



Shawano County, WI

ECWRPC



East Central Wisconsin
Regional Planning Commission

ECWRPC

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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

41,041

Population (2023)

Population **grew by 316** over the last 5 years and is projected to **grow by 444** over the next 5 years.

14,389

Total Regional Employment

Jobs **decreased by 529** over the last 5 years but are projected to **grow by 193** over the next 5 years.

\$59.8K

Median Household Income (2021)

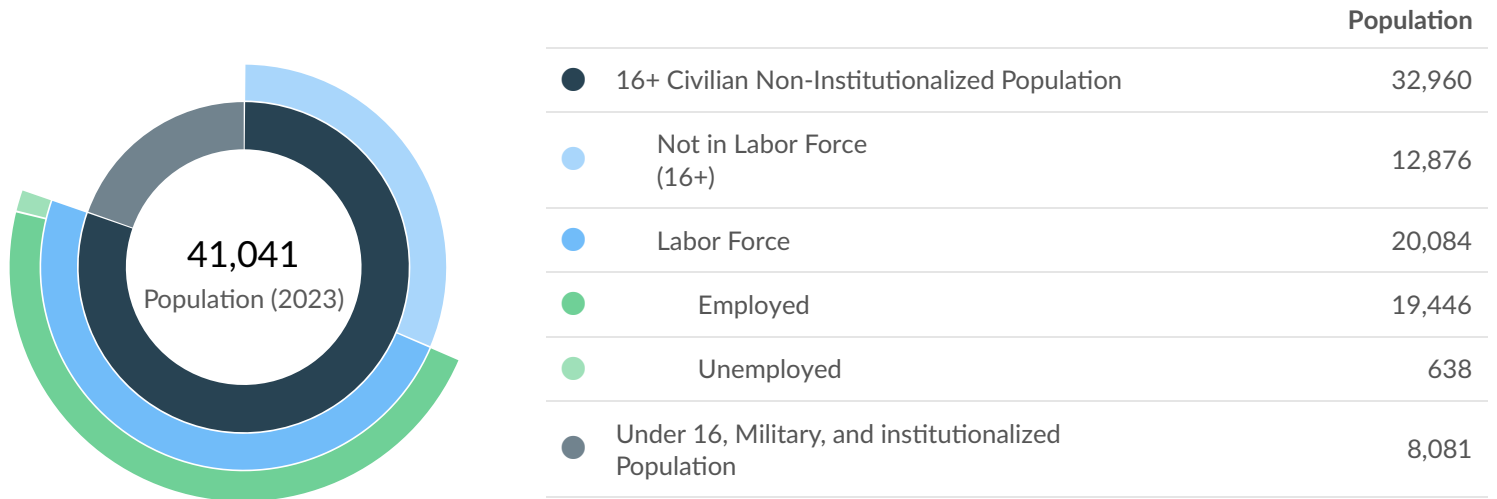
Median household income is **\$9.3K below** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **increased by 0.8%** since 2018, growing by 316. Population is expected to **increase by 1.1%** between 2023 and 2028, adding 444.
- From 2018 to 2023, jobs **declined by 3.5%** in Shawano County, WI from 14,918 to **14,389**. This change **fell short of the national growth rate of 3.6% by 7.1%**. As the number of jobs declined, the **labor force participation rate decreased from 65.7% to 60.9% between 2018 and 2023**.
- Concerning educational attainment, **11.8% of Shawano County, WI residents possess a Bachelor's Degree** (9.3% below the national average), and **14.6% hold an Associate's Degree** (5.6% above the national average).
- The top three industries in 2023 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

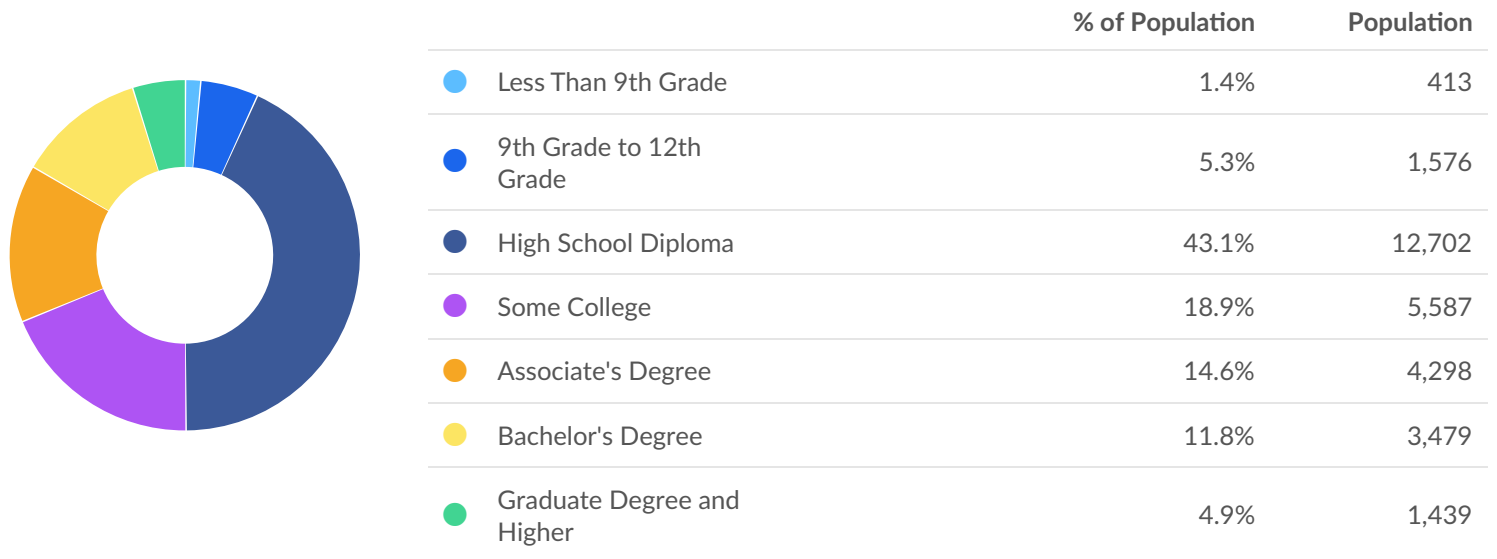
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	41,041	20,084	14,389	98.2	\$1.44B	\$2.88B	\$1.85B
State	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

Sep 2023 Labor Force Breakdown



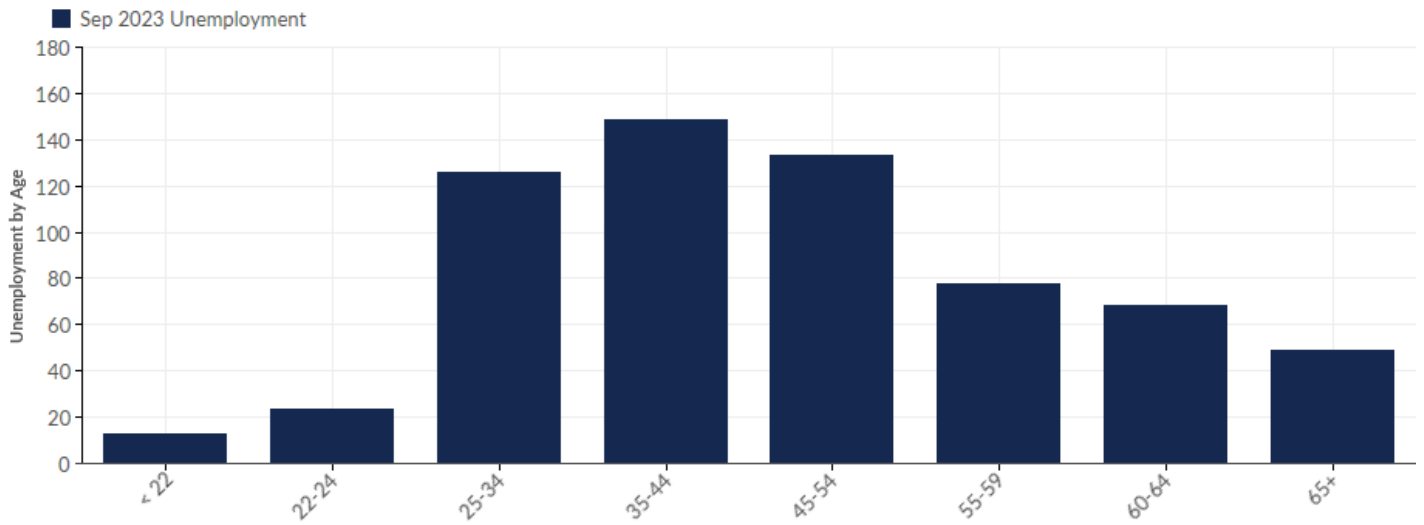
Educational Attainment

Concerning educational attainment, **11.8% of Shawano County, WI residents possess a Bachelor's Degree** (9.3% below the national average), and **14.6% hold an Associate's Degree** (5.6% above the national average).



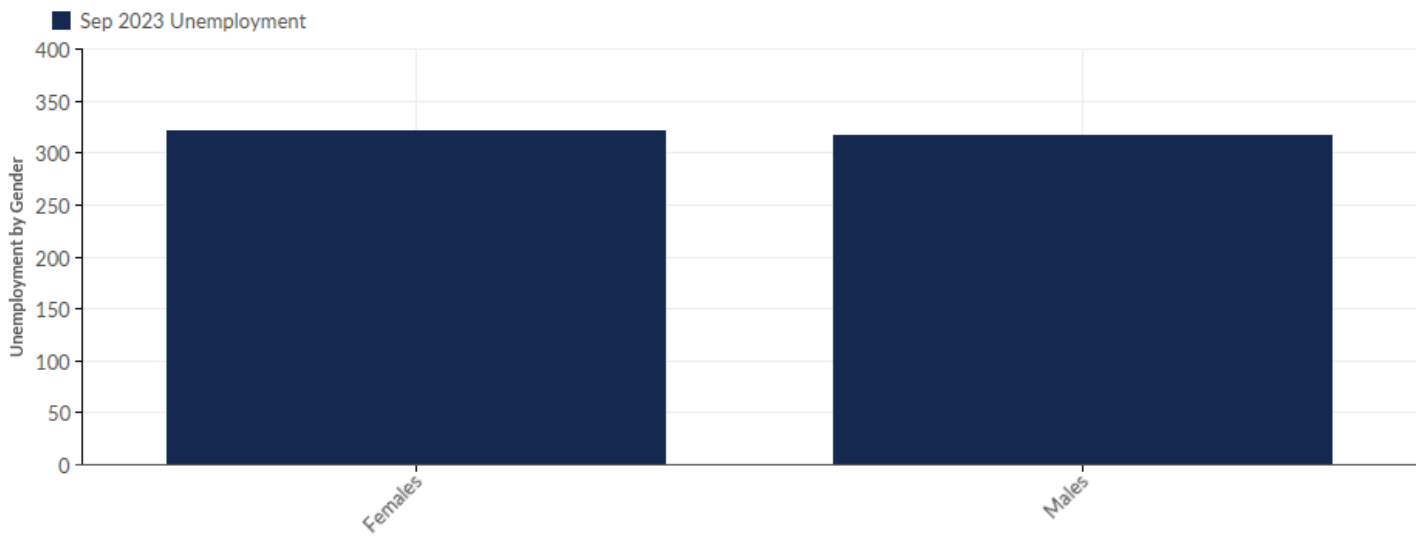
Unemployment by Demographics

Unemployment by Age



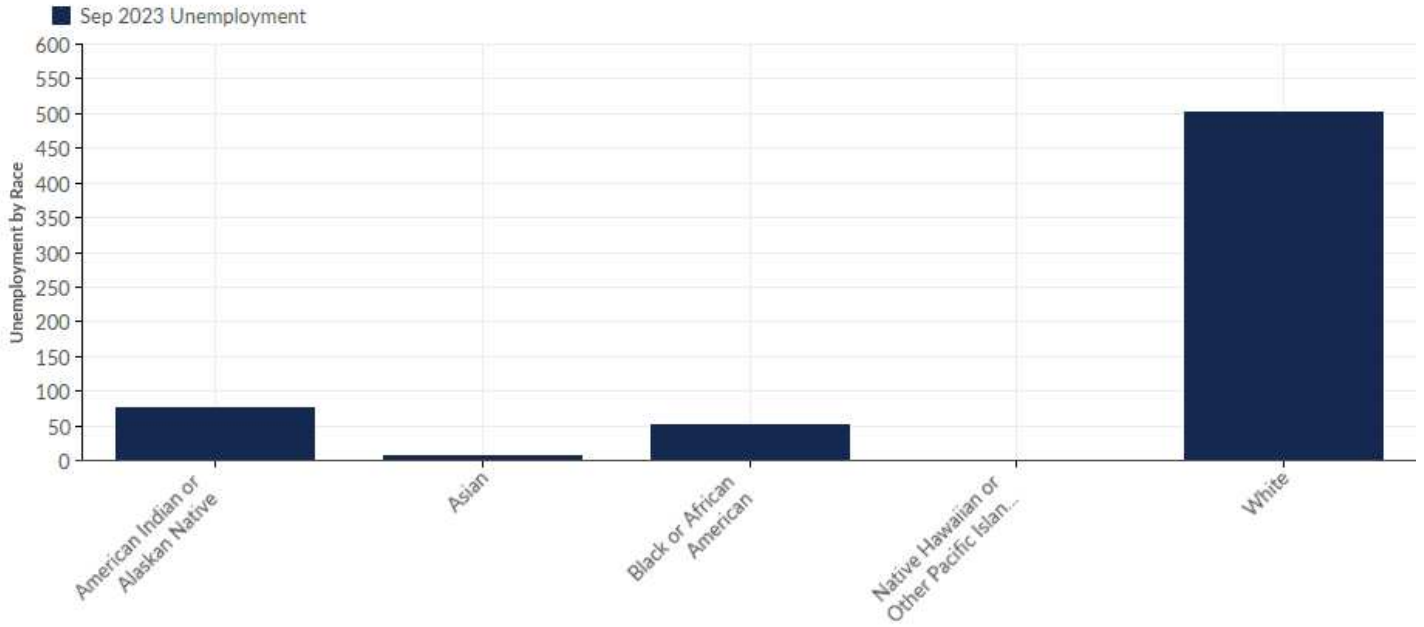
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	13	2.04%
22-24	23	3.61%
25-34	125	19.59%
35-44	149	23.35%
45-54	133	20.85%
55-59	78	12.23%
60-64	68	10.66%
65+	49	7.68%
Total	638	100.00%

Unemployment by Gender



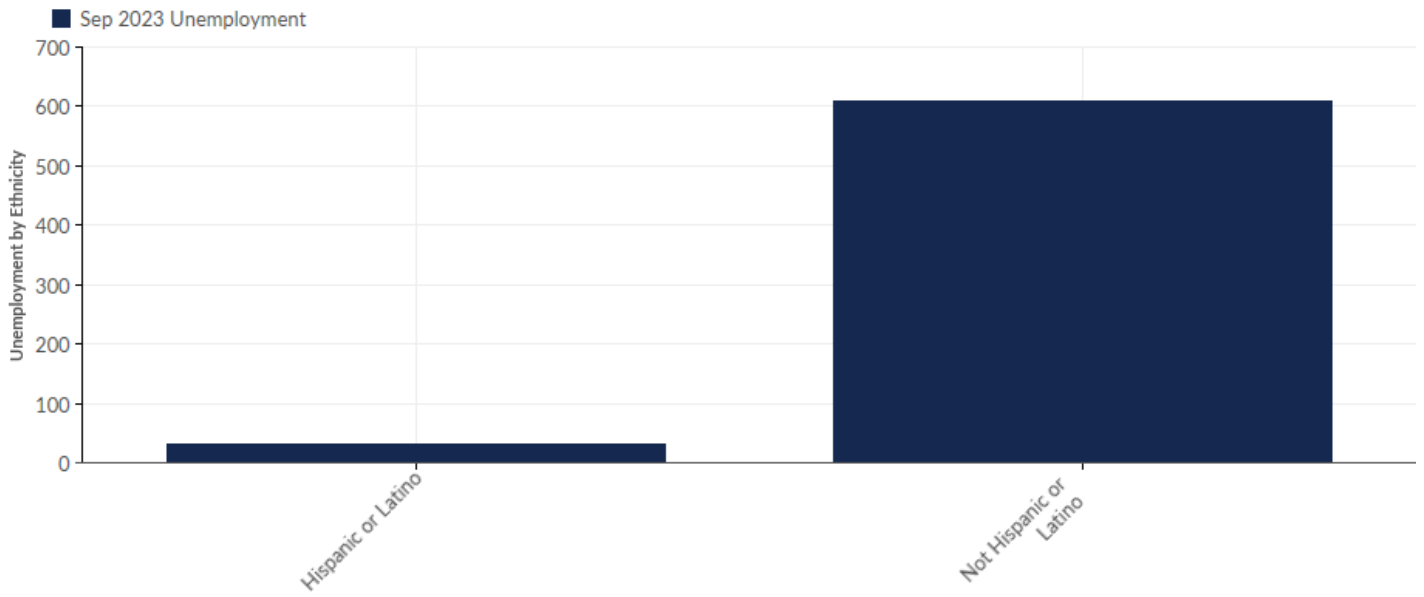
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	321	50.31%
Males	317	49.69%
Total	638	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	77	12.07%
Asian	6	0.94%
Black or African American	52	8.15%
Native Hawaiian or Other Pacific Islander	1	0.16%
White	502	78.68%
Total	638	100.00%

Unemployment by Ethnicity

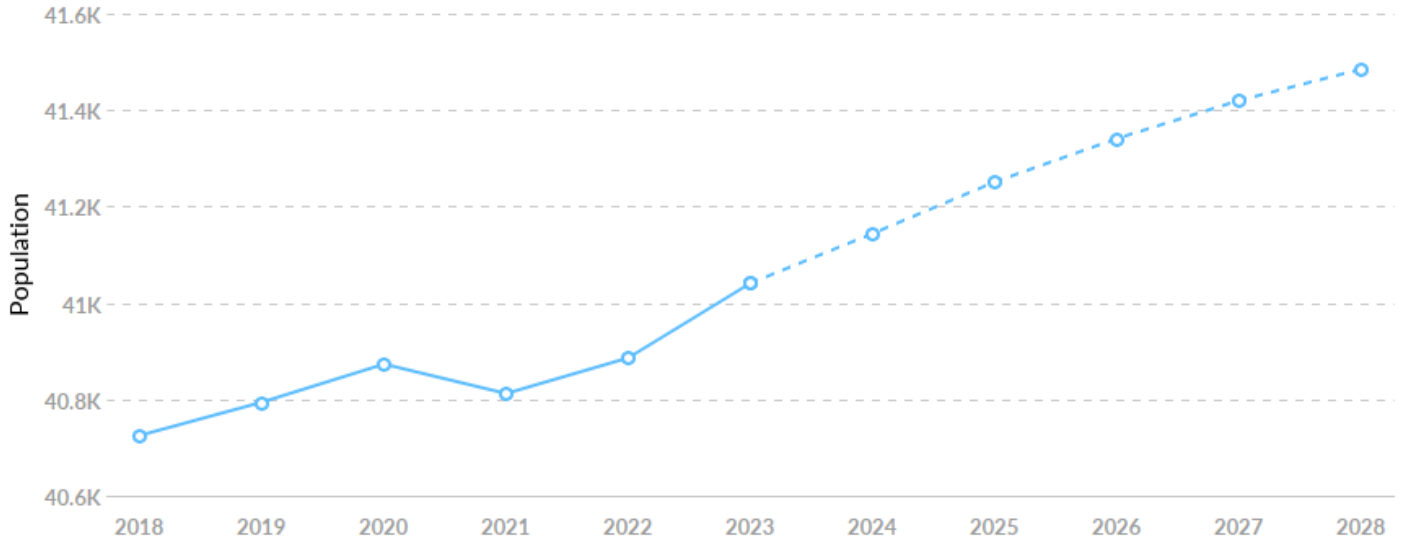


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	30	4.70%
Not Hispanic or Latino	608	95.30%
Total	638	100.00%

Historic & Projected Trends

Population Trends

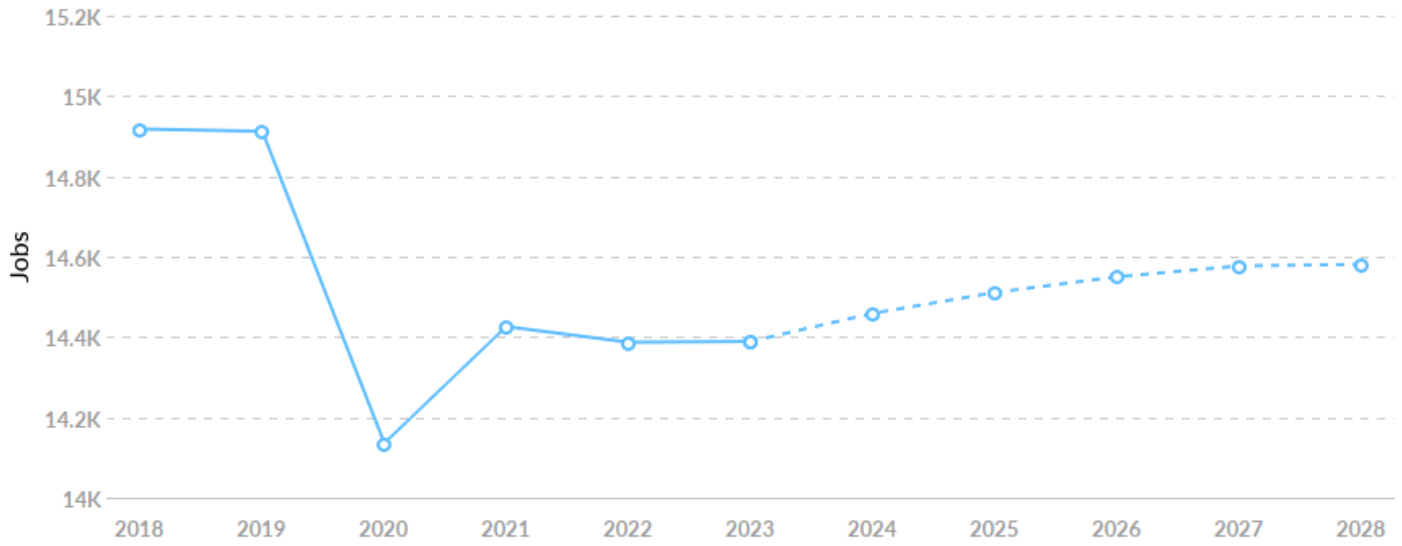
As of 2023 the region's population increased by 0.8% since 2018, growing by 316. Population is expected to increase by 1.1% between 2023 and 2028, adding 444.



Timeframe	Population
2018	40,725
2019	40,794
2020	40,873
2021	40,812
2022	40,886
2023	41,041
2024	41,144
2025	41,251
2026	41,341
2027	41,420
2028	41,485

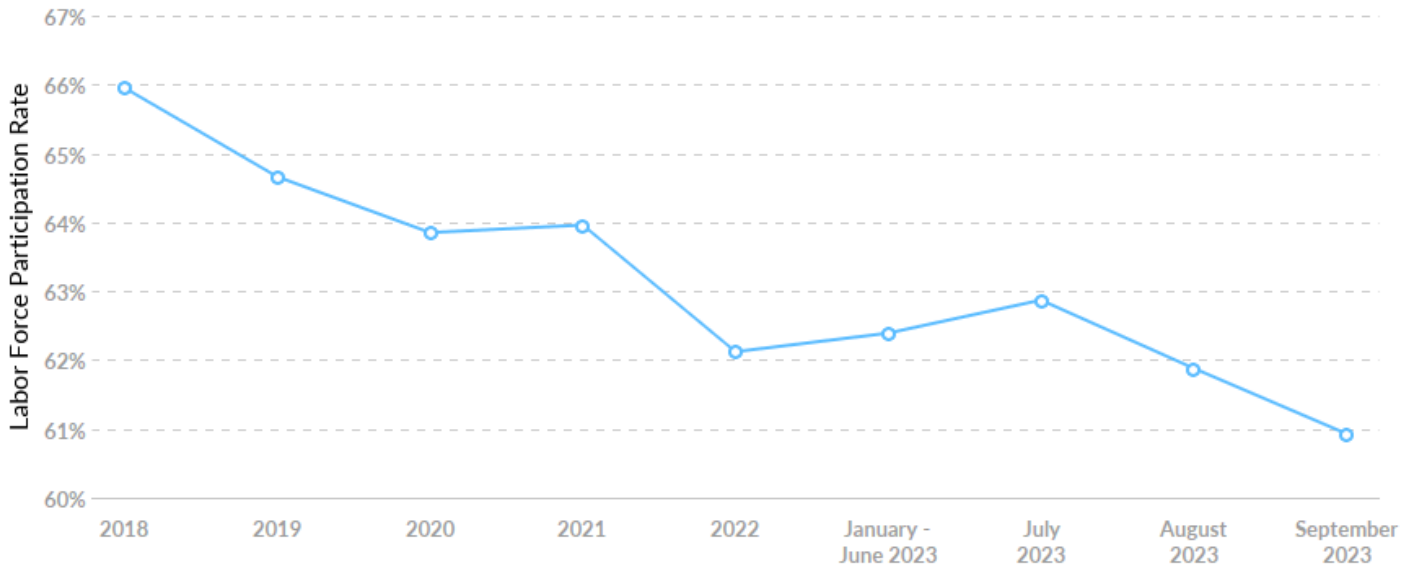
Job Trends

From 2018 to 2023, jobs declined by 3.5% in Shawano County, WI from 14,918 to 14,389. This change fell short of the national growth rate of 3.6% by 7.1%.



Timeframe	Jobs
2018	14,918
2019	14,912
2020	14,135
2021	14,426
2022	14,387
2023	14,389
2024	14,459
2025	14,511
2026	14,550
2027	14,577
2028	14,581

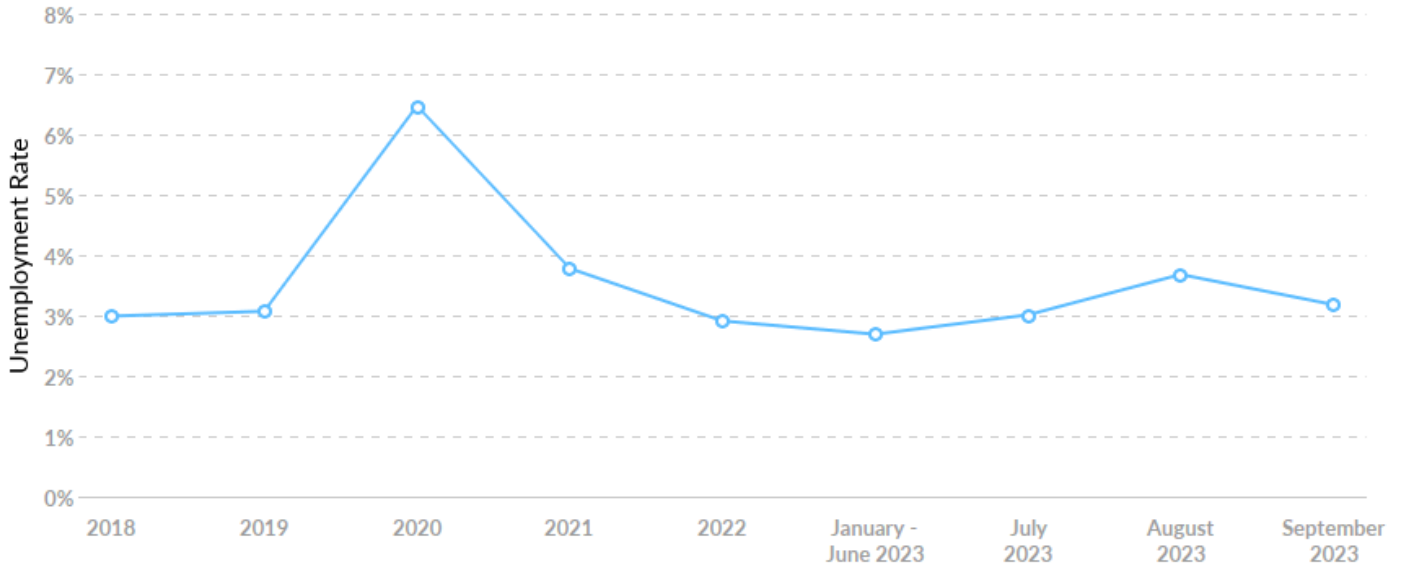
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	65.95%
2019	64.66%
2020	63.85%
2021	63.96%
2022	62.12%
January - June 2023	62.39%
July 2023	62.87%
August 2023	61.88%
September 2023	60.93%

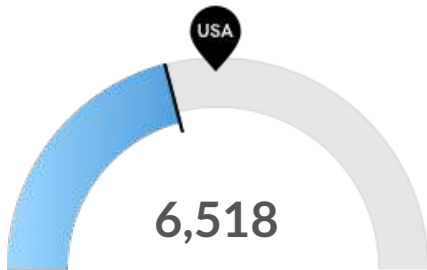
Unemployment Rate Trends

Shawano County, WI had a September 2023 unemployment rate of 3.18%, **increasing from 2.99%** 5 years before.



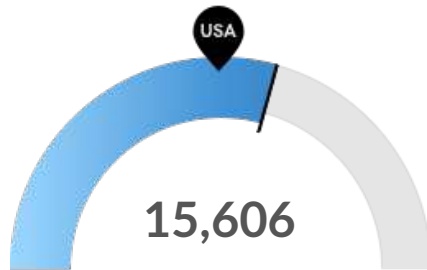
Timeframe	Unemployment Rate
2018	2.99%
2019	3.07%
2020	6.47%
2021	3.78%
2022	2.91%
January - June 2023	2.69%
July 2023	3.01%
August 2023	3.68%
September 2023	3.18%

Population Characteristics



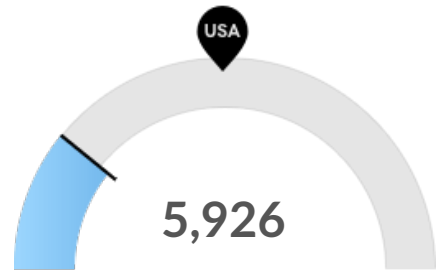
Millennials

Shawano County, WI has 6,518 millennials (ages 25-39). The national average for an area this size is 8,314.



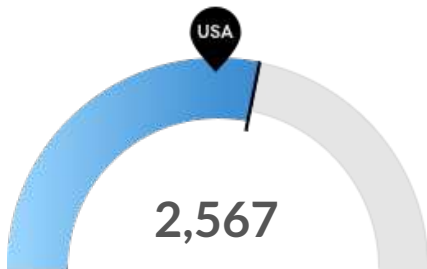
Retiring Soon

Retirement risk is high in Shawano County, WI. The national average for an area this size is 12,253 people 55 or older, while there are 15,606 here.



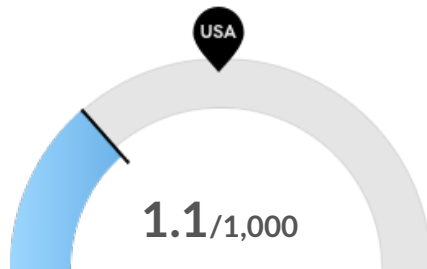
Racial Diversity

Racial diversity is low in Shawano County, WI. The national average for an area this size is 16,814 racially diverse people, while there are 5,926 here.



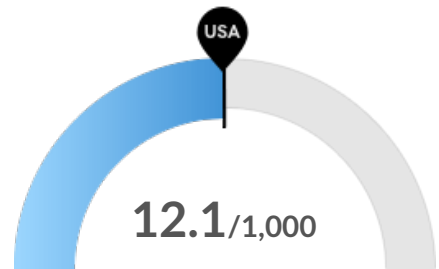
Veterans

Shawano County, WI has 2,567 veterans. The national average for an area this size is 2,143.



Violent Crime

Shawano County, WI has 1.1 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

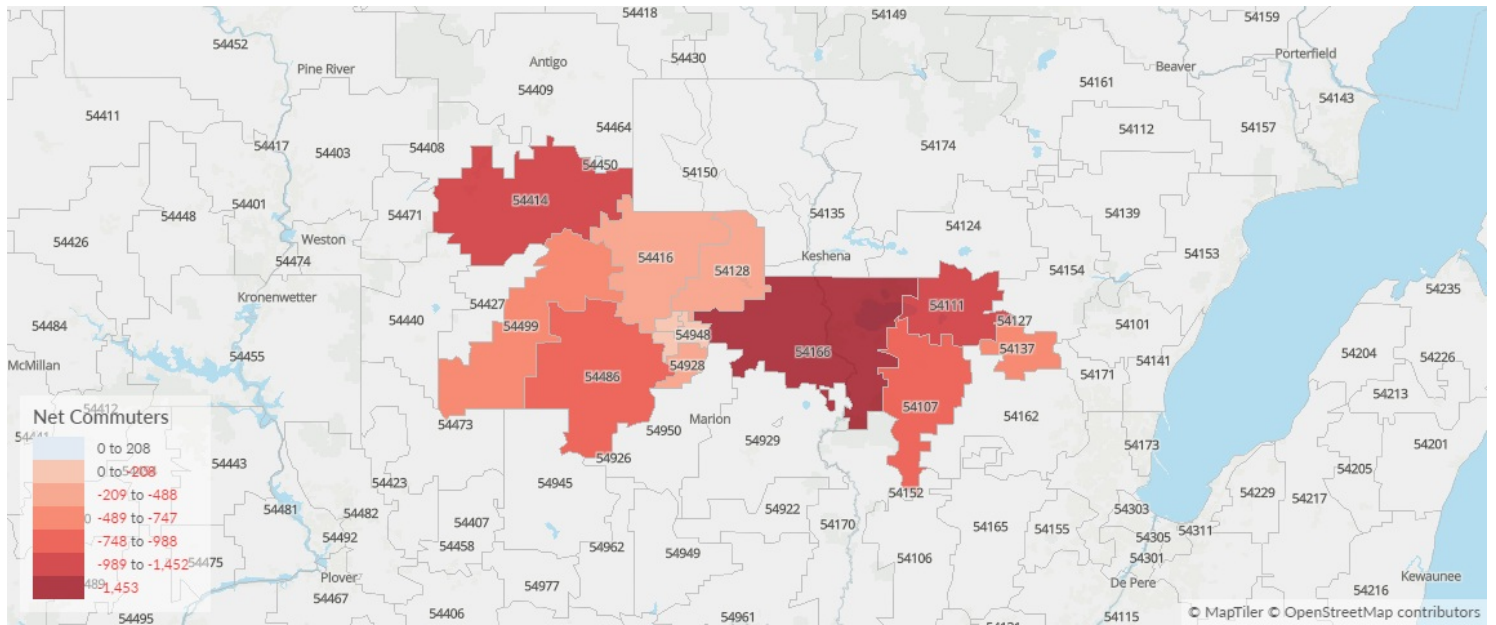


Property Crime

Shawano County, WI has 12.1 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 Shawano County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2023 Employment
54166	Shawano, WI (in Shawa...	8,468
54107	Bonduel, WI (in Shawan...	1,337
54499	Wittenberg, WI (in Shaw...	1,181
54414	Birnamwood, WI (in Sha...	859
54128	Gresham, WI (in Shawa...	619

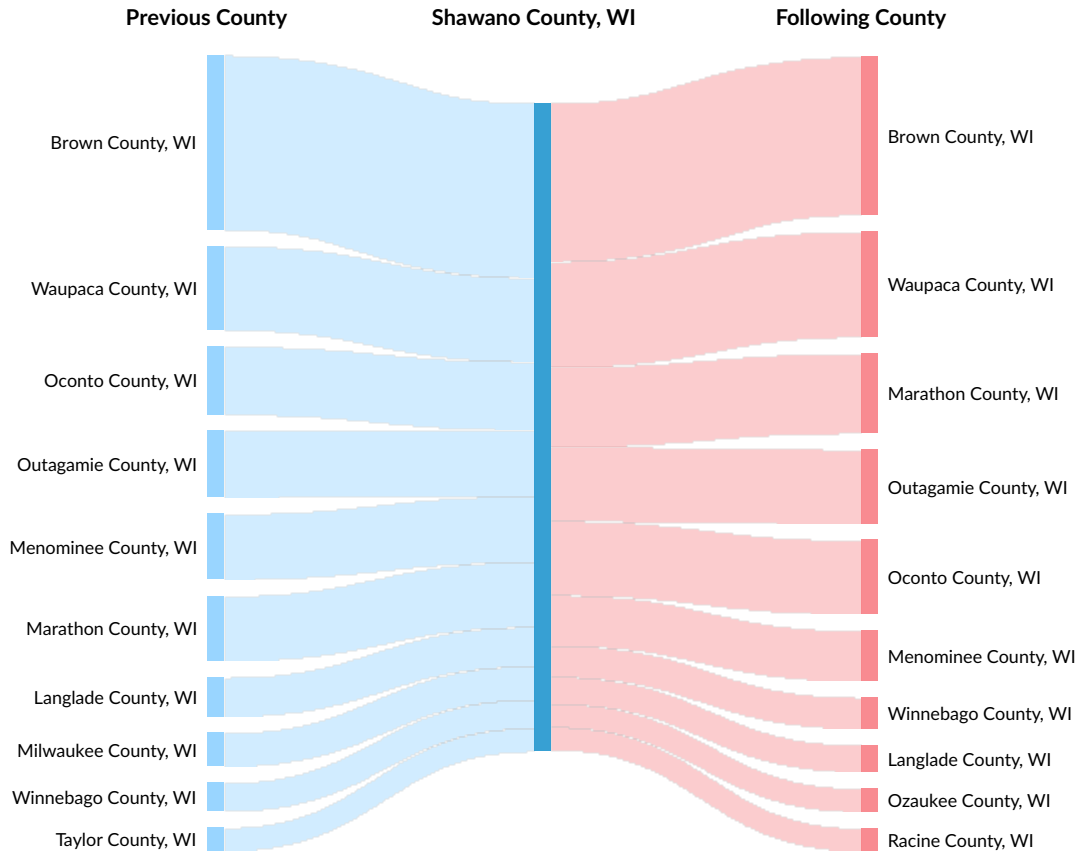
Where Talent Lives

ZIP	Name	2023 Workers
54166	Shawano, WI (in Shawa...	9,921
54107	Bonduel, WI (in Shawan...	2,196
54414	Birnamwood, WI (in Sha...	1,874
54499	Wittenberg, WI (in Shaw...	1,683
54111	Cecil, WI (in Shawano c...	1,305

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 2021, 282 people have migrated from Brown County, WI to Shawano County, WI. In the same year, 256 people left Shawano County, WI migrating to Brown County, WI. The total Net Migration for Shawano County, WI in 2021 was 196.

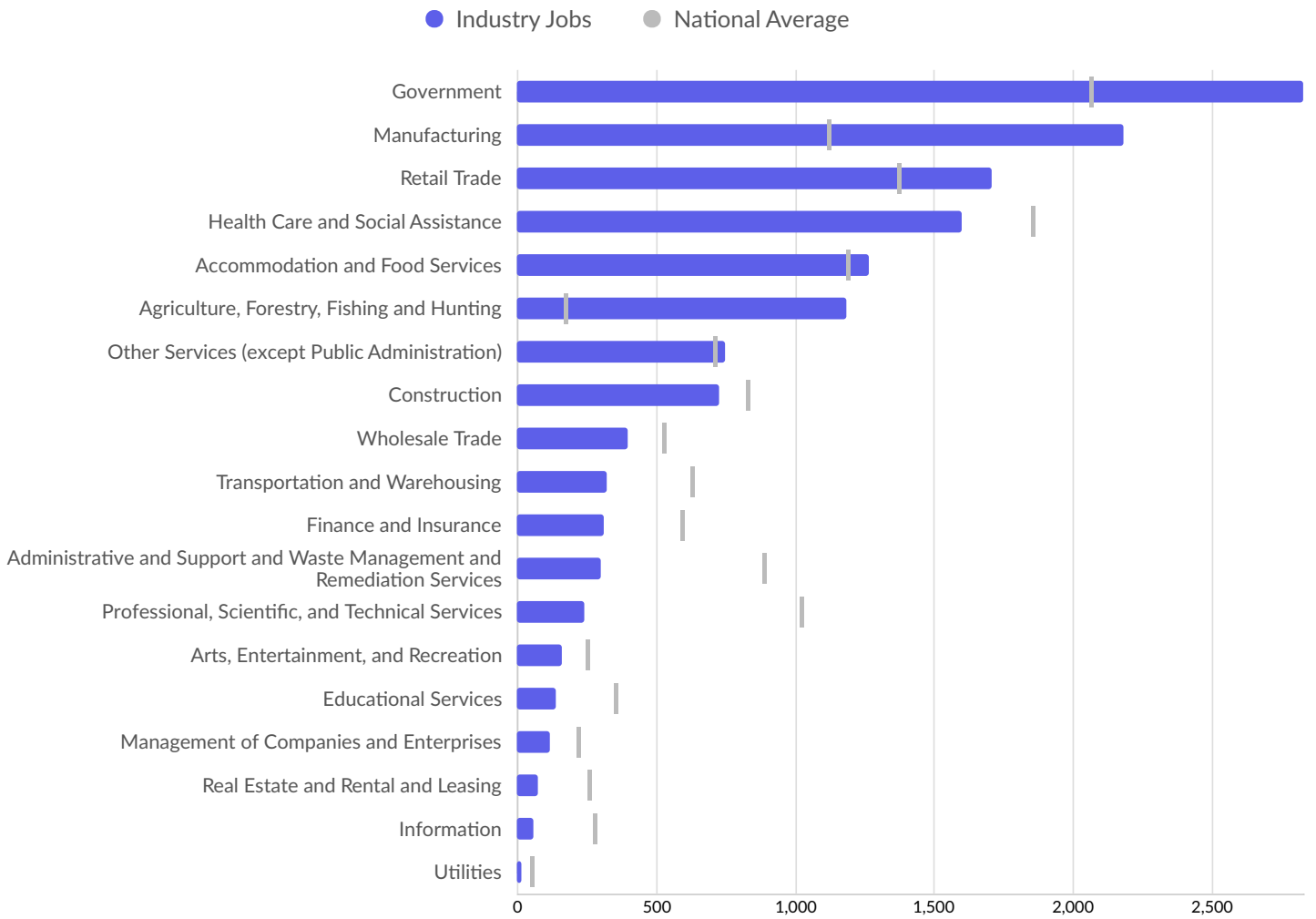


Top Previous Counties	Migrations
Brown County, WI	282
Waupaca County, WI	136
Oconto County, WI	110
Outagamie County, WI	107
Menominee County, WI	106
Marathon County, WI	105

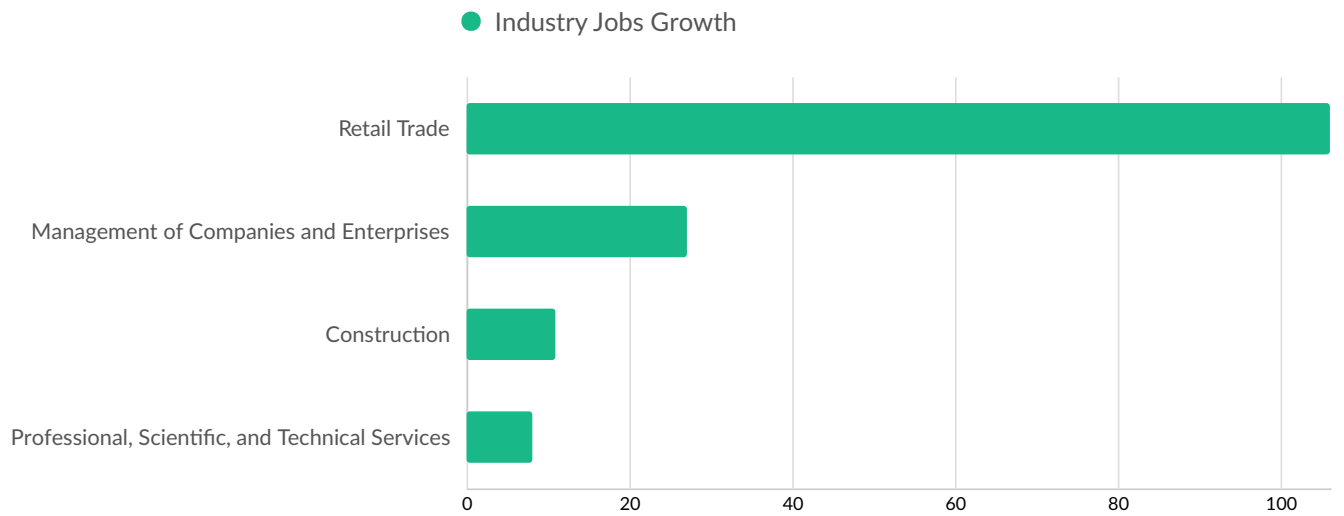
Top Previous Counties	Migrations
Langlade County, WI	63
Milwaukee County, WI	54
Winnebago County, WI	46
Taylor County, WI	38
Washburn County, WI	35
Trempealeau County, WI	35
Price County, WI	32
Dane County, WI	31
Portage County, WI	29
Top Following Counties	Migrations
Brown County, WI	256
Waupaca County, WI	171
Marathon County, WI	129
Outagamie County, WI	120
Oconto County, WI	120
Menominee County, WI	81
Winnebago County, WI	51
Langlade County, WI	43
Ozaukee County, WI	38
Racine County, WI	37
Sawyer County, WI	37
Lincoln County, WI	36
Kenosha County, WI	34
Upshur County, TX	32
Fond du Lac County, WI	28

Industry Characteristics

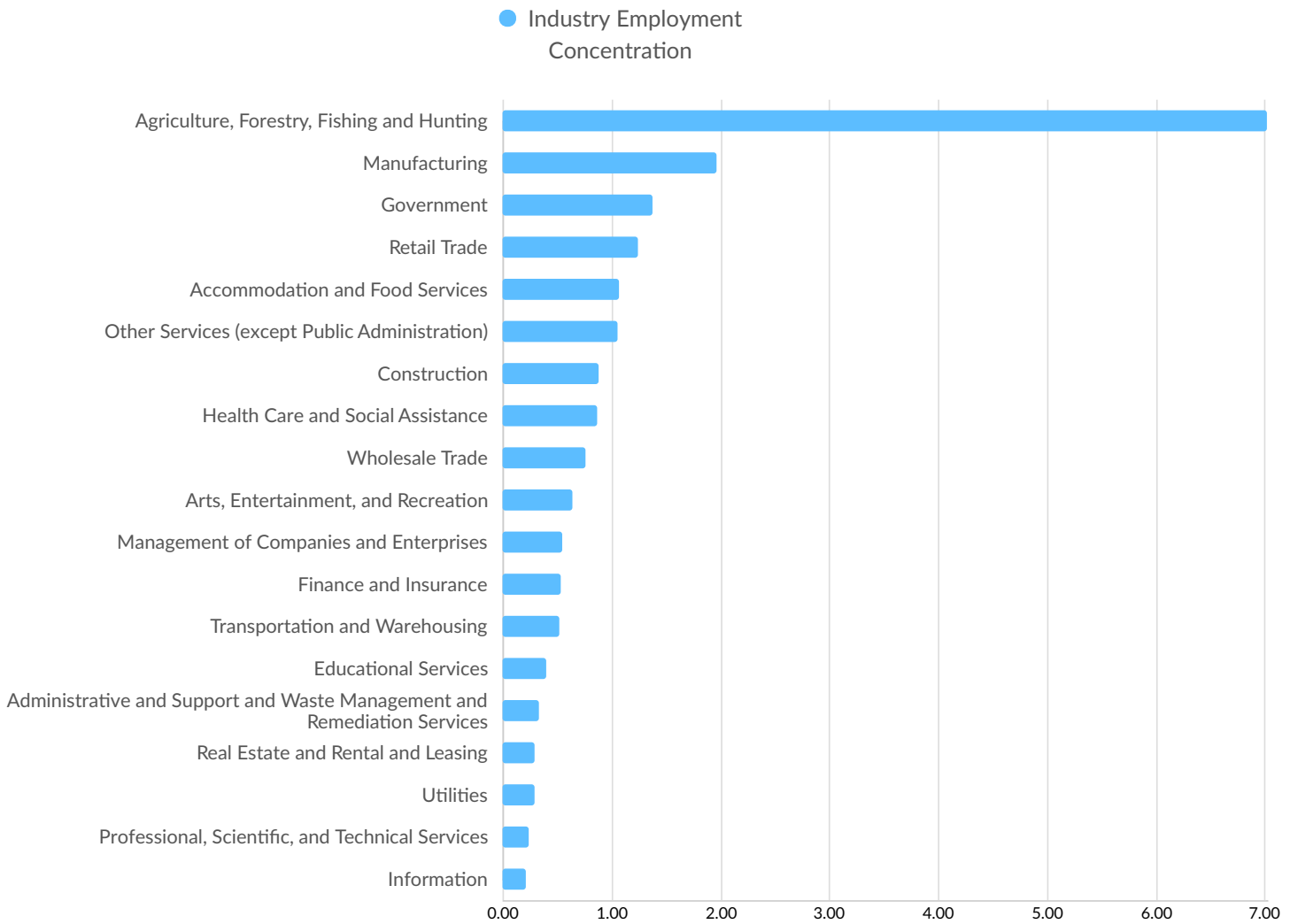
Largest Industries



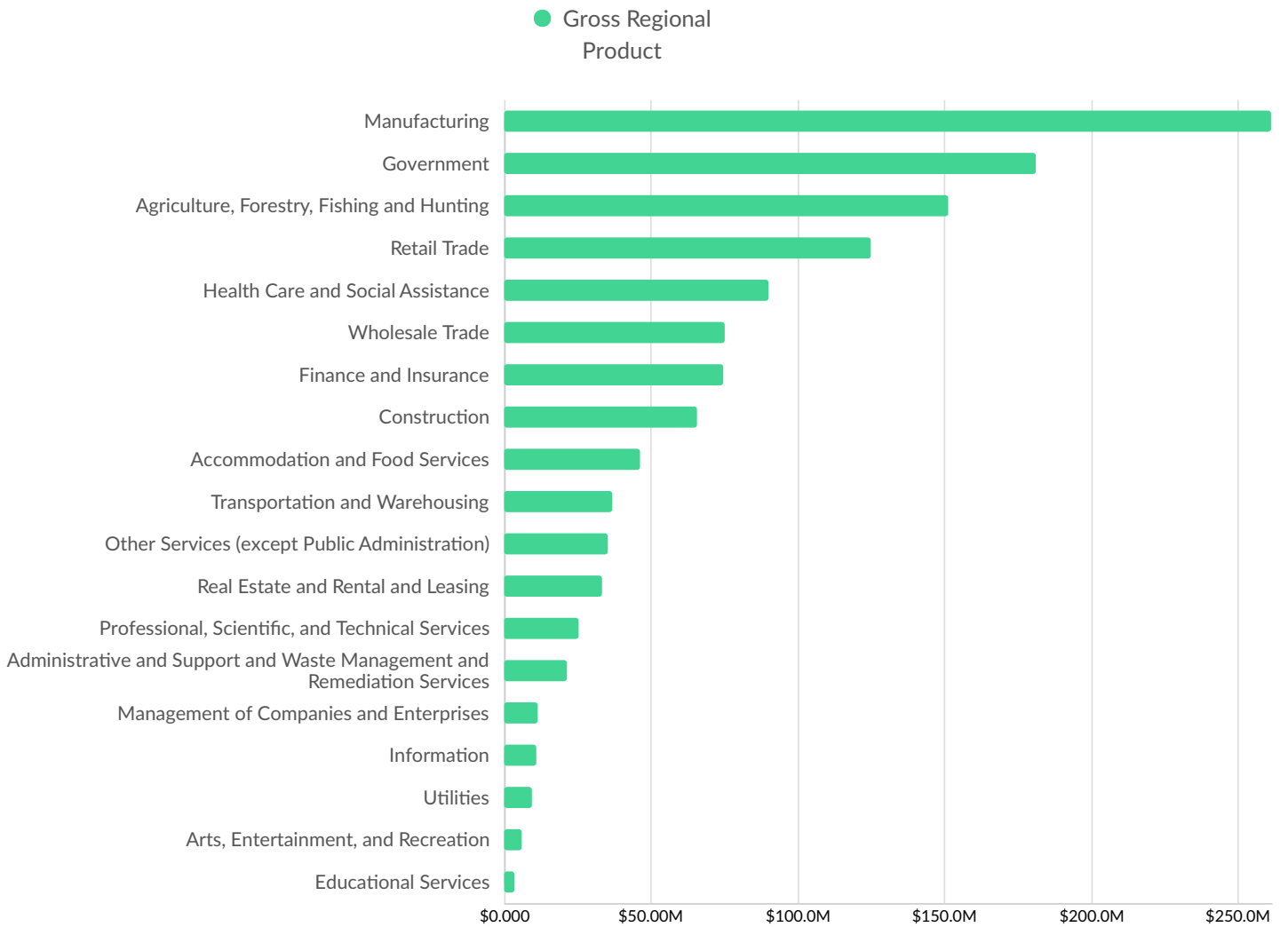
Top Growing Industries



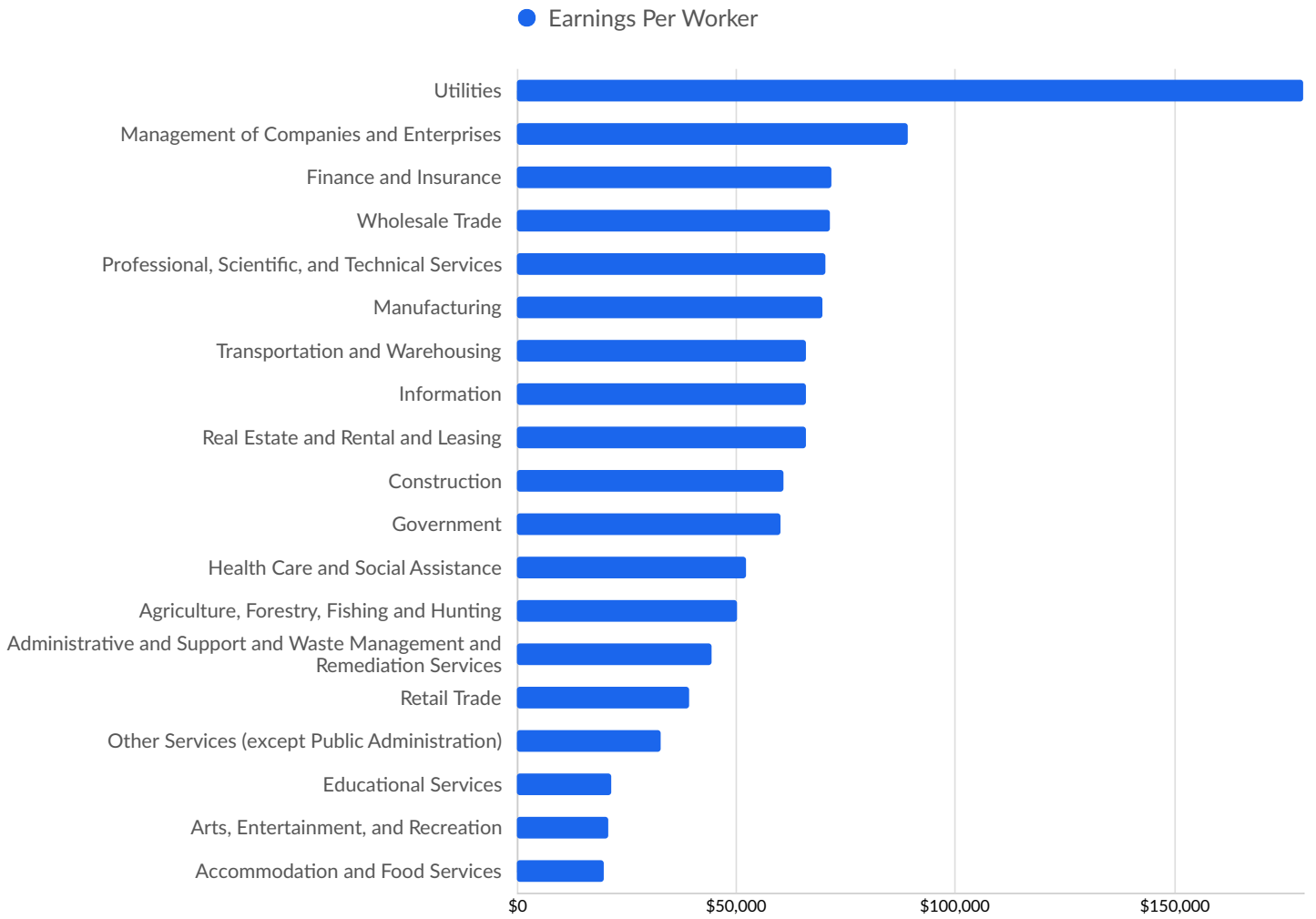
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



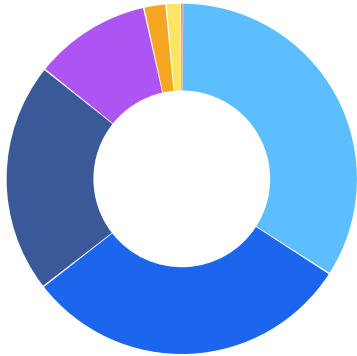
Business Characteristics

3,161 Companies Employ Your Workers

Online profiles for your workers mention 3,161 companies as employers, with the top 10 appearing below. In the last 12 months, 453 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	118 	Performance Food Group	76 
ThedaCare	101 	Charlie's County Market	65 
North Star Mohican Casino	75 	Celerity Staffing Solutions	64 
Genex	61 	Performance Foodservice	64 
College Of Menominee Nation	60 	Community Horizons	57 
Charter Arrowcast	45 	ThedaCare	53 
Northeast Wisconsin Technical ...	44 	Walgreens Boots Alliance	53 
Menominee Indian Tribe Of Wis...	43 	Shawano County	49 
Menominee Casino Resort	40 	Walmart	48 
Nueske's Applewood Smoked M...	40 	Shawano School District	39 

Business Size

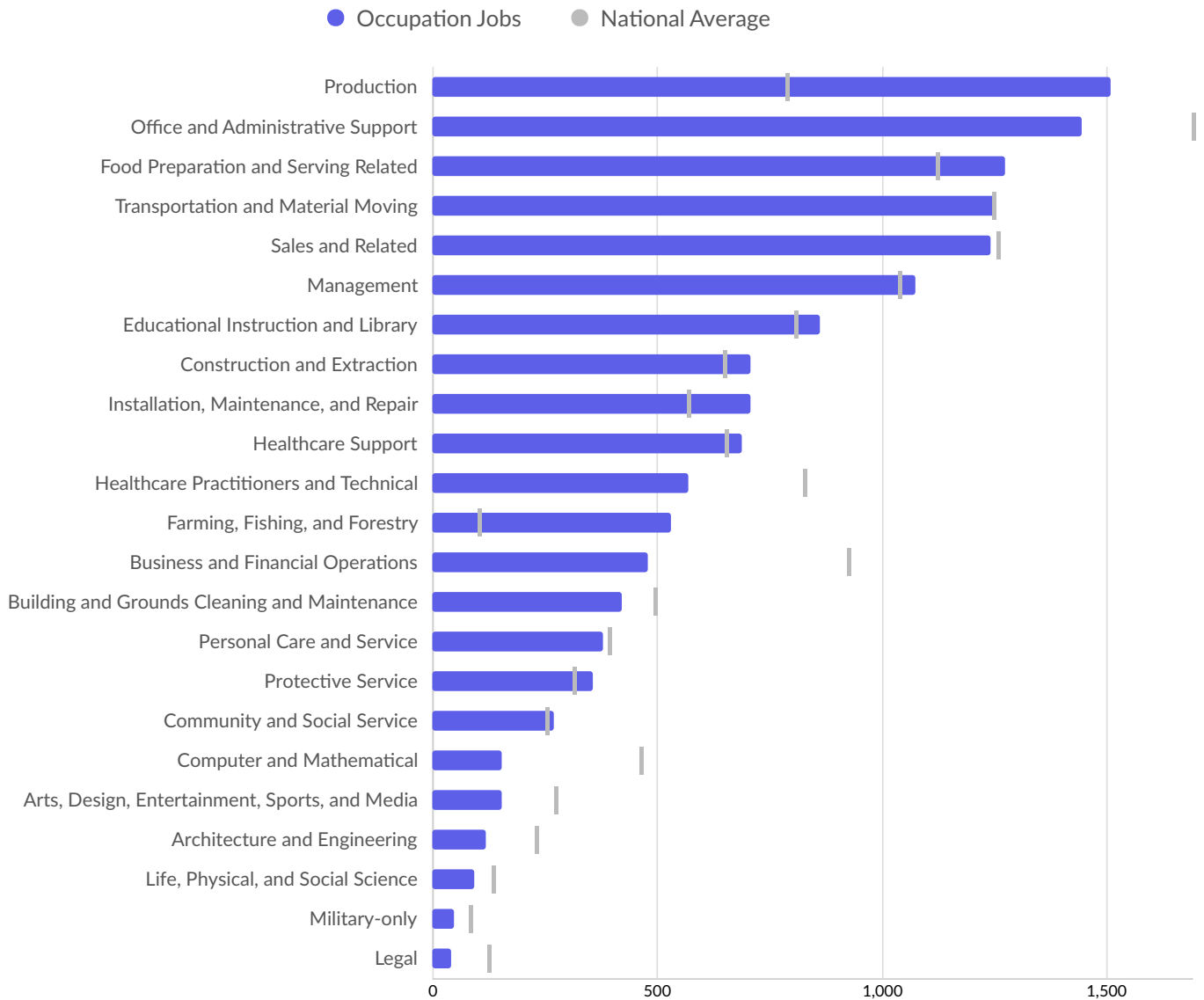


	Percentage	Business Count
● 1 to 4 employees	34.0%	498
● 5 to 9 employees	30.4%	445
● 10 to 19 employees	21.2%	311
● 20 to 49 employees	10.8%	158
● 50 to 99 employees	2.0%	30
● 100 to 249 employees	1.4%	20
● 250 to 499 employees	0.1%	1
● 500+ employees	0.1%	1

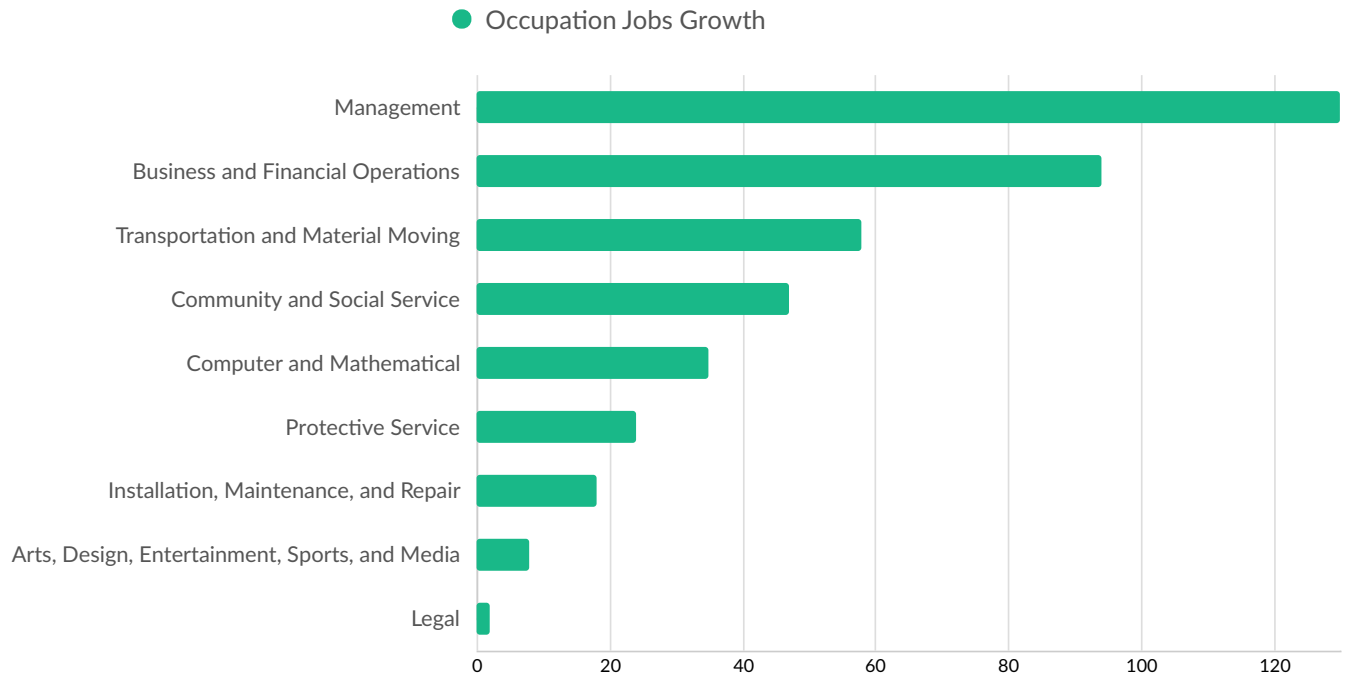
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

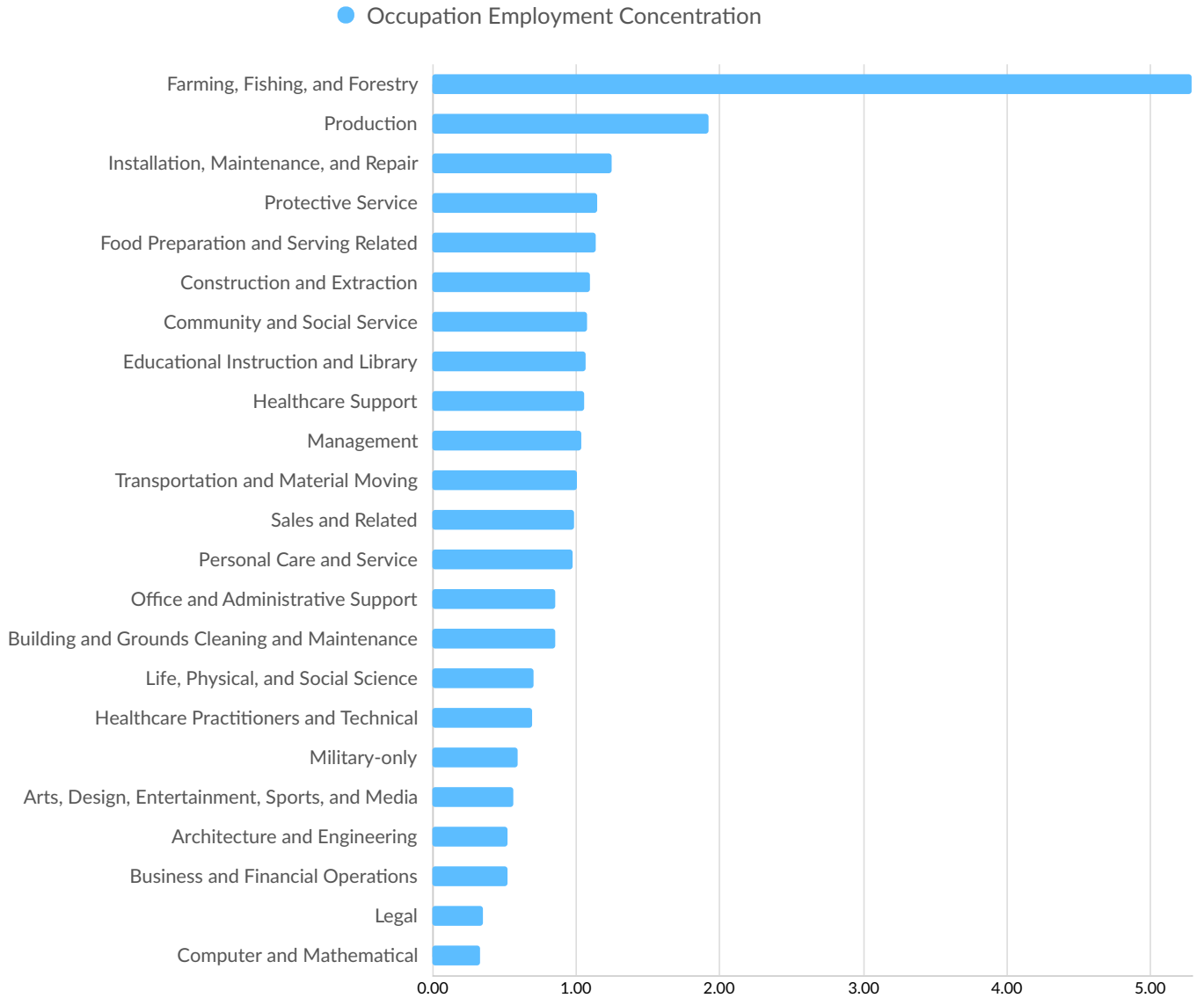
Largest Occupations



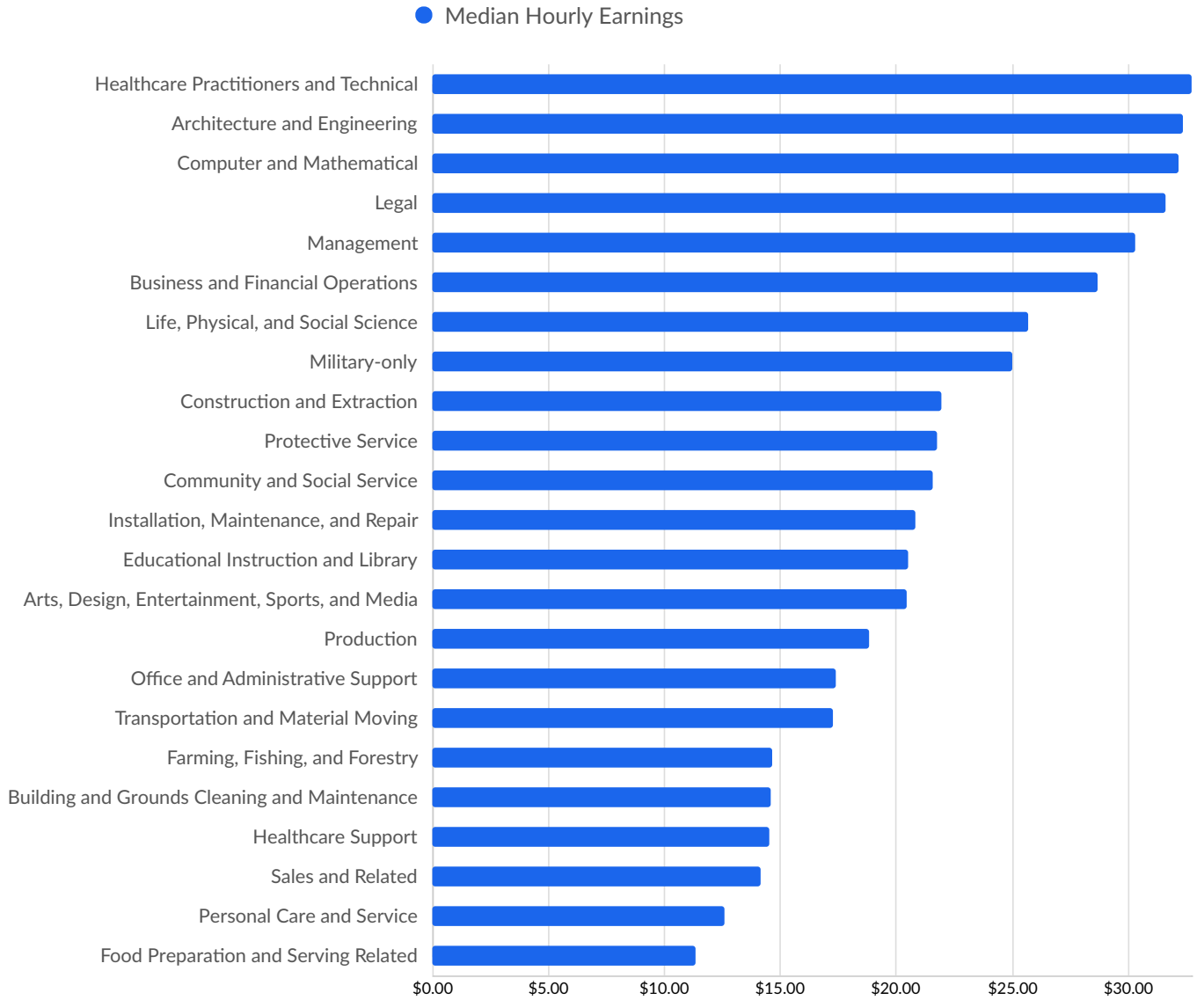
Top Growing Occupations



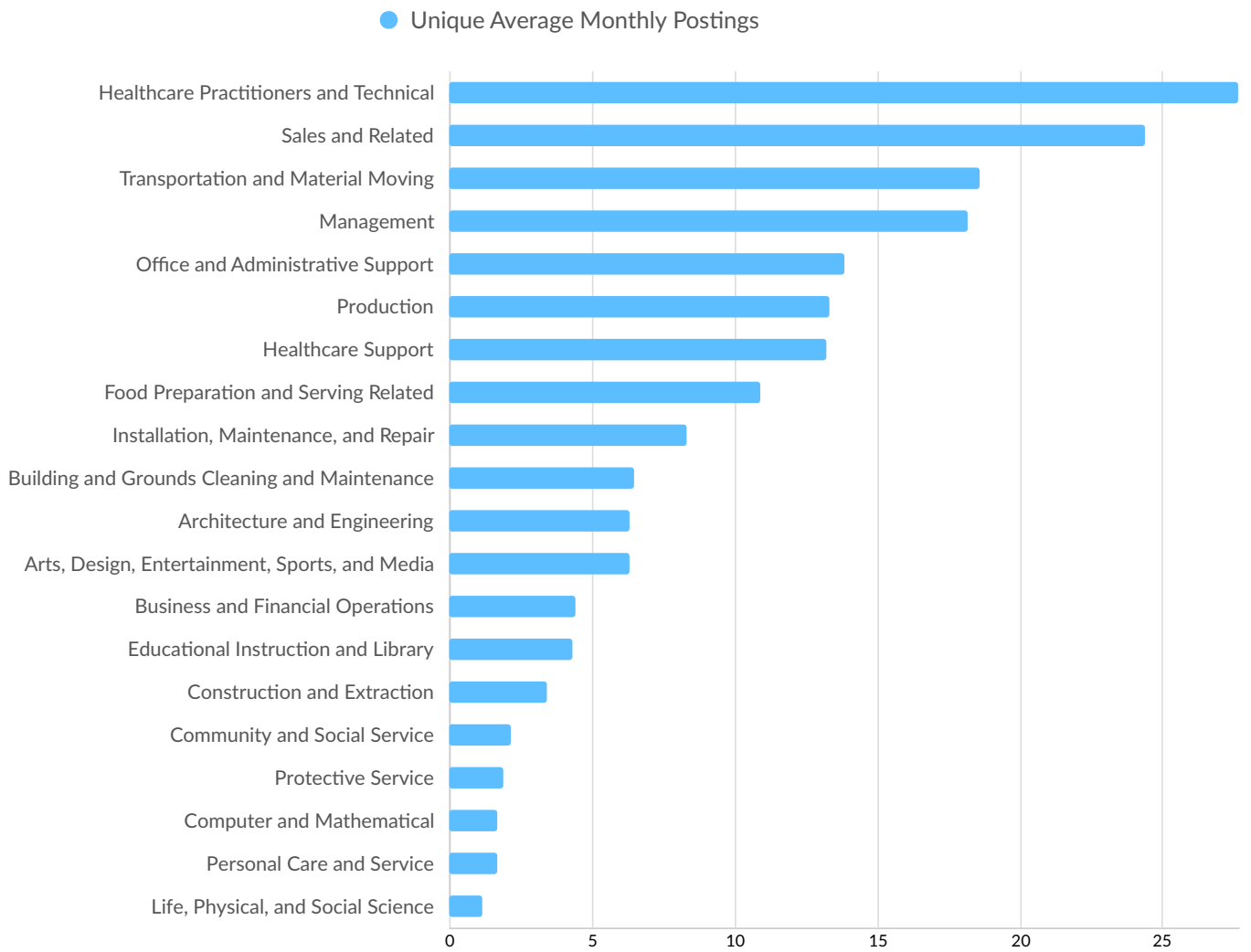
Top Occupation Employment Concentration



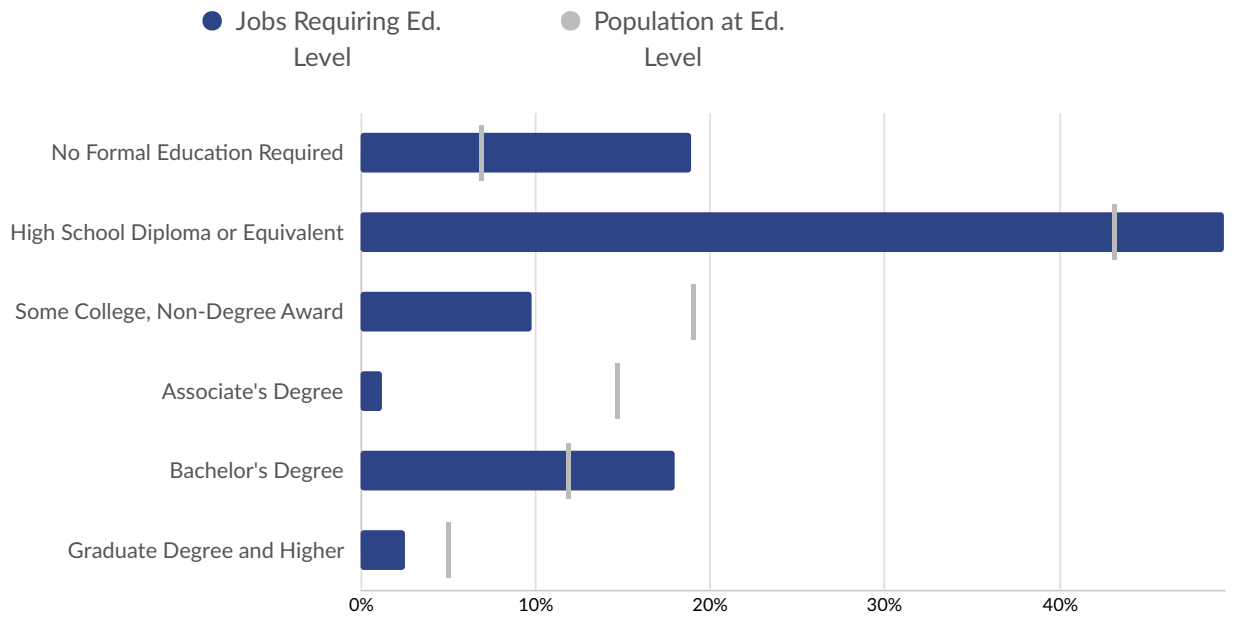
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

