



Bay-Lake Regional Planning Commission

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Economy Overview

587,935

Population (2018)

Population **grew by 7,446** over the last 5 years and is projected to **grow by 6,689** over the next 5 years.

329,385

Total Regional Employment

Jobs **grew by 13,842** over the last 5 years and are projected to **grow by 9,466** over the next 5 years.

\$56.0K

Avg. Earnings Per Job (2018)

Regional average earnings per job are **\$9.7K below** the national average earnings of \$65.7K per job.

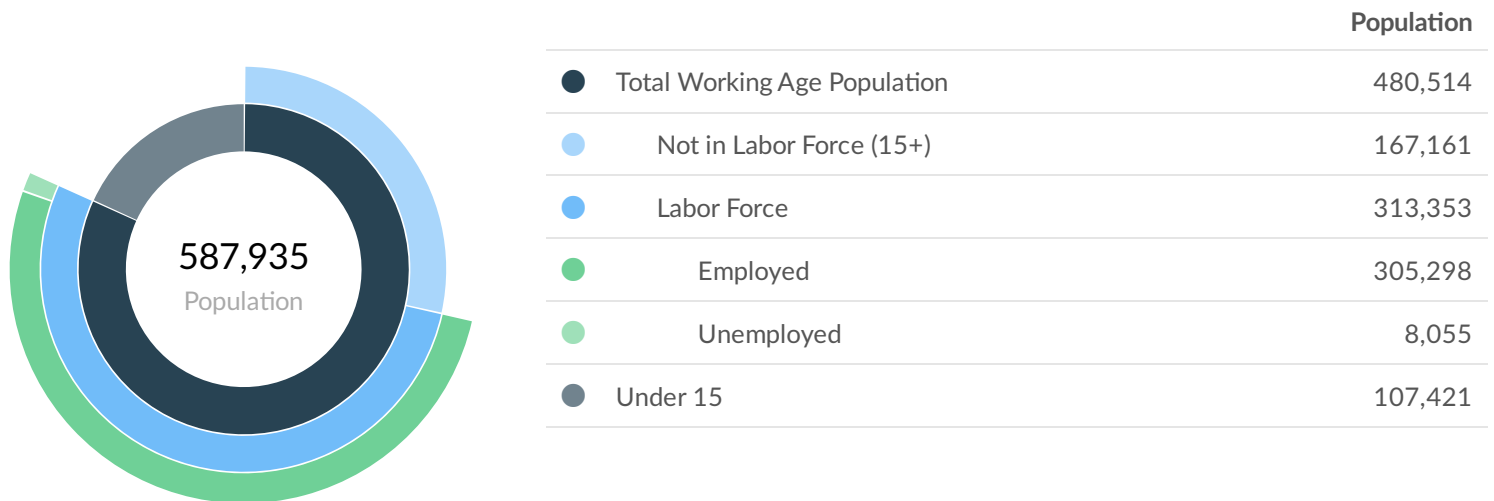
Takeaways

- As of 2018 the region's population **increased by 1.3%** since 2013, growing by 7,446. Population is expected to **increase by 1.1%** between 2018 and 2023, adding 6,689.
- From 2013 to 2018, jobs **increased by 4.4%** in Bay-Lake Regional Planning Commission from 315,544 to **329,385**. This change **fell short of the national growth rate of 8.2% by 3.8%**. As the number of jobs increased, the **labor force participation rate decreased from 65.8% to 65.2% between 2013 and 2018**.
- Concerning educational attainment, **16.6% of the selected regions' residents possess a Bachelor's Degree** (2.0% below the national average), and **10.7% hold an Associate's Degree** (2.7% above the national average).
- The top three industries in 2018 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	587,935	313,353	329,385	101.4	\$33.75B	\$39.99B	\$40.89B
Kewaunee County, WI	20,431	11,371	8,984	100.2	\$804.91M	\$1.56B	\$1.18B
Sheboygan County, WI	115,431	62,051	66,772	101.4	\$7.04B	\$9.94B	\$10.62B
Door County, WI	27,417	14,564	15,511	107.2	\$1.26B	\$1.84B	\$1.31B
Manitowoc County, WI	78,871	40,519	37,361	99.4	\$3.77B	\$5.48B	\$4.93B
Marinette County, WI	40,054	19,659	20,081	97.3	\$1.77B	\$2.76B	\$2.59B
Oconto County, WI	37,572	20,817	10,685	99.2	\$967.45M	\$2.33B	\$1.28B
Florence County, WI	4,351	2,273	1,205	106.5	\$95.03M	\$245.47M	\$113.38M

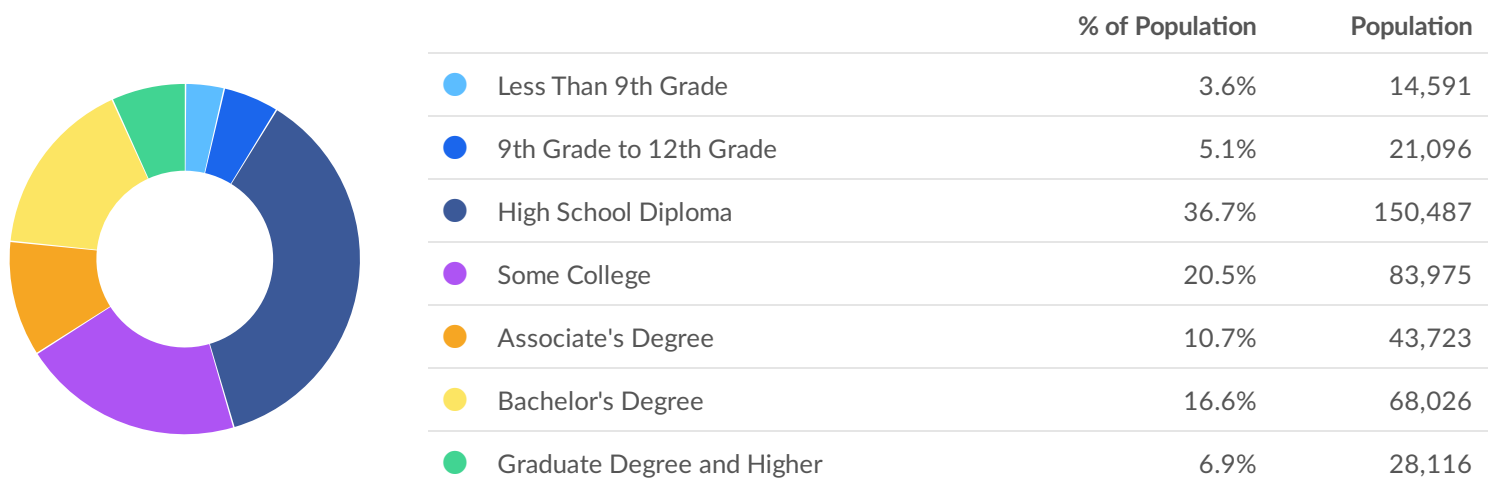
Economy Overview - Cont.

2018 Labor Force Breakdown



Educational Attainment

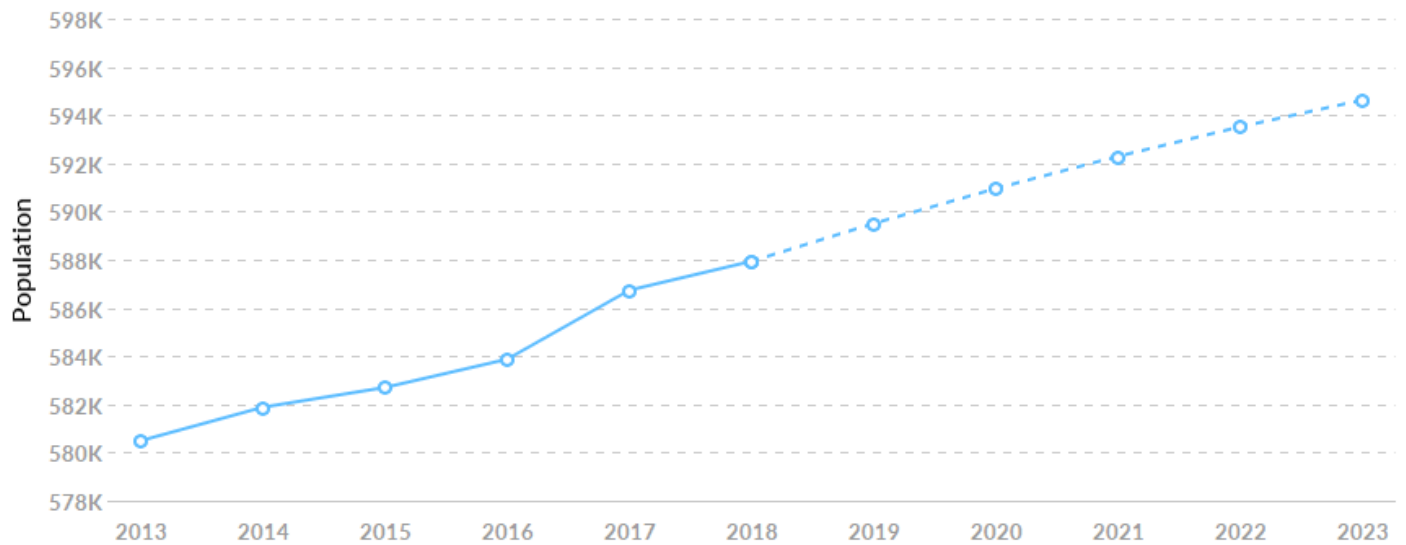
Concerning educational attainment, **16.6% of the selected regions' residents possess a Bachelor's Degree** (2.0% below the national average), and **10.7% hold an Associate's Degree** (2.7% above the national average).



Historic & Projected Trends

Population Trends

As of 2018 the region's population **increased by 1.3%** since 2013, growing by 7,446. Population is expected to **increase by 1.1%** between 2018 and 2023, adding 6,689.

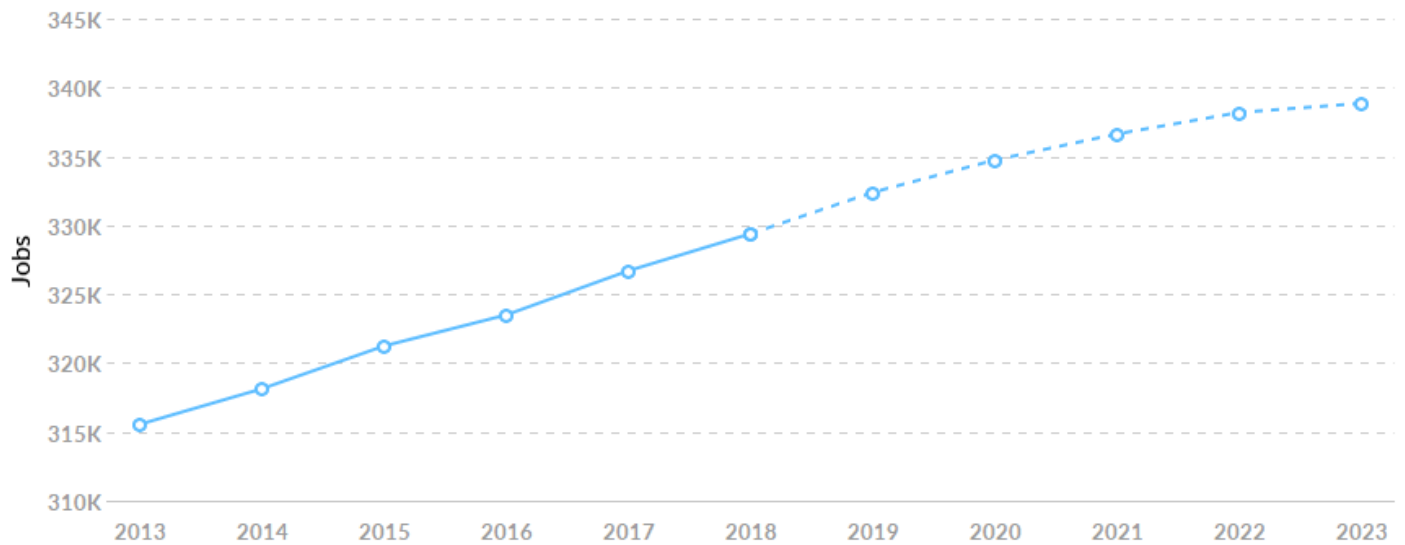


Timeframe	Population
2013	580,489
2014	581,879
2015	582,698
2016	583,871
2017	586,734
2018	587,935
2019	589,502
2020	590,953
2021	592,288
2022	593,513
2023	594,624

Historic & Projected Trends - Cont.

Job Trends

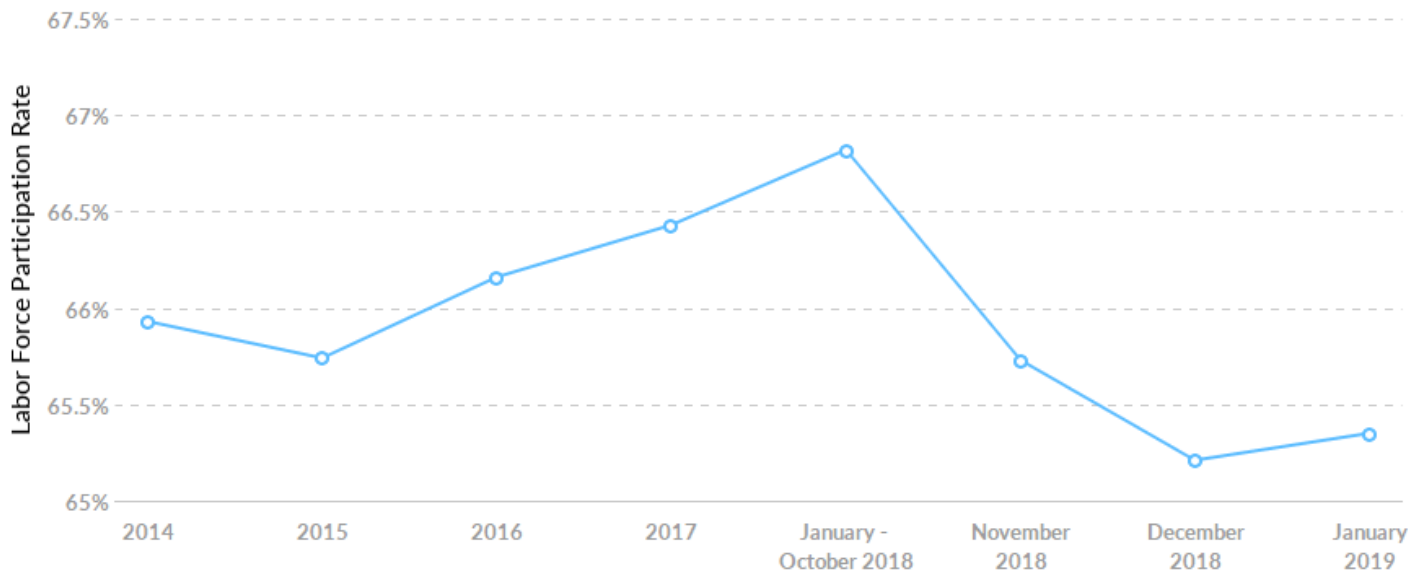
From 2013 to 2018, jobs increased by 4.4% in Bay-Lake Regional Planning Commission from 315,544 to 329,385. This change fell short of the national growth rate of 8.2% by 3.8%.



Timeframe	Jobs
2013	315,544
2014	318,127
2015	321,234
2016	323,488
2017	326,695
2018	329,385
2019	332,389
2020	334,738
2021	336,630
2022	338,190
2023	338,852

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

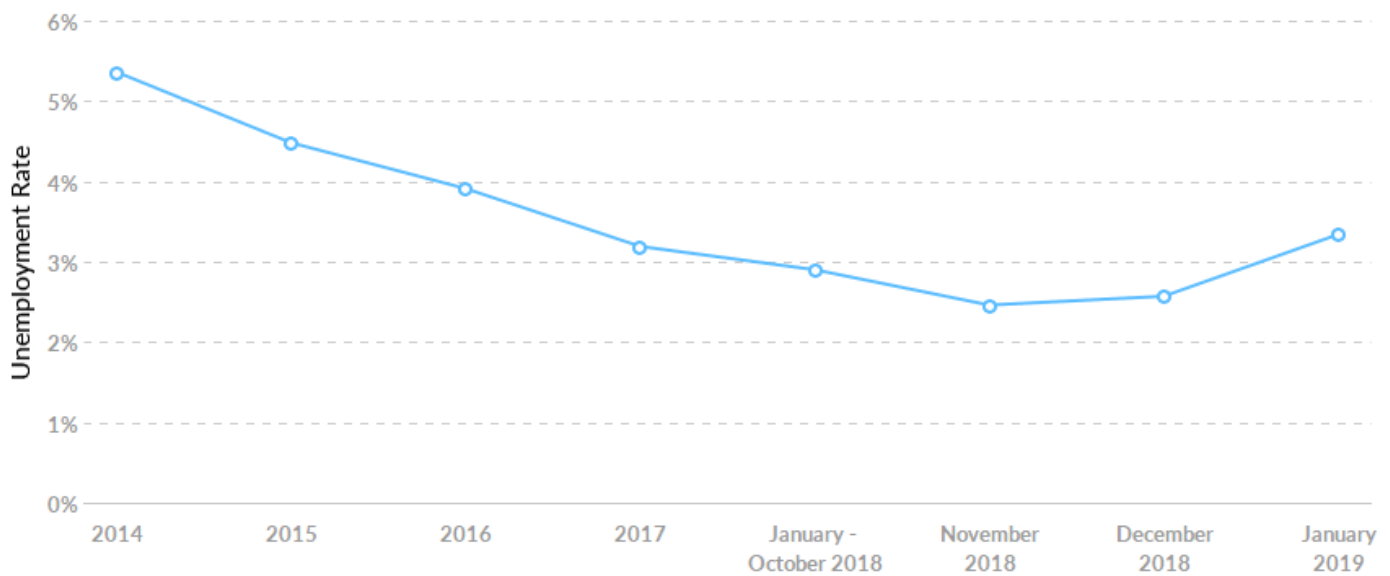


Timeframe	Labor Force Participation Rate
2014	65.93%
2015	65.74%
2016	66.16%
2017	66.43%
January - October 2018	66.82%
November 2018	65.73%
December 2018	65.21%
January 2019	65.35%

Historic & Projected Trends - Cont.

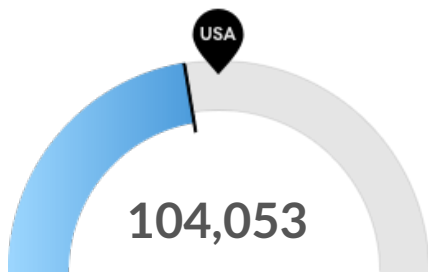
Unemployment Rate Trends

Your areas had a January 2019 unemployment rate of 3.34%, **decreasing from 5.36%** 5 years before.



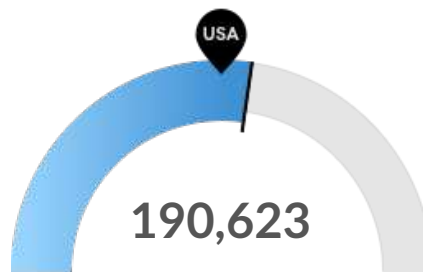
Timeframe	Unemployment Rate
2014	5.36%
2015	4.48%
2016	3.91%
2017	3.19%
January - October 2018	2.90%
November 2018	2.46%
December 2018	2.57%
January 2019	3.34%

Population Characteristics



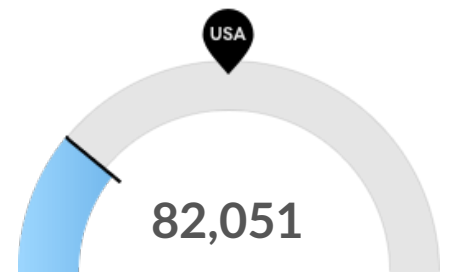
Millennials

Your area has 104,053 millennials (ages 20-34). The national average for an area this size is 121,521.



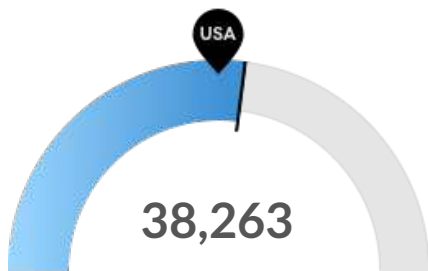
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 167,263 people 55 or older, while there are 190,623 here.



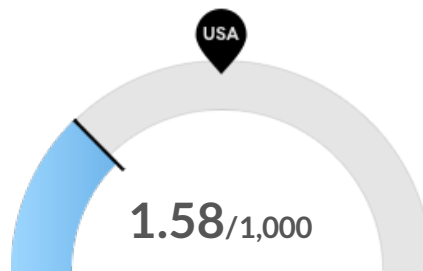
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 230,421 racially diverse people, while there are 82,051 here.



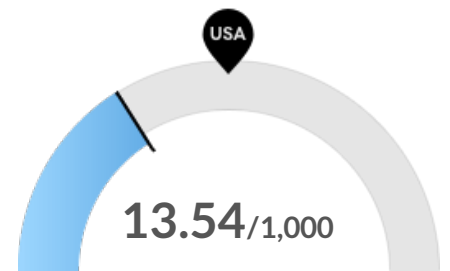
Veterans

Your area has 38,263 veterans. The national average for an area this size is 34,116.



Violent Crime

Your area has 1.58 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



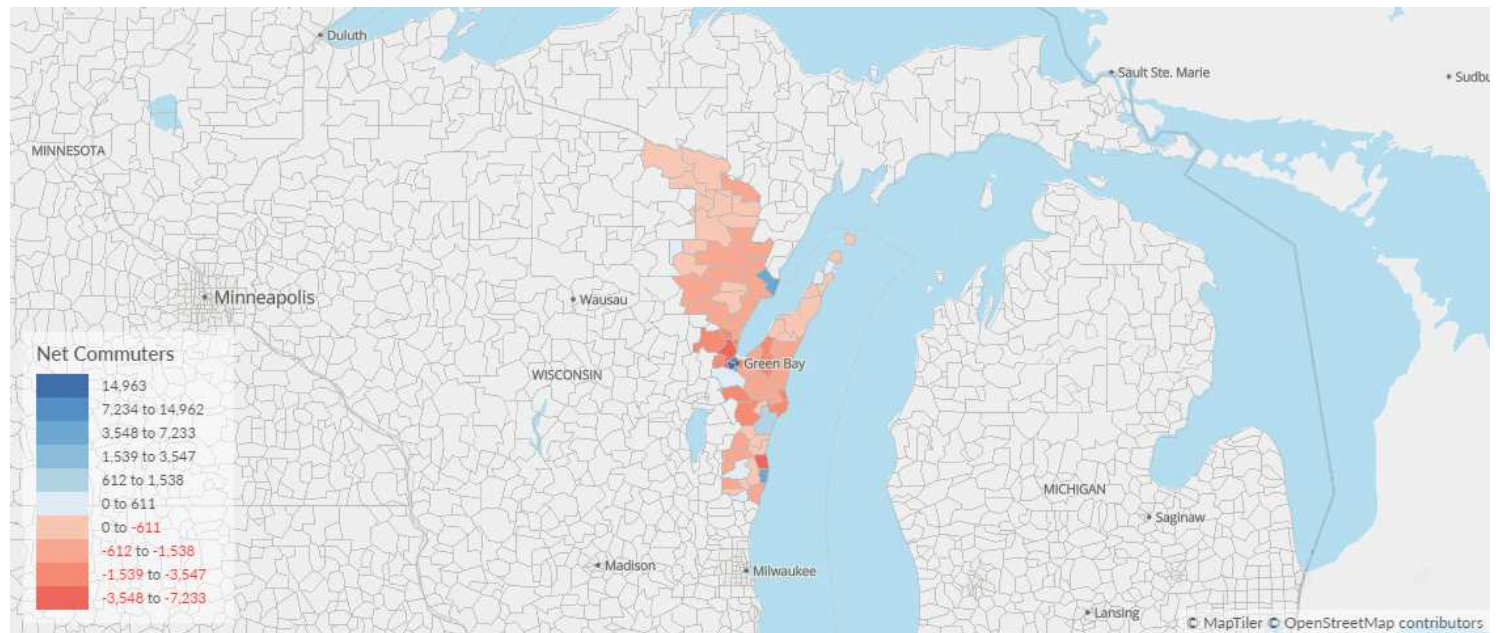
Property Crime

Your area has 13.54 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 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.



Where Talent Works

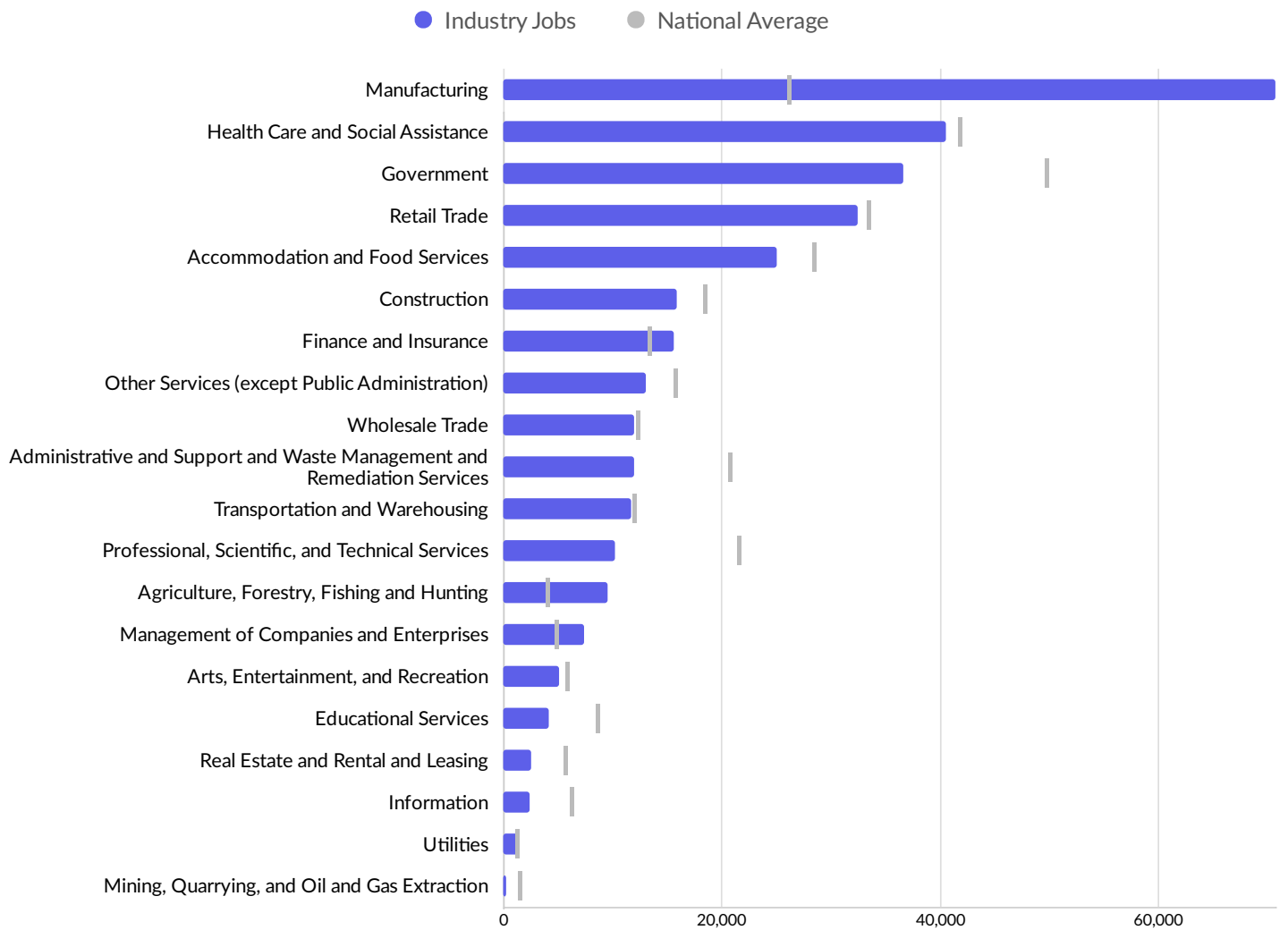
ZIP	Name	2018 Employment
54304	Green Bay, WI (in Brow...	30,707
53081	Sheboygan, WI (in Sheb...	28,196
54115	De Pere, WI (in Brown c...	25,296
54303	Green Bay, WI (in Brow...	23,123
54220	Manitowoc, WI (in Man...	19,679

Where Talent Lives

ZIP	Name	2018 Workers
54115	De Pere, WI (in Brown c...	24,739
53081	Sheboygan, WI (in Sheb...	22,876
54313	Green Bay, WI (in Brow...	21,531
54220	Manitowoc, WI (in Man...	19,003
54311	Green Bay, WI (in Brow...	18,920

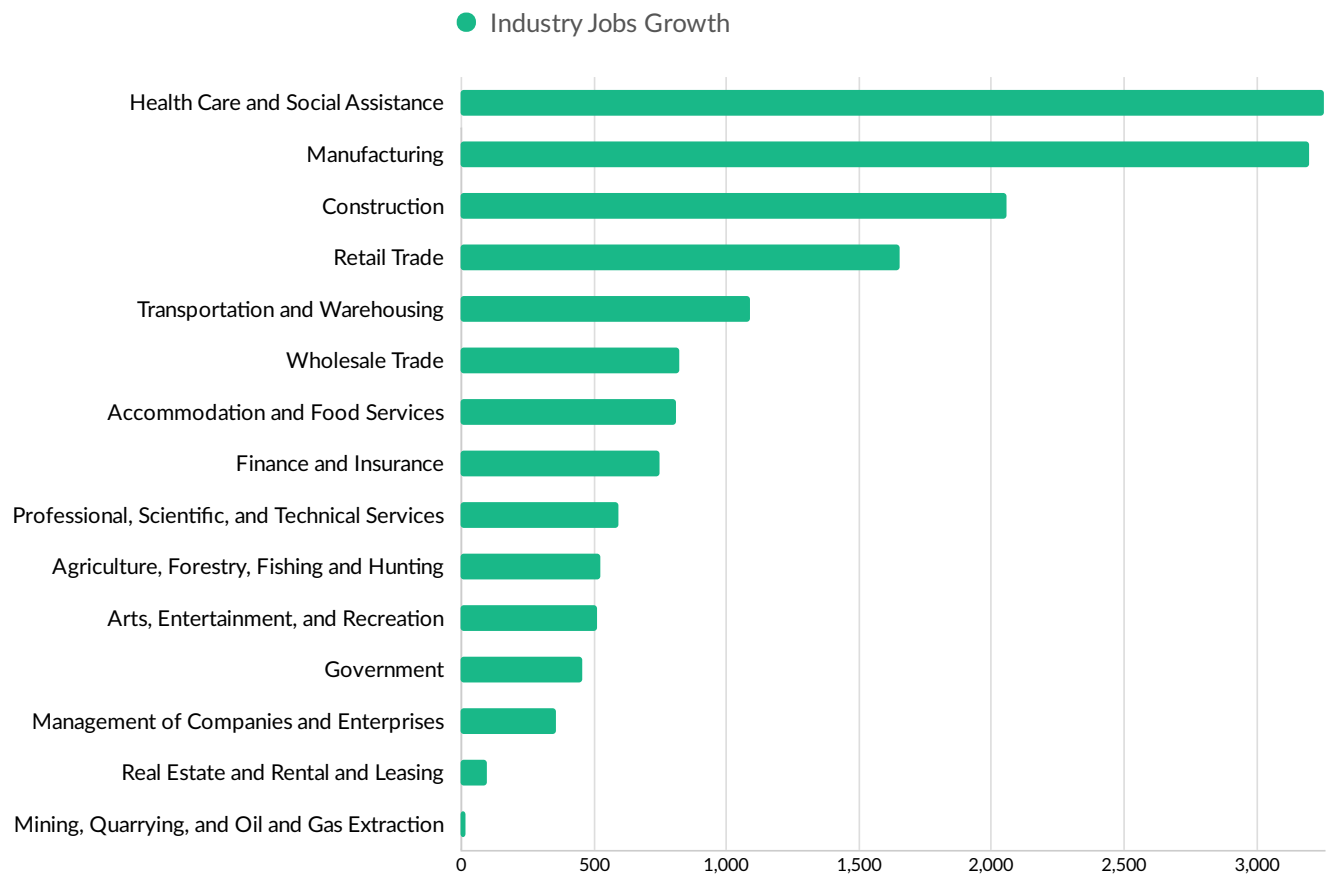
Industry Characteristics

Largest Industries



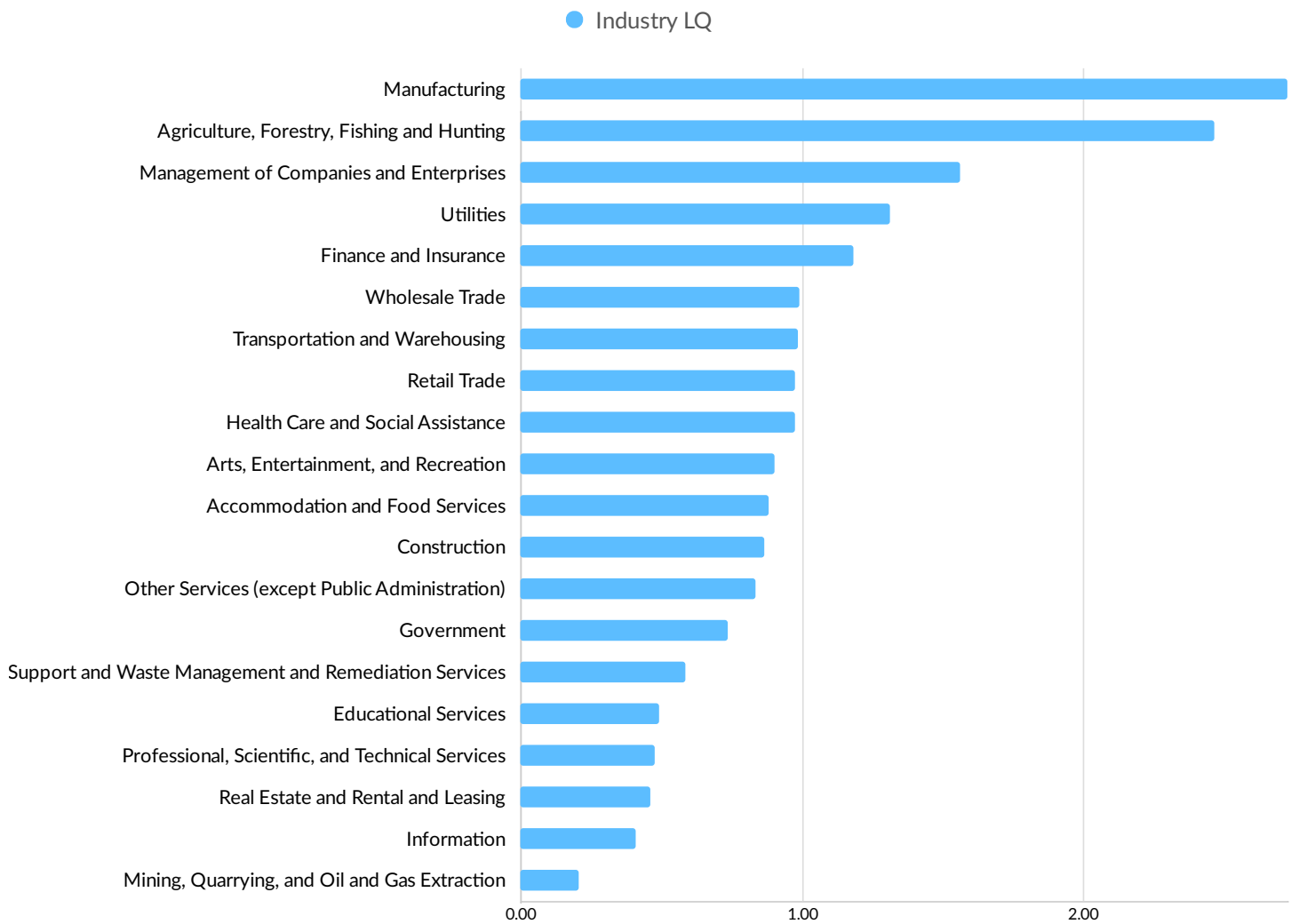
Industry Characteristics - Cont.

Top Growing Industries



Industry Characteristics - Cont.

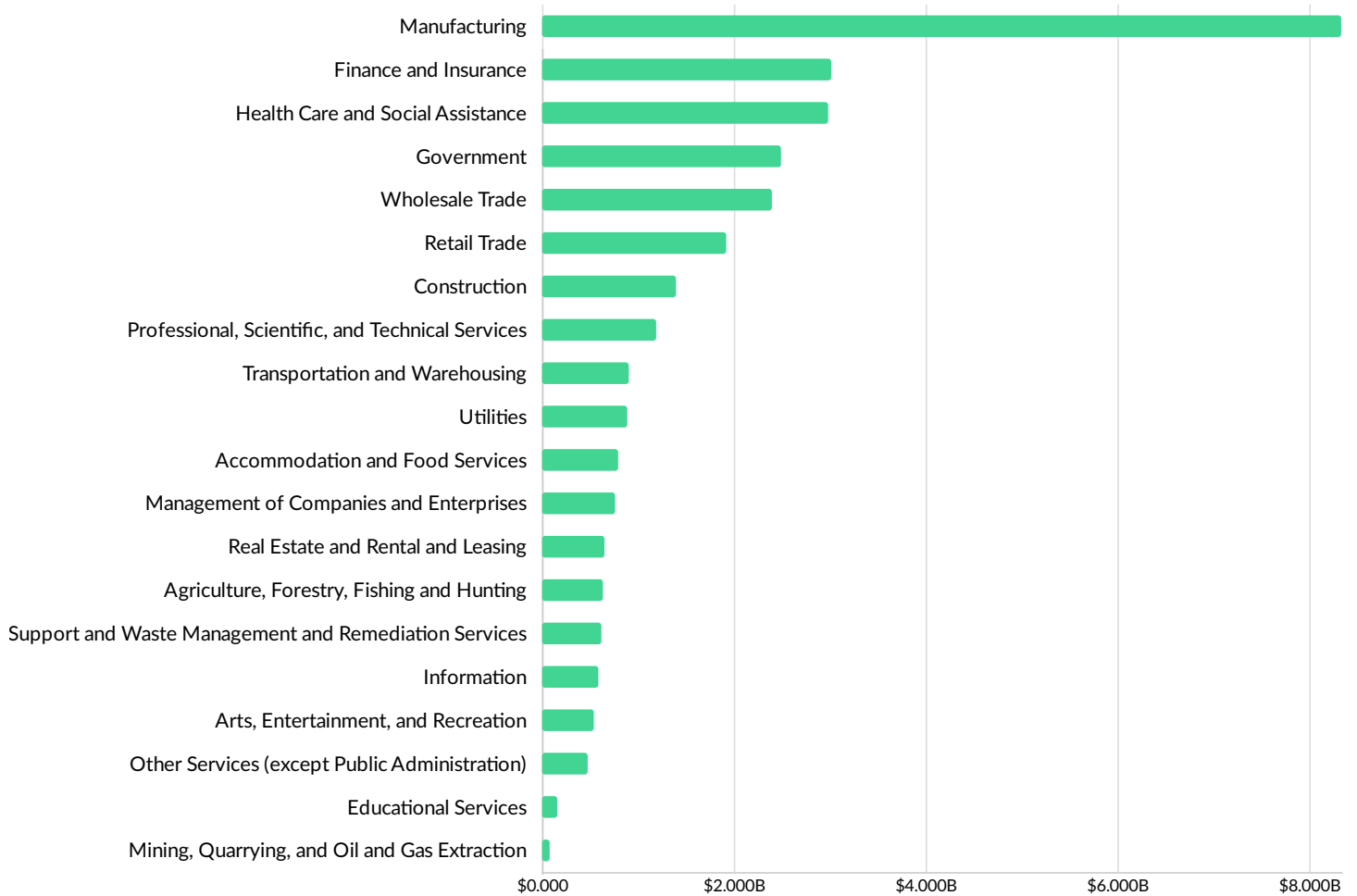
Top Industry LQ



Industry Characteristics - Cont.

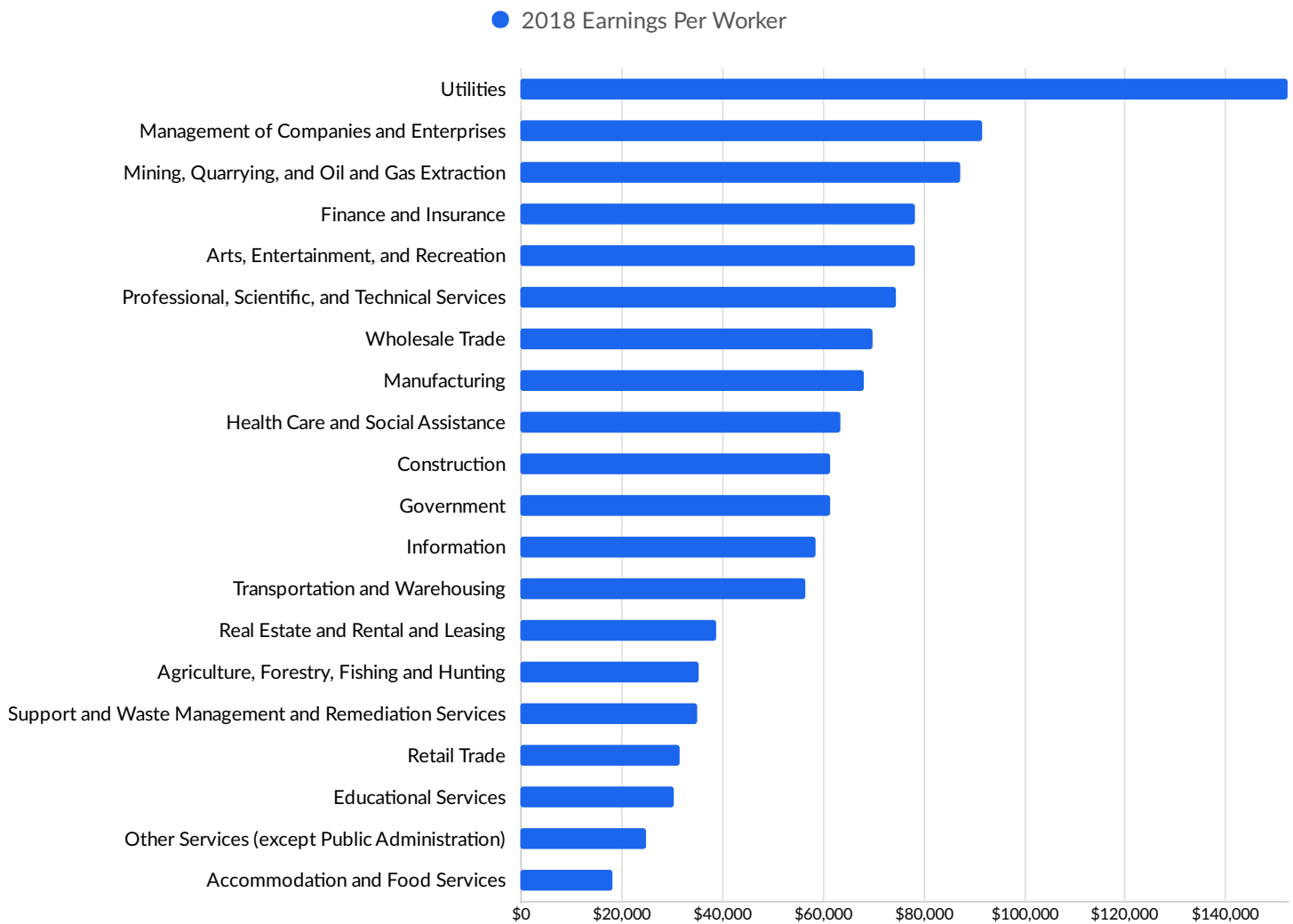
Top Industry GRP

● 2018 Gross Regional Product



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	2018 GRP
Manufacturing	67,576	70,774	3,198	+5%	2.73	\$68,260	\$8.34B
Health Care and Social Assistance	37,379	40,635	3,256	+9%	0.97	\$63,686	\$2.99B
Government	36,185	36,646	461	+1%	0.74	\$61,522	\$2.49B
Retail Trade	30,813	32,472	1,659	+5%	0.98	\$31,582	\$1.93B
Accommodation and Food Services	24,243	25,054	811	+3%	0.88	\$18,257	\$789.11M
Construction	13,896	15,953	2,057	+15%	0.87	\$61,589	\$1.40B
Finance and Insurance	14,923	15,676	753	+5%	1.18	\$78,395	\$3.01B
Other Services (except Public Administration)	13,688	13,096	-592	-4%	0.84	\$25,057	\$478.87M
Wholesale Trade	11,222	12,049	827	+7%	0.99	\$70,015	\$2.41B
Administrative and Support and Waste Management and Remediation Services	12,858	12,037	-821	-6%	0.59	\$35,184	\$624.60M
Transportation and Warehousing	10,622	11,713	1,091	+10%	0.99	\$56,722	\$912.59M
Professional, Scientific, and Technical Services	9,596	10,193	597	+6%	0.48	\$74,445	\$1.19B
Agriculture, Forestry, Fishing and Hunting	9,017	9,546	529	+6%	2.47	\$35,443	\$634.57M
Management of Companies and Enterprises	7,024	7,382	358	+5%	1.57	\$91,630	\$758.55M
Arts, Entertainment, and Recreation	4,659	5,172	513	+11%	0.90	\$78,225	\$536.01M
Educational Services	4,396	4,146	-250	-6%	0.49	\$30,483	\$165.74M
Real Estate and Rental and Leasing	2,481	2,582	101	+4%	0.46	\$38,823	\$658.87M
Information	2,896	2,488	-408	-14%	0.41	\$58,710	\$585.50M
Utilities	1,797	1,487	-310	-17%	1.31	\$152,365	\$887.37M
Mining, Quarrying, and Oil and Gas Extraction	263	283	20	+8%	0.21	\$87,414	\$77.91M

Business Characteristics

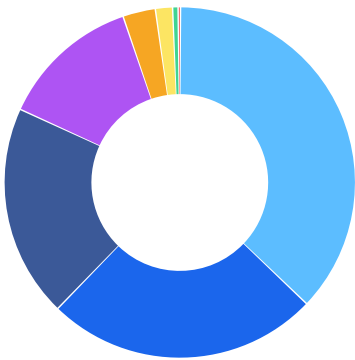
45,466 Companies Employ Your Workers

Online profiles for your workers mention 45,466 companies as employers, with the top 10 appearing below. In the last 12 months, 7,360 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kohler Co.	2,971 	Kohler Co.	2,302 
Schneider National, Inc.	2,143 	Anthem, Inc.	1,773 
Humana Inc.	1,712 	Schneider National, Inc.	1,641 
Aurora Health Care	1,691 	Eatstreet	1,350 
Bellin Health Systems, Inc.	1,170 	U. S. Xpress, Inc.	1,314 
Unitedhealth Group Incorporated	1,119 	Teach For America, Inc.	1,262 
Green Bay Area Public School D...	1,065 	Aurora Health Care	1,252 
Northeast Wisconsin Technical ...	986 	C.R. England, Inc.	1,249 
Associated Banc-Corp	958 	Travelers Healthcare	1,154 
Shopko Stores Operating Co., LLC	897 	Shopko Stores Operating Co., LLC	976 

Business Characteristics - Cont.

Business Size

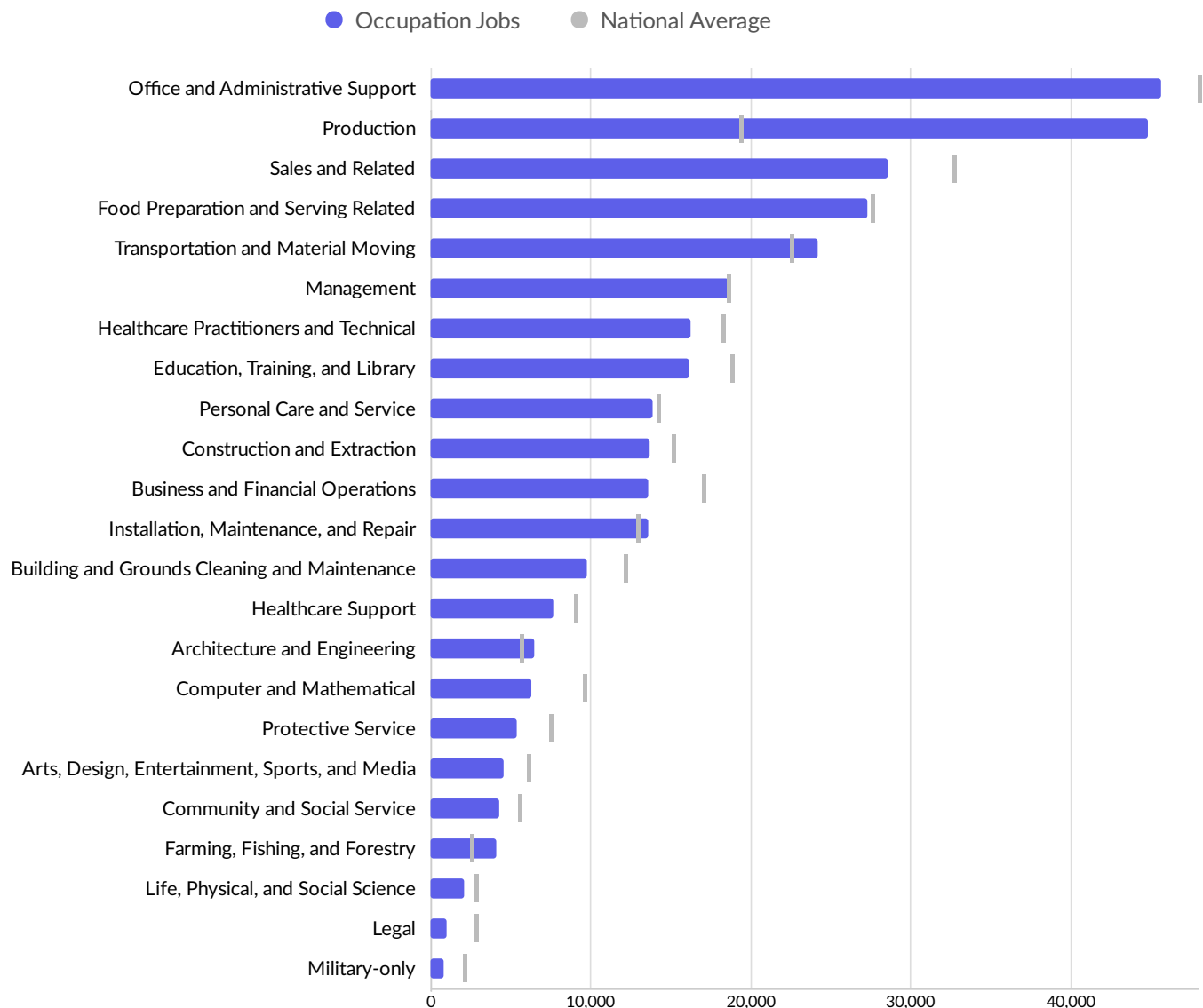


	Percentage	Business Count
1 to 4 employees	37.1%	8,335
5 to 9 employees	25.1%	5,644
10 to 19 employees	19.6%	4,407
20 to 49 employees	12.9%	2,904
50 to 99 employees	3.0%	676
100 to 249 employees	1.6%	355
250 to 499 employees	0.5%	113
500+ employees	0.2%	50

**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.*

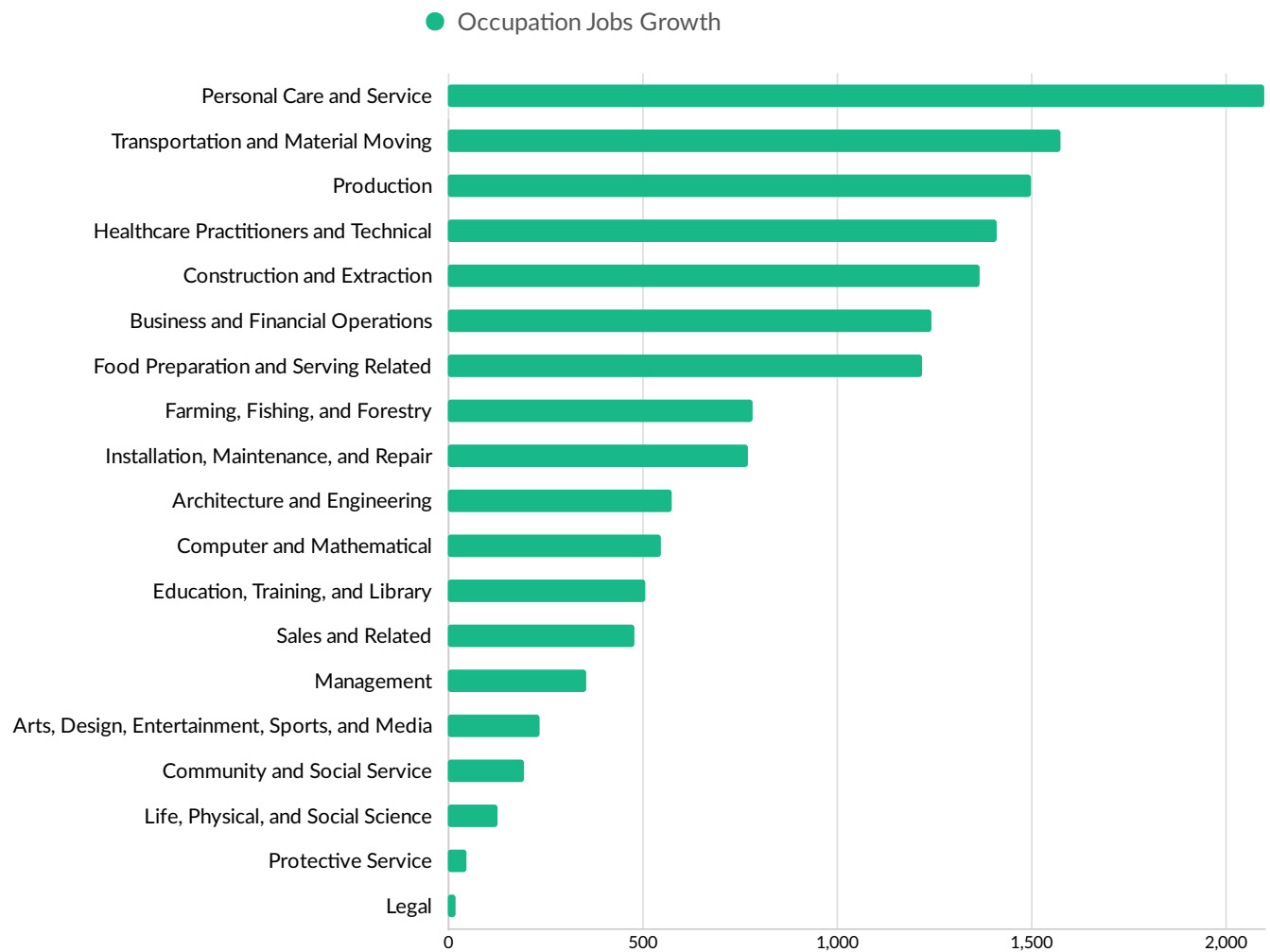
Workforce Characteristics

Largest Occupations



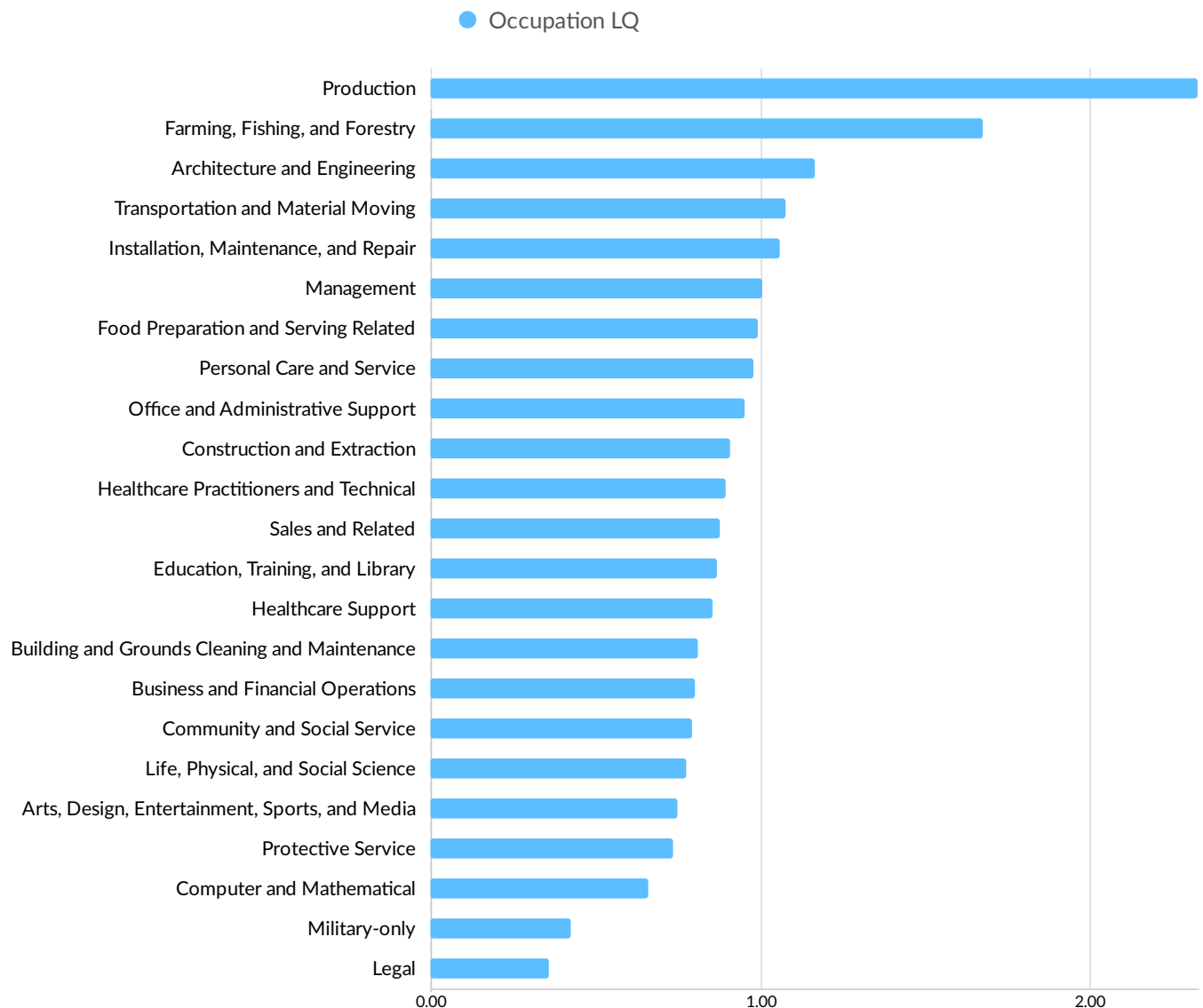
Workforce Characteristics - Cont.

Top Growing Occupations



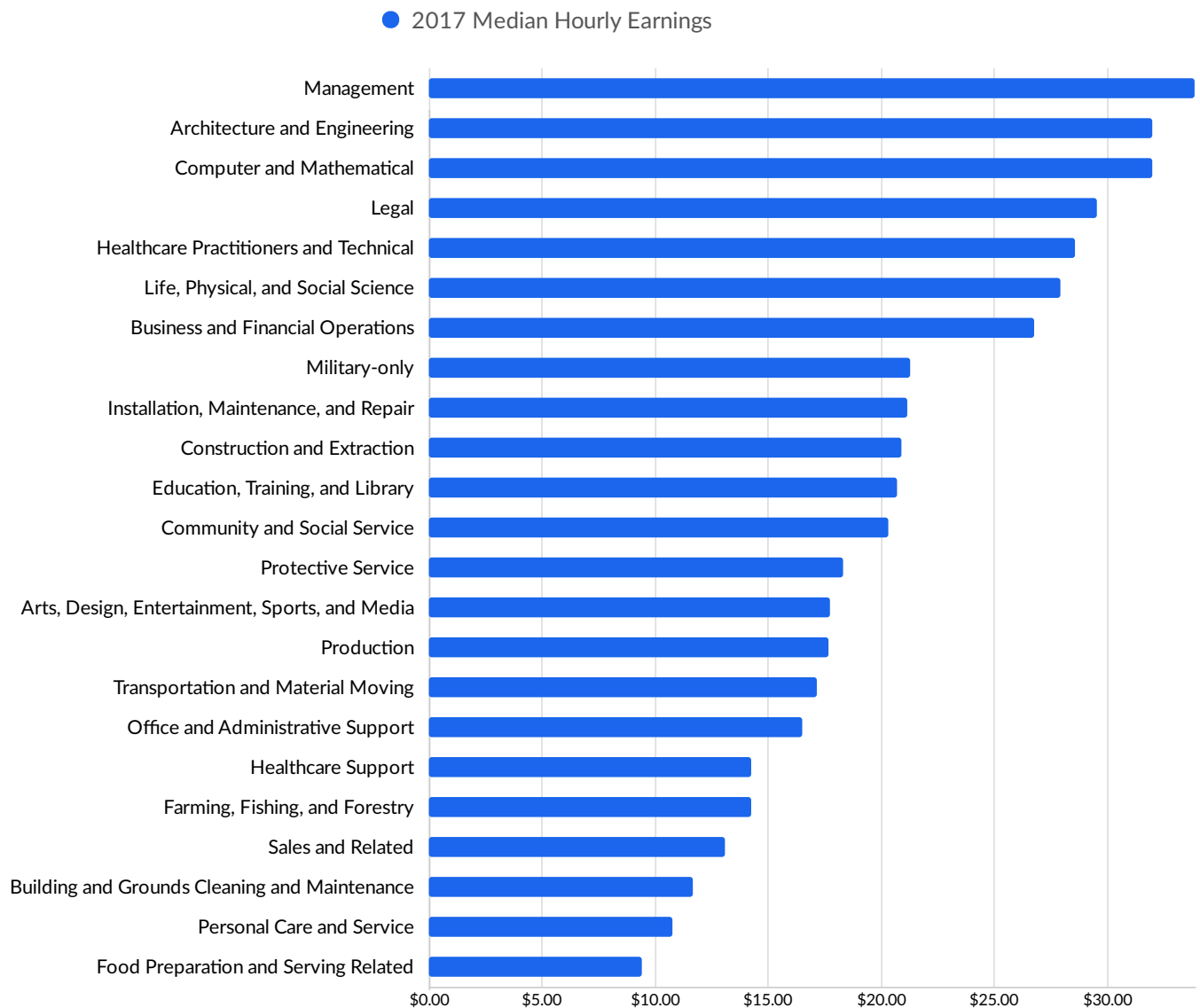
Workforce Characteristics - Cont.

Top Occupation LQ



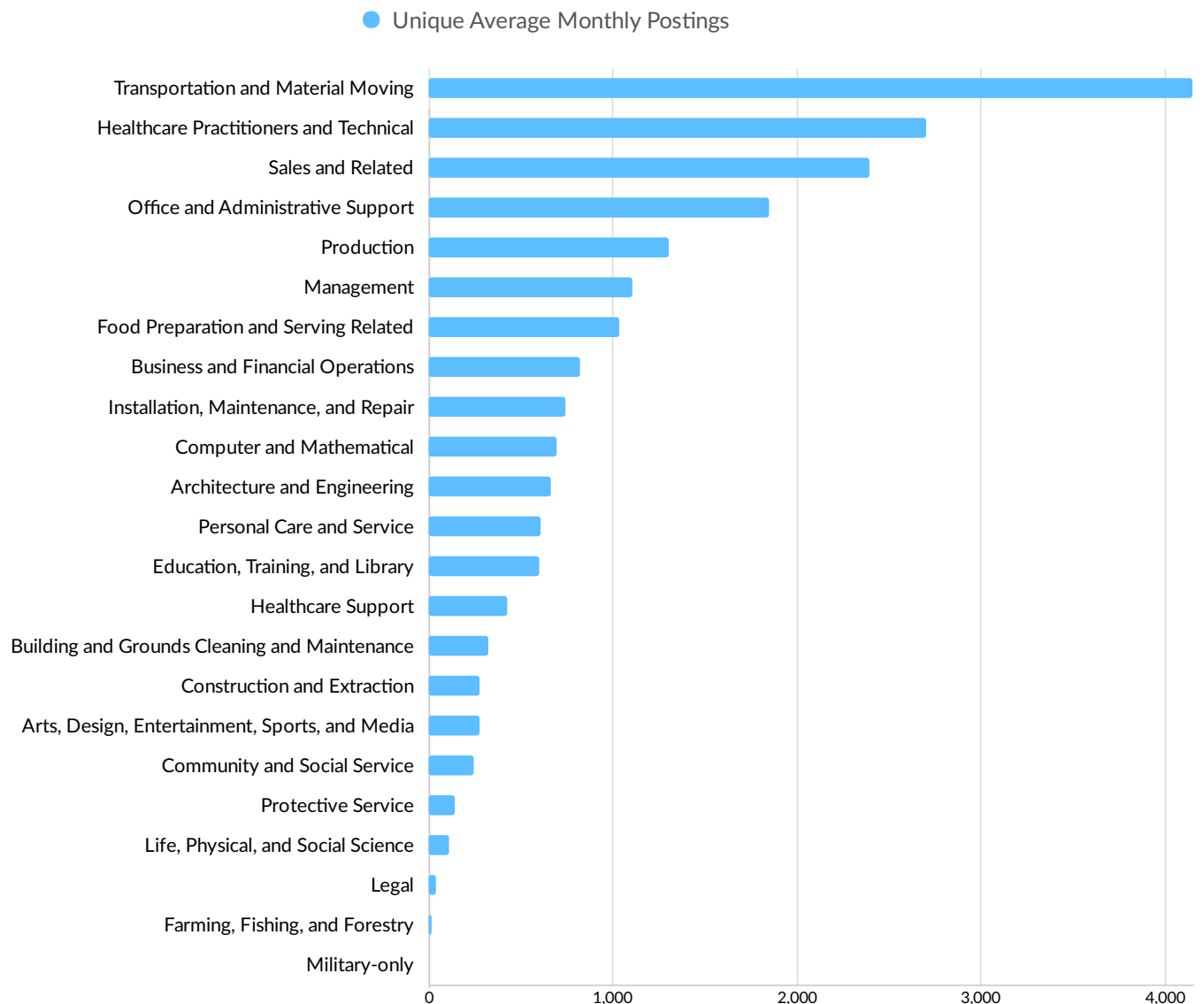
Workforce Characteristics - Cont.

Top Occupation Earnings



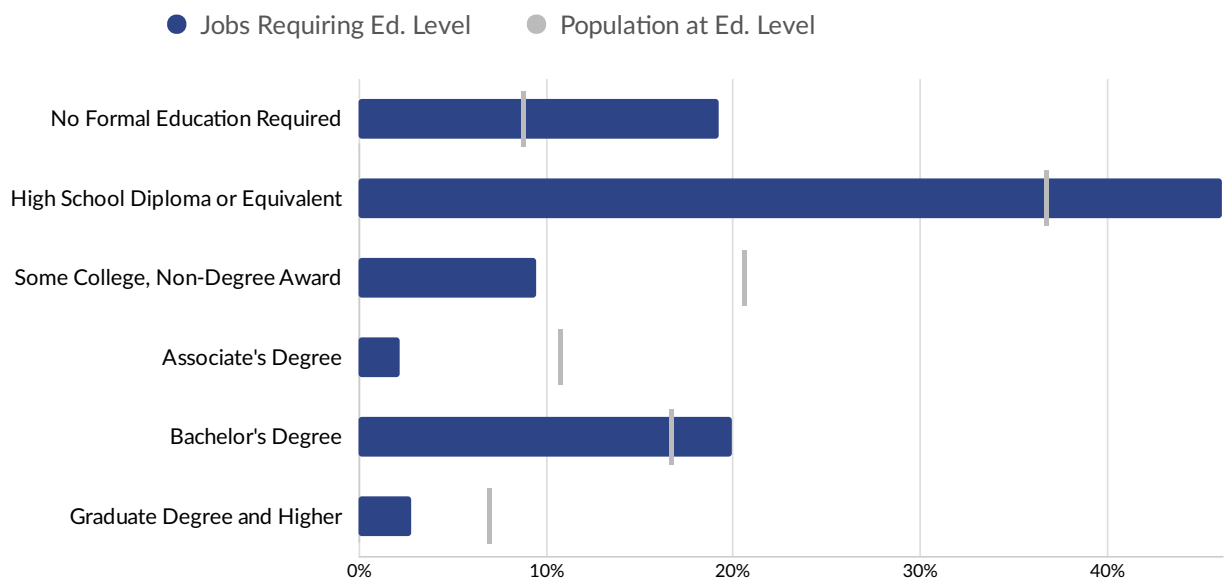
Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Underemployment



Workforce Characteristics - Cont.





















Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Jun 2018 - May 2019 Unique Average Monthly Postings
Office and Administrative Support	45,947	45,741	-206	0%	0.95	\$16.50	1,848
Production	43,381	44,880	1,499	+3%	2.33	\$17.72	1,302
Sales and Related	28,130	28,609	479	+2%	0.88	\$13.09	2,396
Food Preparation and Serving Related	26,112	27,331	1,219	+5%	0.99	\$9.45	1,036
Transportation and Material Moving	22,607	24,182	1,575	+7%	1.08	\$17.17	4,152
Management	18,309	18,663	354	+2%	1.01	\$33.90	1,109
Healthcare Practitioners and Technical	14,888	16,299	1,411	+9%	0.89	\$28.63	2,707
Education, Training, and Library	15,719	16,225	506	+3%	0.87	\$20.71	603
Personal Care and Service	11,782	13,882	2,100	+18%	0.98	\$10.77	612
Construction and Extraction	12,302	13,669	1,367	+11%	0.91	\$20.90	280
Business and Financial Operations	12,410	13,652	1,242	+10%	0.80	\$26.82	822
Installation, Maintenance, and Repair	12,874	13,645	771	+6%	1.06	\$21.20	743
Building and Grounds Cleaning and Maintenance	10,476	9,810	-666	-6%	0.81	\$11.66	322
Healthcare Support	7,920	7,645	-275	-3%	0.86	\$14.27	424
Architecture and Engineering	5,938	6,514	576	+10%	1.17	\$32.03	665
Computer and Mathematical	5,738	6,286	548	+10%	0.66	\$32.02	699
Protective Service	5,388	5,436	48	+1%	0.74	\$18.31	139

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Jun 2018 - May 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	4,312	4,549	237	+5%	0.75	\$17.73	275
Community and Social Service	4,132	4,327	195	+5%	0.79	\$20.33	246
Farming, Fishing, and Forestry	3,327	4,112	785	+24%	1.68	\$14.24	15
Life, Physical, and Social Science	1,972	2,100	128	+6%	0.78	\$27.93	111
Legal	955	975	20	+2%	0.36	\$29.58	43
Military-only	926	855	-71	-8%	0.43	\$21.32	4

Educational Pipeline

In 2017, there were 7,492 graduates in Bay-Lake Regional Planning Commission. This pipeline has shrunk by 5% 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 (2017)		Graduate Trend (2013 - 2017)
Northeast Wisconsin Technical College	2,876		
University of Wisconsin-Green Bay	1,526		
Lakeshore Technical College	1,073		
Lakeland University	694		
Saint Norbert College	541		
Rasmussen College-Wisconsin	390		
Bellin College	158		
Silver Lake College of the Holy Family	124		
Paul Mitchell the School-Green Bay	61		
House of Heavilin Beauty College-Academy of Beauty Professionals	25		

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher