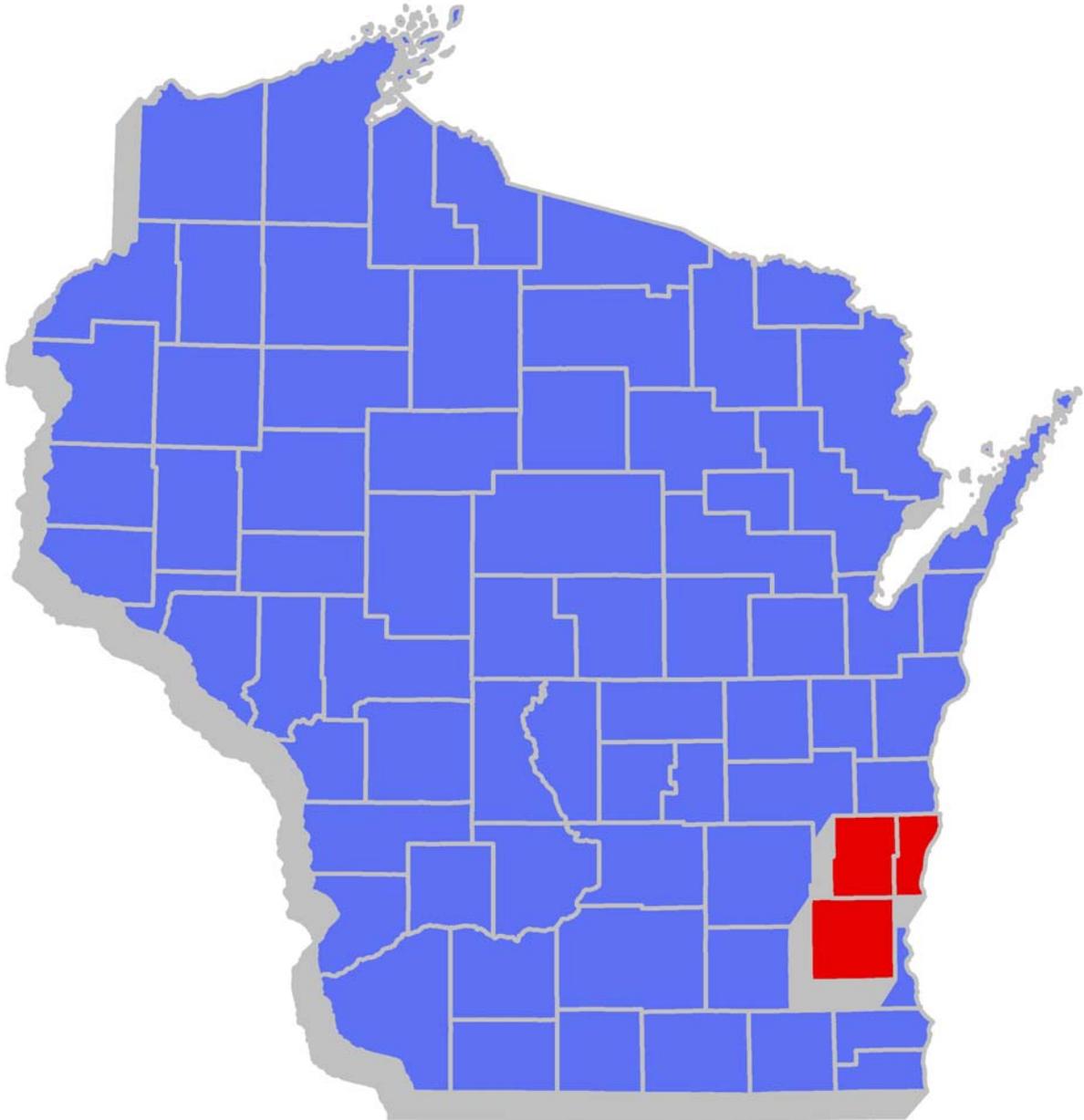


# W-O-W Workforce Development Area Economic Brief

Washington, Ozaukee and Waukesha counties  
Wisconsin Department of Workforce Development  
Office of Economic Advisors  
May 2011



# W-O-W Workforce Development Area

Washington, Ozaukee and Waukesha 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%
W-O-W WDA	560,577	599,449	38,872	6.9%	8.5%

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>W-O-W WDA</u>
0-4	6.9%	6.4%	5.8%
5-17	17.7%	17.2%	18.4%
18-24	9.9%	10.5%	8.1%
25-34	13.4%	12.3%	9.2%
35-44	14.2%	14.0%	15.2%
45-54	14.5%	15.4%	17.5%
55-64	10.8%	11.1%	12.3%
65-74	6.5%	6.6%	6.9%
75+	6.1%	6.6%	6.6%
Total	100.0%	100.0%	100.0%

Median Age	36.5	37.8	40.9
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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%	13.5%
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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>W-O-W WDA</u>
Less than High School Graduate	15.4%	11.0%	5.9%
High School Graduate/GED	29.3%	34.3%	28.2%
Some College, no degree	20.3%	20.5%	21.1%
Associate Degree	7.4%	8.8%	8.5%
Bachelor's Degree	17.4%	17.0%	24.4%
Graduate/Professional Degree	10.1%	8.4%	11.8%
Total	100.0%	100.0%	100.0%

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

# W-O-W Workforce Development Area

Washington, Ozaukee and Waukesha counties

## II. Labor Market and Job Base

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

	2000		
	<u>U.S.</u>	<u>Wisconsin</u>	<u>W-O-W WDA</u>
Labor Force	142,583,000	2,996,100	329,133
Number of Employed	136,891,000	2,894,900	320,352
Number of Unemployed	5,692,000	101,200	8,781
Unemployment Rate	4.0%	3.4%	2.7%

	2010		
	<u>U.S.</u>	<u>Wisconsin</u>	<u>W-O-W WDA</u>
Labor Force	153,889,000	3,062,600	330,764
Number of Employed	139,064,000	2,807,300	306,057
Number of Unemployed	14,825,000	255,300	24,707
Unemployment Rate	9.6%	8.3%	7.5%

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

### 2000-2010 Labor Force Growth

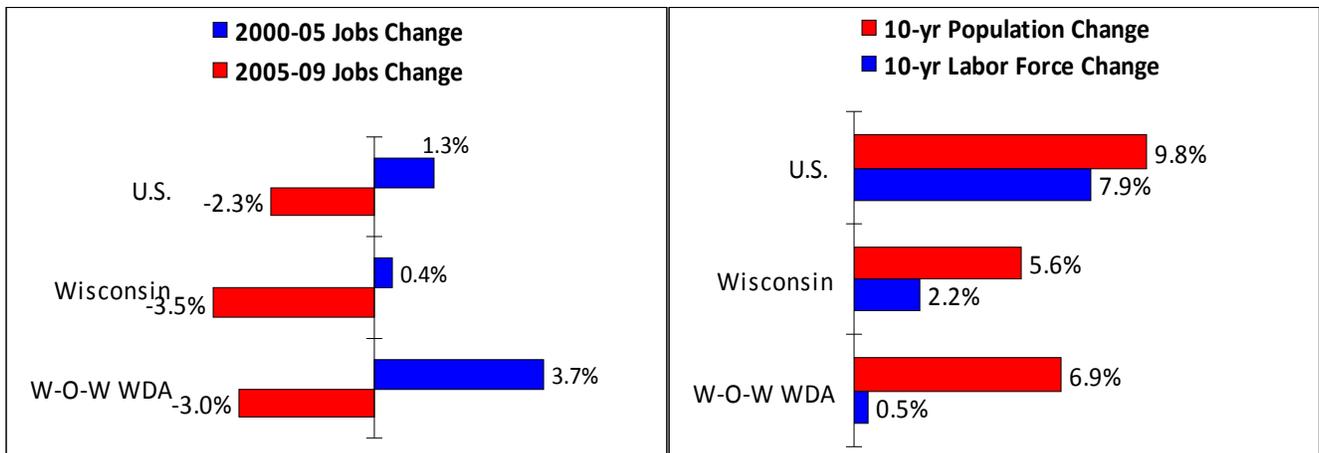
	<u>U.S.</u>	<u>Wisconsin</u>	<u>W-O-W WDA</u>
Labor Force	7.9%	2.2%	0.5%
Number of Employed	1.6%	-3.0%	-4.5%
Number of Unemployed	160.5%	152.3%	181.4%

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%
W-O-W WDA	82.4%

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



## W-O-W Workforce Development Area

Washington, Ozaukee and Waukesha counties

### III. Labor Market Information

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

	U.S	Wisconsin	W-O-W WDA
Total, All Industries	100.0%	100.0%	100.0%
Agriculture, Forestry, Fishing and Hunting	0.8%	0.8%	0.2%
Mining, Quarrying, and Oil and Gas Extraction	0.5%	0.1%	0.1%
Utilities	0.7%	0.5%	0.4%
Construction	4.7%	3.9%	5.3%
Manufacturing	9.5%	17.0%	20.2%
Wholesale Trade	4.5%	4.5%	7.1%
Retail Trade	11.5%	11.3%	11.6%
Transportation and Warehousing	3.5%	3.5%	3.4%
Information	2.4%	2.0%	1.9%
Finance and Insurance	4.5%	5.0%	5.1%
Real Estate and Rental and Leasing	1.6%	1.0%	1.0%
Professional, Scientific, and Technical Services	6.0%	3.7%	4.8%
Management of Companies and Enterprises	1.6%	1.9%	2.2%
Administrative and Support and Waste Mgmt.	5.6%	4.3%	4.9%
Educational Services	9.5%	8.3%	5.7%
Health Care and Social Assistance	13.7%	14.1%	10.8%
Arts, Entertainment, and Recreation	1.8%	1.6%	1.6%
Accommodation and Food Services	8.6%	8.1%	7.1%
Other Services (except Public Administration)	3.5%	3.3%	3.5%
Public Administration	4.8%	5.2%	3.1%

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

#### Occupational Share of Job Base, 2009

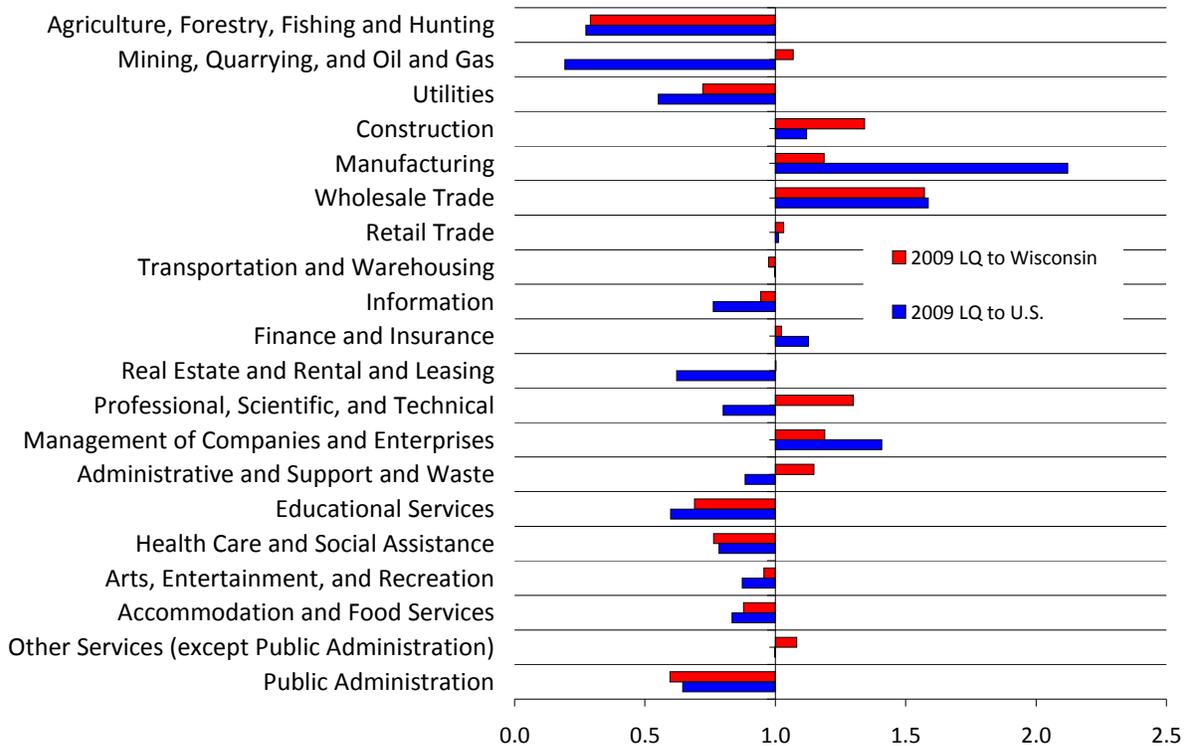
	U.S	Wisconsin	W-O-W WDA
Total, All Occupations	100.0%	100.0%	100.0%
Management	4.7%	4.0%	4.1%
Business and financial operations	4.6%	4.2%	4.6%
Computer and mathematical science	2.5%	2.0%	2.6%
Architecture and engineering	1.8%	1.7%	1.9%
Life, physical, and social science	1.0%	0.9%	0.5%
Community and social services	1.4%	1.2%	1.0%
Legal	0.8%	0.5%	0.4%
Education, training, and library	6.5%	5.8%	4.4%
Arts, design, entertainment, sports, and media	1.3%	1.3%	1.3%
Healthcare practitioner and technical	5.5%	5.7%	4.7%
Healthcare support	3.0%	3.4%	2.9%
Protective service	2.4%	2.0%	1.2%
Food preparation and serving related	8.6%	8.8%	8.2%
Building and grounds cleaning and maintenance	3.3%	3.2%	3.4%
Personal care and service	2.6%	2.8%	2.5%
Sales and related	10.5%	10.1%	11.7%
Office and administrative support	17.1%	15.7%	16.3%
Farming, fishing, and forestry	0.3%	0.2%	0.0%
Construction and extraction	4.4%	3.7%	4.6%
Installation, maintenance, and repair	3.9%	3.8%	3.4%
Production	6.8%	11.4%	13.4%
Transportation and material moving	6.8%	7.6%	6.9%

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

# W-O-W Workforce Development Area

Washington, Ozaukee and Waukesha counties

## W-O-W WDA Industry Sector Location Quotients



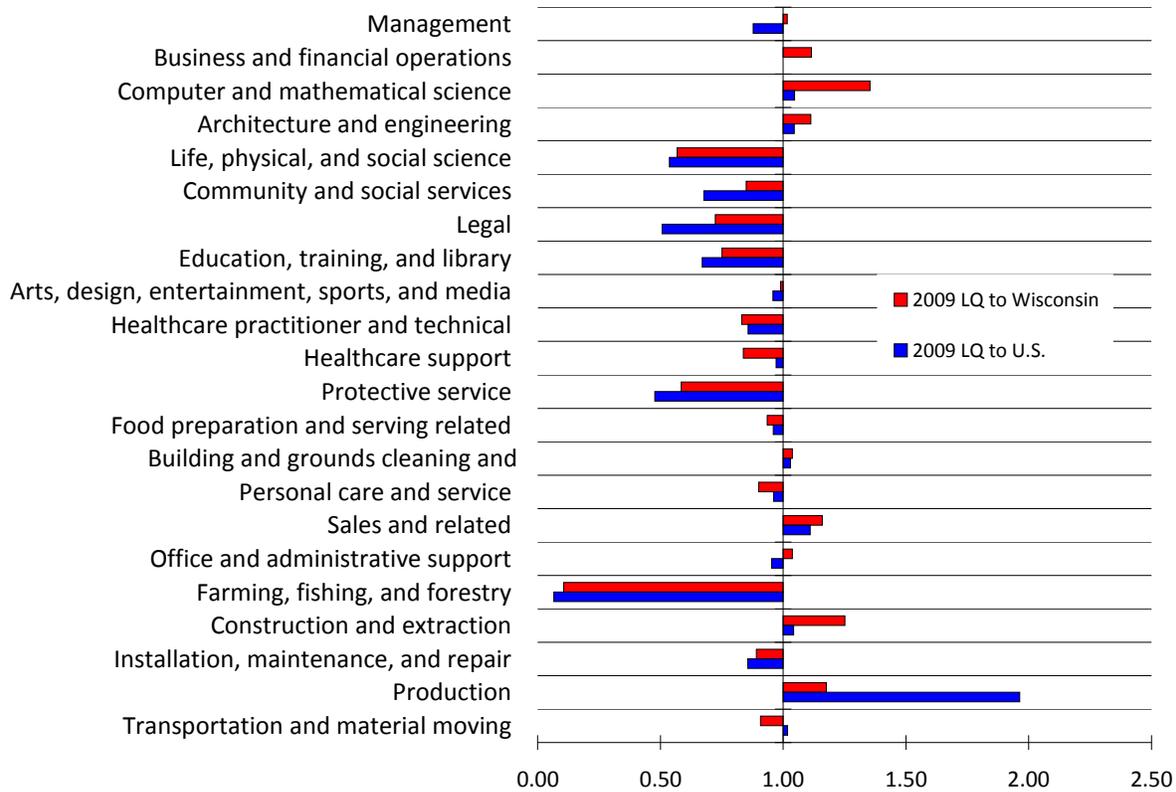
	2009 LQ to Wisconsin	2009 LQ to U.S.
Agriculture, Forestry, Fishing and Hunting	0.29	0.27
Mining, Quarrying, and Oil and Gas Extraction	1.07	0.19
Utilities	0.72	0.55
Construction	1.34	1.12
Manufacturing	1.19	2.12
Wholesale Trade	1.57	1.59
Retail Trade	1.03	1.01
Transportation and Warehousing	0.97	1.00
Information	0.94	0.76
Finance and Insurance	1.02	1.13
Real Estate and Rental and Leasing	1.00	0.62
Professional, Scientific, and Technical Services	1.30	0.80
Management of Companies and Enterprises	1.19	1.41
Administrative and Support and Waste Mgmt.	1.15	0.88
Educational Services	0.69	0.60
Health Care and Social Assistance	0.76	0.78
Arts, Entertainment, and Recreation	0.96	0.87
Accommodation and Food Services	0.88	0.83
Other Services (except Public Administration)	1.08	1.00
Public Administration	0.60	0.64

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

# W-O-W Workforce Development Area

Washington, Ozaukee and Waukesha counties

## W-O-W WDA Occupational Employment Location Quotients



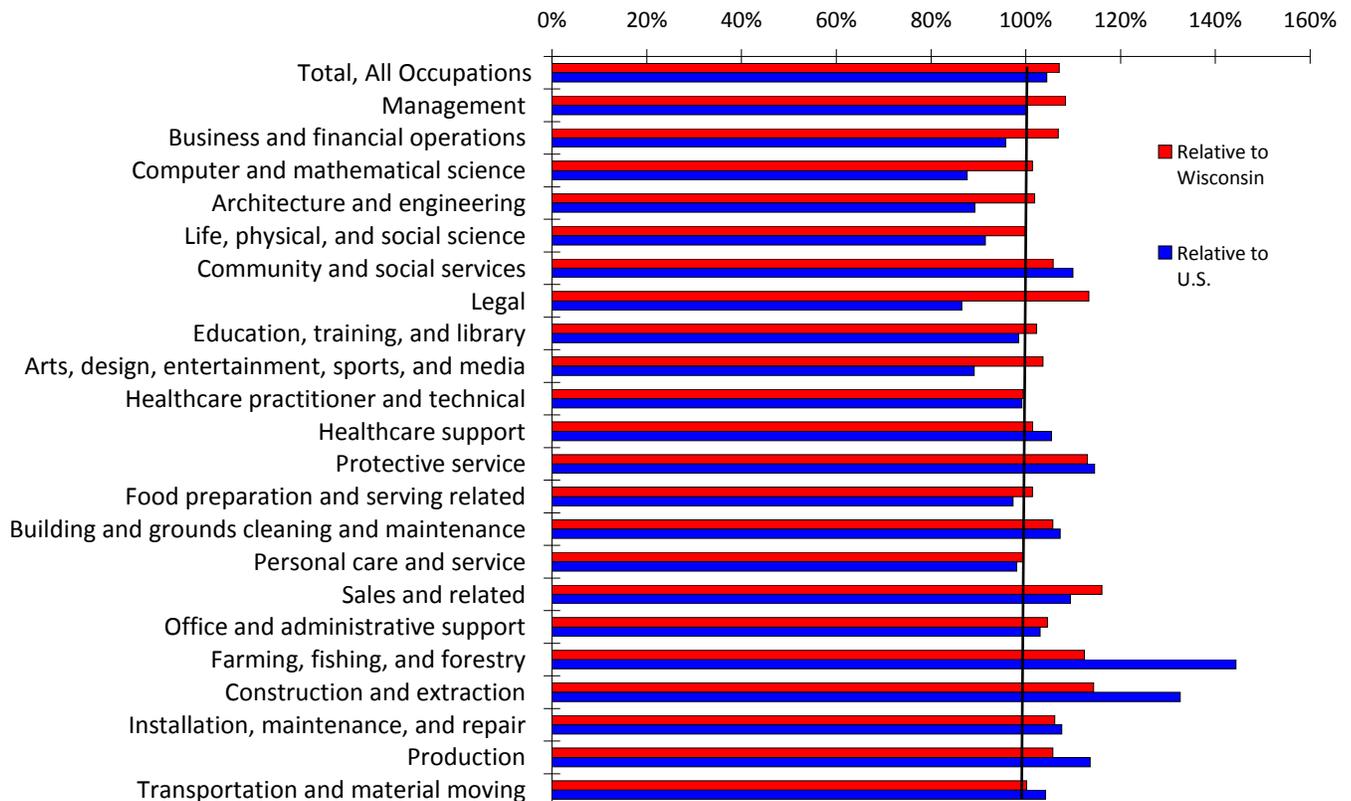
	2009 LQ to Wisconsin	2009 LQ to U.S.
Management	1.02	0.88
Business and financial operations	1.12	1.00
Computer and mathematical science	1.35	1.05
Architecture and engineering	1.11	1.04
Life, physical, and social science	0.57	0.54
Community and social services	0.85	0.68
Legal	0.72	0.51
Education, training, and library	0.75	0.67
Arts, design, entertainment, sports, and media	0.99	0.96
Healthcare practitioner and technical	0.83	0.86
Healthcare support	0.84	0.97
Protective service	0.59	0.48
Food preparation and serving related	0.94	0.96
Building and grounds cleaning and maintenance	1.04	1.03
Personal care and service	0.90	0.96
Sales and related	1.16	1.11
Office and administrative support	1.04	0.95
Farming, fishing, and forestry	0.11	0.07
Construction and extraction	1.25	1.04
Installation, maintenance, and repair	0.89	0.86
Production	1.18	1.96
Transportation and material moving	0.91	1.02

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

# W-O-W Workforce Development Area

Washington, Ozaukee and Waukesha counties

## W-O-W WDA Median Hourly Wage in 2009 by Occupation



### Median Hourly Wage by Occupational Group, 2009

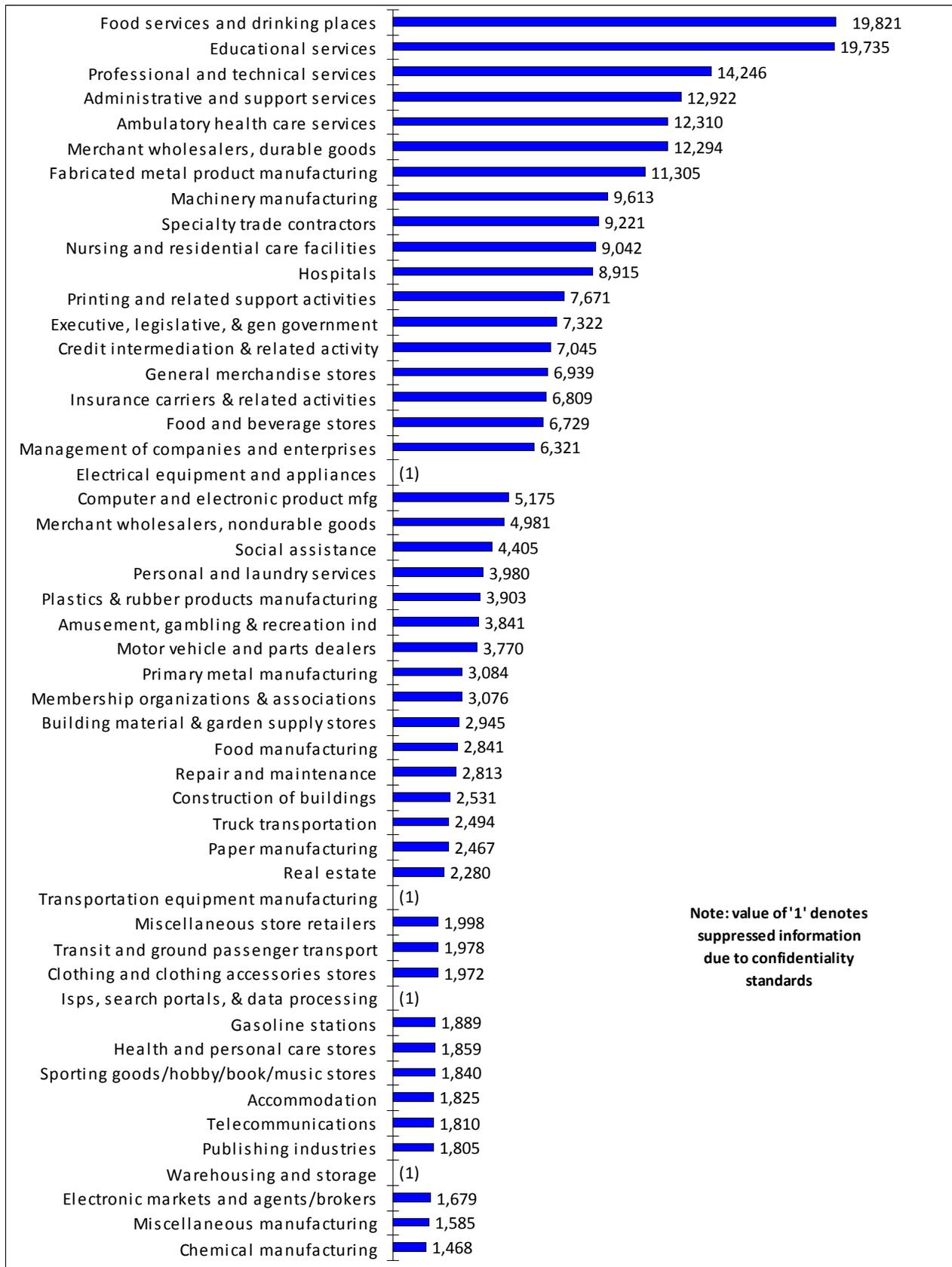
	<u>U.S.</u>	<u>Wisconsin</u>	<u>W-O-W WDA</u>
Total, All Occupations	\$15.95	\$15.56	\$16.66
Management	\$42.95	\$39.68	\$43.01
Business and financial operations	\$28.32	\$25.38	\$27.11
Computer and mathematical science	\$35.05	\$30.28	\$30.71
Architecture and engineering	\$33.07	\$28.96	\$29.51
Life, physical, and social science	\$28.03	\$25.63	\$25.63
Community and social services	\$18.74	\$19.47	\$20.60
Legal	\$35.59	\$27.16	\$30.77
Education, training, and library	\$21.74	\$20.94	\$21.42
Arts, design, entertainment, sports, and media	\$20.41	\$17.56	\$18.19
Healthcare practitioner and technical	\$27.74	\$27.66	\$27.51
Healthcare support	\$11.89	\$12.36	\$12.54
Protective service	\$17.39	\$17.62	\$19.91
Food preparation and serving related	\$8.89	\$8.53	\$8.65
Building and grounds cleaning and maintenance	\$10.75	\$10.91	\$11.53
Personal care and service	\$9.99	\$9.86	\$9.80
Sales and related	\$11.51	\$10.85	\$12.59
Office and administrative support	\$14.62	\$14.40	\$15.06
Farming, fishing, and forestry	\$9.43	\$12.11	\$13.61
Construction and extraction	\$18.64	\$21.62	\$24.71
Installation, maintenance, and repair	\$19.04	\$19.31	\$20.49
Production	\$14.41	\$15.48	\$16.36
Transportation and material moving	\$13.46	\$13.99	\$14.02

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

# W-O-W Workforce Development Area

Washington, Ozaukee and Waukesha counties

## 50 Industries Reporting the Greatest Employment in March 2010



## W-O-W Workforce Development Area

Washington, Ozaukee and Waukesha counties

### Top 50 Largest Private-Sector Employers

<u>Employer Name</u>	<u>Industry</u>	<u>Size Range</u>
Kohl's Department Stores Inc	Managing offices	1,000+
Quad/Graphics Inc	Commercial lithographic printing	1,000+
Walmart	Discount department stores	1,000+
Waukesha Memorial Hospital Inc	General medical & surgical hospitals	1,000+
Ultra Mart Foods LLC	Supermarkets & other grocery stores	1,000+
Target Corporation	Discount department stores	1,000+
General Electric Co	Irradiation apparatus manufacturing	1,000+
Marshall & Ilsley Bank	Commercial banking	1,000+
GE Medical Systems LLC	Irradiation apparatus manufacturing	1,000+
Columbia St. Mary's Group	General medical & surgical hospitals	1,000+
Community Memorial Hosp of Menomonee	General medical & surgical hospitals	1,000+
Cooper Power Systems Inc	Electric power & specialty transformer mfg.	1,000+
Aurora Advanced Healthcare Inc	Offices of physicians, except mental health	1,000+
Kohls Value Services Inc	Discount department stores	1,000+
Homes for Independent Living	Residential mental retardation facilities	1,000+
Nissen & Associates Staffing	Temporary help services	1,000+
Lindengrove Inc	Nursing care facilities	500-999
Aurora Medical Group Inc	Offices of physicians, except mental health	500-999
Mega Marts LLC	Supermarkets & other grocery stores	500-999
United Parcel Service Inc	Couriers	500-999
Concordia University Wisconsin Inc	Colleges, universities & professional schools	500-999
Harley-Davidson Motor Co Operations	Motorcycle, bicycle, & parts manufacturing	500-999
U.S. Bank	Commercial banking	500-999
FIS Management Services LLC	Data processing, hosting & related services	500-999
Home Depot USA Inc	Home centers	500-999
West Bend Mutual Insurance Co	Direct property & casualty insurers	500-999
Rockwell Automation Inc	Relay & industrial control manufacturing	500-999
Generac Power Systems Inc	Motor & generator manufacturing	500-999
Rogers Memorial Hospital Inc	Psychiatric & substance abuse hospitals	500-999
Wisconsin Electric Power Co	Electric power distribution	500-999
Medical Associates of Menomonee	HMO medical centers	500-999
Benevolent Corp Cedar Community	Nursing care facilities	500-999
Prohealth Care Inc	Managing offices	500-999
Broan-Nutone LLC	Electric housewares & household fan mfg.	500-999
D P & K Inc	Limited-service restaurants	500-999
Wisconsin Bell Inc	Wired telecommunications carriers	500-999
FSQ Inc	Nursing care facilities	500-999
Arandell Corporation	Commercial lithographic printing	500-999
Waukesha Health Care Inc	Offices of physicians, except mental health	500-999
Wheaton Franciscan Healthcare-Elmbk	General medical & surgical hospitals	500-999
Walgreens	Pharmacies & drug stores	500-999
West Bend Clinic Inc	Offices of physicians, except mental health	500-999
Charter Mfg Co Inc	Iron & steel mills	500-999
Stein Garden Centers Inc	Nursery, garden, & farm supply stores	500-999
Dresser Inc	Other engine equipment manufacturing	500-999
Menard Inc	Home centers	500-999
United States Cellular Corp	Nonsatellite wireless telecommunications	500-999
Saint Joseph's Community Hospital	General medical & surgical hospitals	500-999
Carroll University Inc	Colleges, universities & professional schools	500-999
Oconomowoc Memorial Hospital Inc	General medical & surgical hospitals	500-999

Source: DWD, LMI Section QCEW, June 2010

## W-O-W Workforce Development Area

Washington, Ozaukee and Waukesha counties

### Milwaukee-WOW Workforce Development Areas Industry Employment Projections, 2008-2018

Milwaukee, Washington, Ozaukee, and Waukesha counties

NAICS	Industry Title	Employment			
		2008 Estimate	2018 Projection	Change	% Change
	<b>Total, All Nonfarm Industries</b>	<b>838,420</b>	<b>876,130</b>	<b>37,710</b>	<b>4.5%</b>
1133, 21, 23	Construction/Mining/Natural Resources	33,630	35,460	1,830	5.4%
31-33	Manufacturing	130,450	117,270	- 13,190	- 10.1%
42, 44-45	Trade	120,550	120,440	- 120	- 0.1%
48-49, 22	Transportation and Utilities (Including US Postal)	34,800	35,440	650	1.9%
52-53	Financial Activities	57,040	58,290	1,250	2.2%
611	Educational Services (Including State and Local Government)	59,160	59,950	790	1.3%
621	Hospitals (Including State and Local Government)	35,100	42,610	7,510	21.4%
71-72	Leisure and Hospitality	69,720	73,900	4,190	6.0%
51, 54-56, 81	Information/Prof. Services/Other Services	177,120	191,640	14,530	8.2%
	Government (Excluding US Postal, State and Local Education and Hospitals)	40,380	41,670	1,300	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

## W-O-W Workforce Development Area

Washington, Ozaukee and Waukesha counties

### Milwaukee-WOW Workforce Development Area Occupational Projections, 2008-2018

Milwaukee, Washington, Ozaukee, and Waukesha 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>838,420</b>	<b>876,130</b>	<b>37,710</b>	<b>4.5%</b>	<b>3,770</b>	<b>19,150</b>	<b>22,920</b>	<b>\$ 16.94</b>
Management	36,450	36,790	340	0.9%	30	880	910	\$ 44.84
Business and Financial Operations	43,050	47,220	4,170	9.7%	420	900	1,320	\$ 26.99
Computer and Mathematical	20,530	22,650	2,120	10.3%	210	370	580	\$ 33.49
Architecture and Engineering	16,760	16,890	130	0.8%	10	370	380	\$ 30.91
Life, Physical, and Social Science	8,080	8,820	740	9.2%	70	230	300	\$ 25.93
Community and Social Services	10,120	12,020	1,900	18.8%	190	230	420	\$ 17.96
Legal	5,250	5,350	100	1.9%	10	90	100	\$ 30.44
Education, Training, and Library	43,360	45,860	2,500	5.8%	250	950	1,200	\$ 21.76
Arts, Design, Entertainment, Sports, and Media	11,710	12,320	610	5.2%	60	300	360	\$ 19.83
Healthcare Practitioners and Technical	47,320	55,140	7,820	16.5%	780	960	1,740	\$ 28.90
Healthcare Support	28,150	34,730	6,580	23.4%	660	310	970	\$ 12.30
Protective Service	18,920	20,760	1,840	9.7%	180	550	730	\$ 16.38
Food Preparation and Serving Related	66,400	70,890	4,490	6.8%	450	2,330	2,780	\$ 8.74
Building and Grounds Cleaning and Maintenance	27,170	27,350	180	0.7%	20	460	480	\$ 10.86
Personal Care and Service	30,160	37,490	7,330	24.3%	730	700	1,430	\$ 10.46
Sales and Related	80,410	80,840	430	0.5%	40	2,410	2,450	\$ 12.05
Office and Administrative Support	138,890	140,510	1,620	1.2%	160	2,960	3,120	\$ 15.25
Farming, Fishing, and Forestry	830	840	10	1.2%	<5	20	20	\$ 13.90
Construction and Extraction	28,890	29,770	880	3.0%	90	520	610	\$ 26.66
Installation, Maintenance, and Repair	32,810	33,710	900	2.7%	90	630	720	\$ 20.57
Production	87,090	80,670	- 6,420	- 7.4%	0	1,670	1,670	\$ 15.29
Transportation and Material Moving	56,060	55,500	- 560	- 1.0%	0	1,310	1,310	\$ 14.20

#### 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

## W-O-W Workforce Development Area

Washington, Ozaukee and Waukesha 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
W-O-W WDA	\$30,970,524,789	\$64,176,885,221	\$157,541

Source: Minnesota IMPLAN Group, 2008

#### Personal Income, 2009

	<u>U.S.</u>	<u>Wisconsin</u>	<u>W-O-W WDA</u>
Total Personal Income (millions)	\$12,168,161,000	\$211,337,133	\$30,391,472
Total Personal Income, 10-yr. Growth	53.9%	43.3%	41.7%
Per Capita Personal Income	\$39,635	\$37,373	\$50,640
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 a

#### Personal Income Composition, 2009

	<u>U.S.</u>	<u>Wisconsin</u>	<u>W-O-W WDA</u>
Earnings by Place of Work	64.5%	64.4%	67.7%
Dividends, Interest, and Rent	18.0%	17.2%	20.5%
Personal Current Transfer Receipts	17.5%	18.4%	11.8%
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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Please visit the OEA Webpage at <http://dwd.wisconsin.gov/oea/>

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