



# Shawano County, WI

ECWRPC



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# Contents

Report Parameters .....	1
Economy Overview .....	2
Unemployment by Demographics .....	4
Historic & Projected Trends .....	8
Population Characteristics .....	12
Inbound and Outbound Migration .....	14
Industry Characteristics .....	16
Business Characteristics .....	21
Workforce Characteristics .....	23
Educational Pipeline .....	29
In-Demand Skills .....	30

## Report Parameters

### 1 County

55115 Shawano County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**41,262**

**Population (2024)**

Population grew by 468 over the last 5 years and is projected to grow by 414 over the next 5 years.

**14,456**

**Total Regional Employment**

Jobs decreased by 459 over the last 5 years but are projected to grow by 194 over the next 5 years.

**\$65.5K**

**Median Household Income (2022)**

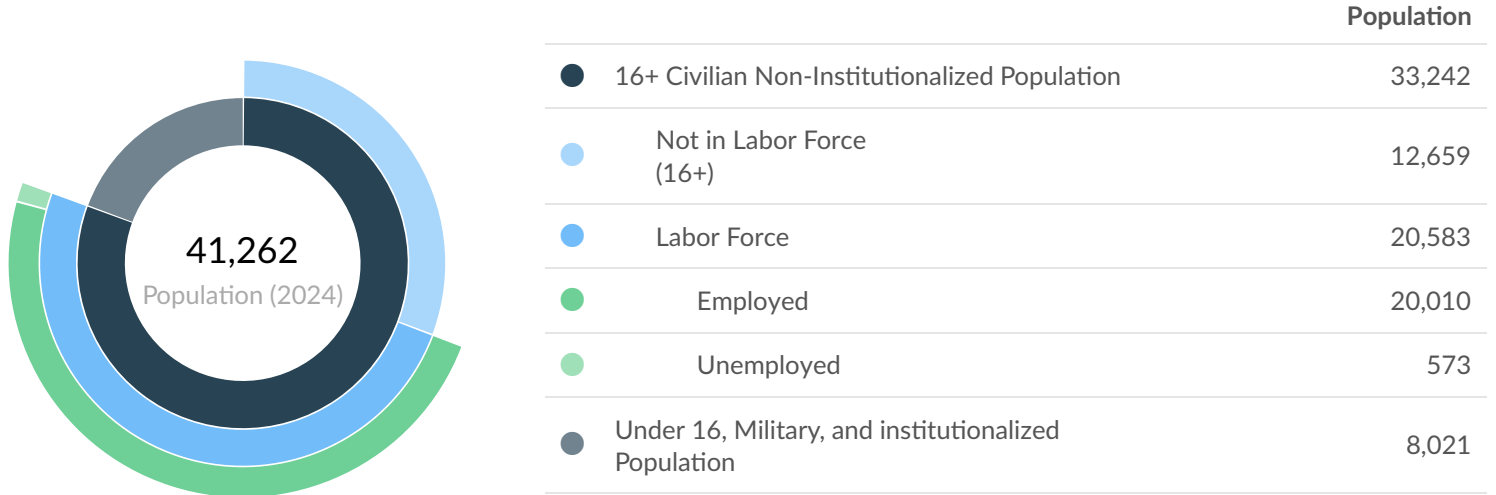
Median household income is \$9.7K below the national median household income of \$75.1K.

## Takeaways

- As of 2024 the region's population increased by 1.1% since 2019, growing by 468. Population is expected to increase by 1.0% between 2024 and 2029, adding 414.
- From 2019 to 2024, jobs declined by 3.1% in Shawano County, WI from 14,915 to 14,456. This change fell short of the national growth rate of 3.9% by 7.0%. As the number of jobs declined, the labor force participation rate decreased from 66.1% to 61.9% between 2019 and 2024.
- Concerning educational attainment, 13.3% of Shawano County, WI residents possess a Bachelor's Degree (8.1% below the national average), and 13.8% hold an Associate's Degree (4.8% above the national average).
- The top three industries in 2024 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

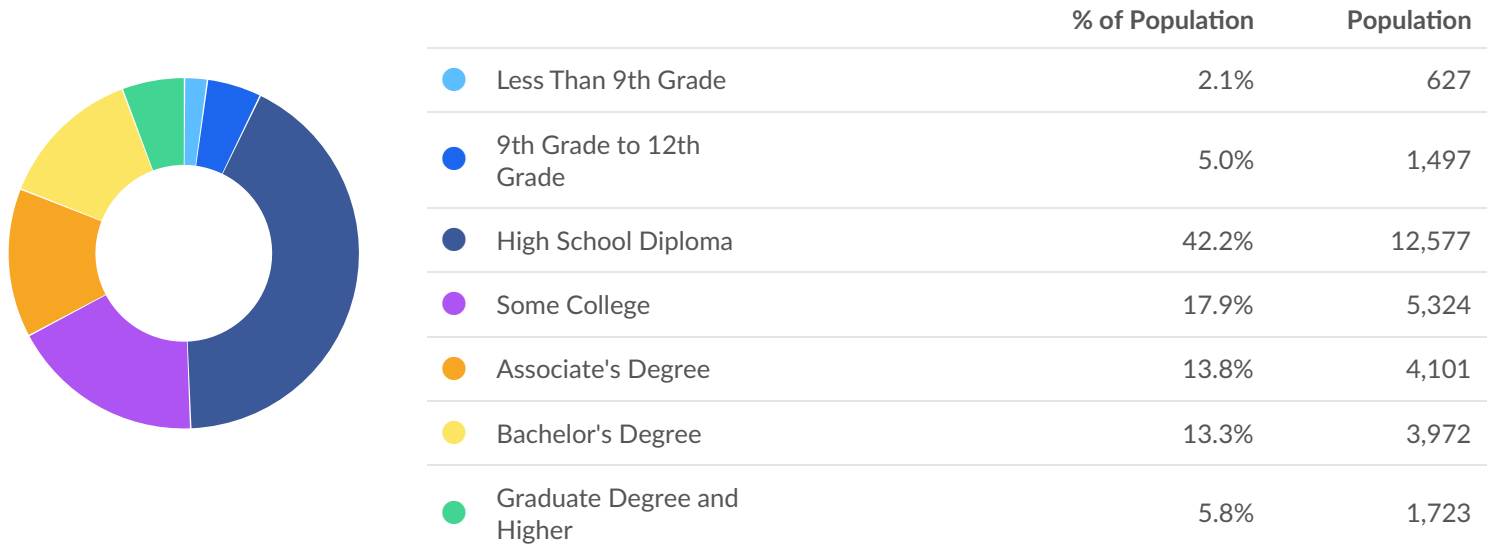
	Population (2024)	Labor Force (Dec 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	41,262	20,583	14,456	98.2	\$1.57B	\$3.12B	\$2.00B
State	5,932,800	3,151,876	3,252,259	100.2	\$422.54B	\$383.58B	\$412.93B

## Dec 2024 Labor Force Breakdown



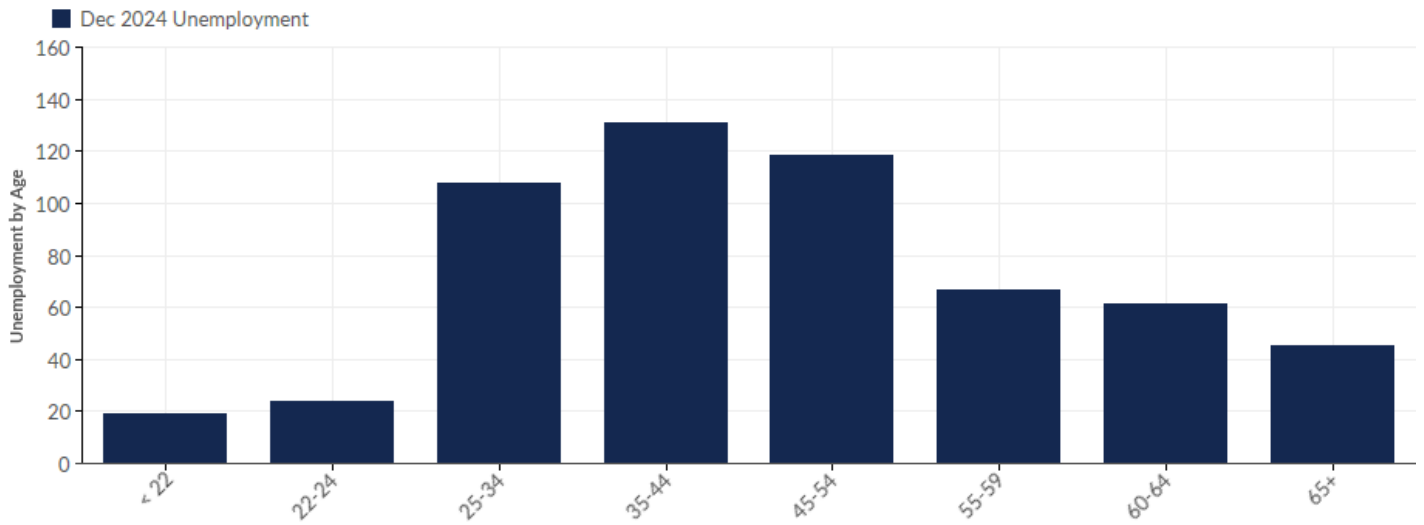
## Educational Attainment

Concerning educational attainment, **13.3% of Shawano County, WI residents possess a Bachelor's Degree** (8.1% below the national average), and **13.8% hold an Associate's Degree** (4.8% above the national average).



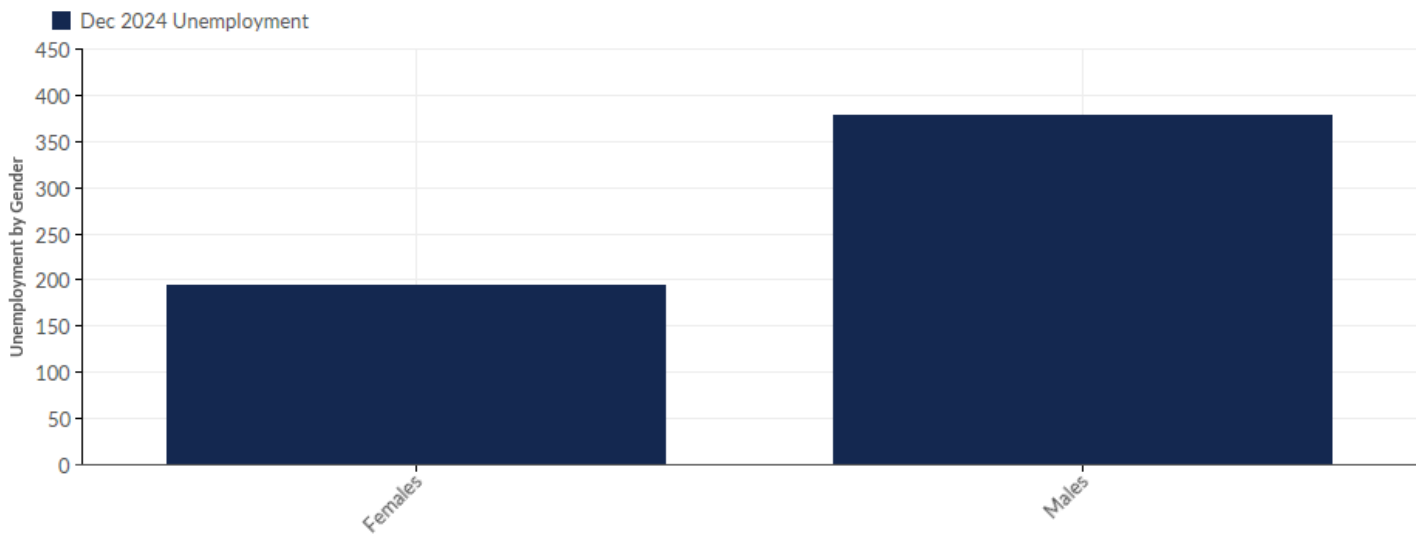
# Unemployment by Demographics

## Unemployment by Age



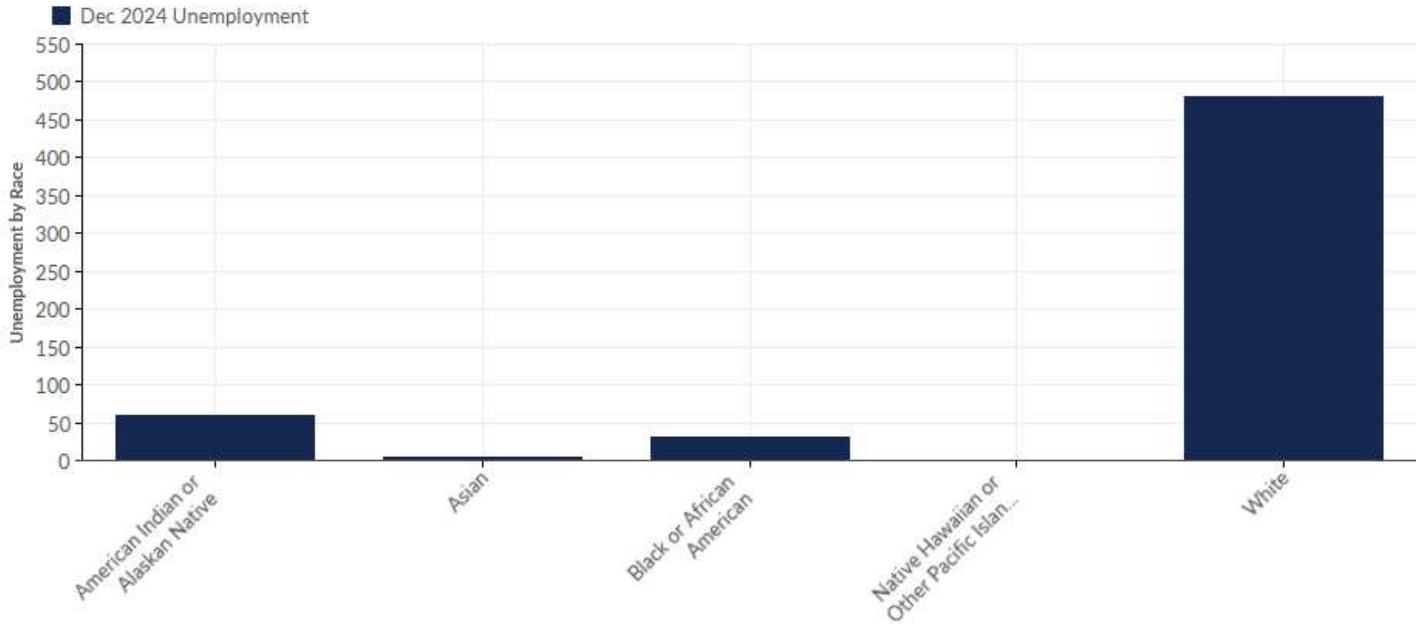
Age	Unemployment (Dec 2024)	% of Unemployed
< 22	19	3.32%
22-24	24	4.19%
25-34	108	18.85%
35-44	131	22.86%
45-54	118	20.59%
55-59	67	11.69%
60-64	61	10.65%
65+	45	7.85%
Total	573	100.00%

## Unemployment by Gender



Gender	Unemployment (Dec 2024)	% of Unemployed
Females	194	33.86%
Males	379	66.14%
Total	573	100.00%

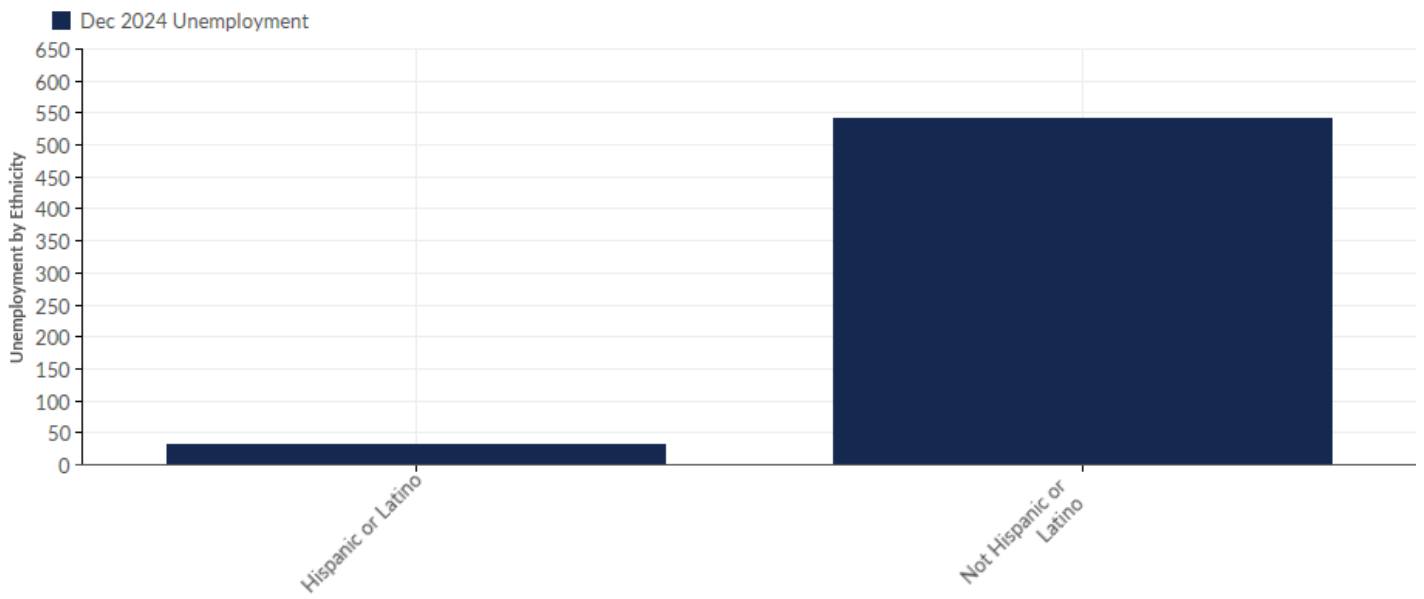
## Unemployment by Race



Race	Unemployment (Dec 2024)	% of Unemployed
American Indian or Alaskan Native	58	10.12%
Asian	4	0.70%
Black or African American	31	5.41%
Native Hawaiian or Other Pacific Islander	1	0.17%
White	480	83.77%
Total	573	100.00%



## Unemployment by Ethnicity

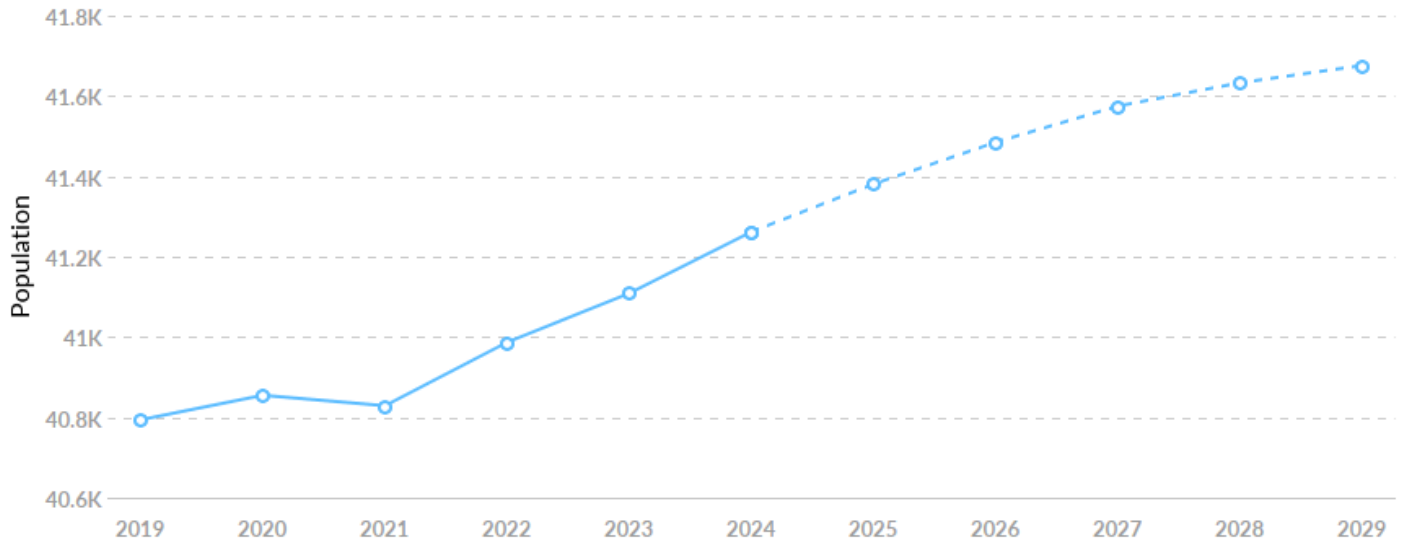


Ethnicity	Unemployment (Dec 2024)	% of Unemployed
Hispanic or Latino	32	5.58%
Not Hispanic or Latino	541	94.42%
Total	573	100.00%

# Historic & Projected Trends

## Population Trends

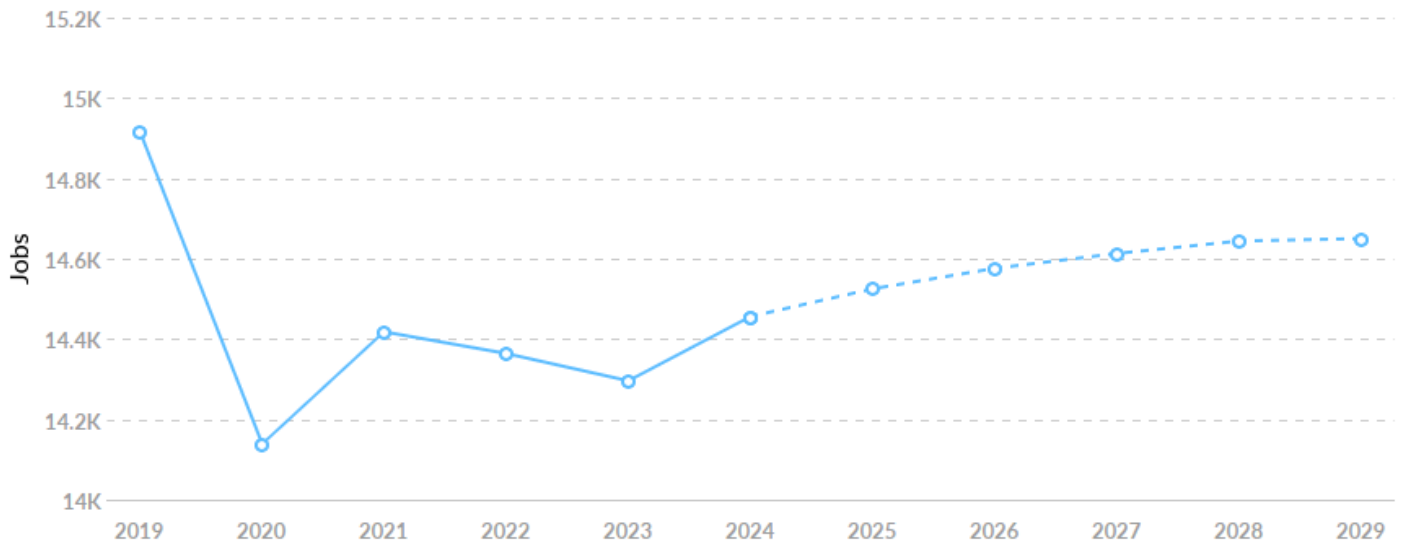
As of 2024 the region's population increased by 1.1% since 2019, growing by 468. Population is expected to increase by 1.0% between 2024 and 2029, adding 414.



Timeframe	Population
2019	40,794
2020	40,855
2021	40,829
2022	40,987
2023	41,109
2024	41,262
2025	41,381
2026	41,485
2027	41,575
2028	41,633
2029	41,676

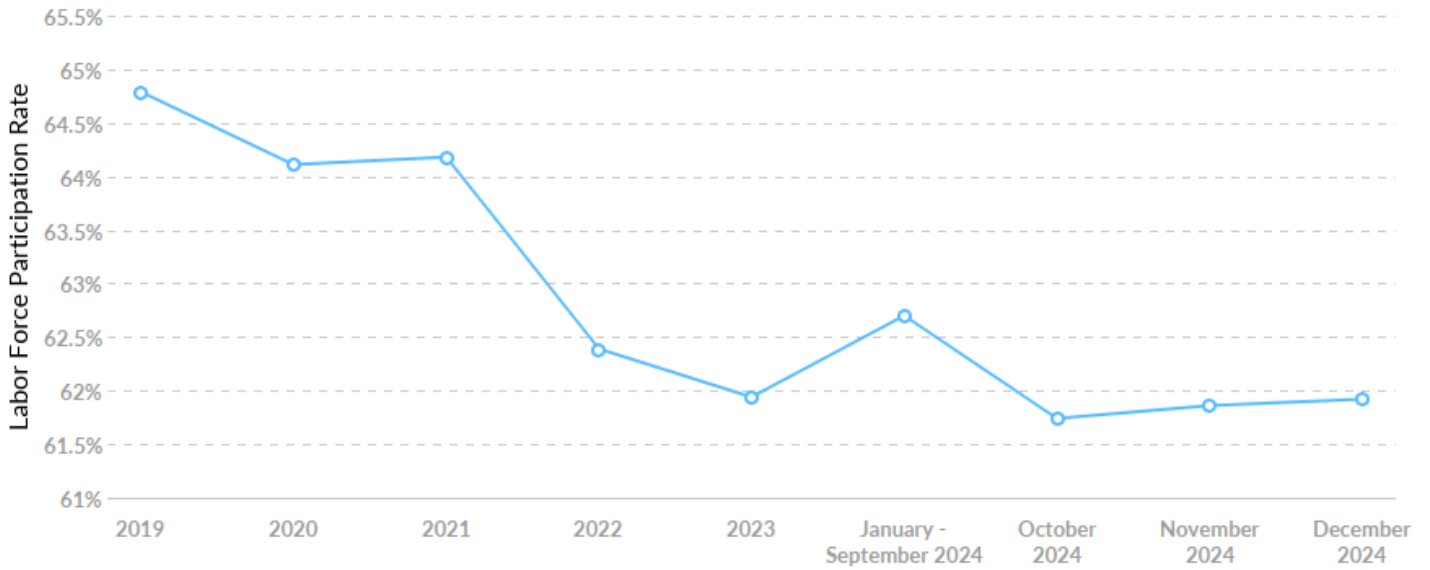
## Job Trends

From 2019 to 2024, jobs declined by 3.1% in Shawano County, WI from 14,915 to 14,456. This change fell short of the national growth rate of 3.9% by 7.0%.



Timeframe	Jobs
2019	14,915
2020	14,138
2021	14,418
2022	14,364
2023	14,296
2024	14,456
2025	14,525
2026	14,576
2027	14,613
2028	14,644
2029	14,650

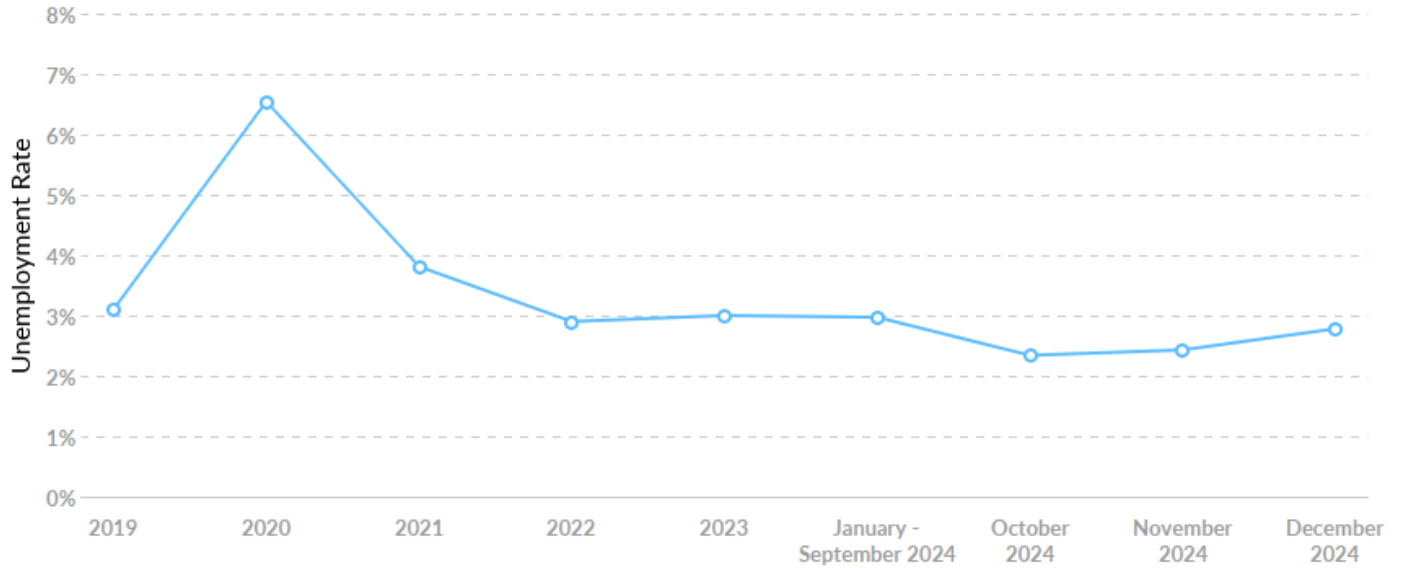
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	64.79%
2020	64.11%
2021	64.18%
2022	62.39%
2023	61.94%
January - September 2024	62.70%
October 2024	61.74%
November 2024	61.86%
December 2024	61.92%

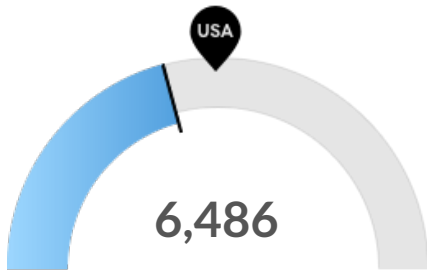
## Unemployment Rate Trends

Shawano County, WI had a December 2024 unemployment rate of 2.78%, decreasing from 3.10% 5 years before.



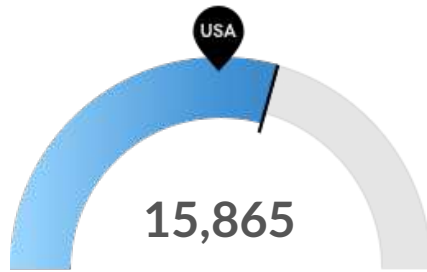
Timeframe	Unemployment Rate
2019	3.10%
2020	6.54%
2021	3.81%
2022	2.90%
2023	3.00%
January - September 2024	2.97%
October 2024	2.34%
November 2024	2.43%
December 2024	2.78%

## Population Characteristics



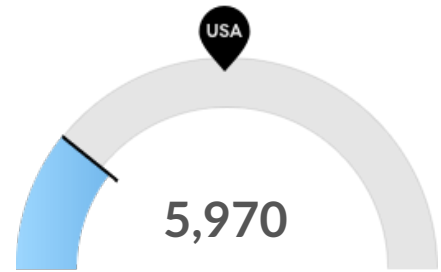
**Millennials**

Shawano County, WI has 6,486 millennials (ages 25-39). The national average for an area this size is 8,353.



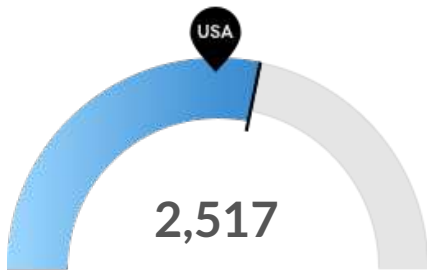
**Retiring Soon**

Retirement risk is high in Shawano County, WI. The national average for an area this size is 12,410 people 55 or older, while there are 15,865 here.



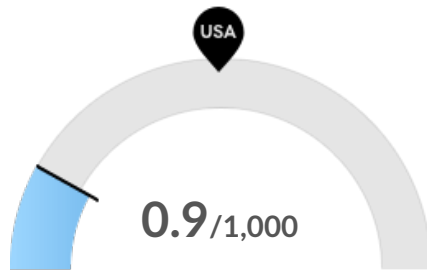
**Racial Diversity**

Racial diversity is low in Shawano County, WI. The national average for an area this size is 17,121 racially diverse people, while there are 5,970 here.



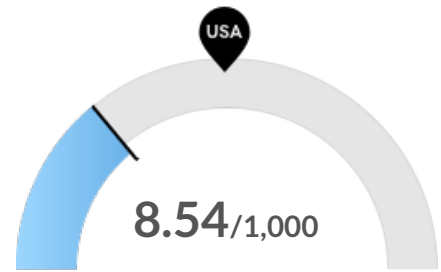
**Veterans**

Shawano County, WI has 2,517 veterans. The national average for an area this size is 2,095.



**Violent Crime**

Shawano County, WI has 0.9 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

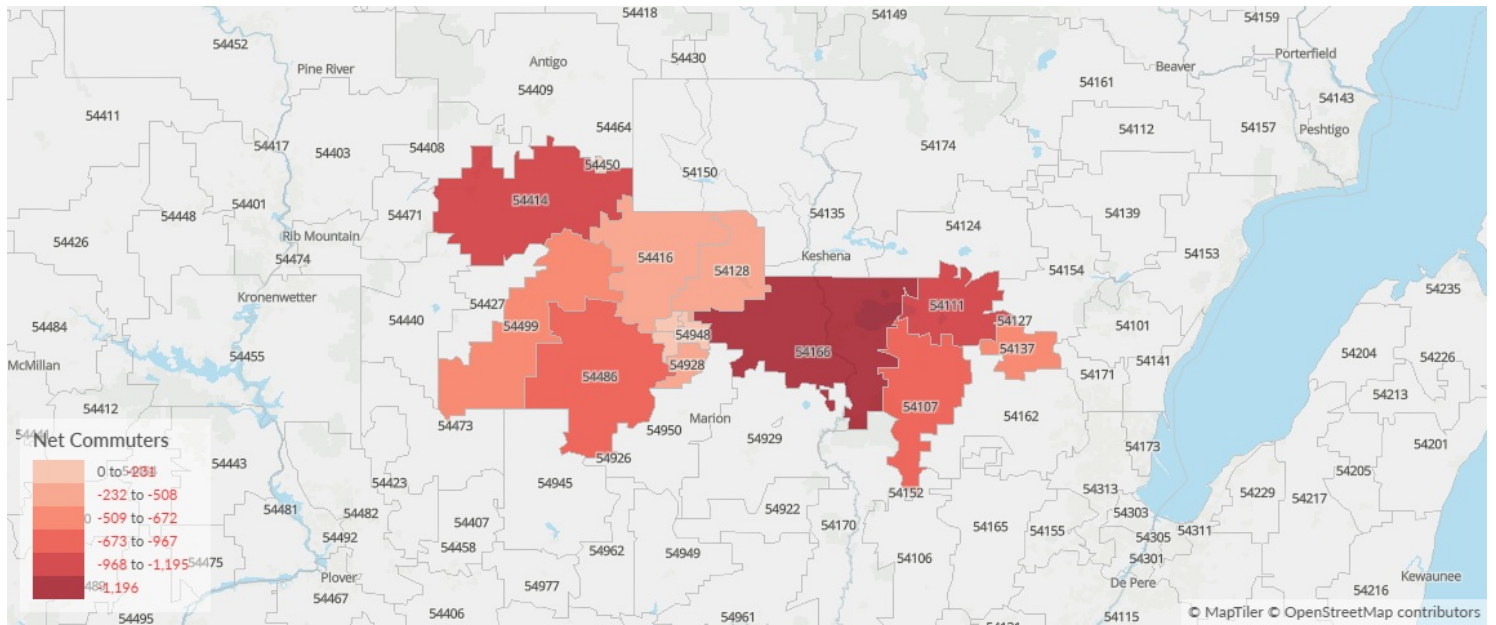


**Property Crime**

Shawano County, WI has 8.54 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 Shawano County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

Where Talent Lives

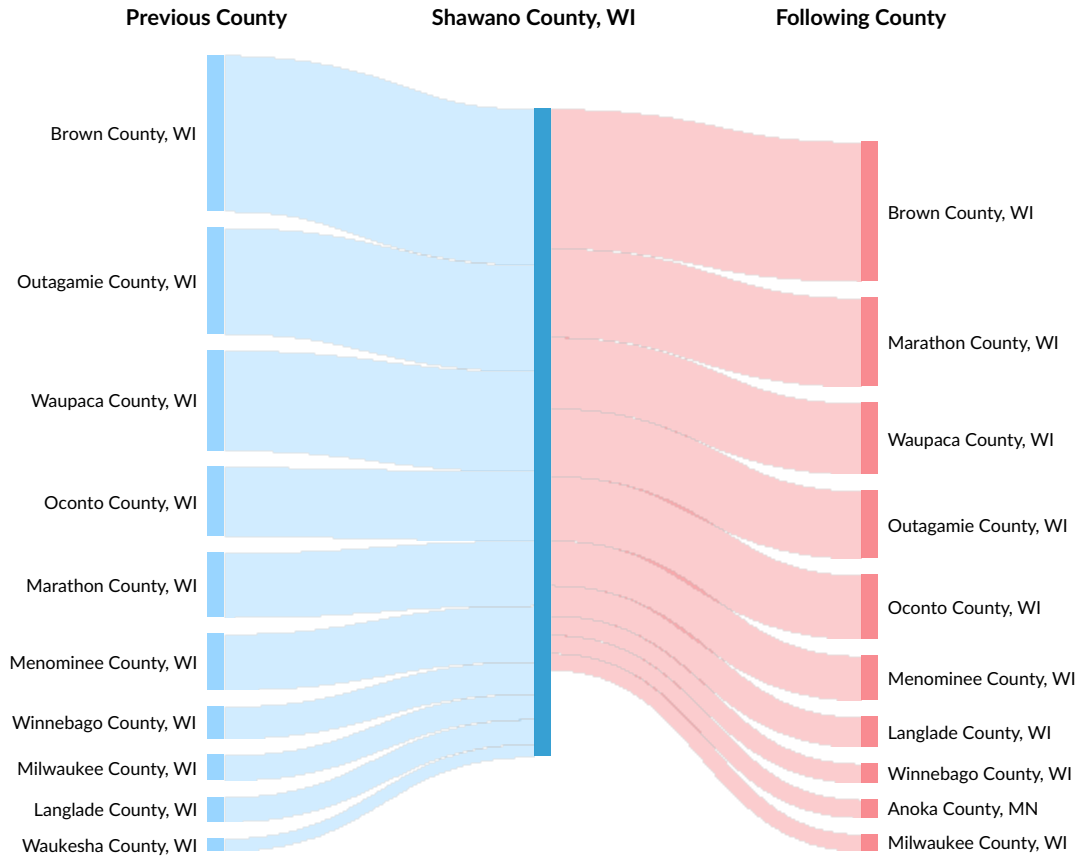
ZIP	Name	2024 Employment
54166	Shawano, WI (in Shawa...	8,537
54107	Bonduel, WI (in Shawan...	1,527
54499	Wittenberg, WI (in Shaw...	1,118
54414	Birnamwood, WI (in Sha...	848
54416	Bowler, WI (in Shawano...	529

ZIP	Name	2024 Workers
54166	Shawano, WI (in Shawa...	9,732
54107	Bonduel, WI (in Shawan...	2,342
54414	Birnamwood, WI (in Sha...	1,816
54499	Wittenberg, WI (in Shaw...	1,698
54111	Cecil, WI (in Shawano c...	1,352

# 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 2022, 277 people have migrated from Brown County, WI to Shawano County, WI. In the same year, 248 people left Shawano County, WI migrating to Brown County, WI. The total Net Migration for Shawano County, WI in 2022 was 209.



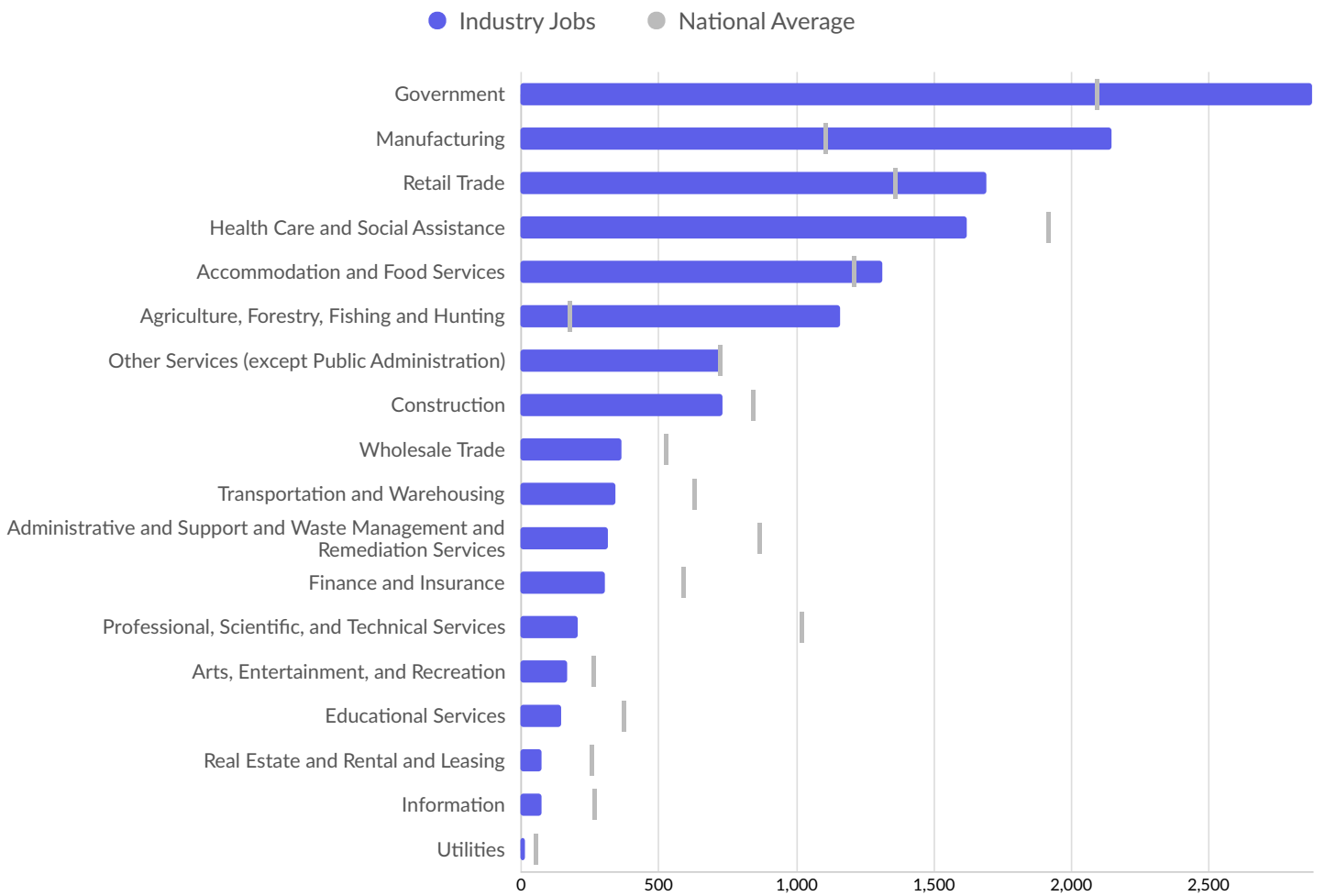
Top Previous Counties	Migrations
Brown County, WI	277
Outagamie County, WI	189
Waupaca County, WI	178
Oconto County, WI	123
Marathon County, WI	115
Menominee County, WI	99



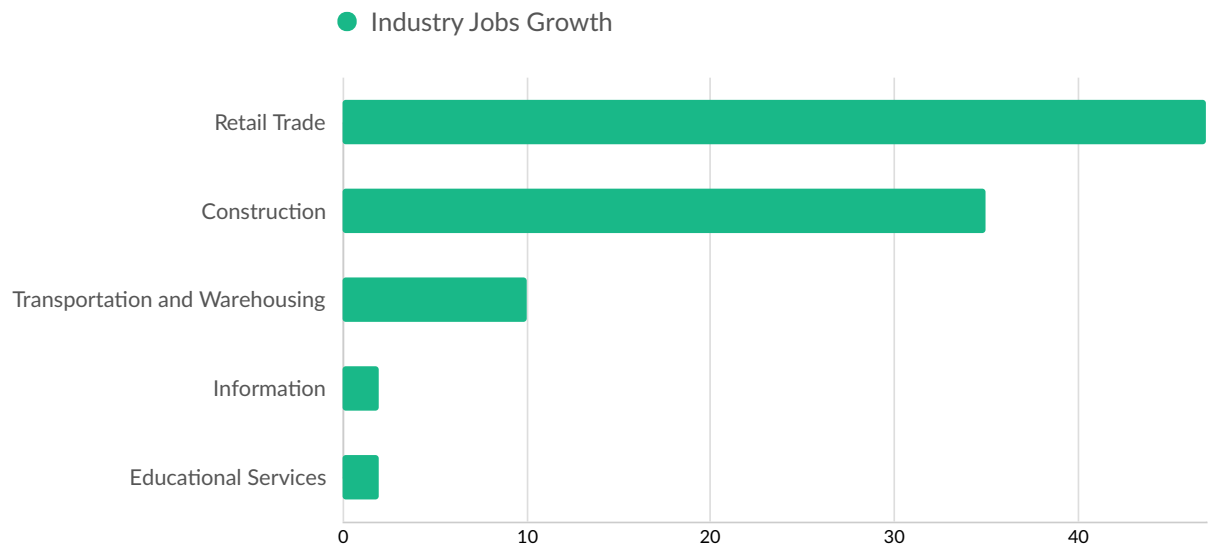
Top Previous Counties	Migrations
Winnebago County, WI	57
Milwaukee County, WI	45
Langlade County, WI	44
Waukesha County, WI	23
Cook County, IL	17
Dane County, WI	16
Price County, WI	16
Taylor County, WI	15
La Crosse County, WI	15
Top Following Counties	Migrations
Brown County, WI	248
Marathon County, WI	157
Waupaca County, WI	126
Outagamie County, WI	120
Oconto County, WI	114
Menominee County, WI	80
Langlade County, WI	54
Winnebago County, WI	34
Anoka County, MN	32
Milwaukee County, WI	30
Sawyer County, WI	21
Sauk County, WI	19
Fond du Lac County, WI	19
Harris County, TX	15
Dunn County, WI	14

# Industry Characteristics

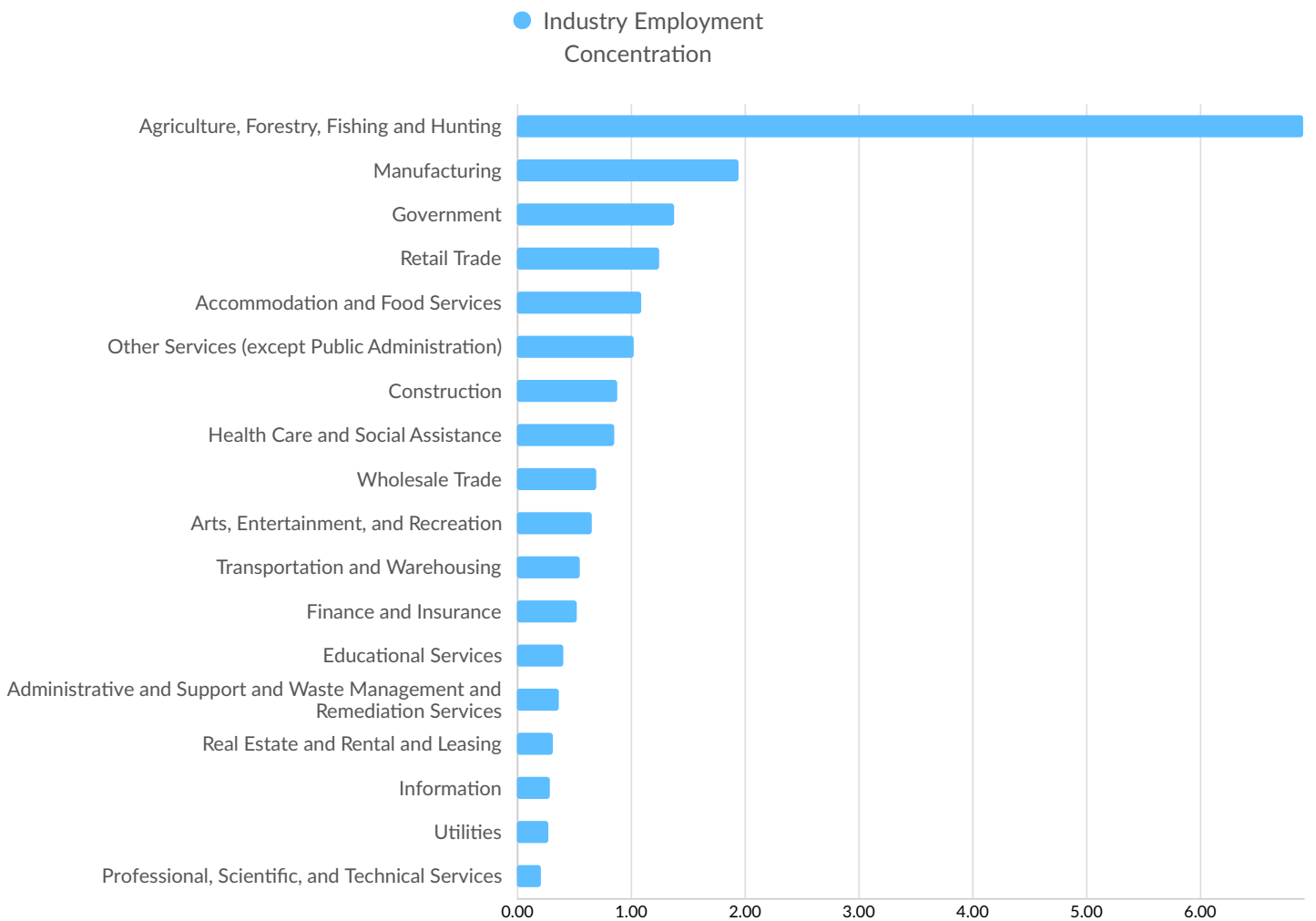
## Largest Industries



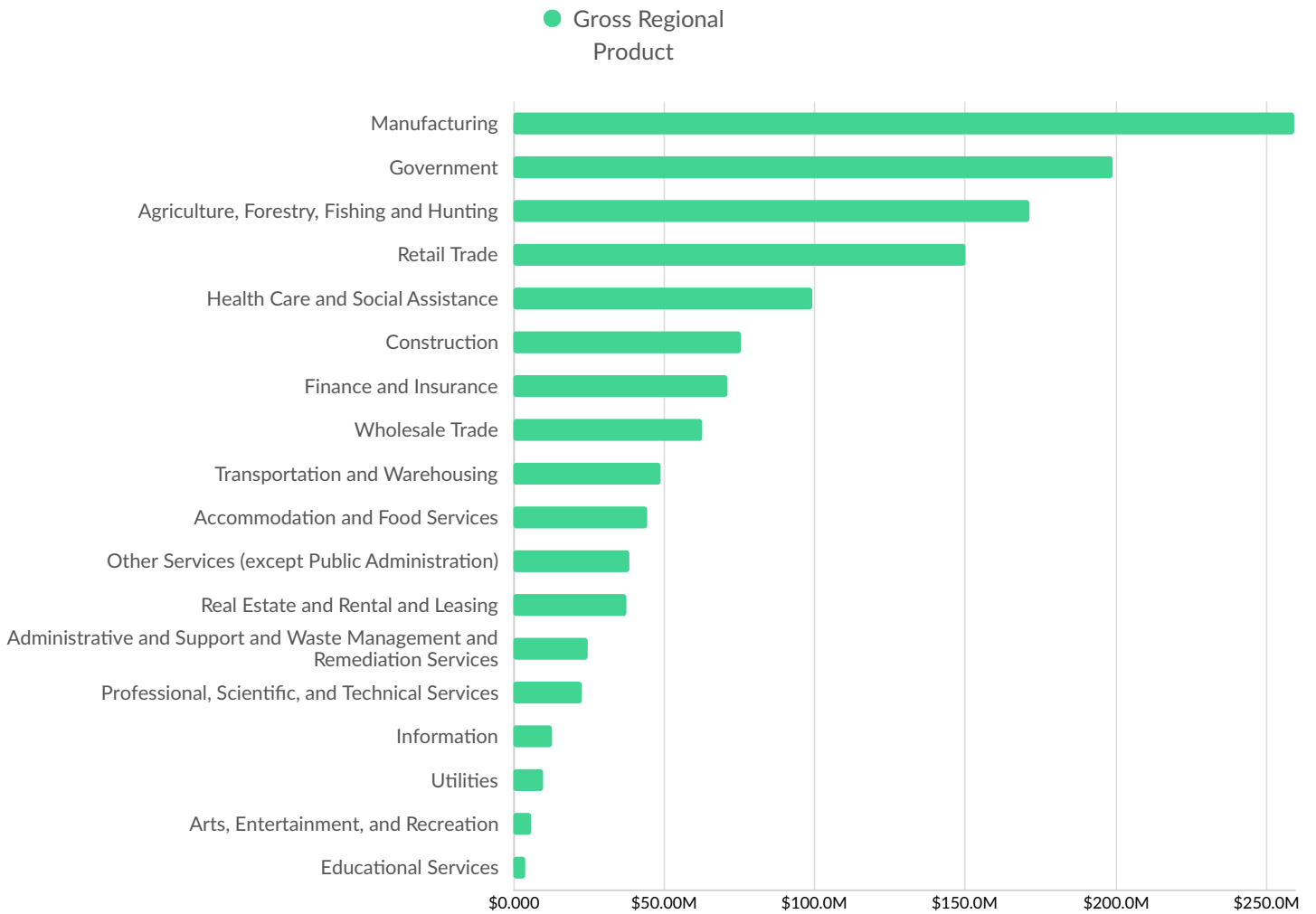
## Top Growing Industries



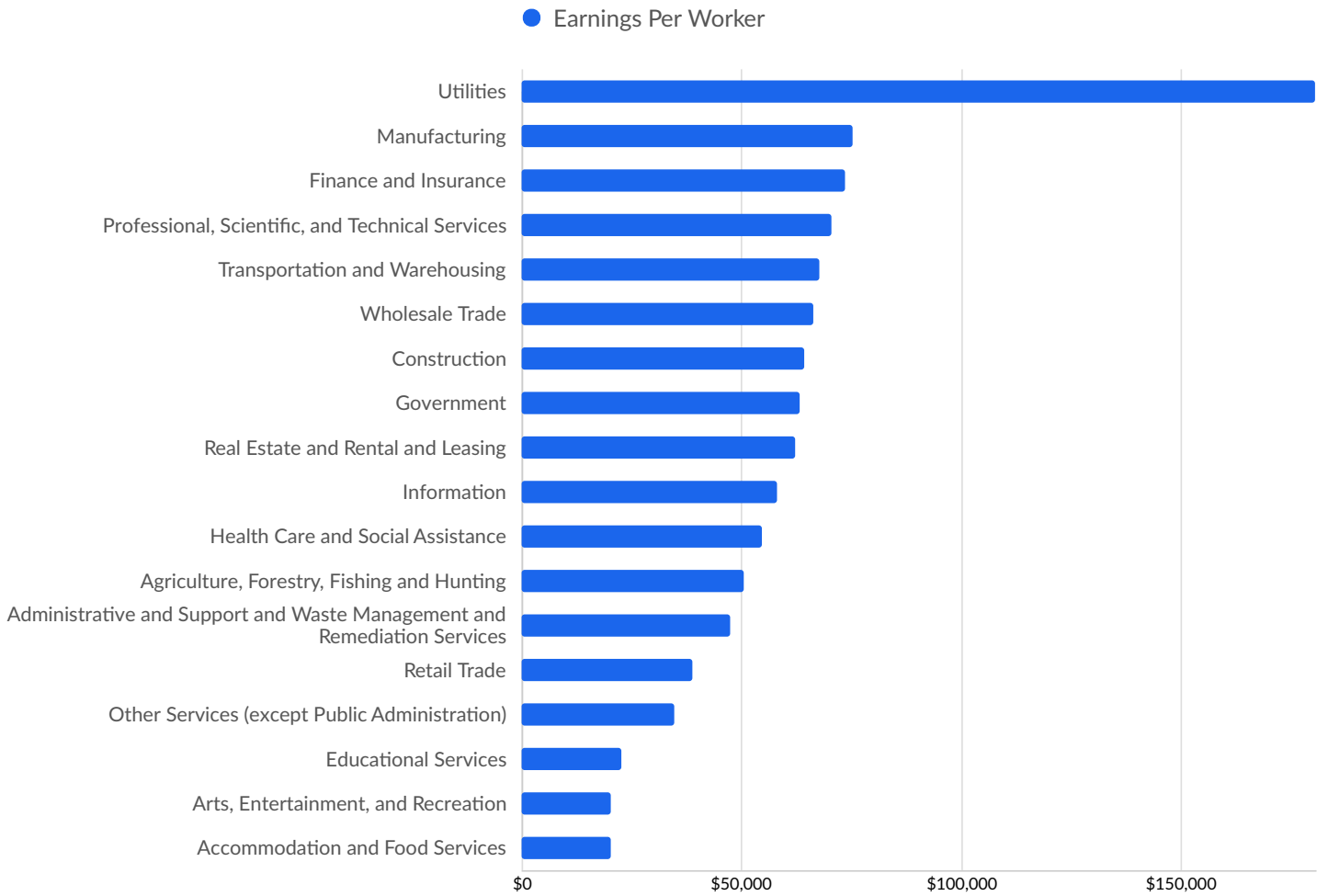
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



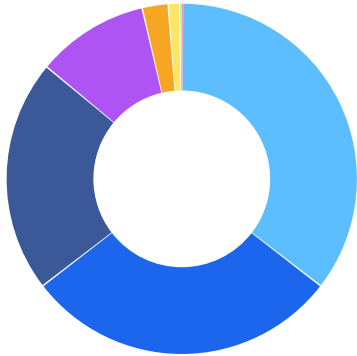
## Business Characteristics

### 2,738 Companies Employ Your Workers

Online profiles for your workers mention 2,738 companies as employers, with the top 10 appearing below. In the last 12 months, 408 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	117 	ThedaCare	158 
ThedaCare	102 	Performance Food Group	72 
North Star Mohican Casino	78 	Community Horizons	58 
College of Menominee Nation	56 	Walmart	58 
Genex	53 	Celerity Staffing Solutions	54 
Menominee Indian Tribe Of Wis...	45 	Charlie's County Market	49 
Northeast Wisconsin Technical ...	44 	Shawano County	48 
Menominee Casino Resort	43 	Core-Mark International	38 
Charter Arrowcast	40 	Ki	34 
Shawano County	38 	NAPA Auto Parts	32 

## Business Size



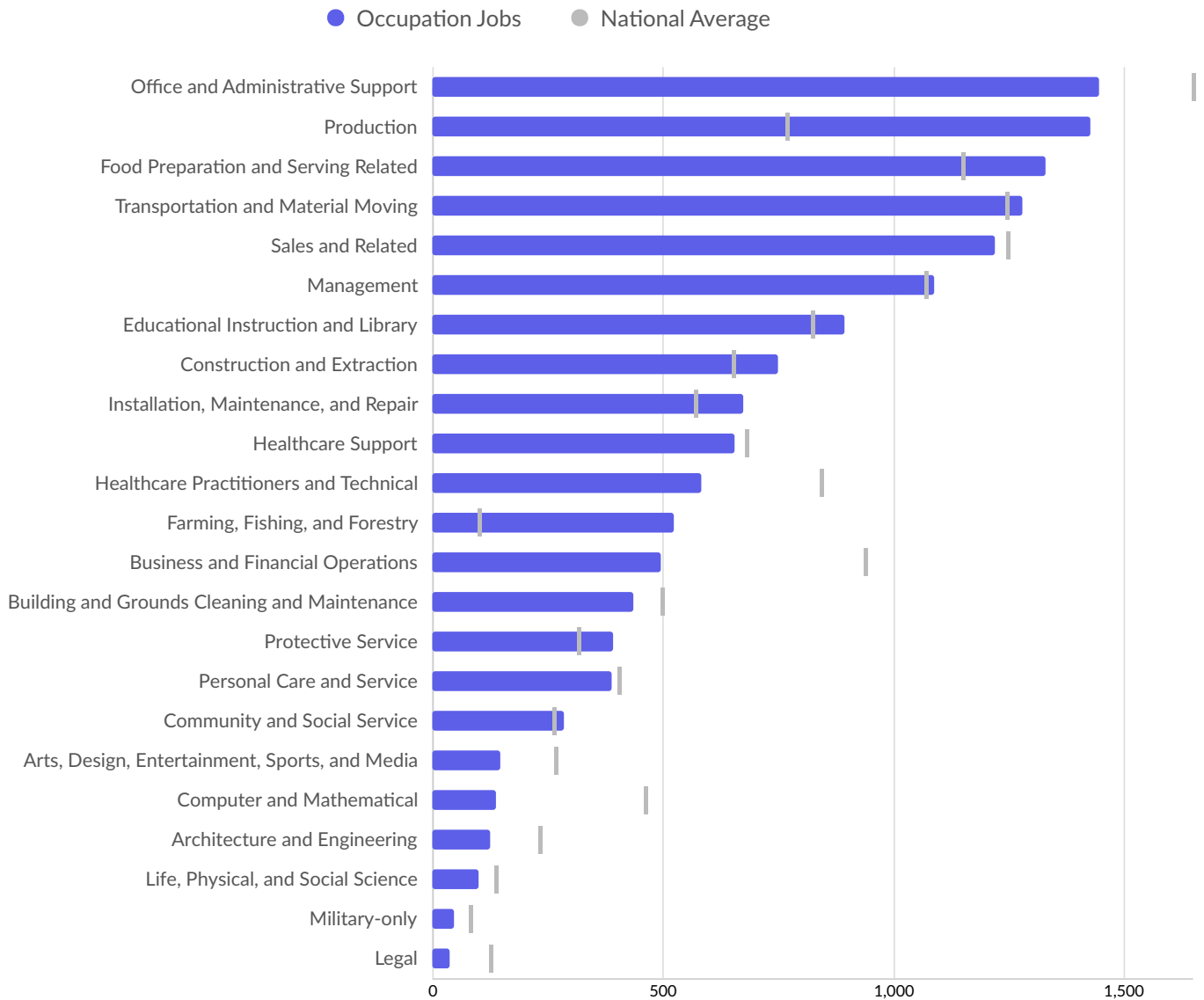
	Percentage	Business Count
● 1 to 4 employees	35.4%	564
● 5 to 9 employees	29.1%	464
● 10 to 19 employees	21.5%	342
● 20 to 49 employees	10.4%	165
● 50 to 99 employees	2.4%	38
● 100 to 249 employees	1.1%	17
● 250 to 499 employees	0.2%	3
● 500+ employees	0.1%	1

*\*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.*

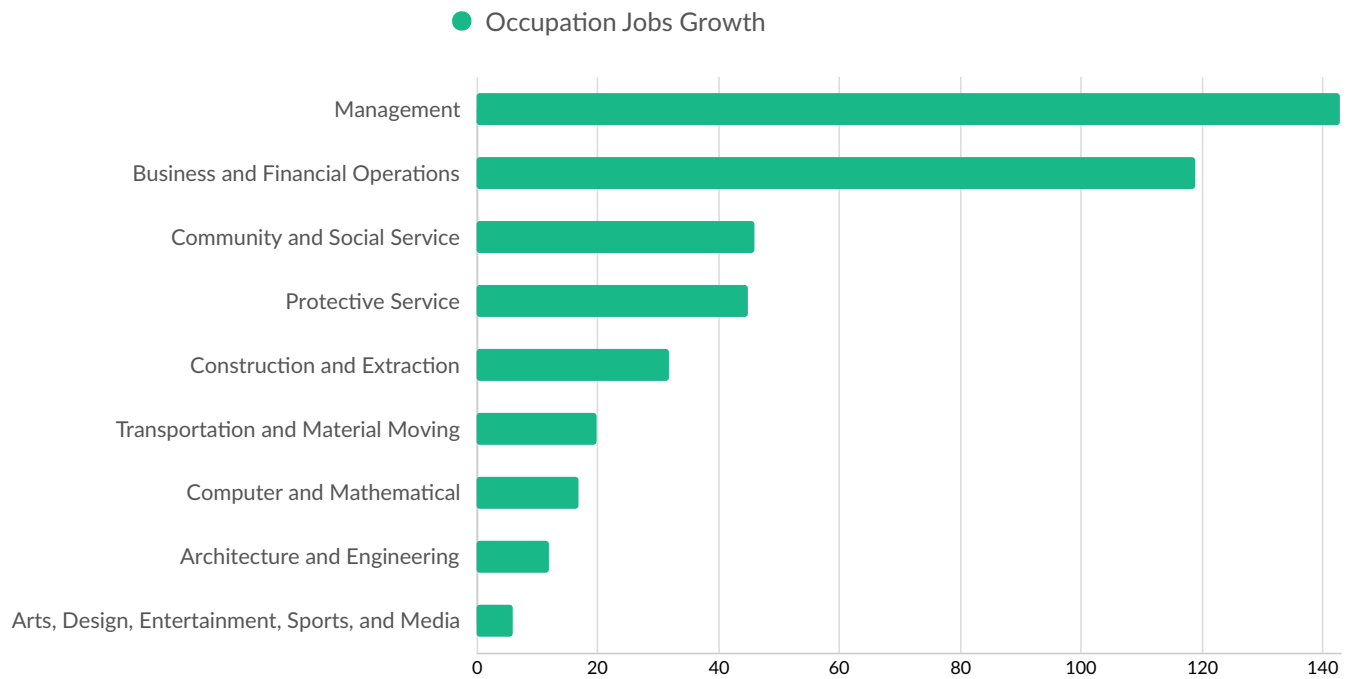


# Workforce Characteristics

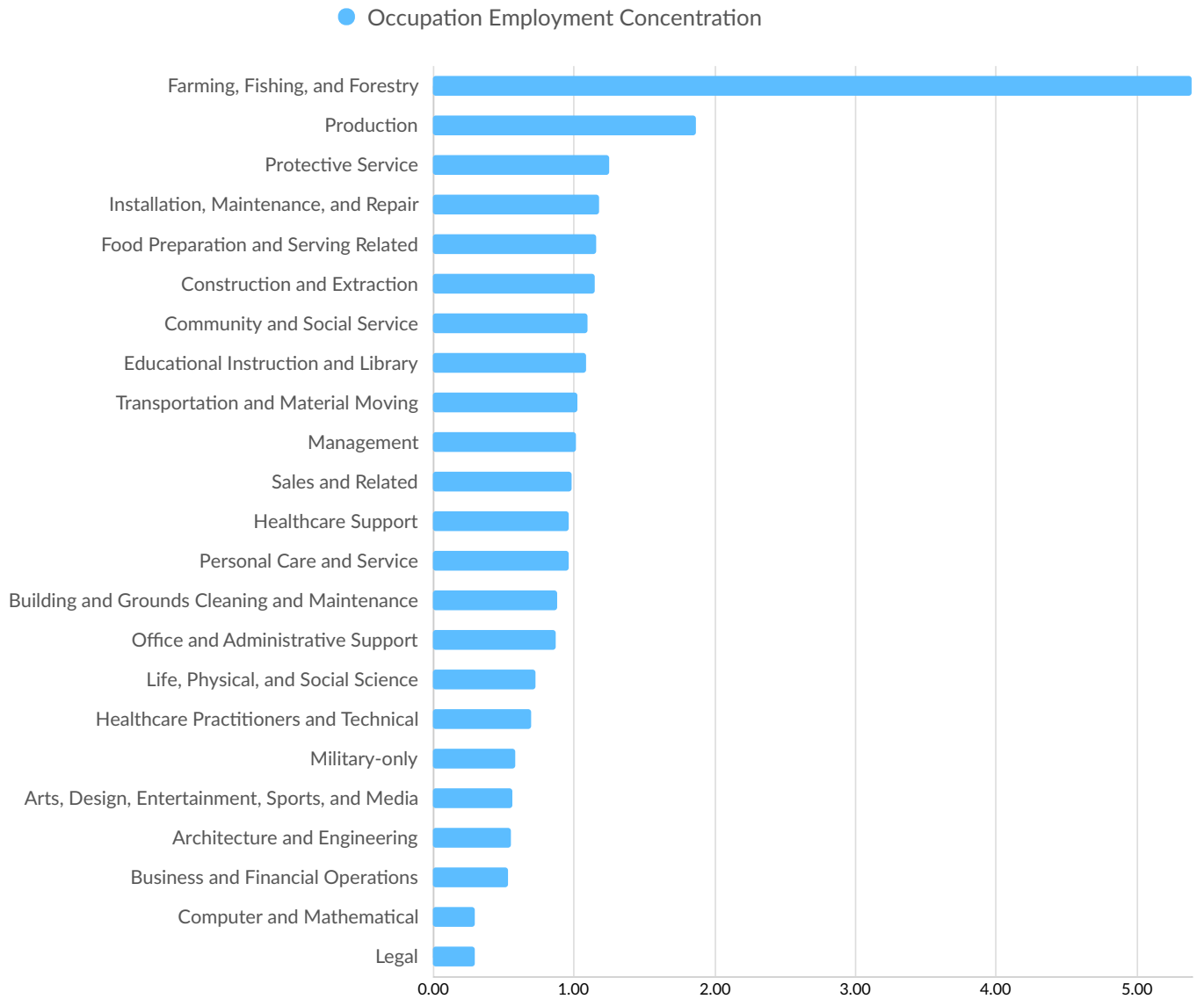
## Largest Occupations



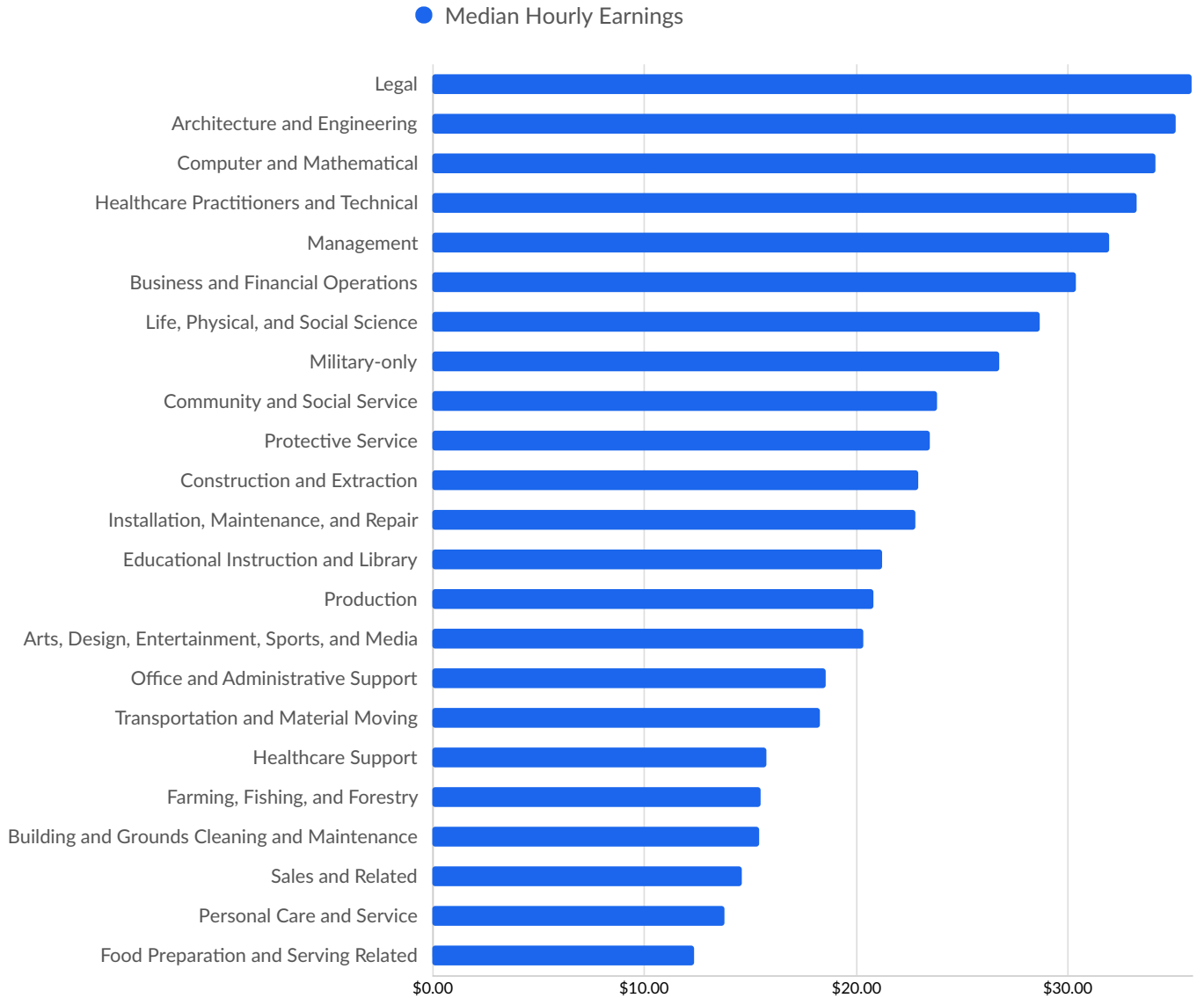
## Top Growing Occupations



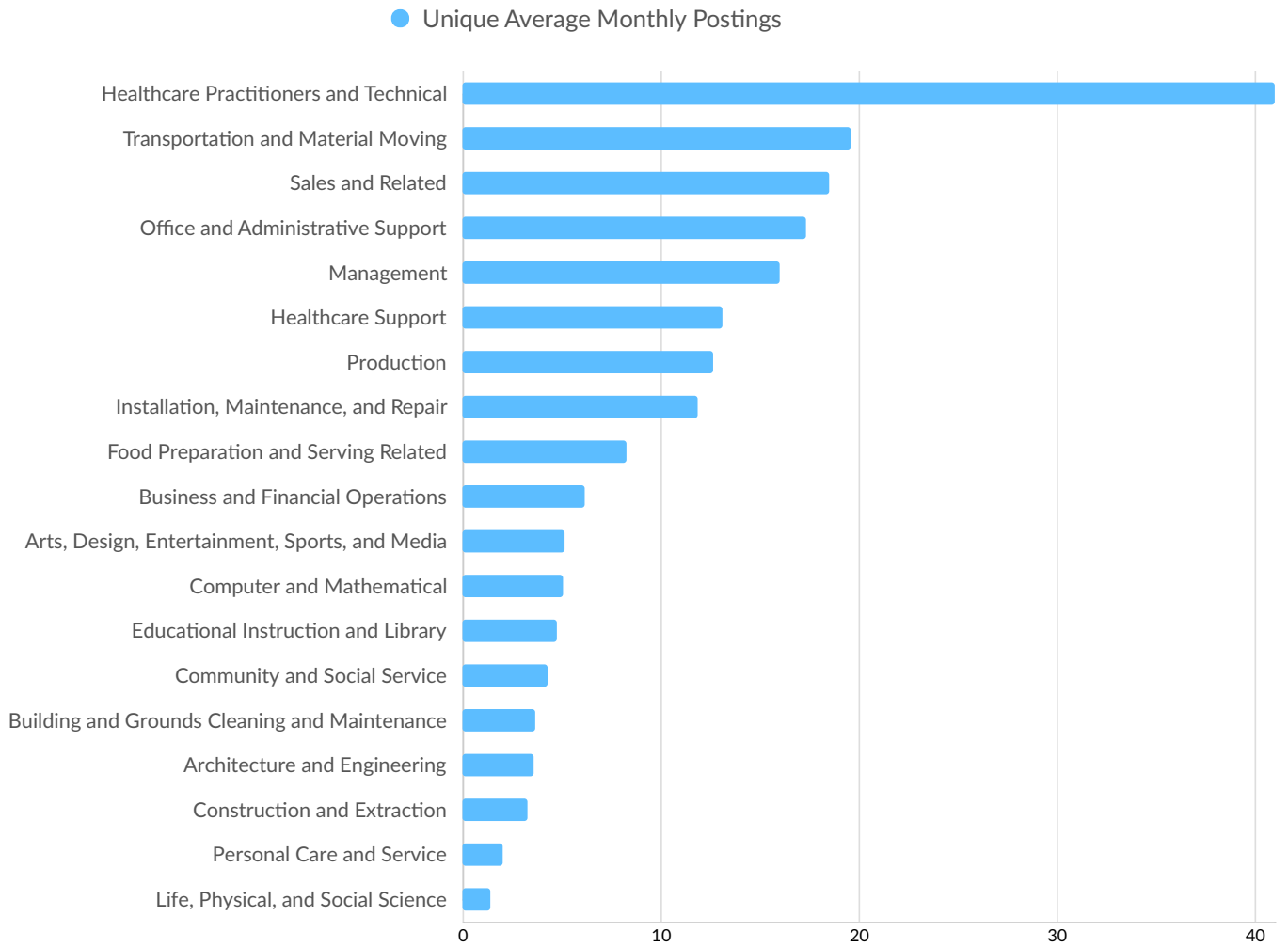
## Top Occupation Employment Concentration



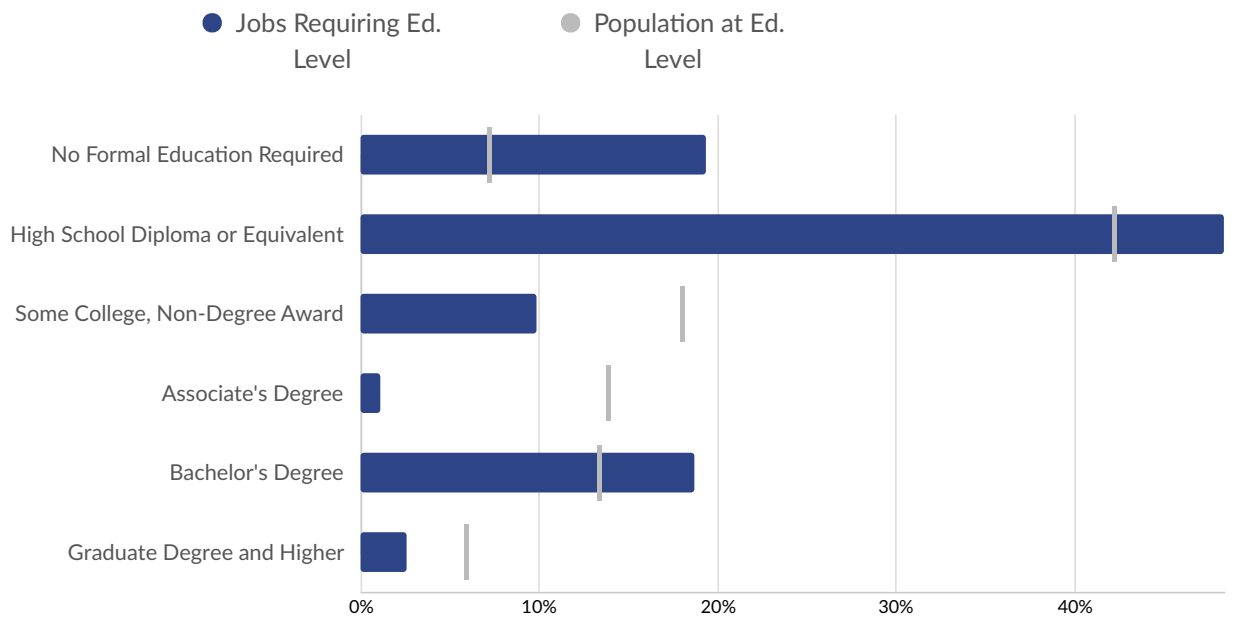
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

