



# Waushara County, WI

ECWRPC



East Central Wisconsin  
Regional Planning Commission

# ECWRPC

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## Report Parameters

### 1 County

55137 Waushara County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**25,274**

**Population (2023)**

Population **grew by 1,029** over the last 5 years and is projected to **grow by 1,035** over the next 5 years.

**7,815**

**Total Regional Employment**

Jobs **decreased by 81** over the last 5 years but are projected to **grow by 104** over the next 5 years.

**\$57.2K**

**Median Household Income (2021)**

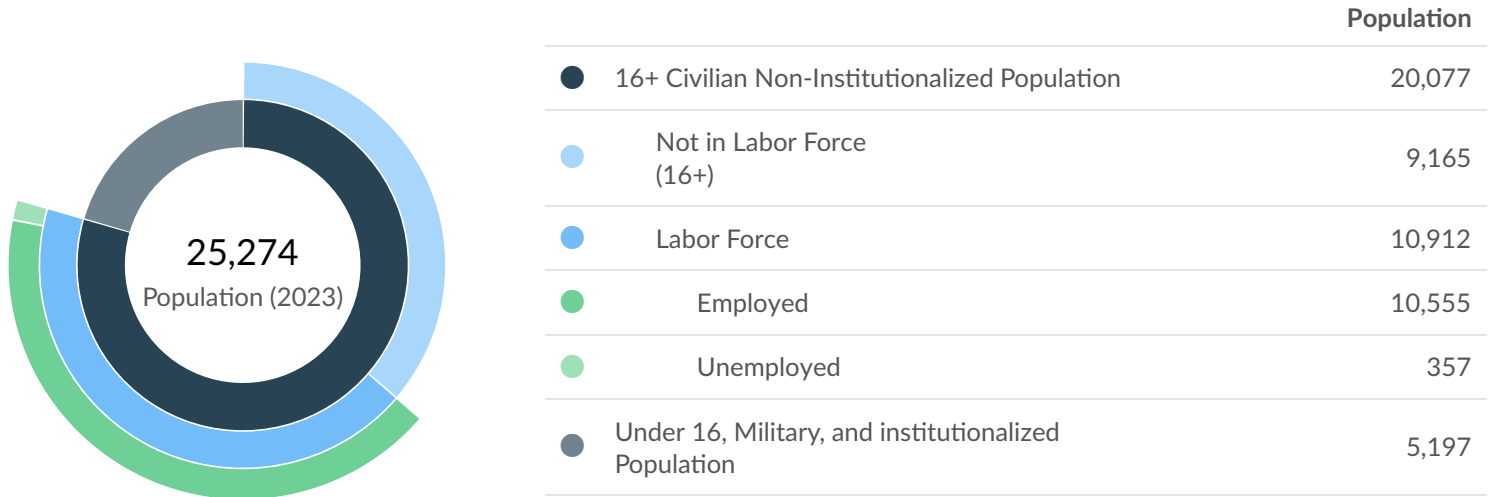
Median household income is **\$11.8K below** the national median household income of \$69.0K.

### Takeaways

- As of 2023 the region's population **increased by 4.2%** since 2018, growing by 1,029. Population is expected to **increase by 4.1%** between 2023 and 2028, adding 1,035.
- From 2018 to 2023, jobs **declined by 1.0%** in Waushara County, WI from 7,896 to **7,815**. This change **fell short of the national growth rate of 3.6% by 4.6%**. As the number of jobs declined, the **labor force participation rate decreased from 60.4% to 54.3% between 2018 and 2023**.
- Concerning educational attainment, **11.7% of Waushara County, WI residents possess a Bachelor's Degree** (9.5% below the national average), and **9.8% hold an Associate's Degree** (0.9% above the national average).
- The top three industries in 2023 are Crop Production, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

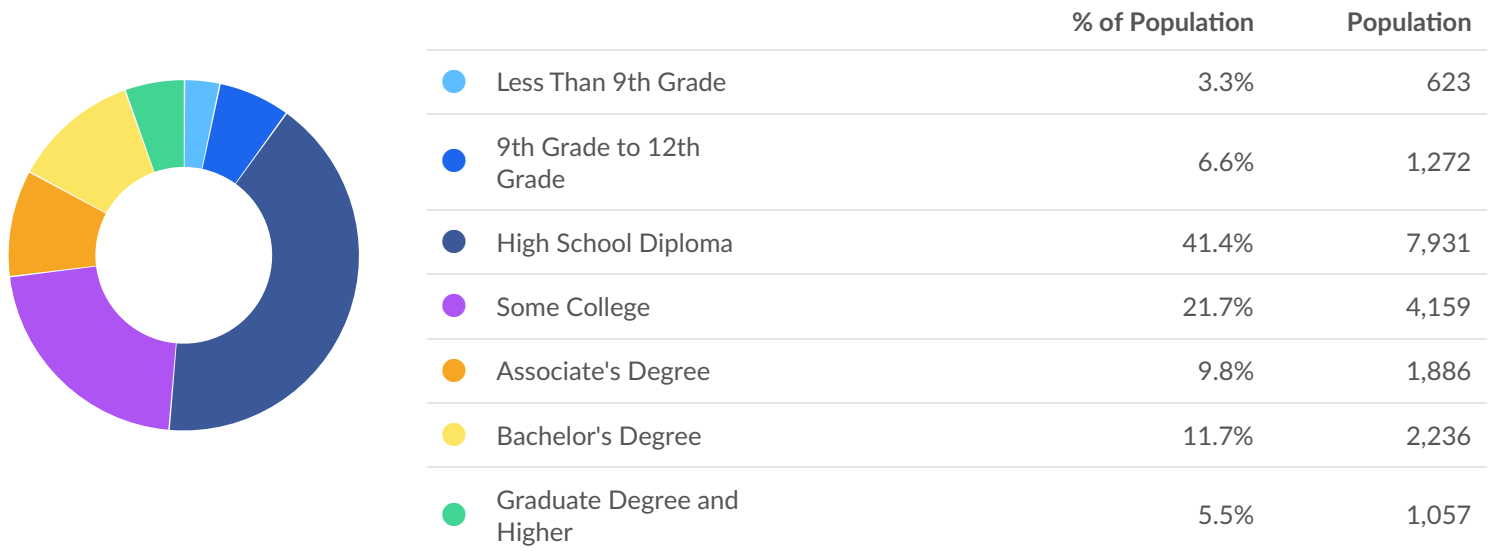
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	25,274	10,912	7,815	99.0	\$805.25M	\$1.81B	\$1.34B
State	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

## Sep 2023 Labor Force Breakdown



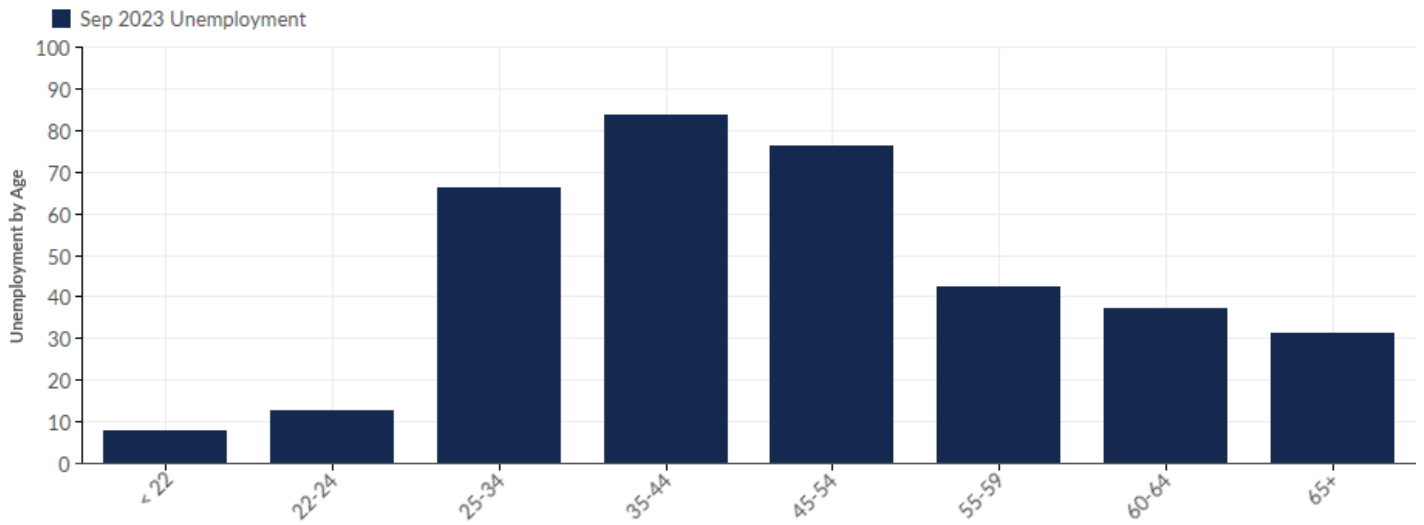
## Educational Attainment

Concerning educational attainment, **11.7% of Waushara County, WI residents possess a Bachelor's Degree** (9.5% below the national average), and **9.8% hold an Associate's Degree** (0.9% above the national average).



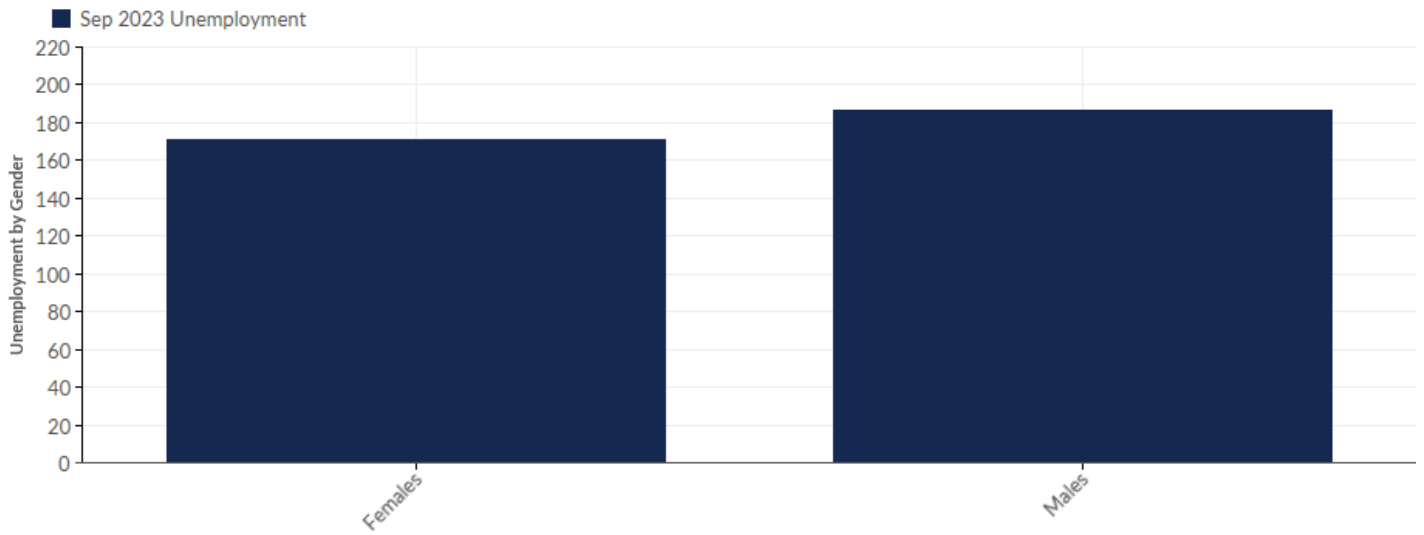
# Unemployment by Demographics

## Unemployment by Age



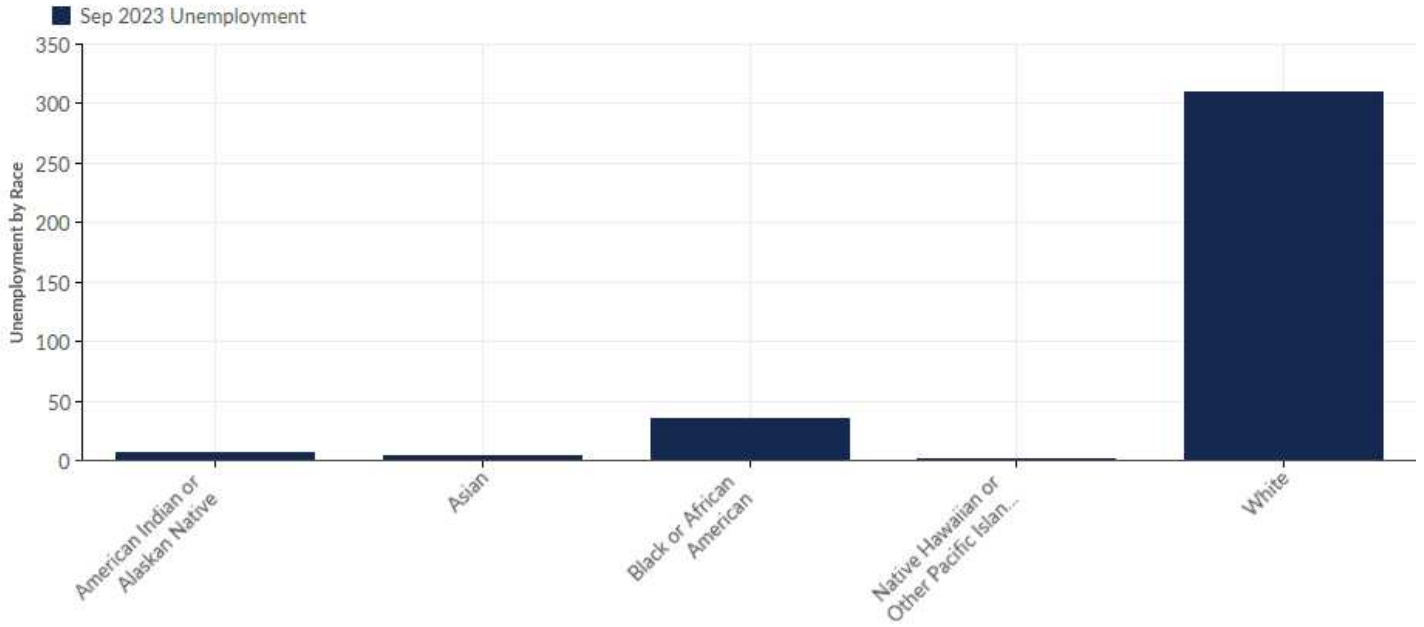
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	8	2.24%
22-24	13	3.64%
25-34	66	18.49%
35-44	84	23.53%
45-54	76	21.29%
55-59	42	11.76%
60-64	37	10.36%
65+	31	8.68%
<b>Total</b>	<b>357</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Sep 2023)	% of Unemployed
Females	171	47.90%
Males	186	52.10%
Total	357	100.00%

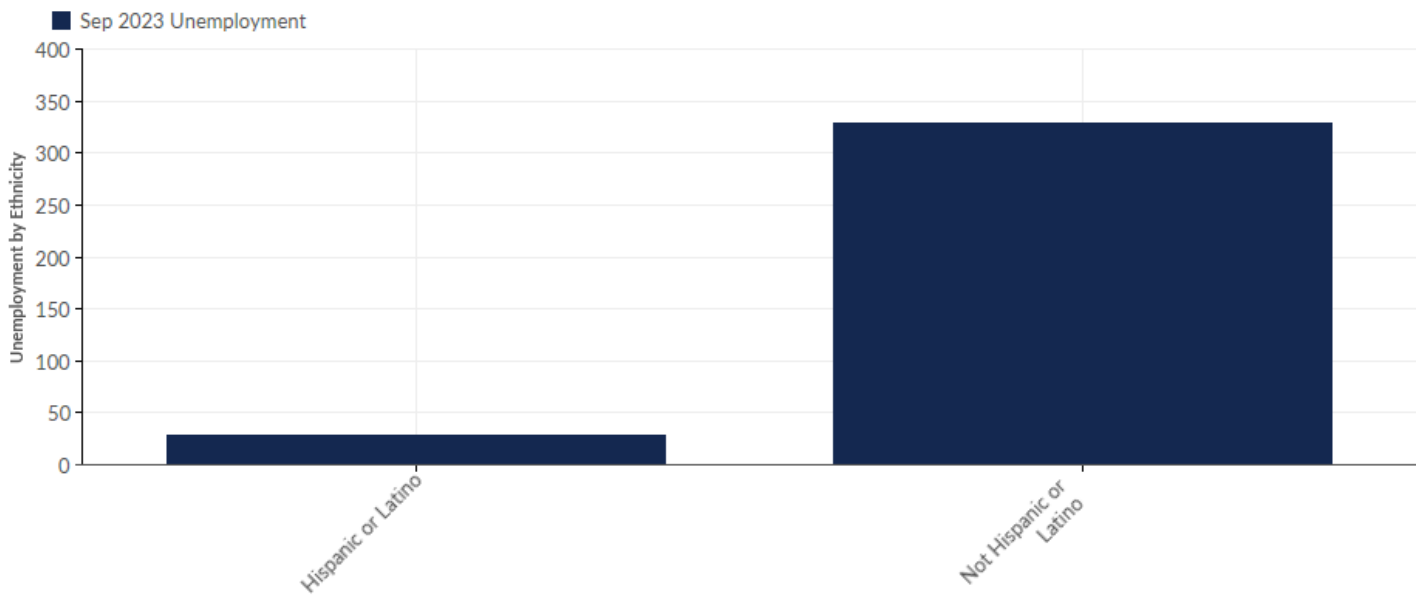
## Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	7	1.96%
Asian	4	1.12%
Black or African American	35	9.80%
Native Hawaiian or Other Pacific Islander	1	0.28%
White	310	86.83%
Total	357	100.00%



## Unemployment by Ethnicity

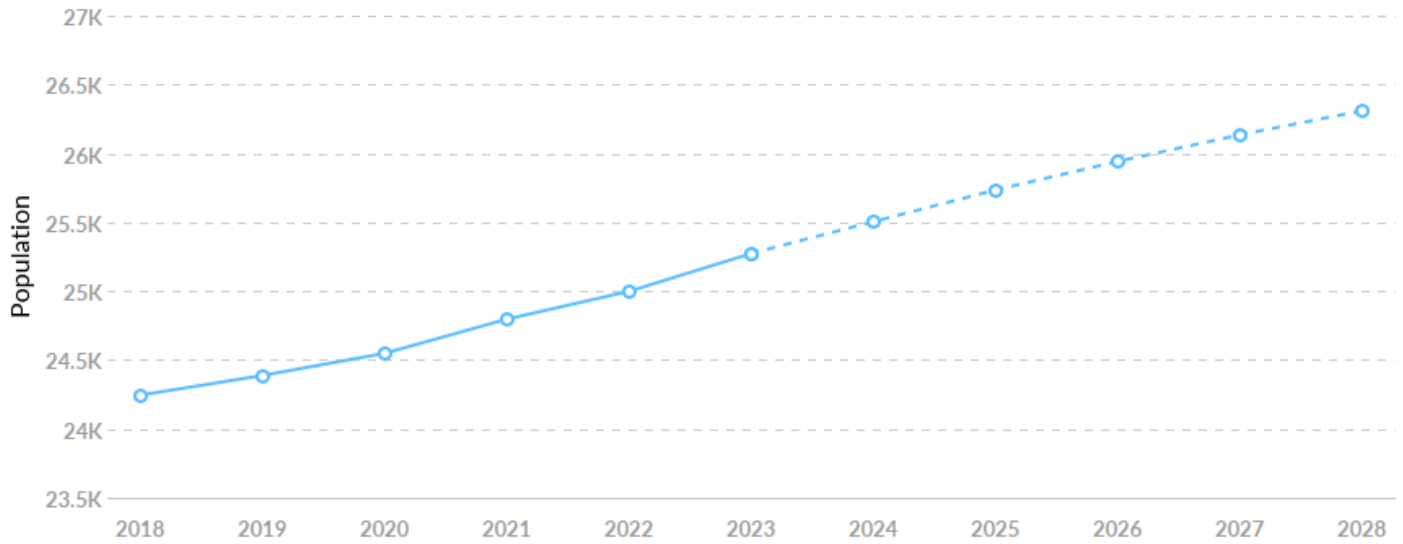


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	29	8.12%
Not Hispanic or Latino	328	91.88%
Total	357	100.00%

# Historic & Projected Trends

## Population Trends

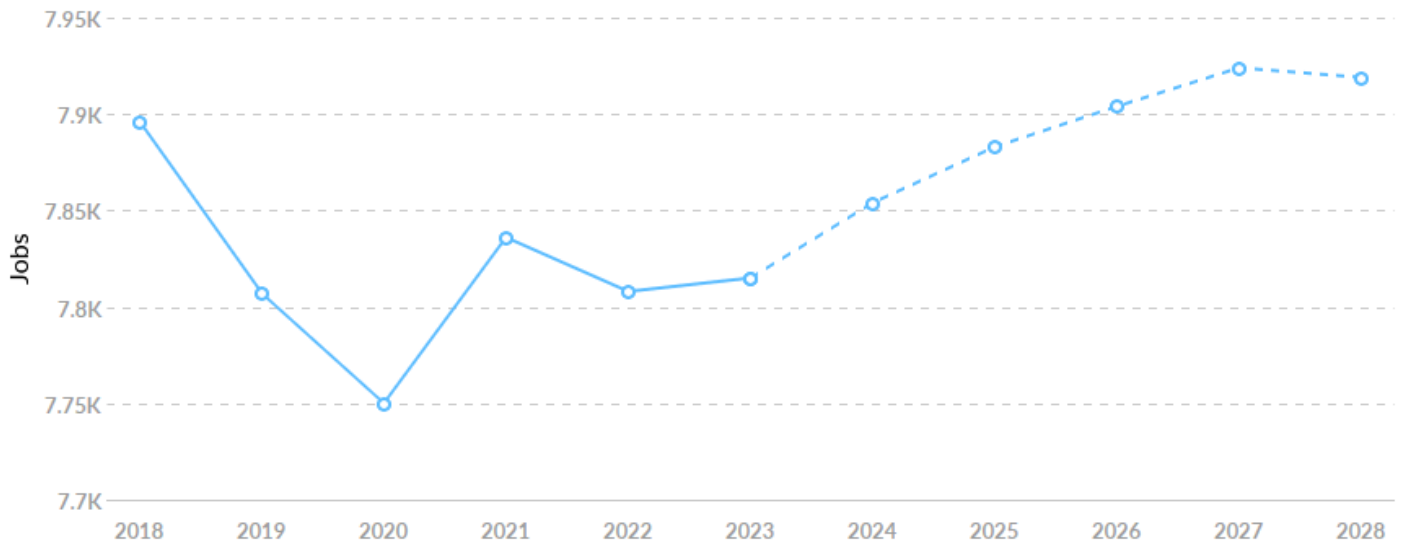
As of 2023 the region's population **increased by 4.2%** since 2018, growing by 1,029. Population is expected to **increase by 4.1%** between 2023 and 2028, adding 1,035.



Timeframe	Population
2018	24,245
2019	24,388
2020	24,549
2021	24,797
2022	24,999
2023	25,274
2024	25,505
2025	25,735
2026	25,942
2027	26,135
2028	26,310

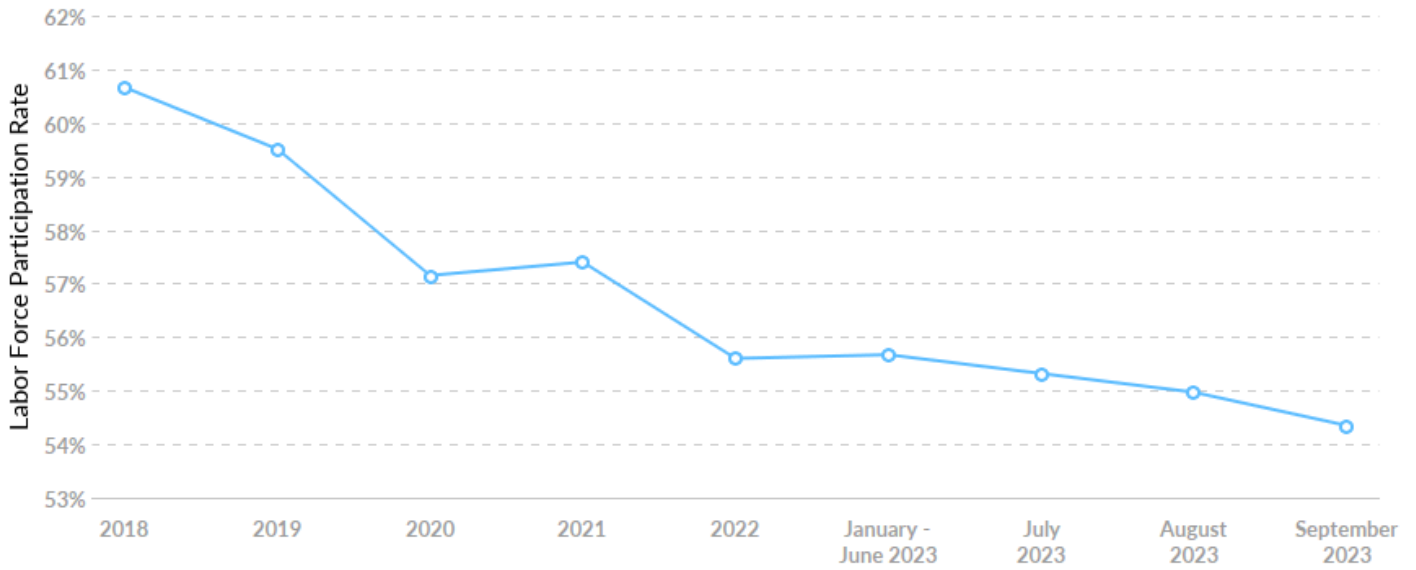
## Job Trends

From 2018 to 2023, jobs declined by 1.0% in Waushara County, WI from 7,896 to 7,815. This change fell short of the national growth rate of 3.6% by 4.6%.



Timeframe	Jobs
2018	7,896
2019	7,807
2020	7,750
2021	7,836
2022	7,808
2023	7,815
2024	7,854
2025	7,883
2026	7,904
2027	7,924
2028	7,919

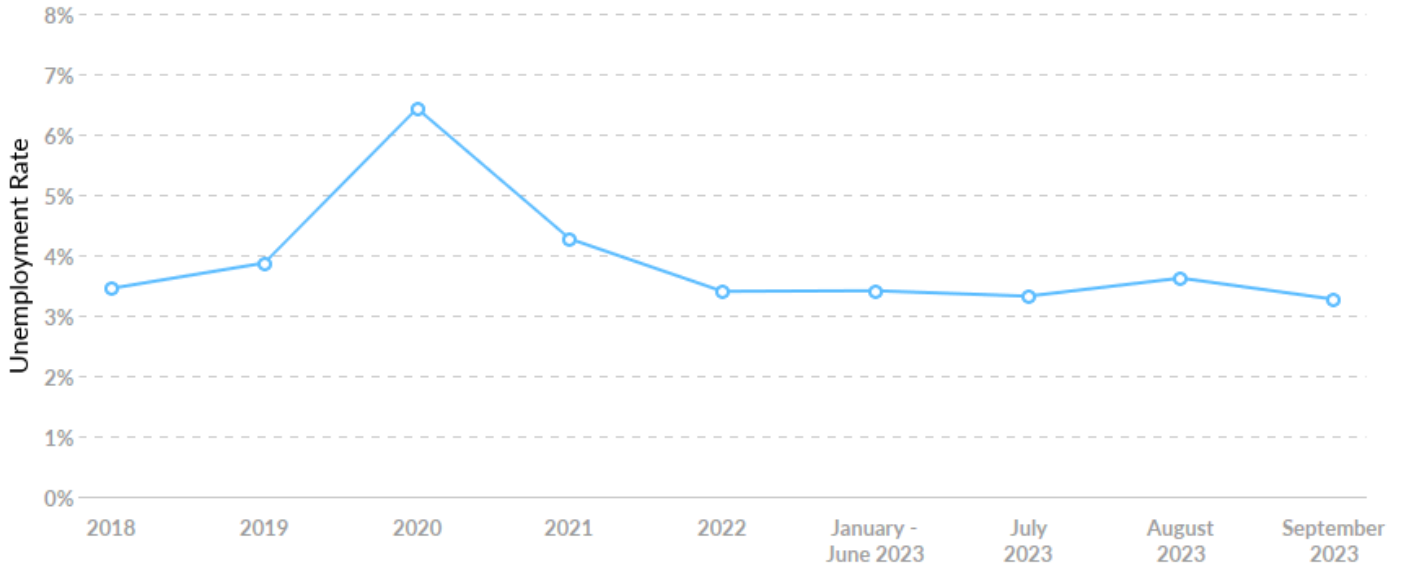
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	60.66%
2019	59.51%
2020	57.15%
2021	57.40%
2022	55.60%
January - June 2023	55.67%
July 2023	55.32%
August 2023	54.97%
September 2023	54.35%

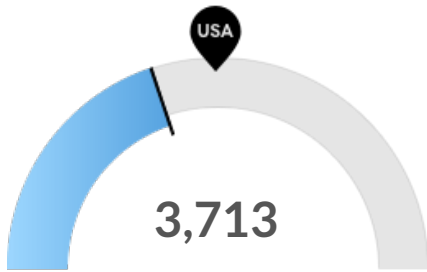
## Unemployment Rate Trends

Waushara County, WI had a September 2023 unemployment rate of 3.27%, decreasing from 3.45% 5 years before.



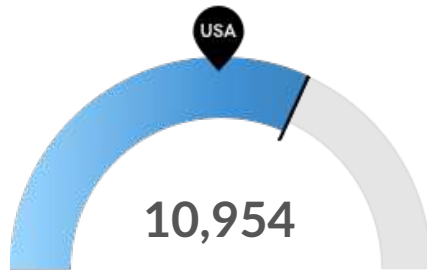
Timeframe	Unemployment Rate
2018	3.45%
2019	3.87%
2020	6.43%
2021	4.27%
2022	3.40%
January - June 2023	3.41%
July 2023	3.32%
August 2023	3.62%
September 2023	3.27%

## Population Characteristics



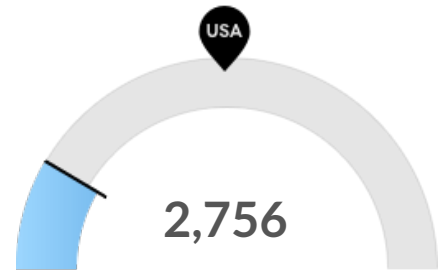
**Millennials**

Waushara County, WI has 3,713 millennials (ages 25-39). The national average for an area this size is 5,083.



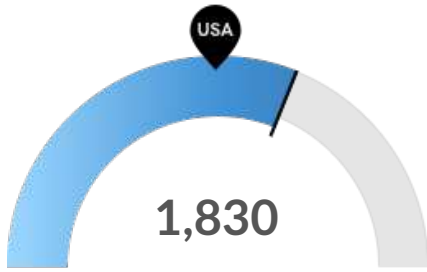
**Retiring Soon**

Retirement risk is high in Waushara County, WI. The national average for an area this size is 7,492 people 55 or older, while there are 10,954 here.



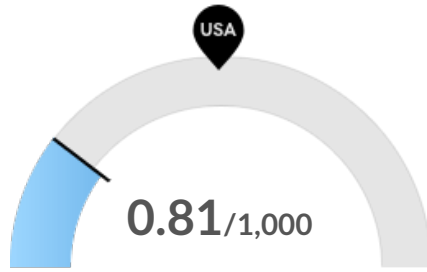
**Racial Diversity**

Racial diversity is low in Waushara County, WI. The national average for an area this size is 10,281 racially diverse people, while there are 2,756 here.



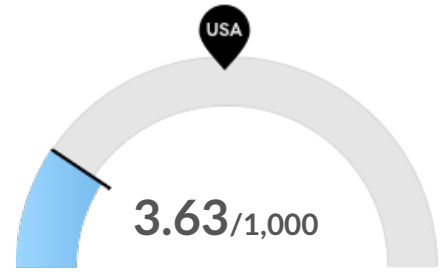
**Veterans**

Waushara County, WI has 1,830 veterans. The national average for an area this size is 1,302.



**Violent Crime**

Waushara County, WI has 0.81 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

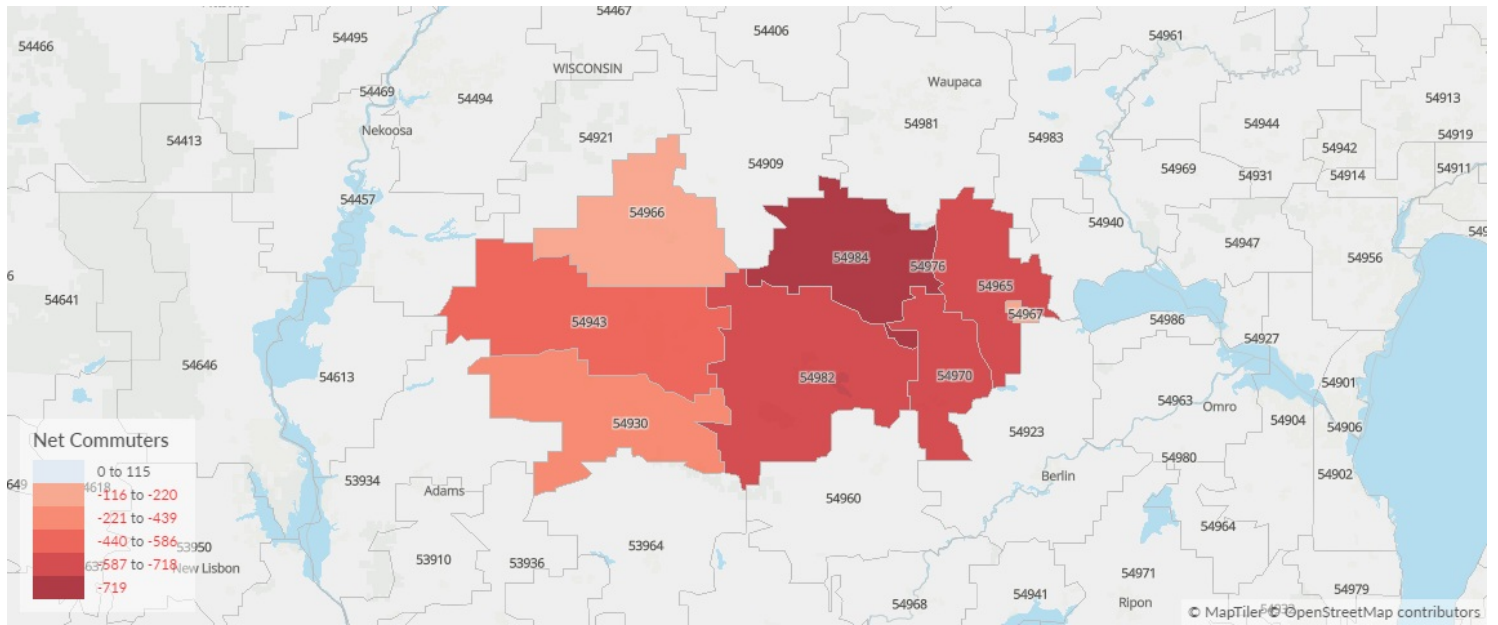


**Property Crime**

Waushara County, WI has 3.63 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 Waushara County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

ZIP	Name	2023 Employment
54982	Wautoma, WI (in Waus...)	2,771
54970	Redgranite, WI (in Waus...)	1,095
54966	Plainfield, WI (in Waush...)	1,063
54984	Wild Rose, WI (in Waus...)	1,004
54930	Coloma, WI (in Wausha...)	895

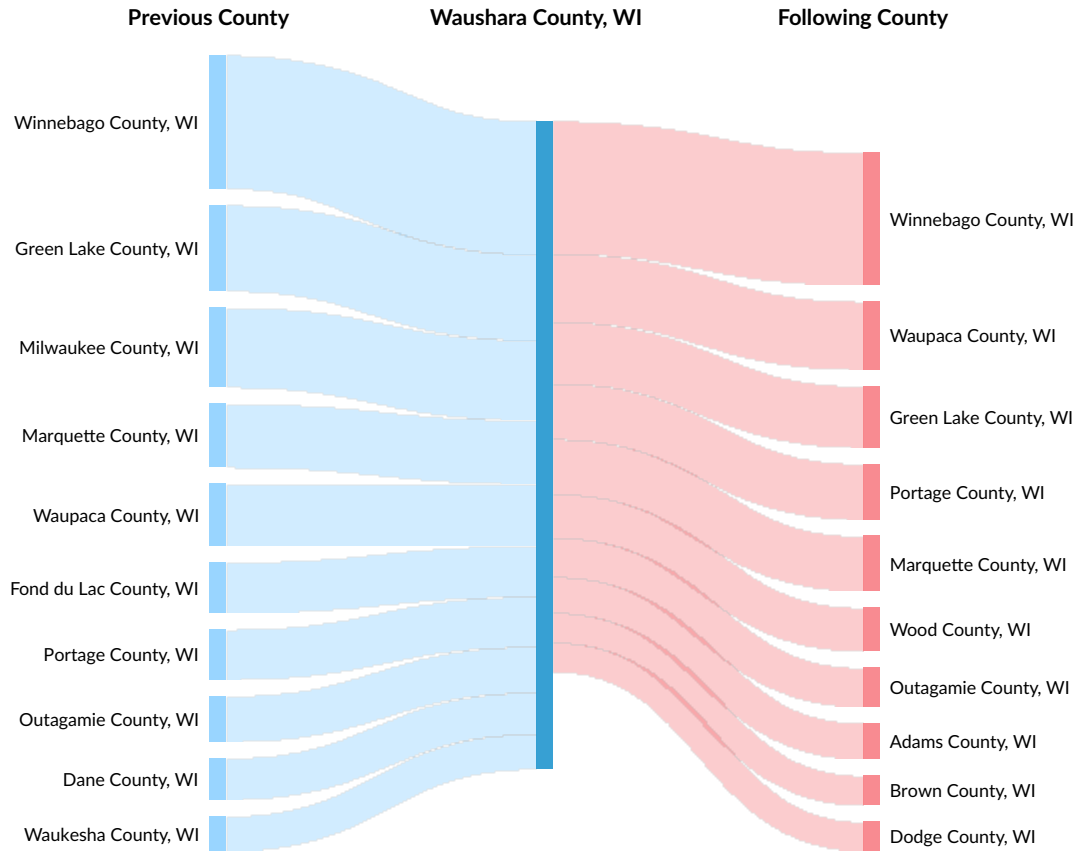
### Where Talent Lives

ZIP	Name	2023 Workers
54982	Wautoma, WI (in Waus...)	3,357
54970	Redgranite, WI (in Waus...)	1,732
54984	Wild Rose, WI (in Waus...)	1,723
54966	Plainfield, WI (in Waush...)	1,179
54930	Coloma, WI (in Wausha...)	1,116

# Inbound and Outbound Migration

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

As of 2021, 155 people have migrated from Winnebago County, WI to Waushara County, WI. In the same year, 155 people left Waushara County, WI migrating to Winnebago County, WI. The total Net Migration for Waushara County, WI in 2021 was 328.



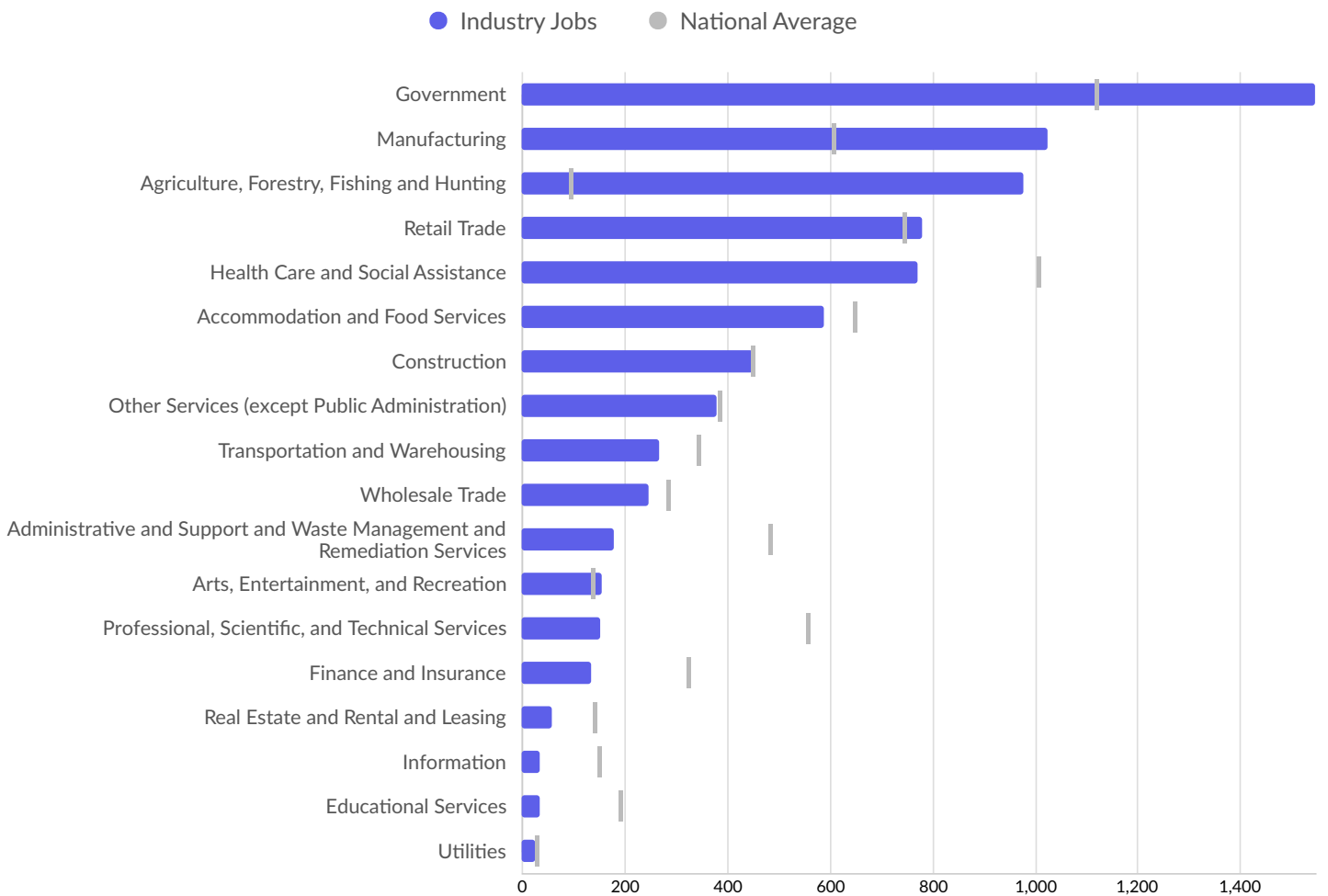
Top Previous Counties	Migrations
Winnebago County, WI	155
Green Lake County, WI	100
Milwaukee County, WI	93
Marquette County, WI	74
Waupaca County, WI	72
Fond du Lac County, WI	59



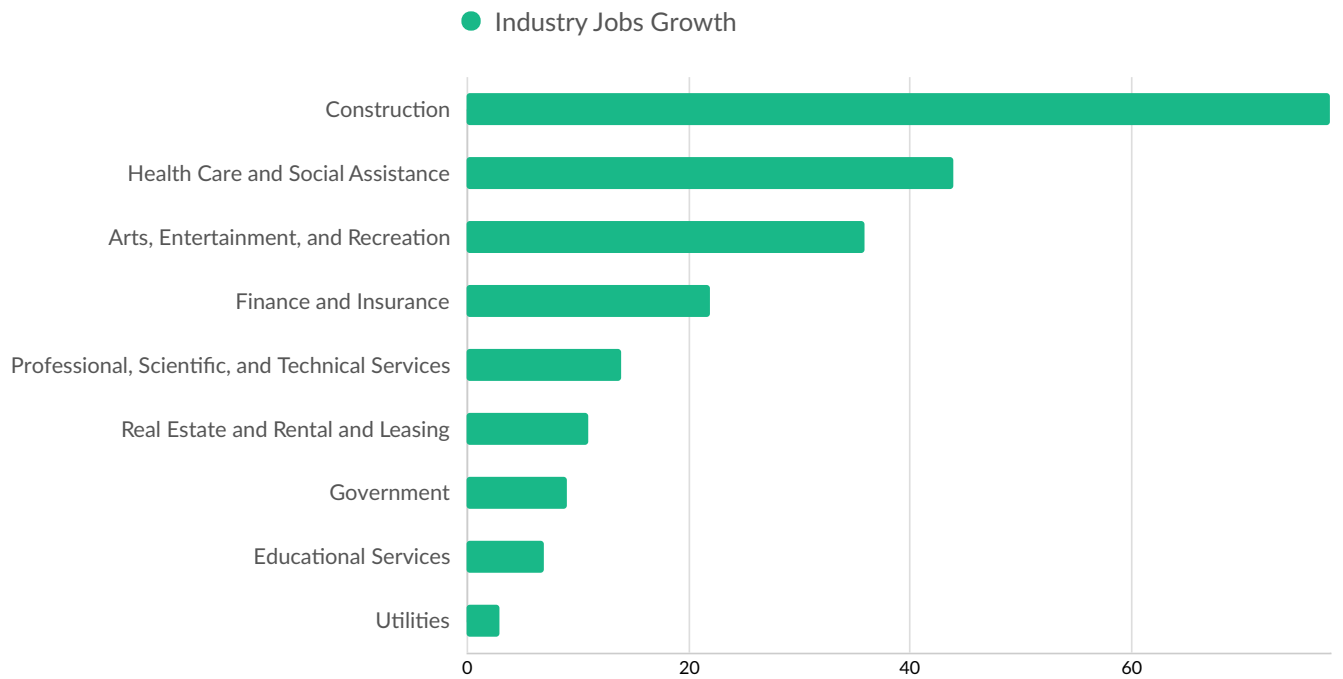
Top Previous Counties	Migrations
Portage County, WI	58
Outagamie County, WI	53
Dane County, WI	48
Waukesha County, WI	41
Racine County, WI	36
Wood County, WI	36
Dodge County, WI	34
Washington County, WI	34
La Crosse County, WI	30
Top Following Counties	Migrations
Winnebago County, WI	155
Waupaca County, WI	79
Green Lake County, WI	72
Portage County, WI	65
Marquette County, WI	64
Wood County, WI	51
Outagamie County, WI	46
Adams County, WI	42
Brown County, WI	35
Dodge County, WI	34
Marathon County, WI	34
Dane County, WI	34
Door County, WI	30
Fond du Lac County, WI	29
Columbia County, WI	29

# Industry Characteristics

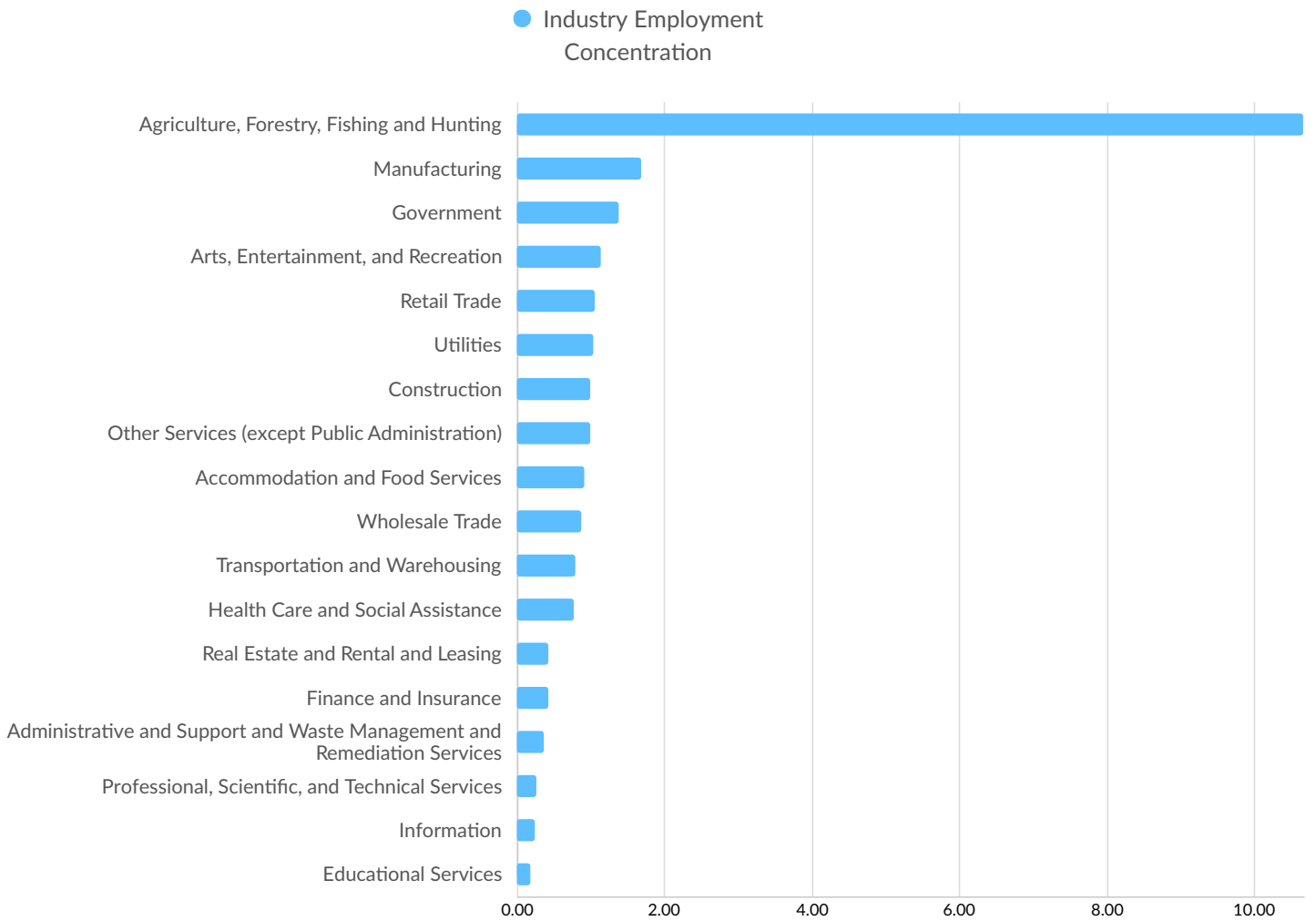
## Largest Industries



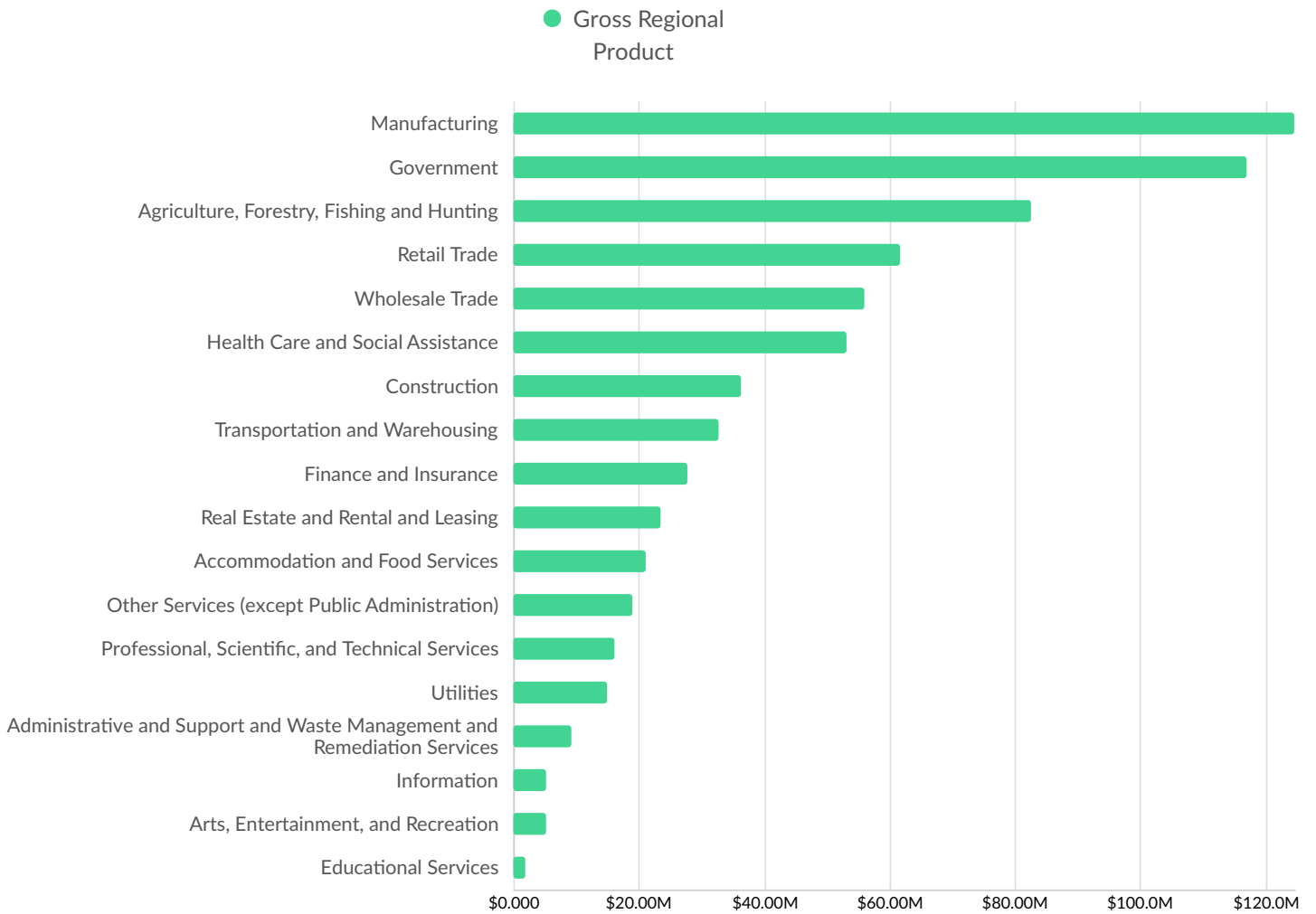
## Top Growing Industries



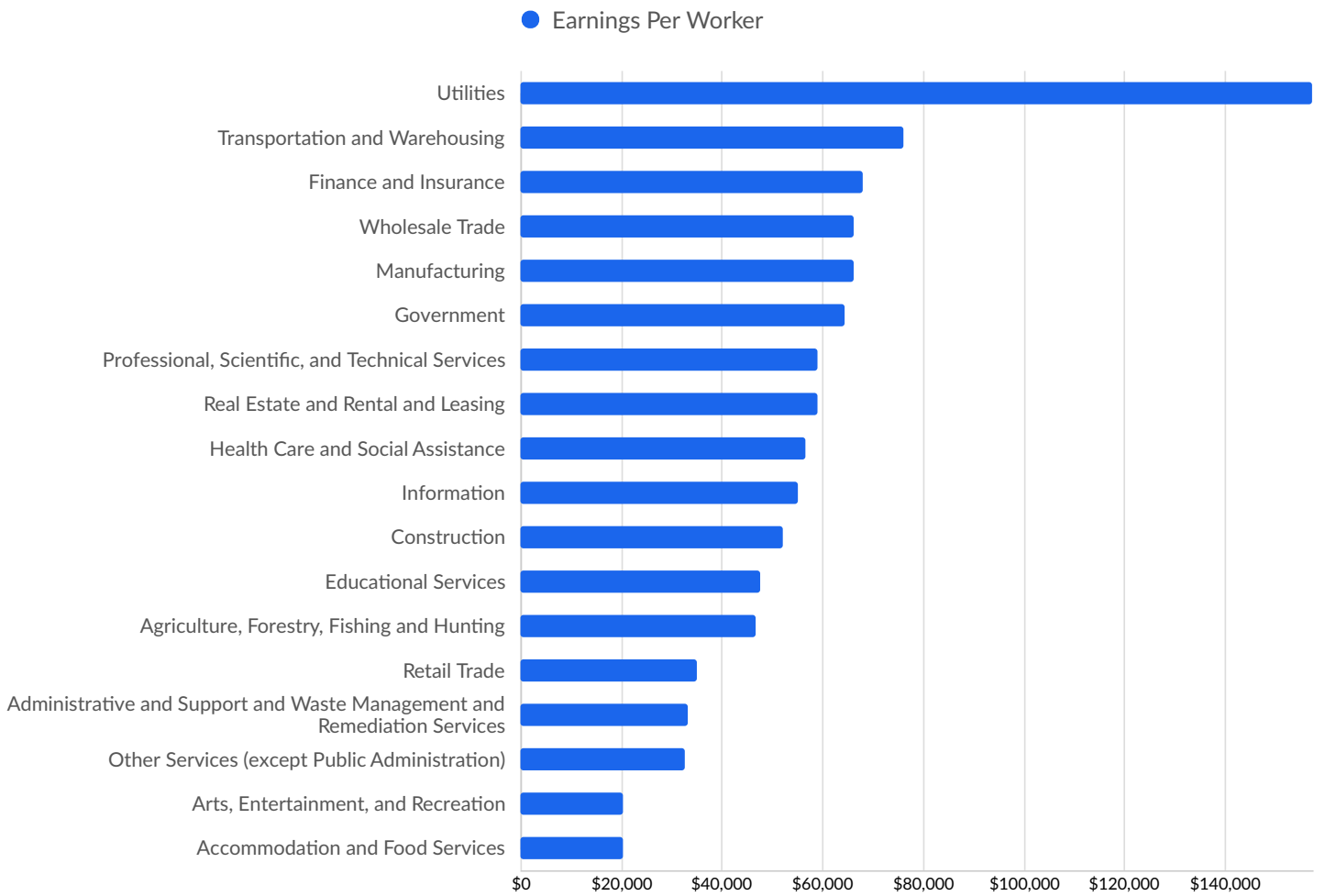
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



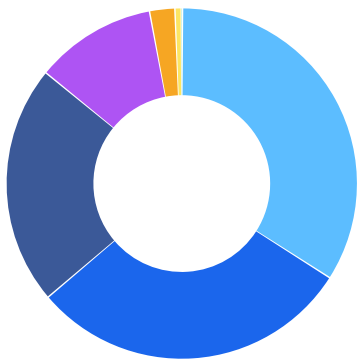
## Business Characteristics

### 2,349 Companies Employ Your Workers

Online profiles for your workers mention 2,349 companies as employers, with the top 10 appearing below. In the last 12 months, 101 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	54 	Milk Specialties Company	58 
State of Wisconsin	42 	Dollar General	31 
ThedaCare	38 	Adecco	16 
Milk Specialties Company	28 	Kwik Trip	15 
Marta C. Turksel, Educational Co...	26 	Seneca Foods	15 
University of Wisconsin System	26 	Dollar Tree	12 
Advocate Aurora Health	24 	Equity Lifestyle Properties	12 
Alliance Laundry Systems	24 	Mhc Property Management	12 
Milco Manufacturing	23 	CNH Industrial	11 
Oshkosh Corporation	23 	CareInHomes	11 

## Business Size



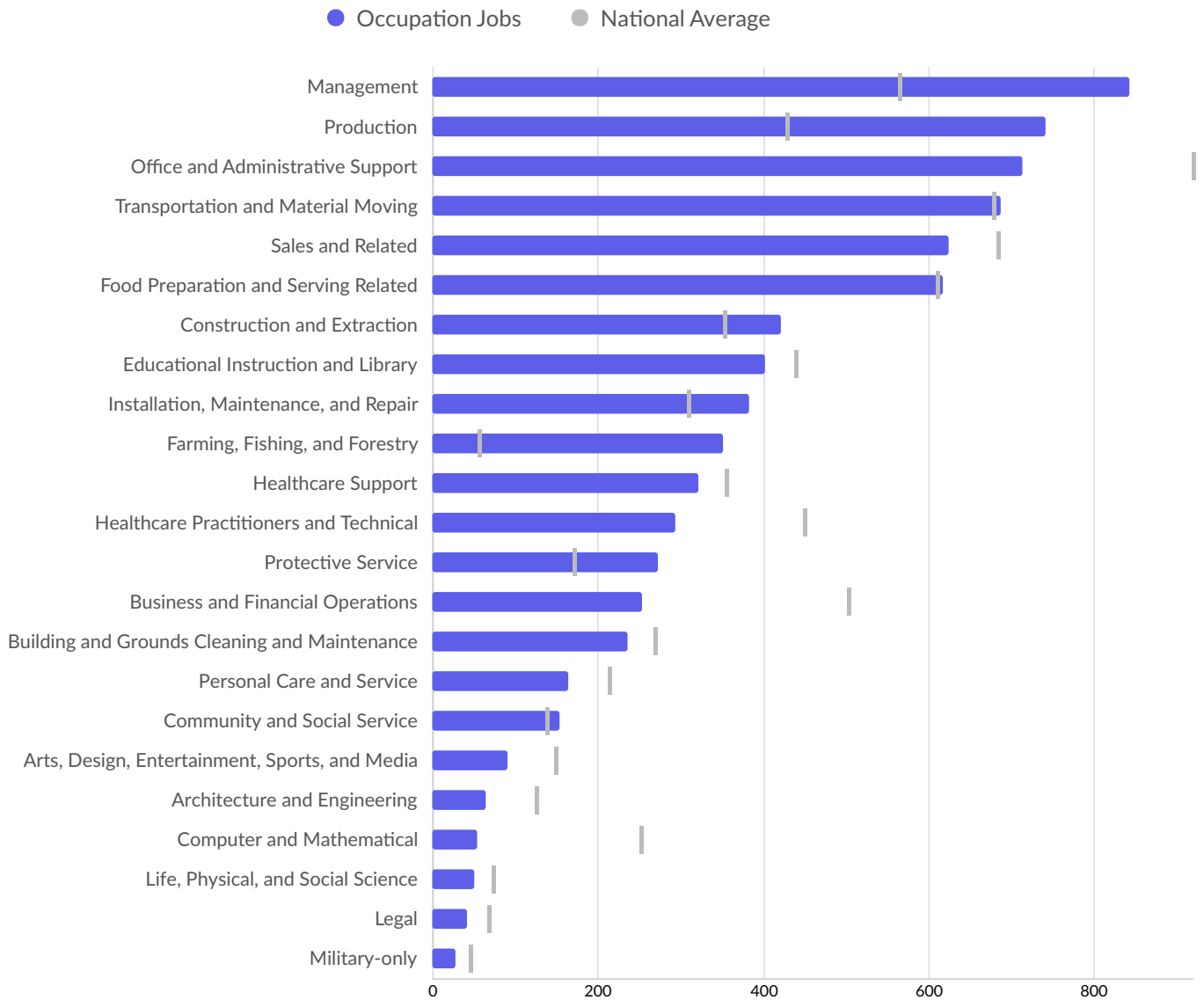
	Percentage	Business Count
● 1 to 4 employees	34.0%	292
● 5 to 9 employees	29.8%	256
● 10 to 19 employees	22.1%	190
● 20 to 49 employees	11.2%	96
● 50 to 99 employees	2.3%	20
● 100 to 249 employees	0.6%	5
● 250 to 499 employees	0.1%	1

\*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.

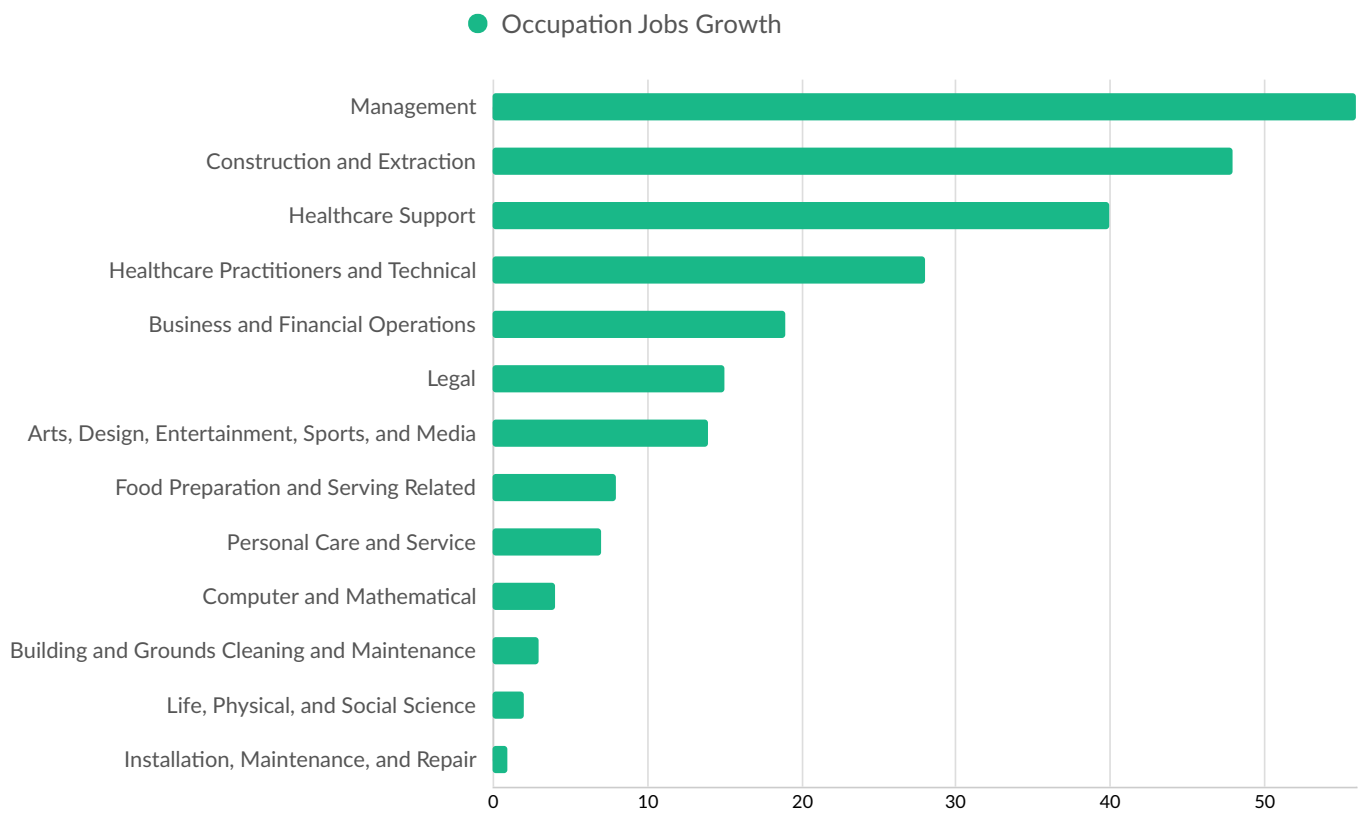


# Workforce Characteristics

## Largest Occupations

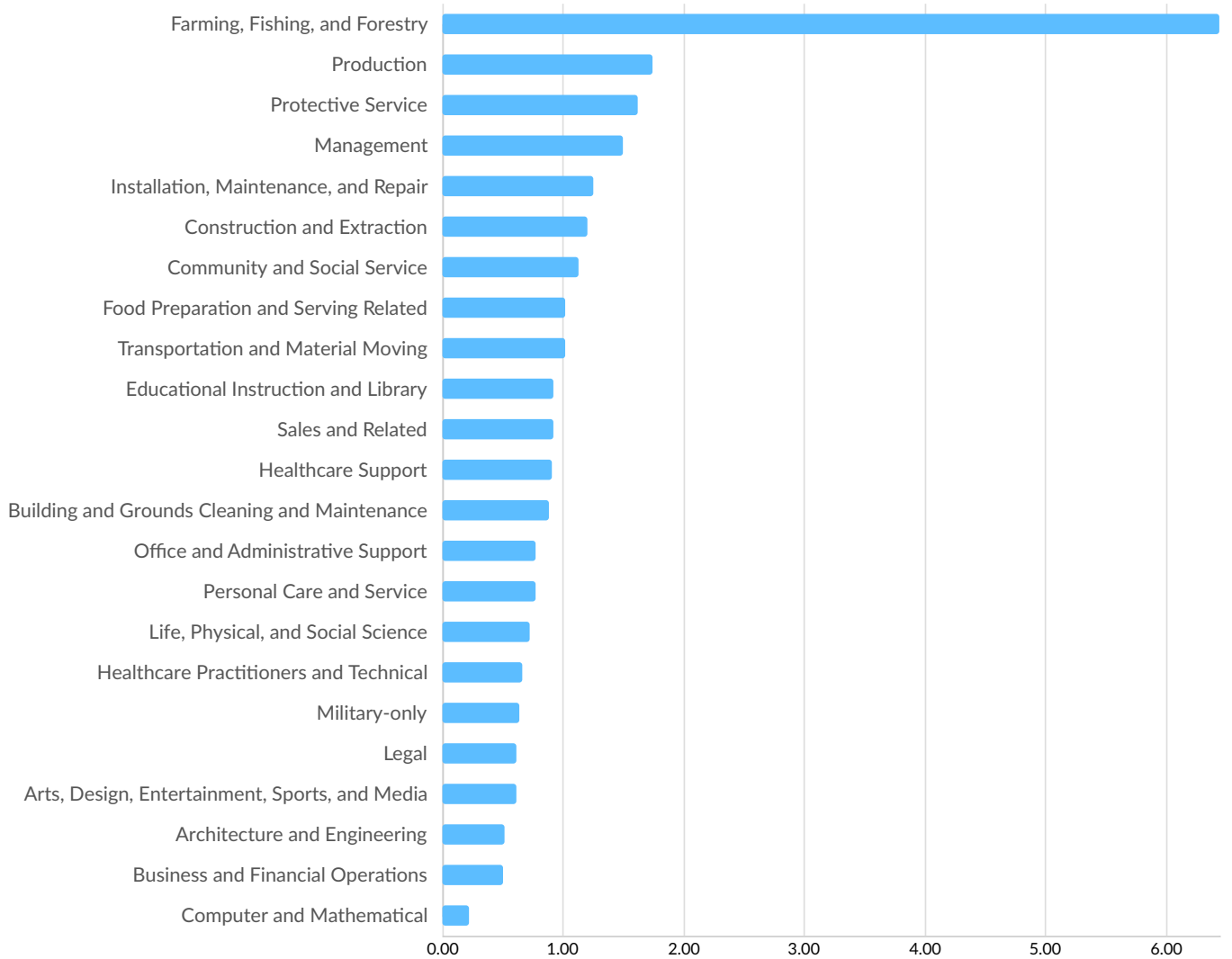


## Top Growing Occupations

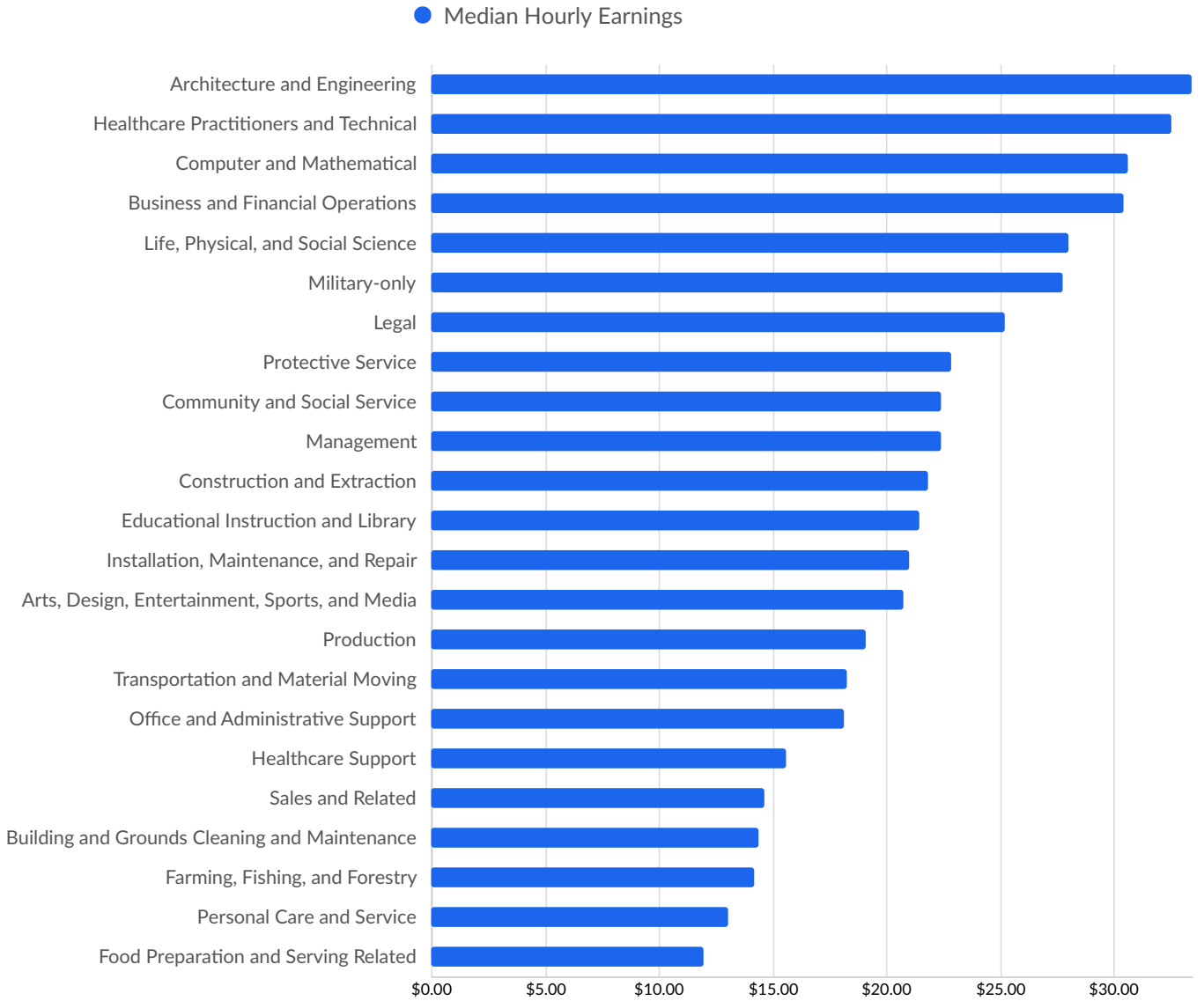


## Top Occupation Employment Concentration

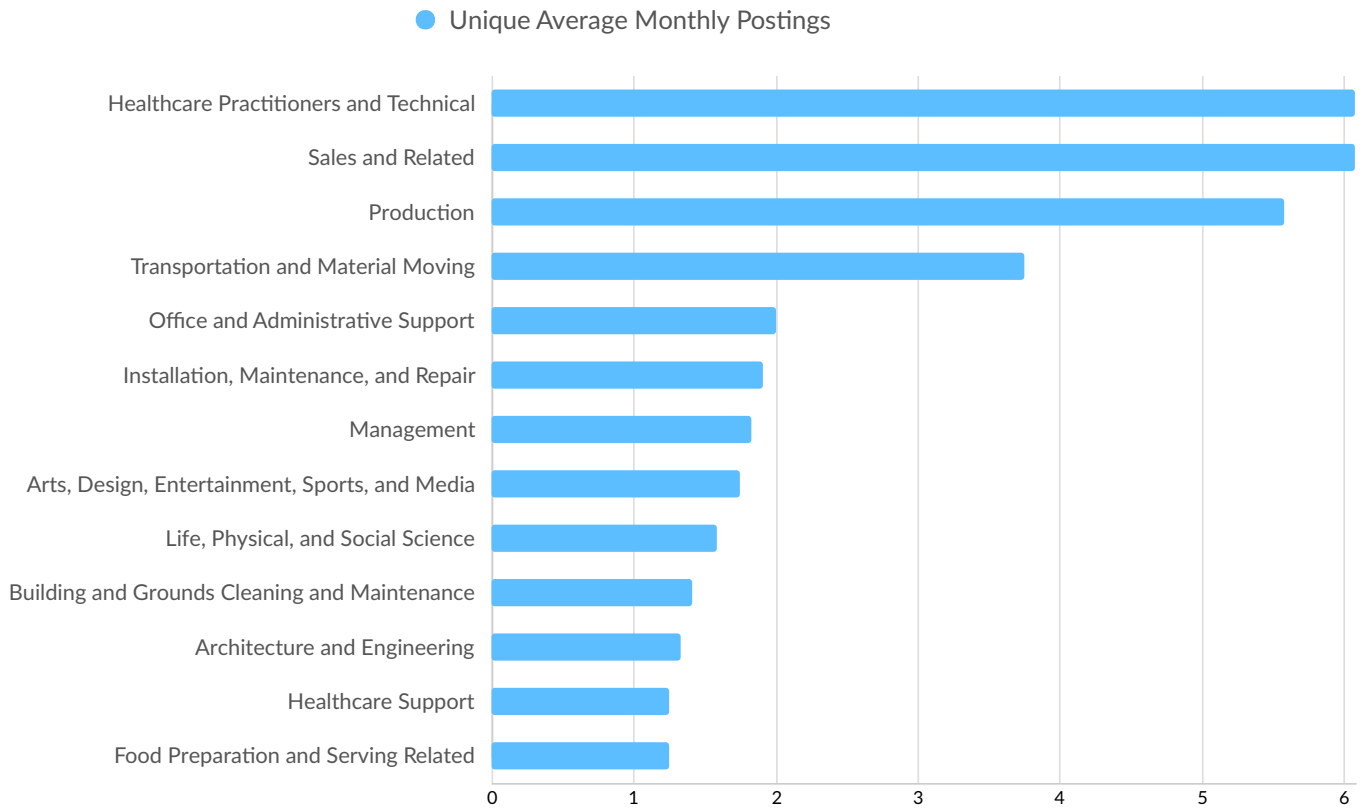
● Occupation Employment Concentration



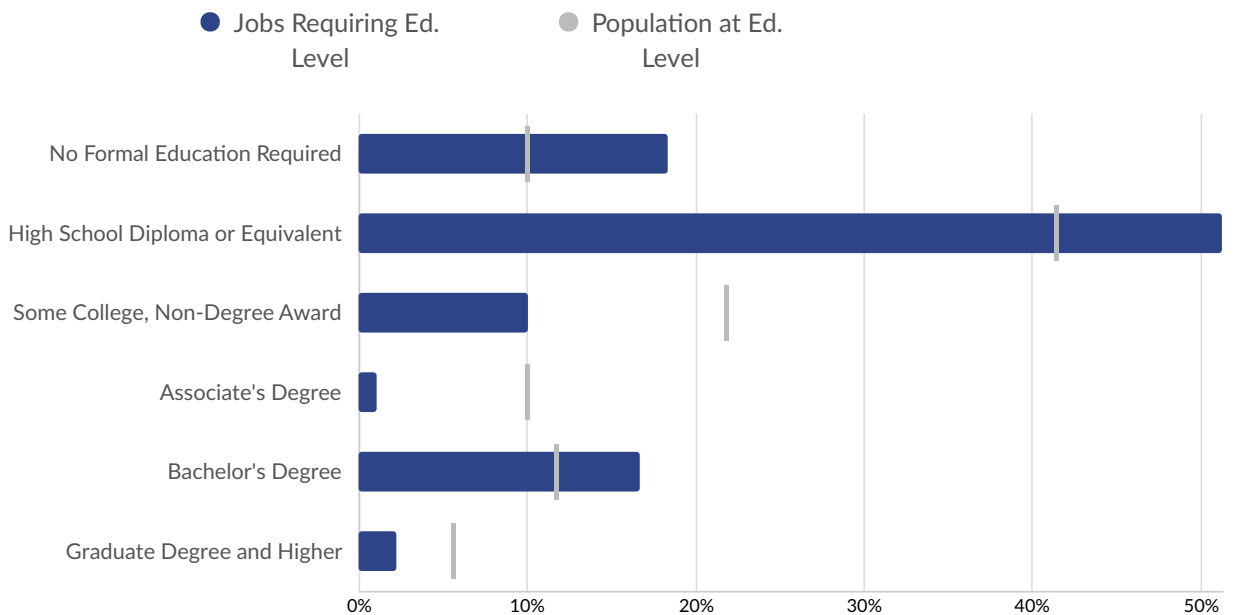
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

