



ECWRPC

ECWRPC



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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.

342,726

Jobs (2018)

Jobs **grew by 11,963** over the last 5 years and are projected to **grow by 10,279** over the next 5 years.

\$54.2K

Avg. Earnings Per Job (2018)

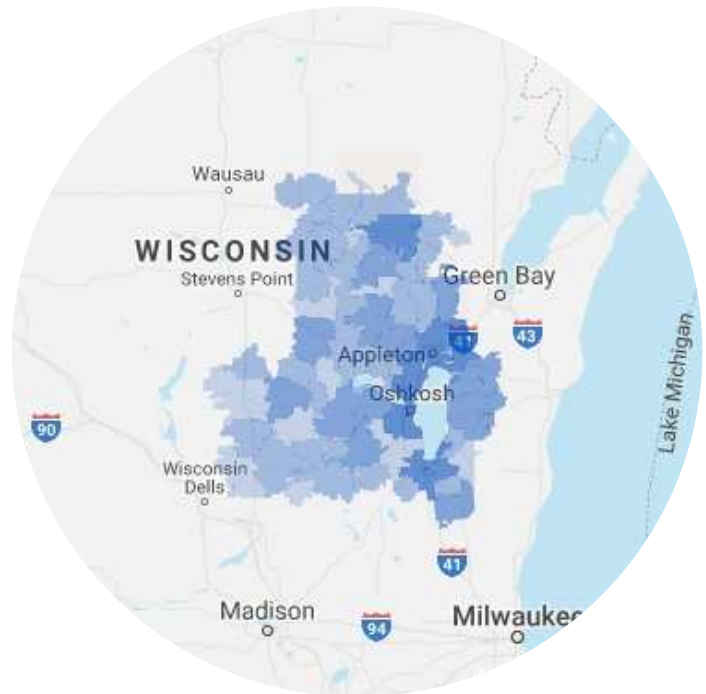
Regional average earnings per job are **\$10.6K below** the national average earnings of \$64.7K per job.

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 3.6%** in ECWRPC from 330,764 to **342,726**. This change fell short of the national growth rate of 7.4% by 3.8%. As the number of jobs increased, the **labor force participation rate increased from 67.2% to 68.0%** 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).

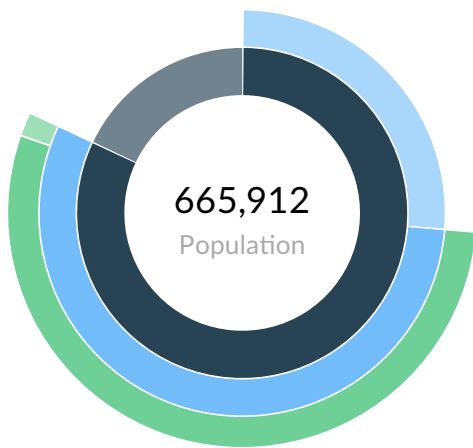
The top three industries in 2018 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.



| | Population (2018) | Labor Force (2018) | Jobs (2018) | Cost of Living | GRP | Imports | Exports |
|---------------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 665,912 | 371,098 | 342,726 | 99.4 | \$34.12B | \$42.03B | \$43.03B |
| Wisconsin | 5,810,713 | 3,216,111 | 3,142,522 | 100.3 | \$316.61B | \$285.96B | \$314.19B |
| United States | 328,038,851 | 163,733,789 | 161,636,598 | 100.0 | \$19.28T | \$0 | \$8.38T |

Economy Overview - Cont.

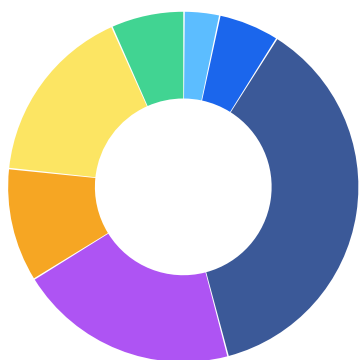
2018 Labor Force Breakdown



| | Population |
|--------------------------------|------------|
| ● Total Working Age Population | 545,716 |
| ● Not in Labor Force (15+) | 174,618 |
| ● Labor Force | 371,098 |
| ● Employed | 360,019 |
| ● Unemployed | 11,079 |
| ● Under 15 | 120,196 |

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).

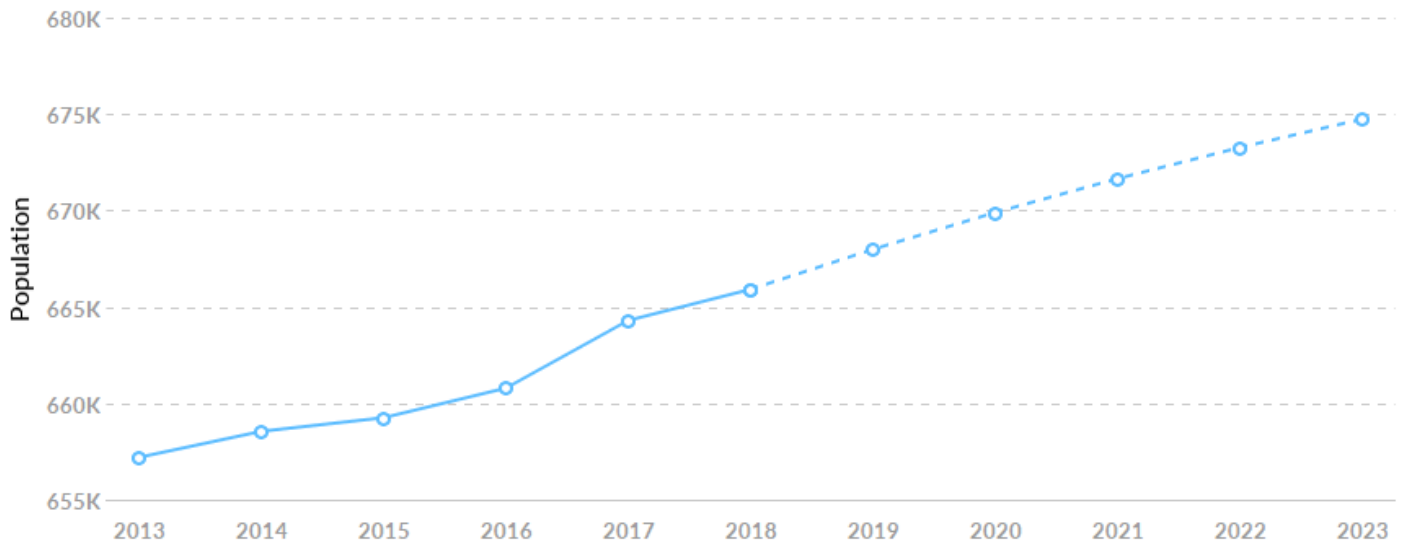


| | % of Population | Population |
|------------------------------|-----------------|------------|
| ● Less Than 9th Grade | 3.3% | 15,131 |
| ● 9th Grade to 12th Grade | 5.6% | 25,880 |
| ● High School Diploma | 36.9% | 170,407 |
| ● Some College | 20.3% | 93,681 |
| ● Associate's Degree | 10.5% | 48,387 |
| ● Bachelor's Degree | 16.7% | 76,874 |
| ● Graduate Degree and Higher | 6.7% | 31,118 |

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.

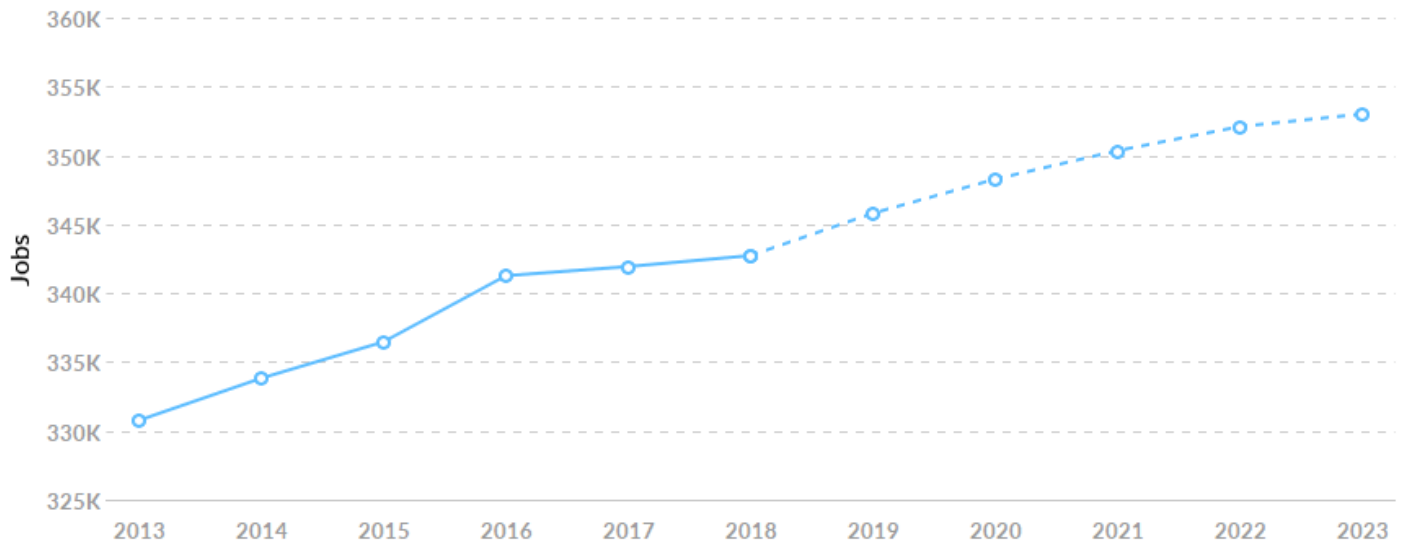


| Timeframe | Population |
|-----------|------------|
| 2013 | 657,196 |
| 2014 | 658,545 |
| 2015 | 659,252 |
| 2016 | 660,788 |
| 2017 | 664,297 |
| 2018 | 665,912 |
| 2019 | 667,986 |
| 2020 | 669,897 |
| 2021 | 671,652 |
| 2022 | 673,266 |
| 2023 | 674,740 |

Historic & Projected Trends - Cont.

Job Trends

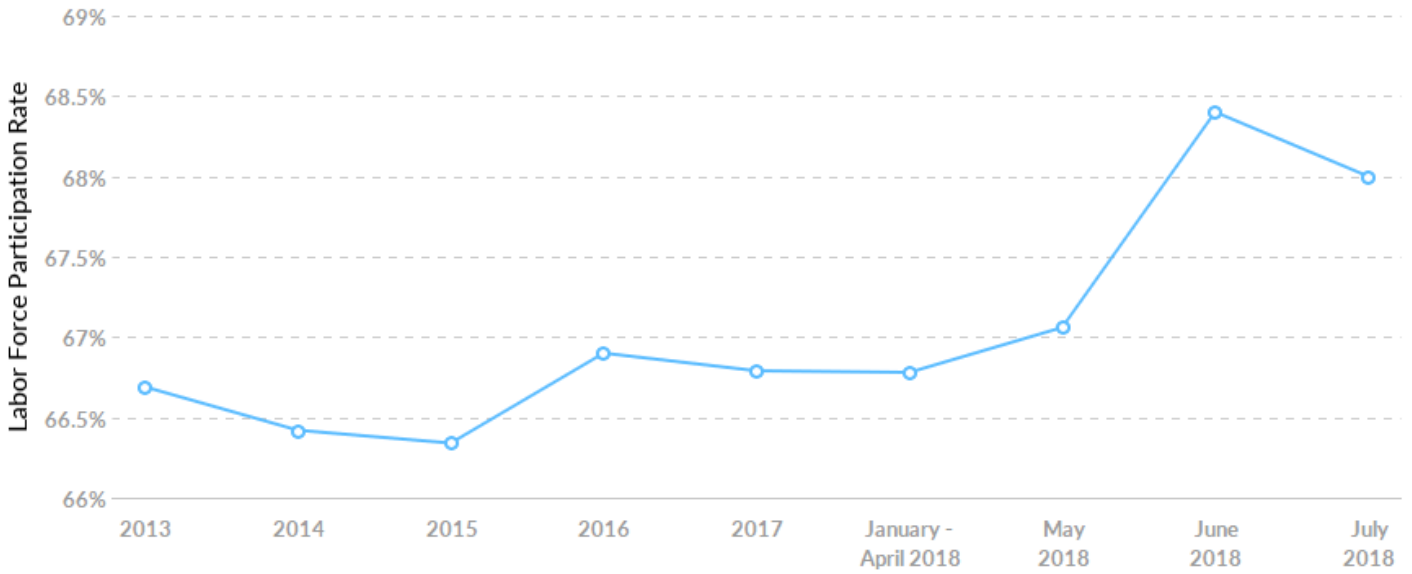
From 2013 to 2018, jobs increased by 3.6% in ECWRPC from 330,764 to 342,726. This change fell short of the national growth rate of 7.4% by 3.8%.



| Timeframe | Jobs |
|-----------|---------|
| 2013 | 330,764 |
| 2014 | 333,821 |
| 2015 | 336,465 |
| 2016 | 341,263 |
| 2017 | 341,929 |
| 2018 | 342,726 |
| 2019 | 345,801 |
| 2020 | 348,275 |
| 2021 | 350,346 |
| 2022 | 352,095 |
| 2023 | 353,005 |

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

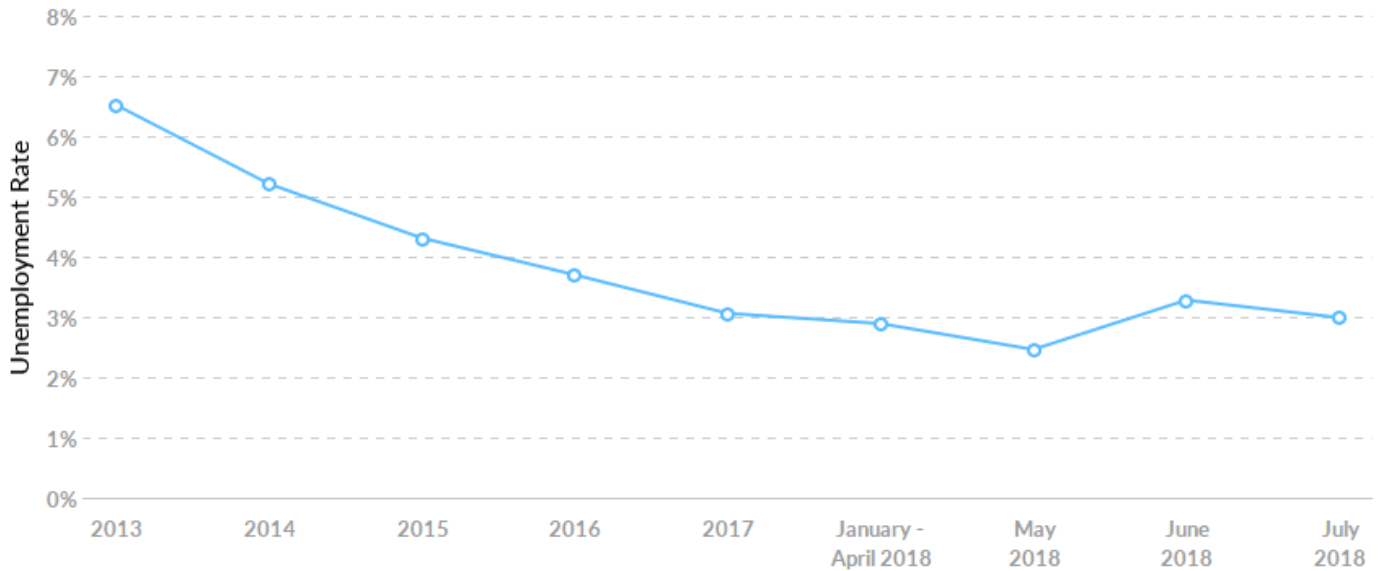


| Timeframe | Labor Force Participation Rate |
|----------------------|--------------------------------|
| 2013 | 66.69% |
| 2014 | 66.42% |
| 2015 | 66.34% |
| 2016 | 66.90% |
| 2017 | 66.79% |
| January - April 2018 | 66.78% |
| May 2018 | 67.06% |
| June 2018 | 68.40% |
| July 2018 | 68.00% |

Historic & Projected Trends - Cont.

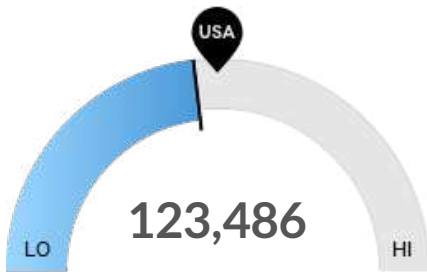
Unemployment Rate Trends

Your areas had a July 2018 unemployment rate of 2.99%, **decreasing from 6.52%** 5 years before.



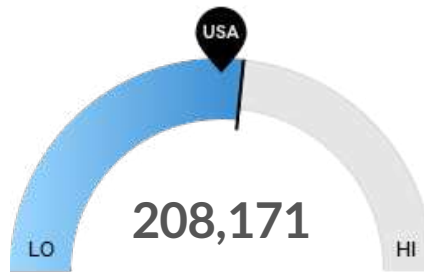
| Timeframe | Unemployment Rate |
|----------------------|-------------------|
| 2013 | 6.52% |
| 2014 | 5.21% |
| 2015 | 4.31% |
| 2016 | 3.70% |
| 2017 | 3.06% |
| January - April 2018 | 2.89% |
| May 2018 | 2.46% |
| June 2018 | 3.28% |
| July 2018 | 2.99% |

Population Characteristics



Millennials

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



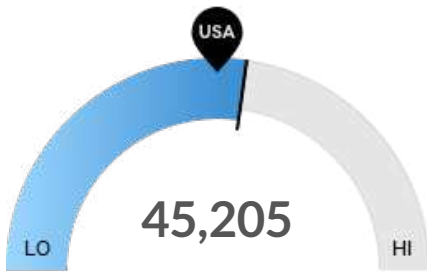
Retiring Soon

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.



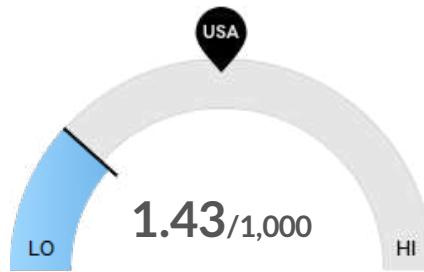
Racial Diversity

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.



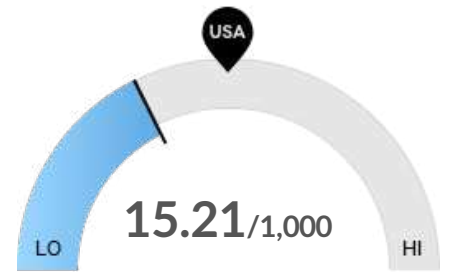
Veterans

Your area has 45,205 veterans. The national average for an area this size is 39,915.



Violent Crime

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



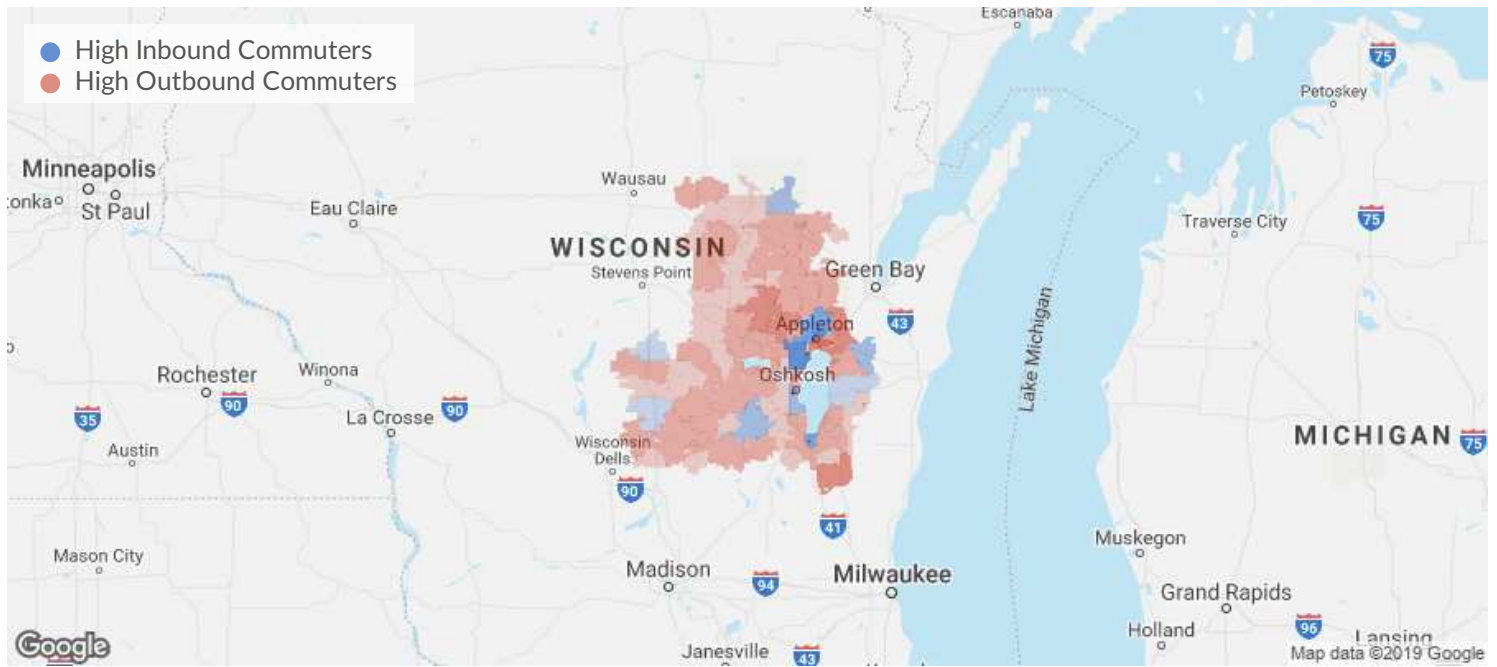
Property Crime

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

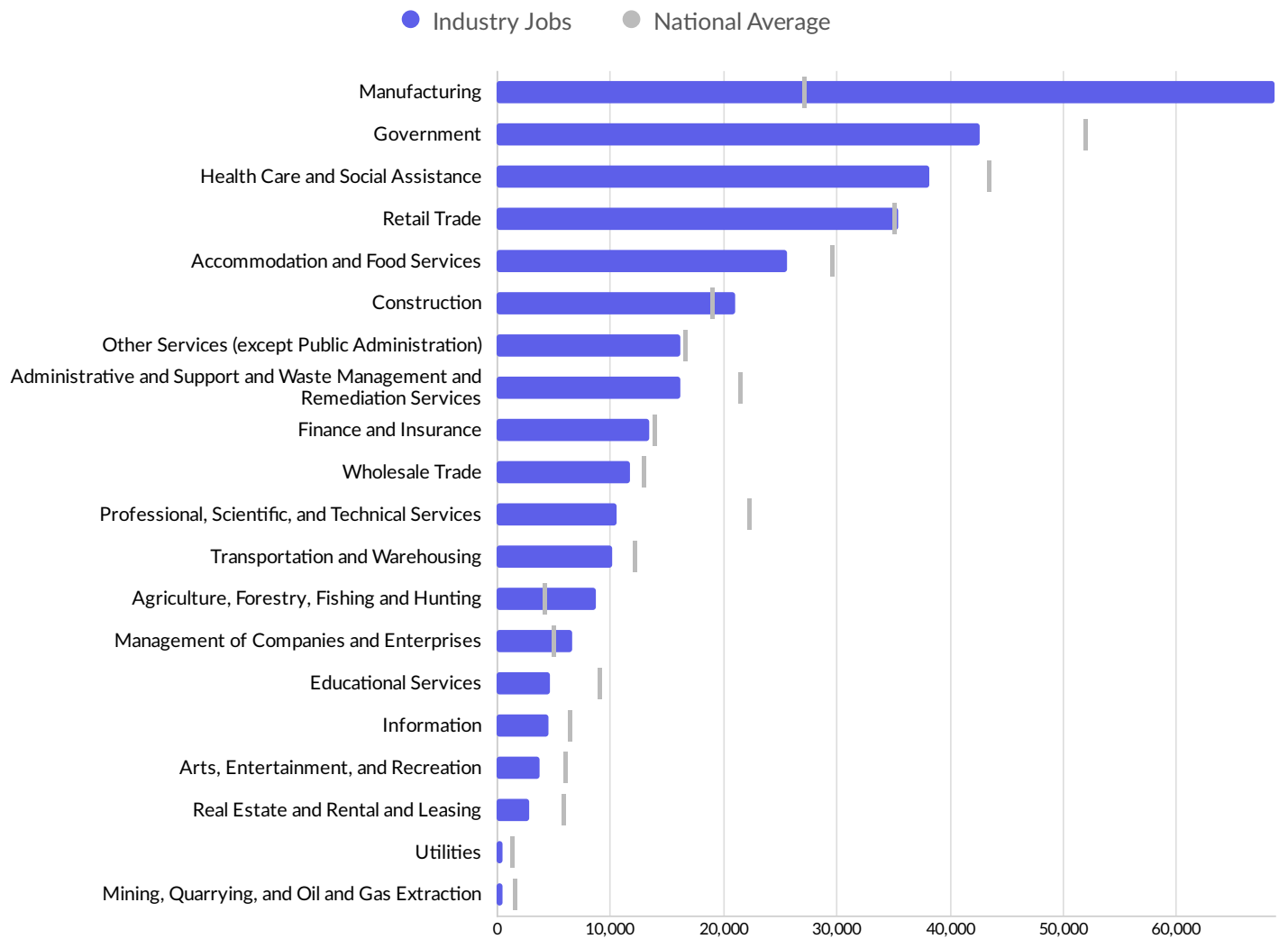
Where Talent Lives

| ZIP | Name | 2018 Employment |
|-------|---------------------------|-----------------|
| 54956 | Neenah, WI (in Winneb... | 32,423 |
| 54911 | Appleton, WI (in Outag... | 26,095 |
| 54935 | Fond Du Lac, WI (in Fo... | 25,280 |
| 54914 | Appleton, WI (in Outag... | 20,303 |
| 54915 | Appleton, WI (in Outag... | 16,785 |

| ZIP | Name | 2018 Workers |
|-------|---------------------------|--------------|
| 54956 | Neenah, WI (in Winneb... | 24,526 |
| 54915 | Appleton, WI (in Outag... | 23,798 |
| 54935 | Fond Du Lac, WI (in Fo... | 22,033 |
| 54901 | Oshkosh, WI (in Winne... | 17,091 |
| 54914 | Appleton, WI (in Outag... | 16,926 |

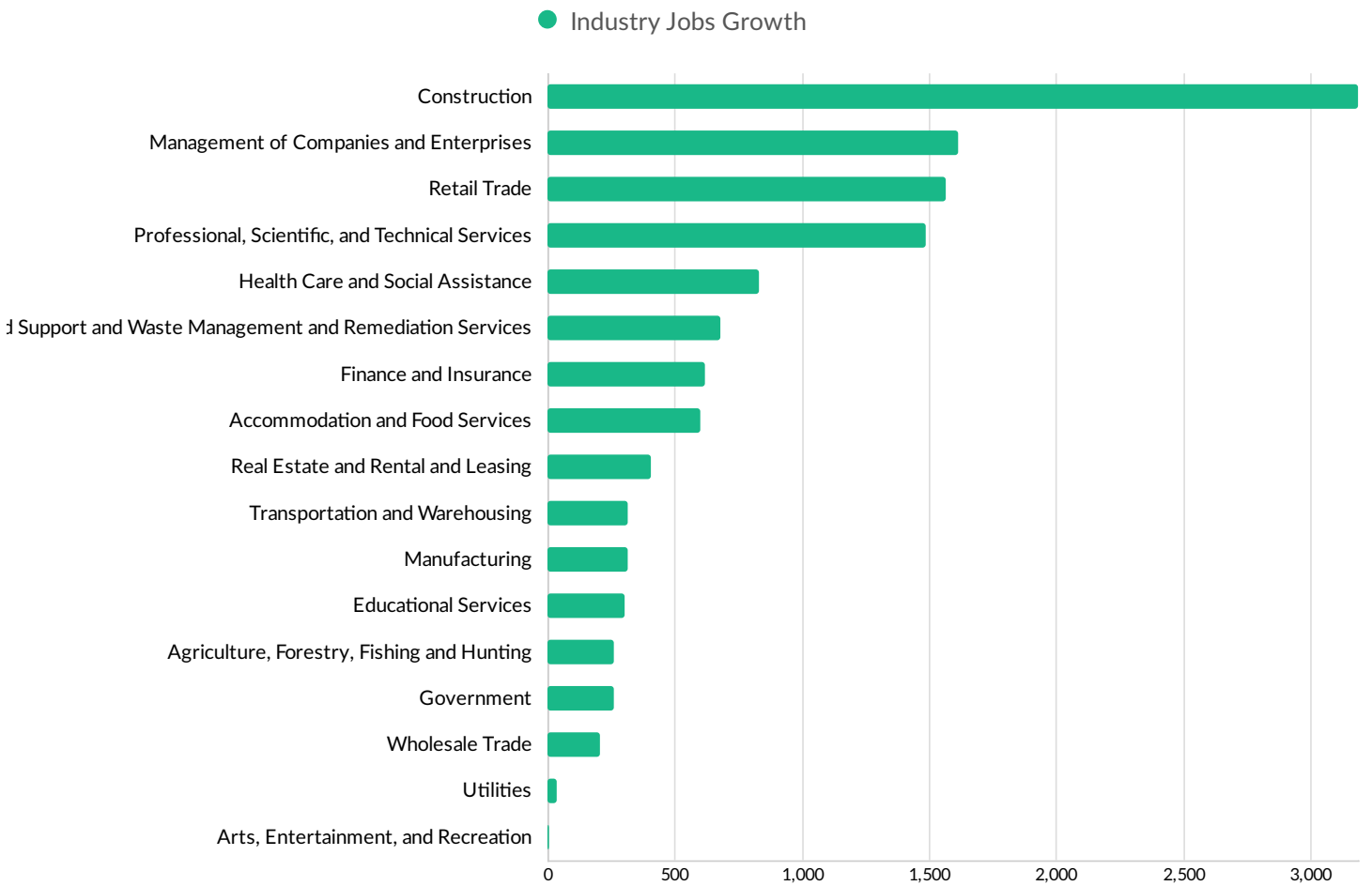
Industry Characteristics

Largest Industries



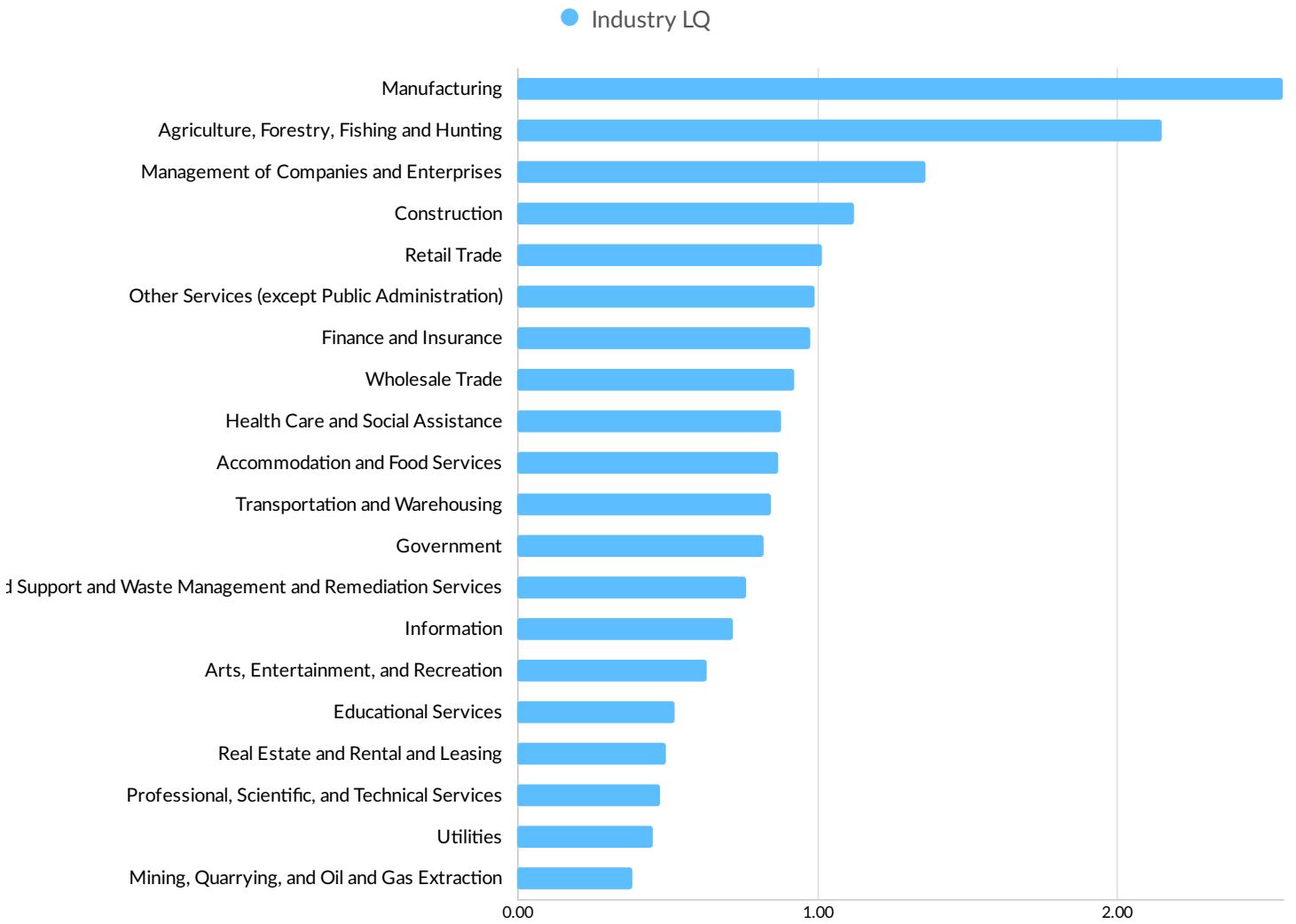
Industry Characteristics - Cont.

Top Growing Industries



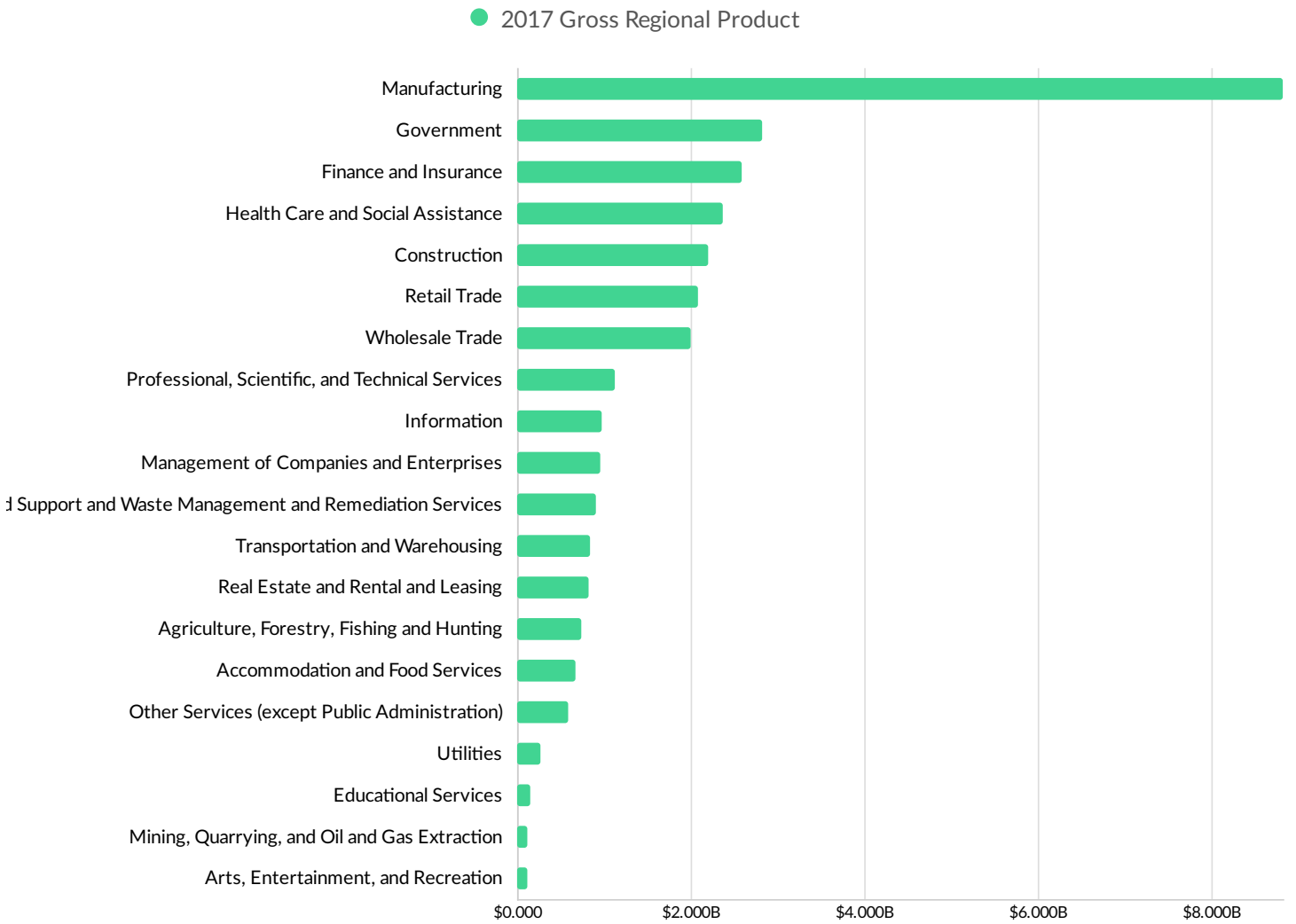
Industry Characteristics - Cont.

Top Industry LQ



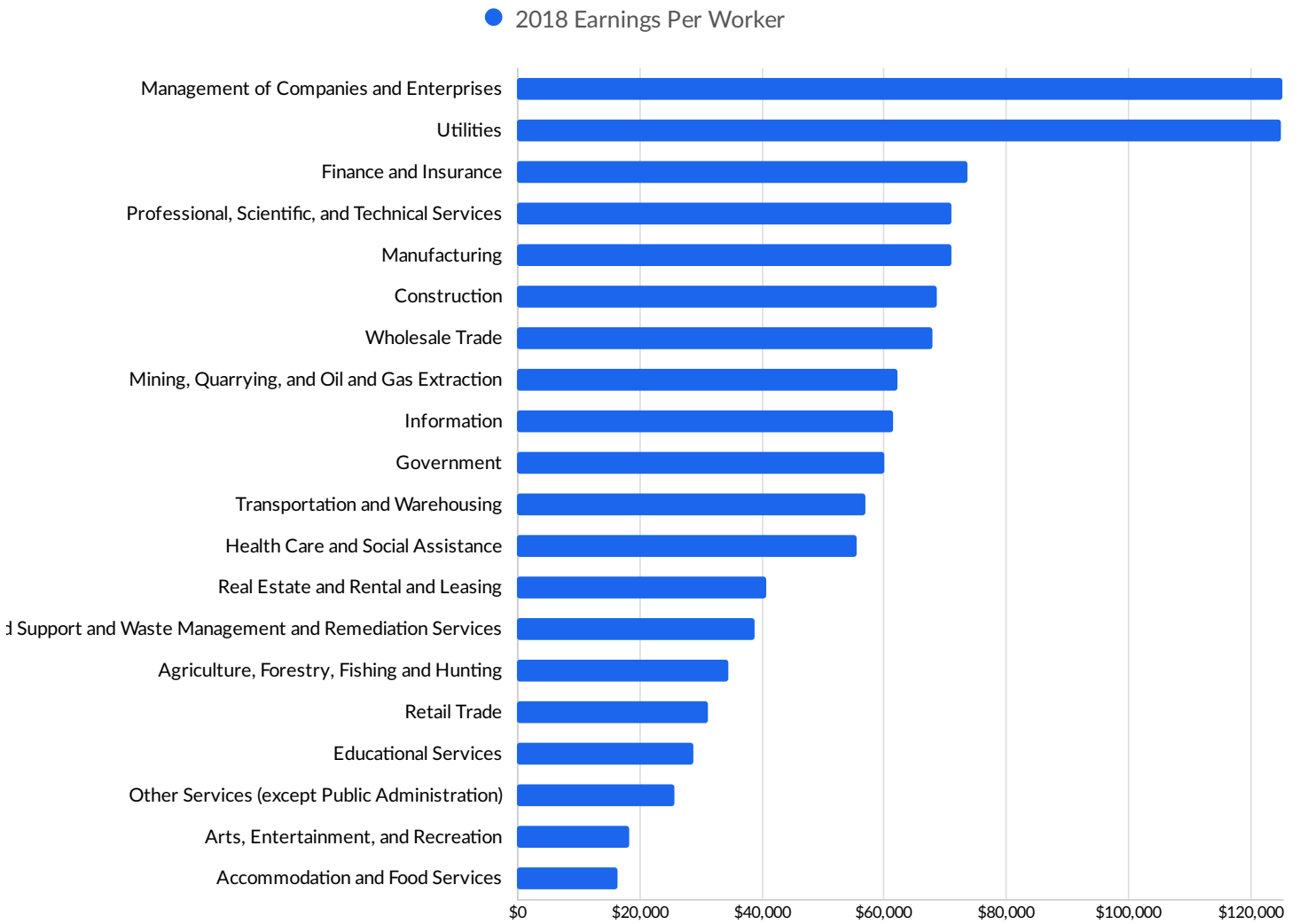
Industry Characteristics - Cont.

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 | 2017 GRP |
|--|-----------|-----------|----------------|------------------|---------|--------------------------|-----------|
| Manufacturing | 68,401 | 68,714 | 313 | +0% | 2.55 | \$71,043 | \$8.83B |
| Government | 42,420 | 42,680 | 260 | +1% | 0.82 | \$60,118 | \$2.83B |
| Health Care and Social Assistance | 37,322 | 38,156 | 834 | +2% | 0.88 | \$55,681 | \$2.38B |
| Retail Trade | 33,925 | 35,491 | 1,566 | +5% | 1.02 | \$31,318 | \$2.09B |
| Accommodation and Food Services | 25,022 | 25,626 | 604 | +2% | 0.87 | \$16,428 | \$678.30M |
| Construction | 17,936 | 21,124 | 3,188 | +18% | 1.12 | \$68,746 | \$2.21B |
| Other Services (except Public Administration) | 16,617 | 16,286 | -331 | -2% | 0.99 | \$25,762 | \$597.17M |
| Administrative and Support and Waste Management and Remediation Services | 15,569 | 16,252 | 683 | +4% | 0.76 | \$38,949 | \$904.50M |
| Finance and Insurance | 12,838 | 13,456 | 618 | +5% | 0.98 | \$73,729 | \$2.60B |
| Wholesale Trade | 11,590 | 11,798 | 208 | +2% | 0.92 | \$68,002 | \$2.00B |
| Professional, Scientific, and Technical Services | 9,120 | 10,605 | 1,485 | +16% | 0.48 | \$71,044 | \$1.13B |
| Transportation and Warehousing | 9,933 | 10,248 | 315 | +3% | 0.85 | \$57,025 | \$847.28M |
| Agriculture, Forestry, Fishing and Hunting | 8,556 | 8,820 | 264 | +3% | 2.15 | \$34,546 | \$734.27M |
| Management of Companies and Enterprises | 5,001 | 6,615 | 1,614 | +32% | 1.36 | \$125,277 | \$965.38M |
| Educational Services | 4,371 | 4,673 | 302 | +7% | 0.52 | \$28,888 | \$155.50M |
| Information | 4,875 | 4,521 | -354 | -7% | 0.72 | \$61,575 | \$979.15M |
| Arts, Entertainment, and Recreation | 3,737 | 3,743 | 6 | +0% | 0.63 | \$18,343 | \$116.22M |
| Real Estate and Rental and Leasing | 2,448 | 2,853 | 405 | +17% | 0.49 | \$40,859 | \$820.91M |
| Utilities | 500 | 537 | 37 | +7% | 0.45 | \$125,068 | \$269.89M |














Industry Characteristics - Cont.

| Industry | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2018 Earnings Per Worker | 2017 GRP |
|---|-----------|-----------|----------------|------------------|---------|--------------------------|-----------|
| Mining, Quarrying, and Oil and Gas Extraction | 581 | 529 | -52 | -9% | 0.38 | \$62,222 | \$123.56M |

Business Characteristics

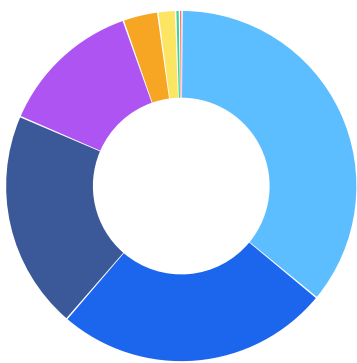
42,323 Companies Employ Your Workers

Online profiles for your workers mention 42,323 companies as employers, with the top 10 appearing below. In the last 12 months, 5,934 companies in your area posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|----------------------------------|---|-----------------------------------|---|
| Kimberly-Clark Corporation | 2,204  | Anthem, Inc. | 2,059  |
| Thedacare, Inc. | 1,631  | C.R. England, Inc. | 1,684  |
| Oshkosh Corporation | 1,613  | Tutree, Inc. | 1,390  |
| University of Wisconsin-Madis... | 1,210  | Oshkosh Corporation | 1,213  |
| Bemis Company, Inc. | 1,093  | Roehl Transport, Inc. | 922  |
| Thrivent Financial For Lutherans | 1,092  | Platinum Supplemental Insuran... | 890  |
| Plexus Corp. | 926  | USTechForce | 871  |
| J. J. Keller & Associates, Inc. | 809  | Shopko Stores Operating Co., L... | 859  |
| Fox Valley Technical College | 728  | Schneider National, Inc. | 853  |
| State of Wisconsin | 723  | Locate Staffing Inc | 839  |

Business Characteristics - Cont.

Business Size

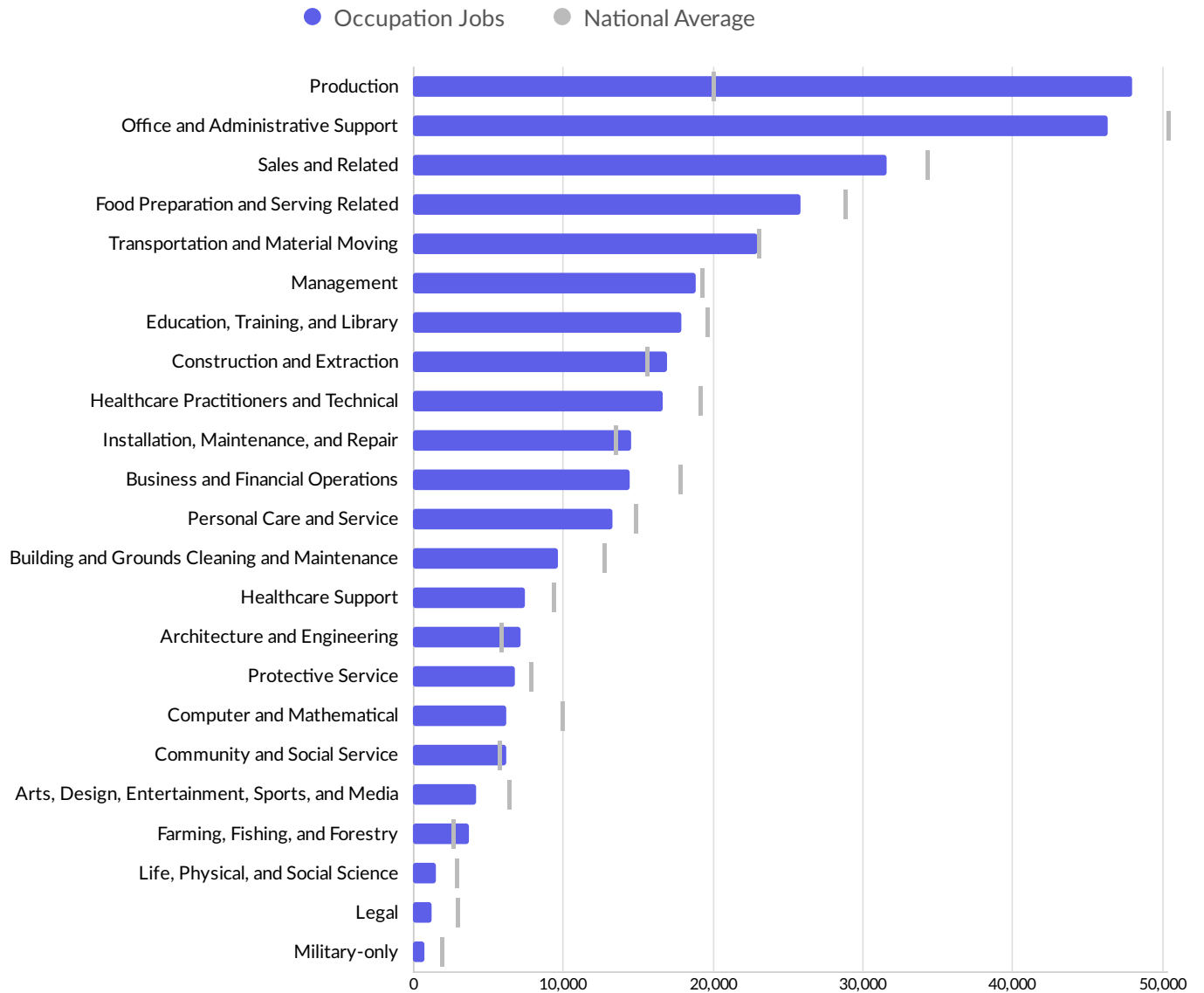


| | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees | 35.9% | 8,615 |
| ● 5 to 9 employees | 25.3% | 6,081 |
| ● 10 to 19 employees | 20.2% | 4,837 |
| ● 20 to 49 employees | 13.2% | 3,156 |
| ● 50 to 99 employees | 3.2% | 773 |
| ● 100 to 249 employees | 1.6% | 391 |
| ● 250 to 499 employees | 0.4% | 84 |
| ● 500+ employees | 0.2% | 56 |

**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.*

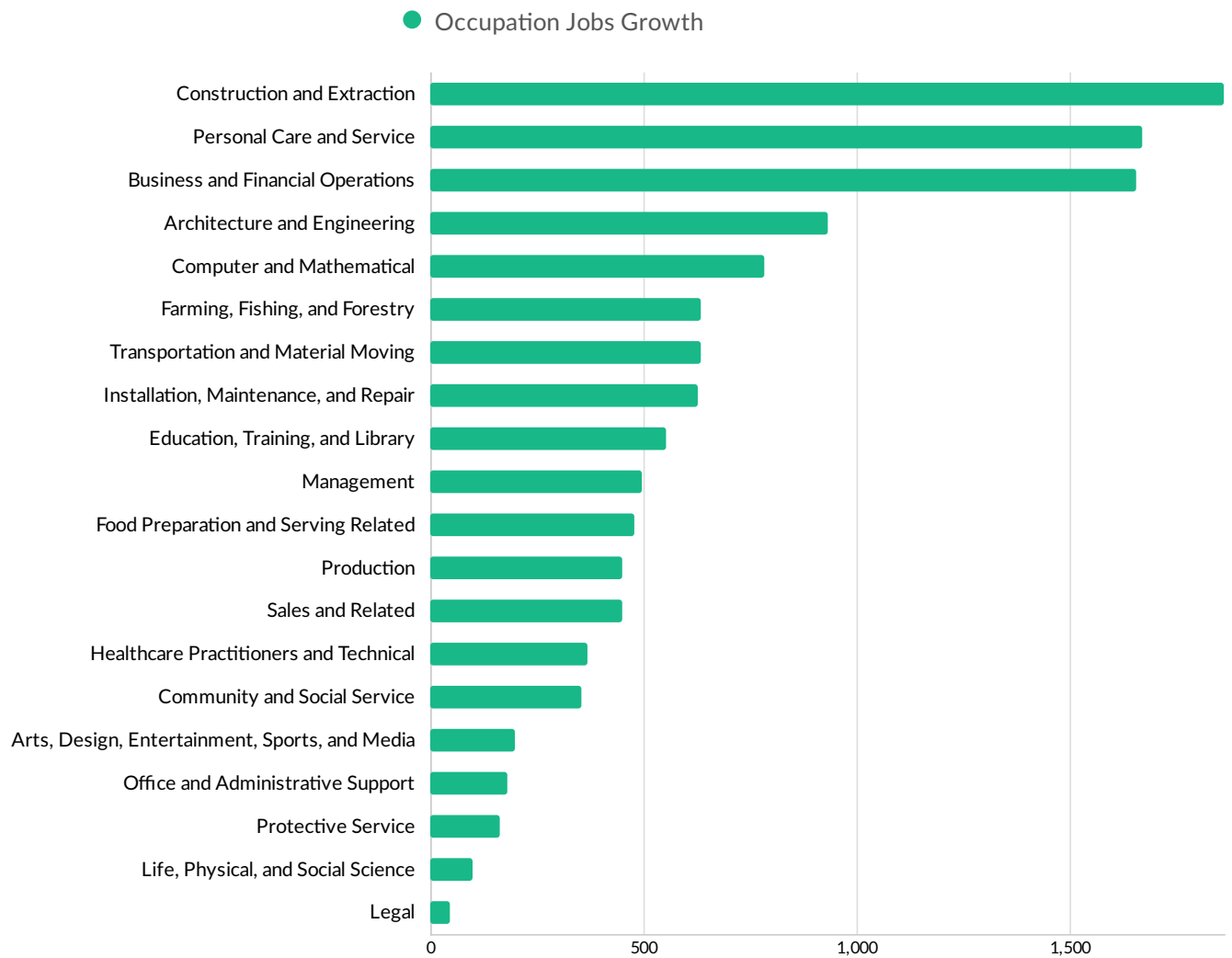
Workforce Characteristics

Largest Occupations



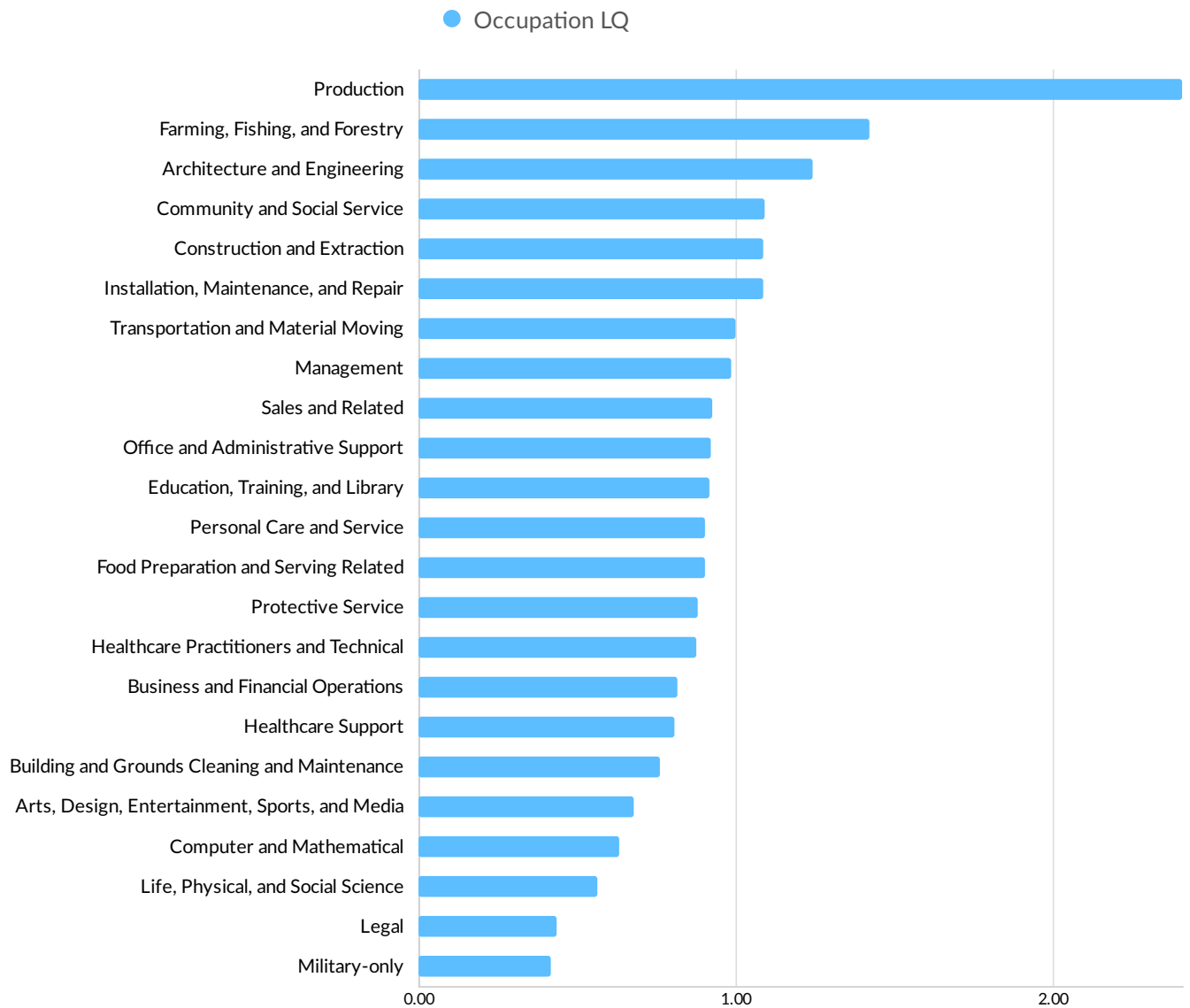
Workforce Characteristics - Cont.

Top Growing Occupations



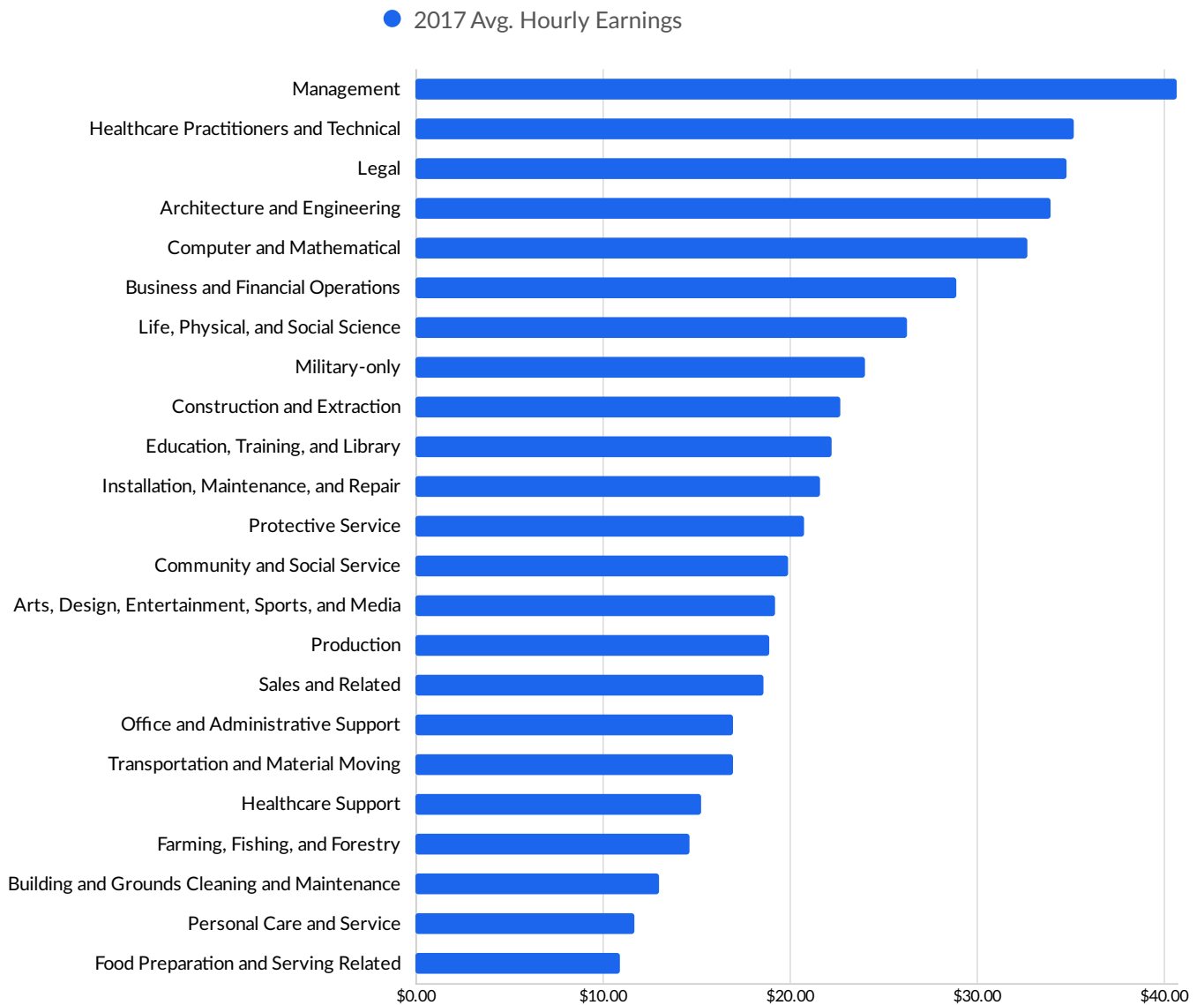
Workforce Characteristics - Cont.

Top Occupation LQ



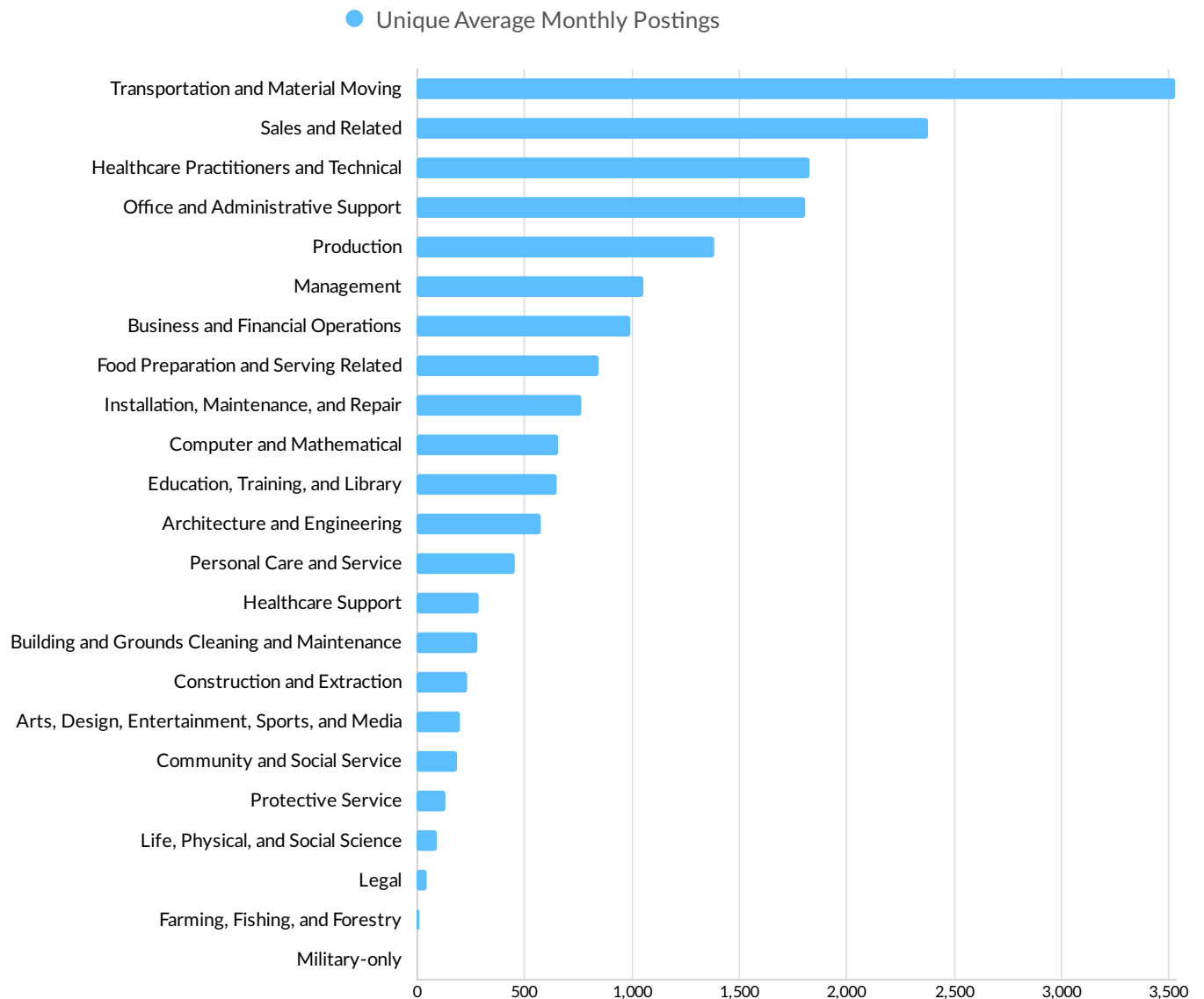
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

| Occupation | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2017 Avg. Hourly Earnings | Jan 2018 - Dec 2018 Unique Average Monthly Postings |
|---|-----------|-----------|----------------|------------------|---------|---------------------------|---|
| Production | 47,575 | 48,026 | 451 | +1% | 2.41 | \$18.90 | 1,384 |
| Office and Administrative Support | 46,223 | 46,405 | 182 | +0% | 0.92 | \$16.99 | 1,810 |
| Sales and Related | 31,213 | 31,662 | 449 | +1% | 0.92 | \$18.60 | 2,385 |
| Food Preparation and Serving Related | 25,396 | 25,874 | 478 | +2% | 0.90 | \$10.94 | 850 |
| Transportation and Material Moving | 22,399 | 23,034 | 635 | +3% | 1.00 | \$16.96 | 3,532 |
| Management | 18,351 | 18,846 | 495 | +3% | 0.99 | \$40.68 | 1,057 |
| Education, Training, and Library | 17,360 | 17,913 | 553 | +3% | 0.92 | \$22.27 | 656 |
| Construction and Extraction | 15,053 | 16,914 | 1,861 | +12% | 1.09 | \$22.70 | 239 |
| Healthcare Practitioners and Technical | 16,307 | 16,676 | 369 | +2% | 0.88 | \$35.19 | 1,832 |
| Installation, Maintenance, and Repair | 13,952 | 14,580 | 628 | +5% | 1.08 | \$21.62 | 764 |
| Business and Financial Operations | 12,841 | 14,495 | 1,654 | +13% | 0.82 | \$28.87 | 994 |
| Personal Care and Service | 11,632 | 13,302 | 1,670 | +14% | 0.90 | \$11.69 | 455 |
| Building and Grounds Cleaning and Maintenance | 9,684 | 9,636 | -48 | 0% | 0.76 | \$13.04 | 281 |
| Healthcare Support | 8,115 | 7,496 | -619 | -8% | 0.80 | \$15.25 | 293 |
| Architecture and Engineering | 6,231 | 7,165 | 934 | +15% | 1.24 | \$33.90 | 578 |
| Protective Service | 6,637 | 6,799 | 162 | +2% | 0.88 | \$20.75 | 136 |
| Computer and Mathematical | 5,424 | 6,207 | 783 | +14% | 0.63 | \$32.72 | 659 |

Workforce Characteristics - Cont.

| Occupation | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2017 Avg. Hourly Earnings | Jan 2018 - Dec 2018 Unique Average Monthly Postings |
|--|-----------|-----------|----------------|------------------|---------|---------------------------|---|
| Community and Social Service | 5,847 | 6,201 | 354 | +6% | 1.09 | \$19.94 | 190 |
| Arts, Design, Entertainment, Sports, and Media | 4,052 | 4,249 | 197 | +5% | 0.68 | \$19.21 | 200 |
| Farming, Fishing, and Forestry | 3,078 | 3,714 | 636 | +21% | 1.42 | \$14.65 | 11 |
| Life, Physical, and Social Science | 1,452 | 1,552 | 100 | +7% | 0.56 | \$26.27 | 92 |
| Legal | 1,189 | 1,234 | 45 | +4% | 0.43 | \$34.75 | 44 |
| Military-only | 754 | 745 | -9 | -1% | 0.42 | \$24.00 | 3 |

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