



Waupaca County, WI

ECWRPC



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Economy Overview

51,073

Population (2018)

Population decreased by 989 over the last 5 years and is projected to decrease by 574 over the next 5 years.

21,915

Jobs (2018)

Jobs decreased by 297 over the last 5 years and are projected to decrease by 180 over the next 5 years.

\$52.4K

Median Household Income (2016)

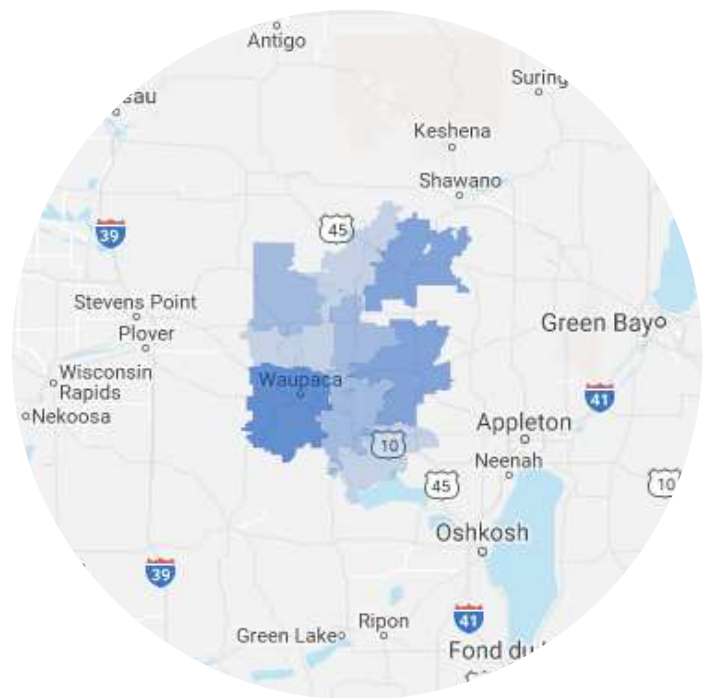
Median household income is \$2.9K below the national median household income of \$55.3K.

As of 2018 the region's population declined by 1.9% since 2013, falling by 989. Population is expected to decrease by 1.1% between 2018 and 2023, losing 574.

From 2013 to 2018, jobs declined by 1.3% in Waupaca County, WI from 22,212 to 21,915. This change fell short of the national growth rate of 7.4% by 8.7%. As the number of jobs declined, the labor force participation rate decreased from 64.5% to 63.7% between 2013 and 2018.

Concerning educational attainment, 12.8% of Waupaca County, WI residents possess a Bachelor's Degree (5.9% below the national average), and 9.4% hold an Associate's Degree (1.4% above the national average).

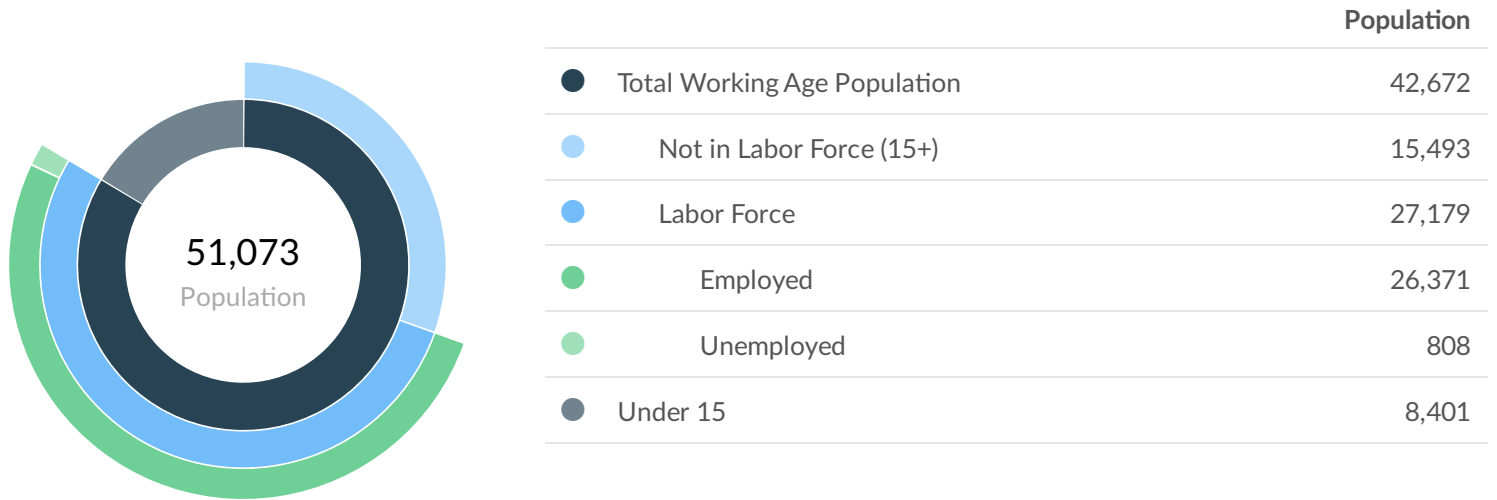
The top three industries in 2018 are Education and Hospitals (Local Government), Foundries, and Restaurants and Other Eating Places.



	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	51,073	27,179	21,915	100.1	\$1.93B	\$3.66B	\$3.27B
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

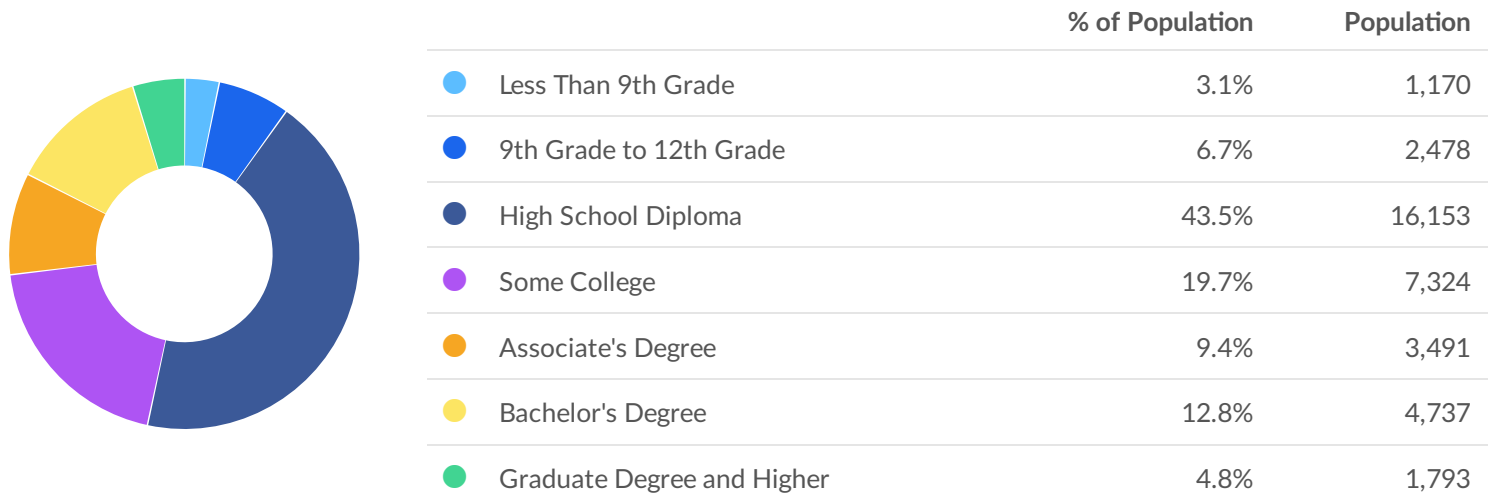
Economy Overview - Cont.

2018 Labor Force Breakdown



Educational Attainment

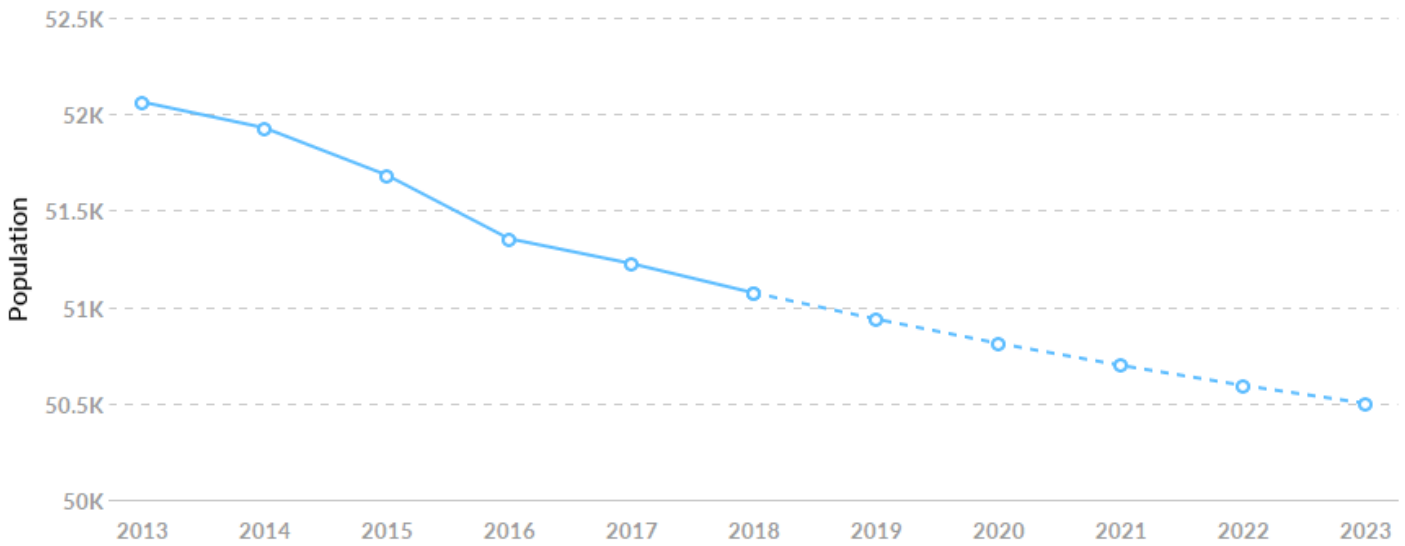
Concerning educational attainment, **12.8% of Waupaca County, WI residents possess a Bachelor's Degree** (5.9% below the national average), and **9.4% hold an Associate's Degree** (1.4% above the national average).



Historic & Projected Trends

Population Trends

As of 2018 the region's population **declined by 1.9%** since 2013, falling by 989. Population is expected to **decrease by 1.1%** between 2018 and 2023, losing 574.

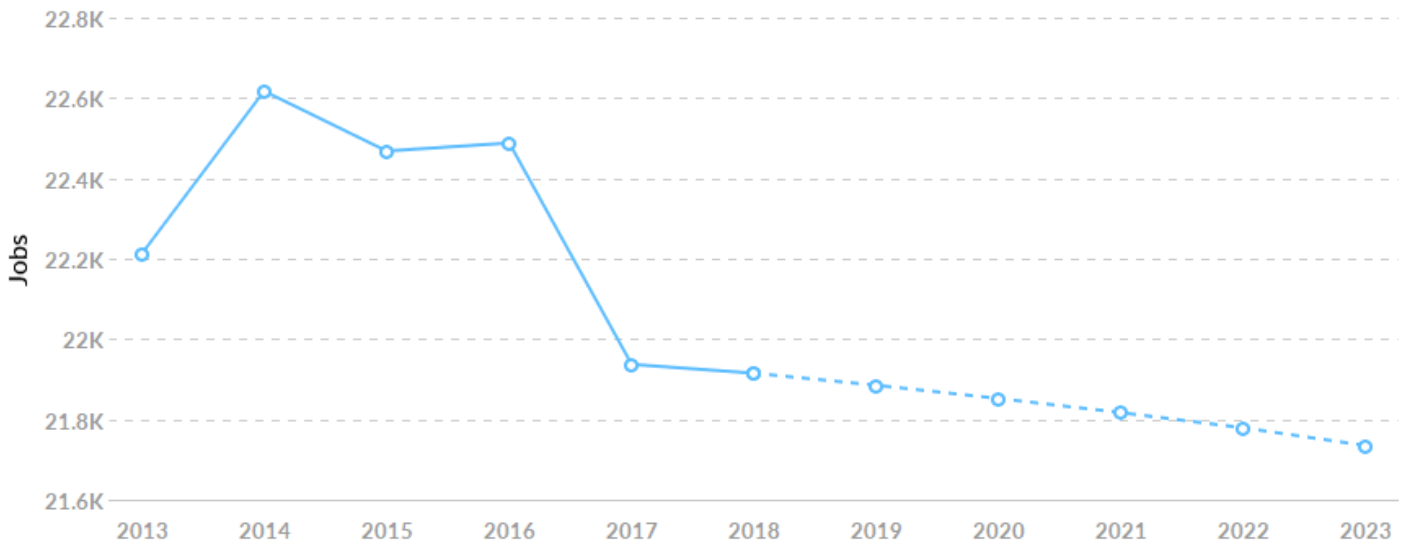


Timeframe	Population
2013	52,063
2014	51,929
2015	51,684
2016	51,354
2017	51,225
2018	51,073
2019	50,937
2020	50,811
2021	50,697
2022	50,593
2023	50,500

Historic & Projected Trends - Cont.

Job Trends

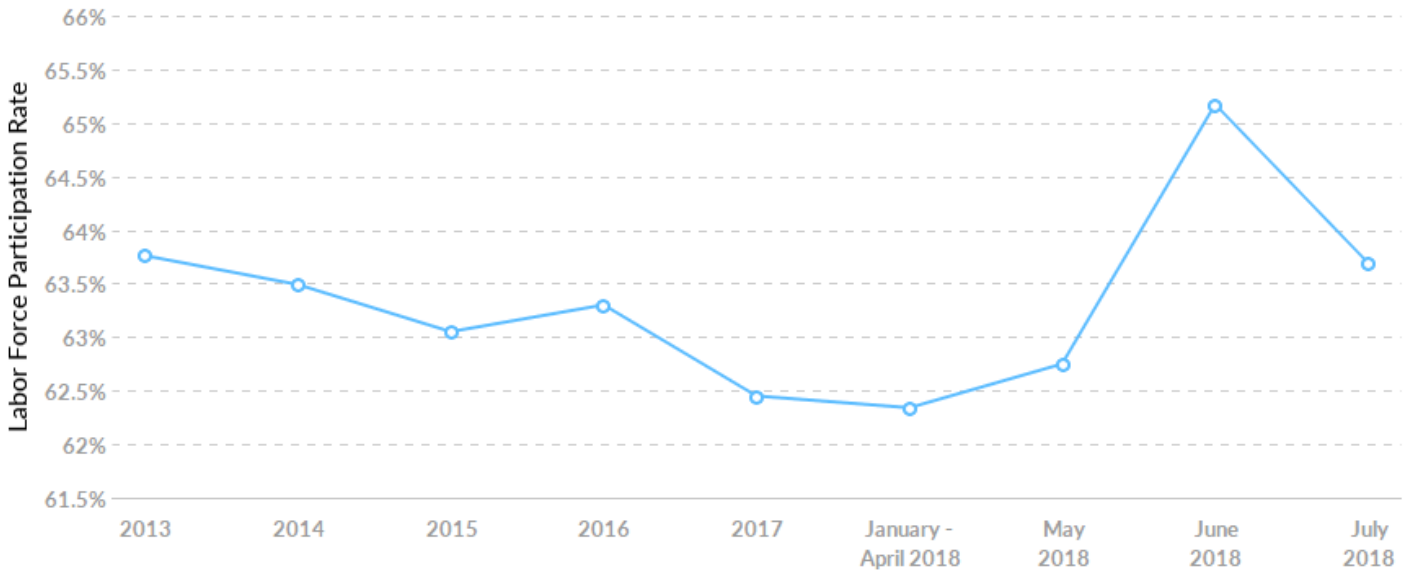
From 2013 to 2018, jobs declined by 1.3% in Waupaca County, WI from 22,212 to 21,915. This change fell short of the national growth rate of 7.4% by 8.7%.



Timeframe	Jobs
2013	22,212
2014	22,617
2015	22,468
2016	22,488
2017	21,937
2018	21,915
2019	21,885
2020	21,852
2021	21,817
2022	21,779
2023	21,735

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

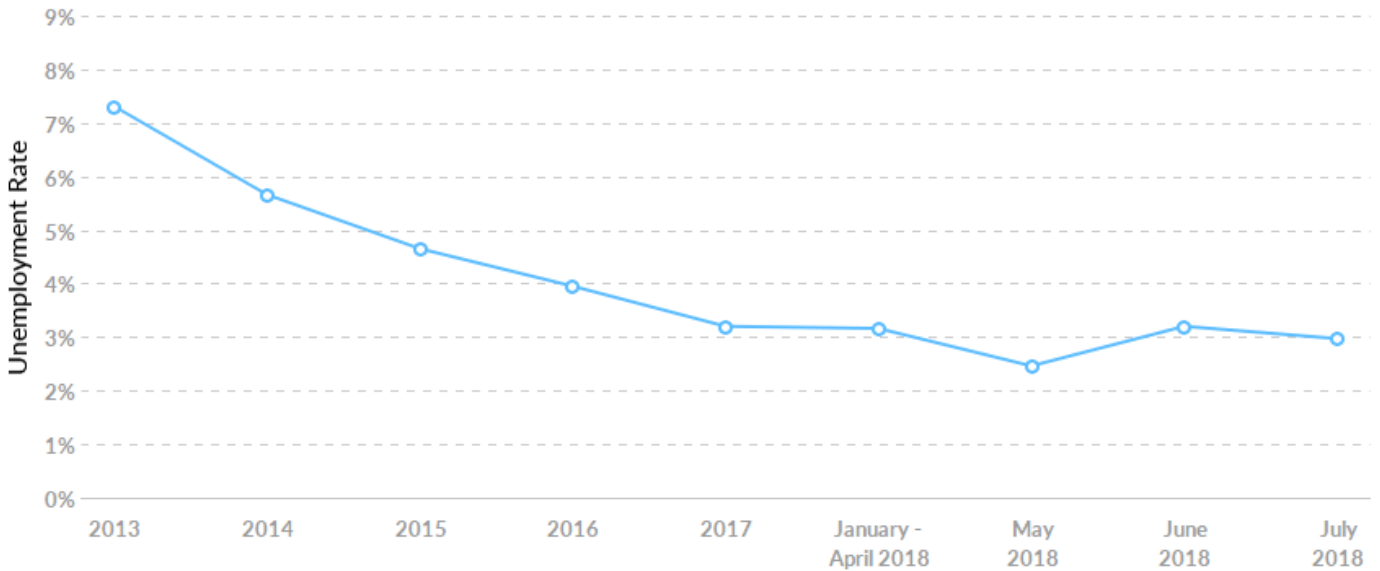


Timeframe	Labor Force Participation Rate
2013	63.76%
2014	63.49%
2015	63.05%
2016	63.30%
2017	62.45%
January - April 2018	62.34%
May 2018	62.75%
June 2018	65.17%
July 2018	63.69%

Historic & Projected Trends - Cont.

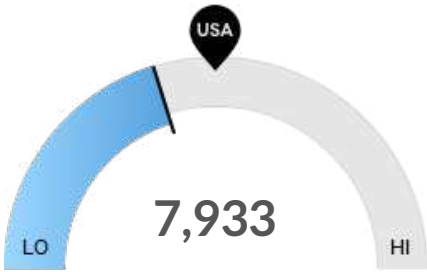
Unemployment Rate Trends

Waupaca County, WI had a July 2018 unemployment rate of 2.97%, **decreasing from 7.31%** 5 years before.



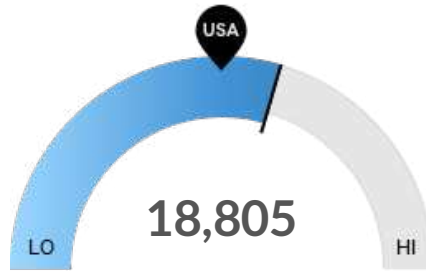
Timeframe	Unemployment Rate
2013	7.31%
2014	5.66%
2015	4.65%
2016	3.95%
2017	3.20%
January - April 2018	3.16%
May 2018	2.46%
June 2018	3.20%
July 2018	2.97%

Population Characteristics



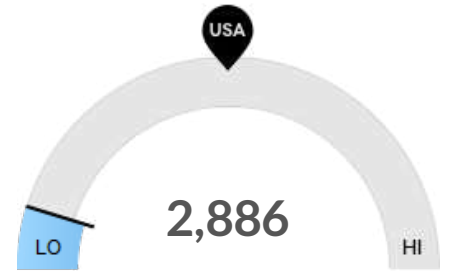
Millennials

Waupaca County, WI has 7,933 millennials (ages 20-34). The national average for an area this size is 10,609.



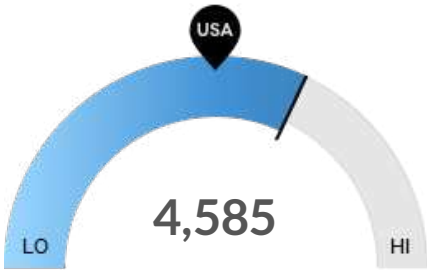
Retiring Soon

Retirement risk is high in Waupaca County, WI. The national average for an area this size is 14,603 people 55 or older, while there are 18,805 here.



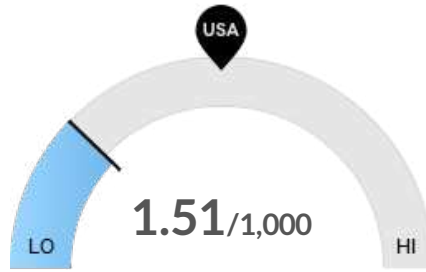
Racial Diversity

Racial diversity is low in Waupaca County, WI. The national average for an area this size is 20,117 racially diverse people, while there are 2,886 here.



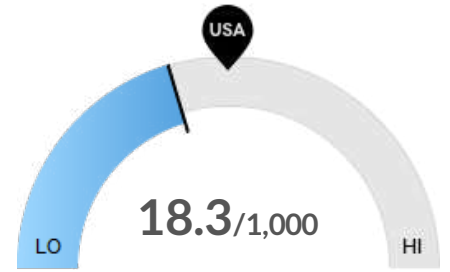
Veterans

Waupaca County, WI has 4,585 veterans. The national average for an area this size is 3,102.



Violent Crime

Waupaca County, WI has 1.51 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



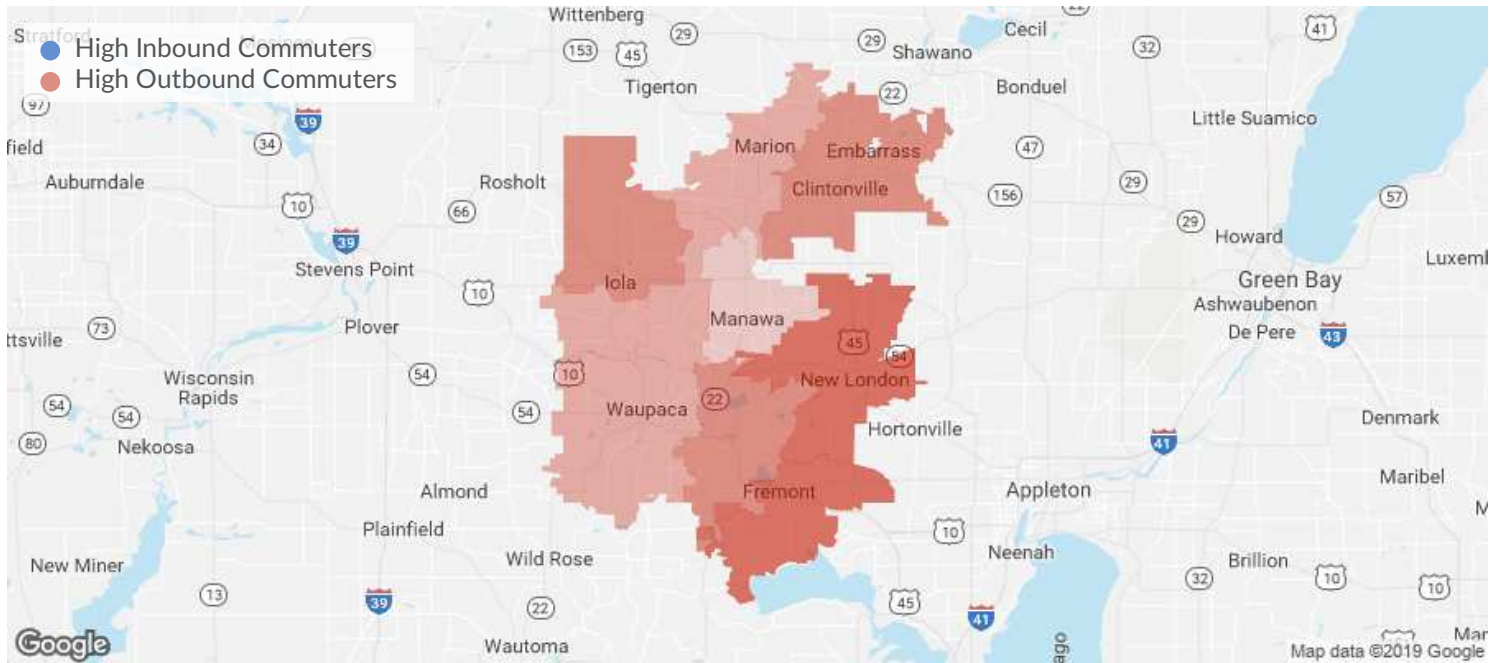
Property Crime

Waupaca County, WI has 18.3 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 Waupaca County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

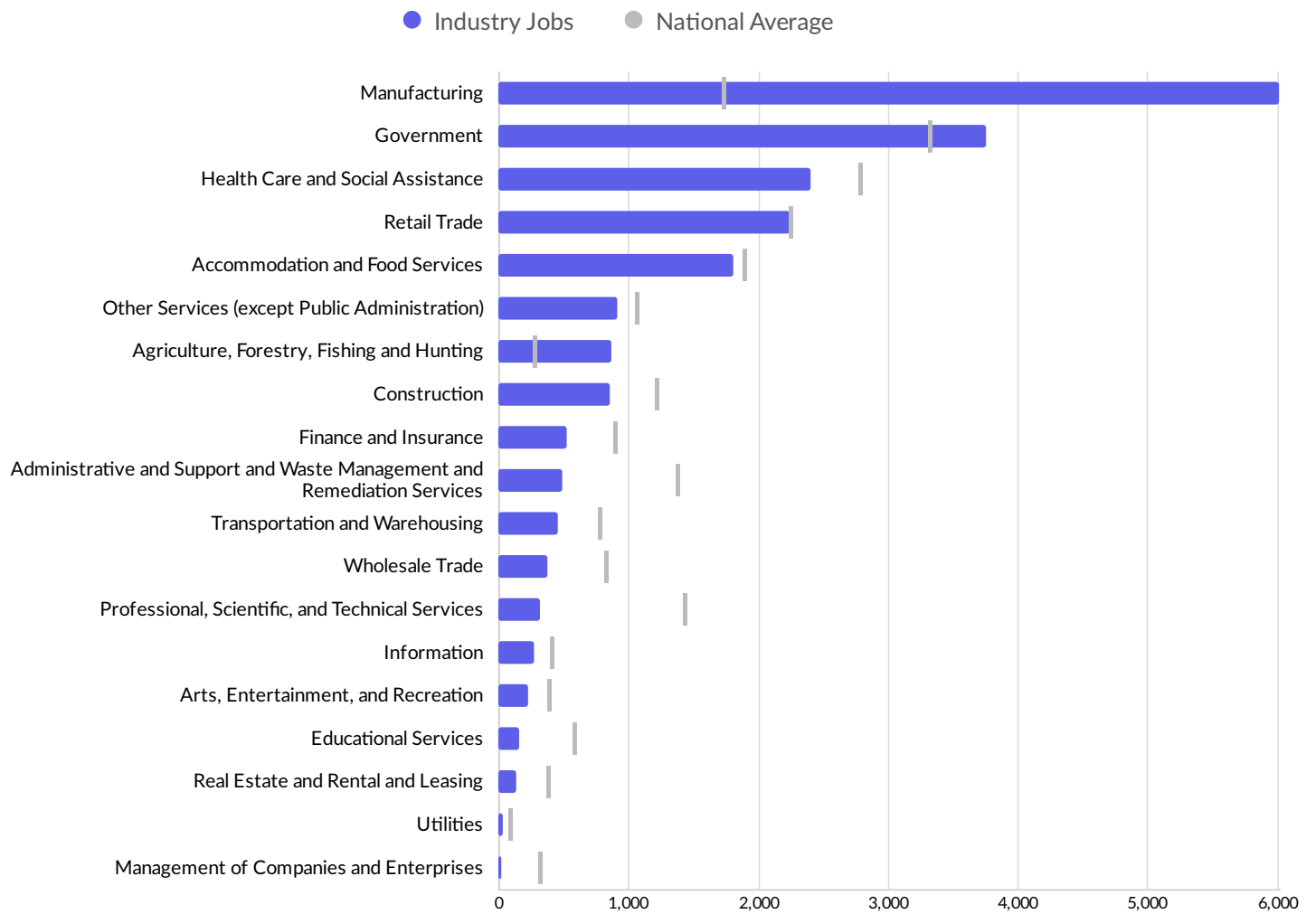
ZIP	Name	2018 Employment
54981	Waupaca, WI (in Waup...	7,445
54961	New London, WI (in W...	4,261
54929	Clintonville, WI (in Wa...	4,022
54949	Manawa, WI (in Waup...	1,499
54950	Marion, WI (in Waupac...	1,484

Where Talent Lives

ZIP	Name	2018 Workers
54981	Waupaca, WI (in Waup...	7,726
54961	New London, WI (in W...	7,416
54929	Clintonville, WI (in Wa...	4,851
54940	Fremont, WI (in Waupa...	2,546
54983	Weyauwega, WI (in W...	2,264

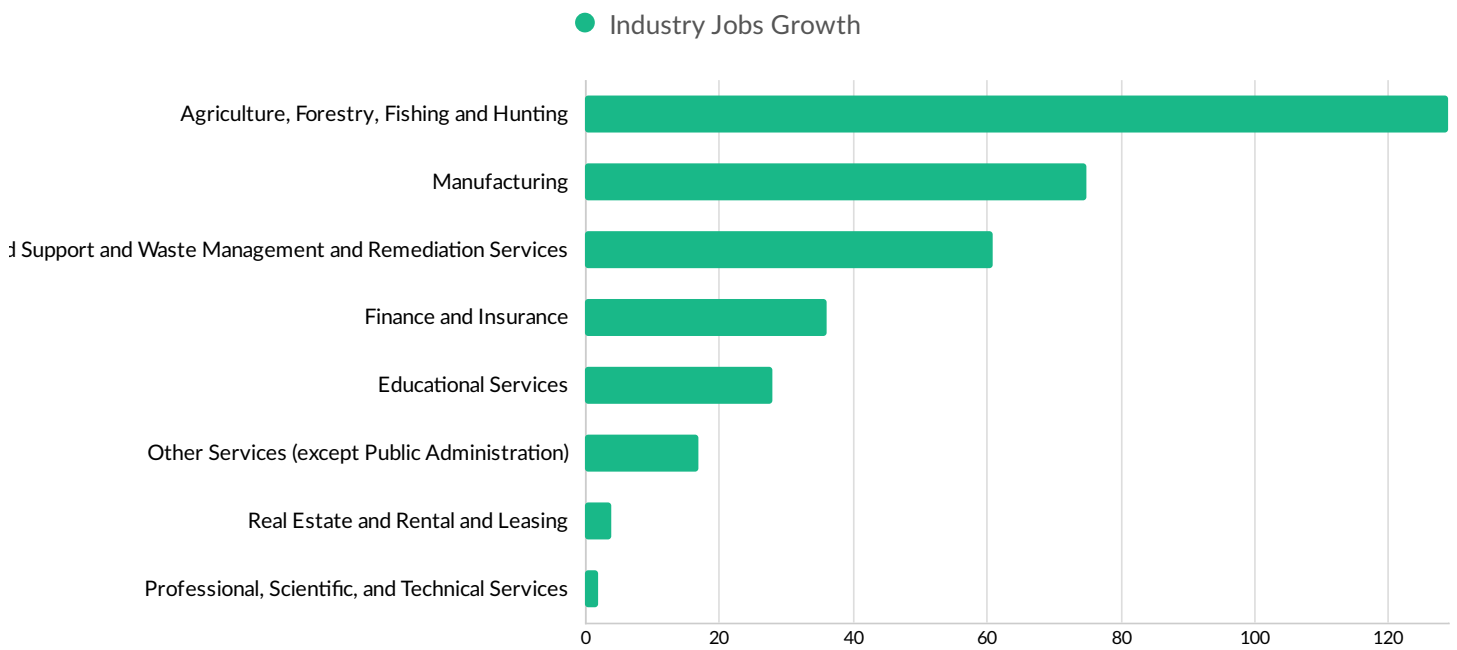
Industry Characteristics

Largest Industries



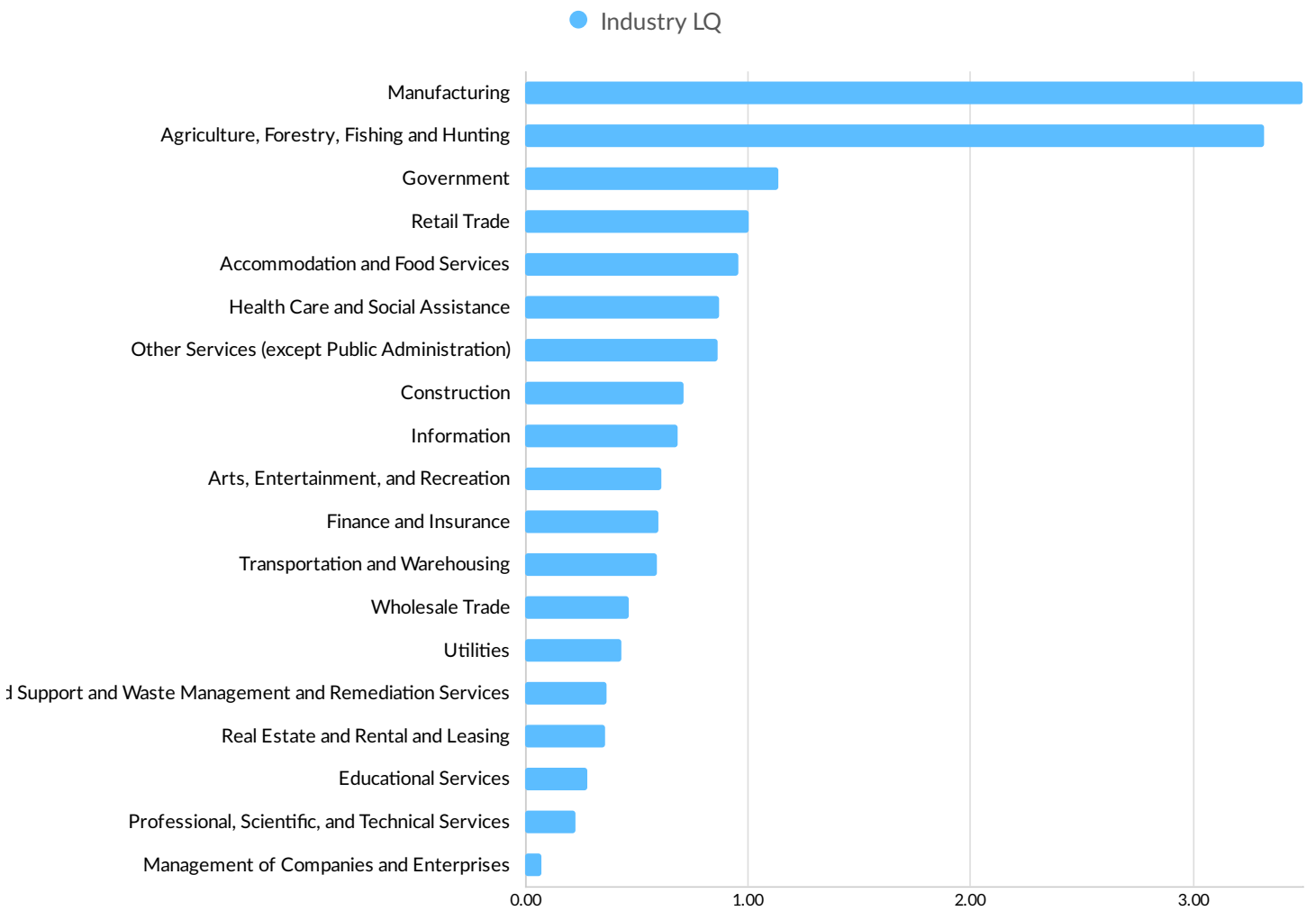
Industry Characteristics - Cont.

Top Growing Industries



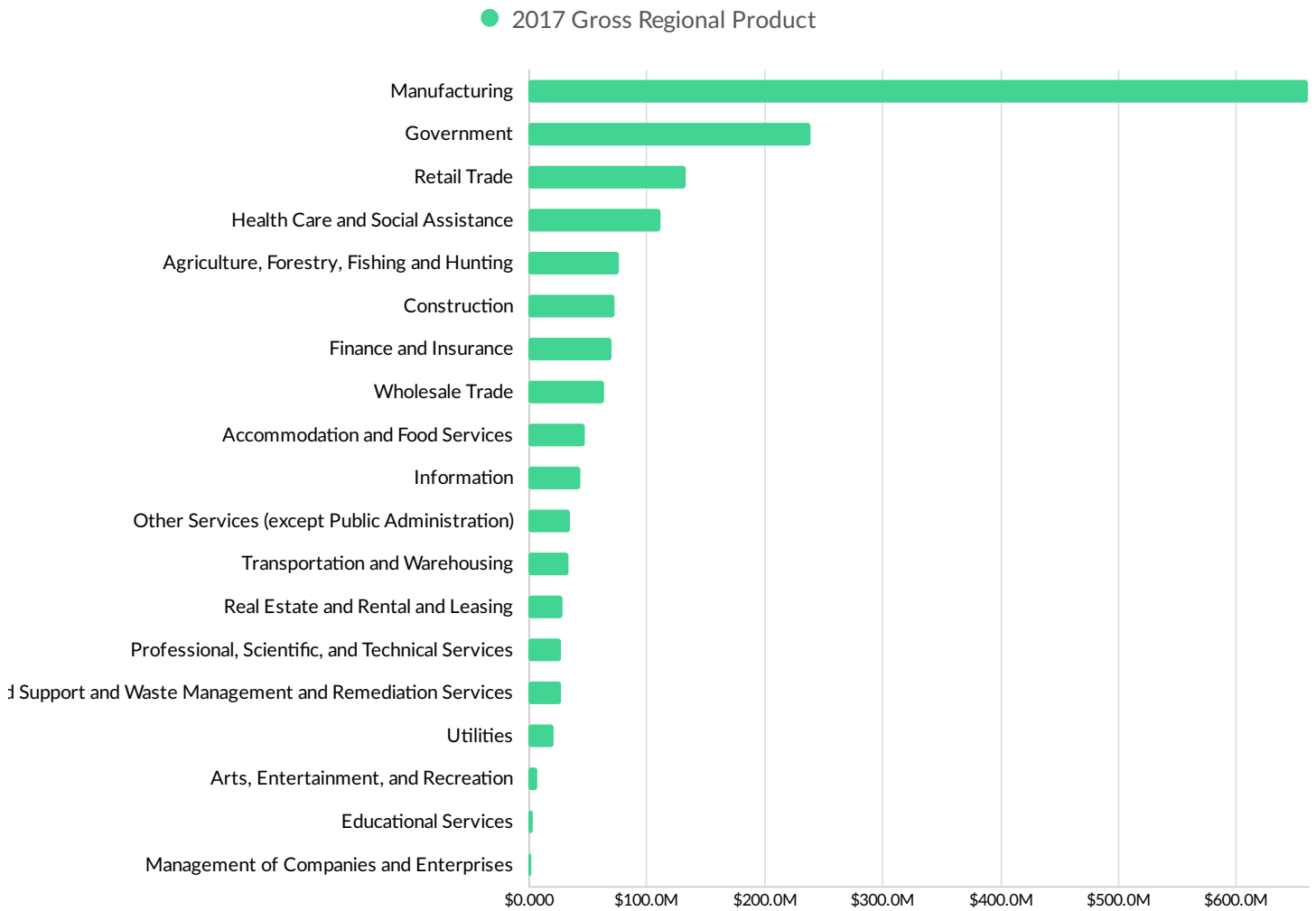
Industry Characteristics - Cont.

Top Industry LQ



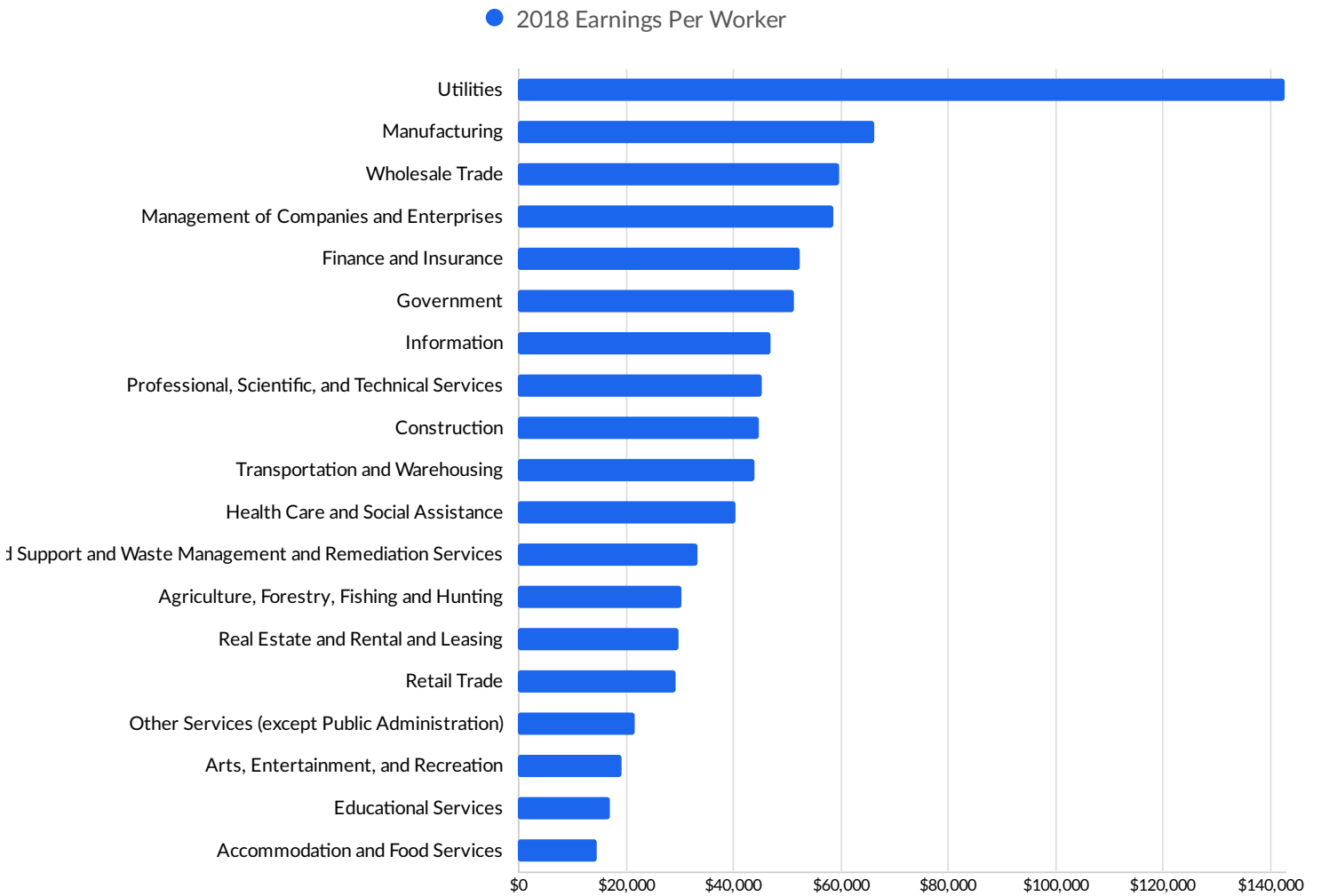
Industry Characteristics - Cont.

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	5,941	6,016	75	+1%	3.49	\$66,345	\$661.23M
Government	3,809	3,763	-46	-1%	1.14	\$51,451	\$239.73M
Health Care and Social Assistance	2,593	2,411	-182	-7%	0.87	\$40,508	\$112.00M
Retail Trade	2,273	2,249	-24	-1%	1.01	\$29,238	\$133.80M
Accommodation and Food Services	1,860	1,806	-54	-3%	0.96	\$14,553	\$47.43M
Other Services (except Public Administration)	894	911	17	+2%	0.87	\$21,628	\$34.82M
Agriculture, Forestry, Fishing and Hunting	741	870	129	+17%	3.32	\$30,348	\$76.83M
Construction	899	860	-39	-4%	0.71	\$44,826	\$72.81M
Finance and Insurance	488	524	36	+7%	0.60	\$52,469	\$70.16M
Administrative and Support and Waste Management and Remediation Services	434	495	61	+14%	0.36	\$33,507	\$27.56M
Transportation and Warehousing	496	459	-37	-7%	0.59	\$43,984	\$34.60M
Wholesale Trade	403	380	-23	-6%	0.46	\$59,714	\$63.71M
Professional, Scientific, and Technical Services	315	317	2	+1%	0.22	\$45,353	\$27.56M
Information	426	277	-149	-35%	0.69	\$46,920	\$43.83M
Arts, Entertainment, and Recreation	259	231	-28	-11%	0.61	\$19,269	\$7.43M
Educational Services	131	159	28	+21%	0.28	\$17,026	\$3.29M
Real Estate and Rental and Leasing	128	132	4	+3%	0.36	\$29,840	\$28.79M
Utilities	61	33	-28	-46%	0.43	\$142,712	\$21.81M
Management of Companies and Enterprises	44	22	-22	-50%	0.07	\$58,620	\$2.08M

Business Characteristics

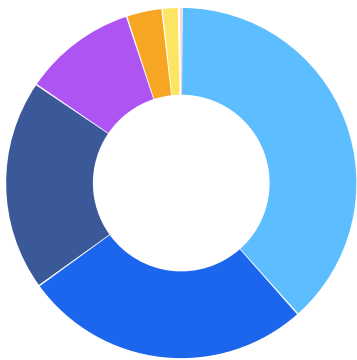
2,760 Companies Employ Your Workers

Online profiles for your workers mention 2,760 companies as employers, with the top 10 appearing below. In the last 12 months, 752 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.	167 	Treehouse Foods, Inc.	540 
Thedacare, Inc.	89 	Iq Resource Inc	191 
Sturm Foods, Inc.	55 	Tutree, Inc.	182 
Creative Converting	51 	C.R. England, Inc.	170 
Bemis Company, Inc.	49 	Tyson Foods, Inc.	150 
State of Wisconsin	44 	Platinum Supplemental Insuran...	144 
School District of Waupaca	43 	Waupaca Foundry, Inc.	117 
Treehouse Foods, Inc.	42 	State of Wisconsin	116 
County of Waupaca	38 	Roehl Transport, Inc.	115 
Sara Lee Corporation	34 	Qps Employment Group, Inc.	102 

Business Characteristics - Cont.

Business Size

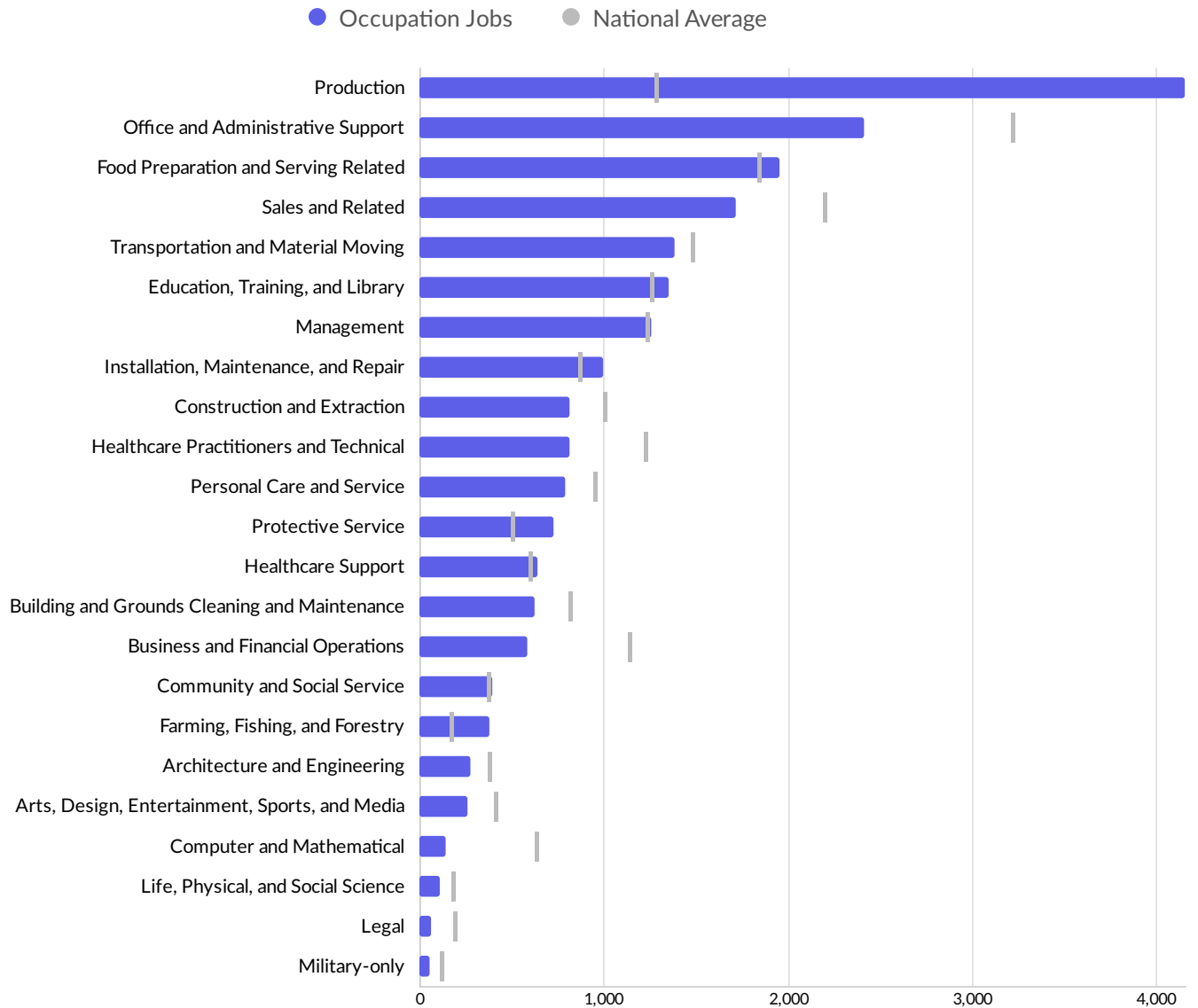


	Percentage	Business Count
1 to 4 employees	38.4%	840
5 to 9 employees	26.6%	583
10 to 19 employees	19.5%	426
20 to 49 employees	10.5%	229
50 to 99 employees	3.3%	72
100 to 249 employees	1.5%	33
250 to 499 employees	0.1%	3
500+ employees	0.2%	4

**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.*

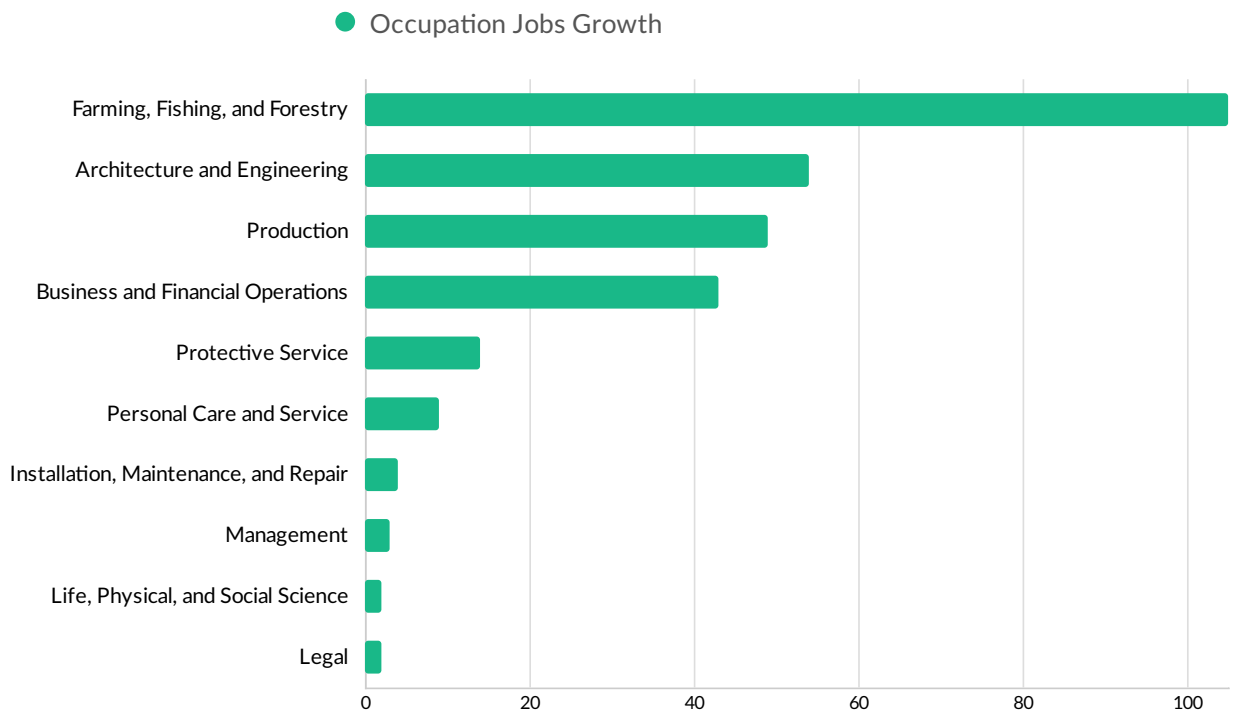
Workforce Characteristics

Largest Occupations



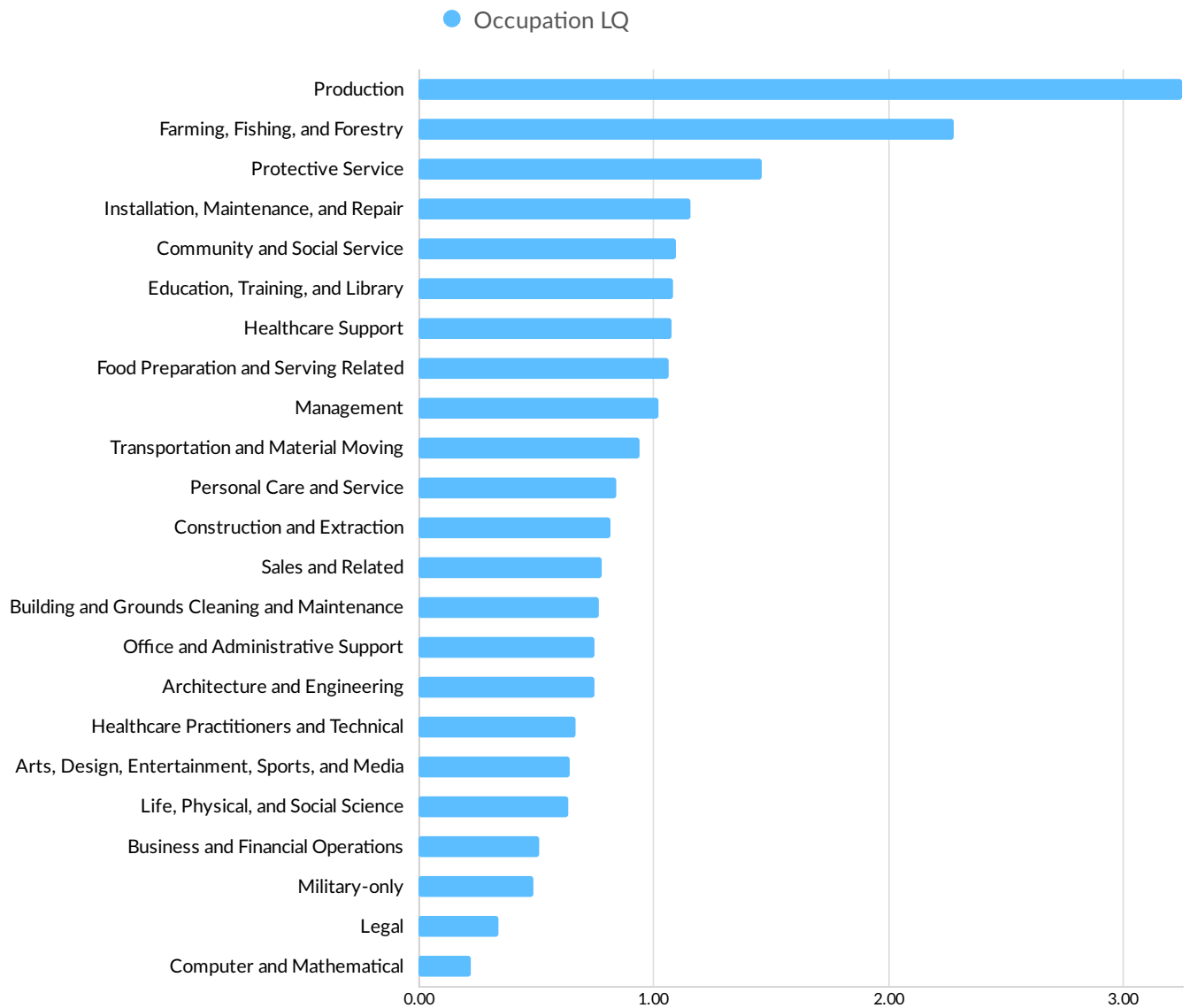
Workforce Characteristics - Cont.

Top Growing Occupations



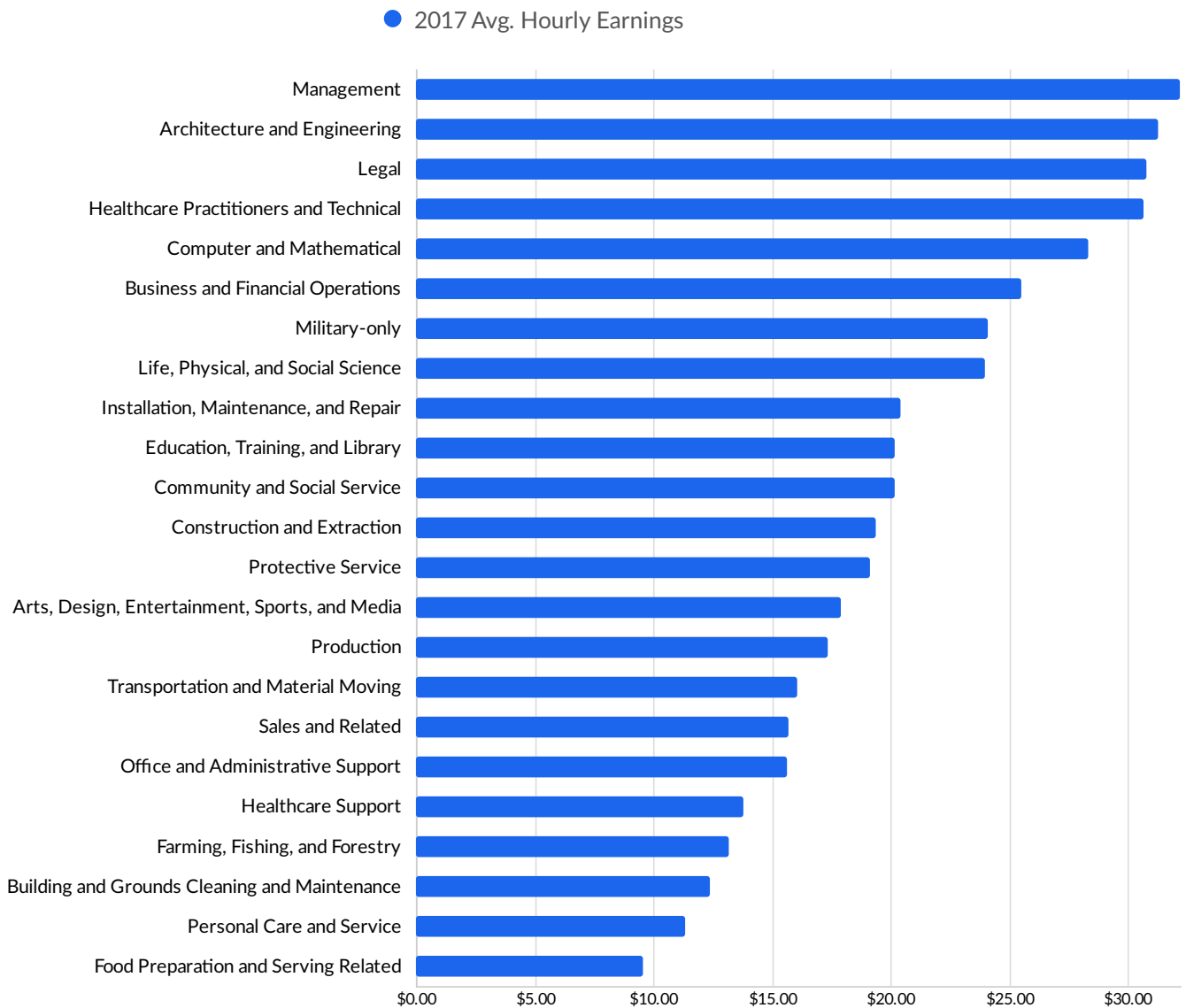
Workforce Characteristics - Cont.

Top Occupation LQ



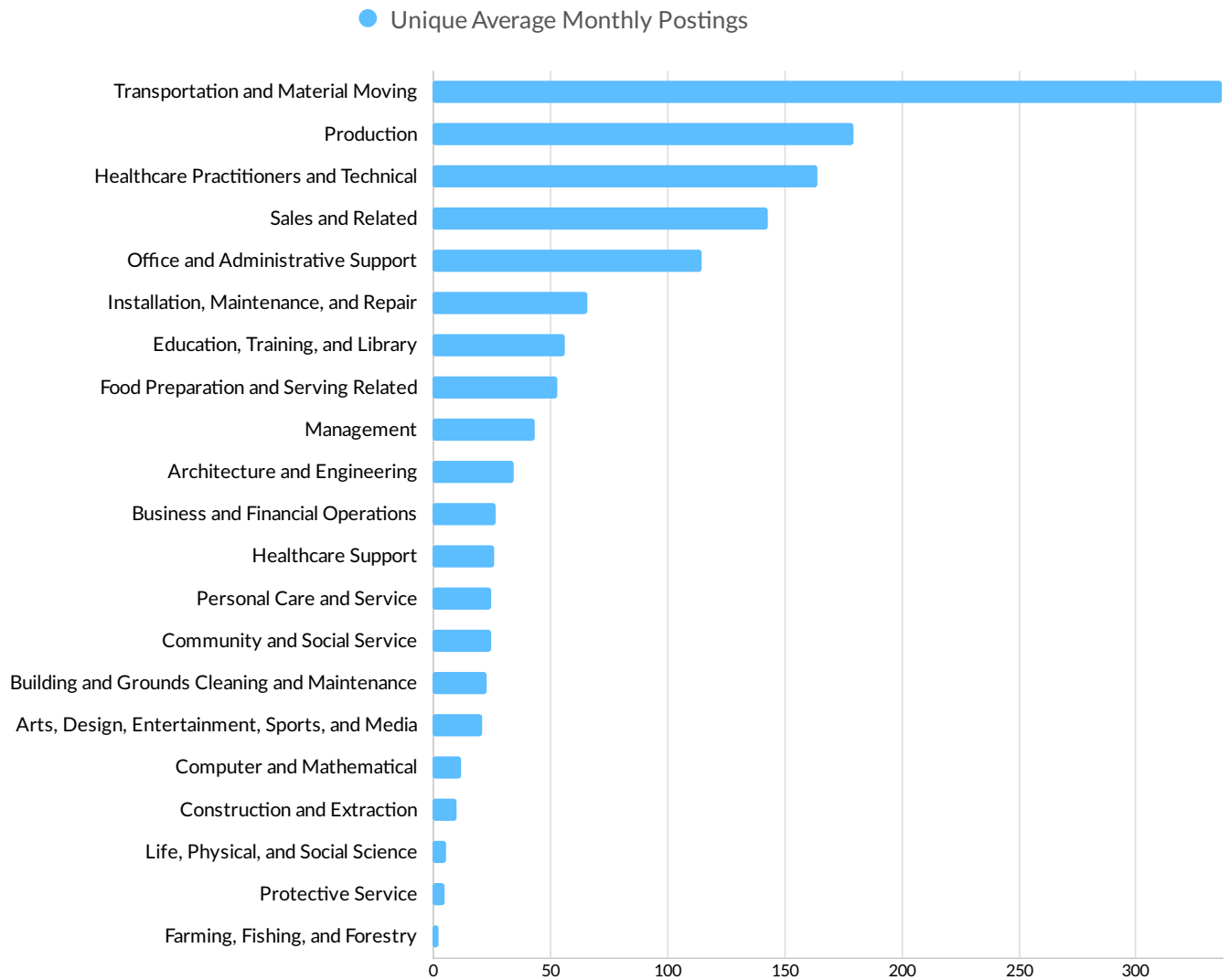
Workforce Characteristics - Cont.

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	4,106	4,155	49	+1%	3.25	\$17.34	180
Office and Administrative Support	2,514	2,415	-99	-4%	0.75	\$15.66	115
Food Preparation and Serving Related	1,988	1,957	-31	-2%	1.07	\$9.56	53
Sales and Related	1,812	1,714	-98	-5%	0.78	\$15.72	143
Transportation and Material Moving	1,464	1,387	-77	-5%	0.94	\$16.09	337
Education, Training, and Library	1,369	1,356	-13	-1%	1.09	\$20.20	57
Management	1,252	1,255	3	+0%	1.03	\$32.20	44
Installation, Maintenance, and Repair	991	995	4	+0%	1.16	\$20.42	66
Construction and Extraction	855	816	-39	-5%	0.82	\$19.35	10
Healthcare Practitioners and Technical	897	815	-82	-9%	0.67	\$30.65	164
Personal Care and Service	783	792	9	+1%	0.84	\$11.33	25
Protective Service	711	725	14	+2%	1.46	\$19.13	5
Healthcare Support	698	643	-55	-8%	1.08	\$13.78	26
Building and Grounds Cleaning and Maintenance	654	623	-31	-5%	0.77	\$12.39	23
Business and Financial Operations	541	584	43	+8%	0.51	\$25.49	27
Community and Social Service	421	399	-22	-5%	1.10	\$20.15	25
Farming, Fishing, and Forestry	276	381	105	+38%	2.28	\$13.16	2

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
Architecture and Engineering	222	276	54	+24%	0.75	\$31.25	35
Arts, Design, Entertainment, Sports, and Media	291	258	-33	-11%	0.64	\$17.91	21
Computer and Mathematical	139	139	0	0%	0.22	\$28.33	12
Life, Physical, and Social Science	110	112	2	+2%	0.64	\$23.96	6
Legal	60	62	2	+3%	0.34	\$30.77	1
Military-only	59	56	-3	-5%	0.49	\$24.11	0

Educational Pipeline

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