

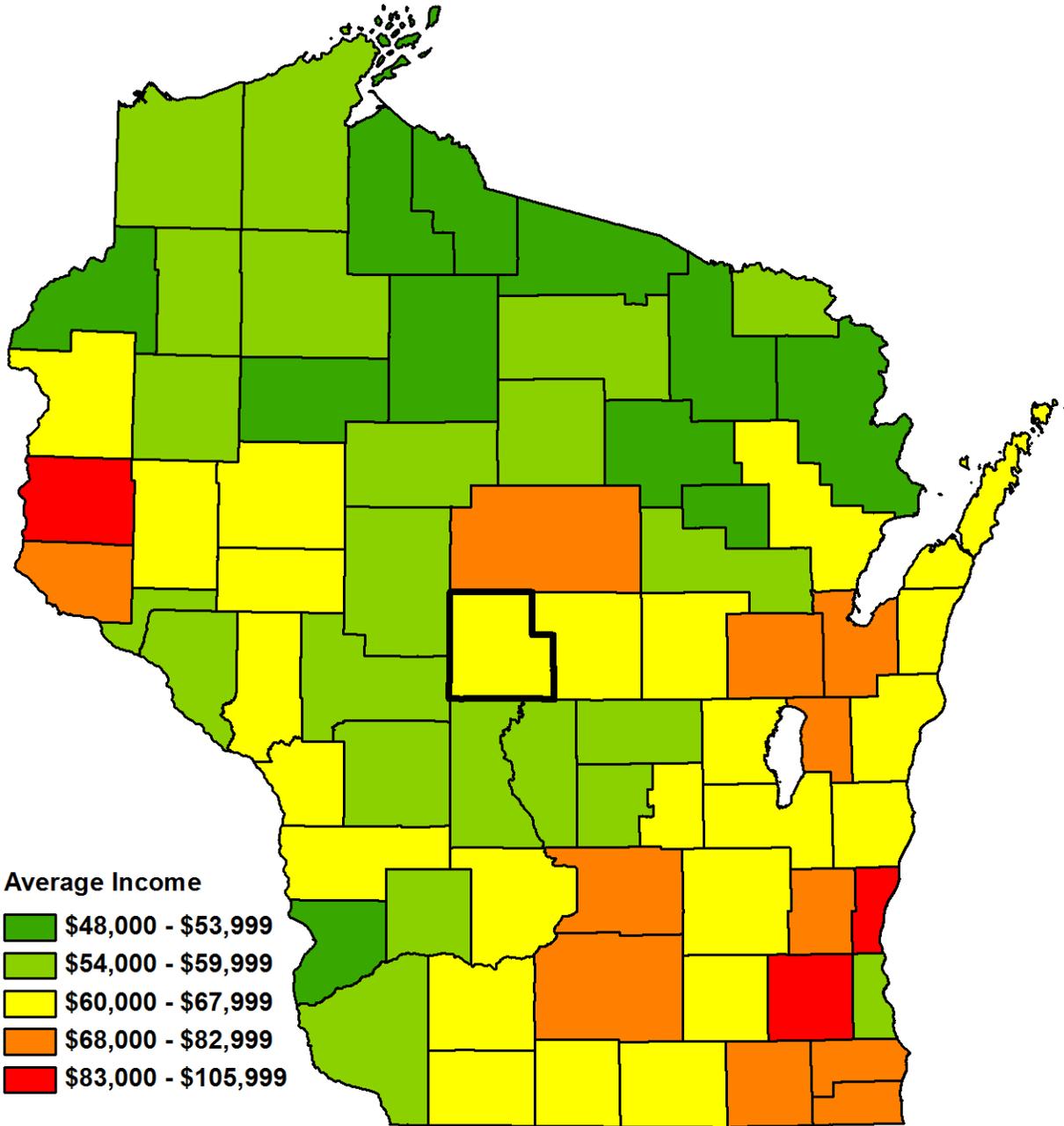


# Wood County

## WORKFORCE & ECONOMIC 2015 PROFILE



## Average Household Income By County



Source: U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates

# 2015 Wood County Workforce Profile

## National and State Economic Outlook

Robust economic growth after the Great Recession remains anticipated. The recession ended in June of 2009. This recovery has been the slowest of post-war cycles. U.S. gross domestic product (GDP) growth through this recovery cycle has averaged just over two percent per year. Most recoveries show growth rates in the three percent range.

As with all economic growth, benefits have accrued. Job levels are up. Wages have increased. Home values are nearly back to prerecession levels. Wisconsin total non-farm jobs have increased by 200,000 since the trough in February 2010 through October 2015. The state's manufacturing industries have gained almost 50,000 jobs. Total nominal wages paid have increased by 17 percent since bottoming out in 2009. Aggregate household real estate values have all but full recovered from the national housing devaluations that began in 2006.

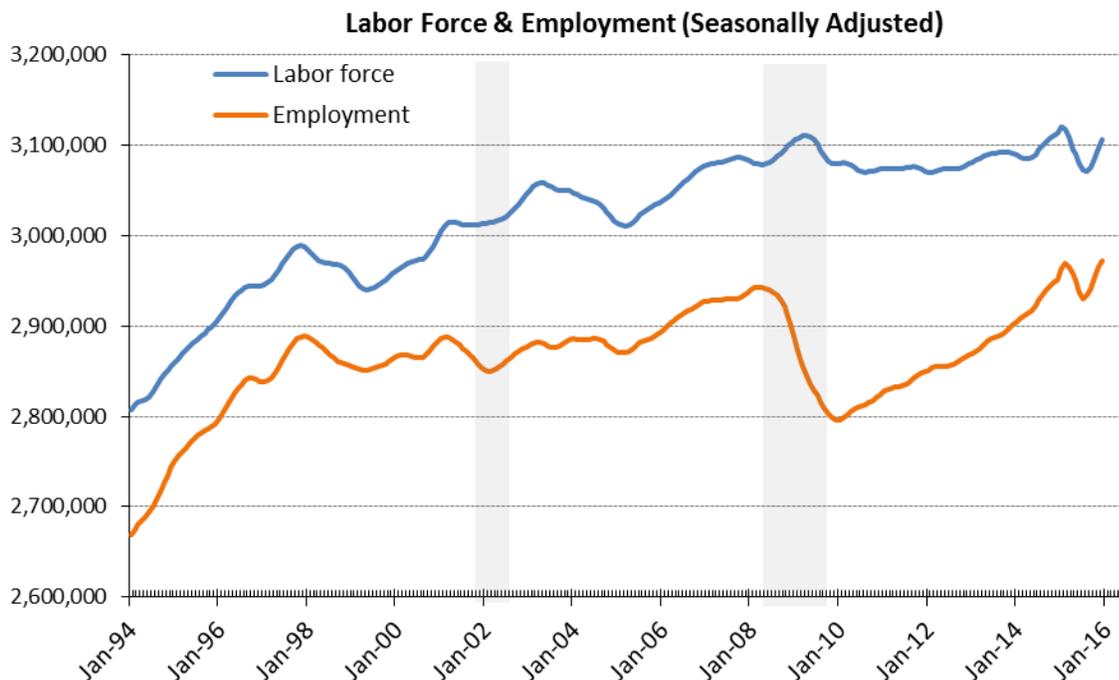
So what is it, six years after the recession ended, that is holding the national economy back from even stronger growth? A variety of factors are having an impact, such as: flat real wages, lack of business investment, focus of business investment, slower global economic growth, a stronger U.S. currency and its impact on U.S. and Wisconsin exports, and snug government capital and operations budgets.

The silver lining may be that the slower the growth, the longer the recovery will last. This recovery is 70 months old as of December 2015 with no expected downturn in sight. The average growth period of post-war business cycles is 58.4 months.

## Workforce Outlook

On the workforce front, there is much discussion of the "skills gap" – the inability of employers to find and keep skilled workers. One anecdote often voiced is that Wisconsin companies could expand business if only they could find and retain skilled workers.

Wisconsin has never had more people employed and the unemployment rate is registering low levels not seen since the early 2000s. However, as has been discussed repeatedly over the years (Winters, Strang, & Klus, 2000; Winters, Gehrke, Grosso, & Udalova, 2009; Wisconsin Taxpayer Alliance, 2015), Wisconsin faces a quantity challenge and, as a consequence, a skills challenge.



Source: Local Area Unemployment Statistics, Bureau of Labor Statistics

## 2015 Wood County Workforce Profile

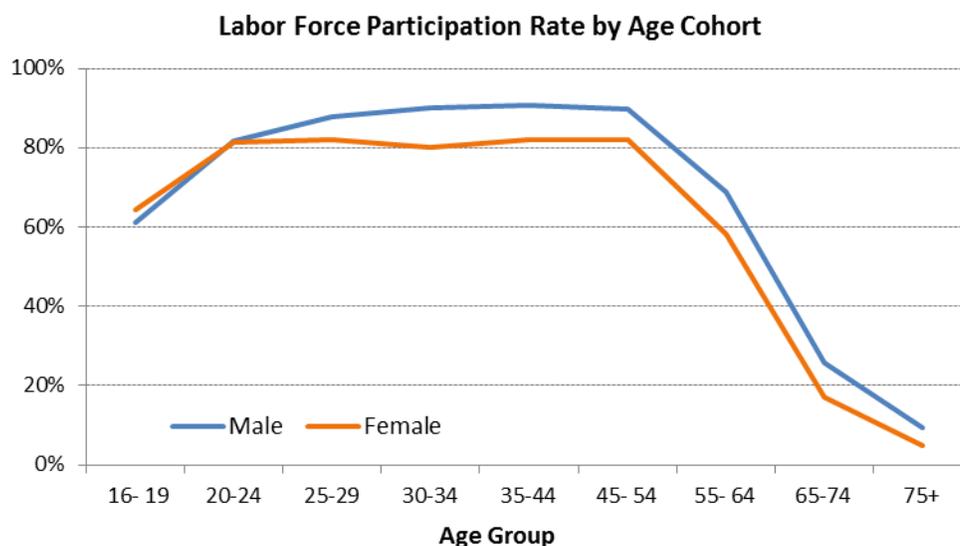
Businesses will be competing not only with each other for workers with similar skills, but also with entities of other disciplines. For example, one company may try to recruit a math teacher to become a computer programmer. Then the school will have to find another math teacher from, say, an insurance company, which, in turn, may try to recruit someone out of health care. The point is that without enough workers to go around, some businesses will end up short of talent.

This is true not only of highly skilled workers, but for all positions. Even retail and restaurant operations are displaying help-wanted signs.

During the late 1990s when the U.S. economic expansion was setting new longevity marks, there was a similar quantity challenge. The national unemployment rate fell to 3.8 percent in July 2000 and Wisconsin's unemployment rate fell to 3.0 percent in July of 1999. Two recessions alleviated the labor quantity constraints from 2001 to 2014. Now the U.S. unemployment rate is down to 5.0 percent (Wisconsin December 2015 seasonally adjusted unemployment rate was 4.3 percent), GDP is only growing at 2.0 percent, and businesses are already experiencing quantity challenges.

The major change in the labor force during this period is that now the Baby Boomers are fifteen years older and leaving the labor force in unprecedented numbers. The oldest Baby Boomers (born in 1946) will be 70 years old in 2016. The youngest (born in 1964) will be 52 years old, a mere three years from a rapid decline in their participation in the labor force.

Below is a graph of the labor force participation rate (LFPR) by age cohort. The LFPR drops precipitously after age 55. The bulk of the Baby Boomers are now over age 55.



Source: Bureau of Labor Statistics

Wisconsin's overall labor force participation rate peaked in the late 1990s and the employment-to-population ratio (e/pop) peaked in 1997 at 72.9 percent. The 2014 e/pop rate was above the 2010 low of 63.4 percent, at 64.7 percent.

The exit of Baby Boomers (people born between 1946 and 1964) from the labor market will affect future growth of Wisconsin's e/pop rate.

Population growth and age distribution will drive labor force availability in local and regional labor sheds. Below are county level demographic and economic characterizations. The primary factor driving economic trends in future years will be workforce developments and talent access.



## Population and Demographics

### Wood County's 10 Most Populous Municipalities

	April 2010 Census	January 2015 Estimate	Numeric Change	Proportional Change
<b>United States</b>	308,400,408	320,289,069	11,888,661	3.9%
<b>Wisconsin</b>	5,686,986	5,753,324	66,338	1.2%
<b>Wood County</b>	74,749	74,965	216	0.3%
Wisconsin Rapids, City	18,367	18,577	210	1.1%
Marshfield, City *	18,218	18,244	26	0.1%
Grand Rapids, Town	7,646	7,699	53	0.7%
Saratoga, Town	5,142	5,178	36	0.7%
Nekoosa, City	2,580	2,568	-12	-0.5%
Port Edwards, Village	1,818	1,789	-29	-1.6%
Richfield, Town	1,628	1,622	-6	-0.4%
Lincoln, Town	1,564	1,572	8	0.5%
Port Edwards, Town	1,427	1,420	-7	-0.5%
Seneca, Town	1,120	1,117	-3	-0.3%

Source: Demographic Services Center, Wisconsin Department of Administration

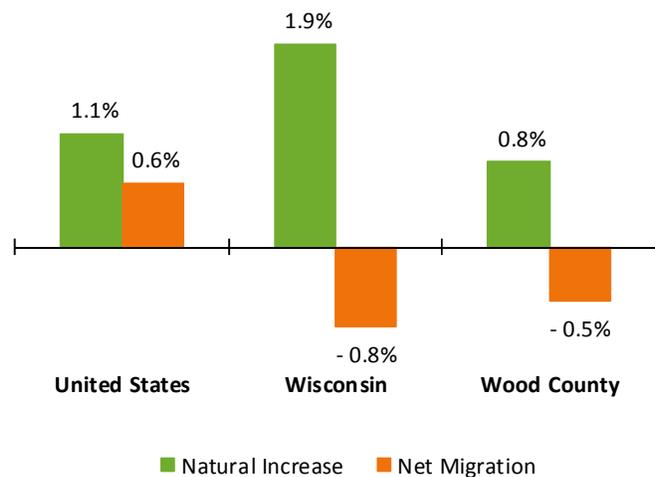
From the 2010 Census to early 2015, Wood County's estimated population increased by 216 residents. This population growth rate is similar to the rate in Wisconsin. Additionally, Wood County and Wisconsin are similar in their components of change, natural population change and net migration.

Natural population change measures the difference between births and deaths in an area. The 0.8 percent increase in Wood County due to natural population change was less than the 1.9 percent increase in Wisconsin. Natural population change is particularly sensitive to age. The more modest increase in Wood County reflects its older population. While the median age in Wisconsin is 39.2 years, the median age in Wood County is 43.8 years.

Net migration is the difference between residents moving into and residents moving out of an area. Wood County's net migration decrease of .5 percent was less than the decrease in Wisconsin.

Over 81 percent of the population lives within Wood County's ten most populous municipalities, with over 50 percent of residents living in the cities of Wisconsin Rapids and Marshfield. The city of Wisconsin Rapids experienced the largest population increase over the first half of the decade with a gain of 210 residents. The village of Port Edwards experienced the greatest decrease with a decline by 29 residents. Overall, population change was modest.

Components of Population Change



Source: Demographic Services Center, Wisconsin Department of Administration

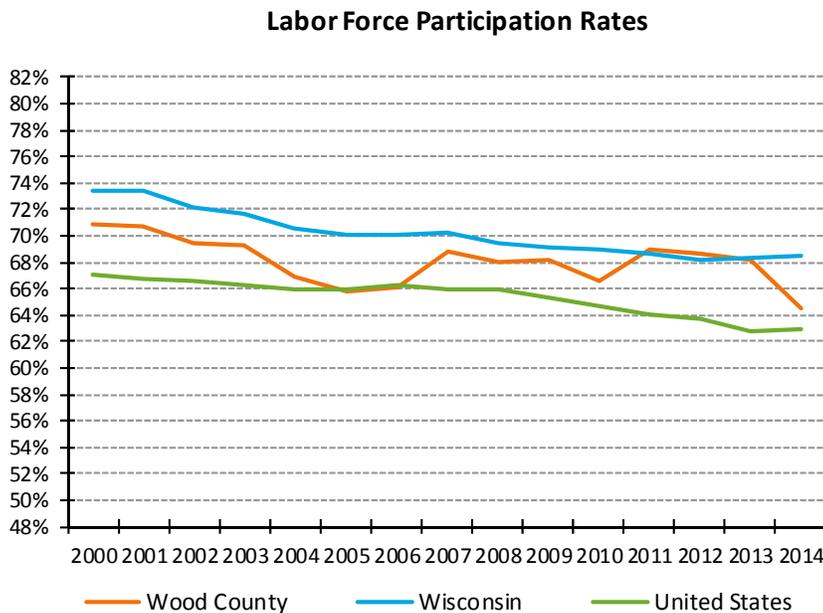


## Labor Force Dynamics

In considering the full range of the data, Wood County's unemployment rate matches closely to the state rate and has been generally lower than the national rate.

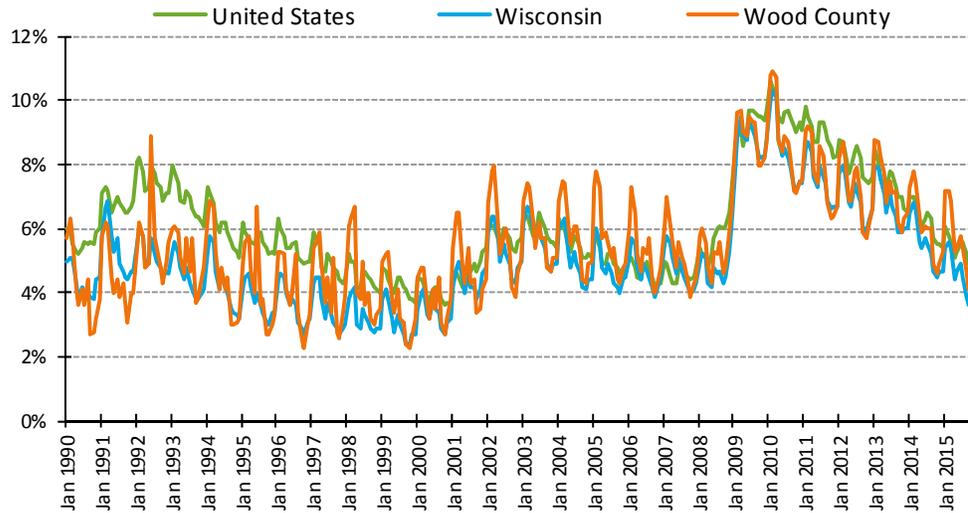
However, Wood County's unemployment rate experiences larger fluctuations during the course of a year. For many counties within Wisconsin, higher levels of unemployment occur over the first months of the year. Weather-dependent industry sectors such as Construction, tourism-related sectors, and subsectors in Manufacturing such as food-processing and heating/air conditioning production experience decreases in employment during the first several months of the year. Seasonal fluctuations in Wood County's unemployment rate arise from jobs in the Leisure & Hospitality and Construction sectors.

The Labor Force Participation Rate (LFPR) is the number of persons employed or unemployed, collectively known as the labor force, divided by the number of persons age 16 and older. Wood County is estimated to have an LFPR of 64.6 percent in 2014; a rate lower than the state at 68.5 percent but higher than the nation at 62.9 percent. Wood County's LFPR has moved between the national and state rate since 2000.



Source: Current Population Survey, U.S. Department of Commerce, Census Bureau

### Unemployment Rates - Not Seasonally Adjusted



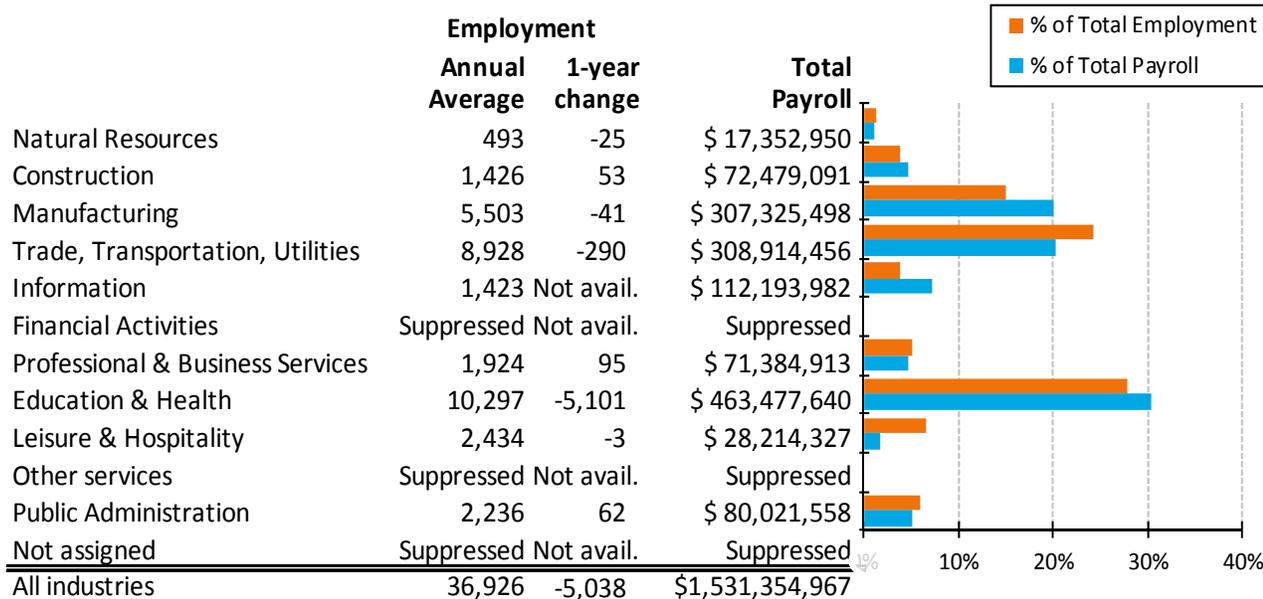
Source: Local Area Unemployment Statistics, Bureau of Labor Statistics

The LFPR can reflect both economic conditions and demographic changes. An aging population usually results in a lower LFPR as retirements result in fewer residents participating in the labor force. While Wood County has a higher median age than the state and nation, it ranks closer to the center of Wisconsin's counties. Thirty-two counties have a higher median age than Wood County and thirty-nine counties have a lower median age.



## Industry Employment and Wages

2014 Employment and Wage Distribution by Industry in Wood County



Source: WI DWD, Bureau of Workforce Training, Quarterly Census Employment and Wages, June 2015

From the Quarterly Census of Employment and Wages (QCEW) program, trends in the industry sector composition of Wood County can be examined. While labor force information examines the employment status of Wood County residents, this information is based on establishments located within Wood County. Due to confidentiality disclosure concerns, data for all industry sectors may not be available.

The Education & Health Services; Trade, Transportation, & Utilities; and Manufacturing sectors have the largest share of jobs in Wood County. Together, these sectors accounted for over 66 percent of jobs in 2014. The Education & Health Services sector had the largest decrease from 2013 to 2014 at 5,101 jobs. The Professional & Business Services and Construction sectors had the largest proportional increases.

Average Annual Wage by Industry Division in 2014

	Wisconsin Average Annual Wage	Wood County Average Annual Wage	Percent of Wisconsin	1-year % change
All industries	\$ 43,856	\$ 41,471	94.6%	-7.8%
Natural Resources	\$ 36,156	\$ 35,199	97.4%	-3.3%
Construction	\$ 55,317	\$ 50,827	91.9%	5.6%
Manufacturing	\$ 54,365	\$ 55,847	102.7%	0.9%
Trade, Transportation & Utilities	\$ 37,362	\$ 34,601	92.6%	5.3%
Information	\$ 62,482	\$ 78,843	126.2%	Not avail.
Financial Activities	\$ 61,884	suppressed	Not avail.	Not avail.
Professional & Business Services	\$ 52,386	\$ 37,102	70.8%	2.1%
Education & Health	\$ 44,829	\$ 45,011	100.4%	-23.2%
Leisure & Hospitality	\$ 16,055	\$ 11,592	72.2%	3.1%
Other Services	\$ 25,847	Suppressed	Not avail.	Not avail.
Public Administration	\$ 44,462	\$ 35,788	80.5%	3.6%

Source: WI DWD, Labor Market Information, QCEW, June 2015

Overall, the average wage in Wood County is close to the state average. However, the average wage in the Professional & Business Services and Leisure & Hospitality sectors are lower. In contrast, the average wage in the Manufacturing and Education & Health Services sectors are higher. The largest decrease occurred in the Education & Health Services sector with a decrease of 23.2 percent.

## Employment Projections

### North Central Workforce Development Area Industry Projections, 2012-2022 Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood Counties

Industry	2012	Projected	Change (2012-2022)	
	Employment	Employment	Employment	Percent
All Industries	190,647	204,652	14,005	7%
Natural Resources	2,907	2,657	-250	-9%
Construction	5,925	7,006	1,081	18%
Manufacturing	30,819	31,263	444	1%
Trade, Transportation, and Utilities	43,393	45,964	2,571	6%
Information	2,232	2,370	138	6%
Financial Activities	12,315	13,176	861	7%
Professional and Business Services	9,860	11,654	1,794	18%
Education and Health Services	35,891	40,945	5,054	14%
Leisure and Hospitality	18,269	19,693	1,424	8%
Other Services	6,122	6,447	325	5%
Public Administration	12,484	12,893	409	3%
Self-Employed and Unpaid Family Workers	10,430	10,584	154	1%

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, September 2015.

In addition to looking at the current state of the economy in Wood County, it is useful to look at projections of how employment in the area is expected to change. What follows are projections of employment changes by industry sector and by occupation. Please note that these projections are for the collective counties of Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas, and Wood. Together, these nine counties form the North Central Workforce Development Area.

These projections use information from the QCEW program, including unpublished data from the Bureau of Labor Statistics as well as data from the Current Population Survey from the Census Bureau. While these projections do take into account anticipated changes in Wisconsin's economy, please note that unanticipated events may affect the accuracy of the projections.

In 2012, the area's three largest industry sectors by jobs were the Trade, Transportation, & Utilities; Education & Health Services; and Manufacturing sectors. Together, these sectors represented over 57 percent of jobs in 2012 and are expected to continue as the three largest in 2022. The Education & Health Services sector is projected to gain more jobs than the other two sectors. Overall, there are 14,005 more jobs projected in 2022, a seven percent increase from 2012.

The share of total jobs by industry sector is projected to change little through 2022. The Manufacturing sector is projected to gain employment but experience the largest decline in share of jobs. From 2012 to 2022, the share of jobs in the Manufacturing sector is projected to decrease from 16.2 percent to 15.3 percent. The share of jobs in the Education & Health Services sector is projected to have the largest gain.

Furthermore, the Education & Health Services sector is projected to have the largest numeric gain in jobs with 5,054 additional jobs in 2022, a 14 percent gain from 2012. The largest proportional increases are projected in the Professional & Business Services and Construction sectors with an 18 percent increases in jobs each. Most sectors are projected to gain jobs by 2022. Only one sector, Natural Resources, is expected to contract with a projected decline of 250 jobs from 2012 to 2022, a nine percent decrease.

# 2015 Wood County Workforce Profile

## Employment Projections

### North Central Workforce Development Area Occupation Projections, 2012-2022

Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood Counties

Occupation Group	Employment				Average Annual Openings			Median Annual Wage
	2012	2022	Change (2012-2022)		Due to Growth	Due to Replacement	Total Openings	
			Number	Percent				
All Occupations	190,647	204,652	14,005	7%	1,594	4,424	6,018	\$ 32,649.00
Management	8,273	8,874	601	7%	63	167	230	\$ 76,839.00
Business and Financial	8,007	8,568	561	7%	61	167	228	\$ 50,519.00
Computer and Mathematical	3,956	4,441	485	12%	50	64	114	\$ 61,197.00
Architecture and Engineering	2,309	2,409	100	4%	11	55	66	\$ 59,012.00
Life, Physical, and Social Science	1,264	1,465	201	16%	21	40	61	\$ 47,098.00
Community and Social Service	1,880	1,954	74	4%	8	44	52	\$ 44,283.00
Legal	792	887	95	12%	10	13	23	\$ 53,887.00
Education, Training, and Library	3,994	4,169	175	4%	20	88	108	\$ 44,734.00
Arts, Entertainment and Media	2,211	2,348	137	6%	18	53	71	\$ 34,565.00
Healthcare Practitioners	12,779	15,036	2,257	18%	226	254	480	\$ 58,750.00
Healthcare Support	6,667	7,575	908	14%	91	127	218	\$ 27,739.00
Protective Service	3,246	3,423	177	5%	18	94	112	\$ 37,978.00
Food Preparation and Serving	15,595	16,667	1,072	7%	109	576	685	\$ 18,507.00
Building & Grounds Maintenance	6,057	6,856	799	13%	80	122	202	\$ 22,922.00
Personal Care and Service	7,831	8,990	1,159	15%	116	128	244	\$ 21,536.00
Sales and Related	18,854	19,508	654	3%	78	592	670	\$ 22,627.00
Office and Administrative Support	30,469	31,971	1,502	5%	191	711	902	\$ 29,930.00
Farming, Fishing, and Forestry	2,536	2,224	-312	-12%	0	48	48	\$ 23,063.00
Construction and Extraction	7,544	8,603	1,059	14%	106	125	231	\$ 42,972.00
Installation, Maintenance, Repair	8,349	8,737	388	5%	47	184	231	\$ 38,195.00
Production	21,302	21,788	486	2%	118	421	539	\$ 32,731.00
Transportation & Material Moving	16,732	18,159	1,427	9%	152	352	504	\$ 32,390.00

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, September 2015

In 2012, the area's largest occupation group was Office & Administrative Support with 30,469 jobs, 16 percent of total employment. Of the twenty-two occupation groups, the top five together accounted for 54 percent of jobs. While these five groups are projected to remain the top groups in 2022, the share of jobs within these groups is projected to decline to 52.8 percent of jobs.

The share of total jobs by occupational group is projected to change little through 2022. However, the share of jobs in the top three groups, Office & Administrative Support; Production; and Sales & Related, are projected to experience the largest decreases. The share of jobs in the Healthcare Practitioners & Technical group is projected to have the largest gain. From 2012 to 2022, the share of jobs in the Healthcare Practitioners & Technical group is projected to rise from 6.7 percent to 7.3 percent of jobs.

Furthermore, the largest numeric and proportional gain in jobs is projected in the Healthcare Practitioners group with an increase of 2,257 jobs by 2022, an 18 percent gain. The Life, Physical, & Social Science group is projected to experience the second largest proportional gain in jobs though, due to its small size, the anticipated numeric gain of 201 is modest. The Farming, Fishing, and Forestry occupation group is projected to experience a decrease of 312 jobs by 2022, a 12 percent decline. All other occupation groups are projected to add jobs.

## Personal Income

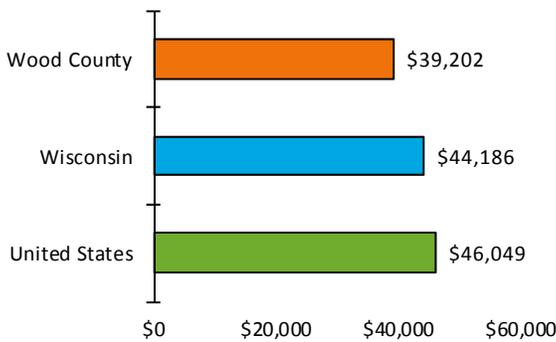
	2004 Nominal Per Capita Personal Income	2004 Per Capita Personal Income in 2014 dollars	2014 Per Capita Personal Income	Nominal Change in Per Capita Personal Income (2004 - 2014)	Inflation-adjusted Change in Per Capita Personal Income (2004 - 2014)
United States	\$34,316	\$41,709	\$46,049	34.2%	10.4%
Wisconsin	\$33,350	\$40,534	\$44,186	32.5%	9.0%
Wood County	\$32,179	\$39,111	\$39,202	21.8%	0.2%

Source: Bureau of Economic Analysis

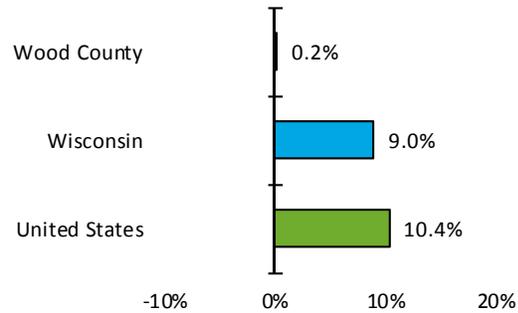
To compare economic well-being among different areas, one often uses Per Capita Personal Income (PCPI). PCPI is the Total Personal Income (TPI) of an area divided by its population. TPI is the sum of employment earnings, rental property income, personal dividend income, personal interest income, and personal current transfer receipts such as Social Security, Medicare/Medicaid, public assistance, veterans' benefits, Unemployment Insurance, and other government payments.

From 2004 to 2014, Wood County experienced very little change in its inflation-adjusted PCPI. This contrasts

2014 Per Capita Personal Income



2004 - 2014 Change in Per Capita Personal Income, Inflation-adjusted



Source: Bureau of Economic Analysis

with the 9.0 percent gain experienced in the state and the 10.4 percent gain experienced by the nation. The nominal value of Wood County's PCPI sits below the state and nation. In 2014, the nominal PCPI of Wood County was \$39,202. In 2004, the PCPI of Wood County was 96.5 percent of the PCPI of Wisconsin. However, as a result of the slow growth Wood County has experienced, the PCPI of Wood County was 88.7 percent of the PCPI of Wisconsin in 2014.

The component shares of income in Wood County deviates slightly from the share in the United States and Wisconsin. Personal current transfer receipts comprise a larger portion of income in Wood County at 22 percent than they do in the state at 17.3 percent. A higher share of income coming from personal current transfer receipts is often associated with an older population.

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