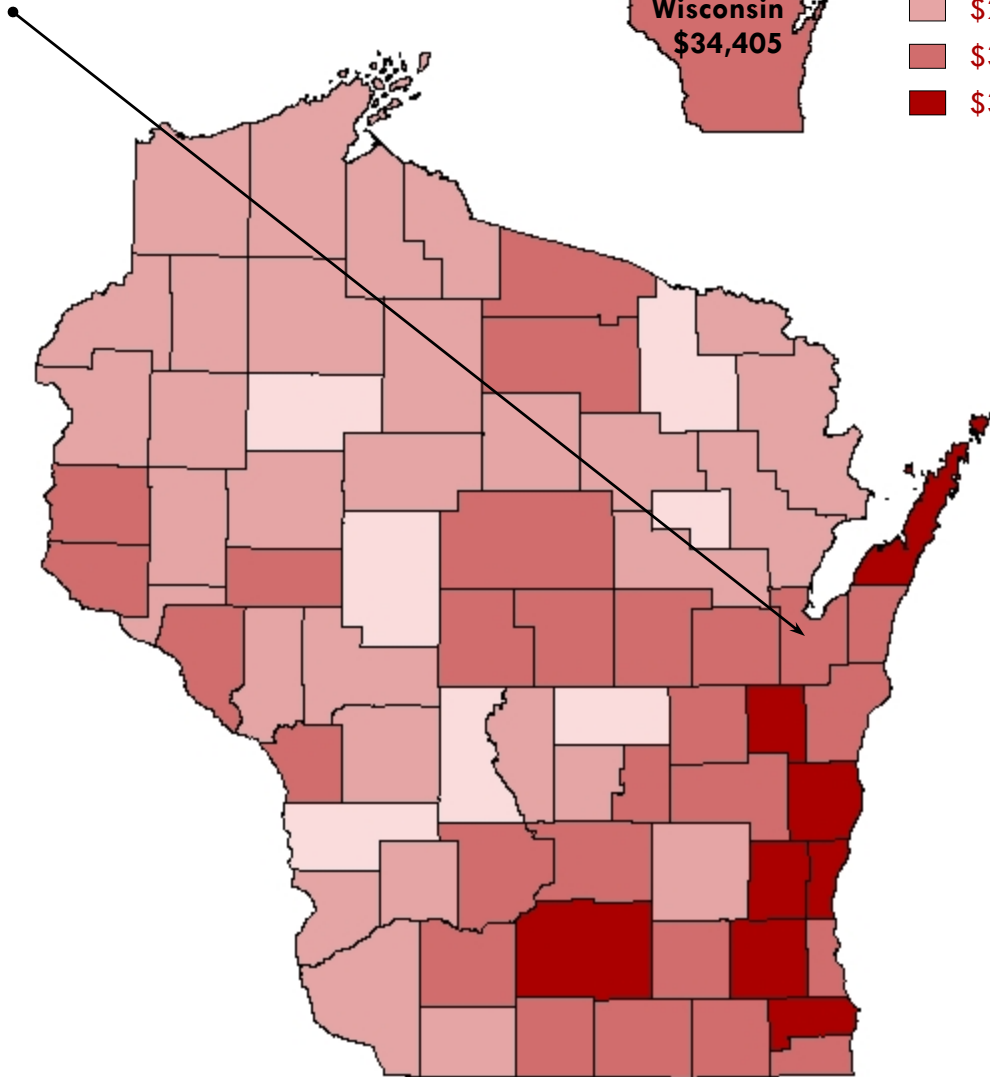


# Brown County Workforce Profile

## Per Capita Personal Income in 2006

Brown County  
\$34,718



2008

### Office of Economic Advisors

Wisconsin Department of Workforce Development  
OEA-10597-P

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**Population**

Brown County's population grew by 18,106 residents between the 2000 Census and the January 1, 2007 estimate, making it the 17<sup>th</sup> fastest growing county among the 72 in Wisconsin. In addition, the pace of population growth in Brown County (8.0%) is faster than in the state (5.3%) and in the nation (6.9%).

Brown County is the fourth most populated county (244,764 residents), behind Milwaukee, Dane, and Waukesha counties, and is home to the City of Green Bay (104,020 residents), the third most populated municipality in the state. Brown County is also a member of the three-county Green Bay Metropolitan Statistical Area (MSA), with Kewaunee and Oconto counties being the other members. This is as a result of commuting characteristics.

Most of Brown County's residential gain occurred outside of the City of Green Bay, growing more quickly in those municipalities particularly to its immediate northwest and southeast such as the towns of Bellevue, Ledgeview, and Suamico and the Village of Howard (Brown County portion). This growth is reflective of development along Interstate 43 and U.S. Highway 41, which connects Brown County to its metropolitan statistical area counterparts, Kewaunee and Oconto counties. Most of the job base in this three-county MSA is located in the City of Green Bay, though it is not as centered there as before, since more of the Brown County suburbs are absorbing job growth in addition to residential growth.

**Brown County's Ten Most Populous Municipalities**

	April 2000 Census	Jan.1, 2007 Estimate	Numeric Change	Percent Change
<b>United States</b>	281,421,906	300,888,812	19,466,906	6.9%
<b>Wisconsin</b>	5,363,715	5,647,000	283,285	5.3%
<b>Brown County</b>	226,658	244,764	18,106	8.0%
Green Bay, City	102,767	104,020	1,253	1.2%
De Pere, City	20,559	22,670	2,111	10.3%
Ashwaubenon, Village	17,634	17,785	151	0.9%
Howard, Village*	13,546	15,830	2,284	16.9%
Allouez, Village	15,443	15,450	7	0.0%
Bellevue, Village	11,828	14,835	3,007	25.4%
Suamico, Village	8,686	10,895	2,209	25.4%
Hobart, Village	5,090	5,873	783	15.4%
Ledgeview, Town	3,363	5,301	1,938	57.6%
Scott, Town	3,138	3,571	433	13.8%

\* Brown County portion only

Source: WI Dept. of Administration, Demographic Services, Population Est., July 2008

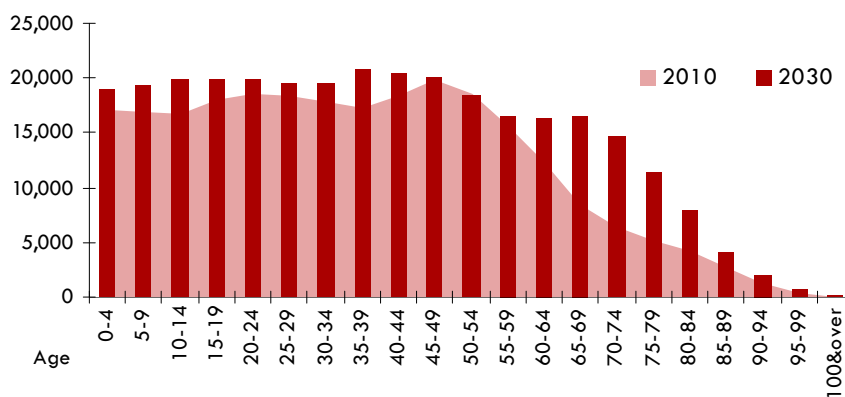
Significant numbers of Kewaunee County and Oconto County workers travel into Brown County for work, with the City of Green Bay receiving the majority of these commuters.

Population growth in the City of Green Bay, Brown County, or throughout any area for that matter, occurs as a result of two sources: natural increase (births outnumbering deaths) and net migration (more in-movers than out-movers). In particular, the net addition of 18,106 residents between the years 2000 and 2007 consisted of a net in-migration of 6,568 residents coupled with a natural increase of 11,538 residents (births: 22,271; deaths: 10,733). More population growth from natural increase than net migration is typical for a metro area like Brown County and is unlikely to change considerably in the near future.

The graph to the left analyzes age demographics projected in the year 2010 and in the year 2030. While the population increases, the county's population distribution is shifting from a younger- to an older-aged dominance, like most counties in the state. Nevertheless, Brown County's population will not be nearly as old as that in most counties throughout the state.

The projected average age of Brown County residents in the year 2010 will be 36.5 years old; throughout Wisconsin, residents will average 38.1 years old. It is projected that in the year 2010 when the oldest baby boomer is 64 years old, 11.3

**Population by Age Cohorts in Brown County**



In 2010, the average Brown County resident will be 36.5 years old.

In 2020, the average Brown County resident will be 38 years old.

In 2030, the average Brown County resident will be 39.6 years old.

Source: WI Dept. of Administration, Demographic Services, & WI DWD, OEA

(Continued on page 2)

### Population & Labor Force

Population Projections for Brown County						
Age Group:	0-15	16-34	35-54	55+	Labor-Force- Aged Population	Total Population
Years	Population					
2010	54,387	69,168	73,909	56,576	199,653	254,040
2020	59,480	72,078	73,991	76,860	222,929	282,409
2030	62,139	74,647	79,637	90,508	244,792	306,931
Distribution of Labor-Force-Aged Population						
2010		34.6%	37.0%	28.3%	100.0%	
2020		32.3%	33.2%	34.5%	100.0%	
2030		30.5%	32.5%	37.0%	100.0%	

Source: WI Dept. of Administration, Demographic Services

percent of Brown County's total population will be over the age of 64, compared to 13.6 percent in Wisconsin. At that time, 21.4 percent of the county's population will be under the age of 16, compared to 20.2 percent statewide. By the year 2030, it is projected that 18.8 percent of Brown County's population will be 65 years old or older, compared to 21.4 percent in Wisconsin. At that time, the youngest baby boomer will be 66 years old. As the older population is increasing in share and size between the years 2010 and 2030, the younger population, or those under the age of 16, is decreasing in share, but not size. Brown County's population under the age of 16 will drop to 20.2 percent, while Wisconsin's will drop to 19.6 percent in the year 2030.

The shift in the demographics of Brown County's population could significantly affect both labor force growth and also the supply and demand for goods and services. Not only will this shift impact Brown County, but it will also influence surrounding areas including, but not limited to Kewaunee and Oconto counties. Examining population and labor force demographics together helps to explain why the significant events might occur. The table above displays the population breakout by age cohort, whereas the table on the bottom right corner of the page denotes the projected breakout of the labor force by age cohort. The line graph then combines both population and labor force together on one graph.

The total population in Brown County is projected to grow by 20.8 percent between the years 2010 and 2030, while the labor-force-aged population (16+ population) is expected to grow by 22.6 percent. However, much of the change in the labor-force-aged population distributions is due to the aging of the baby boomer generation. It is projected that in the year 2010, the 55 year old or older population will comprise 28.3 percent of the 16 or older population. This age cohort

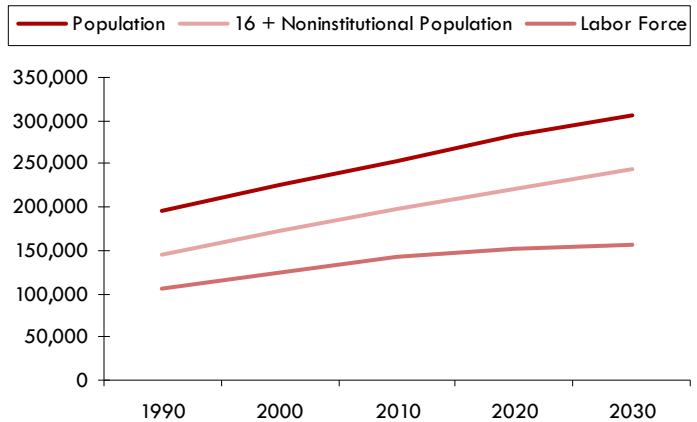
accounts for the smallest share of the labor-force-aged population among the age groups listed to the left in the year 2010, but is projected to be the largest share (37.0%) in the year 2030.

Even though Brown County's population is shifting, an overwhelming majority is still in its prime working years. As a result, it is projected that the labor force, those working or seeking work, (see table below) will grow by 10.4 percent between the

years 2010 and 2030. Labor force growth in Brown County has out-performed most other counties throughout Wisconsin, including Kewaunee and Oconto counties.

Between the years 2010 and 2030, the share of the 55 year old or older participants will increase by 2.1

**Brown County Historic and Projected Population and Labor Force**



Source: WI DWD, OEA

Labor Force Projections for Brown County				
Age Group:	16-34	35-54	55+	Total Labor Force
Years	Labor Force			
2010	56,243	63,572	21,886	141,702
2020	57,724	64,049	29,688	151,461
2030	60,154	68,838	27,442	156,434
Distribution of Labor Force				
2010	39.7%	44.9%	15.4%	100.0%
2020	38.1%	42.3%	19.6%	100.0%
2030	38.5%	44.0%	17.5%	100.0%

Source: WI DWD, OEA

(Continued on page 3)

**Labor Force**

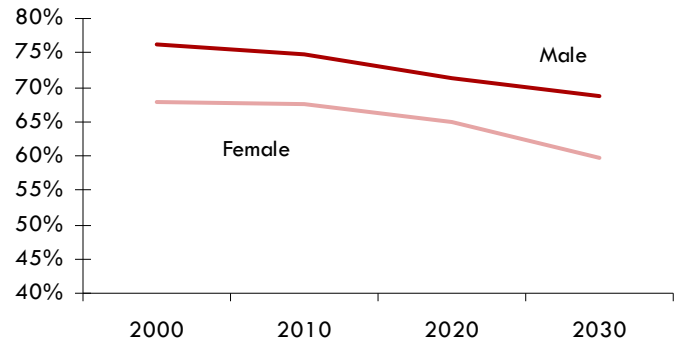
percentage points. This might suggest that some baby boomers will continue to work later in life than their predecessors did. They may continue working in their current capacities, change careers, or go part-time; but, the number of those workers is still insignificant compared to the number of baby boomers that will leave the labor force.

As the population ages and the labor pool remains tight, Brown County employers may have difficulty keeping baby boomers in the workforce (either full-time or part-time), or may face stiff competition hiring younger workers from the area and surrounding areas. Because Wisconsin and the nation are facing changing times, employers might have to become creative. However, the baby boomers that do decide to work later in life will find that personal interests, health concerns, and family needs will prevent them from working indefinitely.

The labor force participation rate (LFPR) is defined as the share of the population that is at least 16 years old, is non-institutional (not incarcerated or in nursing facilities), and is working or seeking work. The line graph on the top right corner of the page suggests that the LFPR will drop for both males and females in the year 2030. The bottom line graph to the right in combination with the population and labor force tables on page two, help to explain why this trend is expected to occur in Brown County. In particular, participation for both males and females drops quite dramatically at the age of 55 and beyond. As of the year 2007, the total LFPR in Brown County was 72.7 percent, higher than Wisconsin's LFPR of 70.2 percent. Both areas' LFPRs are projected to drop as the baby boomers enter the ages typically associated with retirement. Although, participation in Brown County will likely remain higher than in Wisconsin as a result of parallel changes in population demographics.

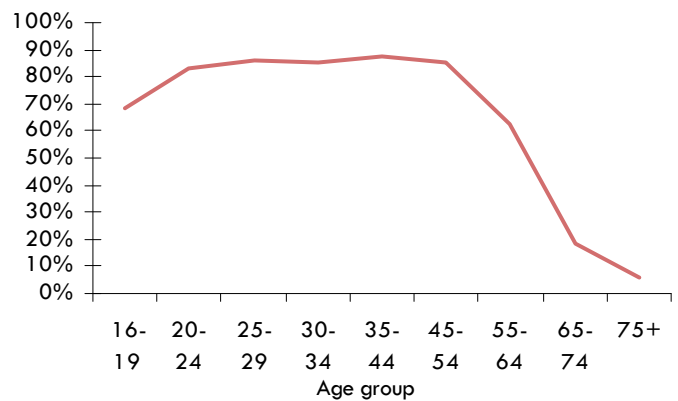
The bottom table reflects some of the changes already occurring in the labor force in Brown County. The total labor force increased by 18 workers and job seekers since 2006, and is projected to continue to grow into the year 2030. Since 2003 though, Brown County's

**Labor Force Participation Rates by Sex: 2000-2030**



Source: WI DWD, OEA

**Labor Force Participation Rates by Age in 2000**



Source: Census 2000, SF-3

labor force increased by 2,113 workers and job seekers, or 1.6 percent. As the labor force increased since 2003, so did the number employed, by 2,834. While the labor force and the number employed increased, the number unemployed decreased by 721. This resulted in a six-tenths of a percentage point difference in the unemployment rates in Brown County in the years 2003 and 2007.

In the year 2007, Brown County's unemployment rate was 4.6 percent, three-tenths of a percentage point less than the unemployment rate in Wisconsin (4.9%). Over the last ten years, Brown County has typically seen, on average, a lower unemployment rate than that in Wisconsin. During the year 2007, Brown County's unemployment rate peaked in February at 5.3 percent and bottomed out in October at 4.0 percent.

**Brown County Civilian Labor Force Data**

	2003	2004	2005	2006	2007
Labor Force	135,317	136,322	136,105	137,412	137,430
Employed	128,223	129,929	129,880	131,170	131,057
Unemployed	7,094	6,393	6,225	6,242	6,373
Unemployment Rate	5.2%	4.7%	4.6%	4.5%	4.6%

Source: WI DWD, Bur. of Workforce Training, Local Area Unemployment Statistics, 2008

### Jobs & Wages

The industry mix and wages significantly impact local economies. The more good-paying jobs in a region, the better the prospects for the local economy.

Brown County has a diversity of industry employment, but jobs are dominated by trade, transportation, and utilities. Approximately 22 percent of the total county jobs are in trade, transportation, and utilities, slightly more than the share of those jobs in Wisconsin. In addition, the county average wage is 110.8 percent of the state's wage. This wage is likely supported by the high-paying truck transportation jobs (\$45,167) in the county. Schneider Enterprises is one of the more prominent employers in the county and one that employs over one thousand workers (see page five).

Although not the largest industry, manufacturing still accounts for 18.1 percent of total jobs in the county, a slightly larger share than in the state. Contrary to many

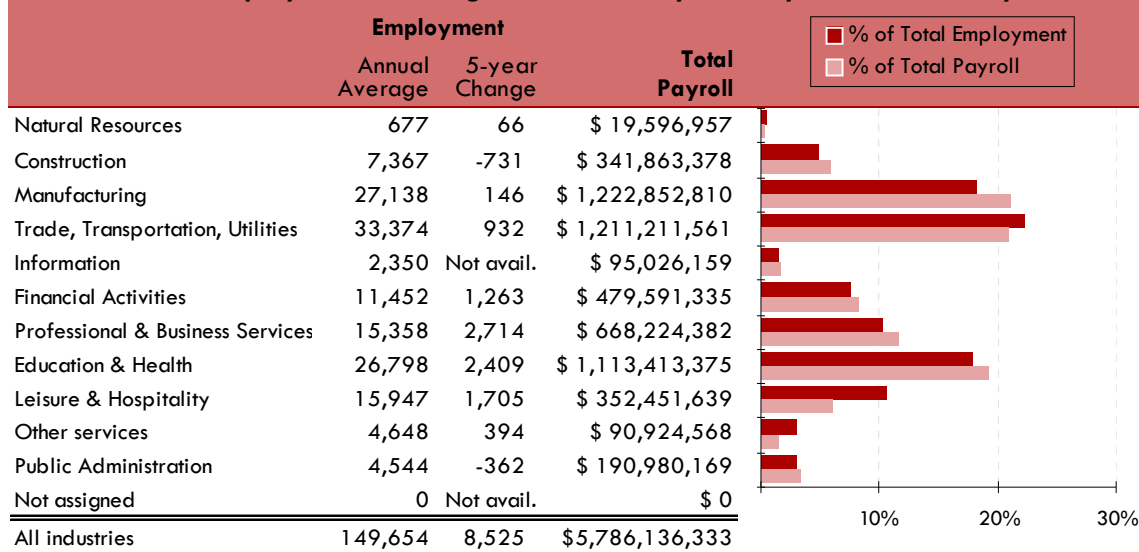
beliefs, manufacturing remains strong in Brown County. Nearly 150 jobs were created between the years 2002 and 2007 in the county, compared to a loss of 26,816 manufacturing jobs in the state. Not only is the local economy creating manufacturing jobs, these jobs are high-paying, on average. Although the county wage (\$45,061) does not match the state's (\$47,106), only construction jobs (\$46,405) pay better in Brown County.

Paper manufacturing (see page 5) is one such sub-sector of manufacturing that has not remained strong in the county between the years 2002 and 2007. This sub-sector lost 313 jobs over the five-year span, compared to a loss of 10,726 jobs in the state.

There was a mixed bag in the remaining manufacturing sub-sectors in Brown County. Among the data that was available, machinery manufacturing lost the most number of jobs (-595) over the five years, while fabricated metal product manufacturing added the most number of jobs (+477). Ultimately, the manufacturing sub-sectors that added jobs trumped those that

(Continued on page 5)

**2007 Employment and Wage Distribution by Industry in Brown County**



Source: WI DWD, Bureau of Workforce Training, Quarterly Census Employment and Wages, June 2008

**Average Annual Wage by Industry Division in 2007**

	Average Annual Wage		Brown County as a Share of Wisconsin	Brown County 5-year % Change	Wisconsin 5-year % Change
	Brown County	Wisconsin			
All industries	\$38,663	\$38,070	101.6%	14.8%	17.4%
Natural Resources	\$28,947	\$29,235	99.0%	13.8%	14.7%
Construction	\$46,405	\$47,489	97.7%	20.9%	19.8%
Manufacturing	\$45,061	\$47,106	95.7%	9.9%	16.1%
Trade, Transportation & Utilities	\$36,292	\$32,762	110.8%	13.0%	15.3%
Information	\$40,437	\$48,483	83.4%	Not avail.	24.7%
Financial Activities	\$41,878	\$50,749	82.5%	16.5%	25.8%
Professional & Business Services	\$43,510	\$44,328	98.2%	26.4%	22.0%
Education & Health	\$41,548	\$39,606	104.9%	16.0%	17.3%
Leisure & Hospitality	\$22,101	\$13,589	162.6%	15.9%	14.8%
Other Services	\$19,562	\$22,073	88.6%	4.8%	13.2%
Public Administration	\$42,029	\$39,879	105.4%	18.0%	18.1%

Source: WI DWD, Workforce Training, QCEW, June 2008

**Jobs & Wages**

**Prominent Industries in Brown County**

Industry Sub-sectors (3-digit NAICS)	Average Employment			Average Wages			
	2007 Avg.	5-year Percent Change		2007 Average		5-year Percent Change	
	Brown County	Brown County	Wisconsin	Brown County	Wisconsin	Brown County	Wisconsin
Food services & drinking places	10,459	7.8%	9.1%	\$ 10,742	\$ 10,859	12.6%	14.5%
Educational services	8,968	13.8%	2.0%	\$ 36,225	\$ 39,753	6.1%	15.0%
Insurance carriers & related activities	7,205	10.7%	5.8%	\$ 45,603	\$ 56,218	25.9%	27.8%
Administrative & support services	7,196	29.7%	15.8%	\$ 21,106	\$ 23,144	16.6%	15.4%
Paper manufacturing	7,091	-4.2%	-23.2%	\$ 55,708	\$ 55,837	8.8%	9.9%
Hospitals	6,896	9.1%	12.6%	\$ 47,644	\$ 43,750	31.1%	24.1%
Food manufacturing	6,095	4.6%	-6.7%	\$ 37,594	\$ 38,239	2.2%	13.2%
Truck transportation	6,011	12.1%	7.1%	\$ 45,167	\$ 41,316	13.8%	14.6%
Professional & technical services	5,339	12.4%	10.0%	\$ 55,010	\$ 56,267	25.5%	20.9%
Ambulatory health care services	5,105	-8.1%	8.7%	\$ 65,304	\$ 57,969	27.9%	18.5%

Note: \* data suppressed for confidentiality and not available for calculations  
Source: WI DWD, Bureau of Workforce Training, QCEW, OEA special request, June 2008

eliminated positions.

Education and health is the third largest industry in Brown County with 26,798 jobs, 2,409 more jobs than in the year 2002. Educational services is the most prominent sub-sector in education and health. Educational services makes up 33.5 percent of total employment in education and health, and employment is increasing (+1,086 jobs). The sub-sector wage (\$36,225) is lower than both the statewide sub-sector wage (\$39,753) and the county education and health wage (\$41,548). Because five-year job growth (13.8%) is more robust than wage growth (6.1%) in the county, it is likely that the newly created jobs were not among the higher paying ones. Wages are typically higher in the healthcare field such as in hospitals (\$47,644) and ambulatory care services (\$65,304) than

in educational services, which thus skews the education and health average wage higher.

Leisure and hospitality is gaining ground in Brown County, totaling 15,947 jobs in the year 2007. This industry is the fourth largest in the county and added 1,705 jobs over the five years. The county wage of \$22,101, although still low on average, is not only higher than the statewide wage of \$13,589, but is also the highest leisure and hospitality wage among the 72 counties in Wisconsin. This is as a result of Brown County being the home to the Green Bay Packers franchise in which jobs are high paying, on average. If not for the franchise, the county average wage would likely be much lower.

On the other hand, jobs in food services and drinking places, a sub-sector of leisure and hospitality, pay low wages, \$10,742 in the county compared to \$10,859 statewide. Most jobs within leisure and hospitality will be lower paying on average because these jobs are usually part-time, seasonally based, or entry-level.

**Prominent Public and Private Sector Employers in Brown County**

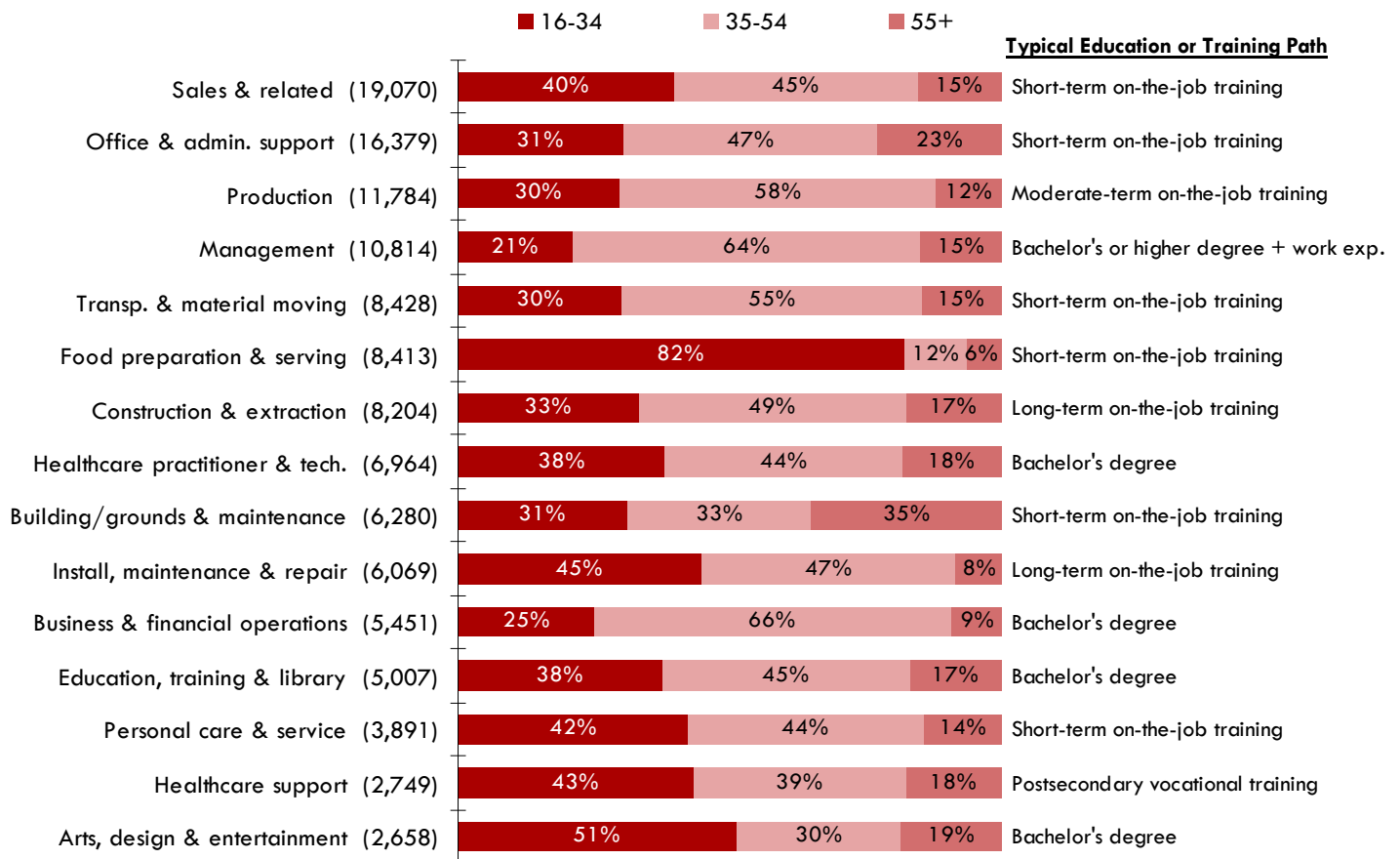
Establishment	Service or Product	Number of Employees (March 2007)
Green Bay Area Public School District	Elementary & secondary schools	1000+ employees
Humana Insurance Co	Direct health & medical insurance carriers	1000+ employees
Georgia-Pacific Corp	Paper, except newsprint, mills	1000+ employees
Bellin Memorial Hospital	General medical & surgical hospitals	1000+ employees
Saint Vincent Hospital	General medical & surgical hospitals	1000+ employees
Wisconsin Public Service Corp	Fossil fuel electric power generation	1000+ employees
Oneida Tribe of Indians of Wisconsin	Casino hotels	1000+ employees
Schneider Enterprise Resources LLC	Other specialized trucking, long-distance	1000+ employees
ShopKo	Discount department stores	1000+ employees
United Healthcare Services Inc	Third party administration of insurance funds	1000+ employees

Source: WI DWD, Bureau of Workforce Training, QCEW, OEA special request, April 2008

**Occupations & Typical Education or Training**

**Age Distribution of Workers in Selected Occupational Groups**

Data includes residents of Brown County.



Note: Occupation groups are in descending order based on the number of workers in each group.  
Source: 2006 U.S. Census ACS PUMS & WI DWD, OEA

The previous two pages describe industry employment or where a person works. Occupational employment describes what a person does. For example, one can be an accountant (what the person does), but can work in a manufacturing firm or in a financial firm (where the person works).

The bar graph above describes the age distribution in selected occupational groups of workers that live in Brown County, even though these workers might not hold jobs in those counties (place of residence data). The education or training path listed for each occupational group is the typical entry requirement for that group. It does not mean that every occupation within each group requires that type of education or training path.

Food preparation and serving related occupations consist of 8,413 workers in the county, the sixth largest

occupational group. Many of these occupations are typically found in the food services and drinking places sub-sector (largest industry sub-sector in Brown County – see page 5). Workers in this occupational group tend to be younger in age. In fact, 82 percent of workers in this occupational group are between the ages of 16 and 34. This makes sense since many of these jobs, such as waiters/waitresses and host/hostesses, tend to be held by younger workers, including students. The nature of the work coupled with the composition of the workforce tends to result in high turn-over rates. When a new position is open, it is usually filled by another younger worker. This works for the food preparation and serving related group because less than one month of on-the-job training is required for these positions.

Though sparsely present in food preparation and

(Continued on page 7)

## Occupations & Typical Education or Training

servicing related occupations, the 35-54 age cohort is typically dominant in most of the occupational groups listed on page six. Healthcare support; and arts, design, entertainment, sports, and media are the two other exceptions in which the 16-34 age cohort is the dominant cohort in the occupational groups. These two groups are dominated by younger workers as a result of the nature of the work and the educational requirements for the positions.

In particular, the healthcare support group (2,749 workers) typically has an entry requirement of postsecondary vocational training. Workers in this group require more education than food preparation and servicing related workers. However, these workers can still enter these positions at younger ages. In fact, 43 percent of the workers in healthcare support are between the ages of 16 and 34. Many start their career in occupations such as nursing aides, orderlies, and attendants, but move on to other positions in the field that require more advanced education such as registered nursing positions. Thus, there is still a need for workers in health care support as the population shifts. As a result, the health care field has been and continues to be a topic

of discussion throughout Wisconsin and the nation.

The healthcare practitioner and technical group (6,964 workers) is another component of the healthcare field. However, unlike healthcare support, the typical entry requirement for healthcare practitioners and technical occupations is a bachelor's degree, although this is not always the case. For example, some registered nursing positions require an associate's degree while others require a bachelor's degree. In addition, all nurses must pass a licensing exam. This could be a great career option for many due to the need for workers (replacements and new jobs) and the good pay, but this path takes some preparation. In general, the more education one has, the higher the wages one will earn.

The building and grounds cleaning and maintenance group, unlike all the other occupational groups, is dominated by the 55 or older age cohort (35%). Not only will employers have to replace over two thousand building and grounds cleaning and maintenance workers mainly due to retirements, but also might hire workers for new jobs. This will be due to the increased demand for healthcare services, as described above, which might result in more nursing homes and senior-living apartments.

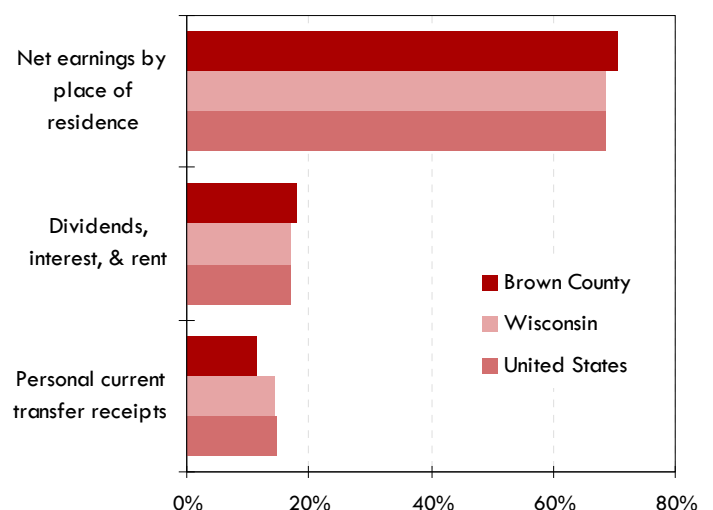
## Income

Total Personal Income (TPI) is the sum of net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts. Net earnings includes wages and salaries (whether the workers are covered by Wisconsin's unemployment law or not), income from self-employment, proprietorship income, and income earned by residents commuting to jobs outside the county. Dividends, interest, and rent includes payments in cash or other assets made by corporations located in the United States, monetary interest income, and the income derived by the rental of property except for the income of persons primarily engaged in the real estate business. Personal current transfer receipts includes payments, other than wages, salaries, or commissions, to individuals and to nonprofit institutions by federal, state, and local government and local businesses.

The bar graph to the right shows that Wisconsin and the United States nearly mirror each other when looking at the distributions of the three components of TPI. Brown County tells a slightly different story. The county's population is younger-aged and is faster growing than the state's and the nation's which likely explains why net earnings by place of residence accounts for a larger

share of TPI in the county than in the state and the nation. In fact, only twelve other counties in Wisconsin, including the northeastern counties of Calumet and Outagamie,

Components of 2006 Total Personal Income



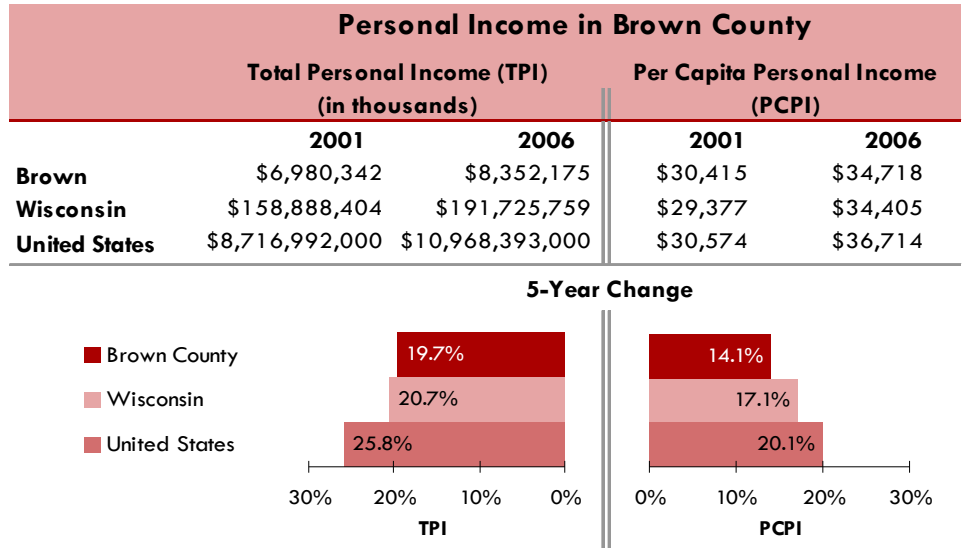
Source: US Dept. of Commerce, Bur. of Economic Analysis, 2008

### Income

have a higher share of TPI than the share in Brown County (70.5%).

Total personal income also can be analyzed on a per capita basis (PCPI) by dividing TPI by the total population. Brown County's population consists of a large share of working age population and as a result, the county's PCPI is high, on average (\$34,718). This is the tenth highest PCPI among the 72 counties in Wisconsin. It exceeds the PCPI in the state as a whole (\$34,405), but is less than the PCPI in the nation (\$36,714). Northeastern Wisconsin counties of Door (\$37,245), Calumet (\$36,107), and Sheboygan (\$35,419) all posted higher PCPIs than Brown County's in the year 2006.

The bar graph in the upper right corner of the page displays five-year growth rates for TPI and PCPI in Brown County, Wisconsin, and the United States. Growth is rather slow for both TPI and PCPI in Brown County as a result of the slower growth in net earnings, on average, compared to in the state and in the nation. As the population shifts, so do the components of TPI. Although a large share of Brown County residents are in their prime working years and are earning their highest income potential, others are leaving that stage in their lives and



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

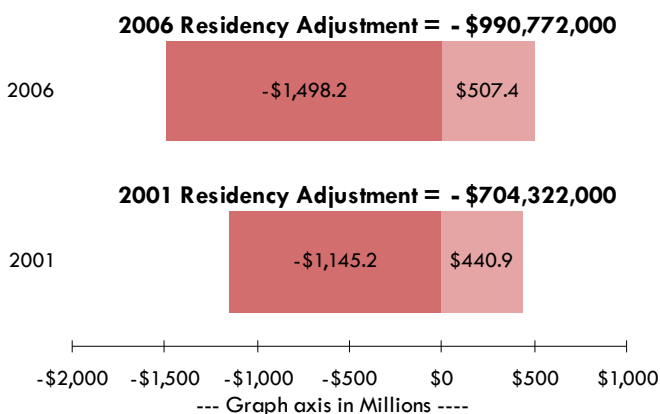
now will earn income through government assistance programs. In addition, robust growth in the younger population (under the age of 16) or those that earn no income, in particular, skew the PCPI statistic. As a result, Brown County's five-year growth in TPI (19.7%) and PCPI (14.1%) are slower.

The graph on the bottom left corner of the page displays the commuting impact in Brown County. Residency adjustment is an adjustment made for wages earned by residents who work outside the county. The graph suggests that, in the year 2006, the total earnings of Brown County residents who work in another county is less than the total net earnings of non-Brown County residents who work in Brown County by nearly one billion dollars!

Presently, Brown County does a fairly nice job of retaining its resident workers while also attracting workers from neighboring counties such as Kewaunee, Oconto, and Outagamie. However, this could change in the coming years as demographics of the population and labor force change. Employers in Brown County could face higher competition. Local employers, on average, pay high wages (see page 4), but other economic conditions, such as high gas prices, could cause non-Brown County residents to work locally rather than to commute to Brown County for work. In addition, neighboring employers may raise wages to stay competitive with Brown County employers. This may in turn cause Brown County employers to also raise wages to keep a competitive advantage.

### Brown County Commuting Impact

- Earnings of workers living in another county (outflow)
- Earnings of residents working in other counties (inflow)



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