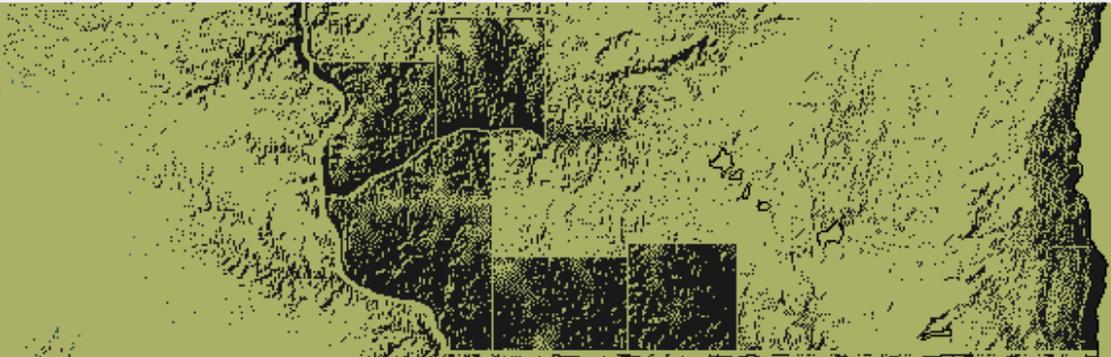




PROSPERITY  
SOUTHWEST  
WISCONSIN

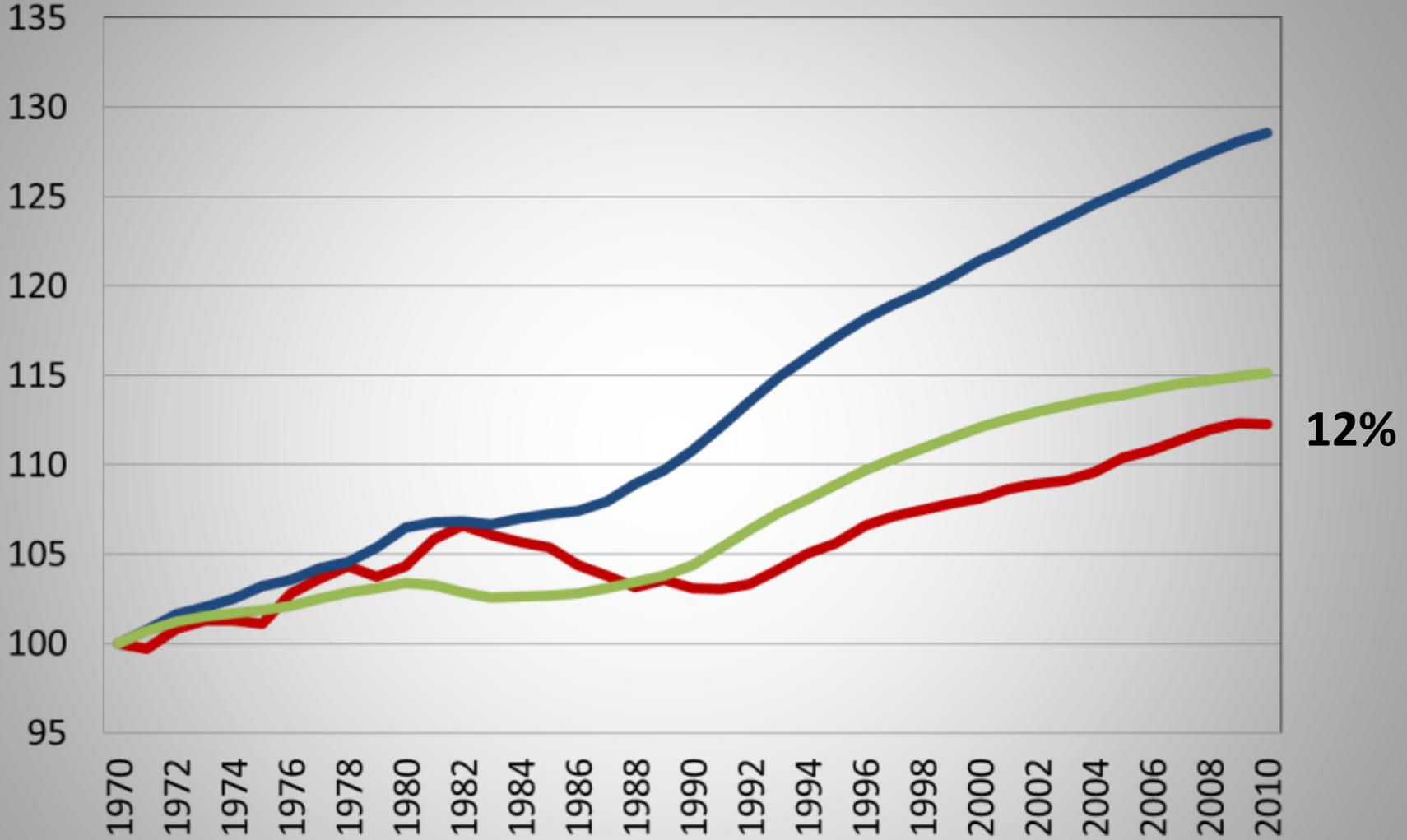


# General Economic Trends

**Steven Deller**

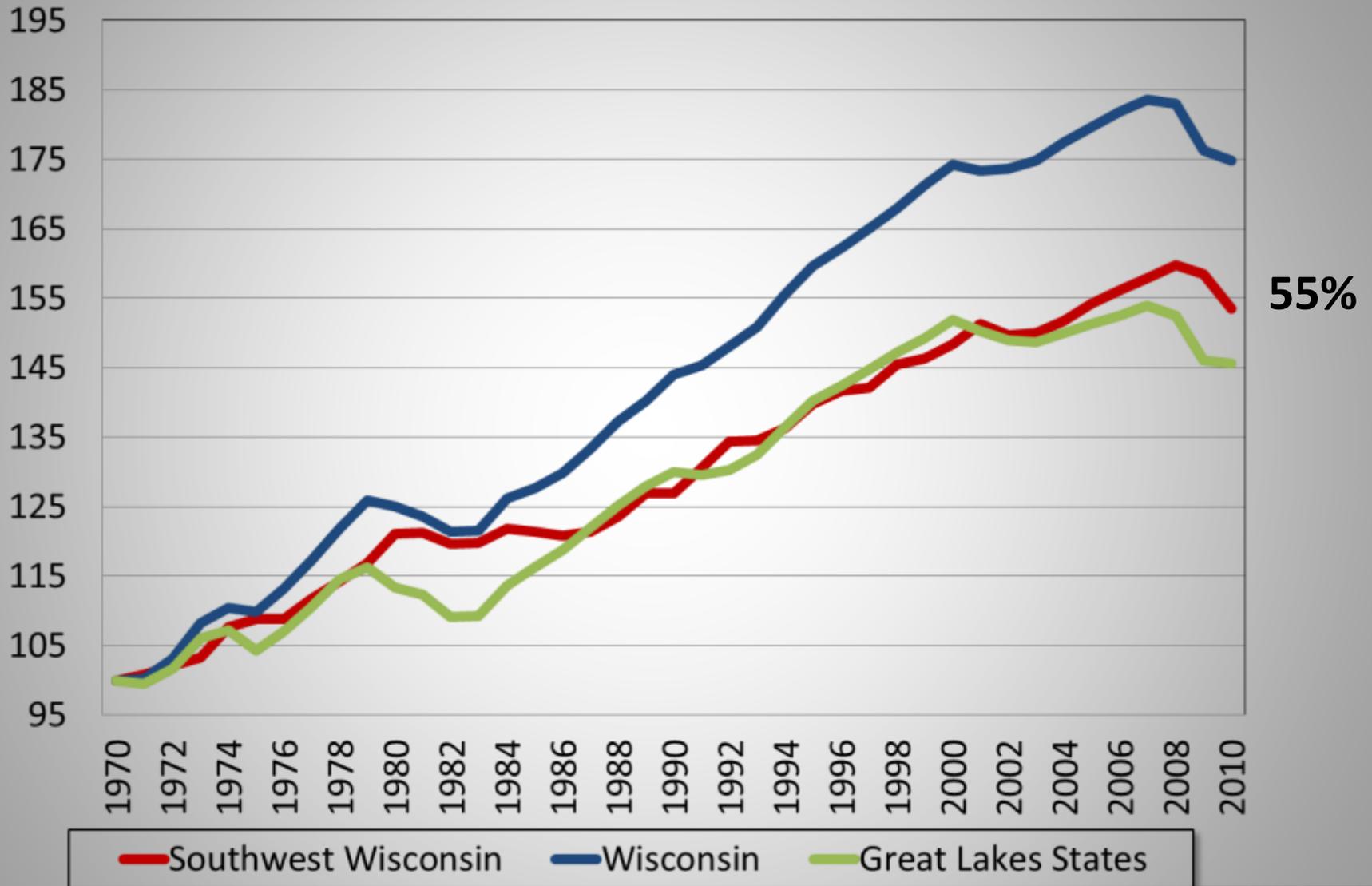
Department of Agricultural and Applied Economics  
University of Wisconsin – Madison/Extension

# Overall Population Growth

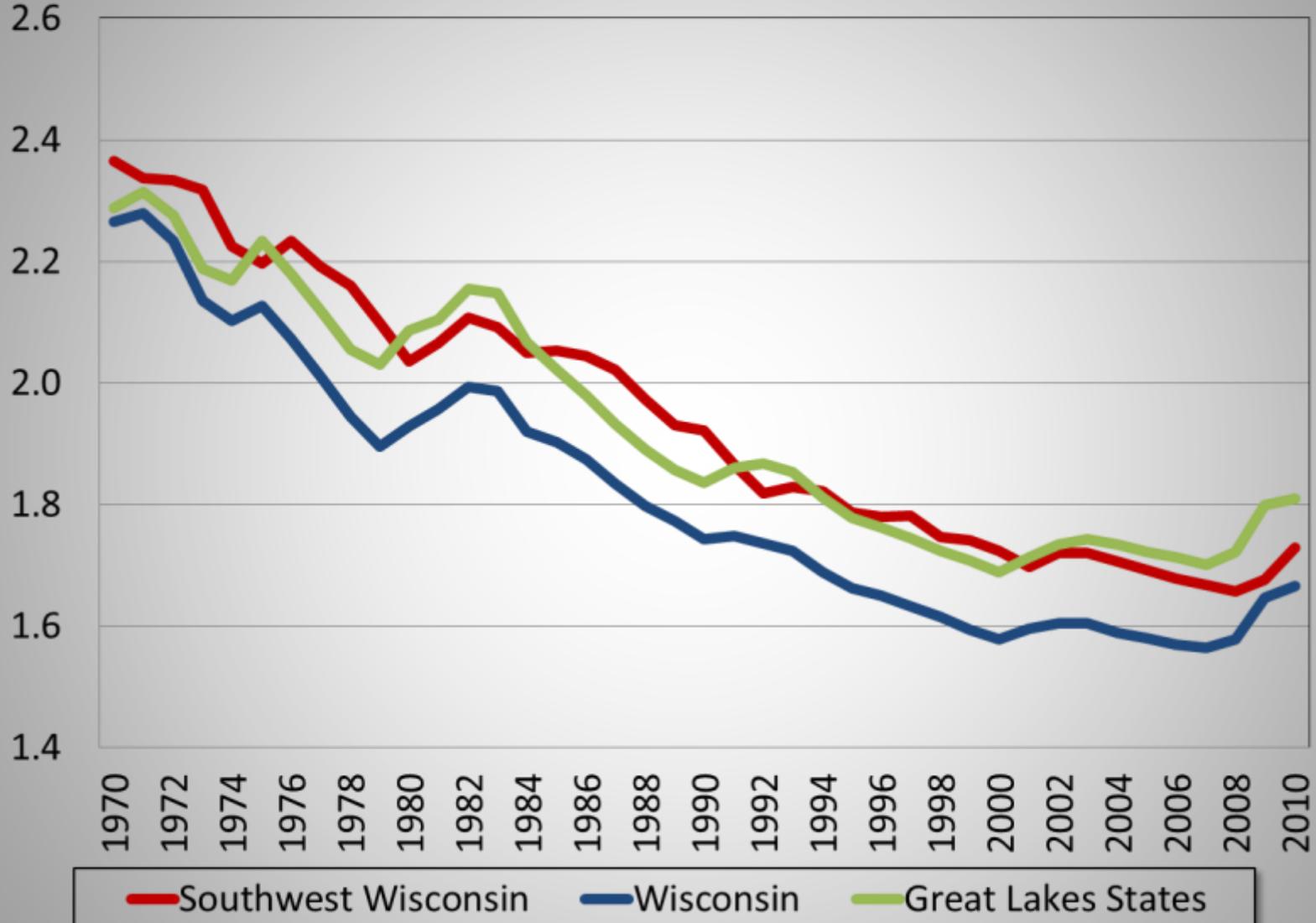


Southwest Wisconsin Wisconsin Great Lakes States

# Overall Employment Growth



## Population / Employment Ratio



## Porter's Identification of Clusters

$\Delta$  LQ

Weakness and  
Growing

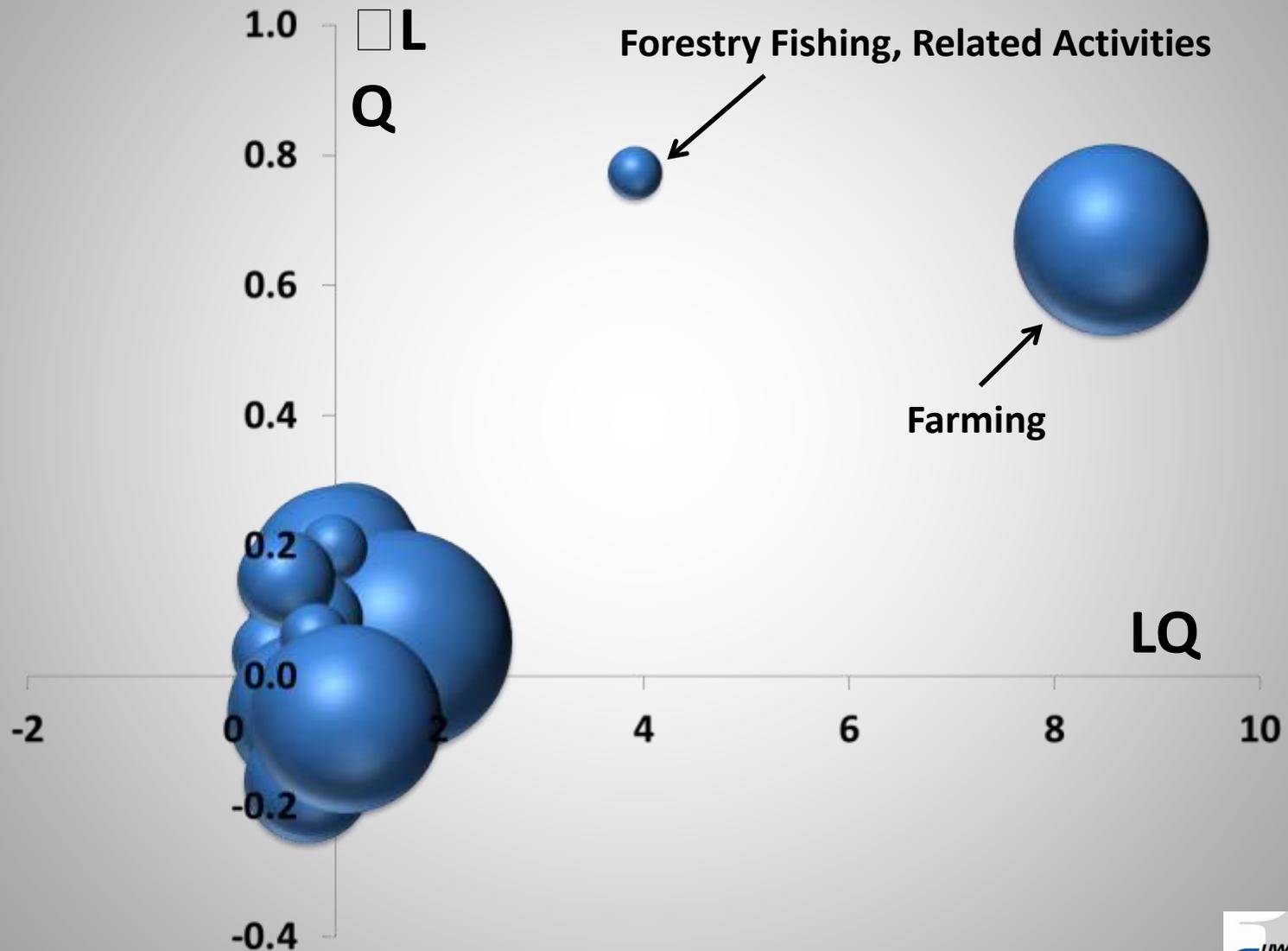
Strength and  
Growing:  
**Potential Cluster**

Weakness and  
Declining

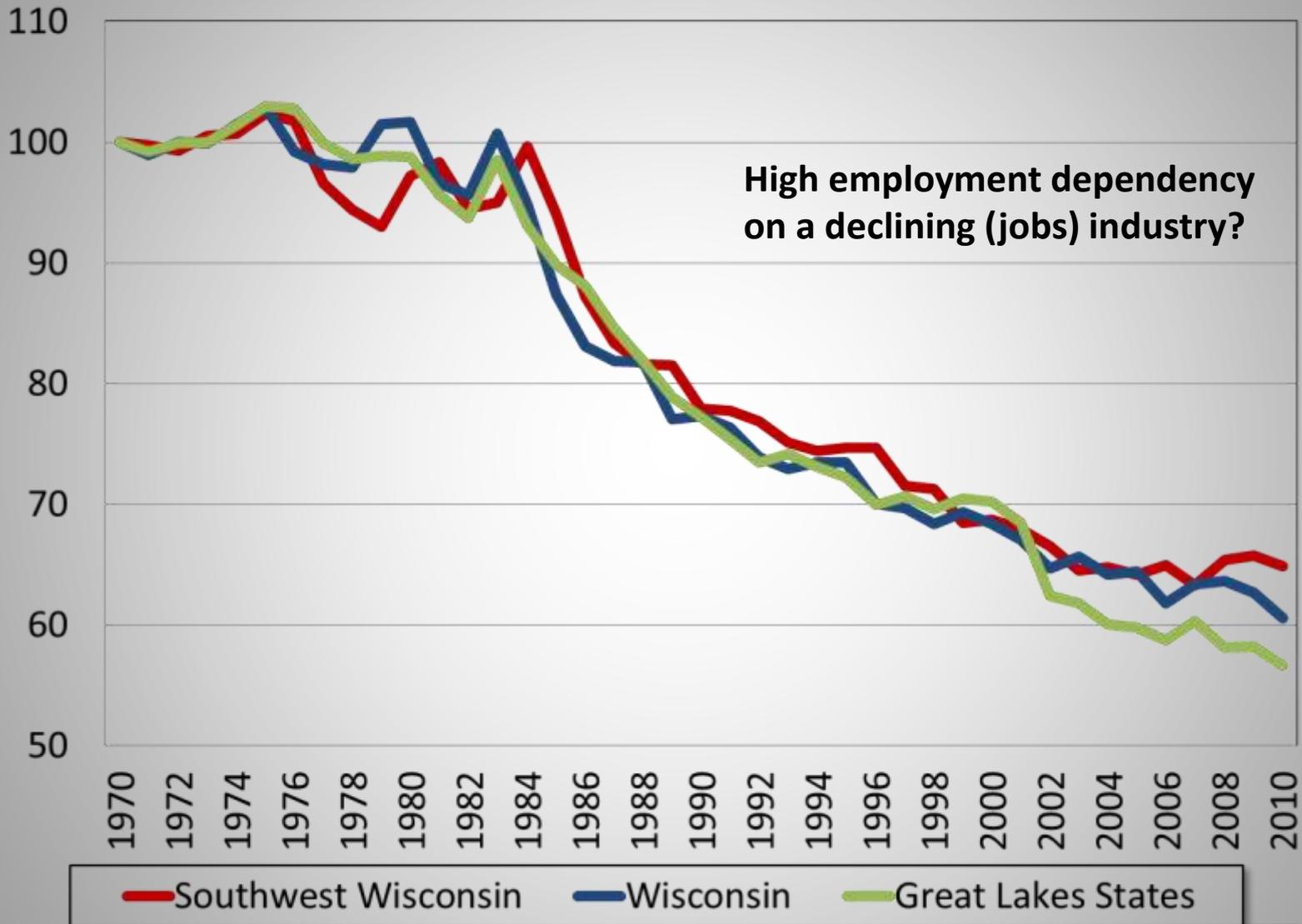
Strength and  
Declining

LQ

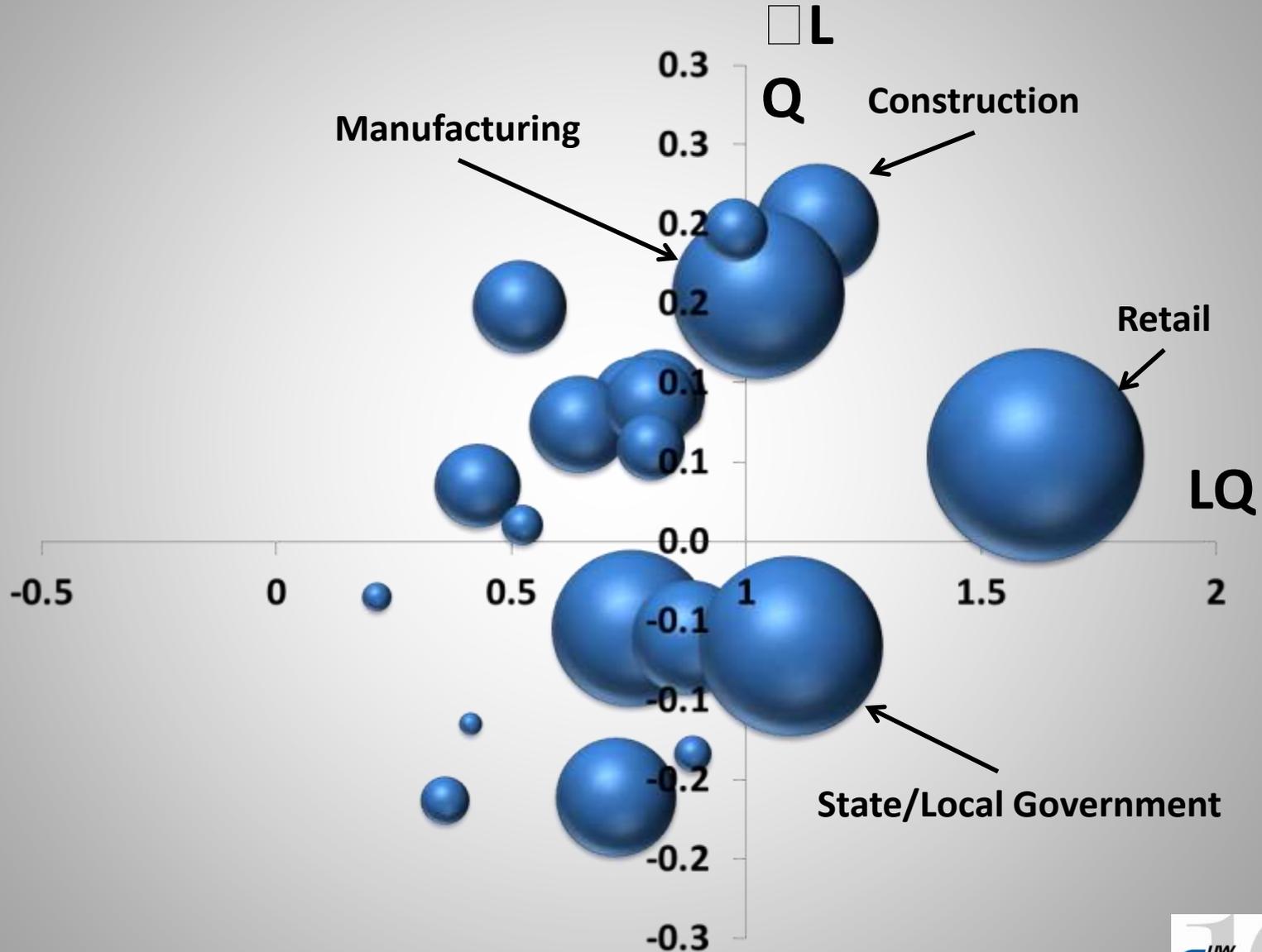
# “Clusters” for Southwest Wisconsin



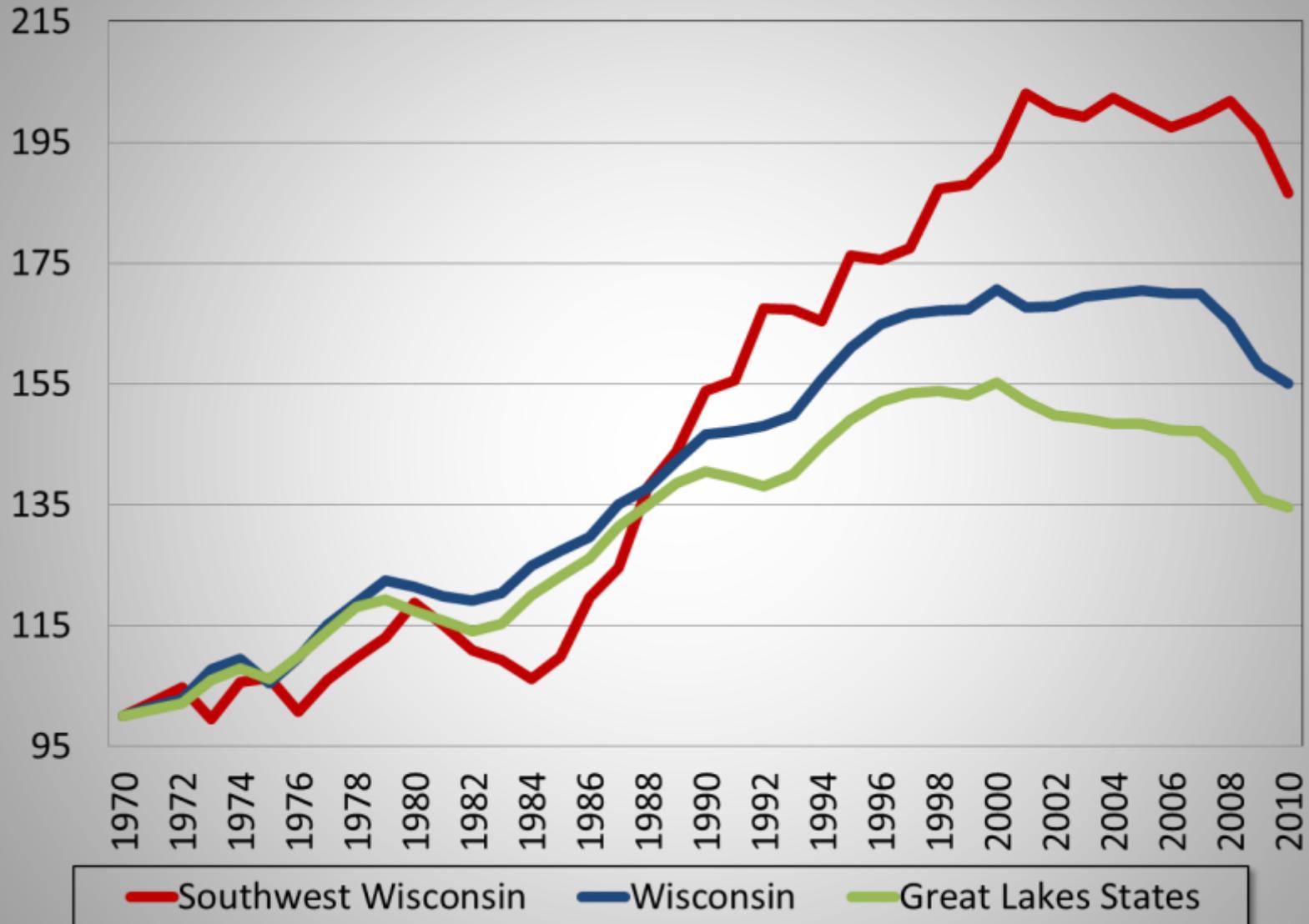
# Farm Employment Growth



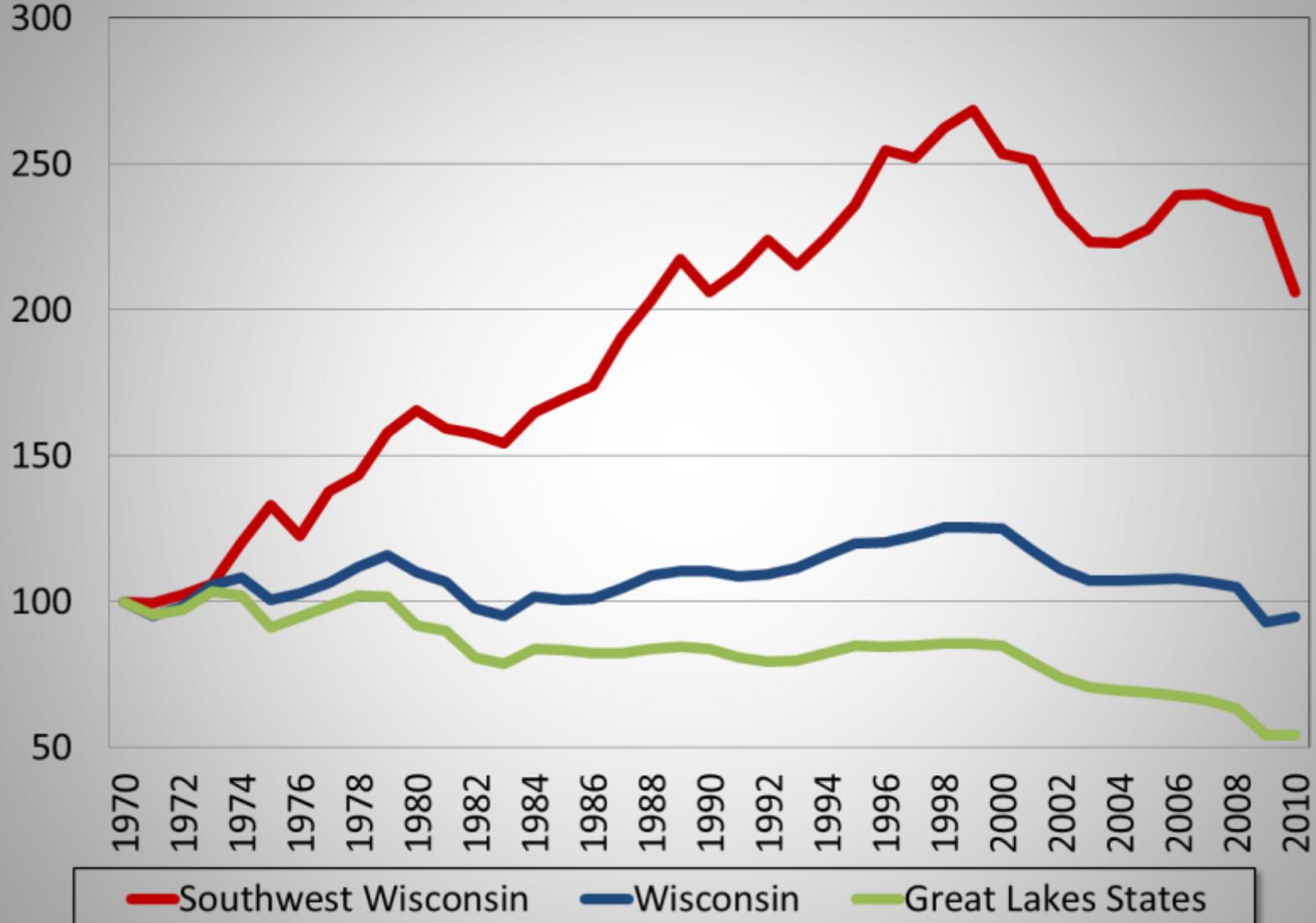
# “Clusters” for Southwest Wisconsin



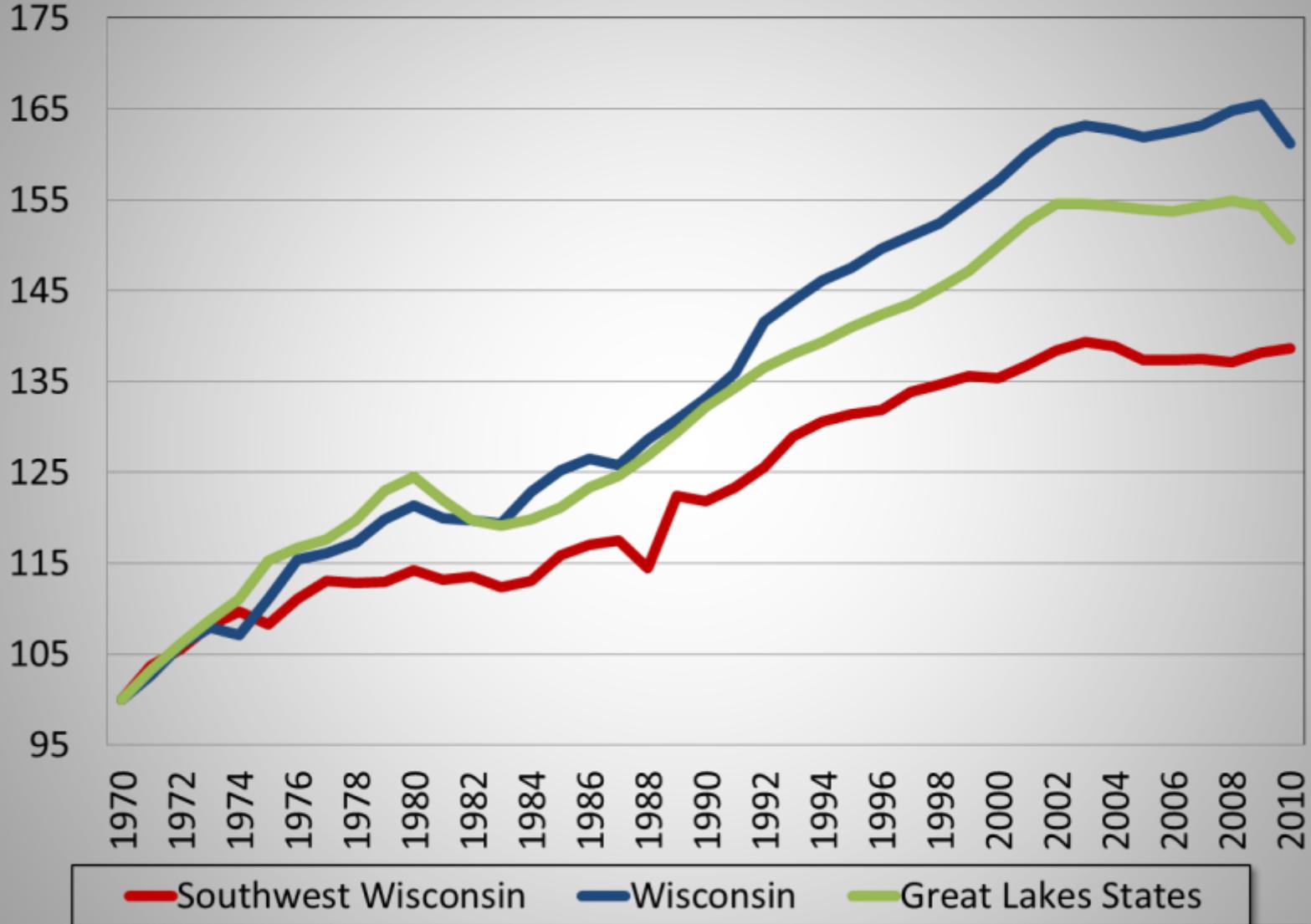
# Retail Employment Growth



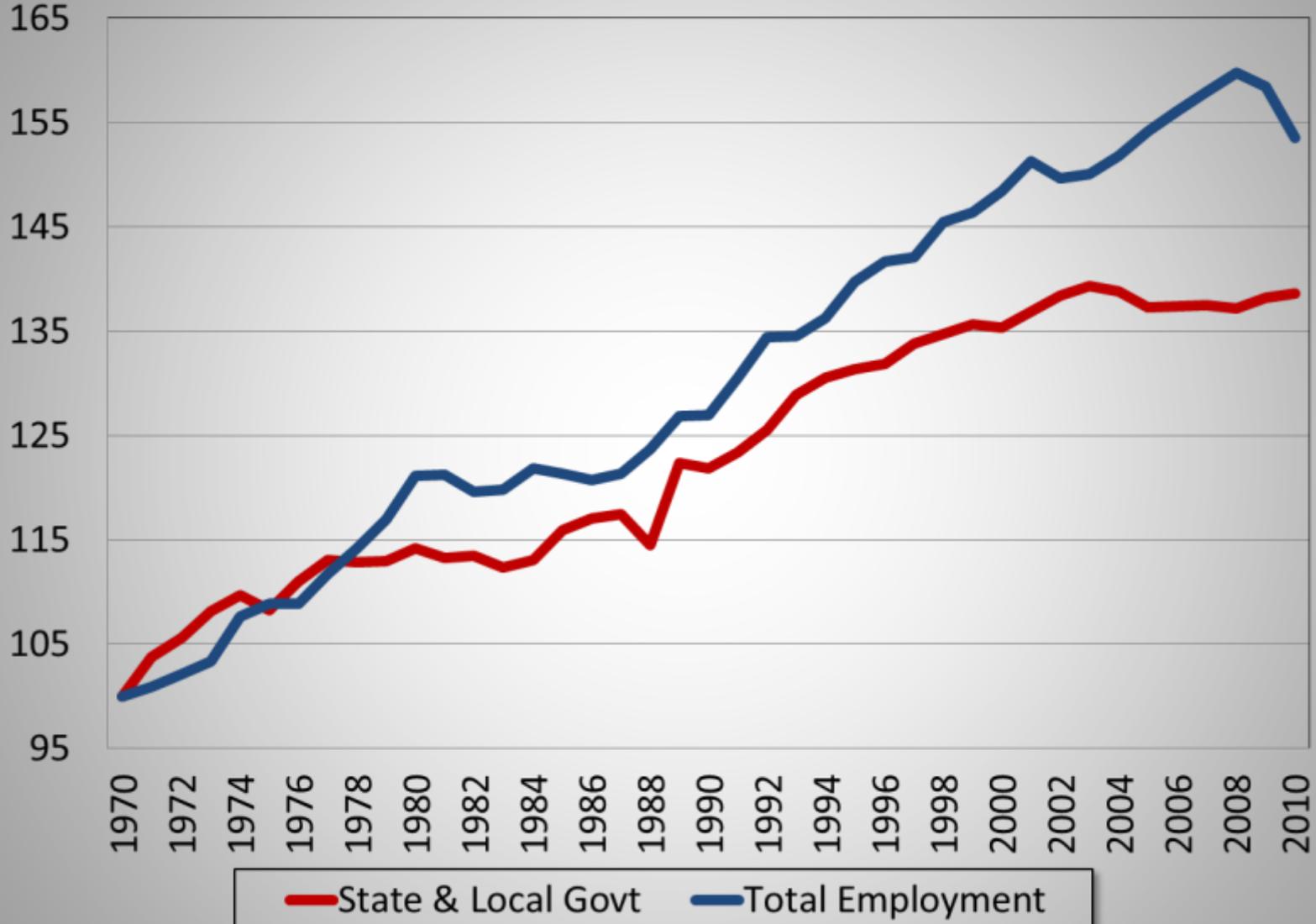
# Manufacturing Employment Growth



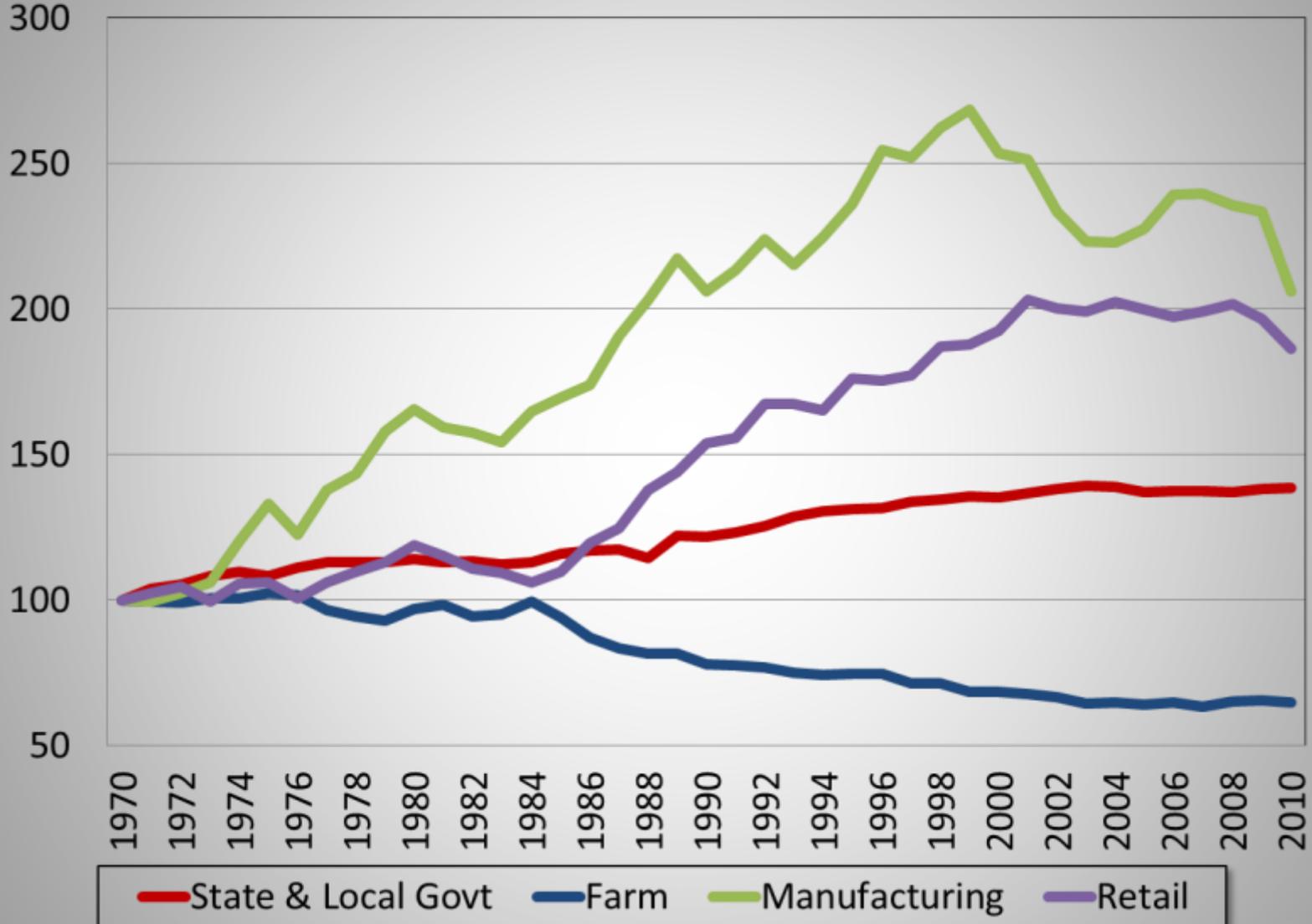
# State and Local Govt Employment Growth



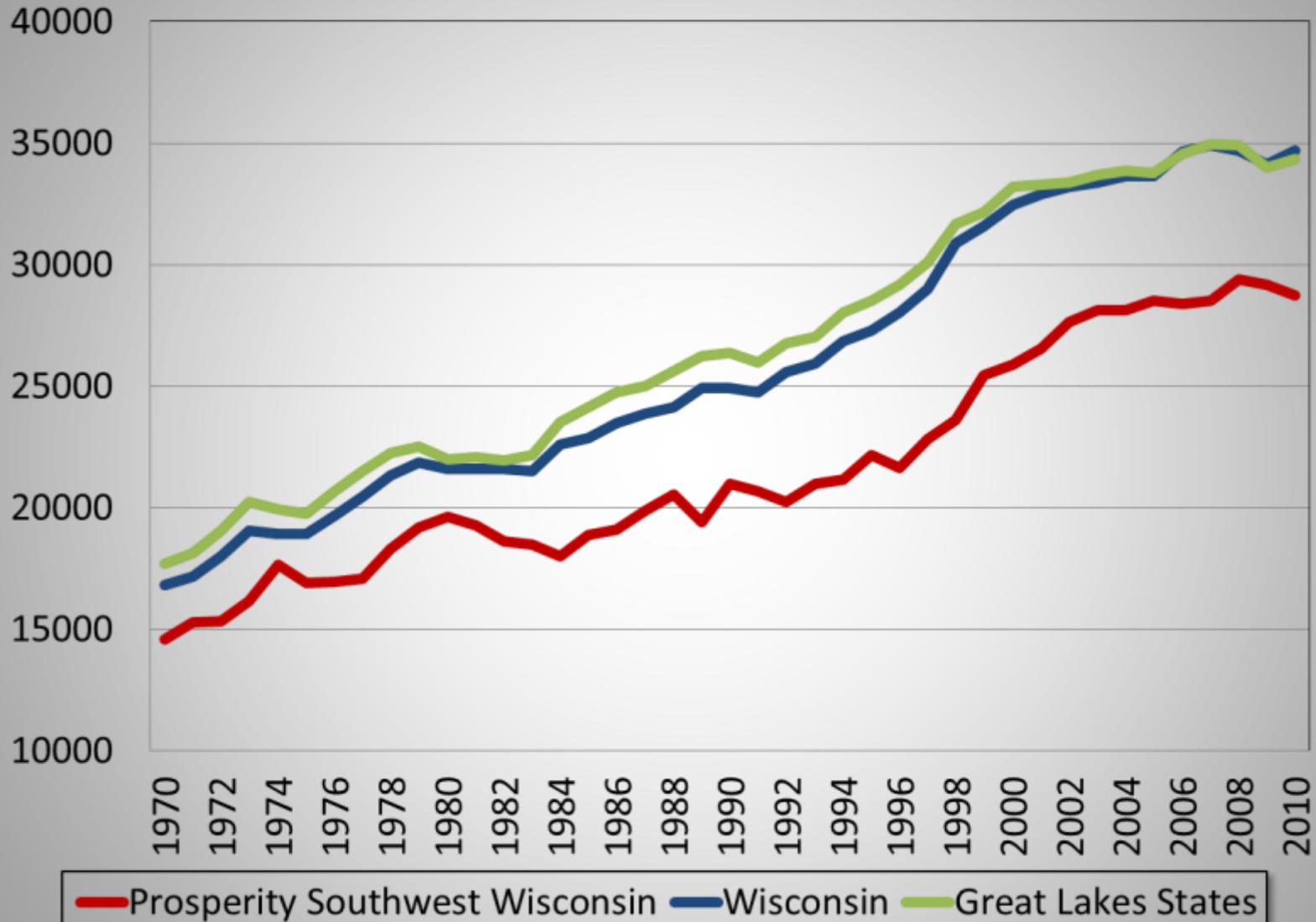
## Southwest Employment Growth



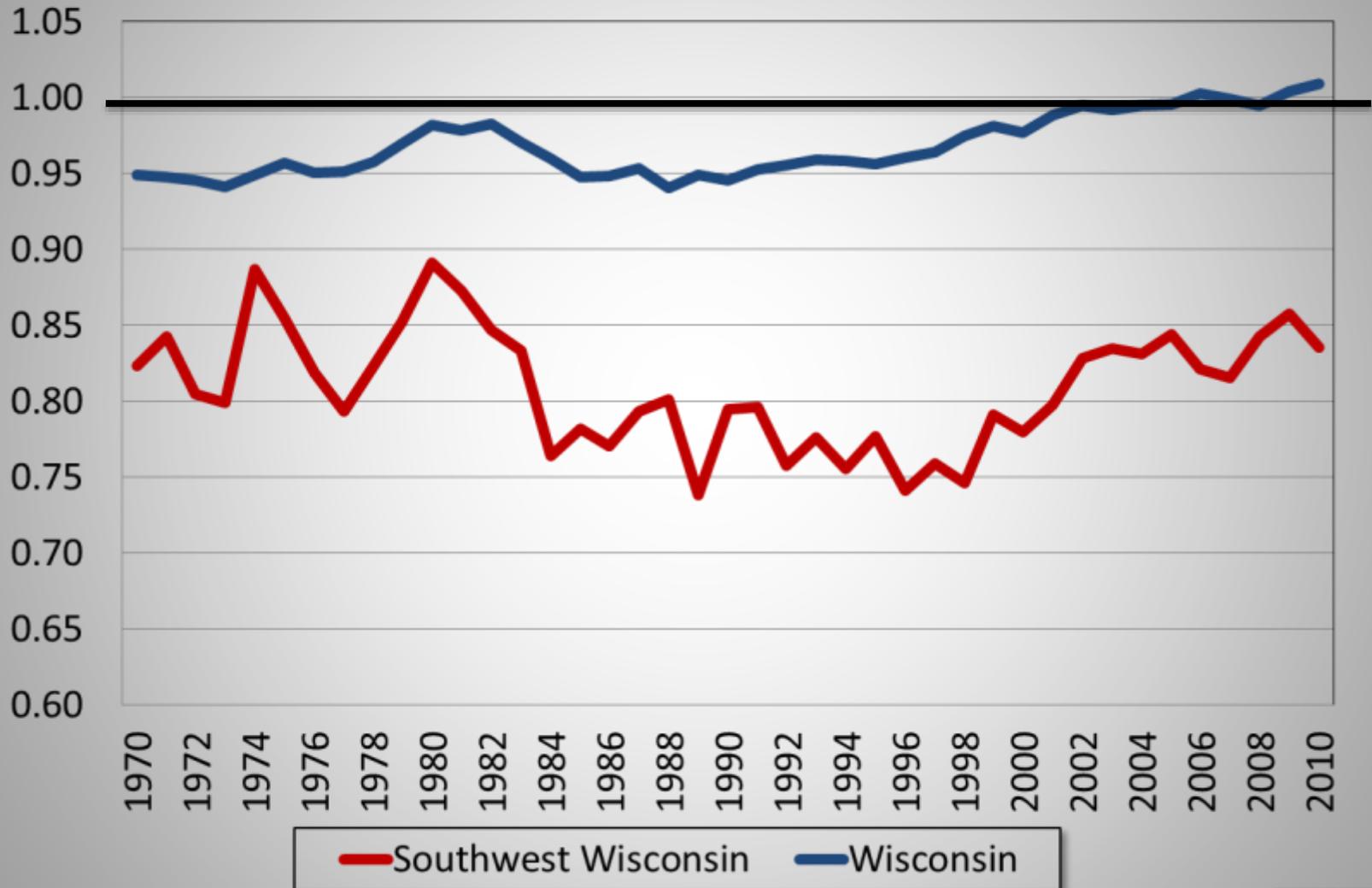
## Southwest Wisconsin Employment Growth



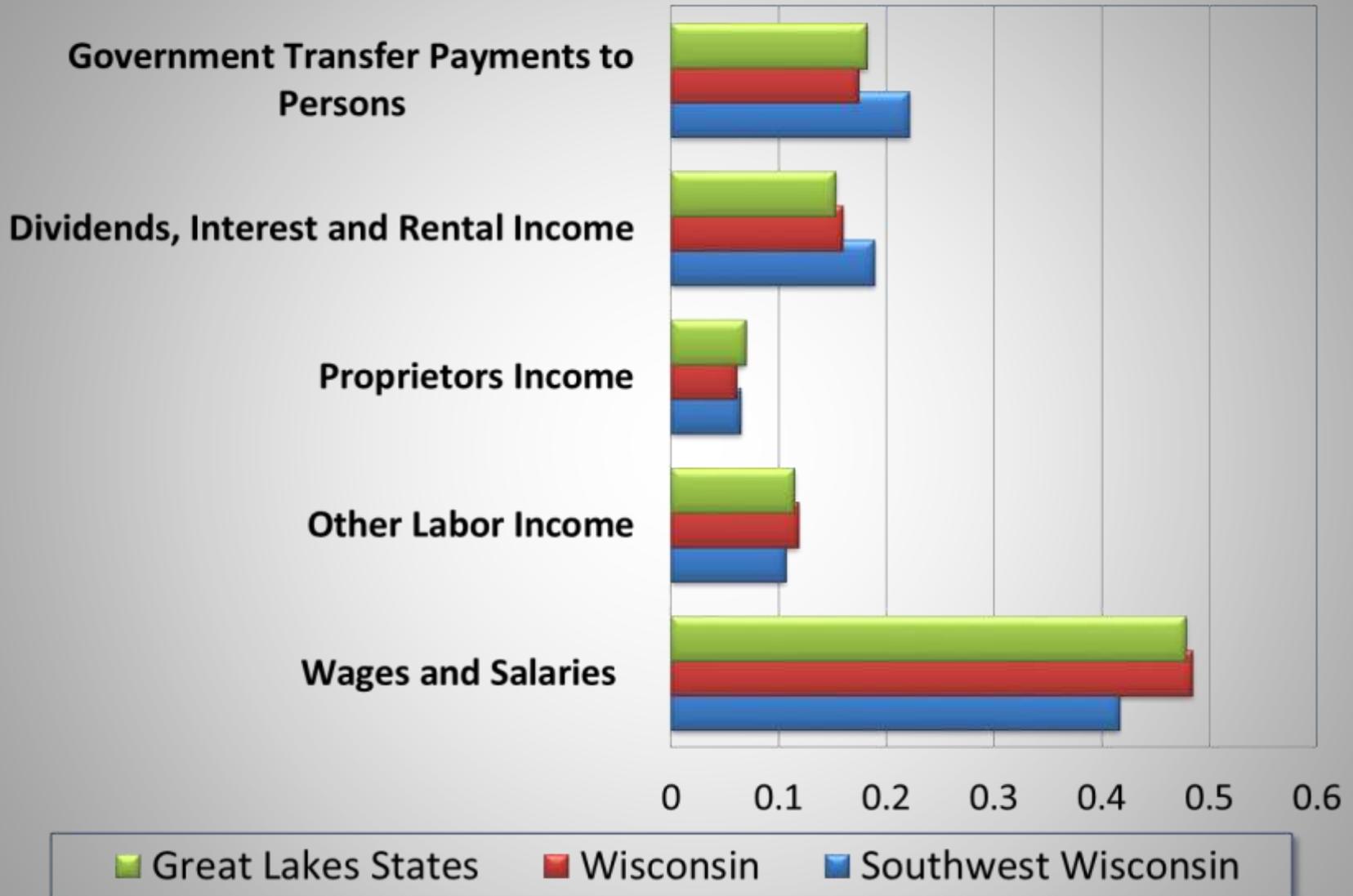
## Real Per Capita Income Growth (2005\$)



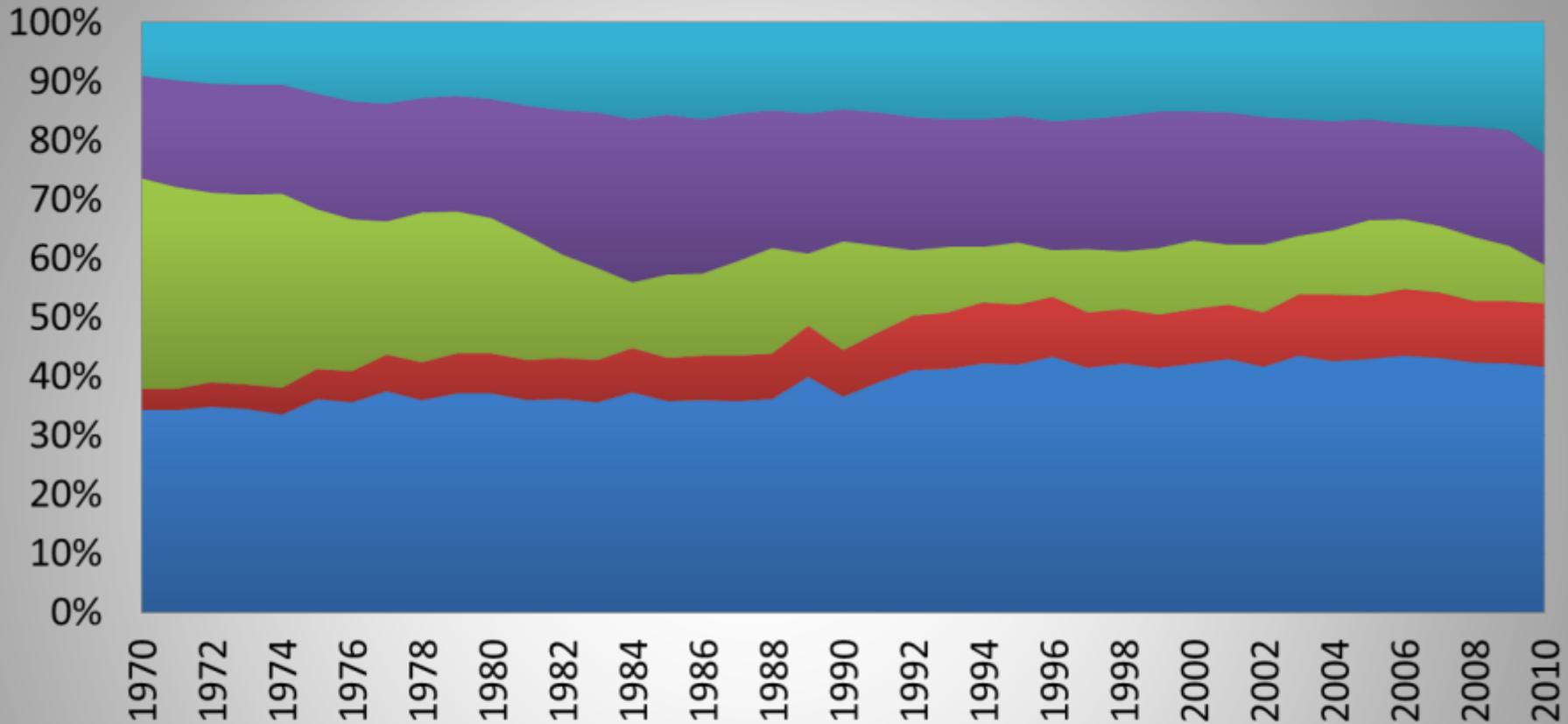
## Real Per Capita Income Compared to the Great Lakes (2005\$)



# Sources of Income 2010



## Sources of Income For Southwest Wisconsin



**Aging Population** →

Government Transfer Payments to Persons

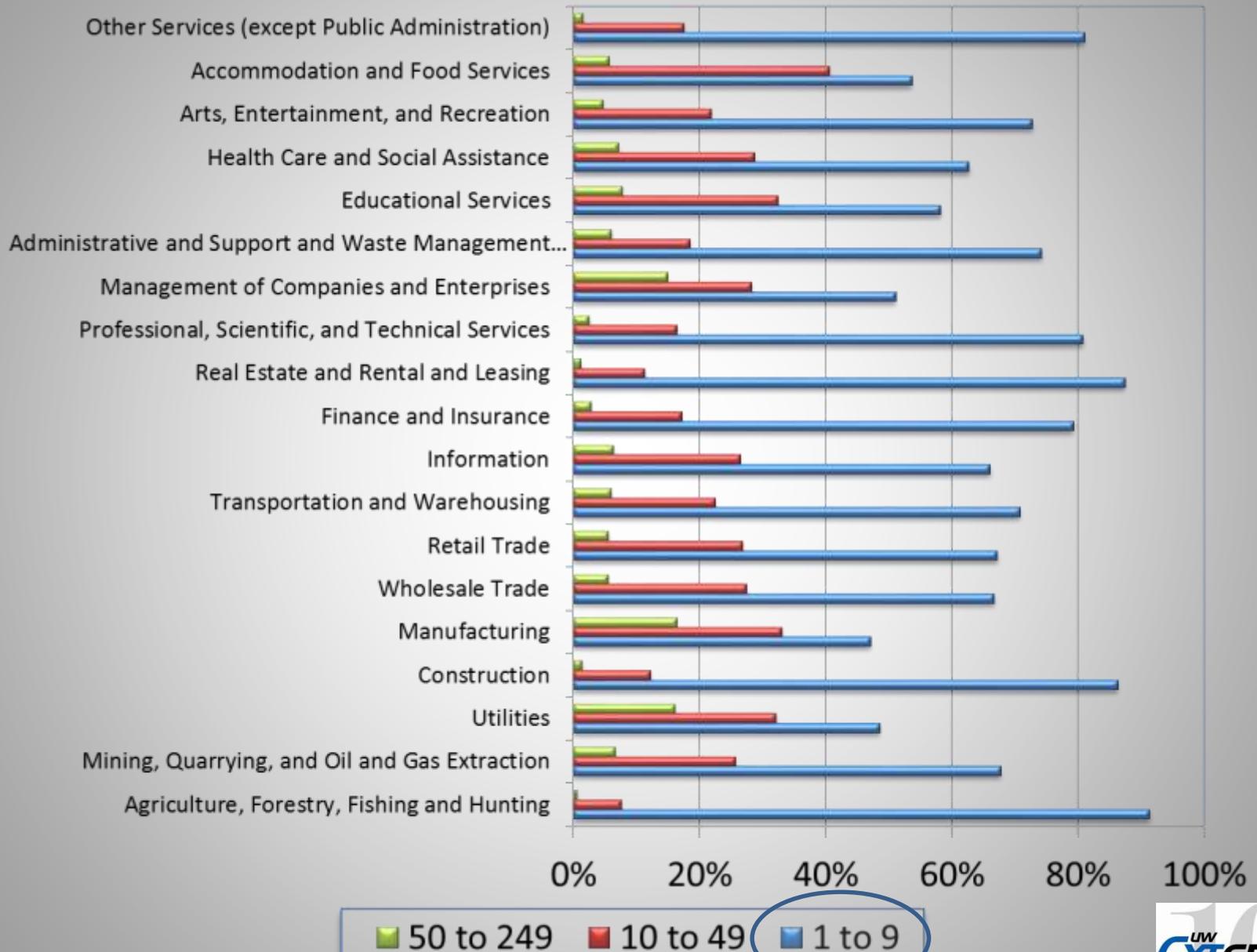
**Small Businesses** →

Proprietors Income

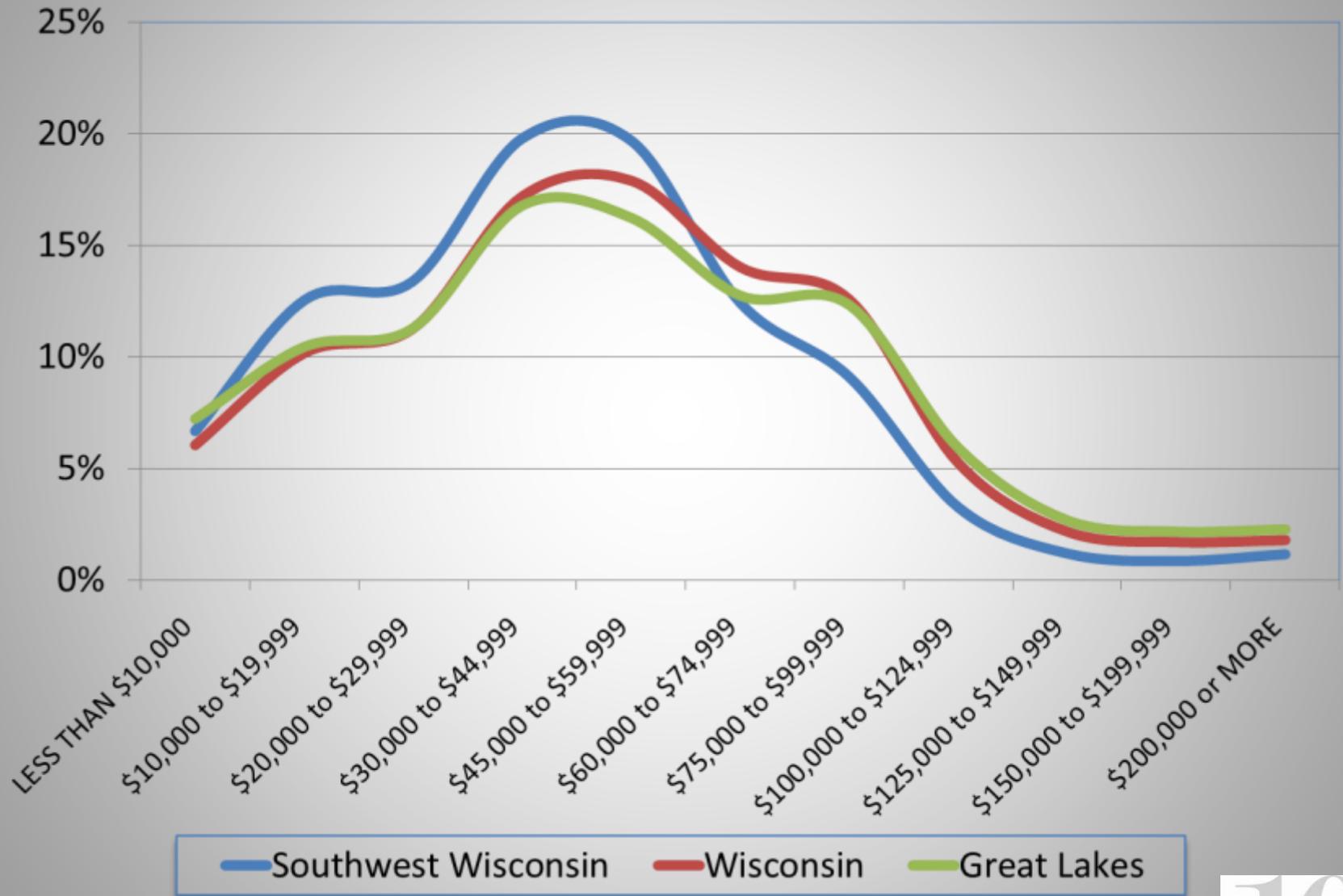
Other Labor Income

Wages and Salaries

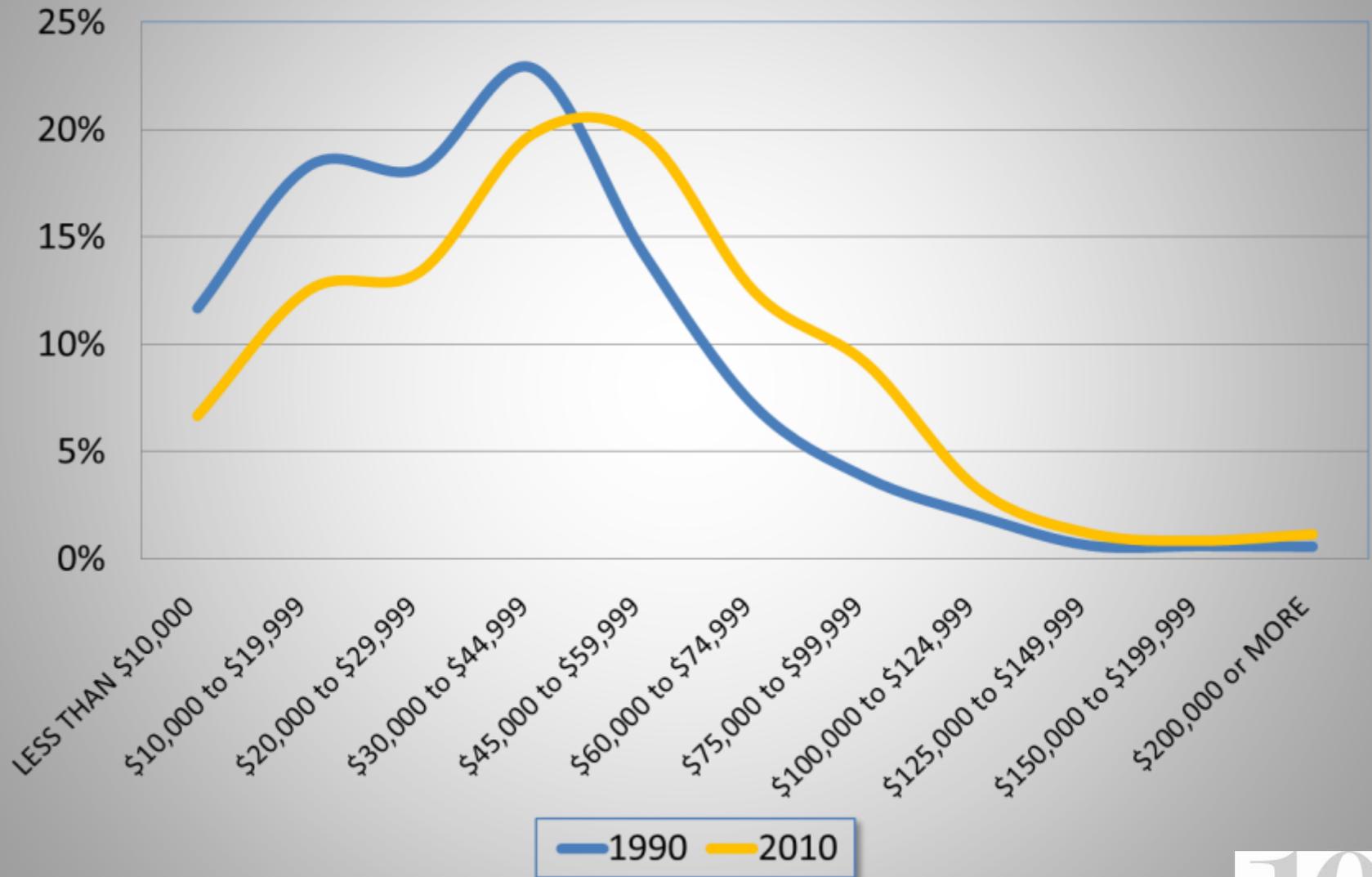
# Wisconsin Firms by Employment Size (2010)



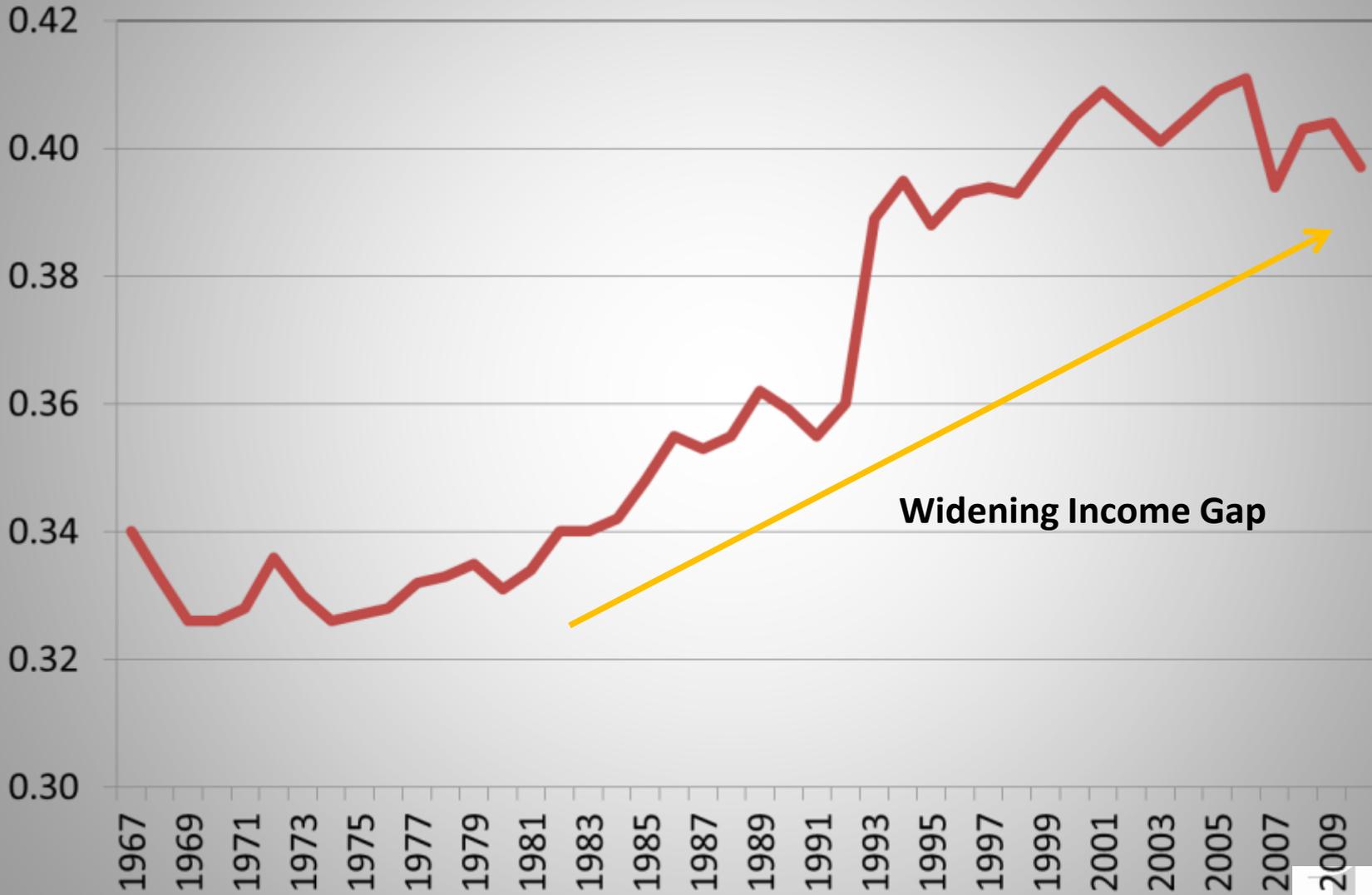
# Income Distribution of Southwest Wisconsin Households (2005\$)



## Income Distribution of Southwest Wisconsin Households (2005\$)



# U.S. Wage Income Inequality (Gini Coefficient)



Occupation	Total Annual Openings	Avg Wage	Entry Wage
Total, All Occupations	3110		
Food Preparation and Serving Related Occupations	430	20,120	16,930
Office and Administrative Support Occupations	420	30,260	19,720
Sales and Related Occupations	390	28,870	17,090
Production Occupations	280	31,640	20,640
Healthcare Practitioners and Technical Occupations	230	63,340	31,140
Transportation and Material Moving Occupations	230	34,660	23,170
Education, Training, and Library Occupations	190	43,580	25,930
Personal Care and Service Occupations	150	22,940	17,010
Business and Financial Operations Occupations	130	53,890	31,440
Healthcare Support Occupations	120	27,370	20,380
Management Occupations	110	79,550	39,950
Protective Service Occupations	110	37,650	23,230
Installation, Maintenance, and Repair Occupations	100	40,130	25,800
Construction and Extraction Occupations	90	41,170	26,020
Computer and Mathematical Occupations	60	60,930	38,480
Building and Grounds Cleaning and Maintenance Occupation	60	24,310	16,980
Community and Social Services Occupations	50	41,410	25,580

**Poverty level for family of four (two children): \$22,811**

