

5. Demographics Shawano County/Menominee County Nation

In 2009, Wisconsin was the 4th most “business friendly” at least as far as taxes, in the country, (from an accountants point of view ☺)

Table E-1. Top-10 and Bottom-10 states ranked by Ernst & Young LLP/COST business tax competitiveness, 2009

States with the lowest ETR on new investment			States with the highest ETR on new investment		
State	Effective tax rate	Rank	State	Effective tax rate	Rank
Maine	3.0%	1	West Virginia	9.7%	42
Oregon	3.8%	2	Alabama	9.7%	43
Ohio	4.4%	3	Mississippi	10.2%	44
Wisconsin	4.5%	4	Tennessee	10.3%	45
Illinois	4.6%	5	Hawaii	10.8%	46
Virginia	5.4%	6	Louisiana	11.1%	47
New Hampshire	5.4%	7	Kansas	11.2%	48
Delaware	5.7%	8	Rhode Island	11.5%	49
Wyoming	5.8%	9	District of Columbia	16.6%	50
Minnesota	6.0%	10	New Mexico	16.6%	51

http://www.areadevelopment.com/article_pdf/id48148_Competitiveness_of_state_and_local_business_taxes_SCORE_YY2481.pdf

Shawano Country Demographics

Historical Population Census		%± Change
1900	27,475	
1910	31,884	+16.0%
1920	33,975	+ 6.6%
1930	33,516	-1.4%
1940	35,378	+5.6%
1950	35,249	-0.4%
1960	34,351	-2.5%
1970	32,650	-5.0%
1980	35,928	+10.0%
1990	37,157	+3.4%
2000	40,664	+9.4%
2010	41,949	+3.2%

Unless stated otherwise in this report the source of data is U.S. Census

“Racial”* demographic:

Euro-American, aka “white”: 88.8%
 Native American: 7.6%
 Hispanic/Latino: 2.16%
 Asian: 0.43%
 African American: 0.34%
 Pacific-American: 0.03%
 Other: 0.87% Two or more: 1.96%

Population by “Ethnicity”	
Hispanic or Latino	905
Non Hispanic or Latino	41,044

Population by “Race”	
White	37,254
African American	143
Asian	180
American Indian and Alaska Native	3,172
Native Hawaiian and Pacific Islander	13
Other	366
Identified by two or more	821

* I prefer not to use the word “race” as it is not a scientifically valid classification. But will here due to its common usage I use it here.

	2000 Census		2010 Census		2000 to 2010 Change	
	Number	% of Total	Number	% of Total	Number	Percent
Total Population	40,994	100.0%	41,949	100.0%	1,295	3.2
Race and Ethnicity for Shawano County						
Hispanic or Latino Population	407	1.0%	905	2.2%	498	122.4
Non-Hispanic or Latino	40,587	99.0%	41,044	97.8%	797	2.0
White alone	37,102	91.2%	36,951	88.1%	-151	-0.4
Black alone	90	0.2%	131	0.3%	41	45.6
American Indian alone	2,459	6.1%	3,025	7.3%	567	23.0
Asian alone	124	0.3%	190	0.4%	66	53.3
Native Hawaiian or Other Pacific Islander	17	0.0%	12	0.0%	-5	-29.4
Some Other Race alone	1	0.0%	9	0.0%	7	700.0
Two or More Races	445	1.1%	737	1.8%	292	65.6



Context

Vandewalle & Associates 2006

FIGURE 5: POPULATION FORECASTS, 2005-2030

	2005	2010	2015	2020	2025	2030
Shawano County	42,029*	42,987	44,077	45,058	45,998	46,621

FIGURE 7: COUNTY AGE COHORT FORECASTS, 2000 TO 2030

Year	Under 5	5-19	20-64	65+
2000	2,500	8,863	22,454	6,847
2005	2,465	8,729	23,779	6,842
2010	2,530	8,330	24,909	7,218
2015	2,605	8,185	25,405	7,882
2020	2,658	8,129	25,488	8,783
2025	2,636	8,261	25,032	10,069
2030	2,564	8,337	24,297	11,423

Source: Wisconsin Department of Administration, 2004

From draft Shawano Comprehensive Planning Project materials. Due to county size, last actual numbers are from 2000. There is no Census Bureau mid-decade estimate for Shawano County.

Projections do not reflect potential migration to great lakes area from S.W. and S. United States from 2015 through 2030 due to persistent water shortage and excessive heat conditions.

Projections do not reflect potential migration to great lakes area after 2012 if industry/manufacturing employment increases due to factory migration from the Asian Rim on account of higher fuel/transport costs.

Reported Domestic Abuse Incidents (2001)	198
Domestic Violence calls received (2001)	700
Percent of Victims Non-white (2000)	23.7%
Percent of Incidents with Children Present (2000)	47.5%
Percent of Incidents Unknown if Children Present (2000)	7.1%
Percent involving ex-partners	89.9%
Percent where victim female	69.7%

<http://www.lafollette.wisc.edu/womenspolicy/VVVPPI/pdf/DVOverviewComplets.pdf>

Shawano County, Wisconsin Religious Traditions, 2010

11,357		4,995		6,930	527	18,140
Evangelical Protestant	Black Protestant	Mainline Protestant	Orthodox	Catholic	Other	Unclaimed

http://www.thearda.com/cms2010/r/c/55/cms2010_55115_county_name_2010.asp

"The unclaimed population are those that are not adherents of any of the 236 groups included in the Religious Congregations & Membership Study, 2010."

2000

12,218	6,773		10,466	421	10,786
Evangelical Protestant*	Mainline Protestant	Orthodox	Catholic	Other	Unclaimed

The county has a significant Amish population.

RELIGION

http://www.thearda.com/rcms2010/r/c/55/rcms2010_55115_county_name_2010.asp

County Membership Report

Shawano County, Wisconsin

Religious Traditions, 2010

11,357	4,995	6,930	527	18,140		
Evangelical Protestant	Black Protestant	Mainline Protestant	Orthodox	Catholic	Other	Unclaimed

Congregational adherents include all full members, their children, and others who regularly attend services. The 2010 reports contain incomplete counts of congregations and adherents belonging to the eight largest historically African-American denominations. These denominations are not included in the 2000 reports and are largely missing from the 1990 and 1980 reports.

[\[More information on the data sources\]](#)

Reports

Religious Bodies	Tradition	Family	Congregations	Adherents	Adherence Rate [†]
Amish Groups, undifferentiated*	Evangelical Protestant	European Free-Church	2	307	7.3
Assemblies of God	Evangelical Protestant	Pentecostal	2	401	9.6
Bahá'í	Other	Other Groups	0	7	0.2
Catholic Church	Catholic	Catholicism	11	6,930	165.2
Church of Jesus Christ of Latter-day Saints, The	Other	Latter-day Saints	2	520	12.4
Church of the Nazarene	Evangelical Protestant	Holiness	1	182	4.3
Converge Worldwide/Baptist General Conference	Evangelical Protestant	Baptist	1	90	2.1

Episcopal Church	Mainline Protestant	Episcopalianism/Anglicanism	1	49	1.2
Evangelical Lutheran Church in America	Mainline Protestant	Lutheran	12	3,418	81.5
Evangelical Lutheran Synod	Evangelical Protestant	Lutheran	1	194	4.6
Friends General Conference*	Mainline Protestant	European Free-Church	1	0	---
Grace Gospel Fellowship	Evangelical Protestant	Ind. Fundamentalist	1	---	---
Independent Fundamental Churches of America	Evangelical Protestant	Ind. Fundamentalist	1	---	---
Jehovah's Witnesses	Other	Adventist	1	---	---
Lutheran Church--Missouri Synod	Evangelical Protestant	Lutheran	19	8,919	212.6
Lutheran Congregations in Mission for Christ	Evangelical Protestant	Lutheran	1	178	4.2
Non-denominational	Evangelical Protestant	----	3	238	5.7
North American Lutheran Church	Evangelical Protestant	Lutheran	2	---	---
Orthodox Presbyterian Church, The	Evangelical Protestant	Presbyterian-Reformed	1	52	1.2
Polish National Catholic Church	Catholic	Catholicism	1	---	---
Presbyterian Church (U.S.A.)	Mainline Protestant	Presbyterian-Reformed	2	333	7.9
Seventh-day	Evangelical	Adventist	1	41	1.0

Adventist Church	Protestant				
Southern Baptist Convention	Evangelical Protestant	Baptist	3	73	1.7
United Church of Christ	Mainline Protestant	Presbyterian-Reformed	2	607	14.5
United Methodist Church, The	Mainline Protestant	Methodist/Pietist	5	588	14.0
United Pentecostal Church International	Evangelical Protestant	Pentecostal	1	---	---
Wisconsin Evangelical Lutheran Synod	Evangelical Protestant	Lutheran	3	682	16.3
Totals:			81	23,809	

The population of Shawano County, Wisconsin was 41,949 in 2010; in 2000 it was 40,664. The total population changed 3.2%. The adherent totals of the religious groups listed above (23,809) included 56.8% of the total population in 2010.

*In an effort to better match the ASARB standards for adherents, a few religious bodies changed the way their adherents were reported in 2010, including the Catholic Church, Amish groups, Friends groups, Jewish groups, the Church of Jesus Christ of Latter-day Saints, Non-denominational Christian Churches, and the United Methodist Church. This change does not affect any of the data in the newly released 2010 U.S. Religion Census: Religious Congregations & Membership Study. In fact, the data for these groups are now more comparable to that of other bodies than it was in previous decadal reports.

However, the change in methodology can distort assessments on growth or decline between 2000 and 2010 for each of these groups. County-level 2000 data using the new methodology are not readily available. ASARB staff has adjusted some 2000 county-level adherent statistics to allow for a more accurate picture on growth or decline. The revised maps and charts are now available on-line at www.usreligioncensus.org for those who are interested in these trends.

Source

2010 data were collected by the [Association of Statisticians of American Religious Bodies \(ASARB\)](http://www.usreligioncensus.org) and include statistics for 236 religious groups, providing information on the number of their congregations and adherents within each state and county in the United States. Clifford Grammich, Kirk Hadaway, Richard Houseal, Dale E. Jones, Alexei Krindatch, Richie Stanley and Richard H. Taylor supervised the collection. These data originally appeared in *2010 U.S. Religion*

Census: Religious Congregations & Membership Study, published by the [Association of Statisticians of American Religious Bodies \(ASARB\)](#). [[More information on the data collection](#)]

†The **adherence rate** provides the number of adherents of a particular group per 1,000 population. For example, in 2010 the Episcopal Church had an adherence rate of 7.6 in Autauga County, Alabama. This means that about 8 out of every 1,000 people in Autauga County were Episcopalian.

Voting

The county is traditionally overwhelmingly Republican.

The Village of Eland and the Stock-Bridge-Munsee Community are in the high majority Democratic. City of Shawano now votes predominately Democratic.

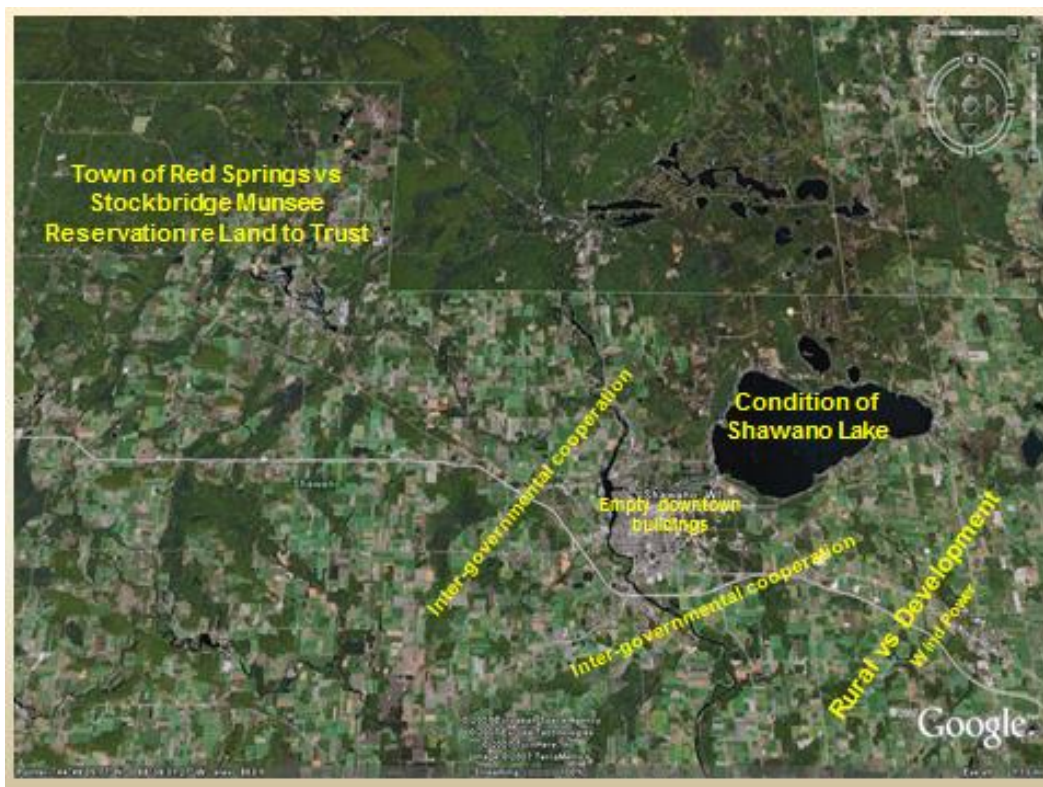
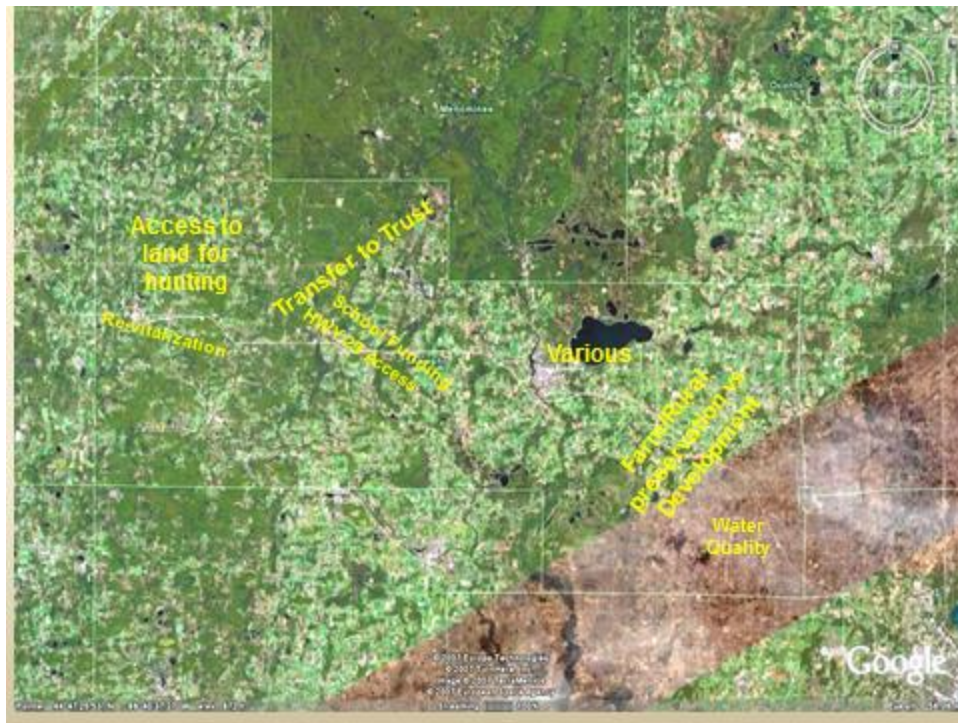
County Issues

Generally, among the majority of county residents, concerns are expressed about the following subjects:

- **Jobs (lack thereof)**
- **Taxes (perceived as "too high")**
- **Health Care (costs)**
- **Youth flight**

Beyond that the subjects or issues break-down on more local scales.

Determination of issues for this presentation is based upon author's situational analysis, comprehensive planning surveys, interviews with elected officials and in-office discussions.



Your county
extension office



UW
Extension
Cooperative Extension
Shawano County

Jay Moynihan
Community Resource Development
Room 101 Shawano County Courthouse 311 N. Main street
Shawano, Wisconsin 54166 U.S.A.
(715) 526 – 6136 jay.moynihan@ces.uwex.edu



Shawano County Economic Information Supplemental Report 01/14/2014

Produced using Headwaters Economics

EPS-HDT uses published statistics from federal data sources, including Bureau of Economic Analysis and Bureau of the Census, U.S. Department of Commerce;
and Bureau of Labor Statistics, U.S. Department of Labor.

The Bureau of Land Management and Forest Service have made significant financial and intellectual contributions to the operation and content of EPS-HDT.

Subjects included:	page
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Government Employment	105

Note: comparisons are Shawano County to national, in this document

Demographics

How has population changed?

What do we measure on this page?

This page describes the total population and change in total population.

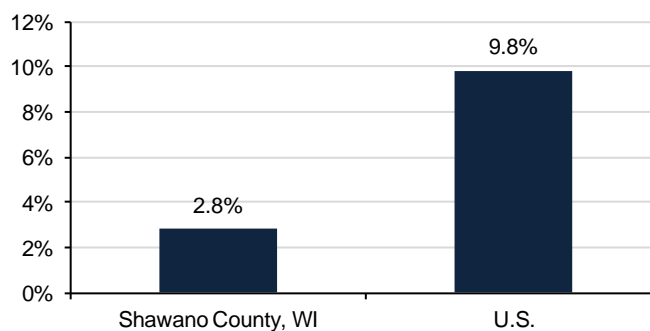
Note: with the exception of some 2000 Decennial Census data used on pages 1-3, all other data used in this report are from the American Community Survey (ACS) of the Census Bureau. Red, orange, and black text indicate different data quality thresholds – please read the Methods section below.

Population, 2000-2012*

	Shawano County, WI	U.S.
Population (2012*)	41,820	309,138,711
Population (2000)	40,664	281,421,906
Population Change (2000-2012*)	1,156	27,716,805
Population Percent Change (2000-2012*)	2.8%	9.8%

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.

Percent Change in Population, 2000-2012*



From 2000 to the 2008-2012 period, Shawano County, WI had the smallest estimated absolute change in population (1,156).

From 2000 to the 2008-2012 period, U.S. had the largest estimated relative change in population (9.8%), and Shawano County, WI had the smallest (2.8%).

Data Sources

U.S. Department of Commerce. 2013. Census Bureau, American Community Survey Office, Washington, D.C.; U.S. Department of Commerce. 2000. Census Bureau, Systems Support Division, Washington, D.C.

Why is this important?

This report covers a broad range of characteristics including gender, race, age, employment status, income levels, education, and home ownership. It is the only EPS-HDT report that can be run for geographic areas other than the U.S., states, and counties. These include cities, towns, and census designated places, American Indian, Alaska native, and native Hawaii areas, congressional districts, and county subdivisions.

In addition to its usefulness for social research, the information throughout this report is valuable for public land managers and others in identifying whether the selected geographies contain minorities and people who are economically and/or socially disadvantaged. This is important because Executive Order 12898, February 11, 1994 states that "...each federal agency shall make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations..." (see Additional Resources on Page 2 of this report for more references).

While the data in this report does not constitute an analysis of environmental justice per se, it serves to identify whether minorities and/or economically/socially disadvantaged people live in an area. The assessment of whether environmental justice pertains to an area or management action requires consideration of the presence and distribution of minority individuals, minority populations, and low income populations and whether they are or would be disproportionately subject to high and adverse human health effects (such as bodily impairment, infirmity, illness, or any other negative health effects from cumulative or multiple adverse exposures to environmental hazards), and disproportionately high and adverse environmental effects (such as impacts on the natural environment that significantly or adversely affect minority, low income, or native populations).

What is the age and gender distribution of the population?

What do we measure on this page?

This page describes population distribution by age and gender, and the change in median age.

Median Age: The age which divides the population into two numerically equal groups; i.e., half the people are younger than this age and half are older.

Age & Gender Distribution, 2012*

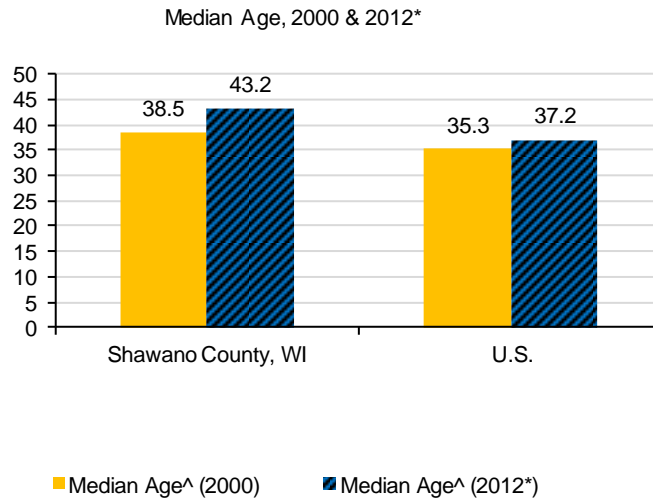
	Shawano County, WI	U.S.
Total Population	41,820	309,138,711
Under 5 years	2,353	20,137,884
5 to 9 years	2,448	20,311,310
10 to 14 years	2,953	20,647,280
15 to 19 years	2,616	21,930,781
20 to 24 years	2,098	21,775,439
25 to 29 years	2,107	21,107,848
30 to 34 years	2,210	20,076,442
35 to 39 years	2,408	20,090,924
40 to 44 years	2,816	21,136,581
45 to 49 years	3,314	22,432,320
50 to 54 years	3,262	22,214,659
55 to 59 years	3,026	19,680,816
60 to 64 years	2,456	16,924,986
65 to 69 years	2,423	12,581,125
70 to 74 years	1,716	9,430,936
75 to 79 years	1,469	7,378,592
80 to 84 years	1,102	5,768,656
85 years and over	1,043	5,512,132
Total Female	20,919	157,119,912
Total Male	20,901	152,018,799

Change in Median Age, 2000-2012*

Median Age^ (2012*)	43.2	37.2
Median Age^ (2000)	38.5	35.3
Median Age % Change	12.2%	5.4%

^ Median age is not available for metro/non-metro or regional aggregations.

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.



From 2000 to the 2008-2012 period, the median age estimate increased the most in Shawano County, WI (38.5 to 43.2, a 12.2% increase) and increased the least in the U.S. (35.3 to 37.2, a 5.4% increase).

Why is it important?

Different geographies can have different age distributions. For example, in counties with a large number of retirees, the age distribution may be skewed towards categories 65 years and older. In counties with universities, the age distribution will be skewed toward the age group 18-29. In many counties, the largest segment of the population is in the Baby Boomer generation (people born between 1946 and 1964).

The change in median age is one indicator of whether the population has gotten older or younger. What is the age and gender distribution of the population?

What do we measure on this page?

This page describes the change in age and gender distribution over time, and the change in age distribution, with age categories separated into five age groups.

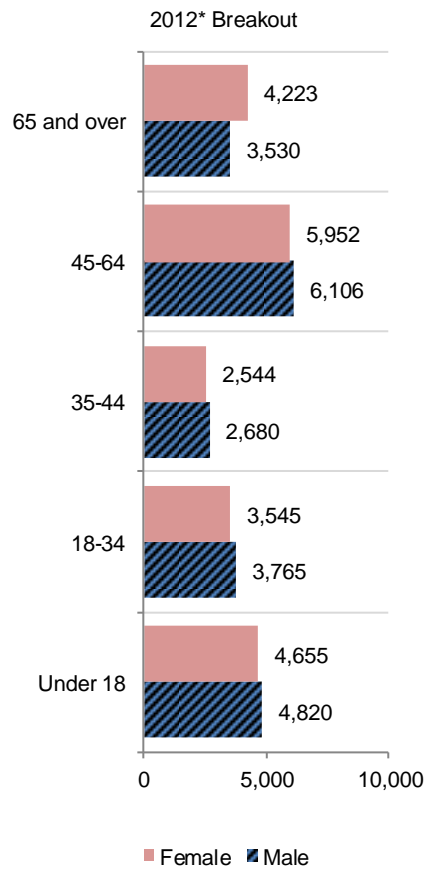
Age & Gender Distribution and Change, 2000-2012*

	2000	2012*
Total Population	40,664	41,820
Under 18	10,433	9,475
18-34	7,631	7,310
35-44	6,367	5,224
45-64	9,386	12,058
65 and over	6,847	7,753

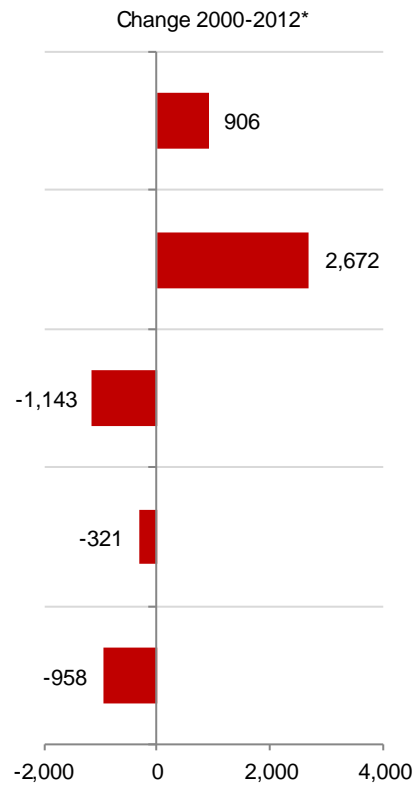
Percent of Total

Under 18	25.7%	22.7%
18-34	18.8%	17.5%
35-44	15.7%	12.5%
45-64	23.1%	28.8%
65 and over	16.8%	18.5%

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.



In the 2008-2012 period, the age category with the highest estimate for number of women was 45-64 (5,952), and the age category with the highest estimate for number of men was 45-64 (6,106).



From 2000 to the 2008-2012 period, the age category with the largest estimated increase was 45-64 (2,672), and the age category with the largest estimated decrease was 35-44 (-1,143).

Why is it important?

For public land managers, understanding the age distribution can help highlight whether management actions might affect some age groups more than others. It also may highlight the need to understand the different needs, values, and attitudes of different age groups. If a geography has a large retired population, or soon-to-be-retired population, for example, the needs and interests of the public may place different demands on public land managers than a geography with a large number of minors or young adults.

For many geographies, a significant development is the aging of the population, and in particular the retirement of the "Baby Boomer" generation (those born between 1946 and 1964). As this generation enters retirement age, their mobility, spending patterns, and consumer demands (for health care and housing, for example) can affect how communities develop economically. An aging population can also affect changing demands on land use (e.g., recreation).

What is the racial makeup of the population?

What do we measure on this page?

This page describes the number of people who self-identify as belonging to a particular race.

Race: Race is a self-identification data item in which Census respondents choose the race or races with which they most closely identify. The Office of Management and Budget (OMB) revised the standards in 1997 for how the Federal government collects and presents data on race and ethnicity.

Race Alone Categories: This includes the minimum five race categories required by the OMB, plus the 'some other race alone' included by the Census Bureau, with the approval of the OMB. The categories are: White alone, Black or African-American alone, American Indian or Alaska Native alone, Asian alone, Native Hawaiian or other Pacific Islander alone, and Some other race alone.

Some Other Race: This includes all other responses not included in the "White," "Black or African American," "American Indian and Alaska Native," "Asian" and "Native Hawaiian or Other Pacific Islander" race categories described above. Respondents providing write-in entries such as multiracial, mixed, interracial, or a Hispanic/Latino group (for example, Mexican, Puerto Rican, or Cuban) in the "Some other race" write-in space are included in this category.

Two or More Races: People may have chosen to provide two or more races either by checking two or more race response check boxes, by providing multiple write-in responses, or by some combination of check boxes and write-in responses.

Population by Race, 2012*

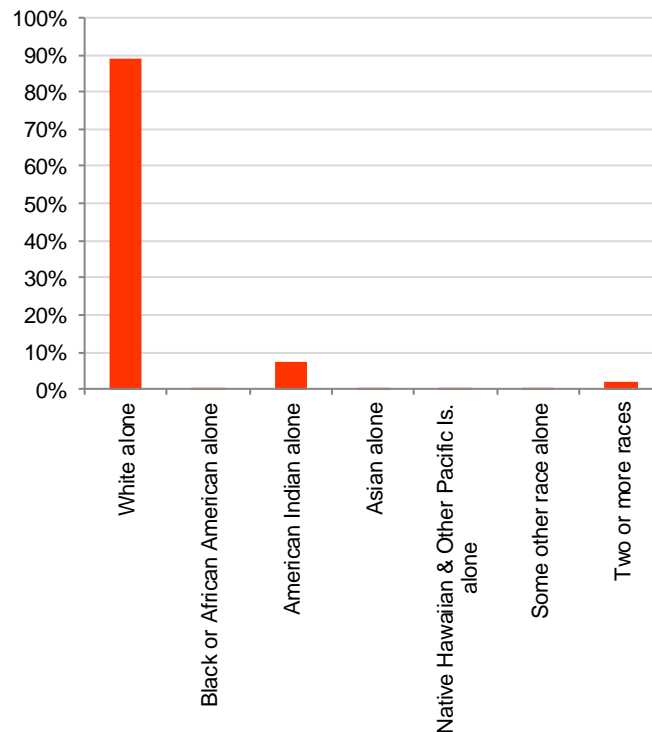
	Shawano County, WI	U.S.
Total Population	41,820	309,138,711
White alone	37,337	229,298,906
Black or African American alone	163	38,825,848
American Indian alone	3,147	2,529,100
Asian alone	185	14,859,795
Native Hawaiian & Other Pacific Is. alone	36	514,402
Some other race alone	231	14,814,369
Two or more races	721	8,296,291

Percent of Total

White alone	89.3%	74.2%
Black or African American alone	0.4%	12.6%
American Indian alone	7.5%	0.8%
Asian alone	0.4%	4.8%
Native Hawaiian & Other Pacific Is. alone	0.1%	0.2%
Some other race alone	0.6%	4.8%
Two or more races	1.7%	2.7%

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.

Population by Race, Percent of Total, Shawano County WI, 2012*



In the 2008-2012 period, the racial category with the highest estimated percent of the population in the Shawano County WI was White alone (89.3%), and the racial category the lowest estimated percent of the population was Native Hawaiian & Other Pacific Is. alone (0.1%).

Why is it important?

Federal agencies make use of information on race and ethnicity for implementing a number of programs, while also using this information to promote and enforce equal opportunities, such as in employment or housing, under the Civil Rights Act.

According to the Census Bureau, "Many federal programs are put into effect based on the race data obtained from the decennial census (i.e., promoting equal employment opportunities; assessing racial disparities in health and environmental risks)." In addition, "Data on ethnic groups are important for putting into effect a number of federal statutes (i.e., enforcing bilingual election rules under the Voting Rights Act; monitoring and enforcing equal employment opportunities under the Civil Rights Act). Data on Ethnic Groups are also needed by local governments to run programs and meet legislative requirements (i.e., identifying segments of the population who may not be receiving medical services under the Public Health Act; evaluating whether financial institutions are meeting the credit needs of minority populations under the Community Reinvestment Act)."

For public land managers, one of the important considerations of proposed management actions is whether the action could have disproportionately high and adverse effects on minority populations. This consideration, broadly referred to as "Environmental Justice", is a requirement of Executive Order 12898. The data on this page show which minority populations are represented, but does not analyze whether there is a potential environmental justice issue.

What is the Hispanic makeup of the population?

What do we measure on this page?

This page describes the number of people who self-identify as Hispanic. The information also is presented according to race. The term "Hispanic" refers to a cultural identification, and Hispanics can be of any race.

Ethnicity: There are two minimum categories for ethnicity: Hispanic or Latino, and Not Hispanic or Latino. The federal government considers race and Hispanic origin to be two separate and distinct concepts. Hispanics and Latinos may be of any race.

Hispanic or Latino Origin: People who identify with the terms "Hispanic" or "Latino" are those who classify themselves in one of the specific Hispanic or Latino categories listed on the Census questionnaire "Mexican," "Puerto Rican," or "Cuban" as well as those who indicate that they are "other Spanish, Hispanic, or Latino." Origin can be viewed as the heritage, nationality group, lineage, or country of birth of the person or the person's parents or ancestors before their arrival in the United States. People who identify their origin as Spanish, Hispanic, or Latino may be of any race.

Hispanic Population, 2012*

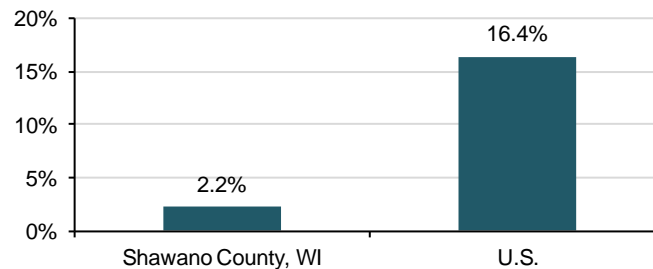
	Shawano County, WI	U.S.
Total Population	41,820	309,138,711
Hispanic or Latino (of any race)	919	50,545,275
Not Hispanic or Latino	40,901	258,593,436
White alone	36,860	196,903,968
Black or African American alone	159	37,786,591
American Indian alone	3,039	2,050,766
Asian alone	180	14,692,794
Native Hawaiian & Oth.Pacific Is. alone	36	480,063
Some other race	28	616,191
Two or more races	599	6,063,063

Percent of Total

Hispanic or Latino (of any race)	2.2%	16.4%
Not Hispanic or Latino	97.8%	83.6%
White alone	88.1%	63.7%
Black or African American alone	0.4%	12.2%
American Indian alone	7.3%	0.7%
Asian alone	0.4%	4.8%
Native Hawaiian & Oth.Pacific Is. alone	0.1%	0.2%
Some other race	0.1%	0.2%
Two or more races	1.4%	2.0%

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.

Hispanic Population, Percent of Total, Shawano County WI, 2012*



In the 2008-2012 period, the U.S. had the highest estimated percent of the population that self-identify as Hispanic or Latino of any race (16.4%), and Shawano County, WI had the lowest (2.2%).

Why is it important?

Hispanics are one of the fastest growing segments of the U.S. population. The Census Bureau reported that 15 percent of the population in the U.S. self-identified as being Hispanic in 2010. The Census Bureau predicts that 24.4 percent of the population in the U.S. will be Hispanic by 2050. Between 2000 and 2010, Hispanics accounted for over one-half of the nation's population growth.

Different groups of people may value and use public lands in different ways. Understanding the various values, beliefs, and attitudes of the Hispanic community in an area can be an important consideration for public land managers working to meet the needs of the public or evaluating potentially adverse impacts on a population.

According to the Census Bureau: "Many federal programs are put into effect based on the race data obtained from the decennial census (i.e., promoting equal employment opportunities; assessing racial disparities in health and environmental risks)" and "Data on ethnic groups are important for putting into effect a number of federal statutes (i.e., enforcing bilingual election rules under the Voting Rights Act; monitoring and enforcing equal employment opportunities under the Civil Rights Act). Data on Ethnic Groups are also needed by local governments to run programs and meet legislative requirements (i.e., identifying segments of the population who may not be receiving medical services under the Public Health Act; evaluating whether financial institutions are meeting the credit needs of minority populations under the Community Reinvestment Act)."

What is the tribal makeup of the population?

What do we measure on this page?

This page describes, in general terms, the number of people who self-identify as American Indian and Alaska Native alone or in combination with one or more other races.

American Indian: This category shows self-identification among people of American Indian descent. Many American Indians are members of a principal tribe or group empowered to negotiate and make decisions on behalf of the individual members. Census data are available for 34 tribes or Selected American Indian categories: Apache, Blackfeet, Cherokee, Cheyenne, Chickasaw, Chippewa, Choctaw, Colville, Comanche, Cree, Creek, Crow, Delaware, Houma, Iroquois, Kiowa, Lumbee, Menominee, Navajo, Osage, Ottawa, Paiute, Pima, Potawatomi, Pueblo, Puget Sound Salish, Seminole, Shoshone, Sioux, Tohomo O'Odham, Ute, Yakama, Yaqui, Yuman, and All other.

Alaska Native: This category shows self-identification among people of Alaska Native descent. Census data are available for five detailed Alaska Native race and ethnic categories: Alaska Athabaskan, Aleut, Eskimo, Tlingit-Haida, and All other tribes.

Non-Specified Tribes: This category includes respondents who checked the "American Indian or Alaska Native" response category on the Census questionnaire or wrote in the generic term "American Indian" or "Alaska Native," or tribal entries not elsewhere classified.

American Indian & Alaska Native Population, 2012*

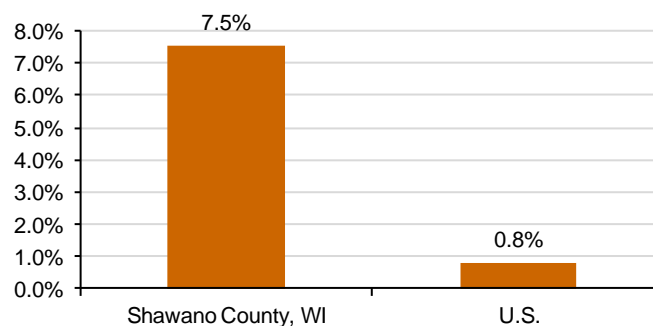
	Shawano County, WI	U.S.
Total Population	41,820	309,138,711
Total Native American	3,147	2,529,100
American Indian Tribes	3,014	1,991,728
Alaska Native Tribes	119	105,280
Non-Specified Tribes	110	364,604

Percent of Total

Total Native American	7.5%	0.8%
American Indian Tribes	7.2%	0.6%
Alaska Native Tribes	0.0%	0.0%
Non-Specified Tribes	0.2%	0.1%

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.

Native American Population, Percent of Total, Shawano County WI, 2012*



In the 2008-2012 period, Shawano County, WI had the highest estimated percent of the population that self-identified as American Indian and Alaska Native (7.5%) and the U.S. had the lowest (0.8%).

Why is it important?

Different groups of people may value and use public lands in different ways. Understanding the various values, beliefs, and attitudes of American Indian and Alaska Native tribes is an important consideration for public land managers where these populations reside and have a historical and/or current tie

to the land. Some management actions may have disproportionately high and adverse effects on tribes and it is helpful to know if native peoples live in a particular geography.

What is the tribal makeup of the population?

What do we measure on this page?

This page describes, in general terms, the number of people who self-identify as American Indian and Alaska Native alone or in combination with one or more other races.

American Indian: This category shows self-identification among people of American Indian descent. Many American Indians are members of a principal tribe or group empowered to negotiate and make decisions on behalf of the individual members. Census data are available for 34 tribes or Selected American Indian categories: Apache, Blackfeet, Cherokee, Cheyenne, Chickasaw, Chippewa, Choctaw, Colville, Comanche, Cree, Creek, Crow, Delaware, Houma, Iroquois, Kiowa, Lumbee, Menominee, Navajo, Osage, Ottawa, Paiute, Pima, Potawatomi, Pueblo, Puget Sound Salish, Seminole, Shoshone, Sioux, Tohomo O'Odham, Ute, Yakama, Yaqui, Yuman, and All other.

Alaska Native: This category shows self-identification among people of Alaska Native descent. Census data are available for five detailed Alaska Native race and ethnic categories: Alaska Athabaskan, Aleut, Eskimo, Tlingit-Haida, and All other tribes.

Non-Specified Tribes: This category includes respondents who checked the "American Indian or Alaska Native" response category on the Census

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American Indian & Alaska Native Population, 2012*

	Shawano County, WI	U.S.
Total Population	41,820	309,138,711
Total Native American	3,147	2,529,100
American Indian Tribes; Specified	3,014	1,991,728
Apache	6	66,363
Blackfeet	0	25,520
Cherokee	5	271,804
Cheyenne	0	11,822
Chickasaw	0	21,897
Chippewa	90	114,020
Choctaw	2	87,895
Colville	0	7,828
Comanche	0	12,382
Cree	0	2,520
Creek	0	40,482
Crow	0	11,166
Delaware	0	7,555
Houma	0	9,305
Iroquois	442	45,989
Kiowa	0	8,801
Lumbee	0	68,773
Menominee	1,249	8,491
Navajo	0	304,122
Osage	0	7,881
Ottawa	8	7,201
Paiute	0	10,115
Pima	0	24,824
Potawatomi	20	19,060
Pueblo	0	71,183
Puget Sound Salish	0	13,887
Seminole	0	14,262
Shoshone	0	8,629
Sioux	4	123,908
Tohono O'Odham	0	20,346
Ute	0	8,460
Yakama	0	8,950
Yaqui	0	19,796
Yuman	0	7,463
All other tribes	1,188	499,028
American Indian; Not Specified	24	57,346
Alaska Native Tribes; Specified	19	105,280
Alaska Athabaskan	0	15,494
Aleut	19	11,387
Eskimo	0	58,936
Tlingit-Haida	0	14,685
All other tribes	0	4,778
Alaska Native; Not Specified	0	10,142
American Indian or Alaska Native; Not Specified	90	364,604

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.

Why is it important?

Different groups of people may value and use public lands in different ways. Understanding the various values, beliefs, and attitudes of American Indian and Alaska Native tribes is an important consideration for public land managers where these populations reside and have a historical and/or current tie to the land. Some management actions may have disproportionately high and adverse effects on tribes and it is helpful to know if native peoples live in a particular geography.

Employment

What occupations and industries are present?

What do we measure on this page?

This page describes what people do for work in terms of the type of work (occupation) and where they work (by industry).

Employment by Occupation: Refers to the Standard Occupational Classification (SOC) system, where workers are classified into occupations with similar job duties, skills, education, and/or training, regardless of industry.

Employment by Industry: Refers to the employment by industry, listed according to the North American Industry Classification System (NAICS).

Employment by Occupation, 2012*

	Shawano County, WI	U.S.
Civilian employed population > 16 years	19,970	141,996,548
Management, professional, & related	5,480	50,976,044
Service	3,693	25,311,187
Sales and office	4,411	35,338,663
Farming, fishing, and forestry	616	1,031,520
Construction, extraction, maint., & repair	1,786	12,154,742
Production, transportation, & material moving	3,984	17,184,392

Percent of Total

Management, professional, & related	27.4%	35.9%
Service	18.5%	17.8%
Sales and office	22.1%	24.9%
Farming, fishing, and forestry	3.1%	0.7%
Construction, extraction, maint., & repair	8.9%	8.6%
Production, transportation, & material moving	19.9%	12.1%

Employment by Industry, 2012*

	Shawano County, WI	U.S.
Civilian employed population > 16 years	19,970	141,996,548
Agriculture, forestry, fishing & hunting, mining	1,617	2,699,250
Construction	1,209	9,221,878
Manufacturing	3,911	15,079,996
Wholesale trade	545	4,018,762
Retail trade	2,000	16,422,596
Transportation, warehousing, and utilities	919	7,096,633
Information	334	3,139,327
Finance and insurance, and real estate	862	9,574,851
Prof., scientific, mgmt., admin., & waste mgmt.	755	15,141,136
Education, health care, & social assistance	4,144	32,513,621
Arts, entertain., rec., accomodation, & food	2,229	13,039,332
Other services, except public administration	687	7,027,803
Public administration	758	7,021,363

Percent of Total

Agriculture, forestry, fishing & hunting, mining	8.1%	1.9%
Construction	6.1%	6.5%
Manufacturing	19.6%	10.6%
Wholesale trade	2.7%	2.8%
Retail trade	10.0%	11.6%
Transportation, warehousing, and utilities	4.6%	5.0%
Information	1.7%	2.2%
Finance and insurance, and real estate	4.3%	6.7%
Prof., scientific, mgmt., admin., & waste mgmt.	3.8%	10.7%
Education, health care, & social assistance	20.8%	22.9%
Arts, entertain., rec., accomodation, & food	11.2%	9.2%
Other services, except public administration	3.4%	4.9%
Public administration	3.8%	4.9%

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.

Why is it Important?

Employment statistics are usually reported by industry (as with other reports in EPS-HDT). This is a useful way to show the relative diversity of the economy and the degree of dependence on certain sectors. Employment by occupation offers additional information that describes what people do for a living and the type of work they do, regardless of the industry. For example, management and professional occupations are generally of higher wage and require formal education, and these occupations could exist in any number of industries (for example, managers could be working for a software firm, a mine, or a construction company). Occupation information describes what people do, while employment by industry describes where people work.

What are the characteristics of labor participation?

What do we measure on this page?

This page describes workers by hours worked per week and by weeks worked per year.

Note: Weeks worked per year and hours worked per week are irrespective of each other. For example, regardless of whether an individual worked 10 or 40 hours per week, if they worked 50 weeks per year, they will be recorded as having "worked 50 to 52 weeks per year".

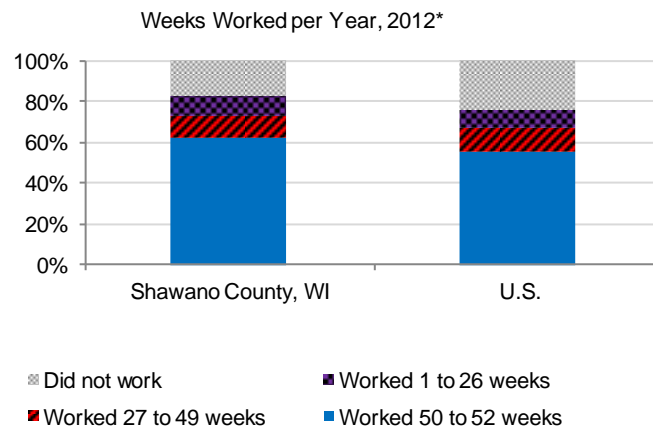
Labor Participation Characteristics, 2012*

	Shawano County, WI	U.S.
Population 16 to 64	25,775	203,138,612
WEEKS WORKED PER YEAR:		
Worked 50 to 52 weeks	15,875	112,633,322
Worked 27 to 49 weeks	2,944	21,998,929
Worked 1 to 26 weeks	2,401	19,197,525
Did not work	4,555	49,308,836
HOURS WORKED PER WEEK:		
Worked 35 or more hours per week	16,122	117,486,564
Worked 15 to 34 hours per week	3,937	29,123,421
Worked 1 to 14 hours per week	1,161	7,219,791
Did not work	4,555	49,308,836
Mean usual hours worked for workers	39.3	38.5

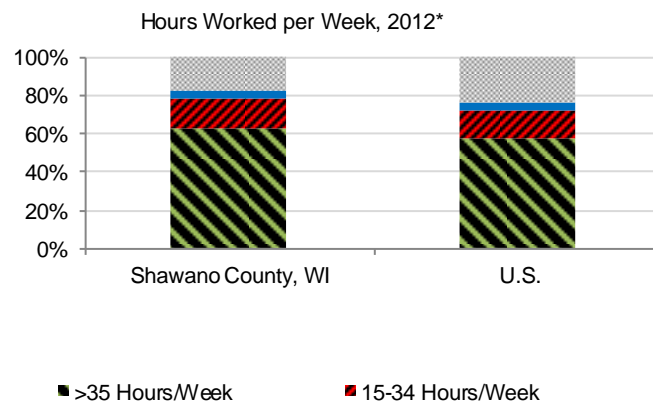
Percent of Total

WEEKS WORKED PER YEAR:		
Worked 50 to 52 weeks	61.6%	55.4%
Worked 27 to 49 weeks	11.4%	10.8%
Worked 1 to 26 weeks	9.3%	9.5%
Did not work	17.7%	24.3%
HOURS WORKED PER WEEK:		
Worked 35 or more hours per week	62.5%	57.8%
Worked 15 to 34 hours per week	15.3%	14.3%
Worked 1 to 14 hours per week	4.5%	3.6%
Did not work	17.7%	24.3%

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.



In the 2008-2012 period, Shawano County, WI had the highest estimated percent of people that worked 50 to 52 weeks per year (61.6%), and the U.S. had the lowest (55.4%).



In the 2008-2012 period, Shawano County, WI had the highest estimated percent of people that worked 35 or more hours per week (62.5%), and the U.S. had the lowest (57.8%).

Why is it important?

Often, if too few hours are worked per week or weeks worked per year, the local economy may suffer from underemployment of labor and human capital, translating to lower real incomes and a lower standard of living. For example, labor incomes in agriculture and other seasonal sources of employment have consistently been among the lowest of the industrial classes as reported by the U.S. Census.

However, shorter work weeks and fewer weeks worked per year can be indicative of worker preference. Part-time jobs (those that average less than 35 hours/week) are often ideal for students, people who are responsible for taking care of their dependents, and the elderly who wish to remain active in the workplace but do not want to work a full schedule. Advances in computer technologies have also enabled workers to telecommute and work shorter and more flexible hours. And, in some cases, young adults seek out seasonal, tourism, or recreation related employment by choice. Since the 1960s, during periods of economic stability, the vast majority of part-time workers have been voluntary. For example, in 2006, only about one in seven part-time workers were involuntary (individuals wanting full-time jobs but working less than 35 hours/week).

To understand the degree to which the data on this page are related to underemployment and economic hardship versus worker preference, data on age and income distribution should be examined.

Most employment statistics count full time, part time, and seasonal employment as the same, a single job. In places where a relatively large percent of the employment base is either part time or seasonally employed this may explain falling wages or rates of employment that outpace population change (see the Socioeconomic Measures report for changes in wages, employment, and population over time).

What are commuting patterns?

What do we measure on this page?

This page describes workers who do not work from home by place of work and by travel time to work.

Place of Work: The values reported under "place of work" describe the number of workers that live in the selected geographic area who worked either in or outside the county they live in. If the selected geography is not a county, the workers may or may not work within the selected geography. For example, for the city of Phoenix, the data reported for "Worked in county of residence" describes the number of city of Phoenix residents that worked in Maricopa County (but not necessarily within the city of Phoenix).

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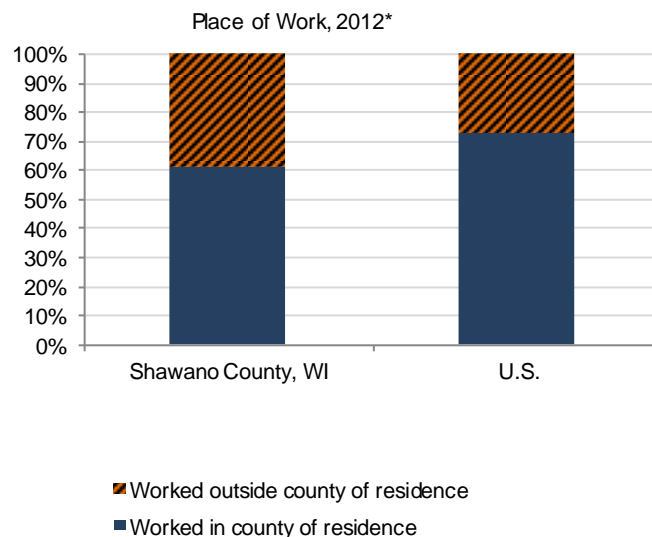
Commuting Characteristics, 2012*

	Shawano County, WI	U.S.
Workers 16 years and over	19,718	139,893,639
PLACE OF WORK:		
Worked in county of residence	12,063	101,446,008
Worked outside county of residence	7,655	38,447,631
TRAVEL TIME TO WORK:		
Less than 10 minutes	4,583	18,281,648
10 to 14 minutes	2,992	19,304,483
15 to 19 minutes	2,309	20,787,002
20 to 24 minutes	2,084	19,785,976
25 to 29 minutes	987	8,144,297
30 to 34 minutes	1,574	18,189,632
35 to 39 minutes	719	3,652,514
40 to 44 minutes	798	4,884,892
45 to 59 minutes	1,429	10,073,930
60 or more minutes	1,090	10,811,636
Mean travel time to work (minutes)	23	25

Percent of Total

PLACE OF WORK:		
Worked in county of residence	61.2%	72.5%
Worked outside county of residence	38.8%	27.5%
TRAVEL TIME TO WORK:		
Less than 10 minutes	23.2%	13.1%
10 to 14 minutes	15.2%	13.8%
15 to 19 minutes	11.7%	14.9%
20 to 24 minutes	10.6%	14.1%
25 to 29 minutes	5.0%	5.8%
30 to 34 minutes	8.0%	13.0%
35 to 39 minutes	3.6%	2.6%
40 to 44 minutes	4.0%	3.5%
45 to 59 minutes	7.2%	7.2%
60 or more minutes	5.5%	7.7%

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.



In the 2008-2012 period, Shawano County, WI had the highest estimated percent of people that worked outside the county of residence (38.8%), and the U.S. had the lowest (27.5%).

Why is it important?

High rates of out-commuting are more common in non-metro areas, and in parts of the U.S. where communities are closer together.

Economic development is sometimes affected by commuting in unanticipated ways: strategies aimed at increasing jobs in a community will not necessarily mean jobs for residents. Conversely, creating job opportunities for residents does not always require bringing jobs into that community.

High out-commuting rates can also separate tax revenues from demands for services, complicating fiscal planning for local governments. "Bedroom communities," those with high levels of out-commuting, may struggle to provide social services, housing, and water and sewer facilities without an adequate source of revenue. Higher levels and longer distance of commuting likely indicate a housing-job imbalance. This can result from unaffordable housing prices or other residential constraints.

Income

How is income distributed?

What do we measure on this page?

This page describes the distribution of household income.

Per Capita Income: Total personal income divided by total population of an area.

Household: A household includes all the people who occupy a housing unit as their usual place of residence.

Gini Coefficient: provides a summary value of the inequality of income distribution. A value of 0 represents perfect equality and a value of 1 represents perfect inequality. The lower the Gini coefficient, the more equal the income distribution.

Lorenz Curve: a graphic representation comparing income distribution in the geography selected to the hypothetical lines of perfect equality and perfect inequality. Every point on the Lorenz curve can be used to develop statements such as "the bottom ___% of households have ___% of all income," or "the top ___% of households have ___% of all income."

Household Income Distribution, 2012*

	Shawano County, WI	U.S.
Per Capita Income (2012 \$s)	\$22,827	\$28,051
Median Household Income^ (2012 \$s)	\$45,901	\$53,046
Total Households	17,219	115,226,802
Less than \$10,000	1,002	8,272,970
\$10,000 to \$14,999	1,016	6,260,673
\$15,000 to \$24,999	2,172	12,309,201
\$25,000 to \$34,999	2,122	11,939,777
\$35,000 to \$49,999	3,038	15,779,346
\$50,000 to \$74,999	3,808	20,929,952
\$75,000 to \$99,999	2,197	14,110,448
\$100,000 to \$149,999	1,400	14,768,587
\$150,000 to \$199,999	240	5,510,639
\$200,000 or more	224	5,345,209
Gini Coefficient^	0.40	0.47

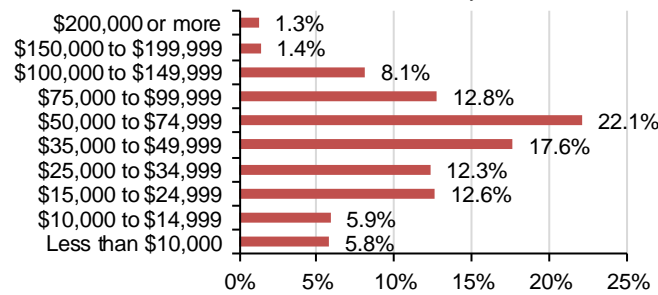
Percent of Total

Less than \$10,000	5.8%	7.2%
\$10,000 to \$14,999	5.9%	5.4%
\$15,000 to \$24,999	12.6%	10.7%
\$25,000 to \$34,999	12.3%	10.4%
\$35,000 to \$49,999	17.6%	13.7%
\$50,000 to \$74,999	22.1%	18.2%
\$75,000 to \$99,999	12.8%	12.2%
\$100,000 to \$149,999	8.1%	12.8%
\$150,000 to \$199,999	1.4%	4.8%
\$200,000 or more	1.3%	4.6%

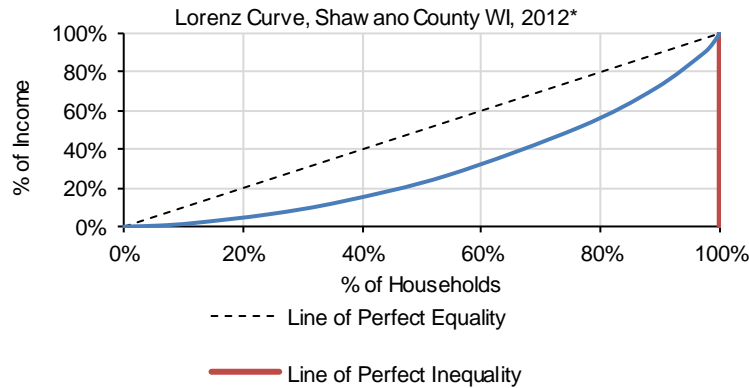
^ Median Household Income and Gini Coefficient are not available for metro/non-metro or regional aggregations.

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.

Household Income Distribution, Shawano County WI, 2012*



In the 2008-2012 period, the income category in the Shawano County WI with the most households was \$50,000 to \$74,999 (22.1% of households). The income category with the fewest households was \$200,000 or more (1.3% of households).



In the 2008-2012 period, the bottom 40% of households in the Shawano County WI accumulated approximately 13.1% of total income, and the top 20% of households accumulated approximately 51.1% of total income.

In the 2008-2012 period, Shawano County, WI had the most equal income distribution between high and low income households (Gini coef. of 0.4) and the U.S. had the least equal income distribution (Gini coef. of 0.47).

. Department of Commerce. 2013. Census Bureau, American Community Survey Office, Washington, D.C.

Why is it important?

For public land managers, one of the important considerations of proposed management actions is whether low income populations could experience disproportionately high and adverse effects of proposed management actions. Understanding income differences within and between geographies helps to highlight areas where the population or a sub-population may be experiencing economic hardship.

The distribution of income can help to highlight several important aspects of economic well-being. A large number of households in the lower end of income distribution indicates economic hardship. A bulge in the middle distribution can be interpreted as the size of the middle class. A figure that shows a proportionally large number of households at both extremes indicates a geography characterized by “haves” and “have-nots.”

Income distribution has always been a central concern of economic theory and economic policy. Classical economists were mainly concerned with the distribution of income between the main factors of production, land, labor, and capital. Modern economists have also addressed this issue, but have been more concerned with the distribution of income across individuals and households.

According to the Census Bureau, “Researchers believe that changes in the labor market and... household composition affected the long-run increase in income inequality. The wage distribution has become considerably more unequal with workers at the top experiencing real wage gains and those at the bottom real wage losses... At the same time, long-run changes in society’s living arrangements have taken place also tending to exacerbate household income differences. For example, divorces, marital separations, births out of wedlock, and the increasing age at first marriage have led to a shift away from married-couple households to single-parent families and nonfamily households. Since non-married-couple households tend to have lower income and less equally distributed income than other types of households... changes in household composition have been associated with growing income inequality.”

What are poverty levels?

What do we measure on this page?

This page describes the number of individuals and families living below the poverty line.

Family: A group of two or more people who reside together and who are related by birth, marriage, or adoption.

Poverty: Following the Office of Management and Budget's Directive 14, the Census Bureau uses a set of income thresholds that vary by family size and composition to detect who is poor. If the total income for a family or an unrelated individual falls below the relevant poverty threshold, then the family or an unrelated individual is classified as being "below the poverty level."

Poverty, 2012*

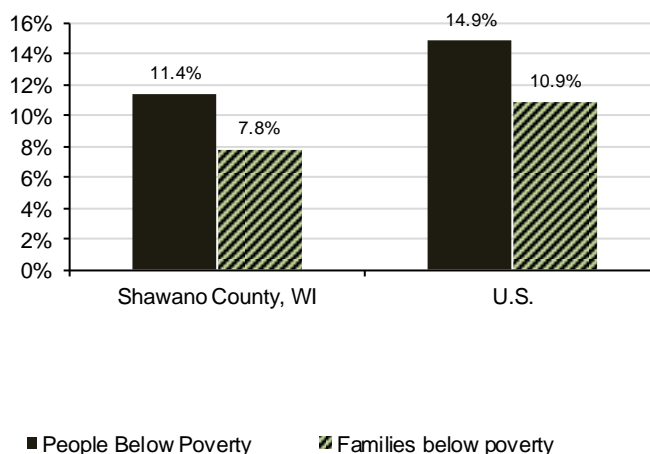
	Shawano County, WI	U.S.
People	40,898	301,333,410
Families	11,896	76,595,548
People Below Poverty	4,663	44,852,527
Families below poverty	933	8,363,024

Percent of Total

People Below Poverty	11.4%	14.9%
Families below poverty	7.8%	10.9%

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.

Individuals and Families Below Poverty, 2012*



In the 2008-2012 period, the U.S. had the highest estimated percent of individuals living below poverty (14.9%), and Shawano County, WI had the lowest (11.4%).

In the 2008-2012 period, the U.S. had the highest estimated percent of families living below poverty (10.9%), and Shawano County, WI had the lowest (7.8%).

Percent Below Poverty Level by Age & Family Type~, 2012*

	Shawano County, WI	U.S.
People	11.4%	14.9%
Under 18 years	17.8%	20.8%
65 years and older	8.0%	9.4%
Families	7.8%	10.9%
Families with related children < 18 years	13.9%	17.2%
Married couple families	4.1%	5.4%
with children < 18 years	6.2%	7.9%
Female householder, no husband present	29.7%	30.1%
with children < 18 years	36.5%	39.1%

~Percent below poverty level by age and family type is calculated by dividing the number of people by demographic in poverty by the total population of that demographic.

Why is it important?

Poverty is an important indicator of economic well-being. For public land managers, understanding the extent of poverty is important for several reasons. First, people with limited income may have different needs, values, and attitudes as they relate to public lands. Second, proposed activities on public lands may need to be analyzed in the context of whether people who are economically disadvantaged could experience disproportionately high and adverse effects.

Poverty rates are often reported in aggregate, which can hide important differences. The bottom table shows poverty for various types of individuals and families. This is important because aggregate poverty rates (for example, families below poverty) may hide some important information (for example, the poverty rate for single mothers with children).

What are poverty levels?

What do we measure on this page?

This page describes the number of people living in poverty by race and ethnicity. It also shows the share of all people living in poverty by race and ethnicity, and the share of each race and ethnicity living in poverty.

Race: Race is a self-identification data item in which Census respondents choose the race or races with which they most closely identify.

Ethnicity: There are two minimum categories for ethnicity: Hispanic or Latino, and Not Hispanic or Latino. The federal government considers race and Hispanic origin to be two separate and distinct concepts. Hispanics and Latinos may be of any race.

Poverty: Following the Office of Management and Budget's Directive 14, the Census Bureau uses a set of income thresholds that vary by family size and composition to detect who is poor. If the total income for a family or an unrelated individual falls below the relevant poverty threshold, then the family or an unrelated individual is classified as being "below the poverty level."

Poverty by Race and Ethnicity[^], 2012*

	Shawano County, WI	U.S.
Total Population (all races) in Poverty	4,663	44,852,527
White alone	3,796	27,134,944
Black or African American alone	~27	9,836,000
American Indian alone	~621	678,999
Asian alone	~13	1,763,994
Native Hawaiian & Oth.Pacific Is. alone	~0	93,123
Some other race	~52	3,784,645
Two or more races	~154	1,560,822
All Ethnicities in Poverty		
Hispanic or Latino (of any race)	~365	11,920,585
Not Hispanic or Latino (of any race)	4,298	32,931,942

Percent of Total (Total = All individuals in poverty)

White alone	81.4%	60.5%
Black or African American alone	~0.6%	21.9%
American Indian alone	~13.3%	1.5%
Asian alone	~0.3%	3.9%
Native Hawaiian & Oth.Pacific Is. alone	~0.0%	0.2%
Some other race	~1.1%	8.4%
Two or more races	~3.3%	3.5%
Hispanic or Latino (of any race)	7.8%	26.6%
Not Hispanic or Latino (of any race)	92.2%	73.4%

[^] Percent of total population in poverty by race and ethnicity is calculated by dividing the number of people in poverty in each racial or ethnic category by the total population.

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.

Percent of People by Race and Ethnicity Who Are Below Poverty~, 2012*

	Shawano County, WI	U.S.
White alone	10.4%	12.1%
Black or African American alone	~23.1%	26.5%
American Indian alone	~20.6%	27.8%
Asian alone	~7.3%	12.1%
Native Hawaiian & Oceanic alone	~0.0%	~18.7%
Some other race alone	~22.5%	26.1%
Two or more races alone	~21.8%	19.4%
Hispanic or Latino alone	~41.7%	24.1%
Non-Hispanic/Latino alone	9.8%	10.3%

~Poverty prevalence by race and ethnicity is calculated by dividing the number of people by race in poverty by the total population of that race.

Why is it important?

For public land managers, understanding whether different races and ethnicities are affected by poverty can be important. People with limited income and from different races and ethnicities may have different needs, values, and attitudes as they relate to public lands. In addition, proposed activities on public lands may need to be analyzed in the context of whether minorities and people who are economically disadvantaged could experience disproportionately high and adverse effects.

What are the components of household earnings?

What do we measure on this page?

This page describes household earnings by source.

Labor Earnings: Refers to households that receive wage or salary income and net income from self-employment.

Social Security: Refers to households that receive income that includes Social Security pensions and survivor benefits, permanent disability insurance payments made by the Social Security Administration before deductions for medical insurance, and railroad retirement insurance. It does not include Medicare reimbursement.

Retirement income: Consists of families that receive income from: (1) retirement pensions and survivor benefits from a former employer; labor union; or federal, state, or local government; and the U.S. military; (2) disability income from companies or unions; federal, state, or local government; and the U.S. military; (3) periodic receipts from annuities and insurance; and (4) regular income from IRA and Keogh plans. It does not include Social Security income.

Supplemental Security Income (SSI): Refers to households that receive assistance by the Social Security Administration that guarantees a minimum level of income for needy aged, blind, or disabled individuals.

Cash Public Assistance Income: Are households that receive public assistance that includes general assistance and Temporary Assistance to Needy Families (TANF). It does not include separate payments received for hospital or other medical care (vendor payments) or Supplemental Security Income (SSI) or noncash benefits such as Food Stamps.

Food Stamps/SNAP: Refers to households that receive coupons or cards that can be used to purchase food. This program was recently renamed the Supplemental Nutrition Assistance Program (SNAP). ACS does not report mean dollar amounts for this item.

Number of Households Receiving Earnings, by Source, 2012*

	Shawano County, WI	U.S.
Total households:	17,219	115,226,802
Labor earnings	13,331	90,674,480
Social Security (SS)	6,010	32,660,129
Retirement income	2,846	20,291,143
Supplemental Security Income (SSI)	539	5,271,043
Cash public assistance income	238	3,132,921
Food Stamp/SNAP	1,556	13,180,710

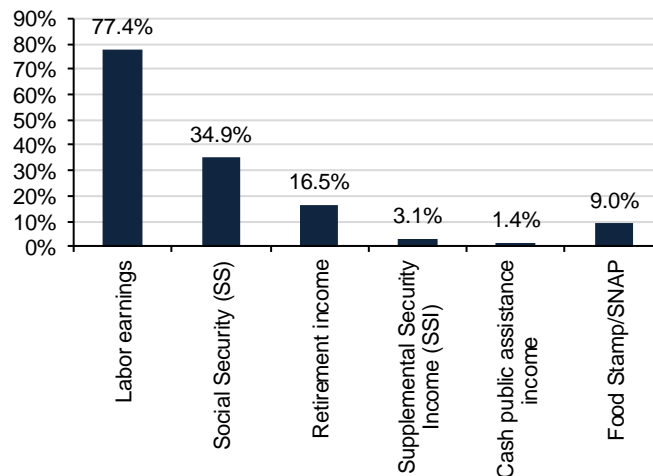
Percent of Total^

Labor earnings	77.4%	78.7%
Social Security (SS)	34.9%	28.3%
Retirement income	16.5%	17.6%
Supplemental Security Income (SSI)	3.1%	4.6%
Cash public assistance income	1.4%	2.7%
Food Stamp/SNAP	9.0%	11.4%

^ Total may add to more than 100% due to households receiving more than 1 source of income.

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.

Percent of Households Receiving Earnings, by Source, 2012*



In the 2008-2012 period, the highest estimated percent of public assistance in the Shawano County WI was in the form of Social Security (SS) (34.9%), and the lowest was in the form of Cash public assistance income (1.4%).

Mean Annual Household Earnings by Source, 2012 (2012 \$s)

	Shawano County, WI	U.S.
Mean earnings	\$54,071	\$74,373
Mean Social Security income	\$16,978	\$16,727
Mean retirement income	\$17,814	\$23,126
Mean Supplemental Security Income	\$9,444	\$8,912
Mean cash public assistance income	\$2,133	\$3,807

Why is this important?

Earnings are not the only source of income, and for many families and communities a significant portion of income can be in the form of additional sources, such as retirement and Social Security. While some payments may be an indication of an aging population or an influx of retirees (retirement payments), other measures (for example, SSI or Food Stamps) are an indication of economic hardship.

What are education and enrollment levels?

What do we measure on this page?

This page describes levels of educational attainment.

Educational Attainment: This refers to the level of education completed by people 25 years and over in terms of the highest degree or the highest level of schooling completed.

School Enrollment: The ACS defines people as enrolled in school if when the survey was conducted they were attending a public or private school or college at any time during the three months prior to the time of interview. People enrolled in vocational, technical, or business school such as post secondary vocational, trade, hospital school, and on job training were not reported as enrolled in school.

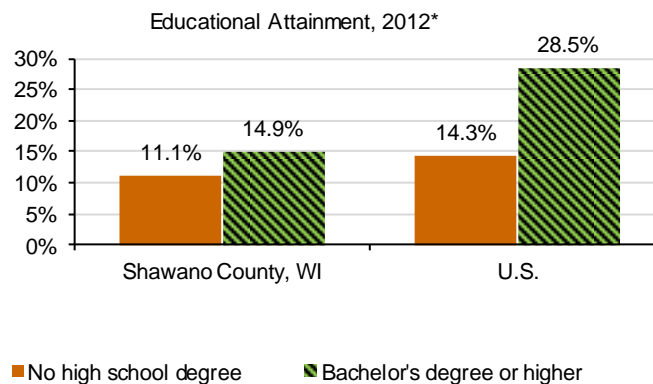
Educational Attainment, 2012*

	Shawano County, WI	U.S.
Total Population 25 yrs or older	29,352	204,336,017
No high school degree	3,252	29,179,819
High school graduate	26,100	175,156,198
Associates degree	2,560	15,736,009
Bachelor's degree or higher	4,388	58,205,022
Bachelor's degree	3,121	36,529,875
Graduate or professional	1,267	21,675,147

Percent of Total

No high school degree	11.1%	14.3%
High school graduate	88.9%	85.7%
Associates degree	8.7%	7.7%
Bachelor's degree or higher	14.9%	28.5%
Bachelor's degree	10.6%	17.9%
Graduate or professional	4.3%	10.6%

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.



In the 2008-2012 period, the U.S. had the highest estimated percent of people over the age of 25 with a bachelor's degree or higher (28.5%), and Shawano County, WI had the lowest (14.9%).

In the 2008-2012 period, the U.S. had the highest estimated percent of people over the age of 25 with no high school degree (14.3%), and Shawano County, WI had the lowest (11.1%).

School Enrollment, 2012*

	Shawano County, WI	U.S.
Total Population over 3 years old:	40,361	297,275,466
Enrolled in school:	9,270	82,291,141
Enrolled in nursery school, preschool	550	5,021,959
Enrolled in kindergarten	438	4,181,673
Enrolled in grade 1 to grade 4	2,012	16,237,574
Enrolled in grade 5 to grade 8	2,386	16,486,653
Enrolled in grade 9 to grade 12	2,386	17,279,629
Enrolled in college, undergraduate years	1,258	18,983,557
Graduate or professional school	240	4,100,096
Not enrolled in school	31,091	214,984,325

Percent of Total

Enrolled in school:	23.0%	27.7%
Enrolled in nursery school, preschool	1.4%	1.7%
Enrolled in kindergarten	1.1%	1.4%
Enrolled in grade 1 to grade 4	5.0%	5.5%
Enrolled in grade 5 to grade 8	5.9%	5.5%
Enrolled in grade 9 to grade 12	5.9%	5.8%
Enrolled in college, undergraduate years	3.1%	6.4%
Graduate or professional school	0.6%	1.4%
Not enrolled in school	77.0%	72.3%

Why is it important?

Education is one of the most important indicators of the potential for economic success, and lack of education is closely linked to poverty. Studies show that geographies with a higher than average educated workforce grow faster, have higher incomes, and suffer less during economic downturns than other geographies. See "Additional Resources" below for more information.

For public land managers, understanding the differences in education levels can highlight whether certain people in geographic areas might experience disproportionately high and adverse effects of particular management actions. It also can help to identify how communication and outreach efforts could be tailored to different audiences.

School enrollment is an important indicator of the number of dependents in a community that are not of working age, access to education, and potential for future growth. Some government agencies also use this information for funding allocations.

What languages are spoken?

What do we measure on this page?

This page measures the primary language people speak at home.

Language Spoken at Home: The language currently used by respondents five years and over at home, either "English only" or a non-English language which is used in addition to English or in place of English.

Language Spoken at Home, 2012*

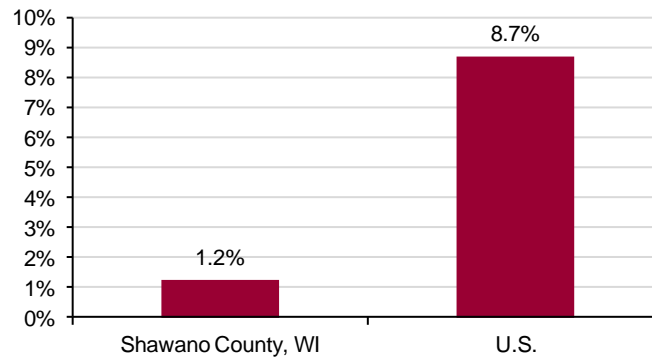
	Shawano County, WI	U.S.
Population 5 yrs or older	39,467	289,000,827
Speak only English	37,897	229,616,064
Speak a language other than English	1,570	59,384,763
Spanish or Spanish Creole	736	36,836,280
Other Indo-European languages	618	10,686,130
Asian and Pacific Island languages	100	9,348,644
Other languages	116	2,513,709
Speak English less than "very well"	492	25,081,122

Percent of Total

Speak only English	96.0%	79.5%
Speak a language other than English	4.0%	20.5%
Spanish or Spanish Creole	1.9%	12.7%
Other Indo-European languages	1.6%	3.7%
Asian and Pacific Island languages	0.3%	3.2%
Other languages	0.3%	0.9%
Speak English less than "very well"	1.2%	8.7%

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.

Percent of Population that Speaks English Less Than "Very Well", 2012*



In the 2008-2012 period, the U.S. had the highest estimated percent of people that spoke English less than 'very well' (8.7%), and Shawano County, WI had the lowest (1.2%).

Why is it important?

For public land managers who are trying to communicate with citizens of communities adjacent to public lands, it is important to know whether a significant portion of that population has trouble speaking English. If this is the case, public outreach, meetings, plans, and implementation may need to be conducted in multiple languages.

What are the main housing characteristics?

What do we measure on this page?

This page describes whether housing is occupied or vacant, for rent or seasonally occupied, and the year built.

Rent: The number of homes for rent was defined as occupied housing units that were for rent, vacant housing units that were for rent, and vacant units rented but not occupied at the time of interview.

For Seasonal, Recreational, or Occasional Use: Refers to vacant units used or intended for use only in certain seasons or for weekends or other occasional use throughout the year.

For Migrant Workers: refers to housing units intended for occupancy by migratory workers employed in farm work during the crop season.

Housing Characteristics, 2012*

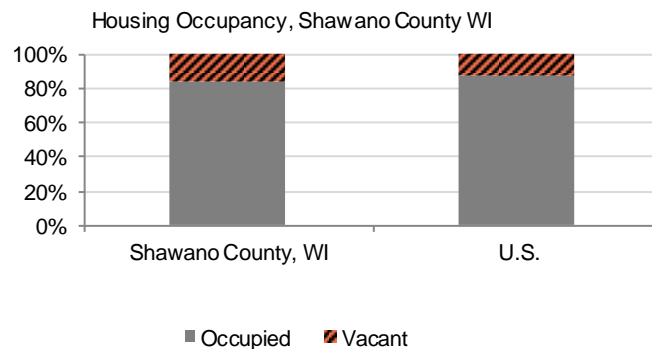
	Shawano County, WI	U.S.
Total Housing Units	20,674	131,642,457
Occupied	17,219	115,226,802
Vacant	3,455	16,415,655
For rent	227	3,294,653
Rented, not occupied	18	601,367
For sale only	330	1,815,473
Sold, not occupied	18	601,171
For seasonal, recreational, occasional use	2,030	5,014,560
For migrant workers	0	34,579
Other vacant	832	5,053,852
Year Built		
Built 2005 or later	22	382,680
Built 2000 to 2004	2,945	18,670,035
Built 1990 to 1999	2,896	18,378,750
Built 1980 to 1989	2,177	18,413,257
Built 1970 to 1979	3,224	21,175,542
Built 1960 to 1969	1,546	14,705,468
Built 1959 or earlier	7,864	39,916,725
Median year structure built[^]	1973	1975

Percent of Total

Occupancy		
Occupied	83.3%	87.5%
Vacant	16.7%	12.5%
For rent	1.1%	2.5%
Rented, not occupied	0.1%	0.5%
For sale only	1.6%	1.4%
Sold, not occupied	0.1%	0.5%
For seasonal, recreational, or occasional use	9.8%	3.8%
For migrant workers	0.0%	0.0%
Other vacant	4.0%	3.8%
Year Built		
Built 2005 or later	0.1%	0.3%
Built 2000 to 2004	14.2%	14.2%
Built 1990 to 1999	14.0%	14.0%
Built 1980 to 1989	10.5%	14.0%
Built 1970 to 1979	15.6%	16.1%
Built 1960 to 1969	7.5%	11.2%
Built 1959 or earlier	38.0%	30.3%

[^] Median year structure built is not available for metro/non-metro or regional aggregations.

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.



In the 2008-2012 period, Shawano County, WI had the highest estimated percent of the vacant housing (16.7%), and the U.S. had the lowest (12.5%).

Why is it important?

Vacancy status is an indicator of the housing market and provides information on the stability and quality of housing for certain areas. The data is used to assess the demand for housing, to identify housing turnover within areas, and to better understand the population within the housing market over time. These data also serve to aid in the development of housing programs to meet the needs of persons at different economic levels.

Seasonal or recreational homes (i.e., "second homes") are often an indicator of the desirability of a place for recreation and tourism. This could also be used as an indicator of recreational and scenic amenities, which can be one of the economic contributions of public lands.

While the late 1990s and early 2000s were a period of rapid home development throughout the country, there have been other periods when housing grew at a fast rate (the late 1970s, for example, in some parts of the country). Understanding the relative growth rates of housing is relevant for public lands managers in the context of the wildland-urban interface, and as an indicator of overall economic growth. The year the home was built also provides information on the age of the housing stock, which can be used to forecast future demand of services, such as energy consumption and fire protection.

Housing that is classified as available for migrant workers can be used an indicator of a certain type of economic activity, in particular crop agriculture.

How affordable is housing?

What do we measure on this page?

This page describes whether housing is affordable for homeowners and renters.

Owner-Occupied Housing Unit: A housing unit is owner-occupied if the owner or co-owner lives in the unit even if it is mortgaged or not fully paid for.

Renter-Occupied Housing Unit: All occupied units which are not owner-occupied, whether they are rented for cash rent or occupied without payment of cash rent, are classified as renter-occupied.

Household: A household includes all the people who occupy a housing unit as their usual place of residence.

Monthly Costs (owner-occupied): The sum of payment for mortgages, real estate taxes, various insurances, utilities, fuels, mobile home costs, and condominium fees.

Gross Rent: The amount of the contract rent plus the estimated average monthly cost of utilities (electricity, gas, and water and sewer) and fuels (oil, coal, kerosene, wood, etc.) if these are paid for by the renter (or paid for the renter by someone else).

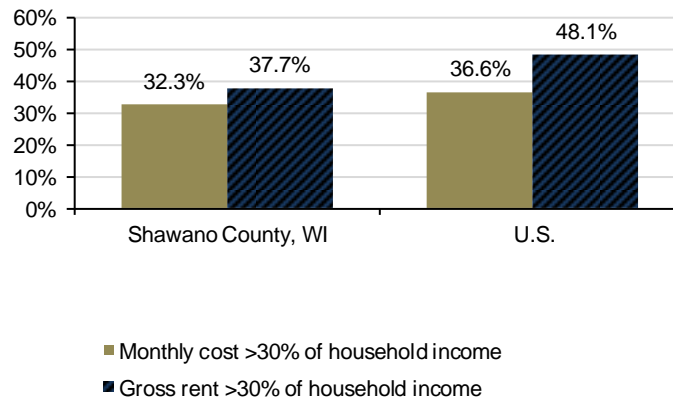
Housing Costs as a Percent of Household Income, 2012*

	Shawano County, WI	U.S.
Owner-occupied housing units with a mortgage	7,639	50,671,257
Monthly cost <15% of household income	1,301	8,867,877
Monthly cost >30% of household income	2,469	18,547,302
Specified renter-occupied units	4,248	39,742,141
Gross rent <15% of household income	616	4,301,702
Gross rent >30% of household income	1,600	19,122,981
Median monthly mortgage cost[^]	\$1,219	\$1,559
Median gross rent[^]	\$606	\$889
Percent of Total		
Monthly cost <15% of household income	17.0%	17.5%
Monthly cost >30% of household income	32.3%	36.6%
Gross rent <15% of household income	14.5%	10.8%
Gross rent >30% of household income	37.7%	48.1%

[^] Median monthly mortgage cost and median gross rent are not available for metro/non-metro or regional aggregations.

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.

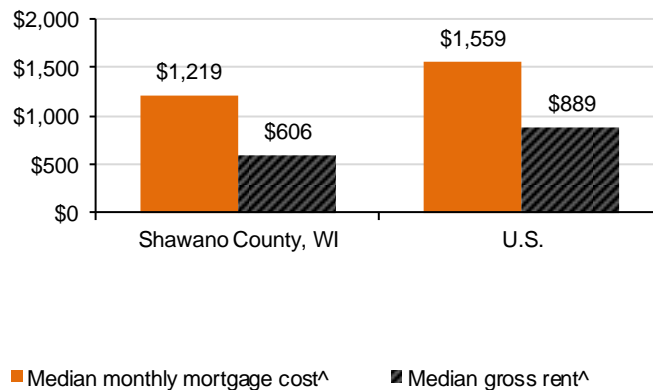
Housing Costs as a Percent of Household Income, 2012*



In the 2008-2012 period, the U.S. had the highest estimated percent of owner-occupied households where greater than 30% of household income was spent on mortgage costs (36.6%), and Shawano County, WI had the lowest (32.3%).

In the 2008-2012 period, the U.S. had the highest estimated percent of renter-occupied households where greater than 30% of household income was spent on gross rent (48.1%), and Shawano County, WI had the lowest (37.7%).

Median Monthly Mortgage Costs and Gross Rent, 2012*



In the 2008-2012 period, the U.S. had the highest estimated monthly mortgage costs for owner-occupied homes (\$1,559), and Shawano County, WI had the lowest (\$1,219).

In the 2008-2012 period, the U.S. had the highest estimated monthly gross rent for renter-occupied homes (\$889), and Shawano County, WI had the lowest (\$606).

Why is it important?

An important indicator of economic hardship is whether housing is affordable. This page measures housing affordability in terms of the share of household income that is devoted to mortgage and related costs (for homeowners) and rent and related costs (for renters). The income share devoted to housing that is below 15 percent is a good proxy for highly affordable, while the income share devoted to housing that is above 30 percent is a good proxy for unaffordable.

How do demographic, income, and social characteristics in the region compare to the U.S.?

What do we measure on this page?

This page compares key demographic, income, and social indicators from the region to the United States.

The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act.

Race: Race is a self-identification data item in which Census respondents choose the race or races with which they most closely identify. The Office of Management and Budget revised the standards in 1997 for how the Federal government collects and presents data on race and ethnicity.

Poverty: Following the Office of Management and Budget's Directive 14, the Census Bureau uses a set of income thresholds that vary by family size and composition to detect who is poor. If the total income for a family or an unrelated individual falls below the relevant poverty threshold, then the family or an unrelated individual is classified as being "below the poverty level."

Baby Boomers: Baby boomers are defined as having been born between 1946-1964. The reported percent of population that are "baby boomers" has some associated error since ACS generally reports age classes in 5-year increments (55 to 59 years, 60 to 64 years, etc.).

Social Security: Refers to households who receive income that includes Social Security pensions and survivor benefits, permanent disability insurance payments made by the Social Security Administration before deductions for medical insurance, and railroad retirement insurance. It does not include Medicare reimbursement.

Retirement Income: Consists of families that receive income from: (1) retirement pensions and survivor benefits from a former employer; labor union; or federal, state, or local government; and the U.S. military; (2) disability income from companies or unions; federal, state, or local government; and the U.S. military; (3) periodic receipts from annuities and insurance; and (4) regular income from IRA and Keogh plans. It does not include Social Security income.

Indicators		Shaw and County WI	U.S.	Shaw and County WI vs. U.S.
Demographics	Population Growth (% change, 2000-2012*)	2.8%	9.8%	
	Median Age (2012*)	43.2	37.2	
	Percent Population White Alone (2012*)	89.3%	74.2%	
	Percent Population Hispanic or Latino (2012*)	2.2%	16.4%	
	Percent Population American Indian or Alaska Native (2012*)	7.5%	0.8%	
	Percent of Population 'Baby Boomers' (2012*)	31.5%	28.1%	
Income	Median Household Income (2012*)	\$45,901	\$53,046	
	Per Capita Income (2012*)	\$22,827	\$28,051	
	Percent Individuals Below Poverty (2012*)	11.4%	14.9%	
	Percent Families Below Poverty (2012*)	7.8%	10.9%	
	Percent of Households with Retirement and Social Security Income (2012*)	51.4%	46.0%	
	Percent of Households with Public Assistance Income (2012*)	13.5%	18.7%	
Structure	Percent Population 25 Years or Older without High School Degree (2012*)	11.1%	14.3%	
	Percent Population 25 Years or Older with Bachelor's Degree or Higher (2012*)	14.9%	28.5%	
	Percent Population That Speak English Less Than 'Very Well' (2012*)	1.2%	8.7%	
	Percent of Houses that are Seasonal Homes (2012*)	9.8%	3.8%	
	Owner-Occupied Homes where Greater than 30% of Household Income Spent on Mortgage (2012*)	32.3%	36.6%	
	Renter-Occupied Homes where Greater than 30% of Household Income Spent on Gross Rent (2012*)	37.7%	48.1%	

* The data in this table are calculated by ACS using annual surveys conducted during 2008-2012 and are representative of average characteristics during this period.

The Shawano County WI is most different from the U.S. in Percent Population American Indian or Alaska Native (2012*), Percent of Houses that are Seasonal Homes (2012*), and Percent Population Hispanic or Latino (2012*).

Agriculture

Farm Employment

What are the trends in farm employment?

What do we measure on this page?

This page describes the number of farm jobs (full and part-time, and by place of work), including proprietors, and farm jobs as a share of total employment. It also shows long-term trends for farm proprietors as a share of all farm jobs and for farm versus non-farm jobs at the regional level.

Farm: This refers to all forms of agricultural production, including livestock operations.

Total Employment: This is all full and part-time workers, wage and salary jobs (employees), and proprietors (the self-employed).

Farm Employment: This is the number of workers (full and part-time) engaged in the production of agricultural commodities, either livestock or crops. It includes sole proprietors, partners, and hired laborers.

Farm Proprietors Employment: These are people who are self-employed (full and part-time) as non-corporate farm operators. They can be sole proprietors or partners. For the purpose of defining "farm" proprietors, a farm is an establishment that produces, or normally would be expected to produce, at least \$1,000 worth of farm products in a typical year.

Non-Farm Employment: This is full and part-time non-farm wage and salary employment and non-farm self-employment.

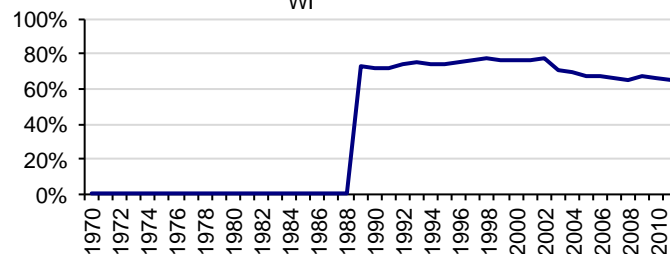
Farm Employment, 2011

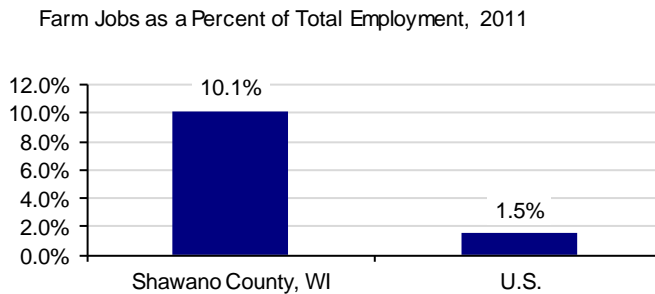
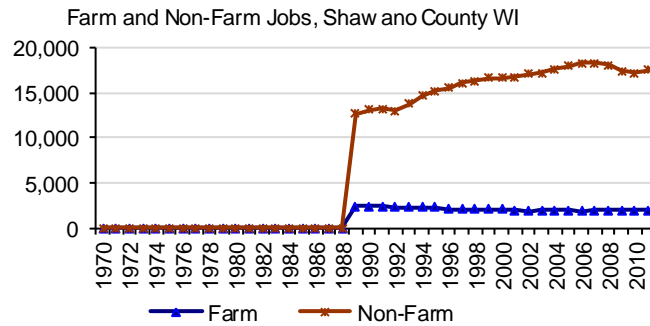
	Shawano County, WI	U.S.
Total Employment	19,465	175,834,700
Farm Employment	1,973	2,635,000
Farm Proprietors Employment	1,279	1,884,000
Non-Farm Employment	17,492	173,199,700

Percent of Total

Farm Employment	10.1%	1.5%
Farm Proprietors Employment	6.6%	1.1%
Non-Farm Employment	89.9%	98.5%

Farm Proprietors as a Percent of Farm Jobs, Shawano County WI





In 2011, Shawano County, WI had the largest percent of total farm employment (10.14%), and U.S. had the smallest (1.5%).

Why is it important?

Farming and ranching can be a significant portion of the landscape and the local economy. Some forms of agriculture, such as ranching, may depend on public lands for grazing forage. Others, such as crop production, may rely on upstream public lands that provide water for irrigation.

While nationwide trends show that fewer people work in farming, the land in farms is still valuable for a number of reasons, including the production of food (with gains in production efficiency, fewer farmers can produce more food than in the past) and the preservation of open space, scenic vistas, and wildlife habitat.

The growth or decline of farm proprietors could indicate new agricultural entrepreneurs and/or the consolidation of agricultural enterprises.

Farm Income

What are the trends in farm income?

What do we measure on this page?

This page describes earnings (in real terms and by place of work) derived from farm employment, including farm proprietors, and farm earnings as a share of all labor earnings. It also shows long-term trends in farm proprietors' income as a share of all farm earnings and for farm versus non-farm earnings at the region level.

Farm: All forms of agricultural production, including livestock operations.

Earnings by Place of Work: This is the sum of wage and salary disbursements, supplements to wages and salaries, and proprietors' income (farm and non-farm). It does not include non-labor sources of income.

Farm Earnings: This is net income from sole proprietors, partners, and hired laborers arising directly from the production of agricultural commodities, either livestock or crops. It includes net farm proprietors' income, wages and salaries, pay-in-kind, and supplements to wages and salaries of hired farm laborers. It specifically excludes income from non-family farm corporations.

Farm Proprietors' Income: This is income that is received by sole proprietorships and partnerships in the operation of farms. It excludes income that is received by corporate farms.

Non-Farm Earnings: This is the sum of wage and salary disbursements, supplements to wages and salaries, and proprietors' income for all industries, excluding farms.

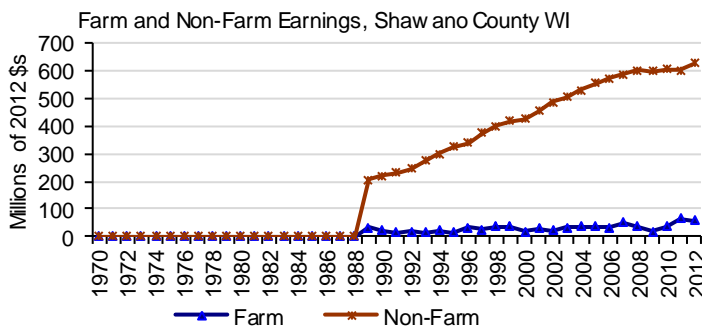
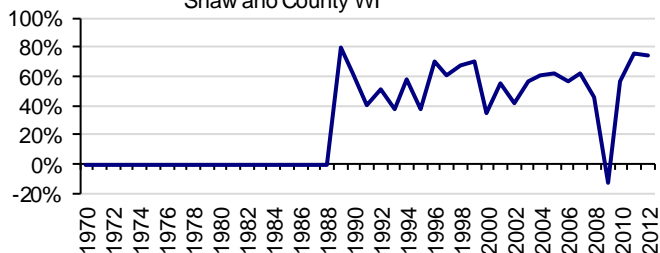
Personal Income from Farm Employment, 2012 (Thousands of 2012 \$s)

	Shawano County, WI	U.S.
Earnings by Place of Work (\$1000)	687,073	9,821,404,000
Farm Earnings	58,931	99,786,000
Farm Proprietors' Income	43,703	76,638,000
Non-Farm Earnings	628,142	9,721,618,000

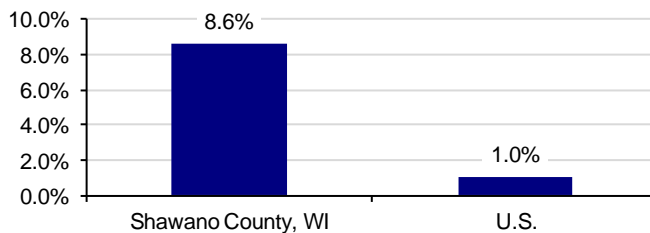
Percent of Total

Farm Employment	8.6%	1.0%
Farm Proprietors Employment	6.4%	0.8%
Non-Farm Employment	91.4%	99.0%

Farm Proprietors' Income as a Percent of Farm Earnings, Shawano County WI



Farm Earnings as a Percent of Total Earnings, 2012



In 2011, Shawano County, WI had the largest percent of total earnings from farm earnings (8.58%), and U.S. had the smallest (1.02%).

Why is it important?

The farm earnings trends shown on this page can be viewed alongside the employment trends on the previous page of this report. In some cases, farm earnings may decline, in absolute or relative terms, while farm employment stays the same or increases. In other cases, farm earnings may increase, in absolute or relative terms, while farm employment stays the same or declines. These same trends apply to farm proprietors and their income, and point to declining or improving farm wages. For more information on earnings, see the wages portion of this report.

Farm Income

What are the trends in farm business income?

What do we measure on this page?

This page describes components of farm business income and expenses (in real terms), and shows a ratio of gross income to production expenses as a measure of profitability. It also shows trends (in real terms) in net farm business income and for crops and livestock cash receipts for the region.

Farm: This refers to all forms of agricultural production, including livestock operations.

Total Cash Receipts & Other Income: This is a measure of the gross cash receipts of all farms. It consists of the following items: the cash receipts from farm marketing of crops and livestock; the cash receipts from other farm-related activities, including recreational services, sales of forest products, and custom-feeding services performed by farm operators; the payments to farmers under several Federal Government farm subsidy programs; the imputed value of home consumption, which is the value of the farm productions produced and consumed on farms; and the imputed gross rental value of farm dwellings.

Total Production Expenses: These are expenditures incurred by farm operators in the production of agricultural commodities, including livestock and crops. The major categories of production expenses are intermediate product expenses, which provide inputs to the production process (feed, livestock and poultry, seed, fertilizer, etc.), labor expenses (cash wages, employer contributions to social security, perquisites, and contract labor expenses), and other expenses (interest, net rent paid to non-operator landlords, capital consumption, property taxes, etc.).

Realized Net Income: This consists of total cash receipts and other income less total production expenses.

Value of Inventory Change: This is the estimated value of the net change in the farm inventories of livestock and crops that are held for sale during a given calendar year. This estimate is added to the estimate of realized net income so that the estimate of farm proprietors' income for a given year will include only the farm income from production during that year, or from "current" production. This estimate is added to Realized Net Income to calculate Total Net Income Including Corporate Farms.

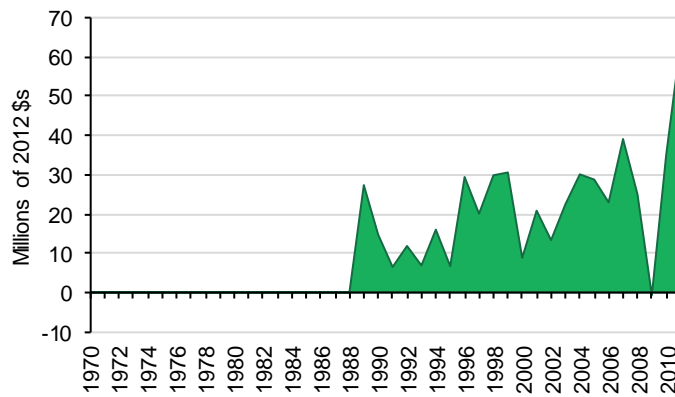
Total Net Income Including Corporate Farms: This is the net income that is received by the sole proprietorships, partnerships, and corporations that operate farms. It is Realized Net Income plus the Value of Inventory Change.

Ratio (Total Cash Receipts & Other Income divided by Total Production Expenses): This is not an official Bureau of Economic Analysis calculation but is another measure of farm business profitability.

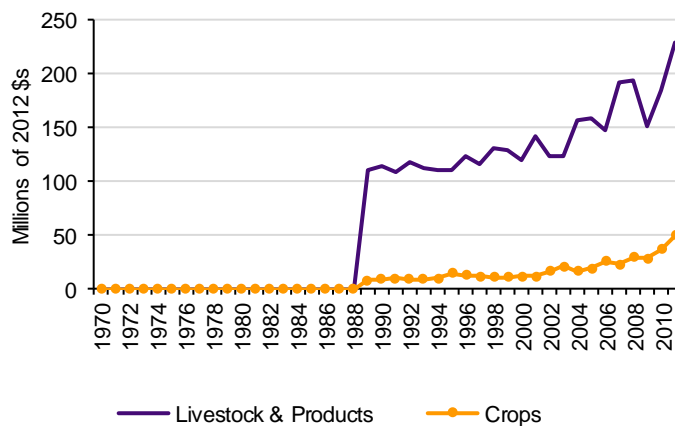
Farm Business Income, 2011 (Thousands of 2012 \$s)

	Shawano County, WI	U.S.
Total Cash Receipts & Other Inc. (\$1000)	289,441	447,487,869
Cash Receipts from Marketings	279,432	409,347,870
Livestock & Products	229,986	195,393,973
Crops	49,446	213,953,897
Other Income	10,009	38,139,999
Government Payments	3,309	10,640,248
Imputed Rent & Misc. Income	6,700	27,499,751
Total Production Expenses	223,176	334,857,009
Realized Net Income (Receipts - Expenses)	66,265	112,630,860
Value of Inventory Change	-2,493	-5,107,646
Total Net Income Including Corp. Farms	63,772	107,523,214
Ratio: Total Cash Receipts & Other Income/Total Production Expenses	1.30	1.34

Total Net Income Including Corporate Farms, Shawano County WI



Cash Receipts from Marketings, Shawano County WI



Why is it important?

This page helps answer important questions concerning the long-term health of the farm economy. In many places, farm business profits have been highly volatile, and rising expenses and/or declining cash receipts have narrowed profitability.

In the early 1970s there was a period of high profitability in the agricultural sector, followed by a period of rapid decline (partly due to an embargo that prevented farmers from selling grain to Russia, and to rising production costs in subsequent years despite stagnant prices). For many geographies, this represented a unique, one-time high point in net profits. As a result, in the figures on this page, it can appear that farm business profits have declined since the early 1970s. It may be helpful to examine agricultural business income and expense trends, including volatility, in more recent years to grasp a more common range of profitability.

Farm Land and Type

How much land is occupied by farms?

What do we measure on this page?

This page describes the number of farms, acres in farms, average farm size, total acres, and percent of total acres in farms.

Farm: This refers to all forms of agricultural production, including livestock operations. These data exclude leased public land from total land in farms.

Number of Farms and Land in Farms (Acres), 2007

	Shawano County, WI	U.S.
Number of Farms	1,450	2,204,792
Land in Farms (Acres)	271,718	922,095,840
Average Farm Size (Acres)	187	418
Approximate Land Area (Acres)	571,175	2,260,994,361
Approximate Percent of Land Area in Farms	47.6%	40.8%

Approximate Percent of Land Area in Farms, 2007



In 2007, Shawano County, WI had the largest percent of land area in farms (47.6%), and the U.S. had the smallest (40.8%).

Why is it important?

Even when agriculture is a small component of the economy, the industry can represent a large portion of the land base. Farms and ranches on private lands can also have important implications for the management of public lands. For example, agricultural operations often rely on public lands for summer grazing pasture and irrigation water.

Many areas are experiencing the conversion of private agricultural lands to other uses, including residential development. This shrinks the farm and ranch land base, and can change the relationship between agricultural operations and public lands. The conversion of farm and ranch land is important to public land managers for a number of reasons: (1) the growth of the wildland-urban interface and the cost of protecting homes from wildfires; (2) the spread of weeds onto public lands; (3) the loss of access to public lands for recreation; (4) the loss of wildlife habitat and wildlife movement corridors that cross private-public land boundaries; and (5) the potential for conflict among user groups.

In places where agriculture increasingly operates alongside a larger, non-agricultural economy and greater range of adjacent land uses, farms and ranches continue to be important. They contribute to local economic diversity, the scenery they provide can be part of the mix of amenities that attract and retain people and businesses across a range of industries, and they are often an important part of local culture and community vitality.

Farm Land and Type

What are the major types of farms by land area?

What do we measure on this page?

This page describes how much farm land (in acres) is used for different production purposes.

Farm: This refers to all forms of agricultural production, including livestock operations. These data exclude leased public land from total land in farms.

There are four main categories of farm land use: cropland, woodland, farmsteads and buildings, and permanent pastureland.

Cropland: This includes harvested cropland, cropland used only for pasture and grazing, and "other cropland" (i.e. idled cropland or cropland used for cover crops or soil improvement).

Woodland: This includes natural or planted woodlots or timber tracts, for wood products and woodland pasture.

Farmsteads and Buildings: This includes livestock facilities, ponds, roads (private access roads and driveways but not public roads), and wasteland (e.g., ditches).

Permanent Pastureland and Rangeland: This includes permanent pasture and rangeland, other than cropland and woodland, and encompasses grazable land that does not qualify as woodland pasture or cropland pasture.

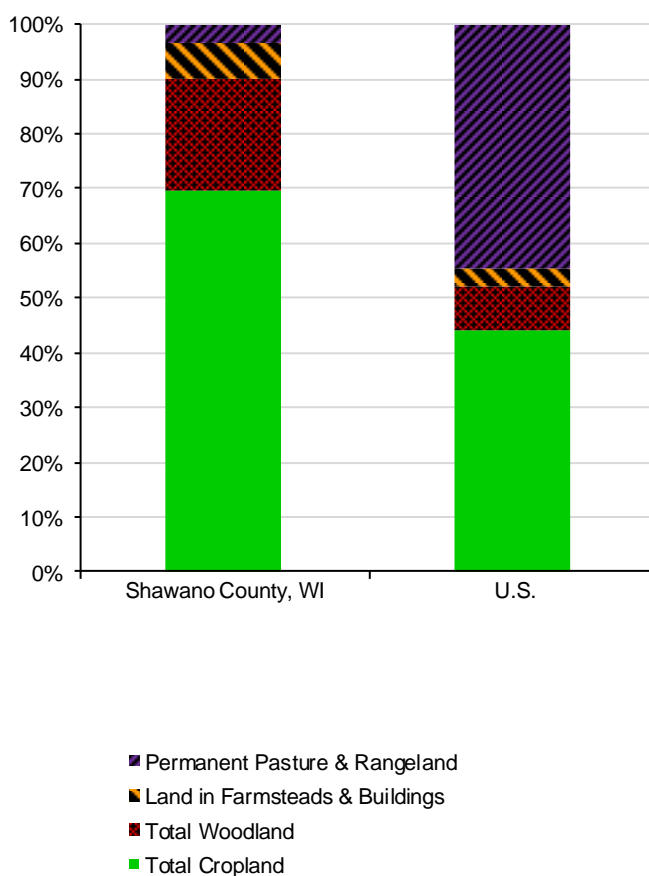
Land in Farms According to Use (Acres), 2007

	Shawano County, WI	U.S.
Land in Farms	271,718	922,095,840
Total Cropland	189,064	406,424,909
Total Woodland	55,815	75,098,603
Land in Farmsteads & Buildings	18,169	31,740,212
Permanent Pasture & Rangeland	8,670	408,832,116

Percent of Total

Total Cropland	69.6%	44.1%
Total Woodland	20.5%	8.1%
Land in Farmsteads & Buildings	6.7%	3.4%
Permanent Pasture & Rangeland	3.2%	44.3%

Land Area in Farms According to Use, 2007



In 2007, Shawano County, WI had the largest percent of land area in cropland (69.6%), and the U.S. had the smallest (44.1%).

In 2007, Shawano County, WI had the largest percent of land area in woodland (20.5%), and the U.S. had the smallest (8.1%).

In 2007, Shawano County, WI had the largest percent of land area in farmsteads and buildings (6.7%), and the U.S. had the smallest (3.4%).

In 2007, the U.S. had the largest percent of land area in permanent pasture and rangeland (44.3%), and Shawano County, WI had the smallest (3.2%).

Why is it important?

Even when agriculture is a small component of the economy, the industry can represent a large portion of the land base. Farms and ranches on private lands can also have important implications for the management of public lands.

Not all agricultural land is used in the same manner. How farm and ranch lands are used can have important economic, environmental, and policy implications. For example, cropland may require water from surrounding public lands; woodland can provide important habitat and store water; and pasturelands may be associated with public lands grazing and can provide open vistas that are important for attracting tourists and new migrants. Some lands may be less valuable (e.g., pastureland) and therefore more vulnerable to conversion for urban and suburban uses than other lands (e.g., cropland).

In places where agriculture increasingly operates alongside a larger, non-agricultural economy and greater range of adjacent land uses, farms and ranches continue to be important. They contribute to local economic diversity, the scenery they provide can be part of the mix of amenities that attract and retain people and businesses across a range of industries, and they are often an important part of local culture and community vitality.

Farm Land and Type

What are the major types of farms by production?

What do we measure on this page?

This page describes the number and percent of all farms according to what they produce.

Farm: This refers to all forms of agricultural production, including livestock operations. These data exclude leased public land from total land in farms.

Beef Cattle Ranching & Farming: This category (NAICS code 112111) comprises establishments primarily engaged in raising cattle (including cattle for dairy herd replacements).

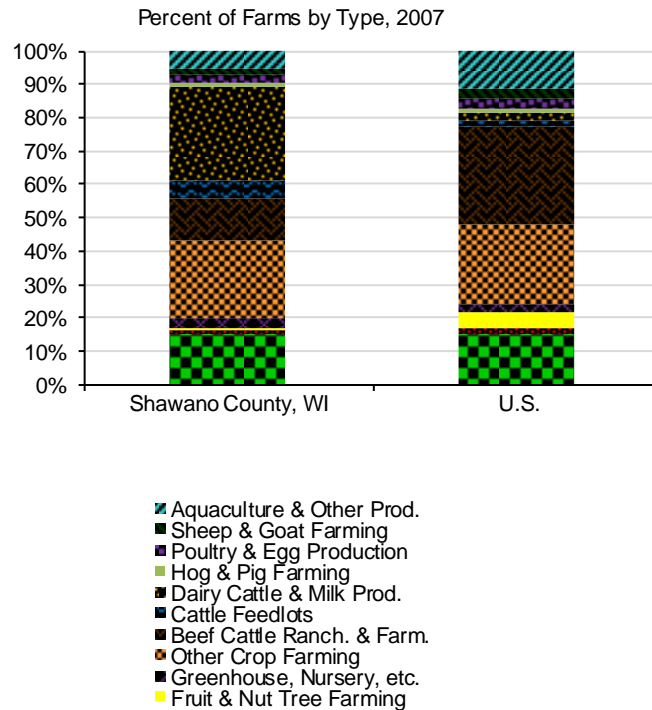
Other Animal Production: This category (NAICS code 1129) comprises establishments primarily engaged in raising animals and insects (except cattle, hogs and pigs, poultry, sheep and goats, and aquaculture) for sale or product production. These establishments are primarily engaged in one of the following: bees, horses and other equine, rabbits and other fur-bearing animals, etc, and producing products such as honey and other bee products. Establishments primarily engaged in raising a combination of animals with no one animal or family of animals accounting for one-half of the establishment's agricultural production are included in this industry group.

Number of Farms by Type, 2007

	Shawano County, WI	U.S.
All Farms	1,450	2,204,792
Oilseed & Grain Farming	222	338,237
Vegetable & Melon Farming	10	40,589
Fruit & Nut Tree Farming	11	98,281
Greenhouse, Nursery, etc.	45	54,889
Other Crop Farming	337	519,893
Beef Cattle Ranch. & Farm.	186	656,475
Cattle Feedlots	76	31,065
Dairy Cattle & Milk Prod.	404	57,318
Hog & Pig Farming	22	30,546
Poultry & Egg Production	36	64,570
Sheep & Goat Farming	26	67,254
Animal Aquaculture & Other Animal Prod.	75	245,675

Percent of Total

Oilseed & Grain Farming	15.3%	15.3%
Vegetable & Melon Farming	0.7%	1.8%
Fruit & Nut Tree Farming	0.8%	4.5%
Greenhouse, Nursery, etc.	3.1%	2.5%
Other Crop Farming	23.2%	23.6%
Beef Cattle Ranch. & Farm.	12.8%	29.8%
Cattle Feedlots	5.2%	1.4%
Dairy Cattle & Milk Prod.	27.9%	2.6%
Hog & Pig Farming	1.5%	1.4%
Poultry & Egg Production	2.5%	2.9%
Sheep & Goat Farming	1.8%	3.1%
Aquaculture & Other Prod.	5.2%	11.1%



In 2007, the U.S. had the largest percent of oilseed and grain farming (15.3%), and Shawano County, WI had the smallest (15.3%).

In 2007, the U.S. had the largest percent of beef cattle ranching and farming (29.8%), and Shawano County, WI had the smallest (12.8%).

Why is it important?

Some forms of agricultural production are more closely associated with the use of public lands (e.g., cattle and sheep ranches that rely on public lands forage) or can be affected by activities on public lands (e.g., crop production using irrigation water that originates on higher elevation public lands). In areas where livestock production is significant, public lands grazing resources may be especially important to the agricultural economics of an operation or class of operations.

Farm Wages

How do farm wages compare to wages in other sectors?

What do we measure on this page?

This page describes wages (in real terms) from farm employment, including sub-sectors, compared to wages from non-farm employment combined. It also describes the percent of jobs in each category. These are shown together to illustrate the relative wage levels in farming, including sub-sectors, and how many people are employed in each sub-sector.

The primary purpose of this page is to compare the average annual wages between sectors, and to investigate the relative number of people employed in high and low-wage sectors.

Farm: This refers to all forms of agricultural production, including livestock operations.

Percent of Total Employment, 2012

	Shawano County, WI	U.S.
Total Private	77.3%	84.0%
Farm	3.1%	0.6%
Crop Production	0.2%	0.4%
Animal Production	2.9%	0.2%
Non-Farm	75.5%	83.4%

This table shows wage data from the Bureau of Labor Statistics, which does not report data for proprietors or the value of benefits and uses slightly different industry categories than those shown on previous pages of this report.

Average Annual Wages, 2012 (2012 \$s)

	Shawano County, WI	U.S.
Total Private & Public	\$28,137	\$49,289
Total Private	\$27,769	\$49,200
Farm	\$24,250	\$28,531
Crop Production	\$16,865	\$27,151
Animal Production	\$24,860	\$31,701
Non-Farm	\$26,529	\$49,347

This table shows employment data from the Bureau of Labor Statistics, which does not report data for proprietors or the value of benefits and uses slightly different industry categories than those shown on previous pages of this report.

Why is it important?

Farm employment often pays below average wage rates, but this can vary by farm sub-sector and by geography. Some important issues to consider are how farm industry wages compare to wages in other sectors, whether crop and animal production pay different wages, and if there are significant wage differences between geographies.

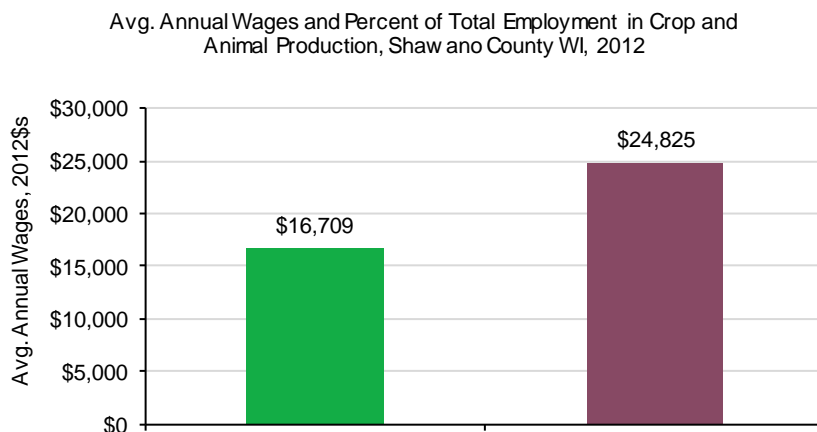
How do farm jobs and wages compare?

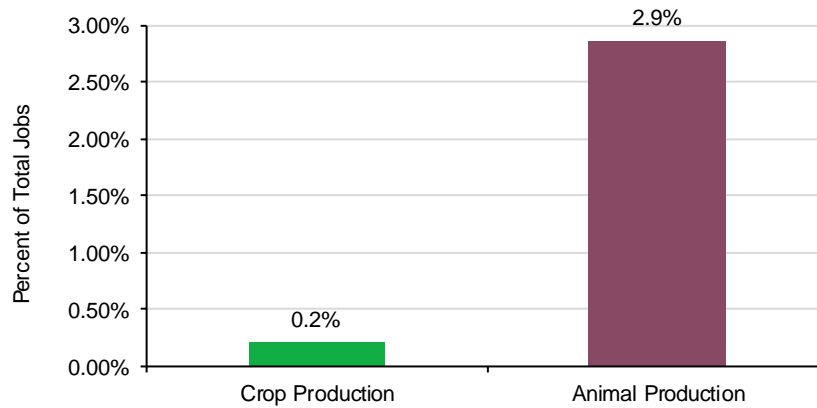
What do we measure on this page?

This page describes average wages (in real terms) and employment levels in crop and animal production. It also shows average wage trends (in real terms) for these farm sectors.

The figure Avg. Annual Wages and Percent of Total Employment in Crop and Animal Production is useful for describing how many people are working in relatively high and low-wage farm sectors. The figure Avg. Annual Wages in Crop and Animal Production is useful for comparing wage trends by farm sector.

Farm: This refers to all forms of agricultural production, including livestock operations.





In 2012, average annual wages in crop production were \$16,709 and average annual wages in animal production were \$24,825.

In 2012, crop production jobs were 0.2 percent of total employment and animal production jobs were 2.9 percent of total employment.



Why is it important?

Not all components of the farm industry pay the same wages or employ the same number of people. Some important issues to consider are how farm industry wages compare to wages in other sectors, whether crop and animal production pay different wages, and if there are significant wage differences between geographies.

A significant increase in farm jobs that pay below the average for all industries will decrease overall average earnings per job. On the other hand, a significant increase in farm jobs that pay above the average for all industries will increase overall average earnings per job. A modest change in farm employment, especially when this industry is a small share of total employment, will not likely affect average earnings in a local area.

Farm Benchmarks

How does regional farm employment compare to the U.S.?

What do we measure on this page?

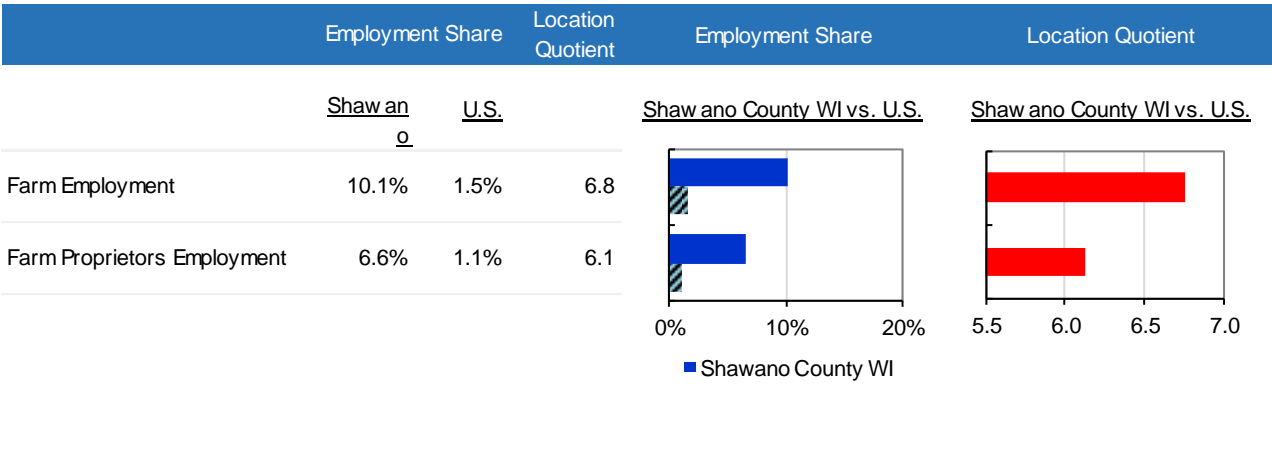
This page describes how the region is specialized (or under-specialized) in farm employment. The figure illustrates the difference between the region and the U.S. by comparing farm jobs, including proprietors, as a share of total employment and with location quotients.

Location quotient: A ratio that compares an industry's share of total employment in a region to the national share. More precisely, it is the percent of local employment in a sector divided by the percent employment in the same sector in the U.S. In other words, it is a ratio that measures specialization, using the U.S. as a benchmark. A location quotient of more than 1.0 means the local area is more specialized in that sector relative to the U.S. A location quotient of less than 1.0 means it is less specialized.

Farm: This refers to all forms of agricultural production, including livestock operations.

The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act (NFMA).

Percent of Total Farm Jobs, Shawano County WI vs. U.S., 2011



In 2011, farm employment had the highest location quotient score (6.8) and farm proprietors employment had the lowest (6.1).

Why is it important?

Agricultural employment in most parts of the U.S. has been declining, largely as a result of mechanization and other efficiencies of scale, for most of the last century. Nevertheless, it is still an important source of jobs in many places. This page shows a measure of importance (employment share) relative to the U.S.

A useful way to think about location quotients is as a measure of whether a place or geography produces enough goods or services from an industry to satisfy local demand for those goods or services. Results above or below the 1.0 standard indicate the degree to which a place or geography may import or export a good or service. Although there is no precise cutoff, location quotients above 2.0 indicate a strong industry concentration (and that an area is likely exporting goods or services) and those less than .5 indicate a weak industry concentration (and that an area is likely importing goods or services).

A few caveats: (1) A large location quotient for a particular sector does not necessarily mean that sector is a significant contributor to the economy. (2) LQs greater than 1.0 only suggest potential export capacity when compared to the U.S. and do not take into account local demand. Local demand may be greater than a national average, and therefore all goods and services may be consumed locally (i.e., not exported). (3) LQs can change from year to year. (4) LQs can vary when income or wage data are used rather than employment.

How does farm employment change compare across geographies?

What do we measure on this page?

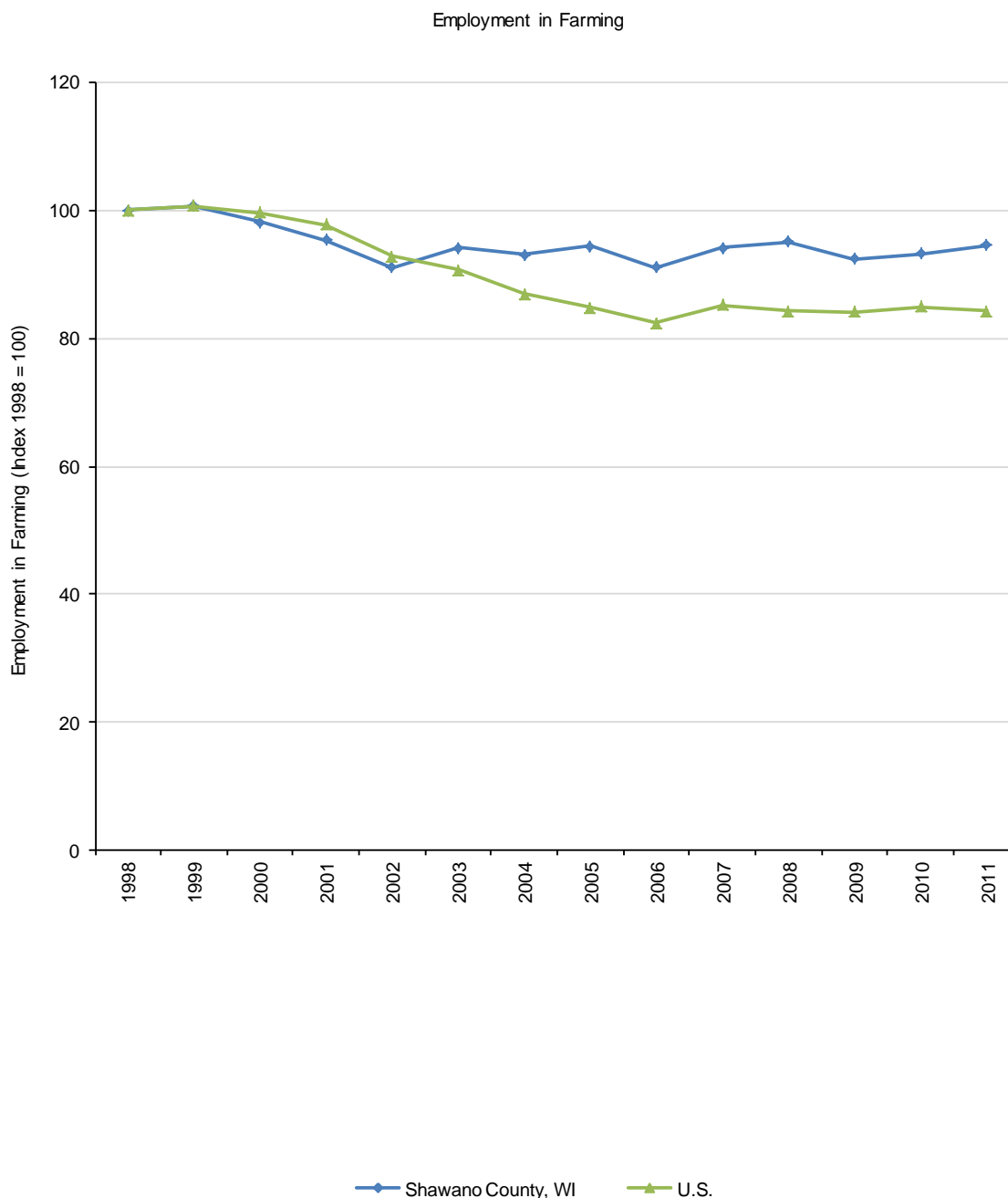
This page compares the change in farm employment for the geographies selected and the U.S. The information is indexed (1998=100) so that data from geographies with different size economies can be compared and to make it easier to understand the relative rate of growth or decline of services employment over time.

Index: Indexed numbers are compared with a base value. In the line chart, employment in 1998 is the base value, and is set to 100. The employment values for subsequent years are expressed as 100 times the ratio to the base value. The indexing used in the line chart enables easier comparisons between geographies over time.

Farm: This refers to all forms of agricultural production, including livestock operations.

The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act (NFMA).

Note: If many geographies are selected, it may be difficult to read the figure on this page.



From 1998 to 2011, the U.S. had the fastest rate of change in farm employment and Shawano County, WI had the slowest.

Why is it important?

Agricultural employment in most parts of the U.S. has been declining, largely as a result of mechanization and other efficiencies of scale, for most of the last century. However, this is not the case everywhere. In addition, not all geographies have lost or attracted farm employment at the same rate. An index makes it clear where the rate of farm decline or growth has been the fastest. Lines below 100 indicate absolute decline while those above 100 show absolute growth. The steeper the curve, the faster the rate of change.

It may be helpful to look for large year-to-year rises or dips in figure lines to identify rapid employment changes. If the reasons behind these fluctuations are not evident, it may be helpful to talk with regional experts or locals to learn more about what caused abrupt changes.

Adjusting dollar figures for inflation

Because a dollar in the past was worth more than a dollar today, data reported in current dollar terms should be adjusted for inflation. The U.S. Department of Commerce reports personal income figures in terms of current dollars. All income data in EPS-HDT are adjusted to real (or constant) dollars using the Consumer Price Index. Figures are adjusted to the latest date for which the annual Consumer Price Index is available.

Timber and Wood Products

What industries comprise timber sectors?

What do we measure on this page?

This page describes the number of jobs (full and part-time) and the share of total jobs in the timber industry, broken out by three major categories: growing and harvesting, sawmills and paper mills, and wood products manufacturing.

Growing and Harvesting: These are jobs associated with growing and harvesting of trees on a long production cycle. It includes people employed in forest nurseries, as well as those involved in the cutting of trees and transportation of timber.

Sawmills and Paper Mills: These are jobs associated with converting logs into lumber, boards, poles, shingles, and similar milled products. It includes those involved in the conversion of logs and chips into pulp and paper as well as the creation of veneer and plywood.

Wood Products Manufacturing: These are jobs associated with manufacturing. It includes the production of corrugated boxes, gum and wood chemical products, cabinets, furniture, and other wood manufactured products.

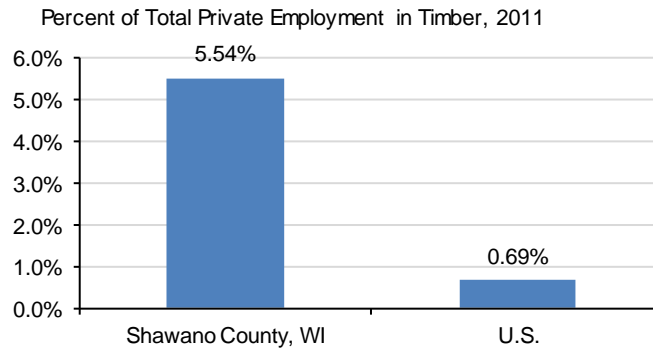
Employment in Timber, 2011

	Shawano County, WI	U.S.
Total Private Employment	10,031	113,425,965
Timber	~556	788,310
Growing & Harvesting	~26	63,592
Forestry & Logging	25	53,034
Support Activities for Forestry	~1	10,558
Sawmills & Paper Mills	~431	252,163
Sawmills & Wood Preservation	140	79,400
Pulp, Paper, & Paperboard Mills	~191	111,006
Veneer, Plywood, & Engineered Wood	~100	61,757
Wood Products Manufacturing	~99	472,555
Other Wood Product Mfg.	~99	203,184
Converted Paper Product Mfg.	0	252,008
Gum & Wood Chemical Mfg.	0	2,665
Wood Cabinet Mfg.	0	1,091
Wood Office Furniture Mfg.	0	13,607
Non-Timber	~9,475	112,637,655

Percent of Total

Timber	~5.5%	0.7%
Growing & Harvesting	~0.3%	0.1%
Forestry & Logging	0.2%	0.0%
Support Activities for Forestry	~0.0%	0.0%
Sawmills & Paper Mills	~4.3%	0.2%
Sawmills & Wood Preservation	1.4%	0.1%
Pulp, Paper, & Paperboard Mills	~1.9%	0.1%
Veneer, Plywood, & Engineered Wood	~1.0%	0.1%
Wood Products Manufacturing	~1.0%	0.4%
Other Wood Product Mfg.	~1.0%	0.2%
Converted Paper Product Mfg.	0.0%	0.2%
Gum & Wood Chemical Mfg.	0.0%	0.0%
Wood Cabinet Mfg.	0.0%	0.0%
Wood Office Furniture Mfg.	0.0%	0.0%
Non-Timber	~94.5%	99.3%

This table does not include employment data for government, agriculture, railroads, or the self-employed because these are not reported by County Business Patterns. Estimates for data that were not disclosed are indicated with tildes (~).



In 2011, Shawano County, WI had the largest percent of total timber employment (5.54%), and U.S. had the smallest (0.69%).
S. Department of Commerce. 2013. Census Bureau, County Business Patterns, Washington, D.C.

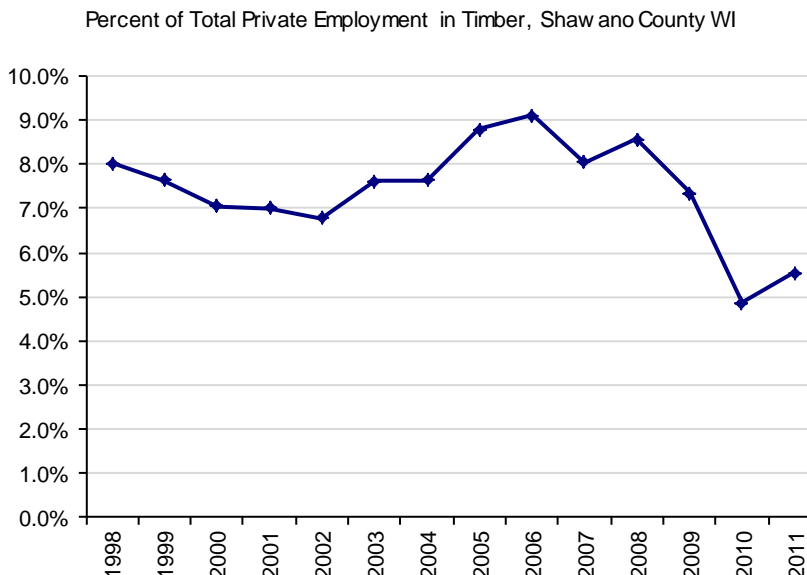
Why is this Important?

To understand the potential impact of proposed land management practices, it is important to grasp the relative size of the timber industry and its components, how these have changed over time, and how local trends compare to trends in other geographies. Some important issues to consider are whether a proposed management action would stimulate growth or decline in the industry, how proposed actions relate to on-going trends shown in the data, whether some geographies would be affected more than others, and given the relative size of the industry if changes to it will affect the broader economy.

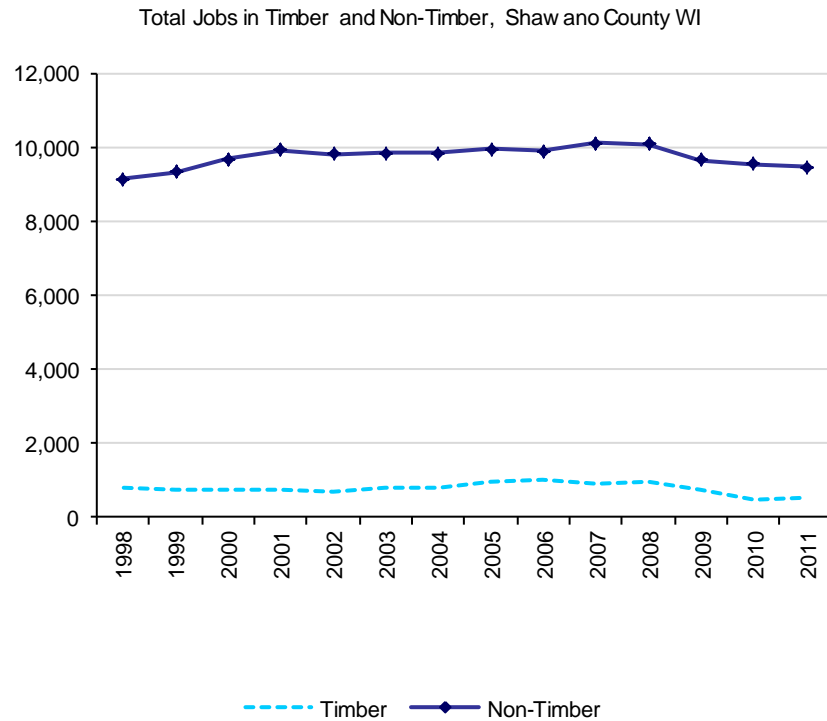
How has timber changed over time?

What do we measure on this page?

This page describes long-term trends in timber employment as a percent of all jobs and compares timber to non-timber employment over time.



In 1998, timber represented 8.02 percent of total employment. By 2011, timber represented 5.54 percent of total employment.



From 1998 to 2011, timber employment shrank from 798 to 556 jobs, a 30.3 percent decrease.

From 1998 to 2011, non-timber employment grew from 9,154 to 9,475 jobs, a 3.5 percent increase.

Why is it important?

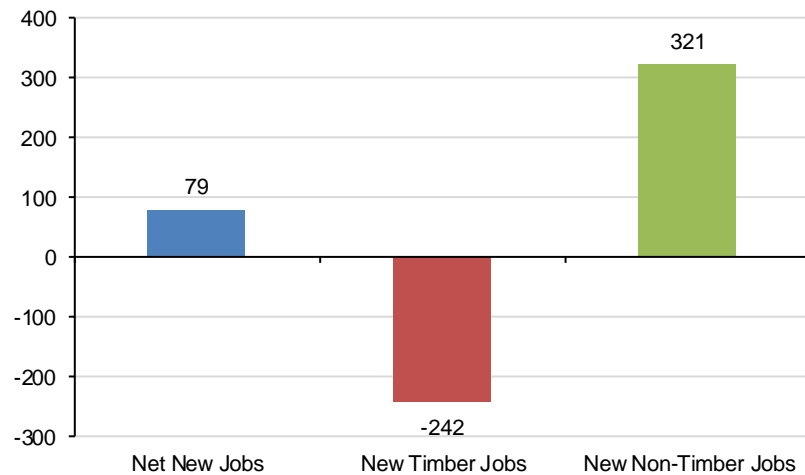
In some geographies the timber industry can be a significant driver in the economy. If it is, other sectors of the economy, as well as total employment and total personal income, will likely follow trends in the timber industry. It is important to know whether this is the case because if employment in other sectors fluctuate with the timber industry, then management actions on public lands may affect more than the timber industry itself. If, on the other hand, jobs in the rest of the economy are growing independent of trends in the timber industry, then management actions that potentially affect the timber industry may have impacts that are limited to that industry.

Which timber sectors are changing the fastest?

What do we measure on this page?

This page describes the change in timber jobs compared to the change in non-timber jobs and compares how employment in various timber sectors has changed over time.

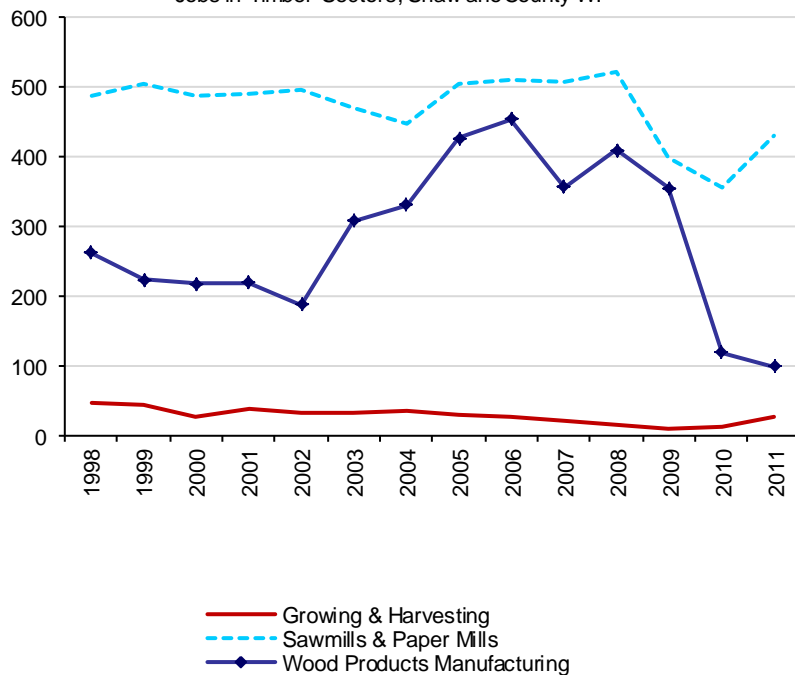
New Jobs in Timber and Non-Timber, Shawano County WI, 1998-2011



From 1998 to 2011, timber employment shrank by 242 jobs.

From 1998 to 2011, non-timber employment grew by 321 jobs.

Jobs in Timber Sectors, Shawano County WI



From 1998 to 2011, growing & harvesting shrank from 47 to 26 jobs, a 44.7% decrease.

From 1998 to 2011, sawmills & paper mills shrank from 489 to 431 jobs, a 11.9% decrease.

From 1998 to 2011, wood products manufacturing shrank from 262 to 99 jobs, a 62.2% decrease.

Why is it important?

To understand the importance of timber and wood products in the local economy it is useful to grasp the source of new jobs and the relative contribution of the timber industry to net new jobs.

Components of the timber industry may create or lose jobs at different rates. A growth in wood products manufacturing employment, for example, can indicate increased value-added activity. Alternatively, a loss of sawmills and paper mills employment can indicate the closure of a mill with important impacts on the community where the mill was located.

Some geographies are more dependent on timber-related employment than others. This is important to understand because activities on public lands that impact the timber industry may affect other sectors of the economy.

Geographies with economies that focus on resource extraction and commodity production can be subject to boom-and-bust cycles as well as other economic challenges, such as slower long-term economic growth.

In the case of timber and wood products, mechanization, rising transportation costs, volatile prices, competition from abroad, shifting public values related to the management of public lands, the restructuring of timber companies as Real Estate Investment Trusts, and other factors have led to business and employment declines in many communities.

What role do the self-employed play in the timber industry?

What do we measure on this page?

This page describes the number of nonemployer businesses (in most cases self-employed individuals) in timber by sector and geography. It offers an additional source to supplement data used in previous pages of this report that do not include the self-employed.

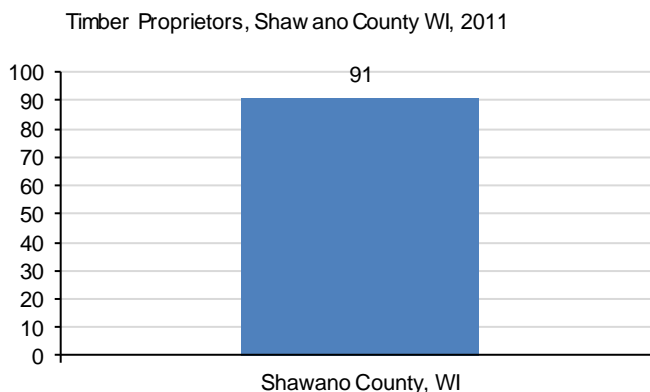
Nonemployer Business: A business with no paid employees, with annual business receipts of \$1,000 or more, and subject to federal income taxes. Nonemployer businesses can be individual proprietorships, partnerships, or corporations. Most nonemployers are self-employed individuals operating very small unincorporated businesses, which may or may not be the owner's principal source of income.

Proprietors in Timber, 2011

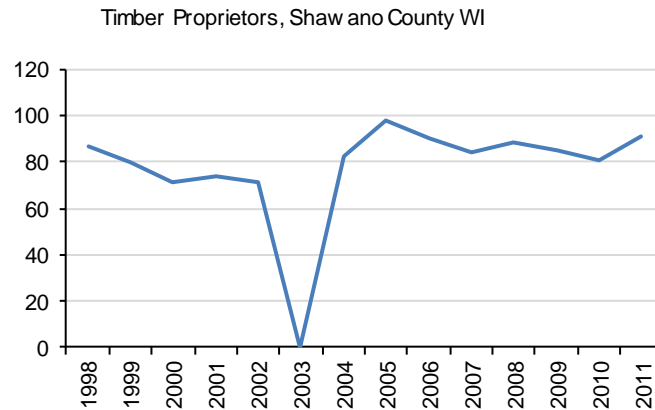
	Shawano County, WI	U.S.
Total Proprietors	2,425	22,491,080
Timber	91	71,214
Forestry & Logging	77	45,599
Wood Products Manufacturing	14	24,160
Paper Manufacturing	0	1,455
Non-Timber	2,334	22,419,866

Percent of Total

Timber	3.8%	0.3%
Forestry & Logging	3.2%	0.2%
Wood Products Manufacturing	0.6%	0.1%
Paper Manufacturing	0.0%	0.0%
Non-Timber	96.2%	99.7%



In 2011, Shawano County, WI had the largest number of timber proprietors (91), and Shawano County, WI had the smallest (91).



From 1998 to 2011, timber proprietors in the Shawano County WI grew from 87 to 91, a 4.6% increase.

Why is it important?

Significant portions of the timber industry, especially related to forestry and logging activities that include things such as cutting, harvesting, and transporting timber, may be conducted by nonemployer businesses. These nonemployer businesses are not reported by County Business Patterns but are reported by Nonemployer Statistics. It is important to use these two data sources in tandem when evaluating the size and trends in timber employment.

How do timber industry wages compare to wages in other sectors?

What do we measure on this page?

This page describes wages (in real terms) from employment in the timber industry, including sub-sectors, compared to wages from employment in all non-timber sectors combined. It also describes the percent of jobs in each category. These are shown together to illustrate the relative wage levels in timber, including sub-sectors, and how many people are employed in each sub-sector.

The primary purpose of this page is to compare the average annual wages between sectors, and to investigate the relative number of people employed in high and low-wage sectors.

Percent of Total Employment, 2012

	Shawano County, WI	U.S.
Private	77.3%	84.0%
Timber	~3.1%	0.6%
Forestry & Logging	na	0.0%
Wood Products Manufacturing	3.1%	0.3%
Paper Manufacturing	0.0%	0.3%
Non-Timber	55.5%	83.4%
Government	22.7%	16.0%

Average Annual Wages, 2012 (2012 \$s)

	Shawano County, WI	U.S.
All Sectors	\$28,137	\$49,289
Private	\$27,769	\$49,200
Timber	~\$29,154	\$49,381
Forestry & Logging	na	\$39,882
Wood Products Manufacturing	\$29,186	\$37,750
Paper Manufacturing	na	\$61,159
Non-Timber	\$26,257	\$49,199
Government	\$29,396	\$49,755

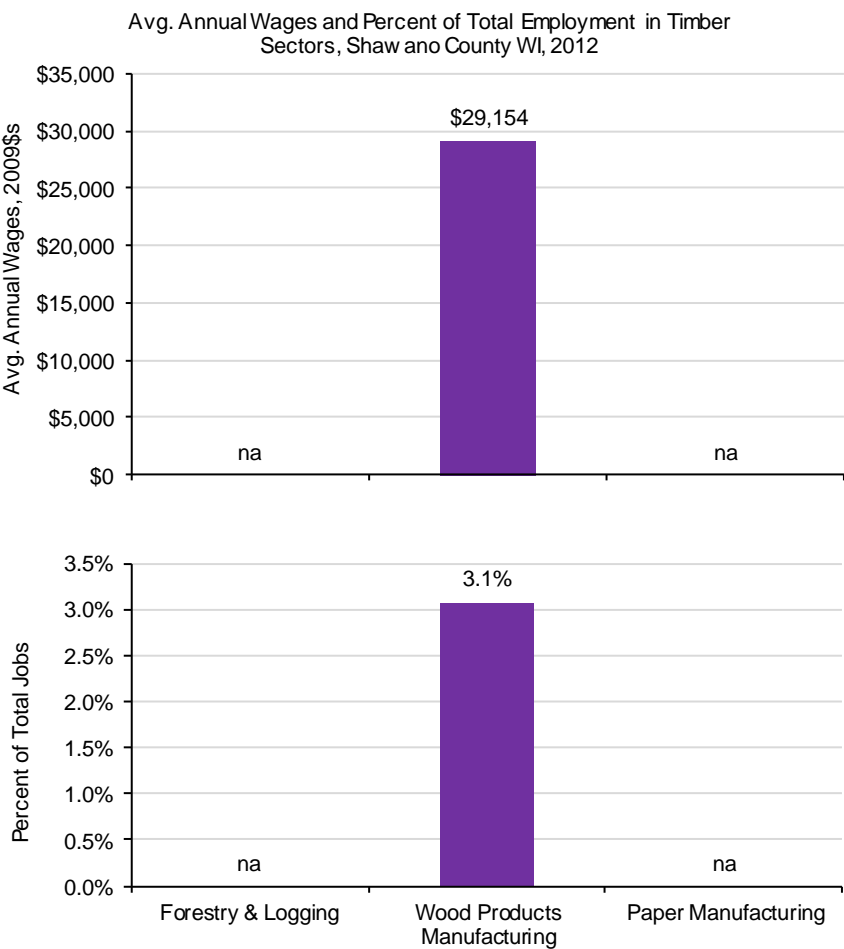
Why is it important?

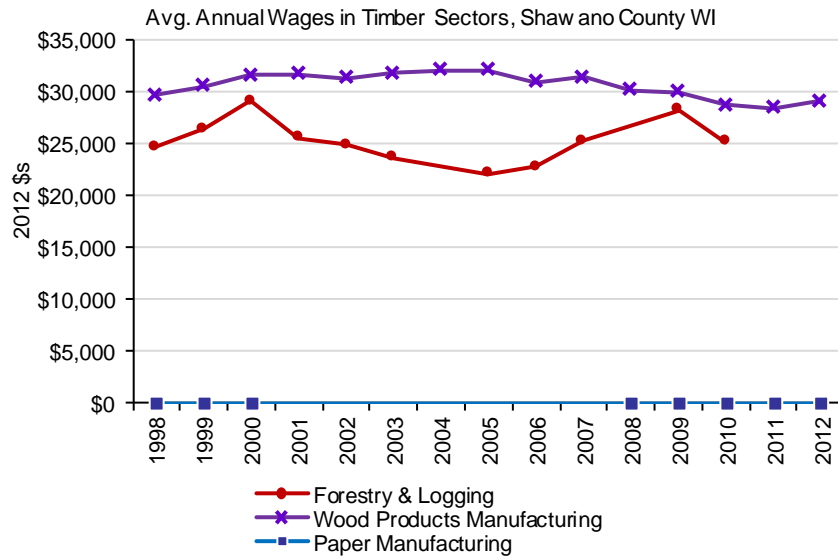
The timber industry has the potential to provide high-wage jobs, but this may differ by timber sub-sector and by geography. Some important issues to consider are how timber industry wages compare to wages in other sectors, whether some components of the timber industry pay higher wages than others, and if there are significant wage differences between geographies.

How do timber jobs and wages compare?

What do we measure on this page?

This page describes wages (in real terms) and employment levels in different timber sectors. It also shows average wage trends (in real terms) for timber sectors.





From 1998 to 2012, average wages in wood products manufacturing shrank (in real terms) from \$29,638 to \$29,154, a 1.6% decrease.

Why is it important?

While the timber industry has the potential to offer high wages, not all components of the timber industry pay the same wages or employ the same number of people. A significant increase in timber jobs that pay above the average for all industries will increase overall average earnings per job. On the other hand, a significant increase in timber jobs that pay below the average for all industries will decrease overall average earnings per job. A modest change in timber employment, especially when this industry is a small share of total employment, will not likely affect average earnings in a local area.

How does regional timber employment compare to the U.S.?

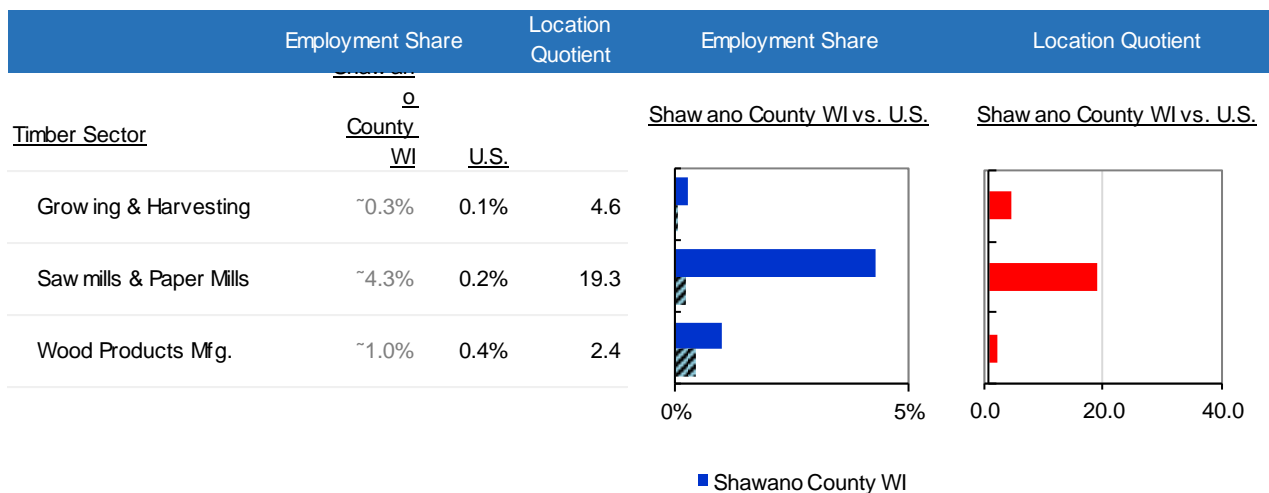
What do we measure on this page?

This page describes how the region is specialized (or under-specialized) in timber employment. The figure illustrates the difference between the region and the U.S. by comparing timber jobs as a share of total employment and with location quotients.

Location quotient: A ratio that compares an industry's share of total employment in a region to the national share. More precisely, it is the percent of local employment in a sector divided by the percent employment in the same sector in the U.S. In other words, it is a ratio that measures specialization, using the U.S. as a benchmark. A location quotient of more than 1.0 means the local area is more specialized in that sector relative to the U.S. A location quotient of less than 1.0 means it is less specialized.

The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act (NFMA).

Percent of Total Private Employment in Timber Sectors, Shawano County WI vs. United States, 2011



In 2011, sawmills & paper mills had the highest location quotient score (19.3), and wood products mfg. had the lowest (2.4).

Why is it important?

Geographies with economies that focus on resource extraction and commodity production can be subject to boom-and-bust cycles as well as other economic challenges, such as slower long-term economic growth.

In the case of timber and wood products, mechanization, rising transportation costs, volatile prices, competition from abroad, shifting public values related to the management of public lands, the restructuring of timber companies as Real Estate Investment Trusts, and other factors have led to business and employment declines in many communities.

A useful way to think about location quotients is as a measure of whether a place or geography produces enough goods or services from an industry to satisfy local demand for those goods or services. Results above or below the 1.0 standard indicate the degree to which a place or geography may import or export a good or service. Although there is no precise cutoff, location quotients above 2.0 indicate a strong industry concentration (and that an area is likely exporting goods or services) and those less than .5 indicate a weak industry concentration (and that an area is likely importing goods or services).

A few caveats: (1) A large location quotient for a particular sector does not necessarily mean that sector is a significant contributor to the economy. (2) LQs greater than 1.0 only suggest potential export capacity when compared to the U.S. and do not take into account local demand. Local demand may be greater than a national average, and therefore all goods and services may be consumed locally (i.e., not exported). (3) LQs can change from year to year. (4) LQs can vary when income or wage data are used rather than employment.

How does timber employment change compare across geographies?

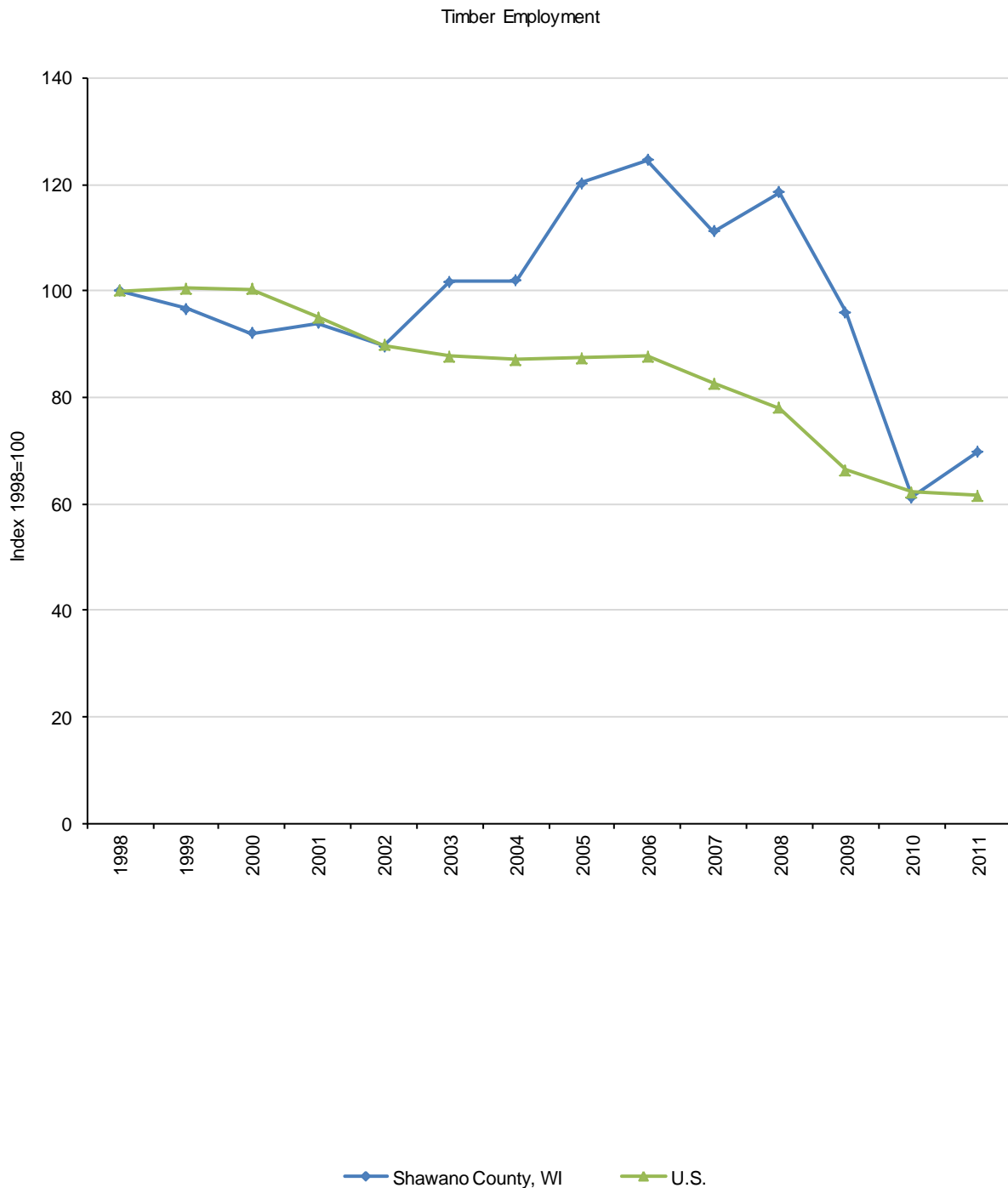
What do we measure on this page?

This page describes the change in timber employment for all selected geographies and the U.S. The information is indexed (1998=100) so that data from counties with different size economies can be compared to each other, and to larger geographies. Indexing makes it easier to understand the relative rate of change in timber employment over time.

Index: Indexed numbers are compared with a base value. In the line chart, employment in 1998 is the base value, and is set to 100. The employment values for subsequent years are expressed as 100 times the ratio to the base value. The indexing used in the line chart enables easier comparisons between geographies over time.

The term "benchmark" in this report should not be construed as having the meaning as in the National Forest Management Act (NFMA).

Note: If many geographies are selected, it may be difficult to read the figure on this page.



From 1998 to 2011, the U.S. had the fastest rate of change in timber employment, and Shawano County, WI had the slowest.

Why is it important?

Not all geographies have attracted or lost timber industries and employment at the same rate. An index makes it clear where the rate of timber growth or decline has been the fastest. Lines above 100 indicate positive absolute growth while those below 100 show absolute decline. The steeper the curve the faster the rate of change.

It may be helpful to look for large year-to-year rises or dips in figure lines to identify rapid employment changes. If the reasons behind these fluctuations are not evident, it may be helpful to talk with regional experts or locals to learn more about what caused abrupt changes.

Geographies with economies that focus on resource extraction and commodity production can be subject to boom-and-bust cycles as well as other economic challenges, such as slower long-term economic growth.

In the case of timber and wood products, mechanization, rising transportation costs, volatile prices, competition from abroad, shifting public values related to the management of public lands, the restructuring of timber companies as Real Estate Investment Trusts, and other factors have led to business and employment declines in many communities.

Mining, Including Oil & Gas

What industries comprise mining sectors?

What do we measure on this page?

This page describes the number of jobs (full and part-time) and the share of total jobs in the mining industry, broken out into four major sub-sectors: oil and gas extraction, coal mining, metal ore mining, and nonmetallic minerals mining.

Employment in Mining, 2011

	Shawano County, WI	U.S.
Total Private Employment	10,031	113,425,965
Mining	0	651,204
Oil & Gas Extraction	0	433,292
Oil & Gas Extraction	0	118,959
Drilling Oil & Gas Wells	0	94,506
Support for Oil & Gas Operations	0	219,827
Coal Mining	0	95,560
Coal Mining	0	86,180
Support Activities for Coal Mining	0	9,380
Metal Ore Mining	0	40,731
Metal Ore Mining	0	34,870
Support Activities for Metal Mining	0	5,861
Nonmetallic Minerals Mining	0	81,621
Nonmetallic Minerals Mining	0	79,228
Support for Nonmetal Minerals	0	2,393
Mining Related	0	174,521
Oil & Gas Pipeline & Related Const.	0	127,879
Pipeline Transportation	0	46,642
Non-Mining	10,031	112,600,240

Percent of Total

Mining	0.0%	0.6%
Oil & Gas Extraction	0.0%	0.4%
Oil & Gas Extraction	0.0%	0.1%
Drilling Oil & Gas Wells	0.0%	0.1%
Support for Oil & Gas Operations	0.0%	0.2%
Coal Mining	0.0%	0.1%
Coal Mining	0.0%	0.1%
Support Activities for Coal Mining	0.0%	0.0%
Metal Ore Mining	0.0%	0.0%
Metal Ore Mining	0.0%	0.0%
Support Activities for Metal Mining	0.0%	0.0%
Nonmetallic Minerals Mining	0.0%	0.1%
Nonmetallic Minerals Mining	0.0%	0.1%
Support for Nonmetal Minerals	0.0%	0.0%
Mining Related	0.0%	0.2%
Oil & Gas Pipeline & Related Const.	0.0%	0.1%
Pipeline Transportation	0.0%	0.0%
Non-Mining	100.0%	99.3%

This table does not include employment data for government, agriculture, railroads, or the self-employed because these are not reported by County Business Patterns. Estimates for data that were not disclosed are indicated with tildes (~).

Why is this Important?

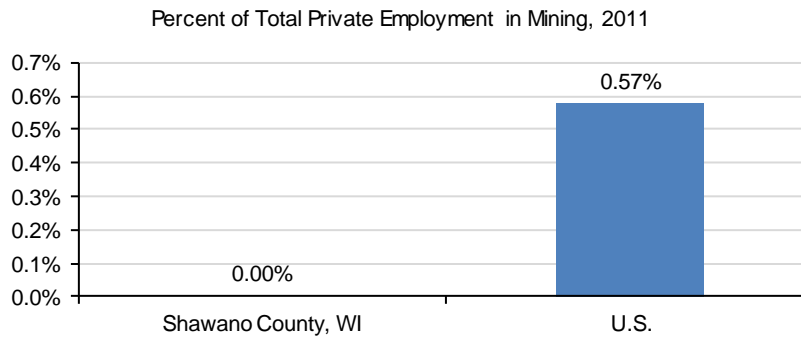
To understand the potential impact of proposed land management practices, it is important to grasp the relative size of the mining industry and its components, how these have changed over time, and how local trends compare to trends in other geographies. Some important issues to consider are whether a proposed management action would stimulate growth or decline in the industry, how proposed actions relate to on-going trends shown in the

data, whether some geographies would be affected more than others, and given the relative size of the industry if changes to it will affect the broader economy.

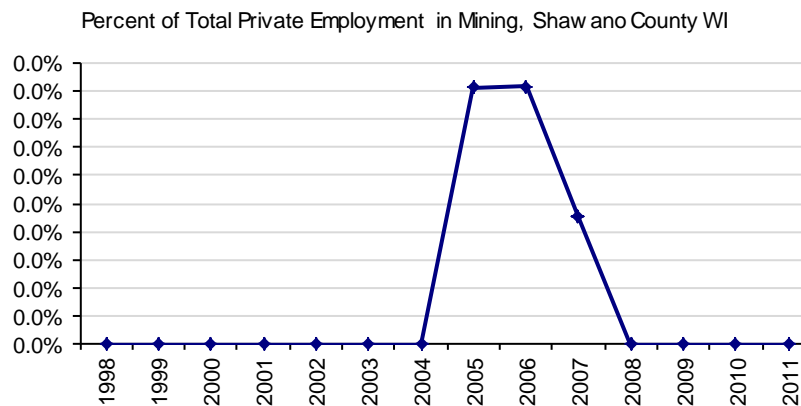
How has mining changed over time?

What do we measure on this page?

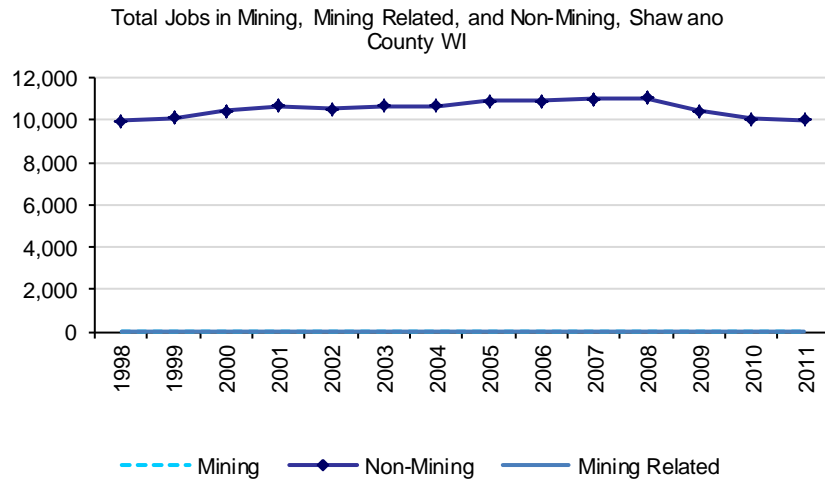
This page describes long-term trends in mining employment as a percent of all jobs and compares mining to non-mining employment over time for the region.



In 2011, U.S. had the largest percent of total mining employment (0.57%), and Shawano County, WI had the smallest (0%).



In 1998, mining represented 0 percent of total employment. By 2011, mining represented 0 percent of total employment.



From 1998 to 2011, non-mining employment grew from 9,952 to 10,031 jobs, a 0.8 percent increase.

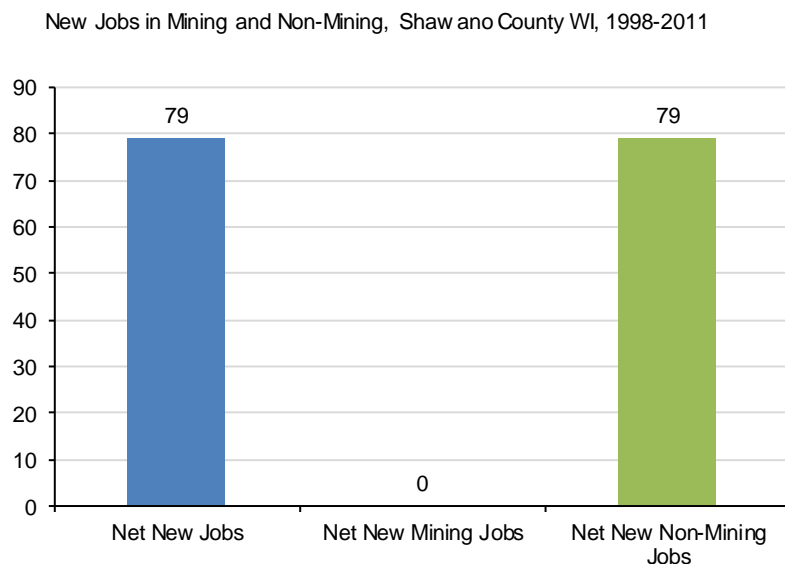
Why is it important?

In some geographies the mining industry can be a significant driver in the economy. If it is, other sectors of the economy, as well as total employment and total personal income, will likely follow trends in the mining industry. It is important to know whether this is the case because if employment in other sectors fluctuates with the mining industry, then management actions on public lands may affect more than the mining industry itself. If, on the other hand, jobs in the rest of the economy are growing independent of trends in the mining industry, then management actions that potentially affect the mining industry may have impacts that are limited to that industry.

Which mining sectors are changing the fastest?

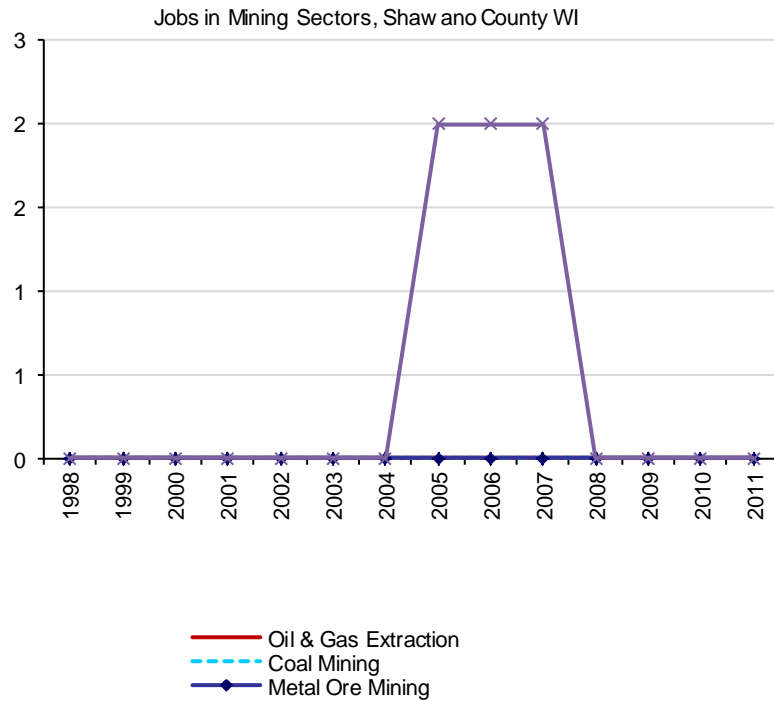
What do we measure on this page?

This page describes the change in mining jobs compared to the change in non-mining jobs and compares how employment in various mining sectors has changed over time for the region.



From 1998 to 2011, mining employment shrank by jobs.

From 1998 to 2011, non-mining employment grew by 79 jobs.



Why is it important?

To understand the importance of mining in the local economy it is useful to grasp the source of new jobs and the relative contribution of the mining industry to net new jobs. Components of the mining industry may create or lose jobs at a different rate.

Some geographies are more dependent on mining-related employment than others. This is important to understand because activities on public lands that impact the mining industry may affect other sectors of the economy.

Geographies with economies that focus narrowly on resource extraction, particularly on fossil fuel development, can be subject to boom-and-bust cycles as well as other economic challenges, such as slower long-term economic growth. These difficulties are sometimes called the "resource curse" in reference to the apparent paradox that areas rich in natural resources often underperform economically.

What role do the self-employed play in the mining industry?

What do we measure on this page?

This page describes the number of nonemployer businesses (in most cases self-employed individuals) in mining by sector and geography. It offers an additional source to supplement data used in previous pages of this report that do not include the self-employed.

Nonemployer Business: A business with no paid employees, with annual business receipts of \$1,000 or more, and subject to federal income taxes. Nonemployer businesses can be individual proprietorships, partnerships, or corporations. Most nonemployers are self-employed individuals operating very small unincorporated businesses, which may or may not be the owner's principal source of income.

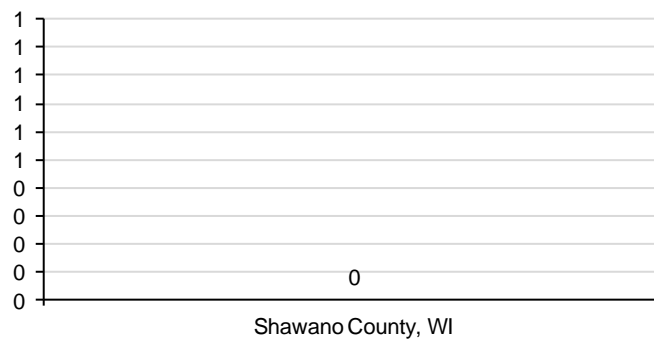
Proprietors in Mining, 2011

	Shawano County, WI	U.S.
Total Proprietors	2,425	22,491,080
Mining	0	109,736
Oil & Gas Extraction	0	87,701
Mining (Except Oil & Gas)	na	5,794
Support Activities for Mining	0	16,241
Non-Mining	2,425	22,381,344

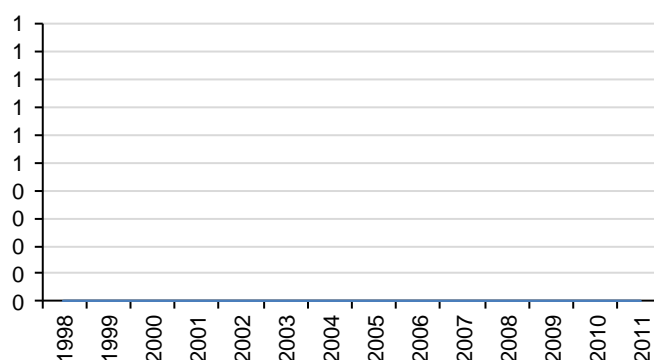
Percent of Total

Mining	0.0%	0.5%
Oil & Gas Extraction	0.0%	0.4%
Mining (Except Oil & Gas)	na	0.0%
Support Activities for Mining	0.0%	0.1%
Non-Mining	100.0%	99.5%

Mining Proprietors, Shawano County WI, 2011



Mining Proprietors, Shawano County WI



Why is it important?

Significant portions of the mining industry, especially support activities that include things such as excavation, trucking, servicing, etc., may be conducted by nonemployer businesses. These nonemployer businesses are not reported by County Business Patterns but are reported by Nonemployer Statistics. It is important to use these two data sources in tandem when evaluating the size and trends in mining employment.

How do mining industry wages compare to wages in other sectors?

What do we measure on this page?

This page describes wages (in real terms) from employment in the mining industry, including sub-sectors, compared to wages from employment in all non-mining sectors combined across geographies. It also describes the percent of jobs in each category. These are shown together to illustrate the relative wage levels in mining, including sub-sectors, and how many people are employed in each sub-sector across geographies.

The primary purpose of this page is to compare the average annual wages between sectors, and to investigate the relative number of people employed in high and low-wage sectors.

Percent of Total Employment, 2012

	Shawano County, WI	U.S.
Private	77.3%	84.0%
Mining	na	0.6%
Oil & Gas Extraction	0.0%	0.1%
Mining (Except Oil & Gas)	na	0.2%
Support Activities for Mining	0.0%	0.3%
Non-Mining	~69.5%	83.4%
Government	22.7%	16.0%

Average Annual Wages, 2012 (2012 \$s)

Average Annual Wages, 2012 (2012 \$s)

	Shawano County, WI	U.S.
All Sectors	\$28,137	\$49,289
Private	\$27,769	\$49,200
Mining	na	\$96,709
Oil & Gas Extraction	na	\$155,042
Mining (Except Oil & Gas)	na	\$71,327
Support Activities for Mining	na	\$82,841
Non-Mining	~\$26,892	\$48,855
Government	\$29,396	\$49,755

Why is it important?

The mining industry has the potential to provide high-wage jobs, but this may differ by mining sub-sector and by geography. Some important issues to consider are how mining industry wages compare to wages in other sectors, whether some components of the mining industry pay higher wages than others, and if there are significant wage differences between geographies.

How does regional mining employment compare to the U.S.?

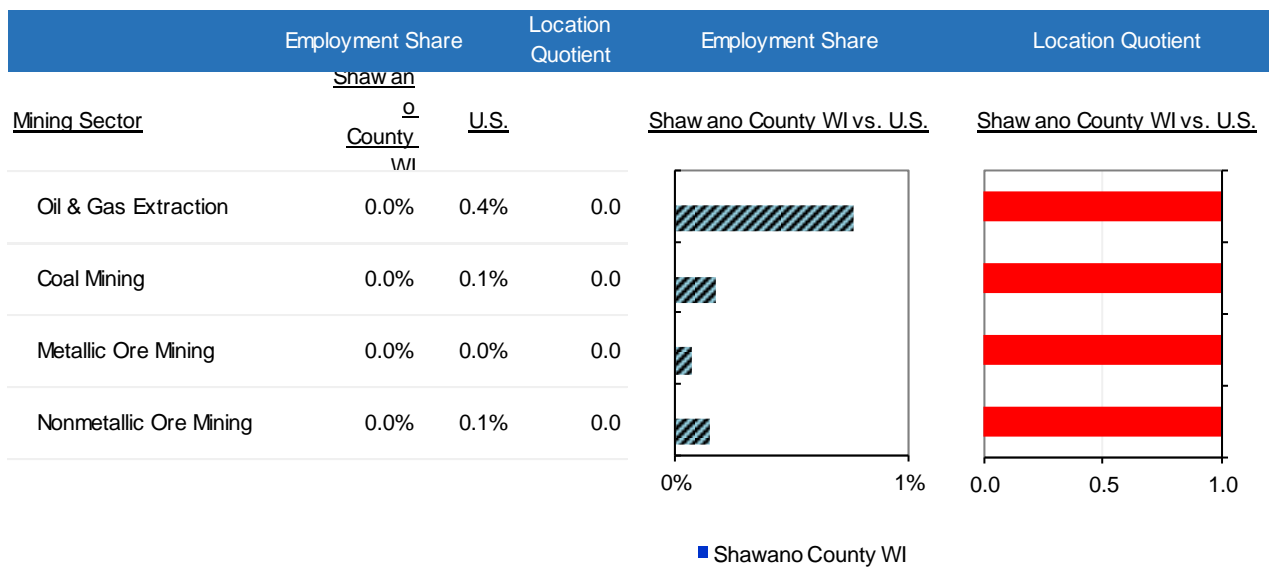
What do we measure on this page?

This page describes how the region is specialized (or under-specialized) in mining employment. The figure illustrates the difference between the region and the U.S. by comparing mining jobs as a share of total employment and with location quotients.

Location quotient: A ratio that compares an industry's share of total employment in a region to the national share. More precisely, it is the percent of local employment in a sector divided by the percent employment in the same sector in the U.S. In other words, it is a ratio that measures specialization, using the U.S. as a benchmark. A location quotient of more than 1.0 means the local area is more specialized in that sector relative to the U.S. A location quotient of less than 1.0 means it is less specialized.

The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act (NFMA).

Percent of Total Private Employment in Mining Sectors, Shawano County WI vs. United States, 2011



In 2011, oil & gas extraction had the highest location quotient score (0), and oil & gas extraction had the lowest (0).

Why is it important?

Geographies with economies that focus narrowly on resource extraction, particularly on fossil fuel development, can be subject to boom-and-bust cycles as well as other economic challenges, such as slower long-term economic growth. These difficulties are sometimes called the "resource curse" in reference to the apparent paradox that areas rich in natural resources often underperform economically.

A useful way to think about location quotients is as a measure of whether a place or geography produces enough goods or services from an industry to satisfy local demand for those goods or services. Results above or below the 1.0 standard indicate the degree to which a place or geography may import or export a good or service. Although there is no precise cutoff, location quotients above 2.0 indicate a strong industry concentration (and that an area is likely exporting goods or services) and those less than .5 indicate a weak industry concentration (and that an area is likely importing goods or services).

A few caveats: (1) A large location quotient for a particular sector does not necessarily mean that sector is a significant contributor to the economy. (2) LQs greater than 1.0 only suggest potential export capacity when compared to the U.S. and do not take into account local demand. Local demand may be greater than a national average, and therefore all goods and services may be consumed locally (i.e., not exported). (3) LQs can change from year to year. (4) LQs can vary when income or wage data are used rather than employment.

How does mining employment change compare across geographies?

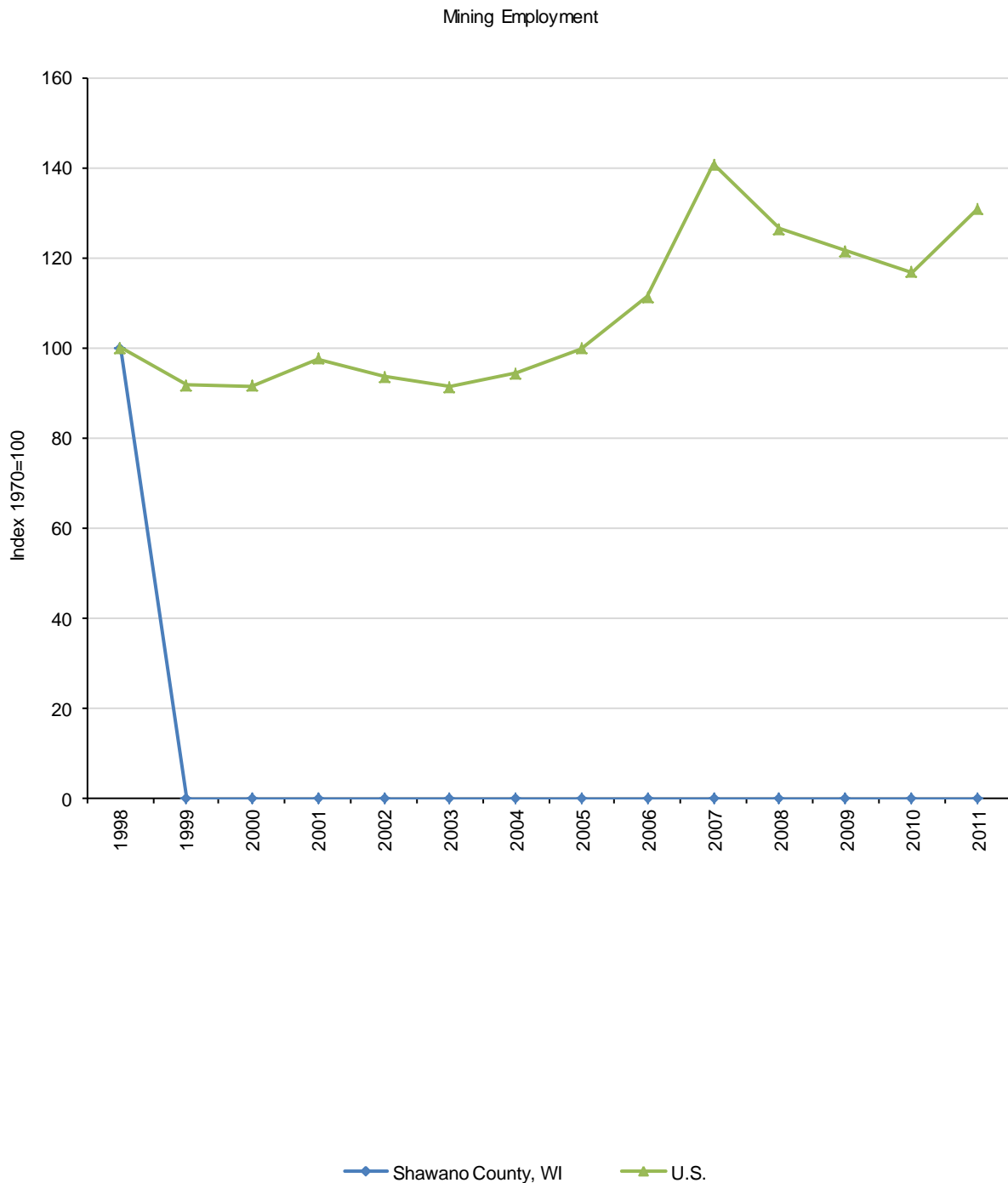
What do we measure on this page?

This page describes the change in mining employment for all selected geographies and the U.S. The information is indexed (1998=100) so that data from geographies with different size economies can be compared and to make it easier to understand the relative rate of growth or decline of mining employment over time.

Index: Indexed numbers are compared with a base value. In the line chart, employment in 1998 is the base value, and is set to 100. The employment values for subsequent years are expressed as 100 times the ratio to the base value. The indexing used in the line chart enables easier comparisons between geographies over time.

The term "benchmark" in this report should not be construed as having the meaning as in the National Forest Management Act (NFMA).

Note: If many geographies are selected, it may be difficult to read the figures on this page.



From 1998 to 2011, the U.S. had the fastest rate of change in mining employment, and the U.S. had the slowest.

Why is it important?

Not all geographies have attracted or lost mining industries and employment at the same rate. An index makes it clear where the rate of mining growth or decline has been the fastest. Lines above 100 indicate positive absolute growth while those below 100 show absolute decline. The steeper the curve the faster the rate of change.

It may be helpful to look for large year-to-year rises or dips in figure lines to identify rapid employment changes. If the reasons behind these fluctuations are not evident, it may be helpful to talk with regional experts or locals to learn more about what caused abrupt changes.

Geographies with economies that focus narrowly on resource extraction, particularly on fossil fuel development, can be subject to boom-and-bust cycles as well as other economic challenges, such as slower long-term economic growth. These difficulties are sometimes called the "resource curse" in reference to the apparent paradox that areas rich in natural resources often underperform economically.

Non-Labor Income

How large is non-labor income relative to total personal income?

What do we measure on this page?

This page compares non-labor sources of income and labor earnings.

Labor Earnings: This represents net earnings by place of residence, which is earnings by place of work (the sum of wage and salary disbursements, supplements to wages and salaries, and proprietors' income) less contributions for government social insurance, plus an adjustment to convert earnings by place of work to a place of residence basis.

Non-Labor Income: Dividends, interest, and rent (money earned from investments), and transfer payments (includes government retirement and disability insurance benefits, medical payments such as mainly Medicare and Medicaid, income maintenance benefits, unemployment insurance benefits, etc.) make up non-labor income. Non-labor income is reported by place of residence.

Dividends, Interest, and Rent: This includes personal dividend income, personal interest income, and rental income of persons with capital consumption adjustment that are sometimes referred to as "investment income" or "property income."

Transfer Payments: This component of personal income is payments to persons for which no current services are performed. It consists of payments to individuals and to nonprofit institutions by federal, state, and local governments and by businesses.

Non-Labor Share of Total Personal Income, 2012 (Thousands of 2012 \$s)

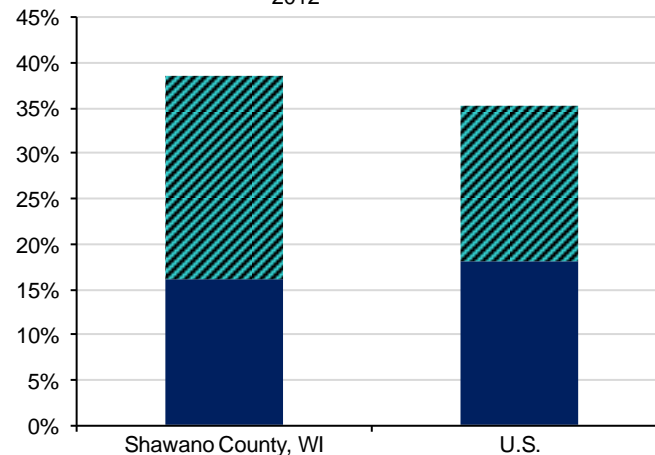
	Shawano County, WI	U.S.
Total Personal Income (\$1000)	1,462,462	13,729,063,000
Non-Labor Income	565,813	4,853,442,000
Dividends, Interest, & Rent	235,721	2,495,206,000
Transfer Payments	330,092	2,358,236,000
Labor Earnings	896,649	8,875,621,000

Percent of Total

Non-Labor Income	38.7%	35.4%
Dividends, Interest, & Rent	16.1%	18.2%
Transfer Payments	22.6%	17.2%
Labor Earnings	61.3%	64.6%

Non-labor income and Labor earnings may not add to total personal income because of adjustments made by the Bureau of Economic Analysis to account for contributions for social security, cross-county commuting, and other factors.

Percent of Total Personal Income from Non-Labor Sources,
2012



■ Dividends, Interest, & Rent ■ Transfer Payments

In 2012, Shawano County, WI had the largest percent of total personal income from non-labor sources (38.7%), and the U.S. had the smallest (35.4%).

In 2012, transfer payments was the largest source of non-labor income in the Shawano County WI (22.6%), and dividends, interest, & rent was the smallest (16.1%).

Why is it important?

In many places non-labor income can be the single largest component of personal income, and also the largest source of new personal income. Nationally, non-labor income represented 33 percent of total personal income in 2008 and 26 percent of net new personal income from 1990 to 2008. With the baby boom generation reaching retirement age, it is likely non-labor income will continue to be a growing source of personal income.

Unlike most sources of labor income, non-labor income, which often arrives in the form of a dividend check or retirement benefit, can be more difficult to see in a local economy. Because non-labor income is often a large and growing source of personal income, it is important for public land managers to understand this portion of the economy.

When investigating non-labor income some important issues for public land managers include whether the area is attracting retirees and people with investment income, the role public lands play in attracting and retaining people with non-labor income, how these people use or enjoy public lands, and whether these uses or ways of enjoying public lands are at odds with current uses or management.

If public lands resources are one of the reasons growing areas are able to attract and retain non-labor sources of income, then public lands are important to local economic well-being by contributing to economic growth and per capita income. If, on the other hand, contracting populations or industries result in a shrinking labor market, non-labor income may be important as a remaining source of income and can help stabilize downturns.

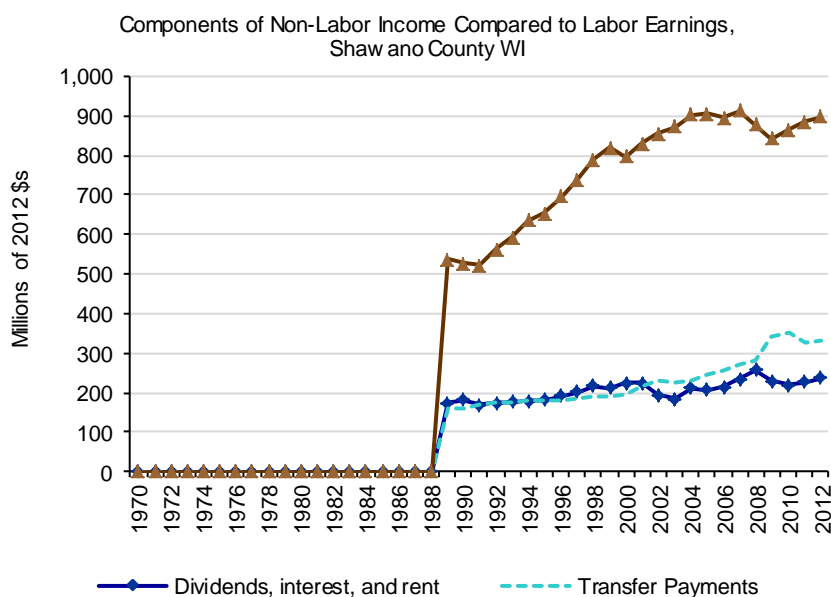
How has non-labor income changed?

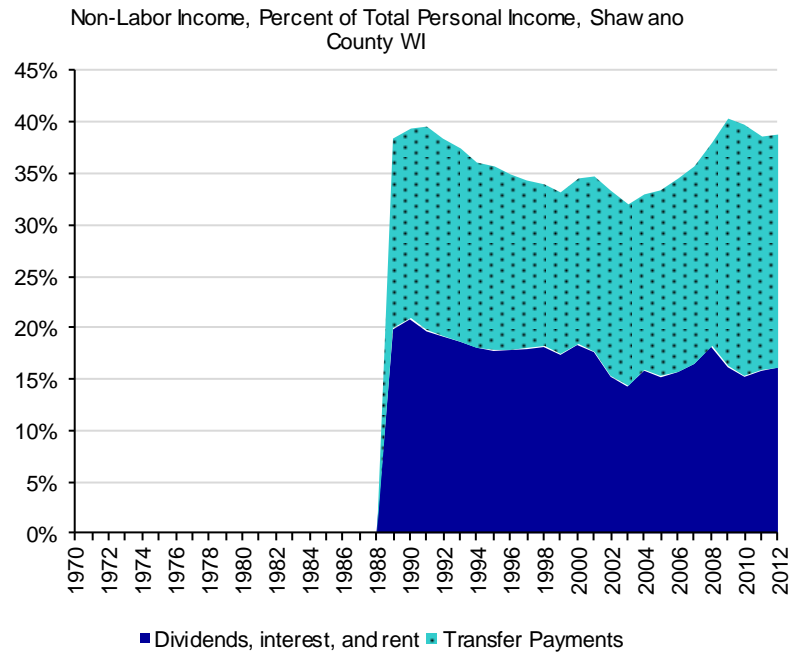
What do we measure on this page?

This page describes trends in labor and non-labor sources of income (in real terms) over time.

Labor Earnings: This represents net earnings by place of residence, which is earnings by place of work (the sum of wage and salary disbursements, supplements to wages and salaries, and proprietors' income) less contributions for government social insurance, plus an adjustment to convert earnings by place of work to a place of residence basis.

Non-Labor Income: Dividends, interest, and rent (money earned from investments), and transfer payments (includes government retirement and disability insurance benefits, medical payments such as mainly Medicare and Medicaid, income maintenance benefits, unemployment insurance benefits, etc.) make up non-labor income. Non-labor income is reported by place of residence.





In 1970, non-labor income represented 0 percent of total personal income. By 2012, non-labor income had increased to 38.7 percent of total personal income.

In 1970, dividends, interest, and rent represented 0 percent of total personal income. By 2012, dividends, interest, and rent had increased to 16.1 percent of total personal income.

In 1970, transfer payments represented 0 percent of total personal income. By 2012, transfer payments had increased to 22.6 percent of total personal income.

Why is it important?

This page allows the user to see trends and the relative scale between labor and non-labor sources of income. The top figure, Components of Non-Labor Income Compared to Labor Earnings, is useful to determine whether non-labor income is significant, whether it has grown faster or slower than labor earnings, and whether it is more heavily weighted toward investment income or transfer payments. The bottom figure, Non-Labor Income, Percent of Total Personal Income, shows the region's dependence on non-labor income sources as a percent of total personal income.

Non-labor income may be an important source of spending power in many communities. If the non-labor income source comes from outside a place, it represents new dollars to that place. If non-labor income is more stable than labor earnings, it can help to stabilize the volatility of a local economy.

A large and growing share of total personal income from non-labor sources does not necessarily indicate a high quality of life. It can point to a relatively small labor market, and can include components of non-labor income that are indicators of poverty, such as welfare payments. For more details on the makeup of non-labor income see the section "non-labor income components" in this report.

What are the major components of non-labor income?

What do we measure on this page?

This page describes the components of non-labor income, how they have changed over time (in real terms).

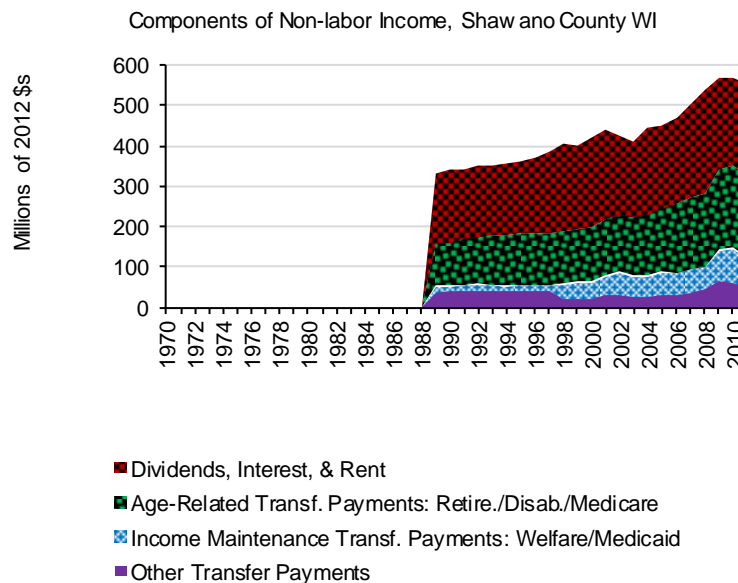
In the figures shown here, dividends, interest, and rent (money earned from investments) are indicated in dark blue. Transfer payments that are age-related (Medicare, and retirement and disability insurance benefits) are indicated in the lightest blue. Transfer payments that are associated with poverty and welfare (Medicaid and income maintenance benefits) are indicated in medium blue. All other components of transfer payments are indicated in black.

Percent of Total

	Shawano County, WI	U.S.
Dividends, Interest, Rent	41.7%	51.4%
Total Transfer Payments	58.3%	48.6%
Government payments to individuals	54.2%	47.3%
Retirement & disability insurance benefits	23.1%	15.8%
Medical payments	21.1%	20.5%
Medicare	12.9%	11.5%
Medicaid	8.0%	8.5%
Military	0.1%	0.3%
Income maintenance benefits ("welfare")	4.4%	5.8%
Unemployment insurance benefits	3.0%	2.3%
Veterans benefit payments	1.9%	1.3%
All other gov't payments to individuals	0.5%	1.5%
Payments to nonprofit institutions	1.0%	0.9%
Business payments to individuals	0.4%	0.3%

Components of Non-Labor Income, Shawano County WI, 2011 (Thousands of 2012 \$s)

	Shawano County, WI	U.S.
Total Non-Labor Income (\$1000)	565,813	4,853,442,000
Dividends, Interest, Rent	235,721	2,495,206,000
Total Transfer Payments	315,918	2,367,915,452
Government payments to individuals	306,484	2,297,209,160
Retirement & disability insurance benefits	130,654	765,627,480
Medical payments	119,333	995,197,288
Medicare	72,848	556,543,016
Medicaid	45,362	412,374,753
Military	513	14,740,177
Income maintenance benefits ("welfare")	24,907	283,875,777
Unemployment insurance benefits	17,192	110,834,655
Veterans benefit payments	10,511	64,591,523
All other gov't payments to individuals	2,654	72,788,111
Payments to nonprofit institutions	5,595	41,588,393
Business payments to individuals	2,255	16,766,862



Why is it important?

In some geographies, non-labor income has grown rapidly over the last three decades, while in others it has not. Also, some geographies are more dependent on non-labor sources of income than others. Because non-labor income is often so significant, it is important to understand component details. Some places may rely more on investment income, others on retirement benefits, and still others on welfare-related income streams. The table shows absolute values and percent of total non-labor income, while the figure shows key long-term trends.

Some important metrics include the largest components of non-labor income, whether non-labor income is growing, which components are growing the fastest, whether investment earnings are significant and growing, and whether age-related components of transfer payments are significant and growing. Also worth considering is whether the growth in non-labor income stems from new investment and age-related income and whether poverty-related components of transfer payments are significant and growing.

If age-related transfer payments are significant and growing, it may be important to consider whether public lands resources are meeting the needs of an aging population. If poverty-related transfer payments are significant and growing, it may be important to consider whether there are environmental justice issues related to public lands management.

How does regional non-labor income compare to the U.S.?

What do we measure on this page?

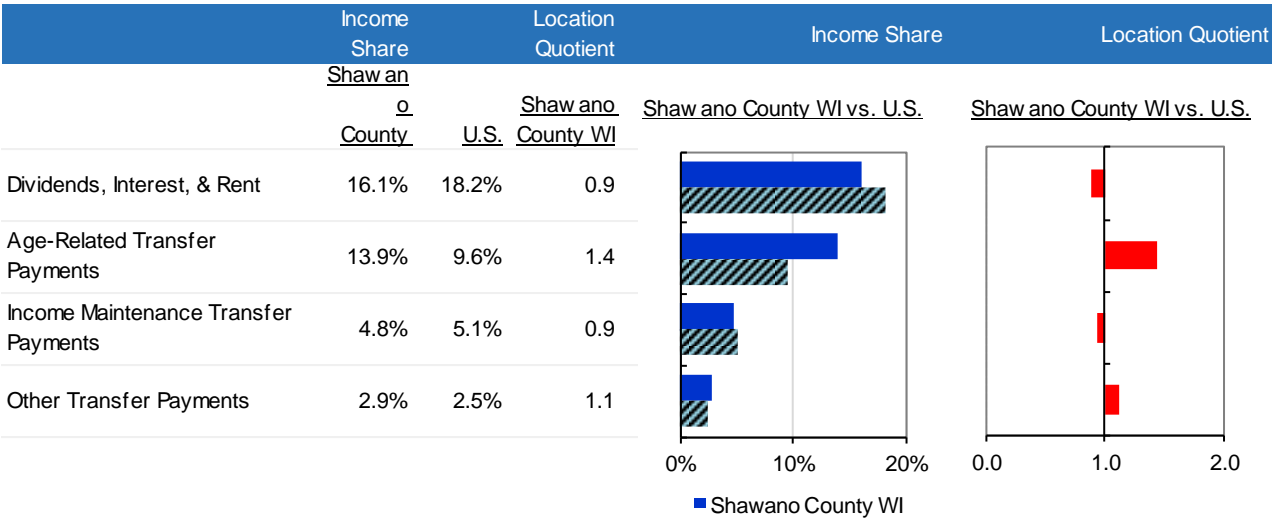
This page describes how the region is specialized (or under-specialized) in components of non-labor income. The figure illustrates the difference between the region and the U.S. by comparing non-labor income as a share of total personal income and with location quotients.

A location quotient (LQ) is generally the percent of local employment in a sector divided by the percent employment in the same sector in the U.S. It is a ratio that measures specialization, using the U.S. as a benchmark. An LQ greater than 1.0 means the local area is more specialized in that sector relative to the U.S. An LQ less than 1.0 means it is less specialized. While LQs are normally used to calculate employment specialization, they are used here to measure the relative degree of specialization in non-labor income. Some economists use LQs as a way to calculate basic activity: activities that bring outside money into the local economy. Non-labor income, much of which originates outside of a local market, is a part of the economic base in most geographies.

Dividends, Interest, and Rent: This includes personal dividend income, personal interest income, and rental income of persons with capital consumption adjustment that are sometimes referred to as "investment income" or "property income."
Age-Related Transfer Payments: This measures Medicare and retirement and disability insurance benefits.
Income Maintenance Transfer Payments: These payments are associated with poverty and welfare such as Medicaid and income maintenance benefits.
Other Transfer Payments: This includes all other components of transfer payments not identified in age-related and income maintenance definitions above.

The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest management Act (NFMA).

Percent Total Personal Income in Non-Labor Income, Shawano County WI vs. United States, 2011



In 2011, age-related transfer payments had the highest location quotient score (1.4) and dividends, interest, & rent had the lowest (0.9).

Why is it important?

Non-labor income is a growing and often significant part of the economy. By comparing to the U.S., we can see whether the region is relatively specialized in non-labor sources of income. As with any sector, specialization has its plusses and minuses. On the one hand, an area that attracts retirement and investment income, for example, may have a high quality of life, a relatively low cost of living, and other competitive and comparative advantages. On the other hand, over-reliance on one form of income, such as investment income for example, can be risky when there are sharp declines in the stock market.

Areas where the region is less specialized ($LQ < 1.0$) can mean opportunities for expansion by attracting this form of personal income. Areas where the region is more specialized ($LQ > 1.0$) is an indication that the region attracts more non-labor income than the U.S. One caveat: LQs can change from year to year.

A few caveats: (1) A large location quotient for a particular sector does not necessarily mean that sector is a significant contributor to the economy. (2) LQs greater than 1.0 only suggest potential export capacity when compared to the U.S. and do not take into account local demand. Local demand may be greater than a national average, and therefore all goods and services may be consumed locally (i.e., not exported). (3) LQs can change from year to year. (4) LQs can vary whether one uses income or wage data rather than employment.

How does non-labor income compare across geographies?

What do we measure on this page?

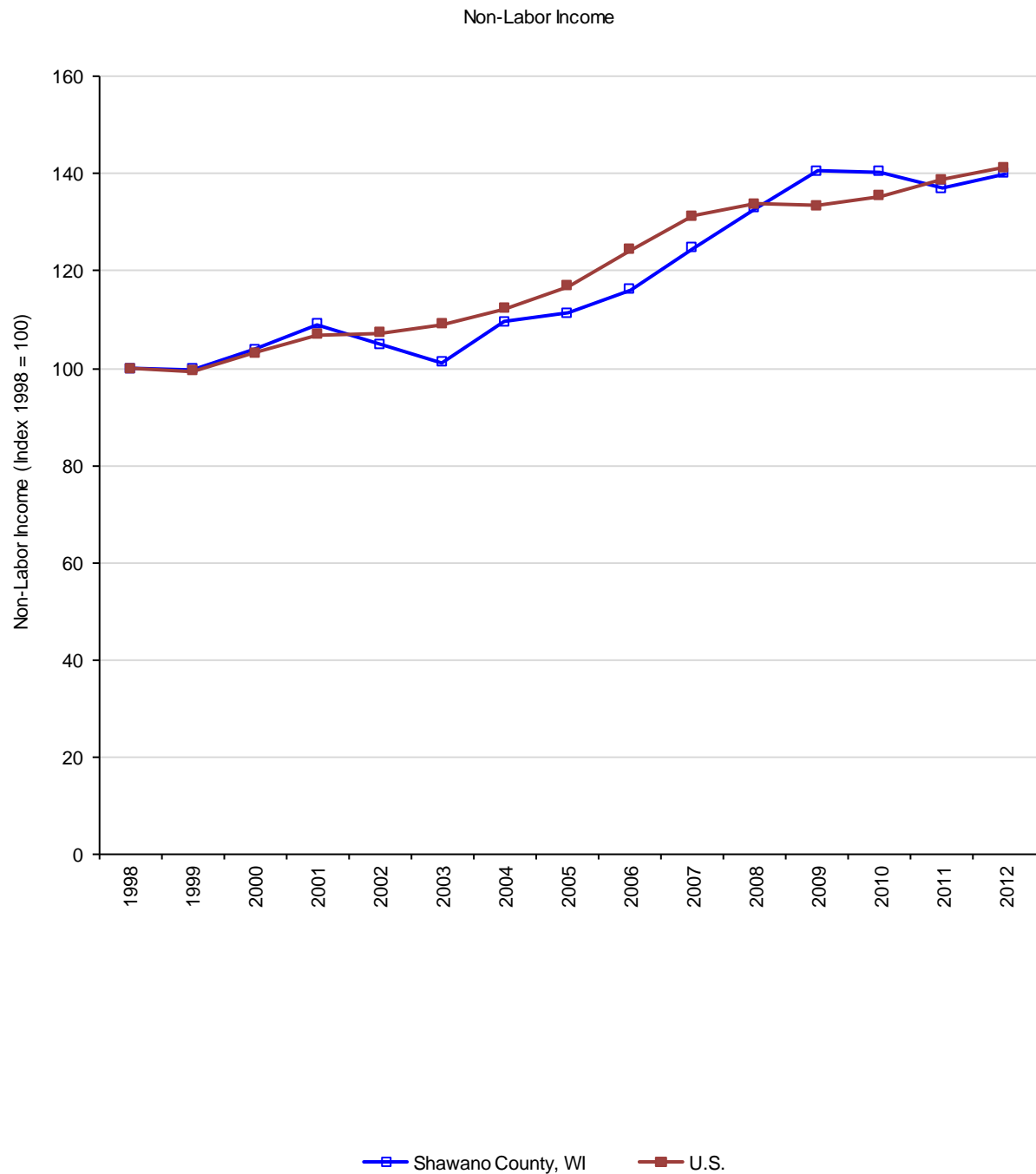
This page compares the change in non-labor income for the geographies selected and the U.S. The information is indexed (1998=100) so that data from geographies with different size economies can be compared and to make it easier to understand the relative rate of growth or decline of non-labor income over time.

Index: Indexed numbers are compared with a base value. In the line chart, non-labor income in 1998 is the base value, and is set to 100. The non-labor income values for subsequent years are expressed as 100 times the ratio to the base value. The indexing used in the line chart enables easier comparisons between geographies over time.

The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act (NFMA).

Note: If many counties are selected, it may be difficult to read the figure on this page

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From 1998 to 2012, the U.S. had the fastest rate of change in non-labor income, and Shawano County, WI had the slowest.

Why is it important?

Not all geographies have attracted or lost non-labor income at the same rate. An indexed chart makes it clear where the rate of non-labor income growth or decline has been the fastest. Line charts above 100 indicate positive absolute growth while those below 100 show absolute decline. The steeper the curve the faster the rate of change.

This line chart can also be used to examine whether there are differences in volatility (i.e., year-to-year fluctuations) of growth or decline between

Service Sectors

What sectors comprise services?

What do we measure on this page?

This page describes the number of jobs in services broken out by individual service sectors.

Services are made up of 15 service-related sectors shown in the table Employment in Services. These are displayed at the 2-digit level, according to the North American Industrial Classification System (NAICS). Non-services are made up of all industries that are not classified by the federal government as services.

Services: Consists of the following sectors: Utilities; Wholesale Trade; Retail Trade; Transportation & Warehousing; Information; Finance & Insurance; Real Estate & Rental & Leasing; Professional, Scientific, & Tech.; Mgmt. of Companies & Enterprises; Administrative & Support Services; Educational Services; Health Care & Social Assistance; Arts, Entertainment, & Recreation; Accommodation & Food Services; and Other Services.

Non-Services: Consists of the following sectors: Mining; Construction; Manufacturing; and Agriculture, Forestry, Fishing, and Hunting.

Employment in Services, 2011

	Shawano County, WI	U.S.
Total Private Employment	10,031	113,425,965
Services Total	~7,158	~96,424,507
Utilities	~11	639,795
Wholesale trade	429	5,626,328
Retail Trade	1,522	14,698,563
Transportation and Warehousing	255	4,106,359
Information	82	3,121,317
Finance and Insurance	278	5,886,602
Real Estate and Rental and Leasing	~54	1,917,640
Professional, Scientific, and Tech.	198	7,929,910
Mgmt. of Companies and Enterprises	~244	2,921,669
Administrative and Support Services	225	9,389,950
Educational Services	95	3,386,047
Health Care and Social Assistance	1,627	18,059,112
Arts, Entertainment, and Recreation	~500	2,003,129
Accommodation and Food Services	1,160	11,556,285
Other Services	478	5,181,801
Unclassified	~3	~24,999
Non-Services	~2,873	~17,001,458

Employment in Services, 2011

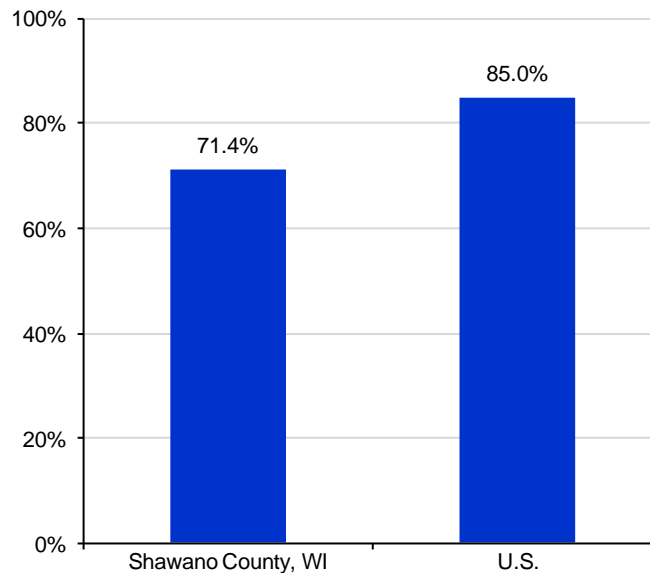
Shawano County, WI

U.S.

Percent of Total Private Employment

Services Total	~71.4%	~85.0%
Utilities	~0.1%	0.6%
Wholesale trade	4.3%	5.0%
Retail Trade	15.2%	13.0%
Transportation and Warehousing	2.5%	3.6%
Information	0.8%	2.8%
Finance and Insurance	2.8%	5.2%
Real Estate and Rental and Leasing	~0.5%	1.7%
Professional, Scientific, and Tech.	2.0%	7.0%
Mgmt. of Companies and Enterprises	~2.4%	2.6%
Administrative and Support Services	2.2%	8.3%
Educational Services	0.9%	3.0%
Health Care and Social Assistance	16.2%	15.9%
Arts, Entertainment, and Recreation	~5.0%	1.8%
Accommodation and Food Services	11.6%	10.2%
Other Services	4.8%	4.6%
Unclassified	~0.0%	~0.0%
Non-Services	~28.6%	~15.0%

Percent of Total Private Employment in Services, 2011



In 2011, the U.S. had the largest percent of total employment in services (85%), and Shawano County, WI had the smallest (71.4%).

Why is it important?

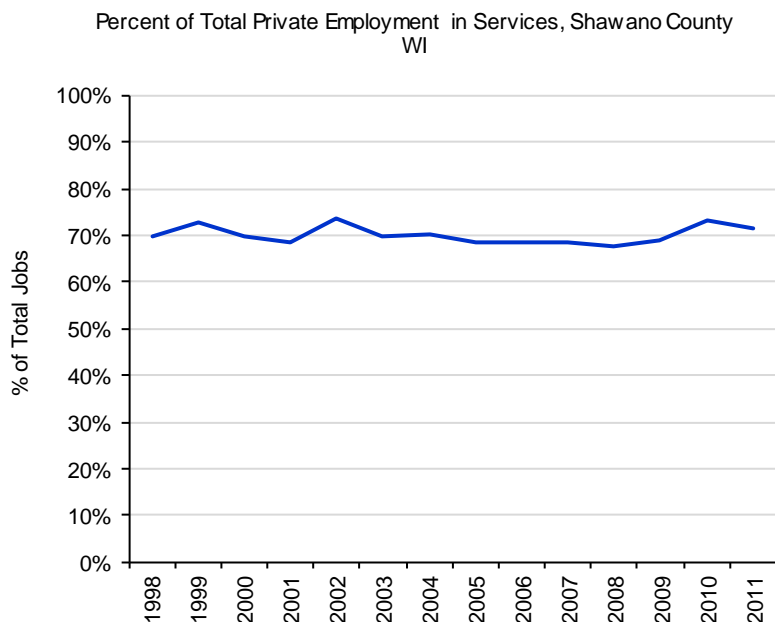
The information in this report is useful for exploring the growth of services, details on service sectors, and the mix of high and low-wage services across geographies.

Almost all jobs created in the U.S. today are in service sectors. From 1990 to 2008, for example, more than 99 percent of net new jobs created in the U.S. economy were in service sectors. Despite the strong growth of employment in services, the term "services" is often misunderstood. Services consist of a wide mix of jobs, combining high-wage, high-skilled occupations (e.g., doctors, software developers) with low-wage, low-skilled occupations (e.g., restaurant workers, tour bus operators). The service sector typically provides services, such as banking and education, rather than creating tangible objects. However, some service sectors, such as utilities and architecture, are closely associated with goods-producing sectors.

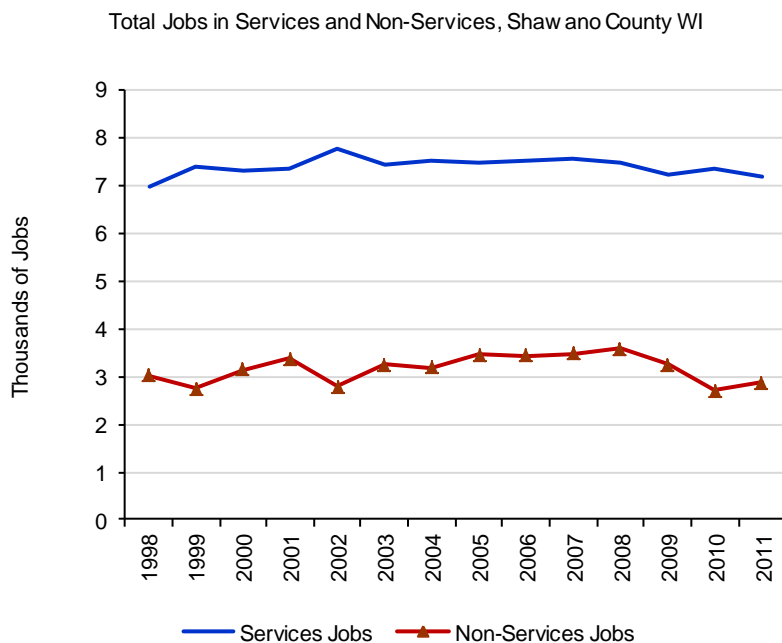
How has employment in services changed?

What do we measure on this page?

This page describes employment trends in regional services as a percent of all jobs, and compares services to non-services over time.



In 1998, employment in services was 69.8% of total jobs. In 2011, employment in services was 71.4% of total jobs.



From 1998 to 2011, employment in services grew from 6,948 to 7,158 jobs, an increase of 3 percent.

From 1998 to 2011, employment in non-services declined from 3,004 to 2,873 jobs, a decrease of -4 percent.

Why is it important?

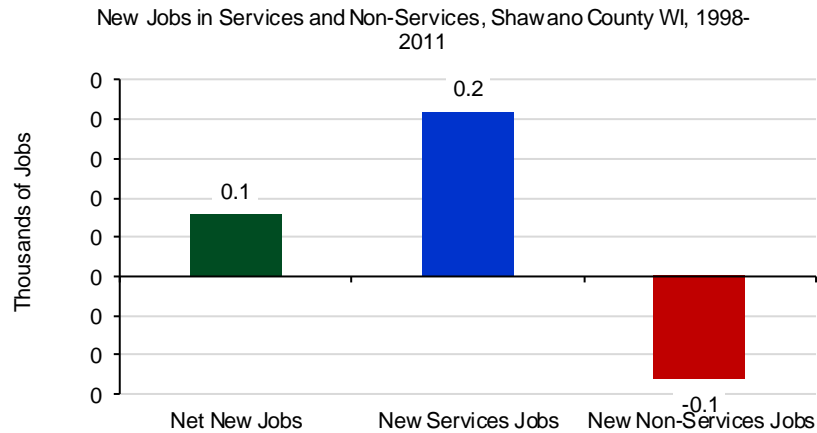
Services account for more than 99 percent of new job growth in the U.S. since 1990. If services are a large proportion of existing jobs and of new jobs in the local economy, then from the perspective of a public lands manager it may be important to conduct additional research to determine whether

public lands play a role in stimulating new service industry growth. It may be that public lands create a setting that attracts and retains service businesses. Perhaps the recreational and environmental amenities of public lands attract "footloose" (i.e., able to live almost anywhere) service workers. If so, it is possible that new demands may be placed on public lands. It is possible that a shift toward a service-based economy corresponds with a shift in values and expectations regarding how public lands should be managed.

How has employment in services changed?

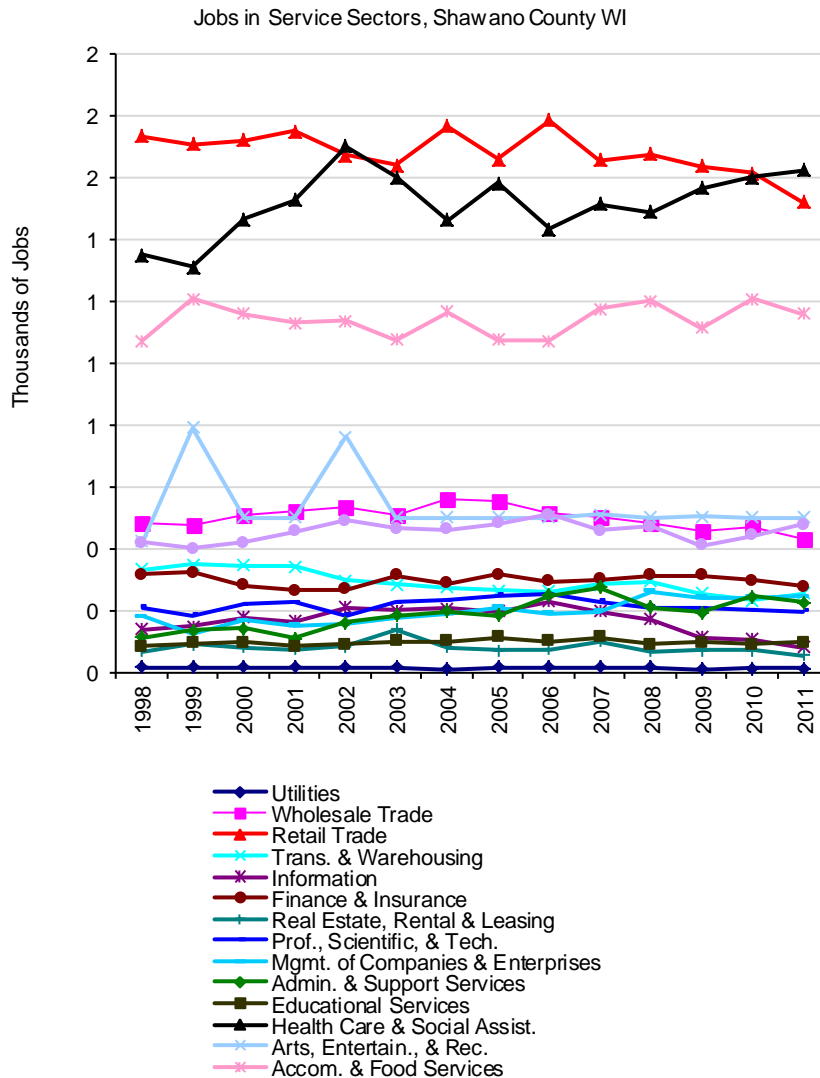
What do we measure on this page?

This page compares the size of employment growth in services and non-services and shows employment trends in service sectors.



From 1998 to 2011, employment in services increased by 210 jobs.

From 1998 to 2011, employment in non-services decreased by -131 jobs.



In 2011, the top three service sectors in terms of employment were retail trade (1,659 jobs), health care & social assist. (1,515 jobs), and accom. & food services (1,178 jobs).

From 1998 to 2011, the three service sectors that had the most job growth were admin. & support services (from 114 jobs to 225 jobs, a 97.4% change), mgmt. of companies & enterprises (from 181 to 244 jobs, a 34.8% change) and health care & social assist. (from 1,351 to 1,627 jobs, a 20.4% change) .S. Department of Commerce. 2013. Census Bureau, County Business Patterns, Washington, D.C.

Why is it important?

In the U.S., and in many counties and regions across the country, service sectors have created the majority of new jobs in recent decades. Since the bulk of recent economic growth has been related to services and there are wide discrepancies between the skills and wages of service sectors it is important to understand the mix of industries that make up services.

The figure New Jobs in Services and Non-Services illustrates whether services or non-services account for new job growth. The figure Jobs in Service Sectors shows a detailed breakdown of the components of service sectors for the same time period to indicate which service industries are driving job growth.

How do wages in service sectors compare to wages in other sectors?

What do we measure on this page?

This page describes wages (in real terms) from employment in service sectors compared to wages from employment in non-service sectors and government. It also describes the percent of jobs in each category. These are shown together to illustrate where the high and low-wage occupations are located (by geography and industry) and whether the jobs in each category make up a large or small proportion of total employment.

Average Annual Wages, 2012 (2012 \$s)

	Shawano County, WI	U.S.
All Sectors	\$28,137	\$49,289
Private	\$27,769	\$49,200
Services	\$23,982	\$47,389
Trade, Transportation, Utilities	\$27,251	\$41,357
Information	\$30,846	\$82,013
Financial Activities	\$33,559	\$80,097
Professional and Business	\$33,052	\$64,494
Education and Health	\$24,889	\$45,286
Leisure and Hospitality	\$10,355	\$20,213
Other Services	\$16,360	\$30,093
Non-Services	\$36,269	\$57,676
Natural Resources and Mining	\$34,202	\$55,933
Construction	\$37,916	\$52,294
Manufacturing (Incl. Forest Prod.)	\$36,716	\$60,491
Government	\$29,389	\$49,755

This table shows wage data from the Bureau of Labor Statistics, which does not report data for proprietors or the value of benefits and uses slightly different industry categories than those shown on previous pages of this report.

Percent of Total Employment, 2012

	Shawano County, WI	U.S.
Total Private	77.3%	84.0%
Services	53.5%	69.2%
Trade, Transport., Utilities	18.4%	19.2%
Information	1.6%	2.0%
Financial Activities	2.9%	5.7%
Professional and Business	4.6%	13.6%
Education and Health	13.4%	14.7%
Leisure and Hospitality	9.3%	10.4%
Other Services	3.3%	3.5%
Non-Services	23.8%	14.8%
Natural Resources and Mining	5.5%	1.5%
Construction	2.7%	4.2%
Manufacturing (Incl. Forest Prod.)	15.7%	9.0%
Government	22.7%	16.0%

This table shows employment data from the Bureau of Labor Statistics, which does not report data for proprietors or the value of benefits and uses slightly different industry categories than those shown on previous pages of this report.

Why is it important?

While nationally nearly all new jobs since 1990 have been in services, they are not equally distributed across the country, and not all counties are able to attract and retain the relatively high-wage services. Some counties may have high average annual wages in a particular sector, but few people employed in that sector. Others may have low wages in a particular sector, and many people employed in that sector.

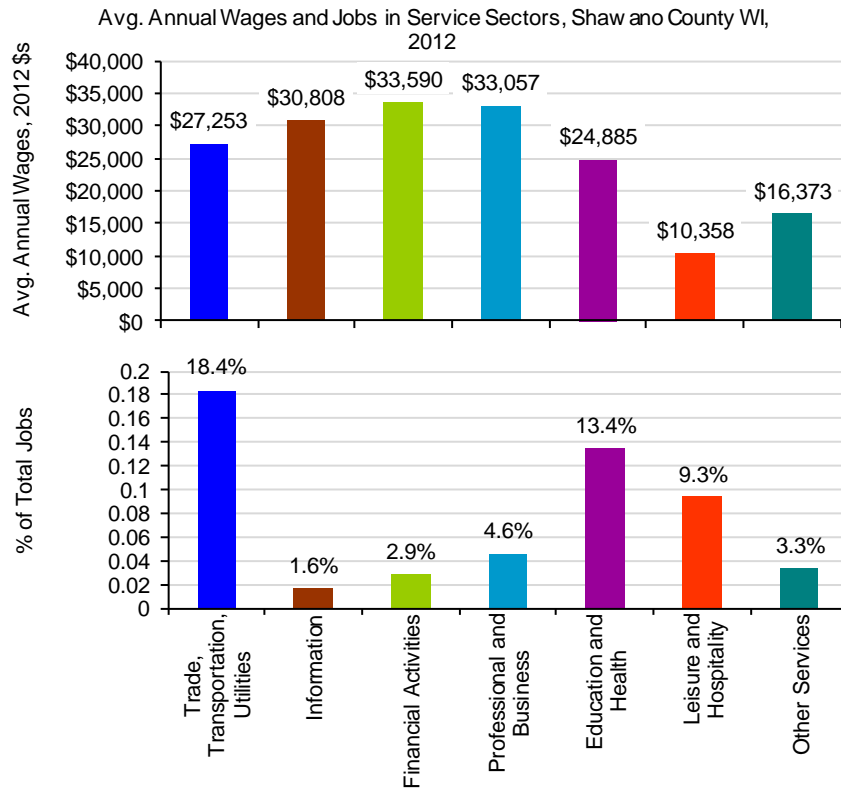
Additional research would be needed to determine whether a geography has the elements that need to be in place to attract and keep high-wage services workers. For example, those elements may include access to reliable transportation including airports, amenities, recreation opportunities, a trained workforce, and good schools. It is also worth investigating whether public lands play a role in attracting high-wage service workers (see Additional Resources mentioned in this report).

What is the relationship between jobs and wages in service sectors?

What do we measure on this page?

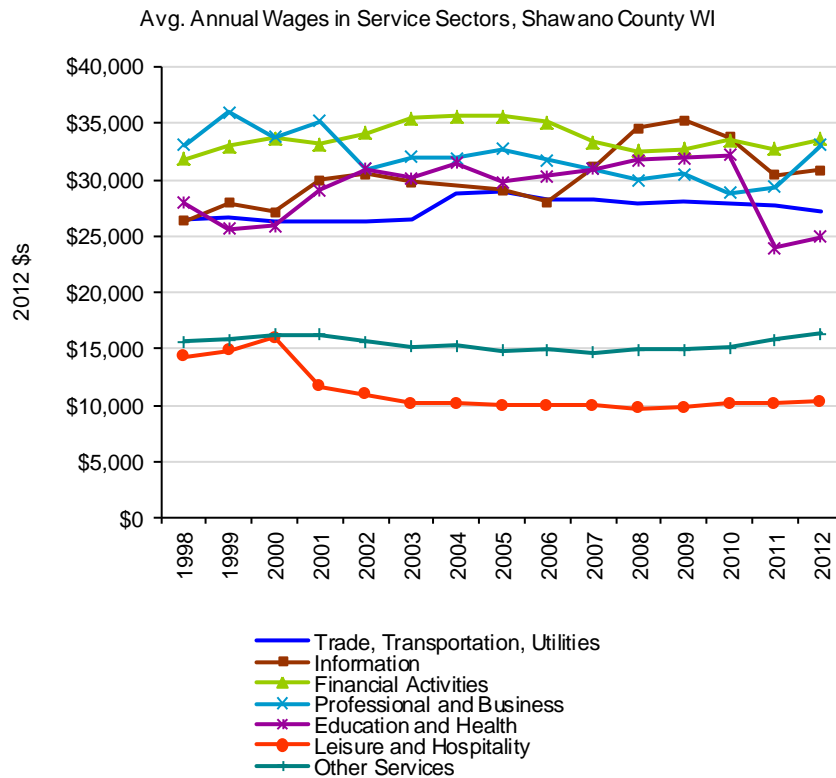
This page describes average wages (in real terms) and employment levels in different service sectors. It also shows average wage trends (in real terms) for service sectors at the regional level.

The figure Avg. Annual Wages in Service Sectors is useful for describing how many people are working in relatively high and low-wage service sectors. The line chart Avg. Annual Wages in Service Sectors is useful for comparing wage trends by service sector.



In 2012, the three service sectors that paid the highest wages were financial activities (\$33,590), professional and business (\$33,057), and information (\$30,808).

In 2012, the three service sectors that employed the highest proportion of people were trade, transportation, utilities (18.4% of total jobs), education and health (13.4% of total jobs), and leisure and hospitality (9.3% of total jobs).



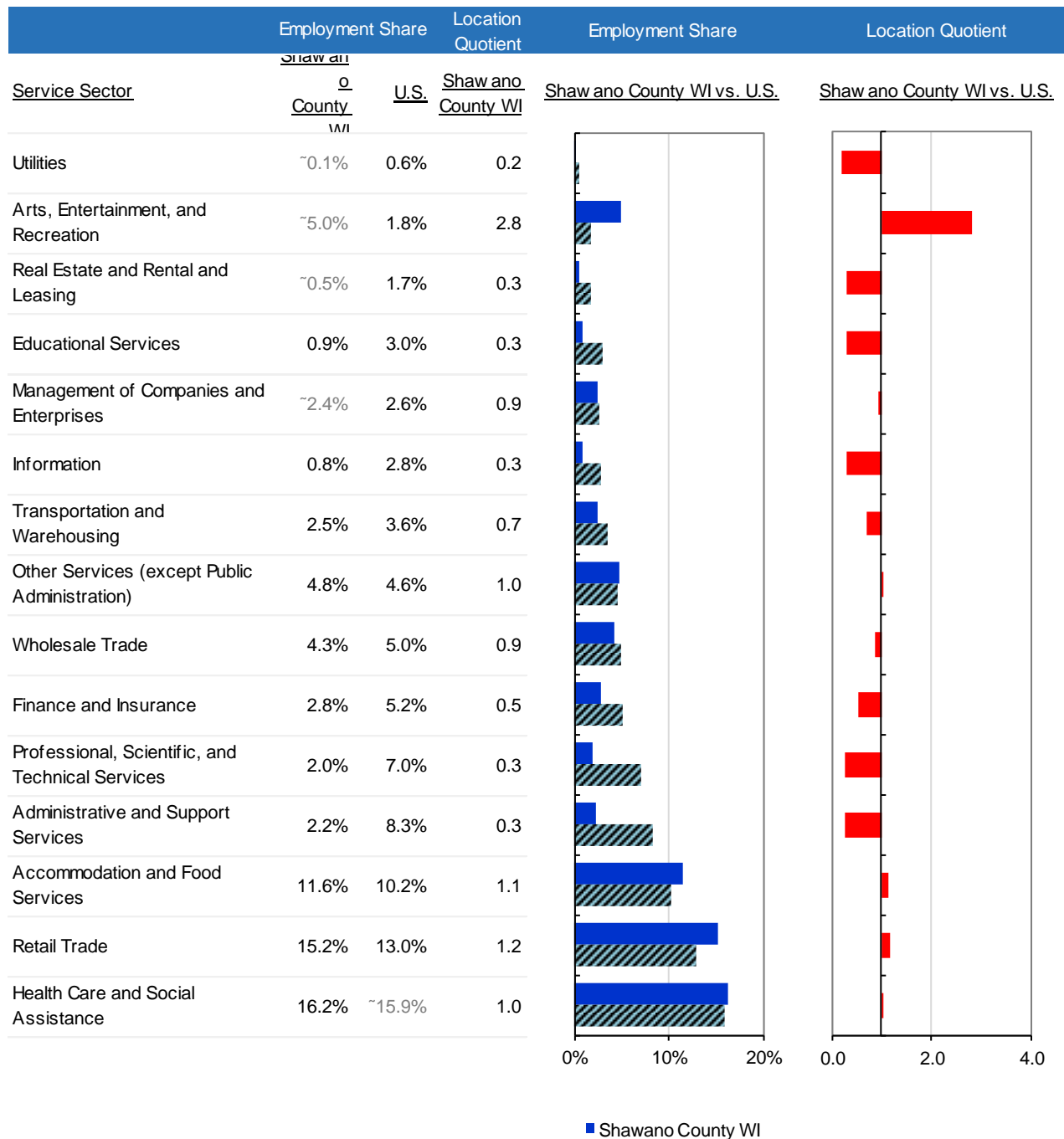
From 1998 to 2012, the three service sectors that had the fastest increase in average annual wages were information (from \$26,336 to \$34,603, an increase of 31.4%), education and health (from \$27,946 to \$31,698 an increase of 13.4%), and trade, transportation, utilities (from \$26,434 to \$27,893, an increase of 5.5%).

Why is it important?

While much of the growth in the economy has been in service industries, they do not all pay the same wages or employ the same number of people. Sometimes the lowest-wage service occupations employ the most people, and a few high-wage service-related occupations employ only a few people. For a county or region to perform well economically, it helps to have a diversity of service industries and a large number of people employed in the higher-wage components of services.

How does regional employment in service sectors compare to the U.S.?

Percent of Total Jobs in Service Sectors, Shawano County WI vs. U.S., 2011



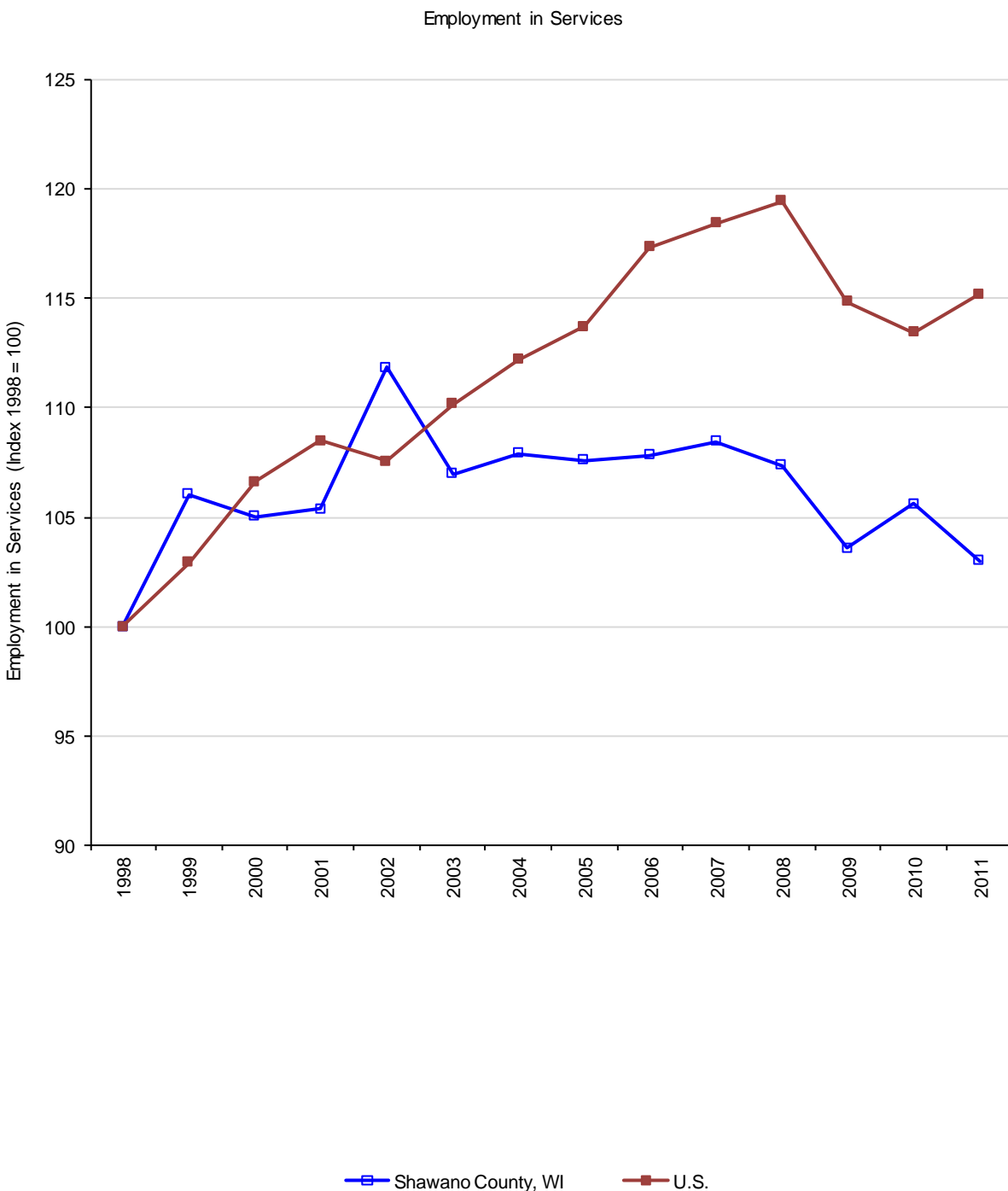
In 2011, arts, entertainment, and recreation had the highest location quotient score (2.8) and utilities had the lowest (0.3).

Why is it important?

Areas where the region is less specialized ($LQ < 1.0$) can mean opportunities for business expansion. Areas where the region is more specialized ($LQ > 1.0$) may be an indication that the region produces more than it needs in that particular industry and exports goods and services to outside markets.

A few caveats: (1) A large location quotient for a particular sector does not necessarily mean that sector is a significant contributor to the economy. (2) LQs greater than 1.0 only suggest potential export capacity when compared to the U.S. and do not take into account local demand. Local demand may be greater than a national average, and therefore all goods and services may be consumed locally (i.e., not exported). (3) LQs can change from year to year. (4) LQs can vary whether one uses income or wage data rather than employment.

How does employment in service sectors compare across geographies?



From 1998 to 2011, the U.S. had the fastest rate of change in services employment and Shawano County, WI had the slowest.

Why is it important?

Not all geographies have attracted or lost service sectors and employment at the same rate.

An indexed chart makes it clear where the rate of services growth or decline has been the fastest. Lines above 100 indicate positive absolute growth while those below 100 show absolute decline. The steeper the curve the faster the rate of change.

This line chart can also be used to examine whether there are differences in volatility (i.e., year-to-year fluctuations) of growth or decline between geographies.

Travel & Tourism

Which industries include travel & tourism jobs?

Employment in Travel & Tourism, 2011

	Shawano County, WI	U.S.
Total Private Employment	10,031	113,425,965
Travel & Tourism Related	~2,093	17,231,816
Retail Trade	~429	3,224,078
Gasoline Stations	262	847,516
Clothing & Accessory Stores	~58	1,659,696
Misc. Store Retailers	109	716,866
Passenger Transportation	~1	448,324
Air Transportation	0	425,787
Scenic & Sightseeing Transport	~1	22,537
Arts, Entertainment, & Recreation	~503	2,003,129
Performing Arts & Spectator Sports	~3	427,663
Museums, Parks, & Historic Sites	0	128,780
Amusement, Gambling, & Rec.	~500	1,446,686
Accommodation & Food	1,160	11,556,285
Accommodation	87	1,864,708
Food Services & Drinking Places	1,073	9,691,577
Non-Travel & Tourism	7,938	96,194,149

Percent of Total

Travel & Tourism Related	~20.9%	15.2%
Retail Trade	~4.3%	2.8%
Gasoline Stations	2.6%	0.7%
Clothing & Accessory Stores	~0.6%	1.5%
Misc. Store Retailers	1.1%	0.6%
Passenger Transportation	~0.0%	0.4%
Air Transportation	0.0%	0.4%
Scenic & Sightseeing Transport	~0.0%	0.0%
Arts, Entertainment, & Recreation	~5.0%	1.8%
Performing Arts & Spectator Sports	~0.0%	0.4%
Museums, Parks, & Historic Sites	0.0%	0.1%
Amusement, Gambling, & Rec.	~5.0%	1.3%
Accommodation & Food	11.6%	10.2%
Accommodation	0.9%	1.6%
Food Services & Drinking Places	10.7%	8.5%
Non-Travel & Tourism	79.1%	84.8%

The major industry categories (retail trade; passenger transportation; arts, entertainment, and recreation; and accommodation and food) in the table above are the sum of the sub-categories underneath them and as shown here do not represent NAICS codes. The data does not include employment in government, agriculture, railroads, or the self-employed because these are not reported by County Business Patterns. Estimates for data that were not disclosed are indicated with tildes (~).

Why is this Important?

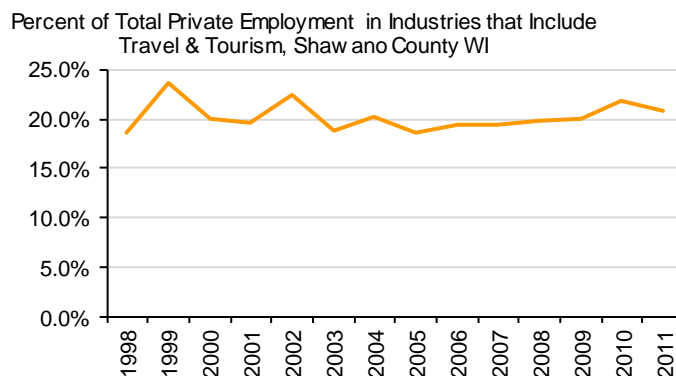
Public lands can play a key role in stimulating local employment by providing opportunities for recreation. Communities adjacent to public lands can benefit economically from visitors who spend money in hotels, restaurants, ski resorts, gift shops, and elsewhere. While the information in this report is not an exact measure of the size of the travel and tourism sectors, and it does not measure the type and amount of recreation on public lands, it can be used to understand whether travel and tourism-related economic activity is present, how it has changed over time, and whether there are differences between geographies.

How have industries that include travel and tourism changed?

What do we measure on this page?

This page describes trends in industries that include travel and tourism as a percent of all jobs and compares industries containing travel and tourism to the rest of the economy. It also shows jobs in industries that include travel and tourism as a percent of total employment.

The figures on this page that show industries that include travel and tourism as a percent of total jobs do not indicate the size of all travel and tourism related activity. Rather, they show the size of sectors that generally contain travel and tourism as a component of the overall economy. The share of the sectors shown here that corresponds to travel and tourism activities will vary between geographies.

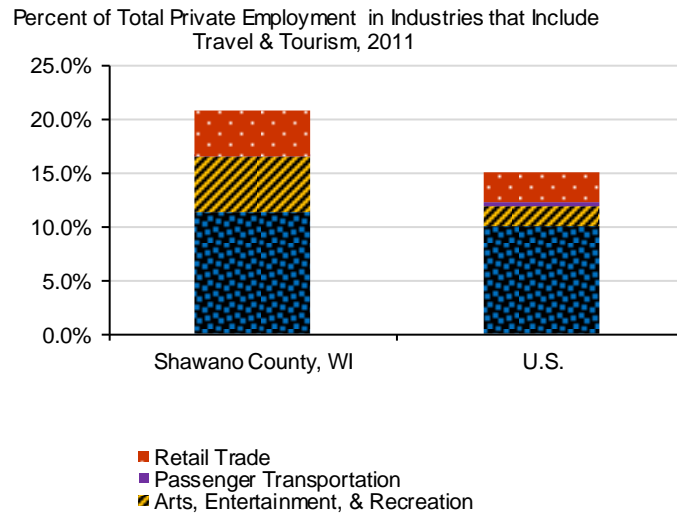


In 1998, travel & tourism represented 18.51% of total employment. By 2011, travel & tourism represented 20.87% of total employment.



From 1998 to 2011, travel & tourism employment grew from 1,842 to 2,093 jobs, a 13.6% increase.

From 1998 to 2011, non-travel & tourism employment shrank from 8,110 to 7,938 jobs, a 2.1% decrease.



In, 2011, Shawano County, WI had the largest percent of total travel & tourism employment (20.9%), and U.S. had the smallest (15.2%).

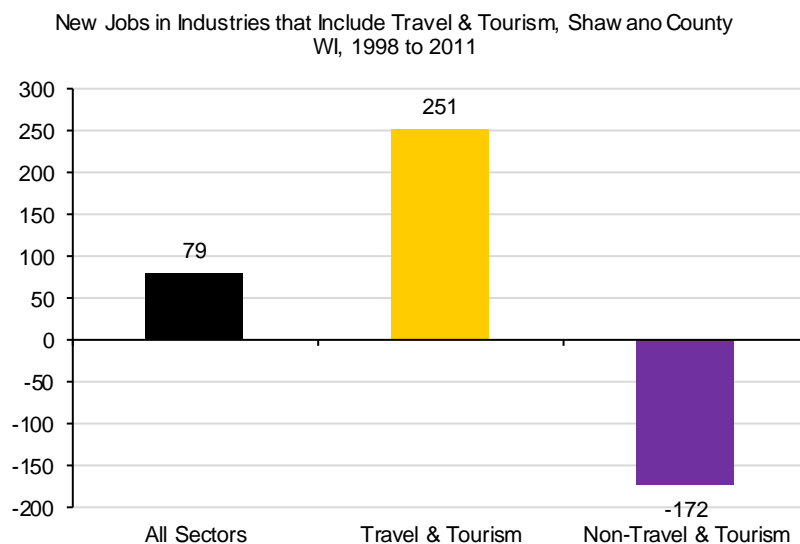
Why is it important?

In some geographies travel and tourism is a significant driver of the economy. This can be true for "resort" economies but also for other areas that have abundant natural and social amenities, and offer recreational opportunities. Public land resources are a primary draw for pleasure travelers in many of these geographies. In some of these places, travel and tourism-related employment is growing faster than overall employment. While pleasure travel and recreation are important economic activities in and of themselves, they also stimulate other forms of economic development when visitors move families and businesses to communities they first visited as tourists.

Which industries that include travel and tourism are changing the fastest?

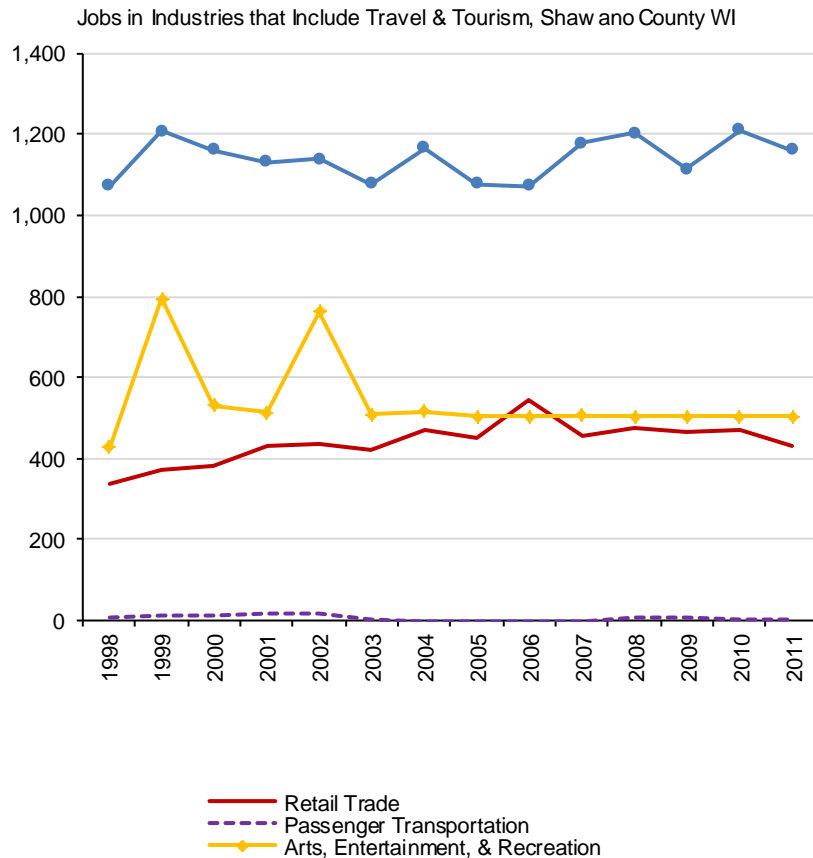
What do we measure on this page?

This page describes the change in employment in sectors that include travel and tourism compared to the change in other sectors, and compares how the various industries that include travel and tourism have changed over time.



From 1998 to 2011, travel & tourism employment grew by 251 jobs.

From 1998 to 2011, non-travel & tourism employment shrank by 172 jobs.



From 1998 to 2011, retail trade grew from 335 to 429 jobs, a 28.1% increase.

From 1998 to 2011, passenger transportation shrank from 7 to 1 jobs, a 85.7% decrease.

From 1998 to 2011, arts, entertainment, & recreation grew from 427 to 503 jobs, a 17.8% increase.

From 1998 to 2011, accommodation & food services grew from 1,073 to 1,160 jobs, a 8.1% increase.

Why is it important?

In some geographies travel and tourism is a significant driver of the economy. This can be true for "resort" economies but also for areas that have abundant natural and social amenities, and offer recreational opportunities. Public land resources are a primary draw for pleasure travelers in many of these geographies. In some of these places, travel and tourism-related employment is growing faster than overall employment. While pleasure travel and recreation are important economic activities in and of themselves, they also stimulate other forms of economic development when visitors move families and businesses to communities they first visited as tourists.

To what extent is overall employment seasonal or part time?

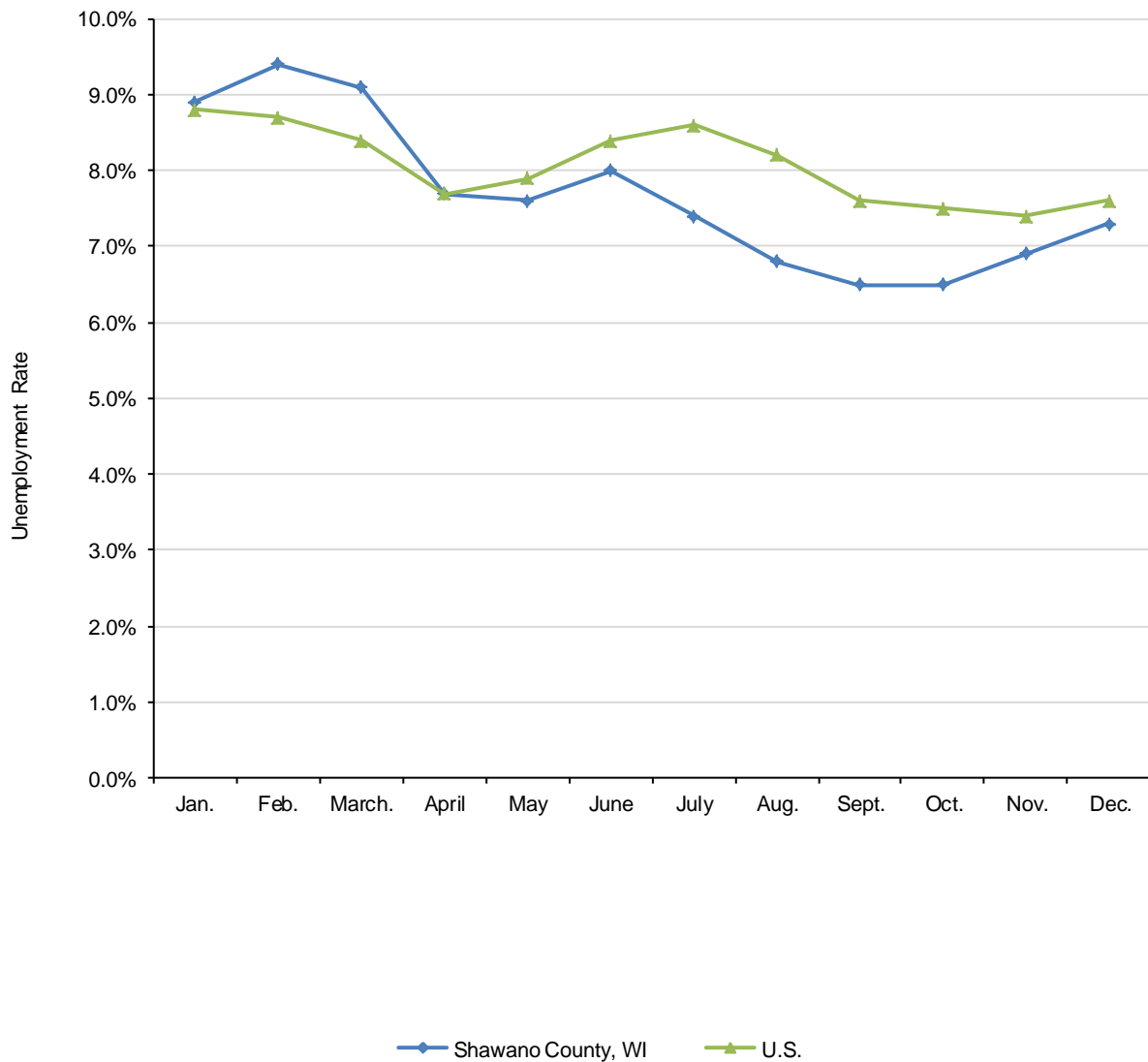
What do we measure on this page?

This page describes differences in the seasonality of employment and part-time work for all industries.

People with jobs (full or part-time) are employed; people who are jobless, looking for jobs, and available for work are unemployed; and people who are neither employed or unemployed are not in the labor force.

Note: If many geographies are selected, it may be difficult to read the top figure on this page.

Seasonal Unemployment, Shawano County WI, 2012



In 2012, Shawano County, WI had the most change in unemployment (biggest absolute value of difference between min and max), and Shawano County, WI had the least (smallest absolute value of difference between min and max).

Why is it important?

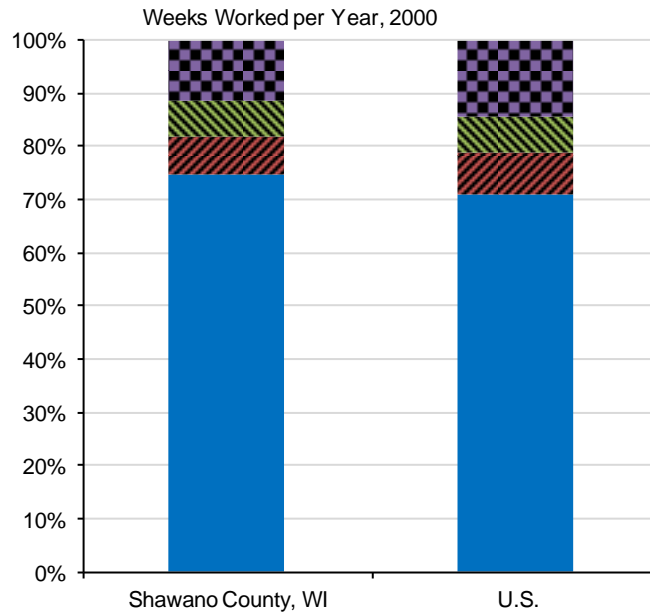
Unemployment rate fluctuations reflect not only normal seasonal weather patterns that tend to be repeated year after year, but also the hiring and layoff patterns that accompany regular events such as the winter holiday and summer vacation season. It is possible that some seasonal workers may not live in the geography selected and therefore do not show in the unemployment figures. And seasonal unemployment also occurs in places that have a relatively high concentration in construction, fishing, and agriculture sectors.

To what extent is overall employment seasonal or part time?

What do we measure on this page?

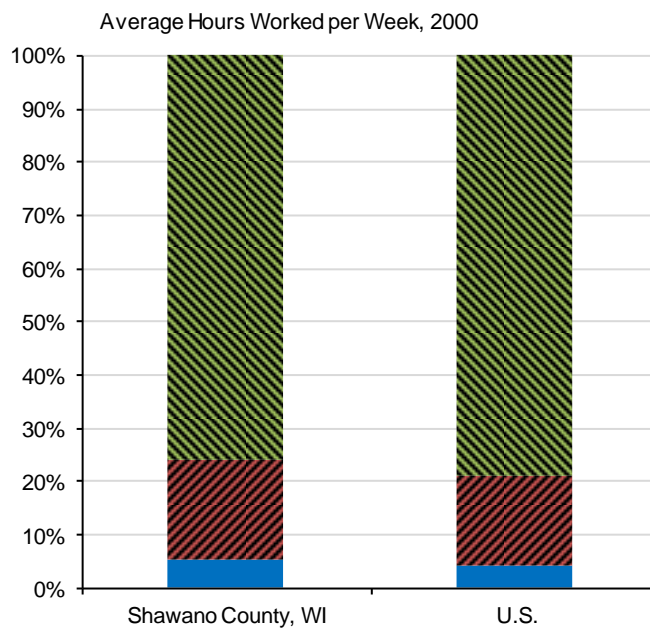
This page describes differences in the seasonality of employment and part-time work for all industries.

Seasonal jobs are those that vary from season to season (for example, people working in ski resorts are often seasonal workers; as are farm workers who help with seasonal harvests). This is different from part-time workers, who may or may not be seasonal but who work less than 40 hours per week.



■ 48 to 52 weeks ■ 40 to 47 weeks ■ 27 to 39 weeks ■ 1 to 26 weeks

In 2000, 18 percent of workers in Shawano County WI worked less than 40 weeks over the course of the year, compared to 20.9 percent for the nation.



■ 1 to 14 hrs. ■ 15 to 34 hrs. ■ 35 + hrs.

In 2000, 23.9 percent of workers in Shawano County WI worked less than 35 hours per week on average, compared to 21 percent for the nation.

Why is it important?

Places that rely economically on tourism can have higher rates of seasonal unemployment and more part-time workers. While seasonal and part-time indicators by themselves are not measures of tourism, they can be used to complement other data in this report and from elsewhere to evaluate the nature and extent of tourism activities.

How do wages in industries that include travel and tourism compare to wages in other sectors?

What do we measure on this page?

This page describes wages (in real terms) from employment in industries that include travel and tourism, including sub-sectors, compared to wages from employment in all non-travel and tourism sectors combined. It also describes the percent of jobs in each category. These are shown together to illustrate the relative wage levels in industries that include travel and tourism, including sub-sectors, and how many people are employed in each sub-sector.

The primary purpose of this page is to compare the average annual wages between sectors and to investigate the relative number of people employed in high and low-wage sectors.

Travel and Tourism: Consists of sectors that provide goods and services to visitors to the local economy, as well as to the local population. These industries are: retail trade; passenger transportation; arts, entertainment, and recreation; and accommodation and food. It is not known, without additional research such as surveys, what exact proportion of the jobs in these sectors is attributable to expenditures by visitors, including business and pleasure travelers, versus by local residents. Some researchers refer to these sectors as "tourism-sensitive." They could also be called "travel and tourism-potential sectors" because they have the potential of being influenced by expenditures by non-locals. In this report, they are referred to as "industries that include travel and tourism."

Percent of Total Employment, 2012

	Shawano County, WI	U.S.
All Sectors		
Private	77.3%	84.0%
Travel & Tourism	10.5%	13.1%
Retail Trade	2.2%	2.3%
Gasoline Stations	1.5%	0.6%
Clothing & Accessories	0.2%	1.1%
Misc. Store Retailers	0.5%	0.6%
Passenger Transportation	na	0.4%
Air Transportation	0.0%	0.3%
Scenic & Sightseeing	na	0.0%
Arts, Entertainment, & Rec.	na	1.5%
Performing Arts & Spectator Sports	na	0.3%
Museums, Parks, & Historic Sites	0.0%	0.1%
Amusement, Gambling, & Rec.	na	1.1%
Accommodations & Food	8.4%	8.9%
Accommodation	0.8%	1.4%
Food Services & Drinking Places	7.6%	7.6%
Non-Travel & Tourism	48.1%	70.9%
Government	22.7%	16.0%

Average Annual Wages, 2012 (2012 \$s)

	Shawano County, WI	U.S.
All Sectors	\$28,137	\$49,289
Private	\$27,769	\$49,200
Travel & Tourism	\$11,704	\$21,498
Retail Trade	\$16,657	\$20,690
Gasoline Stations	\$15,273	\$19,201
Clothing & Accessories	\$15,433	\$19,784
Misc. Store Retailers	\$20,535	\$23,851
Passenger Transportation	na	\$62,774
Air Transportation	na	\$64,843
Scenic & Sightseeing	na	\$29,584
Arts, Entertainment, & Rec.	na	\$33,710
Performing Arts & Spectator Sports	na	\$80,577
Museums, Parks, & Historic Sites	na	\$31,386
Amusement, Gambling, & Rec.	na	\$20,491
Accommodations & Food	\$10,407	\$17,945
Accommodation	\$11,041	\$27,275
Food Services & Drinking Places	\$10,342	\$16,242
Non-Travel & Tourism	\$29,633	\$54,318
Government	\$29,396	\$49,755

This table shows wage data from the Bureau of Labor Statistics, which does not report data for proprietors or the value of benefits; the major industry categories (retail trade, passenger transportation; arts, entertainment, and recreation; and accommodation and food) are the sum of the sub-categories underneath them and as shown here do not represent NAICS codes.

Why is it important?

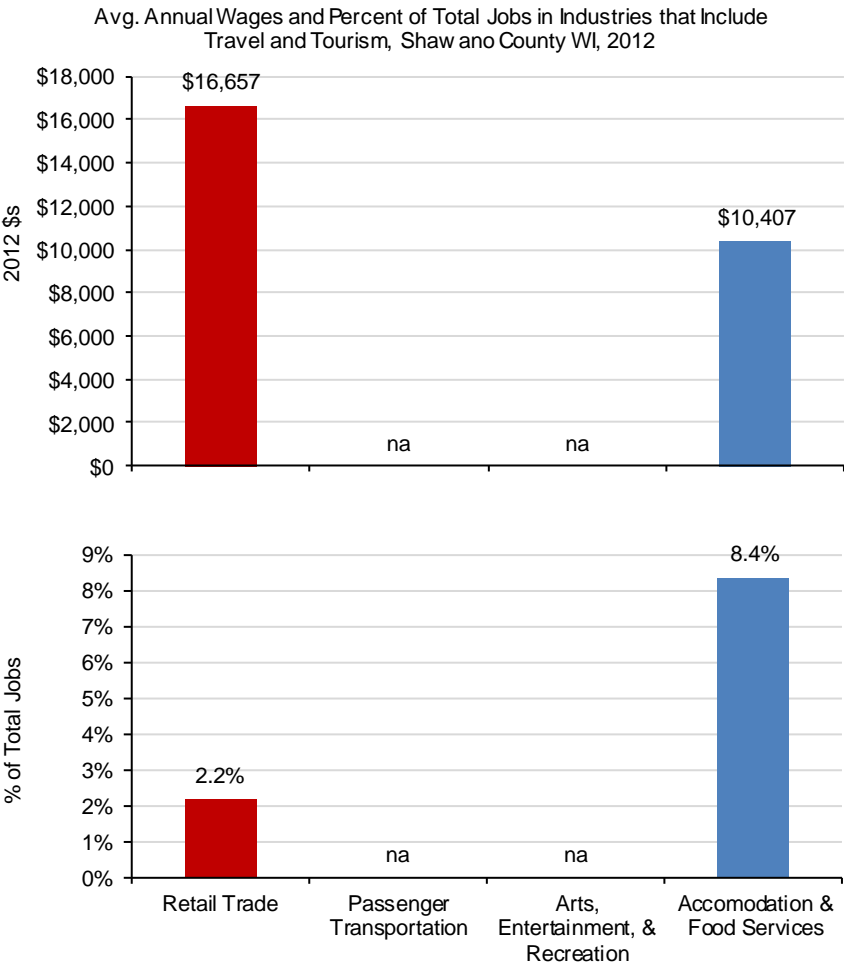
Industries that contain travel and tourism often pay relatively low wages, though this varies by industry sub-sector and by geography. Some important issues to consider are how travel and tourism-related industry wages compare to wages in other sectors, whether some components of the travel and tourism-related industry pay higher wages than others, and if there are significant wage differences between geographies. When comparing wage levels, it also useful to remember that many travel and tourism-related jobs are seasonal and/or part-time. Refer to the previous page of this report for more information on the extent to which work is seasonal and/or part-time.

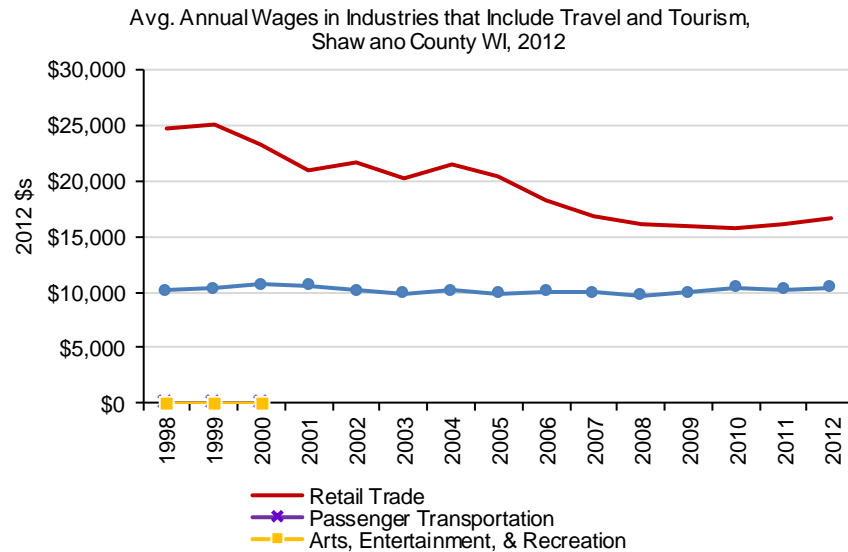
How do jobs and wages in industries that include travel and tourism compare?

What do we measure on this page?

This page describes average wages (in real terms) and employment levels in industries that include travel and tourism. It also shows average wage trends (in real terms) for industries that include travel and tourism at the regional level.

The figure Avg. Annual Wages and Percent of Total Jobs in Industries that Include Travel and Tourism is useful for describing how many people are working in relatively high and low-wage travel and tourism-related industries. The figure Avg. Annual Wages in Industries that Include Travel and Tourism is useful for comparing wage trends by sector.





Why is it important?

While industries that include travel and tourism often pay relatively low wages, not all components of the travel and tourism-related industry pay the same wages or employ the same number of people. A significant increase in travel and tourism jobs that pay below the average for all industries will decrease overall average earnings per job. On the other hand, a significant increase in travel and tourism jobs that pay above the average for all industries will increase overall average earnings per job. A modest change in travel and tourism-related employment, especially when this is a small share of total employment, will not likely affect average earnings in a local area.

How does regional employment in industries that include travel and tourism and other measures compare to the U.S.?

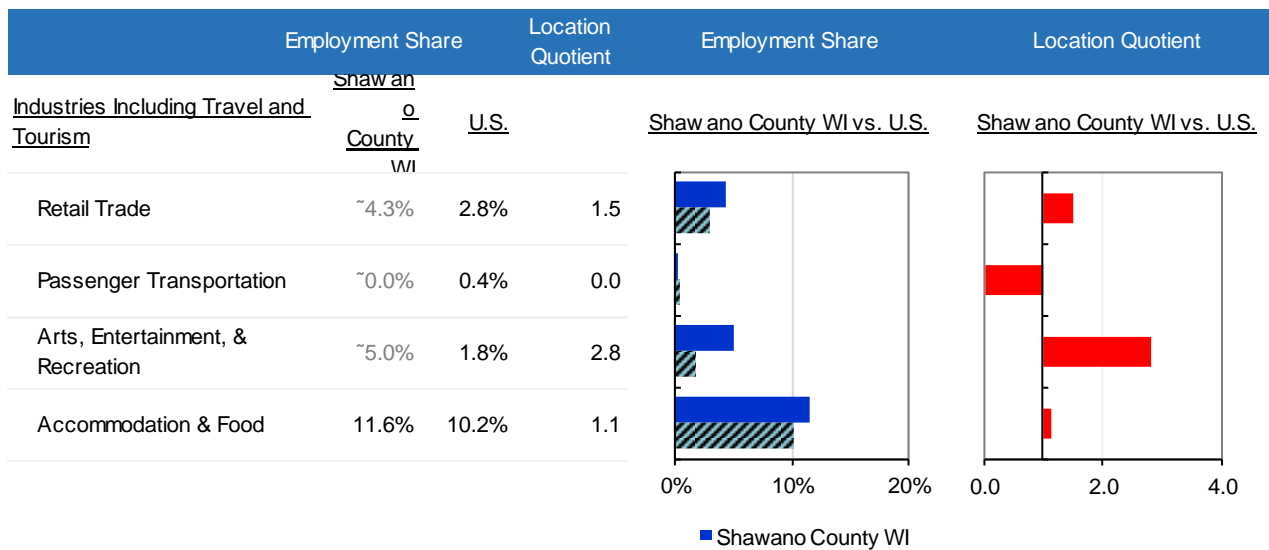
What do we measure on this page?

This page describes the difference in travel-and-tourism specialization between the region and the U.S. by comparing jobs in industry sectors that include travel and tourism as a share of total employment and with location quotients. It also shows other possible indicators of travel and tourism (part-time work and second homes) at the regional level.

Location quotient: A ratio that compares an industry's share of total employment in a region to the national share. More precisely, it is the percent of local employment in a sector divided by the percent employment in the same sector in the U.S. In other words, it is a ratio that measures specialization, using the U.S. as a benchmark. A location quotient of more than 1.0 means the local area is more specialized in that sector relative to the U.S. A location quotient of less than 1.0 means it is less specialized.

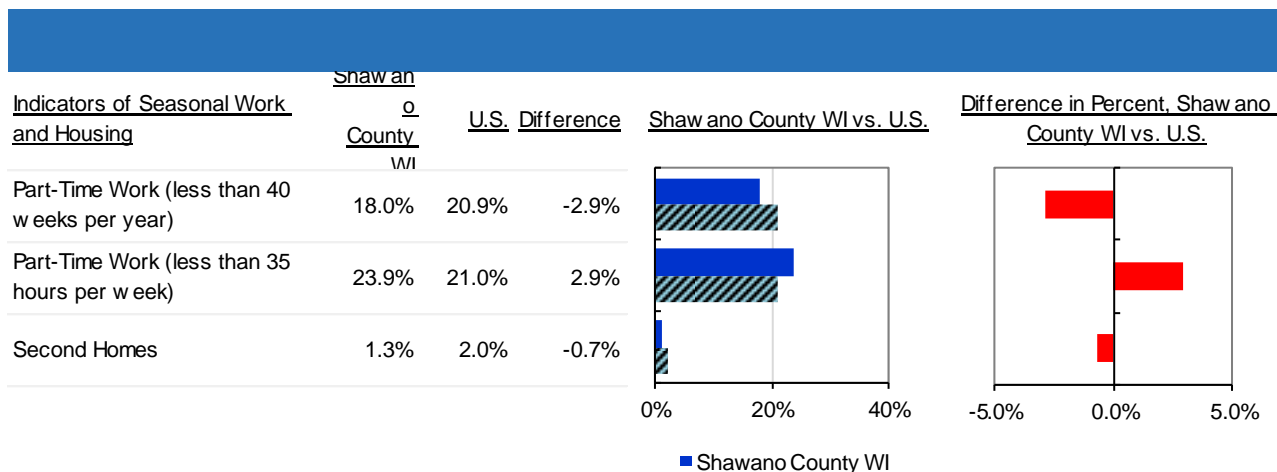
The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act (NFMA).

Percent of Total Private Employment in Industry Sectors that Include Travel & Tourism, Shawano County WI vs. U.S., 2011



In 2011, arts, entertainment, & recreation had the highest location quotient score (2.8) and passenger transportation had the lowest (0).

Other Possible Measures of the Presence of Travel and Tourism, Shawano County WI vs. U.S., 2000



In 2000, the difference between Shawano County WI and the U.S. in the percent of people working less than 40 weeks per year was -2.9%.

In 2000, the difference between Shawano County WI and the U.S. in the percent of people working less than 35 hours per week was 2.9%.

In 2000, the difference between Shawano County WI and the U.S. in the percent of homes which were second homes was -0.7%.

Why is it important?

Geographies with economies that focus on travel and tourism may have a competitive advantage in this area, but can also be sensitive to business cycles and other changes (e.g., a rise in fuel costs) that affect pleasure travel and recreation spending. Public lands represent a tremendous scenic and recreational resource, and travel and tourism activities related to these lands can benefit local communities and in some cases diversify rural economies that have historically been tied to commodity production. The growth of travel and tourism activities is also associated with in-migration that can lead to business relocation and new business development across a range of business sectors.

A useful way to think about location quotients is as a measure of whether a place or geography produces enough goods or services from an industry to satisfy local demand for those goods or services.

Results above or below the 1.0 standard indicate the degree to which a place or geography may import or export a good or service. Although there is no precise cutoff, location quotients above 2.0 indicate a strong industry concentration (and that an area is likely exporting goods or services) and those less than .5 indicate a weak industry concentration (and that an area is likely importing goods or services). A few caveats: (1) A large location quotient for a particular sector does not necessarily mean that sector is a significant contributor to the economy. (2) LQs greater than 1.0 only suggest potential export capacity when compared to the U.S. and do not take into account local demand. Local demand may be greater than a national average, and therefore all goods and services may be consumed locally (i.e., not exported). (3) LQs can change from year to year. (4) LQs can vary when income or

How does employment in industries that include travel and tourism compare across geographies?

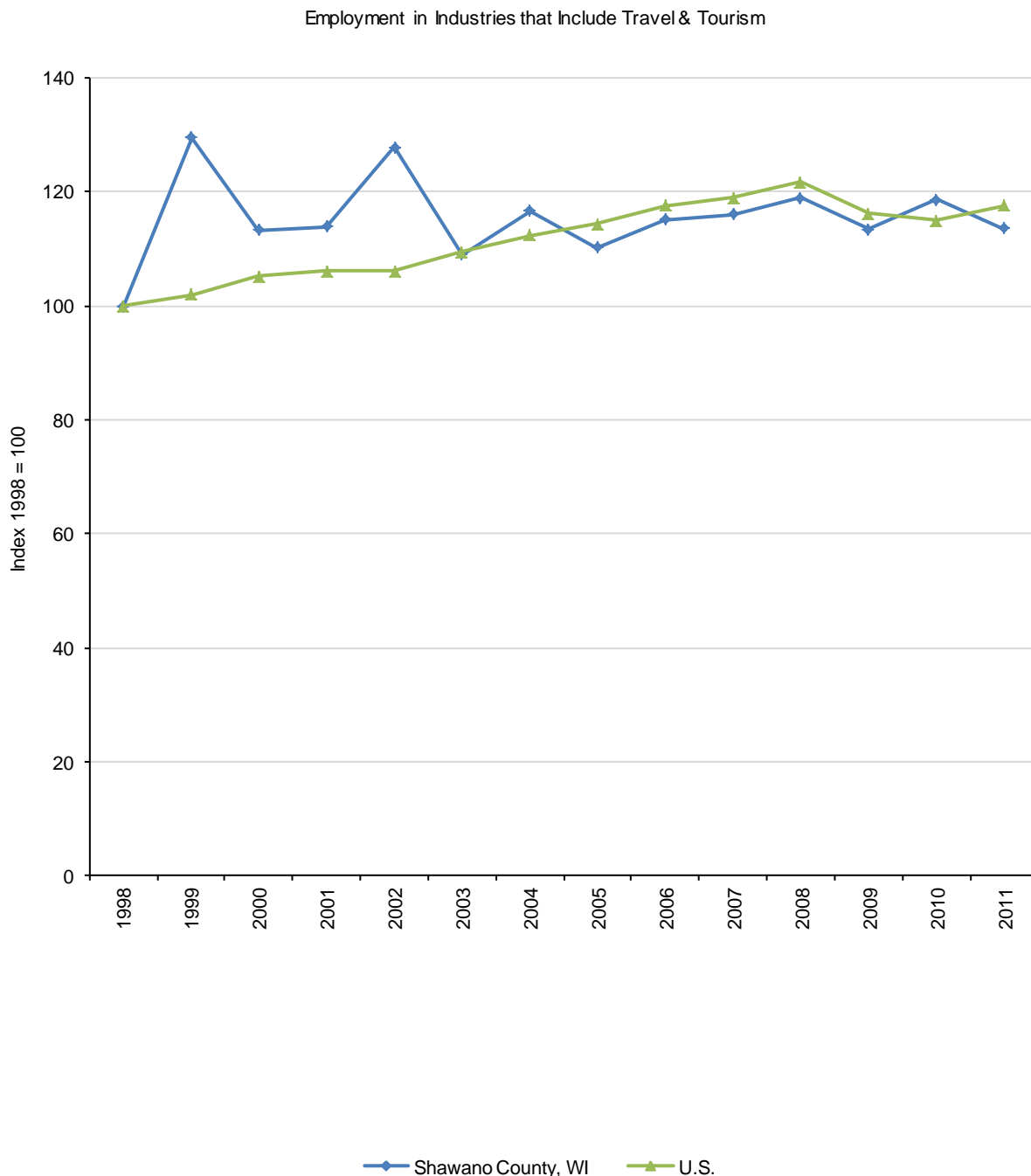
What do we measure on this page?

This page describes the change in employment in industries that include travel and tourism for all selected geographies and the U.S. The information is indexed (1998=100) so that data from counties with different size economies can be compared to each other, and to larger geographies. Indexing makes it easier to understand the relative rate of change in employment over time.

Index: Indexed numbers are compared with a base value. In the line chart, employment in 1998 is the base value, and is set to 100. The employment values for subsequent years are expressed as 100 times the ratio to the base value. The indexing used in the line chart enables easier comparisons between geographies over time.

The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act (NFMA).

Note: If many geographies are selected, it may be difficult to read the figure on this page.



From 1998 to 2011, the U.S. had the fastest rate of change in travel & tourism employment, and Shawano County, WI had the slowest.
U.S. Department of Commerce. 2013. Census Bureau, County Business Patterns, Washington, D.C.

Why is it important?

Not all geographies have attracted or lost travel and tourism-related employment at the same rate. An index makes it clear where the rate of travel and tourism-related growth or decline has been the fastest. Lines above 100 indicate positive absolute growth while those below 100 show absolute decline. The steeper the curve the faster the rate of change. It may be helpful to look for large year-to-year rises or dips in figure lines to identify rapid employment changes. If the reasons behind these fluctuations are not evident, it may be helpful to talk with regional experts or locals to learn more about what caused abrupt changes.

Geographies with economies that focus on travel and tourism may have a competitive advantage in this area, but can also be sensitive to business cycles and other changes (e.g., a rise in fuel costs) that affect pleasure travel and recreation spending. Public lands represent a tremendous scenic and recreational resource, and travel and tourism activities related to these lands can benefit local communities and in some cases diversify rural economies that have historically been tied to commodity production. The growth of travel and tourism activities is also associated with in-migration that can lead to business relocation and new business development across a range of business sectors.

Public Land Amenities

How much land is federally owned?

What do we measure on this page?

This page describes the land area (in acres) and the share of the area that is private and that is managed by various public agencies.

Public Land Amenities: The qualities of public lands that make a region an attractive place to live, recreate, and work. They may consist, for example, of scenic vistas, recreational opportunities, and wildlife habitat. For some communities, surrounding public lands may serve an economic role by creating a setting that attracts and retains people and businesses. For others, the recreational opportunities may attract tourists. And for some, the opportunities to hunt, fish, and view wildlife may be important to local residents and serve as a magnet that keeps them from leaving.

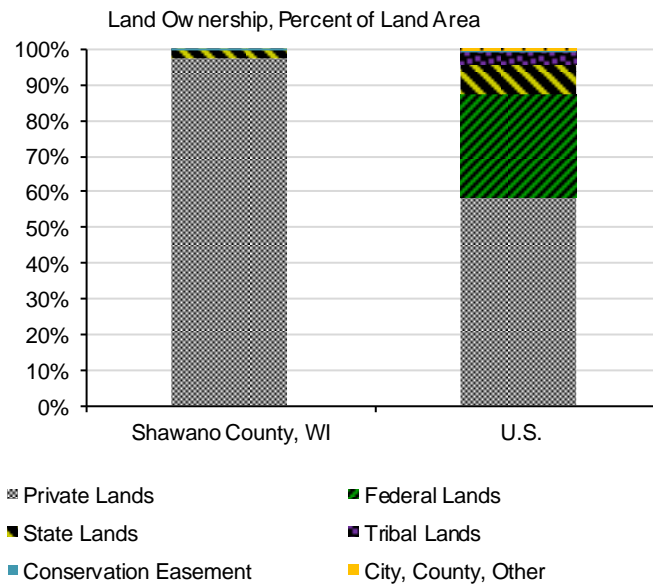
Land Ownership (Acres)

	Shawano County, WI	U.S.
Total Area	580,726	2,286,279,509
Private Lands	565,582	1,341,224,948
Conservation Easement	1,336	14,841,267
Federal Lands	na	658,155,051
Forest Service	na	193,059,372
BLM	na	253,918,202
National Park Service	na	78,818,664
Military	na	25,028,820
Other Federal	na	107,329,993
State Lands	15,144	192,517,204
State Trust Lands*	na	42,498,598
Other State	15,144	150,018,606
Tribal Lands	na	90,323,859
City, County, Other	na	4,058,428

Percent of Total

Private Lands	97.4%	58.7%
Conservation Easement	0.2%	0.6%
Federal Lands	na	28.8%
Forest Service	na	8.4%
BLM	na	11.1%
National Park Service	na	3.4%
Military	na	1.1%
Other Federal	na	4.7%
State Lands	2.6%	8.4%
State Trust Lands*	na	1.9%
Other State	2.6%	6.6%
Tribal Lands	na	4.0%
City, County, Other	na	0.2%

* Most state trust lands are held in trust for designated beneficiaries, principally public schools. Managers typically lease or sell these lands for a range of uses to generate revenues for beneficiaries.



The U.S. has the largest share of state public lands (8.4%), and Shawano County, WI has the smallest (2.6%).

Shawano County, WI has the largest share of private lands (97.4%), and the U.S. has the smallest (58.7%).

Why is it important?

Public lands provide recreational, environmental, and lifestyle amenities that can stimulate growth. While amenities alone are typically not sufficient to foster growth, they have increasingly been shown to contribute to population growth and economic development.

Many factors can contribute to economic growth, including access to raw materials, workforce quality, availability of investment capital, and transportation networks. In recent decades, amenities have also become increasingly important for people who can choose where to live and work, and for businesses that are not subject to location constraints. Employers now advertise public land amenities to attract and retain a talented workforce. Communities are taking advantage of nearby public lands to attract new businesses, as well as retirement and investment income. Thus, amenities provided by public lands can be considered an economic asset. For a public lands manager, this means proposed activities should be evaluated in the context of how they may impact public lands amenities and, in turn, an economy that may be dependent on these resources.

What are the different types of federal lands?

This page describes the size (in acres) and share of federal public lands managed for various purposes under differing statutory authority (see study guide text for more details on federal public land management classifications). For the purposes of this section, federal public lands have been defined below as Type A, B, or C in order to more easily distinguish lands according to primary or common uses and/or conservation functions, activities, permitted transportation uses, and whether they have a special designation (often through Congressional action).

Type A: National Parks and Preserves (NPS), Wilderness (NPS, FWS, FS, BLM), National Conservation Areas (BLM), National Monuments (NPS, FS, BLM), National Recreation Areas (NPS, FS, BLM), National Wild and Scenic Rivers (NPS, FS, BLM), Waterfowl Production Areas (FWS), Wildlife Management Areas (FWS), Research Natural Areas (FS, BLM), Areas of Critical Environmental Concern (BLM), and National Wildlife Refuges (FWS).

Type B: Wilderness Study Areas (NPS, FWS, FS, BLM), Inventoried Roadless Areas (FS).

Type C: Public Domain Lands (BLM), O&C Lands (BLM), National Forests and Grasslands (FS).

NPS = National Park Service; FS = Forest Service; BLM = Bureau of Land Management; FWS = Fish and Wildlife

What do we measure on this page?

This page describes the size (in acres) and share of federal public lands managed for various purposes under differing statutory authority. For the purposes of this section, federal public lands have been defined below as Type A, B, or C to more easily distinguish lands according to primary or common uses and/or conservation functions, activities, permitted transportation uses, and whether they have a special designation (often through Congressional action).

Type A lands tend to have more managerial and commercial use restrictions than Type C lands, represent smaller proportions of total land management areas (except within Alaska), and have a designation status less easily changed than Type B lands. In most other respects Type B lands are similar to Type A lands in terms of activities allowed. Type C lands generally have no special designations, represent the bulk of federal land management areas, and may allow a wider range of uses or compatible activities often including commercial resource utilization such as timber production, mining and energy development, grazing, recreation, and large-scale watershed projects and fire management options (especially within the National Forest System and Public Domain lands of the BLM).

As more popularly described, Type A lands are areas having uncommon bio-physical and/or cultural character worth preserving; Type B lands are areas with limited development and motorized transportation worth preserving; and Type C lands are areas where the landscape may be altered within the objectives and guidelines of multiple use.

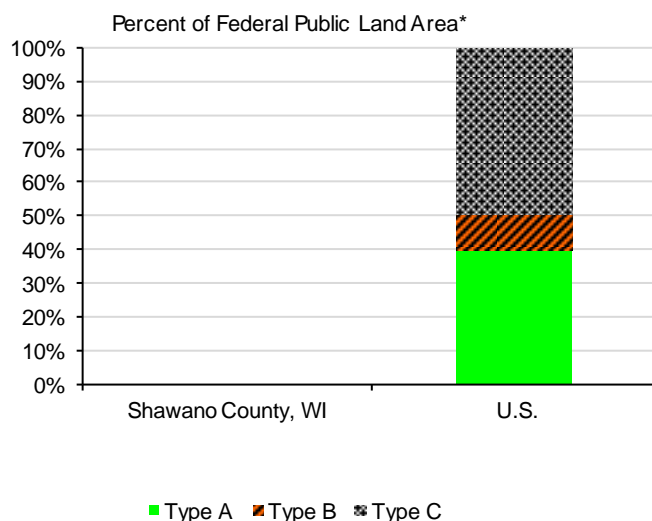
Relative Management Designations of Federal Lands (Acres)*

	Shawano County, WI	U.S.
Total Area of Type A, B, and C	na	628,966,455
Type A	na	253,610,839
Type B	na	64,696,135
Type C	na	310,659,481

Percent of Total

Type A	na	40.3%
Type B	na	10.3%
Type C	na	49.4%

* Year for data varies by geography and source. See data sources below for more information.



Why is it important?

Some types of federal public lands, such as National Parks and Wilderness, have been shown to be associated with above average economic growth. When combined with other factors, such as an educated workforce and access to major markets via airports, these federal lands have been shown to be statistically significant predictors of growth.

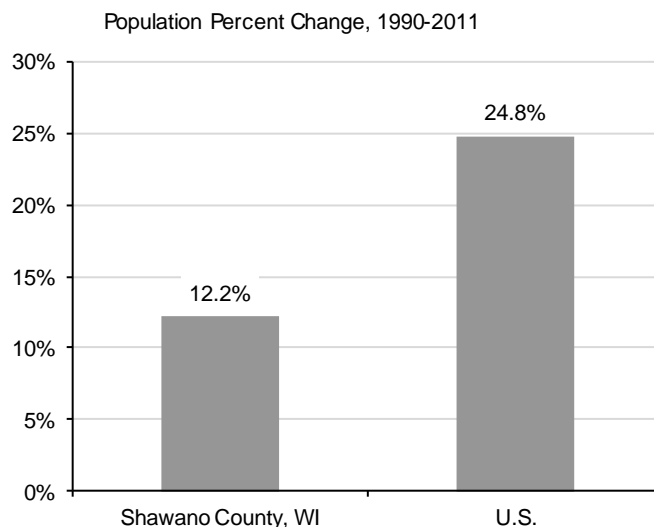
What are population trends?

What do we measure on this page?

This page compares the size of the population and population change since 1990.

Population Change, 1990-2011

	Shawano County, WI	U.S.
Population 1990	37,222	249,622,814
Population 2000	40,801	282,162,411
Population 2011	41,754	311,591,917
Population Change 1990-2011	4,532	61,969,103
Percent Change 1990-2011	12.2%	24.8%



Between 1990 and 2011, The U.S. had the largest percent change in population (24.8%), and Shawano County, WI has the smallest (12.2%).

Why is it important?

Rapid population increase may indicate that amenities on public lands play a role stimulating growth in an area. This trend can be seen in many counties and regions during the 1990s and early 2000s (see the Additional Resources citations referenced throughout this report for more information on amenity-led migration).

Population growth by itself is not sufficient evidence that the amenities of public lands contribute to growth. This indicator should be considered together with all other indicators in this report, along with the recommended additional reading, as resources that help the user to understand amenity-driven growth and how to write about it for specific geographies. This work may have to be supplemented with additional resources, such as surveys of local residents and businesses.

How have the components of population changed?

What do we measure on this page?

This page describes components of population change. Total population change is the sum of natural change (births minus deaths) and migration (international plus domestic).

The purpose of this page is to discern how much of the growth in population is due to net in-migration. In the figure Population Change, Natural and Migration, a migration bar (yellow) that is above zero indicates positive net migration; a migration bar below zero indicates negative net migration.

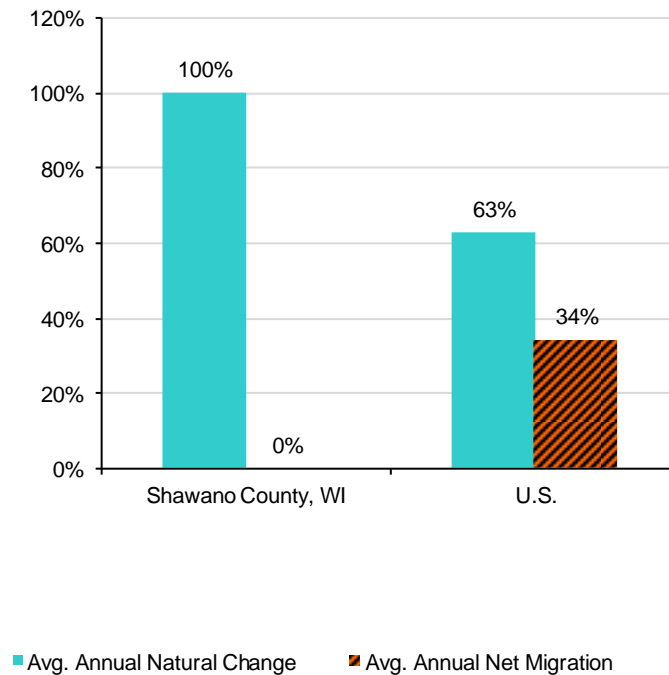
Population Change, 2000-2012

	Shawano County, WI	U.S.
Population Change, 2000-2012	841	-282,171,957
Avg. Annual Population Change	1	2,718,098
Avg. Annual Natural Change	40	1,700,532
Avg. Annual Births	467	4,137,778
Avg. Annual Deaths	427	2,437,246
Avg. Annual Net Migration	-9	932,877
Avg. Annual International Mig.	19	932,877
Avg. Annual Domestic Mig.	-28	na
Avg. Annual Residual	-30	84,689

Percent of Population Change from 2000-2012

Avg. Annual Natural Change	100.0%	62.8%
Avg. Annual Net Migration	0.0%	34.4%

Population Percent Change, Natural and Migration, 2000-2012



From 2000 to 2012, Shawano County, WI had the largest share of population change from natural change (100%), and the U.S. had the smallest (62.8%).

From 2000 to 2012, the U.S. had the largest share of population change from migration (34.4%), and Shawano County, WI had the smallest (0%).

Why is it important?

A growing body of literature has shown that federal public lands can play a role in stimulating amenity migration, defined as the permanent movement to a locality by people who have been influenced to move in part by the presence of environmental, recreational, social, and cultural amenities.

It is useful to understand the components of population change because they show whether growth (or decline) is led by migration, and if it derives from international or internal migration. If migration accounts for significant population growth, it may be helpful to look for linkages with other potential amenity variables such as a rise in relatively footloose business (such as services) and the growth of non-labor income (from investments and retirement). Subsequent pages of this report explore these and other potential amenity variables. The Additional Resources offered below also help to explain reasons for in-migration, especially as they relate to amenities provided by public lands.

In-migration by itself is not sufficient evidence that public land amenities contribute to growth. This indicator should be taken together with all other indicators in this report, along with the recommended additional reading, as resources that help the user understand amenity-driven growth for specific geographies. This work may have to be supplemented with additional resources, such as surveys of local residents and businesses. In addition, there are other reasons for migration that may not be related to amenities, such as the migration of oil and gas workers into an area for fossil fuels production.

How have residential development patterns changed?

What do we measure on this page?

This page describes differences in the conversion of open space to residential development and residential acres per person, and the percent of homes that are second homes.

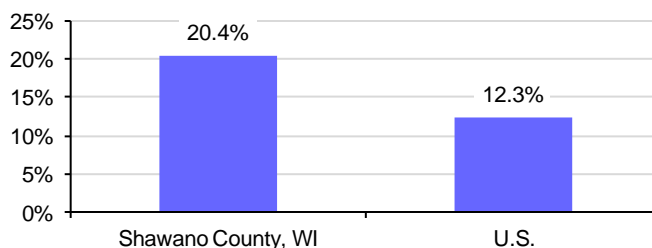
The rate of development is expressed as the percent change in acres used for residential development from 2000 to 2010 (the latest years available from the Decennial Census). Land consumption is expressed in terms of residential acres per person. These figures refer only to residential development and do not include lot sizes greater than 40 acres. Per capita consumption of land used for housing is a measure of the pattern of development. Areas with negative values of change in residential acres/person indicate more dense development in 2010 than in 2000. Large positive values of change indicate that an area was substantially more sprawled in 2010 than it was in 2000.

Second Homes: These are residences intended for use only in certain seasons or for weekends or other occasional use throughout the year.

Residential Development 2000-2010

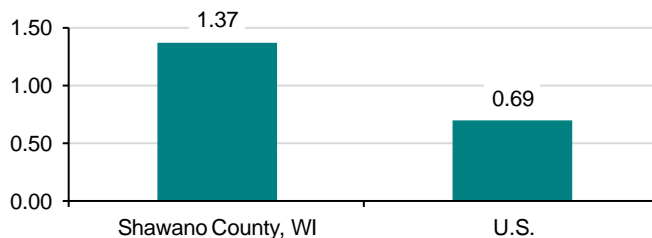
	Shawano County, WI	U.S.
Residential Acres 2000	47,620	190,918,648
Residential Acres 2010	57,333	214,475,717
Change in Res. Acres 2000-2010	9,713	23,557,069
Percent Change	20.4%	12.3%
Residential Acres/Person, 2000	1.17	0.67
Residential Acres/Person, 2010	1.37	0.69
Change in Res. Acres/Person, 2000-2010	0.20	0.02
Total Residential Units 2000	18,317	115,904,641
Second Homes in 2000	2,027	5,877,637
Percent Second Homes	11.1%	5.1%

Percent Change in Residential Acres, 2000-2010

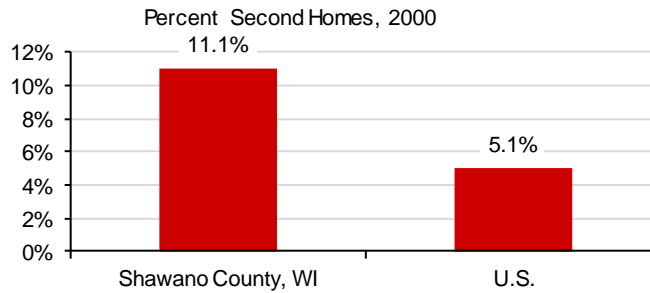


From 2000 to 2010, Shawano County, WI had the largest percent change in residential development (20.4%), and the U.S. had the smallest (12.3%).

Residential Acres Per Person, 2010



From 2000 to 2010, Shawano County, WI had the largest average acreage in residential development per person (1.37 acres), and the U.S. had the smallest (0.69 acres).



In 2000, Shawano County, WI had the largest share of second homes as a percent of total homes (11.1%), and the U.S. had the smallest (5.1%).

Why is it important?

One of the characteristics of growth that is associated with the presence of public land amenities is a rapid conversion of open space (including agricultural lands) for residential development, and a relatively high proportion of homes as second homes.

Residential development by itself is not sufficient evidence that the amenities of public lands contribute to growth. This indicator should be taken together with all other indicators in this report, along with the recommended additional reading, as resources that help the user understand amenity-driven growth and how to write about it for specific geographies. This work may have to be supplemented with additional resources, such as surveys of local residents and businesses.

How important are service sectors?

What do we measure on this page?

This page describes the number of jobs and share of total jobs in services related industries and non-services related industries.

Services: Consists of the following sectors: Utilities; Wholesale Trade; Retail Trade; Transportation & Warehousing Information; Finance & Insurance; Real Estate, Rental & Leasing; Professional, Scientific, & Tech., Mgmt. of Companies & Enterprises; Administrative & Support Services; Educational Services; Health Care & Social Assistance; Arts, Entertainment, & Recreation; Accommodation & Food Services; and Other Services.

Non-Services: Consists of the following sectors: Mining; Construction; Manufacturing; and Agriculture, Forestry, Fishing, and Hunting.

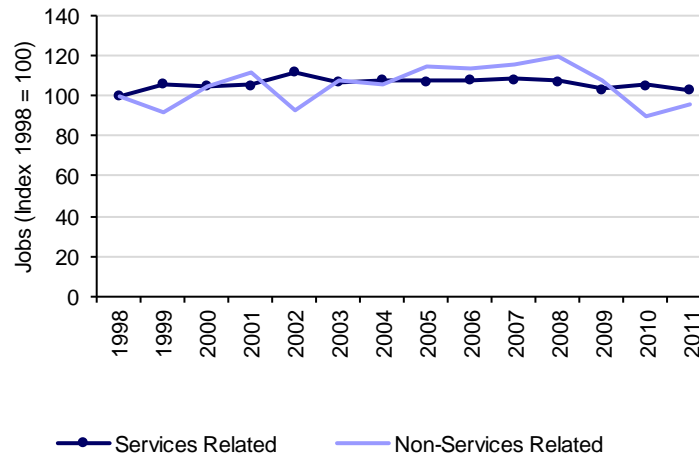
Services Related Employment, 2011

	Shawano County, WI	U.S.
Total Private Employment	10,031	113,425,965
Services Related	~7,158	~96,424,507
Non-Services Related	~2,873	~17,001,458

Percent of Total

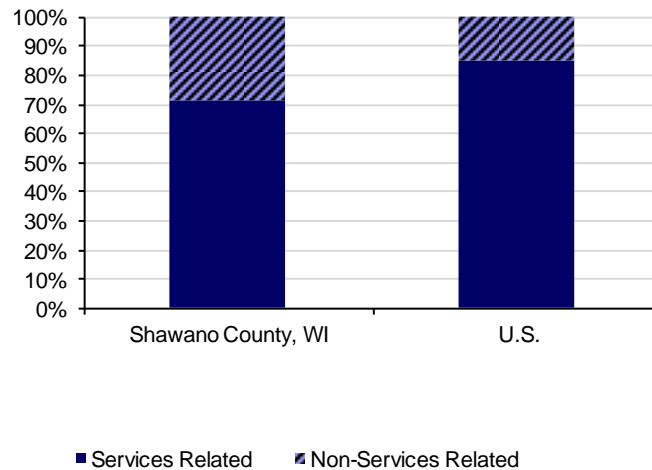
Services Related	~71.4%	~85.0%
Non-Services Related	~28.6%	~15.0%

Services & Non-Services Related Jobs, Shawano County WI



From 1998 to 2011, services related jobs in the region grew by 3 percent. Over the same period, non-services related jobs shrank by -4.4 percent.

Services & Non-Services Related Jobs, Percent of Total Private Employment, 2011



In 2011, U.S. had the largest share of total jobs in services related industries (85%), and Shawano County, WI had the smallest (71.4%).

Why is this important?

One characteristic of growth associated with the presence of public land amenities is above average growth in services occupations and businesses. Some services related jobs are associated with a growth in recreation and tourism. There are also services occupations and businesses that, due to telecommunications technology and transportation networks, are relatively "footloose," i.e., able to move to locations in part for quality of life reasons, including the amenities provided by public lands. Examples of potentially footloose occupations and businesses include architects, software developers, engineers, financial and management consultants, and researchers.

A growth in services by itself is not sufficient evidence that the amenities of public lands contribute to growth. This indicator should be taken together with all other indicators in this report, along with the recommended additional reading, as resources that help the user understand amenity-driven growth and how to write about it for specific geographies. This work may have to be supplemented with additional resources, such as surveys of local residents and businesses.

How important is non-labor income?

What do we measure on this page?

This page describes components of non-labor income and compares non-labor income to labor earnings. It also shows how non-labor income has changed over time compared to labor earnings.

Non-Labor Income: Dividends, interest, and rent (money earned from investments), and transfer payments (includes government retirement and disability insurance benefits, medical payments such as mainly Medicare and Medicaid, income maintenance benefits, unemployment insurance benefits, etc.) make up non-labor income. Non-labor income is reported by place of residence.

Dividends, Interest, and Rent: This includes personal dividend income, personal interest income, and rental income of persons with capital consumption adjustment that are sometimes referred to as "investment income" or "property income."

Age-Related Transfer Payments: This measures Medicare and retirement and disability insurance benefits.

Income Maintenance Transfer Payments: Payments associated with poverty and welfare, incl. Medicaid and income maintenance.

Other Transfer Payments: All other components of transfer payments not identified in age-related and income maintenance.

Labor Earnings: This represents net earnings by place of residence, which is earnings by place of work (the sum of wage and salary disbursements, supplements to wages and salaries, and proprietors' income) less contributions for government social insurance, plus an adjustment to convert earnings by place of work to a place of residence basis.

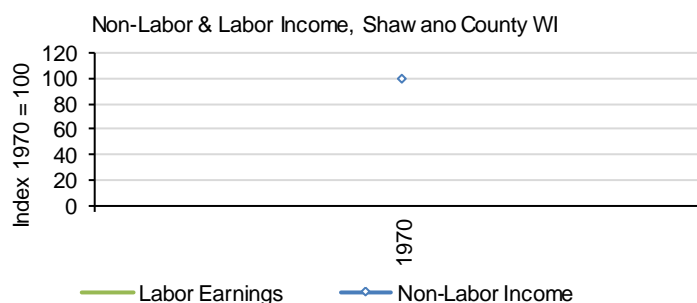
Components of Non-Labor Income, 2011

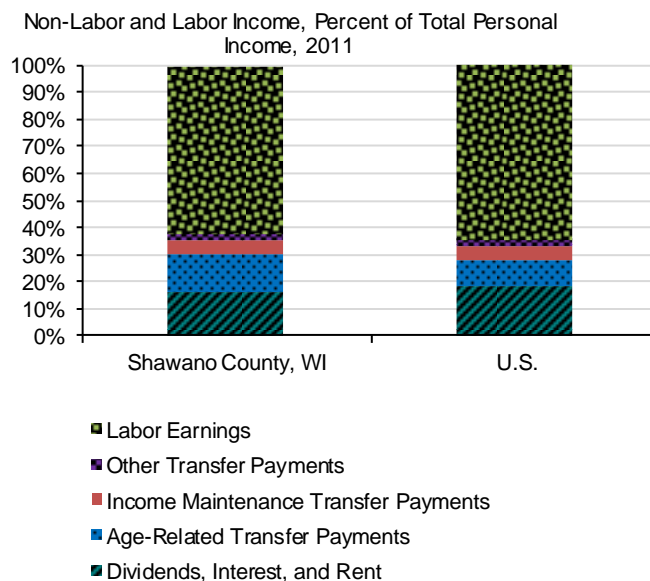
	Shawano County, WI	U.S.
Total Personal Income (\$millions)	1,439,522	13,456,331,781
Non-Labor Income*	553,629	4,769,566,786
Dividends, Interest, and Rent	227,366	2,414,232,096
Age-Related Transfer Payments	203,503	1,322,170,496
Income Maintenance Transfer Payments	70,269	696,250,530
Other Transfer Payments	42,146	349,494,426
Labor Earnings	885,893	8,686,764,995

Percent of Total

Non-Labor Income*	38.5%	35.4%
Dividends, Interest, and Rent	15.8%	17.9%
Age-Related Transfer Payments	14.1%	9.8%
Income Maintenance Transfer Payments	4.9%	5.2%
Other Transfer Payments	2.9%	2.6%
Labor Earnings	61.5%	64.6%

Labor and non-labor income may not add to total personal income because of adjustments made by the Bureau of Economic Analysis to account for contributions for Social Security, cross-county commuting, and other factors.





In 2011, Shawano County, WI had the largest share of total personal income in non-labor income (38.5%), and the U.S. had the smallest (35.4%).

In 2011, Shawano County, WI had the largest share of non-labor income in dividends, interest, and rent (15.8%), and the smallest share in other transfer payments (2.9%).

Why is this important?

One characteristic of population and income growth influenced by public land amenities is a rapid growth of non-labor income, in particular investment income (dividends, interest and rent) and age-related transfer payments. Because retirees are not tied to a place for work, they are relatively mobile and are often freer to choose where they live. Amenities provided by public lands can help to attract (and retain) retirees. This is particularly important as the baby boom generation (born 1946 to 1964) begins to retire.

Growth in non-labor income by itself is not sufficient evidence that public lands amenities contribute to growth. This indicator should be taken together with all other indicators in this report, along with the recommended additional reading, as resources to help the user understand amenity-driven growth. This work may be supplemented with additional resources, such as surveys of local residents.

How important are industries associated with travel and tourism?

What do we measure on this page?

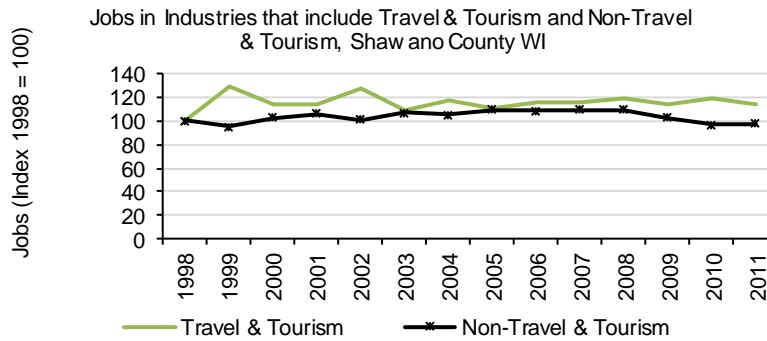
This page describes the number of jobs and share of total jobs in industries that include travel and tourism. It also shows employment trends in industries that include travel and tourism compared to all other industries.

Industries that Include Travel & Tourism Employment, 2011

	Shawano County, WI	U.S.
Total Private Employment	10,031	113,425,965
Travel & Tourism Related	2,093	17,231,816
Retail Trade	429	3,224,078
Passenger Transportation	1	448,324
Arts, Entertainment, & Recreation	503	2,003,129
Accommodation & Food	1,160	11,556,285
Non-Travel & Tourism	7,938	96,194,149

Percent of Total

Travel & Tourism Related	20.9%	15.2%
Retail Trade	4.3%	2.8%
Passenger Transportation	0.0%	0.4%
Arts, Entertainment, & Recreation	5.0%	1.8%
Accommodation & Food	11.6%	10.2%
Non-Travel & Tourism	79.1%	84.8%



From 1998 to 2011, industries associated with travel and tourism in the region grew by 13.6 percent. Over the same period, non-travel and tourism industries shrank by -2.1 percent.



In 2011, Shawano County, WI had the largest share of jobs in industries associated with travel and tourism (20.9%), and the U.S. had the smallest (15.2%).

. Department of Commerce. 2010. Census Bureau, County Business Patterns, Washington, D.C.

Why is this important?

Public lands can play a role in stimulating local employment by providing opportunities for recreation. Communities adjacent to public lands benefit economically from visitors who spend money in hotels, restaurants, ski resorts, gift shops, and elsewhere. In addition, some migrants to communities with high levels of environmental and recreational amenities visit first as tourists and then return permanently with their families and businesses. Public lands can therefore also stimulate growth in non-tourism sectors via in-migration.

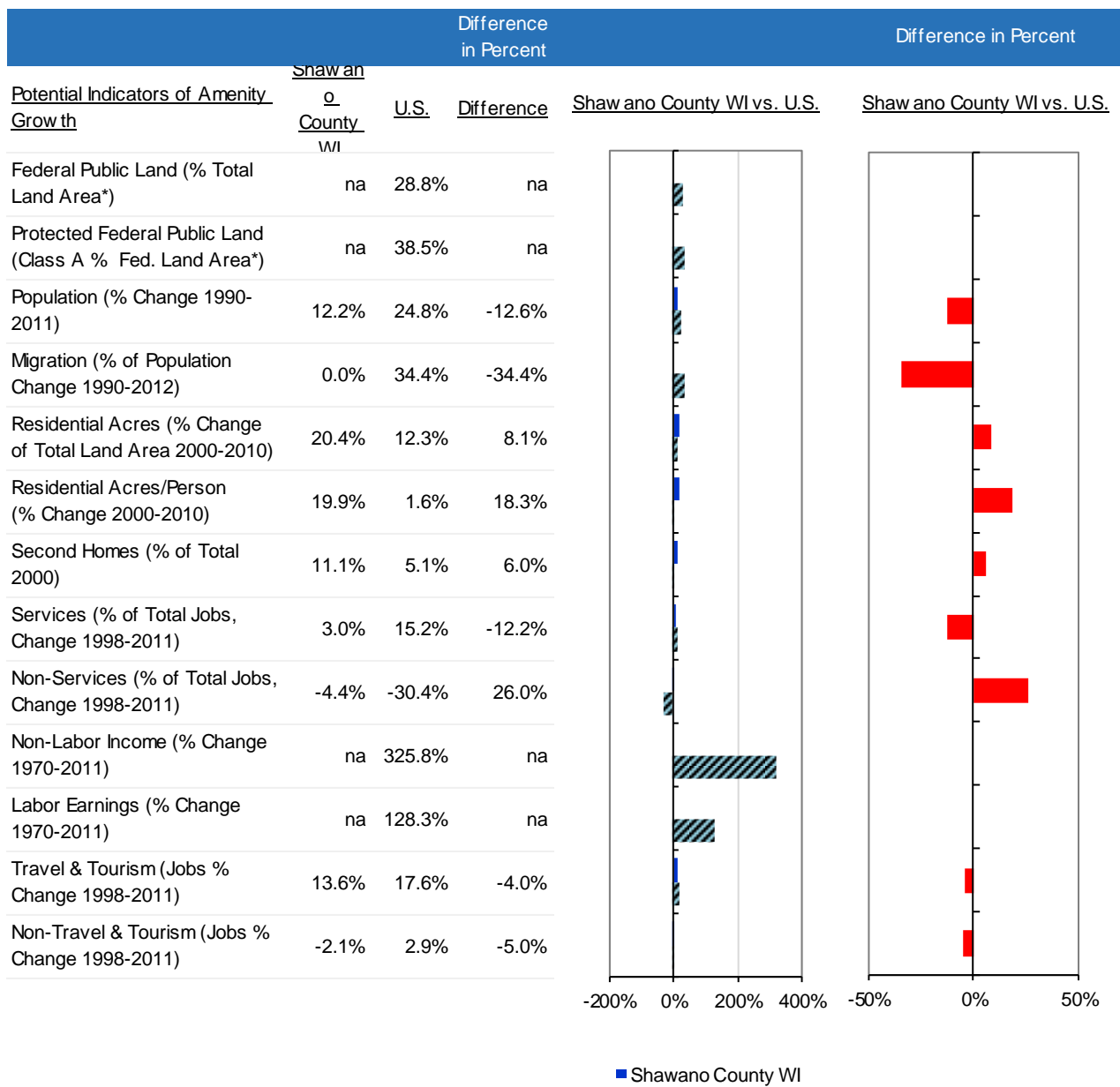
A growth in travel and tourism-related sectors by itself is not sufficient evidence that the amenities of public lands contribute to growth. This indicator should be taken together with all other indicators in this report, along with the recommended additional reading, as resources that help the user understand amenity-driven growth and how to write about it for specific geographies. This work may have to be supplemented with additional resources, such as surveys of local residents and businesses.

How do potential amenity indicators in the region compare to the U.S.?

What do we measure on this page?

This page compares the various indicators that, when taken as a whole (and when compared to published literature), offer ways of thinking about the economic contribution of public land amenities. The indicators are benchmarked against the U.S.

The term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act (NFMA).



Why is this important?

Public land amenities are the qualities of public lands that make a region an attractive place to live, recreate, and work. This report offers a number of indicators that, when taken together, and when combined with the recommended additional resources (referenced in the Additional Resources sections throughout this report) can give the analyst information to write about whether -and how- the amenities on public lands contribute to the local and regional economy.

These indicators are presented in one figure on this page to make it easier to view all indicators together. If a geography has a high proportion of public lands, with many of these lands designated as Wilderness, National Park, and National Monument, etc. (Type A), then it is likely that the level of environmental and recreation amenities are high. If a geography also has experienced a high rate of population growth, with much of that coming from in-migration, combined with a conversion of lands for residential development and a high proportion of second homes, then it is likely that amenity-driven growth is taking place. In addition, if the economy of a geography has a high rate of growth in service industry jobs, travel and tourism-related sectors, and non-labor income, then amenities are likely to play a role in economic development.

Another way to see if it is likely that amenities are contributing to economic growth is to compare the selected region to the U.S. If many of the indicators in the region exceed the U.S., then this is additional evidence to consider.

Even when taken as a group, these indicators may not be sufficient evidence that the amenities of public lands contribute to growth. These indicators should be taken together with the recommended additional reading as resources that help the user understand amenity-driven growth and how to write about it for a specific geography. This work may have to be supplemented with additional resources, such as surveys of local residents and businesses.

Land Use

What is the breakdown of land ownership?

What do we measure on this page?

This page describes the land area (in acres) and the share of the area that is private and that is managed by various public agencies.

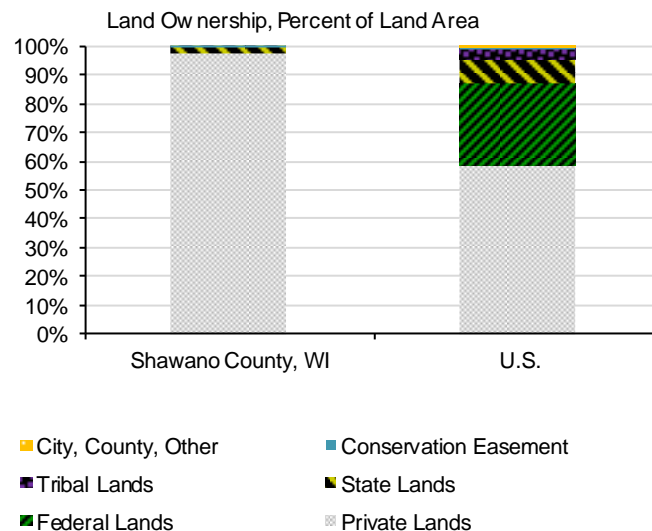
Land Ownership (Acres)

	Shawano County, WI	U.S.
Total Area	580,726	2,286,279,509
Private Lands	565,582	1,341,224,948
Conservation Easement	1,336	14,841,267
Federal Lands	na	658,155,051
Forest Service	na	193,059,372
BLM	na	253,918,202
National Park Service	na	78,818,664
Military	na	25,028,820
Other Federal	na	107,329,993
State Lands	15,144	192,517,204
State Trust Lands*	na	42,498,598
Other State	15,144	150,018,606
Tribal Lands	na	90,323,859
City, County, Other	na	4,058,428

Percent of Total

Private Lands	97.4%	58.7%
Conservation Easement	0.2%	0.6%
Federal Lands	na	28.8%
Forest Service	na	8.4%
BLM	na	11.1%
National Park Service	na	3.4%
Military	na	1.1%
Other Federal	na	4.7%
State Lands	2.6%	8.4%
State Trust Lands*	na	1.9%
Other State	2.6%	6.6%
Tribal Lands	na	4.0%
City, County, Other	na	0.2%

* Most state trust lands are held in trust for designated beneficiaries, principally public schools. Managers typically lease and sell these lands for a diverse range of uses to generate revenues for the beneficiaries.



The U.S. has the largest share of federal public lands (28.8%), and the U.S. has the smallest (28.8%).

The U.S. has the largest share of state public lands (8.4%), and Shawano County, WI has the smallest (2.6%).

Shawano County, WI has the largest share of private lands (97.4%), and the U.S. has the smallest (58.7%).

. Geological Survey, Gap Analysis Program. 2012. Protected Areas Database of the United States (PADUS) version 1.3.

Why is it important?

Decisions made by public land managers may influence the local economy, particularly if public lands represent a large portion of the land base. Agency management actions that affect water quality, access to recreation, scenery (as well as other quality of life amenities), and the extent and type of resource extraction are particularly important in areas where much of the land is managed by public agencies.

With a mix of land ownership, often across landscapes that share basic similarities, there is the potential for a mix of management priorities and actions. Federal and state land managers, private land owners, and others are constrained in different ways by laws and regulations that dictate how different lands can be managed. This can lead to adjacency challenges and opportunities.

In addition, where a large portion of land is owned and managed by federal agencies, local governments may rely heavily on PILT ("Payments in Lieu of Taxes") and revenue sharing payments (e.g., Forest Service Secure Rural Schools and Community Self-Determination Act or BLM Taylor Grazing Act payments).

What is the breakdown of forest, grassland, and other land cover types?

What do we measure on this page?

This page describes the size (in acres) and share of various land cover types.

The National Aeronautics and Space Administration's (NASA) Moderate Resolution Imaging Spectroradiometer (MODIS) Land Cover Type Classification identifies 17 classes of land cover. These classes were summarized into seven classes as follows:

Forest: This is an aggregate of the following NASA MODIS classes: Evergreen Needleleaf Forest, Evergreen Broadleaf Forest, Deciduous Needleleaf Forest, Deciduous Broadleaf Forest, and Mixed Forest

Grassland: This is an aggregate of the following NASA MODIS classes: Grasslands, Savannas

Shrubland: This is an aggregate of the following NASA MODIS classes: Closed Shrubland, Open Shrubland, and Woody Savannas.

Mixed Cropland: This is an aggregate of the following NASA MODIS classes: Croplands, and Cropland/Natural Vegetation Mosaic.

Water: This is the same in the original NASA MODIS classification.

Urban: This is Urban and Built-Up in the original NASA MODIS classification.

Other: This is an aggregate of the following NASA MODIS classes: Permanent Wetlands, Snow and Ice, Barren or Sparsely Vegetated, and Unclassified.

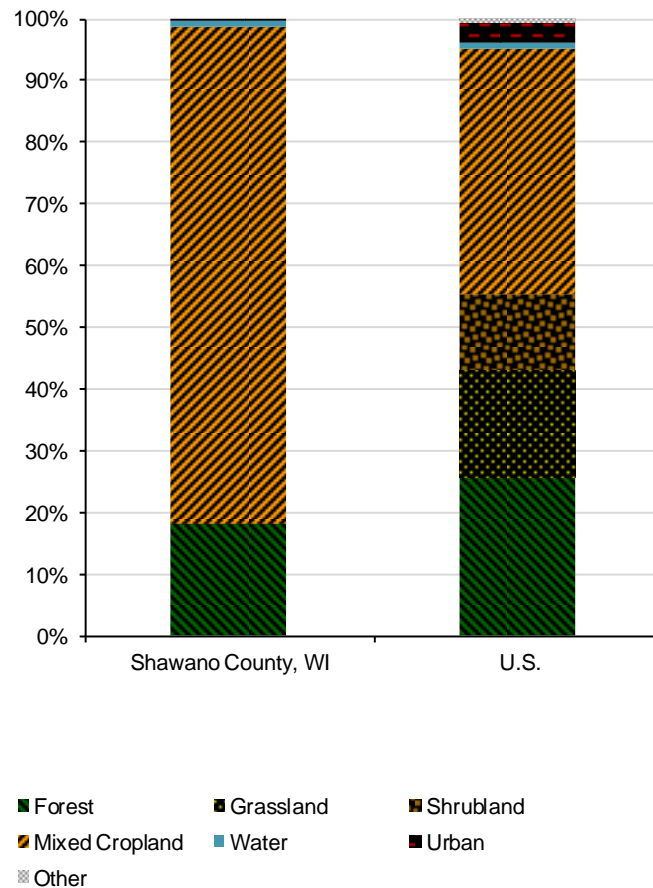
Land Cover (Acres), 2006

	Shawano County, WI	U.S.
Total Area	580,726	2,286,279,509
Forest	104,531	571,569,877
Grassland	0	388,667,517
Shrubland	987	274,353,541
Mixed Cropland	464,581	891,649,009
Water	5,807	22,862,795
Urban	1,234	68,588,385
Other	0	14,549,391

Percent of Total

Forest	18.0%	25.0%
Grassland	0.0%	17.0%
Shrubland	0.2%	12.0%
Mixed Cropland	80.0%	39.0%
Water	1.0%	1.0%
Urban	0.2%	3.0%
Other	0.0%	0.6%

Land Cover, Percent of Land Area, 2006



The U.S. has the largest share of forest cover (25%), and Shawano County, WI has the smallest (18%).

The U.S. has the largest share of grassland cover (17%), and Shawano County, WI has the smallest (0%).

The U.S. has the largest share of shrubland cover (12%), and Shawano County, WI has the smallest (0.2%).

The mix of land cover influences a range of socioeconomic and natural factors, including: potential and suitable economic activities, the potential for wildfire, the availability of different recreation opportunities, water storage, and other cultural and economic factors.

What are the trends in residential land-use conversion?

What do we measure on this page?

This page describes the area (in acres) used for housing and the rate at which this area is growing.

Comparisons in development patterns are made between 2000 and 2010. The data can also be used to draw comparisons between geographies. These are the latest published data available from the Decennial Census.

Urban/Suburban: Average residential lot size < 1.7 acres.

Exurban: Average residential lot size 1.7 - 40 acres.

Total Residential: Cumulative acres of land developed at urban/suburban and exurban densities.

Residential Development (Acres), 2000-2010

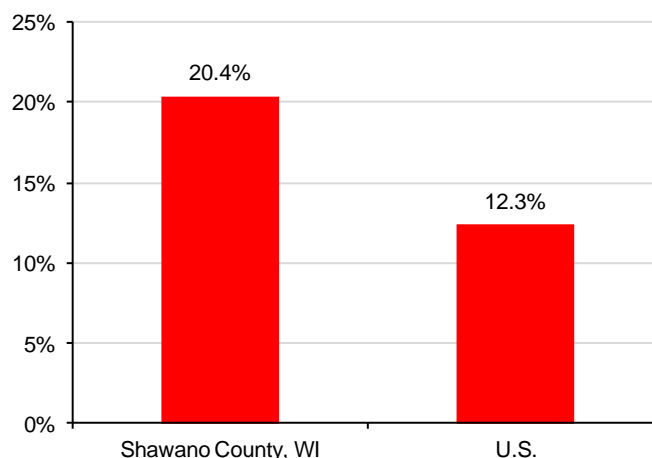
	Shawano County, WI	U.S.
Total Private Land	565,582	1,341,224,948
Total Residential, 2000	47,620	190,918,648
Urban/Suburban, 2000	4,159	31,001,465
Exurban, 2000	43,461	159,917,167
Total Residential, 2010	57,333	214,475,717
Urban/Suburban, 2010	5,114	37,816,640
Exurban, 2010	52,219	176,659,056
Percent Change in Total Residential	20.4%	12.3%

Percent of Total*

Total Residential, 2000	8.4%	14.2%
Urban/Suburban, 2000	0.7%	2.3%
Exurban, 2000	7.7%	11.9%
Total Residential, 2010	10.1%	16.0%
Urban/Suburban, 2010	0.9%	2.8%
Exurban, 2010	9.2%	13.2%

* The percentages in this table represent the percent of private land developed at various housing densities, and should not sum to 100%.

Percent Change in Area, Total Residential Development, 2000-2010



From 2000 to 2010, Shawano County, WI had the largest percent change in residential development (20.4%), and the U.S. had the smallest (12.3%).

Why is it important?

In the past decade, despite the downturn in the housing market, the conversion of open space and agricultural land to residential development has continued to occur at a rapid pace in many parts of the U.S. The popularity of exurban lot sizes in much of the country has exacerbated this trend (low density development results in a larger area of land converted to residential development).

This pattern of development reflects a number of factors, including demographic trends, the increasingly "footloose" nature of economic activity, the availability and price of land, and preferences for homes on larger lots. These factors can place new demands on public land managers as development increasingly pushes up against public land boundaries. For example, human-wildlife conflicts and wildfire threats may become more serious issues for public land managers where development occurs adjacent to public lands. In addition, there may be new demands for recreation opportunities and concern about the commodity use of the landscape.

Geographies with a large percent change in the area of residential development often have experienced significant in-migration from more urbanized areas. Counties with a small percent change either experienced little growth or were already highly urbanized in 2000.

What are the trends in residential land-use conversion?

What do we measure on this page?

This page describes the per capita area (in acres) used for housing and the rate at which this area is growing on a per capita basis.

Per capita consumption of land used for housing is a measure of the pattern of development (i.e., denser or more sprawling). Comparisons in development patterns are made between 2000 and 2010. The data can also be used to draw comparisons between geographies.

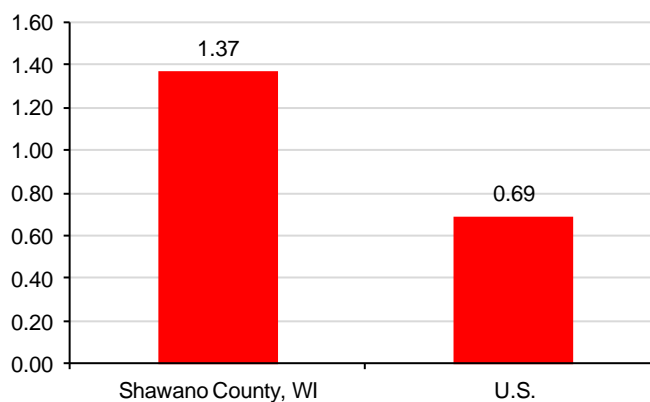
Areas with negative values of change in residential acres/person were more densely developed in 2010 than in 2000. Large positive values of change indicate that an area was substantially more sprawling in 2010 than it was in 2000. This latter trend indicates that exurban development has increased. These are the latest published data available from the Decennial Census.

Population Density, 2000-2010

	Shawano County, WI	U.S.
Residential Acres/Person, 2000	1.17	0.67
Residential Acres/Person, 2010	1.37	0.69
Change in Residential Acres/Person, 2000-2010*	0.20	0.02
Private Acres/Person, 2010	13.48	4.29

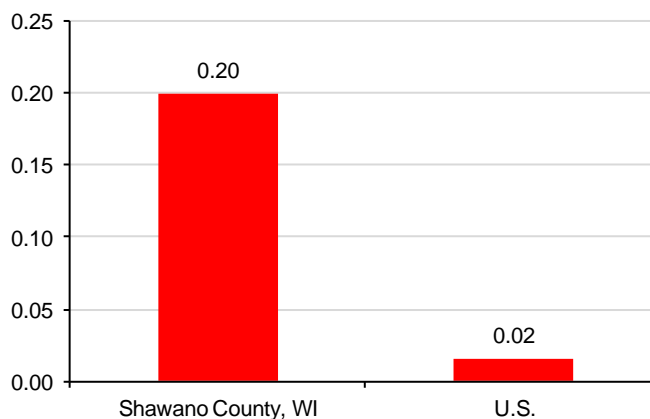
* The percentages in this table represent the percent of private land developed at various housing densities, and should not sum to 100%.

Average Residential Acres per Person, 2010



In 2010, Shawano County, WI had the largest average acreage in residential development per person (13.48 acres), and the U.S. had the smallest (4.29 acres).

Change in Average Residential Acres per Person, 2000-2010



From 2000 to 2010, Shawano County, WI had the largest change in average acreage in residential development per person (0.2 acres), and the U.S. had the smallest (0.02 acres).

Why is it important?

Population growth is often a key metric used to describe human effects on natural resources. However, in most geographies land consumption is outpacing population growth. In these areas, land consumption (the area of land used for residential development) is strongly related to wildlife habitat loss and the degree to which public lands are bordered by residential development. The impact of residential development on ecological processes and biodiversity on surrounding lands is widely recognized. They include changes in ecosystem size, with implications for minimum dynamic area, species-area effect, and trophic structure; altered flows of materials and disturbances into and out of surrounding areas; effects on crucial habitats for seasonal and migration movements and population source/sink dynamics; and exposure to humans through hunting, exotics species, and disease.

The degree to which development patterns have changed (becoming more or less dense) between 2000 and 2010 is shown in the table and figure on this page. It's important to note that a small change does not indicate that a county is not sprawling, but rather that the pattern of development has not changed substantially over the time period. Geographies with high positive values of change were more sprawled in 2010 than in 2000. In parts of the country where development was less dense in 2010 than in 2000, the primary reason is often the increasing popularity of exurban / large lot development. Outside of urban areas, development on exurban lots has increased sharply since the 1970s in many parts of the country.

The pattern of land consumption in 2010 shown in the top figure, Average Residential Acres per Person, is equally important as the change in land consumption shown in the bottom figure Change in Average Residential Acres per Person. Geographies where the average number of residential acres per person is greater than one acre have considerable sprawling development.

Government Employment

How large is government employment?

What do we measure on this page?

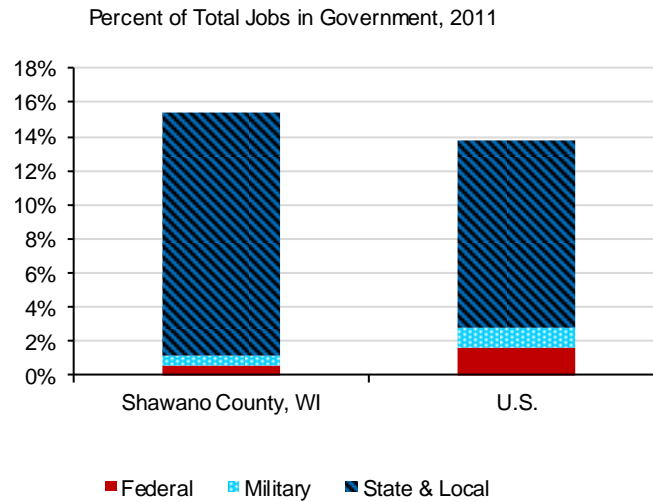
This page describes the number and percent of government jobs by type (federal, military, and state and local) relative to all jobs in the rest of the economy. It also shows aggregate government employment trends.

Employment in Government, 2011

	Shawano County, WI	U.S.
Total Employment	19,465	175,834,700
Government	3,002	24,301,000
Federal	119	2,921,000
Military	117	2,095,000
State & Local	2,766	19,285,000
Private Sector	14,490	148,898,700

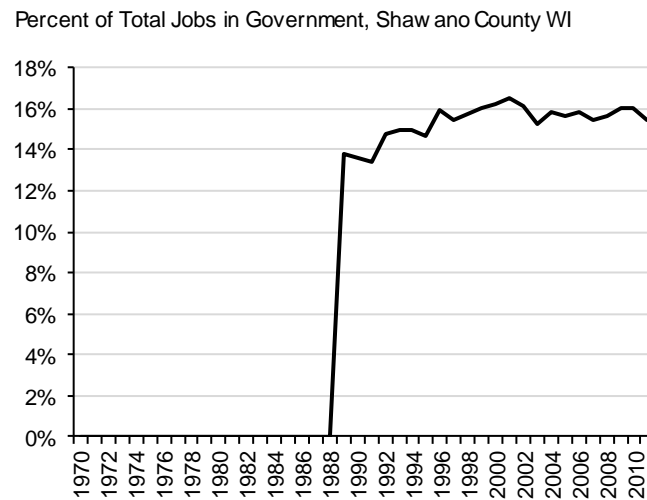
Percent of Total

Government	15.4%	13.8%
Federal	0.6%	1.7%
Military	0.6%	1.2%
State & Local	14.2%	11.0%
Private Sector	74.4%	84.7%



In 2011, Shawano County, WI had the largest percent of total jobs in government (15.4%), and the U.S. had the smallest (13.8%).

In 2011, state & local government was the largest government sector in the Shawano County WI (14.2% of total jobs), and military was the smallest (0.6% of total jobs).



Why is it important?

Government employment is often an important component of the overall mix of jobs in a place. This can be especially true of rural economies.

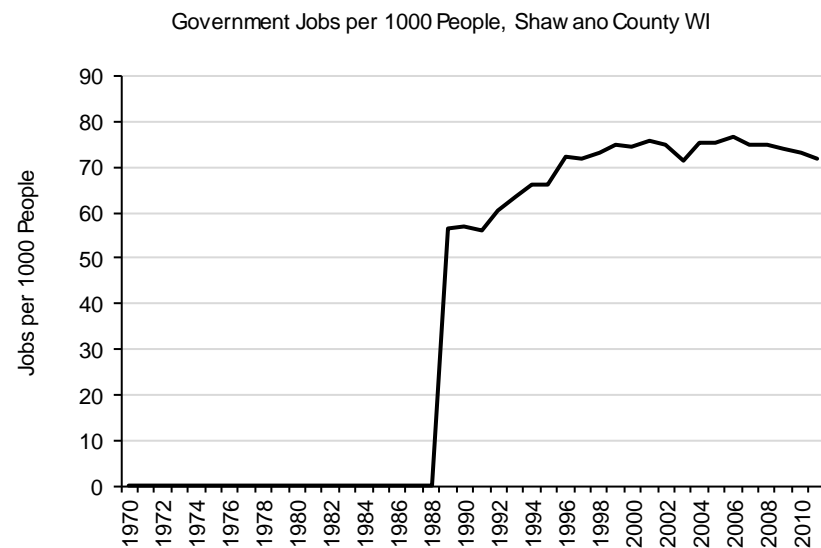
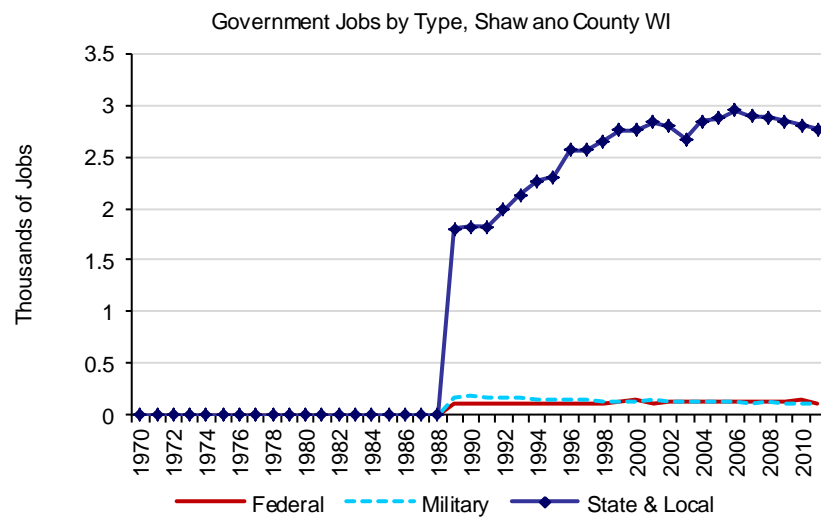
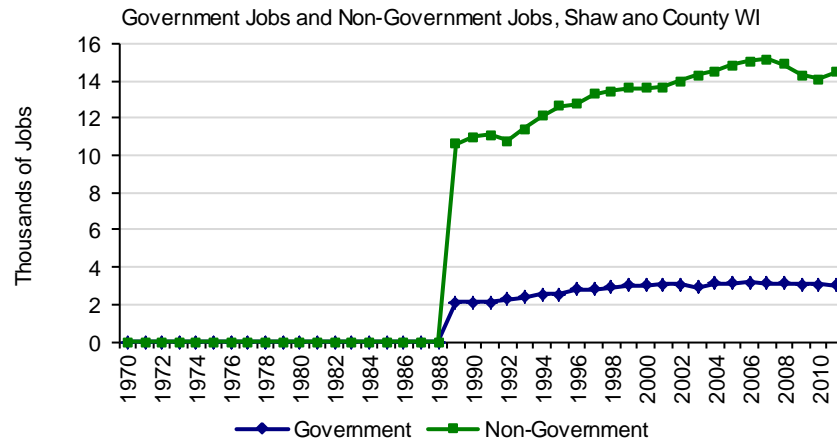
Changes in government employment tend to track population trends. Local government often accounts for the majority of job growth in the government sector as additional services are demanded by a growing population.

An increase in federal employment may be associated with a specific federal installation, such as a military base or research facility. The 2001 reclassification of tribal government and enterprises from the private sector to state and local government may also be responsible for an increase in state and local government employment in some counties.

How has government employment changed over time?

What do we measure on this page?

This page describes trends in government employment by number and type, and on a per capita basis.



Why is it important?

Government employment is often an important component of the overall mix of jobs in a place. This can be especially true of rural economies and/or where significant government facilities are located.

Changes in government employment tend to track population trends. Local government often accounts for the majority of job growth in the government sector as additional services are demanded by a growing population. The bottom chart Government Jobs per 1000 People shows government employment on a per capita basis. An upward sloped line indicates that government employment is growing faster than population change, while a downward sloped line indicates that government is declining faster than population change.

An increase in federal employment may be associated with a specific federal installation, such as a military base or research facility. The 2001 reclassification of tribal government and enterprises from the private sector to state and local government may also be responsible for an increase in state and local government employment in some geographies.

How large is government personal income?

What do we measure on this page?

This page describes total personal income from government employment by type (federal, military, and state and local) compared to the rest of the economy. It also shows aggregate government personal income trends.

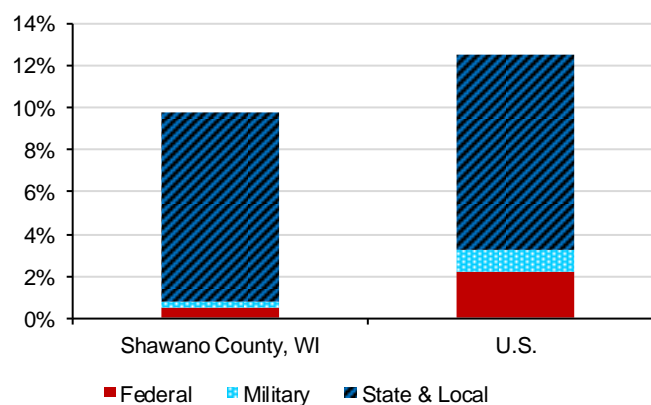
Personal Income from Government Jobs, 2012 (Thousands of 2012 \$s)

	Shawano County, WI	U.S.
Total Personal Income (\$1000)	1,462,462	13,729,063,000
Government	141,978	1,717,941,000
Federal	7,712	300,683,000
Military	3,839	142,411,000
State & Local	130,427	1,274,847,000
Private Sector	486,164	8,003,677,000

Percent of Total

Government	9.7%	12.5%
Federal	0.5%	2.2%
Military	0.3%	1.0%
State & Local	8.9%	9.3%
Private Sector	33.2%	58.3%

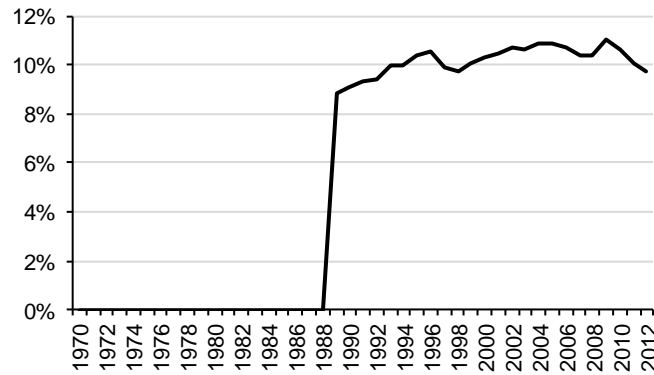
Percent of Total Personal Income from Government Jobs, 2012



In 2012, the U.S. had the largest percent of total personal income from government employment (12.5%), and Shawano County, WI had the smallest (9.7%).

In 2012, state & local government was the largest source of government related personal income in the Shawano County WI (8.9%), and military was the smallest (0.3%).

Percent of Total Personal Income from Government Jobs,
Shaw and County WI



Why is it important?

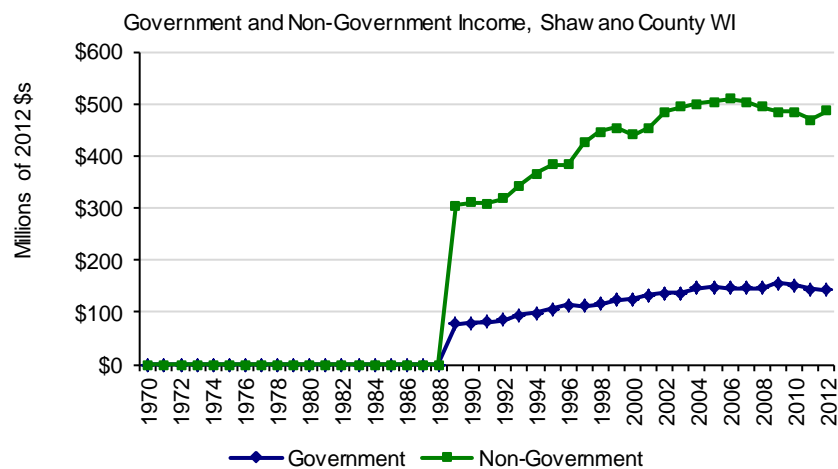
Government employment can be a major source of personal income, particularly in rural areas, or where significant government facilities are located, such as military bases, prisons, or research facilities. Government jobs often pay high wages and offer good benefits.

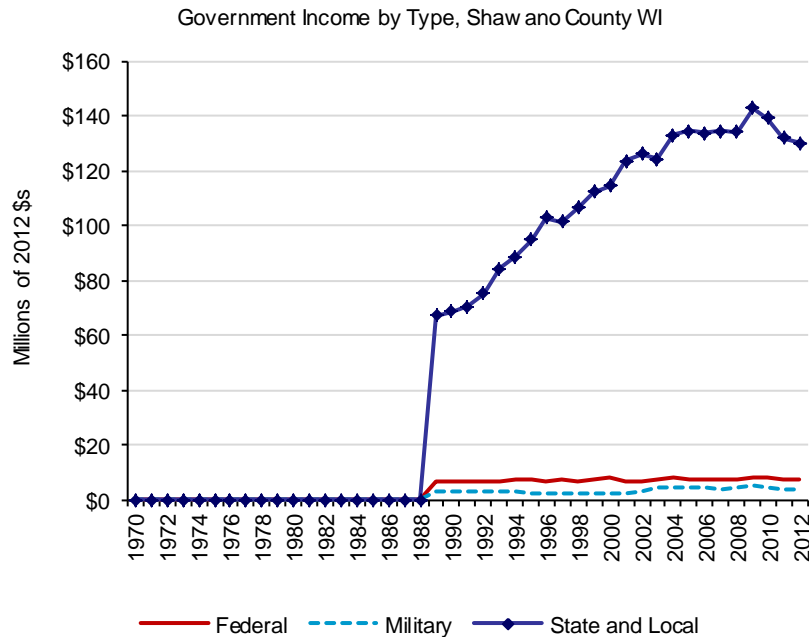
However, government jobs and the income they provide can be uncertain as the decline in timber-related government jobs or a military base closing in some communities have shown. On the other hand, new government employment associated with increased recreation or new facilities can be a boon to local economies. Despite changes in the makeup of federal government jobs, they provide wages and benefits that can serve as a buffer against the impacts of national recessions.

How has government personal income changed over time?

What do we measure on this page?

This page describes trends in personal income from government employment compared to personal income from non-government employment. It also shows trends in personal income from government employment by type (federal, military, and state and local).





How do government wages compare to wages in other sectors?

What do we measure on this page?

This page describes wages (in real terms) from employment in government by type compared to wages from employment in non-government sectors. It also describes the employment share in each category. These are shown together to illustrate where the high and low wage occupations are located (by geography and industry) and whether there are many or few people in each category.

The tables on this page and figures in the following section of this report display average annual wages and employment share side-by-side to show which industries pay the highest salaries, and the relative significance of each employment category.

Average Annual Wages, 2012 (2012 \$s)

	Shawano County, WI	U.S.
Total Private & Public	\$28,137	\$49,289
Government	\$29,396	\$49,755
Federal Government	\$44,977	\$73,344
State Government	\$48,170	\$51,352
Local Government	\$28,512	\$44,373
Total Private	\$27,769	\$49,200
Non-Services	\$36,269	\$57,676
Natural Resources and Mining	\$34,202	\$55,933
Ag., Forestry, Fishing, Hunting	na	\$28,600
Mining	na	\$96,709
Construction	\$37,916	\$52,294
Manufacturing (Incl. Forest Prod.)	\$36,716	\$60,491
Services	\$23,982	\$47,389
Trade, Transportation, Utilities	\$27,251	\$41,357
Information	\$30,846	\$82,013
Financial Activities	\$33,559	\$80,097
Professional and Business	\$33,052	\$64,494
Education and Health	\$24,889	\$45,286
Leisure and Hospitality	\$10,355	\$20,213
Other Services	\$16,360	\$30,093
Unclassified	na	\$52,681

Percent of Total Employment, 2012

	Shawano County, WI	U.S.
Government	22.7%	16.0%
Federal Government	0.9%	2.1%
State Government	0.2%	3.4%
Local Government	21.5%	10.4%
Total Private	77.3%	84.0%
Non-Services	23.8%	14.8%
Natural Resources and Mining	5.5%	1.5%
Ag., Forestry, Fishing, Hunting	na	0.9%
Mining	na	0.6%
Construction	2.7%	4.2%
Manufacturing (Incl. Forest Prod.)	15.7%	9.0%
Services	53.5%	69.2%
Trade, Transportation, Utilities	18.4%	19.2%
Information	1.6%	2.0%
Financial Activities	2.9%	5.7%
Professional and Business	4.6%	13.6%
Education and Health	13.4%	14.7%
Leisure and Hospitality	9.3%	10.4%
Other Services	3.3%	3.5%
Unclassified	0.0%	0.1%

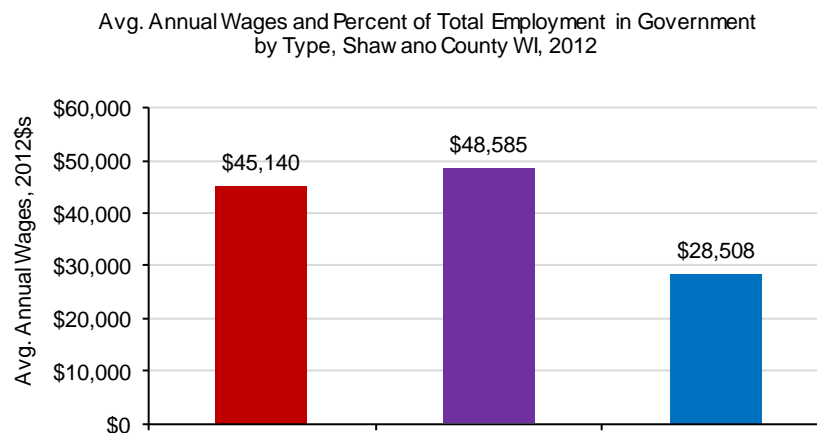
Why is it important?

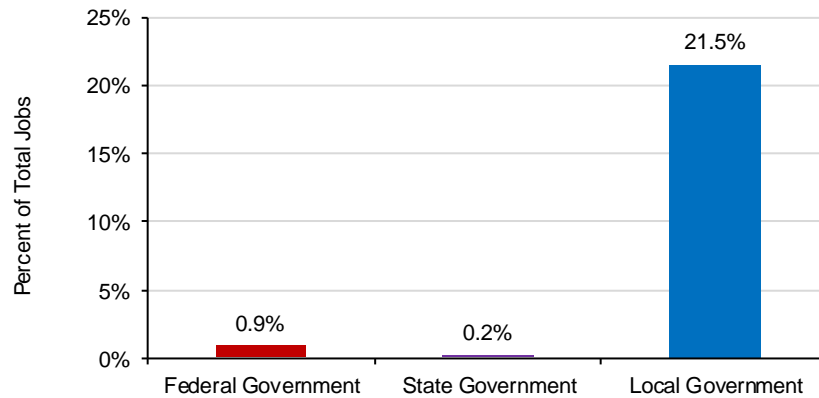
Government employment can be an important economic sector and generally pays relatively high wages, especially in rural areas. However, there are often disparities between wages at different levels of government (federal, state, and local) and between geographies. The tables on this page show wages and employment levels at different levels of government and for the private sectors for comparison.

How many government jobs are there and what wages do they pay?

What do we measure on this page?

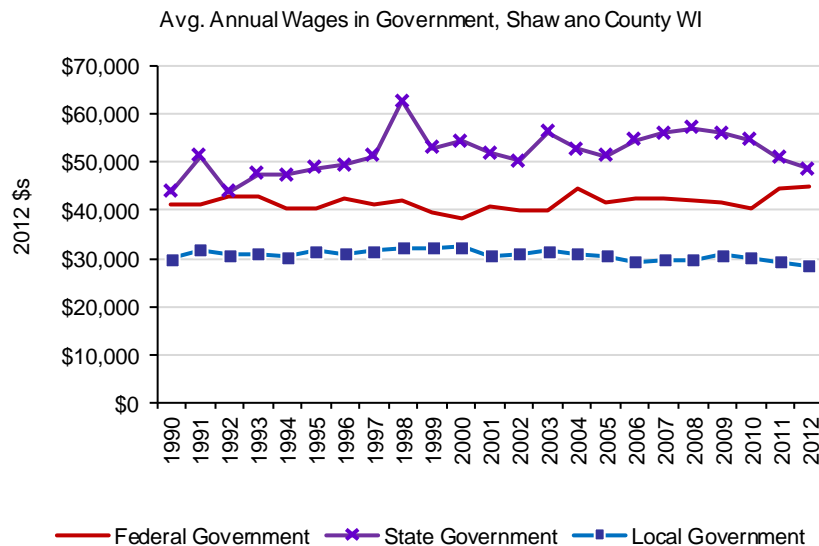
This page describes average wages (in real terms) per employee by federal, state and local governments, and the share of total employment by these same three levels of government. Comparing wages and jobs side by side shows which government sectors pay the highest salaries on average, and the relative significance of each category.





In 2012, state government paid the highest wages of the government sectors (\$48,585) followed by federal government (\$45,140) and local government (\$28,508).

In 2012, local government employed the most people of the government sectors (21.5% of total jobs), followed by federal government (0.9% of total jobs), and state government (0.2% of total jobs).



From 1990 to 2012, federal government average annual wages grew from \$41,229 to \$45,140, an increase of 9 percent.

From 1990 to 2012, state government average annual wages grew from \$43,776 to \$48,585, an increase of 11 percent.

From 1990 to 2012, local government average annual wages shrank from \$29,942 to \$28,508, a decrease of -5 percent.

Why is it important?

Government employment can be an important economic sector and generally pays relatively high wages, especially in rural areas. However, there are often disparities between wages at different levels of government (federal, state, and local) and between geographies. The bar charts on this page show wages and employment levels at different levels of government. The line graph shows how wages adjusted for inflation in government by type have changed over time.

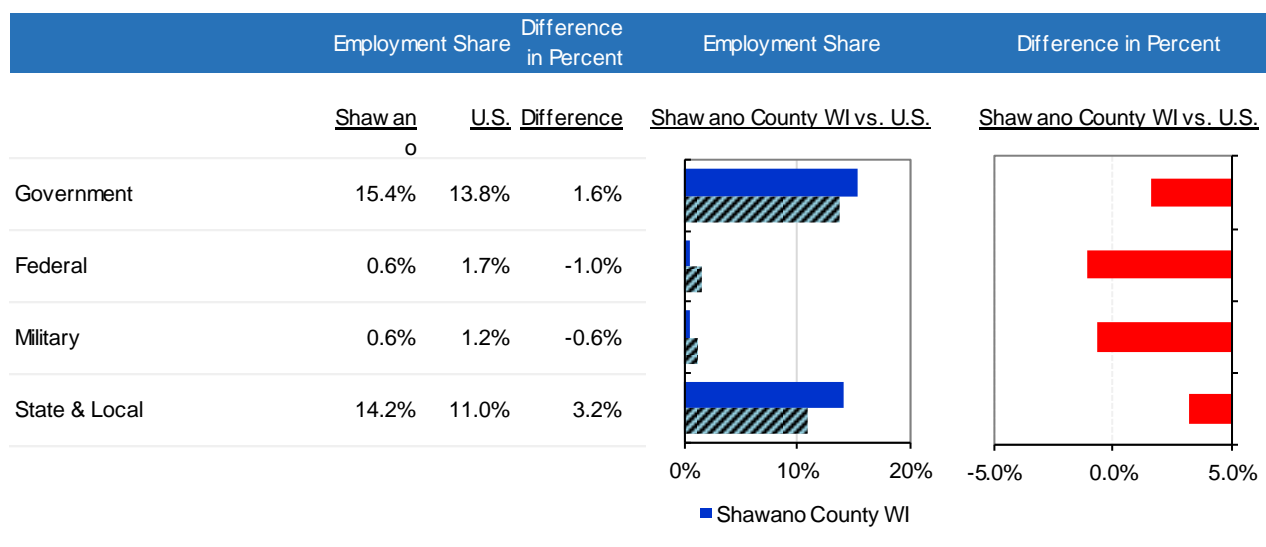
How do government wages compare to wages in other sectors?

What do we measure on this page?

This page describes how the region is specialized (or under-specialized) in government employment. The figure illustrates the difference between the region and the U.S. by comparing government jobs as a share of total employment.

The use of the term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act (NFMA).

Percent of Total Jobs in Government, Shawano County WI vs. U.S., 2011



In 2011, federal government employment as a percent of total employment was -1 percent smaller in the Shawano County WI than in the U.S.

In 2011, military employment as a percent of total employment was -0.6 percent smaller in the Shawano County WI than in the U.S.

In 2011, state and local government employment as a percent of total employment was 3.2 percent larger in the Shawano County WI than in the U.S.

Why is it important?

Government can be a major employer, particularly in rural areas, or where significant government facilities are located, such as Forest Service and Bureau of Land Management offices, military bases, prisons, or research facilities. Government jobs often pay high wages and offer good benefits. Government jobs can also be important when they bring money into the area from outside. For example, Forest Service and Bureau of Land Management offices, as well as federally funded research institutions and military bases, can bring significant dollars into the local economy by employing local people at relatively high wages. In this sense, government can be part of the basic (or base) economy of a place.

How does government employment compare across geographies?

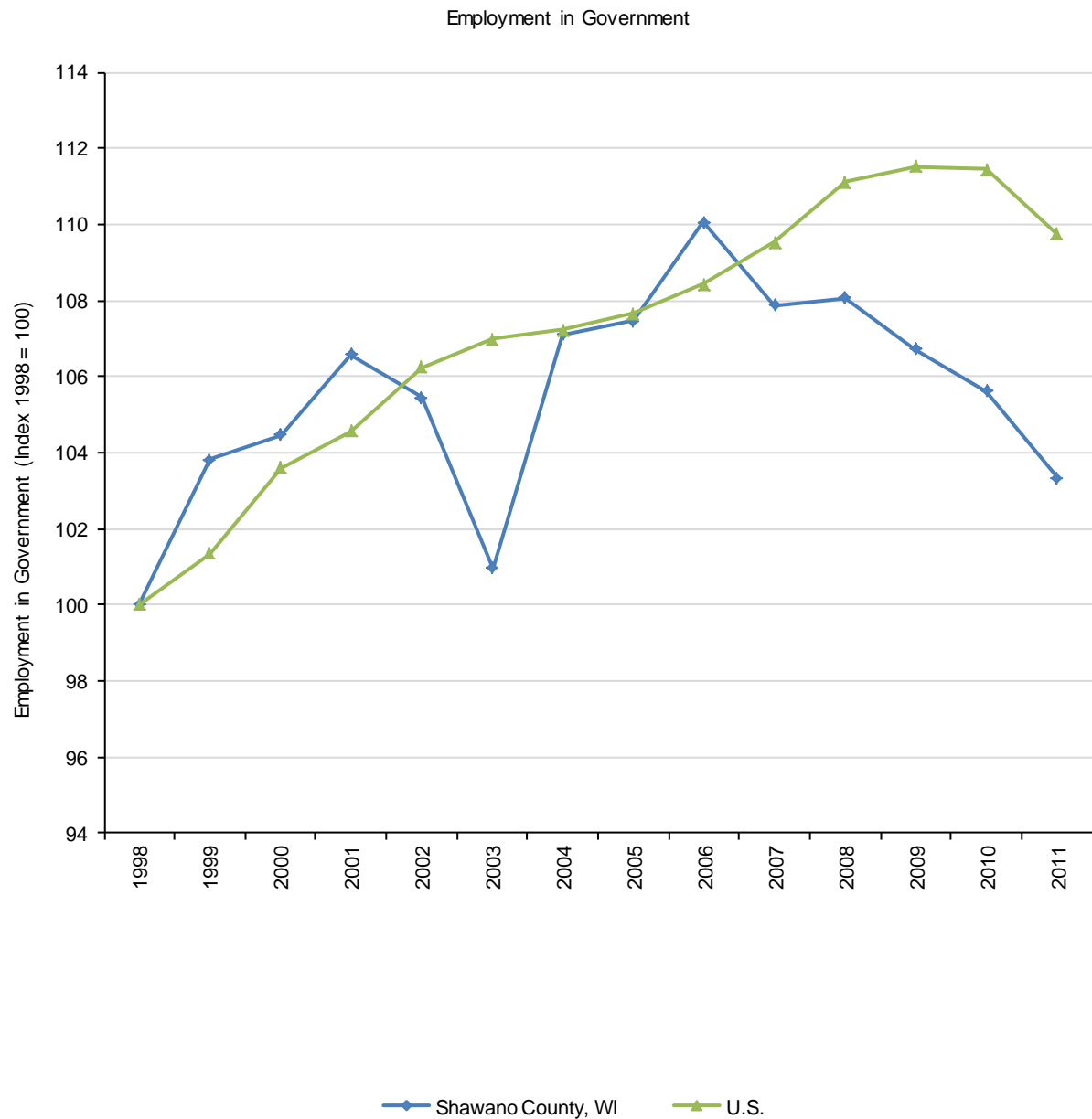
What do we measure on this page?

This page compares the change in government employment for the geographies selected and the U.S. The information is indexed (1998=100) so that data from geographies with different size economies can be compared and to make it easier to understand the relative rate of growth or decline of government employment over time.

Index: Indexed numbers are compared with a base value. In the line chart, employment in 1998 is the base value, and is set to 100. The employment values for subsequent years are expressed as 100 times the ratio to the base value. The indexing used in the line chart enables easier comparisons between geographies over time.

The use of the term "benchmark" in this report should not be construed as having the same meaning as in the National Forest Management Act (NFMA).

Note: if many geographies are selected, it may be difficult to read the figure on this page.



This graph uses Regional Economic Information System (REIS) from the Bureau of Economic Analysis because government employment data is not available from County Business Patterns (CBP). CBP started organizing their data using the North American Industry Classification System (NAICS) in 1998. The index begins in 1998 for consistency with other EPS-HDT Sector reports.

From 1998 to 2011, the U.S. had the fastest rate of change in government employment, and Shawano County, WI had the slowest.

Why is it important?

Not all counties have attracted or lost government employment at the same rate. An indexed chart makes it clear where the rate of government-related growth or decline has been the fastest. Lines above 100 indicate absolute growth while those below 100 show absolute decline. The steeper the curve the faster the rate of change.

This line chart can also be used to examine whether there are differences in volatility (i.e., year-to-year fluctuations) of growth or decline between geographies.

Menominee County-Nation Demographics

By Karen Vermillion, UW-Extension Menominee County-Nation

Land Base – Acreage in Forest Cover, Fee / Trust

- **County/Tribe/Township Share One Co-Terminus Boundary**
- **11,775 Acres – County Fee Land (5% of total land base)**
- **223,748 Acres – Tribal Trust Land (95% of total land base)**
- **Home to Four Unincorporated Communities**

Land Base - Square Miles and Percentages

- | | |
|----------------------|------------------|
| ➤ Total Land Base: | 2000 Sq. Miles |
| ➤ County Land: | 360 Sq. Miles |
| ➤ Trust Land: | 1640 Sq. Miles |
| ➤ County (Fee) Land: | 5% of Menominee |
| ➤ 2011 Tax Parcels: | 2351 |
| ➤ Tribal Trust Land: | 95% of Menominee |

Census 2010 Data

- Menominee Population - 4,232
- Wisconsin Population - 5,686,986
- Menominee 31.7% live below poverty level
- Wisconsin - 12.4% live below poverty level

Menominee Nation/County

- Native Americans - 87.5% of population
- Non-Native - 12.5% of population
- Under 18 years - 33.6%
- Median age - 31.2 years old

Table 3-1. Population Change, 1990 - 2010

	1990	2000	2010	% Change 2000-2010	% Change 1990-2010
Menominee Reservation	3,890	4,913	4,513	-8.1%	16.0%
Keshena	685	1,394	1,262	-9.5%	84.2%
Neopit	615	839	690	-17.8%	12.2%
Legend Lake	*	1,533	1,525	-0.5%	-0.5%
Zoar	*	124	98	-21.0%	-21.0%
Remainder of Menominee County	*2,590	672	657	-2.2%	-2.2%
Middle Village	0	351	281	-19.9%	-19.9%
Menominee County	3,890	4,562	4,232	-7.2%	8.8%
Shawano County	37,157	40,664	41,949	3.2%	12.9%
Wisconsin	4,891,769	5,363,715	5,686,986	6.0%	16.3%

**In 1990 the population of both Legend Lake and Zoar are included in the Remainder of Menominee County population estimate.*

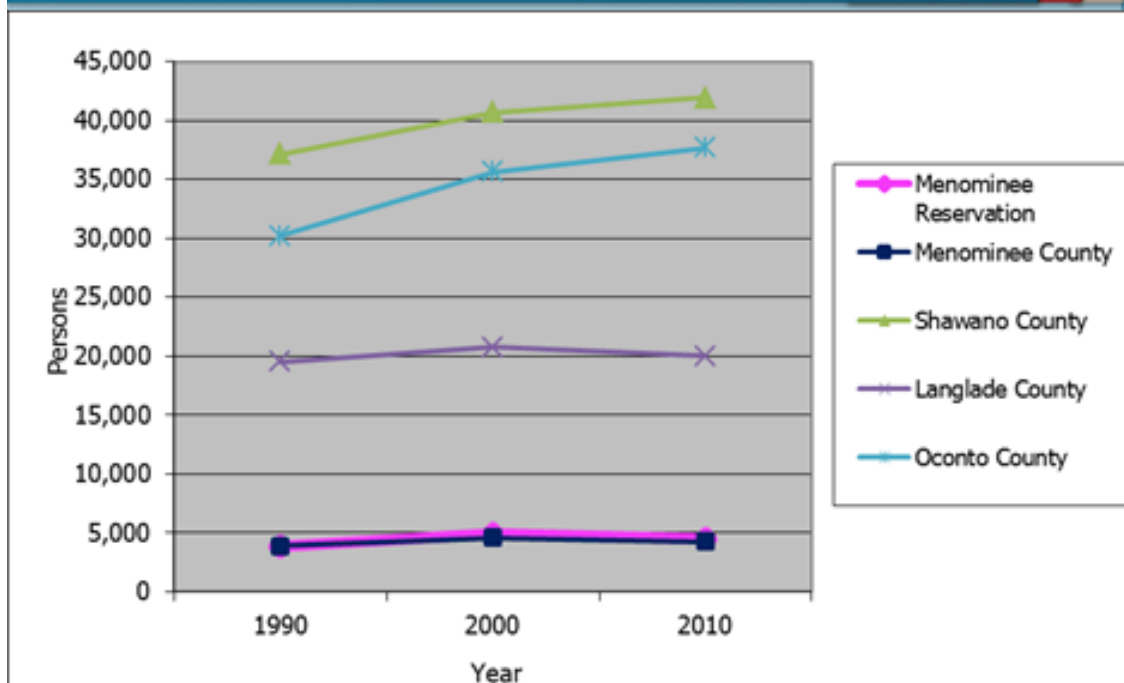
Source: U.S. Census DP-1, 1990-2010

Population Projections, 2010 - 2035

Year	2010	2015	2020	2025	2030	2035
Menominee : Trust and Fee Land	4,549	4,507	4,411	4,231	3,970	3,647
Shawano County	43,214	44,599	45,988	47,192	48,108	48,710

Source: WDOA Population Projections by Sex, Estimated (2005) and Projected (2010-2035), Wisconsin Counties

Population Change, 1990 - 2010



Population Projection by Age Cohort, 2010 – 2035

	Year	Under 5 / %		5 - 19 / %		20 – 64 / %		65 and older / %		Total
Menominee County	2010	411	9.0	1,076	23.7	2,560	56.3	502	11.0	4,549
	2015	396	8.8	939	20.8	2,592	57.5	580	12.9	4,507
	2020	357	8.1	898	20.4	2,494	56.5	662	15.0	4,411
	2025	309	7.3	842	19.9	2,288	54.1	792	18.7	4,231
	2030	258	6.5	755	19.0	2,081	52.4	876	22.1	3,970
	2035	213	5.8	643	17.6	1,924	52.8	867	23.8	3,647

Source: 2008 WDOA Population Projections by Sex and Age, Estimated (2005) and Projected (2010-2035), Wisconsin Counties

Statistics from MITW Webpage

“According to the University of Wisconsin’s School of Medicine and Public Health – Public Health Institute, in 2010 Menominee County ranked:

- Last in the overall quality of health
- Had the highest mortality rate (11,904, adj. per 100,000)
- Highest rate of smoking during pregnancy (44%)
- Highest obesity rate (38.0%)
- Highest teen birth rate (103.8, adj. per 1,000)
- Highest unemployment rate (10%)
- Highest number of children living in poverty (51%)
- Highest violent crime rate (958, adj. per 100,000), and
- Highest number of single parent households (26%)”

Poverty Status, 2006-2010 ACS 5-Year Estimates

	Total Persons			Total Persons Below Poverty Level			Total Families			Total Families Below Poverty Level		
	Estimate	Percent	MOE +/-	Estimate	Percent	MOE +/-	Estimate	Percent	MOE +/-	Estimate	Percent	MOE +/-
Menominee Reservation	4,452	100.0	87	1,452	32.6	357	1,222	100.0	145	402	32.9	21
Menominee County	4,251	100.0	2	1,344	31.6	350	1,157	100.0	142	371	32.1	33
Shawano County	40,957	100.0	217	4,872	11.9	629	12,059	100.0	333	1,025	8.5	14

Source: U.S. Census, 2006-2010 ACS 5-Year Estimates

*MOE = Margin of Error

Comparative Income Characteristics, 2006 – 2010 5-Year Estimates

	Median Household Income		Median Family Income		Per Capita Income	
	Estimate	MOE +/-	Estimate	MOE +/-	Estimate	MOE +/-
Menominee Reservation	\$25,747	\$7,213	\$27,771	\$12,425	\$11,514	\$3,987
Menominee County	\$31,076	\$6,623	\$37,176	\$11,074	\$14,794	\$1,973
Shawano County	\$45,841	\$1,270	\$53,337	\$1,562	\$22,539	\$755
Wisconsin	\$51,598	\$143	\$64,869	\$283	\$26,624	\$116

Source: U.S. Census 2006-2010 ACS 5-Year Estimates

Poverty Status by Age, 2006-2010 ACS 5-Year Estimates

	Menominee Reservation			Shawano County			Wisconsin		
	Estimate	Percent	MOE +/-	Estimate	Percent	MOE +/-	Estimate	Percent	MOE +/-
Total Persons	4,452	100.0%	87	40,957	100.0%	217	5,486,658	100.0%	1,381
Persons Under 18									
Total Persons	1,451	32.6%	98	9,505	23.2%	94	1,220,901	24.1%	1,434
Below Poverty	609	42.0%	192	1,799	18.9%	252	208,131	15.9%	5,299
Persons 18 to 64									
Total Persons	2,512	56.4%	86	24,490	59.6%	112	2,443,009	62.9%	858
Below Poverty	787	31.2%	195	2,292	9.9%	217	272,230	10.9%	4,905
Persons 65 & Older									
Total Persons	489	11.0%	76	7,052	17.2%	140	722,748	13.2%	596
Below Poverty	56	11.5%	29	691	9.9%	142	57,252	7.9%	1,799

Source: U.S. Census, 2006-2010 ACS 5-Year Estimates

Labor Force Information provided by Mathew Kures,UW-Extension CCED, re Shawano County & Menominee County-Nation, 2012.

Journey to Work

Commuting Patterns by Places of Employment and Residence (Beginning of Q2 2010)

Employees Working in Shawano County and Menominee County/Nation			Employees Residing in Shawano County and Menominee County/Nation		
Place of Residence	Number	Percent of Total	Place of Employment	Number	Percent of Total
Shawano County, WI	7,118	53.0%	Shawano County, WI	6,668	34.9%
Brown County, WI	1,020	7.6%	Brown County, WI	2,758	14.4%
Menominee County, WI	994	7.4%	Menominee County, WI	1,444	7.6%
Oconto County, WI	689	5.1%	Waupaca County, WI	1,166	6.1%
Marathon County, WI	544	4.0%	Outagamie County, WI	1,107	5.8%
Waupaca County, WI	540	4.0%	Marathon County, WI	1,084	5.7%
Outagamie County, WI	267	2.0%	Milwaukee County, WI	656	3.4%
Langlade County, WI	244	1.8%	Winnebago County, WI	539	2.8%
Winnebago County, WI	189	1.4%	Dane County, WI	468	2.4%
Manitowoc County, WI	160	1.2%	Waukesha County, WI	367	1.9%
All Other Locations	1,673	12.4%	All Other Locations	2,868	15.0%
Total	13,438	100.0%	Total	19,125	100.0%

Source: LEHD Origin-Destination Employment Statistics (2010) extracted from OnTheMap

Travel Time to Work (2006-2010)

Means of Transportation	Shawano and Menominee		Study Area Balance		State of Wisconsin		United States
	Value	Statistical Sig.	Value	Statistical Sig.	Value	Statistical Sig.	Value
Employees not Working at Home	197,57	-	439,165	-	2,700,897	-	133,495,311
Less than 9 Minutes	23.6%	***	20.7%	***	19.3%	***	14.1%
10 to 19 minutes	29.0%	-	40.2%	***	33.9%	***	30.0%
20 to 29 minutes	15.7%	***	21.0%	-	21.2%	***	20.7%
30 to 39 minutes	13.3%	***	9.8%	***	13.1%	***	16.1%
40 to 59 minutes	12.5%	*	5.0%	***	8.1%	***	11.1%
60 to 89 minutes	3.5%	***	1.8%	***	2.9%	***	5.6%
90 or more minutes	2.3%	-	1.4%	***	1.6%	***	2.5%
Average Travel Time	23.1	***	18.9	***	21.3	***	25.2

Source: U.S. Census Bureau 2006-2010 ACS and Author's Calculations. Values are Estimates Based on a 90% CI.

* = 90% ** = 95%

*** = 99%

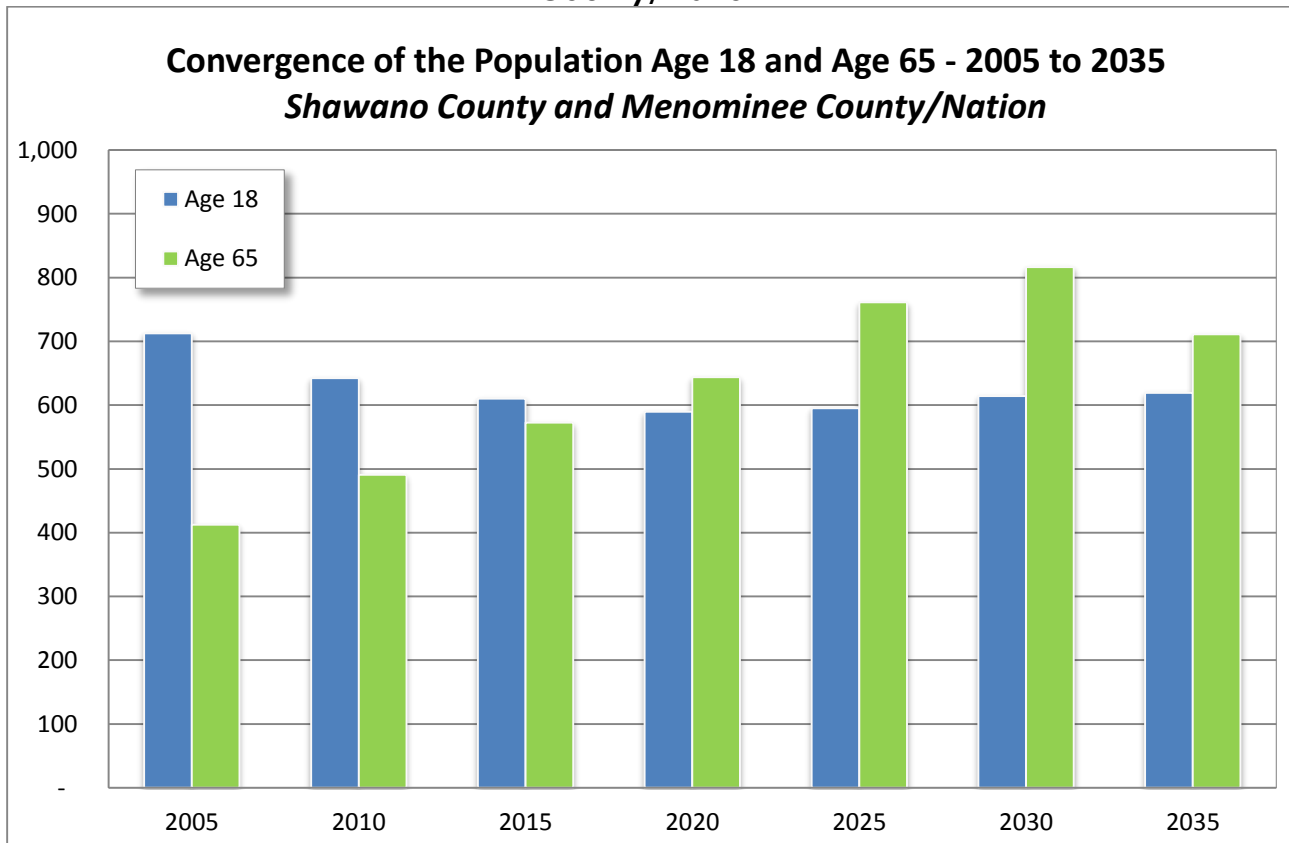
Age and Mobility

Population by Age Group (2010)

Population by Age Group	Shawano and Menominee	Study Area Balance	State of Wisconsin	United States
Total Population	46,181	905,825	5,686,986	308,745,538
Under 5 years	6.2%	6.3%	6.3%	6.5%
5 to 9 years	6.5%	6.5%	6.5%	6.6%
10 to 14 years	6.6%	6.6%	6.6%	6.7%
15 to 19 years	6.8%	7.1%	7.0%	7.1%
20 to 24 years	5.0%	6.9%	6.8%	7.0%
25 to 34 years	10.4%	12.8%	12.7%	13.3%
35 to 44 years	12.5%	13.0%	12.8%	13.3%
45 to 54 years	15.6%	15.6%	15.4%	14.6%
55 to 64 years	12.7%	11.9%	12.3%	11.8%
65 to 74 years	9.6%	6.8%	7.0%	7.0%
75 to 84 years	5.7%	4.4%	4.5%	4.2%
85 and over	2.4%	2.0%	2.1%	1.8%

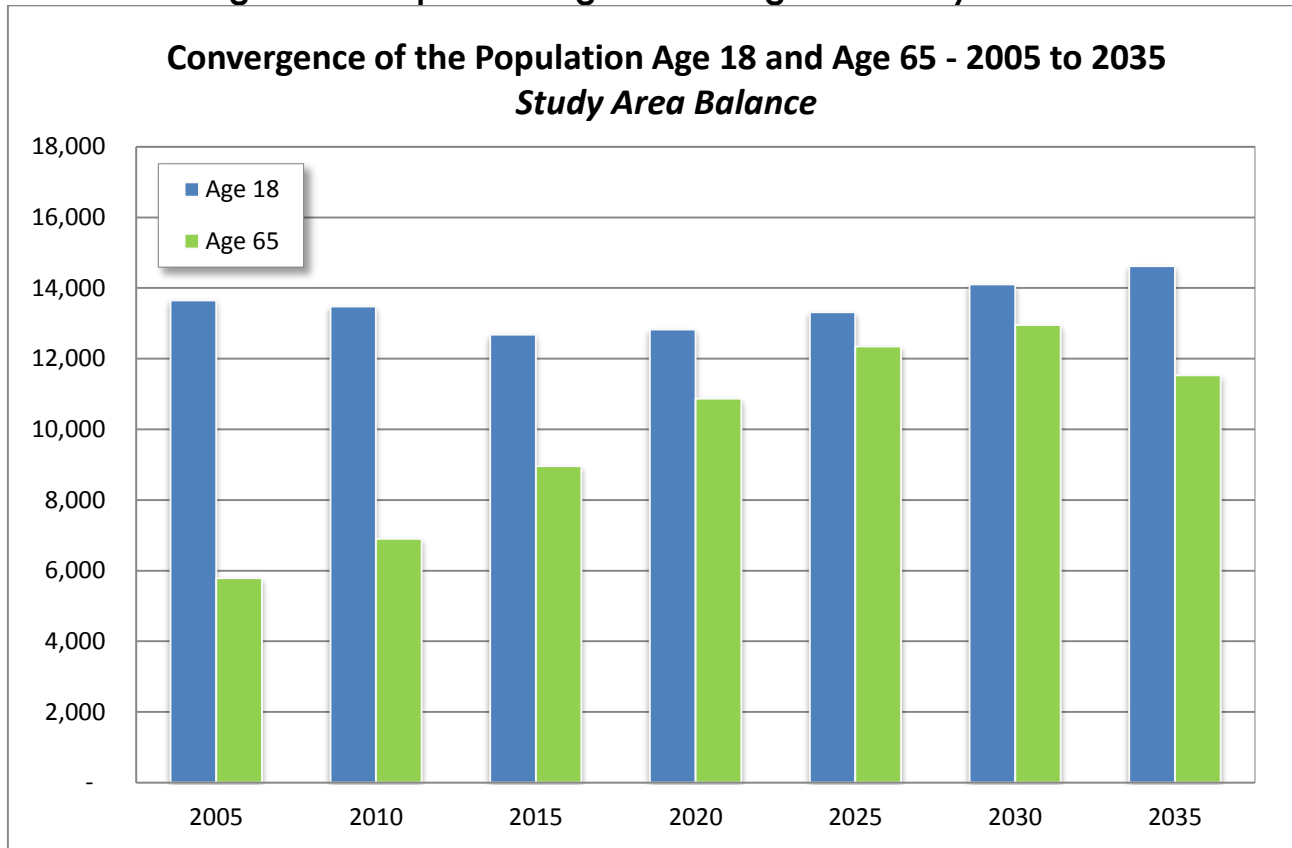
Source: U.S. Census Bureau 2010 Census and Author's Calculations.

Convergence of Population Age 18 and Age 65 – Shawano County and Menominee County/Nation



Source: Wisconsin Department of Administration Demographic Services Center and Author's Calculations

Convergence of Population Age 18 and Age 65 – Study Area Balance



Source: Wisconsin Department of Administration Demographic Services Center and Author's Calculations

One-Year Mobility Rates for the Population Age One and Over (2006-2010)

Place of Residence One-Year Ago (Population Age 1 and Over)	Shawano and Menominee		Study Area Balance		State of Wisconsin		United States
	Value	Statistical Sig.	Value	Statistical Sig.	Value	Statistical Sig.	Value
Population 1 year and over	45,491	-	885,735	-	5,570,051	-	300,061,429
Same house	89.0%	***	86.1%	***	85.3%	***	84.2%
Different House - Same county	5.9%	***	8.5%	***	9.3%	-	9.4%
Different County - Same State	4.3%	*	3.9%	***	3.3%	-	3.3%
Different State	0.9%	***	1.2%	***	1.8%	***	2.4%
Moved from Abroad	0.1%	***	0.3%	***	0.3%	***	0.6%

Source: U.S. Census Bureau 2006-2010 ACS and Author's Calculations. Values are Estimates Based on a 90% CI.

* = 90% ** = 95%

*** = 99%

Educational Attainment, Labor Participation and Unemployment Rates

Highest Level of Educational Attainment 2006-2010 (Age 25 and Over)

Highest Level of Educational Attainment – Age 25 and Over	Shawano and Menominee		Study Area Balance		State of Wisconsin		United States
	Value	Statistical Sig.	Value	Statistical Sig.	Value	Statistical Sig.	Value
Total Population Age 25 and Over	31,527	-	591,093	-	3,739,243	-	199,726,659
Less than 9th grade	5.3%	**	3.8%	***	3.7%	***	6.2%
9th to 12th grade, no diploma	8.6%	-	6.4%	***	6.9%	***	8.7%
High school graduate (includes GED)	45.7%	***	37.2%	***	34.0%	***	29.0%
Some college, no degree	18.7%	***	19.7%	***	20.6%	-	20.6%
Associate's degree	7.7%	-	9.8%	***	9.0%	***	7.5%
Bachelor's degree	9.6%	***	16.4%	***	17.1%	***	17.6%
Graduate or professional degree	4.5%	***	6.9%	***	8.6%	***	10.3%
High School or Greater	86.1%	-	89.9%	***	89.4%	***	85.0%
Bachelor's or Greater	14.1%	***	23.2%	***	25.8%	***	27.9%

Source: U.S. Census Bureau 2006-2010 ACS and Author's Calculations. Values are Estimates Based on a 90% CI.

* = 90% ** = 95%

*** = 99%

Labor Participation Rate by Age Group 2006-2010

Labor Participation Rate by Age Group	Shawano and Menominee		Study Area Balance		State of Wisconsin		United States
	Value	Statistical Sig.	Value	Statistical Sig.	Value	Statistical Sig.	Value
Age 16 to 19	50.6%	***	57.9%	***	53.7%	***	41.7%
Age 20 to 24	86.0%	***	82.3%	***	81.2%	***	73.2%
Age 25 to 34	85.1%	**	87.1%	***	86.7%	***	81.4%
Age 35 to 44	86.5%	***	87.4%	***	87.0%	***	82.2%
Age 45 to 54	85.3%	***	87.3%	***	86.3%	***	80.9%
Age 55 to 64	63.6%	-	68.6%	***	68.4%	***	63.7%
Age 65 and Over	14.8%	-	13.7%	***	15.0%	***	15.6%

Source: U.S. Census Bureau 2006-2010 ACS and Author's Calculations. Values are Estimates Based on a 90% CI.

* = 90% ** = 95%

*** = 99%

Unemployment Rate by Age Group 2006-2010

Unemployment Rate by Age Group	Shawano and Menominee		Study Area Balance		State of Wisconsin		United States
	Value	Statistical Sig.	Value	Statistical Sig.	Value	Statistical Sig.	Value
Age 16 to 19	19.8%	-	16.8%	***	17.6%	***	23.9%
Age 20 to 24	19.2%	-	10.0%	***	10.5%	***	13.2%
Age 25 to 34	10.3%	-	5.9%	***	6.7%	***	8.0%
Age 35 to 44	6.5%	-	4.6%	***	5.4%	***	6.2%
Age 45 to 54	5.4%	-	4.4%	***	4.9%	***	5.9%
Age 55 to 64	5.6%	-	5.5%	-	4.8%	***	5.5%
Age 65 and Over	5.9%	-	4.8%	-	4.5%	***	5.2%

Occupations and Occupation Clusters

Occupation for the Civilian Employed Population Age 16 and Over (2006 – 2010)

Occupation	Shawano and Menominee		Study Area Balance		State of Wisconsin		United States
	Value	Statistical Sig.	Value	Statistical Sig.	Value	Statistical Sig.	Value
Total civilian employed population	21,451	-	464,363	-	2,869,310	-	141,833,331
Management	10.0%	-	8.3%	***	9.2%	***	9.6%
Business and financial operations	2.6%	***	4.4%	**	4.3%	***	4.6%
Computer and mathematical	0.6%	***	2.0%	***	2.1%	***	2.4%
Architecture and engineering	1.1%	**	1.8%	**	1.9%	-	1.9%
Life, physical, and social science	0.8%	-	0.5%	***	0.8%	-	0.8%
Community and social service	1.6%	-	1.3%	***	1.5%	***	1.6%
Legal	0.3%	***	0.5%	***	0.7%	***	1.2%
Education, training, and library	5.4%	-	5.2%	***	5.7%	***	5.9%
Arts, design, entertainment, sports & media	0.6%	***	1.4%	***	1.5%	***	1.9%
Healthcare practitioners and technical	2.6%	**	3.3%	***	3.6%	-	3.6%
Health technologists and technicians	1.1%	*	1.7%	-	1.7%	*	1.7%
Healthcare support	2.9%	-	2.7%	***	2.7%	***	2.3%
Protective service	2.1%	-	1.5%	***	1.7%	***	2.2%
Food preparation and serving related	6.2%	*	5.6%	-	5.4%	-	5.4%
Building/grounds cleaning & maintenance	3.4%	*	3.2%	***	3.3%	***	3.9%
Personal care and service	4.4%	***	2.9%	***	3.0%	***	3.3%
Sales and related	8.5%	***	10.8%	***	10.3%	***	11.2%
Office and administrative support	12.3%	***	14.6%	**	14.2%	-	14.2%
Farming, fishing, and forestry	3.1%	***	1.1%	***	1.0%	***	0.7%
Construction and extraction	5.5%	-	4.5%	***	4.8%	***	5.7%
Installation, maintenance, and repair	3.6%	-	3.6%	**	3.3%	-	3.4%
Production occupations	12.6%	***	11.5%	***	10.4%	***	6.3%
Transportation occupations	5.2%	***	3.6%	-	3.5%	-	3.6%
Material moving occupations	3.6%	**	4.1%	***	3.3%	***	2.5%

Occupation Clusters (2009)

Occupation Cluster	Shawano and Menominee			Study Area Balance		
	Employment	Percent of Total	Location Quotient	Employment	Percent of Total	Location Quotient
Managerial, Sales, Marketing and HR	1,233	5.7%	0.63	42,718	7.3%	0.82
Skilled Production Workers: Technicians, Operators, Trades, Installers & Repairers	1,573	7.3%	1.01	48,765	8.4%	1.17
Health Care and Medical Science	899	4.2%	0.73	29,158	5.0%	0.88
Mathematics, Statistics, Data and Accounting	239	1.1%	0.44	12,090	2.1%	0.84
Legal and Financial Services, and Real Estate	1,273	5.9%	0.7	40,496	7.0%	0.84
Information Technology (IT)	108	0.5%	0.24	9,167	1.6%	0.77
Natural Sciences and Environmental Management	91	0.4%	0.9	1,685	0.3%	0.62
Agribusiness and Food Technology	1,716	8.0%	5.17	12,162	2.1%	1.37
Primary/Secondary and Vocational Education, Remediation & Social Svcs.	1,732	8.1%	1.47	28,375	4.9%	0.9
Building, Landscape and Construction Design	58	0.3%	0.55	2,129	0.4%	0.76
Engineering and Related Sciences	70	0.3%	0.31	5,356	0.9%	0.9
Personal Services Occupations	514	2.4%	1.02	12,480	2.1%	0.93
Arts, Entertainment, Publishing and Broadcasting	339	1.6%	0.73	10,117	1.7%	0.82
Public Safety and Domestic Security	424	2.0%	1.61	5,343	0.9%	0.76
Postsecondary Education and Knowledge Creation	183	0.9%	0.7	5,861	1.0%	0.84
Job Zone 2	7,790	36.2%	1.05	228,949	39.4%	1.16
Job Zone 1	3,262	15.2%	1.02	86,877	14.9%	1.01
Total	21,504	100.0%	1.00	581,728	100.00%	1.00

Source: Stats America; Economic Modeling Specialists, Inc. Complete Employment Statistics

Understanding Job Zones

Job Zone One: Little or No Preparation Needed

- *Education* - Some of these occupations may require a high school diploma or GED certificate.
- *Related Experience* - Little or no previous work-related skill, knowledge, or experience is needed for these occupations. For example, a person can become a waiter or waitress even if he/she has never worked before.
- *Job Training* - Employees in these occupations need anywhere from a few days to a few months of training. Usually, an experienced worker could show you how to do the job.
- *Specific Vocational Preparation Time* – Short demonstration, up to one month or one to 3 months.

Job Zone Two: Some Preparation Needed

- *Education* - These occupations usually require a high school diploma.
- *Related Experience* - Some previous work-related skill, knowledge, or experience is usually needed. For example, a teller would benefit from experience working directly with the public.
- *Job Training* - Employees in these occupations need anywhere from a few months to one year of working with experienced employees. A recognized apprenticeship program may be associated with these occupations.
- *Specific Vocational Preparation Time* – 3 to 6 months, 6 months to 1 year

Job Zone Three: Medium Preparation Needed

- *Education* - Most occupations in this zone require training in vocational schools, related on-the-job experience, or an associate's degree.
- *Related Experience* - Previous work-related skill, knowledge, or experience is required for these occupations. For example, an electrician must have completed three or four years of apprenticeship or several years of vocational training, and often must have passed a licensing exam, in order to perform the job.
- *Job Training* - Employees in these occupations usually need one or two years of training involving both on-the-job experience and informal training with experienced workers. A recognized apprenticeship program may be associated with these occupations.
- *Specific Vocational Preparation Time* – 1 to 2 years

Job Zone Four: Considerable Preparation Needed

- *Education* - Most of these occupations require a four-year bachelor's degree, but some do not.
- *Related Experience* - A considerable amount of work-related skill, knowledge, or experience is needed for these occupations. For example, an accountant must complete four years of college and work for several years in accounting to be considered qualified.
- *Job Training* - Employees in these occupations usually need several years of work-related experience, on-the-job training, and/or vocational training.
- *Specific Vocational Preparation Time* – 2 to 4 years

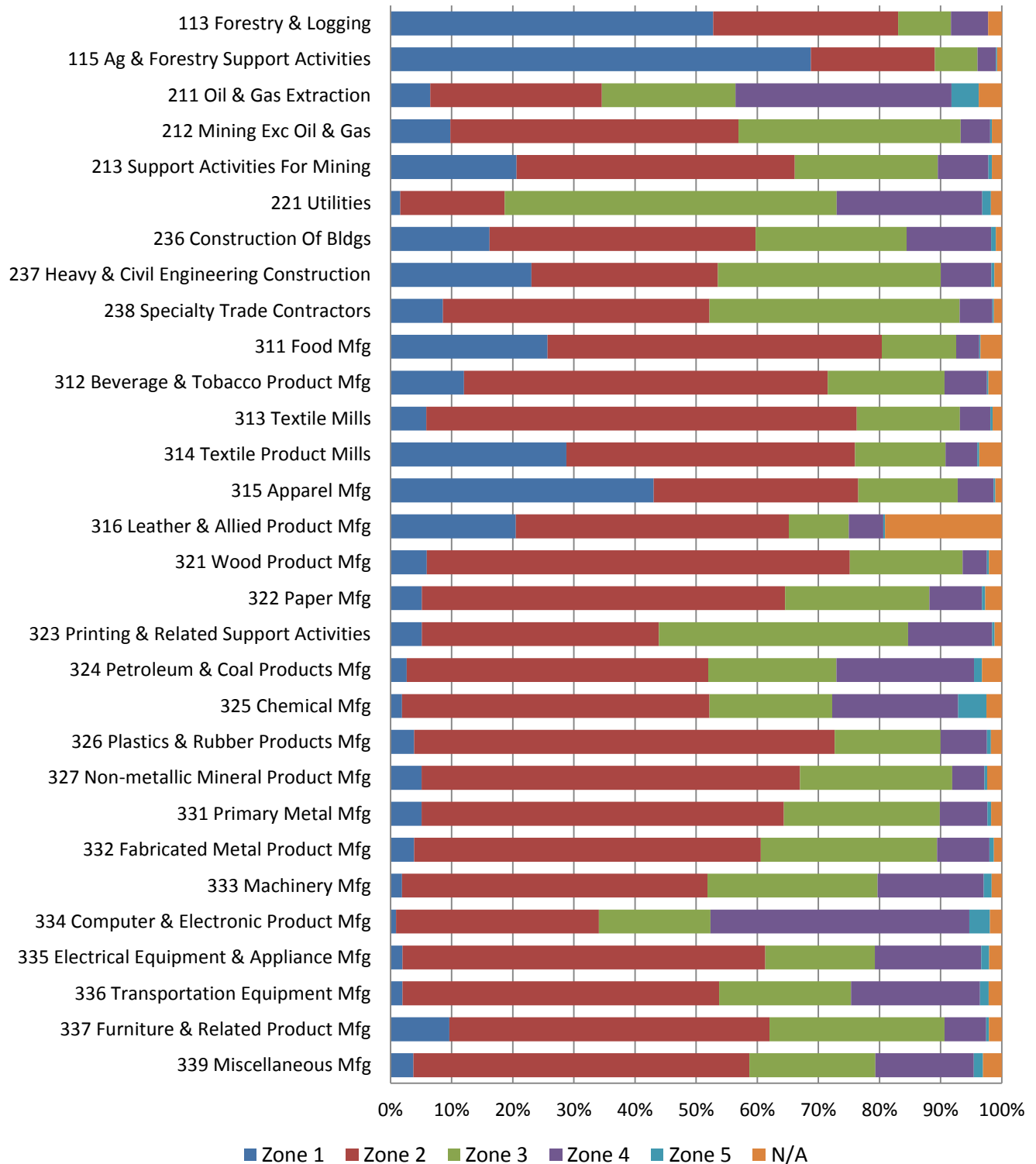
Job Zone Five: Extensive Preparation Needed

- *Education* - Most of these occupations require graduate school. For example, they may require a master's degree, and some require a Ph.D., M.D., or J.D. (law degree).
- *Related Experience* - Extensive skill, knowledge, and experience are needed for these occupations. Many require more than five years of experience. For example, surgeons must complete four years of college and an additional five to seven years of specialized medical training to be able to do their job.
- *Job Training* - Employees may need some on-the-job training, but most of these occupations assume that the person will already have the required skills, knowledge, work-related experience, and/or training.
- *Specific Vocational Preparation Time* – 4 to 10 years, over 10 years

Source: O-NET

Share of Industry Employment by Job Zone

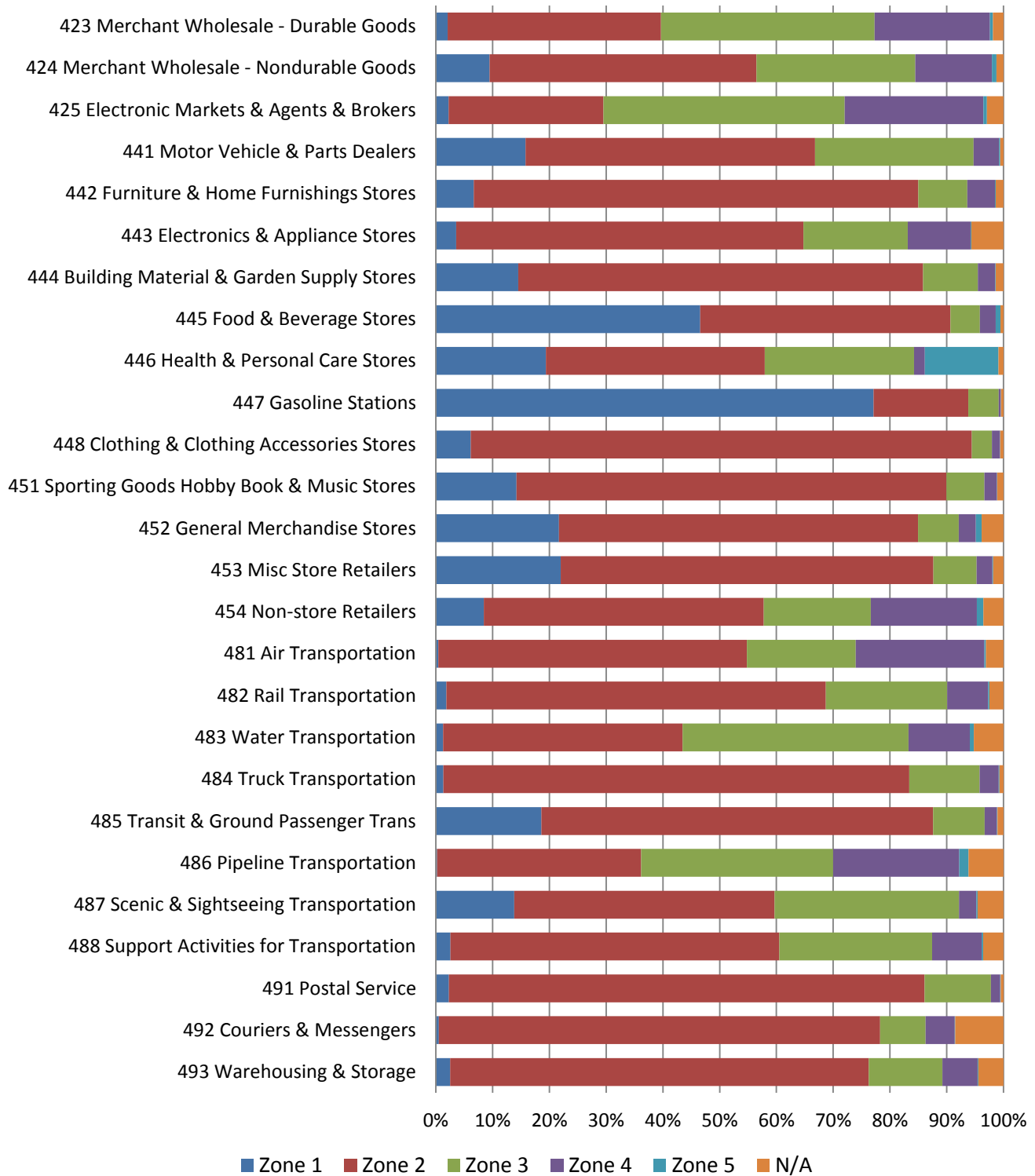
Natural Resources, Utilities, Construction and Manufacturing



Source: Bureau of Labor Statistics, O-NET and Author's Calculations

Share of Industry Employment by Job Zone

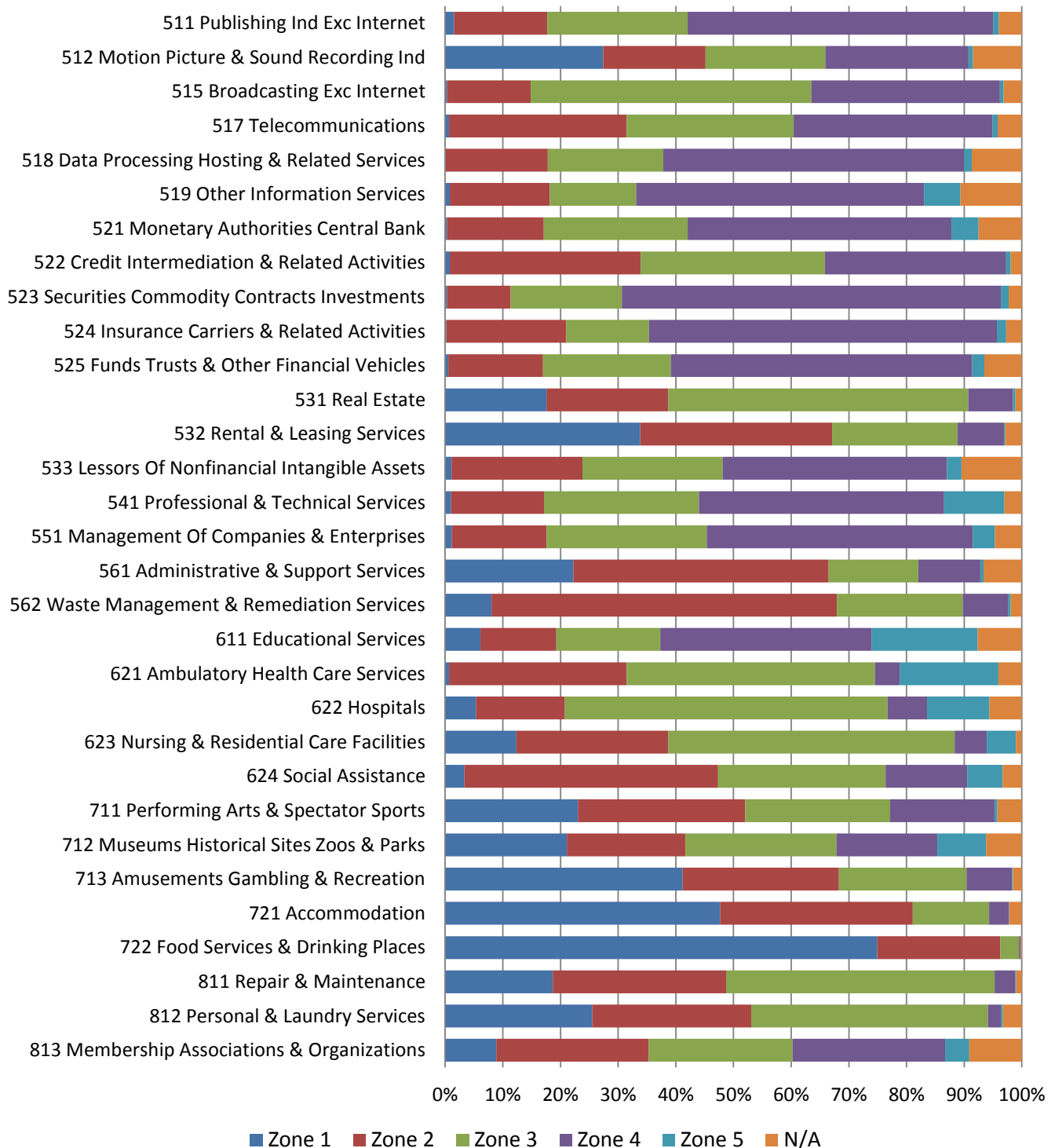
Wholesale, Retail and Transportation and Warehousing



Source: Bureau of Labor Statistics, O-NET and Author's Calculations

Share of Industry Employment by Job Zone

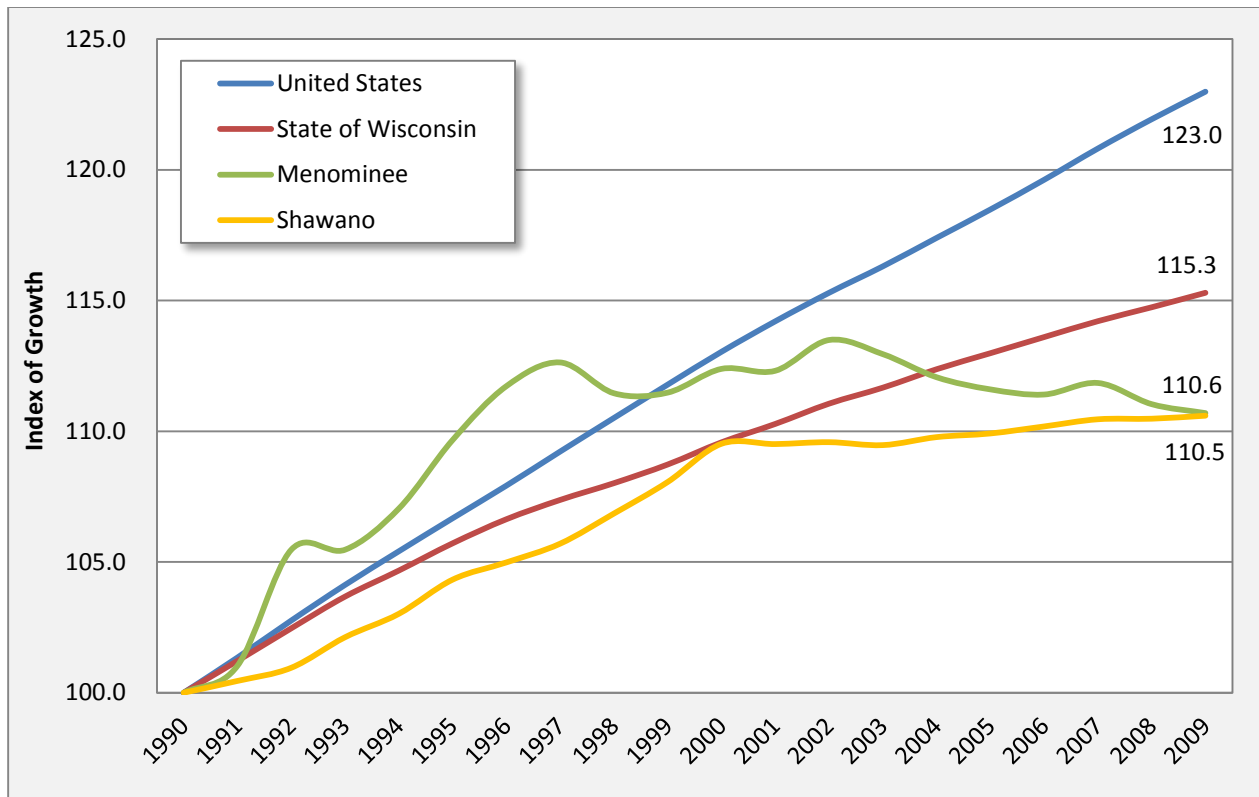
Information, Financial, Business Professional, Education, Health, Hospitality and Other Services



Source: Bureau of Labor Statistics, O-NET and Author's Calculations

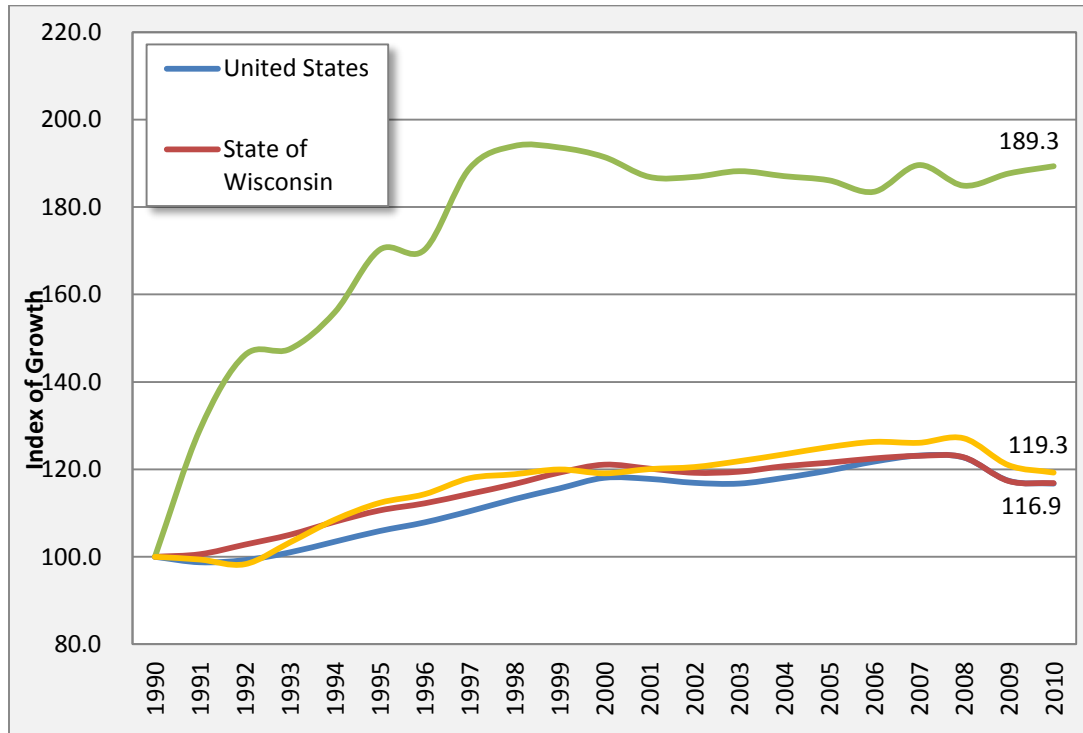
Current Conditions Information provided by Mathew Kures,UW-Extension CCED, re Shawano County & Menominee County-Nation, 2012.

Chart 1 – Population Change 1990 to 2009 (Index of Growth: 1990 = 100)



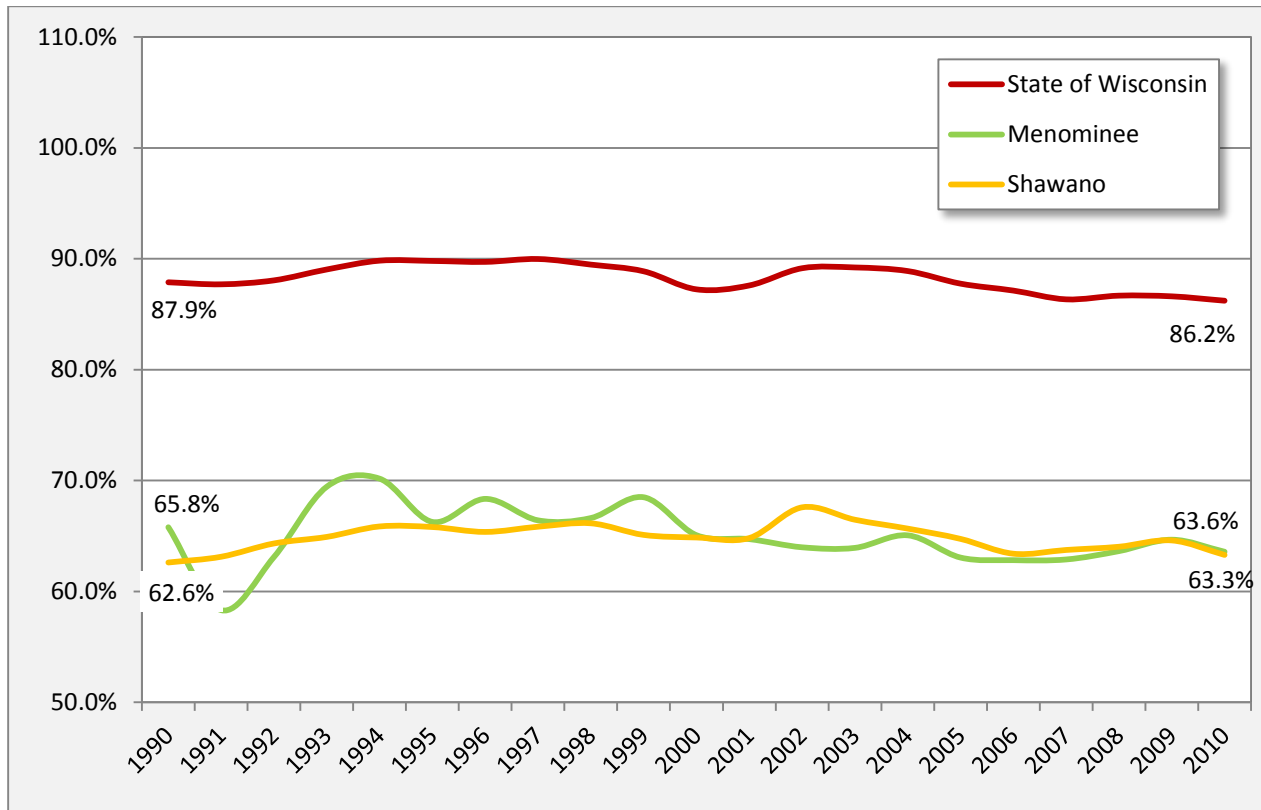
Source: Bureau of Economic Analysis

Chart 2 – Wage and Salary Employment Change 1990 to 2009 (Index of Growth: 1990 = 100)



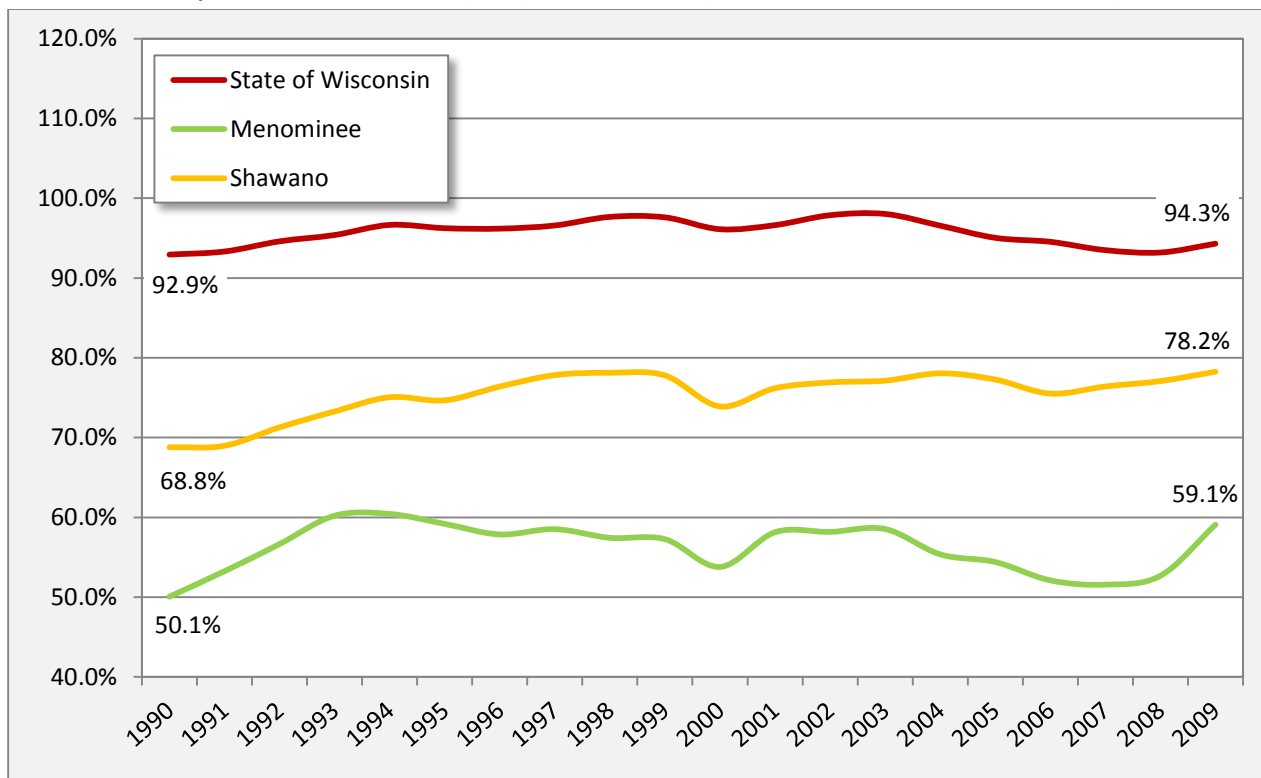
Source: Bureau of Economic Analysis

Chart 3 – Average Wage per Job 1990 to 2009 (as a Percent of the National Average Wage)



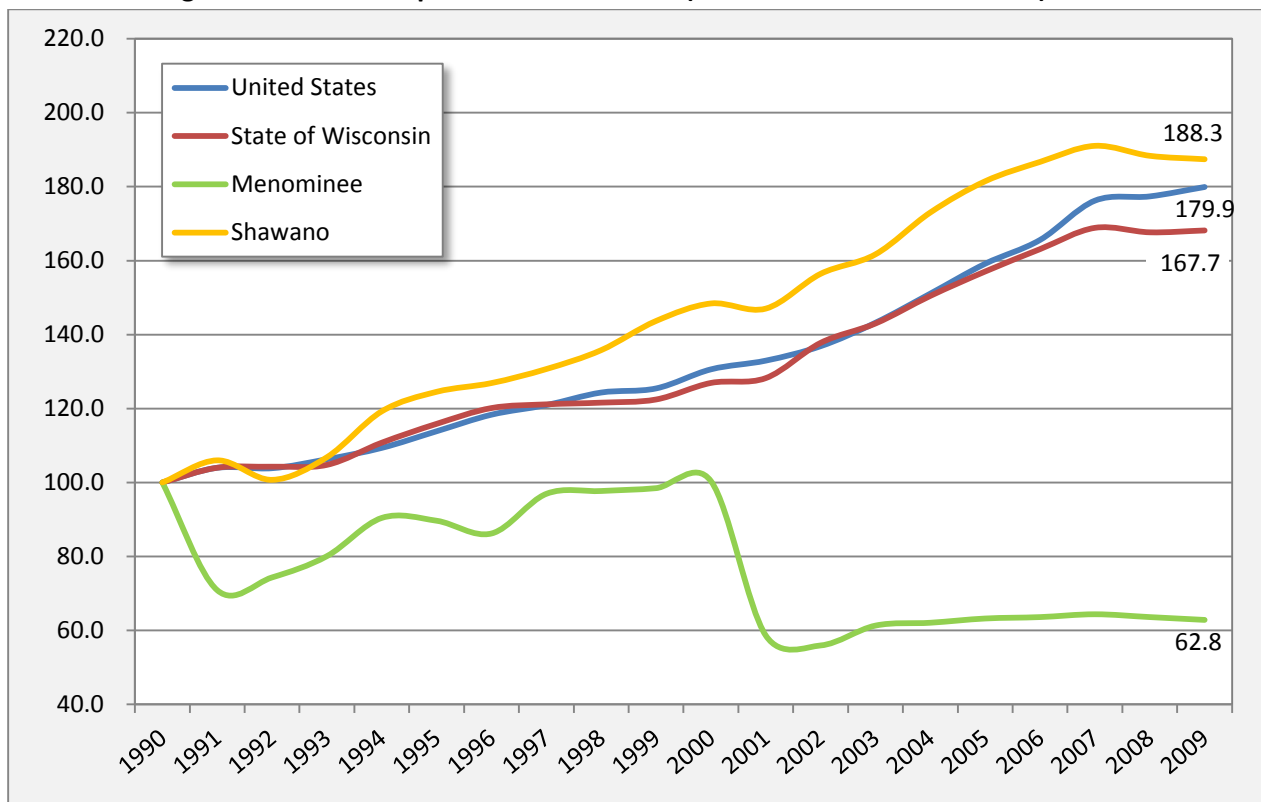
Source: Bureau of Economic Analysis

Chart 4 – Per Capita Personal Income (PCPI) 1990 to 2009 (as a Percent of the National PCPI)



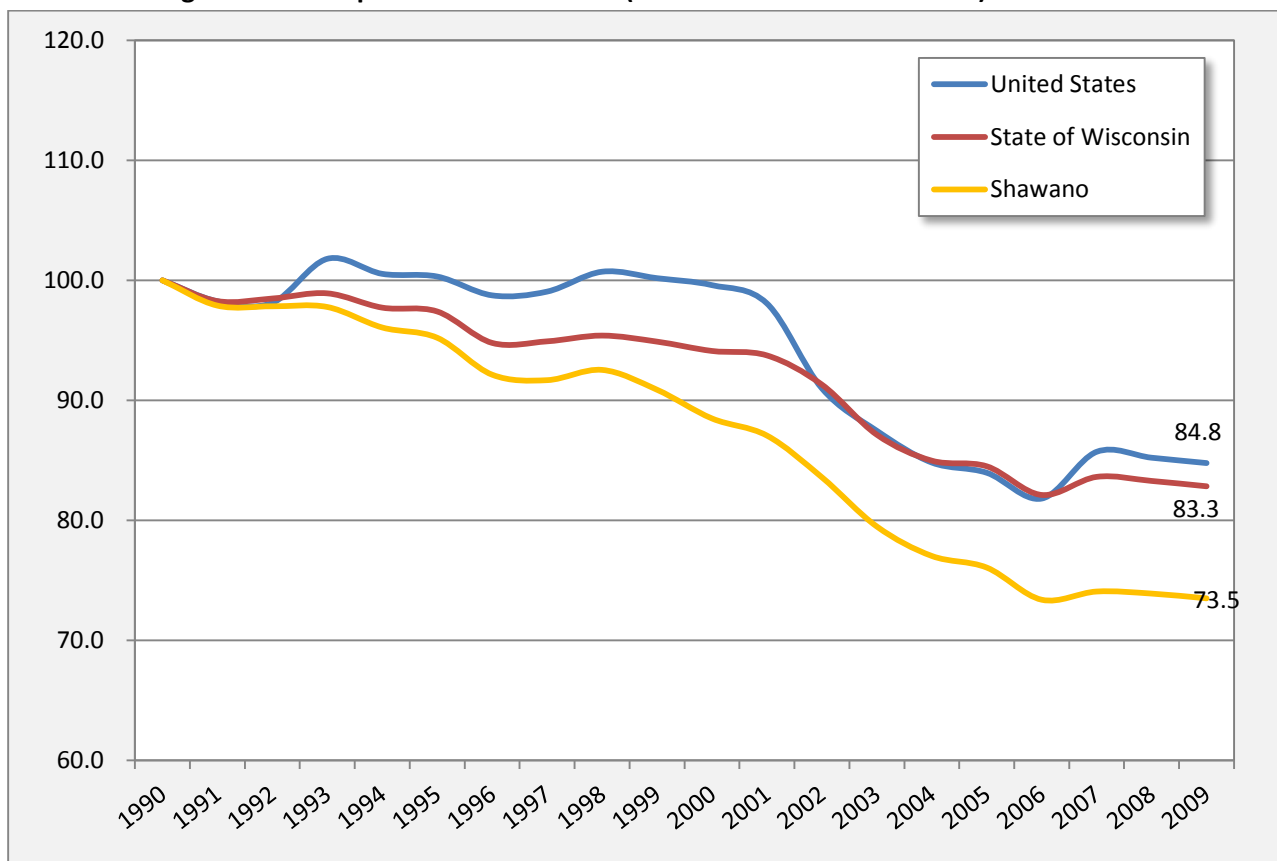
Source: Bureau of Economic Analysis

Chart 5 – Change in Non-Farm Proprietors 1990 to 2009 (Index of Growth: 1990 = 100)



Source: Bureau of Economic Analysis

Chart 6 – Change in Farm Proprietors 1990 to 2009 (Index of Growth: 1990 = 100)



Source: Bureau of Economic Analysis

Table 1 – Top 50 Industries by Employment (2009)

NAICS and Industry Description	Employment		Establishments	
	Shawano and Menominee	Regional Study Area	Shawano and Menominee	Regional Study Area
92 Government & Non-Classified NAICS	5,187	68,275	153	1,217
722 Food Services & Drinking Places	1,149	37,829	91	2,106
1121 Cattle Ranching and Farming	1,050	6,901	24	221
23 Construction	950	32,793	111	2,713
42 Wholesale Trade	667	23,486	51	1,523
623 Nursing & Residential Care	563	11,988	12	299
531 Real Estate	533	12,154	13	480
1111 Oilseed and Grain Farming	485	4,274	2	9
452 General Merchandise Stores	485	12,279	8	143
115 Agriculture Forestry Services	462	1,608	8	42
8134-9 Civic, Social, Professional, and Similar Organizations	408	11,533	9	259
6211-3 Offices Of Physicians, Dentists & Other Health Practitioners	393	15,827	28	1,006
1122, 1124-1129 - Animal Production Except Cattle and Poultry	389	1,944	0	8
484 Truck Transportation	375	14,250	37	642
622 Private Hospitals	352	17,395	1	27
454 Non-Store Retailers	321	11,577	5	124
447 Gasoline Stations	252	3,955	29	389
445 Food & Beverage Stores	241	9,112	12	252
3315 Foundries	239	2,466	1	8
8111 Automotive Repair and Maintenance	239	5,263	20	531
453 Miscellaneous Retailers	233	5,701	16	349
521, 5221 Monetary Authorities & Depository Credit Intermediation	233	7,902	18	480
441 Motor Vehicle and Parts Dealers	225	6,769	17	424
8141 Private Households	212	4,249	138	1,196
3219 Other Wood Product Manufacturing	181	4,615	6	106
624 Social Assistance	174	10,549	16	390
3116 Animal Slaughtering and Processing	163	4,398	4	23
7139 Other Amusement and Recreation Industries	155	3,313	13	286
3211 Sawmills and Wood Preservation	154	393	6	28
3371 Household and Institutional Furniture and Kitchen Cabinet Mfg.	152	2,182	4	79
5511 Management of Companies and Enterprises	146	7,730	3	171
5242 Agencies, Brokerages, and Other Insurance Related Activities	140	4,498	19	501
444 Building Materials & Garden Dealers	129	4,837	9	227
3261 Plastics Product Manufacturing	125	4,831	1	68
3212 Veneer, Plywood and Engineered Wood Product Manufacturing	119	421	2	10
5412 Accounting, Tax Preparation, Bookkeeping and Payroll Services	117	3,357	8	274
8121 Personal Care Services	109	3,981	12	420
446 Health & Personal Care Stores	107	3,204	9	230
5111 Newspaper, Periodical, Book, and Directory Publishers	106	3,034	4	64
3327 Machine Shops; Turned Products and Screw, Nut & Bolt Mfg.	98	1,918	8	152
6114-7 Other Private Educational Services	94	1,857	5	122
721 Accommodations	90	3,611	11	185
5617 Services To Buildings and Dwellings	89	6,115	18	531
5619 Other Support Services	81	1,542	4	88
3331 Agriculture, Construction, and Mining Machinery Mfg.	78	353	2	14
485 Transit & Ground Passengers	74	2,616	5	82
562 Waste Management & Remediation Services	71	829	5	71
1133 Logging	71	575	5	30
5419 Other Professional, Scientific, and Technical Services	69	2,428	7	187
6214-5, 6219 Medical/Diagnostic Labs & Outpatient/Other Care	68	2,525	5	115

Table 2 – Top 50 Industries by Location Quotient (2009)

NAICS and Industry Description	Location Quotient	Employment
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	Shawano and Menominee	Regional Study Area	Shawano and Menominee	Regional Study Area
1121 Cattle Ranching and Farming	18.25	4.08	1,050	6,901
3315 Foundries	18.08	6.35	239	2,466
3211 Sawmills and Wood Preservation	14.00	1.21	154	393
3212 Veneer, Plywood and Engineered Wood Product Mfg.	13.59	1.63	119	421
1122, 1124-1129 - Animal Production Except Cattle and Poultry	9.14	1.55	389	1,944
3219 Other Wood Product Manufacturing	6.75	5.86	181	4,615
115 Agriculture and Forestry Services	6.64	0.79	462	1,608
3325 Hardware Manufacturing	5.86	1.27	17	107
1133 Logging	5.60	1.54	71	575
3371 Household and Institutional Furniture and Kitchen Cabinet Mfg.	5.08	2.48	152	2,182
3362 Motor Vehicle Body and Trailer Manufacturing	4.99	10.83	60	3,833
1111 Oilseed and Grain Farming	4.22	1.26	485	4,274
3115 Dairy Product Manufacturing	3.76	8.78	59	4,018
1142 Hunting and Trapping	3.40	1.21	9	89
3141 Textile Furnishings Mills	3.31	0.33	25	73
3331 Agriculture, Construction and Mining Machinery Manufacturing	3.20	0.49	78	353
1112 Vegetable and Melon Farming	2.82	4.08	33	1,406
3116 Animal Slaughtering and Processing	2.75	2.51	163	4,398
3327 Machine Shops; Turned Products and Screw, Nut & Bolt Mfg.	2.70	1.80	98	1,918
447 Gasoline Stations	2.53	1.35	252	3,955
3149 Other Textile Product Mills	2.23	1.15	17	255
3329 Other Fabricated Metal Product Manufacturing	2.13	4.16	63	3,606
3279 Other Nonmetallic Mineral Product Manufacturing	2.12	1.60	17	367
3261 Plastics Product Manufacturing	2.11	2.77	125	4,831
8134-9 Civic, Social, Professional, and Similar Organizations	1.83	1.75	408	11,533
92 Government & Non-Classified NAICS	1.78	0.80	5,187	68,275
5619 Other Support Services	1.76	1.15	81	1,542
1123 Poultry and Egg Production	1.70	0.44	16	120
1131-32 Timber Tract Operations, Forest Nurseries and Gathering	1.64	0.32	3	16
562 Waste Management & Remediation Services	1.62	0.64	71	829
484 Truck Transportation	1.62	2.09	375	14,250
454 Non-Store Retailers	1.61	1.98	321	11,577
3256 Soap, Cleaning Compound, and Toilet Preparation Mfg.	1.60	0.53	19	181
623 Nursing & Residential Care	1.54	1.12	563	11,988
5111 Newspaper, Periodical, Book, and Directory Publishers	1.46	1.43	106	3,034
452 General Merchandise Stores	1.39	1.20	485	12,279
5322-3 Consumer Goods Rental and General Rental Centers	1.35	0.58	53	671
8111 Automotive Repair and Maintenance	1.34	1.00	239	5,263
3353 Electrical Equipment Manufacturing	1.30	2.22	22	1,088
8122 Death Care Services	1.27	0.78	33	594
453 Miscellaneous Retailers	1.26	1.05	233	5,701
7139 Other Amusement and Recreation Industries	1.23	0.89	155	3,313
521 Monetary Authorities 5221 Depository Credit Intermediation	1.05	1.22	233	7,902
441 Motor Vehicle & Parts Dealers	1.05	1.07	225	6,769
5242 Agencies, Brokerages, and Other Insurance Related Activities	1.03	1.12	140	4,498
5615 Travel Arrangement and Reservation Services	1.02	0.68	32	630
5182 Data Processing, Hosting, and Related Services	1.00	0.76	34	757
42 Wholesale Trade	0.97	1.16	667	23,486
485 Transit & Ground Passengers	0.95	1.13	74	2,616
722 Food Services & Drinking Places	0.94	1.06	1,149	37,829

Table 3 – Top 50 Industries by Total Employee Compensation (2009)

NAICS and Industry Description	Shawano and Menominee Total	Shawano and Menominee	Regional Study Area Average
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	Compensation	Average per Job	per Job
92 Government & Non-Classified NAICS	\$217,840,000	\$42,000	\$51,850
42 Wholesale Trade	\$33,128,000	\$49,690	\$55,740
622 Private Hospitals	\$19,405,000	\$55,070	\$57,800
230 Construction	\$19,004,000	\$19,990	\$39,400
6211-3 Offices Of Physicians, Dentists & Other Health Practitioners	\$17,225,000	\$43,830	\$85,530
115 Agriculture & Forestry Services	\$16,347,000	\$35,370	\$17,430
623 Nursing & Residential Care	\$15,631,000	\$27,760	\$30,220
722 Food Services & Drinking Places	\$13,485,000	\$11,740	\$14,060
452 General Merchandise Stores	\$11,731,000	\$24,210	\$24,940
3315 Foundries	\$11,275,000	\$47,190	\$61,740
8134-9 Civic, Social, Professional, and Similar Organizations	\$10,502,000	\$25,750	\$23,020
1121 Cattle Ranching and Farming	\$10,222,000	\$9,740	\$10,000
5511 Management Of Companies and Enterprises	\$8,425,000	\$57,900	\$99,880
484 Truck Transportation	\$8,363,000	\$22,290	\$45,170
521, 5221 Monetary Authorities & Depository Credit Intermediation	\$7,727,000	\$33,170	\$48,950
3219 Other Wood Product Manufacturing	\$7,331,000	\$40,550	\$44,220
3371 Household and Institutional Furniture & Kitchen Cabinet Mfg.	\$7,246,000	\$47,770	\$48,980
441 Motor Vehicle & Parts Dealers	\$7,216,000	\$32,020	\$41,230
3116 Animal Slaughtering and Processing	\$6,780,000	\$41,510	\$45,230
3211 Sawmills and Wood Preservation	\$5,491,000	\$35,700	\$39,730
3261 Plastics Product Manufacturing	\$5,401,000	\$43,070	\$59,500
3331 Agriculture, Construction & Mining Machinery Manufacturing	\$5,165,000	\$66,250	\$62,240
3327 Machine Shops; Turned Products and Screw, Nut & Bolt Mfg.	\$5,043,000	\$51,630	\$53,070
445 Food & Beverage Stores	\$4,983,000	\$20,660	\$22,030
3212 Veneer, Plywood, and Engineered Wood Product Mfg.	\$4,458,000	\$37,450	\$47,090
447 Gasoline Stations	\$4,343,000	\$17,210	\$19,570
5111 Newspaper, Periodical, Book, and Directory Publishers	\$4,040,000	\$38,150	\$45,920
5242 Agencies, Brokerages, and Other Insurance Related Activities	\$3,742,000	\$26,680	\$58,380
446 Health & Personal Care Stores	\$3,501,000	\$32,730	\$30,280
444 Bldg Materials & Garden Dealers	\$3,456,000	\$26,820	\$30,750
5412 Accounting, Tax Preparation, Bookkeeping & Payroll Services	\$3,102,000	\$26,470	\$44,670
1122, 1124-1129 - Animal Production Except Cattle and Poultry	\$3,066,000	\$7,890	\$7,650
3362 Motor Vehicle Body and Trailer Manufacturing	\$2,915,000	\$48,520	\$62,880
624 Social Assistance	\$2,856,000	\$16,370	\$19,880
5182 Data Processing, Hosting, and Related Services	\$2,837,000	\$83,540	\$55,690
562 Waste Management & Remediation Services	\$2,800,000	\$39,180	\$45,980
3329 Other Fabricated Metal Product Manufacturing	\$2,617,000	\$41,650	\$63,470
3115 Dairy Product Manufacturing	\$2,583,000	\$44,120	\$64,120
6114-7 Other Private Educational Services	\$2,512,000	\$26,590	\$19,050
8111 Automotive Repair and Maintenance	\$2,111,000	\$8,840	\$20,650
3399 Other Miscellaneous Manufacturing	\$1,968,000	\$55,580	\$49,990
453 Misc Retailers	\$1,911,000	\$8,200	\$11,160
3256 Soap, Cleaning Compound, and Toilet Preparation Mfg.	\$1,901,000	\$101,670	\$87,660
2211 Electric Power Generation, Transmission and Distribution	\$1,774,000	\$113,910	\$120,750
8132-3 Grantmaking and Giving Services	\$1,709,000	\$52,550	\$41,780
7139 Other Amusement and Recreation Industries	\$1,678,000	\$10,800	\$15,660
517 Telecommunications	\$1,642,000	\$53,000	\$54,720
5617 Services To Buildings and Dwellings	\$1,557,000	\$17,470	\$19,620
531 Real Estate	\$1,486,000	\$2,790	\$6,850
485 Transit & Ground Passengers	\$1,469,000	\$19,750	\$19,000

Table 4 – Top 50 Industries by Total Income (2009)

NAICS and Industry Description	Shawano and Menominee Total Income	Shawano and Menominee Average per Job	Regional Study Area Average per Job
92 Government & Non-Classified NAICS	\$250,773,000	\$48,350	\$59,290
531 Real Estate	\$88,301,000	\$165,710	\$203,610
42 Wholesale Trade	\$45,952,000	\$68,920	\$84,190
230 Construction	\$39,333,000	\$41,380	\$56,760
484 Truck Transportation	\$22,742,000	\$60,620	\$69,620
1121 Cattle Ranching and Farming	\$21,597,000	\$20,570	\$22,150
722 Food Services & Drinking Places	\$20,665,000	\$17,990	\$19,620
622 Private Hospitals	\$20,497,000	\$58,170	\$61,200
6211-3 Offices Of Physicians, Dentists & Other Health Practitioners	\$20,054,000	\$51,030	\$96,440
521 Monetary Authorities 5221 Depository Credit Intermediation	\$19,268,000	\$82,730	\$102,200
623 Nursing & Residential Care	\$16,410,000	\$29,140	\$31,750
3315 Foundries	\$16,248,000	\$68,010	\$88,510
452 General Merchandise Stores	\$15,317,000	\$31,610	\$32,260
115 Agriculture & Forestry Services	\$14,761,000	\$31,940	\$19,300
3256 Soap, Cleaning Compound, and Toilet Preparation Mfg.	\$12,713,000	\$679,800	\$641,950
3371 Household and Institutional Furniture & Kitchen Cabinet Mfg.	\$12,529,000	\$82,610	\$60,400
3261 Plastics Product Manufacturing	\$11,561,000	\$92,180	\$119,970
3331 Agriculture, Construction, and Mining Machinery Mfg.	\$11,254,000	\$144,370	\$144,710
3219 Other Wood Product Manufacturing	\$10,499,000	\$58,070	\$60,400
8134-9 Civic, Social, Professional, and Similar Organizations	\$10,177,000	\$24,950	\$22,170
5511 Management Of Companies and Enterprises	\$10,047,000	\$69,040	\$119,680
441 Motor Vehicle & Parts Dealers	\$8,925,000	\$39,610	\$43,840
1111 Oilseed and Grain Farming	\$8,877,000	\$18,310	\$20,420
8111 Automotive Repair and Maintenance	\$8,337,000	\$34,910	\$35,820
3116 Animal Slaughtering and Processing	\$7,634,000	\$46,740	\$50,660
445 Food & Beverage Stores	\$7,094,000	\$29,410	\$30,510
5242 Agencies, Brokerages, and Other Insurance Related Activities	\$7,092,000	\$50,570	\$85,050
3211 Sawmills and Wood Preservation	\$6,912,000	\$44,940	\$50,610
3327 Machine Shops; Turned Products and Screw, Nut & Bolt Mfg.	\$6,870,000	\$70,330	\$68,440
5182 Data Processing, Hosting, and Related Services	\$6,203,000	\$182,670	\$124,550
5412 Accounting, Tax Preparation, Bookkeeping and Payroll Services	\$5,988,000	\$51,090	\$69,010
447 Gasoline Stations	\$5,569,000	\$22,070	\$29,570
5111 Newspaper, Periodical, Book, and Directory Publishers	\$5,530,000	\$52,220	\$79,610
3329 Other Fabricated Metal Product Manufacturing	\$5,403,000	\$85,990	\$142,630
2211 Electric Power Generation, Transmission and Distribution	\$5,309,000	\$340,870	\$352,030
3212 Veneer, Plywood, and Engineered Wood Product Mfg.	\$5,113,000	\$42,950	\$57,460
444 Bldg Materials & Garden Dealers	\$4,838,000	\$37,550	\$40,230
562 Waste Management & Remediation Services	\$4,713,000	\$65,930	\$79,350
446 Health & Personal Care Stores	\$4,684,000	\$43,800	\$40,040
3362 Motor Vehicle Body and Trailer Manufacturing	\$4,668,000	\$77,690	\$94,390
517 Telecommunications	\$4,516,000	\$145,750	\$151,140
454 Non-Store Retailers	\$4,444,000	\$13,860	\$29,000
1122, 1124-1129 - Animal Production Except Cattle and Poultry	\$4,426,000	\$11,390	\$12,720
453 Misc Retailers	\$4,141,000	\$17,770	\$19,240
3115 Dairy Product Manufacturing	\$4,056,000	\$69,270	\$95,570
624 Social Assistance	\$3,714,000	\$21,280	\$22,780
8121 Personal Care Services	\$3,464,000	\$31,710	\$29,920
6114-7 Other Private Educational Services	\$3,372,000	\$35,690	\$25,520
521, 5221 Monetary Authorities & Depository Credit Intermediation	\$2,953,000	\$88,950	\$117,030
5617 Services To Buildings and Dwellings	\$2,673,000	\$29,990	\$28,260

Table 5 – Top 50 Industries by Total Industrial Output (2009)

NAICS and Industry Description	Shawano and Menominee Total Output	Shawano and Menominee Average per Job	Regional Study Area Average per Job
92 Government & Non-Classified NAICS	\$301,975,000	\$58,220	\$66,570
531 Real Estate	\$154,625,000	\$290,180	\$353,220
1121 Cattle Ranching and Farming	\$111,751,000	\$106,450	\$114,680
230 Construction	\$98,808,000	\$103,960	\$122,500
42 Wholesale Trade	\$90,513,000	\$135,760	\$164,170
3116 Animal Slaughtering and Processing	\$73,334,000	\$449,000	\$453,050
722 Food Services & Drinking Places	\$52,251,000	\$45,490	\$47,690
484 Truck Transportation	\$50,754,000	\$135,280	\$146,680
3331 Agriculture, Construction and Mining Machinery Mfg.	\$50,667,000	\$649,980	\$567,420
3315 Foundries	\$48,548,000	\$203,210	\$227,180
3115 Dairy Product Manufacturing	\$47,323,000	\$808,230	\$962,940
622 Private Hospitals	\$43,912,000	\$124,630	\$127,800
521, 5221 Monetary Authorities & Depository Credit Intermediation	\$43,584,000	\$187,130	\$214,580
3261 Plastics Product Manufacturing	\$42,756,000	\$340,920	\$348,100
6211-3 Offices Of Physicians, Dentists, and Other Health Practitioners	\$37,692,000	\$95,920	\$146,330
3211 Sawmills and Wood Preservation	\$32,618,000	\$212,100	\$218,210
3371 Household and Institutional Furniture and Kitchen Cabinet Mfg.	\$30,787,000	\$202,990	\$154,530
3256 Soap, Cleaning Compound, and Toilet Preparation Mfg.	\$29,787,000	\$1,592,800	\$1,542,920
623 Nursing & Residential Care	\$29,143,000	\$51,750	\$54,600
3219 Other Wood Product Manufacturing	\$27,848,000	\$154,040	\$157,560
452 General Merchandise Stores	\$22,832,000	\$47,120	\$48,070
1111 Oilseed and Grain Farming	\$20,974,000	\$43,250	\$48,230
8134-9 Civic, Social, Professional, and Similar Organizations	\$20,443,000	\$50,120	\$47,140
5511 Management Of Companies and Enterprises	\$19,889,000	\$136,680	\$194,150
5111 Newspaper, Periodical, Book, and Directory Publishers	\$19,437,000	\$183,550	\$202,380
115 Agriculture & Forestry Services	\$18,923,000	\$40,950	\$26,420
3212 Veneer, Plywood, and Engineered Wood Product Mfg.	\$18,410,000	\$154,660	\$167,710
3362 Motor Vehicle Body and Trailer Manufacturing	\$16,851,000	\$280,470	\$300,320
8111 Automotive Repair and Maintenance	\$15,085,000	\$63,170	\$64,050
3327 Machine Shops; Turned Products and Screw, Nut & Bolt Mfg.	\$14,298,000	\$146,380	\$145,380
3329 Other Fabricated Metal Product Manufacturing	\$13,577,000	\$216,070	\$287,630
441 Motor Vehicle & Parts Dealers	\$13,170,000	\$58,450	\$64,520
5242 Agencies, Brokerages, and Other Insurance Related Activities	\$12,717,000	\$90,680	\$135,020
562 Waste Management & Remediation Services	\$11,459,000	\$160,310	\$179,190
1122, 1124-1129 - Animal Production Except Cattle and Poultry	\$11,049,000	\$28,430	\$31,750
445 Food & Beverage Stores	\$10,633,000	\$44,090	\$45,720
5182 Data Processing, Hosting, and Related Services	\$10,123,000	\$298,120	\$205,910
517 Telecommunications	\$9,801,000	\$316,310	\$326,120
5222-5223 Non-Depository Credit Intermediation & Related Activities	\$9,396,000	\$283,020	\$324,630
2211 Electric Power Generation, Transmission and Distribution	\$9,144,000	\$587,100	\$606,250
3353 Electrical Equipment Manufacturing	\$8,486,000	\$391,150	\$353,940
447 Gasoline Stations	\$8,419,000	\$33,360	\$44,810
3363 Motor Vehicle Parts Manufacturing	\$8,377,000	\$354,520	\$387,320
5412 Accounting, Tax Preparation, Bookkeeping, and Payroll Services	\$8,265,000	\$70,510	\$95,240
444 Bldg Materials & Garden Dealers	\$7,250,000	\$56,270	\$60,240
1133 Logging	\$7,231,000	\$101,670	\$101,230
454 Non-Store Retailers	\$6,965,000	\$21,720	\$45,260
446 Health & Personal Care Stores	\$6,934,000	\$64,830	\$59,260
1123 Poultry and Egg Production	\$6,357,000	\$403,930	\$428,910
624 Social Assistance	\$6,224,000	\$35,670	\$37,150

Boys and Girls Club Study, Winter 2013-2014

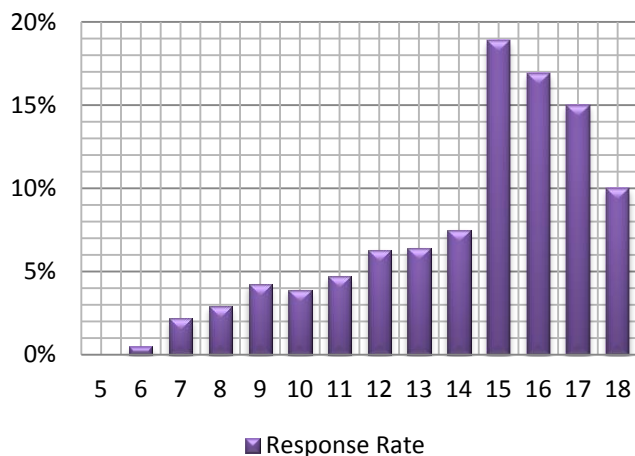
As prelude to decision by a community group to pursue establishing a *Boys & Girls Club* in the Shawano area interview and survey work was done to aide in determining need and feasibility.

The following information is from that effort. Thank you to Wendy Crawford, Leadership Shawano County class of 2013-14, and Nancy Shultz, Shawano County Cooperative Extension Family Living Educator.

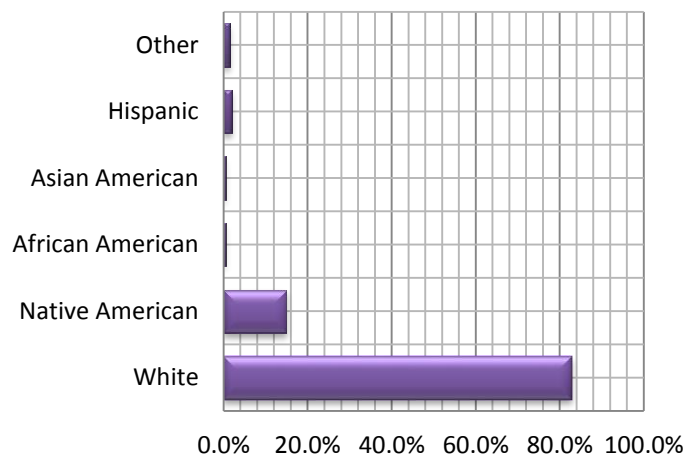
BOYS AND GIRLS CLUB STUDENT SURVEY RESULTS

MAY 2014

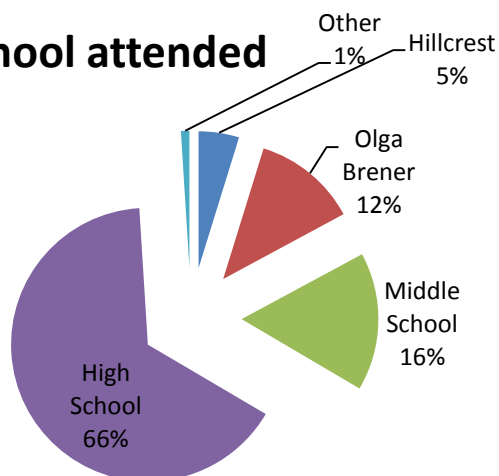
1. What is your age?



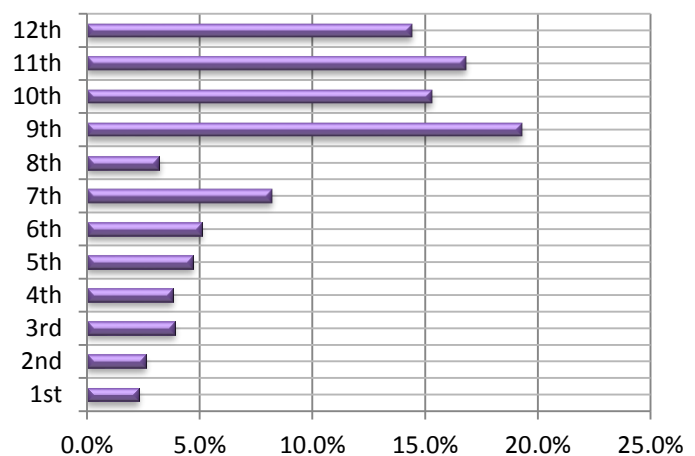
2. What is your race?



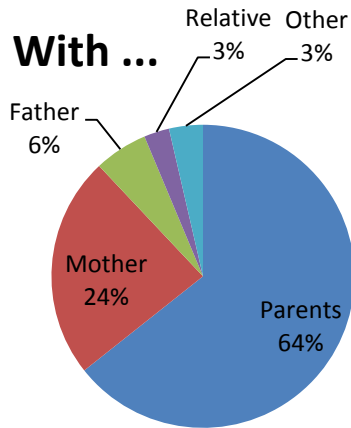
3. School attended



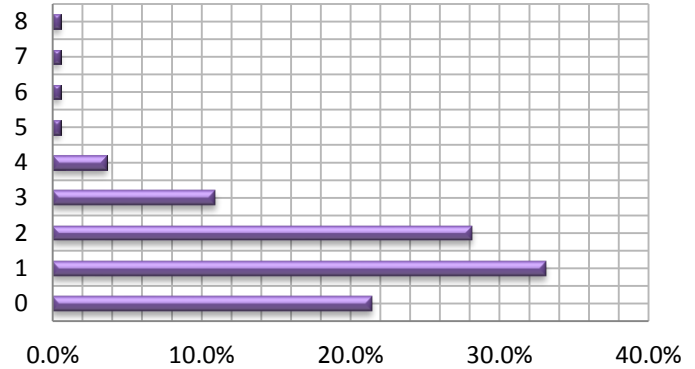
4. Grade Level



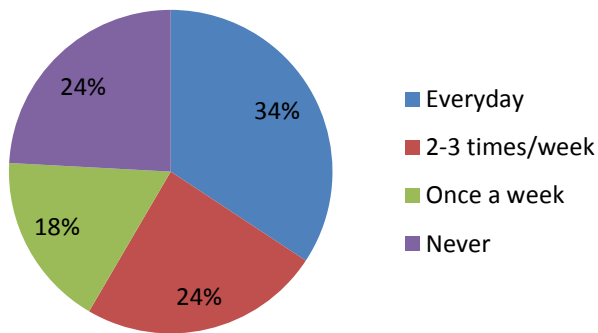
5. Live With ...



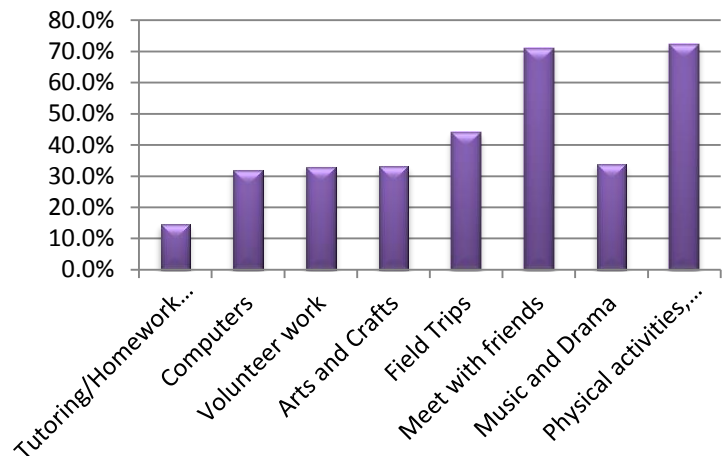
6. Children in home



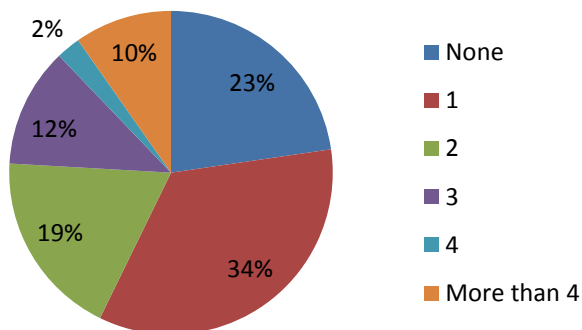
7. Participate in extracurricular activities



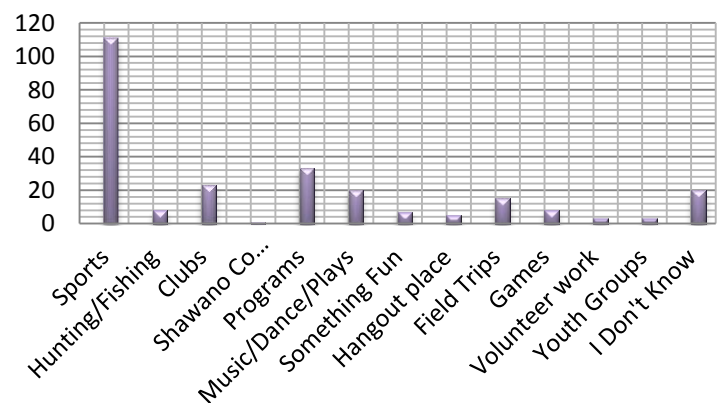
8. Activities they like to do...



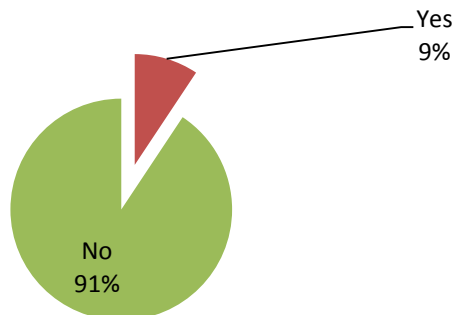
9. Youth Organizations you are involved in ...



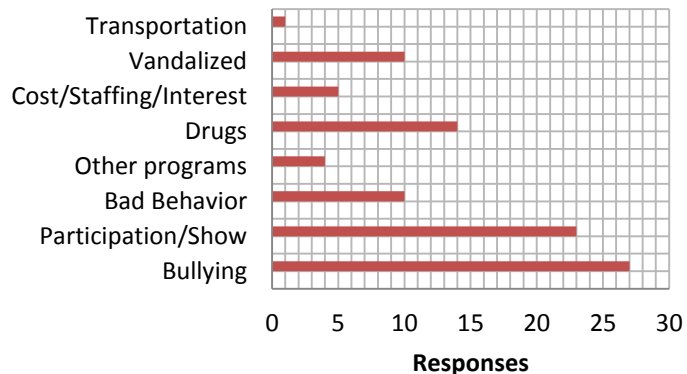
10. Types of Programs they like ...



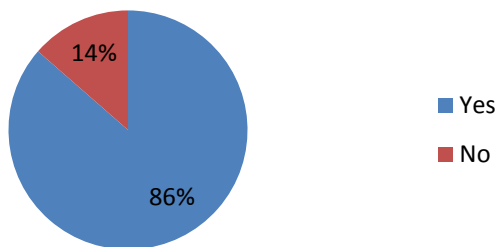
11. Do you anticipate any problems if a program for youth is opened in our community?



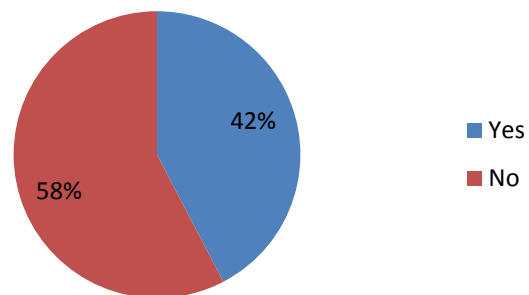
12. If you replied yes to question 11, please explain...



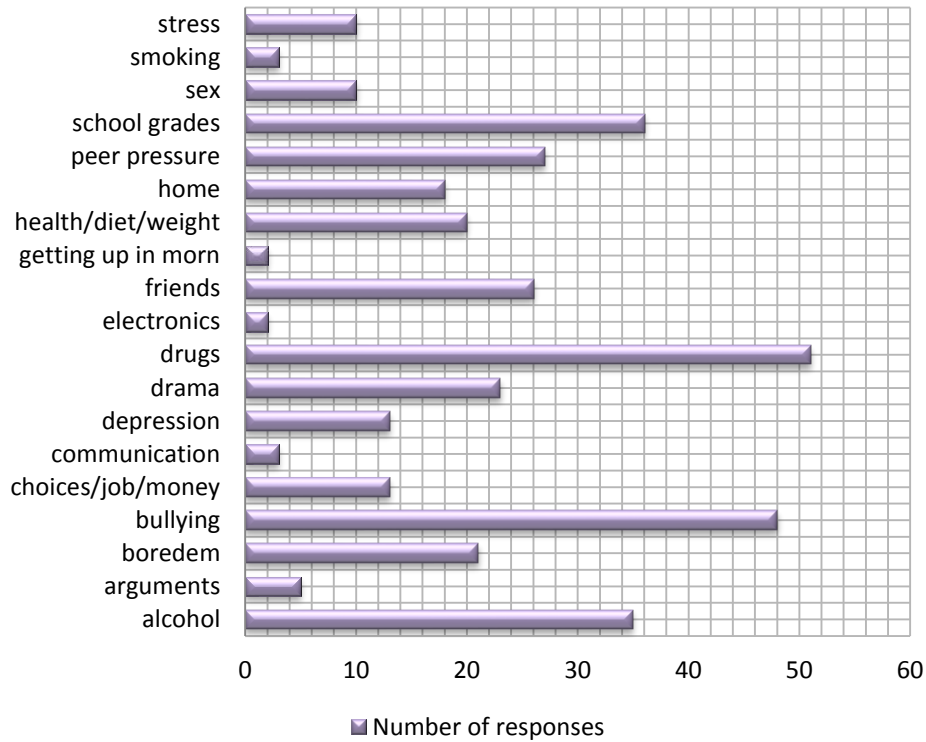
13. Would you encourage others to join the program?



14. Have you ever heard of the Boys and Girls Club?



15. What are the three most pressing problems facing youth ages 6-18?

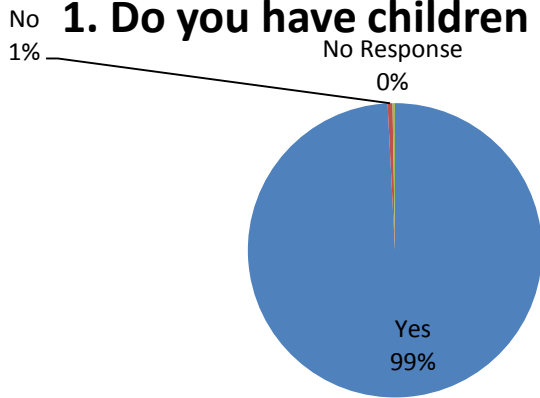


16. Place in order with "1" being your issue of most concern of problems facing youth ages 6-18	Rating Score
Use of alcohol and drugs	2.4
School problems, truancy, low grades	3.1
Pressure from friends to do things you consider wrong	3.1
Nothing to do, boredom	3.9
Wanting to do things "my way"	4
Youth unemployment	4.7

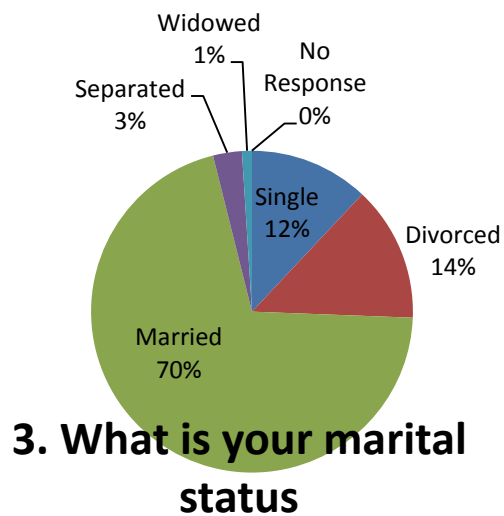
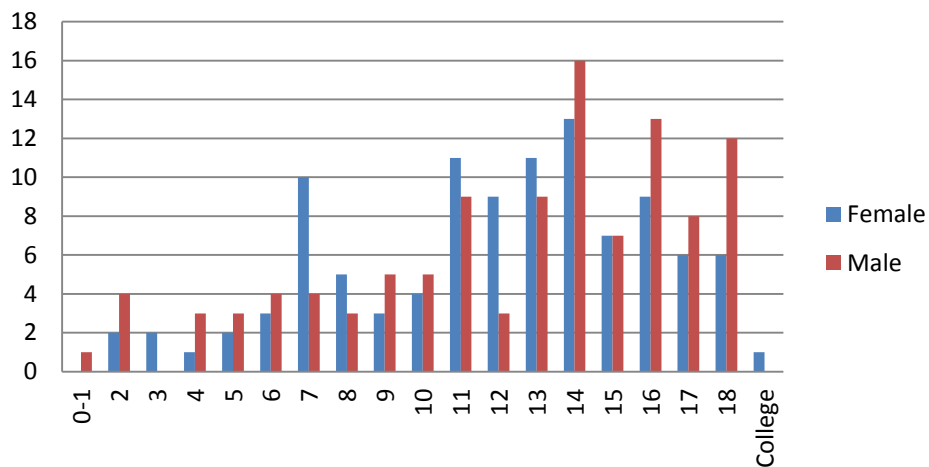
Boys and Girls Club Needs Assessment Head of Household

May 2014

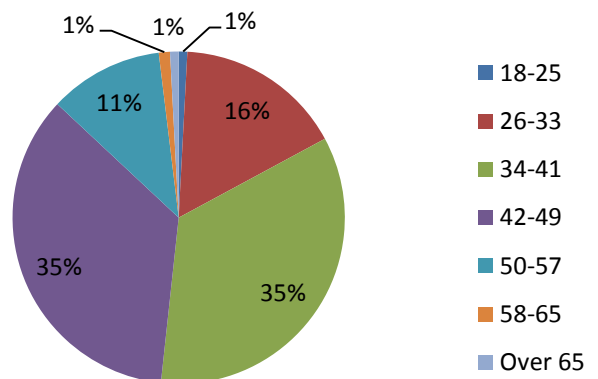
1. Do you have children at home?



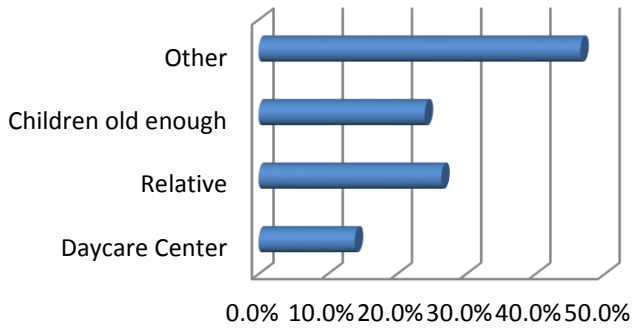
2. Children in household



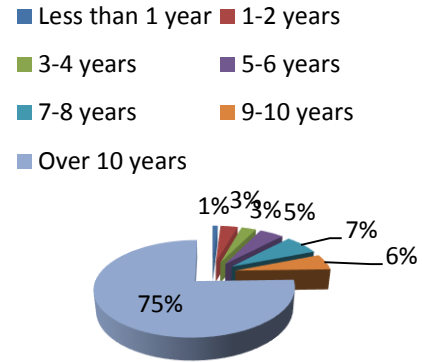
4. What age group are you/spouse in?



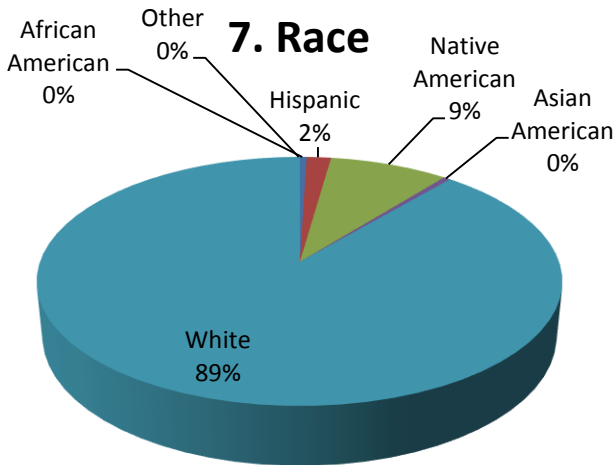
5. Who cares for your young child during work hours?



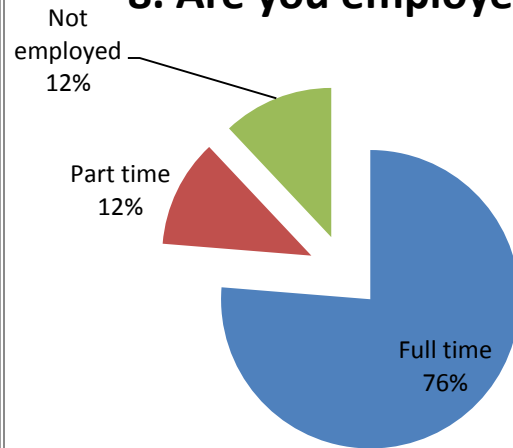
6. How long have you lived in the community



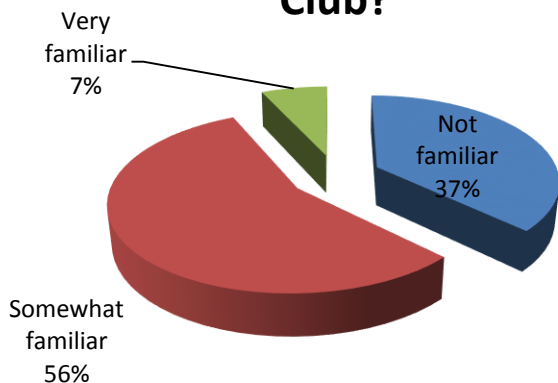
7. Race



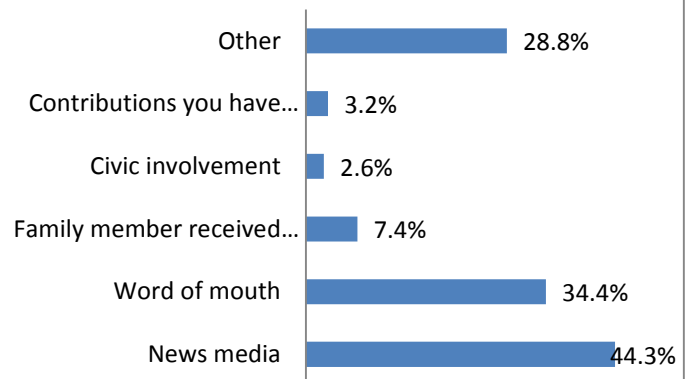
8. Are you employed?



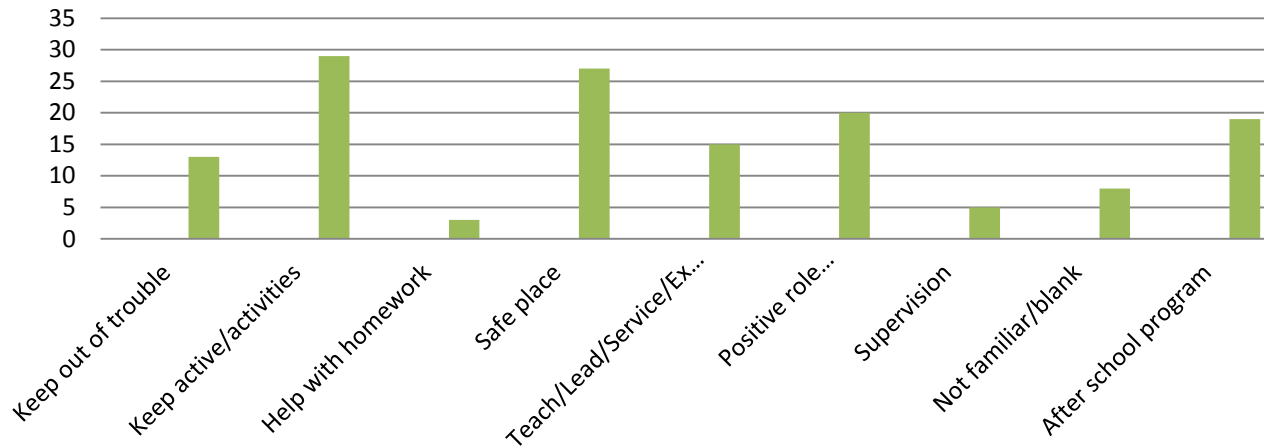
9. How familiar are you with the Boys and Girls Club?



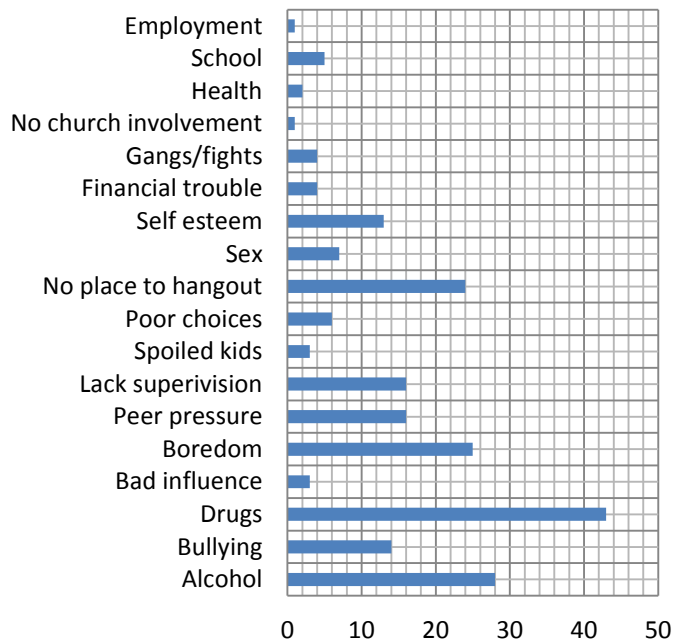
10. What is your familiarity based upon?



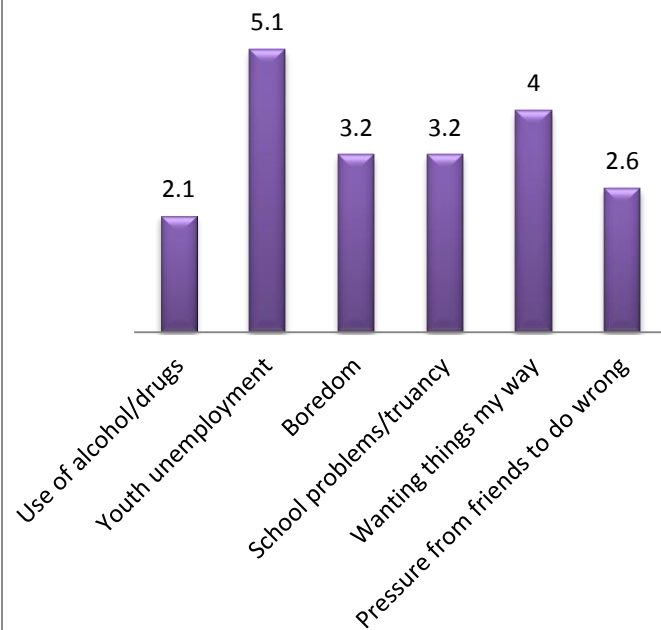
11. Main purpose of Boys and Girls Club...



13. Most pressing problems facing youth 6-18 years old..



14. Problems facing youth ranked as 1 being of most concern



16. Place in order with "1" being your issue of most concern of problems facing youth ages 6-18

	Rating Score
Use of alcohol and drugs	2.1
Pressure from friends to do things you consider wrong	2.6
School problems/truancy	3.2
Nothing to do, boredom	3.2
Wanting to do things "my way"	4
Youth unemployment	5.1

What other opportunities do youth have in the community and how do you rate their effectiveness?

- Not a lot to do
- Sports Leagues
- Church & Family
- Weak Family Networks
- Rec Center Unsupervised
- Hockey
- Kids Club
- The Well- Kids Hang out
- 4-h
- Parks & Rec
- Fee based programs
- Fitness Club
- Indoor Pool
- Kids Club community Education at schools
- Soccer Club
- 26 Parks
- Dance Studio
- Sumer School
- Skate Park
- Day Care
- Basketball
- Gap in Programs available for non-athletic kids
- Gap in Summer programs available for kids
- Arts & Music

What experiences have you had with the Boys & Girls Club?

- Very familiar, been to the Green Bay BGC
- Not familiar just know it is for the underprivileged youth.
- Very little, no nothing about the programs
- Antigo BGC.
- Just as much as what I have seen on TV. Denzel Washington.
- Not familiar at all with the BGC
- Name recognition
- Donna from Neopit Club
- Funder of Neopit Club

What programs and services do you think of when you hear the name Boys & Girls Club?

- Afterschool Programs, often broad scope.
- Activity based programs for kids afterschool. Relationships with Adults/Mentoring.
- Workforce development programs
- After School Care & Enrichment services
- A Safe place for kids
- Organization focused in Metro areas for poor kids.
- Sports programs for kids who cannot afford programs
- Recreation, Education... Ping Pong.
- Community based programs
- Boy Scout type programs and Girl Scout programs
- Great reputation and national presence
- Mentoring and Positive Place for Kids
- Safe, Positive quality community programs helping families

- Homework Help
- NO experience, don't know.

What types of programs could a Boys & Girls Club provide in this area?

- Gap between have and have not's?
- Believe the community has it covered. Service is there.
- Social programs, youth going who need direction, designed to help with parenting.
- Tutoring. Active Programming working with parents.
- Pre School
- A center based program for kids everyday
- A hub for all youth programs
- Duplication of services important to beware of when going out for kids.
- Servicing of underprivileged kids.
- Make an impact on kids without duplication, what is the impact.
- Character development programs
- Probably need to for families who need food bank for place to hang out
- Exposure for kids who can't afford stuff for like field trips.
- Prevention programs.
- How do you appeal to kids who show risky behavior?
- Mentoring and Meal programs
- Skill building
- Job/College Prep
- Family Programs
- Programs that support working parents and families
- Transportation services
- Hub Opportunities
- Structured programs that are engaging, fun and purposeful.
- Something that helps with youth with challenging behaviors that when not addressed affects schools, and students, club can help shape kids.

- Homework Help

Do you feel the community needs a Boys & Girls Club? Why? Or Why Not?

- Yes there is poverty, single parent families, below academic achievement levels “ there is nothing to do and lack of supervision for kids”
- Yes I have been hearing the need for years there just isn’t anything to do for kids.
- Yes gap in nutrition, mentoring, activities and things that raise self esteem.
- Yes.
- A centralized location but yes.
- Yes we need good role models for our youth.
- Not sure of the need, not sure we don’t have enough programs for kids.
- 20 years of talking about youth centers a continual need
- Community is ready for something like this.
- No
- Yes needs for youth are more involved and we need life skill and afterschool development.
- Yes lots of kids are falling through the cracks.
- Yes and NO... Good idea for younger kids but not high school.
- Yes the kids need a safe place to go to build social connections.
- Lots of kids missing out on opportunities because of poverty.
- Yes and no, if it is properly utilized.
- Yes poor community with not enough resouces for kids.
- Not sure, I don’t know enough about a BGC.
- Not sure.
- Need is huge.
- Yes need “time tested programs”.
- Yes based on the socio economic makeup..
- I am not sure.

- Yes, more programs needed.
- Not sure, maybe.
- Lots of single parent families lots of latch key kids.

Do you feel the community could support a Boys & Girls Club?

- Pretty good chance I think.
- Concept would be good and well received if duplicate efforts weren't going on... Don't need duplication of efforts or programs.
- Yes but people have to see the AHA's and outcomes.
- Yes we can rally support.
- It may be very difficult to sell
- Not sure this community can support.
- Yes think the community can step up and support
- WE should have one...
- Yes.
- No
- I don't know really enough about this community.
- Yes, faith community is taking on the homeless shelter.
- Yes, look at dollars for scholars.
- It is a retirement type community and no interest in young families coming here.
- Over 50% Free and reduced lunch need involvement although funding may be challenging.
- Yes wonderful benefactors in this area, good people getting behind good programs.
- Community cares about kids, EVERY school referendum has passed in the first vote.
- Volunteers may be a challenge for the Club to find.

Could the Community be successful raising the first phase of sustaining income of \$150,000 per year for a three year period?

- Not sure the community can support this, not a big enough pie and too many slices already.
- Yes but only with a better understanding of what the needs are, student success will show the needs and provide the case data.
- I think the money is here although there may be a backlash to other programs.

- Going to be a challenge.
- Active Church community so I think so.
- Yes without question.
- Not a problem, Dollars for Scholars.
- NO.
- Doubt it can be supported at that level.
- Timing is critical with the hospital and other campaigns finishing.
- A lot of money in this town.
- Yes.
- Yes with help from key foundations.
- Yes as long as the community is educated.
- I think the community can raise the dollars but not sustain the operations year after year.
- Community is supportive, hospital and other projects are proof of that.
- Dollars for Scholars raised 11M.
- Need a good leadership group with capacity and connections to make commitments happen.
- Need strong partners and buy in from tribes.
- This would be the easiest part... Assure the case for support identifies the need and the expected deliverables, for the right cause a lot of fiscal conservatives can be brought on board.
- Yes but it wouldn't be easy to sustain.
- It is here in terms of resources just going to need to really push at the end of the campaign.
- The sustainability of the program and dollars will be a challenge.

Would you be interested in working with others giving your time and energy to establish a Boys & Girls Club?

- Would consider board membership
- Need a solid concept to sell

- Certainly interested but involved in several committees now so don't really have time.
- No I would not be willing to help.
- Interested in making sure all kids have accessibility to services. Yes within capacity
- Yes through school collaboration.
- Wolf River Associates would be willing to support this effort, volunteering, board and fundraising.
- Time constraints.
- Depends on the time commitment.
- Anything I can do to lift this project let me know.
- No time right now but would support others.
- Wants to see needs assessment information first.
- YES... YES.
- Too much going on to be able to give time.
- I already am volunteering.
- No too busy with city council.
- United Way would be interested in supporting BGC as it ties to United Way Mission.
- Stretched too thin.
- Involved in too many other things but would ask someone else in firm to be involved.
- Willing to help on the fundraising part of this.
- Yes, changed my calendar to be here today as this is important.
- Be happy to play a role.
- No...not directly.
- Possibly in 2015.

Would you consider making a multi-year pledge to support the operations of a Boys & Girls Club?

- Yes*****
- No not at this time.**
- I don't know enough yet.
- Yes personally and Yes from business.

- Would consider after I know more.
- Would have to talk to my wife, retired and not a lot of funds available.
- No kids in college.
- Yes needs buy in, I want to help teens.
- I would do something.
- Would say possibly, with 2017 in our community the trust to make a gift is shaky.. Stay away from 2017.
- Yes within capacity.**
- No**

Who in this community should be supporting this effort financially?

- Jim Allbaugh**
- City**
- Hospital***
- Associated Bank****
- BMO****
- County***
- Aerocast
- Community Foundation***
- Businesses
- CRI*****
- Casinos
- School District****
- Reenhardt
- Walmart
- American Marine
- Blazer Family Foundation***
- Milke Foundation

- Stacy Cicero-Grant Master**
- CHeverolet
- Crawfords****
- Knups
- Huntington
- Feltz
- Dave Laselle
- Blazer Foundation
- Rural Health Initiative
- John Holt
- AEODA
- Crawford Foundation*****
- Jim Meyer
- Don Miller
- Paper Mill*
- Optimist
- Rotary
- Churches
- United Way**
- Eggen
- Shawano Community Foundation****
- Gary Cumberland
- Dollars for Scholars***
- Krieger International
- Vision 2017
- Tribal Support
- ThedaCare***

- Grants

If you were president of the Board of the new Club who are three outstanding community members that you would involve in the board?

- Larry Clemens
- Wendy Crawford****
- Don Miller
- Chuck Dallas****
- Doug Wilson
- Bob Newiske
- Jim Feeny
- Ed Grys***
- Dorthy Erdman****
- Matty Mathison*****
- Michael Sleeper
- Mayor
- Stacy Cicero**
- Bobby Jo Ladwing
- Beth Schuste
- Woody Davis
- Jeannette Mathison
- Todd Scenzig
- Dr. Derek Johnson
- Jim Black
- Rory Buss
- Bruce Milarvity
- Lauren Markquart
- Dave Kerber

- Paul Grayson
- Brian Aleancar
- Amy Laflante
- Lamont Houston
- Todd and Sara Swiftbirds
- Rick Kane
- Holly and Jeff Zander
- Ron Meleivg
- Jim Ashenbrenner

Which would you consider to be the strongest non-profit in this community? Why?

- Hospital
- Rural Health Initiative
- Rotary
- Optimist
- Dollars for Scholars
- UW Extension
- Lions Club
- Shawano Pathways
- United Way
- Safe Haven
- Kiwanis
- Community Foundation
- Junior Achievement
- Nothing really jumps out at me.

Do you have any recommendations for locations for a Club throughout the community?

- Zion Lutheran Church

- Some building downtown
- Central location
- Schools
- Old Hospital
- Houses by old hospital
- Between High School and VoTech
- KMART facility
- South of town
- NOT old city hall too small.
- Rec Center
- Ice Rink
- Hillcrest School
- Old crescent theatre
- Former Chamber building
- High School

Do you have other comments and suggestions you would like to make to the steering committee?

- Work to serve Native Community-Broaden Scope
- Work with Churches
- There is a strong need in this community, the community will support it.
- Need to give purpose and how it is different than other programs.
- Good Process and questions
- See the need in this community but do NOT duplicate service
- City would need to how support.

- Would love to see this come together for community development.
- School district would be interested in good partnership.
- Get kids outside and get mentors that care and listen.
- Worthwhile process.
- Great that they are doing this.
- Getting tribal support will help.
- Excited to hear this is being considered.
- This needs to happen to fill the gaps.
- Have a good case for support and educate the community this will work.