Waupaca County, WI

ECWRPC

East Central Wisconsin Regional Planning Commission
ECWRPC

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Report Parameters

1 County

55135	Waupaca County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

51,038

Population (2020)

Population **decreased by 642** over the last 5 years and is projected to **decrease by 36** over the next 5 years.

21,188

Total Regional Employment

Jobs **decreased by 1,167** over the last 5 years but are projected to **grow by 20** over the next 5 years.

$58.7K

Median Household Income (2019)

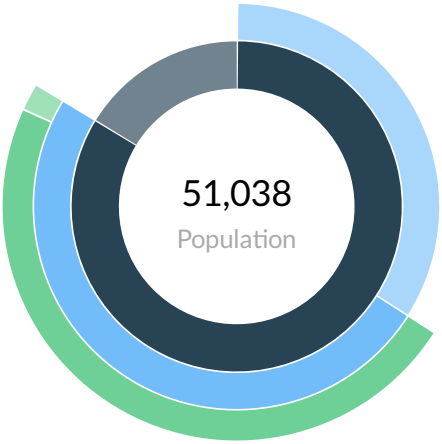
Median household income is **$4.2K below** the national median household income of $62.8K.

Takeaways

- As of 2020 the region's population **declined by 1.2%** since 2015, falling by 642. Population is expected to **decrease by 0.1%** between 2020 and 2025, losing 36.
- From 2015 to 2020, jobs **declined by 5.2%** in Waupaca County, WI from 22,355 to **21,188**. This change **fell short of the national growth rate of 1.3% by 6.5%**. As the number of jobs declined, the **labor force participation rate decreased from 63.0% to 59.4% between 2015 and 2020**.
- Concerning educational attainment, **14.8% of Waupaca County, WI residents possess a Bachelor's Degree** (5.3% below the national average), and **12.0% hold an Associate's Degree** (3.4% above the national average).
- The top three industries in 2020 are Foundries, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	51,038	25,342	21,188	99.7	$1.97B	$3.99B	$3.58B
ECWRPC	671,917	352,927	335,574	98.9	$35.16B	$47.89B	$47.87B
Wisconsin	5,848,151	3,038,273	3,074,986	100.0	$331.57B	$322.64B	$342.03B

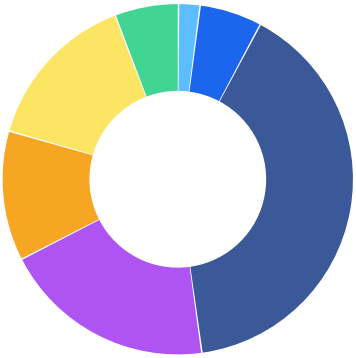
2020 Labor Force Breakdown



	Population
Total Working Age Population	42,678
Not in Labor Force (15+)	17,336
Labor Force	25,342
Employed	24,373
Unemployed	969
Under 15	8,360

Educational Attainment

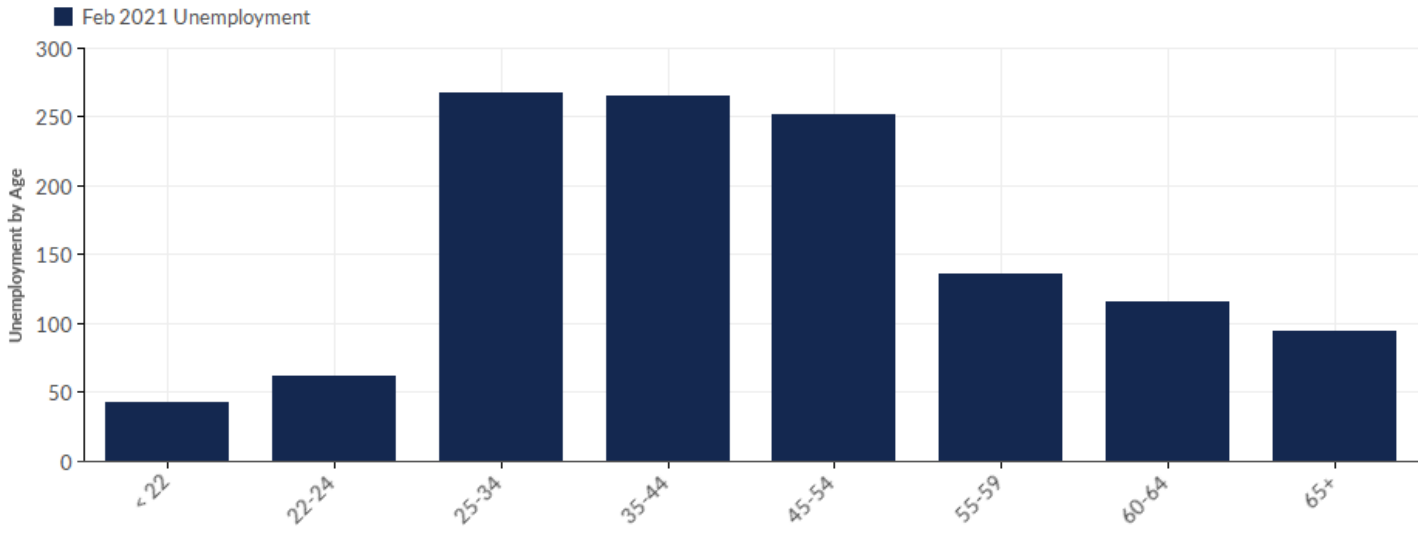
Concerning educational attainment, **14.8% of Waupaca County, WI residents possess a Bachelor's Degree** (5.3% below the national average), and **12.0% hold an Associate's Degree** (3.4% above the national average).



	% of Population	Population
Less Than 9th Grade	2.0%	735
9th Grade to 12th Grade	5.8%	2,146
High School Diploma	40.0%	14,910
Some College	19.7%	7,330
Associate's Degree	12.0%	4,462
Bachelor's Degree	14.8%	5,502
Graduate Degree and Higher	5.9%	2,190

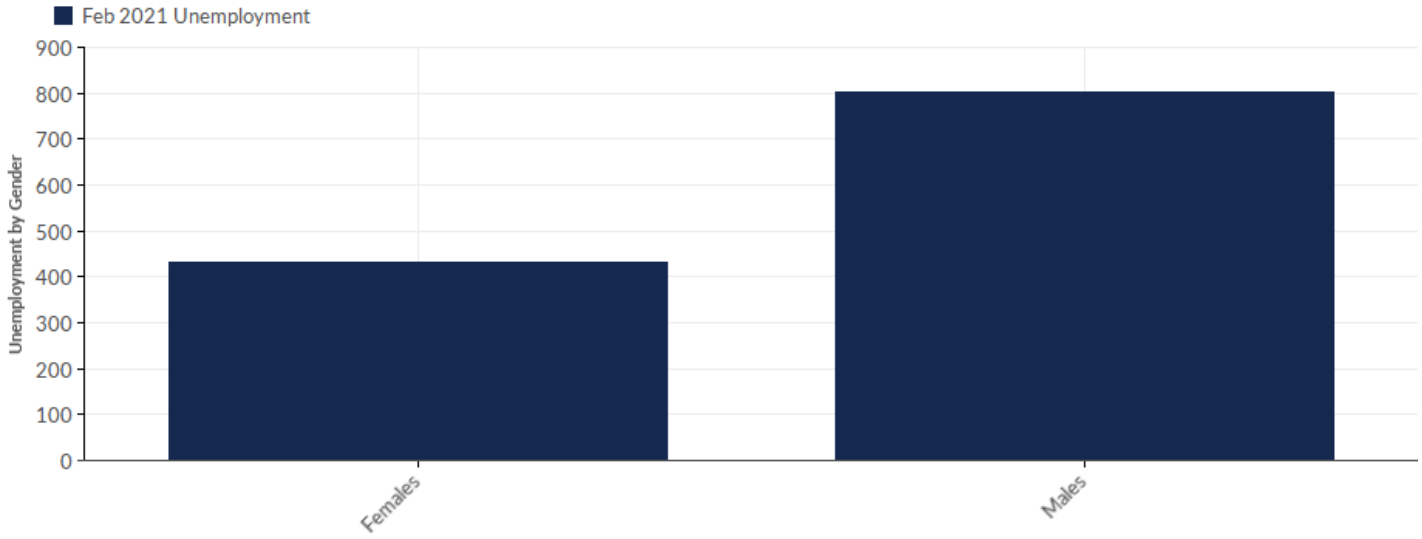
Unemployment by Demographics

Unemployment by Age



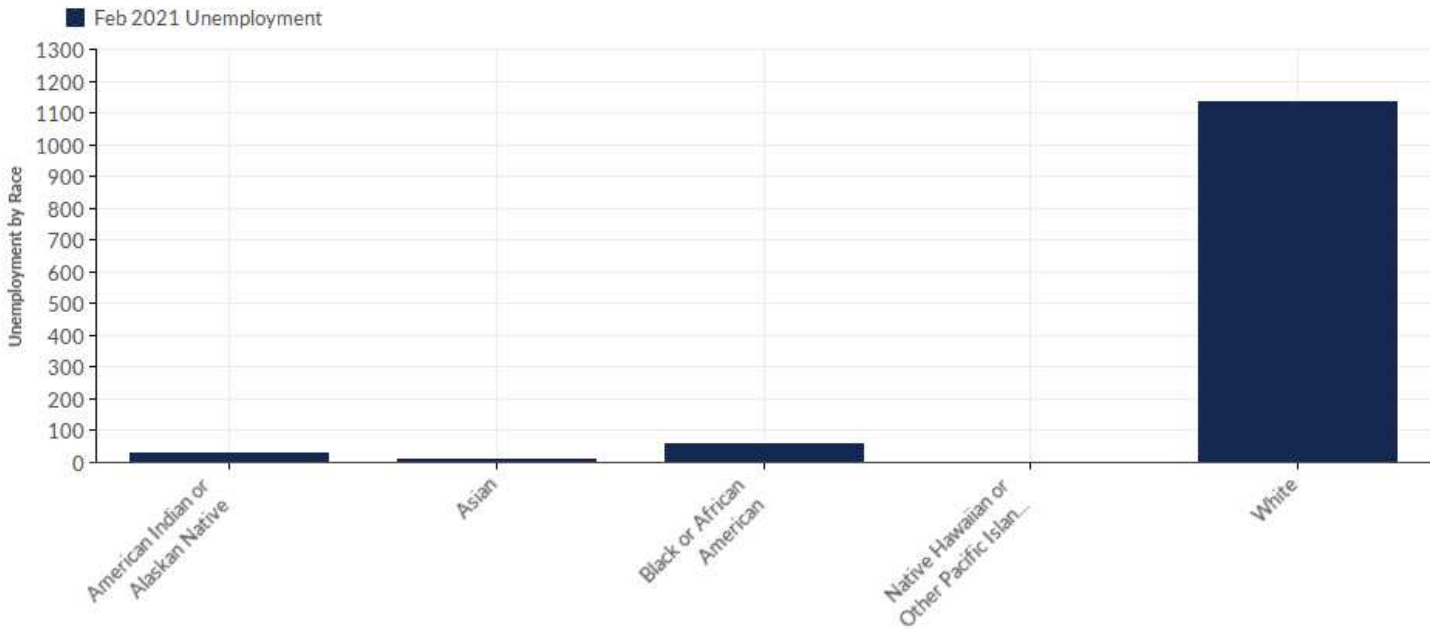
Age	Unemployment (Feb 2021)	% of Age Cohort
< 22	42	3.40%
22-24	62	5.02%
25-34	267	21.62%
35-44	266	21.54%
45-54	252	20.40%
55-59	136	11.01%
60-64	115	9.31%
65+	94	7.61%
Total	1,235	100.00%

Unemployment by Gender



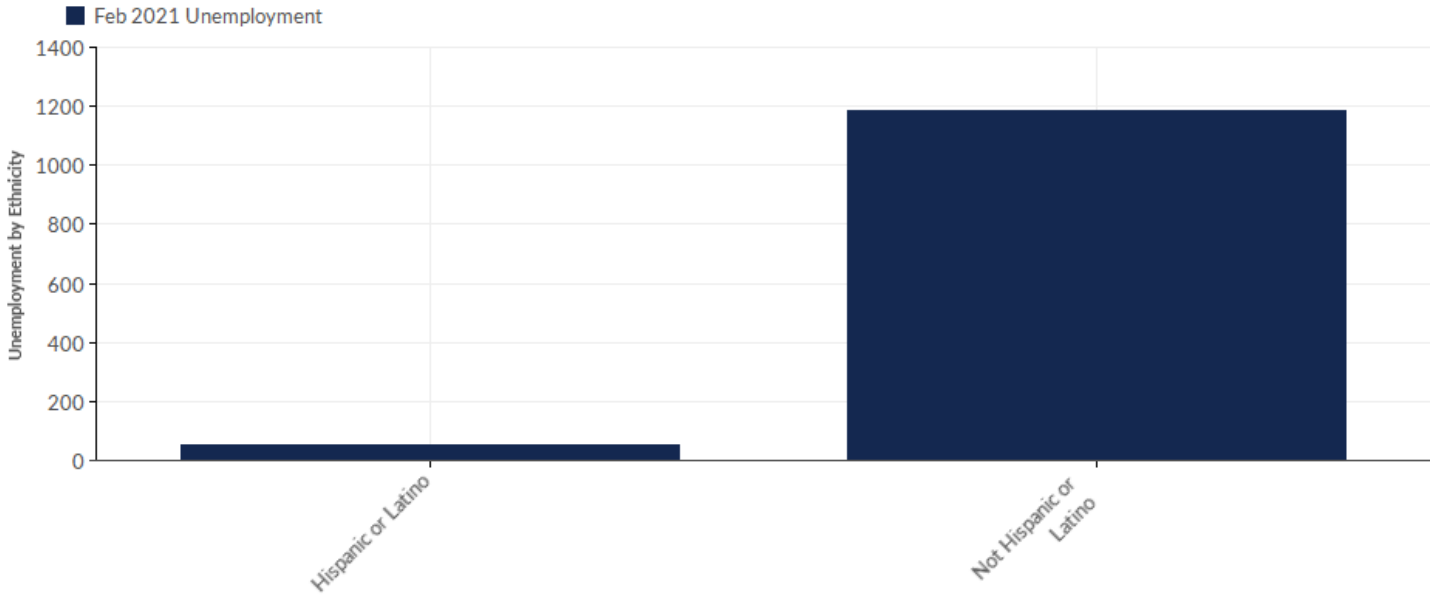
Gender	Unemployment (Feb 2021)	% of Age Cohort
Females	433	35.06%
Males	802	64.94%
Total	1,235	100.00%

Unemployment by Race



Race	Unemployment (Feb 2021)	% of Age Cohort
American Indian or Alaskan Native	30	2.43%
Asian	8	0.65%
Black or African American	61	4.94%
Native Hawaiian or Other Pacific Islander	1	0.08%
White	1,135	91.90%
Total	1,235	100.00%

Unemployment by Ethnicity

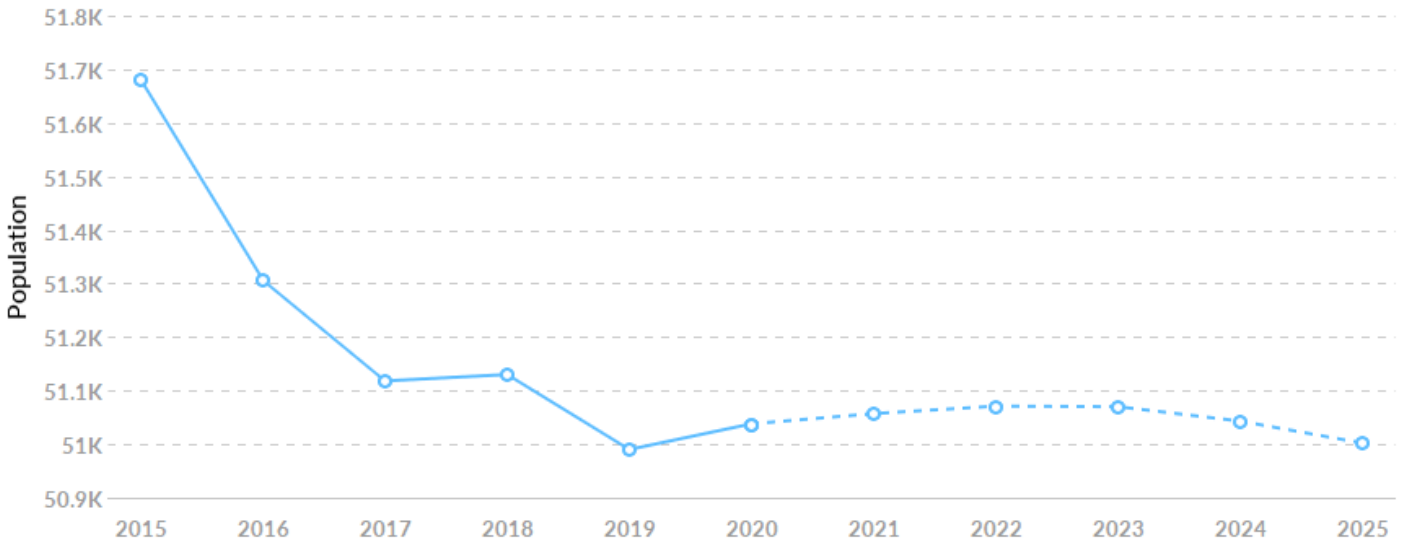


Ethnicity	Unemployment (Feb 2021)	% of Age Cohort
Hispanic or Latino	51	4.13%
Not Hispanic or Latino	1,184	95.87%
Total	1,235	100.00%

Historic & Projected Trends

Population Trends

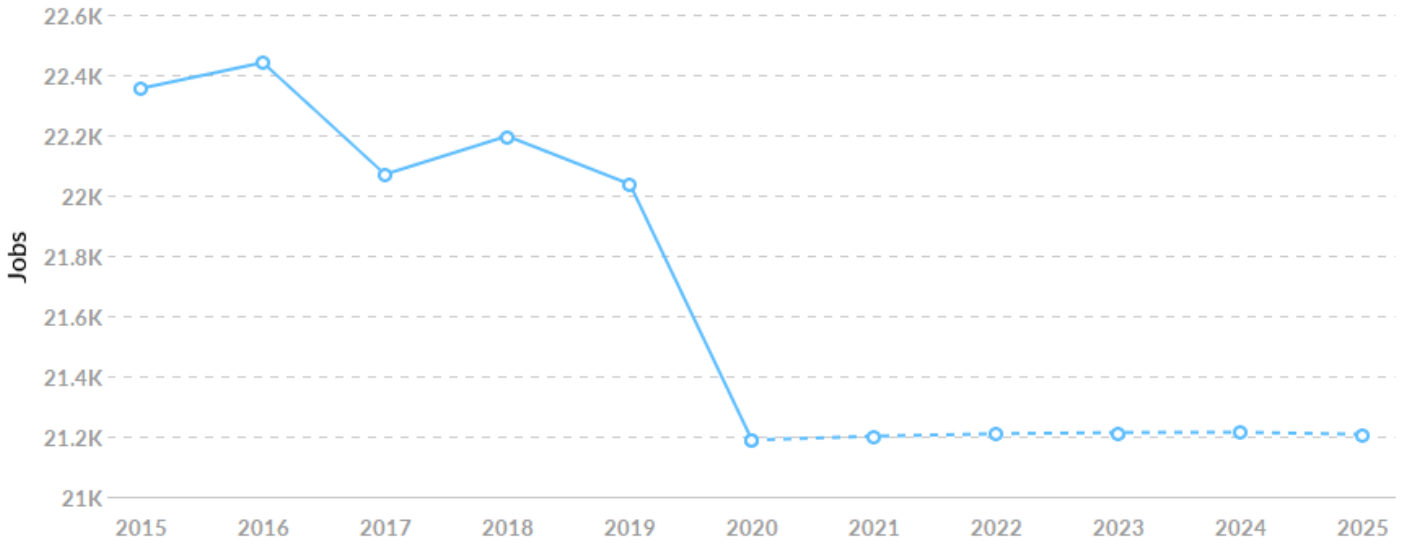
As of 2020 the region's population **declined by 1.2%** since 2015, falling by 642. Population is expected to **decrease by 0.1%** between 2020 and 2025, losing 36.



Timeframe	Population
2015	51,680
2016	51,306
2017	51,118
2018	51,130
2019	50,990
2020	51,038
2021	51,057
2022	51,071
2023	51,070
2024	51,043
2025	51,002

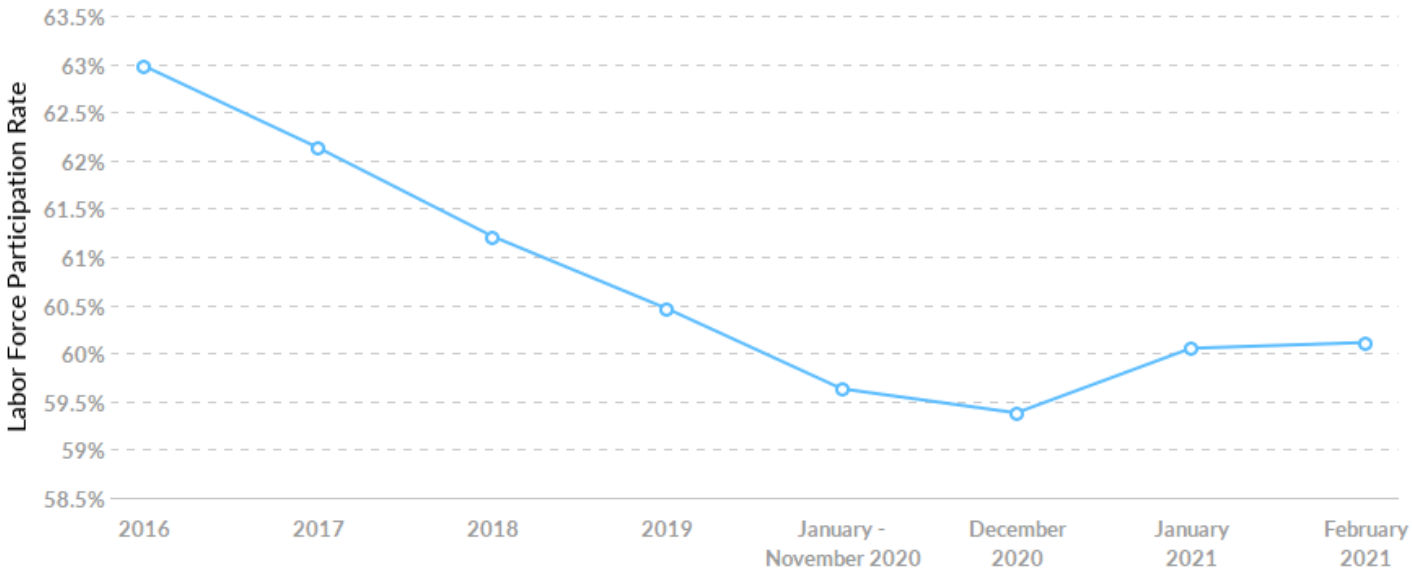
Job Trends

From 2015 to 2020, jobs **declined by 5.2%** in Waupaca County, WI from 22,355 to **21,188**. This change **fell short of the national growth rate of 1.3% by 6.5%**.



Timeframe	Jobs
2015	22,355
2016	22,441
2017	22,070
2018	22,197
2019	22,038
2020	21,188
2021	21,201
2022	21,209
2023	21,213
2024	21,214
2025	21,207

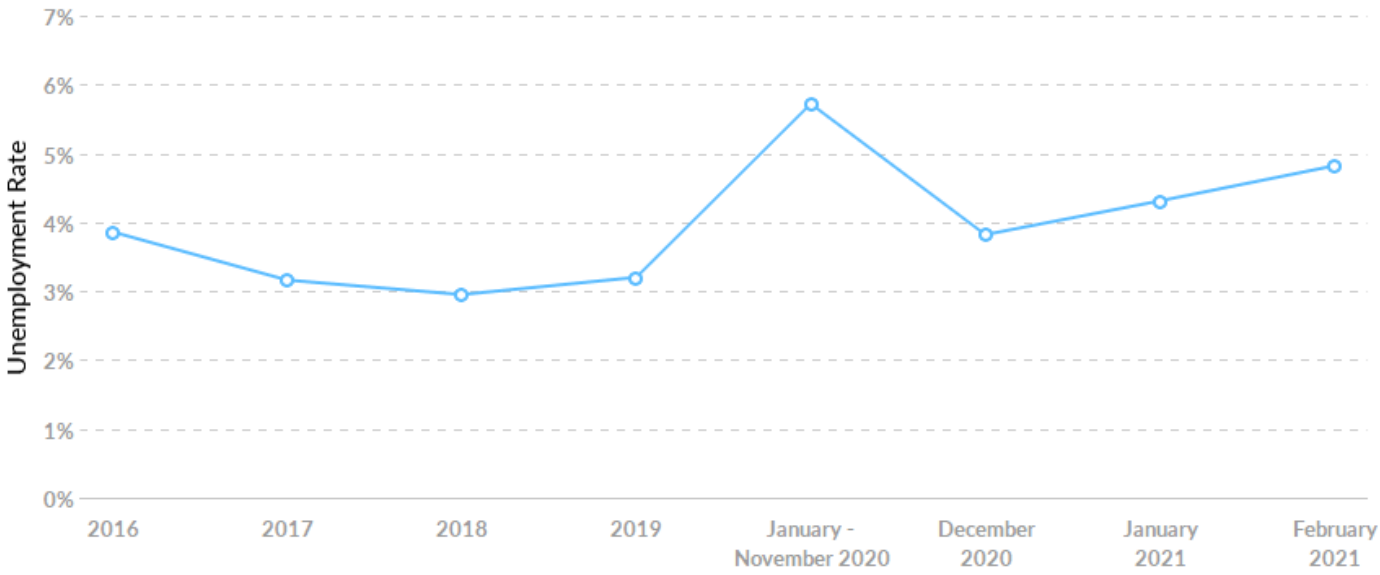
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	62.98%
2017	62.13%
2018	61.21%
2019	60.46%
January - November 2020	59.63%
December 2020	59.38%
January 2021	60.05%
February 2021	60.11%

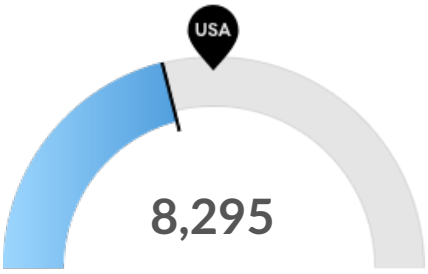
Unemployment Rate Trends

Waupaca County, WI had a February 2021 unemployment rate of 4.82%, **increasing from 3.86%** 5 years before.



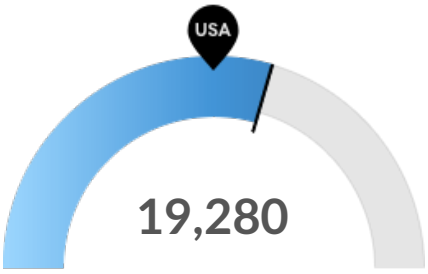
Timeframe	Unemployment Rate
2016	3.86%
2017	3.16%
2018	2.95%
2019	3.20%
January - November 2020	5.72%
December 2020	3.82%
January 2021	4.31%
February 2021	4.82%

Population Characteristics



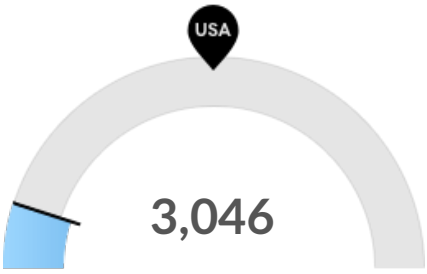
Millennials

Waupaca County, WI has 8,295 millennials (ages 25-39). The national average for an area this size is 10,513.



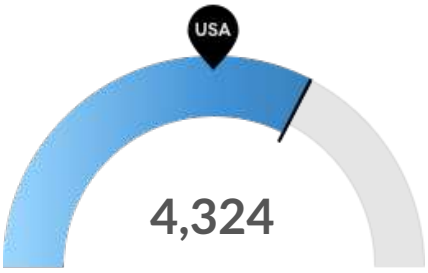
Retiring Soon

Retirement risk is high in Waupaca County, WI. The national average for an area this size is 14,992 people 55 or older, while there are 19,280 here.



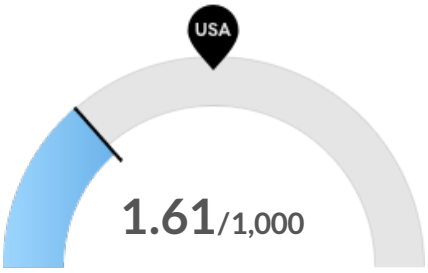
Racial Diversity

Racial diversity is low in Waupaca County, WI. The national average for an area this size is 20,339 racially diverse people, while there are 3,046 here.



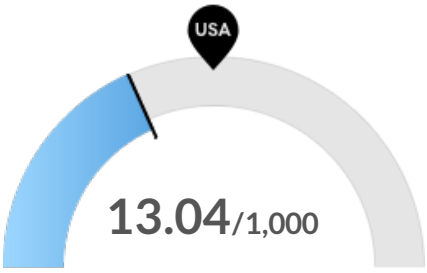
Veterans

Waupaca County, WI has 4,324 veterans. The national average for an area this size is 2,832.



Violent Crime

Waupaca County, WI has 1.61 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

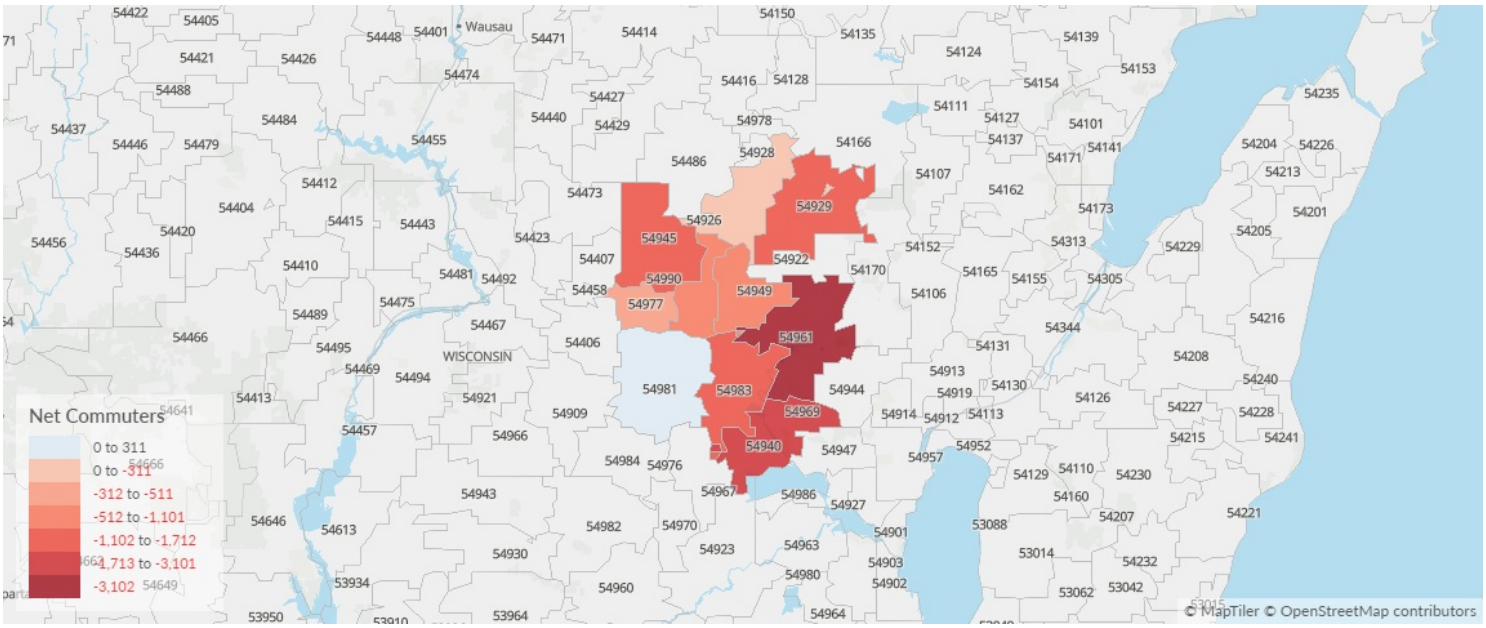


Property Crime

Waupaca County, WI has 13.04 property crimes per 1,000 people. The national rate is 19.79 per 1,000 people.

Place of Work vs Place of Residence

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



Where Talent Works

ZIP	Name	2020 Employment
54981	Waupaca, WI (in Waupa...	7,562
54961	New London, WI (in Wa...	4,153
54929	Clintonville, WI (in Wau...	3,321
54950	Marion, WI (in Waupac...	1,604
54983	Weyauwega, WI (in Wa...	1,082

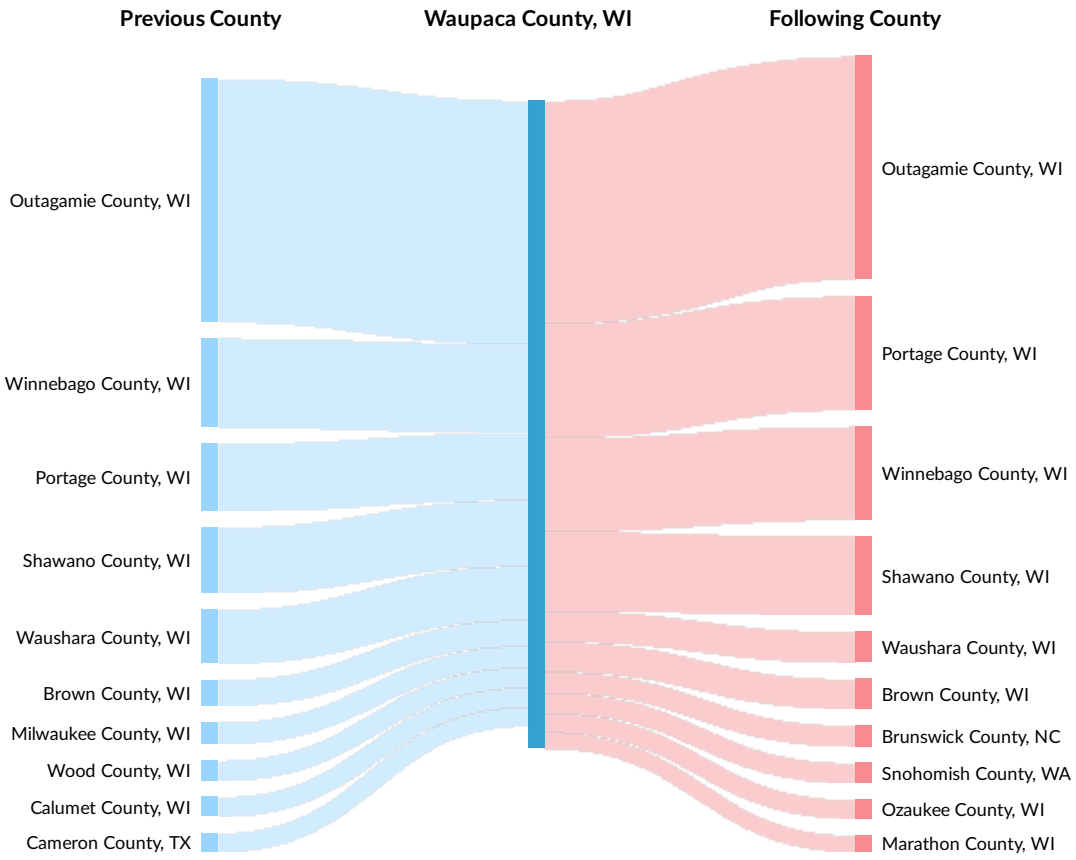
Where Talent Lives

ZIP	Name	2020 Workers
54981	Waupaca, WI (in Waupa...	7,529
54961	New London, WI (in Wa...	7,255
54929	Clintonville, WI (in Wau...	4,503
54940	Fremont, WI (in Waupa...	2,614
54983	Weyauwega, WI (in Wa...	2,312

Inbound and Outbound Migration

The table below analyzes past and current residents of Waupaca County, WI. The left column shows residents of other counties migrating to Waupaca County, WI. The right column shows residents migrating from Waupaca County, WI to other counties.

As of 2018, 524 people have migrated from Outagamie County, WI to Waupaca County, WI. In the same year, 482 people left Waupaca County, WI migrating to Outagamie County, WI. The total Net Migration for Waupaca County, WI in 2018 was -170.



Top Previous Counties	Migrations
Outagamie County, WI	524
Winnebago County, WI	192
Portage County, WI	145
Shawano County, WI	142
Waushara County, WI	116
Brown County, WI	56

Top Previous Counties	Migrations
Milwaukee County, WI	47
Wood County, WI	43
Calumet County, WI	42
Cameron County, TX	41
Baldwin County, AL	37
Marathon County, WI	37
Dane County, WI	31
Roscommon County, MI	23
Cook County, IL	20
Washington County, WI	19
DuPage County, IL	17
Fond du Lac County, WI	17
Parker County, TX	16
Island County, WA	14
Cass County, ND	14
Steuben County, NY	13
Manitowoc County, WI	12
Cuyahoga County, OH	12
Lee County, AL	11
Pinellas County, FL	11
Oneida County, WI	10
Antrim County, MI	9
Mohave County, AZ	9
Kewaunee County, WI	8
Jefferson County, WI	8
Broward County, FL	8

Top Previous Counties	Migrations
Forest County, WI	7
Tulsa County, OK	7
Ingham County, MI	7
Kenosha County, WI	7
Richland County, WI	6
Adams County, WI	6
Oconto County, WI	6
Carroll County, IN	5
Racine County, WI	5
Hennepin County, MN	5
St. Joseph County, MI	5
Mendocino County, CA	4
Langlade County, WI	4
Columbia County, WI	4
Marinette County, WI	4
Shelby County, TN	3
Lawrence County, SD	3
Vilas County, WI	3
La Crosse County, WI	3
Taylor County, WI	3
Gregg County, TX	3
Price County, WI	3
Sheboygan County, WI	2
Juneau County, WI	2
Pierce County, WI	2
Grant County, WI	2

Top Previous Counties	Migrations
Polk County, WI	2
Chippewa County, WI	2
Douglas County, WI	2
Hubbard County, MN	2
Monroe County, WI	1
Dodge County, WI	1
Walworth County, WI	1
Ashland County, WI	1
Dunn County, WI	1
Anderson County, KY	0
Schuyler County, IL	0
Mecklenburg County, VA	0

Top Following Counties	Migrations
Outagamie County, WI	482
Portage County, WI	246
Winnebago County, WI	202
Shawano County, WI	170
Waushara County, WI	67
Brown County, WI	65
Brunswick County, NC	45
Snohomish County, WA	44
Ozaukee County, WI	41
Marathon County, WI	36
Wood County, WI	34
Ward County, ND	28
Oconto County, WI	27

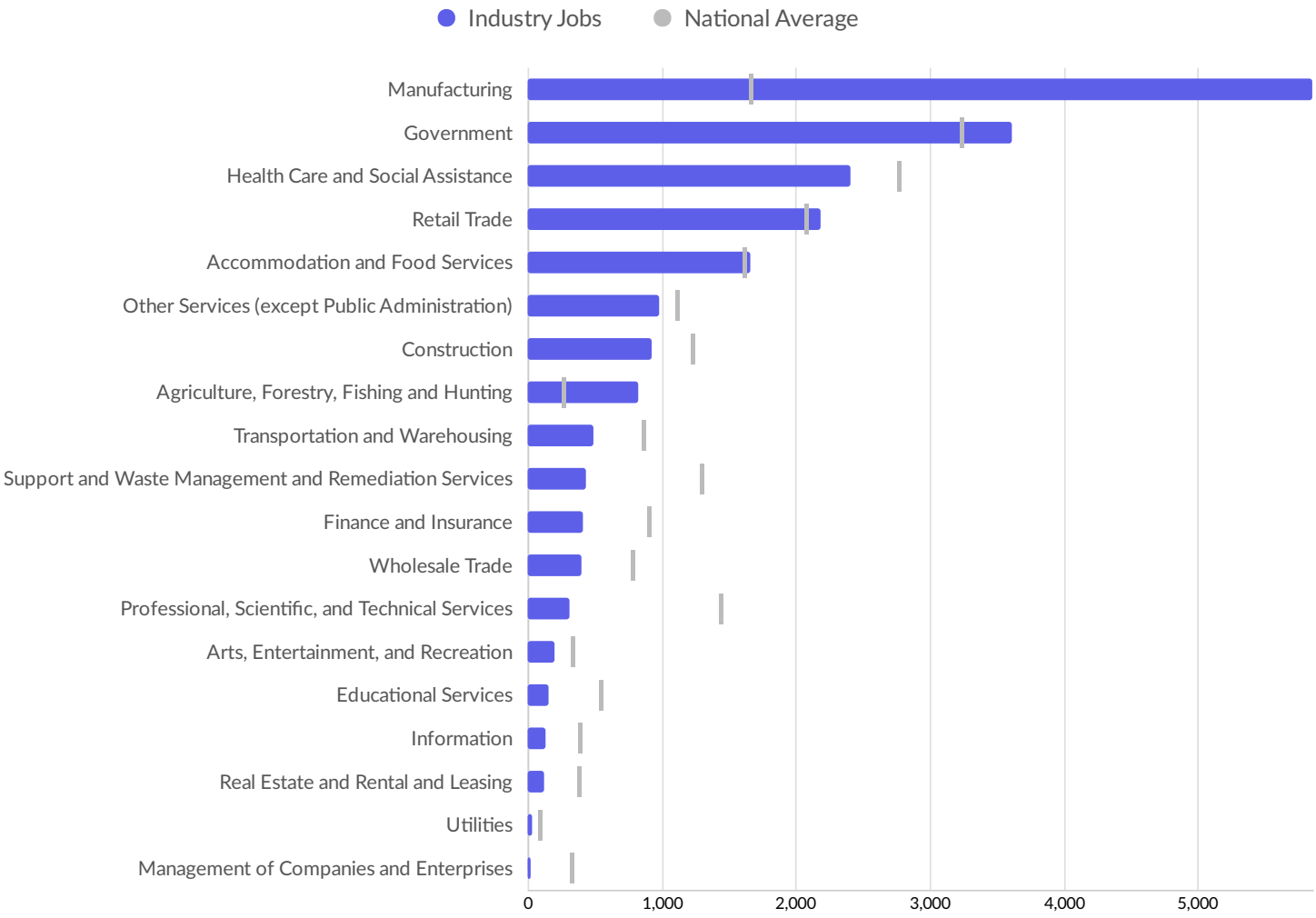
Top Following Counties	Migrations
Calumet County, WI	27
Milwaukee County, WI	27
Dane County, WI	25
Fond du Lac County, WI	24
Will County, IL	20
Lake County, IL	17
Sharp County, AR	17
Manitowoc County, WI	17
Price County, WI	16
Waukesha County, WI	16
Winnebago County, IL	13
Menominee County, MI	13
Pasco County, FL	12
Cook County, IL	12
Anderson County, SC	11
Osceola County, FL	11
La Crosse County, WI	10
Yankton County, SD	10
Porter County, IN	10
Grant County, WI	9
Green Lake County, WI	8
Gwinnett County, GA	8
Polk County, MN	7
Boone County, IL	7
San Luis Obispo County, CA	7
Weld County, CO	7

Top Following Counties	Migrations
Barron County, WI	7
Rock County, WI	7
McLennan County, TX	6
Okanogan County, WA	6
McMinn County, TN	5
Harris County, TX	5
Washington County, WI	5
Marquette County, WI	5
Adams County, WI	5
Washburn County, WI	5
Vilas County, WI	5
St. Louis County, MN	4
Calcasieu Parish, LA	4
Nueces County, TX	4
Lubbock County, TX	4
Sheboygan County, WI	4
El Paso County, CO	4
Forest County, WI	4
Oneida County, WI	4
Houghton County, MI	4
Perry County, TN	4
Marion County, OR	3
Thurston County, WA	3
Walworth County, WI	3
McHenry County, IL	3
DuPage County, IL	3

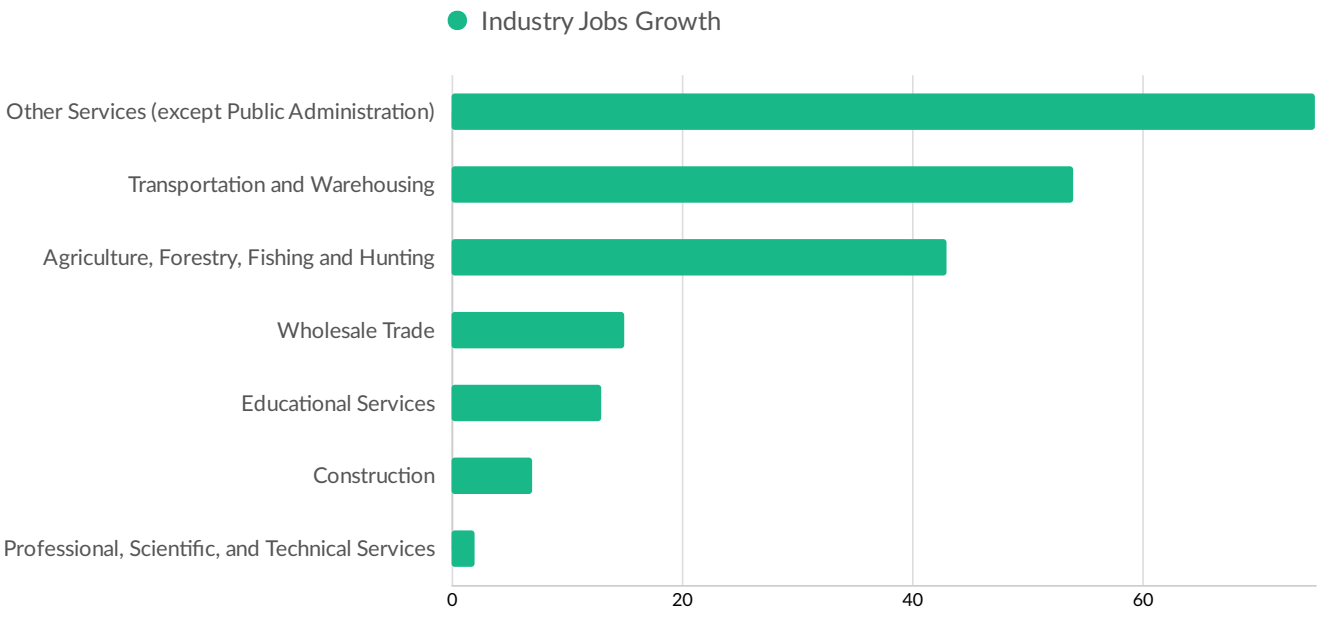
Top Following Counties	Migrations
Hennepin County, MN	3
Christian County, KY	3
Iron County, WI	2
Kenosha County, WI	2
Clark County, WI	2
Jefferson County, WI	2
Buffalo County, WI	2
Faribault County, MN	2
Eaton County, MI	2
Seminole County, FL	2
Matanuska-Susitna Borough County, AK	2
Sawyer County, WI	1
Richland County, WI	1
Bayfield County, WI	1
Skagit County, WA	1
Natrona County, WY	1
Maricopa County, AZ	1
Pierce County, WA	1
Kittitas County, WA	1
Dodge County, WI	1
Ingham County, MI	1
Vernon Parish, LA	1
Chesapeake City County, VA	1
Solano County, CA	1

Industry Characteristics

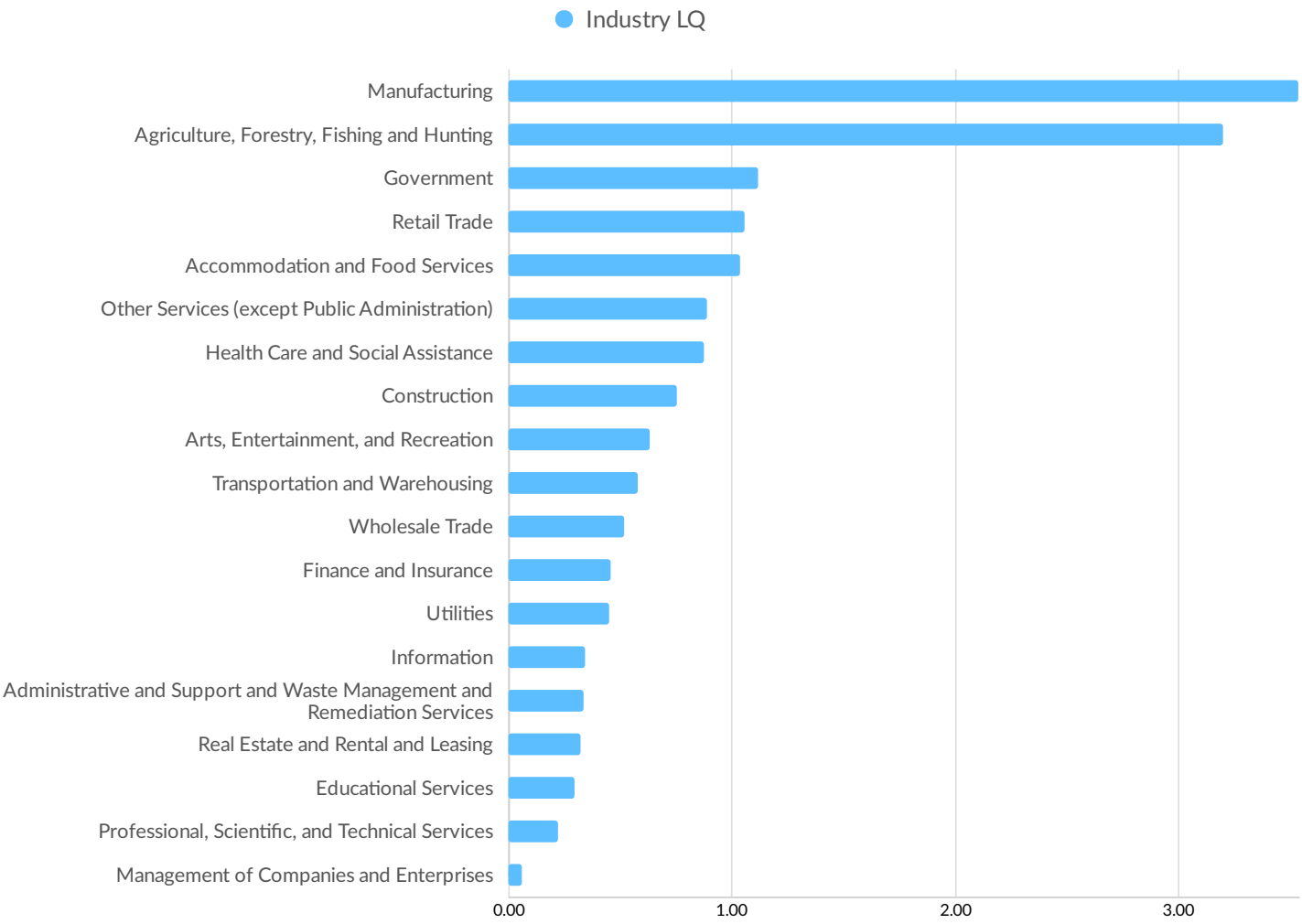
Largest Industries



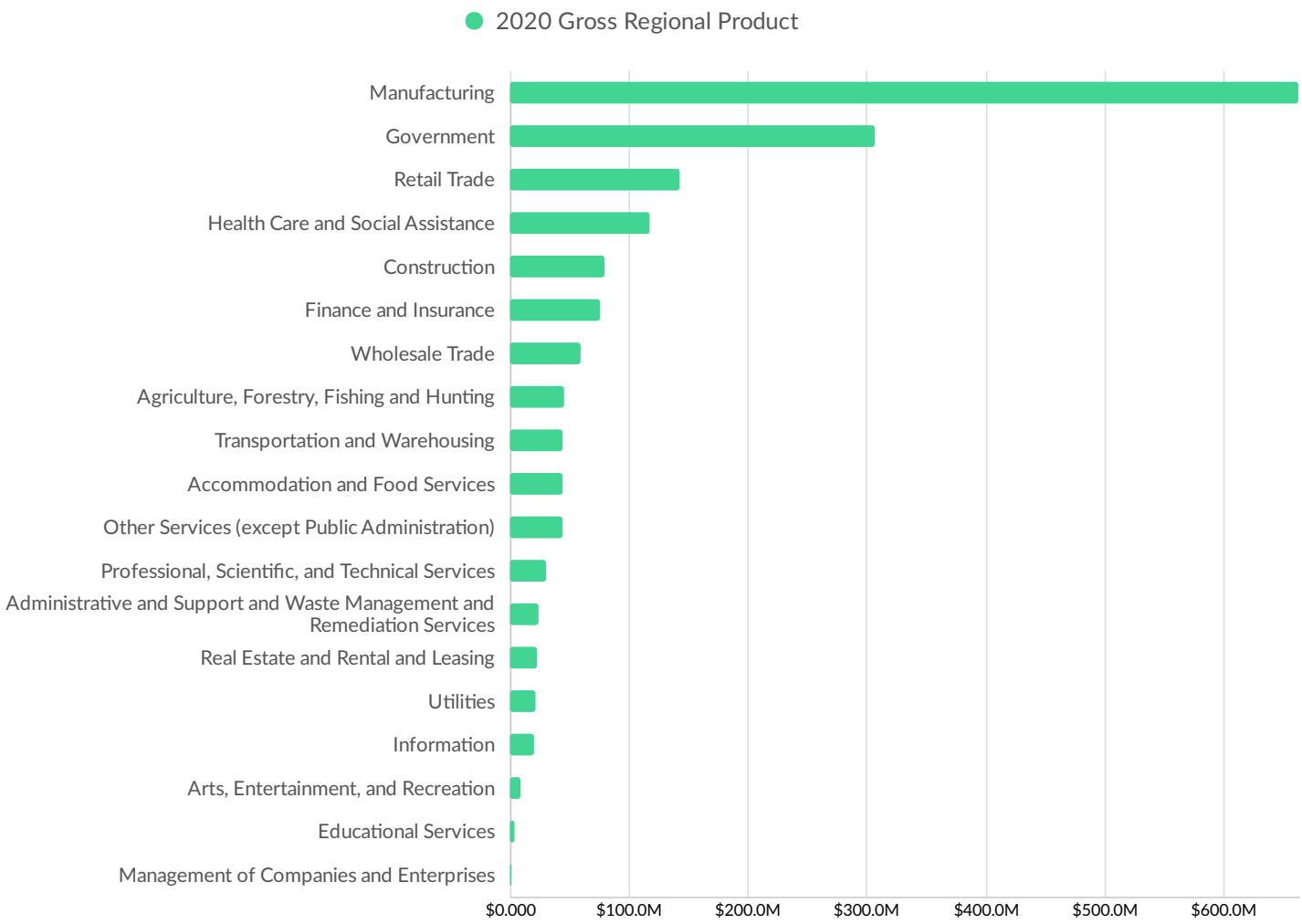
Top Growing Industries



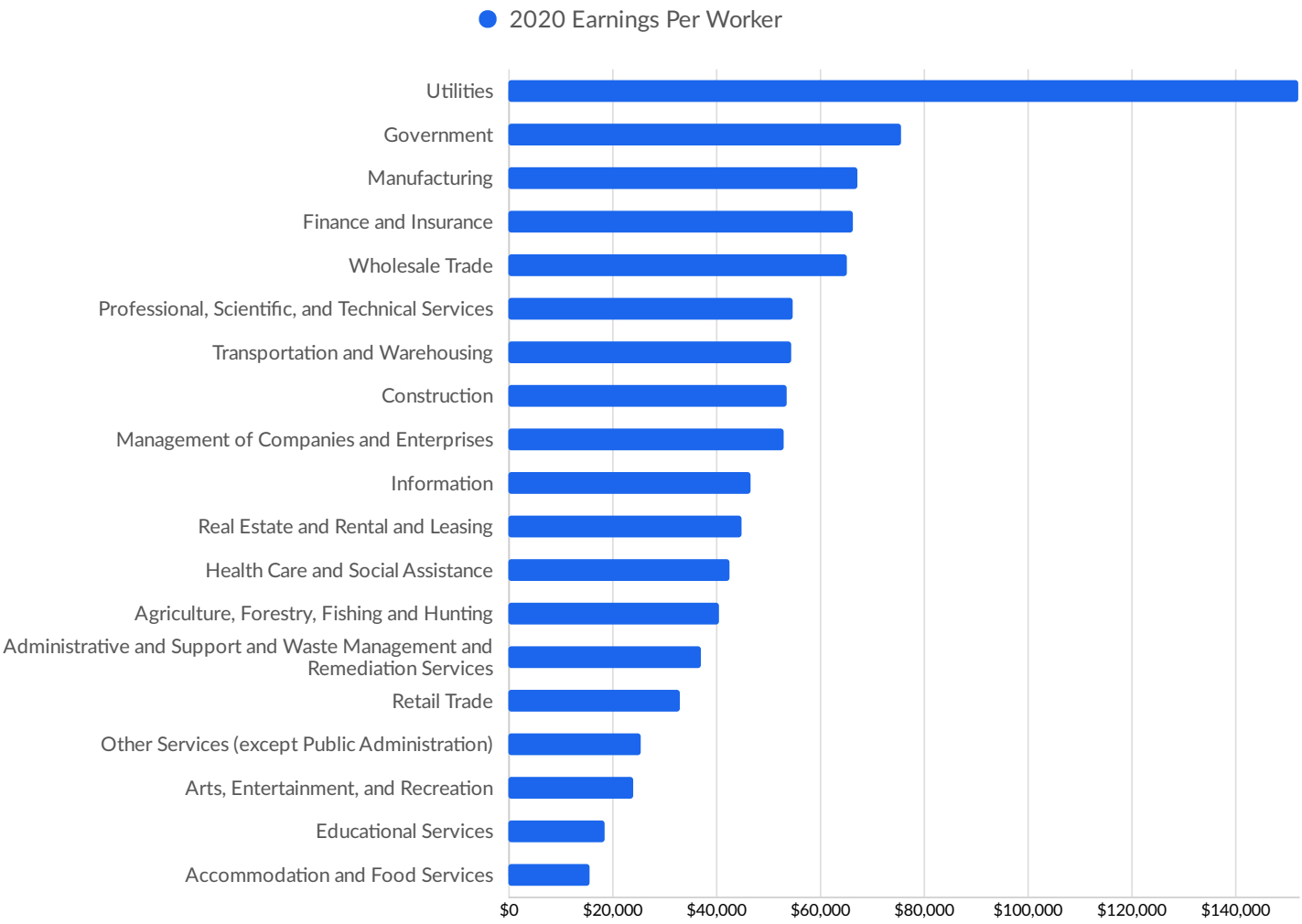
Top Industry LQ



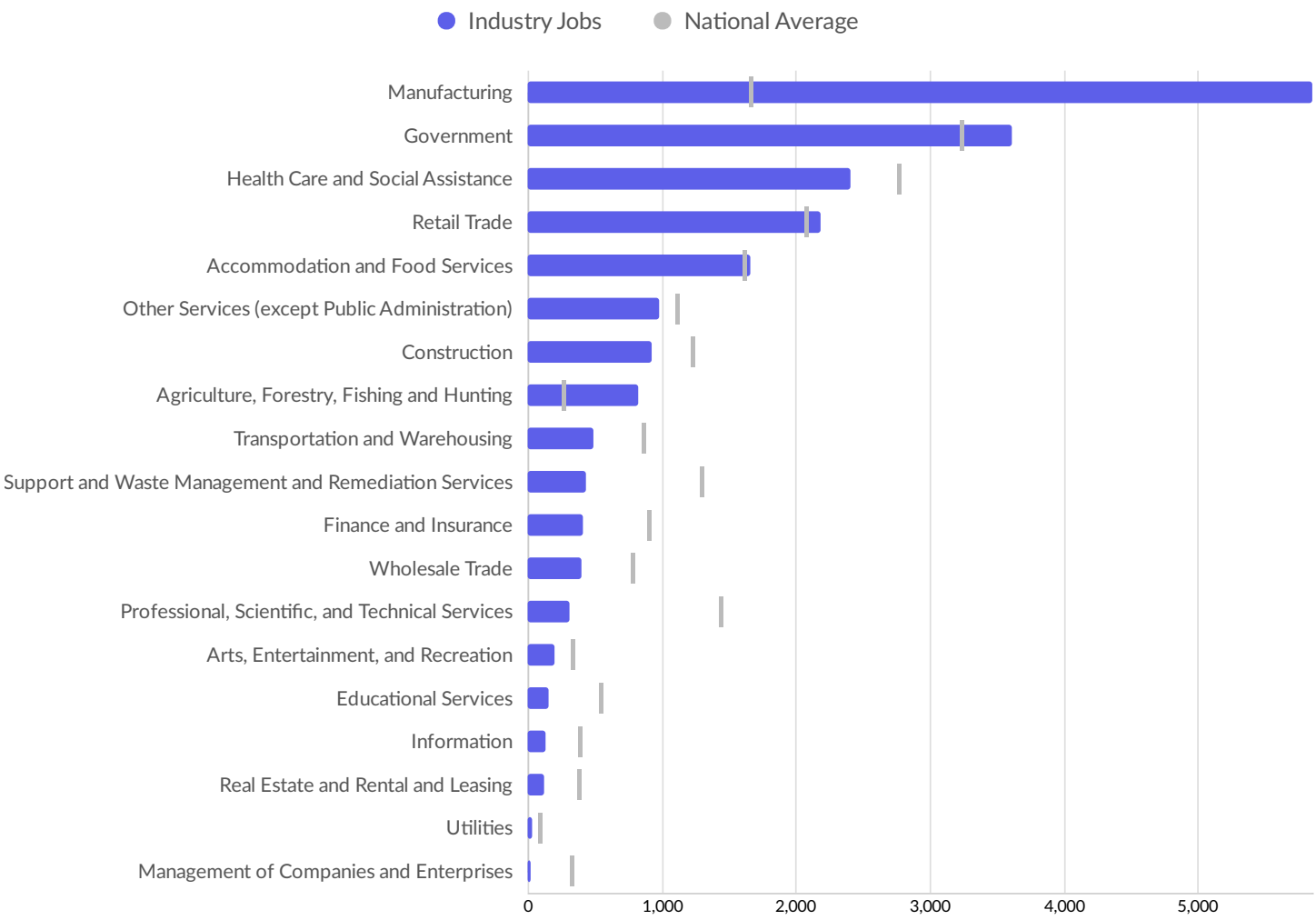
Top Industry GRP



Top Industry Earnings



Largest Industries



Business Characteristics

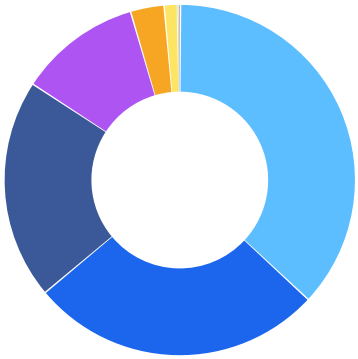
3,387 Companies Employ Your Workers

Online profiles for your workers mention 3,387 companies as employers, with the top 10 appearing below. In the last 12 months, 912 companies in Waupaca County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Waupaca Foundry, Inc.	213
Thedacare, Inc.	167
State of Wisconsin	135
Treehouse Foods, Inc.	95
School District of Waupaca	81
Bemis Company, Inc.	69
Tyson Foods, Inc.	46
County of Waupaca	45
Rawhide	41
Creative Converting	38

Top Companies Posting	Unique Postings
Roehl Transport, Inc.	252
Treehouse Foods, Inc.	231
Amazon.com, Inc.	206
C.R. England, Inc.	161
Dollar General Corporation	138
Lhc Group, Inc.	133
Thedacare, Inc.	133
Tyson Foods, Inc.	113
U.S. Xpress, Inc.	110
Iq Resource Inc	108

Business Size

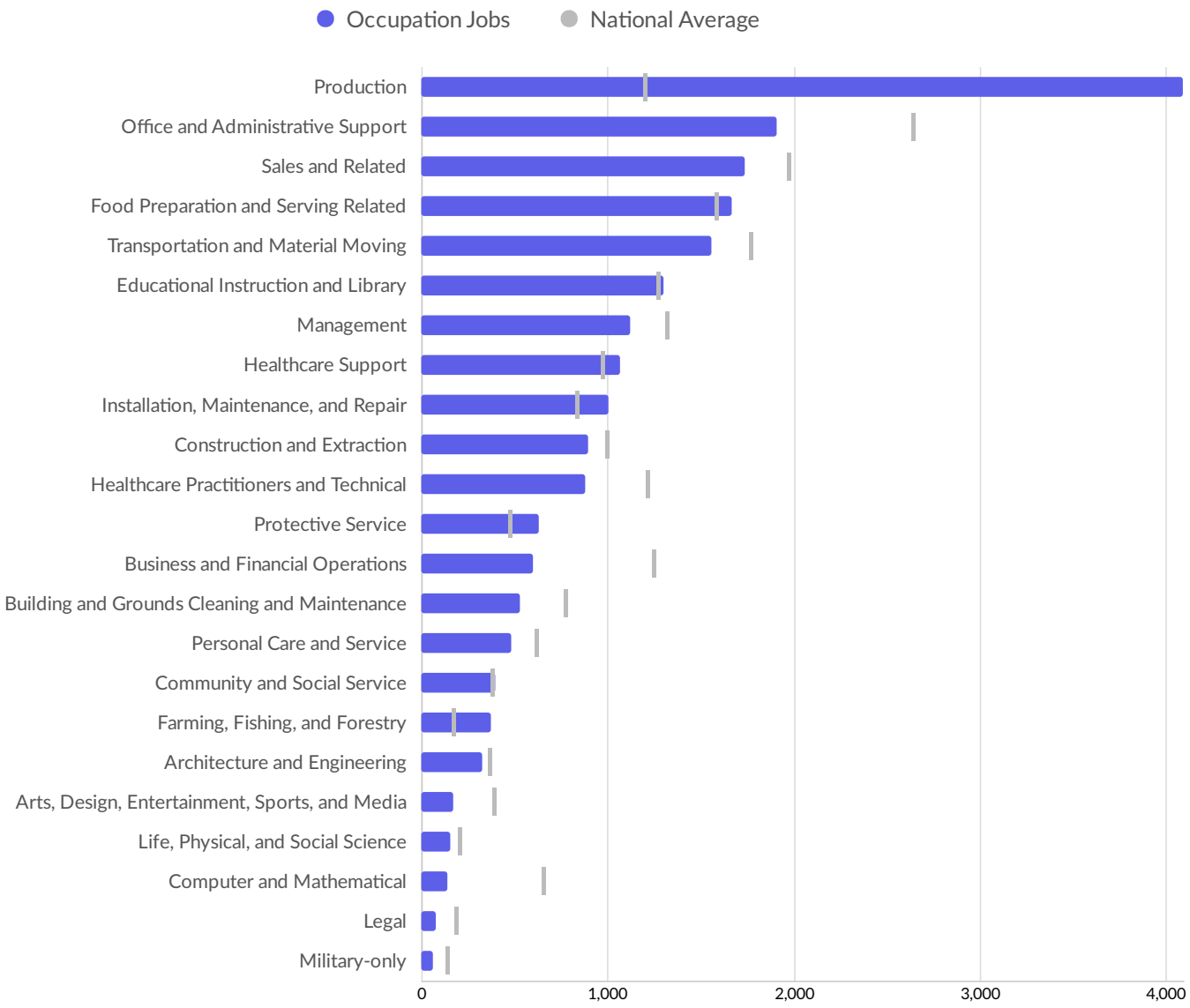


	Percentage	Business Count
1 to 4 employees	36.9%	785
5 to 9 employees	27.0%	575
10 to 19 employees	20.3%	432
20 to 49 employees	11.3%	240
50 to 99 employees	3.1%	66
100 to 249 employees	1.2%	26
250 to 499 employees	0.1%	2
500+ employees	0.2%	4

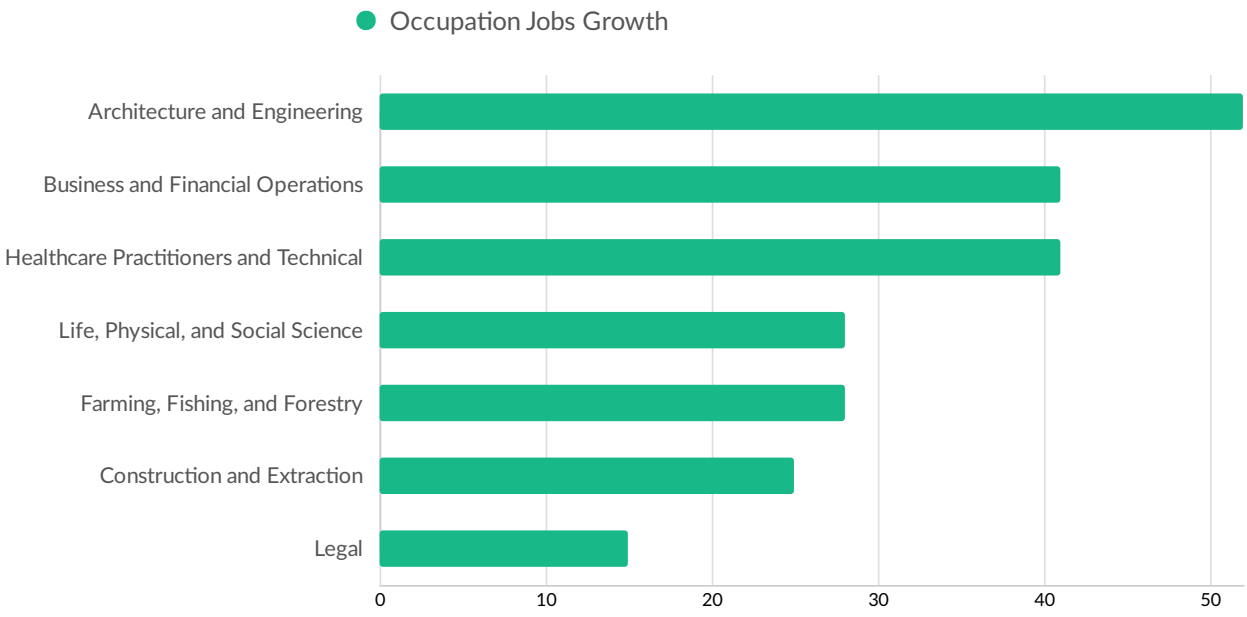
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

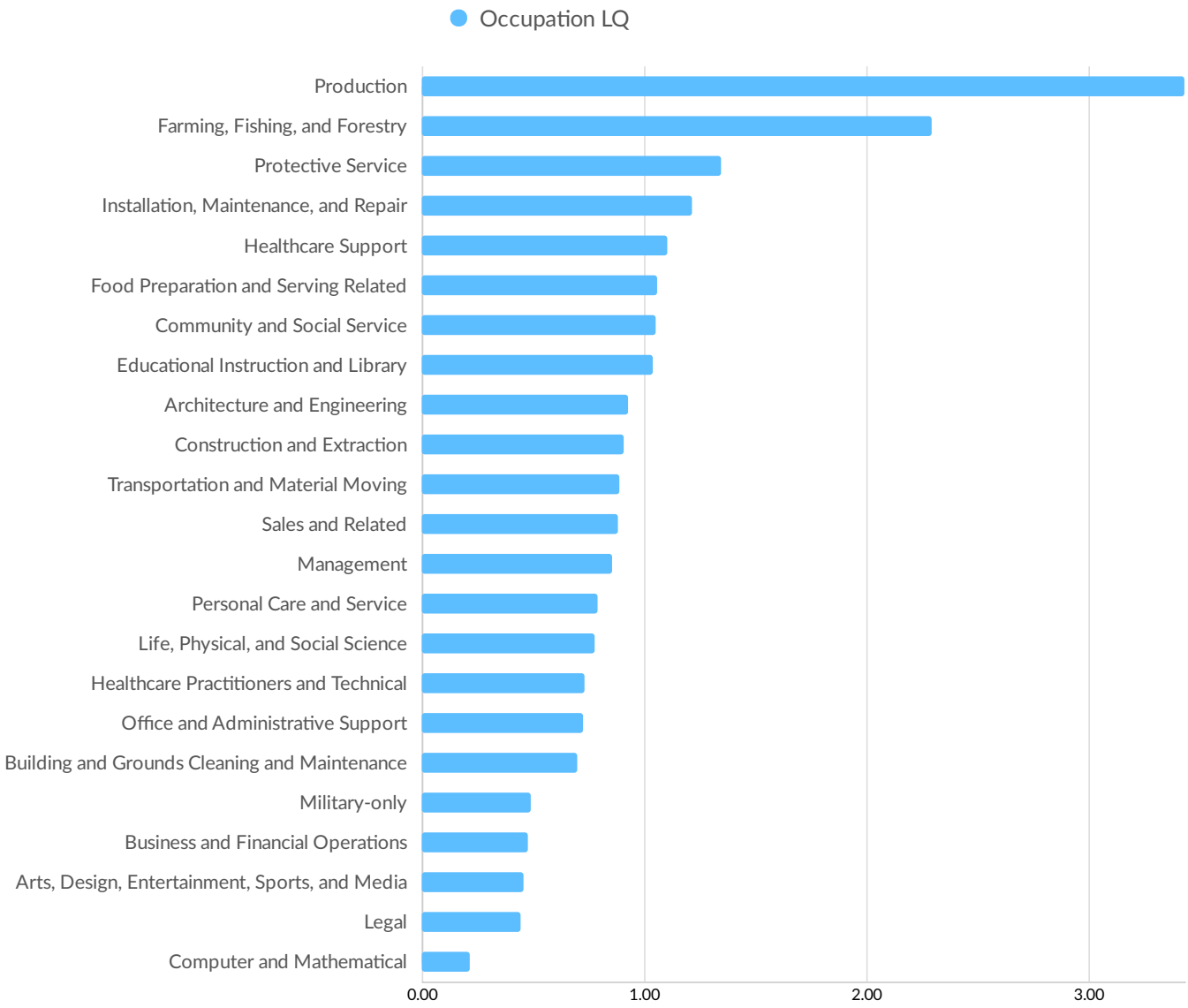
Largest Occupations



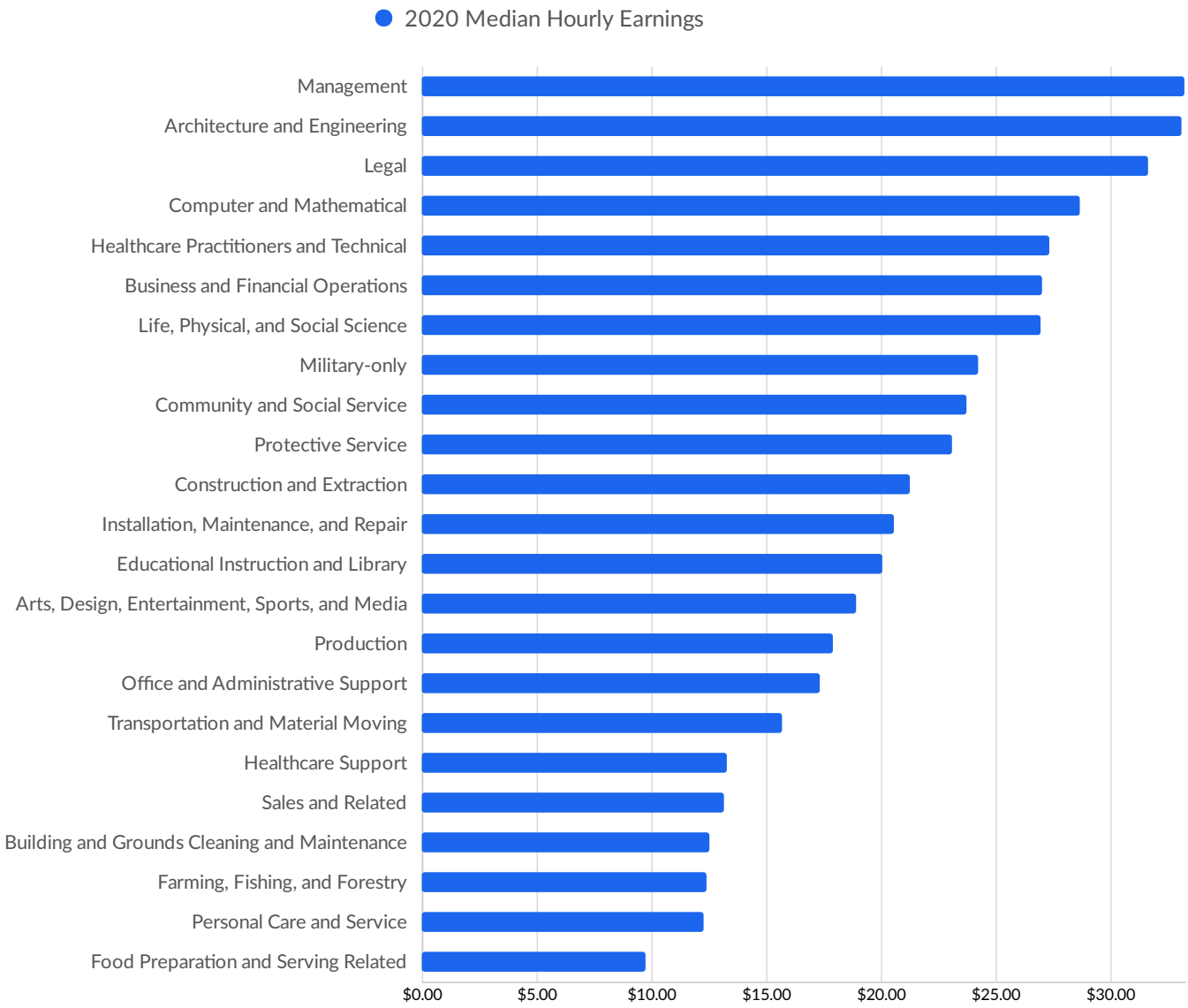
Top Growing Occupations



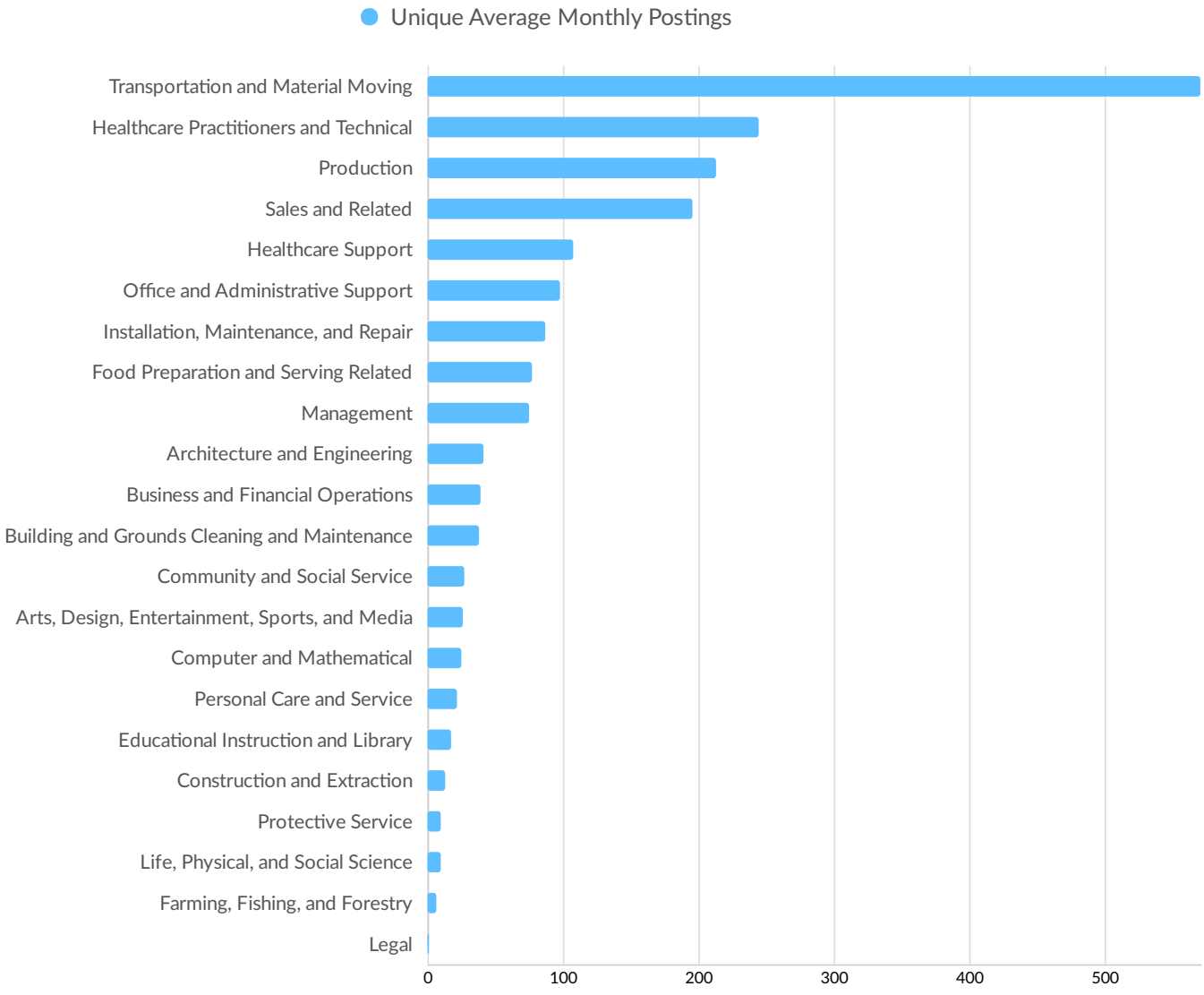
Top Occupation LQ



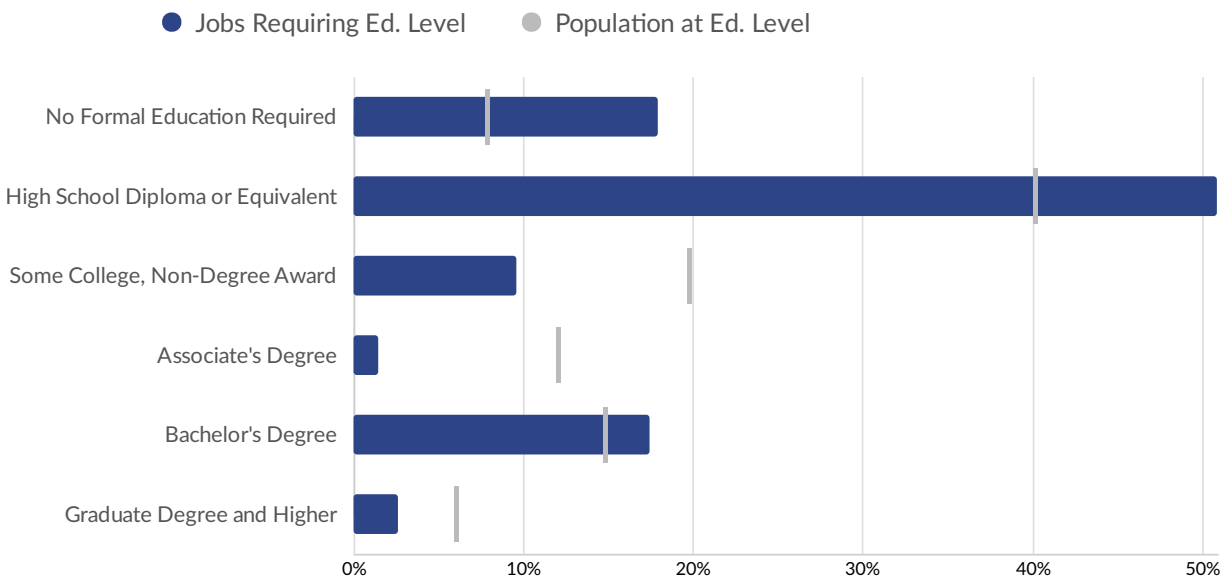
Top Occupation Earnings



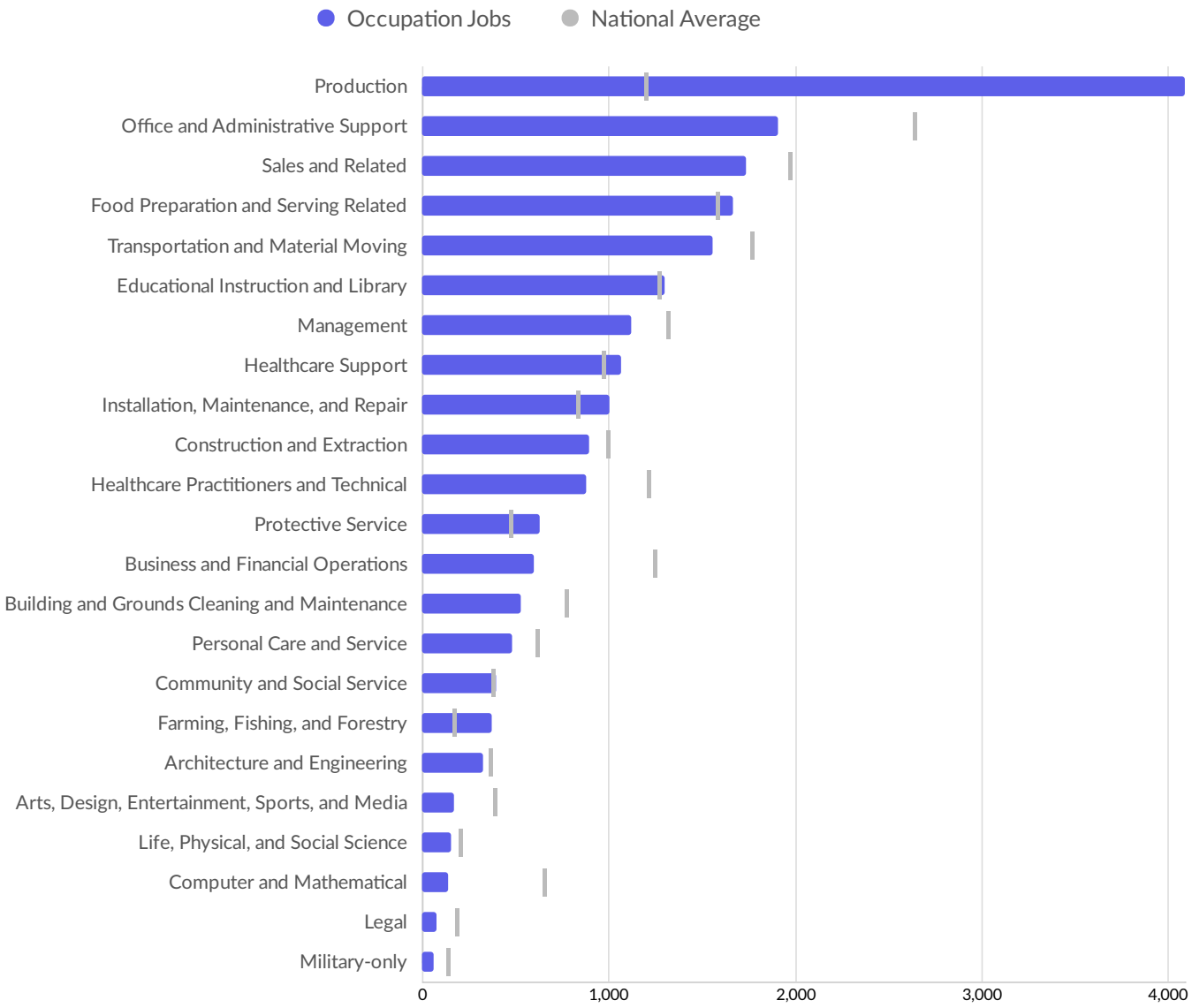
Top Posted Occupations



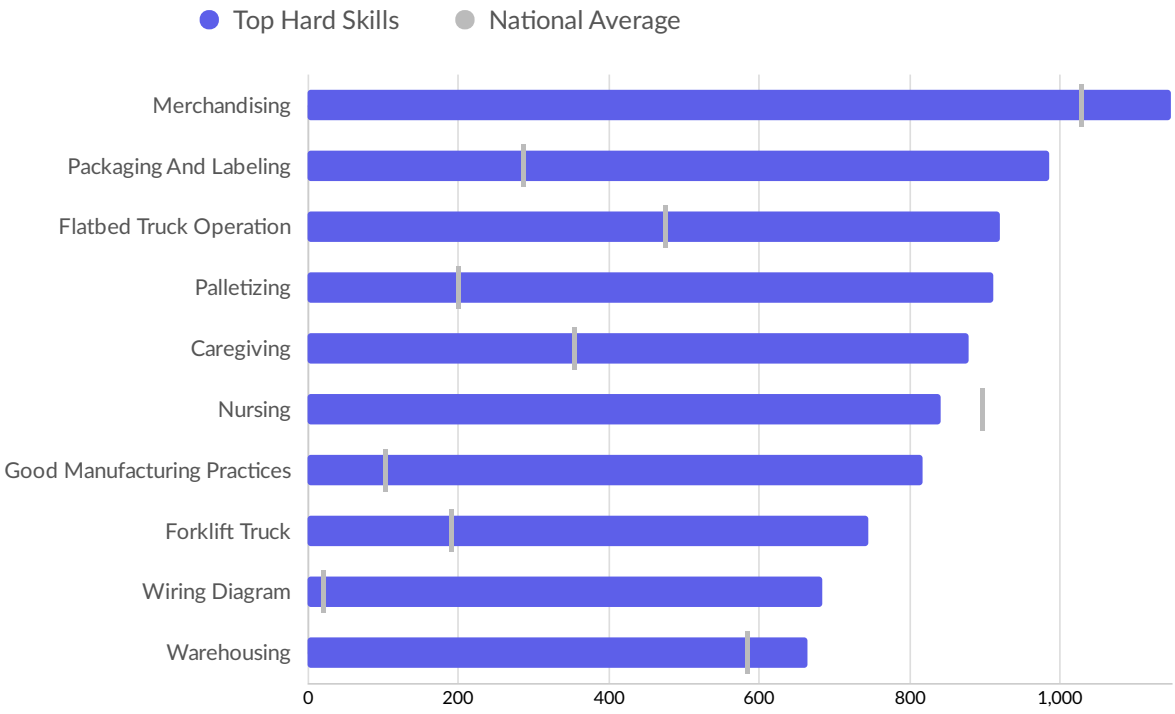
Underemployment



Largest Occupations



Educational Pipeline

Over the last 5 years, no schools in Waupaca County, WI produced graduates.

In-Demand Skills