



# A Profile of Socioeconomic Trends

Selected Geographies:  
Natrona County, WY

Comparison Geographies:  
Wyoming

Produced by  
Headwaters Economics'  
**Economic Profile System (EPS)**  
<https://headwaterseconomics.org/eps>  
April 15, 2021

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# Socioeconomic Trends

Natrona County, WY

## About the Economic Profile System (EPS)

EPS is a free web tool created by Headwaters Economics to build customized socioeconomic reports of U.S. counties, states, and regions. Reports can be easily created to compare or aggregate different areas. EPS uses published statistics from federal data sources, including the U.S. Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics.

The Bureau of Land Management and Forest Service have made significant financial and intellectual contributions to the operation and content of EPS.

See <https://headwaterseconomics.org/eps> for more information about the capabilities of EPS. For technical questions, contact Patty Hernandez Gude at [eps@headwaterseconomics.org](mailto:eps@headwaterseconomics.org) or telephone 406-599-7425.



[headwaterseconomics.org](https://headwaterseconomics.org)

**Headwaters Economics** is an independent, nonprofit research group. Our mission is to improve community development and land management decisions.



[www.blm.gov](https://www.blm.gov)

**The Bureau of Land Management**, an agency within the U.S. Department of Interior, administers 249.8 million acres of America's public lands, located primarily in western states. It is the mission of the Bureau of Land Management to sustain the health, diversity, and productivity of public lands for the use and enjoyment of present and future generations.



[www.fs.fed.us](https://www.fs.fed.us)

**The Forest Service**, an agency of the U.S. Department of Agriculture, administers national forests and grasslands encompassing 193 million acres. The Forest Service's mission is to sustain the health, diversity, and productivity of the nation's forests and grasslands to meet the needs of present and future generations.

# Socioeconomic Trends

Natrona County, WY

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#### Note to Users:

This is one of 14 reports that can be created and downloaded from EPS. Topics include land use, demographics, specific industry sectors, the role of non-labor income, the wildland-urban interface, the role of amenities in economic development, and payments to county governments from federal lands. The EPS reports are downloadable as Excel or PDF documents. See <https://headwaterseconomics.org/eps>.

# Socioeconomic Trends

## Natrona County, WY

### Overview of Historical Trends

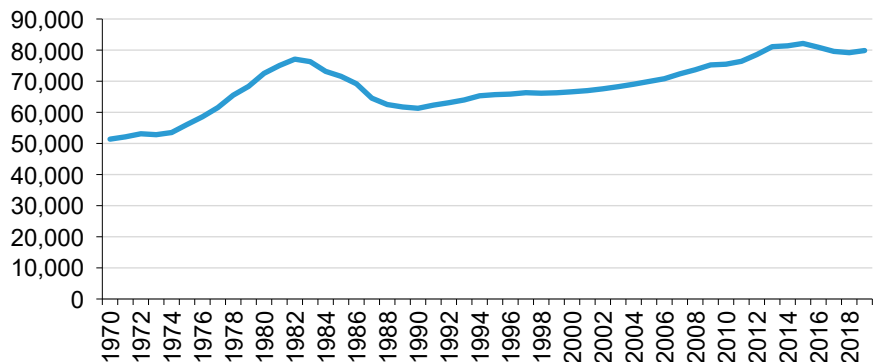
According to the U.S. Census Bureau, Natrona County, WY is designated as a Metropolitan Statistical Area.

	1970	2000	2019	Change 2000-2019
Population	51,381	66,603	79,858	13,255
Employment (full & part-time jobs)	25,733	43,624	55,034	11,410
Personal Income (thousands of 2019 \$s)	1,588,961	3,216,633	5,764,702	2,548,069

Population and personal income are reported by place of residence, and employment by place of work on this page.

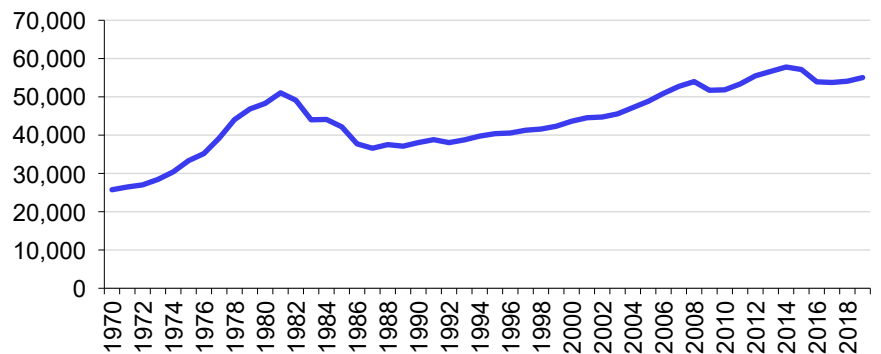
- From 1970 to 2019, population grew from 51,381 to 79,858 people, a 55% increase.

Population Trends, Natrona County, WY



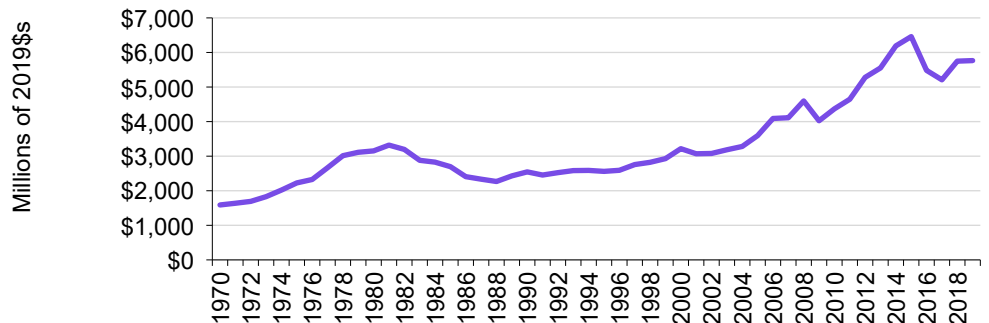
- From 1970 to 2019, employment grew from 25,733 to 55,034, a 114% increase.

Employment Trends, Natrona County, WY



- From 1970 to 2019, personal income grew from \$1,589.0 million to \$5,764.7 million, (in real terms), a 263% increase.

Personal Income Trends, Natrona County, WY



Data Sources: U.S. Department of Commerce. 2020. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).

# Socioeconomic Trends

## Natrona County, WY

### Overview of Historical Trends

#### What do we measure on this page?

This page describes trends in population, employment, and real personal income. If this report is for an individual county, it also shows the county classification (metropolitan, micropolitan, or rural).<sup>1</sup>

**Population:** The total number of people by place of residence.

**Employment:** All full- and part-time workers, wage and salary jobs (employees), and proprietors (the self-employed) reported by place of work.

**Personal Income:** Income from wage and salary employment and proprietors' income (labor earnings), as well as non-labor income (dividends, interest, rent, and transfer payments) reported by place of residence. All income figures in this report are shown in real terms (i.e., adjusted for inflation). Subsequent sections of this report define labor earnings and non-labor income in more detail.

**Metropolitan Statistical Areas:** Counties that have at least one urbanized area of 50,000 or more people, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties. Metropolitan Statistical Areas are classified as either Central or Outlying.

**Micropolitan Statistical Areas:** Counties that have at least one urbanized area of 10,000 to 50,000 people, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties. Micropolitan Statistical Areas are classified as either Central or Outlying.

**Rural:** Counties that are not designated as either Metropolitan or Micropolitan.

#### Why is it important?

Long-term, steady growth of population, employment, and real personal income is generally an indication of a healthy, prosperous economy. Erratic growth, no-growth, or long-term decline in these indicators are generally an indication of a struggling economy.

Growth can benefit the general population of a place, especially by providing economic opportunities, but it can also stress communities and lead to income stratification. When considering the benefits of growth, it is important to distinguish between standard of living (such as earnings per job and per capita income) and quality of life (such as leisure time, crime rate, and sense of well-being).

A related indicator of economic performance is whether the local economy is negatively affected by periods of national recession. This issue is explored in depth in the section "Employment During National Recessions" later in this report.

The size of a population and economy (metropolitan, micropolitan, or rural) can have an important bearing on economic activities as well as opportunities and challenges for area businesses.

# Socioeconomic Trends

## Natrona County, WY

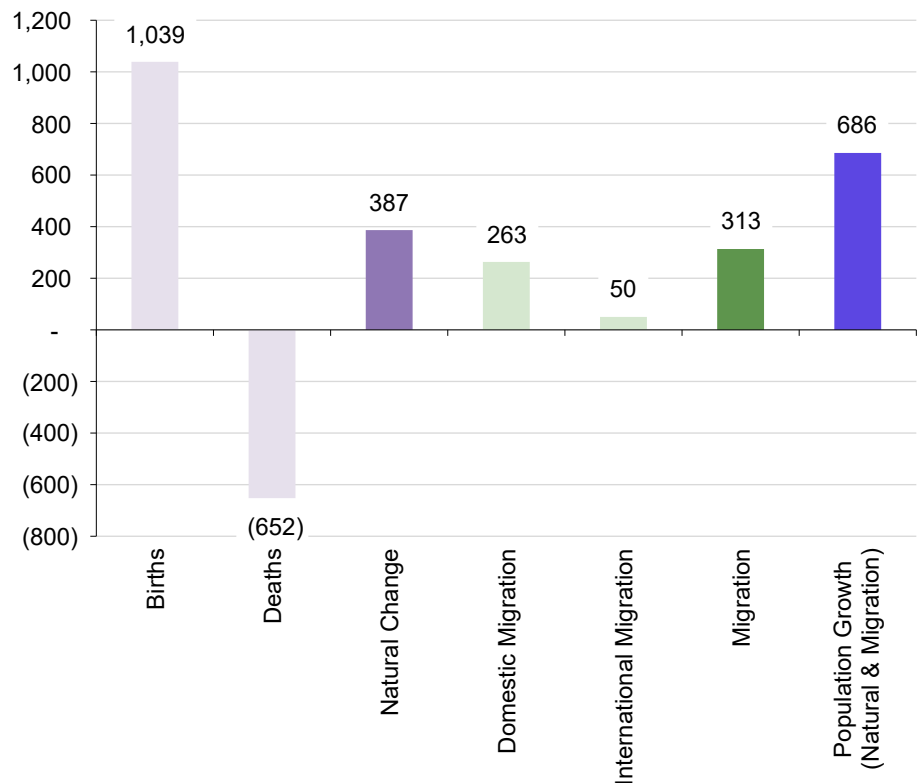
### Population

	Change 2000-2019
Population Growth, 2000-2019	13,304
Average Annual Population Change	686
From Natural Change	387
Births	1,039
Deaths	652
From Net Migration	313
International Migration	50
Domestic Migration	263
From Residual	-14

#### Percent of Average Annual Population Growth, 2000-2019

Natural Change	54.2%
Net Migration	43.8%
Residual	2.0%

Average Annual Components of Population Change, Natrona County, WY, 2000-2019



- From 2000 to 2019, population grew by 13,304 people, a 20% increase.
- From 2000 to 2019, natural change contributed to 54% of population change.
- From 2000 to 2019, migration contributed to 44% of population change.

\* The Census Bureau makes a minor statistical correction, called a "residual" which is shown in the table above, but omitted from the figure. Because of this correction, natural change plus net migration may not add to total population change in the figure.

Data Sources: U.S. Department of Commerce. 2020. Census Bureau, Population Division, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).

# Socioeconomic Trends

## Natrona County, WY

### Population

#### What do we measure on this page?

This page describes components of population change and total population growth or decline. Total population growth (or decline) is the sum of natural change (births and deaths) and migration (international and domestic). Data are from the U.S. Census Bureau.<sup>2,3</sup>

The U.S. Census Bureau makes a minor statistical correction called a "residual." This is defined by the U.S. Census Bureau as resulting from two parts of the estimates process: 1) the application of national population controls to state and county population estimates; and 2) "the incorporation of accepted challenges and special censuses into the population estimates." The residual represents change in the population that cannot be attributed to any specific demographic component of population change.

For more detailed information about demographics for a given area, create an EPS Demographics report at <https://headwaterseconomics.org/eps>.

#### Why is it important?

The components of population change offer insight into the causes of population growth or decline and they help highlight important areas of inquiry. For example, if a large portion of population growth is attributable to in-migration, it would be helpful to understand what is driving this trend, such as whether people are moving to the area for jobs, quality of life, or both. Similarly, if a large portion of population decline is attributable to out-migration, it would be important to understand the reasons, such as the loss of employment in specific industries, youth leaving for education or new opportunities, or elderly people leaving for better medical facilities.

# Socioeconomic Trends

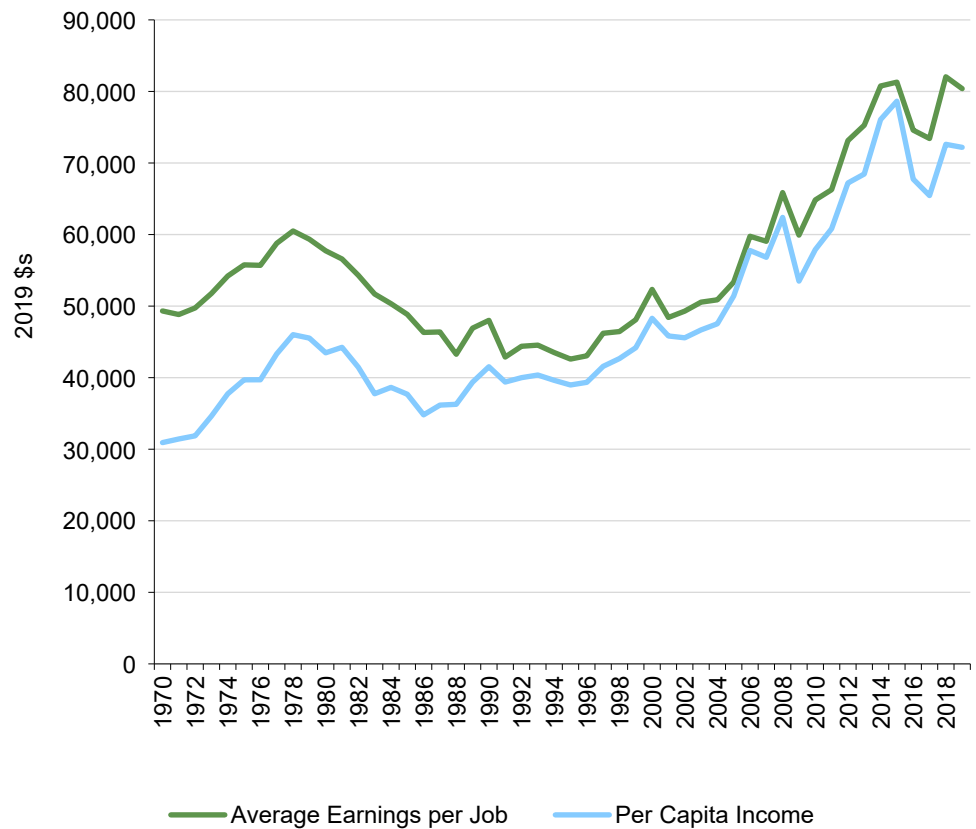
## Natrona County, WY

### Earnings Per Job and Per Capita Income

	1970	2000	2019	Change 2000-2019
Average Earnings per Job (2019 \$s)	\$49,322	\$52,335	\$80,390	\$28,055
Per Capita Income (2019 \$s)	\$30,925	\$48,296	\$72,187	\$23,891
<b>Percent Change</b>				<b>Percent Change 2000-2019</b>
Average Earnings per Job				53.6%
Per Capita Income				49.5%

Average Earnings per Job & Per Capita Income, Natrona County, WY

- From 1970 to 2019, average earnings per job grew from \$49,322 to \$80,390 (in real terms), a 63% increase.
- From 1970 to 2019, per capita income grew from \$30,925 to \$72,187 (in real terms), a 133% increase.



Data Sources: U.S. Department of Commerce. 2020. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).



# Socioeconomic Trends

## Natrona County, WY

### Earnings Per Job and Per Capita Income

#### What do we measure on this page?

This page describes how average earnings per job and per capita income (in real terms) have changed over time.

**Average Earnings per Job:** The compensation of the average job. It is total earnings divided by total employment. Full-time and part-time jobs are counted at equal weight. Employees, sole proprietors, and active partners are included.

**Per Capita Income:** Income per person. It is total personal income (from labor and non-labor sources) divided by total population.

#### Why is it important?

Average earnings per job is an indicator of the quality of local employment. A higher average earnings per job indicates that there are relatively more high-wage occupations. It can be useful to consider earnings against local cost of living indicators.<sup>4</sup>

Average earnings per job may decline for a number of reasons:<sup>5,6</sup>

1. more part-time and/or seasonal workers entering the workforce;
2. a rise in low-wage industries, such as tourism-related sectors;
3. a decline of high-wage industries, such as manufacturing;
4. more lower-paid workers entering the workforce;
5. the presence of a university that is increasing its enrollment of relatively low-wage students;
6. the in-migration of semi-retired workers who work part-time and/or seasonally; and
7. an influx of people who move to an area for quality of life rather than profit-maximizing reasons.

Per capita income is one of the most important measures of economic well-being. However, this measure can be misleading. Per capita income is total personal income divided by population. Because total personal income includes non-labor income sources (dividends, interest, rent and transfer payments), it is possible for per capita income to be relatively high due to the presence of retirees and people with investment income.<sup>7</sup> And because per capita income is calculated using total population and not the labor force (as in average earnings per job), it is possible for per capita income to be relatively low in a population with a disproportionate number of children and/or elderly people.

# Socioeconomic Trends

## Natrona County, WY

### Labor Earnings and Non-Labor Income

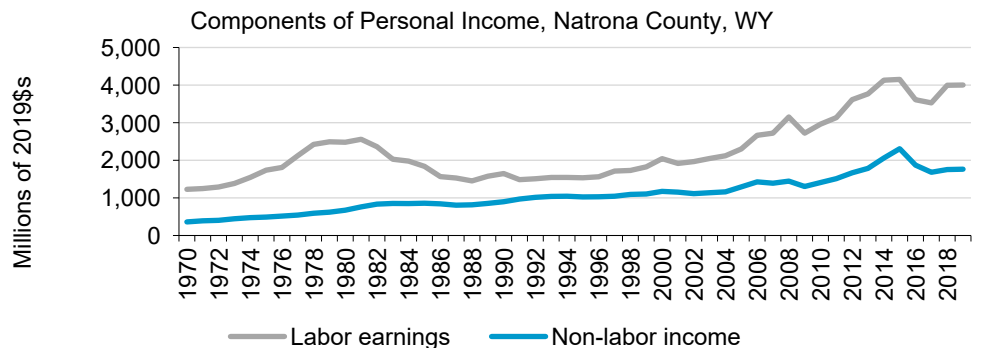
	1970	2000	2019	Change 2000-2019
Personal Income (thous' of 2019 \$s)	1,588,961	3,216,633	5,764,702	2,548,069
Labor Earnings	1,227,918	2,043,321	4,001,686	1,958,365
Non-Labor Income	361,042	1,173,312	1,763,016	589,704
Dividends, Interest, and Rent	258,515	794,717	1,065,908	271,191
Age-Related Transfer Payments	58,145	224,326	425,850	201,524
Hardship-Related Payments	16,606	92,879	143,261	50,382
Other Transfer Payments	27,776	61,390	127,997	66,607

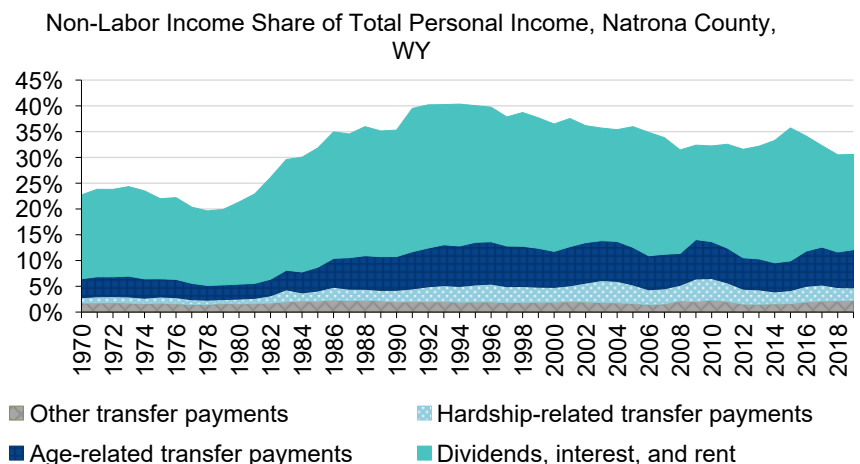
	Percent Change 2000-2019			
Personal Income				79.2%
Labor Earnings	77.3%	63.5%	69.4%	95.8%
Non-Labor Income	22.7%	36.5%	30.6%	50.3%
Dividends, Interest, and Rent	16.3%	24.7%	18.5%	34.1%
Age-Related Transfer Payments	3.7%	7.0%	7.4%	89.8%
Hardship-Related Payments	1.0%	2.9%	2.5%	54.2%
Other Transfer Payments	1.7%	1.9%	2.2%	108.5%

All income data in the table above are reported by place of residence and are displayed in thousands of 2019 dollars. Labor earnings and non-labor income may not add to total personal income due to adjustments made by the Bureau of Economic Analysis.

- From 1970 to 2019, labor earnings grew from \$1,227.9 million to \$4,001.7 million (in real terms), a 226% increase.
- From 1970 to 2019, non-labor income grew from \$361.0 million to \$1,763.0 million (in real terms), a 388% increase.



- From 1970 to 2019, labor earnings accounted for 66% of growth and non-labor income for 34%.
- In 1970, non-labor income represented 23% of total personal income. By 2019 non-labor income represented 31% of total personal income.



Data Sources: U.S. Department of Commerce. 2020. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).

# Socioeconomic Trends

## Natrona County, WY

### Labor Earnings and Non-Labor Income

#### What do we measure on this page?

This page describes changes in labor earnings and non-labor sources of income.

**Labor Earnings:** Net earnings by place of residence, which is earnings by place of work (the sum of wage and salary disbursements, supplements to wages and salaries, and proprietors' income) less contributions for government social insurance, plus an adjustment to convert earnings by place of work to a place of residence basis.

**Non-Labor Income:** Dividends, interest, rent, and transfer payments (includes government retirement and disability insurance benefits, medical payments such as mainly Medicare and Medicaid, income maintenance benefits, unemployment insurance benefits, etc.). Non-labor income is reported by place of residence.

Labor earnings and non-labor income may not add to total personal income because of adjustments made by the Bureau of Economic Analysis to account for contributions for Social Security, cross-county commuting, and other factors.

**Dividends, Interest, and Rent:** Personal dividend income, personal interest income, and rental income of persons with capital consumption adjustments. Dividends, interest, and rent are sometimes referred to as "investment income" or "property income."

**Age-Related Transfer Payments:** Payments, including Social Security and Medicare, associated with older populations.

**Hardship-Related Transfer Payments:** Payments associated with poverty and welfare, including Medicaid and income maintenance.

**Other Transfer Payments:** Payments from veteran's benefits, education and training, Workers Compensation insurance, railroad retirement and disability, other government retirement and disability, and other receipts of individuals and nonprofits.

The EPS Non-Labor report provides a more detailed analysis of non-labor income and its components. The EPS Demographics report provides more information about the aging of the population and poverty. See <https://headwaterseconomics.org/eps>.

#### Why is it important?

In many locations, non-labor income is the largest source of personal income and also the fastest growing.<sup>8</sup> This is particularly the case in some rural areas and small cities. An aging population, growth in the stock market and investments, and a highly mobile population are some of the reasons behind the rapid growth in non-labor income.

Growth in non-labor income can indicate an attractive place to live and retire. The in-migration of people who bring investment and retirement income with them (verify from previous pages that in-migration is increasing) is associated with a high quality of life (for example, local recreation opportunities), good health care facilities, and affordable housing (important for those on a fixed income). Non-labor income can also be important to places with struggling economies, either as a source of income maintenance for the poor or as a more stable form of income in areas with declining industries and labor markets.

# Socioeconomic Trends

## Natrona County, WY

### Employment by Industry (1970-2000)

	1970	1990	2000	Change 1990-2000
<b>Total Employment (number of jobs)</b>	25,733	38,058	43,624	5,566
<b>Non-Services Related</b>	7,658	8,687	8,545	-142
Farm	524	459	509	50
Agricultural services, forestry, fishing & oth	137	310	441	131
Mining (including fossil fuels)	3,889	3,578	2,990	-588
Construction	1,485	2,498	2,853	355
Manufacturing (incl. forest products)	1,623	1,842	1,752	-90
<b>Services Related</b>	13,730	24,190	29,297	5,107
Transportation & public utilities	1,860	1,987	2,074	87
Wholesale trade	1,568	2,317	2,718	401
Retail trade	3,865	6,947	8,016	1,069
Finance, insurance & real estate	1,727	3,181	3,122	-59
Services	4,710	9,758	13,367	3,609
<b>Government</b>	4,345	5,181	5,782	601

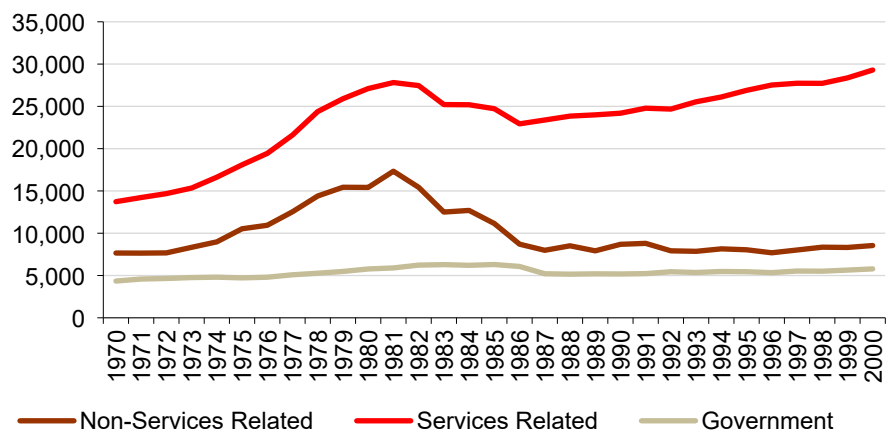
  

				Percent Change 1990-2000
<b>Total Employment</b>				14.6%
<b>Non-Services Related</b>	29.8%	22.8%	19.6%	-1.6%
Farm	2.0%	1.2%	1.2%	10.9%
Agricultural services, forestry, fishing & oth	0.5%	0.8%	1.0%	42.3%
Mining (including fossil fuels)	15.1%	9.4%	6.9%	-16.4%
Construction	5.8%	6.6%	6.5%	14.2%
Manufacturing (incl. forest products)	6.3%	4.8%	4.0%	-4.9%
<b>Services Related</b>	53.4%	63.6%	67.2%	21.1%
Transportation & public utilities	7.2%	5.2%	4.8%	4.4%
Wholesale trade	6.1%	6.1%	6.2%	17.3%
Retail trade	15.0%	18.3%	18.4%	15.4%
Finance, insurance & real estate	6.7%	8.4%	7.2%	-1.9%
Services	18.3%	25.6%	30.6%	37.0%
<b>Government</b>	16.9%	13.6%	13.3%	11.6%

All employment data are reported by *place of work*. Estimates for data that were not disclosed are indicated with tildes (~).

- From 1970 to 2000, jobs in non-services related industries grew from 7,658 to 8,545, a 12% increase.
- From 1970 to 2000, jobs in services related industries grew from 13,730 to 29,297, a 113% increase.
- From 1970 to 2000, jobs in government grew from 4,345 to 5,782, a 33% increase.

Employment by Major Industry Category, Natrona County, WY



Data Sources: U.S. Department of Commerce. 2020. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).

# Socioeconomic Trends

## Natrona County, WY

### Employment by Industry (1970-2000)

#### What do we measure on this page?

This page describes historical employment change by industry. Industries are organized according to three major categories: non-services related, services related, and government. Employment includes wage and salary jobs and proprietors. The employment data are organized according to the Standard Industrial Classification (SIC) system and reported by place of work.

**Non-Services Related:** Employment in industries such as farming, mining, and manufacturing.

**Services Related:** Employment in industries such as retail trade, finance, insurance and real estate, and services.

The terms “non-services related” and “services related” are not terms used by the U.S. Department of Commerce. They are used in these pages to help organize the information into easy-to-understand categories.

**Government:** Federal, military, state, and local government employment, and government enterprise.

The SIC data end in 2000 because in 2001 the Bureau of Economic Analysis switched to organizing industry-level information according to the newer North American Industrial Classification System (NAICS). More recent employment trends, organized by NAICS, are shown in subsequent pages of this report.

It is not normally appropriate to put SIC and NAICS data in the same tables and graphs because of the difference in methods used to organize industry data. The SIC coding system organizes industries by the primary activity of the establishment. In NAICS, industries are organized according to the production process.<sup>9</sup> See the Data Sources and Methods section of this report for more information on the shift from SIC to NAICS.

Some data are withheld by the federal government to avoid the disclosure of potentially confidential information. Headwaters Economics uses supplemental data from the U.S. Department of Commerce to estimate these data gaps.<sup>10</sup> These values are indicated with tildes (~).

#### Why is it important?

Understanding which industries are responsible for most jobs and which sectors are growing or declining is key to grasping the type of economy that exists, how it has changed over time, and evolving competitive strengths.<sup>11,12</sup> Most new jobs created in the U.S. economy in the last 30 years have been in services-related sectors, a category that includes a wide variety of high- and low-wage occupations ranging from jobs in hotels and amusement parks to legal, health, business, and educational services. The section in this report titled “Wages by Industry” shows the difference in wages among various services related industries and compared to non-services related sectors.

In many small rural communities, government employment (e.g., the Forest Service and Bureau of Land Management) represents an important component of the economy. In others there have been important changes in employment in mining and fossil fuel energy development, manufacturing (which includes lumber and wood products), and construction.<sup>13,14</sup>

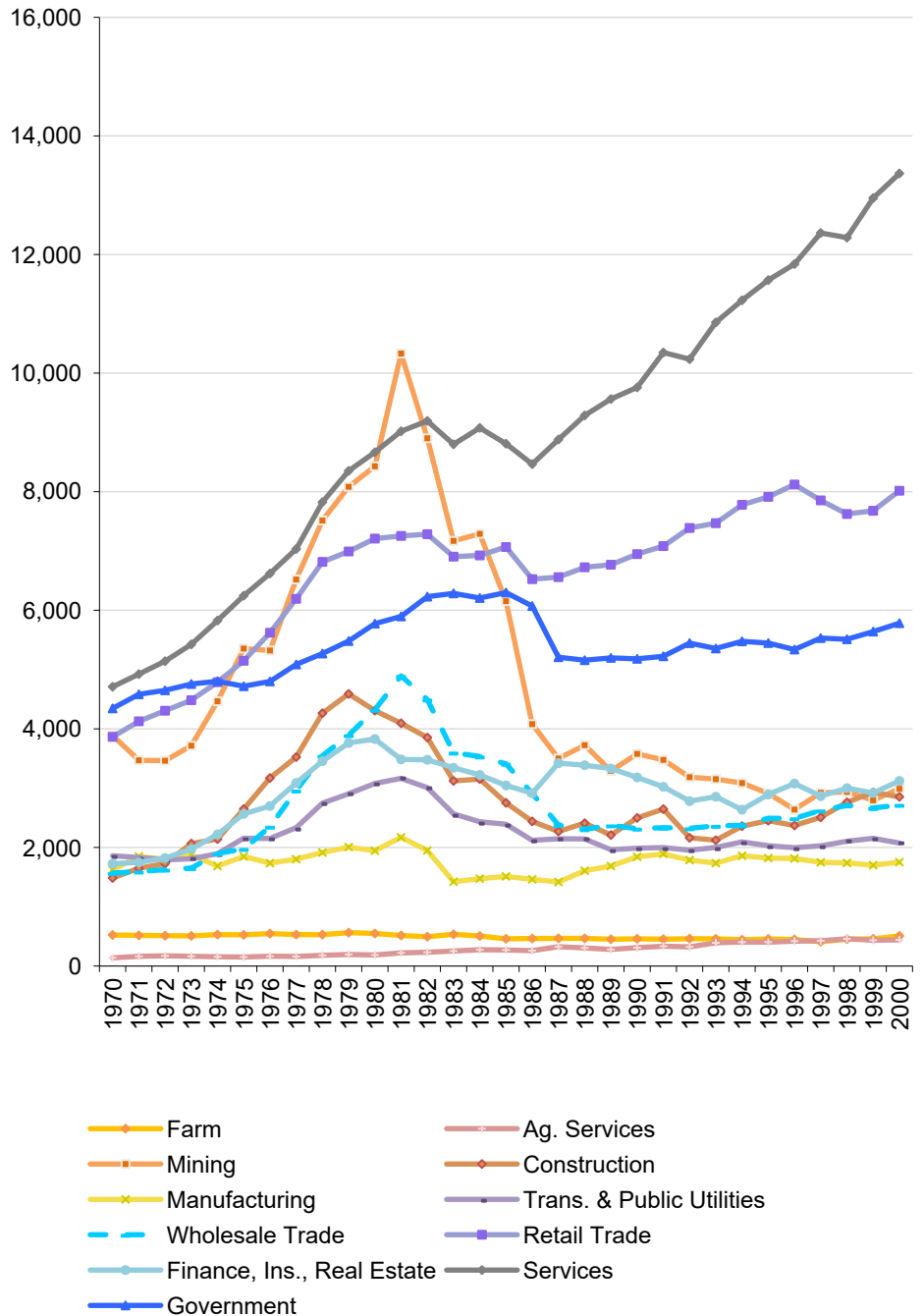
# Socioeconomic Trends

## Natrona County, WY

### Employment by Industry (1970-2000)

Employment by Industry, Natrona County, WY

- In 2000 the three industry sectors with the largest number of jobs were services (13,367 jobs), retail trade (8,016 jobs), and government (5,782 jobs).
- From 1970 to 2000, the three industry sectors that added the most new jobs were services (8,657 new jobs), retail trade (4,151 new jobs), and government (1,437 new jobs).



Data Sources: U.S. Department of Commerce. 2020. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).

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In many small rural communities, government employment (e.g., the Forest Service and Bureau of Land Management) represents an important component of the economy. In others there have been important changes in employment in mining and fossil fuel energy development, manufacturing (which includes lumber and wood products), and construction.<sup>13,14</sup>

# Socioeconomic Trends

## Natrona County, WY

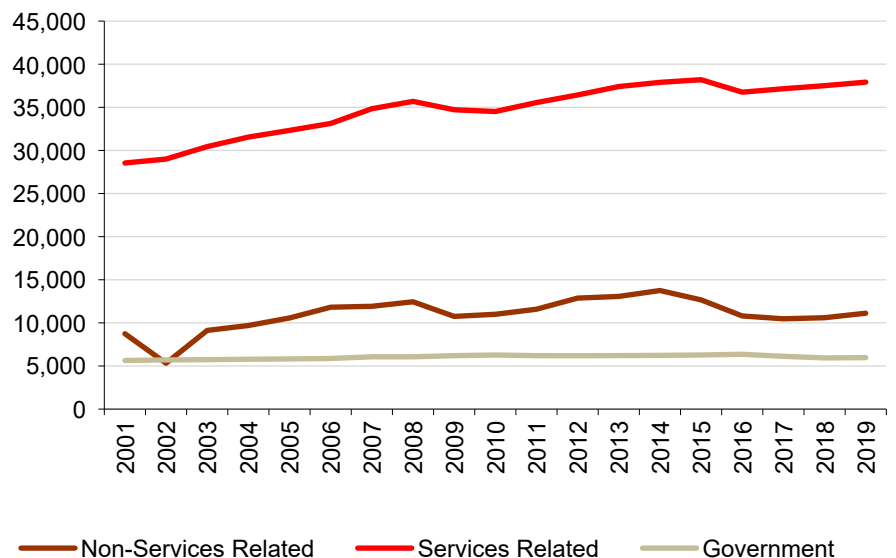
### Employment by Industry (since 2000)

	2001	2010	2019	Change 2010-2019
<b>Total Employment (number of jobs)</b>	<b>44,539</b>	<b>51,833</b>	<b>55,034</b>	<b>3,201</b>
<b>Non-services related</b>	<b>~8,743</b>	<b>~10,996</b>	<b>~11,121</b>	<b>~125</b>
Farm	513	469	502	33
Forestry, fishing, & ag. services	~94	~125	~228	~103
Mining (including fossil fuels)	3,398	4,820	4,209	-611
Construction	2,964	3,782	4,127	345
Manufacturing	1,774	1,800	2,055	255
<b>Services related</b>	<b>~28,543</b>	<b>~34,514</b>	<b>~37,919</b>	<b>~3,405</b>
Utilities	na	~129	136	~7
Wholesale trade	2,529	2,591	2,717	126
Retail trade	5,691	5,873	5,697	-176
Transportation and warehousing	na	1,373	2,123	750
Information	687	588	493	-95
Finance and insurance	1,604	2,219	2,626	407
Real estate and rental and leasing	1,887	2,735	3,519	784
Professional and technical services	2,090	2,373	2,648	275
Management of companies	39	171	144	-27
Administrative and waste services	2,485	2,139	2,238	99
Educational services	292	385	~482	~97
Health care and social assistance	4,990	6,443	6,726	283
Arts, entertainment, and recreation	713	872	1,165	293
Accommodation and food services	2,977	3,760	4,334	574
Other services, except public admin.	2,559	2,863	2,871	8
<b>Government</b>	<b>5,639</b>	<b>6,273</b>	<b>5,967</b>	<b>-306</b>

All employment data are reported by *place of work*. Estimates for data that were not disclosed are indicated with tildes (~).

Employment by Major Industry Category, Natrona County, WY

- From 2001 to 2019, jobs in non-services related industries grew from 8,743 to 11,121, a 27% increase.
- From 2001 to 2019, jobs in services related industries grew from 28,543 to 37,919, a 33% increase.
- From 2001 to 2019, jobs in government grew from 5,639 to 5,967, a 6% increase.



Data Sources: U.S. Department of Commerce. 2020. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).



# Socioeconomic Trends

## Natrona County, WY

### Employment by Industry (since 2000)

#### What do we measure on this page?

This page describes recent employment change by industry. Industries are organized according to three major categories: non-services related, services related, and government. Employment includes wage and salary jobs and proprietors. The employment data are organized according to the North American Industrial Classification System (NAICS) and reported by place of work.

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#### Why is it important?

Recent employment trends organized by NAICS offer more detail than the previous SIC system, particularly with regard to services-related industries. This is especially useful since in many places the majority of new job growth in recent years has been in services-related industries.

The services-related sector encompasses a wide variety of high- and low-wage occupations ranging from jobs in accommodation and food services to professional and technical services. The section in this report titled “Wages by Industry” shows the difference in wages among various services related industries and compared to non-services related sectors.

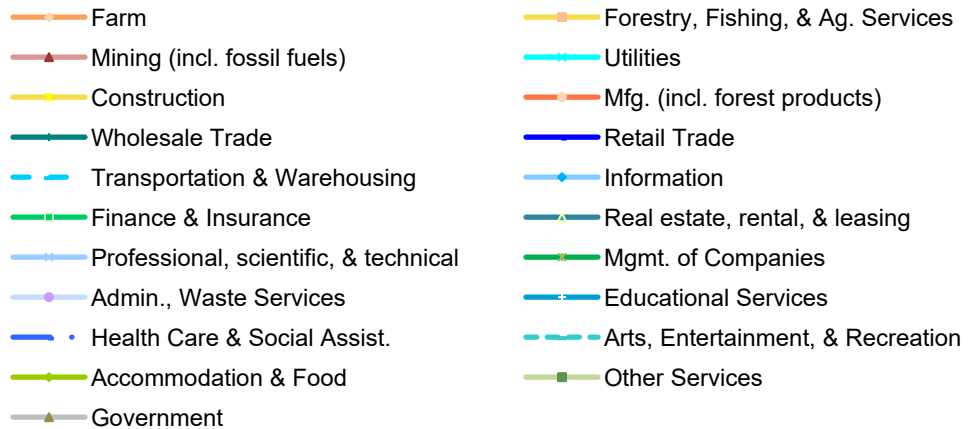
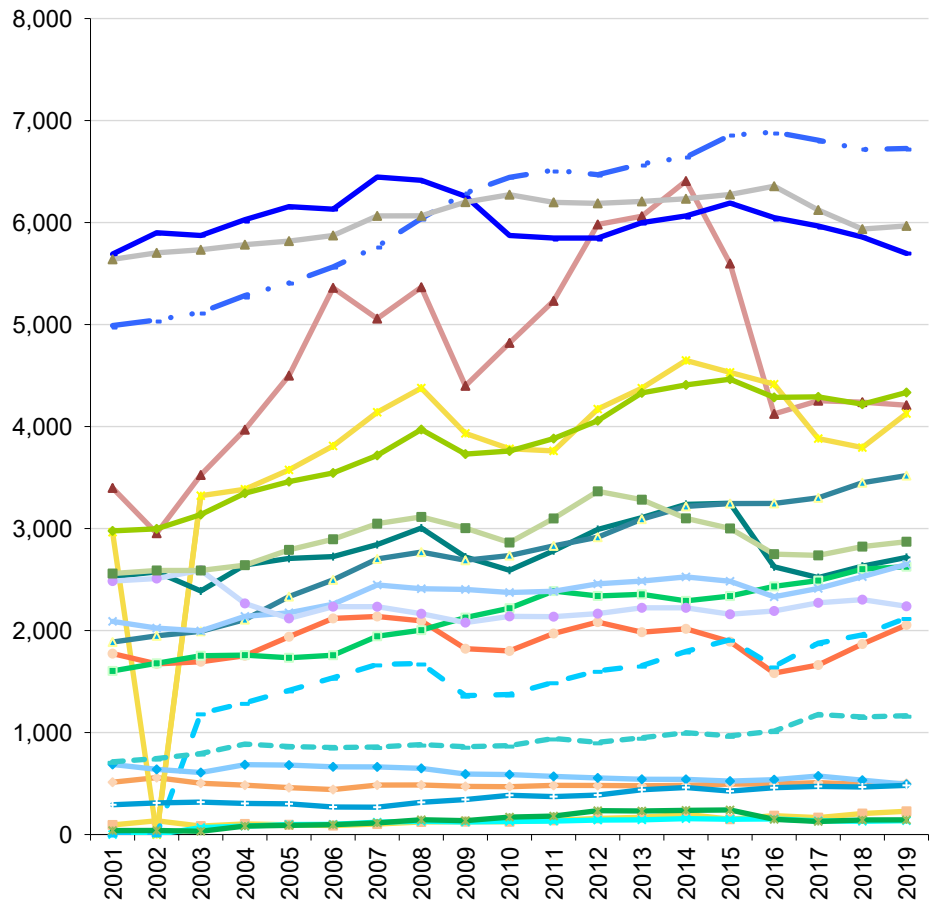
# Socioeconomic Trends

## Natrona County, WY

### Employment by Industry (since 2000)

Employment by Industry, Natrona County, WY

- In 2019 the three industry sectors with the largest number of jobs were health care and social assistance (6,726 jobs), government (5,967 jobs), and retail trade (5,697 jobs).
- From 2001 to 2019, the three industry sectors that added the most new jobs were health care and social assistance (1,736 new jobs), real estate and rental and leasing (1,632 new jobs), and accommodation and food services (1,357 new jobs).



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# Socioeconomic Trends

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# Socioeconomic Trends

## Natrona County, WY

### Earnings by Industry (1970-2000)

Labor earnings in thousands of 2019 \$s

	1970	1990	2000	Change 1990-2000
Labor Earnings	\$1,269,194	\$1,827,177	\$2,283,084	\$455,907
Non-Services Related	\$491,201	\$688,580	\$827,564	\$138,984
Farm	\$30,547	-\$812	\$3,173	\$3,985
Agricultural services, forestry, fishing	\$5,233	\$5,135	\$8,156	\$3,021
Mining (including fossil fuels)	\$255,829	\$443,754	\$563,871	\$120,117
Construction	\$89,844	\$125,401	\$157,331	\$31,930
Manufacturing (incl. forest products)	\$109,748	\$115,103	\$95,033	-\$20,070
Services Related	\$556,811	\$860,317	\$1,145,381	\$285,064
Transportation & public utilities	\$115,001	\$117,144	\$123,166	\$6,022
Wholesale trade	\$88,640	\$142,006	\$168,098	\$26,092
Retail trade	\$136,550	\$176,590	\$203,166	\$26,576
Finance, insurance & real estate	\$54,176	\$73,342	\$131,039	\$57,697
Services	\$162,444	\$351,235	\$519,912	\$168,677
Government	\$221,182	\$278,280	\$310,139	\$31,859

#### Percent of Total\*

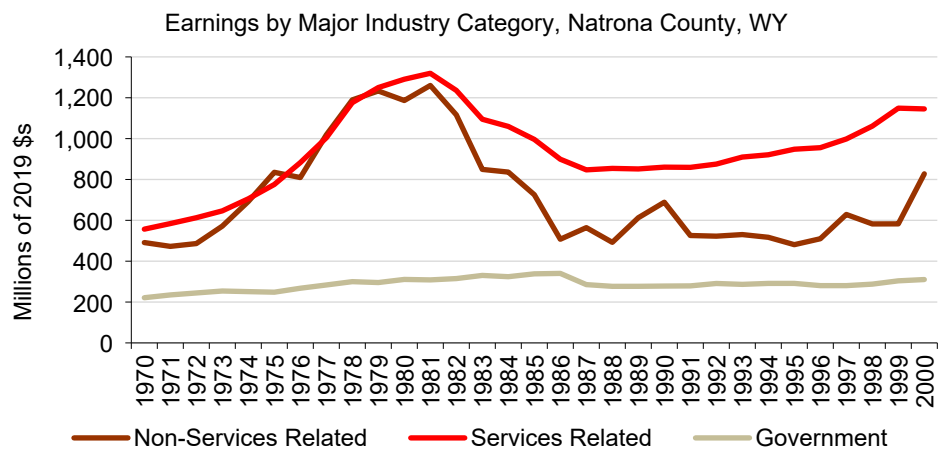
Percent Change  
1990-2000

	1970	1990	2000	Percent Change 1990-2000
Labor Earnings				25.0%
Non-Services Related	38.7%	37.7%	36.2%	20.2%
Farm	2.4%	na	0.1%	-490.8%
Agricultural services, forestry, fishing	0.4%	0.3%	0.4%	58.8%
Mining (including fossil fuels)	20.2%	24.3%	24.7%	27.1%
Construction	7.1%	6.9%	6.9%	25.5%
Manufacturing (incl. forest products)	8.6%	6.3%	4.2%	-17.4%
Services Related	43.9%	47.1%	50.2%	33.1%
Transportation & public utilities	9.1%	6.4%	5.4%	5.1%
Wholesale trade	7.0%	7.8%	7.4%	18.4%
Retail trade	10.8%	9.7%	8.9%	15.0%
Finance, insurance & real estate	4.3%	4.0%	5.7%	78.7%
Services	12.8%	19.2%	22.8%	48.0%
Government	17.4%	15.2%	13.6%	11.4%

All earnings data are reported by *place of work*. Estimates for data that were not disclosed are indicated with tildes (~).

\* Total is considered to be the sum of all reported or estimated income with positive values from the earnings by industry table.

- From 1970 to 2000, earnings from non-services grew from \$491.2M to \$827.6M (in real terms), a 68% increase.
- From 1970 to 2000, earnings from services grew from \$556.8M to \$1,145.4M (in real terms), a 106% increase.
- From 1970 to 2000, earnings from government grew from \$221.2M to \$310.1M (in real terms), a 40% increase.



Data Sources: U.S. Department of Commerce. 2020. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).

# Socioeconomic Trends

## Natrona County, WY

### Employment by Industry (1970-2000)

#### What do we measure on this page?

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#### Why is it important?

Historical changes in labor earnings by industry show how the structure of the local economy has changed over time. Some of the trends are caused by national and international circumstances while other trends may reflect local conditions. The shifting sources of labor earnings can point to evolving weaknesses and strengths in the local or regional economy.

Most new jobs created in the U.S. economy in the last several decades have been in services-related sectors, a category that includes a wide variety of high- and low-wage occupations ranging from jobs in hotels and amusement parks to legal, health, business, and educational services. The section in this report titled “Wages by Industry” shows the difference in wages among various services related industries and compared to non-services related sectors.

In many communities there have been important changes in employment in non-services, particularly mining and fossil fuel energy development, manufacturing (which includes lumber and wood products), and construction.<sup>13</sup>

In rural communities, government employment (e.g., the Forest Service and Bureau of Land Management) often represents an important component of the economy.

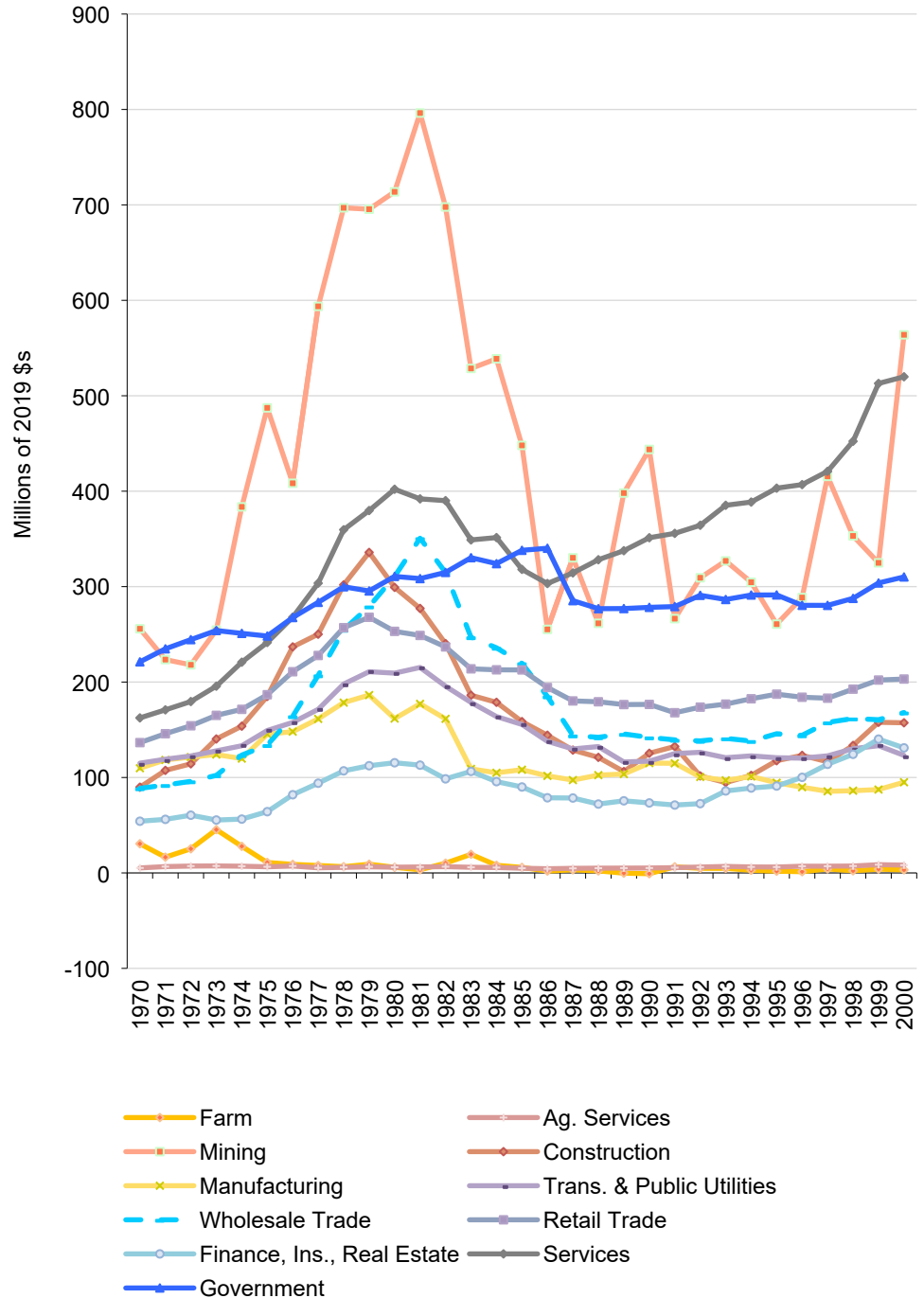
# Socioeconomic Trends

## Natrona County, WY

### Earnings by Industry (1970-2000)

Earnings by Industry, Natrona County, WY

- In 2000 the three industry sectors with the largest earnings were mining (including fossil fuels) (\$563.9 million), government (\$310.2 million), and retail trade (\$203.2 million).
- From 1970 to 2000, the three industry sectors that added the most earnings were services (\$357.5 million), government (\$89.0 million), and wholesale trade (\$79.5 million).



Data Sources: U.S. Department of Commerce. 2020. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).

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# Socioeconomic Trends

## Natrona County, WY

### Earnings by Industry (since 2000)

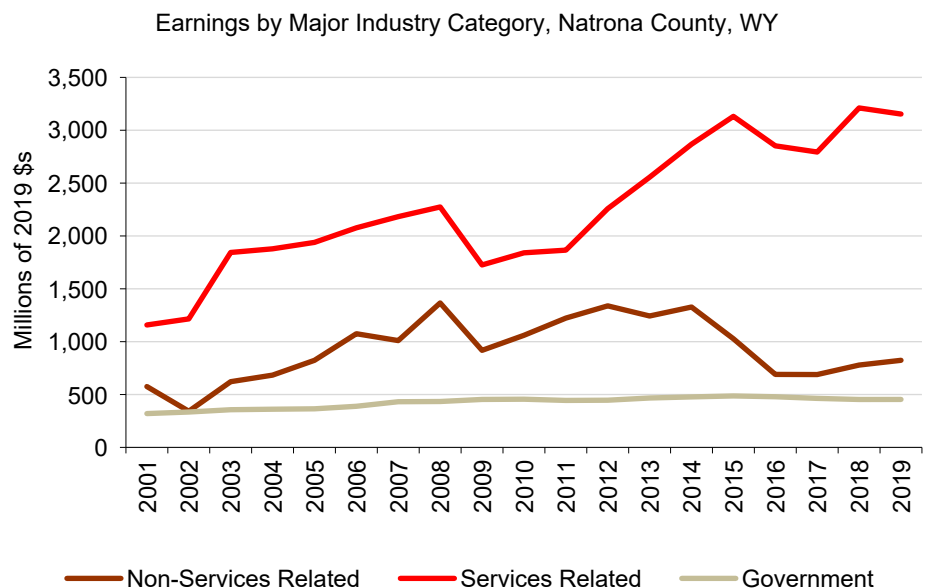
Labor earnings in thousands of 2019 \$s

	2001	2010	2019	Change 2010-2019
<b>Labor Earnings</b>	<b>\$2,156,374</b>	<b>\$3,360,620</b>	<b>\$4,424,158</b>	<b>\$1,063,538</b>
Non-services related	~\$575,505	~\$1,060,185	~\$823,719	~\$236,466
Farm	\$5,259	\$1,472	\$1,856	\$384
Forestry, fishing, & ag. services	~\$2,033	~\$1,944	~\$1,989	~\$45
Mining (including fossil fuels)	\$263,669	\$564,909	\$385,845	-\$179,064
Construction	\$195,743	\$372,579	\$281,622	-\$90,957
Manufacturing	\$108,801	\$119,281	\$152,407	\$33,126
Services related	~\$1,157,983	~\$1,840,489	~\$3,153,140	~\$1,312,651
Utilities	na	~\$16,866	\$17,568	~\$702
Wholesale trade	\$201,620	\$259,804	\$227,992	-\$31,812
Retail trade	\$176,728	\$222,625	\$195,171	-\$27,454
Transportation and warehousing	na	\$156,865	\$1,490,224	\$1,333,359
Information	\$35,160	\$30,683	\$22,709	-\$7,974
Finance and insurance	\$80,760	\$99,417	\$80,178	-\$19,239
Real estate and rental and leasing	\$55,773	\$91,387	\$121,714	\$30,327
Professional and technical services	\$120,765	\$151,665	\$178,447	\$26,782
Management of companies	\$2,783	\$21,960	\$11,561	-\$10,399
Administrative and waste services	\$51,633	\$65,250	\$75,558	\$10,308
Educational services	\$4,824	\$7,272	~\$17,635	~\$10,363
Health care and social assistance	\$269,933	\$456,036	\$457,243	\$1,207
Arts, entertainment, and recreation	\$9,005	\$14,915	\$15,891	\$976
Accommodation and food services	\$52,176	\$91,732	\$106,015	\$14,283
Other services, except public admin.	\$96,823	\$154,011	\$135,234	-\$18,777
Government	\$319,782	\$455,718	\$453,562	-\$2,156

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- From 2001 to 2019, earnings in non-services related industries grew from \$575.5 million to \$823.7 million, a 43% increase.
- From 2001 to 2019, earnings in services related industries grew from \$1,158.0 million to \$3,153.1 million, a 172% increase.
- From 2001 to 2019, earnings in government grew from \$319.8 million to \$453.6 million, a 42% increase.



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# Socioeconomic Trends

## Natrona County, WY

### Earnings by Industry (since 2000)

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It can be useful to ask whether the historical employment trends shown earlier in this report continue, and what factors are driving a shift in industry makeup and competitive position.

In many places the majority of growth in earnings in recent years has been in services-related industries, which include a wide variety of high- and low-wage occupations ranging from jobs in hotels and amusement parks to legal, health, business, and educational services. The section in this report titled "Wages by Industry" shows the difference in wages among various services related industries and compared to non-services related sectors.

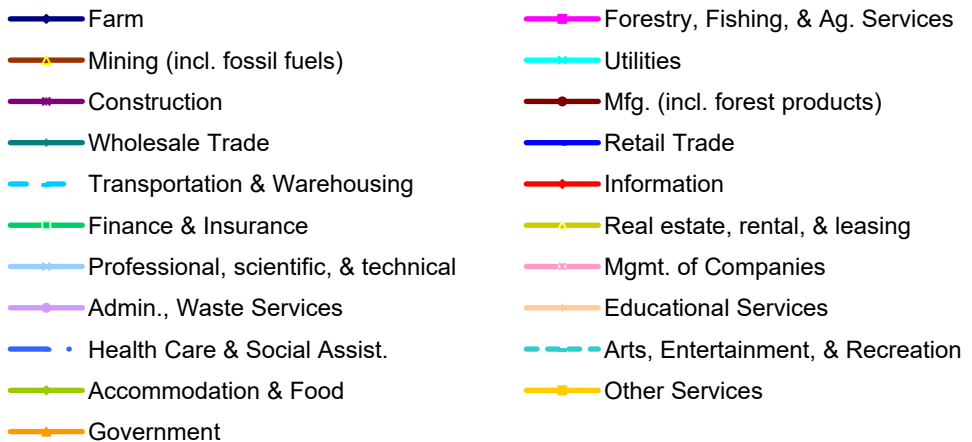
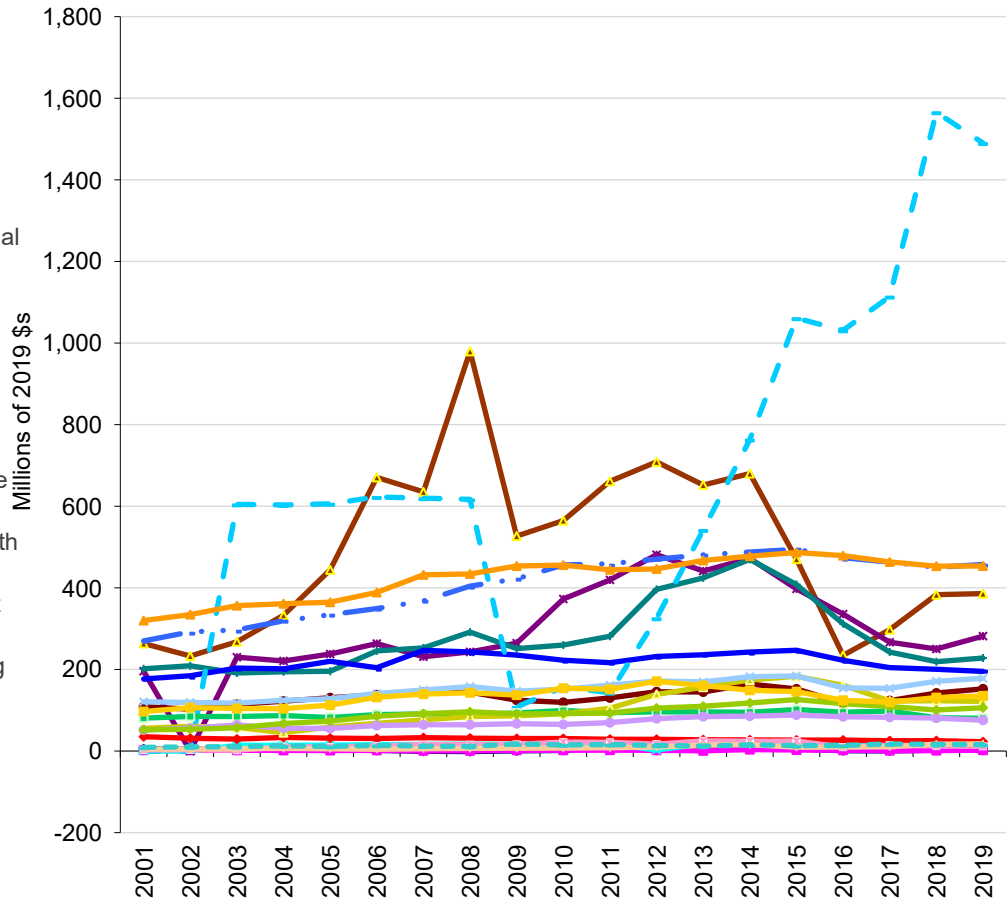
# Socioeconomic Trends

## Natrona County, WY

### Earnings by Industry (since 2000)

Earnings by Industry, Natrona County, WY

- In 2019 the three industry sectors with the largest earnings were transportation and warehousing (\$1,490.2 million), health care and social assistance (\$457.2 million), and government (\$453.6 million).
- From 2001 to 2019, the three industry sectors that added the most earnings were health care and social assistance (\$187.3 million), government (\$133.8 million), and real estate and rental and leasing (\$65.9 million).



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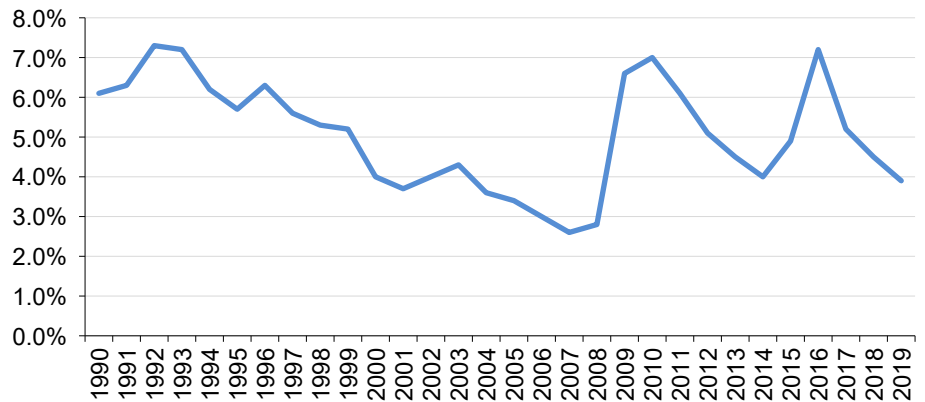
# Socioeconomic Trends

## Natrona County, WY

### Unemployment

	1990	2000	2010	2019	Change 2010-2019
Average Annual Unemployment Rate	6.1%	4.0%	7.0%	3.9%	-3.1%

Average Annual Unemployment Rate, Natrona County, WY

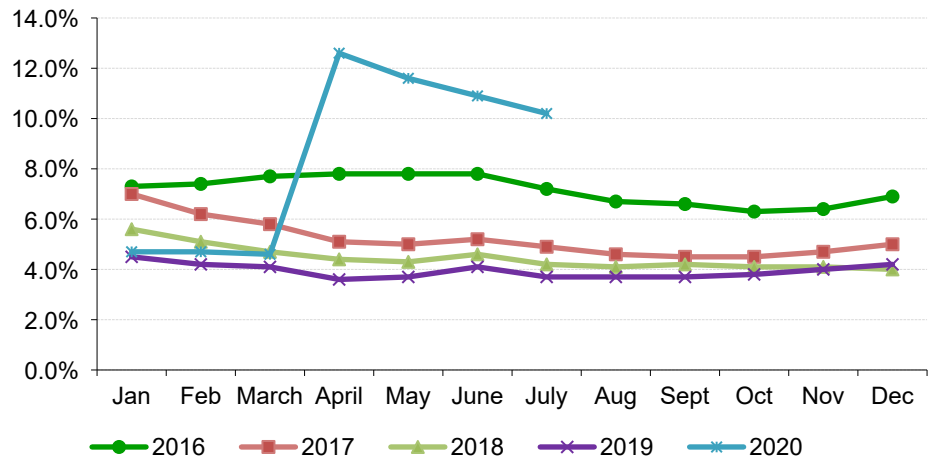


- Since 1990, the annual unemployment rate ranged from a low of 2.2% in 1979 to a high of 11.3% in 1986.

Monthly Unemployment Rate	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
2016	7.3%	7.4%	7.7%	7.8%	7.8%	7.8%	7.2%	6.7%	6.6%	6.3%	6.4%	6.9%
2017	7.0%	6.2%	5.8%	5.1%	5.0%	5.2%	4.9%	4.6%	4.5%	4.5%	4.7%	5.0%
2018	5.6%	5.1%	4.7%	4.4%	4.3%	4.6%	4.2%	4.1%	4.2%	4.1%	4.1%	4.0%
2019	4.5%	4.2%	4.1%	3.6%	3.7%	4.1%	3.7%	3.7%	3.7%	3.8%	4.0%	4.2%
2020	4.7%	4.7%	4.6%	12.6%	11.6%	10.9%	10.2%					

- The most recent monthly data is **preliminary** in the table and the chart; as reported by BLS.

Monthly Unemployment Rate, Natrona County, WY



- The lowest monthly unemployment rate was April of 2019. The highest monthly unemployment rate was April of 2020.

Data Sources: U.S. Department of Labor. 2020. Bureau of Labor Statistics, Local Area Unemployment Statistics, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).

# Socioeconomic Trends

## Natrona County, WY

### Unemployment

#### What do we measure on this page?

This page describes the average annual unemployment rate and the seasonality of the unemployment rate over time.

The Average Annual Unemployment Rate graph shows the rate of unemployment since 1990. The Monthly Unemployment Rate graph shows the rate of unemployment for each month over the last five years. Note that unemployment figures most often reported are seasonally adjusted.<sup>15</sup> However, the monthly unemployment data shown on this page are not seasonally adjusted so that fluctuations in employment throughout the year can be displayed.

**Unemployment Rate:** The number of people who are jobless, looking for jobs, and available for work, divided by the labor force.<sup>16</sup>

Data begin in 1990 because prior to 1990 the Bureau of Labor Statistics used a different method to calculate the unemployment rate.

#### Why is it important?

The rate of unemployment is an important indicator of economic well-being. This figure can go up during national recessions and/or more localized downturns. Unemployment may vary significantly by season.

It is important to know how the unemployment rate has changed over time, whether the rate is higher or lower during certain periods of the year, and whether this seasonality of unemployment has changed over time. Places that are heavily dependent on the tourism industry, for example, may show higher rates of unemployment during spring and fall "shoulder seasons." Places that rely heavily on the construction industry, for example, may have lower unemployment rates during the non-winter months.<sup>17</sup>

Communities with diverse economies tend to have more stable unemployment rates. This is particularly true of places that are able to attract new residents, retain manufacturing, and support a high-tech economy.<sup>18</sup>

Public land agencies sometimes provide seasonal employment and may have an effect on the local rate of unemployment.

# Socioeconomic Trends

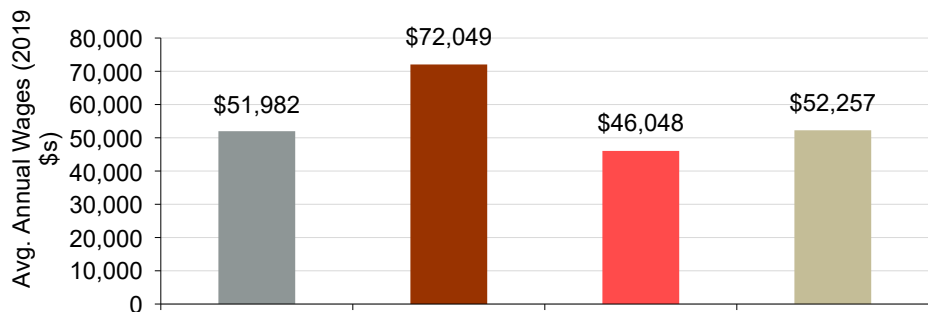
## Natrona County, WY

### Wages by Industry

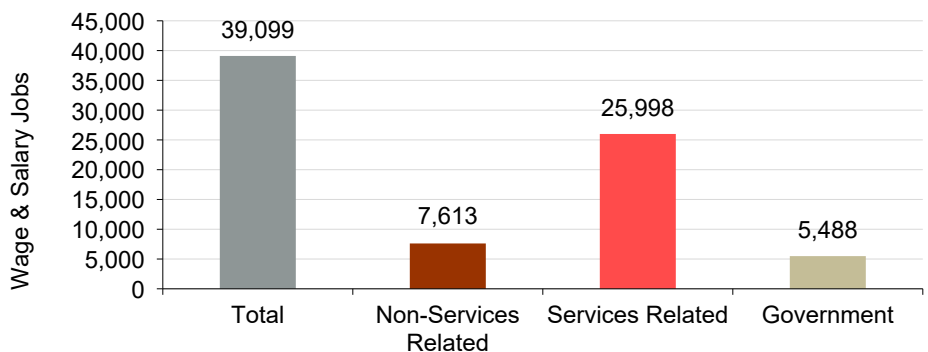
Employment and Wages in 2019	Wage & Salary Employment	% of Total Employment	Avg. Annual Wages (2019 \$s)	% Above or Below Avg.
<b>Total</b>	<b>39,099</b>		<b>\$51,982</b>	
Private	33,611	86.0%	\$51,937	-0.1%
Non-Services Related	7,613	19.5%	\$72,049	38.6%
Natural Resources and Mining	2,974	7.6%	\$92,198	77.4%
Agriculture, forestry, fishing & hunting	111	0.3%	\$32,279	-37.9%
Mining (incl. fossil fuels)	2,863	7.3%	\$94,521	81.8%
Construction	2,845	7.3%	\$58,238	12.0%
Manufacturing (Incl. forest products)	1,795	4.6%	\$60,515	16.4%
Services Related	25,998	66.5%	\$46,048	-11.4%
Trade, Transportation, and Utilities	8,686	22.2%	\$48,947	-5.8%
Information	381	1.0%	\$40,304	-22.5%
Financial Activities	1,996	5.1%	\$60,528	16.4%
Professional and Business Services	2,822	7.2%	\$53,842	3.6%
Education and Health Services	6,041	15.5%	\$54,430	4.7%
Leisure and Hospitality	4,627	11.8%	\$19,083	-63.3%
Other Services	1,432	3.7%	\$45,770	-12.0%
Unclassified	12	0.0%	\$103,407	98.9%
Government	5,488	14.0%	\$52,257	0.5%
Federal Government	622	1.6%	\$78,162	50.4%
State Government	695	1.8%	\$58,738	13.0%
Local Government	4,171	10.7%	\$47,314	-9.0%

Wages & Employment by Industry, Natrona County, WY, 2019

- In 2019 non-services related jobs paid the highest wages (\$72,049) and services related jobs paid the lowest (\$46,048).



- In 2019 trade, transportation, and utilities jobs employed the largest number of people (25,998), and federal government employed the smallest (5,488 jobs).



Data Sources: U.S. Department of Labor. 2020. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).

# Socioeconomic Trends

## Natrona County, WY

### Wages by Industry

#### What do we measure on this page?

This page describes employment and average annual wages by industry. It is sometimes the case that industries that pay well employ few people. Use the table on this page to understand how wages relate to the share of employment contributed by each industry.

**Average Annual Wages:** Total annual pay divided by total employment.

The data on this page are from the Bureau of Labor Statistics (BLS), which is the most reliable source of national data on average annual wages.<sup>19, 20, 21</sup> However, unlike the Bureau of Economic Analysis data used in other sections of this report, these data do not include proprietors or the value of benefits and are summarized into slightly different industry categories. As reported by BLS, wages include gross wages and salaries, bonuses, stock options, tips and other gratuities, and the value of meals and lodging.

The table compares level of employment and wages for all sectors of the economy and shows (in the far-right column) whether the sector's wages are above or below the average wage for all industries.

Depending on the areas selected, some data may not be available due to disclosure restrictions.

"Average annual wages" shown on this page is not the same as "average earnings per job" shown earlier in this report. Average annual wages are calculated from BLS data, which do not include proprietors, while earnings per job are calculated from Bureau of Economic Analysis data, which include proprietors.

#### Why is it important?

It is sometimes assumed, particularly in rural areas, that the only high-wage jobs are in manufacturing and natural resource industries (e.g., timber, fossil fuel energy development, and mining). While these jobs often provide high average wages, some services-related industries also offer high wages (e.g., information, financial activities, and professional and business services).

Nearly all new jobs created since 1990 have been in services-related industries, but they are not equally distributed across the country, and not all areas are able to attract and retain the relatively high-wage service-related jobs. The elements required to attract and keep high-wage service-related workers may include access to reliable transportation including airports, amenities, recreation opportunities, a trained workforce, and good schools.<sup>22, 23</sup>

In some areas, the highest-paying jobs are in the public sector. During recessions, government jobs may serve as an economic buffer against declining employment and earnings in the private sector.

# Socioeconomic Trends

## Natrona County, WY

### Proprietors (self-employed)

	1970	2000	2019	Change 2000-2019
Total Employment	25,733	43,624	55,034	11,410
Wage and salary jobs	21,793	34,476	41,466	6,990
Number of proprietors	3,940	9,148	13,568	4,420

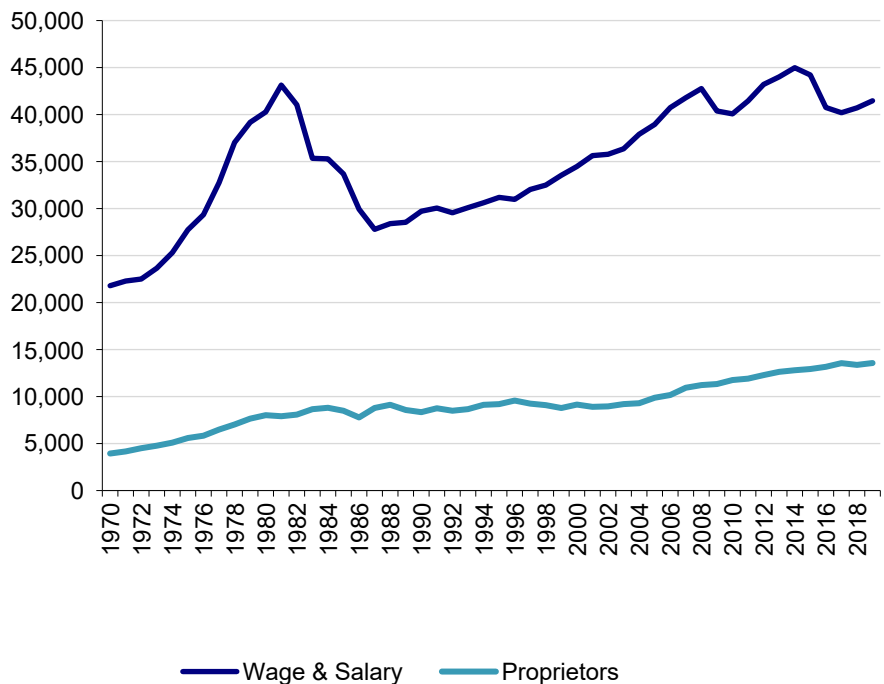
  

	% Change 2000-2019			
Total Employment				26.2%
Wage and salary jobs	84.7%	79.0%	75.3%	20.3%
Number of proprietors	15.3%	21.0%	24.7%	48.3%

All employment data in the table above are reported by *place of work* and include both full-time and part-time workers.

Components of Employment, Natrona County, WY

- From 1970 to 2019, wage and salary employment (people who work for someone else) grew from 21,793 to 41,466, a 90% increase.
- From 1970 to 2019, proprietors (the self-employed) grew from 3,940 to 13,568, a 244% increase.



Data Sources: U.S. Department of Commerce. 2020. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).



# Socioeconomic Trends

## Natrona County, WY

### Proprietors (self-employed)

#### What do we measure on this page?

This page describes the changes in two components of employment: wage and salary employment, and proprietors.

**Wage and Salary:** This is a measure of the average annual number of full-time and part-time jobs by place of work. All jobs for which wages and salaries are paid are counted. Full-time and part-time jobs are counted with equal weight.<sup>24</sup>

**Proprietors:** This term includes the self-employed in nonfarm and farm sectors by place of work. Nonfarm self-employment consists of the number of sole proprietorships and the number of individual business partners not assumed to be limited partners. Farm self-employment is defined as the number of non-corporate farm operators, consisting of sole proprietors and partners.<sup>25</sup>

For more detailed information about farm employment and earnings, create an EPS Agriculture report at <https://headwaterseconomics.org/eps>.

#### Why is it important?

A high level of growth in proprietors' employment could be interpreted as a sign of entrepreneurial activity, which is a positive indicator of economic health.<sup>26</sup> However, in some areas and particularly in remote rural areas, it is possible that a high proportion of self-employed is an indication that few jobs are available. People may work for themselves because it is the only alternative or they may work for themselves in addition to holding a wage and salary job.

One way to see whether growth and a high level of proprietors' employment is a positive sign for the local economy is to look at the long-term trends in proprietors' personal income. When proprietors' employment and real personal income are both rising, this is a healthy indicator of entrepreneurial activity. On the other hand, rising proprietors' employment and falling real personal income can be a sign of economic stress. The following section of this report examines this relationship.

# Socioeconomic Trends

## Natrona County, WY

### Wages and Proprietors' Income

	1970	2000	2019	Change 2000-2019
Earnings by place of work	1,269,194	2,283,084	4,424,158	2,141,074
Wage & salary disbursements	977,394	1,516,567	2,212,282	695,715
Supplements to wage & salary	109,452	288,935	531,790	242,855
Proprietors' income	182,348	477,582	1,680,086	1,202,504

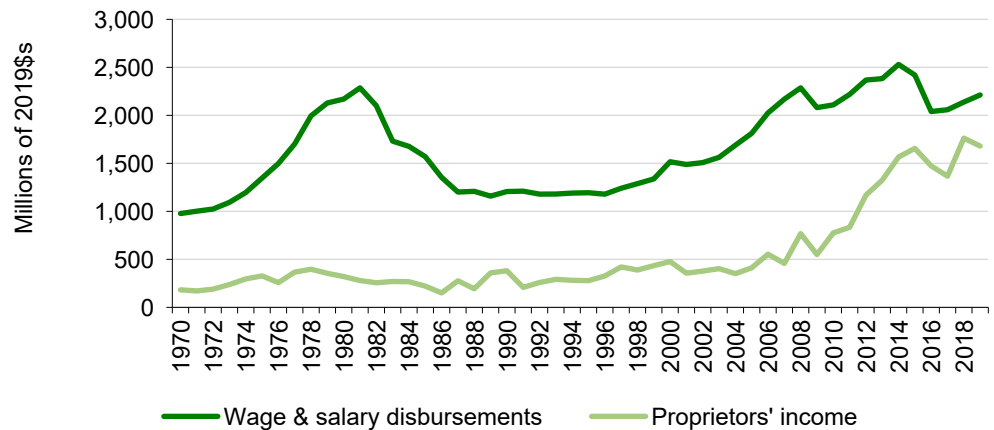
#### Percent of Total

				% Change 2000- 2019
Earnings by place of work				93.8%
Wage & salary disbursements	77.0%	66.4%	50.0%	45.9%
Supplements to wage & salary	8.6%	12.7%	12.0%	84.1%
Proprietors' income	14.4%	20.9%	38.0%	251.8%

All income data in the table above are reported by *place of work*, which is different than earnings by *place of residence* shown on the following page of this report.

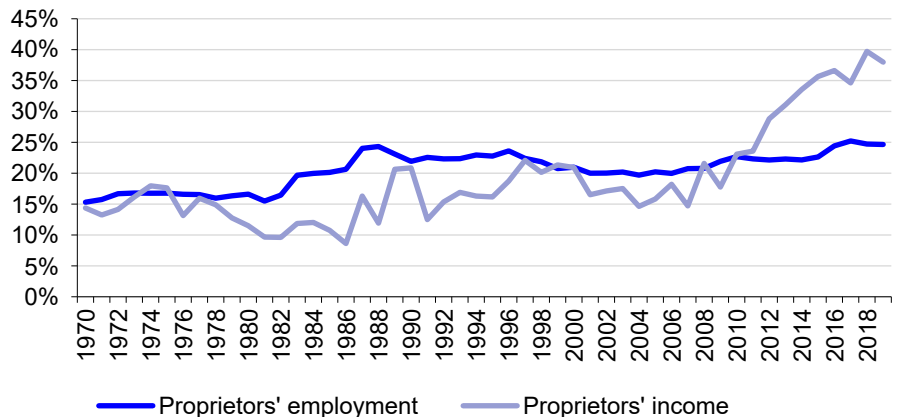
Components of Labor Earnings, Natrona County, WY

- From 1970 to 2019, labor earnings from wage and salary employment grew from \$977.4 million to \$2,212.3 million (in real terms), a 126% increase.
- From 1970 to 2019, labor earnings from proprietors' employment grew from \$182.3 million to \$1,680.1 million (in real terms), a 821% increase.



Proprietors' Employment Share of Employment & Proprietors' Income Share of Labor Earnings, Natrona County, WY

- In 1970, proprietors represented 15% of total employment. By 2019, proprietors represented 25% of total employment.
- In 1970, proprietors represented 14% of total labor earnings. By 2019, proprietors represented 38% of total labor earnings.



Data Sources: U.S. Department of Commerce. 2020. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).

# Socioeconomic Trends

## Natrona County, WY

### Wages and Proprietors' Income

#### What do we measure on this page?

This page describes the components of labor earnings (in real terms): income from wage and salary, and proprietors' employment. It also looks more closely at proprietors, comparing long-term trends in proprietors' employment and personal income.

**Earnings by Place of Work:** This represents net earnings by place of work.

**Wage and Salary Disbursements:** This is a measure of the average annual number of full-time and part-time jobs in each area by place of work. All jobs for which wages and salaries are paid are counted. Full-time and part-time jobs are counted with equal weight.

**Proprietors' Income:** This term includes the self-employed in nonfarm and farm sectors. Nonfarm self-employment consists of the number of sole proprietorships and the number of individual business partners not assumed to be limited partners. Farm self-employment is defined as the number of non-corporate farm operators, consisting of sole proprietors and partners.

For more detailed information about farm employment and earnings, create an EPS Agriculture report at <https://headwaterseconomics.org/eps>.

#### Why is it important?

The table and figures can be used to compare the relative importance, and change in importance, of wage and salary jobs and proprietors as a source of employment and earnings.

Rapid growth and/or high proportions of proprietors' employment and income can be a sign of a healthy economy that is attracting entrepreneurs and stimulating business development, especially when paired with population growth and low unemployment. However, if labor earnings are flat or declining, high levels of proprietors may indicate a lack of opportunity.

# Socioeconomic Trends

## Natrona County, WY

### Commuting Patterns

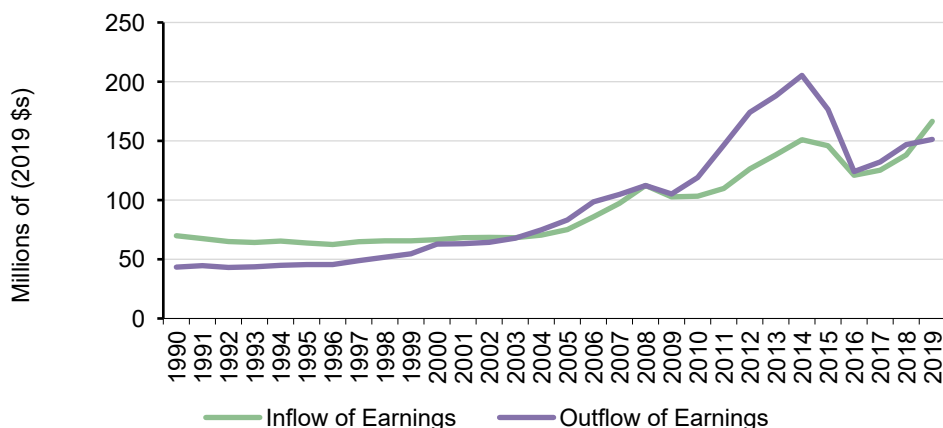
Personal income in thousands of 2019 \$s

	1990	2010	2019	Change 2010-2019
Total Personal Income	2,545,403	4,369,001	5,764,702	1,395,701
<b>Cross-County Commuting Flows</b>				
Inflow of Earnings	69,892	103,277	166,486	63,209
Outflow of Earnings	43,381	119,075	151,253	32,178
Net Residential Adjustment (In - Outflow)	26,511	-15,799	15,233	31,032
				<b>% Change 2010-2019</b>
<b>Percent of Total</b>				
Net Residential Adjustment Share of Total Personal Income	1.0%	-0.4%	0.3%	0.6%

Data are only available at the county level (i.e., this page will be blank for aggregated geographies, states, and the U.S.). Total personal income is reported by *place of residence*.

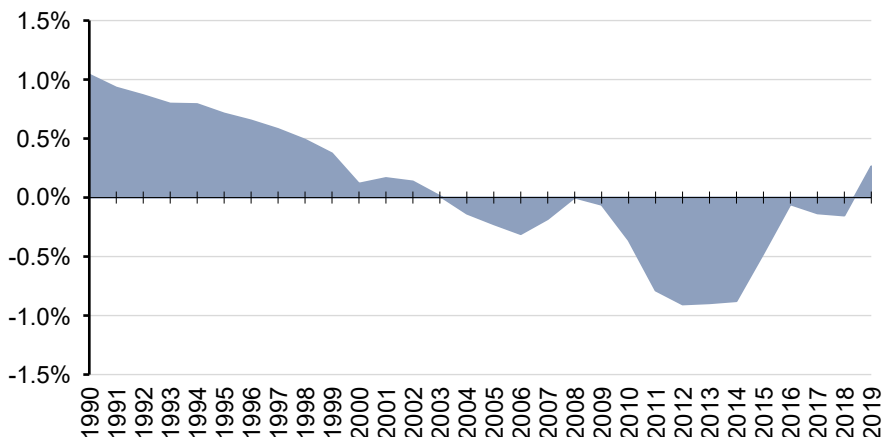
- From 1990 to 2019 inflow of earnings grew from \$69.9 million to \$166.5 million (in real terms), a 138% increase.
- From 1990 to 2019 outflow of earnings grew from \$43.4 million to \$151.3 million (in real terms), a 249% increase.

Inflow & Outflow of Earnings, Natrona County, WY



Net Residential Adjustment as Share of Total Personal Income, Natrona County, WY

- From 1990 to 2019, net residential adjustment (inflow - outflow) changed from 1.0 to .3 percent of total personal income.



Data Sources: U.S. Department of Commerce. 2020. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C., reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).

# Socioeconomic Trends

## Natrona County, WY

### Commuting Patterns

#### What do we measure on this page?

This page describes the flow of earnings into the county by residents who work in neighboring counties ("inflow" of earnings because they bring money home); the flow of earnings by residents from neighboring counties who commute into the county for work ("outflow" of earnings because they take their earnings with them); and the difference between the two ("net residential adjustment").<sup>19, 20, 21</sup>

If net residential adjustment is positive (inflow exceeds outflow), it means county residents commute outside the county for work and bring back more personal income than leaves the county in net terms. If net residential adjustment is negative (outflow exceeds inflow), it means the economy of the county attracts workers from nearby counties and loses more personal income than it brings into the county in net terms.

**Inflow of Earnings:** The gross annual earnings of in-commuters (i.e., people who work out of the county and bring money home).

**Outflow of Earnings:** The gross annual earnings of out-commuters (i.e., people who work in the county but live elsewhere and take their earnings with them).

**Net Residence Adjustment:** The net inflow of labor earnings of inter-area commuters.<sup>22, 23</sup>

Note: Data are only available at the county level, and begin in 1990 because that is the year the Bureau of Economic Analysis began reporting these data.

#### Why is it important?

One indicator of economic health for a county is whether it is able to attract workers from nearby counties. This could be the case if a county has a surplus of jobs that attract workers from adjacent counties and would be indicated by a negative net residential adjustment. Another possibility is that expensive housing in the county has driven some workers to live in relatively more affordable neighboring counties that have become "bedroom communities."

Alternatively, it is possible that a county with a positive net residential adjustment is a more desirable place to live (people are willing to commute and/or telecommute to work in order to live there for quality of life reasons). Commuting and telecommuting workers may also contribute to the economy by spending their money in the local area (essentially exporting work and importing wages).

Long-term trends in inflow, outflow, and net residential adjustment help to describe the role that the county's economy has played over time in a multi-county area. For example, a net residential adjustment that was positive but today is negative indicates that county residents used to have to commute to neighboring counties for work but today the reverse is true and the county attracts workers from neighboring counties.

If net residential adjustment is a large share of earnings (e.g., 10% or higher), it may indicate that the appropriate unit of analysis is a multi-county area that encompasses the entire labor market.

# Socioeconomic Trends

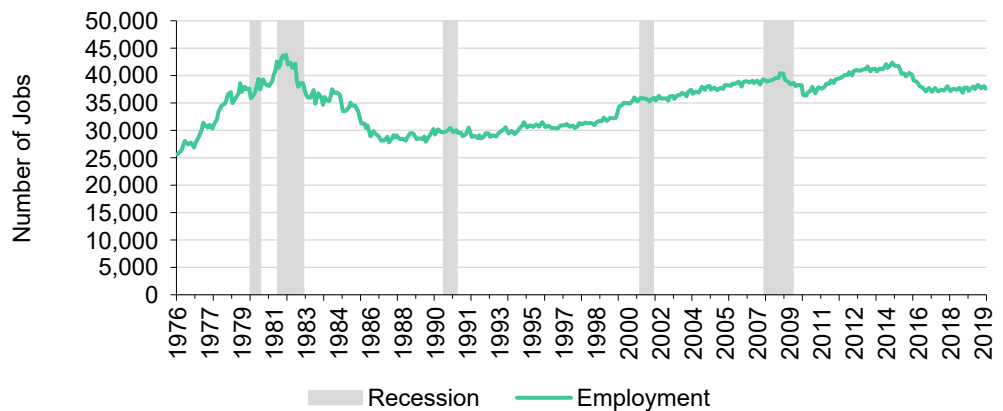
## Natrona County, WY

### Employment During National Recessions

National Recessions, 1976-2020	Jan '80 - July '80	July '81 - Nov '82	July '90 - Mar '91	Mar '01 - Nov '01	Dec '07 - June '09
Employment Change (Net Jobs)	1,655	-2,793	394	69	-605
Employment Change (Monthly % Change)	0.7%	-0.4%	0.1%	0.0%	-0.1%

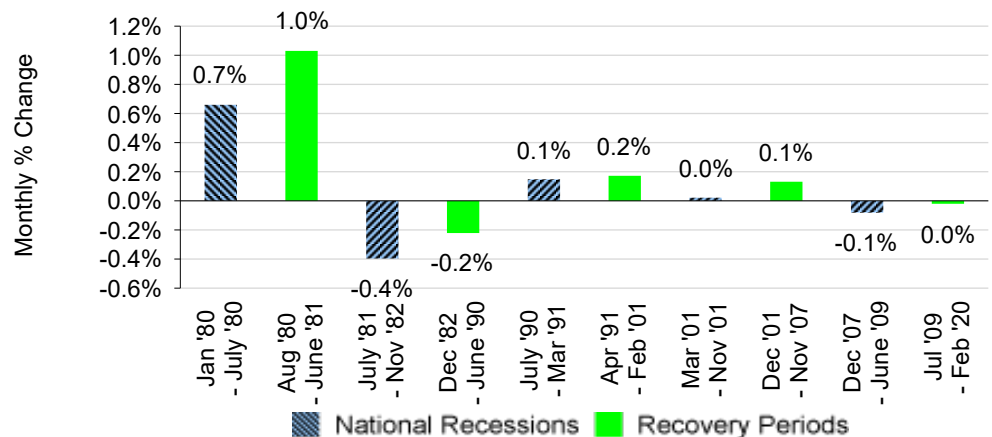
Recovery from National Recessions, 1976-2020	Aug '80 - June '81	Dec '82 - June '90	Apr '91 - Feb '01	Dec '01 - Nov '07	Jul '09 - Feb '20
Employment Change (Net Jobs)	4,328	-7,541	6,047	3,395	-1,006
Employment Change (Monthly % Change)	1.0%	-0.2%	0.2%	0.1%	0.0%

Employment & National Recessions, Natrona County, WY



- From February of 1976 to February of 2020, employment grew from 25,428 to 37,684 jobs, a 48% increase.

Monthly Rate of Change in Employment During Recessions & Recovery Periods, Natrona County, WY



- In the recovery period (Dec '82-Jun '90) following the 1981-1982 recession, employment shrank by 7,541 jobs, a 0.2% monthly decrease.

Blue vertical bars in the figures above represent the last five recession periods: January 1980 to July 1980; July 1981 to November 1982; July 1990 to March 1991; March 2001 to November 2001; and December 2007 to June 2009. The green columns in the figure above represent the intervening recovery periods.

Data Sources: U.S. Department of Labor. 2020. Bureau of Labor Statistics, Local Area Unemployment Statistics, Washington, D.C.; National Bureau of Economic Research. 2009. U.S. Business Cycle Expansions and Contractions, Cambridge, MA, reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).

## Employment During National Recessions

### What do we measure on this page?

This page describes long-term trends in employment during national recessions and recovery periods.<sup>32, 33</sup>

The Employment and National Recessions graph shows long-term change in employment against periods of national recession (blue bars) and recovery. The Employment During Recessions and Recovery Periods graph shows the percent gain or loss in employment during periods of national recession (blue bars) and recovery (green bars).

**Recession:** According to the National Bureau of Economic Research: "A recession is a significant decline in economic activity spread across the economy, lasting more than a few months, normally visible in real GDP, real income, employment, industrial production, and wholesale-retail sales. A recession begins just after the economy reaches a peak of activity and ends as the economy reaches its trough. Between trough and peak, the economy is in an expansion."

The U.S. Bureau of Labor Statistics changed methodology related to unemployment rates in 1990. Caution should be used comparing pre-1990 estimates of unemployment rates with those from 1990 forward.<sup>34</sup>

### Why is it important?

One measure of economic well-being is the resilience of the local economy during periods of national recession. It is a positive sign if local employment continues to grow (or does not decline) during a recession.<sup>35</sup>

Another sign of economic well-being is how well the local economy recovers from a recession, measured as growth of employment from the trough (at the depth of the recession) to the peak (just before the next period of decline).

As the economy of a place diversifies, it can become more resilient to economic downturns. Places that attract new residents, retain manufacturing, and support a high-tech economy tend to be less affected by economic downturns.

Government employment is more stable and can help to absorb some of the losses in private sector economic activity during a recession.

# Socioeconomic Trends

## Natrona County, WY

### Comparisons

Indicators		Natrona County, WY	Wyoming	Ratio of Natrona County, WY vs. Wyoming
Trends	Population, % change, 2000-2019	19.9%	17.1%	116%
	Employment, % change, 2000-2019	26.2%	27.1%	97%
	Personal Income, % change, 2000-2019	79.2%	66.1%	119%
	Average Earnings per Job, % change, 2000-2019	53.6%	27.2%	197%
	Per Capita Income, % change, 2000-2019	49.5%	41.9%	118%
Prosperity	Avg. Earnings per Job, 2019	\$80,390	\$56,828	141%
	Per Capita Income, 2019	\$72,187	\$62,189	116%
	Services, Avg. Annual Wages, 2019	\$46,048	\$41,529	111%
	Non-Services, Avg. Annual Wages, 2019	\$72,049	\$71,487	101%
	Government, Avg. Annual Wages, 2019	\$52,257	\$50,546	103%
Stress	Unemployment Rate, change 2000-2019	-0.1%	-0.3%	133%
	Unemployment Rate, 2019	3.9%	3.6%	108%
Structure	Proprietors, % of Jobs, 2019	24.7%	27.9%	88%
	Non-Labor Income, % of Pers. Income, 2019	30.6%	43.2%	71%
	Services, % of Jobs, 2019	68.9%	60.6%	114%
	Non-Services, % of Jobs, 2019	20.2%	21.2%	95%
	Government, % of Jobs, 2019	10.8%	18.2%	60%
	Net inflow of labor earnings of inter-county commuters*	0.3%	0.0%	>300%

\* Displayed only when comparing a county to a benchmark county.

-100% 0% 100% 200% 300%

Data Sources: U.S. Department of Commerce. 2020. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C.; U.S. Department of Labor. 2020. Bureau of Labor Statistics, Local Area Unemployment Statistics, Washington, D.C.; U.S. Department of Labor. 2020. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, Washington, D.C.; reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).



# Socioeconomic Trends

## Natrona County, WY

### Comparisons

#### What do we measure on this page?

This page compares key performance indicators for the selected location(s) to the selected comparison area. (If no custom comparison area was selected, EPS defaults to comparing against the U.S.) Performance indicators are organized by groups (Trends, Prosperity, Stress, and Structure) that highlight potential competitive strengths and weaknesses.

The percent, or relative, difference between the selected geography and the comparison area is calculated by dividing the difference between the values by the arithmetic mean of the values.

In some cases it may be appropriate to compare a local economy to the U.S. economy. In most cases, however, it will be more useful to compare county or regional economies to similar county or regional economies. For example, if the county being analyzed is small and rural, it should be compared to similar counties because comparing against the U.S. will include data from large metropolitan areas.

Some indicators require a judgment call to decide whether they represent a positive or negative indicator of well-being. For example, a high percentage of personal income in the form of non-labor income could mean the location has done a good job of attracting retirees and investment income. However, it could also mean that there is very little labor income so non-labor income is relatively larger.

The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act (NFMA).

#### Why is it important?

A number of indicators determine the economic health of a place. No single indicator should be used by itself. Rather, a range of indicators should be analyzed to derive a comprehensive view of the economy.

The indicators in this report can be used to gauge both standard of living (through factors such as earnings per job and per capita income) and growth (through factors such as change in population, employment, and personal income). When comparing performance among places, it may be important to consider additional measures that are not provided in this report, such as leisure time, crime rate, health statistics, sense of well-being, and other factors that represent quality of life.

Detailed data on a range of topics, including in-depth reports on individual industries, can be obtained by creating other EPS reports at <https://headwaterseconomics.org/eps>.

# Socioeconomic Trends

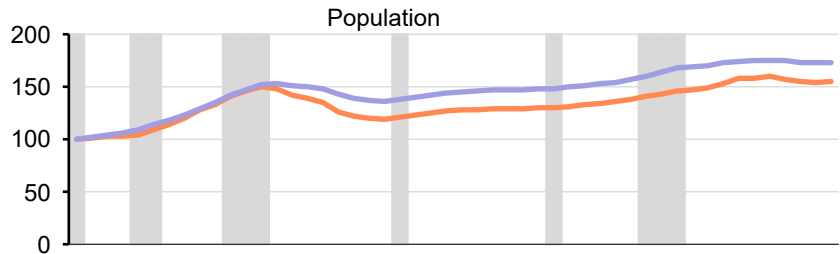
## Natrona County, WY

### Comparisons

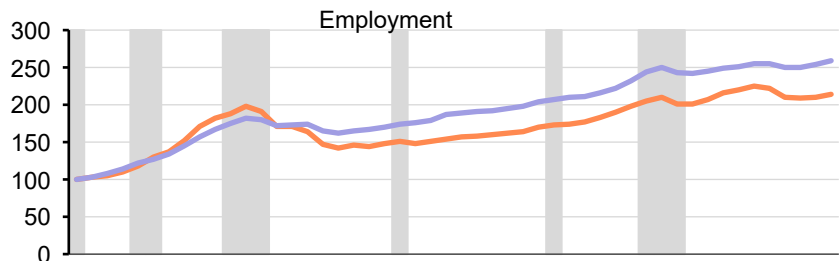
Natrona County, WY compared to Wyoming

Recession Natrona County, WY Wyoming

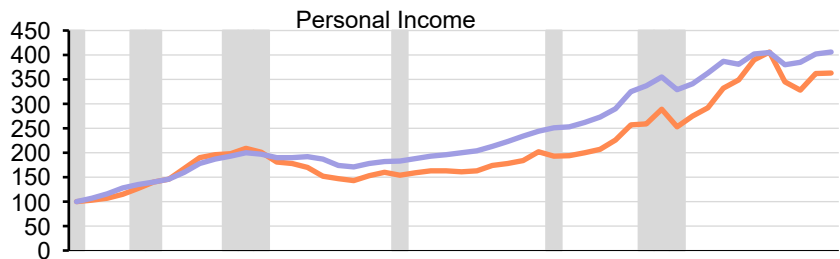
- From 1970 to 2019, population in Natrona County, WY grew by 55% compared to 73% for the Wyoming.



- From 1970 to 2019, employment in Natrona County, WY grew by 114% compared to 159% for the Wyoming.



- From 1970 to 2019, personal income in Natrona County, WY grew by 263% compared to 306% for the Wyoming.



- From 1976 to 2019, the unemployment rate in Natrona County, WY grew by 30% compared to -9% for the Wyoming.



Data Sources: U.S. Department of Commerce. 2020. Bureau of Economic Analysis, Regional Economic Accounts, Washington, D.C.; U.S. Department of Labor. 2020. Bureau of Labor Statistics, Local Area Unemployment Statistics, Washington, D.C.; reported by Headwaters Economics' Economic Profile System, [headwaterseconomics.org/eps](http://headwaterseconomics.org/eps).

# Socioeconomic Trends

Natrona County, WY

## Comparisons

### What do we measure on this page?

This page describes trends in key performance indicators (change in population, employment, real personal income, and the unemployment rate) for the selected area and compared to the comparison area. Gray vertical bars indicate periods of national recession.

Data are indexed to the start year for each indicator so that data from areas of different sizes can be compared. The charts are useful for showing the relative difference in the rate of change for each indicator.

The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act (NFMA).

Information for a range of locations and measures can be obtained by creating additional EPS reports at <https://headwaterseconomics.org/eps>.

### Why is it important?

This page shows long-term economic performance at a glance. It enables the reader to compare performance between places, and evaluate how performance was impacted by national business cycles.

# Socioeconomic Trends

## Natrona County, WY

### Data Sources & Methods

This Socioeconomic Trends report uses national statistics from public government sources. All data used in EPS can be readily verified with the original sources:

- **Regional Economic Accounts**

Bureau of Economic Analysis, U.S. Department of Commerce  
<http://bea.gov/data/economic-accounts/regional>  
Tel. 202-606-9600

- **Local Area Unemployment Statistics**

Bureau of Labor Statistics, U.S. Department of Labor  
<http://www.bls.gov/lau>  
Tel. 202-691-6392

- **Quarterly Census of Employment and Wages**

Bureau of Labor Statistics, U.S. Department of Labor  
<http://www.bls.gov/cew>  
Tel. 202-691-6567

- **Population**

Census Bureau, U.S. Department of Commerce.  
<https://www.census.gov/topics/population.html>  
Tel. 800-923-8282

- **National Bureau of Economic Research**

<http://www.nber.org/cycles/recessions.html>  
Tel. 617-868-3900

#### EPS core approaches

EPS is designed to focus on long-term trends across a range of important measures. Trend analysis provides a more comprehensive view of changes than spot data for select years. We encourage users to focus on major trends rather than absolute numbers. EPS displays detailed industry-level data to show changes in the composition of the economy over time and the mix of industries at points in time. EPS employs cross-sectional benchmarking – comparing smaller areas such as counties to larger regions, states, and the nation – to give a sense of relative performance. EPS allows users to aggregate data for multiple locations to allow for more sophisticated cross-sectional comparisons.

#### Industrial Classifications

Industry data reported in EPS come from data sources that use standard industry classification systems. Starting in the 1930s, the Standard Industrial Classification (SIC) system served as the structure for the collection, aggregation, presentation, and analysis of industry data. Under SIC, which used a four-digit coding structure, an industry consisted of a group of establishments primarily engaged in producing or handling the same product or group of products or in rendering the same services. As the U.S. economy shifted from a primary emphasis on manufacturing to a more complex services economy, SIC became less useful for describing the economy's changing industrial composition.

The North American Industry Classification System (NAICS), developed using a production-oriented conceptual framework, groups establishments into industries based on the activity in which they are primarily engaged. NAICS uses a six-digit hierarchical coding system to classify all economic activity into 20 industry sectors. Five sectors are mainly goods-producing sectors and 15 are entirely services-producing sectors.

#### Adjusting dollar figures for inflation

Because a dollar in the past was worth more than a dollar today, data reported in current dollar terms should be adjusted for inflation. The U.S. Department of Commerce reports personal income figures in terms of current dollars. All income data in EPS are adjusted to real (or constant) dollars using the Consumer Price Index. Figures are adjusted to the latest date for which the annual Consumer Price Index is available.

#### Data gaps and estimation

Some data are withheld by the federal government to avoid the disclosure of potentially confidential information. Headwaters Economics uses supplemental data from the U.S. Department of Commerce to estimate these data gaps. These are indicated with tildes (~) in tables. Documentation explaining methods developed by Headwaters Economics for estimating disclosure gaps is available at <https://headwaterseconomics.org/eps>.

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### Endnotes

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- 1 - In addition to the U.S. Census Bureau county classifications offered here, several other county classification systems are available: the Economic Research Service of the U.S. Department of Agriculture offers a county classification system based on economic dependence on particular sectors (for example, "Farming-dependent," Mining-dependent"), economic activity ("Non-metro recreation"), and policy type (for example, "Housing-stress" or "Persistent poverty"). The Economic Research Service's "Rural-Urban Continuum Codes" codes with explanation can be found at <https://www.ers.usda.gov/data-products/rural-urban-continuum-codes/>. Headwaters Economics developed a "Three Wests" county typology for all counties in the 11 contiguous western U.S. states based on access to markets via highway or air travel. Its web site (<https://headwaterseconomics.org/economic-development/trends-performance/three-wests-explained/>) offers sortable county data, a journal article on the subject, and an interactive tool that allows users to compare economic and demographic data for "Metro," "Connected," and "Isolated" counties across the West.
- 2 - Population and Housing Unit Estimates. U.S. Census Bureau. <https://www.census.gov/programs-surveys/popest/about.html>.
- 3 - The U.S. Census Bureau provides a tool for mapping migration flows into and out of all counties in the country: <https://flowsmapper.geo.census.gov/map.html>.
- 4 - For a comprehensive cost of living index, see <http://livingwage.mit.edu/pages/about>.
- 5 - A 2006 study documented that workers would accept lower wages in order to live closer to environmental amenities. See: Schmidt L and Courant PN. 2006. Sometimes Close is Good Enough: The Value of Nearby Environmental Amenities. *Journal of Regional Science* 46(5):931-951. See also: Deller SC, Tsai T-H, Marcouiller DW, and English DBK. 2001. The Role of Amenities and Quality of Life in Rural Economic Growth. *American Journal of Agricultural Economics* 83(2): 352-365.
- 6 - The Occupational Outlook Handbook, published by the Bureau of Labor Statistics, contains descriptions of all occupations, median pay, and the education and training required for each: <https://www.bls.gov/ooh/>.
- 7 - To see the possible impact of non-labor income sources on per capita income, see previous sections of this report that show the percent contribution of non-labor to total personal income, or create an EPS Non-Labor Income report at <https://headwaterseconomics.org/eps>.
- 8 - A 2014 study analyzed the impact of types of non-labor income on socioeconomic performance. See: Lawson MM, Rasker R, and Gude PH. 2014. The importance of non-labor income: An analysis of socioeconomic performance in western counties by type of non-labor income. *Journal of Regional Analysis and Policy* 44(2): 175-190.
- 9 - For online SIC and NAICS manuals and definitions of industry codes, see <https://www.census.gov/naics/> and [https://www.osha.gov/pls/imis/sic\\_manual.html](https://www.osha.gov/pls/imis/sic_manual.html).
- 10 - Documentation explaining methods developed by Headwaters Economics for estimating disclosure gaps is available at <https://headwaterseconomics.org/eps>.
- 11 - According to estimates by the U.S. Department of Labor, from 2008 through 2018 "goods-producing" employment in the U.S. (mining, construction, and manufacturing) will not grow. By 2018, goods-producing sectors will account for 12.9 percent of all jobs, down from 14.2 percent in 2008. In contrast, "service-producing" sectors are expected to account for 96 percent of the growth in new jobs. The fastest growing are projected to be professional and business services, and health care and social assistance. See: Bartsch KJ. 2009. The employment projections for 2008-18. *Monthly Labor Review Online* 132(11): 3-10. <https://www.bls.gov/opub/mlr/2009/11/art1full.pdf>.

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### Endnotes (cont.)

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- 12 - The Bureau of Labor Statistics provides industry employment projections to 2024: <https://www.bls.gov/opub/mlr/2015/article/industry-employment-and-output-projections-to-2024.htm>.
- 13 - For an overview of how historical changes in employment have affected rural America, see Whitenar, LA and McGranahan DA. 2003. Rural America: Opportunities and Challenges. *Amber Waves* 1(1):1-8 available at [https://www.agclassroom.org/teen/ars\\_pdf/social/amber/rural\\_america.pdf](https://www.agclassroom.org/teen/ars_pdf/social/amber/rural_america.pdf).
- 14 - The Economic Research Service of the U.S. Department of Agriculture is a good source for articles and data on the rural economy: <https://www.ers.usda.gov/topics/rural-economy-population/>.
- 15 - See the Bureau of Labor Statistics' explanation of seasonal adjustments at <https://www.bls.gov/cps/seasfaq.htm>.
  
- 16 - For more information on unemployment, see related Bureau of Labor Statistics resources available at <https://www.bls.gov/cps/faq.htm>.
- 17 - The U.S. Department of Labor offers an explanation of seasonal and part-time employment: <https://www.dol.gov/general/topic/workhours/seasonalemployment>.
- 18 - For research findings on economic resiliency, see Chapple K and Lester TW. 2010. The resilient regional labour market? The U.S. case. *Cambridge Journal of Regions, Economy and Society* 3(1):85-104.
- 19 - For an overview of how the Bureau of Labor Statistics treats employment, see <https://www.bls.gov/bls/employment.htm>.
- 20 - For an overview of how the Bureau of Labor Statistics treats pay and benefits, see <https://www.bls.gov/bls/wages.htm>.
- 21 - Employment and wage estimates for more than 800 occupations are available from the Bureau of Labor Statistics. It is helpful to look at services by occupation rather than by sector or industry because wages vary dramatically across occupations associated with different services. For more information, see <https://www.bls.gov/oes/>.
  
- 22 - For a review of the role of public lands amenities and transportation in economic development, see Rasker R, Gude PH, Gude JA, van den Noort J. 2009. The Economic Importance of Air Travel in High-Amenity Rural Areas. *Journal of Rural Studies* 25: 343-353. [https://headwaterseconomics.org/wp-content/uploads/3wests/Rasker\\_et\\_al\\_2009\\_Three\\_Wests.pdf](https://headwaterseconomics.org/wp-content/uploads/3wests/Rasker_et_al_2009_Three_Wests.pdf).
- 23 - This article specifically captures the idea that amenity values are capitalized into wages: Knapp TA and Graves PE. 1989. On the Role of Amenities in Models of Migration and Regional Development. *Journal of Regional Science* 29(1):71-87.
- 24 - Glossary. Bureau of Economic Analysis. <https://www.bea.gov/help/glossary>.
- 25 - Regional Economic Accounts: Regional Definitions. Bureau of Economic Analysis. <https://www.bea.gov/data/economic-accounts/regional>.
- 26 - For an example of an academic study where proprietors' employment is considered an indication of entrepreneurial activity, see Mack E, Grubestic TH, and Kessler E. 2007. Indices of Industrial Diversity and Regional Economic Composition. *Growth and Change* 38(3):474-509.
- 27 - Regional Economic Accounts. Bureau of Economic Analysis. <https://www.bea.gov/data/economic-accounts/regional>.
- 28 - For a glossary of terms used by the Bureau of Economic Analysis with definitions, see <https://www.bea.gov/data/economic-accounts/regional>.
- 29 - The Decennial Census also reports the number of workers commuting between counties, see <https://www.census.gov/topics/employment/commuting.html>.

### Endnotes (cont.)

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- 30 - According to the Bureau of Economic Analysis: "Estimates of gross commuters' earnings inflow and outflow are derived from the residence adjustment estimates, which are the estimates of the net inflow of the earnings of inter-area commuters. In the personal income accounts, the residence adjustment estimates are added to place-of-work earnings estimates to yield place-of-residence earnings estimates. This conversion process is an important part of the local area economic accounts because personal income is a place-of-residence measure, whereas the data used to estimate over 60 percent of personal income is reported on a place-of-work basis."
- 31 - For a study documenting a negative residential adjustment that is considered a positive indicator, see Mack E, Grubestic TH, and Kessler E. 2007. Indices of Industrial Diversity and Regional Economic Composition. *Growth and Change* 38(3):474-509.
- 32 - For a definition of recession and recovery periods, see the National Bureau of Economic Research: Business Cycle Dating Committee available at [www.nber.org/cycles/recessions.html](http://www.nber.org/cycles/recessions.html).
- 33 - For a list of national recessions and recovery periods, see [www.nber.org/cycles/cyclesmain.html](http://www.nber.org/cycles/cyclesmain.html).
- 34 - For information regarding data collection and methodology for labor force statistics compiled by the Bureau of Labor Statistics, see <https://www.bls.gov/lau/laumthd.htm>. Please note that Local Area Unemployment Statistics data prior to 1990 are no longer supported by the Bureau of Labor Statistics.
- 35 - For research findings on economic resiliency, see: Chapple K and Lester TW. 2010. The resilient regional labour market? The U.S. case. *Cambridge Journal of Regions, Economy and Society* 3(1):85-104.