



Winnebago County, WI

ECWRPC



400 Ahnaip Street
Suite 100
Menasha, Wisconsin 54952

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	17
Business Characteristics	22
Workforce Characteristics	24
Educational Pipeline	30
In-Demand Skills	31

Report Parameters

1 County

55139 Winnebago 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

171,623

Population (2021)

Population **grew by 1,814** over the last 5 years and is projected to **grow by 1,569** over the next 5 years.

96,750

Total Regional Employment

Jobs **decreased by 2,574** over the last 5 years but are projected to **grow by 1,592** over the next 5 years.

\$59.9K

Median Household Income (2020)

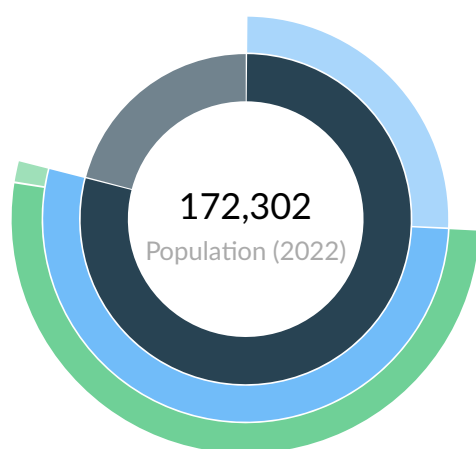
Median household income is **\$5.0K below** the national median household income of \$65.0K.

Takeaways

- As of 2021 the region's population **increased by 1.1%** since 2016, growing by 1,814. Population is expected to **increase by 0.9%** between 2021 and 2026, adding 1,569.
- From 2016 to 2021, jobs **declined by 2.6%** in Winnebago County, WI from 99,324 to **96,750**. This change **fell short of the national growth rate of 1.9% by 4.5%**. As the number of jobs declined, the **labor force participation rate decreased from 68.9% to 68.5% between 2016 and 2021**.
- Concerning educational attainment, **20.9% of Winnebago County, WI residents possess a Bachelor's Degree** (0.4% above the national average), and **11.3% hold an Associate's Degree** (2.5% above the national average).
- The top three industries in 2021 are Restaurants and Other Eating Places, Converted Paper Product Manufacturing, and Management of Companies and Enterprises.

	Population (2022)	Labor Force (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	172,302	91,890	96,750	99.0	\$11.88B	\$14.44B	\$17.40B
ECWRPC - 10	679,528	353,917	332,523	99.2	\$38.38B	\$48.51B	\$48.96B
State	5,923,000	3,089,950	3,114,081	100.3	\$360.42B	\$331.46B	\$354.92B
Nation	334,161,482	164,462,618	163,715,172	100.0	\$22.76T	\$0	\$10.95T

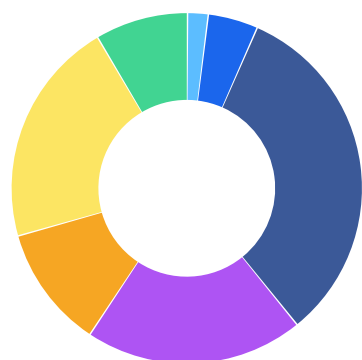
Sep 2022 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	136,082
Not in Labor Force (16+)	44,192
Labor Force	91,890
Employed	89,243
Unemployed	2,647
Under 16, Military, and institutionalized Population	36,220

Educational Attainment

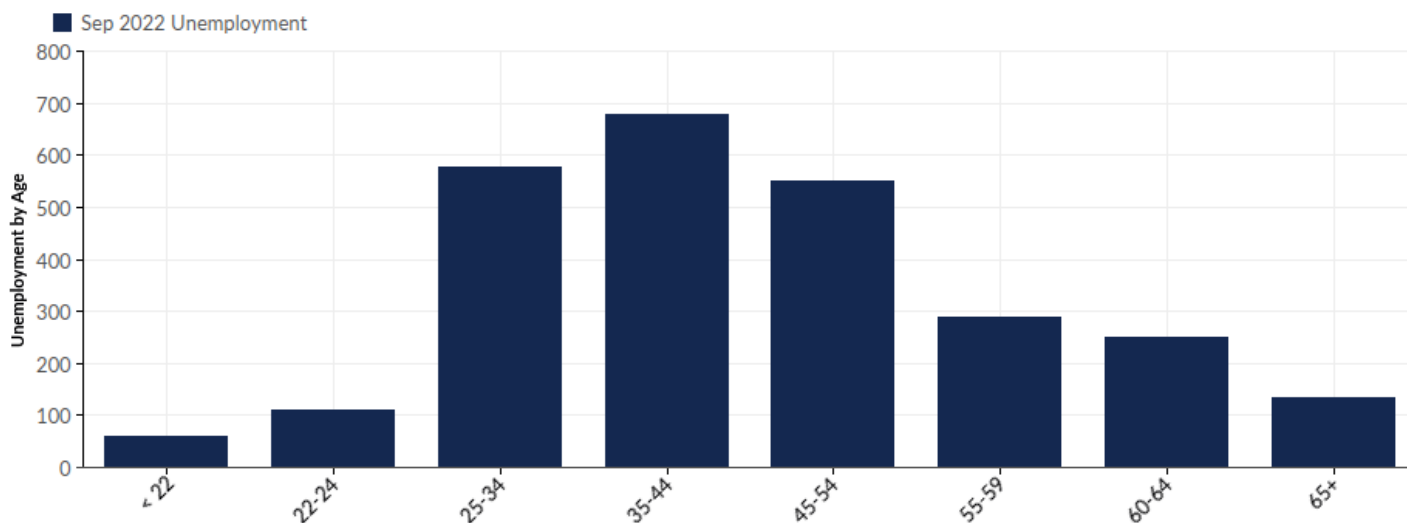
Concerning educational attainment, **20.9% of Winnebago County, WI residents possess a Bachelor's Degree** (0.4% above the national average), and **11.3% hold an Associate's Degree** (2.5% above the national average).



	% of Population	Population
Less Than 9th Grade	1.9%	2,222
9th Grade to 12th Grade	4.6%	5,403
High School Diploma	32.6%	38,158
Some College	20.1%	23,576
Associate's Degree	11.3%	13,228
Bachelor's Degree	20.9%	24,460
Graduate Degree and Higher	8.6%	10,028

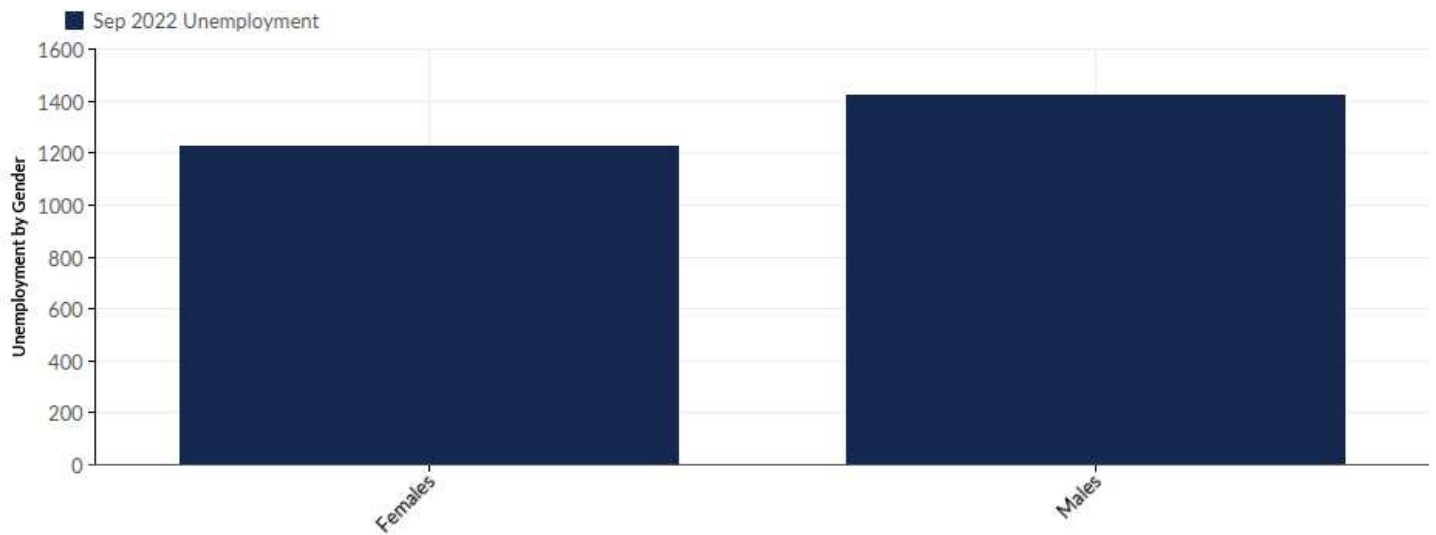
Unemployment by Demographics

Unemployment by Age



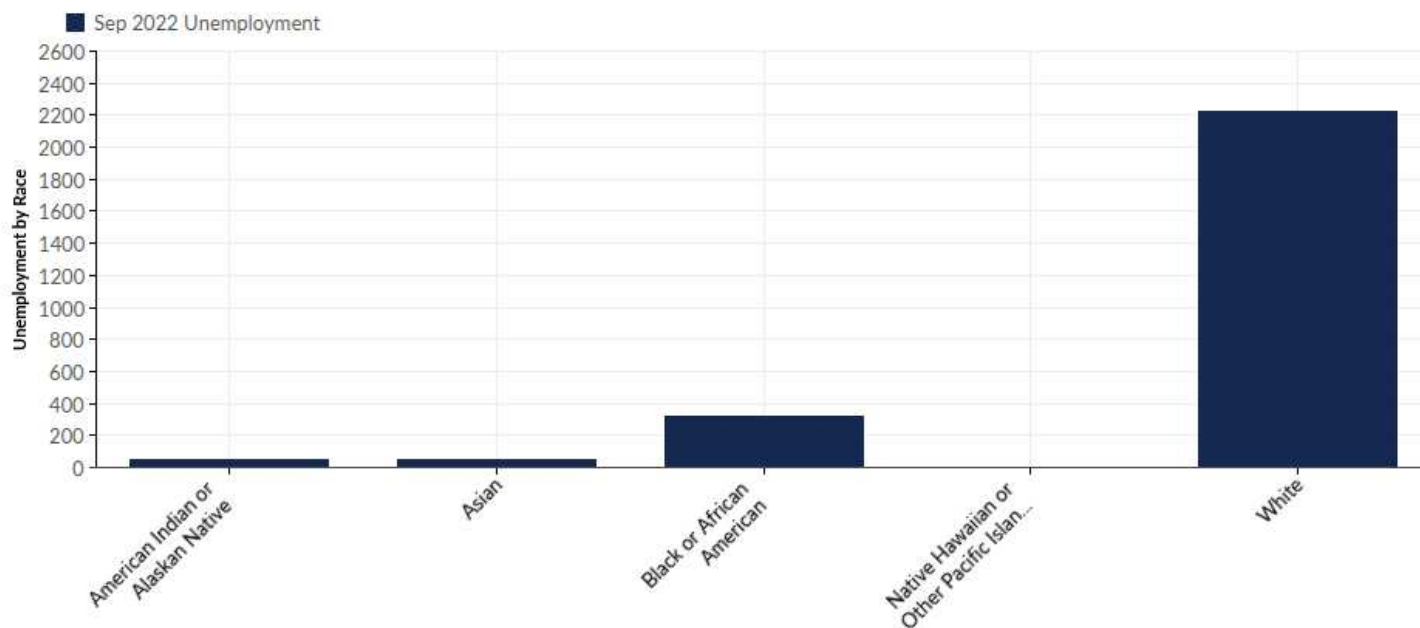
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	60	2.27%
22-24	111	4.19%
25-34	577	21.80%
35-44	677	25.58%
45-54	549	20.74%
55-59	289	10.92%
60-64	250	9.44%
65+	133	5.02%
Total	2,647	100.00%

Unemployment by Gender



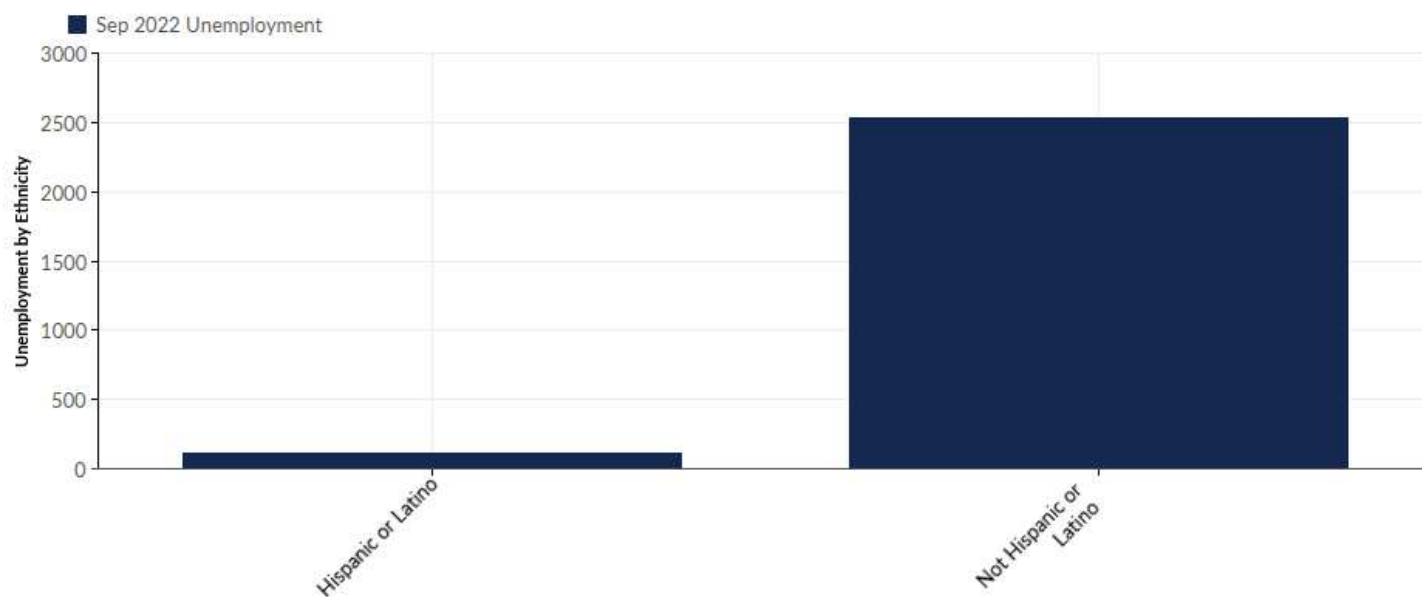
Gender	Unemployment (Sep 2022)	% of Unemployed
Females	1,225	46.28%
Males	1,422	53.72%
Total	2,647	100.00%

Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	52	1.96%
Asian	45	1.70%
Black or African American	322	12.16%
Native Hawaiian or Other Pacific Islander	4	0.15%
White	2,224	84.02%
Total	2,647	100.00%

Unemployment by Ethnicity

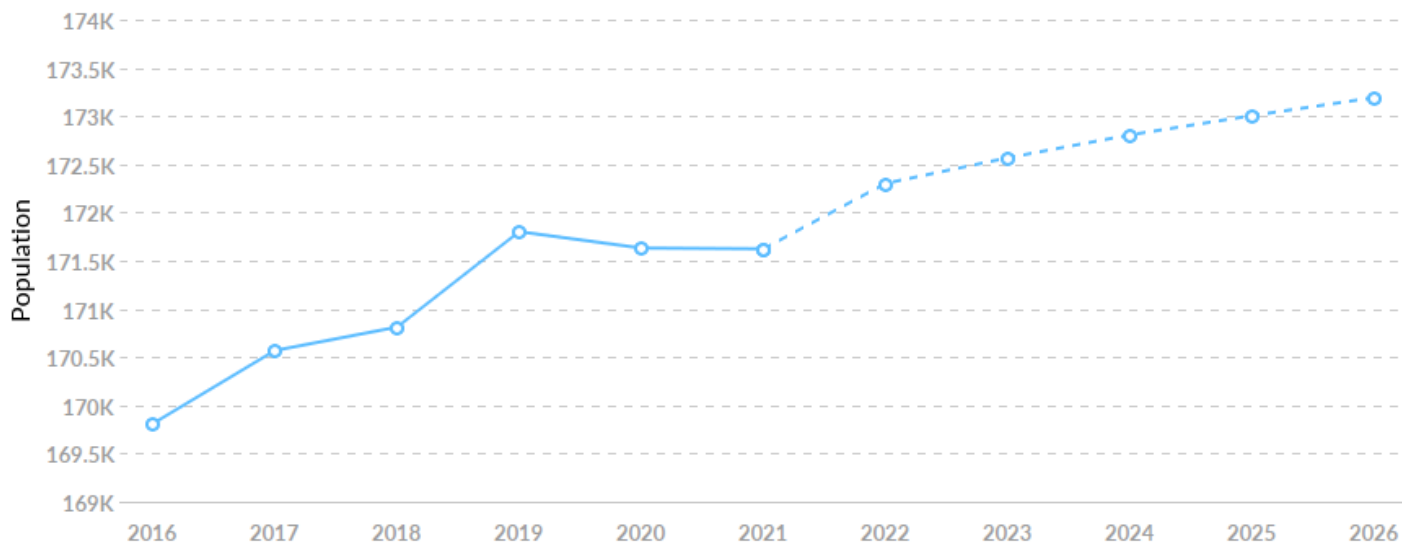


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	112	4.23%
Not Hispanic or Latino	2,535	95.77%
Total	2,647	100.00%

Historic & Projected Trends

Population Trends

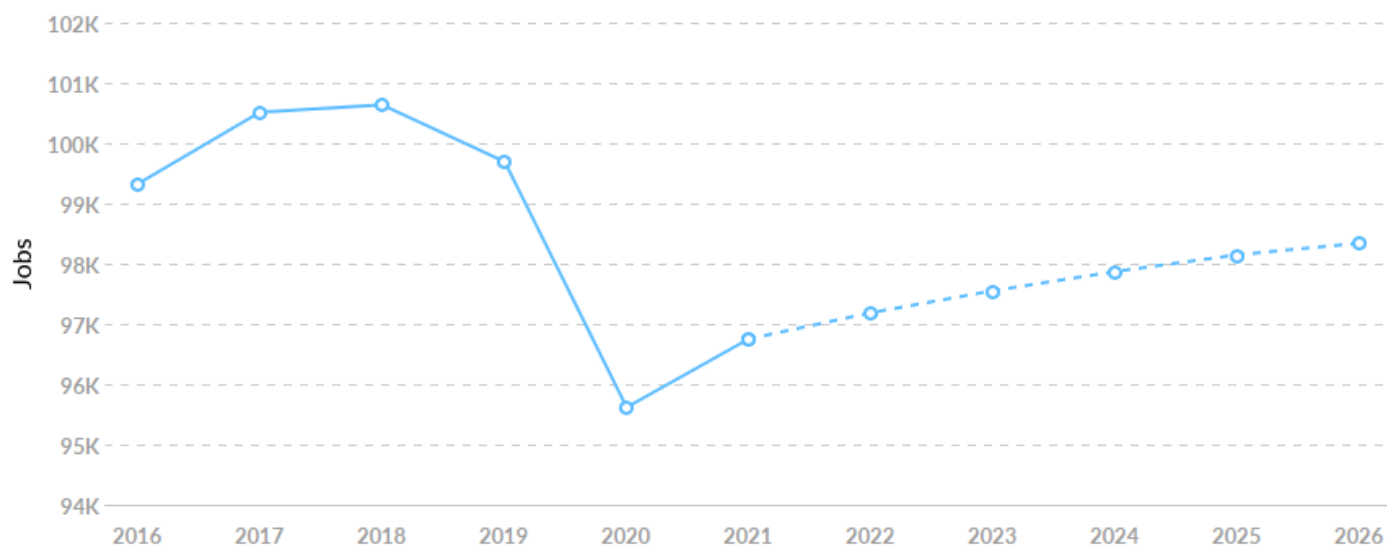
As of 2021 the region's population **increased by 1.1%** since 2016, growing by 1,814. Population is expected to **increase by 0.9%** between 2021 and 2026, adding 1,569.



Timeframe	Population
2016	169,809
2017	170,568
2018	170,811
2019	171,801
2020	171,631
2021	171,623
2022	172,302
2023	172,567
2024	172,805
2025	173,005
2026	173,192

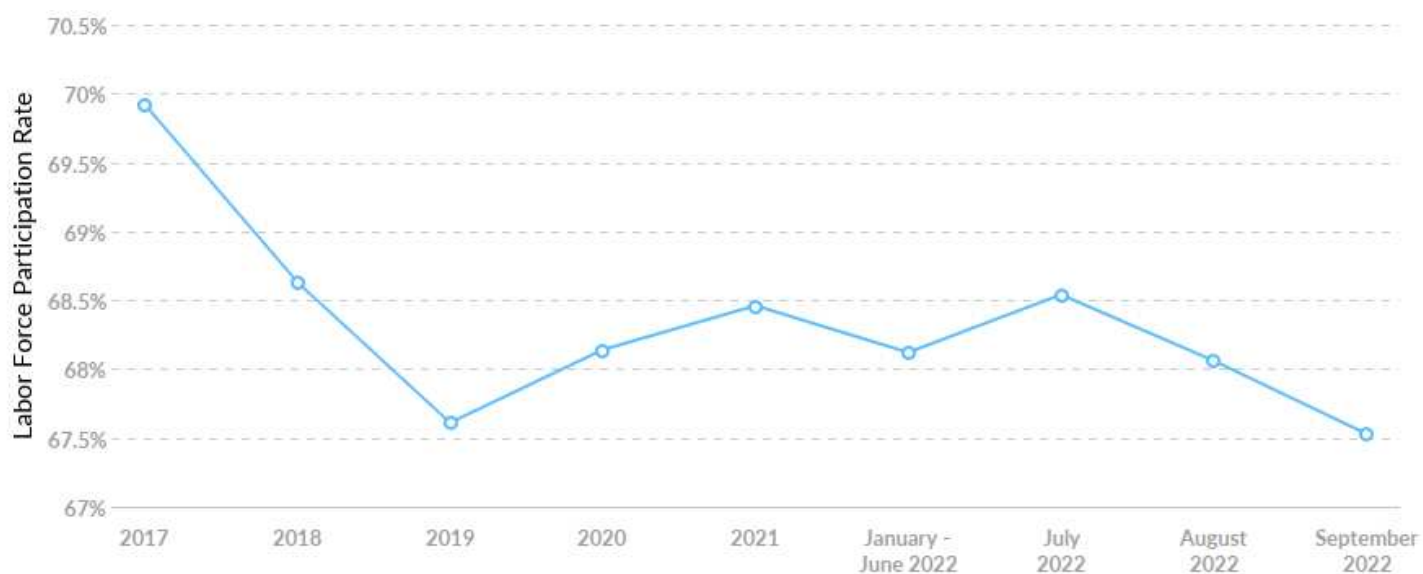
Job Trends

From 2016 to 2021, jobs **declined by 2.6%** in Winnebago County, WI from 99,324 to **96,750**. This change **fell short of the national growth rate of 1.9% by 4.5%**.



Timeframe	Jobs
2016	99,324
2017	100,513
2018	100,636
2019	99,696
2020	95,613
2021	96,750
2022	97,185
2023	97,551
2024	97,869
2025	98,147
2026	98,341

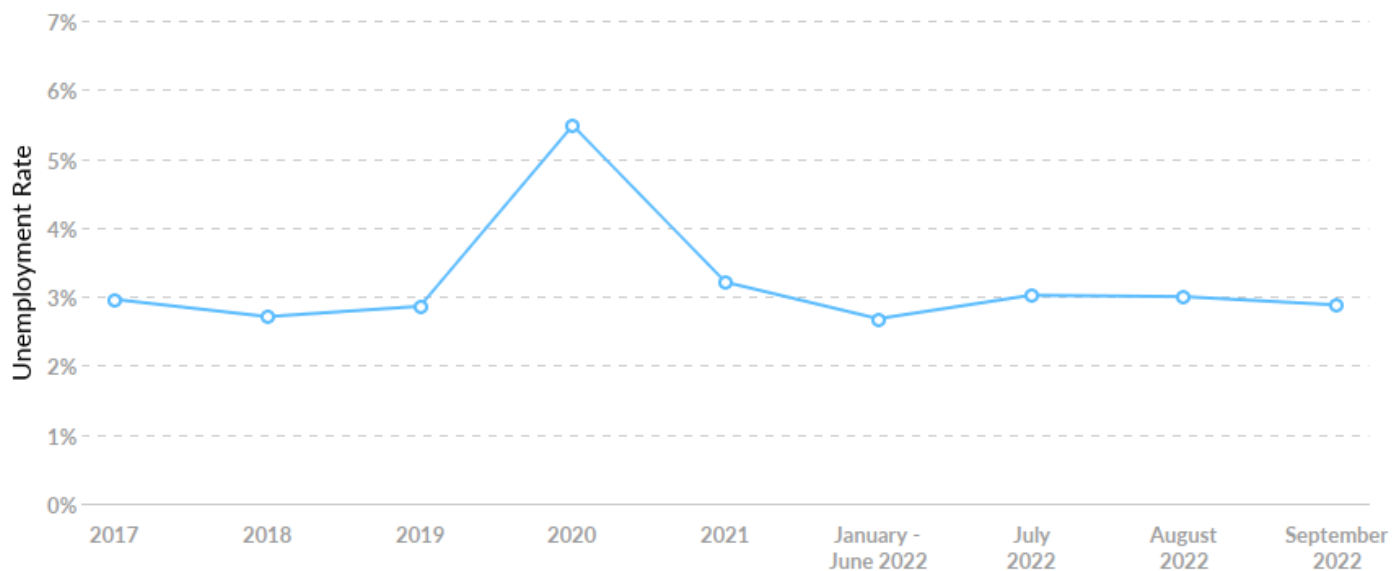
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	69.92%
2018	68.63%
2019	67.61%
2020	68.14%
2021	68.46%
January - June 2022	68.12%
July 2022	68.54%
August 2022	68.06%
September 2022	67.53%

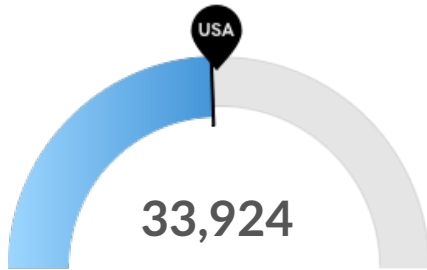
Unemployment Rate Trends

Winnebago County, WI had a September 2022 unemployment rate of 2.88%, **decreasing from 2.96% 5 years before.**



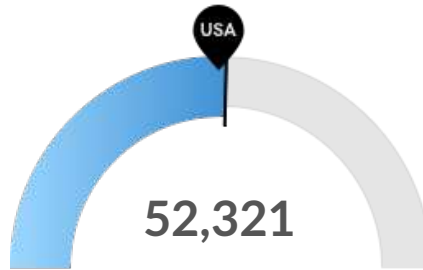
Timeframe	Unemployment Rate
2017	2.96%
2018	2.71%
2019	2.86%
2020	5.48%
2021	3.21%
January - June 2022	2.68%
July 2022	3.02%
August 2022	3.00%
September 2022	2.88%

Population Characteristics



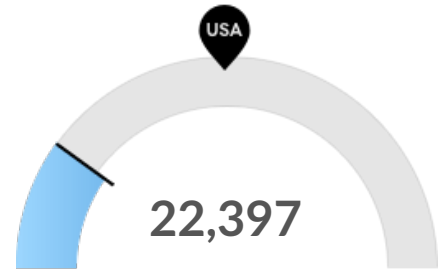
Millennials

Winnebago County, WI has 33,924 millennials (ages 25-39). The national average for an area this size is 35,057.



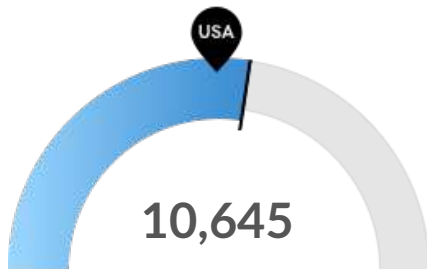
Retiring Soon

Retirement risk is about average in Winnebago County, WI. The national average for an area this size is 51,013 people 55 or older, while there are 52,321 here.



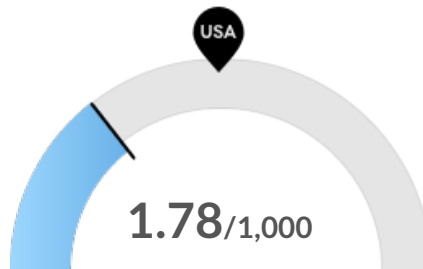
Racial Diversity

Racial diversity is low in Winnebago County, WI. The national average for an area this size is 69,840 racially diverse people, while there are 22,397 here.



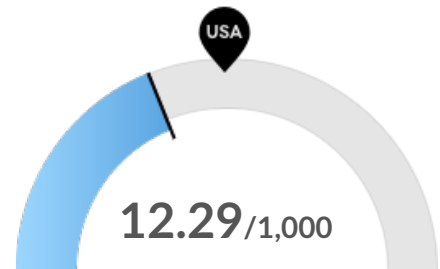
Veterans

Winnebago County, WI has 10,645 veterans. The national average for an area this size is 9,291.



Violent Crime

Winnebago County, WI has 1.78 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

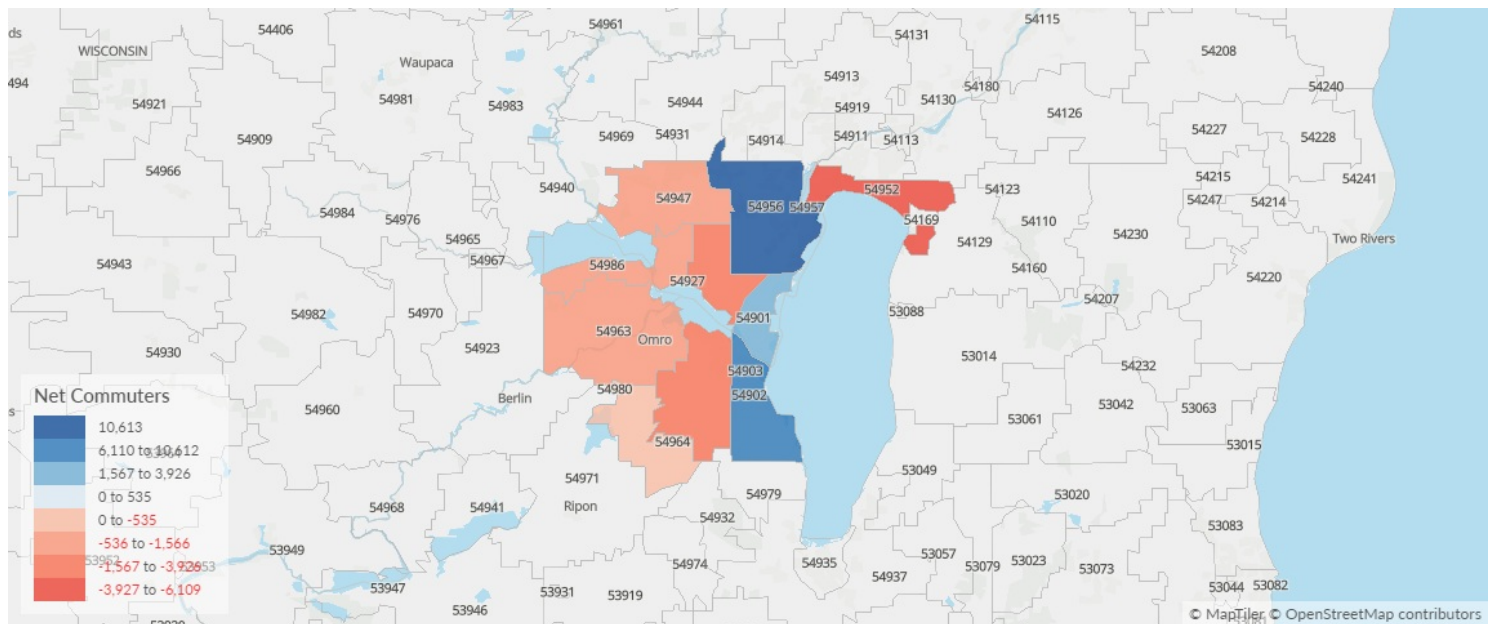


Property Crime

Winnebago County, WI has 12.29 property crimes per 1,000 people. The national rate is 17.91 per 1,000 people.

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	2021 Employment
54956	Neenah, WI (in Winnebago County)	34,320
54902	Oshkosh, WI (in Winnebago County)	17,351
54901	Oshkosh, WI (in Winnebago County)	17,308
54952	Menasha, WI (in Winnebago County)	10,826
54904	Oshkosh, WI (in Winnebago County)	9,389

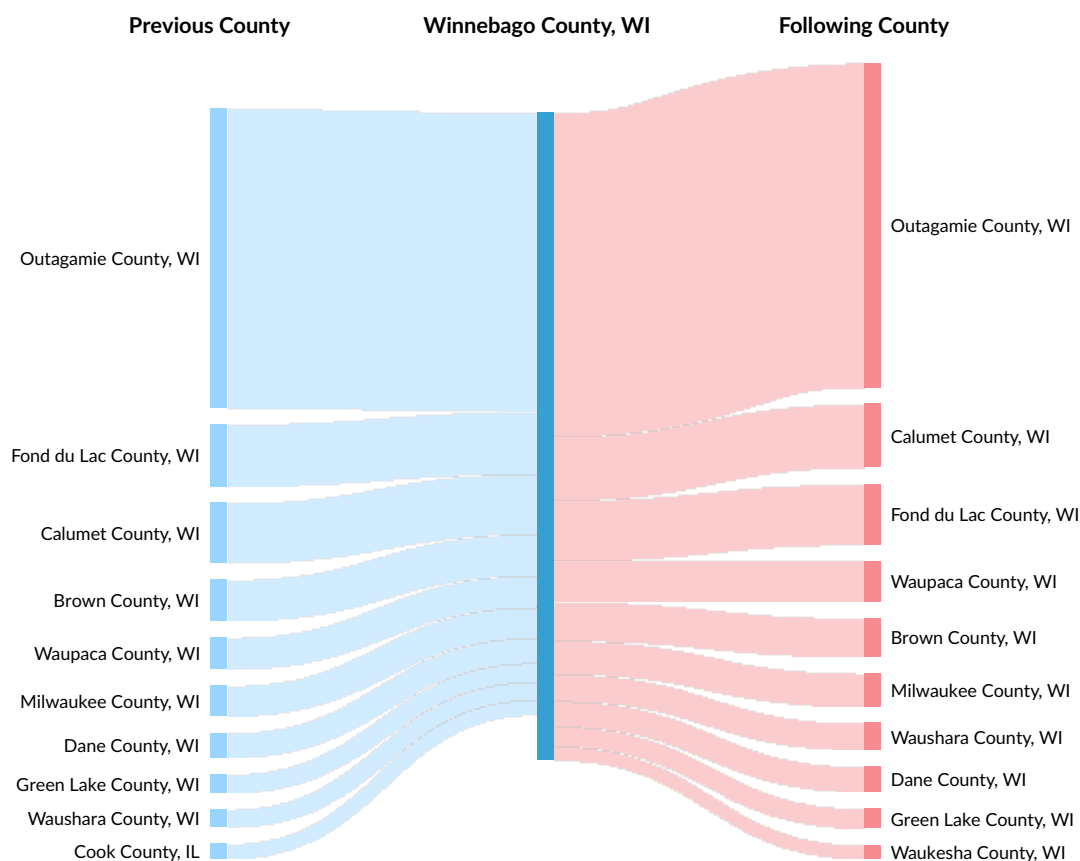
Where Talent Lives

ZIP	Name	2021 Workers
54956	Neenah, WI (in Winnebago County)	23,706
54901	Oshkosh, WI (in Winnebago County)	15,741
54952	Menasha, WI (in Winnebago County)	14,753
54902	Oshkosh, WI (in Winnebago County)	11,241
54904	Oshkosh, WI (in Winnebago County)	10,973

Inbound and Outbound Migration

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

As of 2020, 2,269 people have migrated from Outagamie County, WI to Winnebago County, WI. In the same year, 2,461 people left Winnebago County, WI migrating to Outagamie County, WI. The total Net Migration for Winnebago County, WI in 2020 was -393.



Top Previous Counties	Migrations
Outagamie County, WI	2,269
Fond du Lac County, WI	472
Calumet County, WI	458
Brown County, WI	315
Waupaca County, WI	240

Top Previous Counties	Migrations
Milwaukee County, WI	233
Dane County, WI	189
Green Lake County, WI	142
Waushara County, WI	136
Cook County, IL	114
Marathon County, WI	98
Washington County, WI	94
Waukesha County, WI	81
Sheboygan County, WI	76
Portage County, WI	68
Top Following Counties	Migrations
Outagamie County, WI	2,461
Calumet County, WI	483
Fond du Lac County, WI	460
Waupaca County, WI	307
Brown County, WI	296
Milwaukee County, WI	253
Waushara County, WI	205
Dane County, WI	193
Green Lake County, WI	152
Waukesha County, WI	106
Maricopa County, AZ	81
Cook County, IL	80
Dodge County, WI	79
Marathon County, WI	65

Top Following Counties

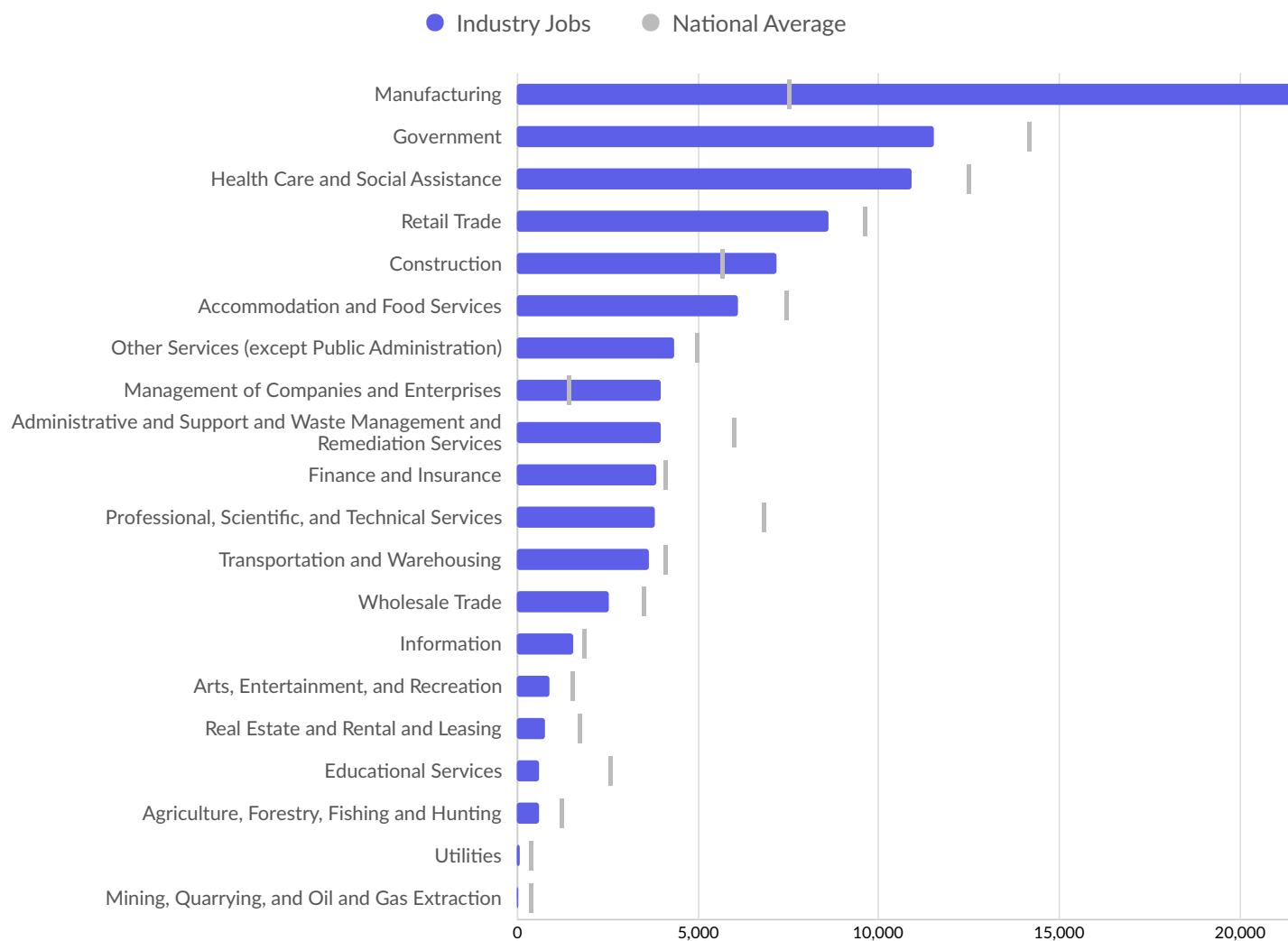
Migrations

Washington County, WI

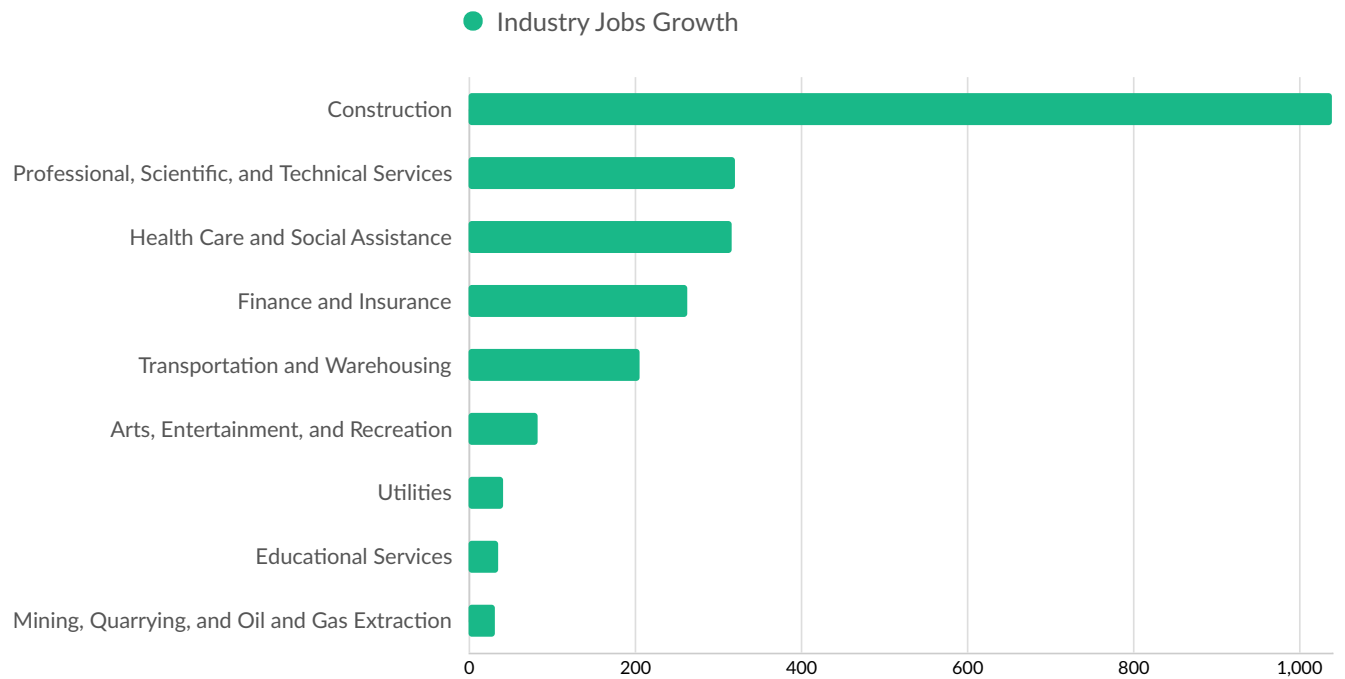
63

Industry Characteristics

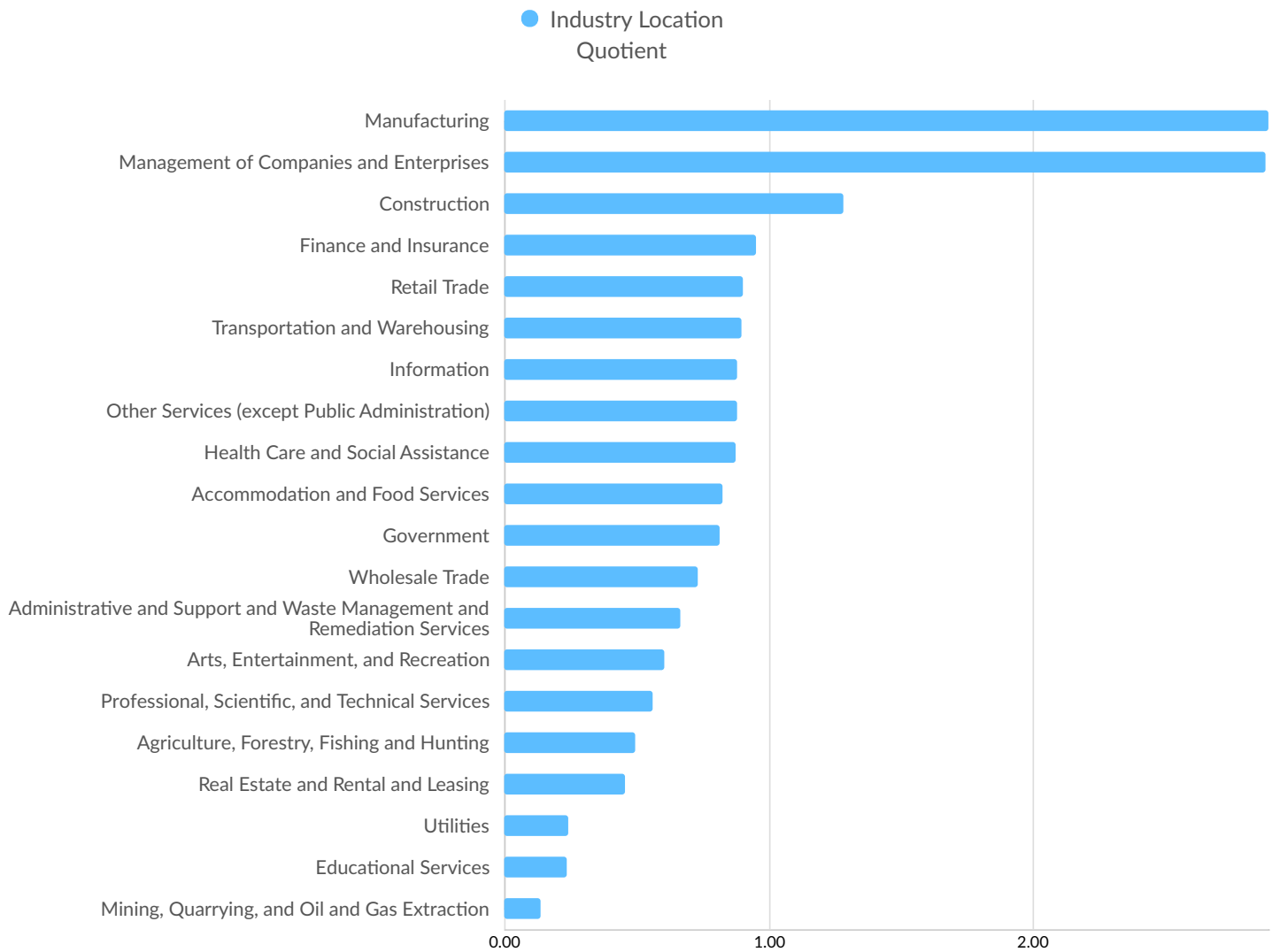
Largest Industries



Top Growing Industries

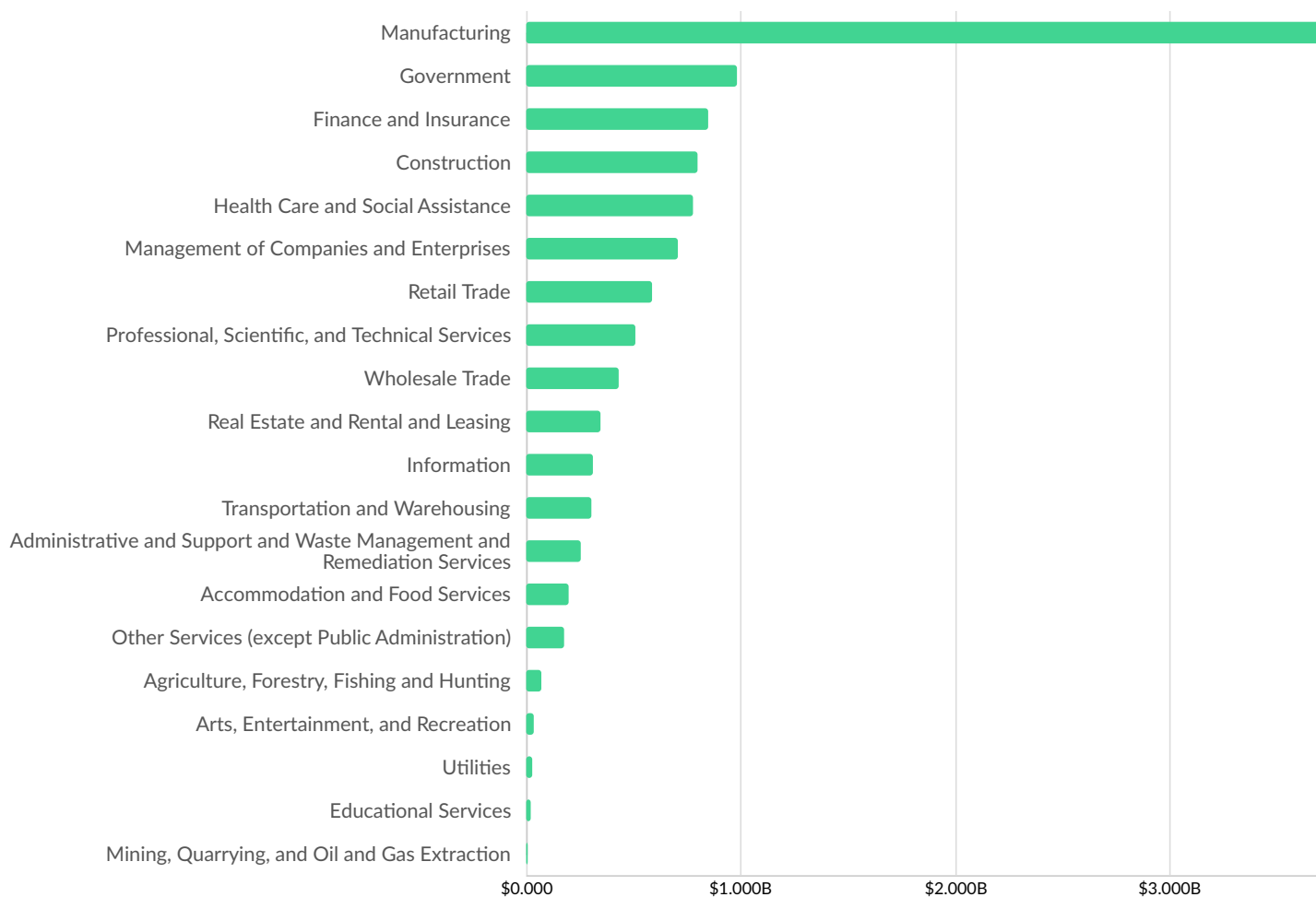


Top Industry Location Quotient

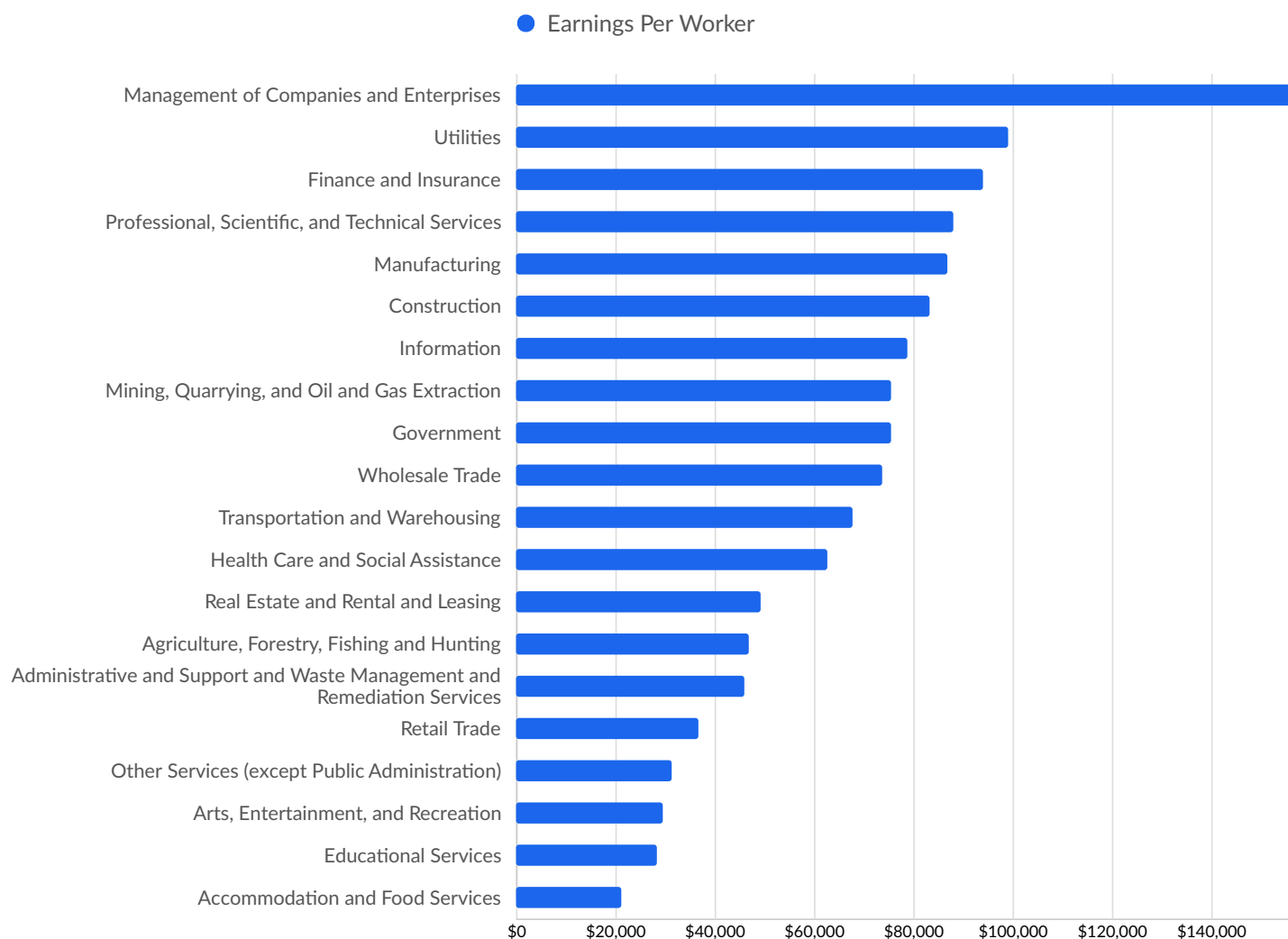


Top Industry GRP

● Gross Regional Product























Top Industry Earnings



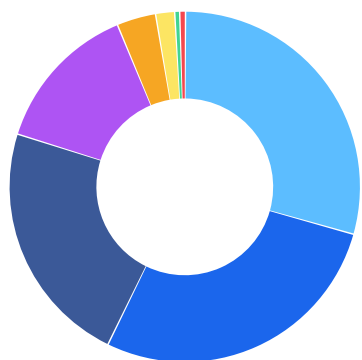
Business Characteristics

16,170 Companies Employ Your Workers

Online profiles for your workers mention 16,170 companies as employers, with the top 10 appearing below. In the last 12 months, 2,051 companies in Winnebago County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
OshKosh	1,585 	Kimberly-Clark	846 
Kimberly-Clark	1,564 	Plexus	718 
University of Wisconsin Oshkosh	1,264 	Advocate Aurora Health	563 
Plexus	756 	Ascension	545 
ThedaCare	749 	OshKosh	511 
J. J. Keller & Associates	644 	Hoffmaster Group	423 
Amcor	623 	Amcor	384 
Advocate Aurora Health	583 	CareInHomes	367 
Bemis Company	564 	Festival Foods	305 
Oshkosh Area School District	427 	University of Wisconsin Oshkosh	297 

Business Size

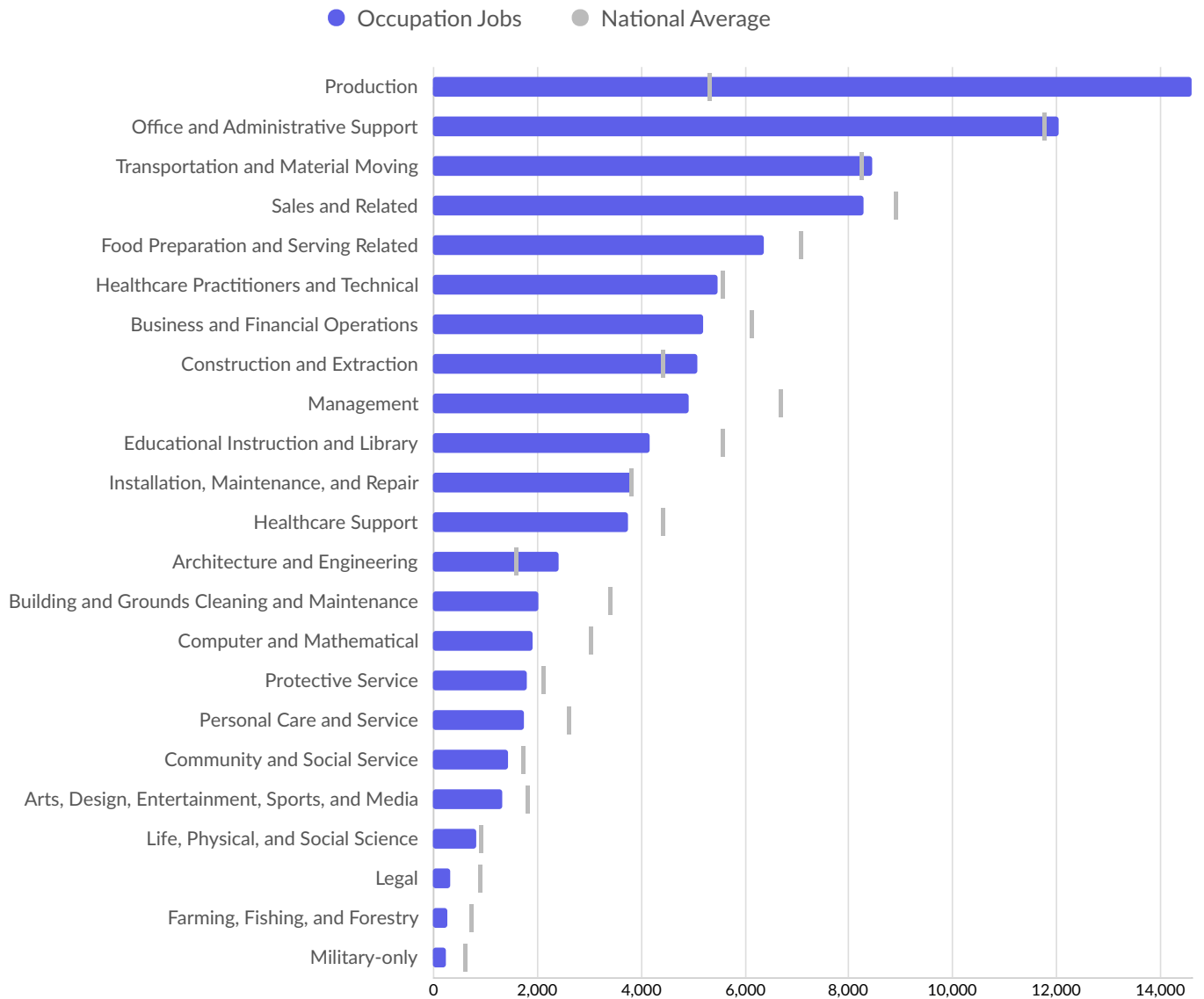


	Percentage	Business Count
1 to 4 employees	29.3%	1,538
5 to 9 employees	27.9%	1,463
10 to 19 employees	22.6%	1,189
20 to 49 employees	13.9%	728
50 to 99 employees	3.6%	189
100 to 249 employees	1.8%	92
250 to 499 employees	0.5%	24
500+ employees	0.5%	28

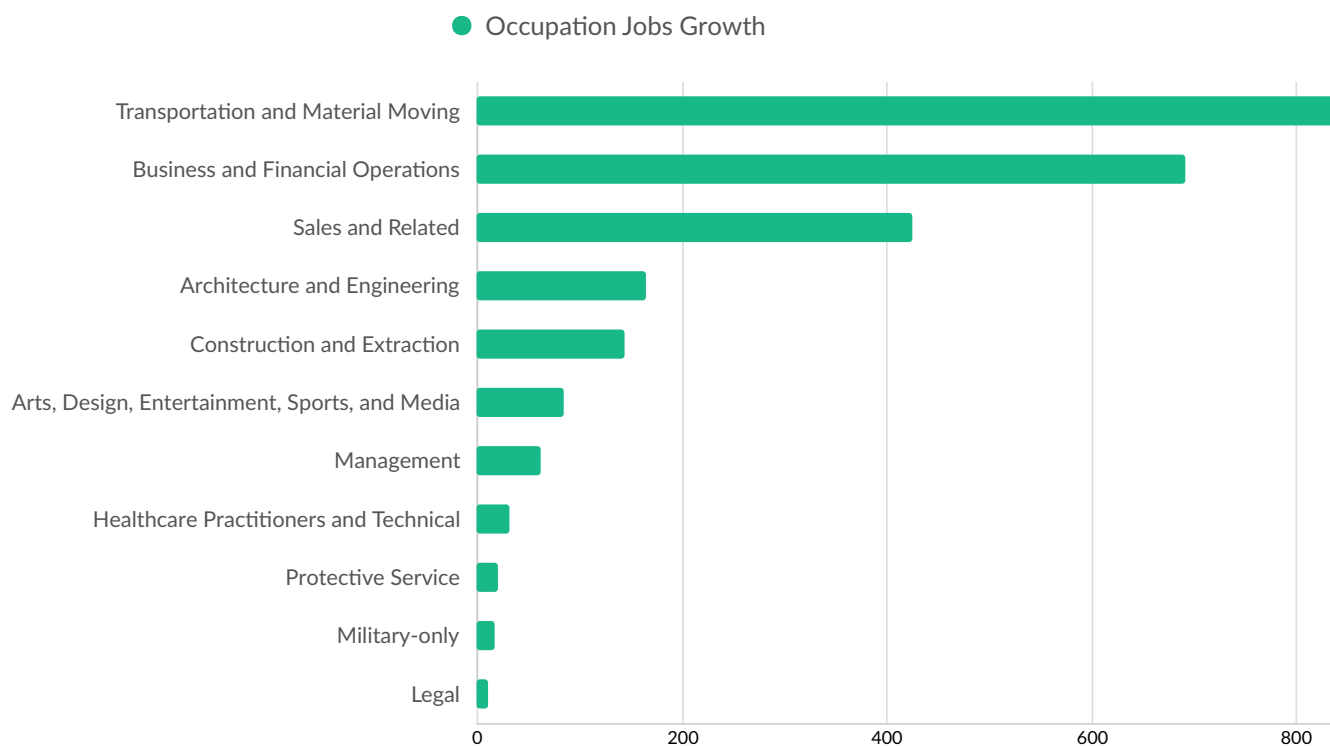
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

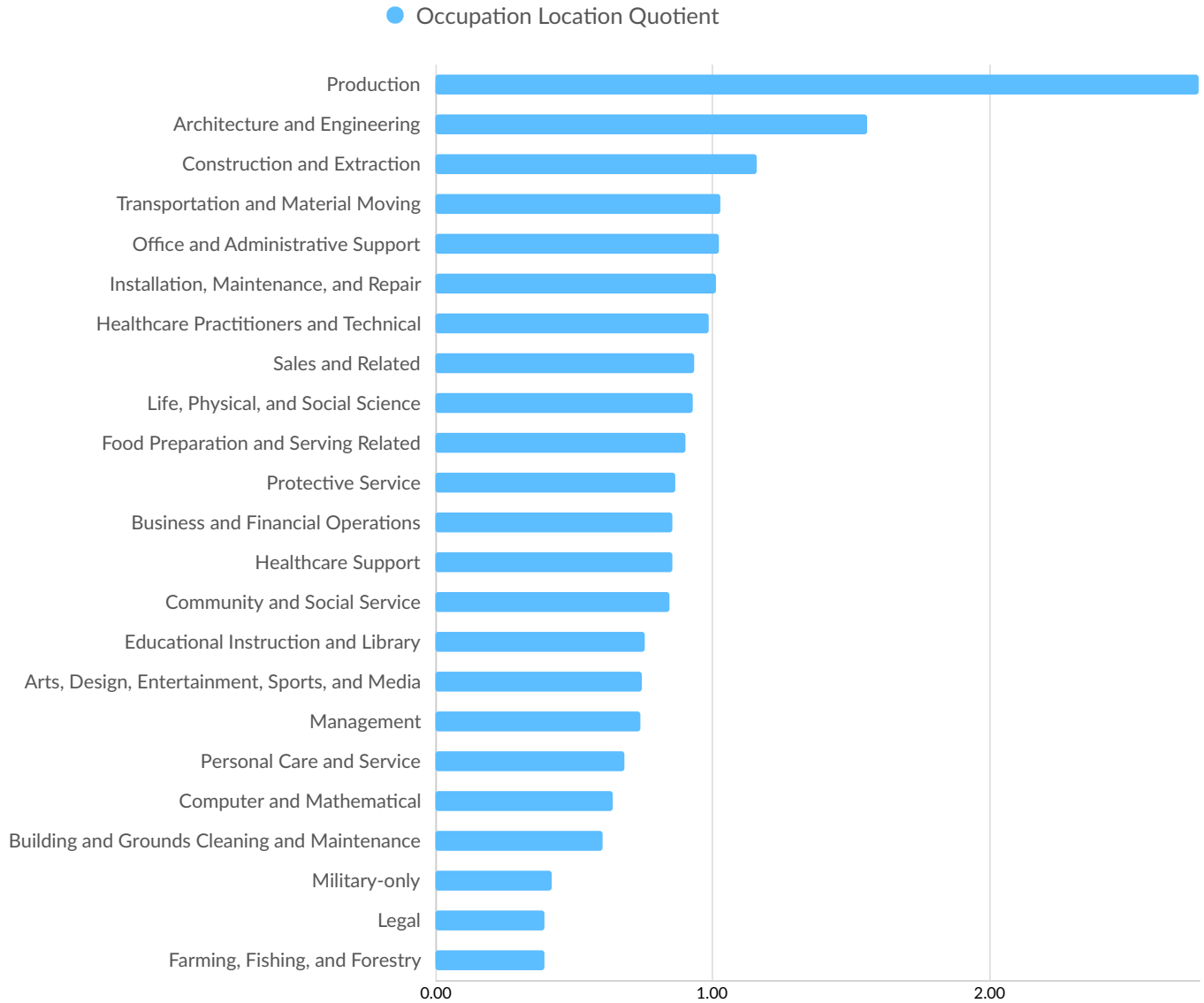
Largest Occupations



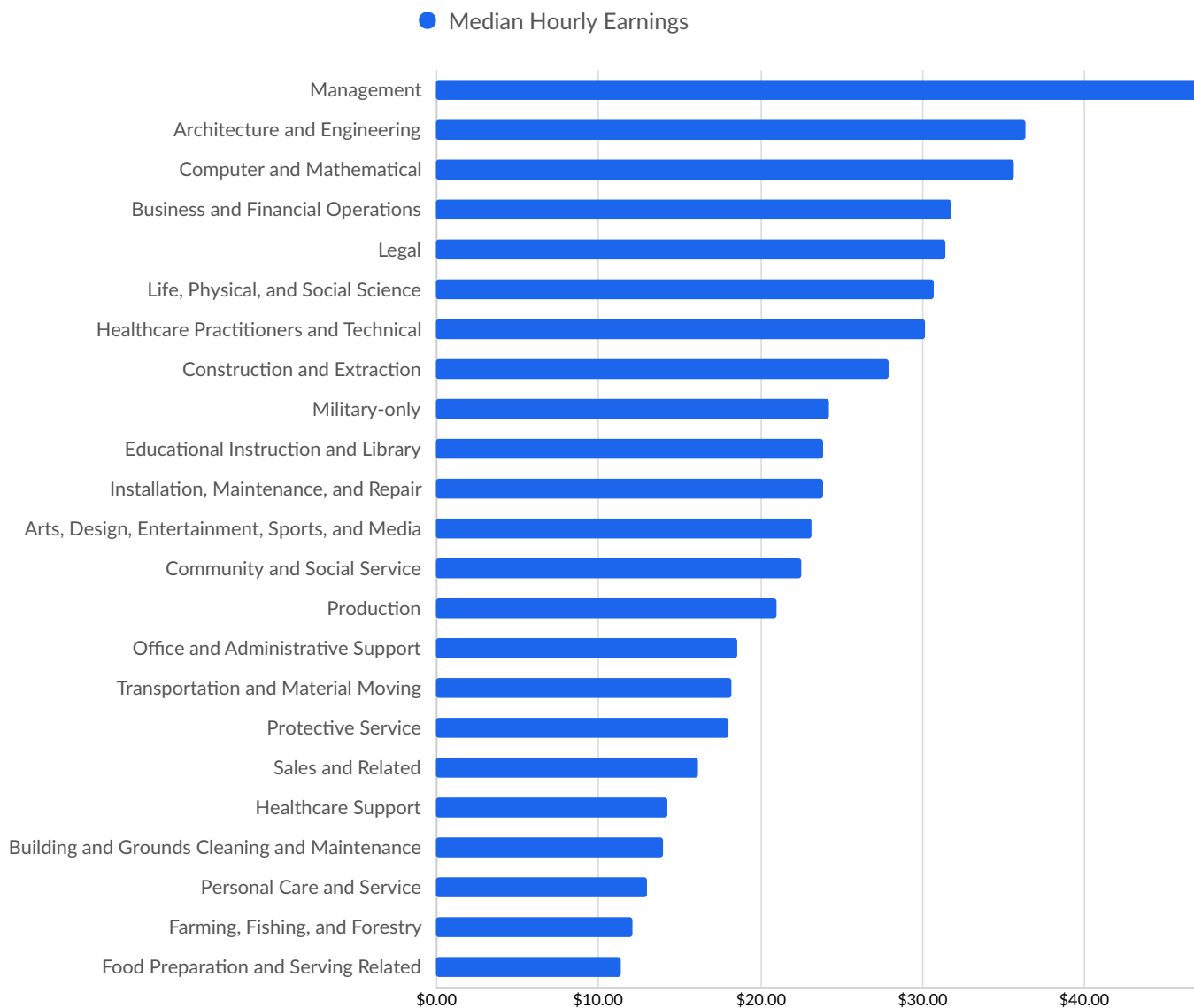
Top Growing Occupations



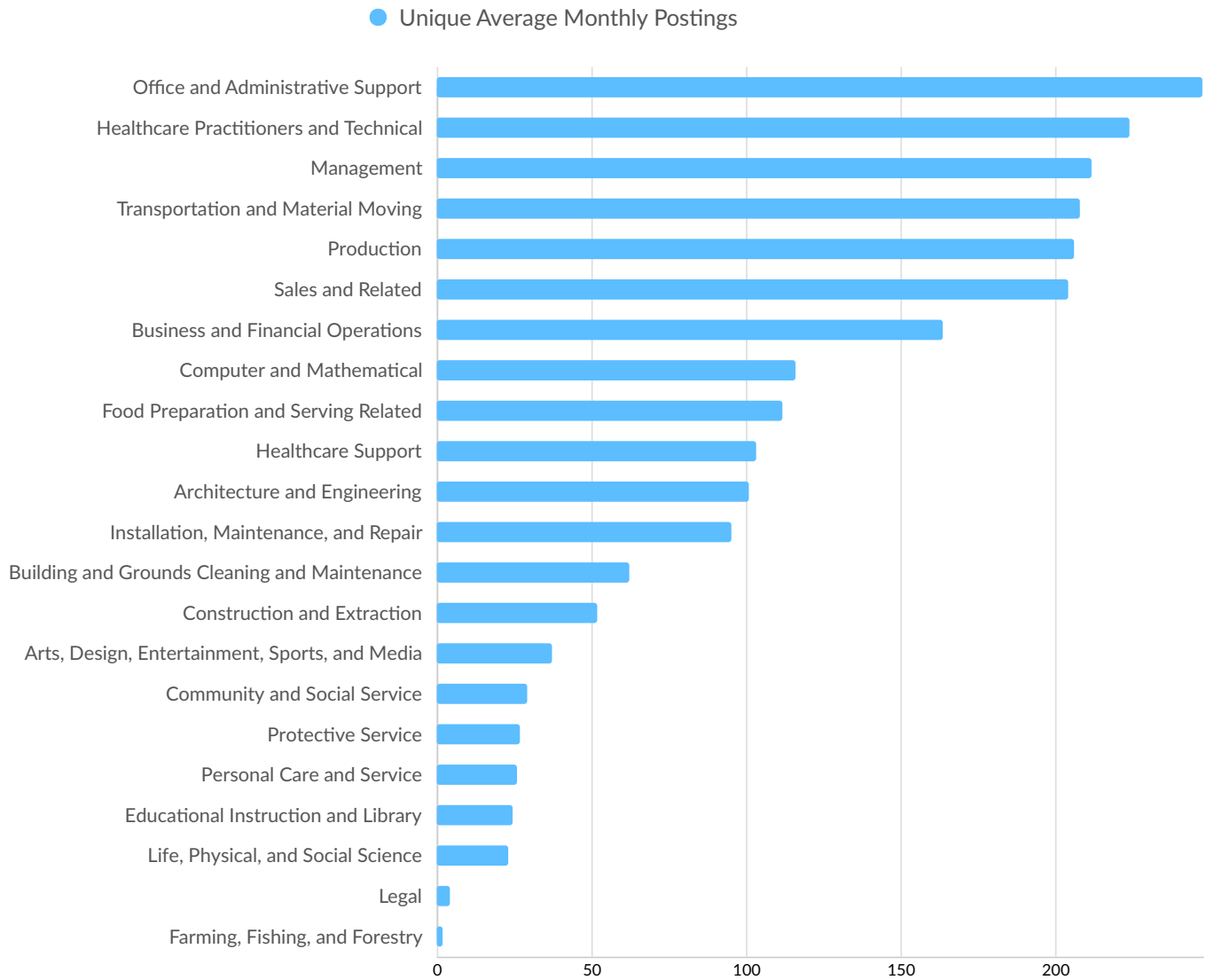
Top Occupation Location Quotient



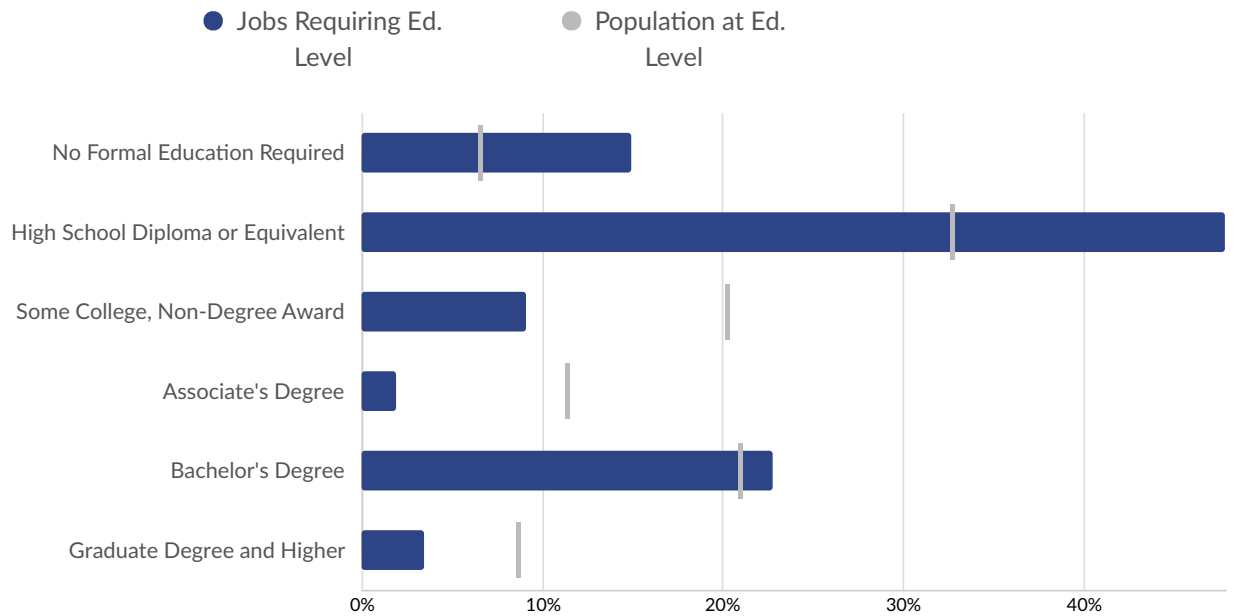
Top Occupation Earnings



Top Posted Occupations

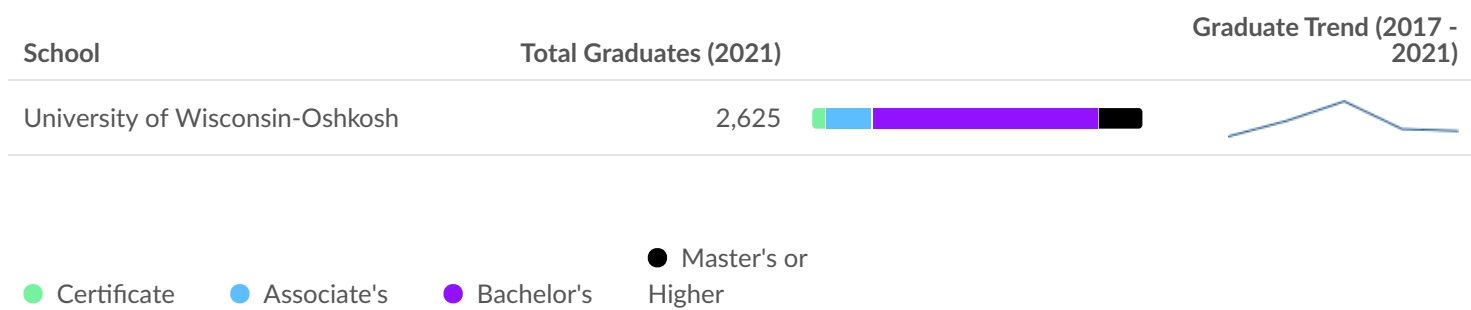


Underemployment



Educational Pipeline

In 2021, there were 2,625 graduates in Winnebago County, WI. This pipeline has grown by 3% over the last 5 years. The highest share of these graduates come from Registered Nursing/Registered Nurse, "Liberal Arts and Sciences, General Studies and Humanities, Other", and Elementary Education and Teaching.



In-Demand Skills

