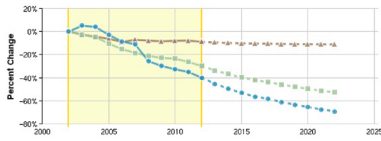


Regional Trends in Crop Production Jobs



Region	2002 Jobs	2012 Jobs	% Change
● West Central WI	3,633	2,179	-40.0%
■ State	35,543	24,917	-29.9%
▲ Nation	1,614,952	1,471,021	-8.9%

EMSI Analyst

Understanding Economic Forces in West Central Wisconsin

Do you really know the economic drivers for your area? Or is your economic development plan based more on opinion than fact? Perhaps you lack the tools to adequately assess the opportunities your market area offers. Enter Economic Modeling Specialist International's (EMSI) Analyst.

What is EMSI Analyst?

Through a partnership with the Wisconsin Economic Development Corporation (WEDC) and Momentum West, the West Central Wisconsin Regional Planning Commission (WCWRPC) can now make EMSI Analyst information available to eligible economic development organizations and municipalities in the region.

EMSI Analyst is a web-based resource that provides:

- Tools and data to understand employment and the local labor market. EMSI Analyst utilizes data from more than 90 federal, state, and private sources to provide comprehensive information on industries, occupations, and demographics – as well as things like occupational skills, education, training, and even the names and sizes of companies broken down by region. Data within Analyst is updated four times a year ensuring its timeliness.
- Research and reports to analyze education and the economy. Customized information can be provided to meet a wide variety of needs – from impact assessment and economic base analysis to location quotient studies and input/output research.

All information and analysis is available within user-specified geographic areas – at the state, county, Metropolitan Statistical Area (MSA), or zip code level. The information can be used to target high-impact business for recruitment or retention, craft revitalization plans for downtown areas, parlay the loss of jobs into successful business recruitment by showing the availability of skilled workers, or partner to shape career and tech education training around labor market demands. And much more!

How can you access EMSI Analyst?

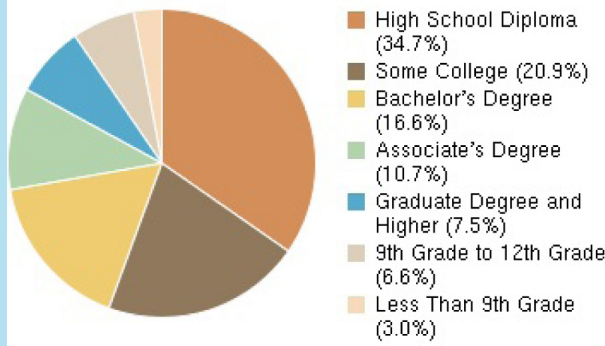
To make a request for information, or to find out more, please email WCWRPC at emsi_analyst@wcrpc.org; or contact any of the following staff members: Tobi LeMahieu at tlemahieu@wcrpc.org, Lynn Nelson at lnelson@wcrpc.org, or Chris Straight at chris@wcrpc.org. Staff can also be reached by phone at 715-836-2918. Our EMSI Analyst services are intended to be responsive to your needs. Give us call to discuss them.

West Central WI | Region Exports

\$18,618,285,719.67
 Exports (2011)
 70% of Supply

NAICS	Industry	Exports (2011)
11	Agriculture, Forestry, Fishing and Hunting	\$1,458,750,818
21	Mining, Quarrying, and Oil and Gas Extraction	\$71,216,261
22	Utilities	\$110,282,285
23	Construction	\$552,646,002
31-33	Manufacturing	\$7,838,476,920
42	Wholesale Trade	\$707,156,051
44-45	Retail Trade	\$946,156,037
48-49	Transportation and Warehousing	\$642,656,186
51	Information	\$187,426,949
52	Finance and Insurance	\$985,262,375
53	Real Estate and Rental and Leasing	\$282,191,139
54	Professional, Scientific, and Technical Services	\$318,906,397
55	Management of Companies and Enterprises	\$313,785,673
56	Administrative and Support and Waste Management and Remediation Services	\$260,145,739
61	Educational Services (Private)	\$38,401,997
62	Health Care and Social Assistance	\$1,285,486,961
71	Arts, Entertainment, and Recreation	\$45,325,412
72	Accommodation and Food Services	\$290,801,792
81	Other Services (except Public Administration)	\$187,002,895
90	Government	\$2,096,207,833

Educational Attainment



Job Change in Home Health Care Services from 2002 to 2012 (Percent)

