



Shawano County, WI

ECWRPC



400 Ahnaip Street
Suite 100
Menasha, Wisconsin 54952

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

Report Parameters

1 County

55115 Shawano County, WI

Class of Worker

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

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

Economy Overview

40,859

Population (2021)

Population **decreased by 68** over the last 5 years but is projected to **grow by 471** over the next 5 years.

13,589

Total Regional Employment

Jobs **decreased by 270** over the last 5 years but are projected to **grow by 598** over the next 5 years.

\$57.3K

Median Household Income (2020)

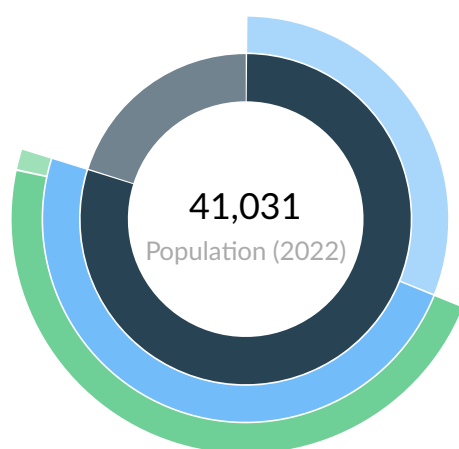
Median household income is **\$7.7K below** the national median household income of \$65.0K.

Takeaways

- As of 2021 the region's population **declined by 0.2%** since 2016, falling by 68. Population is expected to **increase by 1.2%** between 2021 and 2026, adding 471.
- From 2016 to 2021, jobs **declined by 1.9%** in Shawano County, WI from 13,859 to **13,589**. This change **fell short of the national growth rate of 1.9% by 3.8%**. As the number of jobs declined, the **labor force participation rate decreased from 64.3% to 63.8% between 2016 and 2021**.
- Concerning educational attainment, **11.3% of Shawano County, WI residents possess a Bachelor's Degree** (9.1% below the national average), and **13.3% hold an Associate's Degree** (4.6% above the national average).
- The top three industries in 2021 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

	Population (2022)	Labor Force (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	41,031	20,011	13,589	98.4	\$1.27B	\$2.61B	\$1.57B
ECWRPC - 10	679,528	353,917	332,523	99.2	\$38.38B	\$48.51B	\$48.96B
State	5,923,000	3,089,950	3,114,081	100.3	\$360.42B	\$331.46B	\$354.92B
Nation	334,161,482	164,462,618	163,715,172	100.0	\$22.76T	\$0	\$10.95T

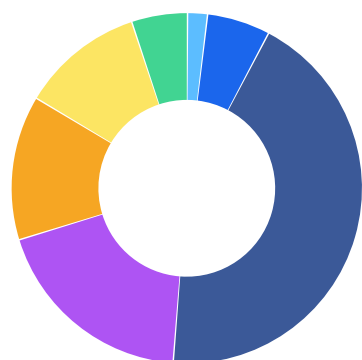
Sep 2022 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	32,740
Not in Labor Force (16+)	12,729
Labor Force	20,011
Employed	19,396
Unemployed	615
Under 16, Military, and institutionalized Population	8,291

Educational Attainment

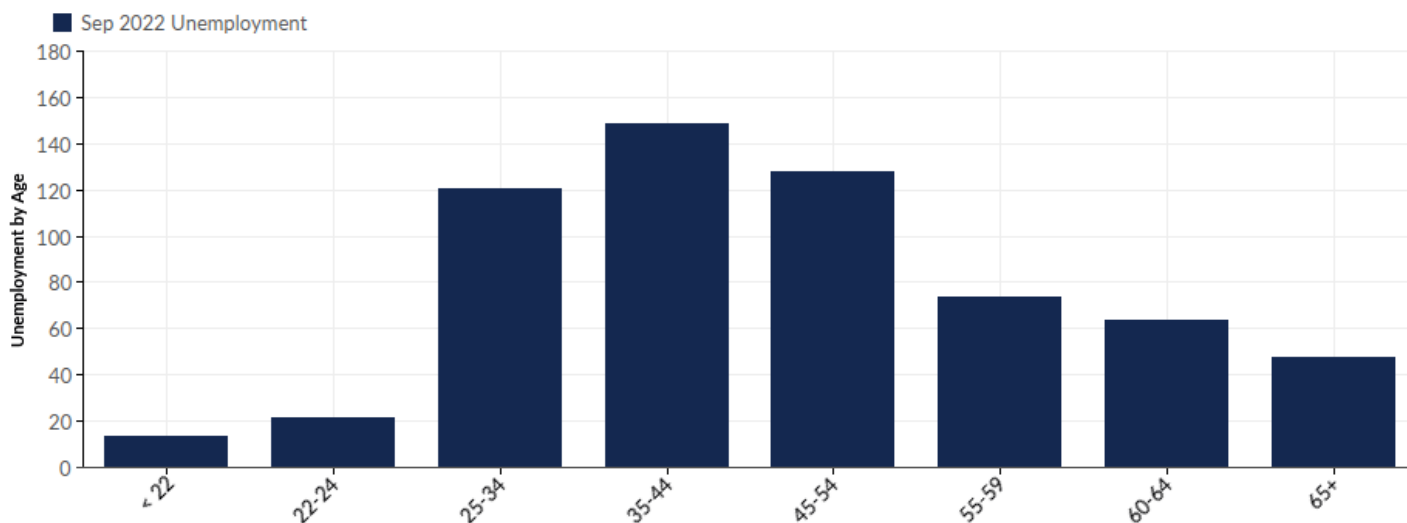
Concerning educational attainment, **11.3% of Shawano County, WI residents possess a Bachelor's Degree** (9.1% below the national average), and **13.3% hold an Associate's Degree** (4.6% above the national average).



	% of Population	Population
Less Than 9th Grade	1.8%	537
9th Grade to 12th Grade	5.8%	1,708
High School Diploma	43.5%	12,757
Some College	19.0%	5,573
Associate's Degree	13.3%	3,909
Bachelor's Degree	11.3%	3,321
Graduate Degree and Higher	5.2%	1,512

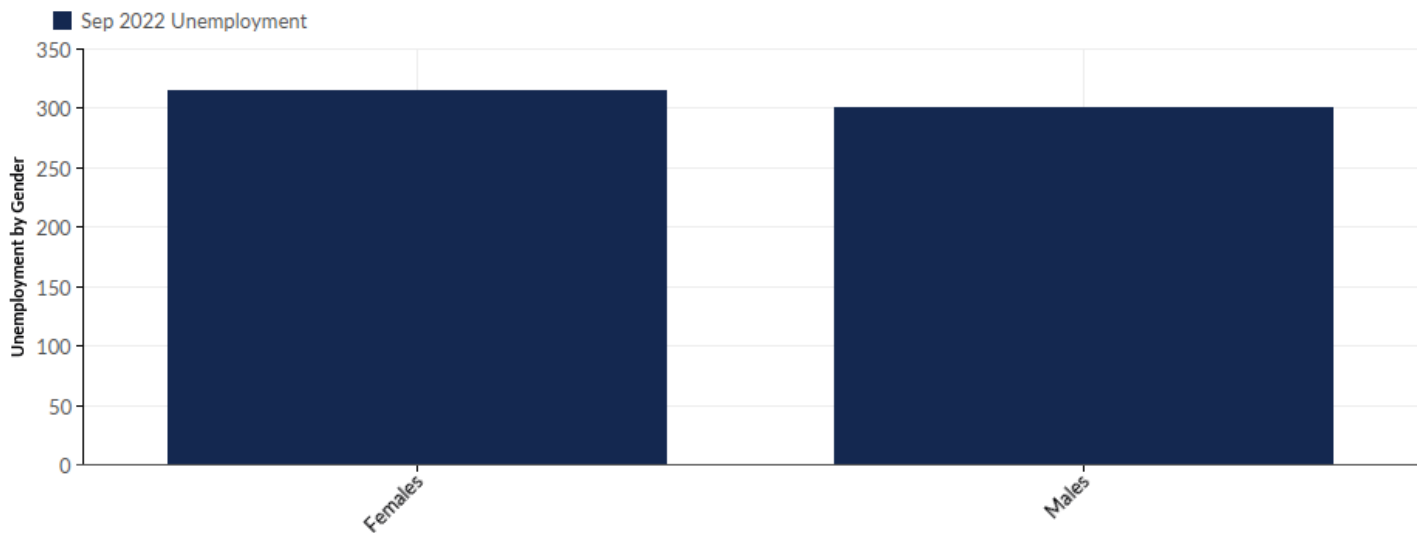
Unemployment by Demographics

Unemployment by Age



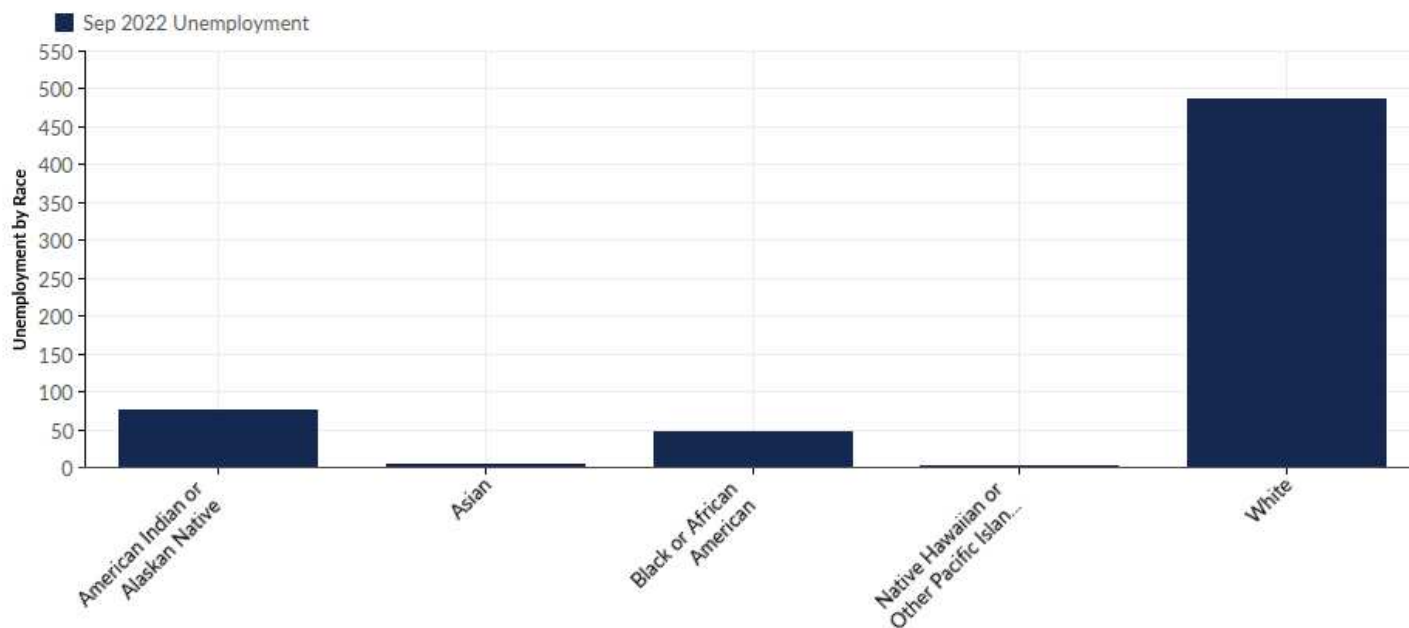
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	13	2.11%
22-24	21	3.41%
25-34	120	19.51%
35-44	149	24.23%
45-54	128	20.81%
55-59	73	11.87%
60-64	63	10.24%
65+	47	7.64%
Total	615	100.00%

Unemployment by Gender



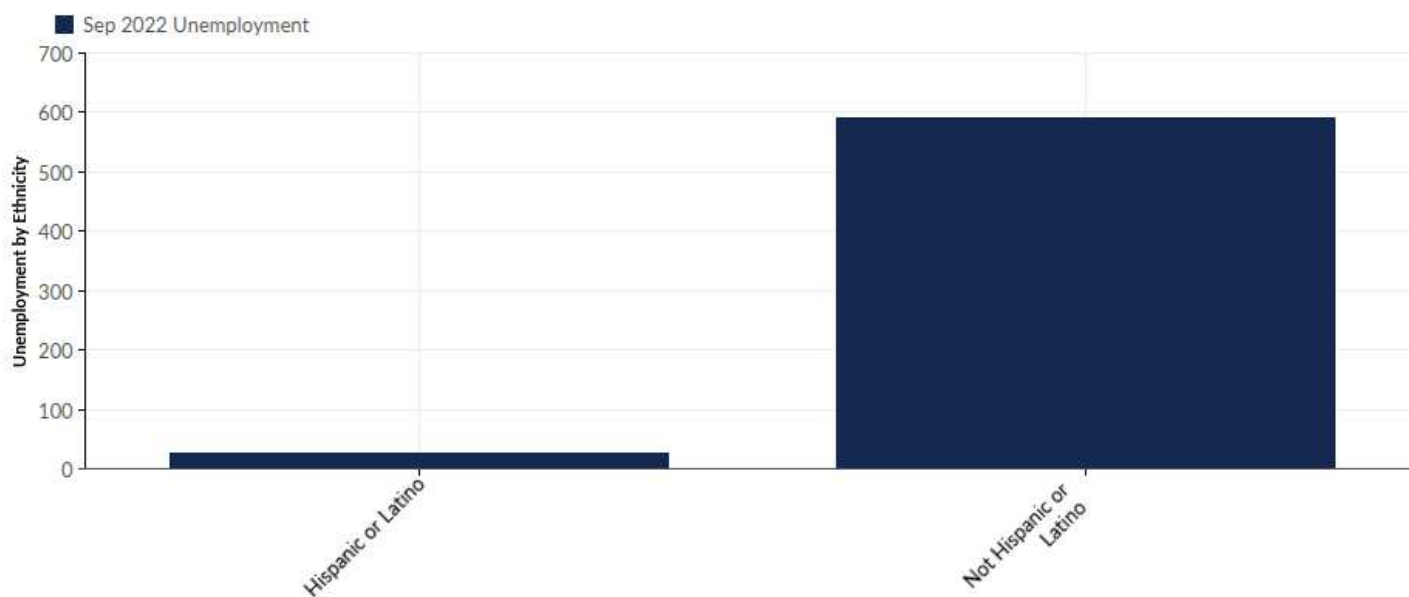
Gender	Unemployment (Sep 2022)	% of Unemployed
Females	315	51.22%
Males	300	48.78%
Total	615	100.00%

Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	76	12.36%
Asian	4	0.65%
Black or African American	47	7.64%
Native Hawaiian or Other Pacific Islander	1	0.16%
White	487	79.19%
Total	615	100.00%

Unemployment by Ethnicity

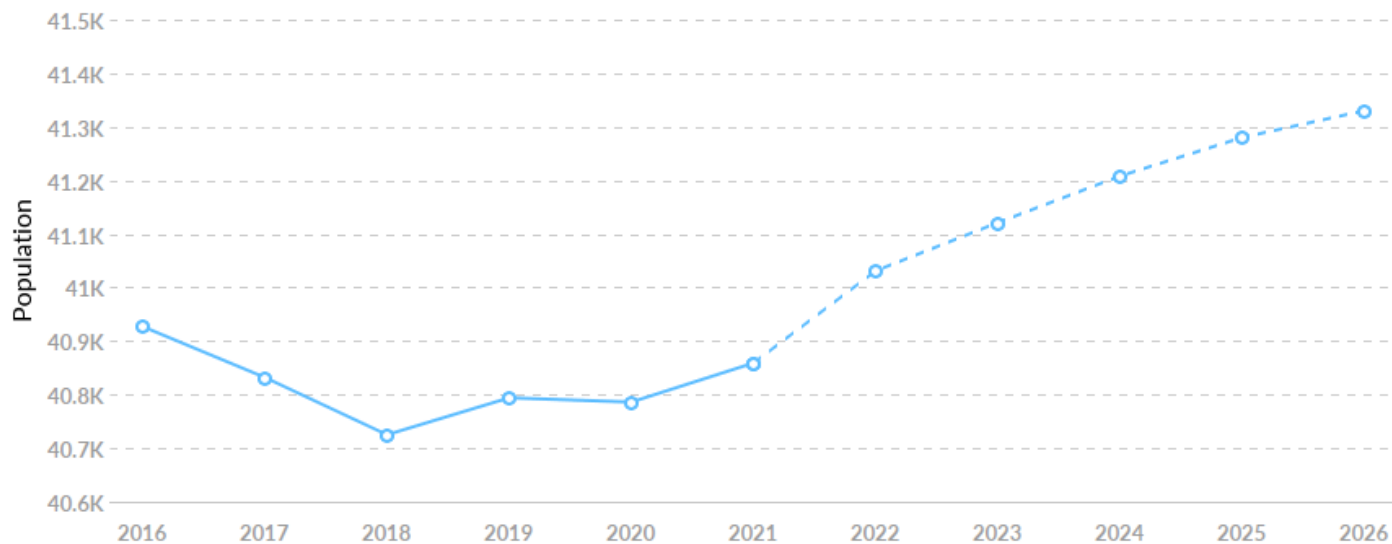


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	25	4.07%
Not Hispanic or Latino	590	95.93%
Total	615	100.00%

Historic & Projected Trends

Population Trends

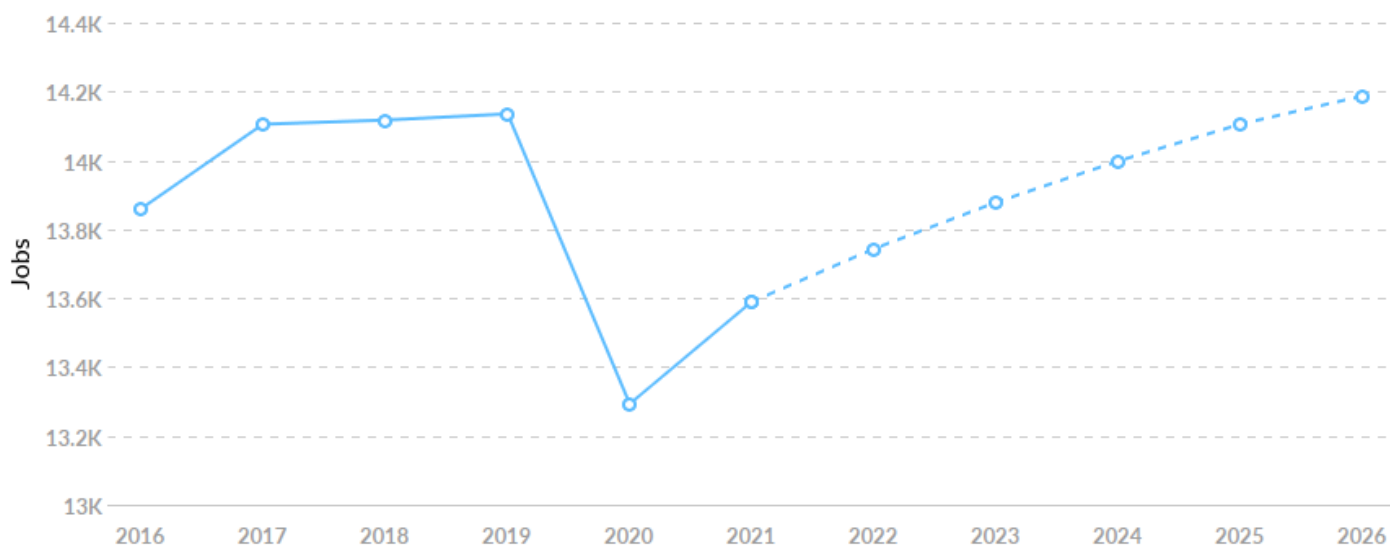
As of 2021 the region's population **declined by 0.2%** since 2016, falling by 68. Population is expected to **increase by 1.2%** between 2021 and 2026, adding 471.



Timeframe	Population
2016	40,927
2017	40,832
2018	40,725
2019	40,794
2020	40,786
2021	40,859
2022	41,031
2023	41,121
2024	41,208
2025	41,280
2026	41,330

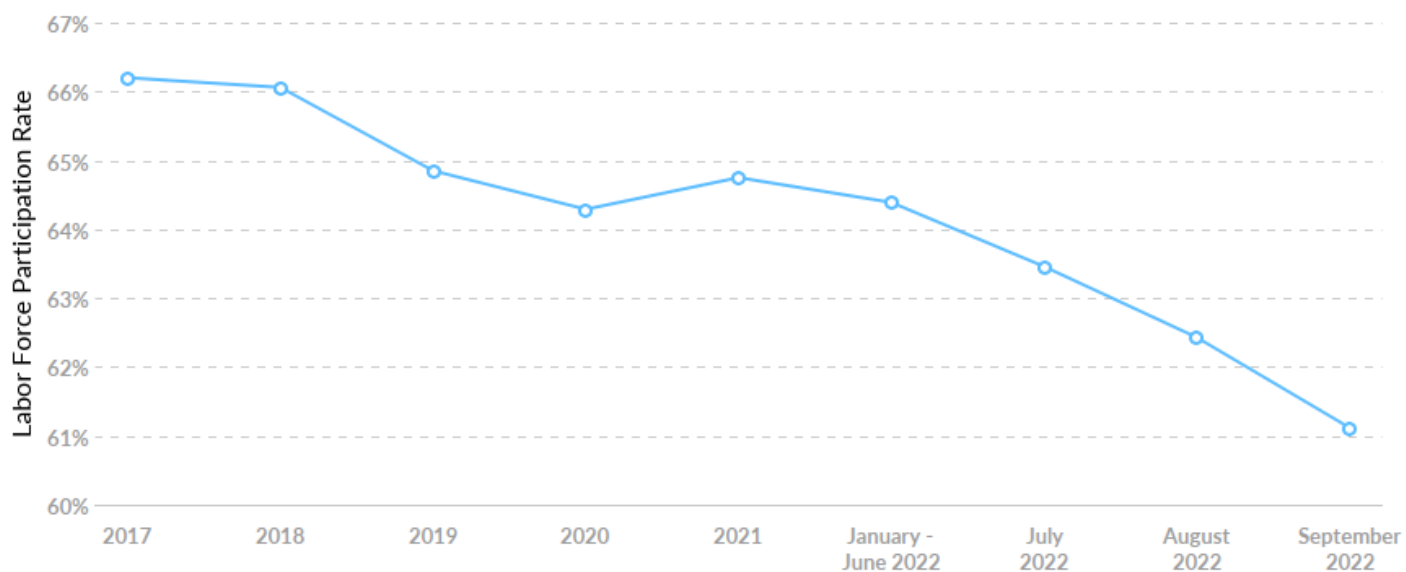
Job Trends

From 2016 to 2021, jobs **declined by 1.9%** in Shawano County, WI from 13,859 to **13,589**. This change **fell short of the national growth rate of 1.9% by 3.8%**.



Timeframe	Jobs
2016	13,859
2017	14,105
2018	14,117
2019	14,135
2020	13,292
2021	13,589
2022	13,743
2023	13,878
2024	13,998
2025	14,105
2026	14,187

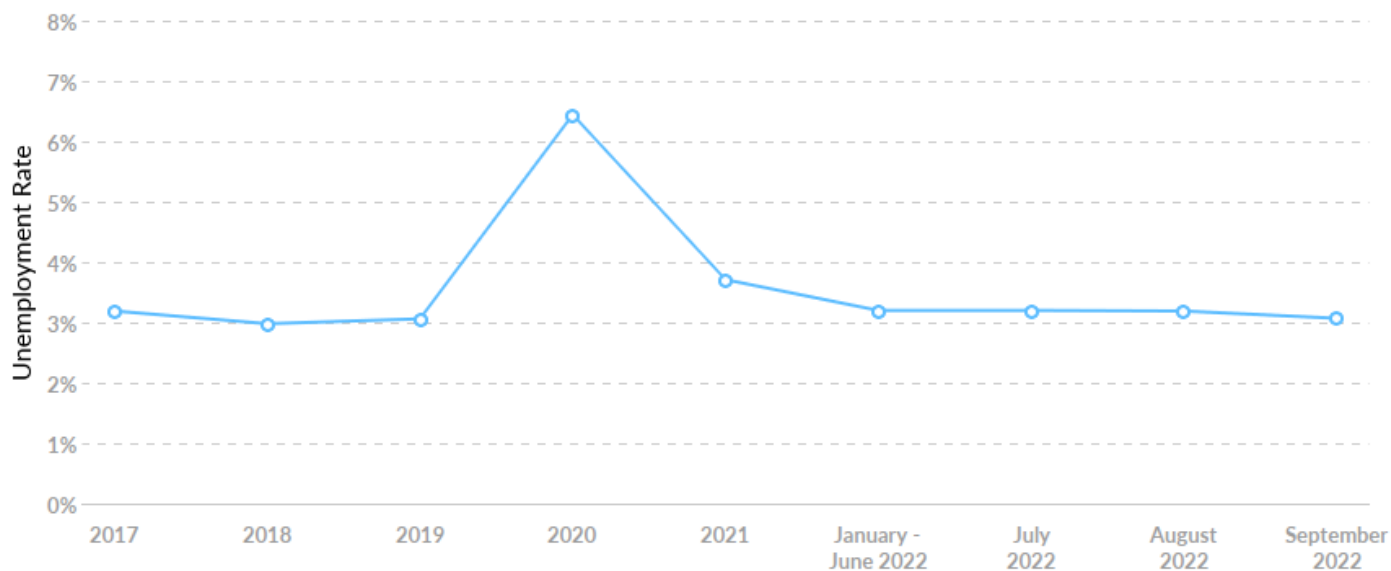
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	66.20%
2018	66.06%
2019	64.85%
2020	64.29%
2021	64.75%
January - June 2022	64.39%
July 2022	63.46%
August 2022	62.43%
September 2022	61.12%

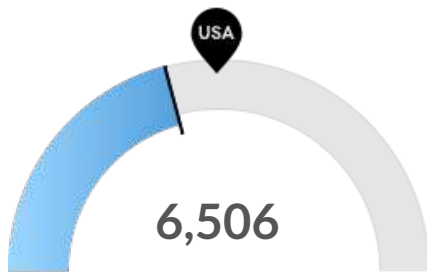
Unemployment Rate Trends

Shawano County, WI had a September 2022 unemployment rate of 3.07%, **decreasing from 3.19% 5 years before.**



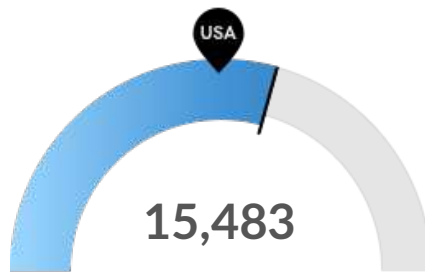
Timeframe	Unemployment Rate
2017	3.19%
2018	2.98%
2019	3.06%
2020	6.44%
2021	3.71%
January - June 2022	3.20%
July 2022	3.20%
August 2022	3.19%
September 2022	3.07%

Population Characteristics



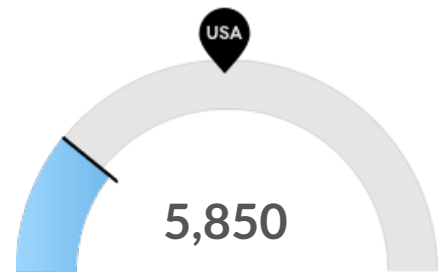
Millennials

Shawano County, WI has 6,506 millennials (ages 25-39). The national average for an area this size is 8,346.



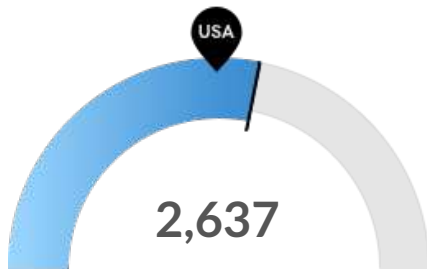
Retiring Soon

Retirement risk is high in Shawano County, WI. The national average for an area this size is 12,145 people 55 or older, while there are 15,483 here.



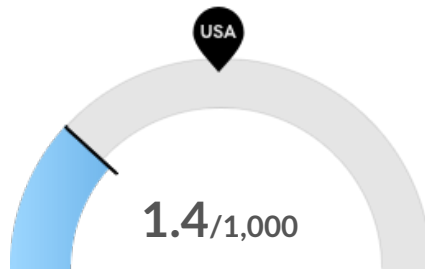
Racial Diversity

Racial diversity is low in Shawano County, WI. The national average for an area this size is 16,627 racially diverse people, while there are 5,850 here.



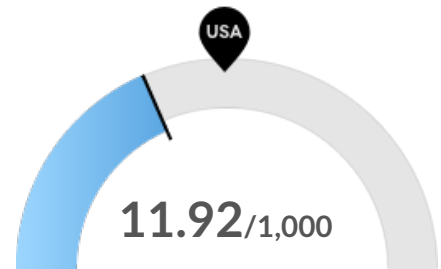
Veterans

Shawano County, WI has 2,637 veterans. The national average for an area this size is 2,208.



Violent Crime

Shawano County, WI has 1.4 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

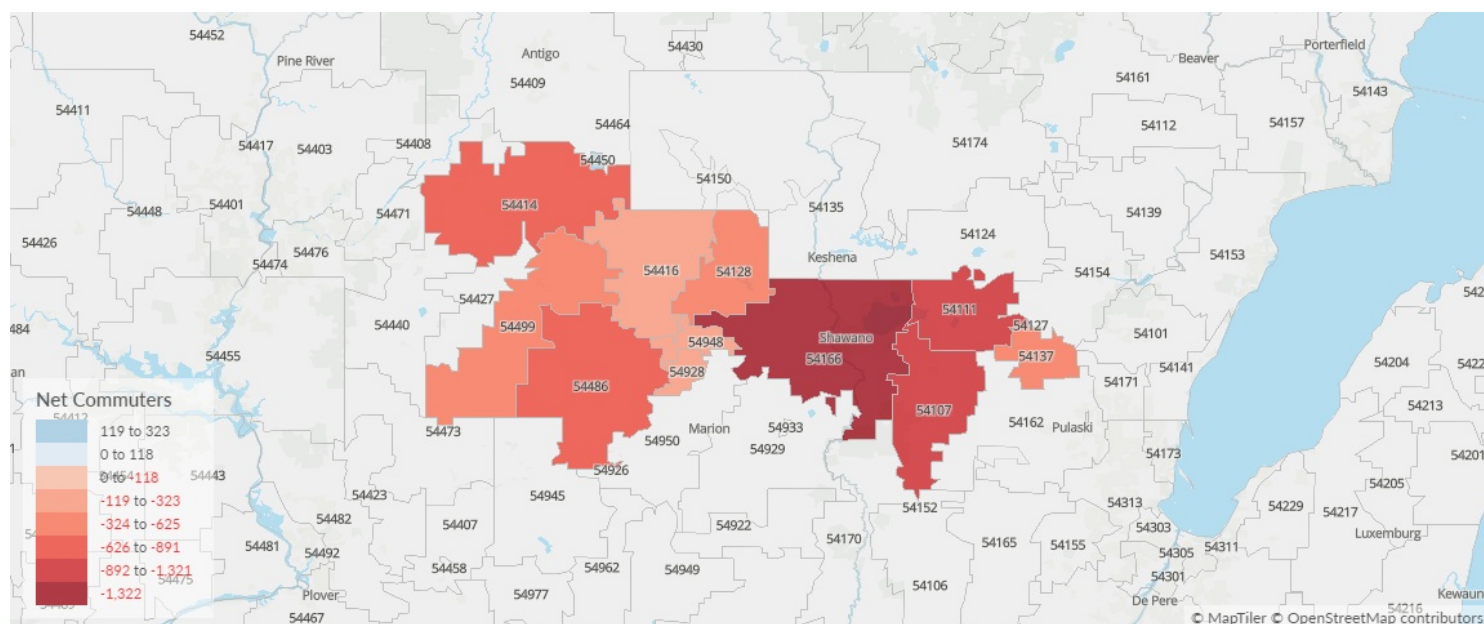


Property Crime

Shawano County, WI has 11.92 property crimes per 1,000 people. The national rate is 17.91 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.

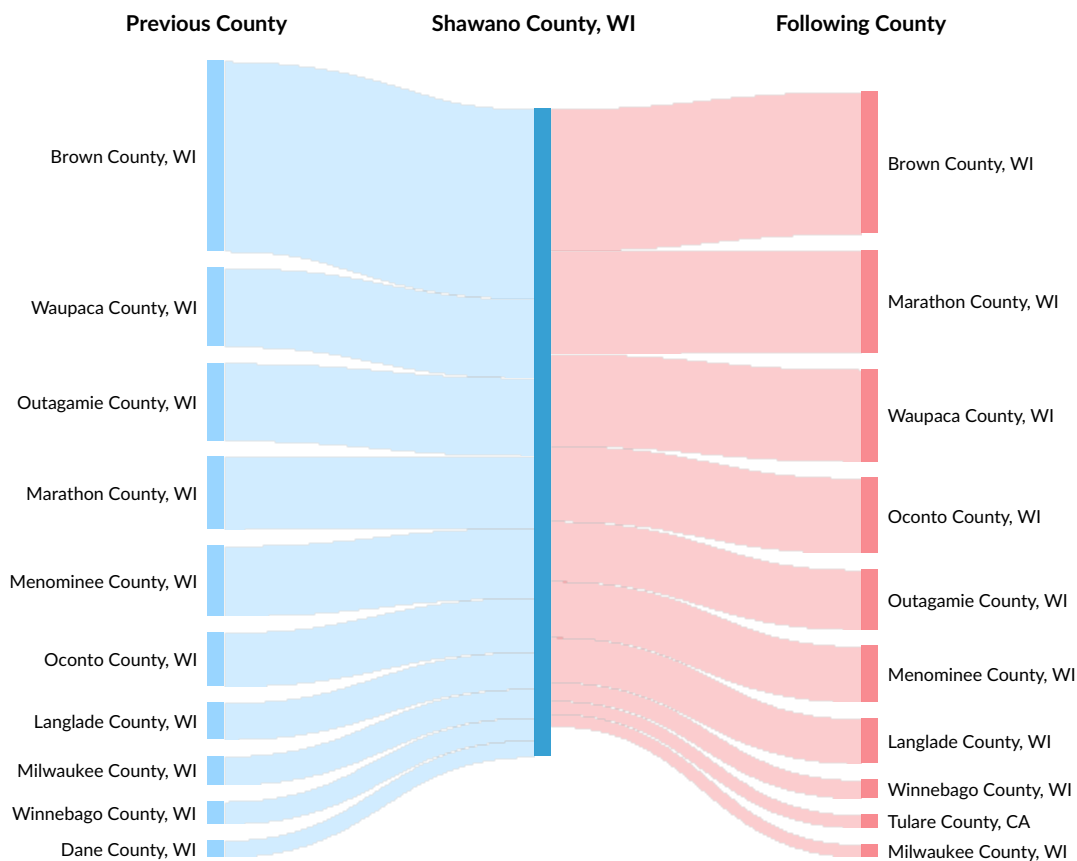


Where Talent Works			Where Talent Lives		
ZIP	Name	2021 Employment	ZIP	Name	2021 Workers
54166	Shawano, WI (in Shawa...	7,472	54166	Shawano, WI (in Shawa...	8,794
54414	Birnamwood, WI (in Sha...	1,354	54107	Bonduel, WI (in Shawan...	2,129
54107	Bonduel, WI (in Shawan...	1,237	54414	Birnamwood, WI (in Sha...	1,979
54499	Wittenberg, WI (in Shaw...	1,081	54499	Wittenberg, WI (in Shaw...	1,413
54416	Bowler, WI (in Shawano...	621	54486	Tigerton, WI (in Shawan...	1,240

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 2020, **346** people have migrated from Brown County, WI to Shawano County, WI. In the same year, **259** people left Shawano County, WI migrating to Brown County, WI. The total Net Migration for Shawano County, WI in 2020 was **148**.

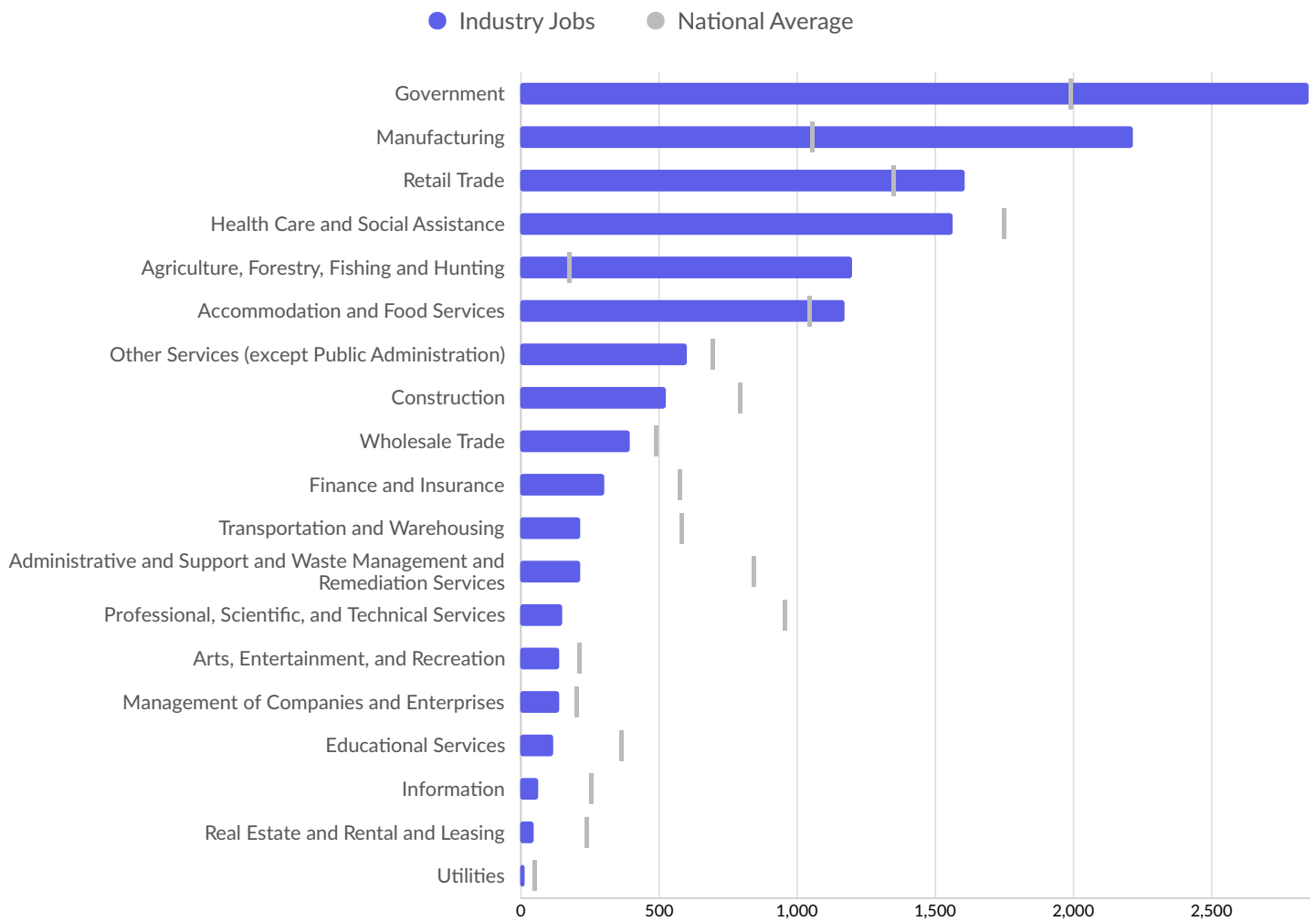


Top Previous Counties	Migrations
Brown County, WI	346
Waupaca County, WI	144
Outagamie County, WI	142
Marathon County, WI	132
Menominee County, WI	128
Oconto County, WI	98

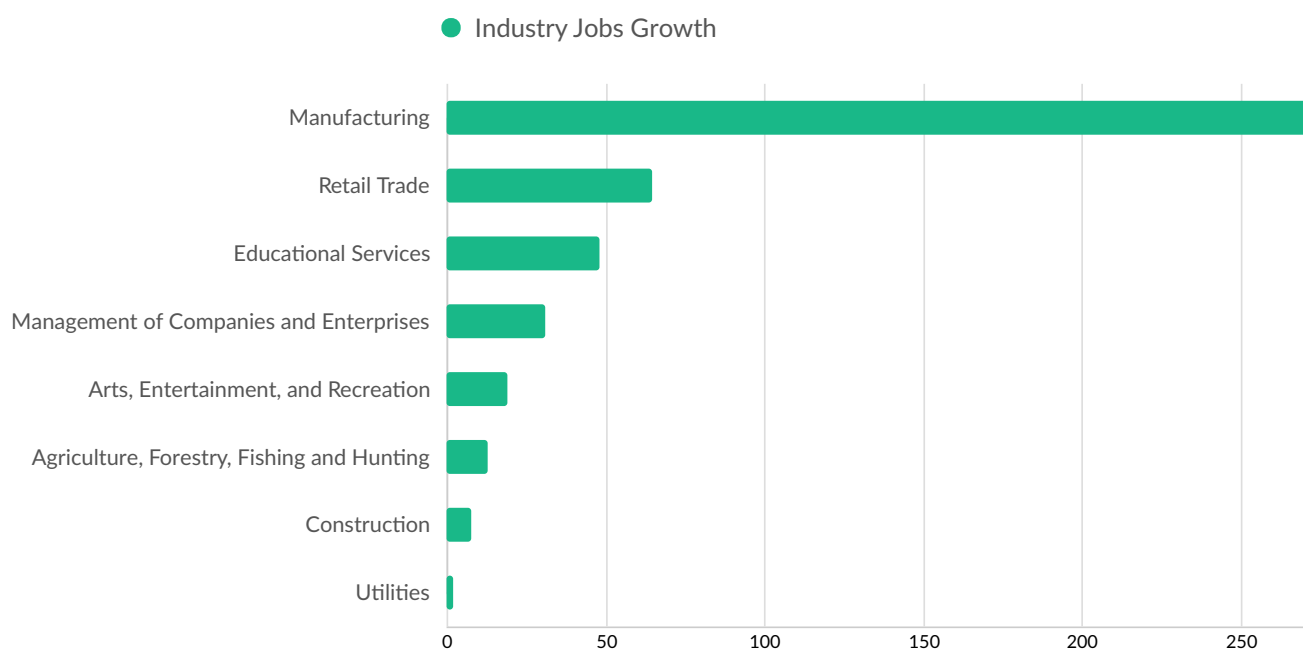
Top Previous Counties	Migrations
Langlade County, WI	67
Milwaukee County, WI	53
Winnebago County, WI	41
Dane County, WI	30
Cook County, IL	20
Waukesha County, WI	20
Washington County, WI	19
Garland County, AR	17
Volusia County, FL	15
Top Following Counties	Migrations
Brown County, WI	259
Marathon County, WI	187
Waupaca County, WI	168
Oconto County, WI	137
Outagamie County, WI	109
Menominee County, WI	102
Langlade County, WI	82
Winnebago County, WI	34
Tulare County, CA	24
Milwaukee County, WI	23
Upshur County, TX	18
Lincoln County, WI	17
Ozaukee County, WI	17
Sawyer County, WI	16
Hudson County, NJ	15

Industry Characteristics

Largest Industries

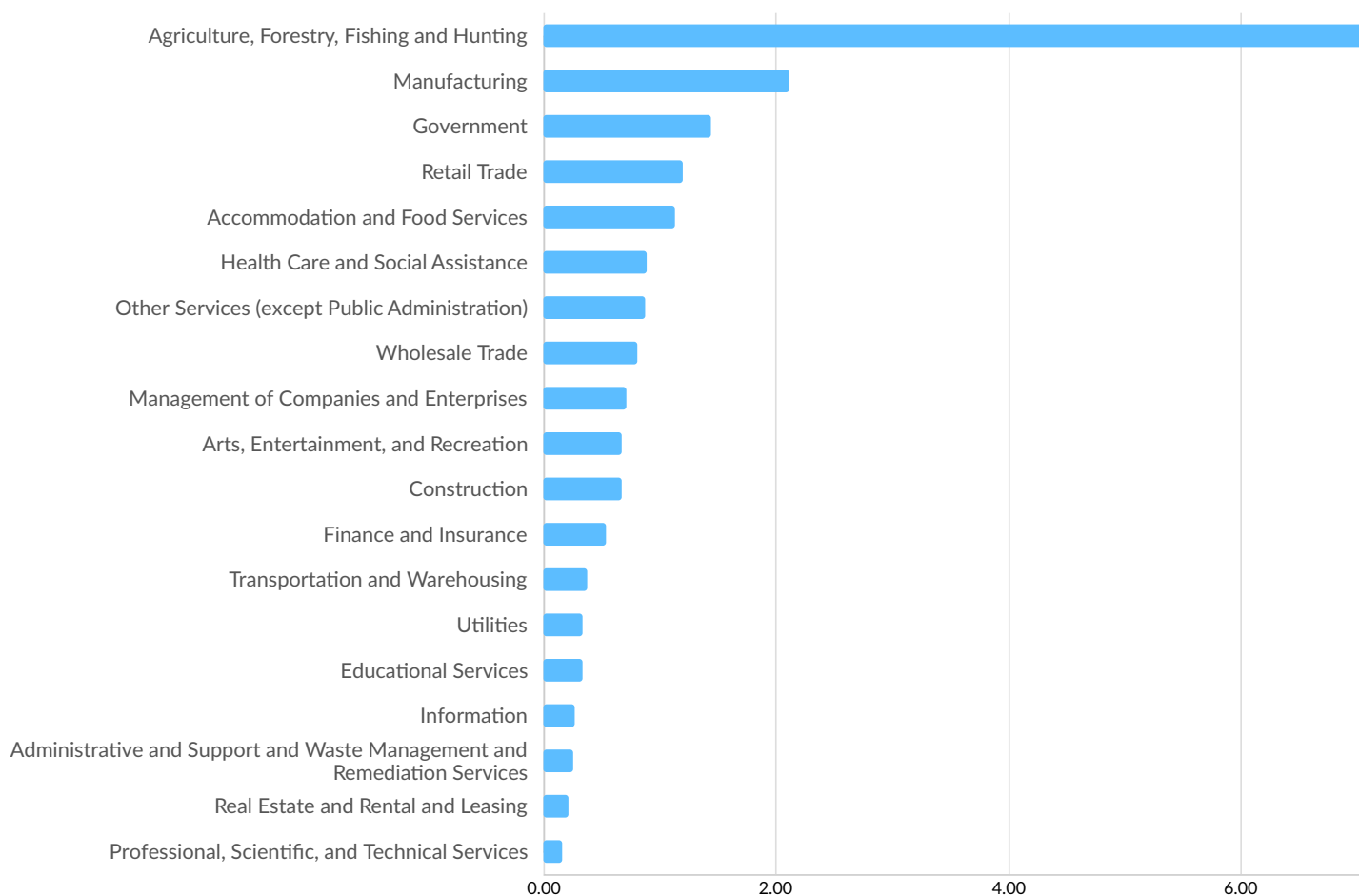


Top Growing Industries



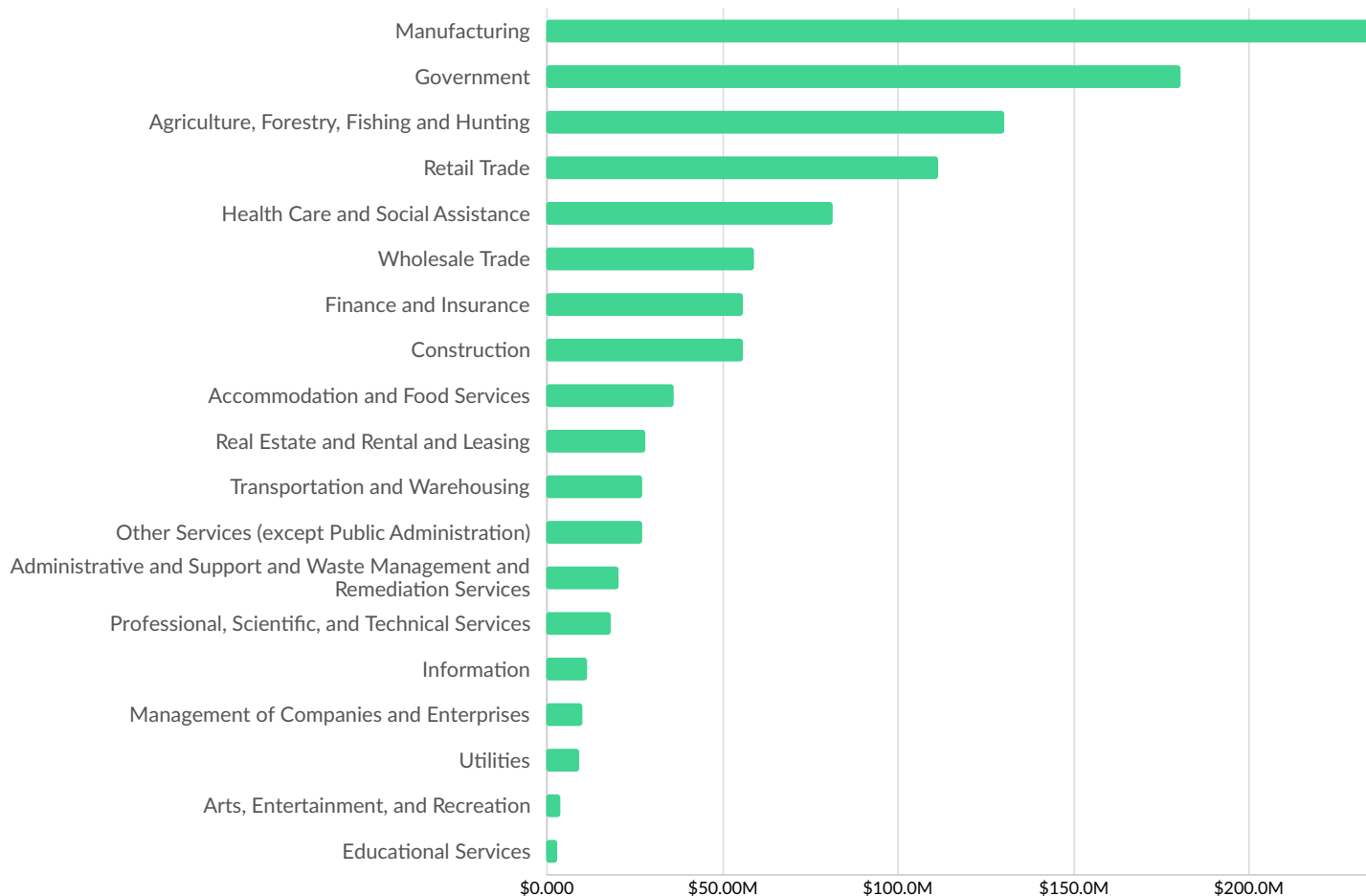
Top Industry Location Quotient

● Industry Location
Quotient

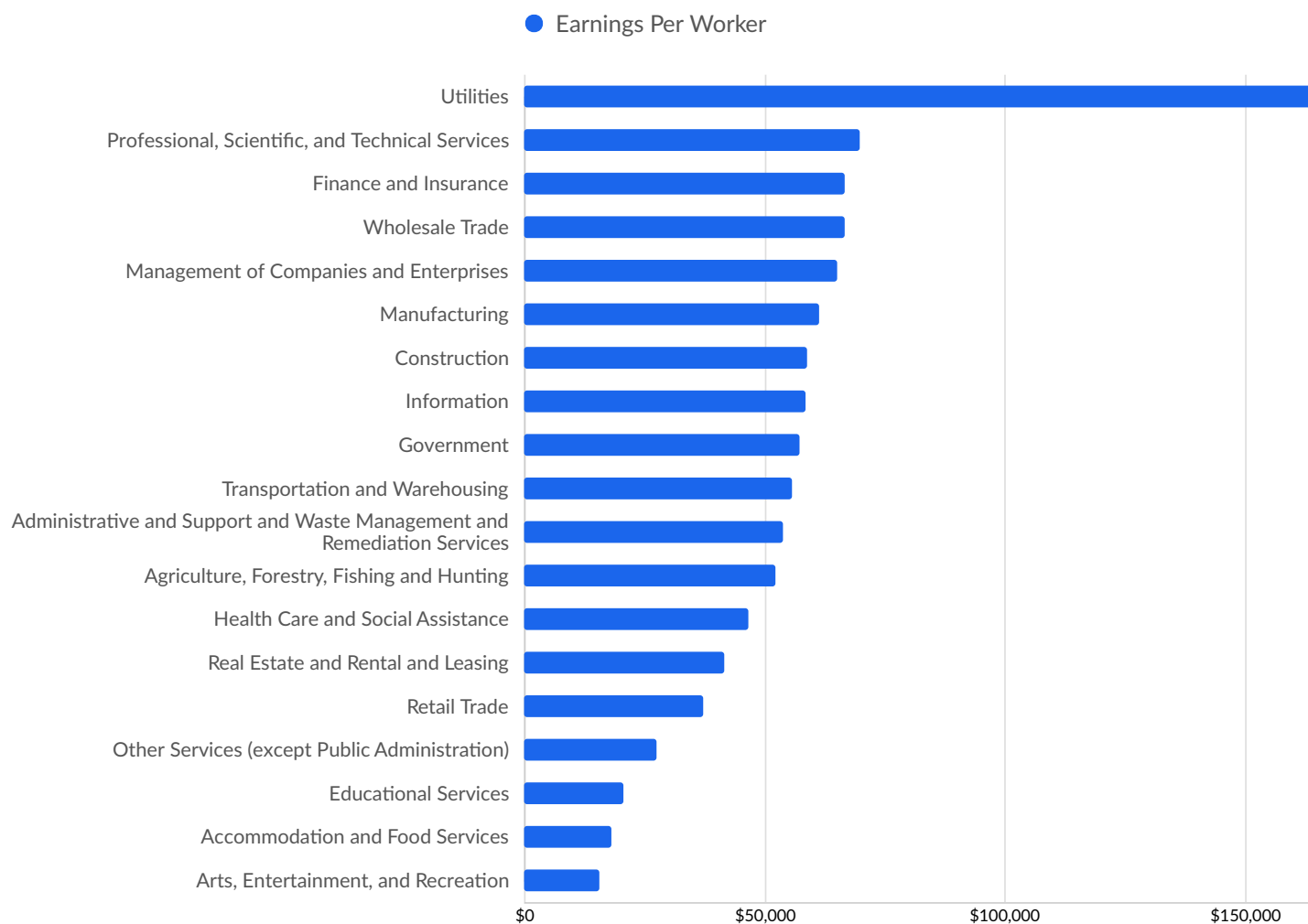


Top Industry GRP

● Gross Regional Product























Top Industry Earnings



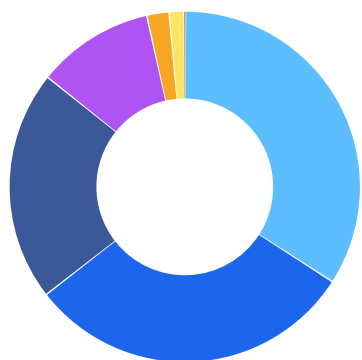
Business Characteristics

2,594 Companies Employ Your Workers

Online profiles for your workers mention 2,594 companies as employers, with the top 10 appearing below. In the last 12 months, 389 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	120 	Celerity	104 
ThedaCare	104 	Kwik Trip	72 
North Star Mohican Casino	77 	Shawano County	68 
College Of Menominee Nation	61 	Performance Food Group	65 
Walmart	47 	Charlie's County Market	62 
Genex Cooperative, Inc. And Co...	44 	North Shore Healthcare	60 
Nueske's Applewood Smoked M...	41 	LHC Group	44 
Menominee Indian Tribe Of Wis...	38 	ThedaCare	44 
Aspirus	37 	Walgreens Boots Alliance	44 
Northeast Wisconsin Technical ...	37 	Walmart	36 

Business Size

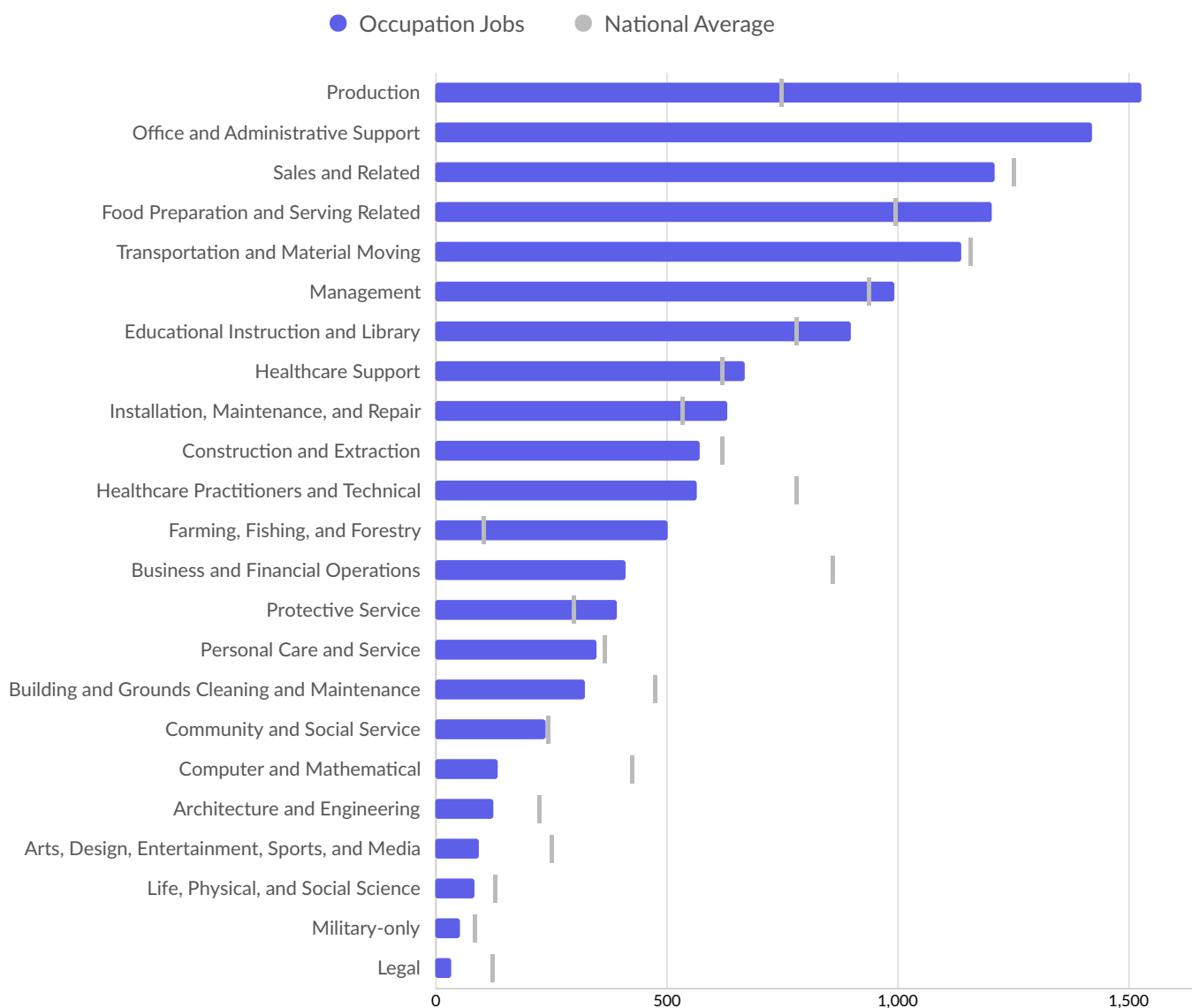


	Percentage	Business Count
1 to 4 employees	34.0%	498
5 to 9 employees	30.4%	445
10 to 19 employees	21.2%	311
20 to 49 employees	10.8%	158
50 to 99 employees	2.0%	30
100 to 249 employees	1.4%	20
250 to 499 employees	0.1%	1
500+ employees	0.1%	1

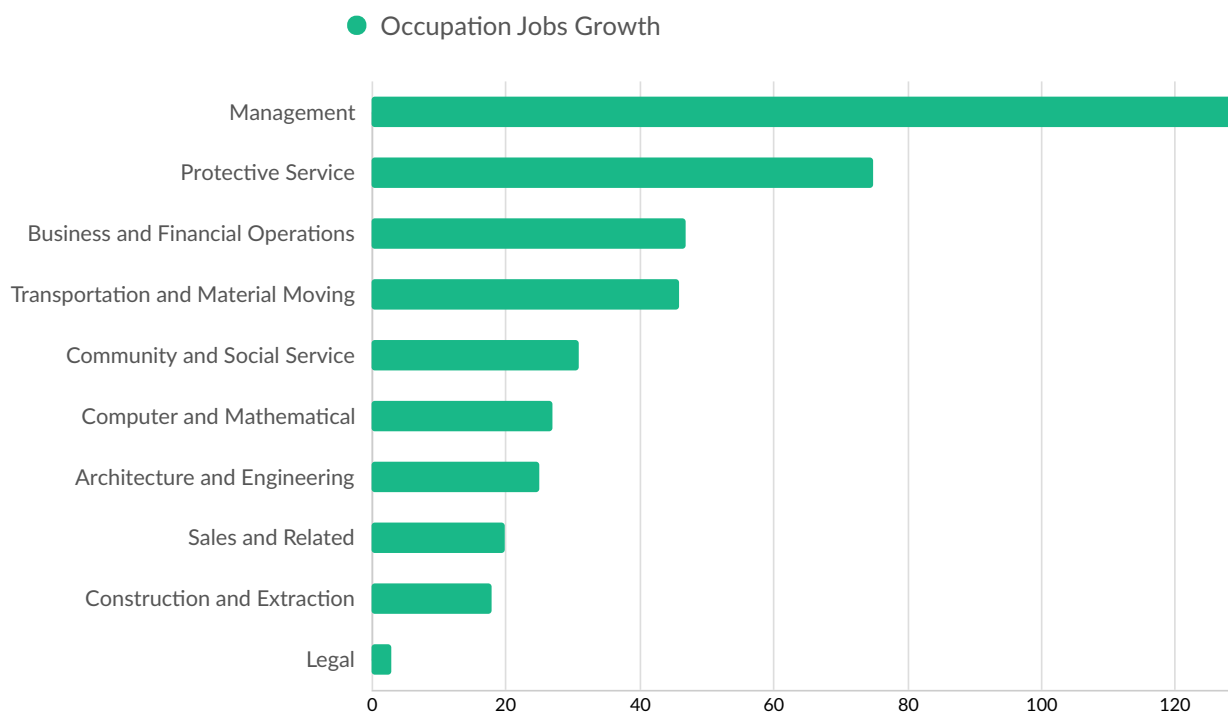
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

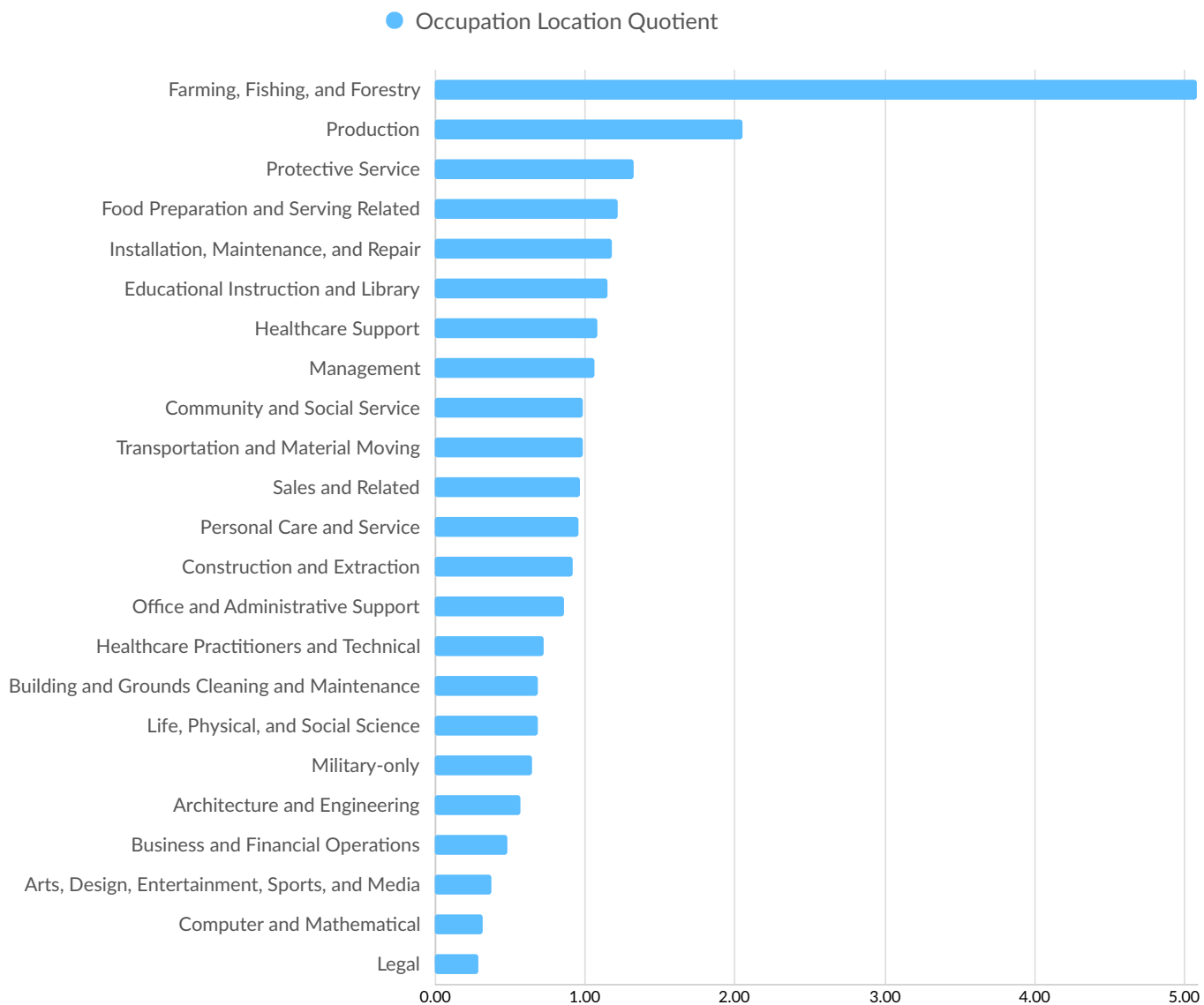
Largest Occupations



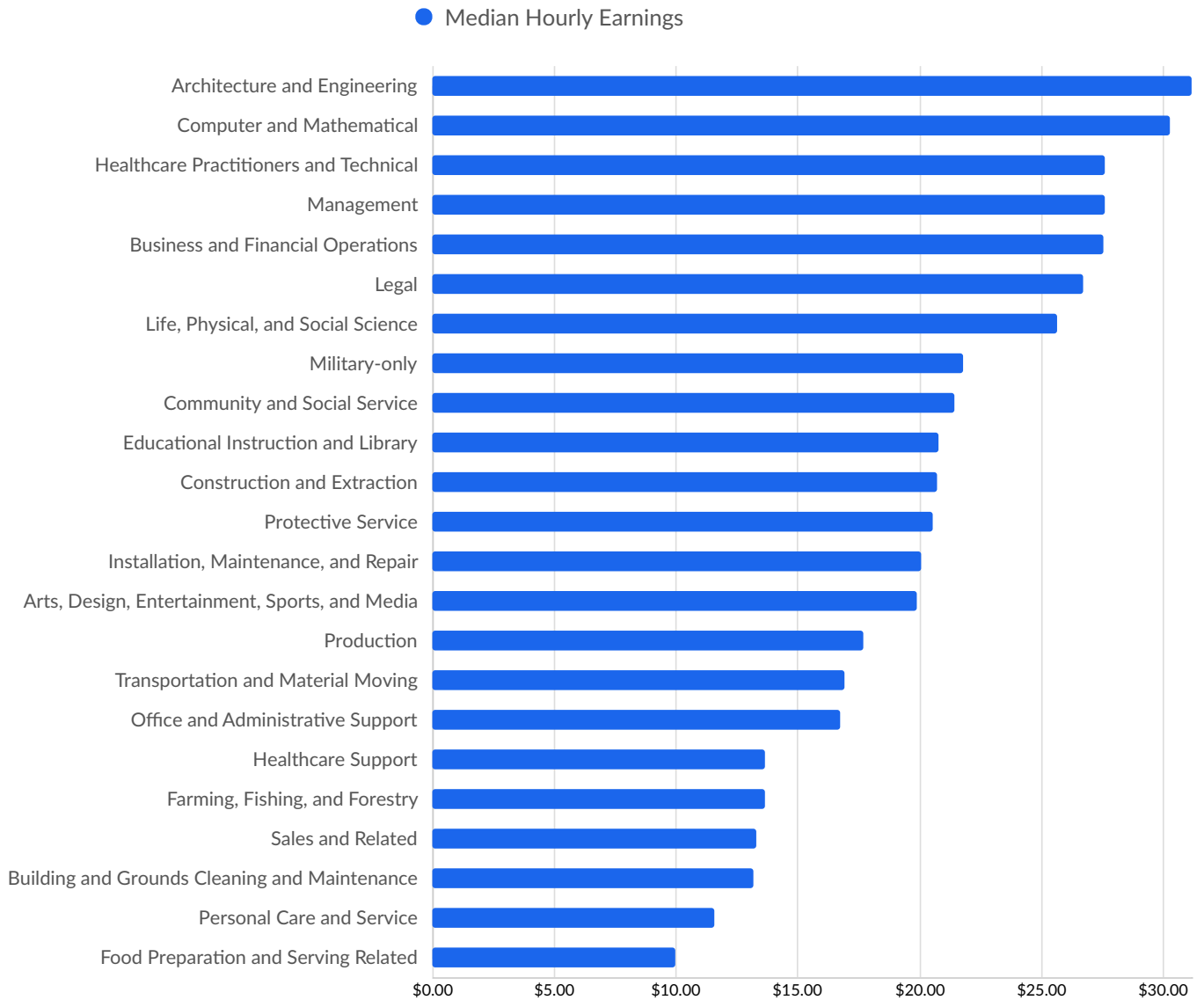
Top Growing Occupations



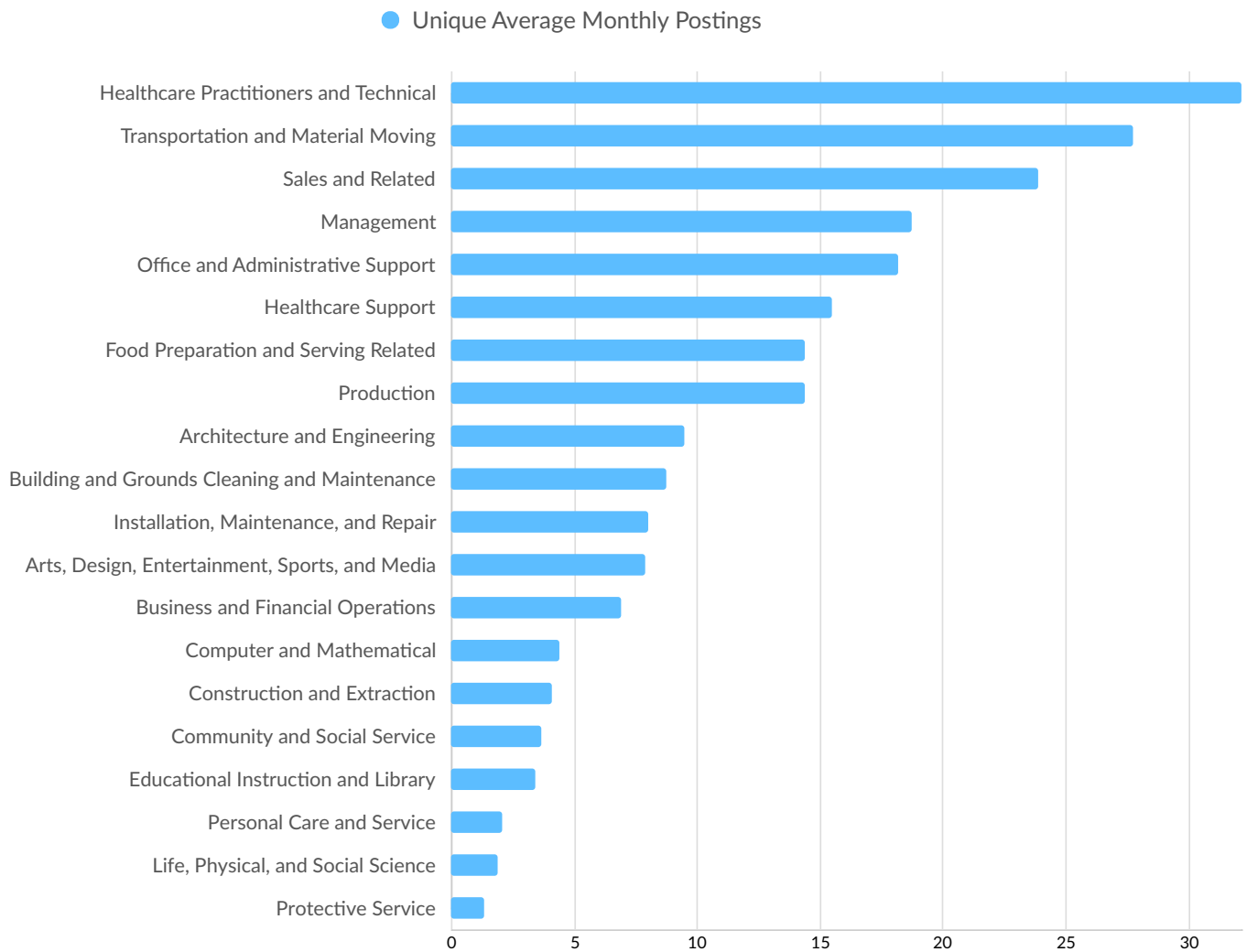
Top Occupation Location Quotient



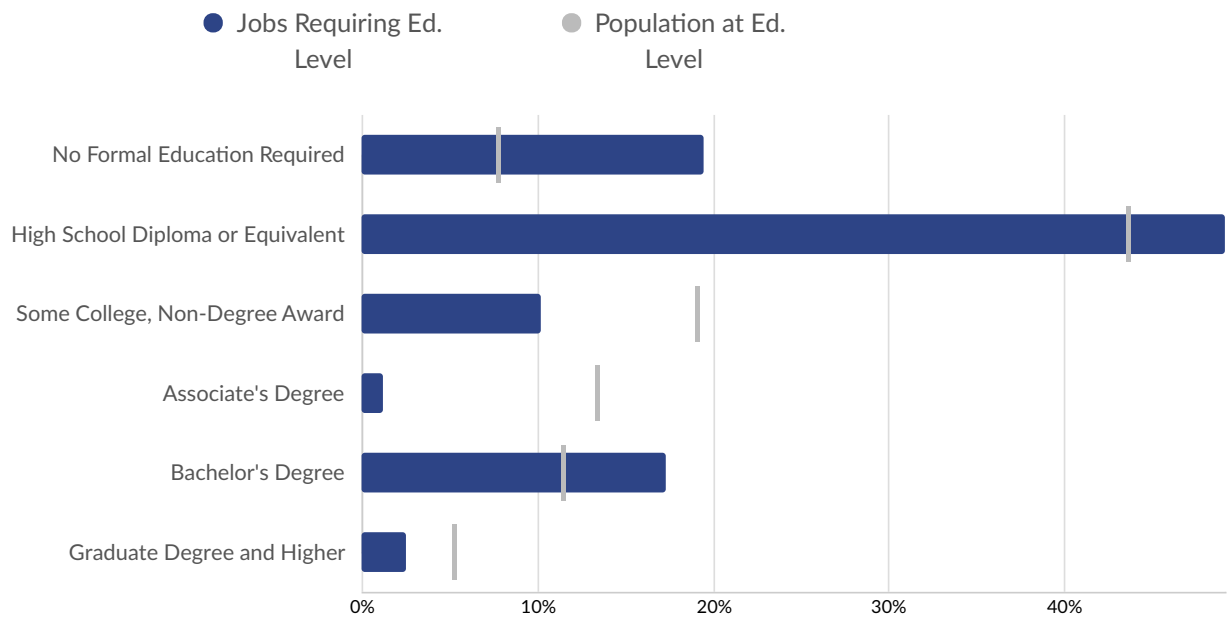
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

