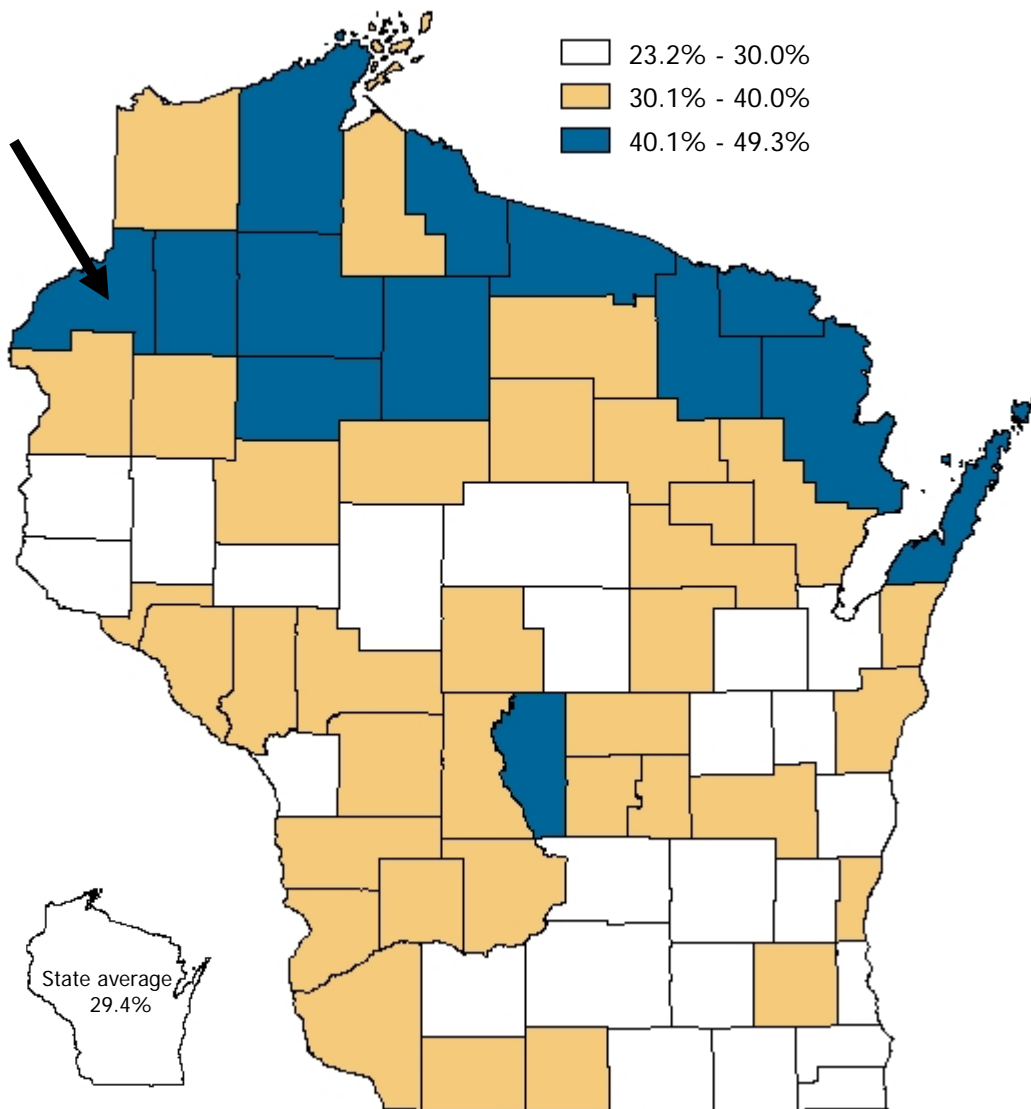


# Burnett County Workforce Profile

Percentage of working-age population aged 60 years and older in 2020



2007

**Office of Economic Advisors**

Wisconsin Department of  
Workforce Development  
OEA-10599-P

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## Population

Burnett County's resident population continues to grow due in large part to its proximity to Minnesota, or more specifically to the Minneapolis-St. Paul metropolitan statistical area (MSA). From 2006 to 2007, the population added 72 residents, all from net-migration to the county, increasing the total gain in population from 2000 to 1,075. The percent increase from 2000 of 6.9 percent exceeded the increase in Wisconsin's population of 5.3 percent and ranked 25<sup>th</sup> fastest among the state's 72 counties.

Following a trend that reaches back to the mid-1990s the increase in population occurred from net-migration, more individuals moving into the county than leaving it, rather than from natural causes, the number of births exceeding the number of deaths. Since 2000 net-migration added 1,321 residents while natural causes produced a loss of 246 residents.

The towns and villages that have gained the most from net-migration are those with many lakes or are close to the Wisconsin-Minnesota border. Adding the most new residents, and with the greatest percent increase in population, is the Town of Grantsburg. This is followed by the second greatest increase of 14.8 percent in the Town of West Marshland that, like the Town of Grantsburg, borders Minnesota but has a population of only 380 (and is not on the list of largest municipalities). While the town and village of Grantsburg both have easy access to the Minnesota job market and attract residents who can commute to those jobs, the towns of Oakland and Trade Lake, adding the second and third highest number of new residents in the county, offer recreational land tracts that are attractive to retirees.

The county's population is gradually getting older, not only from migration but also from fewer births and aging. In 1990 the median age was 39.2

years which increased to 44.1 years by 2000 and to 44.4 years in 2006, the seventh oldest among Wisconsin's counties.

Fewer births also means the proportion of residents in the younger age groups is shrinking, and will continue to diminish if forecasts hold, a fact not easily missed in the bottom graph. In 2005, 22 percent of Burnett County residents were 19 years old or younger. By 2030, when the 20-and-under

### Burnett 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>Burnett County</b>	15,674	16,749	1,075	6.9%
Grantsburg, Village	1,369	1,453	84	6.1%
Meenon, Town	1,172	1,255	83	7.1%
Grantsburg, Town	967	1,121	154	15.9%
Wood River, Town	974	1,039	65	6.7%
Siren, Village	988	993	5	0.5%
Trade Lake, Town	871	960	89	10.2%
Siren, Town	873	910	37	4.2%
Oakland, Town	778	877	99	12.7%
Swiss, Town	815	864	49	6.0%
Jackson, Town	765	848	83	10.8%

Source: WI Dept. of Admin., Demographic Services, Population Est., Aug. 2007

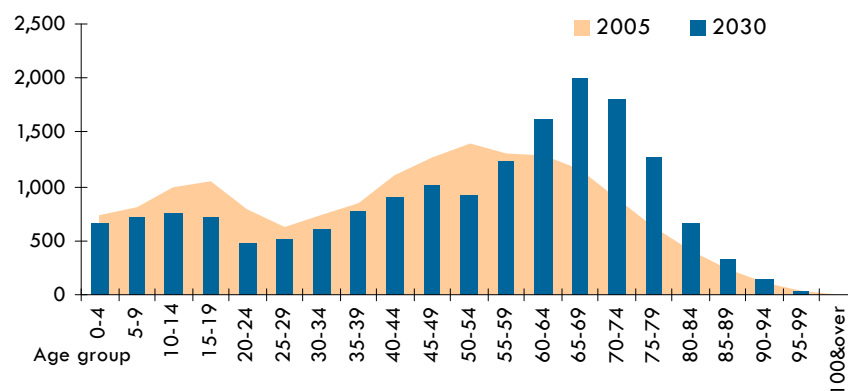
“The county’s population is gradually getting older, not only from migration but also from fewer births and aging.”

group drops to 17 percent, the share of residents aged 60 years or more increases from 29 percent in 2005 to nearly half of the population, 46 percent!

By 2030, all of the baby boomers will have celebrated their 60<sup>th</sup> birthdays. In fact, the youngest boomer will be 66 years old while the oldest will be 84, and their influence will begin to subside as their share of the total population falls and their numbers are reduced. In 2005, baby boomers numbered 4,860 and were 29 percent of the total population but by 2030 they'll number 5,350 and comprise 31 percent of the total population.

Of more immediacy are the roughly 3,830 baby boomers currently in the labor force who by 2020, even with an increasing desire to remain engaged in the labor market, will reduce the number of hours they work, leave their current job for self-employment or other employment, and eventually retire. Even with greater participation the boomers in the labor force will number fewer than 3,000 by 2020. Not only will boomers leave the workforce, the population to replace them is shrinking in size.

### Population by Age Groups in Burnett County



Source: WI Dept. of Administration, Demographic Services

Note: Data included in all tables and charts in this profile are subject to revision.

## Labor Force

The top chart illustrates the demographic impact of those aged 60 years and older in Burnett County's population over a 40 year time period while the second chart illustrates the relationship of labor force participation rates to age. The Labor force participation rate is the ratio of non-institutional population, aged 16 years and older, that is either working or looking for work.

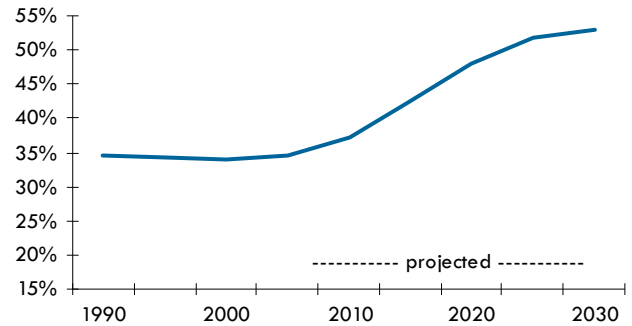
In 2000, county residents aged 60 years and older were roughly one-third of the population aged 16 years and older. Following 2010 that share begins to increase significantly and by 2025, when the youngest baby boomer turns 61, over half of the labor-force-age population will be 60 years or older!

Participation in the labor force plummets after age 55, not only in Burnett County, but also in the United States. Recently, labor force participation increased nationally among the population aged 65-74 years (from 19.2% in 2000 to 22.9% in 2006). However, this increase in LFPR of an older (soon to be more numerous) population group will not be enough to compensate for the drop from the much higher participation rates of younger age groups.

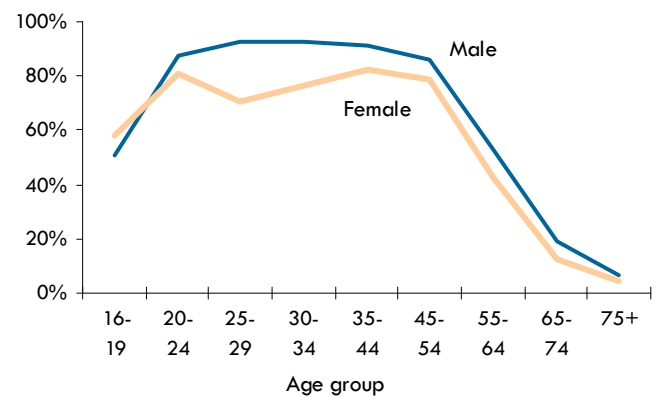
In 2000 in Burnett County, the LFPR of those 35 to 54 years old (primarily baby boomers) was near 89 percent for males and 80 percent for females before declining to less than 16 percent for those aged 65 years and older. The full ramification of retiring boomers (the oldest turns 65 in 2011) is still 10-20 years in the future but overall labor force participation rates (LFPR) peaked at 64.6 percent in 2003.

In 2006 the overall LFPR in Burnett County was 62.5 percent, low in comparison to other Wisconsin counties, but LFPR have historically been much lower in the county. The 2006 LFPR ranks 65th among the state's 72 counties and is below state and national rates of 70.0 and 66.2 percent, respectively.

**Burnett County population aged 60 years and older as a share of population aged 16 years and older**



**Labor force participation rates of men and women by age in 2000**



Source: Wisconsin Dept. of Administration, Demographic Services population estimates & projections and Census 2000, SF3

regardless of where they work, and for many in Burnett that includes jobs in Minnesota's twin cities.

The increase in employed in the county exceeded the increase of 22 the number of unemployed. And, although this had little effect on the county's unemployment rate compared with 2002, the rate is up from the five-year low of 5.5 percent in 2003.

The table on the left shows annual averages for both elements of the labor force but in Burnett County both employment and unemployment vary widely by season. The number of employed peaks in early summer, generally July, while the number of unemployed bottoms out in early fall, generally October. In 2006, there were 8,378 employed in Burnett County in July, an increase from the low of 7,642 in February; while the number of unemployed dropped from 664 in February to

354 in October. The seasonal fluctuations also produced an unemployment rate that declined from 8.0 percent in February to 4.1 percent in October.

Seasonal changes that affect employment could also mean a reduction in hours and not the loss of a job. In that case those affected are still included among the employed residents in Burnett County.

### Burnett County Civilian Labor Force Data

	2002	2003	2004	2005	2006
Labor Force	8,180	8,428	8,406	8,439	8,544
Employed	7,706	7,965	7,931	7,961	8,048
Unemployed	474	463	475	478	496
Unemployment Rate	5.8%	5.5%	5.7%	5.7%	5.8%

Source: WI DWD, Bur. of Workforce Training, Local Area Unemployment Statistics, 2007

Even though the labor force participation rate has changed little since 2000 the increase in population (1,075 since 2000) provided an influx of workers in the total labor force. In the last five years the number of workers residing in the county (total employed) increased 342 to 8,048. The estimate of total employed includes residents of the county

# Occupations, Education and Wages

Occupational information on the county's workforce is difficult to find between census years and, even then, detailed information is simply not gathered. In an attempt to provide some insight on common occupations in Burnett County the below table was developed using employer information gathered in the Occupational Employment Statistics survey and crossing it with industry employment data collected through payroll tax statements.

## Common Occupations in Burnett County

Occupation	Education/training
Bookkeeping/Accounting/Auditing Clerks	1-12 mos. on-the-job trng.
Carpenters	12-mos. plus on-the-job trng.
Cashiers	1 month or less training
Counter Attendants, Café/Cafeteria	1 month or less training
Food Preparation Workers	1 month or less training
Lathe/Turning Mach. Set/Oper/Tend	1-12 mos. on-the-job trng.
Maintenance & Repair Workers, General	12-mos. plus on-the-job trng.
Machinists	12-mos. plus on-the-job trng.
Office Clerks, General	1 month or less training
Packers & Packagers, Hand	1 month or less training
Retail Salespersons	1 month or less training
Stock Clerks & Order Fillers	1 month or less training
Team Assemblers	1-12 mos. on-the-job trng.
Truck Drivers, Heavy & Tractor-Trailer	1-12 mos. on-the-job trng.
Waiters & Waitresses	1 month or less training

Source: DWD, Bureau of Workforce Training, special request, July 2007

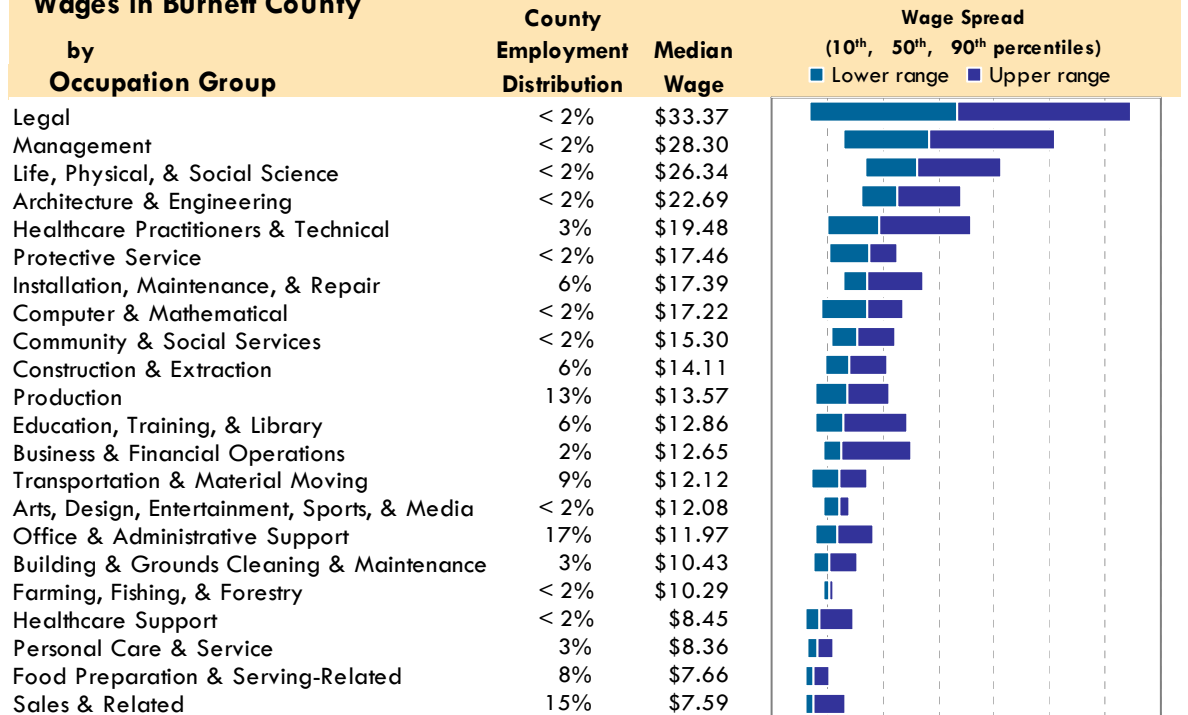
Employment estimates by occupation were often suppressed but the above list, presented in alphabetical order, was culled for Burnett County. Adding typical education or training standards to the occupations provides a bit more insight on some of the more common occupations.

There are no occupations on this list that would be included in the five occupation groups with the highest median wages in the county (bottom chart). Median wage marks the point where half the jobs pay more and half pay less. It reveals more about local wage structure than average wages which can be significantly affected by low, or more often, high extremes. A case in point is healthcare practitioners and technical occupations, where the upper range of wages (which still does not include the top 10%) extends to \$35.80 per hour while the lower range (excludes the lowest 10%), begins at \$10.20 per hour. The average wage of \$22.18 is greater than the median wage of \$19.48 because of much higher wages of some workers.

The occupation group with the most workers is office and administrative support. These occupations are found with nearly every employer and collectively provide the most jobs in the county. This dominance, with a median wage of \$11.97 per hour, significantly influences overall wages and income in the county. Additionally, over two-thirds of the jobs in the county have a median wage less than \$12.00 per hour, while less than three percent have median hourly wages higher than \$20.00. Both factors, plus jobs that are also part-time and seasonal, contribute to a low, overall annual average wage in the county.

All four of the occupation groups with the greatest employment in the county include occupations from the common occupations list. The fact that these occupations typically require less than a college degree and are included in groups with lower median wages is no coincidence and does impact income in Burnett County.

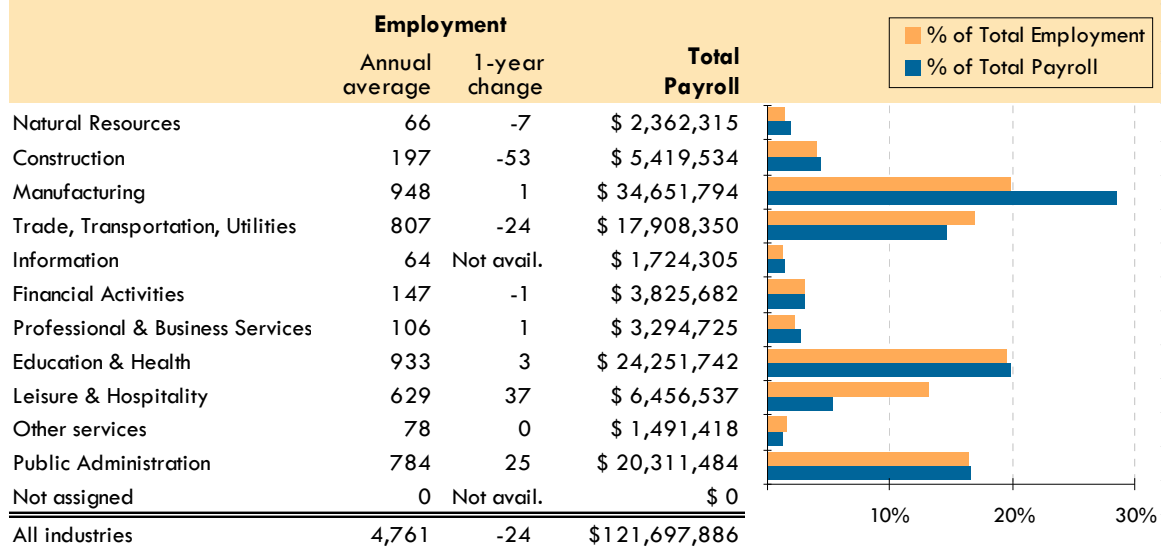
## Wages in Burnett County



Source: DWD, Bureau of Workforce Training, special tabulation of 2006 Occupational Employment Statistics using North Carolina's Electronic Delivery System (EDS)

**Jobs  
and  
Wages**

**2006 Employment and Wage Distribution by Industry in Burnett County**



Source: WI DWD, Bureau of Workforce Training, Quarterly Census Employment and Wages, June 2007

The occupations of workers employed in an industry impact the annual average wage for that industry. On the previous page the table showed the lowest median wages were paid to workers in sales and related, and food preparation and serving occupations. Most of these jobs are with trade, and leisure and hospitality employers. In the table and chart above, trade jobs are grouped with transportation and utilities and, even though employers provide 17 percent of the county's jobs, total payroll is still less than in three other super-sectors. Likewise, the bottom table shows an annual average wage in trade, transportation, and utilities of \$22,191 as third lowest in the county.

Nearly three-fourths of the jobs in this large group are with retail trade employers. The average annual wage in retail trade in 2006 was \$16,497 well below the wages earned by workers in utilities and wholesale trade of \$49,647 and \$48,842, respectively. Many of the jobs in retail trade are in

the sales and related occupation group with a median hourly wage of \$7.59/hour while jobs in wholesaled trade and transportation are primarily in the transportation and material moving occupation group with a median hourly wage of \$12.12. In addition to the lower hourly wages workers in retail trade often work fewer than the standard 2,080 hours per year, which further reduces the annual average wage.

Fewer hours per year and lower wages in the leisure and hospitality industry also contribute an average annual wage that is the lowest in the county (and in Wisconsin). This super-sector includes two major groups: entertainment, and food and accommodations, with average wages of \$13,047 and 9,726, respectively. Food services and drinking places, part of food and accommodations, is listed as the second largest industry sub-sector in Burnett County (page 5). Over 450 jobs are in this sub-sector with an average annual wage of only

\$9,100 and many of the jobs are in the food preparation and serving occupation group with a median hourly wage of \$7.66. This average only reports payroll wages, however, which generally include only a portion of tips.

Workers in retail trade and leisure and hospitality fill roughly one-quarter of the jobs in Burnett County, a proportion that can definitely affect the overall average annual wage. In 2006 the average wage in the county of \$25,561 was only 69 percent of the all industry

(Continued on page 5)

**Average Annual Wage by Industry Division in 2006**

	Average Annual Wage			
	Wisconsin	Burnett County	Percent of Wisconsin	1-year % change
All industries	\$ 36,830	\$ 25,561	69.4%	-0.7%
Natural Resources	\$ 28,301	\$ 35,793	126.5%	5.7%
Construction	\$ 44,682	\$ 27,510	61.6%	-8.1%
Manufacturing	\$ 45,952	\$ 36,553	79.5%	5.3%
Trade, Transportation & Utilities	\$ 31,935	\$ 22,191	69.5%	1.1%
Information	\$ 45,704	\$ 26,942	58.9%	Not avail.
Financial Activities	\$ 48,859	\$ 26,025	53.3%	3.1%
Professional & Business Services	\$ 42,612	\$ 31,082	72.9%	7.7%
Education & Health	\$ 38,492	\$ 25,993	67.5%	0.7%
Leisure & Hospitality	\$ 13,058	\$ 10,265	78.6%	-35.5%
Other Services	\$ 21,228	\$ 19,121	90.1%	8.9%
Public Administration	\$ 38,294	\$ 25,908	67.7%	4.1%

Source: WI DWD, Workforce Training, QCEW, June 2007

## Jobs and Wages

### Prominent Industries in Burnett County

Industry Sub-sectors (3-digit NAICS)	2006 Ann. Average Employment	Change in average employment		2006 Annual Average Wage	Percent change in wages	
		1-year	5-year		1-year	5-year
Executive, Legislative, & Gen. Government	710	23	24	\$ 26,461	4.3%	7.8%
Food Services and Drinking Places	456	23	48	\$ 9,100	-0.1%	15.9%
Educational Services	387	-6	-11	\$ 28,310	1.9%	8.3%
Fabricated Metal Product Manufacturing	348	-3	-21	\$ 44,811	3.9%	31.6%
Food Manufacturing	*	not avail.	not avail.	*	not avail.	not avail.
Hospitals	*	not avail.	not avail.	*	not avail.	not avail.
Food and Beverage Stores	163	0	-2	\$ 14,420	-0.5%	23.2%
Nursing and Residential Care Facilities	145	-5	-44	\$ 22,985	3.4%	15.3%
Machinery Manufacturing	144	34	-21	\$ 47,291	7.4%	17.1%
Ambulatory Health Care Services	131	1	8	\$ 20,310	-10.5%	1.0%

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

Source: WI DWD, Bureau of Workforce Training, QCEW, unpublished-special request, January 2007

average annual wage in Wisconsin of \$36,830.

Average annual wages in two industry super-sectors, natural resources and other services, come close to matching counter-part wages in the state. Each super-sector, however, has fewer than 100 workers; and even though wages are near or above statewide wages, they are still lower than the overall average in Wisconsin.

The highest average annual wage of \$36,553 is earned by workers in manufacturing. Manufacturing jobs are also further identified by industry sub-sectors and three appear on the top list of prominent industries in Burnett County. Manufacturing employers provided the greatest share of jobs in the county, 948 in 2006, and over one-third of those jobs were with fabricated metal products manufacturers. The number of jobs changed little over the last year while wages increased 3.9 percent to \$44,811, higher than the sub-sector average in Wisconsin of \$42,741. Many of the jobs in this sub-sector are in production occupations with a median hourly wage of \$13.57 and installation, maintenance, and repair occupations where the median hourly wage was \$17.39. The same occupations, with a higher ratio of installation, maintenance and repair occupations, are found in machinery manufacturing where the average wage in 2006 was \$47,291.

The industry sub-sector with the most jobs, executive, legislative, and general government, has an average annual wage of only \$26,461. Occupations in government employment vary widely but include a high share of office and administrative occupations, median hourly wage of \$11.97, and protective service occupations, median wage of \$17.46. This sub-sector also includes all jobs with the St. Croix Tribal Council, the county's largest employer.

Employers in education services, both private and public, provide the third greatest number of jobs among the sub-sectors and pay the third highest average wage of \$28,310. Jobs in education, as well as those with hospitals, nursing and residential facilities, ambulatory health care, and social assistance (not on the above list) are grouped under education and health services.

The industry sub-sectors on this list provide roughly 60 percent of the jobs in Burnett County and many of those jobs are with employers included in the bottom list. Only four of the industry sub-sectors are not represented by an employer on this list: food services and drinking places, where employers are generally small; food and beverage stores; nursing and residential care facilities; and ambulatory health care services (clinics).

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

Establishment	Service or product	Number of employees (Dec. 2006)
St Croix Tribal Council	Tribal governments	250-499 employees
Parker Hannifin Corp	Fluid power valve & hose fitting mfg.	100-249 employees
Burnett Dairy Coop	Cheese manufacturing	100-249 employees
Burnett Medical Center Inc	General medical & surgical hospitals	100-249 employees
Grantsburg Public School	Elementary & secondary schools	100-249 employees
County of Burnett	Executive & legislative offices, combined	100-249 employees
School District of Webster	Elementary & secondary schools	100-249 employees
School District of Siren	Elementary & secondary schools	100-249 employees
Nexen Group Inc	Mechanical power transmission equipment mfg.	50-99 employees
McNally Industries	Machine shops	50-99 employees

Source: WI DWD, Bureau of Workforce Training, QCEW, unpublished-special request, June 2007

## Income

The industries in a county, and the occupations of workers employed by businesses in those industries, provide the primary income component of the county's total personal income (TPI). Workers' wages from Burnett County employers comprise roughly 44 percent of net earnings, while earnings of workers who travel out of the county for jobs make-up 24 percent. Net earnings also include earnings of self-employed individuals and proprietors.

Net earnings comprise 58 percent of TPI in Burnett County, low when compared with other counties and the 69 percent in both the state and nation. The share of TPI from net earnings ranks 62<sup>nd</sup> lowest among Wisconsin's 72 counties. This is significant since net earnings provide the stimulus for growth in per capita personal income; much more so than the two other major components of TPI, property income (dividends, interest, rent) and personal transfer payments.

Property income comprises 18 percent of TPI in Burnett County while transfer receipts make-up 23 percent. Transfer receipts are a much greater share of TPI in the county than in the nation, 15 percent, or state, 14 percent.

Transfer receipts are, for the most part, payments made under Medicare and Medicaid (together they comprise 35% of transfer receipts) and Social Security (48% of transfer receipts). Generally, these payments are stagnant although they do include a cost-of-living component. The primary recipients, especially of social security and Medicare, are residents aged 65 years or older. In Burnett County, that includes one in four residents.

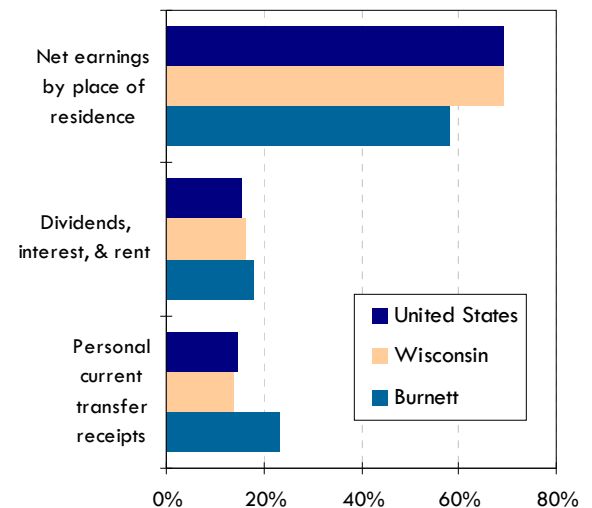
With one-quarter of the population living on fixed, and presumably reduced, income; and, with average annual wages well below state wages; it follows that overall per capita personal income (PCPI) would lag state PCPI. Although not as significant a factor in Burnett as it is in the state is the younger population that has no earned income. Since per capita personal income is the result of dividing total personal income by total population, the proportion of young and older populations impacts PCPI.

PCPI in Burnett County in 2005 was \$25,758, only 77 percent of Wisconsin's PCPI of \$33,278 and 71 percent of \$34,471 for the nation. Lower PCPI in

non-metropolitan counties of the state and nation is common. The primary reason is that the corporate and business offices that employ workers in professional and technical occupations with higher wages tend to locate in metropolitan areas rather than rural areas. The PCPI in Wisconsin's metro areas was \$35,203 compared with PCPI in non-metropolitan areas of \$28,254.

Even though per capita personal income is increasing faster in Burnett County than in the state or nation, it is highly unlikely that it will ever match either. Since 2004, PCPI in the county increased 5.0

### Components of 2005 Total Personal Income



Source: US Dept. of Commerce, Bur. of Economic Analysis, 2007

percent, faster than both the increase of 3.7 percent in Wisconsin and 4.2 percent in the nation, and the increase over the 5-year period was also greater than in the larger geographies. Percent changes in total personal income followed the same patterns and can be attributed to faster growth in proprietors' income and residency adjustment for wages earned outside the county. In spite of these increases the lack of professional and technical jobs, and the greater share of elderly residents, will keep Burnett's PCPI well below the average in Wisconsin.

	Personal Income in Burnett County					
	Total Personal Income (TPI) (in thousands)			Per Capita Personal Income (PCPI)		
	2000	2004	2005	2000	2004	2005
<b>Burnett</b>	\$333,538	\$404,269	\$425,324	\$21,211	\$24,535	\$25,758
<b>Wisconsin</b>	\$153,547,595	\$176,482,330	\$183,948,002	\$28,568	\$32,095	\$33,278
<b>United States</b>	\$8,422,074,000	\$9,716,351,000	\$10,220,942,000	\$29,843	\$33,090	\$34,471
<b>Percent Change</b>		<b>1-year</b>	<b>5-year</b>		<b>1-year</b>	<b>5-year</b>
<b>Burnett</b>		5.2%	27.5%		5.0%	21.4%
<b>Wisconsin</b>		4.2%	19.8%		3.7%	16.5%
<b>United States</b>		5.2%	21.4%		4.2%	15.5%

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