



Regional Data Snapshot

Industry Cluster Analysis

SET Session 1

7 Rivers Alliance, Wisconsin

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01 overview

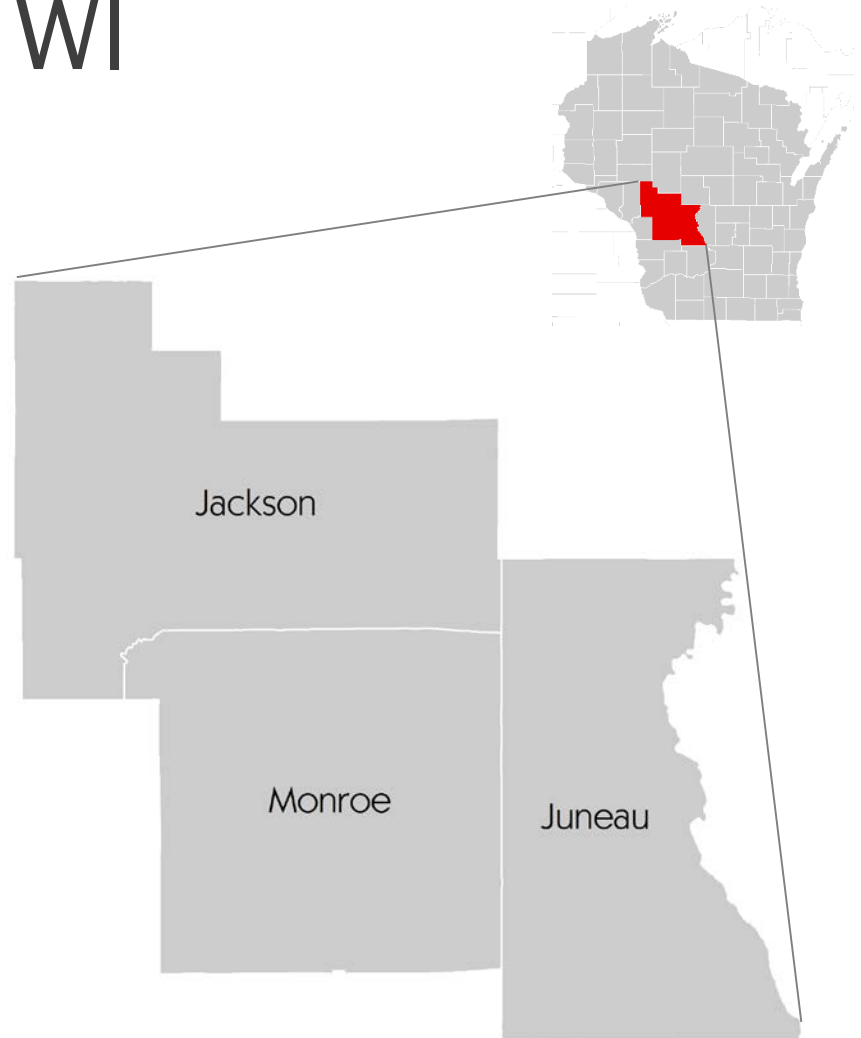
7 Rivers Alliance, WI

Overview

7 Rivers Alliance, WI

The Seven Rivers Alliance Region is comprised of 3 Wisconsin counties. Interstate 90 crosses the region from east to west, and Interstate 94 crosses the region from north to south.

- Jackson
- Juneau
- Monroe



02 industry and occupation

Establishments

Employment by industry

Industry and occupation

Components of changes in Jobs

Changes in Jobs (2009-2015)

Gained by	New Startups	13,498
	Spinoffs	3,120
	Expansion	7,046
	In-migration	686
Lost by	Closings	-16,242
	Contractions	-5,118
	Out-migration	-384
	Net change	2,606

An establishment is a physical business location.

Branches, standalones and headquarters are all considered types of establishments.



Definition of Company Stages

0	Self-employed	1	2-9 employees
2	10-99 employees	3	100-499 employees
4	500+ employees		

Industry and occupation

Establishments

Number of Establishments by Company Stages

Stage	2009		2015	
	Establishments	Proportion	Establishments	Proportion
Stage 0	847	20%	914	19%
Stage 1	2,657	62%	3,225	66%
Stage 2	688	16%	725	15%
Stage 3	60	1%	53	1%
Stage 4	5	0.1%	6	0.1%
Total	4,257	100%	4,923	100%

Questions:

- What stage businesses have shaped the region's economic growth in the last 6 years?
- Which ones are growing or declining the most?
- Which stage of establishments are likely to shape the region's future economic growth?

Industry and occupation

Establishments

Number of Jobs by Company Stages

Year	2009	2015	% Change
Stage 0	847	929	10%
Stage 1	9,953	12,113	22%
Stage 2	16,806	17,243	3%
Stage 3	10,682	9,988	-6%
Stage 4	4,115	4,736	15.1%
Total	42,403	45,009	6%

Sales (\$Billion, 2015) by Company Stages

Year	2009	2015	% Change
Stage 0	0.14	0.1	-1%
Stage 1	2.16	2.5	16%
Stage 2	3.73	3.4	-9%
Stage 3	1.56	2.1	32%
Stage 4	1.22	3.2	163.3%
Total	8.81	11.31	28%

Questions

What establishments are the most numerous based on company stages?

What stages have experienced the largest growth? The greatest decline?

What company stage employs the largest number of people?

What stage captures the most sales?

Which ones have experienced the greatest percentage loss over the 2009-15 period?

Industry and occupation

Top ten industry sector employment growth

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
21	Mining, Quarrying, and Oil and Gas Extraction	138	574	436	316%	70%
55	Management of Companies and Enterprises	113	188	75	66%	29%
61	Educational Services	149	191	42	28%	6%
31	Manufacturing	6,052	7,018	966	16%	6%
42	Wholesale Trade	905	972	67	7%	4%
71	Arts, Entertainment, and Recreation	515	549	34	7%	7%
52	Finance and Insurance	1,319	1,387	68	5%	-3%
23	Construction	2,691	2,784	93	3%	-1%
48	Transportation and Warehousing	3,933	4,068	135	3%	1%
62	Health Care and Social Assistance	4,331	4,419	88	2%	5%

Questions:

- What regional industry sectors have seen the greatest growth?
- Did they grow at the same rate as the state?
- What factors are causing the growth?

Industry and occupation

Top eight industry sector employment decline

NAICS	Description	2009 Jobs	2014 Jobs	Change	Change (%)	State Change (%)
22	Utilities	183	130	-53	-29%	-6%
72	Accommodation and Food Services	3,758	3,283	-475	-13%	3%
54	Professional, Scientific, and Technical Services	1,147	1,037	-110	-10%	3%
56	Administrative and Support and Waste Management and Remediation Services	1,429	1,324	-105	-7%	18%
51	Information	269	253	-16	-6%	1%
81	Other Services (except Public Administration)	1,992	1,903	-89	-4%	2%
11	Crop and Animal Production	4,577	4,475	-102	-2%	3%
44	Retail Trade	5,131	5,017	-114	-2%	0%

Questions:

- How does the industry sector make-up of the region compare to the rest of the state?
- Which industry sectors are growing and declining the most in employment?

03 Industry cluster analysis

7 Rivers Alliance, WI

Industry cluster analysis

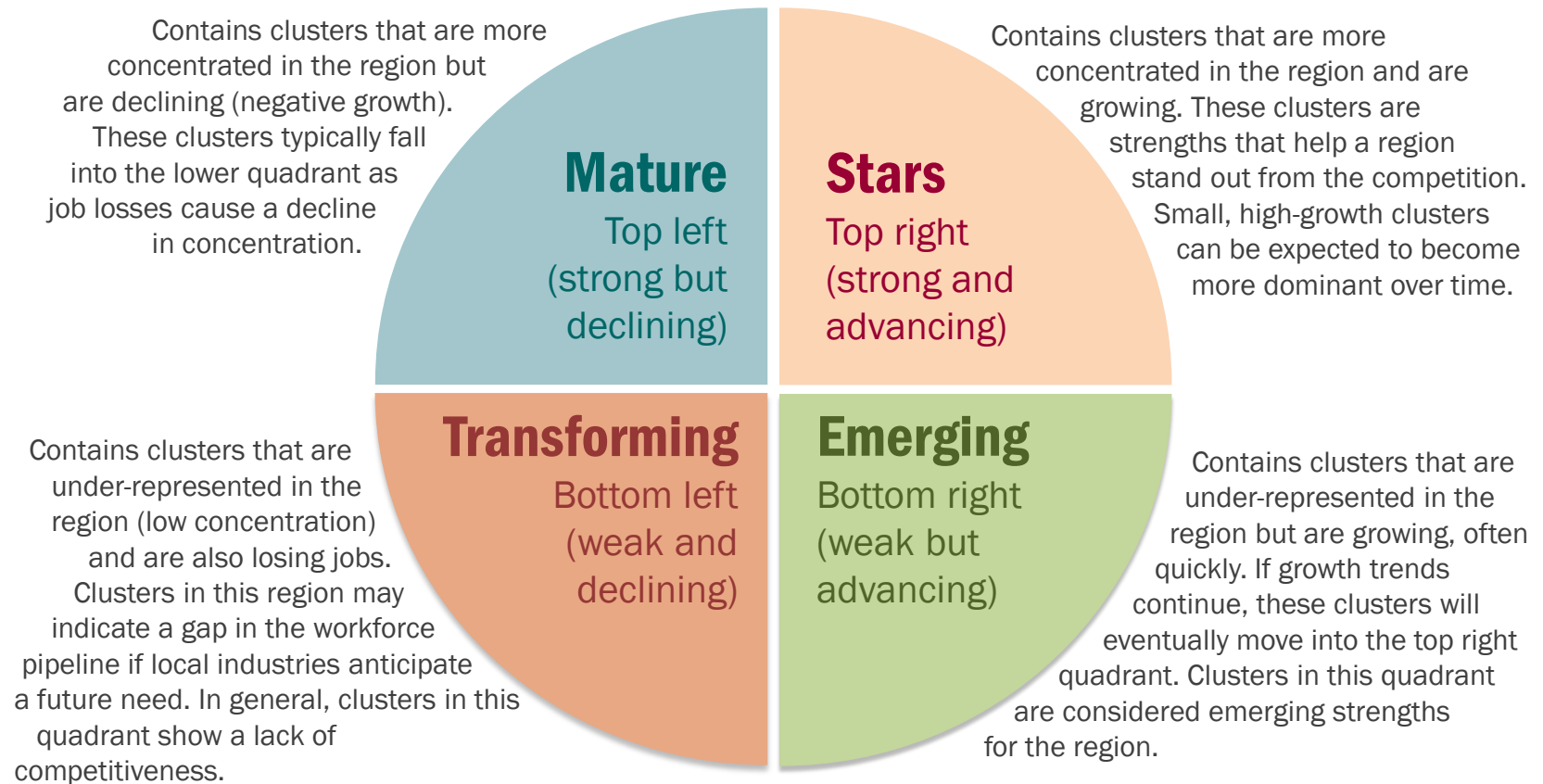
List of Clusters

- Advanced Materials
- Agribusiness, Food Processing & Technology
- Apparel & Textiles
- Arts, Entertainment, Recreation & Visitor Industries
- Biomedical/Biotechnical (Life Sciences)
- Business & Financial Services
- Chemicals
- Computer & Electronic Product Manufacturing
- Defense & Security
- Education & Knowledge Creation
- Electrical Equip, Appliance & Component Manufacturing
- Fabricated Metal Product Manufacturing
- Energy (Fossil & Renewable)
- Forest & Wood Products
- Glass & Ceramics
- Information Technology & Telecommunications
- Machinery Manufacturing
- Manufacturing Super-cluster
- Mining
- Primary Metal Manufacturing
- Printing & Publishing
- Transportation & Logistics
- Transportation Equipment Manufacturing

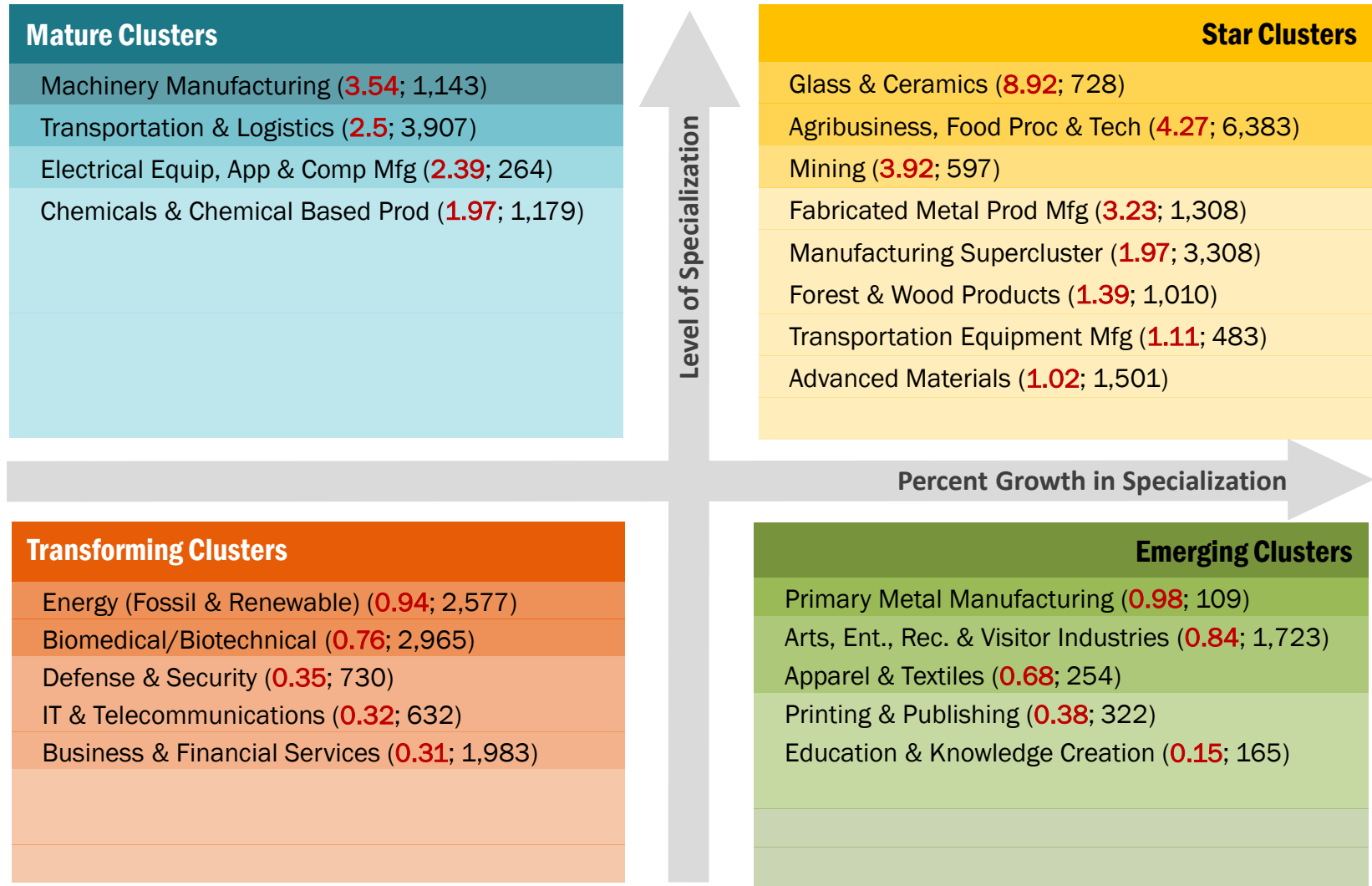
Industry cluster analysis

How to interpret cluster data results

The graph's four quadrants tell a different story for each cluster.



Industry cluster analysis

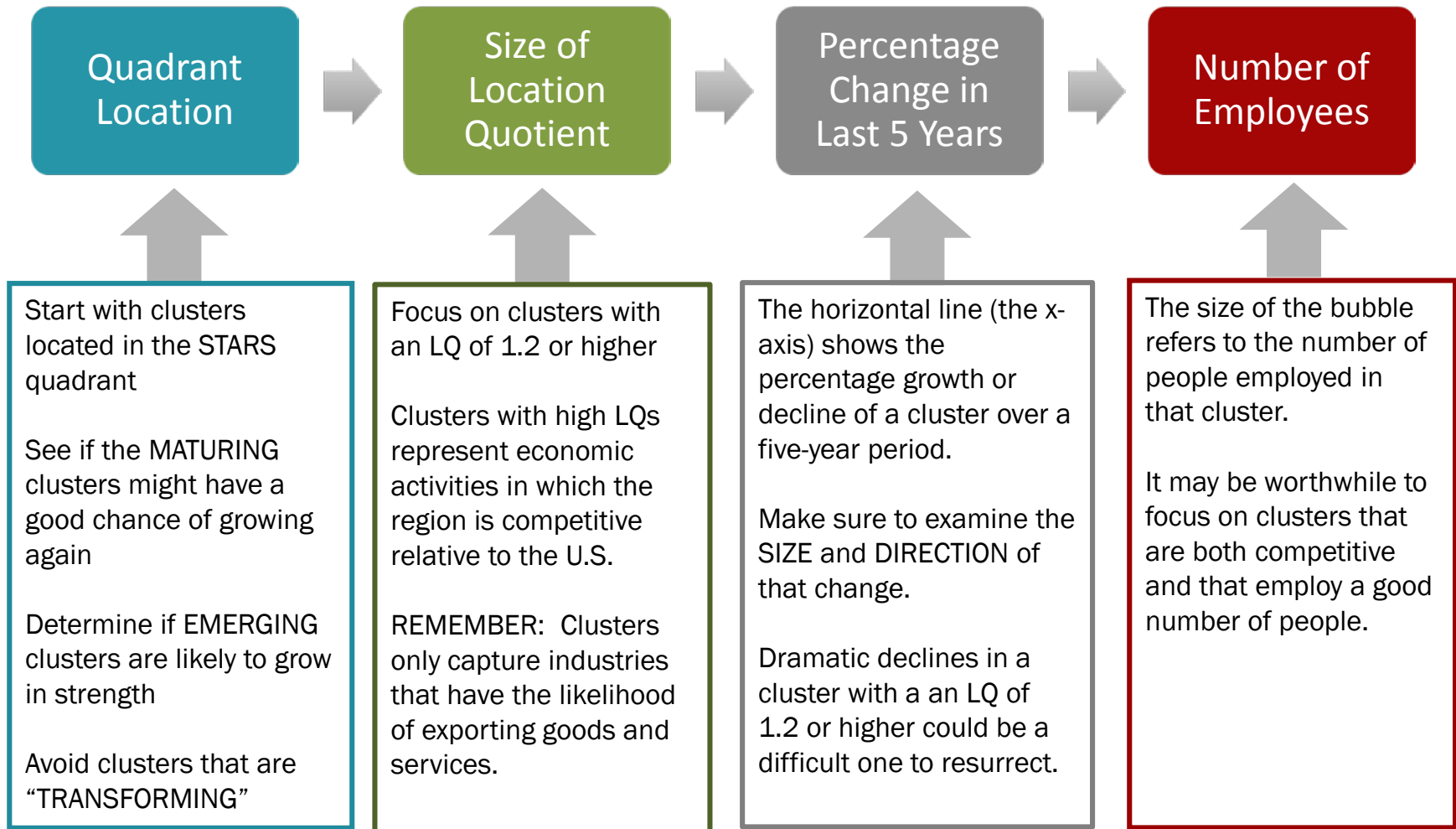


Note: There is no 2014 regional jobs in Computer & Electronic Product Manufacturing.

section 03

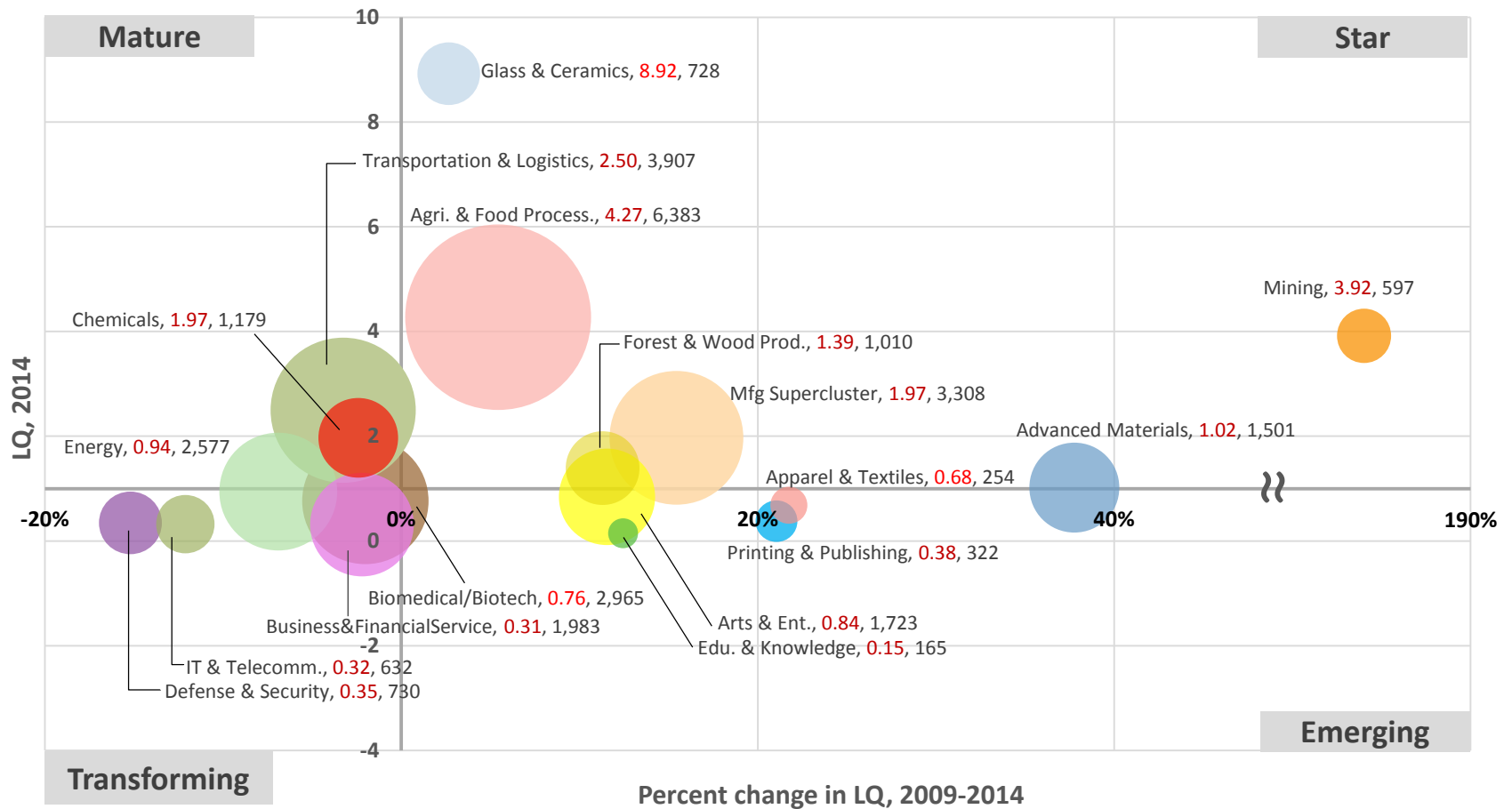
NOTE: The first number after each cluster represents the number of total jobs (full and part time jobs by place of work) in that cluster in the region in 2014. The clusters are sorted in decreasing order by location quotient as shown in the bubble chart.

Bubble Chart: What to Look at First



Industry and occupation

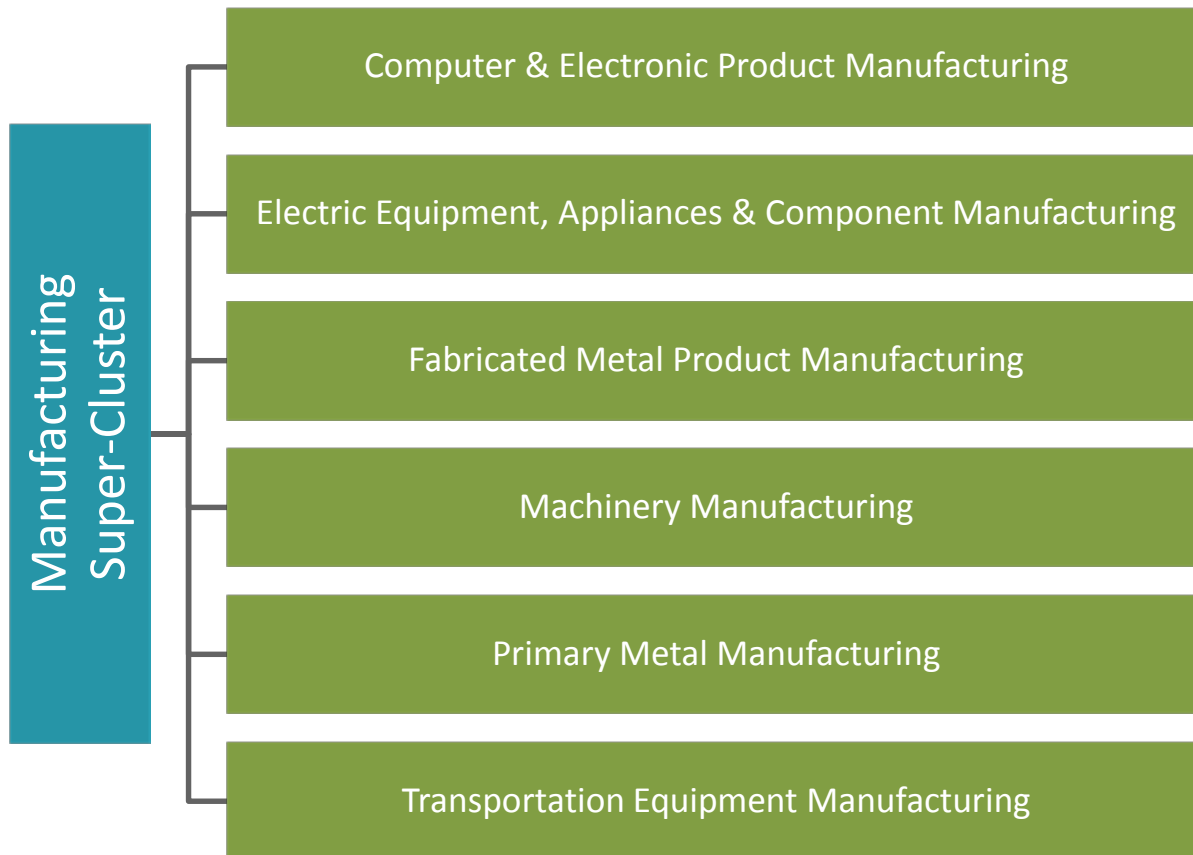
Industry cluster bubble chart



Note: Label includes cluster name, LQ in 2014, and Employment in 2014.

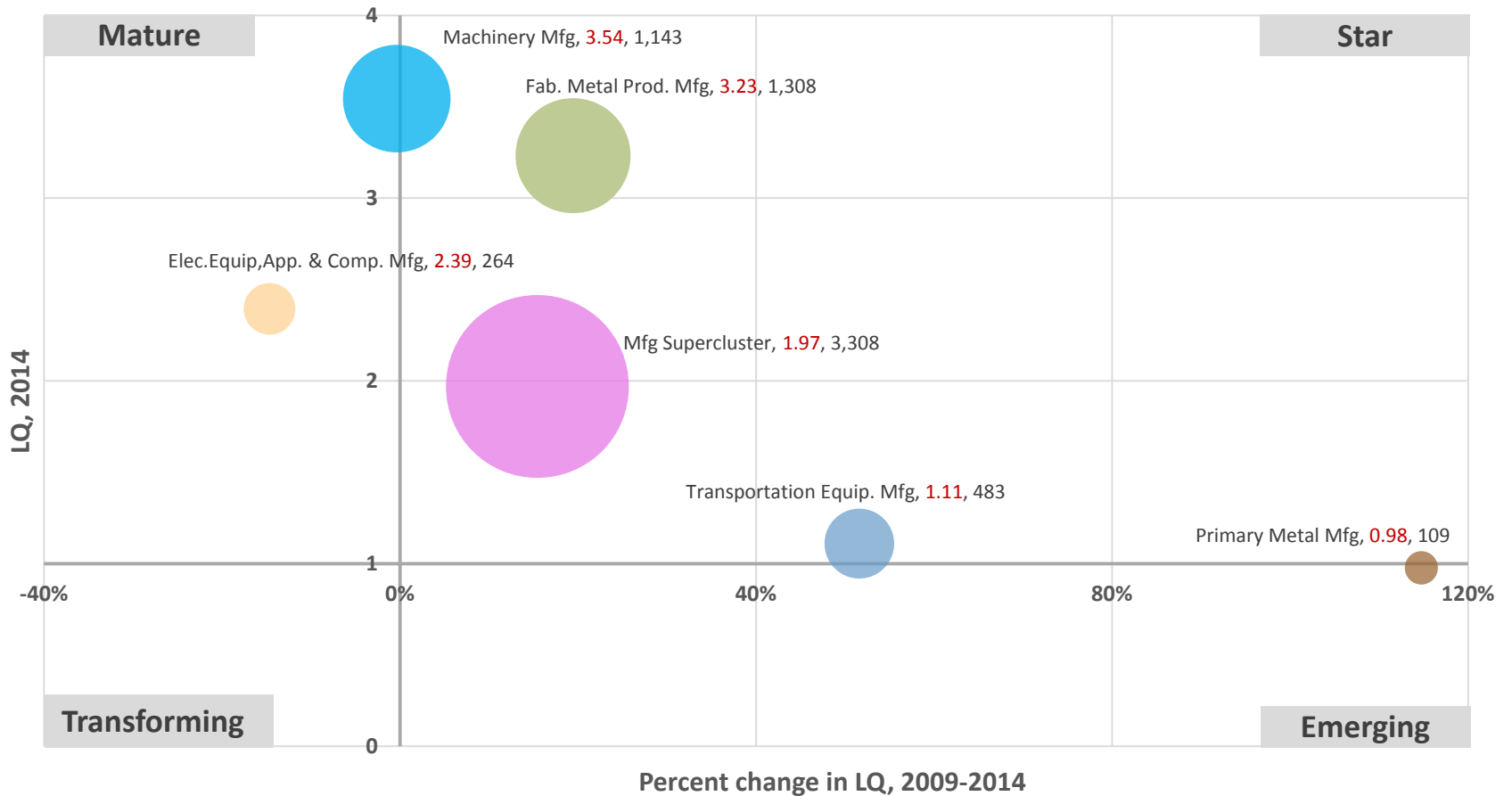
The Manufacturing Super-Cluster

Please note that this is not a cluster that a SET region should select. Rather, focus on the manufacturing sub-clusters that are important to that super-cluster.



Industry and occupation

Manufacturing sub-cluster bubble chart



Note: Label includes cluster name, LQ in 2014, and Employment in 2014

There is no 2014 regional jobs in Computer & Electronic Product Manufacturing.

Industry and occupation

For your region

Mature Industries

Four industry clusters in the 7 Rivers Alliance Region are in the Matured stage: Chemicals; Electrical Equip., Appliance & Component Mfg.; Machinery Mfg.; and Transportation & Logistics. These industries are relatively concentrated, but its growth is trending downward. It is worth noting, however, that the 7 Rivers Alliance Region may find it worthwhile to invest in efforts to shore up the concentrations of these industries.

Transforming Industries

Transforming clusters capture the mix of industries that are experiencing relative decline and limited export capability. In the 7 Rivers Alliance Region, Biomedical/Biotechnical (Life Sciences); Business & Financial Services; Defense & Security; Energy; and IT & Telecom are the five industry clusters that are Transforming clusters. Any amount of growth in these industries would require relatively large investments.

Star Industries

Star industry clusters are highly concentrated, exporting and still experiencing growth in the region. Seven Star industry clusters in the 7 River Alliance Region are Advanced Materials; Agribusiness, Food Processing & Tech.; Fabricated Metal Product Mfg.; Forest & Wood Products; Glass & Ceramics; Mining; and Transportation Equipt Mfg. These clusters indicate that they have a little more jobs concentration in the region compared to the U.S.

Emerging Industries

Industry clusters that may be poised for future growth are classified as “Emerging.” There are five Emerging clusters in total in the 7 Rivers Alliance Region: Arts, Ent., Rec. & Visitor Industries; Apparel & Textiles; Education & Knowledge Creation; Printing & Publishing; and Primary Metal Mfg.

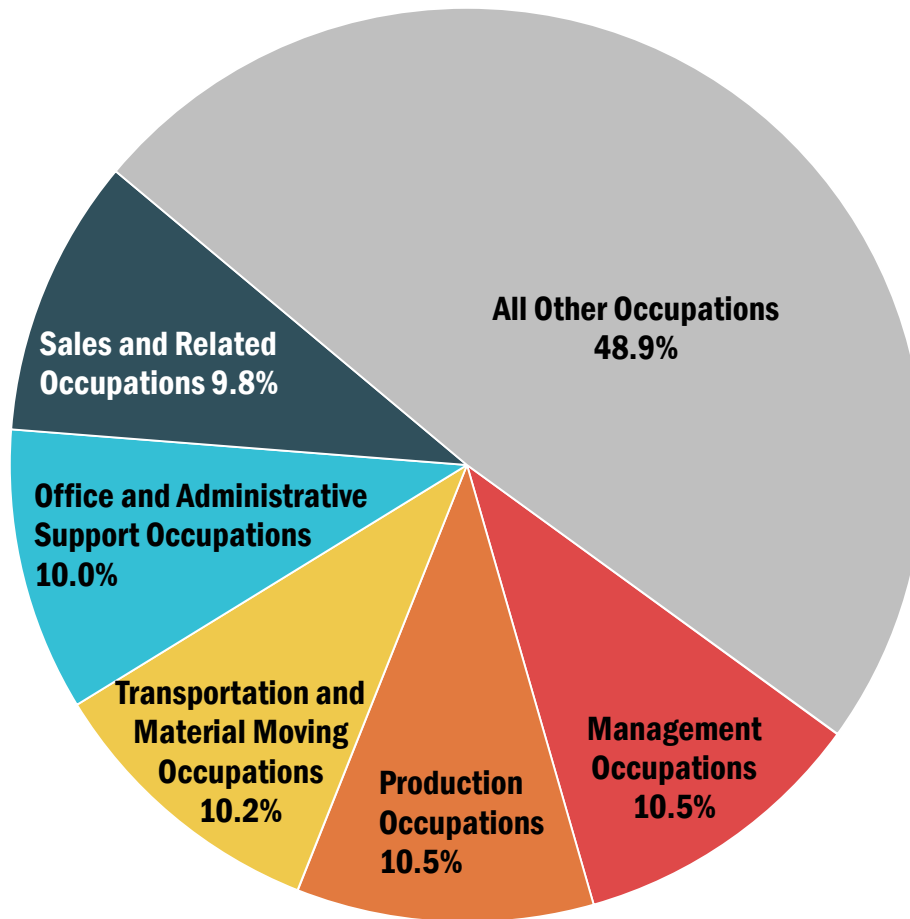
04 occupations

Top occupations

STEM occupations

Industry and occupation

Top five occupations in 2014

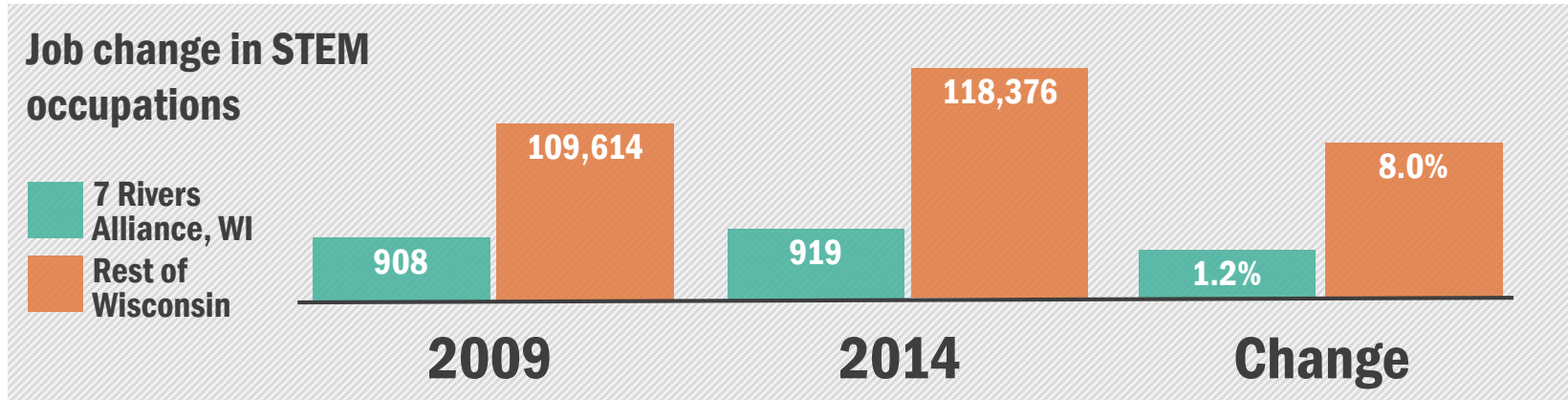


Questions:

- What are the education and skill requirements for these occupations?
- Do the emerging and star clusters align with the top occupations?
- What type salaries do these occupations typically provide?

Industry and occupation

Science, Technology, Engineering & Math



Questions:

- How do STEM jobs compare to the state?
- What has been the trend of STEM jobs over time?
- How important are STEM jobs to the region's Star and Emerging clusters?

Report Contributors

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