



**GRUEN GRUEN + ASSOCIATES**

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The "Wisconsin Economic Future Study", prepared by The MPI Group, Inc. in July of 2013, identifies seven economic regions of the state. The "Southeast" region includes Milwaukee County, in addition to the counties of Dodge, Fond du Lac, Green Lake, Jefferson, Kenosha, Manitowoc, Ozaukee, Racine, Sheboygan, Walworth, Washington and Waukesha.

The Study identifies 18 "regional driver industries" at the 3-digit NAICS level for the Southeast Region. Driver industries are defined as industries in which the region has its greatest competitive advantages. The Study appears to primarily rely upon Location Quotients for employment and output to identify the "driver industries" which derive competitive advantages from a location in the region.

**Table 1** below summarizes the driver industries for the Southeast region identified at the 3-digit NAICS level. It also summarizes employment, income and output multipliers for these driver industries on the state economy.

<b>Table 1 - Statewide Multipliers for Southeast Driver Industries</b>			
	Employment <sup>1</sup>	Labor Income <sup>2</sup>	Output <sup>3</sup>
311 - Food Product Manufacturing	4.615	3.871	2.012
316 - Leather & Allied Product Manufacturing	2.398	2.364	1.772
322 - Paper Manufacturing	3.926	2.768	1.785
323 - Printing & Related Activities	2.027	1.812	1.822
325 - Chemical Manufacturing	5.431	2.802	1.541
326 - Plastics & Rubber Product Manufacturing	2.095	1.835	1.528
327 - Nonmetal Mineral Product Manufacturing	2.599	2.307	1.704
331 - Primary Metal Manufacturing	2.938	2.308	1.770
332 - Fabricated Metal Manufacturing	2.333	1.970	1.663
333 - Machinery Manufacturing	3.018	2.230	1.643
335 - Electrical Equipment & Appliance Manufacturing	2.843	1.975	1.630
336 - Transportation Equipment Manufacturing	3.083	2.339	1.560
337 - Furniture & Related Manufacturing	2.110	1.953	1.693
339 - Miscellaneous Manufacturing	2.036	1.710	1.693
420 - Wholesale Trade	2.180	1.716	1.731
485 - Transit & Ground Passengers	1.307	1.402	1.648
518 - Internet & Data Processing Services	2.237	1.684	1.594
<sup>1</sup> Total employment impact for every one direct job.			
<sup>2</sup> Total labor income impact for every \$1 change in direct labor income.			
<sup>3</sup> Total output impact for every \$1 change in direct industry output.			
Sources: Minnesota Implan Group, Inc.; Gruen Gruen + Associates.			