



# Winnebago County, WI

ECWRPC



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## Report Parameters

### 1 County

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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

**172,541**

**Population (2020)**

Population **grew by 3,295** over the last 5 years and is projected to **grow by 2,303** over the next 5 years.

**97,583**

**Total Regional Employment**

Jobs **decreased by 268** over the last 5 years but are projected to **grow by 2,060** over the next 5 years.

**\$58.5K**

**Median Household Income (2019)**

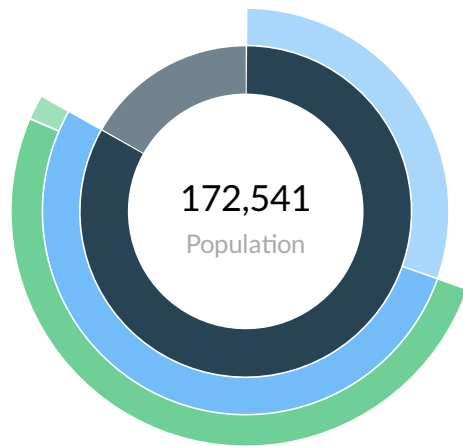
Median household income is **\$4.3K below** the national median household income of \$62.8K.

## Takeaways

- As of 2020 the region's population **increased by 1.9%** since 2015, growing by 3,295. Population is expected to **increase by 1.3%** between 2020 and 2025, adding 2,303.
- From 2015 to 2020, jobs **declined by 0.3%** in Winnebago County, WI from 97,851 to **97,583**. This change **fell short of the national growth rate of 1.3% by 1.6%**. As the number of jobs declined, the **labor force participation rate decreased from 64.8% to 63.5% between 2015 and 2020**.
- Concerning educational attainment, **20.6% of Winnebago County, WI residents possess a Bachelor's Degree** (0.6% above the national average), and **11.1% hold an Associate's Degree** (2.5% above the national average).
- The top three industries in 2020 are Restaurants and Other Eating Places, Motor Vehicle Manufacturing, and Management of Companies and Enterprises.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	172,541	91,152	97,583	99.1	\$11.12B	\$14.51B	\$17.49B
ECWRPC	671,917	352,927	335,574	98.9	\$35.16B	\$47.89B	\$47.87B
Wisconsin	5,848,151	3,038,273	3,074,986	100.0	\$331.57B	\$322.64B	\$342.03B

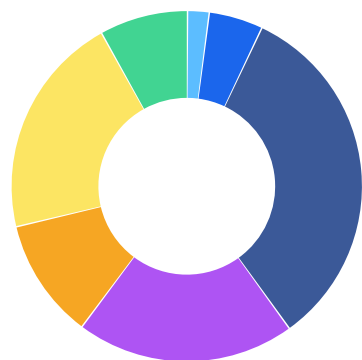
## 2020 Labor Force Breakdown



	Population
● Total Working Age Population	143,436
● Not in Labor Force (15+)	52,284
● Labor Force	91,152
● Employed	88,142
● Unemployed	3,010
● Under 15	29,105

## Educational Attainment

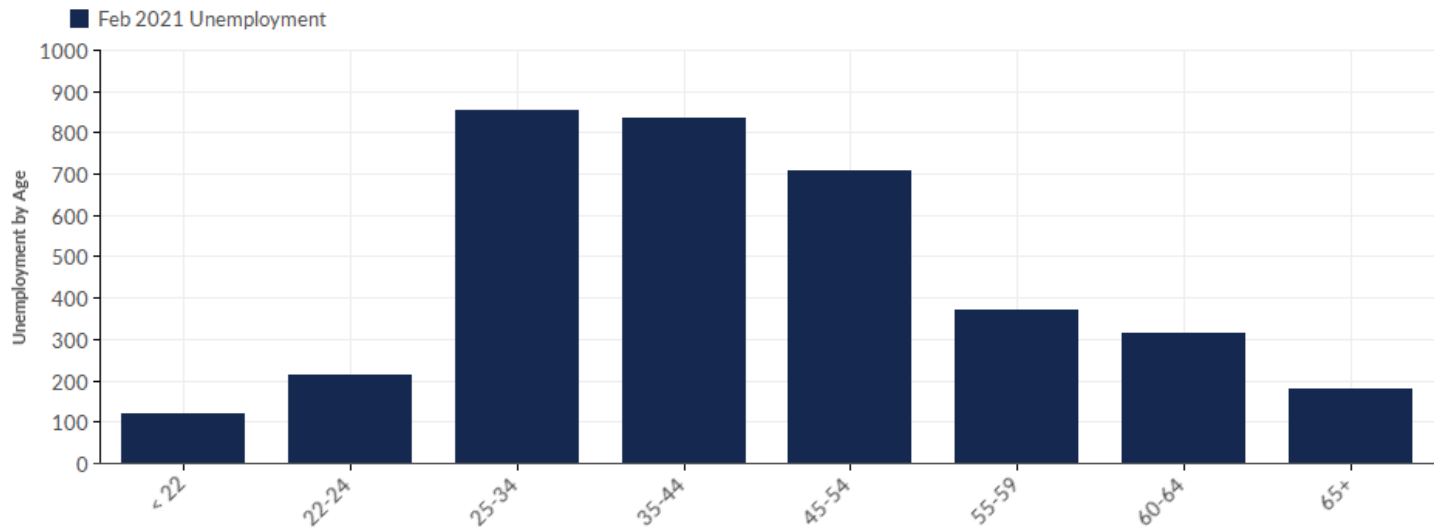
Concerning educational attainment, **20.6% of Winnebago County, WI residents possess a Bachelor's Degree** (0.6% above the national average), and **11.1% hold an Associate's Degree** (2.5% above the national average).



	% of Population	Population
● Less Than 9th Grade	2.0%	2,340
● 9th Grade to 12th Grade	5.0%	5,877
● High School Diploma	33.0%	38,843
● Some College	20.2%	23,720
● Associate's Degree	11.1%	13,041
● Bachelor's Degree	20.6%	24,287
● Graduate Degree and Higher	8.2%	9,597

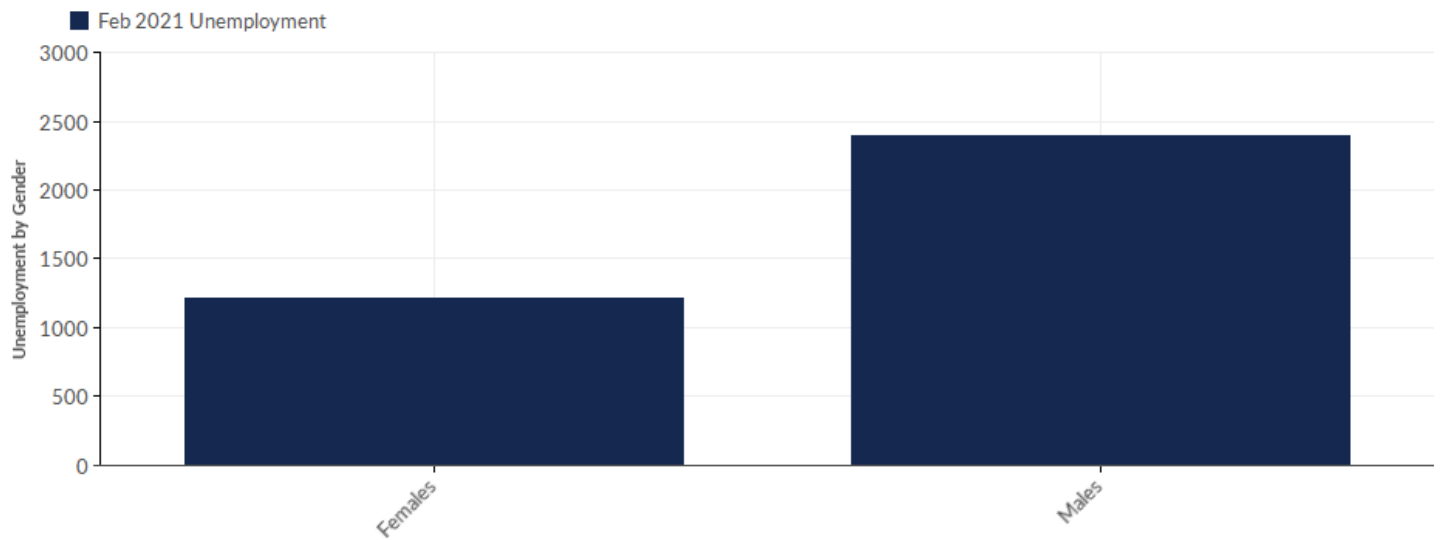
# Unemployment by Demographics

## Unemployment by Age



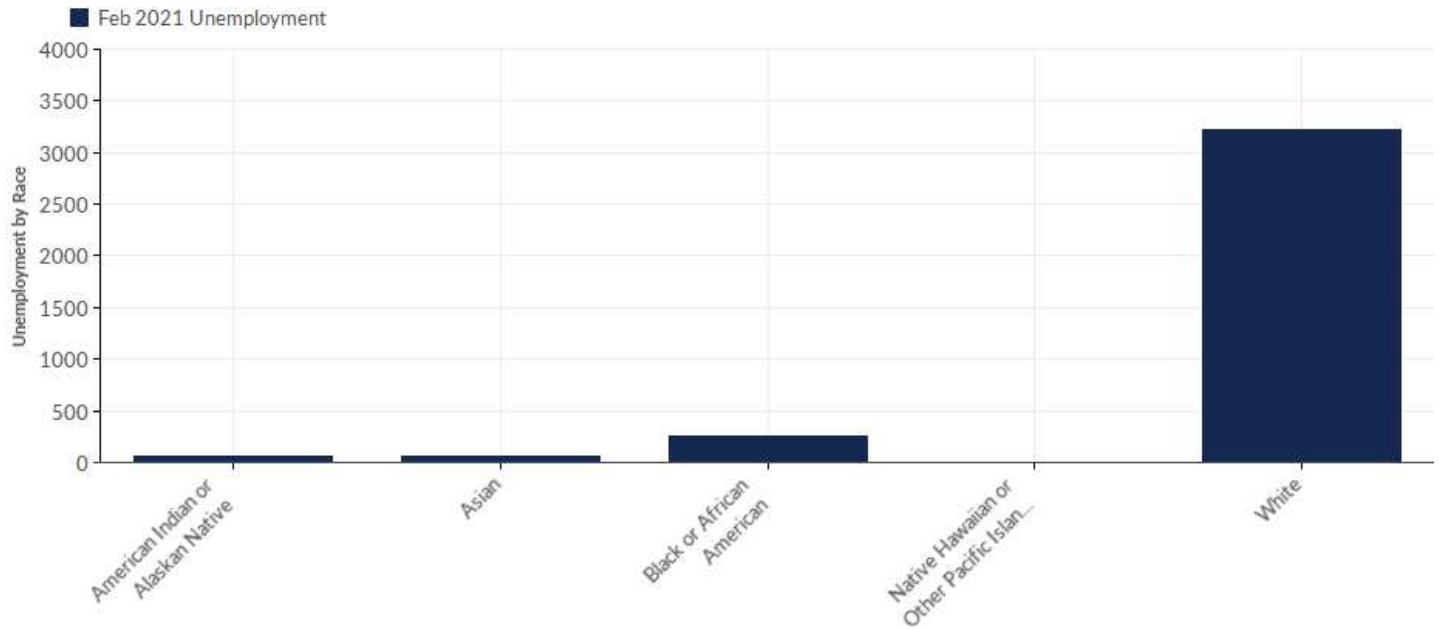
Age	Unemployment (Feb 2021)	% of Age Cohort
< 22	120	3.33%
22-24	214	5.94%
25-34	855	23.74%
35-44	833	23.13%
45-54	710	19.72%
55-59	372	10.33%
60-64	316	8.78%
65+	181	5.03%
Total	3,601	100.00%

## Unemployment by Gender



Gender	Unemployment (Feb 2021)	% of Age Cohort
Females	1,209	33.57%
Males	2,392	66.43%
Total	3,601	100.00%

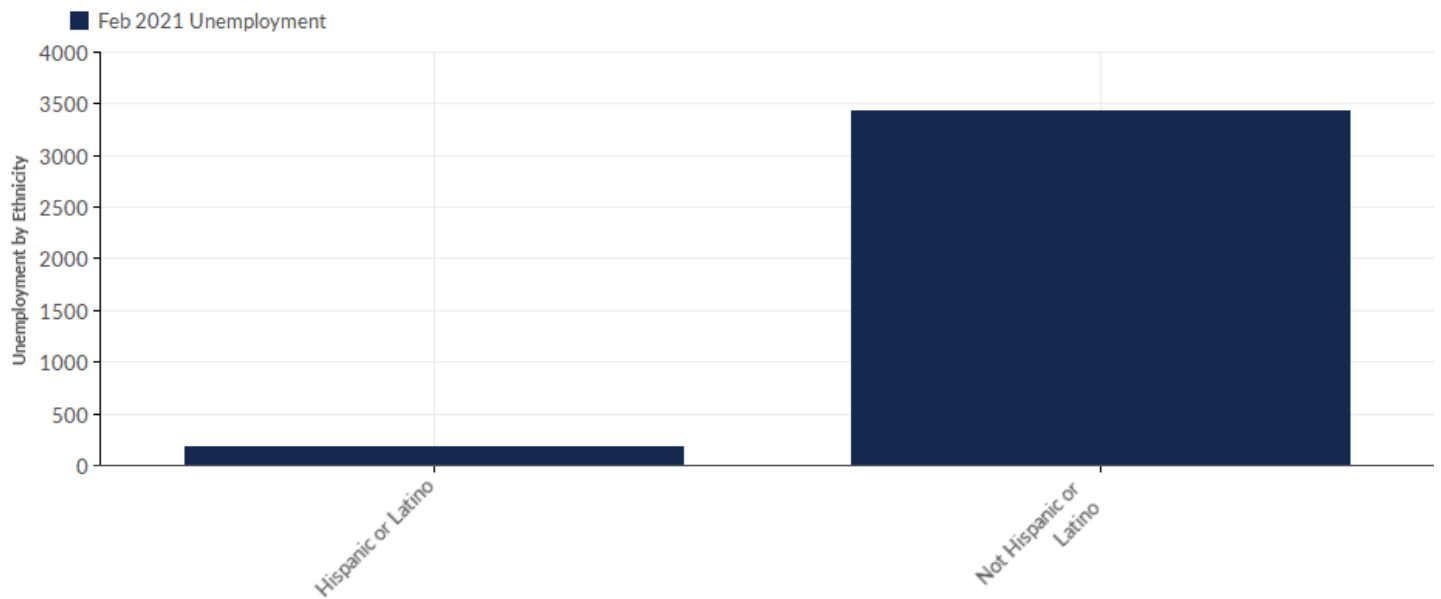
## Unemployment by Race



Race	Unemployment (Feb 2021)	% of Age Cohort
American Indian or Alaskan Native	66	1.83%
Asian	60	1.67%
Black or African American	249	6.91%
Native Hawaiian or Other Pacific Islander	4	0.11%
White	3,222	89.48%
Total	3,601	100.00%



## Unemployment by Ethnicity

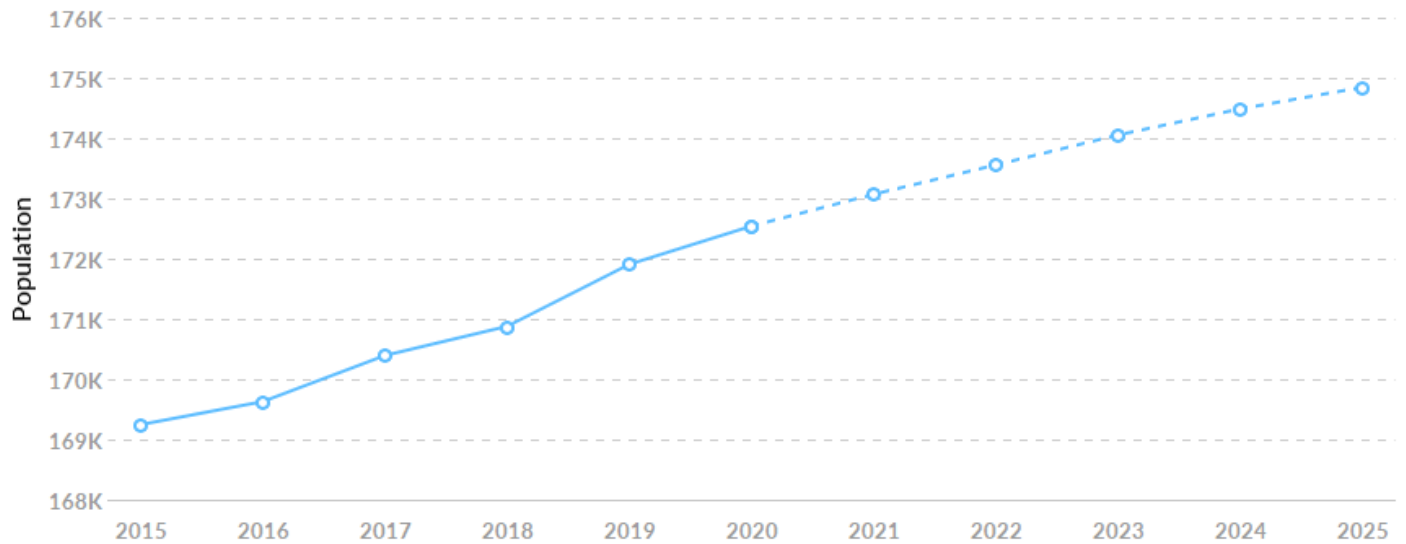


Ethnicity	Unemployment (Feb 2021)	% of Age Cohort
Hispanic or Latino	172	4.78%
Not Hispanic or Latino	3,429	95.22%
Total	3,601	100.00%

# Historic & Projected Trends

## Population Trends

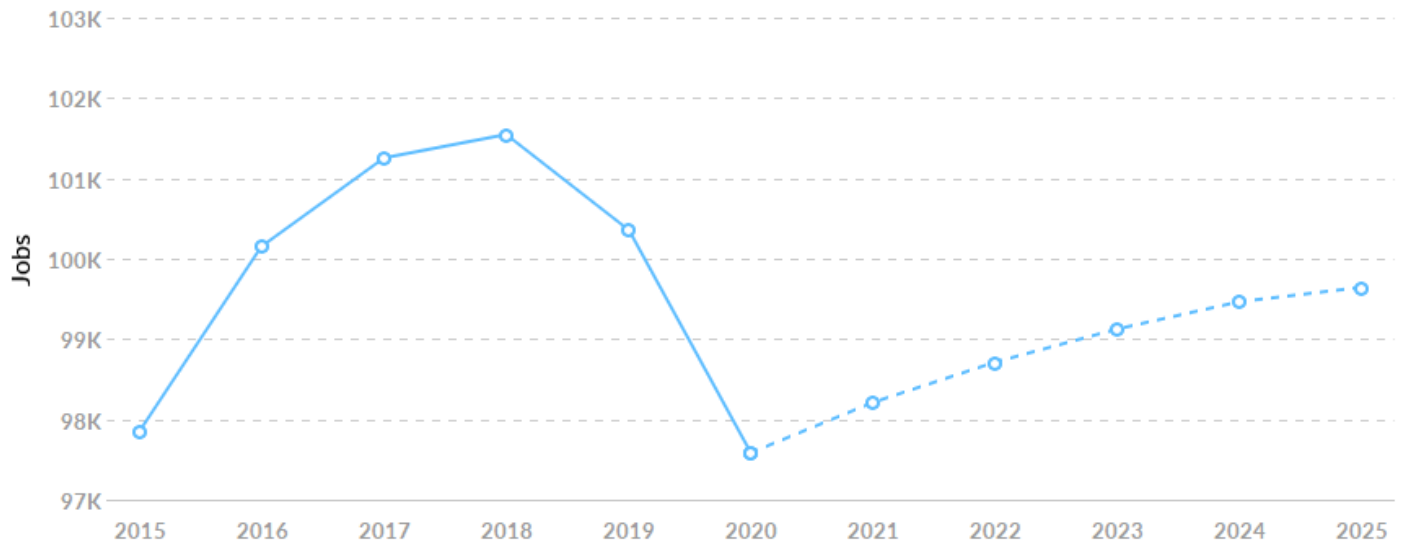
As of 2020 the region's population **increased by 1.9%** since 2015, growing by 3,295. Population is expected to **increase by 1.3%** between 2020 and 2025, adding 2,303.



Timeframe	Population
2015	169,246
2016	169,629
2017	170,394
2018	170,878
2019	171,907
2020	172,541
2021	173,069
2022	173,556
2023	174,053
2024	174,486
2025	174,844

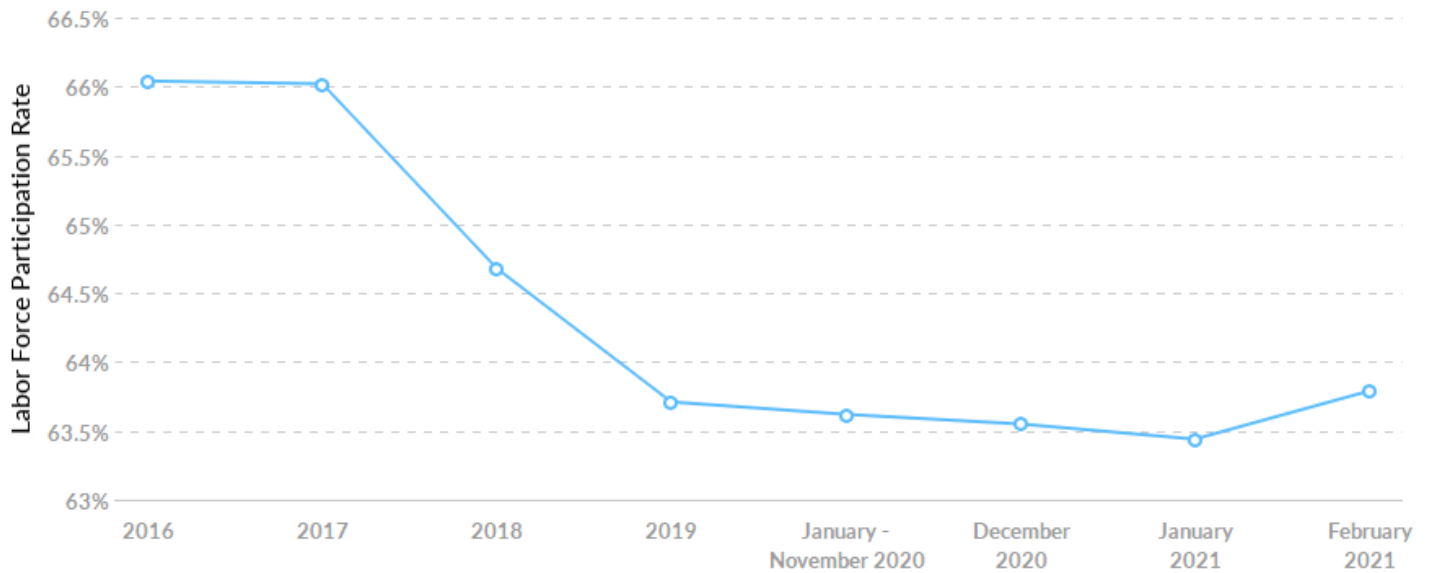
## Job Trends

From 2015 to 2020, jobs **declined by 0.3%** in Winnebago County, WI from 97,851 to **97,583**. This change **fell short of the national growth rate of 1.3%** by **1.6%**.



Timeframe	Jobs
2015	97,851
2016	100,156
2017	101,254
2018	101,546
2019	100,361
2020	97,583
2021	98,210
2022	98,711
2023	99,124
2024	99,464
2025	99,643

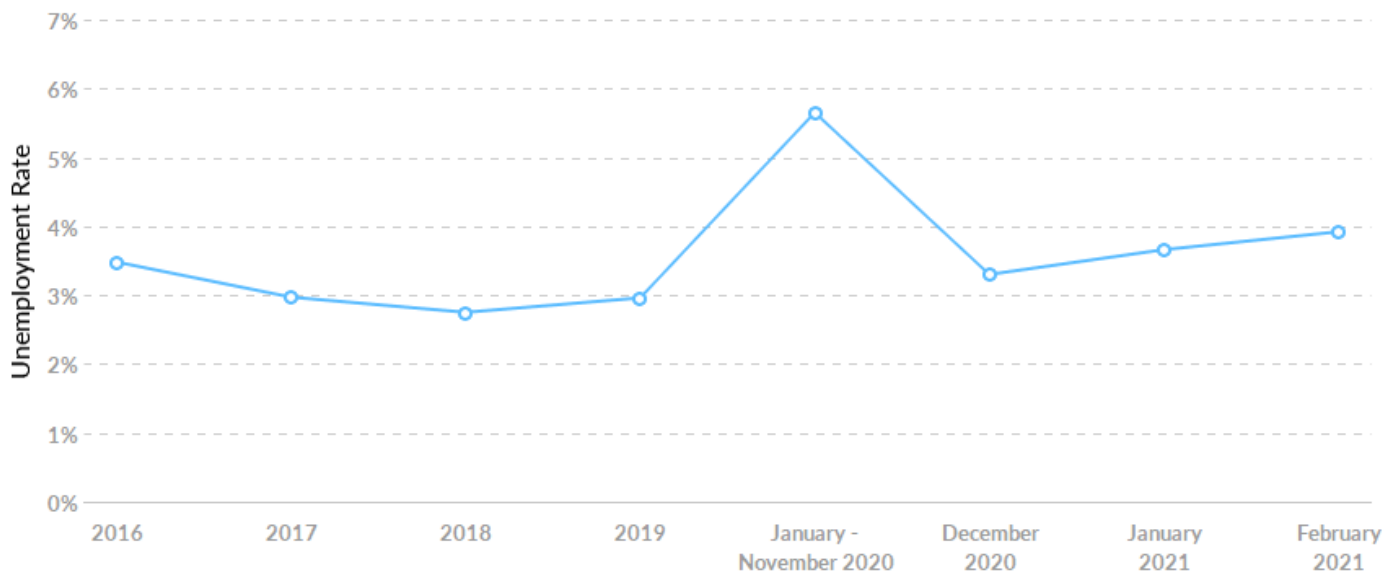
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	66.04%
2017	66.02%
2018	64.68%
2019	63.71%
January - November 2020	63.62%
December 2020	63.55%
January 2021	63.44%
February 2021	63.79%

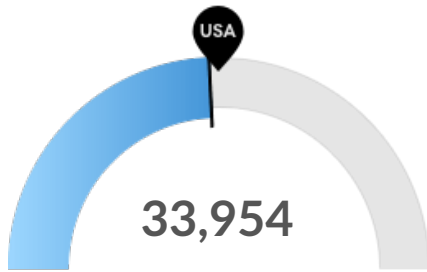
## Unemployment Rate Trends

Winnebago County, WI had a February 2021 unemployment rate of 3.92%, **increasing from 3.48% 5 years before.**



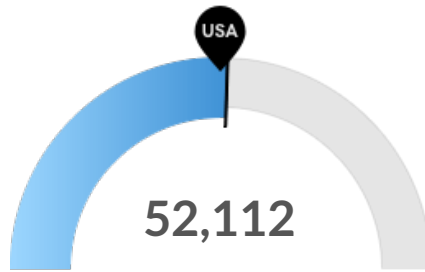
Timeframe	Unemployment Rate
2016	3.48%
2017	2.97%
2018	2.75%
2019	2.96%
January - November 2020	5.65%
December 2020	3.30%
January 2021	3.66%
February 2021	3.92%

## Population Characteristics



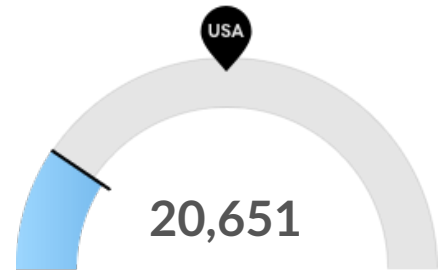
Millennials

Winnebago County, WI has 33,954 millennials (ages 25-39). The national average for an area this size is 35,445.



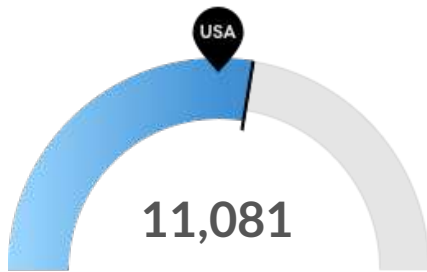
Retiring Soon

Retirement risk is about average in Winnebago County, WI. The national average for an area this size is 50,543 people 55 or older, while there are 52,112 here.



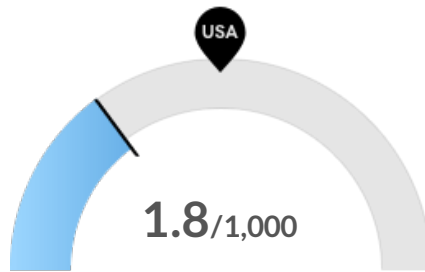
Racial Diversity

Racial diversity is low in Winnebago County, WI. The national average for an area this size is 68,571 racially diverse people, while there are 20,651 here.



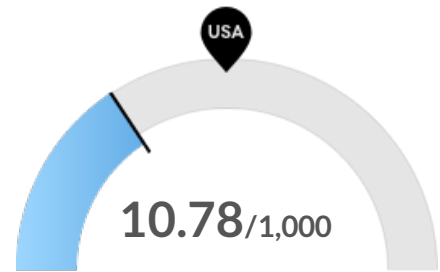
Veterans

Winnebago County, WI has 11,081 veterans. The national average for an area this size is 9,548.



Violent Crime

Winnebago County, WI has 1.8 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

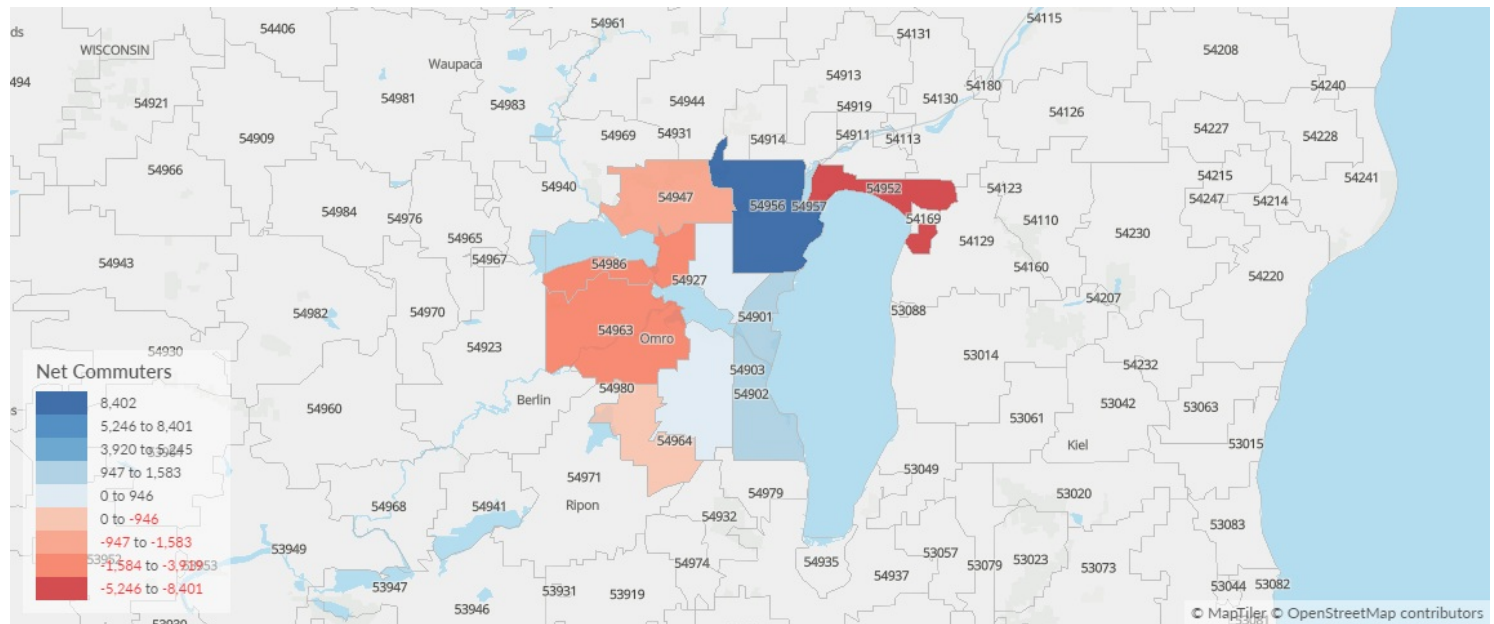


Property Crime

Winnebago County, WI has 10.78 property crimes per 1,000 people. The national rate is 19.79 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	2020 Employment
54956	Neenah, WI (in Winnebago County)	32,220
54901	Oshkosh, WI (in Winnebago County)	16,945
54902	Oshkosh, WI (in Winnebago County)	12,352
54904	Oshkosh, WI (in Winnebago County)	11,397
54952	Menasha, WI (in Winnebago County)	9,564

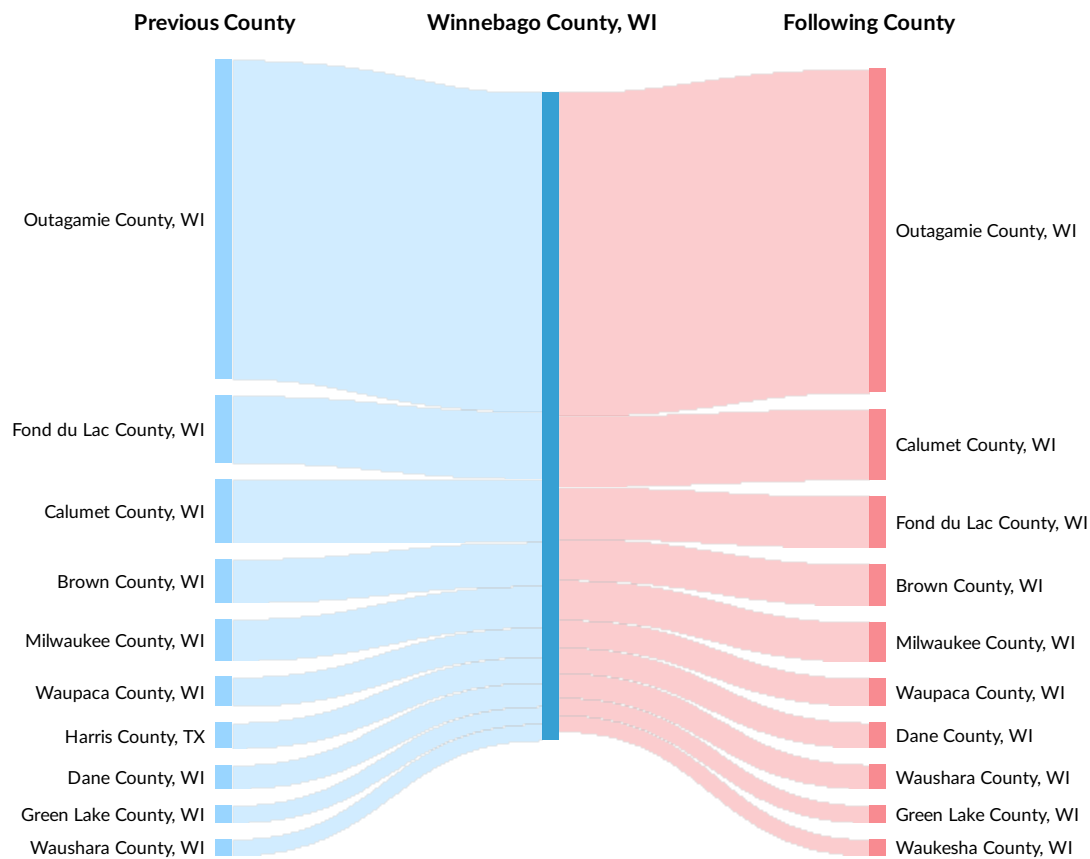
### Where Talent Lives

ZIP	Name	2020 Workers
54956	Neenah, WI (in Winnebago County)	23,818
54901	Oshkosh, WI (in Winnebago County)	15,998
54952	Menasha, WI (in Winnebago County)	14,810
54902	Oshkosh, WI (in Winnebago County)	11,192
54904	Oshkosh, WI (in Winnebago County)	11,175

# 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 2018, 2,206 people have migrated from Outagamie County, WI to Winnebago County, WI. In the same year, 2,237 people left Winnebago County, WI migrating to Outagamie County, WI. The total Net Migration for Winnebago County, WI in 2018 was -62.



Top Previous Counties	Migrations
Outagamie County, WI	2,206
Fond du Lac County, WI	464
Calumet County, WI	438
Brown County, WI	302
Milwaukee County, WI	287
Waupaca County, WI	202



Top Previous Counties	Migrations
Harris County, TX	178
Dane County, WI	165
Green Lake County, WI	121
Waushara County, WI	114
Cook County, IL	109
Waukesha County, WI	104
Dodge County, WI	78
Marathon County, WI	74
Portage County, WI	63
Washington County, WI	62
Ford County, IL	62
Manitowoc County, WI	57
Cheatham County, TN	56
Shawano County, WI	54
Denver County, CO	54
Suffolk County, NY	53
Racine County, WI	52
Carlton County, MN	51
Osceola County, FL	49
Sheboygan County, WI	48
Maricopa County, AZ	44
Arapahoe County, CO	41
Sauk County, WI	37
Hennepin County, MN	37
Muskogee County, OK	37
Kenosha County, WI	34

Top Previous Counties	Migrations
Chippewa County, WI	34
Sarasota County, FL	33
Ozaukee County, WI	33
Granville County, NC	33
Jefferson County, KY	33
Kane County, IL	32
Baldwin County, AL	30
Lee County, FL	29
Jefferson County, WI	28
La Crosse County, WI	28
Vilas County, WI	27
McLean County, IL	26
Columbia County, WI	26
Eau Claire County, WI	26
Wood County, WI	25
Walworth County, WI	25
Forsyth County, GA	25
New York County, NY	25
Bucks County, PA	25
Marinette County, WI	24
Iowa County, WI	24
Santa Fe County, NM	24
Montgomery County, MD	23
Miami-Dade County, FL	23
St. Johns County, FL	22
Pinal County, AZ	21

Top Previous Counties	Migrations
Wake County, NC	21
Hillsborough County, FL	21
Carteret County, NC	20
Woods County, OK	20
Williamson County, TN	19
Chatham County, GA	18
San Bernardino County, CA	18
Door County, WI	18
Marshall County, IN	17
Missoula County, MT	16
Fulton County, GA	16
DuPage County, IL	15
Dakota County, MN	15
Marquette County, WI	15
Broward County, FL	14
Langlade County, WI	14
McHenry County, IL	14
Delta County, MI	14
Rock County, WI	14
Hernando County, FL	14
Charlotte County, FL	14
Santa Barbara County, CA	13
Delaware County, OH	13
Oconto County, WI	13
Clarke County, GA	12
Dunn County, WI	12

Top Previous Counties	Migrations
Rutherford County, TN	11
Burnett County, WI	10
St. Croix County, WI	10
Harrison County, MS	10
Yavapai County, AZ	10
Bexar County, TX	9
Price County, WI	9
Johnson County, AR	9
Jackson County, IL	9
Crawford County, WI	9
Cass County, ND	8
Okaloosa County, FL	8
Yellowstone County, MT	8
Lake County, IL	7
Monroe County, WI	7
Coryell County, TX	7
Grant County, WI	7
Gwinnett County, GA	7
Marquette County, MI	7
Kewaunee County, WI	7
San Francisco County, CA	7
Adams County, WI	6
Los Angeles County, CA	6
Hillsdale County, MI	6
Norfolk City County, VA	6
Breckinridge County, KY	5

Top Previous Counties	Migrations
Jackson County, WI	5
Barron County, WI	5
Crittenden County, AR	5
Gallatin County, MT	5
Merced County, CA	5
Richland County, SC	5
Taylor County, WI	5
Oakland County, MI	5
Porter County, IN	5
Olmsted County, MN	5
Oneida County, WI	4
Pima County, AZ	4
McLennan County, TX	4
Davidson County, TN	4
Douglas County, WI	4
Washtenaw County, MI	4
Erie County, NY	4
Seminole County, FL	3
Sarpy County, NE	3
Linn County, IA	3
Winona County, MN	3
Blue Earth County, MN	3
Shelby County, TN	3
St. Louis County, MN	3
Boulder County, CO	2
Muscogee County, GA	2

Top Previous Counties	Migrations
Vernon County, WI	2
Green County, WI	2
Juneau County, WI	2
Bedford County, TN	2
Riverside County, CA	2
Clark County, WA	2
Richland County, WI	2
Brown County, MN	1
Darlington County, SC	1
Forest County, WI	1
Trempealeau County, WI	1
Pierce County, WI	1
Sawyer County, WI	1
Washburn County, WI	1
Clark County, WI	1
Anderson County, KY	0
Schuyler County, IL	0
Mecklenburg County, VA	0
Top Following Counties	Migrations
Outagamie County, WI	2,237
Calumet County, WI	490
Fond du Lac County, WI	356
Brown County, WI	287
Milwaukee County, WI	275
Waupaca County, WI	192
Dane County, WI	176

Top Following Counties	Migrations
Waushara County, WI	169
Green Lake County, WI	121
Waukesha County, WI	113
Spokane County, WA	92
Shawano County, WI	86
Onslow County, NC	82
Portage County, WI	80
Kent County, MI	79
Cook County, IL	75
Washington County, WI	75
Raleigh County, WV	67
Cumberland County, NC	67
Hennepin County, MN	64
Dodge County, WI	64
Sheboygan County, WI	60
Middlesex County, MA	57
Marathon County, WI	50
Manitowoc County, WI	49
Columbia County, WI	47
Racine County, WI	45
San Diego County, CA	44
Maricopa County, AZ	44
Kenosha County, WI	36
Robertson County, TN	36
Wood County, WI	32
Chippewa County, WI	32

Top Following Counties	Migrations
Linn County, IA	30
Orange County, CA	30
Grand Traverse County, MI	29
Marinette County, WI	29
Oneida County, WI	28
La Crosse County, WI	27
Rockingham County, NH	27
Winona County, MN	27
Douglas County, NE	27
Calhoun County, MI	27
Dunn County, WI	26
Rock County, WI	25
San Bernardino County, CA	25
Pierce County, WA	24
Brazos County, TX	24
DuPage County, IL	23
Johnson County, IA	23
El Paso County, CO	23
Olmsted County, MN	22
Fort Bend County, TX	22
Lee County, FL	22
Alachua County, FL	21
Los Angeles County, CA	21
Mecklenburg County, NC	20
Clark County, WA	20
Tulsa County, OK	20



Top Following Counties	Migrations
Aiken County, SC	20
Fairfax County, VA	19
Eau Claire County, WI	19
Boulder County, CO	18
Walton County, FL	18
McHenry County, IL	17
Pettis County, MO	17
Bexar County, TX	17
Volusia County, FL	17
Douglas County, CO	17
Arapahoe County, CO	17
Sauk County, WI	16
Ozaukee County, WI	16
Jackson County, MO	15
Cumberland County, ME	14
Garfield County, CO	14
Wake County, NC	14
Clarke County, GA	13
Kane County, IL	13
Langlade County, WI	13
Juneau County, WI	13
Walworth County, WI	12
Marquette County, WI	12
Jefferson County, WI	12
Tazewell County, IL	11
Boone County, MO	11

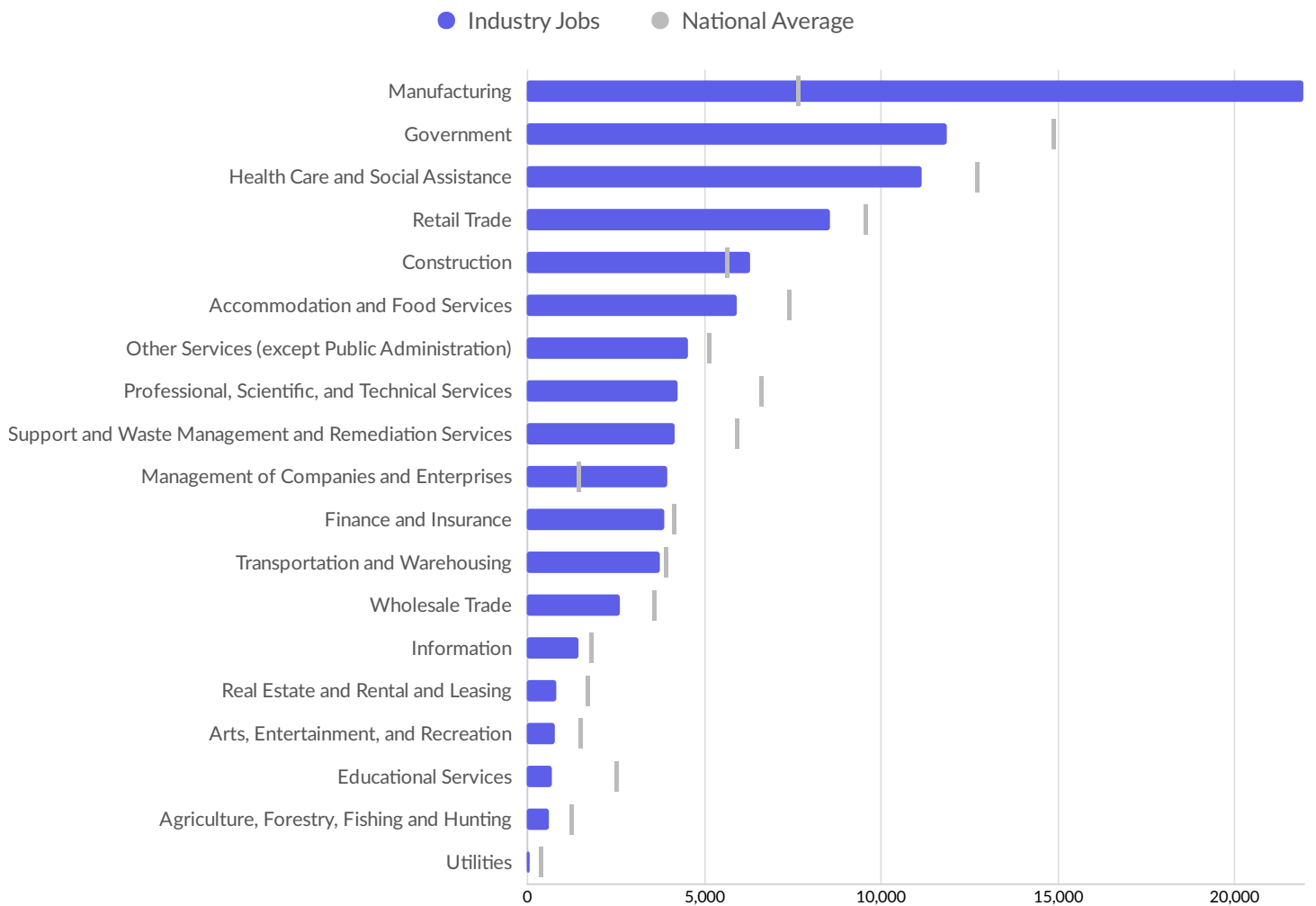
Top Following Counties	Migrations
Madison County, IL	11
Davidson County, TN	11
Person County, NC	11
Door County, WI	11
Salt Lake County, UT	11
Winneshiek County, IA	11
El Paso County, TX	11
Rapides Parish, LA	11
Vilas County, WI	10
Baltimore City County, MD	10
Carroll County, AR	10
Clay County, FL	10
Richland County, WI	10
Grant County, WI	9
Roscommon County, MI	9
St. Clair County, IL	9
Lake County, IL	9
Putnam County, IN	9
Cass County, ND	8
Adair County, MO	8
Bailey County, TX	8
Greene County, MO	8
Sargent County, ND	8
Will County, IL	8
Lake County, IN	8
Rusk County, WI	7

Top Following Counties	Migrations
Washoe County, NV	7
Pima County, AZ	7
Menominee County, MI	7
Clark County, WI	7
Ramsey County, MN	7
St. Croix County, WI	6
Overton County, TN	6
Leelanau County, MI	6
Anchorage Borough County, AK	6
Jefferson County, CO	6
Morris County, NJ	6
Jackson County, WI	6
Jefferson County, IA	6
Oklahoma County, OK	6
Hamilton County, OH	5
Jones County, IA	5
St. Lucie County, FL	5
Harford County, MD	5
Denver County, CO	5
Coos County, OR	5
Clark County, NV	5
Polk County, WI	5
Stephenson County, IL	5
Hancock County, IL	5
Calvert County, MD	4
Rockland County, NY	4

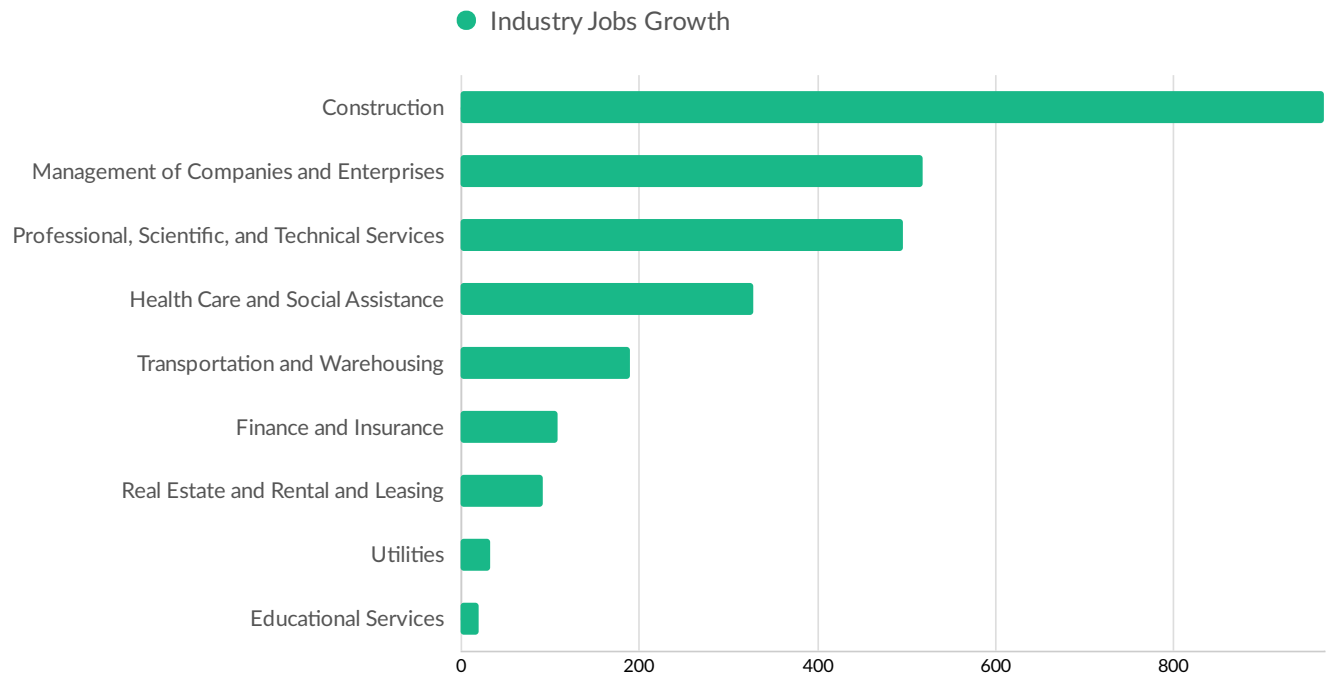
Top Following Counties	Migrations
Franklin County, WA	4
Hidalgo County, TX	4
Lincoln County, WI	3
Monroe County, WI	3
Douglas County, WI	3
Kendall County, IL	3
Oakland County, MI	3
Idaho County, ID	2
Adams County, WI	2
Kewaunee County, WI	2
Riley County, KS	2
Chickasaw County, IA	2
Buffalo County, WI	2
Crawford County, WI	2
Huron County, OH	2
Genesee County, MI	2
McCracken County, KY	1
Oconto County, WI	1
Green County, WI	1
Trempealeau County, WI	0

# Industry Characteristics

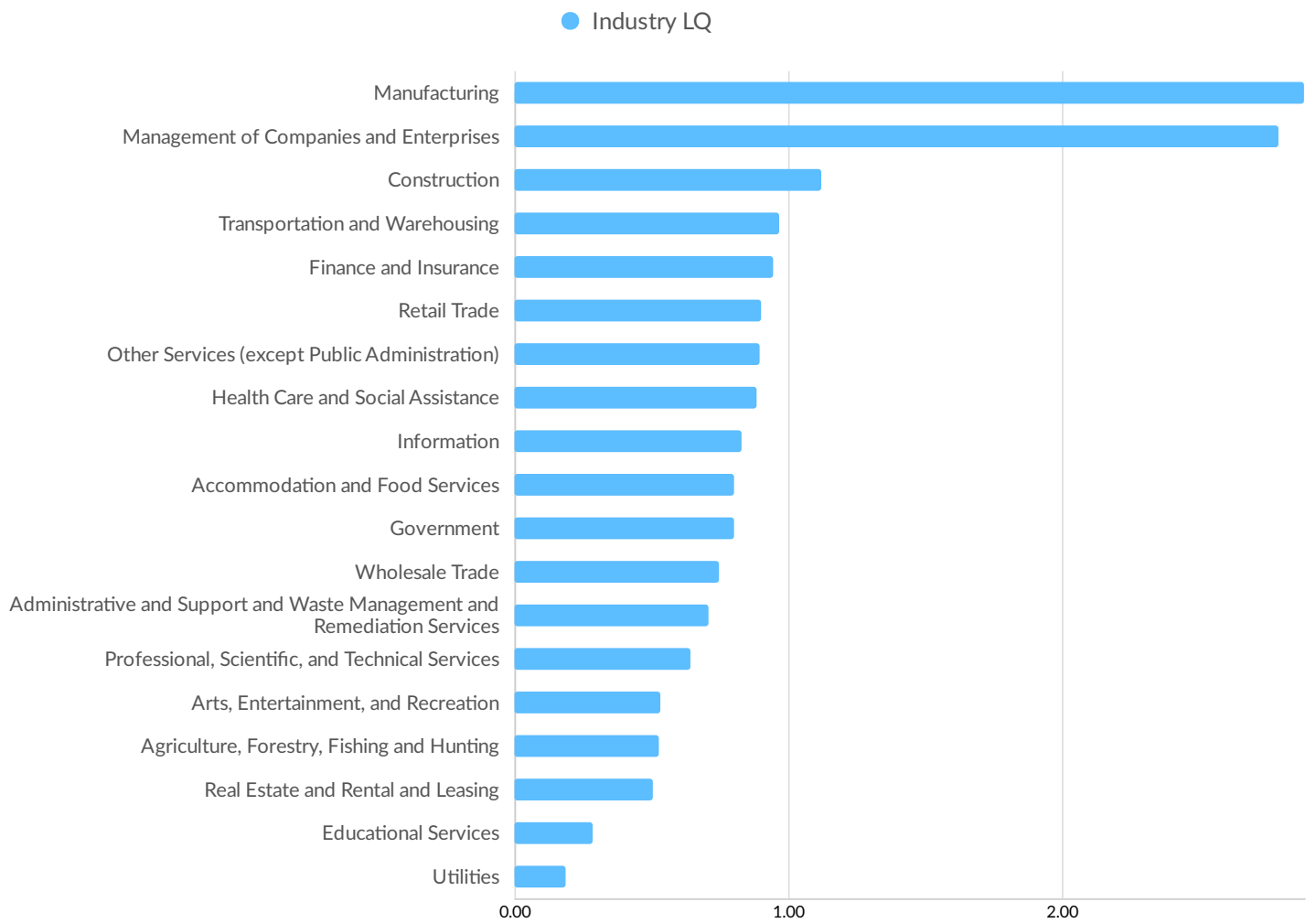
## Largest Industries



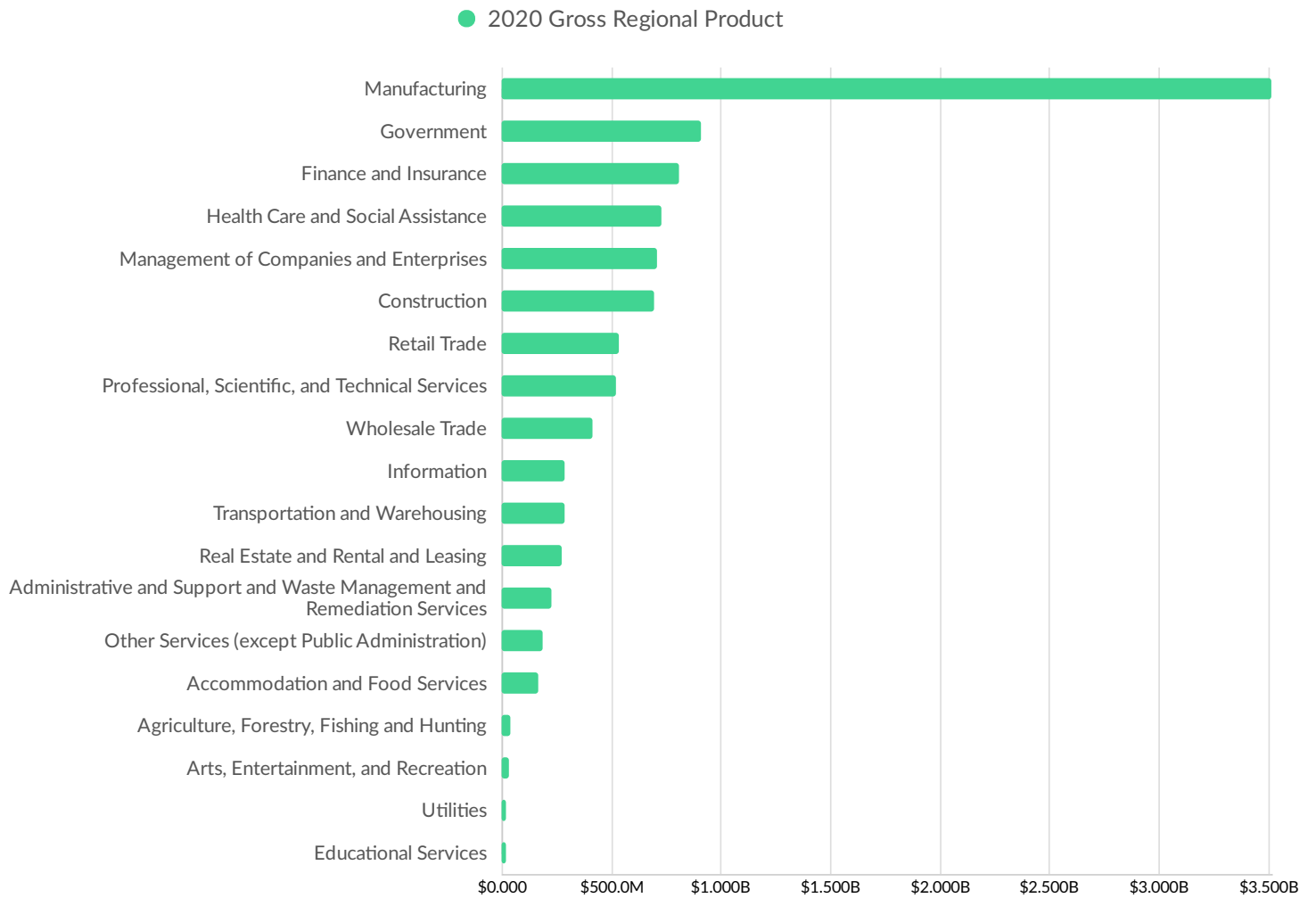
## Top Growing Industries



## Top Industry LQ

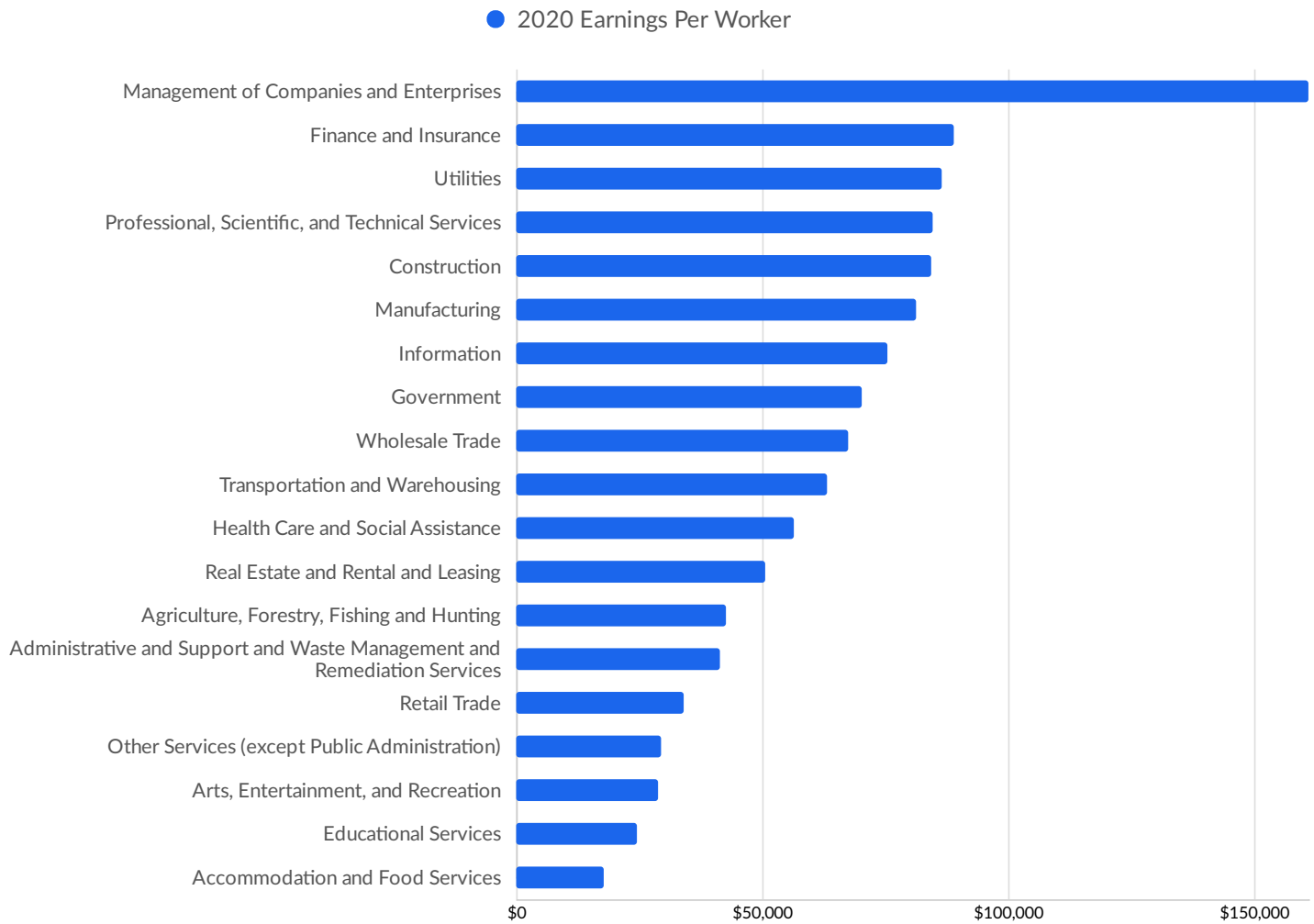


## Top Industry GRP

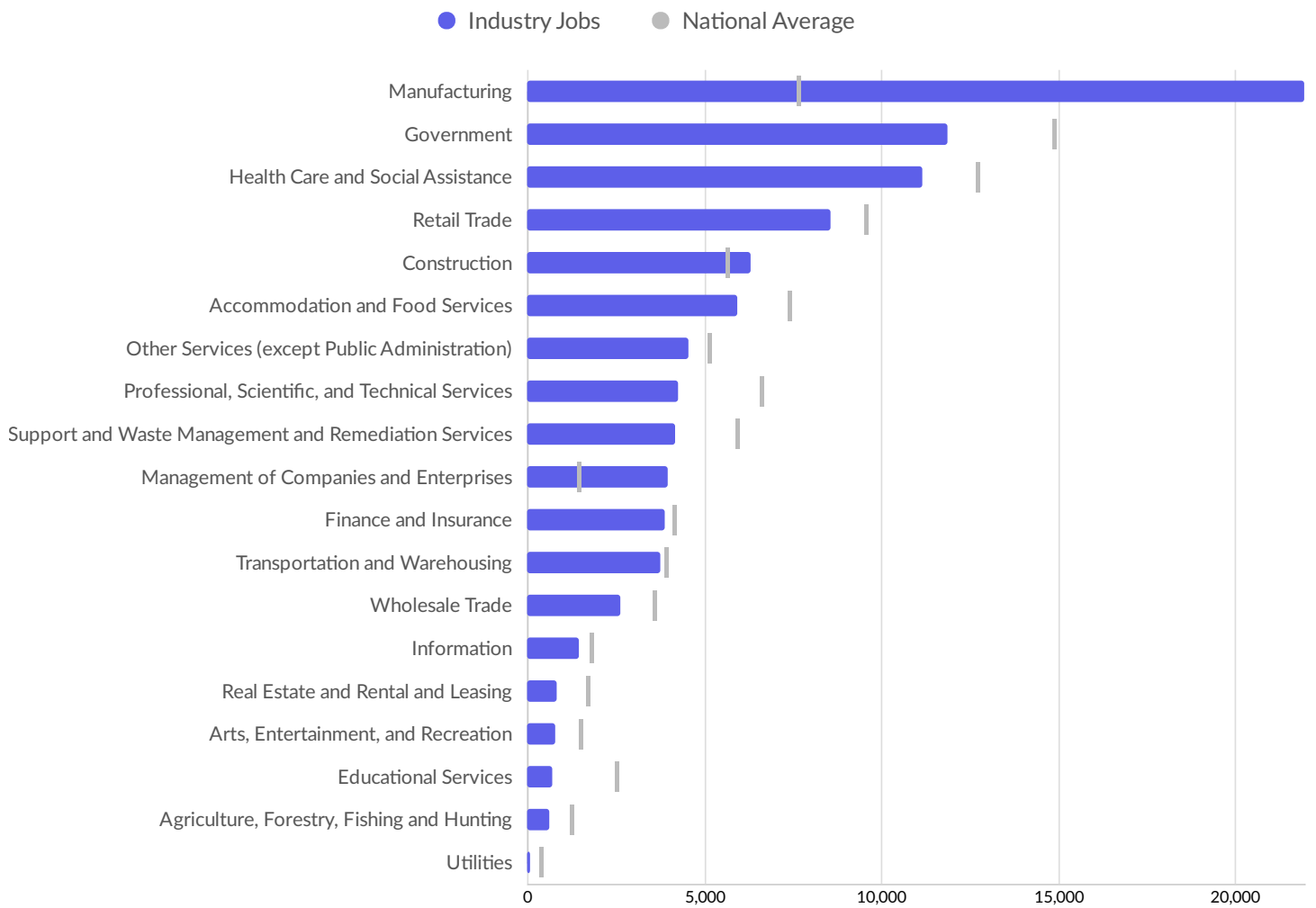




## Top Industry Earnings























## Largest Industries



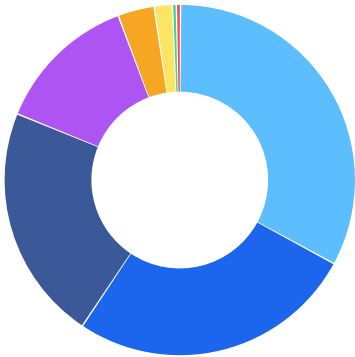
## Business Characteristics

### 17,361 Companies Employ Your Workers

Online profiles for your workers mention 17,361 companies as employers, with the top 10 appearing below. In the last 12 months, 2,480 companies in Winnebago County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Oshkosh Corporation	1,482 	Oshkosh Corporation	936 
University of Wisconsin-Madison	1,095 	Kimberly-Clark Corporation	568 
Thedacare, Inc.	863 	Amcor Limited	429 
State of Wisconsin	655 	Plexus Corp.	341 
Bemis Company, Inc.	618 	Thedacare, Inc.	340 
J. J. Keller & Associates, Inc.	580 	Roehl Transport, Inc.	321 
Plexus Corp.	552 	Festival Foods	310 
Aurora Health Care	469 	Aurora Health Care	290 
Mmsd Corporation	461 	Ascension	257 
Thrivent Financial For Lutherans	391 	Menasha Corporation	250 

## Business Size

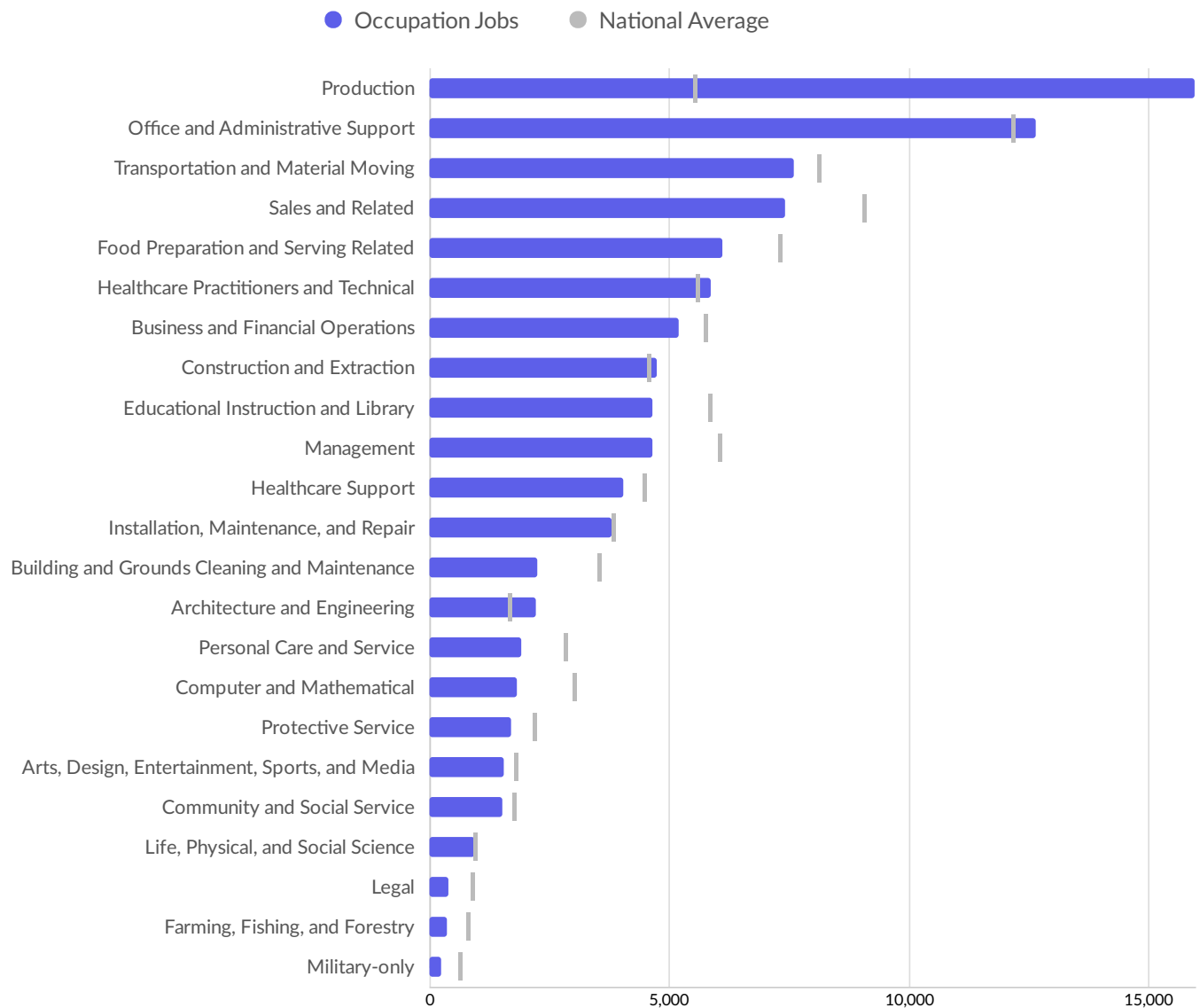


	Percentage	Business Count
1 to 4 employees	32.8%	1,809
5 to 9 employees	26.5%	1,458
10 to 19 employees	21.8%	1,200
20 to 49 employees	13.1%	724
50 to 99 employees	3.4%	185
100 to 249 employees	1.7%	92
250 to 499 employees	0.4%	20
500+ employees	0.4%	21

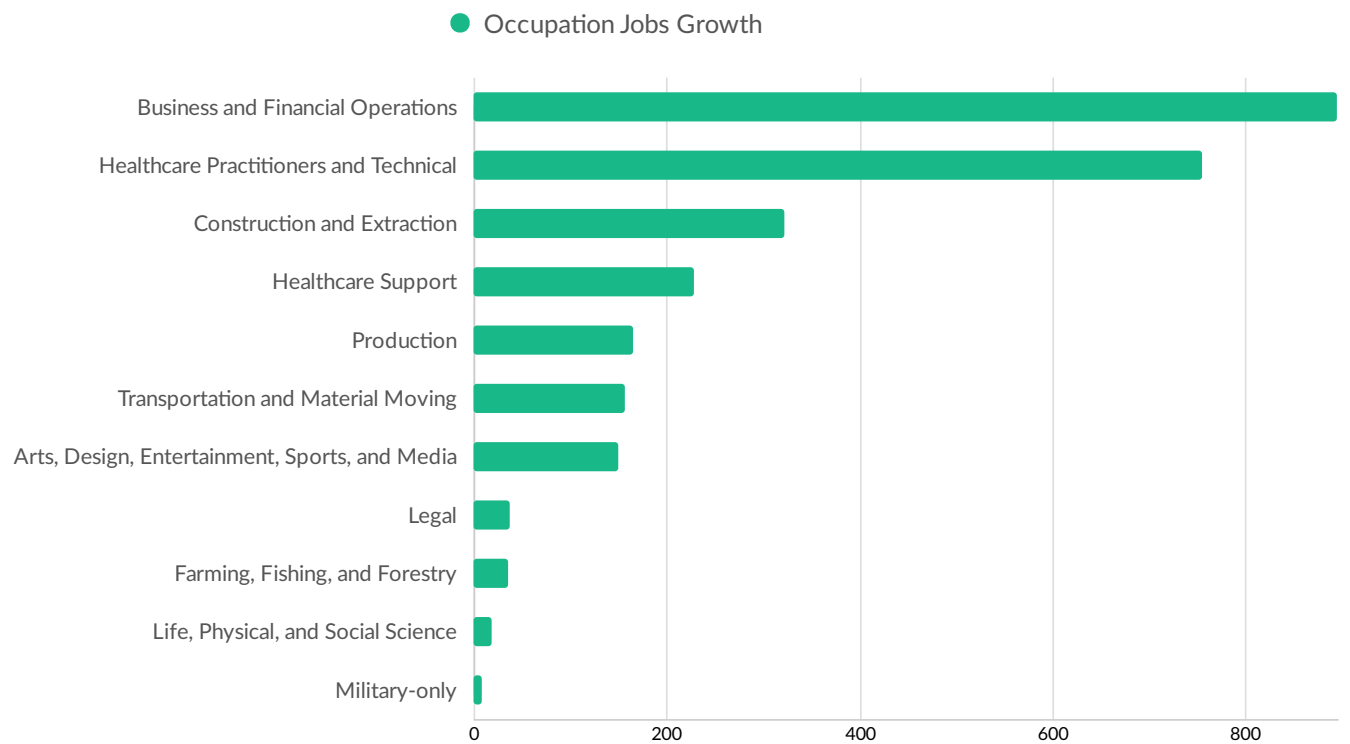
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

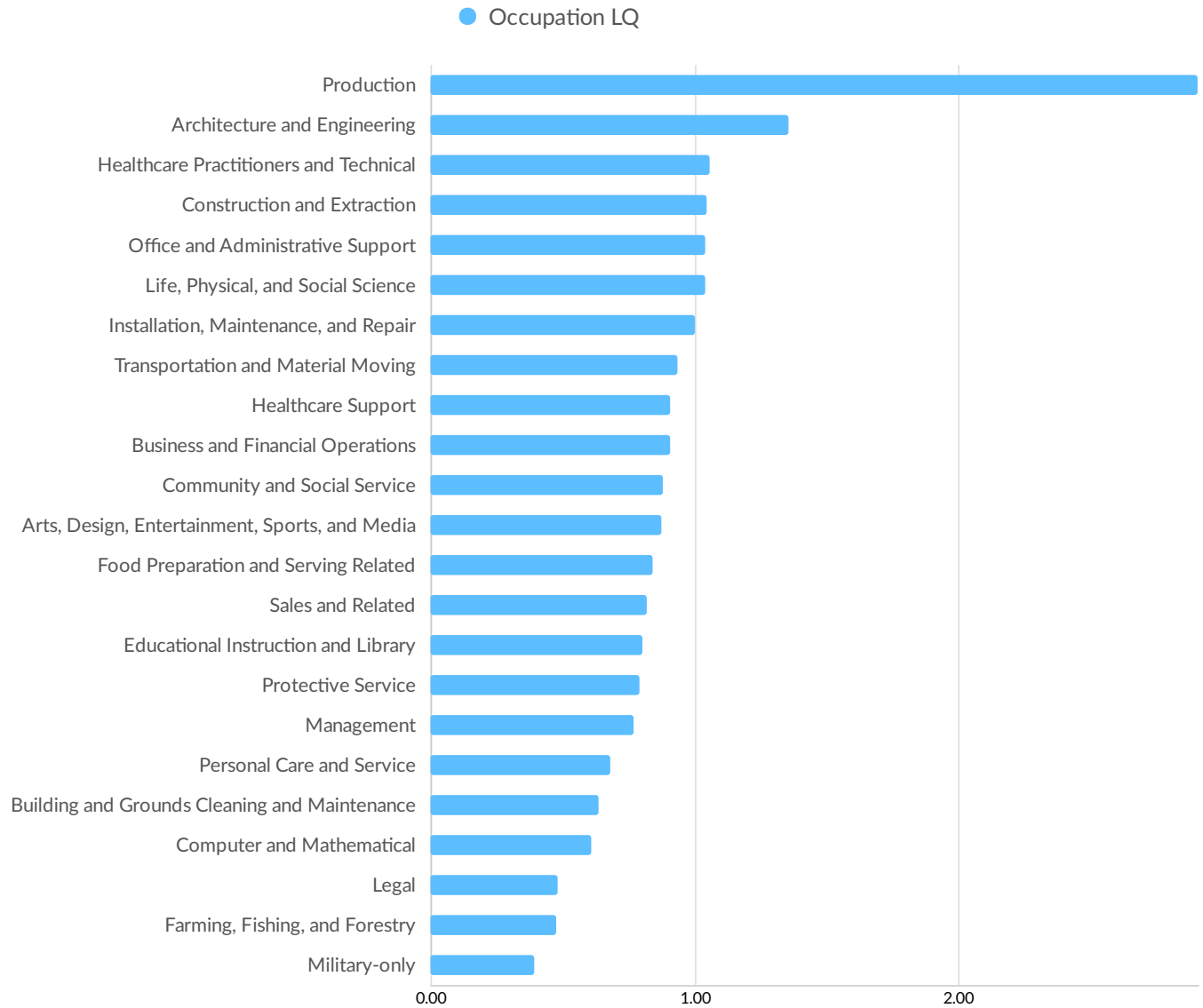
## Largest Occupations



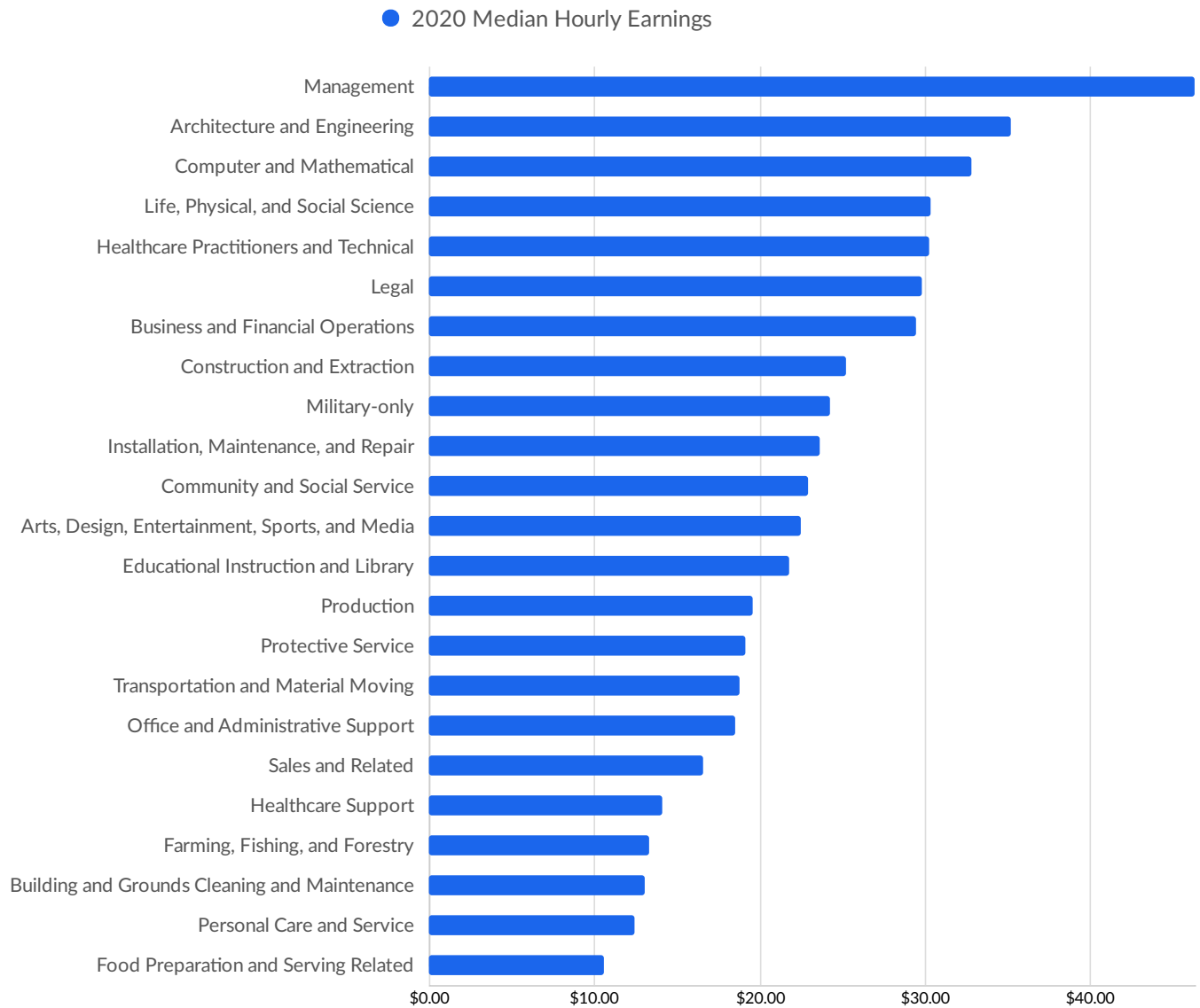
## Top Growing Occupations



## Top Occupation LQ

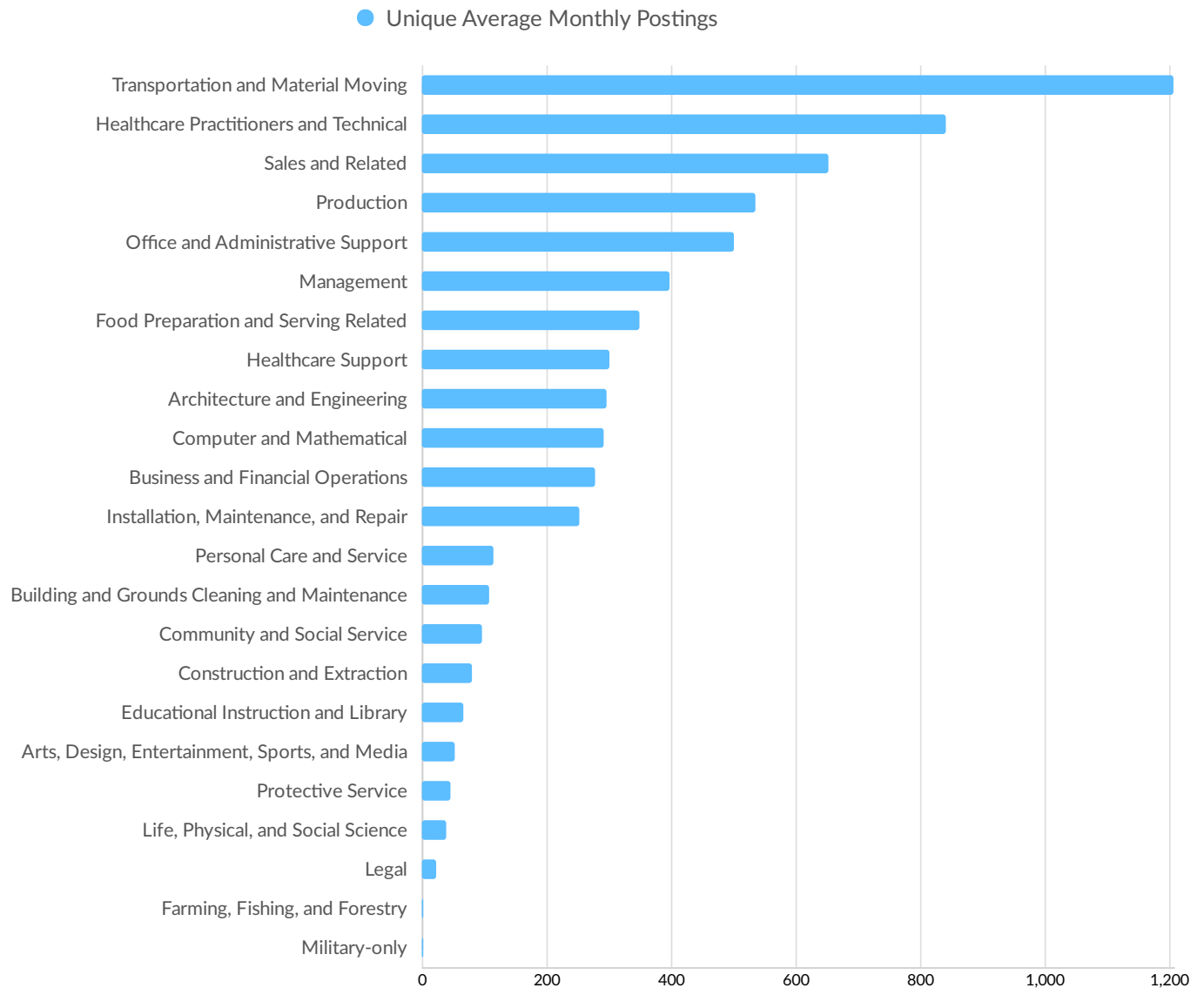


## Top Occupation Earnings

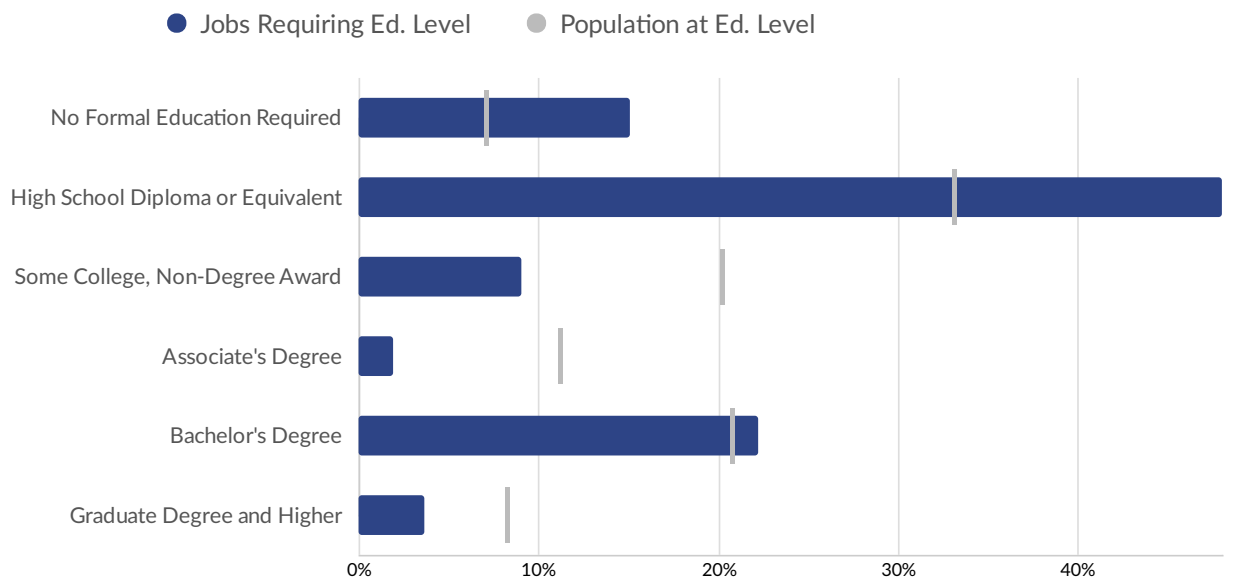




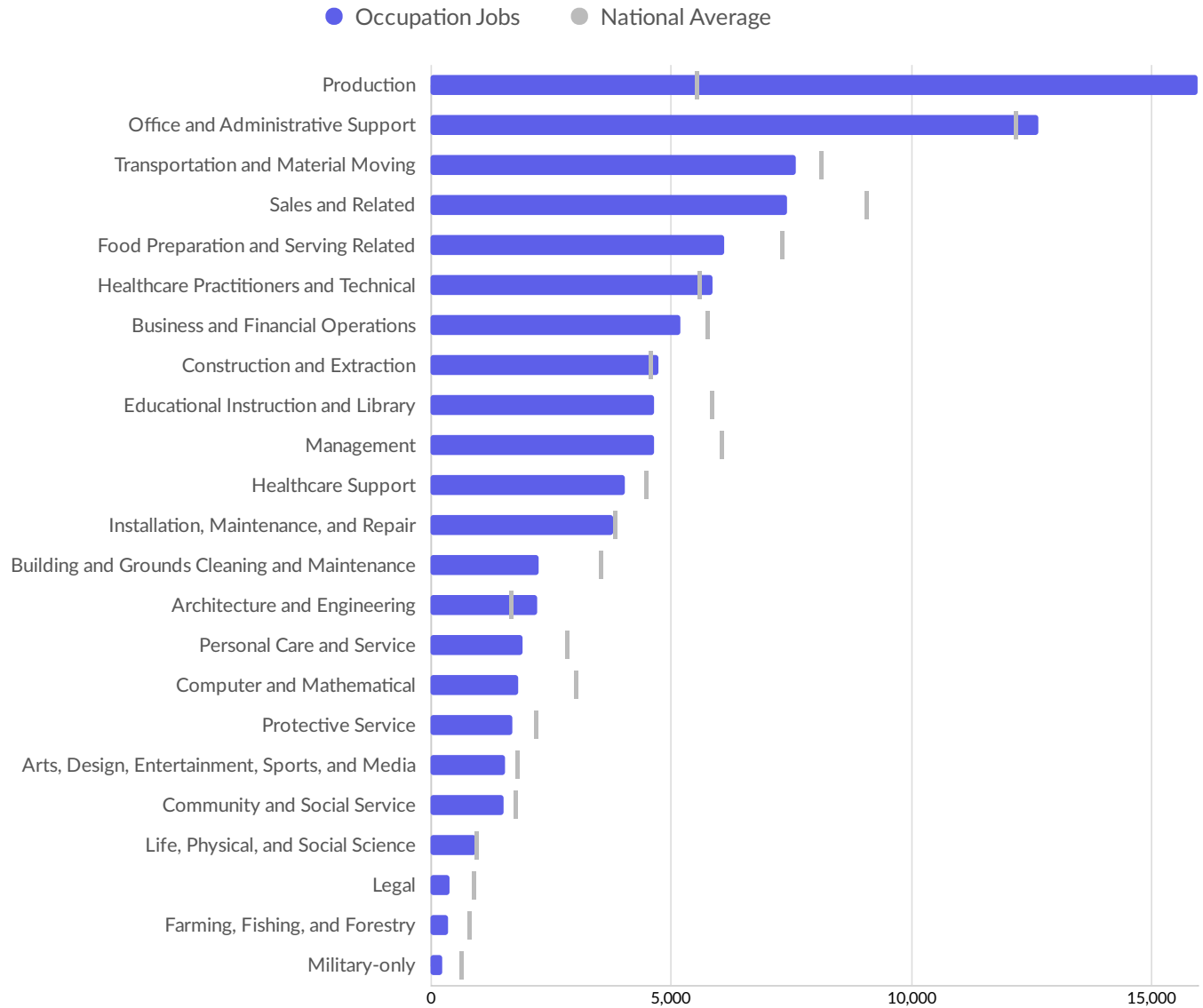
## Top Posted Occupations



## Underemployment

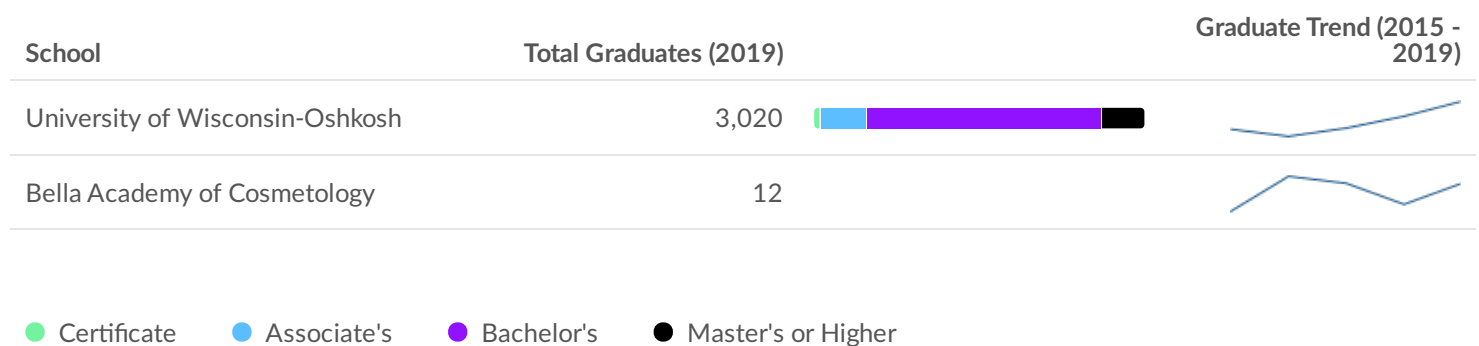


## Largest Occupations



## Educational Pipeline

In 2019, there were 3,032 graduates in Winnebago County, WI. This pipeline has grown by 19% over the last 5 years. The highest share of these graduates come from Registered Nursing/Registered Nurse, Elementary Education and Teaching, and "Biology/Biological Sciences, General".



## In-Demand Skills

