

Methodology and Data Information

About the Reports

Workforce Strategies, Inc. has developed these workforce reports in response to local job and industry dynamics, information and knowledge based labor trends, and skill transferability and career shifts that occur within and across local industries. These all-in-one reports assist in making more informed business decisions.

The North American Industry Classification System (NAICS), the Standard Occupation Classification (SOC) system, and the U.S. Department of Labor, Employment and Training Administration's O*NET® system are used in our industry, occupation, and Geo-Skill™ analysis.

Our workforce demographics are based on U.S. Department of Labor's Bureau of Labor Statistics data, the U.S. Department of Labor's Employment and Training Administration O*NET® system, and GeoResults® business counts database

GeoResults®, Inc. uses a wide-ranging series of data cleansing and verification processes to enhance the overall quality and usability of industry standard business count databases. Its database includes more than 15 million businesses and 150 million workers.

Industry and Occupation Demographics

Our total industry employment value is based on daytime population using business counts, which geographically summarize the number of employees in an industry (NAICS) by business establishment. It is presented at the 2-digit NAICS. In addition, our industry-specific reports include the number of establishments and employees at the 4-digit NAICS, as well as the employment percent of the workforce and the Industry Employment Index™ (IEI). The Industry Employment Index™ (IEI) shows the local industry employment concentration when compared to the nation.

Using data from the Occupation Employment Survey (OES), which is collected by the U.S. Department of Labor's Bureau of Labor Statistics, our occupation distribution is developed based on national industry averages and uses local industry classifications and business counts. Based on the Standard Occupation Classification (SOC) system, the data includes the employment number for more than 750 occupations, each occupation's percent of the geographical workforce, and its concentration. The Workforce Occupation Index™ (WOI) shows occupation concentration when compared to the nation. The occupation counts are also summarized in three broader occupational categories.

Our occupation analysis determines which occupations have the highest employment number in an industry, based on the national industry average. These occupations and their employment numbers are listed in our industry-specific occupational reports, which include the occupation's total employment numbers across all local industries. For example, our analysis looks at all healthcare-related occupations in all local industries, such as school nurses, company nurse, and more. The industry-specific reports also include each occupation's percent of the workforce and the Workforce Occupation Index™ (WOI).

The unclassified occupation employment value shows the number of workers in the Total Industry Employment that are not included in the geographic occupational counts.

Geo-Skills™ and Workforce Preparation Demographics

There are 35 foundational skills in the workplace that fall within seven major skill categories. The skill categories, skills, and workforce preparation are based on O*NET® content.

Given a geographical area's industry employment, our Geo-Skill Analysis™ looks at a composite of all the skills that are used at all times to meet the production needs of local employers and the economic base and are continually used in local workplaces and industries to generate revenue, account for payroll, etc.

Industry-based employment is a valuable gauge of geographical skills because workers who are already employed in that location usually fill most jobs. Because skills are portable, workers carry them as they move from one job or industry to the next.

Geo-Skills™ employment is based on local industry business counts and occupation classifications. It indicates the significance of a skill in the local workforce and includes the portion, employment number and percent of the workforce, where that skill is significant to local job performance and workplaces. The Geo-Skills Index™ (GSI) compares each skill's employment concentration to the figures for the U.S. The Geo-Skills Indicator™ includes the skill employment number and its percent of the workforce as well as its concentration index rating for each of the 35 skill values and the seven major skill categories.

Our analysis also includes an overall Workforce Preparation employment number, percent of workforce, and concentration by local geography. Workforce preparation is based on education, training, and experience, as well as other job-related factors such as skills and knowledge. The Workforce Preparation Index™ (WFPI) shows geographic workforce preparation concentration in comparison to the nation.

The unclassified skill employment value shows the number of workers in the Total Industry Employment that are not included in our geographic skill employment or workforce preparation employment counts.

Using the Workforce Data

An effective way to learn about local workforce patterns and a particular workforce data element is to look at the number, percent, and concentration values together.

Due to rounding, data may not sum to the whole.

About Business Count Data

As a general practice, corporate site-selectors, segment market studies, and other business-to-business interactions use private business count data. It is based on workforce, not residential population. Unlike public datasets, the geographic granularity of private business counts, which is down to the block level, is invaluable for mapping (Geographic Information Systems—GIS), planning, and market analysis. It allows for more comprehensive labor market profiles, including geometric retrieval, drive time analysis, and more. As a result of Workforce Strategies, Inc. and ESRI's recent partnership, these new workforce reports now make this data readily available to any organization.

There are differences between private and public business counts. To protect confidentiality, public datasets may not include all local employment numbers. A commercial business count database includes employment counts of a local workforce that public data sources are unable to disclose and it covers smaller places of employment within a local geography that also may not be included in public datasets. Through the compilation of business lists, use of public records and other sources, accessing publications, and other proprietary methods, private databases are initially derived. As a result, smaller places of employment are included in commercial datasets. They are more current.

In addition, differences in counts can occur as a result of the data collection process including the source of data collection, how a business is classified by industry, and the use of primary classifications. For example, individual businesses are classified by the services they provide. Therefore, education and other public or semi-public entities, such as employment centers, are not necessarily classified as public sector. Also, private business counts tend not to focus on government entities. Agricultural is also under-represented in both kinds of sources.

Other Data Information

Our ready-to-use workforce reports include the following county data where available: poverty, wage, education, and insurance. Because this data is only available at the county level, when reports are generated for smaller geographical areas, the county data is included. If a geometrical retrieval report is generated for an area that goes outside of county bounds, then the reference location's county-level data is shown in the report.

Poverty demographics are based from the U.S. Census Bureau's Small Area Income & Poverty Model-based Estimates (SAIPE). More can be learned at: census.gov/hhes/www/poverty/poverty.html.

Insurance data is the U.S. Census Bureau's Model-based Small Area Health Insurance Estimates (SAHIE). More can be learned at: census.gov/hhes/www/sahie/index.html.

Wage data is based on data from the U.S. Bureau of Labor Statistics. Education data is from the U.S. Department of Education.

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