

# Waupaca County, WI

ECWRPC



400 Ahnaip Street  
Suite 100  
Menasha, Wisconsin 54952

# Contents

Report Parameters .....	1
Economy Overview .....	2
Historic & Projected Trends .....	4
Population Characteristics .....	8
Industry Characteristics .....	10
Business Characteristics .....	16
Workforce Characteristics .....	18
Educational Pipeline .....	26
In-Demand Skills .....	27

## 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

**50,961**

**Population (2019)**

Population decreased by 988 over the last 5 years and is projected to decrease by 448 over the next 5 years.

**21,747**

**Total Regional Employment**

Jobs decreased by 849 over the last 5 years and are projected to decrease by 163 over the next 5 years.

**\$57.7K**

**Median Household Income (2018)**

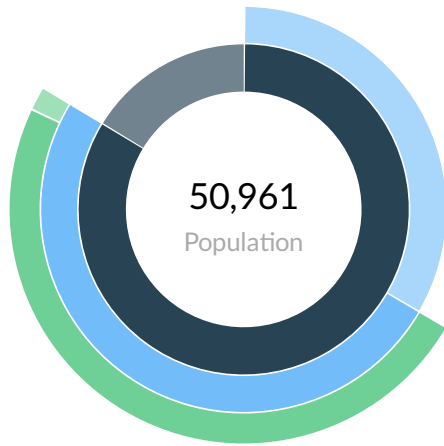
Median household income is \$2.6K below the national median household income of \$60.3K.

### Takeaways

- As of 2019 the region's population declined by 1.9% since 2014, falling by 988. Population is expected to decrease by 0.9% between 2019 and 2024, losing 448.
- From 2014 to 2019, jobs declined by 3.8% in Waupaca County, WI from 22,596 to 21,747. This change fell short of the national growth rate of 7.6% by 11.4%. As the number of jobs declined, the labor force participation rate decreased from 62.7% to 60.1% between 2014 and 2019.
- Concerning educational attainment, 13.4% of Waupaca County, WI residents possess a Bachelor's Degree (5.4% below the national average), and 10.4% hold an Associate's Degree (2.3% above the national average).
- The top three industries in 2019 are Foundries, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	50,961	25,627	21,747	99.2	\$1.95B	\$3.74B	\$3.18B
ECWRPC	668,726	354,139	344,752	98.8	\$35.82B	\$45.72B	\$46.48B
Wisconsin	5,829,343	3,089,956	3,166,422	100.0	\$337.18B	\$306.77B	\$334.56B
United States	329,399,330	163,493,315	165,144,952	100.0	\$21.00T	\$0	\$8.96T

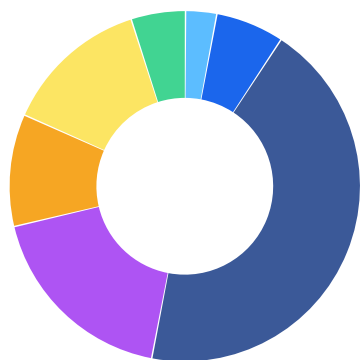
## 2019 Labor Force Breakdown



	Population
● Total Working Age Population	42,609
● Not in Labor Force (15+)	16,982
● Labor Force	25,627
● Employed	24,778
● Unemployed	849
● Under 15	8,352

## Educational Attainment

Concerning educational attainment, **13.4% of Waupaca County, WI residents possess a Bachelor's Degree** (5.4% below the national average), and **10.4% hold an Associate's Degree** (2.3% above the national average).

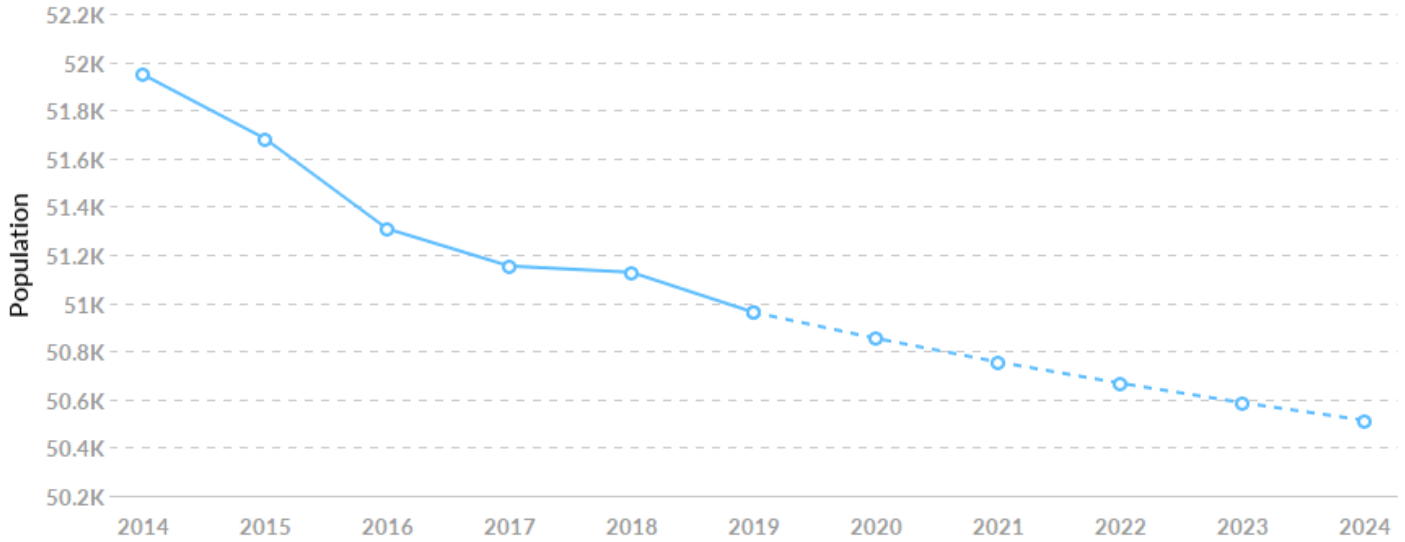


	% of Population	Population
● Less Than 9th Grade	2.9%	1,068
● 9th Grade to 12th Grade	6.3%	2,349
● High School Diploma	43.8%	16,305
● Some College	18.3%	6,807
● Associate's Degree	10.4%	3,855
● Bachelor's Degree	13.4%	4,990
● Graduate Degree and Higher	5.0%	1,867

# Historic & Projected Trends

## Population Trends

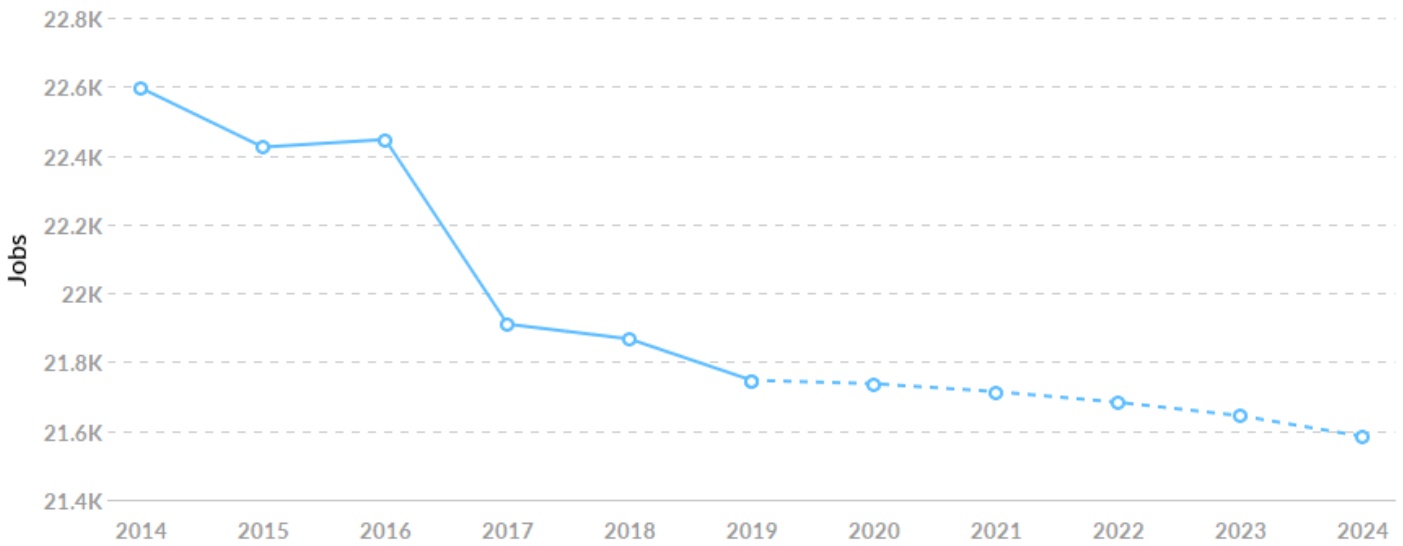
As of 2019 the region's population **declined by 1.9%** since 2014, falling by 988. Population is expected to **decrease by 0.9%** between 2019 and 2024, losing 448.



Timeframe	Population
2014	51,948
2015	51,682
2016	51,308
2017	51,153
2018	51,127
2019	50,961
2020	50,853
2021	50,755
2022	50,667
2023	50,586
2024	50,513

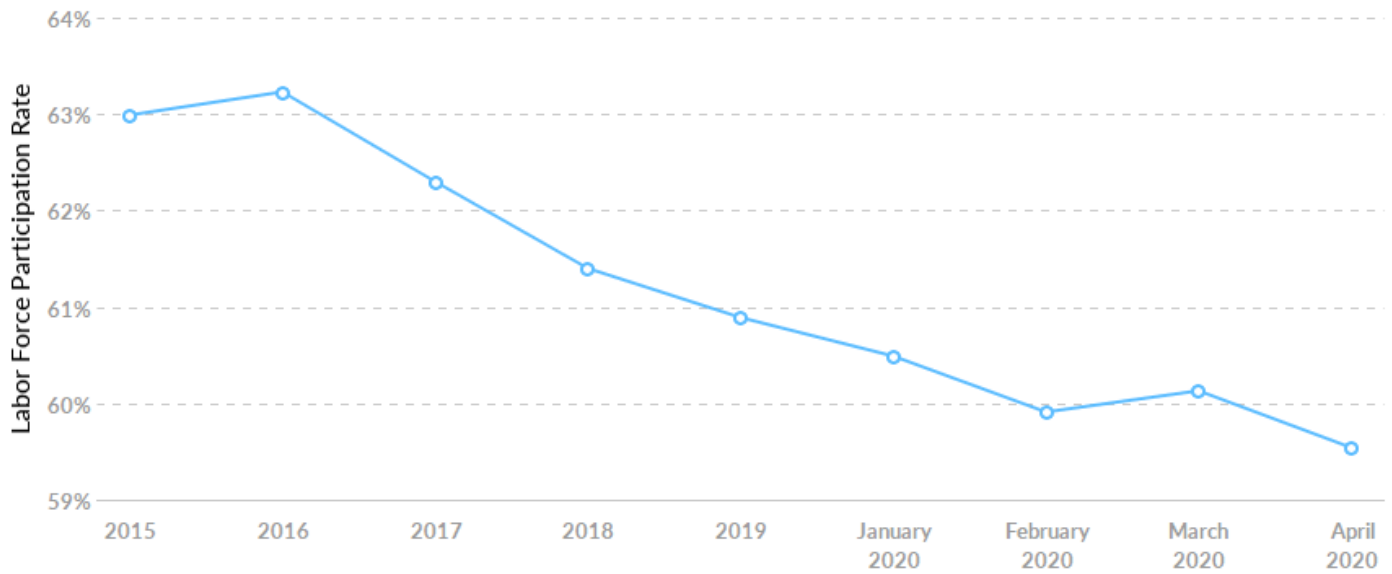
## Job Trends

From 2014 to 2019, jobs declined by 3.8% in Waupaca County, WI from 22,596 to 21,747. This change fell short of the national growth rate of 7.6% by 11.4%.



Timeframe	Jobs
2014	22,596
2015	22,424
2016	22,446
2017	21,910
2018	21,867
2019	21,747
2020	21,737
2021	21,714
2022	21,683
2023	21,644
2024	21,584

## Labor Force Participation Rate Trends

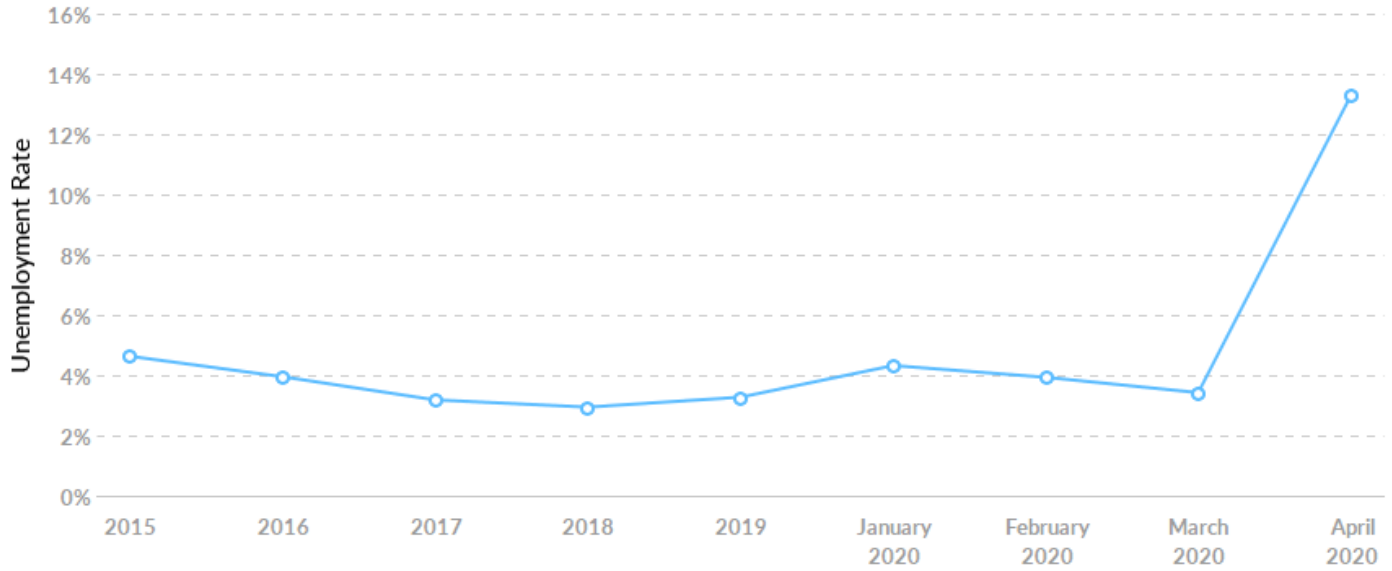


Timeframe	Labor Force Participation Rate
2015	62.99%
2016	63.23%
2017	62.30%
2018	61.40%
2019	60.89%
January 2020	60.49%
February 2020	59.91%
March 2020	60.13%
April 2020	59.54%



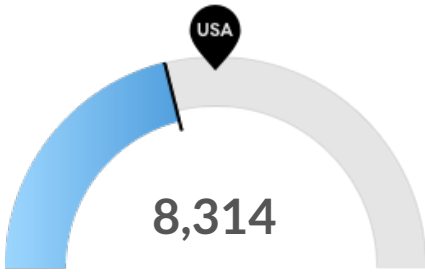
## Unemployment Rate Trends

Waupaca County, WI had an April 2020 unemployment rate of 13.29%, increasing from 4.63% 5 years before.



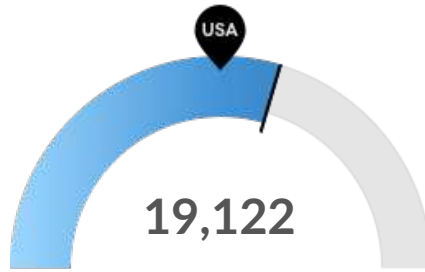
Timeframe	Unemployment Rate
2015	4.63%
2016	3.95%
2017	3.18%
2018	2.94%
2019	3.27%
January 2020	4.32%
February 2020	3.93%
March 2020	3.42%
April 2020	13.29%

## Population Characteristics



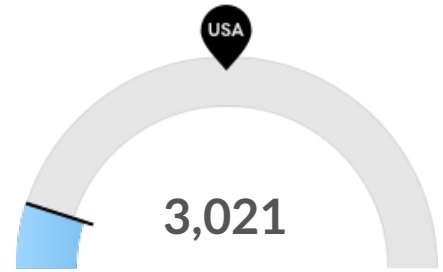
Millennials

Waupaca County, WI has 8,314 millennials (ages 25-39). The national average for an area this size is 10,511.



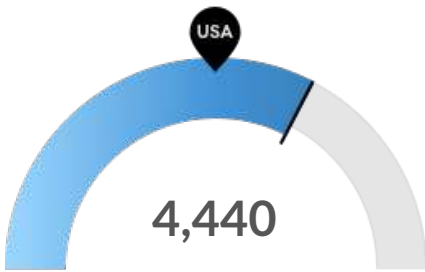
Retiring Soon

Retirement risk is high in Waupaca County, WI. The national average for an area this size is 14,800 people 55 or older, while there are 19,122 here.



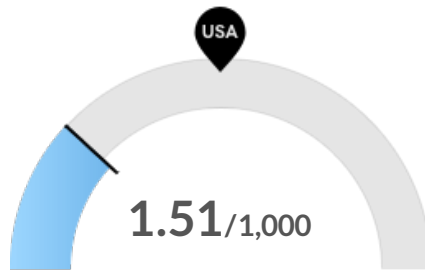
Racial Diversity

Racial diversity is low in Waupaca County, WI. The national average for an area this size is 20,256 racially diverse people, while there are 3,021 here.



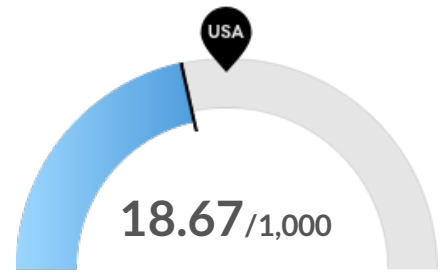
Veterans

Waupaca County, WI has 4,440 veterans. The national average for an area this size is 2,908.



Violent Crime

Waupaca County, WI has 1.51 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

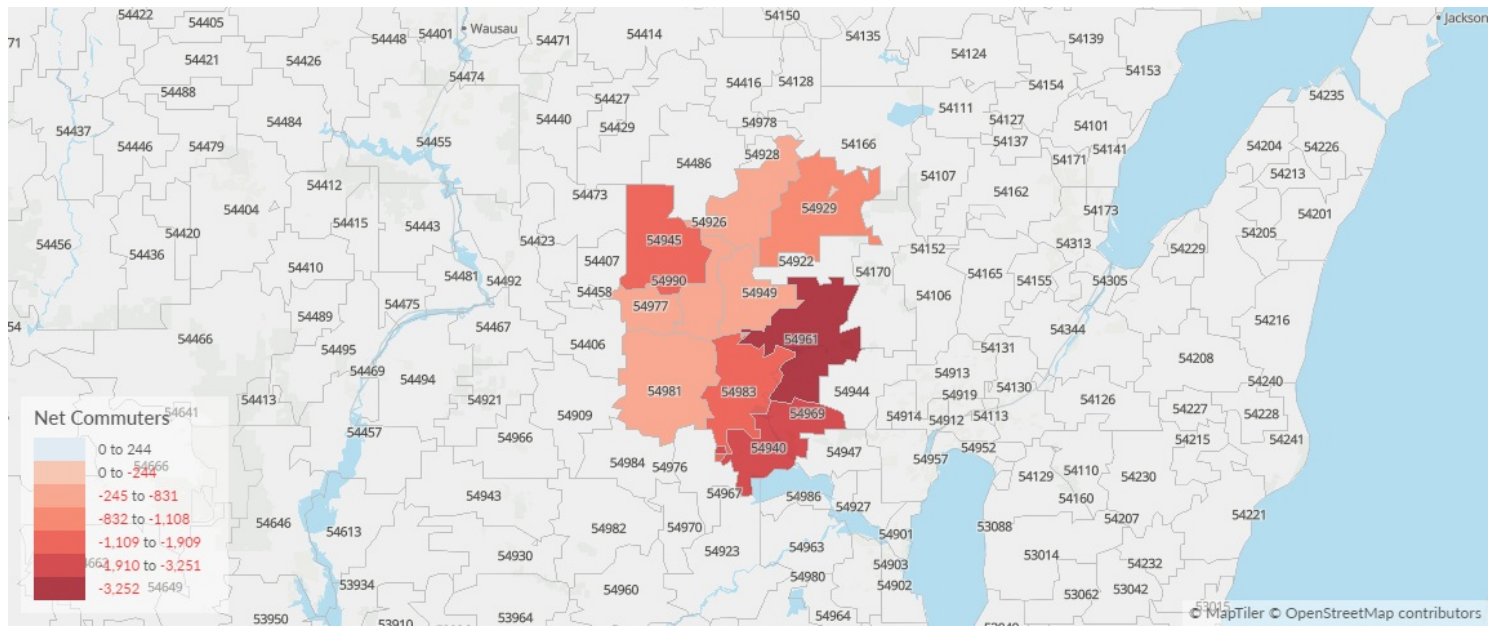


Property Crime

Waupaca County, WI has 18.67 property crimes per 1,000 people. The national rate is 22.98 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

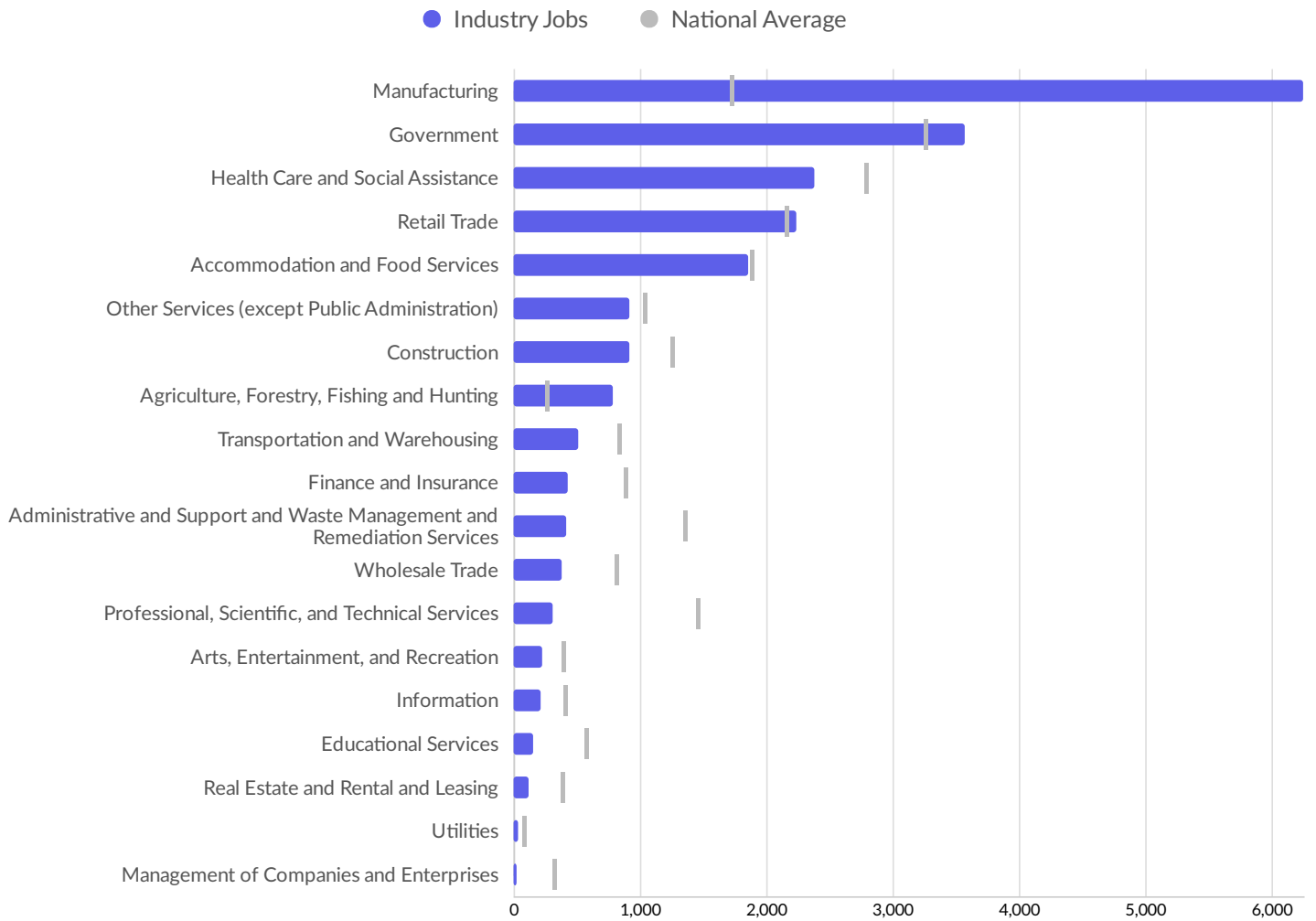
ZIP	Name	2019 Employment
54981	Waupaca, WI (in Waupa...	7,108
54961	New London, WI (in Wa...	4,228
54929	Clintonville, WI (in Wau...	4,175
54950	Marion, WI (in Waupac...	1,502
54949	Manawa, WI (in Waupa...	1,497

### Where Talent Lives

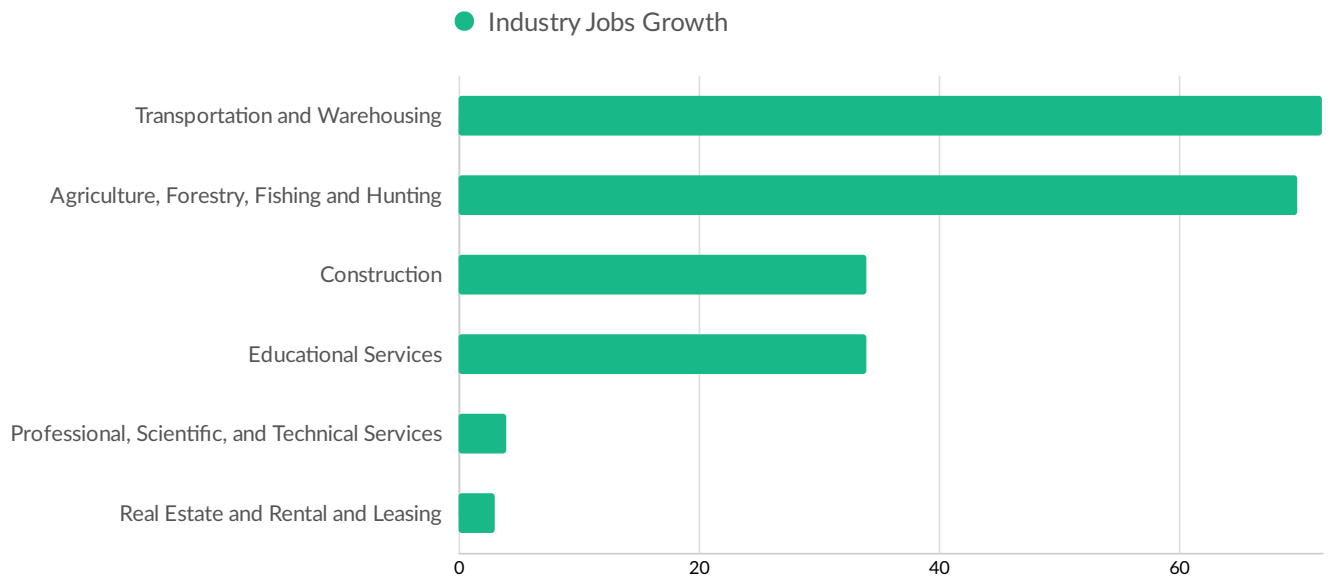
ZIP	Name	2019 Workers
54981	Waupaca, WI (in Waupa...	7,596
54961	New London, WI (in Wa...	7,480
54929	Clintonville, WI (in Wau...	5,007
54940	Fremont, WI (in Waupa...	2,762
54983	Weyauwega, WI (in Wa...	2,311

# Industry Characteristics

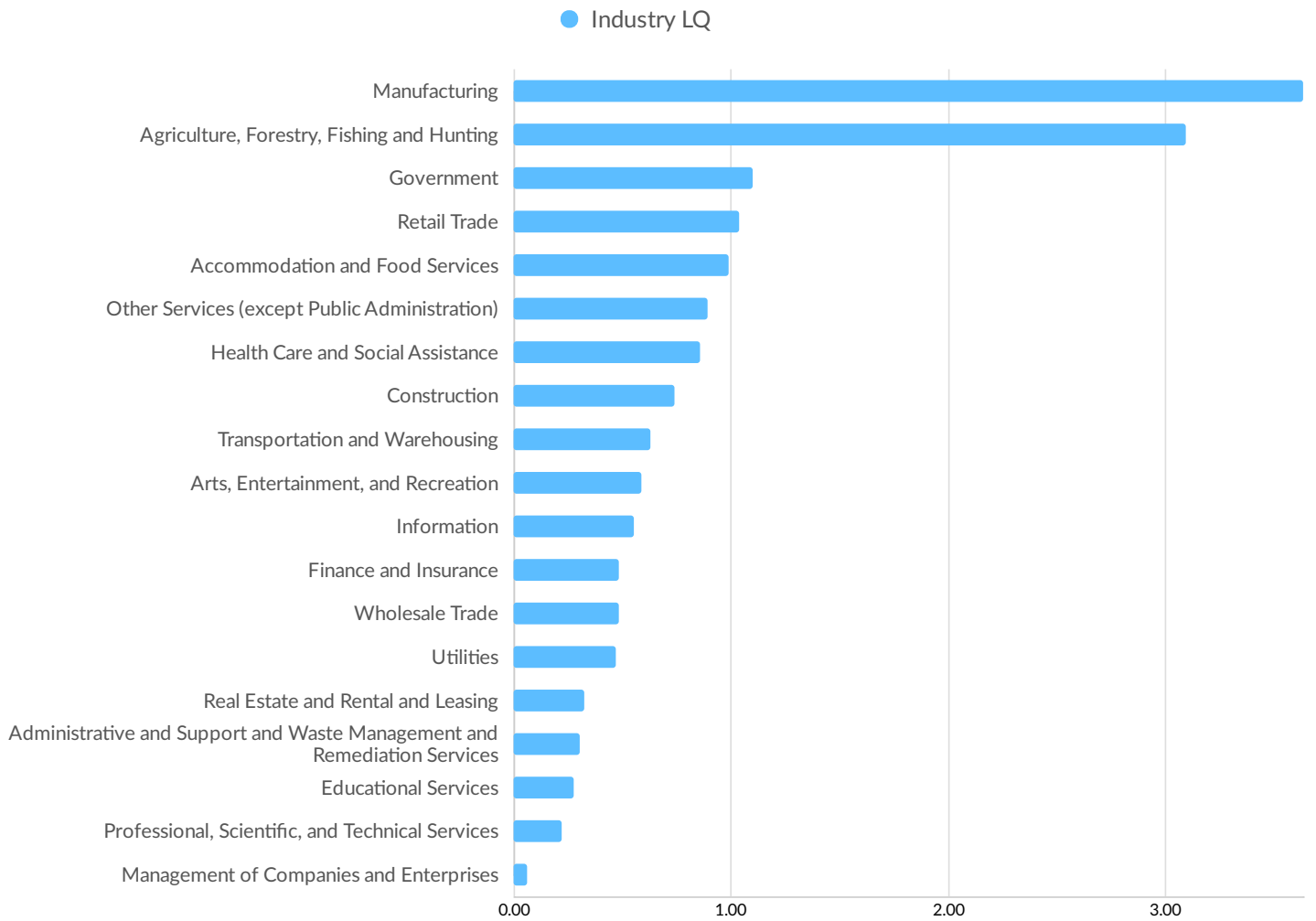
## Largest Industries



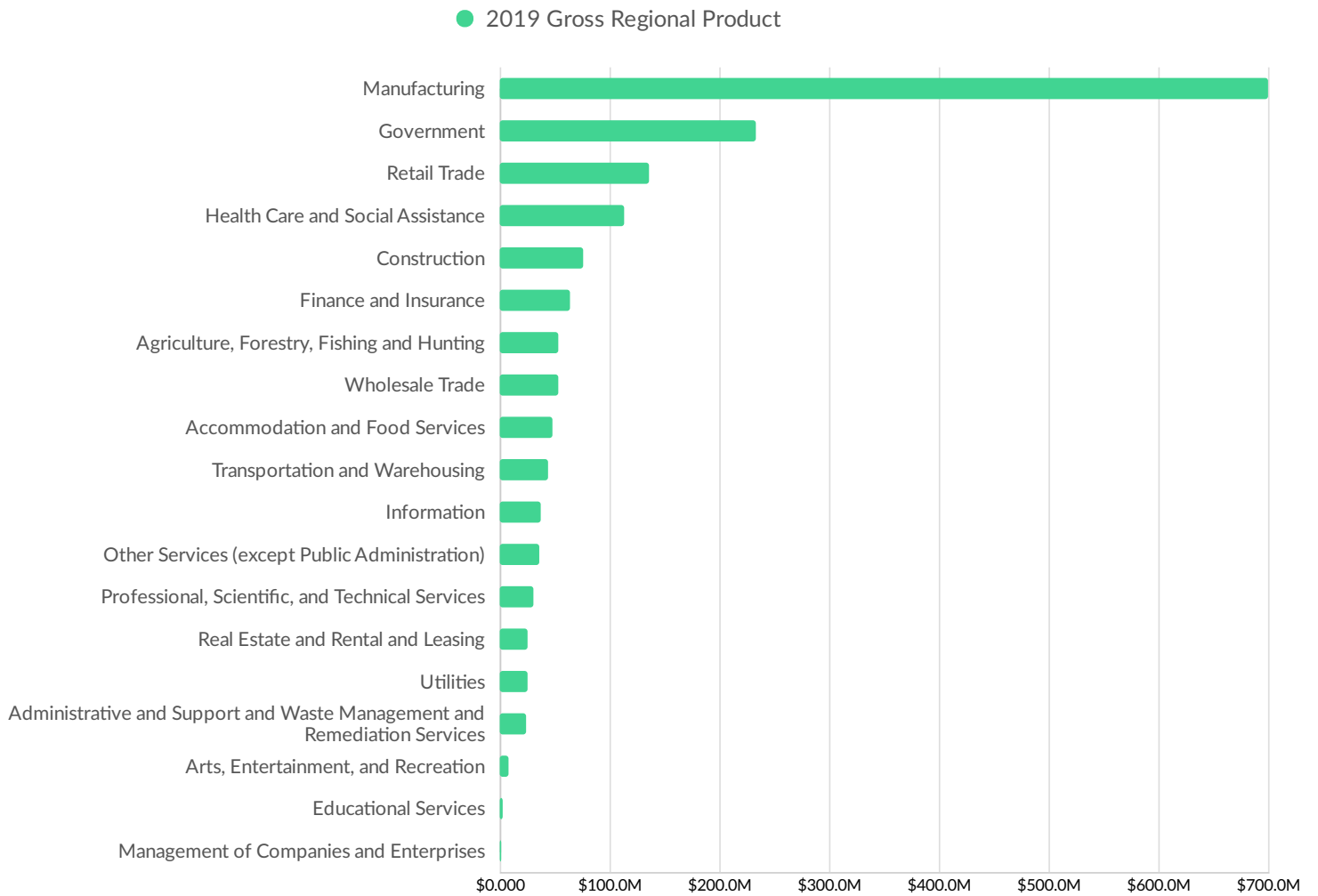
## Top Growing Industries



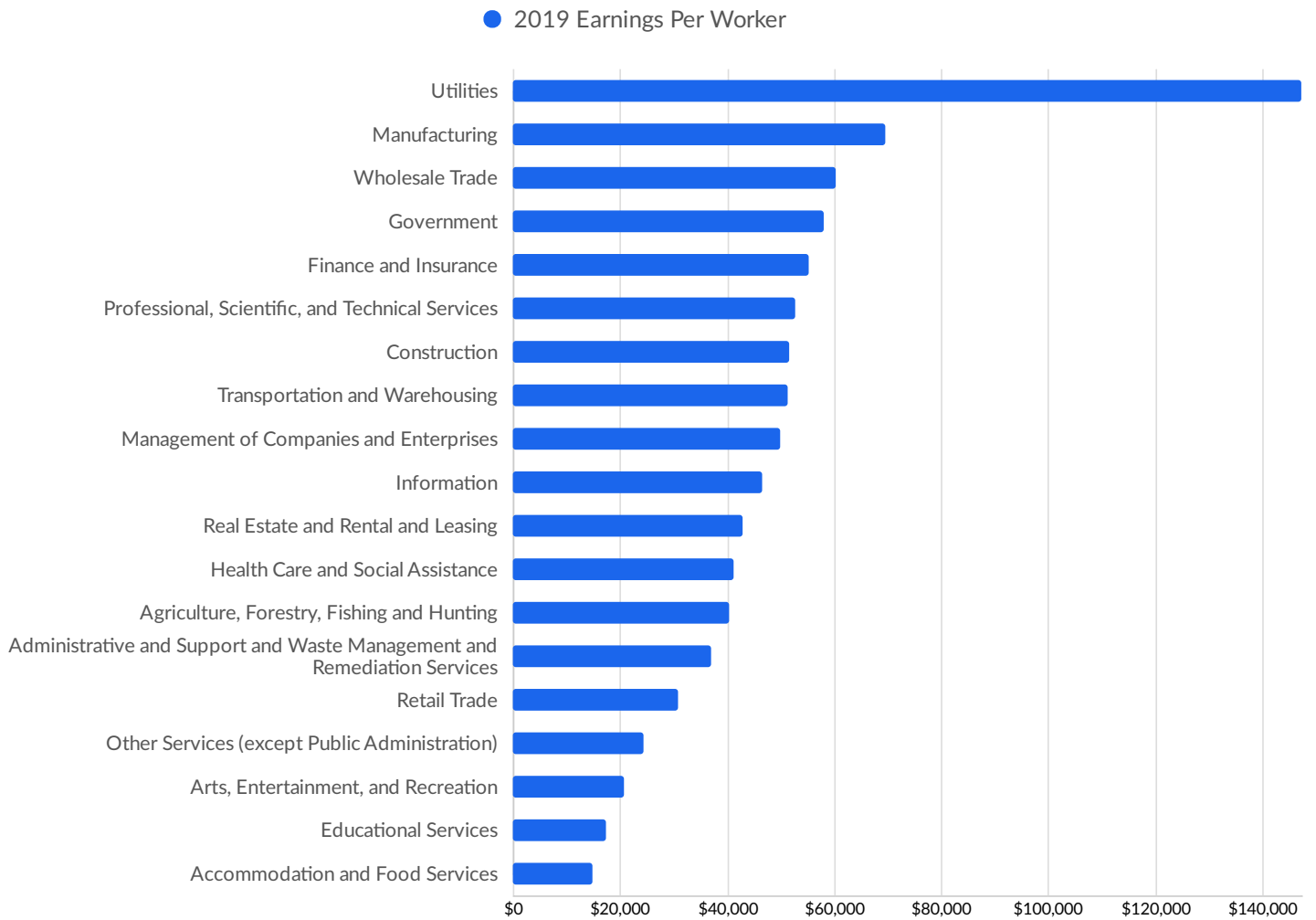
## Top Industry LQ



## Top Industry GRP



## Top Industry Earnings

























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	6,265	6,249	-16	0%	3.64	\$69,483	\$700.16M
Government	3,974	3,572	-402	-10%	1.10	\$58,106	\$233.05M
Health Care and Social Assistance	2,553	2,386	-167	-7%	0.86	\$41,364	\$112.72M
Retail Trade	2,291	2,234	-57	-2%	1.04	\$30,797	\$136.47M
Accommodation and Food Services	1,866	1,857	-9	0%	0.99	\$14,858	\$48.18M
Other Services (except Public Administration)	933	921	-12	-1%	0.90	\$24,319	\$36.42M
Construction	886	920	34	+4%	0.74	\$51,624	\$75.37M
Agriculture, Forestry, Fishing and Hunting	713	783	70	+10%	3.10	\$40,383	\$53.92M
Transportation and Warehousing	441	513	72	+16%	0.63	\$51,430	\$43.48M
Finance and Insurance	477	424	-53	-11%	0.49	\$55,240	\$64.37M
Administrative and Support and Waste Management and Remediation Services	439	411	-28	-6%	0.30	\$37,090	\$24.17M
Wholesale Trade	406	386	-20	-5%	0.49	\$60,207	\$53.01M
Professional, Scientific, and Technical Services	311	315	4	+1%	0.22	\$52,660	\$31.14M
Arts, Entertainment, and Recreation	252	224	-28	-11%	0.59	\$20,715	\$7.58M
Information	411	220	-191	-46%	0.56	\$46,645	\$37.22M
Educational Services	123	157	34	+28%	0.28	\$17,296	\$3.31M
Real Estate and Rental and Leasing	119	122	3	+3%	0.33	\$42,873	\$25.84M
Utilities	63	35	-28	-44%	0.47	\$147,337	\$25.65M
Management of Companies and Enterprises	50	19	-31	-62%	0.06	\$49,858	\$1.14M

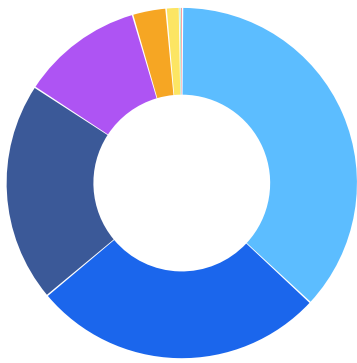
## Business Characteristics

### 3,943 Companies Employ Your Workers

Online profiles for your workers mention 3,943 companies as employers, with the top 10 appearing below. In the last 12 months, 998 companies in Waupaca County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Waupaca Foundry, Inc.	234 	Treehouse Foods, Inc.	489 
State of Wisconsin	150 	Platinum Supplemental Insuranc...	397 
Thedacare, Inc.	149 	Treehouse Private Brands, Inc.	247 
Bemis Company, Inc.	105 	CRST International, Inc.	200 
Treehouse Foods, Inc.	93 	CareInHomes.com	175 
Sturm Foods, Inc.	75 	Roehl Transport, Inc.	174 
Creative Converting	67 	Dollar General Corporation	159 
School District of Waupaca	62 	McDonald's Corporation	150 
County of Waupaca	56 	Tyson Foods, Inc.	145 
Sara Lee Corporation	48 	Telereach Inc	138 

## Business Size

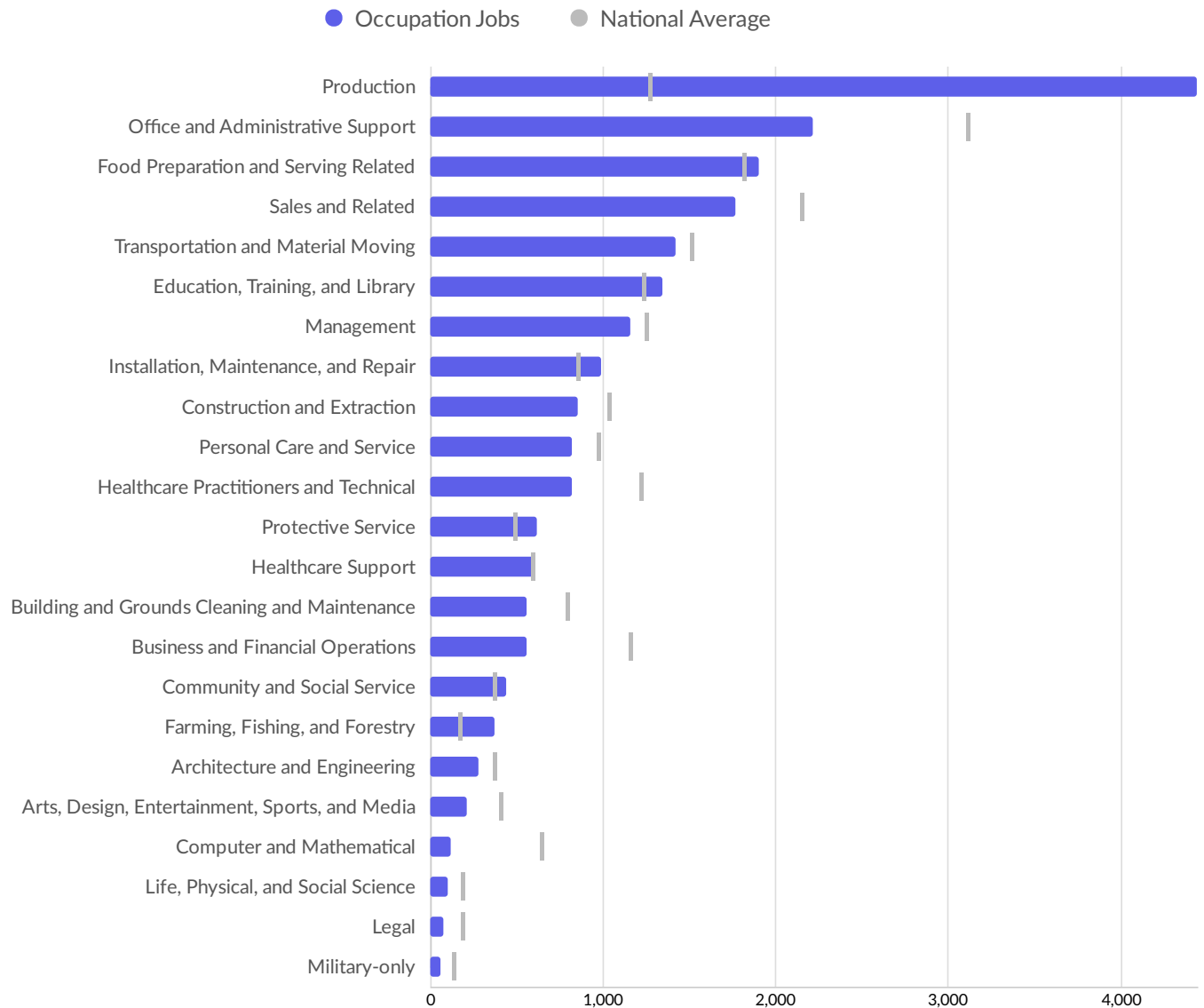


	Percentage	Business Count
1 to 4 employees	36.9%	785
5 to 9 employees	27.0%	575
10 to 19 employees	20.3%	432
20 to 49 employees	11.3%	240
50 to 99 employees	3.1%	66
100 to 249 employees	1.2%	26
250 to 499 employees	0.1%	2
500+ employees	0.2%	4

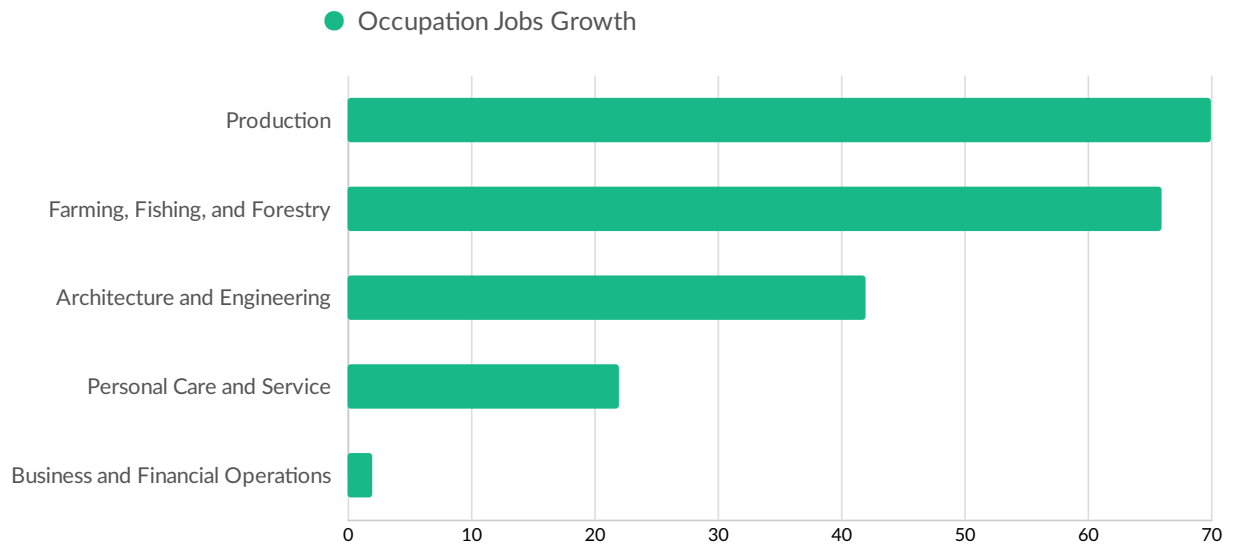
*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

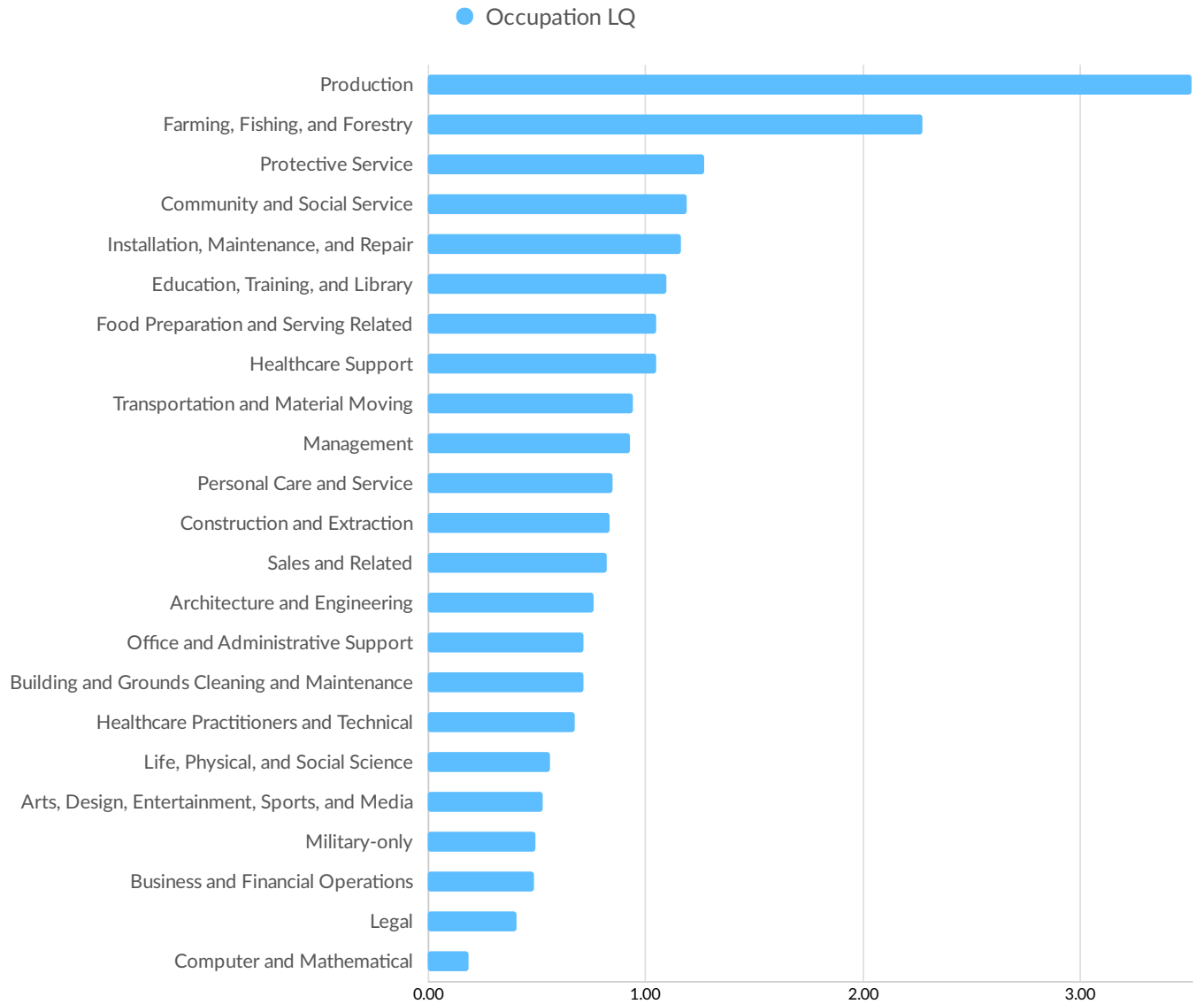
## Largest Occupations



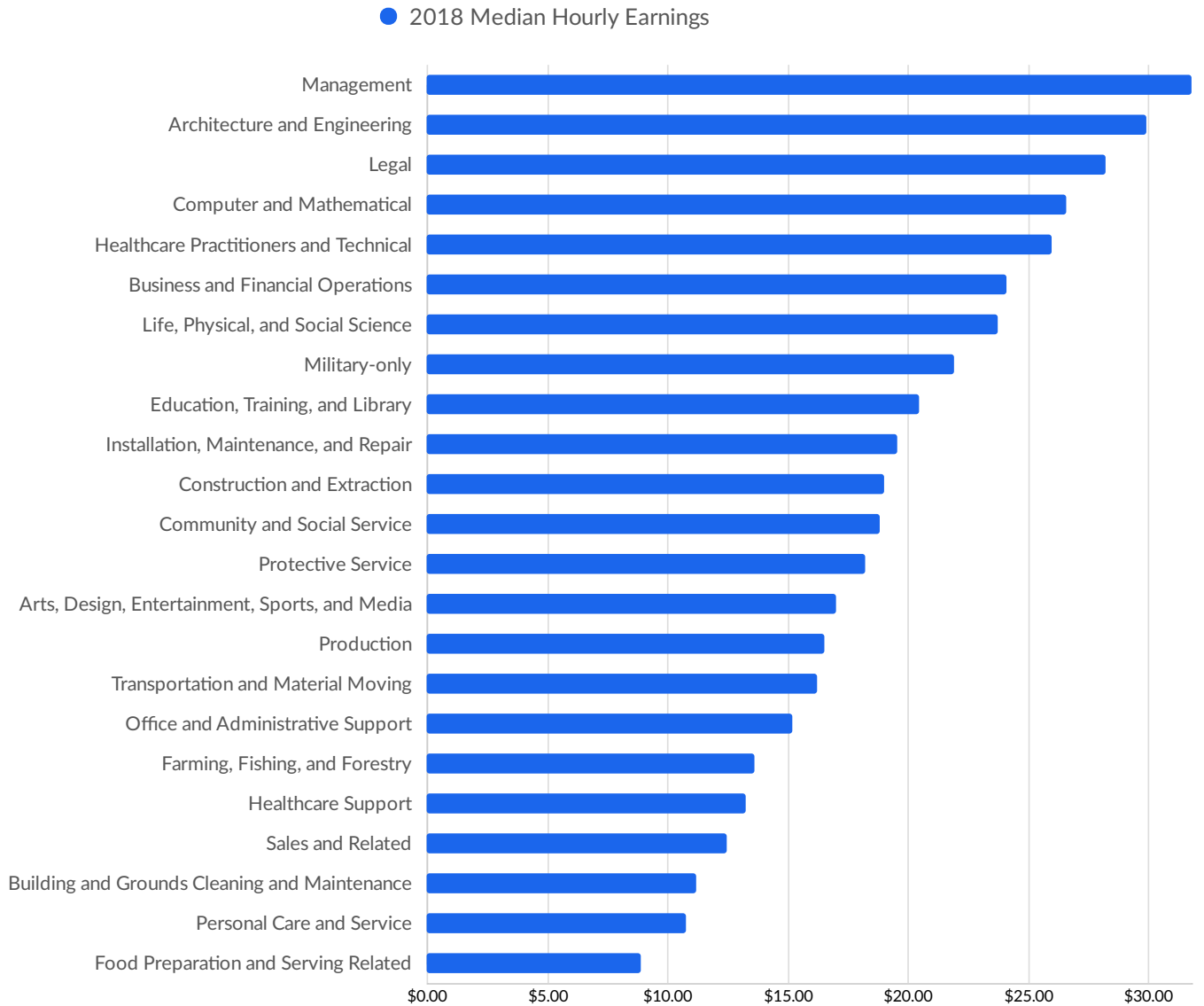
## Top Growing Occupations



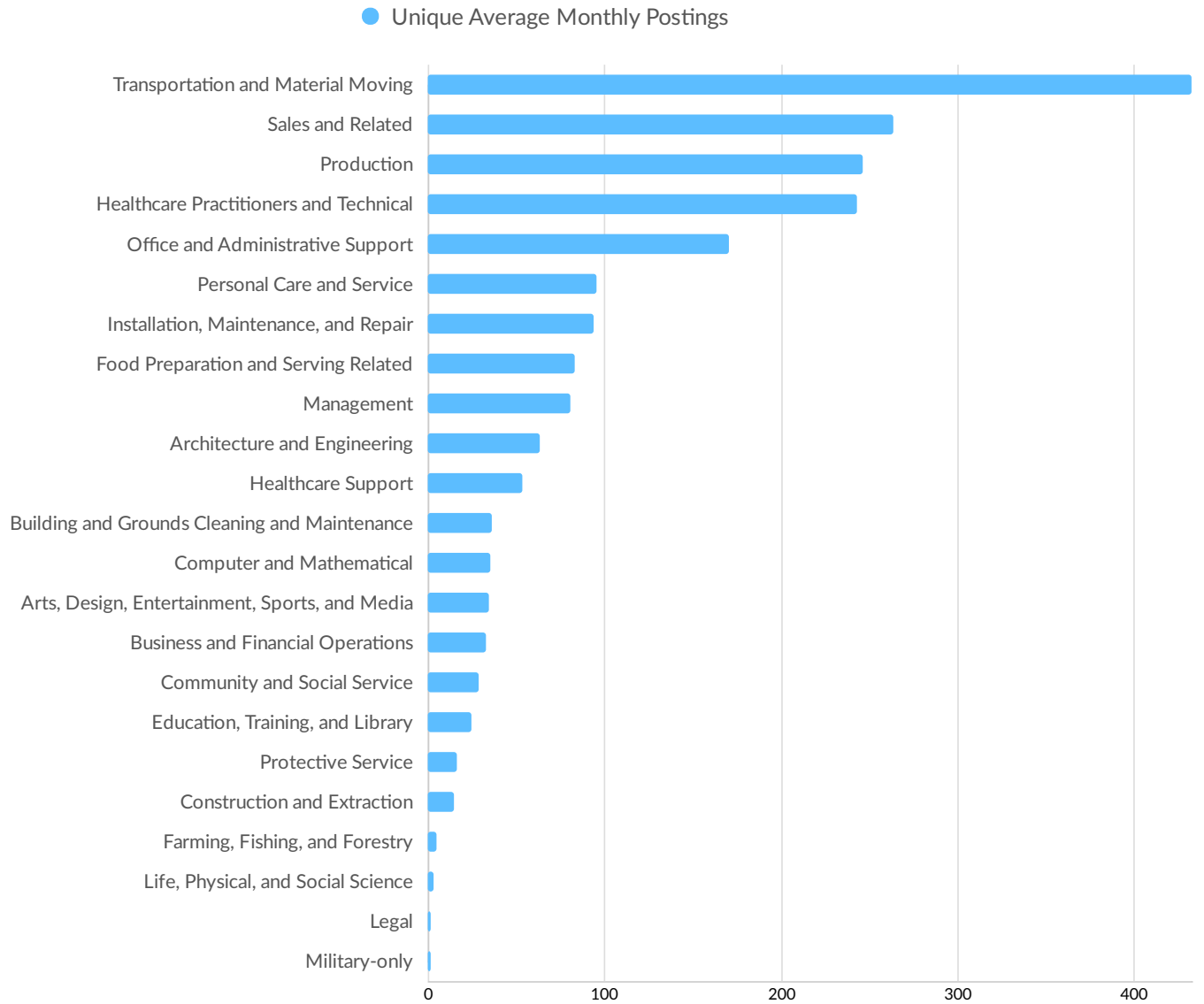
## Top Occupation LQ



## Top Occupation Earnings

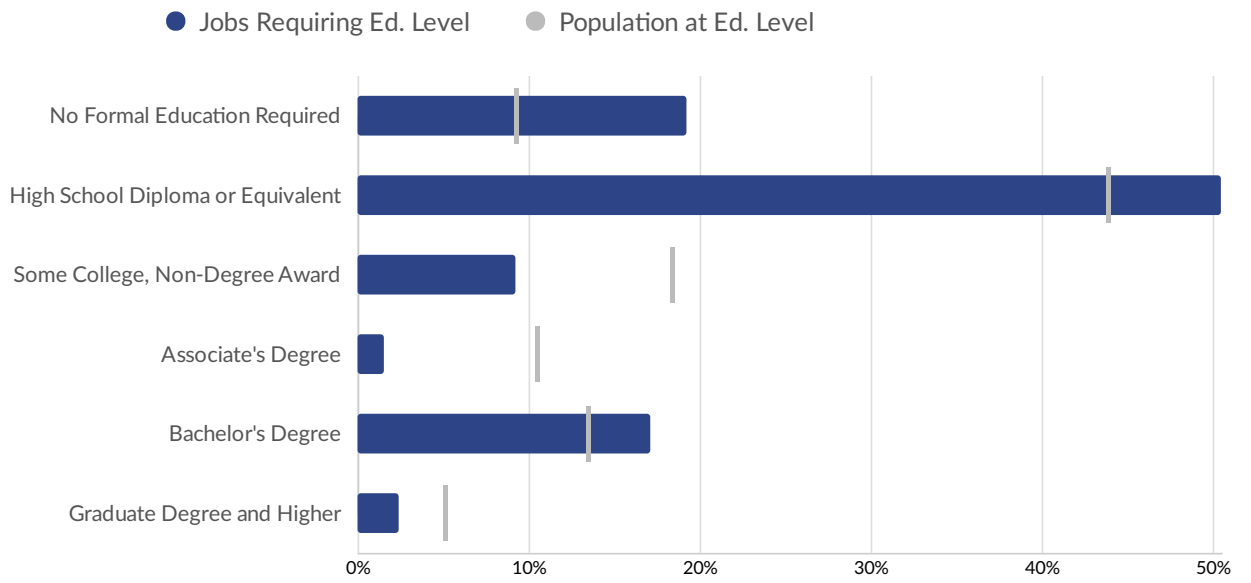


## Top Posted Occupations





## Underemployment



Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jun 2019 - May 2020 Unique Average Monthly Postings
Production	4,373	4,443	70	+2%	3.51	\$16.56	247
Office and Administrative Support	2,490	2,221	-269	-11%	0.72	\$15.22	171
Food Preparation and Serving Related	1,931	1,901	-30	-2%	1.05	\$8.89	83
Sales and Related	1,862	1,767	-95	-5%	0.83	\$12.46	264
Transportation and Material Moving	1,459	1,419	-40	-3%	0.94	\$16.25	433
Education, Training, and Library	1,416	1,345	-71	-5%	1.10	\$20.47	25
Management	1,224	1,163	-61	-5%	0.93	\$31.80	81
Installation, Maintenance, and Repair	1,012	988	-24	-2%	1.17	\$19.55	94
Construction and Extraction	876	857	-19	-2%	0.84	\$19.03	15
Personal Care and Service	801	823	22	+3%	0.85	\$10.76	96
Healthcare Practitioners and Technical	883	821	-62	-7%	0.68	\$25.96	243
Protective Service	700	616	-84	-12%	1.27	\$18.20	17
Healthcare Support	705	612	-93	-13%	1.05	\$13.27	53
Building and Grounds Cleaning and Maintenance	615	561	-54	-9%	0.71	\$11.20	36
Business and Financial Operations	559	561	2	+0%	0.49	\$24.09	33
Community and Social Service	487	436	-51	-10%	1.19	\$18.86	29
Farming, Fishing, and Forestry	303	369	66	+22%	2.28	\$13.64	5
Architecture and Engineering	238	280	42	+18%	0.76	\$29.89	63

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jun 2019 - May 2020 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	271	209	-62	-23%	0.53	\$17.05	34
Computer and Mathematical	131	119	-12	-9%	0.19	\$26.56	35
Life, Physical, and Social Science	111	100	-11	-10%	0.56	\$23.74	4
Legal	76	74	-2	-3%	0.41	\$28.24	2
Military-only	71	62	-9	-13%	0.50	\$21.95	1

## Educational Pipeline

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

# In-Demand Skills

