

Demographic & Economic Profiles



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Description

The Demographic and Economic Profiles provide a detailed analysis of the demographic and economic conditions in the area and how it compares with the region or state. The analysis will include current conditions, trends and forecasts for: jobs by industry, personal income by source, “base analysis” – key economic drivers, population, households/housing units, population characteristics (age, race/ethnicity, poverty educational attainment), and the labor market. Requests for a demographic/economic profile should be made directly to the [State Demography Office](#) by a local government. The profile is presented as a 10-15 page report with text and easy to read charts and graphs. Presentation or training on the profile can be presented by staff in person or via webinar.

How to use the information

The demographic and economic profiles can be used for general understanding or can be central in preparing for a comprehensive or strategic plan. The profile should be used as a basis for economic development plans. Understanding the current demographic and economic conditions in an area and how they are changing is invaluable to planning. What are the key economic drivers and jobs by industry? How are these industries forecast to change in the future? How does the area economic condition compare to the region and state? How do the population and jobs relate through the labor market? Do the residents leave for jobs outside the area or does the area attract workers from outside? What is the age and education of the labor force? Understanding the resident population, their ages and how it’s changing helps to plan for community services, transportation, and housing. Are there more or fewer families with children? What are the sources of income for the residents and how to those compare to the region and state?

Why this is important

Understanding the demographic and economic conditions and factors impacting an area is central for effective program planning and decision making. The demographic and economic profile provides an easy to read package of data and information about the population, the economy and the labor markets of an area, how they are forecast to change and how they work together.