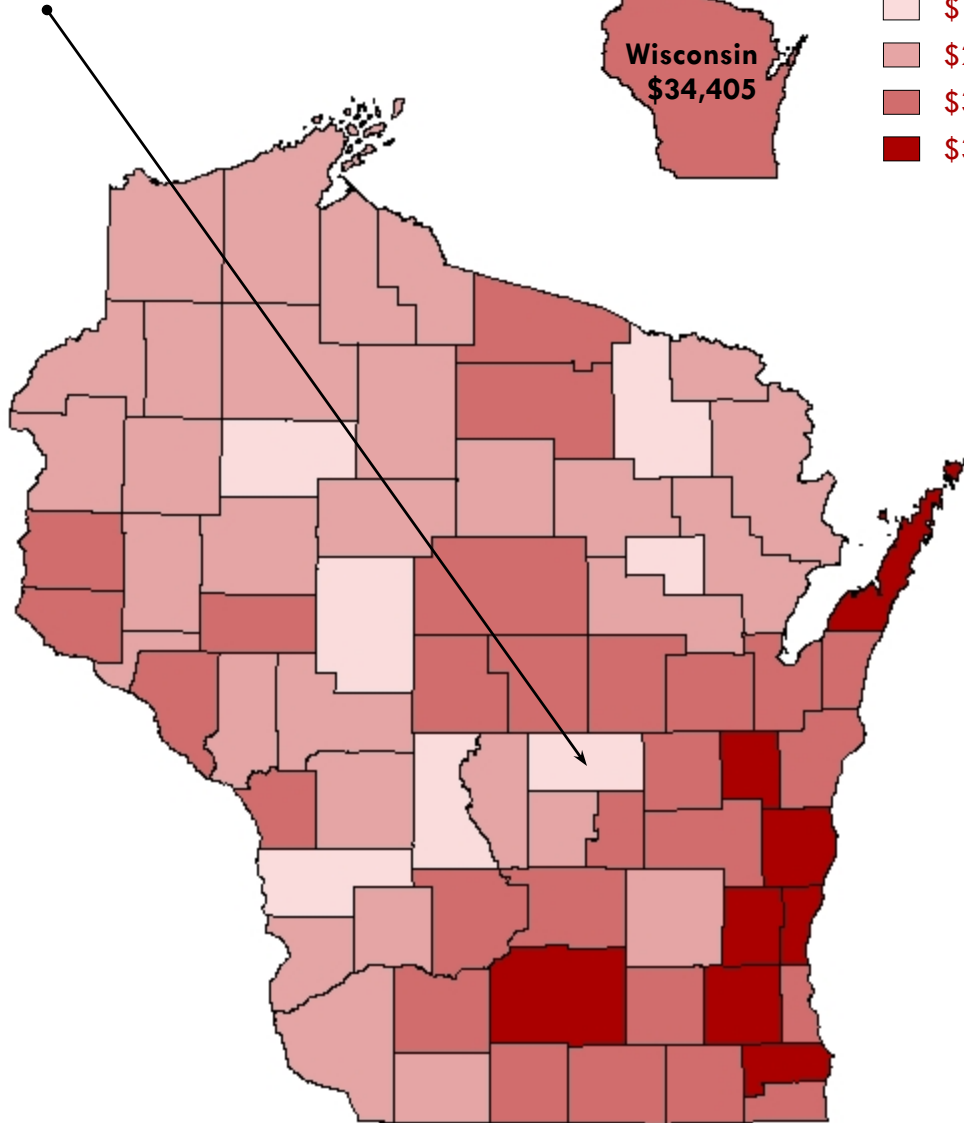


Waushara County Workforce Profile

Per Capita Personal Income in 2006

Waushara County
\$24,639



2008

Office of Economic Advisors

Wisconsin Department of Workforce Development
OEA-10662-P

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Population

Population demographics are important to analyze. In particular, the aging of the baby boom generation population will be crucial to examine. The aging of the baby boomers will not only significantly impact Waushara County's future growth in population, but also growth in the labor force and growth in jobs. In addition, bordered by the Oshkosh-Neenah metropolitan statistical area (MSA) to the east and situated only approximately 90 miles from Green Bay, the county's location will impact future growth in Waushara County.

Waushara County is the 26th least populated out of the 72 counties in Wisconsin. Between 2000 and 2007, Waushara County's population grew by 2,149 residents, or 9.3 percent. In fact, Waushara County had the eleventh fastest population growth rate among the 72 counties in Wisconsin. The county's population also grew faster than the state's 5.3 percent and the nation's 6.9 percent. However, if it were not for the Redgranite Correctional Institution opening up in 2001, the county's population would not have grown as fast. This facility, in particular, significantly impacted population growth in the Village of Redgranite; the population nearly doubled in the village (+1,036 residents).

Population growth in the Village of Redgranite, Waushara 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). Waushara County was only one

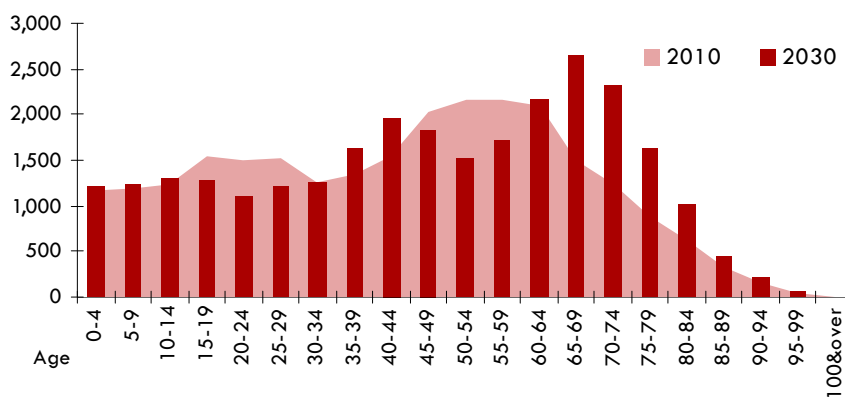
Waushara County's Ten Most Populous Municipalities

	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%
Waushara County	23,066	25,215	2,149	9.3%
Marion, Town	2,065	2,222	157	7.6%
Wautoma, City	1,998	2,109	111	5.6%
Redgranite, Village	1,040	2,076	1,036	99.6%
Leon, Town	1,281	1,462	181	14.1%
Springwater, Town	1,389	1,444	55	4.0%
Wautoma, Town	1,312	1,381	69	5.3%
Dakota, Town	1,259	1,279	20	1.6%
Mount Morris, Town	1,092	1,148	56	5.1%
Aurora, Town	971	1,064	93	9.6%
Bloomfield, Town	1,018	1,061	43	4.2%

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

of twenty counties that grew solely from net migration (+ 2,277 residents). However, if it were not for the opening of the correctional facility, growth from net migration would not have been as robust. Since Waushara County's population increased by only 2,149 residents between the years 2000 and 2007, the county's population did not grow as a result of natural increase. In fact, the county saw a natural decrease, meaning that the number of deaths (1,761) outnumbered the number of births (1,633). The county's population should continue to grow primarily from net migration, as is the case with most rural counties.

Population by Age Cohorts in Waushara County



In 2010, the average Waushara County resident will be 43 years old.
 In 2020, the average Waushara County resident will be 45.2 years old.
 In 2030, the average Waushara County resident will be 47 years old.

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

When an area's population grows solely from net migration, as in Waushara County, or primarily from net migration, the age of the population tends to be older. The projected average age of Waushara County residents in the year 2010 will be 43 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 2010, when the oldest baby boomer is 64 years old, 18.7 percent of the total population in Waushara County will be 65 years old or older. By 2030, it is

(Continued on page 2)

Population & Labor Force

Population Projections for Waushara County						
Age Group:	0-15	16-34	35-54	55+	Labor-Force- Aged Population	Total Population
Years	Population					
2010	3,922	5,501	7,088	9,035	21,624	25,546
2020	3,939	5,292	6,238	11,456	22,986	26,925
2030	4,000	4,603	6,939	12,214	23,756	27,756
Distribution of Labor-Force-Aged Population						
2010		25.4%	32.8%	41.8%	100.0%	
2020		23.0%	27.1%	49.8%	100.0%	
2030		19.4%	29.2%	51.4%	100.0%	

Source: WI Dept. of Administration, Demographic Services

projected that 30.0 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, but not in size. The share will drop from 15.4 percent of the total population in the year 2010 to 14.4 percent of the total population in the year 2030. Numerically, though, this is an increase of 78 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 47 years old by the year 2030. The shift in the demographics of Waushara 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 Waushara County, but it will also influence surrounding areas.

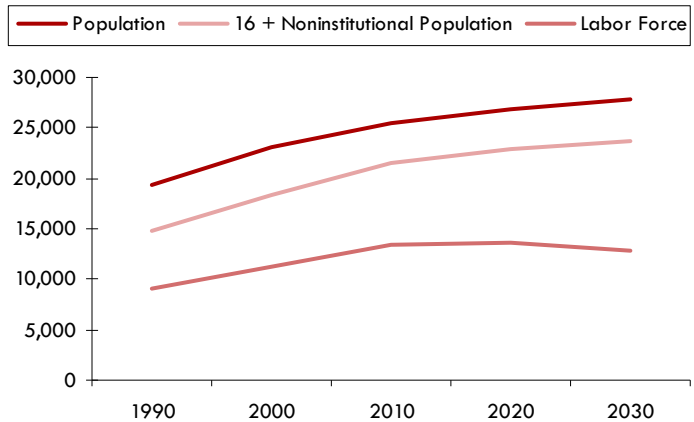
Examining population and labor force demographics together helps to explain why the significant effects might occur in Waushara County. The table above displays the population breakout by age cohort, whereas the table on the bottom right corner of the page shows the projected labor force breakout by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

The total population in Waushara County is projected to grow by 8.7 percent between 2010 and 2030, while the labor-force-aged population (16+ population) is expected to grow by 9.9 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 41.8 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, over 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 5.1 percent between 2010 and 2030. However, the share of the 55 and older participants will increase by

Waushara County Historic and Projected Population and Labor Force



Source: WI DWD, OEA

Labor Force Projections for Waushara County				
Age Group:	16-34	35-54	55+	Total Labor Force
Years	Labor Force			
2010	4,335	5,854	3,329	13,518
2020	4,150	5,213	4,185	13,548
2030	3,594	5,796	3,439	12,829
Distribution of Labor Force				
2010	32.1%	43.3%	24.6%	100.0%
2020	30.6%	38.5%	30.9%	100.0%
2030	28.0%	45.2%	26.8%	100.0%

Source: WI DWD, OEA

(Continued on page 3)

Labor Force

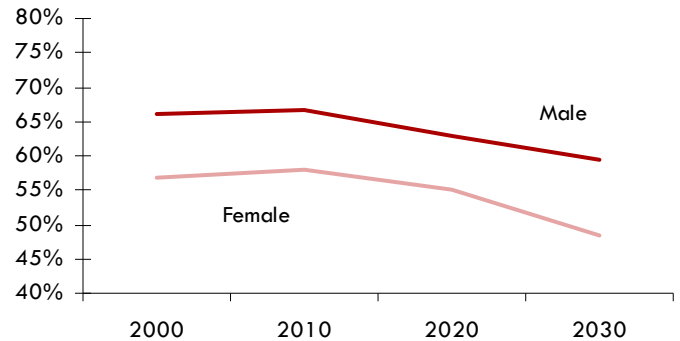
2.2 percentage points over that same time period. This suggests that some baby boomers will continue to work later in life than their predecessors did. They may continue working in their current capacities, change careers, or go part-time; but, the number of those workers is insignificant compared to 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 Waushara 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 Waushara County was 70.3 percent, slightly higher than Wisconsin's LFPR of 70.2 percent, and is projected to drop as the baby boomers enter the ages typically associated with retirement.

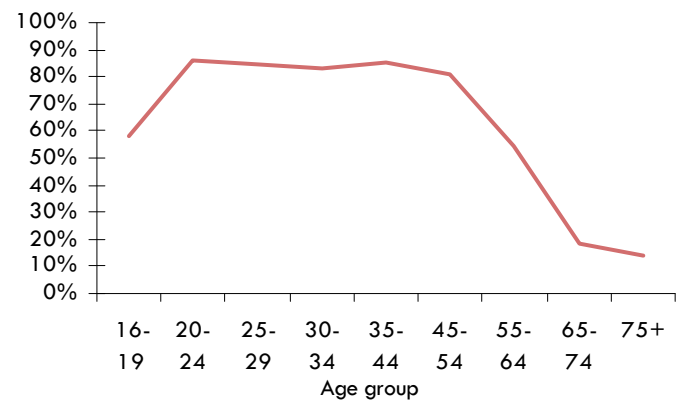
Female participation has historically been lower than male participation, although females have gained ground since the 1970s. Female participation has raised the total (male and female combined) LFPR since the 1970s, but this boost is not expected to continue. Most females who are able and available 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 Waushara 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 do not take any additional time off other than medically necessary, while others exit the labor force permanently or take a year or two off.

Another explanation for the disparity in Waushara County 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.

Waushara County Civilian Labor Force Data

	2003	2004	2005	2006	2007
Labor Force	12,664	12,493	12,641	12,884	13,838
Employed	11,833	11,740	11,931	12,157	13,089
Unemployed	831	753	710	727	749
Unemployment Rate	6.6%	6.0%	5.6%	5.6%	5.4%

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

Jobs & Wages

The industry mix and wages significantly impact local economies. Although the number of jobs and wages increased in Waushara County, the wages earned from jobs in the county did not match the average wages paid by employers in Wisconsin. As a result, Waushara County does not do a good job retaining its workers. Instead, Waushara County residents commute to surrounding areas, such as Winnebago County, in search of higher wages and more job opportunities.

Manufacturing jobs pay the highest wage among the industries in Waushara County. However, the county wage (\$35,184) is still slightly less than three-quarters of Wisconsin's manufacturing wage (\$47,106). Although the county wage is less than the state wage, the wage in Waushara County has grown at a faster pace than in Wisconsin. The wage was likely boosted by the 442 jobs

that were created between 2002 and 2007. In fact, in 2007, manufacturing accounted for 17 percent of total jobs and 22.6 percent of total payroll in the county.

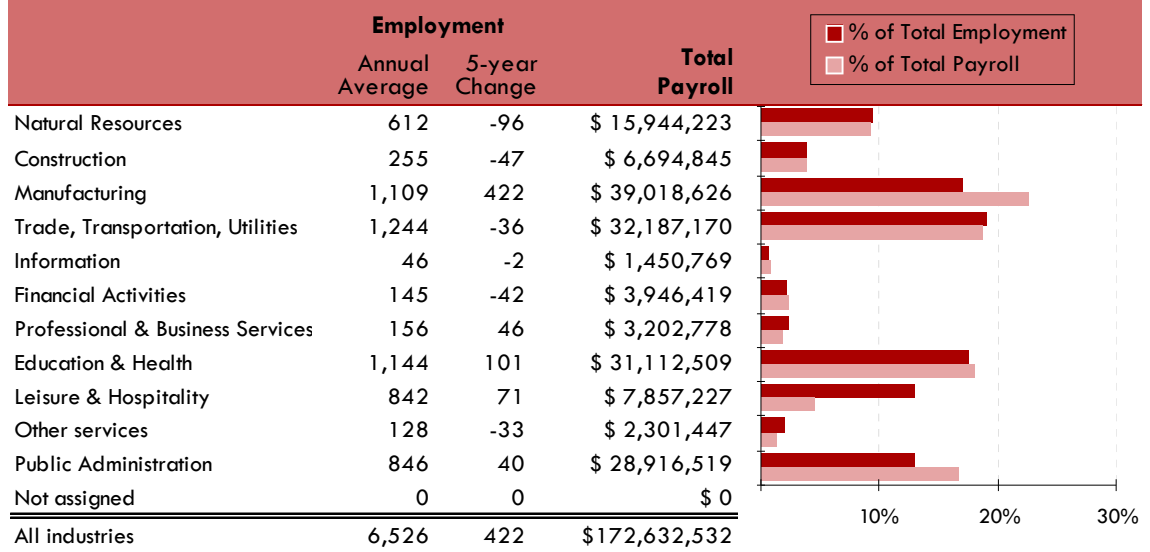
Trade, transportation, and utilities, on the other hand, accounted for 19.1 percent of total jobs in the county, but only 18.6 percent of total payroll. On a net basis, 36 jobs were eliminated between 2002 and 2007, yet the average wage still rose. This suggests that the jobs that were lost were likely among the lower paying ones.

However, the average wage is still rather low. This industry is dominated by the retail trade sector. The wage in this sector tends to be lower on average, which impacts the overall trade, transportation, and utilities wage. Retail trade jobs tend to be entry-level, part-time, or seasonally based.

Professional and business services was the only industry that saw a negative change in the average wage between 2002 and 2007. Even though the wage declined, 46 jobs were added. In addition, this industry accounted for the greatest disparity between the county and state wage. This

(Continued on page 5)

2007 Employment and Wage Distribution by Industry in Waushara 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		Waushara County as a Share of Wisconsin	Waushara County 5-year % Change	Wisconsin 5-year % Change
	Waushara County	Wisconsin			
All industries	\$26,453	\$38,070	69.5%	23.8%	17.4%
Natural Resources	\$26,053	\$29,235	89.1%	44.0%	14.7%
Construction	\$26,254	\$47,489	55.3%	18.1%	19.8%
Manufacturing	\$35,184	\$47,106	74.7%	26.0%	16.1%
Trade, Transportation & Utilities	\$25,874	\$32,762	79.0%	18.3%	15.3%
Information	\$31,538	\$48,483	65.0%	36.9%	24.7%
Financial Activities	\$27,217	\$50,749	53.6%	27.3%	25.8%
Professional & Business Services	\$20,531	\$44,328	46.3%	-4.9%	22.0%
Education & Health	\$27,196	\$39,606	68.7%	11.2%	17.3%
Leisure & Hospitality	\$9,332	\$13,589	68.7%	23.0%	14.8%
Other Services	\$17,980	\$22,073	81.5%	31.9%	13.2%
Public Administration	\$34,180	\$39,879	85.7%	21.1%	18.1%

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

Jobs & Wages

Prominent Industries in Waushara County							
Industry Sub-sectors (3-digit NAICS)	Average Employment			Average Wages			
	2007 Avg.	5-year Percent Change		2007 Average		5-year Percent Change	
	Waushara County	Waushara County	Wisconsin	Waushara County	Wisconsin	Waushara County	Wisconsin
Food services & drinking places	637	10.6%	9.1%	\$ 9,318	\$ 10,859	30.7%	14.5%
Educational services	536	8.3%	2.0%	\$ 31,359	\$ 39,753	8.3%	15.0%
Crop production	490	-19.8%	-1.0%	\$ 27,138	\$ 26,476	49.4%	20.0%
Executive, legislative, & gen government	462	-0.2%	-4.7%	\$ 28,756	\$ 36,340	19.9%	16.4%
Justice, public order, & safety activity	319	15.2%	12.4%	\$ 41,612	\$ 45,710	20.6%	18.7%
Food & beverage stores	249	6.0%	-4.9%	\$ 14,830	\$ 17,166	21.6%	9.7%
Nursing & residential care facilities	242	8.5%	3.6%	\$ 17,311	\$ 23,295	10.9%	12.0%
Transportation equipment manufacturing	234	12.5%	-4.9%	\$ 32,393	\$ 55,143	54.8%	10.1%
Electrical equipment & appliance mfg	*	not avail.	-9.1%	*	\$ 54,242	not avail.	29.3%
Truck transportation	208	-1.4%	7.1%	\$ 34,777	\$ 41,316	20.6%	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

difference is likely a result of no jobs in the management of companies and enterprises in the county. The wage for these types of jobs tend to be high. In fact, in Wisconsin, the average annual wage for management of companies and enterprises was \$82,145 in the year 2007.

Educational services is the second most prominent industry sub-sector in Waushara County with 536 jobs. This is nearly half of all education and health jobs, the second largest industry in the county (see page 4). Between 2002 and 2007, of the net 101 jobs that were created in education and health, 41 were added in this sub-sector. In addition, the wage in educational services is 115.3 percent of the education and health wage. However, the county wage is still less than the state wage in this sub-sector. This is likely due to the fact that there

are no major universities, other than the regional technical college, in the county. A college professor earns higher wages than an elementary, middle, or high school teacher.

Nursing and residential care facilities, another sub-sector of education and health, is also among the most prominent sub-sectors in the county. However, this sub-sector only accounts for 21.2 percent of total education and health jobs. In addition, based on the nature of the work and the educational requirements, the average wage is much lower (\$17,311) than the education services sub-sector wage.

Crop production is another major player even though this sub-sector lost 121 jobs between 2002 and 2007. In fact, this sub-sector made up approximately 80 percent of natural resource jobs. Crop production jobs ranged

from a low of 261 jobs in January to a high of 807 in September with an average wage of \$27,138 in 2007. In addition to being higher than Wisconsin's crop production wage (\$26,476), this sub-sector's wage was 104.2 percent of the county natural resource wage.

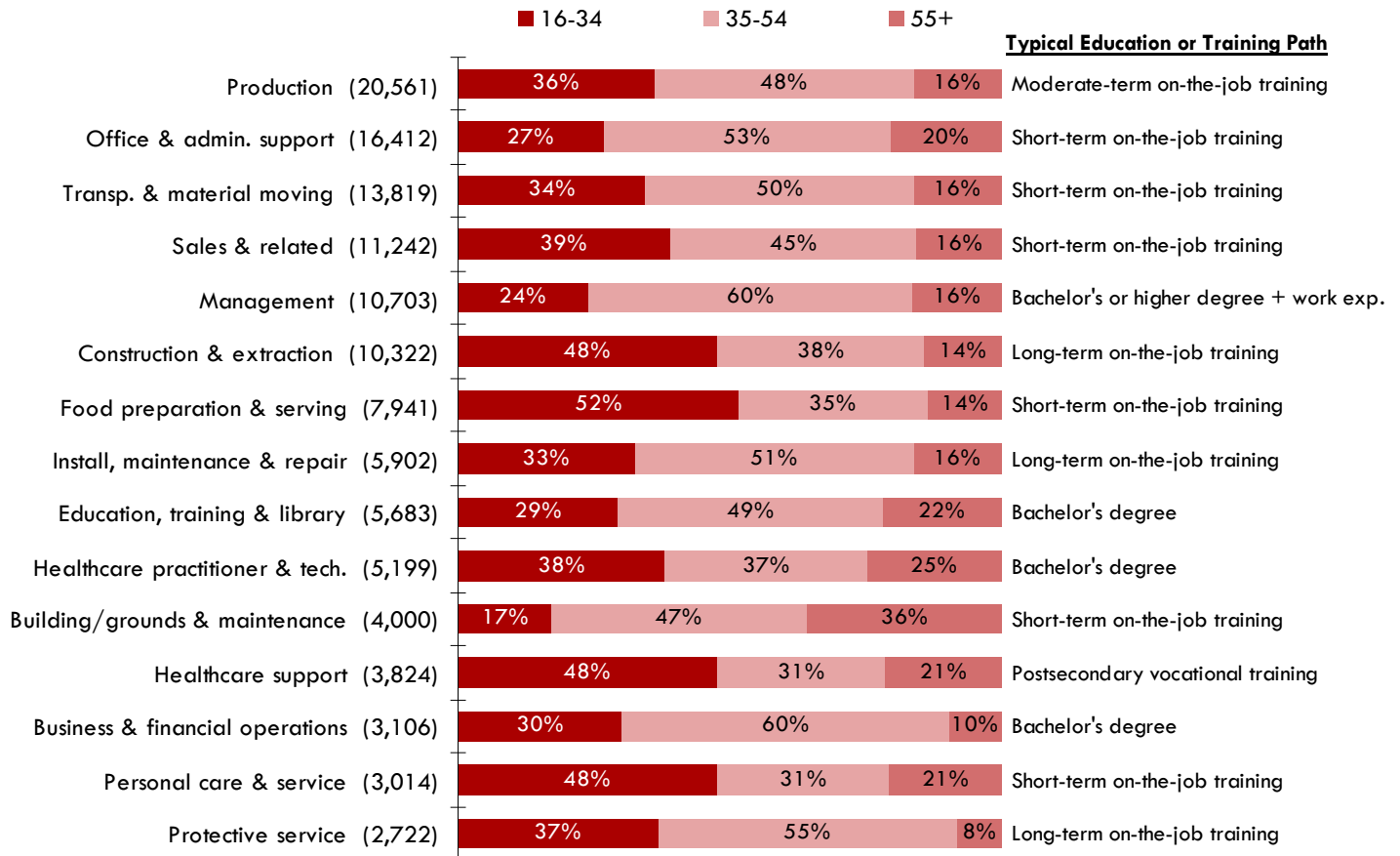
Prominent Public and Private Sector Employers in Waushara County		
Establishment	Service or Product	Number of Employees (March 2007)
Wautoma Public School	Elementary & secondary schools	250-499 employees
County of Waushara	Executive & legislative offices, combined	250-499 employees
Redgranite Correctional Institution	Correctional institutions	250-499 employees
Magnum Products LLC	Other lighting equipment manufacturing	100-249 employees
Milsco Manufacturing (Jason Incorporated)	Motor vehicle seating & interior trim mfg.	100-249 employees
Fleet Guard Inc	Miscellaneous general purpose machinery mfg.	100-249 employees
Tri-County Area School	Elementary & secondary schools	100-249 employees
Wild Rose Public School	Elementary & secondary schools	100-249 employees
Wild Rose Community Memorial	General medical & surgical hospitals	100-249 employees
Mayville Engineering Co Inc	Metal coating & nonprecious engraving	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 group.
Source: 2006 U.S. Census, ACS PUMS & WIDWD, 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 Waushara County, but 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 or in a financial 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.

Food preparation and serving related occupations consist of 7,941 workers in the region, 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 Waushara County – see page 5). Workers in this occupational group tend to be younger in age. In fact, 52 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 such as 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

(Continued on page 7)

Occupations & Typical Education or Training

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.

The healthcare support group (3,824 workers) typically has an entry requirement of postsecondary vocational training. Workers in this group require more education than food preparation and serving related workers. However, these workers can still enter these positions at younger ages. In fact, 48 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. So there is still a need for workers in healthcare support as the population shifts. As a result, the healthcare field has been and continues to be a topic of discussion throughout Wisconsin and the United States.

The healthcare practitioner and technical group is another component of the healthcare field that has been watched closely. In particular, one-quarter of the healthcare practitioners and technical workers are 55 years old or older. 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 healthcare. This increases the need for more registered nurses as well as other occupations within 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 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.

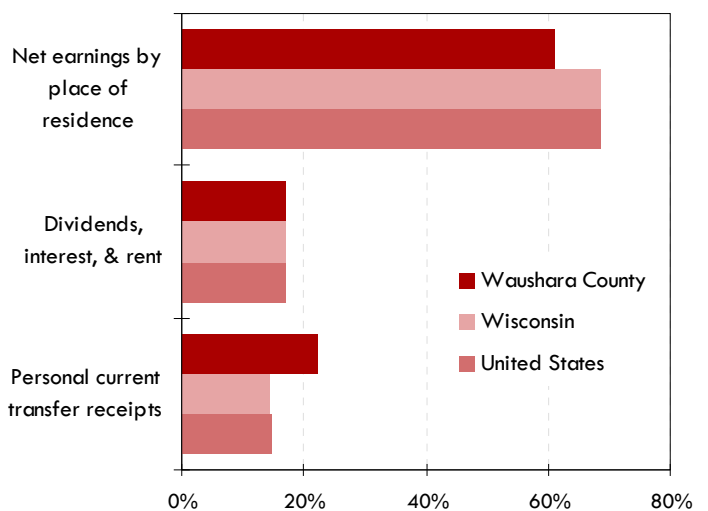
Income

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. Waushara 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 (61.0%) compared to in the state (68.5%) and in the nation (68.4%). On the other hand,

personal current transfer receipts is a larger share of TPI in Waushara County (22.2%) than in Wisconsin (14.3%) and in the United States (14.7%).

Components of 2006 Total Personal Income

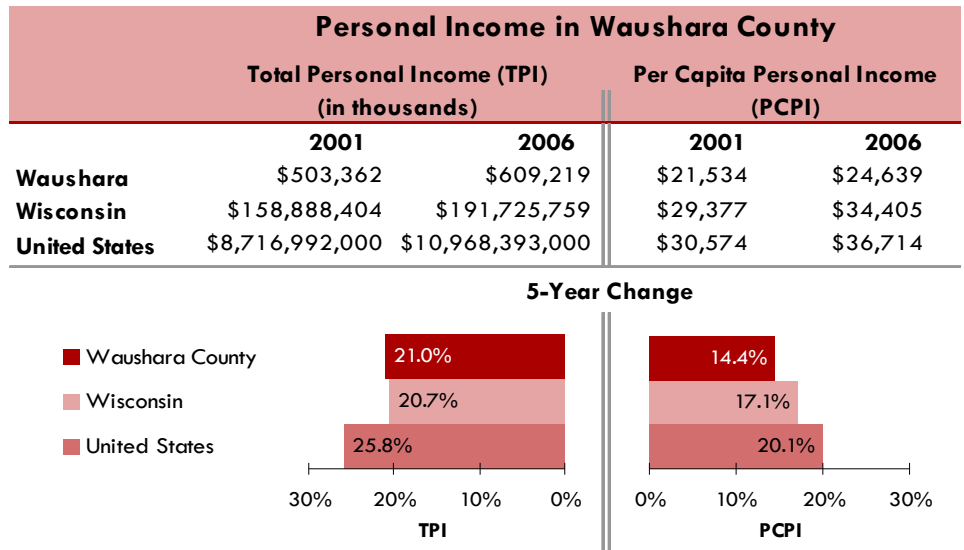


Source: US Dept. of Commerce, Bur. of Economic Analysis, 2008

Income

Waushara County is not the only county in which net earnings by place of residence is a smaller share and personal current transfer receipts is a larger share of TPI in the county than in the state and nation. In fact, neighboring county of Green Lake is also composed of an older population on average that is seeing this, although to a different degree. This means that proportionally more Waushara County and Green Lake County residents than residents in the state and nation are receiving income disbursements from the government such as Social Security and Medicare. As the baby boomers leave the labor force and become eligible for government assistance programs, one could see the share of transfer payments rise while the share of net earnings declines.

Total personal income also can be analyzed on a per capita basis (PCPI) by dividing TPI by the total population. When a county consists of a large share of the population that is under the age of 16 (not eligible to participate in the labor force) as well as over the age of 64, one will see a lower per capita income figure, as is the case in Waushara County (approximately 36 percent of the population is within those two age cohorts). Since



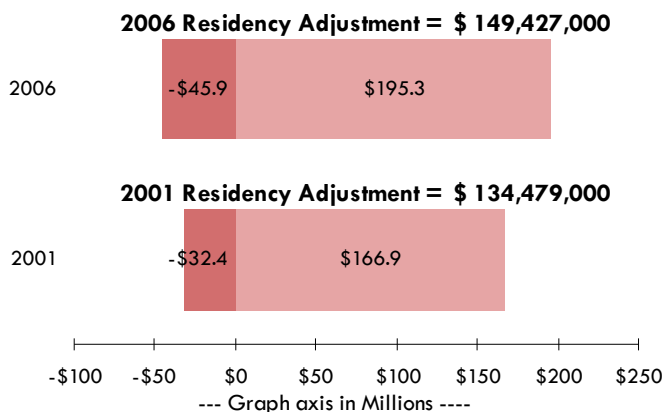
Source: US Dept. of Commerce, Bureau of Economic Analysis, April 2007

Waushara County's population is older on average with proportionally fewer workers that are earning their highest income from wages and salaries than the state's and nation's, the county's PCPI is only \$24,639, lower than the state's (\$34,405) and nation's (\$36,714). In fact, Waushara County has the seventh lowest PCPI among the 72 counties in Wisconsin.

As discussed in this profile, Waushara County has a labor force that is decreasing. The county also has fewer job opportunities than the number of employed workers. The graph in the bottom left corner of the page displays the commuting impact of workers. Residency adjustment is an adjustment made for wages earned by residents who work outside the county. The graph suggests that the total earnings of Waushara County residents who work in another county is larger than the total net earnings of non-Waushara County residents who work in Waushara County by \$149.4 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 Waushara County could face higher competition to keep residents working locally while also trying to keep those workers that do not live in Waushara County, working in Waushara County. Employers may have to raise wages in order to stay competitive with surrounding areas. Other economic conditions such as high gas prices could cause Waushara County residents to look locally for work. If this were to occur and less residents commuted outside the county for work, the residency adjustment could be reduced.

Waushara 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