



ECWRPC (10 County)

ECWRPC



400 Ahnaip Street
Suite 100
Menasha, Wisconsin 54952

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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

681,891

Population (2024)

Population grew by **13,927** over the last 5 years and is projected to grow by **9,704** over the next 5 years.

346,752

Total Regional Employment

Jobs decreased by **1,347** over the last 5 years but are projected to grow by **8,359** over the next 5 years.

\$69.6K

Avg. Earnings Per Job (2024)

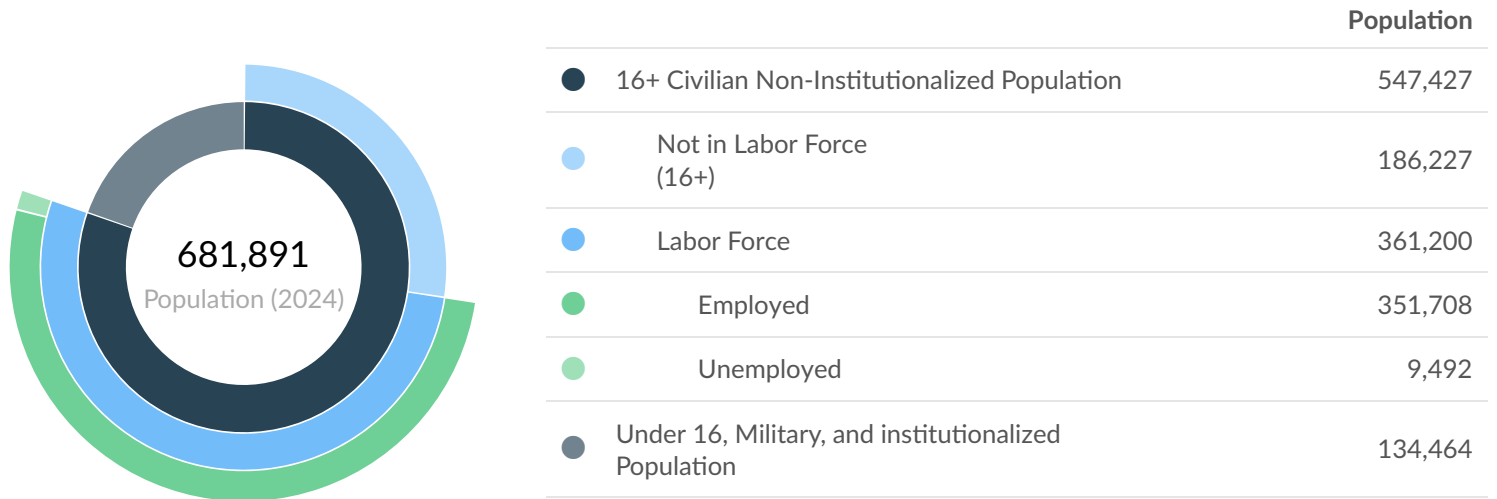
Regional average earnings per job are **\$15.4K below** the national average earnings of \$85.0K per job.

Takeaways

- As of 2024 the region's population **increased by 2.1%** since 2019, growing by 13,927. Population is expected to **increase by 1.4%** between 2024 and 2029, adding 9,704.
- From 2019 to 2024, jobs **declined by 0.4%** in ECWRPC (10 County) from 348,099 to **346,752**. This change **fell short of the national growth rate of 3.9%** by 4.3%. As the number of jobs declined, the **labor force participation rate decreased from 67.6% to 66.0% between 2019 and 2024**.
- Concerning educational attainment, **18.7% of the selected regions' residents possess a Bachelor's Degree** (2.7% below the national average), and **12.9% hold an Associate's Degree** (3.9% above the national average).
- The top three industries in 2024 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

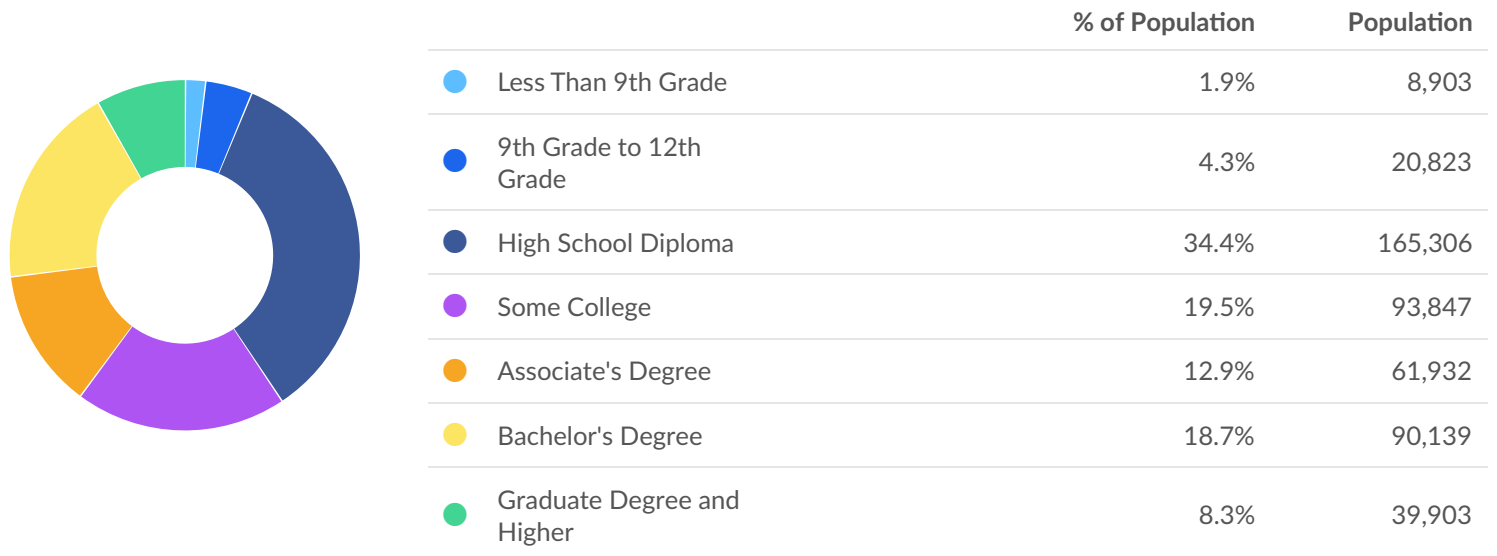
	Population (2024)	Labor Force (Dec 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	681,891	361,200	346,752	99.2	\$43.71B	\$55.50B	\$54.19B
State	5,932,800	3,151,876	3,252,259	100.2	\$422.54B	\$383.58B	\$412.93B

Dec 2024 Labor Force Breakdown



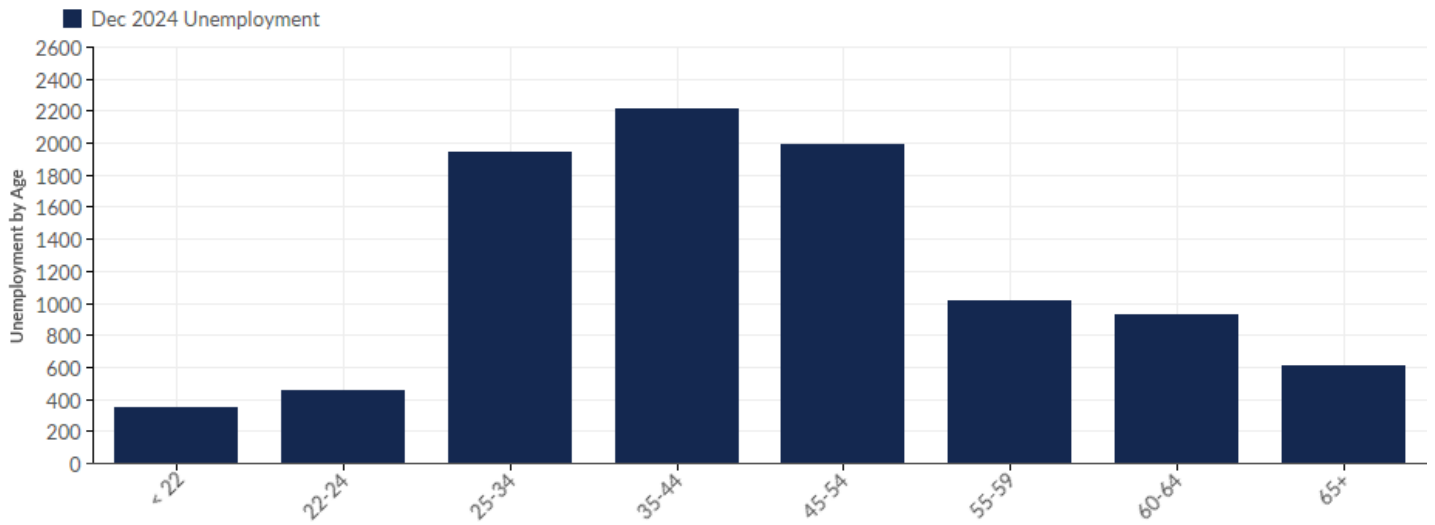
Educational Attainment

Concerning educational attainment, **18.7% of the selected regions' residents possess a Bachelor's Degree** (2.7% below the national average), and **12.9% hold an Associate's Degree** (3.9% above the national average).



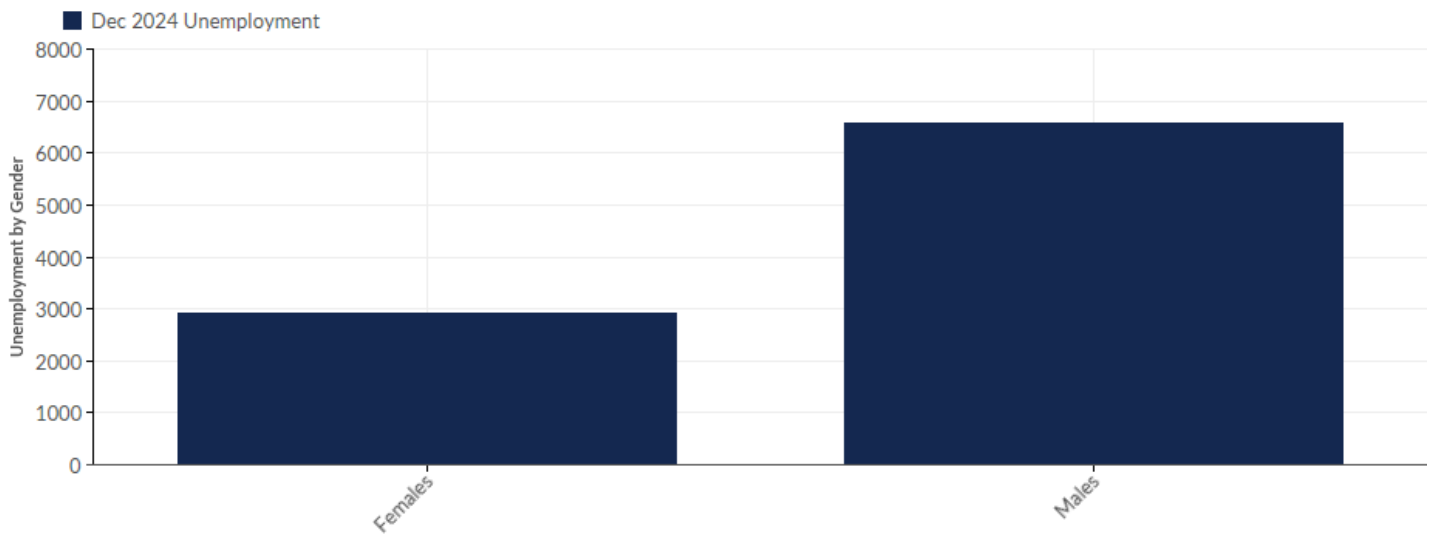
Unemployment by Demographics

Unemployment by Age



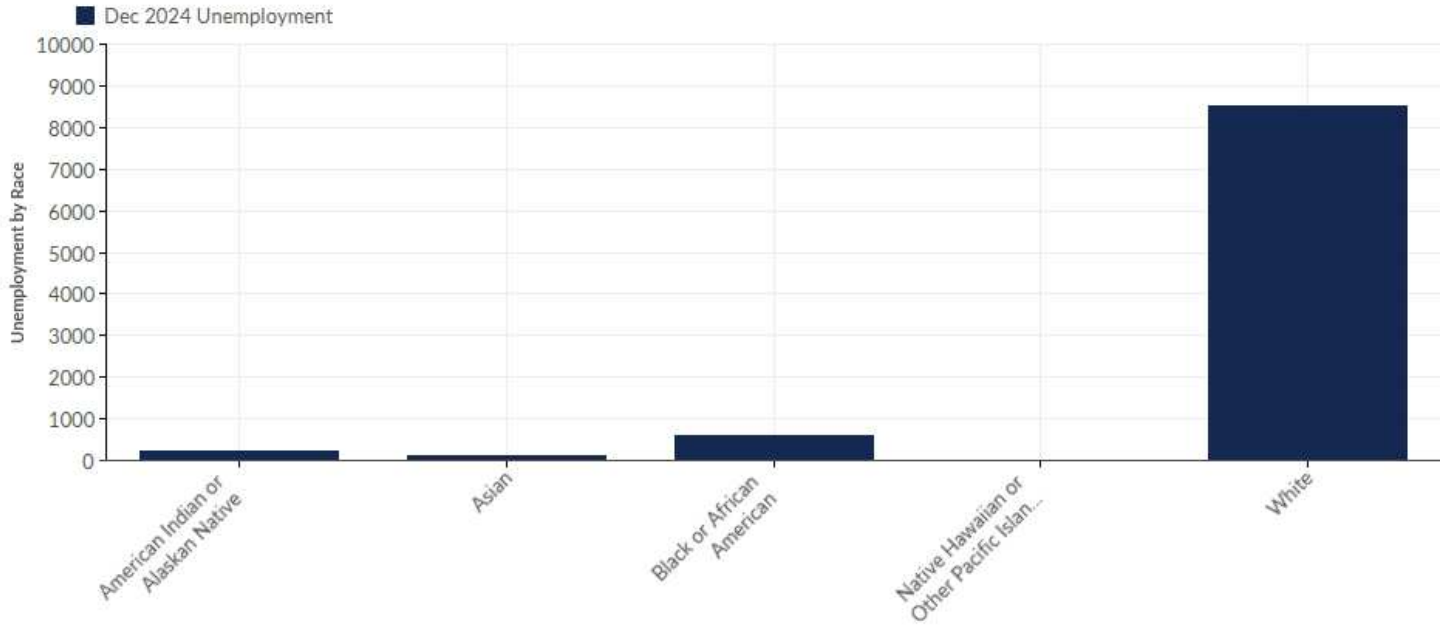
Age	Unemployment (Dec 2024)	% of Unemployed
< 22	343	3.61%
22-24	456	4.80%
25-34	1,942	20.46%
35-44	2,211	23.29%
45-54	1,987	20.93%
55-59	1,011	10.65%
60-64	930	9.80%
65+	610	6.43%
Total	9,492	100.00%

Unemployment by Gender



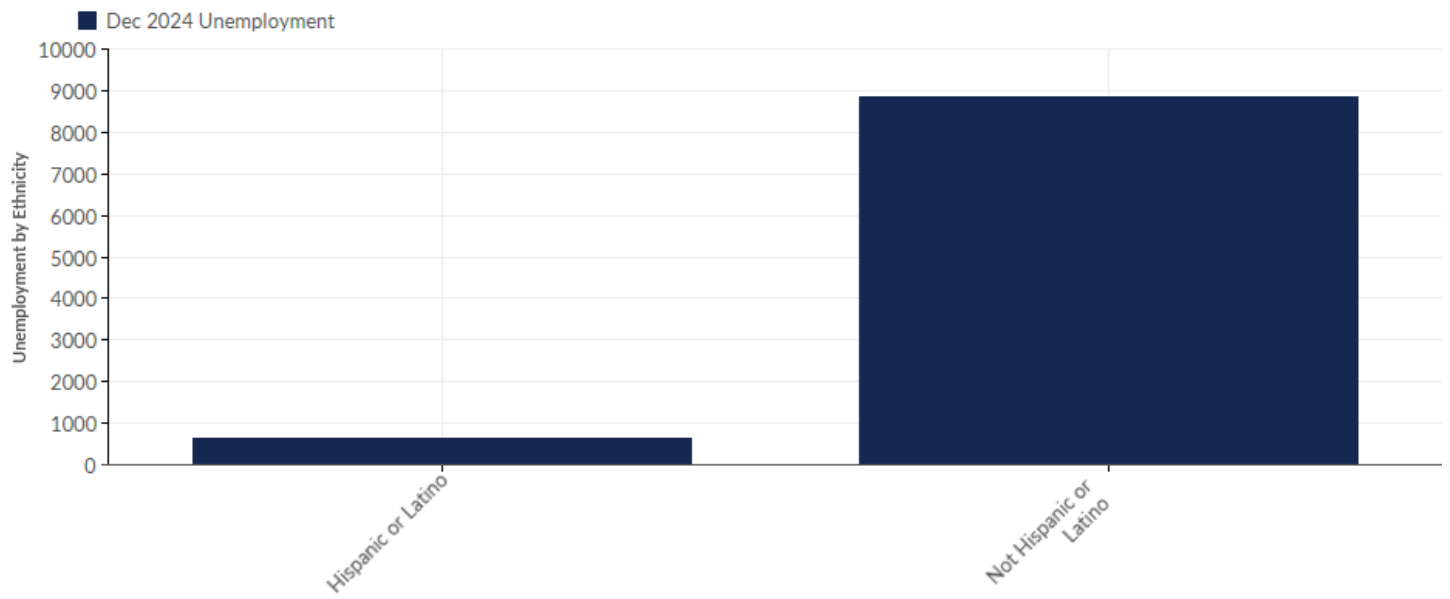
Gender	Unemployment (Dec 2024)	% of Unemployed
Females	2,911	30.67%
Males	6,581	69.33%
Total	9,492	100.00%

Unemployment by Race



Race	Unemployment (Dec 2024)	% of Unemployed
American Indian or Alaskan Native	238	2.51%
Asian	111	1.17%
Black or African American	613	6.46%
Native Hawaiian or Other Pacific Islander	18	0.19%
White	8,513	89.69%
Total	9,492	100.00%

Unemployment by Ethnicity

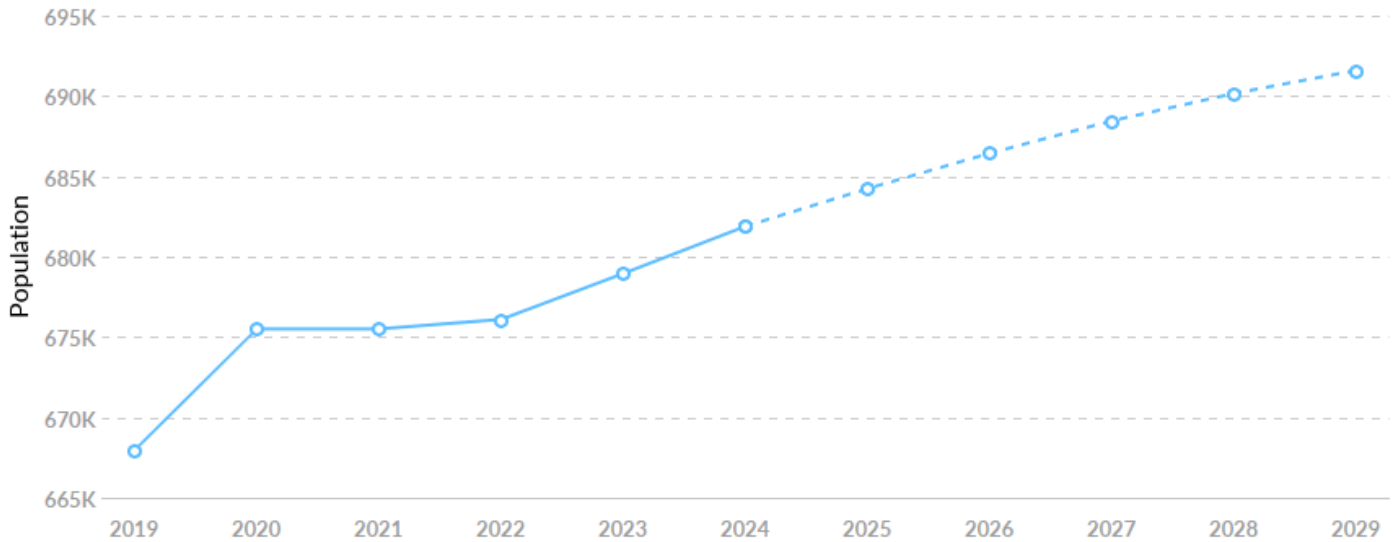


Ethnicity	Unemployment (Dec 2024)	% of Unemployed
Hispanic or Latino	629	6.63%
Not Hispanic or Latino	8,863	93.37%
Total	9,492	100.00%

Historic & Projected Trends

Population Trends

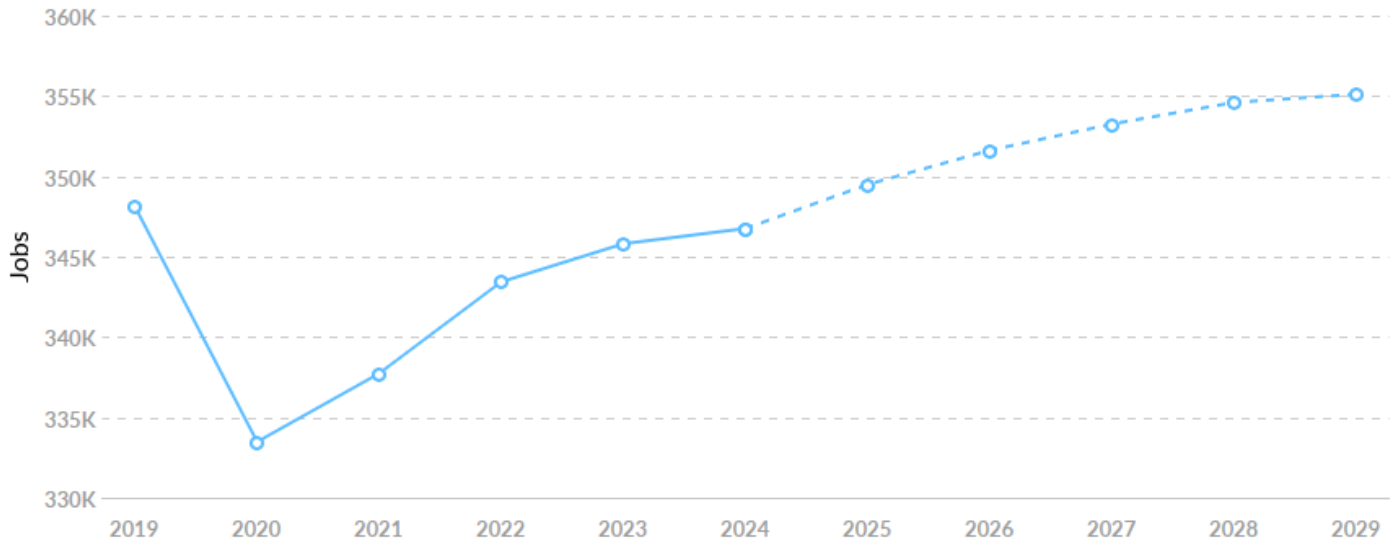
As of 2024 the region's population increased by 2.1% since 2019, growing by 13,927. Population is expected to increase by 1.4% between 2024 and 2029, adding 9,704.



Timeframe	Population
2019	667,964
2020	675,502
2021	675,504
2022	676,096
2023	678,955
2024	681,891
2025	684,239
2026	686,437
2027	688,457
2028	690,162
2029	691,595

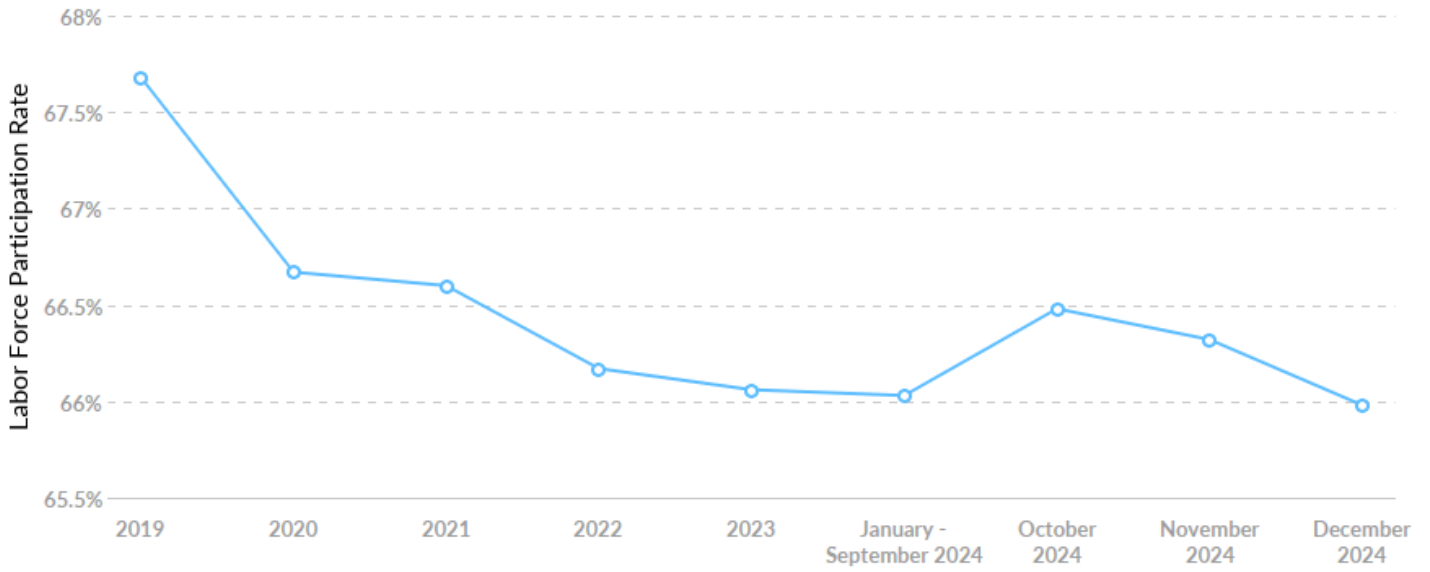
Job Trends

From 2019 to 2024, jobs declined by 0.4% in ECWRPC (10 County) from 348,099 to 346,752. This change fell short of the national growth rate of 3.9% by 4.3%.



Timeframe	Jobs
2019	348,099
2020	333,468
2021	337,731
2022	343,431
2023	345,804
2024	346,752
2025	349,495
2026	351,619
2027	353,257
2028	354,601
2029	355,111

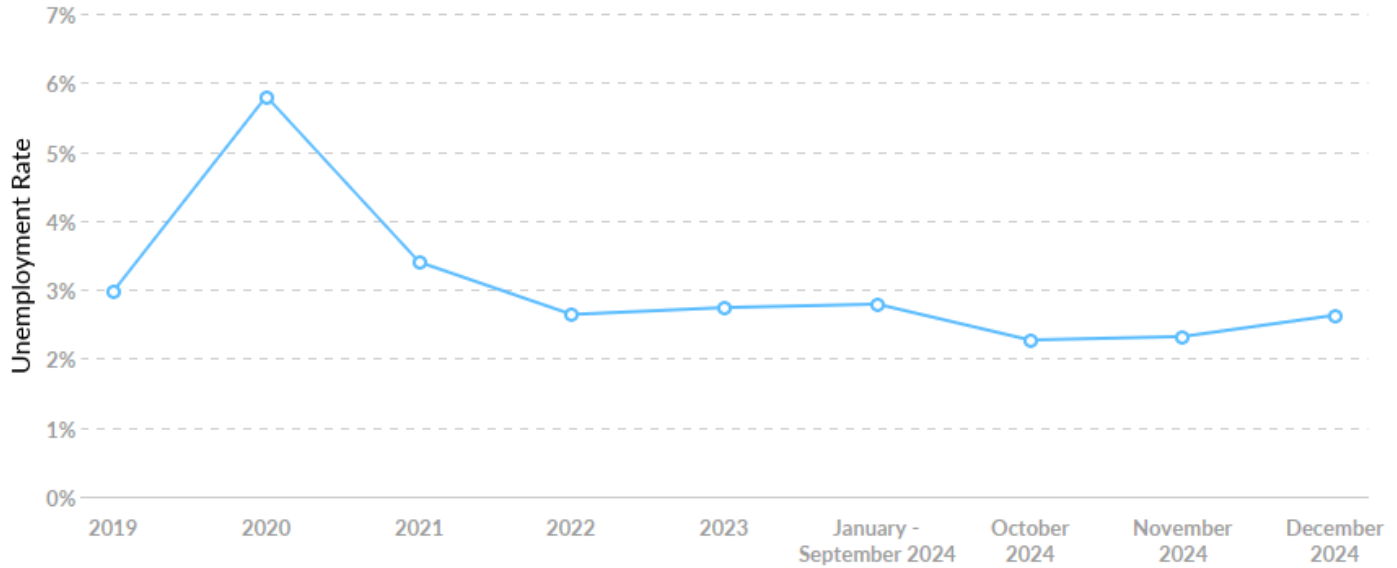
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	67.68%
2020	66.67%
2021	66.60%
2022	66.17%
2023	66.06%
January - September 2024	66.03%
October 2024	66.48%
November 2024	66.32%
December 2024	65.98%

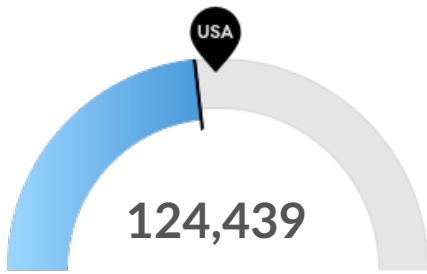
Unemployment Rate Trends

Your areas had a December 2024 unemployment rate of 2.63%, **decreasing from 2.98%** 5 years before.



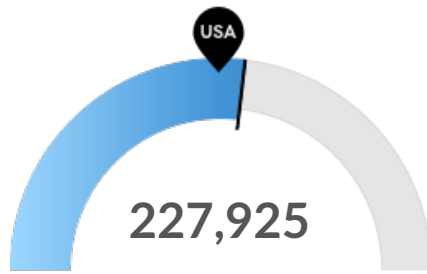
Timeframe	Unemployment Rate
2019	2.98%
2020	5.80%
2021	3.40%
2022	2.64%
2023	2.74%
January - September 2024	2.79%
October 2024	2.27%
November 2024	2.32%
December 2024	2.63%

Population Characteristics



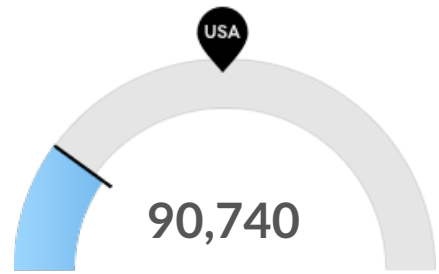
Millennials

Your area has 124,439 millennials (ages 25-39). The national average for an area this size is 137,952.



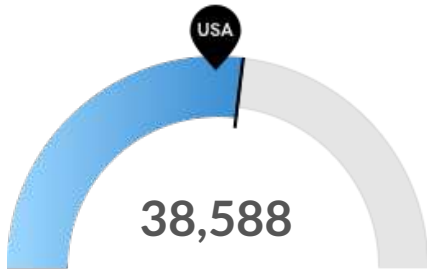
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 204,960 people 55 or older, while there are 227,925 here.



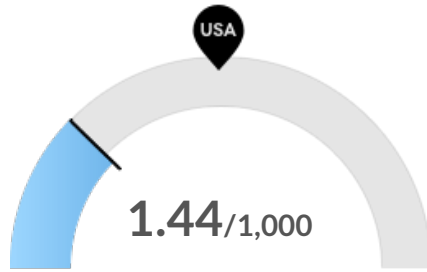
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 282,765 racially diverse people, while there are 90,740 here.



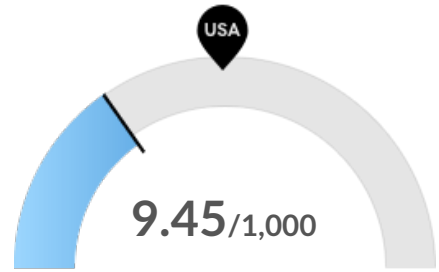
Veterans

Your area has 38,588 veterans. The national average for an area this size is 34,566.



Violent Crime

Your area has 1.44 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

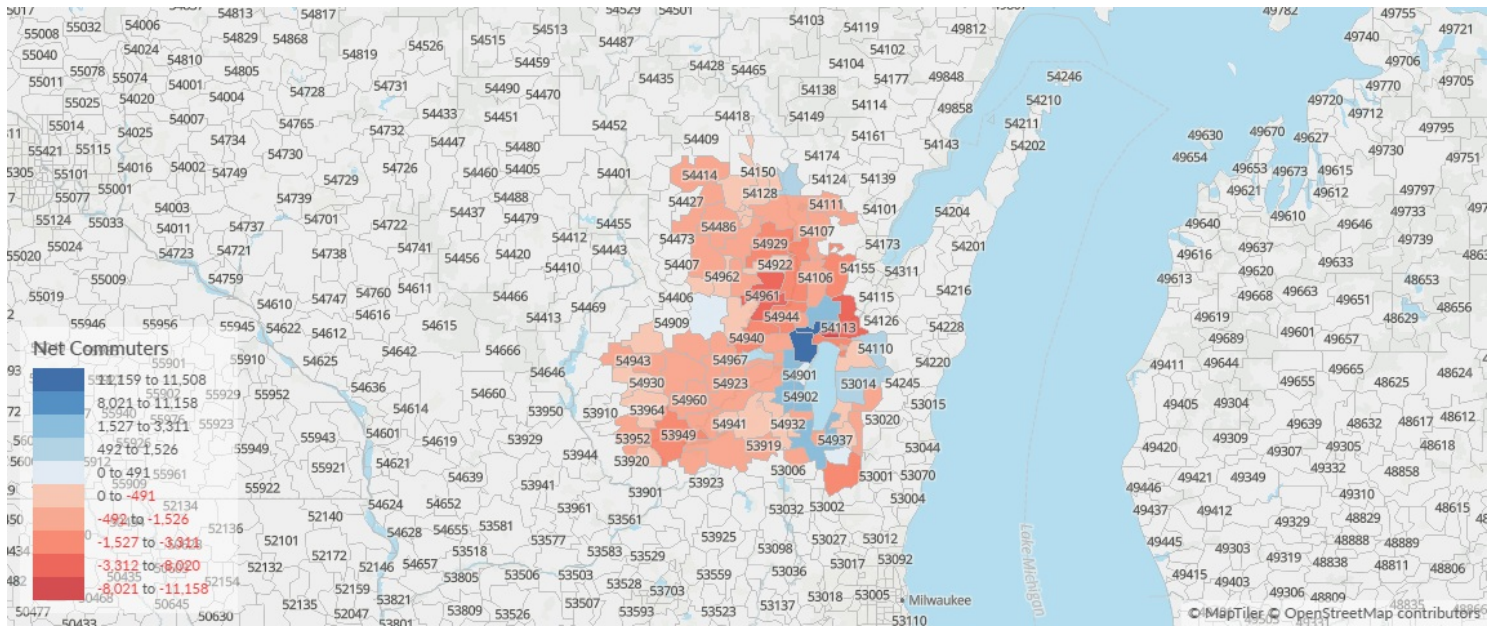


Property Crime

Your area has 9.45 property crimes per 1,000 people. The national rate is 18.02 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

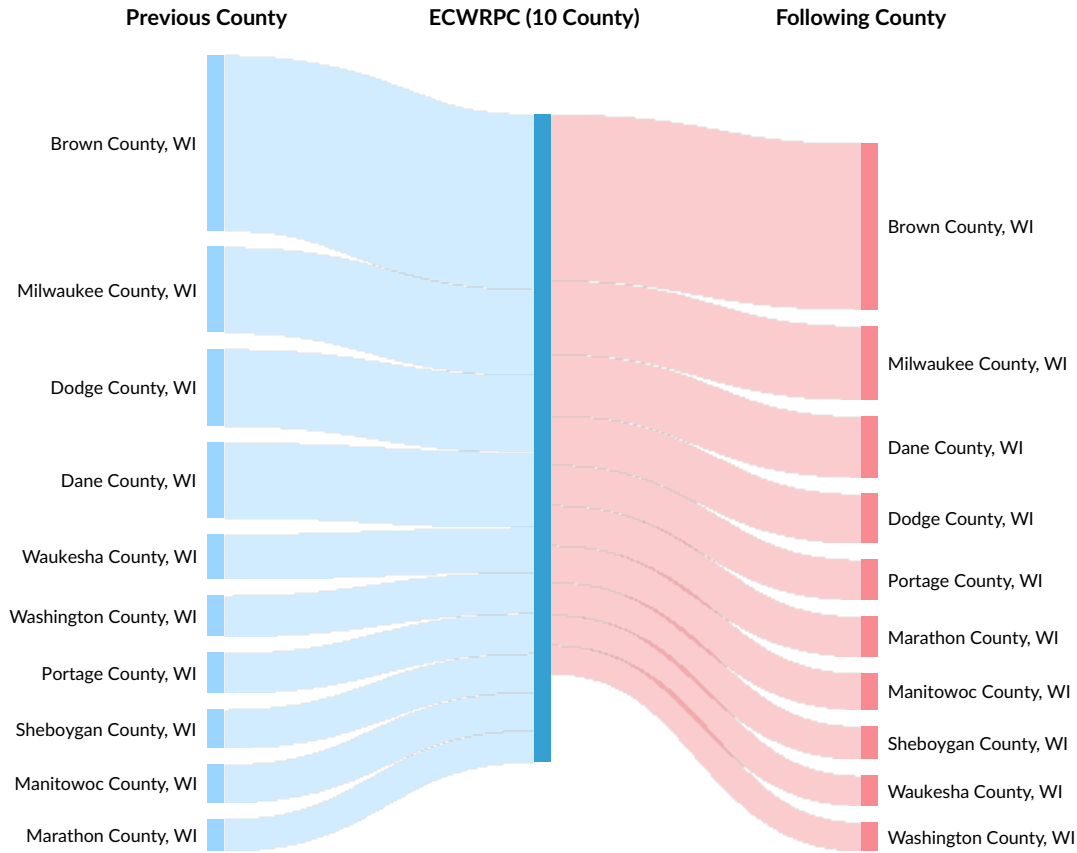
Where Talent Lives

ZIP	Name	2024 Employment	ZIP	Name	2024 Workers
54956	Neenah, WI (in Winnebago)	36,339	54956	Neenah, WI (in Winnebago)	24,830
54914	Appleton, WI (in Outagamie)	28,397	54915	Appleton, WI (in Outagamie)	23,488
54911	Appleton, WI (in Outagamie)	21,803	54935	Fond Du Lac, WI (in Fond Du Lac)	22,213
54935	Fond Du Lac, WI (in Fond Du Lac)	21,221	54914	Appleton, WI (in Outagamie)	17,238
54901	Oshkosh, WI (in Winnebago)	17,162	54901	Oshkosh, WI (in Winnebago)	17,028

Inbound and Outbound Migration

The table below analyzes past and current residents of ECWRPC (10 County). The left column shows residents of other counties migrating to ECWRPC (10 County). The right column shows residents migrating from ECWRPC (10 County) to other counties.

As of 2022, **1,881** people have migrated from Brown County, WI to ECWRPC (10 County). In the same year, **1,782** people left ECWRPC (10 County) migrating to Brown County, WI. The total Net Migration for ECWRPC (10 County) in 2022 was **1,658**.

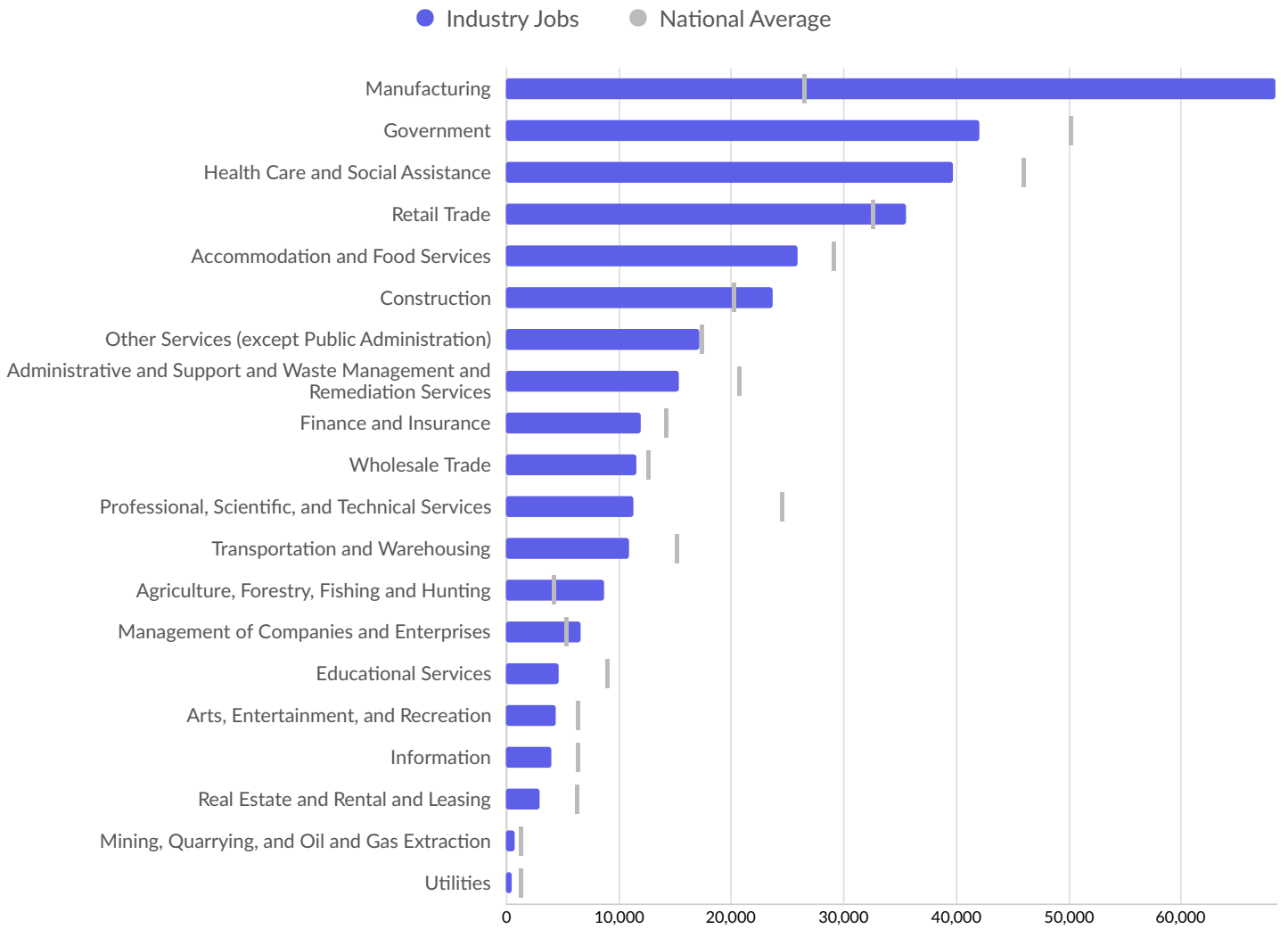


Top Previous Counties	Migrations
Brown County, WI	1,881
Milwaukee County, WI	919
Dodge County, WI	824
Dane County, WI	808
Waukesha County, WI	481
Washington County, WI	440

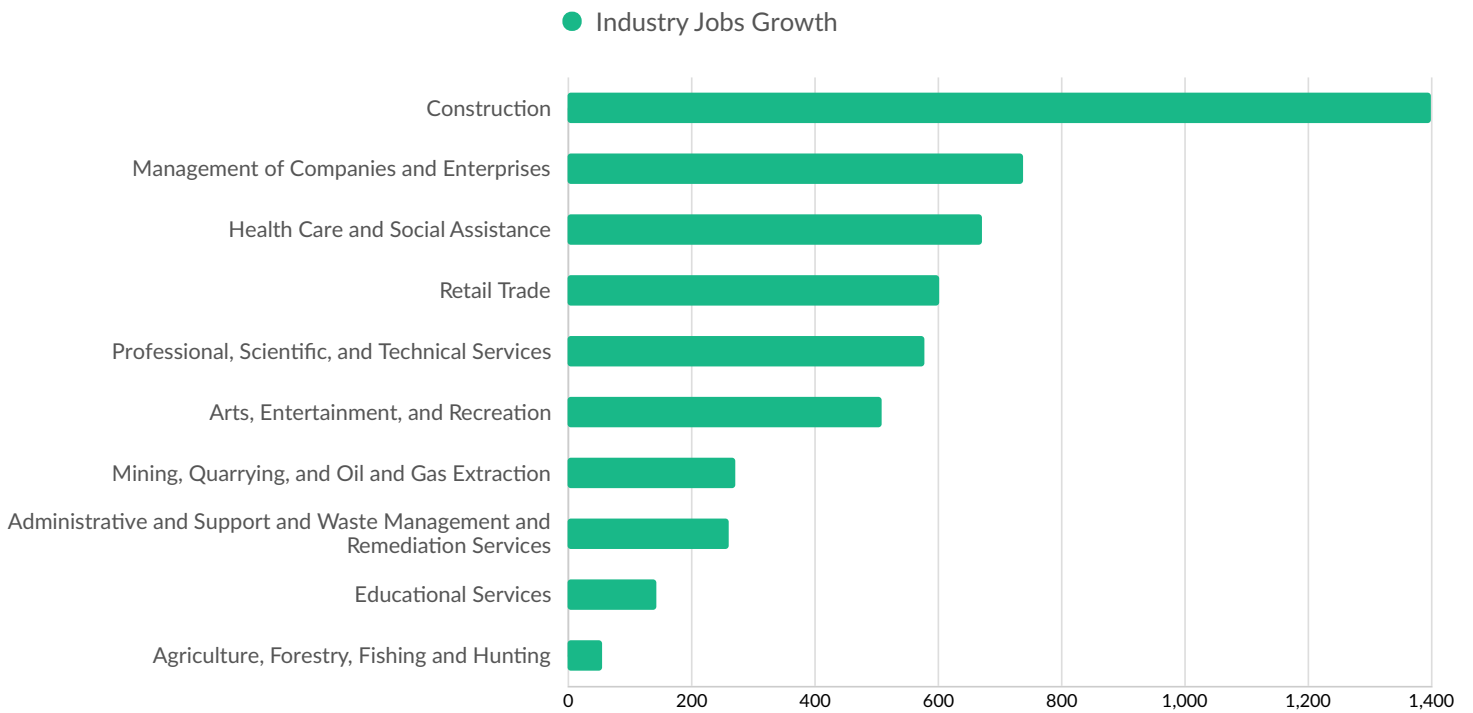
Top Previous Counties	Migrations
Portage County, WI	430
Sheboygan County, WI	414
Manitowoc County, WI	410
Marathon County, WI	343
Cook County, IL	307
Columbia County, WI	276
Oconto County, WI	203
Wood County, WI	179
Racine County, WI	177
Top Following Counties	Migrations
Brown County, WI	1,782
Milwaukee County, WI	793
Dane County, WI	658
Dodge County, WI	528
Portage County, WI	434
Marathon County, WI	430
Manitowoc County, WI	395
Sheboygan County, WI	351
Waukesha County, WI	324
Washington County, WI	309
Oconto County, WI	295
Columbia County, WI	267
Cook County, IL	243
Maricopa County, AZ	207
Wood County, WI	206

Industry Characteristics

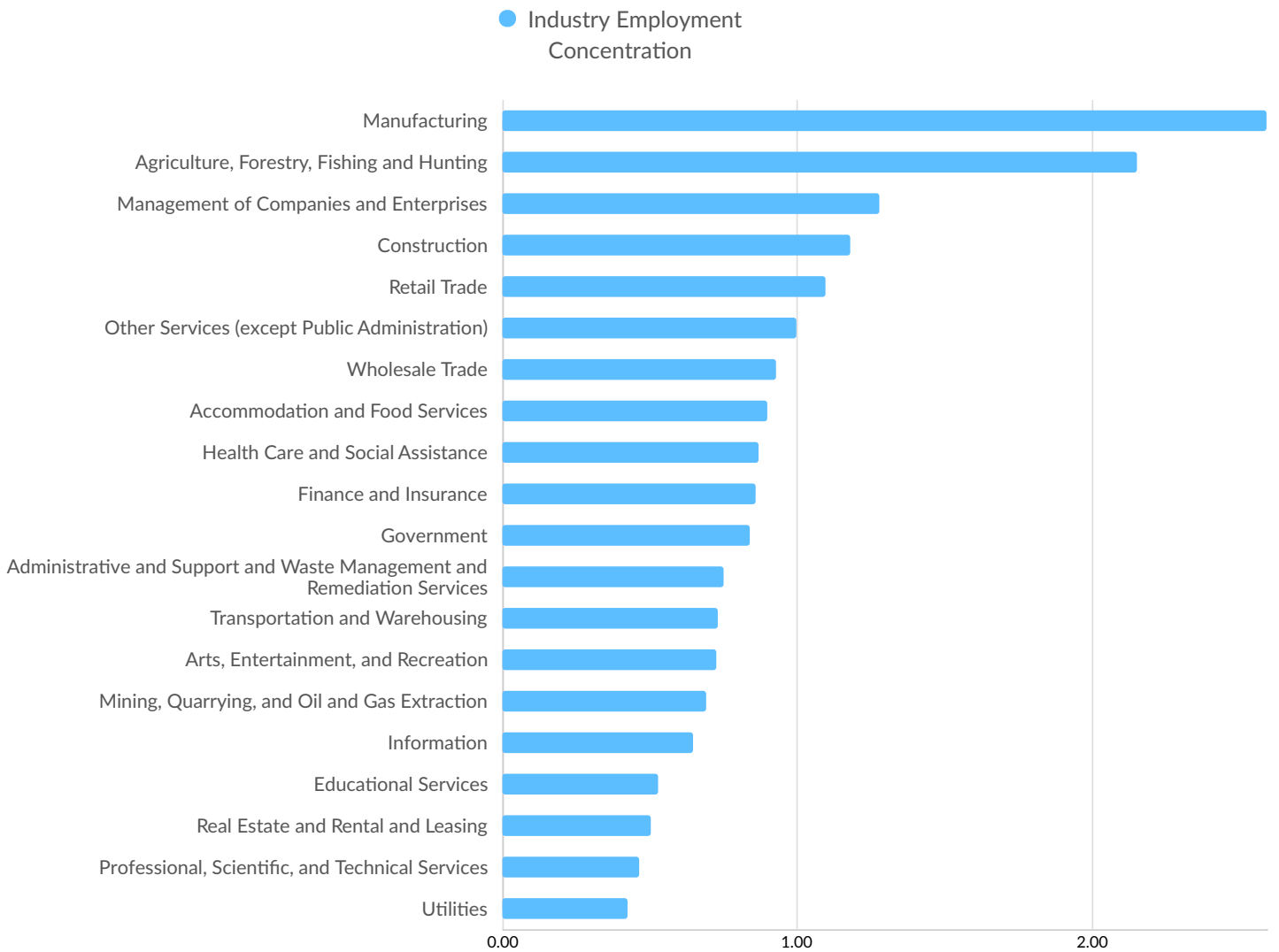
Largest Industries



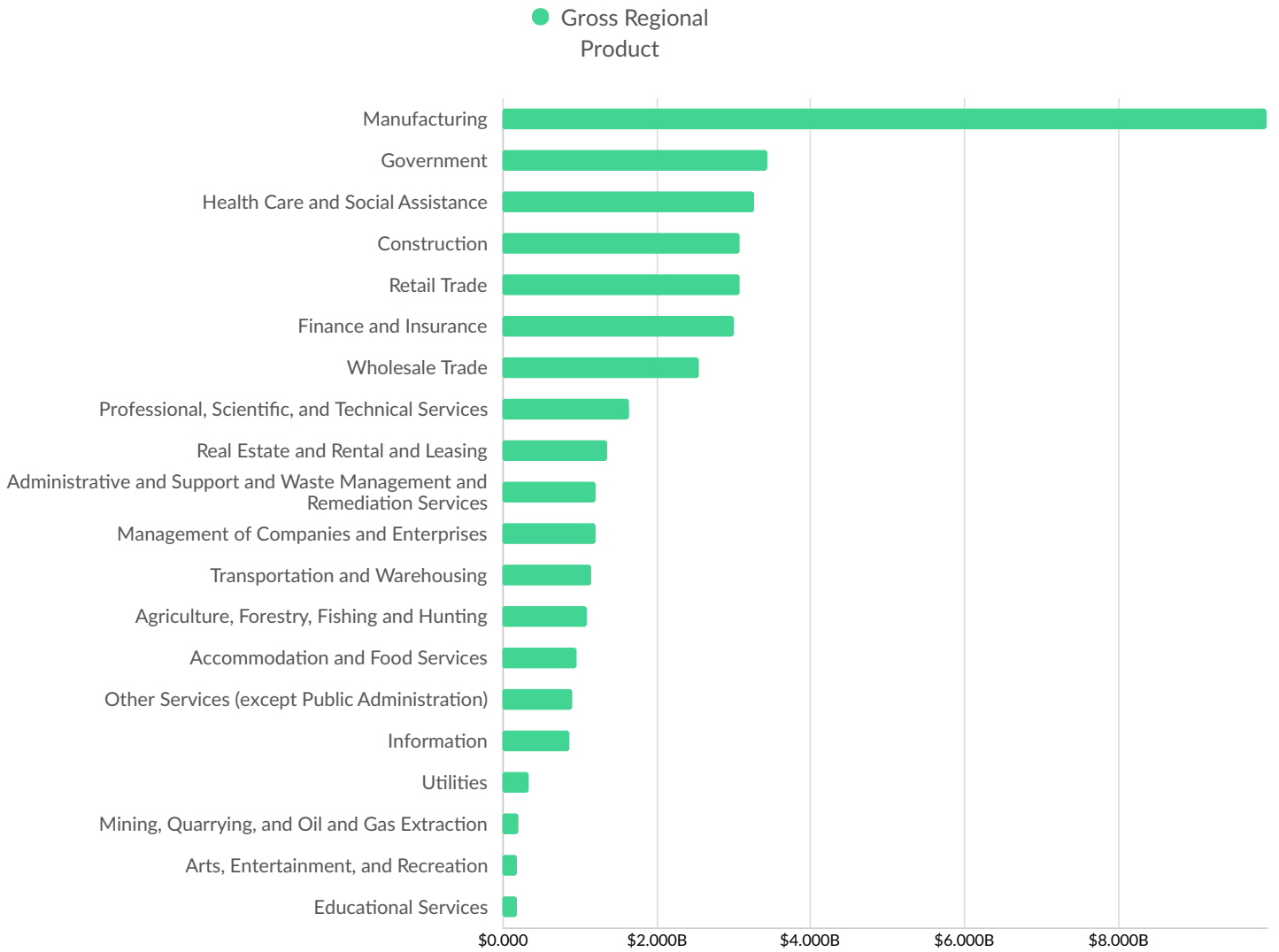
Top Growing Industries



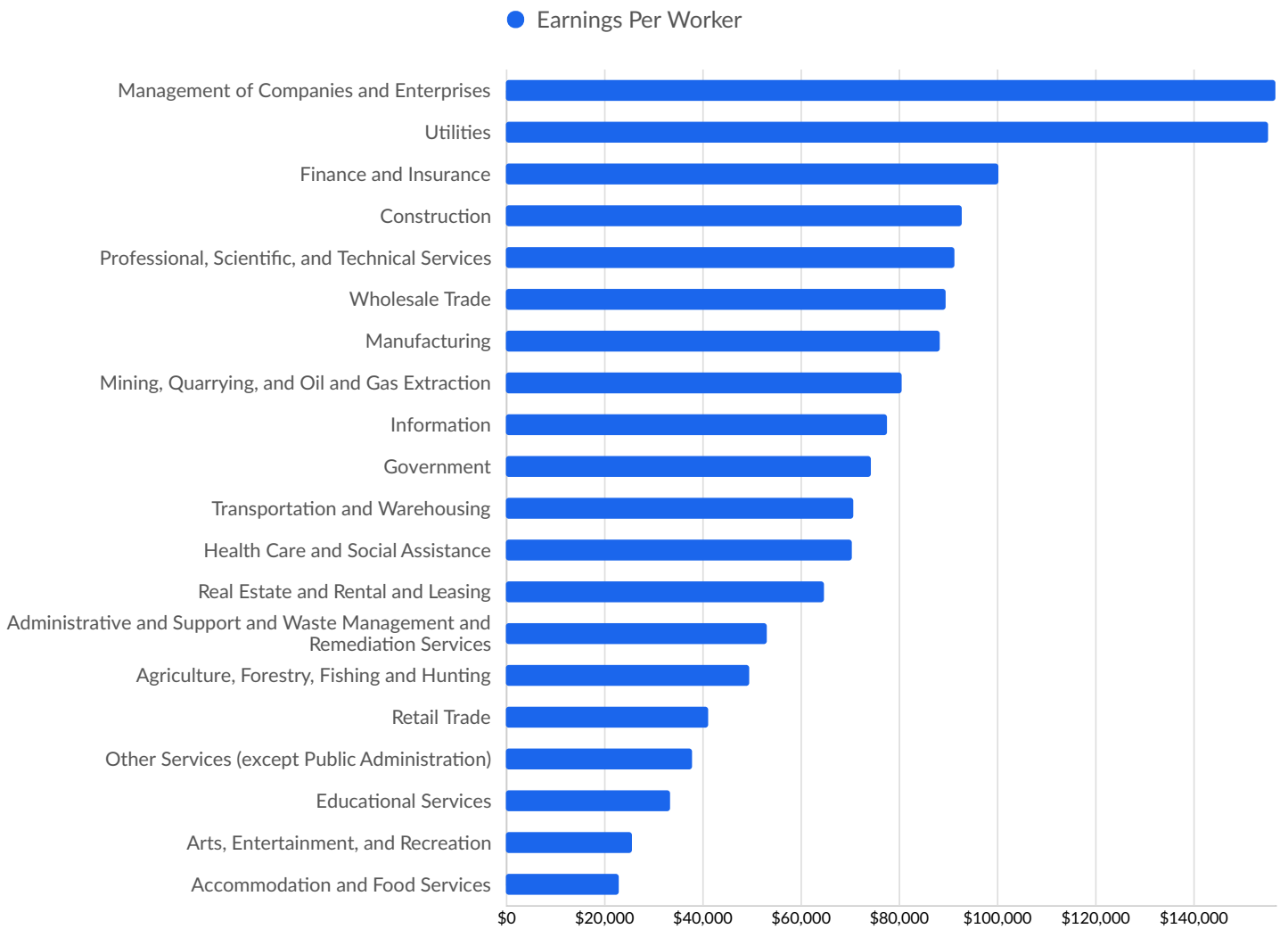
Top Industry Employment Concentration



Top Industry GRP





















Top Industry Earnings



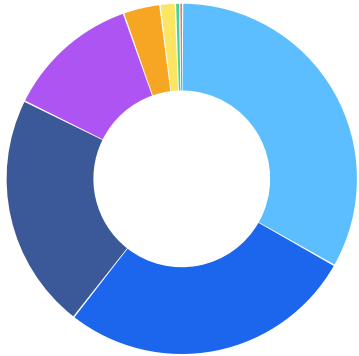
Business Characteristics

41,482 Companies Employ Your Workers

Online profiles for your workers mention 41,482 companies as employers, with the top 10 appearing below. In the last 12 months, 5,058 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kimberly-Clark	2,718 	ThedaCare	2,171 
ThedaCare	2,405 	ManpowerGroup	1,067 
Oshkosh Corporation	1,966 	Aerotek	846 
Thrivent	1,491 	Advocate Aurora Health	815 
University of Wisconsin-Oshkosh	1,433 	Festival Foods	789 
Plexus	1,268 	Faith Technologies	735 
Mercury Marine	1,238 	SSM Health Care	719 
State of Wisconsin	1,097 	Walmart	680 
J. J. Keller & Associates	1,000 	Ascension	675 
Fox Valley Technical College	998 	Pick And Save	578 

Business Size

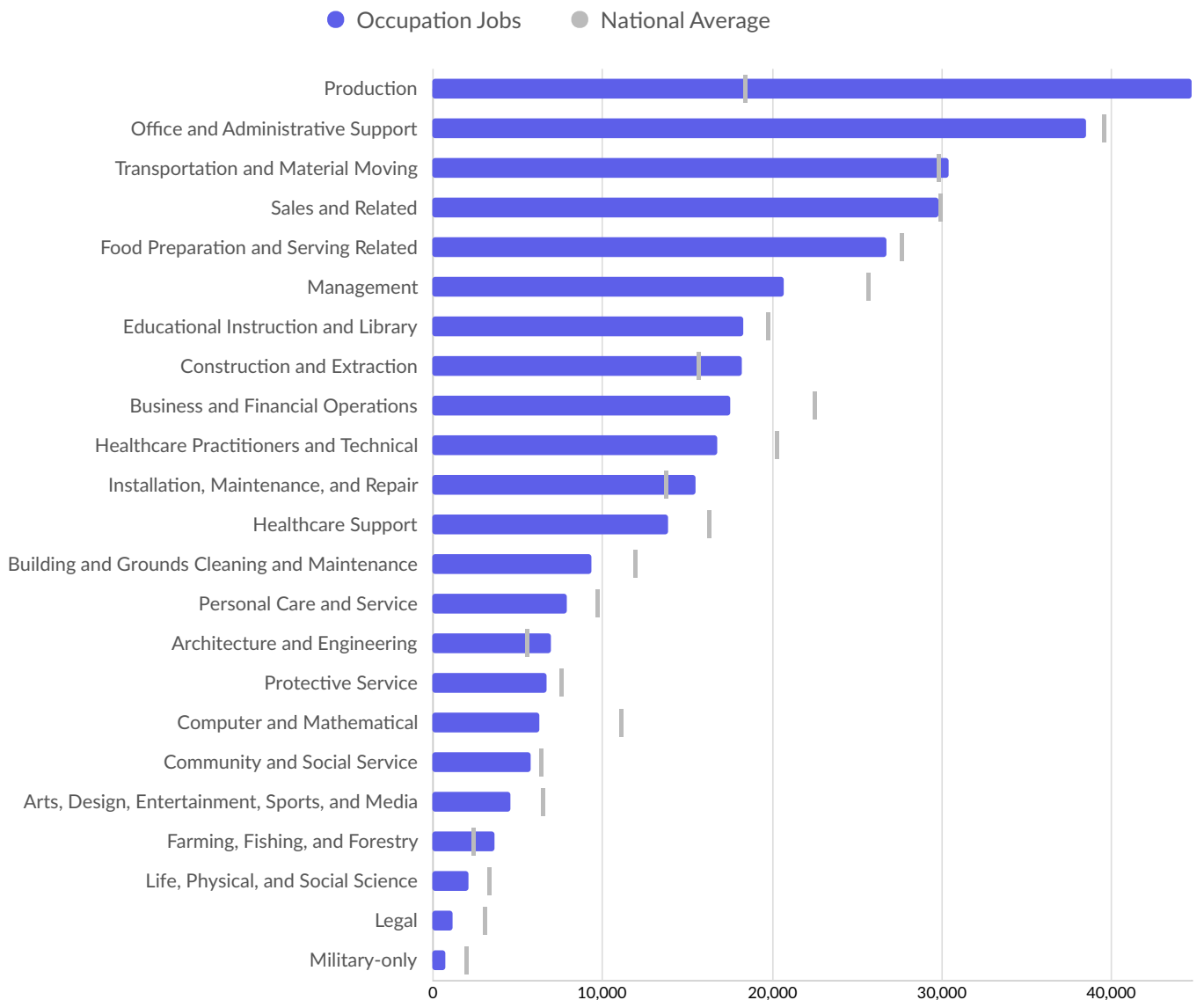


	Percentage	Business Count
● 1 to 4 employees	33.1%	8,653
● 5 to 9 employees	27.4%	7,141
● 10 to 19 employees	21.7%	5,677
● 20 to 49 employees	12.3%	3,212
● 50 to 99 employees	3.4%	887
● 100 to 249 employees	1.4%	367
● 250 to 499 employees	0.4%	104
● 500+ employees	0.3%	67

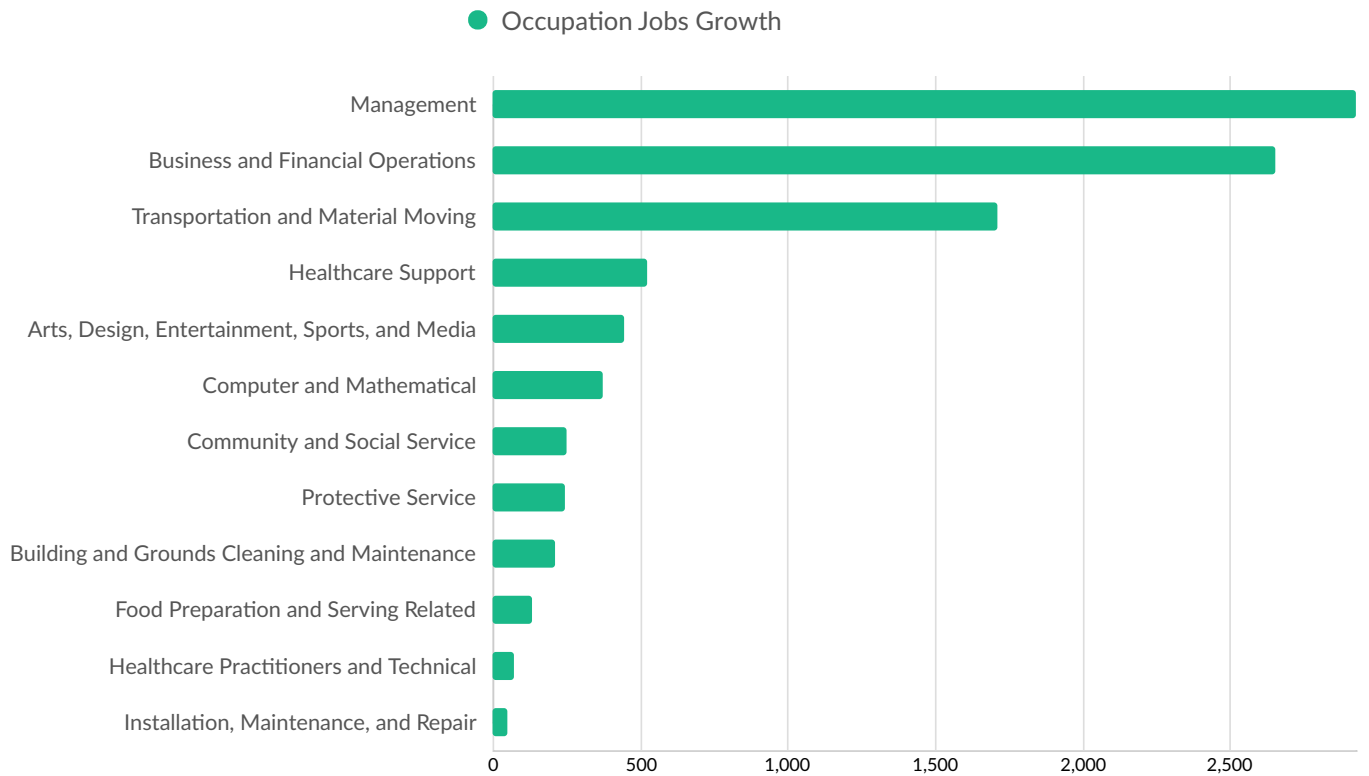
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

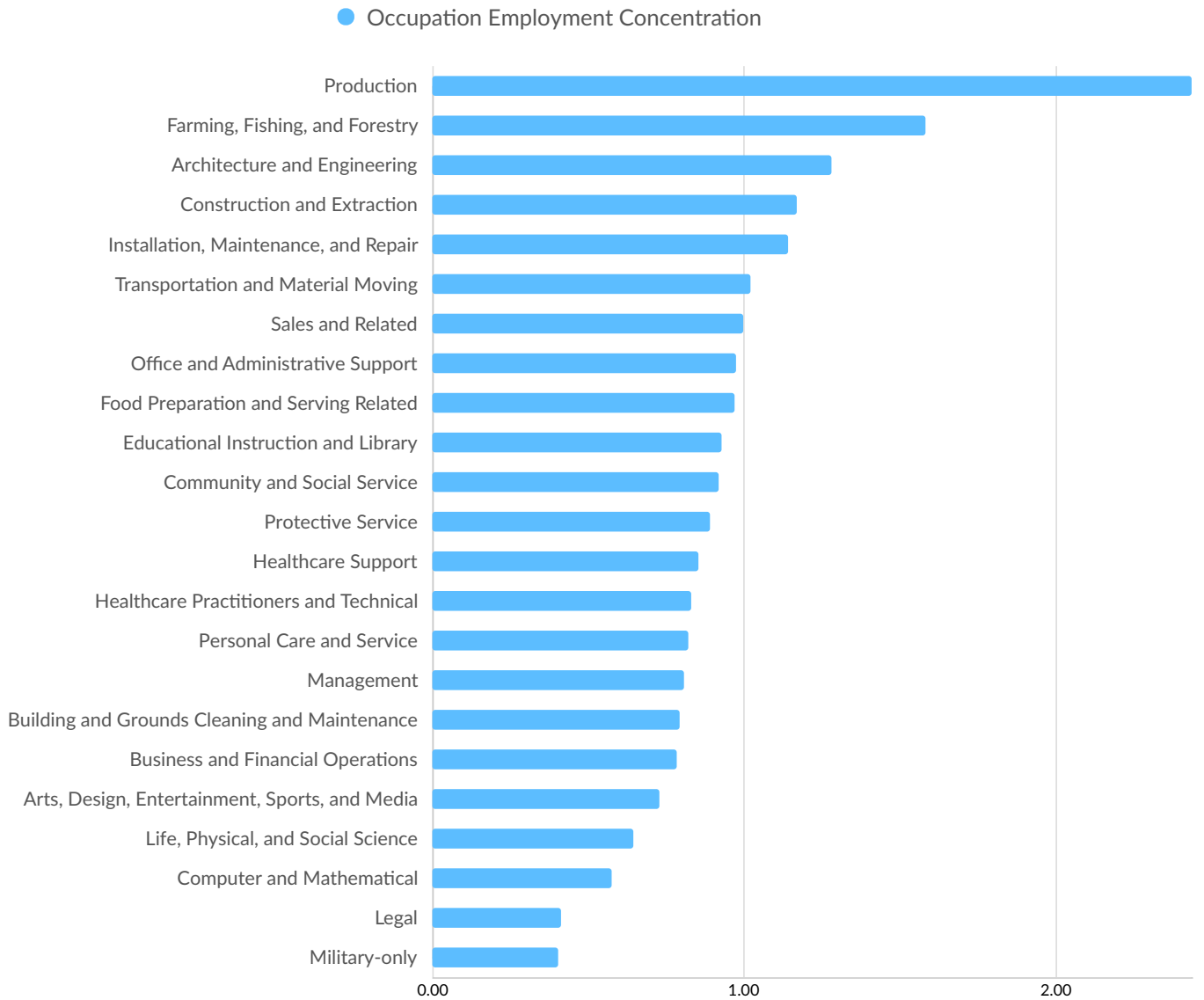
Largest Occupations



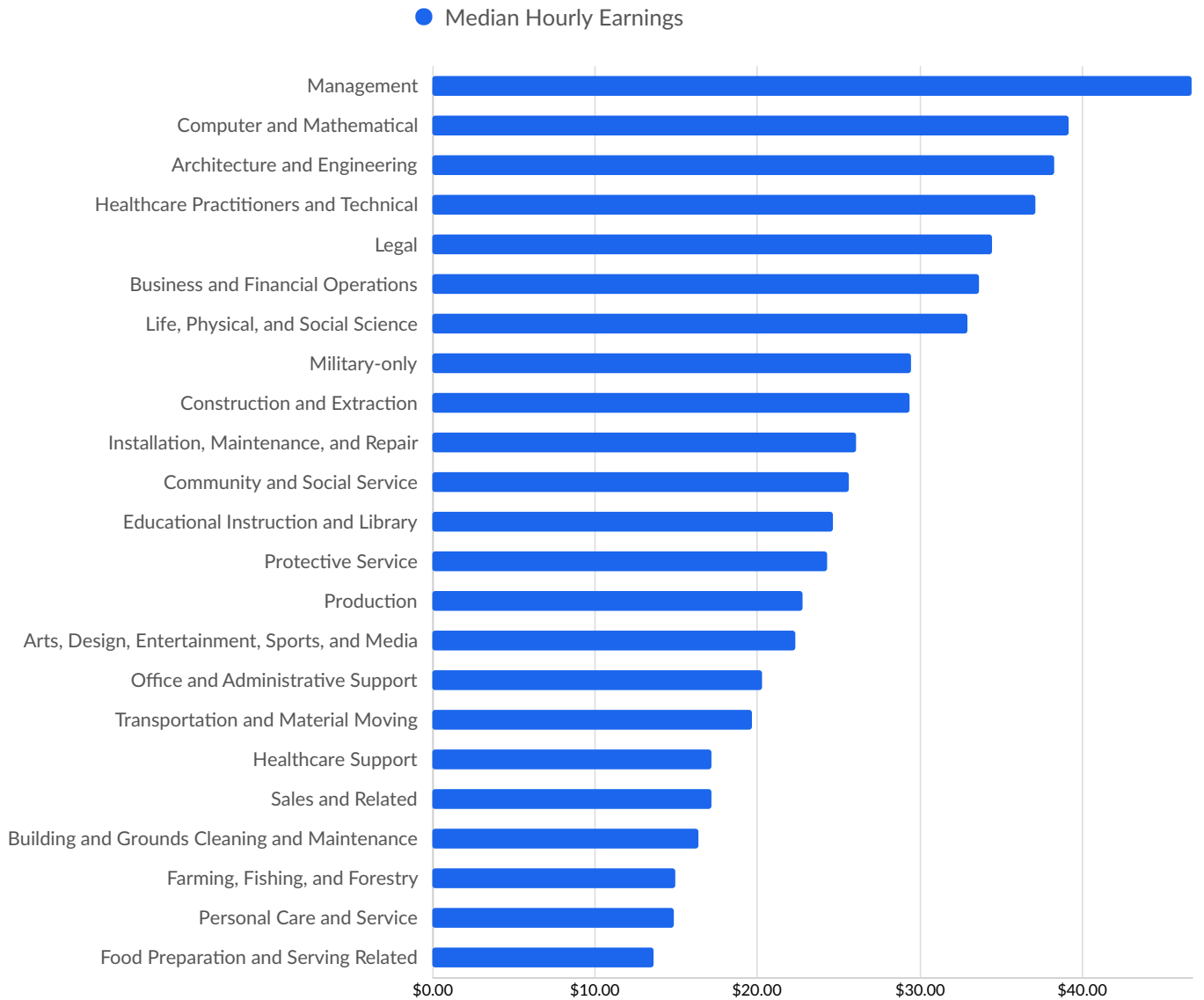
Top Growing Occupations



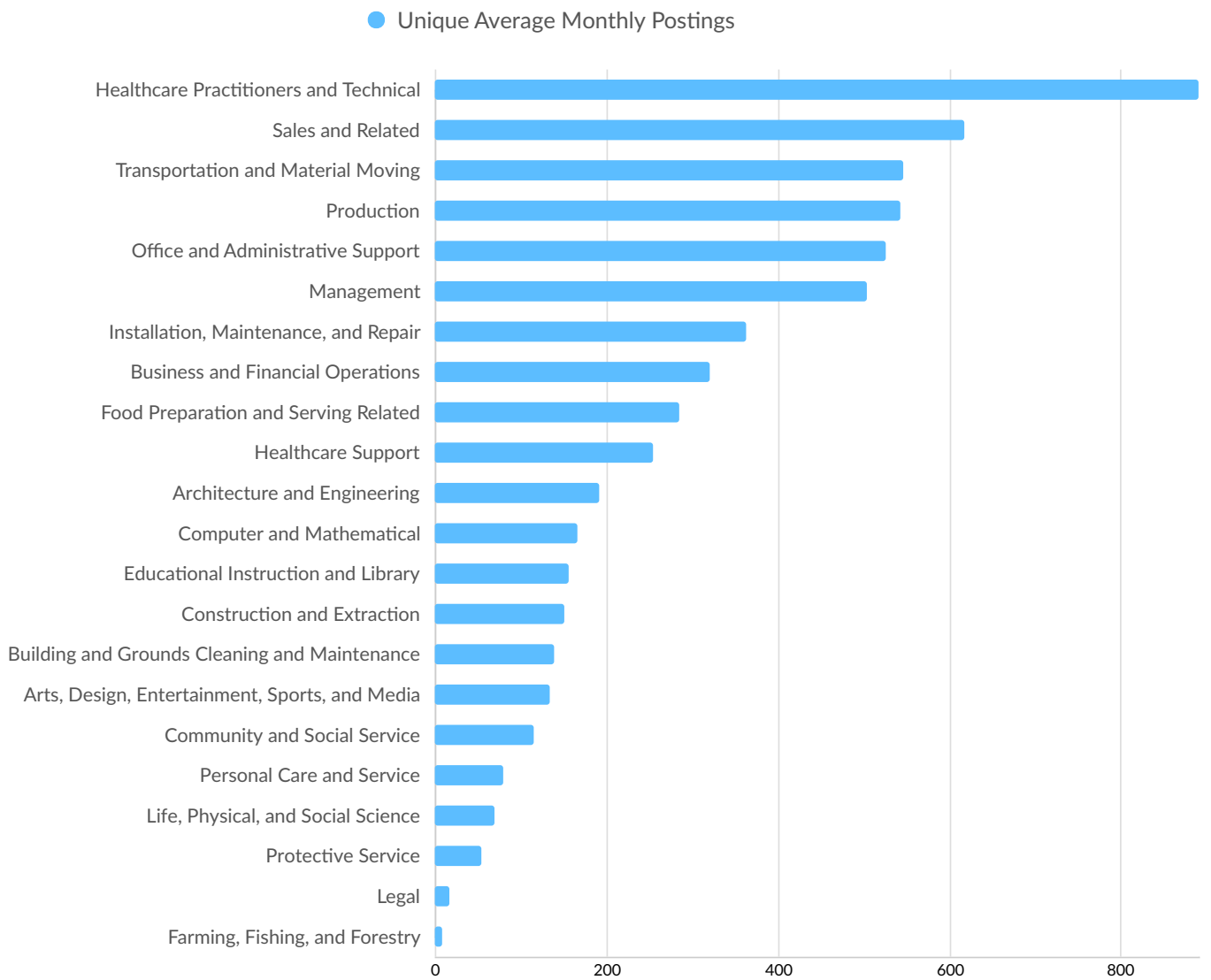
Top Occupation Employment Concentration



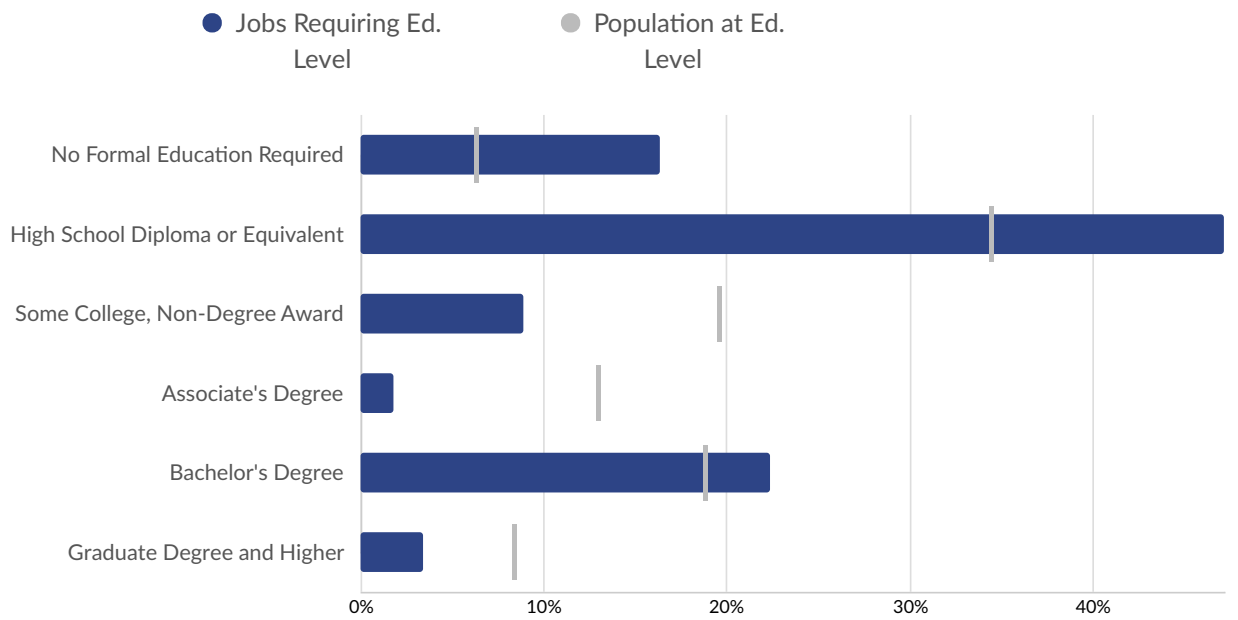
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2023, there were 8,639 graduates in ECWRPC (10 County). This pipeline has shrunk by 8% 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 "Liberal Arts and Sciences, General Studies and Humanities, Other" (Associate's).

School	Total Graduates (2023)	Graduate Trend (2019 - 2023)
Fox Valley Technical College	3,541	
University of Wisconsin-Oshkosh	2,480	
Moraine Park Technical College	1,474	
Lawrence University	431	
Marian University	374	
Ripon College	213	
Academy of Beauty Professionals	68	
College of Menominee Nation	31	
The Salon Professional Academy-Appleton	27	



In-Demand Skills

