

# Bay-Lake Regional Planning Commission



## Economy Overview

Brown County



## Report Info

<b>Dataset Version</b>	2014.1 Class of Worker
<b>Class of Worker Categories</b>	QCEW Employees + Non-QCEW Employees + Self-Employed
<b>Timeframe</b>	2010 - 2014
<b>Dataset Category</b>	EMSI Complete
<b>Region Name</b>	Brown County
<b>Counties</b>	
	Brown, WI (55009)

## Brown County





















Population (2013)	255,924
Jobs (2013)	160,916
Average Earnings (2013)	\$52,016
Unemployed (11/2013)	7,296
Completions (2012)	5,054
GRP (2012)	\$13,664,513,025
Exports (2012)	\$17,220,890,229
Imports (2012)	\$15,907,491,482

## Brown County | Population

**255,924**  
2013 Population  
4.4% of State

**4.9%**  
Population Growth for the Last 5 Years  
State Growth 2.3%

Age Group	2013 Population	% of Population	
Under 5 years	17,510	6.8%	
5 to 9 years	17,494	6.8%	
10 to 14 years	17,500	6.8%	
15 to 19 years	17,621	6.9%	
20 to 24 years	17,532	6.9%	
25 to 29 years	17,909	7.0%	
30 to 34 years	17,746	6.9%	
35 to 39 years	15,400	6.0%	
40 to 44 years	16,034	6.3%	
45 to 49 years	18,371	7.2%	
50 to 54 years	19,021	7.4%	
55 to 59 years	17,172	6.7%	
60 to 64 years	14,622	5.7%	
65 to 69 years	10,229	4.0%	
70 to 74 years	7,323	2.9%	
75 to 79 years	5,555	2.2%	
80 to 84 years	4,324	1.7%	
85 years and over	4,562	1.8%	

## Brown County | Jobs by Industry

<b>160,916</b> <b>Total Jobs (2013)</b>	<b>50.3%</b> <b>Male</b> (National: 51.1%)	<b>49.7%</b> <b>Female</b> (National: 48.9%)
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NAICS	Industry	2013 Jobs
11	Agriculture, Forestry, Fishing and Hunting	1,768 
21	Mining, Quarrying, and Oil and Gas Extraction	80
22	Utilities	328
23	Construction	6,828 
31	Manufacturing	25,883 
42	Wholesale Trade	7,379 
44	Retail Trade	15,187 
48	Transportation and Warehousing	6,616 
51	Information	1,868 
52	Finance and Insurance	10,659 
53	Real Estate and Rental and Leasing	1,458 
54	Professional, Scientific, and Technical Services	6,729 
55	Management of Companies and Enterprises	5,378 
56	Administrative and Support and Waste Management and Remediation Services	8,045 
61	Educational Services (Private)	2,256 
62	Health Care and Social Assistance	19,709 
71	Arts, Entertainment, and Recreation	3,034 
72	Accommodation and Food Services	13,310 
81	Other Services (except Public Administration)	6,297 
90	Government	18,103 
99	Unclassified Industry	1

## Brown County | Average Earnings by Industry

**\$52,016**

Avg. Earnings (2013)  
90% of Nation Avg.

**\$64,047**

Male Avg. Earnings (2013)  
92% of Nation Avg.

**\$39,817**

Female Avg. Earnings (2013)  
88% of Nation Avg.

NAICS	Industry	Avg. Earnings (2013)	
11	Agriculture, Forestry, Fishing and Hunting	\$27,841	
21	Mining, Quarrying, and Oil and Gas Extraction	\$71,705	
22	Utilities	\$149,574	
23	Construction	\$57,930	
31	Manufacturing	\$61,340	
42	Wholesale Trade	\$65,236	
44	Retail Trade	\$28,027	
48	Transportation and Warehousing	\$49,556	
51	Information	\$60,405	
52	Finance and Insurance	\$65,622	
53	Real Estate and Rental and Leasing	\$36,182	
54	Professional, Scientific, and Technical Services	\$71,087	
55	Management of Companies and Enterprises	\$92,396	
56	Administrative and Support and Waste Management and Remediation Services	\$32,121	
61	Educational Services (Private)	\$26,112	
62	Health Care and Social Assistance	\$60,110	
71	Arts, Entertainment, and Recreation	\$101,268	
72	Accommodation and Food Services	\$15,651	
81	Other Services (except Public Administration)	\$21,904	
90	Government	\$58,122	
99	Unclassified Industry	\$23,824	











## Brown County | Unemployment by Industry

**7,296**

Total Unemployment (11/2013)

NAICS	Industry	Unemployed (11/2013)	% of Unemployed	
11	Agriculture, Forestry, Fishing and Hunting	24	0%	
21	Mining, Quarrying, and Oil and Gas Extraction	6	0%	
22	Utilities	11	0%	
23	Construction	664	9%	
31	Manufacturing	1,172	16%	
42	Wholesale Trade	185	3%	
44	Retail Trade	724	10%	
48	Transportation and Warehousing	242	3%	
51	Information	48	1%	
52	Finance and Insurance	298	4%	
53	Real Estate and Rental and Leasing	53	1%	
54	Professional, Scientific, and Technical Services	243	3%	
55	Management of Companies and Enterprises	47	1%	
56	Administrative and Support and Waste Management and Remediation Services	608	8%	
61	Educational Services (Private)	67	1%	
62	Health Care and Social Assistance	635	9%	
71	Arts, Entertainment, and Recreation	244	3%	
72	Accommodation and Food Services	673	9%	
81	Other Services (except Public Administration)	176	2%	
90	Government	396	5%	
99	No Previous Work Experience/Unspecified	778	11%	

## Brown County | Top Program Completions

CIP	Program	Completions (2012)	
51	Health professions and related programs	1,518	
52	Business, management, marketing, and related support services	755	
43	Homeland security, law enforcement, firefighting and related protective services	244	
30	Multi/interdisciplinary studies	221	
15	Engineering technologies and engineering-related fields	219	
13	Education	206	
11	Computer and information sciences and support services	196	
24	Liberal arts and sciences, general studies and humanities	170	
48	Precision production	166	
42	Psychology	144	

## Brown County | Gross Regional Product (GRP)

<b>\$8,829,990,123</b> Earnings (2012)	<b>\$3,838,772,871</b> Property Income (2012)	<b>\$995,750,031</b> Taxes on Production (2012)	<b>\$13,664,513,025</b> Total GRP (2012)
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NAICS	Industry	GRP (2012)	% of Total
11	Agriculture, Forestry, Fishing and Hunting	\$88,814,543	1% 
21	Mining, Quarrying, and Oil and Gas Extraction	\$36,575,441	0% 
22	Utilities	\$201,205,677	1% 
23	Construction	\$449,341,479	3% 
31	Manufacturing	\$2,518,600,430	18% 
42	Wholesale Trade	\$1,000,633,828	7% 
44	Retail Trade	\$761,638,833	6% 
48	Transportation and Warehousing	\$453,598,444	3% 
51	Information	\$263,209,385	2% 
52	Finance and Insurance	\$1,606,641,668	12% 
53	Real Estate and Rental and Leasing	\$512,804,703	4% 
54	Professional, Scientific, and Technical Services	\$699,094,599	5% 
55	Management of Companies and Enterprises	\$641,053,334	5% 
56	Administrative and Support and Waste Management and Remediation Services	\$357,133,442	3% 
61	Educational Services (Private)	\$77,038,435	1% 
62	Health Care and Social Assistance	\$1,312,761,102	10% 
71	Arts, Entertainment, and Recreation	\$332,515,344	2% 
72	Accommodation and Food Services	\$319,648,089	2% 
81	Other Services (except Public Administration)	\$184,861,329	1% 
90	Government	\$1,138,235,563	8% 
	Other non-industries	\$709,107,355	5% 



## Brown County | Region Exports

**\$17,220,890,228.84**

Exports (2012)

62% of Supply

NAICS	Industry	Exports (2012)
11	Agriculture, Forestry, Fishing and Hunting	\$147,005,102
21	Mining, Quarrying, and Oil and Gas Extraction	\$48,293,528
22	Utilities	\$103,570,592
23	Construction	\$413,012,515
31	Manufacturing	\$7,770,377,897
42	Wholesale Trade	\$1,053,780,252
44	Retail Trade	\$423,130,453
48	Transportation and Warehousing	\$589,311,198
51	Information	\$263,168,919
52	Finance and Insurance	\$1,783,554,259
53	Real Estate and Rental and Leasing	\$162,989,307
54	Professional, Scientific, and Technical Services	\$340,708,090
55	Management of Companies and Enterprises	\$727,328,660
56	Administrative and Support and Waste Management and Remediation Services	\$203,040,705
61	Educational Services (Private)	\$24,821,188
62	Health Care and Social Assistance	\$1,041,118,828
71	Arts, Entertainment, and Recreation	\$394,994,852
72	Accommodation and Food Services	\$178,389,654
81	Other Services (except Public Administration)	\$94,166,365
90	Government	\$1,458,127,863

## Brown County | Region Imports

**\$15,907,491,482**

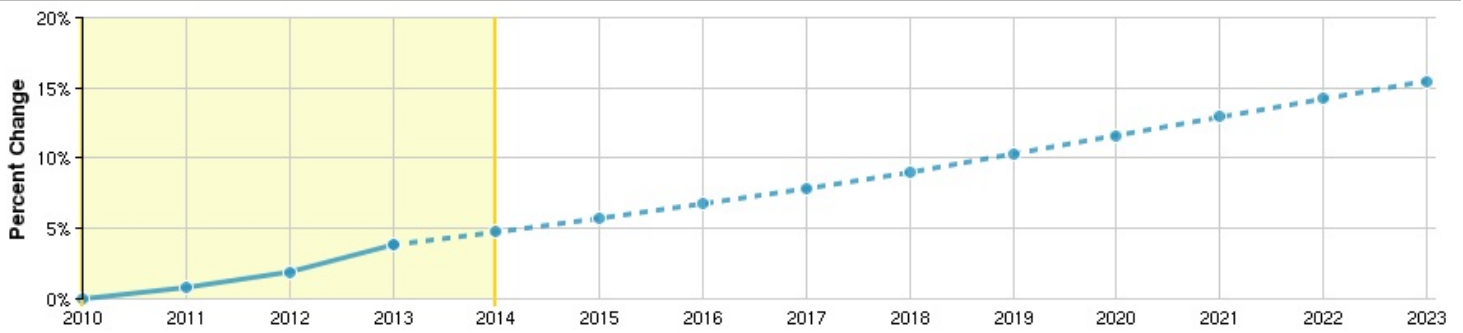
Imports (2012)  
61% of Demand

**\$10,332,554,118**

Locally Produced & Consumed (2012)  
39% of Demand

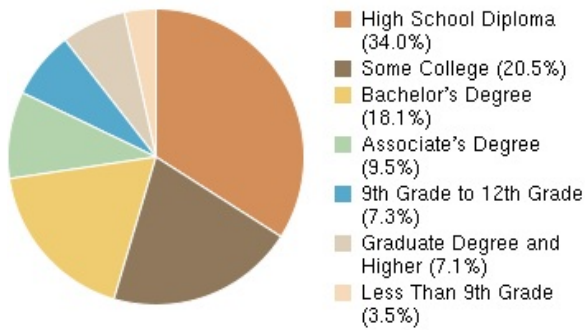
NAICS	Industry	Imports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$1,344,051,469	
21	Mining, Quarrying, and Oil and Gas Extraction	\$237,835,472	
22	Utilities	\$237,832,307	
23	Construction	\$283,542,381	
31	Manufacturing	\$4,002,798,348	
42	Wholesale Trade	\$761,989,448	
44	Retail Trade	\$381,474,231	
48	Transportation and Warehousing	\$460,071,371	
51	Information	\$660,306,740	
52	Finance and Insurance	\$1,147,002,945	
53	Real Estate and Rental and Leasing	\$664,252,470	
54	Professional, Scientific, and Technical Services	\$687,183,159	
55	Management of Companies and Enterprises	\$209,196,212	
56	Administrative and Support and Waste Management and Remediation Services	\$294,041,587	
61	Educational Services (Private)	\$131,992,618	
62	Health Care and Social Assistance	\$311,579,011	
71	Arts, Entertainment, and Recreation	\$102,223,359	
72	Accommodation and Food Services	\$238,840,584	
81	Other Services (except Public Administration)	\$218,797,998	
90	Government	\$3,532,479,771	

## Regional Trends



Region	2010 Jobs	2014 Jobs	% Change
● Brown County	154,963	162,317	4.7%

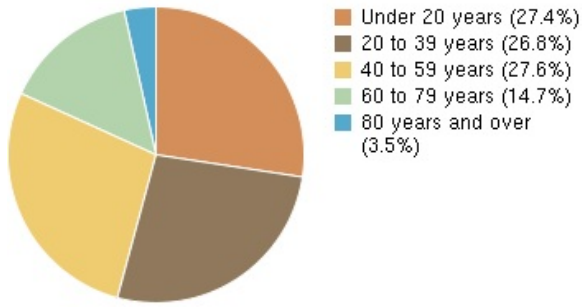
## 2013 Educational Attainment



## Largest Openings/Completions Gaps

Occupation	Related Completions (2012)	Annual Openings (2013)
Medical and Health Services Managers (11-9111)	0	16
Librarians (25-4021)	0	15
Physicians and Surgeons, All Other (29-1069)	0	15
Human Resources Specialists (13-1071)	6	20
Securities, Commodities, and Financial Services Sales Agents (41-3031)	1	15

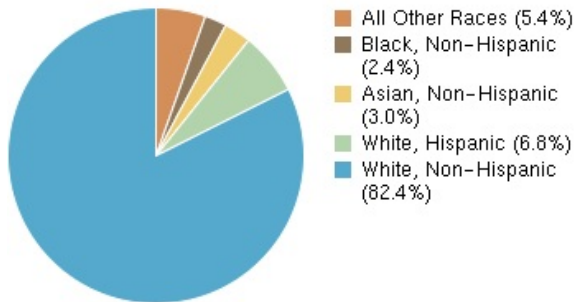
## 2013 Age Demographics



## Growing/Declining Occupations

Occupation	Change in Jobs (2010-2014)
Combined Food Preparation and Serving Workers, Including Fast Food (35-3021)	522
Registered Nurses (29-1141)	303
Janitors and Cleaners, Except Maids and Housekeeping Cleaners (37-2011)	294
Carpenters (47-2031)	-90
Telemarketers (41-9041)	-141
Childcare Workers (39-9011)	-175

## 2013 Race Demographics



## Growing/Declining Industries

Industry	Change in Jobs (2010-2014)
General Medical and Surgical Hospitals (Private) (622110)	751
Warehouse Clubs and Supercenters (452910)	689
Limited-Service Restaurants (722211)	660
Animal (except Poultry) Slaughtering (311611)	-268
Telemarketing Bureaus and Other Contact Centers (561422)	-463
Discount Department Stores (452112)	-816

## Top Regional Businesses

Business Name	Local Employees
Brown County Court Reporter	1,900
American Foods Group, Llc	1,200
Shopko Stores Operating Co, Llc	1,140
Humana Insurance Company	1,000
Carver Boat (plant No 9)	1,000

Source: Equifax Business-Level Data

DISCLAIMER: Business Data by Equifax 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.

## Data Sources and Calculations

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### Input-Output Data

The input-output model in this report is EMSI's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several EMSI in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

### Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

### Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

### Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, birth and mortality rates from the US Health Department, and projected regional job growth.

### Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

### Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

### State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information

## **Educational Attainment Data**

EMSI's educational attainment numbers are based on EMSI's demographic data and the American Community Survey. By combining these sources, EMSI interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

## **Occupation Data**

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

## **Equifax Business-Level Data**

Data for individual businesses is provided by Equifax (<http://www.equifax.com/commercial/>), which maintains a database of more than 20 million U.S. business entities. Note that in aggregate it will not be consistent with EMSI labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.