

Instant Geo-Workforce™ Demographics for HR Planning, Recruitment, and Training

Without all the intimidating aspects of data, files, and excel sheets, [GeoWorkforce](#) demographic reports provide a quick and thorough way to learn about labor markets and recruitment arenas. These easy-access boardroom ready reports provide more detailed and pertinent information about any location. To break through some of the inhibitors around getting these reports and using this new GIS technology (which is actually easy) below is some introductory information about these new recruitment, HR, and training tools.

The Geo-Workforce™ Demographic Reports:

- 1.) **They are available for *any* location in the U.S.** through GIS (geo-spatial/mapping) – which means you get the demographics by specifying an address or selecting a particular county.
 - So, if you want to see the dimensions of a local workforce around a particular workplace location, you simply enter the address and then pick a radius study area by specifying the desired surrounding area in terms of miles. Or, if you want to look at the demographics based on commuting time, then select a drive time study and enter the number of driving miles from that given workplace. (Like Map Quest, once you get use to it: the reporting technology is a breeze to use.) The final reports are delivered in PDF or excel format, which gives you latitude to present their content in different ways, such as in proposals or on websites. These ready-to-use location reports are generated in under 60 seconds.
- 2.) **They include these four workforce elements for any location:** [geo-skill™](#), [occupation](#), and [industry](#), as well as the overall workforce preparation, employment figures.
 - The employment number and percent is included for each element and its concentration when compared to the U.S.
 - The employment concentration is indexed. See the below tables and chart where the overall Workforce Preparation Index™ is 111 and the time management Geo-Skills Index™ is 106 - for a selected location in San Jose. Employment for an element is more concentrated then the national average if the index is greater than 100. The geo-skill™ chart shows that the concentration of time management is 6% more than the national average. To learn more visit: [GeoWorkforce.com](#)
- 3.) **They show other important local economic, workforce, and population information** such as:
 - unemployment rate, per capita income, housing variables, age, gender, ethnicity, and consumer expenditures. In addition, average weekly wage including industry specific figures, as well as annual wage, poverty, and education data, are included with comparisons to the U.S. figures. (This kind of content provides a broader look at any local community.)
- 4.) **They include industry-specific** workforce data such as health care, manufacturing, logistics, call centers, hospitality (accommodations), professional, administrative and support, elder living, and more.
- 5.) **They show top geo-skills™ and occupations** (including the top 10 high-tech occupations).
- 6.) **They indicate employment numbers and concentration for all 71 high-tech occupations.**
- 7.) **They allow for comparisons** between different locations and their workforce dimensions.
- 8.) **They provide a better understanding** of any location's talent pool and driving skills.
- 9.) **They give you an opportunity to share these cutting edge demographics with employers.**
- 10.) **They provide supporting content** for your proposals and human capital strategies.
- 11.) **They are appreciated by job seekers** - who can instantly use the other community, economic, and population demographics in their job search decisions.
- 12.) **They are used for making more informed business decisions.**

Data Note: The Workforce Preparation Index™ (WFPI), Workforce Occupation Index™ (WOI), and Geo-Skills Index™ (GSI) indicate concentration relative to a national average of 100. **Source:** Workforce Strategies, Inc.

Overall Workforce Preparation Index

Workforce Preparation (15 mile radius for a location in San Jose)			
2007 Workforce Preparation Indicator™	Number	Percent	Workforce Preparation Index™
Workforce Preparation	329,750	50.3%	111

The **Geo-Skills Index™** shows two things: how significant and how concentrated a skill is in a local workforce. This is critical information for human capital planning and is used when developing local recruitment, hiring, and training strategies.

Resource Management Skills (15 mile radius for a location in San Jose)				
2007 Geo-Skills Indicator™	Number	Percent	Geo-Skills Index™	
Resource Management Skills' Category				
Financial Resources Management	108,167	16.5%	109	
Material Resources Management	82,409	12.6%	101	
Personnel Resources Management	147,960	22.5%	105	
Time Management	509,214	77.6%	106	

The below chart shows the same figures as the above Resource Management Skills table.

