



10 Wisconsin Counties

ECWRPC



East Central Wisconsin
Regional Planning Commission

ECWRPC

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Report Parameters

10 Counties

55015	Calumet County, WI	55087	Outagamie County, WI
55039	Fond du Lac County, WI	55115	Shawano County, WI
55047	Green Lake County, WI	55135	Waupaca County, WI
55077	Marquette County, WI	55137	Waushara County, WI
55078	Menominee County, WI	55139	Winnebago County, WI

Class of Worker

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

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

Economy Overview

680,088

Population (2023)

Population **grew by 14,498** over the last 5 years and is projected to **grow by 14,644** over the next 5 years.

345,346

Total Regional Employment

Jobs **decreased by 2,504** over the last 5 years but are projected to **grow by 6,175** over the next 5 years.

\$67.8K

Avg. Earnings Per Job (2023)

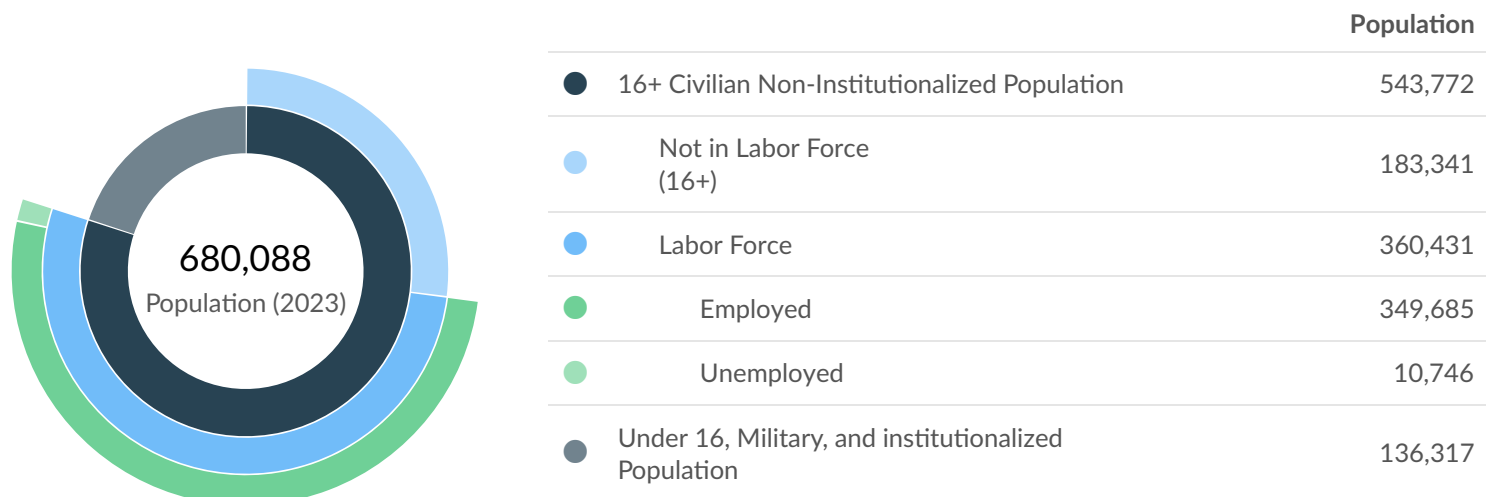
Regional average earnings per job are **\$14.8K below** the national average earnings of \$82.5K per job.

Takeaways

- As of 2023 the region's population **increased by 2.2%** since 2018, growing by 14,498. Population is expected to **increase by 2.2%** between 2023 and 2028, adding 14,644.
- From 2018 to 2023, jobs **declined by 0.7%** in 10 Wisconsin Counties from 347,850 to **345,346**. This change **fell short of the national growth rate of 3.6% by 4.3%**. As the number of jobs declined, the **labor force participation rate decreased from 67.9% to 66.3% between 2018 and 2023**.
- Concerning educational attainment, **18.6% of the selected regions' residents possess a Bachelor's Degree** (2.5% below the national average), and **13.2% hold an Associate's Degree** (4.2% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

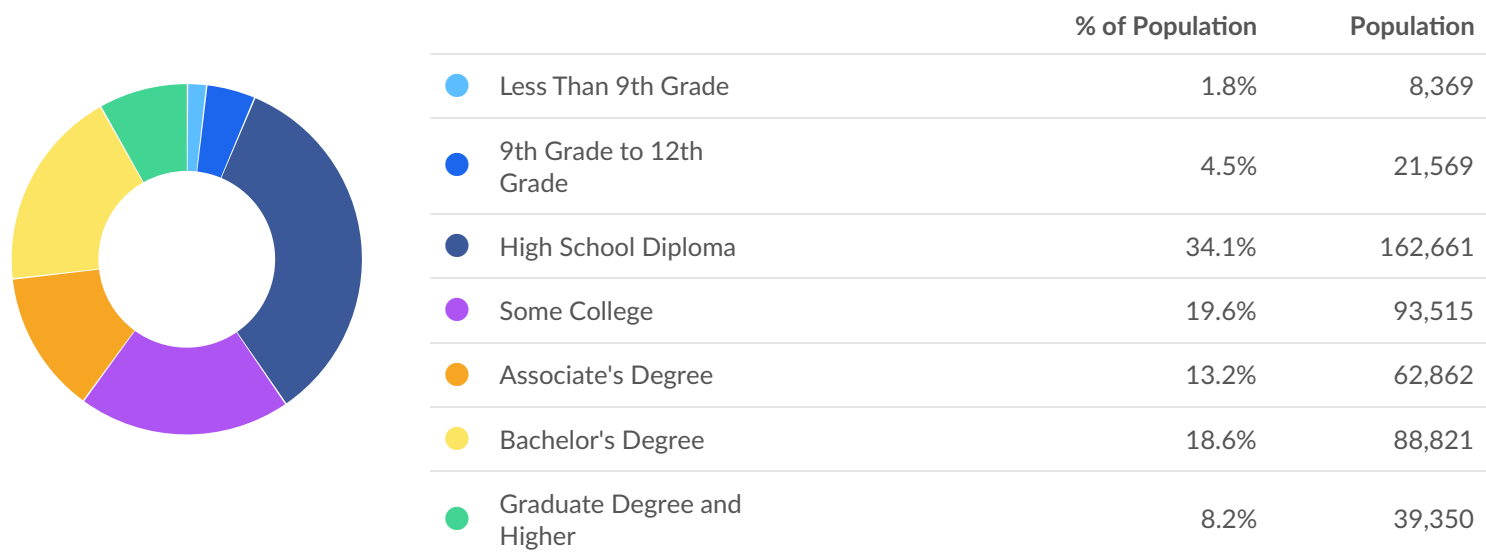
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	680,088	360,431	345,346	99.2	\$41.61B	\$53.40B	\$54.42B
State	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

Sep 2023 Labor Force Breakdown



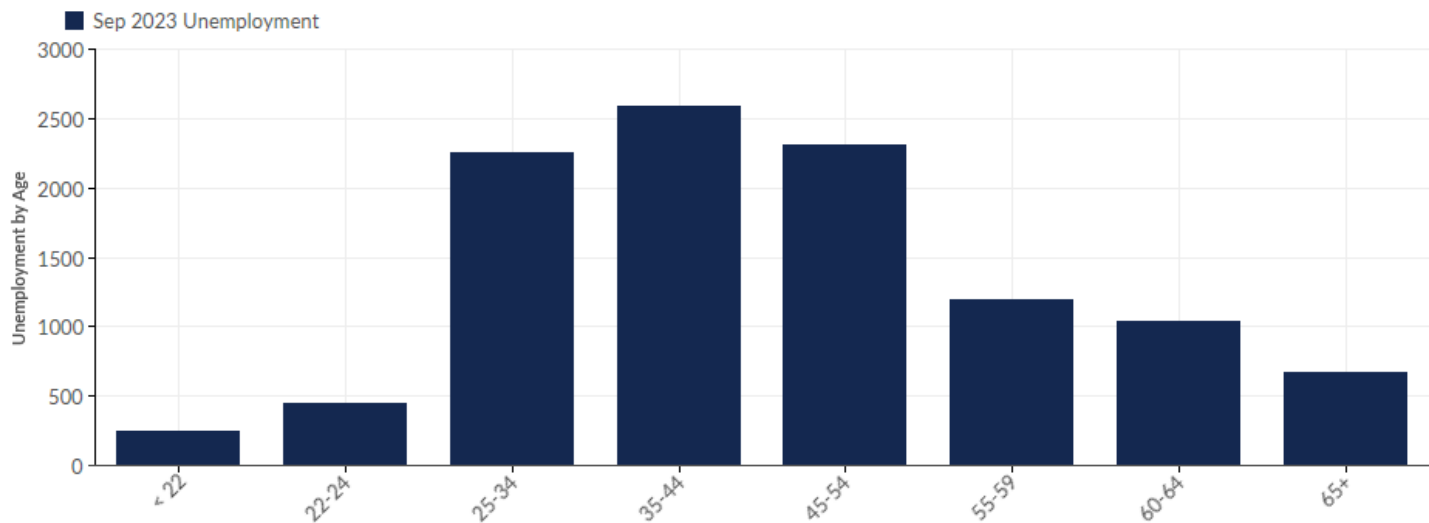
Educational Attainment

Concerning educational attainment, **18.6% of the selected regions' residents possess a Bachelor's Degree** (2.5% below the national average), and **13.2% hold an Associate's Degree** (4.2% above the national average).



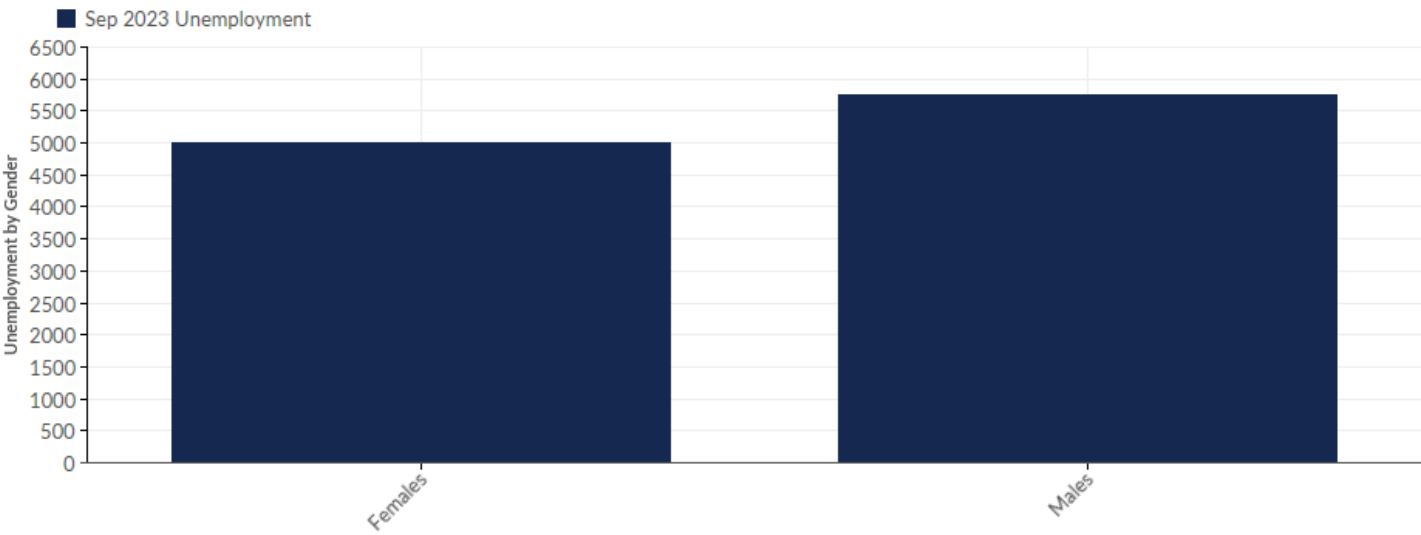
Unemployment by Demographics

Unemployment by Age



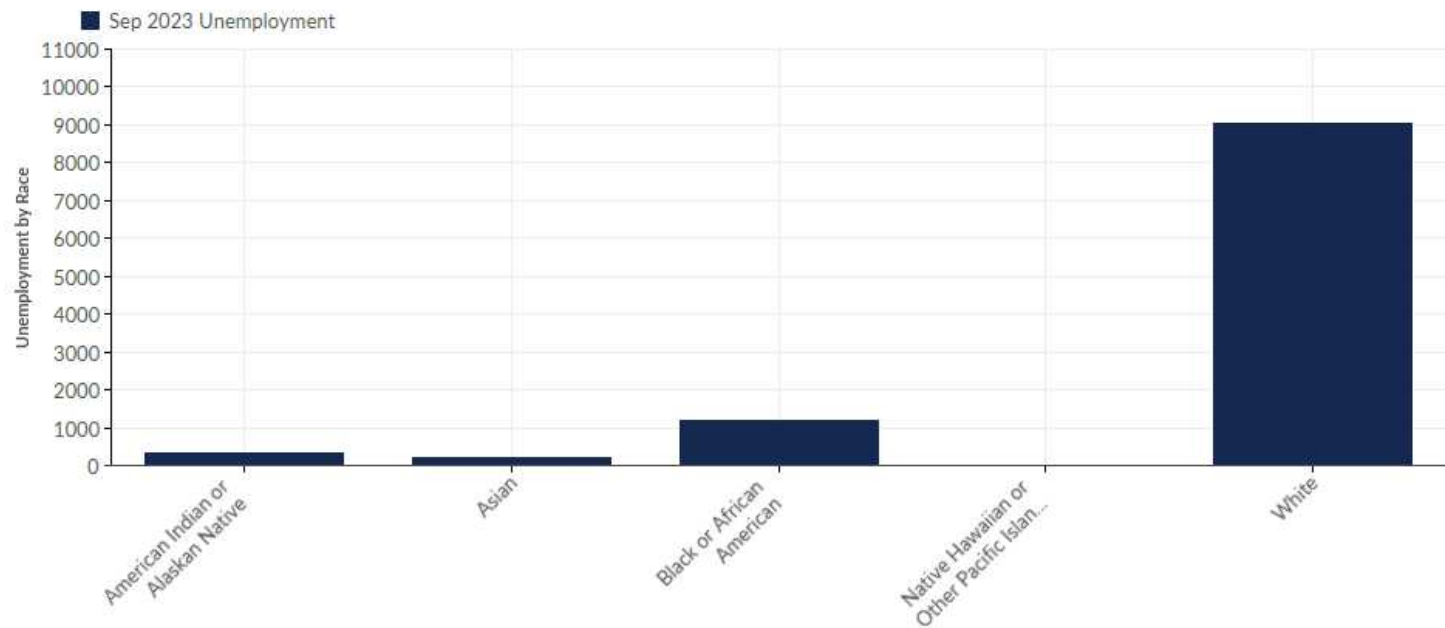
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	244	2.27%
22-24	450	4.19%
25-34	2,255	20.98%
35-44	2,591	24.11%
45-54	2,306	21.46%
55-59	1,191	11.08%
60-64	1,042	9.70%
65+	667	6.21%
Total	10,746	100.00%

Unemployment by Gender



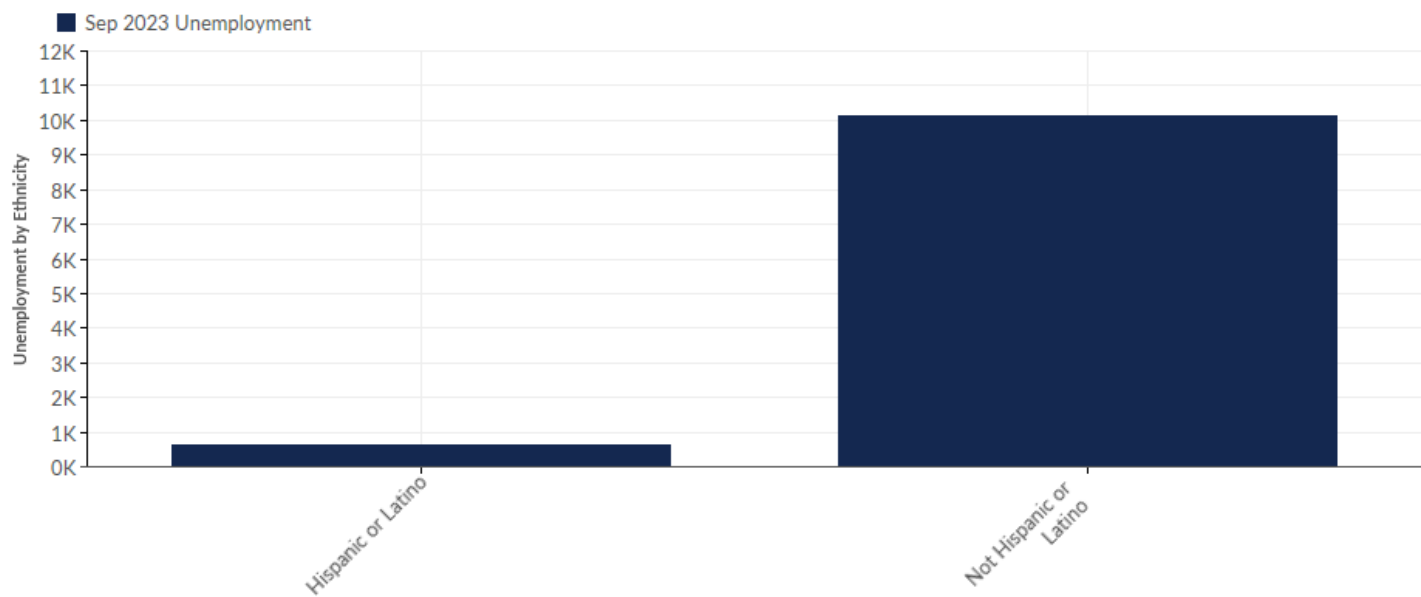
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	4,996	46.49%
Males	5,750	53.51%
Total	10,746	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	315	2.93%
Asian	214	1.99%
Black or African American	1,181	10.99%
Native Hawaiian or Other Pacific Islander	17	0.16%
White	9,020	83.94%
Total	10,746	100.00%

Unemployment by Ethnicity

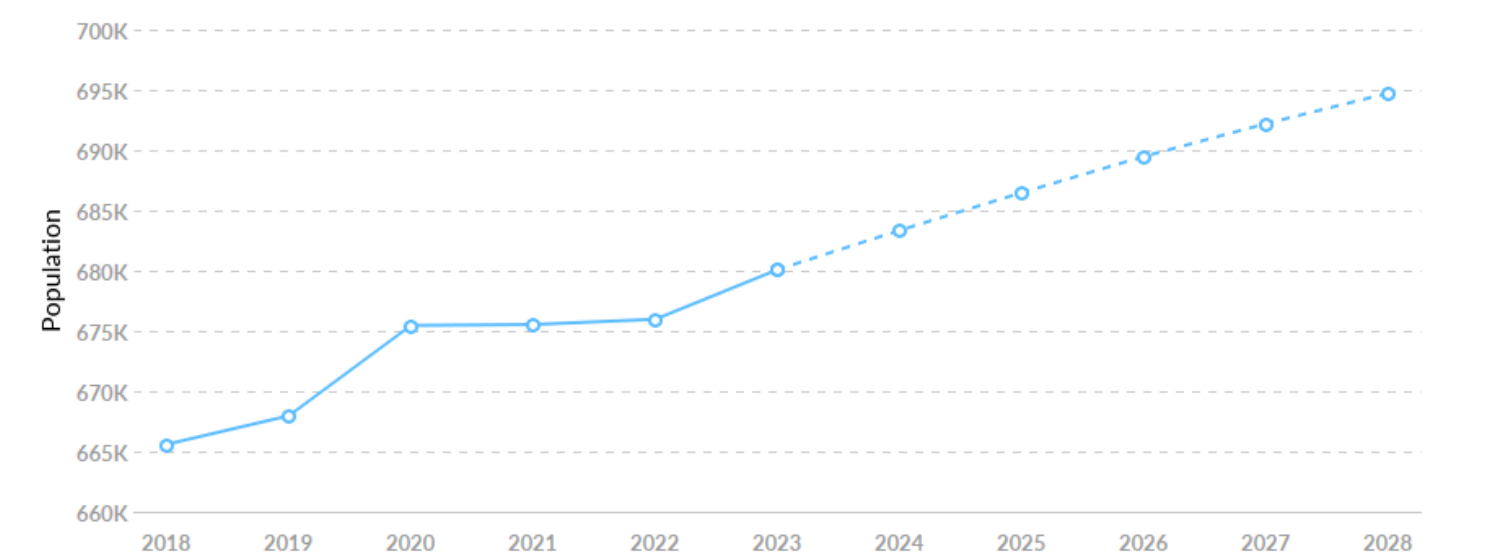


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	606	5.64%
Not Hispanic or Latino	10,140	94.36%
Total	10,746	100.00%

Historic & Projected Trends

Population Trends

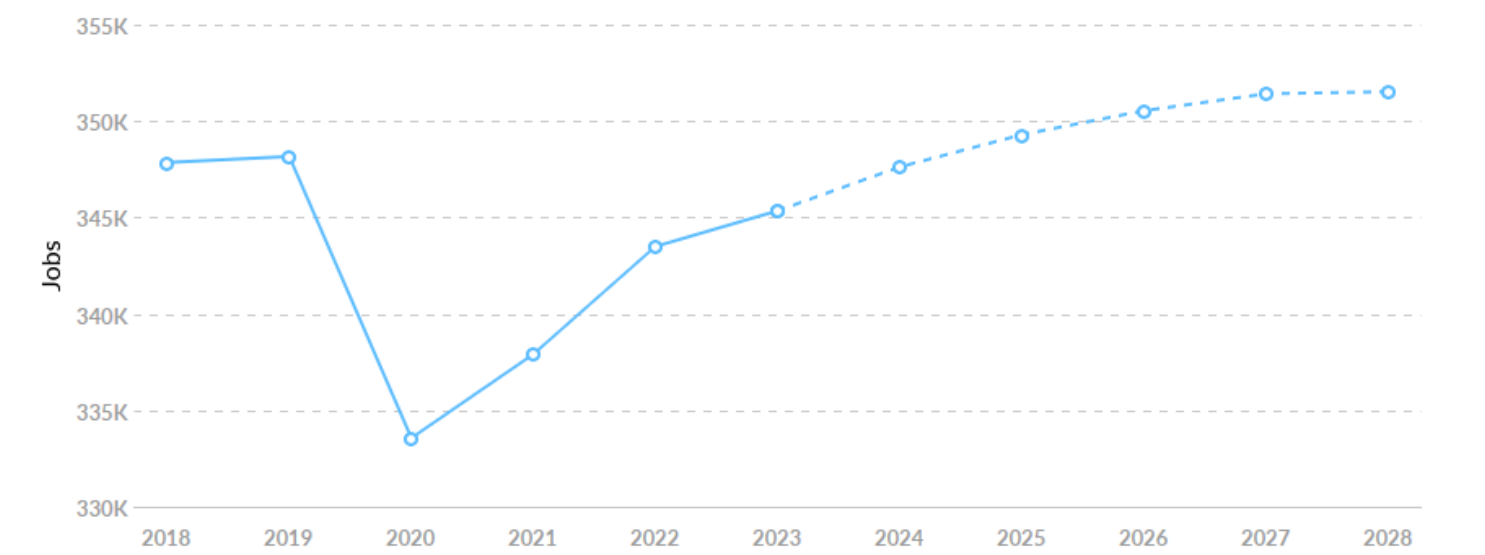
As of 2023 the region's population **increased by 2.2%** since 2018, growing by 14,498. Population is expected to **increase by 2.2%** between 2023 and 2028, adding 14,644.



Timeframe	Population
2018	665,590
2019	667,964
2020	675,458
2021	675,535
2022	675,968
2023	680,088
2024	683,349
2025	686,476
2026	689,482
2027	692,205
2028	694,732

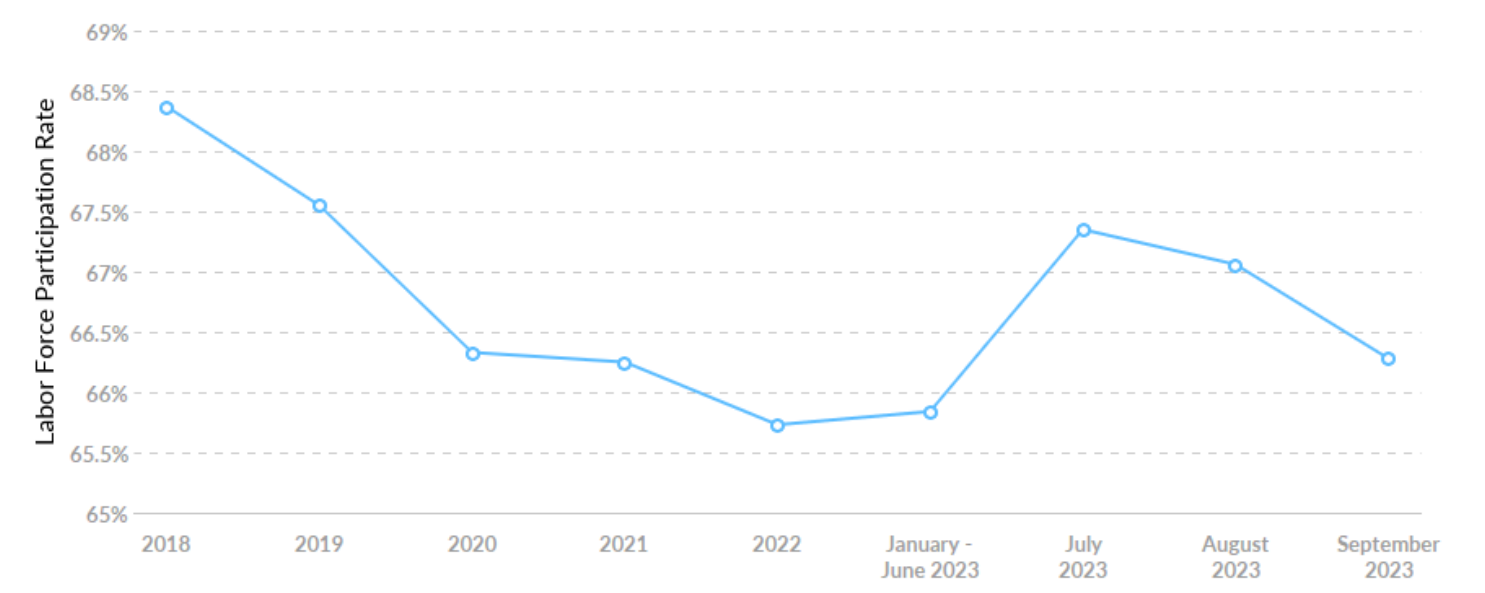
Job Trends

From 2018 to 2023, jobs **declined by 0.7%** in 10 Wisconsin Counties from 347,850 to **345,346**. This change **fell short of the national growth rate of 3.6%** by 4.3%.



Timeframe	Jobs
2018	347,850
2019	348,162
2020	333,550
2021	337,904
2022	343,494
2023	345,346
2024	347,621
2025	349,293
2026	350,537
2027	351,415
2028	351,521

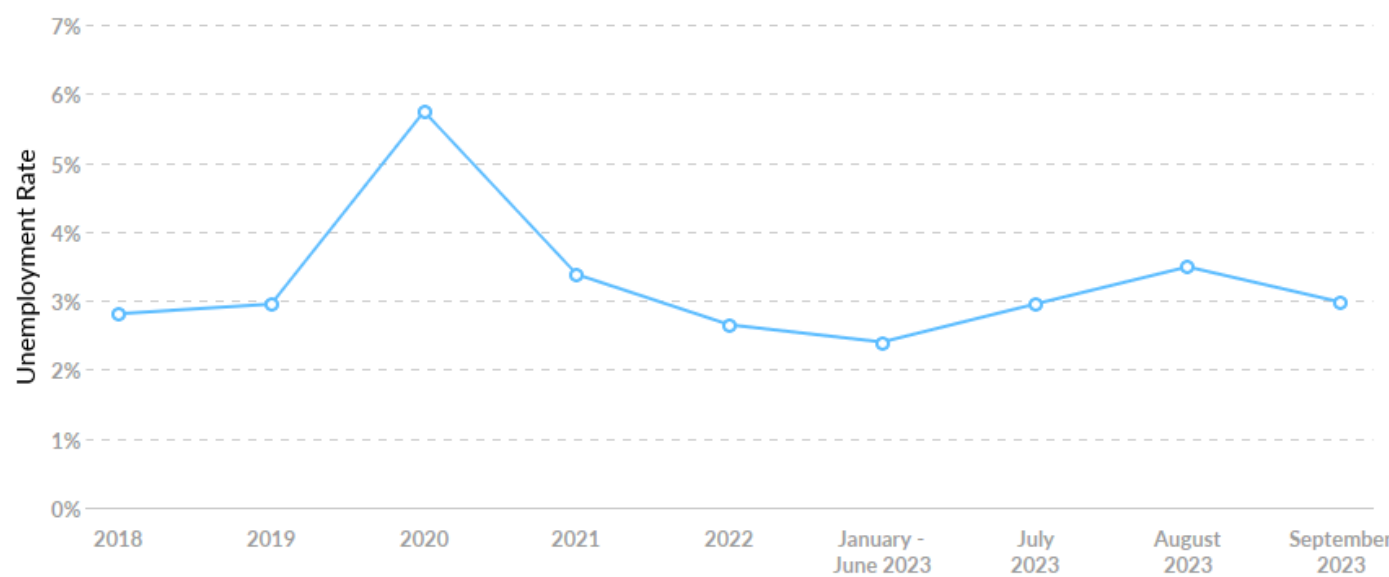
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	68.37%
2019	67.55%
2020	66.33%
2021	66.25%
2022	65.73%
January - June 2023	65.84%
July 2023	67.35%
August 2023	67.06%
September 2023	66.28%

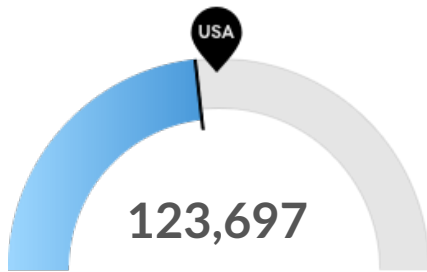
Unemployment Rate Trends

Your areas had a September 2023 unemployment rate of 2.98%, **increasing from 2.81% 5 years before.**



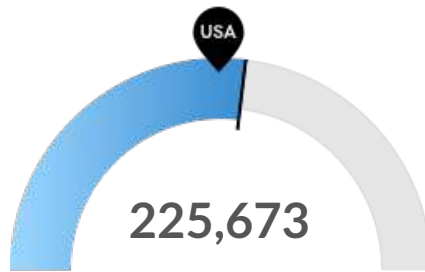
Timeframe	Unemployment Rate
2018	2.81%
2019	2.95%
2020	5.74%
2021	3.38%
2022	2.65%
January - June 2023	2.40%
July 2023	2.95%
August 2023	3.49%
September 2023	2.98%

Population Characteristics



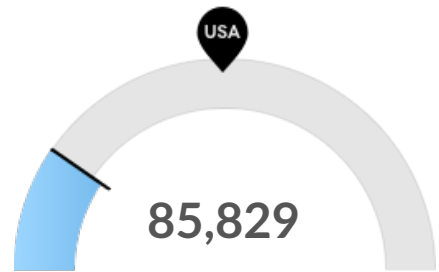
Millennials

Your area has 123,697 millennials (ages 25-39). The national average for an area this size is 137,448.



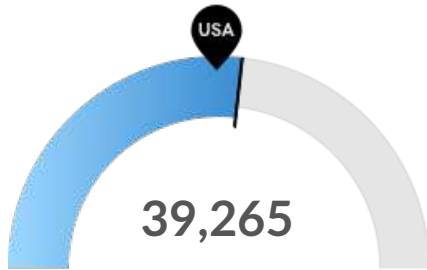
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 202,575 people 55 or older, while there are 225,673 here.



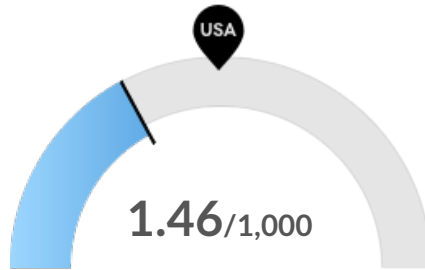
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 277,986 racially diverse people, while there are 85,829 here.



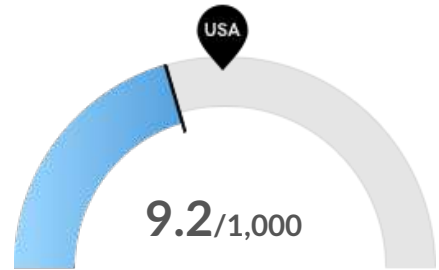
Veterans

Your area has 39,265 veterans. The national average for an area this size is 35,465.



Violent Crime

Your area has 1.46 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

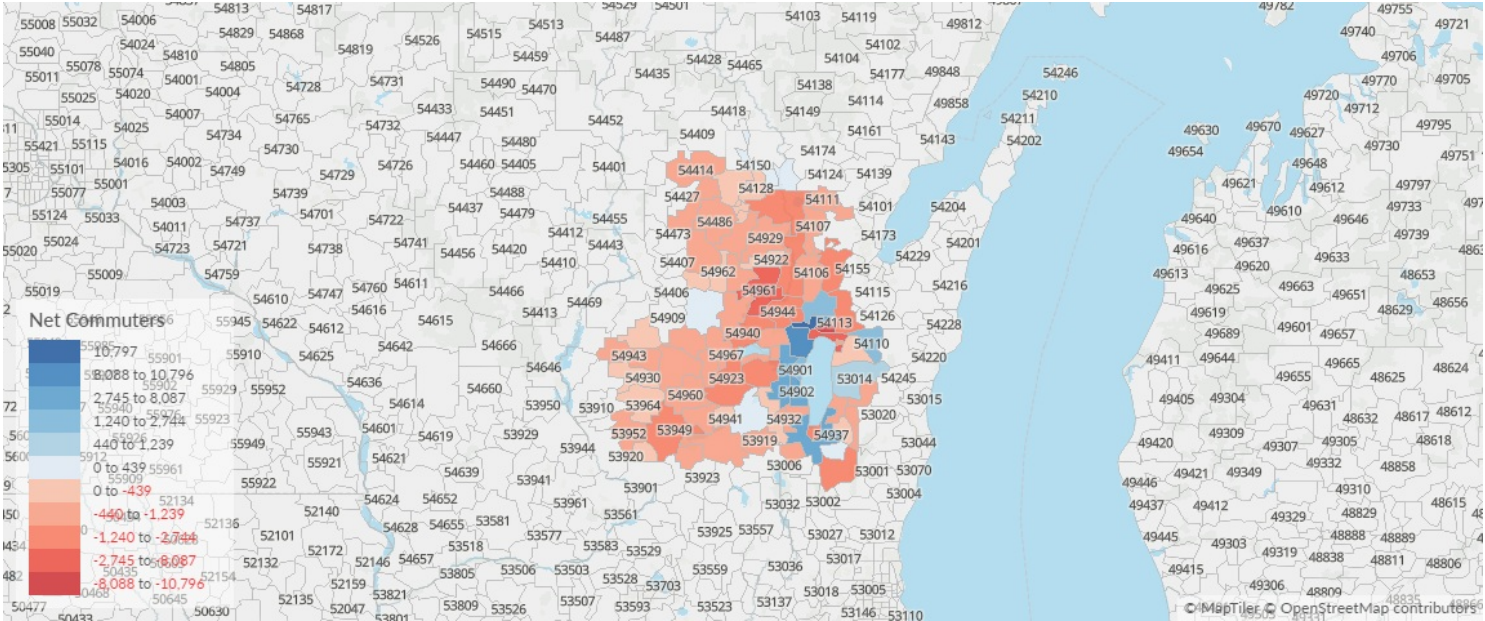


Property Crime

Your area has 9.2 property crimes per 1,000 people. The national rate is 12.12 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.

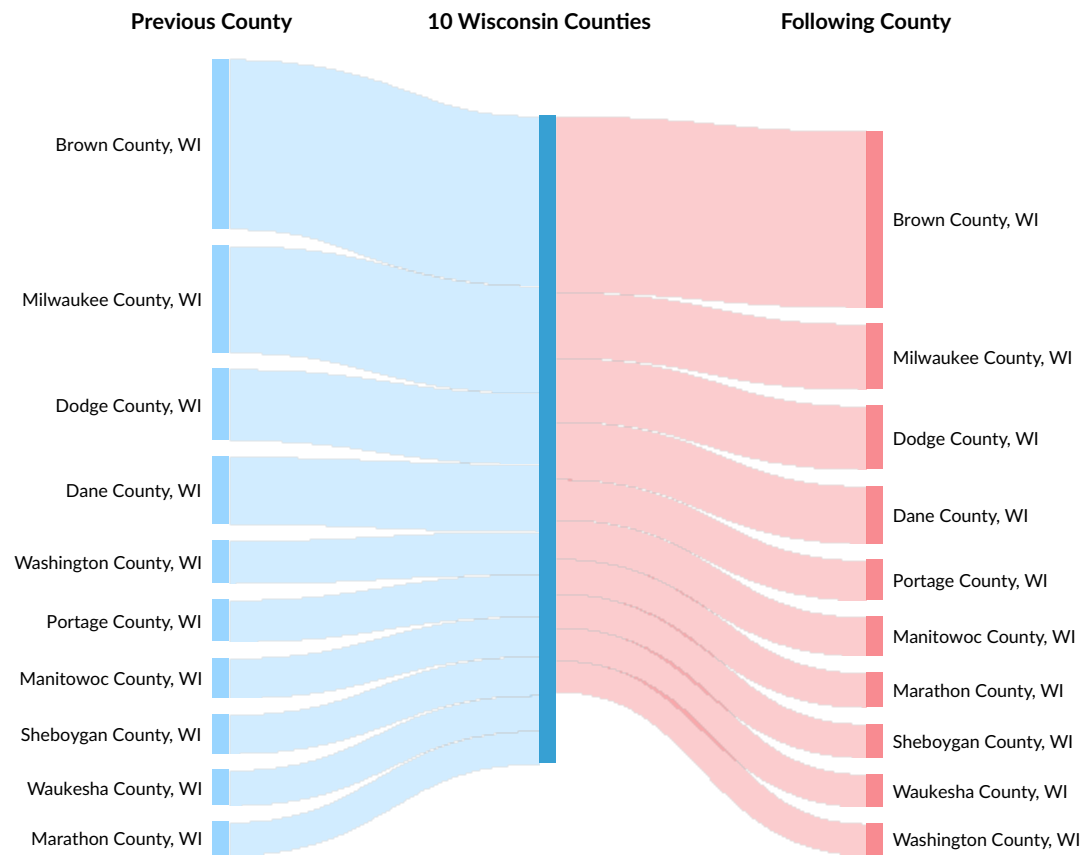


Where Talent Works			Where Talent Lives		
ZIP	Name	2023 Employment	ZIP	Name	2023 Workers
54956	Neenah, WI (in Winnebago County)	32,445	54956	Neenah, WI (in Winnebago County)	24,107
54914	Appleton, WI (in Outagamie County)	27,502	54915	Appleton, WI (in Outagamie County)	23,676
54911	Appleton, WI (in Outagamie County)	21,645	54935	Fond Du Lac, WI (in Fond Du Lac County)	22,068
54935	Fond Du Lac, WI (in Fond Du Lac County)	20,766	54901	Oshkosh, WI (in Winnebago County)	17,387
54901	Oshkosh, WI (in Winnebago County)	19,128	54914	Appleton, WI (in Outagamie County)	16,705

Inbound and Outbound Migration

The table below analyzes past and current residents of 10 Wisconsin Counties. The left column shows residents of other counties migrating to 10 Wisconsin Counties. The right column shows residents migrating from 10 Wisconsin Counties to other counties.

As of 2021, 1,931 people have migrated from Brown County, WI to 10 Wisconsin Counties. In the same year, 2,005 people left 10 Wisconsin Counties migrating to Brown County, WI. The total Net Migration for 10 Wisconsin Counties in 2021 was 1,682.

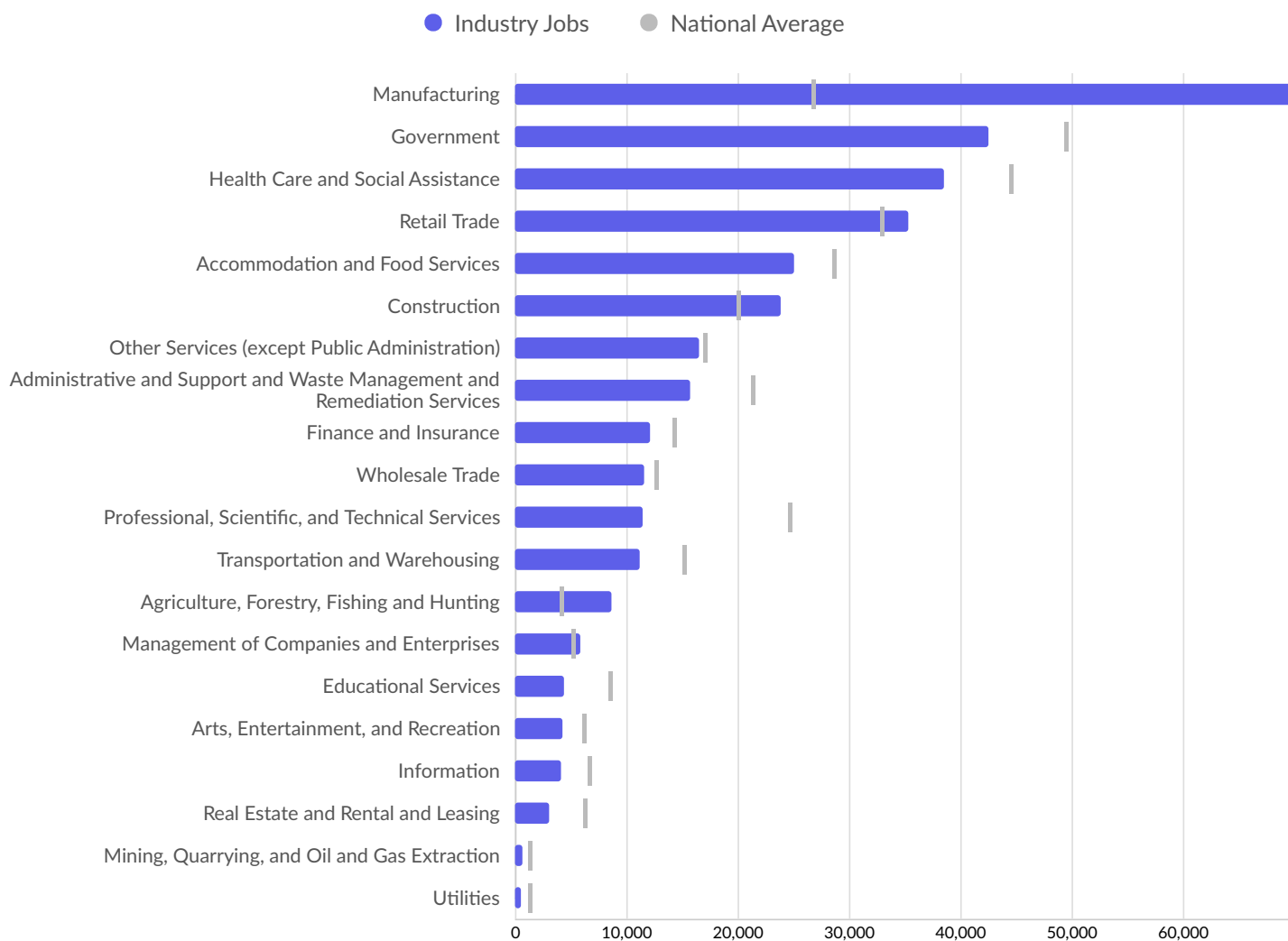


Top Previous Counties	Migrations
Brown County, WI	1,931
Milwaukee County, WI	1,218
Dodge County, WI	810
Dane County, WI	765
Washington County, WI	488
Portage County, WI	476

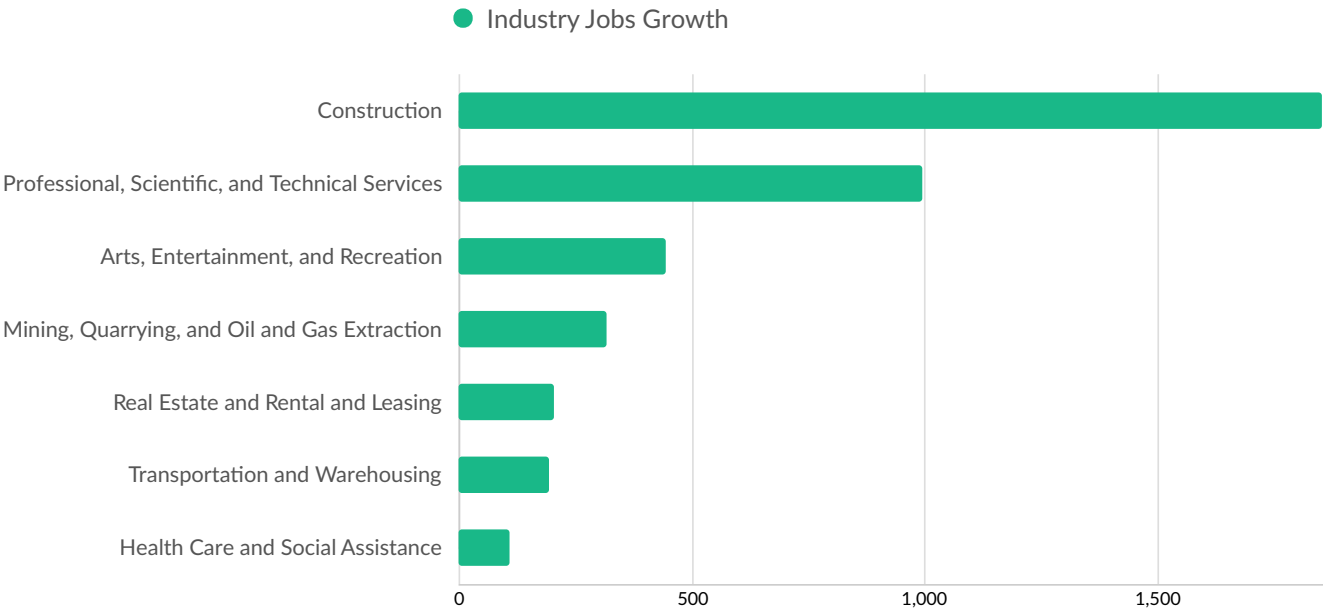
Top Previous Counties	Migrations
Manitowoc County, WI	454
Sheboygan County, WI	444
Waukesha County, WI	404
Marathon County, WI	376
Columbia County, WI	321
Cook County, IL	286
Oconto County, WI	256
Racine County, WI	210
Wood County, WI	197
Top Following Counties	Migrations
Brown County, WI	2,005
Milwaukee County, WI	745
Dodge County, WI	723
Dane County, WI	657
Portage County, WI	458
Manitowoc County, WI	448
Marathon County, WI	396
Sheboygan County, WI	385
Waukesha County, WI	374
Washington County, WI	359
Oconto County, WI	339
Columbia County, WI	265
Wood County, WI	237
Cook County, IL	224
Maricopa County, AZ	210

Industry Characteristics

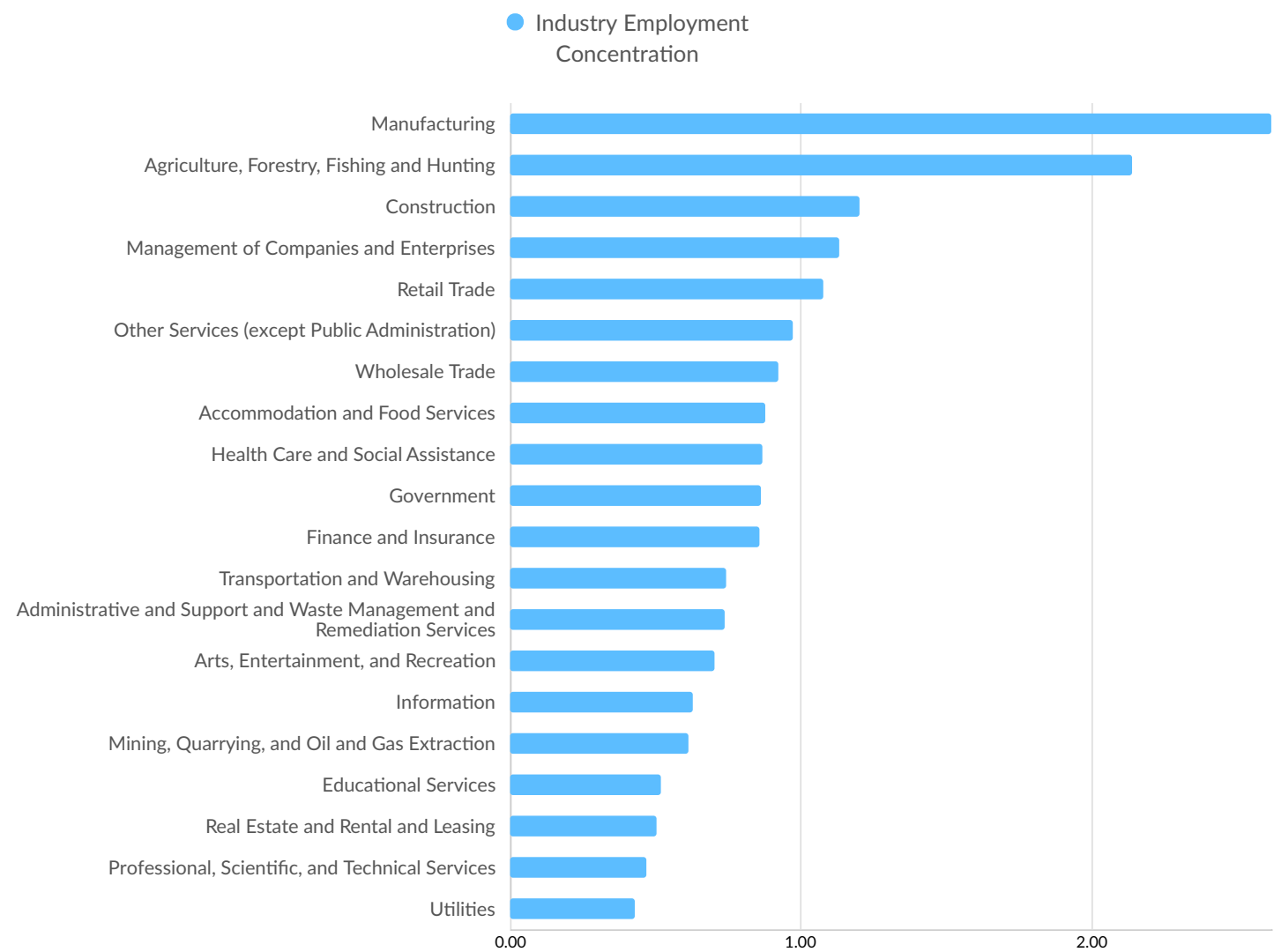
Largest Industries



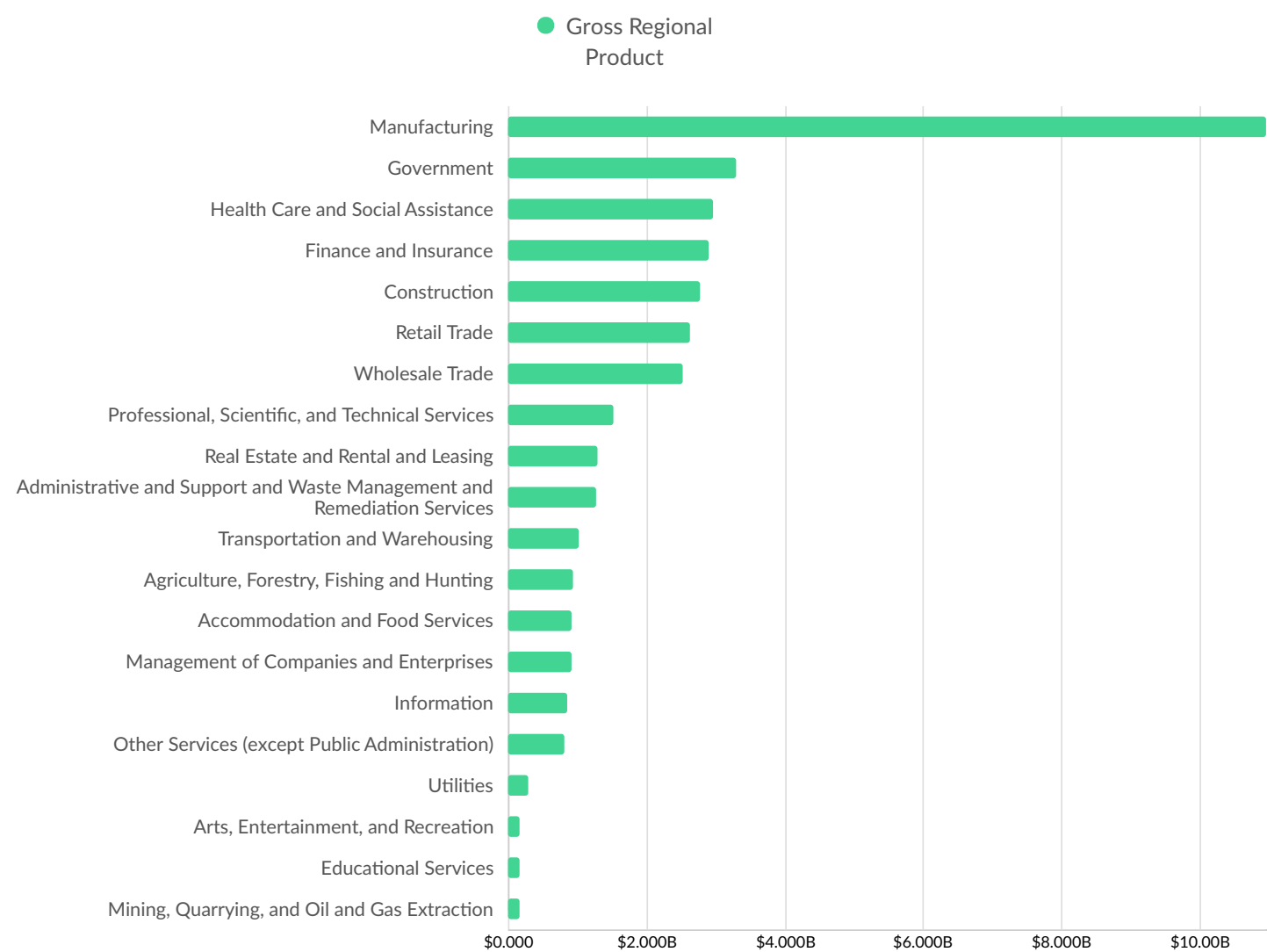
Top Growing Industries



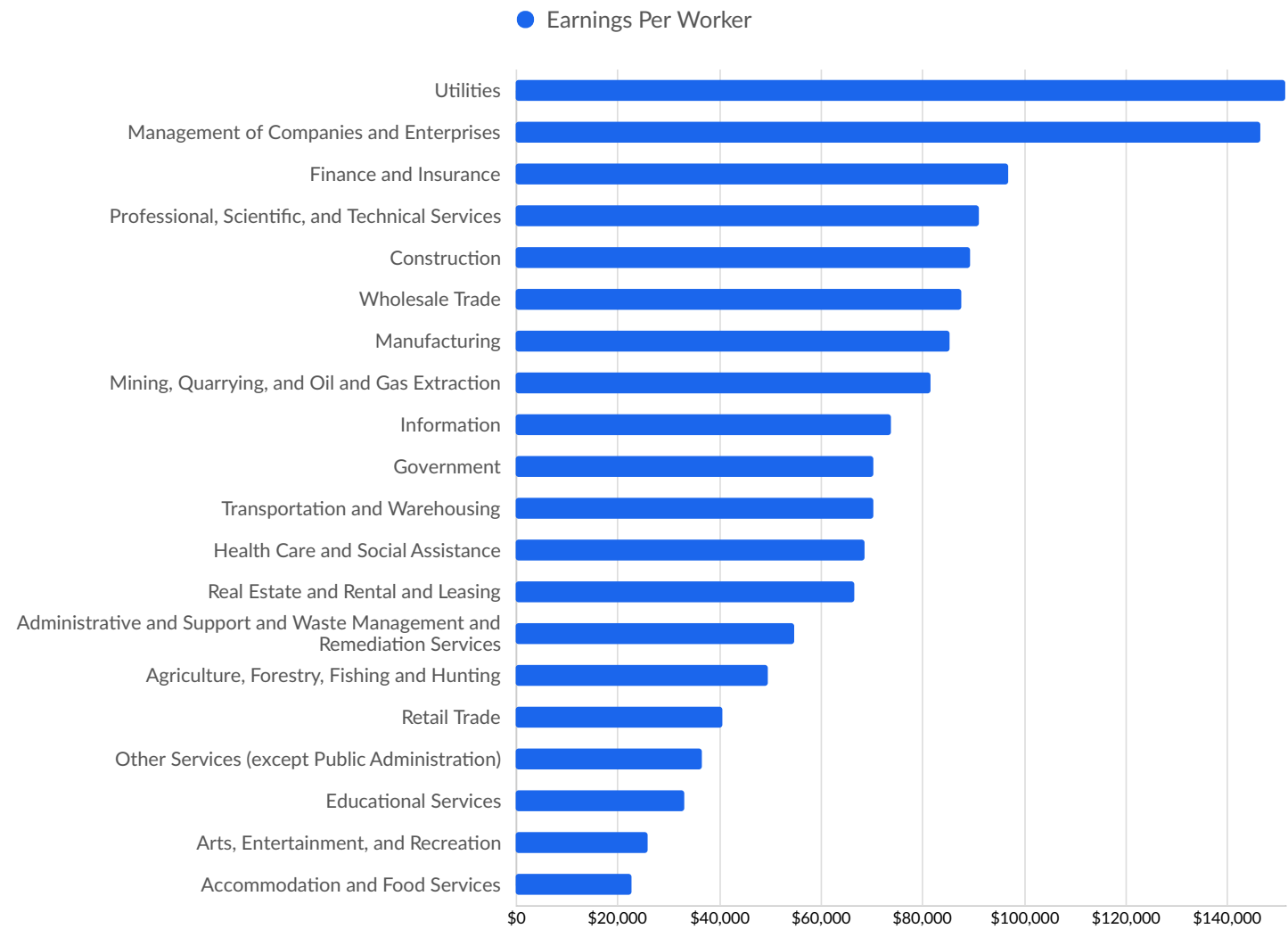
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



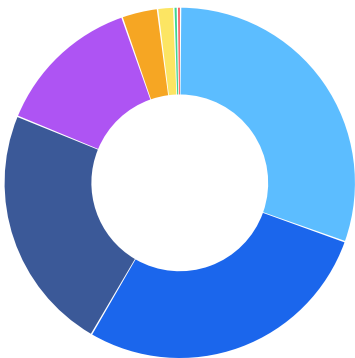
Business Characteristics

48,035 Companies Employ Your Workers

Online profiles for your workers mention 48,035 companies as employers, with the top 10 appearing below. In the last 12 months, 5,919 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kimberly-Clark	2,969 	SSM Health Care	1,553 
ThedaCare	2,753 	CareInHomes	1,366 
University of Wisconsin System	2,428 	Advocate Aurora Health	925 
Oshkosh Corporation	2,265 	Aerotek	867 
Thrivent	1,579 	ThedaCare	809 
Plexus	1,416 	Ascension	808 
Mercury Marine	1,326 	Gulfstream Aerospace	755 
State of Wisconsin	1,250 	Kimberly-Clark	724 
Fox Valley Technical College	1,114 	Actalent	665 
Amcor	1,096 	Flex-Staff	645 

Business Size

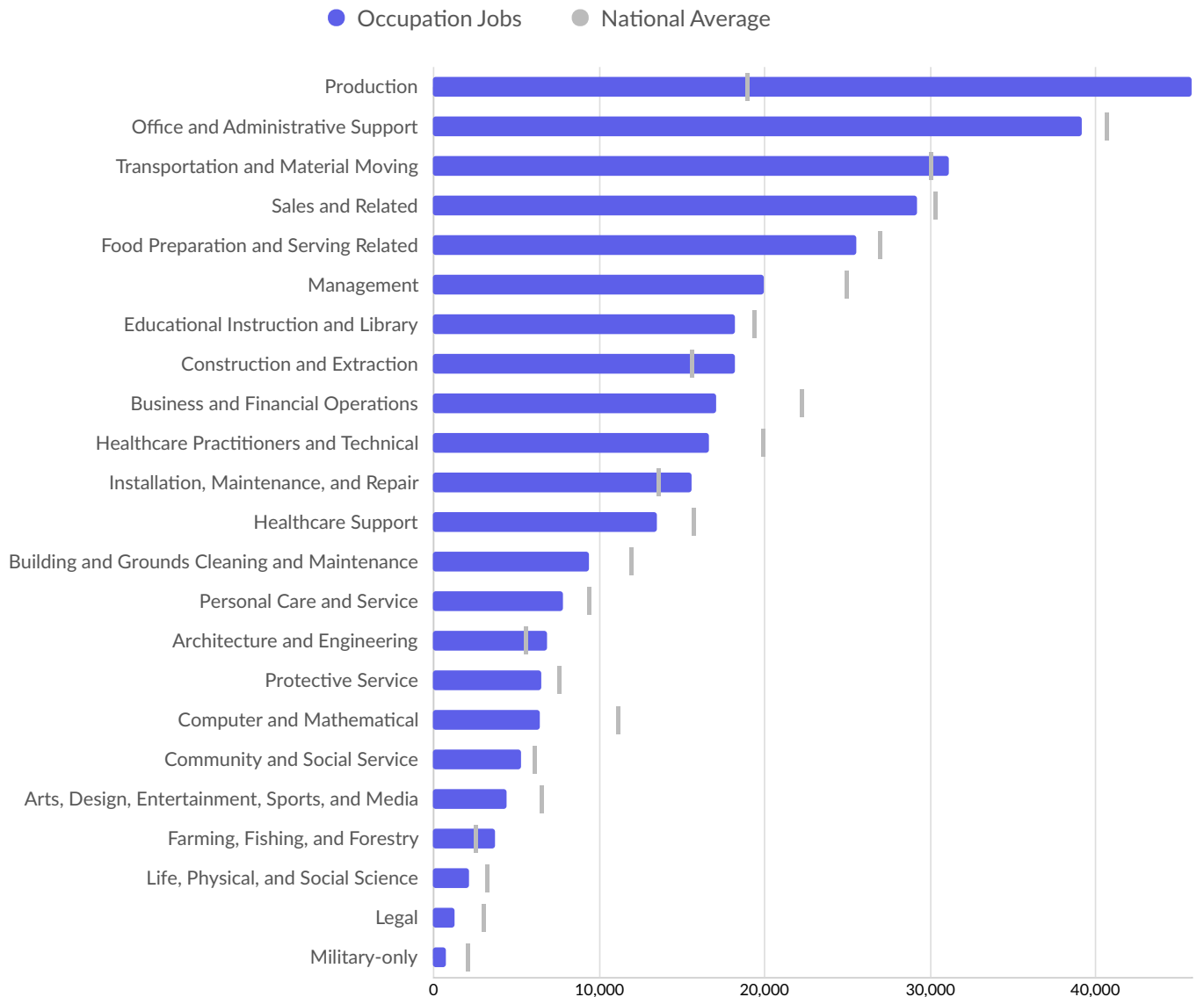


	Percentage	Business Count
1 to 4 employees	30.4%	6,780
5 to 9 employees	28.0%	6,239
10 to 19 employees	22.8%	5,087
20 to 49 employees	13.5%	3,004
50 to 99 employees	3.3%	739
100 to 249 employees	1.5%	332
250 to 499 employees	0.3%	73
500+ employees	0.3%	64

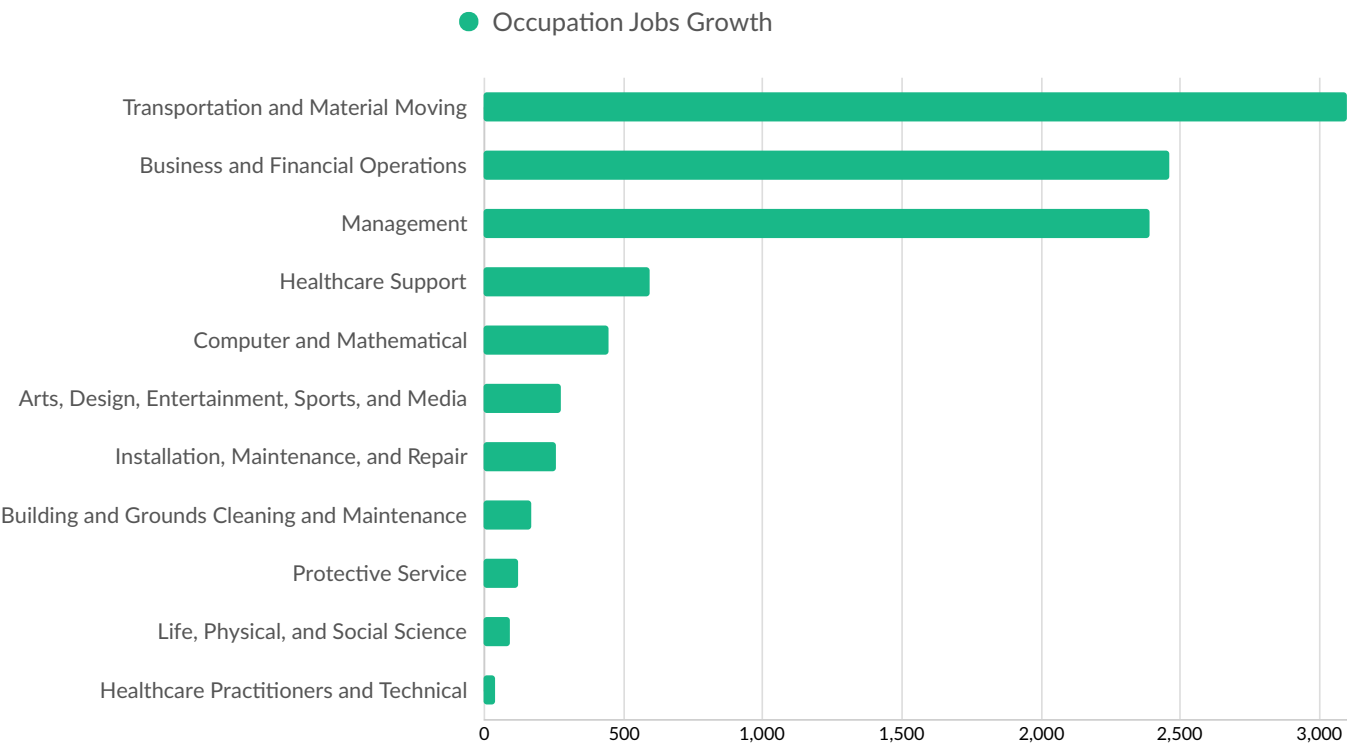
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

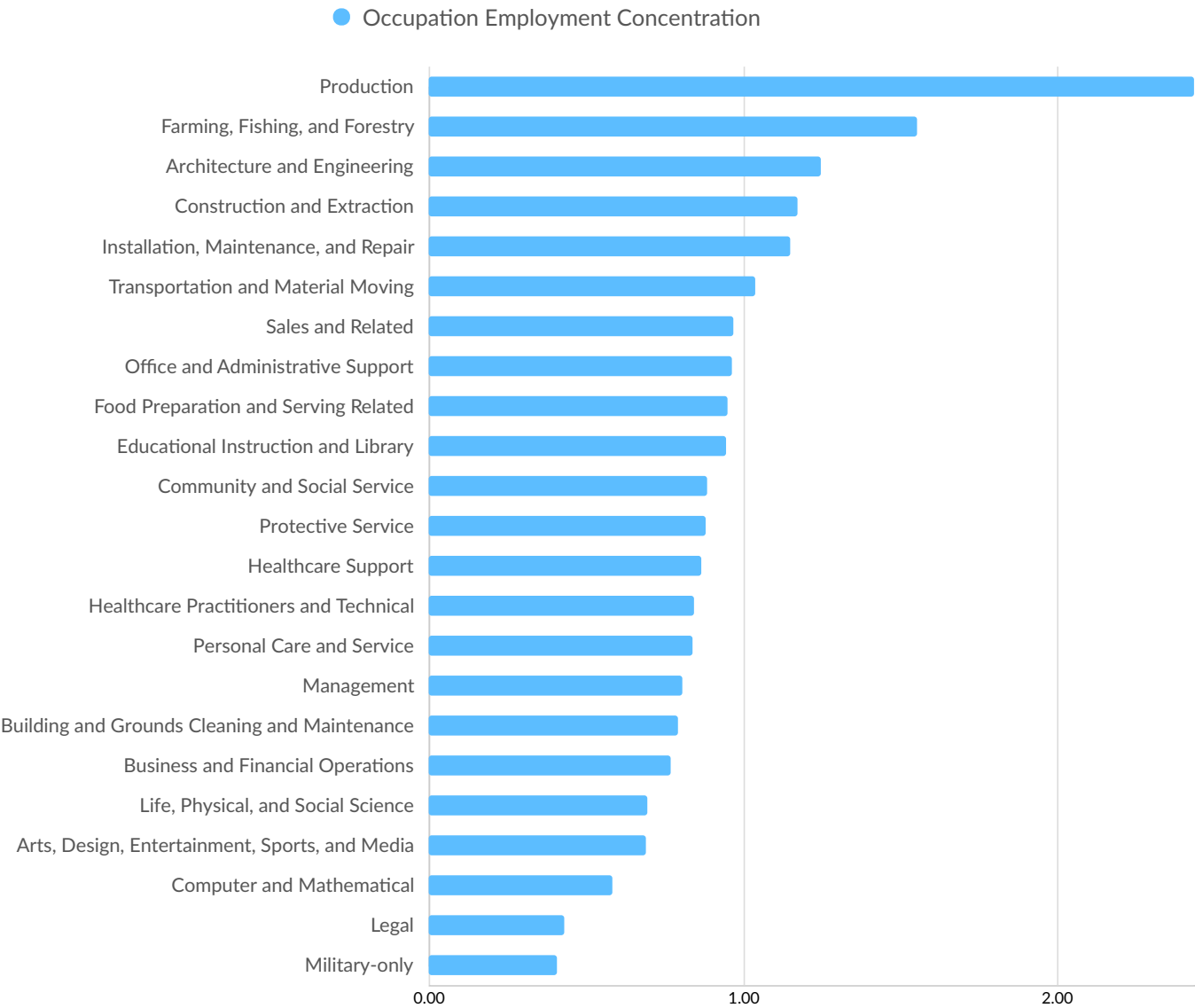
Largest Occupations



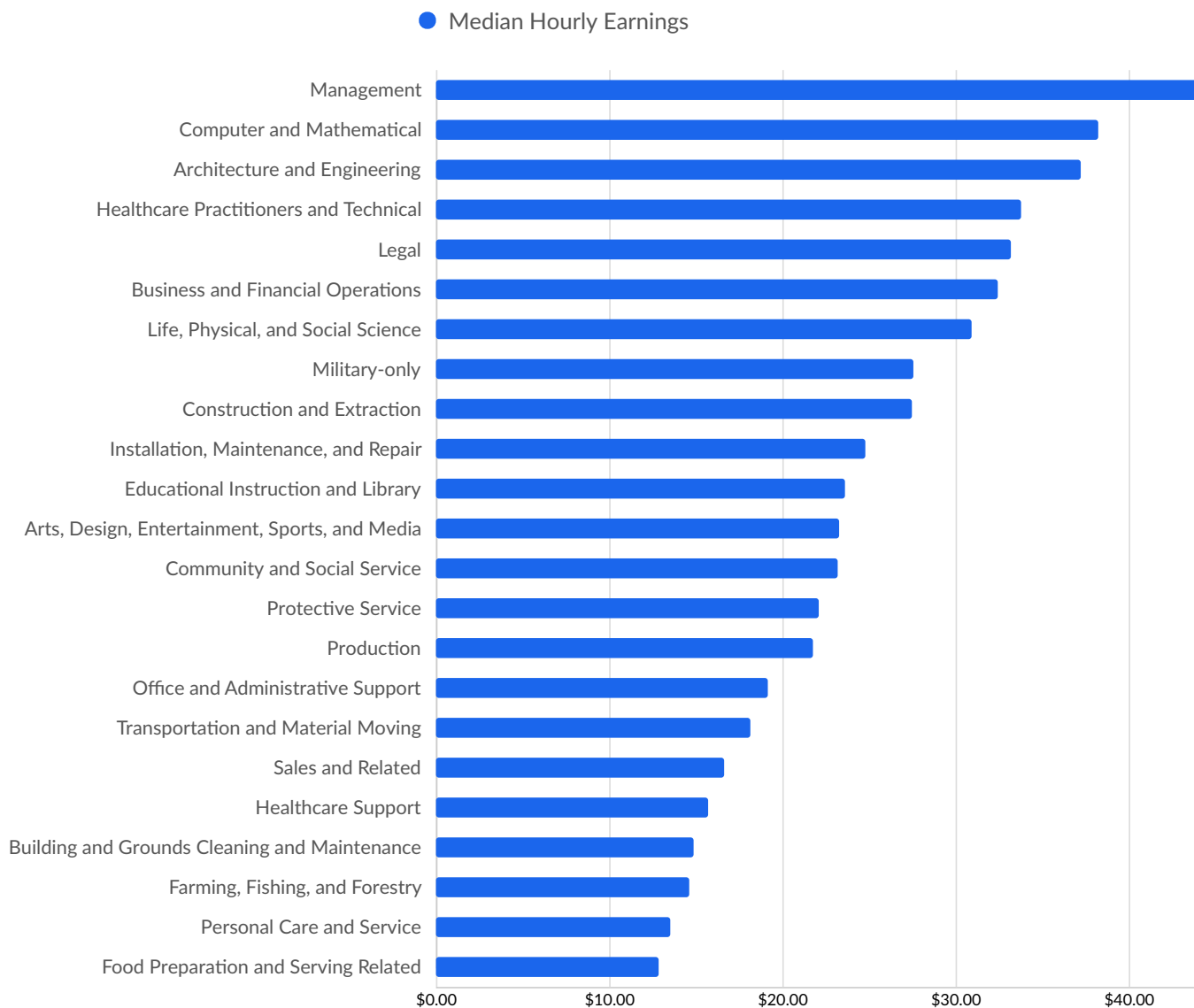
Top Growing Occupations



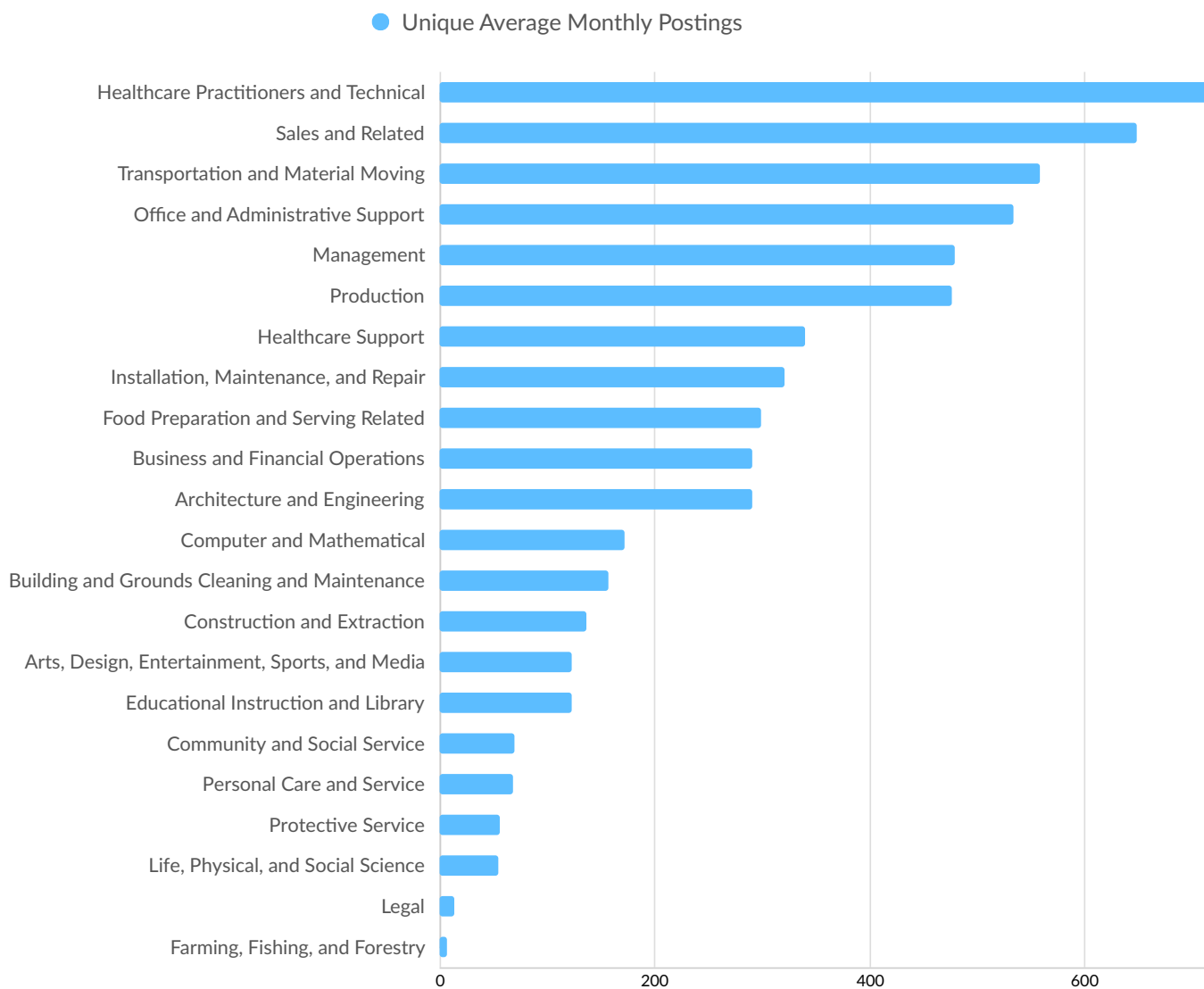
Top Occupation Employment Concentration



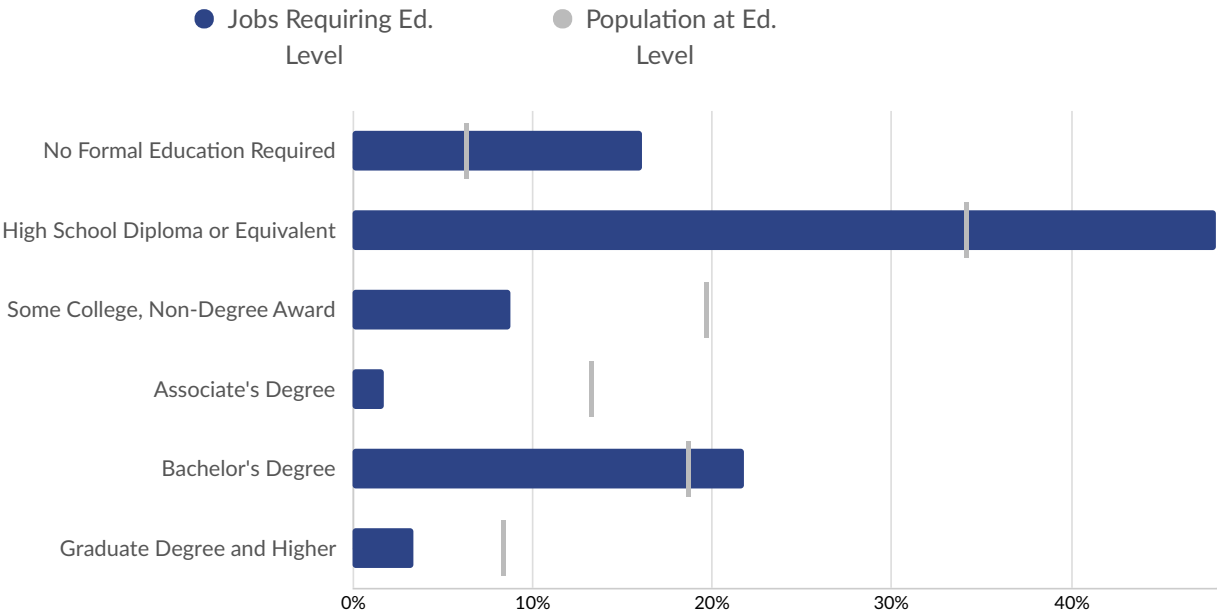
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2022, there were 9,119 graduates in 10 Wisconsin Counties. This pipeline has grown by 4% over the last 5 years. The highest share of these graduates come from "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), "Registered Nursing/Registered Nurse" (Bachelor's), and "Welding Technology/Welder" (Certificate).

School	Total Graduates (2022)		Graduate Trend (2018 - 2022)
Fox Valley Technical College	3,648	<div><div></div><div></div></div>	<div></div>
University of Wisconsin-Oshkosh	2,658	<div><div></div><div></div><div></div><div></div></div>	<div></div>
Moraine Park Technical College	1,719	<div><div></div><div></div></div>	<div></div>
Lawrence University	404	<div><div></div></div>	<div></div>
Marian University	379	<div><div></div><div></div></div>	<div></div>
Ripon College	187	<div><div></div></div>	<div></div>
Academy of Beauty Professionals	54	<div><div></div></div>	<div></div>
The Salon Professional Academy-Appleton	43	<div><div></div></div>	<div></div>
College of Menominee Nation	27		<div></div>

- Certificate
- Associate's
- Bachelor's
- Master's or Higher

In-Demand Skills

