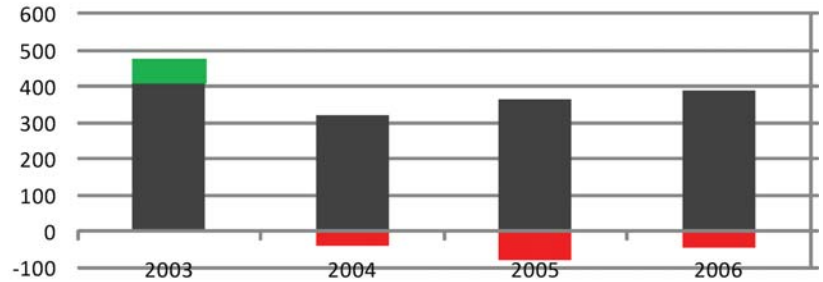
Manufacturing



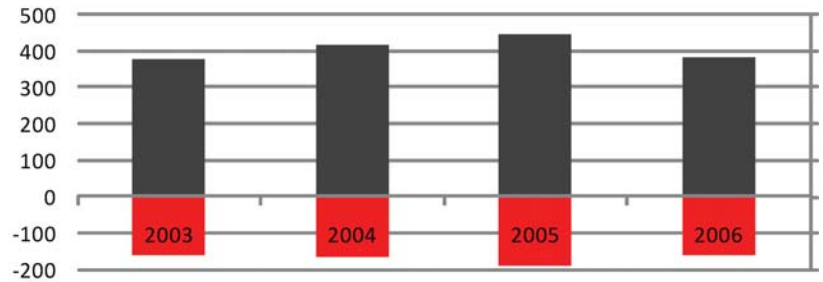
Educational Services



Health Services
& Social Assistance



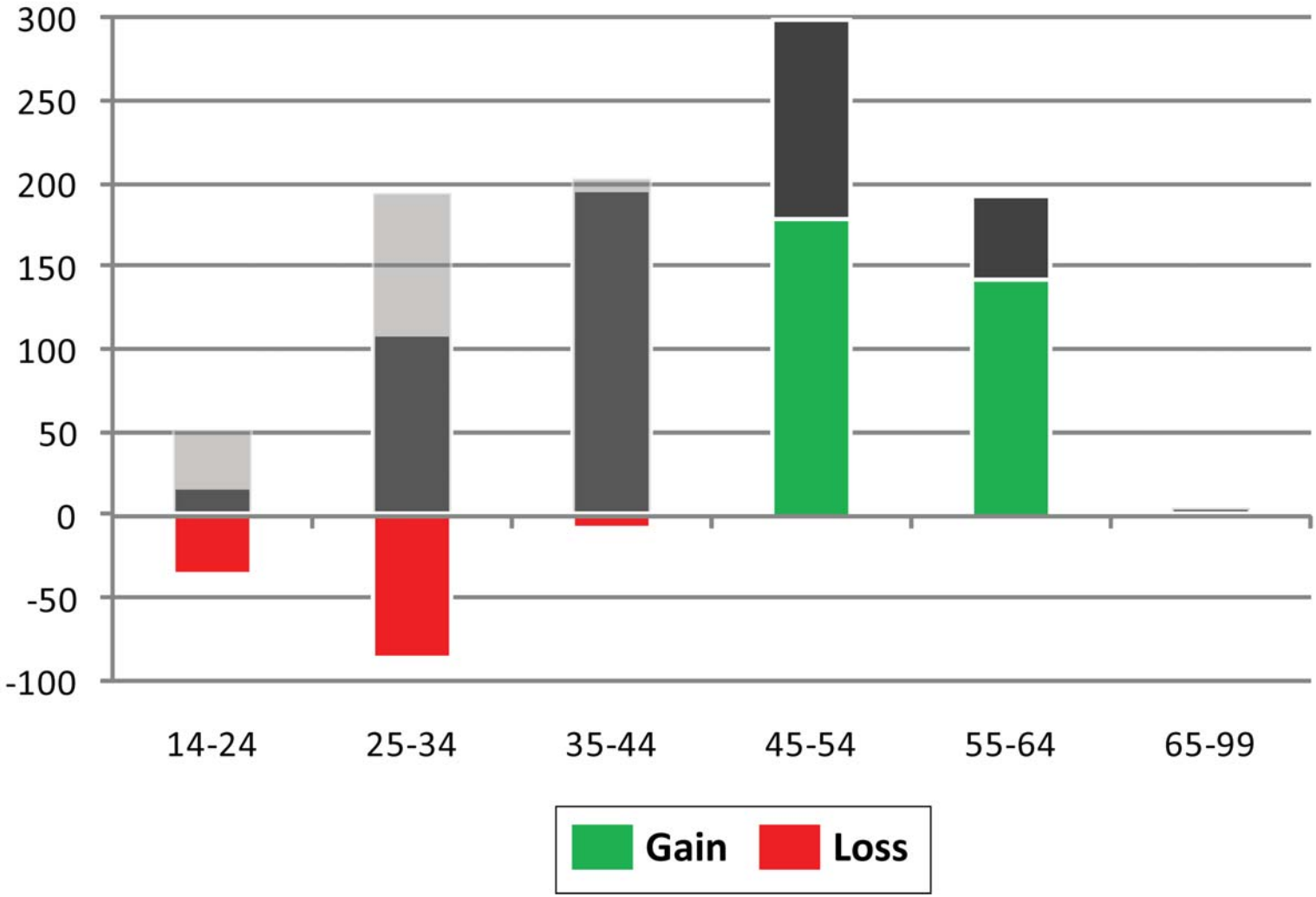
Retail



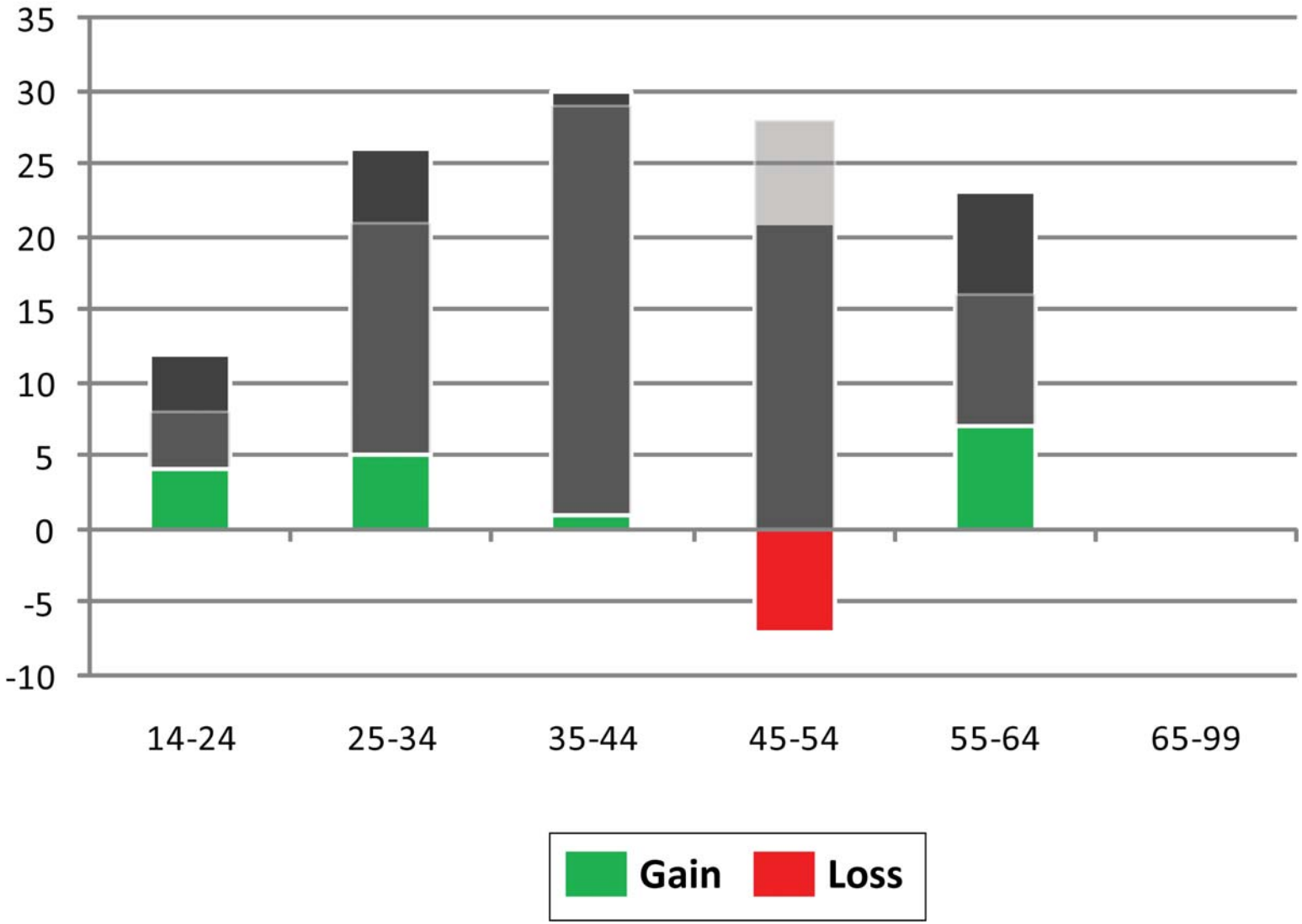
In-Commute

Out-Commute

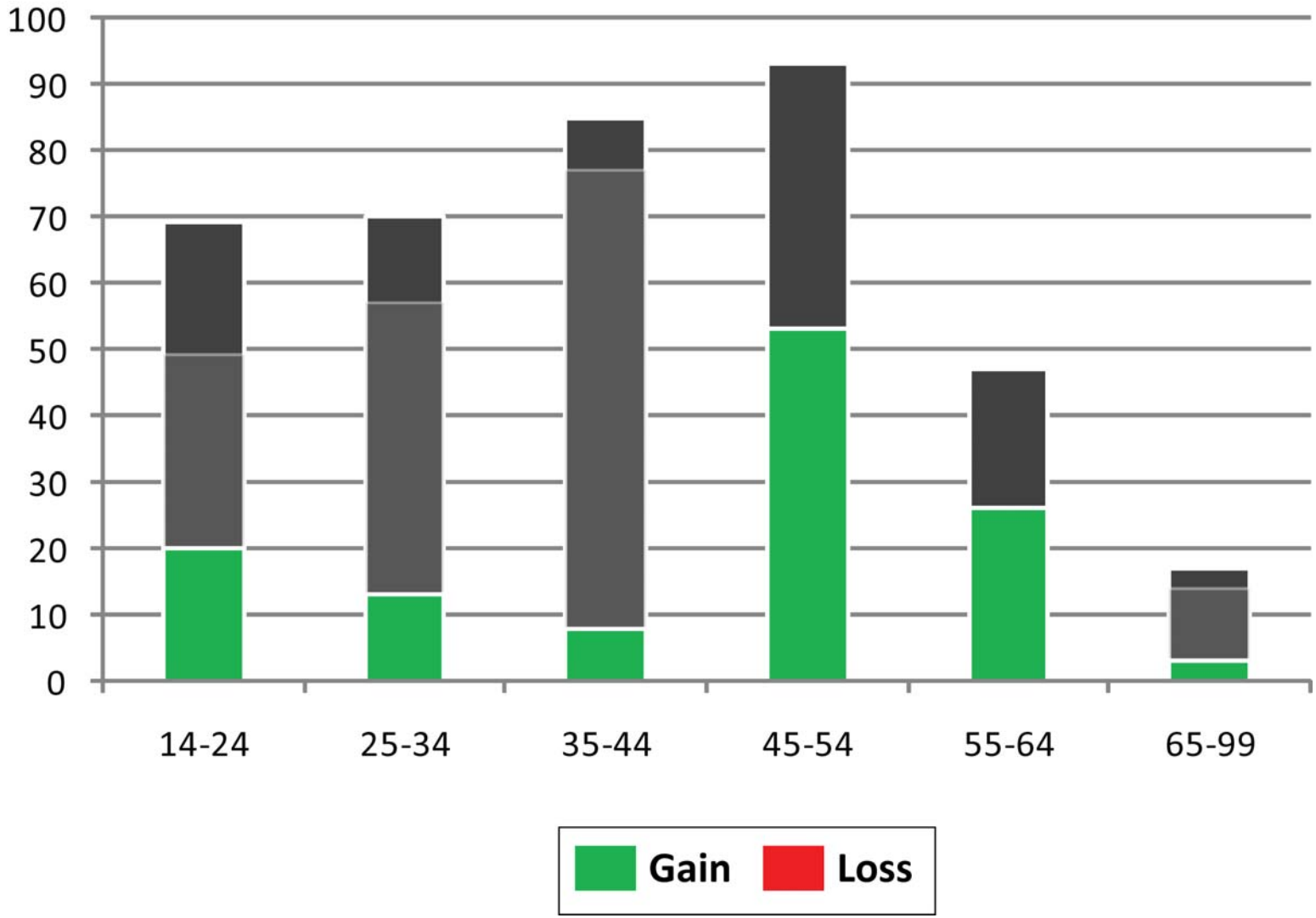
Change Manufacturing Employment By Age Groups
2002-2007



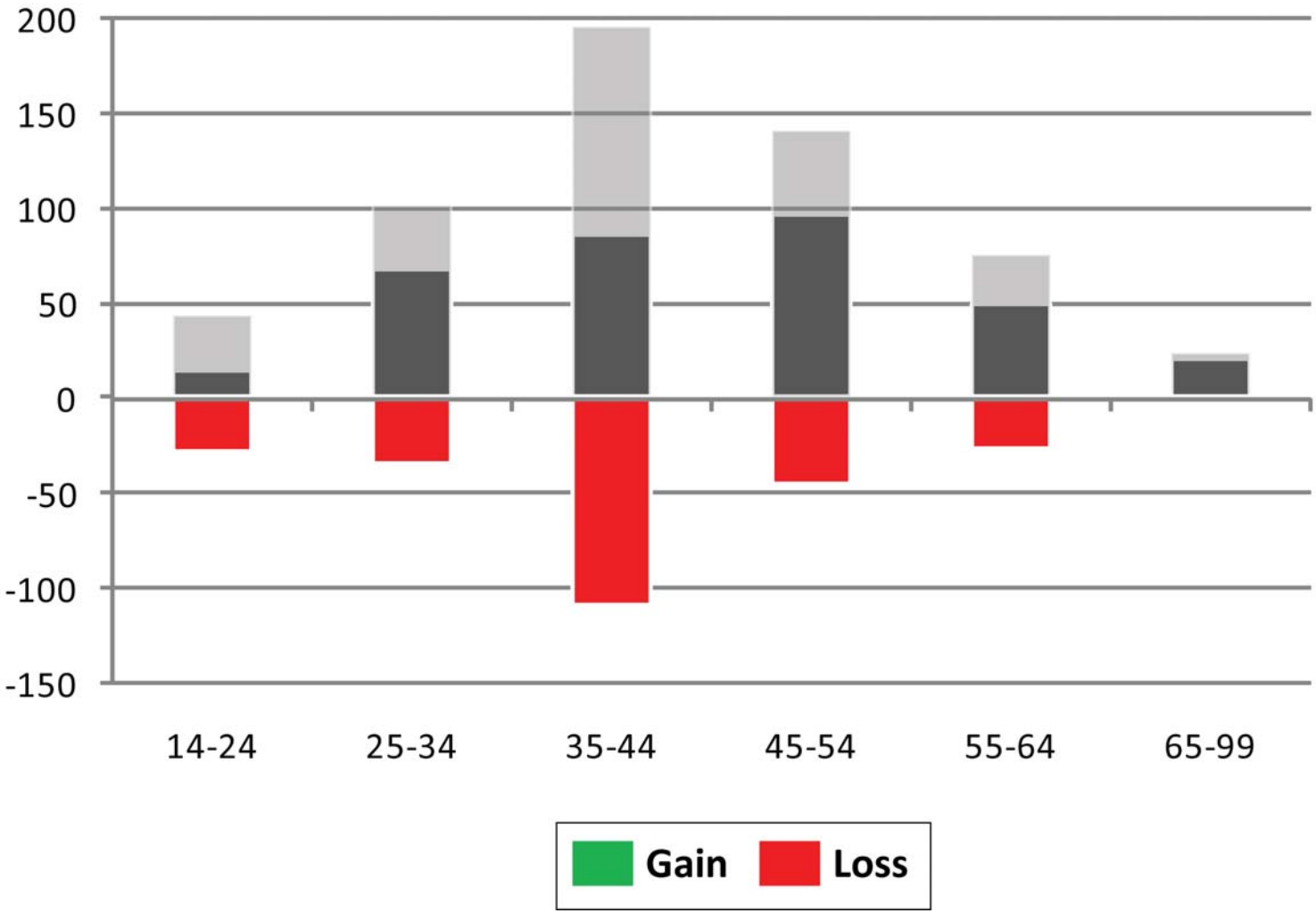
Change Construction Employment By Age Groups
2002-2007



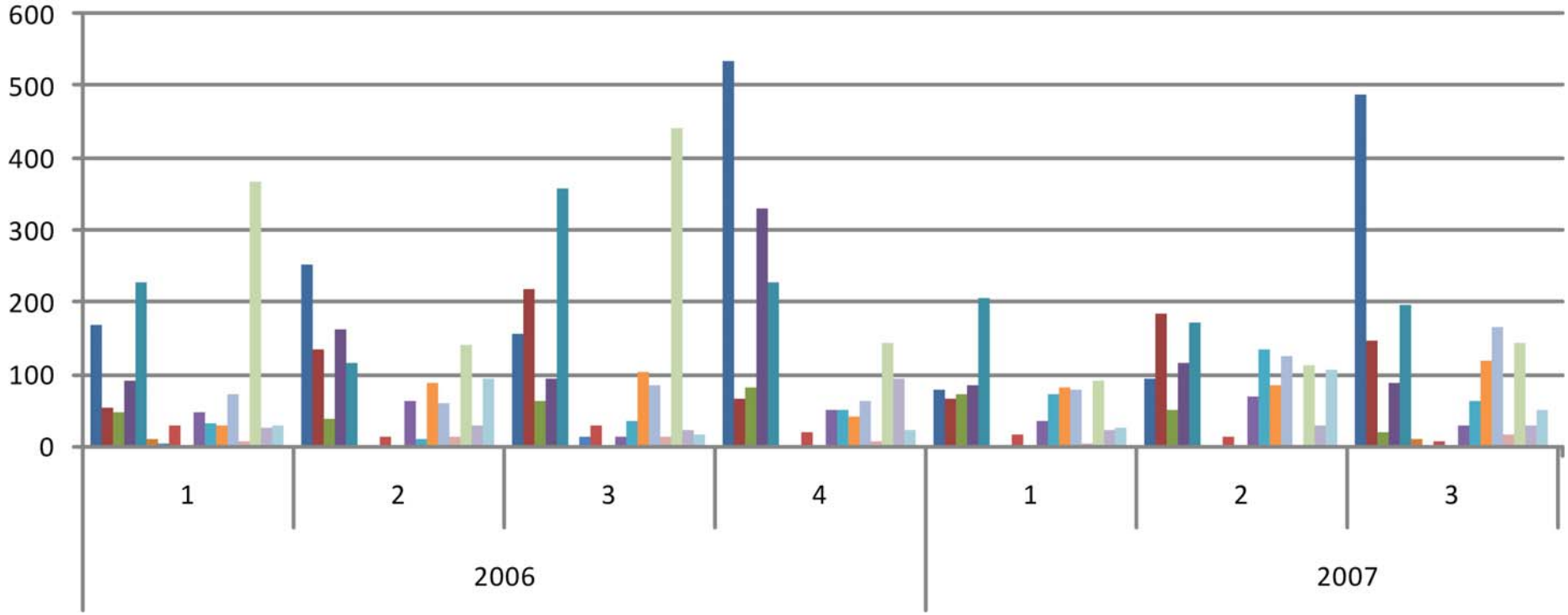
Change Retail Employment By Age Groups
2002-2007



Change Wholesale Trade Employment By Age Groups 2002-2007



Separations By Quarter
2006-2007 3Q



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