

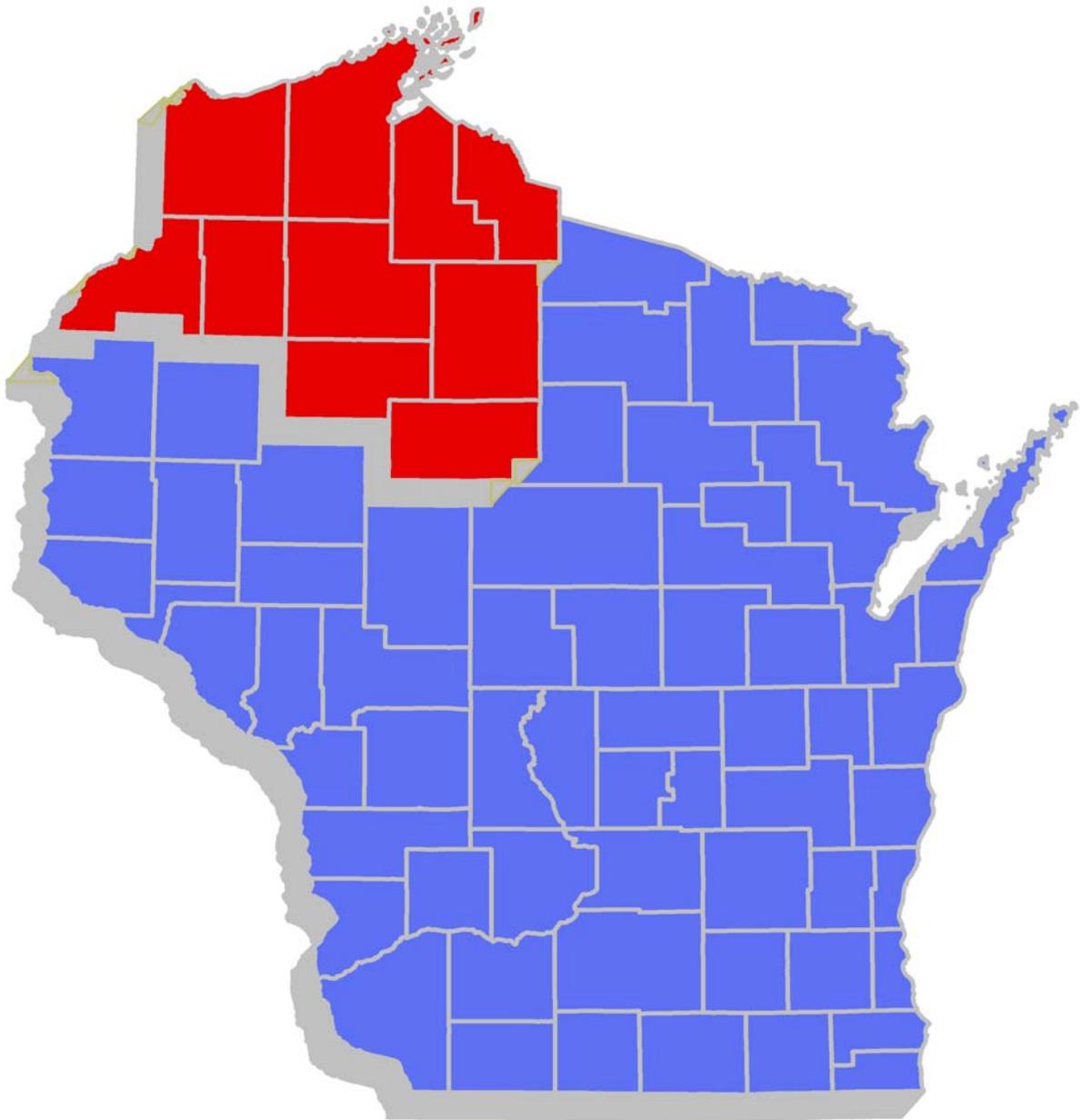
Northwest Workforce Development Area Economic Brief

Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, Washburn counties

Wisconsin Department of Workforce Development

Office of Economic Advisors

May 2011



Northwest Workforce Development Area

Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, Washburn counties

I. Population and Demographics

Population

	<u>2000 Census</u>	<u>2010 Census</u>	<u>10-yr. # Change</u>	<u>10-yr. % Change</u>	<u>2010 - 2020 Projected Growth Rate*</u>
U.S.	281,421,906	309,050,816	27,628,910	9.8%	8.7%
Wisconsin	5,363,675	5,664,218	300,543	5.6%	7.5%
Northwest WDA	180,782	178,019	-2,763	-1.5%	4.3%

Source: U.S. Census and WI Department of Administration, Demographic Services

*Projected population growth rates to be revised based upon full release of 2010 Census

Share of Total Population by Age

Age Group	<u>U.S.</u>	<u>Wisconsin</u>	<u>Northwest WDA</u>
0-4	6.9%	6.4%	5.2%
5-17	17.7%	17.2%	15.9%
18-24	9.9%	10.5%	8.1%
25-34	13.4%	12.3%	9.9%
35-44	14.2%	14.0%	12.6%
45-54	14.5%	15.4%	16.6%
55-64	10.8%	11.1%	13.9%
65-74	6.5%	6.6%	9.2%
75+	6.1%	6.6%	8.6%
Total	100.0%	100.0%	100.0%

Median Age	36.5	37.8	43.6
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Percent Working Age (18-64)	62.8%	63.2%	61.1%
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Percent Retirement Age (65+)	12.6%	13.2%	17.8%
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Source: U.S. Census, 2005-2009 American Community Survey

Highest Educational Attainment (Ages 25+)

	<u>U.S.</u>	<u>Wisconsin</u>	<u>Northwest WDA</u>
Less than High School Graduate	15.4%	11.0%	11.9%
High School Graduate/GED	29.3%	34.3%	38.9%
Some College, no degree	20.3%	20.5%	21.0%
Associate Degree	7.4%	8.8%	9.6%
Bachelor's Degree	17.4%	17.0%	12.4%
Graduate/Professional Degree	10.1%	8.4%	6.1%
Total	100.0%	100.0%	100.0%

Source: U.S. Census, 2005-2009 American Community Survey

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II. Labor Market and Job Base

Labor Force and Unemployment Rate (Annual Average)

	2000		
	<u>U.S.</u>	<u>Wisconsin</u>	<u>Northwest WDA</u>
Labor Force	142,583,000	2,996,100	94,483
Number of Employed	136,891,000	2,894,900	90,016
Number of Unemployed	5,692,000	101,200	4,467
Unemployment Rate	4.0%	3.4%	4.7%

	2010		
	<u>U.S.</u>	<u>Wisconsin</u>	<u>Northwest WDA</u>
Labor Force	153,889,000	3,062,600	93,532
Number of Employed	139,064,000	2,807,300	84,401
Number of Unemployed	14,825,000	255,300	9,131
Unemployment Rate	9.6%	8.3%	9.8%

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics Program (LAUS) and Current Population Survey (CPS)

2000-2010 Labor Force Growth

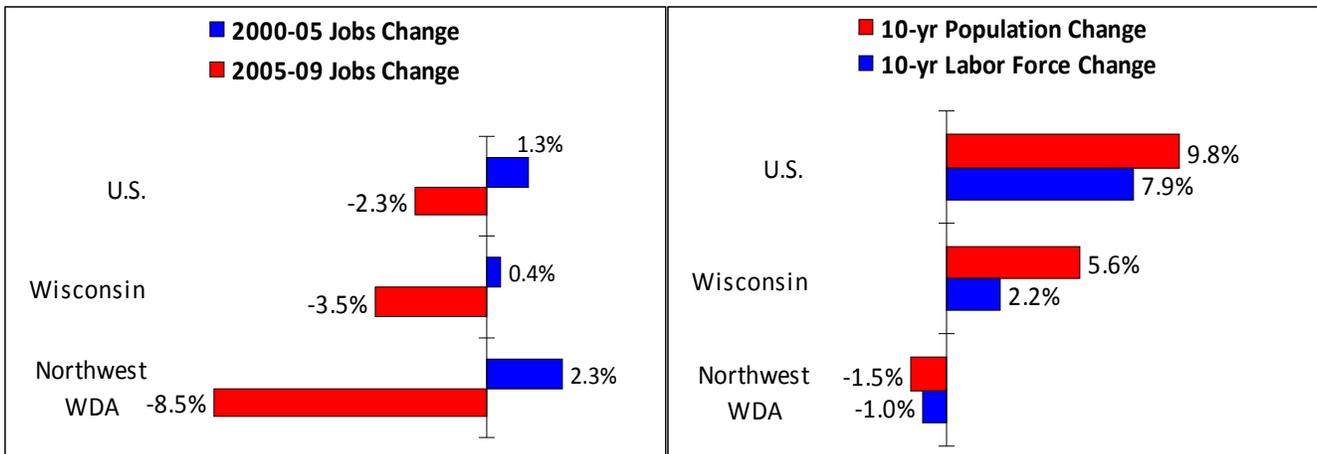
	<u>U.S.</u>	<u>Wisconsin</u>	<u>Northwest WDA</u>
Labor Force	7.9%	2.2%	-1.0%
Number of Employed	1.6%	-3.0%	-6.2%
Number of Unemployed	160.5%	152.3%	104.4%

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics Program (LAUS) and Current Population Survey (CPS)

Labor Force Participation Rate (Ages 16-64), 2005-2009 Average

U.S.	74.7%
Wisconsin	79.9%
Northwest	77.1%

Source: U.S. Census, 2005-2009 American Community Survey



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III. Labor Market Information

Industry Employment Share of Job Base, 2009

	U.S	Wisconsin	Northwest WDA
Total, All Industries	100.0%	100.0%	100.0%
Agriculture, Forestry, Fishing and Hunting	0.8%	0.8%	1.1%
Mining, Quarrying, and Oil and Gas Extraction	0.5%	0.1%	0.1%
Utilities	0.7%	0.5%	0.7%
Construction	4.7%	3.9%	3.6%
Manufacturing	9.5%	17.0%	17.9%
Wholesale Trade	4.5%	4.5%	3.5%
Retail Trade	11.5%	11.3%	11.3%
Transportation and Warehousing	3.5%	3.5%	4.6%
Information	2.4%	2.0%	1.7%
Finance and Insurance	4.5%	5.0%	2.4%
Real Estate and Rental and Leasing	1.6%	1.0%	0.9%
Professional, Scientific, and Technical Services	6.0%	3.7%	1.9%
Management of Companies and Enterprises	1.6%	1.9%	1.5%
Administrative and Support and Waste Mgmt.	5.6%	4.3%	2.5%
Educational Services	9.5%	8.3%	8.8%
Health Care and Social Assistance	13.7%	14.1%	12.6%
Arts, Entertainment, and Recreation	1.8%	1.6%	2.2%
Accommodation and Food Services	8.6%	8.1%	10.5%
Other Services (except Public Administration)	3.5%	3.3%	2.7%
Public Administration	4.8%	5.2%	9.3%

Source: U.S. Bureau of Census, Local Employment Dynamics (LED)

Occupational Share of Job Base, 2009

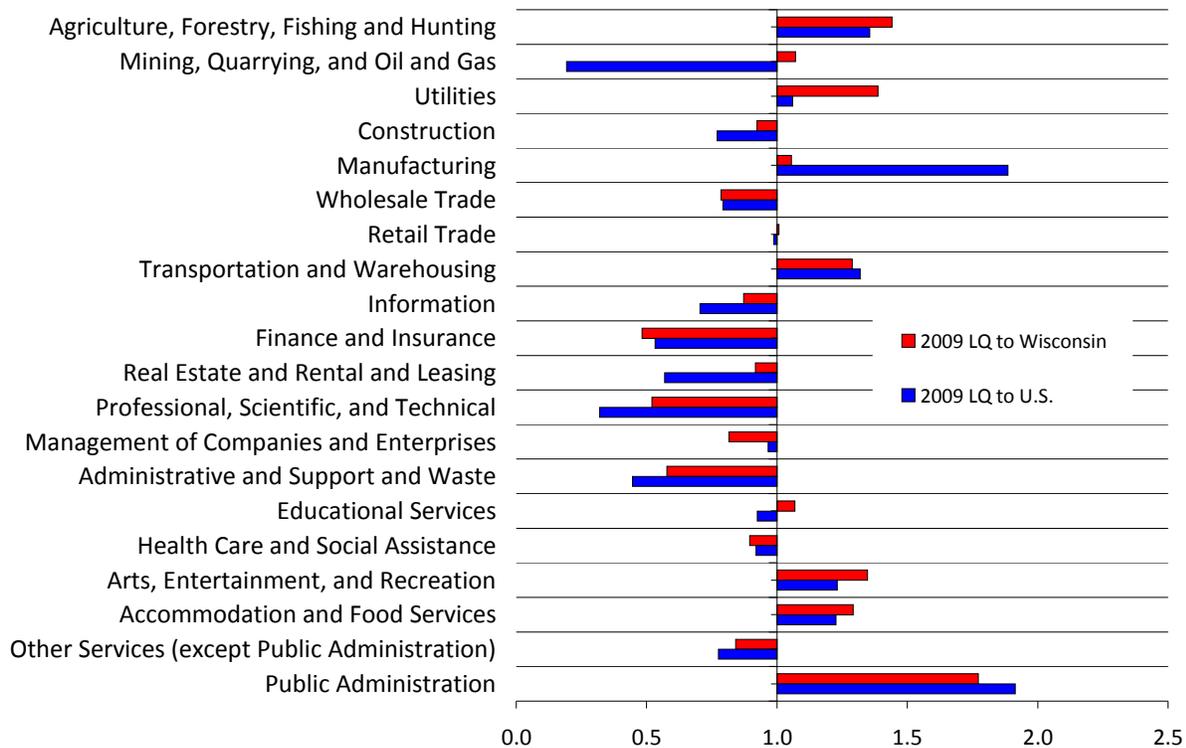
	U.S	Wisconsin	Northwest WDA
Total, All Occupations	100.0%	100.0%	100.0%
Management	4.7%	4.0%	3.7%
Business and financial operations	4.6%	4.2%	2.5%
Computer and mathematical science	2.5%	2.0%	0.7%
Architecture and engineering	1.8%	1.7%	1.4%
Life, physical, and social science	1.0%	0.9%	0.8%
Community and social services	1.4%	1.2%	1.4%
Legal	0.8%	0.5%	0.3%
Education, training, and library	6.5%	5.8%	7.3%
Arts, design, entertainment, sports, and media	1.3%	1.3%	0.8%
Healthcare practitioner and technical	5.5%	5.7%	5.1%
Healthcare support	3.0%	3.4%	4.5%
Protective service	2.4%	2.0%	2.3%
Food preparation and serving related	8.6%	8.8%	10.5%
Building and grounds cleaning and maintenance	3.3%	3.2%	4.2%
Personal care and service	2.6%	2.8%	3.1%
Sales and related	10.5%	10.1%	9.4%
Office and administrative support	17.1%	15.7%	13.4%
Farming, fishing, and forestry	0.3%	0.2%	0.4%
Construction and extraction	4.4%	3.7%	4.6%
Installation, maintenance, and repair	3.9%	3.8%	5.0%
Production	6.8%	11.4%	9.7%
Transportation and material moving	6.8%	7.6%	8.8%

Source: U.S. Bureau of Labor Statistics, OES Program, and DWD, OEA Section, EDS Program

Northwest Workforce Development Area

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Northwest WDA Industry Sector Location Quotients



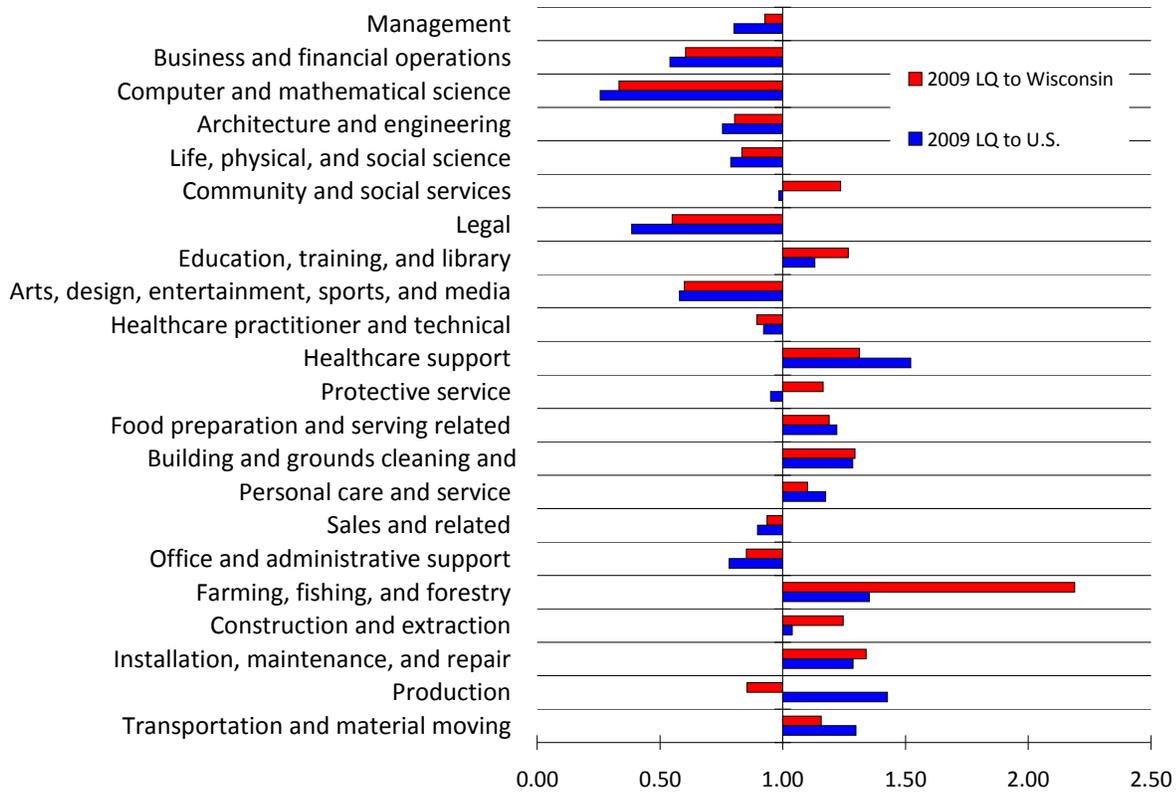
	2009 LQ to Wisconsin	2009 LQ to U.S.
Agriculture, Forestry, Fishing and Hunting	1.44	1.36
Mining, Quarrying, and Oil and Gas Extraction	1.07	0.19
Utilities	1.39	1.06
Construction	0.92	0.77
Manufacturing	1.06	1.89
Wholesale Trade	0.79	0.79
Retail Trade	1.01	0.99
Transportation and Warehousing	1.29	1.32
Information	0.87	0.70
Finance and Insurance	0.48	0.53
Real Estate and Rental and Leasing	0.92	0.57
Professional, Scientific, and Technical Services	0.52	0.32
Management of Companies and Enterprises	0.82	0.97
Administrative and Support and Waste Mgmt.	0.58	0.45
Educational Services	1.07	0.93
Health Care and Social Assistance	0.90	0.92
Arts, Entertainment, and Recreation	1.35	1.23
Accommodation and Food Services	1.29	1.23
Other Services (except Public Administration)	0.84	0.78
Public Administration	1.77	1.91

Source: U.S. Bureau of Census, Local Employment Dynamics (LED)

Northwest Workforce Development Area

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Northwest WDA Occupational Employment Location Quotients



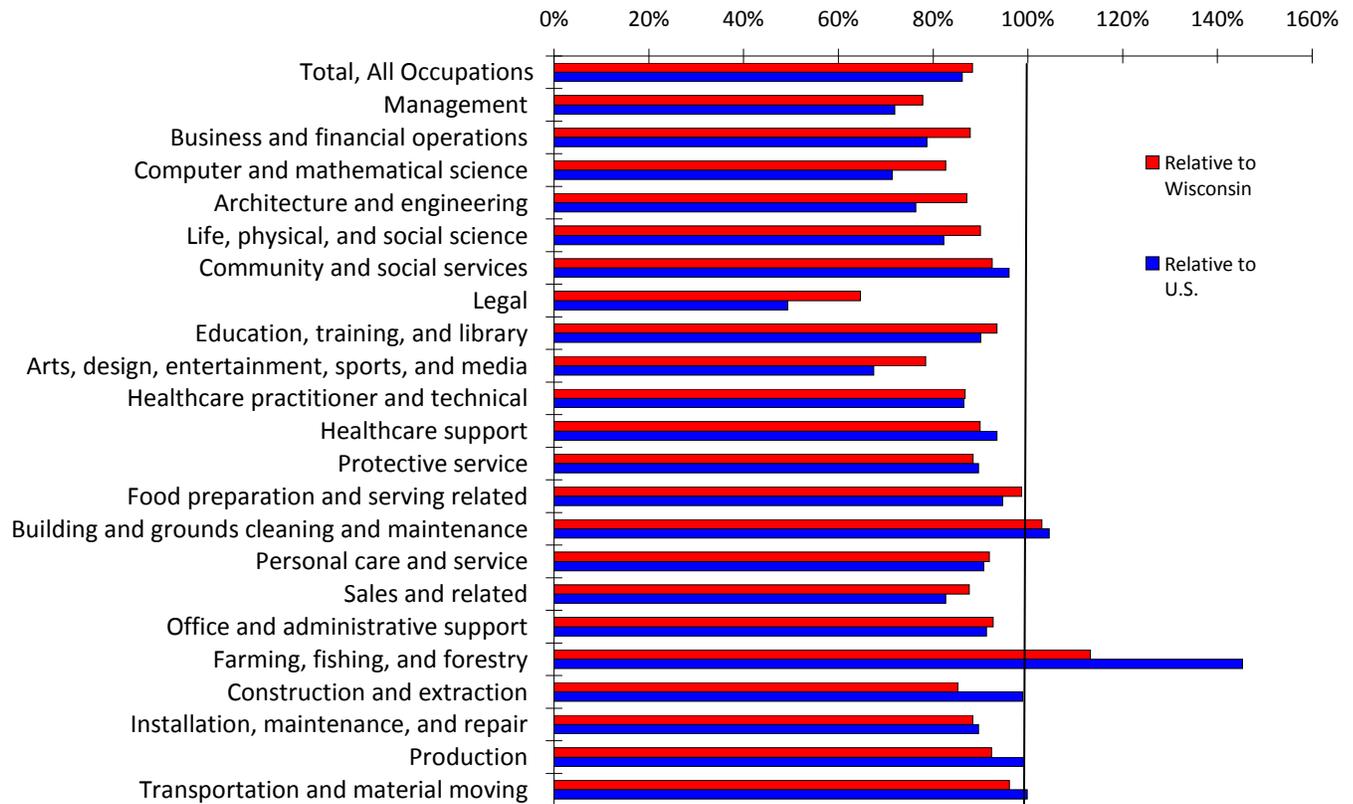
	2009 LQ to Wisconsin	2009 LQ to U.S.
Management	0.93	0.80
Business and financial operations	0.60	0.54
Computer and mathematical science	0.33	0.26
Architecture and engineering	0.80	0.75
Life, physical, and social science	0.83	0.79
Community and social services	1.24	0.98
Legal	0.55	0.38
Education, training, and library	1.27	1.13
Arts, design, entertainment, sports, and media	0.60	0.58
Healthcare practitioner and technical	0.89	0.92
Healthcare support	1.31	1.52
Protective service	1.16	0.95
Food preparation and serving related	1.19	1.22
Building and grounds cleaning and maintenance	1.29	1.28
Personal care and service	1.10	1.18
Sales and related	0.94	0.90
Office and administrative support	0.85	0.78
Farming, fishing, and forestry	2.19	1.35
Construction and extraction	1.25	1.04
Installation, maintenance, and repair	1.34	1.29
Production	0.85	1.43
Transportation and material moving	1.16	1.30

Source: U.S. Bureau of Labor Statistics, OES Program, and DWD, OEA Section, EDS Program

Northwest Workforce Development Area

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Northwest WDA Median Hourly Wage in 2009 by Occupation



Median Hourly Wage by Occupational Group, 2009

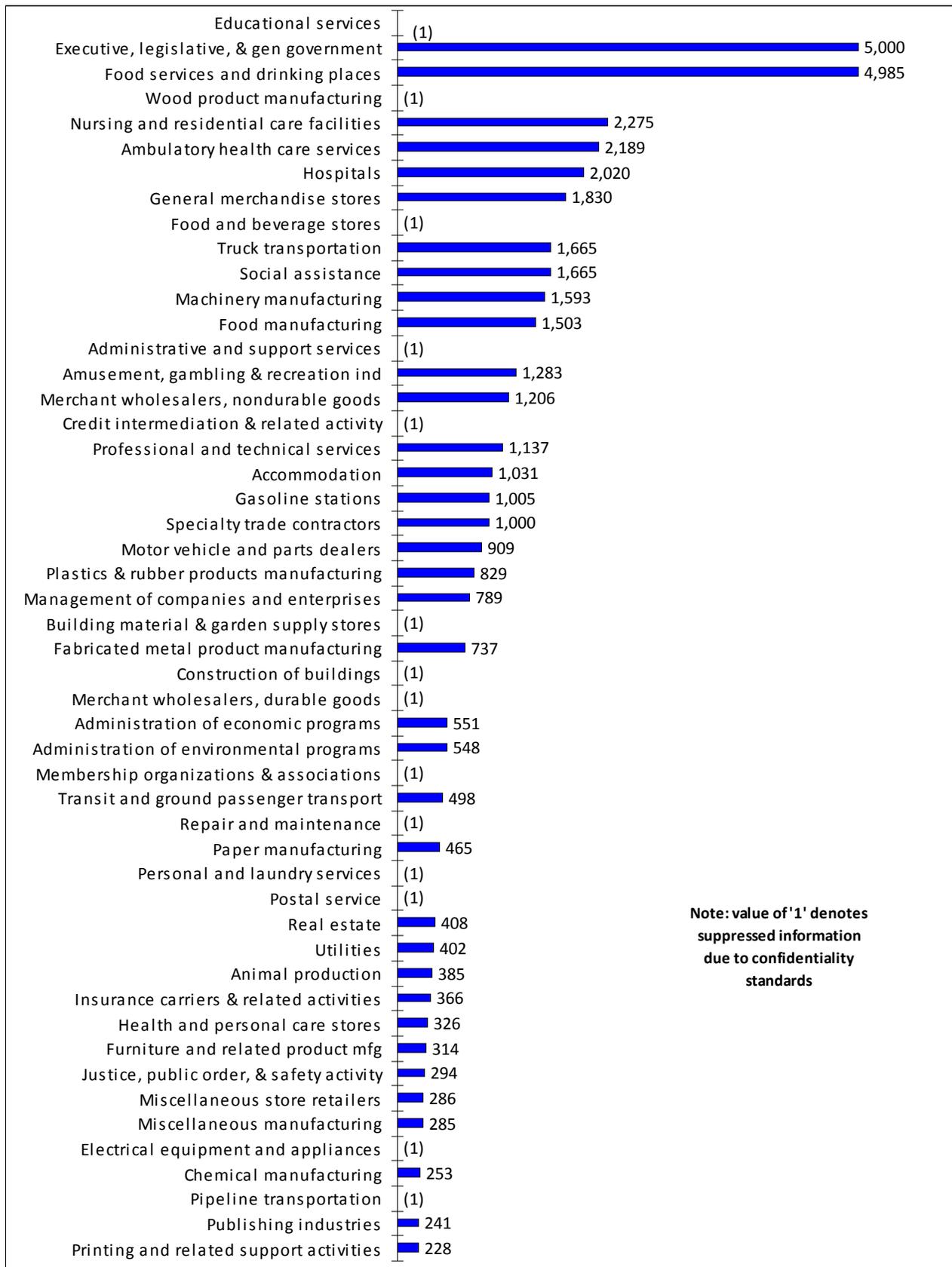
	<u>U.S.</u>	<u>Wisconsin</u>	<u>Northwest WDA</u>
Total, All Occupations	\$15.95	\$15.56	\$13.74
Management	\$42.95	\$39.68	\$30.87
Business and financial operations	\$28.32	\$25.38	\$22.29
Computer and mathematical science	\$35.05	\$30.28	\$25.02
Architecture and engineering	\$33.07	\$28.96	\$25.25
Life, physical, and social science	\$28.03	\$25.63	\$23.06
Community and social services	\$18.74	\$19.47	\$18.00
Legal	\$35.59	\$27.16	\$17.56
Education, training, and library	\$21.74	\$20.94	\$19.57
Arts, design, entertainment, sports, and media	\$20.41	\$17.56	\$13.77
Healthcare practitioner and technical	\$27.74	\$27.66	\$23.99
Healthcare support	\$11.89	\$12.36	\$11.11
Protective service	\$17.39	\$17.62	\$15.58
Food preparation and serving related	\$8.89	\$8.53	\$8.42
Building and grounds cleaning and maintenance	\$10.75	\$10.91	\$11.23
Personal care and service	\$9.99	\$9.86	\$9.06
Sales and related	\$11.51	\$10.85	\$9.51
Office and administrative support	\$14.62	\$14.40	\$13.34
Farming, fishing, and forestry	\$9.43	\$12.11	\$13.70
Construction and extraction	\$18.64	\$21.62	\$18.44
Installation, maintenance, and repair	\$19.04	\$19.31	\$17.06
Production	\$14.41	\$15.48	\$14.29
Transportation and material moving	\$13.46	\$13.99	\$13.44

Source: U.S. Bureau of Labor Statistics, OES Program, and DWD, OEA Section, EDS Program

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50 Industries Reporting the Greatest Employment in March 2010



Northwest Workforce Development Area

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Top 50 Largest Private-Sector Employers

<u>Employer Name</u>	<u>Industry</u>	<u>Size Range</u>
Walmart	Discount department stores	1,000+
Weather Shield Mfg Inc	Wood window & door manufacturing	1,000+
Nestle Pizza Services LLC	Frozen specialty food manufacturing	500-999
Memorial Health Center Inc	General medical & surgical hospitals	500-999
Marathon Cheese Corporation	Dairy product merchant wholesalers	500-999
Marquip LLC	Paper industry machinery manufacturing	250-499
Indianhead Community Action Agency	Home health care services	250-499
Memorial Medical Center Inc	General medical & surgical hospitals	250-499
Halvor Lines Inc	General freight trucking, long-distance TL	250-499
Link Snacks Inc	Meat processed from carcasses	250-499
C G Bretting Mfg Co Inc	Paper industry machinery manufacturing	250-499
D Mark Group Inc	Temporary help services	250-499
Miners Inc	Supermarkets & other grocery stores	250-499
Flambeau River Papers LLC	Paper, except newsprint, mills	250-499
Phillips Plastics Corp	All other plastics product manufacturing	250-499
Rockwell Automation Inc	Relay & industrial control manufacturing	250-499
Medical Services Inc	General medical & surgical hospitals	250-499
Spooner Health System Inc	General medical & surgical hospitals	250-499
Hwd Acquisition Inc	Wood window & door manufacturing	250-499
St. Mary's Hospital of Superior	General medical & surgical hospitals	250-499
Enbridge Employee Services Inc	Pipeline transportation of crude oil	250-499
Jeld-Wen Inc	Wood window & door manufacturing	100-249
Customerlink LLC	Telemarketing bureaus	100-249
The Duluth Clinic Ltd	Offices of physicians, except mental health	100-249
Burnett Medical Center Inc	General medical & surgical hospitals	100-249
Flambeau Hospital Inc	General medical & surgical hospitals	100-249
Burnett Dairy Cooperative	Cheese manufacturing	100-249
Courtesy Corp	Limited-service restaurants	100-249
Louisiana Pacific Corp	Reconstituted wood product manufacturing	100-249
Jeff Foster Trucking Inc	General freight trucking, long-distance TL	100-249
Medford Co-Operative Inc	Supermarkets & other grocery stores	100-249
Amsoil Inc	Other miscellaneous chemical product mfg.	100-249
Birchwood Lumber & Veneer	Hardwood veneer & plywood mfg	100-249
Weather Shield Inc	Wood window & door manufacturing	100-249
Park Manor Ltd	Nursing care facilities	100-249
David K & Ellen M Schmitz Inc	Supermarkets & other grocery stores	100-249
Murphy Oil USA Inc	Petroleum refineries	100-249
Field Logic Inc	Urethane & other foam product manufacturing	100-249
Northland College	Colleges, universities & professional schools	100-249
Anna Marie Designs Inc	Textile bag mills	100-249
Northern Lights Services Inc	Nursing care facilities	100-249
Aspirus Extended Services Inc	Nursing care facilities	100-249
Parker Hannifin Corp	Fluid power valve & hose fitting mfg.	100-249
Saint Croix of Park Falls Ltd	Sporting & athletic goods manufacturing	100-249
Bay Area Health LLC	Managing offices	100-249
Menard Inc	Home centers	100-249
Financial Recovery Services Inc	Collection agencies	100-249
Northern Lakes Co-Op	Supermarkets & other grocery stores	100-249
Biewer-Wisconsin Sawmill Inc	Sawmills	100-249
Charter Films Inc	Unlaminated plastics film & sheet mfg.	100-249

Source: DWD, LMI Section QCEW, June 2010

Northwest Workforce Development Area

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Northwest Workforce Development Areas Industry Employment Projections, 2008-2018

Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, Washburn counties

NAICS	Industry Title	Employment			
		2008 Estimate	2018 Projection	Change	% Change
	Total, All Nonfarm Industries	68,200	70,380	2,180	3.2%
1133, 21, 23	Construction/Mining/Natural Resources	3,130	3,270	150	4.6%
31-33	Manufacturing	12,360	11,280	- 1,080	- 8.8%
42, 44-45	Trade	10,420	10,400	- 30	- 0.2%
48-49, 22	Transportation and Utilities (Including US Postal)	4,210	4,360	140	3.4%
52-53	Financial Activities	2,180	2,220	30	1.6%
611	Educational Services (Including State and Local Government)	5,850	5,930	80	1.3%
621	Hospitals (Including State and Local Government)	2,120	2,480	360	16.9%
71-72	Leisure and Hospitality	7,960	8,430	470	5.9%
51, 54-56, 81	Information/Prof. Services/Other Services	6,690	7,170	480	7.2%
	Government (Excluding US Postal, State and Local Education and Hospitals)	7,880	8,130	250	3.2%

Notes:

Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment does not include jobs among self-employed, unpaid family, or railroad workers. Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

Government employment includes tribal owned operations, which are part of Local Government employment.

Information is derived using 2008 CES and 2008 QCEW data. Unpublished data from the US Bureau of Labor Statistics and the US Census Bureau is also used. To the extent possible, the projections take into account anticipated changes in Wisconsin's economy from 2008 to 2018. It is important to note that unanticipated events may affect the accuracy of the projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2011

Northwest Workforce Development Area

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Northwest Workforce Development Area Occupational Projections, 2008-2018

Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, Washburn counties

Broad Occupational Group	Estimated Employment				Annual Openings			2009
	2008	2018	Change	% Change	New Jobs	Replacements	Total	Median Hourly Wage
Total, All Occupations	68,200	70,380	2,180	3.2%	220	1,630	1,850	\$ 13.74
Management	2,640	2,600	- 40	- 1.5%	0	70	70	\$ 30.87
Business and Financial Operations	2,360	2,560	200	8.5%	20	50	70	\$ 22.29
Computer and Mathematical	810	880	70	8.6%	10	20	30	\$ 25.02
Architecture and Engineering	920	910	- 10	- 1.1%	0	20	20	\$ 25.25
Life, Physical, and Social Science	580	620	40	6.9%	<5	20	20	\$ 23.06
Community and Social Services	920	1,050	130	14.1%	10	20	30	\$ 18.00
Legal	240	250	10	4.2%	<5	<5	<5	\$ 17.56
Education, Training, and Library	4,120	4,320	200	4.9%	20	90	110	\$ 19.57
Arts, Design, Entertainment, Sports, and Media	690	740	50	7.2%	10	20	30	\$ 13.77
Healthcare Practitioners and Technical	3,100	3,560	460	14.8%	50	60	110	\$ 23.99
Healthcare Support	2,200	2,690	490	22.3%	50	20	70	\$ 11.11
Protective Service	2,160	2,300	140	6.5%	10	70	80	\$ 15.58
Food Preparation and Serving Related	7,060	7,500	440	6.2%	40	250	290	\$ 8.42
Building and Grounds Cleaning and Maintenance	2,140	2,090	- 50	- 2.3%	0	40	40	\$ 11.23
Personal Care and Service	2,170	2,650	480	22.1%	50	50	100	\$ 9.06
Sales and Related	6,530	6,540	10	0.2%	<5	220	220	\$ 9.51
Office and Administrative Support	9,560	9,570	10	0.1%	<5	210	210	\$ 13.34
Farming, Fishing, and Forestry	120	120	0	0.0%	<5	<5	<5	\$ 13.70
Construction and Extraction	2,920	3,000	80	2.7%	10	50	60	\$ 18.44
Installation, Maintenance, and Repair	2,740	2,790	50	1.8%	10	50	60	\$ 17.06
Production	7,990	7,540	- 450	- 5.6%	0	160	160	\$ 14.29
Transportation and Material Moving	6,230	6,110	- 120	- 1.9%	0	150	150	\$ 13.44

Notes:

Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment does not include jobs among self-employed, unpaid family workers, or railroad workers. Employment is rounded to the nearest ten. Totals may not add due to rounding.

Replacements are an estimate of the number of job openings expected because people have permanently left a given occupation. Permanent exits occur if someone dies, retires, or otherwise leaves the labor force. Permanent exits also include openings resulting from someone permanently changing occupations.

Total openings are the sum of new jobs and replacements. Total openings are an indication of how many new people are needed to enter a given occupation.

Information was derived using the 2009 OES Survey and 2008 QCEW data. Unpublished data from the US Bureau of Labor Statistics and US Census Bureau was also used. To the extent possible, the projections take into account anticipated changes in Wisconsin's economy from 2008 to 2018. It is important to note that unanticipated events may affect the accuracy of these projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2011

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IV. Economy

Gross Regional Product, 2008

	<u>Total Value Added</u> <u>('Gross Regional</u> <u>Product')</u>	<u>Total Output</u>	<u>Output per Employed</u>
U.S.	\$14,441,400,089,504	\$27,507,783,498,592	\$156,013
Wisconsin	\$240,732,268,642	\$517,899,217,829	\$147,866
Northwest WDA	\$4,837,904,530	\$11,387,340,929	\$127,347

Source: Minnesota IMPLAN Group, 2008

Personal Income, 2009

	<u>U.S.</u>	<u>Wisconsin</u>	<u>Northwest WDA</u>
Total Personal Income (millions)	\$12,168,161,000	\$211,337,133	\$5,430,241
Total Personal Income, 10-yr. Growth	53.9%	43.3%	43.8%
Per Capita Personal Income	\$39,635	\$37,373	\$30,402
Per Capita Personal Income, 10-yr. Growth	39.9%	35.2%	44.6%
Per Capita Personal Income, 10-yr. Growth, Inflation adjusted	8.6%	5.0%	12.3%

Source: U.S. Bureau of Economic Analysis a

Personal Income Composition, 2009

	<u>U.S.</u>	<u>Wisconsin</u>	<u>Northwest WDA</u>
Earnings by Place of Work	64.5%	64.4%	53.7%
Dividends, Interest, and Rent	18.0%	17.2%	17.0%
Personal Current Transfer Receipts	17.5%	18.4%	29.3%
Total	100.0%	100.0%	100.0%

Source: U.S. Bureau of Economic Analysis

The Wisconsin Department of Workforce Development's Office of Economic Advisors (OEA) is charged with assisting all interested parties in better understanding their local economies. OEA has labor economists positioned throughout Wisconsin to help those involved in economic and workforce development.

For more information about this region please contact:

Thomas Michels
Regional Economist
Office of Economic Advisors
Wisconsin Department of Workforce Development
Superior Job Center
1805 N 14th St.
Superior, WI 54880-8800
(715) 392-1610
Thomas.Michels@dwd.wisconsin.gov

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