



# Waushara County, WI

ECWRPC



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# Economy Overview

**24,321**

**Population (2018)**

Population **grew by 64** over the last 5 years and is projected to **grow by 240** over the next 5 years.

**7,711**

**Total Regional Employment**

Jobs **decreased by 310** over the last 5 years but are projected to **grow by 222** over the next 5 years.

**\$48.4K**

**Median Household Income (2017)**

Median household income is **\$9.2K below** the national median household income of \$57.7K.

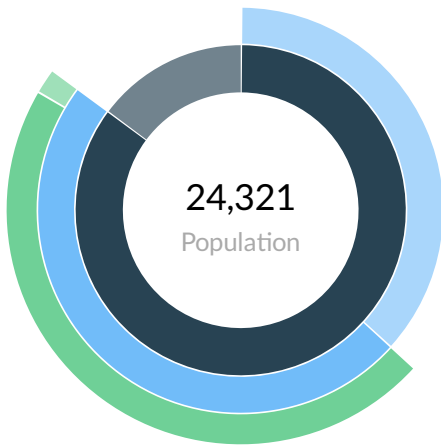
## Takeaways

- As of 2018 the region's population **increased by 0.3%** since 2013, growing by 64. Population is expected to **increase by 1.0%** between 2018 and 2023, adding 240.
- From 2013 to 2018, jobs **declined by 3.9%** in Waushara County, WI from 8,022 to **7,711**. This change **fell short of the national growth rate of 8.5% by 12.4%**. As the number of jobs declined, the **labor force participation rate decreased from 59.0% to 56.9% between 2013 and 2018**.
- Concerning educational attainment, **9.6% of Waushara County, WI residents possess a Bachelor's Degree** (9.0% below the national average), and **7.7% hold an Associate's Degree** (0.3% below the national average).
- The top three industries in 2018 are Crop Production, Local Government, Excluding Education and Hospitals, and Electric Lighting Equipment Manufacturing.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	24,321	11,775	7,711	98.3	\$680.02M	\$1.46B	\$1.07B
New North Region	1,253,846	671,911	674,896	99.9	\$68.86B	\$78.84B	\$80.75B
ECWRPC	665,912	357,681	344,270	98.8	\$34.79B	\$43.12B	\$43.57B
Menominee	4,640	1,601	2,397	94.5	\$135.96M	\$291.97M	\$297.46M
Wisconsin	5,810,713	3,106,626	3,156,907	100.0	\$329.70B	\$293.29B	\$321.51B
United States	328,038,851	162,012,815	163,329,158	100.0	\$20.28T	\$0	\$8.59T

## Economy Overview - Cont.

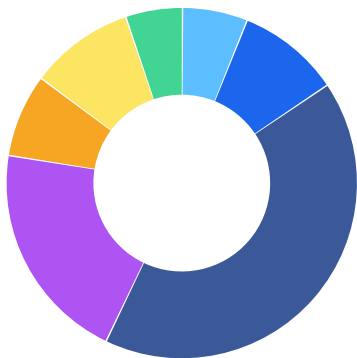
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	20,697
● Not in Labor Force (15+)	8,922
● Labor Force	11,775
● Employed	11,348
● Unemployed	427
● Under 15	3,624

### Educational Attainment

Concerning educational attainment, **9.6% of Waushara County, WI residents possess a Bachelor's Degree** (9.0% below the national average), and **7.7% hold an Associate's Degree** (0.3% below the national average).

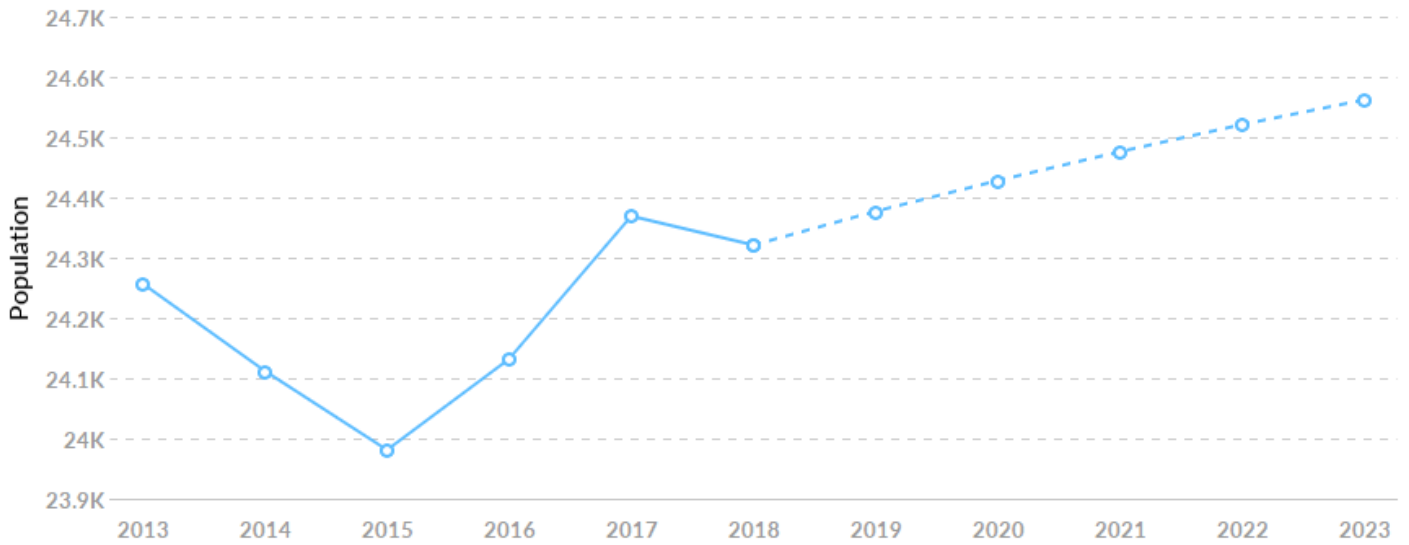


	% of Population	Population
● Less Than 9th Grade	6.0%	1,102
● 9th Grade to 12th Grade	9.5%	1,739
● High School Diploma	41.5%	7,611
● Some College	20.4%	3,742
● Associate's Degree	7.7%	1,405
● Bachelor's Degree	9.6%	1,766
● Graduate Degree and Higher	5.2%	961

# Historic & Projected Trends

## Population Trends

As of 2018 the region's population increased by 0.3% since 2013, growing by 64. Population is expected to increase by 1.0% between 2018 and 2023, adding 240.

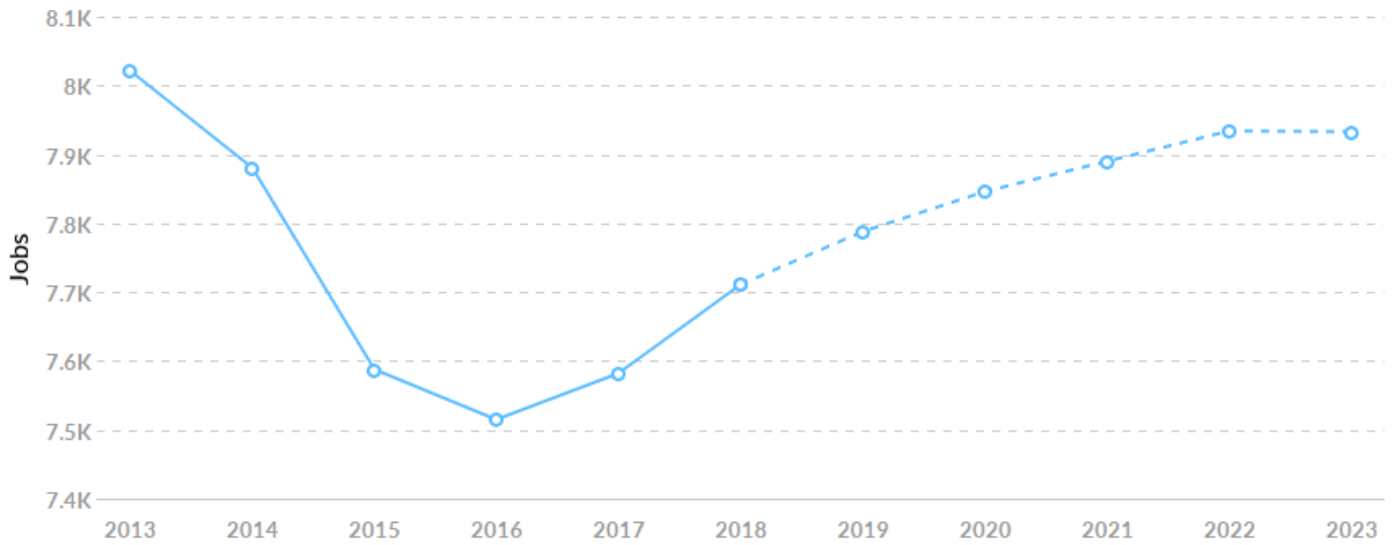


Timeframe	Population
2013	24,257
2014	24,112
2015	23,981
2016	24,132
2017	24,369
2018	24,321
2019	24,377
2020	24,428
2021	24,476
2022	24,521
2023	24,562

# Historic & Projected Trends - Cont.

## Job Trends

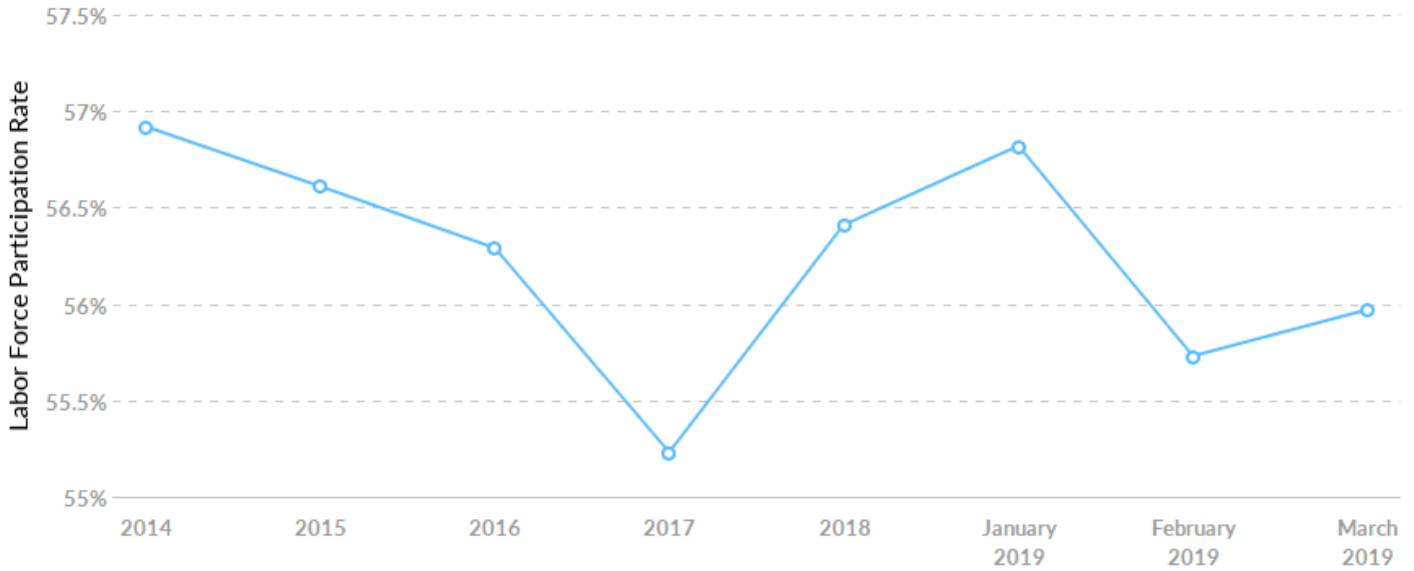
From 2013 to 2018, jobs declined by 3.9% in Waushara County, WI from 8,022 to 7,711. This change fell short of the national growth rate of 8.5% by 12.4%.



Timeframe	Jobs
2013	8,022
2014	7,881
2015	7,588
2016	7,515
2017	7,582
2018	7,711
2019	7,788
2020	7,846
2021	7,890
2022	7,934
2023	7,933

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

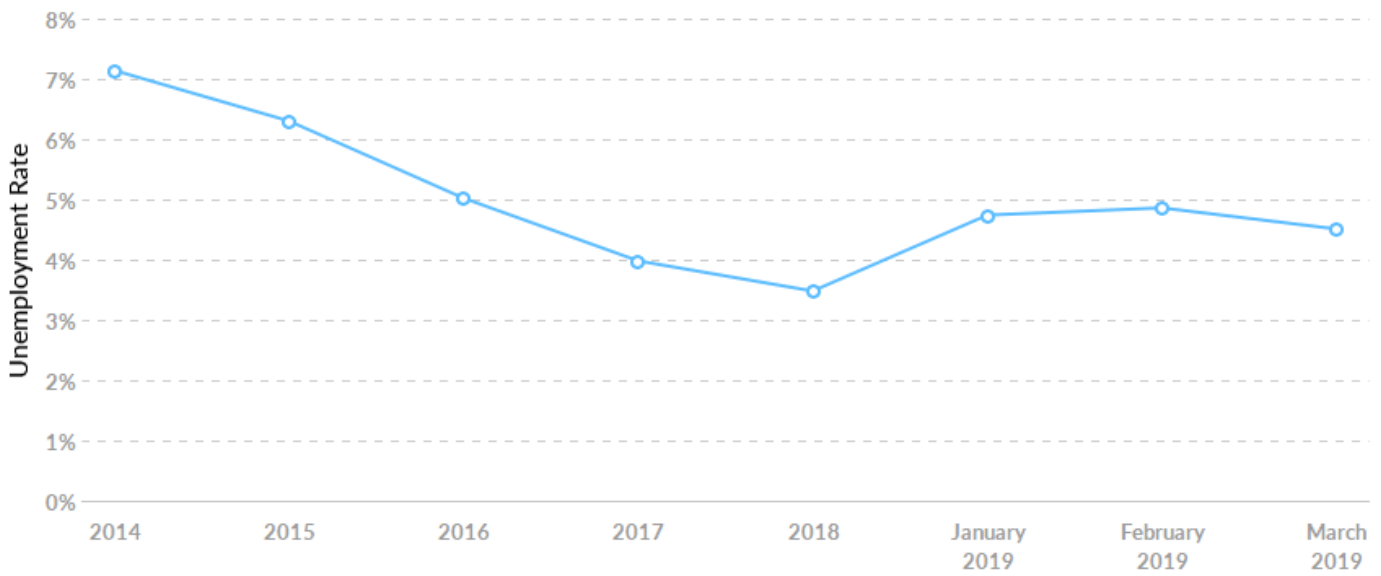


Timeframe	Labor Force Participation Rate
2014	56.92%
2015	56.61%
2016	56.29%
2017	55.23%
2018	56.41%
January 2019	56.82%
February 2019	55.73%
March 2019	55.97%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

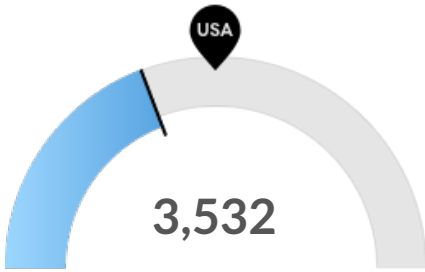
Waushara County, WI had a March 2019 unemployment rate of 4.51%, **decreasing from 7.14%** 5 years before.



Timeframe	Unemployment Rate
2014	7.14%
2015	6.30%
2016	5.02%
2017	3.98%
2018	3.48%
January 2019	4.74%
February 2019	4.86%
March 2019	4.51%

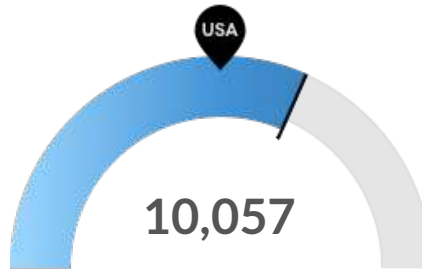


## Population Characteristics



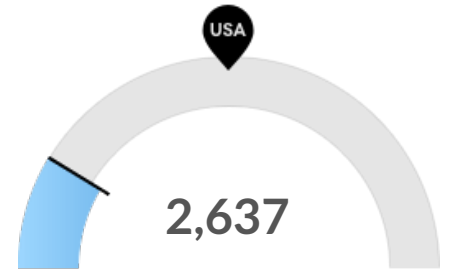
Millennials

Waushara County, WI has 3,532 millennials (ages 20-34). The national average for an area this size is 5,047.



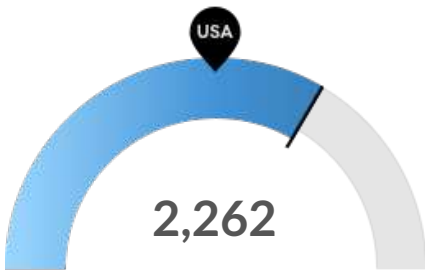
Retiring Soon

Retirement risk is high in Waushara County, WI. The national average for an area this size is 6,947 people 55 or older, while there are 10,057 here.



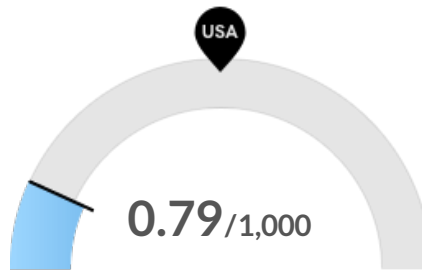
Racial Diversity

Racial diversity is low in Waushara County, WI. The national average for an area this size is 9,570 racially diverse people, while there are 2,637 here.



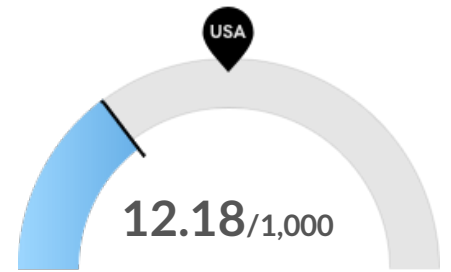
Veterans

Waushara County, WI has 2,262 veterans. The national average for an area this size is 1,417.



Violent Crime

Waushara County, WI has 0.79 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



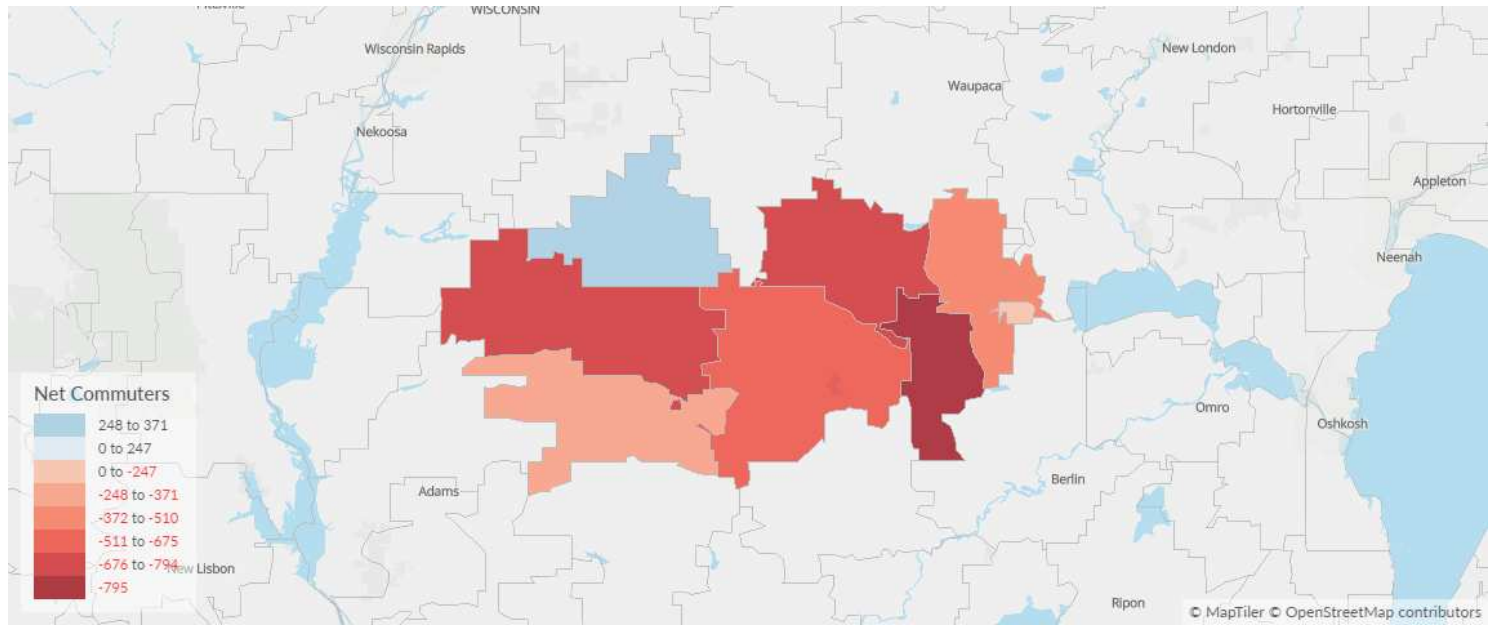
Property Crime

Waushara County, WI has 12.18 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 Waushara County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

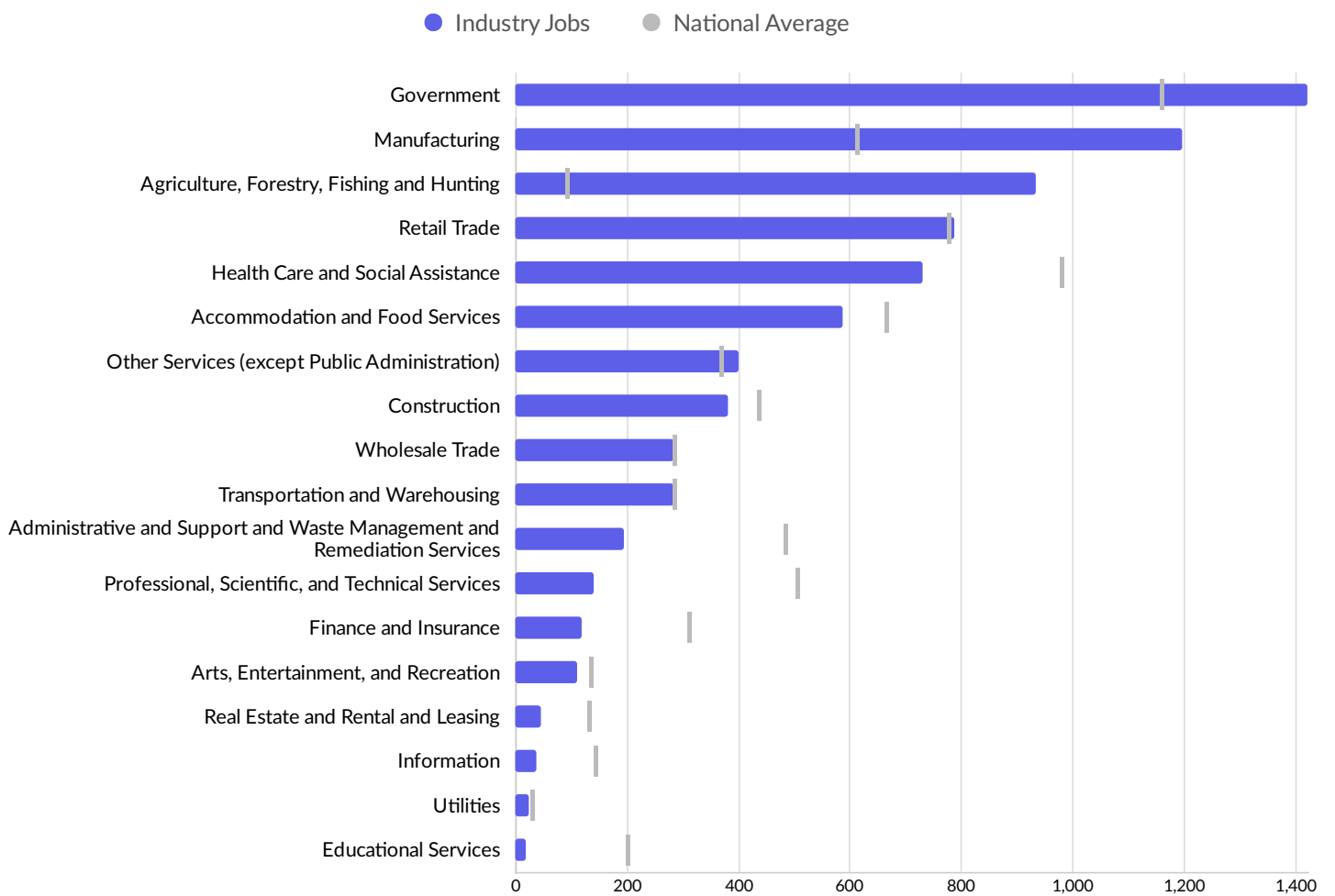
ZIP	Name	2018 Employment
54982	Wautoma, WI (in Waus...)	3,025
54966	Plainfield, WI (in Waush...)	1,677
54984	Wild Rose, WI (in Waus...)	1,227
54970	Redgranite, WI (in Wau...)	658
54930	Coloma, WI (in Wausha...)	504

### Where Talent Lives

ZIP	Name	2018 Workers
54982	Wautoma, WI (in Waus...)	3,536
54984	Wild Rose, WI (in Waus...)	1,902
54970	Redgranite, WI (in Wau...)	1,453
54966	Plainfield, WI (in Waush...)	1,430
54943	Hancock, WI (in Waush...)	908

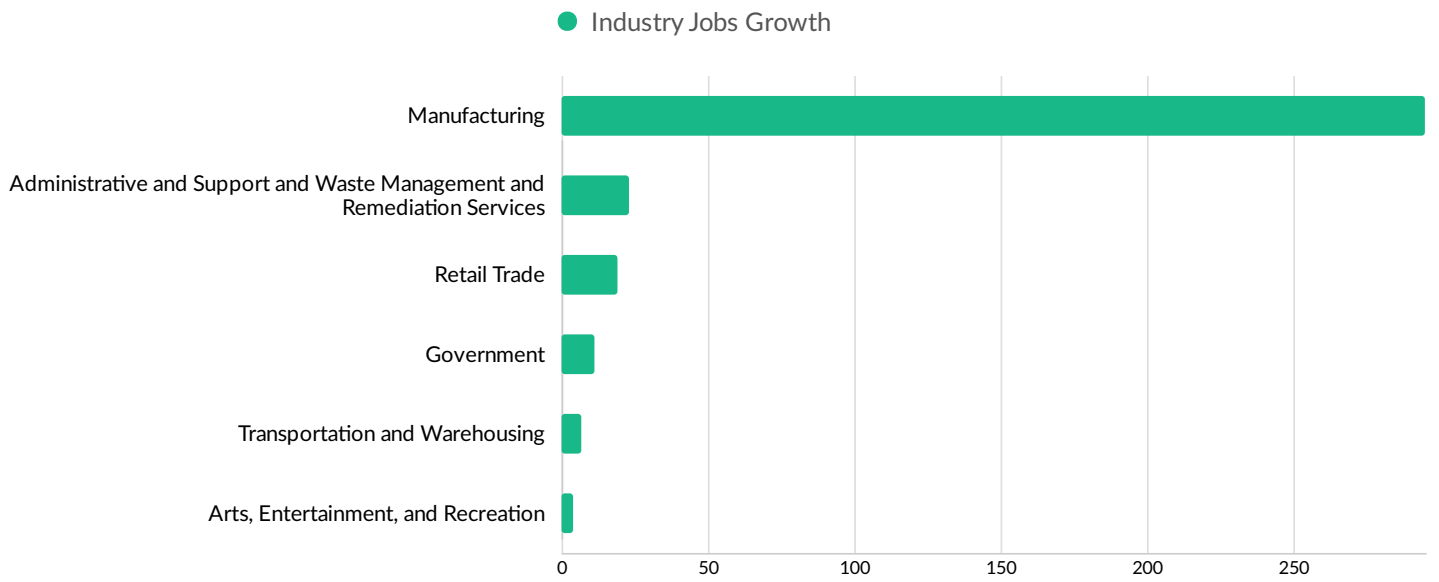
# Industry Characteristics

## Largest Industries



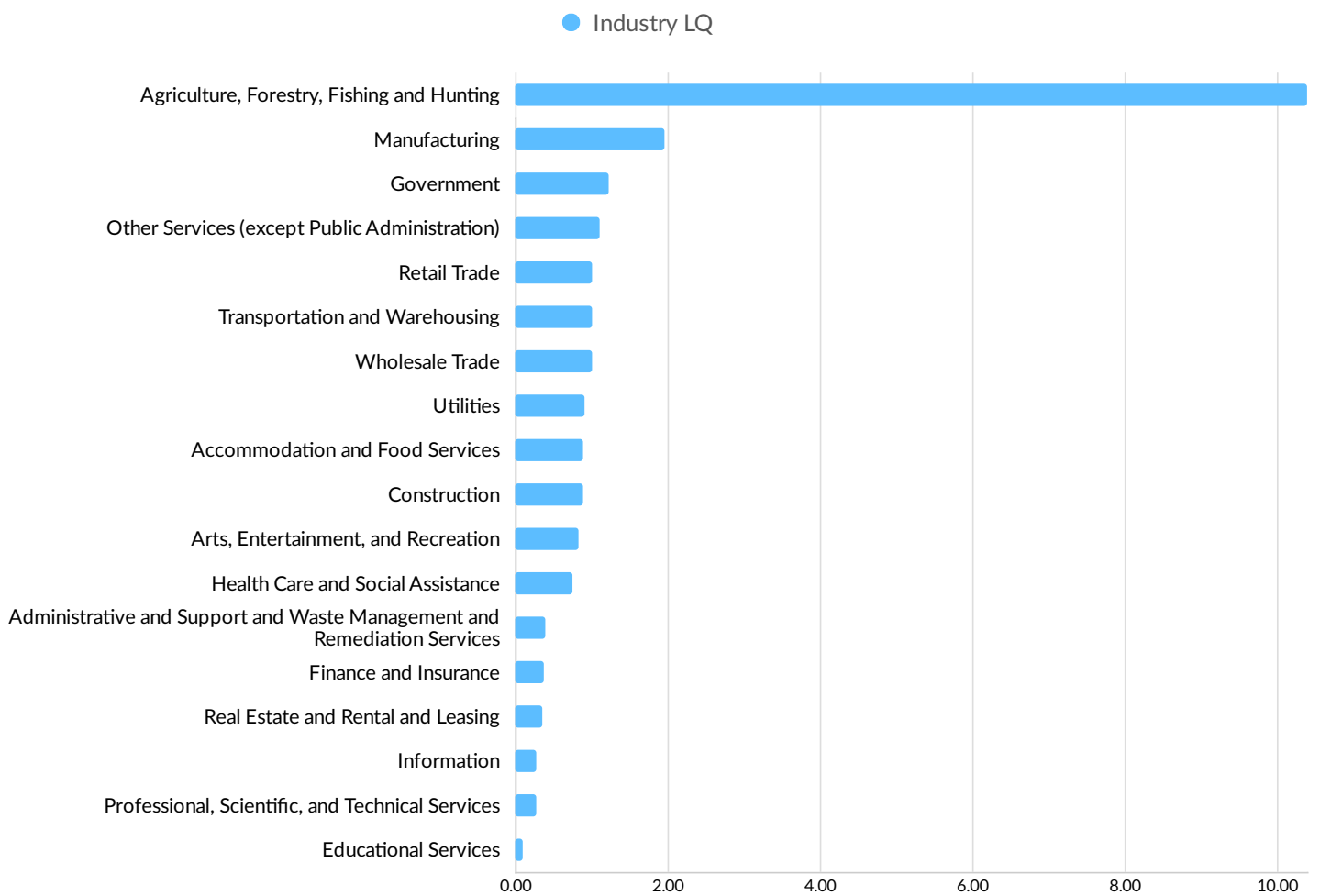
## Industry Characteristics - Cont.

### Top Growing Industries



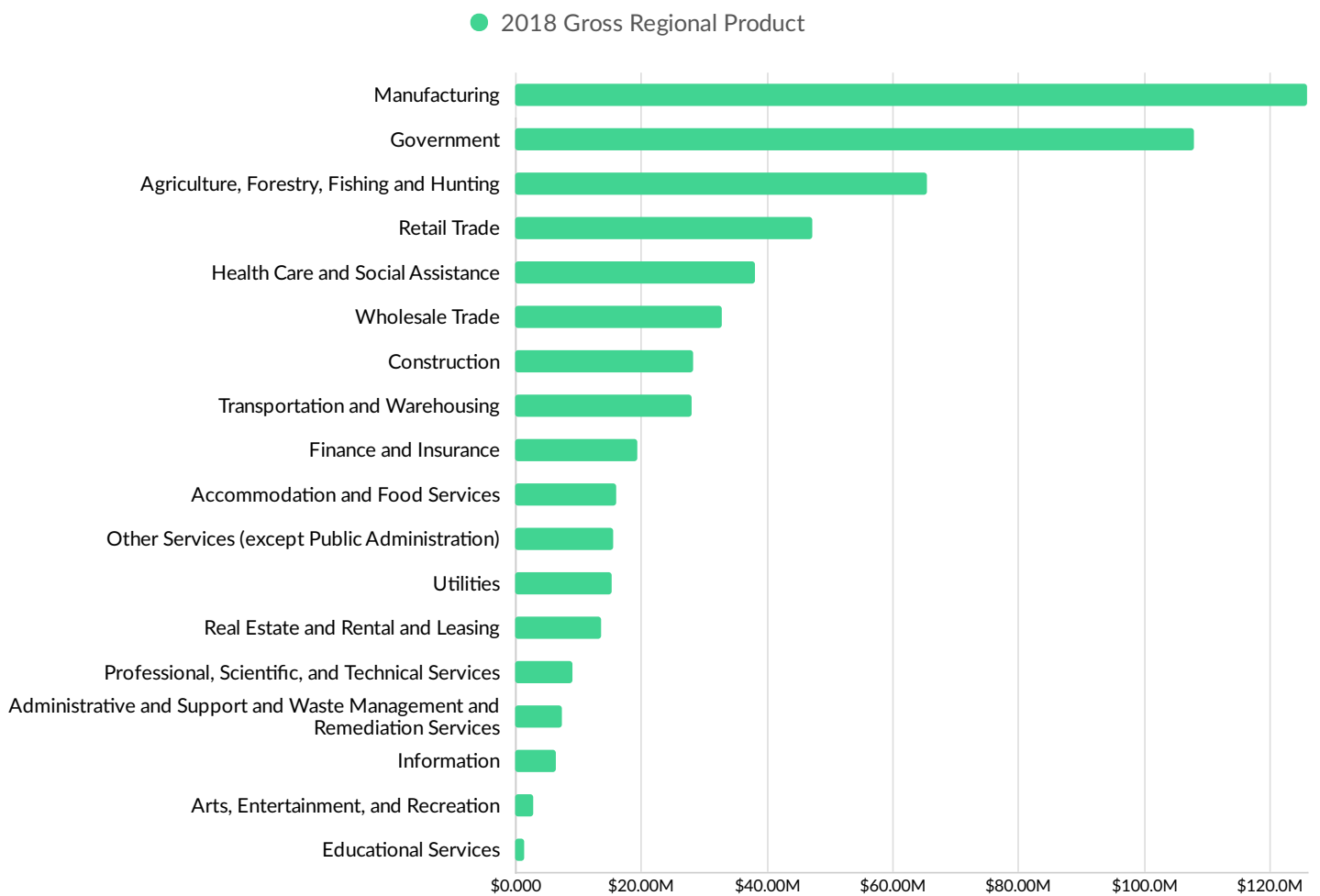
# Industry Characteristics - Cont.

## Top Industry LQ



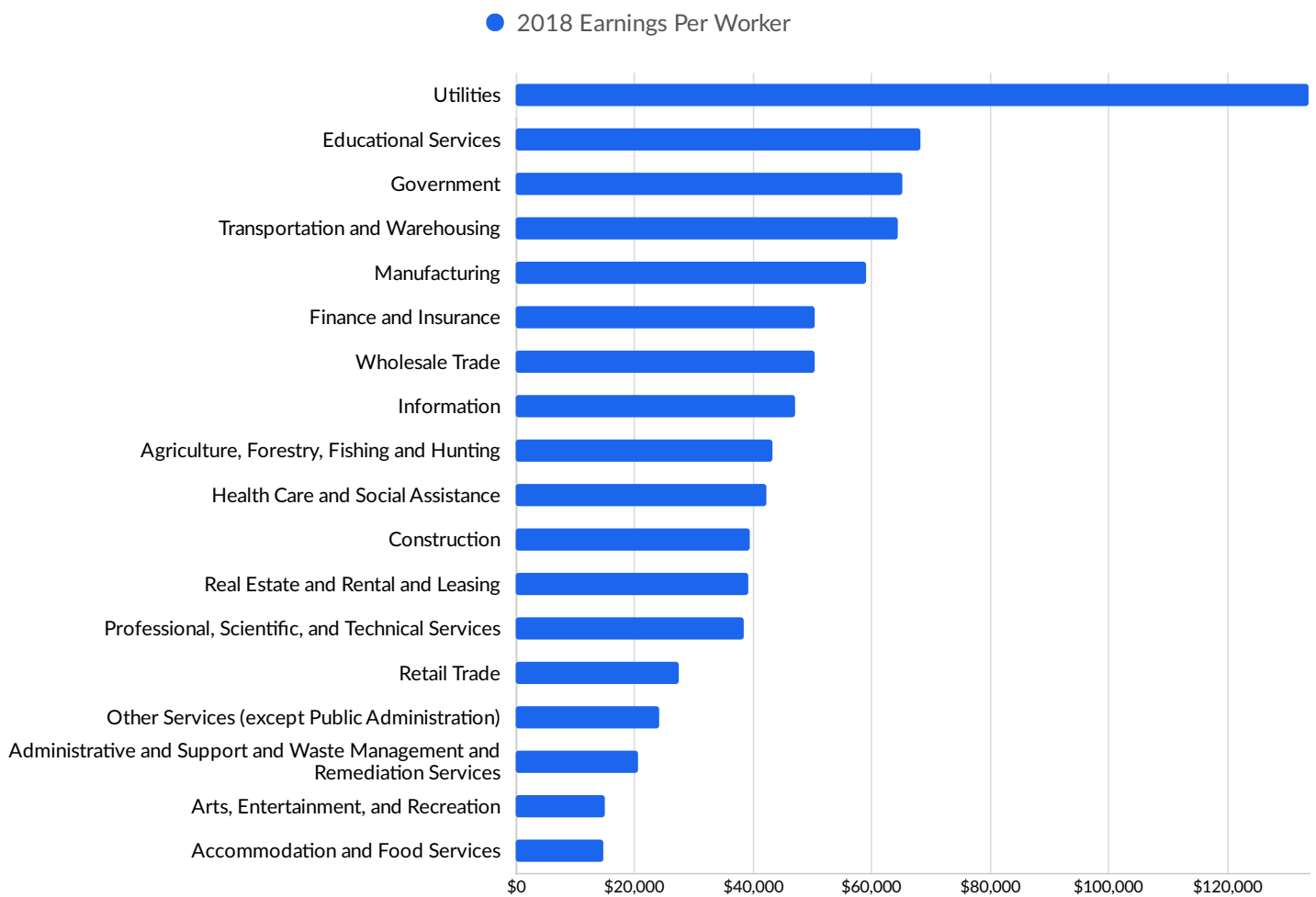
## Industry Characteristics - Cont.

### 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	2018 GRP
Government	1,412	1,423	11	+1%	1.23	\$65,307	\$108.03M
Manufacturing	904	1,199	295	+33%	1.97	\$59,006	\$125.97M
Agriculture, Forestry, Fishing and Hunting	1,294	936	-358	-28%	10.40	\$43,232	\$65.61M
Retail Trade	770	789	19	+2%	1.02	\$27,450	\$47.28M
Health Care and Social Assistance	764	731	-33	-4%	0.75	\$42,250	\$38.11M
Accommodation and Food Services	701	587	-114	-16%	0.88	\$14,763	\$16.03M
Other Services (except Public Administration)	452	402	-50	-11%	1.10	\$24,297	\$15.61M
Construction	438	383	-55	-13%	0.88	\$39,538	\$28.34M
Wholesale Trade	306	285	-21	-7%	1.01	\$50,374	\$32.90M
Transportation and Warehousing	277	284	7	+3%	1.01	\$64,538	\$28.08M
Administrative and Support and Waste Management and Remediation Services	172	195	23	+13%	0.41	\$20,707	\$7.32M
Professional, Scientific, and Technical Services	142	140	-2	-1%	0.28	\$38,467	\$9.09M
Finance and Insurance	122	119	-3	-2%	0.39	\$50,485	\$19.47M
Arts, Entertainment, and Recreation	107	111	4	+4%	0.83	\$15,096	\$2.82M
Real Estate and Rental and Leasing	48	47	-1	-2%	0.36	\$39,239	\$13.66M
Information	50	39	-11	-22%	0.28	\$47,131	\$6.55M
Utilities	26	24	-2	-8%	0.90	\$133,805	\$15.26M
Educational Services	27	18	-9	-33%	0.09	\$68,375	\$1.55M



## Business Characteristics

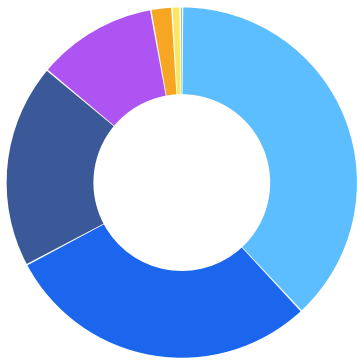
### 1,444 Companies Employ Your Workers

Online profiles for your workers mention 1,444 companies as employers, with the top 10 appearing below. In the last 12 months, 579 companies in Waushara County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Wautoma Area School District	53 	Platinum Supplemental Insuranc...	120 
State of Wisconsin	29 	Midco Inc.	115 
Life Quest Inc	27 	Dollar General Corporation	113 
Oshkosh Corporation	26 	U. S. Xpress, Inc.	84 
Brakebush Brothers, Inc.	24 	The Kroger Co	82 
Wild Rose Community Memoria...	20 	Telereach Inc	81 
Milk Specialties Company	19 	Essentia Health	77 
Aurora Health Care	18 	CareInHomes.com	75 
County of Waushara	18 	Teach For America, Inc.	67 
Wild Rose School Division No. 66	18 	C.R. England, Inc.	63 

## Business Characteristics - Cont.

### Business Size

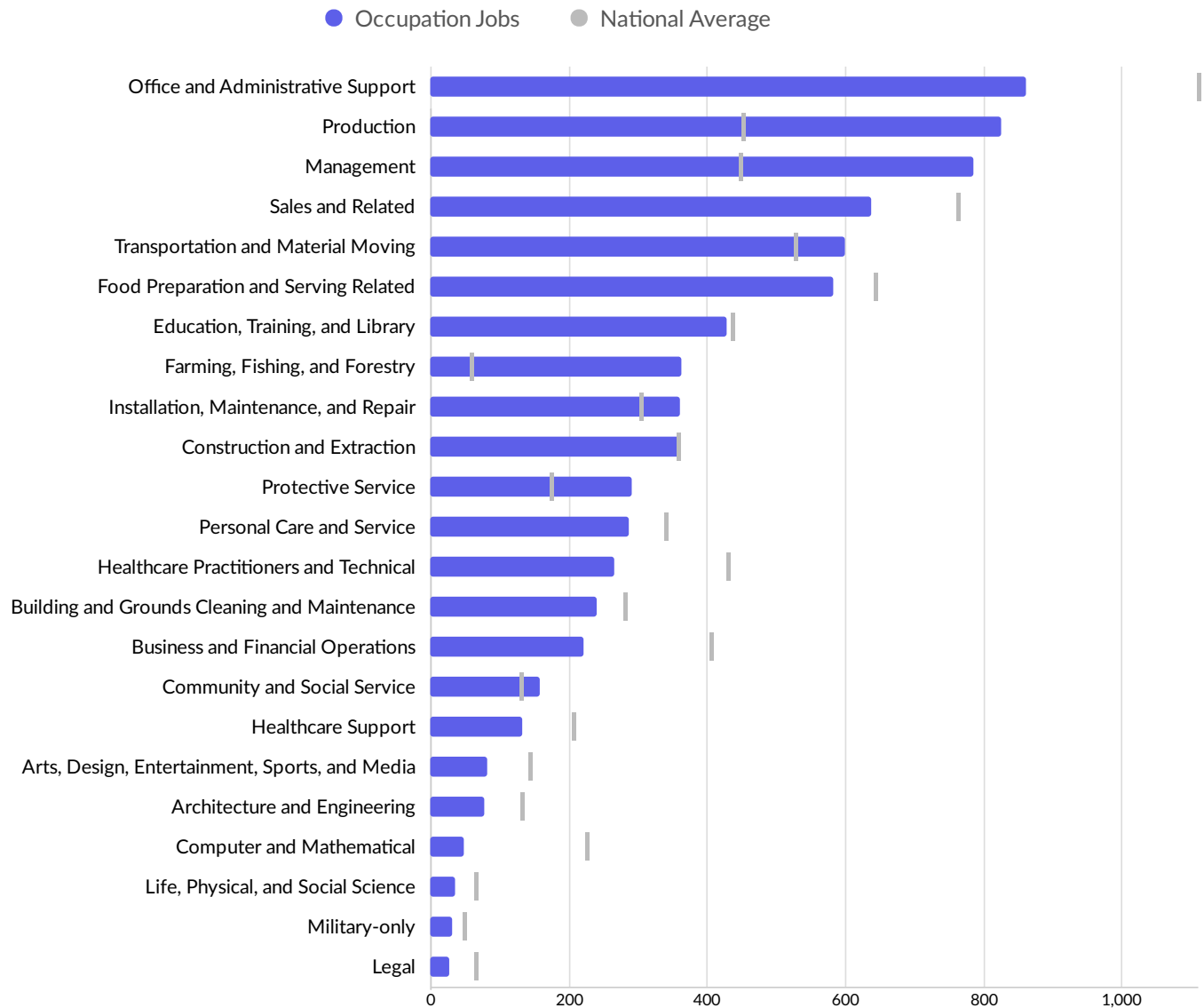


	Percentage	Business Count
1 to 4 employees	38.0%	353
5 to 9 employees	29.2%	271
10 to 19 employees	18.8%	175
20 to 49 employees	11.1%	103
50 to 99 employees	1.9%	18
100 to 249 employees	0.8%	7
250 to 499 employees	0.2%	2

\*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.

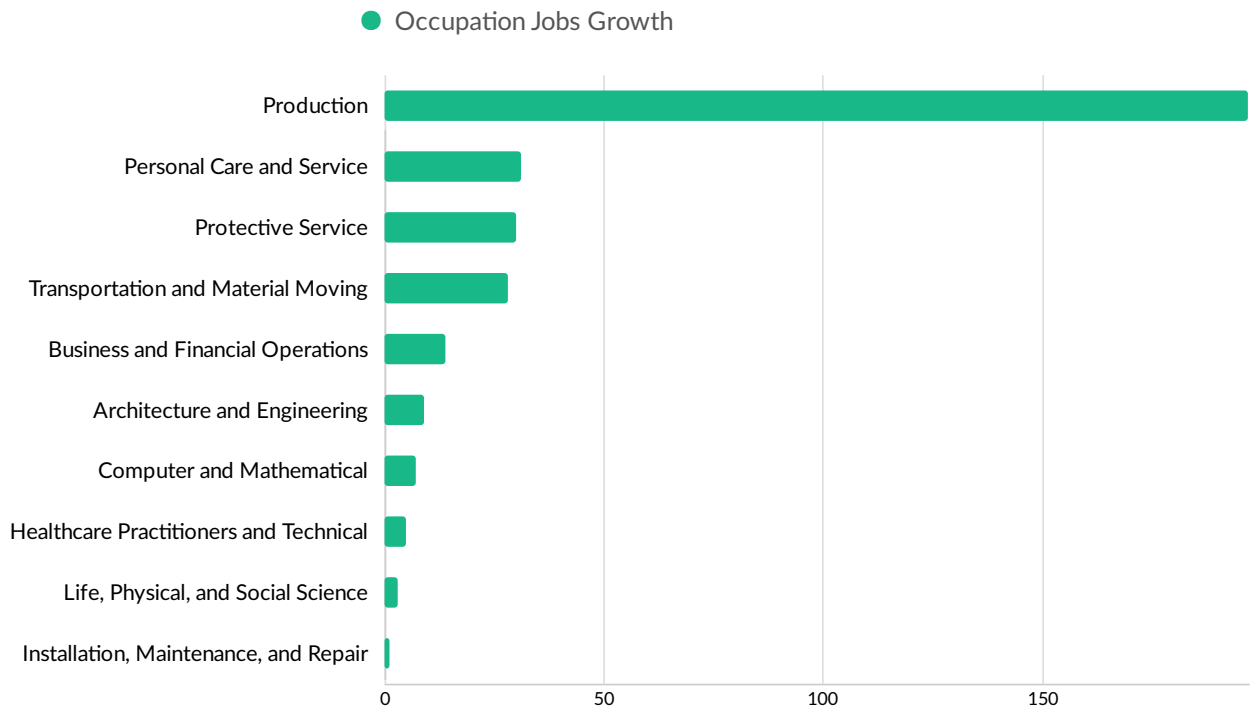
# Workforce Characteristics

## Largest Occupations



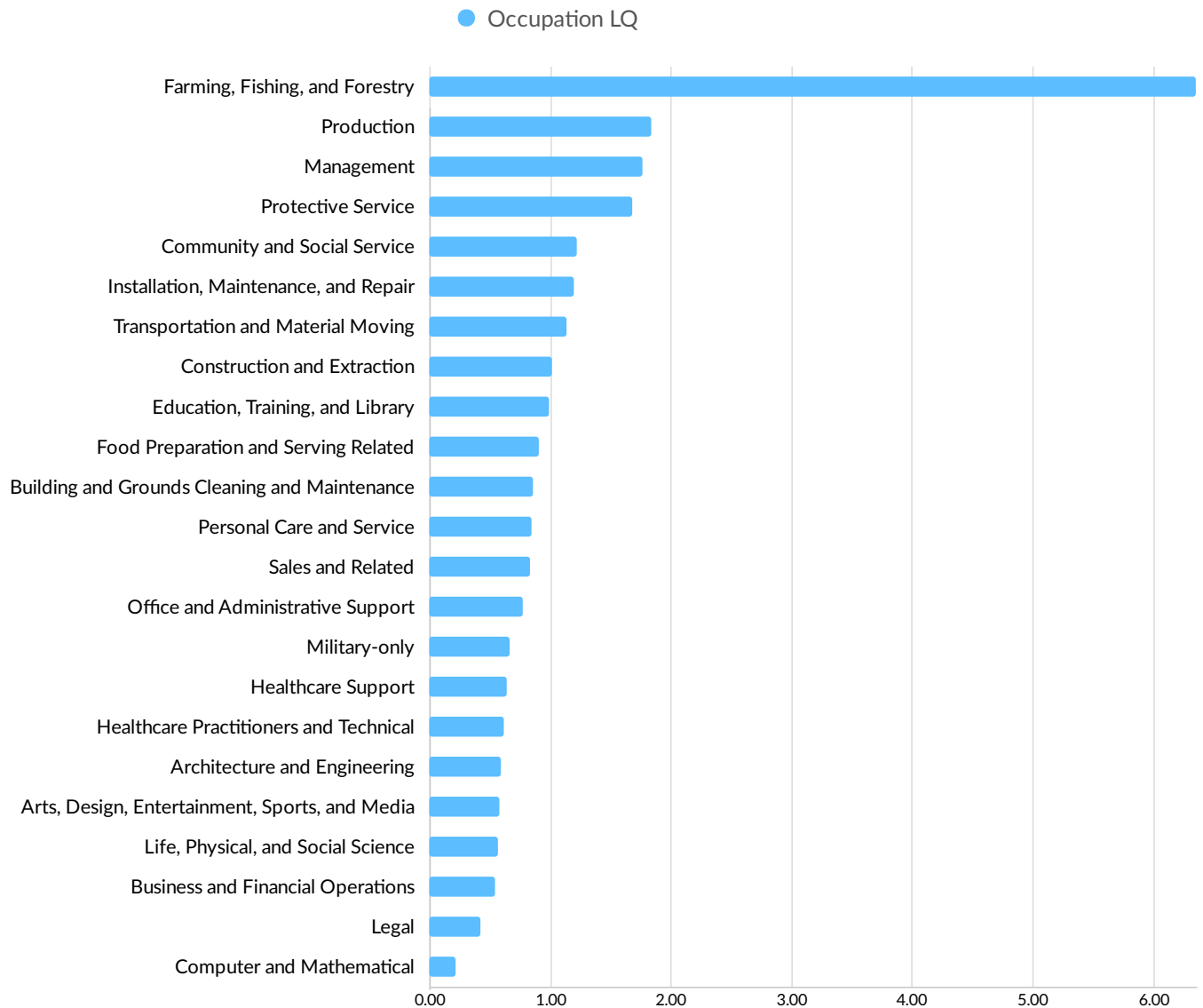
## Workforce Characteristics - Cont.

### Top Growing Occupations



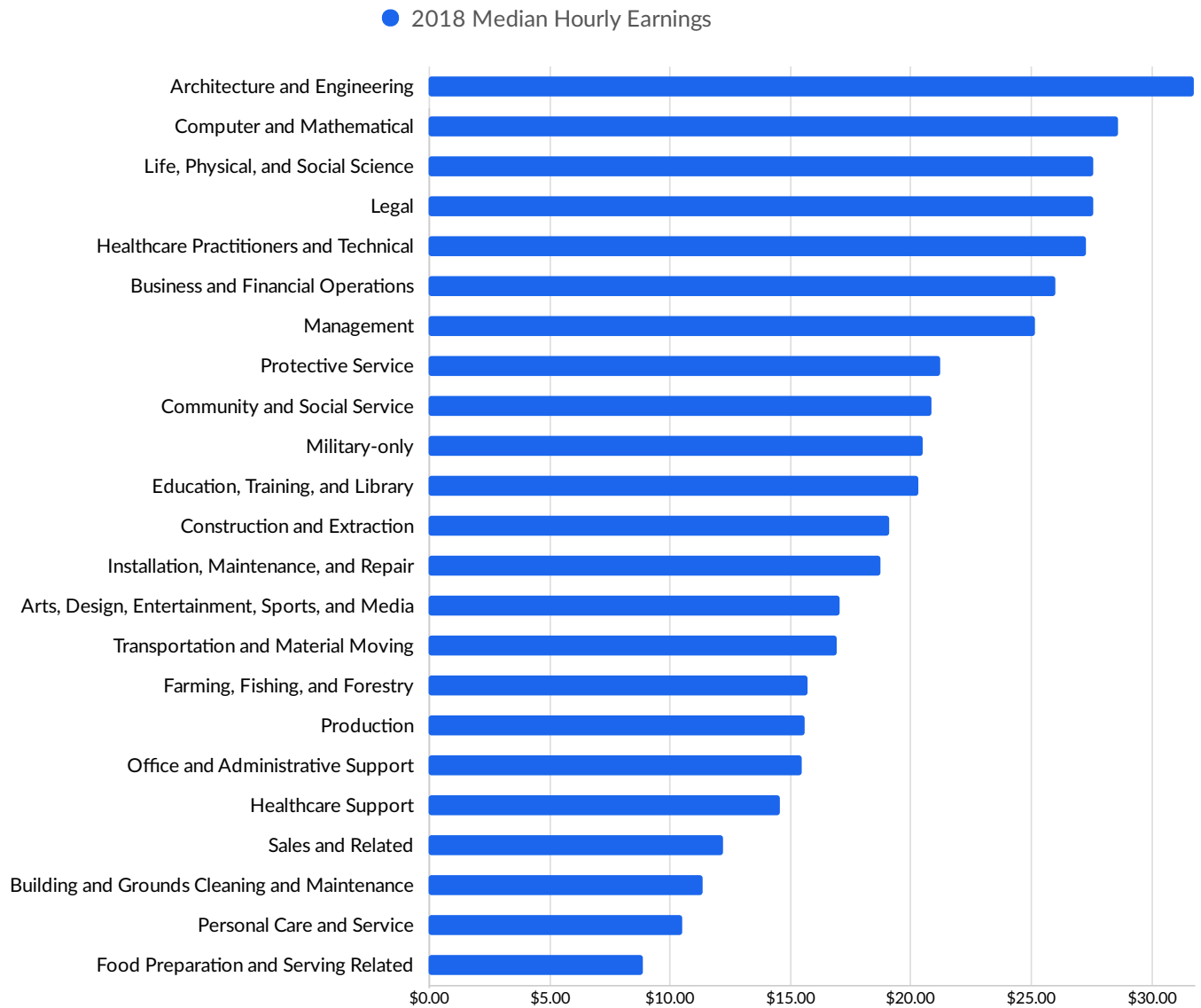
# Workforce Characteristics - Cont.

## Top Occupation LQ



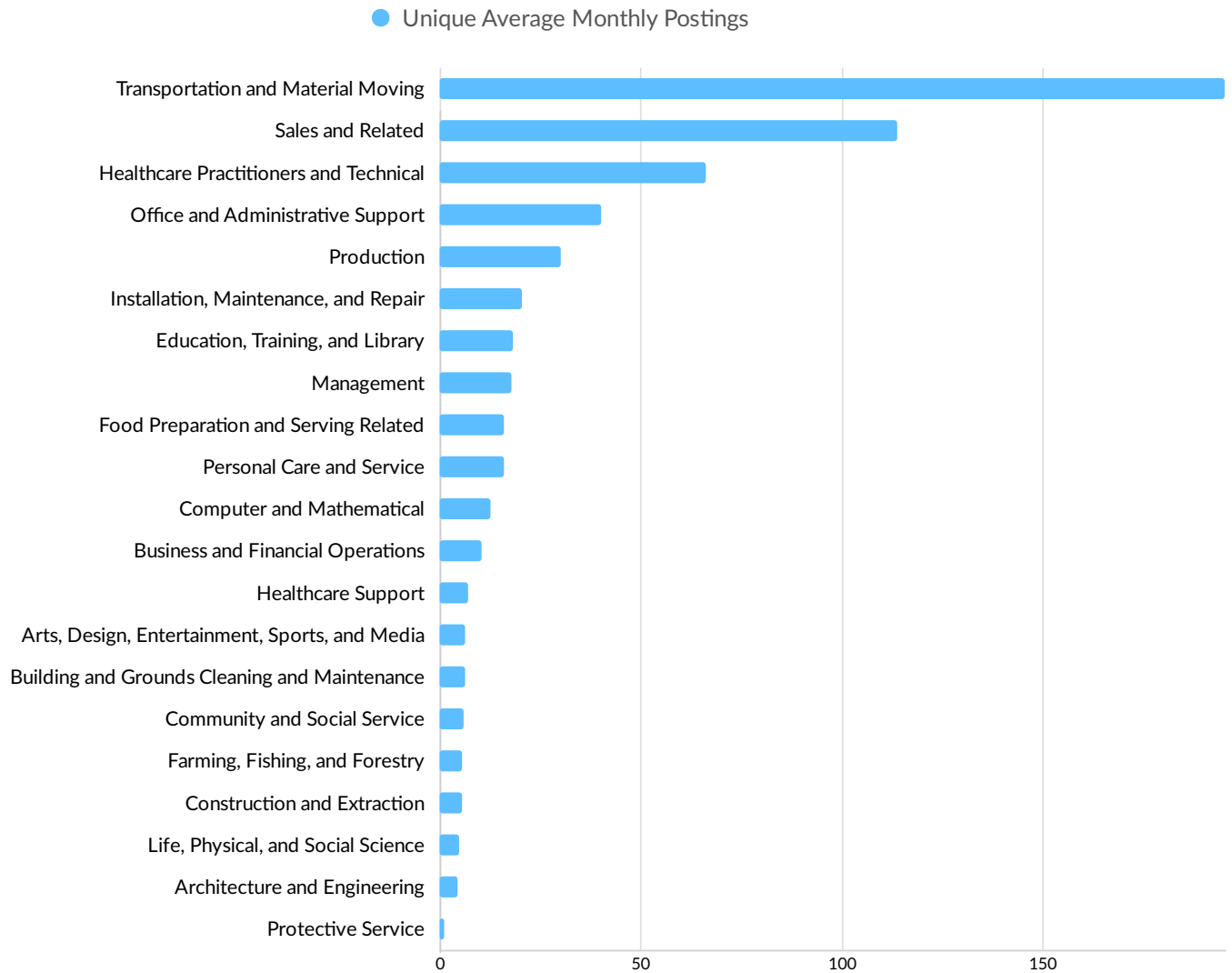
# Workforce Characteristics - Cont.

## Top Occupation Earnings



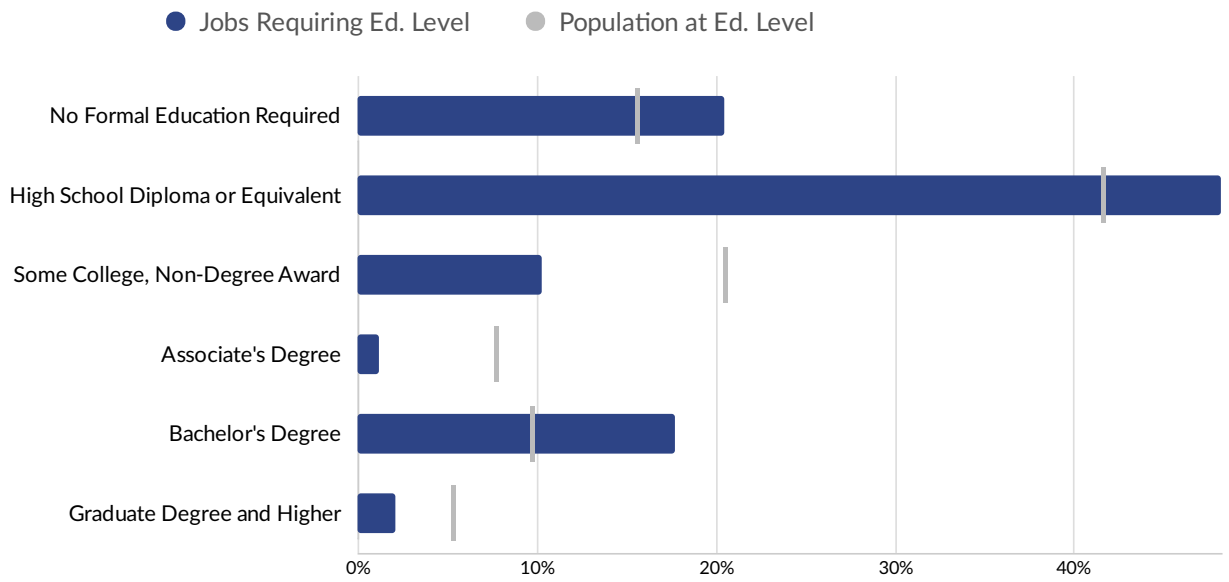
## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

### Underemployment





## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Office and Administrative Support	874	863	-11	-1%	0.78	\$15.49	40
Production	628	825	197	+31%	1.84	\$15.63	30
Management	1,052	787	-265	-25%	1.77	\$25.16	18
Sales and Related	660	638	-22	-3%	0.84	\$12.20	114
Transportation and Material Moving	571	599	28	+5%	1.14	\$16.97	195
Food Preparation and Serving Related	727	584	-143	-20%	0.91	\$8.93	16
Education, Training, and Library	454	430	-24	-5%	0.99	\$20.31	18
Farming, Fishing, and Forestry	407	364	-43	-11%	6.36	\$15.76	6
Installation, Maintenance, and Repair	361	362	1	+0%	1.20	\$18.78	20
Construction and Extraction	404	362	-42	-10%	1.01	\$19.11	6
Protective Service	261	291	30	+11%	1.68	\$21.22	1
Personal Care and Service	256	287	31	+12%	0.85	\$10.55	16
Healthcare Practitioners and Technical	260	265	5	+2%	0.62	\$27.32	66
Building and Grounds Cleaning and Maintenance	262	240	-22	-8%	0.86	\$11.35	6
Business and Financial Operations	207	221	14	+7%	0.55	\$26.01	11
Community and Social Service	176	158	-18	-10%	1.23	\$20.87	6
Healthcare Support	171	133	-38	-22%	0.64	\$14.59	7

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	85	81	-4	-5%	0.58	\$17.06	6
Architecture and Engineering	69	78	9	+13%	0.60	\$31.77	5
Computer and Mathematical	41	48	7	+17%	0.21	\$28.61	13
Life, Physical, and Social Science	33	36	3	+9%	0.57	\$27.60	5
Military-only	34	31	-3	-9%	0.66	\$20.50	0
Legal	30	27	-3	-10%	0.42	\$27.59	1

## Educational Pipeline

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