



Winnebago County, WI

ECWRPC



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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

171,453

Population (2019)

Population **grew by 2,126** over the last 5 years and is projected to **grow by 2,139** over the next 5 years.

99,692

Total Regional Employment

Jobs **grew by 3,326** over the last 5 years and are projected to **grow by 2,888** over the next 5 years.

\$57.1K

Median Household Income (2018)

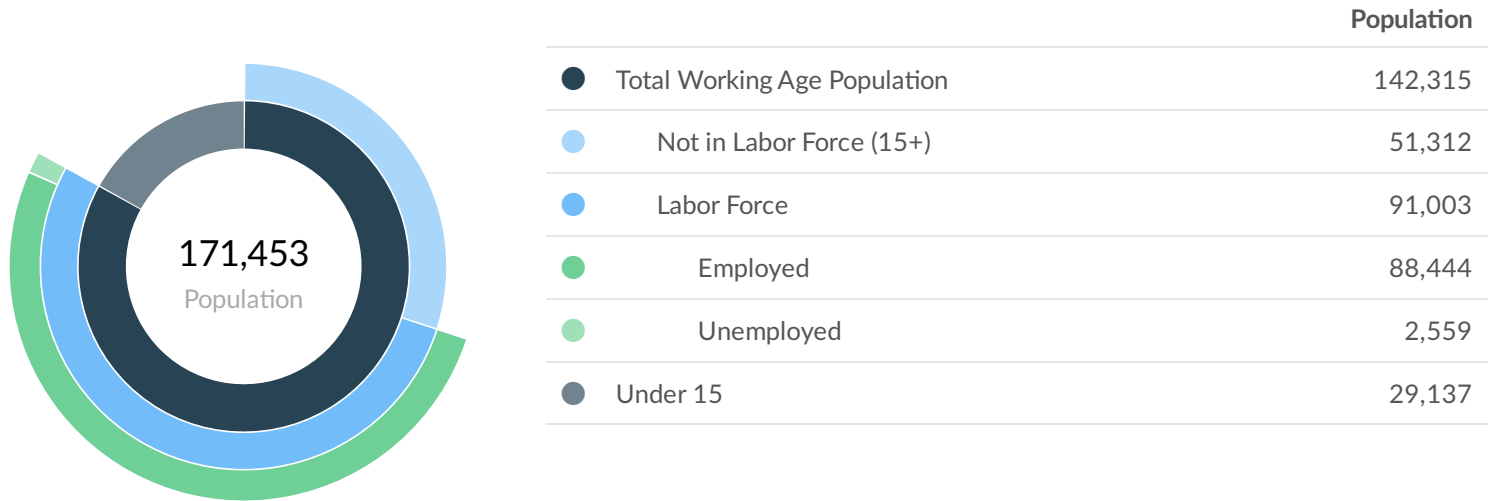
Median household income is **\$3.2K below** the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population **increased by 1.3%** since 2014, growing by 2,126. Population is expected to **increase by 1.2%** between 2019 and 2024, adding 2,139.
- From 2014 to 2019, jobs **increased by 3.5%** in Winnebago County, WI from 96,366 to **99,692**. This change **fell short of the national growth rate of 7.6% by 4.1%**. As the number of jobs increased, the **labor force participation rate decreased from 65.0% to 63.9% between 2014 and 2019**.
- Concerning educational attainment, **19.4% of Winnebago County, WI residents possess a Bachelor's Degree** (0.6% above the national average), and **9.6% hold an Associate's Degree** (1.5% above the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, Motor Vehicle Manufacturing, and Converted Paper Product Manufacturing.

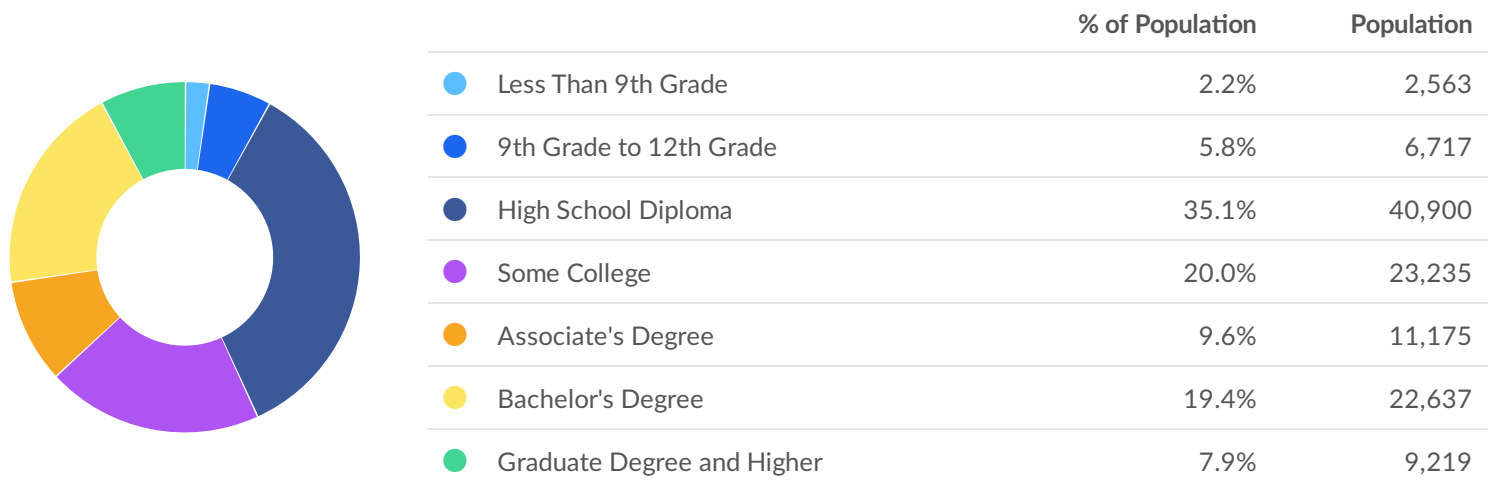
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	171,453	91,003	99,692	98.4	\$11.50B	\$14.42B	\$18.19B
ECWRPC	668,726	354,139	344,752	98.8	\$35.82B	\$45.72B	\$46.48B
Wisconsin	5,829,343	3,089,956	3,166,422	100.0	\$337.18B	\$306.77B	\$334.56B
United States	329,399,330	163,493,315	165,144,952	100.0	\$21.00T	\$0	\$8.96T

2019 Labor Force Breakdown



Educational Attainment

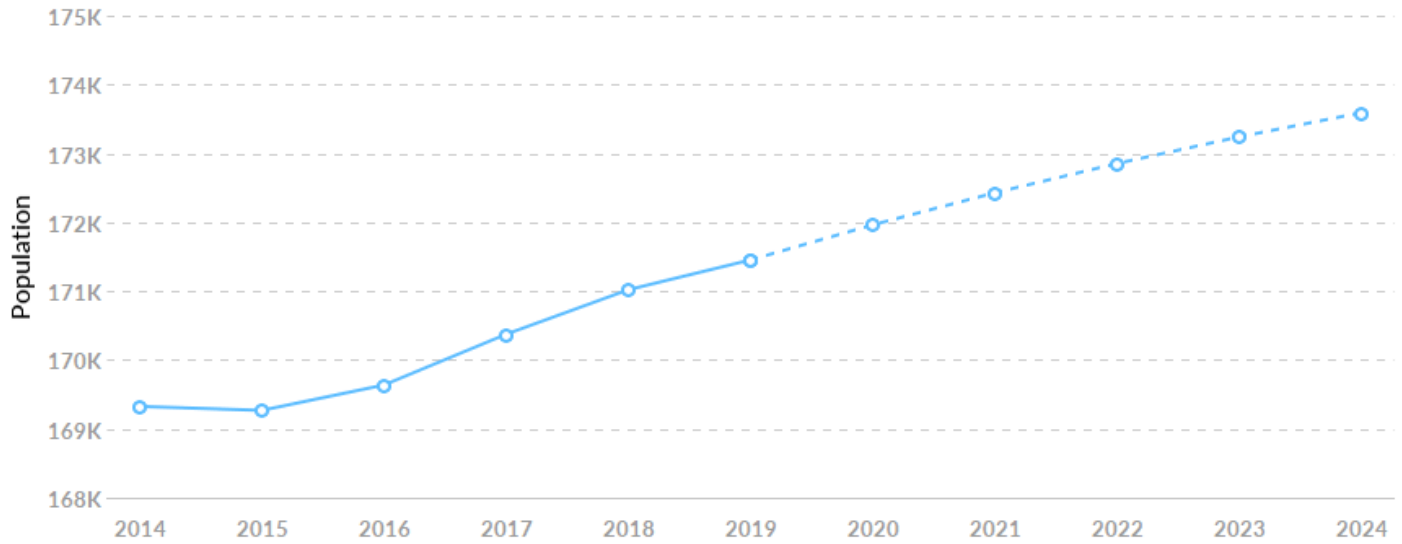
Concerning educational attainment, **19.4% of Winnebago County, WI residents possess a Bachelor's Degree** (0.6% above the national average), and **9.6% hold an Associate's Degree** (1.5% above the national average).



Historic & Projected Trends

Population Trends

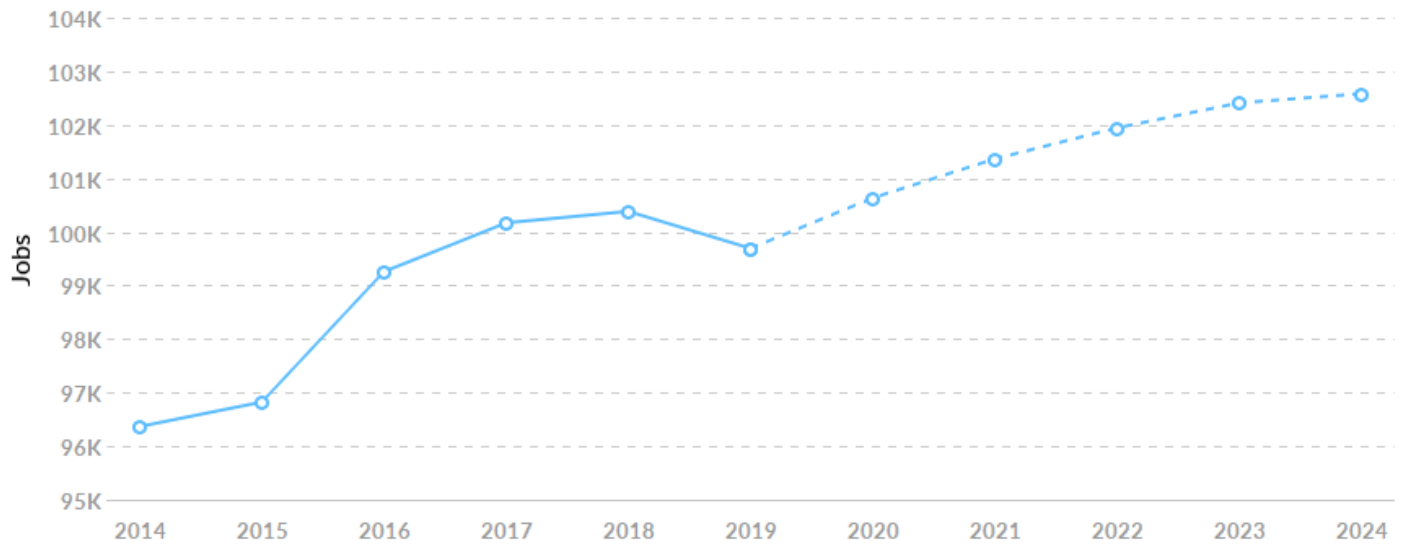
As of 2019 the region's population **increased by 1.3%** since 2014, growing by 2,126. Population is expected to **increase by 1.2%** between 2019 and 2024, adding 2,139.



Timeframe	Population
2014	169,326
2015	169,268
2016	169,637
2017	170,374
2018	171,020
2019	171,453
2020	171,962
2021	172,428
2022	172,853
2023	173,240
2024	173,591

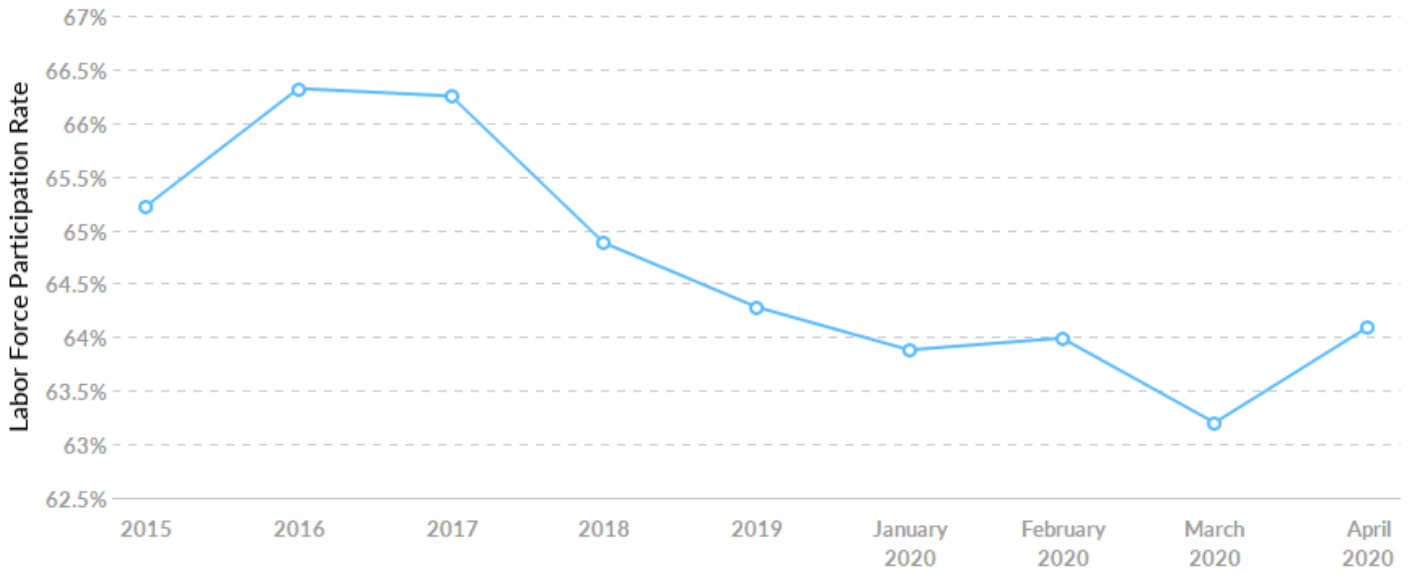
Job Trends

From 2014 to 2019, jobs increased by 3.5% in Winnebago County, WI from 96,366 to 99,692. This change fell short of the national growth rate of 7.6% by 4.1%.



Timeframe	Jobs
2014	96,366
2015	96,823
2016	99,258
2017	100,169
2018	100,383
2019	99,692
2020	100,634
2021	101,363
2022	101,942
2023	102,409
2024	102,580

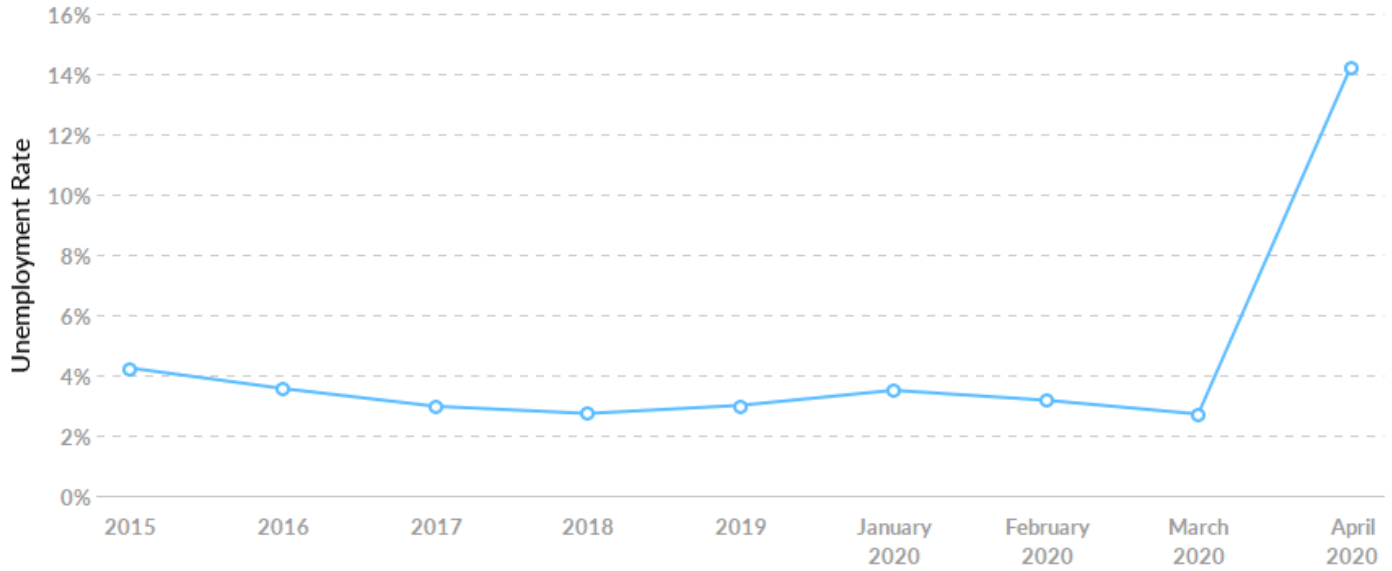
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	65.22%
2016	66.32%
2017	66.25%
2018	64.88%
2019	64.28%
January 2020	63.88%
February 2020	63.99%
March 2020	63.20%
April 2020	64.09%

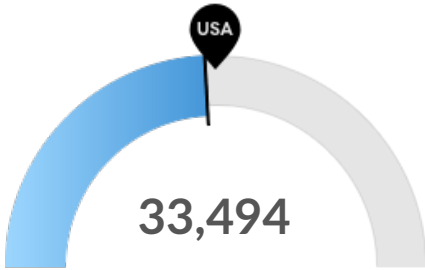
Unemployment Rate Trends

Winnebago County, WI had an April 2020 unemployment rate of 14.24%, **increasing from 4.24%** 5 years before.



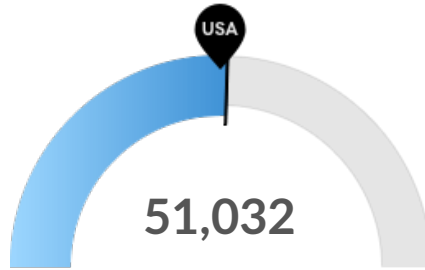
Timeframe	Unemployment Rate
2015	4.24%
2016	3.56%
2017	2.97%
2018	2.73%
2019	3.00%
January 2020	3.50%
February 2020	3.17%
March 2020	2.71%
April 2020	14.24%

Population Characteristics



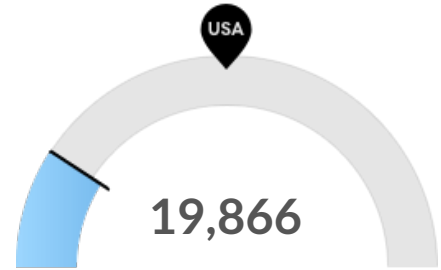
Millennials

Winnebago County, WI has 33,494 millennials (ages 25-39). The national average for an area this size is 35,159.



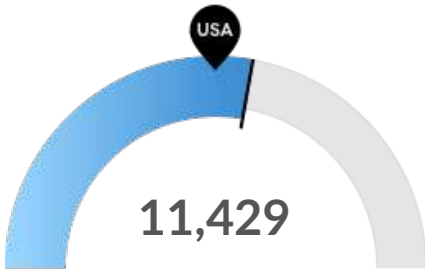
Retiring Soon

Retirement risk is about average in Winnebago County, WI. The national average for an area this size is 49,504 people 55 or older, while there are 51,032 here.



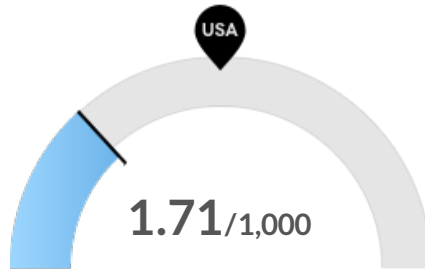
Racial Diversity

Racial diversity is low in Winnebago County, WI. The national average for an area this size is 67,757 racially diverse people, while there are 19,866 here.



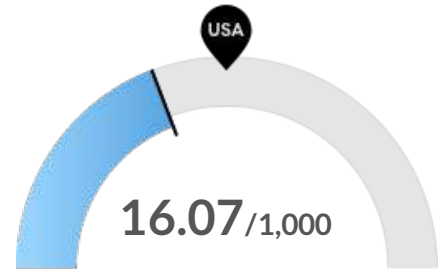
Veterans

Winnebago County, WI has 11,429 veterans. The national average for an area this size is 9,729.



Violent Crime

Winnebago County, WI has 1.71 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

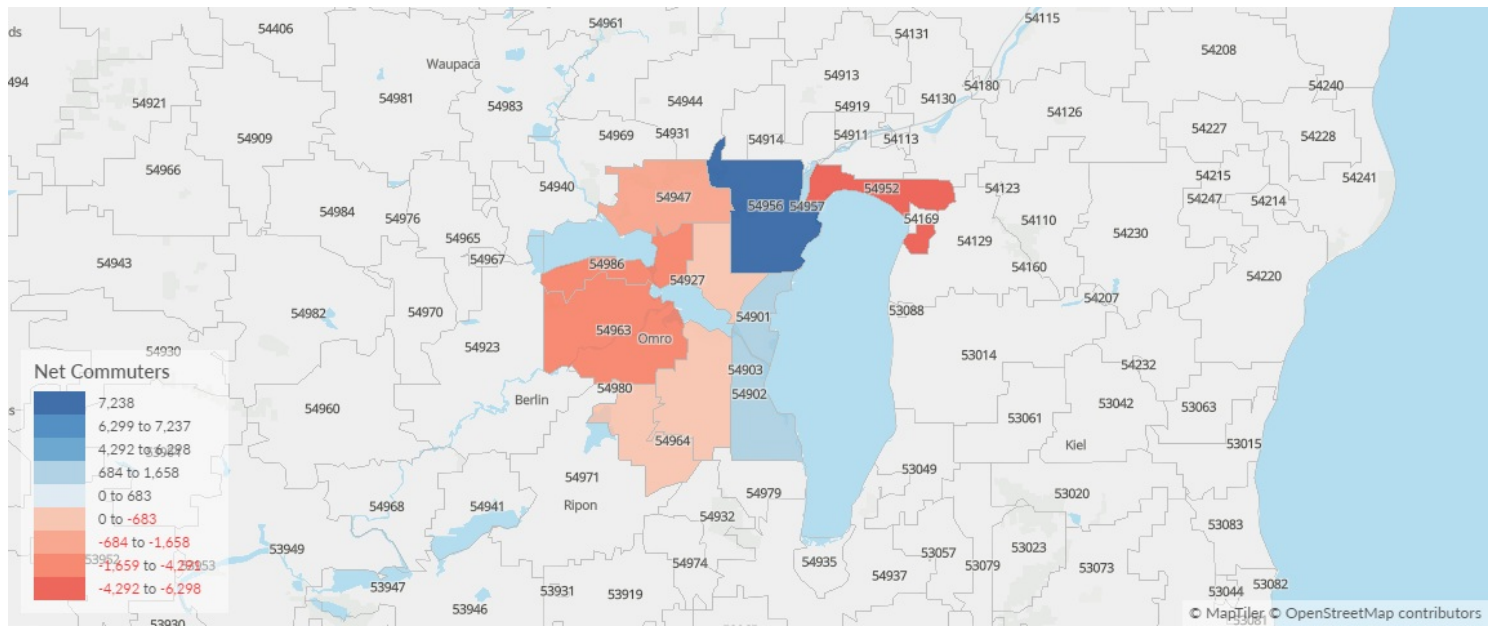


Property Crime

Winnebago County, WI has 16.07 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 Winnebago County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

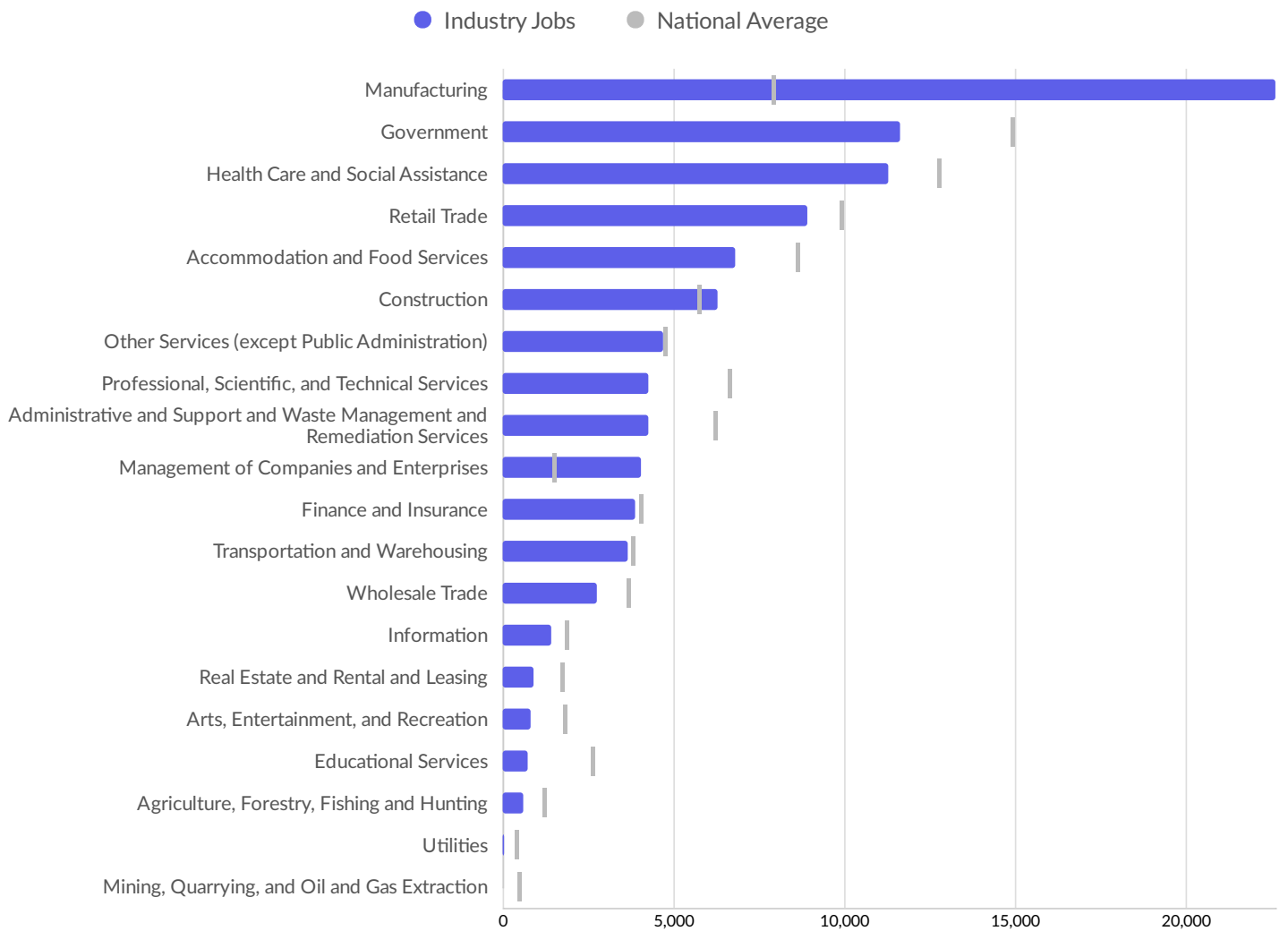
Where Talent Lives

ZIP	Name	2019 Employment
54956	Neenah, WI (in Winnebago County)	32,038
54901	Oshkosh, WI (in Winnebago County)	16,868
54902	Oshkosh, WI (in Winnebago County)	12,930
54904	Oshkosh, WI (in Winnebago County)	11,345
54952	Menasha, WI (in Winnebago County)	10,235

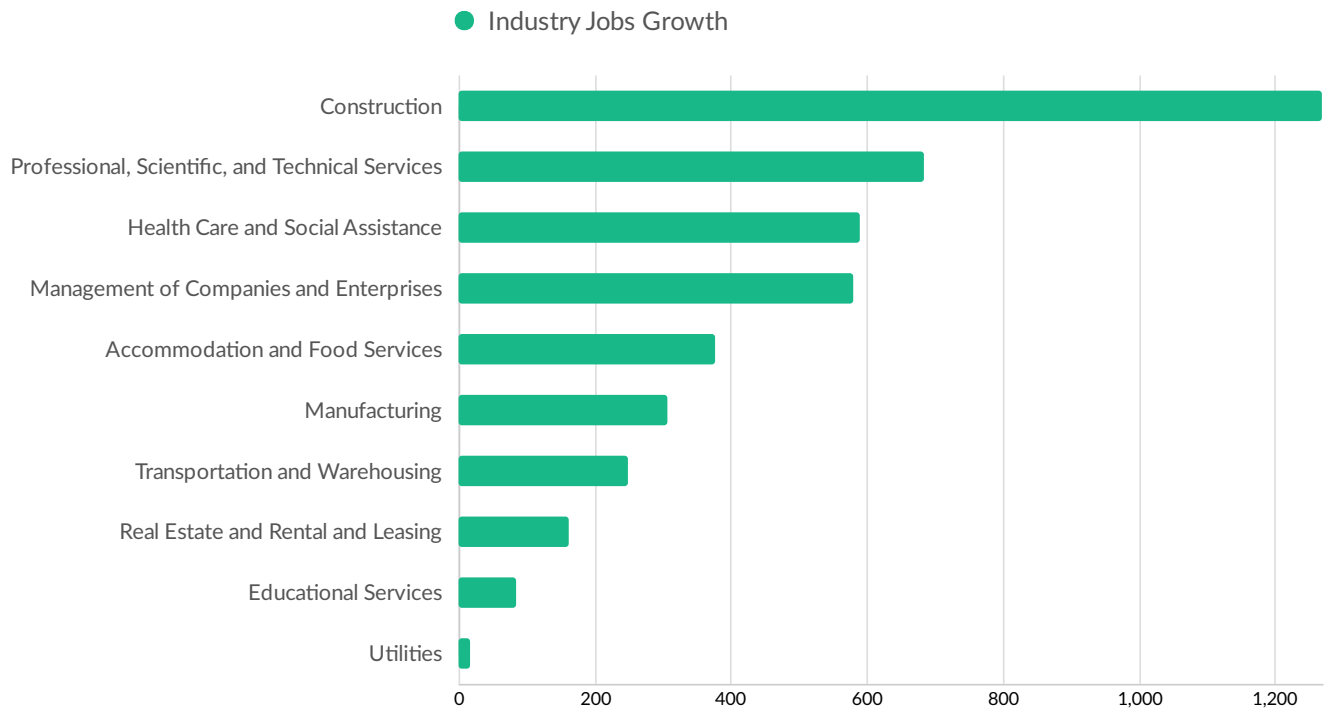
ZIP	Name	2019 Workers
54956	Neenah, WI (in Winnebago County)	24,800
54901	Oshkosh, WI (in Winnebago County)	16,184
54952	Menasha, WI (in Winnebago County)	14,991
54902	Oshkosh, WI (in Winnebago County)	11,711
54904	Oshkosh, WI (in Winnebago County)	11,674

Industry Characteristics

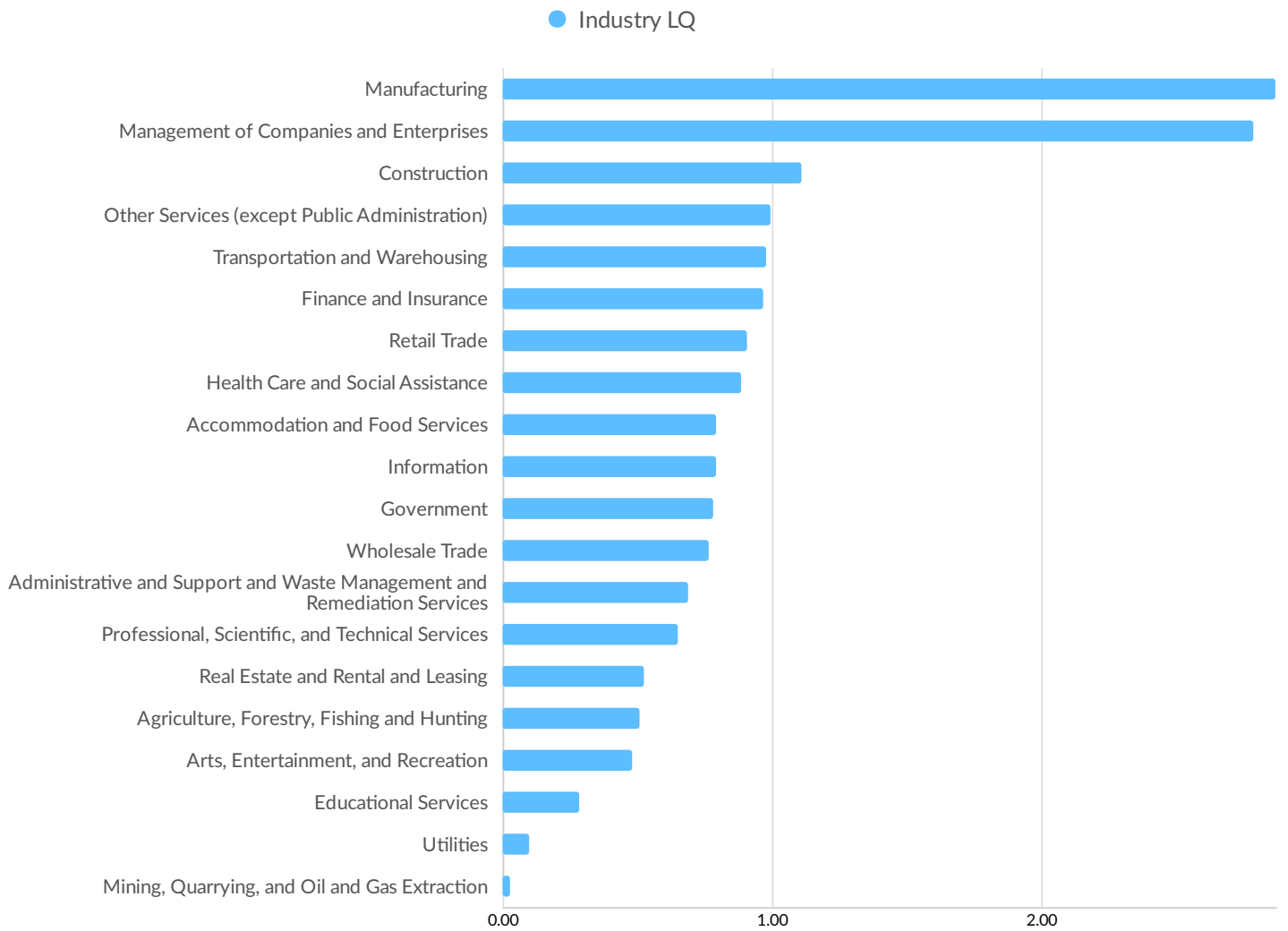
Largest Industries



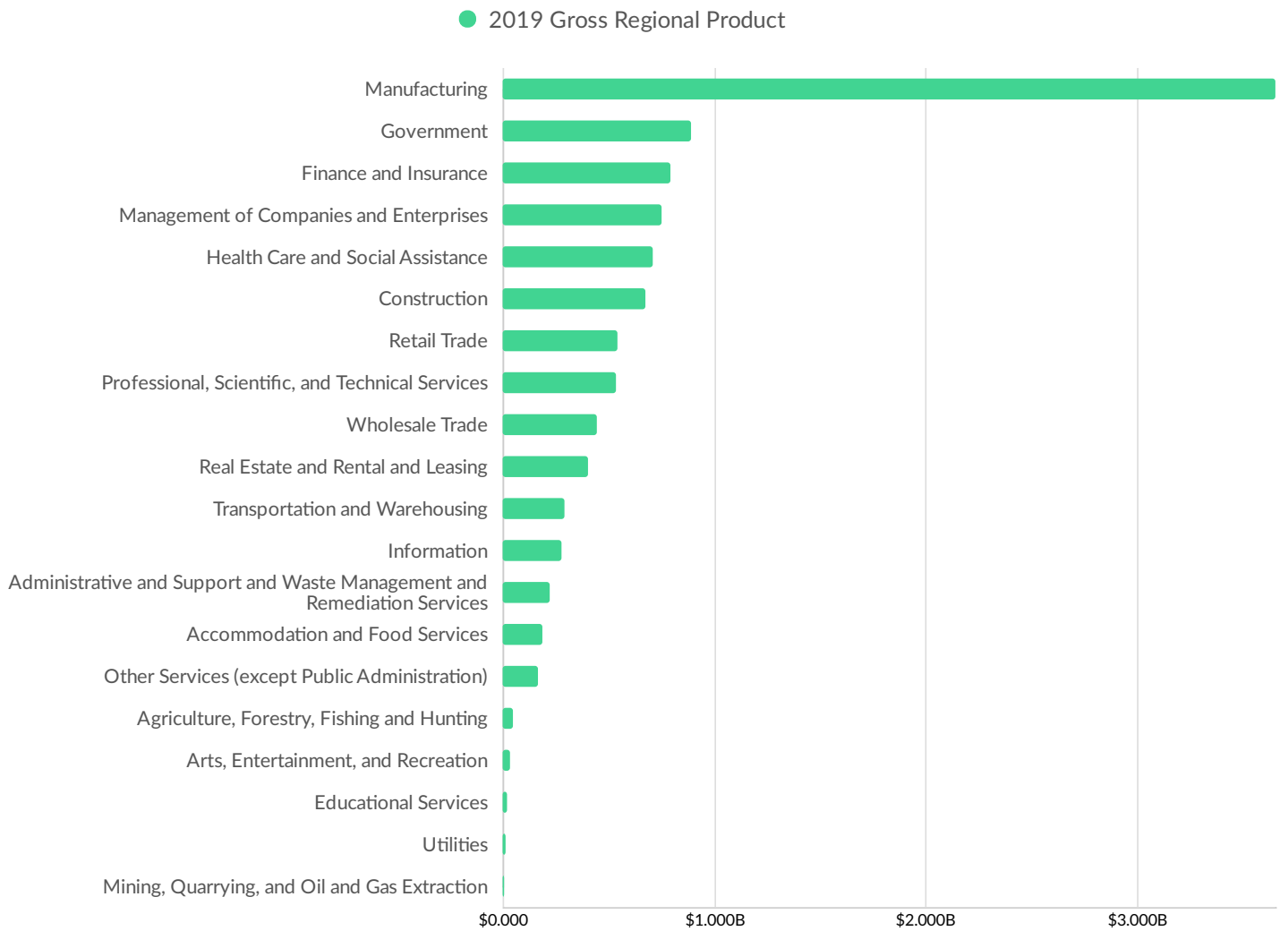
Top Growing Industries



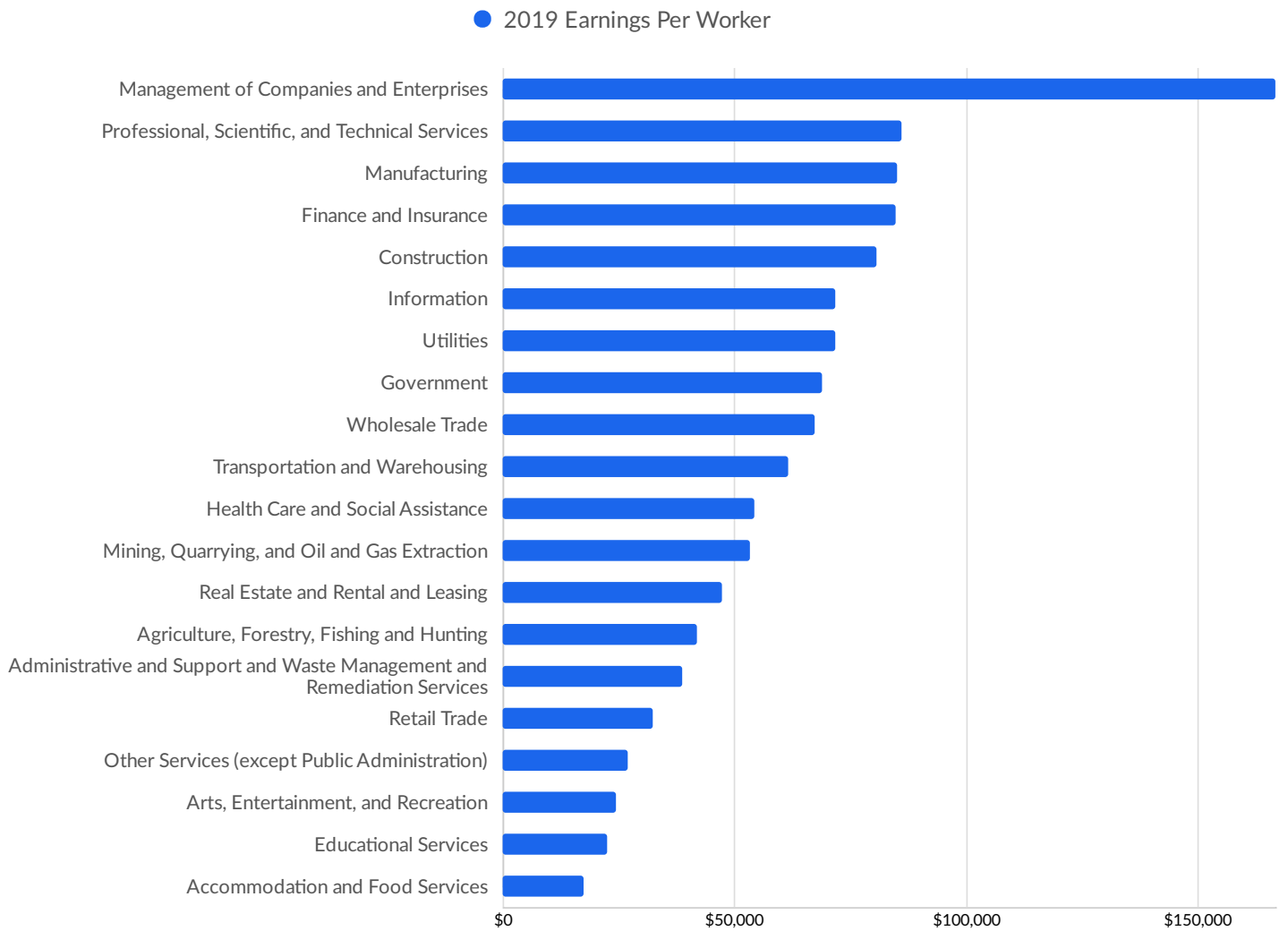
Top Industry LQ



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	22,309	22,617	308	+1%	2.87	\$85,227	\$3.66B
Government	11,702	11,653	-49	0%	0.78	\$69,048	\$890.98M
Health Care and Social Assistance	10,697	11,287	590	+6%	0.89	\$54,254	\$707.54M
Retail Trade	8,972	8,936	-36	0%	0.91	\$32,255	\$545.69M
Accommodation and Food Services	6,413	6,789	376	+6%	0.79	\$17,324	\$187.73M
Construction	5,020	6,289	1,269	+25%	1.11	\$80,722	\$674.92M
Other Services (except Public Administration)	4,789	4,700	-89	-2%	1.00	\$27,026	\$169.02M
Professional, Scientific, and Technical Services	3,593	4,277	684	+19%	0.65	\$86,136	\$535.64M
Administrative and Support and Waste Management and Remediation Services	4,698	4,276	-422	-9%	0.69	\$38,888	\$223.75M
Management of Companies and Enterprises	3,452	4,033	581	+17%	2.79	\$166,696	\$754.65M
Finance and Insurance	3,888	3,867	-21	-1%	0.97	\$84,670	\$793.67M
Transportation and Warehousing	3,423	3,671	248	+7%	0.98	\$61,664	\$294.23M
Wholesale Trade	2,850	2,775	-75	-3%	0.76	\$67,469	\$443.42M
Information	1,610	1,433	-177	-11%	0.79	\$71,904	\$279.62M
Real Estate and Rental and Leasing	726	889	163	+22%	0.52	\$47,194	\$402.11M
Arts, Entertainment, and Recreation	844	837	-7	-1%	0.48	\$24,594	\$33.25M
Educational Services	644	729	85	+13%	0.28	\$22,635	\$20.65M
Agriculture, Forestry, Fishing and Hunting	698	588	-110	-16%	0.51	\$41,769	\$47.84M
Utilities	14	32	18	+129%	0.10	\$71,604	\$14.37M
Mining, Quarrying, and Oil and Gas Extraction	23	11	-12	-52%	0.03	\$53,323	\$3.58M

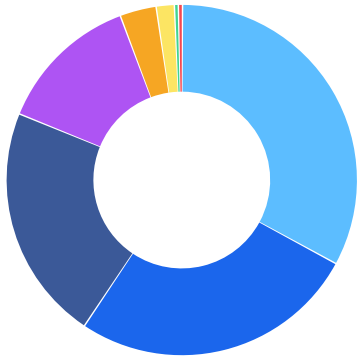
Business Characteristics

21,927 Companies Employ Your Workers

Online profiles for your workers mention 21,927 companies as employers, with the top 10 appearing below. In the last 12 months, 2,554 companies in Winnebago County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Oshkosh Corporation	1,612 	Oshkosh Corporation	808 
University of Wisconsin-Madison	1,137 	Kimberly-Clark Corporation	718 
Bemis Company, Inc.	863 	Bemis Company, Inc.	479 
Plexus Corp.	824 	Aurora Health Care	439 
Thedacare, Inc.	787 	Plexus Corp.	413 
State of Wisconsin	667 	HealthCare Employment Netwo...	379 
J. J. Keller & Associates, Inc.	660 	Festival Foods	359 
Alta Resources Corp.	645 	Platinum Supplemental Insuranc...	339 
Aurora Health Care	590 	Kelly Services, Inc.	327 
U.S. Bancorp	374 	Amcors Limited	312 

Business Size

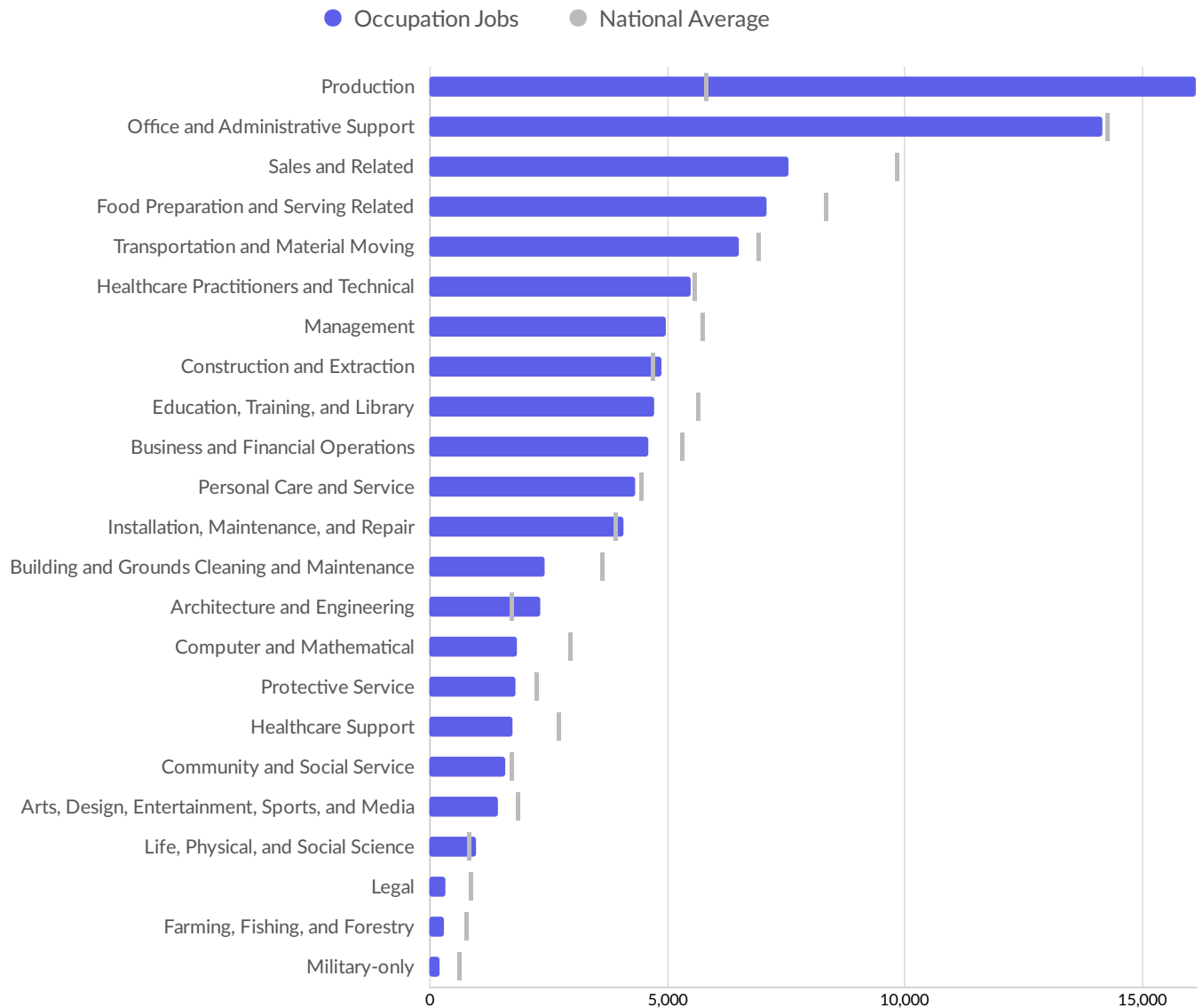


	Percentage	Business Count
1 to 4 employees	32.8%	1,809
5 to 9 employees	26.5%	1,458
10 to 19 employees	21.8%	1,200
20 to 49 employees	13.1%	724
50 to 99 employees	3.4%	185
100 to 249 employees	1.7%	92
250 to 499 employees	0.4%	20
500+ employees	0.4%	21

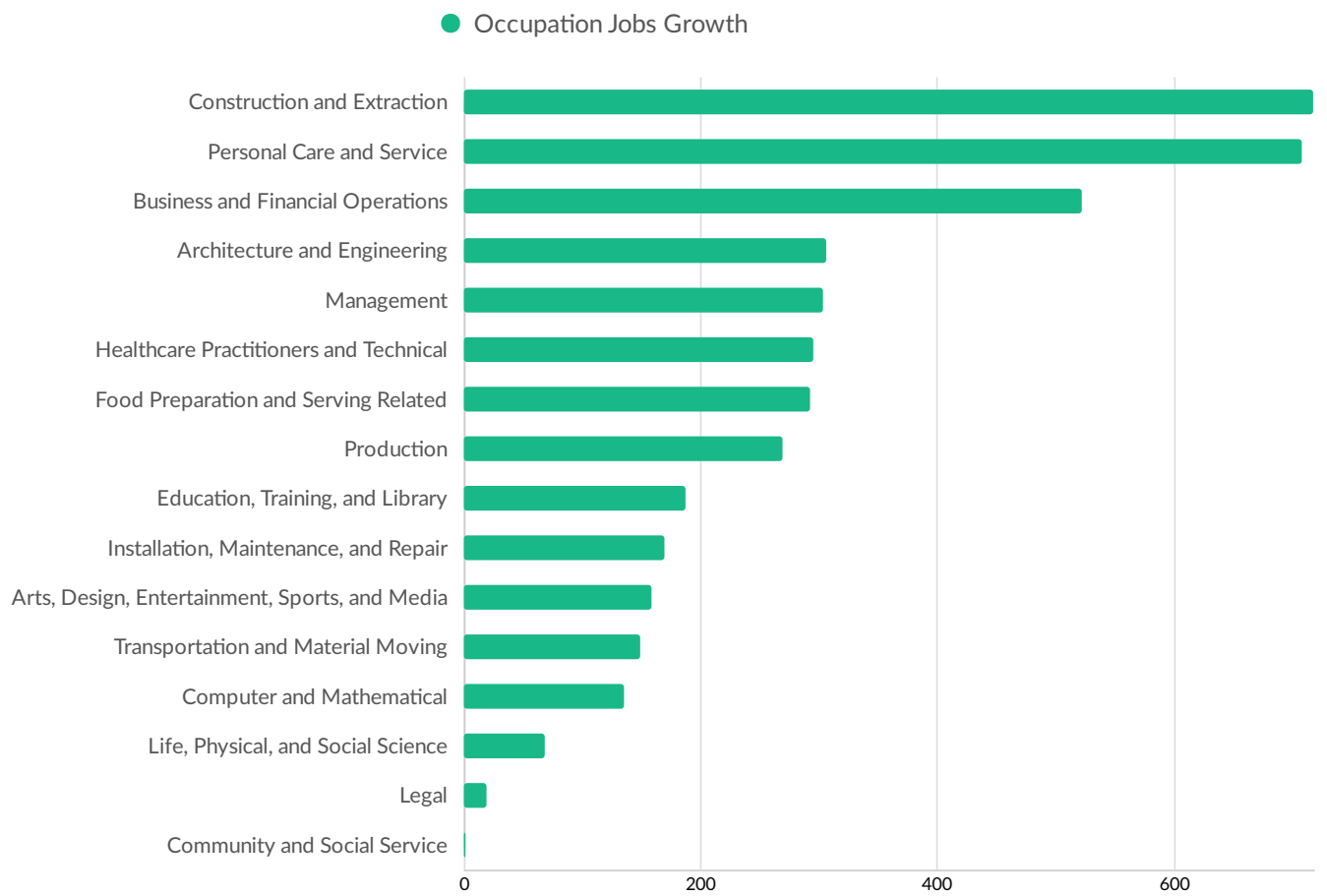
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

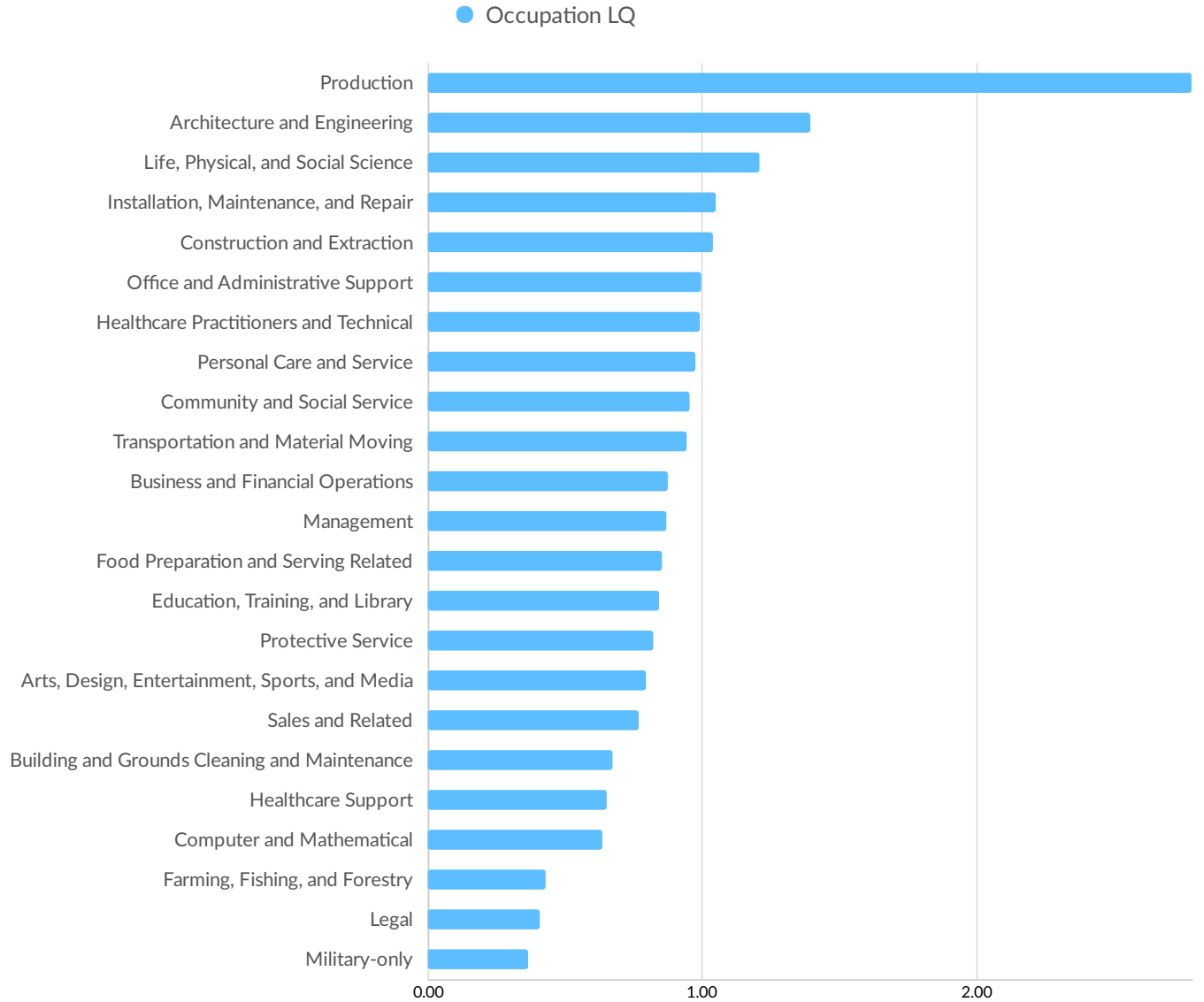
Largest Occupations



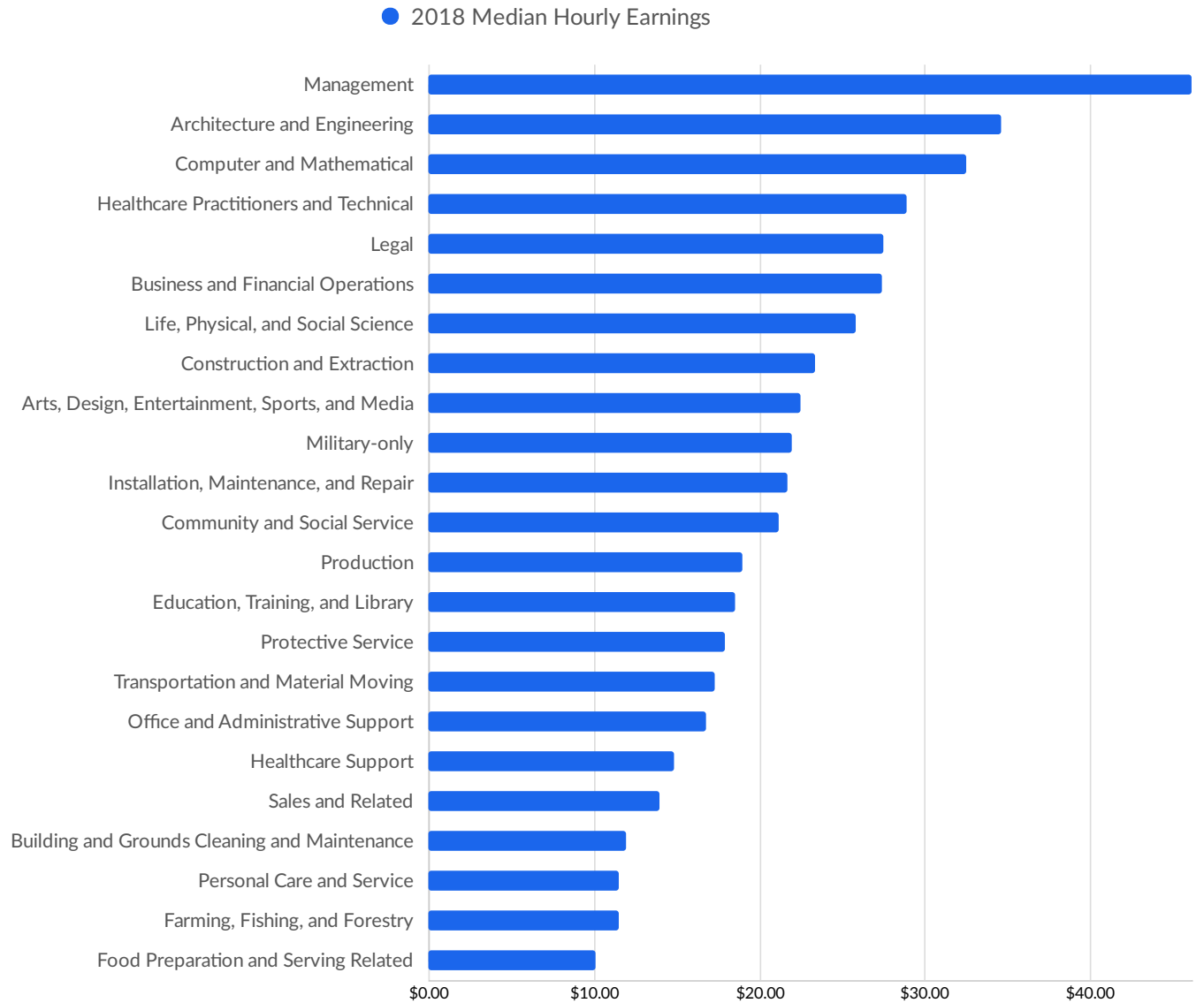
Top Growing Occupations



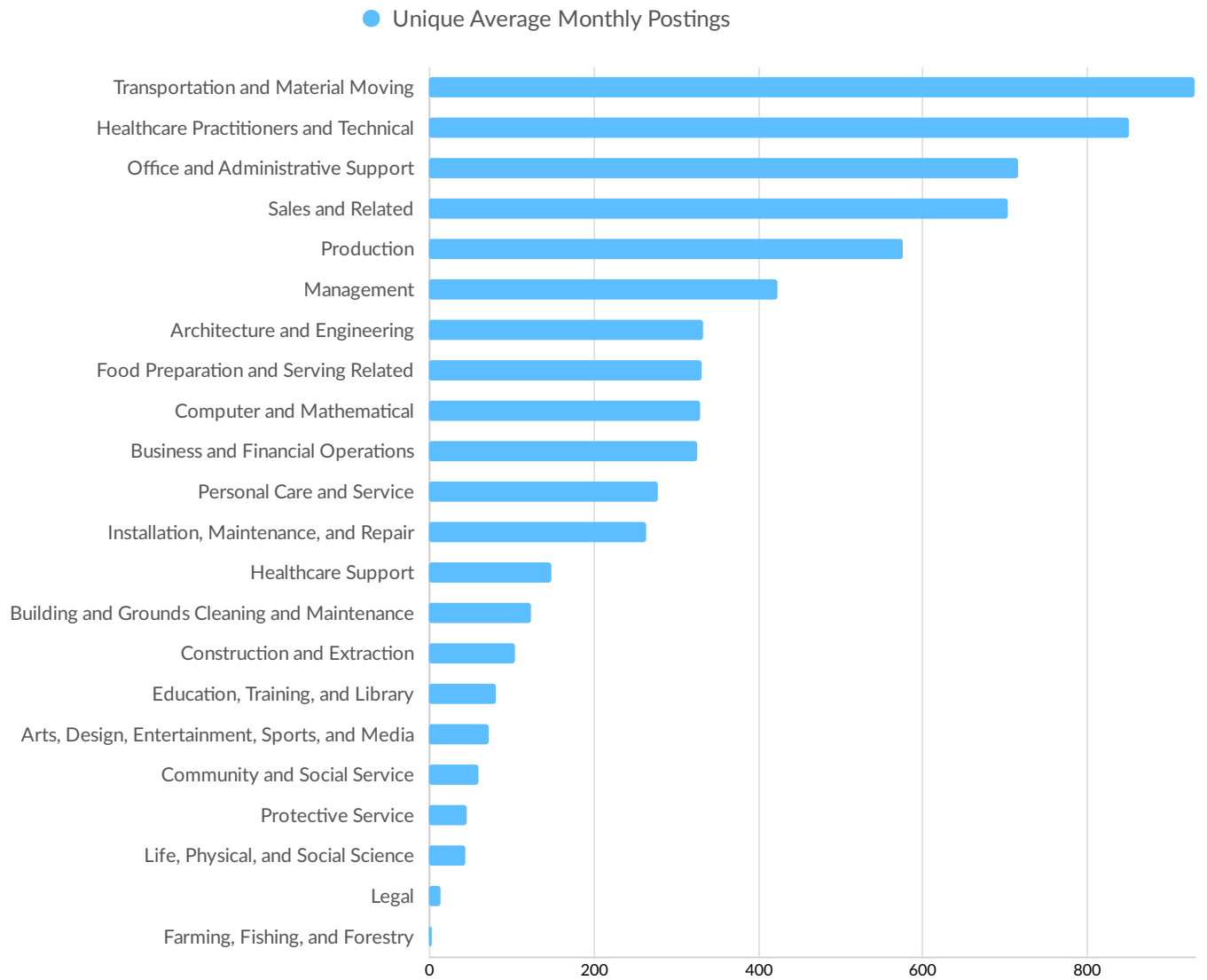
Top Occupation LQ



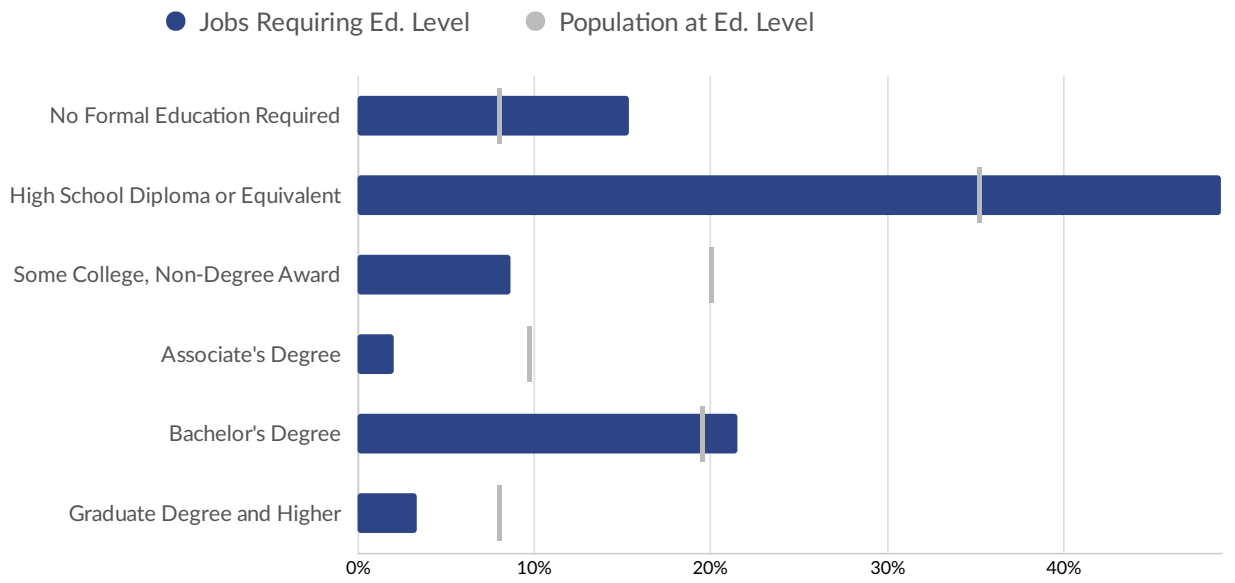
Top Occupation Earnings



Top Posted Occupations



Underemployment

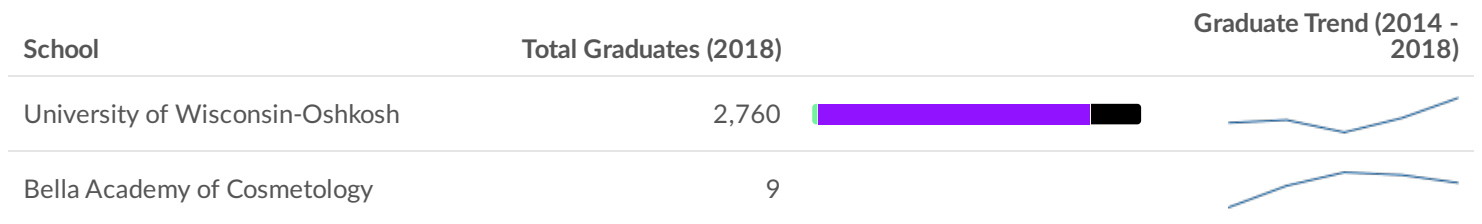


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jun 2019 - May 2020 Unique Average Monthly Postings
Production	15,873	16,142	269	+2%	2.79	\$19.00	577
Office and Administrative Support	14,582	14,177	-405	-3%	1.00	\$16.82	716
Sales and Related	7,871	7,565	-306	-4%	0.77	\$14.00	704
Food Preparation and Serving Related	6,818	7,110	292	+4%	0.86	\$10.08	331
Transportation and Material Moving	6,359	6,508	149	+2%	0.94	\$17.30	931
Healthcare Practitioners and Technical	5,193	5,489	296	+6%	0.99	\$28.93	851
Management	4,677	4,981	304	+6%	0.87	\$46.14	423
Construction and Extraction	4,161	4,879	718	+17%	1.04	\$23.41	104
Education, Training, and Library	4,562	4,750	188	+4%	0.85	\$18.58	81
Business and Financial Operations	4,095	4,617	522	+13%	0.88	\$27.45	326
Personal Care and Service	3,613	4,322	709	+20%	0.97	\$11.55	279
Installation, Maintenance, and Repair	3,911	4,080	169	+4%	1.05	\$21.70	264
Building and Grounds Cleaning and Maintenance	2,484	2,423	-61	-2%	0.67	\$11.92	124
Architecture and Engineering	2,032	2,339	307	+15%	1.39	\$34.64	334
Computer and Mathematical	1,717	1,853	136	+8%	0.64	\$32.51	330
Protective Service	1,948	1,819	-129	-7%	0.82	\$17.90	47
Healthcare Support	1,783	1,745	-38	-2%	0.65	\$14.82	149
Community and Social Service	1,607	1,609	2	+0%	0.96	\$21.14	61

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	1,283	1,441	158	+12%	0.80	\$22.50	72
Life, Physical, and Social Science	909	978	69	+8%	1.21	\$25.81	45
Legal	319	338	19	+6%	0.41	\$27.51	14
Farming, Fishing, and Forestry	339	317	-22	-6%	0.43	\$11.47	3
Military-only	231	209	-22	-10%	0.37	\$21.95	0

Educational Pipeline

In 2018, there were 2,769 graduates in Winnebago County, WI. This pipeline has grown by 10% over the last 5 years. The highest share of these graduates come from Registered Nursing/Registered Nurse, Elementary Education and Teaching, and "Biology/Biological Sciences, General".



● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

In-Demand Skills

