Bay-Lake Regional Planning Commission

Bay-Lake Regional Planning Commission

BAY LAKE
Regional Planning Commission | Since 1972

Contents

Report Parameters 1
Economy Overview 2
Historic & Projected Trends 4
Population Characteristics 8
Industry Characteristics 10
Business Characteristics 16
Workforce Characteristics 18
Educational Pipeline 26
In-Demand Skills 27

Report Parameters

8 Counties

55009	Brown County, WI	55071	Manitowoc County, WI
55029	Door County, WI	55075	Marinette County, WI
55037	Florence County, WI	55083	Oconto County, WI
55061	Kewaunee County, WI	55117	Sheboygan 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

589,976

Population (2019)

Population **grew by 8,112** over the last 5 years and is projected to **grow by 7,153** over the next 5 years.

331,164

Total Regional Employment

Jobs **grew by 12,769** over the last 5 years and are projected to **grow by 8,005** over the next 5 years.

$58.1K

Avg. Earnings Per Job (2019)

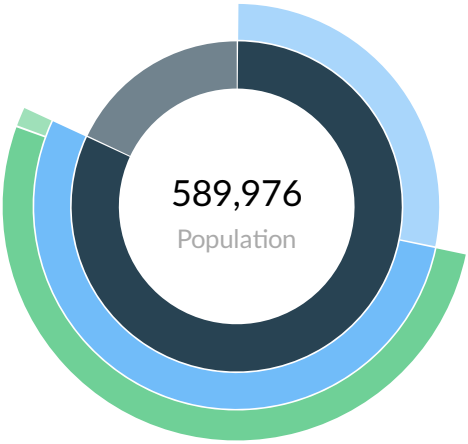
Regional average earnings per job are **$9.9K below** the national average earnings of $68.0K per job.

Takeaways

- As of 2019 the region's population **increased by 1.4%** since 2014, growing by 8,112. Population is expected to **increase by 1.2%** between 2019 and 2024, adding 7,153.
- From 2014 to 2019, jobs **increased by 4.0%** in Bay-Lake Regional Planning Commission from 318,395 to **331,164**. This change **fell short of the national growth rate of 7.3% by 3.3%**. As the number of jobs increased, the **labor force participation rate increased from 65.6% to 65.6% between 2014 and 2019**.
- Concerning educational attainment, **16.9% of the selected regions' residents possess a Bachelor's Degree** (1.9% below the national average), and **10.7% hold an Associate's Degree** (2.6% above the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	589,976	317,114	331,164	101.2	$34.40B	$41.77B	$42.53B
Door County, WI	27,600	15,819	15,522	107.4	$1.27B	$1.86B	$1.33B
Marinette County, WI	40,210	19,428	20,019	97.1	$1.81B	$2.80B	$2.64B
Oconto County, WI	37,846	20,740	10,675	99.2	$976.88M	$2.42B	$1.31B
Florence County, WI	4,316	2,227	1,198	106.9	$105.35M	$252.59M	$122.18M

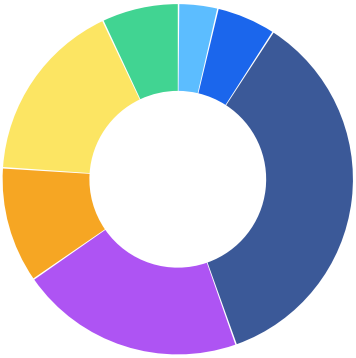
2019 Labor Force Breakdown



	Population
Total Working Age Population	483,230
Not in Labor Force (15+)	166,116
Labor Force	317,114
Employed	308,748
Unemployed	8,366
Under 15	106,746

Educational Attainment

Concerning educational attainment, **16.9% of the selected regions' residents possess a Bachelor's Degree** (1.9% below the national average), and **10.7% hold an Associate's Degree** (2.6% above the national average).

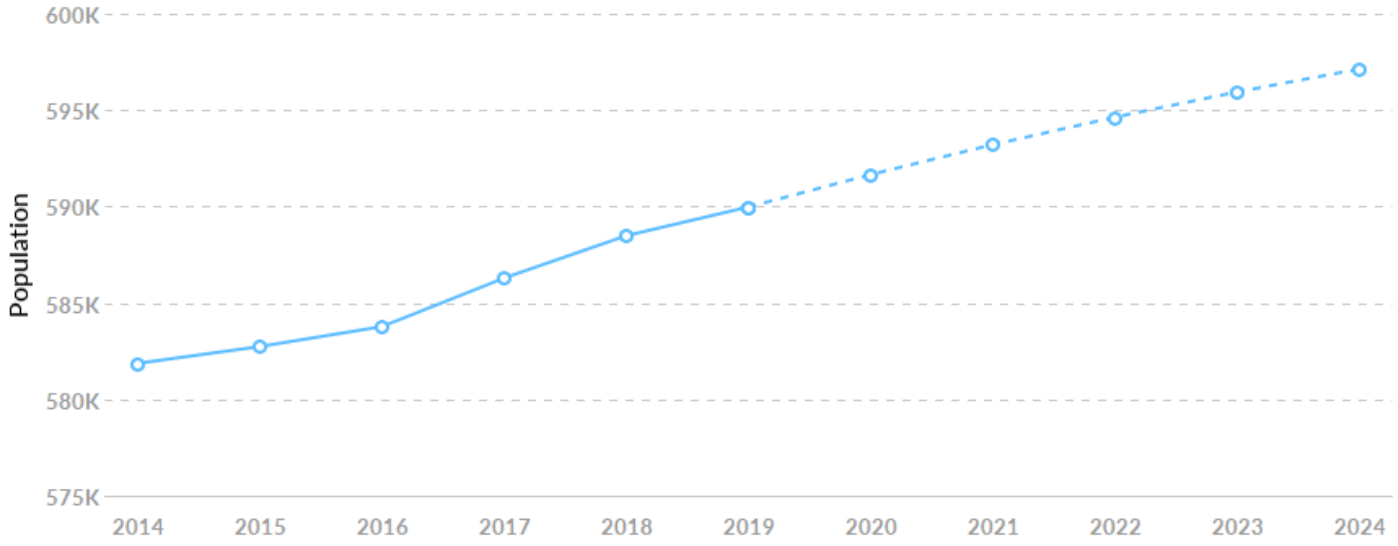


	% of Population	Population
Less Than 9th Grade	3.6%	14,929
9th Grade to 12th Grade	5.5%	22,584
High School Diploma	35.5%	146,521
Some College	20.8%	85,773
Associate's Degree	10.7%	44,179
Bachelor's Degree	16.9%	69,970
Graduate Degree and Higher	7.1%	29,316

Historic & Projected Trends

Population Trends

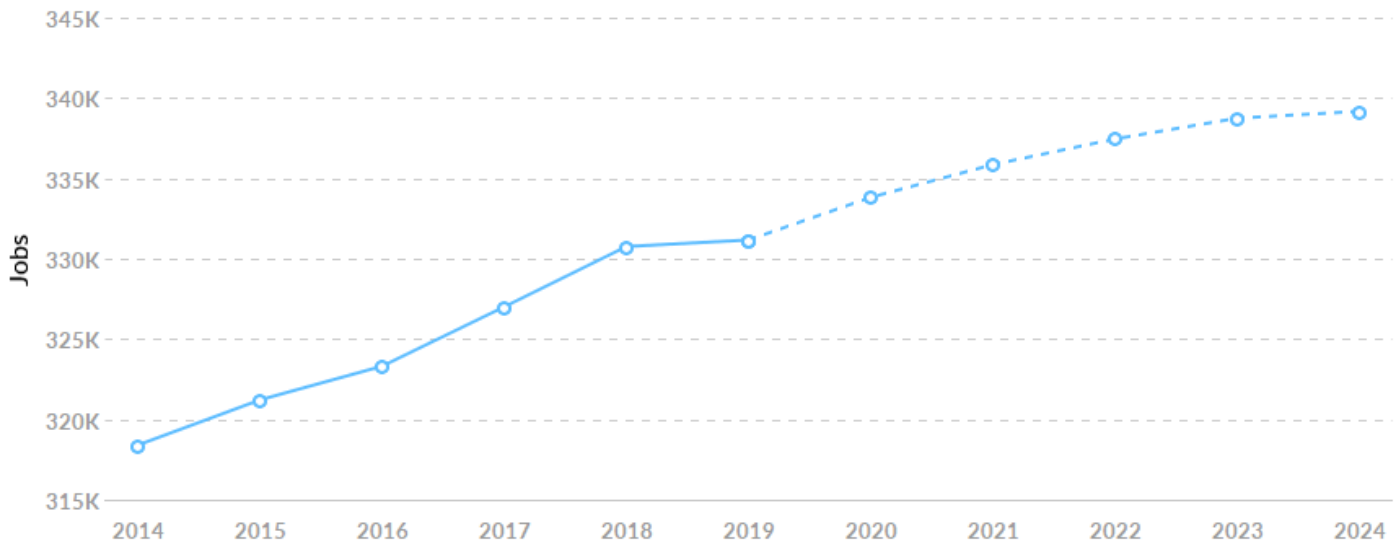
As of 2019 the region's population **increased by 1.4%** since 2014, growing by 8,112. Population is expected to **increase by 1.2%** between 2019 and 2024, adding 7,153.



Timeframe	Population
2014	581,864
2015	582,735
2016	583,772
2017	586,288
2018	588,486
2019	589,976
2020	591,656
2021	593,206
2022	594,634
2023	595,942
2024	597,129

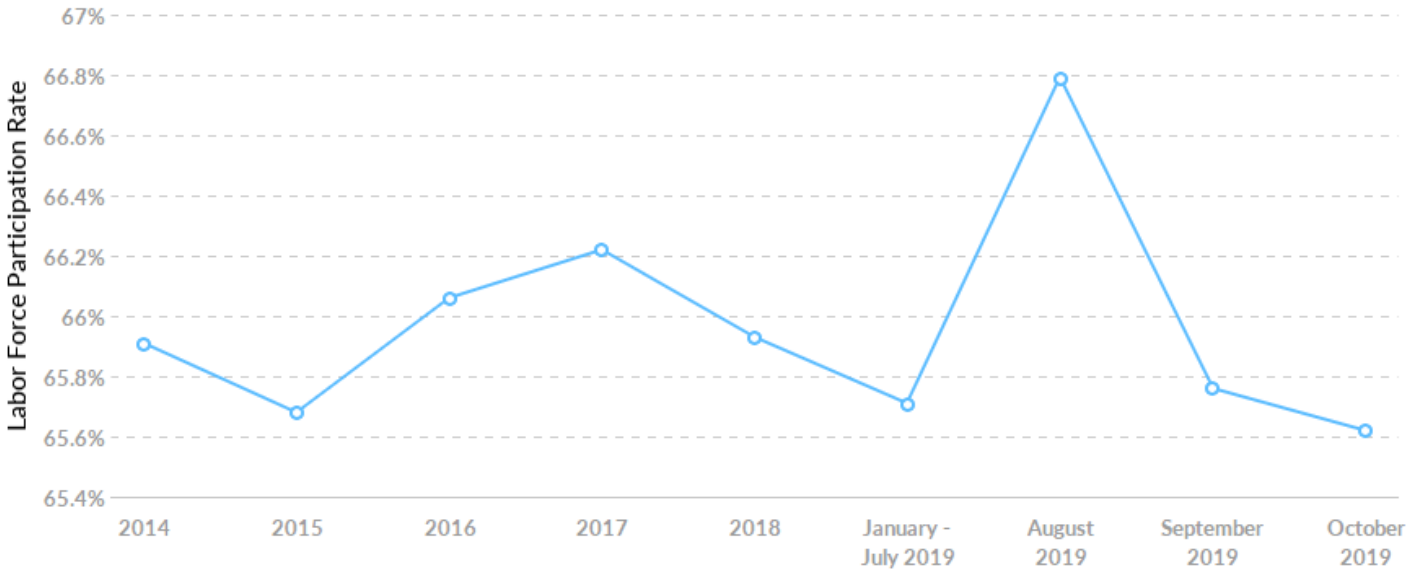
Job Trends

From 2014 to 2019, jobs **increased by 4.0%** in Bay-Lake Regional Planning Commission from 318,395 to **331,164**. This change **fell short of the national growth rate of 7.3% by 3.3%**.



Timeframe	Jobs
2014	318,395
2015	321,210
2016	323,308
2017	327,003
2018	330,756
2019	331,164
2020	333,816
2021	335,853
2022	337,450
2023	338,743
2024	339,169

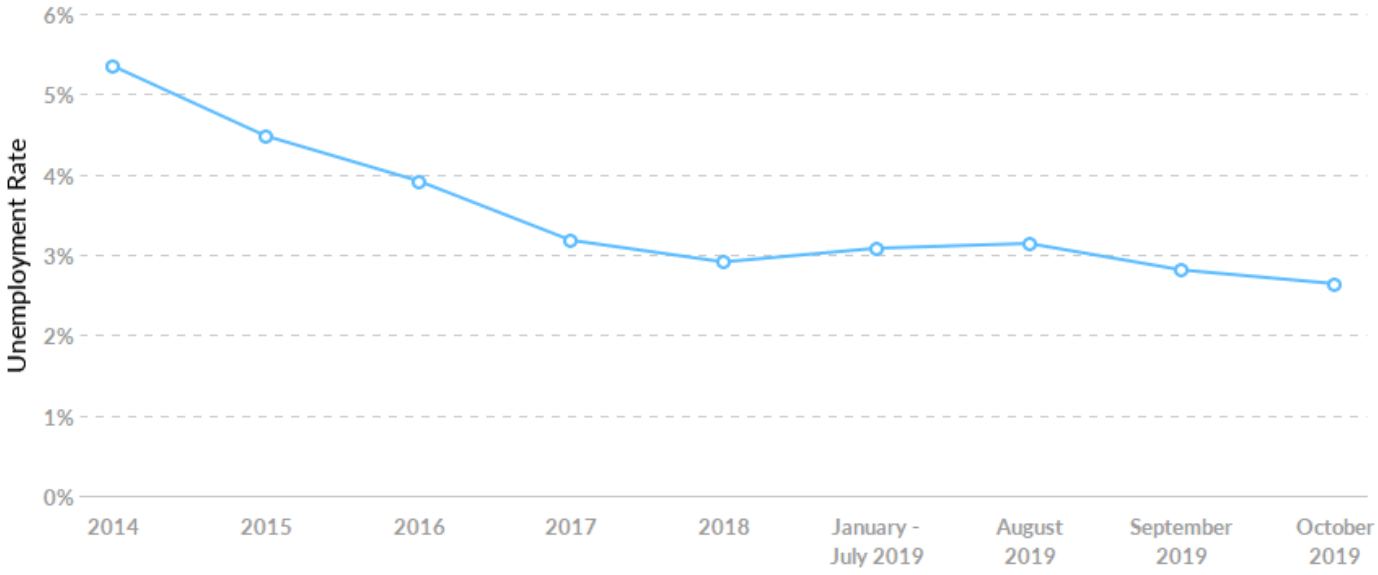
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	65.91%
2015	65.68%
2016	66.06%
2017	66.22%
2018	65.93%
January - July 2019	65.71%
August 2019	66.79%
September 2019	65.76%
October 2019	65.62%

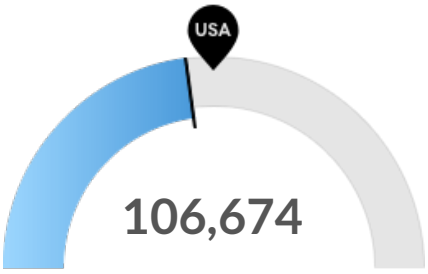
Unemployment Rate Trends

Your areas had an October 2019 unemployment rate of 2.64%, **decreasing from 5.35%** 5 years before.



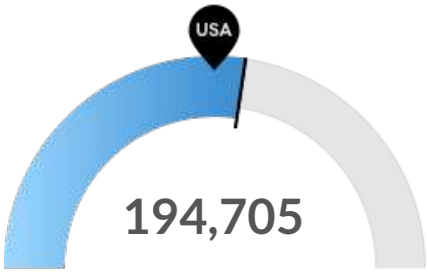
Timeframe	Unemployment Rate
2014	5.35%
2015	4.48%
2016	3.92%
2017	3.18%
2018	2.91%
January - July 2019	3.08%
August 2019	3.14%
September 2019	2.81%
October 2019	2.64%

Population Characteristics



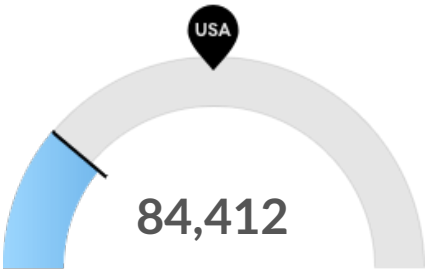
Millennials

Your area has 106,674 millennials (ages 25-39). The national average for an area this size is 120,985.



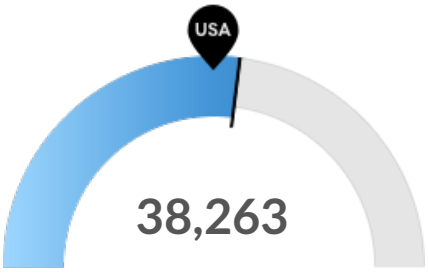
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 170,347 people 55 or older, while there are 194,705 here.



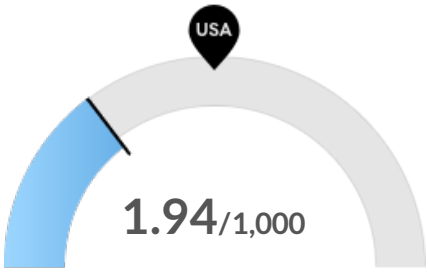
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 233,153 racially diverse people, while there are 84,412 here.



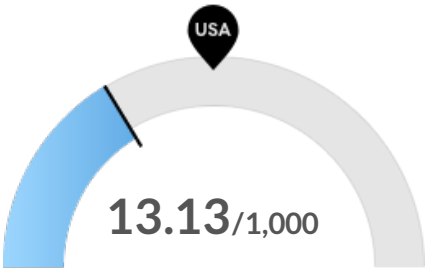
Veterans

Your area has 38,263 veterans. The national average for an area this size is 34,150.



Violent Crime

Your area has 1.94 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

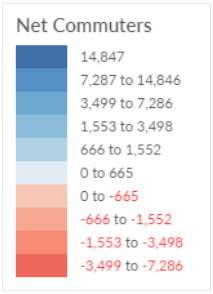


Property Crime

Your area has 13.13 property crimes per 1,000 people. The national rate is 22.98 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. For example, the #1 ranked ZIP for employment ranks #6 for resident workers. The top ZIP for resident workers is 54115.



© MapTiler © OpenStreetMap contributors

Where Talent Works

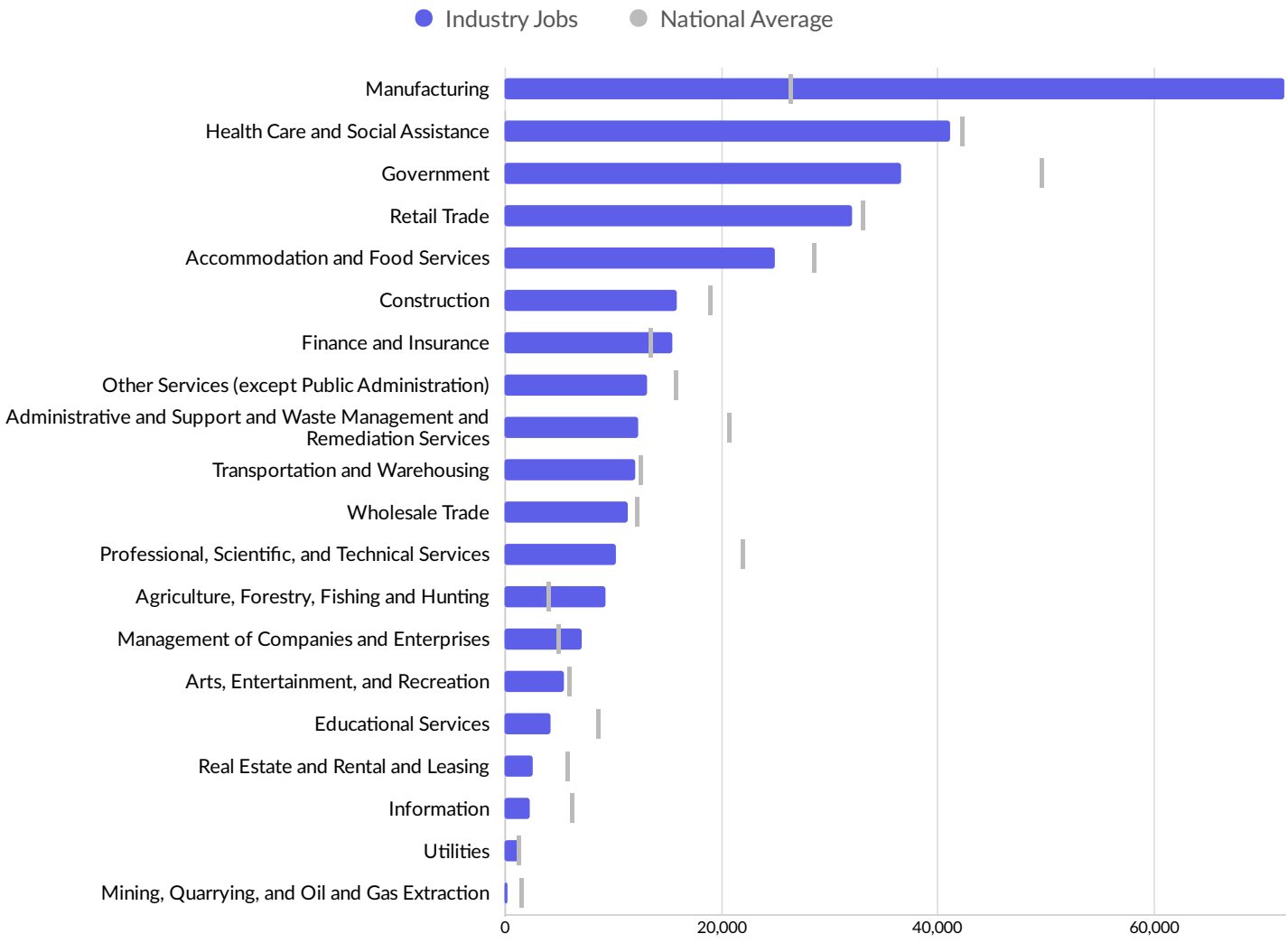
ZIP	Name	2019 Employment
54304	Green Bay, WI (in Brow...	30,700
53081	Sheboygan, WI (in Sheb...	27,691
54115	De Pere, WI (in Brown c...	25,522
54303	Green Bay, WI (in Brow...	23,320
54220	Manitowoc, WI (in Man...	19,821

Where Talent Lives

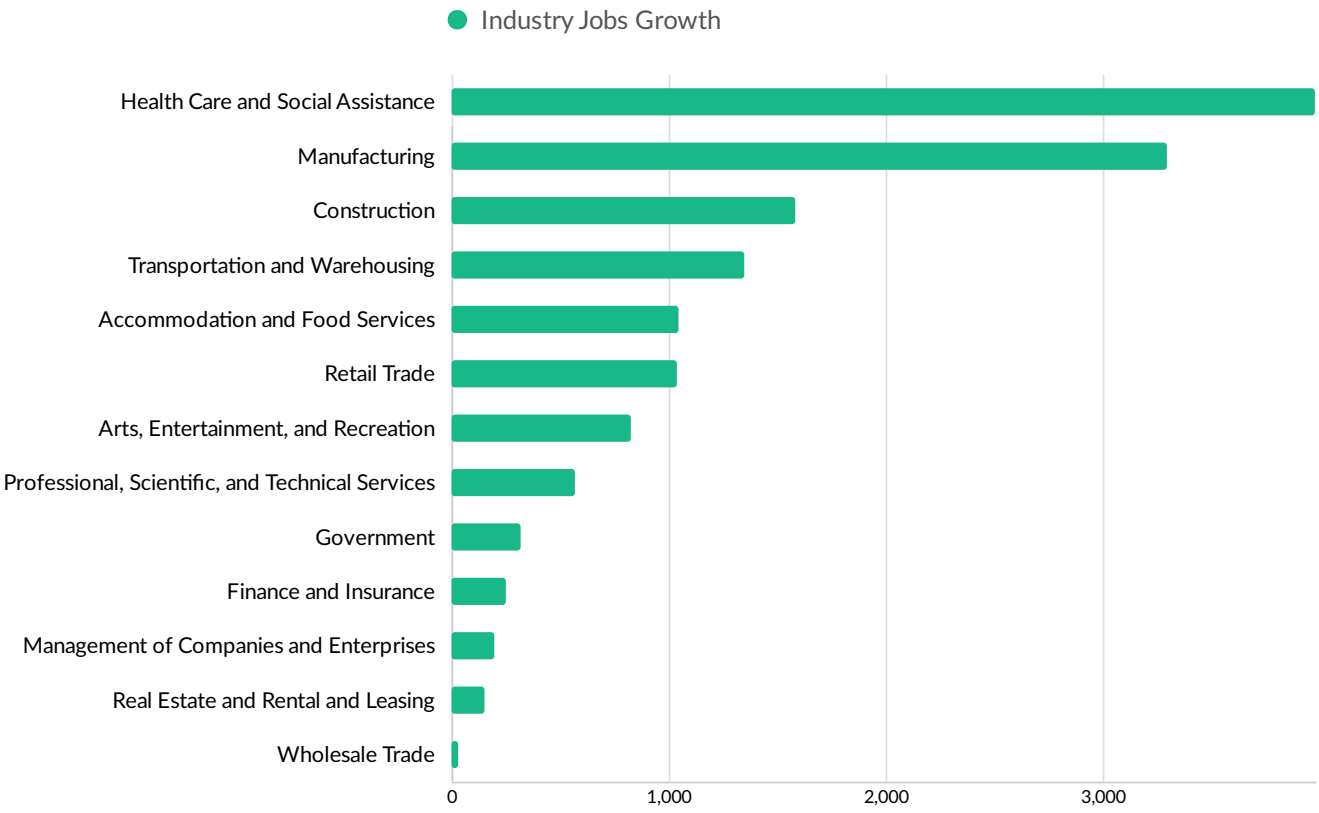
ZIP	Name	2019 Workers
54115	De Pere, WI (in Brown c...	24,514
53081	Sheboygan, WI (in Sheb...	22,735
54313	Green Bay, WI (in Brow...	20,997
54220	Manitowoc, WI (in Man...	19,567
54311	Green Bay, WI (in Brow...	18,647

Industry Characteristics

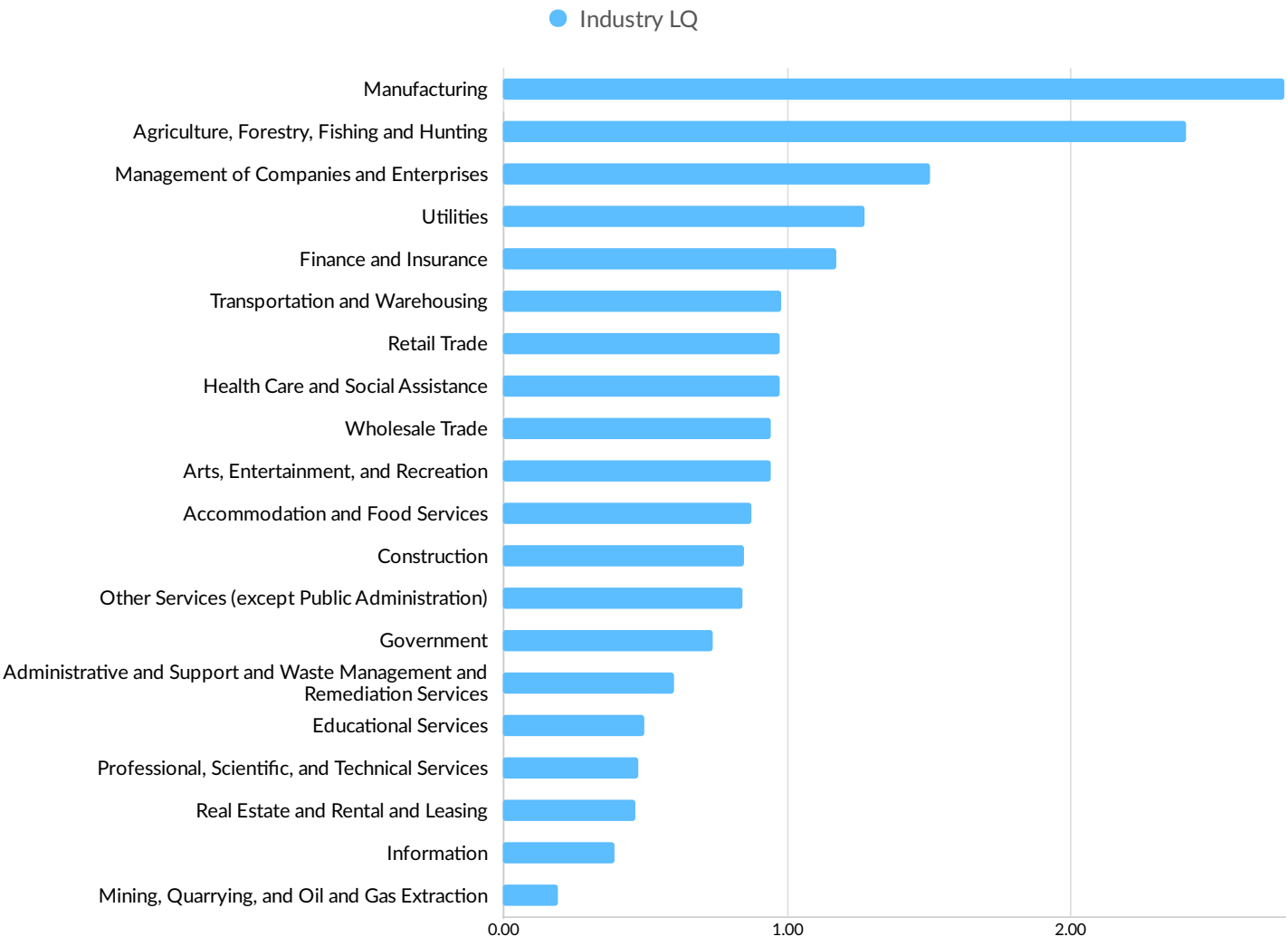
Largest Industries



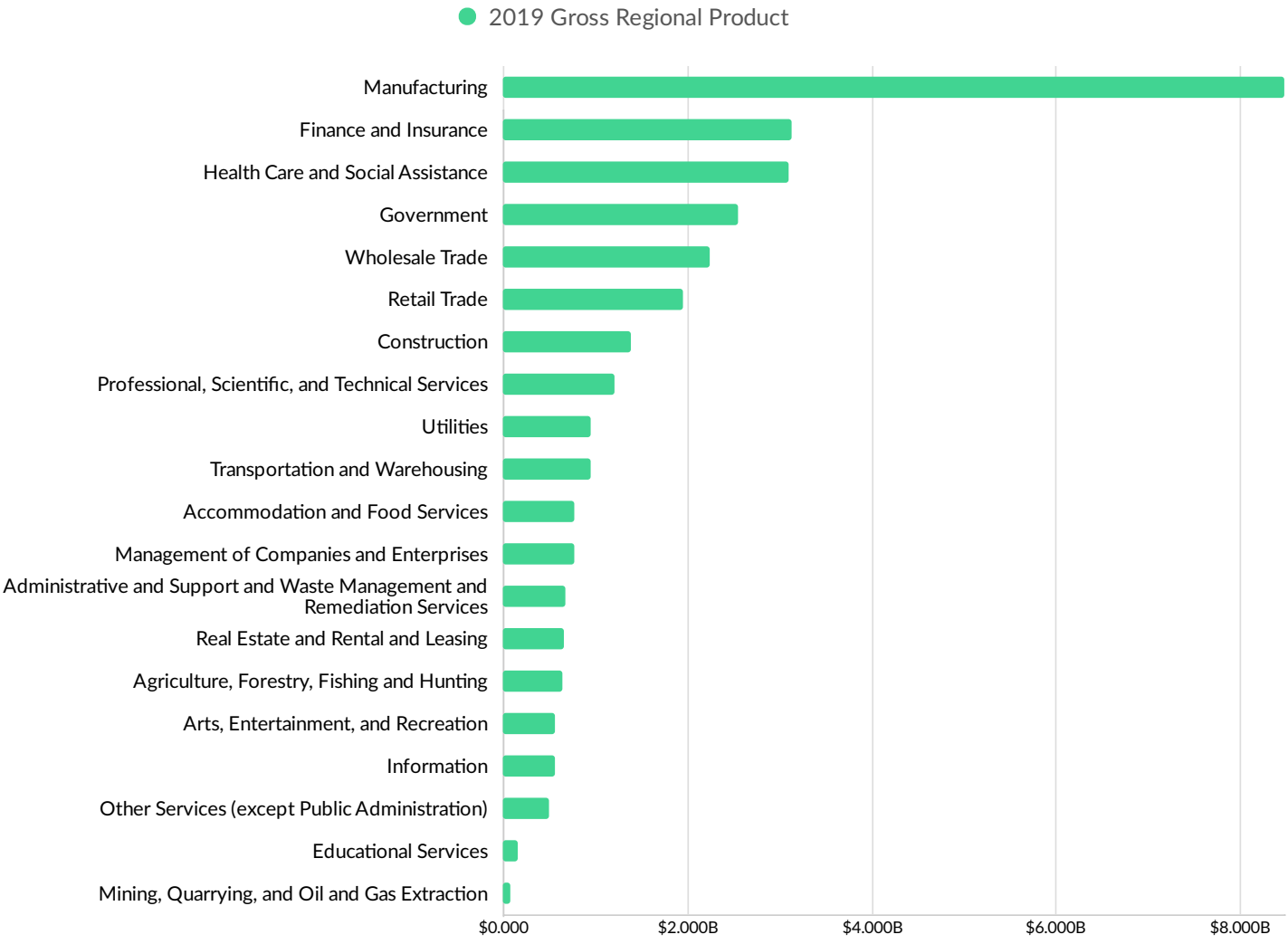
Top Growing Industries



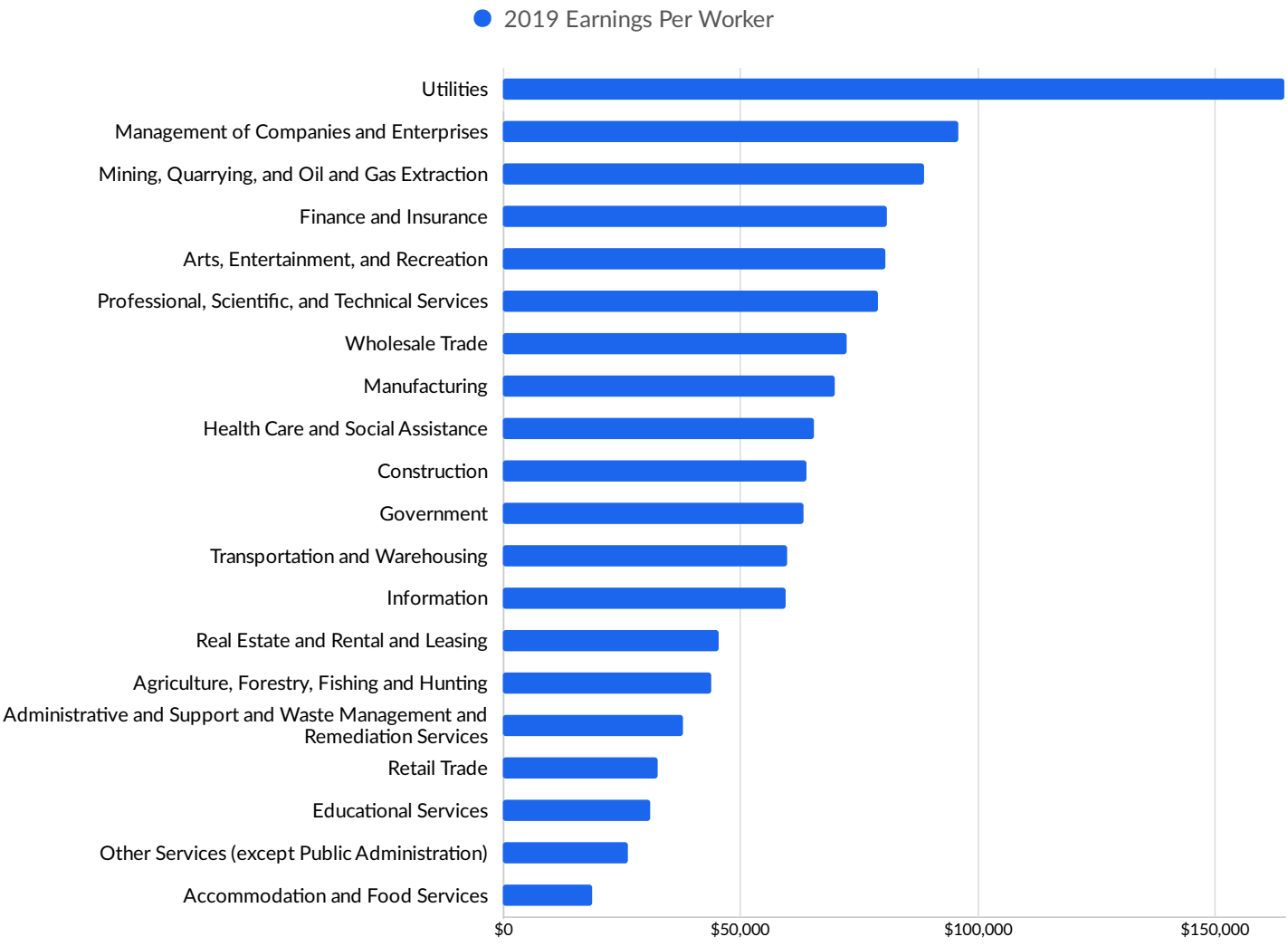
Top Industry LQ



Top Industry GRP



Top Industry Earnings



Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	68,856	72,150	3,294	+5%	2.76	$69,860	$8.48B
Health Care and Social Assistance	37,186	41,163	3,977	+11%	0.98	$65,496	$3.10B
Government	36,334	36,654	320	+1%	0.74	$63,195	$2.55B
Retail Trade	31,180	32,218	1,038	+3%	0.98	$32,754	$1.95B
Accommodation and Food Services	23,903	24,950	1,047	+4%	0.88	$18,791	$782.09M
Construction	14,357	15,938	1,581	+11%	0.85	$63,866	$1.39B
Finance and Insurance	15,320	15,568	248	+2%	1.17	$80,803	$3.13B
Other Services (except Public Administration)	13,444	13,248	-196	-1%	0.85	$26,456	$503.16M
Administrative and Support and Waste Management and Remediation Services	12,954	12,415	-539	-4%	0.60	$37,906	$677.38M
Transportation and Warehousing	10,780	12,125	1,345	+12%	0.98	$59,917	$945.41M
Wholesale Trade	11,415	11,447	32	+0%	0.95	$72,570	$2.24B
Professional, Scientific, and Technical Services	9,807	10,375	568	+6%	0.48	$79,158	$1.22B
Agriculture, Forestry, Fishing and Hunting	9,324	9,292	-32	0%	2.41	$43,827	$641.32M
Management of Companies and Enterprises	6,998	7,192	194	+3%	1.50	$95,804	$775.08M
Arts, Entertainment, and Recreation	4,658	5,483	825	+18%	0.95	$80,433	$567.64M
Educational Services	4,804	4,239	-565	-12%	0.50	$30,992	$169.52M
Real Estate and Rental and Leasing	2,485	2,635	150	+6%	0.47	$45,539	$667.73M
Information	2,771	2,372	-399	-14%	0.39	$59,603	$565.78M
Utilities	1,511	1,429	-82	-5%	1.27	$164,625	$953.46M
Mining, Quarrying, and Oil and Gas Extraction	298	274	-24	-8%	0.19	$88,869	$82.40M

Business Characteristics

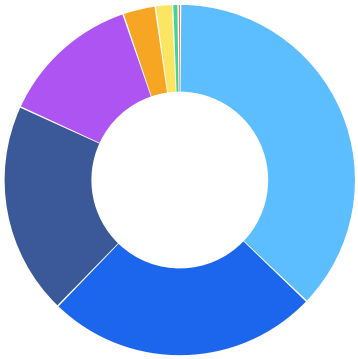
45,816 Companies Employ Your Workers

Online profiles for your workers mention 45,816 companies as employers, with the top 10 appearing below. In the last 12 months, 8,214 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Kohler Co.	2,927
Schneider National, Inc.	2,113
Humana Inc.	1,760
Aurora Health Care	1,671
Bellin Health Systems, Inc.	1,178
Unitedhealth Group Incorporated	1,112
Green Bay Area Public School D...	1,074
Northeast Wisconsin Technical ...	990
Associated Banc-Corp	957
Wal-Mart Stores, Inc.	894

Top Companies Posting	Unique Postings
HealthCare Employment Netwo...	2,483
Kohler Co.	2,415
Platinum Supplemental Insuranc...	1,896
Eatstreet	1,855
Aurora Health Care	1,683
Schneider National, Inc.	1,604
Teach For America, Inc.	1,357
U.S. Xpress, Inc.	1,329
Hospital Sisters Health System	1,212
HomeAdvisor, Inc.	1,108

Business Size

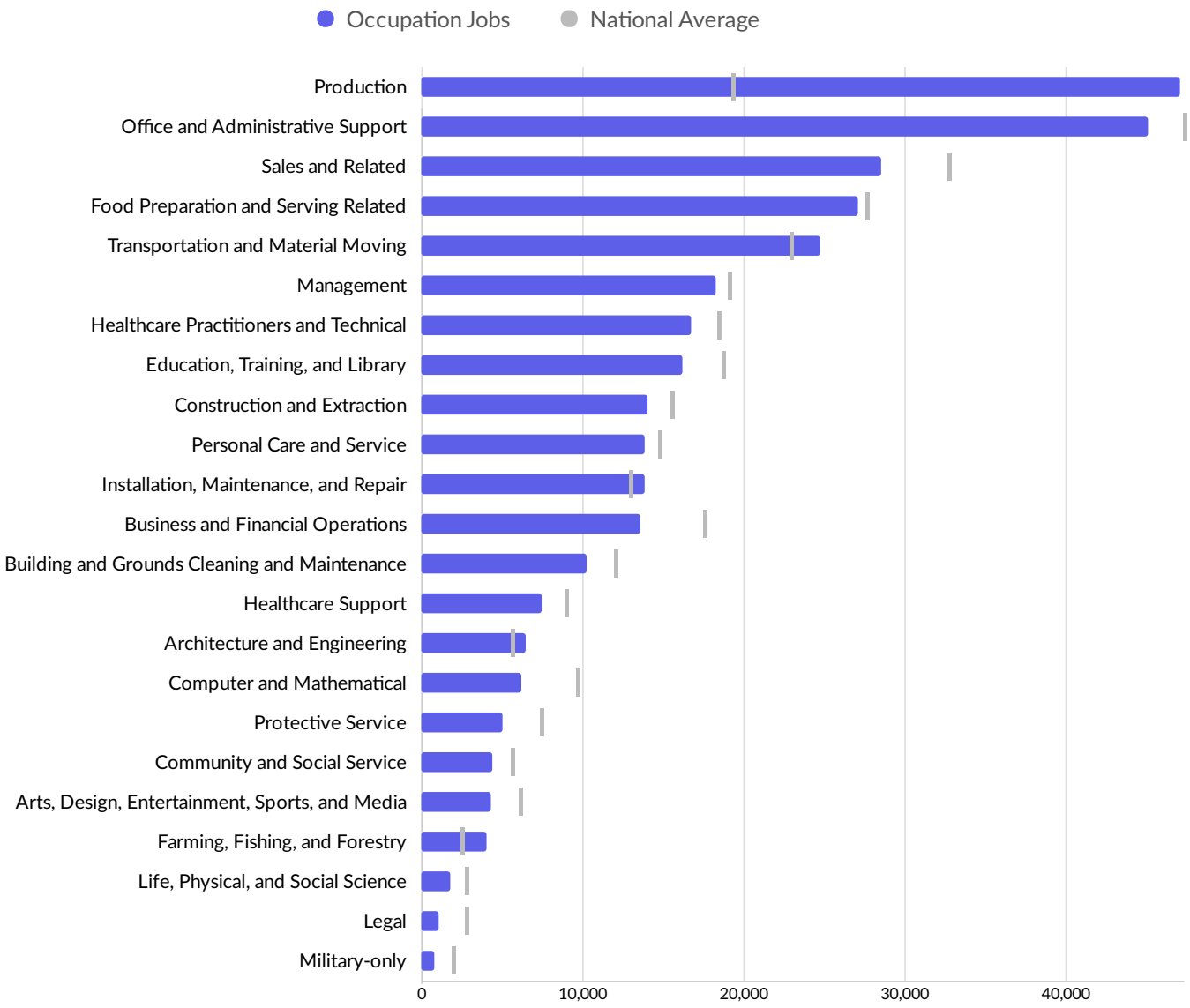


	Percentage	Business Count
1 to 4 employees	37.1%	8,335
5 to 9 employees	25.1%	5,644
10 to 19 employees	19.6%	4,407
20 to 49 employees	12.9%	2,904
50 to 99 employees	3.0%	676
100 to 249 employees	1.6%	355
250 to 499 employees	0.5%	113
500+ employees	0.2%	50

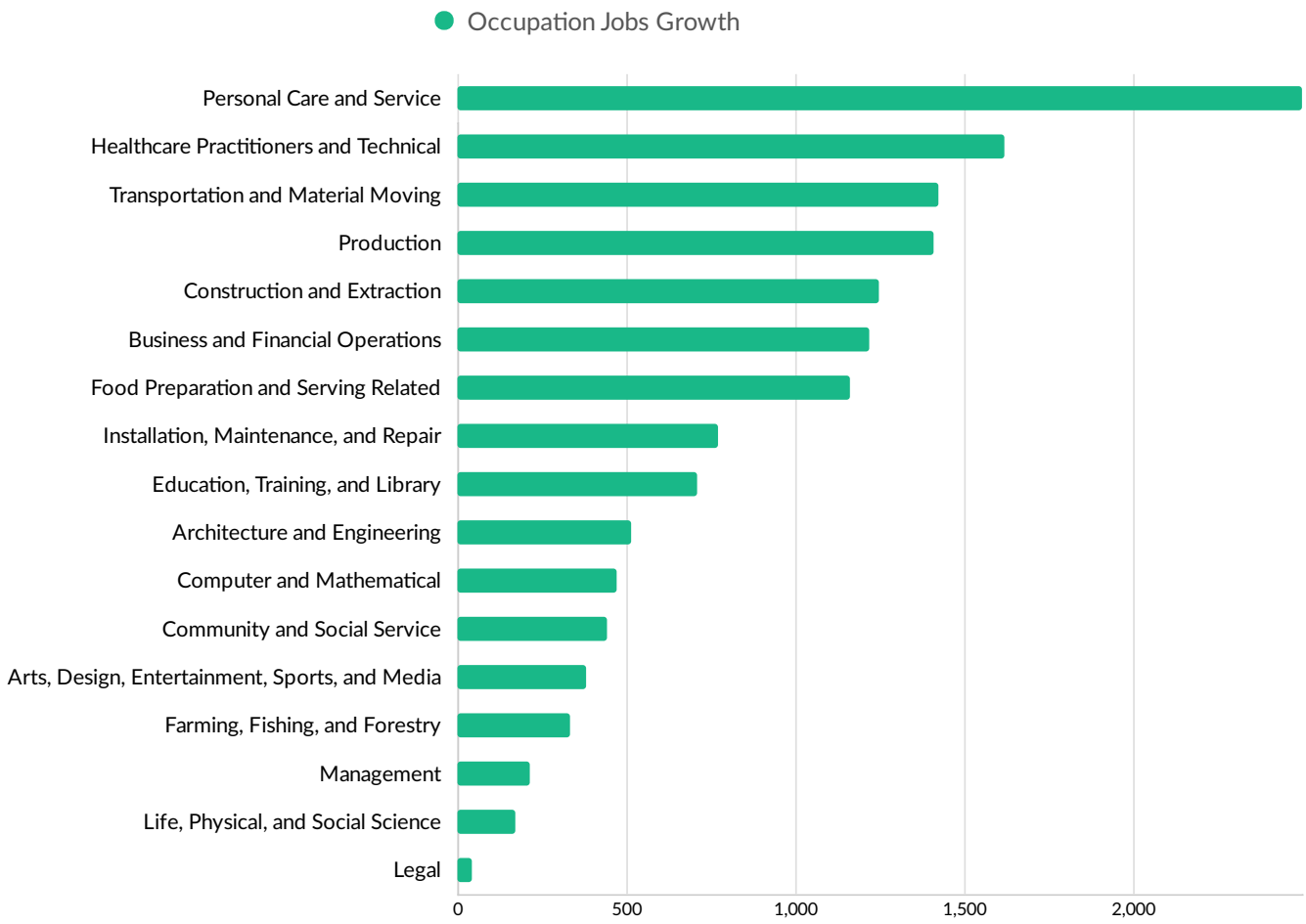
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

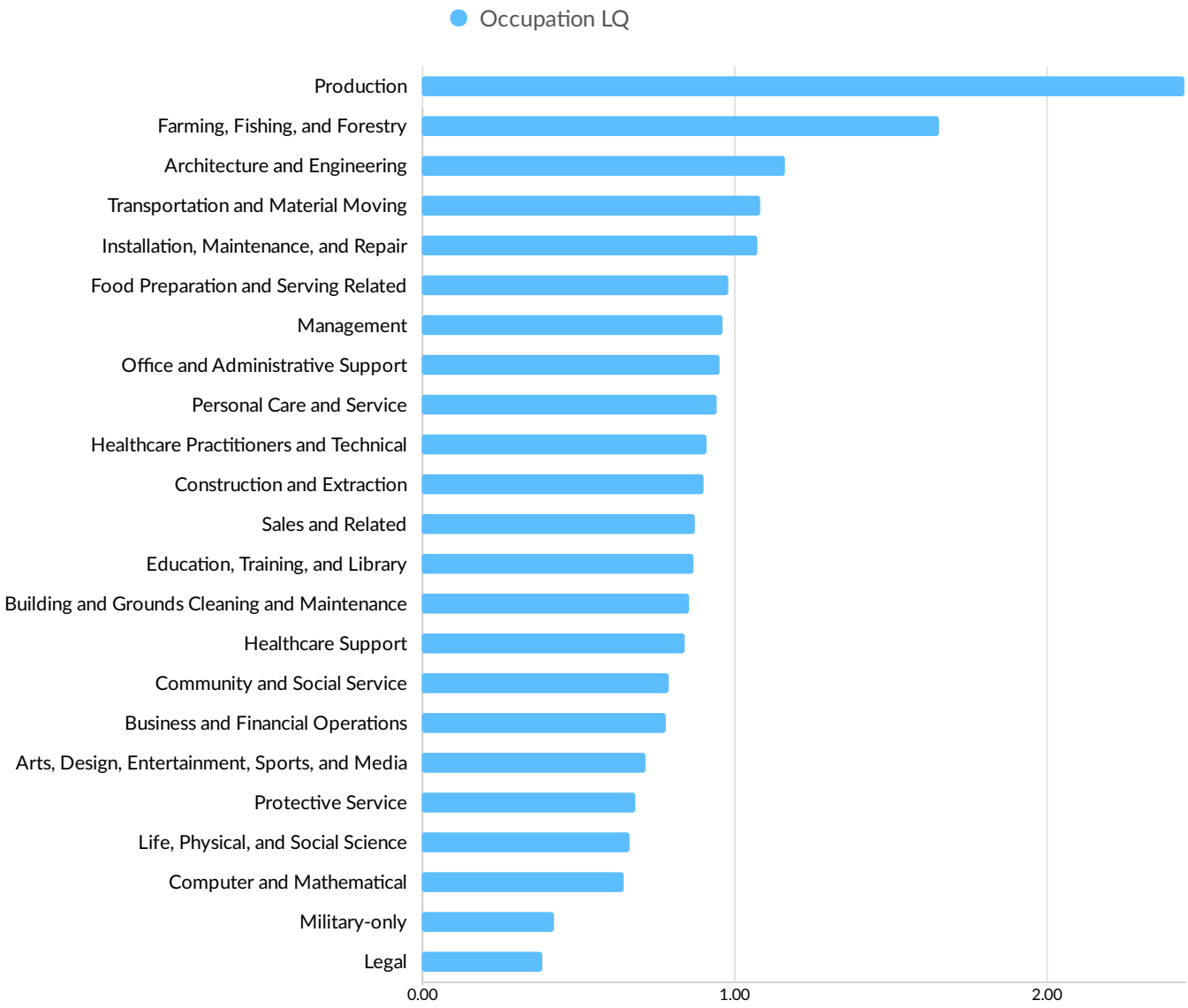
Largest Occupations



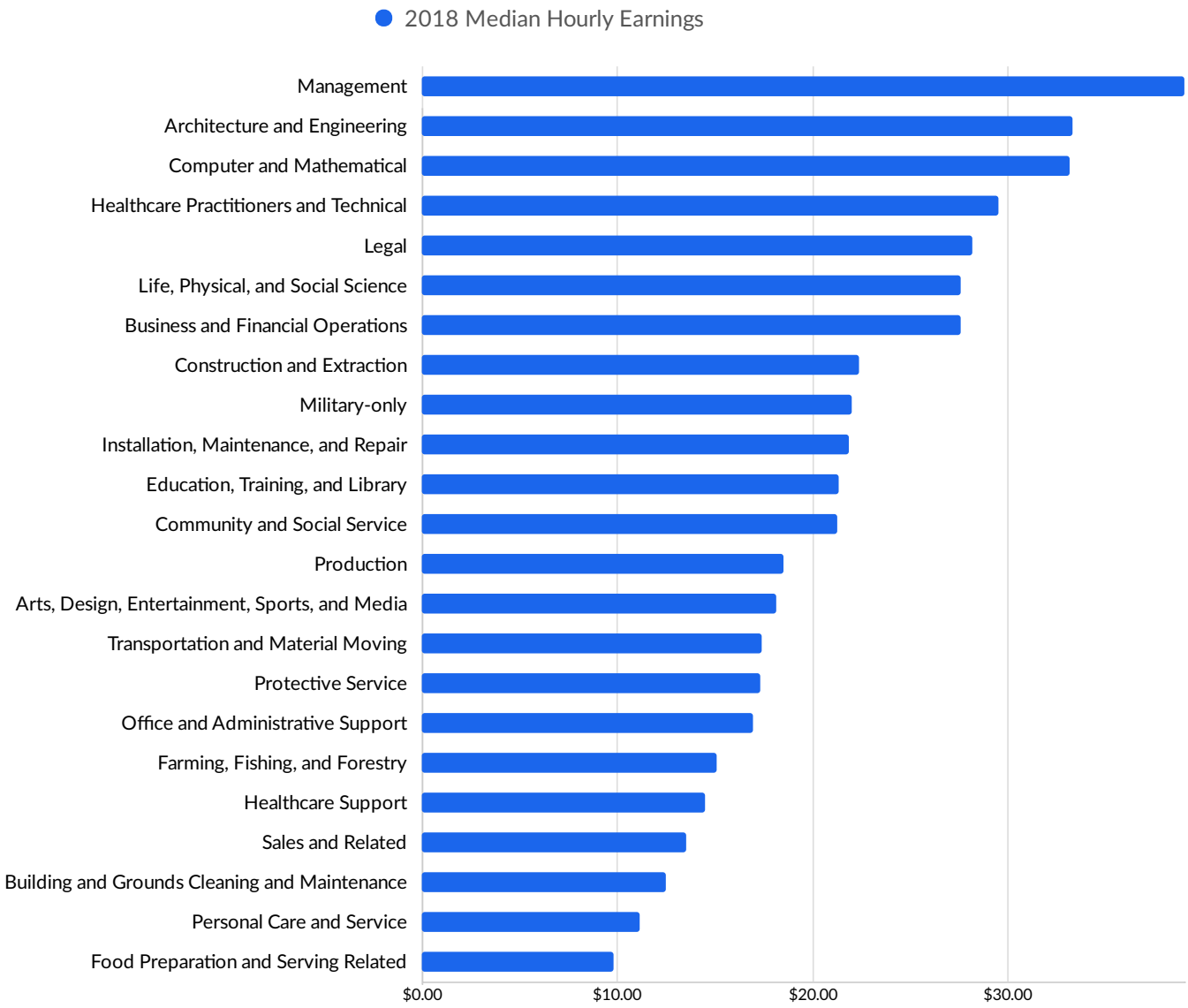
Top Growing Occupations



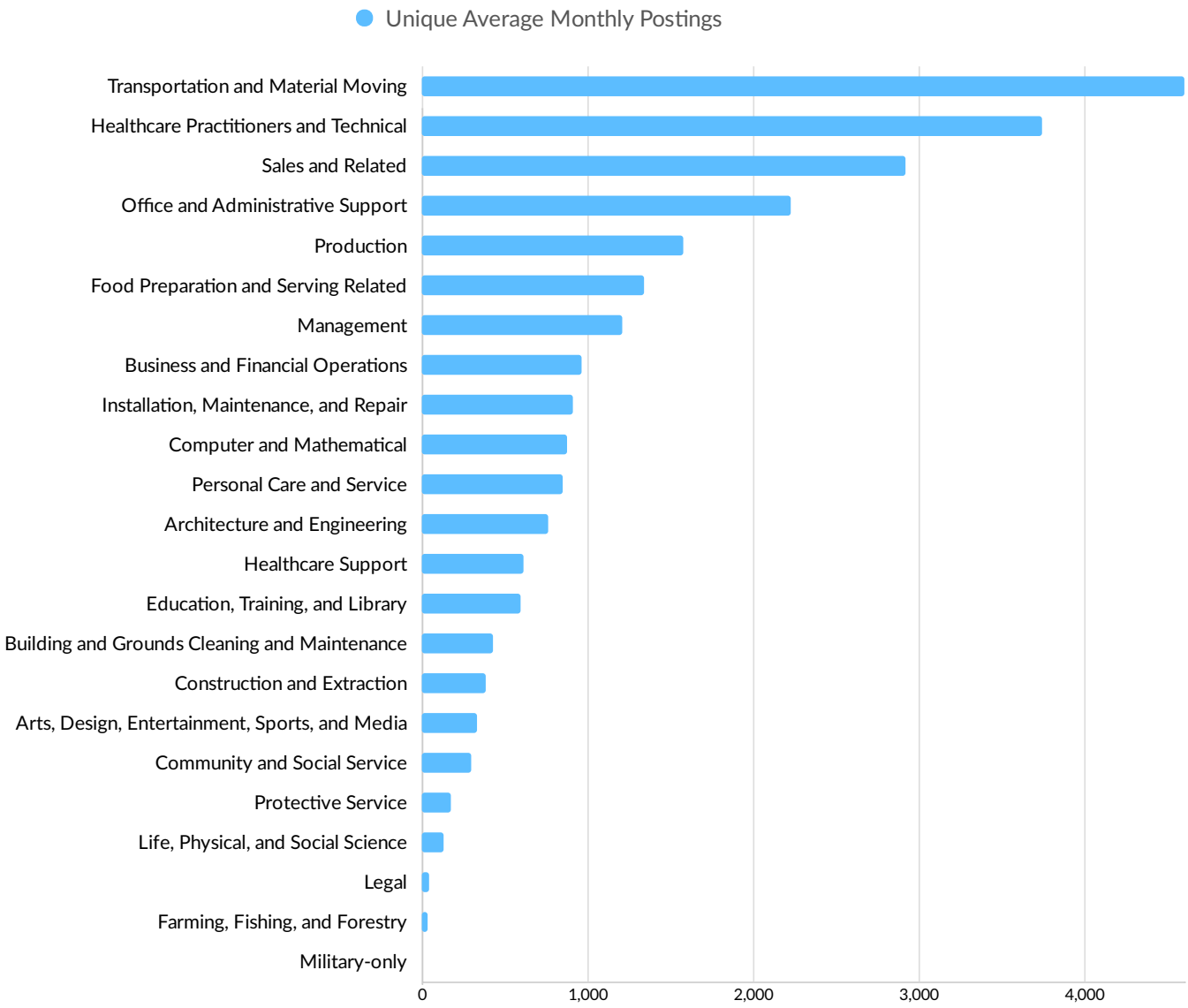
Top Occupation LQ



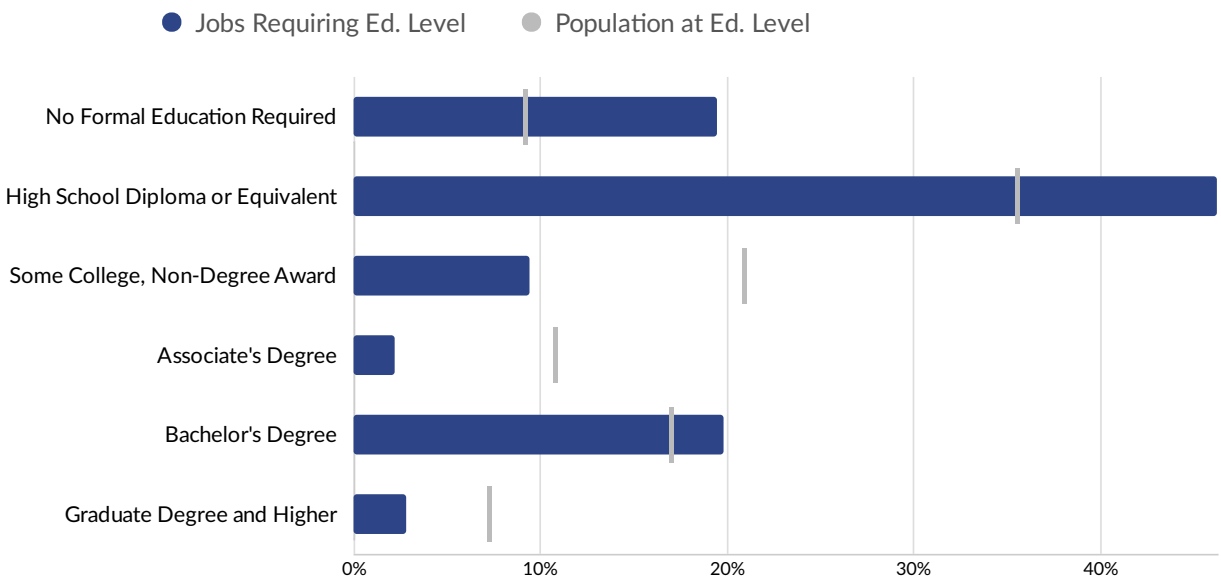
Top Occupation Earnings



Top Posted Occupations



Underemployment

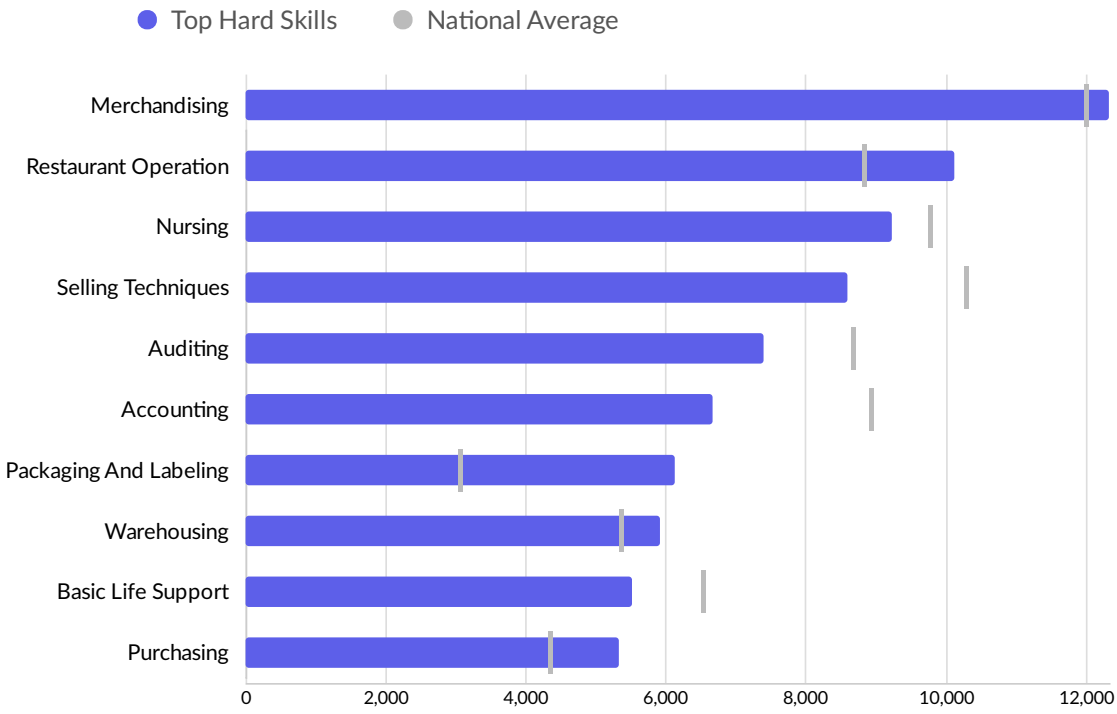


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Production	45,663	47,070	1,407	+3%	2.44	$18.53	1,582
Office and Administrative Support	45,891	45,093	-798	-2%	0.95	$16.94	2,224
Sales and Related	28,687	28,582	-105	0%	0.87	$13.54	2,921
Food Preparation and Serving Related	25,906	27,067	1,161	+4%	0.98	$9.82	1,343
Transportation and Material Moving	23,343	24,765	1,422	+6%	1.08	$17.42	4,601
Management	18,084	18,299	215	+1%	0.96	$39.05	1,212
Healthcare Practitioners and Technical	15,154	16,773	1,619	+11%	0.91	$29.51	3,744
Education, Training, and Library	15,511	16,222	711	+5%	0.87	$21.37	600
Construction and Extraction	12,785	14,030	1,245	+10%	0.90	$22.36	383
Personal Care and Service	11,378	13,876	2,498	+22%	0.94	$11.19	848
Installation, Maintenance, and Repair	13,085	13,858	773	+6%	1.07	$21.83	914
Business and Financial Operations	12,416	13,636	1,220	+10%	0.78	$27.61	962
Building and Grounds Cleaning and Maintenance	10,700	10,255	-445	-4%	0.86	$12.51	429
Healthcare Support	7,793	7,458	-335	-4%	0.84	$14.47	611
Architecture and Engineering	5,955	6,471	516	+9%	1.16	$33.29	763
Computer and Mathematical	5,759	6,228	469	+8%	0.65	$33.18	875
Protective Service	5,134	5,039	-95	-2%	0.68	$17.31	171
Community and Social Service	3,952	4,396	444	+11%	0.79	$21.29	294

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	3,926	4,308	382	+10%	0.72	$18.16	333
Farming, Fishing, and Forestry	3,760	4,092	332	+9%	1.66	$15.09	31
Life, Physical, and Social Science	1,615	1,784	169	+10%	0.66	$27.62	132
Legal	1,015	1,058	43	+4%	0.39	$28.20	46
Military-only	882	803	-79	-9%	0.42	$22.00	2

Educational Pipeline

In 2018, there were 7,684 graduates in Bay-Lake Regional Planning Commission. This pipeline has shrunk by 1% 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 Licensed Practical/Vocational Nurse Training.

School	Total Graduates (2018)	Graduate Trend (2014 - 2018)
Northeast Wisconsin Technical College	3,115	
University of Wisconsin-Green Bay	1,533	
Lakeshore Technical College	1,107	
Lakeland University	702	
Saint Norbert College	534	
Rasmussen College-Wisconsin	368	
Bellin College	147	
Silver Lake College of the Holy Family	85	
Paul Mitchell the School-Green Bay	53	
House of Heavilin Beauty College-Academy of Beauty Professionals	21	

In-Demand Skills