



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

171,974

Population (2024)

Population **grew by 173** over the last 5 years and is projected to **grow by 373** over the next 5 years.

101,013

Total Regional Employment

Jobs **grew by 579** over the last 5 years and are projected to **grow by 2,625** over the next 5 years.

\$70.0K

Median Household Income (2022)

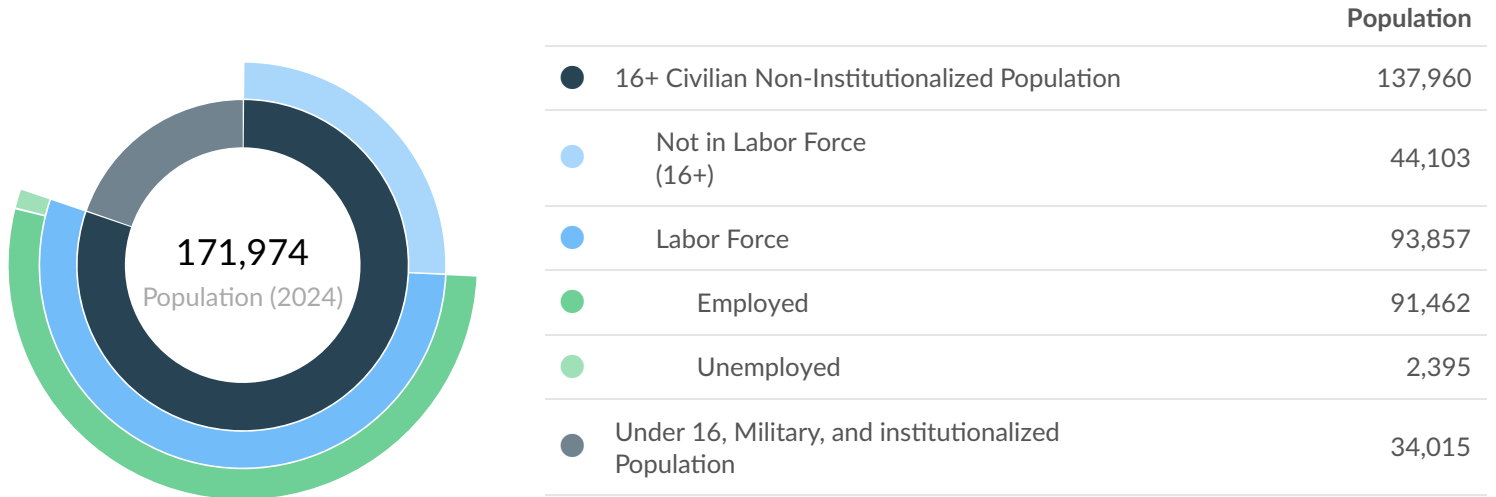
Median household income is **\$5.1K below** the national median household income of \$75.1K.

Takeaways

- As of 2024 the region's population **increased by 0.1%** since 2019, growing by 173. Population is expected to **increase by 0.2%** between 2024 and 2029, adding 373.
- From 2019 to 2024, jobs **increased by 0.6%** in Winnebago County, WI from 100,435 to **101,013**. This change **fell short of the national growth rate of 3.9% by 3.3%**. As the number of jobs increased, the **labor force participation rate increased from 67.0% to 68.0% between 2019 and 2024**.
- Concerning educational attainment, **20.5% of Winnebago County, WI residents possess a Bachelor's Degree** (1.0% below the national average), and **13.1% hold an Associate's Degree** (4.2% above the national average).
- The top three industries in 2024 are Restaurants and Other Eating Places, Management of Companies and Enterprises, and Converted Paper Product Manufacturing.

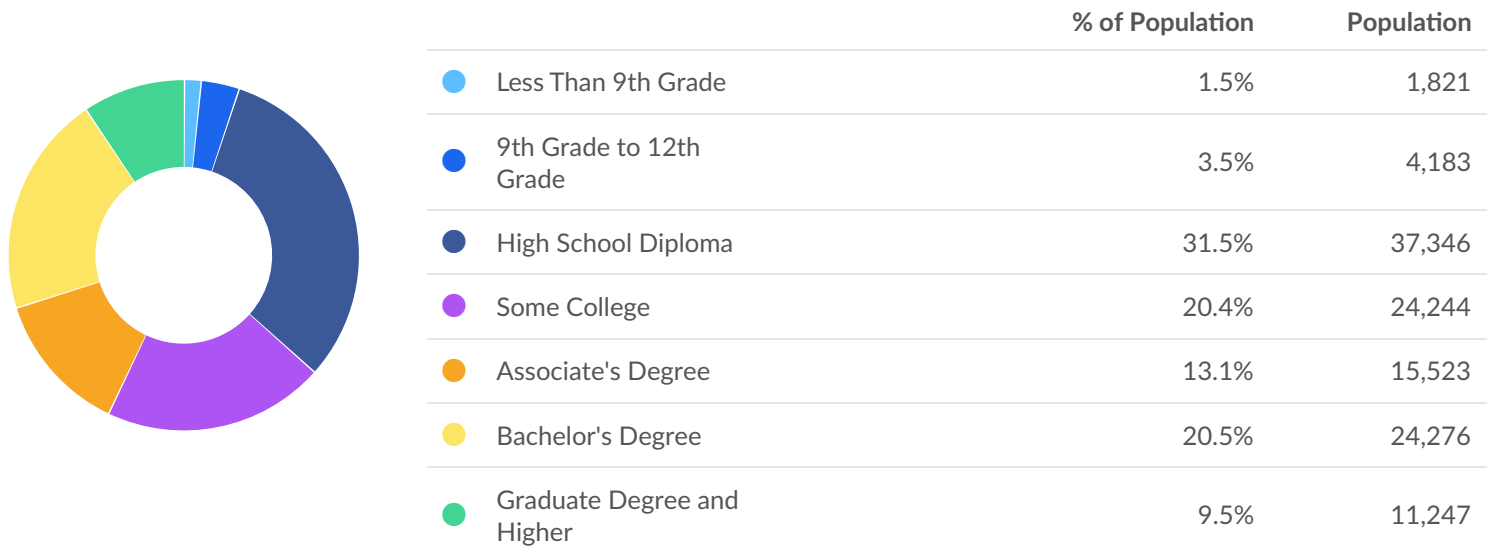
	Population (2024)	Labor Force (Dec 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	171,974	93,857	101,013	99.3	\$13.22B	\$15.98B	\$18.68B
State	5,932,800	3,151,876	3,252,259	100.2	\$422.54B	\$383.58B	\$412.93B

Dec 2024 Labor Force Breakdown



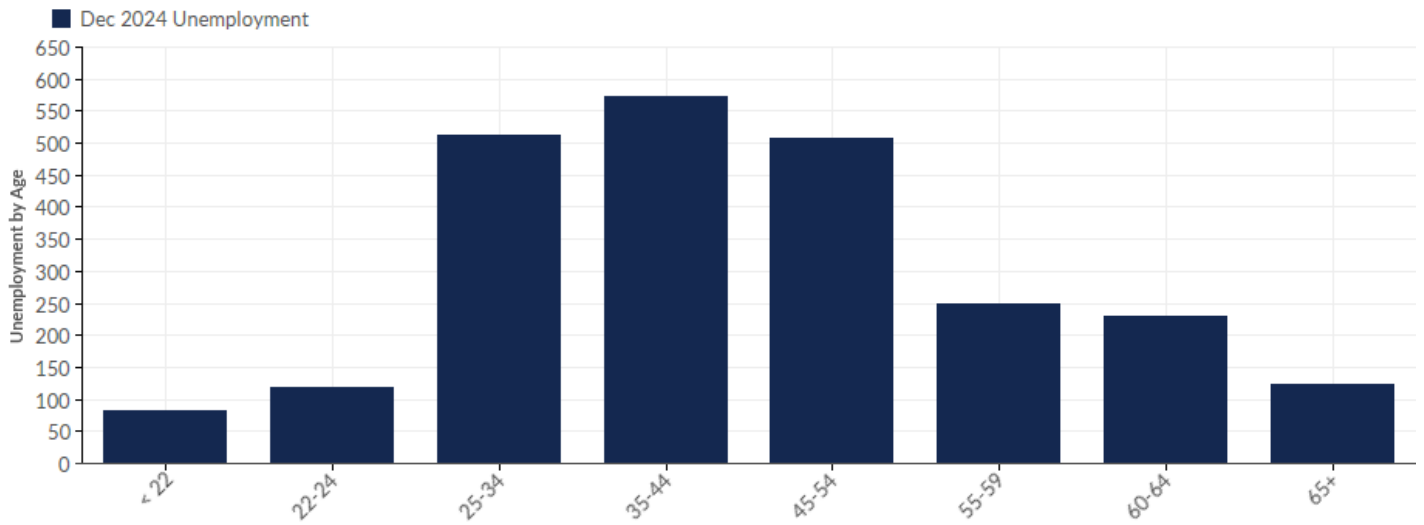
Educational Attainment

Concerning educational attainment, **20.5% of Winnebago County, WI residents possess a Bachelor's Degree** (1.0% below the national average), and **13.1% hold an Associate's Degree** (4.2% above the national average).



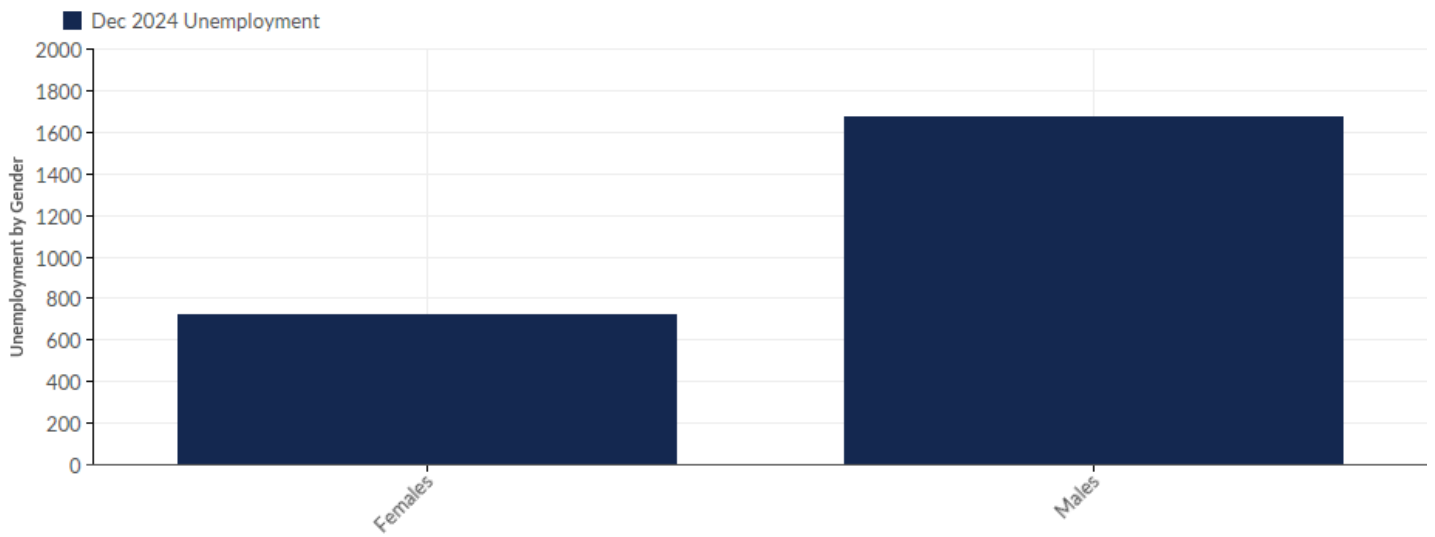
Unemployment by Demographics

Unemployment by Age



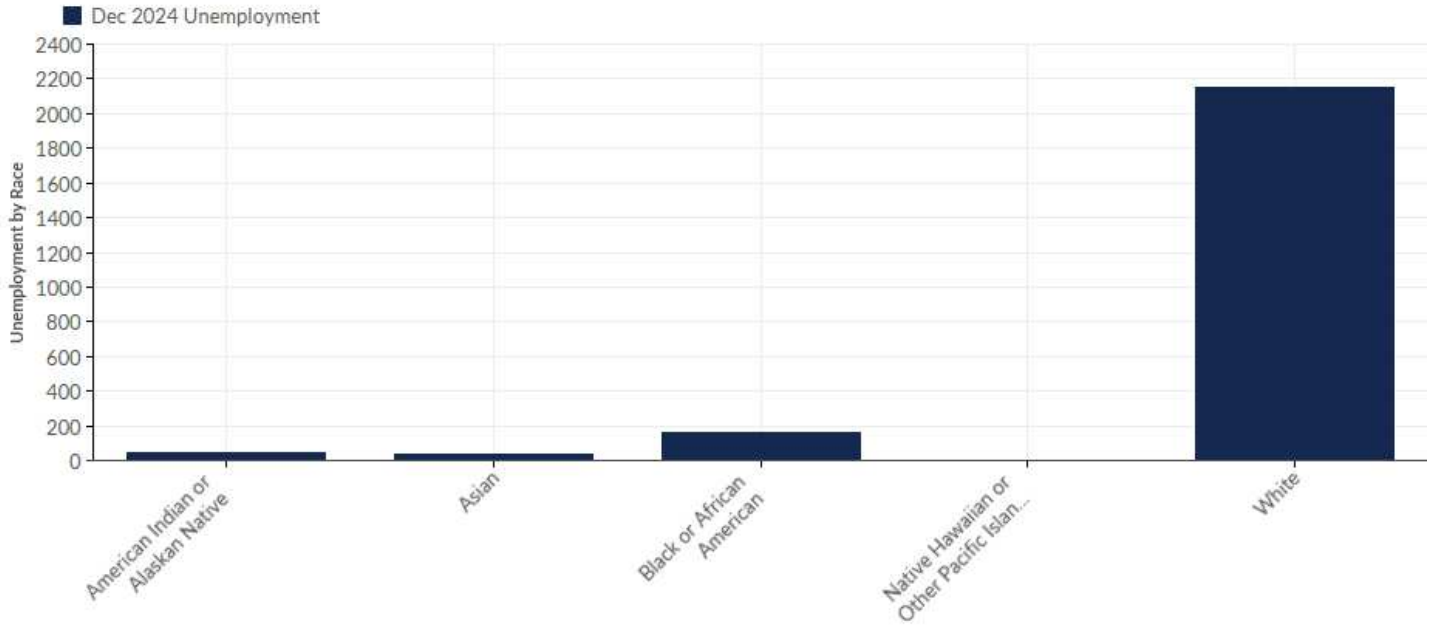
Age	Unemployment (Dec 2024)	% of Unemployed
< 22	81	3.38%
22-24	118	4.93%
25-34	513	21.42%
35-44	573	23.92%
45-54	508	21.21%
55-59	249	10.40%
60-64	229	9.56%
65+	124	5.18%
Total	2,395	100.00%

Unemployment by Gender



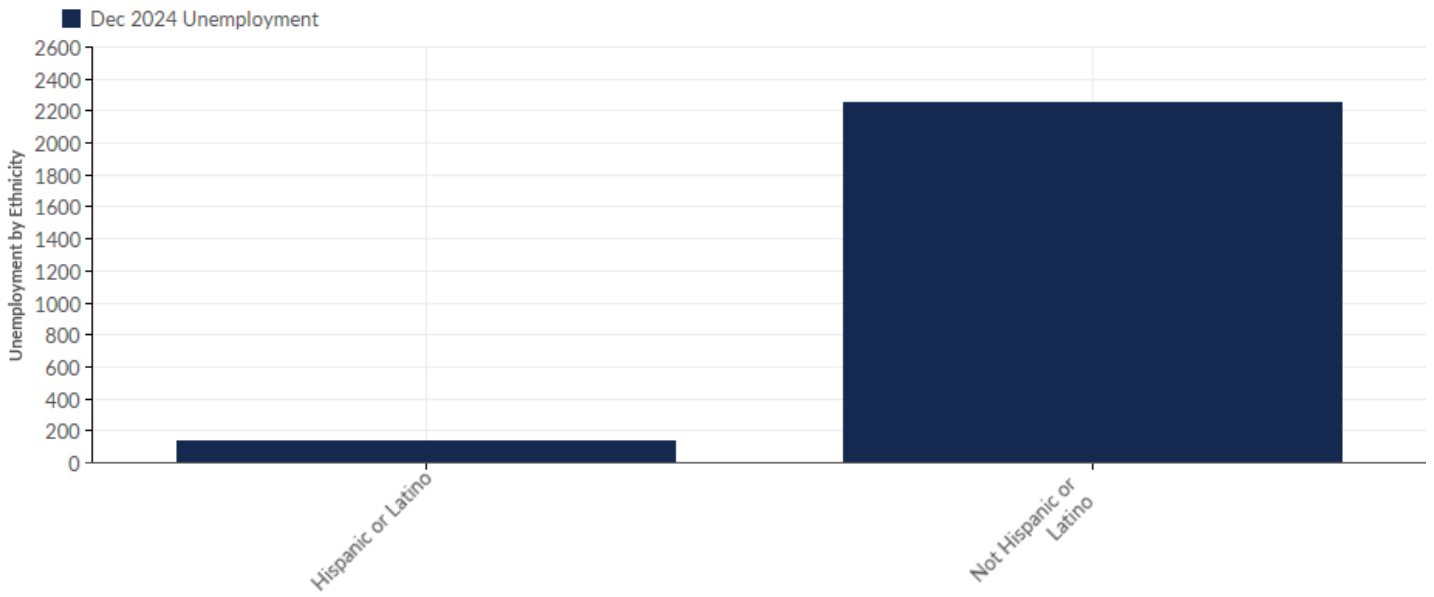
Gender	Unemployment (Dec 2024)	% of Unemployed
Females	723	30.19%
Males	1,672	69.81%
Total	2,395	100.00%

Unemployment by Race



Race	Unemployment (Dec 2024)	% of Unemployed
American Indian or Alaskan Native	43	1.80%
Asian	35	1.46%
Black or African American	164	6.85%
Native Hawaiian or Other Pacific Islander	3	0.13%
White	2,149	89.73%
Total	2,395	100.00%

Unemployment by Ethnicity

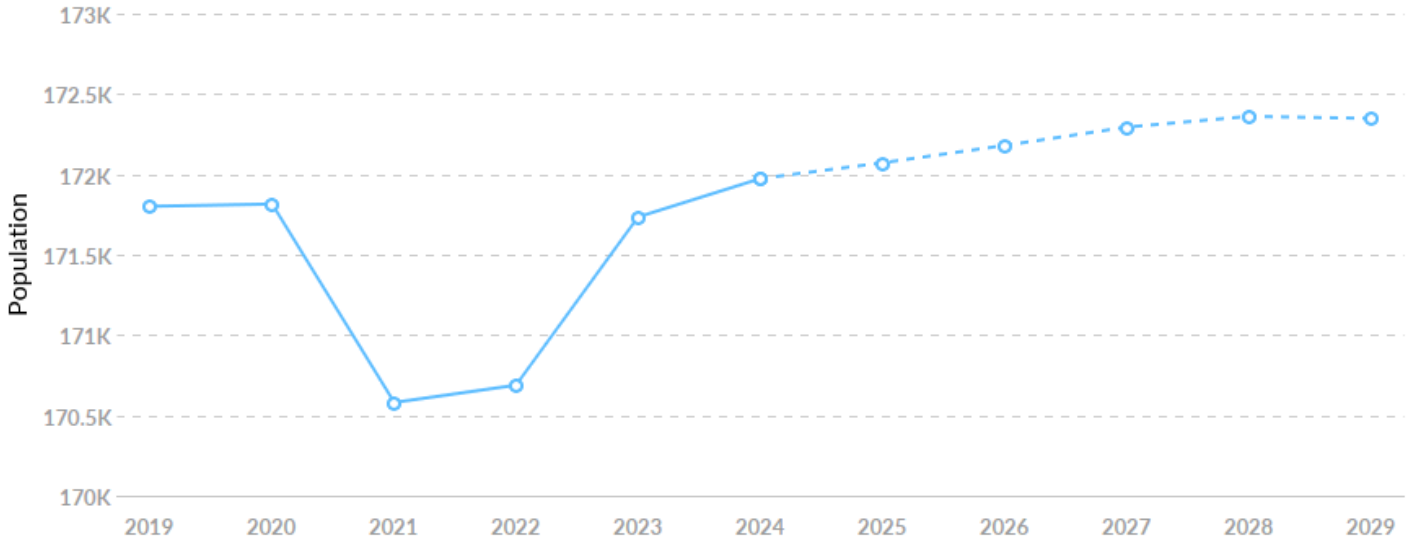


Ethnicity	Unemployment (Dec 2024)	% of Unemployed
Hispanic or Latino	138	5.76%
Not Hispanic or Latino	2,257	94.24%
Total	2,395	100.00%

Historic & Projected Trends

Population Trends

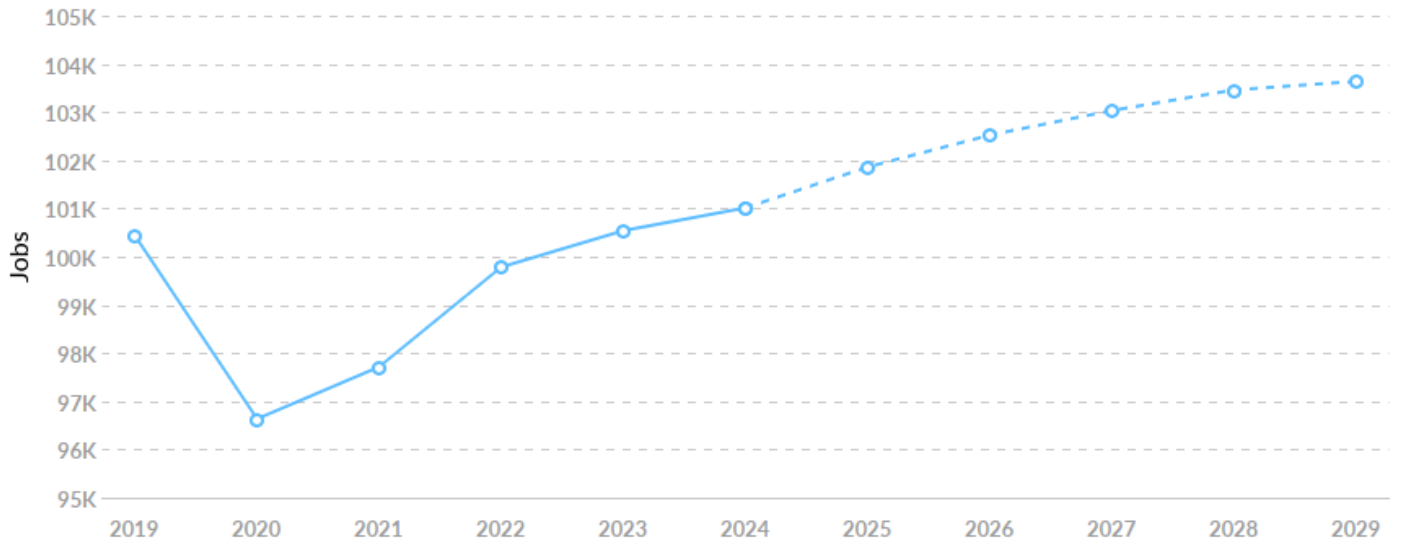
As of 2024 the region's population increased by 0.1% since 2019, growing by 173. Population is expected to increase by 0.2% between 2024 and 2029, adding 373.



Timeframe	Population
2019	171,801
2020	171,815
2021	170,580
2022	170,688
2023	171,735
2024	171,974
2025	172,072
2026	172,180
2027	172,294
2028	172,361
2029	172,348

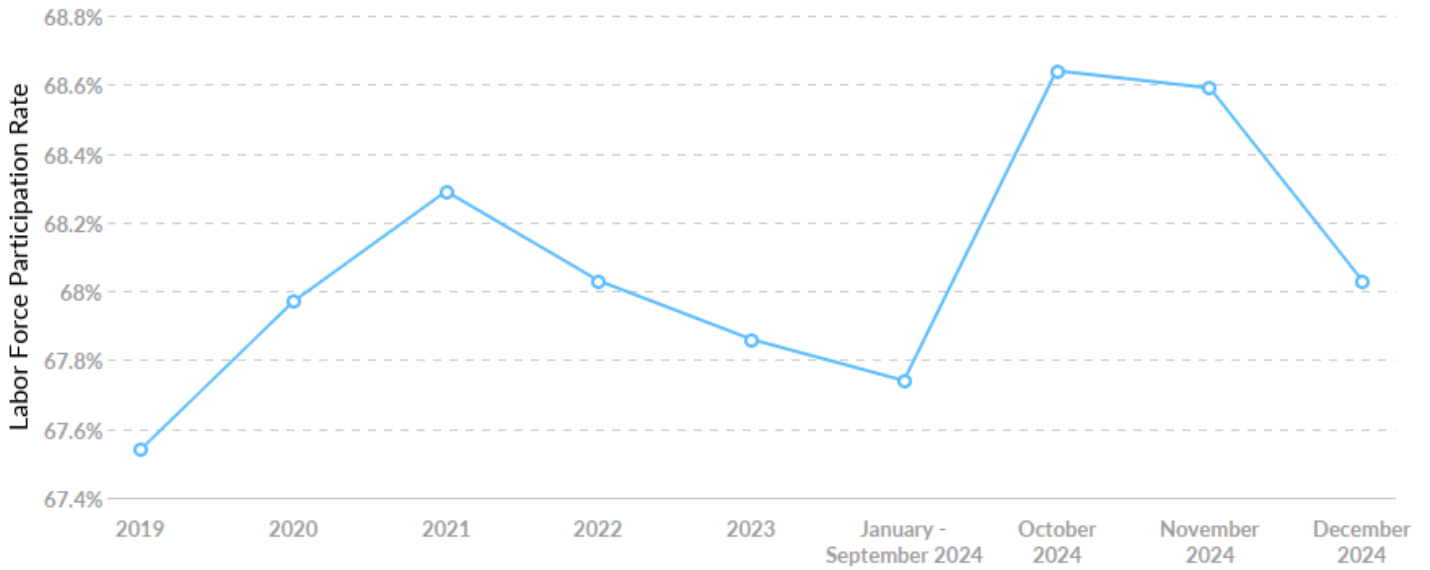
Job Trends

From 2019 to 2024, jobs increased by 0.6% in Winnebago County, WI from 100,435 to **101,013**. This change fell short of the national growth rate of 3.9% by 3.3%.



Timeframe	Jobs
2019	100,435
2020	96,633
2021	97,714
2022	99,784
2023	100,540
2024	101,013
2025	101,861
2026	102,522
2027	103,033
2028	103,460
2029	103,638

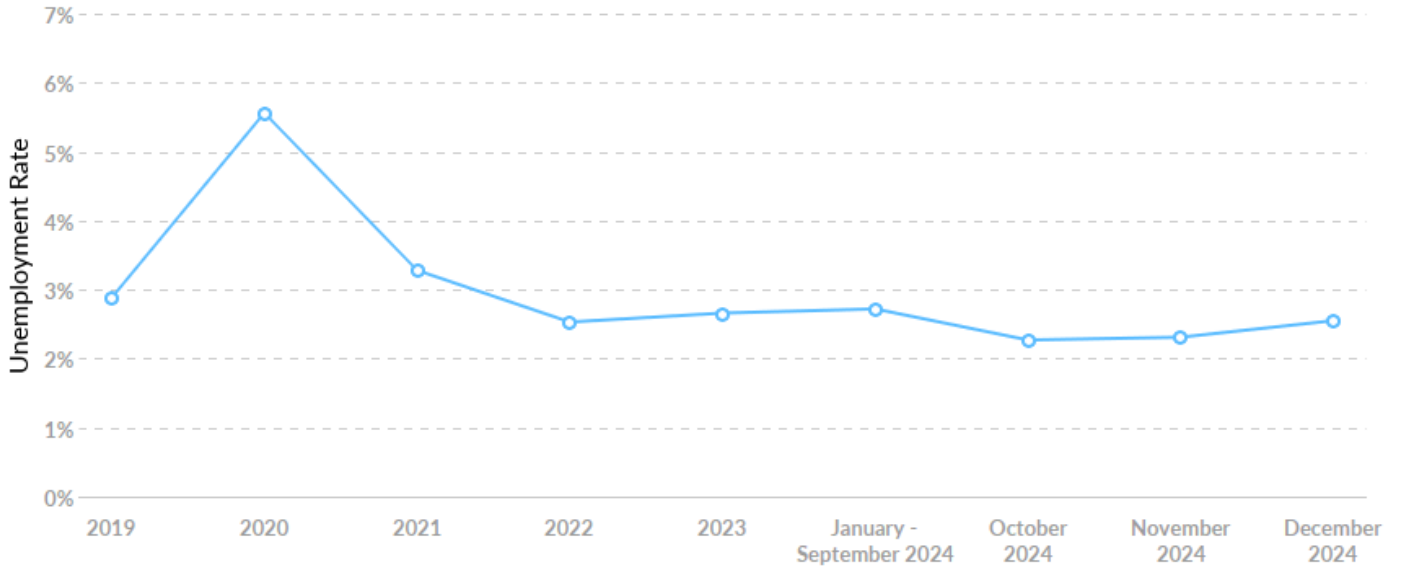
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	67.54%
2020	67.97%
2021	68.29%
2022	68.03%
2023	67.86%
January - September 2024	67.74%
October 2024	68.64%
November 2024	68.59%
December 2024	68.03%

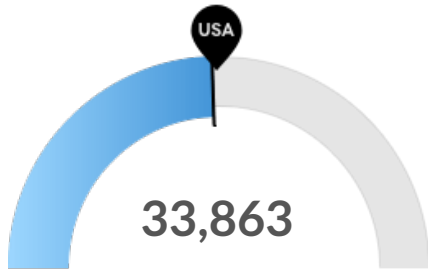
Unemployment Rate Trends

Winnebago County, WI had a December 2024 unemployment rate of 2.55%, decreasing from 2.88% 5 years before.



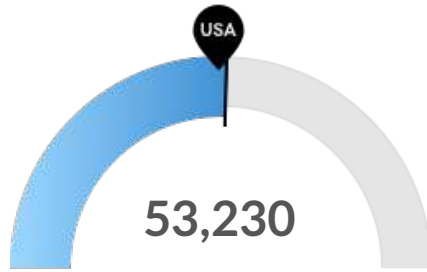
Timeframe	Unemployment Rate
2019	2.88%
2020	5.56%
2021	3.28%
2022	2.53%
2023	2.66%
January - September 2024	2.72%
October 2024	2.27%
November 2024	2.31%
December 2024	2.55%

Population Characteristics



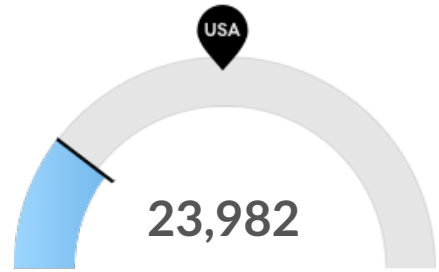
Millennials

Winnebago County, WI has 33,863 millennials (ages 25-39). The national average for an area this size is 34,894.



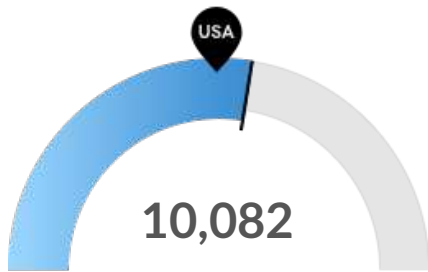
Retiring Soon

Retirement risk is about average in Winnebago County, WI. The national average for an area this size is 51,843 people 55 or older, while there are 53,230 here.



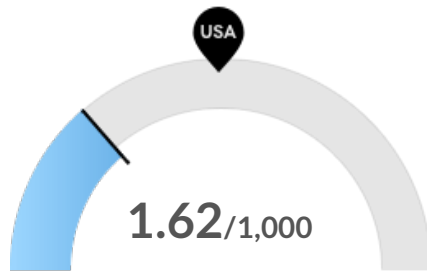
Racial Diversity

Racial diversity is low in Winnebago County, WI. The national average for an area this size is 71,523 racially diverse people, while there are 23,982 here.



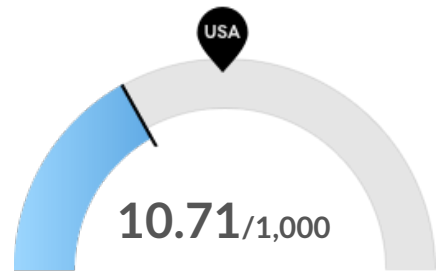
Veterans

Winnebago County, WI has 10,082 veterans. The national average for an area this size is 8,727.



Violent Crime

Winnebago County, WI has 1.62 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

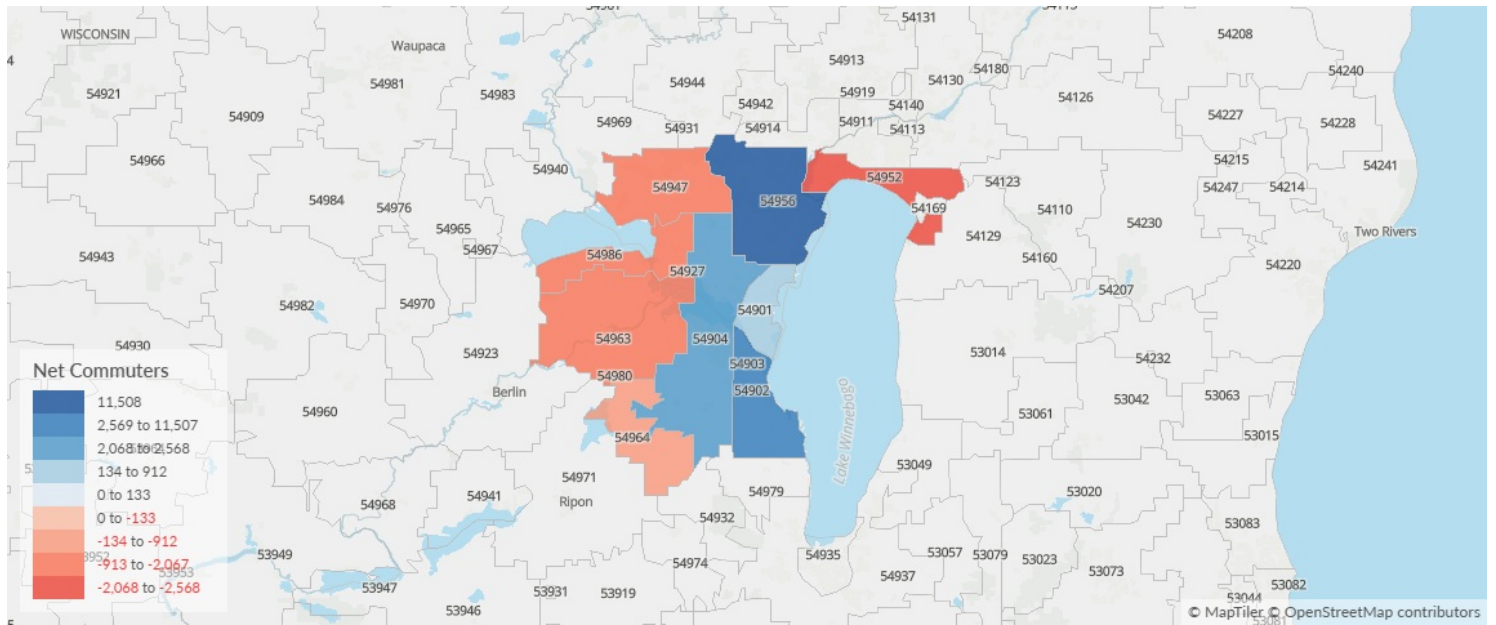


Property Crime

Winnebago County, WI has 10.71 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 Winnebago County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2024 Employment
54956	Neenah, WI (in Winneb...	36,339
54901	Oshkosh, WI (in Winneb...	17,162
54902	Oshkosh, WI (in Winneb...	14,474
54904	Oshkosh, WI (in Winneb...	13,541
54952	Menasha, WI (in Winne...	12,904

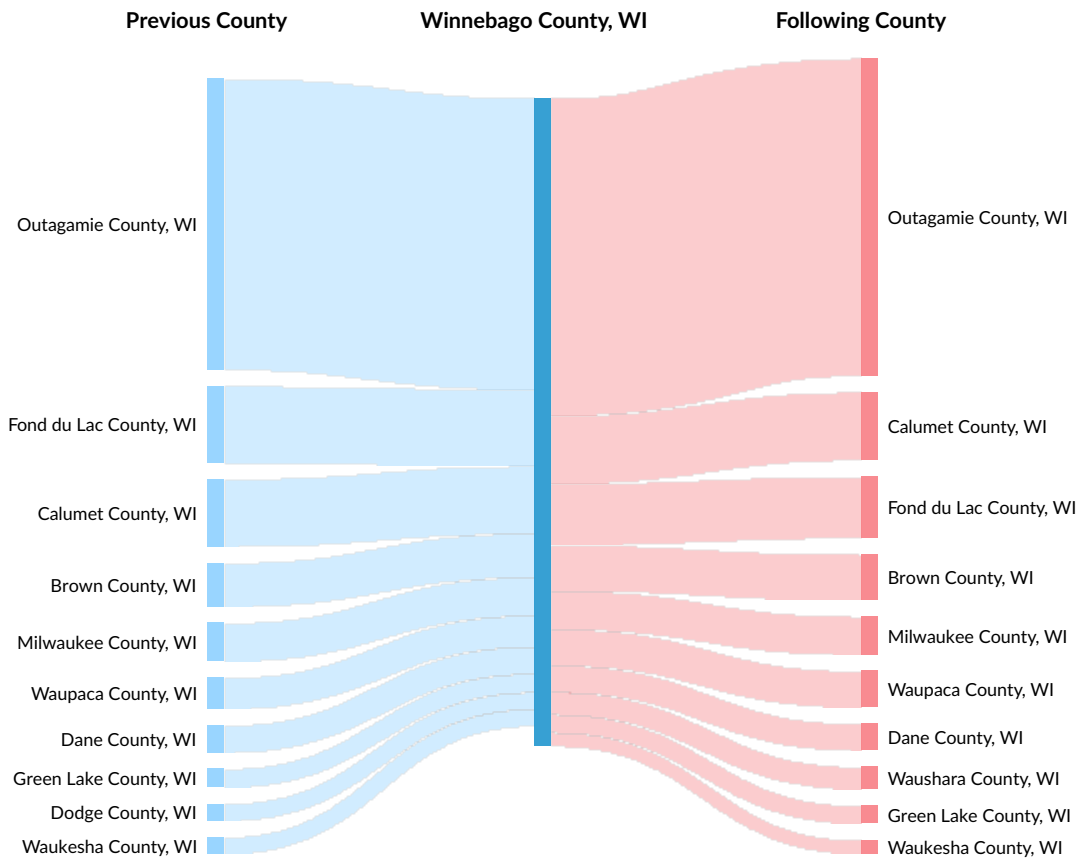
Where Talent Lives

ZIP	Name	2024 Workers
54956	Neenah, WI (in Winneb...	24,830
54901	Oshkosh, WI (in Winneb...	17,028
54952	Menasha, WI (in Winne...	14,972
54902	Oshkosh, WI (in Winneb...	11,905
54904	Oshkosh, WI (in Winneb...	11,268

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 2022, 2,022 people have migrated from Outagamie County, WI to Winnebago County, WI. In the same year, 2,205 people left Winnebago County, WI migrating to Outagamie County, WI. The total Net Migration for Winnebago County, WI in 2022 was 65.



Top Previous Counties	Migrations
Outagamie County, WI	2,022
Fond du Lac County, WI	532
Calumet County, WI	468
Brown County, WI	304
Milwaukee County, WI	266

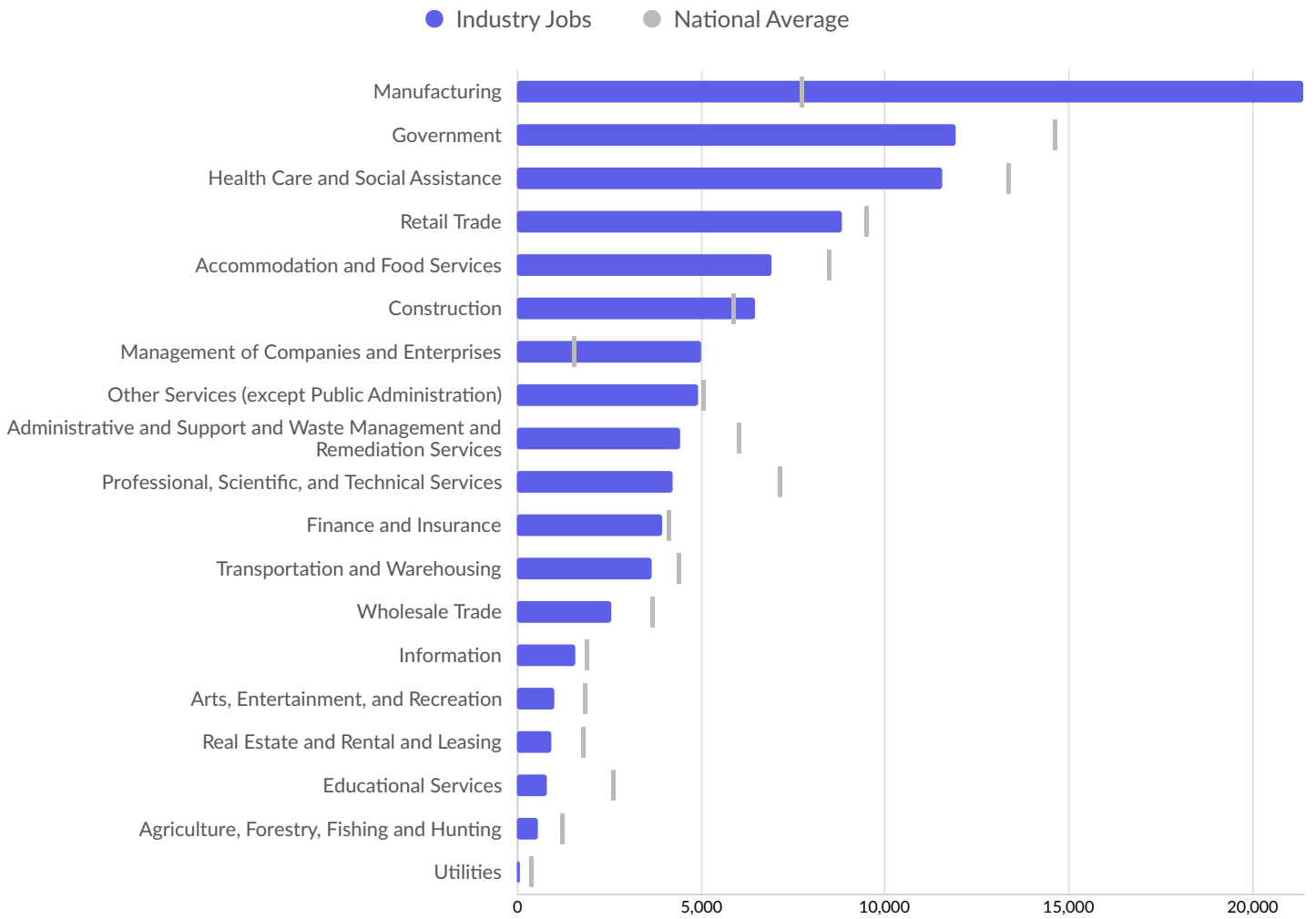
Top Previous Counties	Migrations
Waupaca County, WI	216
Dane County, WI	188
Green Lake County, WI	128
Dodge County, WI	117
Waukesha County, WI	117
Waushara County, WI	114
Washington County, WI	99
Cook County, IL	82
Sheboygan County, WI	73
Marathon County, WI	63
Top Following Counties	Migrations
Outagamie County, WI	2,205
Calumet County, WI	472
Fond du Lac County, WI	427
Brown County, WI	317
Milwaukee County, WI	266
Waupaca County, WI	252
Dane County, WI	186
Waushara County, WI	155
Green Lake County, WI	125
Waukesha County, WI	96
Cook County, IL	81
Portage County, WI	72
Sheboygan County, WI	69
Marathon County, WI	67

Top Following Counties**Migrations**

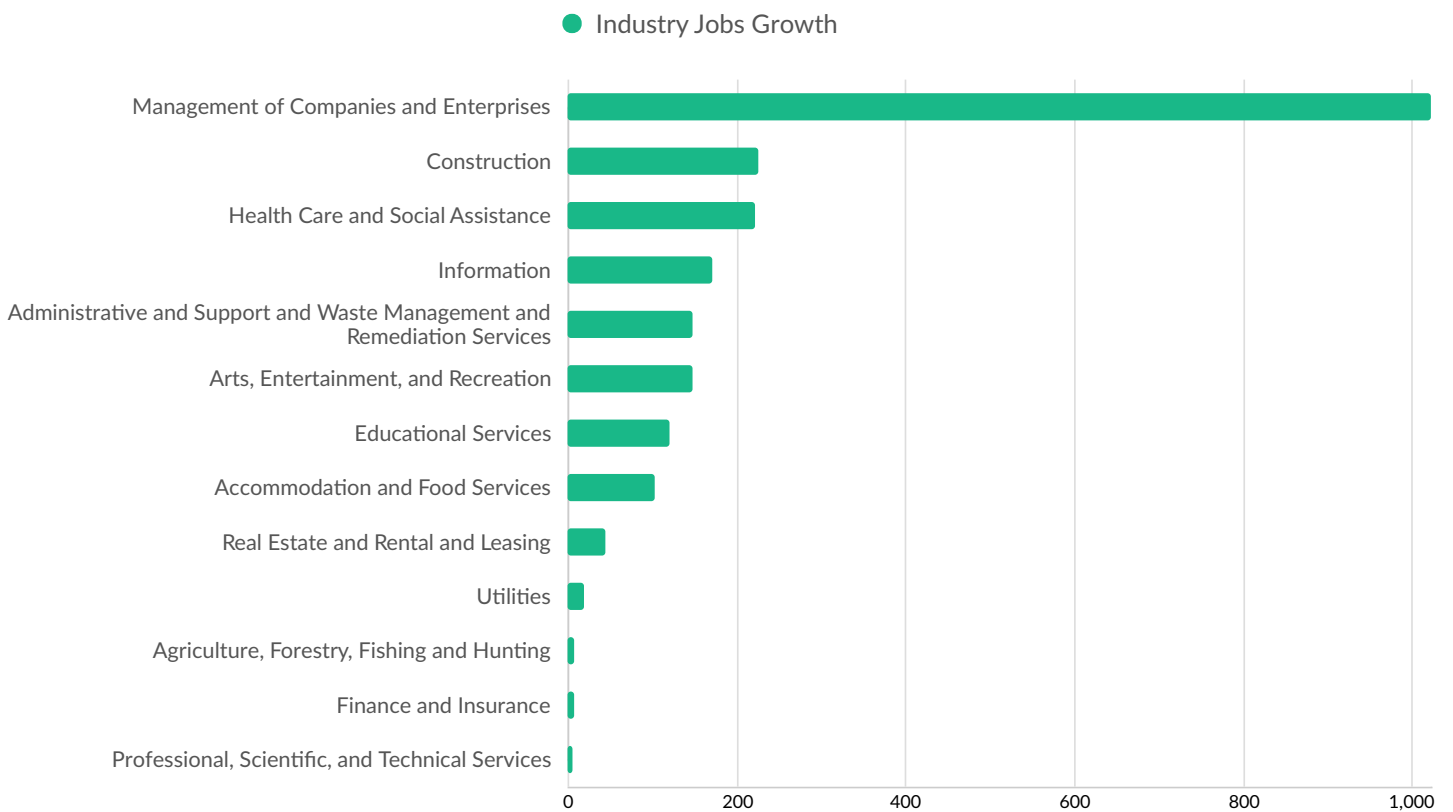
Manitowoc County, WI65

Industry Characteristics

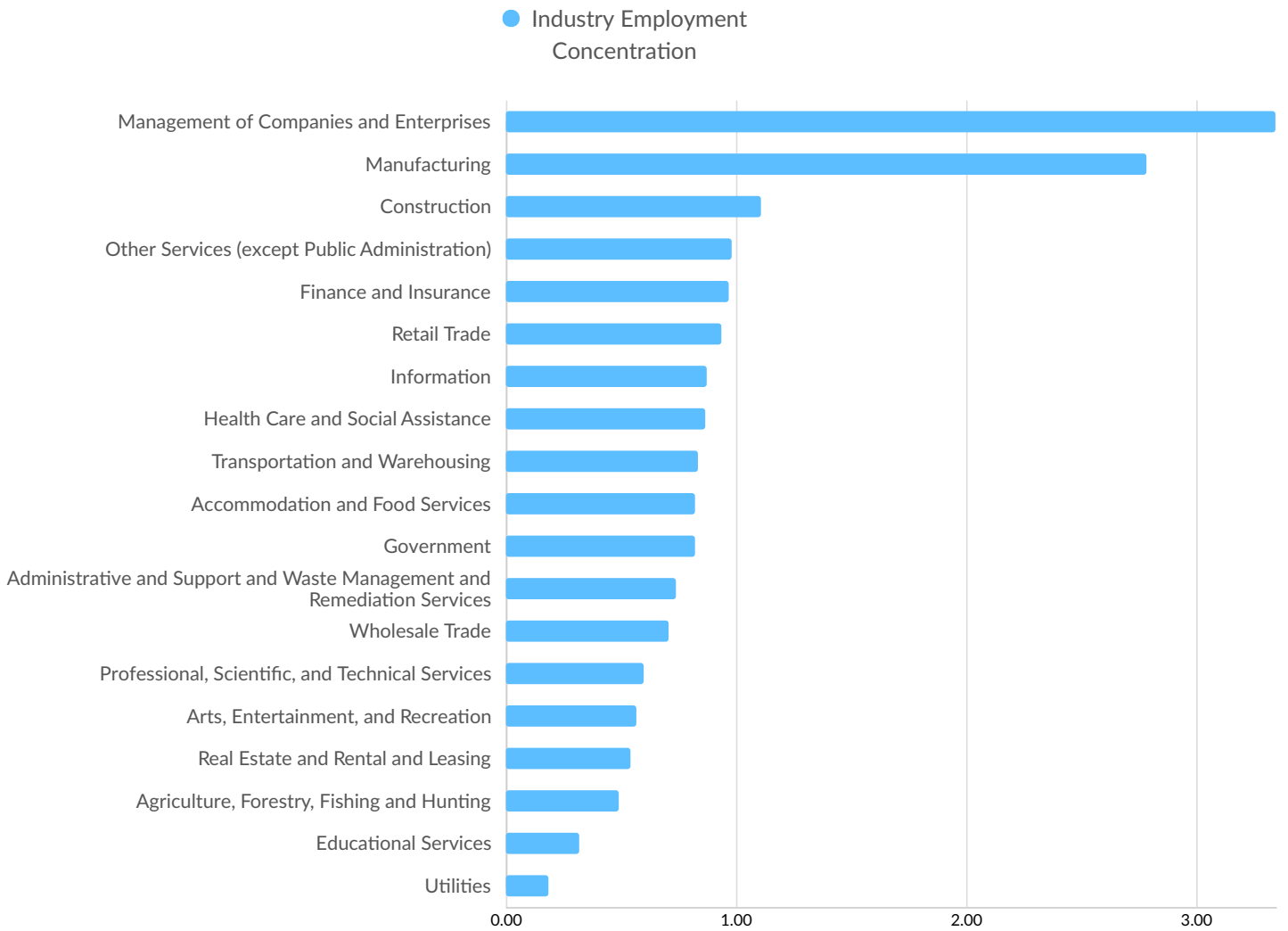
Largest Industries



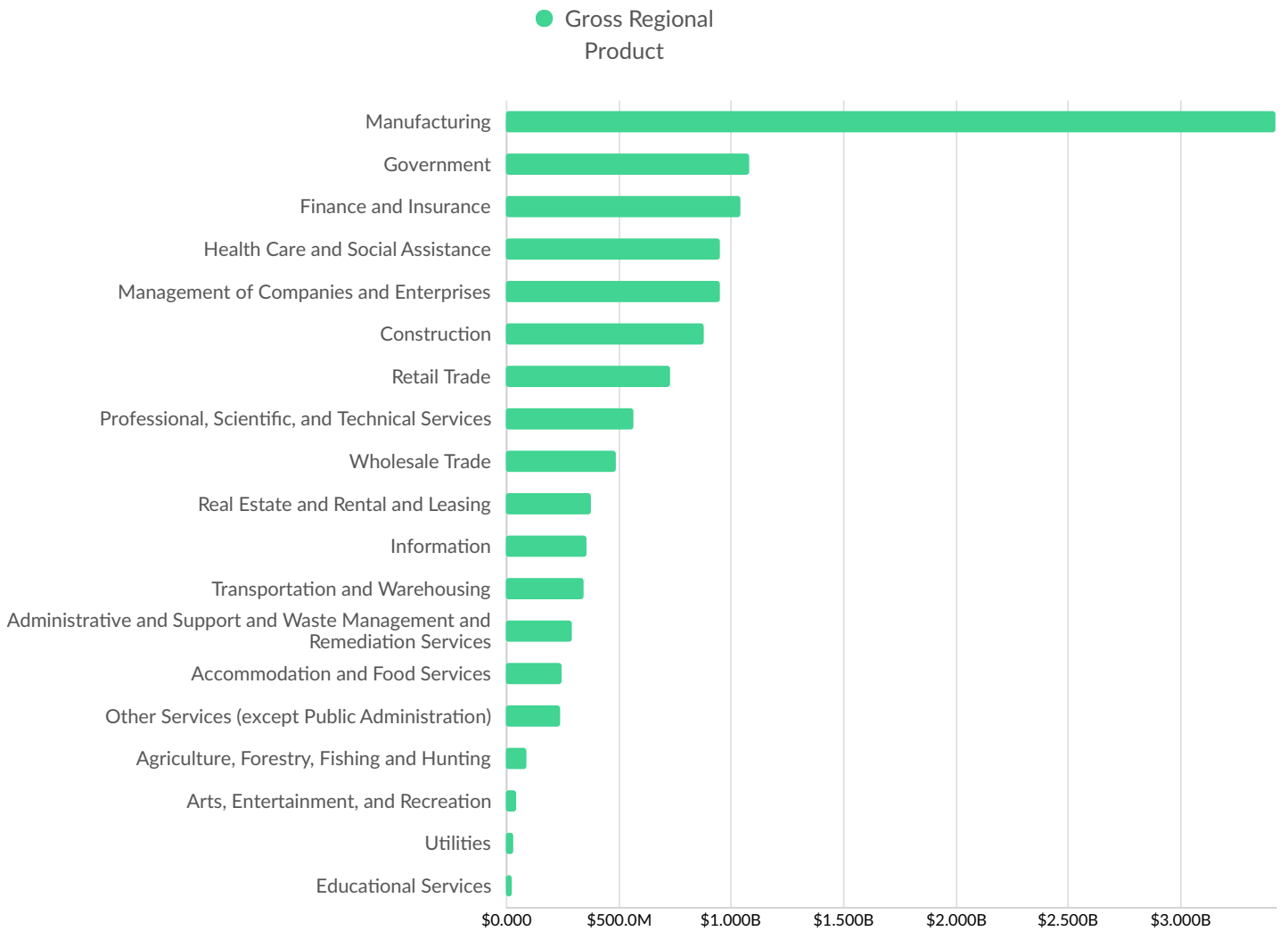
Top Growing Industries



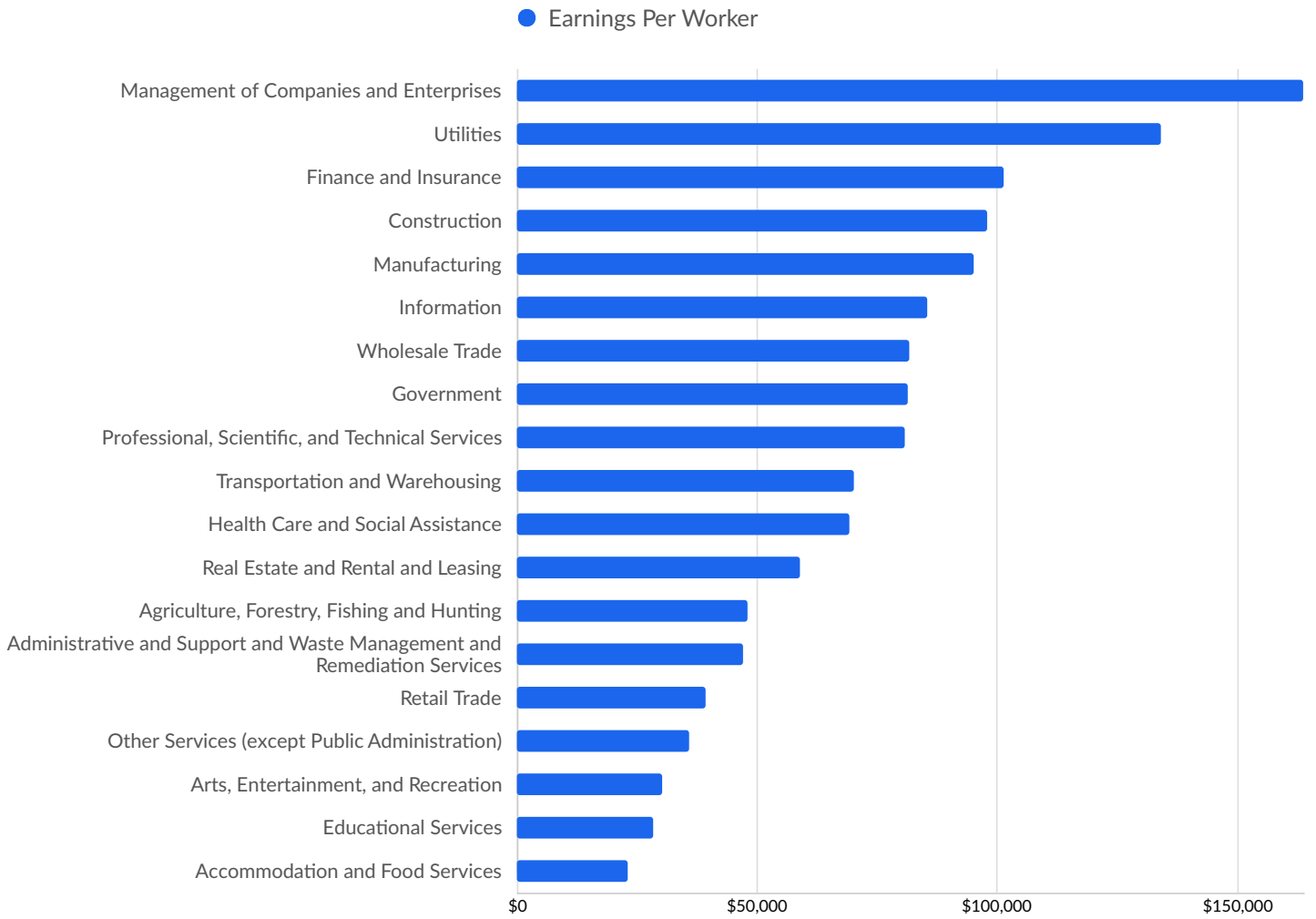
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



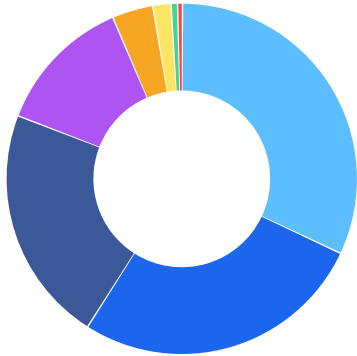
Business Characteristics

13,070 Companies Employ Your Workers

Online profiles for your workers mention 13,070 companies as employers, with the top 10 appearing below. In the last 12 months, 2,023 companies in Winnebago County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Kimberly-Clark	1,314 	ThedaCare	625 
Oshkosh Corporation	1,289 	Advocate Aurora Health	614 
University of Wisconsin-Oshkosh	1,104 	Faith Technologies	601 
Plexus	674 	Kimberly-Clark	418 
ThedaCare	584 	Festival Foods	307 
Amcor	528 	Amcor	306 
J. J. Keller & Associates	521 	Aerotek	303 
Advocate Aurora Health	501 	Oshkosh Area School District	257 
Bemis Company	428 	Plexus	253 
Oshkosh Area School District	419 	CompHealth	210 

Business Size

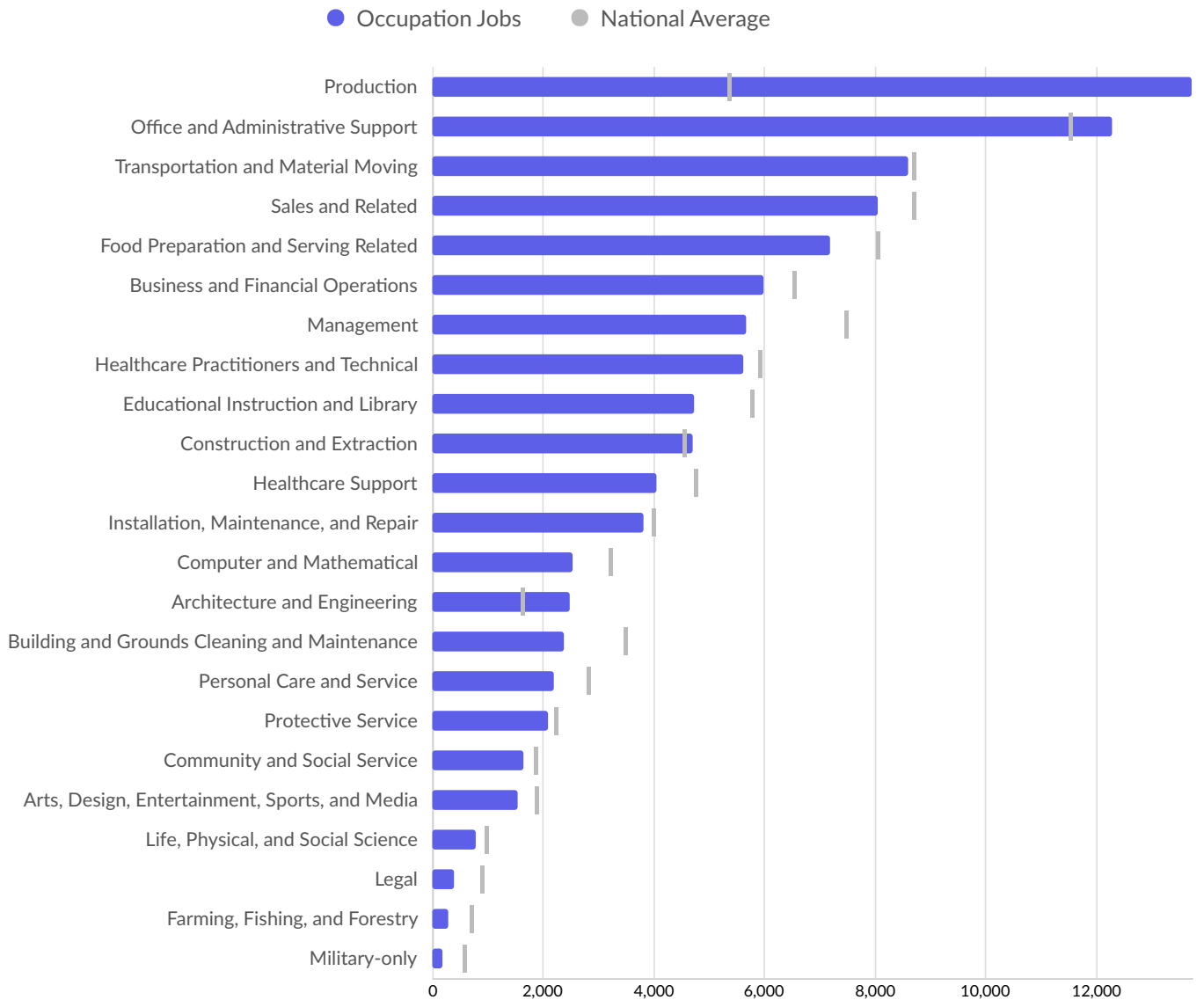


	Percentage	Business Count
● 1 to 4 employees	31.9%	2,032
● 5 to 9 employees	27.0%	1,722
● 10 to 19 employees	21.8%	1,390
● 20 to 49 employees	12.7%	810
● 50 to 99 employees	3.8%	241
● 100 to 249 employees	1.7%	106
● 250 to 499 employees	0.6%	38
● 500+ employees	0.5%	29

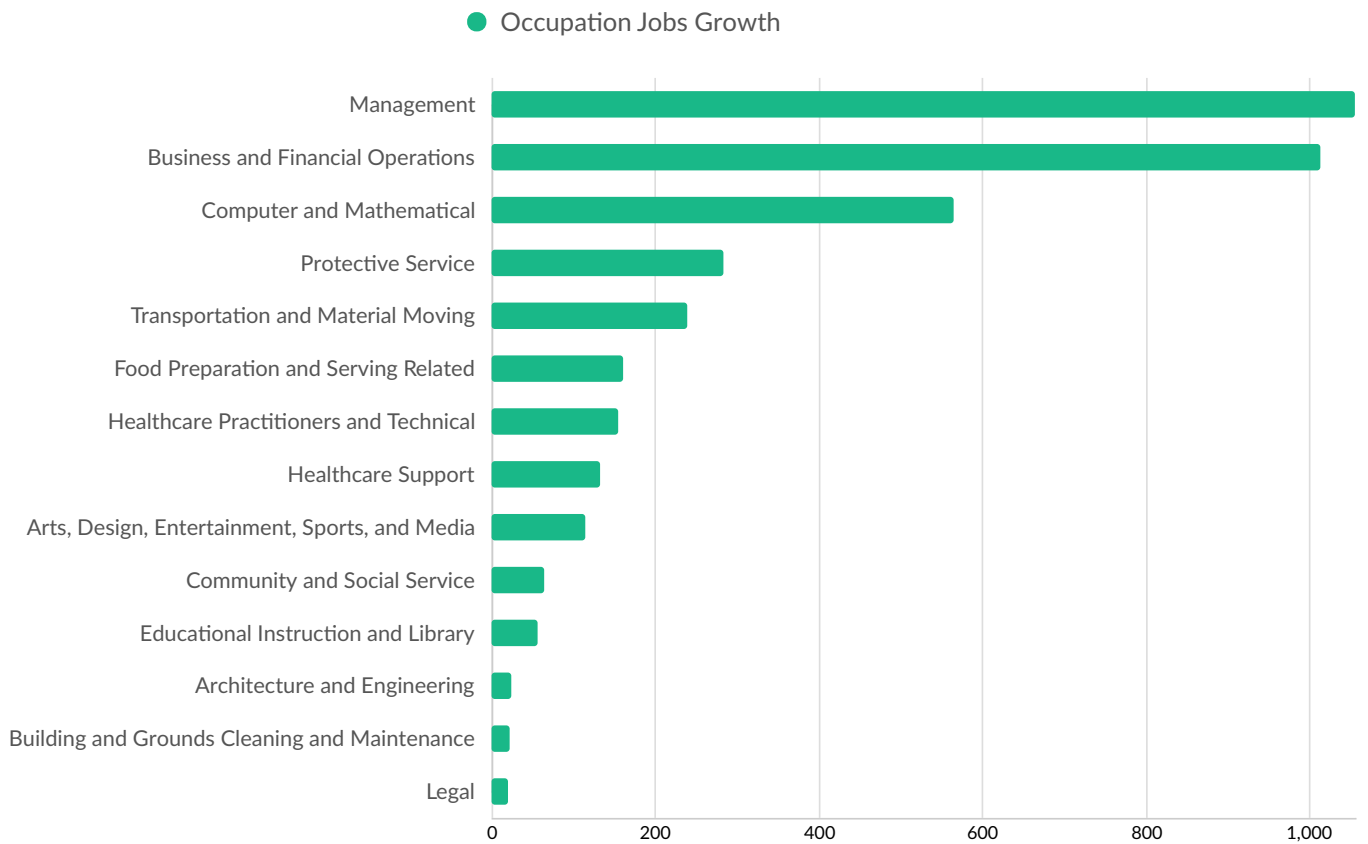
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

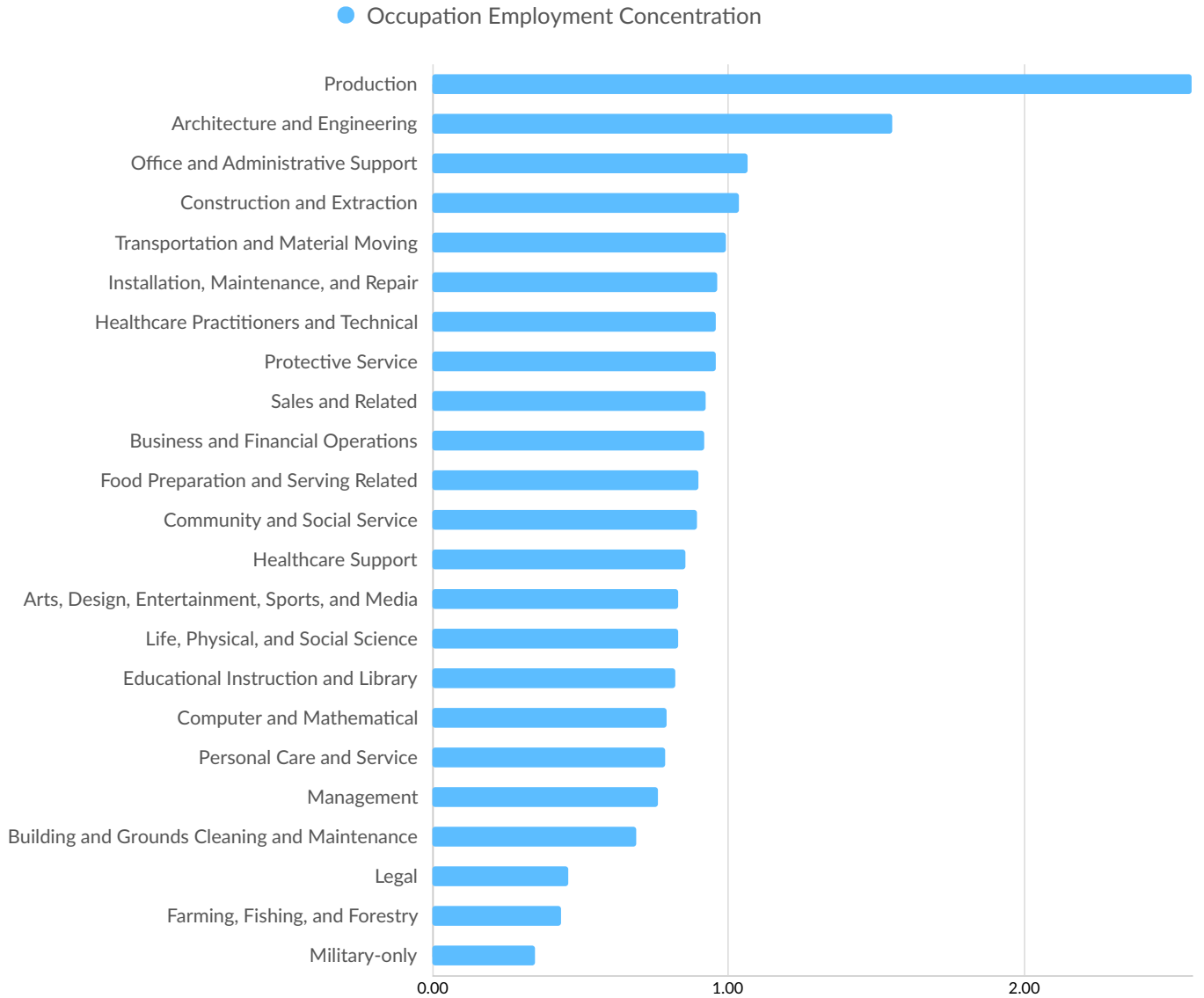
Largest Occupations



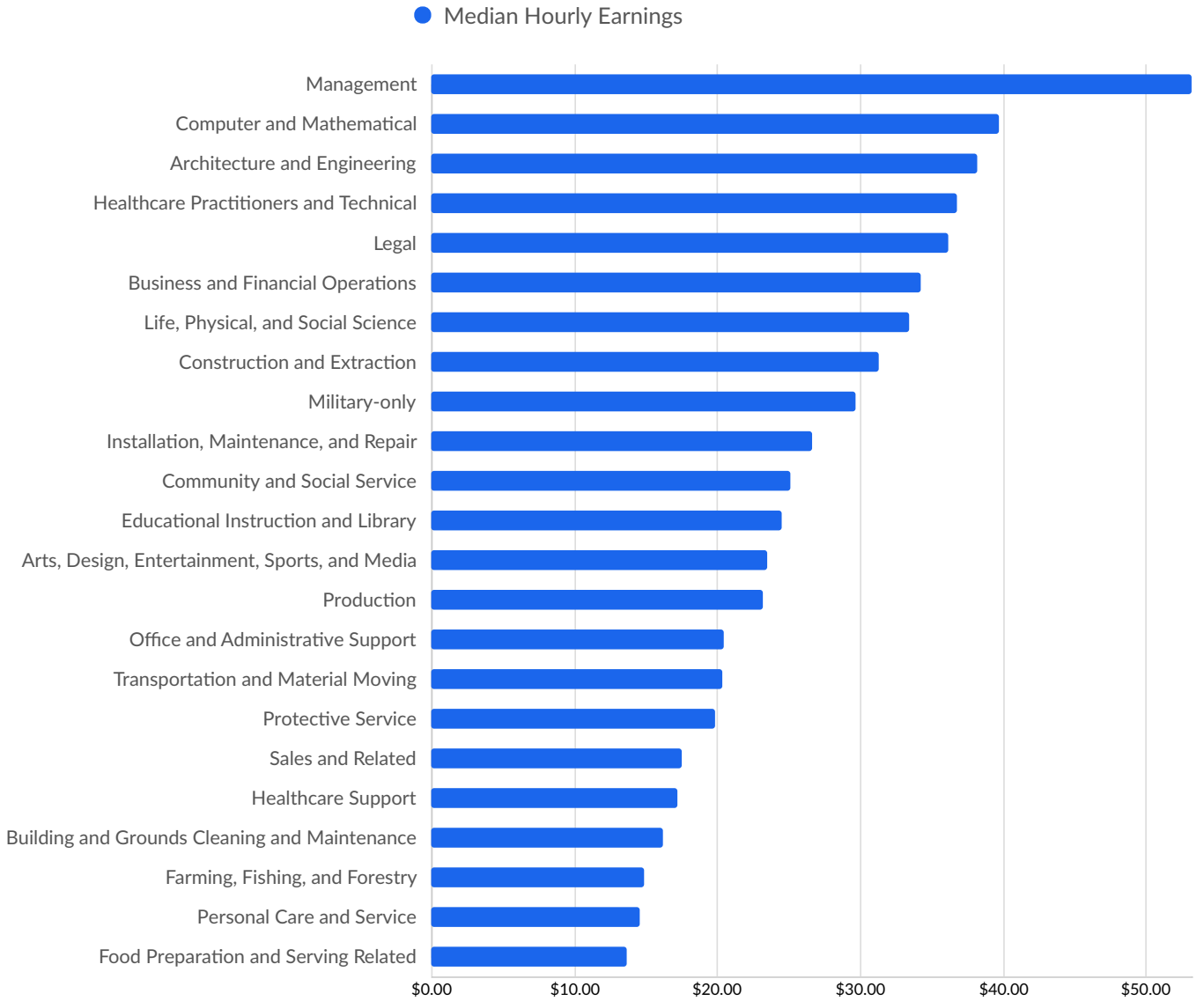
Top Growing Occupations



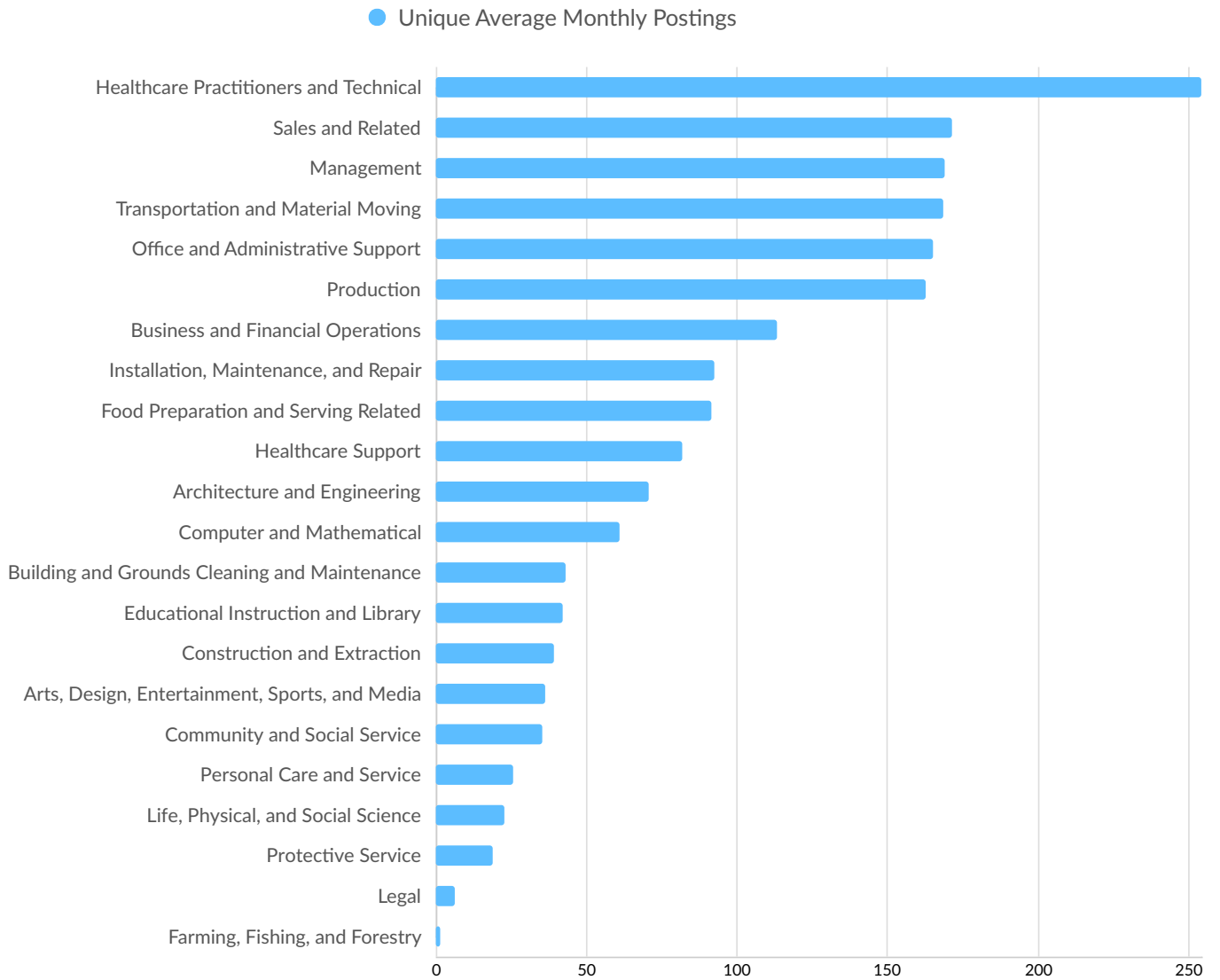
Top Occupation Employment Concentration



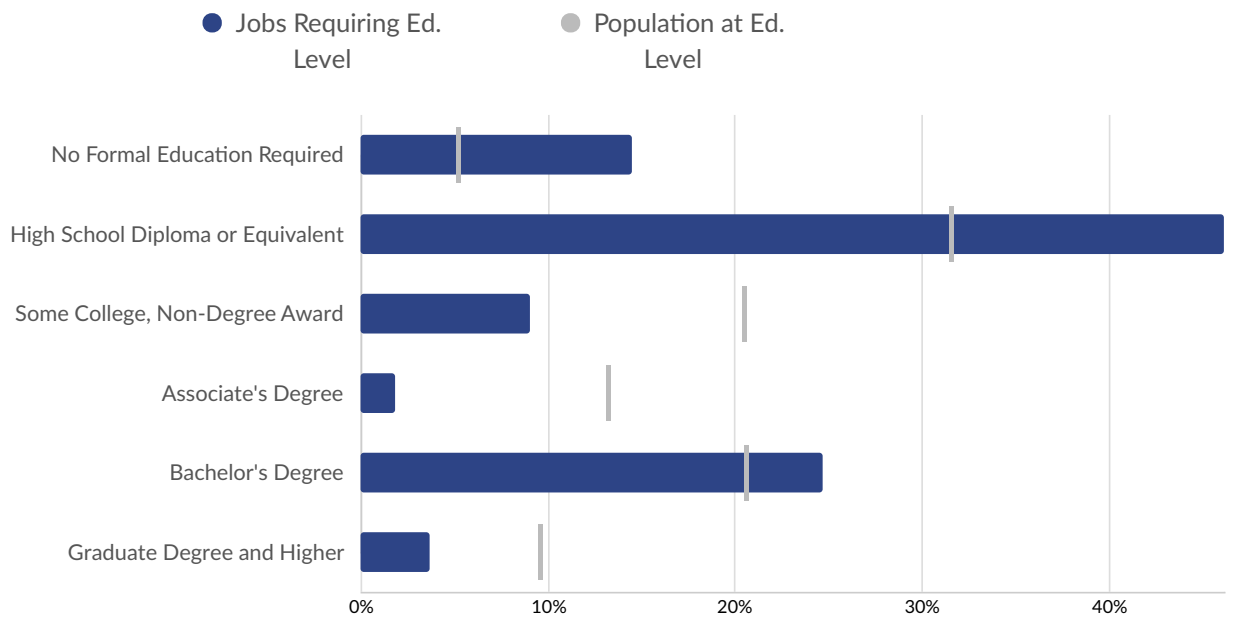
Top Occupation Earnings



Top Posted Occupations

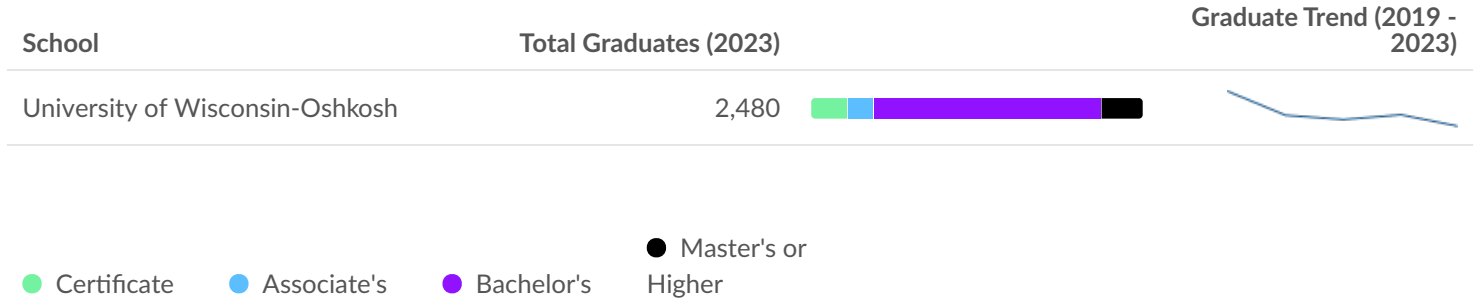


Underemployment



Educational Pipeline

In 2023, there were 2,480 graduates in Winnebago County, WI. This pipeline has shrunk by 18% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences, General Studies and Humanities, Other" (Associate's), "Registered Nursing/Registered Nurse" (Bachelor's), and "Elementary Education and Teaching" (Bachelor's).



In-Demand Skills

