



ECWRPC

ECWRPC



400 Ahnaip Street
Suite 100
Menasha, Wisconsin 54952

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Economy Overview

665,912

Population (2018)

Population **grew by 8,716** over the last 5 years and is projected to **grow by 8,828** over the next 5 years.

344,270

Total Regional Employment

Jobs **grew by 13,154** over the last 5 years and are projected to **grow by 10,364** over the next 5 years.

\$56.5K

Avg. Earnings Per Job (2018)

Regional average earnings per job are **\$10.4K below** the national average earnings of \$66.9K per job.

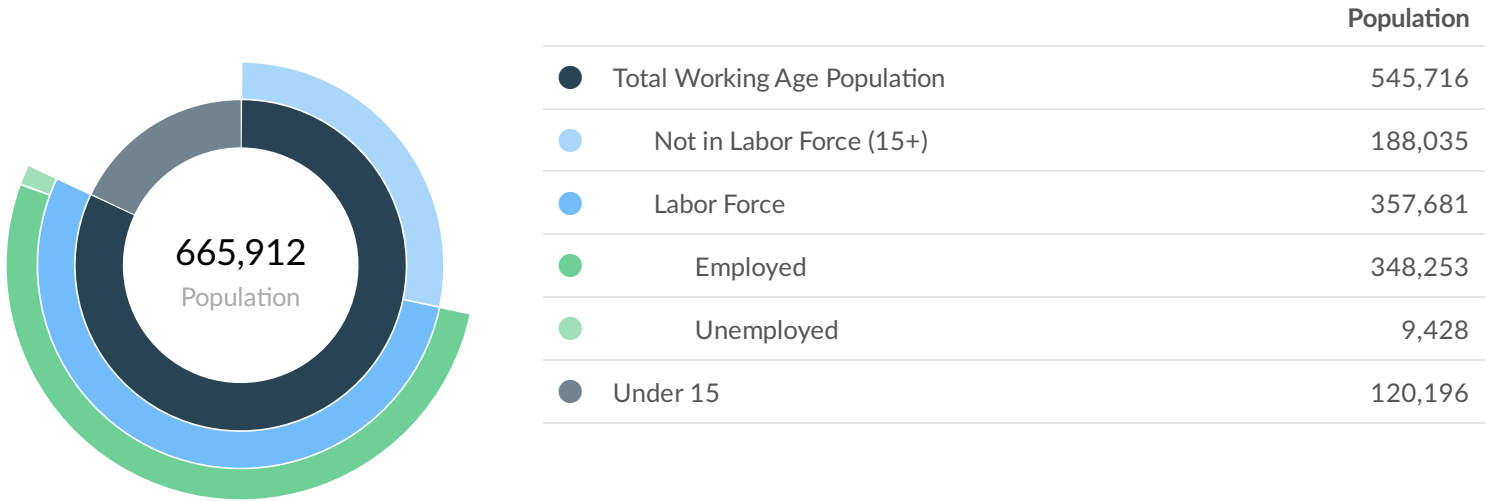
Takeaways

- As of 2018 the region's population **increased by 1.3%** since 2013, growing by 8,716. Population is expected to **increase by 1.3%** between 2018 and 2023, adding 8,828.
- From 2013 to 2018, jobs **increased by 4.0%** in ECWRPC from 331,116 to **344,270**. This change **fell short of the national growth rate of 8.5% by 4.5%**. As the number of jobs increased, the **labor force participation rate decreased from 66.6% to 65.5% between 2013 and 2018**.
- Concerning educational attainment, **16.7% of the selected regions' residents possess a Bachelor's Degree** (2.0% below the national average), and **10.5% hold an Associate's Degree** (2.5% above the national average).
- The top three industries in 2018 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	665,912	357,681	344,270	98.8	\$34.79B	\$43.12B	\$43.57B
New North Region	1,253,846	671,911	674,896	99.9	\$68.86B	\$78.84B	\$80.75B
Menominee	4,640	1,601	2,397	94.5	\$135.96M	\$291.97M	\$297.46M
Wisconsin	5,810,713	3,106,626	3,156,907	100.0	\$329.70B	\$293.29B	\$321.51B
United States	328,038,851	162,012,815	163,329,158	100.0	\$20.28T	\$0	\$8.59T

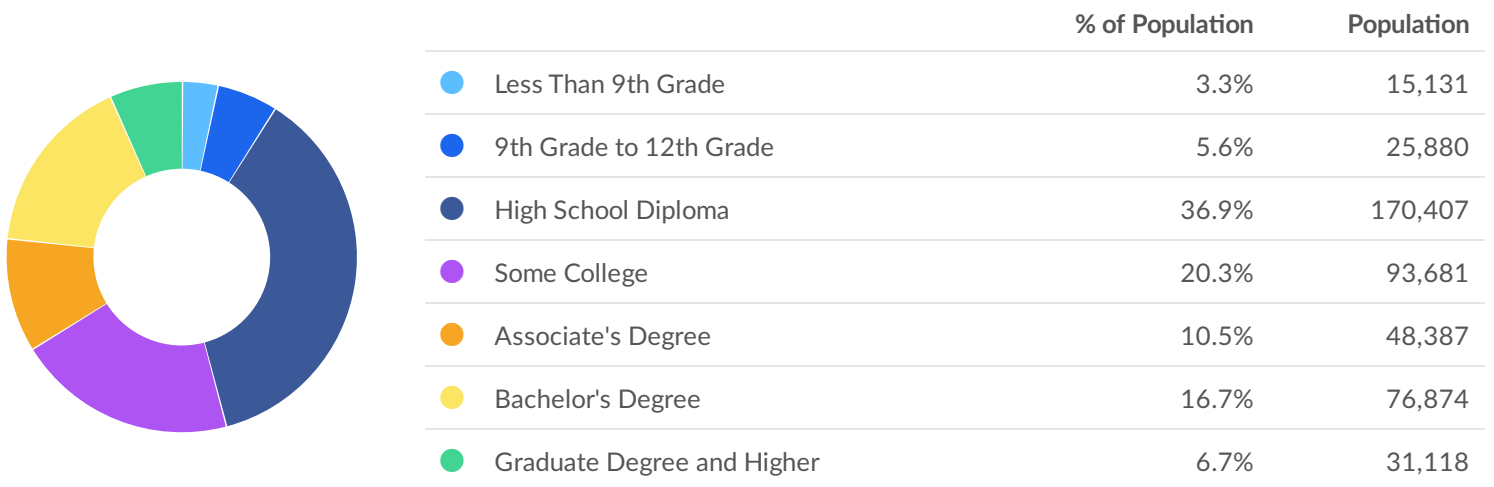
Economy Overview - Cont.

2018 Labor Force Breakdown



Educational Attainment

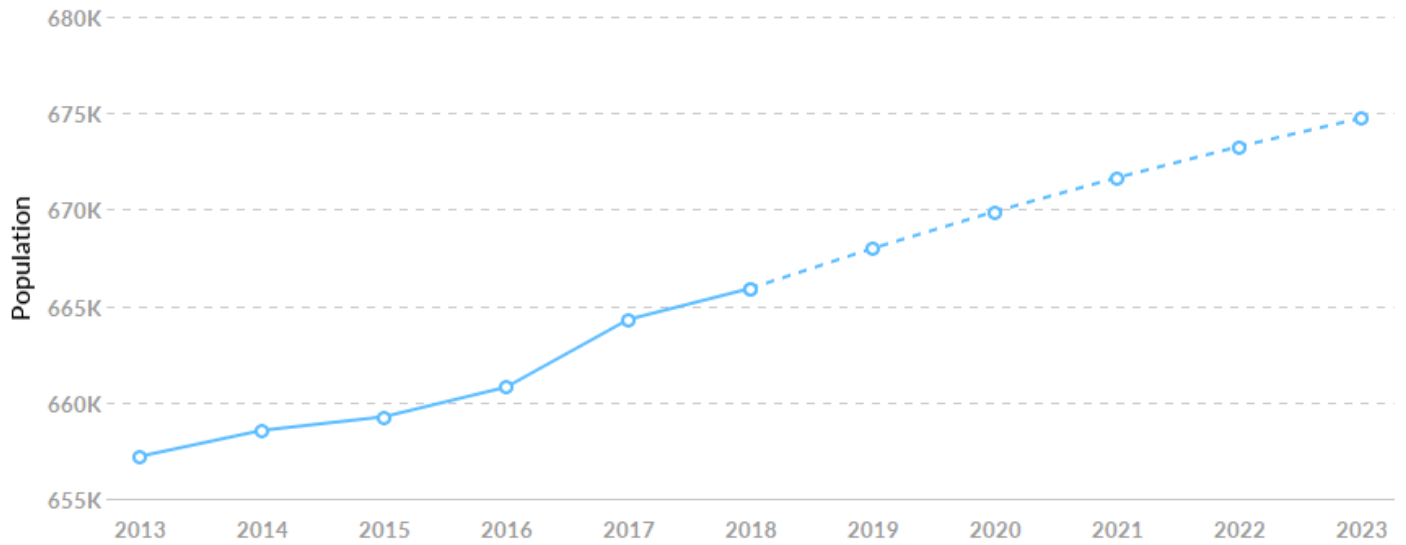
Concerning educational attainment, **16.7% of the selected regions' residents possess a Bachelor's Degree** (2.0% below the national average), and **10.5% hold an Associate's Degree** (2.5% above the national average).



Historic & Projected Trends

Population Trends

As of 2018 the region's population increased by 1.3% since 2013, growing by 8,716. Population is expected to increase by 1.3% between 2018 and 2023, adding 8,828.

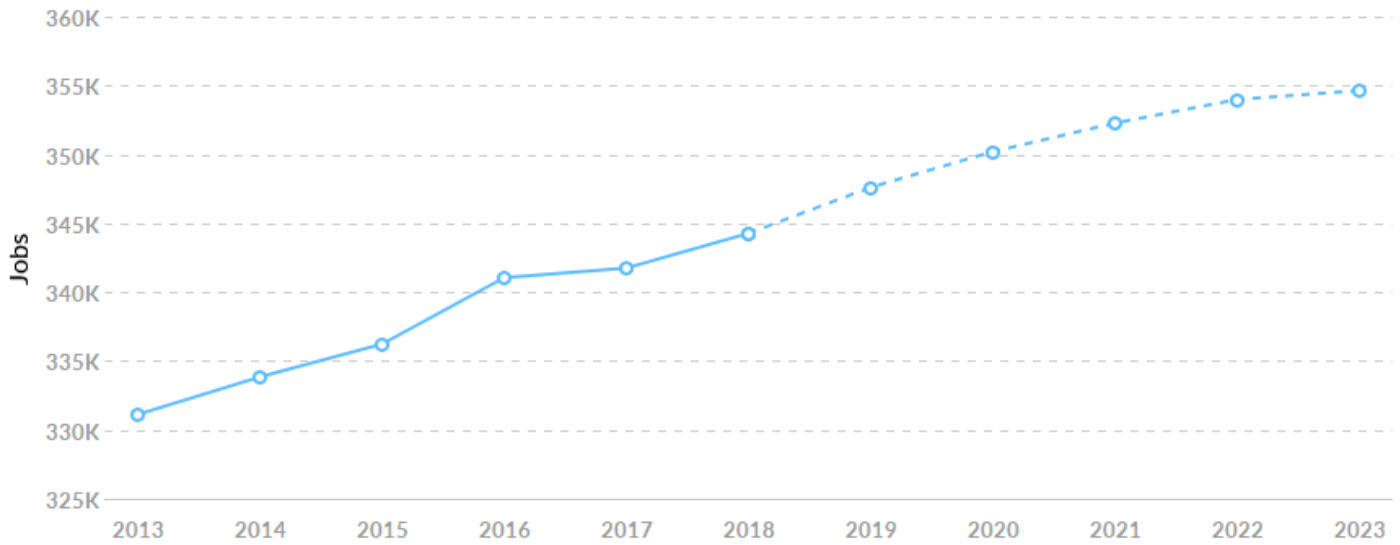


Timeframe	Population
2013	657,196
2014	658,545
2015	659,252
2016	660,788
2017	664,297
2018	665,912
2019	667,986
2020	669,897
2021	671,652
2022	673,266
2023	674,740

Historic & Projected Trends - Cont.

Job Trends

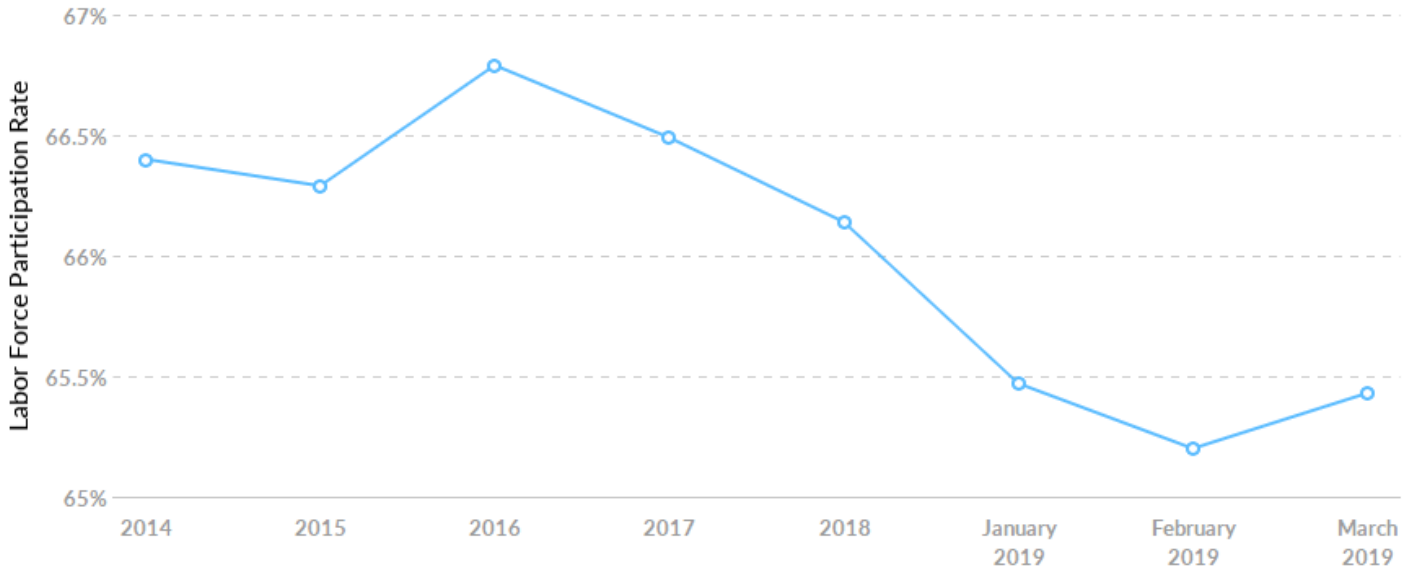
From 2013 to 2018, jobs increased by 4.0% in ECWRPC from 331,116 to 344,270. This change fell short of the national growth rate of 8.5% by 4.5%.



Timeframe	Jobs
2013	331,116
2014	333,840
2015	336,230
2016	341,048
2017	341,745
2018	344,270
2019	347,608
2020	350,201
2021	352,275
2022	353,987
2023	354,634

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

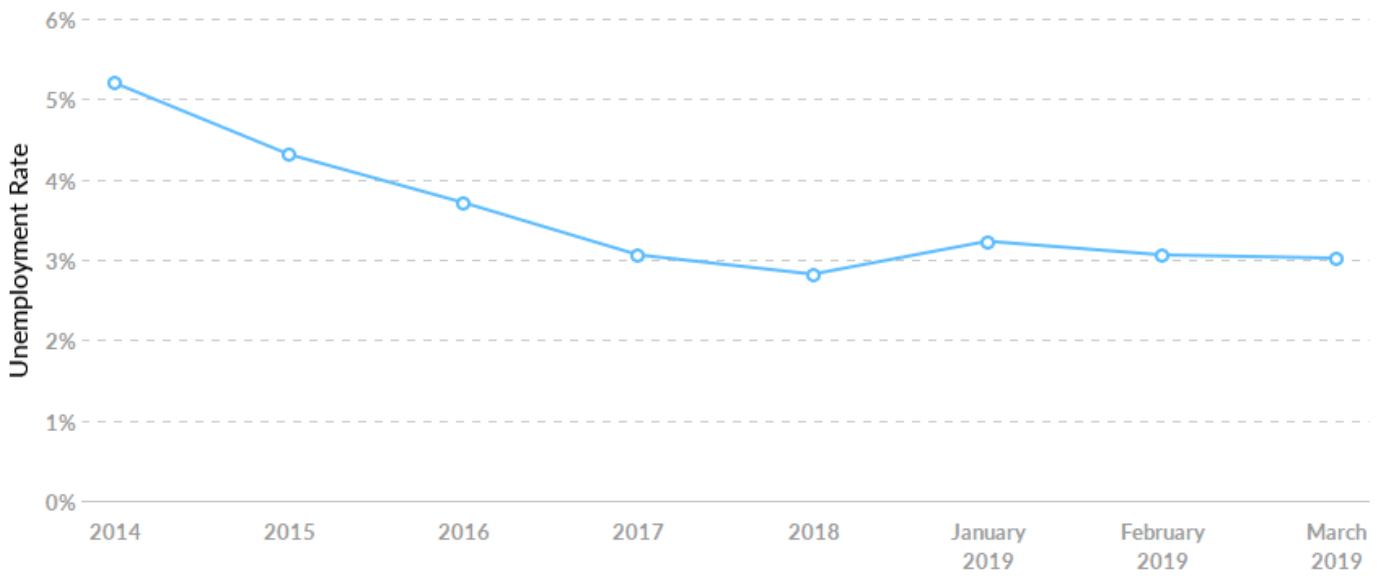


Timeframe	Labor Force Participation Rate
2014	66.40%
2015	66.29%
2016	66.79%
2017	66.49%
2018	66.14%
January 2019	65.47%
February 2019	65.20%
March 2019	65.43%

Historic & Projected Trends - Cont.

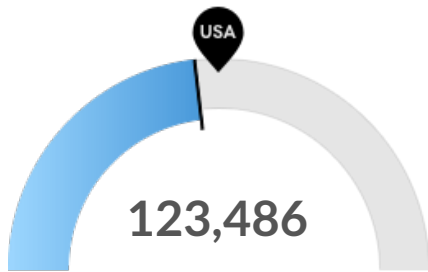
Unemployment Rate Trends

Your areas had a March 2019 unemployment rate of 3.02%, **decreasing from 5.20%** 5 years before.



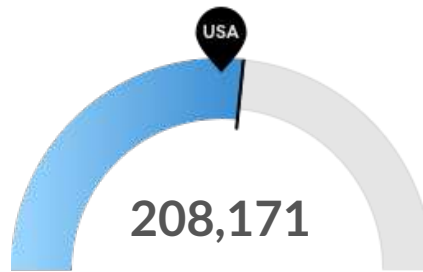
Timeframe	Unemployment Rate
2014	5.20%
2015	4.31%
2016	3.71%
2017	3.06%
2018	2.82%
January 2019	3.23%
February 2019	3.06%
March 2019	3.02%

Population Characteristics



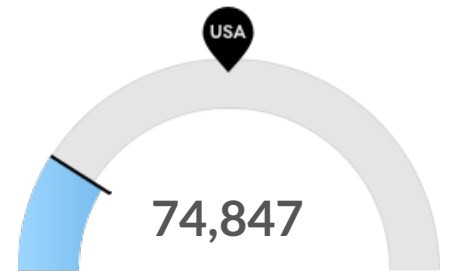
Millennials

Your area has 123,486 millennials (ages 20-34). The national average for an area this size is 137,586.



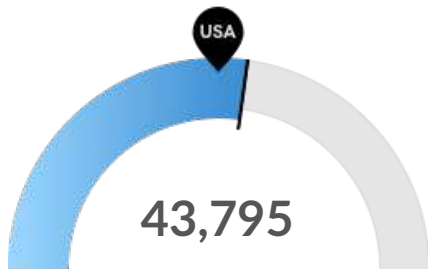
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 189,374 people 55 or older, while there are 208,171 here.



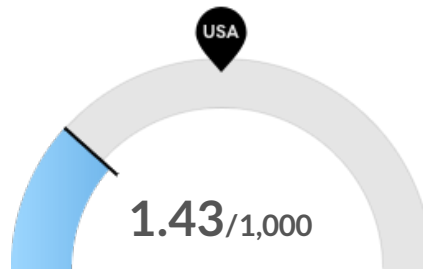
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 260,882 racially diverse people, while there are 74,847 here.



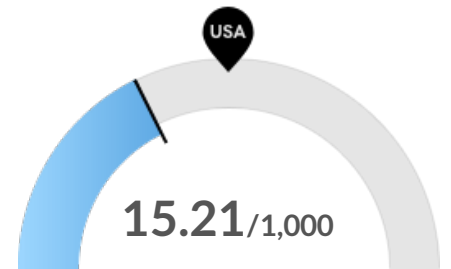
Veterans

Your area has 43,795 veterans. The national average for an area this size is 38,626.



Violent Crime

Your area has 1.43 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



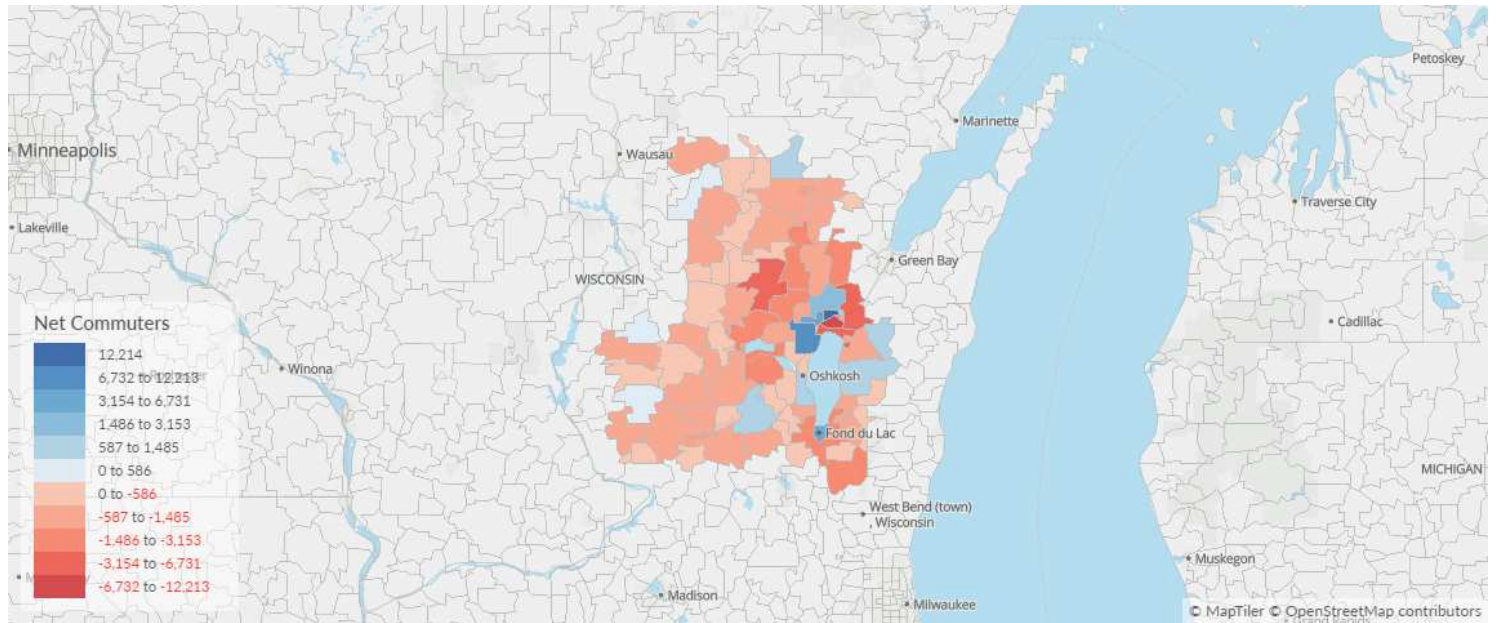
Property Crime

Your area has 15.21 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

Population Characteristics - Cont.

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

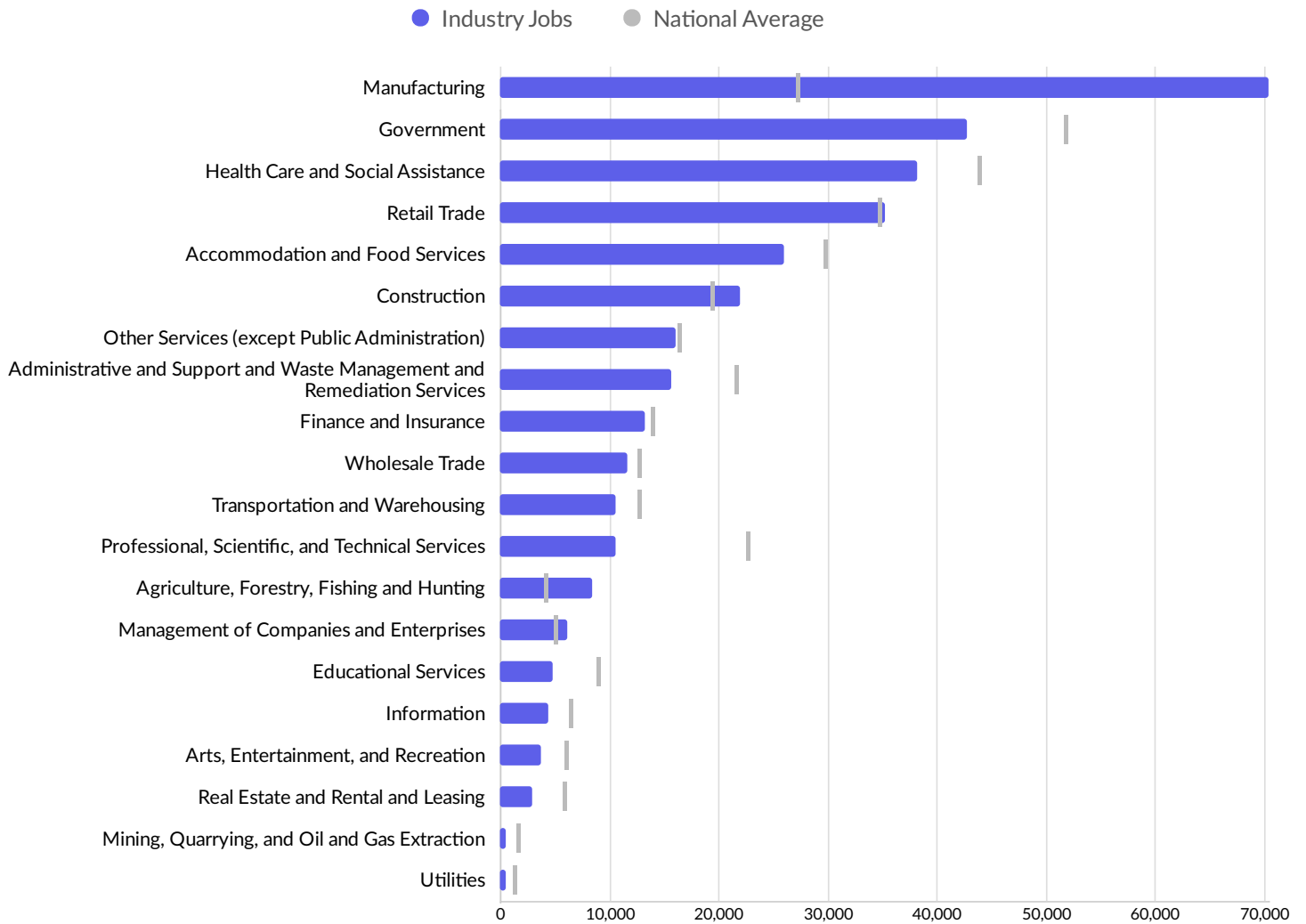
Where Talent Lives

ZIP	Name	2018 Employment
54956	Neenah, WI (in Winneb...	31,951
54911	Appleton, WI (in Outag...	25,794
54935	Fond Du Lac, WI (in Fon...	25,774
54914	Appleton, WI (in Outag...	20,760
54901	Oshkosh, WI (in Winne...	16,825

ZIP	Name	2018 Workers
54956	Neenah, WI (in Winneb...	24,412
54915	Appleton, WI (in Outag...	23,747
54935	Fond Du Lac, WI (in Fon...	22,317
54901	Oshkosh, WI (in Winne...	17,127
54914	Appleton, WI (in Outag...	16,999

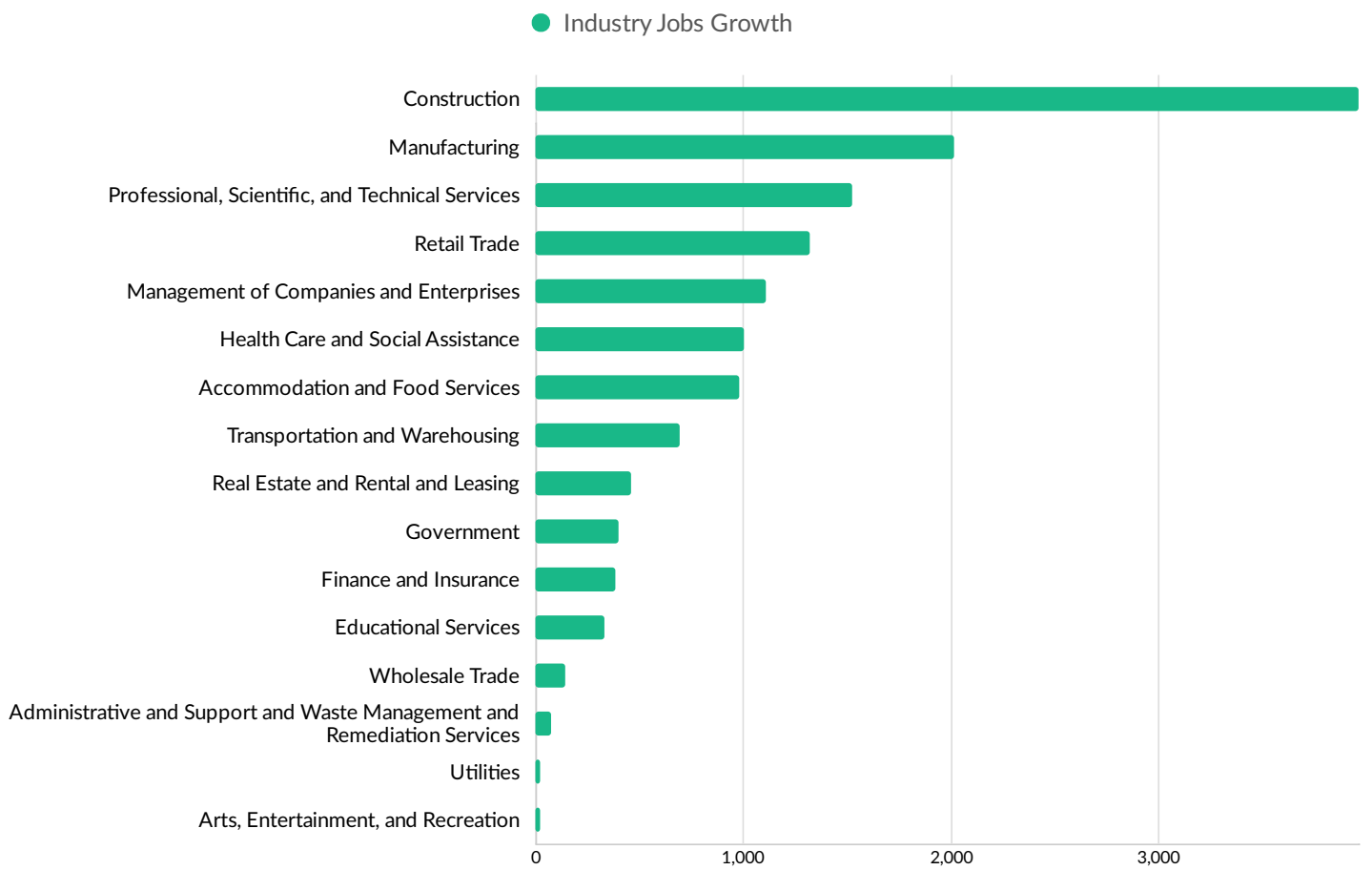
Industry Characteristics

Largest Industries



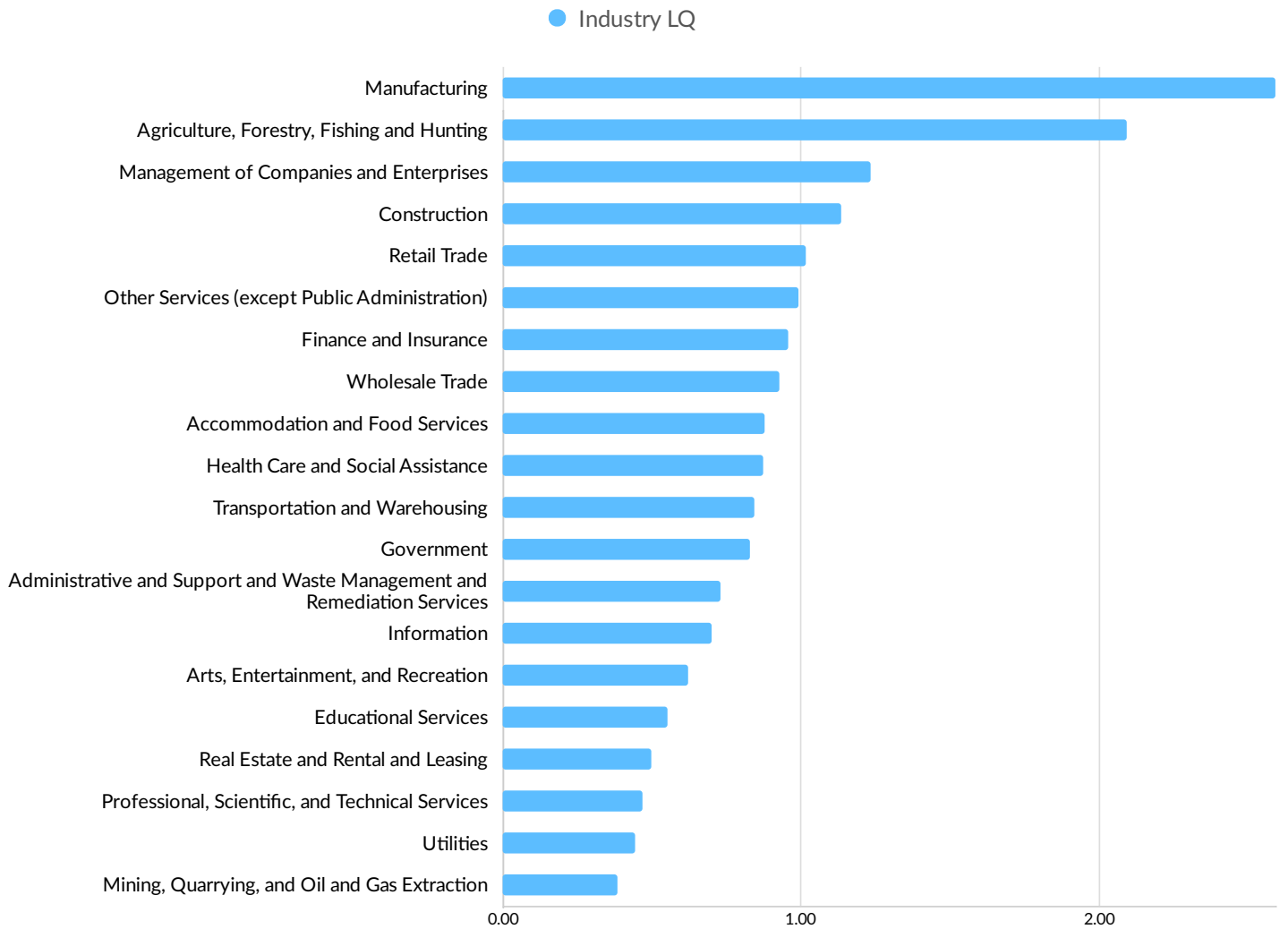
Industry Characteristics - Cont.

Top Growing Industries



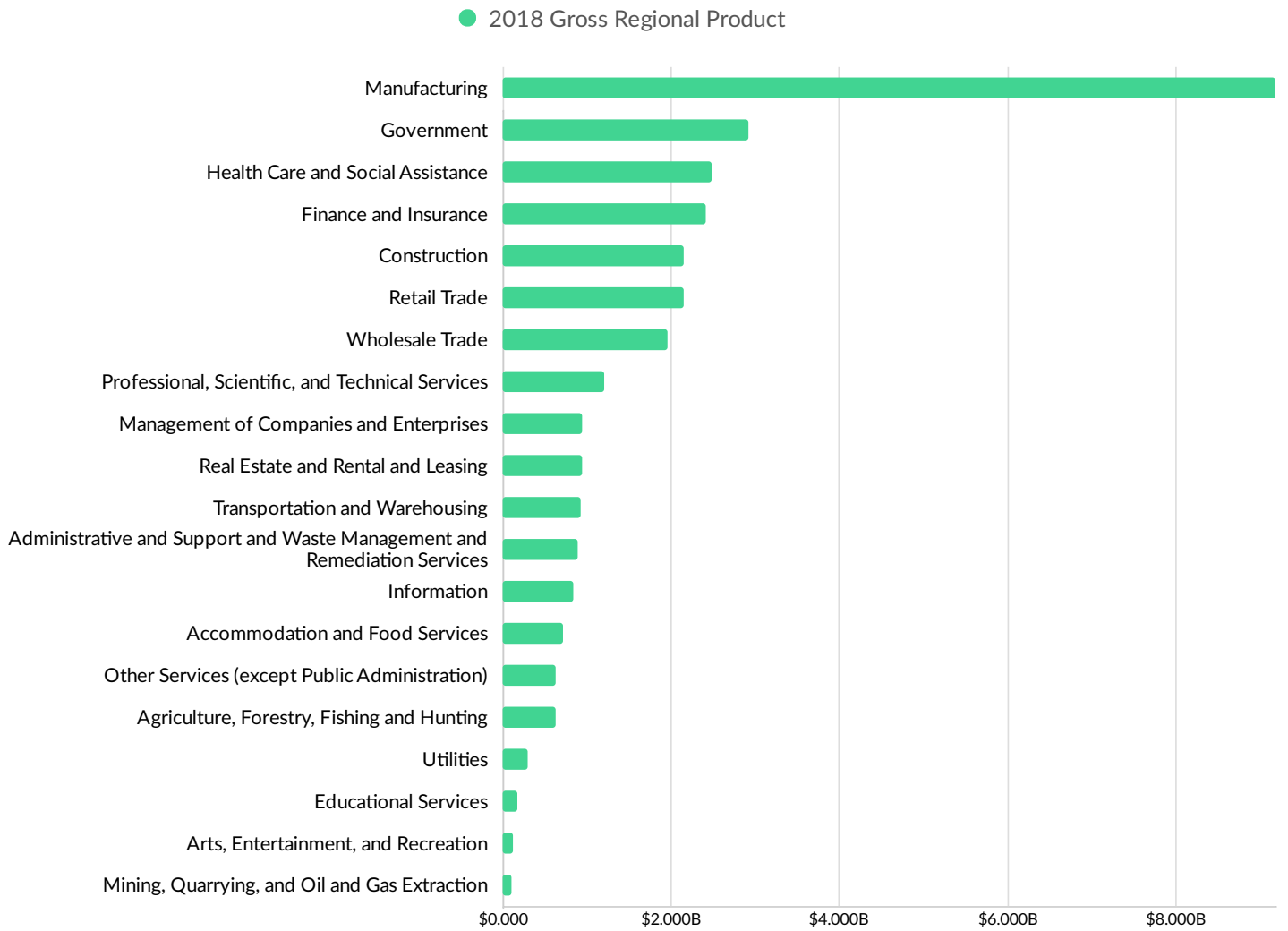
Industry Characteristics - Cont.

Top Industry LQ



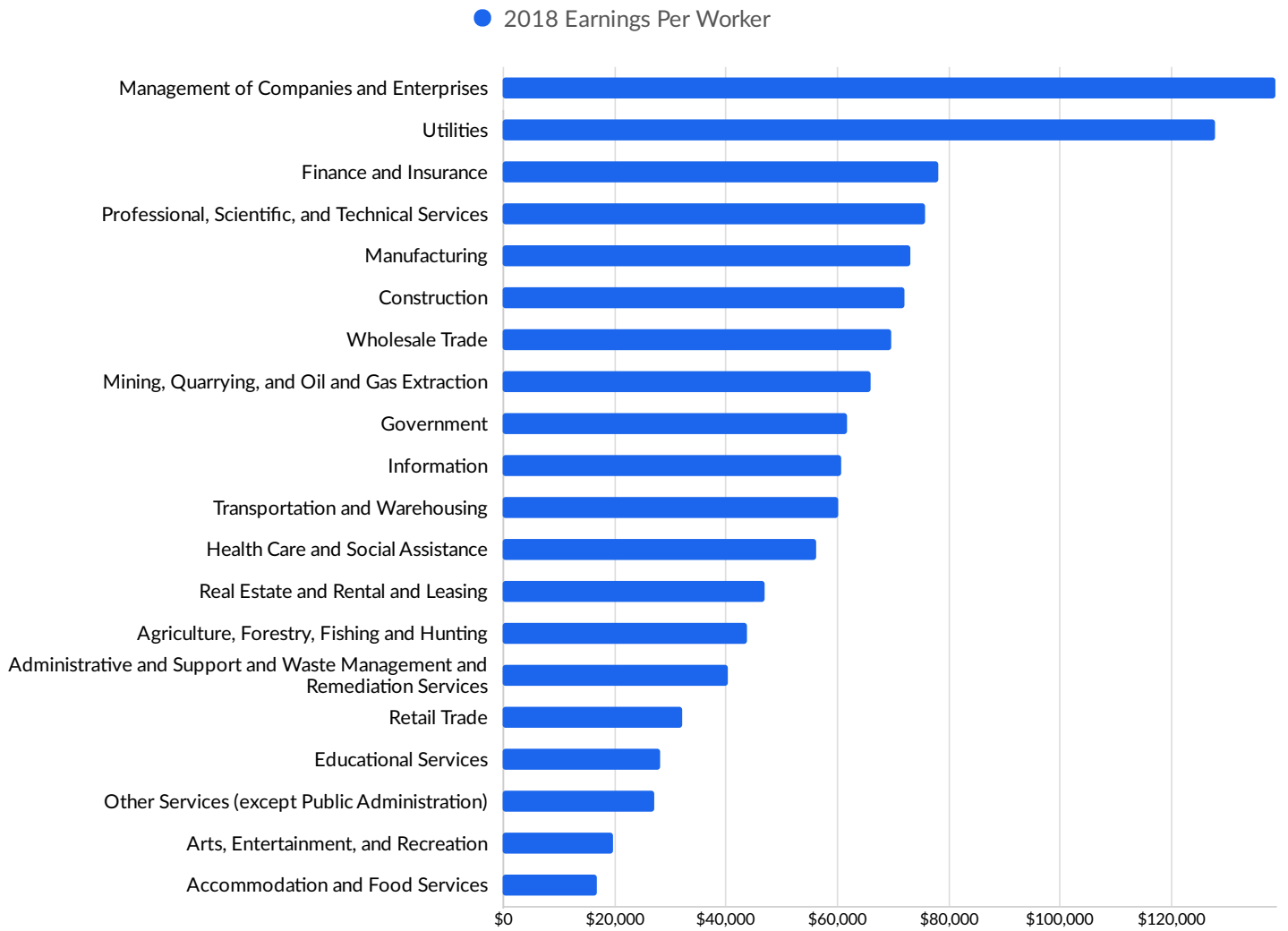
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings























Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	68,438	70,459	2,021	+3%	2.59	\$73,192	\$9.19B
Government	42,440	42,844	404	+1%	0.83	\$61,918	\$2.92B
Health Care and Social Assistance	37,282	38,290	1,008	+3%	0.88	\$56,452	\$2.48B
Retail Trade	33,915	35,234	1,319	+4%	1.02	\$32,249	\$2.15B
Accommodation and Food Services	25,030	26,009	979	+4%	0.88	\$16,825	\$709.77M
Construction	17,987	21,955	3,968	+22%	1.13	\$72,184	\$2.15B
Other Services (except Public Administration)	16,773	16,133	-640	-4%	0.99	\$27,186	\$637.45M
Administrative and Support and Waste Management and Remediation Services	15,611	15,690	79	+1%	0.73	\$40,365	\$892.27M
Finance and Insurance	12,850	13,236	386	+3%	0.96	\$78,272	\$2.42B
Wholesale Trade	11,588	11,733	145	+1%	0.93	\$69,737	\$1.97B
Transportation and Warehousing	9,932	10,629	697	+7%	0.85	\$60,276	\$926.81M
Professional, Scientific, and Technical Services	9,028	10,556	1,528	+17%	0.47	\$75,919	\$1.21B
Agriculture, Forestry, Fishing and Hunting	8,603	8,421	-182	-2%	2.10	\$43,991	\$636.31M
Management of Companies and Enterprises	5,001	6,110	1,109	+22%	1.23	\$138,842	\$951.72M
Educational Services	4,536	4,872	336	+7%	0.55	\$28,309	\$178.70M
Information	4,884	4,404	-480	-10%	0.70	\$60,943	\$832.28M
Arts, Entertainment, and Recreation	3,686	3,707	21	+1%	0.62	\$19,768	\$114.54M
Real Estate and Rental and Leasing	2,448	2,910	462	+19%	0.50	\$47,143	\$939.43M
Mining, Quarrying, and Oil and Gas Extraction	581	556	-25	-4%	0.39	\$66,122	\$113.28M
Utilities	502	523	21	+4%	0.44	\$128,021	\$291.75M

Business Characteristics

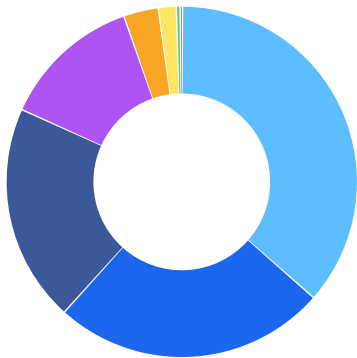
58,427 Companies Employ Your Workers

Online profiles for your workers mention 58,427 companies as employers, with the top 10 appearing below. In the last 12 months, 7,592 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kimberly-Clark Corporation	2,620 	Eatstreet	2,314 
Oshkosh Corporation	2,252 	Anthem, Inc.	1,845 
Thedacare, Inc.	1,901 	U. S. Xpress, Inc.	1,580 
Bemis Company, Inc.	1,446 	Roehl Transport, Inc.	1,449 
University of Wisconsin-Madison	1,413 	Teach For America, Inc.	1,401 
Thrivent Financial For Lutherans	1,242 	Platinum Supplemental Insuranc...	1,400 
Plexus Corp.	1,179 	C.R. England, Inc.	1,308 
Alta Resources Corp.	1,061 	Ascension Health	1,229 
J. J. Keller & Associates, Inc.	1,011 	Oshkosh Corporation	1,170 
State of Wisconsin	958 	USTechForce	1,092 

Business Characteristics - Cont.

Business Size

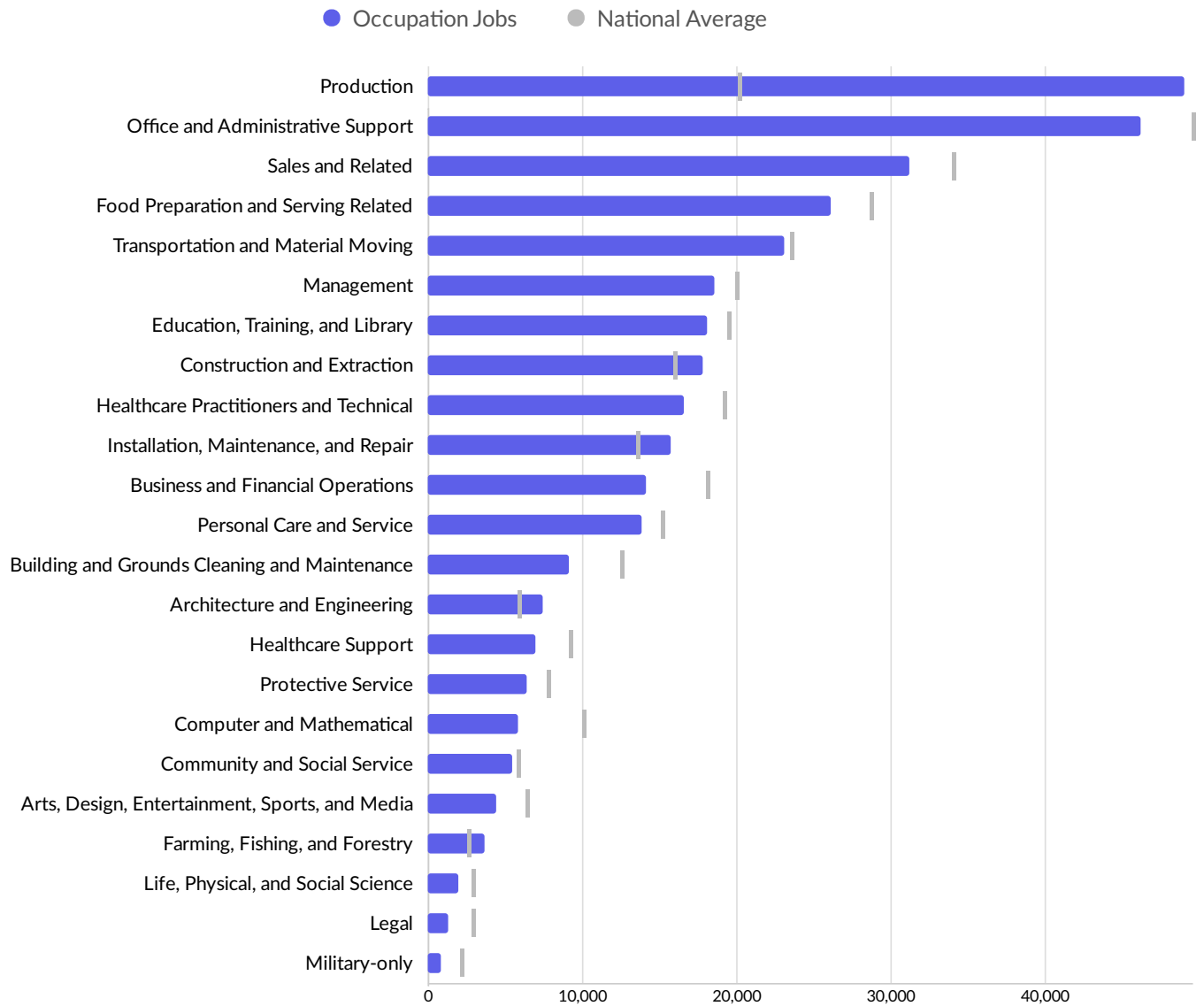


	Percentage	Business Count
1 to 4 employees	36.4%	8,460
5 to 9 employees	25.2%	5,858
10 to 19 employees	20.1%	4,666
20 to 49 employees	12.9%	2,997
50 to 99 employees	3.2%	746
100 to 249 employees	1.6%	382
250 to 499 employees	0.3%	79
500+ employees	0.2%	53

*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.

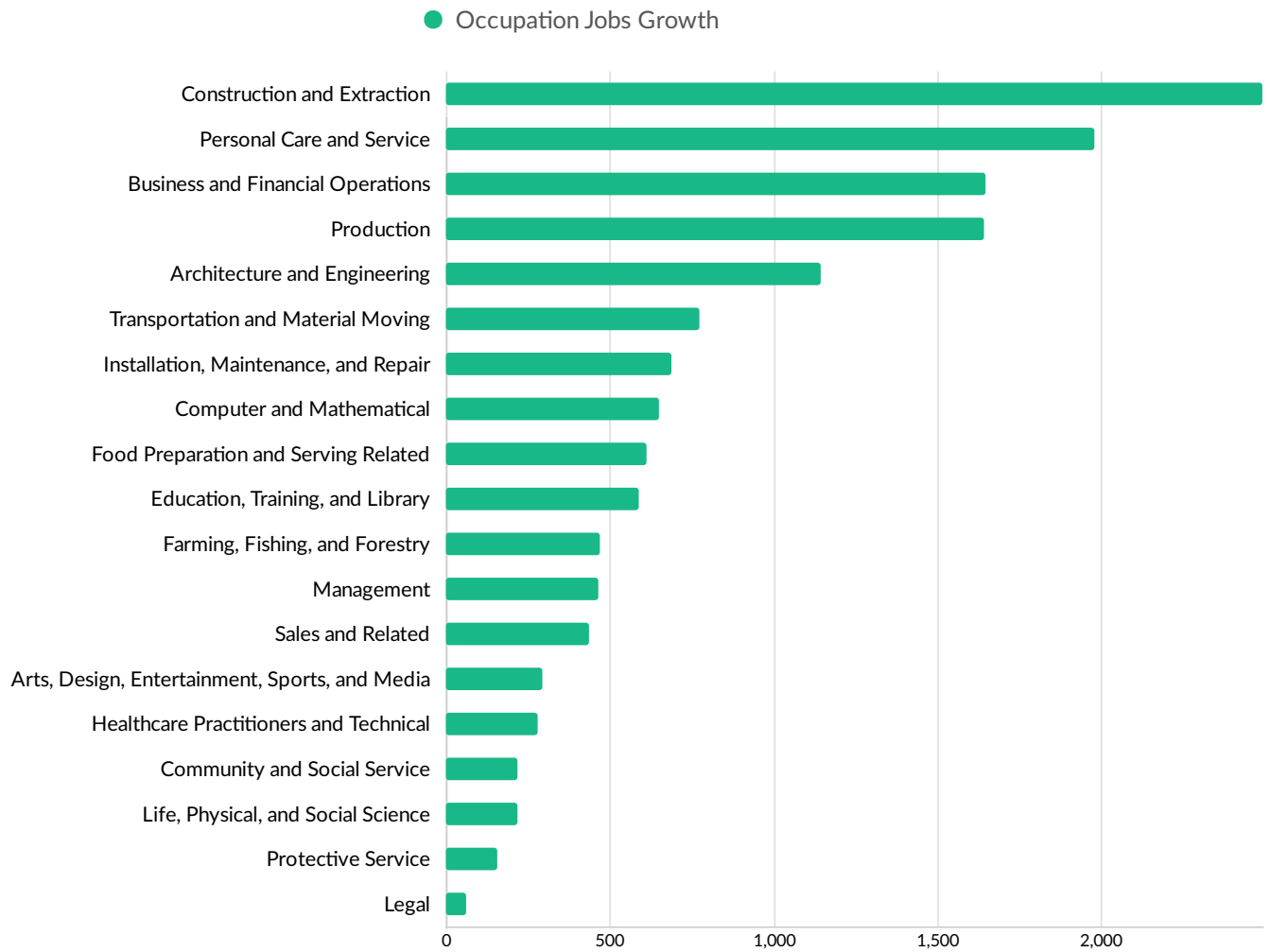
Workforce Characteristics

Largest Occupations



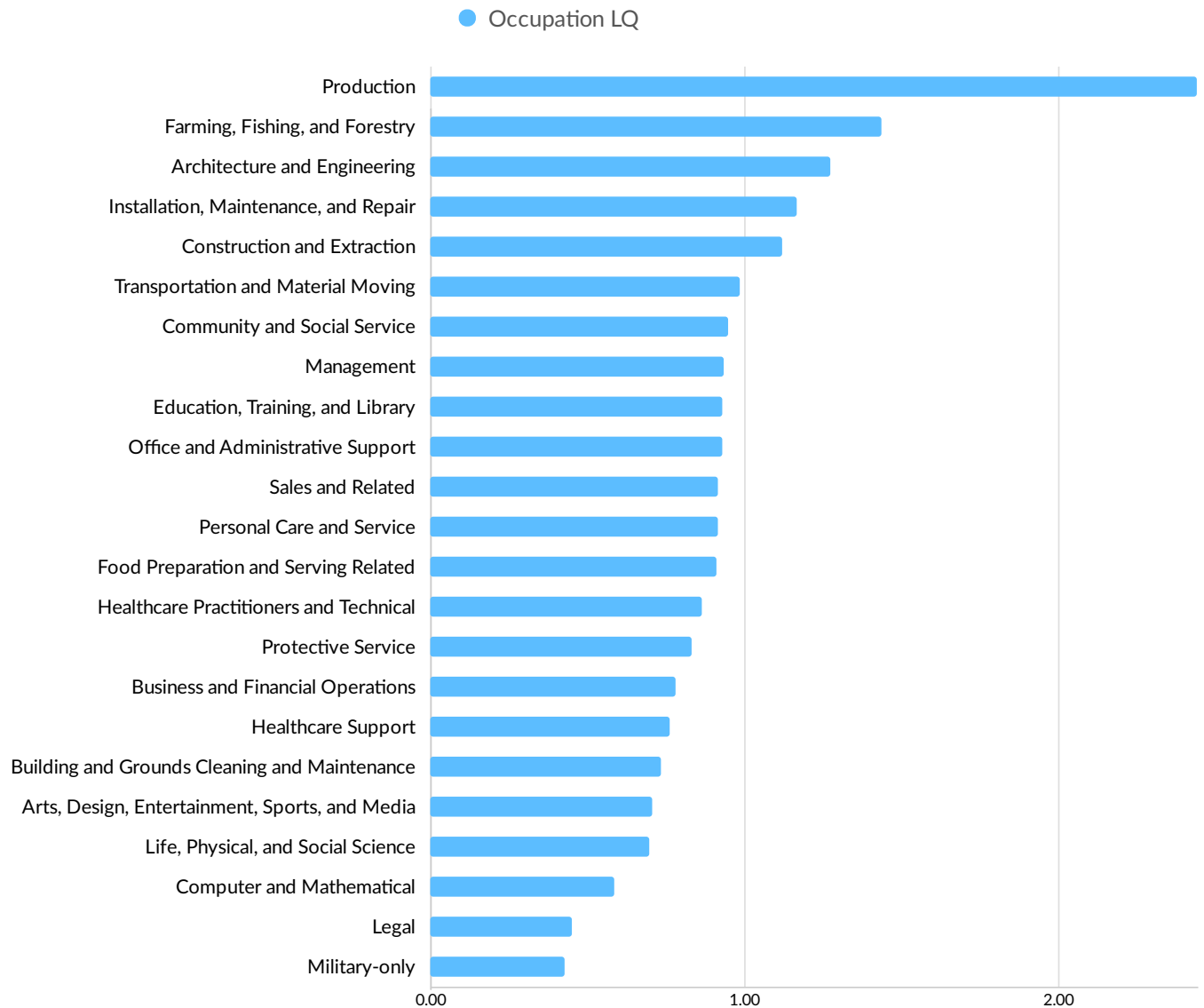
Workforce Characteristics - Cont.

Top Growing Occupations



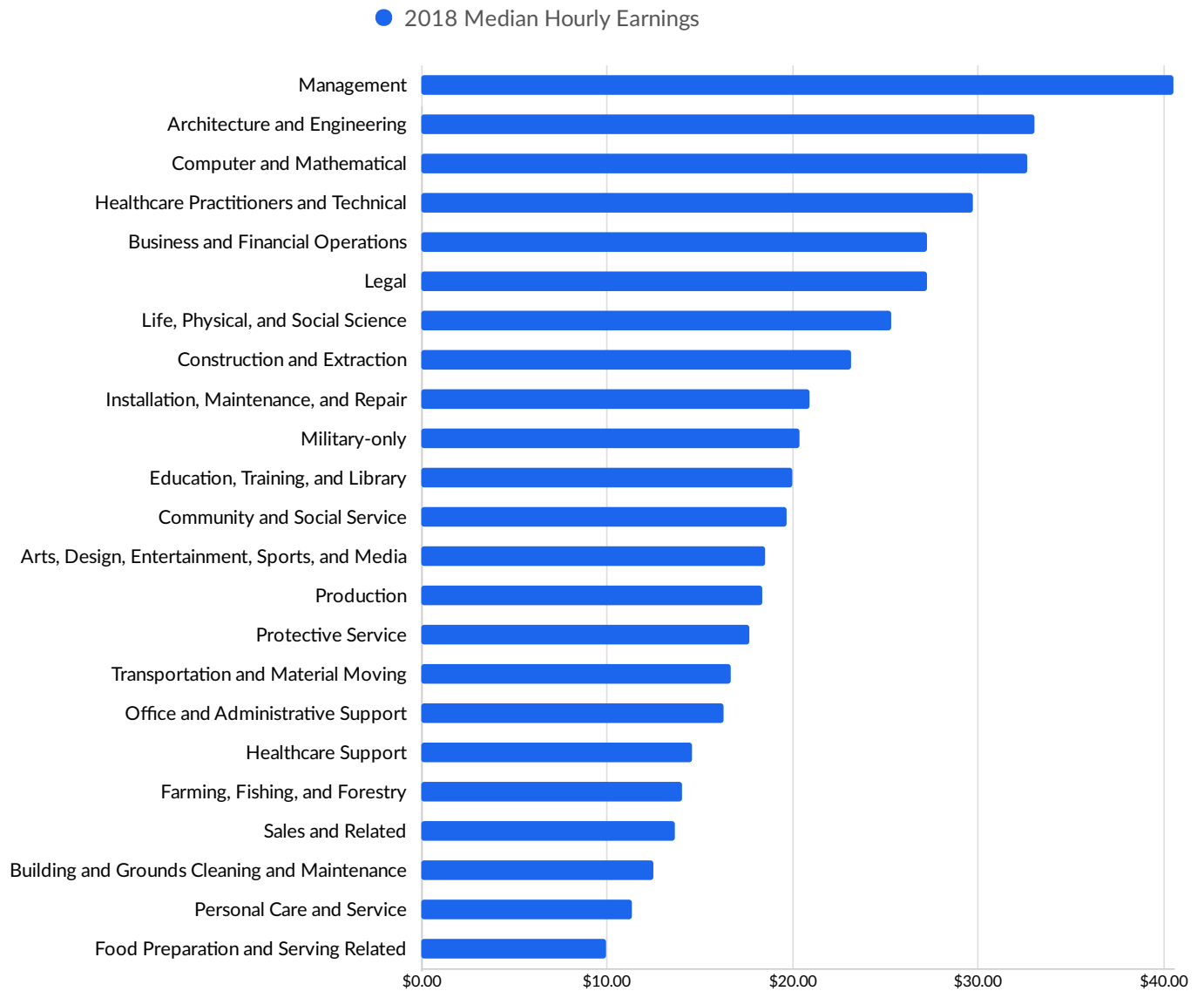
Workforce Characteristics - Cont.

Top Occupation LQ



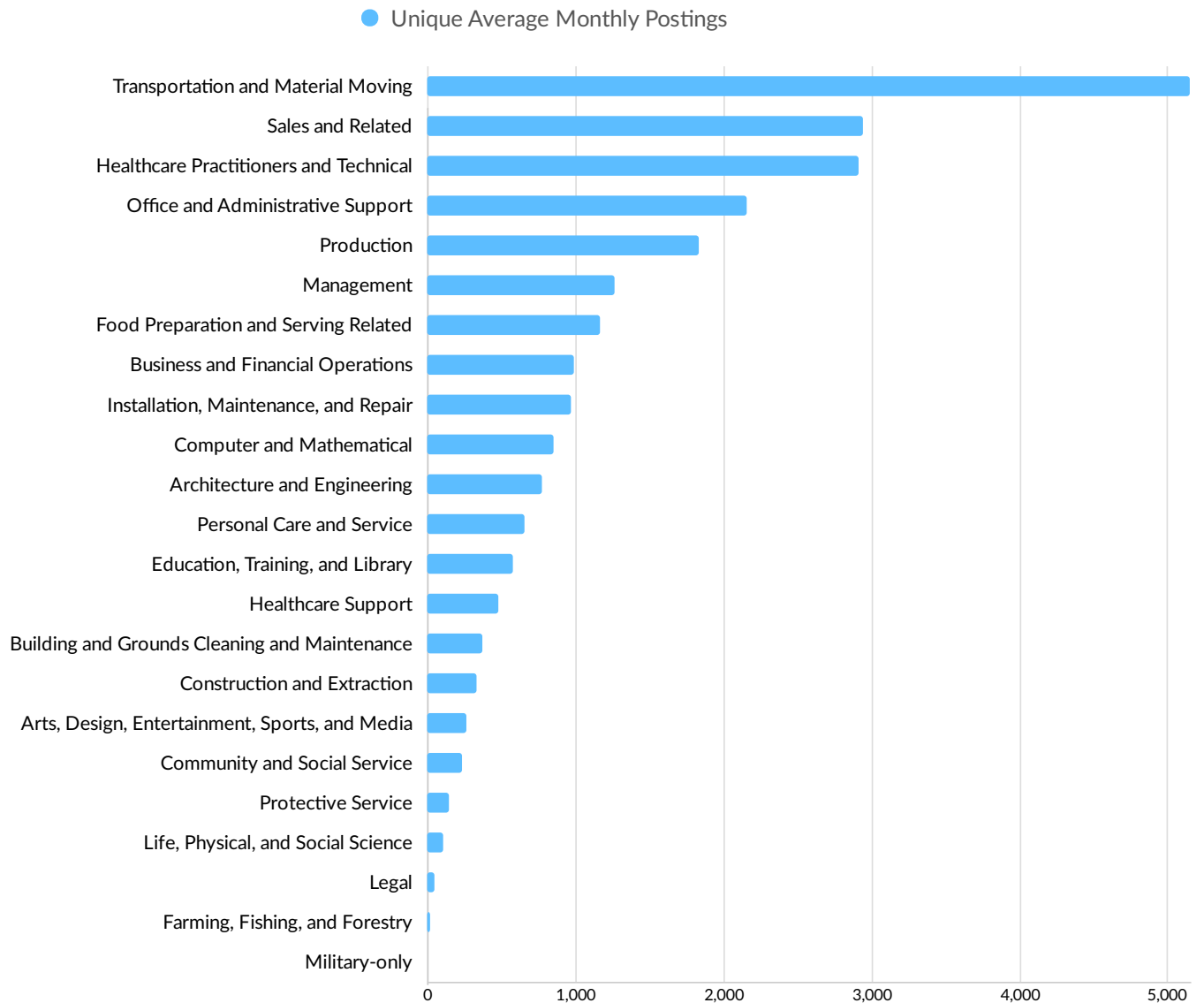
Workforce Characteristics - Cont.

Top Occupation Earnings



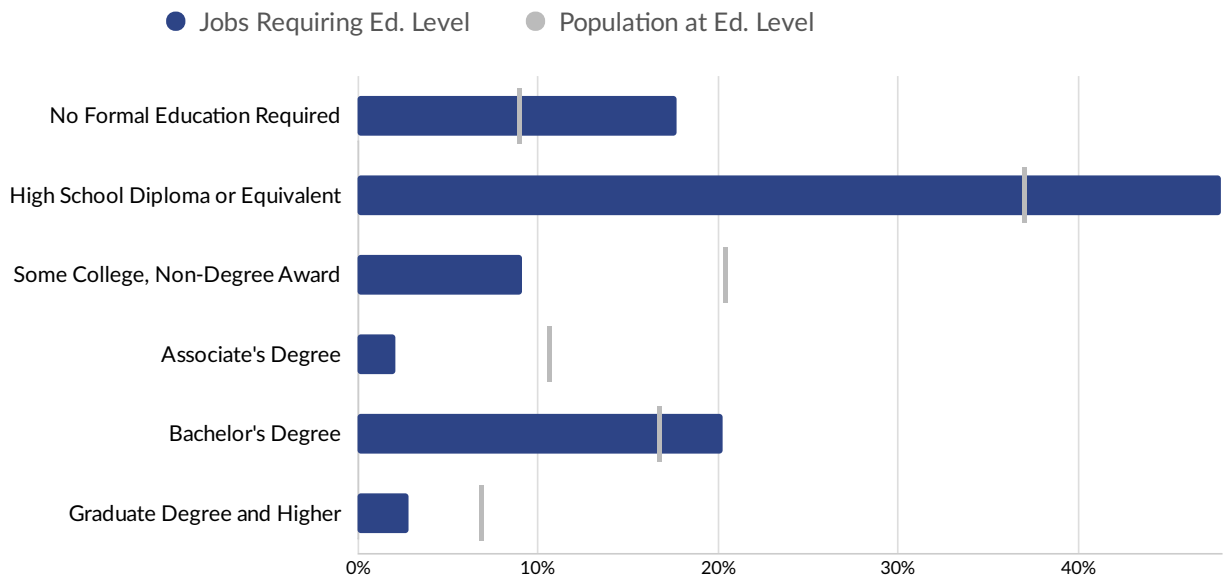
Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Underemployment



Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Production	47,412	49,057	1,645	+3%	2.44	\$18.36	1,831
Office and Administrative Support	46,667	46,195	-472	-1%	0.93	\$16.31	2,158
Sales and Related	30,766	31,201	435	+1%	0.92	\$13.65	2,945
Food Preparation and Serving Related	25,567	26,181	614	+2%	0.91	\$9.97	1,172
Transportation and Material Moving	22,371	23,147	776	+3%	0.99	\$16.68	5,153
Management	18,156	18,623	467	+3%	0.94	\$40.56	1,266
Education, Training, and Library	17,524	18,112	588	+3%	0.93	\$19.98	575
Construction and Extraction	15,340	17,833	2,493	+16%	1.12	\$23.19	337
Healthcare Practitioners and Technical	16,298	16,577	279	+2%	0.87	\$29.75	2,918
Installation, Maintenance, and Repair	15,036	15,726	690	+5%	1.17	\$20.97	972
Business and Financial Operations	12,501	14,150	1,649	+13%	0.78	\$27.30	992
Personal Care and Service	11,884	13,863	1,979	+17%	0.92	\$11.36	660
Building and Grounds Cleaning and Maintenance	9,450	9,124	-326	-3%	0.73	\$12.55	369
Architecture and Engineering	6,287	7,432	1,145	+18%	1.28	\$33.04	771
Healthcare Support	7,794	6,998	-796	-10%	0.76	\$14.61	480
Protective Service	6,249	6,406	157	+3%	0.83	\$17.71	149
Computer and Mathematical	5,233	5,884	651	+12%	0.59	\$32.68	852
Community and Social Service	5,259	5,478	219	+4%	0.95	\$19.67	234

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	4,172	4,465	293	+7%	0.71	\$18.57	265
Farming, Fishing, and Forestry	3,202	3,673	471	+15%	1.44	\$14.06	18
Life, Physical, and Social Science	1,747	1,964	217	+12%	0.70	\$25.35	105
Legal	1,227	1,289	62	+5%	0.45	\$27.27	51
Military-only	977	892	-85	-9%	0.43	\$20.37	4

Educational Pipeline

In 2017, there were 8,396 graduates in ECWRPC. This pipeline has grown by 3% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Registered Nursing/Registered Nurse, and Registered Nursing/Registered Nurse.

School	Total Graduates (2017)		Graduate Trend (2013 - 2017)
Fox Valley Technical College	3,034		
University of Wisconsin-Oshkosh	2,554		
Moraine Park Technical College	1,386		
Marian University	576		
Lawrence University	419		
Ripon College	226		
College of Menominee Nation	84		
The Salon Professional Academy-Appleton	45		
Gill-Tech Academy of Hair Design	36		
House of Heavilin Beauty College-Academy of Beauty Professionals	23		

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