

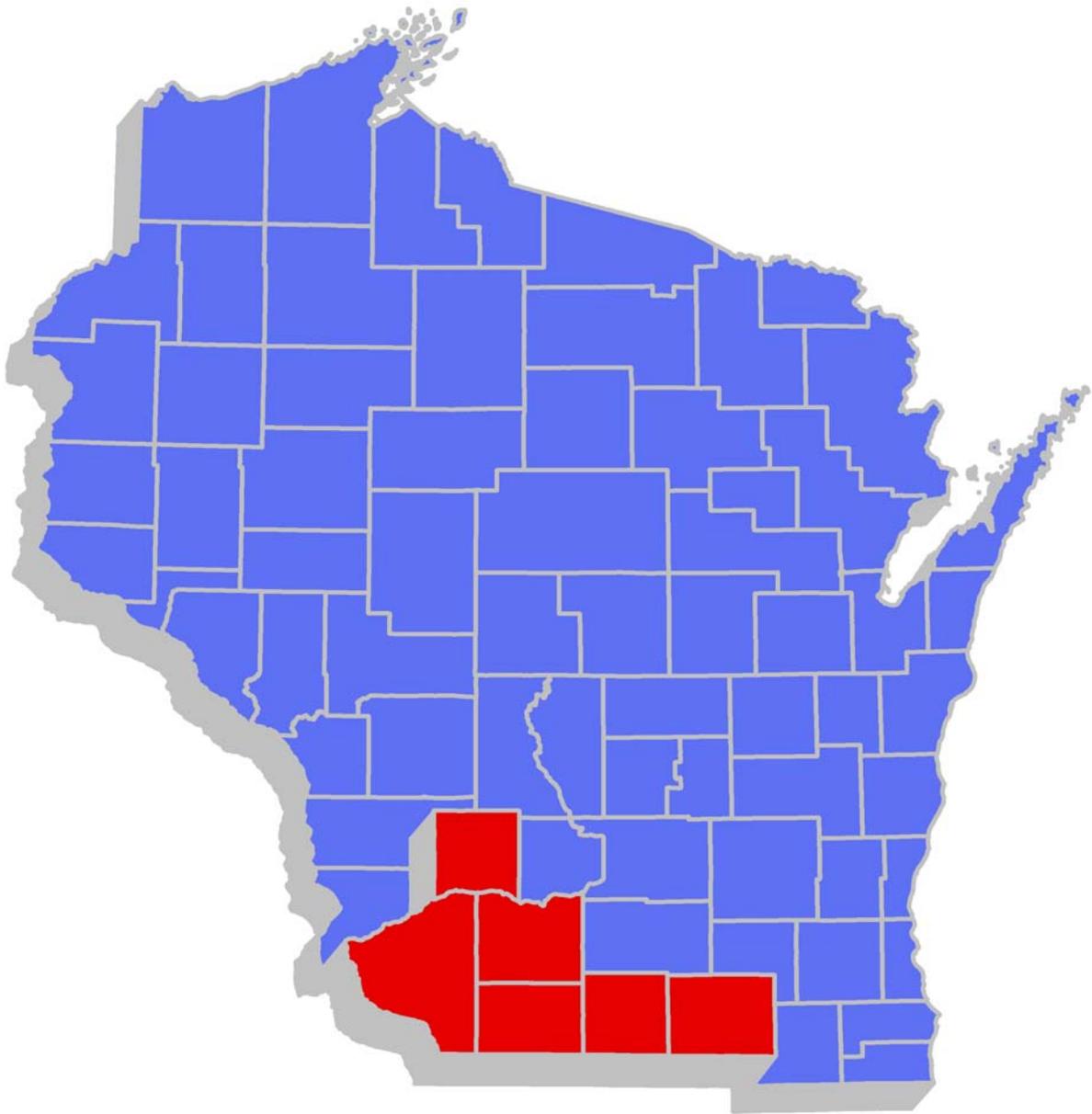
Southwest Workforce Development Area Economic Brief

Grant, Green, Iowa, Lafayette, Richland and Rock counties

Wisconsin Department of Workforce Development

Office of Economic Advisors

May 2011



Southwest Workforce Development Area

Grant, Green, Iowa, Lafayette, Richland and Rock 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. %</u> <u>Change</u>	<u>Projected</u> <u>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%
Southwest WDA	292,392	302,385	9,993	3.4%	5.9%

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>Southwest WDA</u>
0-4	6.9%	6.4%	6.4%
5-17	17.7%	17.2%	17.7%
18-24	9.9%	10.5%	10.2%
25-34	13.4%	12.3%	11.2%
35-44	14.2%	14.0%	13.8%
45-54	14.5%	15.4%	15.4%
55-64	10.8%	11.1%	11.1%
65-74	6.5%	6.6%	7.2%
75+	6.1%	6.6%	7.0%
Total	100.0%	100.0%	100.0%

Median Age	36.5	37.8	38.6
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Percent Working Age (18-64)	62.8%	63.2%	61.7%
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Percent Retirement Age (65+)	12.6%	13.2%	14.2%
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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>Southwest WDA</u>
Less than High School Graduate	15.4%	11.0%	11.7%
High School Graduate/GED	29.3%	34.3%	40.1%
Some College, no degree	20.3%	20.5%	20.3%
Associate Degree	7.4%	8.8%	8.9%
Bachelor's Degree	17.4%	17.0%	12.7%
Graduate/Professional Degree	10.1%	8.4%	6.3%
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>Southwest WDA</u>
Labor Force	142,583,000	2,996,100	163,167
Number of Employed	136,891,000	2,894,900	157,221
Number of Unemployed	5,692,000	101,200	5,946
Unemployment Rate	4.0%	3.4%	3.6%

	2010		
	<u>U.S.</u>	<u>Wisconsin</u>	<u>Southwest WDA</u>
Labor Force	153,889,000	3,062,600	161,626
Number of Employed	139,064,000	2,807,300	146,591
Number of Unemployed	14,825,000	255,300	15,035
Unemployment Rate	9.6%	8.3%	9.3%

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

2000-2010 Labor Force Growth

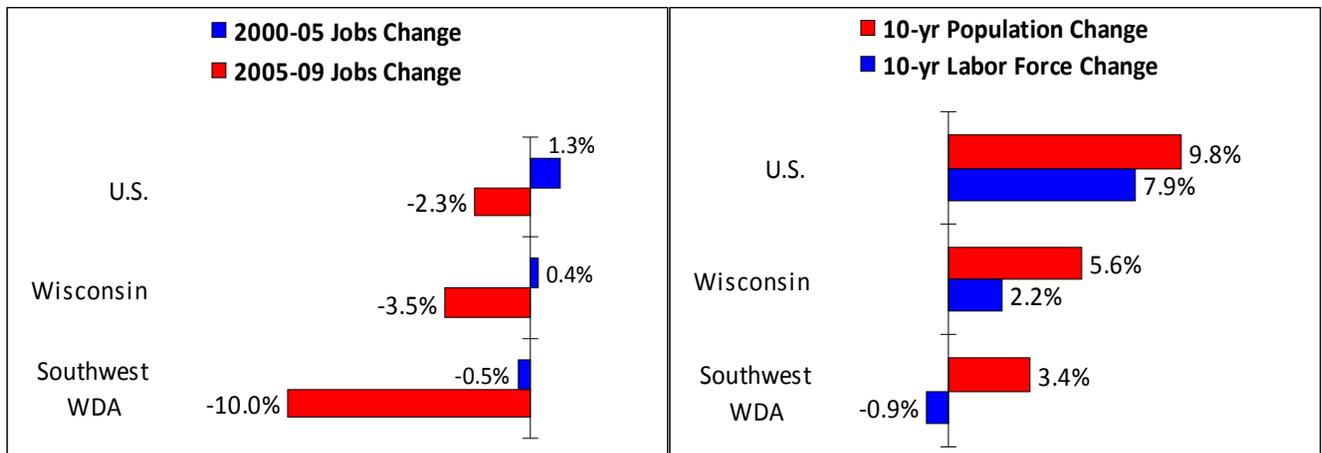
	<u>U.S.</u>	<u>Wisconsin</u>	<u>Southwest WDA</u>
Labor Force	7.9%	2.2%	-0.9%
Number of Employed	1.6%	-3.0%	-6.8%
Number of Unemployed	160.5%	152.3%	152.9%

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%
Southwest WDA	79.9%

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	Southwest WDA
Total, All Industries	100.0%	100.0%	100.0%
Agriculture, Forestry, Fishing and Hunting	0.8%	0.8%	1.3%
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%	3.8%
Manufacturing	9.5%	17.0%	15.6%
Wholesale Trade	4.5%	4.5%	5.2%
Retail Trade	11.5%	11.3%	17.3%
Transportation and Warehousing	3.5%	3.5%	3.2%
Information	2.4%	2.0%	2.1%
Finance and Insurance	4.5%	5.0%	2.7%
Real Estate and Rental and Leasing	1.6%	1.0%	0.6%
Professional, Scientific, and Technical Services	6.0%	3.7%	2.0%
Management of Companies and Enterprises	1.6%	1.9%	1.1%
Administrative and Support and Waste Mgmt.	5.6%	4.3%	3.1%
Educational Services	9.5%	8.3%	10.2%
Health Care and Social Assistance	13.7%	14.1%	13.5%
Arts, Entertainment, and Recreation	1.8%	1.6%	1.2%
Accommodation and Food Services	8.6%	8.1%	7.9%
Other Services (except Public Administration)	3.5%	3.3%	2.7%
Public Administration	4.8%	5.2%	5.7%

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

Occupational Share of Job Base, 2009

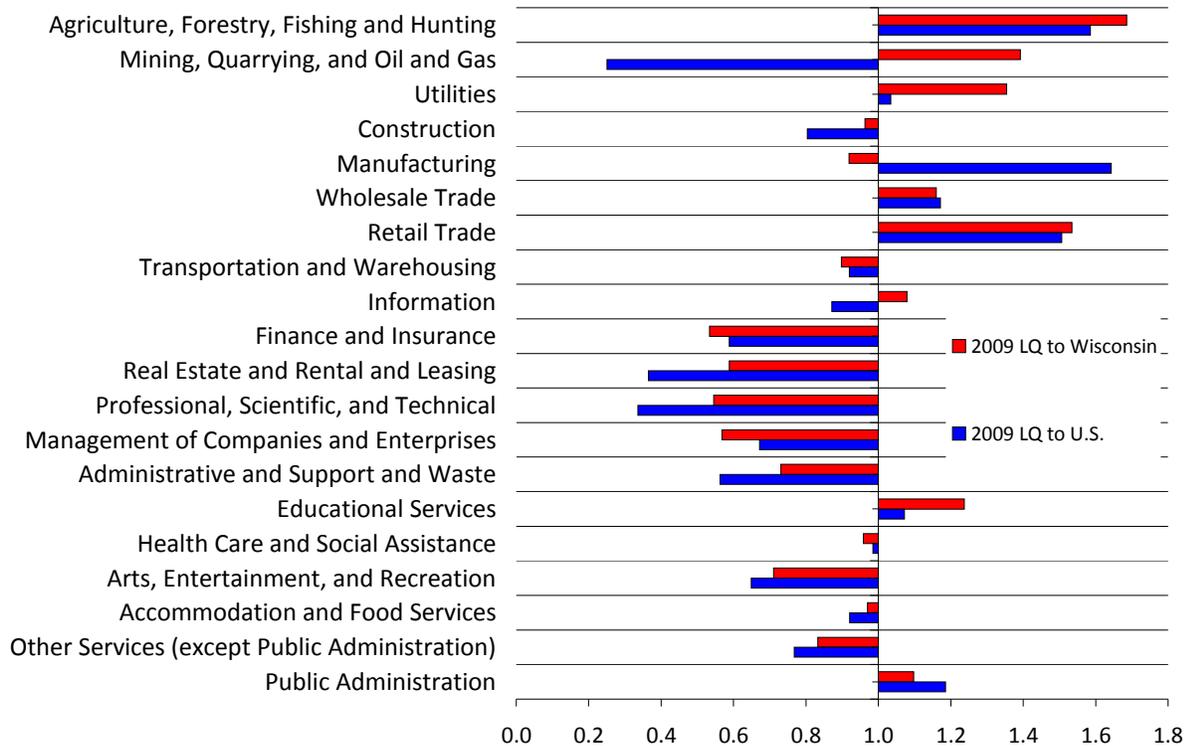
	U.S	Wisconsin	Southwest WDA
Total, All Occupations	100.0%	100.0%	100.0%
Management	4.7%	4.0%	3.9%
Business and financial operations	4.6%	4.2%	4.9%
Computer and mathematical science	2.5%	2.0%	1.9%
Architecture and engineering	1.8%	1.7%	1.2%
Life, physical, and social science	1.0%	0.9%	1.1%
Community and social services	1.4%	1.2%	1.4%
Legal	0.8%	0.5%	0.7%
Education, training, and library	6.5%	5.8%	6.9%
Arts, design, entertainment, sports, and media	1.3%	1.3%	1.1%
Healthcare practitioner and technical	5.5%	5.7%	5.1%
Healthcare support	3.0%	3.4%	3.3%
Protective service	2.4%	2.0%	2.1%
Food preparation and serving related	8.6%	8.8%	8.4%
Building and grounds cleaning and maintenance	3.3%	3.2%	2.6%
Personal care and service	2.6%	2.8%	2.5%
Sales and related	10.5%	10.1%	8.8%
Office and administrative support	17.1%	15.7%	16.8%
Farming, fishing, and forestry	0.3%	0.2%	0.2%
Construction and extraction	4.4%	3.7%	3.6%
Installation, maintenance, and repair	3.9%	3.8%	3.8%
Production	6.8%	11.4%	10.4%
Transportation and material moving	6.8%	7.6%	9.3%

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

Southwest Workforce Development Area

Grant, Green, Iowa, Lafayette, Richland and Rock counties

Southwest WDA Industry Sector Location Quotients



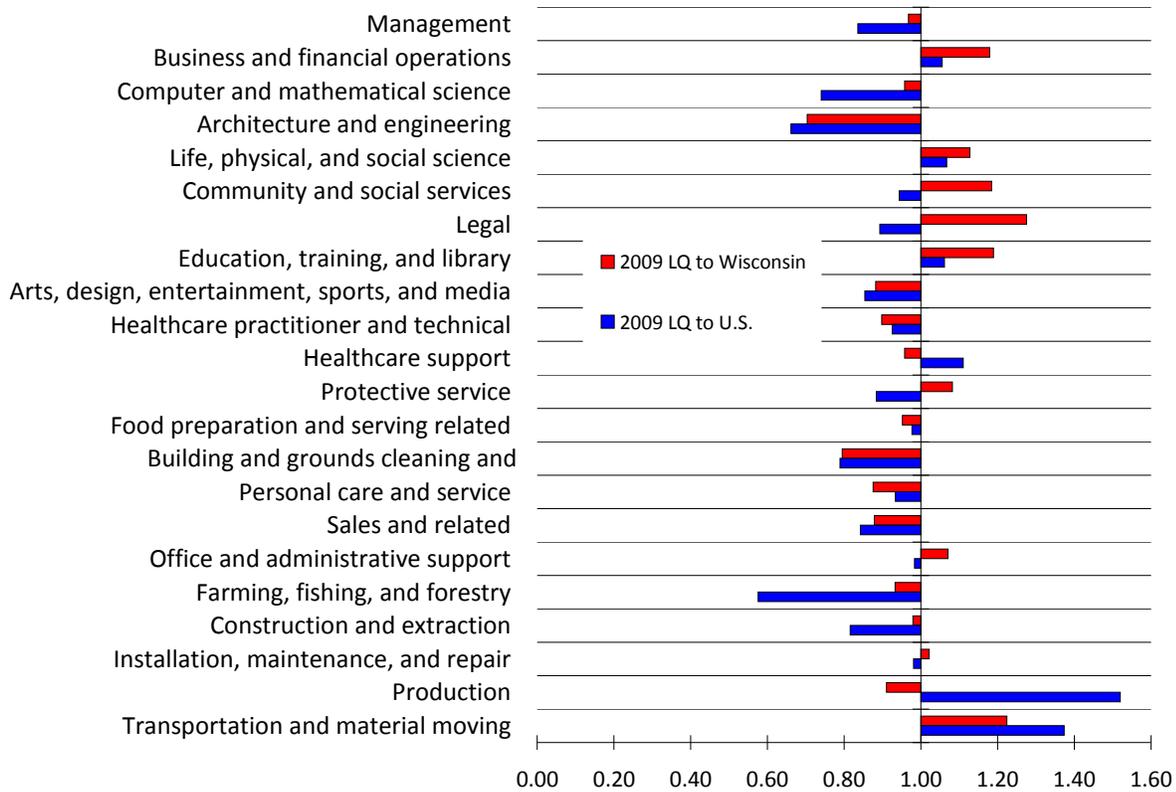
	2009 LQ to Wisconsin	2009 LQ to U.S.
Agriculture, Forestry, Fishing and Hunting	1.69	1.59
Mining, Quarrying, and Oil and Gas Extraction	1.39	0.25
Utilities	1.35	1.03
Construction	0.96	0.80
Manufacturing	0.92	1.64
Wholesale Trade	1.16	1.17
Retail Trade	1.53	1.51
Transportation and Warehousing	0.90	0.92
Information	1.08	0.87
Finance and Insurance	0.53	0.59
Real Estate and Rental and Leasing	0.59	0.36
Professional, Scientific, and Technical Services	0.55	0.34
Management of Companies and Enterprises	0.57	0.67
Administrative and Support and Waste Mgmt.	0.73	0.56
Educational Services	1.24	1.07
Health Care and Social Assistance	0.96	0.98
Arts, Entertainment, and Recreation	0.71	0.65
Accommodation and Food Services	0.97	0.92
Other Services (except Public Administration)	0.83	0.77
Public Administration	1.10	1.19

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

Southwest Workforce Development Area

Grant, Green, Iowa, Lafayette, Richland and Rock counties

Southwest WDA Occupational Employment Location Quotients



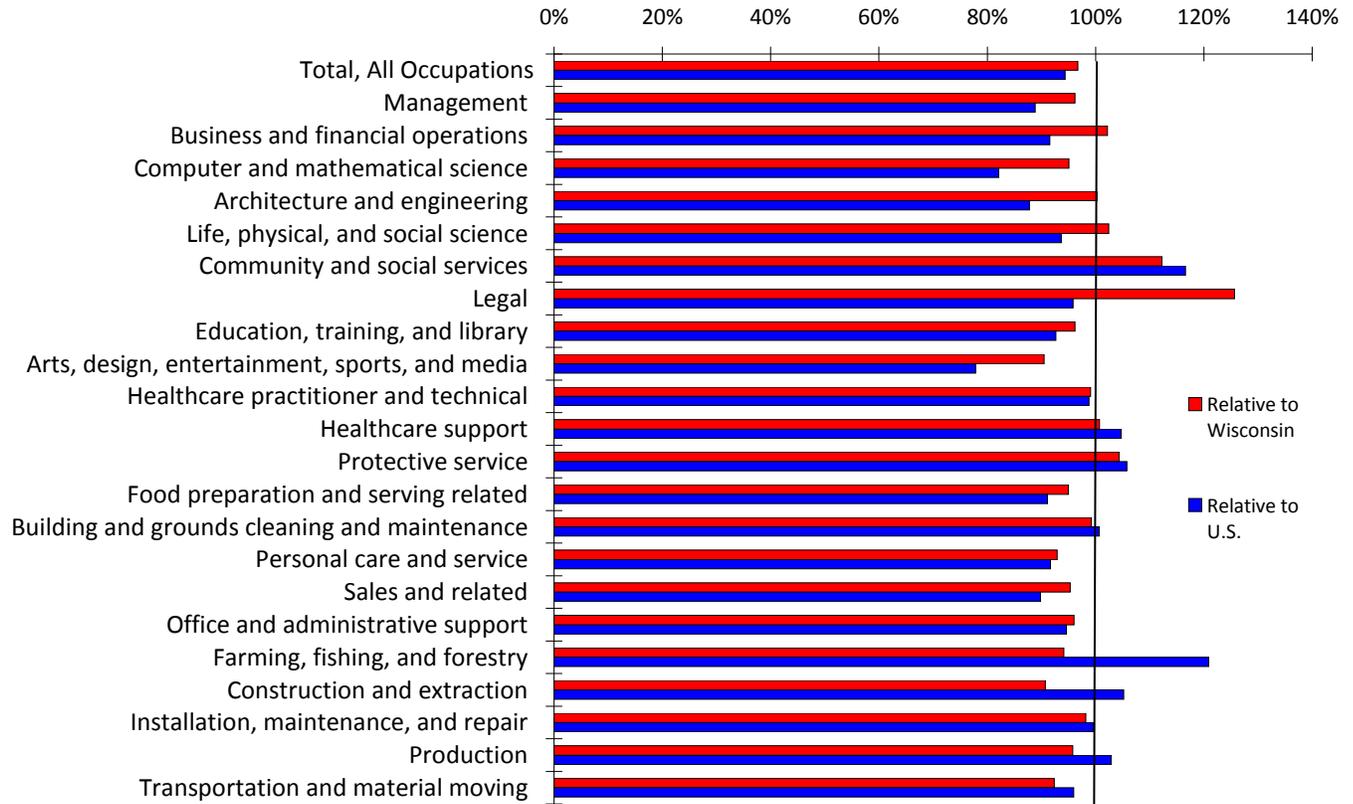
	2009 LQ to Wisconsin	2009 LQ to U.S.
Management	0.97	0.84
Business and financial operations	1.18	1.06
Computer and mathematical science	0.96	0.74
Architecture and engineering	0.70	0.66
Life, physical, and social science	1.13	1.07
Community and social services	1.18	0.94
Legal	1.28	0.89
Education, training, and library	1.19	1.06
Arts, design, entertainment, sports, and media	0.88	0.85
Healthcare practitioner and technical	0.90	0.93
Healthcare support	0.96	1.11
Protective service	1.08	0.88
Food preparation and serving related	0.95	0.98
Building and grounds cleaning and maintenance	0.79	0.79
Personal care and service	0.88	0.93
Sales and related	0.88	0.84
Office and administrative support	1.07	0.98
Farming, fishing, and forestry	0.93	0.58
Construction and extraction	0.98	0.82
Installation, maintenance, and repair	1.02	0.98
Production	0.91	1.52
Transportation and material moving	1.22	1.37

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

Southwest Workforce Development Area

Grant, Green, Iowa, Lafayette, Richland and Rock counties

Southwest WDA Median Hourly Wage in 2009 by Occupation



Median Hourly Wage by Occupational Group, 2009

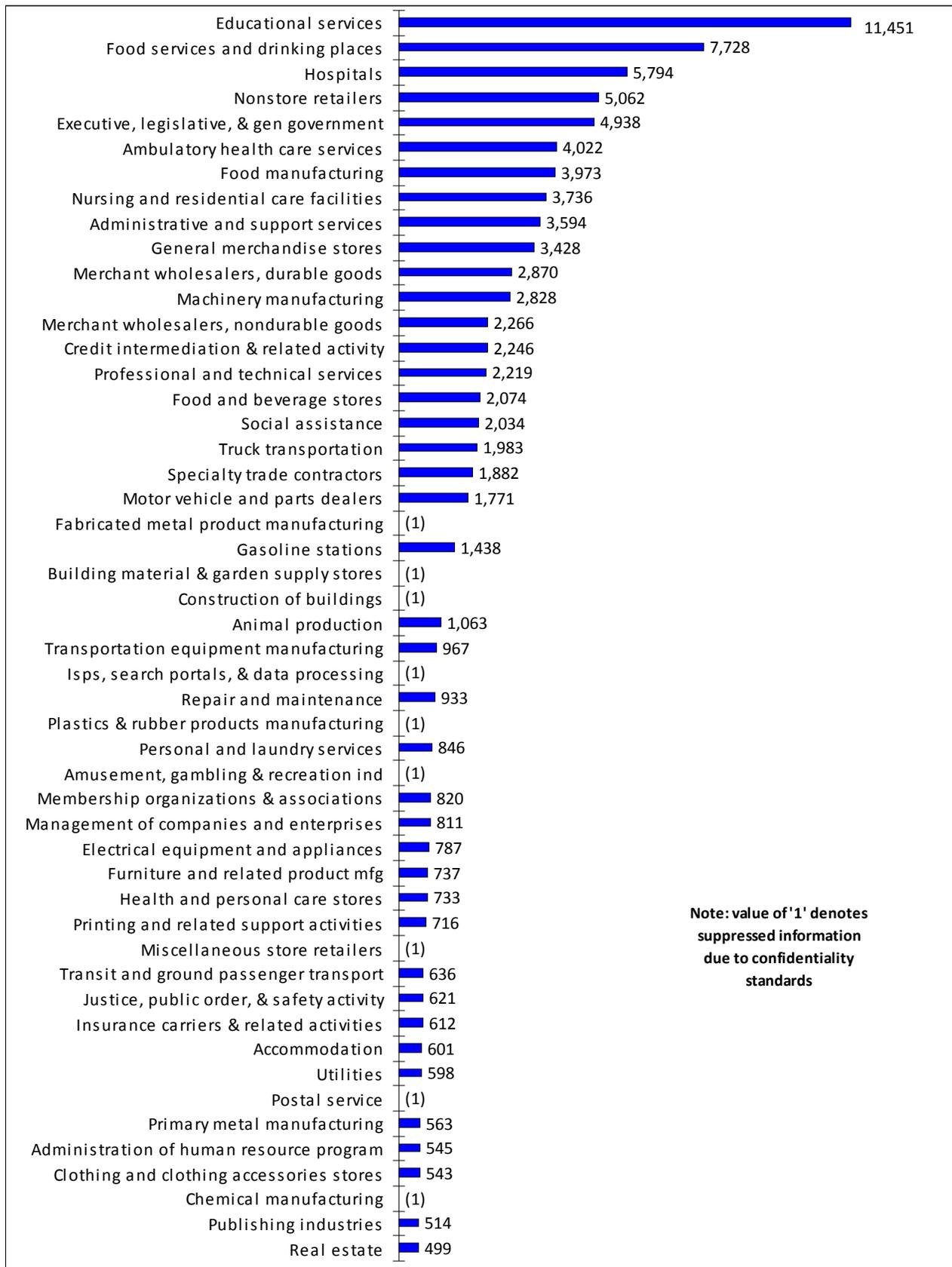
	<u>U.S.</u>	<u>Wisconsin</u>	<u>Southwest WDA</u>
Total, All Occupations	\$15.95	\$15.56	\$15.05
Management	\$42.95	\$39.68	\$38.16
Business and financial operations	\$28.32	\$25.38	\$25.93
Computer and mathematical science	\$35.05	\$30.28	\$28.79
Architecture and engineering	\$33.07	\$28.96	\$29.04
Life, physical, and social science	\$28.03	\$25.63	\$26.25
Community and social services	\$18.74	\$19.47	\$21.85
Legal	\$35.59	\$27.16	\$34.12
Education, training, and library	\$21.74	\$20.94	\$20.14
Arts, design, entertainment, sports, and media	\$20.41	\$17.56	\$15.89
Healthcare practitioner and technical	\$27.74	\$27.66	\$27.40
Healthcare support	\$11.89	\$12.36	\$12.45
Protective service	\$17.39	\$17.62	\$18.39
Food preparation and serving related	\$8.89	\$8.53	\$8.10
Building and grounds cleaning and maintenance	\$10.75	\$10.91	\$10.82
Personal care and service	\$9.99	\$9.86	\$9.16
Sales and related	\$11.51	\$10.85	\$10.34
Office and administrative support	\$14.62	\$14.40	\$13.83
Farming, fishing, and forestry	\$9.43	\$12.11	\$11.40
Construction and extraction	\$18.64	\$21.62	\$19.61
Installation, maintenance, and repair	\$19.04	\$19.31	\$18.96
Production	\$14.41	\$15.48	\$14.83
Transportation and material moving	\$13.46	\$13.99	\$12.92

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

Southwest Workforce Development Area

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50 Industries Reporting the Greatest Employment in March 2010



Southwest Workforce Development Area

Grant, Green, Iowa, Lafayette, Richland and Rock counties

Top 50 Largest Private-Sector Employers

<u>Employer Name</u>	<u>Industry</u>	<u>Size Range</u>
Lands' End Inc	Mail-order retailers	1,000+
Mercy Health System Corp	General medical & surgical hospitals	1,000+
Walmart	Discount department stores	1,000+
Beloit Health Systems Inc	General medical & surgical hospitals	1,000+
Monroe Clinic Inc	General medical & surgical hospitals	500-999
W W Grainger Inc	Mail-order retailers	500-999
Colony Brands Inc	Mail-order retailers	500-999
Seneca Foods Corp	Fruit & vegetable canning	500-999
New Frito Lay Inc	Other snack food manufacturing	500-999
QPS Employment Group Inc	Temporary help services	500-999
J P Cullen & Sons Inc	Commercial building construction	500-999
Cummins Emissions Solutions Inc	Miscellaneous general purpose machinery mfg.	500-999
S C Data Center Inc	Data processing, hosting & related services	500-999
Woodmans Food Market Inc	Supermarkets & other grocery stores	250-499
Menard Inc	Home centers	250-499
Regal-Beloit Corp	Speed changer, drive, & gear manufacturing	250-499
Rockwell Automation Inc	Relay & industrial control manufacturing	250-499
Beloit College	Colleges, universities & professional schools	250-499
Upland Hills Health, Inc	General medical & surgical hospitals	250-499
Dean Health Systems Inc	Offices of physicians, except mental health	250-499
Southwest Health Center Inc	General medical & surgical hospitals	250-499
Monroe Truck Equipment Inc	Motor vehicle body manufacturing	250-499
Le Mans Corp	New motor vehicle parts merchant wholesalers	250-499
Kuhn North America Inc	Farm machinery & equipment manufacturing	250-499
Prent Corp	All other plastics product manufacturing	250-499
SSI Technologies Inc	Industrial process variable instruments	250-499
Kwik Trip Inc	Gasoline stations with convenience stores	250-499
Wisconsin Power & Light Co	Fossil fuel electric power generation	250-499
Kerry Inc	Managing offices	250-499
Data Dimensions Corp	Data processing, hosting & related services	250-499
McDonald's Restaurants of Wisconsin	Limited-service restaurants	250-499
Fairbanks Morse Engine	Other engine equipment manufacturing	250-499
Milprint Inc	Commercial flexographic printing	250-499
Pw Retail Foods LLC	Supermarkets & other grocery stores	250-499
Chambers & Owen Inc	Tobacco & tobacco product merch. whls.	250-499
American Builders & Contractors	Managing offices	250-499
The Richland Hospital Inc	General medical & surgical hospitals	250-499
ShopKo Stores Operating Co LLC	Discount department stores	250-499
Schreiber Foods Inc	Fluid milk manufacturing	250-499
Blain Supply Inc	Hardware merchant wholesalers	250-499
Ipacesetters LLC	Telemarketing bureaus	250-499
The Simmons Mfg Co LLC	Mattress manufacturing	250-499
Ceva Logistics U.S. Inc	General freight trucking, long-distance LTL	250-499
Nu-Pak Inc	Packaging & labeling services	250-499
St. Mary's Dean Ventures Inc	Offices of physicians, except mental health	250-499
Hormel Foods Corp	Specialty canning	250-499
Manpower Inc	Temporary help services	100-249
Hufcor Inc (Wi)	Showcases, partitions, shelving, & lockers	100-249
Amtec Corp	Ammunition, except small arms, manufacturing	100-249
Staff on Site of Wisconsin Inc	Temporary help services	100-249

Source: DWD, LMI Section QCEW, June 2010

Southwest Workforce Development Area

Grant, Green, Iowa, Lafayette, Richland and Rock counties

Southwest Workforce Development Areas Industry Employment Projections, 2008-2018

Grant, Green, Iowa, Lafayette, Richland and Rock counties

NAICS	Industry Title	Employment			
		2008 Estimate	2018 Projection	Change	% Change
	Total, All Nonfarm Industries	118,760	122,080	3,320	2.8%
1133, 21, 23	Construction/Mining/Natural Resources	4,930	5,170	240	4.9%
31-33	Manufacturing	21,350	19,320	- 2,030	- 9.5%
42, 44-45	Trade	25,350	25,050	- 300	- 1.2%
48-49, 22	Transportation and Utilities (Including US Postal)	5,260	5,430	170	3.2%
52-53	Financial Activities	3,580	3,640	60	1.8%
611	Educational Services (Including State and Local Government)	10,460	10,600	140	1.3%
621	Hospitals (Including State and Local Government)	5,890	6,640	750	12.6%
71-72	Leisure and Hospitality	10,390	11,030	640	6.1%
51, 54-56, 81	Information/Prof. Services/Other Services	14,810	15,970	1,160	7.8%
	Government (Excluding US Postal, State and Local Education and Hospitals)	7,800	8,050	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

Southwest Workforce Development Area

Grant, Green, Iowa, Lafayette, Richland and Rock counties

Southwest Workforce Development Area Occupational Projections, 2008-2018

Grant, Green, Iowa, Lafayette, Richland and Rock counties

Broad Occupational Group	Estimated Employment				Annual Openings			2009
	2008	2018	Change	% Change	New Jobs	Replacements	Total	Median Hourly Wage
Total, All Occupations	118,760	122,080	3,320	2.8%	330	2,780	3,110	\$ 15.05
Management	4,600	4,520	- 80	- 1.7%	0	110	110	\$ 38.16
Business and Financial Operations	4,180	4,530	350	8.4%	40	90	130	\$ 25.93
Computer and Mathematical	1,970	2,160	190	9.6%	20	40	60	\$ 28.79
Architecture and Engineering	1,790	1,760	- 30	- 1.7%	0	40	40	\$ 29.04
Life, Physical, and Social Science	900	970	70	7.8%	10	30	40	\$ 26.25
Community and Social Services	1,310	1,510	200	15.3%	20	30	50	\$ 21.85
Legal	350	370	20	5.7%	<5	10	10	\$ 34.12
Education, Training, and Library	7,100	7,400	300	4.2%	30	160	190	\$ 20.14
Arts, Design, Entertainment, Sports, and Media	1,450	1,510	60	4.1%	10	40	50	\$ 15.89
Healthcare Practitioners and Technical	6,480	7,520	1,040	16.0%	100	130	230	\$ 27.40
Healthcare Support	3,750	4,540	790	21.1%	80	40	120	\$ 12.45
Protective Service	2,830	3,050	220	7.8%	20	90	110	\$ 18.39
Food Preparation and Serving Related	10,270	10,930	660	6.4%	70	360	430	\$ 8.10
Building and Grounds Cleaning and Maintenance	3,340	3,290	- 50	- 1.5%	0	60	60	\$ 10.82
Personal Care and Service	3,330	4,020	690	20.7%	70	80	150	\$ 9.16
Sales and Related	12,260	12,290	30	0.2%	<5	390	390	\$ 10.34
Office and Administrative Support	18,950	18,990	40	0.2%	<5	420	420	\$ 13.83
Farming, Fishing, and Forestry	210	210	0	0.0%	<5	10	10	\$ 11.40
Construction and Extraction	4,500	4,570	70	1.6%	10	80	90	\$ 19.61
Installation, Maintenance, and Repair	4,930	4,970	40	0.8%	<5	100	100	\$ 18.96
Production	14,110	13,070	- 1,040	- 7.4%	0	280	280	\$ 14.83
Transportation and Material Moving	10,170	9,920	- 250	- 2.5%	0	230	230	\$ 12.92

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

Southwest Workforce Development Area

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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
Southwest WDA	\$10,716,343,840	\$26,925,877,646	\$167,651

Source: Minnesota IMPLAN Group, 2008

Personal Income, 2009

	<u>U.S.</u>	<u>Wisconsin</u>	<u>Southwest WDA</u>
Total Personal Income (millions)	\$12,168,161,000	\$211,337,133	\$9,635,082
Total Personal Income, 10-yr. Growth	53.9%	43.3%	36.2%
Per Capita Personal Income	\$39,635	\$37,373	\$31,871
Per Capita Personal Income, 10-yr. Growth	39.9%	35.2%	31.2%
Per Capita Personal Income, 10-yr. Growth, Inflation adjusted	8.6%	5.0%	1.9%

Source: U.S. Bureau of Economic Analysis

Personal Income Composition, 2009

	<u>U.S.</u>	<u>Wisconsin</u>	<u>Southwest WDA</u>
Earnings by Place of Work	64.5%	64.4%	60.9%
Dividends, Interest, and Rent	18.0%	17.2%	17.1%
Personal Current Transfer Receipts	17.5%	18.4%	22.0%
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:

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

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