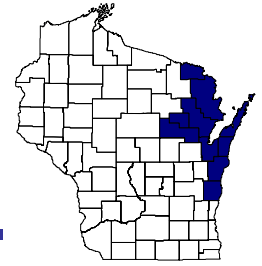


WORKFORCE OBSERVATIONS

for the Bay Area WDA counties
Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto,
Shawano, and Sheboygan Counties



published quarterly by the Office of Economic Advisors,
Wisconsin Department of Workforce Development

Spring 2007

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- ⇒ Feature: Newly released personal income figures from the U.S. Bureau of Economic Analysis (per capita personal income for year 2005)

Newly Released Personal Income Figures for the Bay Area

Personal income is more than just paychecks and business owner's take home income after all expenses have been paid. It's all monies that are accrued via numerous streams. A significant portion of it, about 30 percent of it, is derived from investment dividends, pensions, veterans benefits, unemployment insurance, interest on accounts, public assistance, rental property income, social security, medicare, and many other sources. But the majority of income is the money that people earn from employment comprising 70 percent of aggregate personal income in an area. The following is a very brief look at total personal income (TPI) and per capita personal income (PCPI or TPI divided by total population) in the Bay Area WDA.

The overall 2005 PCPI in the Bay Area was four percent less than Wisconsin's equaling \$1,341 less per person. The Bay Area has an assortment of income levels. Three counties' PCPI were higher than the state and two counties' were more than \$10,000 lower than Wisconsin's overall per capita.

Menominee County's PCPI, \$19,561 in 2005, was the region's lowest and was also Wisconsin's lowest among 72 counties.

PCPI is regarded by many as the best indicator of an area's economic health. Faster per capita growth is coveted compared to slow or stagnant growth. Generally, both of these statements are valid, but there are underlying subtexts to income figures and their changes over time.

While it's natural to only look at the dollar signs, PCPI is not only a function of accrued income, but also a function of population, which makes sense given that any per capita figure reflects population in a tautological sense. To thoroughly interpret change in PCPI one must consider the dynamics of both income and population. In terms of the dollar measurements, one must consider how much *total income* has changed; in what manner the total income was accrued and if the accrual manner has changed over time. Population dynamics such as change in numbers of employed (and thus wages, which

Per Capita Personal Income for Bay Area Counties

	Total Personal Income (x1000) 2005	Per Capita Personal Income		PCPI Percent Change		2005 Rank
		2005	2004	2004-05	2000-05	
Wisconsin	\$183,948,002	\$33,278	\$32,095	3.7%	16.5%	
Metropolitan Wis.	\$140,680,309	\$35,203	\$33,937	3.7%	16.1%	
Non-metro Wis.	\$43,267,693	\$28,254	\$27,291	3.5%	17.5%	
Brown	\$8,089,205	\$33,901	\$33,011	2.7%	13.7%	8
Door	\$993,763	\$35,212	\$33,641	4.7%	20.9%	5
Florence	\$128,435	\$25,952	\$25,087	3.4%	19.3%	52
Kewaunee	\$603,637	\$29,097	\$28,343	2.7%	16.2%	34
Manitowoc	\$2,487,182	\$30,395	\$29,393	3.4%	16.2%	27
Marinette	\$1,182,325	\$27,275	\$26,380	3.4%	20.1%	41
Menominee	\$89,767	\$19,561	\$18,833	3.9%	22.5%	72
Oconto	\$1,038,612	\$27,530	\$26,639	3.3%	15.2%	39
Shawano	\$1,112,539	\$26,988	\$25,968	3.9%	21.8%	47
Sheboygan	\$3,936,587	\$34,409	\$32,978	4.3%	19.4%	7
Bay Area	\$19,662,052	\$31,937	\$30,892	3.4%	16.7%	

Source: US Dept. of Commerce, Bureau of Economic Analysis, April 2007

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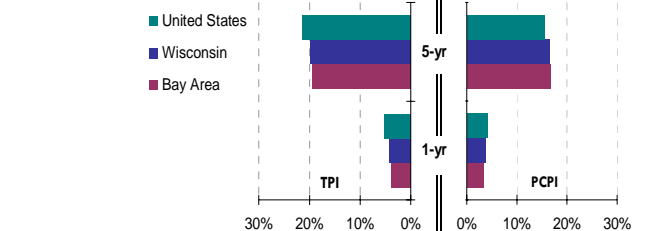
Local/State/National Quarterly Unemployment Rates

	First Quarter 2007 Average Labor Force			
	Total Labor Force	# of Employed	# of Unemployed	Unemploy. Rate
Brown County	136,600	129,500	7,100	5.2%
Door County	16,210	14,930	1,280	7.9%
Florence County	2,560	2,370	190	7.4%
Kewaunee County	11,910	11,260	640	5.4%
Manitowoc County	46,000	43,090	2,910	6.3%
Marinette County	22,330	20,600	1,730	7.7%
Menominee County	1,610	1,480	140	8.5%
Oconto County	20,600	19,100	1,600	7.6%
Shawano County	22,720	21,280	1,440	6.3%
Sheboygan County	64,800	61,700	3,100	4.7%
Bay Area WDA	345,300	325,300	20,000	5.8%
City of Green Bay	57,620	53,140	4,470	7.8%
City of Manitowoc	18,190	16,880	1,300	7.2%
City of Sheboygan	26,880	25,330	1,550	5.8%
Wisconsin	3,067,700	2,894,200	173,400	5.7%
United States	152,013,000	144,692,300	7,320,700	4.8%
	Change Compared to Previous Quarter			
Brown County	-1,170	-2,670	1,500	1.1%
Door County	-340	-780	440	2.8%
Florence County	-50	-70	20	0.9%
Kewaunee County	-40	-230	190	1.6%
Manitowoc County	580	-240	830	1.7%
Marinette County	240	-170	410	1.8%
Menominee County	-20	-20	0	0.2%
Oconto County	50	-390	440	2.1%
Shawano County	80	-310	390	1.7%
Sheboygan County	100	-660	760	1.2%
Bay Area WDA	-580	-5,560	4,980	1.4%
City of Green Bay	-130	-1,090	970	1.7%
City of Manitowoc	270	-100	360	1.9%
City of Sheboygan	120	-270	390	1.4%
Wisconsin	-8,000	-50,700	42,700	1.4%
United States	-506,300	-1,381,000	874,300	0.6%
	Change Compared to Same Quarter in 2006			
Brown County	290	220	70	0.0%
Door County	630	600	30	-0.1%
Florence County	0	20	-20	-0.7%
Kewaunee County	30	20	10	0.0%
Manitowoc County	810	540	270	0.5%
Marinette County	350	310	40	0.1%
Menominee County	-30	10	-40	-2.1%
Oconto County	10	30	-20	-0.1%
Shawano County	180	110	60	0.2%
Sheboygan County	210	-20	240	0.4%
Bay Area WDA	2,490	1,840	650	0.1%
City of Green Bay	140	90	40	0.1%
City of Manitowoc	270	210	60	0.2%
City of Sheboygan	100	-10	110	0.4%
Wisconsin	38,300	29,900	8,400	0.2%
United States	2,412,000	2,610,000	-197,700	-0.2%

Source: DWD Office of Economic Advisors analysis of data supplied by DWD Bureau of Workforce Information and the U.S. DOL Bureau of Labor Statistics. Data are not seasonally adjusted and are revised periodically. Figures are rounded and may not sum to total.

Local Area Personal Income

	Total Personal Income (TPI) in thousands			Per Capita Personal Income (PCPI)		
	2005	2004	2000	2005	2004	2000
Bay Area	\$19,662,052	\$18,929,087	\$16,446,998	\$31,937	\$30,892	\$27,366
Wisconsin	\$183,948,002	\$176,482,330	\$153,547,595	\$33,278	\$32,095	\$28,568
United States	\$10,220,942,000	\$9,716,351,000	\$8,422,074,000	\$34,471	\$33,090	\$29,843
Percent Change	1-year	5-year		1-year	5-year	
Bay Area	3.9%	19.5%		3.4%	16.7%	
Wisconsin	4.2%	19.8%		3.7%	16.5%	
United States	5.2%	21.4%		4.2%	15.5%	



Source: US Dept. of Commerce, Bureau of Economic Analysis, April 2007

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again make up the majority of income) and growth in number of children (who usually have no income, but are no less members of the per capita population denominator) can affect per capita figures. Age trends are particularly important to analyze as adults accrue money differently at different stages of their lives (e.g., employment earnings vs. social security or retirement income). Changing age composition is a good predictor of future income composition.

Wisconsin's PCPI growth was slightly faster than the nation's over the last five years, though its TPI growth was slower. It's not displayed in this profile, but Wisconsin's population growth has been slower than the nation's. This fact likely buffered its PCPI against growing as slowly as its TPI because Wisconsin has maintained a higher ratio of its population accruing any income in its residential base whereas the nation has grown its base proportionately higher in non-earners (i.e., children).

The Bay Area's PCPI grew slightly faster than both the state and nation yet its TPI growth was slower because four counties, who collectively house over 57 percent of the region's TPI, all grew more slowly than the statewide average in this measure. Brown County, in particular, was instrumental in the slower TPI growth as over 40 percent of the Bay Area personal income rests in this single county and it expanded by 19.4 percent from 2000-2005 compared to Wisconsin's 19.8 percent growth.

Its faster than average per capita growth in the face of slower TPI growth lends itself to its demographics. The Bay Area is an older than average region based upon prominence of baby boomer and retirement-aged population coupled with a lower, regional birth rate. While it may not have posted great income growth in gross terms, it has maintained a proportional base of those accruing any income.

Local/State/National Quarterly Industry Employment

	Avg Quarterly Number of Jobs by Industry Sector										
	United States	Wisconsin	Green Bay MSA	Sheboygan MSA	Door County	Florence County	Manitowoc County	Marinette County	Menominee County	Shawano County	Bay Area WDA
	Q1-2007	Q1-2007	Q1-2007	Q1-2007	Q1-2007	Q1-2007	Q1-2007	Q1-2007	Q1-2007	Q1-2007	Q1-2007
All Industries	135,978,100	2,806,400	166,200	62,770	12,340	1,210	36,040	19,640	2,050	13,200	313,440
Construction/Natural Resources	7,968,700	115,800	7,370	2,370	820	90	1,250	660	0	480	13,030
Manufacturing	14,021,000	490,400	29,670	22,630	2,190	180	11,210	6,400	0	2,430	74,710
Total Trade	21,088,100	429,500	23,600	7,500	1,790	90	4,210	2,850	40	2,230	42,310
Wholesale Trade	5,914,000	120,400	6,900	1,700	xx	xx	xx	xx	xx	xx	xx
Retail Trade	15,174,100	309,100	16,700	5,800	xx	xx	xx	xx	xx	xx	xx
Transport/Warehouse/Utilities	5,025,000	107,600	10,930	1,400	120	40	1,580	800	0	310	15,190
Financial Activities	8,400,700	160,200	11,930	2,500	530	50	1,060	570	40	400	17,090
Education and Health Services	18,197,000	393,200	21,670	7,770	1,470	90	4,800	3,050	70	1,690	40,610
Leisure and Hospitality	12,926,300	243,000	15,370	4,530	1,970	250	3,000	1,610	70	1,190	27,990
Info./Prof./Bus.and Other Services	25,983,300	446,700	24,500	7,430	1,780	130	4,440	1,540	80	1,490	41,410
Information	3,067,000	49,900	2,530	300	xx	xx	xx	xx	xx	xx	xx
Professional and Business Services	17,507,700	260,500	14,730	4,030	xx	xx	xx	xx	xx	xx	xx
Other Services	5,408,700	136,200	7,230	3,100	xx	xx	xx	xx	xx	xx	xx
Fed/State/Local Government	22,368,000	420,100	21,170	6,630	1,660	290	4,480	2,150	1,750	2,990	41,110
	Change in Avg. # of Jobs Compared to Previous Quarter										
All Industries	-1,892,400	-80,700	-4,770	-1,000	-990	-30	-560	-470	-10	-80	-7,900
Construction/Natural Resources	-484,000	-16,000	-1,070	-300	-130	-10	-320	-130	0	-90	-2,040
Manufacturing	-138,300	-11,800	-270	-30	80	10	-120	-40	0	20	-340
Total Trade	-498,800	-16,900	-830	-270	-220	-10	-20	-90	0	0	-1,450
Wholesale Trade	-26,400	-1,500	0	0	xx	xx	xx	xx	xx	xx	xx
Retail Trade	-472,400	-15,400	-830	-270	xx	xx	xx	xx	xx	xx	xx
Transport/Warehouse/Utilities	-72,900	-4,200	-600	0	-10	10	-100	10	0	-10	-700
Financial Activities	-17,000	-1,000	0	0	-40	0	10	0	-10	-10	-50
Education and Health Services	-21,300	-3,000	-70	30	10	0	60	40	40	70	180
Leisure and Hospitality	-182,700	-8,600	-570	-170	-590	-10	-130	-110	10	-70	-1,630
Info./Prof./Bus.and Other Services	-333,000	-10,600	-800	-230	-20	0	90	-80	10	-10	-1,050
Information	1,000	400	70	0	xx	xx	xx	xx	xx	xx	xx
Professional and Business Services	-316,000	-9,700	-900	-170	xx	xx	xx	xx	xx	xx	xx
Other Services	-18,000	-1,300	30	-70	xx	xx	xx	xx	xx	xx	xx
Fed/State/Local Government	-144,300	-8,800	-570	-30	-90	-10	-30	-70	-40	20	-810
	Change in Avg. # of Jobs Compared to Same Quarter in 2006										
All Industries	2,072,300	7,800	-170	-100	330	50	210	90	-20	280	680
Construction/Natural Resources	77,300	-800	-470	-30	0	30	-50	-30	0	0	-550
Manufacturing	-92,000	-9,600	-70	-100	140	-30	-10	110	0	100	140
Total Trade	124,700	4,400	-400	-30	30	-10	-110	-10	0	90	-450
Wholesale Trade	99,700	1,900	30	70	xx	xx	xx	xx	xx	xx	xx
Retail Trade	24,900	2,500	-430	-100	xx	xx	xx	xx	xx	xx	xx
Transport/Warehouse/Utilities	91,300	-100	-100	0	0	0	10	20	0	0	-70
Financial Activities	152,000	900	330	0	-10	10	20	20	0	-10	370
Education and Health Services	477,300	5,500	500	70	50	0	60	10	40	30	760
Leisure and Hospitality	442,700	2,300	470	0	90	20	90	110	30	20	810
Info./Prof./Bus.and Other Services	507,000	3,300	-530	-30	50	10	270	-60	10	50	-240
Information	26,000	600	100	0	xx	xx	xx	xx	xx	xx	xx
Professional and Business Services	454,000	800	-630	-200	xx	xx	xx	xx	xx	xx	xx
Other Services	27,000	1,900	0	170	xx	xx	xx	xx	xx	xx	xx
Fed/State/Local Government	292,000	1,900	100	30	-30	20	-50	-80	-90	10	-80

Source: DWD Office of Economic Advisors analysis of Current Employment Statistics (CES) data supplied by DWD Bureau of Workforce Information and the U.S. DOL Bureau of Labor Statistics. These not seasonally adjusted, preliminary figures are rounded and may not sum to the all industries total. The Green Bay MSA consists of Brown, Kewaunee and Oconto counties. The Sheboygan MSA is Sheboygan County.

Bay Area WDA—First Quarter 2007 (January, February and March)

Labor Force (Employed and Unemployed)

The Bay Area labor force, which stood at 345,300 participants, in the first quarter 2007 (Q1/2007) had an unemployment rate of 5.8 percent. The highest unemployment rate among its ten constituent counties was 8.5 percent in Menominee County and the lowest was 4.7 percent recorded in Sheboygan County. In sum, five counties' rates were at least seven percent or higher. Three counties' rates were lower than the statewide rate, which was 5.7 percent in Q1.

The region's unemployment rate increased by 1.4 percent point compared to the previous quarter, Q4/2006. This is not an unusual jump given that Q4 rates are relatively low compared to the seasonal sluggishness in the cold, winter months of Q1. The labor force is at its lowest in Q1, which corresponds with a time of year in which the labor market yields its lowest number of jobs. Door County's unemployment rate rose 2.8 percent points leading the region in quarterly rise, while Menominee's unemployment rate rose only two-tenths for the smallest increase. Oconto County's rate also rose significantly rising 2.1 percent points. The number of employed residents decreased in every county coupled with increases in the number of unemployed.

The annual perspective of the Bay Area labor force shows negligible change in the unemployment rate compared to Q1/2006. The Q1/2007 rate is one-tenth of a percentage point higher, annually. Four of the ten Bay Area counties have higher rates; two are unchanged, and four counties are lower. The four counties whose rate are lower are small labor force counties that could not offset the annual unemployment increases in the larger counties posting higher rates such as Manitowoc and Sheboygan counties. Brown County, the most populous county in the region with the largest labor force, saw no change in its unemployment rate annually, hence the minimal rise in the region's unemployment rate. The Bay Area WDA labor force contains more than 1,800 additional employed and 650 more unemployed residents compared to Q1/2006.

One should expect unemployment rates to fall precipitously in the second quarter. This will be a seasonal response to warmer weather job hikes brought on by tourism-related industries; construction, and others. Virtually all major employment sectors should post a positive seasonal response in Q2.

Industry Employment (# of Jobs by Industry)

The estimated total number of payroll jobs in the Bay Area WDA was 313,400 in Q1/2007. More than one-half of the region's jobs were located in the three-county Green Bay MSA. Florence County, at just over 1,200 jobs, contains the smallest county-level share of the region's jobs (0.4% of Bay Area's total jobs).

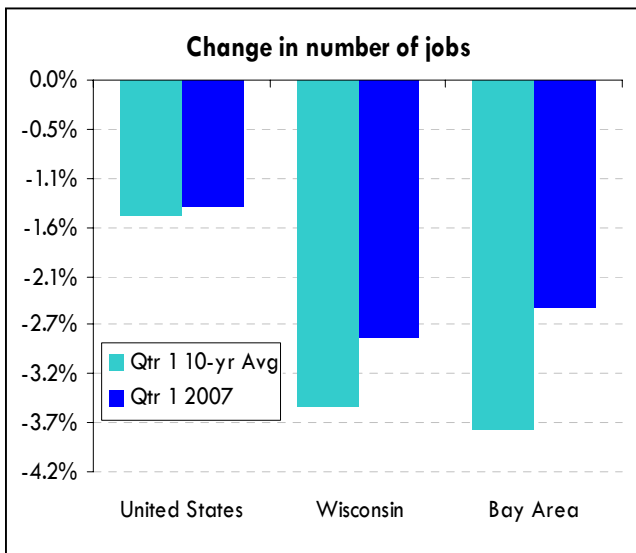
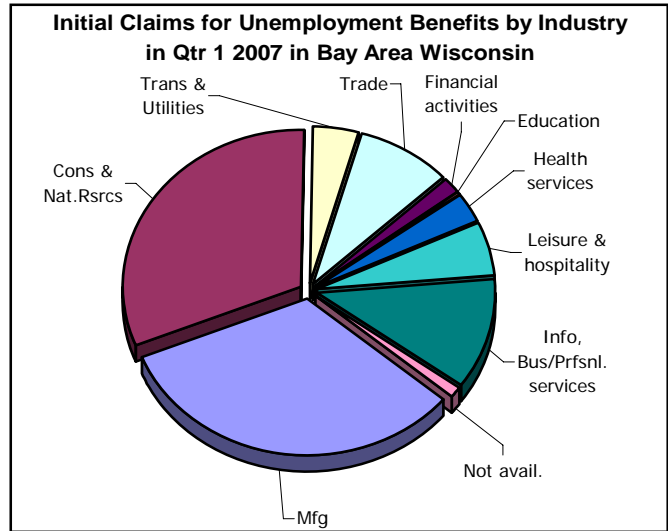
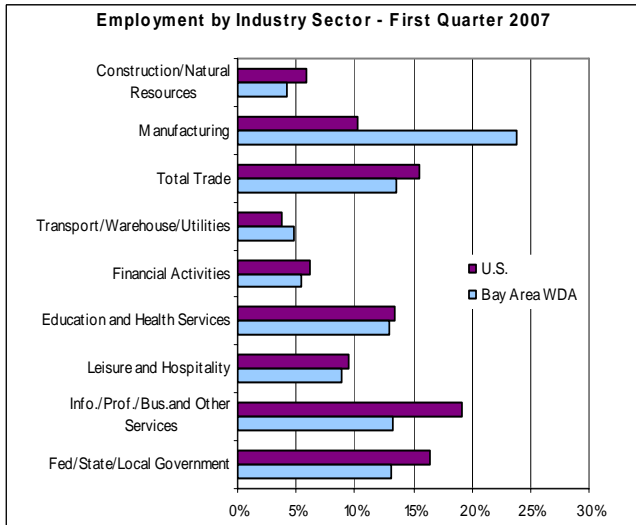
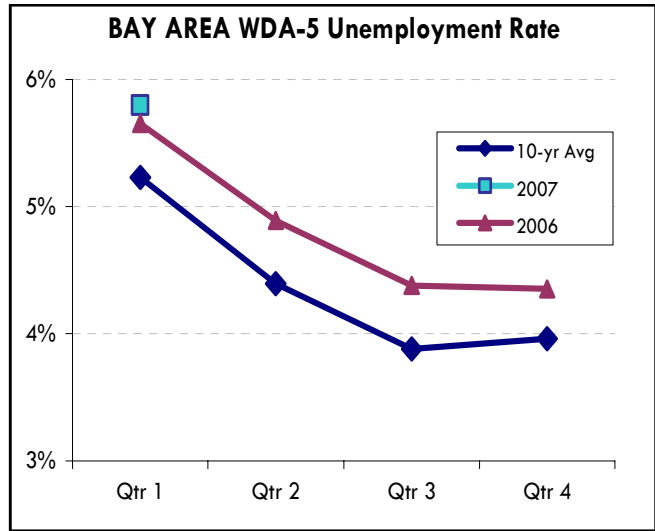
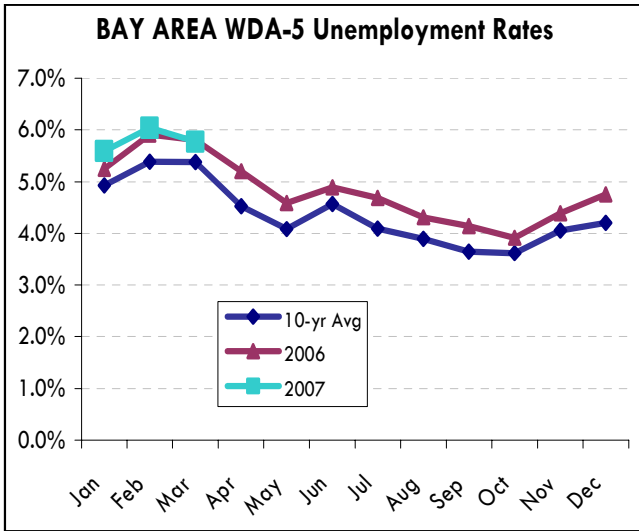
As expected, the Bay Area posted a net loss of jobs (-7,900) compared to the previous quarter. All of the Bay Area's major employment sectors measured a net loss of jobs with construction, retail trade and leisure and hospitality employment playing the largest roles in this net loss, combining for over 5,100 fewer jobs.

All Bay Area counties posted net quarterly job losses., which was expected as January, February and March are definitely the most sluggish months for the regional and statewide labor market. Some Bay Area counties are extremely seasonal in terms of their total nonfarm job levels. For example, Wisconsin's net change between Q4/2006 and Q1/2007 was -2.8 percent of its overall job base. The region's net loss was -2.5 percent. Door County's net loss was 7.4 percent or almost 1,000 fewer jobs in a base of about 12,000-13,000 total jobs. Door is one of the more volatile counties for seasonal job loss and growth in Wisconsin depending upon the time of year.

The region's annual job growth scenario has been relatively stagnant with 680 more jobs compared to Q1/2006 (+0.2%). This sluggish growth rate is comparable to the state as a whole, whose total jobs have only grown three-tenths of a percentage point over the same period. Job growth in professional and business services as well as education and health services fueled the region's overall growth. Manufacturing employment is up 140 jobs from last year, too. These gains have been offset by reductions in construction, retail trade and professional and business services jobs.

Some of the Bay Area counties/MSA measured slight annual job losses. The Green Bay MSA decreased by 170 jobs. The Sheboygan MSA decreased by 100 jobs and Menominee County shows 20 fewer jobs. Door County, despite its great quarterly decrease and the fact that it only equals four percent of the regional job market, measured the region's largest net job gain (+330 jobs) equaling almost one-half of the total Bay Area net gain.

The Bay Area WDA Workforce Album



	Change over previous quarter				over yr
	Qtr 2 2006	Qtr 3 2006	Qtr 4 2006	Qtr 1 2007	Qtr 1 2006
Consumer Price Index - All items (not seasonally adjusted)					
United States	1.3%	1.2%	0.5%	1.0%	2.4%
Midwest cities (50,000-1.5 million pop.)	1.5%	0.1%	-0.7%	0.9%	1.8%
Midwest cities (less than 50,000 pop.)	1.4%	0.9%	-1.6%	0.9%	1.6%
Employment Cost Index (not seasonally adjusted)					
Civilian total compensation	0.9%	1.1%	0.6%	0.9%	3.5%
Private industry total compensation	0.9%	0.8%	0.7%	0.8%	3.2%
Local & state govt. total compensation	0.4%	2.3%	0.9%	1.0%	4.6%
Civilian wages	0.8%	1.1%	0.6%	1.1%	3.6%
Private wages	1.0%	0.8%	0.7%	1.1%	3.6%
Local & state government wages	0.5%	2.0%	0.7%	0.6%	3.8%
Civilian benefits	0.7%	1.2%	0.8%	0.4%	3.1%
Private industry benefits	0.7%	0.8%	0.6%	0.1%	2.2%
Local & state government benefits	0.6%	2.8%	1.1%	1.7%	6.3%

Source: US Bureau of Labor Statistics