

Oconto County, WI

Bay-Lake Regional Planning Commission



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Economy Overview

37,572

Population (2018)

Population **grew by 208** over the last 5 years and is projected to **grow by 173** over the next 5 years.

10,685

Total Regional Employment

Jobs **grew by 329** over the last 5 years and are projected to **grow by 290** over the next 5 years.

\$55.8K

Median Household Income (2017)

Median household income is **\$1.9K below** the national median household income of \$57.7K.

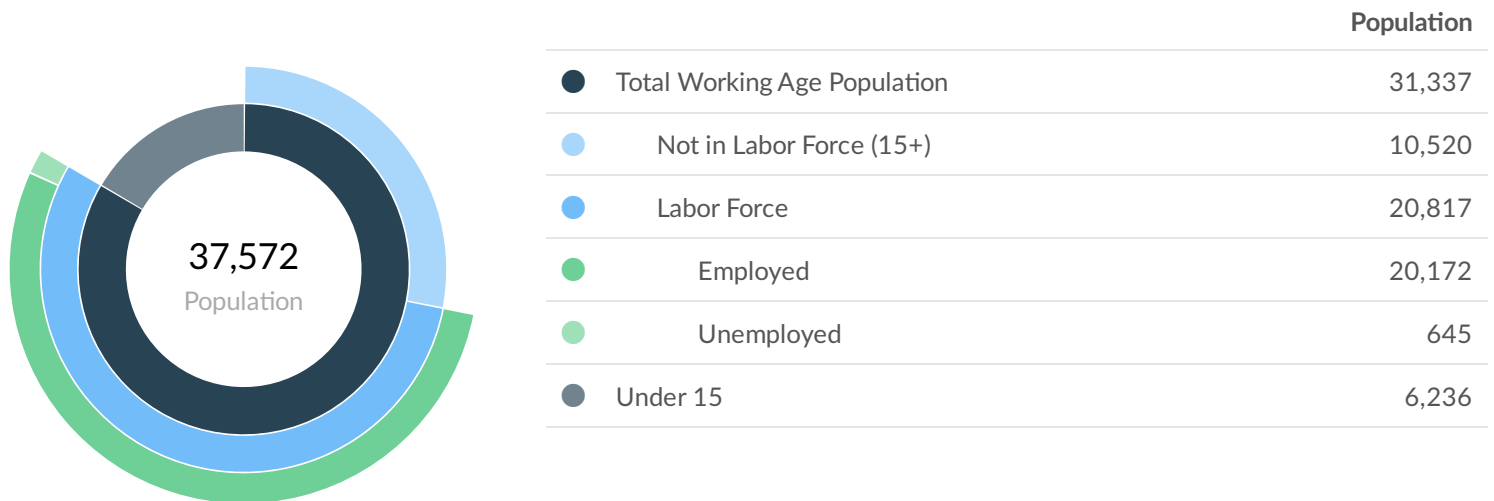
Takeaways

- As of 2018 the region's population **increased by 0.6%** since 2013, growing by 208. Population is expected to **increase by 0.5%** between 2018 and 2023, adding 173.
- From 2013 to 2018, jobs **increased by 3.2%** in Oconto County, WI from 10,356 to **10,685**. This change **fell short of the national growth rate of 8.2% by 5.0%**. As the number of jobs increased, the **labor force participation rate increased from 66.4% to 66.4% between 2013 and 2018**.
- Concerning educational attainment, **11.1% of Oconto County, WI residents possess a Bachelor's Degree** (7.6% below the national average), and **9.8% hold an Associate's Degree** (1.8% above the national average).
- The top three industries in 2018 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Dairy Product Manufacturing.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	37,572	20,817	10,685	99.2	\$967.45M	\$2.33B	\$1.28B
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
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
Florence County, WI	4,351	2,273	1,205	106.5	\$95.03M	\$245.47M	\$113.38M

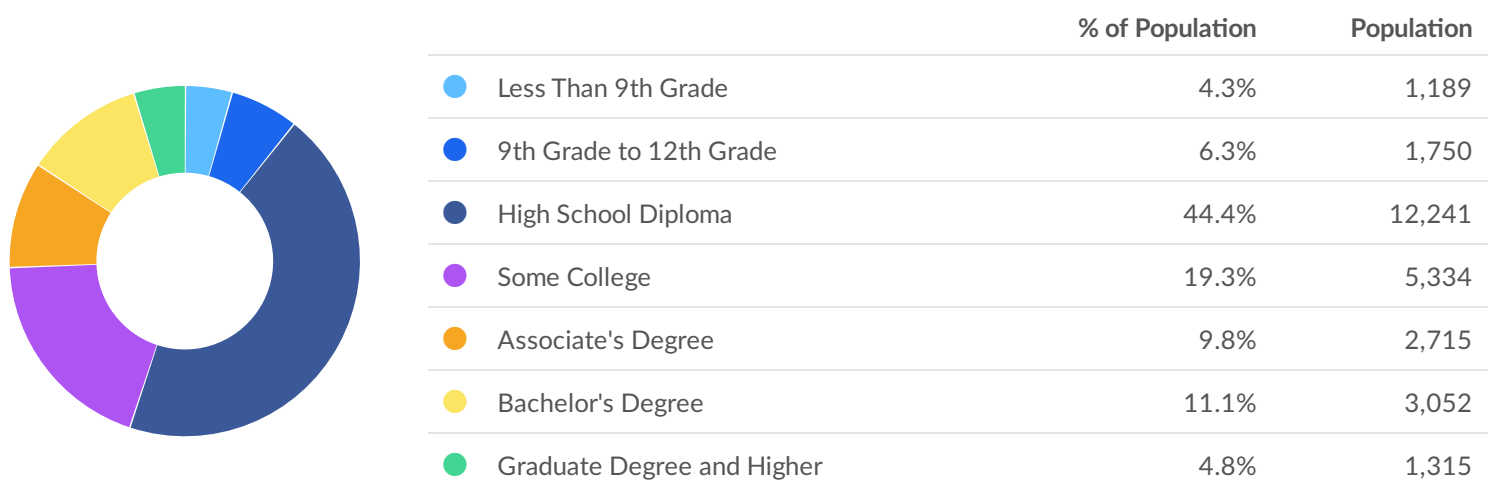
Economy Overview - Cont.

2018 Labor Force Breakdown



Educational Attainment

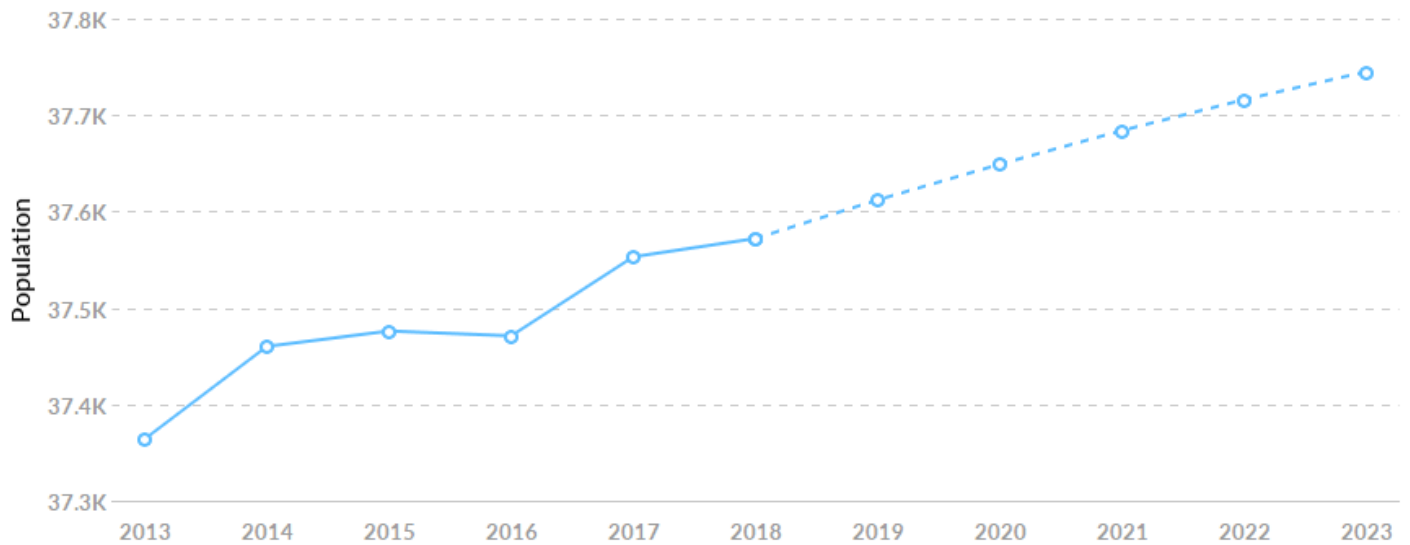
Concerning educational attainment, **11.1% of Oconto County, WI residents possess a Bachelor's Degree** (7.6% below the national average), and **9.8% hold an Associate's Degree** (1.8% above the national average).



Historic & Projected Trends

Population Trends

As of 2018 the region's population **increased by 0.6%** since 2013, growing by 208. Population is expected to **increase by 0.5%** between 2018 and 2023, adding 173.

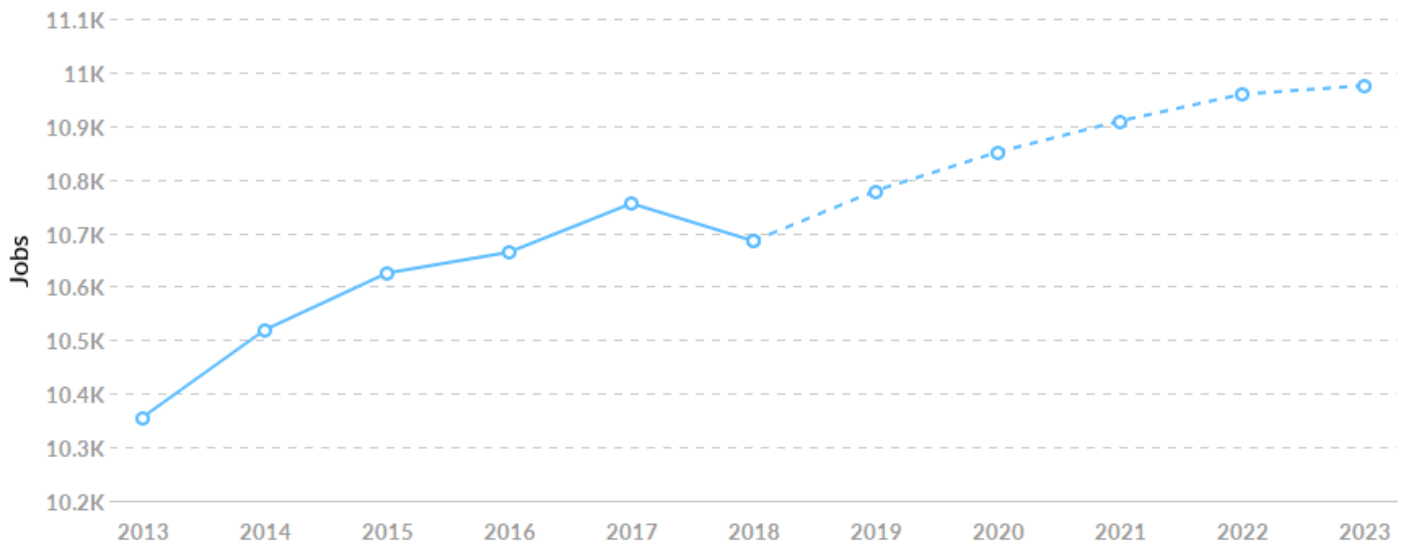


Timeframe	Population
2013	37,364
2014	37,460
2015	37,476
2016	37,471
2017	37,553
2018	37,572
2019	37,612
2020	37,649
2021	37,684
2022	37,716
2023	37,745

Historic & Projected Trends - Cont.

Job Trends

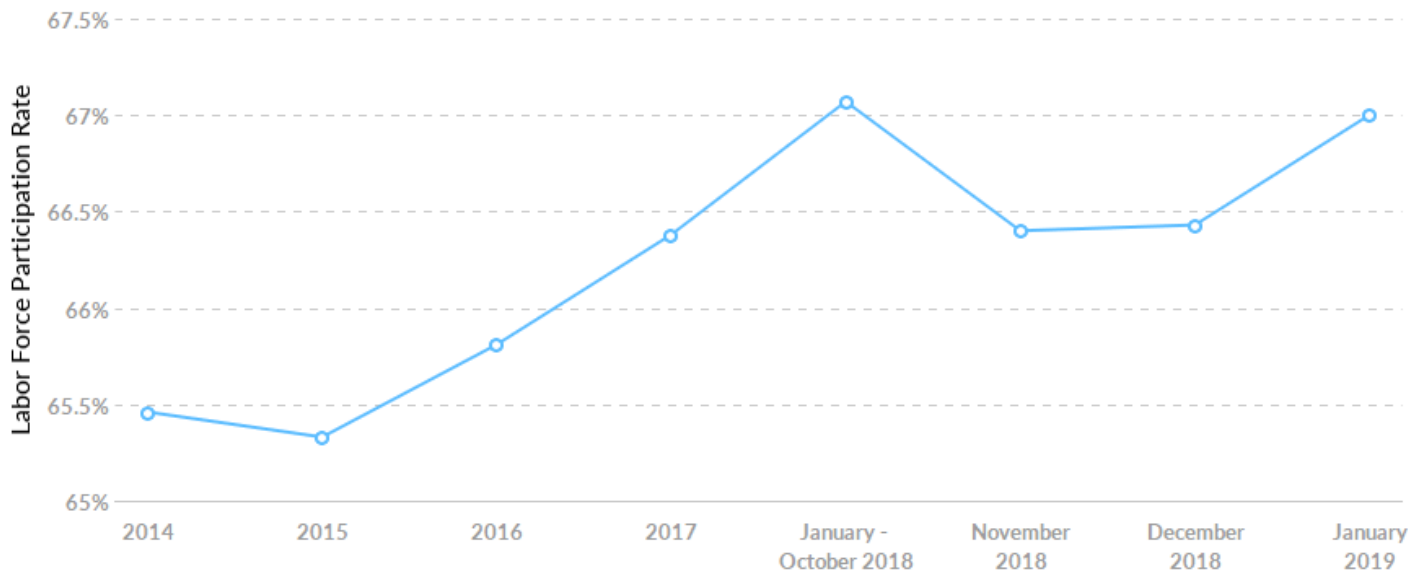
From 2013 to 2018, jobs increased by 3.2% in Oconto County, WI from 10,356 to 10,685. This change fell short of the national growth rate of 8.2% by 5.0%.



Timeframe	Jobs
2013	10,356
2014	10,519
2015	10,625
2016	10,664
2017	10,755
2018	10,685
2019	10,779
2020	10,851
2021	10,909
2022	10,959
2023	10,975

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

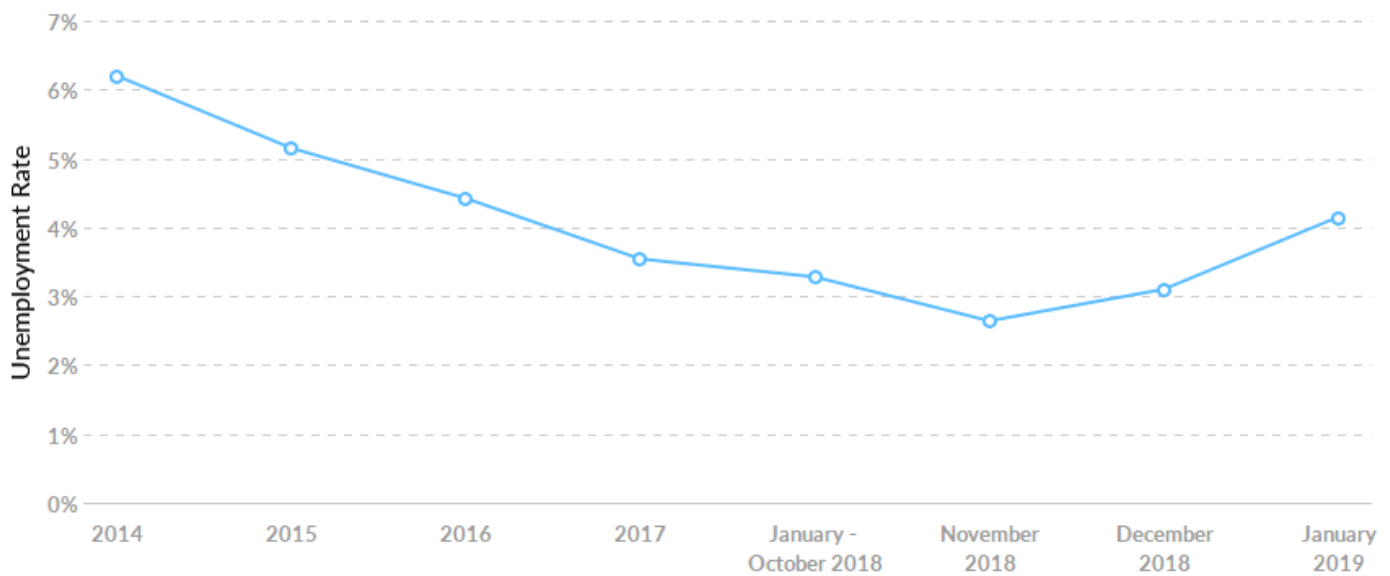


Timeframe	Labor Force Participation Rate
2014	65.46%
2015	65.33%
2016	65.81%
2017	66.38%
January - October 2018	67.07%
November 2018	66.40%
December 2018	66.43%
January 2019	67.00%

Historic & Projected Trends - Cont.

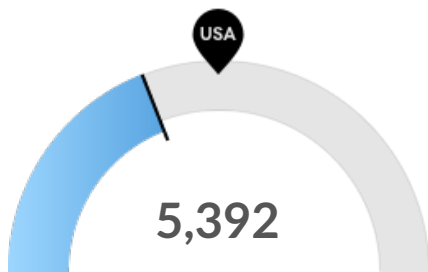
Unemployment Rate Trends

Oconto County, WI had a January 2019 unemployment rate of 4.15%, **decreasing from 6.20%** 5 years before.



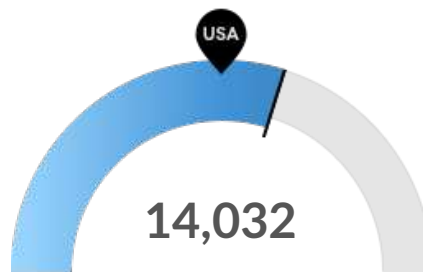
Timeframe	Unemployment Rate
2014	6.20%
2015	5.15%
2016	4.42%
2017	3.54%
January - October 2018	3.28%
November 2018	2.64%
December 2018	3.10%
January 2019	4.15%

Population Characteristics



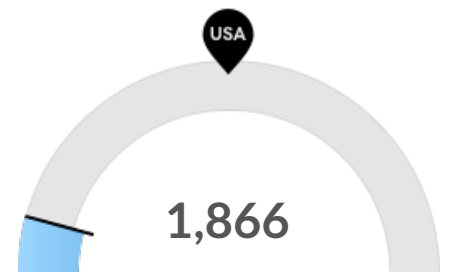
Millennials

Oconto County, WI has 5,392 millennials (ages 20-34). The national average for an area this size is 7,778.



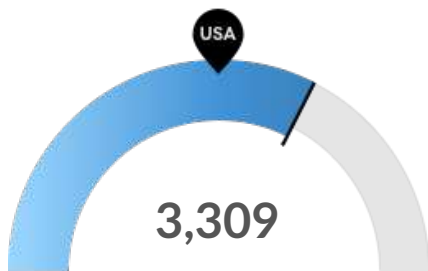
Retiring Soon

Retirement risk is high in Oconto County, WI. The national average for an area this size is 10,705 people 55 or older, while there are 14,032 here.



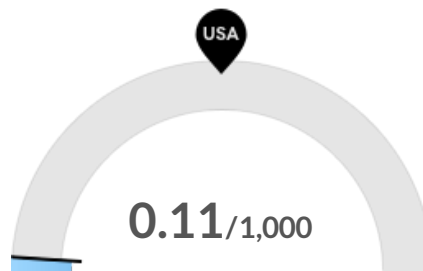
Racial Diversity

Racial diversity is low in Oconto County, WI. The national average for an area this size is 14,748 racially diverse people, while there are 1,866 here.



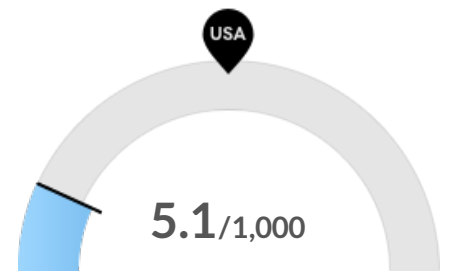
Veterans

Oconto County, WI has 3,309 veterans. The national average for an area this size is 2,184.



Violent Crime

Oconto County, WI has 0.11 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



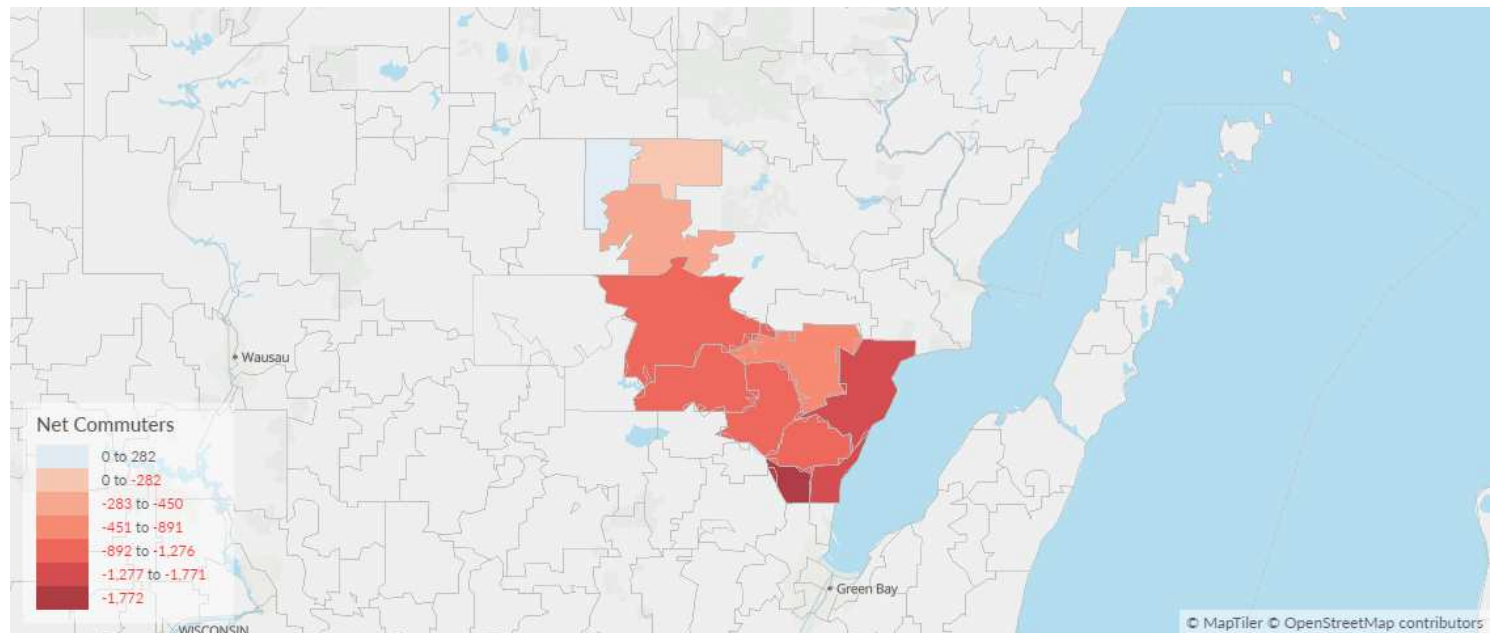
Property Crime

Oconto County, WI has 5.1 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 Oconto County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

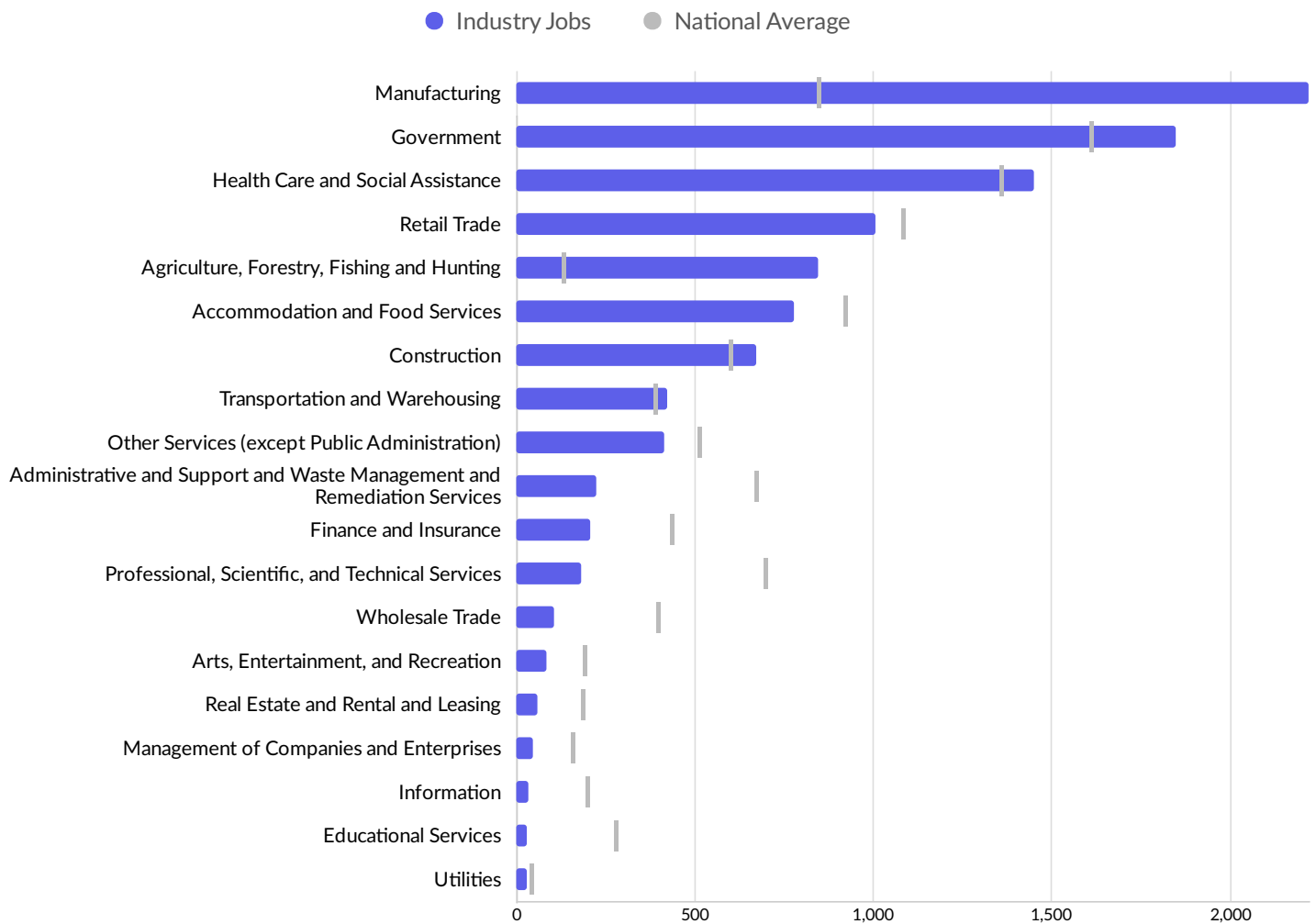
ZIP	Name	2018 Employment
54153	Oconto, WI (in Oconto ...	2,929
54154	Oconto Falls, WI (in Oc...	2,274
54139	Lena, WI (in Oconto cou...	1,270
54124	Gillett, WI (in Oconto c...	972
54174	Suring, WI (in Oconto c...	660

Where Talent Lives

ZIP	Name	2018 Workers
54153	Oconto, WI (in Oconto ...	4,206
54154	Oconto Falls, WI (in Oc...	3,256
54171	Sobieski, WI (in Oconto...	2,160
54124	Gillett, WI (in Oconto c...	2,041
54141	Little Suamico, WI (in O...	1,769

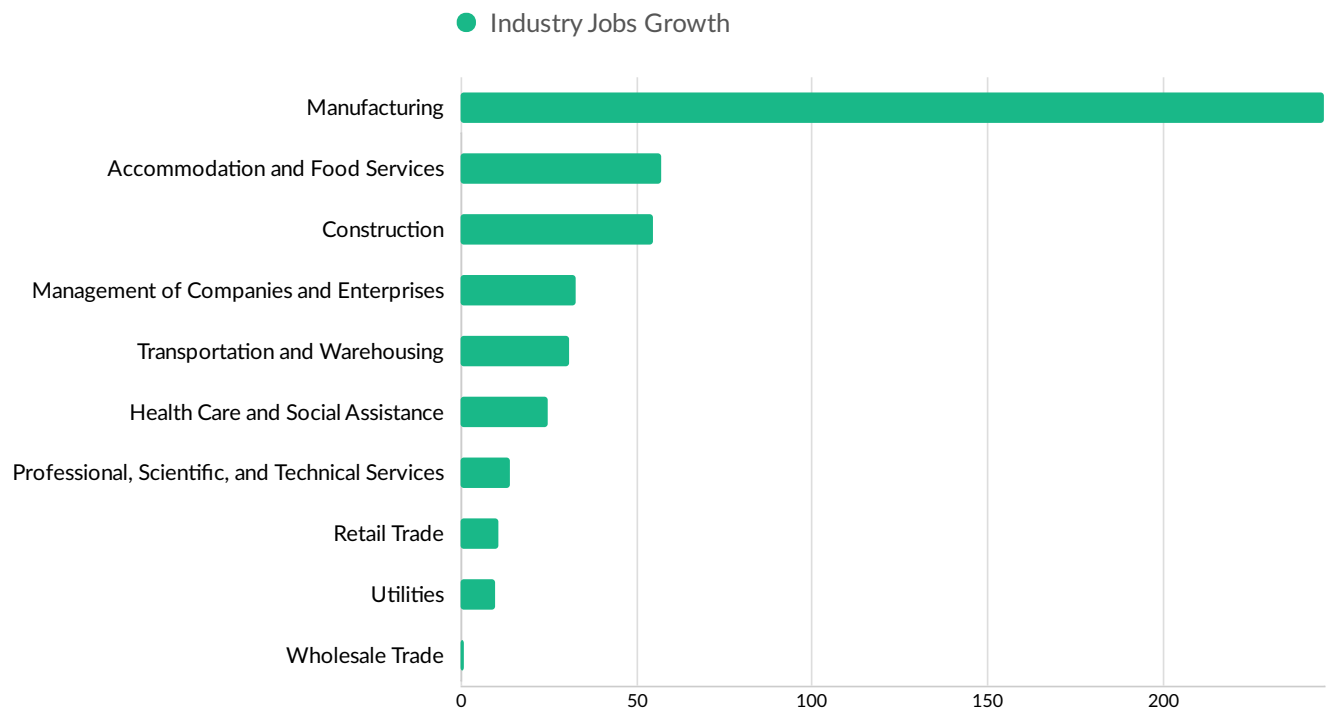
Industry Characteristics

Largest Industries



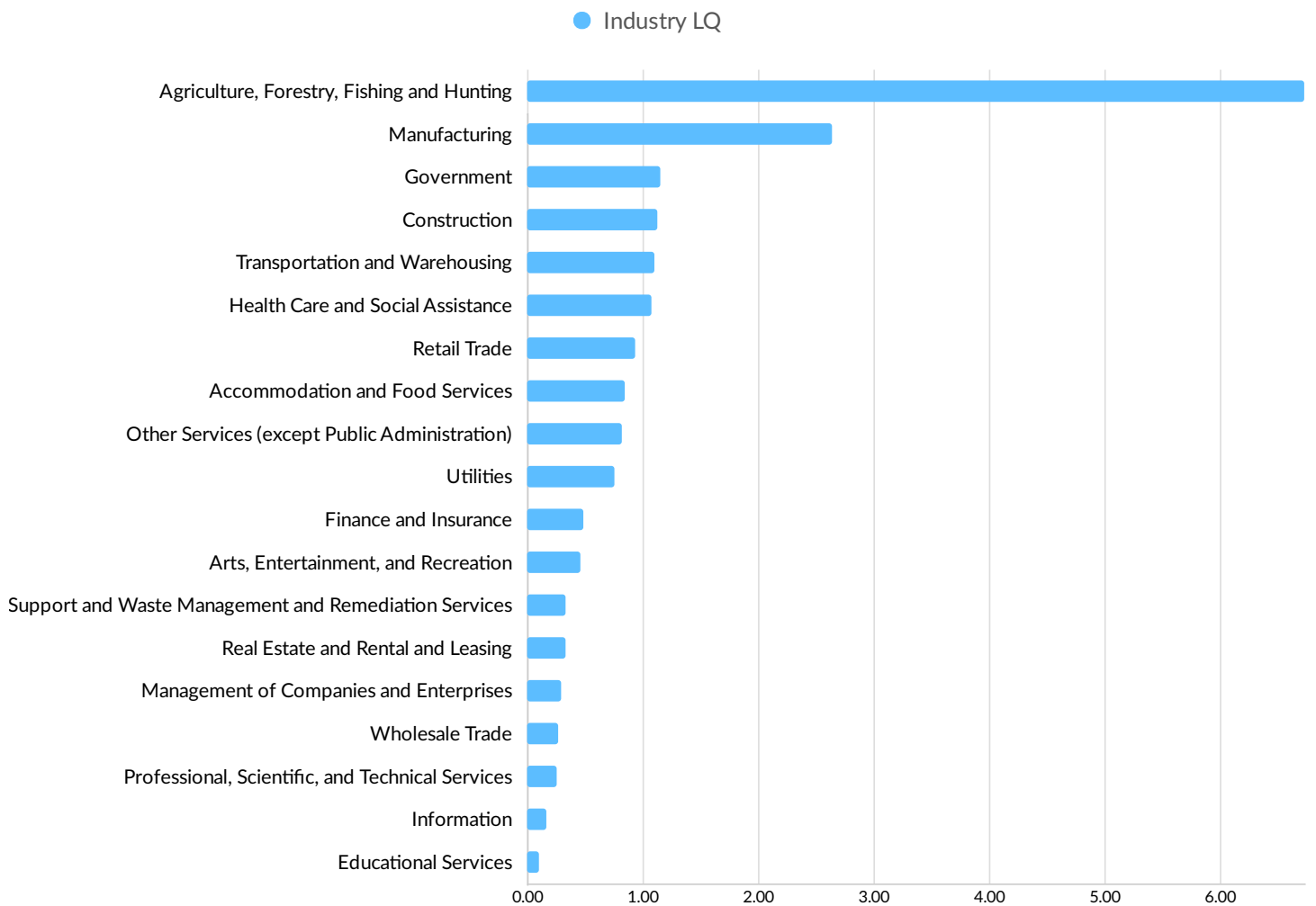
Industry Characteristics - Cont.

Top Growing Industries



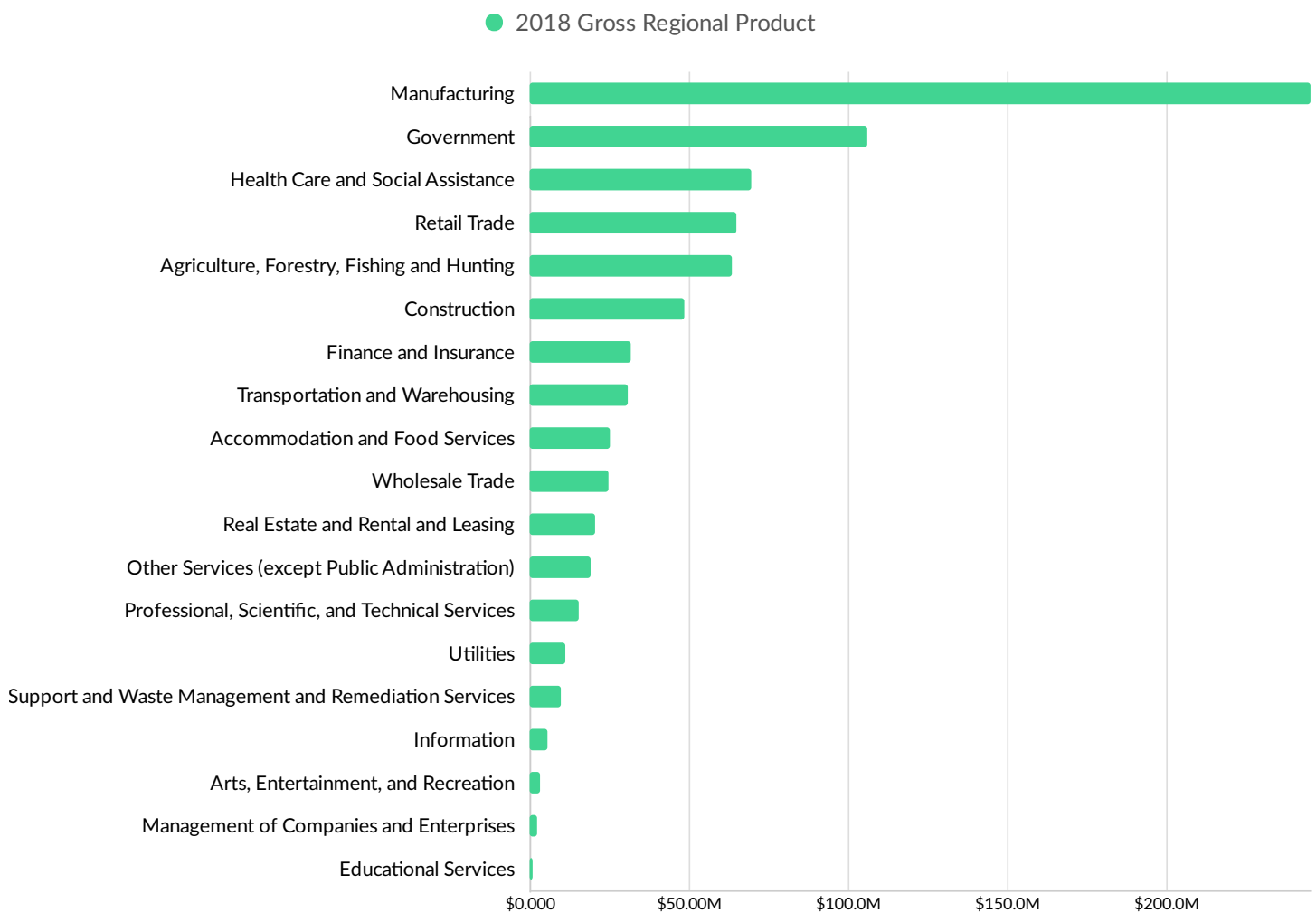
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

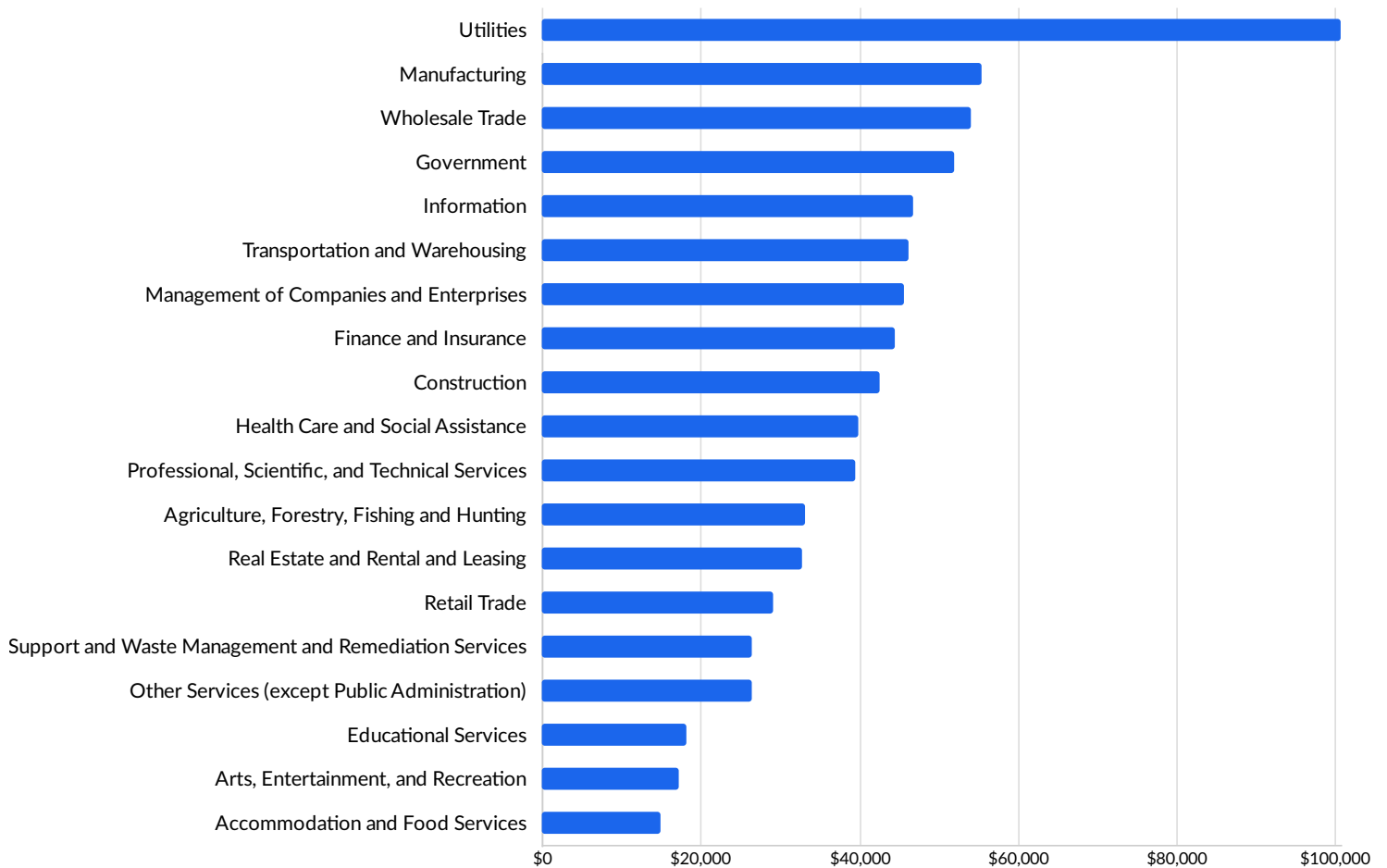
Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings

● 2018 Earnings Per Worker























Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	1,976	2,222	246	+12%	2.64	\$55,360	\$245.25M
Government	1,893	1,851	-42	-2%	1.15	\$51,963	\$105.84M
Health Care and Social Assistance	1,426	1,451	25	+2%	1.07	\$39,868	\$69.69M
Retail Trade	998	1,009	11	+1%	0.93	\$29,203	\$64.71M
Agriculture, Forestry, Fishing and Hunting	896	846	-50	-6%	6.73	\$33,096	\$63.76M
Accommodation and Food Services	724	781	57	+8%	0.85	\$15,010	\$25.19M
Construction	617	672	55	+9%	1.13	\$42,657	\$48.66M
Transportation and Warehousing	394	425	31	+8%	1.10	\$46,223	\$30.75M
Other Services (except Public Administration)	416	416	0	0%	0.82	\$26,491	\$19.33M
Administrative and Support and Waste Management and Remediation Services	229	223	-6	-3%	0.33	\$26,548	\$9.76M
Finance and Insurance	208	207	-1	0%	0.48	\$44,411	\$31.58M
Professional, Scientific, and Technical Services	166	180	14	+8%	0.26	\$39,573	\$15.38M
Wholesale Trade	106	107	1	+1%	0.27	\$54,060	\$24.63M
Arts, Entertainment, and Recreation	99	86	-13	-13%	0.46	\$17,206	\$3.24M
Real Estate and Rental and Leasing	66	59	-7	-11%	0.33	\$32,773	\$20.61M
Management of Companies and Enterprises	12	45	33	+275%	0.29	\$45,720	\$2.31M
Information	46	33	-13	-28%	0.17	\$46,845	\$5.82M
Educational Services	52	29	-23	-44%	0.11	\$18,229	\$884.28K
Utilities	18	28	10	+56%	0.75	\$100,686	\$11.43M

Business Characteristics

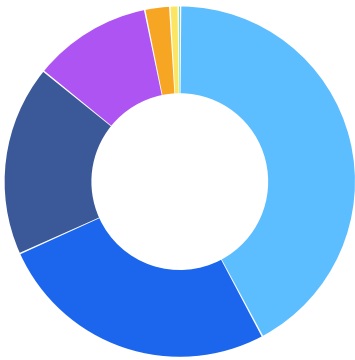
2,456 Companies Employ Your Workers

Online profiles for your workers mention 2,456 companies as employers, with the top 10 appearing below. In the last 12 months, 418 companies in Oconto County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Community Memorial Hospital	71 	Travelers Healthcare	208 
Humana Inc.	66 	Lhc Group, Inc.	164 
Bellin Health Systems, Inc.	52 	C.R. England, Inc.	151 
County of Oconto	49 	Teach For America, Inc.	146 
Saputo Inc	47 	U. S. Xpress, Inc.	144 
Schneider National, Inc.	46 	Almost Family Inc.	122 
Unitedhealth Group Incorporated	45 	Eatstreet	117 
Oconto Falls School District	35 	McDonald's Corporation	99 
Northeast Wisconsin Technical ...	34 	Tutree, Inc.	97 
Unlimited Services Group LLC	33 	Roehl Transport, Inc.	91 

Business Characteristics - Cont.

Business Size

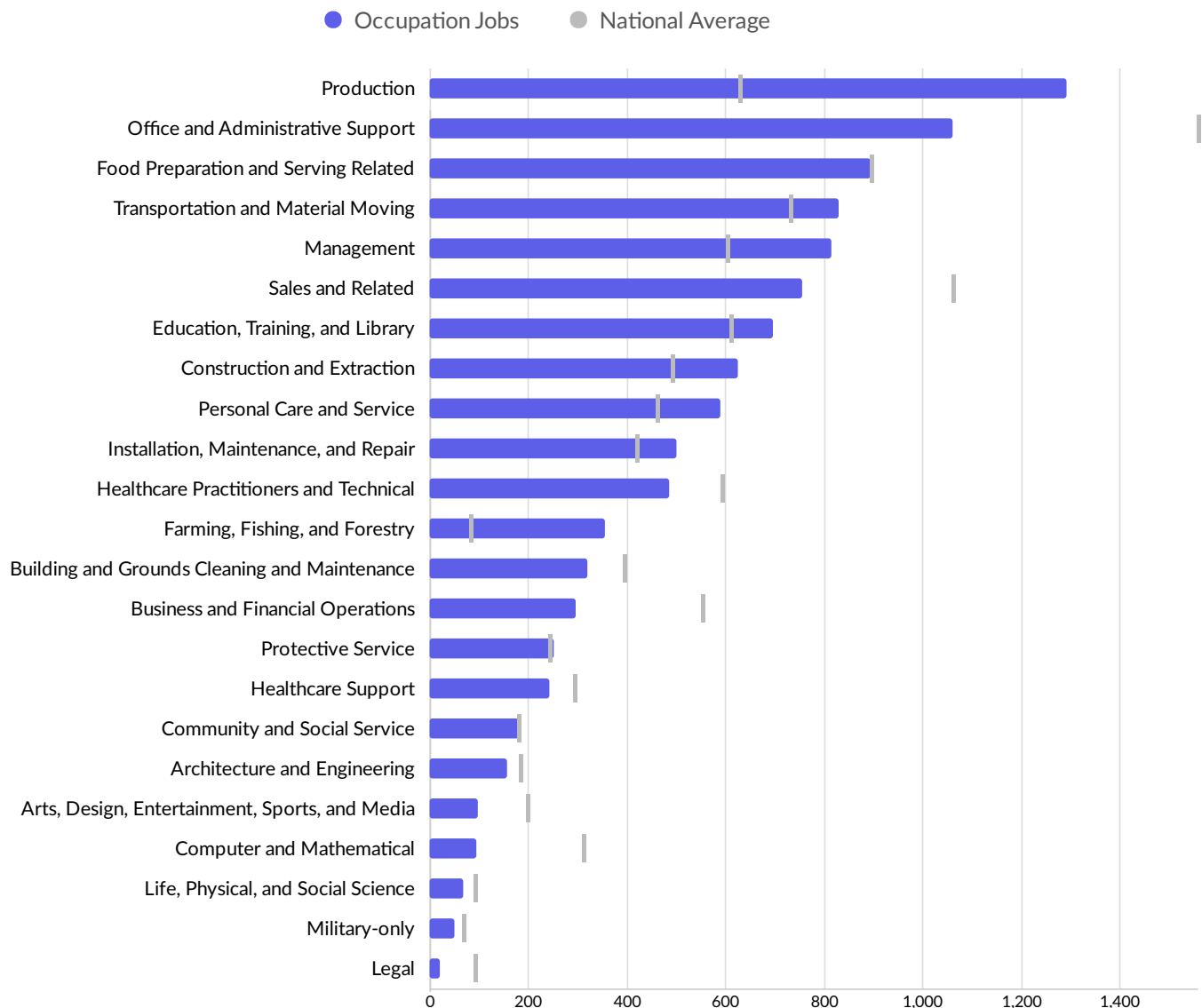


	Percentage	Business Count
1 to 4 employees	42.1%	604
5 to 9 employees	26.1%	374
10 to 19 employees	17.6%	252
20 to 49 employees	10.9%	157
50 to 99 employees	2.3%	33
100 to 249 employees	0.8%	11
250 to 499 employees	0.2%	3

**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.*

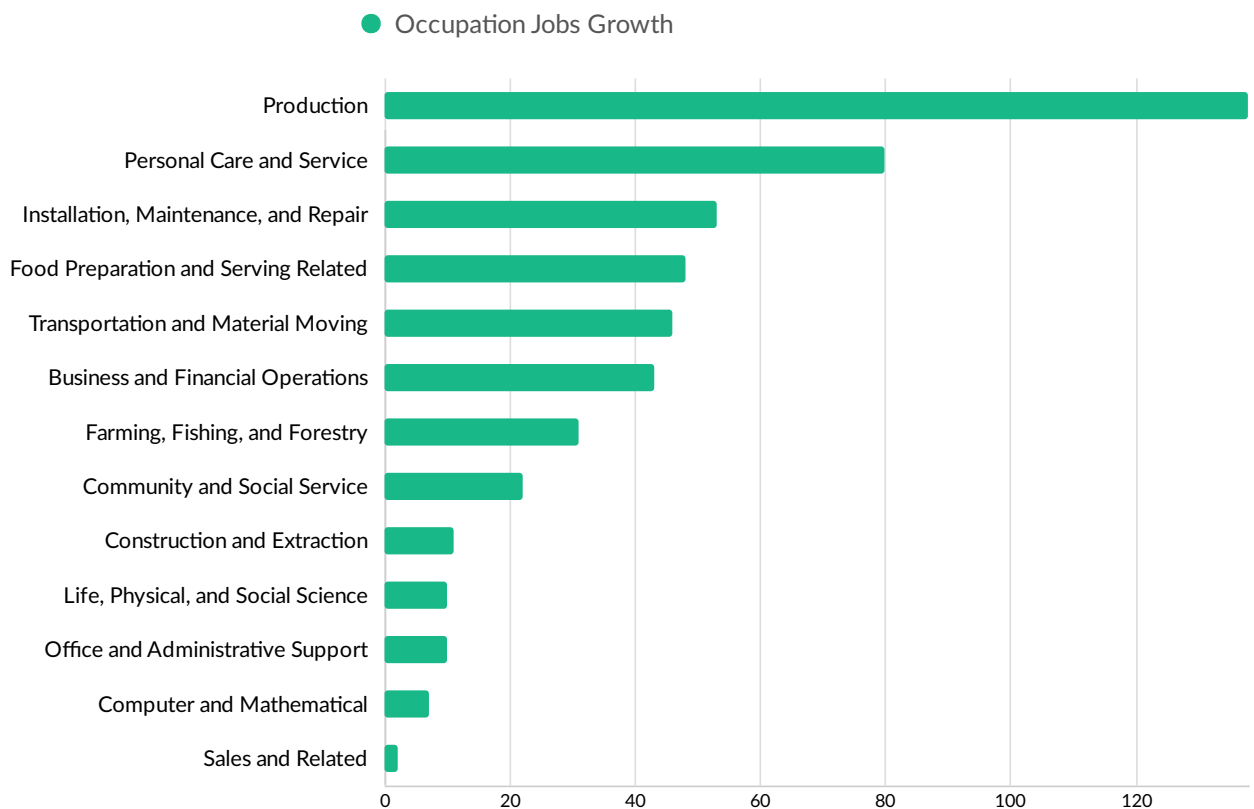
Workforce Characteristics

Largest Occupations



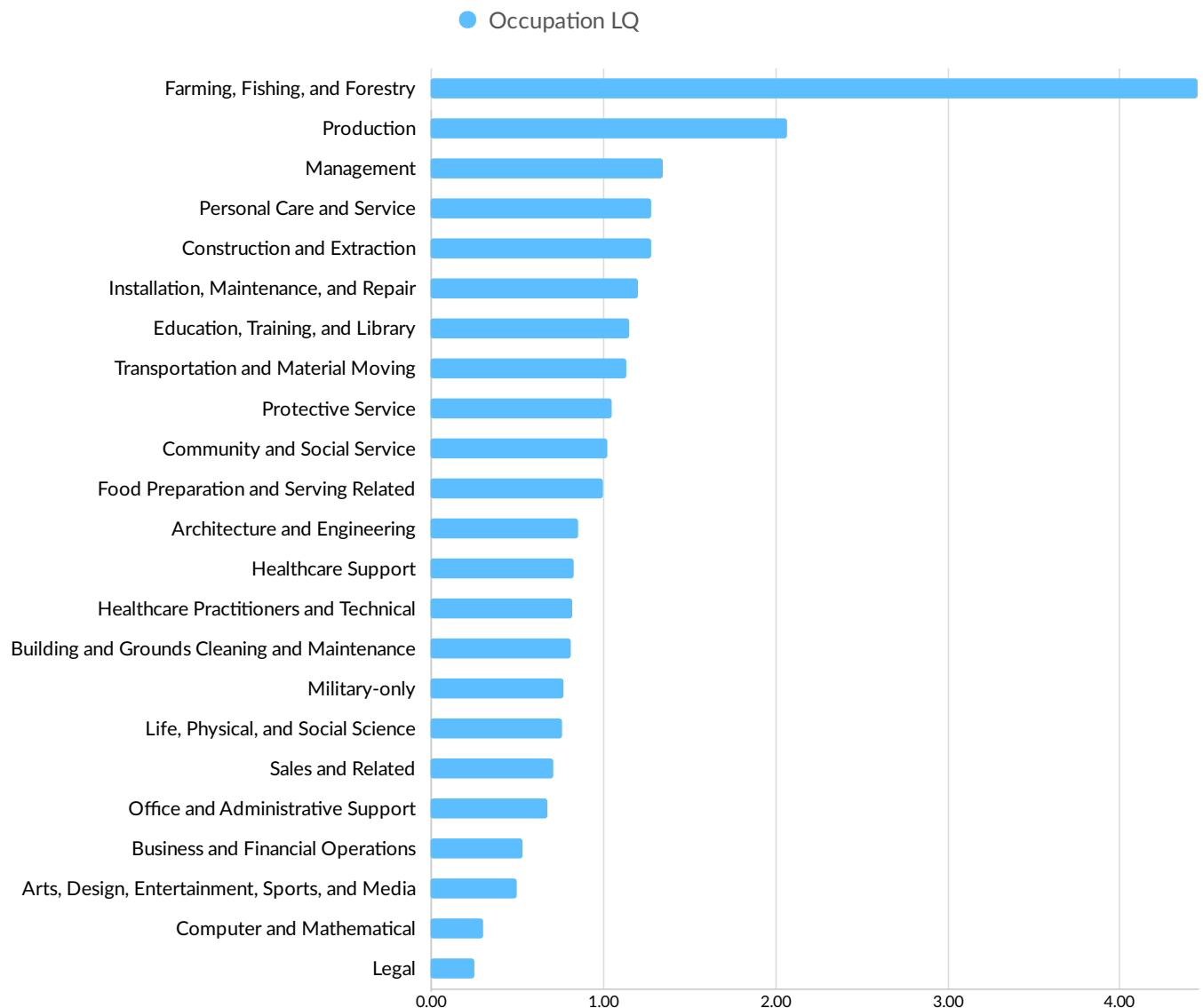
Workforce Characteristics - Cont.

Top Growing Occupations



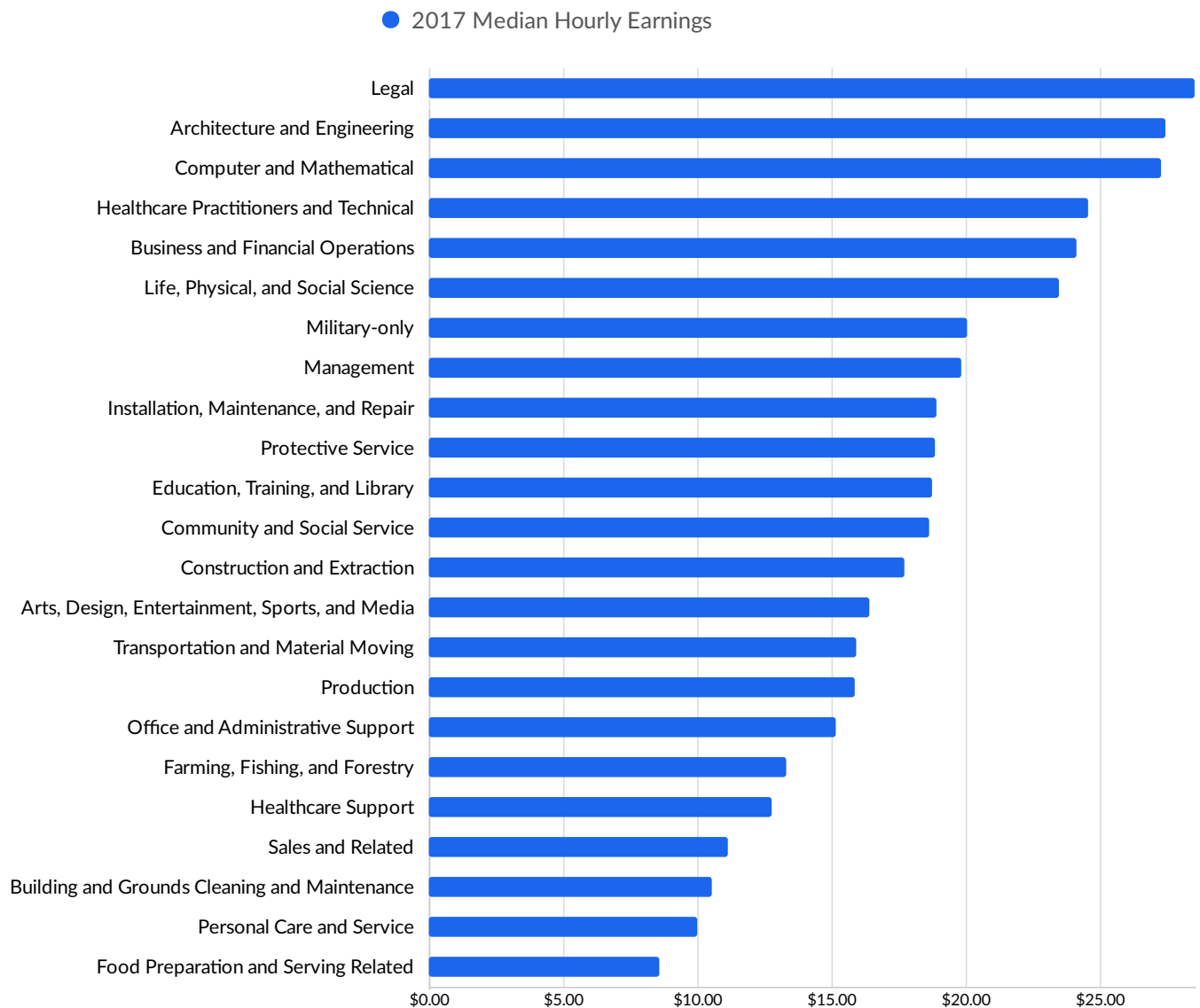
Workforce Characteristics - Cont.

Top Occupation LQ



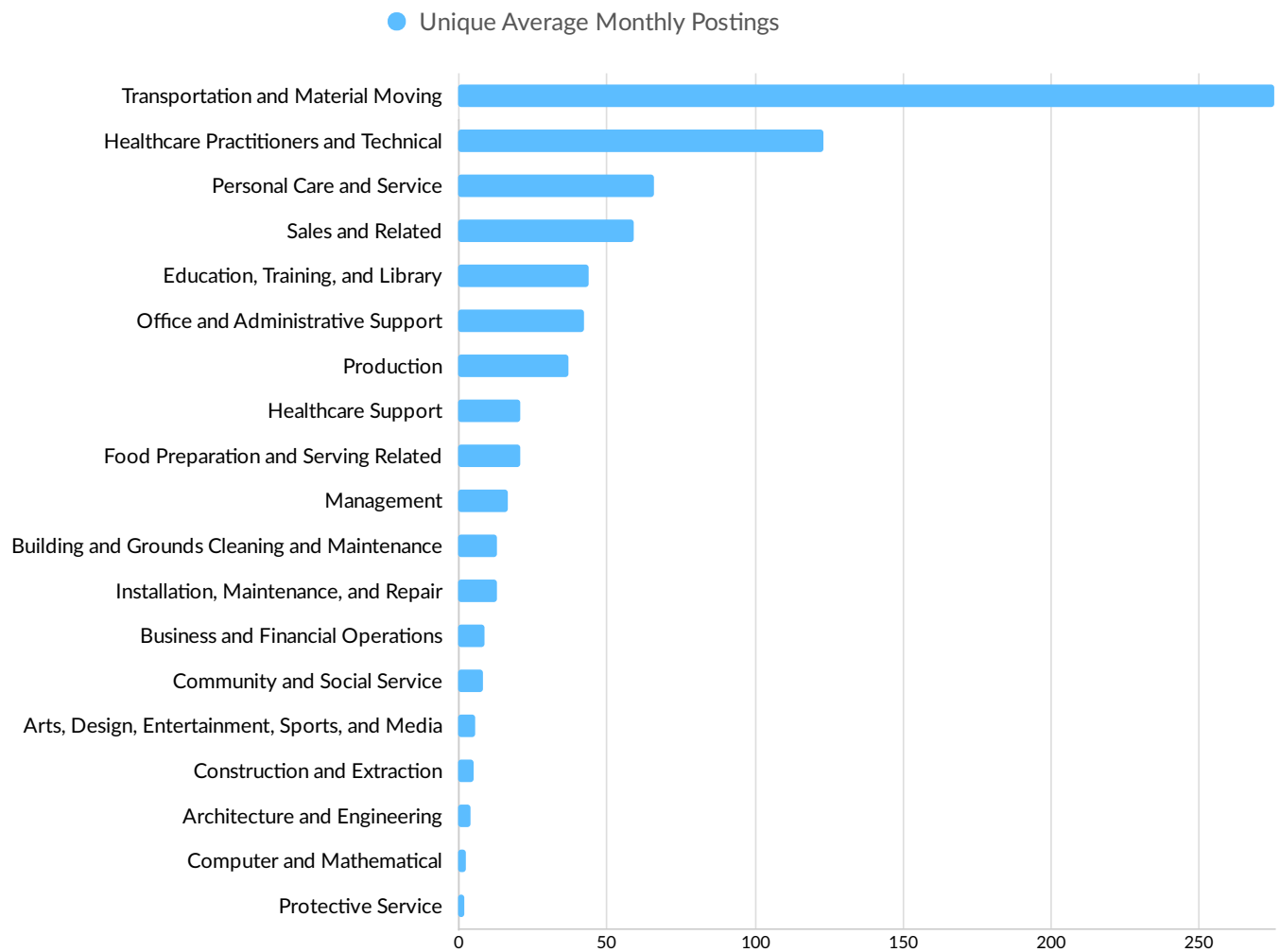
Workforce Characteristics - Cont.

Top Occupation Earnings



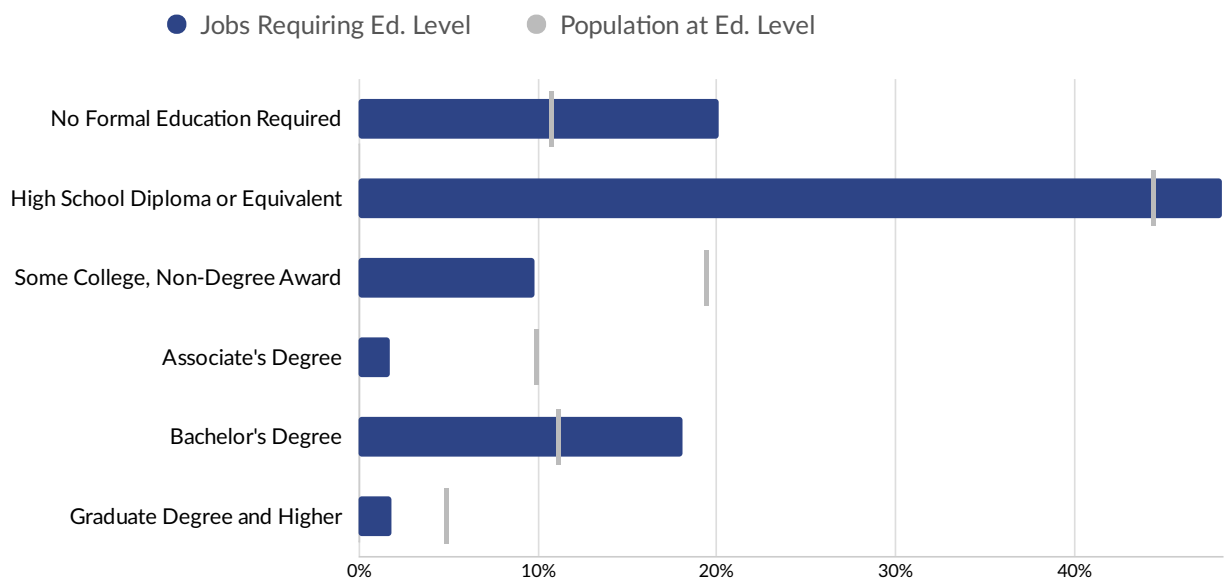
Workforce Characteristics - Cont.

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	1,156	1,294	138	+12%	2.07	\$15.89	37
Office and Administrative Support	1,051	1,061	10	+1%	0.68	\$15.20	43
Food Preparation and Serving Related	848	896	48	+6%	1.00	\$8.58	21
Transportation and Material Moving	783	829	46	+6%	1.14	\$15.95	276
Management	864	814	-50	-6%	1.35	\$19.87	17
Sales and Related	753	755	2	+0%	0.71	\$11.13	59
Education, Training, and Library	700	698	-2	0%	1.15	\$18.76	44
Construction and Extraction	616	627	11	+2%	1.28	\$17.73	6
Personal Care and Service	509	589	80	+16%	1.28	\$10.01	66
Installation, Maintenance, and Repair	449	502	53	+12%	1.20	\$18.95	13
Healthcare Practitioners and Technical	509	486	-23	-5%	0.82	\$24.59	123
Farming, Fishing, and Forestry	324	355	31	+10%	4.45	\$13.33	1
Building and Grounds Cleaning and Maintenance	324	320	-4	-1%	0.81	\$10.58	13
Business and Financial Operations	252	295	43	+17%	0.54	\$24.16	9
Protective Service	266	252	-14	-5%	1.06	\$18.86	2
Healthcare Support	307	242	-65	-21%	0.83	\$12.76	21
Community and Social Service	159	181	22	+14%	1.02	\$18.67	8
Architecture and Engineering	161	156	-5	-3%	0.86	\$27.44	4

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	102	98	-4	-4%	0.50	\$16.41	6
Computer and Mathematical	88	95	7	+8%	0.31	\$27.29	3
Life, Physical, and Social Science	57	67	10	+18%	0.76	\$23.51	1
Military-only	55	50	-5	-9%	0.77	\$20.07	0
Legal	23	22	-1	-4%	0.25	\$28.55	1

Educational Pipeline

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