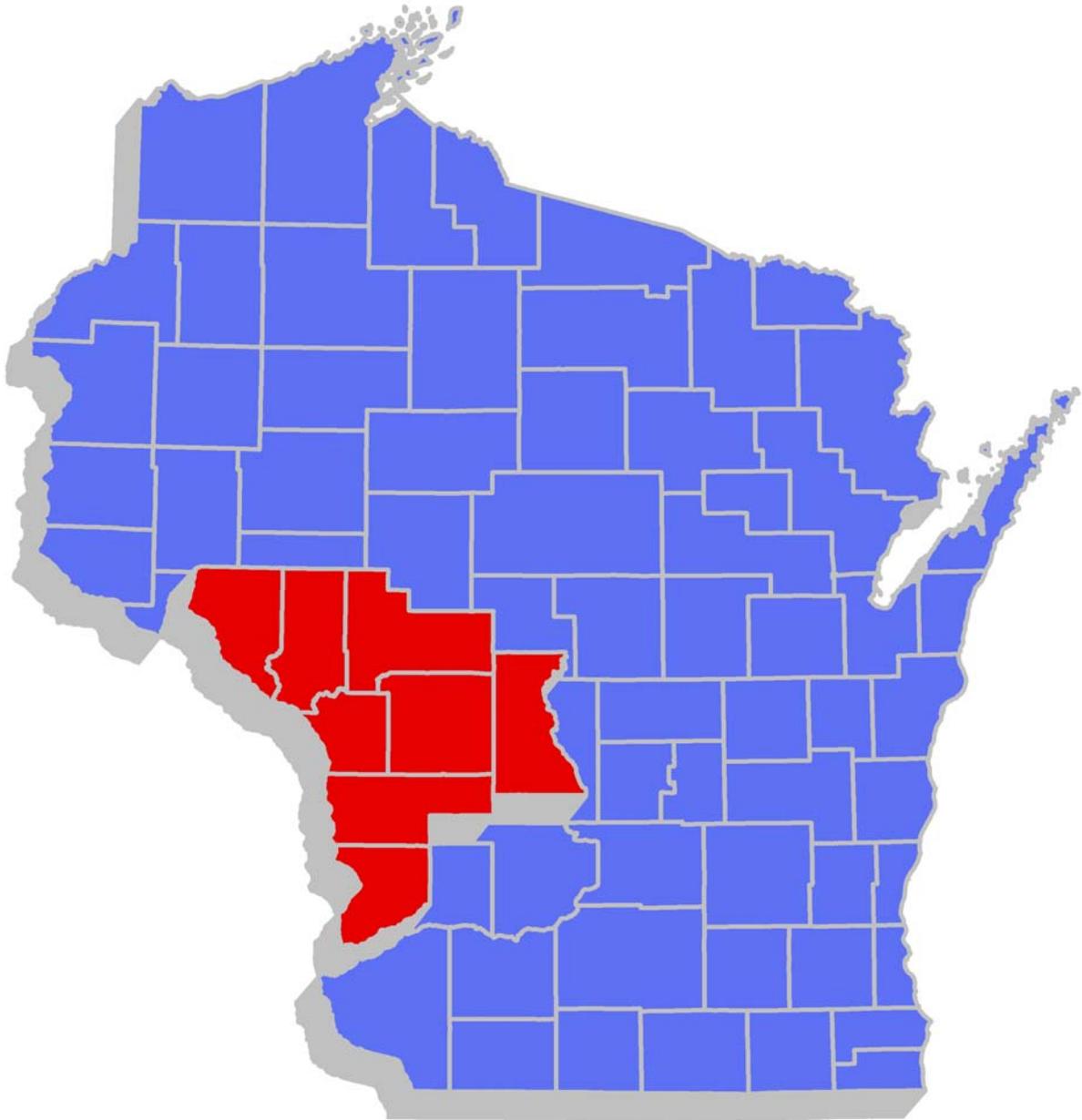


Western Workforce Development Area Economic Brief

Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon counties

Wisconsin Department of Workforce Development

Office of Economic Advisors



Western Workforce Development Area

Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon 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%
Western WDA	277,548	291,631	14,083	5.1%	6.7%

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>Western WDA</u>
0-4	6.9%	6.4%	6.1%
5-17	17.7%	17.2%	17.0%
18-24	9.9%	10.5%	12.1%
25-34	13.4%	12.3%	10.6%
35-44	14.2%	14.0%	13.0%
45-54	14.5%	15.4%	15.1%
55-64	10.8%	11.1%	11.6%
65-74	6.5%	6.6%	7.3%
75+	6.1%	6.6%	7.3%
Total	100.0%	100.0%	100.0%

Median Age	36.5	37.8	38.2
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Percent Working Age (18-64)	62.8%	63.2%	62.3%
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Percent Retirement Age (65+)	12.6%	13.2%	14.5%
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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>Western WDA</u>
Less than High School Graduate	15.4%	11.0%	11.4%
High School Graduate/GED	29.3%	34.3%	37.2%
Some College, no degree	20.3%	20.5%	20.5%
Associate Degree	7.4%	8.8%	10.5%
Bachelor's Degree	17.4%	17.0%	13.6%
Graduate/Professional Degree	10.1%	8.4%	6.8%
Total	100.0%	100.0%	100.0%

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

Western Workforce Development Area

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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>Western WDA</u>
Labor Force	142,583,000	2,996,100	152,989
Number of Employed	136,891,000	2,894,900	147,411
Number of Unemployed	5,692,000	101,200	5,578
Unemployment Rate	4.0%	3.4%	3.6%

	2010		
	<u>U.S.</u>	<u>Wisconsin</u>	<u>Western WDA</u>
Labor Force	153,889,000	3,062,600	161,453
Number of Employed	139,064,000	2,807,300	149,708
Number of Unemployed	14,825,000	255,300	11,745
Unemployment Rate	9.6%	8.3%	7.3%

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

2000-2010 Labor Force Growth

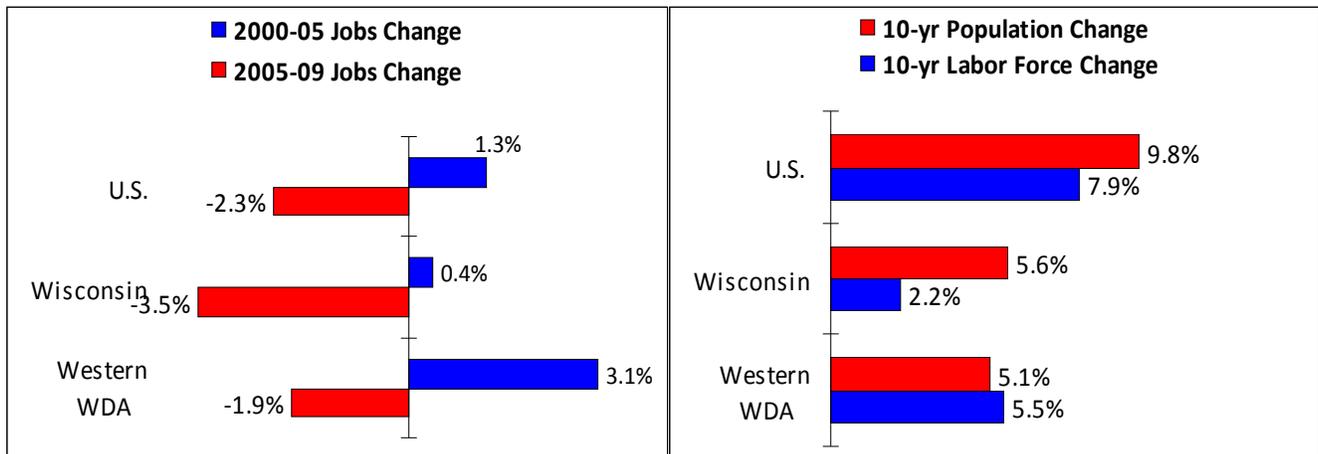
	<u>U.S.</u>	<u>Wisconsin</u>	<u>Western WDA</u>
Labor Force	7.9%	2.2%	5.5%
Number of Employed	1.6%	-3.0%	1.6%
Number of Unemployed	160.5%	152.3%	110.6%

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%
Western	79.8%

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



Western Workforce Development Area

Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon counties

III. Labor Market Information

Industry Employment Share of Job Base, 2009

	U.S	Wisconsin	Western 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%	0.2%
Utilities	0.7%	0.5%	0.5%
Construction	4.7%	3.9%	3.5%
Manufacturing	9.5%	17.0%	16.3%
Wholesale Trade	4.5%	4.5%	4.5%
Retail Trade	11.5%	11.3%	12.2%
Transportation and Warehousing	3.5%	3.5%	6.0%
Information	2.4%	2.0%	1.1%
Finance and Insurance	4.5%	5.0%	3.3%
Real Estate and Rental and Leasing	1.6%	1.0%	0.7%
Professional, Scientific, and Technical Services	6.0%	3.7%	2.2%
Management of Companies and Enterprises	1.6%	1.9%	1.8%
Administrative and Support and Waste Mgmt.	5.6%	4.3%	3.1%
Educational Services	9.5%	8.3%	7.8%
Health Care and Social Assistance	13.7%	14.1%	17.6%
Arts, Entertainment, and Recreation	1.8%	1.6%	1.0%
Accommodation and Food Services	8.6%	8.1%	8.4%
Other Services (except Public Administration)	3.5%	3.3%	2.7%
Public Administration	4.8%	5.2%	5.9%

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

Occupational Share of Job Base, 2009

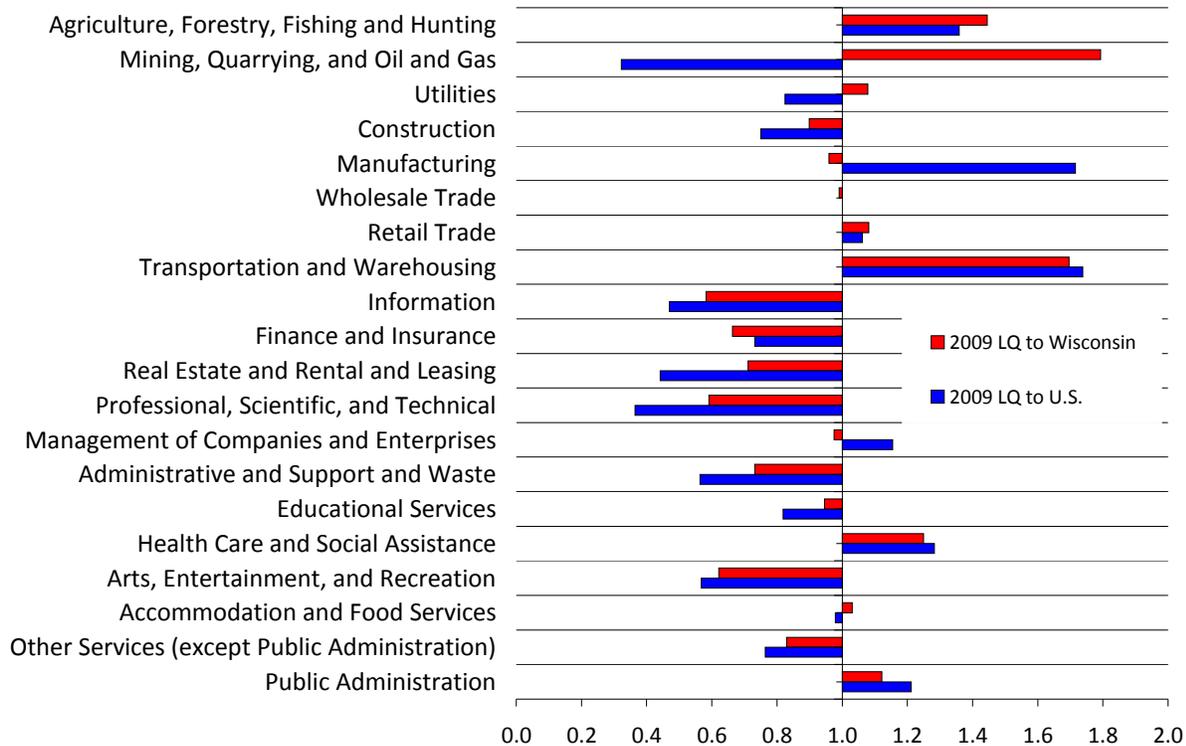
	U.S	Wisconsin	Western WDA
Total, All Occupations	100.0%	100.0%	100.0%
Management	4.7%	4.0%	3.6%
Business and financial operations	4.6%	4.2%	3.1%
Computer and mathematical science	2.5%	2.0%	1.2%
Architecture and engineering	1.8%	1.7%	1.1%
Life, physical, and social science	1.0%	0.9%	0.6%
Community and social services	1.4%	1.2%	1.5%
Legal	0.8%	0.5%	0.3%
Education, training, and library	6.5%	5.8%	5.4%
Arts, design, entertainment, sports, and media	1.3%	1.3%	1.0%
Healthcare practitioner and technical	5.5%	5.7%	7.4%
Healthcare support	3.0%	3.4%	3.8%
Protective service	2.4%	2.0%	2.2%
Food preparation and serving related	8.6%	8.8%	9.6%
Building and grounds cleaning and maintenance	3.3%	3.2%	3.5%
Personal care and service	2.6%	2.8%	2.1%
Sales and related	10.5%	10.1%	10.1%
Office and administrative support	17.1%	15.7%	15.2%
Farming, fishing, and forestry	0.3%	0.2%	0.3%
Construction and extraction	4.4%	3.7%	3.2%
Installation, maintenance, and repair	3.9%	3.8%	3.9%
Production	6.8%	11.4%	10.8%
Transportation and material moving	6.8%	7.6%	10.0%

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

Western Workforce Development Area

Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon counties

Western WDA Industry Sector Location Quotients



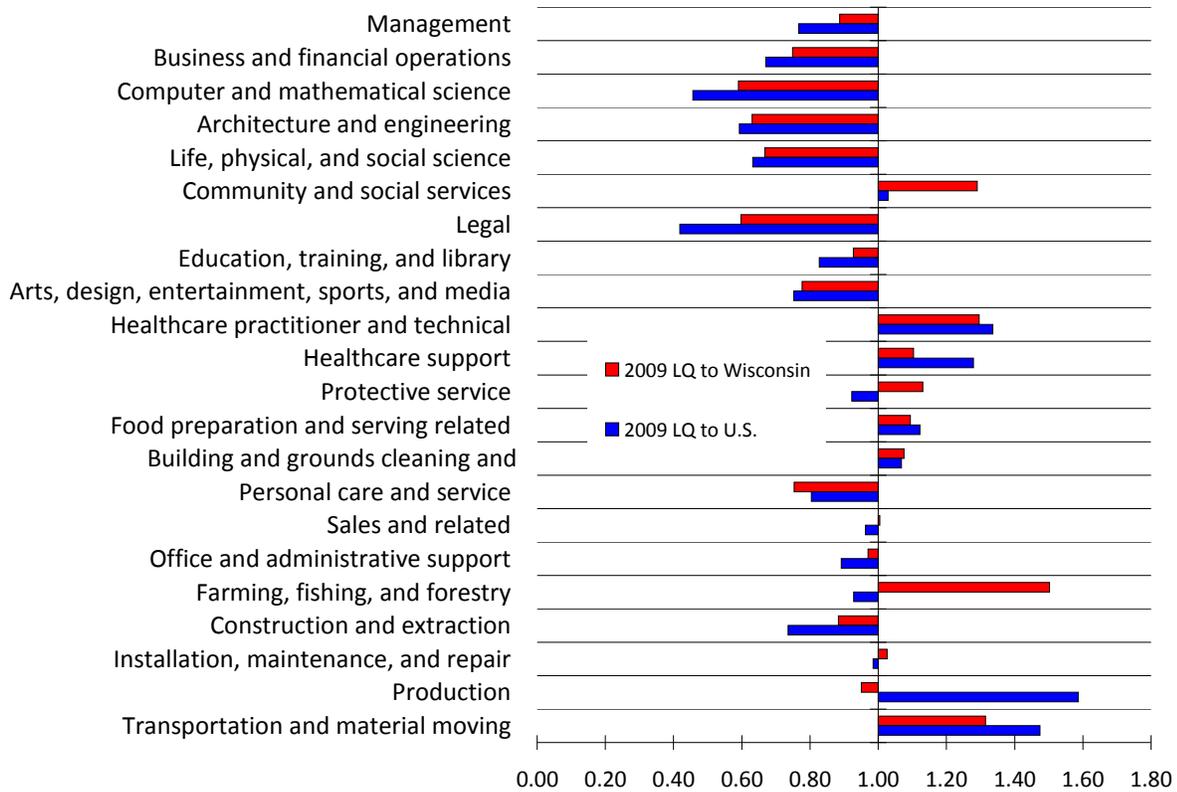
	2009 LQ to Wisconsin	2009 LQ to U.S.
Agriculture, Forestry, Fishing and Hunting	1.45	1.36
Mining, Quarrying, and Oil and Gas Extraction	1.79	0.32
Utilities	1.08	0.82
Construction	0.90	0.75
Manufacturing	0.96	1.72
Wholesale Trade	0.99	1.00
Retail Trade	1.08	1.06
Transportation and Warehousing	1.70	1.74
Information	0.58	0.47
Finance and Insurance	0.66	0.73
Real Estate and Rental and Leasing	0.71	0.44
Professional, Scientific, and Technical Services	0.59	0.36
Management of Companies and Enterprises	0.98	1.15
Administrative and Support and Waste Mgmt.	0.73	0.56
Educational Services	0.95	0.82
Health Care and Social Assistance	1.25	1.28
Arts, Entertainment, and Recreation	0.62	0.57
Accommodation and Food Services	1.03	0.98
Other Services (except Public Administration)	0.83	0.76
Public Administration	1.12	1.21

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

Western Workforce Development Area

Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon counties

Western WDA Occupational Employment Location Quotients



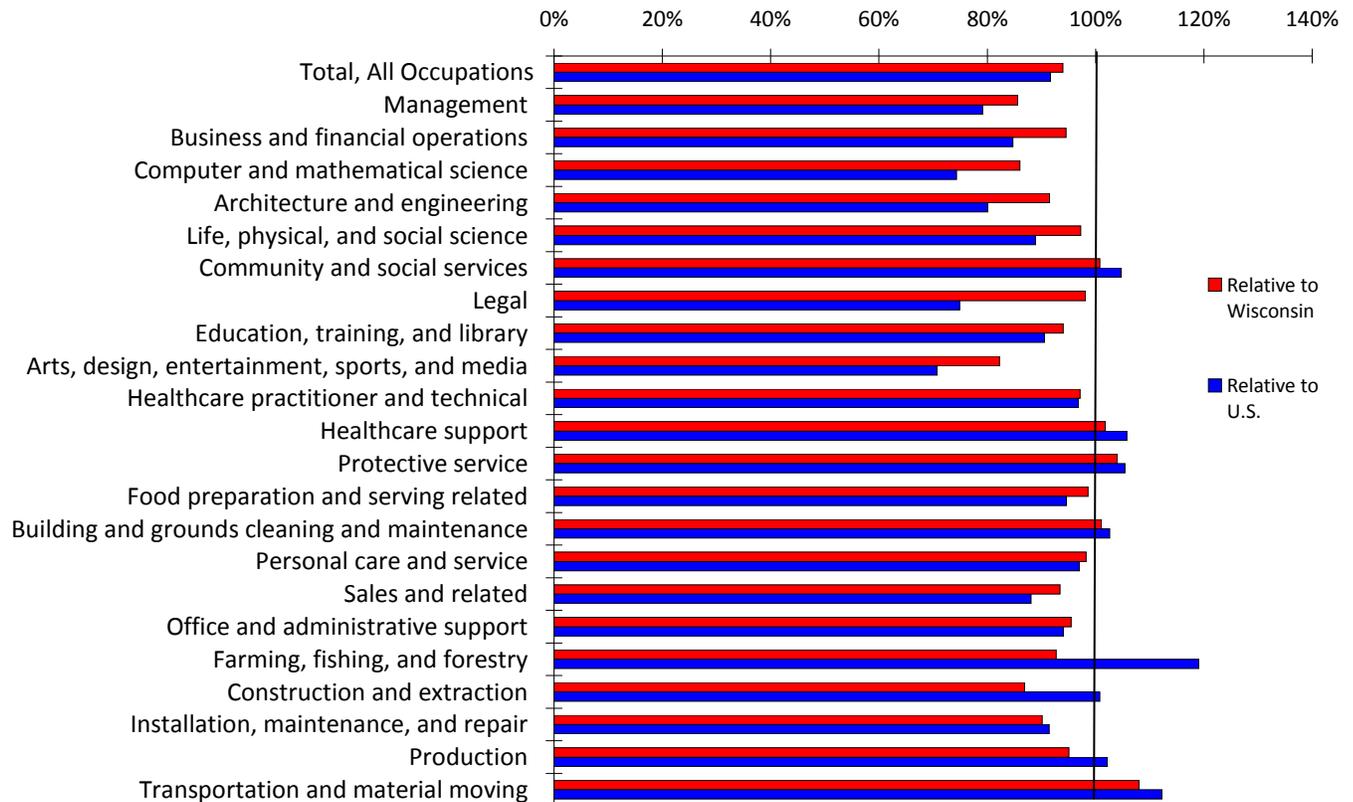
	2009 LQ to Wisconsin	2009 LQ to U.S.
Management	0.89	0.77
Business and financial operations	0.75	0.67
Computer and mathematical science	0.59	0.46
Architecture and engineering	0.63	0.59
Life, physical, and social science	0.67	0.63
Community and social services	1.29	1.03
Legal	0.60	0.42
Education, training, and library	0.93	0.83
Arts, design, entertainment, sports, and media	0.78	0.75
Healthcare practitioner and technical	1.30	1.34
Healthcare support	1.10	1.28
Protective service	1.13	0.92
Food preparation and serving related	1.09	1.12
Building and grounds cleaning and maintenance	1.08	1.07
Personal care and service	0.75	0.80
Sales and related	1.00	0.96
Office and administrative support	0.97	0.89
Farming, fishing, and forestry	1.50	0.93
Construction and extraction	0.88	0.74
Installation, maintenance, and repair	1.03	0.99
Production	0.95	1.59
Transportation and material moving	1.31	1.47

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

Western Workforce Development Area

Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon counties

Western WDA Median Hourly Wage in 2009 by Occupation



Median Hourly Wage by Occupational Group, 2009

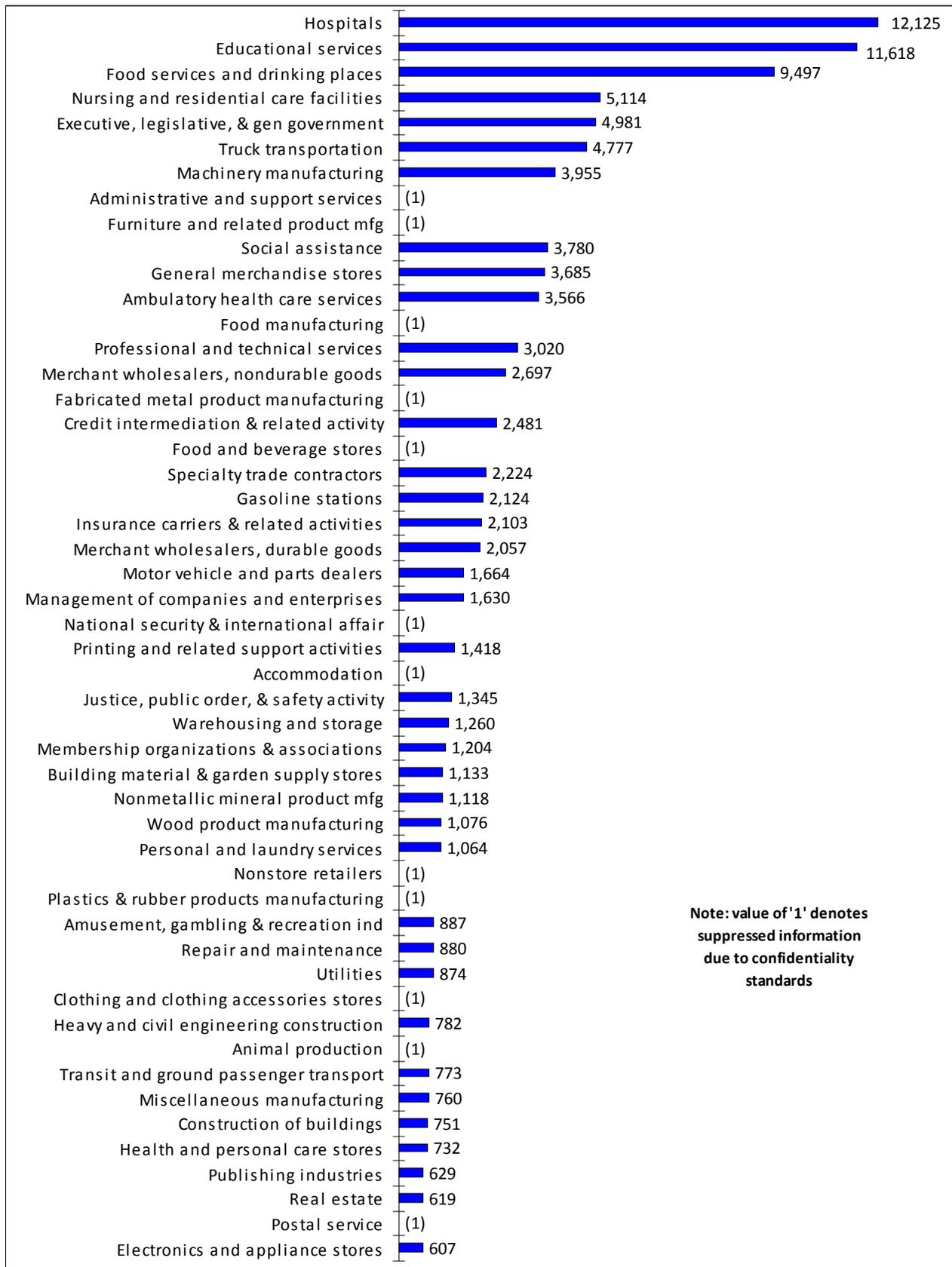
	<u>U.S.</u>	<u>Wisconsin</u>	<u>Western WDA</u>
Total, All Occupations	\$15.95	\$15.56	\$14.62
Management	\$42.95	\$39.68	\$33.98
Business and financial operations	\$28.32	\$25.38	\$24.00
Computer and mathematical science	\$35.05	\$30.28	\$26.04
Architecture and engineering	\$33.07	\$28.96	\$26.49
Life, physical, and social science	\$28.03	\$25.63	\$24.92
Community and social services	\$18.74	\$19.47	\$19.62
Legal	\$35.59	\$27.16	\$26.66
Education, training, and library	\$21.74	\$20.94	\$19.69
Arts, design, entertainment, sports, and media	\$20.41	\$17.56	\$14.44
Healthcare practitioner and technical	\$27.74	\$27.66	\$26.87
Healthcare support	\$11.89	\$12.36	\$12.58
Protective service	\$17.39	\$17.62	\$18.33
Food preparation and serving related	\$8.89	\$8.53	\$8.41
Building and grounds cleaning and maintenance	\$10.75	\$10.91	\$11.03
Personal care and service	\$9.99	\$9.86	\$9.69
Sales and related	\$11.51	\$10.85	\$10.14
Office and administrative support	\$14.62	\$14.40	\$13.75
Farming, fishing, and forestry	\$9.43	\$12.11	\$11.23
Construction and extraction	\$18.64	\$21.62	\$18.79
Installation, maintenance, and repair	\$19.04	\$19.31	\$17.41
Production	\$14.41	\$15.48	\$14.72
Transportation and material moving	\$13.46	\$13.99	\$15.11

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

Western Workforce Development Area

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50 Industries Reporting the Greatest Employment in March 2010



Western Workforce Development Area

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Top 50 Largest Private-Sector Employers

<u>Employer Name</u>	<u>Industry</u>	<u>Size Range</u>
Gundersen Lutheran	General medical & surgical hospitals	1,000+
Ashley Furniture Industries Inc	Nonupholstered wood hshld. furniture mfg.	1,000+
Franciscan Skemp Medical Center Inc	General medical & surgical hospitals	1,000+
Walmart	Discount department stores	1,000+
Kwik Trip Inc	Gasoline stations with convenience stores	1,000+
Trane Us In	AC, refrigeration, & forced air heating	1,000+
Marten Transport, Ltd.	General freight trucking, long-distance TL	1,000+
McDonald's	Limited-service restaurants	500-999
Millis Transfer Inc	General freight trucking, long-distance TL	500-999
Northern Engraving Corp	Motor vehicle metal stamping	500-999
Centurytel Service Group LLC	Managing offices	500-999
Cabela's Wholesale Inc	Mail-order retailers	500-999
United Healthcare Services Inc	Direct health & medical insurance carriers	500-999
Logistics Health Inc	Third party administration of insurance funds	500-999
Bethany-St Joseph Corp	Nursing care facilities	500-999
Mile Bluff Medical Center Inc	General medical & surgical hospitals	500-999
La Crosse Area Family YMCA Inc	Civic & social organizations	500-999
3M Co	Abrasive product manufacturing	500-999
Dairyland Power Co-Op	Fossil fuel electric power generation	500-999
City Brewing Co LLC	Breweries	500-999
Vernon Memorial Healthcare Inc	General medical & surgical hospitals	500-999
Toro Mfg LLC	Farm machinery & equipment manufacturing	500-999
CROPP	Dairy product merchant wholesalers	500-999
Cardinal Glass Industries Inc	Glass product mfg. made of purchased glass	250-499
APAC Customer Services Inc	Telemarketing bureaus	250-499
Gemini Employee Leasing Inc	Services for the elderly & disabled	250-499
Bethany Lutheran Homes Inc	Nursing care facilities	250-499
Walker Stainless Equipment Co LLC	Plate work manufacturing	250-499
Manpower	Temporary help services	250-499
County Market	General line grocery merchant wholesalers	250-499
Menard Inc	Home centers	250-499
Viterbo University Inc	Colleges, universities & professional schools	250-499
Cummins Emissions Solutions Inc	Miscellaneous general purpose machinery mfg.	250-499
JFC	Poultry processing	250-499
Century Foods Intl LLC	Dry, condensed, & evap. dairy products mfg.	250-499
Kaplan Professional	Exam preparation & tutoring	250-499
Prairie Industries Inc	Packaging & labeling services	250-499
Whitehall Specialties Inc	Cheese manufacturing	250-499
Chart Energy & Chemicals Inc	Power boiler & heat exchanger mfg	250-499
Miniature Precision Components	All other plastics product manufacturing	250-499
Festival Foods	Supermarkets & other grocery stores	250-499
Prairie du Chien Memorial Hospital	General medical & surgical hospitals	250-499
Empire Screen Printing Inc	Commercial screen printing	250-499
ShopKo	Discount department stores	250-499
Lunda Construction Co	Highway, street, & bridge construction	250-499
Ashley Distribution Services Ltd	General freight trucking, long-distance TL	250-499
Black River Memorial Hospital Inc	General medical & surgical hospitals	250-499
Inland Label & Marketing	Commercial gravure printing	250-499
ORC Industries Inc	Vocational rehabilitation services	250-499
Walzcrafft Industries Inc	Wood kitchen cabinet & countertop mfg.	250-499

Source: DWD, LMI Section QCEW, June 2010

Western Workforce Development Area

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Western Workforce Development Areas Industry Employment Projections, 2008-2018

Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon counties

NAICS	Industry Title	Employment			
		2008 Estimate	2018 Projection	Change	% Change
	Total, All Nonfarm Industries	140,220	145,280	5,060	3.6%
1133, 21, 23	Construction/Mining/Natural Resources	5,080	5,360	280	5.5%
31-33	Manufacturing	23,710	21,280	- 2,430	- 10.3%
42, 44-45	Trade	22,360	22,290	- 70	- 0.3%
48-49, 22	Transportation and Utilities (Including US Postal)	9,610	10,090	480	5.0%
52-53	Financial Activities	5,510	5,630	120	2.2%
611	Educational Services (Including State and Local Government)	10,360	10,500	140	1.3%
621	Hospitals (Including State and Local Government)	11,160	12,560	1,410	12.6%
71-72	Leisure and Hospitality	13,150	13,940	790	6.0%
51, 54-56, 81	Information/Prof. Services/Other Services	15,950	17,130	1,180	7.4%
	Government (Excluding US Postal, State and Local Education and Hospitals)	12,940	13,340	400	3.1%

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

Western Workforce Development Area

Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon counties

Western Workforce Development Area Occupational Projections, 2008-2018

Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon counties

Broad Occupational Group	Estimated Employment				Annual Openings			2009
	2008	2018	Change	% Change	New Jobs	Replacements	Total	Median Hourly Wage
Total, All Occupations	140,220	145,280	5,060	3.6%	510	3,270	3,780	\$ 14.62
Management	5,440	5,420	- 20	- 0.4%	0	130	130	\$ 33.98
Business and Financial Operations	5,760	6,220	460	8.0%	50	120	170	\$ 24.00
Computer and Mathematical	2,090	2,250	160	7.7%	20	40	60	\$ 26.04
Architecture and Engineering	1,960	1,950	- 10	- 0.5%	0	40	40	\$ 26.49
Life, Physical, and Social Science	1,270	1,360	90	7.1%	10	40	50	\$ 24.92
Community and Social Services	1,800	2,070	270	15.0%	30	40	70	\$ 19.62
Legal	550	580	30	5.5%	<5	10	10	\$ 26.66
Education, Training, and Library	7,370	7,720	350	4.7%	40	160	200	\$ 19.69
Arts, Design, Entertainment, Sports, and Media	1,540	1,610	70	4.5%	10	40	50	\$ 14.44
Healthcare Practitioners and Technical	9,840	11,320	1,480	15.0%	150	200	350	\$ 26.87
Healthcare Support	5,160	6,190	1,030	20.0%	100	60	160	\$ 12.58
Protective Service	3,490	3,730	240	6.9%	20	110	130	\$ 18.33
Food Preparation and Serving Related	12,680	13,520	840	6.6%	80	440	520	\$ 8.41
Building and Grounds Cleaning and Maintenance	4,020	3,940	- 80	- 2.0%	0	70	70	\$ 11.03
Personal Care and Service	4,070	5,000	930	22.9%	90	100	190	\$ 9.69
Sales and Related	13,760	13,850	90	0.7%	10	440	450	\$ 10.14
Office and Administrative Support	20,780	20,810	30	0.1%	<5	450	450	\$ 13.75
Farming, Fishing, and Forestry	220	220	0	0.0%	<5	10	10	\$ 11.23
Construction and Extraction	4,760	4,870	110	2.3%	10	90	100	\$ 18.79
Installation, Maintenance, and Repair	5,290	5,380	90	1.7%	10	100	110	\$ 17.41
Production	15,280	14,170	- 1,110	- 7.3%	0	300	300	\$ 14.72
Transportation and Material Moving	13,090	13,110	20	0.2%	<5	300	300	\$ 15.11

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

Western 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
Western WDA	\$30,970,524,789	\$22,134,165,135	\$157,541

Source: Minnesota IMPLAN Group, 2008

Personal Income, 2009

	<u>U.S.</u>	<u>Wisconsin</u>	<u>Western WDA</u>
Total Personal Income (millions)	\$12,168,161,000	\$211,337,133	\$9,475,629
Total Personal Income, 10-yr. Growth	53.9%	43.3%	49.1%
Per Capita Personal Income	\$39,635	\$37,373	\$32,561
Per Capita Personal Income, 10-yr. Growth	39.9%	35.2%	41.3%
Per Capita Personal Income, 10-yr. Growth, Inflation adjusted	8.6%	5.0%	9.7%

Source: U.S. Bureau of Economic Analysis a

Personal Income Composition, 2009

	<u>U.S.</u>	<u>Wisconsin</u>	<u>Western WDA</u>
Earnings by Place of Work	64.5%	64.4%	62.1%
Dividends, Interest, and Rent	18.0%	17.2%	16.6%
Personal Current Transfer Receipts	17.5%	18.4%	21.2%
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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