



Sheboygan County, WI

Bay-Lake Regional Planning Commission



Contents

Economy Overview	1
Historic & Projected Trends	3
Population Characteristics	7
Industry Characteristics	9
Business Characteristics	15
Workforce Characteristics	17
Educational Pipeline	25

Economy Overview

115,431

Population (2018)

Population **grew by 709** over the last 5 years and is projected to **grow by 515** over the next 5 years.

66,772

Total Regional Employment

Jobs **grew by 3,734** over the last 5 years and are projected to **grow by 1,464** over the next 5 years.

\$56.1K

Median Household Income (2017)

Median household income is **\$1.5K below** the national median household income of \$57.7K.

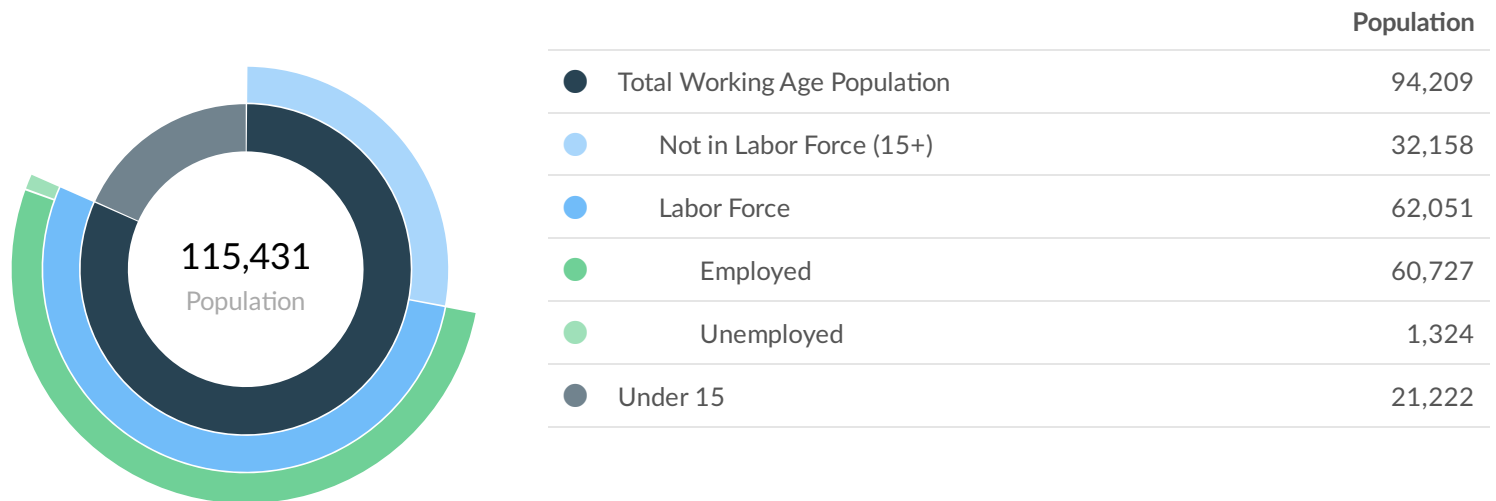
Takeaways

- As of 2018 the region's population **increased by 0.6%** since 2013, growing by 709. Population is expected to **increase by 0.4%** between 2018 and 2023, adding 515.
- From 2013 to 2018, jobs **increased by 5.9%** in Sheboygan County, WI from 63,038 to **66,772**. This change **fell short of the national growth rate of 8.2% by 2.3%**. As the number of jobs increased, the **labor force participation rate increased from 64.3% to 65.9% between 2013 and 2018**.
- Concerning educational attainment, **16.7% of Sheboygan County, WI residents possess a Bachelor's Degree** (2.0% below the national average), and **9.5% hold an Associate's Degree** (1.5% above the national average).
- The top three industries in 2018 are Other Fabricated Metal Product Manufacturing, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	115,431	62,051	66,772	101.4	\$7.04B	\$9.94B	\$10.62B
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
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

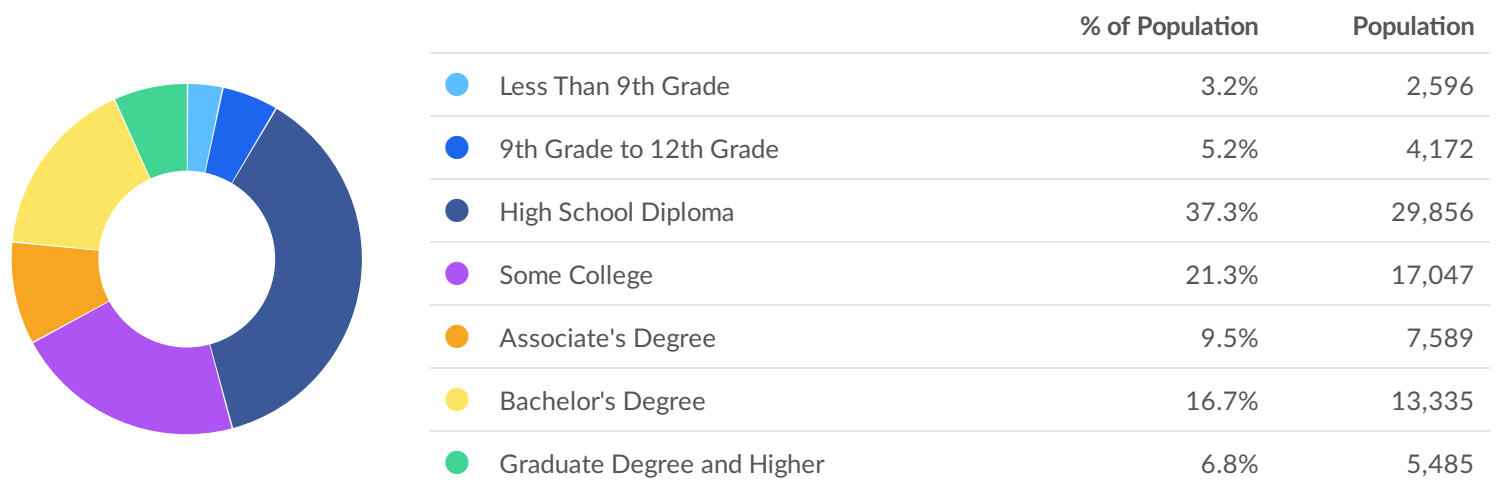
Economy Overview - Cont.

2018 Labor Force Breakdown



Educational Attainment

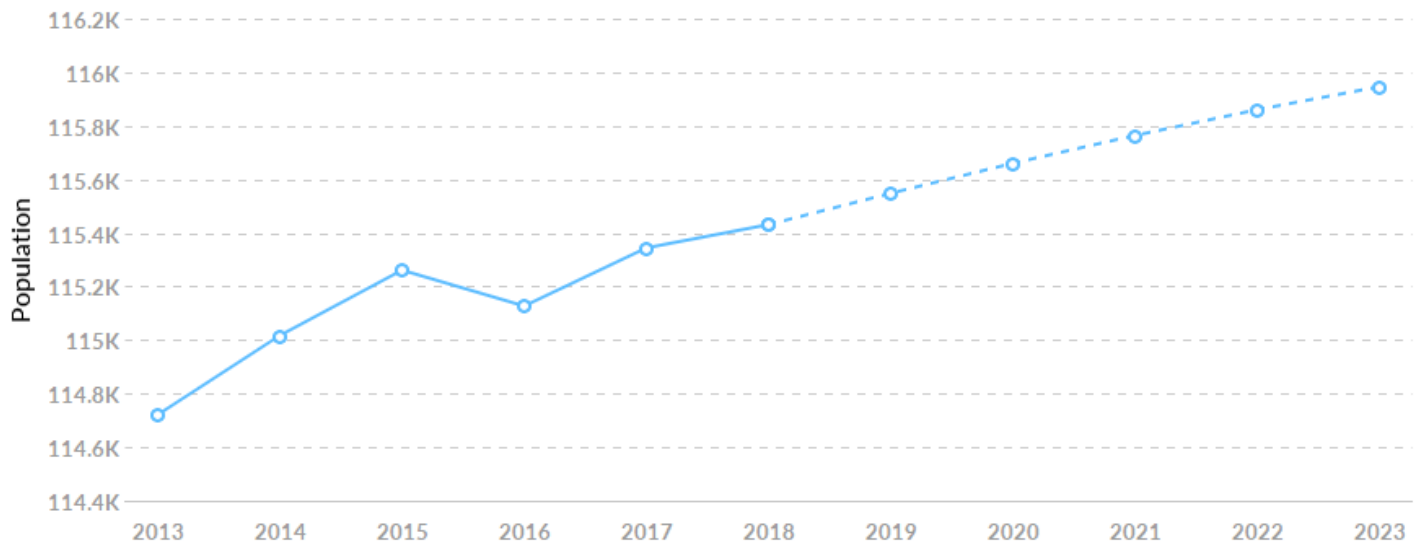
Concerning educational attainment, **16.7% of Sheboygan County, WI residents possess a Bachelor's Degree** (2.0% below the national average), and **9.5% hold an Associate's Degree** (1.5% above the national average).



Historic & Projected Trends

Population Trends

As of 2018 the region's population **increased by 0.6%** since 2013, growing by 709. Population is expected to **increase by 0.4%** between 2018 and 2023, adding 515.

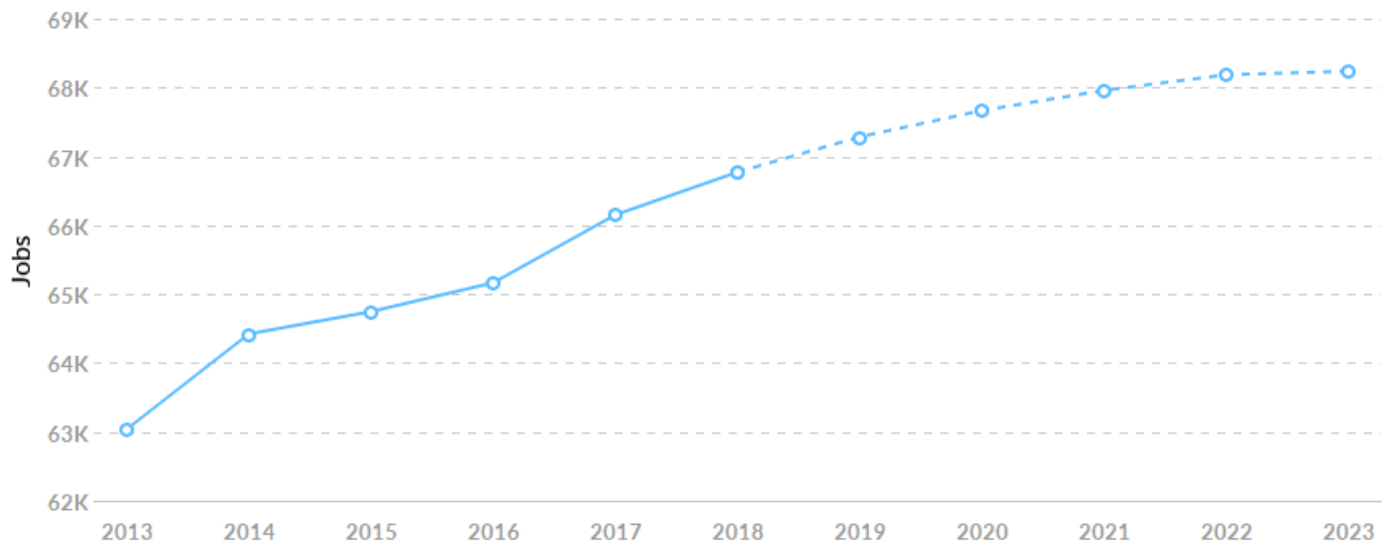


Timeframe	Population
2013	114,721
2014	115,017
2015	115,261
2016	115,127
2017	115,344
2018	115,431
2019	115,548
2020	115,660
2021	115,764
2022	115,860
2023	115,946

Historic & Projected Trends - Cont.

Job Trends

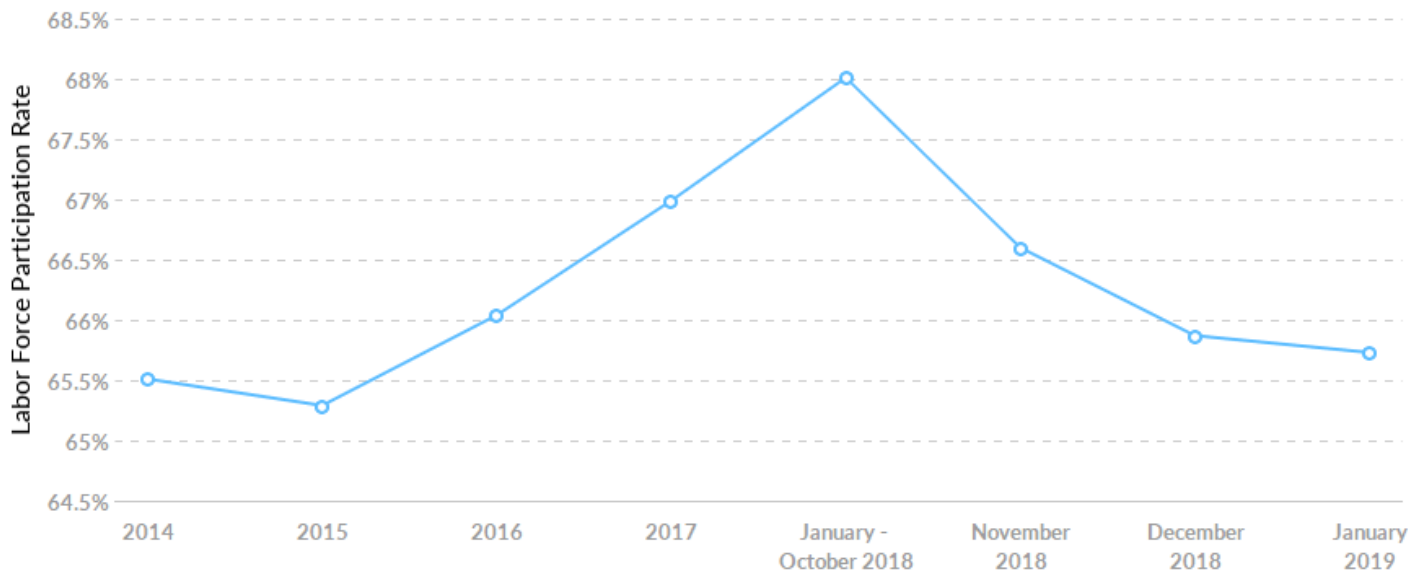
From 2013 to 2018, jobs increased by 5.9% in Sheboygan County, WI from 63,038 to 66,772. This change fell short of the national growth rate of 8.2% by 2.3%.



Timeframe	Jobs
2013	63,038
2014	64,422
2015	64,746
2016	65,165
2017	66,151
2018	66,772
2019	67,283
2020	67,666
2021	67,959
2022	68,185
2023	68,237

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

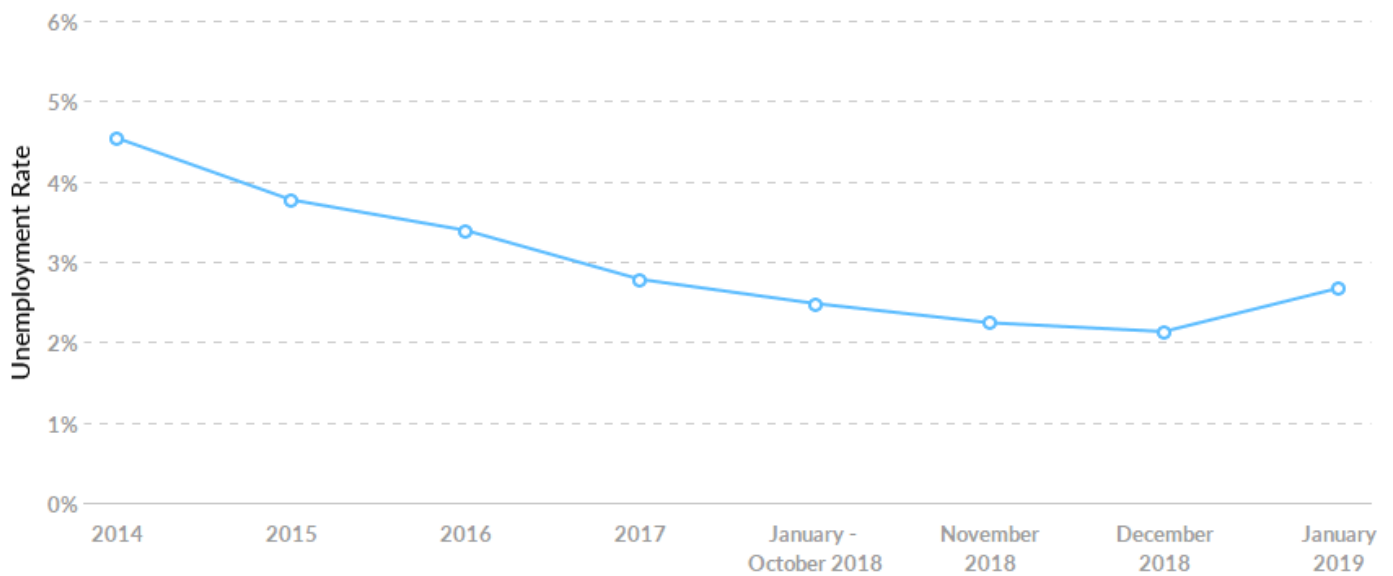


Timeframe	Labor Force Participation Rate
2014	65.51%
2015	65.29%
2016	66.04%
2017	66.99%
January - October 2018	68.01%
November 2018	66.60%
December 2018	65.87%
January 2019	65.73%

Historic & Projected Trends - Cont.

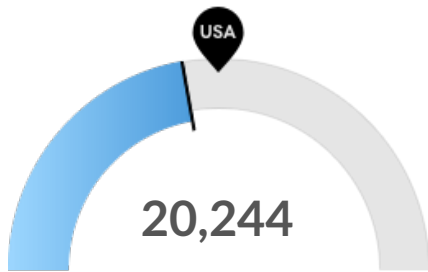
Unemployment Rate Trends

Sheboygan County, WI had a January 2019 unemployment rate of 2.67%, **decreasing from 4.54%** 5 years before.



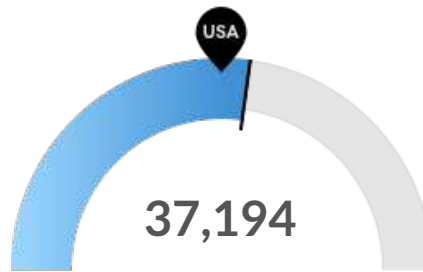
Timeframe	Unemployment Rate
2014	4.54%
2015	3.77%
2016	3.39%
2017	2.78%
January - October 2018	2.48%
November 2018	2.24%
December 2018	2.13%
January 2019	2.67%

Population Characteristics



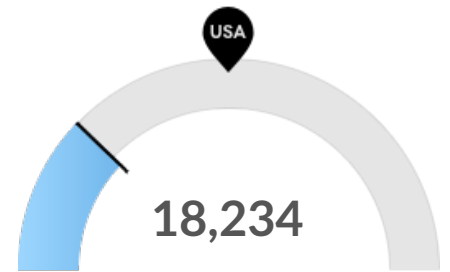
Millennials

Sheboygan County, WI has 20,244 millennials (ages 20-34). The national average for an area this size is 23,889.



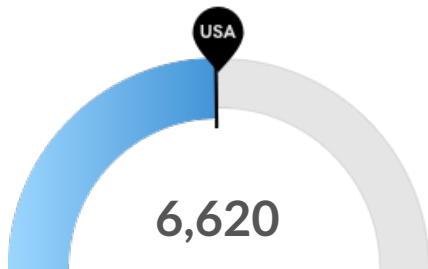
Retiring Soon

Retirement risk is high in Sheboygan County, WI. The national average for an area this size is 32,882 people 55 or older, while there are 37,194 here.



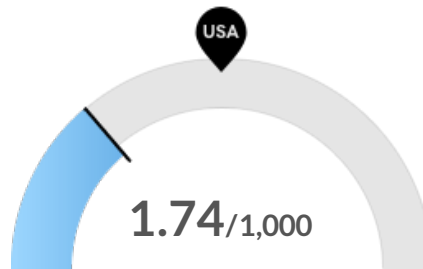
Racial Diversity

Racial diversity is low in Sheboygan County, WI. The national average for an area this size is 45,298 racially diverse people, while there are 18,234 here.



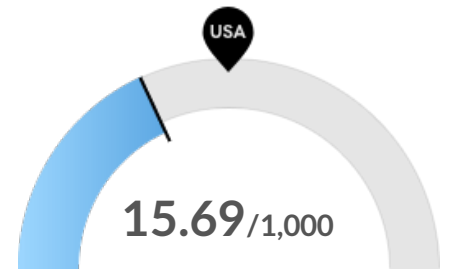
Veterans

Sheboygan County, WI has 6,620 veterans. The national average for an area this size is 6,707.



Violent Crime

Sheboygan County, WI has 1.74 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



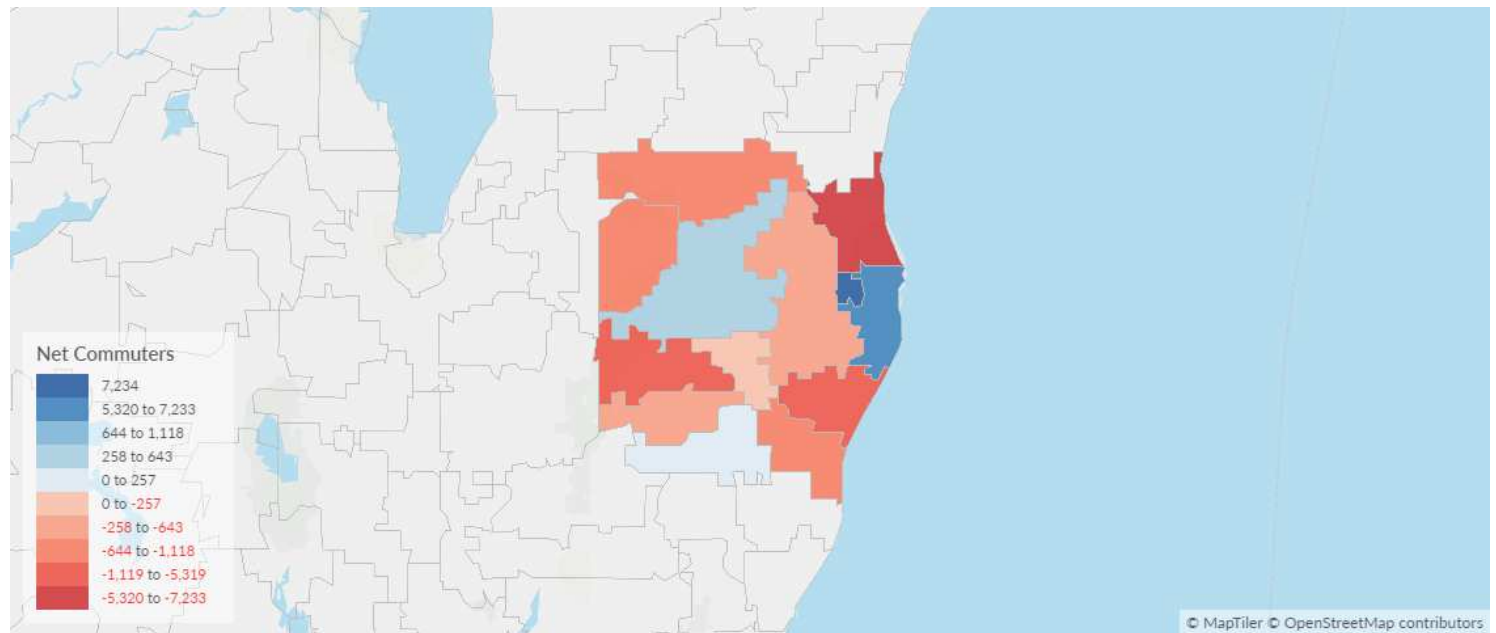
Property Crime

Sheboygan County, WI has 15.69 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 Sheboygan County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

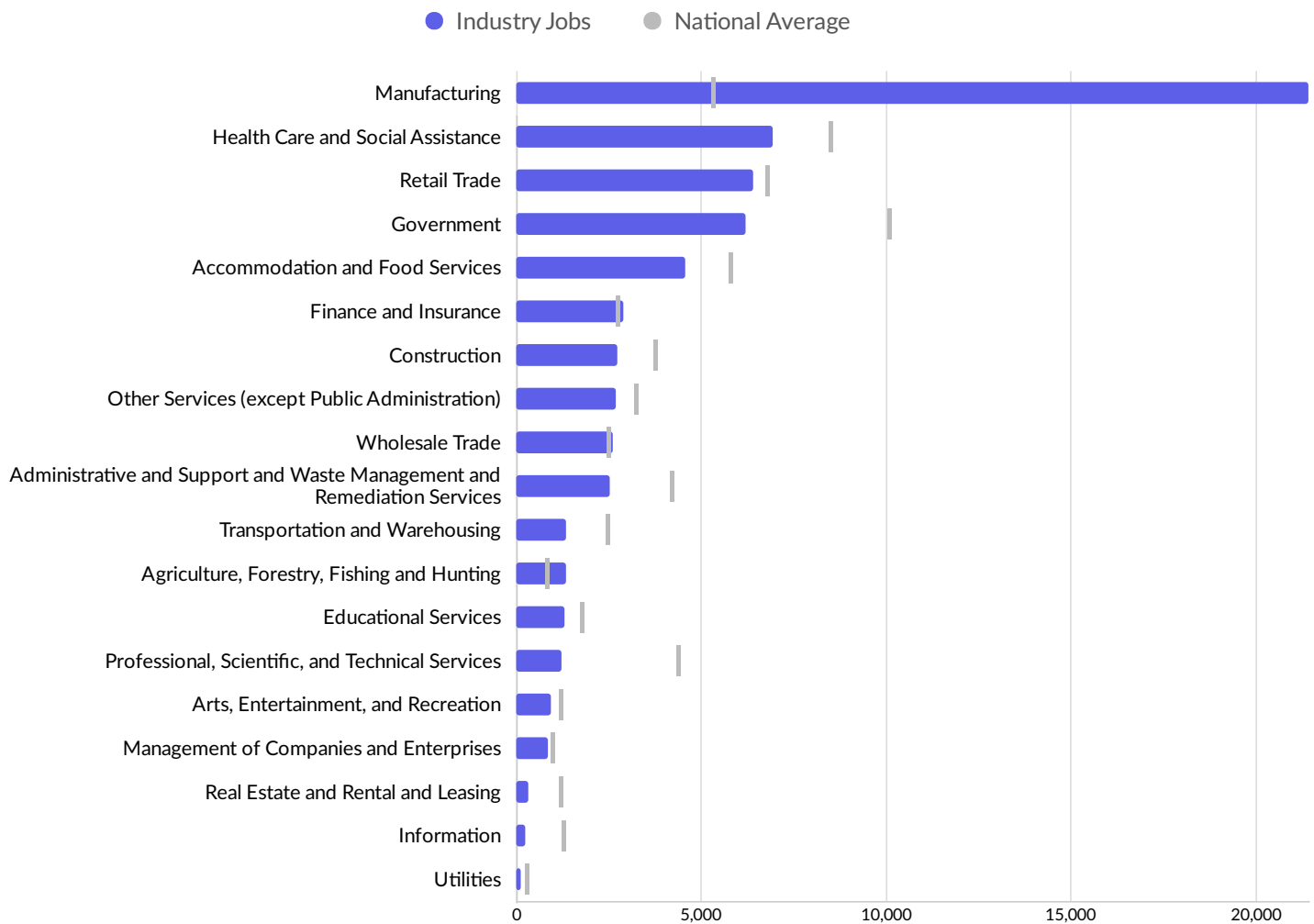
ZIP	Name	2018 Employment
53081	Sheboygan, WI (in Sheb...	28,196
53044	Kohler, WI (in Sheboyga...	8,506
53073	Plymouth, WI (in Shebo...	8,050
53085	Sheboygan Falls, WI (in ...	6,491
53083	Sheboygan, WI (in Sheb...	6,294

Where Talent Lives

ZIP	Name	2018 Workers
53081	Sheboygan, WI (in Sheb...	22,876
53083	Sheboygan, WI (in Sheb...	11,975
53073	Plymouth, WI (in Shebo...	7,792
53085	Sheboygan Falls, WI (in ...	6,909
53070	Oostburg, WI (in Shebo...	3,040

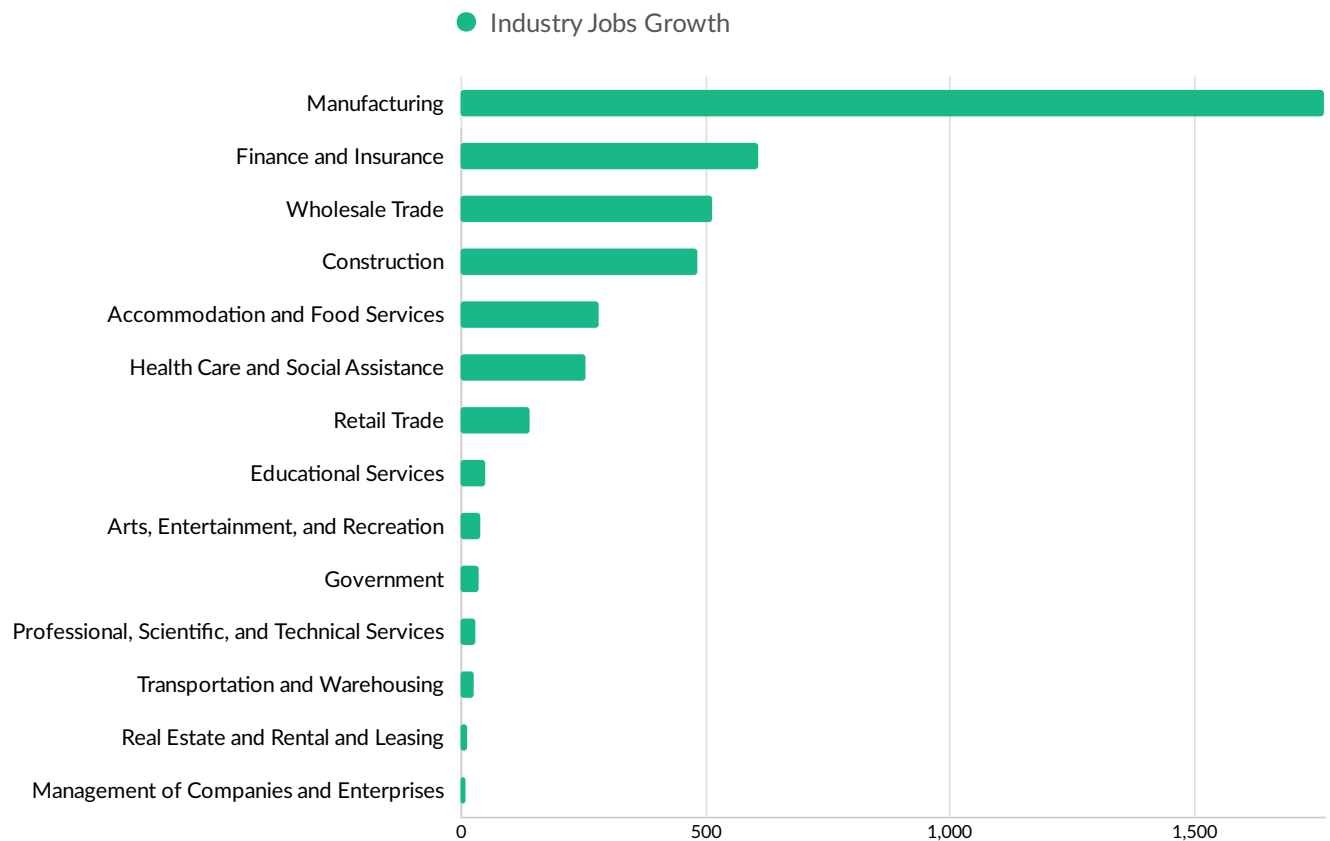
Industry Characteristics

Largest Industries



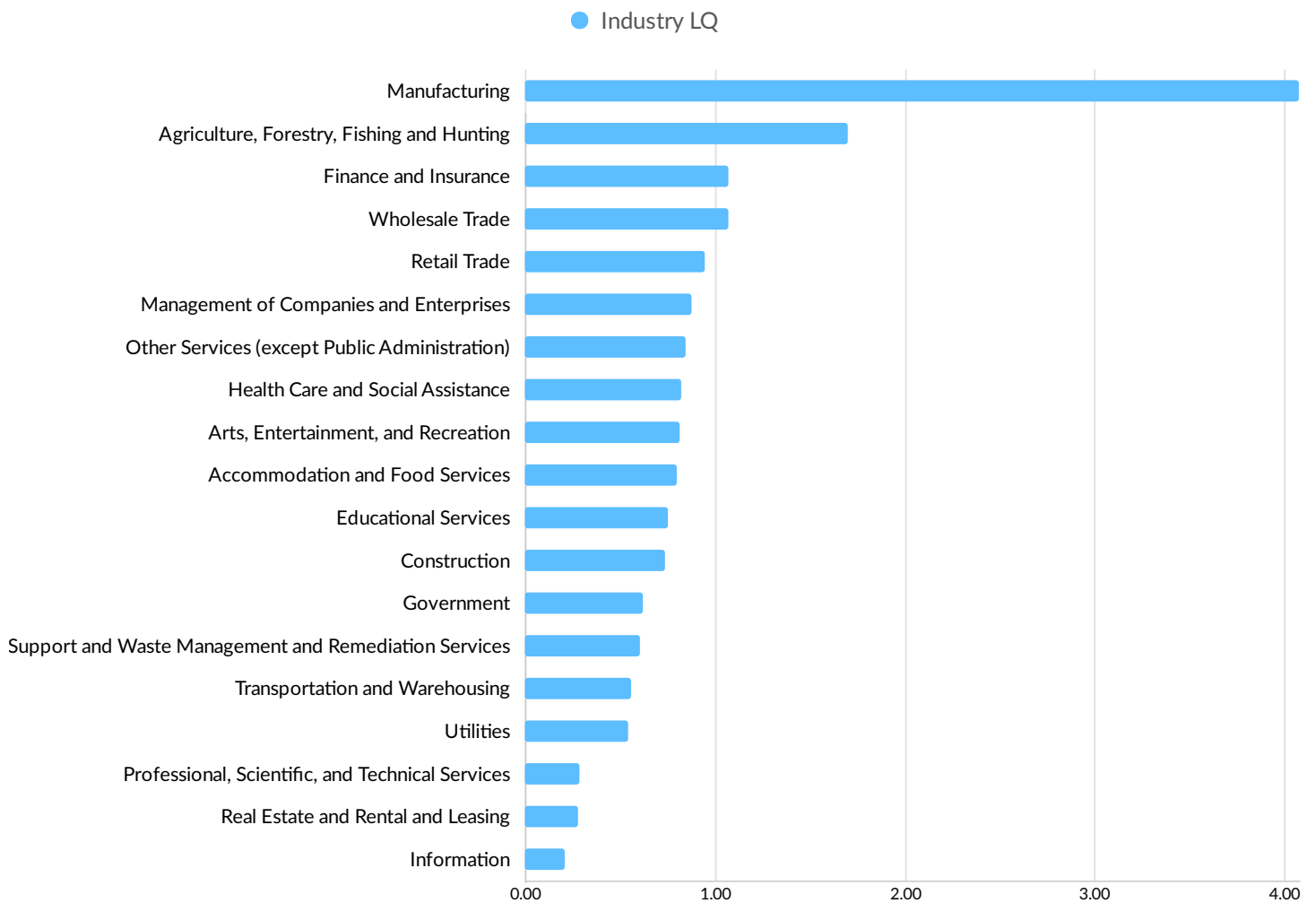
Industry Characteristics - Cont.

Top Growing Industries



Industry Characteristics - Cont.

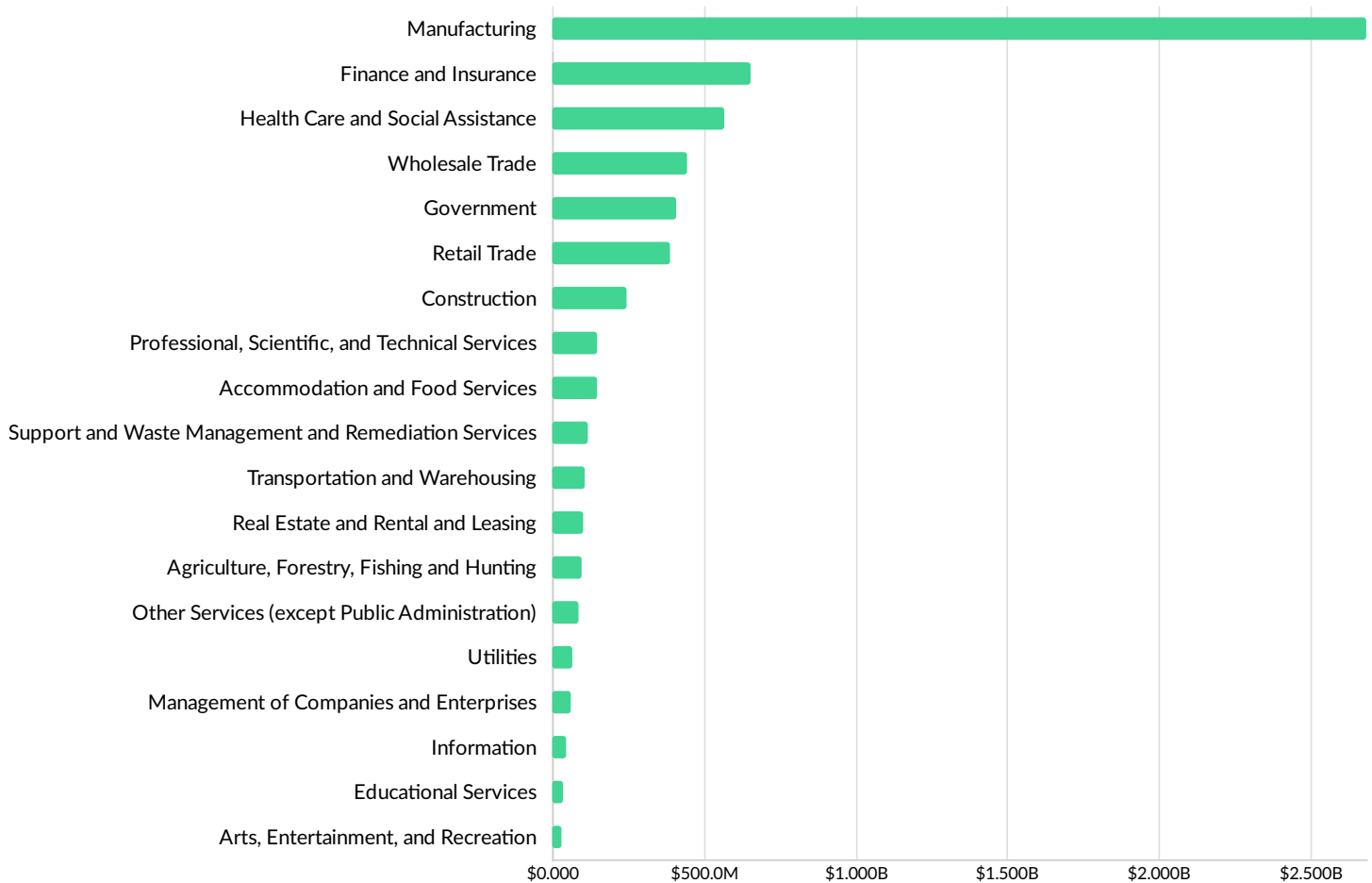
Top Industry LQ



Industry Characteristics - Cont.

Top Industry GRP

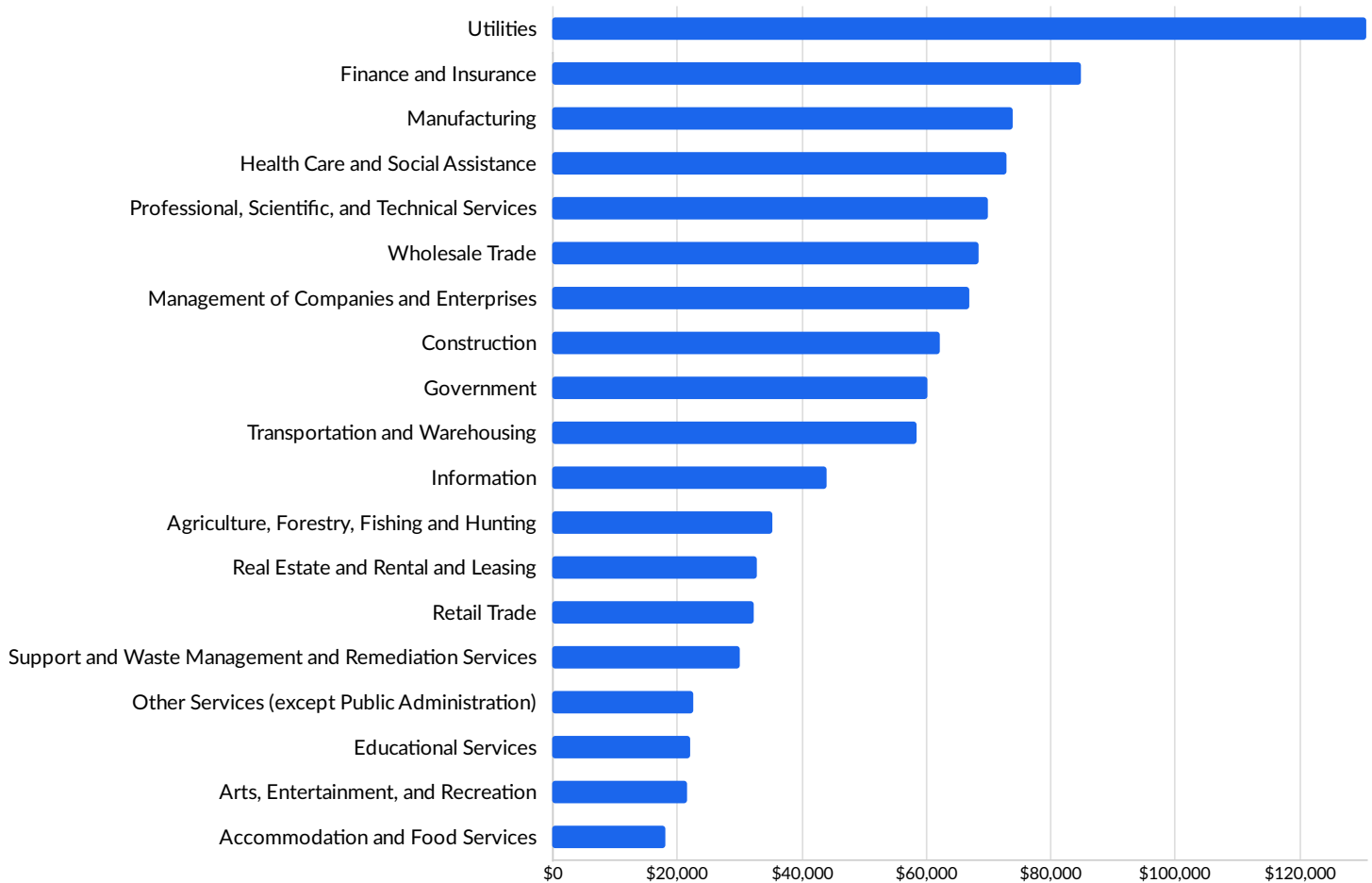
● 2018 Gross Regional Product



Industry Characteristics - Cont.

Top Industry Earnings

● 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	19,682	21,447	1,765	+9%	4.08	\$74,062	\$2.68B
Health Care and Social Assistance	6,676	6,931	255	+4%	0.82	\$73,070	\$565.60M
Retail Trade	6,267	6,408	141	+2%	0.95	\$32,441	\$387.23M
Government	6,185	6,222	37	+1%	0.62	\$60,384	\$411.35M
Accommodation and Food Services	4,293	4,575	282	+7%	0.80	\$18,104	\$147.30M
Finance and Insurance	2,280	2,887	607	+27%	1.07	\$84,821	\$652.26M
Construction	2,266	2,750	484	+21%	0.74	\$62,281	\$244.95M
Other Services (except Public Administration)	2,844	2,683	-161	-6%	0.84	\$22,699	\$87.02M
Wholesale Trade	2,119	2,633	514	+24%	1.07	\$68,484	\$443.31M
Administrative and Support and Waste Management and Remediation Services	2,846	2,531	-315	-11%	0.61	\$30,065	\$119.44M
Transportation and Warehousing	1,320	1,346	26	+2%	0.56	\$58,631	\$106.62M
Agriculture, Forestry, Fishing and Hunting	1,344	1,337	-7	-1%	1.70	\$35,456	\$96.03M
Educational Services	1,246	1,296	50	+4%	0.76	\$22,080	\$38.34M
Professional, Scientific, and Technical Services	1,213	1,244	31	+3%	0.29	\$69,946	\$149.20M
Arts, Entertainment, and Recreation	909	948	39	+4%	0.82	\$21,577	\$31.52M
Management of Companies and Enterprises	828	838	10	+1%	0.88	\$66,917	\$63.00M
Real Estate and Rental and Leasing	298	312	14	+5%	0.28	\$33,001	\$102.42M
Information	257	254	-3	-1%	0.21	\$43,999	\$47.99M
Utilities	158	125	-33	-21%	0.54	\$130,761	\$66.80M

Business Characteristics

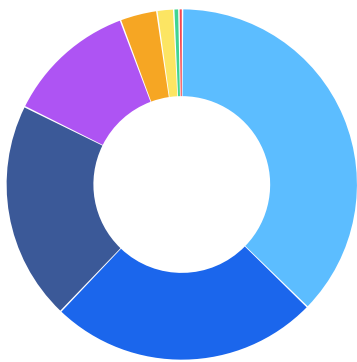
12,703 Companies Employ Your Workers

Online profiles for your workers mention 12,703 companies as employers, with the top 10 appearing below. In the last 12 months, 2,140 companies in Sheboygan County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kohler Co.	2,723 	Kohler Co.	2,026 
Aurora Health Care	659 	Aurora Health Care	329 
A Acuity Mutual Insurance Com...	425 	Johnsonville Sausage, LLC	327 
Sargento Foods Inc.	410 	U. S. Xpress, Inc.	271 
Johnsonville Sausage, LLC	398 	Teach For America, Inc.	266 
Bemis Manufacturing Company	373 	C.R. England, Inc.	241 
Rockline Industries, Inc.	296 	Roehl Transport, Inc.	229 
County of Sheboygan	267 	Travelers Healthcare	216 
Lakeshore Technical College	267 	McDonald's Corporation	186 
Lakeland College	248 	Decker Truck Line, Inc.	170 

Business Characteristics - Cont.

Business Size

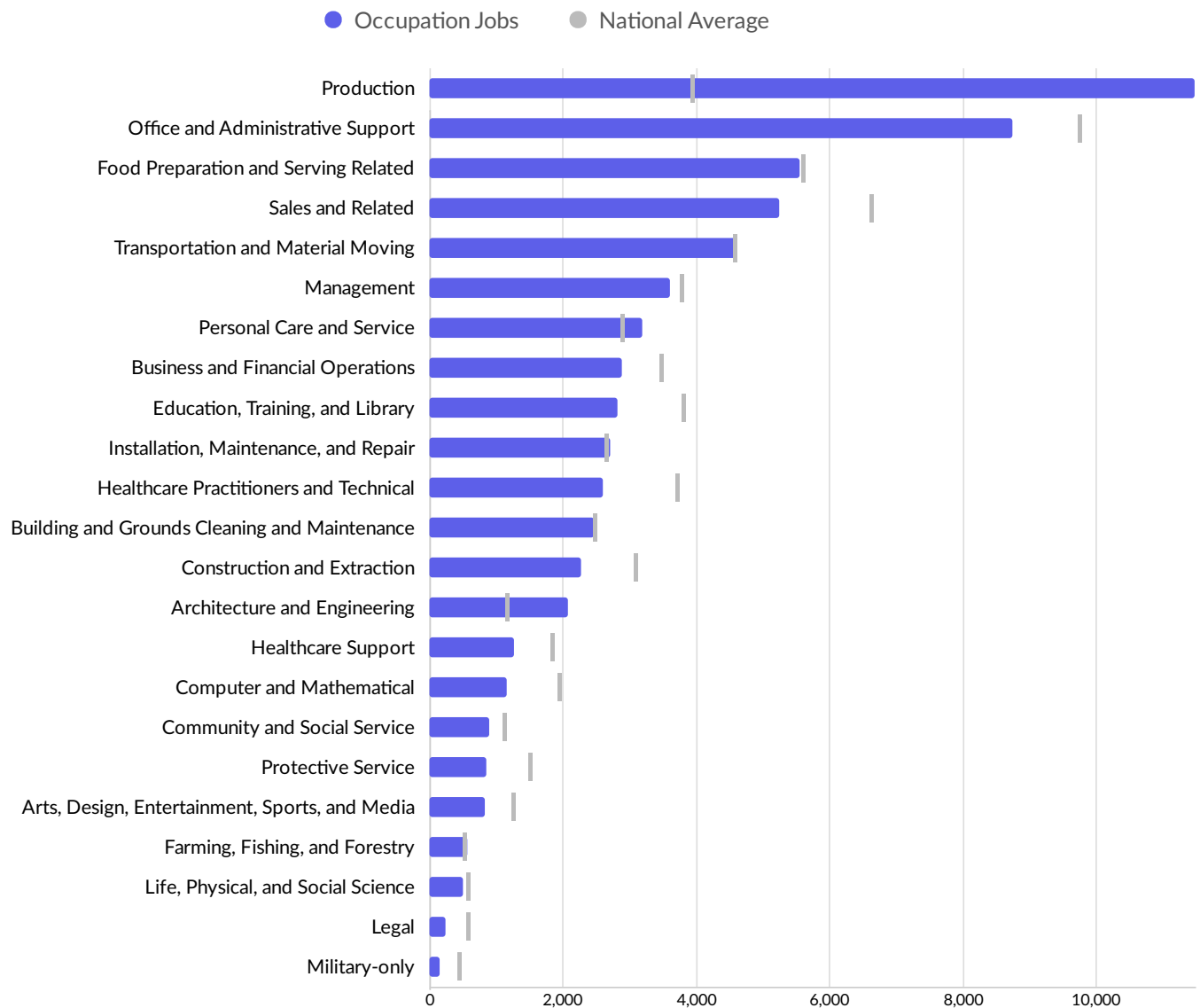


	Percentage	Business Count
1 to 4 employees	37.2%	1,571
5 to 9 employees	24.8%	1,048
10 to 19 employees	20.2%	852
20 to 49 employees	12.0%	506
50 to 99 employees	3.4%	144
100 to 249 employees	1.5%	65
250 to 499 employees	0.5%	20
500+ employees	0.3%	14

**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.*

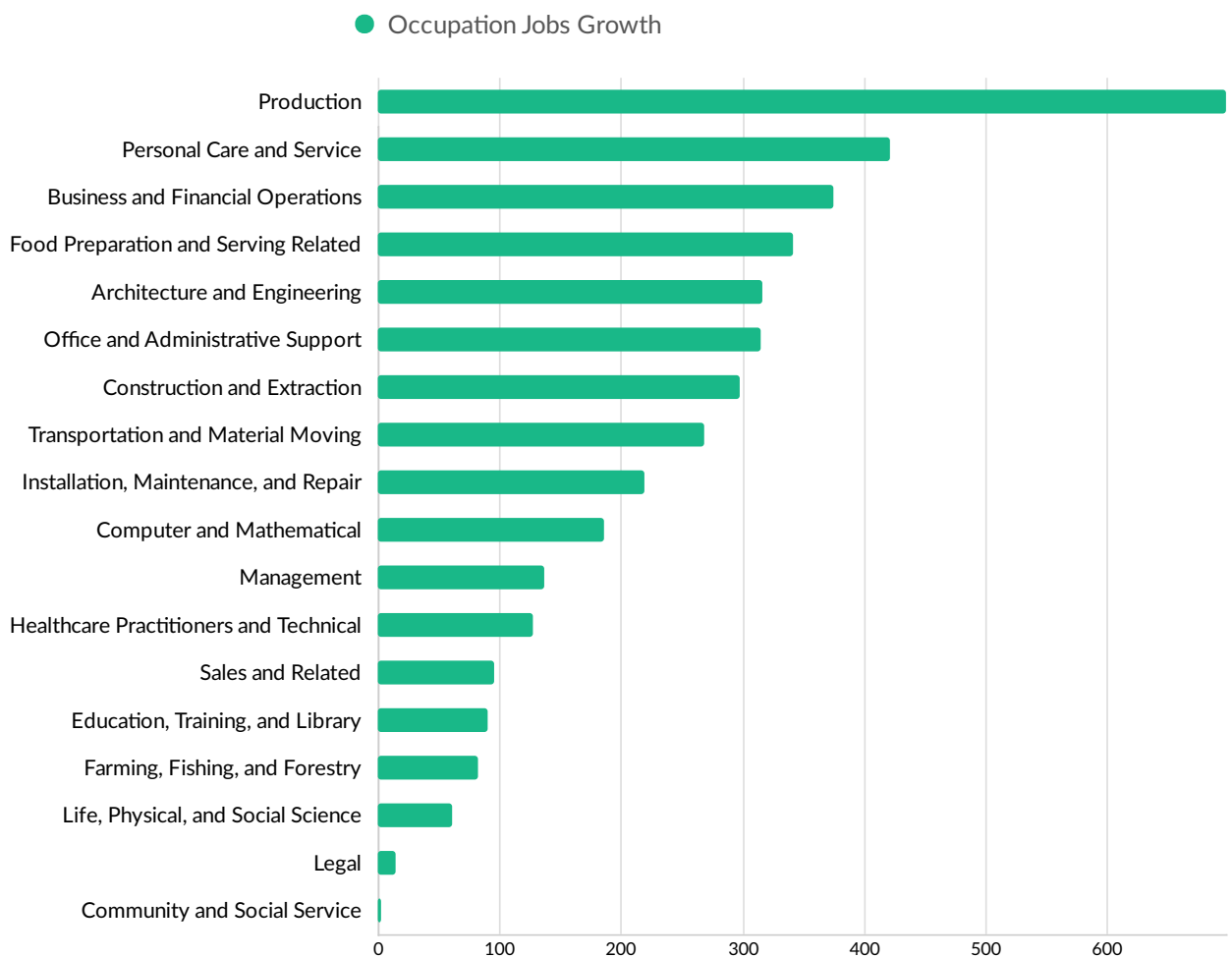
Workforce Characteristics

Largest Occupations



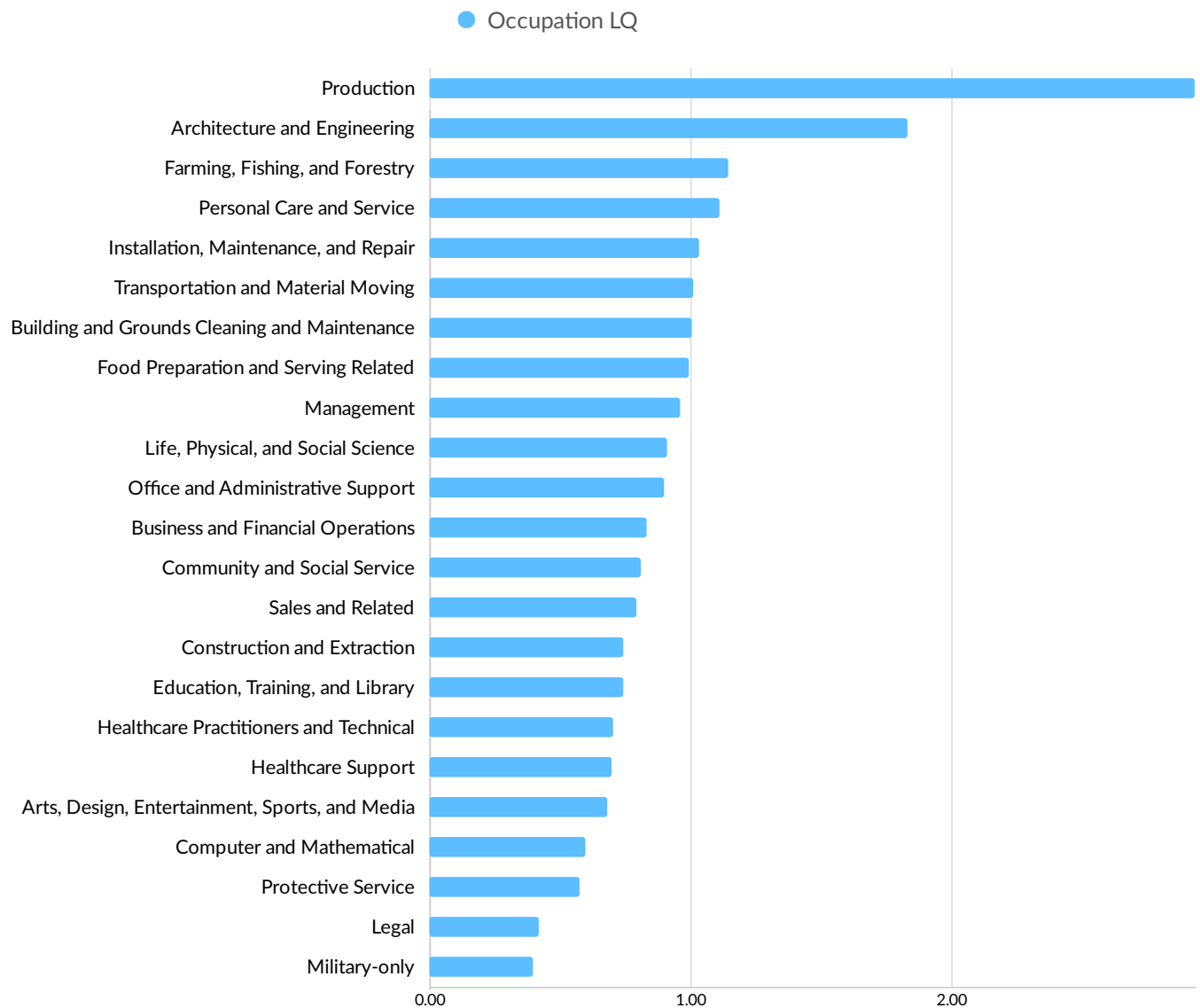
Workforce Characteristics - Cont.

Top Growing Occupations



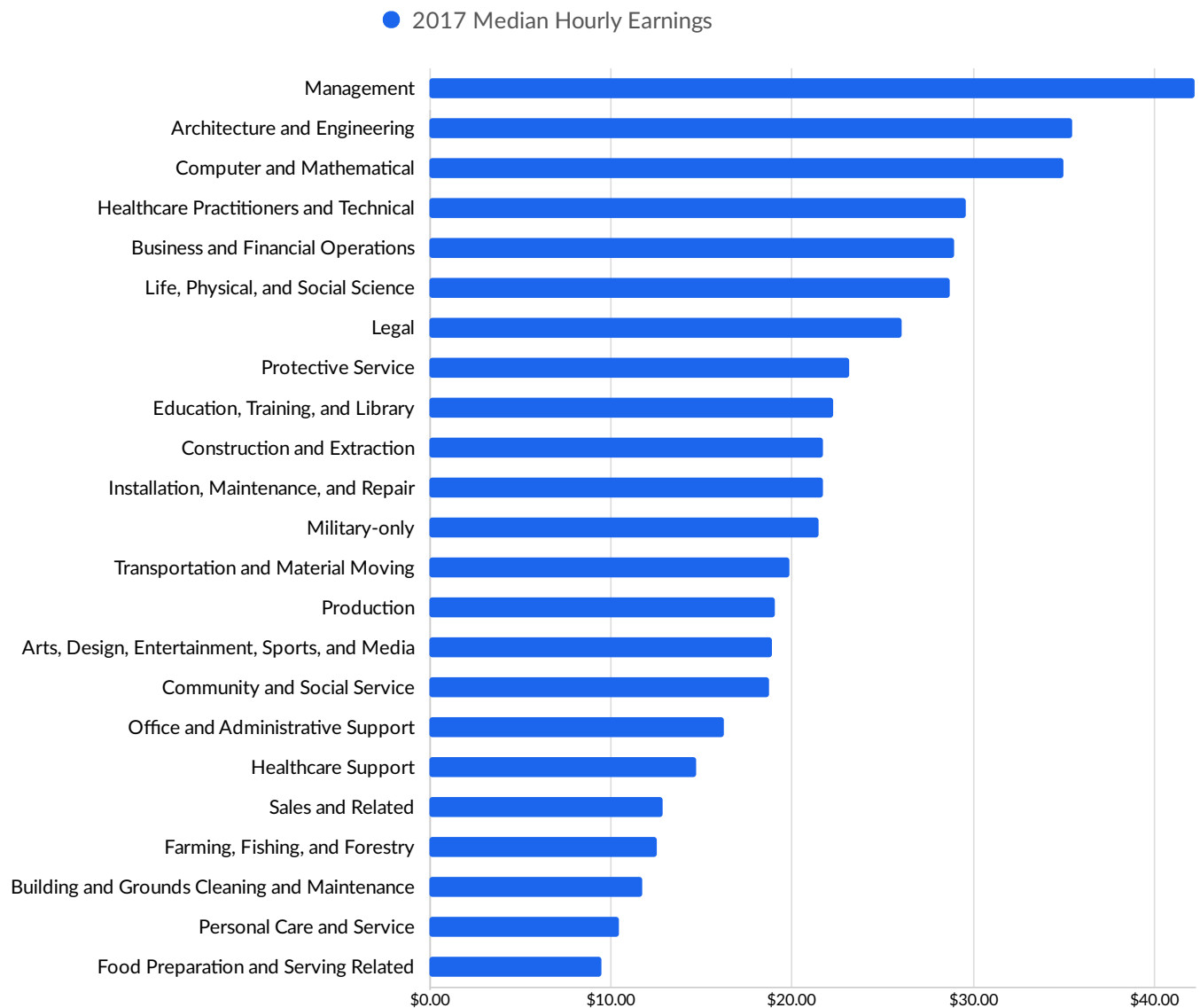
Workforce Characteristics - Cont.

Top Occupation LQ



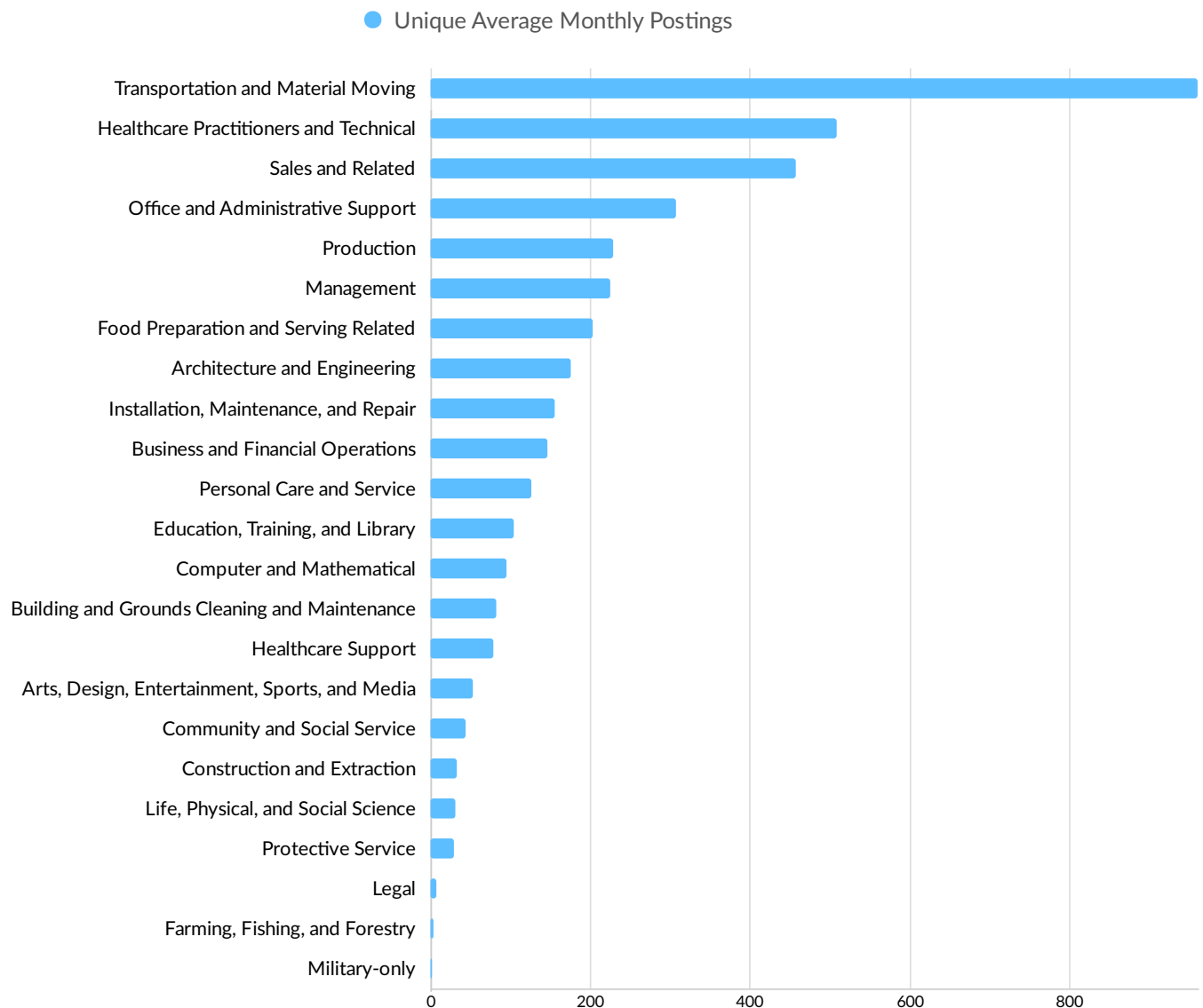
Workforce Characteristics - Cont.

Top Occupation Earnings



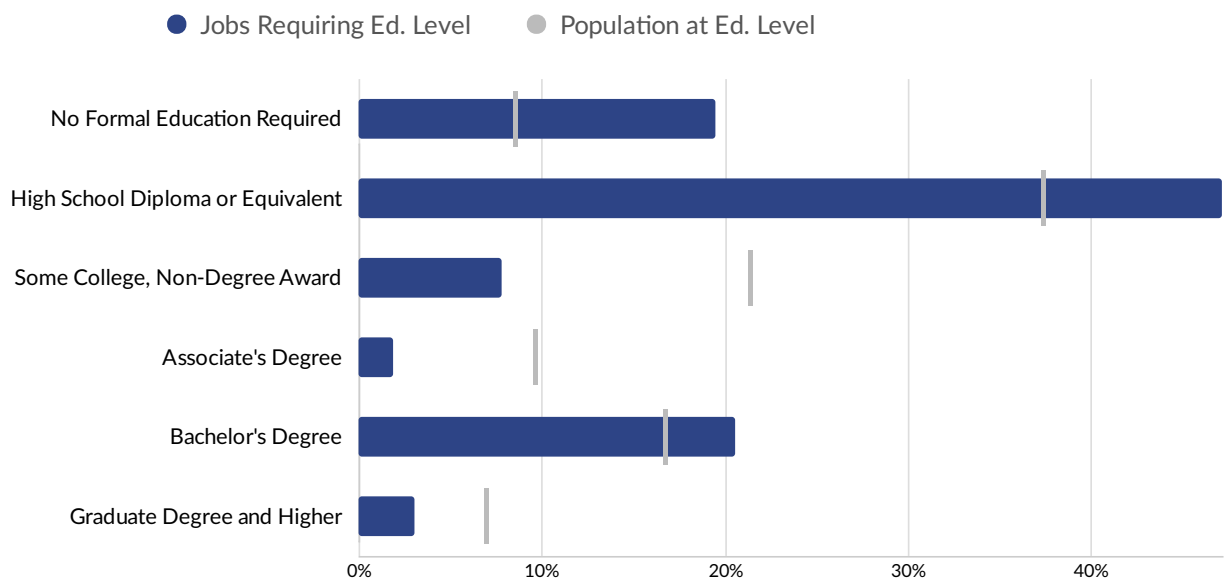
Workforce Characteristics - Cont.

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	10,784	11,482	698	+6%	2.94	\$19.05	229
Office and Administrative Support	8,438	8,753	315	+4%	0.90	\$16.26	308
Food Preparation and Serving Related	5,204	5,546	342	+7%	0.99	\$9.46	203
Sales and Related	5,152	5,248	96	+2%	0.79	\$12.91	459
Transportation and Material Moving	4,339	4,608	269	+6%	1.01	\$19.87	961
Management	3,478	3,615	137	+4%	0.96	\$42.26	225
Personal Care and Service	2,776	3,197	421	+15%	1.11	\$10.43	126
Business and Financial Operations	2,504	2,879	375	+15%	0.83	\$28.98	147
Education, Training, and Library	2,737	2,828	91	+3%	0.75	\$22.30	104
Installation, Maintenance, and Repair	2,489	2,708	219	+9%	1.04	\$21.71	156
Healthcare Practitioners and Technical	2,477	2,605	128	+5%	0.70	\$29.61	510
Building and Grounds Cleaning and Maintenance	2,584	2,474	-110	-4%	1.01	\$11.74	82
Construction and Extraction	1,982	2,280	298	+15%	0.75	\$21.76	32
Architecture and Engineering	1,762	2,078	316	+18%	1.83	\$35.53	175
Healthcare Support	1,442	1,266	-176	-12%	0.70	\$14.72	78
Computer and Mathematical	969	1,155	186	+19%	0.60	\$35.05	96
Community and Social Service	891	893	2	+0%	0.81	\$18.79	43
Protective Service	865	857	-8	-1%	0.57	\$23.17	29

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	843	835	-8	-1%	0.68	\$18.94	52
Farming, Fishing, and Forestry	489	571	82	+17%	1.15	\$12.59	4
Life, Physical, and Social Science	439	500	61	+14%	0.91	\$28.70	31
Legal	218	232	14	+6%	0.42	\$26.10	7
Military-only	176	162	-14	-8%	0.40	\$21.45	2

Educational Pipeline

In 2017, there were 694 graduates in Sheboygan County, WI. This pipeline has shrunk by 9% over the last 5 years. The highest share of these graduates come from "Business Administration, Management and Operations, Other", Accounting, and "Business Administration, Management and Operations, Other".

