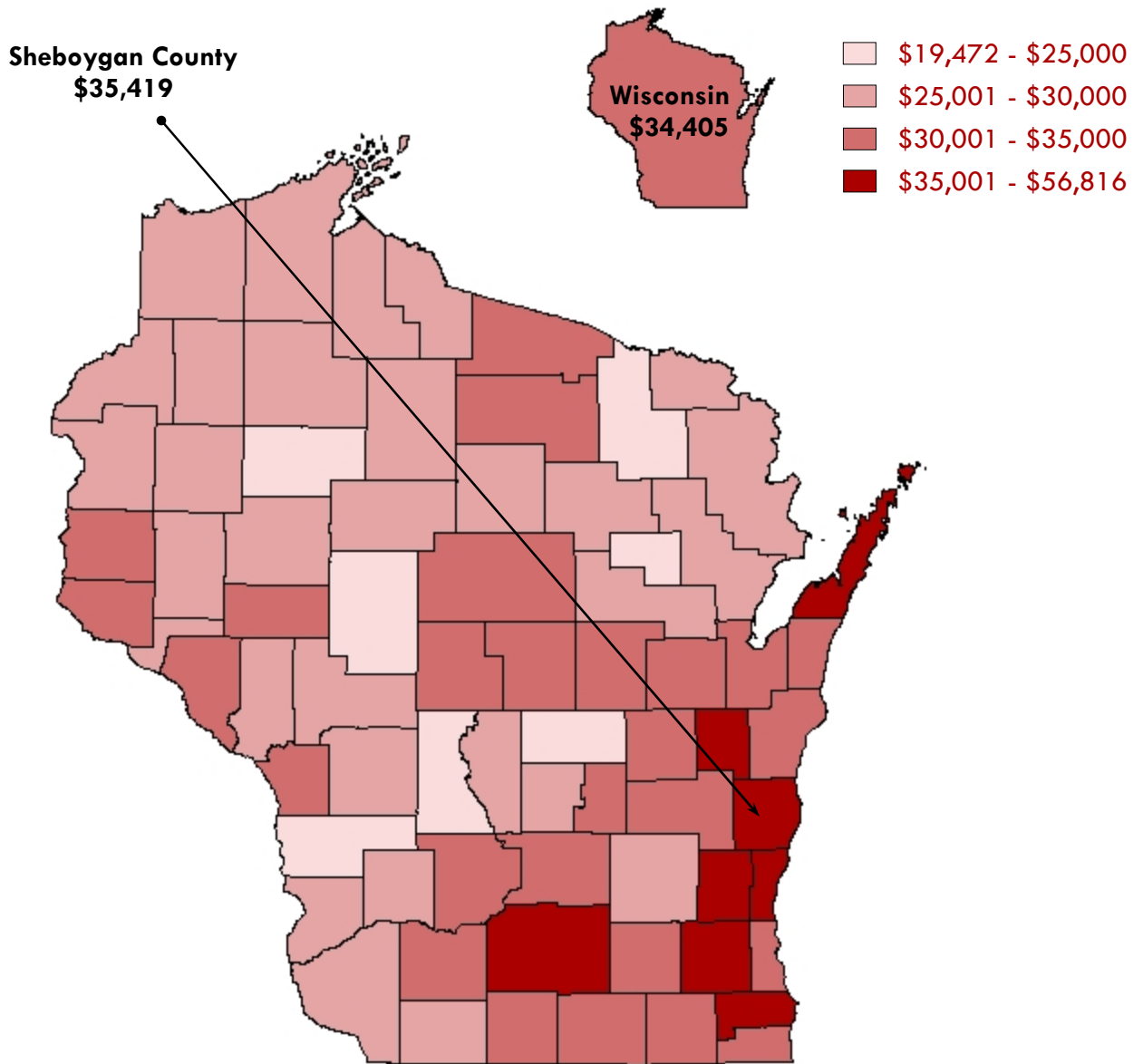


# Sheboygan County Workforce Profile

## Per Capita Personal Income in 2006



2008

### Office of Economic Advisors

Wisconsin Department of Workforce Development  
OEA-10652-P

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### Population

Sheboygan County's population grew by 4,363 residents between the 2000 Census and the January 1, 2007 estimate, the 24<sup>th</sup> slowest growing county among the 72 in Wisconsin. In addition, the pace of population growth in Sheboygan County (3.9%) is slower than in the state (5.3%) and in the nation (6.9%). Although Sheboygan County's population is not growing robustly, the county is the twelfth most populous county in Wisconsin.

Sheboygan County is located on the western shores of Lake Michigan. The densest populated area is located in the east central portion of the county and lies along I-43, which links the county with metro counties of Brown to the north and Milwaukee to the south. And, Highway 23 connects Sheboygan County with its neighboring metro county of Fond du Lac to the west. The faster growing municipalities and the more populous ones in the county include the towns of Sheboygan and Wilson, the cities of Plymouth and Sheboygan Falls, and the Village of Howards Grove and Oostburg. These six municipalities surround the City of Sheboygan, the largest municipality in Sheboygan County. Though the six municipalities combined (not including the City of Sheboygan) make up only 27.7 percent of the total county population in 2007, they absorbed 75.4 percent of the total net change in population between the years 2000 and 2007. Unlike the six municipalities, the City of Sheboygan's population declined by 192 residents

#### Sheboygan 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>Sheboygan County</b>	112,656	117,019	4,363	3.9%
Sheboygan, City	50,792	50,600	-192	-0.4%
Plymouth, City	7,781	8,349	568	7.3%
Sheboygan Falls, City	6,772	7,472	700	10.3%
Sheboygan, Town	5,874	7,158	1,284	21.9%
Wilson, Town	3,227	3,496	269	8.3%
Plymouth, Town	3,115	3,302	187	6.0%
Howards Grove, Village	2,792	3,056	264	9.5%
Lima, Town	2,948	2,962	14	0.5%
Oostburg, Village	2,660	2,863	203	7.6%
Greenbush, Town	2,619	2,637	18	0.7%

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

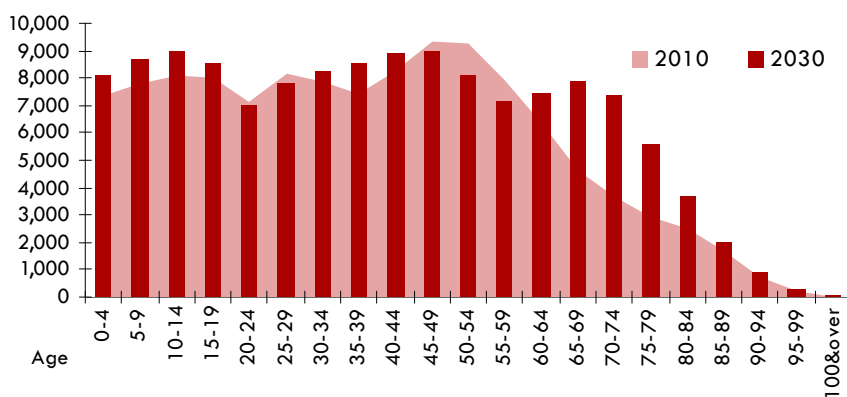
between the years 2000 and 2007.

Population growth in the City of Sheboygan, Sheboygan 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 4,363 residents between the years 2000 and 2007 consisted of a net in-migration of 2,033 residents coupled with a natural increase of 2,330 residents (births: 9,458; deaths: 7,128). More population growth from natural increase than net migration is typical for a metro county and is unlikely to change considerably in the near future.

The graph to the bottom left analyzes age demographics projected in the years 2010 and in 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. Although, Sheboygan County's population will not be as old as that in most counties throughout the state.

The projected average age of Sheboygan County residents in the year 2010 will be 38.2 years old; and 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, 13.7 percent of the total population in Sheboygan County will be 65 years old or older, compared to 13.6 percent in Wisconsin. At that time, 20.8 percent of the county's population will be under the age of

#### Population by Age Cohorts in Sheboygan County



In 2010, the average Sheboygan County resident will be 38.2 years old.  
 In 2020, the average Sheboygan County resident will be 39.3 years old.  
 In 2030, the average Sheboygan County resident will be 40.5 years old.

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

(Continued on page 2)

### Population & Labor Force

Population Projections for Sheboygan County						
Age Group:	0-15	16-34	35-54	55+	Labor-Force-Aged Population	Total Population
Years	Population					
2010	24,882	29,554	34,335	30,619	94,508	119,390
2020	26,432	29,620	32,663	38,480	100,763	127,195
2030	27,485	29,850	34,450	42,194	106,494	133,979
Distribution of Labor-Force-Aged Population						
2010		31.3%	36.3%	32.4%	100.0%	
2020		29.4%	32.4%	38.2%	100.0%	
2030		28.0%	32.3%	39.6%	100.0%	

Source: WI Dept. of Administration, Demographic Services

16, compared to 20.2 percent statewide. By 2030, it is projected that 20.6 percent of the 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. Sheboygan County's population under the age of 16 will drop to 20.5 percent, while Wisconsin's will drop to 19.6 percent in 2030.

The shift in the demographics of Sheboygan 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 Sheboygan County, but it will also influence surrounding areas. Examining population and labor force demographics together helps to explain why the significant effects 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.

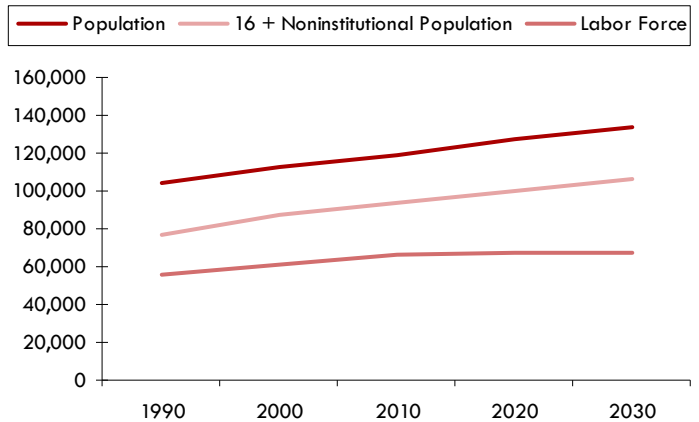
The total population in Sheboygan County is projected to grow by 12.2 percent between 2010 and 2030, while the labor-force-aged population (16+ population) is expected to grow by 12.7 percent. However, much of the change in the labor-force-aged population distributions is due to the aging of the baby boomer generation. It is projected that in the year 2010, the 55 year old or older population will comprise 32.4 percent of the 16 or older population. This age cohort accounts for the second largest share, behind the 35-54 year old age cohort, of the labor-force-aged population in the year 2010, but is projected to be the largest share (39.6%) in the year 2030. As a result, it is projected that the labor force will grow slowly, as seen on the line graph

below.

Even though Sheboygan County's population is shifting, the 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 1.8 percent between 2010 and 2030. Many counties throughout Wisconsin will see declining labor forces, so slow growth is better than no growth.

Between the years 2010 and 2030, the share of the 55 year old or older participants will increase by 1.2 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;

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



Source: WI DWD, OEA

Labor Force Projections for Sheboygan County				
Age Group:	16-34	35-54	55+	Total Labor Force
Years	Labor Force			
2010	23,918	30,029	12,273	66,219
2020	23,529	28,694	15,650	67,873
2030	23,903	30,200	13,311	67,414
Distribution of Labor Force				
2010	36.1%	45.3%	18.5%	100.0%
2020	34.7%	42.3%	23.1%	100.0%
2030	35.5%	44.8%	19.7%	100.0%

Source: WI DWD, OEA

(Continued on page 3)

**Labor Force**

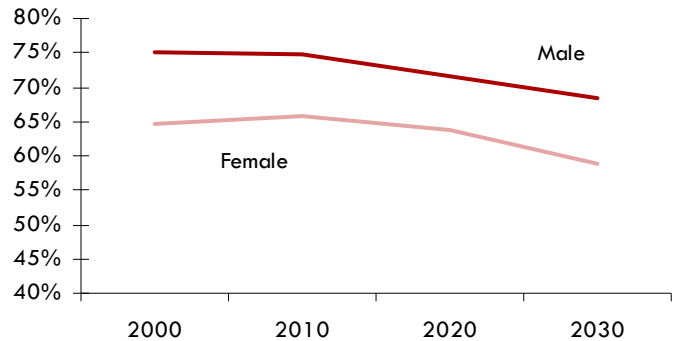
but, the number of those workers is still insignificant compared to the number of baby boomers that will leave the labor force.

As the population ages and the labor pool remains tight, Sheboygan 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 United States are facing changing times, employers might have to become creative.

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 Sheboygan 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 Sheboygan County was 72.1 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 Sheboygan County will likely remain higher than in Wisconsin as a result of parallel changes in population demographics.

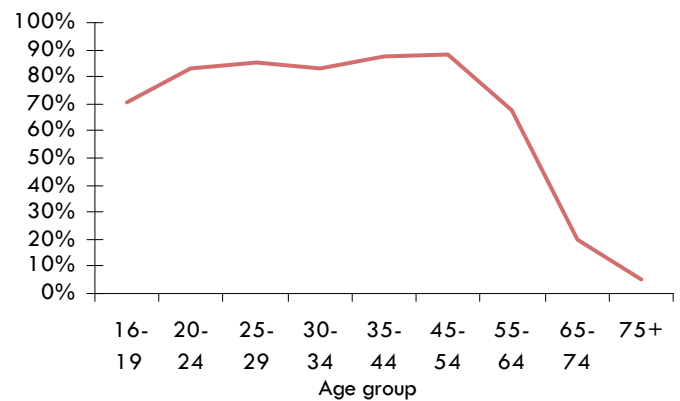
Female participation has historically been lower than male participation, although females have gained ground since the 1970s. However, it is not projected that female participation will match male participation in the future. One explanation for the gap between male and female LFPRs is due to the disparity 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 off or two, and some do not take any additional time off other than medically necessary, but nevertheless, the lower participation among females in this age cohort results in a lower overall

**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

participation compared to males.

Another reason for the disparity could be females' longer life expectancies. If the 65 and older females are not incarcerated or in nursing facilities, and are not working or seeking work, then that could lower total LFPR for all females, potentially creating a gap between male and female LFPR.

The bottom table reflects some of the changes already occurring in the labor force in Sheboygan County.

The county's labor force increased by 1,602 workers and job seekers, or 2.5 percent, since 2003. As the labor force increased, so did the number employed, by 2,049. While the labor force and the number employed increased, the number unemployed decreased by 447. This resulted in an 0.8 of a percentage point difference in the unemployment rates in the county in the years 2003 and 2007.

**Sheboygan County Civilian Labor Force Data**

	2003	2004	2005	2006	2007
Labor Force	64,042	63,763	64,751	65,510	65,644
Employed	60,791	60,904	62,138	62,914	62,840
Unemployed	3,251	2,859	2,613	2,596	2,804
Unemployment Rate	5.1%	4.5%	4.0%	4.0%	4.3%

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

### Jobs & Wages

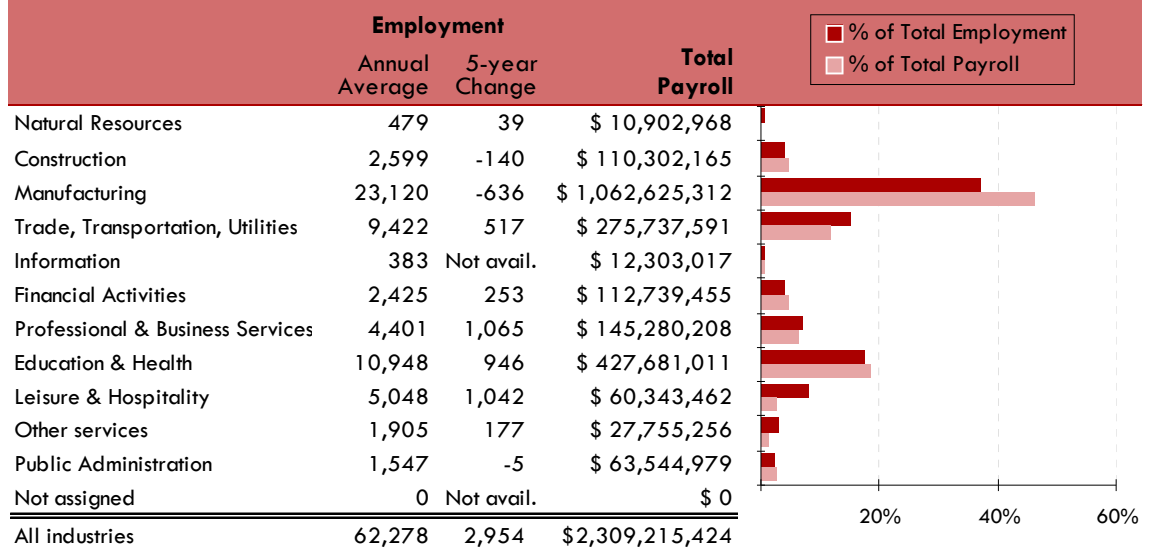
The industry mix and wages significantly impact local economies. The more good-paying jobs in a region, the better the prospects for its economy.

Sheboygan County has a diversity of industry employment, but jobs, by far, are dominated by manufacturing. Approximately 37 percent of the total county jobs are in manufacturing, compared to about 18 percent state-

wide. The problem for the local economy though, is that manufacturing jobs are on the decline (-636 jobs). Sheboygan County is not alone in this respect, as manufacturing jobs are becoming a smaller share of total jobs in Wisconsin and in the United States. While local manufacturing jobs (\$45,961) pay less than the state average (\$47,106), the five-year county wage growth rate surpasses that of the state.

Fabricated metal product manufacturing, on the other

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



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

hand, accounts for the largest share of manufacturing jobs (39.1%), and added 132 net jobs over the five years. In addition, the county wage in this sub-sector is higher on average (\$49,794).

Education and health is the second largest industry in Sheboygan County with 10,948 jobs, 946 more jobs than in 2002. Educational services is one of the prominent sub-sectors in education and health. This sub-sector makes up 35.1 percent of total employment in education and health,

and employment is increasing (+271 jobs). The educational services wage (\$35,687) is not only lower than the statewide wage (\$39,753) in this sub-sector, but also lower than the county education and health wage (\$39,065). The occupational mix within this industry in the county causes the wage to be lower on average than in the state.

Ambulatory health care services jobs, on the other hand, another sub-sector of education and health, pay well. The county sub-sector wage (\$58,981) is not only higher than the state wage (\$57,969), but also higher than the

(Continued on page 5)

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

	Average Annual Wage		Sheboygan County as a Share of Wisconsin	Sheboygan County 5-year % Change	Wisconsin 5-year % Change
	Sheboygan County	Wisconsin			
All industries	\$37,079	\$38,070	97.4%	15.3%	17.4%
Natural Resources	\$22,762	\$29,235	77.9%	17.0%	14.7%
Construction	\$42,440	\$47,489	89.4%	17.5%	19.8%
Manufacturing	\$45,961	\$47,106	97.6%	18.1%	16.1%
Trade, Transportation & Utilities	\$29,265	\$32,762	89.3%	18.3%	15.3%
Information	\$32,123	\$48,483	66.3%	Not avail.	24.7%
Financial Activities	\$46,490	\$50,749	91.6%	25.7%	25.8%
Professional & Business Services	\$33,011	\$44,328	74.5%	-5.6%	22.0%
Education & Health	\$39,065	\$39,606	98.6%	19.8%	17.3%
Leisure & Hospitality	\$11,954	\$13,589	88.0%	30.1%	14.8%
Other Services	\$14,570	\$22,073	66.0%	13.9%	13.2%
Public Administration	\$41,076	\$39,879	103.0%	20.3%	18.1%

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

## Jobs & Wages

### Prominent Industries in Sheboygan County

Industry Sub-sectors (3-digit NAICS)	Average Employment			Average Wages			
	2007 Avg.	5-year Percent Change		2007 Average		5-year Percent Change	
	Sheboygan County	Sheboygan County	Wisconsin	Sheboygan County	Wisconsin	Sheboygan County	Wisconsin
Fabricated metal product manufacturing	9,038	1.5%	8.6%	\$ 49,794	\$ 43,765	17.7%	15.4%
Educational services	3,845	7.6%	2.0%	\$ 35,687	\$ 39,753	11.8%	15.0%
Food services & drinking places	3,399	12.2%	9.1%	\$ 9,538	\$ 10,859	16.9%	14.5%
Plastics & rubber products manufacturing	3,313	-15.0%	-5.0%	\$ 38,324	\$ 41,268	8.0%	17.5%
Ambulatory health care services	2,902	36.8%	8.7%	\$ 58,981	\$ 57,969	16.0%	18.5%
Food manufacturing	2,622	-0.7%	-6.7%	\$ 51,781	\$ 38,239	35.3%	13.2%
Administrative & support services	2,410	91.9%	15.8%	\$ 15,765	\$ 23,144	-3.3%	15.4%
Nursing & residential care facilities	1,916	2.1%	3.6%	\$ 23,392	\$ 23,295	11.4%	12.0%
Specialty trade contractors	1,733	-2.3%	-0.1%	\$ 40,493	\$ 43,664	14.5%	17.8%
General merchandise stores	1,537	20.5%	7.1%	\$ 18,068	\$ 17,914	18.0%	16.3%

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

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

county education and health wage (\$39,065). However, the county sub-sector wage did not grow as quickly as the number of jobs. Although the new jobs that were added were high-paying, they were not likely among the highest-paying.

Food services and drinking places is the third most prominent sub-sector in the county. In addition, the sub-sector accounts for over two-thirds of the employment in leisure and hospitality. Leisure and hospitality is the fourth largest industry in Sheboygan County with 5,048 jobs in the year 2007. Whether you look at the leisure and hospitality wage or its sub-sectors' wages, all will be lower on average. Typically, leisure and hospitality has the lowest average wage compared to the other industries within an area. Many jobs, but not all, in this

industry are part-time, seasonally based, and entry-level.

Trade, transportation, and utilities is the third most dominant industry at 15.1 percent of total jobs in the county. This industry has rather low wages, \$29,265 annually. Much of this is due to the types of occupations within this industry. However, the growth in the county wage (30.1%) surpassed the growth in jobs (26.0%). This may be an indicator that the newly created jobs were likely higher-paying on average in this sector. General merchandise stores, in particular, accounts for the largest share of trade, transportation, and utilities jobs (16.3%).

The professional and business services group is gaining ground, totaling 4,401 jobs in 2007. This industry is the fifth largest in the county, and it added the most number of jobs (+1,065 jobs) over the five-year span.

Administrative and support services jobs make up 54.8 percent of all professional and business services jobs. In addition, this sub-sector added 1,154 jobs between 2002 and 2007. This was likely the result of an increase in temporary services.

### Prominent Public and Private Sector Employers in Sheboygan County

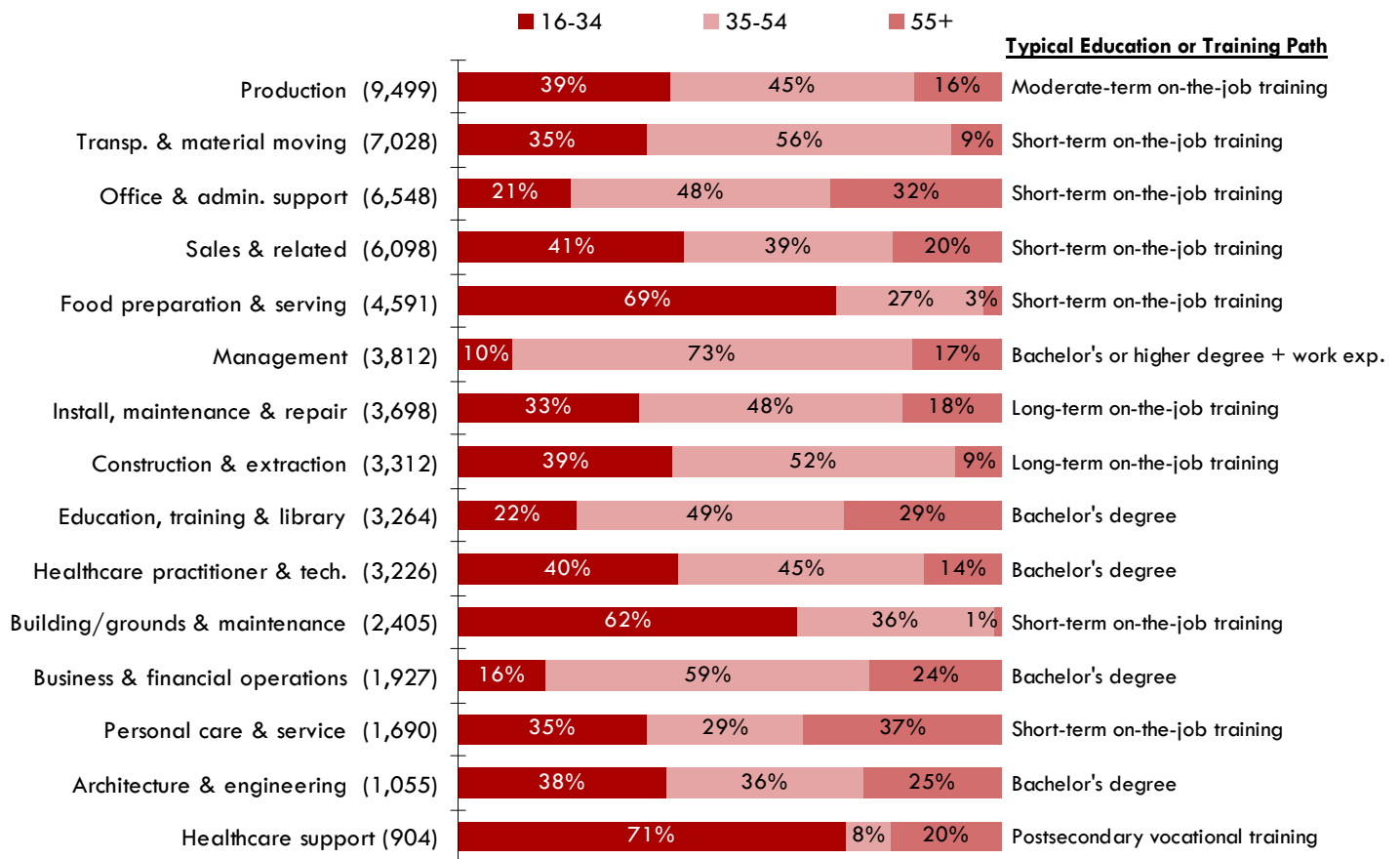
Establishment	Service or Product	Number of Employees (March 2007)
Kohler Co	Enameled iron & metal sanitary ware mfg.	1000+ employees
Sheboygan Area School District	Elementary & secondary schools	1000+ employees
Bemis Mfg Co	All other plastics product manufacturing	1000+ employees
County of Sheboygan	Nursing care facilities	1000+ employees
J L French Automotive Castings	Aluminum die-casting foundries	1000+ employees
Aurora Medical Group Inc	Offices of physicians, except mental health	500-999 employees
Aurora Health Care Central Inc	General medical & surgical hospitals	500-999 employees
Rockline Industries Inc	All other converted paper product mfg.	500-999 employees
Sargento Foods Inc	Cheese manufacturing	500-999 employees
Johnsonville Sausage LLC	Meat processed from carcasses	500-999 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 Sheboygan County.



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. 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 Sheboygan County, even though these workers might not hold jobs in the county (place of residence data). The education or training path listed for each occupational group is the typical education or training requirement for entry into that group. It does not mean that every occupation within each group requires that type of education or training path.

The healthcare support group (904 workers) typically

has an entry requirement of postsecondary vocational training. However, these workers can still enter these positions at younger ages. In fact, 71 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, 14 percent of the healthcare practitioners and technical workers are 55 years old or older. The workers in this occupational group

*(Continued on page 7)*

## Occupations & Typical Education or Training

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 occupational 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 paid occupational groups on average.

There are 6,548 office and administrative support workers in Sheboygan County, the third largest occupational group. This occupational group accounts for the most number of 55 year old or older workers (2,095 workers) in the county among the groups listed on page six. However, studies show that workers are staying in the labor force longer than their predecessors, but their number is still insignificant to the baby boomers that will be leaving the labor force. Because office and administrative support jobs are not as labor intensive and workers are less likely to get burned out quicker than, say, construction workers, employers may be able to retain their mature workers for a longer time than they had in the past; but, workers may need flexible work schedules. Since office and administrative support occupations are found in virtually all industries, most employers will be able to take advantage of this. Given the current economic situation, it is likely that some baby boomers will stay in the workforce for a few extra years yet, but it will not be forever. Although office and administrative support workers typically only require less than one month of on-the-job training, it will still be a challenge for employers to replace these workers when that time comes.

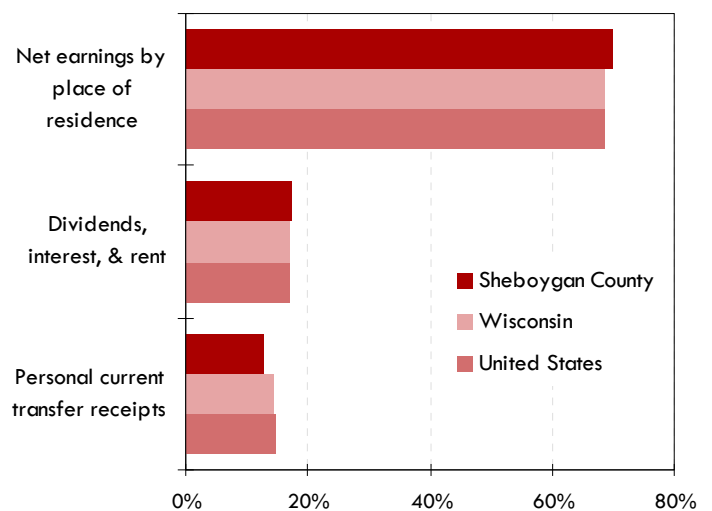
## Income

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 Sheboygan County, Wisconsin, and the United States nearly mirror each other when looking at the distributions of the three components of TPI. The county's population is older-aged and is slower growing than the state's and the nation's, but net earnings by place of residence still accounts for a larger share of TPI in the county (69.9%) than in the state

(68.5%) and the nation (68.4%). In fact, only sixteen other counties in Wisconsin, including Brown, Calumet, and Outagamie counties in Northeastern Wisconsin, have a

**Components of 2006 Total Personal Income**



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

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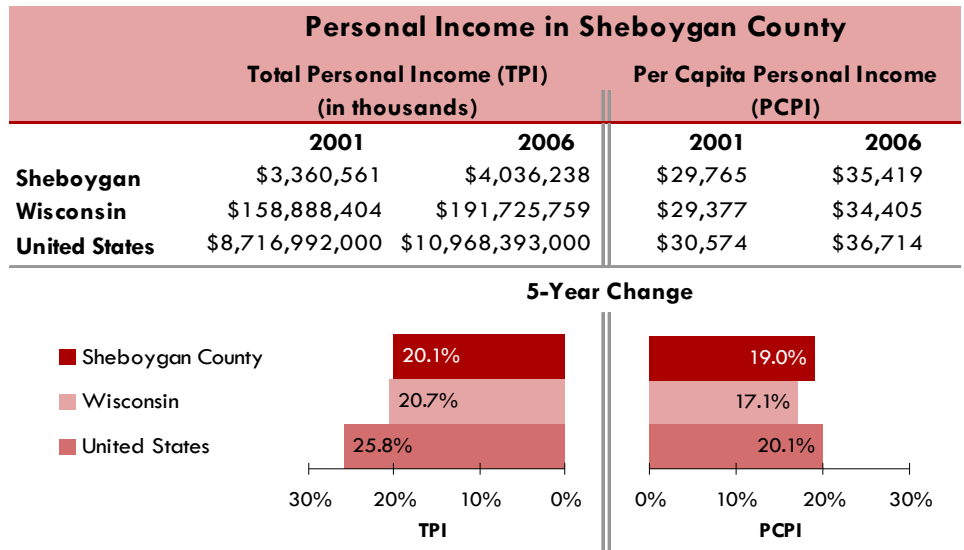
### Income

higher share than the share in Sheboygan County.

Although Sheboygan County has an older-aged population, transfer receipts as a share of TPI is only 12.9 percent, compared to 14.3 percent in the state and 14.7 percent in the nation. 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 in the near future.

The dividends, interest, and rent category is also impacted by changes in population demographics. One must first earn some form of income in order to invest and earn income through dividends, interest, and rent. The most common way to accomplish this is by earning wages and salaries. As the population shifts and more residents leave their prime working years than enter, and depending on the state of the economy, this component may not be the most steady source of income for a county. In 2006, this component accounted for a larger share of TPI in the county (17.2%) than in the state (17.1%) and the nation (16.9%), but that could quickly change.

Total personal income also can be analyzed on a per



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

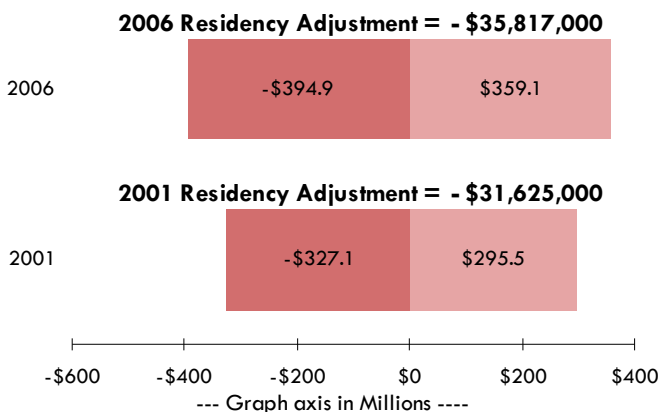
capita basis (PCPI) by dividing TPI by the total population. Sheboygan County's PCPI is high on average (\$35,419). This is the seventh highest PCPI among the 72 counties in Wisconsin and higher than the PCPI in the state as a whole (\$34,405), but less than that in the nation (\$36,714). Northeastern Wisconsin counties of Door (\$37,245) and Calumet (\$36,107) posted higher PCPI in the year 2006.

The graph on the bottom left corner of the page displays the commuting impact in Sheboygan 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 Sheboygan County residents who work in another county is less than the total net earnings of non-Sheboygan County residents who work in Sheboygan County by over \$35.8 million in the year 2006.

Presently, Sheboygan County does a fairly nice job of retaining its resident workers while also attracting workers from neighboring counties. However, this could change in the coming years as demographics of the population and labor force change. Employers in Sheboygan County could face higher competition. Economic conditions, such as high gas prices, could cause non-Sheboygan County residents to look for work locally rather than commuting to work. In addition, neighboring employers may raise wages to stay competitive. As a result, Sheboygan County employers may have to raise local wages also. This will help the county stay competitive by being able to retain and recruit workers.

### Sheboygan 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