



Outagamie County, WI

ECWRPC



400 Ahnaip Street
Suite 100
Menasha, Wisconsin 54952

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Report Parameters

1 County

55087	Outagamie 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

189,181

Population (2020)

Population **grew by 5,853** over the last 5 years and is projected to **grow by 5,647** over the next 5 years.

113,665

Total Regional Employment

Jobs **decreased by 431** over the last 5 years but are projected to **grow by 1,297** over the next 5 years.

\$65.6K

Median Household Income (2019)

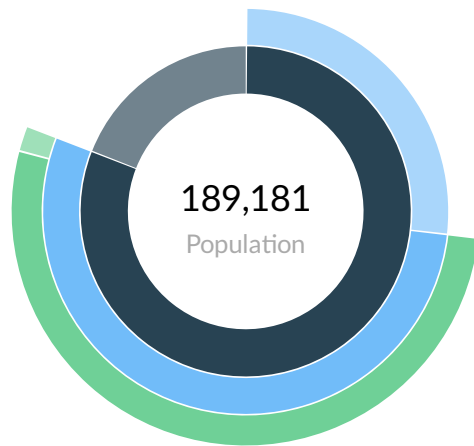
Median household income is **\$2.7K above** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 3.2%** since 2015, growing by 5,853. Population is expected to **increase by 3.0%** between 2020 and 2025, adding 5,647.
- From 2015 to 2020, jobs **declined by 0.4%** in Outagamie County, WI from 114,097 to **113,665**. This change **fell short of the national growth rate of 1.3% by 1.7%**. As the number of jobs declined, the **labor force participation rate decreased from 69.0% to 66.9% between 2015 and 2020**.
- Concerning educational attainment, **20.8% of Outagamie County, WI residents possess a Bachelor's Degree** (0.7% above the national average), and **13.2% hold an Associate's Degree** (4.6% above the national average).
- The top three industries in 2020 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Building Equipment Contractors.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	189,181	102,365	113,665	99.6	\$12.08B	\$14.21B	\$14.82B
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

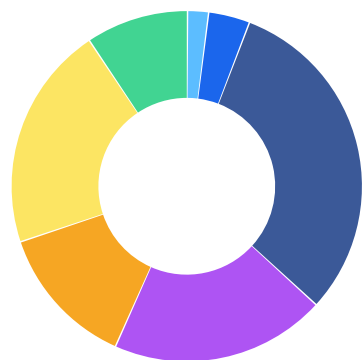
2020 Labor Force Breakdown



	Population
● Total Working Age Population	152,957
● Not in Labor Force (15+)	50,592
● Labor Force	102,365
● Employed	99,021
● Unemployed	3,344
● Under 15	36,224

Educational Attainment

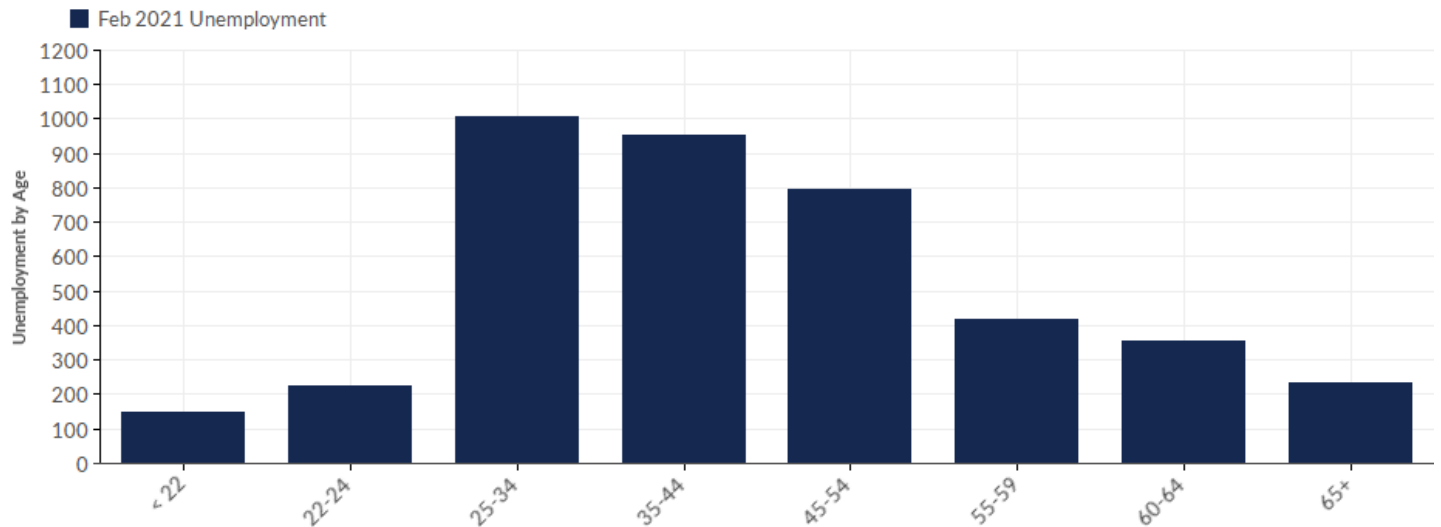
Concerning educational attainment, **20.8% of Outagamie County, WI residents possess a Bachelor's Degree** (0.7% above the national average), and **13.2% hold an Associate's Degree** (4.6% above the national average).



	% of Population	Population
● Less Than 9th Grade	1.9%	2,505
● 9th Grade to 12th Grade	3.8%	4,955
● High School Diploma	31.0%	40,193
● Some College	19.9%	25,775
● Associate's Degree	13.2%	17,117
● Bachelor's Degree	20.8%	26,933
● Graduate Degree and Higher	9.4%	12,257

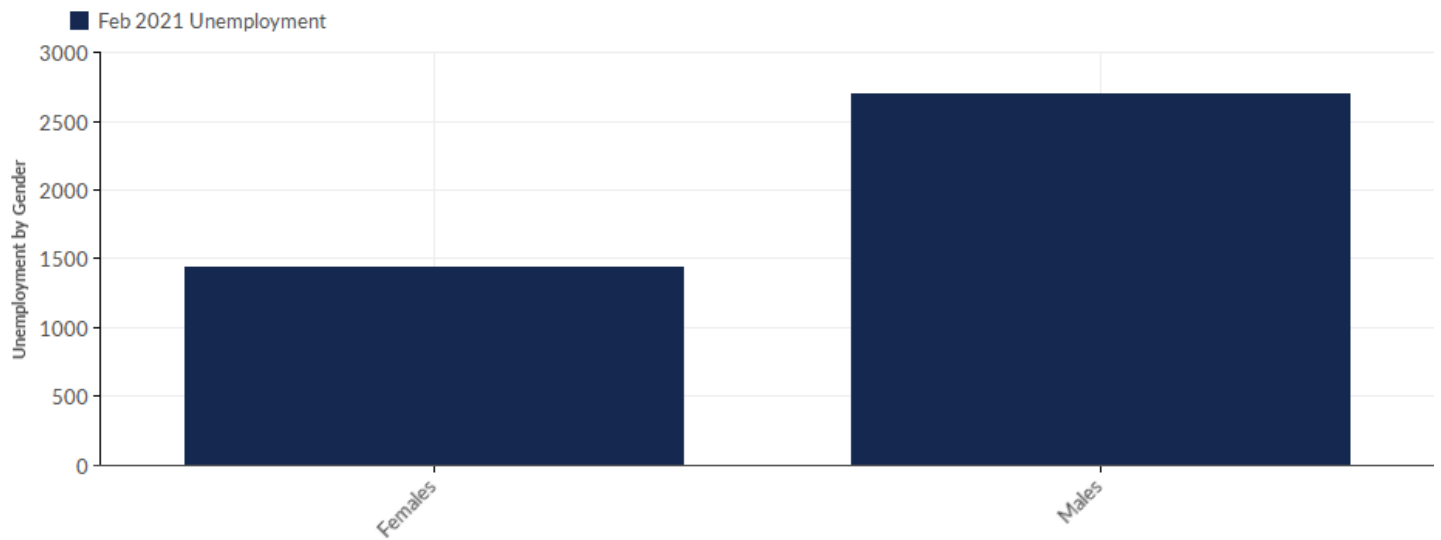
Unemployment by Demographics

Unemployment by Age



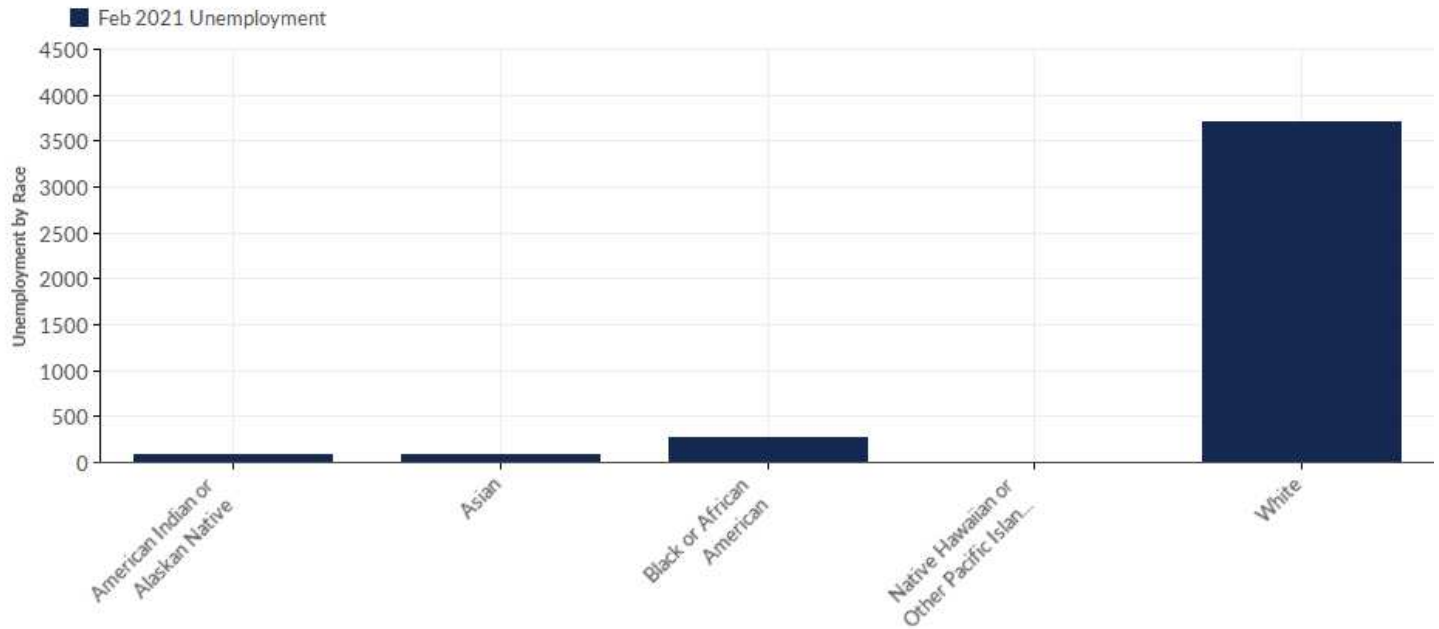
Age	Unemployment (Feb 2021)	% of Age Cohort
< 22	149	3.60%
22-24	225	5.44%
25-34	1,007	24.34%
35-44	955	23.08%
45-54	796	19.24%
55-59	417	10.08%
60-64	355	8.58%
65+	234	5.65%
Total	4,138	100.00%

Unemployment by Gender



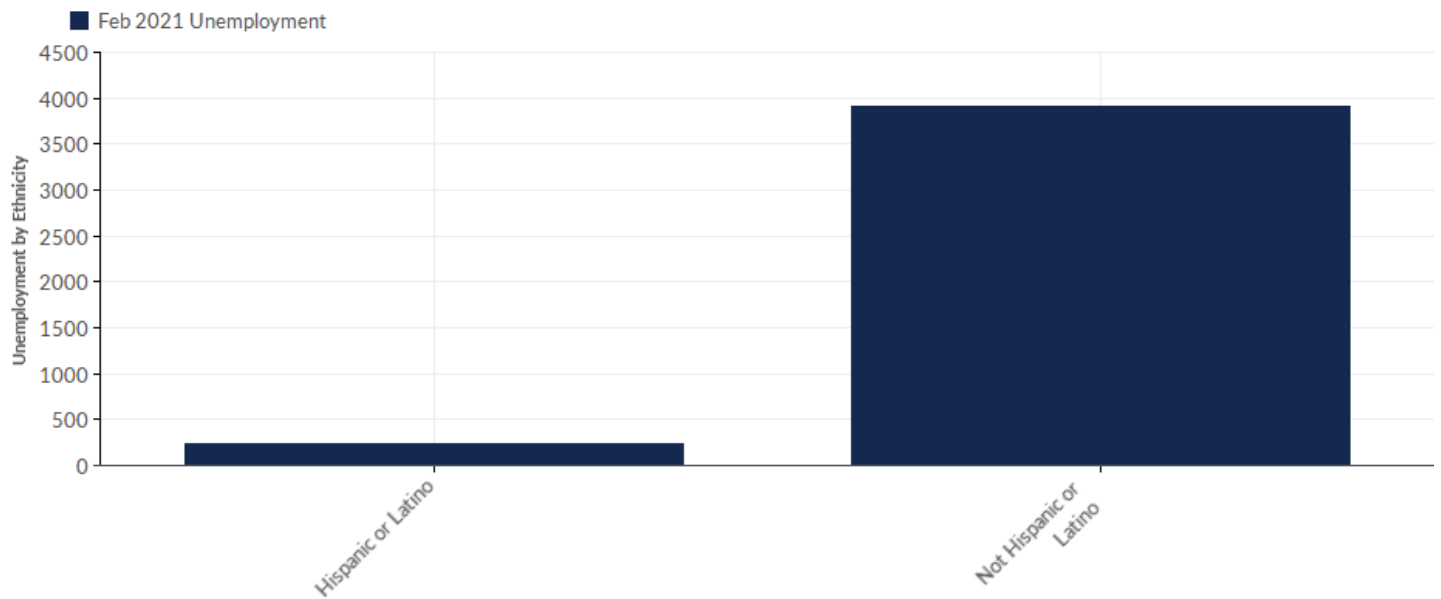
Gender	Unemployment (Feb 2021)	% of Age Cohort
Females	1,441	34.82%
Males	2,697	65.18%
Total	4,138	100.00%

Unemployment by Race



Race	Unemployment (Feb 2021)	% of Age Cohort
American Indian or Alaskan Native	87	2.10%
Asian	80	1.93%
Black or African American	263	6.36%
Native Hawaiian or Other Pacific Islander	8	0.19%
White	3,701	89.44%
Total	4,138	100.00%

Unemployment by Ethnicity

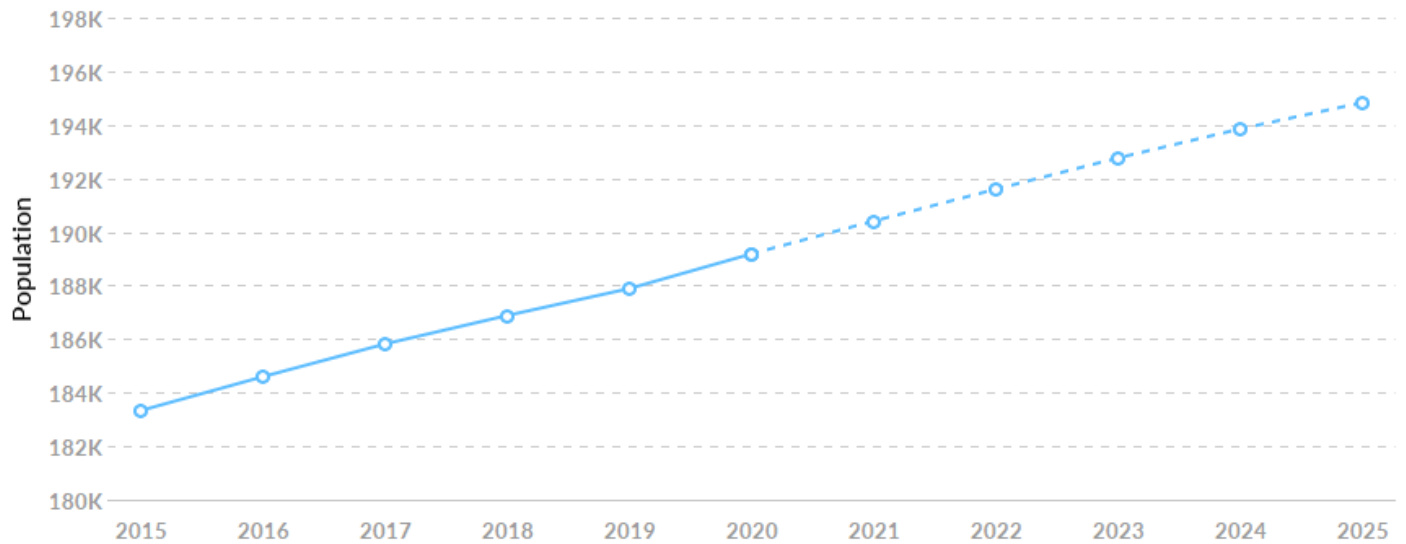


Ethnicity	Unemployment (Feb 2021)	% of Age Cohort
Hispanic or Latino	228	5.51%
Not Hispanic or Latino	3,910	94.49%
Total	4,138	100.00%

Historic & Projected Trends

Population Trends

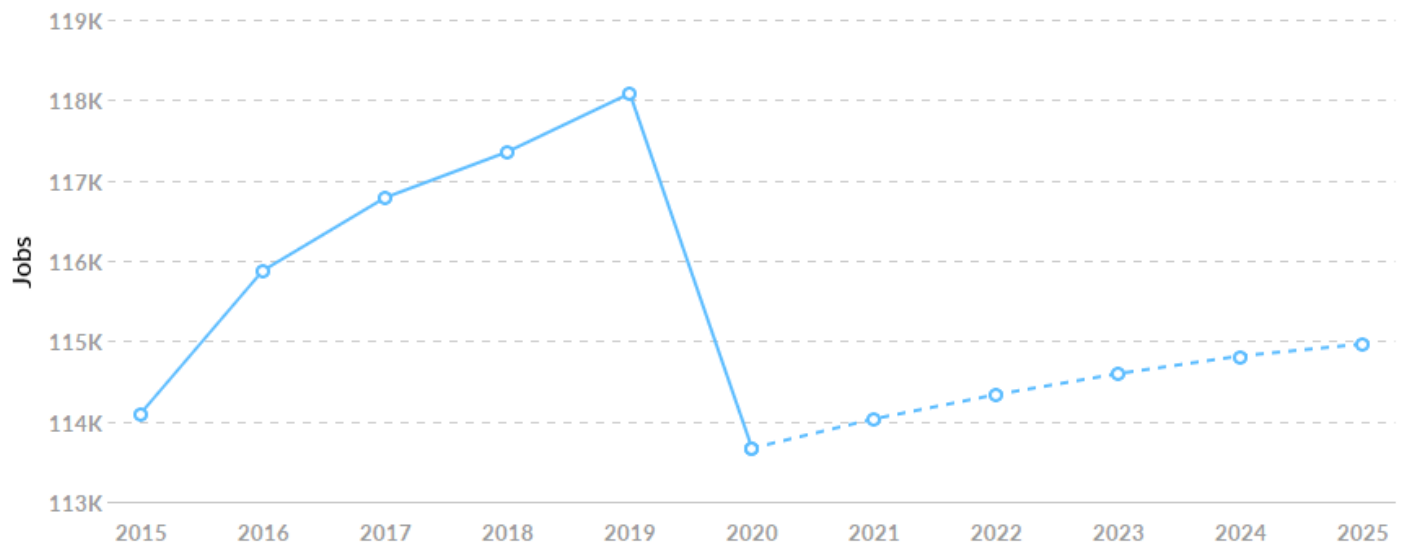
As of 2020 the region's population **increased by 3.2%** since 2015, growing by 5,853. Population is expected to **increase by 3.0%** between 2020 and 2025, adding 5,647.



Timeframe	Population
2015	183,328
2016	184,593
2017	185,816
2018	186,879
2019	187,885
2020	189,181
2021	190,405
2022	191,595
2023	192,761
2024	193,847
2025	194,828

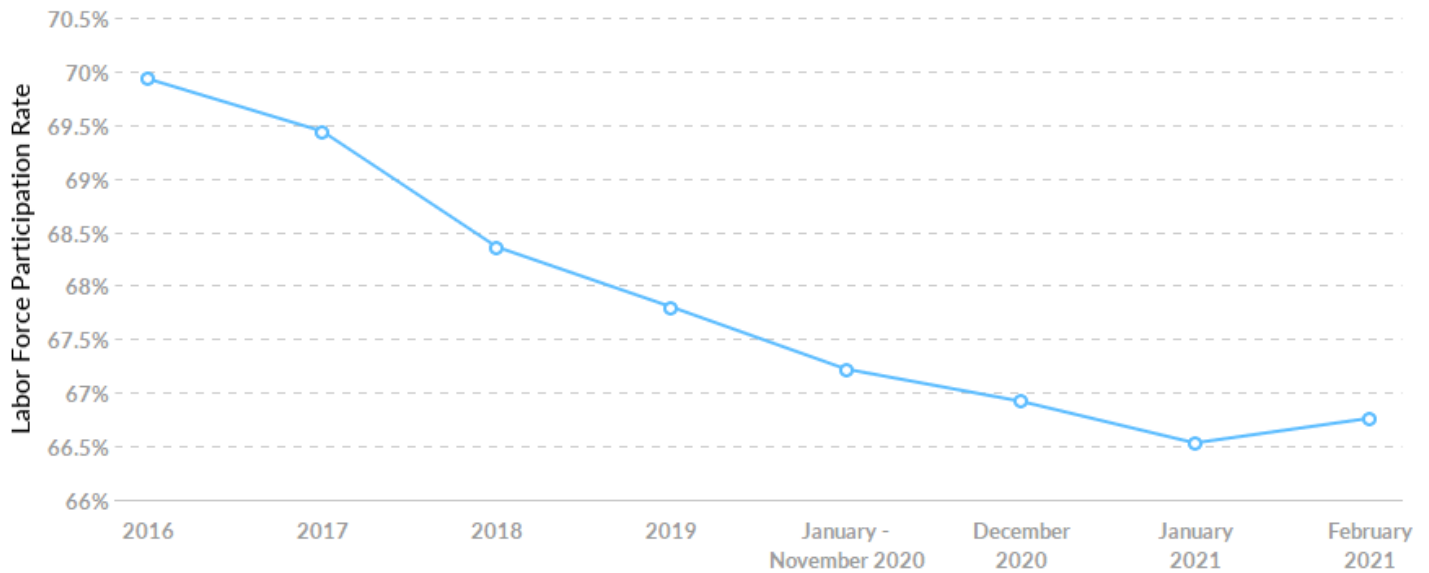
Job Trends

From 2015 to 2020, jobs **declined by 0.4%** in Outagamie County, WI from 114,097 to **113,665**. This change **fell short of the national growth rate of 1.3%** by **1.7%**.



Timeframe	Jobs
2015	114,097
2016	115,876
2017	116,784
2018	117,354
2019	118,079
2020	113,665
2021	114,030
2022	114,333
2023	114,594
2024	114,814
2025	114,963

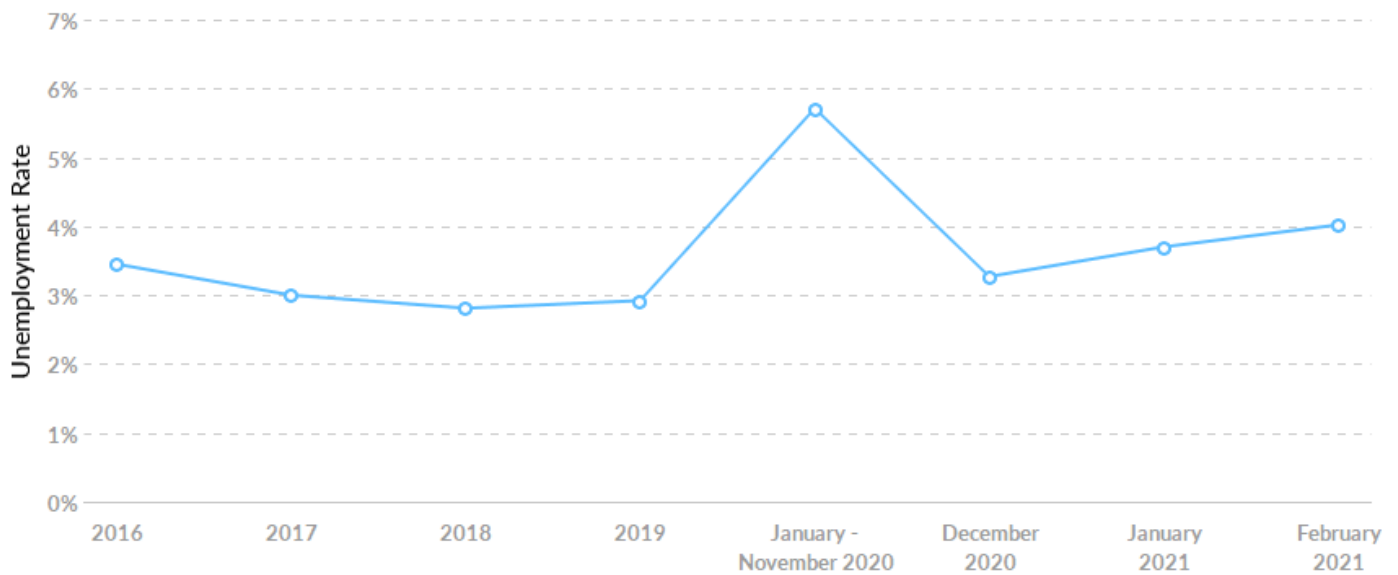
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	69.93%
2017	69.44%
2018	68.36%
2019	67.80%
January - November 2020	67.22%
December 2020	66.92%
January 2021	66.53%
February 2021	66.76%

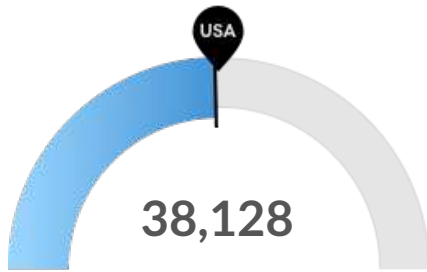
Unemployment Rate Trends

Outagamie County, WI had a February 2021 unemployment rate of 4.02%, **increasing from 3.45% 5 years before.**



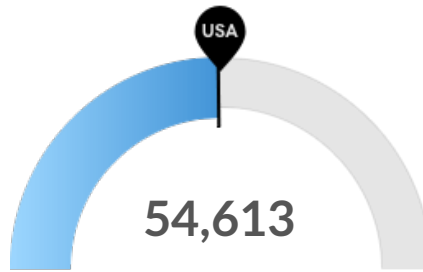
Timeframe	Unemployment Rate
2016	3.45%
2017	3.00%
2018	2.81%
2019	2.92%
January - November 2020	5.71%
December 2020	3.27%
January 2021	3.70%
February 2021	4.02%

Population Characteristics



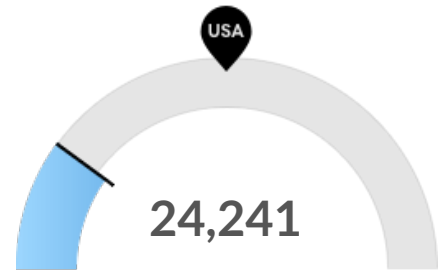
Millennials

Outagamie County, WI has 38,128 millennials (ages 25-39). The national average for an area this size is 38,739.



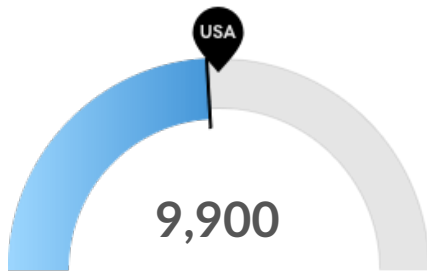
Retiring Soon

Retirement risk is about average in Outagamie County, WI. The national average for an area this size is 55,241 people 55 or older, while there are 54,613 here.



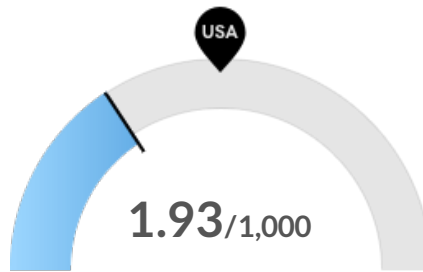
Racial Diversity

Racial diversity is low in Outagamie County, WI. The national average for an area this size is 74,944 racially diverse people, while there are 24,241 here.



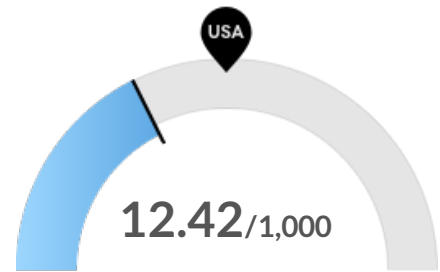
Veterans

Outagamie County, WI has 9,900 veterans. The national average for an area this size is 10,435.



Violent Crime

Outagamie County, WI has 1.93 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

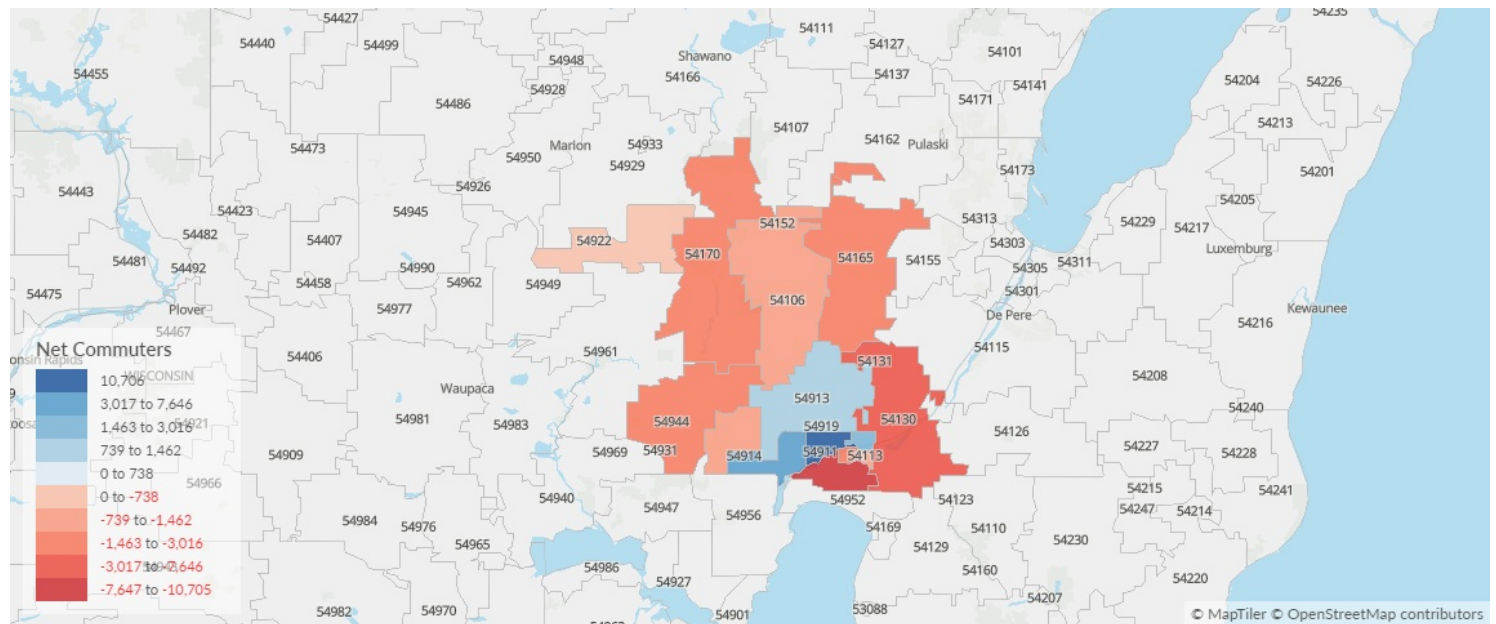


Property Crime

Outagamie County, WI has 12.42 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 Outagamie County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #4 for resident workers. The top ZIP for resident workers is 54915.



Where Talent Works

ZIP	Name	2020 Employment
54911	Appleton, WI (in Outag...	24,130
54914	Appleton, WI (in Outag...	21,368
54915	Appleton, WI (in Outag...	15,545
54913	Appleton, WI (in Outag...	13,047
54130	Kaukauna, WI (in Outag...	11,813

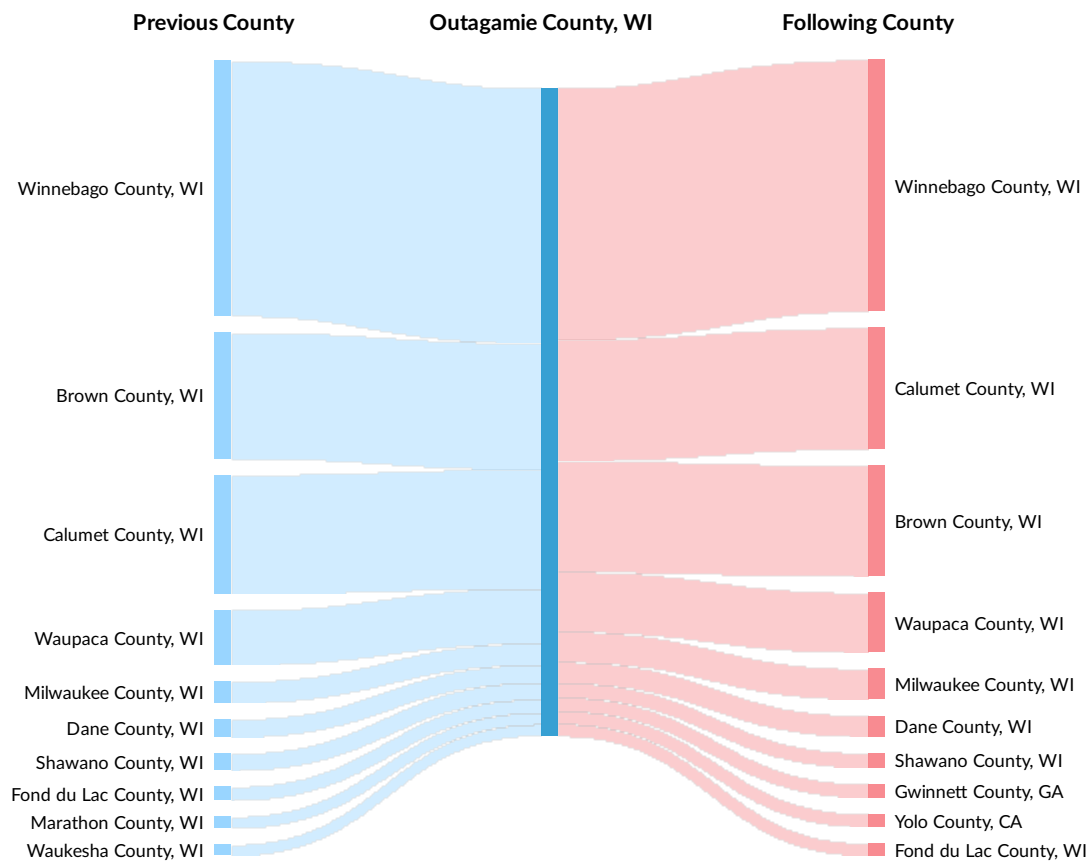
Where Talent Lives

ZIP	Name	2020 Workers
54915	Appleton, WI (in Outag...	23,192
54914	Appleton, WI (in Outag...	17,083
54130	Kaukauna, WI (in Outag...	15,420
54911	Appleton, WI (in Outag...	13,424
54913	Appleton, WI (in Outag...	12,204

Inbound and Outbound Migration

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

As of 2018, 2,237 people have migrated from Winnebago County, WI to Outagamie County, WI. In the same year, 2,206 people left Outagamie County, WI migrating to Winnebago County, WI. The total Net Migration for Outagamie County, WI in 2018 was -351.



Top Previous Counties	Migrations
Winnebago County, WI	2,237
Brown County, WI	1,105
Calumet County, WI	1,043
Waupaca County, WI	482
Milwaukee County, WI	188
Dane County, WI	157

Top Previous Counties	Migrations
Shawano County, WI	146
Fond du Lac County, WI	118
Marathon County, WI	101
Waukesha County, WI	96
Manitowoc County, WI	93
Cook County, IL	84
Oconto County, WI	83
Portage County, WI	74
Thurston County, WA	73
Fulton County, GA	56
Sheboygan County, WI	55
Wood County, WI	54
Maricopa County, AZ	51
Washington County, WI	50
Anchorage Borough County, AK	49
Dakota County, MN	46
Pasco County, FL	45
Middlesex County, NJ	43
Kewaunee County, WI	41
Kenosha County, WI	40
Lane County, OR	39
Marinette County, WI	38
Bexar County, TX	35
Eau Claire County, WI	34
Hennepin County, MN	34
San Diego County, CA	33

Top Previous Counties	Migrations
Oneida County, WI	33
Rock County, WI	33
La Crosse County, WI	33
Seminole County, FL	33
Orange County, CA	33
Waushara County, WI	32
Douglas County, NE	32
Washtenaw County, MI	32
Hartford County, CT	31
Racine County, WI	31
El Paso County, CO	30
Dodge County, WI	28
Ozaukee County, WI	27
Door County, WI	24
Morris County, NJ	24
Lake County, IL	24
Chippewa County, WI	24
Brevard County, FL	23
Huron County, MI	22
San Bernardino County, CA	22
Spokane County, WA	21
Johnson County, IA	20
Sauk County, WI	20
Douglas County, MN	19
Polk County, IA	19
Stearns County, MN	19

Top Previous Counties	Migrations
Lee County, FL	17
Charlotte County, FL	17
Collin County, TX	16
Honolulu County, HI	16
Berrien County, MI	16
Langlade County, WI	16
Carver County, MN	16
Jefferson County, WI	15
Travis County, TX	15
Okmulgee County, OK	15
Kings County, NY	15
Forest County, WI	14
Green Lake County, WI	14
Menominee County, MI	14
Ramsey County, MN	13
Marion County, FL	13
Fremont County, WY	13
Fairfax County, VA	13
Dunn County, WI	13
Jefferson County, WV	12
Collier County, FL	12
Pierce County, WA	12
Dickinson County, MI	12
Citrus County, FL	12
Utah County, UT	12
Marquette County, MI	11

Top Previous Counties	Migrations
Wayne County, MI	11
Anoka County, MN	10
Blue Earth County, MN	10
DuPage County, IL	10
Cache County, UT	10
Lincoln County, WI	9
Shiawassee County, MI	9
Philadelphia County, PA	9
Walworth County, WI	8
Los Angeles County, CA	8
Nassau County, NY	8
Charlottesville City County, VA	8
Kent County, MI	8
Genesee County, MI	8
Will County, IL	8
Pima County, AZ	8
Vilas County, WI	7
Pierce County, WI	7
Dauphin County, PA	7
New York County, NY	6
Oconee County, SC	6
Menominee County, WI	6
Richland County, SC	6
Clay County, KY	6
Davidson County, TN	5
Hamilton County, OH	5

Top Previous Counties	Migrations
Charles County, MD	5
Pinellas County, FL	5
Story County, IA	5
Dubuque County, IA	5
Grant County, WI	5
Wright County, MN	5
Burnett County, WI	5
Houghton County, MI	5
Richland County, WI	5
Volusia County, FL	4
Norfolk City County, VA	4
Mobile County, AL	4
Monroe County, WI	4
Broomfield County, CO	4
Santa Clara County, CA	3
Crawford County, WI	3
Tippecanoe County, IN	3
Houston County, AL	3
Jackson County, WI	3
Iron County, WI	3
Chesterfield County, VA	2
Ashland County, WI	2
Price County, WI	2
St. Louis County, MN	2
Mohave County, AZ	2
Columbia County, WI	2

Top Previous Counties	Migrations
Polk County, WI	2
Chatham County, GA	2
Marquette County, WI	2
Sawyer County, WI	1
Winona County, MN	1
Iowa County, WI	1
Williamsburg City County, VA	1
Putnam County, IN	1
Taylor County, WI	1
Washburn County, WI	1
Lafayette County, WI	1
Douglas County, WI	1
Anderson County, KY	0
Schuyler County, IL	0
Mecklenburg County, VA	0
Top Following Counties	Migrations
Winnebago County, WI	2,206
Calumet County, WI	1,062
Brown County, WI	972
Waupaca County, WI	524
Milwaukee County, WI	266
Dane County, WI	184
Shawano County, WI	127
Gwinnett County, GA	119
Yolo County, CA	112
Fond du Lac County, WI	108

Top Following Counties	Migrations
Cook County, IL	95
Oconto County, WI	79
Waukesha County, WI	77
Greene County, TN	76
Daviess County, KY	75
Marinette County, WI	72
Waushara County, WI	68
Marathon County, WI	65
Robeson County, NC	58
Manitowoc County, WI	57
Ozaukee County, WI	56
Hennepin County, MN	56
Maricopa County, AZ	55
DuPage County, IL	55
Racine County, WI	47
Dodge County, WI	45
Portage County, WI	42
Langlade County, WI	41
Washington County, WI	40
Honolulu County, HI	39
Hamilton County, OH	38
Douglas County, CO	38
Oneida County, WI	38
Rock County, WI	38
Volusia County, FL	37
La Crosse County, WI	36

Top Following Counties	Migrations
Sacramento County, CA	33
Sheboygan County, WI	33
Kenosha County, WI	33
Hamilton County, IN	33
Utah County, UT	31
Virginia Beach City County, VA	30
Door County, WI	30
Riverside County, CA	26
San Diego County, CA	26
Travis County, TX	26
Fairfax County, VA	26
Hampton City County, VA	26
Kitsap County, WA	24
Ramsey County, MN	23
Winona County, MN	23
Black Hawk County, IA	23
Anderson County, SC	23
Sarasota County, FL	23
King County, WA	23
Mower County, MN	21
Polk County, WI	21
Lake County, IL	20
Lenawee County, MI	20
Passaic County, NJ	19
Cheatham County, TN	19
Berkeley County, SC	19

Top Following Counties	Migrations
Crawford County, WI	18
Butler County, PA	18
Cass County, ND	18
Grant County, WI	18
Knox County, TN	17
Eau Claire County, WI	17
Cuyahoga County, OH	17
Polk County, IA	17
Ingham County, MI	17
Cottonwood County, MN	17
Washington County, UT	16
Stafford County, VA	16
Faulkner County, AR	16
Codington County, SD	16
Ottawa County, MI	16
Itasca County, MN	15
Lucas County, OH	15
Philadelphia County, PA	15
Allegheny County, PA	15
Clarke County, GA	14
Chittenden County, VT	14
Dunn County, WI	13
Ashland County, WI	13
Bayfield County, WI	13
Menominee County, WI	13
Multnomah County, OR	13

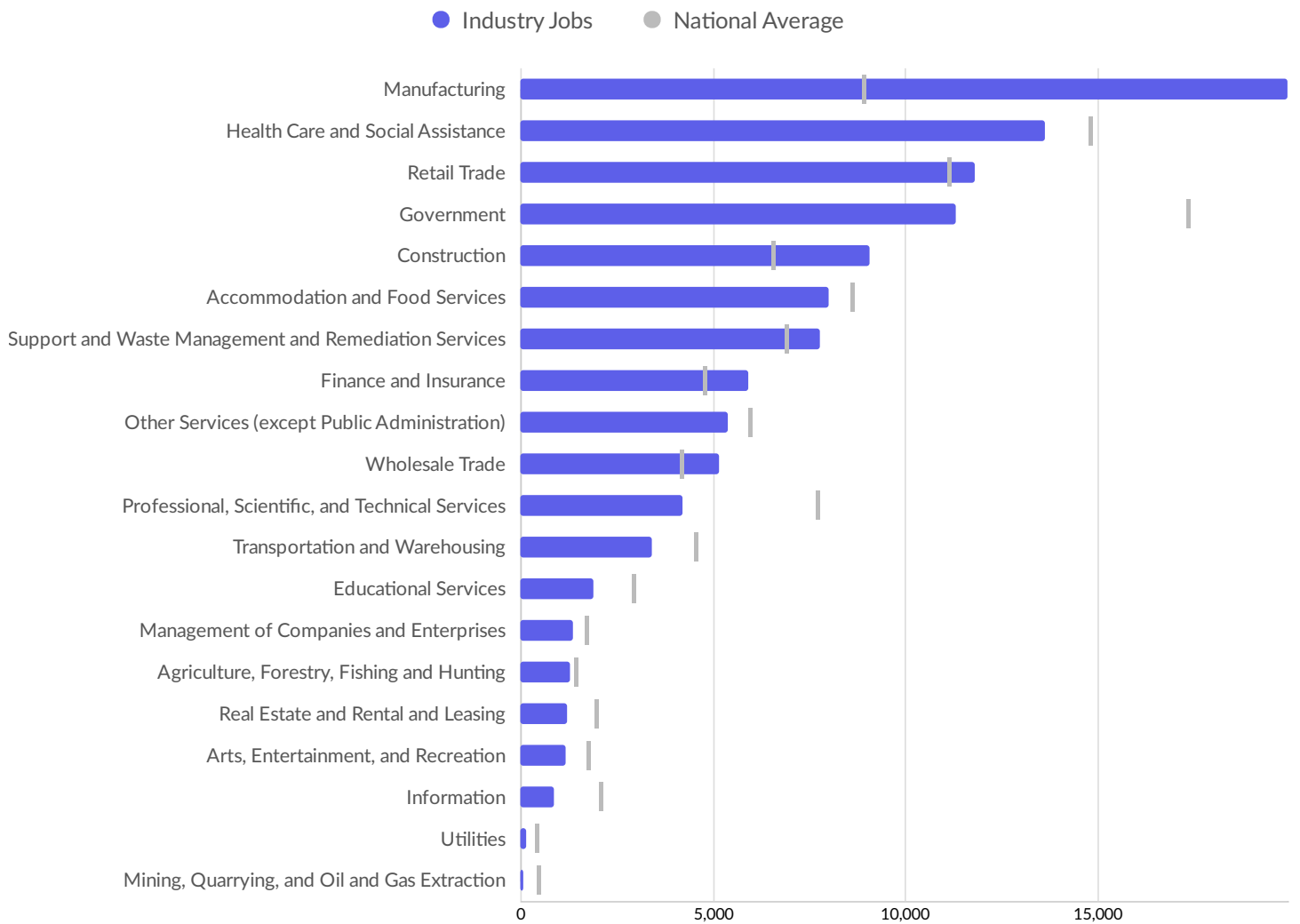
Top Following Counties	Migrations
Chester County, PA	13
Franklin County, PA	13
Winnebago County, IL	12
Litchfield County, CT	12
Sandoval County, NM	12
Harrison County, MS	12
Vance County, NC	12
Olmsted County, MN	11
Brown County, MN	11
Hampshire County, MA	11
Douglas County, KS	10
Huron County, OH	10
Wayne County, MI	10
Arlington County, VA	10
Oakland County, MI	9
Walworth County, WI	9
Deschutes County, OR	9
Contra Costa County, CA	9
Saline County, AR	9
Routt County, CO	8
Chippewa County, WI	8
Elkhart County, IN	7
Ontonagon County, MI	7
Beltrami County, MN	7
Cobb County, GA	7
Miami-Dade County, FL	7

Top Following Counties	Migrations
Oklahoma County, OK	7
Pinellas County, FL	7
Spartanburg County, SC	7
Lincoln County, WI	7
Broomfield County, CO	7
Pima County, AZ	7
El Paso County, CO	7
Lake County, IN	7
Morris County, NJ	6
Snohomish County, WA	5
Richland County, WI	5
Tompkins County, NY	5
Clinton County, IA	5
Sauk County, WI	4
Delaware County, PA	4
Westchester County, NY	4
Boulder County, CO	4
Linn County, IA	4
Wood County, WI	3
Menominee County, MI	3
San Francisco County, CA	3
Trempealeau County, WI	3
Jackson County, IA	2
Juneau County, WI	2
Monroe County, WI	2
McCracken County, KY	1

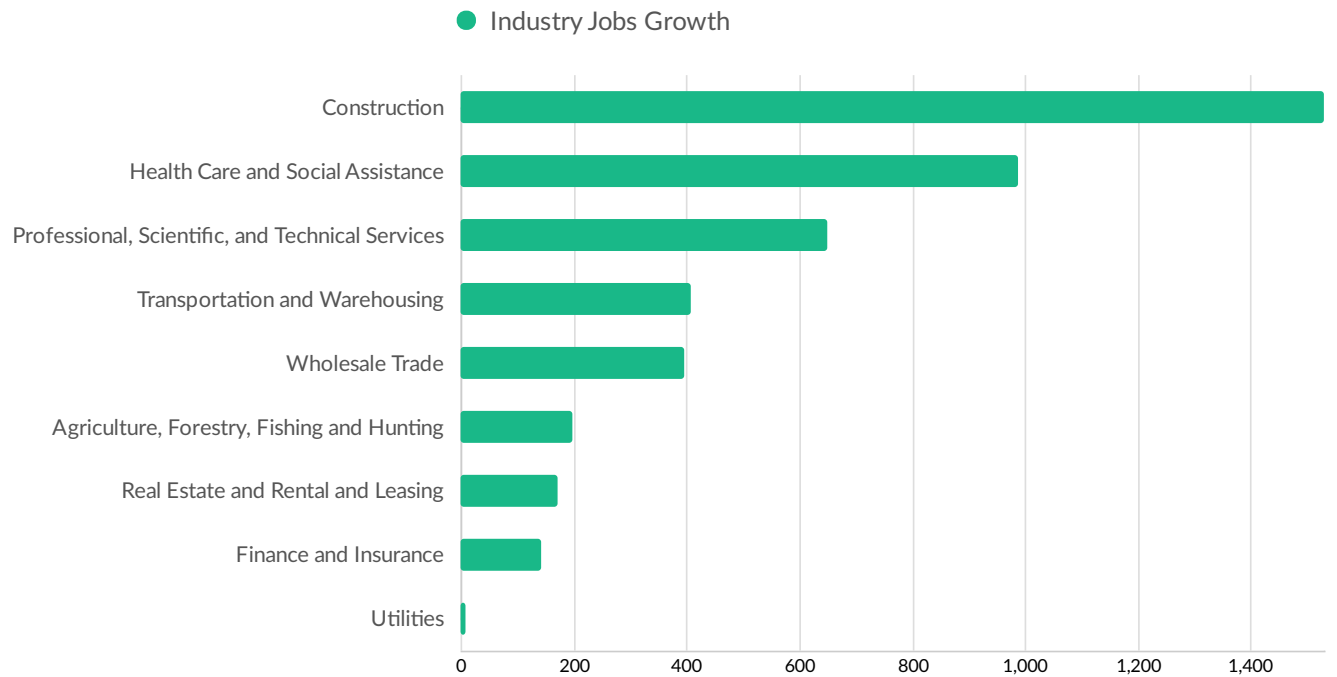
Top Following Counties	Migrations
Tuolumne County, CA	1
Porter County, IN	1
St. Louis County, MO	1
Marquette County, WI	1

Industry Characteristics

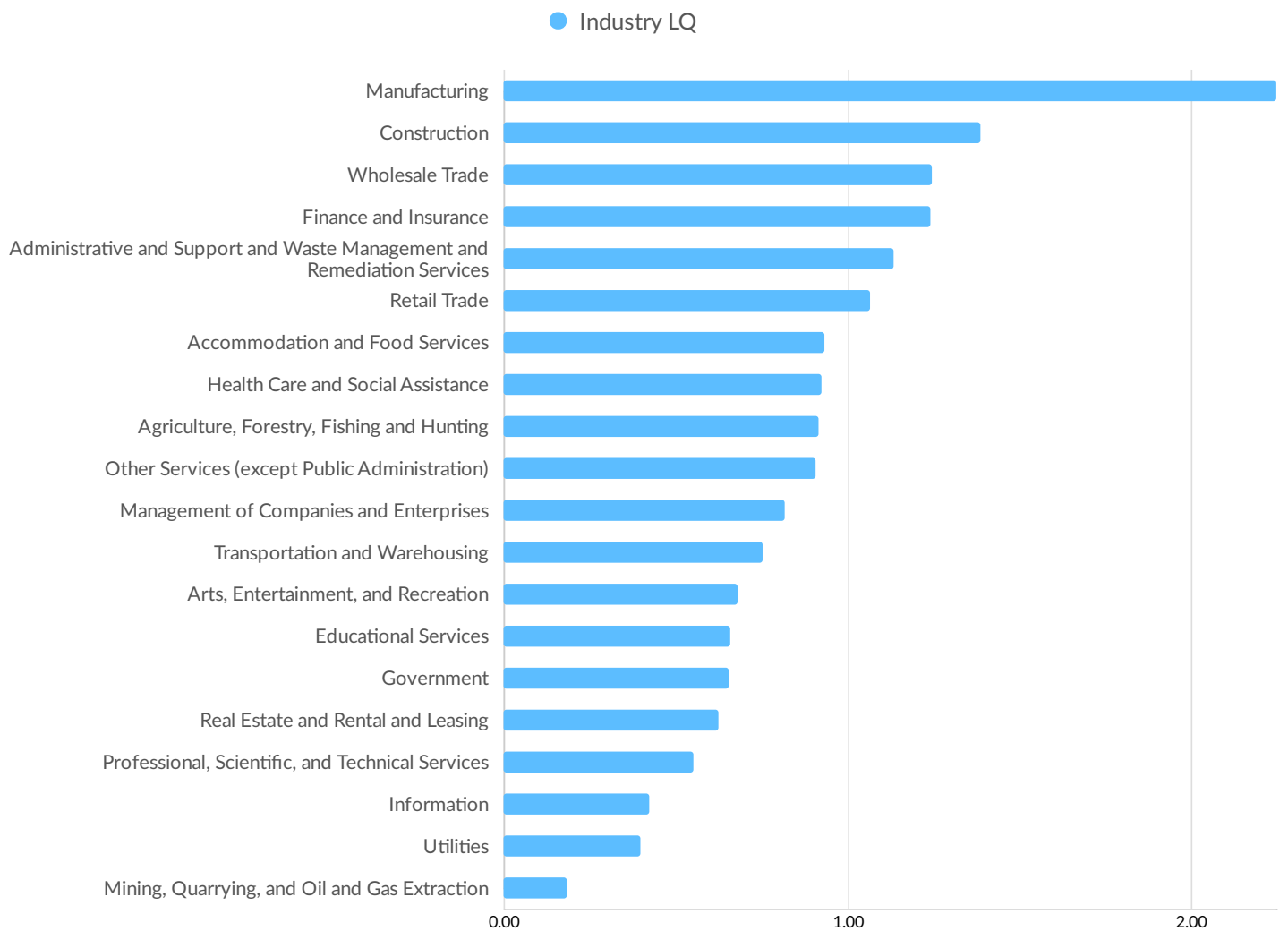
Largest Industries



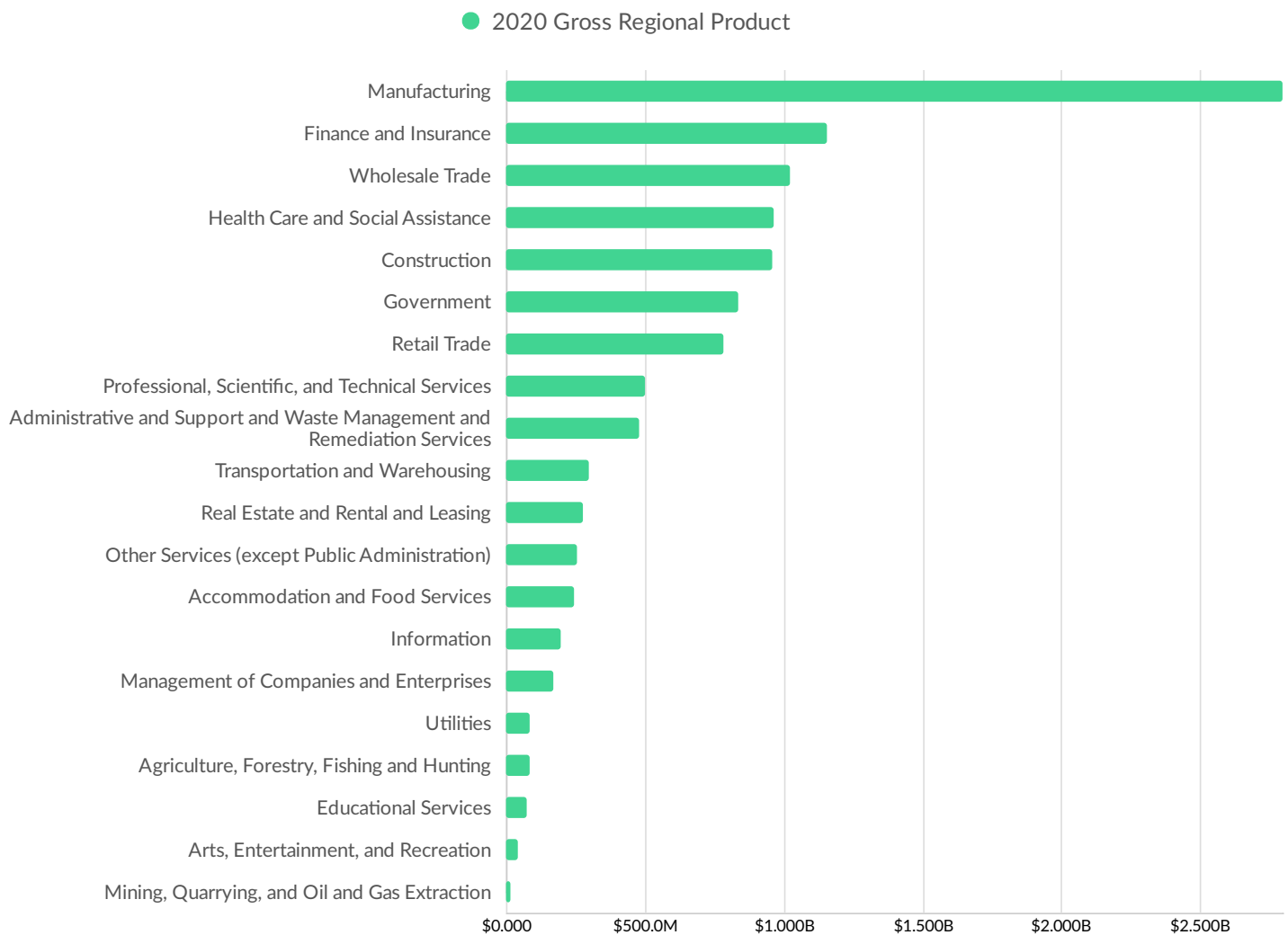
Top Growing Industries



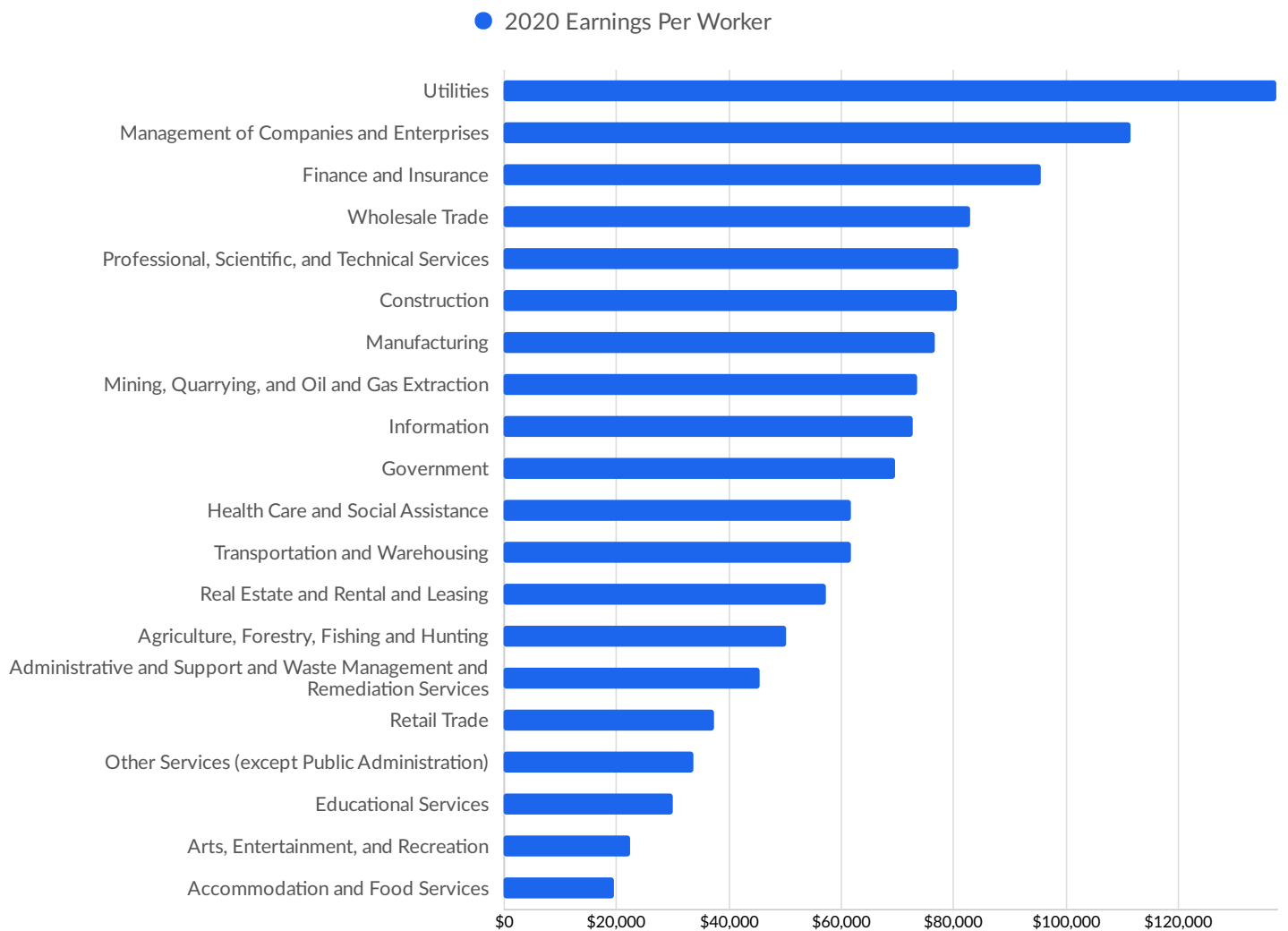
Top Industry LQ



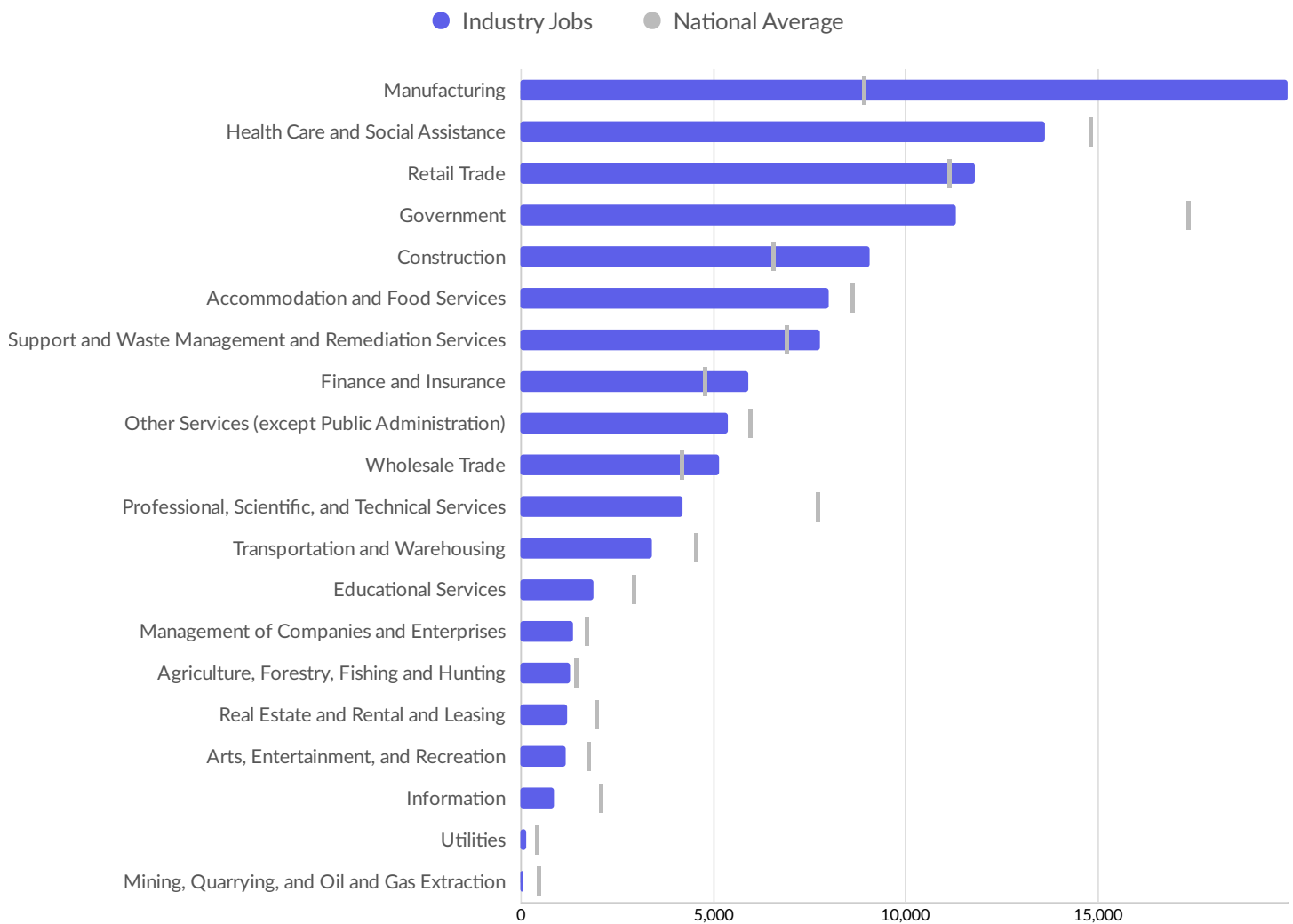
Top Industry GRP



Top Industry Earnings























Largest Industries



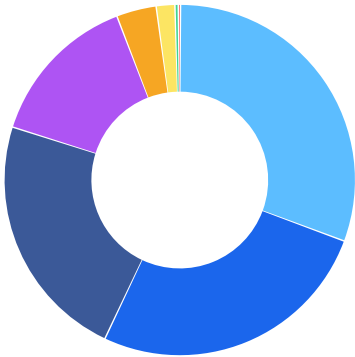
Business Characteristics

11,821 Companies Employ Your Workers

Online profiles for your workers mention 11,821 companies as employers, with the top 10 appearing below. In the last 12 months, 4,378 companies in Outagamie County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Thedacare, Inc.	994 	Nurses PRN	1,089 
Thrivent Financial For Lutherans	850 	Aerotek, Inc.	471 
Appleton Area School District	453 	Thedacare, Inc.	453 
Fox Valley Technical College	397 	Ascension	437 
Miller Electric Mfg. Co.	298 	Amazon.com, Inc.	384 
St. Lawrence University	285 	Roehl Transport, Inc.	364 
J. J. Keller & Associates, Inc.	272 	Oshkosh Corporation	362 
Oshkosh Corporation	270 	County of Outagamie	326 
Secura Insurance	263 	C.R. England, Inc.	308 
State of Wisconsin	256 	USTechForce	305 

Business Size

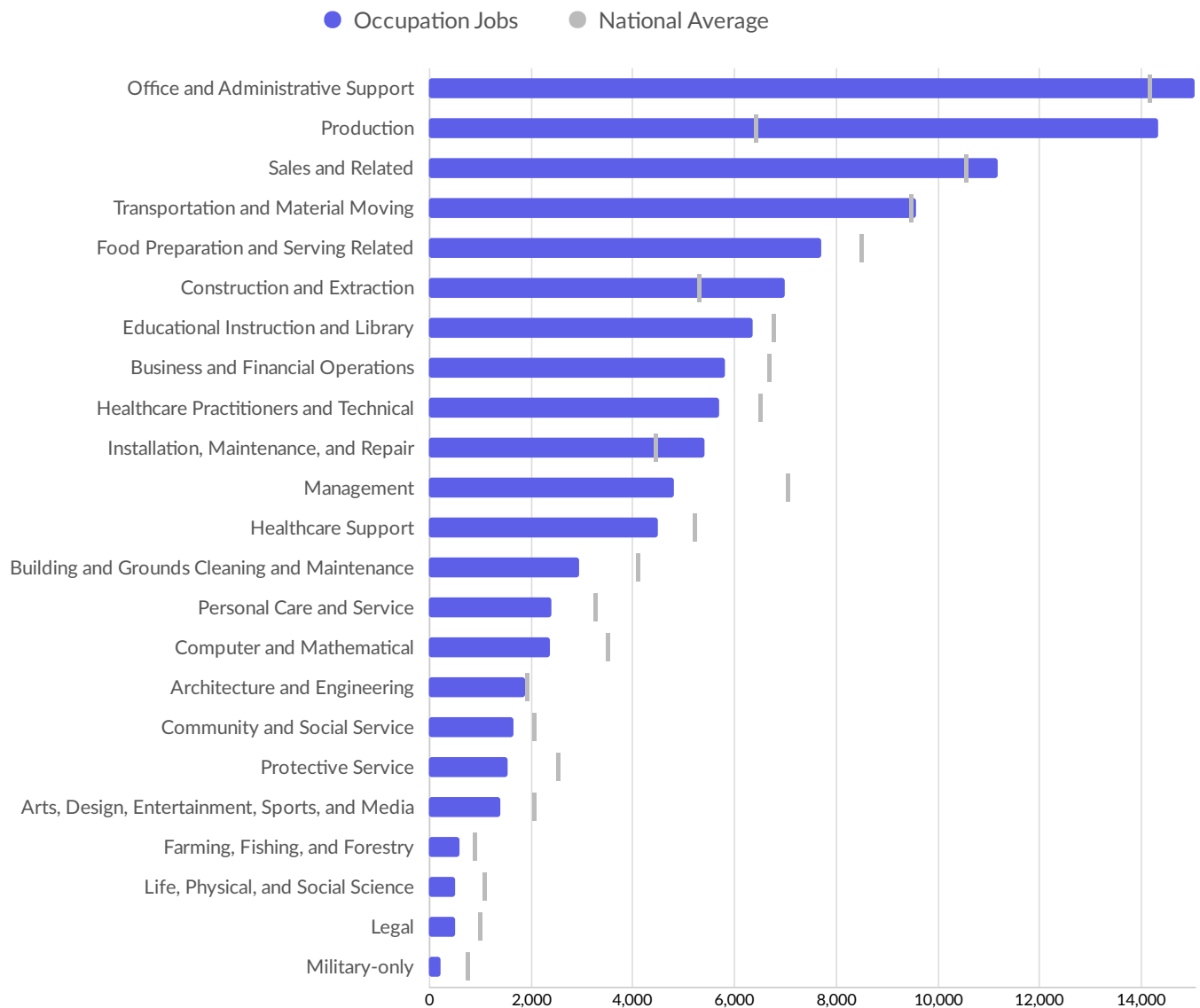


	Percentage	Business Count
1 to 4 employees	30.6%	2,088
5 to 9 employees	26.4%	1,800
10 to 19 employees	22.9%	1,561
20 to 49 employees	14.3%	975
50 to 99 employees	3.7%	251
100 to 249 employees	1.7%	117
250 to 499 employees	0.3%	21
500+ employees	0.2%	14

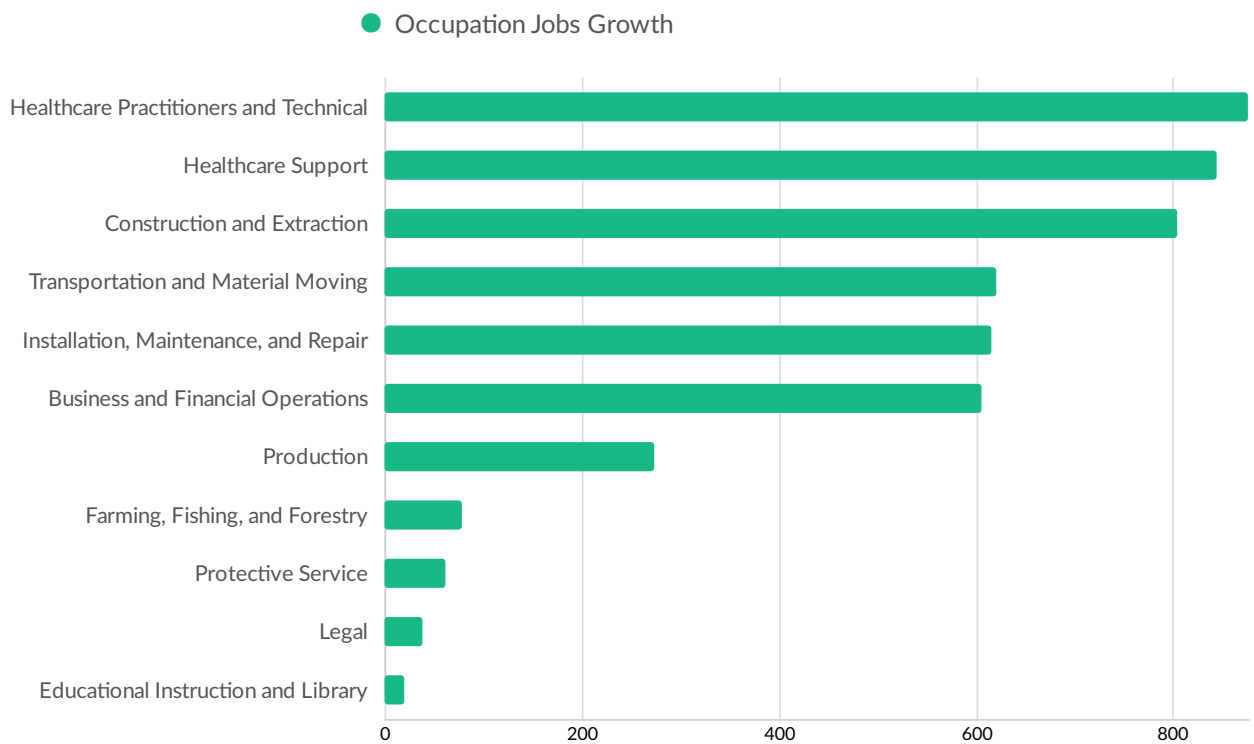
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

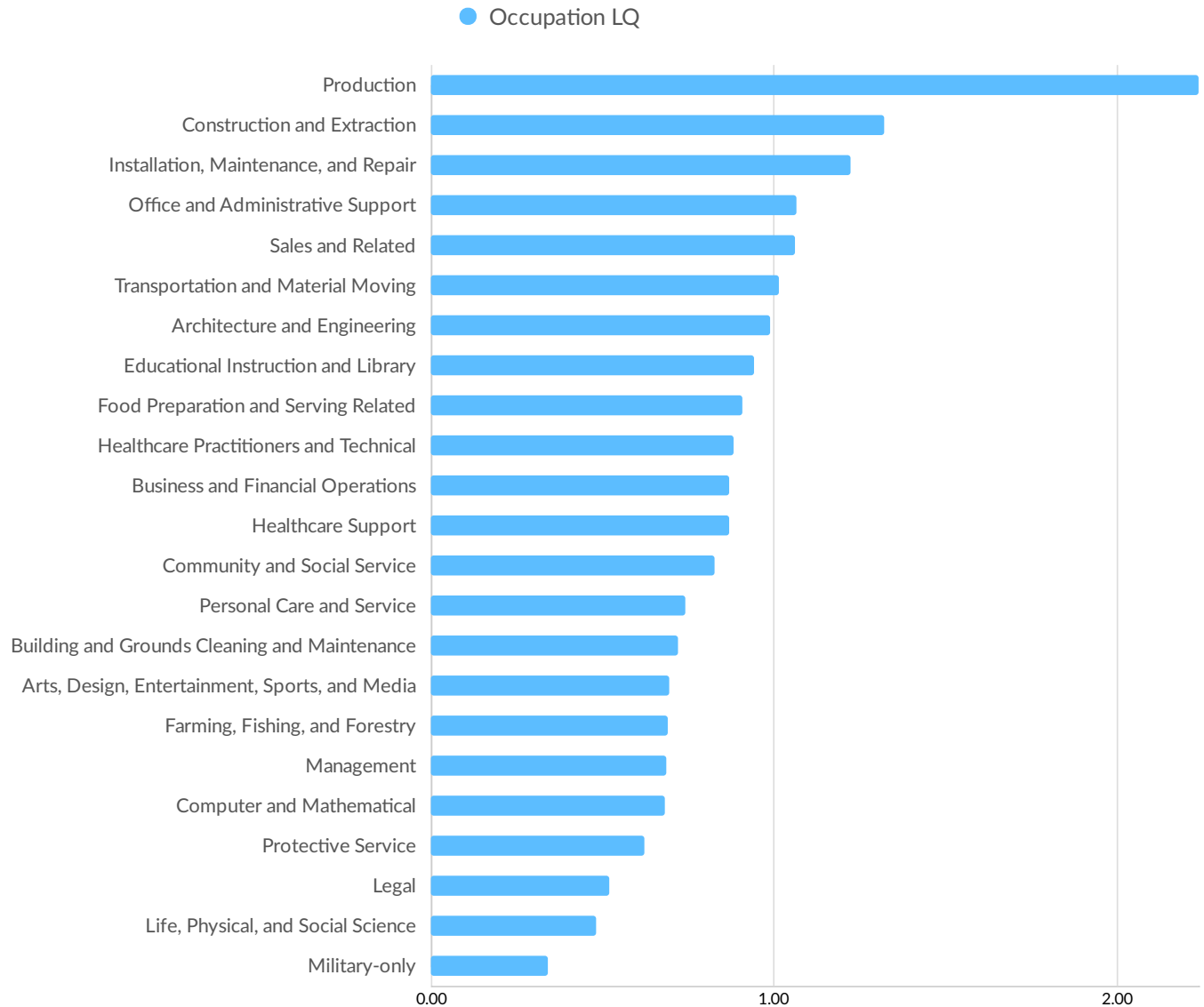
Largest Occupations



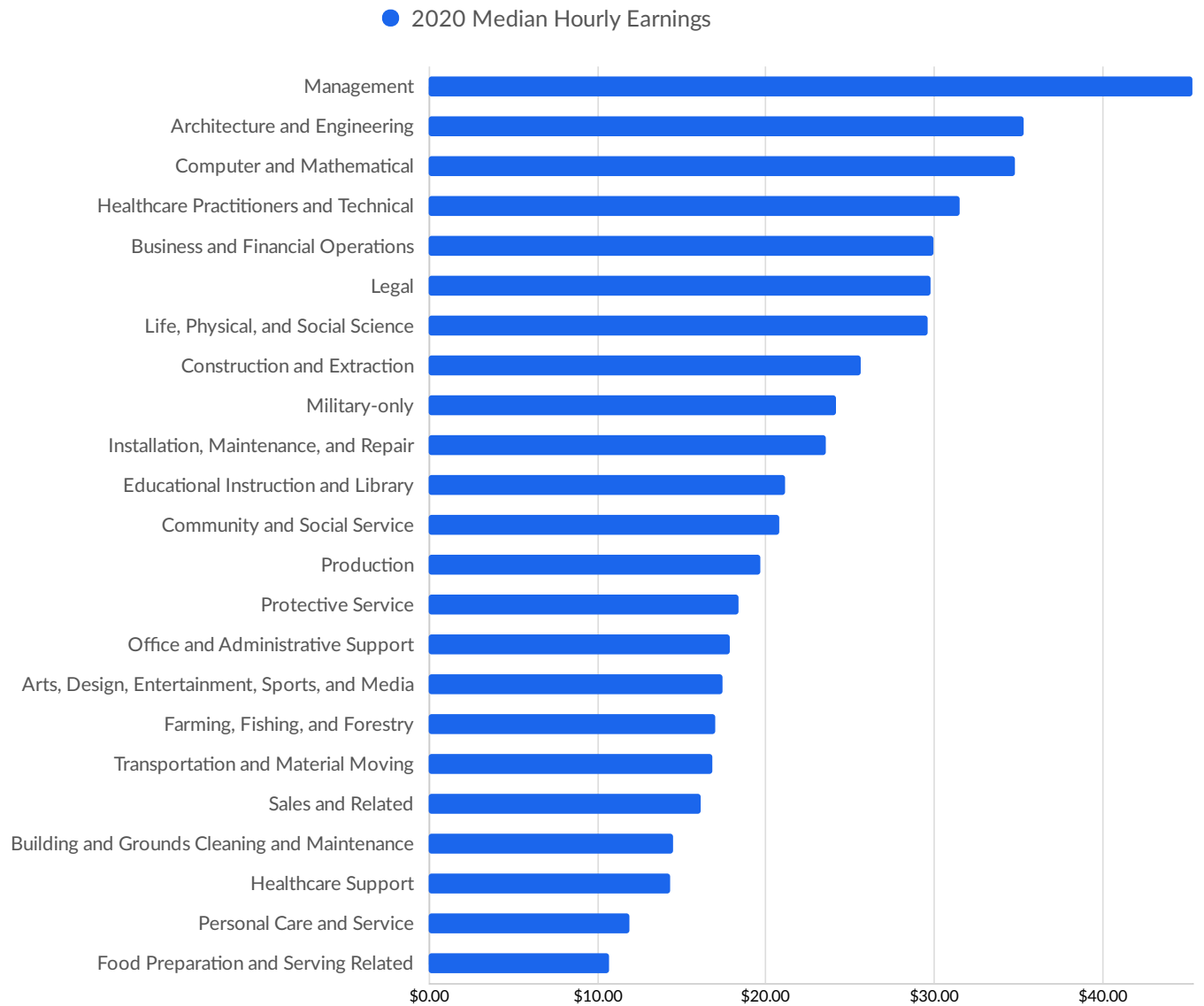
Top Growing Occupations



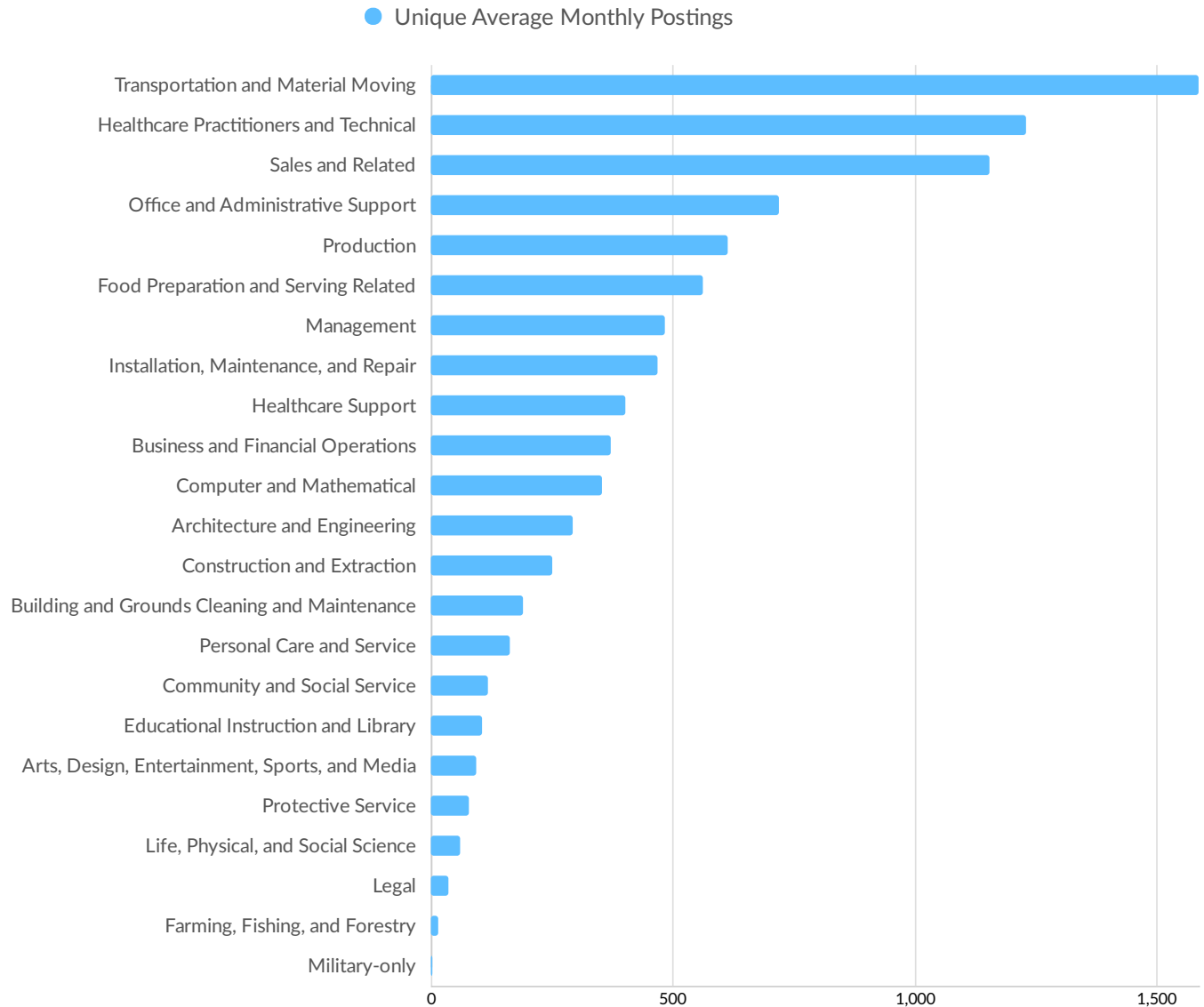
Top Occupation LQ



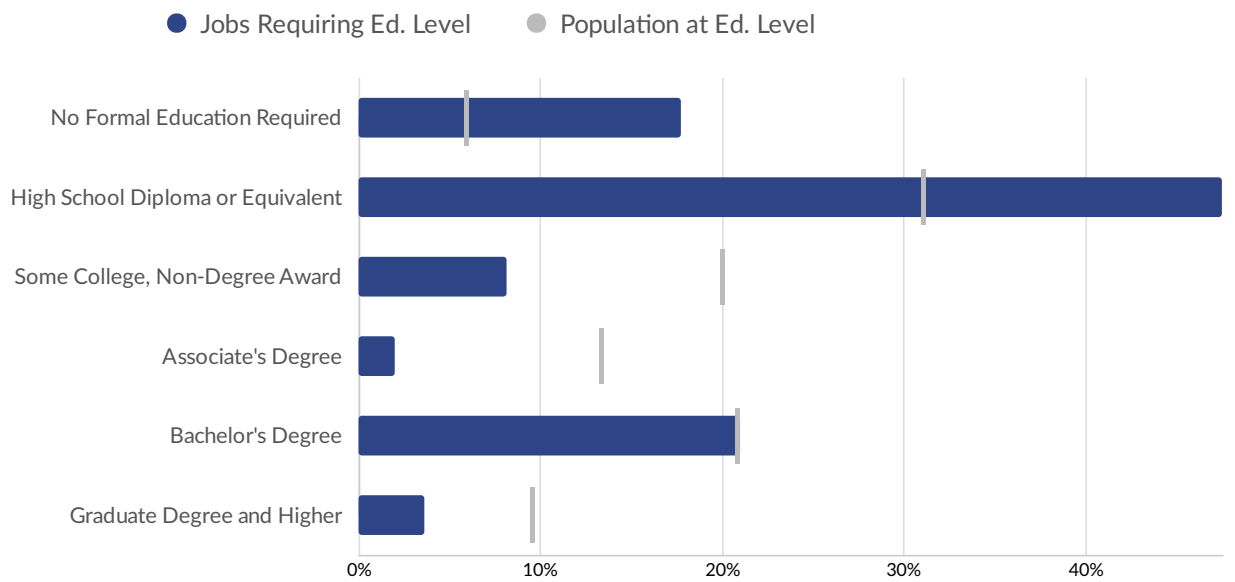
Top Occupation Earnings



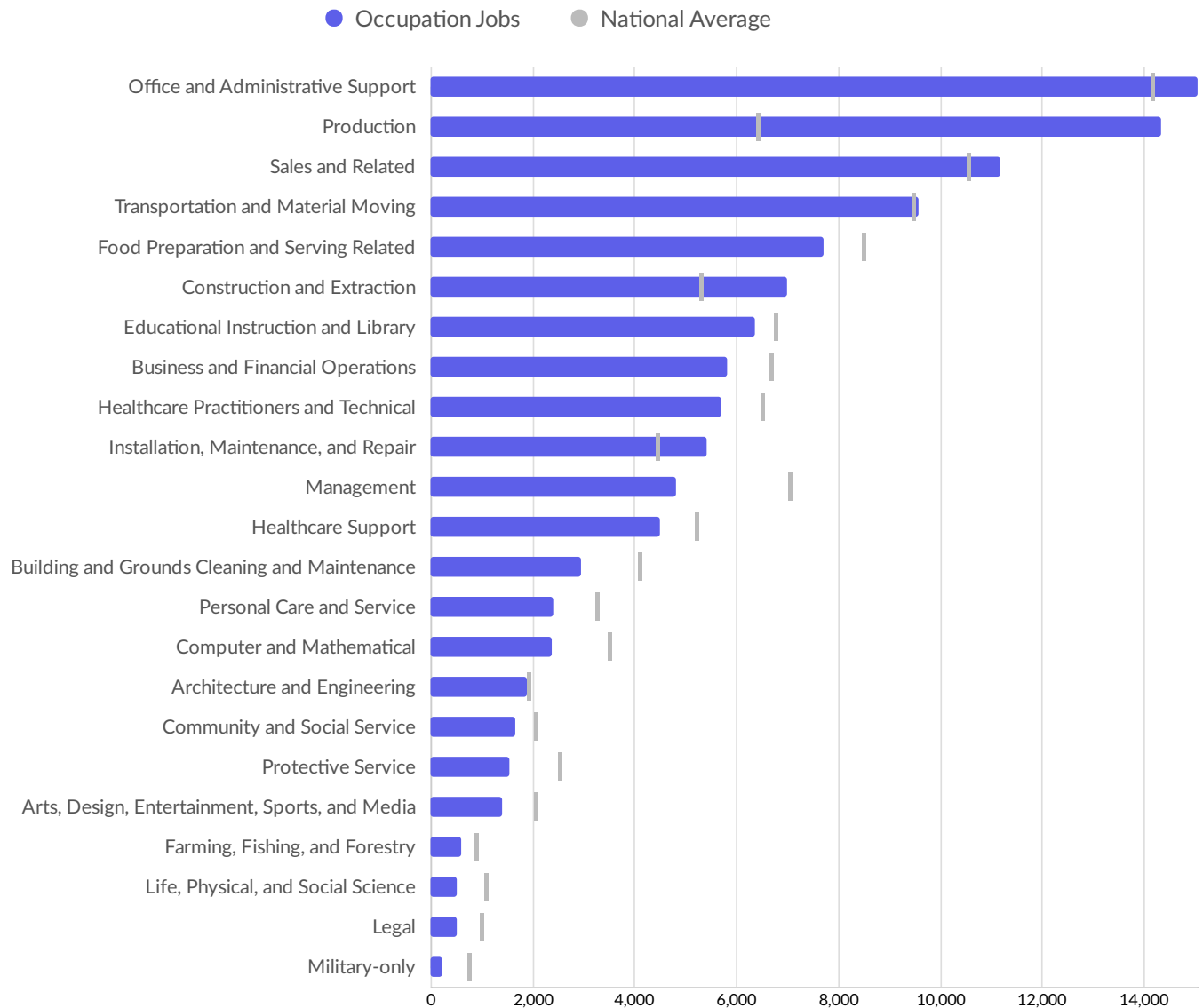
Top Posted Occupations



Underemployment













Largest Occupations



Educational Pipeline

In 2019, there were 4,202 graduates in Outagamie County, WI. This pipeline has grown by 23% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Welding Technology/Welder, and Truck and Bus Driver/Commercial Vehicle Operator and Instructor.

School	Total Graduates (2019)		Graduate Trend (2015 - 2019)
Fox Valley Technical College	3,647		
Lawrence University	460		
The Salon Professional Academy-Appleton	51		
House of Heavilin Beauty College-Academy of Beauty Professionals	44		
Gill-Tech Academy of Hair Design	0		
Globe University-Appleton	0		

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

In-Demand Skills

