

Shawano County, WI

ECWRPC



400 Ahnaip Street
Suite 100
Menasha, Wisconsin 54952

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Economy Overview

40,829

Population (2018)

Population **decreased by 581** over the last 5 years and is projected to **decrease by 256** over the next 5 years.

14,744

Jobs (2018)

Jobs **grew by 156** over the last 5 years and are projected to **grow by 452** over the next 5 years.

\$48.8K

Median Household Income (2016)

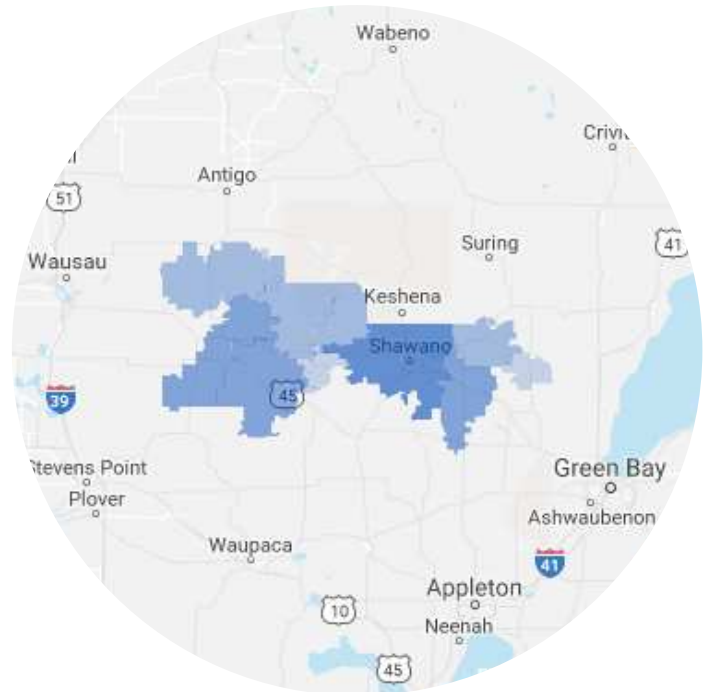
Median household income is **\$6.5K below** the national median household income of \$55.3K.

As of 2018 the region's population **declined by 1.4%** since 2013, falling by 581. Population is expected to **decrease by 0.6%** between 2018 and 2023, losing 256.

From 2013 to 2018, jobs **increased by 1.1%** in Shawano County, WI from 14,588 to **14,744**. This change **fell short of the national growth rate of 7.4% by 6.3%**. As the number of jobs increased, the **labor force participation rate increased from 63.9% to 65.8% between 2013 and 2018**.

Concerning educational attainment, **9.4% of Shawano County, WI residents possess a Bachelor's Degree** (9.2% below the national average), and **10.5% hold an Associate's Degree** (2.4% above the national average).

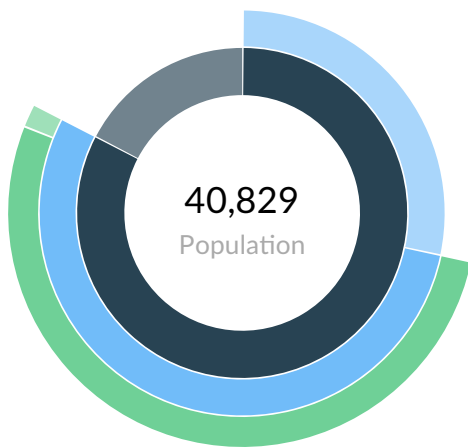
The top three industries in 2018 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).



	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	40,829	22,168	14,744	97.6	\$1.16B	\$2.18B	\$1.38B
ECWRPC	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.

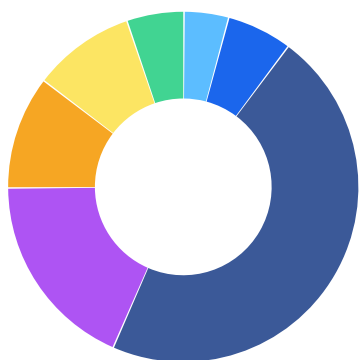
2018 Labor Force Breakdown



	Population
● Total Working Age Population	33,711
● Not in Labor Force (15+)	11,543
● Labor Force	22,168
● Employed	21,507
● Unemployed	661
● Under 15	7,118

Educational Attainment

Concerning educational attainment, **9.4% of Shawano County, WI residents possess a Bachelor's Degree** (9.2% below the national average), and **10.5% hold an Associate's Degree** (2.4% above the national average).

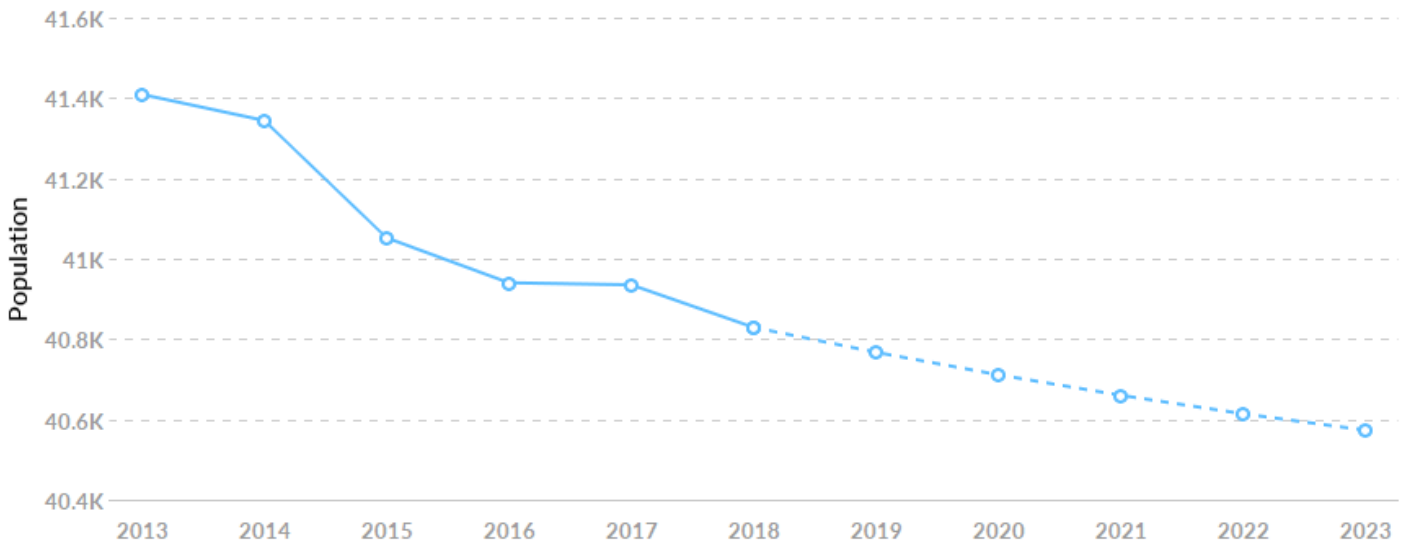


	% of Population	Population
● Less Than 9th Grade	4.1%	1,208
● 9th Grade to 12th Grade	6.0%	1,771
● High School Diploma	46.3%	13,599
● Some College	18.4%	5,387
● Associate's Degree	10.5%	3,071
● Bachelor's Degree	9.4%	2,769
● Graduate Degree and Higher	5.3%	1,550

Historic & Projected Trends

Population Trends

As of 2018 the region's population **declined by 1.4%** since 2013, falling by 581. Population is expected to **decrease by 0.6%** between 2018 and 2023, losing 256.

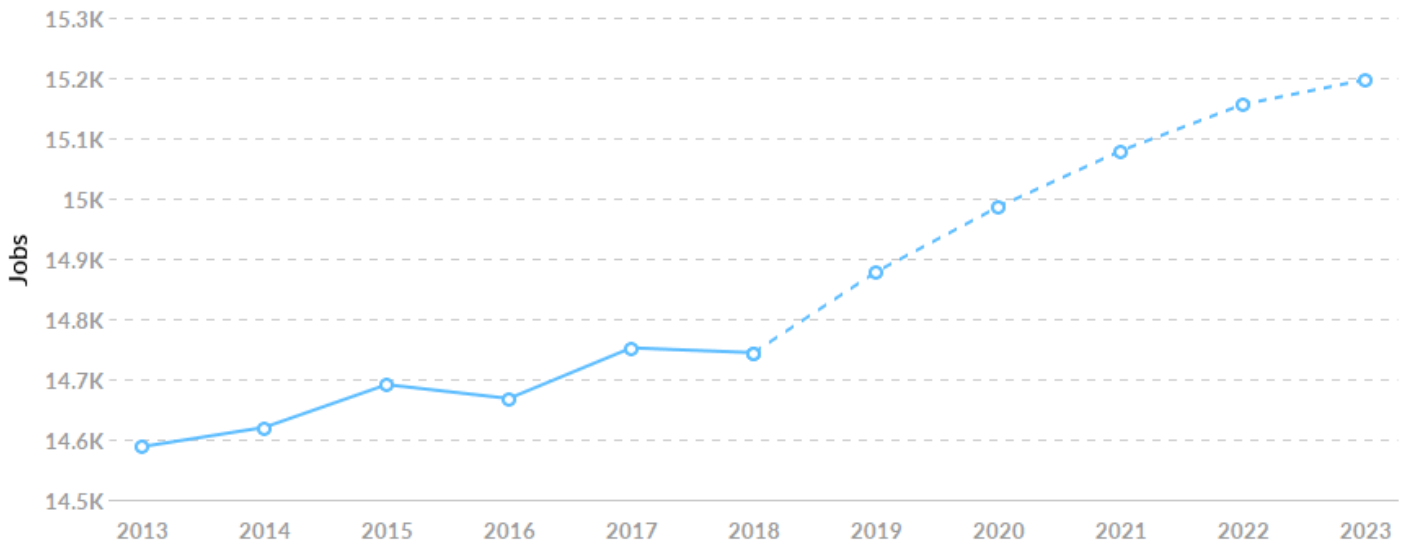


Timeframe	Population
2013	41,409
2014	41,344
2015	41,052
2016	40,940
2017	40,935
2018	40,829
2019	40,767
2020	40,711
2021	40,660
2022	40,614
2023	40,573

Historic & Projected Trends - Cont.

Job Trends

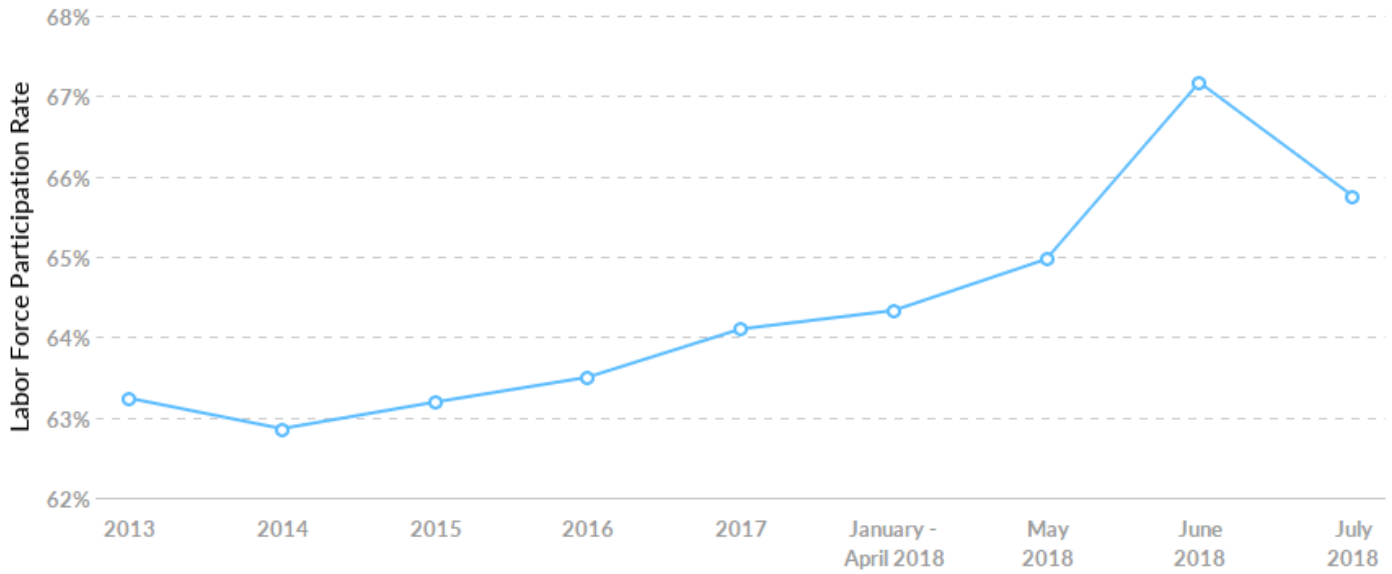
From 2013 to 2018, jobs increased by 1.1% in Shawano County, WI from 14,588 to 14,744. This change fell short of the national growth rate of 7.4% by 6.3%.



Timeframe	Jobs
2013	14,588
2014	14,620
2015	14,691
2016	14,668
2017	14,752
2018	14,744
2019	14,878
2020	14,986
2021	15,079
2022	15,156
2023	15,197

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

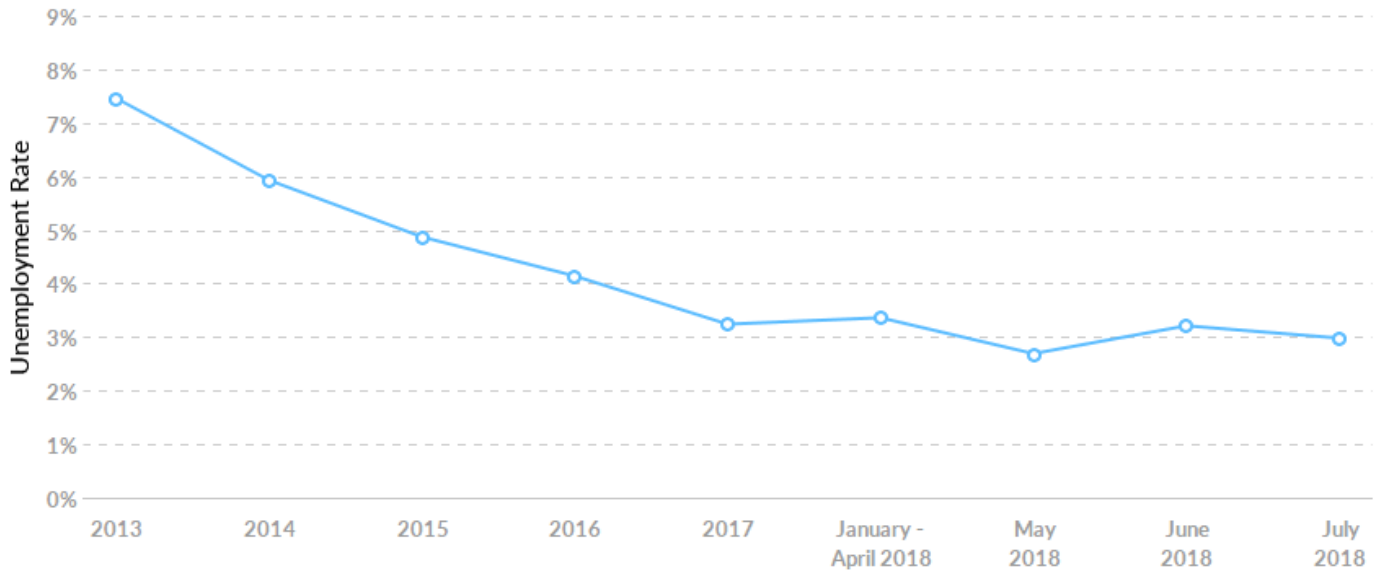


Timeframe	Labor Force Participation Rate
2013	63.24%
2014	62.86%
2015	63.19%
2016	63.50%
2017	64.10%
January - April 2018	64.33%
May 2018	64.97%
June 2018	67.17%
July 2018	65.76%

Historic & Projected Trends - Cont.

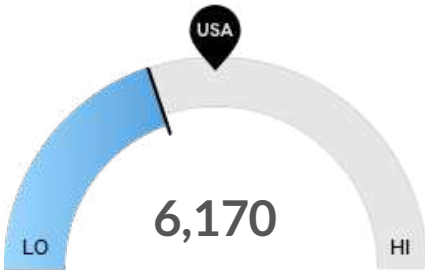
Unemployment Rate Trends

Shawano County, WI had a July 2018 unemployment rate of 2.98%, **decreasing from 7.46%** 5 years before.



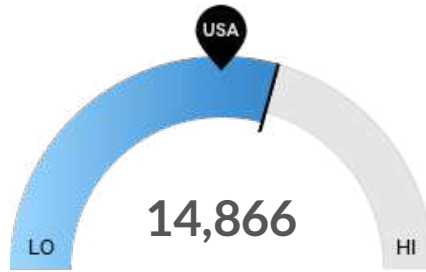
Timeframe	Unemployment Rate
2013	7.46%
2014	5.93%
2015	4.87%
2016	4.14%
2017	3.24%
January - April 2018	3.36%
May 2018	2.69%
June 2018	3.21%
July 2018	2.98%

Population Characteristics



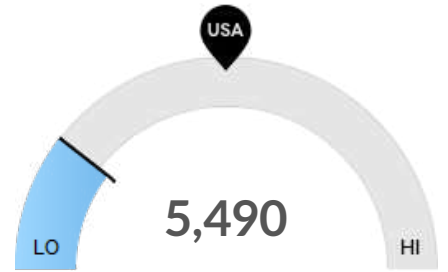
Millennials

Shawano County, WI has 6,170 millennials (ages 20-34). The national average for an area this size is 8,478.



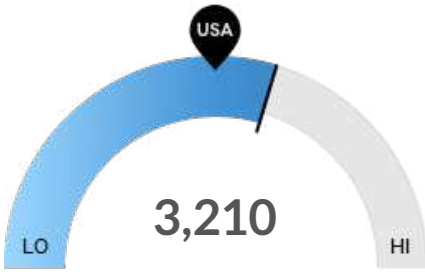
Retiring Soon

Retirement risk is high in Shawano County, WI. The national average for an area this size is 11,669 people 55 or older, while there are 14,866 here.



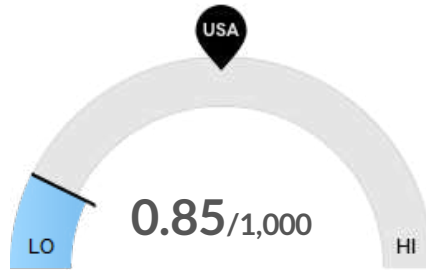
Racial Diversity

Racial diversity is low in Shawano County, WI. The national average for an area this size is 16,076 racially diverse people, while there are 5,490 here.



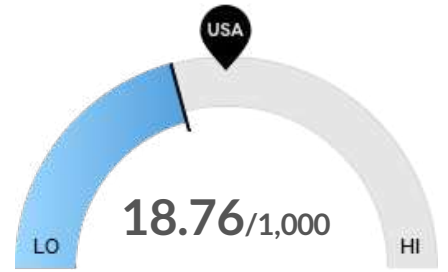
Veterans

Shawano County, WI has 3,210 veterans. The national average for an area this size is 2,473.



Violent Crime

Shawano County, WI has 0.85 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



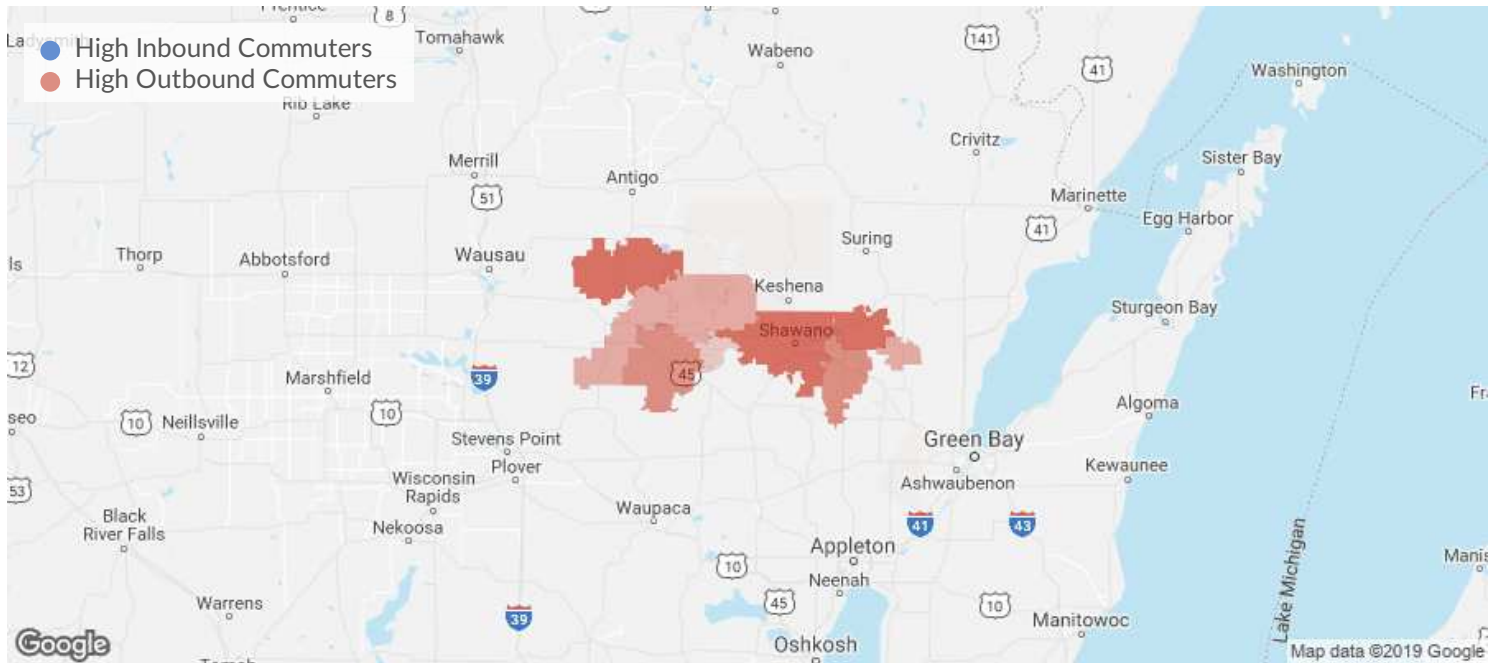
Property Crime

Shawano County, WI has 18.76 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 Shawano County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

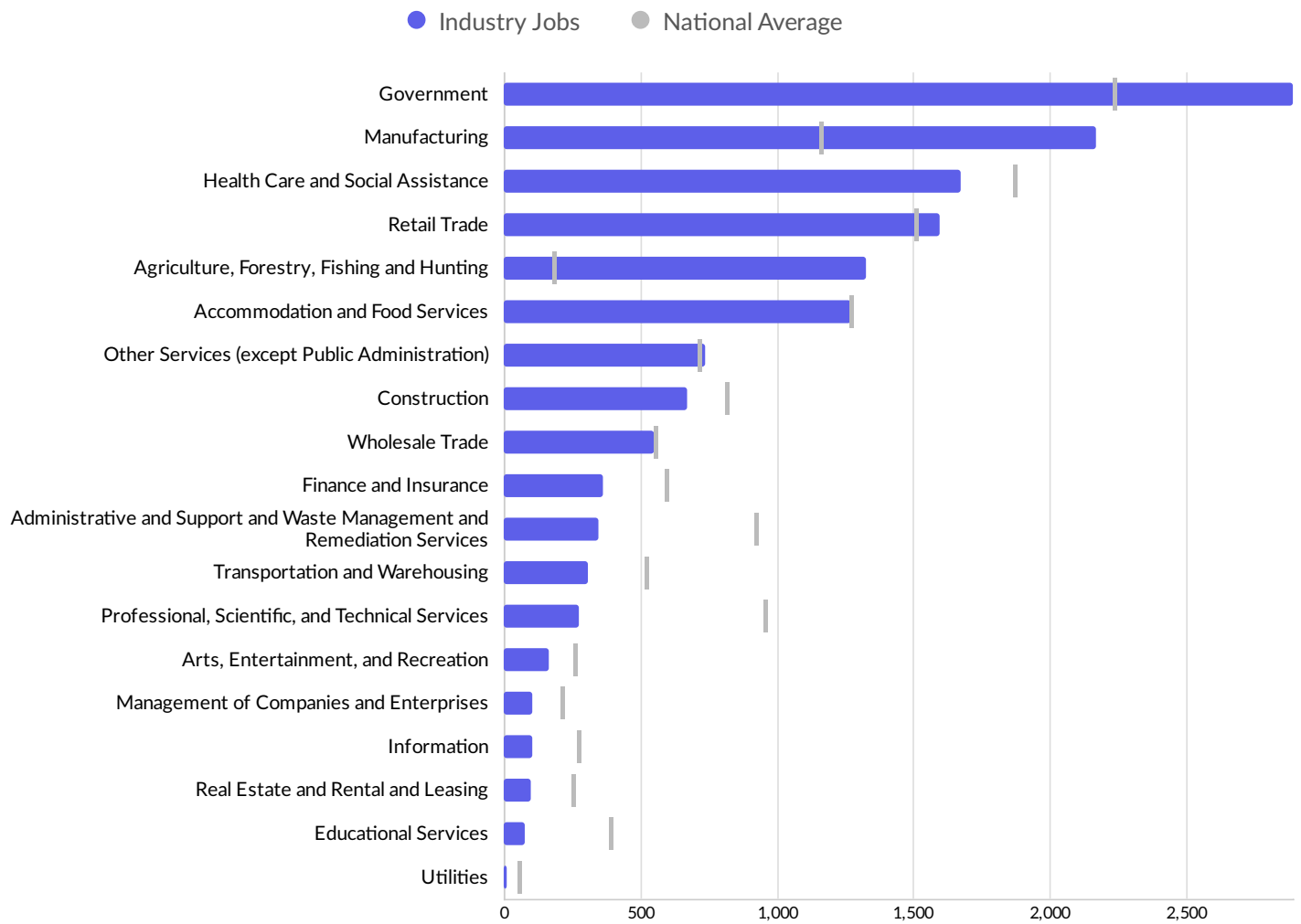
ZIP	Name	2018 Employment
54166	Shawano, WI (in Shaw...)	8,946
54499	Wittenberg, WI (in Sha...)	1,499
54107	Bonduel, WI (in Shawa...)	1,421
54414	Birnamwood, WI (in Sh...)	796
54486	Tigerton, WI (in Shawa...)	610

Where Talent Lives

ZIP	Name	2018 Workers
54166	Shawano, WI (in Shaw...)	9,816
54107	Bonduel, WI (in Shawa...)	2,219
54414	Birnamwood, WI (in Sh...)	1,762
54499	Wittenberg, WI (in Sha...)	1,752
54486	Tigerton, WI (in Shawa...)	1,424

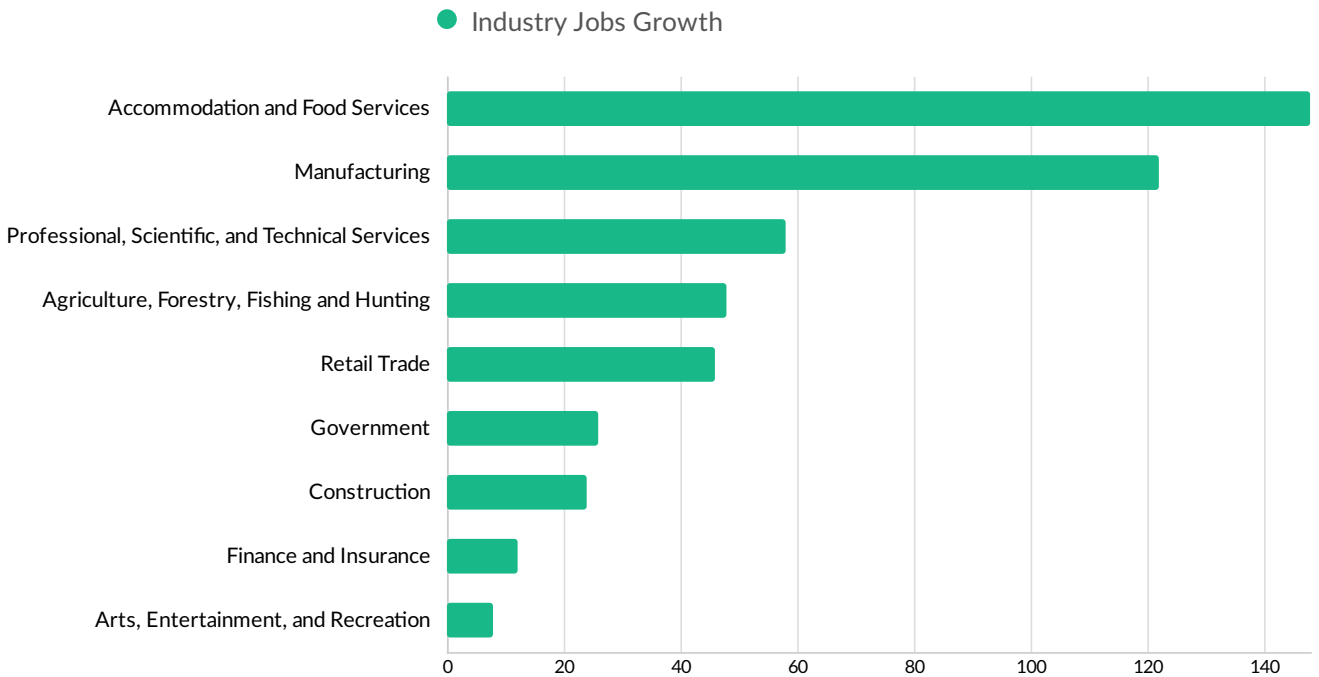
Industry Characteristics

Largest Industries



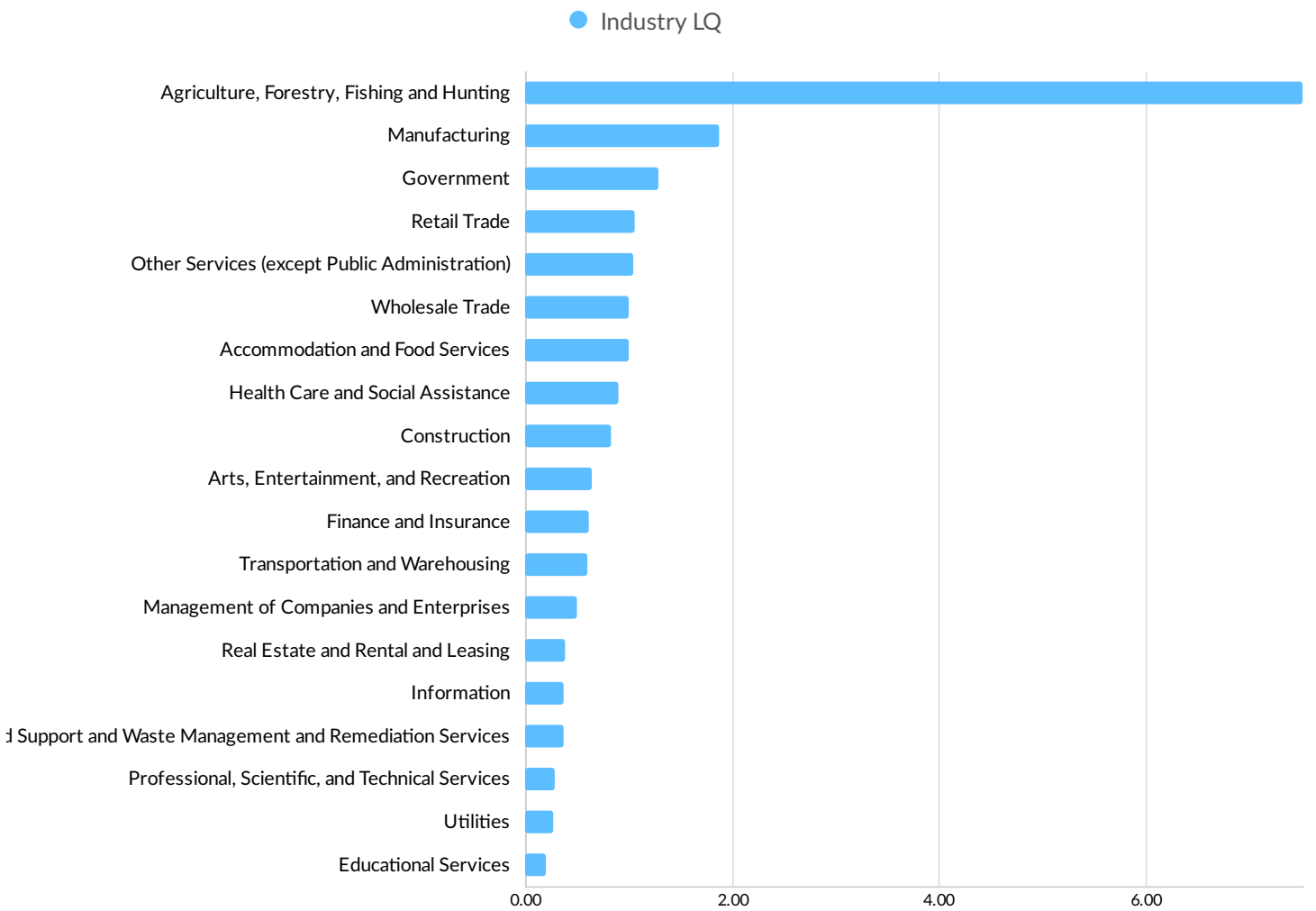
Industry Characteristics - Cont.

Top Growing Industries



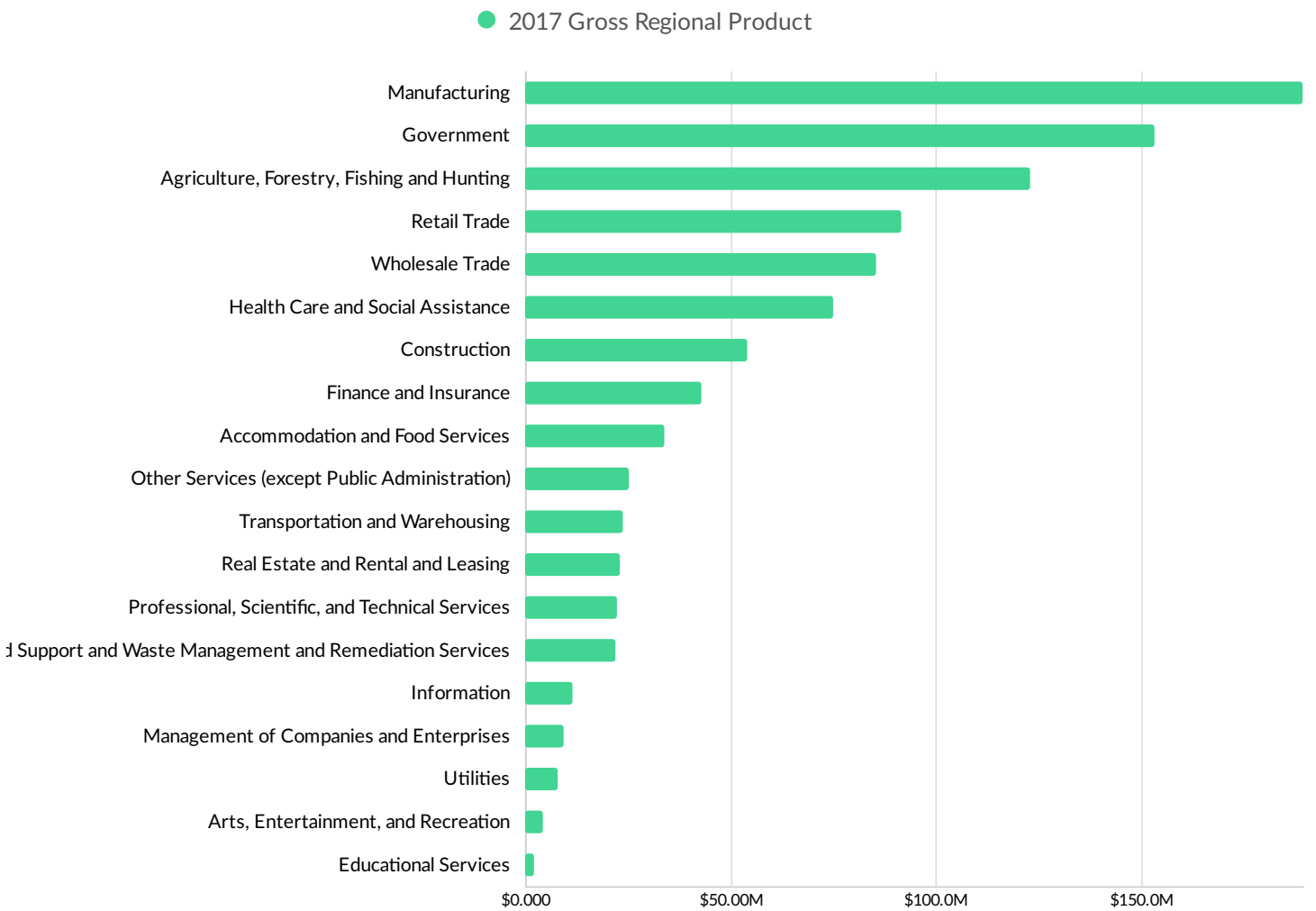
Industry Characteristics - Cont.

Top Industry LQ



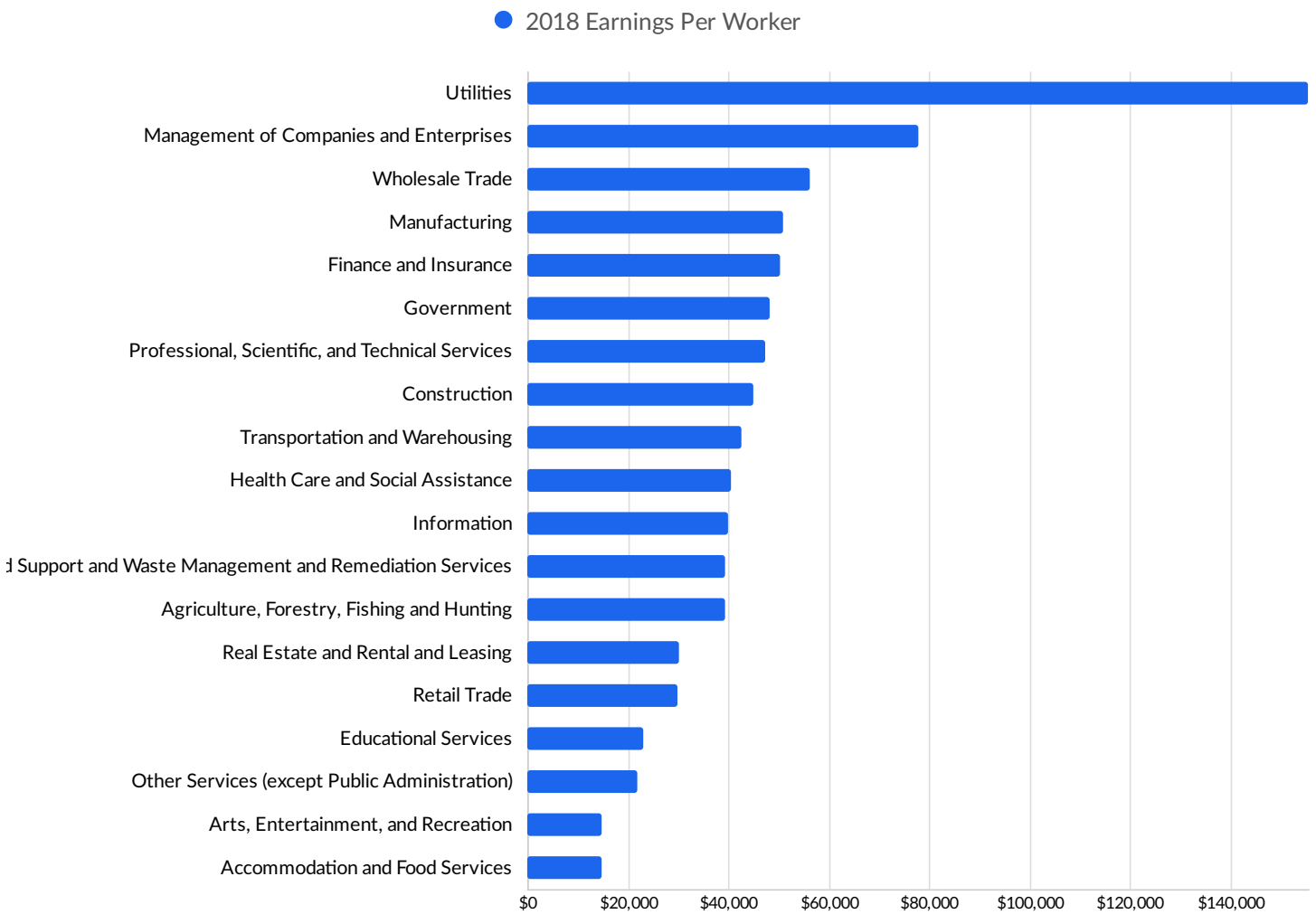
Industry Characteristics - Cont.

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
Government	2,864	2,890	26	+1%	1.30	\$48,142	\$153.05M
Manufacturing	2,048	2,170	122	+6%	1.87	\$50,969	\$189.24M
Health Care and Social Assistance	1,706	1,675	-31	-2%	0.90	\$40,493	\$74.98M
Retail Trade	1,551	1,597	46	+3%	1.06	\$30,006	\$91.47M
Agriculture, Forestry, Fishing and Hunting	1,280	1,328	48	+4%	7.53	\$39,433	\$123.08M
Accommodation and Food Services	1,124	1,272	148	+13%	1.00	\$14,696	\$34.01M
Other Services (except Public Administration)	822	738	-84	-10%	1.04	\$22,019	\$25.18M
Construction	645	669	24	+4%	0.83	\$44,866	\$54.01M
Wholesale Trade	561	553	-8	-1%	1.01	\$56,157	\$85.57M
Finance and Insurance	351	363	12	+3%	0.61	\$50,333	\$42.81M
Administrative and Support and Waste Management and Remediation Services	365	348	-17	-5%	0.38	\$39,445	\$21.88M
Transportation and Warehousing	360	311	-49	-14%	0.60	\$42,790	\$23.75M
Professional, Scientific, and Technical Services	215	273	58	+27%	0.29	\$47,390	\$22.37M
Arts, Entertainment, and Recreation	155	163	8	+5%	0.64	\$14,822	\$4.18M
Management of Companies and Enterprises	143	106	-37	-26%	0.51	\$78,010	\$9.54M
Information	165	103	-62	-38%	0.38	\$40,119	\$11.50M
Real Estate and Rental and Leasing	103	97	-6	-6%	0.39	\$30,350	\$23.23M
Educational Services	113	75	-38	-34%	0.20	\$22,975	\$2.08M
Utilities	17	14	-3	-18%	0.27	\$155,468	\$8.08M

Business Characteristics

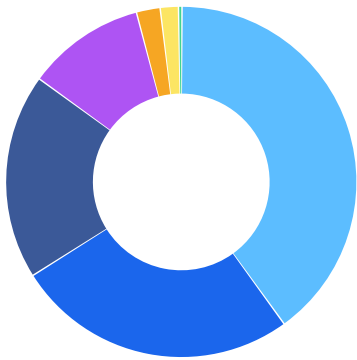
2,104 Companies Employ Your Workers

Online profiles for your workers mention 2,104 companies as employers, with the top 10 appearing below. In the last 12 months, 506 companies in Shawano County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Thedacare, Inc.	48 	Roehl Transport, Inc.	167 
Cooperative Resources Internat...	46 	Tutree, Inc.	155 
Menominee Indian Tribe of Wis...	30 	C.R. England, Inc.	133 
Wal-Mart Stores, Inc.	30 	Barr-Nunn Transportation, Inc.	96 
Stockbridge-Munsee Communi...	26 	Platinum Supplemental Insuran...	95 
Aarrowcast, Inc.	25 	Lhc Group, Inc.	83 
College of Menominee Nations	25 	Schneider National, Inc.	76 
Ho-Chunk Nation	25 	Novolex	50 
County of Shawano	23 	Roadrunner Transportation Sys...	46 
Northeast Wisconsin Technical...	23 	U. S. Xpress, Inc.	46 

Business Characteristics - Cont.

Business Size

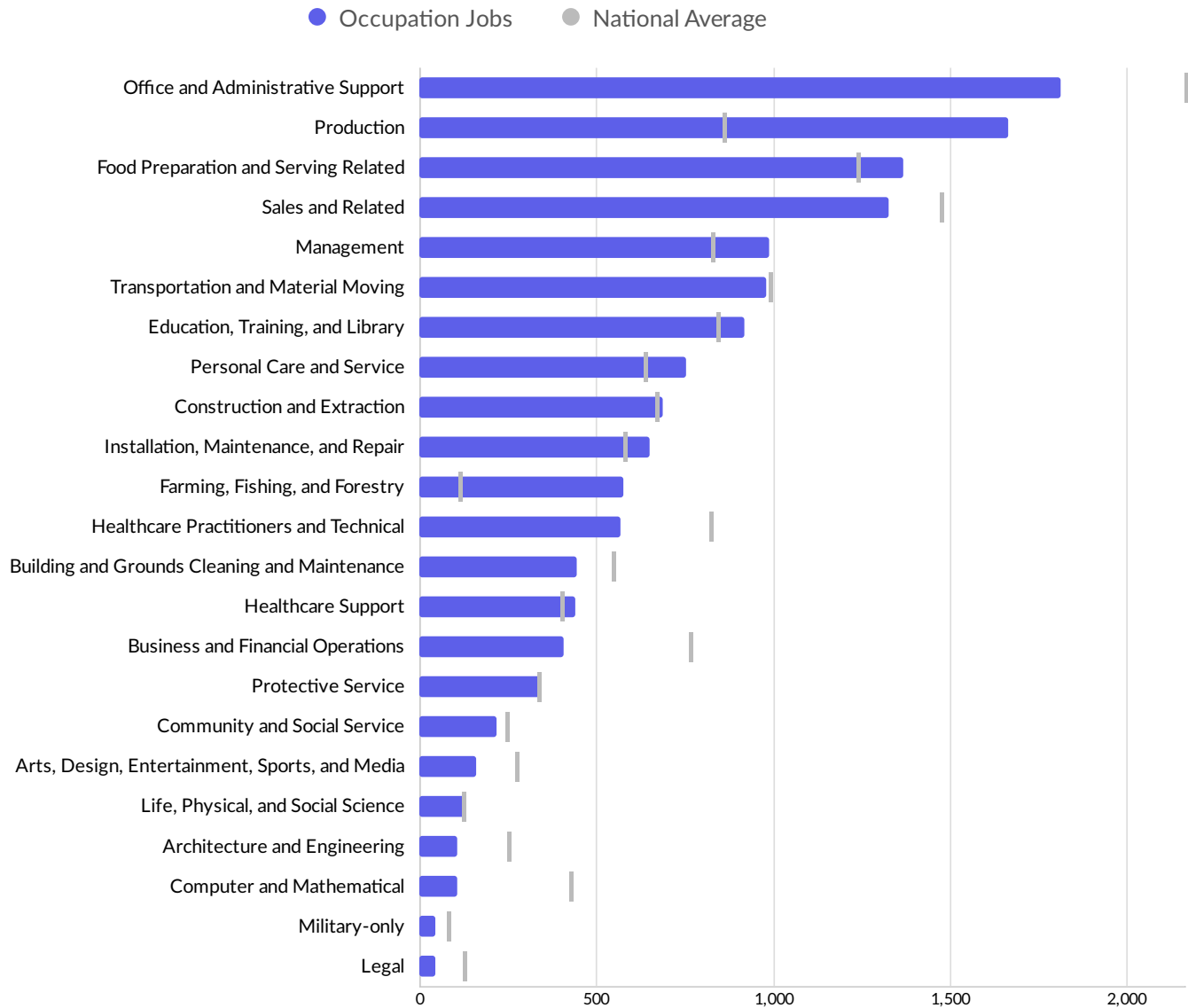


	Percentage	Business Count
● 1 to 4 employees	39.9%	620
● 5 to 9 employees	26.0%	404
● 10 to 19 employees	18.9%	294
● 20 to 49 employees	10.9%	169
● 50 to 99 employees	2.2%	34
● 100 to 249 employees	1.7%	26
● 250 to 499 employees	0.3%	5

**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.*

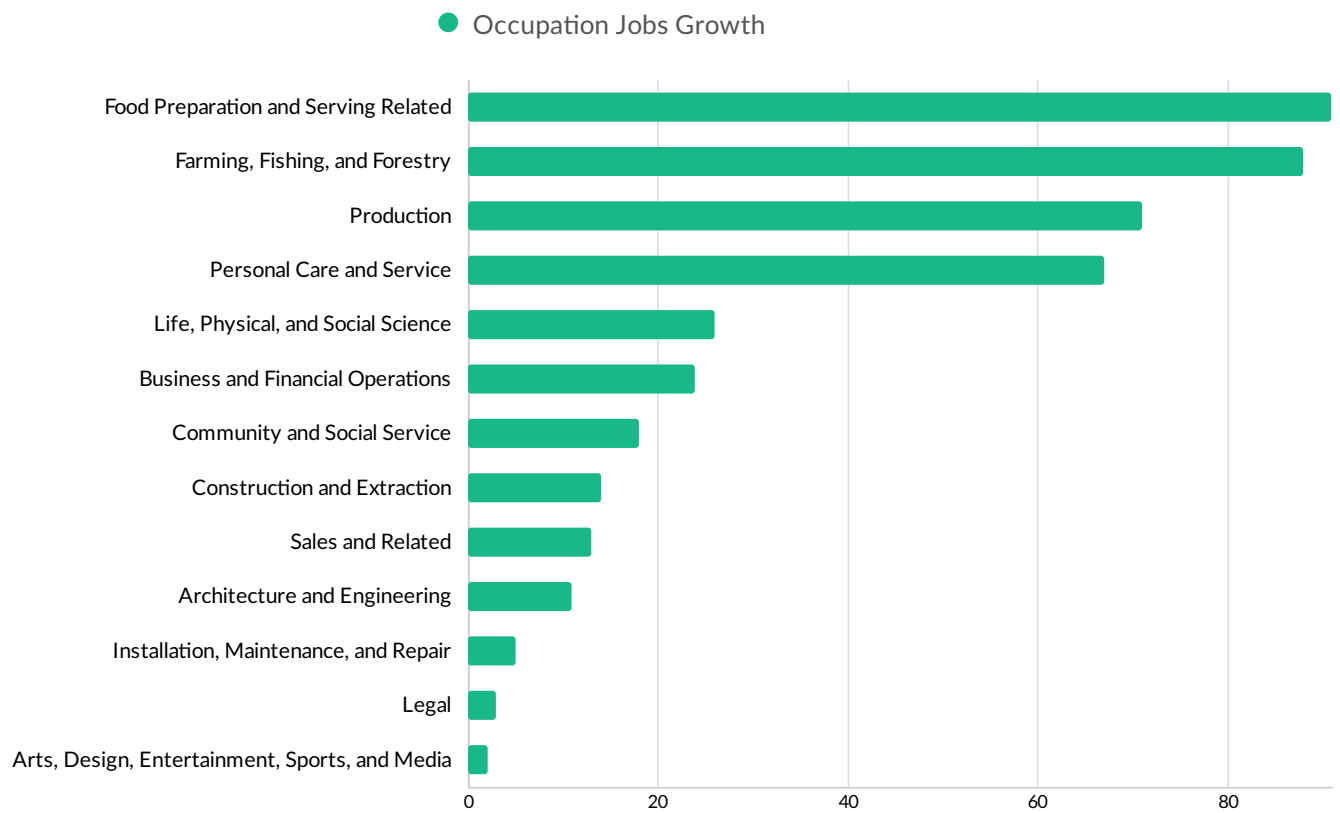
Workforce Characteristics

Largest Occupations



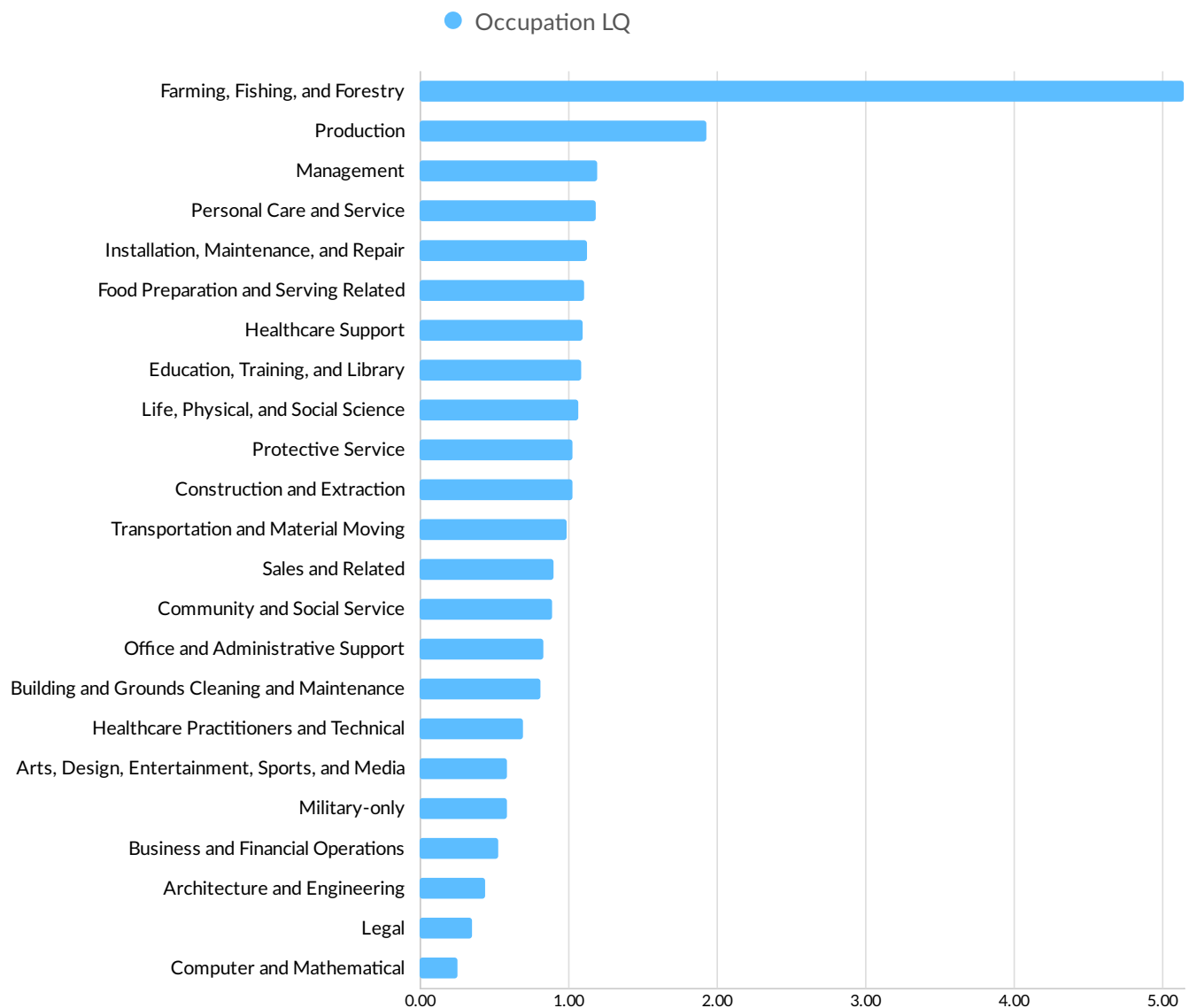
Workforce Characteristics - Cont.

Top Growing Occupations



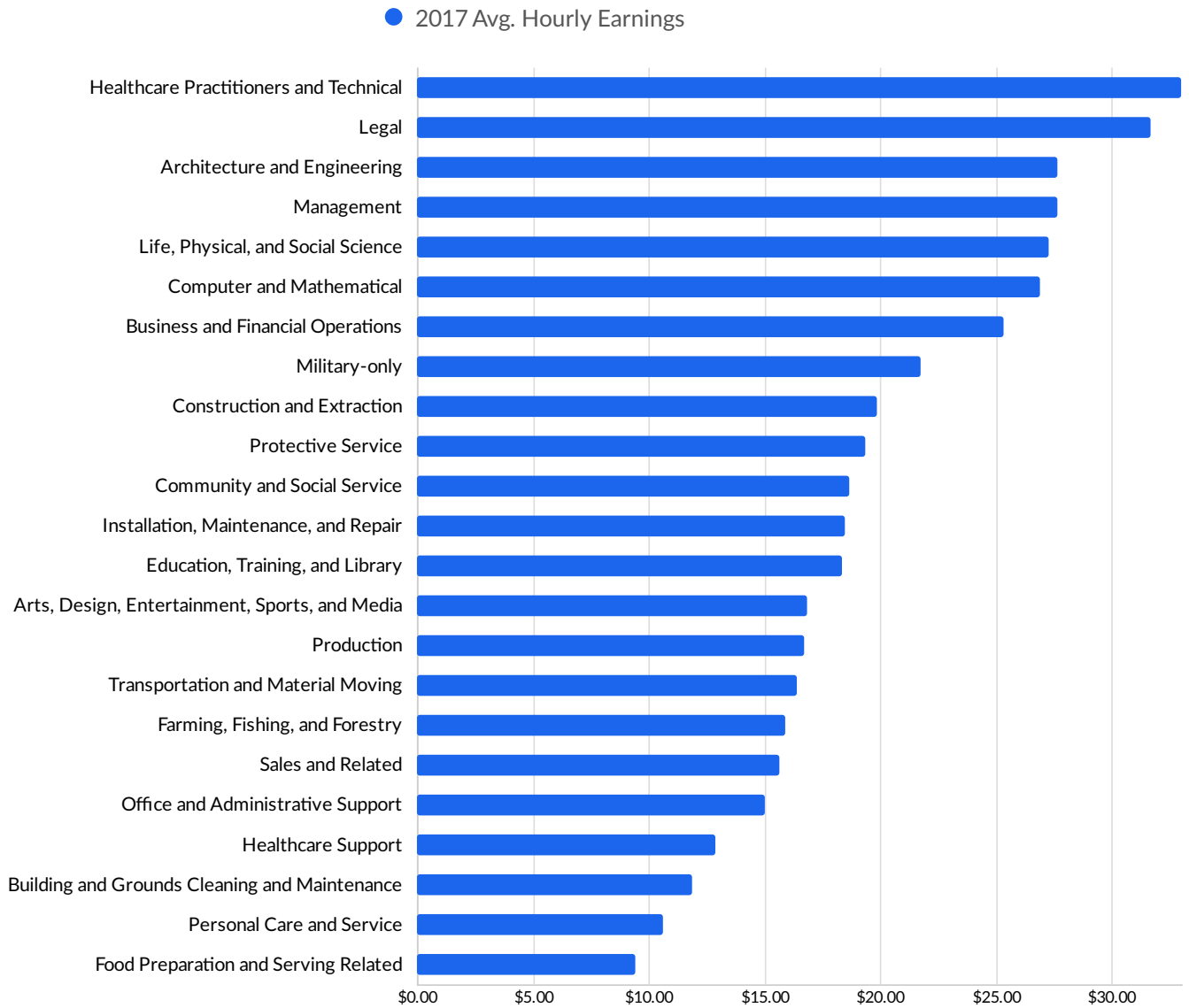
Workforce Characteristics - Cont.

Top Occupation LQ



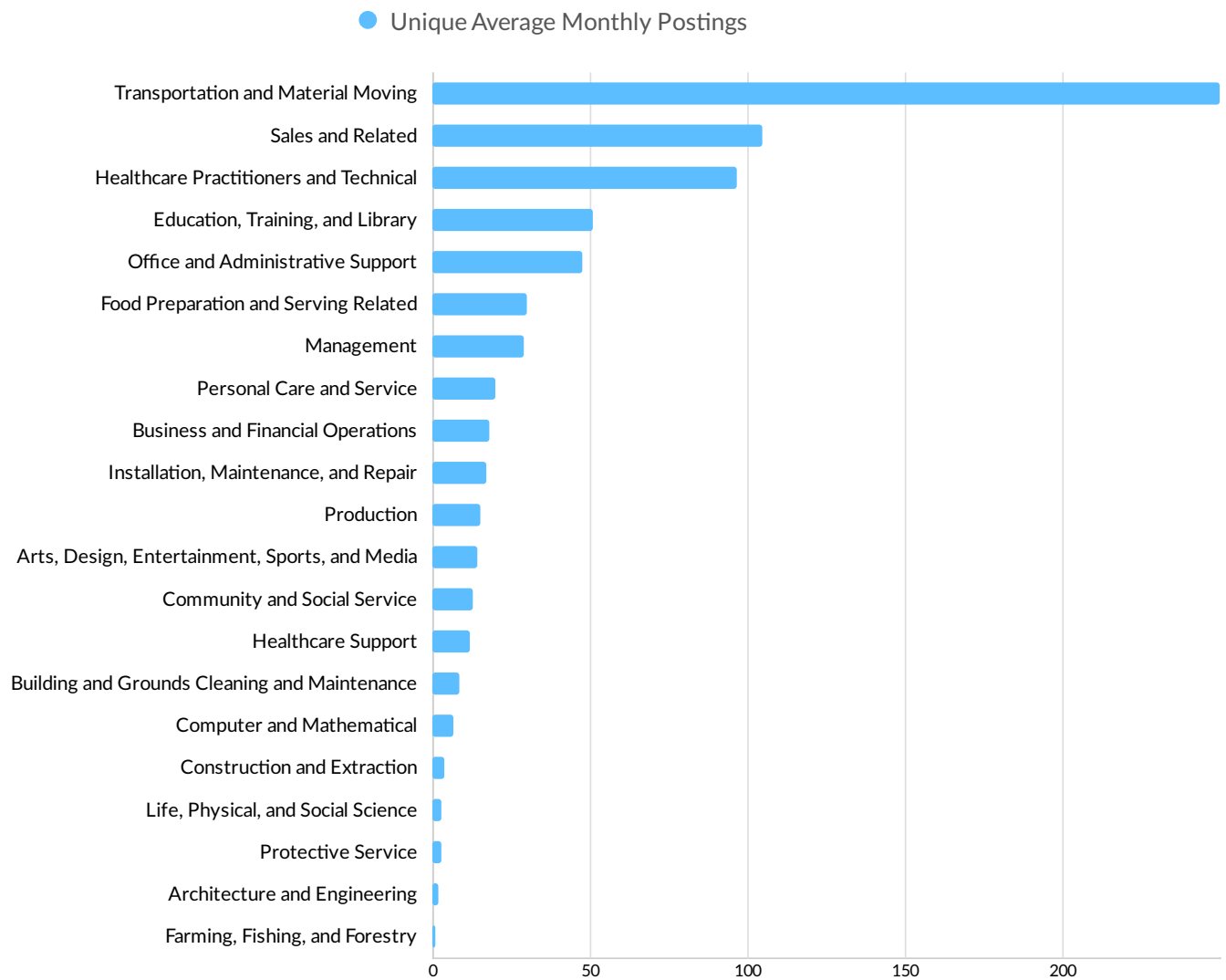
Workforce Characteristics - Cont.

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
Office and Administrative Support	1,830	1,815	-15	-1%	0.84	\$15.05	47
Production	1,592	1,663	71	+4%	1.94	\$16.72	15
Food Preparation and Serving Related	1,279	1,370	91	+7%	1.11	\$9.43	30
Sales and Related	1,316	1,329	13	+1%	0.90	\$15.67	105
Management	1,042	987	-55	-5%	1.20	\$27.64	29
Transportation and Material Moving	1,000	981	-19	-2%	0.99	\$16.40	250
Education, Training, and Library	925	918	-7	-1%	1.09	\$18.37	51
Personal Care and Service	686	753	67	+10%	1.19	\$10.63	20
Construction and Extraction	673	687	14	+2%	1.03	\$19.89	4
Installation, Maintenance, and Repair	646	651	5	+1%	1.13	\$18.51	17
Farming, Fishing, and Forestry	491	579	88	+18%	5.15	\$15.87	1
Healthcare Practitioners and Technical	626	568	-58	-9%	0.69	\$33.00	97
Building and Grounds Cleaning and Maintenance	511	443	-68	-13%	0.81	\$11.87	9
Healthcare Support	487	441	-46	-9%	1.10	\$12.88	12
Business and Financial Operations	383	407	24	+6%	0.53	\$25.35	18
Protective Service	348	344	-4	-1%	1.03	\$19.37	3
Community and Social Service	199	217	18	+9%	0.89	\$18.67	13

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
Arts, Design, Entertainment, Sports, and Media	158	160	2	+1%	0.59	\$16.83	14
Life, Physical, and Social Science	101	127	26	+26%	1.07	\$27.31	3
Architecture and Engineering	98	109	11	+11%	0.44	\$27.67	2
Computer and Mathematical	109	106	-3	-3%	0.25	\$26.90	7
Military-only	47	45	-2	-4%	0.58	\$21.74	0
Legal	41	44	3	+7%	0.36	\$31.70	1

Educational Pipeline

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