

Waupaca County, WI

ECWRPC



East Central Wisconsin
Regional Planning Commission

ECWRPC

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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

52,097

Population (2023)

Population **grew by 1,046** over the last 5 years and is projected to **grow by 2,401** over the next 5 years.

21,258

Total Regional Employment

Jobs **decreased by 940** over the last 5 years and are projected to **decrease by 231** over the next 5 years.

\$65.1K

Median Household Income (2021)

Median household income is **\$4.0K below** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **increased by 2.0%** since 2018, growing by 1,046. Population is expected to **increase by 4.6%** between 2023 and 2028, adding 2,401.
- From 2018 to 2023, jobs **declined by 4.2%** in Waupaca County, WI from 22,198 to **21,258**. This change **fell short of the national growth rate of 3.6% by 7.8%**. As the number of jobs declined, the **labor force participation rate decreased from 63.9% to 59.7% between 2018 and 2023**.
- Concerning educational attainment, **15.4% of Waupaca County, WI residents possess a Bachelor's Degree** (5.8% below the national average), and **12.1% hold an Associate's Degree** (3.2% above the national average).
- The top three industries in 2023 are Foundries, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

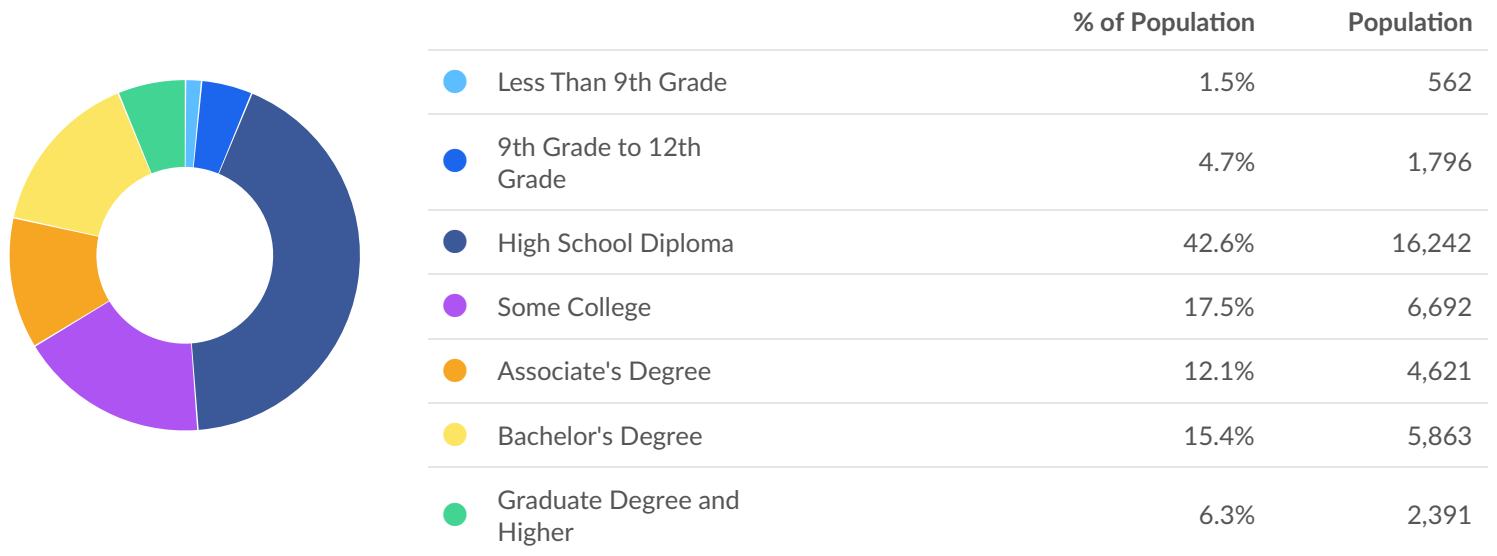
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	52,097	24,973	21,258	100.2	\$2.36B	\$4.34B	\$3.95B
State	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

Sep 2023 Labor Force Breakdown



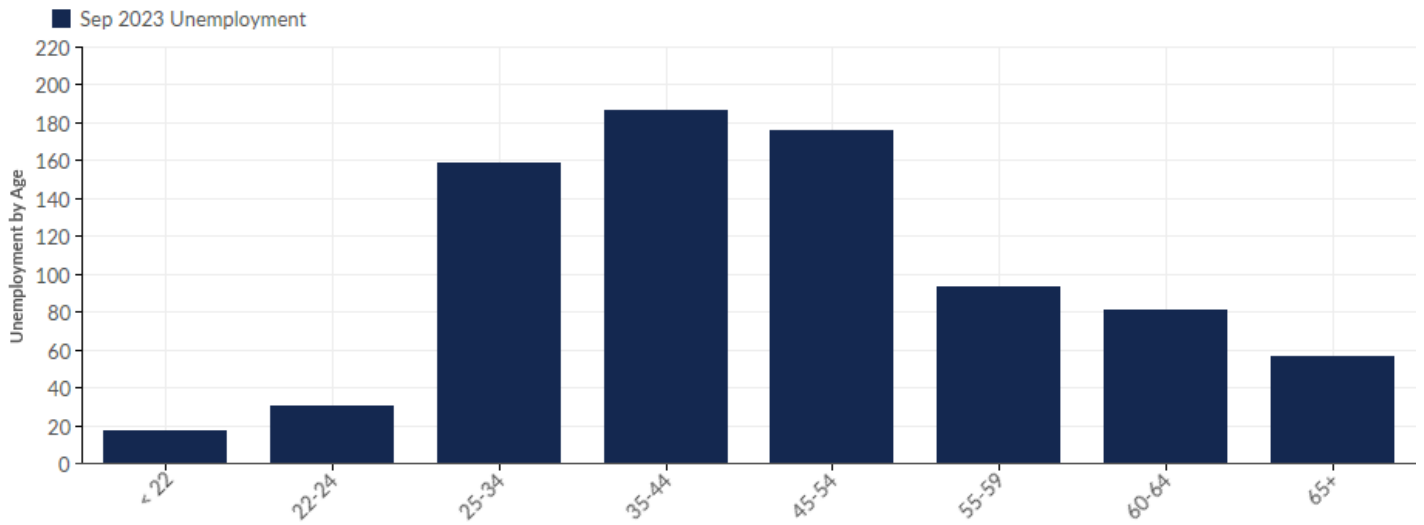
Educational Attainment

Concerning educational attainment, **15.4% of Waupaca County, WI residents possess a Bachelor's Degree** (5.8% below the national average), and **12.1% hold an Associate's Degree** (3.2% above the national average).



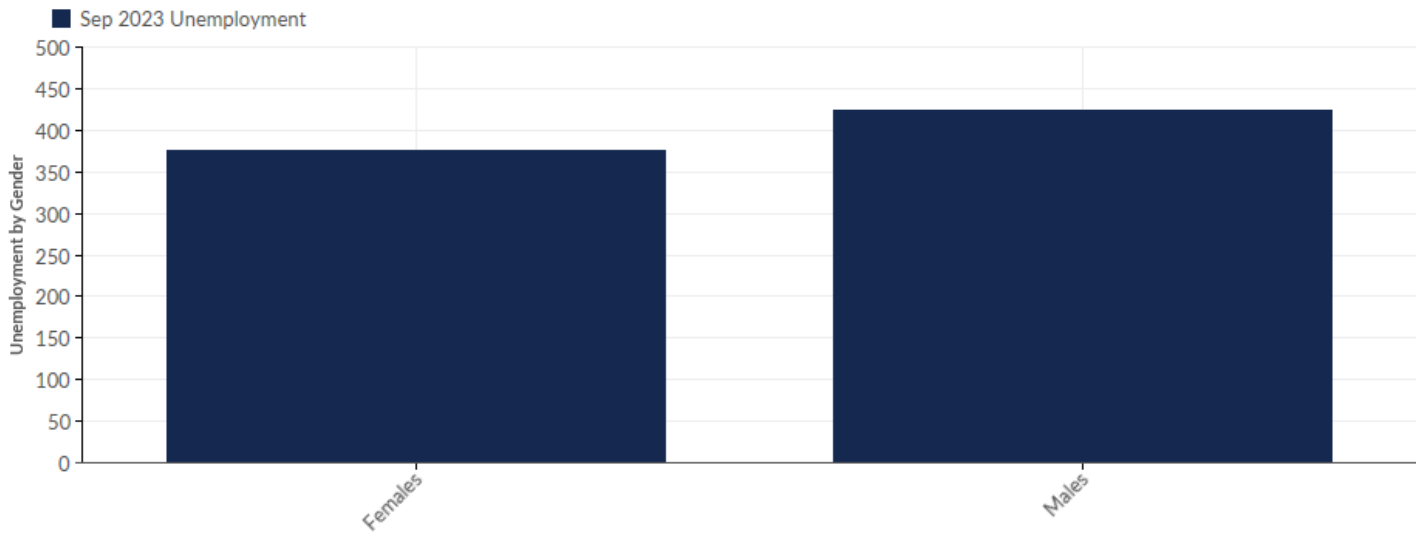
Unemployment by Demographics

Unemployment by Age



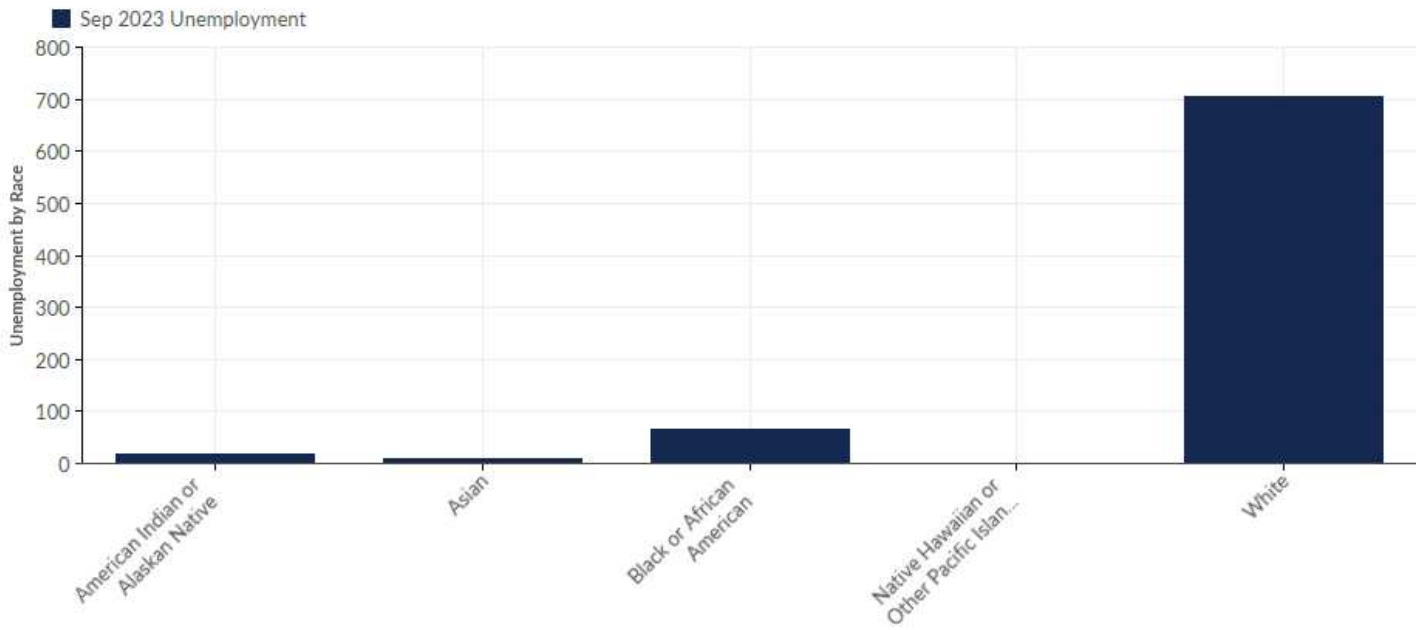
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	17	2.13%
22-24	31	3.88%
25-34	159	19.90%
35-44	186	23.28%
45-54	176	22.03%
55-59	93	11.64%
60-64	81	10.14%
65+	56	7.01%
Total	799	100.00%

Unemployment by Gender



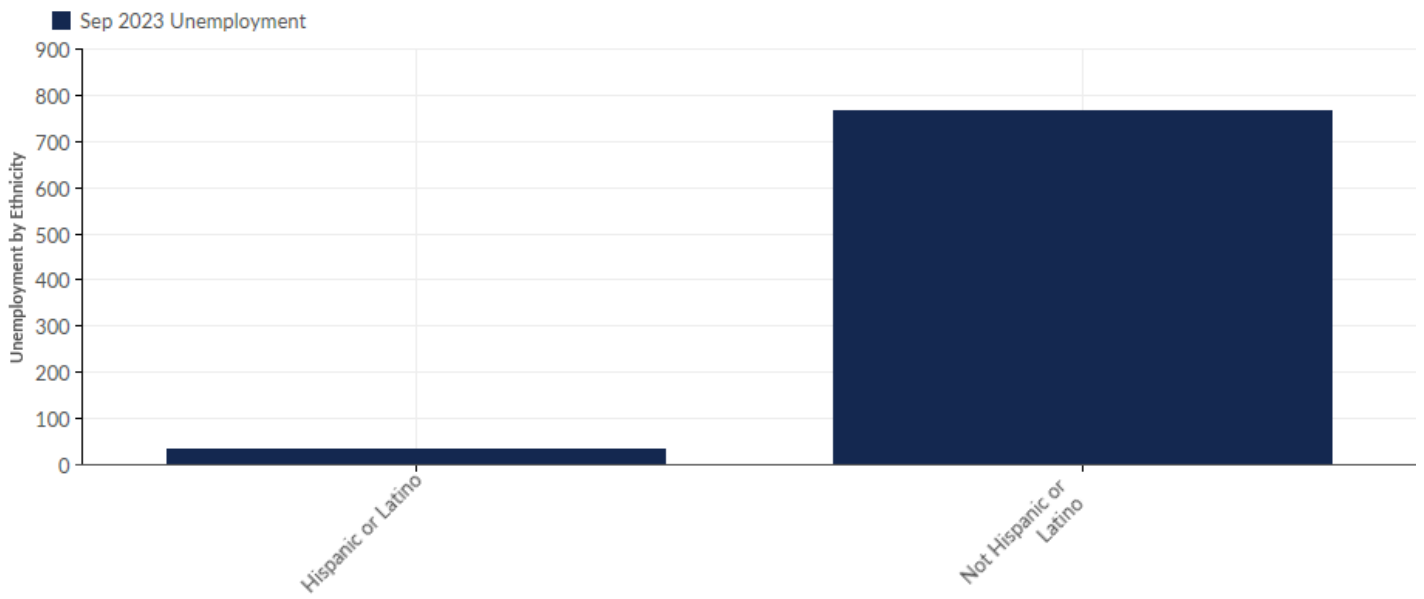
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	375	46.93%
Males	424	53.07%
Total	799	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	19	2.38%
Asian	9	1.13%
Black or African American	66	8.26%
Native Hawaiian or Other Pacific Islander	1	0.13%
White	705	88.24%
Total	799	100.00%

Unemployment by Ethnicity

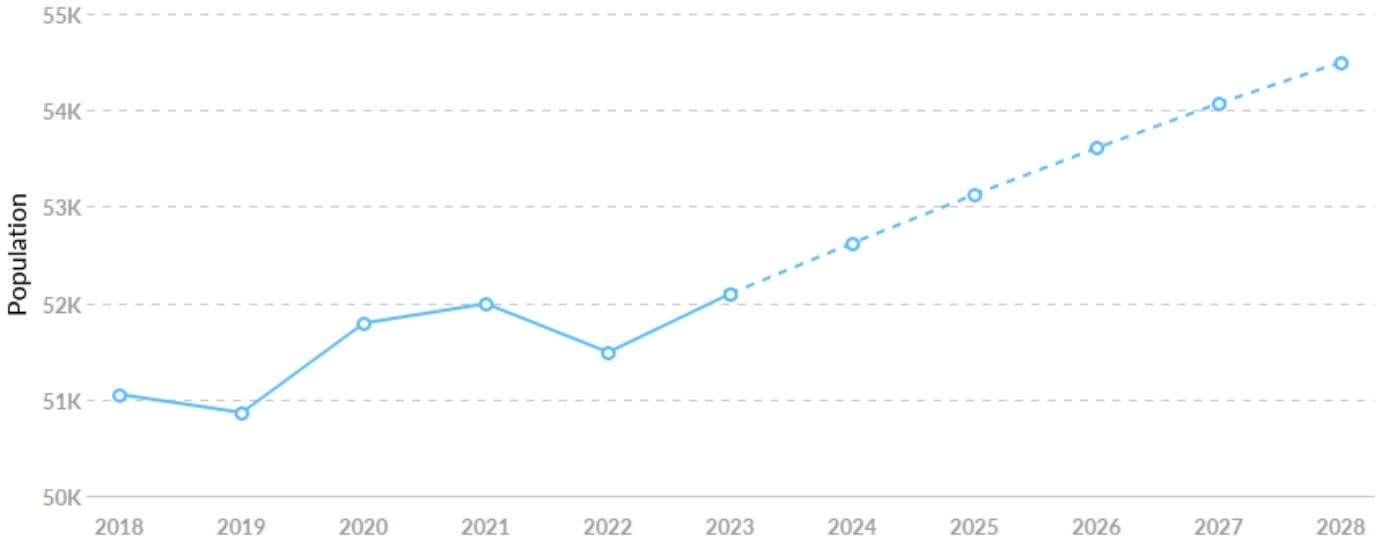


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	34	4.26%
Not Hispanic or Latino	765	95.74%
Total	799	100.00%

Historic & Projected Trends

Population Trends

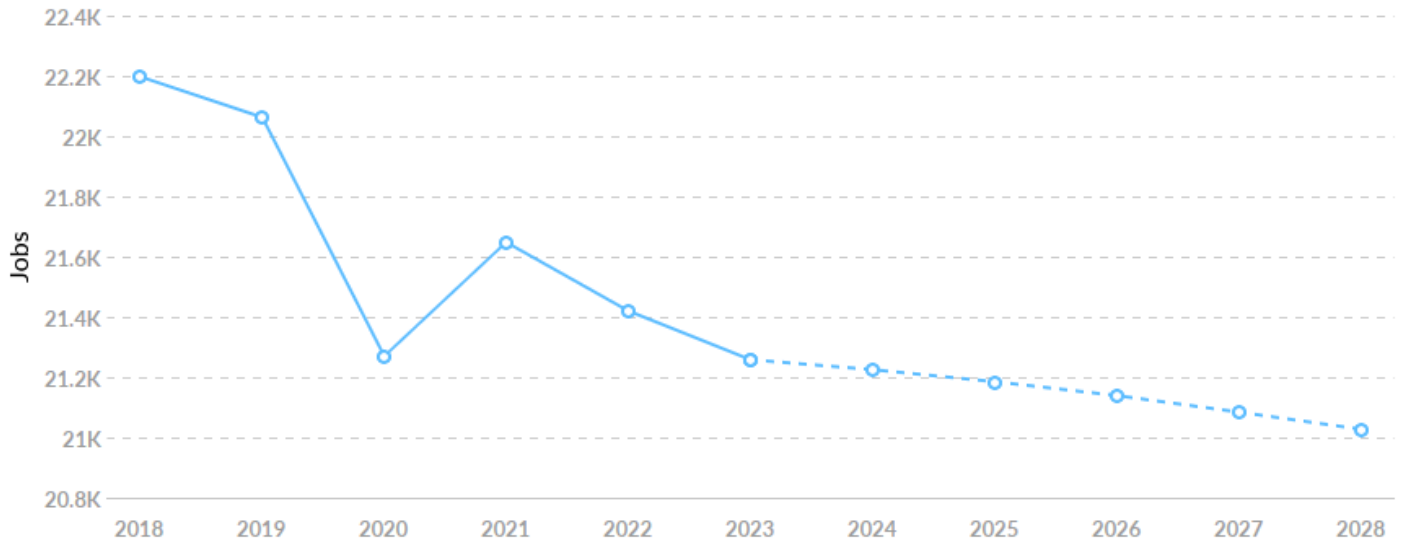
As of 2023 the region's population increased by 2.0% since 2018, growing by 1,046. Population is expected to increase by 4.6% between 2023 and 2028, adding 2,401.



Timeframe	Population
2018	51,051
2019	50,863
2020	51,791
2021	51,992
2022	51,488
2023	52,097
2024	52,622
2025	53,126
2026	53,608
2027	54,071
2028	54,498

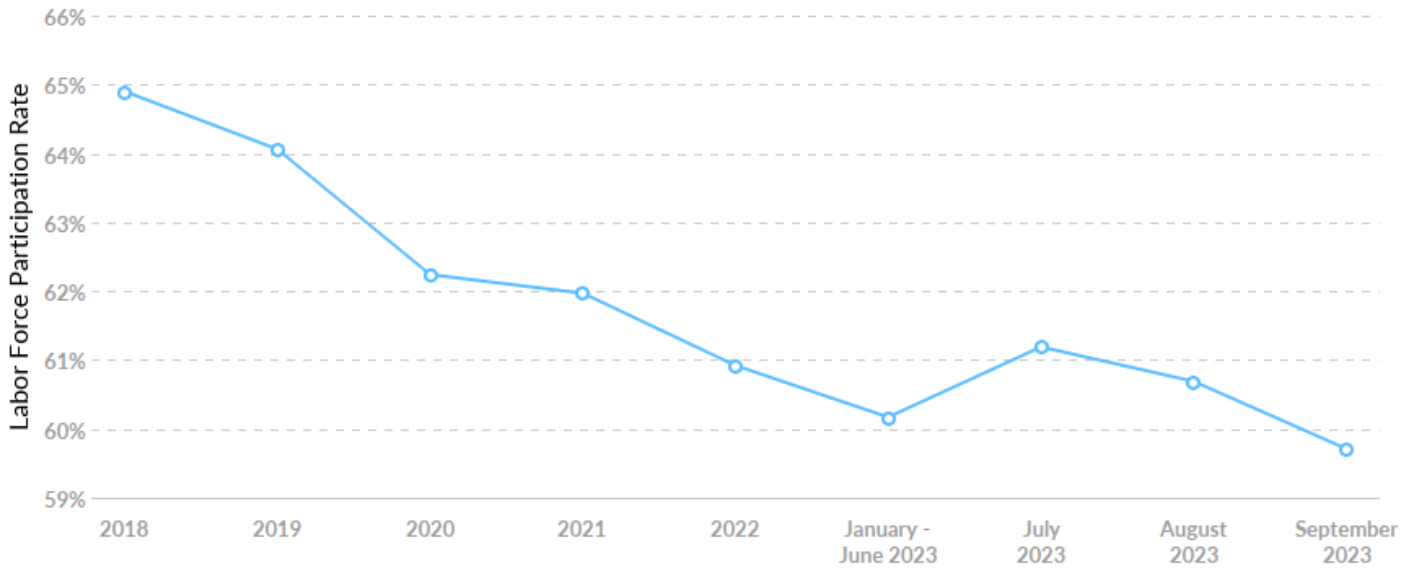
Job Trends

From 2018 to 2023, jobs declined by 4.2% in Waupaca County, WI from 22,198 to 21,258. This change fell short of the national growth rate of 3.6% by 7.8%.



Timeframe	Jobs
2018	22,198
2019	22,063
2020	21,269
2021	21,648
2022	21,420
2023	21,258
2024	21,225
2025	21,185
2026	21,139
2027	21,084
2028	21,027

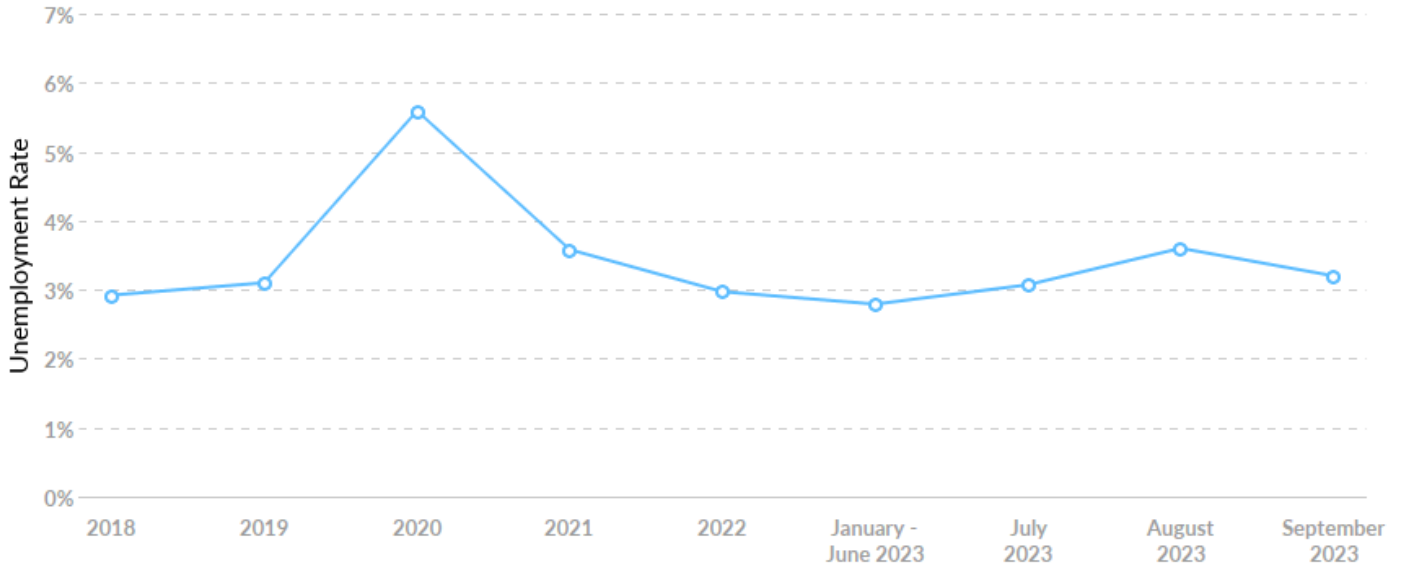
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	64.90%
2019	64.06%
2020	62.24%
2021	61.97%
2022	60.92%
January - June 2023	60.17%
July 2023	61.19%
August 2023	60.69%
September 2023	59.71%

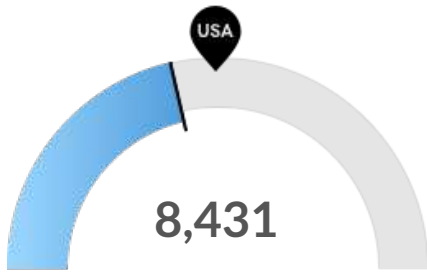
Unemployment Rate Trends

Waupaca County, WI had a September 2023 unemployment rate of 3.20%, **increasing from 2.92%** 5 years before.



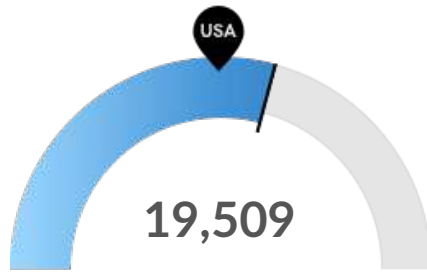
Timeframe	Unemployment Rate
2018	2.92%
2019	3.10%
2020	5.59%
2021	3.58%
2022	2.97%
January - June 2023	2.79%
July 2023	3.07%
August 2023	3.60%
September 2023	3.20%

Population Characteristics



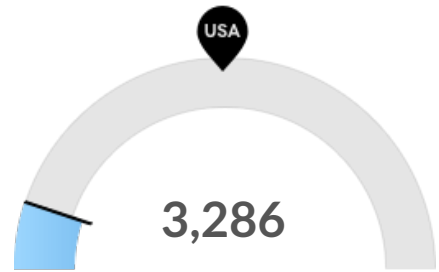
Millennials

Waupaca County, WI has 8,431 millennials (ages 25-39). The national average for an area this size is 10,469.



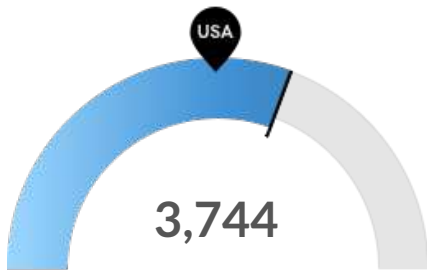
Retiring Soon

Retirement risk is high in Waupaca County, WI. The national average for an area this size is 15,430 people 55 or older, while there are 19,509 here.



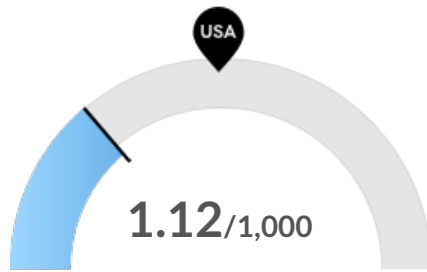
Racial Diversity

Racial diversity is low in Waupaca County, WI. The national average for an area this size is 21,174 racially diverse people, while there are 3,286 here.



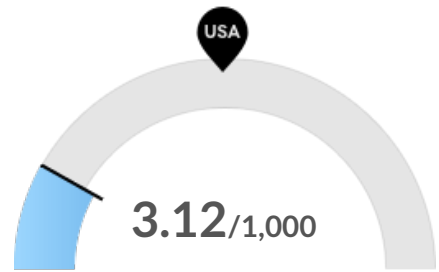
Veterans

Waupaca County, WI has 3,744 veterans. The national average for an area this size is 2,730.



Violent Crime

Waupaca County, WI has 1.12 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

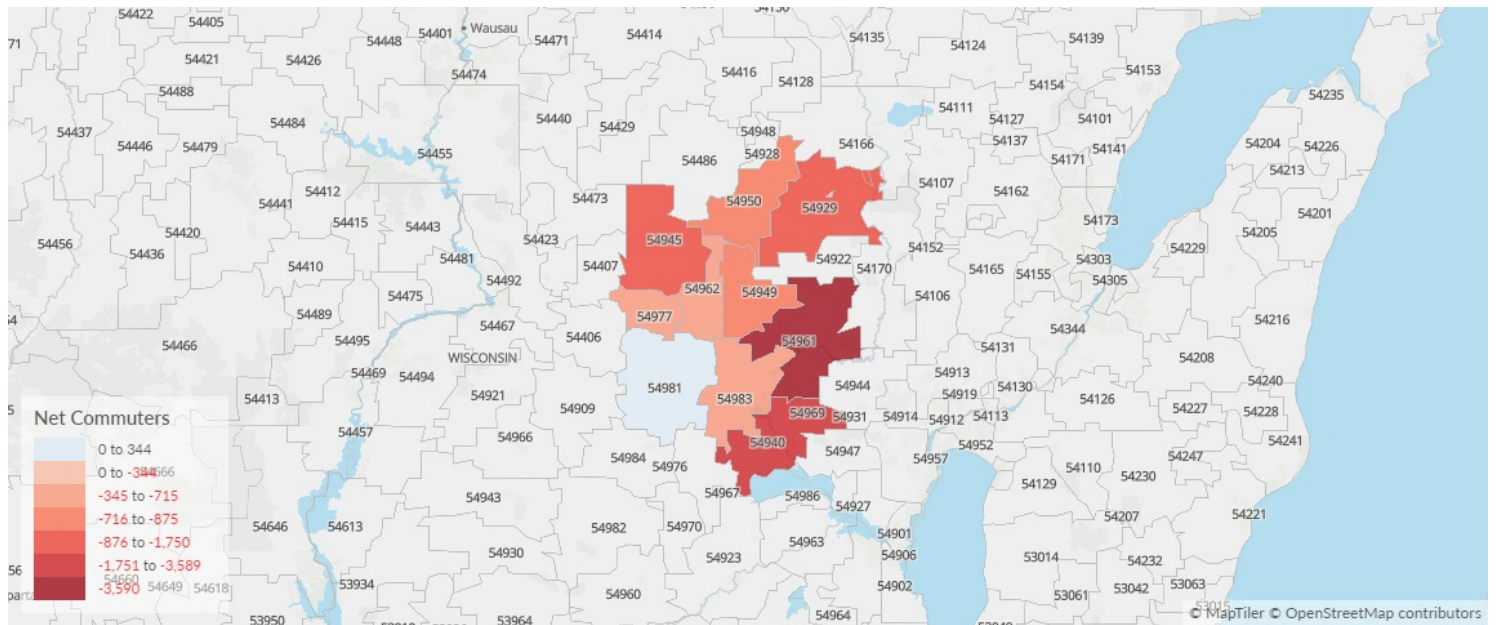


Property Crime

Waupaca County, WI has 3.12 property crimes per 1,000 people. The national rate is 12.12 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. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 54961.



Where Talent Works

ZIP	Name	2023 Employment
54981	Waupaca, WI (in Waupa...	7,022
54961	New London, WI (in Wa...	3,809
54929	Clintonville, WI (in Wau...	3,720
54983	Weyauwega, WI (in Wa...	1,980
54945	Iola, WI (in Waupaca co...	1,211

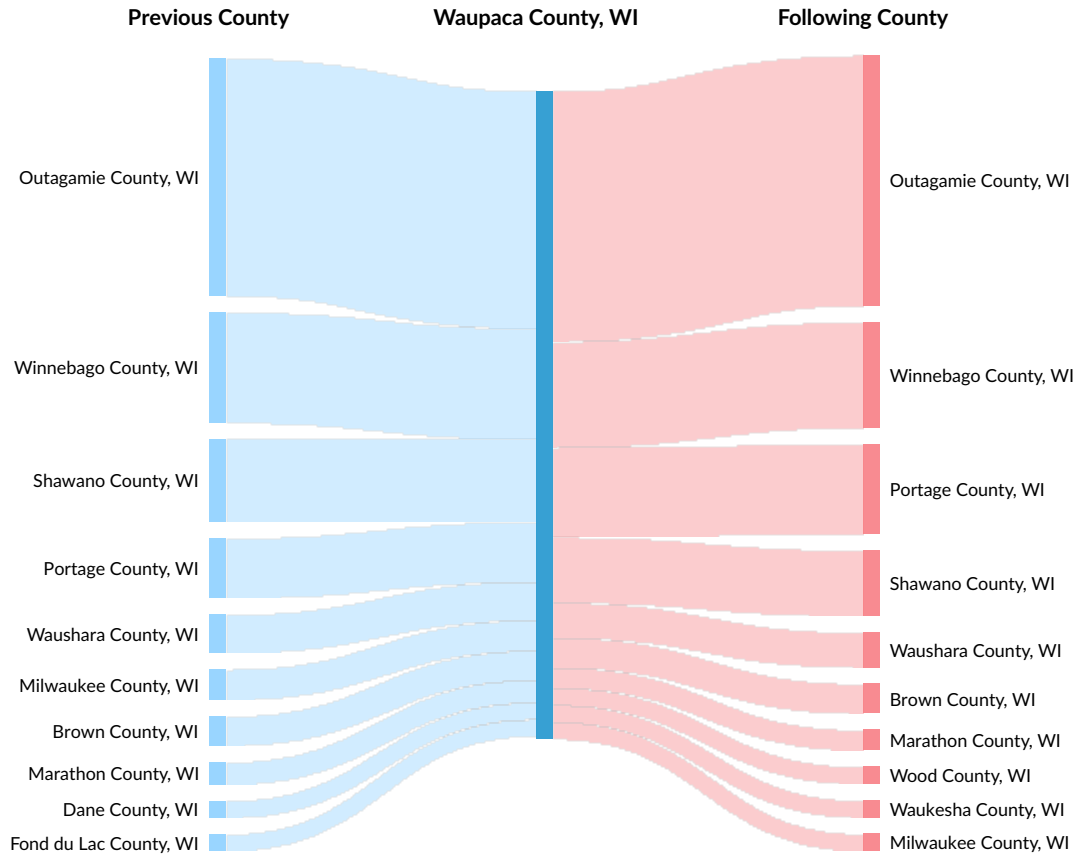
Where Talent Lives

ZIP	Name	2023 Workers
54961	New London, WI (in Wa...	7,398
54981	Waupaca, WI (in Waupa...	6,913
54929	Clintonville, WI (in Wau...	4,596
54983	Weyauwega, WI (in Wa...	2,499
54940	Fremont, WI (in Waupa...	2,460

Inbound and Outbound Migration

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

As of 2021, 491 people have migrated from Outagamie County, WI to Waupaca County, WI. In the same year, 518 people left Waupaca County, WI migrating to Outagamie County, WI. The total Net Migration for Waupaca County, WI in 2021 was 144.

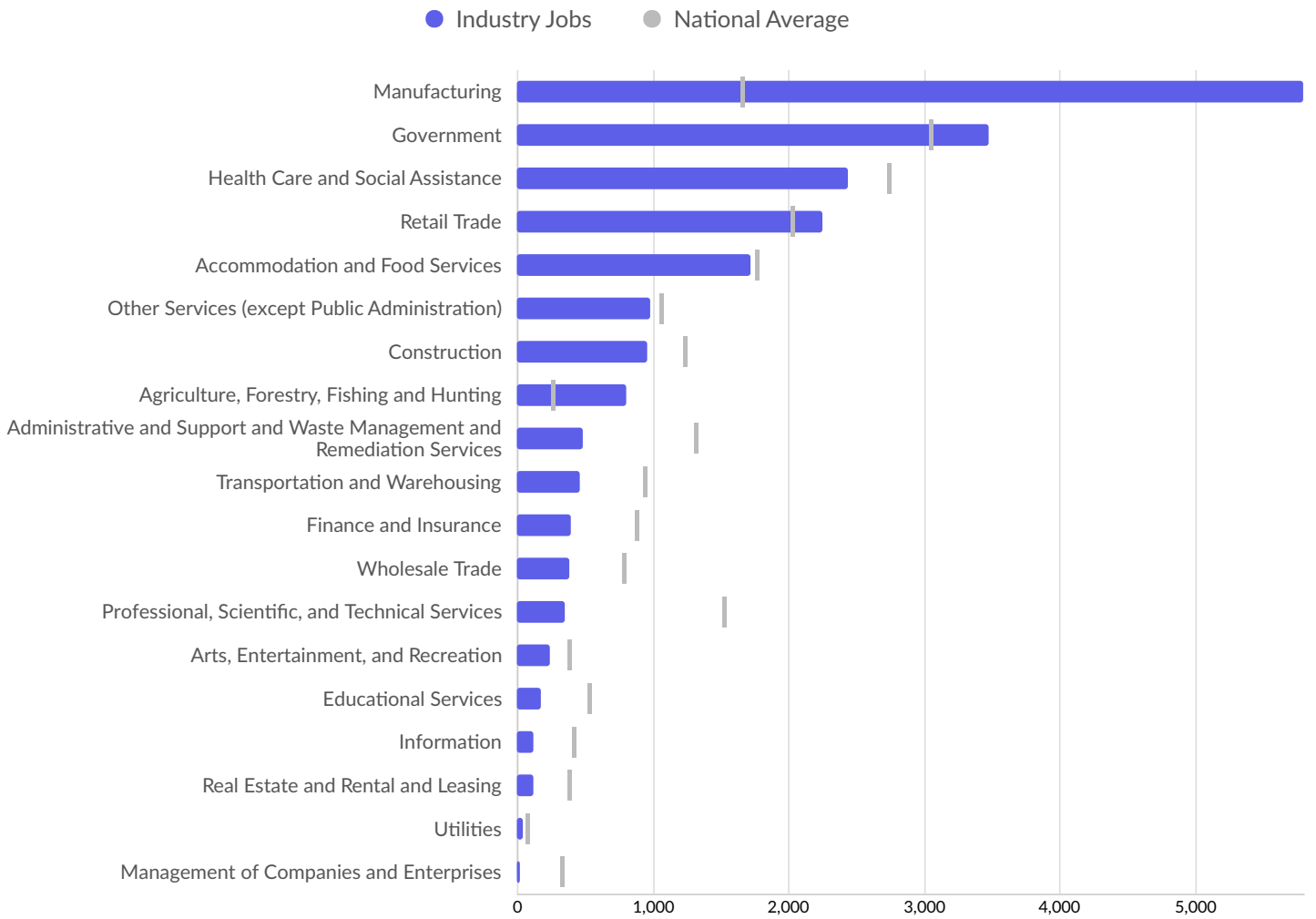


Top Previous Counties	Migrations
Outagamie County, WI	491
Winnebago County, WI	229
Shawano County, WI	171
Portage County, WI	124
Waushara County, WI	79
Milwaukee County, WI	63

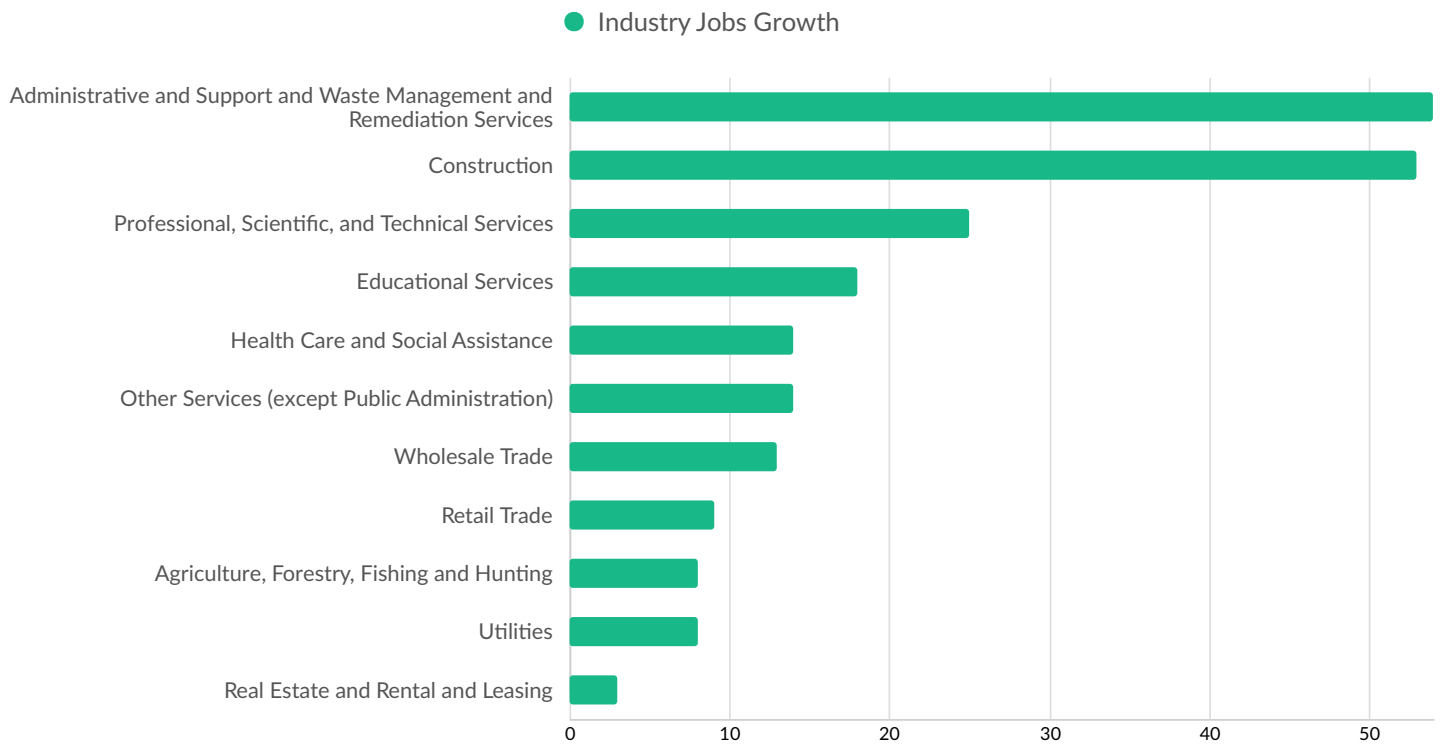
Top Previous Counties	Migrations
Brown County, WI	61
Marathon County, WI	46
Dane County, WI	35
Fond du Lac County, WI	35
Wood County, WI	34
Calumet County, WI	31
Parker County, TX	29
Kewaunee County, WI	27
Washington County, WI	27
Top Following Counties	Migrations
Outagamie County, WI	518
Winnebago County, WI	219
Portage County, WI	185
Shawano County, WI	136
Waushara County, WI	72
Brown County, WI	61
Marathon County, WI	42
Wood County, WI	36
Waukesha County, WI	35
Milwaukee County, WI	35
Ozaukee County, WI	34
Fond du Lac County, WI	34
Price County, WI	33
Manitowoc County, WI	32
Oconto County, WI	32

Industry Characteristics

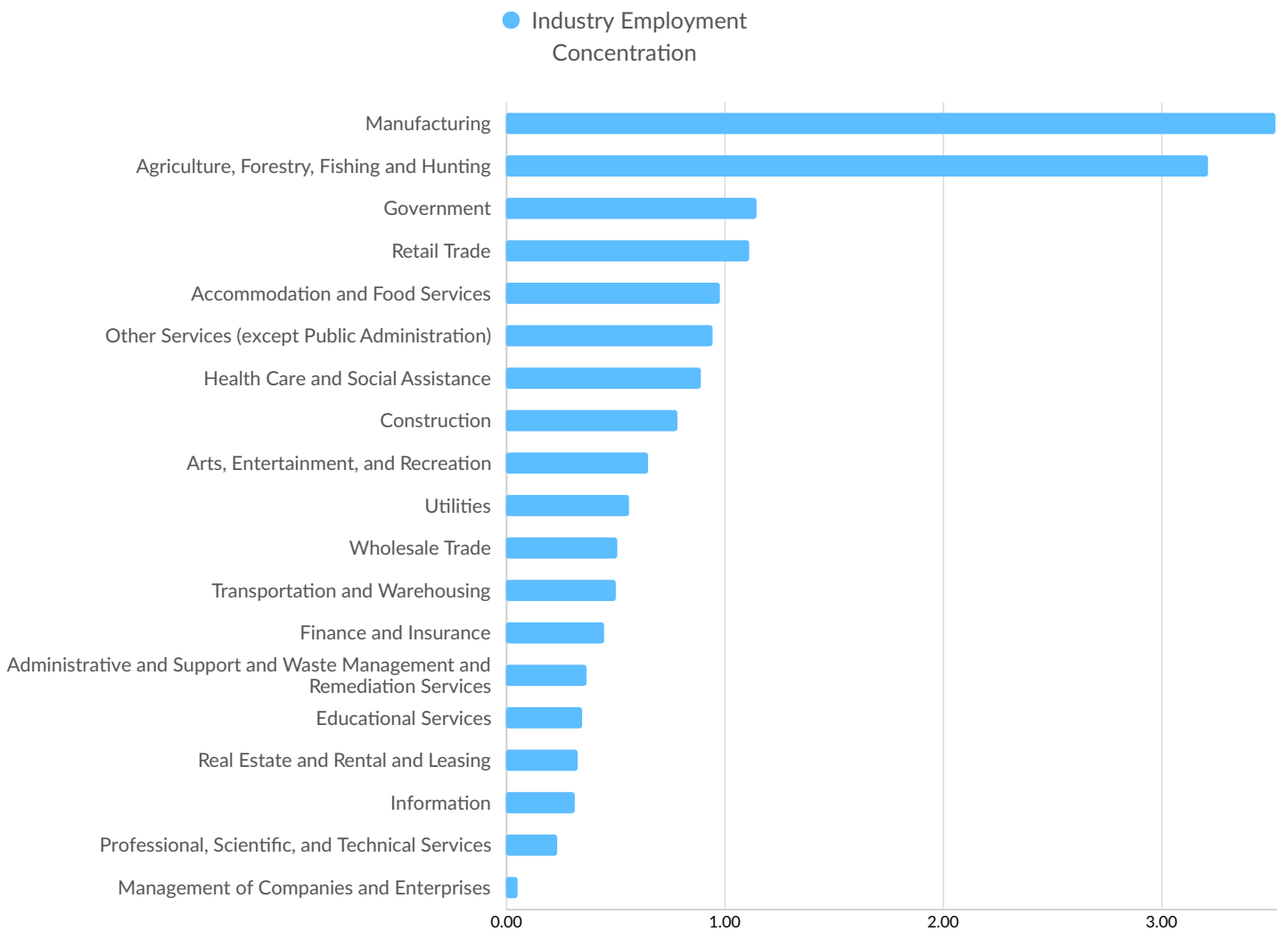
Largest Industries



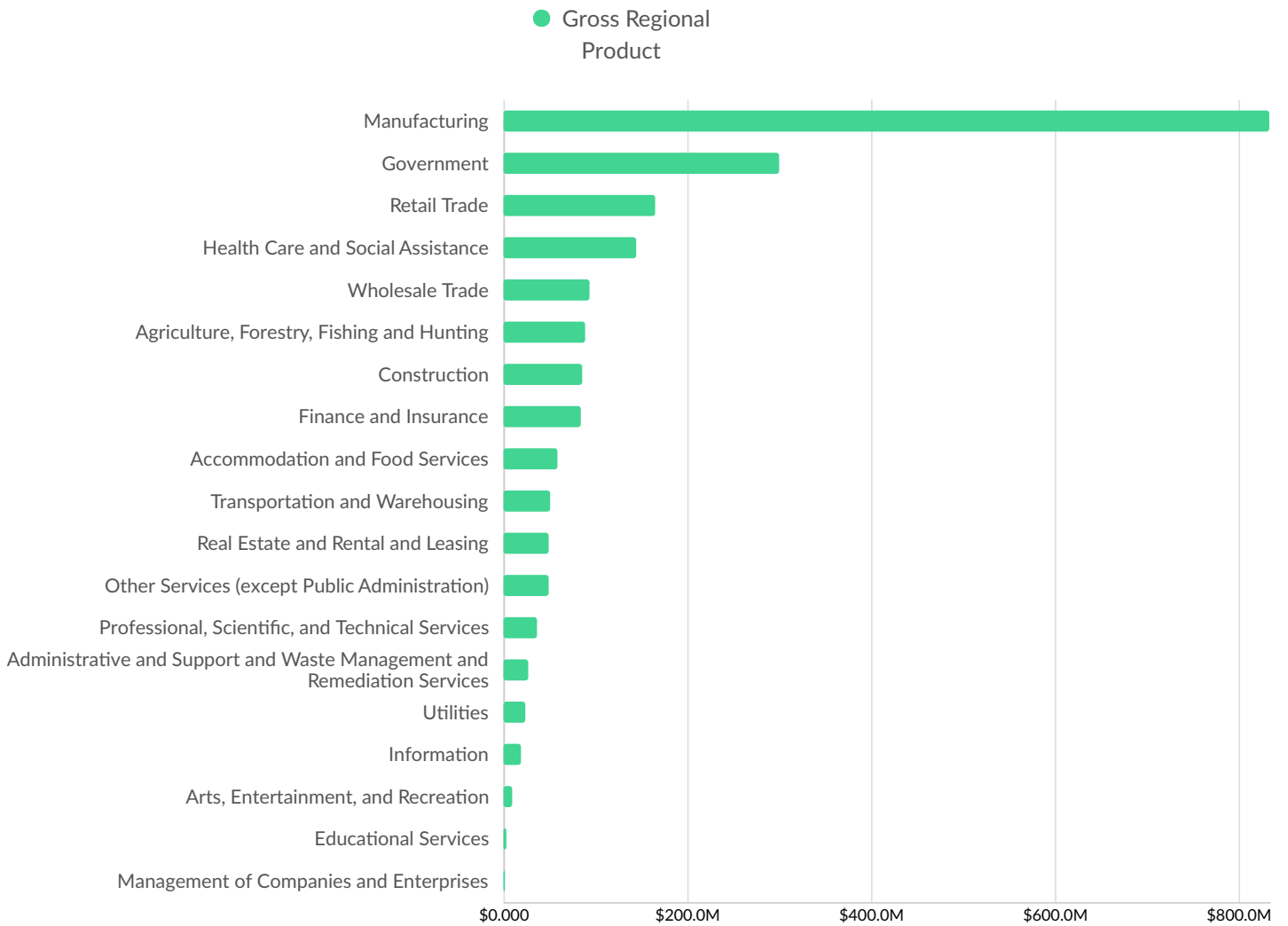
Top Growing Industries



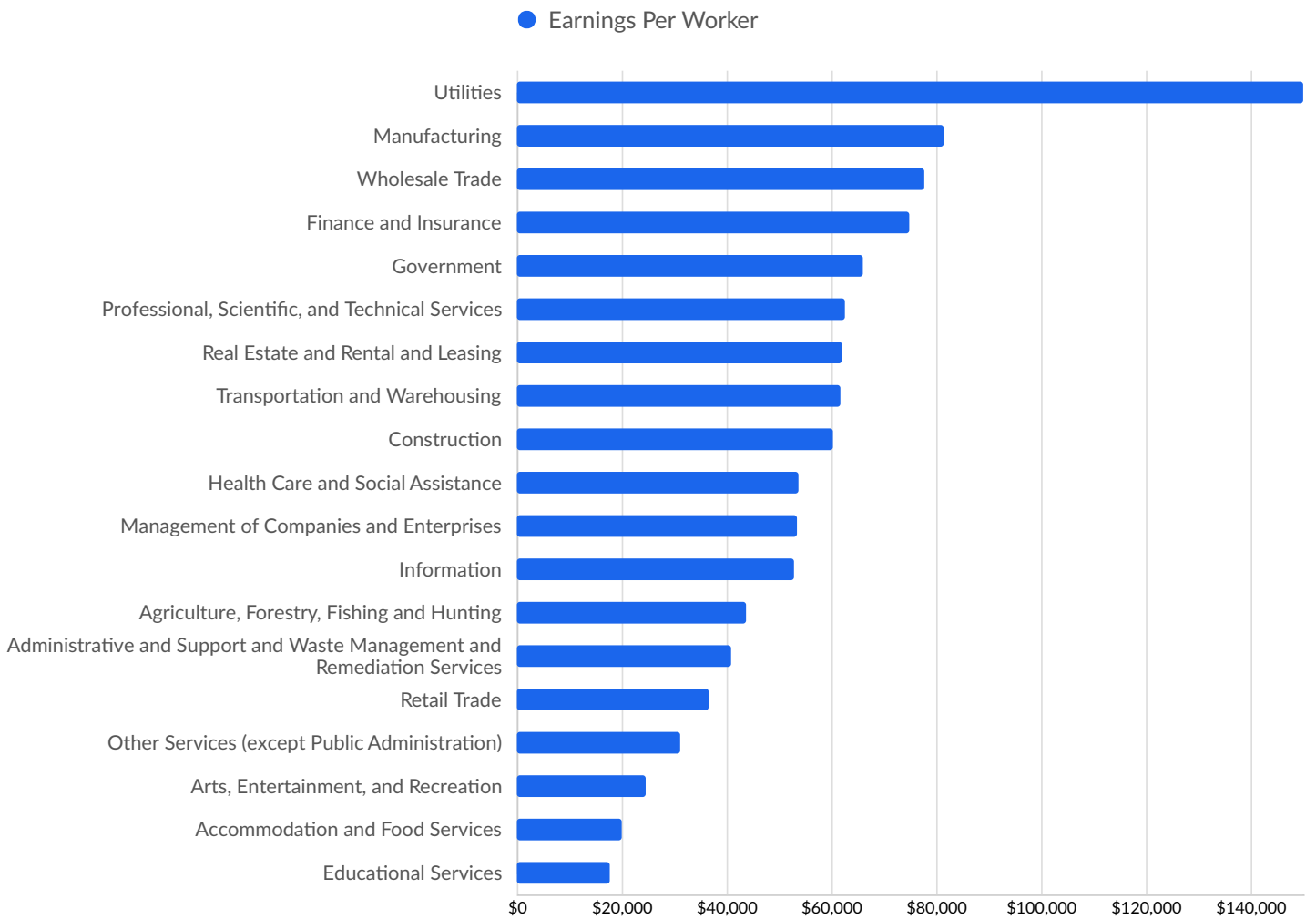
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



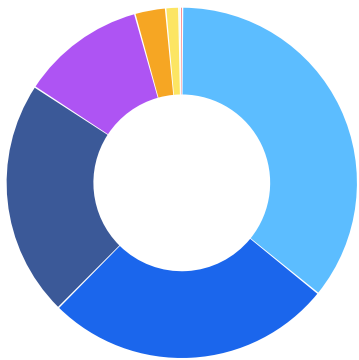
Business Characteristics

4,987 Companies Employ Your Workers

Online profiles for your workers mention 4,987 companies as employers, with the top 10 appearing below. In the last 12 months, 476 companies in Waupaca County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Waupaca Foundry	309 	Tyson Foods	206 
ThedaCare	244 	Tyson Sales and Distribution	169 
Sturm Foods, Inc, A Treehouse F...	121 	Fleet Farm	97 
State of Wisconsin	94 	Festival Foods	76 
Bemis Company	91 	Walgreens Boots Alliance	66 
University of Wisconsin System	73 	Agropur	61 
Amcor	71 	Coborn's	61 
Tyson Foods	66 	Amazon	60 
Fox Valley Technical College	65 	Actalent	54 
Waupaca School District	64 	Kwik Trip	52 

Business Size

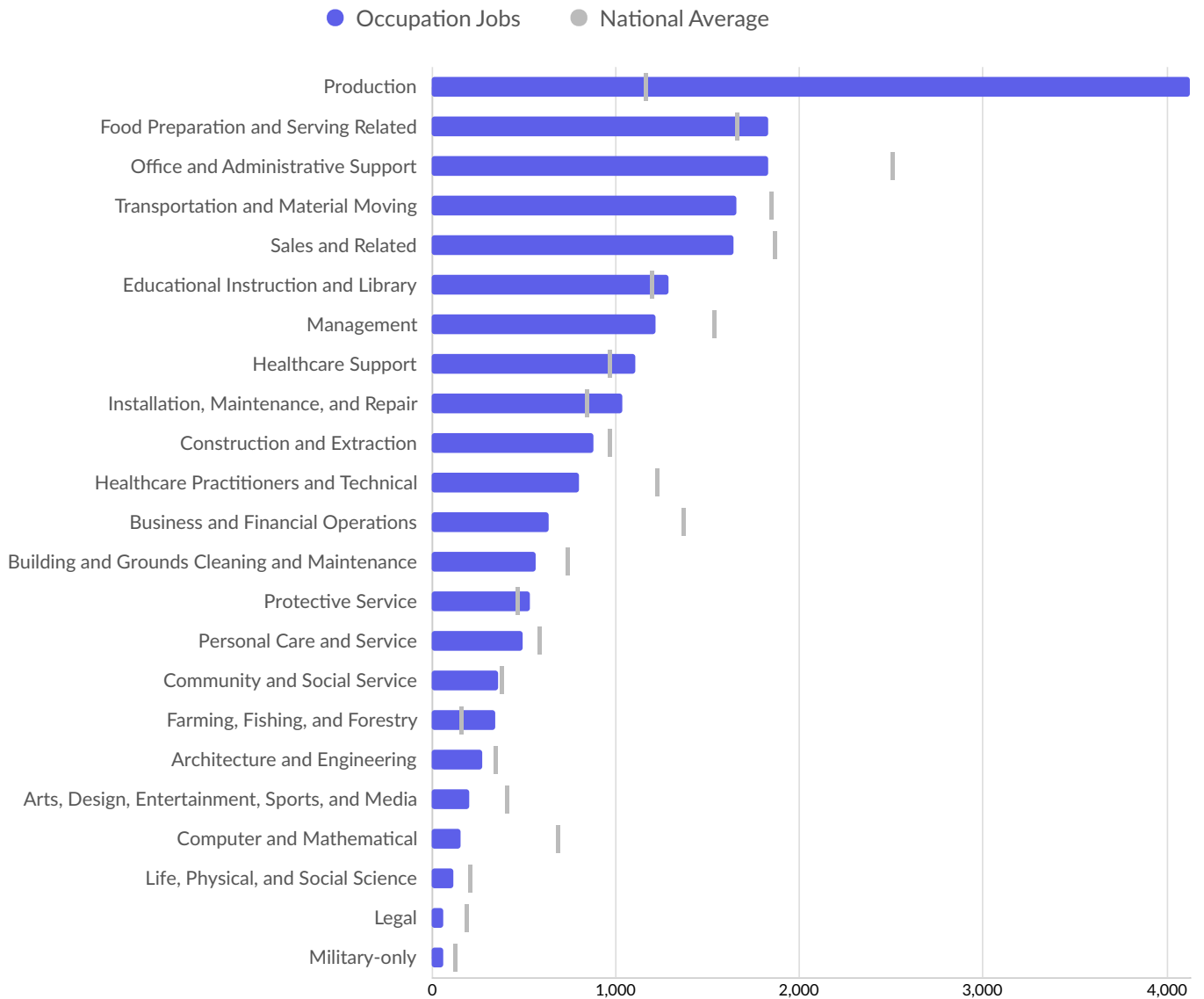


	Percentage	Business Count
● 1 to 4 employees	35.8%	742
● 5 to 9 employees	26.6%	551
● 10 to 19 employees	21.8%	452
● 20 to 49 employees	11.5%	238
● 50 to 99 employees	2.8%	59
● 100 to 249 employees	1.2%	25
● 250 to 499 employees	0.1%	3
● 500+ employees	0.2%	4

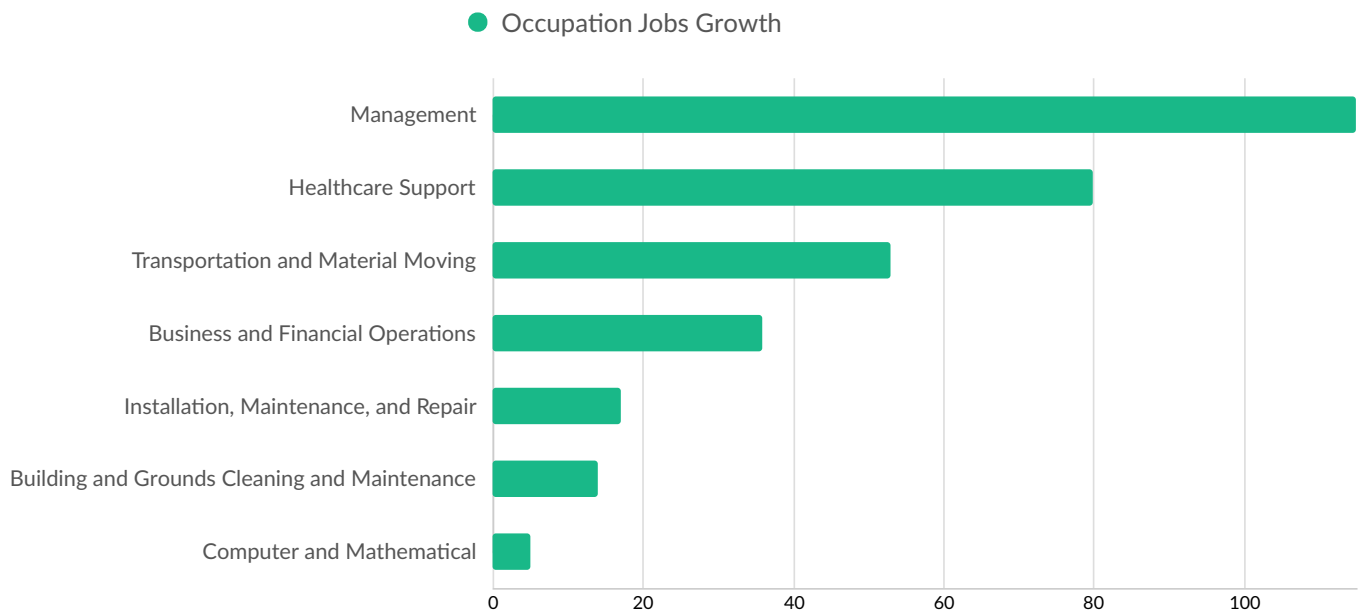
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

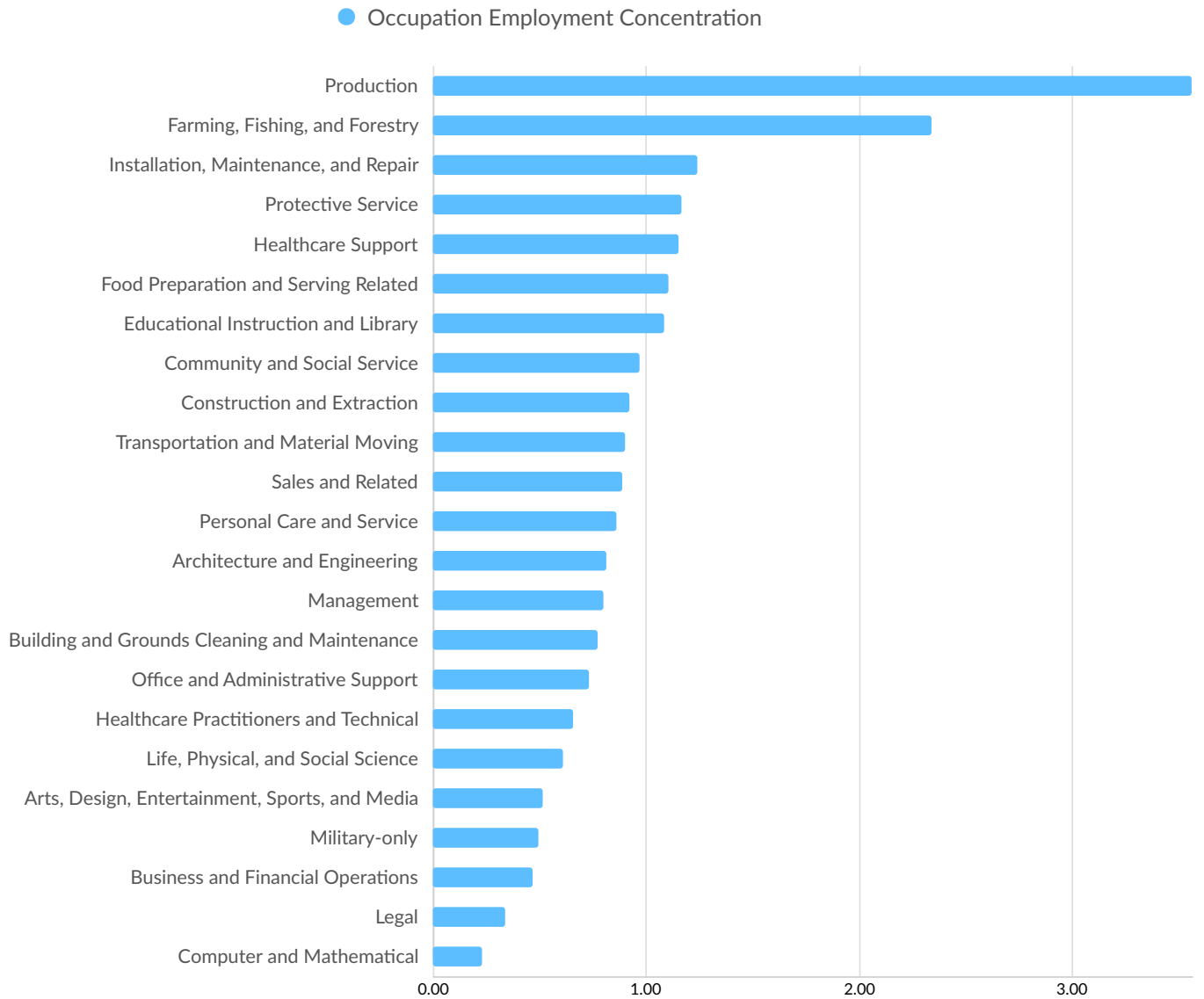
Largest Occupations



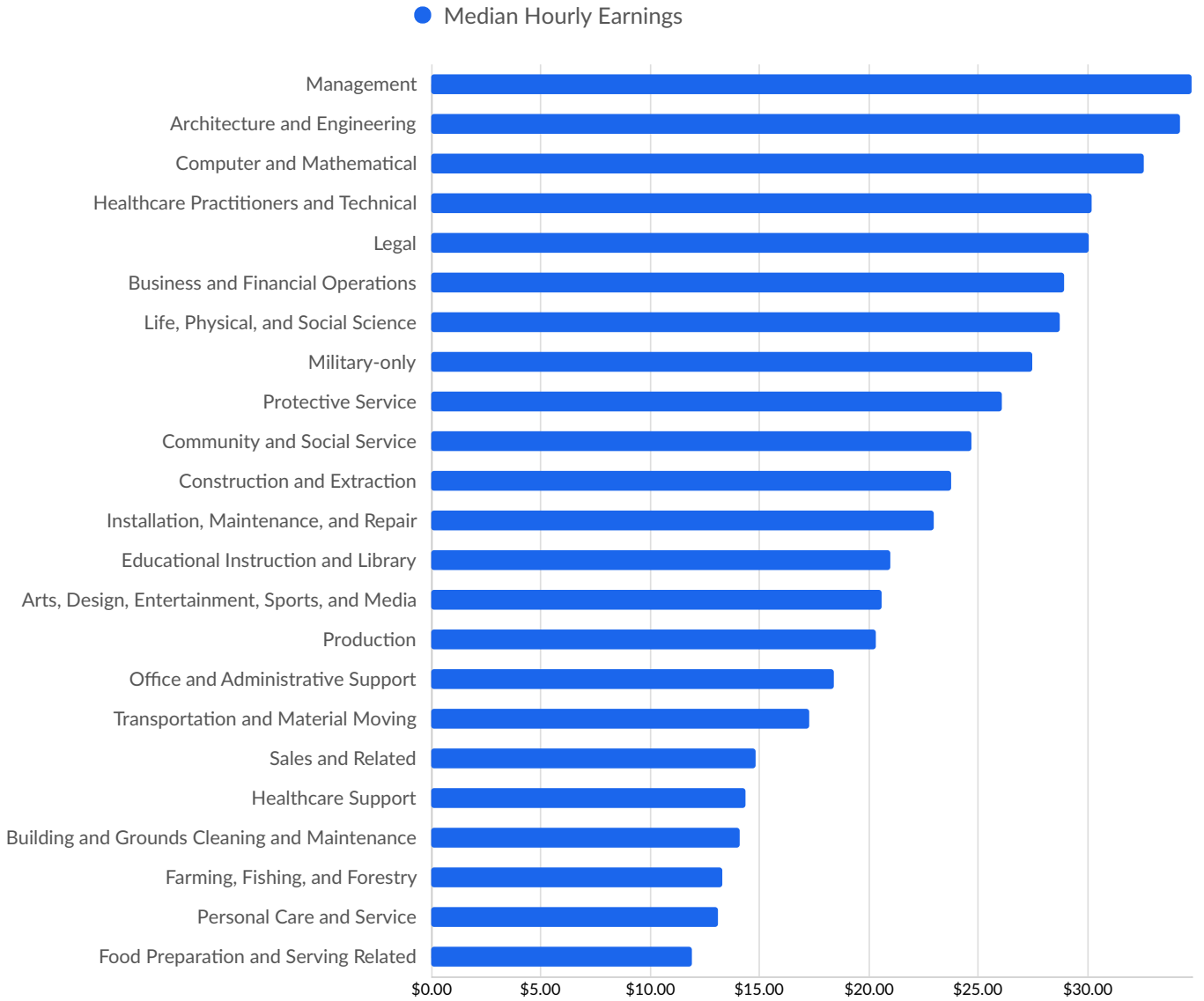
Top Growing Occupations



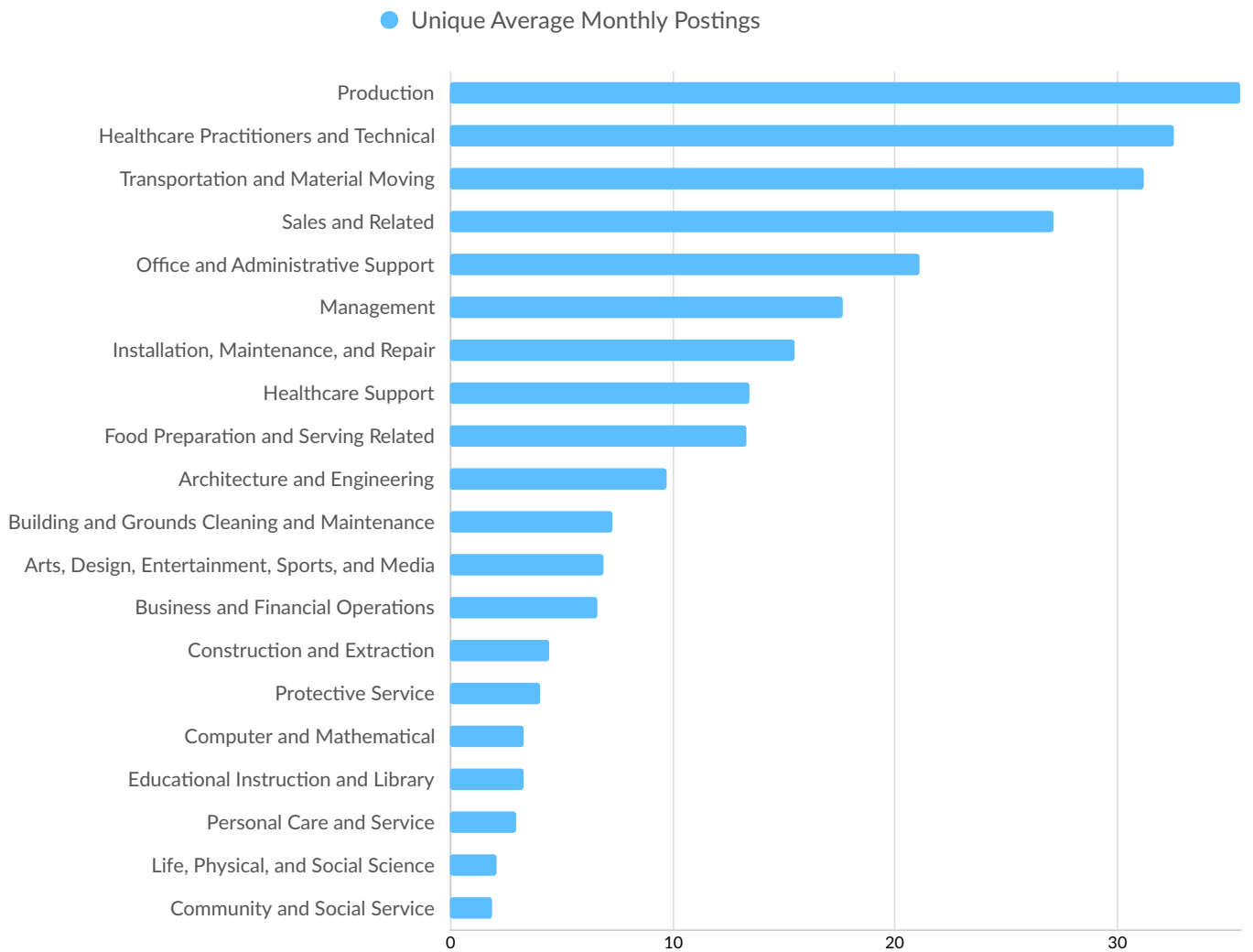
Top Occupation Employment Concentration



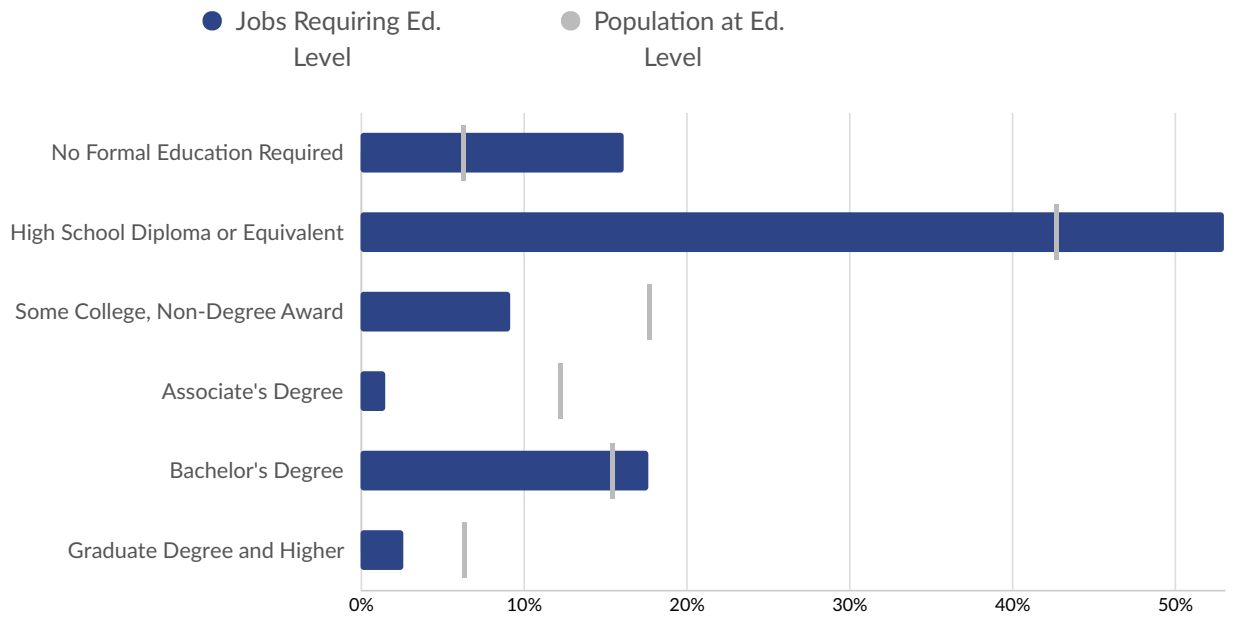
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

