Economy Overview

Wisconsin

Emsi Q2 2016 Data Set

August 2016

West Central Wisconsin Regional Planning Commission

800 Wisconsin Street
Eau Claire, Wisconsin 54703-3606
715.836.2918

Parameters

Regions

Code	Description
55	Wisconsin

Timeframe

2001 - 2015

Datarun

2016.2 – QCEW Employees, Non-QCEW Employees, and Self-Employed

Economy Overview

Population (2015)	5,778,942
Jobs (2015)	3,065,105
Average Earnings (2016)	$54,502
COL Adjusted Average Earnings (2016)	$52,881
Unemployed (2/2016)	131,789
Completions (2014)	89,251
GRP (2014)	$284,203,126,679
Exports (2014)	$327,770,119,234
Imports (2014)	$295,736,348,089

Population

5,797,196	1.5%
2016 Population 1.8% of National	Population Growth for the Last 5 Years National Growth 3.8%

Age Group	2016 Population	% of Population
Under 5 years	350,149	6.0%
5 to 9 years	359,672	6.2%
10 to 14 years	369,356	6.4%
15 to 19 years	377,968	6.5%
20 to 24 years	396,146	6.8%
25 to 29 years	362,685	6.3%
30 to 34 years	376,693	6.5%
35 to 39 years	348,526	6.0%
40 to 44 years	343,807	5.9%
45 to 49 years	362,336	6.3%
50 to 54 years	416,554	7.2%
55 to 59 years	427,381	7.4%
60 to 64 years	379,812	6.6%
65 to 69 years	305,148	5.3%
70 to 74 years	221,453	3.8%
75 to 79 years	157,859	2.7%
80 to 84 years	115,307	2.0%
85 years and over	126,342	2.2%

Jobs by Industry

3,101,608	50.8%	49.2%
Total Jobs (2016)	Male (National: 51.4%)	Female (National: 48.6%)

NAICS	Industry	2016 Jobs
11	Crop and Animal Production	55,803
21	Mining, Quarrying, and Oil and Gas Extraction	3,513
22	Utilities	10,661
23	Construction	146,516
31	Manufacturing	472,956
42	Wholesale Trade	126,105
44	Retail Trade	317,130
48	Transportation and Warehousing	104,682
51	Information	49,622
52	Finance and Insurance	126,826
53	Real Estate and Rental and Leasing	31,212
54	Professional, Scientific, and Technical Services	120,194
55	Management of Companies and Enterprises	65,603
56	Administrative and Support and Waste Management and Remediation Services	151,902
61	Educational Services	62,769
62	Health Care and Social Assistance	401,523
71	Arts, Entertainment, and Recreation	42,805
72	Accommodation and Food Services	235,704
81	Other Services (except Public Administration)	144,667
90	Government	414,366
99	Unclassified Industry	17,051

Average Earnings by Industry

$54,306

Avg. Earnings (2015)

89% of Nation Avg.

NAICS	Industry	Avg. Earnings (2015)
11	Crop and Animal Production	$32,712
21	Mining, Quarrying, and Oil and Gas Extraction	$77,022
22	Utilities	$129,930
23	Construction	$60,070
31	Manufacturing	$68,977
42	Wholesale Trade	$72,334
44	Retail Trade	$30,969
48	Transportation and Warehousing	$51,831
51	Information	$82,590
52	Finance and Insurance	$83,188
53	Real Estate and Rental and Leasing	$42,610
54	Professional, Scientific, and Technical Services	$75,277
55	Management of Companies and Enterprises	$114,464
56	Administrative and Support and Waste Management and Remediation Services	$34,073
61	Educational Services	$40,140
62	Health Care and Social Assistance	$54,147
71	Arts, Entertainment, and Recreation	$29,793
72	Accommodation and Food Services	$17,056
81	Other Services (except Public Administration)	$25,733
90	Government	$66,840
99	Unclassified Industry	$49,823

Cost of Living Adjusted Average Earnings

$52,691

Adjusted Avg. Earnings (2015)
86% of Nation Avg.

NAICS	Industry	Adjusted Avg. Earnings (2015)
11	Crop and Animal Production	$31,740
21	Mining, Quarrying, and Oil and Gas Extraction	$74,732
22	Utilities	$126,066
23	Construction	$58,284
31	Manufacturing	$66,926
42	Wholesale Trade	$70,183
44	Retail Trade	$30,048
48	Transportation and Warehousing	$50,290
51	Information	$80,134
52	Finance and Insurance	$80,715
53	Real Estate and Rental and Leasing	$41,343
54	Professional, Scientific, and Technical Services	$73,039
55	Management of Companies and Enterprises	$111,060
56	Administrative and Support and Waste Management and Remediation Services	$33,060
61	Educational Services	$38,946
62	Health Care and Social Assistance	$52,537
71	Arts, Entertainment, and Recreation	$28,907
72	Accommodation and Food Services	$16,549
81	Other Services (except Public Administration)	$24,967
90	Government	$64,852
99	Unclassified Industry	$48,341

Unemployment by Industry

131,789

Total Unemployment (2/2016)

NAICS	Industry	Unemployed (2/2016)	% of Regional Unemployment
11	Crop and Animal Production	1,199	1%
21	Mining, Quarrying, and Oil and Gas Extraction	1,225	1%
22	Utilities	547	0%
23	Construction	26,352	20%
31	Manufacturing	18,527	14%
42	Wholesale Trade	2,542	2%
44	Retail Trade	11,336	9%
48	Transportation and Warehousing	5,471	4%
51	Information	815	1%
52	Finance and Insurance	2,094	2%
53	Real Estate and Rental and Leasing	1,014	1%
54	Professional, Scientific, and Technical Services	2,252	2%
55	Management of Companies and Enterprises	396	0%
56	Administrative and Support and Waste Management and Remediation Services	12,439	9%
61	Educational Services	1,185	1%
62	Health Care and Social Assistance	5,690	4%
71	Arts, Entertainment, and Recreation	3,429	3%
72	Accommodation and Food Services	10,250	8%
81	Other Services (except Public Administration)	2,808	2%
90	Government	7,807	6%
99	No Previous Work Experience/Unspecified	14,410	11%

Top Program Completions

CIP	Program	Completions (2014)	
51	Health professions and related programs	22,484	
52	Business, management, marketing, and related support services	14,669	
13	Education	5,765	
45	Social sciences	3,587	
26	Biological and biomedical sciences	3,262	
11	Computer and information sciences and support services	2,840	
14	Engineering	2,804	
24	Liberal arts and sciences, general studies and humanities	2,765	
43	Homeland security, law enforcement, firefighting and related protective services	2,679	
42	Psychology	2,556	

Gross Regional Product (GRP)

$173,534,834,093	$89,615,643,543	$21,052,649,042	$28
Earnings (2014)	Property Income (2014)	Taxes on Production (2014)	

NAICS	Industry	GRP (2014)	% of Total
11	Crop and Animal Production	$7,261,994,720.28	3%
21	Mining, Quarrying, and Oil and Gas Extraction	$1,620,026,562.57	1%
22	Utilities	$5,014,673,384.43	2%
23	Construction	$11,635,079,558.48	4%
31	Manufacturing	$57,148,762,603.65	20%
42	Wholesale Trade	$18,415,642,877.91	6%
44	Retail Trade	$15,393,275,668.24	5%
48	Transportation and Warehousing	$7,034,099,736.28	2%
51	Information	$8,926,107,660.40	3%
52	Finance and Insurance	$22,121,314,414.50	8%
53	Real Estate and Rental and Leasing	$6,536,248,085.43	2%
54	Professional, Scientific, and Technical Services	$11,063,306,957.99	4%
55	Management of Companies and Enterprises	$7,655,312,773.86	3%
56	Administrative and Support and Waste Management and Remediation Services	$6,948,284,726.92	2%
61	Educational Services	$2,727,847,750.13	1%
62	Health Care and Social Assistance	$23,066,157,533.17	8%
71	Arts, Entertainment, and Recreation	$2,104,629,036.53	1%
72	Accommodation and Food Services	$6,011,738,821.88	2%
81	Other Services (except Public Administration)	$4,830,637,523.72	2%
90	Government	$30,815,461,841.49	11%
	Other Non-Industries	$27,872,524,440.75	10%

Region Exports

$327,770,119,234.02

Exports (2014)

58% of Supply

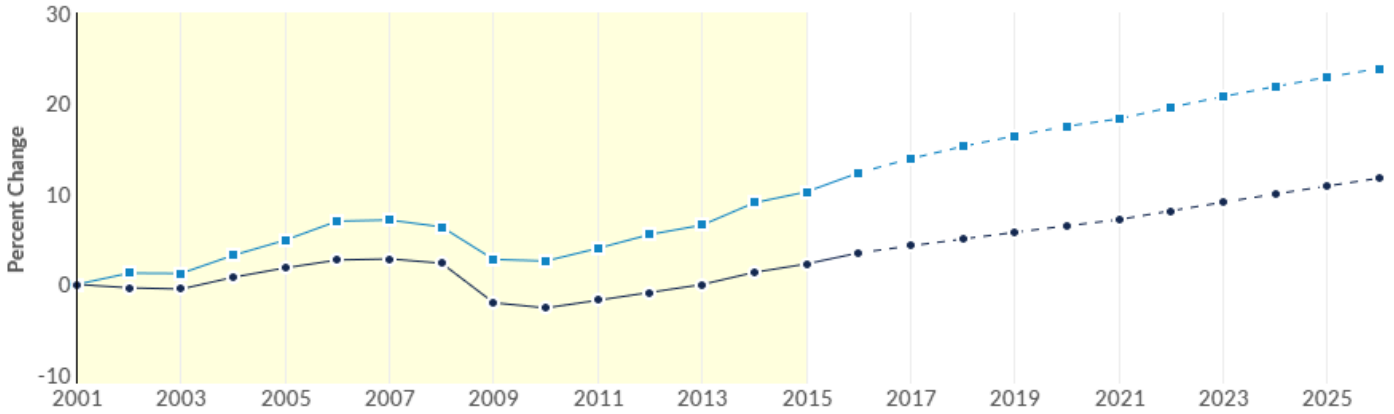
NAICS	Industry	Exports (2014)
11	Crop and Animal Production	$13,502,370,560.07
21	Mining, Quarrying, and Oil and Gas Extraction	$1,902,582,609.87
22	Utilities	$3,149,488,614.29
23	Construction	$6,208,782,509.91
31	Manufacturing	$141,246,174,808.47
42	Wholesale Trade	$15,426,929,201.46
44	Retail Trade	$8,816,182,074.91
48	Transportation and Warehousing	$8,047,129,761.02
51	Information	$6,264,909,426.07
52	Finance and Insurance	$13,893,612,349.12
53	Real Estate and Rental and Leasing	$3,037,145,778.79
54	Professional, Scientific, and Technical Services	$3,896,029,245.88
55	Management of Companies and Enterprises	$8,727,984,248.03
56	Administrative and Support and Waste Management and Remediation Services	$3,502,766,323.68
61	Educational Services	$1,416,979,647.38
62	Health Care and Social Assistance	$14,653,806,181.54
71	Arts, Entertainment, and Recreation	$1,258,893,500.25
72	Accommodation and Food Services	$2,383,710,605.73
81	Other Services (except Public Administration)	$2,326,081,116.95
90	Government	$68,108,560,670.58

Region Imports

$295,736,348,089.2	$266,775,083,148.5
Imports (2014) 53% of Demand	Locally Produced & Consumed (2014) 47% of Demand

NAICS	Industry	Imports (2014)
11	Crop and Animal Production	$16,283,477,729.09
21	Mining, Quarrying, and Oil and Gas Extraction	$4,603,593,724.03
22	Utilities	$3,082,029,890.61
23	Construction	$5,535,988,575.99
31	Manufacturing	$78,207,149,384.48
42	Wholesale Trade	$16,460,423,672.23
44	Retail Trade	$8,704,680,836.79
48	Transportation and Warehousing	$9,537,220,514.20
51	Information	$11,329,626,773.15
52	Finance and Insurance	$14,614,141,499.36
53	Real Estate and Rental and Leasing	$9,874,143,847.15
54	Professional, Scientific, and Technical Services	$13,016,196,866.07
55	Management of Companies and Enterprises	$6,597,569,438.38
56	Administrative and Support and Waste Management and Remediation Services	$4,733,465,656.83
61	Educational Services	$2,394,391,504.25
62	Health Care and Social Assistance	$10,053,555,083.68
71	Arts, Entertainment, and Recreation	$2,368,817,527.46
72	Accommodation and Food Services	$5,277,890,190.43
81	Other Services (except Public Administration)	$2,983,735,810.77
90	Government	$70,078,249,564.30

Regional Trends



Region	2001 Jobs	2015 Jobs	Change	% Change
Region	2,997,360	3,065,105	67,745	2.3%
Momentum West	198,817	219,159	20,342	10.2%

Growing & Declining Occupations

Occupation	Change in Jobs (2001-2015)
Personal Care Aides	34,035
Combined Food Preparation and Serving Workers, Including Fast Food	9,068
Registered Nurses	8,553
Paper Goods Machine Setters, Operators, and Tenders	-3,813
Retail Salespersons	-6,247
Team Assemblers	-8,066

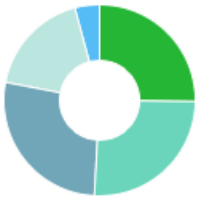
Growing & Declining Industries

Industry	Change in Jobs (2001-2015)
Corporate, Subsidiary, and Regional Managing Offices	33,783
Services for the Elderly and Persons with Disabilities	25,284
Temporary Help Services	16,701
Department Stores (except Discount Department Stores)	-8,809
Discount Department Stores	-11,771
Paper (except Newsprint) Mills	-14,502

2015 Educational Attainment

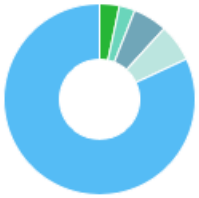
Education Level	2015 Population	2015 Percent
Less Than 9th Grade	147,110	3.8%
9th Grade to 12th Grade	236,810	6.0%
High School Diploma	1,274,689	32.5%
Some College	824,827	21.0%
Associate's Degree	378,967	9.7%
Bachelor's Degree	698,985	17.8%
Graduate Degree and Higher	358,129	9.1%

2015 Age Cohort Demographics



Age Cohort	2015 Population	2015 Percent
Under 20 years	1,456,945	25.2%
20 to 39 years	1,482,204	25.6%
40 to 59 years	1,568,757	27.1%
60 to 79 years	1,029,539	17.8%
80 years and over	241,497	4.2%

2015 Race/Ethnicity Demographics



Race/Ethnicity	2015 Population	2015 Percent
All Other Race/Ethnicities	193,118	3.3%
Asian, Non-Hispanic	153,983	2.7%
White, Hispanic	333,034	5.8%
Black, Non-Hispanic	365,262	6.3%
White, Non-Hispanic	4,733,546	81.9%

Top Regional Businesses

Business Name	Business Size
Waukeshia Memorial Hospital	Large (250+)
University Of Wi-madison	Large (250+)
Menard Inc	Large (250+)
Epic Systems Corp	Large (250+)
Theda Care Inc	Large (250+)

Source: Infogroup Business-Level Data

DISCLAIMER: Business Data by Infogroup is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data.

Appendix A - Data Sources and Calculations

Input-Output Data

The input-output model in this report is Emsi's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several Emsi in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

Cost of Living Data

Emsi cost of living data is based on the Cost of Living Index published quarterly by the Council for Community and Economic Research (C2ER).

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, birth and mortality rates from the US Health Department, and projected regional job growth.

Industry Data

Emsi industry data have various sources depending on the class of worker. (1) For QCEW Employees, Emsi primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

Occupation Data

Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry.

Educational Attainment Data

Emsi's educational attainment numbers are based on Emsi's demographic data and the American Community Survey. By combining these sources, Emsi interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

Infogroup Business-Level Data

Data for individual businesses is provided by Infogroup, which maintains a database of more than 16 million U.S. business entities. Note that in aggregate it will not be consistent with Emsi labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.

State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information