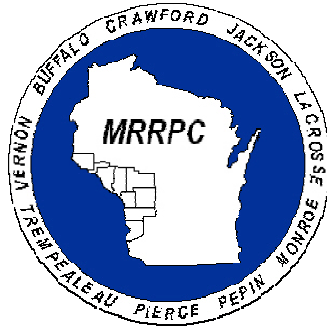


# Mississippi River Regional Planning Commission



1707 Main Street, Suite 435  
La Crosse, Wisconsin 54601

## Economy Overview 2014 – 1<sup>ST</sup> QTR

State of Wisconsin

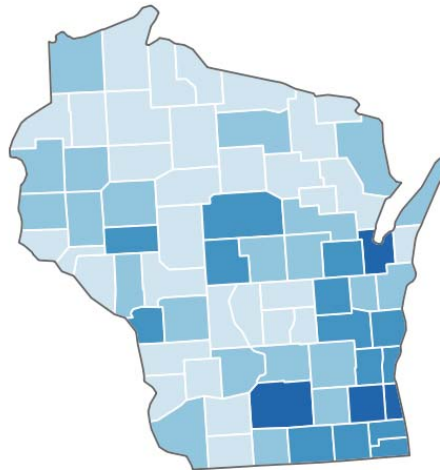


This information is provided to you from the Mississippi River Regional Planning Commission (MRRPC) through a contract with Economic Modeling Specialists Inc. (EMSI). EMSI is an economic analysis firm that provides data useful in the strategic planning and impact assessment to educational institutions, workforce development boards, and economic development organizations. It allows users to conduct input-output analysis to better understand the impacts of an industry's expansion or contraction or simulate the effects an event will have on other businesses and industries. The data, reports, forecasts, and/or services provided by EMSI are generated using government data and proprietary processes. EMSI uses estimates when there are missing data points, and such estimates are subject to varying degrees of error. EMSI's data, reports, forecasts, and services may differ significantly from actual outcomes and are provided "as is" without warranty for a particular purpose or project. As such MRRPC makes no warranty or representation as to the accuracy, usefulness or reliability of the EMSI information being provided to you. Furthermore the MRRPC shall assume no liabilities for any losses that may result from you using or not being able to use EMSI information or for any damages that may result from you using EMSI through the MRRPC.

## Report Info

Dataset Version	2014.1 Class of Worker
Class of Worker Categories	QCEW Employees + Non-QCEW Employees + Self-Employed
Timeframe	2013 - 2014
Dataset Category	EMSI Complete
Region Name	State of Wisconsin
Region Description	State of Wisconsin
States	
Wisconsin (WI)	



















## State of Wisconsin



Population (2013)	5,768,230
Jobs (2013)	3,023,634
Average Earnings (2013)	\$51,129
Unemployed (11/2013)	179,137
Completions (2012)	91,709
GRP (2012)	\$255,785,591,236
Exports (2012)	\$268,072,745,814
Imports (2012)	\$270,982,783,113






















## State of Wisconsin | Population

<b>5,768,230</b> 2013 Population 1.8% of National	<b>2.3%</b> Population Growth for the Last 5 Years National Growth 4.2%
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Age Group	2013 Population	% of Population	
Under 5 years	355,006	6.2%	
5 to 9 years	369,320	6.4%	
10 to 14 years	376,177	6.5%	
15 to 19 years	386,102	6.7%	
20 to 24 years	390,576	6.8%	
25 to 29 years	371,740	6.4%	
30 to 34 years	375,701	6.5%	
35 to 39 years	334,101	5.8%	
40 to 44 years	356,078	6.2%	
45 to 49 years	405,921	7.0%	
50 to 54 years	439,789	7.6%	
55 to 59 years	413,710	7.2%	
60 to 64 years	360,789	6.3%	
65 to 69 years	263,184	4.6%	
70 to 74 years	187,503	3.3%	
75 to 79 years	142,930	2.5%	
80 to 84 years	115,952	2.0%	
85 years and over	123,650	2.1%	

## State of Wisconsin | Jobs by Industry

<b>3,023,634</b> Total Jobs (2013)	<b>50.6%</b> Male (National: 51.1%)	<b>49.4%</b> Female (National: 48.9%)
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NAICS	Industry	2013 Jobs	
11	Agriculture, Forestry, Fishing and Hunting	54,122	
21	Mining, Quarrying, and Oil and Gas Extraction	2,969	
22	Utilities	10,384	
23	Construction	132,108	
31	Manufacturing	469,992	
42	Wholesale Trade	119,692	
44	Retail Trade	307,835	
48	Transportation and Warehousing	96,821	
51	Information	48,370	
52	Finance and Insurance	132,824	
53	Real Estate and Rental and Leasing	30,197	
54	Professional, Scientific, and Technical Services	117,097	
55	Management of Companies and Enterprises	55,165	
56	Administrative and Support and Waste Management and Remediation Services	156,664	
61	Educational Services (Private)	60,866	
62	Health Care and Social Assistance	376,604	
71	Arts, Entertainment, and Recreation	42,095	
72	Accommodation and Food Services	238,480	
81	Other Services (except Public Administration)	147,924	
90	Government	413,038	
99	Unclassified Industry	10,384	

## State of Wisconsin | Average Earnings by Industry






















<b>\$51,129</b> <b>Avg. Earnings (2013)</b> 88% of Nation Avg.	<b>\$62,232</b> <b>Male Avg. Earnings (2013)</b> 89% of Nation Avg.	<b>\$39,689</b> <b>Female Avg. Earnings (2013)</b> 87% of Nation Avg.
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NAICS	Industry	Avg. Earnings (2013)	
11	Agriculture, Forestry, Fishing and Hunting	\$29,864	
21	Mining, Quarrying, and Oil and Gas Extraction	\$74,060	
22	Utilities	\$135,847	
23	Construction	\$53,864	
31	Manufacturing	\$67,381	
42	Wholesale Trade	\$67,834	
44	Retail Trade	\$28,930	
48	Transportation and Warehousing	\$49,133	
51	Information	\$73,934	
52	Finance and Insurance	\$76,434	
53	Real Estate and Rental and Leasing	\$39,074	
54	Professional, Scientific, and Technical Services	\$70,099	
55	Management of Companies and Enterprises	\$107,516	
56	Administrative and Support and Waste Management and Remediation Services	\$31,308	
61	Educational Services (Private)	\$40,036	
62	Health Care and Social Assistance	\$52,332	
71	Arts, Entertainment, and Recreation	\$30,015	
72	Accommodation and Food Services	\$15,862	
81	Other Services (except Public Administration)	\$23,881	
90	Government	\$61,941	
99	Unclassified Industry	\$50,237	











## State of Wisconsin | Unemployment by Industry

**179,137**

**Total Unemployment (11/2013)**




















NAICS	Industry	Unemployed (11/2013)	% of Unemployed	
11	Agriculture, Forestry, Fishing and Hunting	1,040	1%	
21	Mining, Quarrying, and Oil and Gas Extraction	265	0%	
22	Utilities	542	0%	
23	Construction	13,140	7%	
31	Manufacturing	28,535	16%	
42	Wholesale Trade	3,143	2%	
44	Retail Trade	19,950	11%	
48	Transportation and Warehousing	4,456	2%	
51	Information	1,329	1%	
52	Finance and Insurance	4,428	2%	
53	Real Estate and Rental and Leasing	1,431	1%	
54	Professional, Scientific, and Technical Services	4,562	3%	
55	Management of Companies and Enterprises	433	0%	
56	Administrative and Support and Waste Management and Remediation Services	12,243	7%	
61	Educational Services (Private)	2,528	1%	
62	Health Care and Social Assistance	15,461	9%	
71	Arts, Entertainment, and Recreation	5,090	3%	
72	Accommodation and Food Services	17,605	10%	
81	Other Services (except Public Administration)	5,026	3%	
90	Government	14,458	8%	
99	No Previous Work Experience/Unspecified	23,472	13%	

## State of Wisconsin | Top Program Completions

CIP	Program	Completions (2012)	
51	Health professions and related programs	24,201	
52	Business, management, marketing, and related support services	15,179	
13	Education	6,571	
45	Social sciences	3,532	
26	Biological and biomedical sciences	3,046	
11	Computer and information sciences and support services	2,976	
43	Homeland security, law enforcement, firefighting and related protective services	2,827	
50	Visual and performing arts	2,810	
24	Liberal arts and sciences, general studies and humanities	2,807	
14	Engineering	2,501	

## State of Wisconsin | Gross Regional Product (GRP)

<b>\$161,278,109,360</b> Earnings (2012)	<b>\$76,061,947,250</b> Property Income (2012)	<b>\$18,445,534,626</b> Taxes on Production (2012)	<b>\$255,785,591,236</b> Total GRP (2012)
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NAICS	Industry	GRP (2012)	% of Total	
11	Agriculture, Forestry, Fishing and Hunting	\$4,589,196,219	2%	
21	Mining, Quarrying, and Oil and Gas Extraction	\$951,115,899	0%	
22	Utilities	\$5,743,976,218	2%	
23	Construction	\$7,982,301,107	3%	
31	Manufacturing	\$50,365,168,415	20%	
42	Wholesale Trade	\$15,641,423,211	6%	
44	Retail Trade	\$15,628,678,339	6%	
48	Transportation and Warehousing	\$6,812,741,197	3%	
51	Information	\$7,473,744,190	3%	
52	Finance and Insurance	\$22,712,346,487	9%	
53	Real Estate and Rental and Leasing	\$11,610,092,970	5%	
54	Professional, Scientific, and Technical Services	\$11,686,457,733	5%	
55	Management of Companies and Enterprises	\$6,599,472,683	3%	
56	Administrative and Support and Waste Management and Remediation Services	\$6,162,180,787	2%	
61	Educational Services (Private)	\$2,617,141,174	1%	
62	Health Care and Social Assistance	\$22,228,392,174	9%	
71	Arts, Entertainment, and Recreation	\$2,057,728,970	1%	
72	Accommodation and Food Services	\$6,228,230,080	2%	
81	Other Services (except Public Administration)	\$4,716,496,922	2%	
90	Government	\$27,906,643,491	11%	
	Other non-industries	\$16,072,062,970	6%	























## State of Wisconsin | Region Exports

**\$268,072,745,813.66**

Exports (2012)

51% of Supply

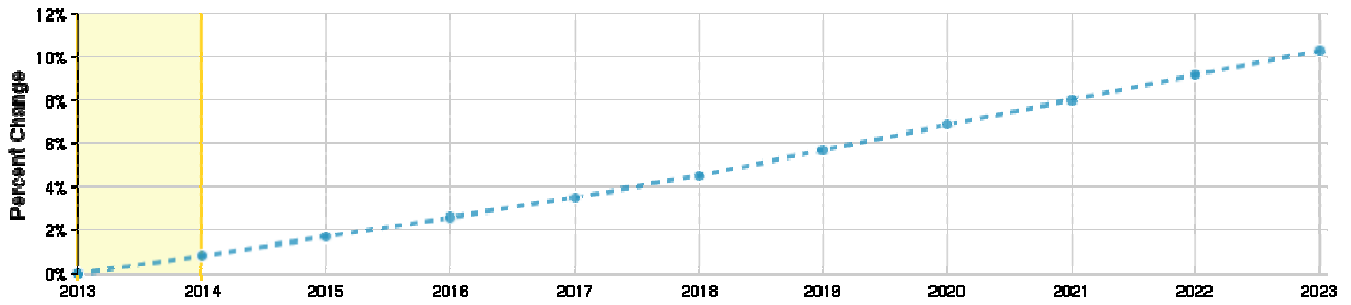
NAICS	Industry	Exports (2012)
11	Agriculture, Forestry, Fishing and Hunting	\$10,364,937,245 
21	Mining, Quarrying, and Oil and Gas Extraction	\$1,257,881,191 
22	Utilities	\$2,997,757,576 
23	Construction	\$4,733,375,955 
31	Manufacturing	\$130,932,882,053 
42	Wholesale Trade	\$13,034,642,236 
44	Retail Trade	\$6,956,971,479 
48	Transportation and Warehousing	\$6,885,991,119 
51	Information	\$5,977,670,211 
52	Finance and Insurance	\$15,026,547,559 
53	Real Estate and Rental and Leasing	\$3,618,007,409 
54	Professional, Scientific, and Technical Services	\$3,588,367,043 
55	Management of Companies and Enterprises	\$6,423,143,193 
56	Administrative and Support and Waste Management and Remediation Services	\$2,605,776,958 
61	Educational Services (Private)	\$1,250,894,961 
62	Health Care and Social Assistance	\$10,645,864,512 
71	Arts, Entertainment, and Recreation	\$1,115,312,301 
72	Accommodation and Food Services	\$2,700,306,991 
81	Other Services (except Public Administration)	\$1,973,702,449 
90	Government	\$35,982,713,374 

## State of Wisconsin | Region Imports

<b>\$270,982,783,113</b> <b>Imports (2012)</b> 52% of Demand	<b>\$252,846,535,356</b> <b>Locally Produced &amp; Consumed (2012)</b> 48% of Demand
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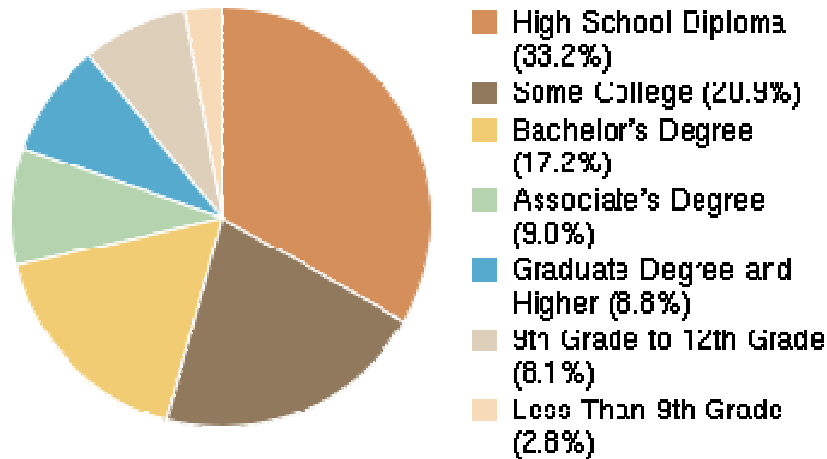
NAICS	Industry	Imports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$13,276,115,304	
21	Mining, Quarrying, and Oil and Gas Extraction	\$4,432,769,722	
22	Utilities	\$3,076,900,820	
23	Construction	\$4,450,706,837	
31	Manufacturing	\$72,508,804,406	
42	Wholesale Trade	\$14,028,585,713	
44	Retail Trade	\$7,504,117,005	
48	Transportation and Warehousing	\$7,600,867,600	
51	Information	\$9,587,919,797	
52	Finance and Insurance	\$16,248,779,338	
53	Real Estate and Rental and Leasing	\$11,571,086,903	
54	Professional, Scientific, and Technical Services	\$11,837,526,992	
55	Management of Companies and Enterprises	\$4,465,111,000	
56	Administrative and Support and Waste Management and Remediation Services	\$4,800,671,025	
61	Educational Services (Private)	\$2,162,670,266	
62	Health Care and Social Assistance	\$6,674,582,015	
71	Arts, Entertainment, and Recreation	\$1,817,704,834	
72	Accommodation and Food Services	\$5,060,948,972	
81	Other Services (except Public Administration)	\$2,834,060,747	
90	Government	\$67,042,853,818	

## Regional Trends



Region	2013 Jobs	2014 Jobs	% Change
• State of Wisconsin	3,023,634	3,048,478	0.8%

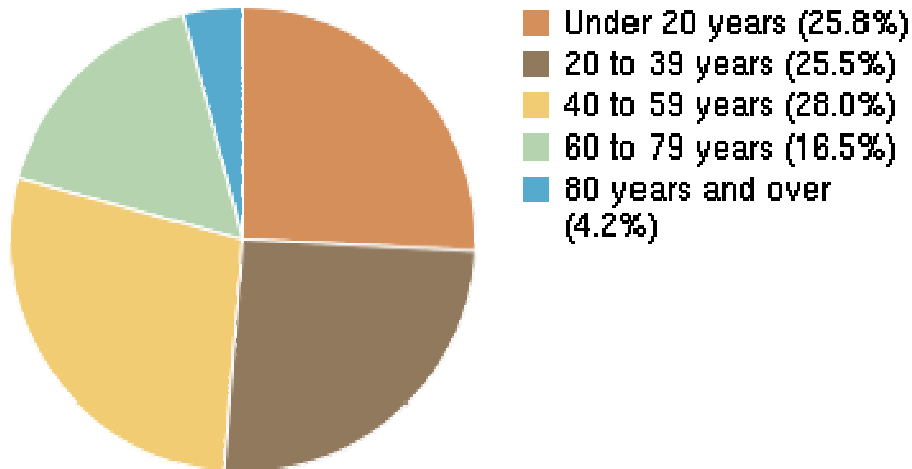
## 2013 Educational Attainment



## Largest Openings/Completions Gaps

Occupation	Related Completions (2012)	Annual Openings (2013)
Securities, Commodities, and Financial Services Sales Agents (41-3031)	22	228
Sales Representatives, Wholesale & Mfg, Technical and Scientific Products (41-4011)	81	222
Compliance Officers (13-1041)	31	143
Recreation Workers (39-9032)	175	281
Dental Hygienists (29-2021)	176	261

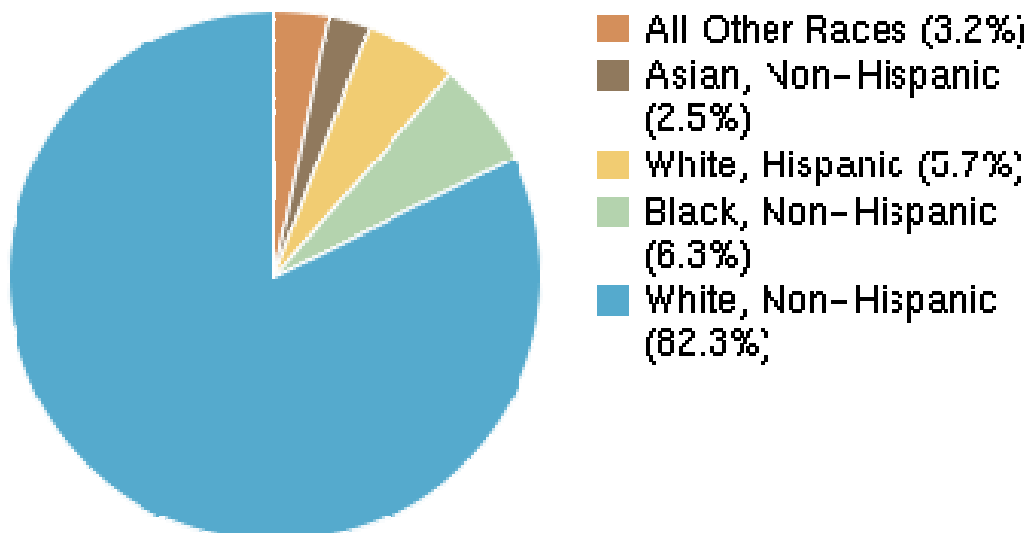
## 2013 Age Demographics



## Growing/Declining Occupations

Occupation	Change in Jobs (2013-2014)
Personal Care Aides (39-9021)	1,648
Registered Nurses (29-1141)	1,402
Combined Food Preparation and Serving Workers, Including Fast Food (35-3021)	1,292
Cashiers (41-2011)	-250
Paper Goods Machine Setters, Operators, and Tenders (51-9196)	-252
Farmers, Ranchers, and Other Agricultural Managers (11-9013)	-668

## 2013 Race Demographics



## Growing/Declining Industries

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Industry	Change in Jobs (2013-2014)
General Medical and Surgical Hospitals (Private) (622110)	2,680
Temporary Help Services (561320)	2,526
Corporate, Subsidiary, and Regional Managing Offices (551114)	1,783
Discount Department Stores (452112)	-716
Paper (except Newsprint) Mills (322121)	-1,028
New Single-Family Housing Construction (except Operative Builders) (236115)	-1,043

## Data Sources and Calculations

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### 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.

### 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.

### 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.

## **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.

## **State Data Sources**

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

## **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.

## **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.

## **Equifax Business-Level Data**

Data for individual businesses is provided by Equifax (<http://www.equifax.com/commercial/>), which maintains a database of more than 20 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.