



Manitowoc County, WI

Bay-Lake Regional Planning Commission



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Economy Overview

78,871

Population (2018)

Population **decreased by 1,618** over the last 5 years and is projected to **decrease by 871** over the next 5 years.

37,361

Total Regional Employment

Jobs **grew by 139** over the last 5 years and are projected to **grow by 85** over the next 5 years.

\$51.1K

Median Household Income (2017)

Median household income is **\$6.6K below** the national median household income of \$57.7K.

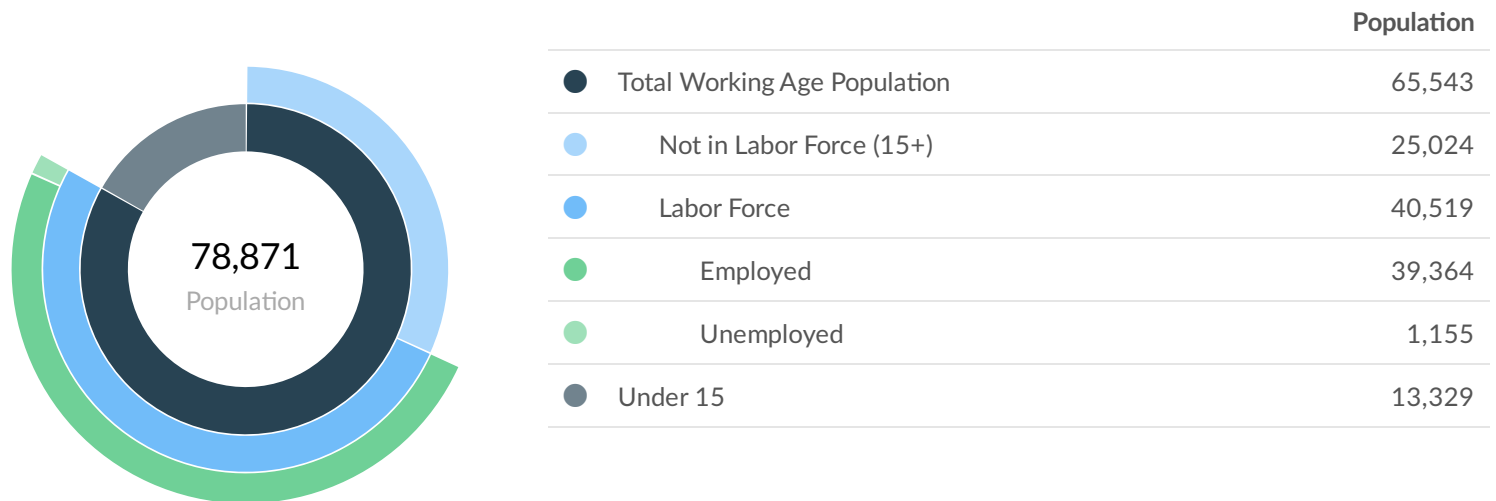
Takeaways

- As of 2018 the region's population **declined by 2.0%** since 2013, falling by 1,618. Population is expected to **decrease by 1.1%** between 2018 and 2023, losing 871.
- From 2013 to 2018, jobs **increased by 0.4%** in Manitowoc County, WI from 37,222 to **37,361**. This change **fell short of the national growth rate of 8.2% by 7.8%**. As the number of jobs increased, the **labor force participation rate decreased from 64.9% to 61.8% between 2013 and 2018**.
- Concerning educational attainment, **13.6% of Manitowoc County, WI residents possess a Bachelor's Degree** (5.0% below the national average), and **10.3% hold an Associate's Degree** (2.3% above the national average).
- The top three industries in 2018 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Animal Production.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	78,871	40,519	37,361	99.4	\$3.77B	\$5.48B	\$4.93B
Bay-Lake Regional Planning Commission	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
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

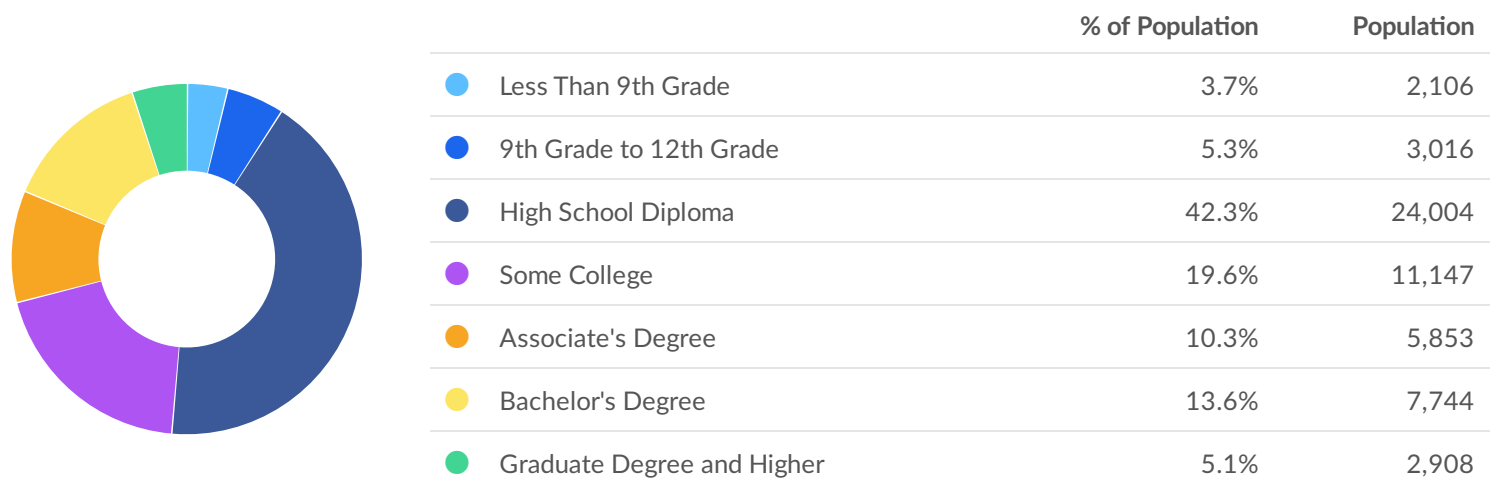
Economy Overview - Cont.

2018 Labor Force Breakdown



Educational Attainment

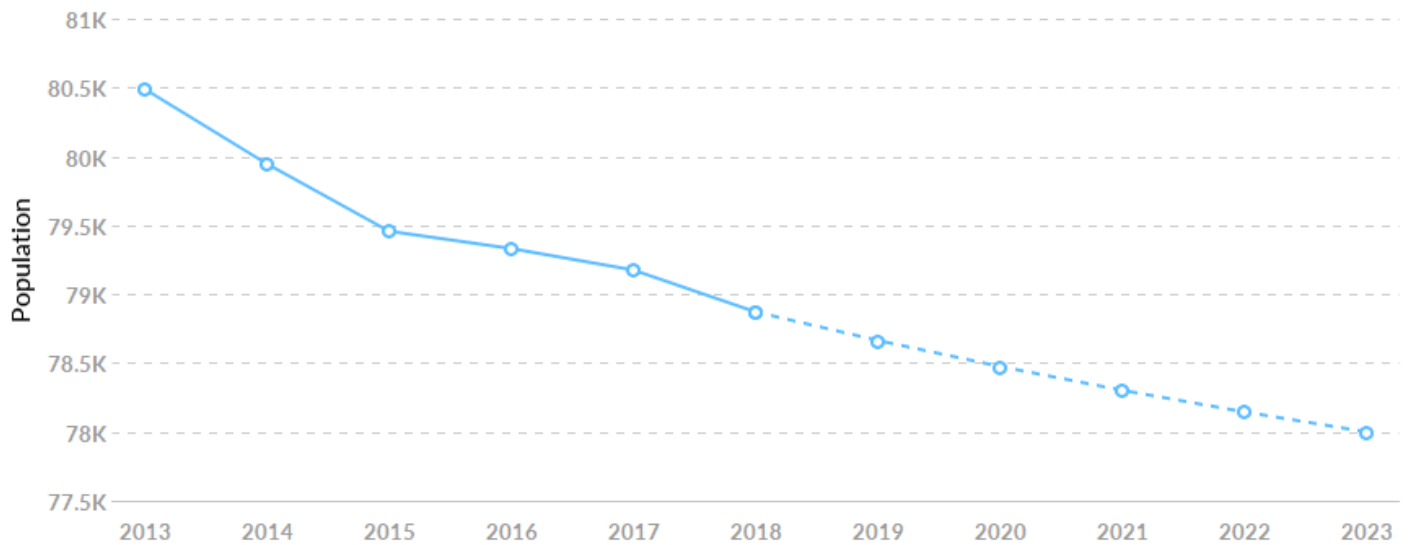
Concerning educational attainment, **13.6% of Manitowoc County, WI residents possess a Bachelor's Degree** (5.0% below the national average), and **10.3% hold an Associate's Degree** (2.3% above the national average).



Historic & Projected Trends

Population Trends

As of 2018 the region's population **declined by 2.0%** since 2013, falling by 1,618. Population is expected to **decrease by 1.1%** between 2018 and 2023, losing 871.

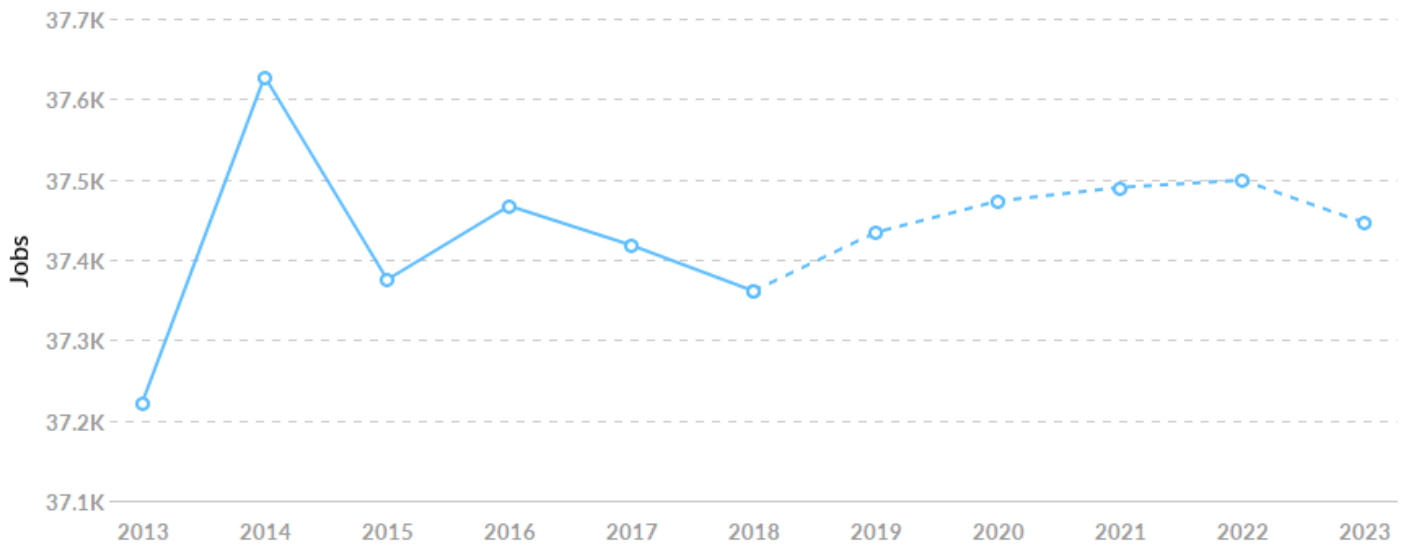


Timeframe	Population
2013	80,489
2014	79,946
2015	79,457
2016	79,331
2017	79,175
2018	78,871
2019	78,664
2020	78,475
2021	78,302
2022	78,145
2023	78,000

Historic & Projected Trends - Cont.

Job Trends

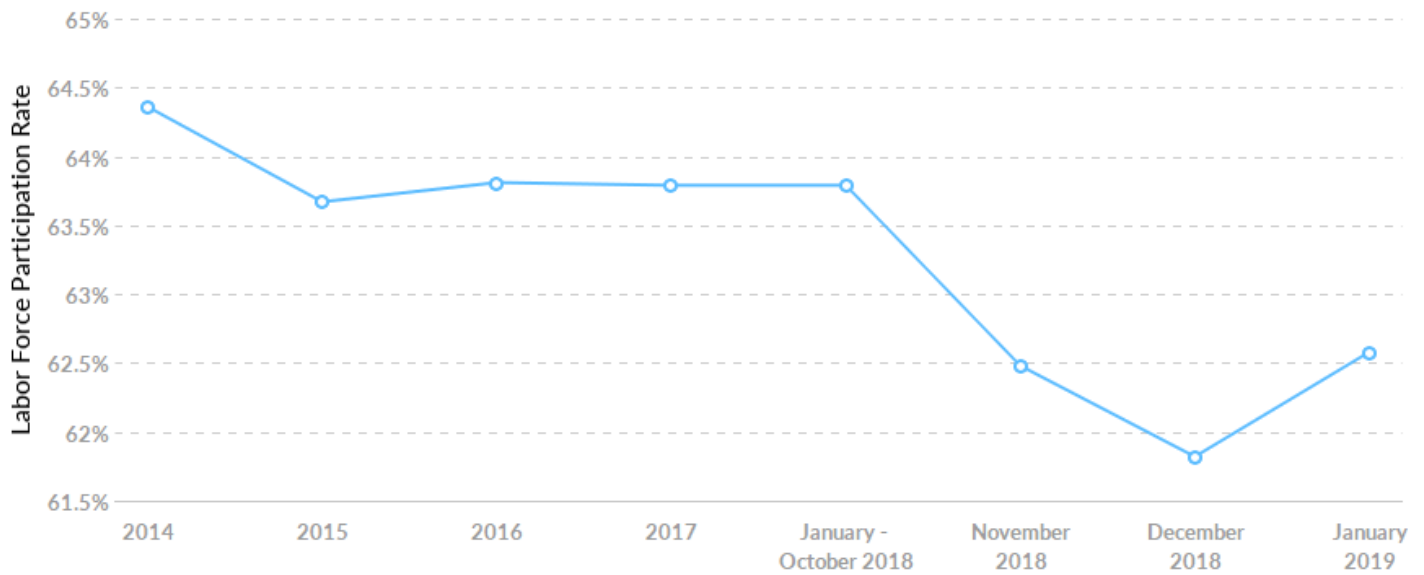
From 2013 to 2018, jobs increased by 0.4% in Manitowoc County, WI from 37,222 to 37,361. This change fell short of the national growth rate of 8.2% by 7.8%.



Timeframe	Jobs
2013	37,222
2014	37,627
2015	37,375
2016	37,467
2017	37,418
2018	37,361
2019	37,434
2020	37,473
2021	37,490
2022	37,499
2023	37,446

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

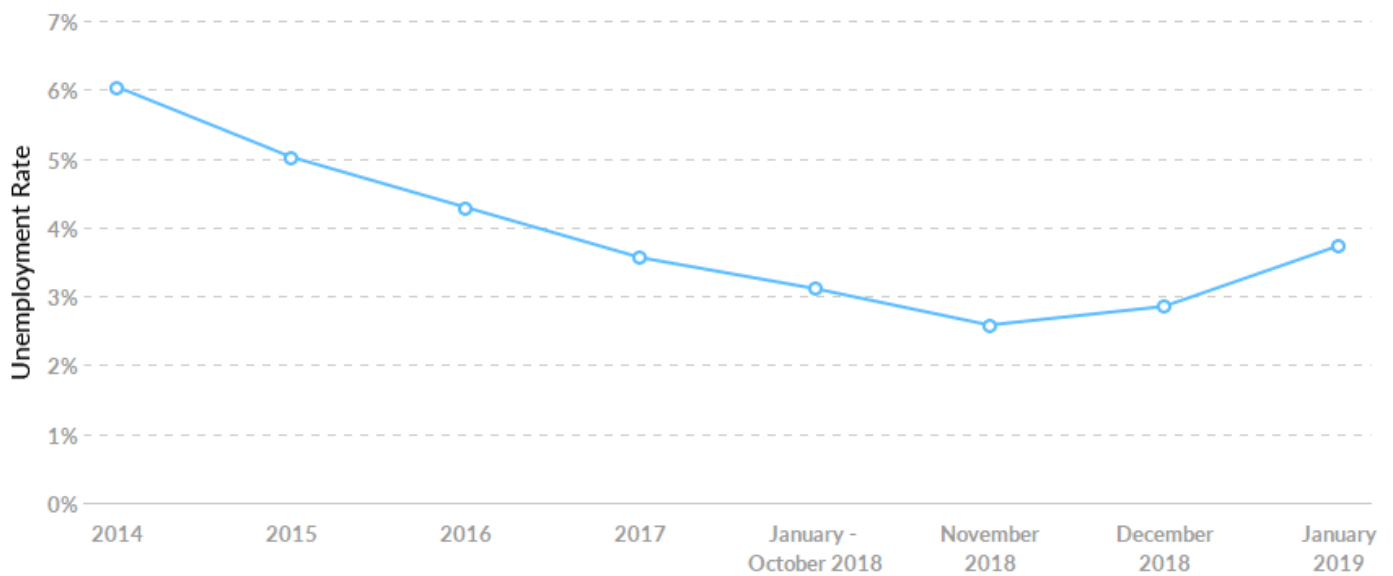


Timeframe	Labor Force Participation Rate
2014	64.36%
2015	63.67%
2016	63.81%
2017	63.79%
January - October 2018	63.79%
November 2018	62.48%
December 2018	61.82%
January 2019	62.58%

Historic & Projected Trends - Cont.

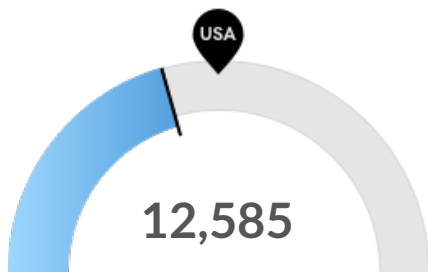
Unemployment Rate Trends

Manitowoc County, WI had a January 2019 unemployment rate of 3.73%, **decreasing from 6.04%** 5 years before.



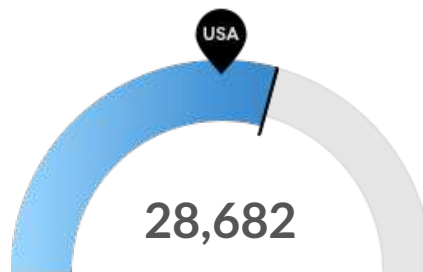
Timeframe	Unemployment Rate
2014	6.04%
2015	5.02%
2016	4.29%
2017	3.56%
January - October 2018	3.11%
November 2018	2.58%
December 2018	2.85%
January 2019	3.73%

Population Characteristics



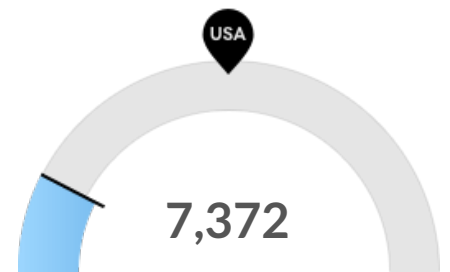
Millennials

Manitowoc County, WI has 12,585 millennials (ages 20-34). The national average for an area this size is 16,398.



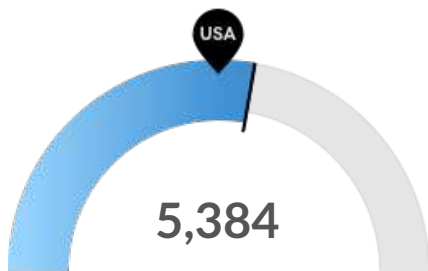
Retiring Soon

Retirement risk is high in Manitowoc County, WI. The national average for an area this size is 22,571 people 55 or older, while there are 28,682 here.



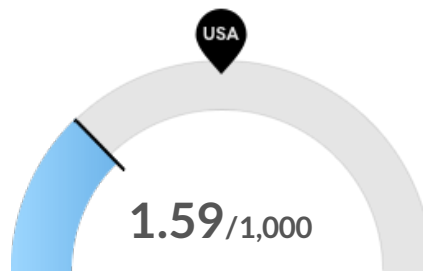
Racial Diversity

Racial diversity is low in Manitowoc County, WI. The national average for an area this size is 31,093 racially diverse people, while there are 7,372 here.



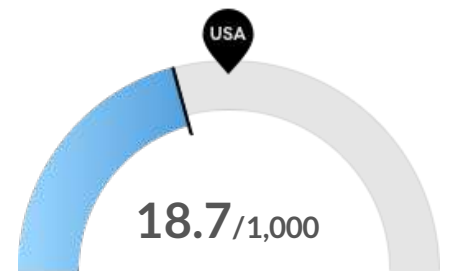
Veterans

Manitowoc County, WI has 5,384 veterans. The national average for an area this size is 4,604.



Violent Crime

Manitowoc County, WI has 1.59 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



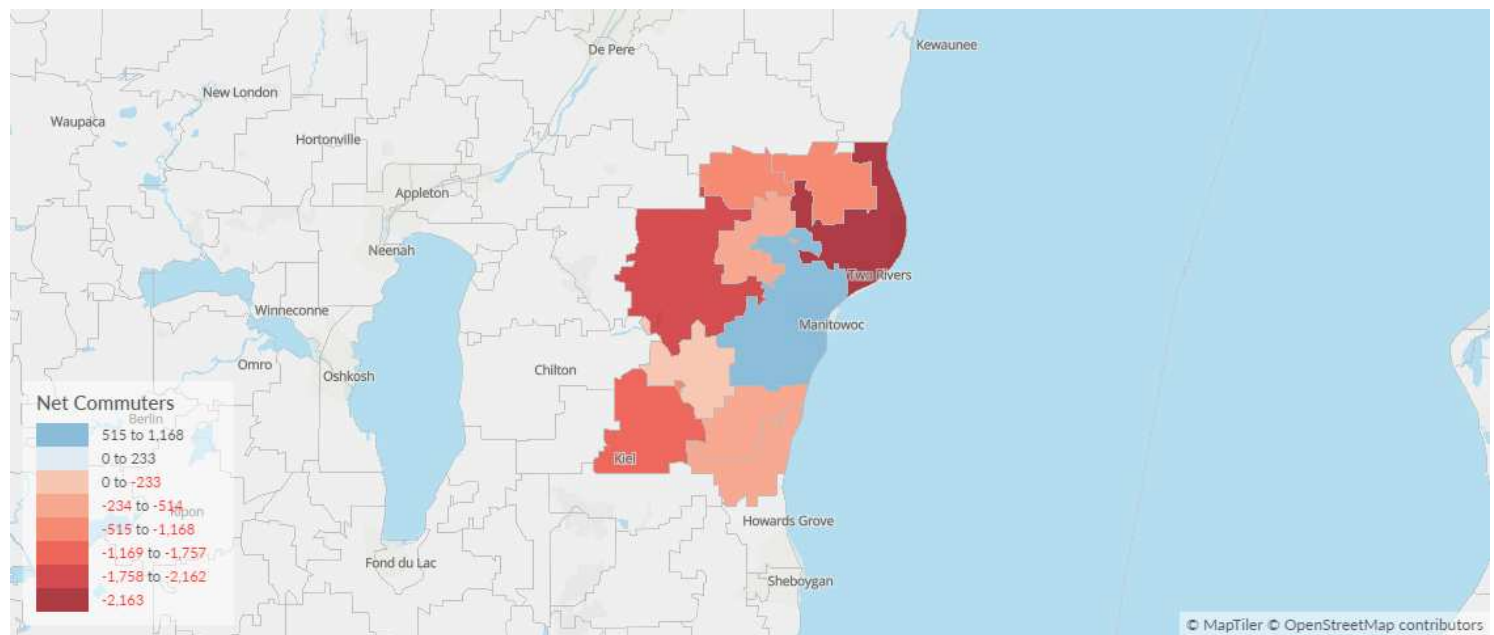
Property Crime

Manitowoc County, WI has 18.7 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 Manitowoc County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

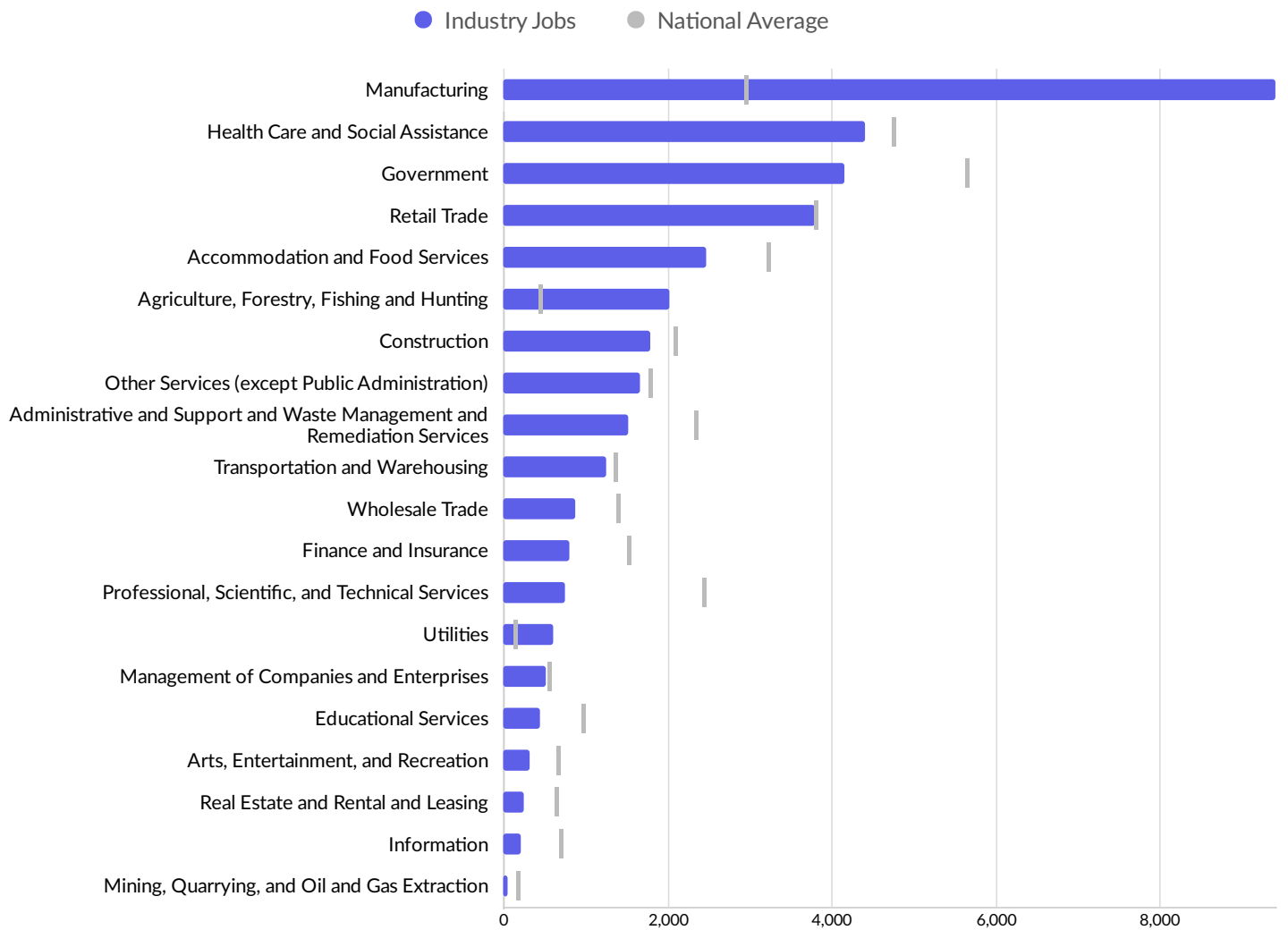
ZIP	Name	2018 Employment
54220	Manitowoc, WI (in Man...	19,679
54241	Two Rivers, WI (in Mani...	5,398
53042	Kiel, WI (in Manitowoc ...	2,846
54221	Manitowoc, WI (in Man...	2,747
54245	Valders, WI (in Manitow...	1,572

Where Talent Lives

ZIP	Name	2018 Workers
54220	Manitowoc, WI (in Man...	19,003
54241	Two Rivers, WI (in Mani...	7,560
53042	Kiel, WI (in Manitowoc ...	4,016
54221	Manitowoc, WI (in Man...	2,747
54230	Reedsville, WI (in Mani...	2,632

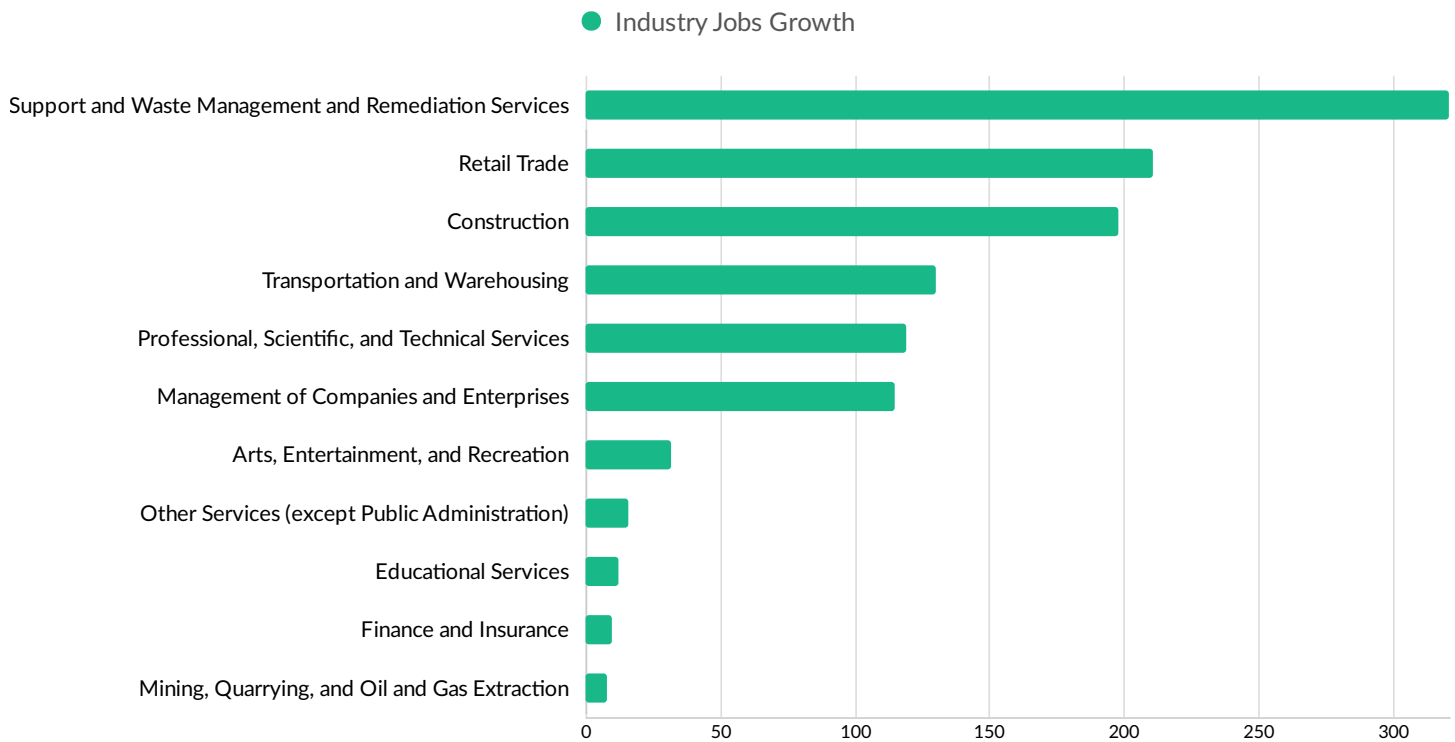
Industry Characteristics

Largest Industries



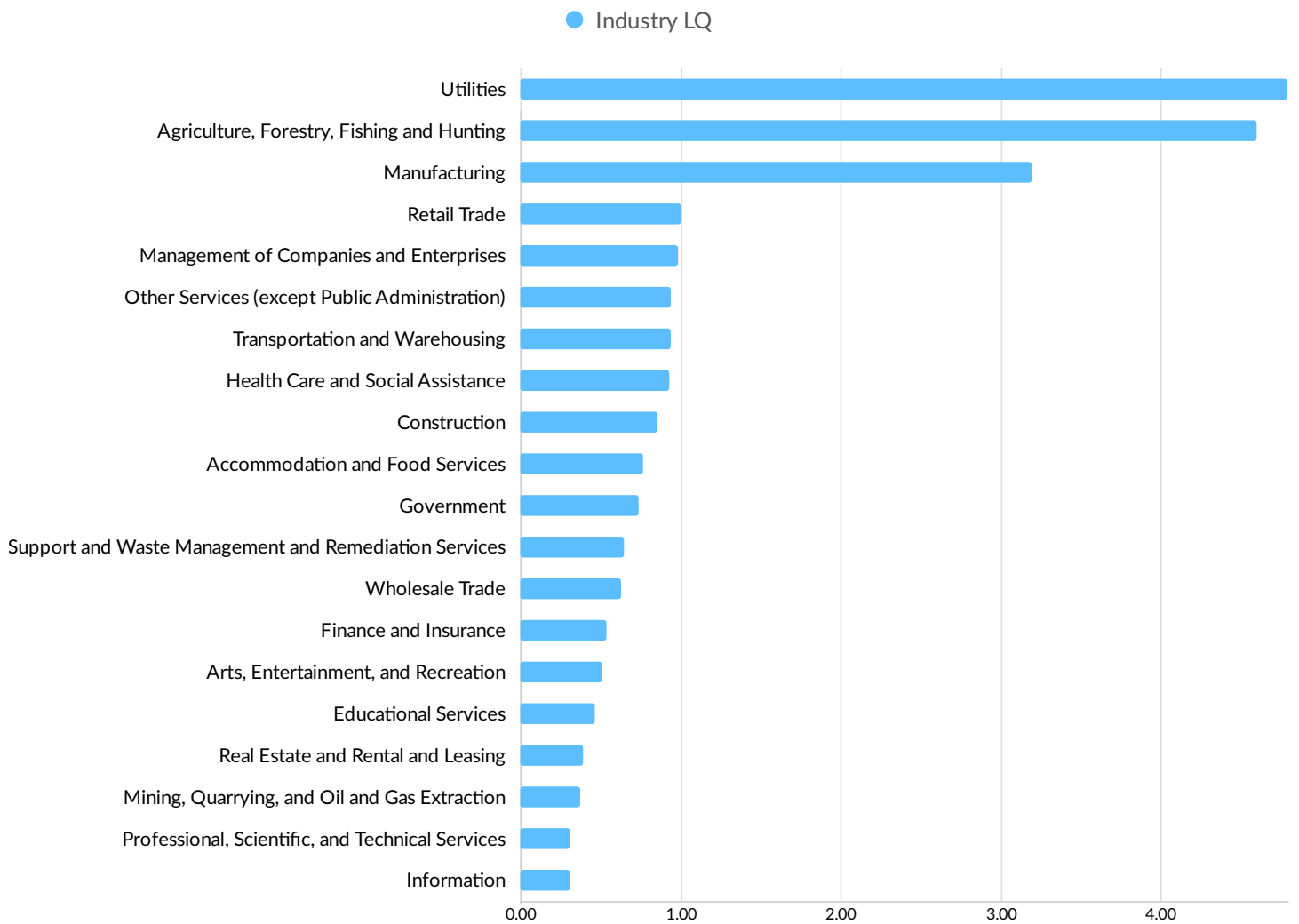
Industry Characteristics - Cont.

Top Growing Industries



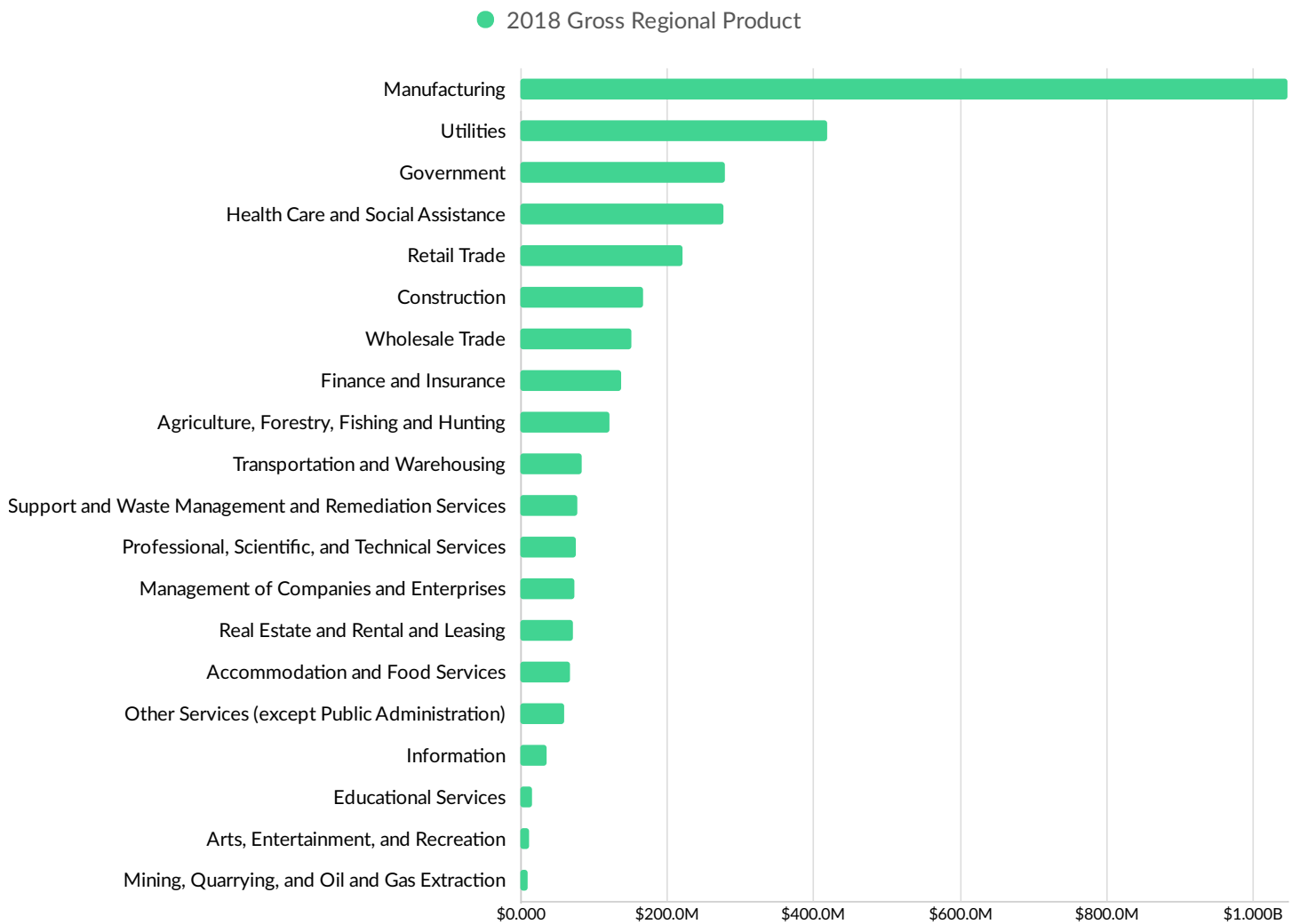
Industry Characteristics - Cont.

Top Industry LQ



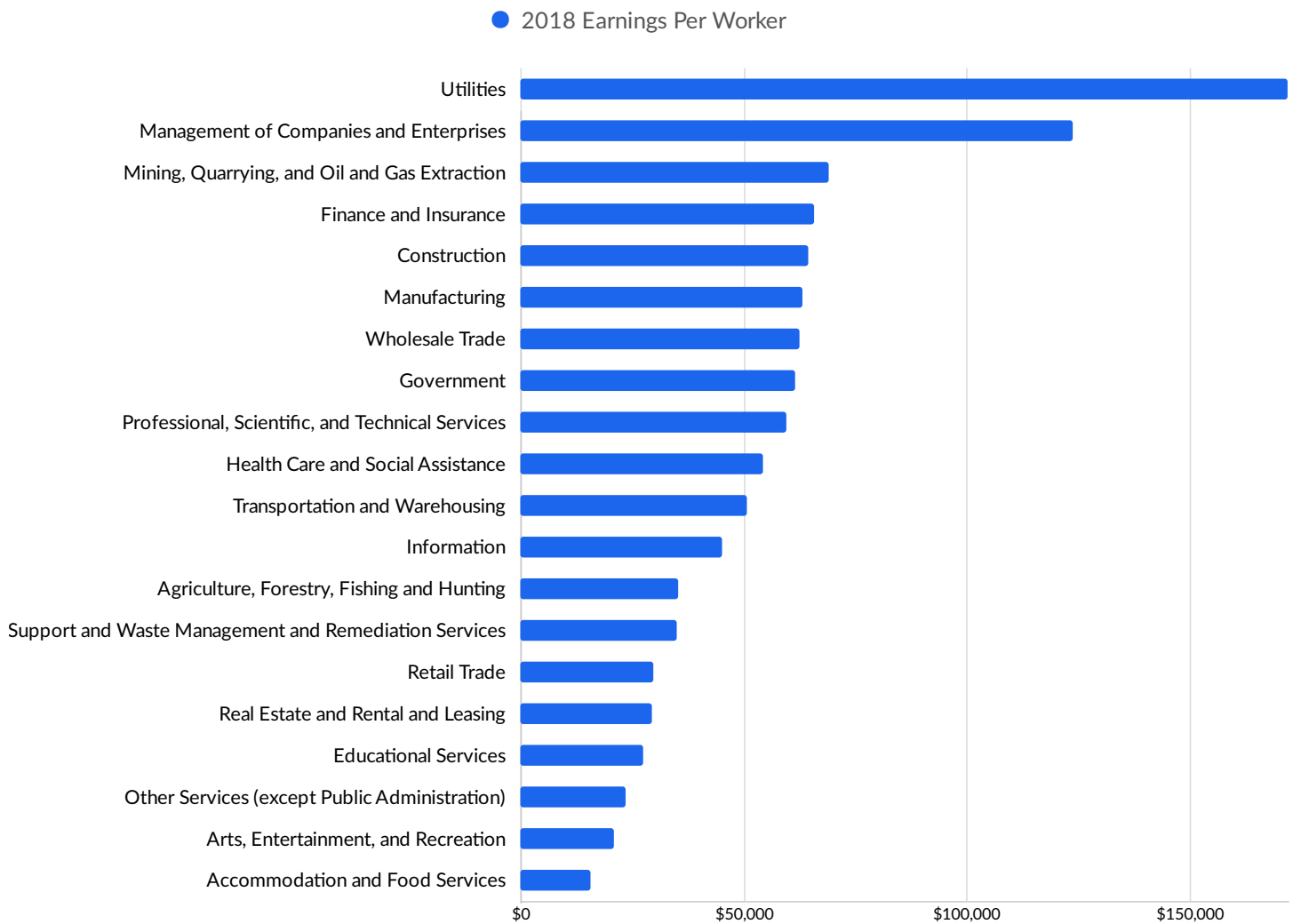
Industry Characteristics - Cont.

Top Industry GRP



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	9,895	9,413	-482	-5%	3.20	\$63,341	\$1.05B
Health Care and Social Assistance	4,538	4,407	-131	-3%	0.93	\$54,277	\$277.81M
Government	4,231	4,151	-80	-2%	0.74	\$61,590	\$279.46M
Retail Trade	3,584	3,795	211	+6%	1.00	\$29,912	\$221.76M
Accommodation and Food Services	2,522	2,472	-50	-2%	0.77	\$15,887	\$68.48M
Agriculture, Forestry, Fishing and Hunting	2,047	2,018	-29	-1%	4.60	\$35,535	\$121.35M
Construction	1,595	1,793	198	+12%	0.86	\$64,660	\$167.19M
Other Services (except Public Administration)	1,651	1,667	16	+1%	0.94	\$23,506	\$60.24M
Administrative and Support and Waste Management and Remediation Services	1,195	1,516	321	+27%	0.65	\$35,162	\$77.46M
Transportation and Warehousing	1,131	1,261	130	+11%	0.94	\$50,668	\$83.32M
Wholesale Trade	914	870	-44	-5%	0.63	\$62,538	\$152.20M
Finance and Insurance	794	804	10	+1%	0.53	\$66,033	\$137.38M
Professional, Scientific, and Technical Services	641	760	119	+19%	0.31	\$59,553	\$76.42M
Utilities	696	615	-81	-12%	4.79	\$172,064	\$419.19M
Management of Companies and Enterprises	412	527	115	+28%	0.99	\$124,032	\$73.17M
Educational Services	430	442	12	+3%	0.46	\$27,672	\$15.91M
Arts, Entertainment, and Recreation	299	331	32	+11%	0.51	\$21,037	\$12.84M
Real Estate and Rental and Leasing	292	250	-42	-14%	0.40	\$29,434	\$71.02M
Information	302	211	-91	-30%	0.31	\$45,085	\$36.10M
Mining, Quarrying, and Oil and Gas Extraction	51	59	8	+16%	0.38	\$69,077	\$10.53M

Business Characteristics

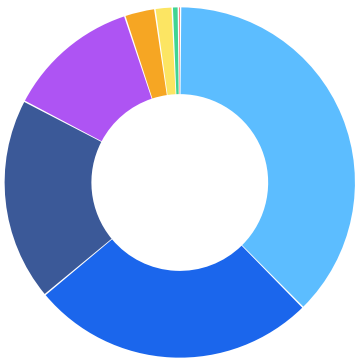
6,393 Companies Employ Your Workers

Online profiles for your workers mention 6,393 companies as employers, with the top 10 appearing below. In the last 12 months, 1,396 companies in Manitowoc County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
The Manitowoc Company Inc	398 	Holy Family Memorial, Inc.	319 
Aurora Health Care	317 	Teach For America, Inc.	242 
Holy Family Memorial, Inc.	273 	U. S. Xpress, Inc.	219 
Kohler Co.	194 	Travelers Healthcare	206 
Lakeshore Technical College	177 	Aurora Health Care	187 
Federal-Mogul Holdings Corpora...	162 	C.R. England, Inc.	186 
Manitowoc Public School District	143 	Heartland Express, Inc.	160 
Lakeside Foods, Inc.	112 	Lakeshore Technical College	156 
Ariens Company	99 	McDonald's Corporation	138 
Nextera Energy, Inc.	99 	Platinum Supplemental Insuranc...	137 

Business Characteristics - Cont.

Business Size

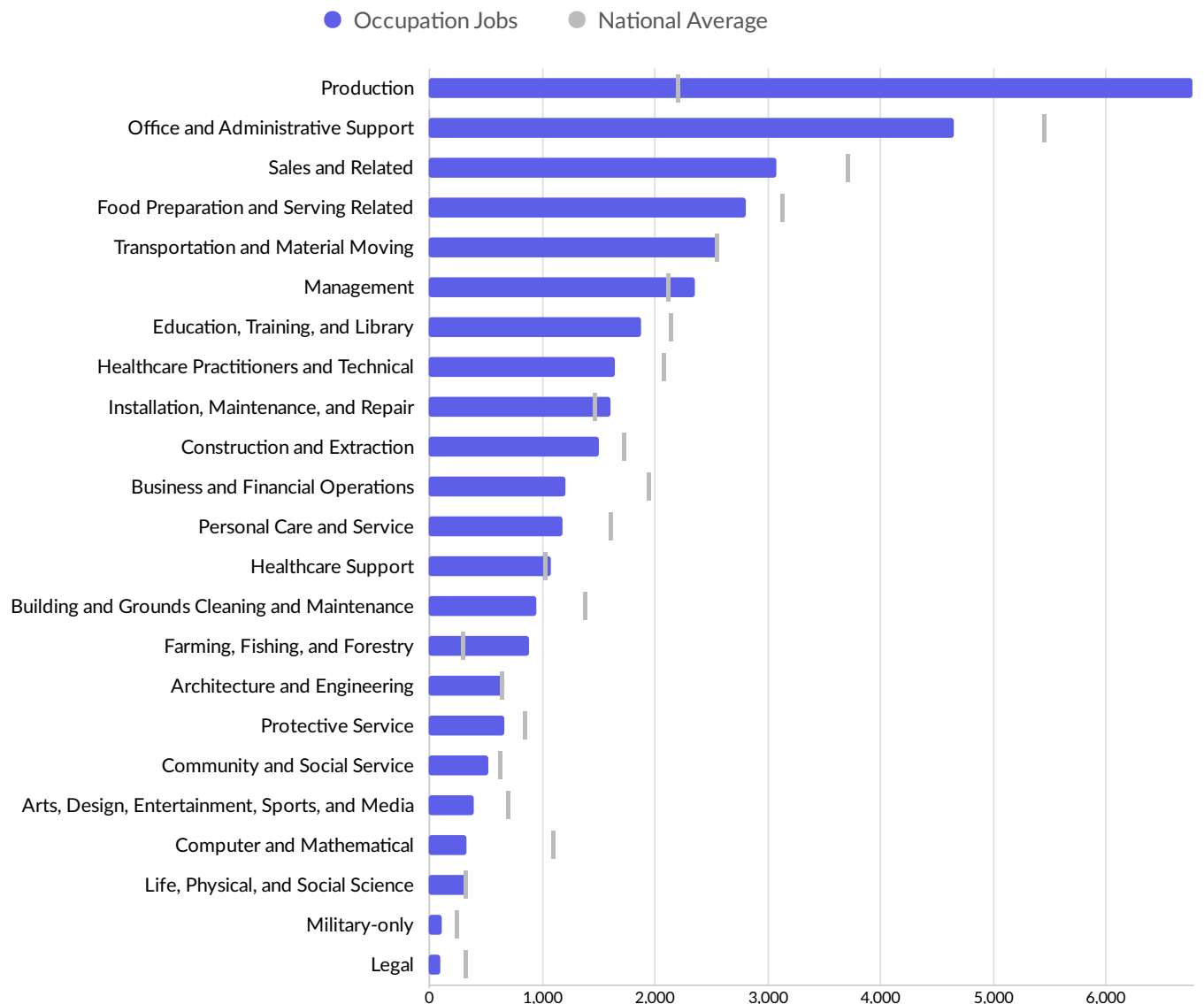


	Percentage	Business Count
1 to 4 employees	37.5%	1,137
5 to 9 employees	26.3%	798
10 to 19 employees	18.7%	567
20 to 49 employees	12.2%	371
50 to 99 employees	2.8%	85
100 to 249 employees	1.6%	48
250 to 499 employees	0.6%	17
500+ employees	0.2%	6

*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.

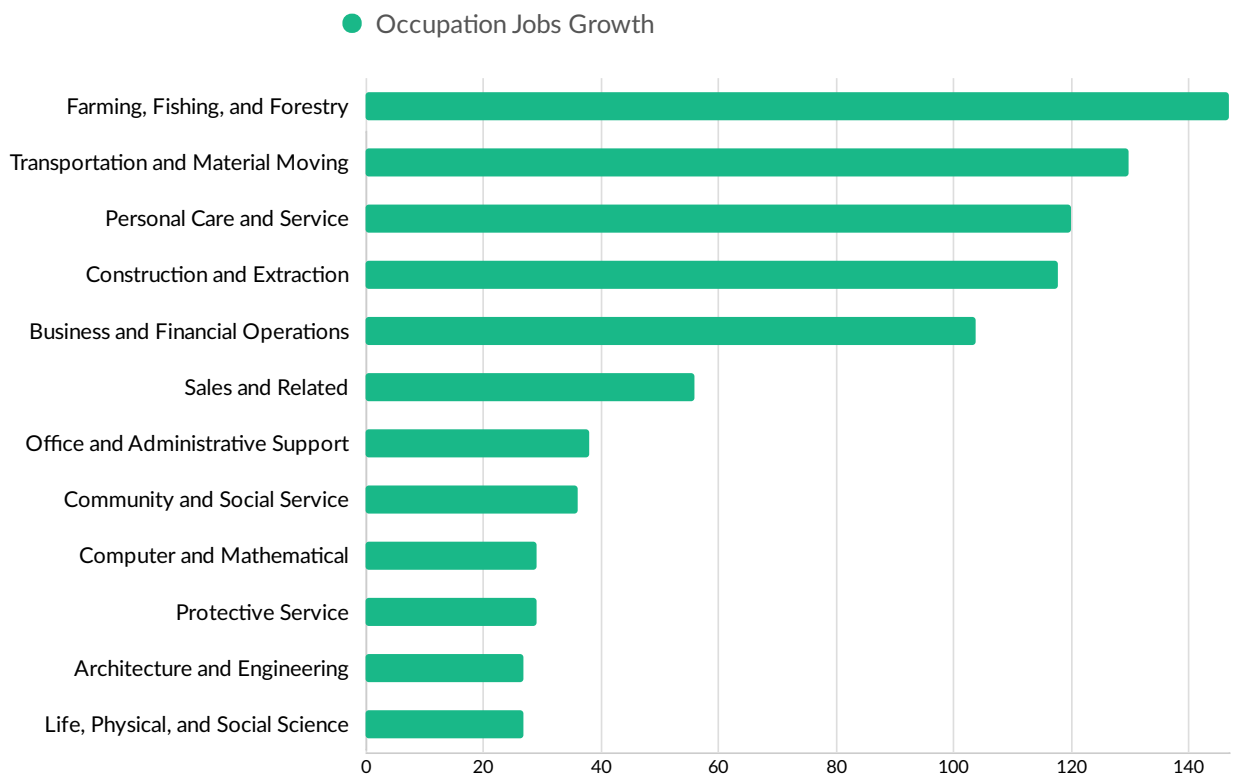
Workforce Characteristics

Largest Occupations



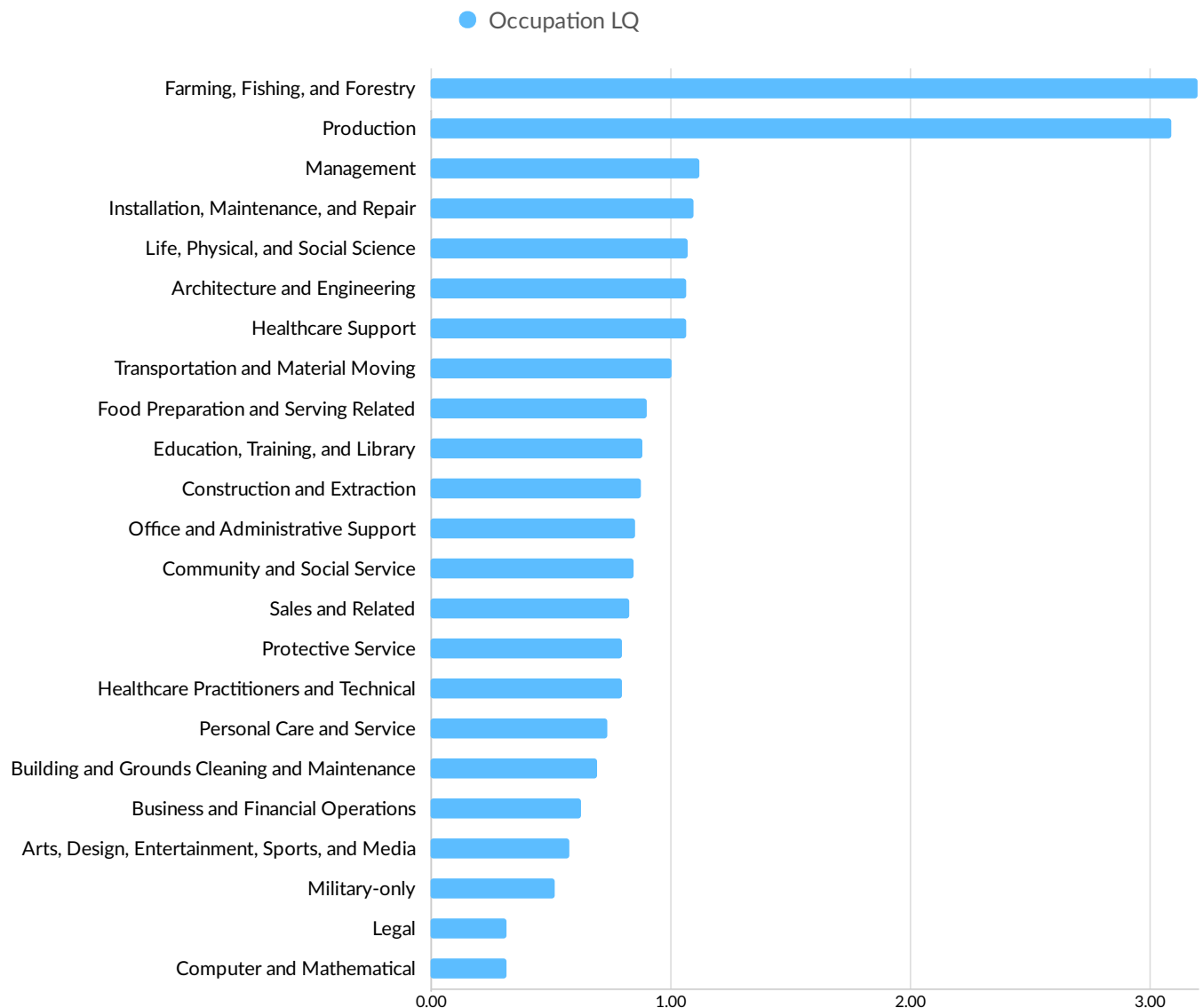
Workforce Characteristics - Cont.

Top Growing Occupations



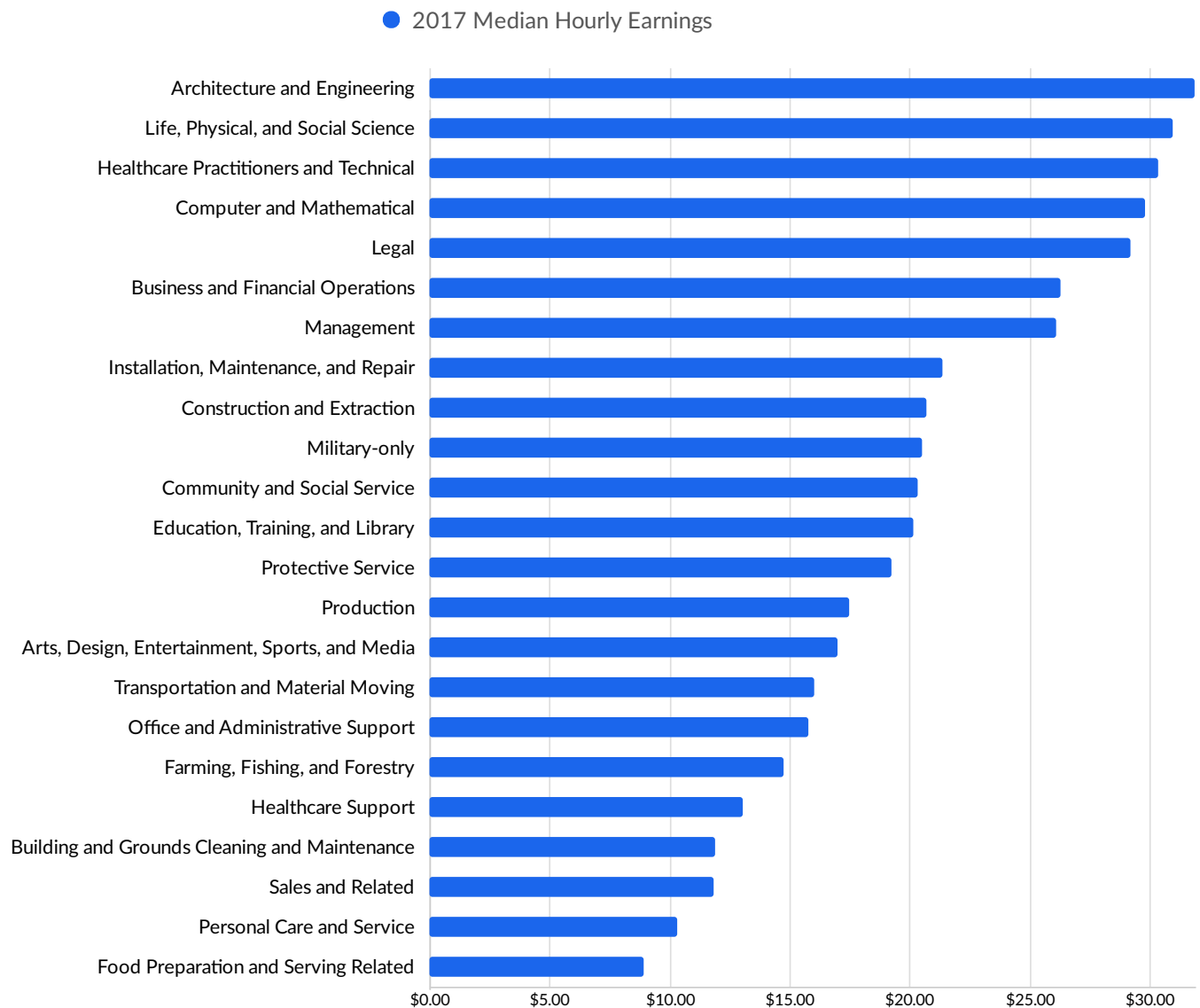
Workforce Characteristics - Cont.

Top Occupation LQ



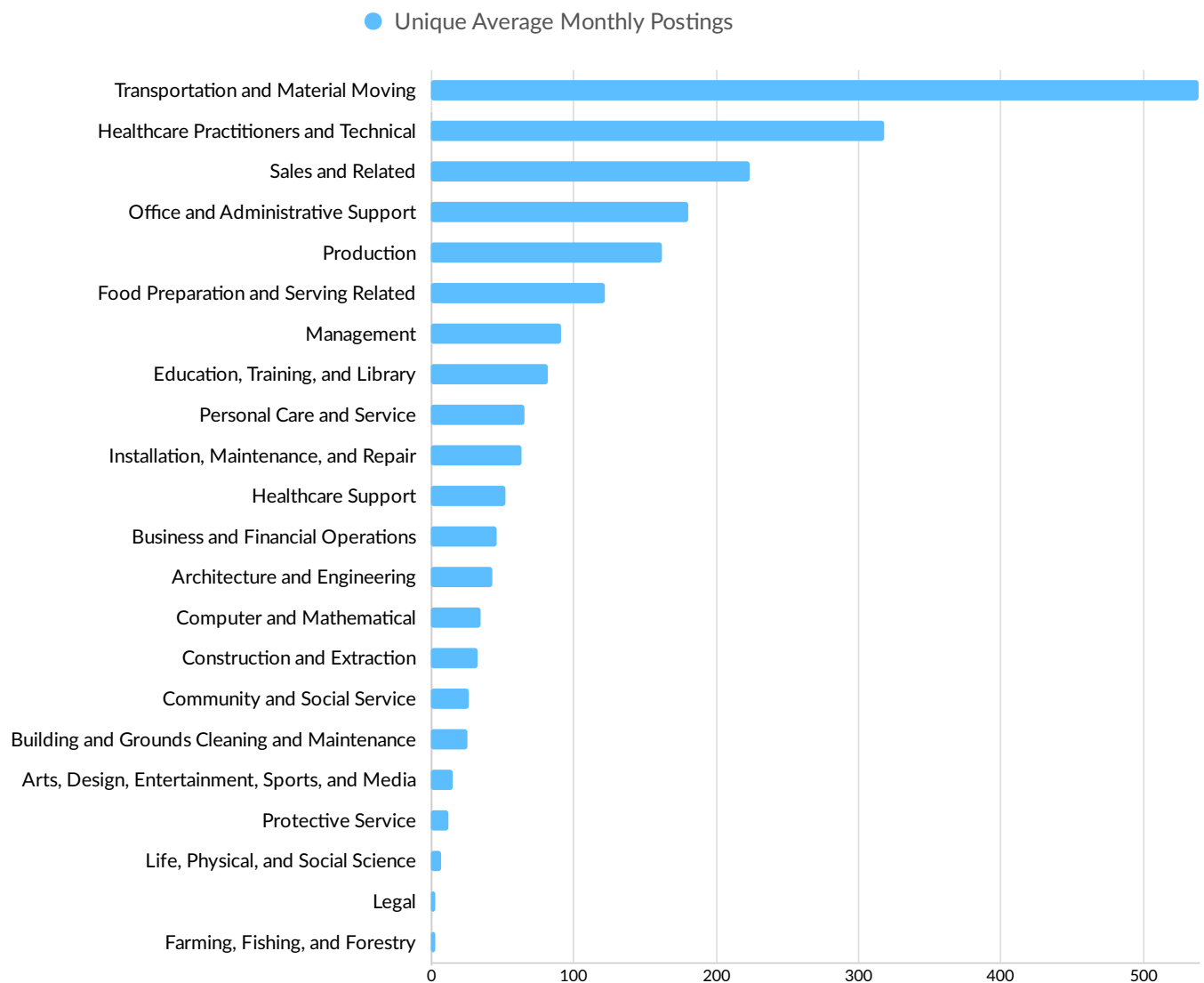
Workforce Characteristics - Cont.

Top Occupation Earnings



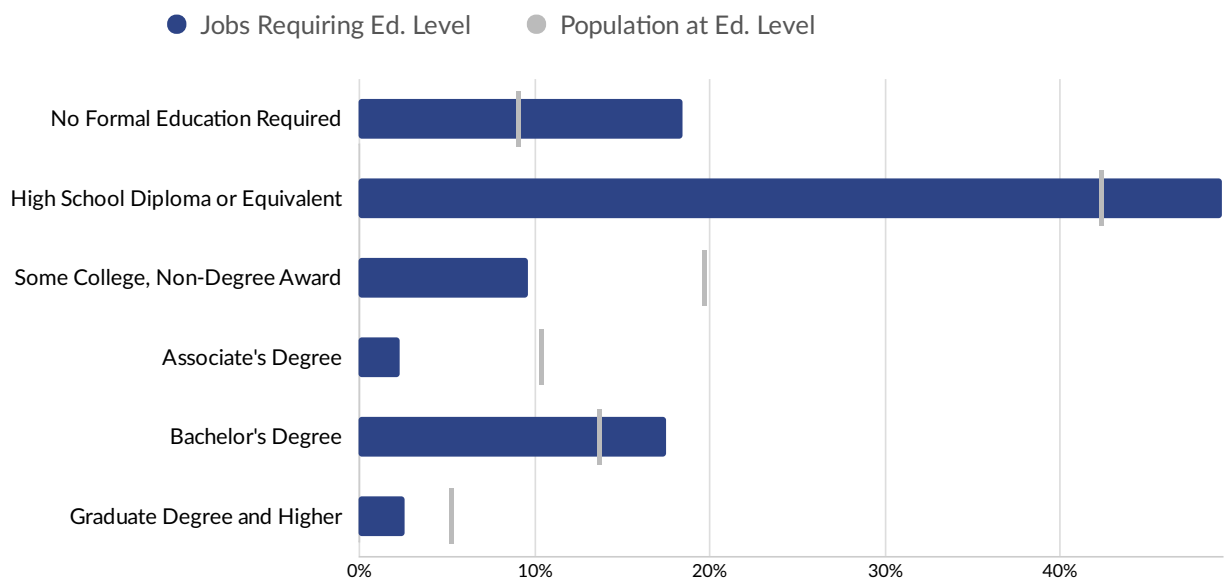
Workforce Characteristics - Cont.

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
Production	7,032	6,768	-264	-4%	3.09	\$17.49	162
Office and Administrative Support	4,618	4,656	38	+1%	0.86	\$15.81	181
Sales and Related	3,020	3,076	56	+2%	0.83	\$11.85	224
Food Preparation and Serving Related	2,865	2,816	-49	-2%	0.90	\$8.90	123
Transportation and Material Moving	2,435	2,565	130	+5%	1.01	\$16.03	539
Management	2,567	2,359	-208	-8%	1.12	\$26.10	91
Education, Training, and Library	1,925	1,880	-45	-2%	0.89	\$20.17	82
Healthcare Practitioners and Technical	1,663	1,651	-12	-1%	0.80	\$30.38	318
Installation, Maintenance, and Repair	1,612	1,606	-6	0%	1.10	\$21.39	64
Construction and Extraction	1,388	1,506	118	+9%	0.88	\$20.72	32
Business and Financial Operations	1,107	1,211	104	+9%	0.63	\$26.32	46
Personal Care and Service	1,067	1,187	120	+11%	0.74	\$10.31	66
Healthcare Support	1,176	1,080	-96	-8%	1.06	\$13.04	53
Building and Grounds Cleaning and Maintenance	971	954	-17	-2%	0.70	\$11.91	26
Farming, Fishing, and Forestry	745	892	147	+20%	3.20	\$14.79	3
Architecture and Engineering	648	675	27	+4%	1.07	\$31.89	43
Protective Service	640	669	29	+5%	0.80	\$19.25	12
Community and Social Service	489	525	36	+7%	0.85	\$20.35	26

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	401	399	-2	0%	0.58	\$17.01	16
Computer and Mathematical	312	341	29	+9%	0.32	\$29.80	35
Life, Physical, and Social Science	303	330	27	+9%	1.07	\$31.01	7
Military-only	131	118	-13	-10%	0.52	\$20.52	0
Legal	106	97	-9	-8%	0.32	\$29.25	4

Educational Pipeline

In 2017, there were 1,197 graduates in Manitowoc County, WI. This pipeline has grown by 3% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Licensed Practical/Vocational Nurse Training, and Registered Nursing/Registered Nurse.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Lakeshore Technical College	1,073	
Silver Lake College of the Holy Family	124	
Empire Beauty School-Manitowoc	0	

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