



Winnebago County, WI

ECWRPC



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Economy Overview

170,776

Population (2018)

Population **grew by 1,502** over the last 5 years and is projected to **grow by 1,981** over the next 5 years.

100,558

Jobs (2018)

Jobs **grew by 4,516** over the last 5 years and are projected to **grow by 3,321** over the next 5 years.

\$53.5K

Median Household Income (2016)

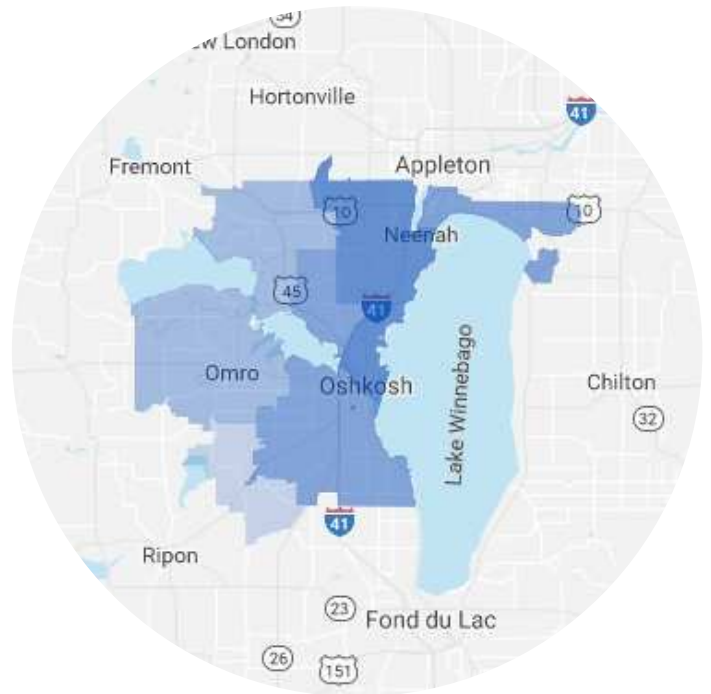
Median household income is **\$1.8K below** the national median household income of \$55.3K.

As of 2018 the region's population **increased by 0.9%** since 2013, growing by 1,502. Population is expected to **increase by 1.2%** between 2018 and 2023, adding 1,981.

From 2013 to 2018, jobs **increased by 4.7%** in Winnebago County, WI from 96,042 to **100,558**. This change **fell short of the national growth rate of 7.4% by 2.7%**. As the number of jobs increased, the **labor force participation rate increased from 65.8% to 67.1% between 2013 and 2018**.

Concerning educational attainment, **18.7% of Winnebago County, WI residents possess a Bachelor's Degree** (0.1% above the national average), and **9.7% hold an Associate's Degree** (1.7% above the national average).

The top three industries in 2018 are Restaurants and Other Eating Places, Management of Companies and Enterprises, and Converted Paper Product Manufacturing.

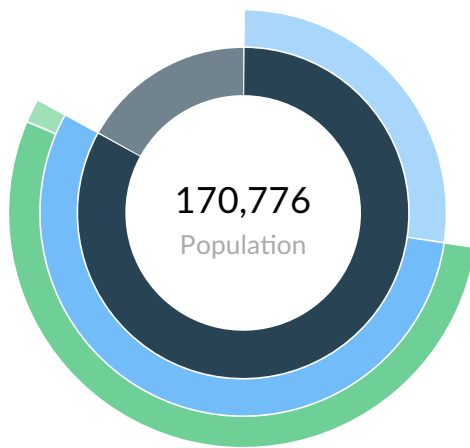


Economy Overview - Cont.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	170,776	95,092	100,558	99.3	\$11.00B	\$12.87B	\$16.04B
ECWRPC	665,912	371,098	342,726	99.4	\$34.12B	\$42.03B	\$43.03B
Wisconsin	5,810,713	3,216,111	3,142,522	100.3	\$316.61B	\$285.96B	\$314.19B
United States	328,038,851	163,733,789	161,636,598	100.0	\$19.28T	\$0	\$8.38T

Economy Overview - Cont.

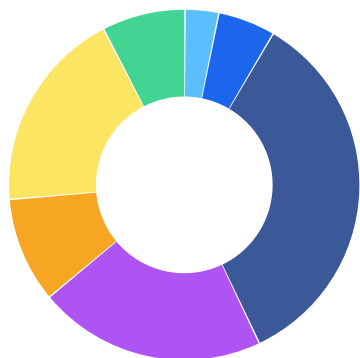
2018 Labor Force Breakdown



	Population
● Total Working Age Population	141,664
● Not in Labor Force (15+)	46,572
● Labor Force	95,092
● Employed	92,247
● Unemployed	2,845
● Under 15	29,113

Educational Attainment

Concerning educational attainment, **18.7% of Winnebago County, WI residents possess a Bachelor's Degree** (0.1% above the national average), and **9.7% hold an Associate's Degree** (1.7% above the national average).

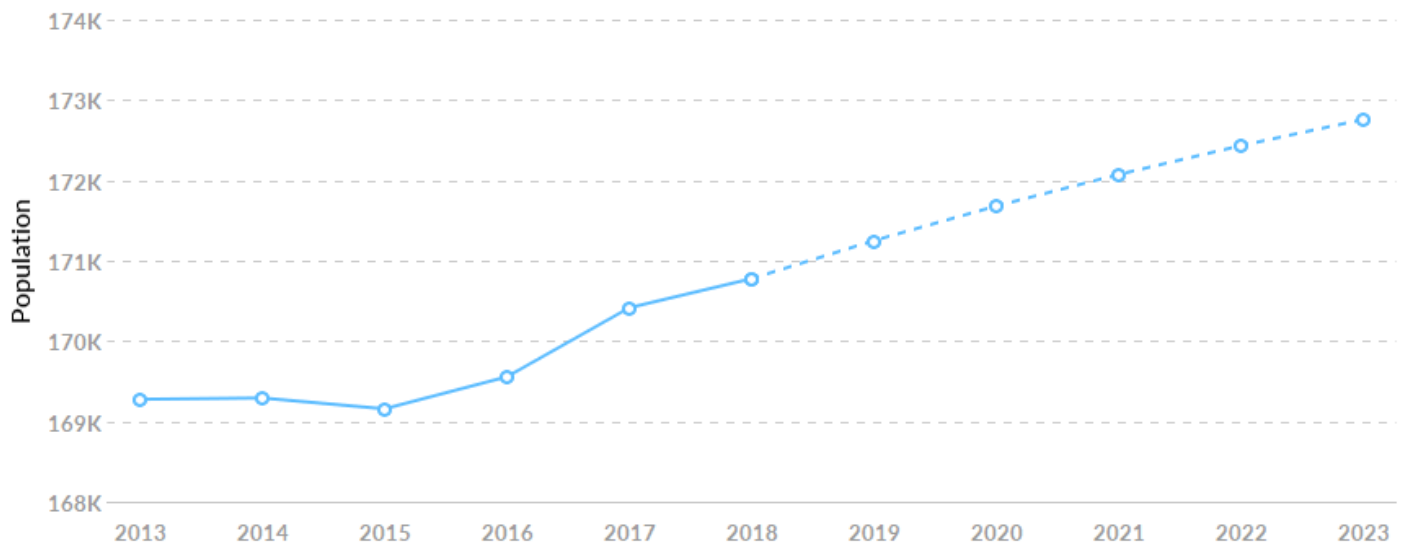


	% of Population	Population
● Less Than 9th Grade	3.1%	3,586
● 9th Grade to 12th Grade	5.3%	6,123
● High School Diploma	34.5%	39,886
● Some College	21.0%	24,294
● Associate's Degree	9.7%	11,234
● Bachelor's Degree	18.7%	21,668
● Graduate Degree and Higher	7.7%	8,869

Historic & Projected Trends

Population Trends

As of 2018 the region's population increased by 0.9% since 2013, growing by 1,502. Population is expected to increase by 1.2% between 2018 and 2023, adding 1,981.

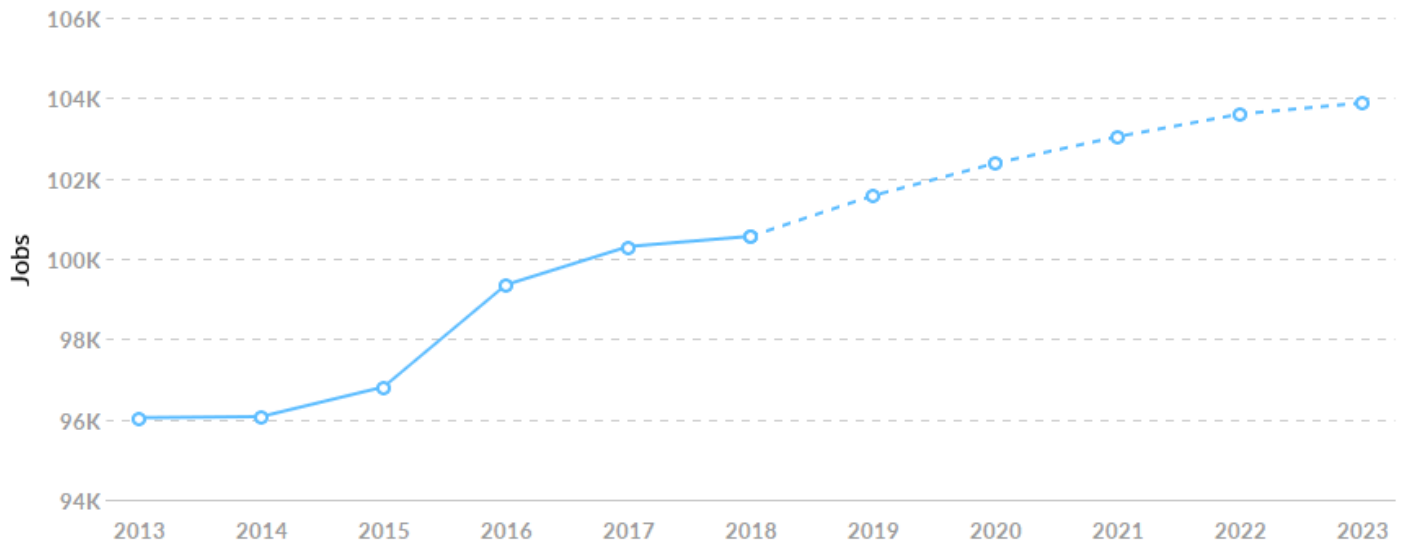


Timeframe	Population
2013	169,275
2014	169,291
2015	169,156
2016	169,555
2017	170,414
2018	170,776
2019	171,250
2020	171,680
2021	172,073
2022	172,432
2023	172,758

Historic & Projected Trends - Cont.

Job Trends

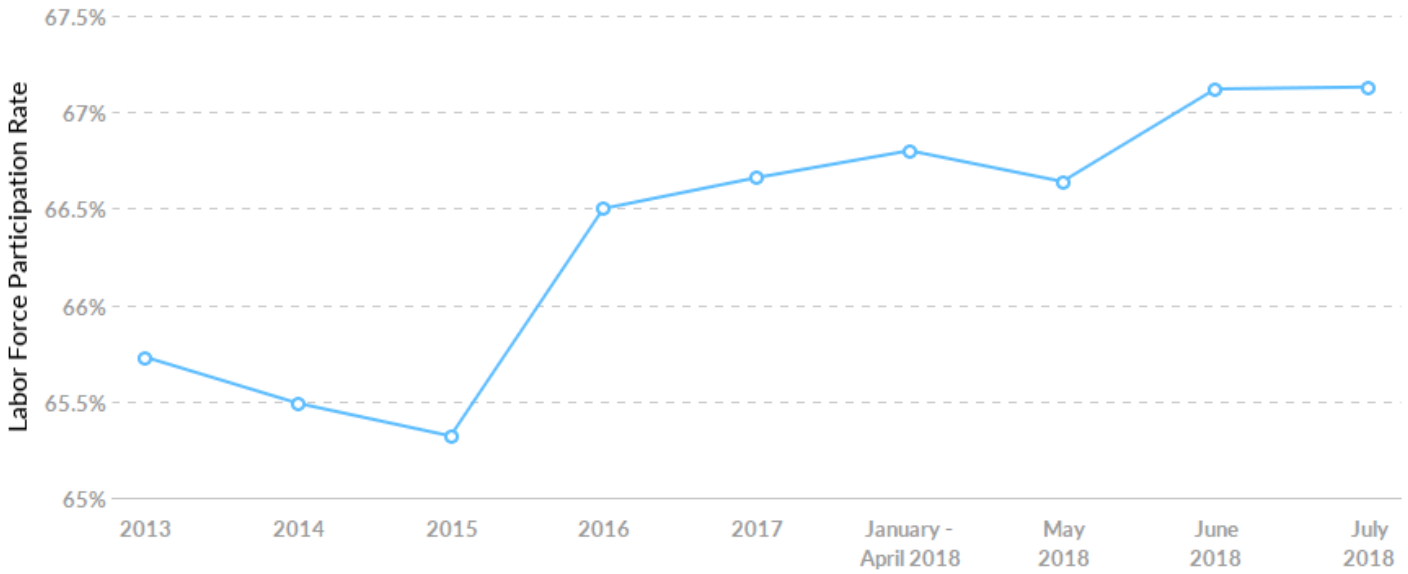
From 2013 to 2018, jobs increased by 4.7% in Winnebago County, WI from 96,042 to 100,558. This change fell short of the national growth rate of 7.4% by 2.7%.



Timeframe	Jobs
2013	96,042
2014	96,069
2015	96,807
2016	99,350
2017	100,303
2018	100,558
2019	101,569
2020	102,376
2021	103,038
2022	103,600
2023	103,879

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

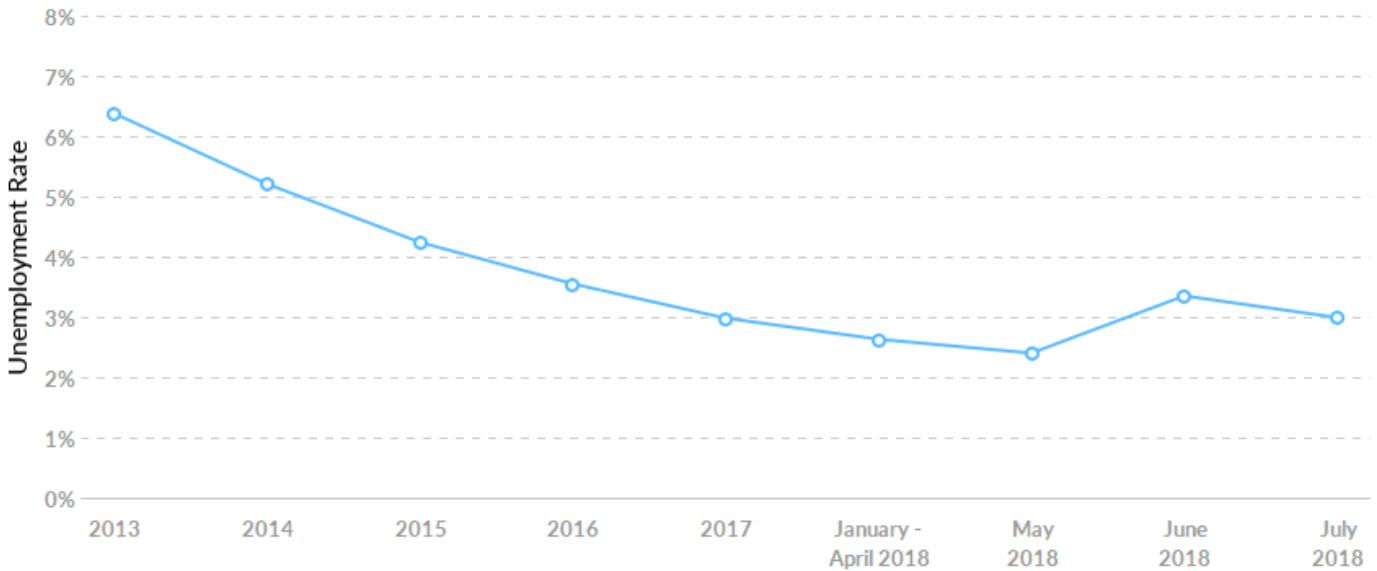


Timeframe	Labor Force Participation Rate
2013	65.73%
2014	65.49%
2015	65.32%
2016	66.50%
2017	66.66%
January - April 2018	66.80%
May 2018	66.64%
June 2018	67.12%
July 2018	67.13%

Historic & Projected Trends - Cont.

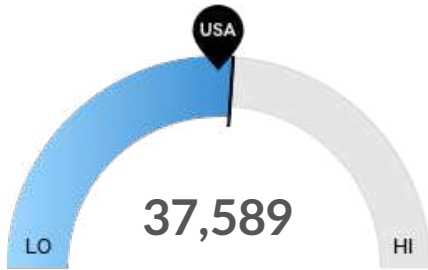
Unemployment Rate Trends

Winnebago County, WI had a July 2018 unemployment rate of 2.99%, **decreasing from 6.38%** 5 years before.



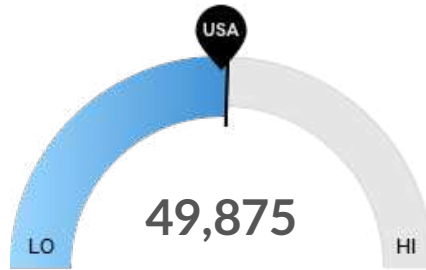
Timeframe	Unemployment Rate
2013	6.38%
2014	5.21%
2015	4.24%
2016	3.55%
2017	2.98%
January - April 2018	2.63%
May 2018	2.40%
June 2018	3.35%
July 2018	2.99%

Population Characteristics



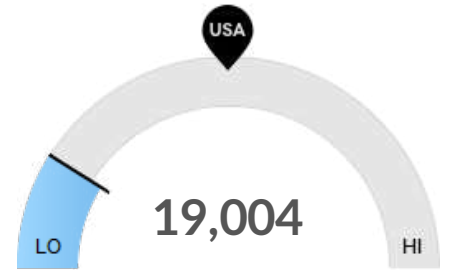
Millennials

Winnebago County, WI has 37,589 millennials (ages 20-34). The national average for an area this size is 35,295.



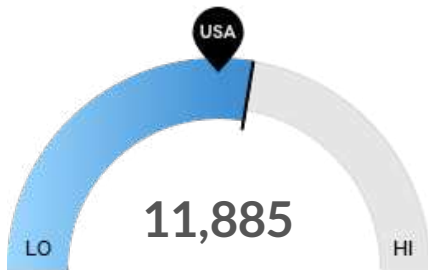
Retiring Soon

Retirement risk is about average in Winnebago County, WI. The national average for an area this size is 48,581 people 55 or older, while there are 49,875 here.



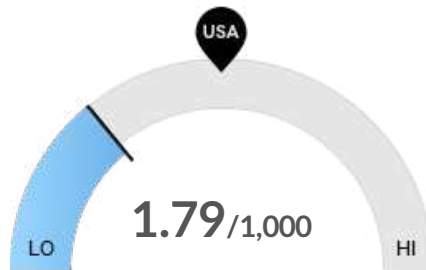
Racial Diversity

Racial diversity is low in Winnebago County, WI. The national average for an area this size is 66,925 racially diverse people, while there are 19,004 here.



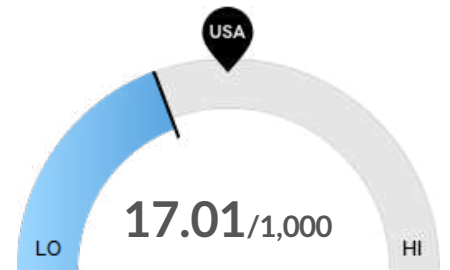
Veterans

Winnebago County, WI has 11,885 veterans. The national average for an area this size is 10,242.



Violent Crime

Winnebago County, WI has 1.79 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



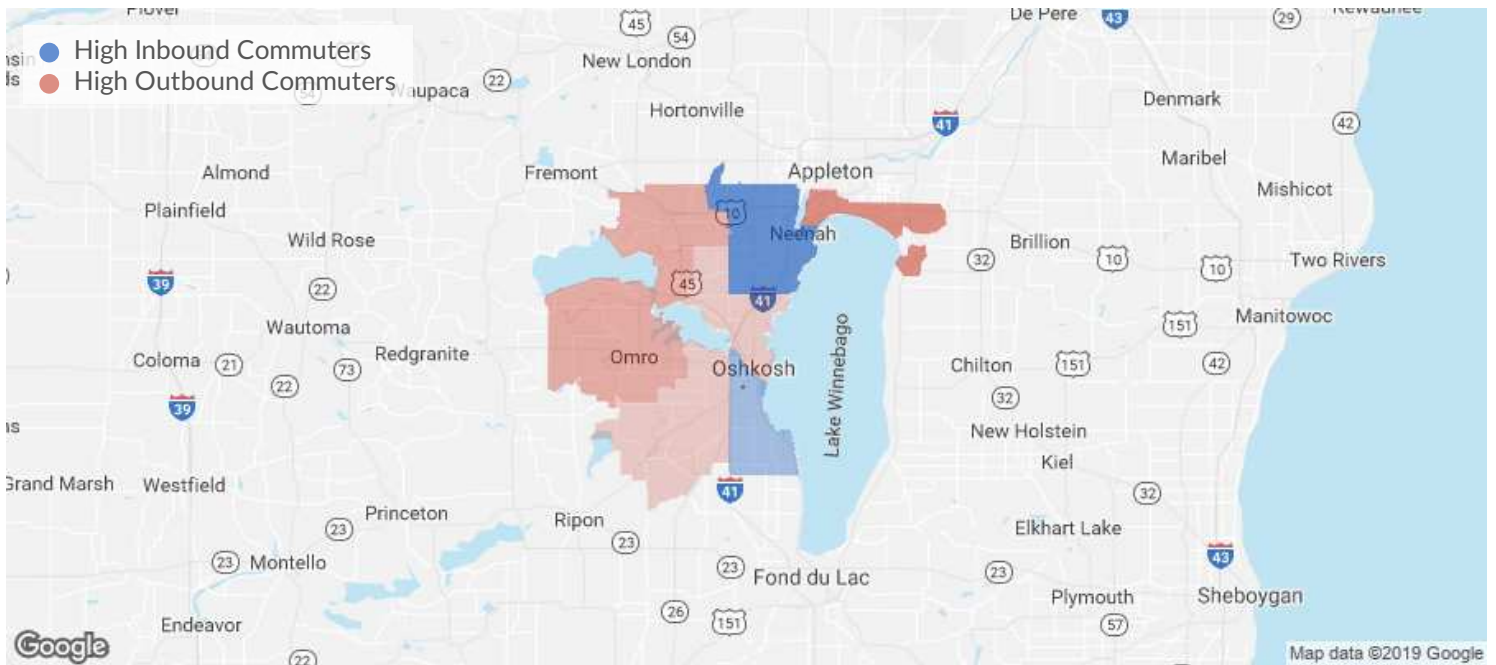
Property Crime

Winnebago County, WI has 17.01 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Winnebago County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

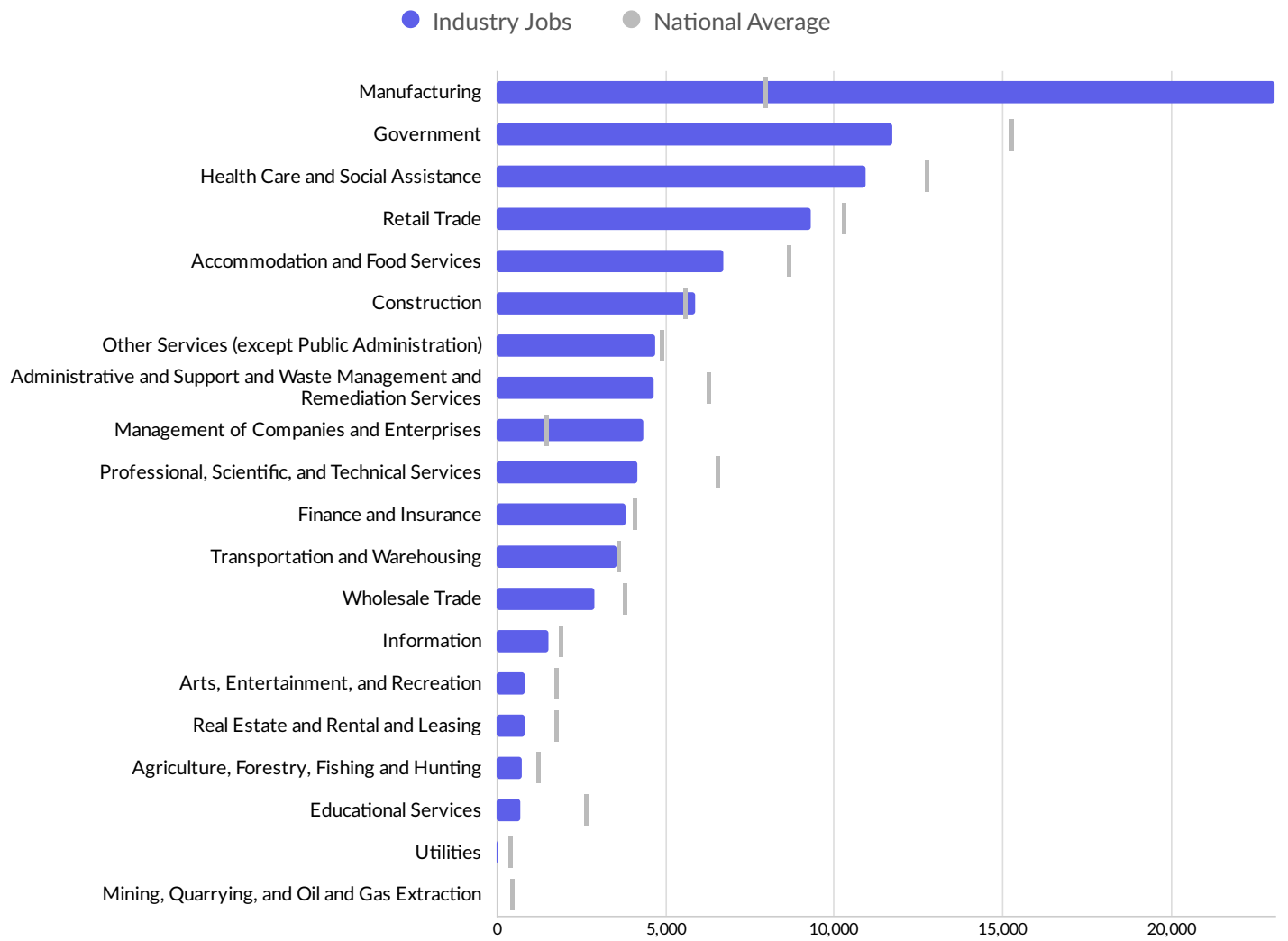
ZIP	Name	2018 Employment
54956	Neenah, WI (in Winneb...	32,423
54901	Oshkosh, WI (in Winne...	16,535
54902	Oshkosh, WI (in Winne...	13,161
54904	Oshkosh, WI (in Winne...	11,448
54952	Menasha, WI (in Winn...	10,077

Where Talent Lives

ZIP	Name	2018 Workers
54956	Neenah, WI (in Winneb...	24,526
54901	Oshkosh, WI (in Winne...	17,091
54952	Menasha, WI (in Winn...	14,630
54902	Oshkosh, WI (in Winne...	11,879
54904	Oshkosh, WI (in Winne...	11,835

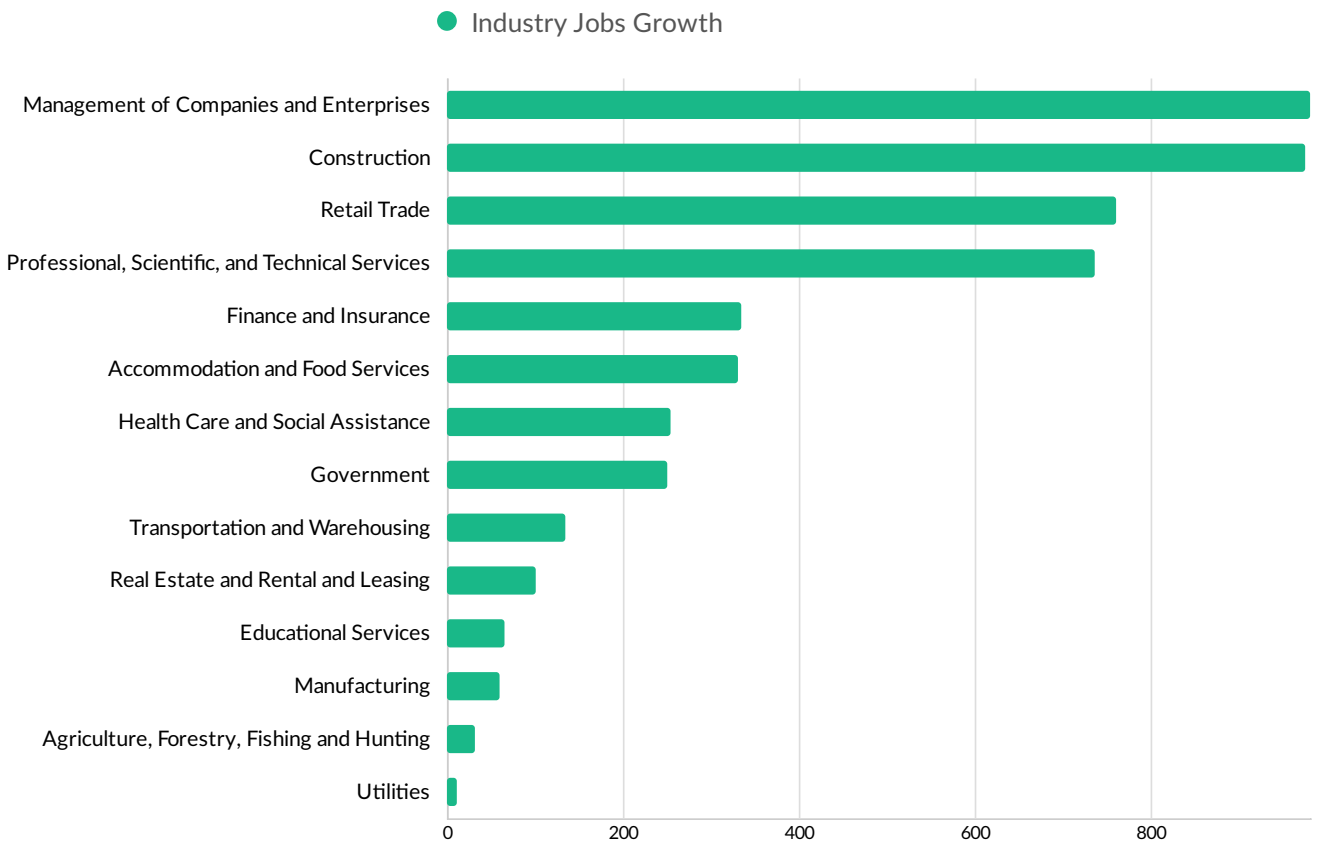
Industry Characteristics

Largest Industries



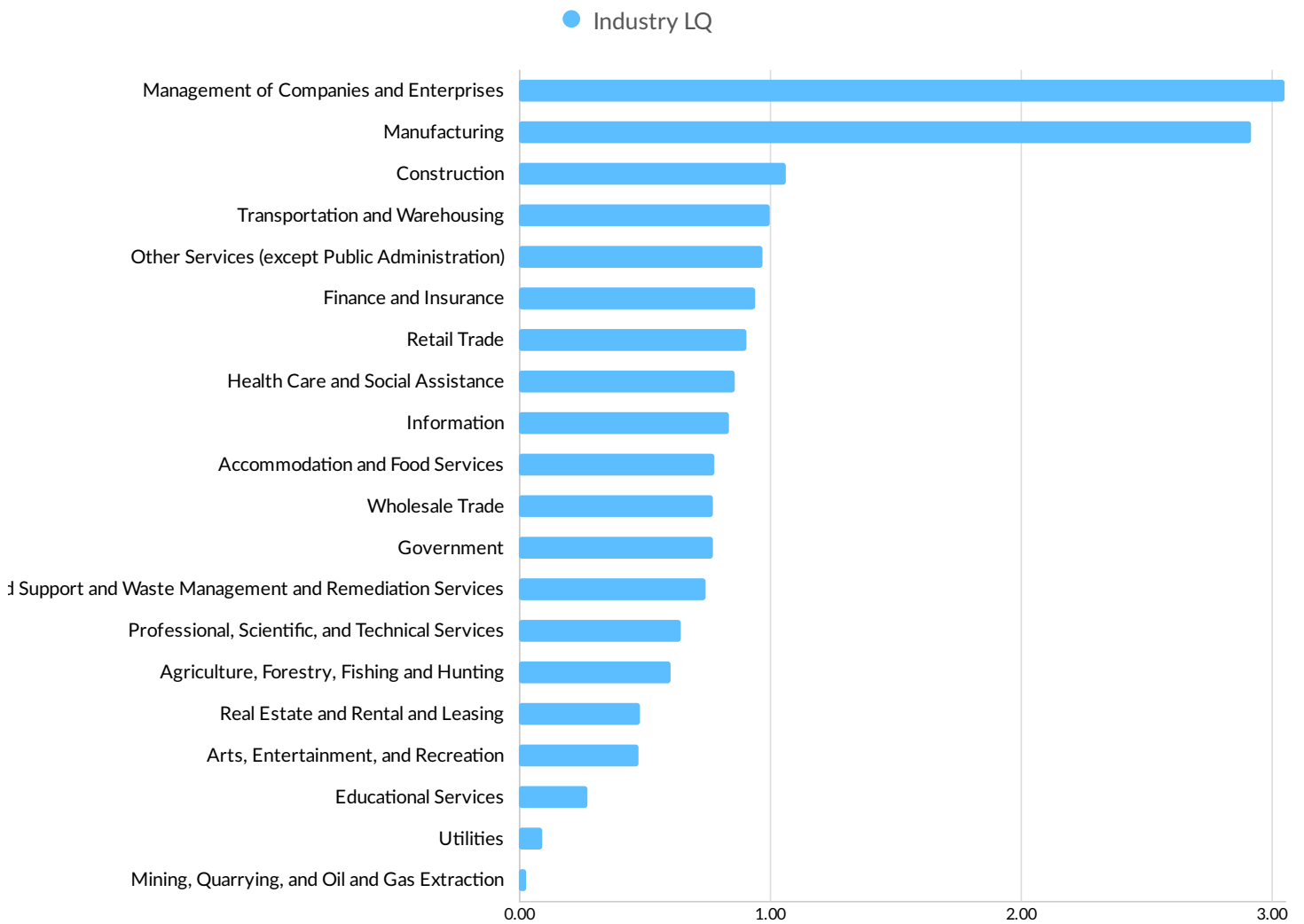
Industry Characteristics - Cont.

Top Growing Industries



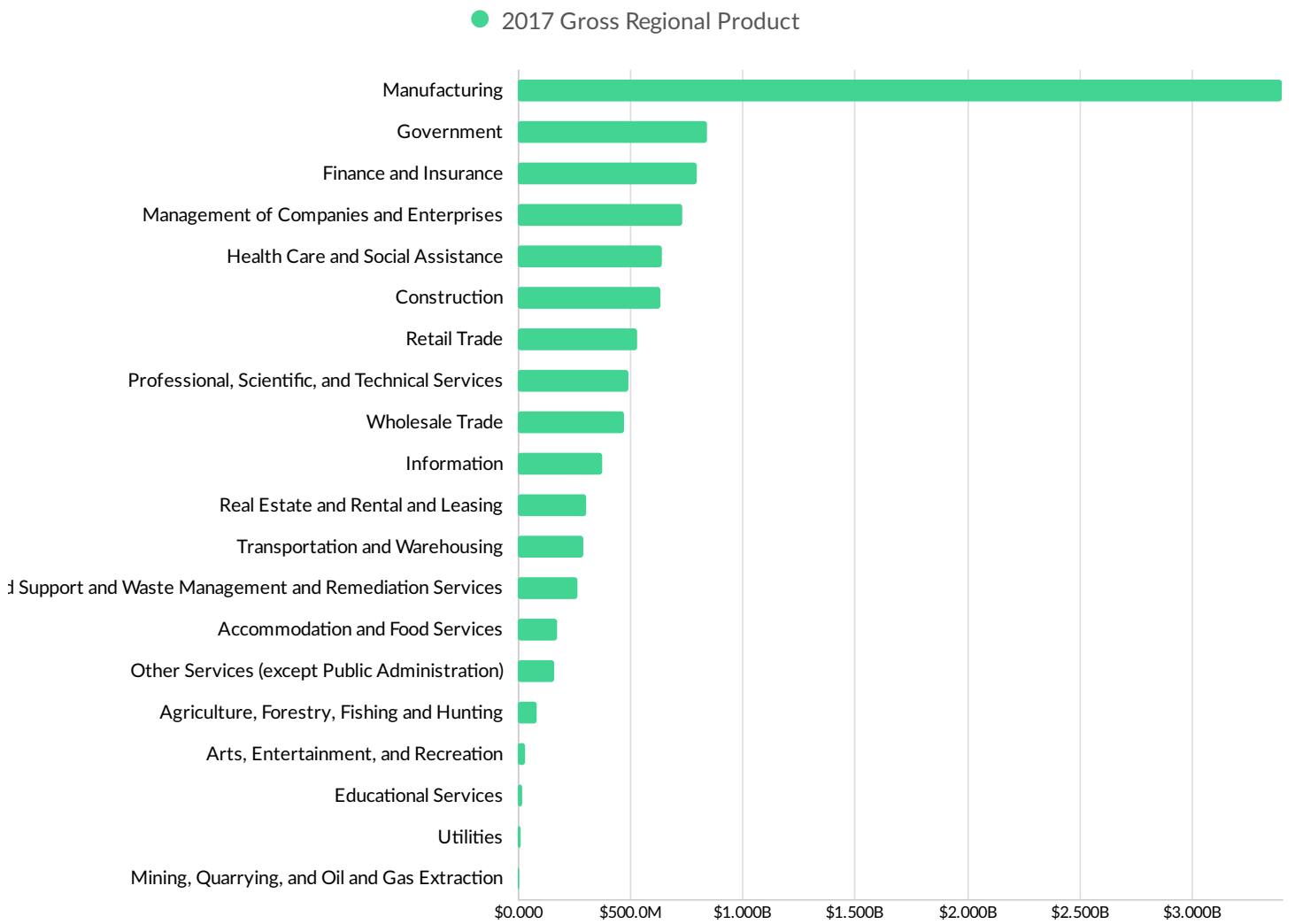
Industry Characteristics - Cont.

Top Industry LQ



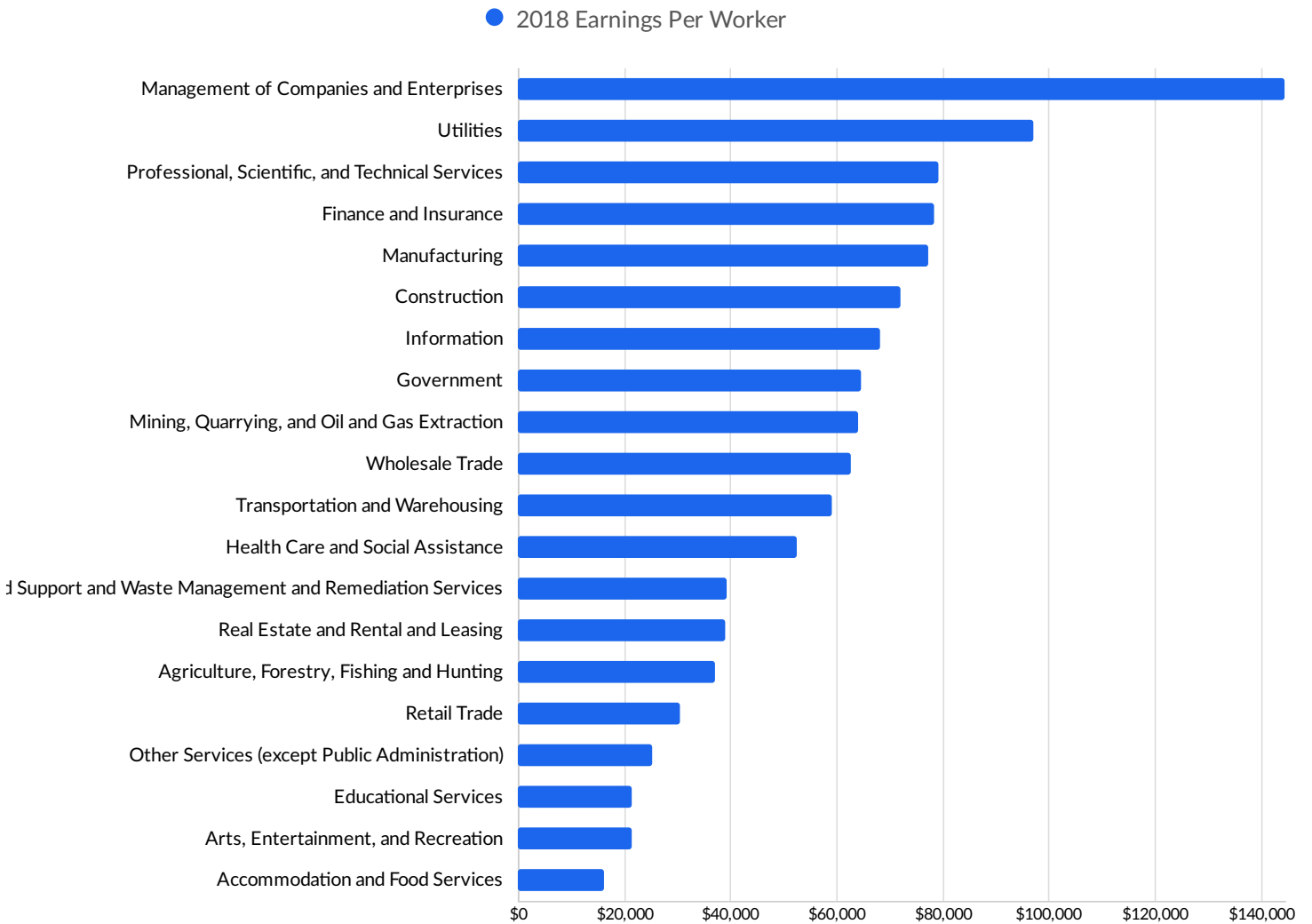
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Manufacturing	23,030	23,089	59	+0%	2.92	\$77,327	\$3.40B
Government	11,504	11,755	251	+2%	0.77	\$64,774	\$844.01M
Health Care and Social Assistance	10,692	10,947	255	+2%	0.86	\$52,469	\$643.95M
Retail Trade	8,544	9,306	762	+9%	0.91	\$30,585	\$529.24M
Accommodation and Food Services	6,386	6,718	332	+5%	0.78	\$16,318	\$173.33M
Construction	4,915	5,892	977	+20%	1.07	\$72,019	\$632.20M
Other Services (except Public Administration)	4,860	4,698	-162	-3%	0.97	\$25,247	\$160.78M
Administrative and Support and Waste Management and Remediation Services	4,775	4,652	-123	-3%	0.74	\$39,266	\$265.96M
Management of Companies and Enterprises	3,376	4,358	982	+29%	3.05	\$144,506	\$732.72M
Professional, Scientific, and Technical Services	3,454	4,191	737	+21%	0.64	\$79,226	\$490.34M
Finance and Insurance	3,470	3,805	335	+10%	0.94	\$78,330	\$799.28M
Transportation and Warehousing	3,414	3,549	135	+4%	1.00	\$59,168	\$291.00M
Wholesale Trade	2,938	2,910	-28	-1%	0.78	\$62,808	\$470.67M
Information	1,638	1,543	-95	-6%	0.84	\$68,202	\$376.60M
Arts, Entertainment, and Recreation	895	832	-63	-7%	0.48	\$21,472	\$30.01M
Real Estate and Rental and Leasing	720	821	101	+14%	0.48	\$39,171	\$305.79M
Agriculture, Forestry, Fishing and Hunting	699	730	31	+4%	0.61	\$37,256	\$83.43M
Educational Services	653	719	66	+10%	0.27	\$21,507	\$18.80M
Utilities	21	32	11	+52%	0.09	\$97,166	\$12.74M

Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Mining, Quarrying, and Oil and Gas Extraction	57	12	-45	-79%	0.03	\$64,088	\$4.31M

Business Characteristics

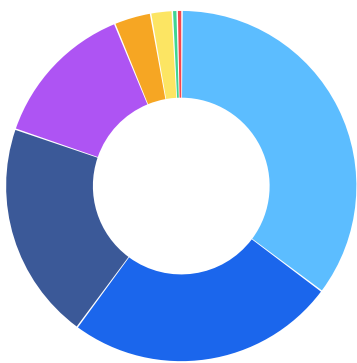
20,753 Companies Employ Your Workers

Online profiles for your workers mention 20,753 companies as employers, with the top 10 appearing below. In the last 12 months, 2,765 companies in Winnebago County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kimberly-Clark Corporation	1,565 	Oshkosh Corporation	795 
Oshkosh Corporation	1,251 	Kimberly-Clark Corporation	654 
University of Wisconsin-Madis...	955 	Plexus Corp.	574 
Bemis Company, Inc.	820 	C.R. England, Inc.	333 
Thedacare, Inc.	738 	Bemis Company, Inc.	329 
Plexus Corp.	655 	State of Wisconsin	300 
J. J. Keller & Associates, Inc.	579 	Cadre Staffing 7611 Ei	290 
Aurora Health Care	381 	Remedy Intelligent Staffing	288 
Thrivent Financial For Lutherans	381 	Locate Staffing Inc	266 
State of Wisconsin	380 	Shopko Stores Operating Co., L...	258 

Business Characteristics - Cont.

Business Size

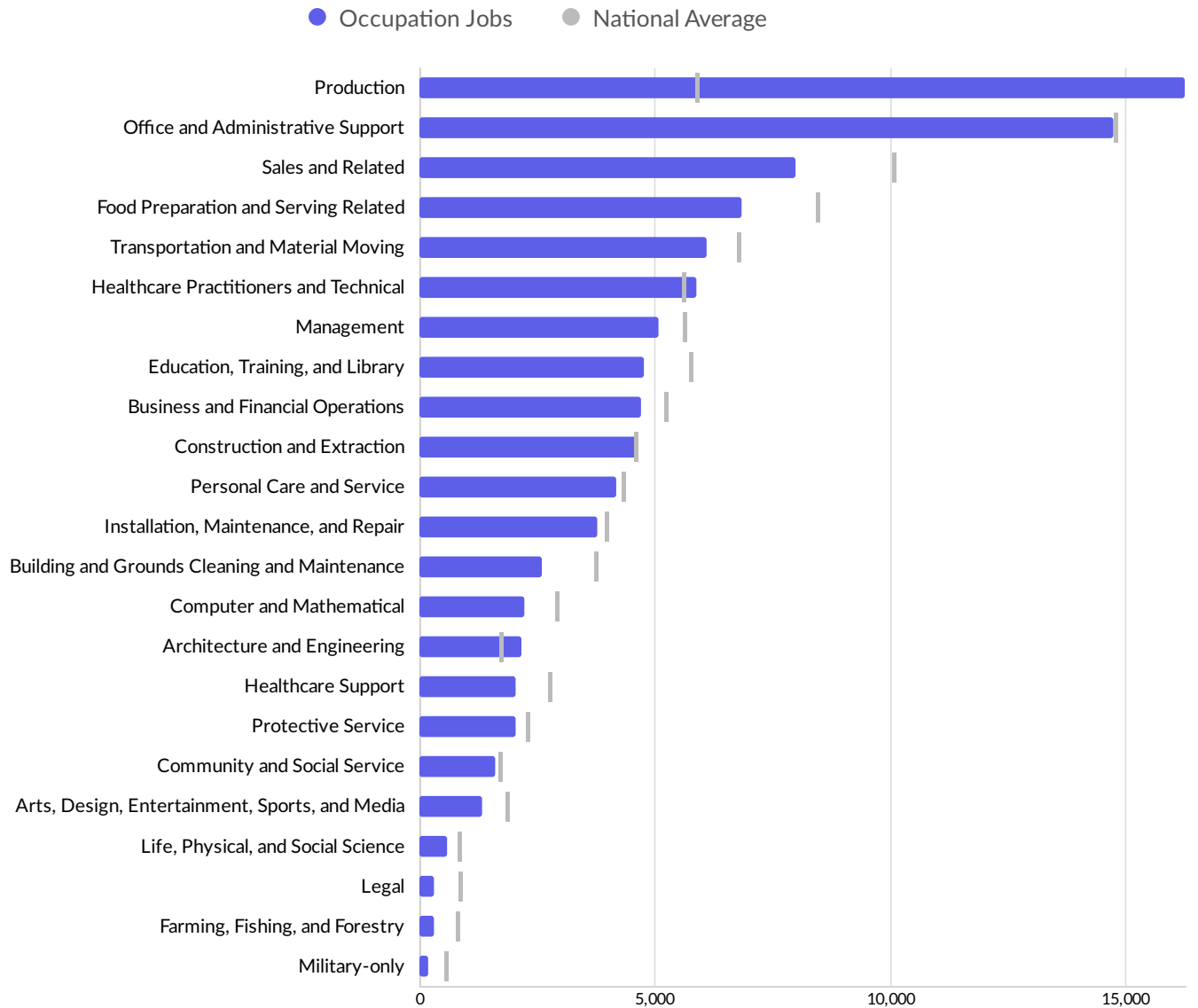


	Percentage	Business Count
● 1 to 4 employees	35.2%	1,981
● 5 to 9 employees	24.9%	1,402
● 10 to 19 employees	20.1%	1,135
● 20 to 49 employees	13.5%	763
● 50 to 99 employees	3.4%	191
● 100 to 249 employees	2.0%	112
● 250 to 499 employees	0.4%	25
● 500+ employees	0.4%	25

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

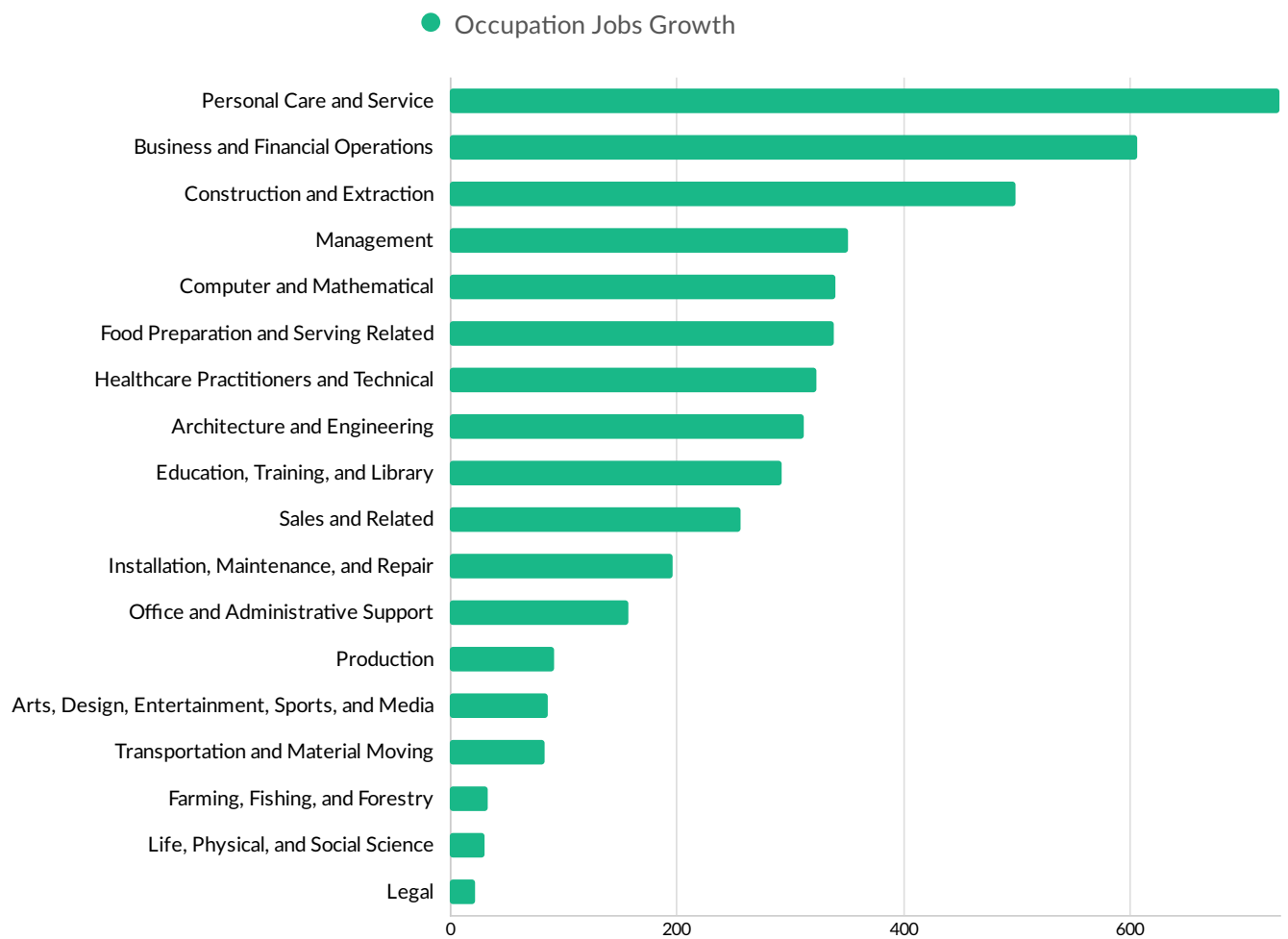
Workforce Characteristics

Largest Occupations



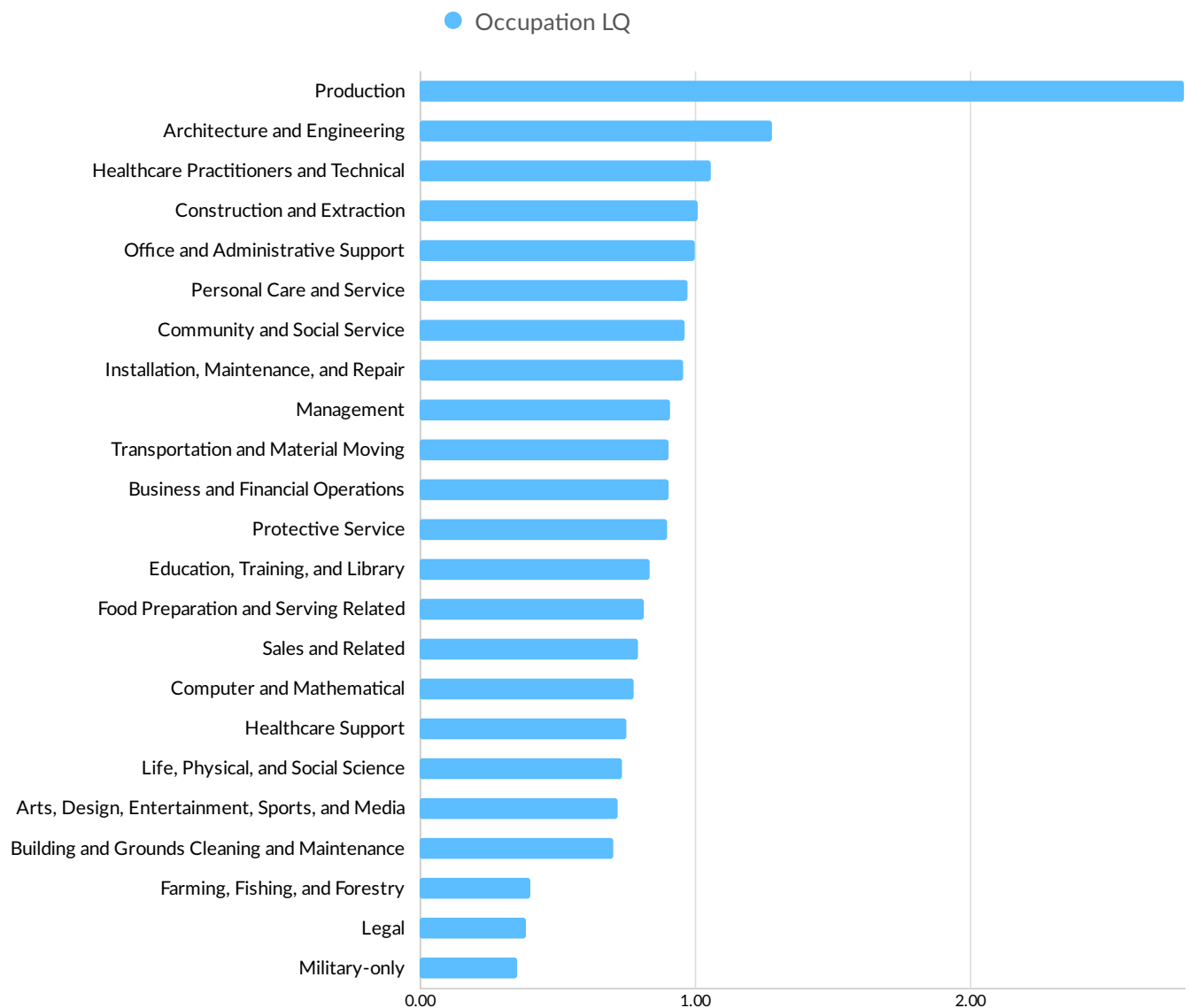
Workforce Characteristics - Cont.

Top Growing Occupations



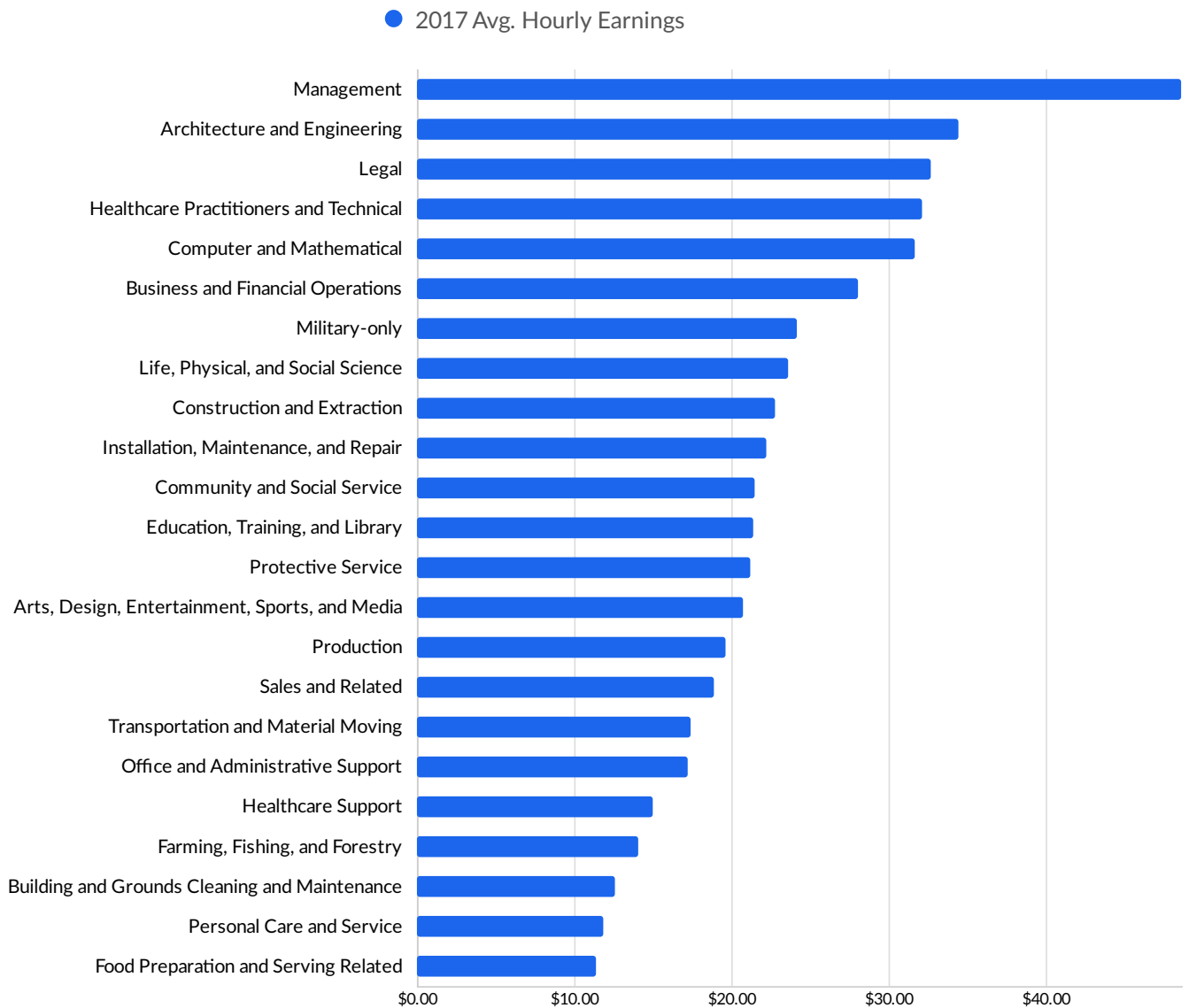
Workforce Characteristics - Cont.

Top Occupation LQ



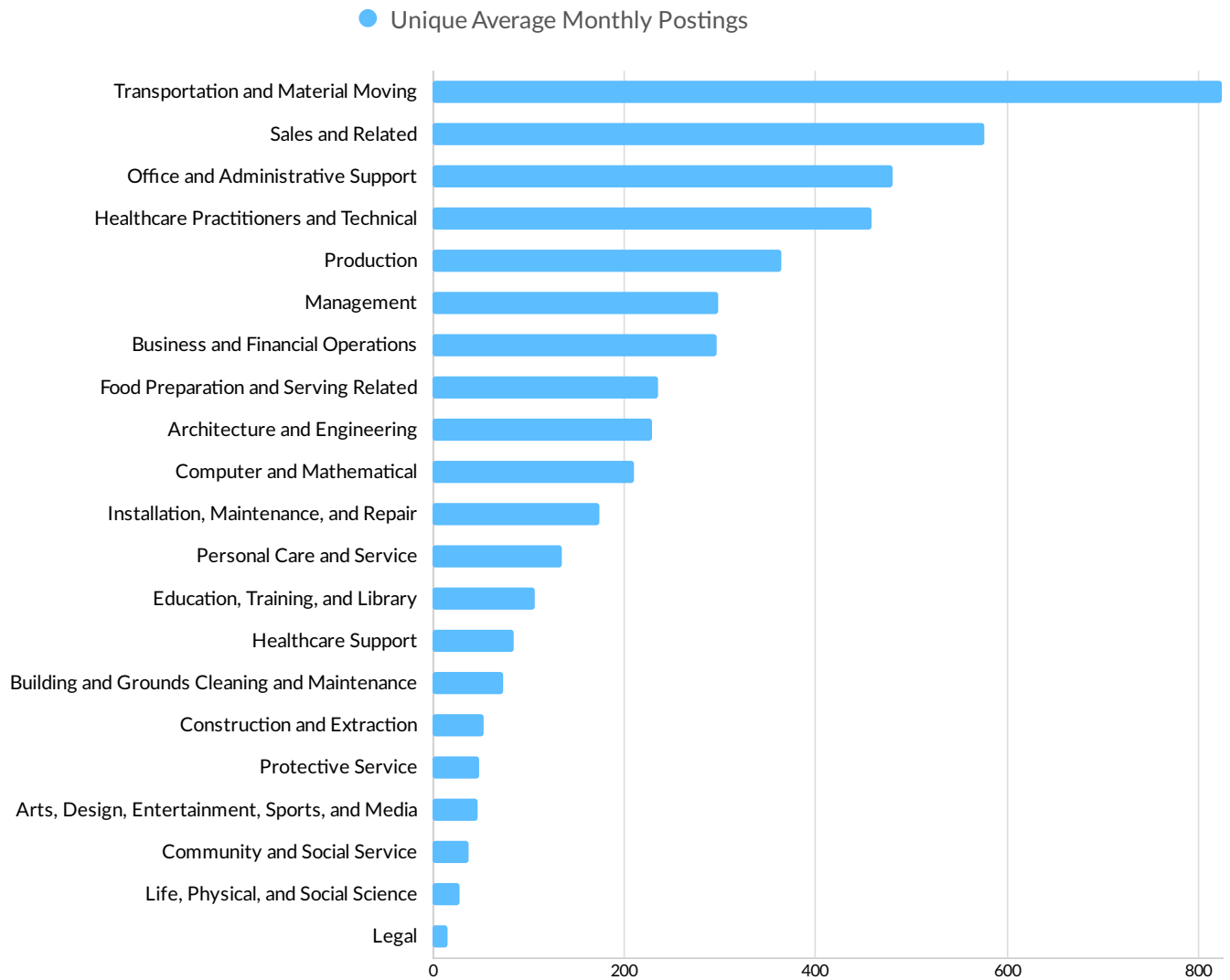
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Jan 2018 - Dec 2018 Unique Average Monthly Postings
Production	16,183	16,275	92	+1%	2.78	\$19.66	364
Office and Administrative Support	14,599	14,757	158	+1%	1.00	\$17.26	481
Sales and Related	7,744	8,001	257	+3%	0.80	\$18.89	577
Food Preparation and Serving Related	6,514	6,853	339	+5%	0.81	\$11.38	236
Transportation and Material Moving	6,022	6,106	84	+1%	0.90	\$17.39	826
Healthcare Practitioners and Technical	5,580	5,903	323	+6%	1.06	\$32.13	459
Management	4,744	5,095	351	+7%	0.91	\$48.64	299
Education, Training, and Library	4,493	4,786	293	+7%	0.84	\$21.40	107
Business and Financial Operations	4,092	4,698	606	+15%	0.90	\$28.09	298
Construction and Extraction	4,126	4,625	499	+12%	1.01	\$22.78	54
Personal Care and Service	3,466	4,198	732	+21%	0.97	\$11.87	136
Installation, Maintenance, and Repair	3,586	3,783	197	+5%	0.96	\$22.21	174
Building and Grounds Cleaning and Maintenance	2,655	2,617	-38	-1%	0.70	\$12.57	74
Computer and Mathematical	1,906	2,246	340	+18%	0.78	\$31.65	211
Architecture and Engineering	1,860	2,173	313	+17%	1.28	\$34.44	230
Healthcare Support	2,199	2,052	-147	-7%	0.75	\$15.05	86
Protective Service	2,096	2,043	-53	-3%	0.90	\$21.20	48

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Jan 2018 - Dec 2018 Unique Average Monthly Postings
Community and Social Service	1,610	1,610	0	0%	0.97	\$21.48	38
Arts, Design, Entertainment, Sports, and Media	1,241	1,328	87	+7%	0.72	\$20.80	47
Life, Physical, and Social Science	562	593	31	+6%	0.73	\$23.60	28
Legal	302	324	22	+7%	0.39	\$32.67	16
Farming, Fishing, and Forestry	274	307	33	+12%	0.40	\$14.11	0
Military-only	189	186	-3	-2%	0.35	\$24.16	0

Educational Pipeline

In 2017, there were 2,566 graduates in Winnebago County, WI. This pipeline has grown by 4% over the last 5 years. The highest share of these graduates come from Registered Nursing/Registered Nurse, Elementary Education and Teaching, and "Human Services, General".

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
University of Wisconsin-Oshkosh	2,554	
Bella Academy of Cosmetology	12	

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