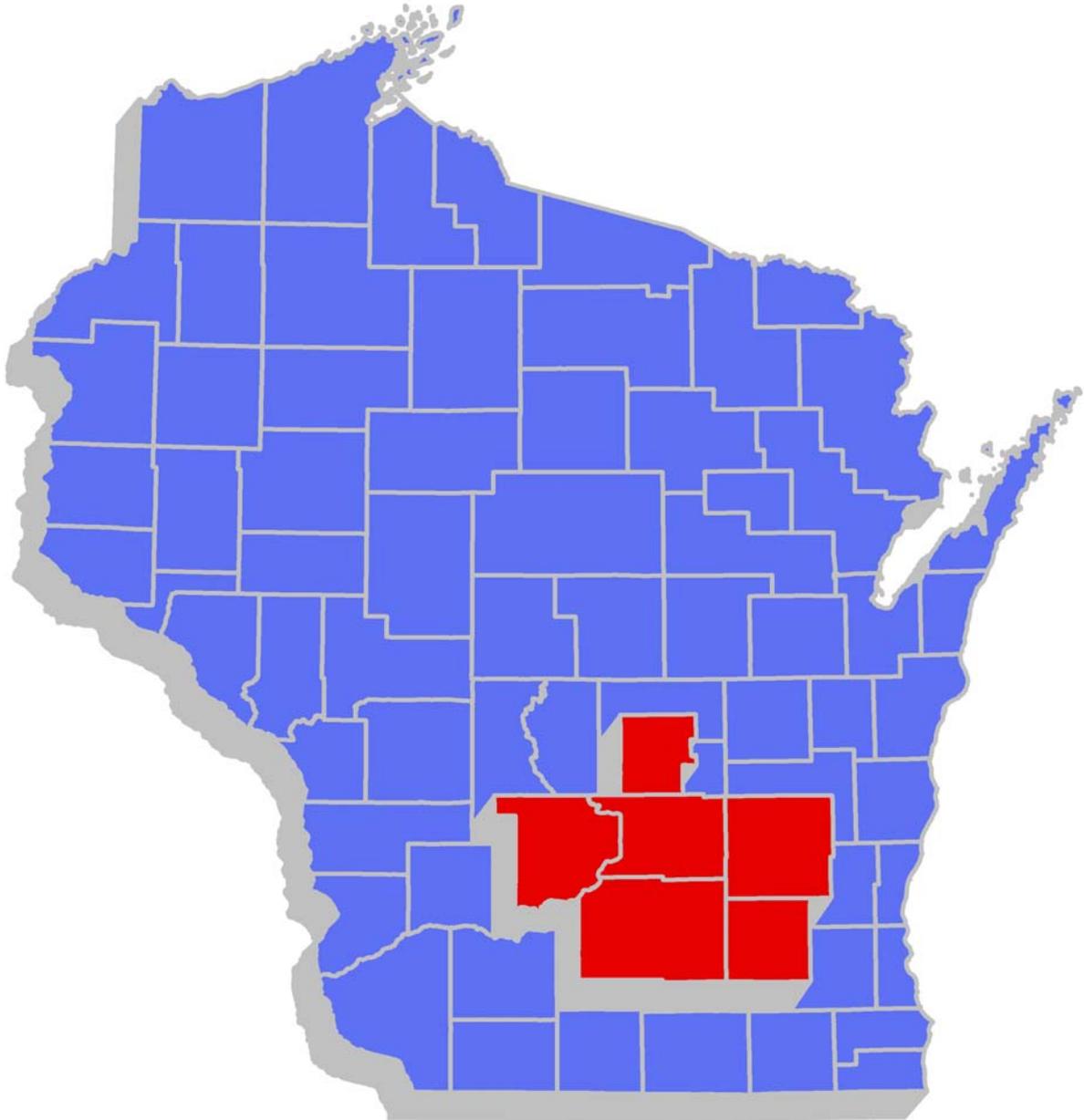


# South Central Workforce Development Area Economic Brief

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties  
Wisconsin Department of Workforce Development  
Office of Economic Advisors  
May 2011



# South Central Workforce Development Area

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties

## I. Population and Demographics

### Population

	<u>2000 Census</u>	<u>2010 Census</u>	<u>10-yr. # Change</u>	<u>2010 - 2020</u>	
				<u>10-yr. % Change</u>	<u>Projected Growth Rate*</u>
<b>U.S.</b>	281,421,906	309,050,816	27,628,910	9.8%	8.7%
<b>Wisconsin</b>	5,363,675	5,664,218	300,543	5.6%	7.5%
<b>South Central WDA</b>	709,969	791,887	81,918	11.5%	12.1%

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>South Central WDA</u>
0-4	6.9%	6.4%	6.2%
5-17	17.7%	17.2%	15.5%
18-24	9.9%	10.5%	13.7%
25-34	13.4%	12.3%	13.2%
35-44	14.2%	14.0%	14.5%
45-54	14.5%	15.4%	14.9%
55-64	10.8%	11.1%	10.7%
65-74	6.5%	6.6%	5.7%
75+	6.1%	6.6%	5.6%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Median Age	36.5	37.8	36.1
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Percent Working Age (18-64)	62.8%	63.2%	66.9%
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Percent Retirement Age (65+)	12.6%	13.2%	11.4%
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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>South Central WDA</u>
Less than High School Graduate	15.4%	11.0%	8.6%
High School Graduate/GED	29.3%	34.3%	28.8%
Some College, no degree	20.3%	20.5%	19.7%
Associate Degree	7.4%	8.8%	9.2%
Bachelor's Degree	17.4%	17.0%	21.0%
Graduate/Professional Degree	10.1%	8.4%	12.8%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

# South Central Workforce Development Area

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties

## II. Labor Market and Job Base

### Labor Force and Unemployment Rate (Annual Average)

	2000		
	<u>U.S.</u>	<u>Wisconsin</u>	<u>South Central WDA</u>
Labor Force	142,583,000	2,996,100	428,357
Number of Employed	136,891,000	2,894,900	417,052
Number of Unemployed	5,692,000	101,200	11,305
Unemployment Rate	4.0%	3.4%	2.6%

	2010		
	<u>U.S.</u>	<u>Wisconsin</u>	<u>South Central WDA</u>
Labor Force	153,889,000	3,062,600	460,931
Number of Employed	139,064,000	2,807,300	429,996
Number of Unemployed	14,825,000	255,300	30,935
Unemployment Rate	9.6%	8.3%	6.7%

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

### 2000-2010 Labor Force Growth

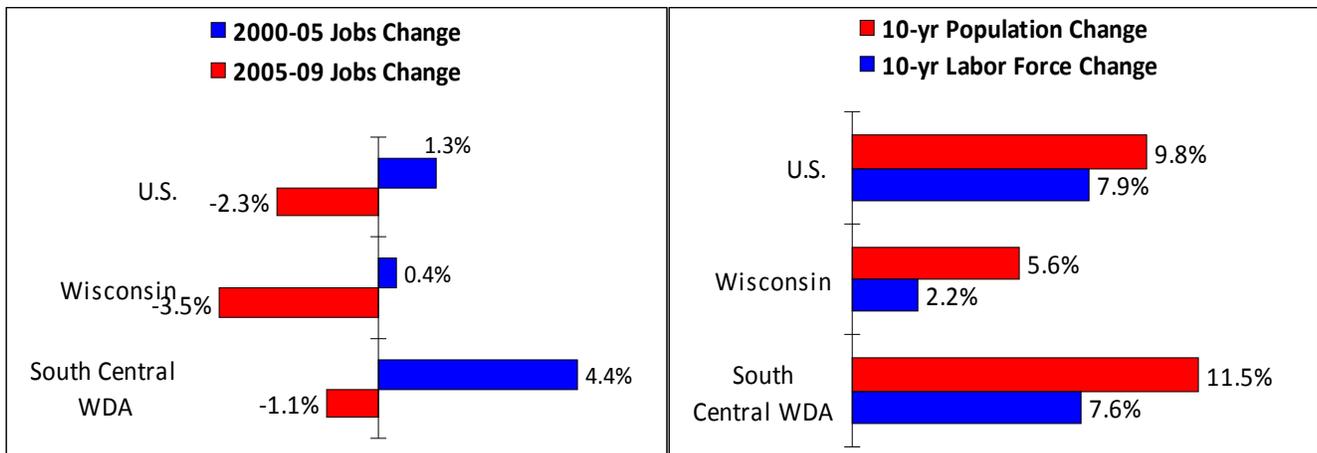
	<u>U.S.</u>	<u>Wisconsin</u>	<u>South Central WDA</u>
Labor Force	7.9%	2.2%	7.6%
Number of Employed	1.6%	-3.0%	3.1%
Number of Unemployed	160.5%	152.3%	173.6%

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%
South Central WDA	80.6%

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



## South Central Workforce Development Area

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties

### III. Labor Market Information

#### Industry Employment Share of Job Base, 2009

	U.S	Wisconsin	South Central WDA
Total, All Industries	100.0%	100.0%	100.0%
Agriculture, Forestry, Fishing and Hunting	0.8%	0.8%	0.8%
Mining, Quarrying, and Oil and Gas Extraction	0.5%	0.1%	0.1%
Utilities	0.7%	0.5%	0.5%
Construction	4.7%	3.9%	4.2%
Manufacturing	9.5%	17.0%	12.4%
Wholesale Trade	4.5%	4.5%	4.0%
Retail Trade	11.5%	11.3%	10.4%
Transportation and Warehousing	3.5%	3.5%	2.6%
Information	2.4%	2.0%	2.8%
Finance and Insurance	4.5%	5.0%	5.9%
Real Estate and Rental and Leasing	1.6%	1.0%	1.3%
Professional, Scientific, and Technical Services	6.0%	3.7%	4.9%
Management of Companies and Enterprises	1.6%	1.9%	1.3%
Administrative and Support and Waste Mgmt.	5.6%	4.3%	4.0%
Educational Services	9.5%	8.3%	10.4%
Health Care and Social Assistance	13.7%	14.1%	12.7%
Arts, Entertainment, and Recreation	1.8%	1.6%	1.7%
Accommodation and Food Services	8.6%	8.1%	8.2%
Other Services (except Public Administration)	3.5%	3.3%	3.3%
Public Administration	4.8%	5.2%	8.3%

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

#### Occupational Share of Job Base, 2009

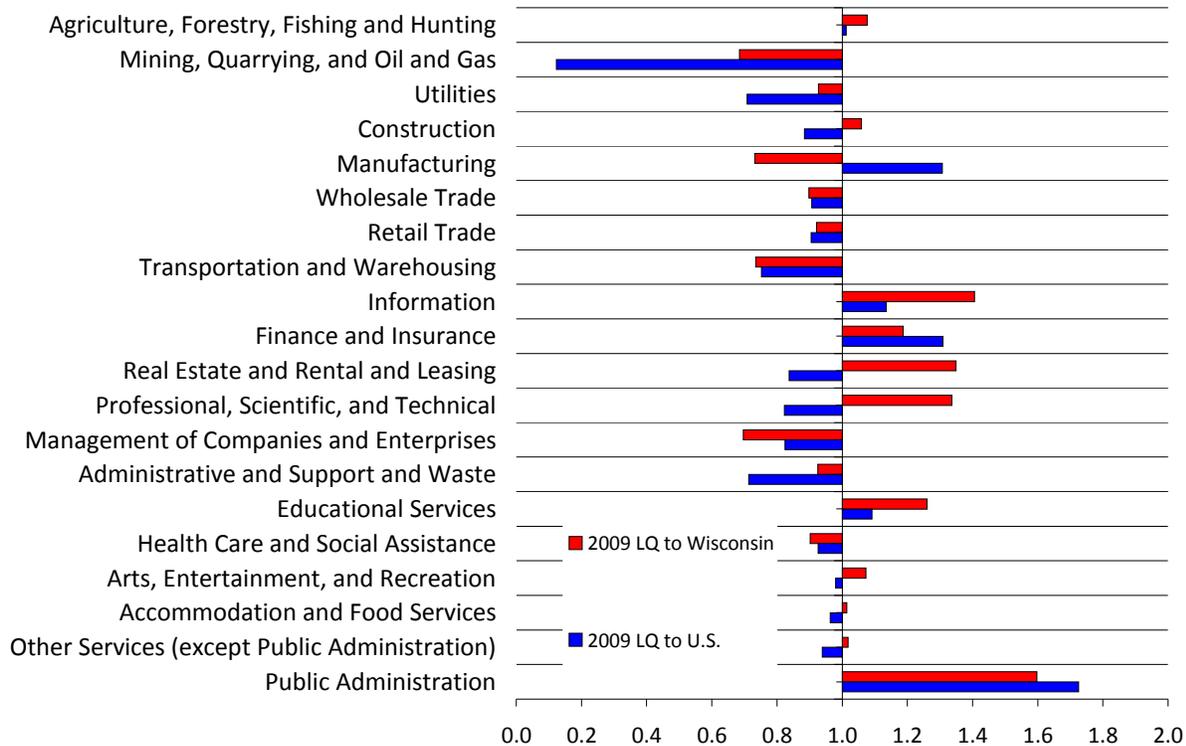
	U.S	Wisconsin	South Central WDA
Total, All Occupations	100.0%	100.0%	100.0%
Management	4.7%	4.0%	4.4%
Business and financial operations	4.6%	4.2%	4.6%
Computer and mathematical science	2.5%	2.0%	2.5%
Architecture and engineering	1.8%	1.7%	1.9%
Life, physical, and social science	1.0%	0.9%	2.0%
Community and social services	1.4%	1.2%	1.2%
Legal	0.8%	0.5%	0.5%
Education, training, and library	6.5%	5.8%	6.7%
Arts, design, entertainment, sports, and media	1.3%	1.3%	1.7%
Healthcare practitioner and technical	5.5%	5.7%	5.5%
Healthcare support	3.0%	3.4%	3.0%
Protective service	2.4%	2.0%	1.6%
Food preparation and serving related	8.6%	8.8%	9.0%
Building and grounds cleaning and maintenance	3.3%	3.2%	3.5%
Personal care and service	2.6%	2.8%	2.6%
Sales and related	10.5%	10.1%	10.0%
Office and administrative support	17.1%	15.7%	16.2%
Farming, fishing, and forestry	0.3%	0.2%	0.2%
Construction and extraction	4.4%	3.7%	3.8%
Installation, maintenance, and repair	3.9%	3.8%	3.4%
Production	6.8%	11.4%	9.1%
Transportation and material moving	6.8%	7.6%	6.5%

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

# South Central Workforce Development Area

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties

## South Central WDA Industry Sector Location Quotients



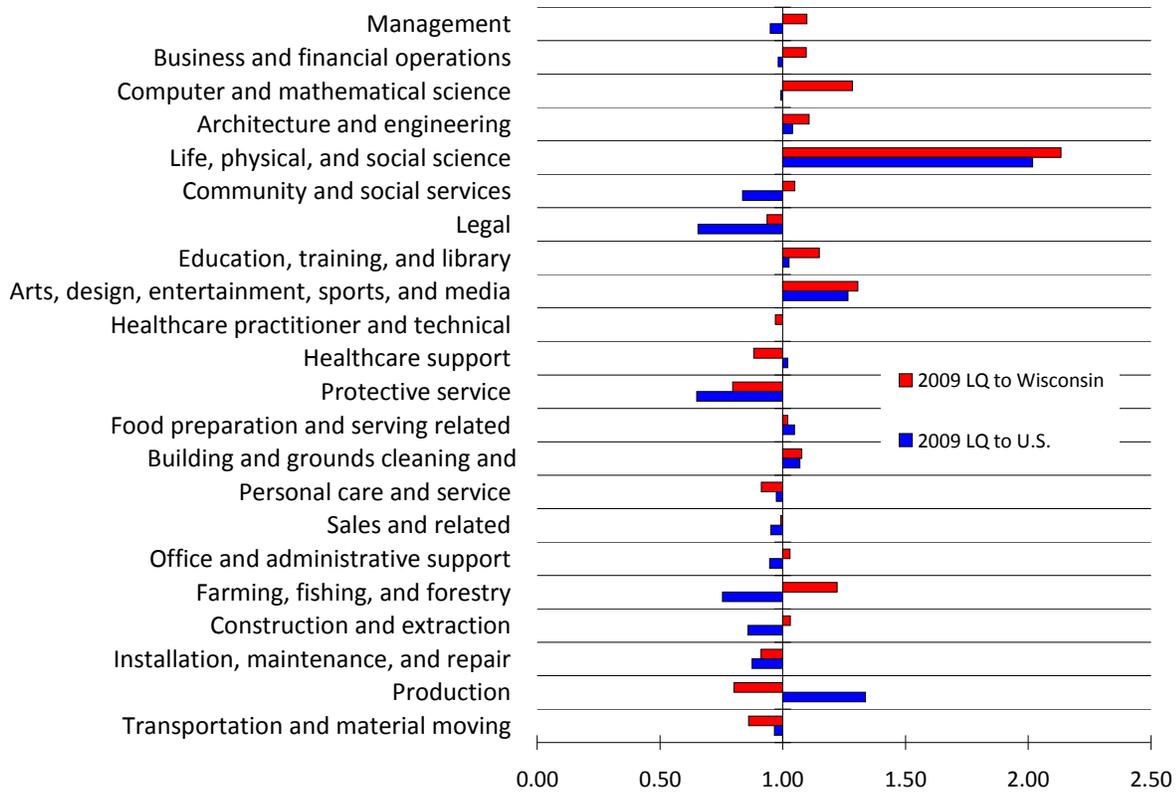
	2009 LQ to Wisconsin	2009 LQ to U.S.
Agriculture, Forestry, Fishing and Hunting	1.08	1.01
Mining, Quarrying, and Oil and Gas Extraction	0.69	0.12
Utilities	0.93	0.71
Construction	1.06	0.88
Manufacturing	0.73	1.31
Wholesale Trade	0.90	0.91
Retail Trade	0.92	0.90
Transportation and Warehousing	0.73	0.75
Information	1.41	1.14
Finance and Insurance	1.19	1.31
Real Estate and Rental and Leasing	1.35	0.84
Professional, Scientific, and Technical Services	1.34	0.82
Management of Companies and Enterprises	0.70	0.82
Administrative and Support and Waste Mgmt.	0.93	0.71
Educational Services	1.26	1.09
Health Care and Social Assistance	0.90	0.93
Arts, Entertainment, and Recreation	1.07	0.98
Accommodation and Food Services	1.01	0.96
Other Services (except Public Administration)	1.02	0.94
Public Administration	1.60	1.73

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

# South Central Workforce Development Area

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties

## South Central WDA Occupational Employment Location Quotients



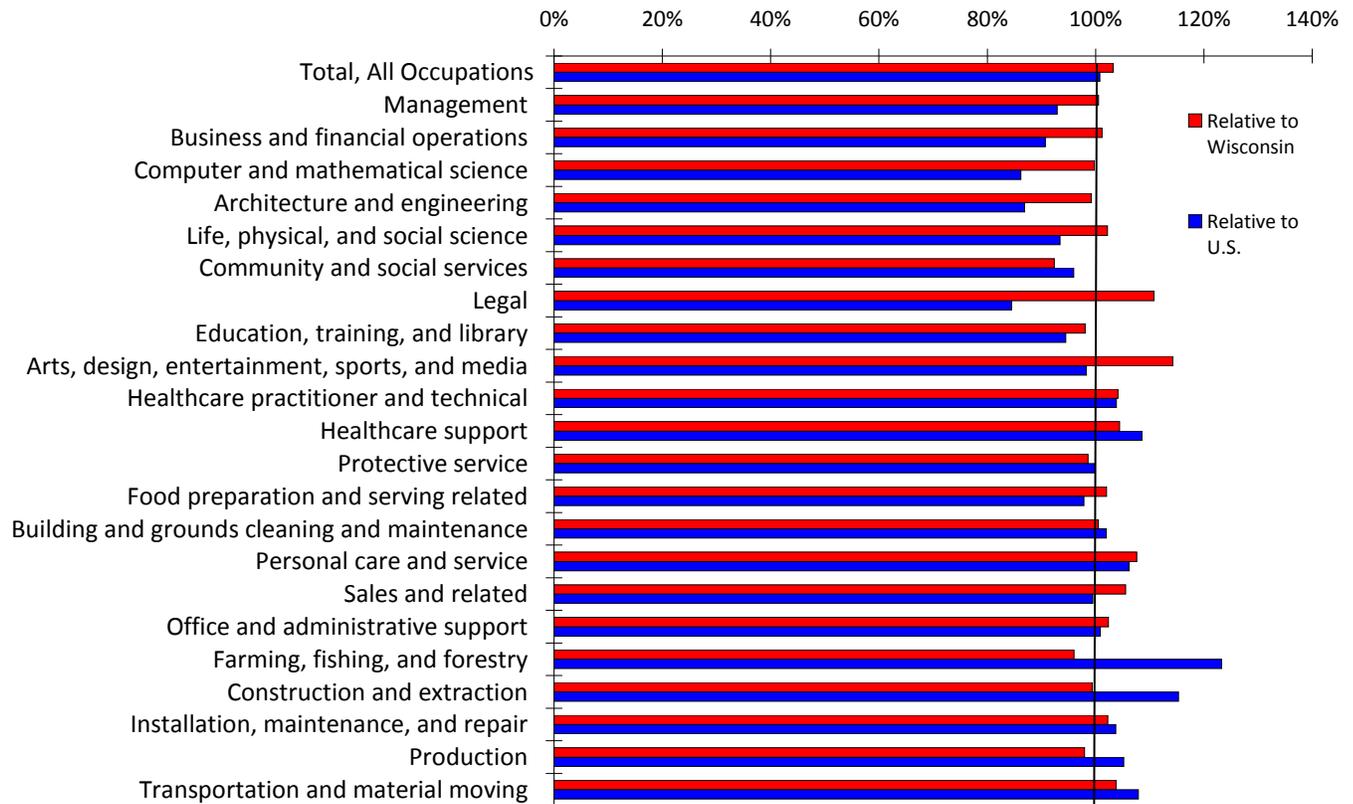
	2009 LQ to Wisconsin	2009 LQ to U.S.
Management	1.10	0.95
Business and financial operations	1.10	0.98
Computer and mathematical science	1.28	0.99
Architecture and engineering	1.11	1.04
Life, physical, and social science	2.13	2.02
Community and social services	1.05	0.84
Legal	0.94	0.66
Education, training, and library	1.15	1.03
Arts, design, entertainment, sports, and media	1.31	1.26
Healthcare practitioner and technical	0.97	1.00
Healthcare support	0.88	1.02
Protective service	0.80	0.65
Food preparation and serving related	1.02	1.05
Building and grounds cleaning and maintenance	1.08	1.07
Personal care and service	0.91	0.97
Sales and related	0.99	0.95
Office and administrative support	1.03	0.95
Farming, fishing, and forestry	1.22	0.75
Construction and extraction	1.03	0.86
Installation, maintenance, and repair	0.91	0.88
Production	0.80	1.34
Transportation and material moving	0.86	0.97

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

# South Central Workforce Development Area

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties

## South Central WDA Median Hourly Wage in 2009 by Occupation



### Median Hourly Wage by Occupational Group, 2009

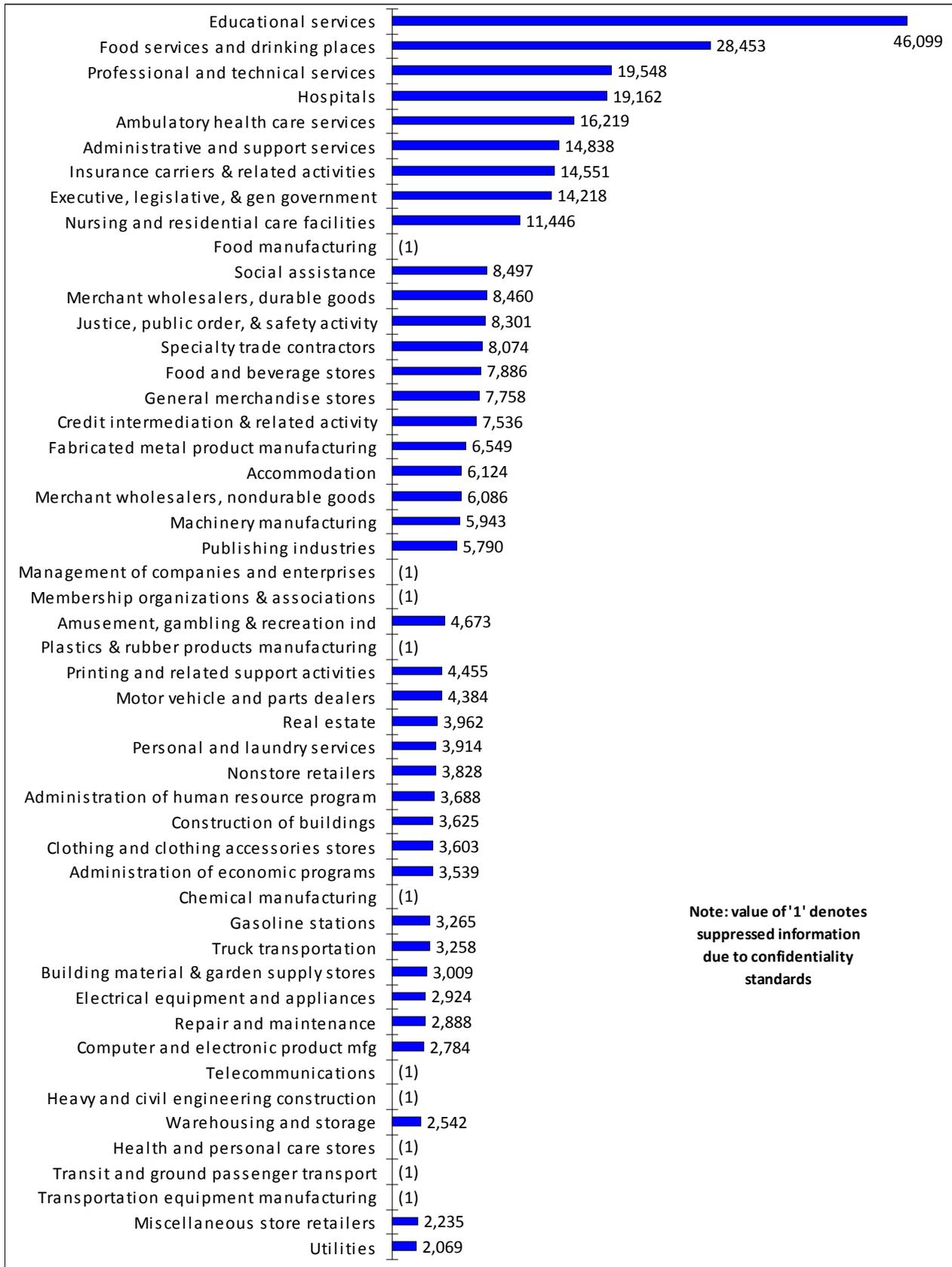
	<u>U.S.</u>	<u>Wisconsin</u>	<u>South Central WDA</u>
Total, All Occupations	\$15.95	\$15.56	\$16.07
Management	\$42.95	\$39.68	\$39.89
Business and financial operations	\$28.32	\$25.38	\$25.69
Computer and mathematical science	\$35.05	\$30.28	\$30.22
Architecture and engineering	\$33.07	\$28.96	\$28.73
Life, physical, and social science	\$28.03	\$25.63	\$26.19
Community and social services	\$18.74	\$19.47	\$17.98
Legal	\$35.59	\$27.16	\$30.08
Education, training, and library	\$21.74	\$20.94	\$20.54
Arts, design, entertainment, sports, and media	\$20.41	\$17.56	\$20.07
Healthcare practitioner and technical	\$27.74	\$27.66	\$28.81
Healthcare support	\$11.89	\$12.36	\$12.91
Protective service	\$17.39	\$17.62	\$17.37
Food preparation and serving related	\$8.89	\$8.53	\$8.70
Building and grounds cleaning and maintenance	\$10.75	\$10.91	\$10.96
Personal care and service	\$9.99	\$9.86	\$10.61
Sales and related	\$11.51	\$10.85	\$11.45
Office and administrative support	\$14.62	\$14.40	\$14.74
Farming, fishing, and forestry	\$9.43	\$12.11	\$11.63
Construction and extraction	\$18.64	\$21.62	\$21.49
Installation, maintenance, and repair	\$19.04	\$19.31	\$19.75
Production	\$14.41	\$15.48	\$15.16
Transportation and material moving	\$13.46	\$13.99	\$14.52

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

# South Central Workforce Development Area

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties

## 50 Industries Reporting the Greatest Employment in March 2010



## South Central Workforce Development Area

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties

### Top 50 Largest Private-Sector Employers

<u>Employer Name</u>	<u>Industry</u>	<u>Size Range</u>
Walmart	Discount department stores	1,000+
American Family Mutual Insurance Co	Direct property & casualty insurers	1,000+
SSM Health Care of Wisconsin Inc	General medical & surgical hospitals	1,000+
Epic Systems Corp	Software publishers	1,000+
University of Wisconsin Medical Foundation	Offices of physicians, except mental health	1,000+
Meriter Hospital Inc	General medical & surgical hospitals	1,000+
Dean Health Systems Inc	Offices of physicians, except mental health	1,000+
Wisconsin Physicians Service	Direct health & medical insurance carriers	1,000+
Walgreens	General warehousing & storage	1,000+
Kraft Foods Global Inc	Meat processed from carcasses	1,000+
CUNA Mutual Insurance Society	Direct life insurance carriers	1,000+
Covance Laboratories Inc	Physical & life sciences (not biotech.) R & D	1,000+
Missoula Mac Inc	Limited-service restaurants	1,000+
Ultra Mart Foods LLC	Supermarkets & other grocery stores	1,000+
Captel Inc	Telephone answering services	1,000+
Quad/Graphics Inc	Commercial lithographic printing	1,000+
Kalahari Development LLC	Hotels & motels, except casino hotels	1,000+
QualiTemps Inc	Temporary help services	1,000+
TDS Telecom Service Corp	Wired telecommunications carriers	1,000+
Cardinal Glass Industries Inc	Glass product mfg. made of purchased glass	1,000+
Menard Inc	Home centers	1,000+
Lands' End Inc	Mail-order retailers	500-999
Beaver Dam Community Hospitals Inc	General medical & surgical hospitals	500-999
Fort Healthcare Inc	General medical & surgical hospitals	500-999
Deere & Co	Lawn & garden equipment manufacturing	500-999
Kwik Trip Inc	Gasoline stations with convenience stores	500-999
American Girl Brands LLC	Mail-order retailers	500-999
Michels Corporation	Power & communication system construct.	500-999
Community Living Alliance Inc	Services for the elderly & disabled	500-999
Seneca Foods Corp	Fruit & vegetable canning	500-999
Chameleon Group Inc	All other outpatient care centers	500-999
Target Corporation	Discount department stores	500-999
Electronic Data Systems Corp	Data processing, hosting & related services	500-999
Brakebush Brothers Inc	Poultry processing	500-999
Wilderness Hotel & Resort Inc	Hotels & motels, except casino hotels	500-999
Mayville Engineering Co Inc	Misc. fabricated metal product mfg.	500-999
Spectrum Brands Inc	Managing offices	500-999
QBE Americas Inc	Direct property & casualty insurers	500-999
Watertown Regional Medical Center	General medical & surgical hospitals	500-999
Grande Cheese Co	Cheese manufacturing	500-999
Trek Bicycle Corporation	Motorcycle, bicycle, & parts manufacturing	500-999
Madison Gas & Electric Co	Fossil fuel electric power generation	500-999
St. Mary's Dean Ventures Inc	Offices of physicians, except mental health	500-999
ShopKo Stores Operating Co LLC	Discount department stores	500-999
Oakwood Lutheran Homes Assn Inc	Nursing care facilities	500-999
Divine Savior Healthcare Inc	General medical & surgical hospitals	500-999
Marshall & Ilsley Bank	Commercial banking	500-999
WEA Insurance Corp	Direct health & medical insurance carriers	500-999
Great Lakes Educational Loan	Consumer lending	500-999
Datex-Ohmeda Inc	Surgical & medical instrument manufacturing	500-999

Source: DWD, LMI Section QCEW, June 2010

## South Central Workforce Development Area

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties

### South Central Workforce Development Areas Industry Employment Projections, 2008-2018

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties

NAICS	Industry Title	Employment			
		2008 Estimate	2018 Projection	Change	% Change
	<b>Total, All Nonfarm Industries</b>	<b>442,510</b>	<b>459,770</b>	<b>17,260</b>	<b>3.9%</b>
1133, 21, 23	Construction/Mining/Natural Resources	20,520	21,650	1,130	5.5%
31-33	Manufacturing	58,510	53,180	- 5,330	- 9.1%
42, 44-45	Trade	63,690	63,240	- 450	- 0.7%
48-49, 22	Transportation and Utilities (Including US Postal)	14,210	14,700	490	3.5%
52-53	Financial Activities	30,070	30,790	720	2.4%
611	Educational Services (Including State and Local Government)	41,790	42,340	560	1.3%
621	Hospitals (Including State and Local Government)	17,400	19,600	2,200	12.6%
71-72	Leisure and Hospitality	42,570	45,080	2,510	5.9%
51, 54-56, 81	Information/Prof. Services/Other Services	80,980	86,900	5,920	7.3%
	Government (Excluding US Postal, State and Local Education and Hospitals)	39,850	40,780	930	2.3%

**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

## South Central Workforce Development Area

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties

### South Central Workforce Development Area Occupational Projections, 2008-2018

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties

Broad Occupational Group	Estimated Employment				Annual Openings			2009
	2008	2018	Change	% Change	New Jobs	Replacements	Total	Median Hourly Wage
<b>Total, All Occupations</b>	<b>442,510</b>	<b>459,770</b>	<b>17,260</b>	<b>3.9%</b>	<b>1,730</b>	<b>10,230</b>	<b>11,960</b>	<b>\$ 16.07</b>
Management	18,390	18,470	80	0.4%	10	440	450	\$ 39.89
Business and Financial Operations	23,860	25,870	2,010	8.4%	200	510	710	\$ 25.69
Computer and Mathematical	10,350	11,520	1,170	11.3%	120	190	310	\$ 30.22
Architecture and Engineering	7,920	7,990	70	0.9%	10	170	180	\$ 28.73
Life, Physical, and Social Science	5,520	5,900	380	6.9%	40	160	200	\$ 26.19
Community and Social Services	6,500	7,300	800	12.3%	80	140	220	\$ 17.98
Legal	3,540	3,720	180	5.1%	20	60	80	\$ 30.08
Education, Training, and Library	28,610	29,810	1,200	4.2%	120	630	750	\$ 20.54
Arts, Design, Entertainment, Sports, and Media	6,890	7,200	310	4.5%	30	180	210	\$ 20.07
Healthcare Practitioners and Technical	23,180	26,750	3,570	15.4%	360	470	830	\$ 28.81
Healthcare Support	13,680	16,490	2,810	20.5%	280	150	430	\$ 12.91
Protective Service	12,470	13,190	720	5.8%	70	370	440	\$ 17.37
Food Preparation and Serving Related	38,490	40,940	2,450	6.4%	250	1,360	1,610	\$ 8.70
Building and Grounds Cleaning and Maintenance	14,500	14,430	- 70	- 0.5%	0	250	250	\$ 10.96
Personal Care and Service	14,770	17,770	3,000	20.3%	300	350	650	\$ 10.61
Sales and Related	41,890	42,010	120	0.3%	10	1,280	1,290	\$ 11.45
Office and Administrative Support	71,470	72,010	540	0.8%	50	1,510	1,560	\$ 14.74
Farming, Fishing, and Forestry	630	640	10	1.6%	<5	20	20	\$ 11.63
Construction and Extraction	17,100	17,670	570	3.3%	60	300	360	\$ 21.49
Installation, Maintenance, and Repair	16,230	16,650	420	2.6%	40	310	350	\$ 19.75
Production	38,930	36,440	- 2,490	- 6.4%	0	760	760	\$ 15.16
Transportation and Material Moving	27,610	27,010	- 600	- 2.2%	0	640	640	\$ 14.52

#### 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

## South Central Workforce Development Area

Columbia, Dane, Dodge, Jefferson, Marquette and Sauk counties

### 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>
<b>U.S.</b>	\$14,441,400,089,504	\$27,507,783,498,592	\$156,013
<b>Wisconsin</b>	\$240,732,268,642	\$517,899,217,829	\$147,866
<b>South Central WDA</b>	\$39,482,211,723	\$78,487,676,119	\$139,121

Source: Minnesota IMPLAN Group, 2008

#### Personal Income, 2009

	<u>U.S.</u>	<u>Wisconsin</u>	<u>South Central WDA</u>
Total Personal Income (millions)	\$12,168,161,000	\$211,337,133	\$31,908,334
Total Personal Income, 10-yr. Growth	53.9%	43.3%	53.3%
Per Capita Personal Income	\$39,635	\$37,373	\$40,475
Per Capita Personal Income, 10-yr. Growth	39.9%	35.2%	37.0%
Per Capita Personal Income, 10-yr. Growth, Inflation adjusted	8.6%	5.0%	6.4%

Source: U.S. Bureau of Economic Analysis

#### Personal Income Composition, 2009

	<u>U.S.</u>	<u>Wisconsin</u>	<u>South Central WDA</u>
Earnings by Place of Work	64.5%	64.4%	67.7%
Dividends, Interest, and Rent	18.0%	17.2%	18.0%
Personal Current Transfer Receipts	17.5%	18.4%	14.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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:

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Please visit the OEA Webpage at <http://dwd.wisconsin.gov/oea/>

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