Monroe by the Numbers

Using Economic and Demographic Data to Explore Community Economic Development Opportunities

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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 rather than ranking them.
Population Growth Trends 1970 to 2014

Percent Change in Population Since 1970

United States
State of Wisconsin
Green County
City of Monroe

Data Sources: Wisconsin Department of Administration and Bureau of Economic Analysis
Percent Change in Population – 2000 to 2014

- Dane County: 17.8%
- Sauk County: 12.4%
- Jefferson County: 10.8%
- Green County: 9.4%
- Columbia County: 8.2%
- State of Wisconsin: 6.9%
- Rock County: 5.1%
- Iowa County: 4.5%
- Dodge County: 3.8%

Data Source: U.S. Census Bureau and Wisconsin Department of Administration
Components of Population Change – 2000 to 2014

<table>
<thead>
<tr>
<th>County</th>
<th>Natural Increase</th>
<th>Net Migration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dane County</td>
<td>10.6%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Sauk County</td>
<td>5.9%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Jefferson County</td>
<td>6.9%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Green County</td>
<td>4.0%</td>
<td>5.5%</td>
</tr>
<tr>
<td>Columbia County</td>
<td>3.8%</td>
<td>4.5%</td>
</tr>
<tr>
<td>State of Wisconsin</td>
<td>6.2%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Rock County</td>
<td>-1.2%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Iowa County</td>
<td>-2.5%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Dodge County</td>
<td>1.2%</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census Bureau and Wisconsin Department of Administration
Green County Migration Trends – 2000 to 2013

Source: Internal Revenue Service County Migration Data
Fastest Growing Municipalities in Green County (2000 to 2014)

**Share of Working Residents Commuting to a Workplace Outside of Green County**

- **Village of Belleville** (371.7%): 92.2%
- **Town of Exeter** (63.0%): 81.2%
- **Town of York** (55.4%): 69.5%
- **Town of Albany** (43.7%): 69.2%
- **Town of New Glarus** (43.7%): 80.1%
- **Town of Washington** (31.7%): 65.3%
- **City of Monroe** (-0.85%): 45.8%

Data Source: U.S. Census Bureau OnTheMap LODES Data and Wisconsin Dept. of Administration
### Worker Flow by County for the City of Monroe - Q2 2013

#### Employees Residing in the City of Monroe  
**County of Employment (n = 5,919)**

<table>
<thead>
<tr>
<th>County</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green County, WI</td>
<td>3,211</td>
<td>54.2%</td>
</tr>
<tr>
<td>Dane County, WI</td>
<td>745</td>
<td>12.6%</td>
</tr>
<tr>
<td>Milwaukee County, WI</td>
<td>237</td>
<td>4.0%</td>
</tr>
<tr>
<td>Hennepin County, MN</td>
<td>135</td>
<td>2.3%</td>
</tr>
<tr>
<td>Rock County, WI</td>
<td>128</td>
<td>2.2%</td>
</tr>
<tr>
<td>Waukesha County, WI</td>
<td>119</td>
<td>2.0%</td>
</tr>
<tr>
<td>Stephenson County, IL</td>
<td>109</td>
<td>1.8%</td>
</tr>
<tr>
<td>Sauk County, WI</td>
<td>84</td>
<td>1.4%</td>
</tr>
<tr>
<td>Lafayette County, WI</td>
<td>81</td>
<td>1.4%</td>
</tr>
<tr>
<td>Brown County, WI</td>
<td>72</td>
<td>1.2%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>998</td>
<td>16.9%</td>
</tr>
</tbody>
</table>

#### Employees Working in the City of Monroe  
**County of Residence (n = 8,232)**

<table>
<thead>
<tr>
<th>County</th>
<th>Count</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green County, WI</td>
<td>4,488</td>
<td>54.5%</td>
</tr>
<tr>
<td>Stephenson County, IL</td>
<td>686</td>
<td>8.3%</td>
</tr>
<tr>
<td>Lafayette County, WI</td>
<td>560</td>
<td>6.8%</td>
</tr>
<tr>
<td>Dane County, WI</td>
<td>447</td>
<td>5.4%</td>
</tr>
<tr>
<td>Grant County, WI</td>
<td>314</td>
<td>3.8%</td>
</tr>
<tr>
<td>Rock County, WI</td>
<td>310</td>
<td>3.8%</td>
</tr>
<tr>
<td>Iowa County, WI</td>
<td>140</td>
<td>1.7%</td>
</tr>
<tr>
<td>Jo Daviess County, IL</td>
<td>138</td>
<td>1.7%</td>
</tr>
<tr>
<td>Milwaukee County, WI</td>
<td>100</td>
<td>1.2%</td>
</tr>
<tr>
<td>Winnebago County, IL</td>
<td>85</td>
<td>1.0%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>964</td>
<td>11.7%</td>
</tr>
</tbody>
</table>

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Data Source: U.S. Census Bureau OnTheMap LODES Data
## Age Distribution Comparison – 2010 Census

<table>
<thead>
<tr>
<th>Age Cohort</th>
<th>City of Monroe</th>
<th>Green County</th>
<th>State of Wisconsin</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>10,827</td>
<td>36,842</td>
<td>5,686,986</td>
<td>308,745,538</td>
</tr>
<tr>
<td>Under 5</td>
<td>6.4%</td>
<td>6.4%</td>
<td>6.3%</td>
<td>6.5%</td>
</tr>
<tr>
<td>5 to 14</td>
<td>12.2%</td>
<td>13.6%</td>
<td>13.1%</td>
<td>13.3%</td>
</tr>
<tr>
<td>15 to 24</td>
<td>11.9%</td>
<td>10.8%</td>
<td>13.8%</td>
<td>14.1%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>12.3%</td>
<td>11.2%</td>
<td>12.7%</td>
<td>13.3%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>11.7%</td>
<td>13.3%</td>
<td>12.8%</td>
<td>13.3%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>14.4%</td>
<td>16.5%</td>
<td>15.4%</td>
<td>14.6%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>12.4%</td>
<td>13.3%</td>
<td>12.3%</td>
<td>11.8%</td>
</tr>
<tr>
<td>65 to 74</td>
<td>7.9%</td>
<td>7.5%</td>
<td>7.0%</td>
<td>7.0%</td>
</tr>
<tr>
<td>75 to 84</td>
<td>7.2%</td>
<td>5.0%</td>
<td>4.5%</td>
<td>4.2%</td>
</tr>
<tr>
<td>85 or More</td>
<td>3.7%</td>
<td>2.4%</td>
<td>2.1%</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

- **Age 15 to 64**
  - City of Monroe: 62.6%
  - Green County: 65.1%
  - State of Wisconsin: 66.9%
  - United States: 67.1%

- **Age 25 to 54**
  - City of Monroe: 38.4%
  - Green County: 41.0%
  - State of Wisconsin: 40.8%
  - United States: 41.2%

Data Sources: U.S. Census Bureau
**Median Age in 2010**

- Iowa County: 41.1
- Green County: 41.1
- Columbia County: 41.0
- Dodge County: 40.7
- Sauk County: 40.0
- State of Wisconsin: 38.5
- Jefferson County: 38.2
- Rock County: 38.0
- United States: 37.2
- Dane County: 34.4

Data Source: U.S. Census Bureau
## Age Distribution Comparison – 2010 Census and 2030 Projection

<table>
<thead>
<tr>
<th>Age Cohort</th>
<th>Green County 2010</th>
<th>Green County 2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>36,842 100.0%</td>
<td>42,085 100.0%</td>
</tr>
<tr>
<td>Under 5</td>
<td>2,354 6.4%</td>
<td>2,370 5.6%</td>
</tr>
<tr>
<td>5 to 14</td>
<td>5,019 13.6%</td>
<td>5,560 13.2%</td>
</tr>
<tr>
<td>15 to 24</td>
<td>3,970 10.8%</td>
<td>4,520 10.7%</td>
</tr>
<tr>
<td>25 to 34</td>
<td>4,126 11.2%</td>
<td>4,330 10.3%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>4,901 13.3%</td>
<td>4,930 11.7%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>6,069 16.5%</td>
<td>5,150 12.2%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>4,906 13.3%</td>
<td>5,070 12.0%</td>
</tr>
<tr>
<td>65 to 74</td>
<td>2,765 7.5%</td>
<td>5,460 13.0%</td>
</tr>
<tr>
<td>75 to 84</td>
<td>1,854 5.0%</td>
<td>3,490 8.3%</td>
</tr>
<tr>
<td>85 or More</td>
<td>878 2.4%</td>
<td>1,205 2.9%</td>
</tr>
</tbody>
</table>

Age 15 to 64: 15,096 / 36,842 = 41.0% (2010) vs. 14,410 / 42,085 = 34.2% (2030)

Age 25 to 54: 23,972 / 36,842 = 65.1% (2010) vs. 24,000 / 42,085 = 57.0% (2030)

Data Sources: U.S. Census Bureau and Wisconsin Department of Administration Demographic Services Center
Convergence of the Population Age 18 and Age 65 in Green County - 2010 to 2040

Data Source: Wisconsin Department of Administration Demographic Services Center
Workers Age 55 or Older by Industry (Q2 2014)

Share of Industry Employment in Green County

- Transportation and Utilities: 37.2%
- Information: 33.2%
- Financial Activities: 33.1%
- Retail: 32.0%
- Education Services: 31.8%
- Public Administration: 29.9%
- Wholesale: 26.3%
- Total - All Industries: 25.6%
- Health Care and Social Assistance: 25.3%
- Other Services: 24.1%
- Natural Resources & Mining: 22.1%
- Manufacturing: 21.3%
- Professional & Business Services: 17.3%
- Construction: 17.2%
- Leisure & Hospitality: 14.1%

Data Source: U.S. Census Bureau LED
Workers Age 55 or Older by Industry (Q4 2014)

Total Number by Industry in Green County

Data Source: U.S. Census Bureau LED
Addressing an Aging Workforce through Aligned Strategies and Partnerships

- Talent Attraction and Retention;
- Incumbent Worker Training;
- Flexible Schedules;
- Capital Improvement Funds;
- Telecommuting;
- Seasonal Programs;
- Job Sharing Programs;
- 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 Development and Workforce Development Organizations
- Employers
- Labor Organizations

Source: www.urban.org/retirement_policy/older-age-employment.cfm
Green County Net Migration Rates by Age

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
What about Millennials?

The Millennials are a large, diverse generation and caution should be used in making too many generalizations. However, compared to other generations at their age, Millennials...

- Are less likely to invest in stock market;
- Carry higher amounts of student debt;
- Are less likely to have married between the ages of 18 and 32 (26% of Millennials compared to 36% of Gen X, 48% of Boomers, 65% of Greatest Generation);
- Are more likely to have a college degree;
- However, questions remain about housing and locational preferences...

Selected Monthly Housing Costs 2010-2014 Five-Year Estimates

Data Source: U.S. Census Bureau 2010-2014 American Community Survey. Not all values are statistically different at the 95% level.
## Educational Attainment for the Population Age 25 and Over – 2010-2014 Five-Year Estimates

<table>
<thead>
<tr>
<th>Education Level</th>
<th>City of Monroe</th>
<th>Green County</th>
<th>State of Wisconsin</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 9th Grade</td>
<td>4.6%</td>
<td>2.9%</td>
<td>3.2%</td>
<td>5.8%</td>
</tr>
<tr>
<td>9th - 12th Grade, No Diploma</td>
<td>6.2%</td>
<td>5.3%</td>
<td>6.0%</td>
<td>7.8%</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>38.2%</td>
<td>39.2%</td>
<td>32.4%</td>
<td>28.0%</td>
</tr>
<tr>
<td>Some College, No Degree</td>
<td>23.6%</td>
<td>22.4%</td>
<td>21.1%</td>
<td>21.2%</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>7.5%</td>
<td>9.3%</td>
<td>9.9%</td>
<td>7.9%</td>
</tr>
<tr>
<td>Bachelor's Degree</td>
<td>13.2%</td>
<td>14.2%</td>
<td>18.1%</td>
<td>18.3%</td>
</tr>
<tr>
<td>Master's/Prof/Doctorate Degree</td>
<td>6.7%</td>
<td>6.7%</td>
<td>9.3%</td>
<td>11.0%</td>
</tr>
<tr>
<td>High School Graduate or Higher</td>
<td>89.2%</td>
<td>91.8%</td>
<td>90.8%</td>
<td>86.3%</td>
</tr>
<tr>
<td>College Graduate</td>
<td>20.0%</td>
<td>20.9%</td>
<td>27.4%</td>
<td>29.3%</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census Bureau 2010-2014 American Community Survey. Estimates are based on a 90% CI. Not all values are statistically different at the 95% level.
Change in Wage and Salary Employment 1970 to 2014

Percent Change Since 1970

- United States
- State of Wisconsin
- Green County

Data Source: Bureau of Economic Analysis
December 2012 Unemployment Rates by County

December 2012 Unemployment Rate (Seasonally Unadjusted)
- 4.3% or Less
- 4.4% to 6.3%
- 6.4% to 8.3% (7.6% = National Average)
- 8.4% to 10.3%
- 10.4% or More

The national seasonally unadjusted December unemployment rate was 7.6%. The seasonally adjusted figure was 7.8%.

Sources: Bureau of Labor Statistics and Wisconsin Department of Workforce Development
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Annual Average Unemployment Rate – 1990 to 2014

Green County
State of Wisconsin
United States

Data Source: Bureau of Labor Statistics LAUS
Share of Total Employment by Industry

- Health Care and Social Assistance
- Manufacturing
- Retail
- Information
- Leisure & Hospitality
- Professional & Business Services
- Public Administration
- Wholesale
- Education Services
- Other Services
- Financial Activities
- Transportation and Utilities
- Construction
- Natural Resources & Mining

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

Monroe Zip Code (53566 n = 9,354)
State of Wisconsin (n = 2,688,935)
Change in Manufacturing Employment 1990 to 2014

Percent Change Since 1990

United States
State of Wisconsin
Green County

Data Source: Quarterly Census of Employment and Wages
Green County New Hires in Manufacturing – Q1 2000 to Q4 2014

- Change in Manufacturing Employment from Prior Quarter
- New Hires in Manufacturing

Source: U.S. Census Bureau LED
Millennial Career Goals within the next 5 Years

- Change career/job: 36% (Younger Millennials), 26% (Older Millennials)
- Get a promotion: 23% (Younger Millennials), 26% (Older Millennials)
- Go Back to School: 28% (Younger Millennials), 21% (Older Millennials)
- Own a Business: 12% (Younger Millennials), 20% (Older Millennials)

Components of Job Growth
15 States with the Greatest Employment Growth Rates (1995 to 2012)

- Florida
- Arizona
- Alaska
- Nevada
- Utah
- Montana
- Colorado
- North Dakota
- Georgia
- Wyoming
- Idaho
- Virginia
- Texas
- Oregon
- Louisiana
- Wisconsin

Net Expansions
Net Openings
Net Relocations

Data Source: National Establishment Time Series Database extracted from YourEconomy.org
Components of Employment Growth – 1995 to 2012

- Dane
- Columbia
- Sauk
- Rock
- Dodge
- Jefferson
- Green

Net Openings
Net Expansions
Net Relocations

Data Source: National Establishment Time Series Database
Business Stages

- **Self-Employed (1 employee)** - Small-scale business activity that can be conducted in homes as well as sole proprietorships;

- **Stage 1 (2-9 employees)** – Includes partnerships, lifestyle businesses and startups. Often focused on defining a market, developing a product or service, obtaining capital and finding customers;

- **Stage 2 (10-99 employees)** – A company typically has a proven product, and survival is less of a daily concern. Companies begin to develop infrastructure and standardize operational systems. Leaders delegate more and wear fewer hats;

- **Stage 3 (100-499 employees)** - Expansion is a hallmark as companies broaden their geographic reach, add new products and pursue new markets. Stage 3 companies introduce formal processes and procedures, and the founder is less involved in daily operations and more concerned with managing culture and change;

- **Stage 4 (500 or more employees)** – By Stage 4, an organization is typically dominant in its industry and is focused on maintaining and defending its market position. Key objectives focus on tasks such as controlling expenses, raising productivity, increasing market penetration and managing market niches.

Source: Edward Lowe Foundation/YourEconomy.org
Green County Share of Employment and Share of Establishments by Stage (2013)

- Share of Establishments:
  - Stage 1 (2-9): 53.7%
  - Stage 2 (10-99): 33.9%
  - Stage 3 (100-499): 11.6%
  - Stage 4 (500+): 0.7%

- Share of Employment:
  - Stage 1 (2-9): 41.9%
  - Stage 2 (10-99): 19.3%
  - Stage 3 (100-499): 8.3%
  - Stage 4 (500+): 0.1%

Data Source: National Establishment Time Series Database extracted from YourEconomy.org
United States Employment 1995 to 2013

Total Employment by Establishment Stage

Data Source: National Establishment Time Series Database extracted from YourEconomy.org
Traditional and New Models of Community Economic Development

Traditional Model
- Industrial Recruitment
- Expansion
- Small Business Startups

New Model
- Attraction
- Retention
- Entrepreneurship

Source: Dabson (2003)
Contact Information

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