



Waupaca County, WI

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

51,497

Population (2024)

Population **grew by 634** over the last 5 years and is projected to **grow by 124** over the next 5 years.

21,150

Total Regional Employment

Jobs **decreased by 919** over the last 5 years and are projected to **decrease by 36** over the next 5 years.

\$69.2K

Median Household Income (2022)

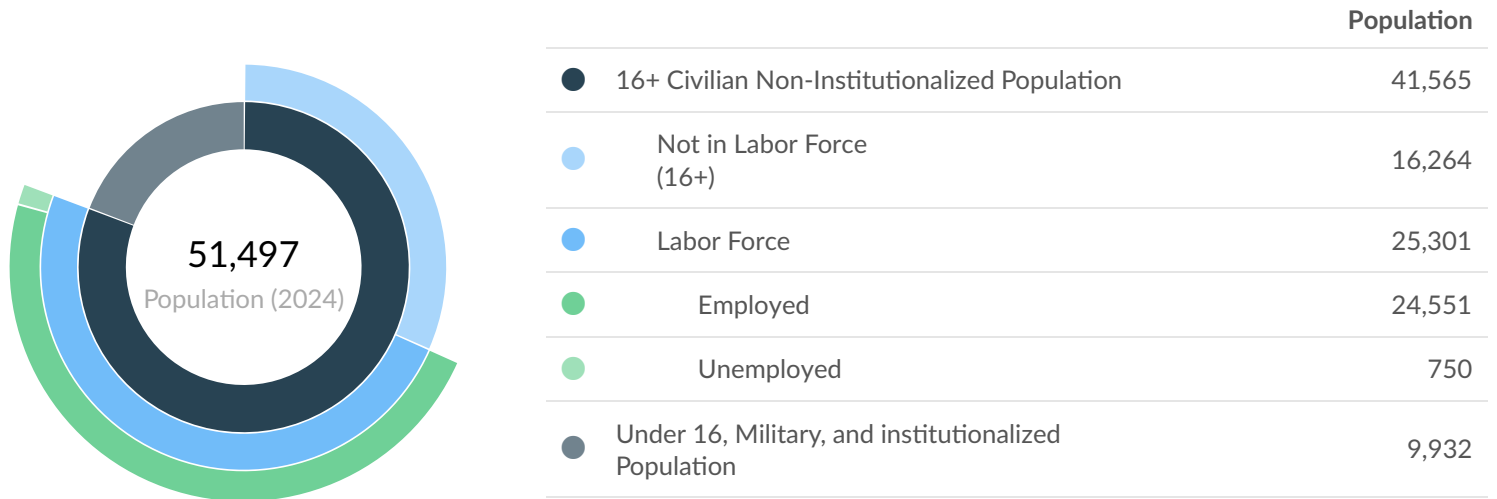
Median household income is **\$6.0K below** the national median household income of \$75.1K.

Takeaways

- As of 2024 the region's population **increased by 1.2%** since 2019, growing by 634. Population is expected to **increase by 0.2%** between 2024 and 2029, adding 124.
- From 2019 to 2024, jobs **declined by 4.2%** in Waupaca County, WI from 22,070 to **21,150**. This change **fell short of the national growth rate of 3.9% by 8.1%**. As the number of jobs declined, the **labor force participation rate decreased from 64.7% to 60.9% between 2019 and 2024**.
- Concerning educational attainment, **14.2% of Waupaca County, WI residents possess a Bachelor's Degree** (7.2% below the national average), and **11.1% hold an Associate's Degree** (2.2% above the national average).
- The top three industries in 2024 are Foundries, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

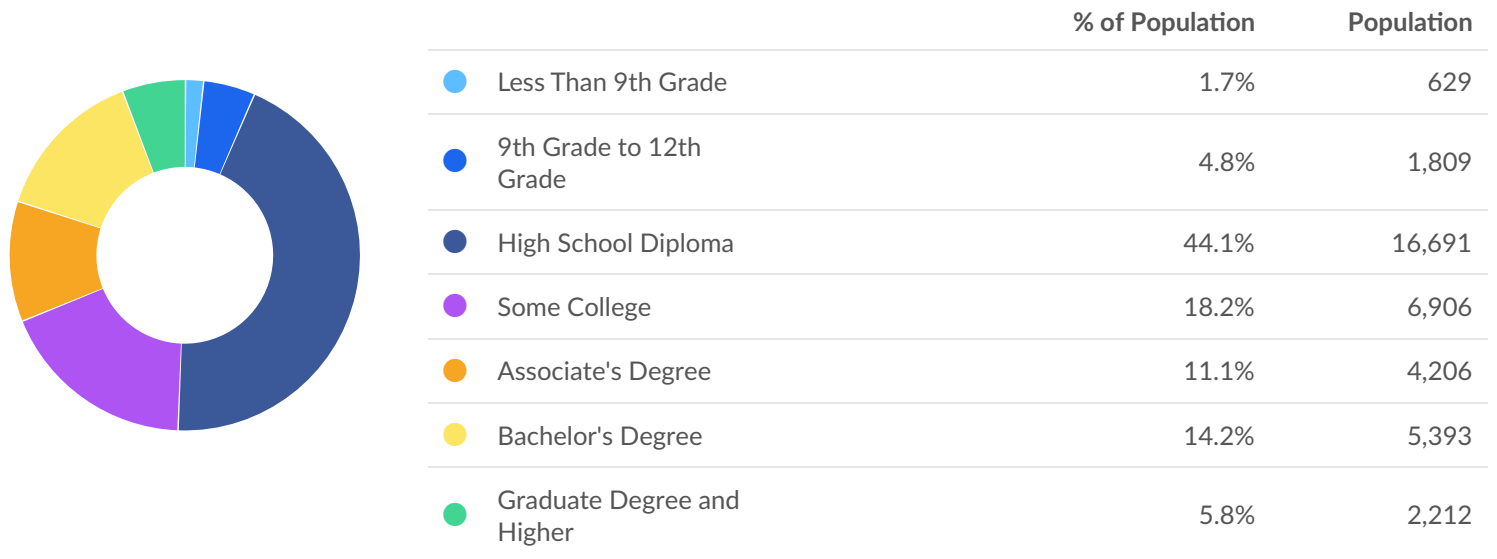
	Population (2024)	Labor Force (Dec 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	51,497	25,301	21,150	100.1	\$2.38B	\$4.58B	\$3.80B
State	5,932,800	3,151,876	3,252,259	100.2	\$422.54B	\$383.58B	\$412.93B

Dec 2024 Labor Force Breakdown



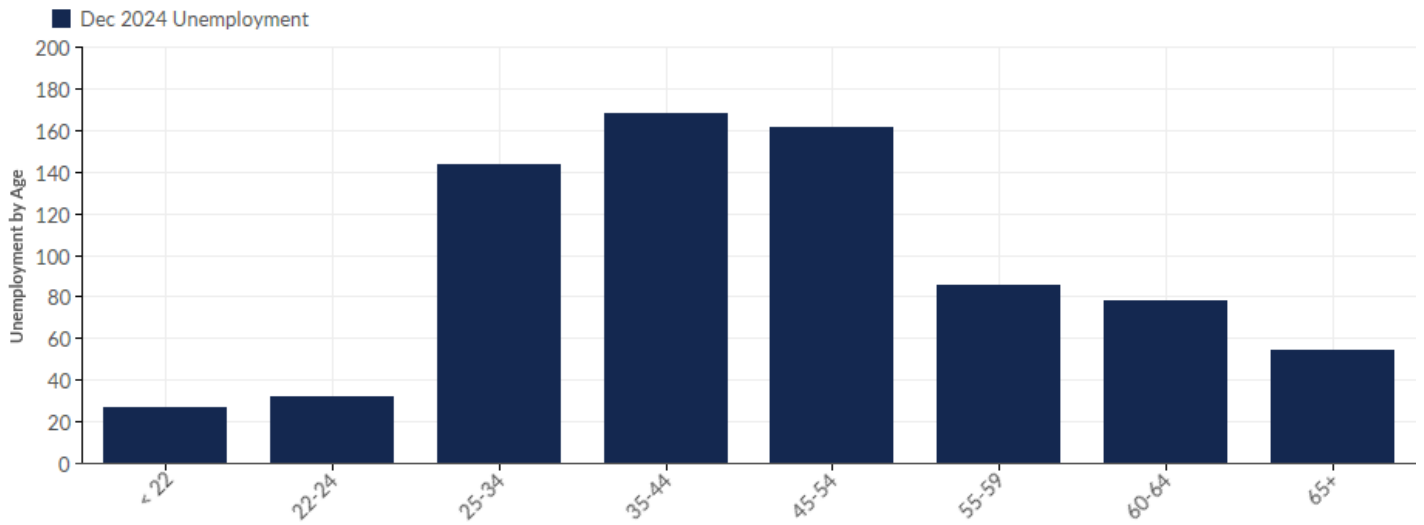
Educational Attainment

Concerning educational attainment, **14.2% of Waupaca County, WI residents possess a Bachelor's Degree** (7.2% below the national average), and **11.1% hold an Associate's Degree** (2.2% above the national average).



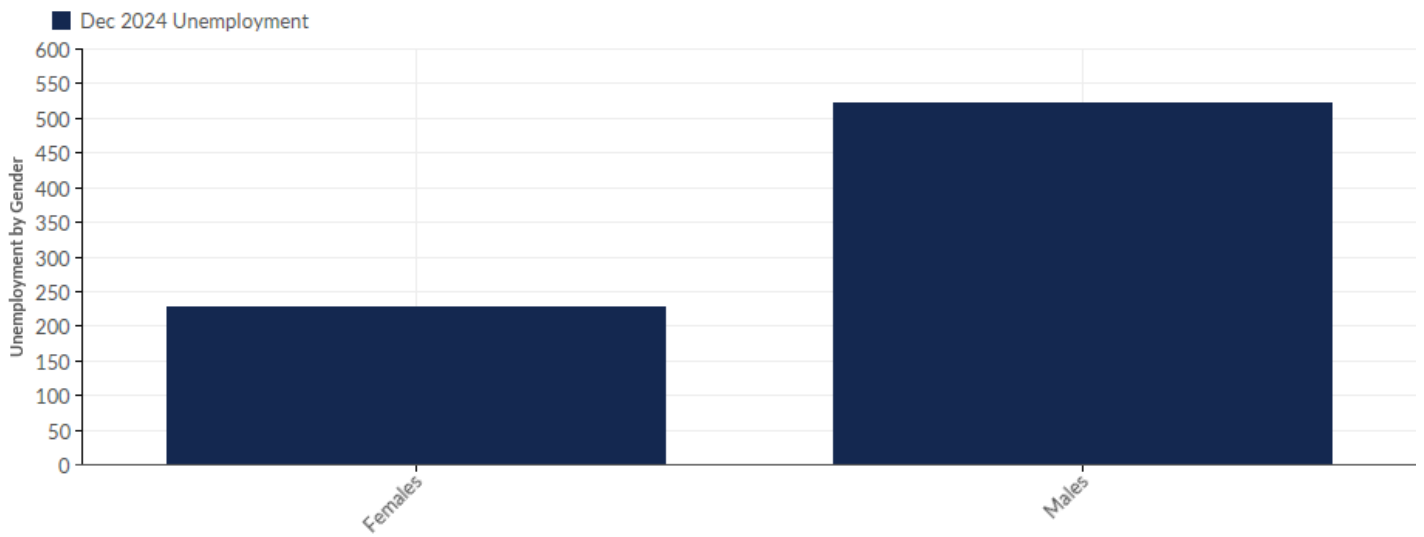
Unemployment by Demographics

Unemployment by Age



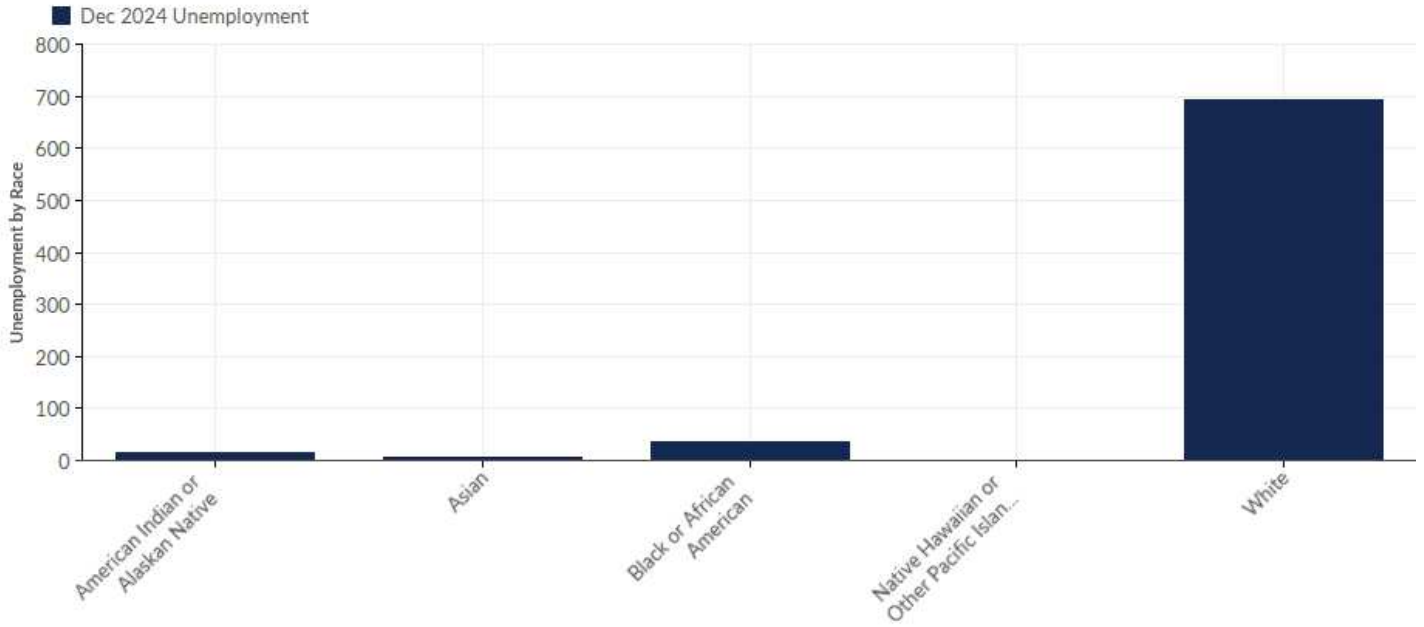
Age	Unemployment (Dec 2024)	% of Unemployed
< 22	27	3.60%
22-24	32	4.27%
25-34	143	19.07%
35-44	168	22.40%
45-54	161	21.47%
55-59	85	11.33%
60-64	78	10.40%
65+	55	7.33%
Total	750	100.00%

Unemployment by Gender



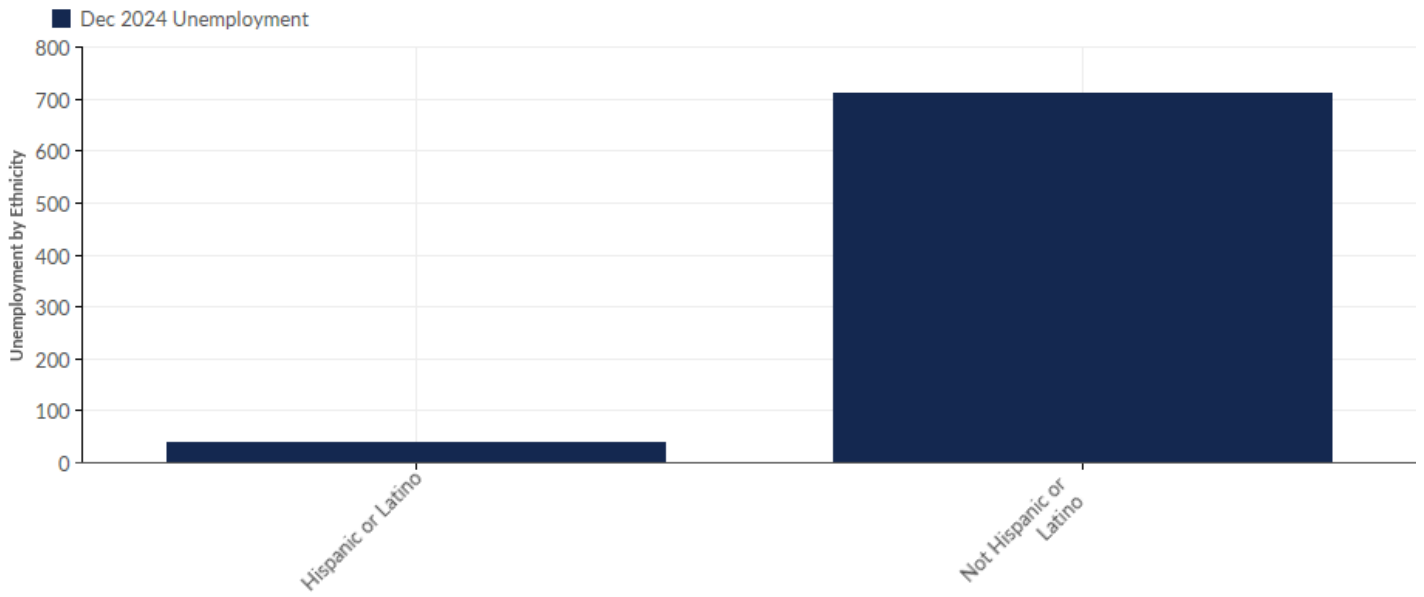
Gender	Unemployment (Dec 2024)	% of Unemployed
Females	227	30.27%
Males	523	69.73%
Total	750	100.00%

Unemployment by Race



Race	Unemployment (Dec 2024)	% of Unemployed
American Indian or Alaskan Native	15	2.00%
Asian	5	0.67%
Black or African American	36	4.80%
Native Hawaiian or Other Pacific Islander	1	0.13%
White	693	92.40%
Total	750	100.00%

Unemployment by Ethnicity

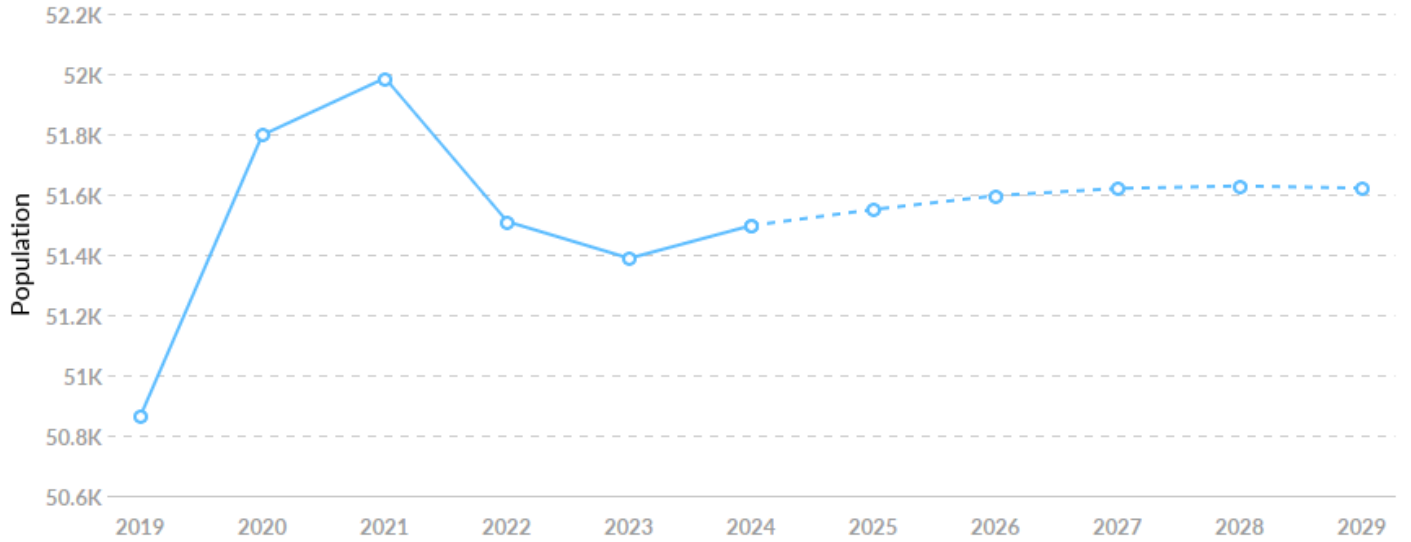


Ethnicity	Unemployment (Dec 2024)	% of Unemployed
Hispanic or Latino	38	5.07%
Not Hispanic or Latino	712	94.93%
Total	750	100.00%

Historic & Projected Trends

Population Trends

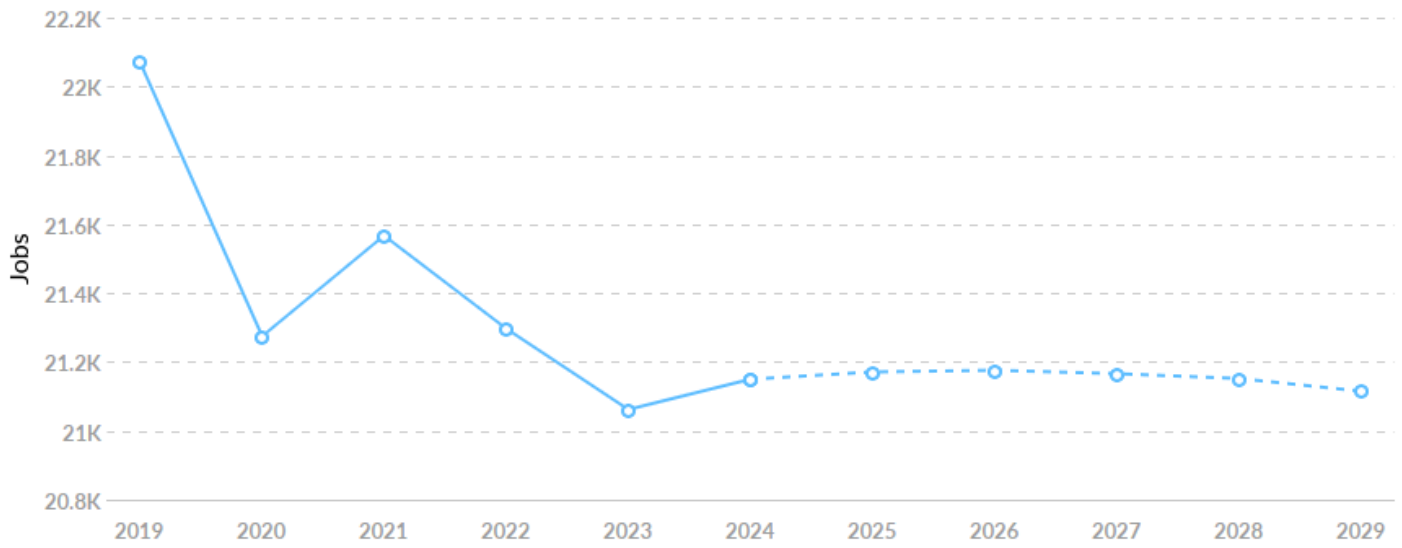
As of 2024 the region's population increased by 1.2% since 2019, growing by 634. Population is expected to increase by 0.2% between 2024 and 2029, adding 124.



Timeframe	Population
2019	50,863
2020	51,798
2021	51,986
2022	51,510
2023	51,388
2024	51,497
2025	51,550
2026	51,596
2027	51,620
2028	51,628
2029	51,621

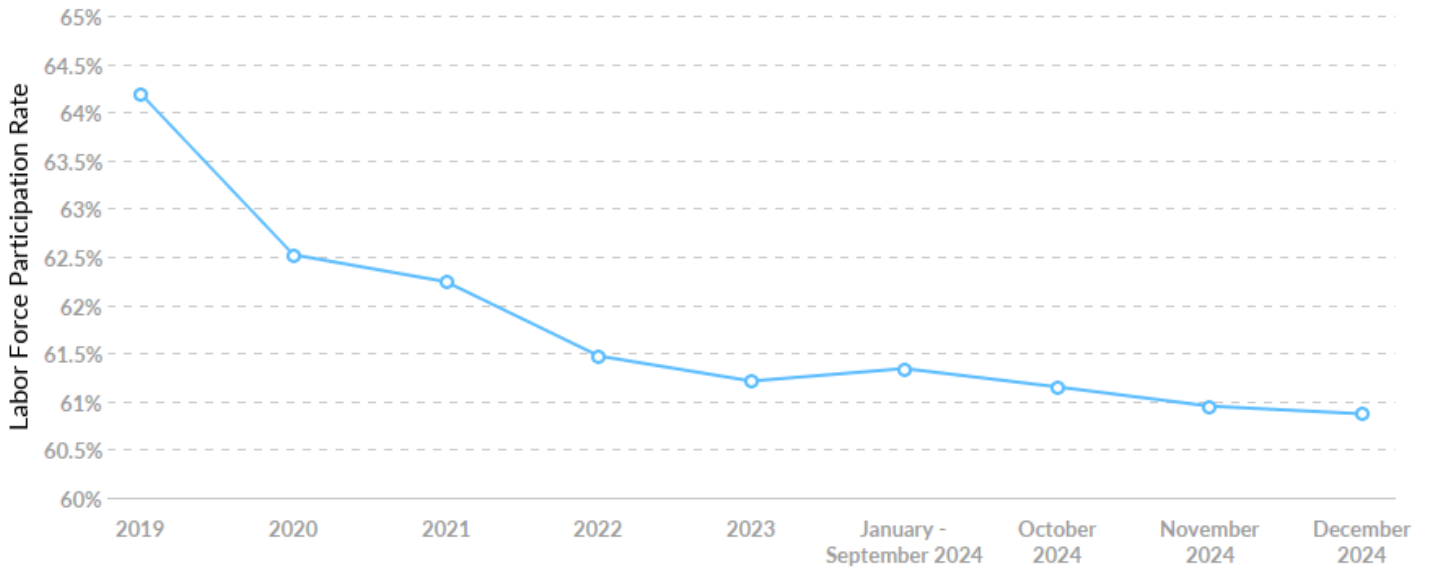
Job Trends

From 2019 to 2024, jobs declined by 4.2% in Waupaca County, WI from 22,070 to 21,150. This change fell short of the national growth rate of 3.9% by 8.1%.



Timeframe	Jobs
2019	22,070
2020	21,274
2021	21,567
2022	21,297
2023	21,062
2024	21,150
2025	21,171
2026	21,176
2027	21,166
2028	21,152
2029	21,115

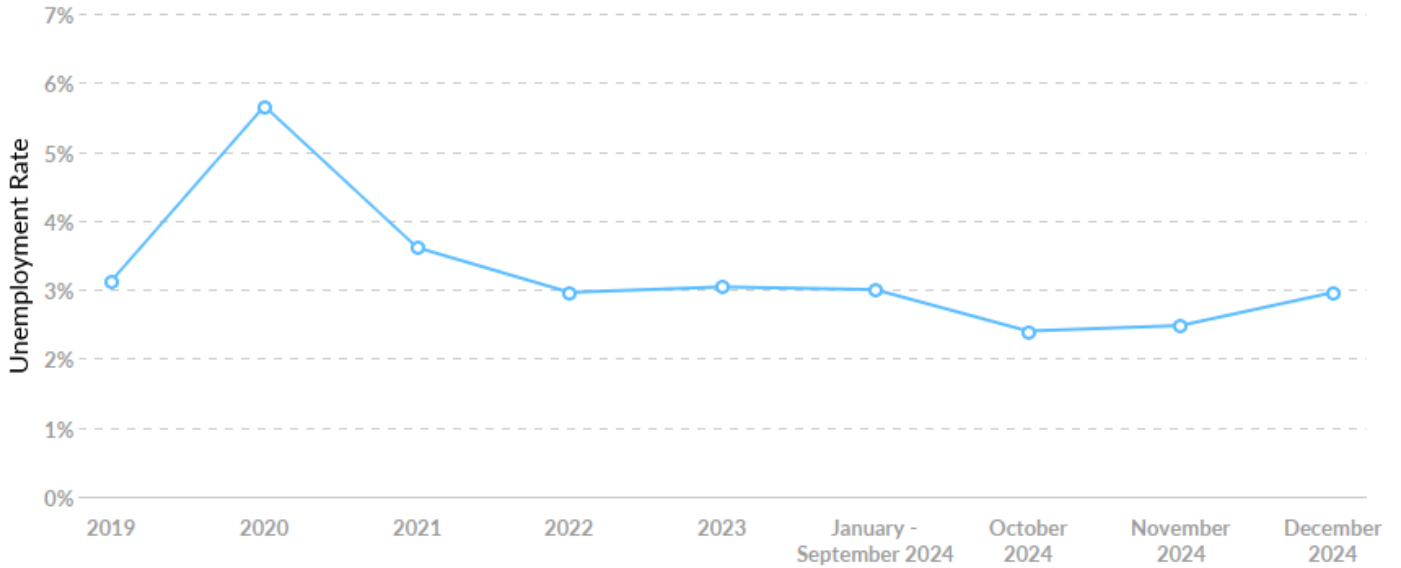
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	64.19%
2020	62.52%
2021	62.24%
2022	61.47%
2023	61.21%
January - September 2024	61.34%
October 2024	61.15%
November 2024	60.95%
December 2024	60.87%

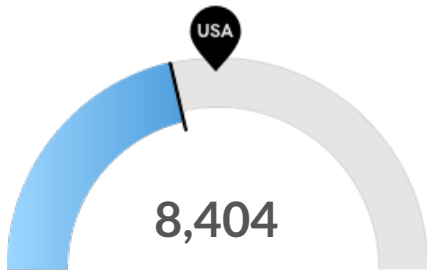
Unemployment Rate Trends

Waupaca County, WI had a December 2024 unemployment rate of 2.96%, **decreasing from 3.13%** 5 years before.



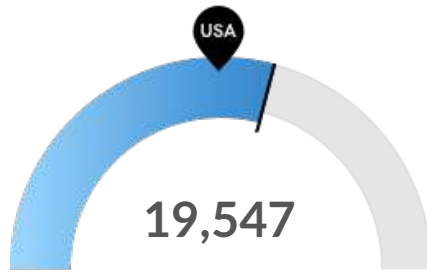
Timeframe	Unemployment Rate
2019	3.13%
2020	5.66%
2021	3.61%
2022	2.96%
2023	3.04%
January - September 2024	3.00%
October 2024	2.40%
November 2024	2.48%
December 2024	2.96%

Population Characteristics



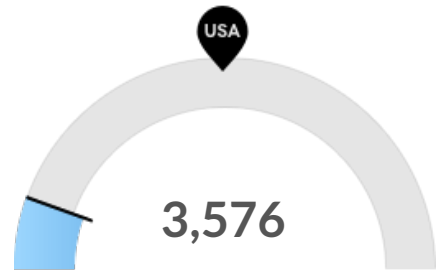
Millennials

Waupaca County, WI has 8,404 millennials (ages 25-39). The national average for an area this size is 10,441.



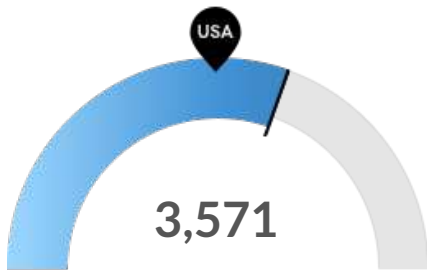
Retiring Soon

Retirement risk is high in Waupaca County, WI. The national average for an area this size is 15,513 people 55 or older, while there are 19,547 here.



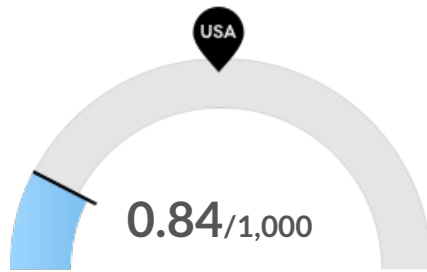
Racial Diversity

Racial diversity is low in Waupaca County, WI. The national average for an area this size is 21,402 racially diverse people, while there are 3,576 here.



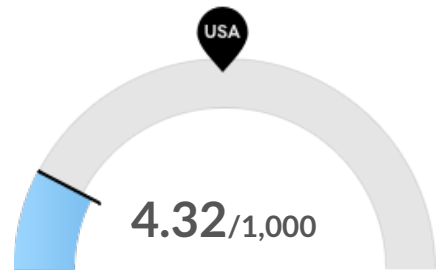
Veterans

Waupaca County, WI has 3,571 veterans. The national average for an area this size is 2,633.



Violent Crime

Waupaca County, WI has 0.84 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

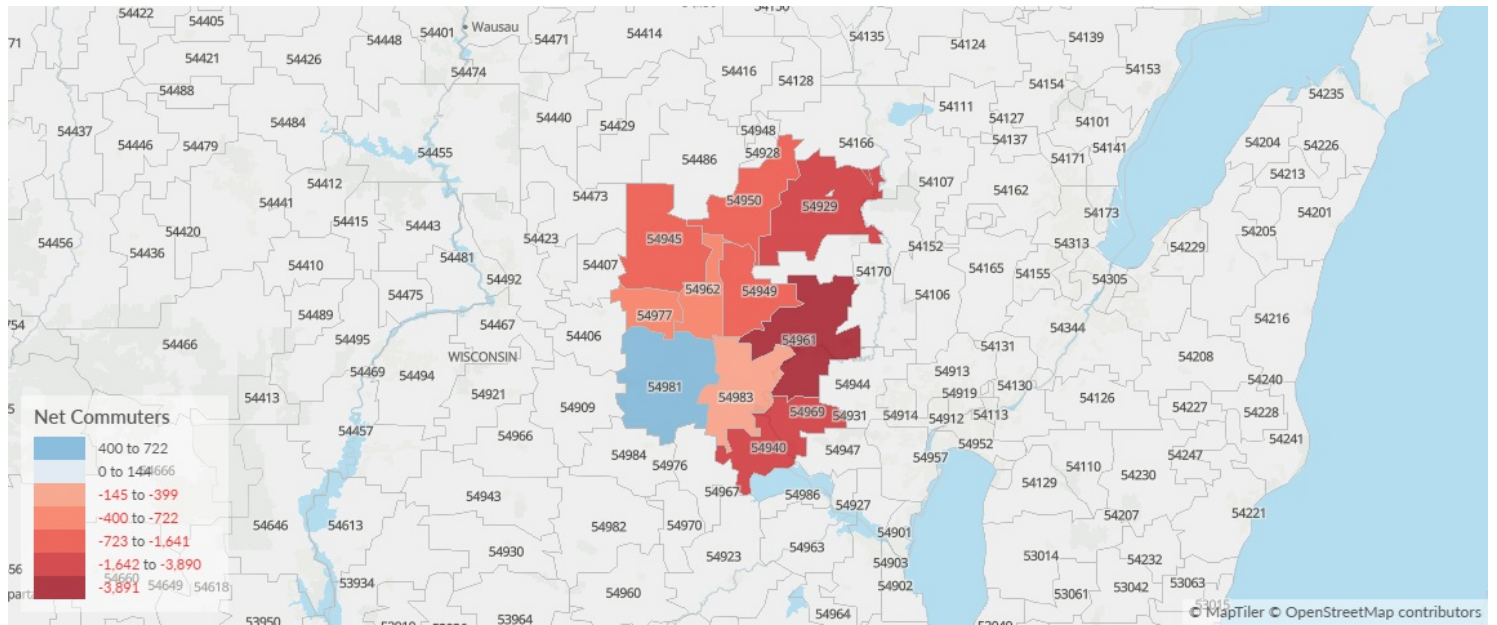


Property Crime

Waupaca County, WI has 4.32 property crimes per 1,000 people. The national rate is 18.02 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.



Where Talent Works

ZIP	Name	2024 Employment
54981	Waupaca, WI (in Waupa...	8,041
54961	New London, WI (in Wa...	3,685
54929	Clintonville, WI (in Wau...	2,534
54983	Weyauwega, WI (in Wa...	2,315
54945	Iola, WI (in Waupaca co...	1,355

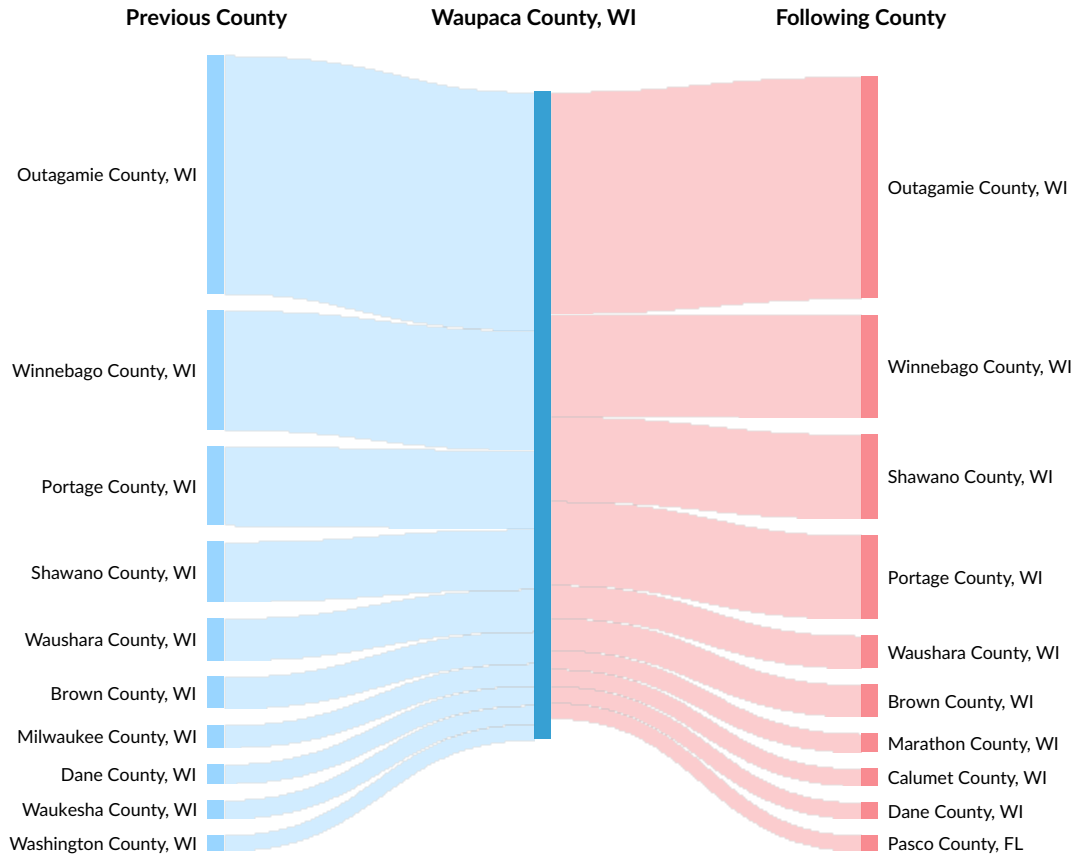
Where Talent Lives

ZIP	Name	2024 Workers
54981	Waupaca, WI (in Waupa...	7,641
54961	New London, WI (in Wa...	7,575
54929	Clintonville, WI (in Wau...	4,176
54983	Weyauwega, WI (in Wa...	2,524
54940	Fremont, WI (in Waupa...	2,389

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 2022, **502** people have migrated from Outagamie County, WI to Waupaca County, WI. In the same year, **467** people left Waupaca County, WI migrating to Outagamie County, WI. The total Net Migration for Waupaca County, WI in 2022 was **186**.

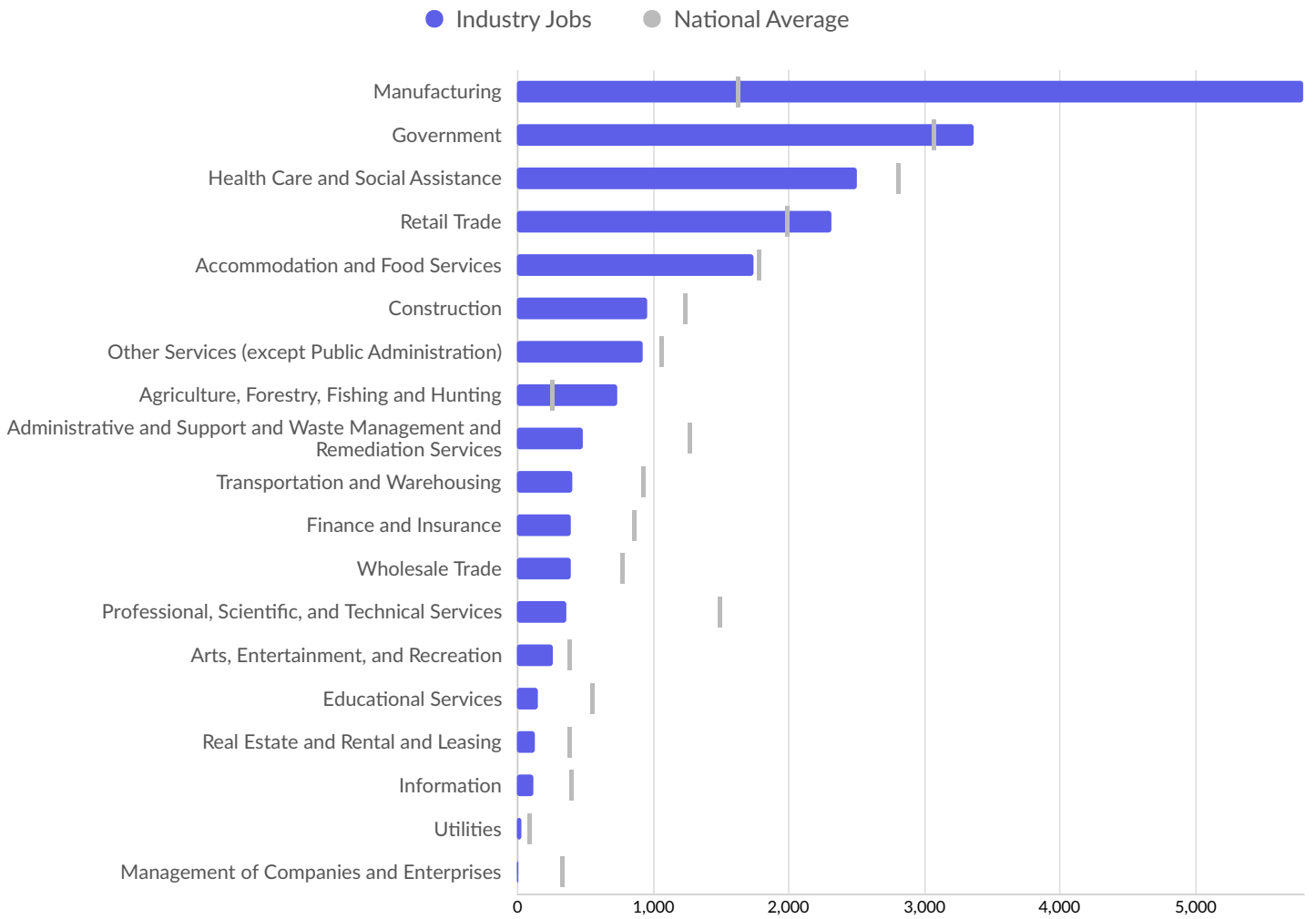


Top Previous Counties	Migrations
Outagamie County, WI	502
Winnebago County, WI	252
Portage County, WI	166
Shawano County, WI	126
Waushara County, WI	89
Brown County, WI	67

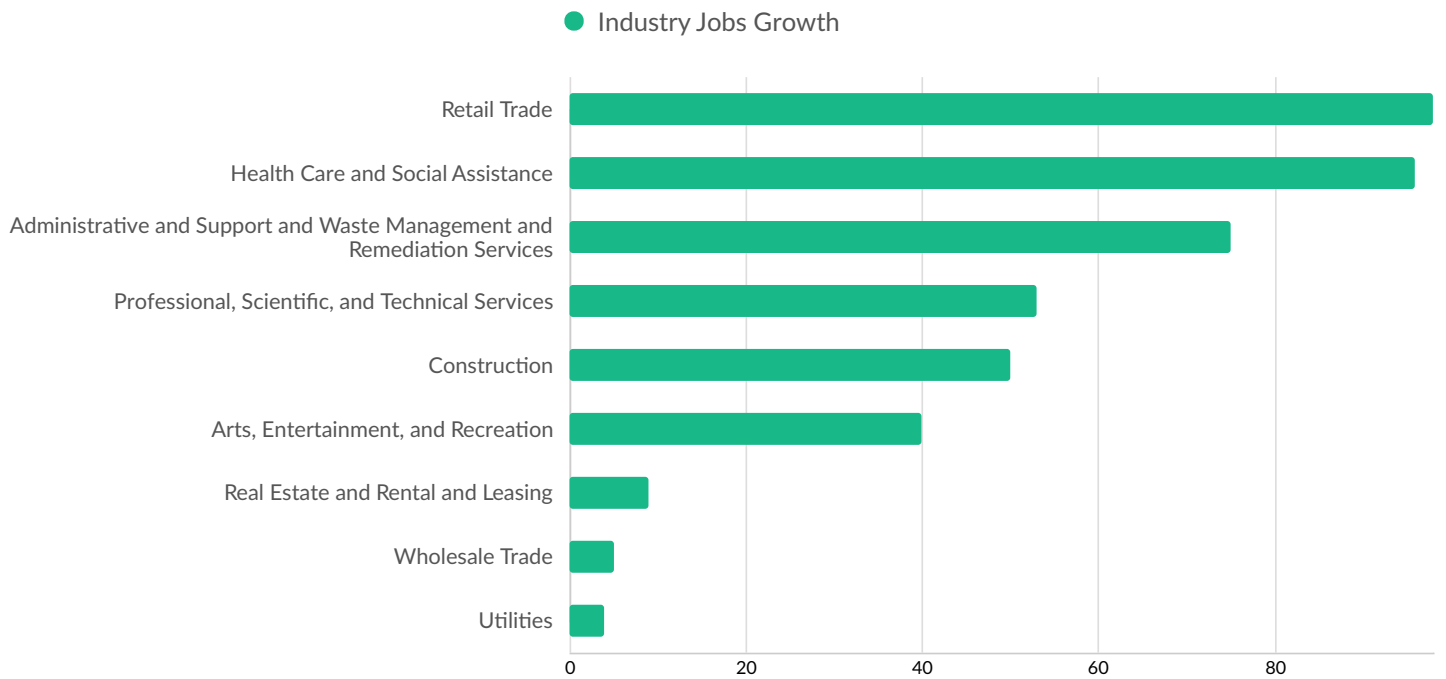
Top Previous Counties	Migrations
Milwaukee County, WI	47
Dane County, WI	41
Waukesha County, WI	39
Washington County, WI	34
Fond du Lac County, WI	31
Cook County, IL	28
Wood County, WI	27
Marathon County, WI	23
Door County, WI	21
Top Following Counties	Migrations
Outagamie County, WI	467
Winnebago County, WI	216
Shawano County, WI	178
Portage County, WI	176
Waushara County, WI	69
Brown County, WI	68
Marathon County, WI	40
Calumet County, WI	36
Dane County, WI	35
Pasco County, FL	33
Brunswick County, NC	30
Milwaukee County, WI	29
Wood County, WI	26
Fond du Lac County, WI	19
Bremer County, IA	18

Industry Characteristics

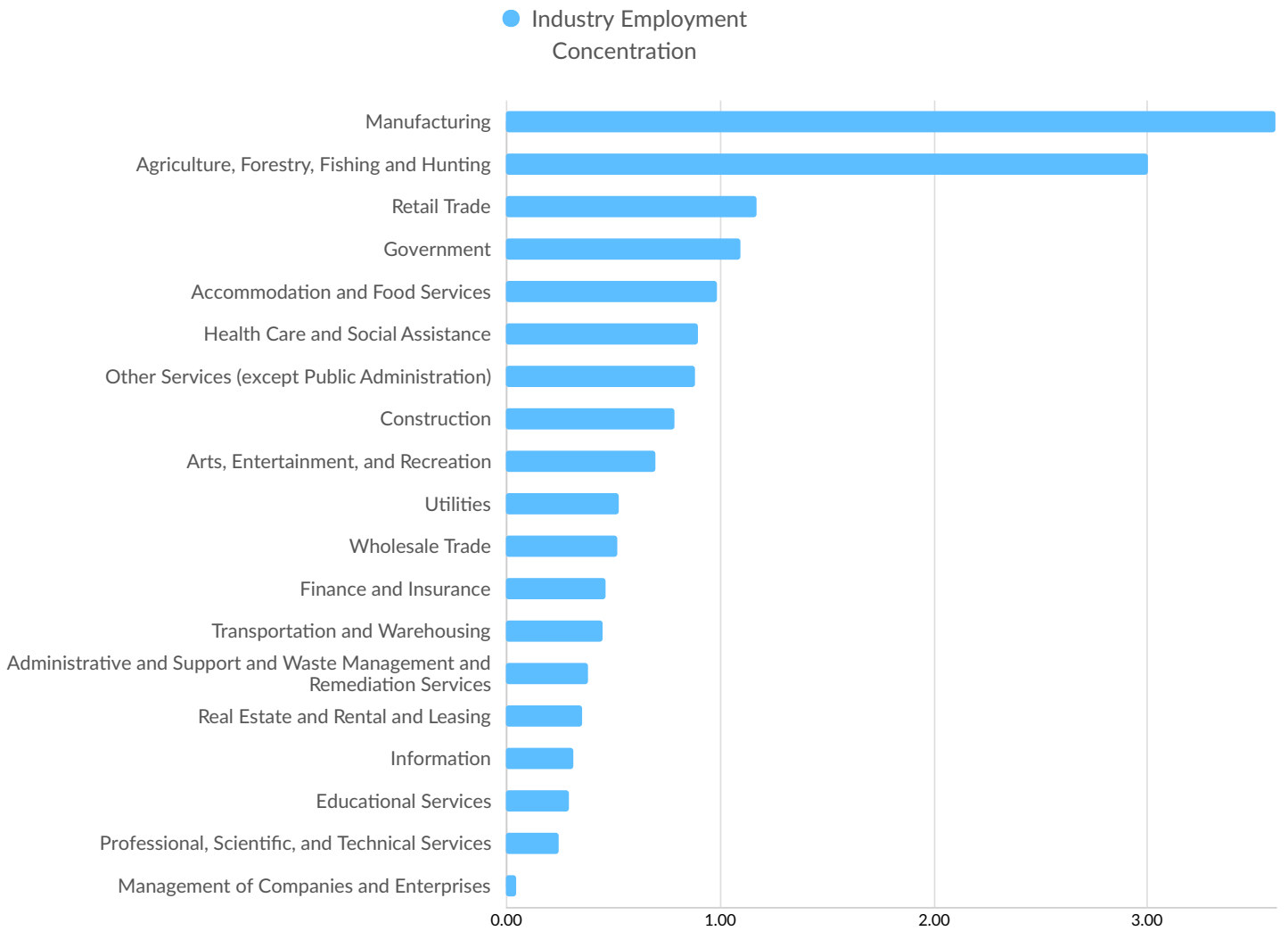
Largest Industries



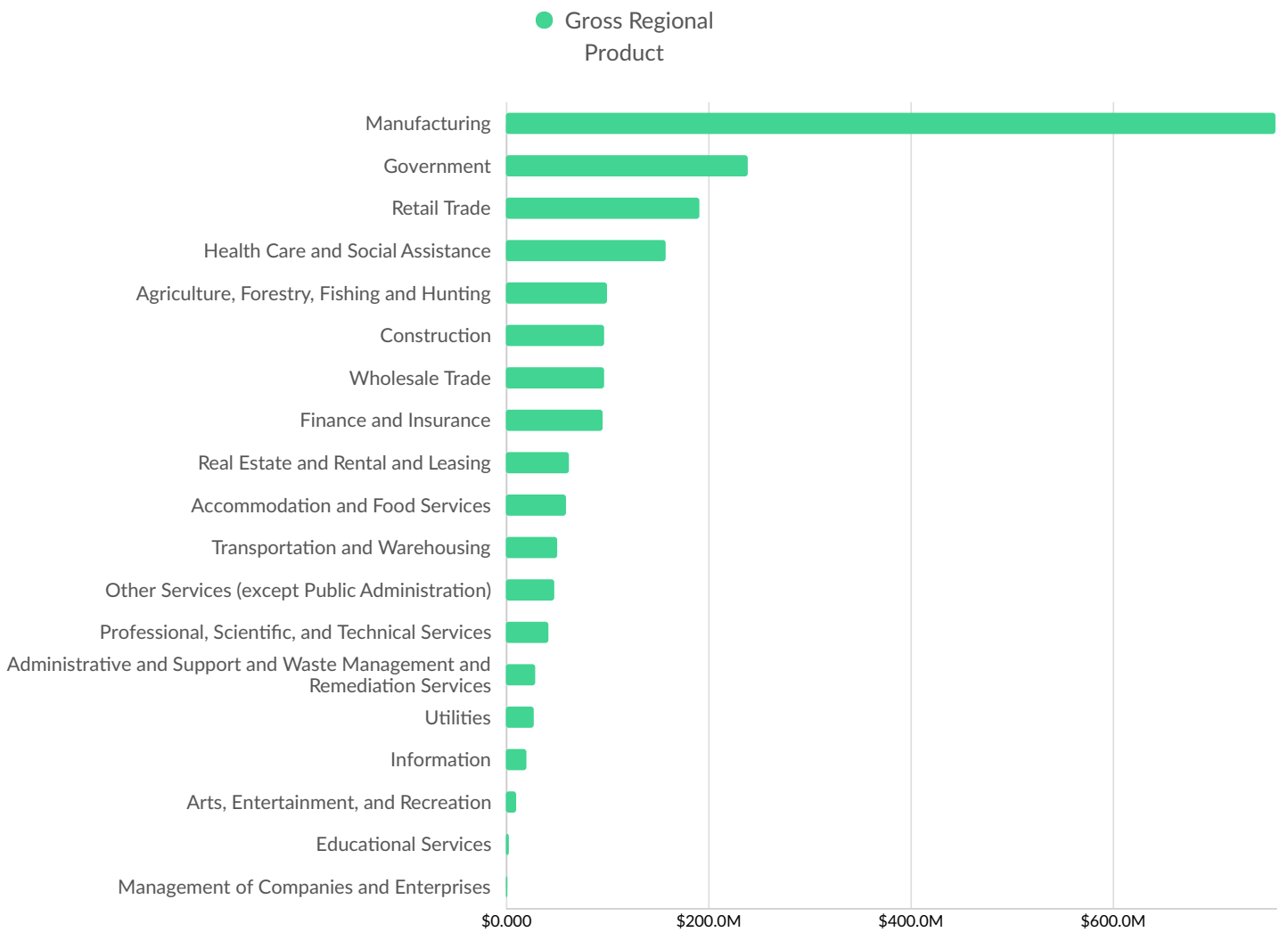
Top Growing Industries



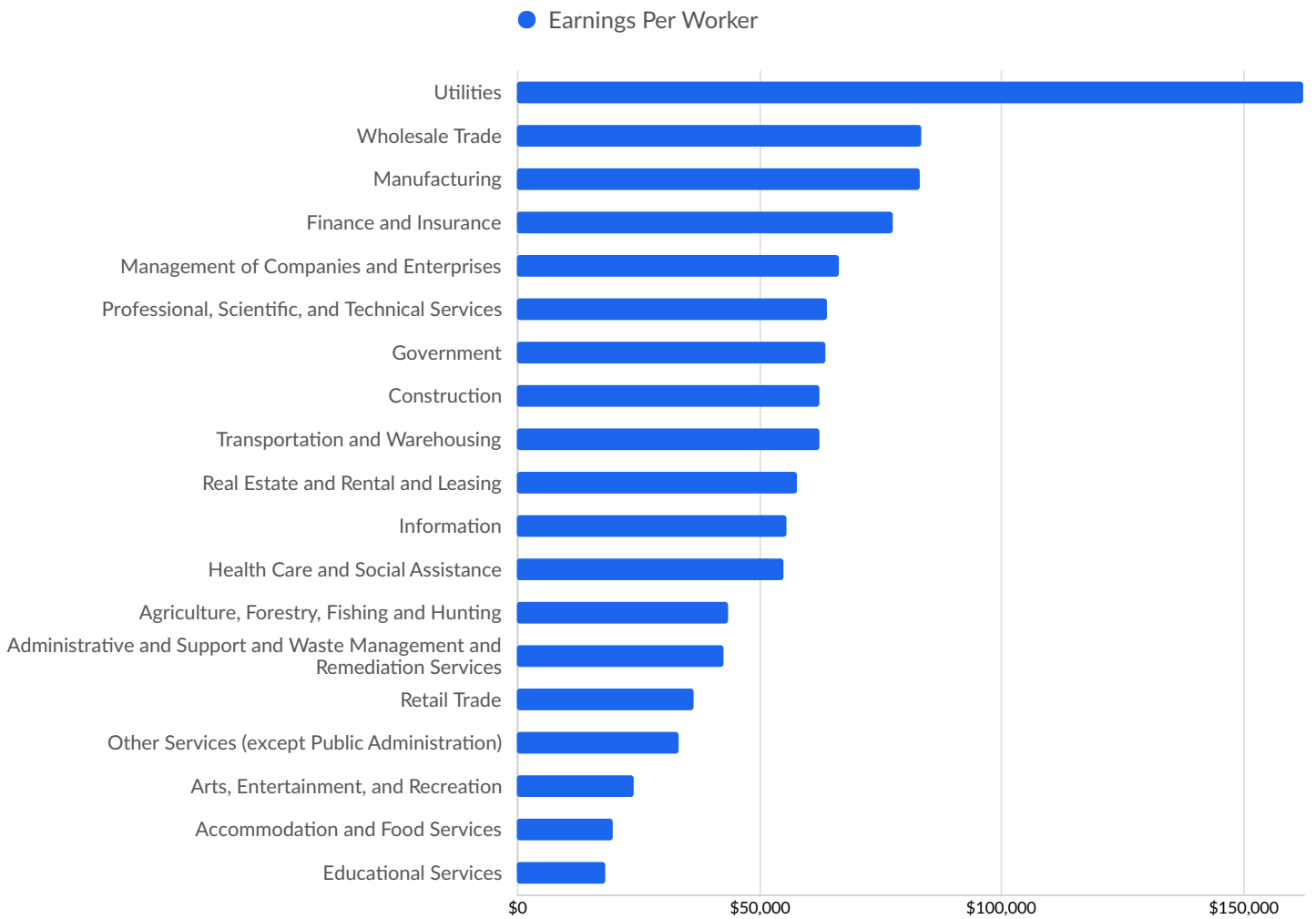
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



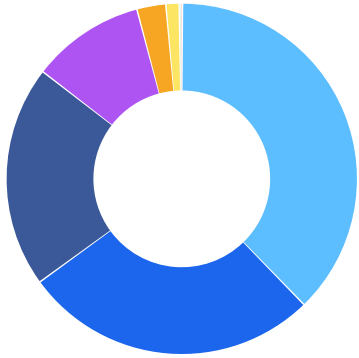
Business Characteristics

3,633 Companies Employ Your Workers

Online profiles for your workers mention 3,633 companies as employers, with the top 10 appearing below. In the last 12 months, 458 companies in Waupaca County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Waupaca Foundry	295 	ManpowerGroup	218 
ThedaCare	165 	ThedaCare	203 
Sturm Foods, Inc, A Treehouse F...	81 	Fleet Farm	99 
State of Wisconsin	73 	Tyson Foods	85 
Creative Converting	63 	Bethany Home	83 
Kimberly-Clark	51 	TreeHouse Foods	81 
Fox Valley Technical College	50 	Amcor	80 
Waupaca School District	50 	Pick And Save	77 
Gusmer Enterprises	40 	Aerotek	73 
Marion Body Works	38 	Walgreens Boots Alliance	72 

Business Size

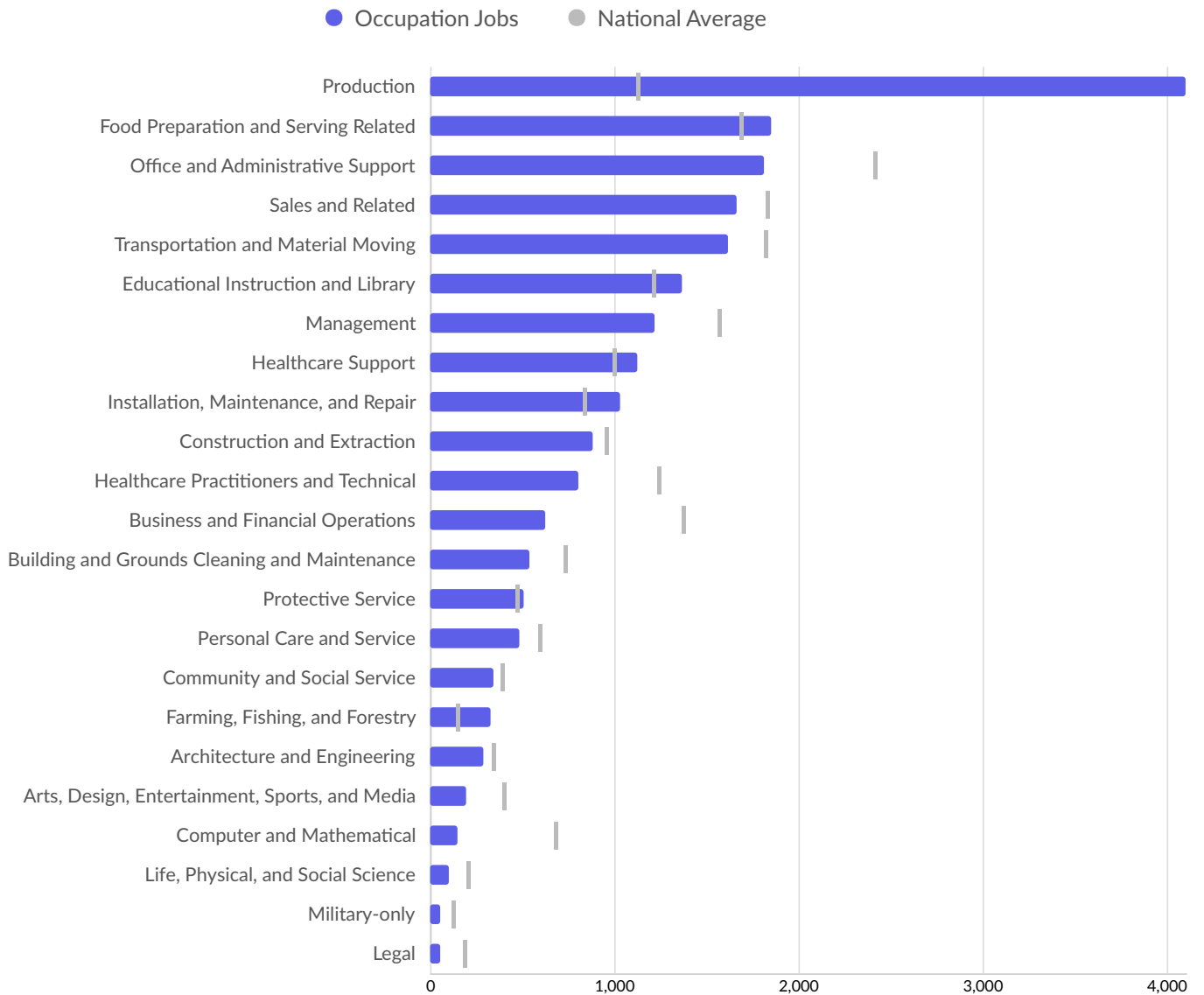


	Percentage	Business Count
● 1 to 4 employees	37.7%	961
● 5 to 9 employees	27.3%	696
● 10 to 19 employees	20.5%	522
● 20 to 49 employees	10.4%	266
● 50 to 99 employees	2.7%	68
● 100 to 249 employees	1.2%	31
● 250 to 499 employees	0.2%	4
● 500+ employees	0.2%	4

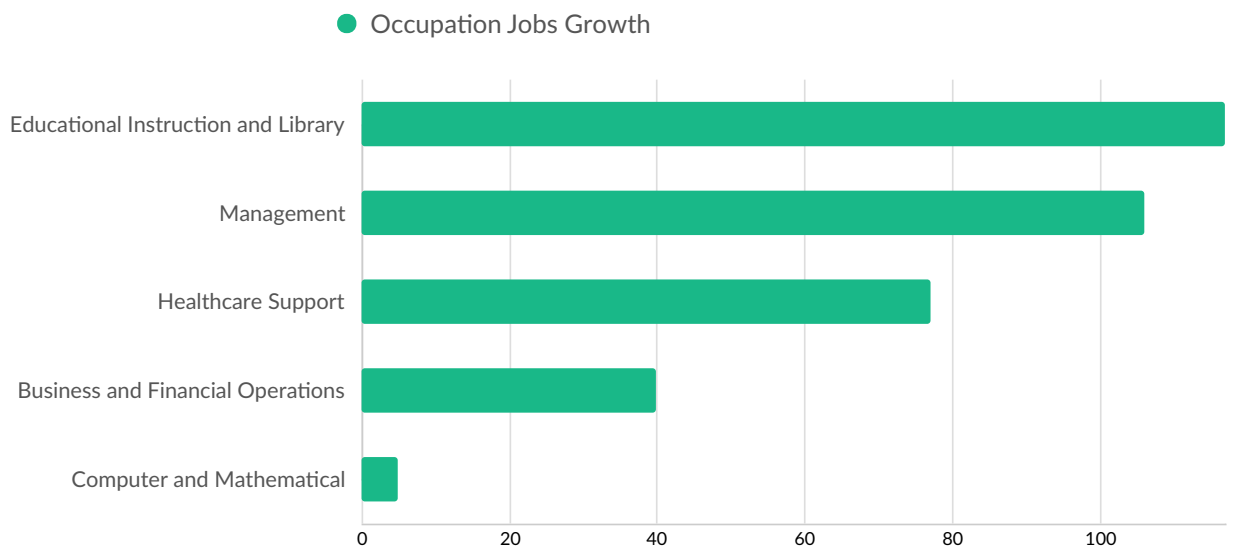
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

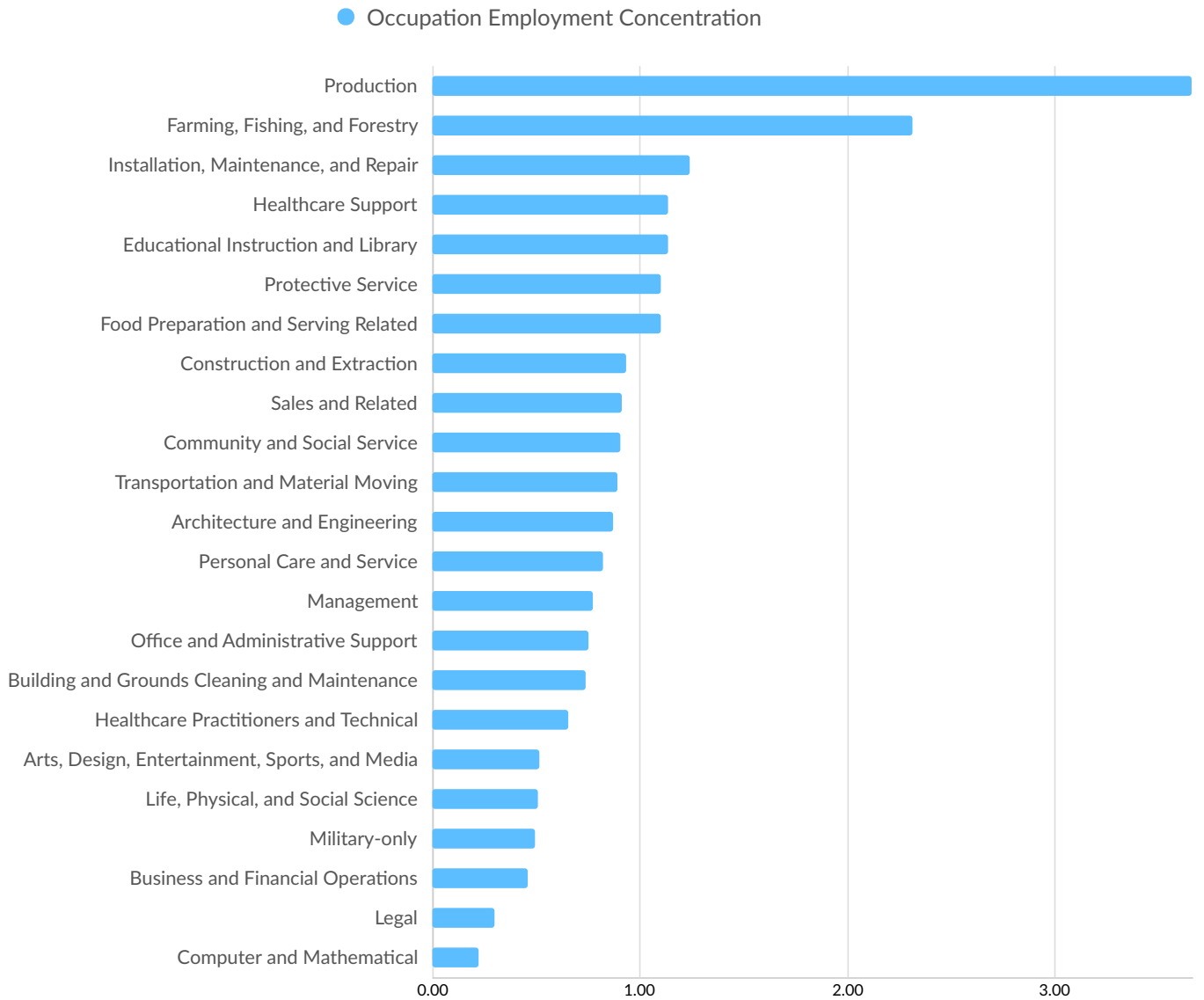
Largest Occupations



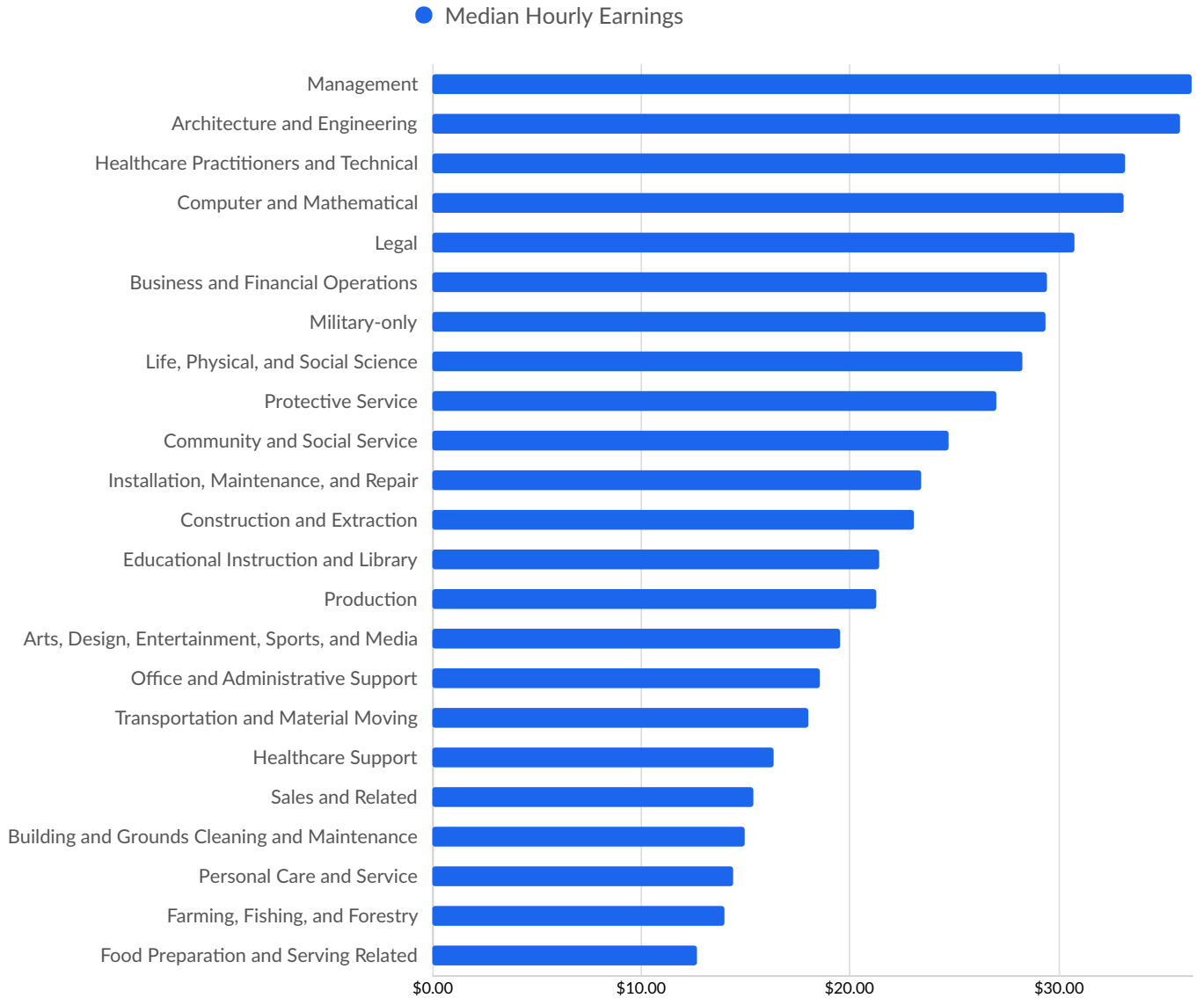
Top Growing Occupations



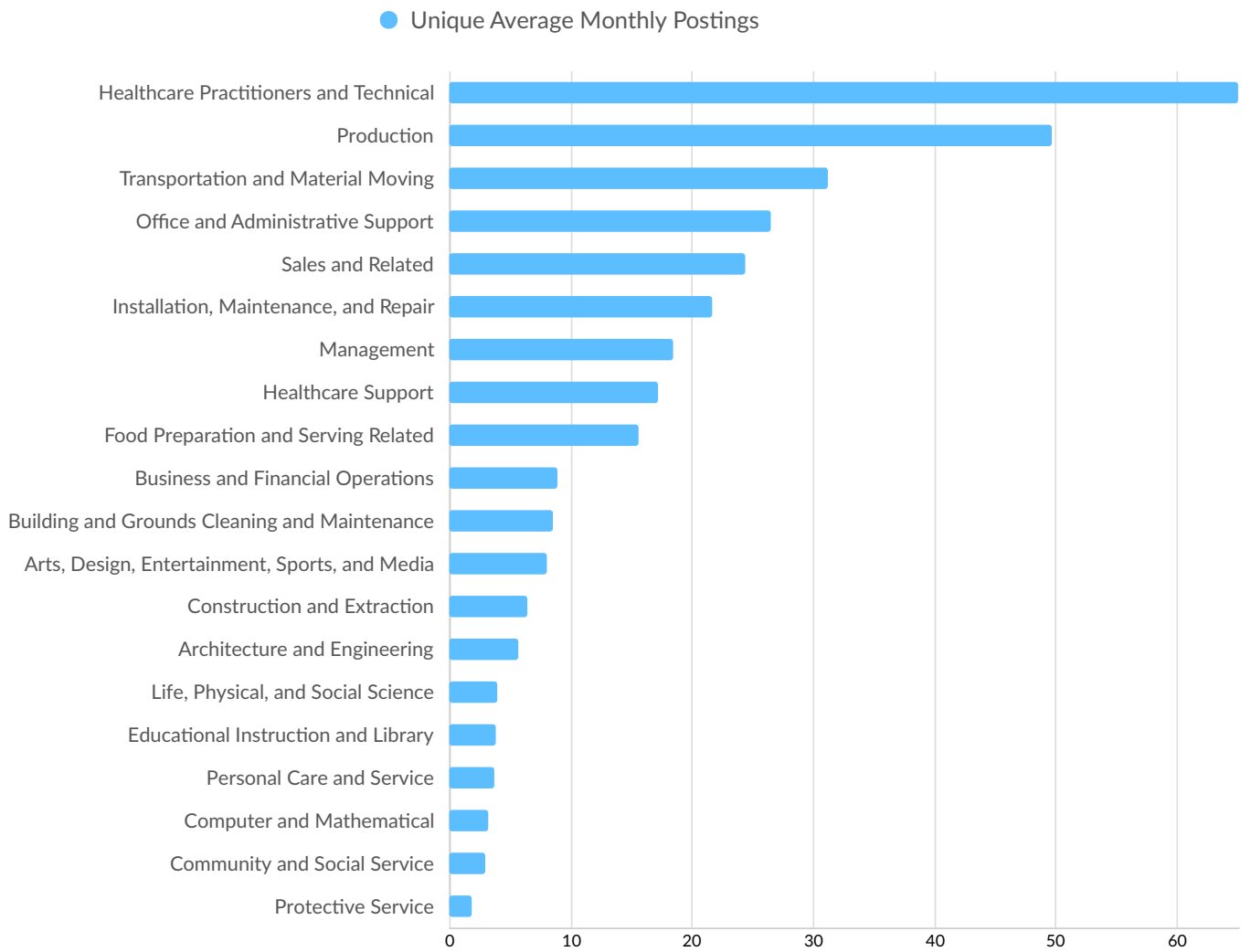
Top Occupation Employment Concentration



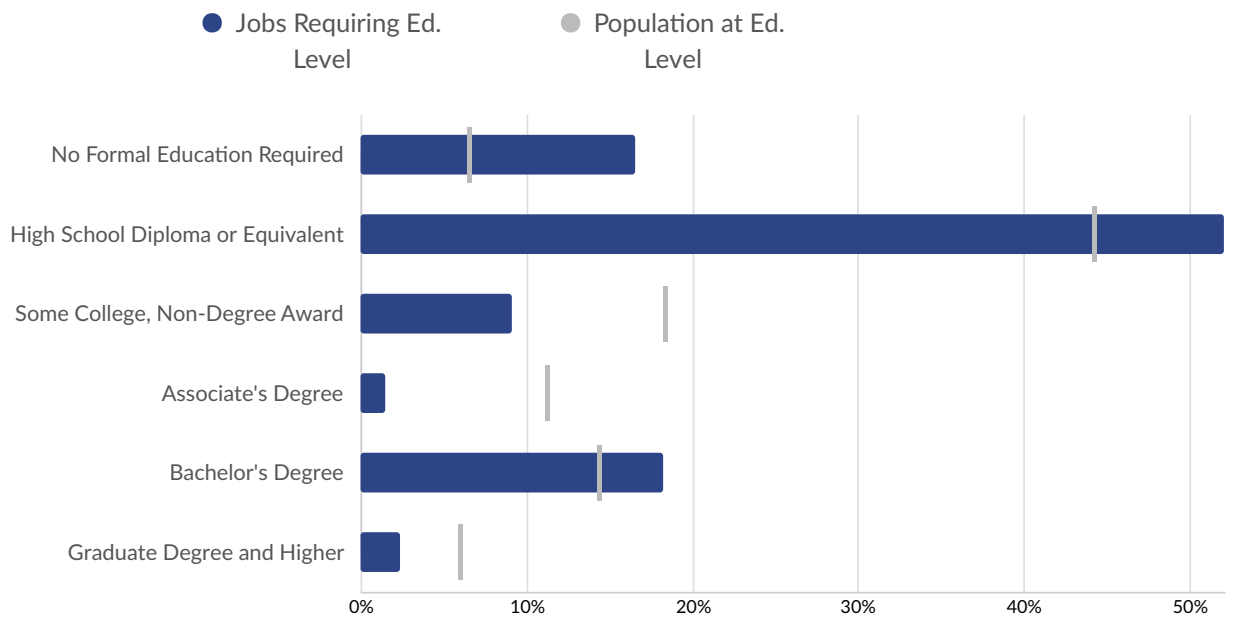
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

