



Brown 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

263,808

Population (2018)

Population **grew by 9,541** over the last 5 years and is projected to **grow by 7,559** over the next 5 years.

168,787

Total Regional Employment

Jobs **grew by 10,067** over the last 5 years and are projected to **grow by 7,093** over the next 5 years.

\$56.8K

Median Household Income (2017)

Median household income is **\$877 below** the national median household income of \$57.7K.

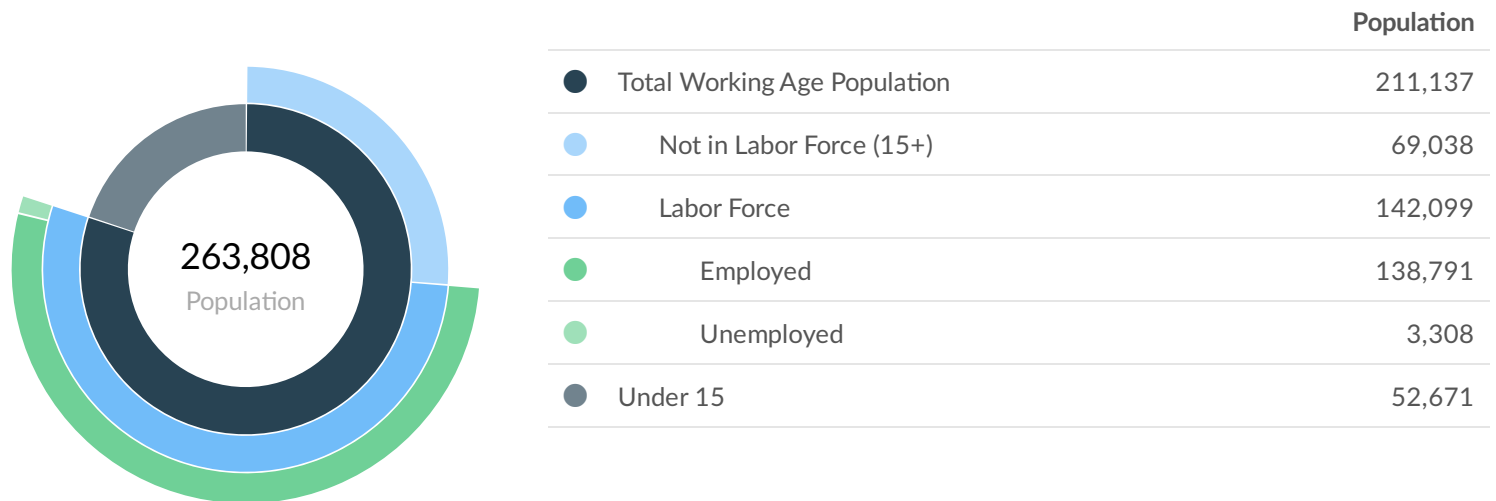
Takeaways

- As of 2018 the region's population **increased by 3.8%** since 2013, growing by 9,541. Population is expected to **increase by 2.9%** between 2018 and 2023, adding 7,559.
- From 2013 to 2018, jobs **increased by 6.3%** in Brown County, WI from 158,720 to **168,787**. This change **fell short of the national growth rate of 8.2% by 1.9%**. As the number of jobs increased, the **labor force participation rate decreased from 67.9% to 67.3% between 2013 and 2018**.
- Concerning educational attainment, **19.6% of Brown County, WI residents possess a Bachelor's Degree** (1.0% above the national average), and **12.0% hold an Associate's Degree** (4.0% above the national average).
- The top three industries in 2018 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and General Medical and Surgical Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	263,808	142,099	168,787	100.3	\$18.03B	\$17.57B	\$20.49B
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
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

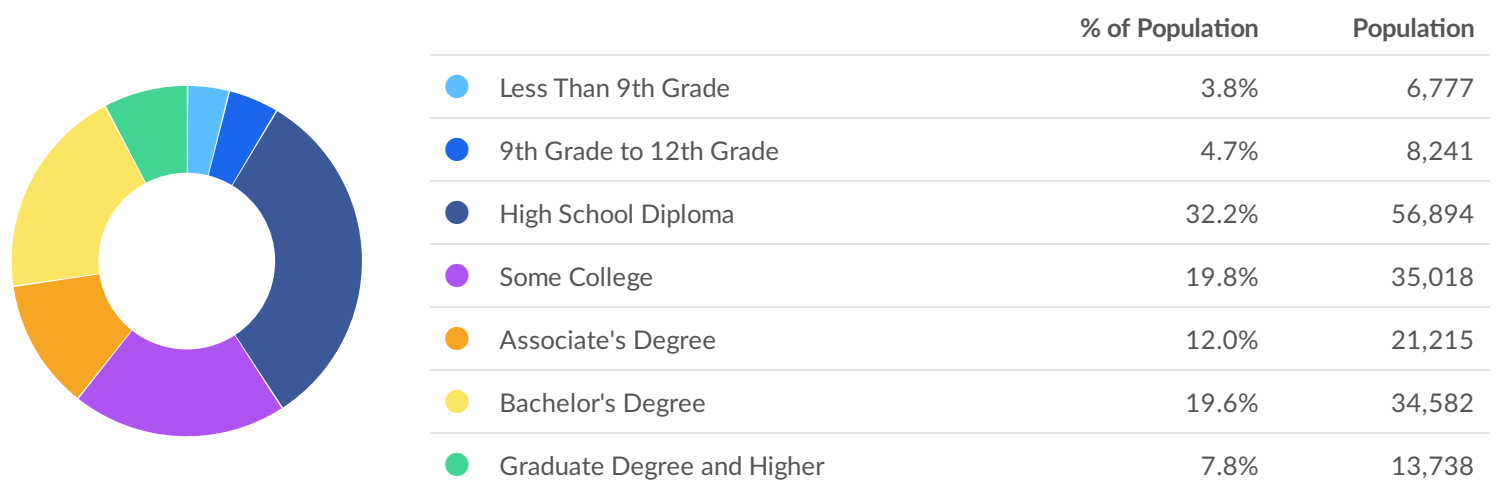
Economy Overview - Cont.

2018 Labor Force Breakdown



Educational Attainment

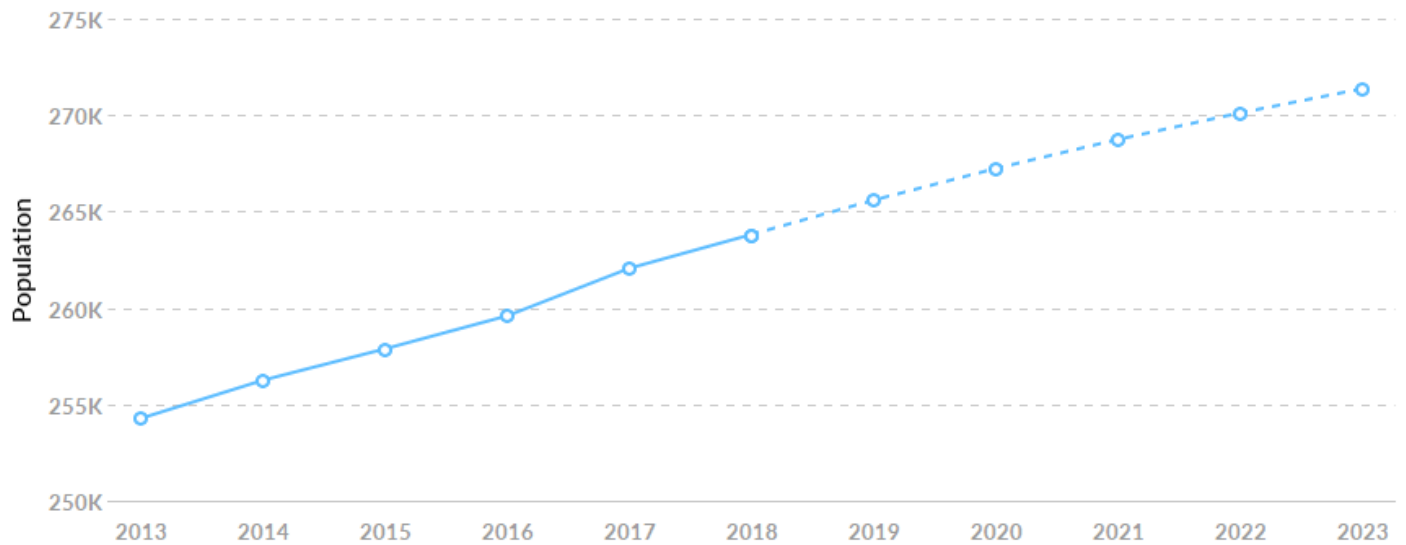
Concerning educational attainment, **19.6% of Brown County, WI residents possess a Bachelor's Degree** (1.0% above the national average), and **12.0% hold an Associate's Degree** (4.0% above the national average).



Historic & Projected Trends

Population Trends

As of 2018 the region's population **increased by 3.8%** since 2013, growing by 9,541. Population is expected to **increase by 2.9%** between 2018 and 2023, adding 7,559.

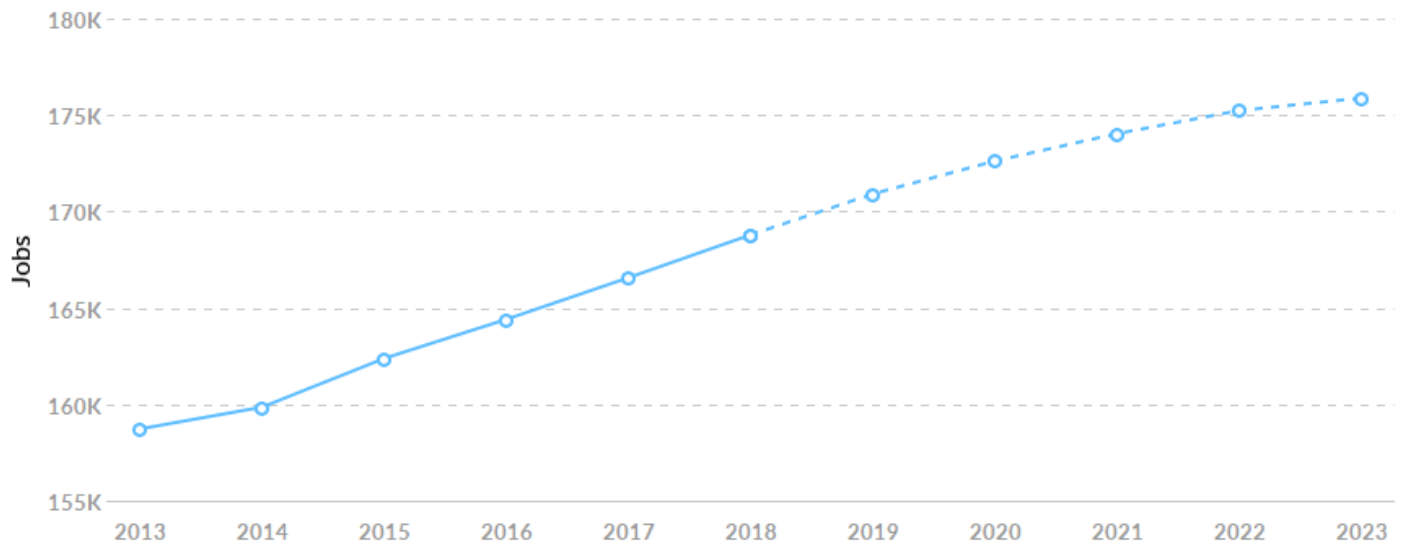


Timeframe	Population
2013	254,267
2014	256,247
2015	257,876
2016	259,588
2017	262,054
2018	263,808
2019	265,590
2020	267,232
2021	268,737
2022	270,115
2023	271,367

Historic & Projected Trends - Cont.

Job Trends

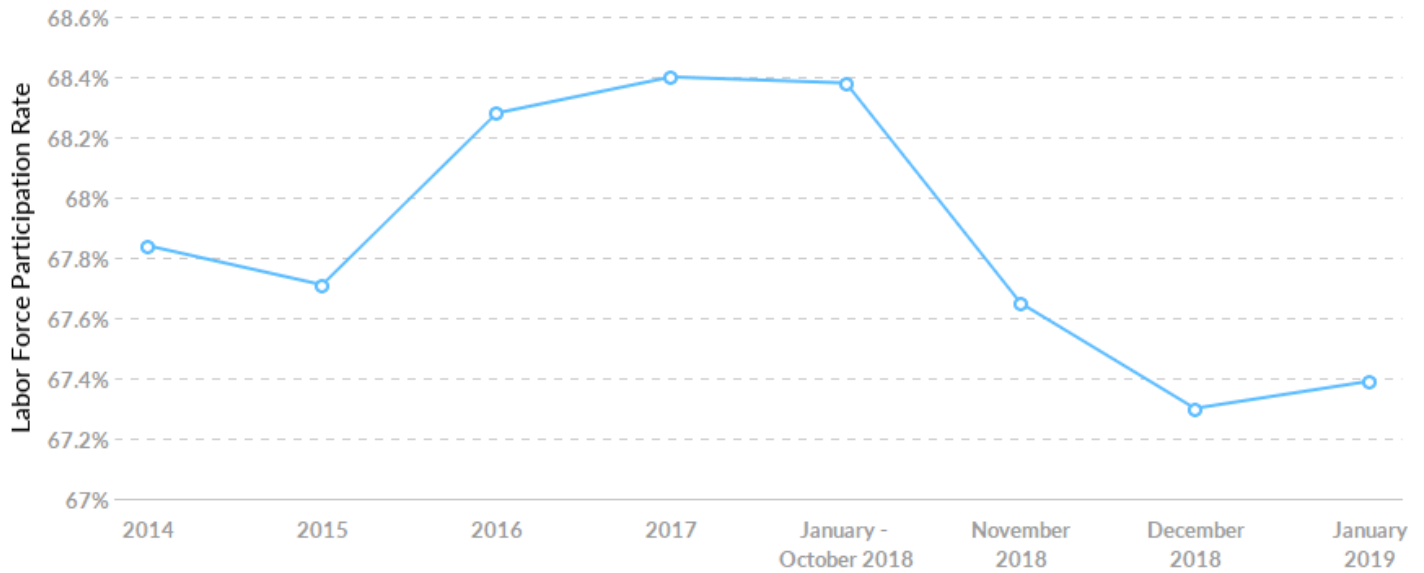
From 2013 to 2018, jobs increased by 6.3% in Brown County, WI from 158,720 to **168,787**. This change **fell short of the national growth rate of 8.2% by 1.9%.**



Timeframe	Jobs
2013	158,720
2014	159,850
2015	162,375
2016	164,404
2017	166,564
2018	168,787
2019	170,907
2020	172,616
2021	174,036
2022	175,234
2023	175,880

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

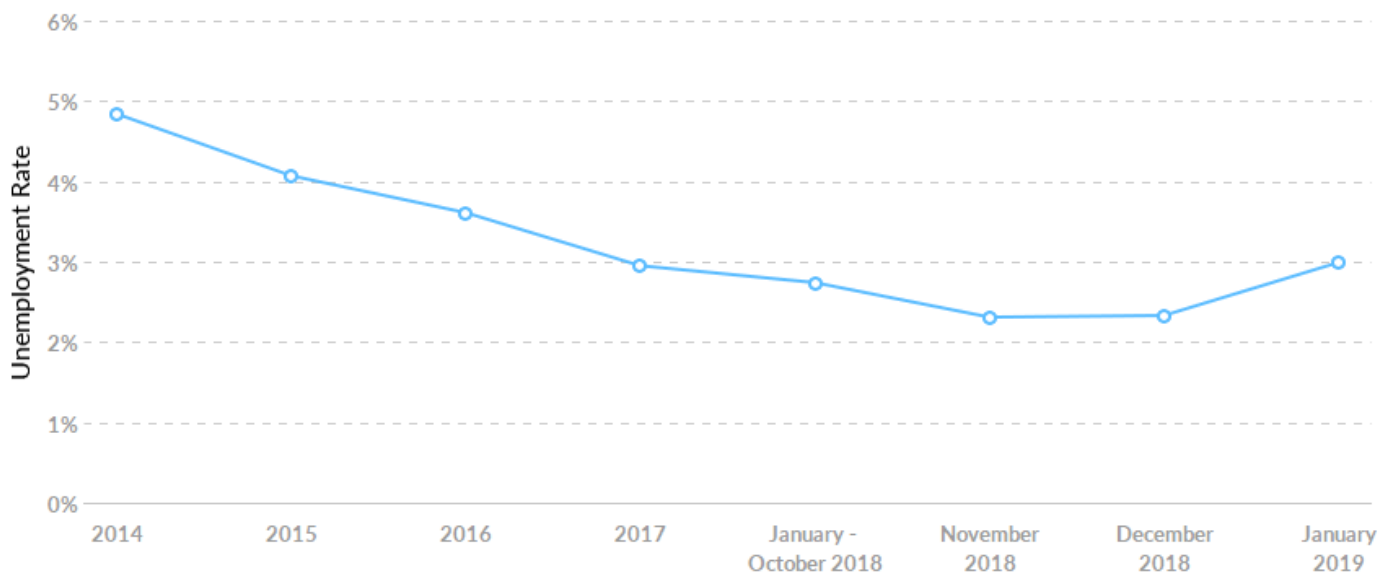


Timeframe	Labor Force Participation Rate
2014	67.84%
2015	67.71%
2016	68.28%
2017	68.40%
January - October 2018	68.38%
November 2018	67.65%
December 2018	67.30%
January 2019	67.39%

Historic & Projected Trends - Cont.

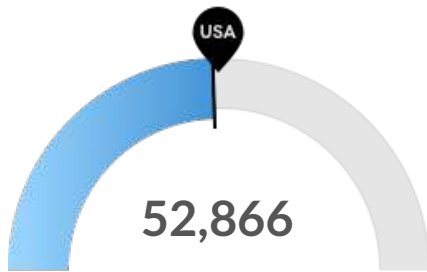
Unemployment Rate Trends

Brown County, WI had a January 2019 unemployment rate of 2.99%, **decreasing from 4.84%** 5 years before.



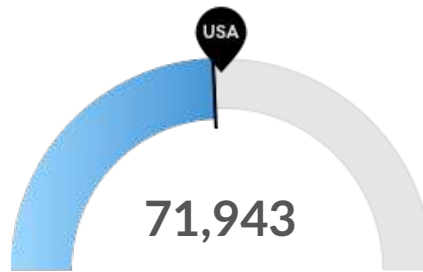
Timeframe	Unemployment Rate
2014	4.84%
2015	4.07%
2016	3.61%
2017	2.95%
January - October 2018	2.74%
November 2018	2.31%
December 2018	2.33%
January 2019	2.99%

Population Characteristics



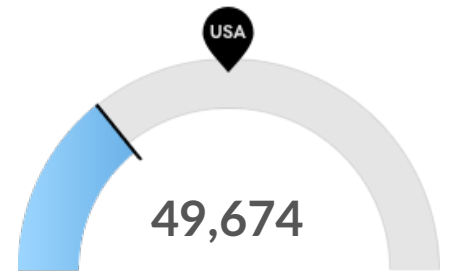
Millennials

Brown County, WI has 52,866 millennials (ages 20-34). The national average for an area this size is 54,275.



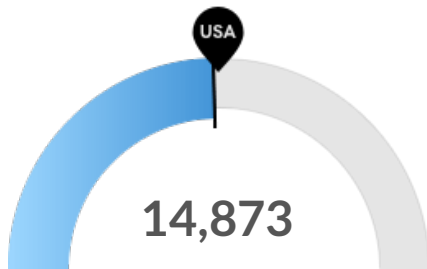
Retiring Soon

Retirement risk is about average in Brown County, WI. The national average for an area this size is 74,705 people 55 or older, while there are 71,943 here.



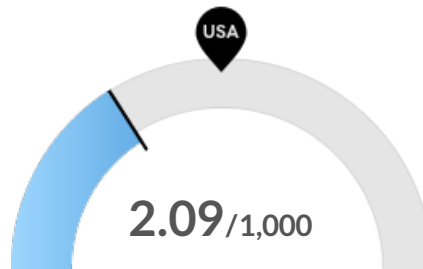
Racial Diversity

Racial diversity is low in Brown County, WI. The national average for an area this size is 102,913 racially diverse people, while there are 49,674 here.



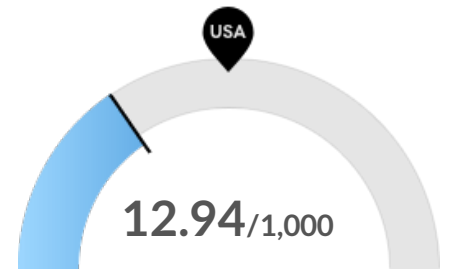
Veterans

Brown County, WI has 14,873 veterans. The national average for an area this size is 15,237.



Violent Crime

Brown County, WI has 2.09 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



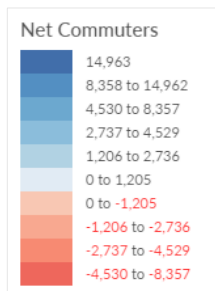
Property Crime

Brown County, WI has 12.94 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 Brown County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #4 for resident workers. The top ZIP for resident workers is 54115.



© MapTiler © OpenStreetMap contributors

Where Talent Works

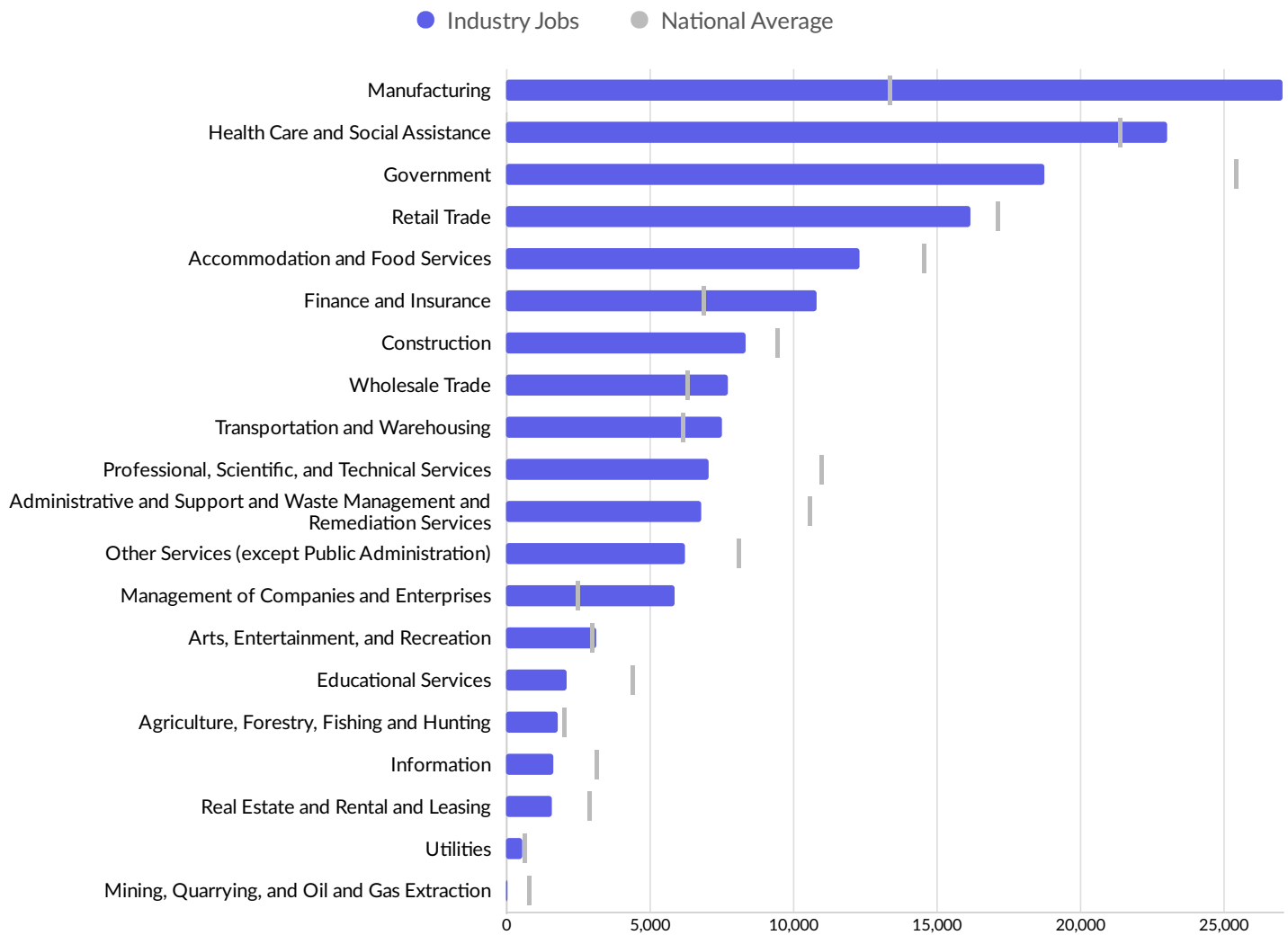
ZIP	Name	2018 Employment
54304	Green Bay, WI (in Brow...	30,707
54115	De Pere, WI (in Brown c...	25,296
54303	Green Bay, WI (in Brow...	23,123
54311	Green Bay, WI (in Brow...	18,101
54301	Green Bay, WI (in Brow...	17,365

Where Talent Lives

ZIP	Name	2018 Workers
54115	De Pere, WI (in Brown c...	24,739
54313	Green Bay, WI (in Brow...	21,531
54311	Green Bay, WI (in Brow...	18,920
54304	Green Bay, WI (in Brow...	15,743
54303	Green Bay, WI (in Brow...	14,764

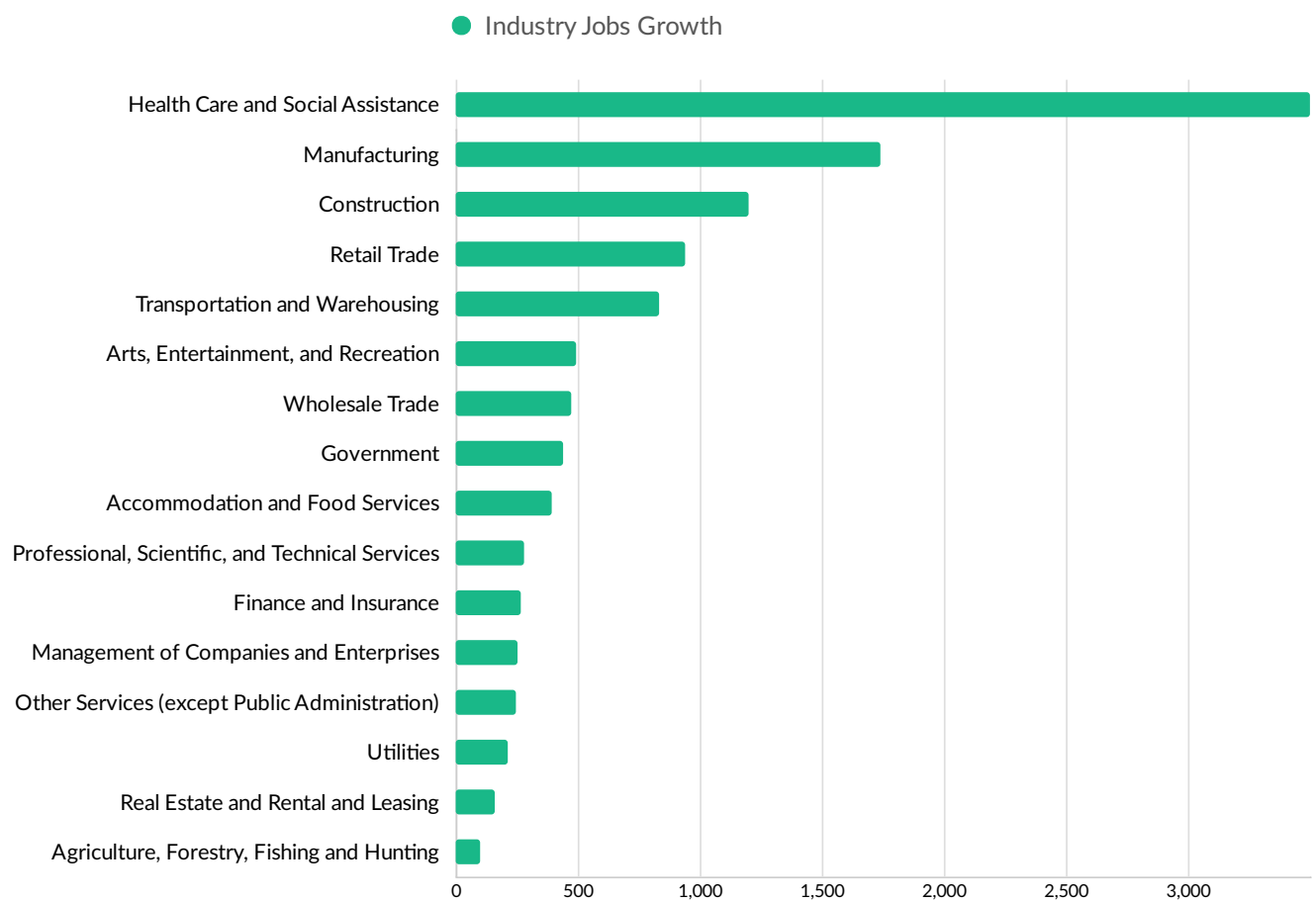
Industry Characteristics

Largest Industries



Industry Characteristics - Cont.

Top Growing Industries



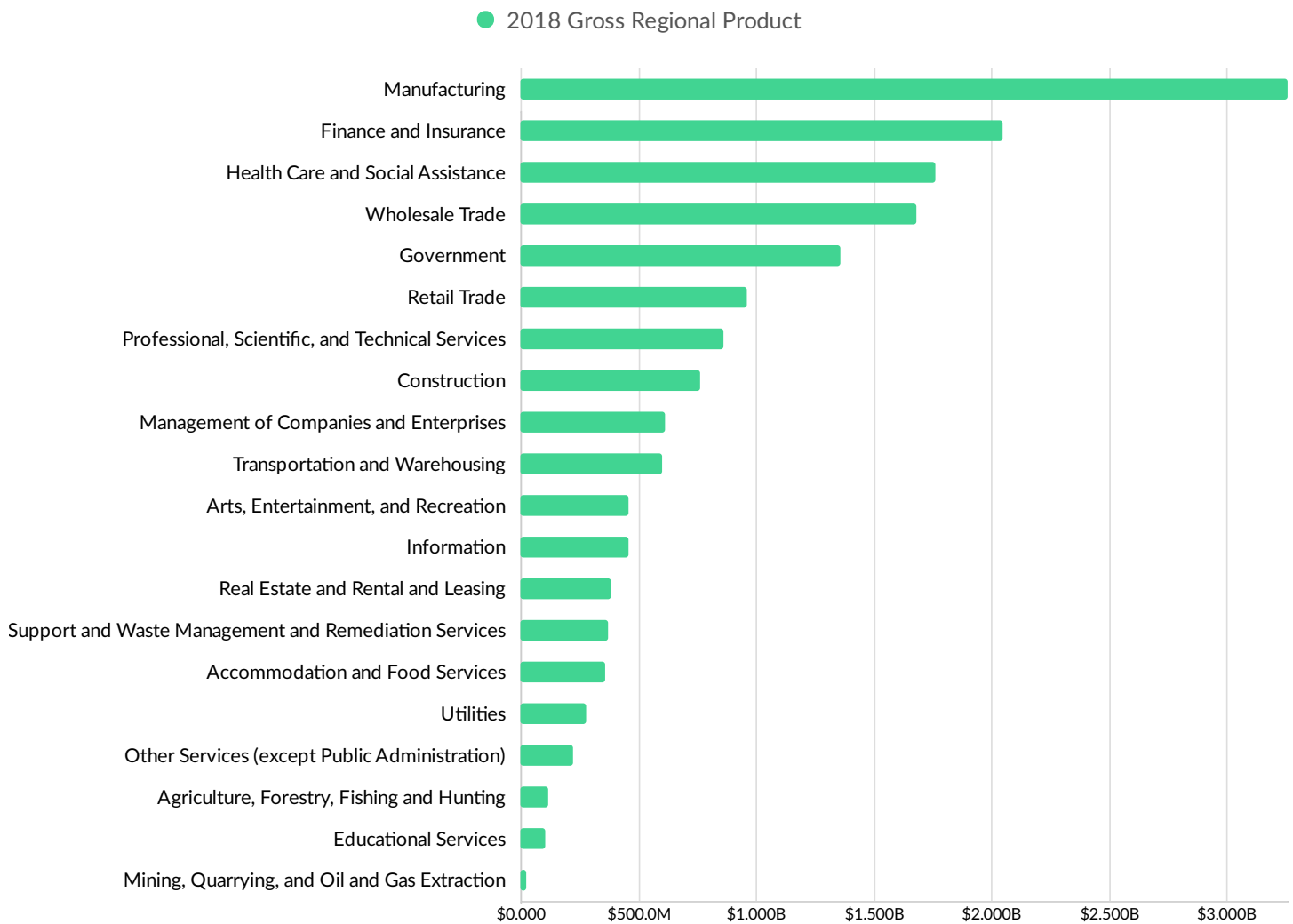
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

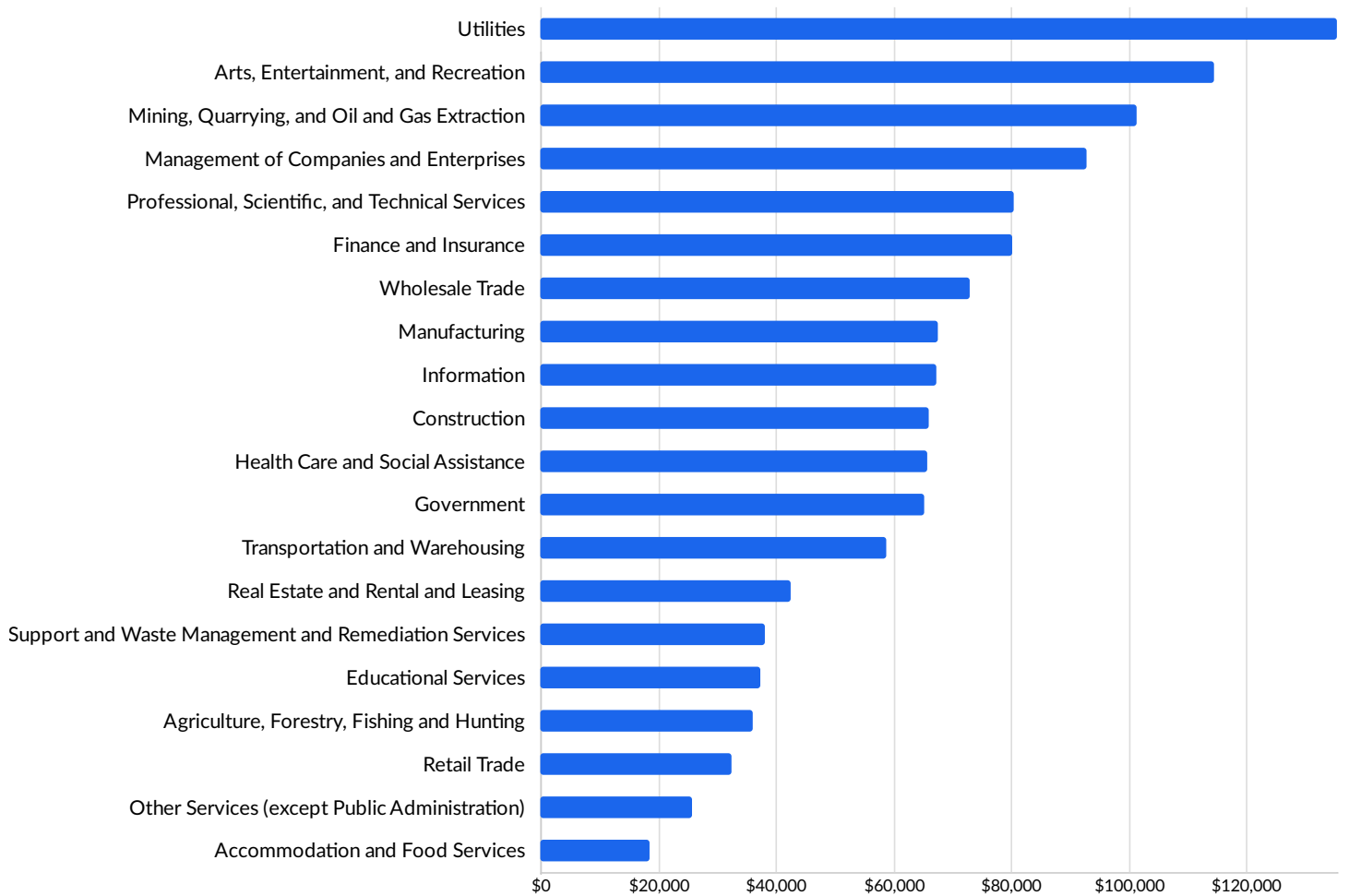
Top Industry GRP



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	25,347	27,088	1,741	+7%	2.04	\$67,646	\$3.26B
Health Care and Social Assistance	19,543	23,041	3,498	+18%	1.08	\$65,831	\$1.77B
Government	18,365	18,804	439	+2%	0.74	\$65,279	\$1.36B
Retail Trade	15,244	16,186	942	+6%	0.95	\$32,471	\$964.69M
Accommodation and Food Services	11,949	12,344	395	+3%	0.85	\$18,510	\$360.60M
Finance and Insurance	10,552	10,821	269	+3%	1.59	\$80,255	\$2.05B
Construction	7,142	8,339	1,197	+17%	0.89	\$66,009	\$764.83M
Wholesale Trade	7,258	7,731	473	+7%	1.24	\$73,124	\$1.68B
Transportation and Warehousing	6,680	7,516	836	+13%	1.23	\$58,878	\$604.33M
Professional, Scientific, and Technical Services	6,812	7,093	281	+4%	0.65	\$80,540	\$865.17M
Administrative and Support and Waste Management and Remediation Services	7,707	6,791	-916	-12%	0.64	\$38,154	\$370.28M
Other Services (except Public Administration)	5,984	6,232	248	+4%	0.78	\$25,725	\$225.92M
Management of Companies and Enterprises	5,640	5,893	253	+4%	2.44	\$92,749	\$612.98M
Arts, Entertainment, and Recreation	2,640	3,135	495	+19%	1.07	\$114,464	\$460.82M
Educational Services	2,400	2,093	-307	-13%	0.48	\$37,438	\$102.56M
Agriculture, Forestry, Fishing and Hunting	1,686	1,786	100	+6%	0.90	\$36,067	\$118.67M
Information	1,893	1,654	-239	-13%	0.53	\$67,210	\$457.67M
Real Estate and Rental and Leasing	1,454	1,613	159	+11%	0.57	\$42,549	\$387.84M
Utilities	344	555	211	+61%	0.96	\$135,436	\$278.71M
Mining, Quarrying, and Oil and Gas Extraction	77	72	-5	-6%	0.10	\$101,351	\$22.33M

Business Characteristics

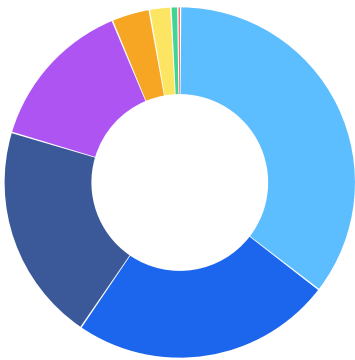
26,841 Companies Employ Your Workers

Online profiles for your workers mention 26,841 companies as employers, with the top 10 appearing below. In the last 12 months, 5,496 companies in Brown County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Schneider National, Inc.	2,023 	Anthem, Inc.	1,773 
Humana Inc.	1,562 	Schneider National, Inc.	1,114 
Bellin Health Systems, Inc.	1,028 	Eatstreet	978 
Green Bay Area Public School D...	1,024 	Bellin Health Systems, Inc.	764 
Unitedhealth Group Incorporated	1,005 	Associated Banc-Corp	703 
Northeast Wisconsin Technical ...	843 	Shopko Stores Operating Co., LLC	645 
Associated Banc-Corp	839 	USTechForce	630 
Shopko Stores Operating Co., LLC	768 	Hospital Sisters Health System	484 
Georgia-Pacific LLC	727 	Humana Inc.	448 
Prevea Health	627 	Aurora Health Care	441 

Business Characteristics - Cont.

Business Size

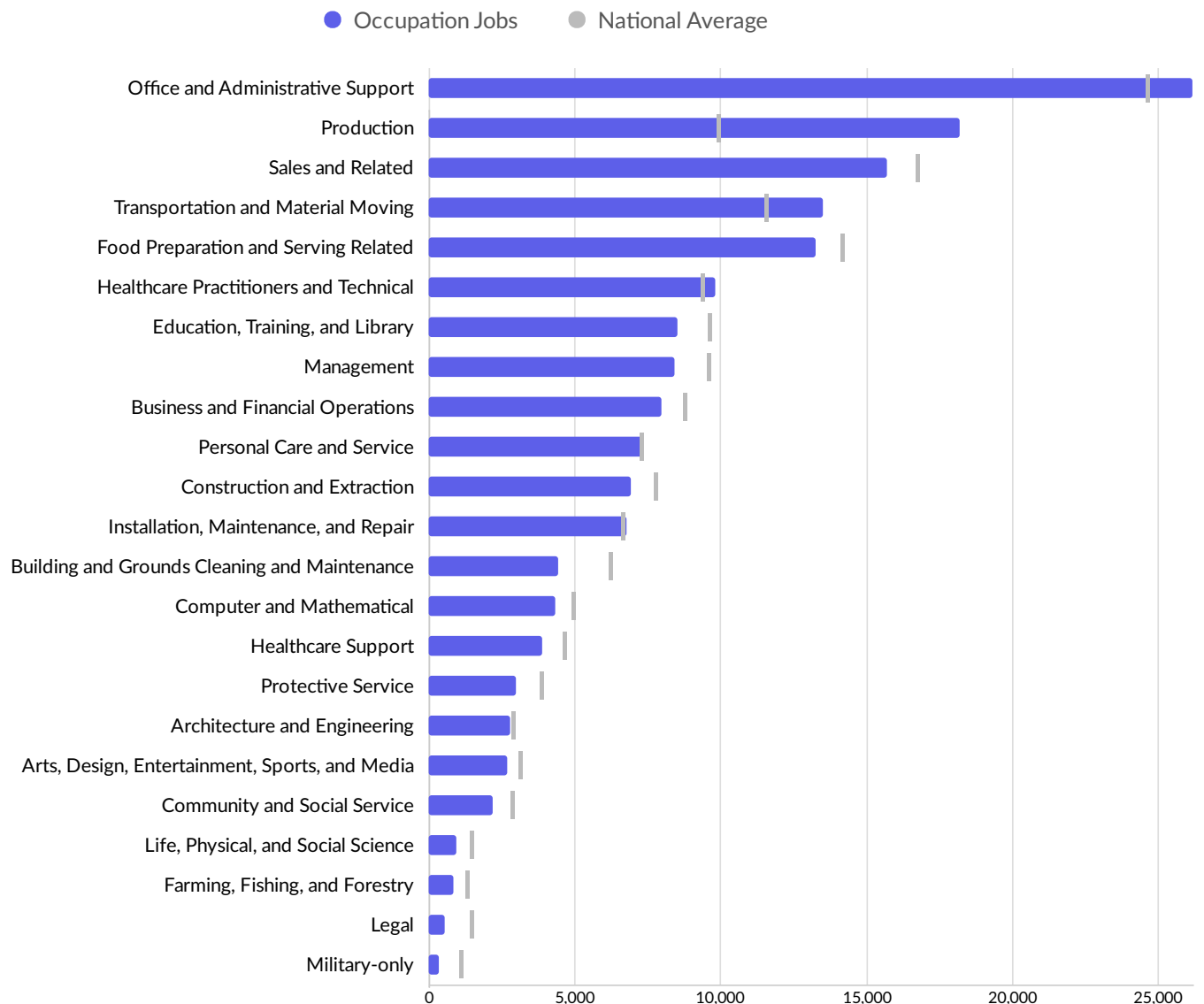


	Percentage	Business Count
1 to 4 employees	35.4%	3,168
5 to 9 employees	24.1%	2,157
10 to 19 employees	20.1%	1,798
20 to 49 employees	14.1%	1,263
50 to 99 employees	3.5%	313
100 to 249 employees	2.0%	177
250 to 499 employees	0.6%	57
500+ employees	0.2%	22

**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.*

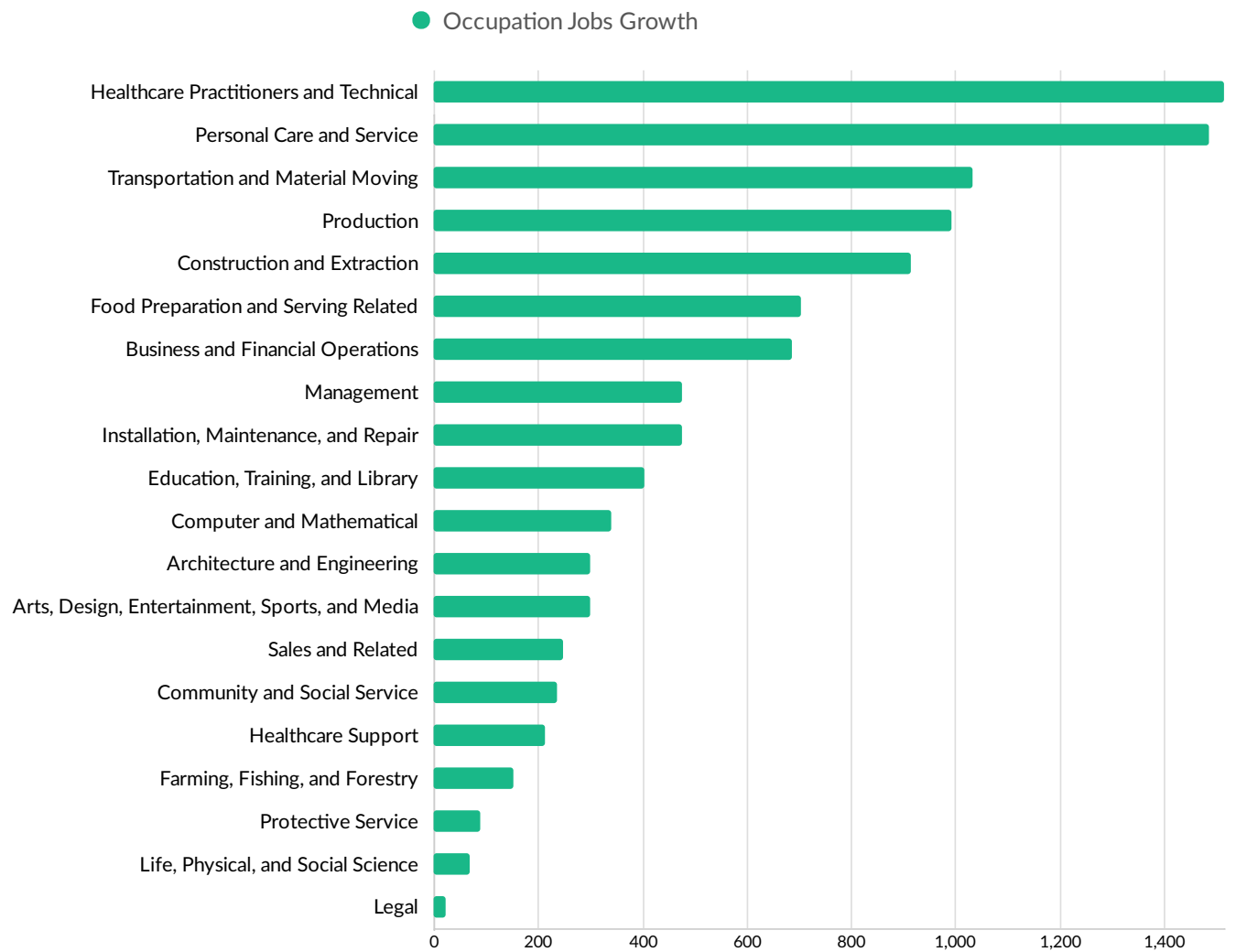
Workforce Characteristics

Largest Occupations



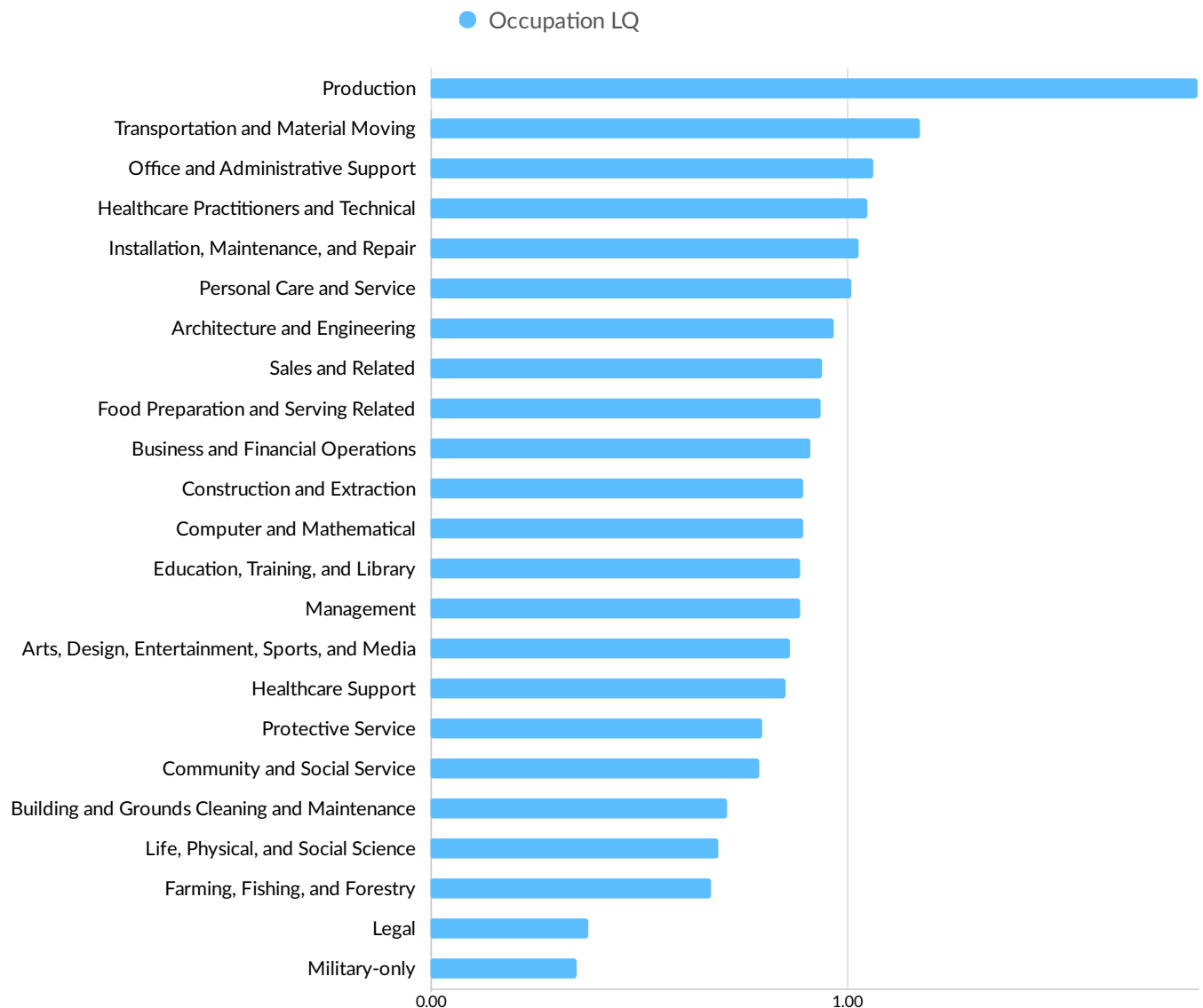
Workforce Characteristics - Cont.

Top Growing Occupations



Workforce Characteristics - Cont.

Top Occupation LQ



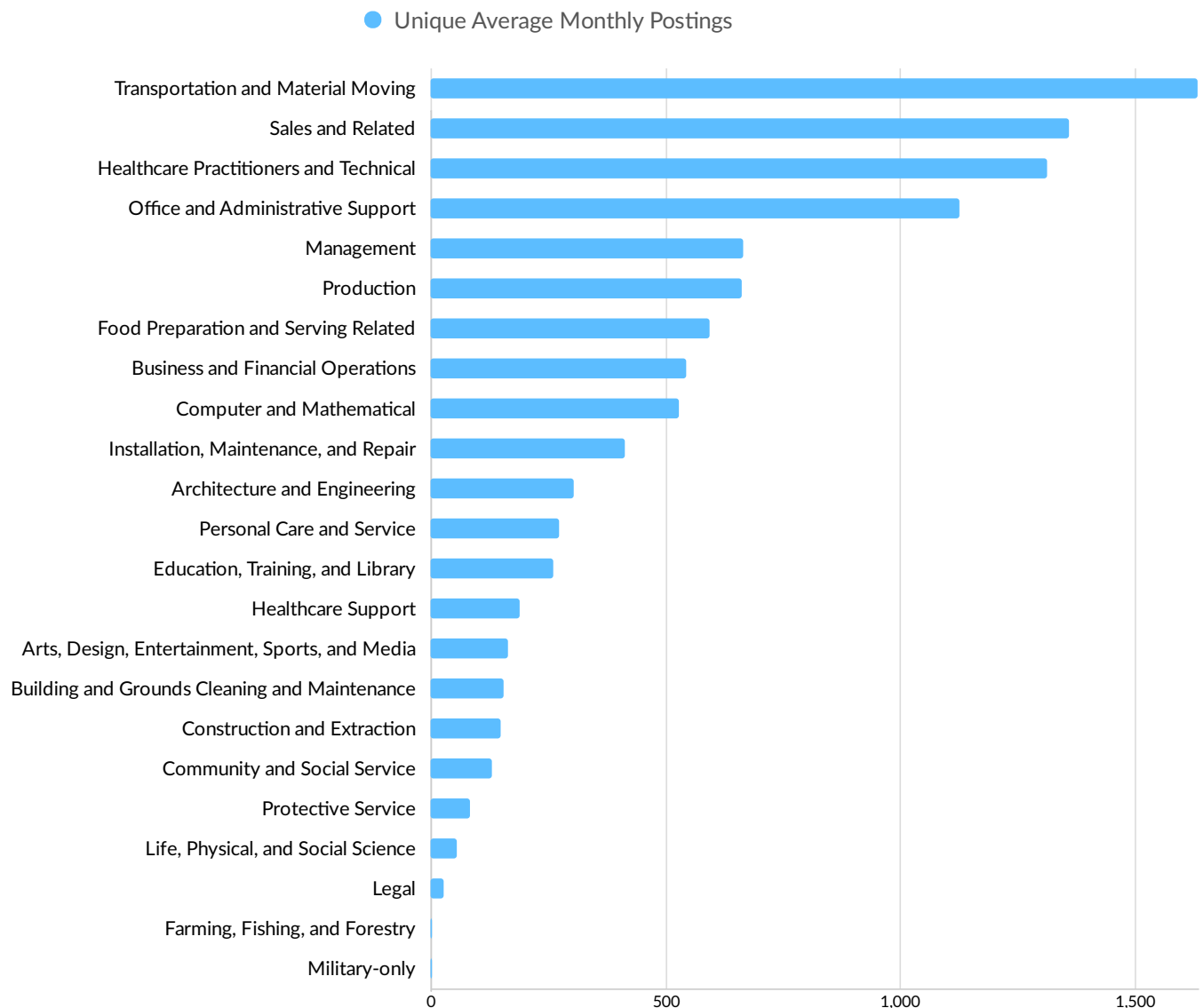
Workforce Characteristics - Cont.

Top Occupation Earnings



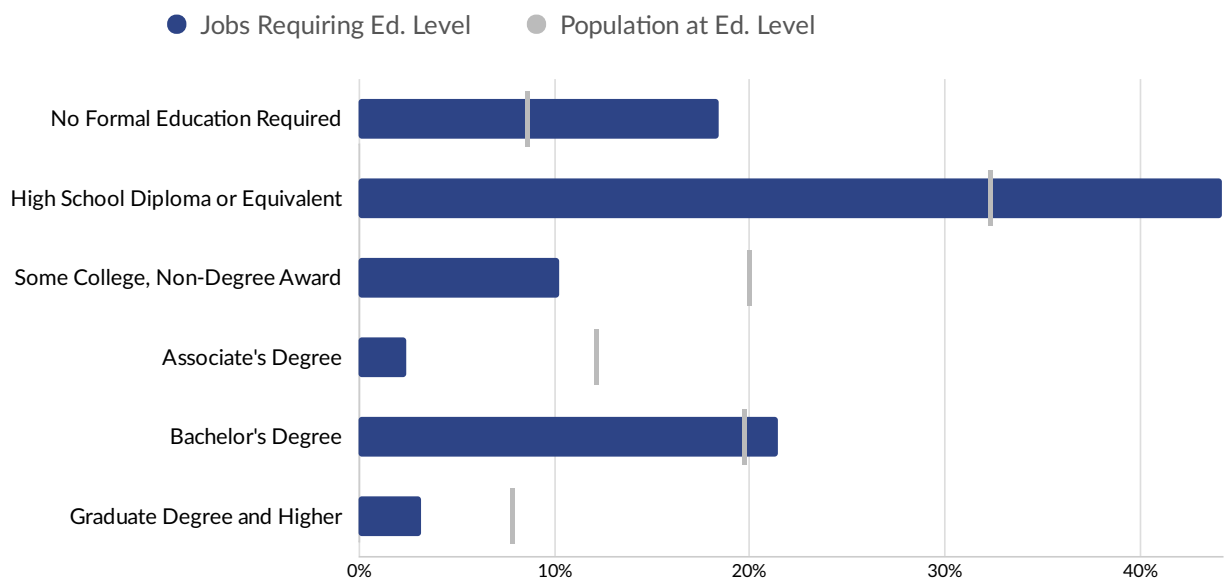
Workforce Characteristics - Cont.

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	26,424	26,192	-232	-1%	1.07	\$16.97	1,128
Production	17,237	18,231	994	+6%	1.84	\$17.28	663
Sales and Related	15,463	15,711	248	+2%	0.94	\$14.06	1,361
Transportation and Material Moving	12,490	13,525	1,035	+8%	1.18	\$16.86	1,635
Food Preparation and Serving Related	12,544	13,248	704	+6%	0.94	\$9.49	594
Healthcare Practitioners and Technical	8,288	9,804	1,516	+18%	1.05	\$28.38	1,312
Education, Training, and Library	8,122	8,525	403	+5%	0.89	\$21.21	262
Management	7,976	8,453	477	+6%	0.89	\$37.89	667
Business and Financial Operations	7,290	7,978	688	+9%	0.91	\$26.66	545
Personal Care and Service	5,850	7,336	1,486	+25%	1.01	\$11.03	275
Construction and Extraction	6,006	6,921	915	+15%	0.90	\$21.63	149
Installation, Maintenance, and Repair	6,322	6,798	476	+8%	1.03	\$21.64	415
Building and Grounds Cleaning and Maintenance	4,775	4,429	-346	-7%	0.71	\$11.66	154
Computer and Mathematical	4,015	4,357	342	+9%	0.89	\$31.90	529
Healthcare Support	3,700	3,914	214	+6%	0.85	\$14.89	190
Protective Service	2,920	3,010	90	+3%	0.80	\$17.45	83
Architecture and Engineering	2,477	2,778	301	+12%	0.97	\$30.58	304

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	2,378	2,678	300	+13%	0.86	\$17.82	165
Community and Social Service	1,970	2,207	237	+12%	0.79	\$21.62	130
Life, Physical, and Social Science	889	958	69	+8%	0.69	\$27.57	57
Farming, Fishing, and Forestry	694	847	153	+22%	0.67	\$14.51	4
Legal	504	527	23	+5%	0.38	\$30.77	28
Military-only	386	362	-24	-6%	0.35	\$21.76	2

Educational Pipeline

In 2017, there were 5,600 graduates in Brown County, WI. This pipeline has shrunk by 4% 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 "Business Administration and Management, General".

School	Total Graduates (2017)		Graduate Trend (2013 - 2017)
Northeast Wisconsin Technical College	2,876		
University of Wisconsin-Green Bay	1,526		
Saint Norbert College	541		
Rasmussen College-Wisconsin	390		
Bellin College	158		
Paul Mitchell the School-Green Bay	61		
House of Heavilin Beauty College-Academy of Beauty Professionals	25		
Empire Beauty School-Green Bay	23		
ITT Technical Institute-Green Bay	0		
Globe University-Green Bay	0		

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