

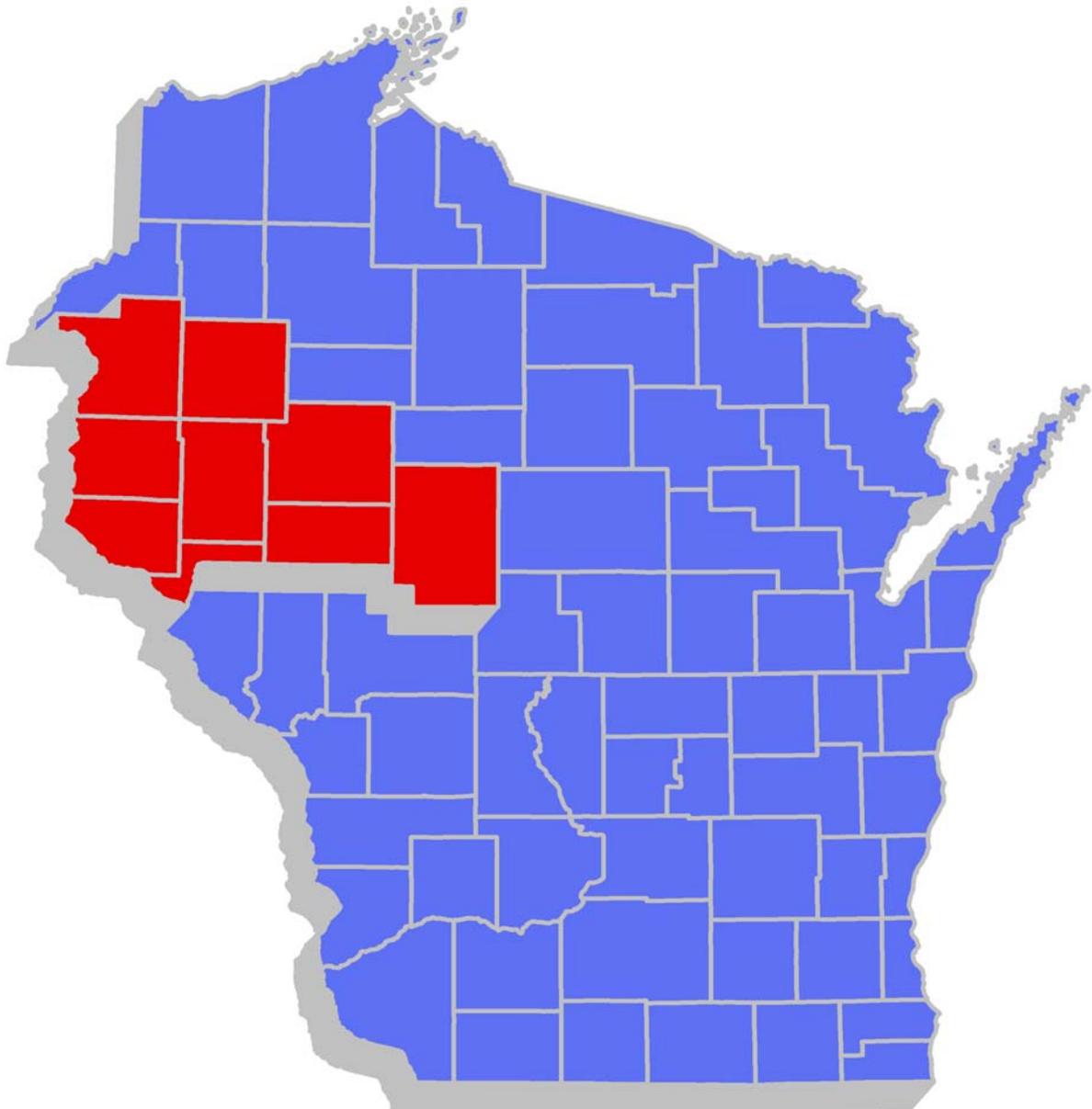
West Central Workforce Development Area Economic Brief

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties

Wisconsin Department of Workforce Development

Office of Economic Advisors

May 2011



West Central Workforce Development Area

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix 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% |
| West Central WDA | 415,206 | 458,046 | 42,840 | 10.3% | 22.3% |

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>West Central WDA</u> |
|-----------|-------------|------------------|-------------------------|
| 0-4 | 6.9% | 6.4% | 6.3% |
| 5-17 | 17.7% | 17.2% | 17.0% |
| 18-24 | 9.9% | 10.5% | 13.2% |
| 25-34 | 13.4% | 12.3% | 11.3% |
| 35-44 | 14.2% | 14.0% | 13.5% |
| 45-54 | 14.5% | 15.4% | 14.9% |
| 55-64 | 10.8% | 11.1% | 10.9% |
| 65-74 | 6.5% | 6.6% | 6.4% |
| 75+ | 6.1% | 6.6% | 6.4% |
| Total | 100.0% | 100.0% | 100.0% |

| | | | |
|------------|------|------|------|
| Median Age | 36.5 | 37.8 | 36.5 |
|------------|------|------|------|

| | | | |
|-----------------------------|-------|-------|-------|
| Percent Working Age (18-64) | 62.8% | 63.2% | 63.8% |
|-----------------------------|-------|-------|-------|

| | | | |
|------------------------------|-------|-------|-------|
| Percent Retirement Age (65+) | 12.6% | 13.2% | 12.8% |
|------------------------------|-------|-------|-------|

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

Highest Educational Attainment (Ages 25+)

| | <u>U.S.</u> | <u>Wisconsin</u> | <u>West Central WDA</u> |
|--------------------------------|-------------|------------------|-------------------------|
| Less than High School Graduate | 15.4% | 11.0% | 9.6% |
| High School Graduate/GED | 29.3% | 34.3% | 35.5% |
| Some College, no degree | 20.3% | 20.5% | 20.8% |
| Associate Degree | 7.4% | 8.8% | 10.3% |
| Bachelor's Degree | 17.4% | 17.0% | 16.5% |
| Graduate/Professional Degree | 10.1% | 8.4% | 7.2% |
| Total | 100.0% | 100.0% | 100.0% |

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

West Central Workforce Development Area

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties

II. Labor Market and Job Base

Labor Force and Unemployment Rate (Annual Average)

| | U.S. | 2000 Wisconsin | West Central WDA |
|----------------------|-------------|-------------------|------------------|
| Labor Force | 142,583,000 | 2,996,100 | 236,379 |
| Number of Employed | 136,891,000 | 2,894,900 | 228,574 |
| Number of Unemployed | 5,692,000 | 101,200 | 7,805 |
| Unemployment Rate | 4.0% | 3.4% | 3.3% |
| | U.S. | 2010 Wisconsin | West Central WDA |
| Labor Force | 153,889,000 | 3,062,600 | 254,804 |
| Number of Employed | 139,064,000 | 2,807,300 | 235,244 |
| Number of Unemployed | 14,825,000 | 255,300 | 19,560 |
| Unemployment Rate | 9.6% | 8.3% | 7.7% |

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

2000-2010 Labor Force Growth

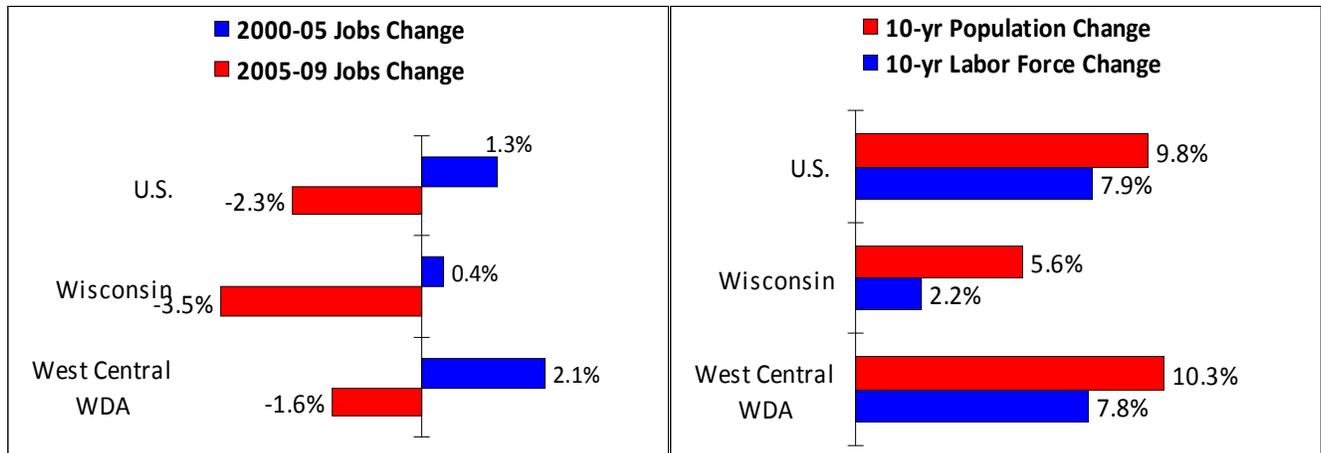
| | U.S. | Wisconsin | West Central WDA |
|----------------------|--------|-----------|------------------|
| Labor Force | 7.9% | 2.2% | 7.8% |
| Number of Employed | 1.6% | -3.0% | 2.9% |
| Number of Unemployed | 160.5% | 152.3% | 150.6% |

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% |
| West Central WDA | 81.6% |

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



West Central Workforce Development Area

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties

III. Labor Market Information

Industry Employment Share of Job Base, 2009

| | U.S | Wisconsin | West Central 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% | 0.3% |
| Construction | 4.7% | 3.9% | 3.8% |
| Manufacturing | 9.5% | 17.0% | 18.0% |
| Wholesale Trade | 4.5% | 4.5% | 3.4% |
| Retail Trade | 11.5% | 11.3% | 13.1% |
| Transportation and Warehousing | 3.5% | 3.5% | 4.1% |
| Information | 2.4% | 2.0% | 1.3% |
| Finance and Insurance | 4.5% | 5.0% | 4.0% |
| Real Estate and Rental and Leasing | 1.6% | 1.0% | 0.6% |
| Professional, Scientific, and Technical Services | 6.0% | 3.7% | 2.9% |
| Management of Companies and Enterprises | 1.6% | 1.9% | 1.7% |
| Administrative and Support and Waste Mgmt. | 5.6% | 4.3% | 3.2% |
| Educational Services | 9.5% | 8.3% | 9.0% |
| Health Care and Social Assistance | 13.7% | 14.1% | 14.9% |
| Arts, Entertainment, and Recreation | 1.8% | 1.6% | 1.8% |
| Accommodation and Food Services | 8.6% | 8.1% | 8.5% |
| Other Services (except Public Administration) | 3.5% | 3.3% | 2.7% |
| Public Administration | 4.8% | 5.2% | 5.5% |

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

Occupational Share of Job Base, 2009

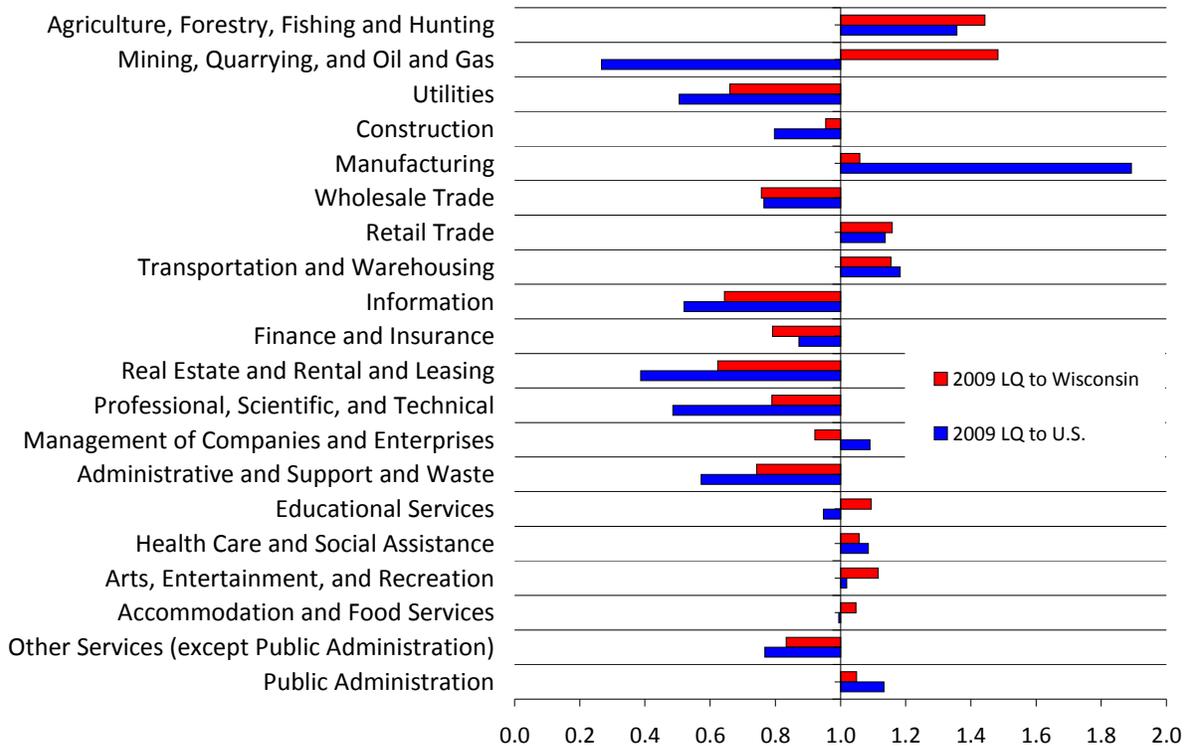
| | U.S | Wisconsin | West Central WDA |
|------------------------------------------------|--------|-----------|------------------|
| Total, All Occupations | 100.0% | 100.0% | 100.0% |
| Management | 4.7% | 4.0% | 3.6% |
| Business and financial operations | 4.6% | 4.2% | 3.1% |
| Computer and mathematical science | 2.5% | 2.0% | 1.4% |
| Architecture and engineering | 1.8% | 1.7% | 1.6% |
| Life, physical, and social science | 1.0% | 0.9% | 0.4% |
| Community and social services | 1.4% | 1.2% | 1.1% |
| Legal | 0.8% | 0.5% | 0.3% |
| Education, training, and library | 6.5% | 5.8% | 7.6% |
| Arts, design, entertainment, sports, and media | 1.3% | 1.3% | 0.8% |
| Healthcare practitioner and technical | 5.5% | 5.7% | 5.7% |
| Healthcare support | 3.0% | 3.4% | 4.3% |
| Protective service | 2.4% | 2.0% | 1.8% |
| Food preparation and serving related | 8.6% | 8.8% | 10.0% |
| Building and grounds cleaning and maintenance | 3.3% | 3.2% | 3.1% |
| Personal care and service | 2.6% | 2.8% | 3.1% |
| Sales and related | 10.5% | 10.1% | 11.1% |
| Office and administrative support | 17.1% | 15.7% | 14.2% |
| Farming, fishing, and forestry | 0.3% | 0.2% | 0.4% |
| Construction and extraction | 4.4% | 3.7% | 3.5% |
| Installation, maintenance, and repair | 3.9% | 3.8% | 3.8% |
| Production | 6.8% | 11.4% | 11.4% |
| Transportation and material moving | 6.8% | 7.6% | 7.5% |

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

West Central Workforce Development Area

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties

West Central WDA Industry Sector Location Quotients



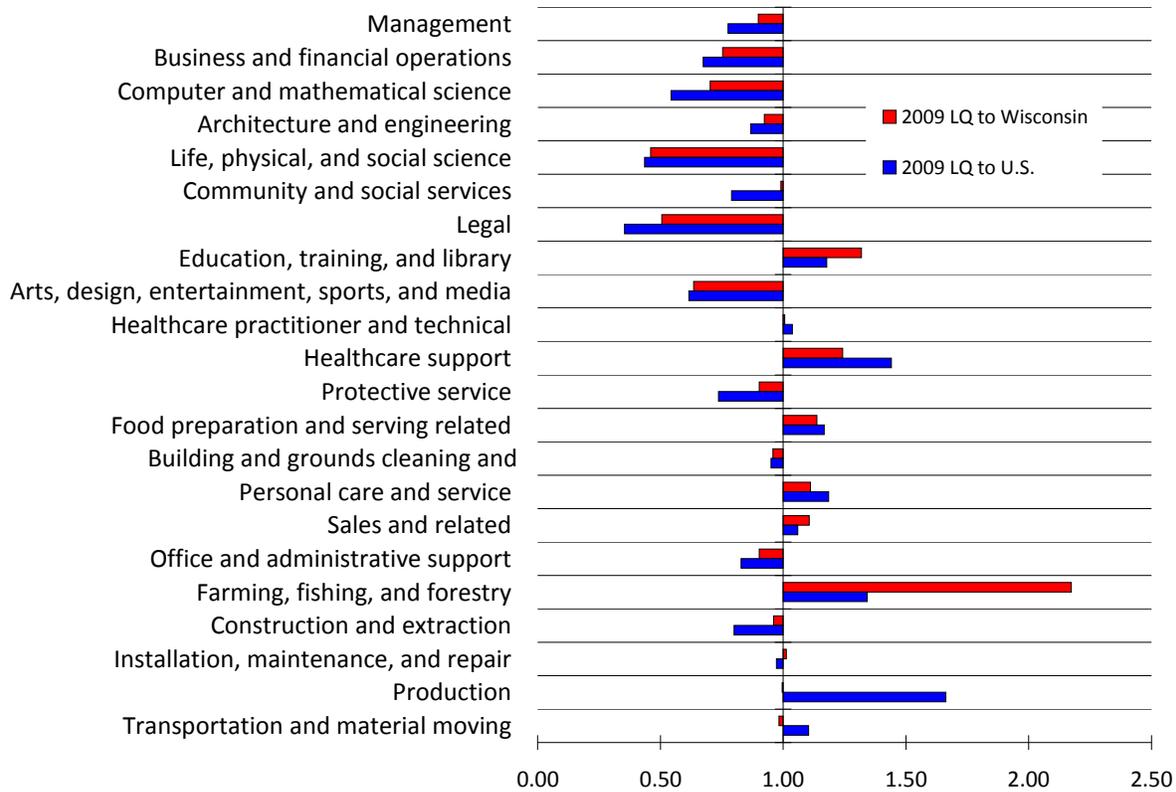
| | 2009 LQ to Wisconsin | 2009 LQ to U.S. |
|--------------------------------------------------|----------------------|-----------------|
| Agriculture, Forestry, Fishing and Hunting | 1.44 | 1.36 |
| Mining, Quarrying, and Oil and Gas Extraction | 1.48 | 0.27 |
| Utilities | 0.66 | 0.50 |
| Construction | 0.95 | 0.80 |
| Manufacturing | 1.06 | 1.89 |
| Wholesale Trade | 0.76 | 0.76 |
| Retail Trade | 1.16 | 1.14 |
| Transportation and Warehousing | 1.16 | 1.18 |
| Information | 0.64 | 0.52 |
| Finance and Insurance | 0.79 | 0.87 |
| Real Estate and Rental and Leasing | 0.62 | 0.39 |
| Professional, Scientific, and Technical Services | 0.79 | 0.49 |
| Management of Companies and Enterprises | 0.92 | 1.09 |
| Administrative and Support and Waste Mgmt. | 0.74 | 0.57 |
| Educational Services | 1.09 | 0.95 |
| Health Care and Social Assistance | 1.06 | 1.09 |
| Arts, Entertainment, and Recreation | 1.12 | 1.02 |
| Accommodation and Food Services | 1.05 | 0.99 |
| Other Services (except Public Administration) | 0.83 | 0.77 |
| Public Administration | 1.05 | 1.13 |

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

West Central Workforce Development Area

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties

West Central WDA Occupational Employment Location Quotients



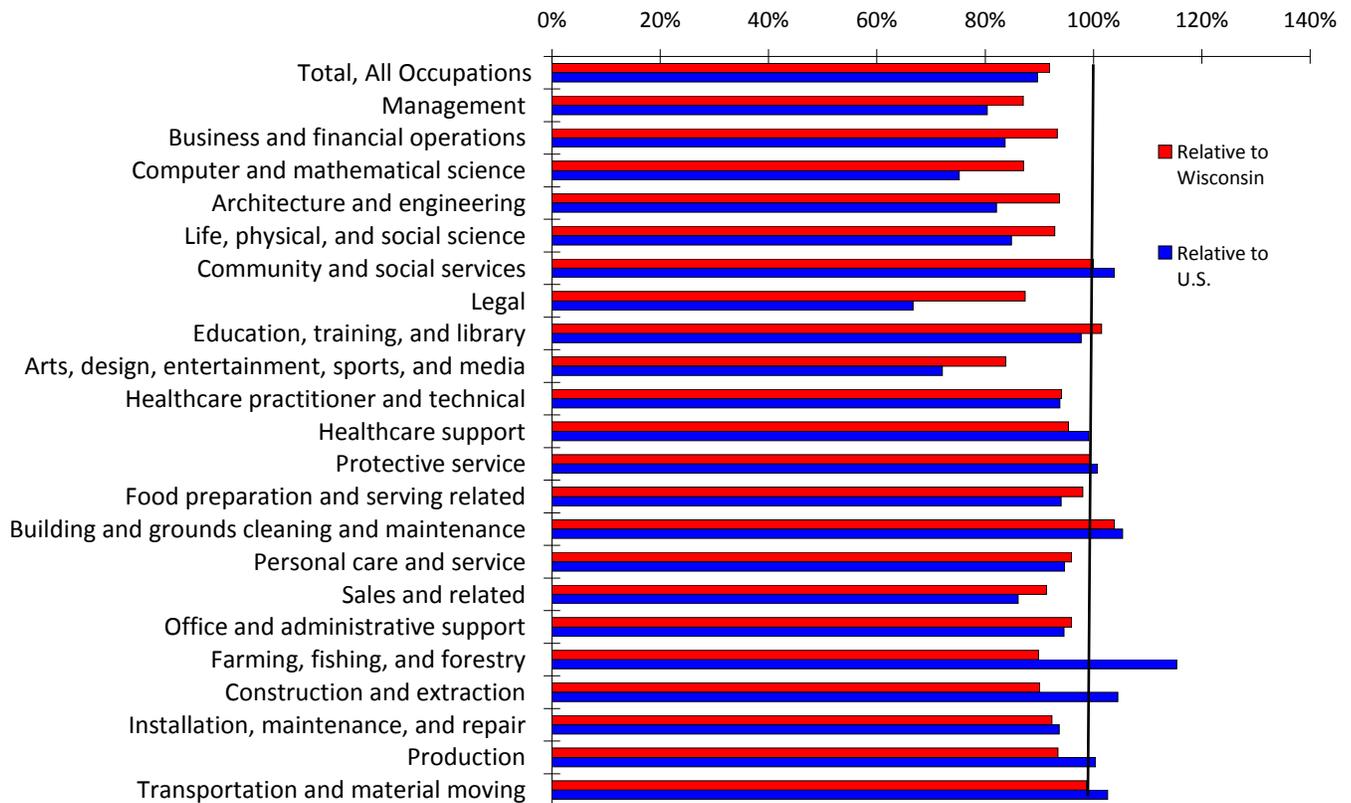
| | 2009 LQ to Wisconsin | 2009 LQ to U.S. |
|------------------------------------------------|----------------------|-----------------|
| Management | 0.90 | 0.78 |
| Business and financial operations | 0.75 | 0.67 |
| Computer and mathematical science | 0.70 | 0.54 |
| Architecture and engineering | 0.92 | 0.87 |
| Life, physical, and social science | 0.46 | 0.44 |
| Community and social services | 0.99 | 0.79 |
| Legal | 0.51 | 0.35 |
| Education, training, and library | 1.32 | 1.18 |
| Arts, design, entertainment, sports, and media | 0.64 | 0.62 |
| Healthcare practitioner and technical | 1.01 | 1.04 |
| Healthcare support | 1.24 | 1.44 |
| Protective service | 0.90 | 0.74 |
| Food preparation and serving related | 1.14 | 1.17 |
| Building and grounds cleaning and maintenance | 0.96 | 0.95 |
| Personal care and service | 1.11 | 1.19 |
| Sales and related | 1.11 | 1.06 |
| Office and administrative support | 0.90 | 0.83 |
| Farming, fishing, and forestry | 2.17 | 1.34 |
| Construction and extraction | 0.96 | 0.80 |
| Installation, maintenance, and repair | 1.01 | 0.97 |
| Production | 1.00 | 1.66 |
| Transportation and material moving | 0.98 | 1.10 |

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

West Central Workforce Development Area

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties

West Central WDA Median Hourly Wage in 2009 by Occupation



Median Hourly Wage by Occupational Group, 2009

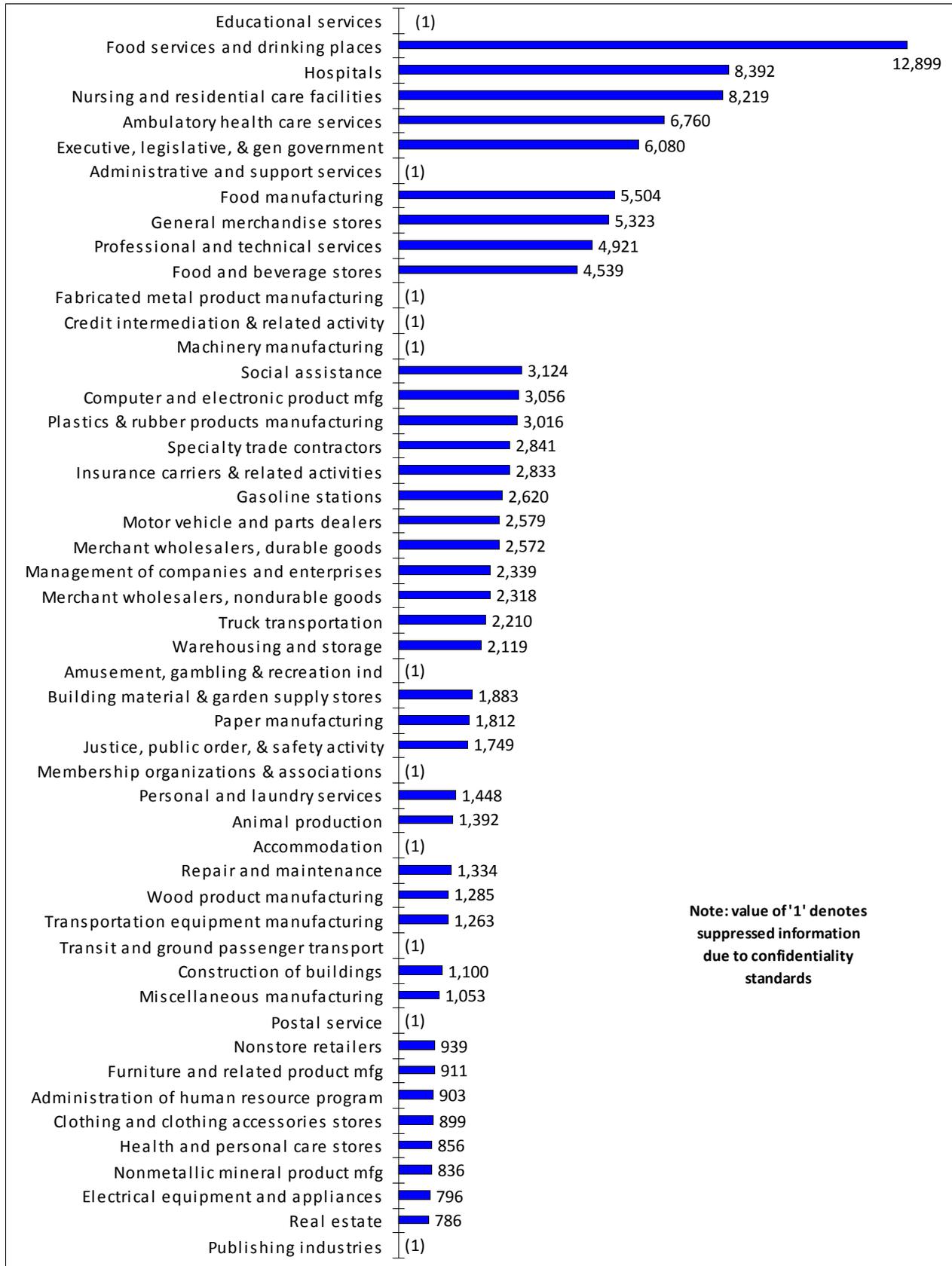
| | <u>U.S.</u> | <u>Wisconsin</u> | <u>West Central WDA</u> |
|------------------------------------------------|-------------|------------------|-------------------------|
| Total, All Occupations | \$15.95 | \$15.56 | \$14.30 |
| Management | \$42.95 | \$39.68 | \$34.53 |
| Business and financial operations | \$28.32 | \$25.38 | \$23.69 |
| Computer and mathematical science | \$35.05 | \$30.28 | \$26.36 |
| Architecture and engineering | \$33.07 | \$28.96 | \$27.15 |
| Life, physical, and social science | \$28.03 | \$25.63 | \$23.79 |
| Community and social services | \$18.74 | \$19.47 | \$19.46 |
| Legal | \$35.59 | \$27.16 | \$23.73 |
| Education, training, and library | \$21.74 | \$20.94 | \$21.25 |
| Arts, design, entertainment, sports, and media | \$20.41 | \$17.56 | \$14.71 |
| Healthcare practitioner and technical | \$27.74 | \$27.66 | \$26.02 |
| Healthcare support | \$11.89 | \$12.36 | \$11.79 |
| Protective service | \$17.39 | \$17.62 | \$17.52 |
| Food preparation and serving related | \$8.89 | \$8.53 | \$8.36 |
| Building and grounds cleaning and maintenance | \$10.75 | \$10.91 | \$11.33 |
| Personal care and service | \$9.99 | \$9.86 | \$9.46 |
| Sales and related | \$11.51 | \$10.85 | \$9.91 |
| Office and administrative support | \$14.62 | \$14.40 | \$13.82 |
| Farming, fishing, and forestry | \$9.43 | \$12.11 | \$10.88 |
| Construction and extraction | \$18.64 | \$21.62 | \$19.48 |
| Installation, maintenance, and repair | \$19.04 | \$19.31 | \$17.83 |
| Production | \$14.41 | \$15.48 | \$14.46 |
| Transportation and material moving | \$13.46 | \$13.99 | \$13.81 |

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

West Central Workforce Development Area

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties

50 Industries Reporting the Greatest Employment in March 2010



West Central Workforce Development Area

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties

Top 50 Largest Private-Sector Employers

| <u>Employer Name</u> | <u>Industry</u> | <u>Size Range</u> |
|--------------------------------------|-----------------------------------------------|-------------------|
| Menards | Managing offices | 1,000+ |
| Wal-Mart | Discount department stores | 1,000+ |
| Luther Hospital | General medical & surgical hospitals | 1,000+ |
| Jennie-O Turkey Store Inc | Poultry processing | 1,000+ |
| Midelfort Clinic Ltd Mayo Health | Offices of physicians, except mental health | 1,000+ |
| Sacred Heart Hospital | General medical & surgical hospitals | 1,000+ |
| United Healthcare Services Inc | Direct health & medical insurance carriers | 1,000+ |
| Hutchinson Technology Inc | Computer storage device manufacturing | 1,000+ |
| TTM Advanced Circuits Inc | Bare printed circuit board manufacturing | 1,000+ |
| McDonald's | Limited-service restaurants | 1,000+ |
| Phillips Plastics Corp | Surgical & medical instrument manufacturing | 500-999 |
| Aurora Residential Alternatives Inc | Homes for the elderly | 500-999 |
| 3M Company | Coated & laminated paper manufacturing | 500-999 |
| Manpower | Temporary help services | 500-999 |
| Red Cedar Medical Center Inc - Mayo | General medical & surgical hospitals | 500-999 |
| Kwik Trip | Gasoline stations with convenience stores | 500-999 |
| Saint Joseph's Hospital | General medical & surgical hospitals | 500-999 |
| Consumer Direct for Wisconsin LLC | Home health care services | 500-999 |
| Gemini Employee Leasing Inc | Other individual & family services | 500-999 |
| Community Health Ptrshp Inc | Direct health & medical insurance carriers | 500-999 |
| Nestle USA Inc | Dry, condensed, & evap. dairy products mfg. | 500-999 |
| Polaris Industries Mfg LLC | All other transportation equipment mfg. | 250-499 |
| Scientific Molding Corp Ltd | All other plastics product manufacturing | 250-499 |
| Xcel Energy Services Inc | Other technical consulting services | 250-499 |
| Royal Credit Union | Credit unions | 250-499 |
| MegaFoods | Supermarkets & other grocery stores | 250-499 |
| Lakeview Medical Center | General medical & surgical hospitals | 250-499 |
| Northern States Power Co | Managing offices | 250-499 |
| Express Personnel Services | Temporary help services | 250-499 |
| Ericksons Diversified Corp | Supermarkets & other grocery stores | 250-499 |
| Amery Regional Medical Center Inc | General medical & surgical hospitals | 250-499 |
| Shopko | Discount department stores | 250-499 |
| St. Croix Regional Medical Center In | General medical & surgical hospitals | 250-499 |
| Barron Memorial Medical Center Inc- | General medical & surgical hospitals | 250-499 |
| Mason Companies Inc | Mail-order retailers | 250-499 |
| Western Wisconsin Medical Associate | Offices of physicians, except mental health | 250-499 |
| Ipace setters LLC | Telemarketing bureaus | 250-499 |
| Target | Discount department stores | 250-499 |
| Rice Lake Weighing Systems Inc | Scale & balance, except laboratory, mfg. | 250-499 |
| Grace Lutheran Foundation Inc | Nursing care facilities | 250-499 |
| Conagra Foods Pkg Foods LLC | Confectionery mfg. from purchased chocolate | 250-499 |
| Cummins Filtration | Miscellaneous general purpose machinery mfg. | 250-499 |
| Kelly Services Inc | Temporary help services | 250-499 |
| Pan O Gold Baking Co | Baked goods stores | 250-499 |
| YMCA | Civic & social organizations | 250-499 |
| Grassland Dairy Products Inc | Creamery butter manufacturing | 250-499 |
| YMCA of Eau Claire | Civic & social organizations | 250-499 |
| Globe University Inc | Colleges, universities & professional schools | 250-499 |
| Bloomer Memorial Medical Center Inc | General medical & surgical hospitals | 250-499 |
| GSI Call Center Inc | Telemarketing bureaus | 250-499 |

Source: DWD, LMI Section QCEW, June 2010

West Central Workforce Development Area

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties

West Central Workforce Development Areas Industry Employment Projections, 2008-2018

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties

| NAICS | Industry Title | Employment | | | |
|---------------|---------------------------------------------------------------------------|----------------|-----------------|--------------|-------------|
| | | 2008 Estimate | 2018 Projection | Change | % Change |
| | Total, All Nonfarm Industries | 181,180 | 187,090 | 5,910 | 3.3% |
| 1133, 21, 23 | Construction/Mining/Natural Resources | 7,460 | 7,840 | 380 | 5.1% |
| 31-33 | Manufacturing | 33,370 | 30,210 | - 3,160 | - 9.5% |
| 42, 44-45 | Trade | 29,280 | 29,170 | - 100 | - 0.4% |
| 48-49, 22 | Transportation and Utilities (Including US Postal) | 8,290 | 8,690 | 410 | 4.9% |
| 52-53 | Financial Activities | 7,720 | 7,870 | 150 | 2.0% |
| 611 | Educational Services (Including State and Local Government) | 16,480 | 16,700 | 220 | 1.3% |
| 621 | Hospitals (Including State and Local Government) | 8,340 | 9,390 | 1,050 | 12.6% |
| 71-72 | Leisure and Hospitality | 17,450 | 18,510 | 1,060 | 6.1% |
| 51, 54-56, 81 | Information/Prof. Services/Other Services | 23,970 | 25,780 | 1,810 | 7.5% |
| | Government (Excluding US Postal, State and Local Education and Hospitals) | 13,080 | 13,490 | 410 | 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

West Central Workforce Development Area

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties

West Central Workforce Development Area Occupational Projections, 2008-2018

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties

| Broad Occupational Group | Estimated Employment | | | | Annual Openings | | | 2009 |
|------------------------------------------------|----------------------|----------------|--------------|-------------|-----------------|--------------|--------------|--------------------|
| | 2008 | 2018 | Change | % Change | New Jobs | Replacements | Total | Median Hourly Wage |
| Total, All Occupations | 181,180 | 187,090 | 5,910 | 3.3% | 590 | 4,260 | 4,850 | \$ 14.30 |
| Management | 7,190 | 7,120 | - 70 | - 1.0% | 0 | 180 | 180 | \$ 34.53 |
| Business and Financial Operations | 6,920 | 7,530 | 610 | 8.8% | 60 | 150 | 210 | \$ 23.69 |
| Computer and Mathematical | 2,980 | 3,220 | 240 | 8.1% | 20 | 50 | 70 | \$ 26.36 |
| Architecture and Engineering | 3,080 | 3,070 | - 10 | - 0.3% | 0 | 70 | 70 | \$ 27.15 |
| Life, Physical, and Social Science | 1,470 | 1,570 | 100 | 6.8% | 10 | 40 | 50 | \$ 23.79 |
| Community and Social Services | 2,140 | 2,420 | 280 | 13.1% | 30 | 50 | 80 | \$ 19.46 |
| Legal | 750 | 780 | 30 | 4.0% | <5 | 10 | 10 | \$ 23.73 |
| Education, Training, and Library | 11,080 | 11,510 | 430 | 3.9% | 40 | 250 | 290 | \$ 21.25 |
| Arts, Design, Entertainment, Sports, and Media | 2,070 | 2,170 | 100 | 4.8% | 10 | 50 | 60 | \$ 14.71 |
| Healthcare Practitioners and Technical | 9,940 | 11,520 | 1,580 | 15.9% | 160 | 200 | 360 | \$ 26.02 |
| Healthcare Support | 6,910 | 8,380 | 1,470 | 21.3% | 150 | 80 | 230 | \$ 11.79 |
| Protective Service | 4,580 | 4,920 | 340 | 7.4% | 30 | 140 | 170 | \$ 17.52 |
| Food Preparation and Serving Related | 17,490 | 18,650 | 1,160 | 6.6% | 120 | 610 | 730 | \$ 8.36 |
| Building and Grounds Cleaning and Maintenance | 5,320 | 5,230 | - 90 | - 1.7% | 0 | 90 | 90 | \$ 11.33 |
| Personal Care and Service | 5,290 | 6,310 | 1,020 | 19.3% | 100 | 130 | 230 | \$ 9.46 |
| Sales and Related | 18,410 | 18,490 | 80 | 0.4% | 10 | 600 | 610 | \$ 9.91 |
| Office and Administrative Support | 26,520 | 26,610 | 90 | 0.3% | 10 | 570 | 580 | \$ 13.82 |
| Farming, Fishing, and Forestry | 250 | 250 | 0 | 0.0% | <5 | 10 | 10 | \$ 10.88 |
| Construction and Extraction | 6,650 | 6,810 | 160 | 2.4% | 20 | 120 | 140 | \$ 19.48 |
| Installation, Maintenance, and Repair | 7,000 | 7,100 | 100 | 1.4% | 10 | 140 | 150 | \$ 17.83 |
| Production | 20,980 | 19,520 | - 1,460 | - 7.0% | 0 | 420 | 420 | \$ 14.46 |
| Transportation and Material Moving | 14,160 | 13,900 | - 260 | - 1.8% | 0 | 330 | 330 | \$ 13.81 |

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

West Central Workforce Development Area

Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix 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> |
|------------------|-------------------------------------------------------------------------|----------------------|----------------------------|
| 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 |
| West Central WDA | \$13,364,613,411 | \$30,764,503,257 | \$125,498 |

Source: Minnesota IMPLAN Group, 2008

Personal Income, 2009

| | <u>U.S.</u> | <u>Wisconsin</u> | <u>West Central WDA</u> |
|---------------------------------------------------------------|------------------|------------------|-------------------------|
| Total Personal Income (millions) | \$12,168,161,000 | \$211,337,133 | \$14,991,381 |
| Total Personal Income, 10-yr. Growth | 53.9% | 43.3% | 49.4% |
| Per Capita Personal Income | \$39,635 | \$37,373 | \$32,805 |
| Per Capita Personal Income, 10-yr. Growth | 39.9% | 35.2% | 34.5% |
| Per Capita Personal Income, 10-yr. Growth, Inflation adjusted | 8.6% | 5.0% | 4.4% |

Source: U.S. Bureau of Economic Analysis a

Personal Income Composition, 2009

| | <u>U.S.</u> | <u>Wisconsin</u> | <u>West Central WDA</u> |
|------------------------------------|---------------|------------------|-------------------------|
| Earnings by Place of Work | 64.5% | 64.4% | 64.5% |
| Dividends, Interest, and Rent | 18.0% | 17.2% | 16.2% |
| Personal Current Transfer Receipts | 17.5% | 18.4% | 19.3% |
| Total | <u>100.0%</u> | <u>100.0%</u> | <u>100.0%</u> |

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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