



# Winnebago County, WI

ECWRPC



East Central Wisconsin  
Regional Planning Commission

# ECWRPC

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## Report Parameters

### 1 County

55139 Winnebago 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

**170,257**

**Population (2023)**

Population **decreased by 554** over the last 5 years and is projected to **decrease by 2,986** over the next 5 years.

**100,191**

**Total Regional Employment**

Jobs **decreased by 1,422** over the last 5 years but are projected to **grow by 1,766** over the next 5 years.

**\$63.9K**

**Median Household Income (2021)**

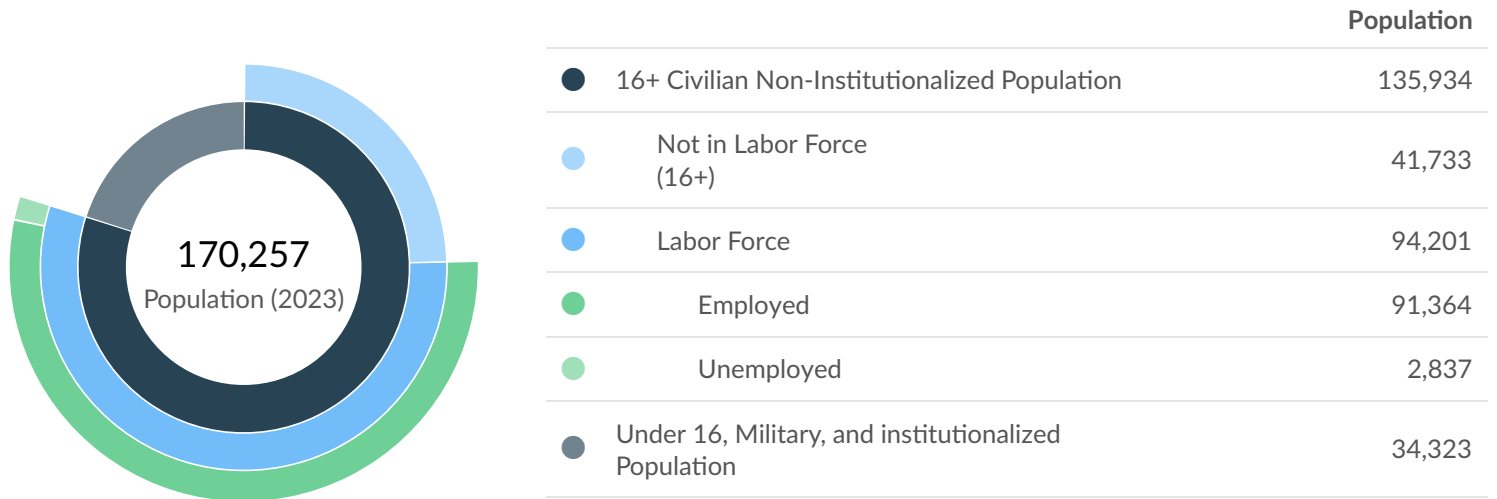
Median household income is **\$5.1K below** the national median household income of \$69.0K.

### Takeaways

- As of 2023 the region's population **declined by 0.3%** since 2018, falling by 554. Population is expected to **decrease by 1.8%** between 2023 and 2028, losing 2,986.
- From 2018 to 2023, jobs **declined by 1.4%** in Winnebago County, WI from 101,612 to **100,191**. This change **fell short of the national growth rate of 3.6% by 5.0%**. As the number of jobs declined, the **labor force participation rate increased from 67.9% to 69.3% between 2018 and 2023**.
- Concerning educational attainment, **21.2% of Winnebago County, WI residents possess a Bachelor's Degree** (0.1% above the national average), and **12.2% hold an Associate's Degree** (3.3% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Management of Companies and Enterprises, and Converted Paper Product Manufacturing.

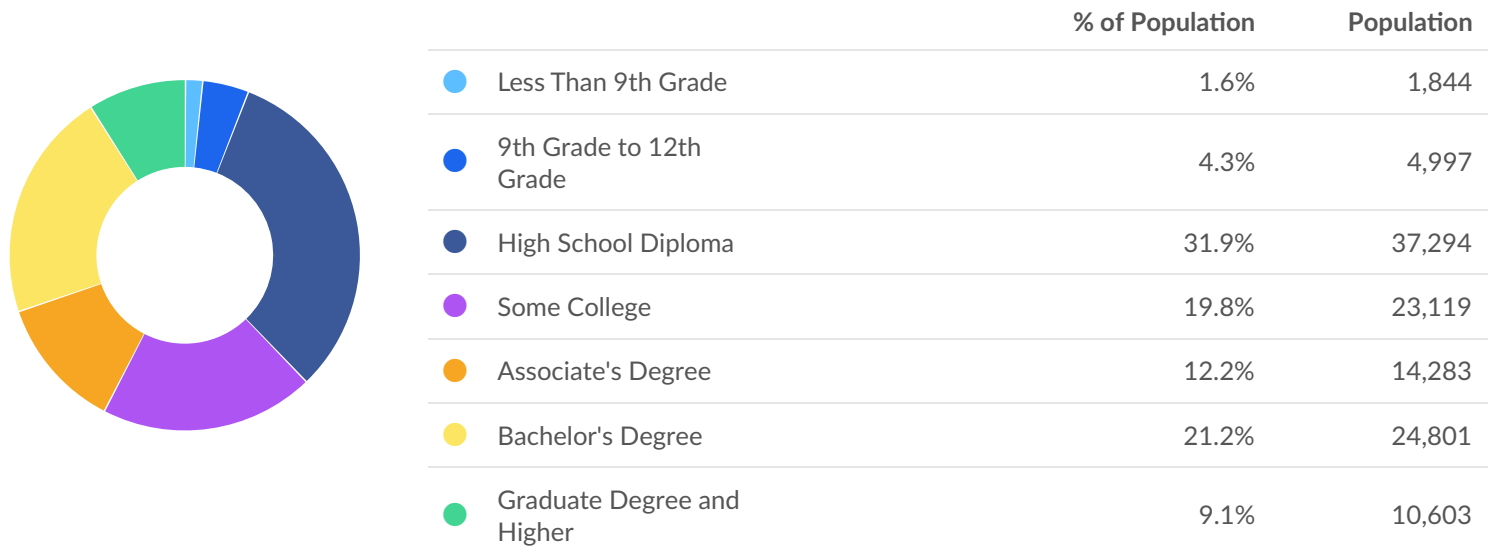
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	170,257	94,201	100,191	99.3	\$12.59B	\$15.52B	\$18.80B
State	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

## Sep 2023 Labor Force Breakdown



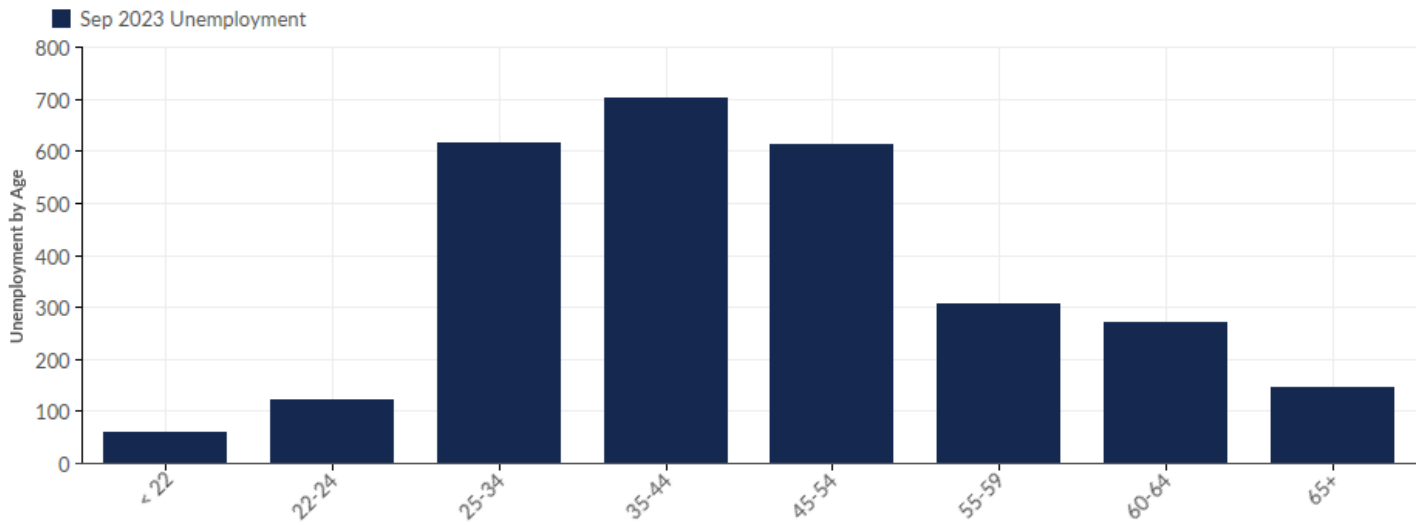
## Educational Attainment

Concerning educational attainment, **21.2% of Winnebago County, WI residents possess a Bachelor's Degree** (0.1% above the national average), and **12.2% hold an Associate's Degree** (3.3% above the national average).



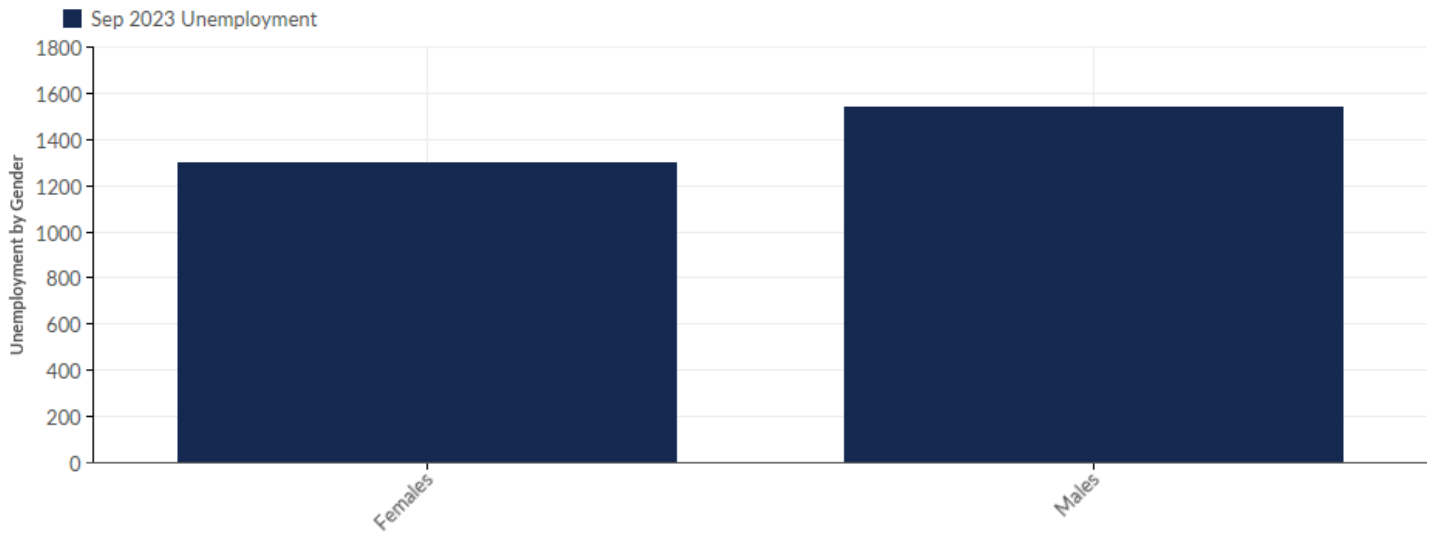
# Unemployment by Demographics

## Unemployment by Age



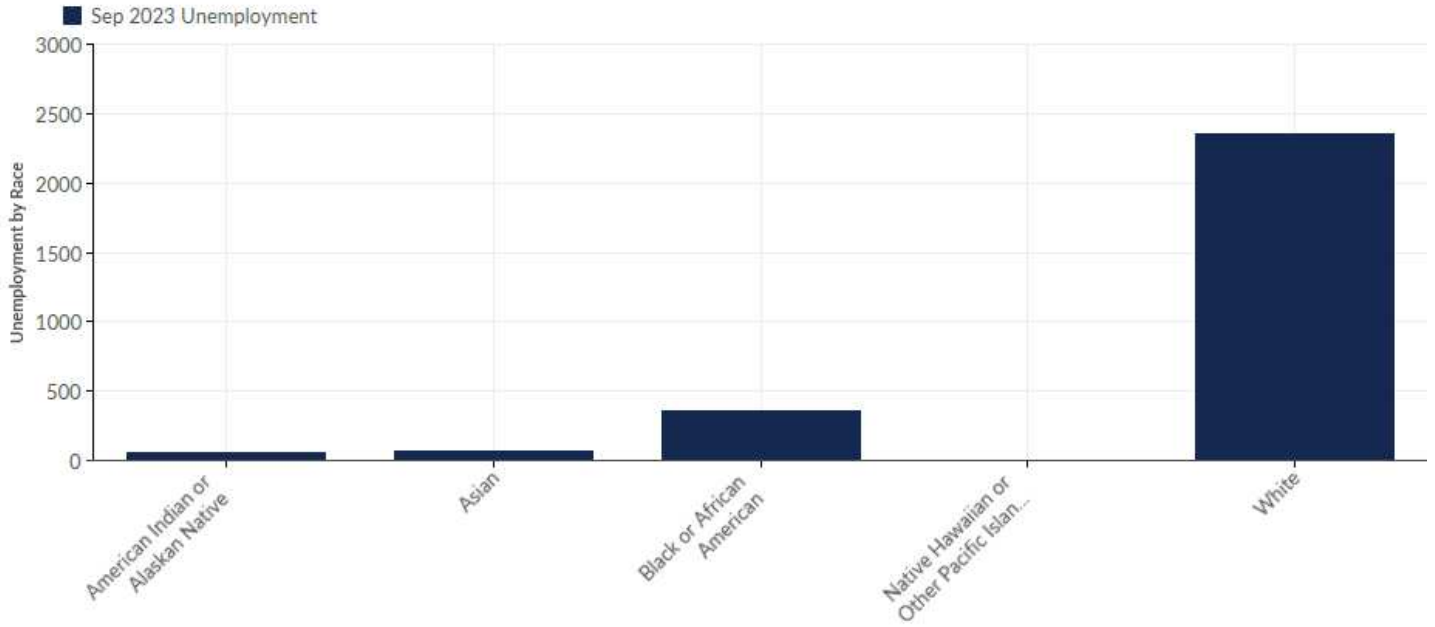
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	59	2.08%
22-24	123	4.34%
25-34	617	21.75%
35-44	702	24.74%
45-54	614	21.64%
55-59	308	10.86%
60-64	269	9.48%
65+	145	5.11%
Total	2,837	100.00%

## Unemployment by Gender



Gender	Unemployment (Sep 2023)	% of Unemployed
Females	1,301	45.86%
Males	1,536	54.14%
Total	2,837	100.00%

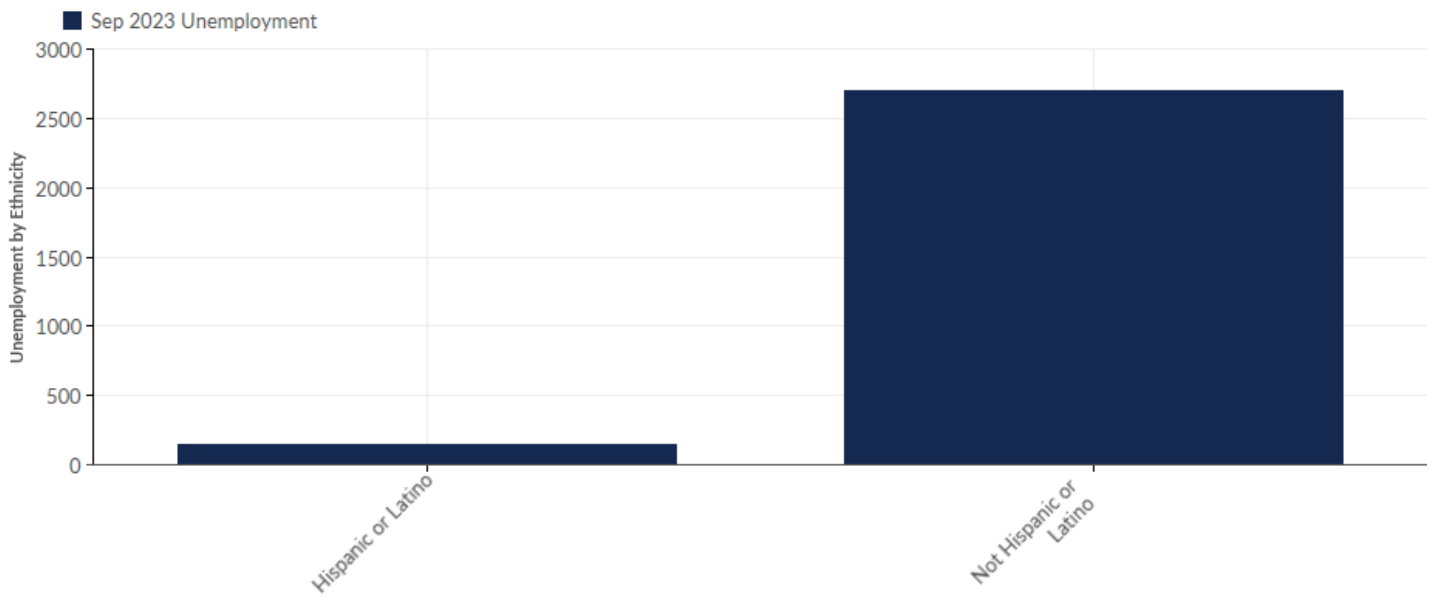
## Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	59	2.08%
Asian	63	2.22%
Black or African American	360	12.69%
Native Hawaiian or Other Pacific Islander	4	0.14%
White	2,352	82.90%
Total	2,837	100.00%



## Unemployment by Ethnicity

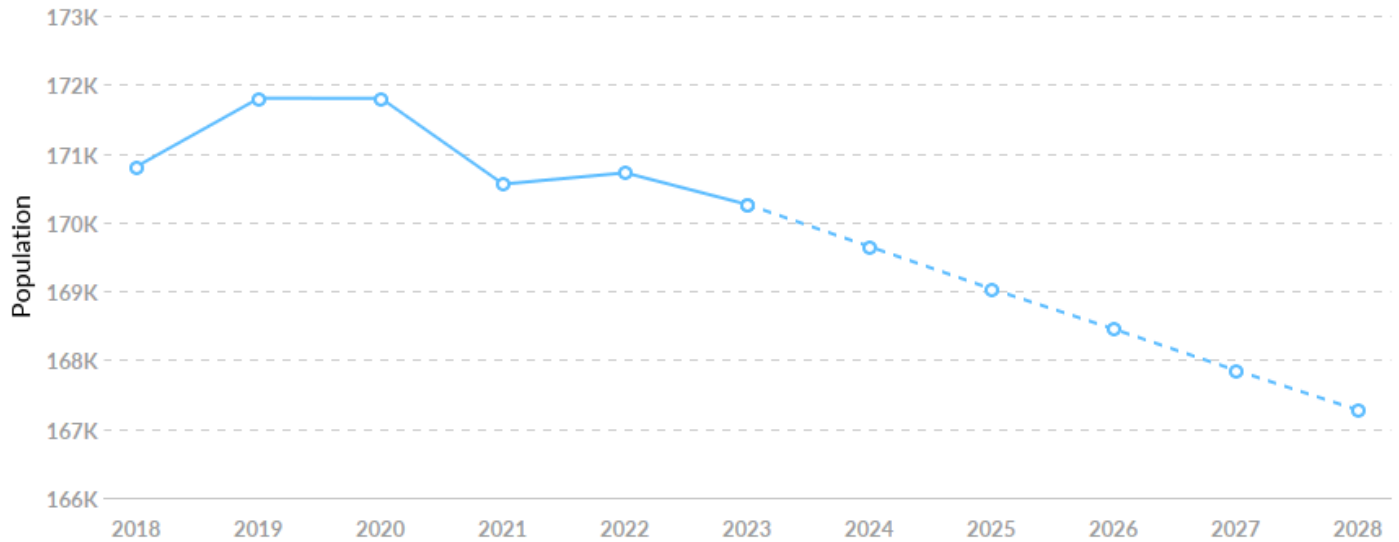


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	141	4.97%
Not Hispanic or Latino	2,696	95.03%
Total	2,837	100.00%

# Historic & Projected Trends

## Population Trends

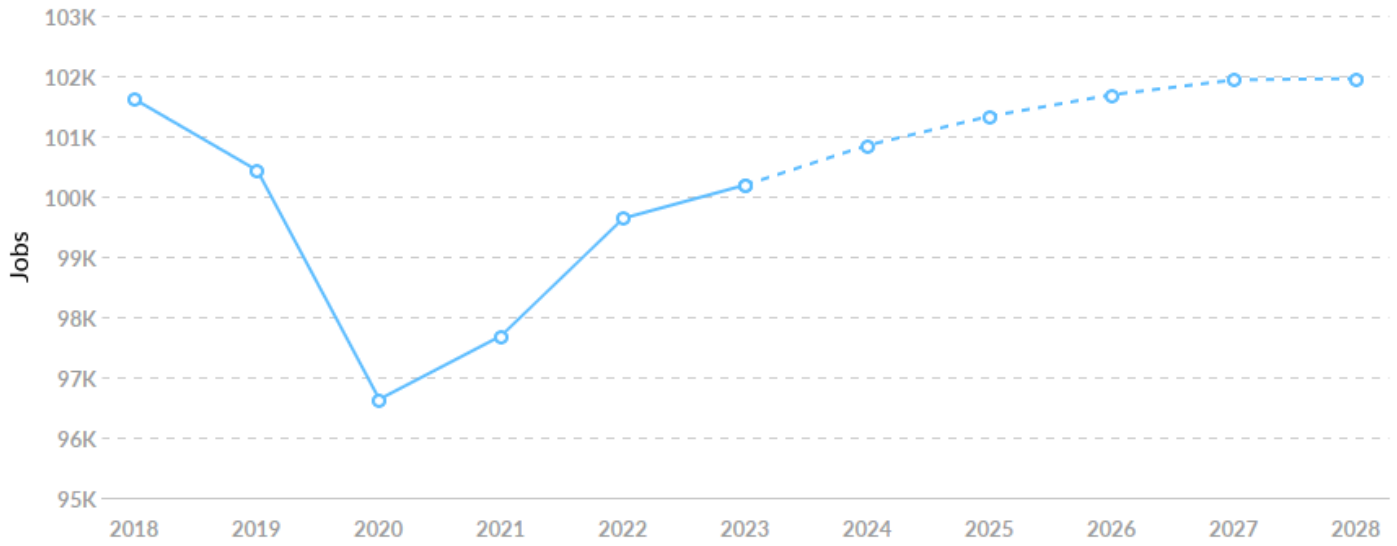
As of 2023 the region's population **declined by 0.3%** since 2018, falling by 554. Population is expected to **decrease by 1.8%** between 2023 and 2028, losing 2,986.



Timeframe	Population
2018	170,811
2019	171,801
2020	171,800
2021	170,554
2022	170,718
2023	170,257
2024	169,646
2025	169,031
2026	168,448
2027	167,849
2028	167,271

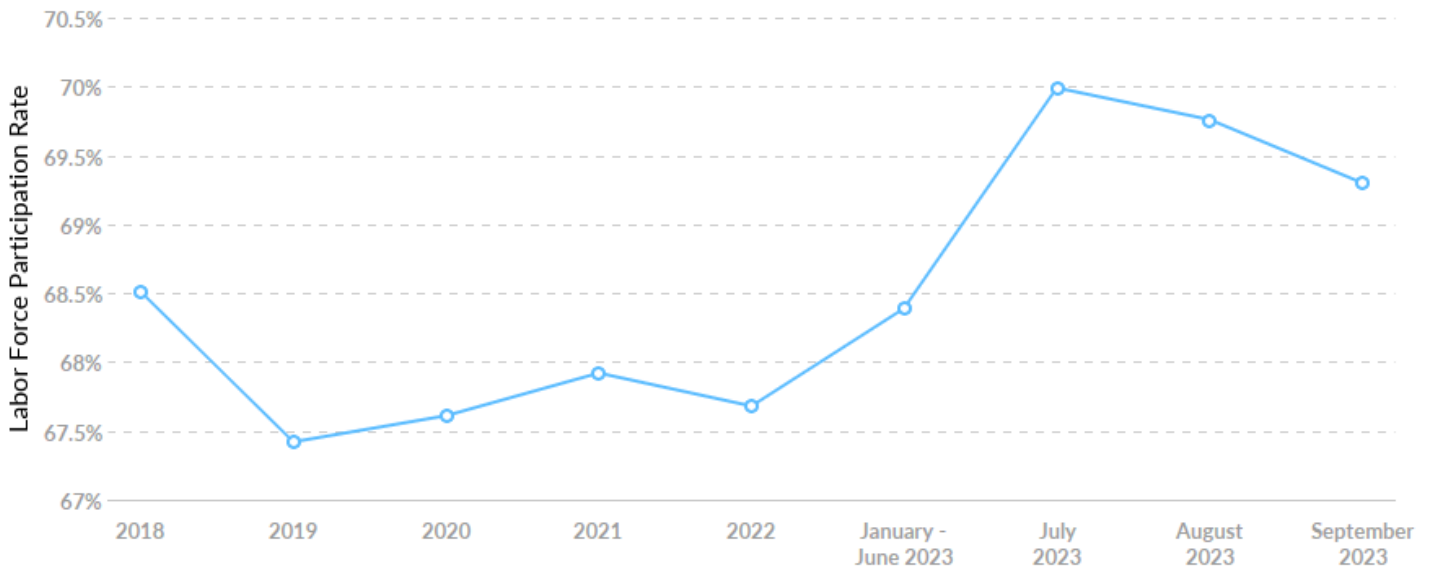
## Job Trends

From 2018 to 2023, jobs declined by 1.4% in Winnebago County, WI from 101,612 to 100,191. This change fell short of the national growth rate of 3.6% by 5.0%.



Timeframe	Jobs
2018	101,612
2019	100,435
2020	96,631
2021	97,687
2022	99,637
2023	100,191
2024	100,850
2025	101,332
2026	101,688
2027	101,934
2028	101,956

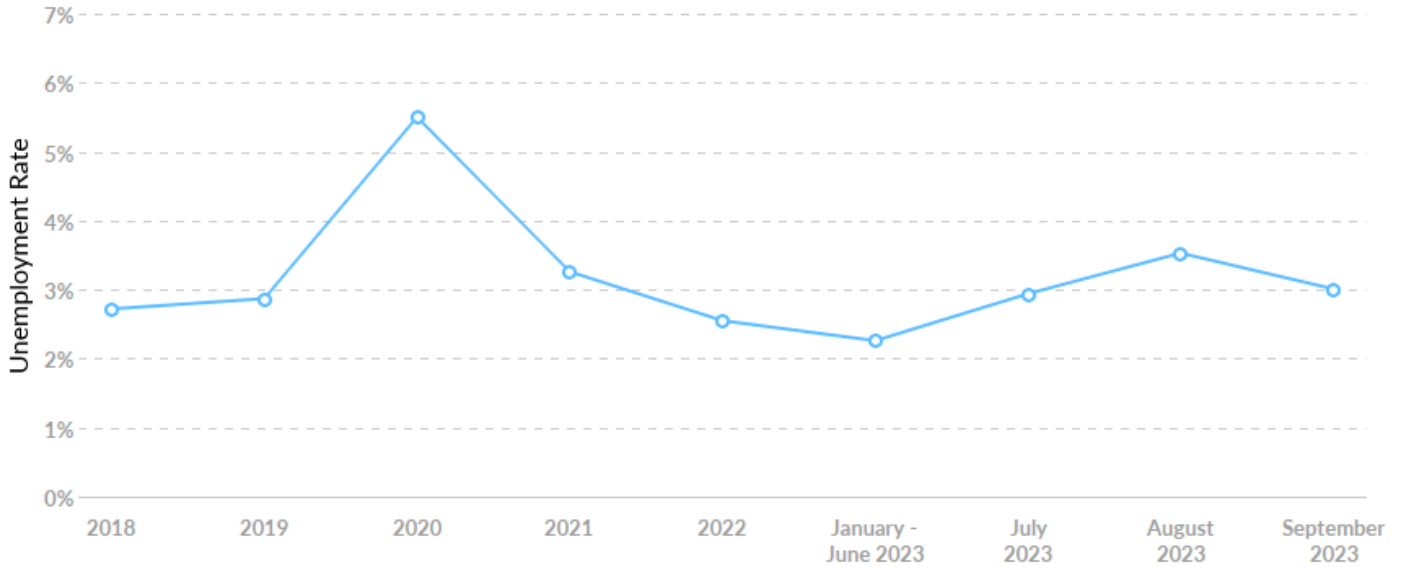
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	68.51%
2019	67.42%
2020	67.61%
2021	67.92%
2022	67.68%
January - June 2023	68.39%
July 2023	69.99%
August 2023	69.76%
September 2023	69.30%

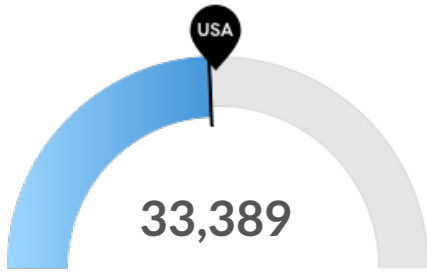
## Unemployment Rate Trends

Winnebago County, WI had a September 2023 unemployment rate of 3.01%, **increasing from 2.72%** 5 years before.



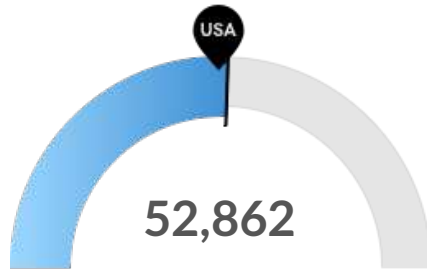
Timeframe	Unemployment Rate
2018	2.72%
2019	2.87%
2020	5.50%
2021	3.26%
2022	2.55%
January - June 2023	2.26%
July 2023	2.94%
August 2023	3.53%
September 2023	3.01%

## Population Characteristics



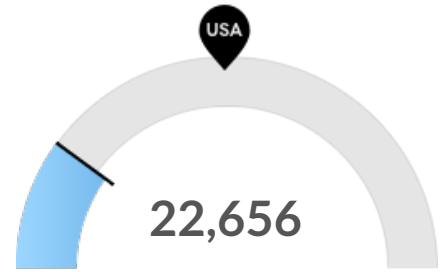
**Millennials**

Winnebago County, WI has 33,389 millennials (ages 25-39). The national average for an area this size is 34,713.



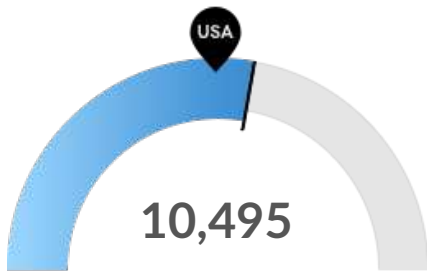
**Retiring Soon**

Retirement risk is about average in Winnebago County, WI. The national average for an area this size is 51,161 people 55 or older, while there are 52,862 here.



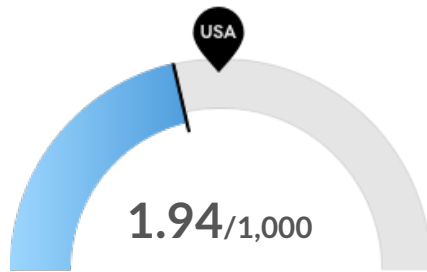
**Racial Diversity**

Racial diversity is low in Winnebago County, WI. The national average for an area this size is 70,206 racially diverse people, while there are 22,656 here.



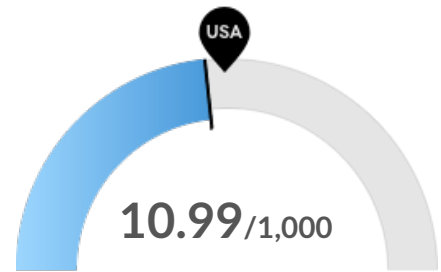
**Veterans**

Winnebago County, WI has 10,495 veterans. The national average for an area this size is 8,954.



**Violent Crime**

Winnebago County, WI has 1.94 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

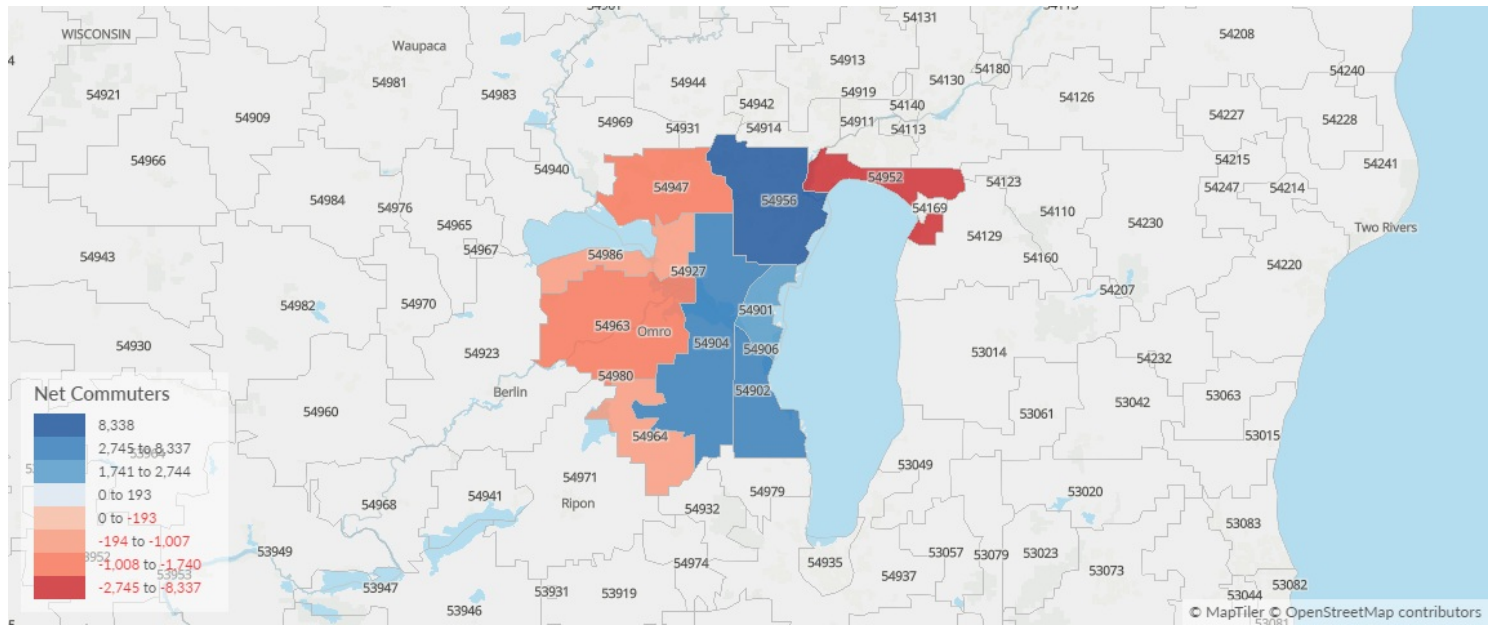


**Property Crime**

Winnebago County, WI has 10.99 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 Winnebago County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

Where Talent Lives

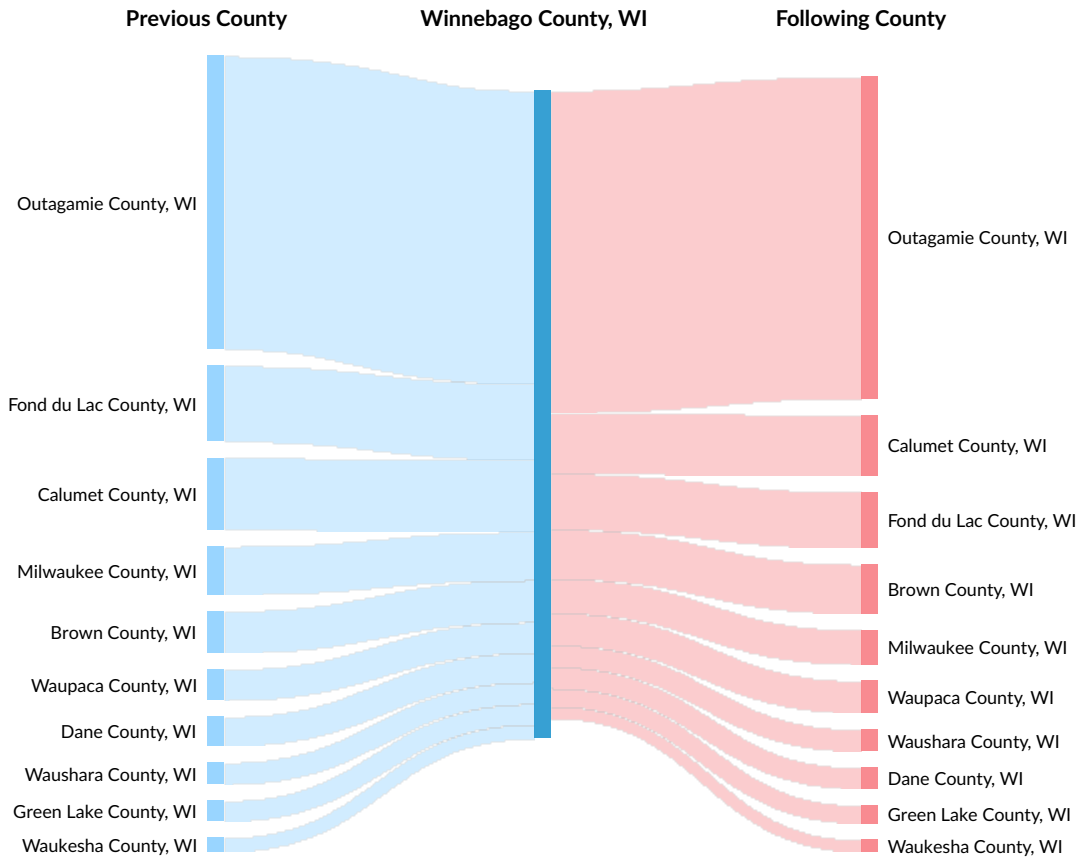
ZIP	Name	2023 Employment
54956	Neenah, WI (in Winneb...	32,445
54901	Oshkosh, WI (in Winneb...	19,128
54902	Oshkosh, WI (in Winneb...	15,318
54904	Oshkosh, WI (in Winneb...	14,096
54952	Menasha, WI (in Winne...	11,797

ZIP	Name	2023 Workers
54956	Neenah, WI (in Winneb...	24,107
54901	Oshkosh, WI (in Winneb...	17,387
54952	Menasha, WI (in Winne...	14,684
54902	Oshkosh, WI (in Winneb...	12,101
54904	Oshkosh, WI (in Winneb...	11,351

# Inbound and Outbound Migration

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

As of 2021, 2,085 people have migrated from Outagamie County, WI to Winnebago County, WI. In the same year, 2,289 people left Winnebago County, WI migrating to Outagamie County, WI. The total Net Migration for Winnebago County, WI in 2021 was -318.



Top Previous Counties	Migrations
Outagamie County, WI	2,085
Fond du Lac County, WI	539
Calumet County, WI	512
Milwaukee County, WI	343
Brown County, WI	298



Top Previous Counties	Migrations
Waupaca County, WI	219
Dane County, WI	209
Waushara County, WI	155
Green Lake County, WI	146
Waukesha County, WI	101
Portage County, WI	95
Dodge County, WI	92
Sheboygan County, WI	83
Manitowoc County, WI	75
Marathon County, WI	74
Top Following Counties	Migrations
Outagamie County, WI	2,289
Calumet County, WI	433
Fond du Lac County, WI	396
Brown County, WI	350
Milwaukee County, WI	244
Waupaca County, WI	229
Waushara County, WI	155
Dane County, WI	150
Green Lake County, WI	128
Waukesha County, WI	85
Dodge County, WI	78
Maricopa County, AZ	70
Manitowoc County, WI	67
Portage County, WI	65

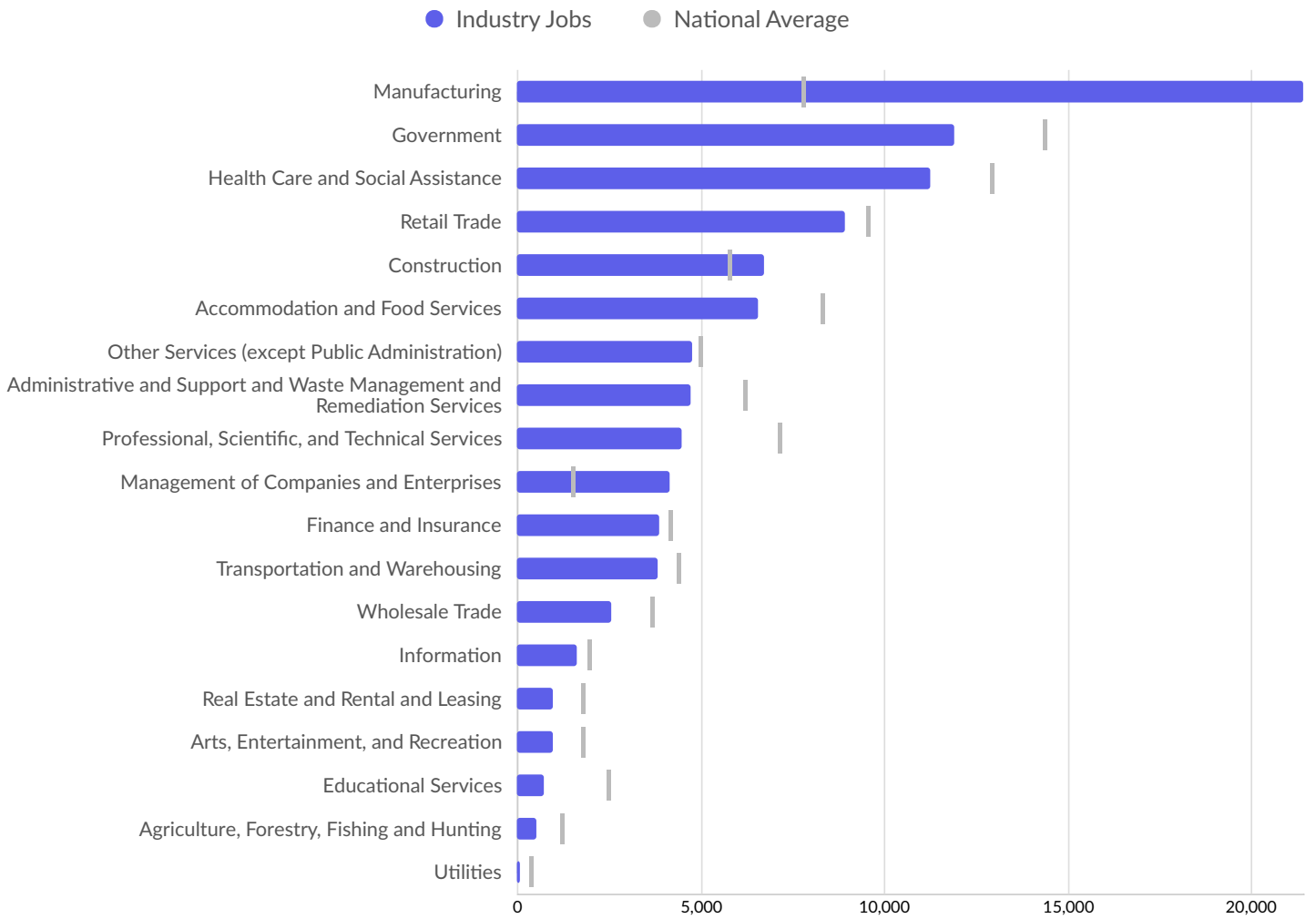
**Top Following Counties****Migrations**

Marathon County, WI

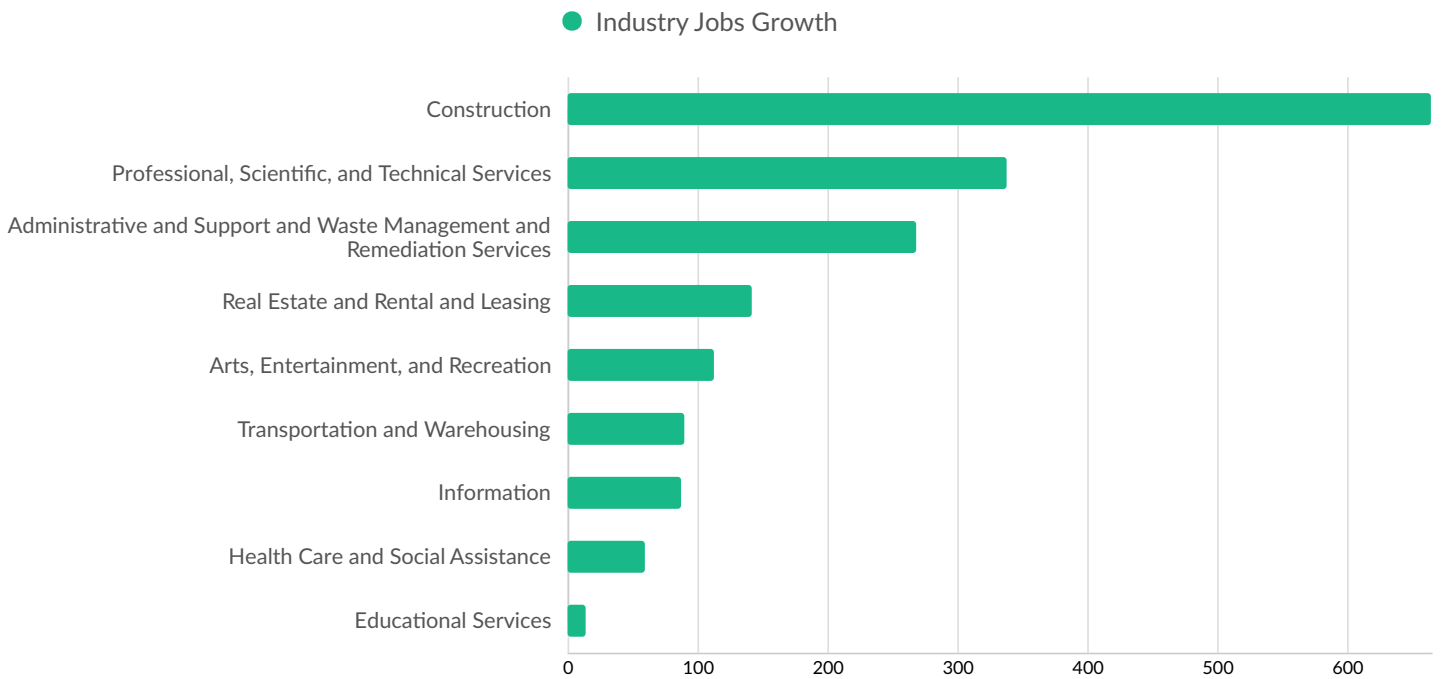
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# Industry Characteristics

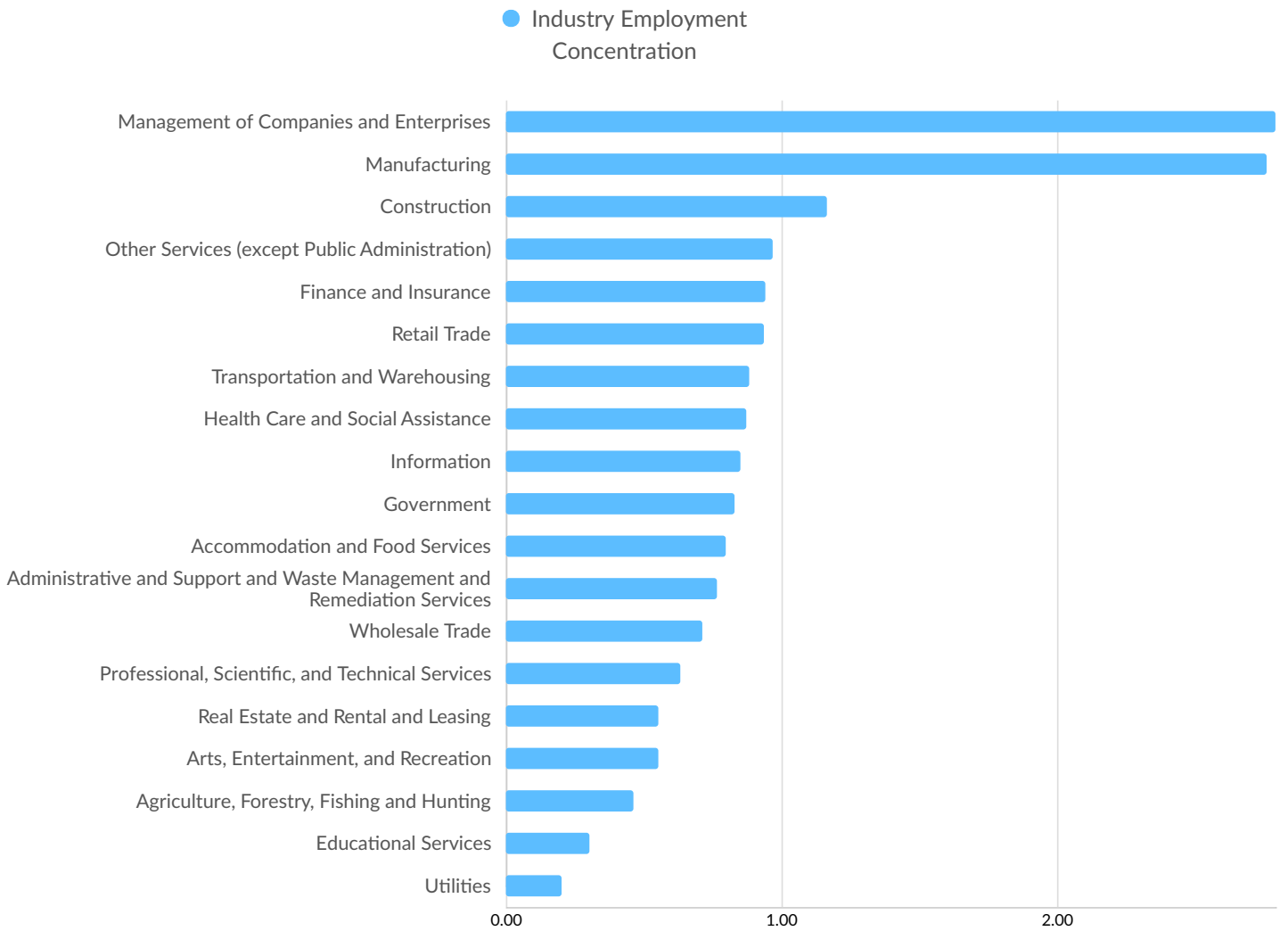
## Largest Industries



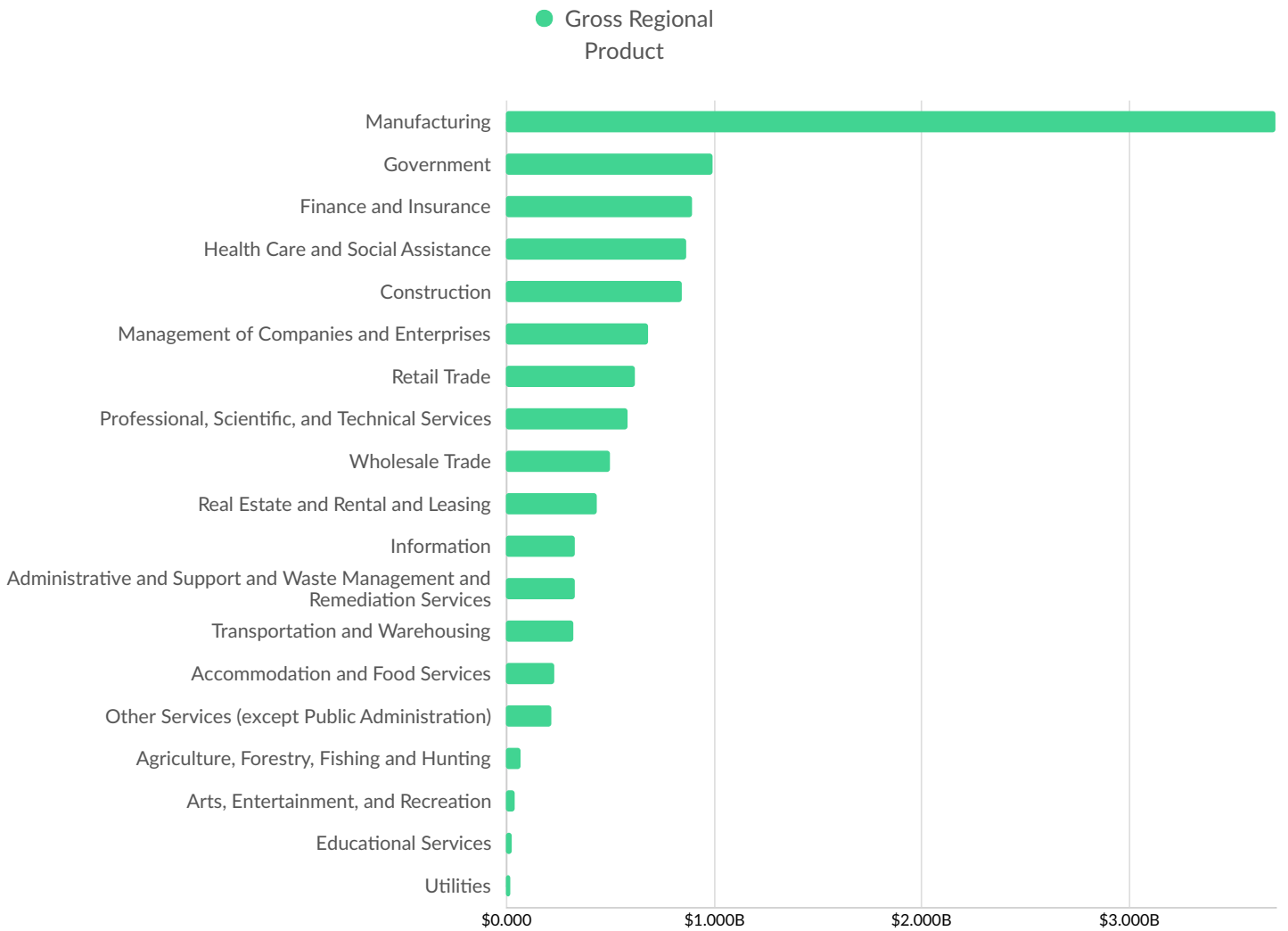
## Top Growing Industries



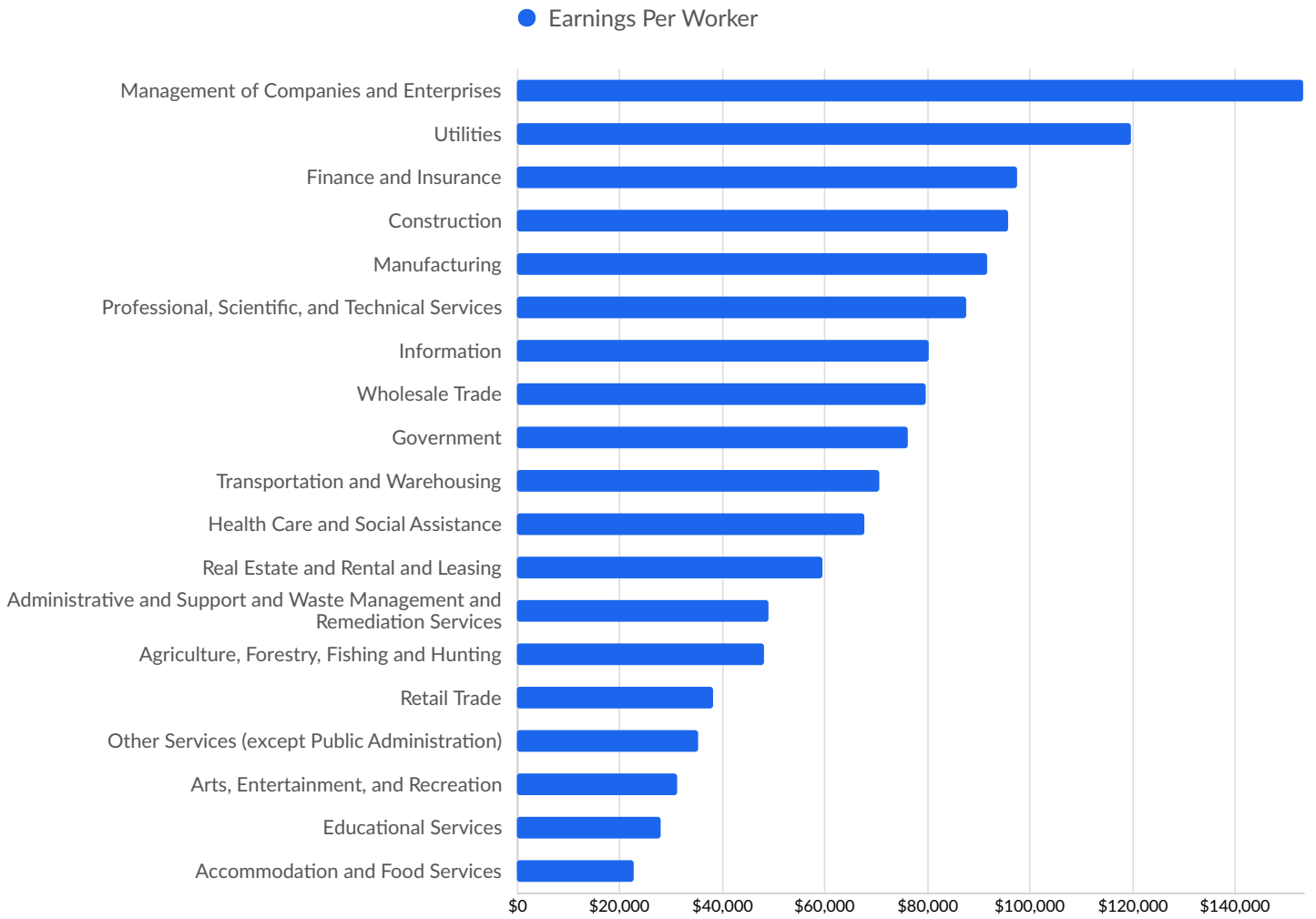
## Top Industry Employment Concentration



## Top Industry GRP


















## Top Industry Earnings



## Business Characteristics

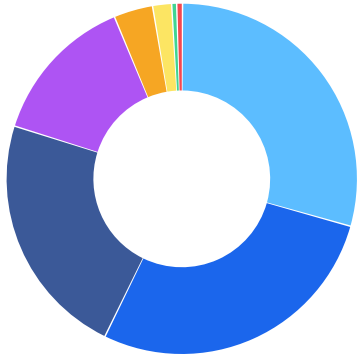
### 19,835 Companies Employ Your Workers

Online profiles for your workers mention 19,835 companies as employers, with the top 10 appearing below. In the last 12 months, 2,170 companies in Winnebago County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Wisconsin System	1,544 	Advocate Aurora Health	765 
Kimberly-Clark	1,532 	Kimberly-Clark	652 
Oshkosh Corporation	1,525 	CareInHomes	612 
Plexus	788 	Plexus	492 
ThedaCare	760 	Faith Technologies	479 
Amcor	653 	Ascension	335 
J. J. Keller & Associates	592 	Oshkosh Corporation	323 
Advocate Aurora Health	581 	Festival Foods	298 
Bemis Company	545 	Aerotek	272 
State of Wisconsin	499 	ThedaCare	247 



## Business Size

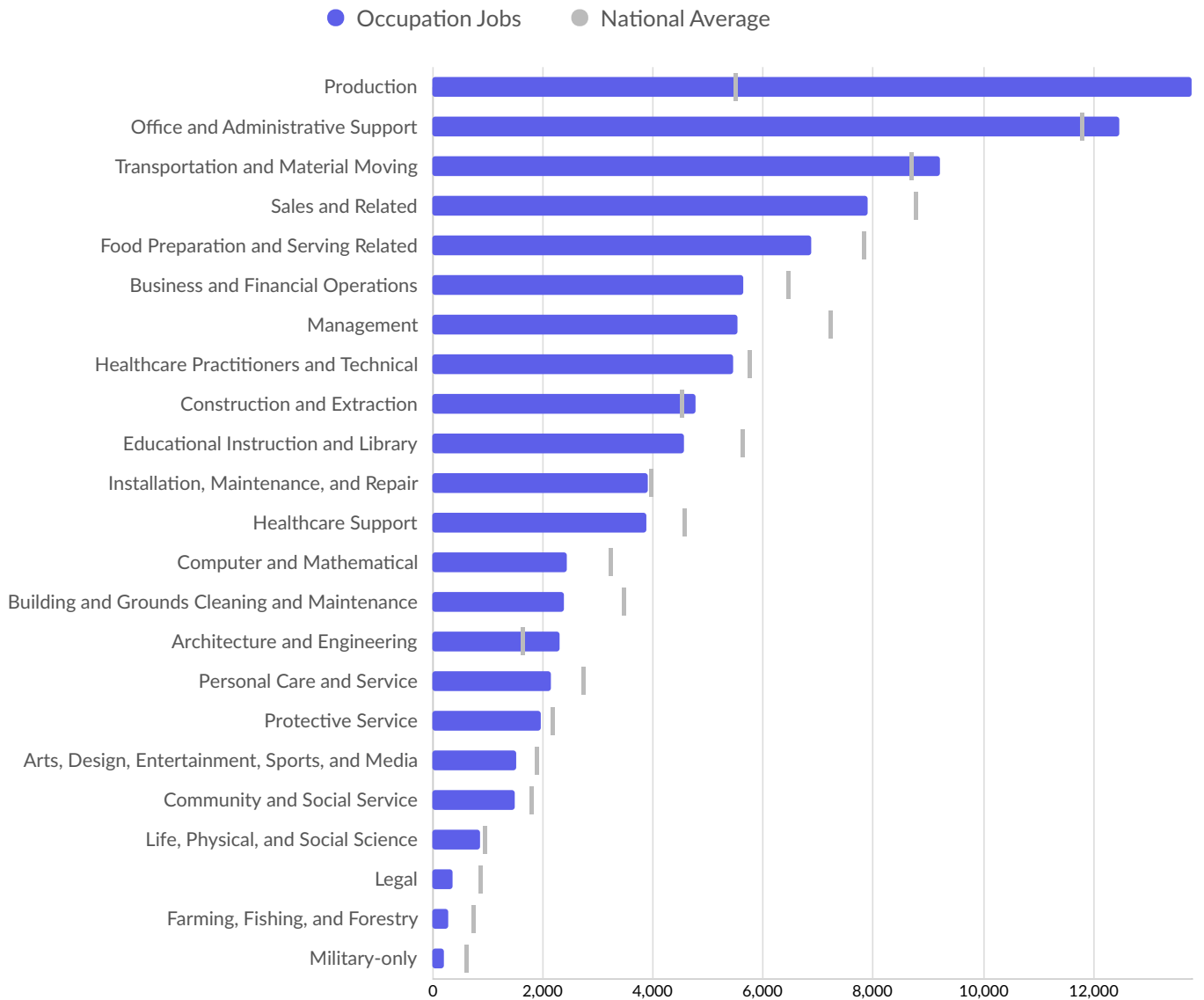


	Percentage	Business Count
● 1 to 4 employees	29.3%	1,538
● 5 to 9 employees	27.9%	1,463
● 10 to 19 employees	22.6%	1,189
● 20 to 49 employees	13.9%	728
● 50 to 99 employees	3.6%	189
● 100 to 249 employees	1.8%	92
● 250 to 499 employees	0.5%	24
● 500+ employees	0.5%	28

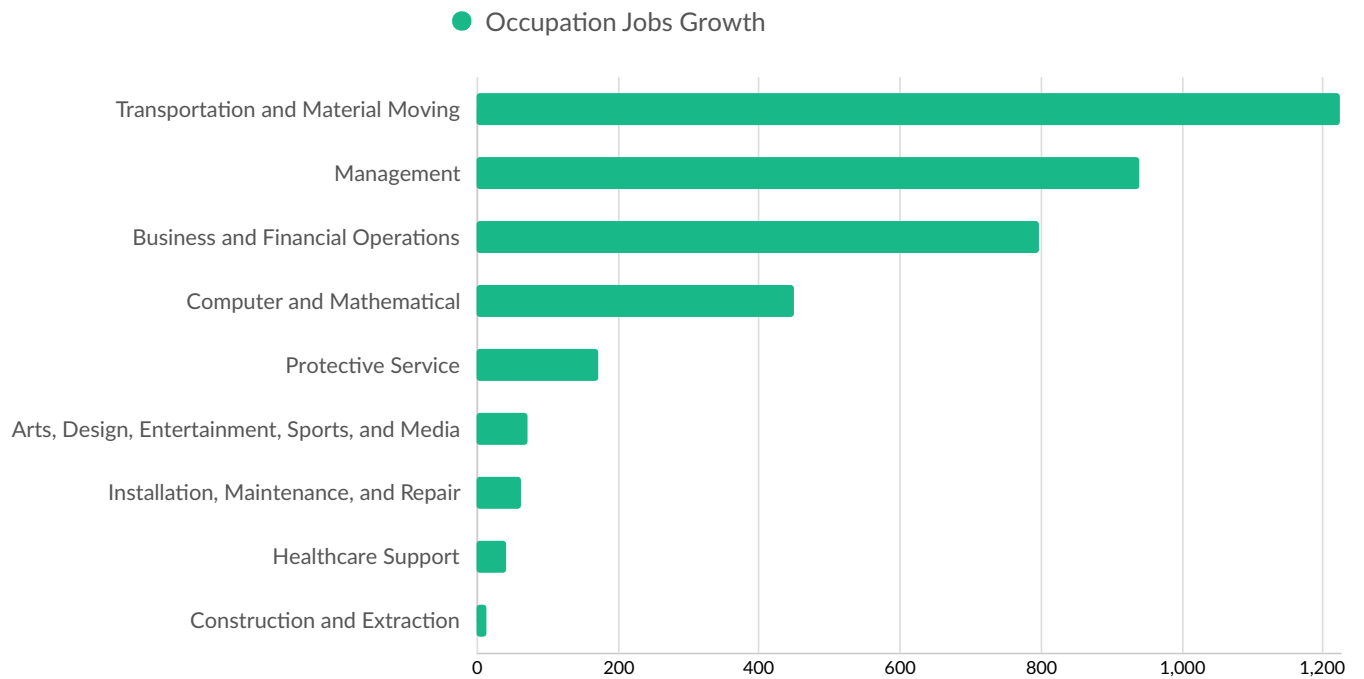
*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

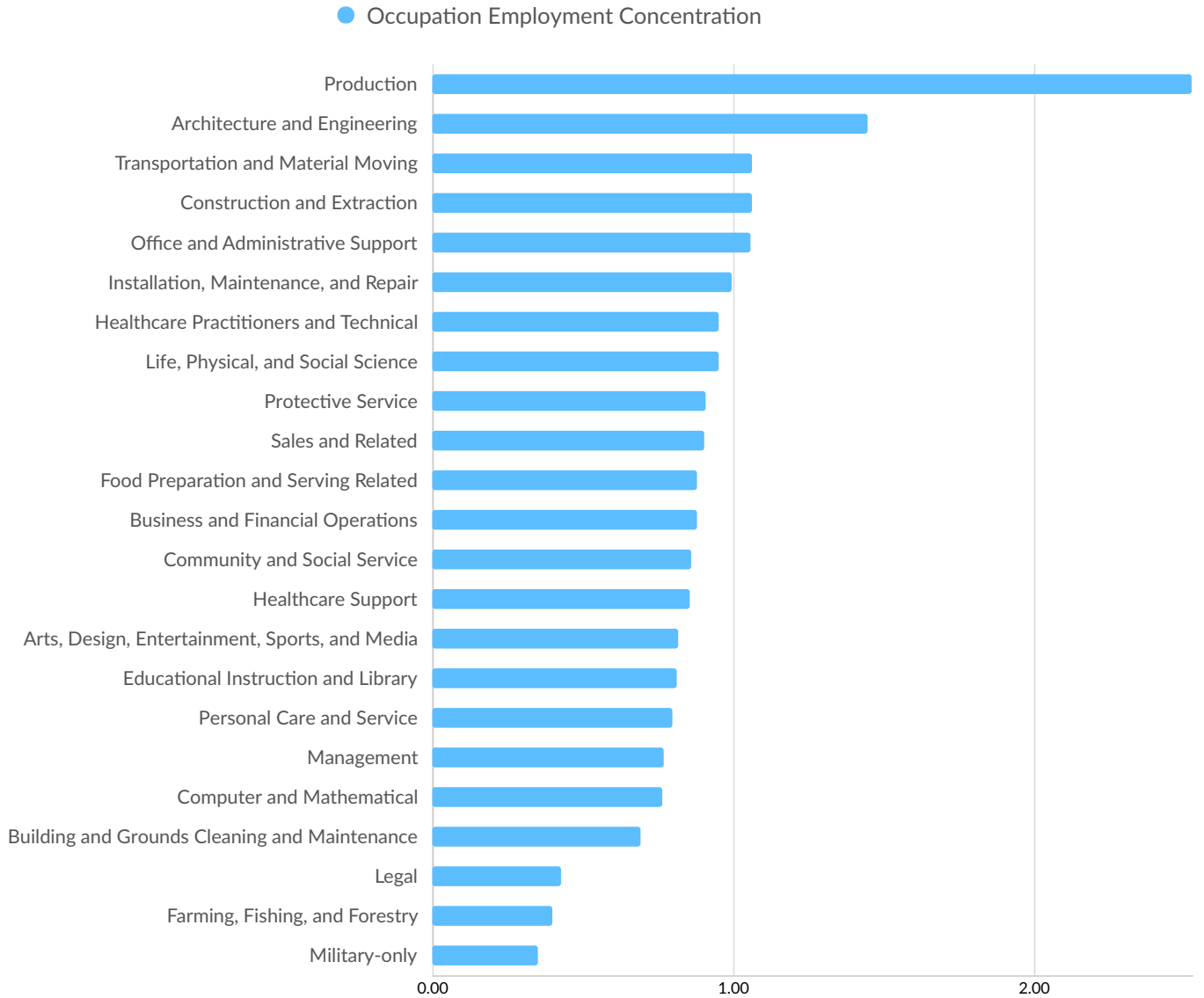
## Largest Occupations



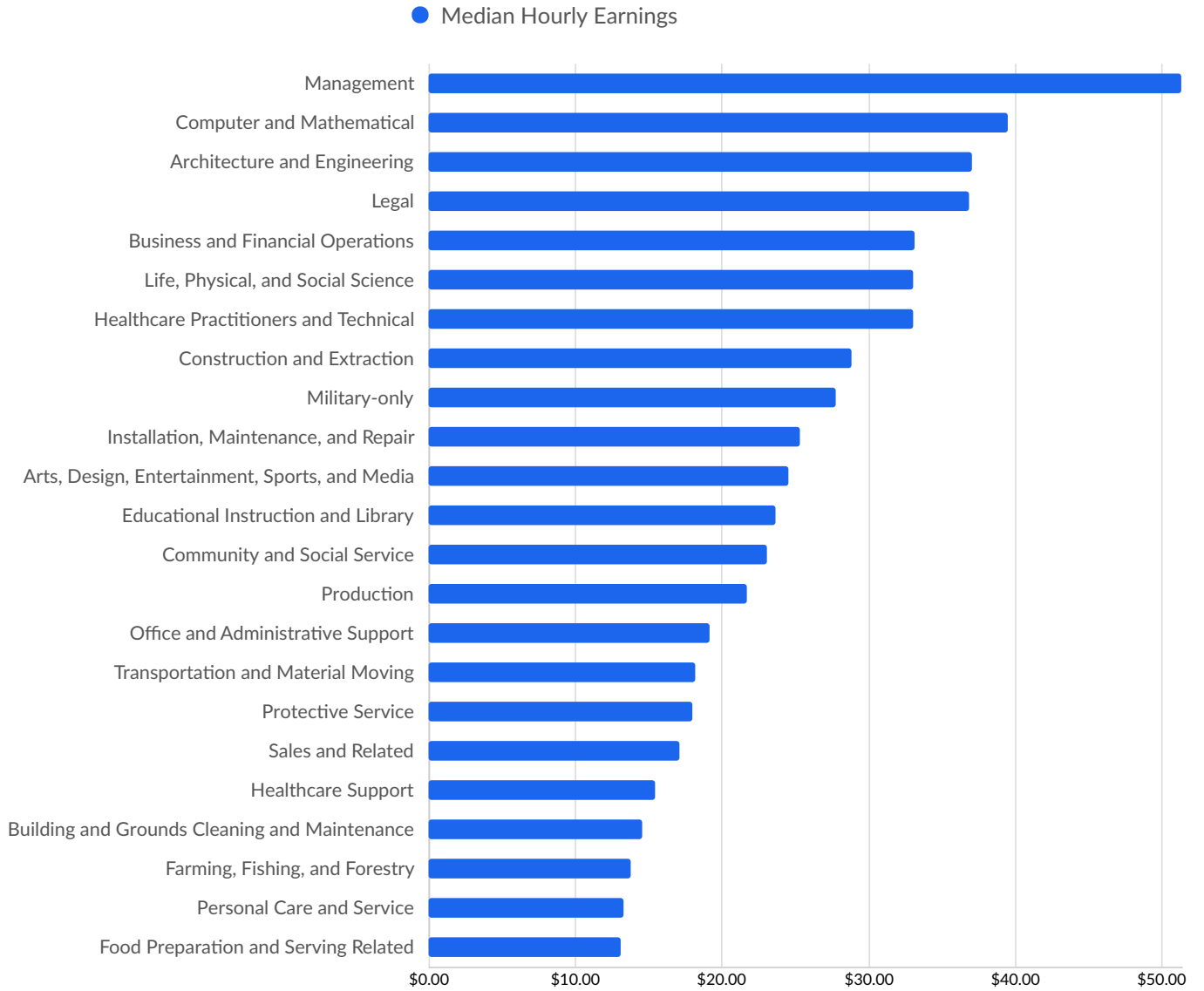
## Top Growing Occupations



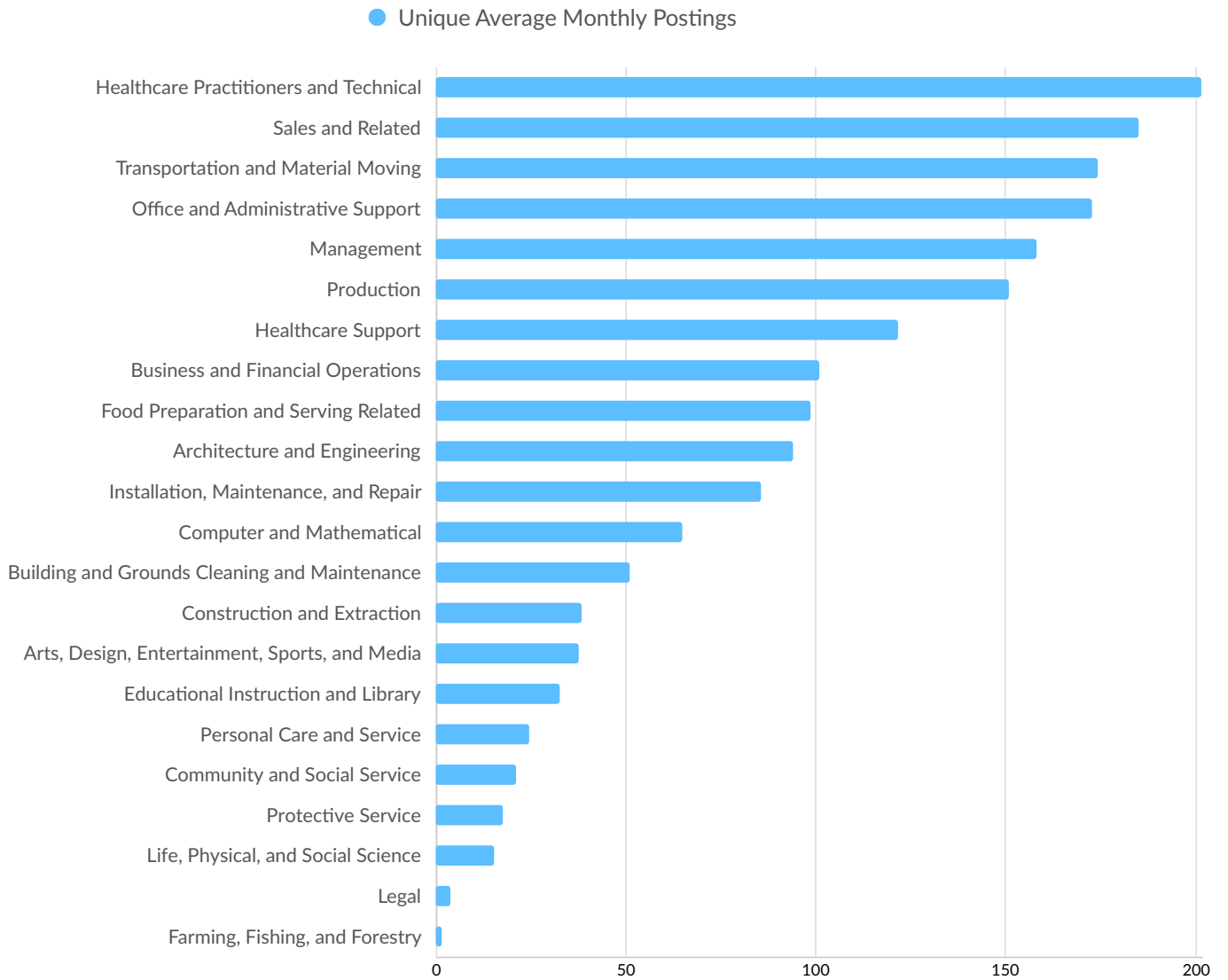
## Top Occupation Employment Concentration



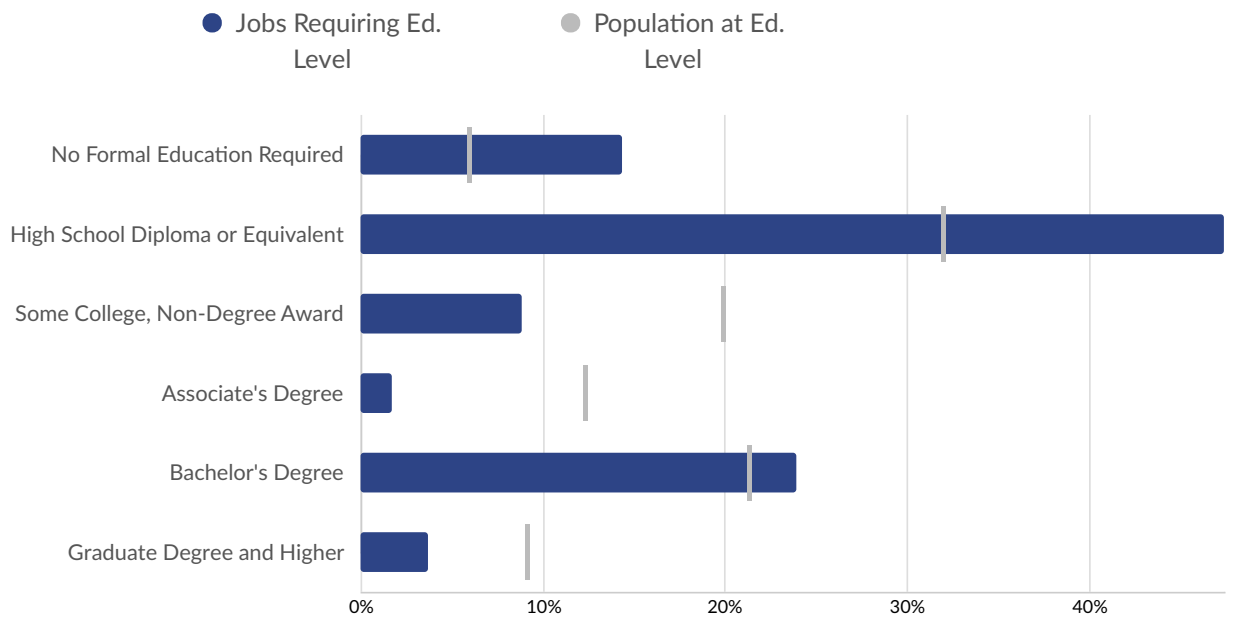
## Top Occupation Earnings



## Top Posted Occupations

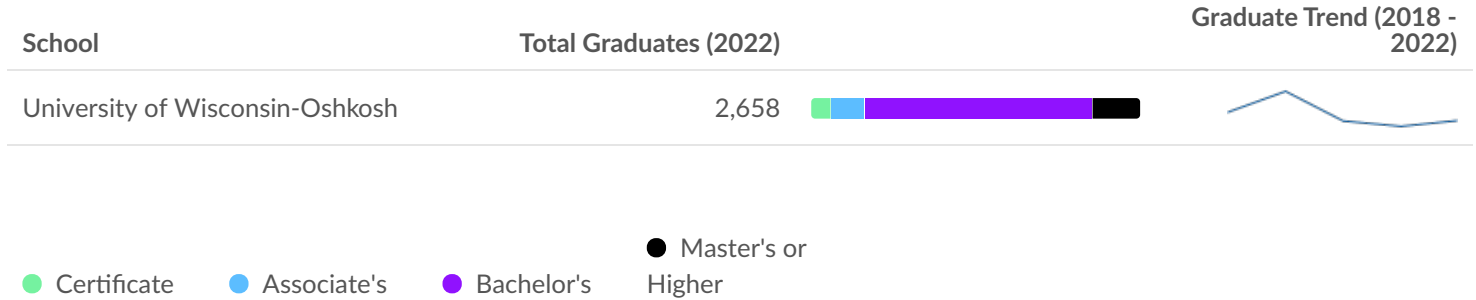


## Underemployment



## Educational Pipeline

In 2022, there were 2,658 graduates in Winnebago County, WI. This pipeline has shrunk by 4% over the last 5 years. The highest share of these graduates come from "Registered Nursing/Registered Nurse" (Bachelor's), "Liberal Arts and Sciences, General Studies and Humanities, Other" (Associate's), and "Elementary Education and Teaching" (Bachelor's).





# In-Demand Skills

