2006 Annual Wisconsin Regional Economic Analysis

I. Statewide Analysis Relative to Neighboring States
II. Regional Analysis within the State of Wisconsin

Office of Economic Advisors
Wisconsin Department of Workforce Development
May 2007

Part I - Statewide comparison to regional states and nation

Distribution of Jobs by Industry

Wisconsin continues to have the highest ratio of manufacturing employment in the immediate region, 17.7%, and it ranks second highest nationally behind Indiana. The ratio for healthcare and social assistance jobs is slightly higher than the national average.

The state's relative job base is significantly lower in professional and business services employment and is moderately lower in information sector employment, financial activities jobs, and construction jobs.

Place of Residence Measures

The state's **population**, 5.536 million, ranking 20th highest in the nation as of 2005, sets the benchmark for many other demographic and economic measures. Among the five regional states, two states are essentially double Wisconsin's population, Michigan and Illinois, and two are less populated, Iowa and Minnesota.

The state's population growth rate has lagged the nation's, where growth has been concentrated in southwestern and southeastern states. Regionally, Minnesota was the only state to show a faster five-year population growth rate than Wisconsin, but even Minnesota's population growth has been slower than the nation's.

Wisconsin's 11-month average **unemployment rate** in 2006 was 4.7% and its annual average will likely compute to the same. It ranks as the nation's 32nd lowest. The majority of states' unemployment rates are higher than they were in the robust economy preceding 2001, Wisconsin is no exception. One should not expect further significant decline in the unemployment rate in 2007 as the rate is near historical lows and substantially below the recent highs in 2003. Also, the state's largest metropolitan area has a higher than statewide unemployment rate. There is not a great deal of variance in unemployment rates across the state. Rates may be separated by tenths or hundredths of percentage points difference.

Wisconsin's **labor force participation rate** (LFPR), at approximately 70%, ranks among the nation's highest. The state's high LFPR is propped up by its high female LFPR. The entire Midwest has a high participation rate. Wisconsin's LFPR has declined slightly over the last few years and the long-term outlook shows a continued decline due to an aging population. Wisconsin's LFPR will likely hold around the 70% mark for the next few years, plus or minus a point.

Wisconsin's **poverty rate**, 10.2%, ranked 10th lowest nationally and second lowest regionally in 2005. Its national ranking improved one spot since 2002 despite an increase of one-half of a percentage point. The upper Midwest is generally a lower poverty region relative to other pockets of the country. Regionally, only Iowa's poverty rate decreased over this period.

Wisconsin's share of the population over 25 years of age with some post-secondary **educational attainment** has increased 2.6 percentage points over the last few years to 54.3%. The share with a bachelor's degree or higher has increased faster than the national average to 25.0%. The growth of the more highly educated population has been skewed towards female attainment as women now make up 51% of all Wisconsin residents with a BA or higher compared to 49% just three years ago. In terms of all post-secondary pursuits, females have held steady at 52% of the total from 2002-2005. However, the state's percent of post-secondary educational attainment still lags the nation and it considerably lags two of its neighbors, Illinois and Minnesota. One should note that a significant portion of Wisconsin's population growth is in-migration and an unknown portion of this migration may be well-educated retirees, most of whom are not participating in the labor force.

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U.S./Regional Distribution of Jobs by Industry Sector (2006, 11-month average)

	Illinois	Iowa	Michigan	Minnesota	Wisconsin	United States
Natural Resources and Mining	0.2%	0.1%	0.2%	0.2%	0.1%	0.5%
Construction	4.7%	5.1%	4.4%	4.7%	4.7%	5.5%
Manufacturing	11.5%	15.6%	14.9%	12.6%	17.7%	10.5%
Wholesale Trade	5.2%	4.6%	3.9%	4.8%	4.2%	4.3%
Retail Trade	10.6%	11.9%	11.3%	11.0%	10.9%	11.2%
Transportation and Utilities	4.4%	4.0%	3.0%	3.5%	3.7%	3.7%
Information	2.0%	2.2%	1.5%	2.2%	1.7%	2.3%
Financial Activities	6.9%	6.7%	5.0%	6.6%	5.5%	6.2%
Professional and Business Services	14.3%	7.8%	13.8%	11.4%	9.3%	12.8%
Educational Services	2.1%	2.2%	1.7%	1.8%	1.8%	2.1%
Health Care and Social Assistance	10.7%	11.0%	11.4%	12.6%	12.0%	11.0%
Leisure and Hospitality	8.9%	8.8%	9.4%	9.1%	9.3%	9.7%
Other Services	4.4%	3.7%	4.1%	4.3%	4.8%	4.0%
Government	14.2%	16.4%	15.4%	15.2%	14.2%	16.2%
Total Nonfarm Jobs	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

U.S./Regional "Place of Residence" Measures

	Population (2005)	Unemployment Rate (2006 average to date)	Labor Force Participation Rate (2005)	Poverty Rate (2005)	Highest Educational Attainment Ages 25 and older: BA degree or higher (2005)	Highest Educational Attainment Ages 25 and older: Some Post-Secondary Pursuit (2005)
Illinois	12,763,371	4.7%	67.6%	12.0%	29.2%	57.5%
Iowa	2,966,334	3.7%	69.9%	10.9%	23.8%	53.6%
Michigan	10,120,860	6.8%	65.2%	13.2%	24.7%	55.6%
Minnesota	5,132,799	3.9%	72.2%	9.2%	30.7%	62.9%
Wisconsin	**5,536,201**	**4.7%**	**69.9%**	**10.2%**	**25.0%**	**54.3%**
United States	296,410,404	4.7%	65.9%	13.3%	27.2%	54.7%
		--------Growth/Change--------				
	Population (% change since 2001)	Unemployment Rate (%-point change since 2001)	Labor Force Participation Rate (%-point change since 2002)	Poverty Rate (%-point change since 2002)	Highest Educational Attainment Ages 25 and older: BA degree or higher (%-point change since 2002)	Highest Educational Attainment Ages 25 and older: Some Post-Secondary Pursuit (%-point change since 2002)
Illinois	2.0%	-0.7	-0.7	+0.4	1.1%	2.5%
Iowa	1.2%	+0.4	+0.8	-0.3	1.6%	2.4%
Michigan	1.2%	+1.6	-0.1	+2.2	1.1%	2.0%
Minnesota	3.0%	+0.1	-1.0	+0.6	0.9%	2.8%
Wisconsin	**2.4%**	**+0.3**	**0.0**	**+0.5**	**1.8%**	**2.6%**
United States	4.0%	0.0	-0.3	+0.9	1.3%	1.6%

		--------National Rank--------				
	Population (2005)	Unemployment Rate (2006 average to date)	Labor Force Participation Rate (2005)	Poverty Rate (2005)	Highest Educational Attainment Ages 25 and older: BA degree or higher (2005)	Highest Educational Attainment Ages 25 and older: Some Post-Secondary Pursuit (2005)
Illinois	5	30	22	23	15	21
Iowa	30	14	11	13	37	31
Michigan	8	50	35	29	35	26
Minnesota	21	17	1	5	11	4
Wisconsin	**20**	**32**	**13**	**10**	**33**	**29**
United States	--	--	--	--	--	--
		--------Nat'l Rank Change--------				
	Population (ch. since 2001)	Unemployment Rate (ch. since 2001)	Labor Force Participation Rate (ch. since 2002)	Poverty Rate (ch. since 2002)	Highest Educational Attainment Ages 25 and older: BA degree or higher (ch. since 2002)	Highest Educational Attainment Ages 25 and older: Some Post-Secondary Pursuit (ch. since 2002)
Illinois	0	+14	-3	+2	-1	+1
Iowa	0	-7	+4	+9	+3	+2
Michigan	0	-11	+4	-9	-2	0
Minnesota	0	-3	0	+3	+1	+2
Wisconsin	**-2**	**-10**	**-2**	**+1**	**+1**	**+2**
United States	--	--	--	--	--	--

Sources and notes: U.S. Bureau of Census, Annual Population Estimates; U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics (LAUS); U.S. Bureau of Census, Small Area Income and Poverty Estimates (SAIPE); U.S. Bureau of Census, American Community Survey (ACS), years 2002 and 2005. "+" indicates movement up in ranking and "-" indicates a ranking decline. "0" indicates no ranking change.

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The lower education attainment level is a reflection of Wisconsin's job base. This profile does not include an occupational skills component. If it did it would show that Wisconsin's job base has a lower percentage of occupations typically requiring post-secondary education relative to the national average and Minnesota and Illinois. Wisconsin's share of jobs requiring post-secondary education is increasing.

Place of Work Measures

There was net job growth in 2006. Wisconsin's average **total nonfarm wage and salary jobs** count of 2.86 million through 11 months of 2006 ranks 15th highest in the nation. Job totals and population figures are closely related. Three regional states' job total rankings match their population total rankings. Two states' job totals, Minnesota and Wisconsin, rank higher than their population totals.

Overall job growth in Wisconsin has lagged the nation from 2001 to 2006. Wisconsin's slower net job growth can be attributed to a combination of its slower population growth and flat hiring in its most prominent and largest-employing sector, manufacturing. Two regional states, Michigan and Illinois, had more severe net job deficits over this five-year period.

2007 overall job growth is expected to continue, although at a slower rate than 2006, particularly early in the year. Expect faster relative employment growth in some of the service sectors, which collectively account for three-fourths of the state's job base.

With close to 508,000 manufacturing jobs, Wisconsin ranks 10th highest nationally in this number (and second highest in this sector's percent share of total jobs as mentioned previously). The 11-month average manufacturing job total in 2006 is 10% lower compared to 2001, which is actually a more subdued loss compared to the nation and the 21% loss that Michigan has experienced.

There is a great deal of consternation in terms of current and future employment prospects in the manufacturing sector; most of this being the product of seemingly conflicting news and a lack of context. In brief, manufacturing has been increasingly efficient and will not require as many workers to sustain (or increase) output. Increased productivity has reduced manufacturing employment more than foreign outsourcing and plant closures.

The business model has changed as manufacturers focus more on their core products. Firms now contract out or "out-source" services such as payroll, engineering, janitorial, etc.. As a consequence, specialty firms are growing. Even manufacturing hiring is more frequently being met by temporary and other personnel supply agencies. These "temp" workers are recorded in the service industries employment data and are not technically classified as manufacturing workers, masking some of the "true" manufacturing employment.

Manufacturing employment numbers will not reach levels of the late 1990s that eclipsed 600,000 jobs. In fact, they will likely decline from current levels over the medium- and long-term. However, the **need for skilled manufacturing workers** will continue despite the trends. Shortages of skilled labor abound in manufacturing and are likely to become increasingly severe over the next decade. There is an insufficient number of skilled workers to replace those leaving the industry. The replacement needs for production workers, most of whom work in the manufacturing industry, cannot be underscored enough. This is a contemporary problem that will only become more critical as Baby Boomers retire, an unprecedented workforce event that begins in earnest in 2011.

Statewide **average wage growth** (not inflation adjusted) since 2001 has been slightly faster than the nation's and has grown the second fastest, regionally. State and national wage comparisons are fundamentally rooted in occupational composition and then industry composition. Job for job, one might be surprised to see small variance between Wisconsin's median hourly wages compared to other states' and the nation's. But in aggregate, Wisconsin's occupational makeup is not as highly comprised of relatively higher paying occupations as the nation. As a result, Wisconsin's annual average wage of $35,471 in 2005 is $5,000 lower than the national average and leading only Iowa within the region. This is why economic development initiatives should focus on high paying jobs more so than just the number of jobs.

The state's most recent **per capita personal income** (PCPI) measure was $33,251 in 2005, ranking 22nd highest nationally and placed in the middle, regionally. Wisconsin's PCPI was lower than the national figure in 2005. Growth in Wisconsin's PCPI since 2001 (not inflation adjusted) was slightly faster than national growth and was, again, in the middle regionally. Changes in PCPI have several influences such as how personal income is accrued and population growth/ demographic changes. Wisconsin's slightly faster than national PCPI growth is a function of its high labor force participation rate and its high ratio of wage earners (population likely to be accruing income) to non-wage earners (population not accruing income or not much job income, such as minors and elderly). Employment earnings account for about 70% of total personal income, so PCPI is usually dictated by total wage growth and it is further influenced by its growth in the number of those earning wages — as well as those who don't, such as children under the age of 15 (who constitute a slow growing population in Wisconsin relative to their job-holding or other form of income accruing elders).

Median household income in Wisconsin ranks 20th highest nationally and it's positioned in the middle of the pack regionally in 2005. One might assume that because the state's annual average wages rank considerably lower than the national average, its household figure would also be lower. In contrast, Wisconsin ranks higher in median household income because of its high labor force participation rate. Simply put, there are more earners per household in Wisconsin than the national average (it ranked tenth highest in the nation in *workers per household* in 2003).

U.S./Regional "Place of Work" and Residential Income Measures

	Total Nonfarm Wage and Salary Jobs (2006 average to date)	Total Manufacturing Jobs (2006 average to date)	Average Annual Wage (2005)	Per Capita Personal Income (2005)	Median Household Income (2005)
Illinois	5,911,110	680,340	$43,744	$36,264	$50,260
Iowa	1,502,250	234,190	$33,070	$31,795	$43,609
Michigan	4,356,100	652,320	$41,214	$32,735	$46,039
Minnesota	2,756,640	347,220	$40,800	$37,322	$52,024
Wisconsin	2,863,860	507,610	$35,471	$33,251	$47,105
United States	135,037,600	14,225,300	$40,677	$34,495	$46,242

---Growth/Change---

	Total Nonfarm Wage and Salary Jobs (since 2001)	Total Manufacturing Jobs (since 2001)	Average Annual Wage (since 2001)	Per Capita Personal Income (since 2001)	Median Household Income (change since 2002)
Illinois	-1.5%	-17.3%	11.9%	11.5%	8.0%
Iowa	2.5%	-3.3%	14.7%	17.3%	11.0%
Michigan	-4.4%	-21.0%	10.2%	9.3%	5.1%
Minnesota	2.5%	-8.9%	11.5%	14.4%	5.4%
Wisconsin	1.7%	-10.0%	12.5%	13.1%	8.0%
United States	2.4%	-14.2%	12.3%	12.8%	7.4%

---National Rank---

	Total Nonfarm Wage and Salary Jobs (2006 average to date)	Total Manufacturing Jobs (2006 average to date)	Average Annual Wage (2005)	Per Capita Personal Income (2005)	Median Household Income (2005)
Illinois	5	4	9	14	14
Iowa	30	23	39	31	29
Michigan	8	6	12	25	22
Minnesota	18	14	13	10	11
Wisconsin	15	10	30	22	20
United States	--	--	--	--	--

--Nat'l Rank Change--

	Total Nonfarm Wage and Salary Jobs (since 2001)	Total Manufacturing Jobs (since 2001)	Average Annual Wage (since 2001)	Per Capita Personal Income (since 2001)	Median Household Income (change since 2002)
Illinois	0	+2	-2	-3	-1
Iowa	0	0	0	+4	+6
Michigan	0	-1	0	-5	-2
Minnesota	+3	+2	+1	0	-1
Wisconsin	0	0	-1	-1	+2
United States	--	--	--	--	--

Sources and notes: U.S. Bureau of Labor Statistics, Current Employment Statistics; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages (QCEW); U.S. Bureau of Economic Analysis, State and Local Personal Income; U.S. Bureau of Census, American Community Survey (ACS), years 2002 and 2005. "+" indicates movement up in ranking and "-" indicates a ranking decline. "0" indicates no ranking change.

The 2005-2010 Job Outlook for Wisconsin

- Overall Wisconsin employment is projected to grow 6% between 2005 and 2010.

- During 2005-2010 Wisconsin will have 531,000 job openings for people new to a particular occupation.
- (Job openings do not include openings resulting from people changing employers, but staying in the same occupation.)

- About 32%, or 171,000 of Wisconsin's total job openings between 2005-2010 will be newly created jobs.

- The other 68%, or 360,000 openings will be replacement needs. (Replacement openings occur when people permanently leave an occupation.)

- Education and health services is the fastest growing industry sector. It will grow 11% adding 67,000 jobs.

- Professional and related occupations is the fastest growing occupational group. This group will grow by 10% adding 56,000 jobs. Overall this occupational group will have 113,000 job openings. These openings will almost be evenly split between newly created jobs and replacement needs.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, January 2007

Wisconsin Major Sector Industry Employment Projections, 2005-2010

Industry Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Employment Change	2005-2010 Percentage Change
Total, Nonfarm Industries (Without Self-Employed and Unpaid Family Workers)	**2,846,060**	**3,017,280**	**171,220**	**6.0%**
Natural Resources and Mining	3,950	3,770	(180)	-4.6%
Construction	129,320	140,390	11,070	8.6%
Manufacturing	506,520	498,460	(8,060)	-1.6%
Trade, Transportation, and Utilities	554,490	584,940	30,450	5.5%
Information	49,470	52,700	3,230	6.5%
Financial Activities	158,590	168,260	9,670	6.1%
Professional and Business Services	260,950	285,480	24,530	9.4%
Education and Health Services, Including State and Local Government(2)	607,310	674,410	67,100	11.0%
Leisure and Hospitality	257,240	272,860	15,620	6.1%
Other Services (Except Government)	141,770	149,780	8,010	5.6%
Government	176,470	184,120	7,650	4.3%

Notes:

(1) Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.
Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

(2) Local government employment includes tribal owned operations.

* Data is not available.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Wisconsin Major Occupational Groups Employment Projections, 2005-2010

Occupational Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Percentage Change	2005-2010 New Jobs	2005-2010 Replace-ments(2)	2005-2010 Total Openings(3)	% of Openings from New Jobs	% of Openings from Replace-ments
Total, All Occupations	2,846,060	3,017,280	6%	171,220	359,750	530,970	32%	68%
Management/Business/Financial	215,390	232,470	8%	17,080	22,150	39,230	44%	56%
Management	106,250	113,030	6%	6,780	11,600	18,380	37%	63%
Business and Financial Operations	109,140	119,440	9%	10,300	10,550	20,850	49%	51%
Professional and Related	548,610	604,860	10%	56,250	56,850	113,100	50%	50%
Computer and Mathematical	49,170	56,610	15%	7,440	3,400	10,840	69%	31%
Architecture and Engineering	47,780	49,690	4%	1,910	5,550	7,460	26%	74%
Life, Physical, and Social Science	25,970	28,140	8%	2,170	3,500	5,670	38%	62%
Community and Social Services	54,340	59,560	10%	5,220	5,200	10,420	50%	50%
Legal	13,210	14,200	7%	990	950	1,940	51%	49%
Education, Training, and Library	182,340	199,420	9%	17,080	19,800	36,880	46%	54%
Arts, Design, Entertainment, Sports, Media	38,390	40,280	5%	1,890	5,250	7,140	26%	74%
Healthcare Practitioners and Technical	137,410	156,960	14%	19,550	13,200	32,750	60%	40%
Service	548,330	594,320	8%	45,990	82,900	128,890	36%	64%
Healthcare Support	79,160	91,180	15%	12,020	6,350	18,370	65%	35%
Protective Service	47,650	50,800	7%	3,150	7,050	10,200	31%	69%
Food Preparation and Serving Related	237,000	253,180	7%	16,180	46,750	62,930	26%	74%
Building,Grounds, Cleaning, Maintenance	102,740	110,700	8%	7,960	11,150	19,110	42%	58%
Personal Care and Service	81,780	88,460	8%	6,680	11,600	18,280	37%	63%
Sales and Related	259,690	269,930	4%	10,240	47,250	57,490	18%	82%
Office and Administrative Support	475,110	485,980	2%	10,870	55,150	66,020	16%	84%
Farming, Fishing, and Forestry	3,470	3,730	7%	260	550	810	32%	68%
Construction and Extraction	117,330	126,280	8%	8,950	13,700	22,650	40%	60%
Installation, Maintenance, and Repair	107,360	113,310	6%	5,950	13,200	19,150	31%	69%
Production	348,850	351,530	1%	2,680	42,800	45,480	6%	94%
Transportation and Material Moving	221,910	234,890	6%	12,980	25,200	38,180	34%	66%

Notes:

(1) Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.
Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

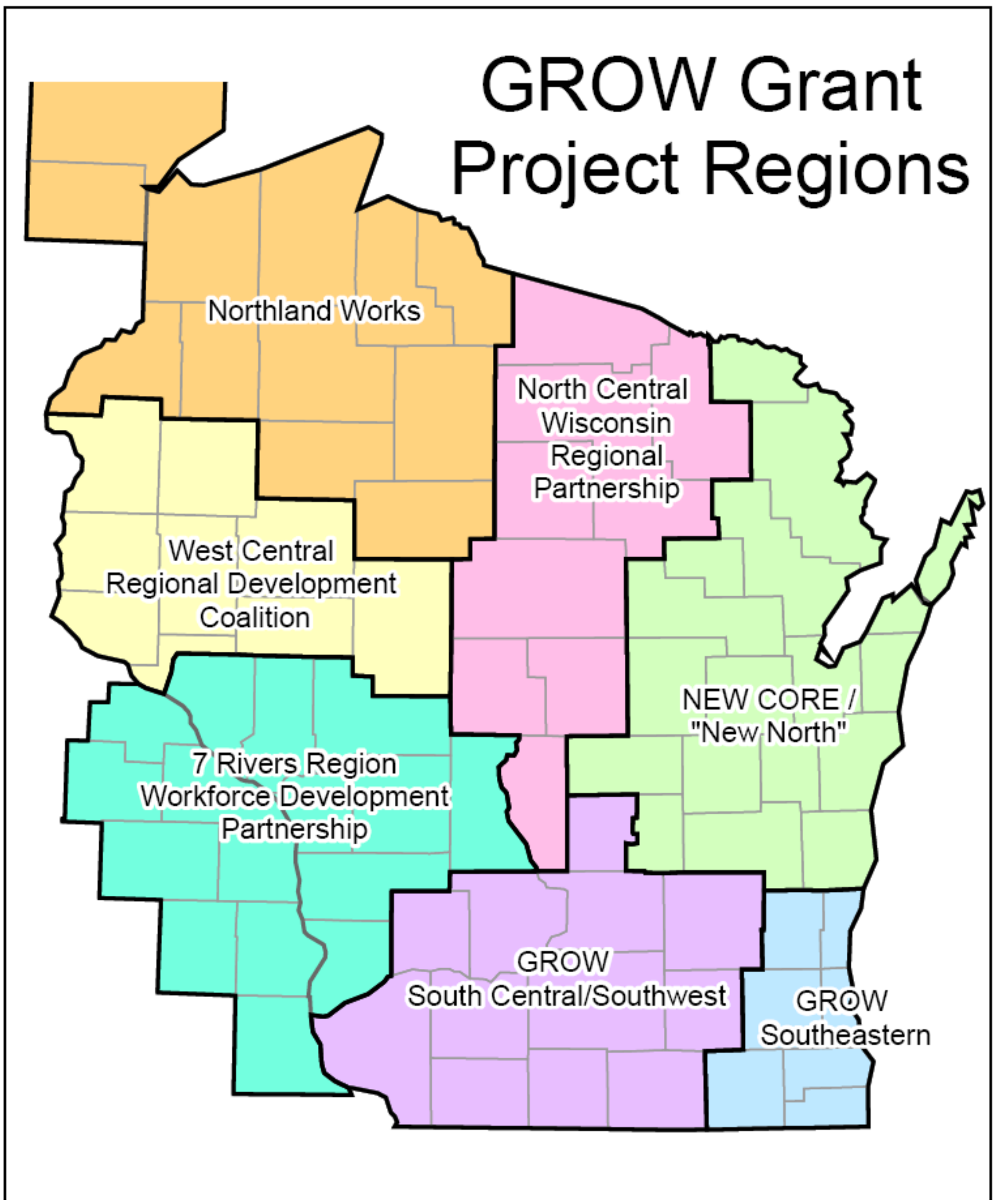
(2) Replacements are an estimate of the number of jobs expected because people have permanently left a given occupation. Permanent exits occur if someone dies, retires, or otherwise leaves the labor force. Permanent exits also include openings from people permanently changing occupations.
For example, a person leaves their job as a cashier and becomes a truck driver. Openings resulting from people changing employers but staying in the same occupation are not included.

(3) Total openings are the sum of new jobs and replacements.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Part II - Regional Economic Brief of Wisconsin's GROW Regions

Note: Due to availability lag of county-level data relative to that in the preceding statewide piece, the timeframe used in the following regional may not match that of the statewide.



Wisconsin's Measures via "GROW" Region Configuration (Wisconsin counties only)

Grow Region	Population (2006)	Unemployment Rate (2006 average)	Labor Force Participation Rate (2005)	Poverty Rate (2004)	Highest Educational Attainment Ages 25 and older: BA degree or higher (2000)	Highest Educational Attainment Ages 25 and older: Some Post-Secondary Pursuit (2000)
Regional Workforce Alliance of Southeastern Wisconsin	1,984,708	5.1%	67.7%	16.7%	25.5%	54.3%
New North	1,210,949	4.7%	71.3%	8.9%	18.9%	45.6%
North Central GROW Partnership	423,810	5.1%	68.1%	9.9%	17.6%	44.4%
Northland Works	186,465	5.7%	66.4%	12.3%	15.5%	43.6%
West Central Regional Development Coalition	453,759	4.8%	71.0%	10.2%	20.2%	49.4%
7 Rivers Region	290,299	4.3%	70.4%	11.5%	17.4%	45.9%
Southwest/ South Central GROW	1,067,754	4.0%	74.1%	9.4%	26.3%	54.6%

Grow Region	Total Wage and Salary Jobs (2005 average)	Total Manufacturing Jobs (2005 average)	Average Annual Wage (2005)	Per Capita Personal Income (2004)	Median Household Income (2000)
Regional Workforce Alliance of Southeastern Wisconsin	981,658	173,237	$39,271	$35,256	$46,675
New North	590,145	141,119	$34,311	$31,240	$44,656
North Central GROW Partnership	197,721	37,487	$32,342	$29,407	$40,854
Northland Works	69,234	12,818	$26,879	$24,399	$34,034
West Central Regional Development Coalition	175,848	32,652	$29,533	$27,898	$42,024
7 Rivers Region	135,506	23,970	$30,013	$27,075	$37,370
Southwest/ South Central GROW	545,497	84,036	$35,221	$33,017	$45,939

	---------------------------------Growth/Change---------------------------------					
Grow Region	Population (% change since 2001)	Unemployment Rate (%-point change compared to 2001)	Labor Force Participation Rate (%-point change since 2001)	Poverty Rate (%-point change since 2001)	Highest Educational Attainment Ages 25 and older: BA degree or higher (%-point change since 1990)	Highest Educational Attainment Ages 25 and older: Some Post-Secondary Pursuit (%-point change since 1990)
Regional Workforce Alliance of Southeastern Wisconsin	2.4%	0.4	-3.3	5.4	5.4	8.2
New North	4.5%	0.5	-3.3	2.0	4.4	9.7
North Central GROW Partnership	3.6%	0.5	-3.2	1.6	4.0	9.2
Northland Works	2.6%	0.3	-0.9	1.5	2.9	9.7
West Central Regional Development Coalition	7.9%	0.4	-3.0	1.9	4.6	11.0
7 Rivers Region	3.8%	-0.2	-2.4	1.7	3.1	9.0
Southwest/ South Central GROW	5.4%	0.3	-2.6	2.1	4.9	9.2

	------------------------Growth/Change------------------------				
Grow Region	Total Wage and Salary Jobs (% change since 2001)	Total Manufacturing Jobs (% change since 2001)	Average Annual Wage (% change since 2001)	Per Capita Personal Income (% change since 2001)	Median Household Income (% change since 1990)
Regional Workforce Alliance of Southeastern Wisconsin	-1.7%	-12.0%	12.4%	7.9%	44.4%
New North	1.3%	-10.7%	12.6%	10.8%	51.9%
North Central GROW Partnership	1.2%	-9.8%	12.8%	10.9%	50.4%
Northland Works	0.4%	-3.9%	12.7%	9.1%	62.9%
West Central Regional Development Coalition	4.0%	-7.1%	11.4%	8.8%	57.7%
7 Rivers Region	1.9%	-1.0%	14.3%	10.6%	53.0%
Southwest/ South Central GROW	4.1%	-8.1%	13.5%	10.7%	52.3%

Regional Workforce Alliance of Southeastern Wisconsin

—Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha counties

Population

The Southeast Wisconsin regional area has the largest population of any GROW region. At almost 2 million residents, it has almost 800,000 more people than the next largest area, New North. The population in the region grew 2.4 percent from 2000 to 2006. Although the 2.4 percent increase was the slowest among the seven GROW regions, its 53,543 new residents in the seven-county area, was second only to the New North area in numeric population growth.

Unemployment Rate

The region's 2006 annual unemployment rate of 5.1 percent was four-tenths of a percentage point higher than the State's average of 4.7 percent. Southeast Wisconsin was tied for the second highest unemployment rate among all seven regions. Northland had the highest rate at 5.7 percent, while Southwest/South Central had the lowest at 4.0 percent. The 2006 annual rate is also 0.4 percentage points higher than its 2001 rate of 4.7 percent.

Labor Force Participation Rate (LFPR)

At 67.7 percent in 2005, the Southeast Wisconsin LFPR was the second lowest in the State. The only area that had a lower participation rate was the Northland Works region located in northwest Wisconsin. When compared to 2001, there was a 3.3 percent point decline. The decline is similar to falling rates across the State. Demographic changes led to most of the decline in the region following national trends of an aging residents.

Poverty Rates

The poverty rate for Southeast Wisconsin, 16.7 percent, was the highest among all regions. Southeast Wisconsin includes three of the largest cities in the State which helps fuel the higher poverty rate as large metropolitan areas tend to have higher poverty rates than rural areas.

Educational Attainment

More than one-half of the region's population ages 25 and older has at least some post-secondary education. At 54.3 percent, Southeast Wisconsin is second only to the South Central/Southwest region in post-secondary educational attainment.

Nonfarm Jobs

As might be expected from the region with the highest population, Southeast Wisconsin has the largest number of jobs. With almost 1 million jobs in the seven-county area, the region has 400,000 more jobs than the New North, which has about 600,000 jobs. The percentage of total jobs lost between 2001 and 2005 was 1.7 percent on a net basis. The Southeast region was the only region that showed a net decrease in total jobs between 2001 and 2005.

Manufacturing Jobs

Manufacturing employment in the Southeast region is highest of any GROW region. At 173,237, it has more than 30,000 more positions in manufacturing than the next highest region, New North. Unfortunately, manufacturing jobs are declining throughout the State and the Southeast region is no exception. From 2001 to 2005, Southeastern Wisconsin lost 12.0 percent of its manufacturing jobs. This is the proportional loss among all regions.

Average Annual Wage

The average annual wage paid by Southeast employers was $39,271 in 2005. This is the highest wage paid in the seven regions. The average wage has grown 12.4 percent from 2001 to 2005. While a good growth rate, only West Central had a slower percentage increase. The slow increase may be because the Southeast already possesses the highest wage rate, but the slower growth may also be explained in part because of the high number of higher than average paying manufacturing jobs that have been lost over this four-year period.

Per Capita Personal Income (PCPI)

As well as having the highest average wage, the Southeast region also had the highest per capita personal income. At $35,256, it is more than $2,000 higher than the next highest region, the Southwest/South Central region. While the Southeastern region currently has the highest PCPI, its rate of growth since 2001 has not kept up with the rest of the State. From 2001 to 2005, the rate of increase was only 7.9 percent. This was the lowest rate among all seven regions. Four of the regions showed a growth rate over ten percent, while the other two regions' rates increased over eight percent.

Median Household Income

The region's estimated median household income in 2000 was $46,675 exceeding the national average as well as being the highest of the seven GROW regions. Its growth in this measure was 44.4 percent since 1990, which was the slowest regional growth in Wisconsin.

New North

—Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Shawano, Sheboygan, Waupaca, Waushara and Winnebago counties

Population

At just over 1.2 million residents, the New North's 17-county region accounts for one-fifth of Wisconsin's total population base. It is the state's largest region in number of counties. Its five-year population growth rate was 4.5 percent making it one of the faster growing regions in Wisconsin. Population growth has been heavier in the region's metropolitan counties, which makes sense that the region's metropolitan counties comprise three-quarters of the New North population base.

Unemployment Rate

The region's 2006 annual average unemployment rate, 4.7 percent, was equal to the statewide average. Its 2006 rate was five-tenths of a percentage point higher than it was in 2001. Only one of the state's seven regions had a lower unemployment rate compared to 2001. This resembles a national trend.

Labor Force Participation Rate (LFPR)

At 71.3 percent in 2005, the New North LFPR is among Wisconsin's highest; a state renowned for high LFPR. The region's LFPR has typically been at or above the statewide average and significantly higher than the national average. Its 3.3 percent point decline when compared to year 2001 resembles falling participation seen throughout the state. While it is difficult to pinpoint absolute reasons for falling LFPR, it is likely attributed to the shrinking manufacturing employment base as well as its demographics, which are presenting an increasingly older population.

Poverty Rate

The region's poverty rate in 2004, 8.9 percent, was Wisconsin's lowest, though, like every other region it has risen in comparison to the poverty rate in 2001. Its poverty rate has risen two percent points compared to 2001.

Educational Attainment

In year 2000, close to 19 percent of New North population ages 25 and older had a bachelor's degree or higher educational attainment and almost 46 percent had pursued at least some post-secondary education. Both of these ratios rose compared to figures from 1990, particularly the "some post-secondary" attainment category with a gain of almost ten percent points.

Nonfarm Jobs

The 2005 annual average number of jobs in the New North was just over 590,000 jobs equaling about 22 percent of the state's total job base. It is the state's second largest regional job base ranking below the southeast portion of the state. Net job growth since 2001 has been 1.3 percent centered in services-providing sectors' job growth.

Manufacturing Jobs

The New North possesses the state's second-largest manufacturing job base with 141,000 jobs in 2005. While manufacturing is the region's largest employing industry sector, it has shed almost 11 percent of its jobs, on a net basis, compared to 2001. Every Wisconsin region has reported a net loss of manufacturing jobs as the state and nation also have when compared to 2001 employment levels

Average Annual Wage

The average wage paid by New North employers was $34,311 in 2005. This was in line with the statewide average reflecting the metropolitan (and thus higher wage) composition of the region's labor market. Its non-inflation adjusted average wage growth since 2001 was 12.6 percent.

Per Capita Personal Income (PCPI)

Its PCPI of $31,240 in 2004 places the New North in the middle of the regional pack for this measure. Its figure is below the state and national averages. PCPI growth of 10.8 percent (not inflation adjusted) since 2001 is one of four regions to measure double digit growth.

Median Household Income

The region's estimated median household income in 2000 was $44,656 exceeding both statewide and national measures. Higher household income, in the face of the region's lower than average annual wage, speaks to its higher labor force participation rate and a higher number of workers per household. Growth in this household income measure was about 52 percent (not inflation adjusted) compared to 1990.

North Central GROW Partnership

—Adams, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Vilas and Wood counties

Population

The North Central GROW region had a population of almost 424,000 in 2006. The region's population grew 3.6 percent since 2001, ranking fifth highest among the seven GROW regions. Most of the growth was centered in Marathon County, where the area's largest urban area, The City of Wausau, is located.

Unemployment Rate

The region's 2006 annual average unemployment rate of 5.1 percent was higher than the statewide average and was five-tenths of a percentage point higher than it was in 2001. Only one of the seven GROW regions had a lower unemployment rate compared to their respective 2001 unemployment rates.

Labor Force Participation Rate (LFPR)

At 68 percent in 2005, the North Central LFPR is relatively low in a state renowned for having a high LFPR. However, North Central's abundance of scenic areas has attracted affluent retirees to several of its counties. They increase the 16 and older population, but don't participate in the labor force, which lowers the overall rate. North Central's 3.2 percent point decline compared to year 2001 resembles falling LFPR across the state. This is most likely related to demographic changes, as the area's population grows increasingly older following national trends, and retirees continue to migrate into the area.

Poverty Rate

The region's poverty rate in 2004 was the third lowest among the GROW regions. Like every other region, the rate is higher than it was in 2001. North Central's poverty rate has risen 1.6 percent points from 2001. Only one region had slower growth in the poverty rate.

Educational Attainment

About 44 percent of North Central's "25 and older" population had at least some post-secondary educational attainment in 2000, and almost 18 percent had at least a bachelor's degree. Both of these ratios remain among the lowest of the GROW regions. Rates rose by a fairly average amount in both attainment ratios compared to figures from 1990.

Nonfarm Jobs

The annual average number of jobs in North Central in 2005 totaled almost 198,000. It ranks fourth highest out of the seven GROW regions. However, net job growth since 2001 has been relatively slow, at 1.2 percent. Much of the gain was in the service providing sector, especially the rapidly expanding health services industry.

Manufacturing Jobs

Manufacturing employment in North Central, at about 37,500, ranks the area fourth highest amongst the seven GROW regions and it is still the largest single sector of employment in the region. However, manufacturing in North Central has shed almost ten percent of its jobs on a net basis compared to 2001. Most regions have reported a net loss of manufacturing jobs as have the state and nation.

Average Annual Wage

The average wage paid by North Central employers was $32,342 in 2005. North Central's annual average wage was the median for the seven GROW regions, with three areas paying higher wages, and three lower. Its non-inflation adjusted average wage growth since 2001 was 12.8 percent, third fastest of all the GROW regions.

Per Capita Personal Income (PCPI)

North Central's PCPI of $29,407 in 2004 ranks fourth highest amongst the seven GROW regions. Its PCPI is below the state and national averages, however it's important to remember that in addition to being largely rural, North Central also has a high proportion of retirement-aged residents. Many of these residents rely on income sources that are typically lower than that gained from employment, like social security payments, which lowers the overall PCPI in the area. However, PCPI growth was 10.9 percent, fastest of all the GROW regions, which points to a growing number of affluent retirees moving into the area, many from Minnesota and Illinois.

Median Household Income

The region's estimated median household income in 2000 of $40,854 was below the median values in both the state and the nation. Growth in household income was 50.4 percent, second slowest growth of Wisconsin's seven GROW regions.

<u>Northland Works</u> (Wisconsin counties only)
—Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn counties

Population

The total population for the group of counties in the Northland Works area increased only 2.6 percent from 2001 to 2006, second slowest of the GROW areas. Included in the region are some of the faster and slower growing counties in the state. The region's population is increasing, not from births outnumbering deaths, but from individuals moving into the area. The region, with 186,465 residents, has the smallest population of the state's seven regions, but it covers the largest geographic area.

Unemployment Rate

Unemployment rates in the Northland Works region vary significantly with the seasons from high rates over the winter months that are nearly double the lower rates of the late summer months. Because of the very high rates that occur over a longer period during the winter, the annual average unemployment rate tends to be much higher than in other regions. In fact, the regional rate of 5.7 percent is the highest among the seven GROW regions.

Labor Force Participation Rate (LFPR)

The LFPR in the Northland Works area is the lowest of the regions in Wisconsin, but has declined the least since 2001. The LFPR is lower in the region for several reasons: a higher ratio of elderly residents that often choose not to participate in the labor force; and participation drops significantly during winter months when there are fewer jobs lowering the annual average estimate of employed and the LFPR.

Poverty Rate

The region's poverty rate of 12.3 percent is second highest among GROW regions and has increased since 2001. The region's poverty rate reflects individuals living on fixed incomes (lack of labor force participation) and lower wages in the region.

Educational Attainment

Only 15.5 percent of the region's population aged 25 years or older holds a Bachelor's degree, the lowest ratio among the state's regions. Most of the population with a degree work in education and health care services occupations since other employment opportunities that require a degree are somewhat limited. The share of residents with at least some post-secondary education increases to 43.6 percent, but even this ratio is the lowest of the seven regions. The increase in population with a post-secondary education since 1990 was 9.7 percent points, average in the state, but the increase of only 2.9 percent points for Bachelor degree holders was the lowest in the state.

Nonfarm Jobs

The Northland Works region, covering the largest geography, had only 69,200 nonfarm jobs in 2005. That number is roughly half (51%) the number of jobs in the next lowest area of the state, only 7.1 percent of the number of jobs in the highest region, and less than three percent of all the jobs in Wisconsin. Roughly five percent of regional jobs are affected by winter down-sizing contributing to the region's high unemployment rate.

Manufacturing Jobs

Manufacturing jobs represent 18.5 percent of all jobs with regional employers, slightly higher than the ratio statewide. Most of these jobs are in the southern portion of the region and nearly one-quarter are with wood products manufacturers. As a consequence of so many jobs in wood products manufacturing, and the strong construction market nationwide, the region lost fewer manufacturing jobs since 2001 than other regions of the state. Manufacturing jobs declined 3.9 percent in the Northland Works region, less than half the loss recorded in most other regions.

Average Annual Wage

The annual average wage of $26,879 paid by Northland Works employers is the lowest in the state and only 76 percent of annual average wages statewide. The lower wage reflects the reduced hours of workers laid off during the winter months, a higher share of part-time employment as well as lower hourly wages in many occupations. The increase of 12.7 percent since 2001 was slightly better than the increase statewide.

Per Capita Personal Income (PCPI)

The PCPI in 2004 of $24,399 increased only 9.1 percent since 2001, less than the increase in Wisconsin of 9.4 percent and less than the increase in four of the seven regions. The PCPI is the lowest among the state's regions.

Median Household Income

Although growth of 62.9 percent since 1990 in median household income is better than in all other regions of the state it remains the lowest in the state at $34,034.

West Central Regional Development Coalition
—Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, and St. Croix counties

Population

West Central is the fastest growing region in Wisconsin, at 7.9 percent population growth since 2001. However, most of the growth is concentrated in the counties located just across the Minnesota state border from the Twin Cities. Skyrocketing land prices near the Cities, and the appeal of living in a rural area while still having access to higher paying urban jobs has fueled growth in Wisconsin's nearby border counties. West Central is fourth highest of the seven GROW regions in terms of total population with close to 454,000 residents.

Unemployment Rate

The region's 2006 annual average unemployment rate of 4.8 percent was only slightly higher than the statewide average. Its 2006 rate was four-tenths of a percentage point higher than it was in 2001. Only one of the seven regions had a lower unemployment rate in 2006 compared to 2001.

Labor Force Participation Rate (LFPR)

At 71 percent in 2005, the West Central LFPR is among Wisconsin's highest in a state renowned for a high LFPR. In fact, were it not for the effects of the sizeable student population at the three state universities located in West Central, the rate would probably be even higher. Its three percent point decline compared to year 2001 resembles falling LFPR across the state. This is most likely related to demographic changes as the area's population grows increasingly older following national trends.

Poverty Rate

The region's poverty rate in 2004 was the median among the GROW regions, with three higher and three lower. Like every other region, the rate is higher than it was in 2001. West Central's poverty rate has risen 1.9 percent points compared to 2001.

Educational Attainment

Almost half of West Central's "25 and older" population had at least some post-secondary educational attainment in 2000, and over 20 percent had at least a bachelor's degree. Both of these ratios rank West Central third highest among the seven GROW regions. Rates rose in both ratios compared to figures from 1990 and growth in the "some secondary education" category was fastest in the state at 11 percent.

Nonfarm Jobs

The annual average total number of jobs in West Central in 2005 was almost 176,000. It ranks fifth highest out of the seven GROW regions. However, net job growth since 2001 has been 4.0 percent—only one GROW region had a higher job growth rate, the Southwest/South Central region, at 4.1 percent. Most of the gain was in the services-providing sectors led by West Central's booming healthcare industry.

Manufacturing Jobs

Though manufacturing employment in West Central, at about 33,700 jobs, ranks the area fifth amongst the seven GROW regions, manufacturing is still the largest single sector of employment in the region. Manufacturing in West Central has shed over seven percent of its jobs, on a net basis, compared to 2001. Most regions have reported a net loss of manufacturing jobs just as the state and nation have.

Average Annual Wage

The average annual wage paid by West Central employers was $29,533 in 2005. Though much of West Central is still rural, only the very rural Northland GROW region had a lower average wage. Its non-inflation adjusted average wage growth since 2001 was 11.4 percent, slowest among all the GROW regions.

Per Capita Personal Income (PCPI)

West Central's PCPI of $27,898 in 2004 ranks fifth highest amongst the seven GROW regions. Its PCPI is below the state and national averages. However, it's important to remember that in addition to being largely rural, West Central also has three state universities. Of the students that do work, many only work part-time, often in low paying jobs. But regardless of this fact, they are still included in the total population, used as the denominator in determining PCPI, which contributes to a lower per capita income. PCPI growth of 8.8 percent (not inflation adjusted) since 2001 was slow compared to other regions—only the Southeastern region measured a slower growth rate.

Median Household Income

The region's estimated median household income in 2000 of $42,024 exceeded the national level, though it was still lower than the statewide median. Growth in household income compared to the 1990 decennial figure was almost 58 percent, second highest of Wisconsin's seven GROW regions.

<u>Seven Rivers Region</u> (Wisconsin counties only)
—Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon counties

Population

About one in twenty Wisconsin residents resides in the Seven Rivers region. The total population of the Seven Rivers region increased by 3.8 percent from 2001 to 2006, third slowest of the GROW areas and slower than the statewide growth during the same time period (4.7 percent). During this period the region accounted for 4.2 percent of the state's total population growth. The fastest rates of growth were measured in Monroe and Juneau counties; the presence of Fort McCoy in Monroe and emergence of Juneau as a county in which to retire in is spurring much of this growth. The region's population is increasing, but the lion's share of growth is not from births outnumbering deaths, but from net migration of those moving into the area. The region, with 290,299 residents, has the second smallest population of the state's seven GROW regions.

Unemployment Rate

While all counties in the Seven Rivers region experience unemployment rates that vary with the seasons, the most significant seasonal variance occurs in counties such as Monroe, Juneau, Trempealeau, and Jackson where tourism, manufacturing production schedules, and military training vary throughout the year. The metropolitan county of La Crosse noticed some seasonal variation, but said variation is less pronounced than in the surrounding, rural counties. The region's 2006 unemployment rate, 4.3 percent, was four-tenths of a percentage point lower than the statewide average. Its 2006 rate was two-tenths of a percentage point lower than it was in 2001. Seven Rivers was the only one of the state's seven GROW regions that had a lower unemployment rate compared to 2001.

Labor Force Participation Rate (LFPR)

At 70.4 percent, the LFPR in the Seven Rivers region is right in the middle of Wisconsin's seven GROW regions (three regions with higher LFPR and three regions with lower). Though LFPR has declined, it has declined relatively slowly in this region (the second slowest decline, regionally, since 2001). The region's LFPR is declining because of the of increasing number of area residents retiring or nearing retirement and because several counties in the region are attracting retired people from other areas to move into the region.

Poverty Rate

At 11.5 percent, it is third highest among GROW regions. The rate reflects a high number of individuals living on fixed incomes in outlying areas as well as the relatively lower wages paid in the region.

Educational Attainment

Only 17.4 percent of the region's population aged 25 years or older holds a Bachelor's degree, the second lowest ratio among the state's GROW regions. The share of residents with some post-secondary education increased to 45.9 percent, this ratio is somewhat better at third lowest among the seven regions. The increase in population with a post-secondary education since 1990 was nine percent points, the second lowest increase among the seven GROW regions. The bachelor degree holder rate of increase was also second lowest in the state at 3.1 percent points.

Nonfarm Jobs

The Seven Rivers region, had 135,506 nonfarm jobs in 2005, about five percent of all jobs in Wisconsin and equal to the area's share of the state's population. Since 2001, the area's job total increased by 1.9 percent, much of the increase was centered in service-providing industries—most notably in the health services sector.

Manufacturing Jobs

Manufacturing jobs represent 17.7 percent of all jobs with regional employers, about one percent lower than the ratio statewide. A noticeable portion of these jobs are in reasonable proximity of the interstate highway system that cuts through the region. Some of the key manufacturing industries in the area are food and beverage production, machinery manufacturing, fabricated metals, and furniture manufacturing. Manufacturing jobs declined one percent in the Seven Rivers region—the smallest relative decline among the state's seven GROW regions, and one-twelfth the decline recorded in the state's hardest hit region, the Regional Workforce Alliance of Southeastern Wisconsin

Average Annual Wage

The annual average wage of $30,013 paid by Seven Rivers region employers is the third lowest in the state and only 85 percent of annual average wages statewide, however the increase of 14.3 percent since 2001 was the fastest rate of increase among the seven GROW regions.

Per Capita Personal Income (PCPI)

The PCPI, which is the result of dividing the region's population, including the large share of fixed-income elderly, by the region's total personal income, which is 61 percent employment earnings, is the second lowest among the state's regions. The PCPI in 2004 of $27,075 increased 10.6 percent since 2001, somewhat higher than the increase in Wisconsin of 9.4 percent and right in the middle of PCPI growth rates among the seven regions.

Median Household Income

Although growing 53 percent since 1990, the Seven Rivers region remains one of only two regions with a median household income below $40,000 ($37,370) as of 2000.

Southwest/South Central GROW

—Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, Lafayette, Marquette, Richland, Rock and Sauk counties

Population

With nearly 1.1 million residents, this region accounts for 19 percent of the state's residents. Between 2000 and 2006, this area added almost 65,000 residents, accounting for nearly 27 percent of the state's total population growth, and greater numerical growth than any other region in the state. This translates to 5.4 percent population growth between 2001 and 2006, a good deal faster than the state and the second-fastest among the regions. Dane and Rock counties continue to be very distinct population centers with large numerical growth driving indigenous population growth and relying less heavily on in-migration than many parts of the state.

Unemployment Rate

In 2006, the Southwest/South Central region's unemployment rate was lower than any other in Wisconsin. Unemployment rates tend to be lower in highly suburbanized areas and higher in remote rural areas as well as in city centers. Dane County almost always reports one of the lowest (and usually the lowest) unemployment rates in the state.

Labor Force Participation Rate

The high labor force participation rate (74.1%) in Southwest/South Central Wisconsin is probably attributable, at least in part to age demographics, wages, and the occupational mix of the job market. High wages, low unemployment rates and high concentrations of professional and technical jobs contribute to high participation rates. The exception to this rule is Marquette County, where these factors are not nearly as prevalent as they are elsewhere in the region.

Poverty Rate

The Southwest/South Central region's 2004 poverty rate (9.4 percent) was among the lower of Wisconsin's regions. Rural counties like Grant, Marquette and Richland tended to have higher poverty rates while counties with heavy outbound commuting, like Jefferson and Columbia, had lower poverty rates.

Educational Attainment

Higher educational attainment can be seen in the region's high share of residents with a Bachelor's degree or higher and high share of residents with some post-secondary education. Residents with a Bachelor's degree or higher are more concentrated in Dane County, where occupational mix and industry mix offer more opportunities for workers with such academic credentials.

With lower concentrations of professional and managerial jobs, Dodge, Lafayette and Marquette counties had much lower concentrations of residents with Bachelor's degrees or higher attainment.

Non-farm Jobs

In 2005, the region's employers reported over 545,000 total jobs or over 20 percent of Wisconsin's jobs. This reflects increases of nearly 22,000 jobs or 4.1 percent growth over the employment reports from 2001. Only two Wisconsin regions reported a greater number of jobs in 2005 and no Wisconsin region added jobs in greater numbers or at a faster pace. Counties like Dane and Sauk faired better than counties with higher concentrations of manufacturing or more rural area.

Manufacturing Jobs

To say that the 84,000 manufacturing jobs constitute 15.4 percent of the region's total reported employment may simultaneously overstate and understate this sector's footprint. Manufacturing accounted for fewer than one job in ten in Dane and Iowa counties while it provided roughly three of every ten jobs in Jefferson, Marquette, Richland and Dodge counties. Like all areas of the state, the Southwest/South Central region shed manufacturing jobs from 2001 to 2005.

Average Annual Wage

In 2005 Southwest/South Central Wisconsin's employers reported average annual wages of $35,221. Without adjusting for inflation, this was 13.5 percent higher than the average annual wage in 2001. While two more thoroughly suburbanized regions of the state had higher average wage levels, only one region had faster growth between 2001 and 2005.

Per Capita Personal Income

With per capita personal income that is both high ($33,017 in 2004) and fast-growing, (up 10.7 percent since 2001), Southwest/South Central Wisconsin is among the strongest in the state by this measure. A higher paying industry mix and occupation mix often give suburban and exurban areas higher PCPI than rural areas.

Median Household Income

Estimates based on the 2000 Census suggest median household income of $45,939 for Southwest/South Central Wisconsin, among the highest of any Wisconsin region. Some regions with faster proportional growth compared to figures from 1990 started from lower bases, so even with more moderate growth rates, Southwest/South Central Wisconsin maintained its lead.

The 2005-2010 Job Outlook for Wisconsin's GROW Regions

The region projected to grow the fastest over the 2005-2010 period is the Regional Workforce Alliance of Southeastern Wisconsin with seven percent growth. This area will also have the largest number of total job openings with 186,200.

Growth in the other six regions will range from five to six percent. In these six areas, the number of total job openings varies from 12,300 in Northland Works to 99,100 in New North.

In each region, the industry sector adding the most new jobs will be education and health services. The number of new jobs in this sector ranges from 1,700 in Northland Works to almost 23,000 in the Regional Workforce Alliance of Southeastern Wisconsin.

On the occupational side, service occupations will offer the most job openings followed by professional and related occupations. The area with the most openings in both of these occupational groups is the Regional Workforce Alliance with 45,200 in service occupations and 39,200 in professional jobs.

Wisconsin and GROW Area Projections, 2005-2010

Area	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Percentage Change	2005-2010 New Jobs	2005-2010 Replacements(2)	2005-2010 Total Openings(3)	% of Openings from New Jobs	% of Openings from Replacements
Wisconsin Statewide	**2,846,060**	**3,017,280**	**6%**	**171,220**	**359,750**	**530,970**	**32%**	**68%**
Regional Workforce Alliance of Southeastern Wisconsin	1,001,840	1,069,680	7%	67,840	118,250	186,090	36%	64%
New North	598,030	625,610	5%	27,580	71,550	99,130	28%	72%
North Central GROW Partnership	200,200	212,690	6%	12,490	24,150	36,640	34%	66%
Northland Works (WI Portion)	70,170	73,740	5%	3,570	8,750	12,320	29%	71%
West Central Regional Development Coalition	176,920	185,770	5%	8,850	21,600	30,450	29%	71%
Seven Rivers Region Workforce Development Partnership (WI Portion)	136,180	143,180	5%	7,000	16,750	23,750	29%	71%
Southwest/South Central GROW	553,640	580,710	5%	27,070	65,050	92,120	29%	71%

Notes:

(1) Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.
Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.
The sum of employment in the Workforce Development Areas differs from the Wisconsin Statewide numbers.
This is because a geographic breakdown is not available for all jobs.

(2) Replacements are an estimate of the number of jobs 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 from people permanently changing occupations.
For example, a person leaves their job as a cashier and becomes a truck driver. Openings resulting from people changing employers but staying in the same occupation are not included.

(3) Total openings are the sum of new jobs and replacements.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

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Regional Workforce Alliance of Southeastern Wisconsin
Major Sector Industry Employment Projections, 2005-2010

Industry Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Employment Change	2005-2010 Percentage Change
Total, Nonfarm Industries (Without Self-Employed and Unpaid Family Workers)	**1,001,840**	**1,069,680**	**67,840**	**7%**
Construction/Mining/Natural Resources	42,160	46,490	4,330	10%
Manufacturing	173,250	173,000	(250)	0%
Trade	150,040	157,630	7,590	5%
Transportation and Utilities (Including US Postal)	40,570	43,560	2,990	7%
Financial Activities	62,460	66,830	4,370	7%
Education and Health Services (Including State and Local Gov Educ and Hosp)	202,300	224,960	22,660	11%
Leisure and Hospitality	88,820	93,770	4,950	6%
Information/Prof Services/Other Services	195,320	212,020	16,700	9%
Government (Excluding US Postal, State and Local Educ and Hosp)	46,920	51,420	4,500	10%

Notes:

(1) Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.
Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

(2) Local government employment includes tribal owned operations.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

Regional Workforce Alliance of Southeastern Wisconsin
Occupational Group Summary, Employment Projections, 2005-2010

Occupational Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Percentage Change	2005-2010 New Jobs	2005-2010 Replace-ments(2)	2005-2010 Total Openings(3)	% of Openings from New Jobs	% of Openings from Replace-ments
Total, All Occupations	**1,001,810**	**1,069,680**	**7%**	**67,870**	**118,300**	**186,170**	**36%**	**64%**
Management/Business/Financial	79,250	86,910	10%	7,660	7,200	14,860	52%	48%
Professional and Related	187,320	208,580	11%	21,260	17,900	39,160	54%	46%
Service	195,290	213,110	9%	17,820	27,400	45,220	39%	61%
Sales and Related	92,650	97,820	6%	5,170	15,250	20,420	25%	75%
Office and Administrative Support	175,600	179,480	2%	3,880	19,850	23,730	16%	84%
Farming, Fishing, and Forestry	770	880	14%	110	100	210	52%	48%
Construction and Extraction	36,650	40,390	10%	3,740	3,600	7,340	51%	49%
Installation, Maintenance, and Repair	36,380	38,840	7%	2,460	4,150	6,610	37%	63%
Production	124,680	126,650	2%	1,970	14,850	16,820	12%	88%
Transportation and Material Moving	73,220	77,020	5%	3,800	7,950	11,750	32%	68%

Notes:

(1) Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.
Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

(2) Replacements are an estimate of the number of jobs 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 from people permanently changing occupations.
For example, a person leaves their job as a cashier and becomes a truck driver. Openings resulting from people changing employers but staying in the same occupation are not included.

(3) Total openings are the sum of new jobs and replacements.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

New North
Major Sector Industry Employment Projections, 2005-2010

Industry Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Employment Change	2005-2010 Percentage Change
Total, Nonfarm Industries (Without Self-Employed and Unpaid Family Workers)	**598,030**	**625,610**	**27,580**	**5%**
Construction/Mining/Natural Resources	33,260	37,130	3,870	12%
Manufacturing	140,940	137,680	(3,260)	-2%
Trade	86,160	90,310	4,150	5%
Transportation and Utilities (Including US Postal)	27,640	29,040	1,400	5%
Financial Activities	29,570	31,170	1,600	5%
Education and Health Services (Including State and Local Gov Educ and Hosp)	101,320	111,880	10,560	10%
Leisure and Hospitality	54,830	58,990	4,160	8%
Information/Prof Services/Other Services	89,760	93,790	4,030	4%
Government (Excluding US Postal, State and Local Educ and Hosp)	34,550	35,620	1,070	3%

Notes:
(1) Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.
Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

(2) Local government employment includes tribal owned operations.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

New North
Occupational Group Summary, Employment Projections, 2005-2010

Occupational Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Percentage Change	2005-2010 New Jobs	2005-2010 Replace-ments(2)	2005-2010 Total Openings(3)	% of Openings from New Jobs	% of Openings from Replace-ments
Total, All Occupations	**598,030**	**625,610**	**5%**	**27,580**	**71,550**	**99,130**	**28%**	**72%**
Management/Business/Financial	41,820	44,850	7%	3,030	3,850	6,880	44%	56%
Professional and Related	96,110	104,630	9%	8,520	9,200	17,720	48%	52%
Service	111,000	119,520	8%	8,520	16,200	24,720	34%	66%
Sales and Related	54,440	56,990	5%	2,550	9,250	11,800	22%	78%
Office and Administrative Support	95,920	96,650	1%	730	10,900	11,630	6%	94%
Farming, Fishing, and Forestry	780	820	5%	40	100	140	29%	71%
Construction and Extraction	29,020	31,920	10%	2,900	2,850	5,750	50%	50%
Installation, Maintenance, and Repair	25,540	26,880	5%	1,340	2,900	4,240	32%	68%
Production	93,110	91,320	-2%	0	10,900	10,900	0%	100%
Transportation and Material Moving	50,290	52,030	3%	1,740	5,400	7,140	24%	76%

Notes:
(1) Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.
Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

(2) Replacements are an estimate of the number of jobs 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 from people permanently changing occupations. For example, a person leaves their job as a cashier and becomes a truck driver. Openings resulting from people changing employers but staying in the same occupation are not included.

(3) Total openings are the sum of new jobs and replacements.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

North Central GROW Partnership
Major Sector Industry Employment Projections, 2005-2010

Industry Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Employment Change	2005-2010 Percentage Change
Total, Nonfarm Industries (Without Self-Employed and Unpaid Family Workers)	**200,200**	**212,690**	**12,490**	**6%**
Construction/Mining/Natural Resources	9,040	9,840	800	9%
Manufacturing	37,350	37,440	90	0%
Trade	34,790	36,840	2,050	6%
Transportation and Utilities (Including US Postal)	10,720	11,260	540	5%
Financial Activities	12,290	13,020	730	6%
Education and Health Services (Including State and Local Gov Educ and Hosp)	40,660	46,000	5,340	13%
Leisure and Hospitality	17,840	19,320	1,480	8%
Information/Prof Services/Other Services	24,340	25,820	1,480	6%
Government (Excluding US Postal, State and Local Educ and Hosp)	13,170	13,150	(20)	0%

Notes:
(1) Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.
Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

(2) Local government employment includes tribal owned operations.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

North Central GROW Partnership
Occupational Group Summary, Employment Projections, 2005-2010

Occupational Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Percentage Change	2005-2010 New Jobs	2005-2010 Replace-ments(2)	2005-2010 Total Openings(3)	% of Openings from New Jobs	% of Openings from Replace-ments
Total, All Occupations	**200,200**	**212,690**	**6%**	**12,490**	**24,150**	**36,640**	**34%**	**66%**
Management/Business/Financial	14,170	15,290	8%	1,120	1,300	2,420	46%	54%
Professional and Related	35,600	39,740	12%	4,140	3,450	7,590	55%	45%
Service	37,380	40,600	9%	3,220	5,450	8,670	37%	63%
Sales and Related	18,190	18,950	4%	760	3,150	3,910	19%	81%
Office and Administrative Support	34,100	34,880	2%	780	3,900	4,680	17%	83%
Farming, Fishing, and Forestry	330	350	6%	20	50	70	29%	71%
Construction and Extraction	8,480	9,140	8%	660	800	1,460	45%	55%
Installation, Maintenance, and Repair	7,750	8,350	8%	600	900	1,500	40%	60%
Production	24,450	24,590	1%	140	3,000	3,140	4%	96%
Transportation and Material Moving	19,750	20,800	5%	1,050	2,150	3,200	33%	67%

Notes:
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(2) Replacements are an estimate of the number of jobs 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 from people permanently changing occupations.
For example, a person leaves their job as a cashier and becomes a truck driver. Openings resulting from people changing employers but staying in the same occupation are not included.

(3) Total openings are the sum of new jobs and replacements.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

Northland Works (Wisconsin Portion Only)
Major Sector Industry Employment Projections, 2005-2010

Industry Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Employment Change	2005-2010 Percentage Change
Total, Nonfarm Industries (Without Self-Employed and Unpaid Family Workers)	**70,170**	**73,740**	**3,570**	**5%**
Construction/Mining/Natural Resources	3,580	3,920	340	9%
Manufacturing	12,820	12,620	(200)	-2%
Trade	11,040	11,070	30	0%
Transportation and Utilities (Including US Postal)	3,850	3,810	(40)	-1%
Financial Activities	2,330	2,450	120	5%
Education and Health Services (Including State and Local Gov Educ and Hosp)	13,490	15,180	1,690	13%
Leisure and Hospitality	8,030	8,680	650	8%
Information/Prof Services/Other Services	6,970	7,710	740	11%
Government (Excluding US Postal, State and Local Educ and Hosp)	8,060	8,300	240	3%

Notes:
(1) Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.
Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

(2) Local government employment includes tribal owned operations.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

Northland Works (Wisconsin Portion Only)
Occupational Group Summary, Employment Projections, 2005-2010

Occupational Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Percentage Change	2005-2010 New Jobs	2005-2010 Replace-ments(2)	2005-2010 Total Openings(3)	% of Openings from New Jobs	% of Openings from Replace-ments
Total, All Occupations	**70,170**	**73,740**	**5%**	**3,570**	**8,750**	**12,320**	**29%**	**71%**
Management/Business/Financial	4,310	4,630	7%	320	400	720	44%	56%
Professional and Related	11,540	12,760	11%	1,220	1,150	2,370	51%	49%
Service	15,840	17,210	9%	1,370	2,350	3,720	37%	63%
Sales and Related	6,590	6,690	2%	100	1,150	1,250	8%	92%
Office and Administrative Support	10,270	10,340	1%	70	1,200	1,270	6%	94%
Farming, Fishing, and Forestry	230	230	0%	0	50	50	0%	100%
Construction and Extraction	3,480	3,730	7%	250	350	600	42%	58%
Installation, Maintenance, and Repair	2,700	2,770	3%	70	300	370	19%	81%
Production	8,460	8,430	0%	0	1,050	1,050	0%	100%
Transportation and Material Moving	6,780	6,950	3%	170	750	920	18%	82%

Notes:
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Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

(2) Replacements are an estimate of the number of jobs 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 from people permanently changing occupations.
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(3) Total openings are the sum of new jobs and replacements.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

West Central Regional Development Coalition
Major Sector Industry Employment Projections, 2005-2010

Industry Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Employment Change	2005-2010 Percentage Change
Total, Nonfarm Industries (Without Self-Employed and Unpaid Family Workers)	**176,920**	**185,770**	**8,850**	**5%**
Construction/Mining/Natural Resources	8,320	9,250	930	11%
Manufacturing	32,650	32,010	(640)	-2%
Trade	29,310	30,040	730	2%
Transportation and Utilities (Including US Postal)	8,440	9,000	560	7%
Financial Activities	7,200	7,420	220	3%
Education and Health Services (Including State and Local Gov Educ and Hosp)	38,170	42,060	3,890	10%
Leisure and Hospitality	17,640	18,830	1,190	7%
Information/Prof Services/Other Services	22,200	23,480	1,280	6%
Government (Excluding US Postal, State and Local Educ and Hosp)	12,990	13,680	690	5%

Notes:
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Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

(2) Local government employment includes tribal owned operations.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

West Central Regional Development Coalition
Occupational Group Summary, Employment Projections, 2005-2010

Occupational Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Percentage Change	2005-2010 New Jobs	2005-2010 Replace-ments(2)	2005-2010 Total Openings(3)	% of Openings from New Jobs	% of Openings from Replace-ments
Total, All Occupations	**176,920**	**185,770**	**5%**	**8,850**	**21,600**	**30,450**	**29%**	**71%**
Management/Business/Financial	11,820	12,650	7%	830	1,050	1,880	44%	56%
Professional and Related	31,910	34,860	9%	2,950	3,150	6,100	48%	52%
Service	36,650	39,540	8%	2,890	5,400	8,290	35%	65%
Sales and Related	17,540	17,830	2%	290	3,050	3,340	9%	91%
Office and Administrative Support	27,760	27,730	0%	0	3,200	3,200	0%	100%
Farming, Fishing, and Forestry	270	290	7%	20	50	70	29%	71%
Construction and Extraction	7,410	8,210	11%	800	750	1,550	52%	48%
Installation, Maintenance, and Repair	6,700	7,110	6%	410	750	1,160	35%	65%
Production	21,960	21,960	0%	0	2,600	2,600	0%	100%
Transportation and Material Moving	14,890	15,590	5%	700	1,600	2,300	30%	70%

Notes:
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(3) Total openings are the sum of new jobs and replacements.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

Seven Rivers Region Workforce Development Partnership (WI Portion)
Major Sector Industry Employment Projections, 2005-2010

Industry Title	2005 Estimated Employment[1]	2010 Projected Employment[1]	2005-2010 Employment Change	2005-2010 Percentage Change
Total, Nonfarm Industries (Without Self-Employed and Unpaid Family Workers)	**136,180**	**143,180**	**7,000**	**5%**
Construction/Mining/Natural Resources	5,410	5,760	350	6%
Manufacturing	23,970	23,000	(970)	-4%
Trade	21,000	22,020	1,020	5%
Transportation and Utilities (Including US Postal)	8,930	8,970	40	0%
Financial Activities	5,440	6,050	610	11%
Education and Health Services (Including State and Local Gov Educ and Hosp)	30,310	33,450	2,350	8%
Leisure and Hospitality	12,760	13,920	1,160	9%
Information/Prof Services/Other Services	15,950	17,180	1,230	8%
Government (Excluding US Postal, State and Local Educ and Hosp)	12,410	12,830	420	3%

Notes:
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(2) Local government employment includes tribal owned operations.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

Seven Rivers Region Workforce Development Partnership (Wisconsin Portion)
Occupational Group Summary, Employment Projections, 2005-2010

Occupational Title	2005 Estimated Employment[1]	2010 Projected Employment[1]	2005-2010 Percentage Change	2005-2010 New Jobs	2005-2010 Replace-ments[2]	2005-2010 Total Openings[3]	% of Openings from New Jobs	% of Openings from Replace-ments
Total, All Occupations	**136,180**	**143,180**	**5%**	**7,000**	**16,750**	**23,750**	**29%**	**71%**
Management/Business/Financial	8,910	9,770	10%	860	850	1,710	50%	50%
Professional and Related	25,120	27,470	9%	2,350	2,500	4,850	48%	52%
Service	27,230	30,020	10%	2,790	4,100	6,890	40%	60%
Sales and Related	12,740	13,020	2%	280	2,250	2,530	11%	89%
Office and Administrative Support	22,400	22,700	1%	300	2,650	2,950	10%	90%
Farming, Fishing, and Forestry	240	240	0%	0	50	50	0%	100%
Construction and Extraction	5,110	5,540	8%	430	500	930	46%	54%
Installation, Maintenance, and Repair	4,800	5,020	5%	220	550	770	29%	71%
Production	16,540	16,050	-3%	0	1,950	1,950	0%	100%
Transportation and Material Moving	13,130	13,360	2%	230	1,350	1,580	15%	85%

Notes:
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Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

Southwest/South Central GROW
Major Sector Industry Employment Projections, 2005-2010

Industry Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Employment Change	2005-2010 Percentage Change
Total, Nonfarm Industries (Without Self-Employed and Unpaid Family Workers)	**553,640**	**580,710**	**27,070**	**5%**
Construction/Mining/Natural Resources	28,330	30,430	2,100	7%
Manufacturing	84,040	82,720	(1,320)	-2%
Trade	89,020	93,580	4,560	5%
Transportation and Utilities (Including US Postal)	18,180	19,250	1,070	6%
Financial Activities	35,450	36,600	1,150	3%
Education and Health Services (Including State and Local Gov Educ and Hosp)	113,350	123,180	9,830	9%
Leisure and Hospitality	52,640	56,200	3,560	7%
Information/Prof Services/Other Services	87,570	92,210	4,640	5%
Government (Excluding US Postal, State and Local Educ and Hosp)	45,060	46,540	1,480	3%

Notes:

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(2) Local government employment includes tribal owned operations.

Information derived using the November 2004 OES Survey, 2004 and 2005 QCEW, 2004 and 2005 CES (3/2005 Benchmark), and 2004-2014 and 2005-2007 Wisconsin Projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

Southwest/South Central GROW
Occupational Group Summary, Employment Projections, 2005-2010

Occupational Title	2005 Estimated Employment(1)	2010 Projected Employment(1)	2005-2010 Percentage Change	2005-2010 New Jobs	2005-2010 Replace-ments(2)	2005-2010 Total Openings(3)	% of Openings from New Jobs	% of Openings from Replace-ments
Total, All Occupations	**553,640**	**580,710**	**5%**	**27,070**	**65,050**	**92,120**	**29%**	**71%**
Management/Business/Financial	44,130	47,420	7%	3,290	4,000	7,290	45%	55%
Professional and Related	111,530	121,010	8%	9,480	10,650	20,130	47%	53%
Service	109,430	116,830	7%	7,400	15,500	22,900	32%	68%
Sales and Related	49,370	50,550	2%	1,180	8,200	9,380	13%	87%
Office and Administrative Support	95,800	96,750	1%	950	10,700	11,650	8%	92%
Farming, Fishing, and Forestry	830	860	4%	30	150	180	17%	83%
Construction and Extraction	23,740	25,330	7%	1,590	2,250	3,840	41%	59%
Installation, Maintenance, and Repair	20,360	21,400	5%	1,040	2,300	3,340	31%	69%
Production	59,860	60,040	0%	180	7,100	7,280	2%	98%
Transportation and Material Moving	38,630	40,520	5%	1,890	4,200	6,090	31%	69%

Notes:

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Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, April 2007

Source Appendix

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