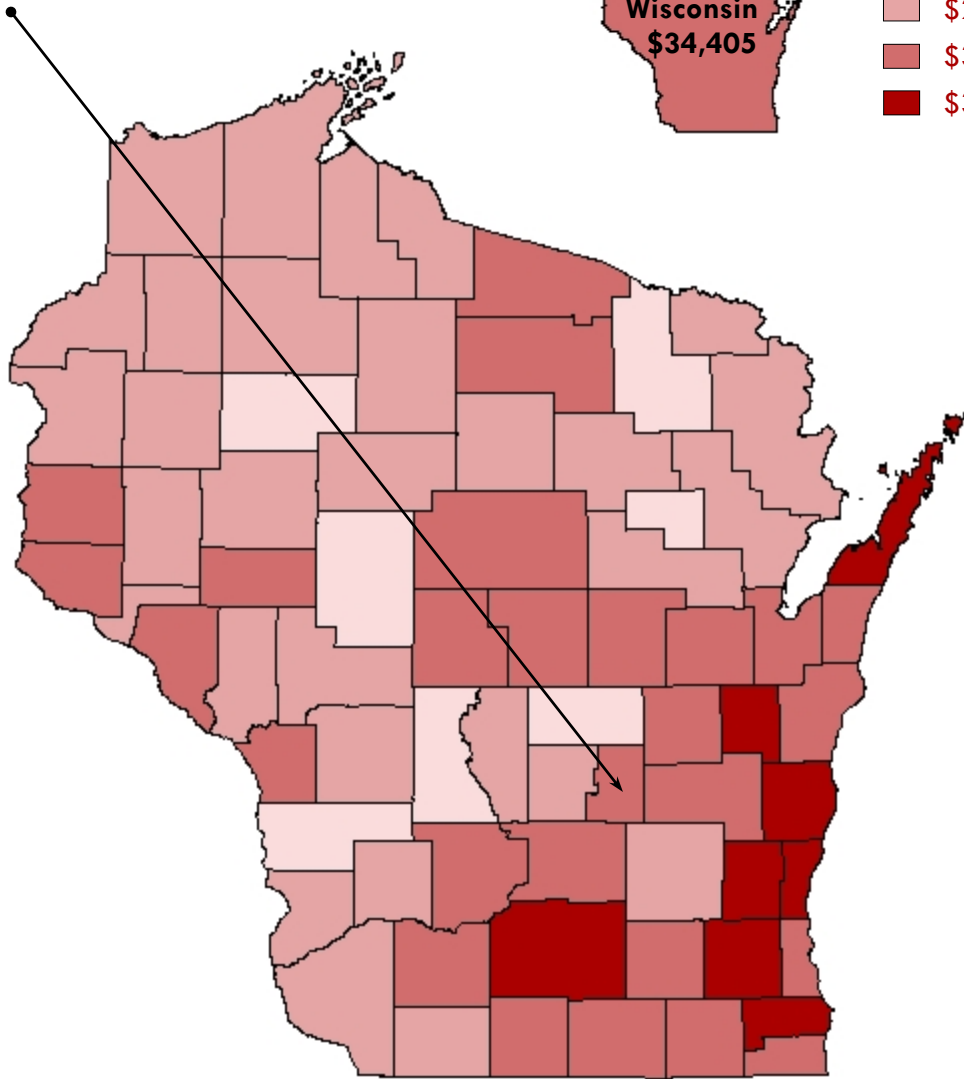


Green Lake County Workforce Profile

Per Capita Personal Income in 2006

Green Lake County
\$31,761



2008

Office of Economic Advisors

Wisconsin Department of Workforce Development
OEA-10616-P

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Population

Population demographics are important to analyze. Since Green Lake County is the 18th least populated out of the 72 counties in Wisconsin and the age of its residents is older on average, the aging of the baby boom generation population will be particularly important to examine. The aging of the baby boomers will not only significantly impact Green Lake County's future growth in population, but also growth in the labor force and growth in jobs. In addition, bordered by metropolitan statistical areas (Fond du Lac MSA, Madison MSA, and Oshkosh-Neenah MSA) and situated only 90 miles from Milwaukee, the county's location will impact future growth.

Between the years 2000 and 2007, Green Lake County's population grew by 341 residents. Although the county's population is growing, Green Lake County had the eighth slowest population growth rate (1.8%) among the 72 counties in Wisconsin. The City of Green Lake added the most residents (65) among the municipalities in Green Lake County between 2000 and 2007. This city is situated on the shore of one of the deepest lakes in Wisconsin, Green Lake (Big Lake). The City of Berlin (Green Lake County portion only) added 23 fewer residents than the City of Green Lake. In the year 2000, the City of Berlin's population was more than quadruple that of the City of Green Lake. Because of the higher population base, the City of Berlin grew by only eight-tenths of a percent compared to 5.9 percent.

Population growth in the City of Berlin, the City of

Green Lake County's Ten Most Populous Municipalities

	April 2000 Census	Jan.1, 2007 Estimate	Numeric Change	Percent Change
United States	281,421,906	300,888,812	19,466,906	6.9%
Wisconsin	5,363,715	5,647,000	283,285	5.3%
Green Lake County	19,105	19,446	341	1.8%
Berlin, City*	5,222	5,264	42	0.8%
Brooklyn, Town	1,904	1,960	56	2.9%
Princeton, Town	1,540	1,602	62	4.0%
Princeton, City	1,504	1,462	-42	-2.8%
Markesan, City	1,396	1,360	-36	-2.6%
Green Lake, Town	1,258	1,286	28	2.2%
Berlin, Town	1,145	1,185	40	3.5%
Green Lake, City	1,100	1,165	65	5.9%
Kingston, Town	900	936	36	4.0%
Manchester, Town	848	887	39	4.6%

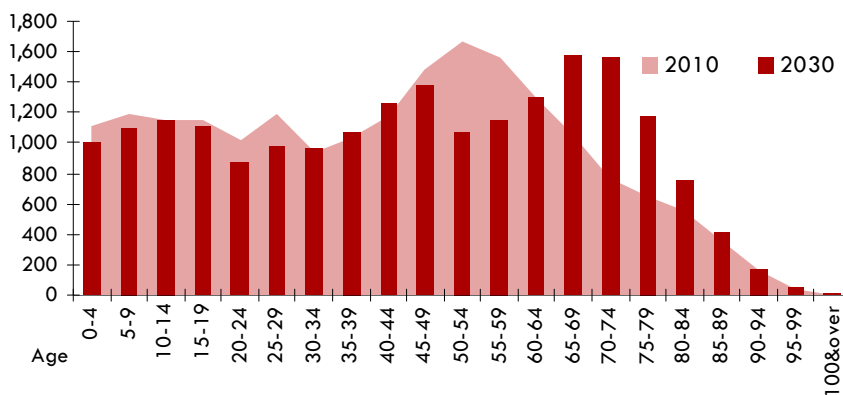
* Green Lake County portion only

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

Green Lake, Green Lake 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). Green Lake County was only one of twenty counties in Wisconsin that grew solely from net in-migration (+ 439 residents). However, Green Lake County's population increased by only 341 residents between the years 2000 and 2007. This means that the county experienced a natural decrease in population, meaning that the number of deaths (1,600) outnumbered the number of births (1,502). This can be an indication of an aging population, although not always.

When an area's population grows solely from net migration, as in Green Lake County, or primarily from net migration, the age of the population tends to be older. The projected average age of Green Lake County residents in the year 2010 will be 41.6 years old. Wisconsin's population growth, on the other hand, is nearly split between net migration and natural increase. As a result, the average age in the state is projected to be 38.1 years old in 2010. As with most counties in Wisconsin, the average age of the population is projected to get older because a large share of each county's population, the baby boomers, will be over the age of 65 in the coming years. It is projected that in year 2010, when the oldest baby boomer is 64 years old, 18.3 percent of the total population in Green Lake County will be 65 years old or older. By 2030, it is

Population by Age Cohorts in Green Lake County



In 2010, the average Green Lake County resident will be 41.6 years old.
 In 2020, the average Green Lake County resident will be 43.2 years old.
 In 2030, the average Green Lake County resident will be 45 years old.

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

(Continued on page 2)

Population & Labor Force

Population Projections for Green Lake County						
Age Group:	0-15	16-34	35-54	55+	Labor-Force- Aged Population	Total Population
Years	Population					
2010	3,699	4,075	5,358	6,438	15,871	19,570
2020	3,658	3,897	4,653	7,813	16,363	20,021
2030	3,478	3,704	4,779	8,167	16,650	20,128
Distribution of Labor-Force-Aged Population						
2010		25.7%	33.8%	40.6%	100.0%	
2020		23.8%	28.4%	47.7%	100.0%	
2030		22.2%	28.7%	49.1%	100.0%	

Source: WI Dept. of Administration, Demographic Services

projected that 28.4 percent of the county's population will be 65 years old or older. 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 and size. The share will drop from 18.9 percent of the total population in the year 2010 to 17.3 percent of the total population in the year 2030. Numerically, this is a decrease of 221 residents.

As the younger population decreases in share while the older population increases in share, it is projected that the average age in the county will reach 45 years old by the year 2030. The shift in the demographics of Green Lake 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 Green Lake County, but it will also influence surrounding areas.

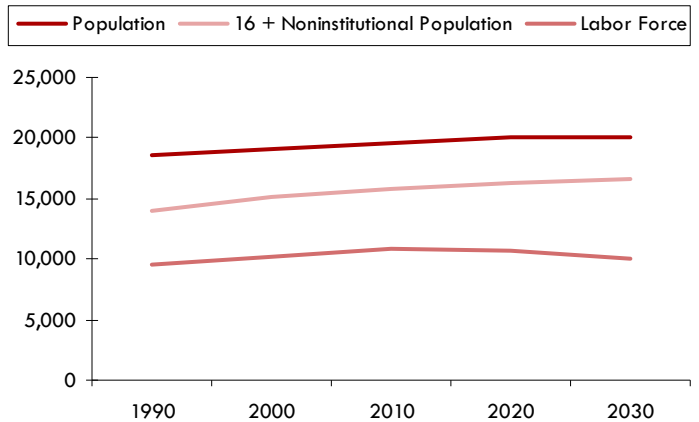
Examining population and labor force demographics together helps to explain why the significant effects might occur in Green Lake County. The table above displays the population breakout by age cohort, whereas the table on the bottom right corner of the page shows the projected labor force breakout by age cohort. The line graph then combines both population and labor force together on one figure.

The total population in Green Lake County is projected to grow by 2.9 percent between 2010 and 2030, while the labor-force-aged population (16+ population) is expected to grow by 4.9 percent over that same time period. 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 40.6 percent of the 16 and older population. This age cohort accounts for the largest share of the

labor-force-aged population among the age groups listed to the left, and this share is only expected to get larger in the year 2030 while the distributions in the other two age cohorts are expected to decline. In fact, in the year 2030, almost half of the labor-force-aged population will be 55 years old or older. As a result, it is projected that the labor force will begin to decline, as seen on the line graph below.

The table on the bottom right corner of the page suggests that the number of residents that participate in the labor force (working or seeking work) will decline by 7.6 percent between 2010 and 2030. However, the share of the 55 and older participants will increase by two percentage points over

Green Lake County Historic and Projected Population and Labor Force



Source: WI DWD, OEA

Labor Force Projections for Green Lake County				
Age Group:	16-34	35-54	55+	Total Labor Force
Years	Labor Force			
2010	3,288	4,690	2,803	10,781
2020	3,081	4,113	3,464	10,659
2030	2,960	4,217	2,788	9,964
Distribution of Labor Force				
2010	30.5%	43.5%	26.0%	100.0%
2020	28.9%	38.6%	32.5%	100.0%
2030	29.7%	42.3%	28.0%	100.0%

Source: WI DWD, OEA

(Continued on page 3)

Labor Force

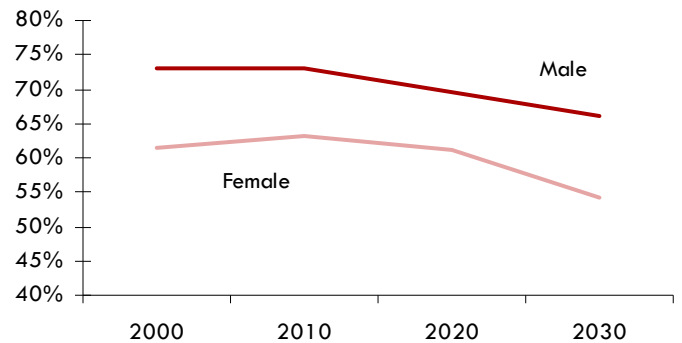
that same time period, while the other two age cohorts decrease in share. This suggests that some baby boomers will continue to work later in life than their predecessors did. They may continue working in their current capacities, change careers, or go part-time; but, the number of those workers is insignificant compared to the number of baby boomers that will leave the labor force.

As the population ages and the labor pool shrinks, employers may face stiffer competition recruiting qualified workers, whether they are trying to keep more baby boomers in the workforce longer (either full-time or part-time), or hiring a younger workforce from the area and surrounding areas. 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. In some cases, the experience and knowledge that will be lost could be hard to replace when baby boomers retire.

The labor force participation rate (LFPR) is defined as the share of the 16 and older non-institutional population (not incarcerated or in nursing facilities) that is in the labor force (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 Green Lake County. In particular, participation drops quite dramatically at the age of 55 and beyond for both males and females. As of the year 2007, the total LFPR in Green Lake County was 67.6 percent, lower than Wisconsin's LFPR of 70.2 percent, and is projected to drop as the baby boomers enter the ages typically associated with retirement.

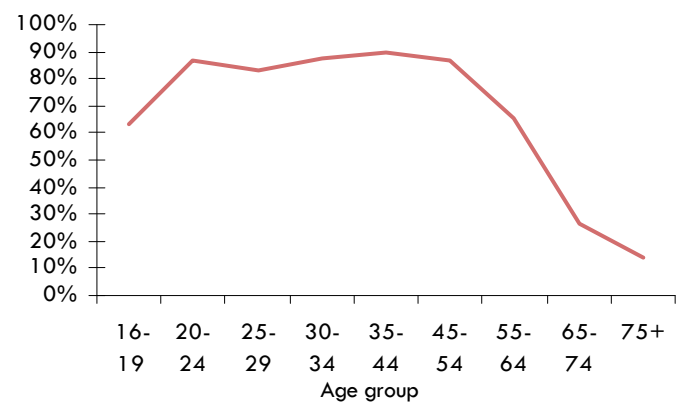
Female participation has historically been lower than male participation, although females have gained ground since the 1970s. Female participation has raised the total (male and female combined) LFPR since the 1970s, but this boost is not expected to continue. Most females who are able and available to work, are already working. As

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

a result, it is not projected that female participation will match male participation in the future in Green Lake County (see top line graph).

One explanation, of many, for the gap between male and female LFPRs is the disparity between male and female LFPRs throughout the child-bearing years (20-45 years old). As females have children, some exit the labor force permanently, some take a year or two off, and some do not take any additional time off other than medically necessary.

Another explanation for the disparity could be that females tend to have longer life expectancies than males. The 65 and older females that are not incarcerated or in nursing facilities, and are not working or seeking work, could lower total LFPR for all females, and thus potentially create a gap between male and female LFPRs.

Green Lake County Civilian Labor Force Data

	2003	2004	2005	2006	2007
Labor Force	10,830	10,571	10,316	10,478	10,495
Employed	10,080	9,951	9,705	9,899	9,918
Unemployed	750	620	611	579	577
Unemployment Rate	6.9%	5.9%	5.9%	5.5%	5.5%

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

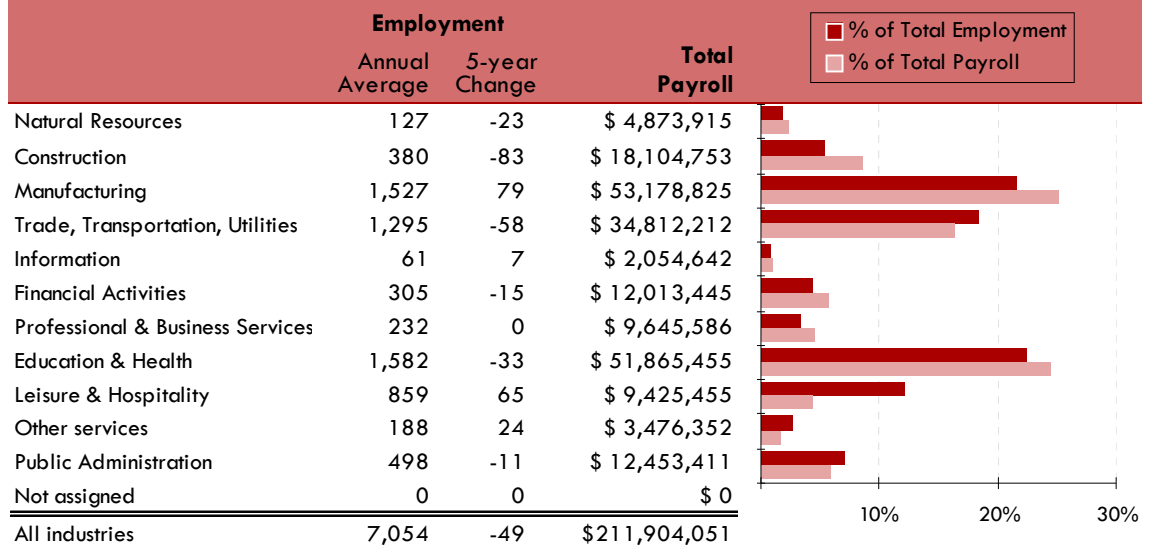
Jobs & Wages

The types of jobs and wages significantly impact local economies. There were 49 fewer jobs in Green Lake County in 2007 than in 2002. In fact, Green Lake County was one of only 17 counties in Wisconsin, including neighboring county of Fond du Lac, that saw a decrease in net jobs over the five-year period.

During this same time period, the all-industries average wage increased by 20.4 percent in the county, compared to 17.4 percent statewide. However, the county's all-industries wage (\$30,040) is still only 78.9 percent of the state's wage (\$38,070). Much of this disparity is due to the differences in the types of jobs within each industry and the dominance of different industries.

Construction lost the largest number of jobs (-83 jobs). On the other hand, the average wage in this industry (\$47,644) was the highest among the industry wages in

2007 Employment and Wage Distribution by Industry in Green Lake County



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

Green Lake County and higher than the construction wage in Wisconsin (\$47,489). However, construction only accounts for 5.4 percent of total employment in the county and therefore the all-industries wage is not impacted as heavily by the construction wage in comparison to the dominant industries of education and health (22.4% of total jobs); manufacturing (21.6%); and trade, transportation, and utilities (18.4%).

Education and health continues to be the dominant industry in Green Lake County even though this industry lost 33 jobs between 2002 and 2007. Even though jobs were lost, the wage grew by 19.8 percent over the five-year period. This suggests that the jobs that were lost were likely among the lower paying ones. However, the county's education and health wage (\$32,785) was only 82.8 percent of Wisconsin's wage (\$39,606). The disparity between county and state wages could be due to the fact that Green Lake County does not have a major university, but it does have a regional technical college. Wages tend

Average Annual Wage by Industry Division in 2007

	Average Annual Wage		Green Lake County as a Share of Wisconsin	Green Lake County 5-year % Change	Wisconsin 5-year % Change
	Green Lake County	Wisconsin			
All industries	\$30,040	\$38,070	78.9%	20.4%	17.4%
Natural Resources	\$38,377	\$29,235	131.3%	33.4%	14.7%
Construction	\$47,644	\$47,489	100.3%	20.1%	19.8%
Manufacturing	\$34,826	\$47,106	73.9%	24.5%	16.1%
Trade, Transportation & Utilities	\$26,882	\$32,762	82.1%	15.0%	15.3%
Information	\$33,683	\$48,483	69.5%	47.7%	24.7%
Financial Activities	\$39,388	\$50,749	77.6%	40.7%	25.8%
Professional & Business Services	\$41,576	\$44,328	93.8%	29.0%	22.0%
Education & Health	\$32,785	\$39,606	82.8%	19.8%	17.3%
Leisure & Hospitality	\$10,973	\$13,589	80.7%	13.5%	14.8%
Other Services	\$18,491	\$22,073	83.8%	22.9%	13.2%
Public Administration	\$25,007	\$39,879	62.7%	22.1%	18.1%

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

(Continued on page 5)

Jobs & Wages

Prominent Industries in Green Lake County

Industry Sub-sectors (3-digit NAICS)	Average Employment			Average Wages			
	2007 Avg.	5-year Percent Change		2007 Average		5-year Percent Change	
	Green Lake County	Green Lake County	Wisconsin	Green Lake County	Wisconsin	Green Lake County	Wisconsin
Educational services	520	-3.7%	2.0%	\$ 32,877	\$ 39,753	10.4%	15.0%
Hospitals	*	not avail.	12.6%	*	\$ 43,750	not avail.	24.1%
Food services & drinking places	516	7.9%	9.1%	\$ 8,297	\$ 10,859	13.0%	14.5%
Primary metal manufacturing	491	24.9%	-4.1%	\$ 40,385	\$ 46,172	30.8%	14.0%
Executive, legislative, & gen government	452	-1.1%	-4.7%	\$ 26,150	\$ 36,340	24.0%	16.4%
Nursing & residential care facilities	367	1.7%	3.6%	\$ 19,034	\$ 23,295	11.2%	12.0%
Food & beverage stores	230	15.0%	-4.9%	\$ 12,305	\$ 17,166	-8.8%	9.7%
Apparel manufacturing	*	not avail.	-52.8%	*	\$ 30,202	not avail.	-2.4%
Credit intermediation & related activity	216	14.3%	6.0%	\$ 40,735	\$ 42,493	32.8%	19.7%
Truck transportation	210	8.8%	7.1%	\$ 34,917	\$ 41,316	5.8%	14.6%

Note: * data suppressed for confidentiality and not available for calculations

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

to be higher for college professors than teachers that work at elementary, middle, or high schools. Two of Green Lake County's prominent employers are the Berlin Area School District and Markesan Public School (see table below). These employers contribute between 350 and 520 jobs to the county's largest industry sub-sector, educational services (520 jobs). Wages in this sub-sector have grown slower than many of the other large industry sub-sectors in the county and slower than the educational services wage growth in the state.

Hospitals, the second largest industry sub-sector, dominates the healthcare side of employment in the education and health industry. However, employment is suppressed in the sub-sector to provide confidentiality. But, it is known that there are between 516 and 520 jobs

in this sub-sector in 2007 (see table above). In addition, Community Health Network is the largest employer in Green Lake County.

Although manufacturing employment has declined in the state by 26,816 jobs between 2002 and 2007, manufacturing jobs in Green Lake County have increased by 79. In particular, primary metal manufacturing added 98 jobs over that time period. Primary metal manufacturing, the fourth largest industry sub-sector in the county with 491 jobs, accounts for just over 32 percent of total manufacturing jobs in the county. Even though Green Lake County's average wage in this sub-sector grew by over 30 percent over the five-year period, the county wage (\$40,385) was still less than the state's (\$46,172). The robust growth in the primary metal manufacturing

wage, along with the growth in jobs, suggest that the jobs that were added in this sector were not among the lowest paying. Citation Foundry Corporation and Precision Metal-smiths are two prominent employers involved in primary metal manufacturing.

Prominent Public and Private Sector Employers in Green Lake County

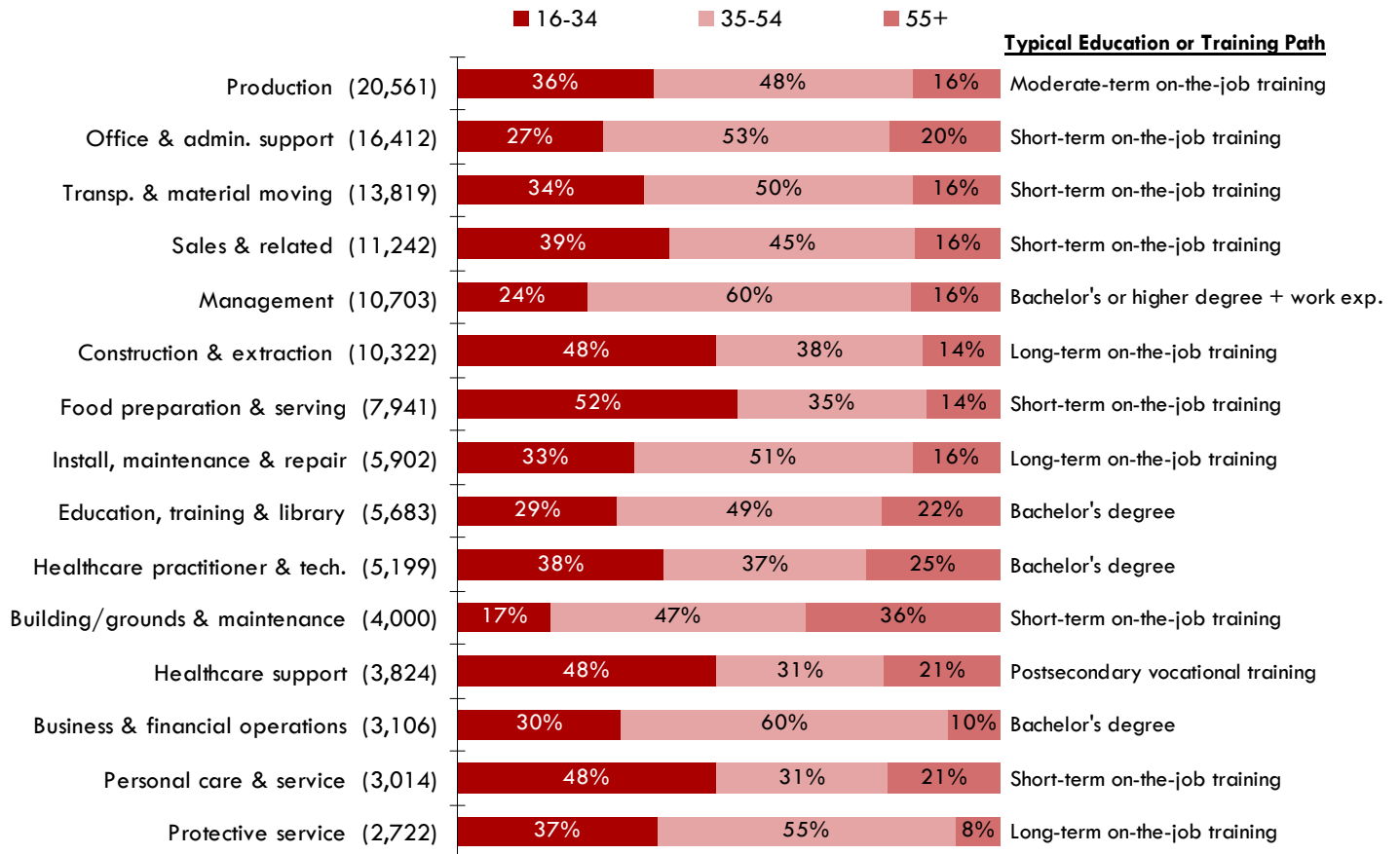
Establishment	Service or Product	Number of Employees (March 2007)
Community Health Network Inc	General medical & surgical hospitals	500-999 employees
Citation Foundry Corp	Iron foundries	250-499 employees
Berlin Area School District	Elementary & secondary schools	250-499 employees
County of Green Lake	Executive & legislative offices, combined	100-249 employees
Ripon Athletic (Ripon Award Jackets Inc)	All other cut & sew apparel manufacturing	100-249 employees
Green Lake Venture Inc (The Heidel House)	Hotels & motels, except casino hotels	100-249 employees
Precision Metalsmiths	Steel investment foundries	100-249 employees
Markesan Public School	Elementary & secondary schools	100-249 employees
Markesan Resident Home Inc	Nursing care facilities	100-249 employees
City of Berlin	Executive & legislative offices, combined	100-249 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 Fond du Lac, Green Lake, Marquette, Menominee, Shawano, Waupaca, and Waushara counties.



Note: Occupation groups are in descending order based on the number of workers in each.

Source: 2006 U.S. Census, PUMS 5% file, & WI DWD, OEA

The previous two pages describe industry employment or where a person works. That is place of work data meaning that the jobs exist in Green Lake County, even though the worker might not live in the county. 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 (where the person works). This is place of residence data.

The bar graph above describes the age distribution in selected occupational groups of workers that live in Fond du Lac, Green Lake, Marquette, Menominee, Shawano, Waupaca, and Waushara counties, 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 education or training entry requirement for that group. It does not

mean that every occupation within each group requires that type of education or training path, though.

The healthcare field has been and continues to be a topic of discussion throughout the state. In particular, one-quarter of the healthcare practitioners and technical occupation workers are 55 years old or older in this region. The workers in this occupational group are reaching the age in which they are eligible to retire. As a result, there could potentially be many openings in the near future because of replacement needs. A registered nurse is one occupation within this group that is already seeing many replacement openings. In addition, many new jobs have been created. As the population ages, more and more residents, particularly the baby boomers, will demand services in health care. This increases the need for more registered nurses as well as other

(Continued on page 7)

Occupations & Typical Education or Training

occupations within the healthcare field.

However, 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. In addition, all nurses must pass a licensing exam. This could be a great career option for many as a result of the need for workers and the good pay, but this path takes some preparation. In general, the more education one has, the higher the wages one will earn. In fact, the healthcare practitioners and technical group is one of the higher paying occupational groups on average among the groups listed on page six.

The healthcare support group, on the other hand, typically has an entry requirement of postsecondary vocational training. Since the typical education or training needed for this group is less advanced than a bachelor's degree, workers can enter positions within the healthcare support group at younger ages than workers can in the healthcare practitioner and technical group. As a result, healthcare support has 48 percent of its workforce under the age of 35 in contrast to the healthcare practitioner and technical group at 38 percent. 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. So there is still a need for workers in healthcare support as the population shifts.

Like healthcare practitioners and technical occupations, one cannot jump into a career in management. The entry requirement for this group is a bachelor's degree or higher plus work experience. As a result, only 24 percent of 16-34 year old workers in this field hold a management position. As the baby boomers begin to reach the ages in which they will leave the labor force, it is important to start preparing the younger workforce for management positions.

Manufacturing, in particular, production occupations, play a big role in the region (20,561 jobs). Only 16 percent of the production workers are 55 years old or older. One may wonder why there is such concern for finding production workers to replace workers that will be retiring. Historically, production workers have retired at earlier ages than workers in other less physically demanding occupations. However, more recently, production jobs have become less physical and more technologically demanding, so behaviors may change.

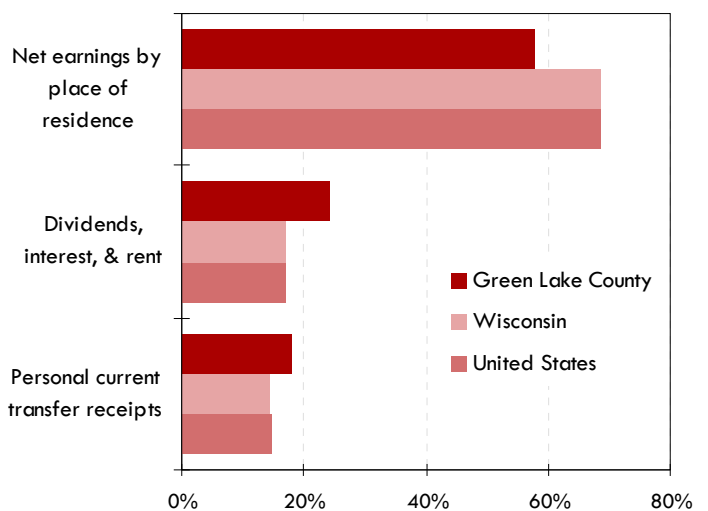
Income

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.

Population demographics significantly impact the components of total personal income in the county. Green Lake County's population is on the older side as noted on pages one and two of this profile. As a result, net earnings is a much smaller share of total personal income in the county (57.8%) compared to in the state (68.5%) and in the nation (68.4%). On the other hand, dividends,

interest, and rent and personal current transfer receipts are larger shares of TPI in Green Lake County than in Wisconsin and in the United States. Green Lake County is

Components of 2006 Total Personal Income



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

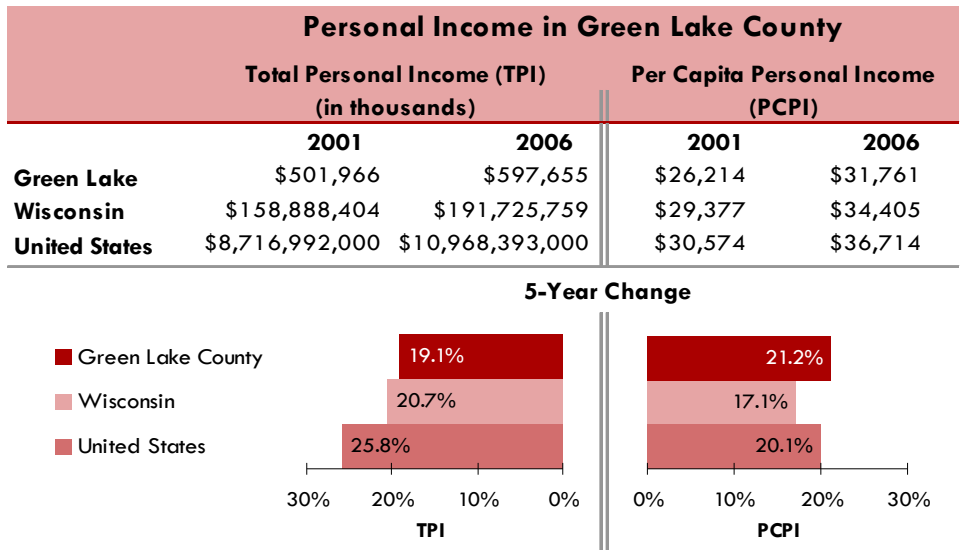
(Continued on page 8)

Income

not the only county that is experiencing this. Door County, another county that is composed of an older population, is also seeing this, although to a different degree.

Dividends, interest, and rent in Green Lake County accounts for 24.1 percent of TPI, higher than in the state (17.1%) and in the nation (16.9%). In addition, only three counties (Door, Ozaukee, and Vilas) in Wisconsin reported dividends, interest, and rent as a higher share of TPI than in Green Lake County. However, this may not be the best source of income for a county. Dividends, interest, and rent is not as steady or reliable as net earnings or transfer receipts are. If one were to move out of Green Lake County and take his or her dividends, interest, and rental income, it may not be replaceable, while wages from the vacant position can be restored more easily.

As the baby boomers leave the labor force and become eligible for government assistance programs such as Medicare and Social Security, one could see the share of transfer payments rise while the share of net earnings declines. Compared to 2001, net earnings by place of residence and dividends, interest, and rent became smaller shares of TPI while personal current transfer



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

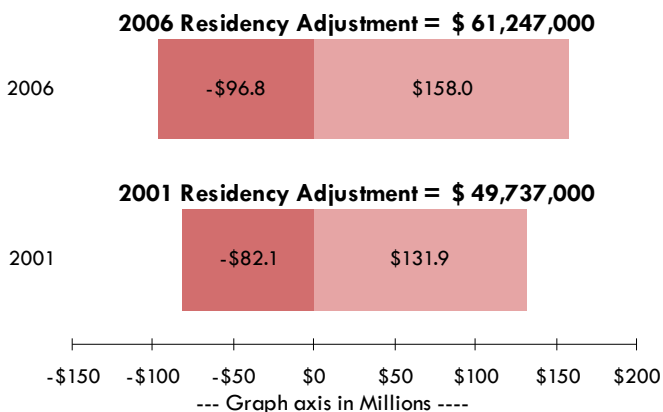
receipts became a larger share of TPI. This suggests that the shift has already begun.

Total personal income also can be analyzed on a per capita basis (PCPI) by dividing TPI by the total population. Green Lake County's population consists of a large share that is under the age of 16 as well as over the age of 64 (over one-third of the population is within those two age cohorts), and as a result, the county's PCPI (\$31,761) is lower than the state's (\$34,405) and the nation's (\$36,714). However, this is still the 25th highest PCPI among the 72 counties in Wisconsin.

The bar graph to the left displays the commuting impact in Green Lake County. Residency adjustment is an adjustment made for wages earned by residents who work outside the county. The graph suggests that the total earnings of Green Lake County residents who work in another county is larger than the total net earnings of non-Green Lake County residents who work in Green Lake County by over \$61.2 million in the year 2006. The gap has widened over the five-year period. However, this could change in the coming years as the labor force shrinks. Employers in Green Lake County could face higher competition to keep residents working locally while also trying to keep those workers that do not live in Green Lake County, working in Green Lake County. Other economic conditions such as high gas prices could cause Green Lake County residents to look locally for work. If this were to occur and less residents commuted outside the county for work, the residency adjustment might be reduced.

Green Lake 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