



Shawano County, WI

ECWRPC



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Menasha, Wisconsin 54952

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Report Parameters

1 County

55115	Shawano County, WI
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Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

40,910

Population (2020)

Population **decreased by 141** over the last 5 years and is projected to **decrease by 133** over the next 5 years.

14,368

Total Regional Employment

Jobs **decreased by 407** over the last 5 years but are projected to **grow by 493** over the next 5 years.

\$56.5K

Median Household Income (2019)

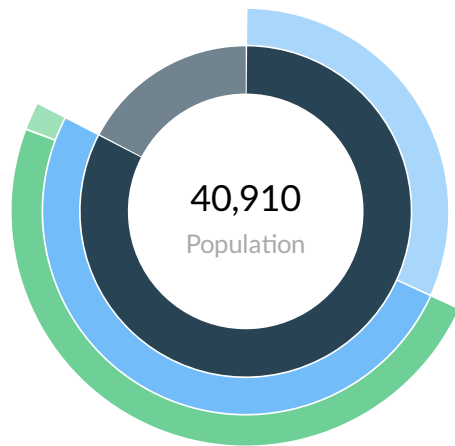
Median household income is **\$6.3K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **declined by 0.3%** since 2015, falling by 141. Population is expected to **decrease by 0.3%** between 2020 and 2025, losing 133.
- From 2015 to 2020, jobs **declined by 2.7%** in Shawano County, WI from 14,774 to **14,368**. This change **fell short of the national growth rate of 1.3% by 4.0%**. As the number of jobs declined, the **labor force participation rate decreased from 62.5% to 61.6% between 2015 and 2020**.
- Concerning educational attainment, **10.2% of Shawano County, WI residents possess a Bachelor's Degree** (9.9% below the national average), and **12.9% hold an Associate's Degree** (4.3% above the national average).
- The top three industries in 2020 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	40,910	20,806	14,368	98.4	\$1.18B	\$2.55B	\$1.53B
ECWRPC	671,917	352,927	335,574	98.9	\$35.16B	\$47.89B	\$47.87B
Wisconsin	5,848,151	3,038,273	3,074,986	100.0	\$331.57B	\$322.64B	\$342.03B

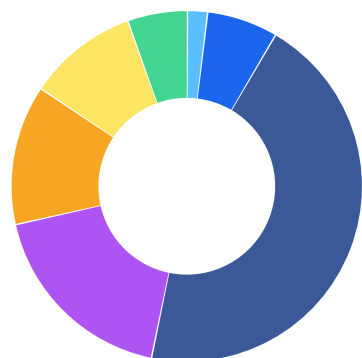
2020 Labor Force Breakdown



	Population
● Total Working Age Population	33,783
● Not in Labor Force (15+)	12,977
● Labor Force	20,806
● Employed	20,009
● Unemployed	797
● Under 15	7,128

Educational Attainment

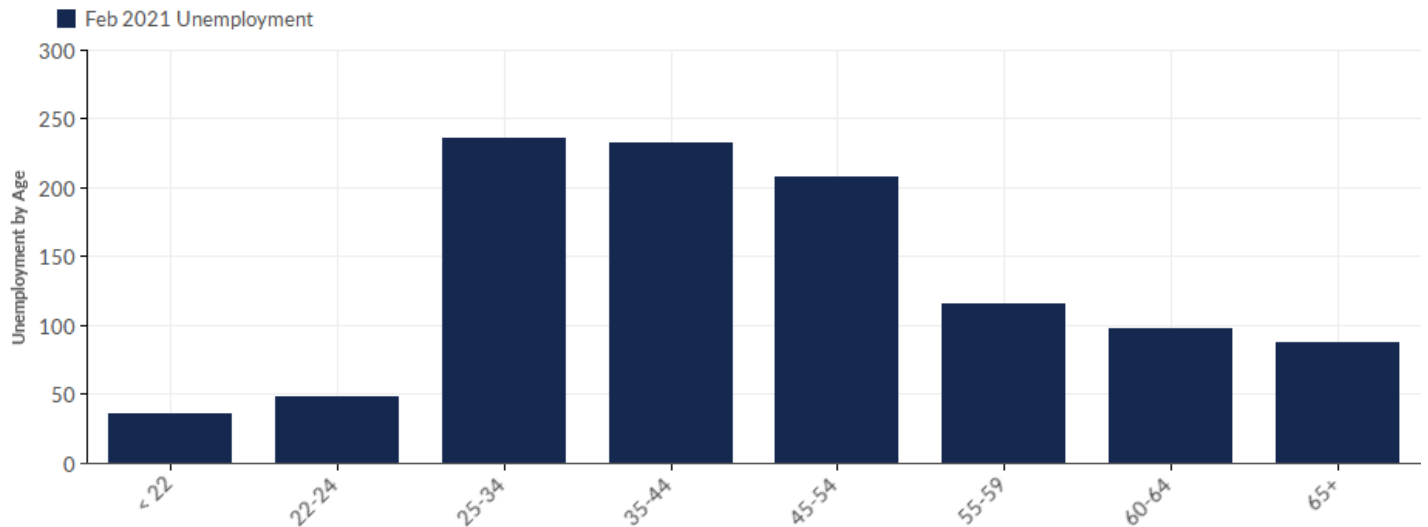
Concerning educational attainment, **10.2% of Shawano County, WI residents possess a Bachelor's Degree** (9.9% below the national average), and **12.9% hold an Associate's Degree** (4.3% above the national average).



	% of Population	Population
● Less Than 9th Grade	1.8%	542
● 9th Grade to 12th Grade	6.5%	1,928
● High School Diploma	44.8%	13,196
● Some College	18.3%	5,378
● Associate's Degree	12.9%	3,800
● Bachelor's Degree	10.2%	2,996
● Graduate Degree and Higher	5.5%	1,628

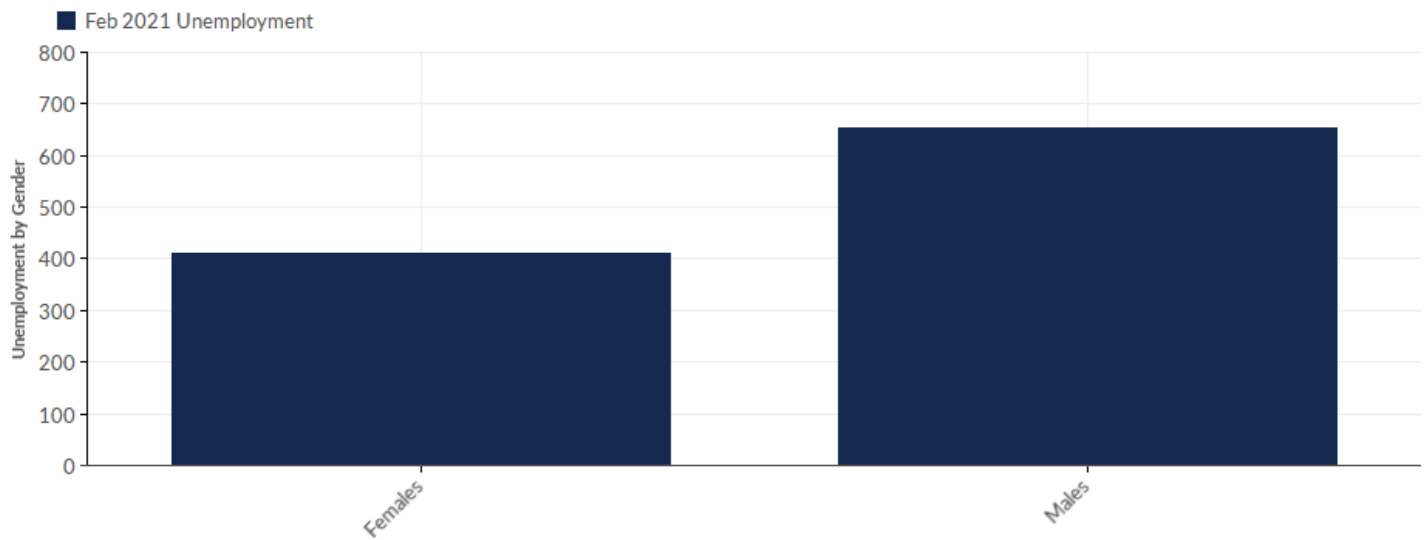
Unemployment by Demographics

Unemployment by Age



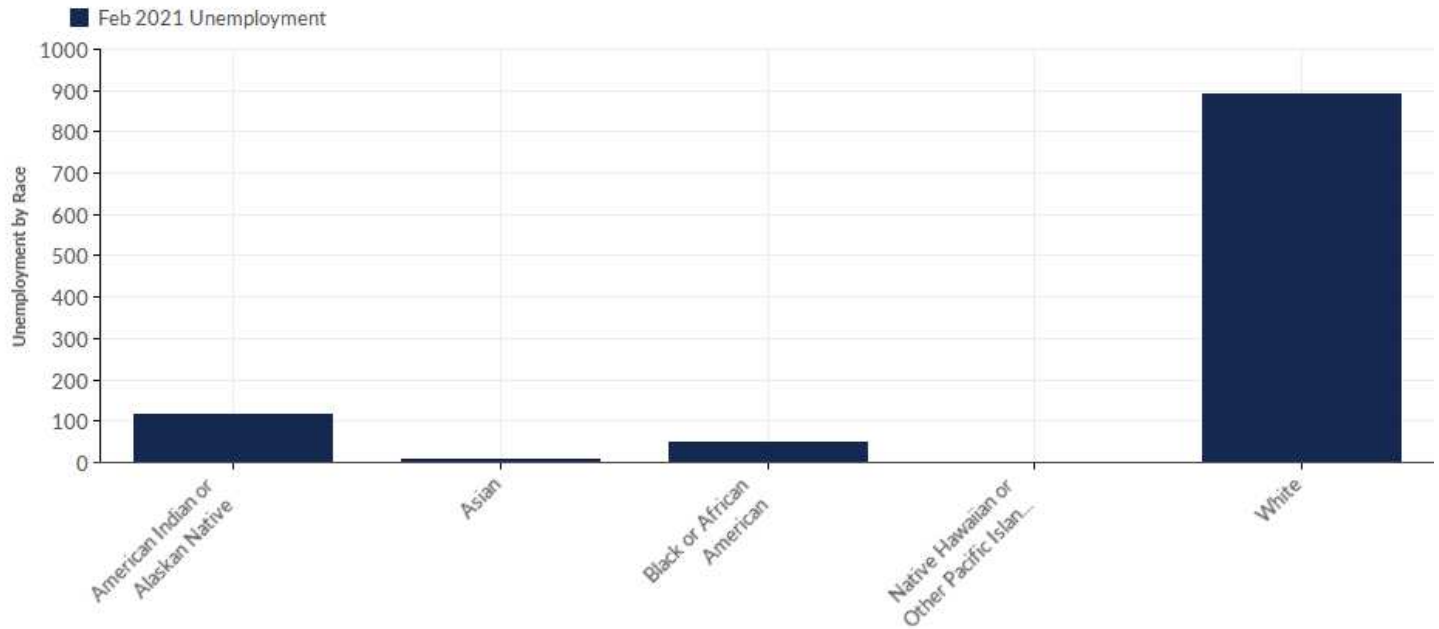
Age	Unemployment (Feb 2021)	% of Age Cohort
< 22	36	3.38%
22-24	48	4.51%
25-34	236	22.18%
35-44	233	21.90%
45-54	208	19.55%
55-59	115	10.81%
60-64	98	9.21%
65+	88	8.27%
Total	1,064	100.00%

Unemployment by Gender



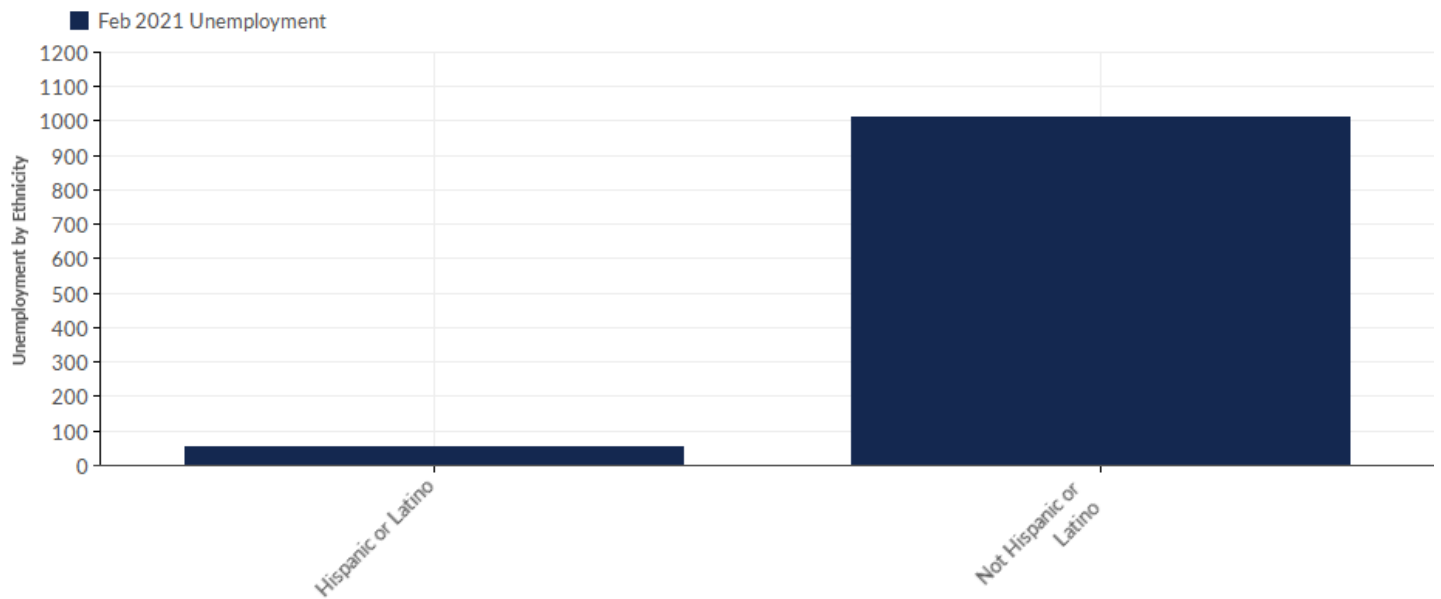
Gender	Unemployment (Feb 2021)	% of Age Cohort
Females	409	38.44%
Males	655	61.56%
Total	1,064	100.00%

Unemployment by Race



Race	Unemployment (Feb 2021)	% of Age Cohort
American Indian or Alaskan Native	116	10.90%
Asian	6	0.56%
Black or African American	49	4.61%
Native Hawaiian or Other Pacific Islander	1	0.09%
White	892	83.83%
Total	1,064	100.00%

Unemployment by Ethnicity

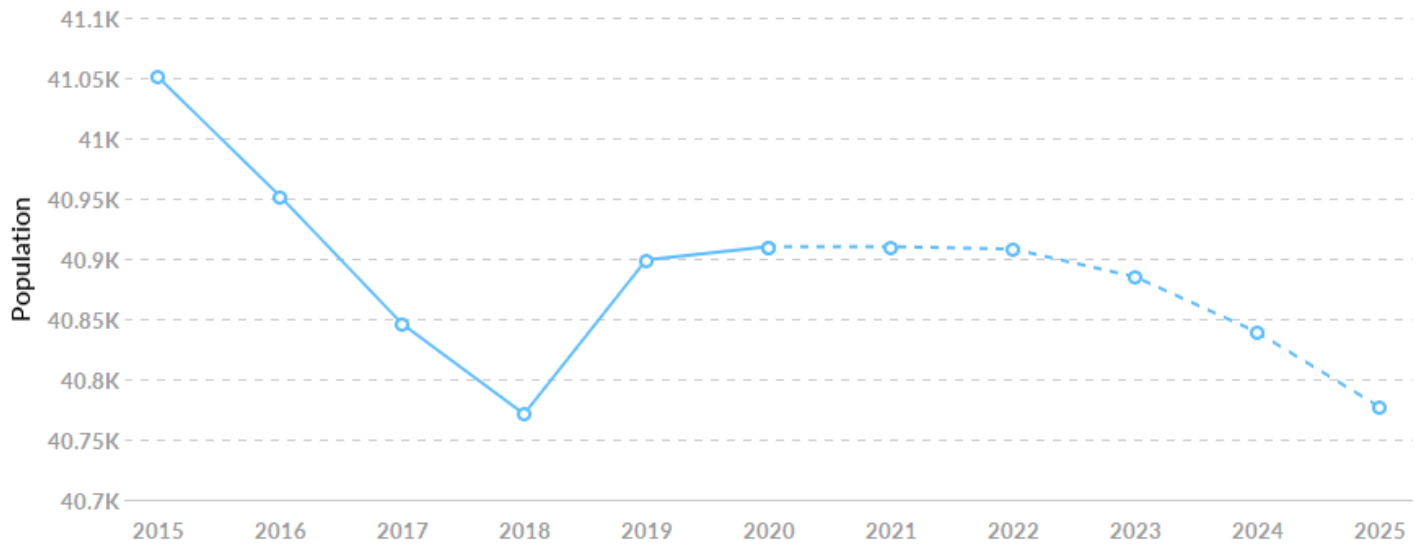


Ethnicity	Unemployment (Feb 2021)	% of Age Cohort
Hispanic or Latino	53	4.98%
Not Hispanic or Latino	1,011	95.02%
Total	1,064	100.00%

Historic & Projected Trends

Population Trends

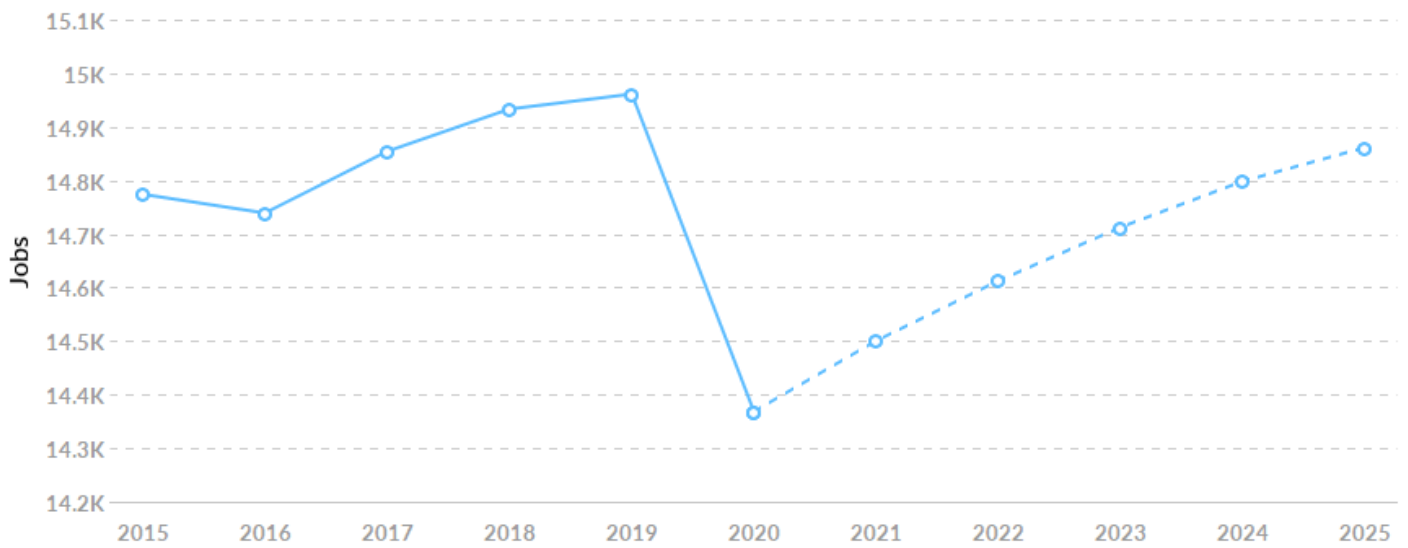
As of 2020 the region's population **declined by 0.3%** since 2015, falling by 141. Population is expected to **decrease by 0.3%** between 2020 and 2025, losing 133.



Timeframe	Population
2015	41,051
2016	40,952
2017	40,846
2018	40,771
2019	40,899
2020	40,910
2021	40,910
2022	40,908
2023	40,885
2024	40,839
2025	40,777

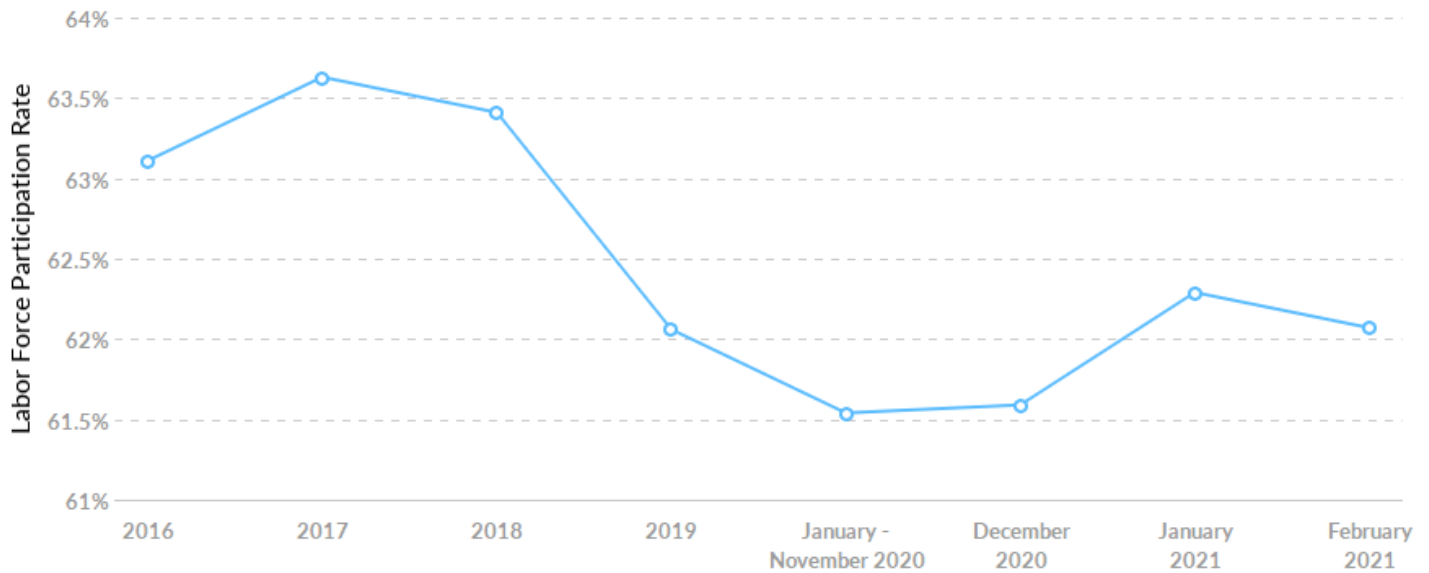
Job Trends

From 2015 to 2020, jobs **declined by 2.7%** in Shawano County, WI from 14,774 to **14,368**. This change **fell short of the national growth rate of 1.3% by 4.0%**.



Timeframe	Jobs
2015	14,774
2016	14,739
2017	14,854
2018	14,933
2019	14,961
2020	14,368
2021	14,500
2022	14,612
2023	14,712
2024	14,798
2025	14,861

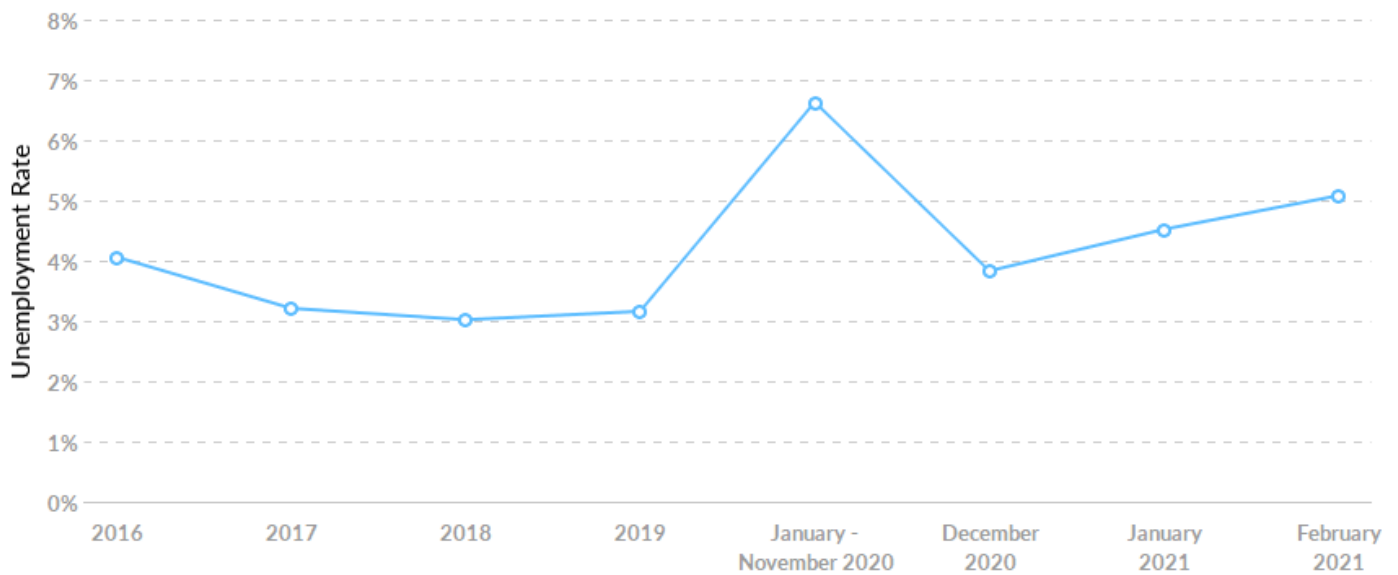
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	63.11%
2017	63.63%
2018	63.41%
2019	62.06%
January - November 2020	61.54%
December 2020	61.59%
January 2021	62.29%
February 2021	62.07%

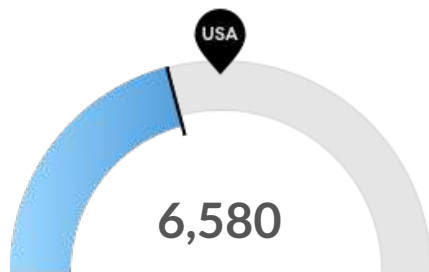
Unemployment Rate Trends

Shawano County, WI had a February 2021 unemployment rate of 5.08%, **increasing from 4.06%** 5 years before.



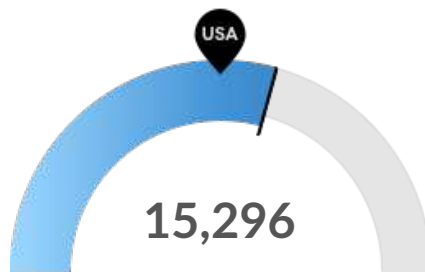
Timeframe	Unemployment Rate
2016	4.06%
2017	3.21%
2018	3.02%
2019	3.16%
January - November 2020	6.63%
December 2020	3.83%
January 2021	4.52%
February 2021	5.08%

Population Characteristics



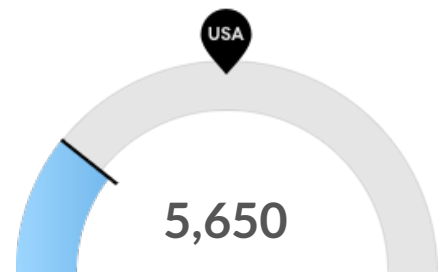
Millennials

Shawano County, WI has 6,580 millennials (ages 25-39). The national average for an area this size is 8,433.



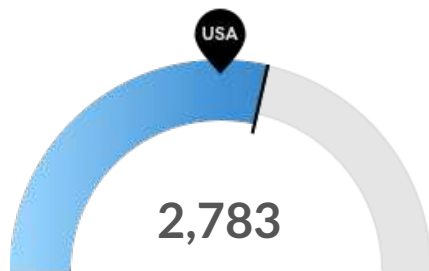
Retiring Soon

Retirement risk is high in Shawano County, WI. The national average for an area this size is 12,025 people 55 or older, while there are 15,296 here.



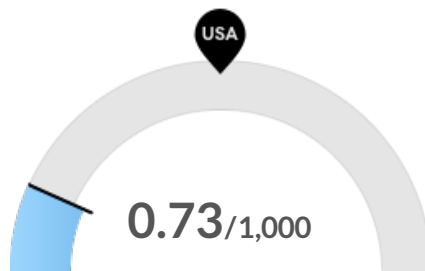
Racial Diversity

Racial diversity is low in Shawano County, WI. The national average for an area this size is 16,314 racially diverse people, while there are 5,650 here.



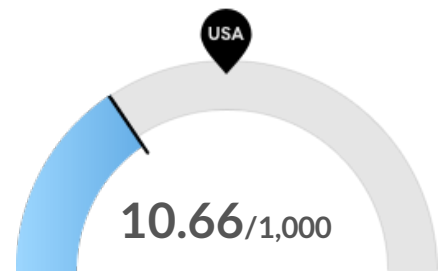
Veterans

Shawano County, WI has 2,783 veterans. The national average for an area this size is 2,272.



Violent Crime

Shawano County, WI has 0.73 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

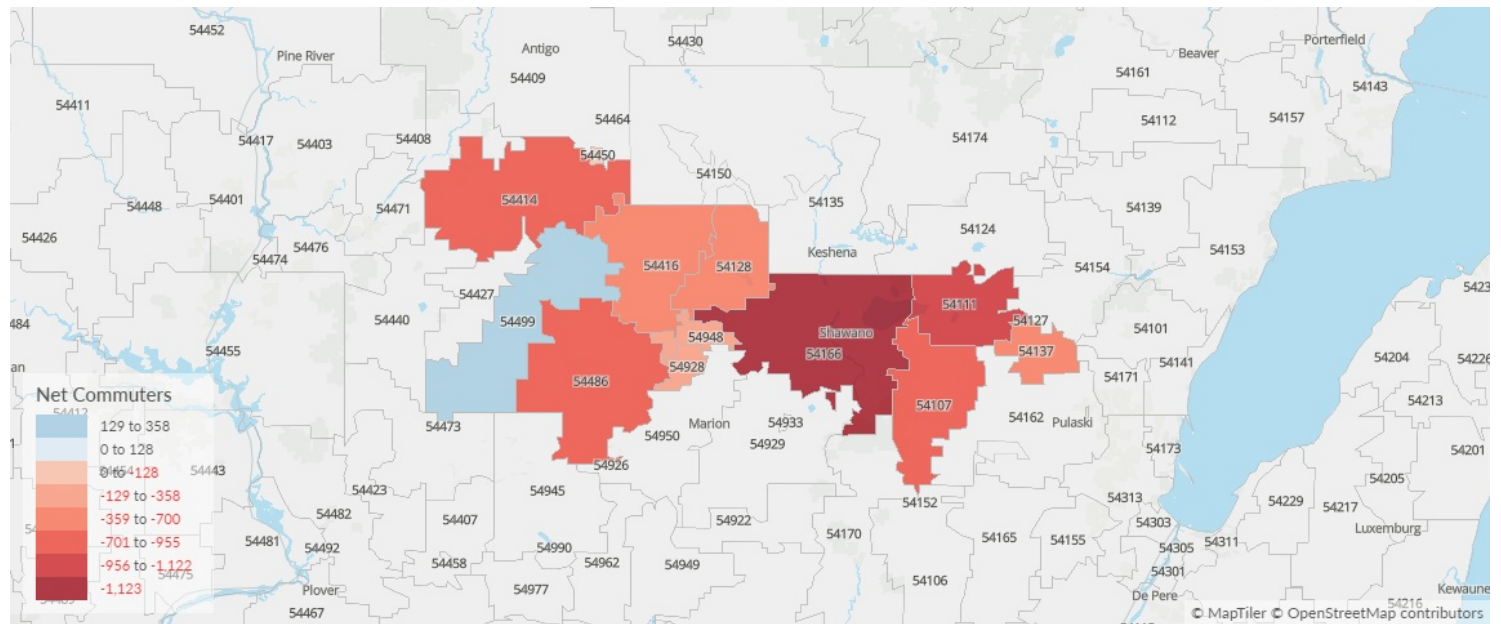


Property Crime

Shawano County, WI has 10.66 property crimes per 1,000 people. The national rate is 19.79 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Shawano County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2020 Employment
54166	Shawano, WI (in Shawa...	8,700
54499	Wittenberg, WI (in Sha...	1,606
54107	Bonduel, WI (in Shawan...	1,326
54414	Birnamwood, WI (in Sha...	726
54486	Tigerton, WI (in Shawan...	566

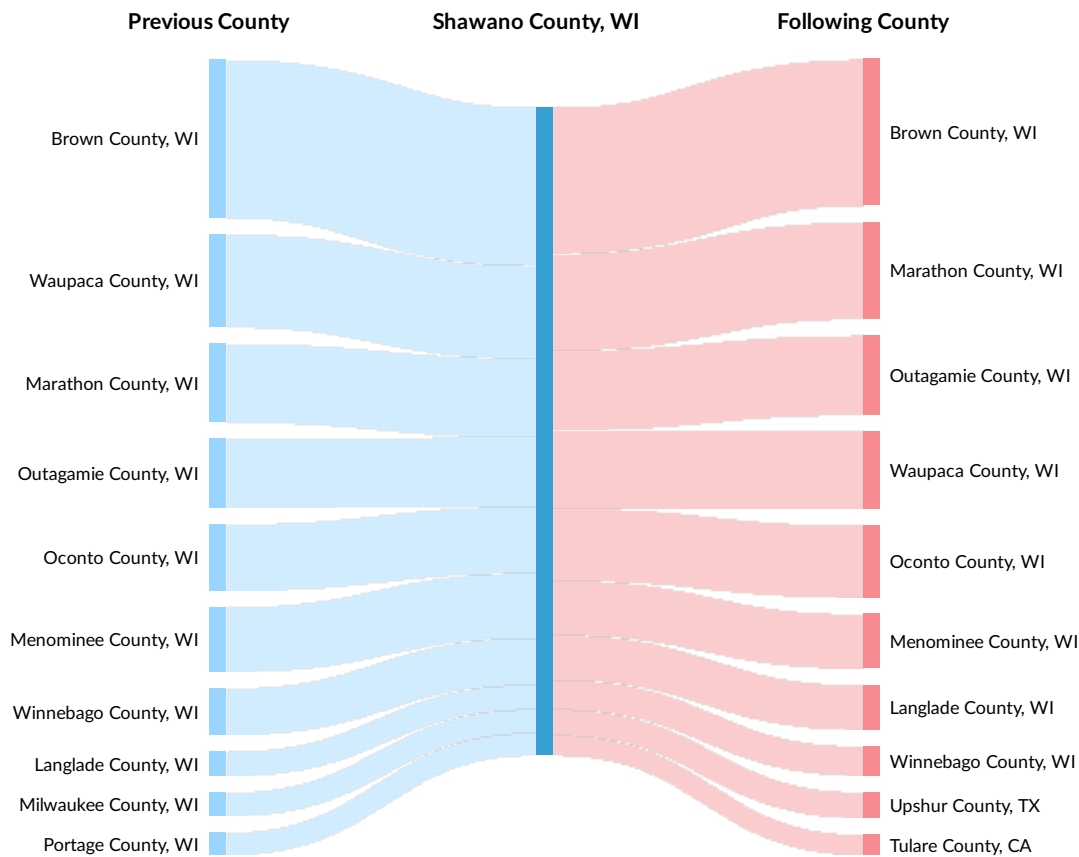
Where Talent Lives

ZIP	Name	2020 Workers
54166	Shawano, WI (in Shawa...	9,822
54107	Bonduel, WI (in Shawan...	2,141
54414	Birnamwood, WI (in Sha...	1,491
54499	Wittenberg, WI (in Sha...	1,384
54486	Tigerton, WI (in Shawan...	1,266

Inbound and Outbound Migration

The table below analyzes past and current residents of Shawano County, WI. The left column shows residents of other counties migrating to Shawano County, WI. The right column shows residents migrating from Shawano County, WI to other counties.

As of 2018, 290 people have migrated from Brown County, WI to Shawano County, WI. In the same year, 268 people left Shawano County, WI migrating to Brown County, WI. The total Net Migration for Shawano County, WI in 2018 was -37.



Top Previous Counties	Migrations
Brown County, WI	290
Waupaca County, WI	170
Marathon County, WI	144
Outagamie County, WI	127
Oconto County, WI	122
Menominee County, WI	119

Top Previous Counties	Migrations
Winnebago County, WI	86
Langlade County, WI	45
Milwaukee County, WI	43
Portage County, WI	41
Taylor County, WI	35
Volusia County, FL	29
Garland County, AR	28
Price County, WI	24
Washburn County, WI	24
Calumet County, WI	23
Dane County, WI	23
Washington County, WI	21
Marinette County, WI	21
Waukesha County, WI	17
Trempealeau County, WI	16
DuPage County, IL	16
Sheboygan County, WI	14
Pima County, AZ	12
Douglas County, WI	12
Racine County, WI	11
Monroe County, WI	8
Hennepin County, MN	8
Cass County, ND	8
Lincoln County, WI	8
Rusk County, WI	7
Weld County, CO	7

Top Previous Counties	Migrations
Green Lake County, WI	7
Eau Claire County, WI	6
St. Croix County, WI	6
Wood County, WI	5
New London County, CT	5
Pierce County, WI	5
Rock County, WI	3
Sawyer County, WI	3
Manitowoc County, WI	3
Vernon County, WI	2
Waushara County, WI	2
Forest County, WI	2
La Crosse County, WI	1
Door County, WI	1
Honolulu County, HI	1
Anchorage Borough County, AK	1
Kern County, CA	1
Walworth County, WI	1
Kennebec County, ME	1
Richland County, WI	1
Crawford County, WI	0
Anderson County, KY	0
Schuyler County, IL	0
Mecklenburg County, VA	0
Top Following Counties	Migrations
Brown County, WI	268

Top Following Counties	Migrations
Marathon County, WI	177
Outagamie County, WI	146
Waupaca County, WI	142
Oconto County, WI	132
Menominee County, WI	100
Langlade County, WI	82
Winnebago County, WI	54
Upshur County, TX	47
Tulare County, CA	37
Sawyer County, WI	33
Kenosha County, WI	29
Racine County, WI	21
Lincoln County, WI	19
Ozaukee County, WI	18
Fond du Lac County, WI	14
Delta County, MI	14
Rock County, WI	12
Washington County, WI	12
Columbia County, WI	12
Los Angeles County, CA	12
Pinal County, AZ	11
Darke County, OH	10
Walworth County, WI	10
Forest County, WI	10
Harris County, TX	9
Dane County, WI	9

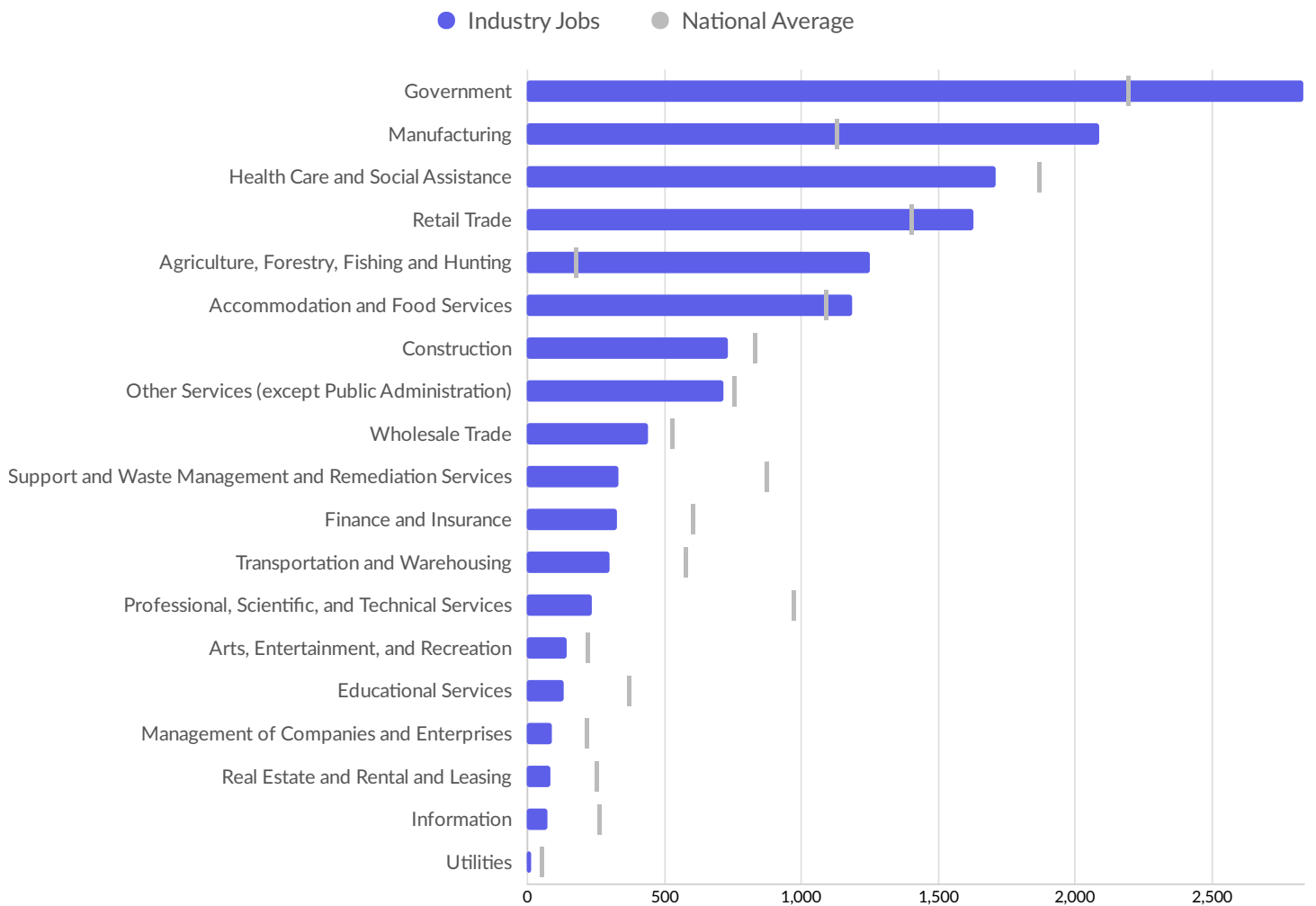
Top Following Counties	Migrations
Monroe County, WI	9
Lake County, IL	8
Dodge County, WI	7
Weld County, CO	7
Cass County, ND	7
Marinette County, WI	7
Portage County, WI	7
Anchorage Borough County, AK	6
Solano County, CA	6
Winona County, MN	6
Milwaukee County, WI	6
Chambers County, AL	5
DeWitt County, TX	5
DuPage County, IL	5
Pierce County, WI	5
Johnson County, TX	5
Vernon Parish, LA	5
Marquette County, WI	5
Washington County, MN	5
Porter County, IN	5
Manitowoc County, WI	4
Bayfield County, WI	4
Ottawa County, OK	4
Brevard County, FL	4
Hennepin County, MN	4
Cook County, IL	4

Top Following Counties	Migrations
Ravalli County, MT	4
Curry County, OR	4
Ventura County, CA	4
Guadalupe County, TX	3
Union County, AR	3
Kewaunee County, WI	3
Dixon County, NE	3
Fairbanks North Star Borough County, AK	3
Waukesha County, WI	3
Sheboygan County, WI	3
Oneida County, WI	3
Pearl River County, MS	2
Le Flore County, OK	2
Ramsey County, MN	2
St. Louis County, MN	2
Winnebago County, IL	2
Franklin County, OH	2
Nobles County, MN	2
Barron County, WI	2
Orange County, CA	2
Walker County, AL	2
Clark County, WI	2
Will County, IL	2
Vilas County, WI	1
Sauk County, WI	1
St. Croix County, WI	1

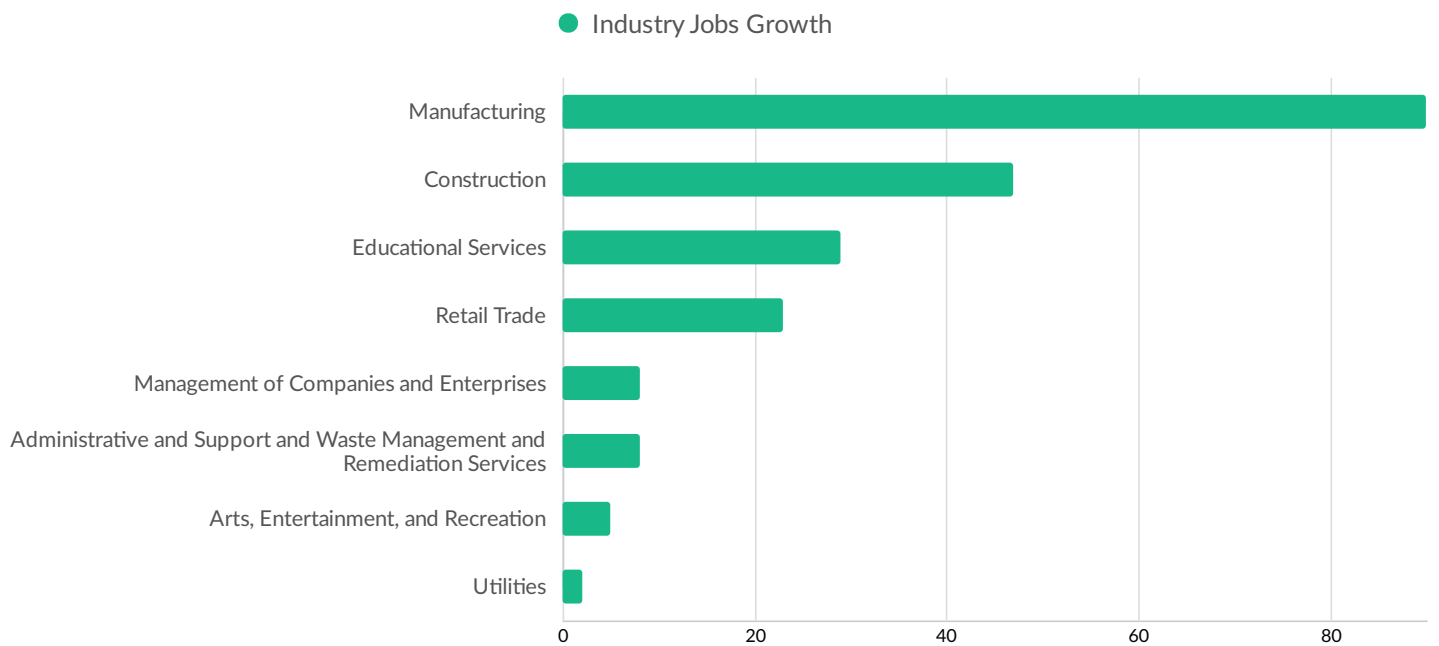
Top Following Counties	Migrations
Clark County, NV	1
Hendricks County, IN	1
Roscommon County, MI	1
Cottonwood County, MN	1
Wood County, WI	1

Industry Characteristics

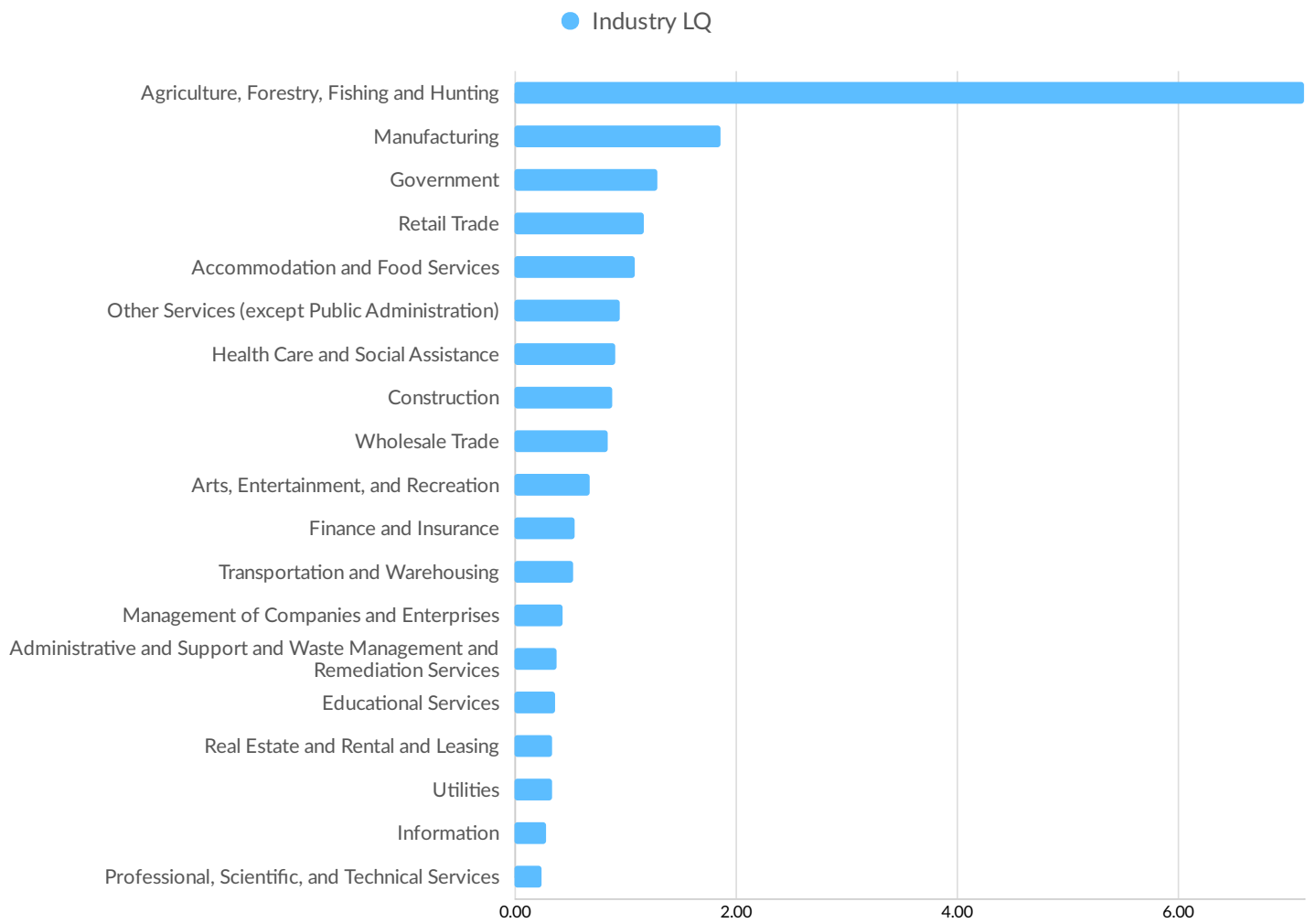
Largest Industries



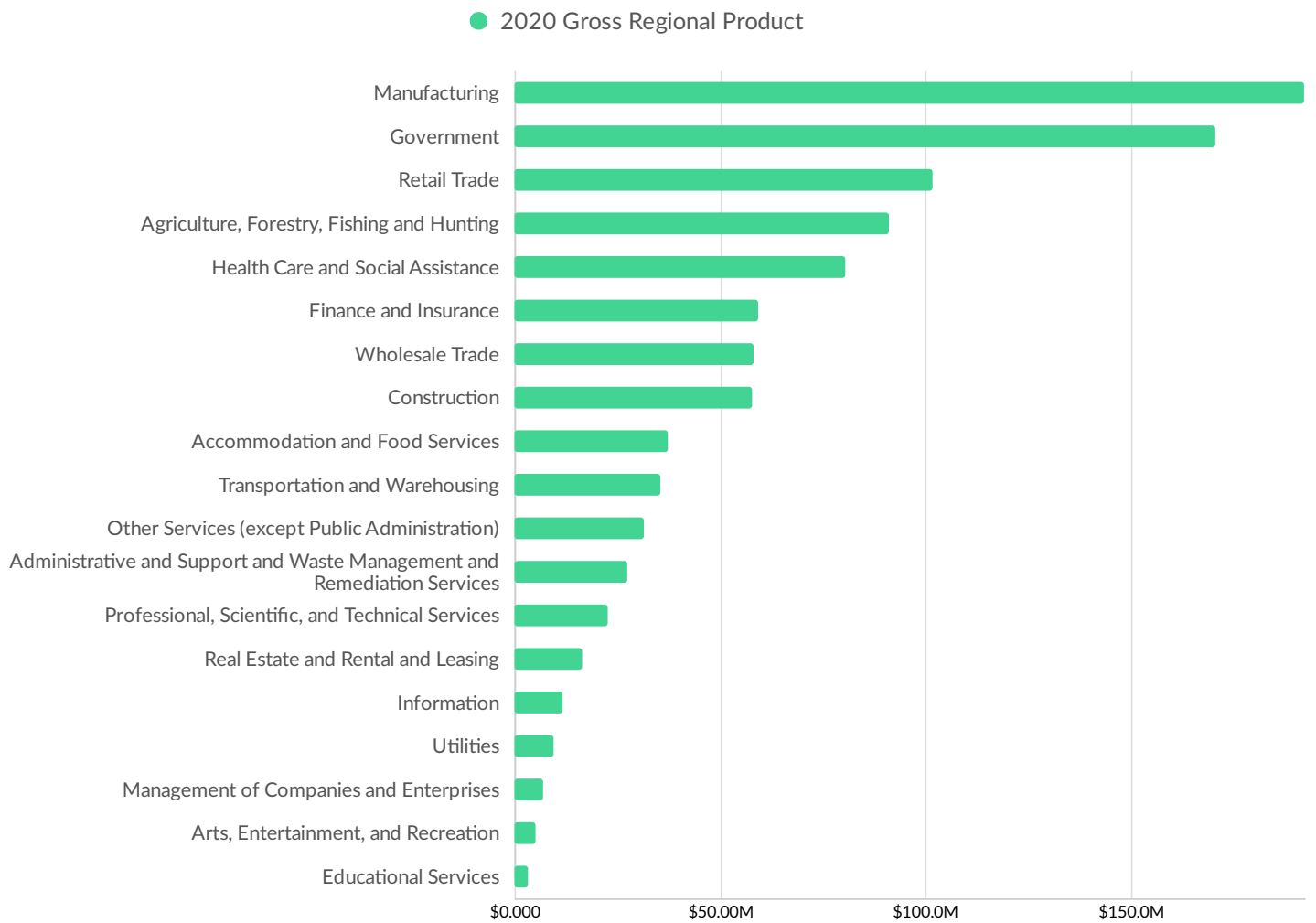
Top Growing Industries



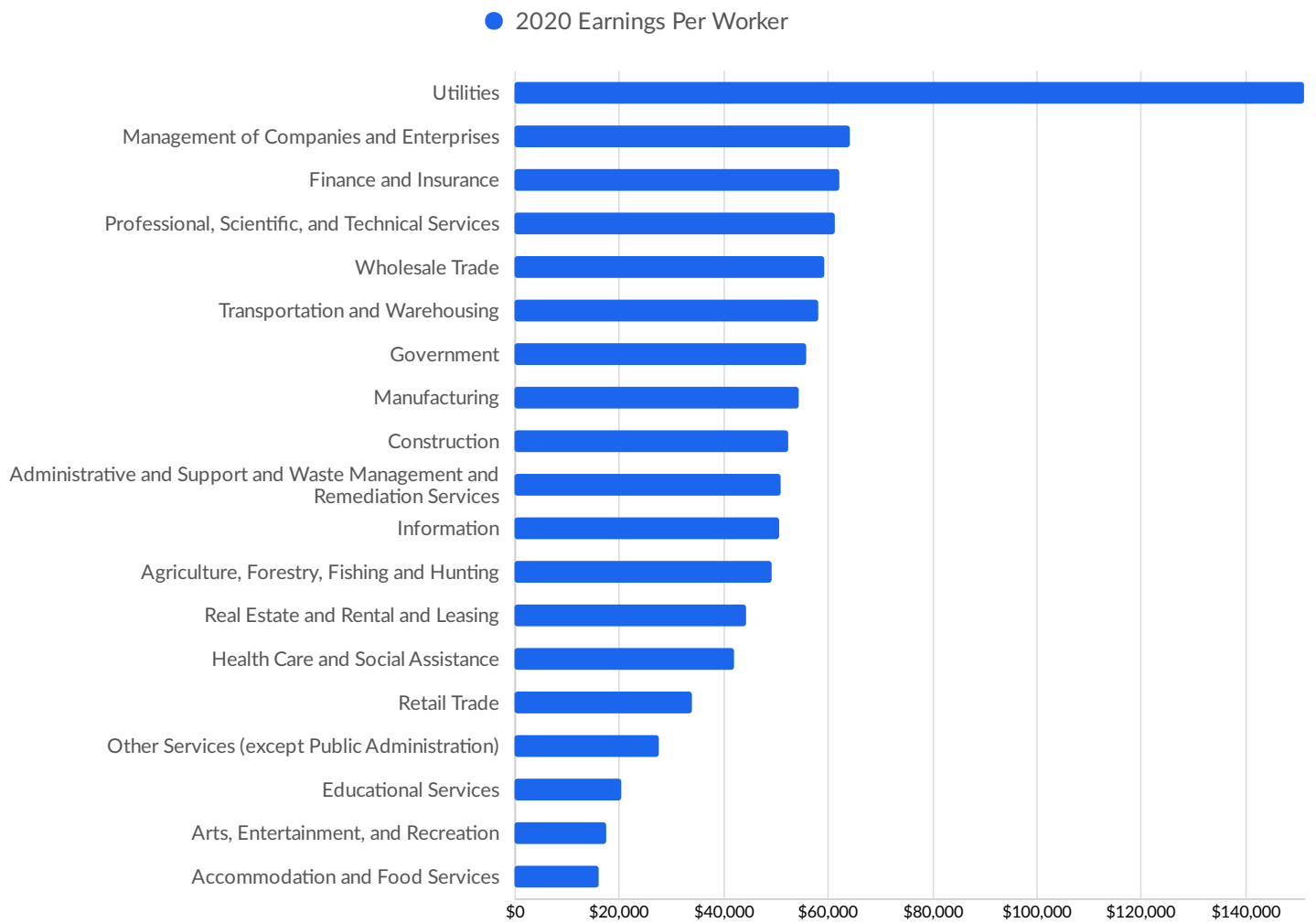
Top Industry LQ



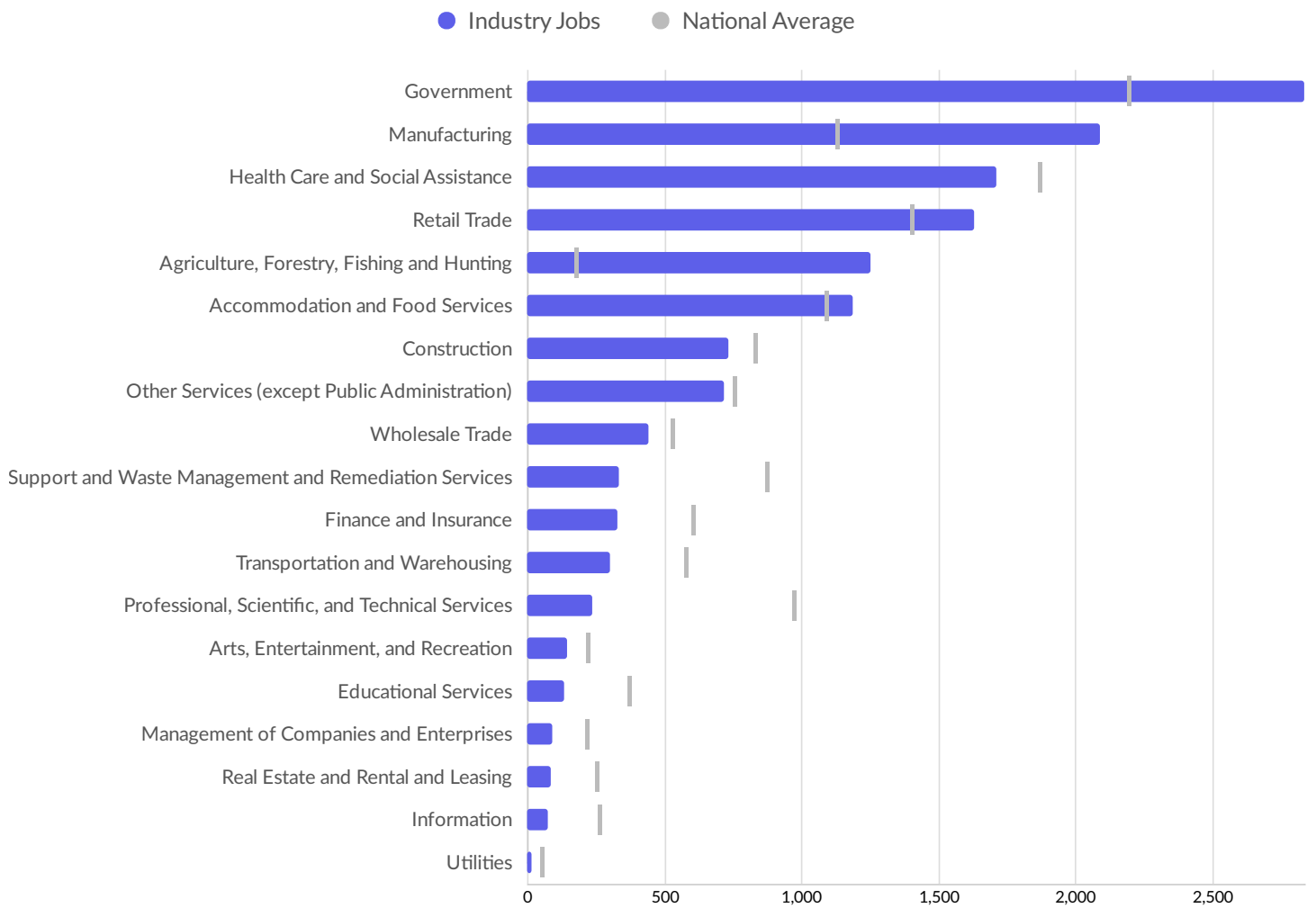
Top Industry GRP



Top Industry Earnings



Largest Industries



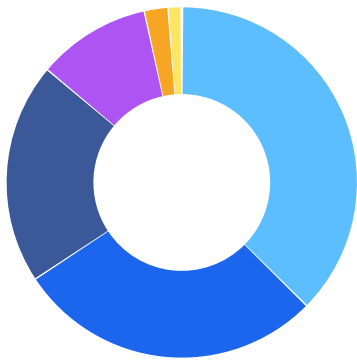
Business Characteristics

1,657 Companies Employ Your Workers

Online profiles for your workers mention 1,657 companies as employers, with the top 10 appearing below. In the last 12 months, 706 companies in Shawano County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Shawano School District	97 <div></div>	Roehl Transport, Inc.	367 <div></div>
Thedacare, Inc.	80 <div></div>	Lhc Group, Inc.	235 <div></div>
Northstar Moving Corporation	53 <div></div>	U.S. Xpress, Inc.	147 <div></div>
College of Menominee Nations	44 <div></div>	Uber Technologies, Inc.	98 <div></div>
Menominee Indian Tribe of Wis...	40 <div></div>	C.R. England, Inc.	97 <div></div>
Cooperative Resources Internati...	38 <div></div>	Marten Transport, Ltd.	91 <div></div>
Aspirus Wausau Hospital, Inc.	33 <div></div>	Amazon.com, Inc.	83 <div></div>
County of Shawano	33 <div></div>	Celerity Staffing	83 <div></div>
State of Wisconsin	32 <div></div>	Thedacare, Inc.	82 <div></div>
Stockbridge-Munsee Communit...	32 <div></div>	Performance Food Group Comp...	76 <div></div>

Business Size

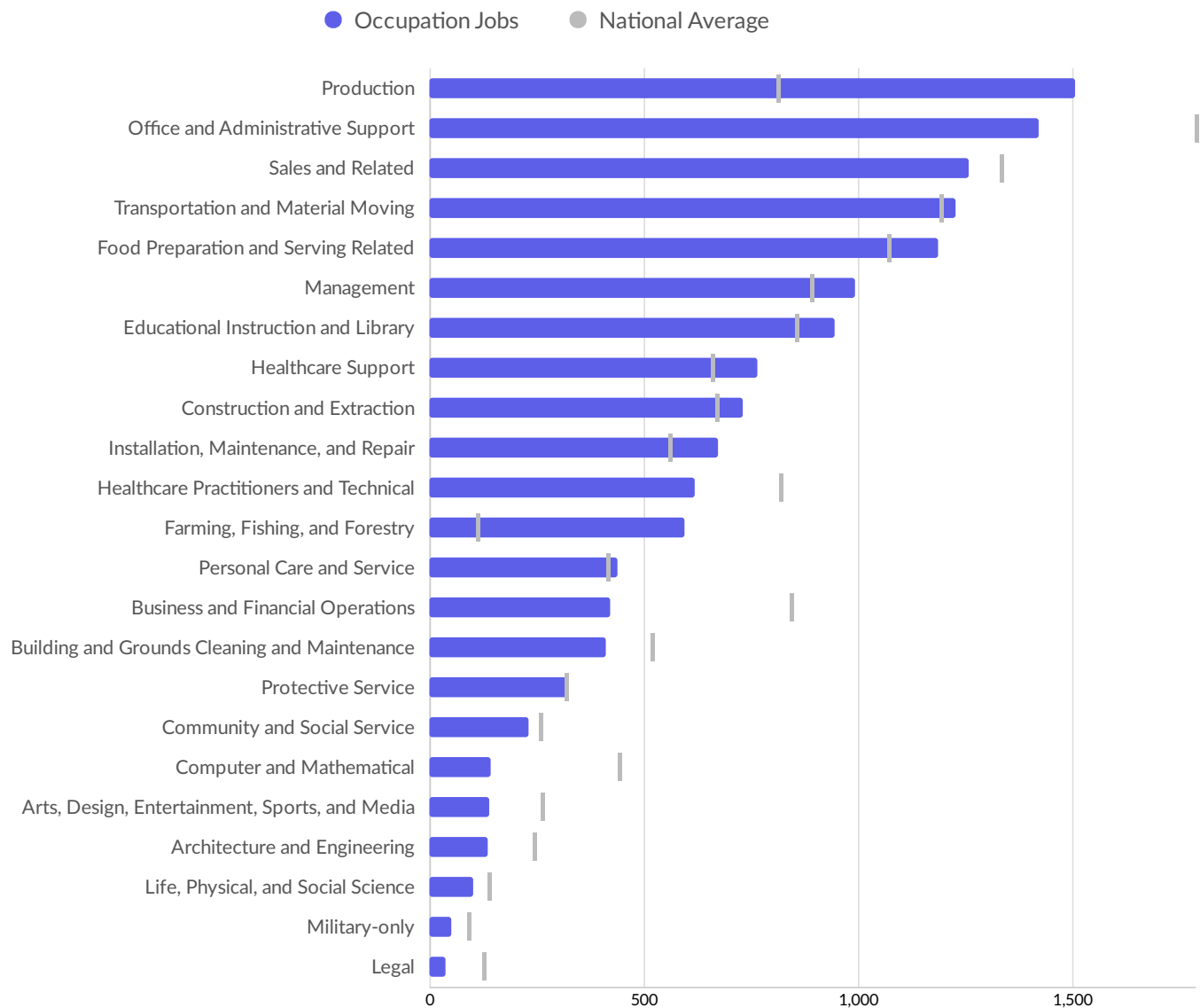


	Percentage	Business Count
1 to 4 employees	37.3%	564
5 to 9 employees	28.3%	428
10 to 19 employees	20.4%	308
20 to 49 employees	10.5%	158
50 to 99 employees	2.2%	33
100 to 249 employees	1.2%	18
250 to 499 employees	0.1%	2

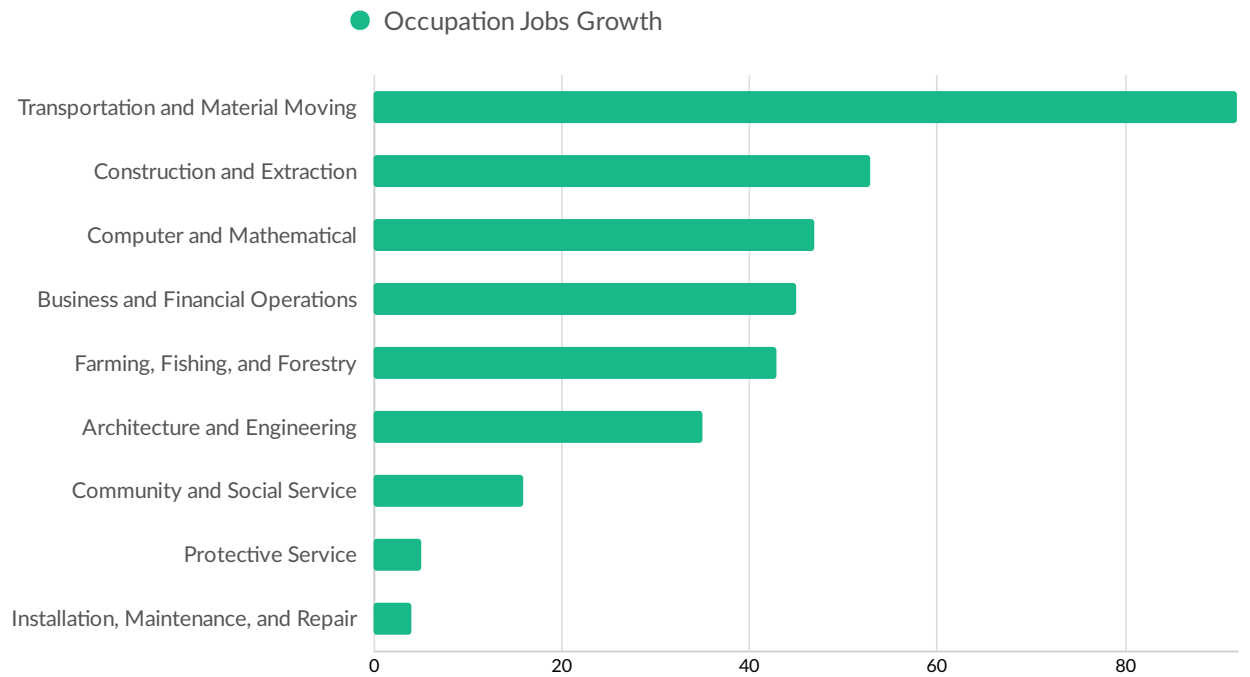
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

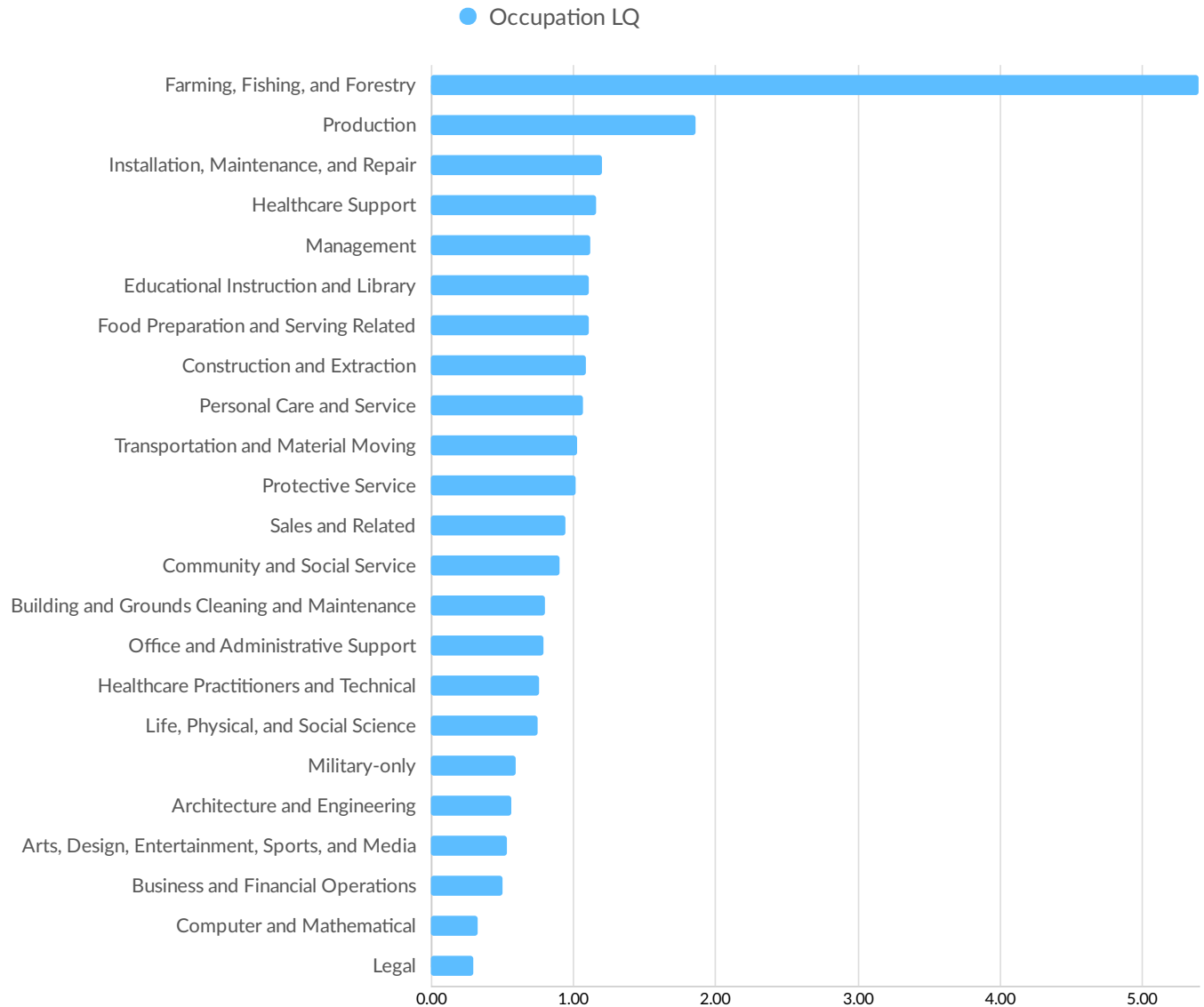
Largest Occupations



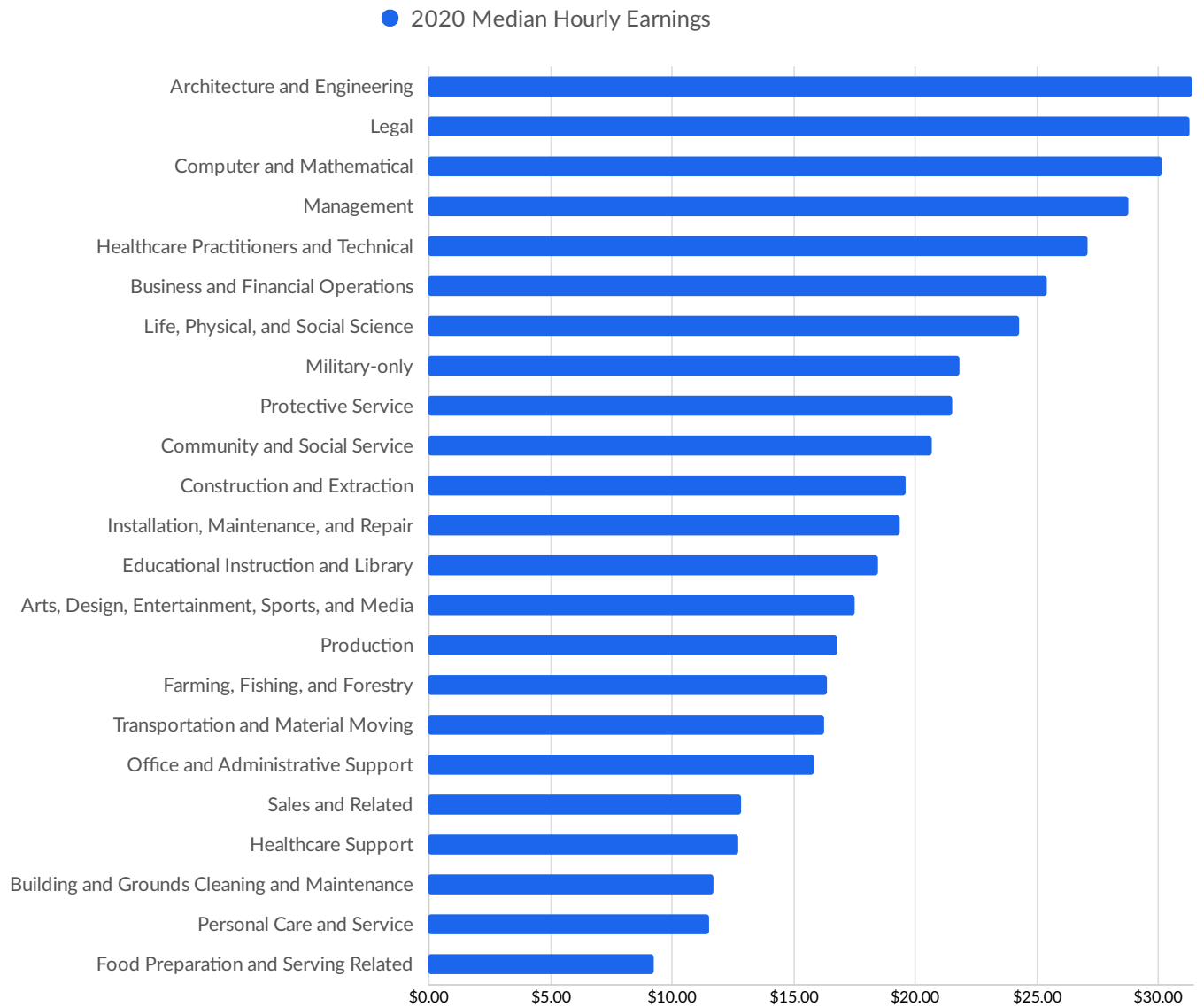
Top Growing Occupations



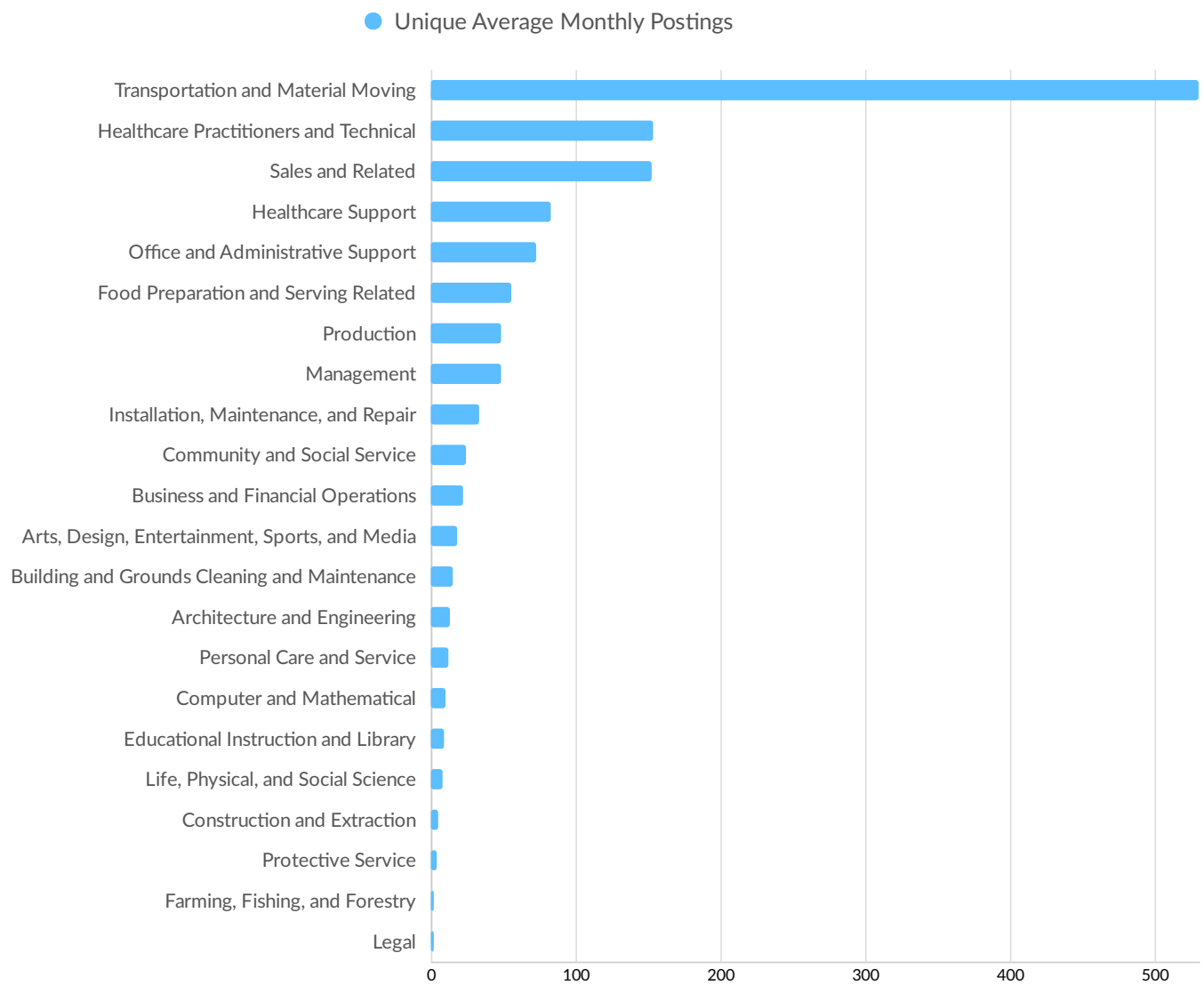
Top Occupation LQ



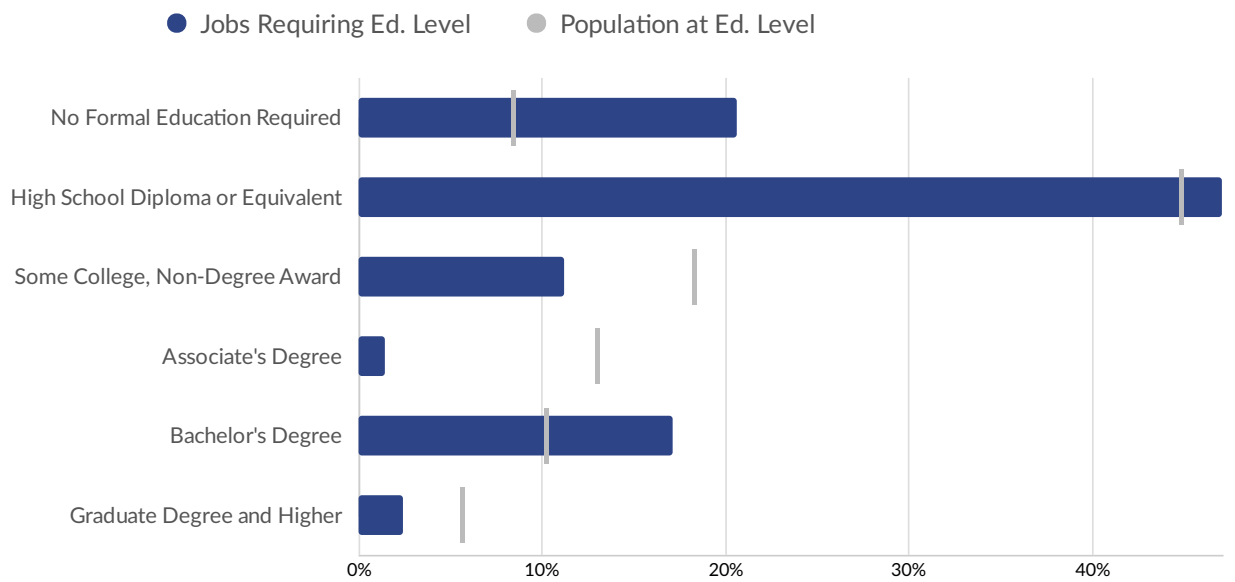
Top Occupation Earnings



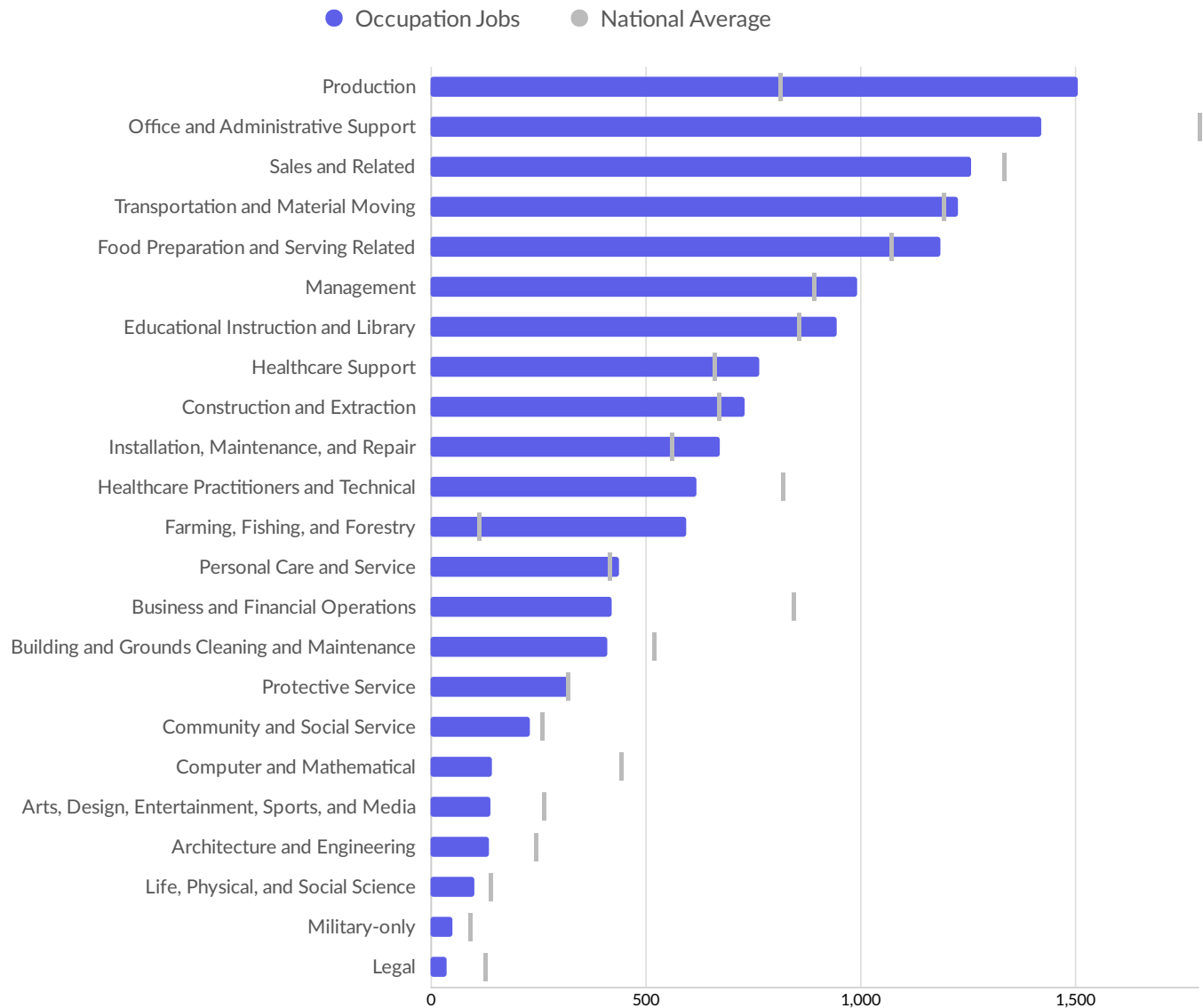
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

Over the last 5 years, no schools in Shawano County, WI produced graduates.

In-Demand Skills

