



# Outagamie County, WI

ECWRPC



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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

191,545

Population (2021)

Population **grew by 6,939** over the last 5 years and is projected to **grow by 3,686** over the next 5 years.

113,878

Total Regional Employment

Jobs **decreased by 1,773** over the last 5 years but are projected to **grow by 1,634** over the next 5 years.

\$68.4K

Median Household Income (2020)

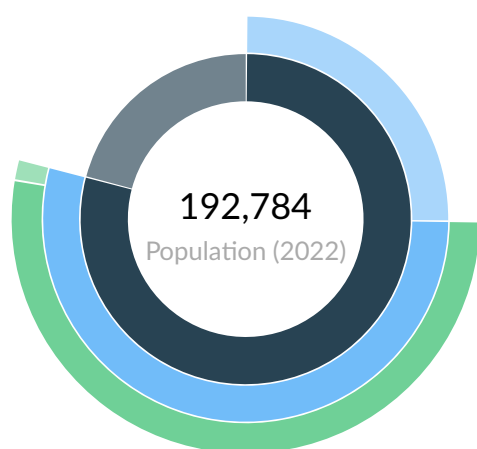
Median household income is **\$3.4K above** the national median household income of \$65.0K.

## Takeaways

- As of 2021 the region's population **increased by 3.8%** since 2016, growing by 6,939. Population is expected to **increase by 1.9%** between 2021 and 2026, adding 3,686.
- From 2016 to 2021, jobs **declined by 1.5%** in Outagamie County, WI from 115,652 to **113,878**. This change **fell short of the national growth rate of 1.9% by 3.4%**. As the number of jobs declined, the **labor force participation rate decreased from 71.2% to 69.7% between 2016 and 2021**.
- Concerning educational attainment, **21.1% of Outagamie County, WI residents possess a Bachelor's Degree** (0.7% above the national average), and **13.8% hold an Associate's Degree** (5.0% above the national average).
- The top three industries in 2021 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Building Equipment Contractors.

	Population (2022)	Labor Force (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	192,784	104,009	113,878	99.4	\$13.20B	\$14.42B	\$15.28B
ECWRPC - 10	679,528	353,917	332,523	99.2	\$38.38B	\$48.51B	\$48.96B
State	5,923,000	3,089,950	3,114,081	100.3	\$360.42B	\$331.46B	\$354.92B
Nation	334,161,482	164,462,618	163,715,172	100.0	\$22.76T	\$0	\$10.95T

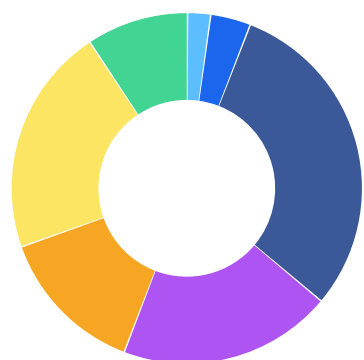
## Sep 2022 Labor Force Breakdown



	Population
● 16+ Civilian Non-Institutionalized Population	152,380
● Not in Labor Force (16+)	48,371
● Labor Force	104,009
● Employed	101,213
● Unemployed	2,796
● Under 16, Military, and institutionalized Population	40,404

## Educational Attainment

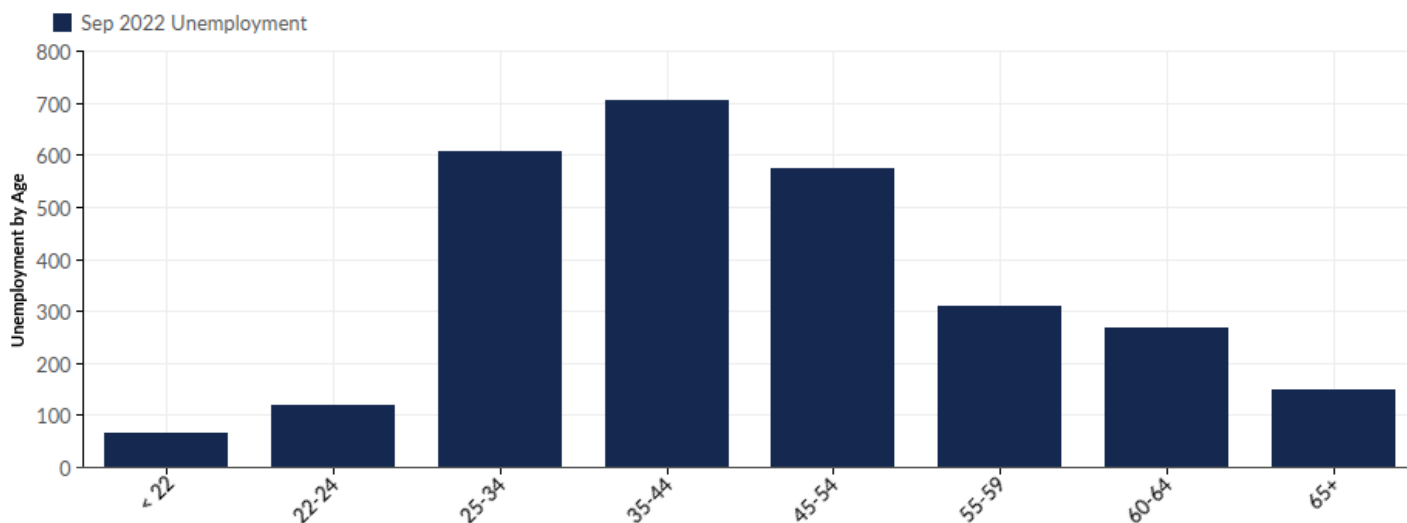
Concerning educational attainment, **21.1% of Outagamie County, WI residents possess a Bachelor's Degree** (0.7% above the national average), and **13.8% hold an Associate's Degree** (5.0% above the national average).



	% of Population	Population
● Less Than 9th Grade	2.1%	2,782
● 9th Grade to 12th Grade	3.7%	4,850
● High School Diploma	30.2%	39,562
● Some College	19.7%	25,807
● Associate's Degree	13.8%	18,028
● Bachelor's Degree	21.1%	27,644
● Graduate Degree and Higher	9.4%	12,294

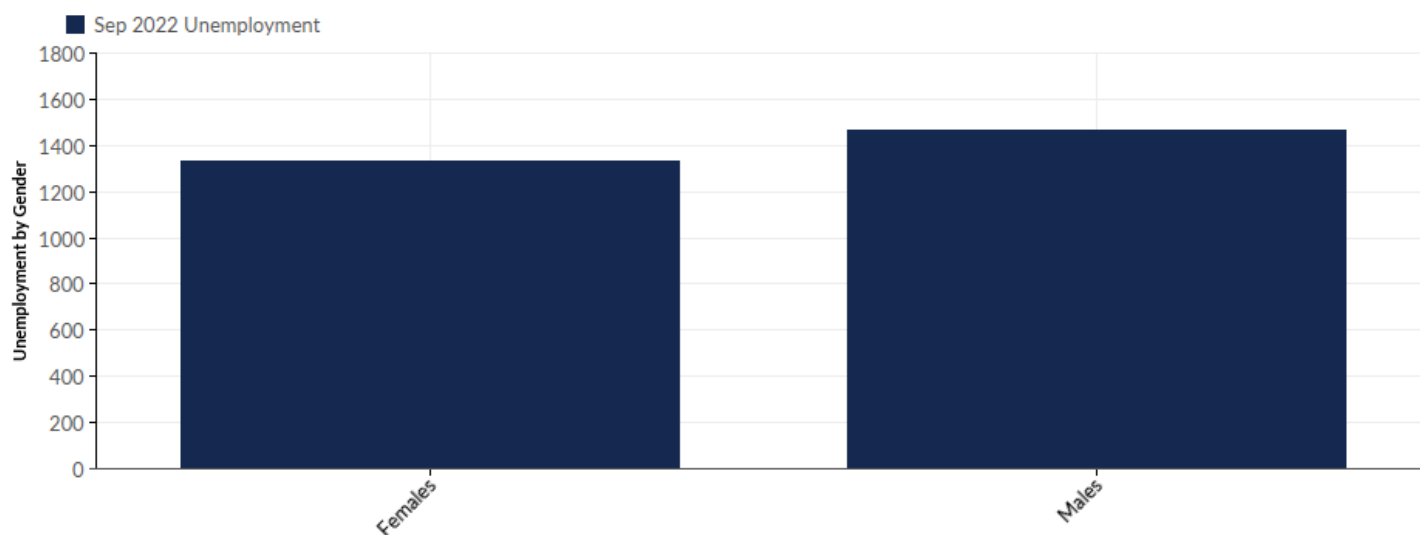
# Unemployment by Demographics

## Unemployment by Age



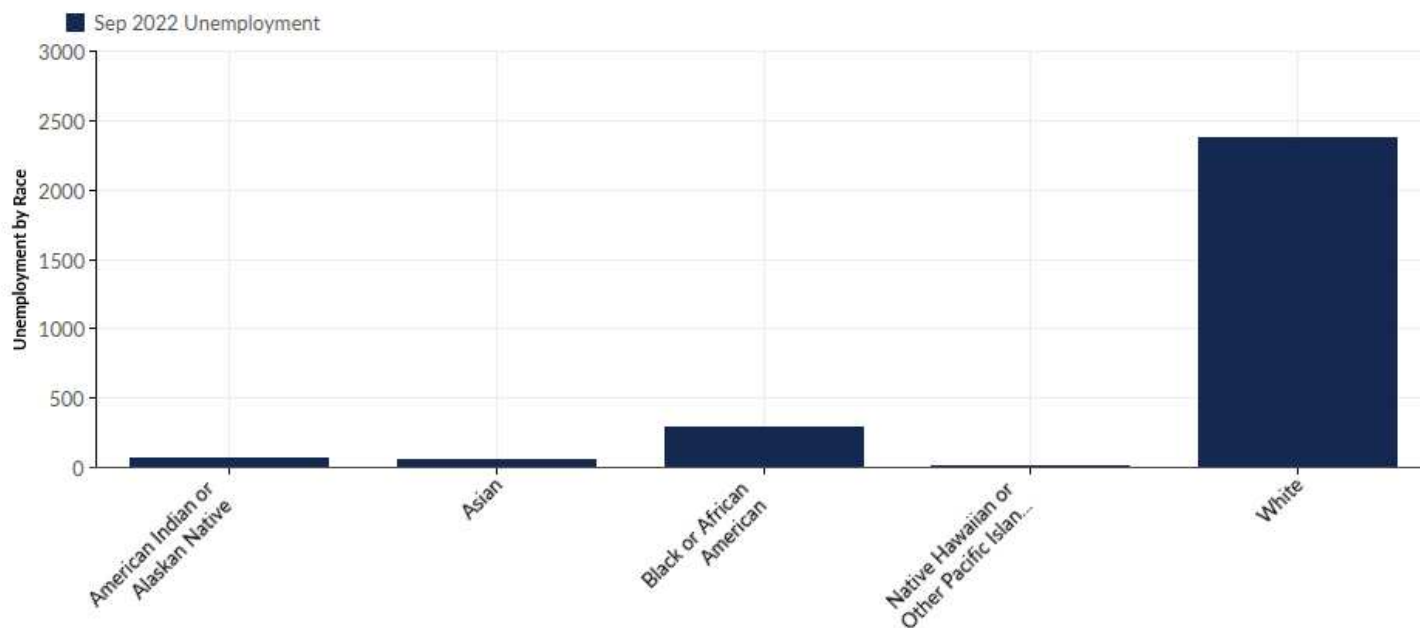
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	66	2.36%
22-24	119	4.26%
25-34	607	21.71%
35-44	706	25.25%
45-54	574	20.53%
55-59	308	11.02%
60-64	267	9.55%
65+	149	5.33%
Total	2,796	100.00%

## Unemployment by Gender



Gender	Unemployment (Sep 2022)	% of Unemployed
Females	1,330	47.57%
Males	1,466	52.43%
Total	2,796	100.00%

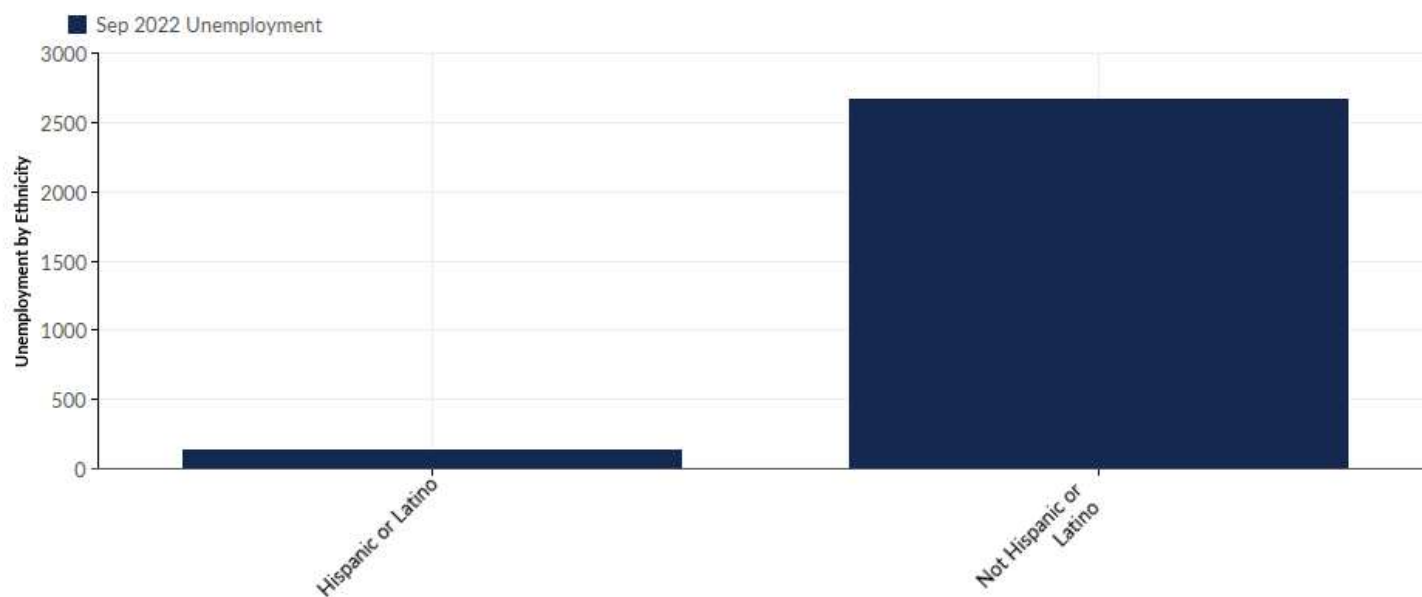
## Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	68	2.43%
Asian	52	1.86%
Black or African American	289	10.34%
Native Hawaiian or Other Pacific Islander	7	0.25%
White	2,380	85.12%
Total	2,796	100.00%



## Unemployment by Ethnicity

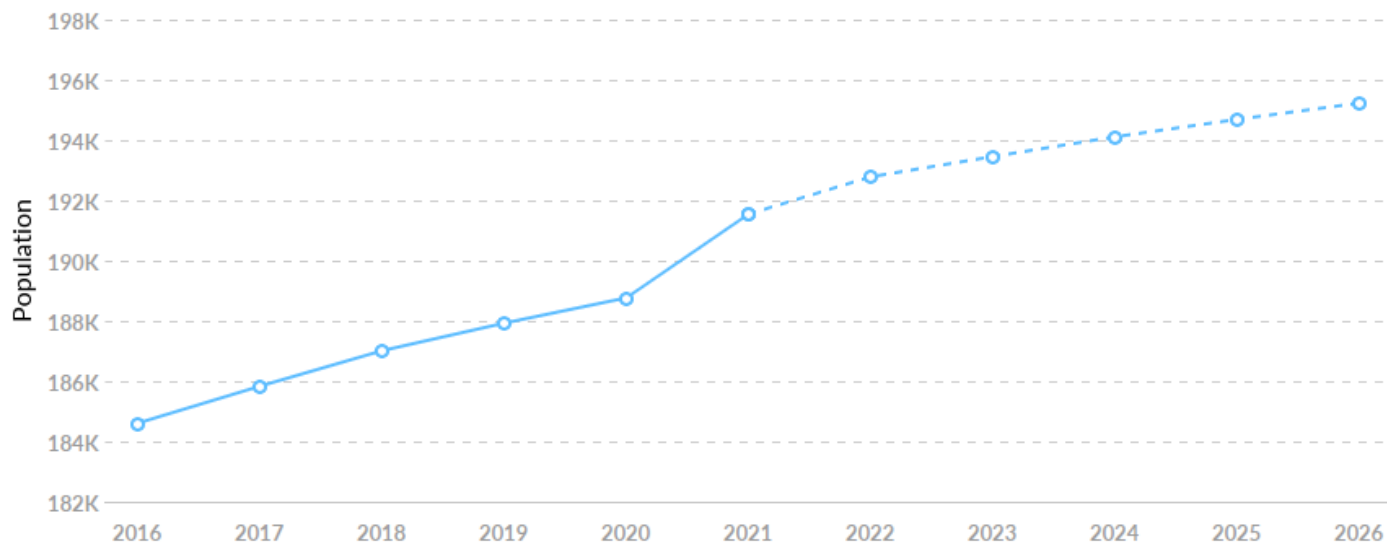


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	134	4.79%
Not Hispanic or Latino	2,662	95.21%
Total	2,796	100.00%

# Historic & Projected Trends

## Population Trends

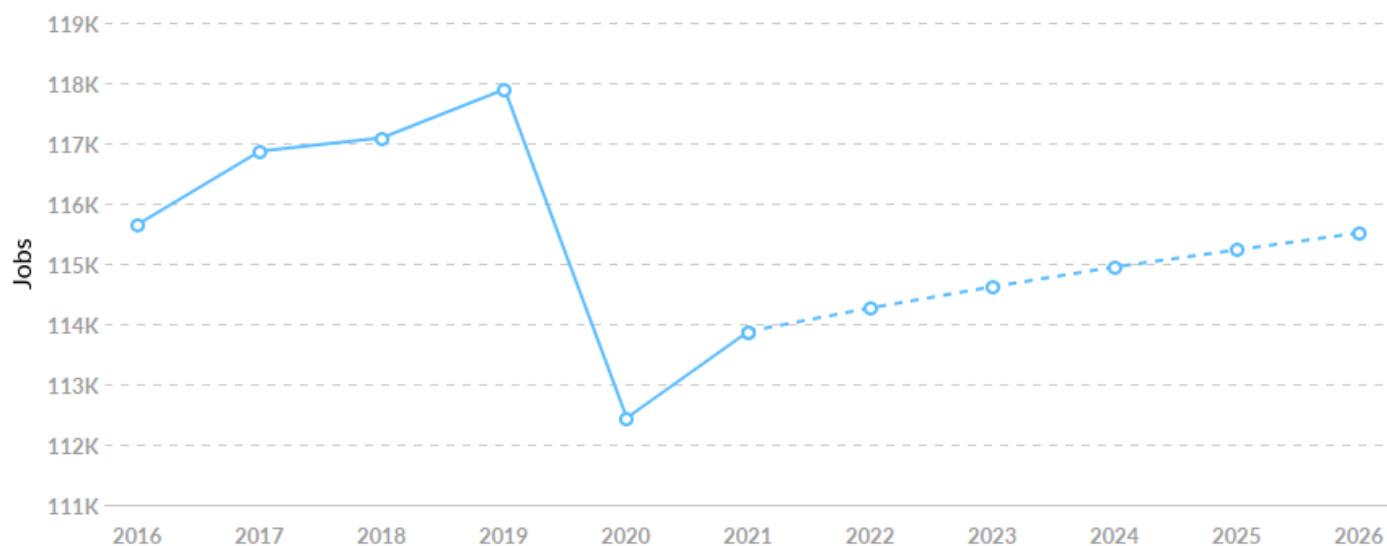
As of 2021 the region's population **increased by 3.8%** since 2016, growing by 6,939. Population is expected to **increase by 1.9%** between 2021 and 2026, adding 3,686.



Timeframe	Population
2016	184,606
2017	185,834
2018	187,012
2019	187,927
2020	188,766
2021	191,545
2022	192,784
2023	193,456
2024	194,111
2025	194,690
2026	195,231

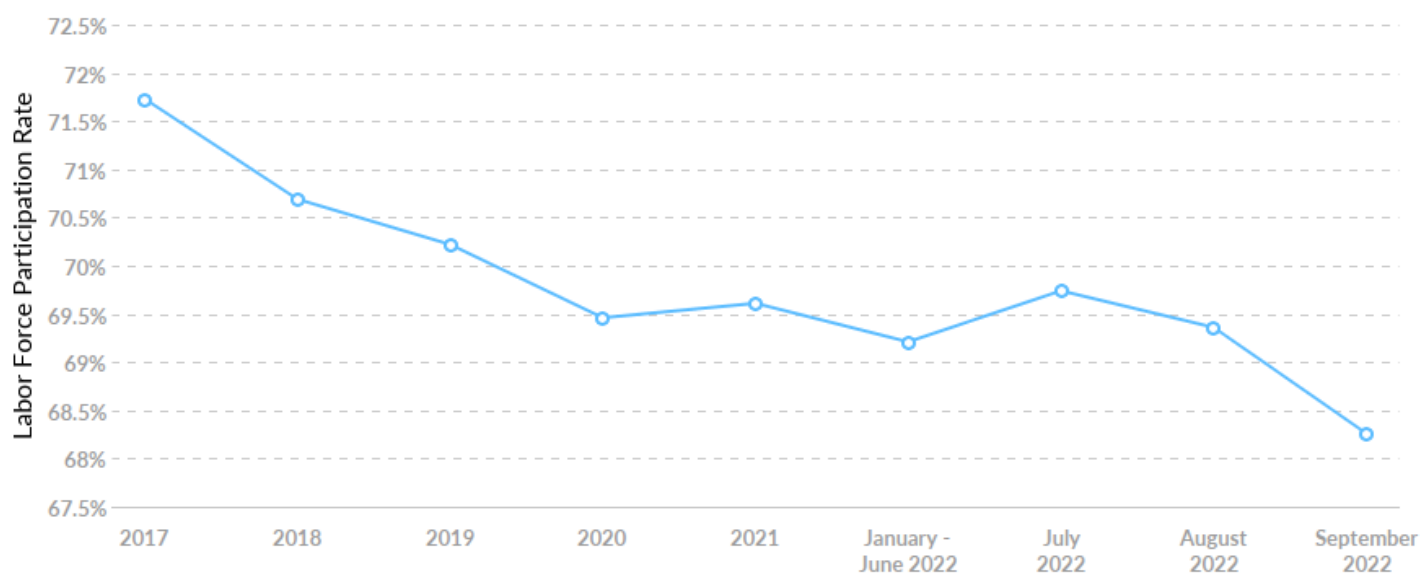
## Job Trends

From 2016 to 2021, jobs **declined by 1.5%** in Outagamie County, WI from 115,652 to **113,878**. This change **fell short of the national growth rate of 1.9% by 3.4%**.



Timeframe	Jobs
2016	115,652
2017	116,867
2018	117,089
2019	117,891
2020	112,436
2021	113,878
2022	114,266
2023	114,619
2024	114,947
2025	115,231
2026	115,512

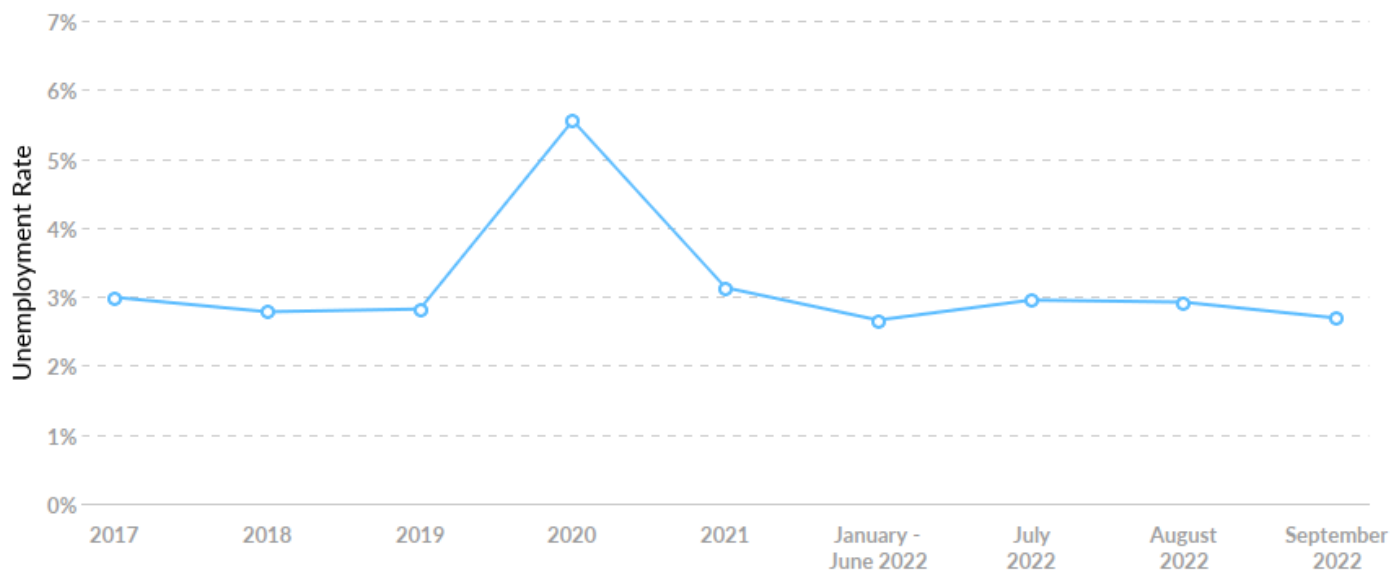
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	71.73%
2018	70.69%
2019	70.22%
2020	69.46%
2021	69.61%
January - June 2022	69.21%
July 2022	69.74%
August 2022	69.36%
September 2022	68.26%

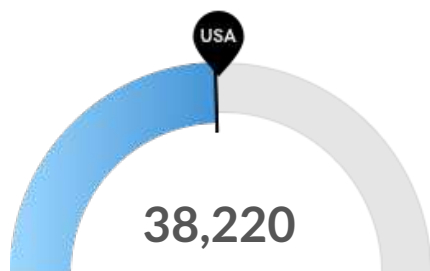
## Unemployment Rate Trends

Outagamie County, WI had a September 2022 unemployment rate of 2.69%, **decreasing from 2.99%** 5 years before.



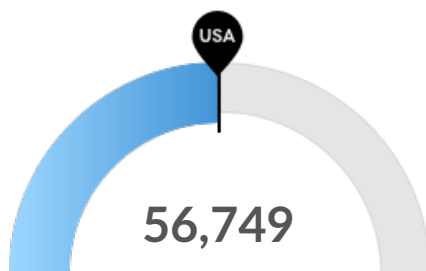
Timeframe	Unemployment Rate
2017	2.99%
2018	2.78%
2019	2.82%
2020	5.55%
2021	3.13%
January - June 2022	2.66%
July 2022	2.95%
August 2022	2.92%
September 2022	2.69%

## Population Characteristics



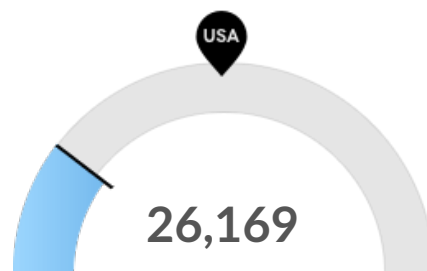
**Millennials**

Outagamie County, WI has 38,220 millennials (ages 25-39). The national average for an area this size is 39,126.



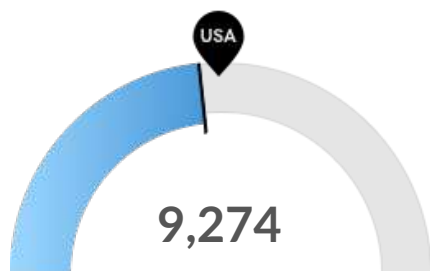
**Retiring Soon**

Retirement risk is about average in Outagamie County, WI. The national average for an area this size is 56,934 people 55 or older, while there are 56,749 here.



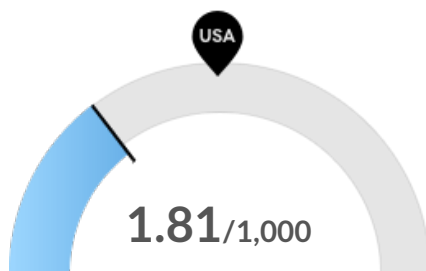
**Racial Diversity**

Racial diversity is low in Outagamie County, WI. The national average for an area this size is 77,947 racially diverse people, while there are 26,169 here.



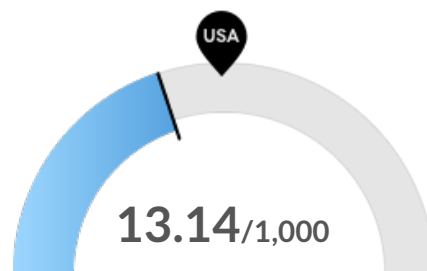
**Veterans**

Outagamie County, WI has 9,274 veterans. The national average for an area this size is 10,218.



**Violent Crime**

Outagamie County, WI has 1.81 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

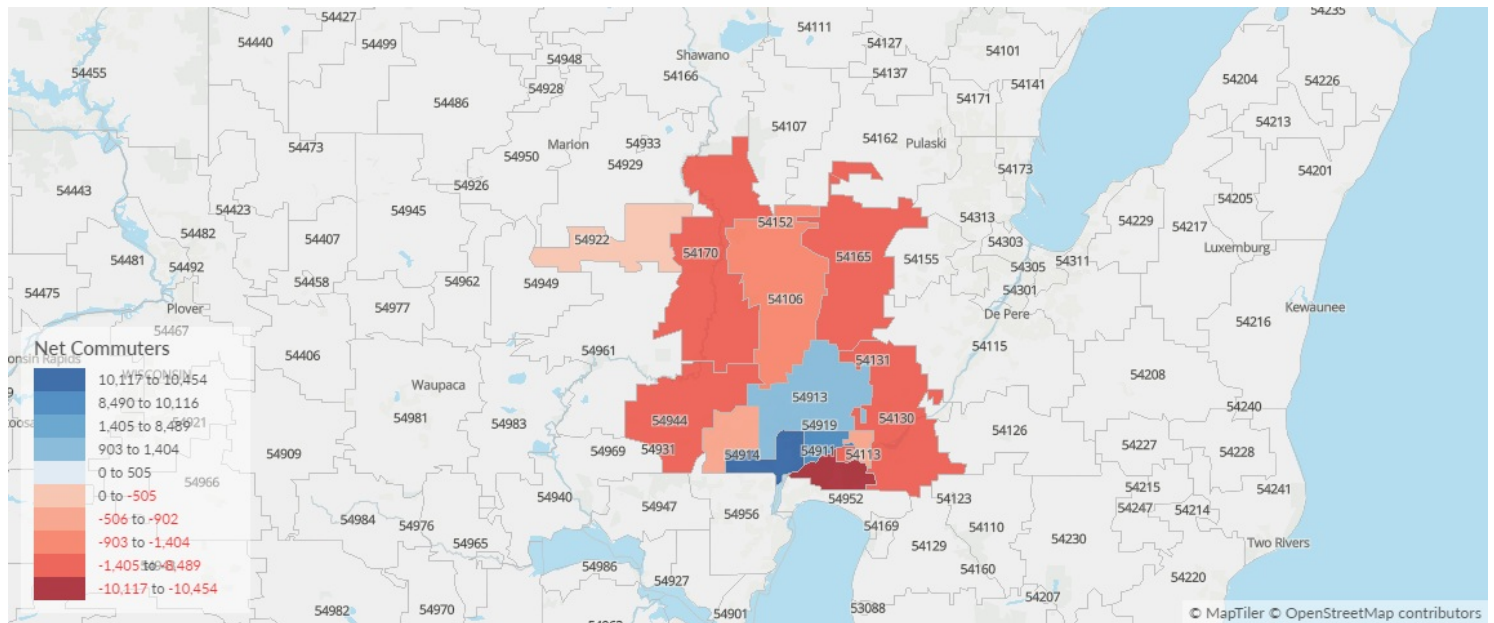


**Property Crime**

Outagamie County, WI has 13.14 property crimes per 1,000 people. The national rate is 17.91 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 #2 for resident workers. The top ZIP for resident workers is 54915.



### Where Talent Works

ZIP	Name	2021 Employment
54914	Appleton, WI (in Outaga...	27,068
54911	Appleton, WI (in Outaga...	21,633
54130	Kaukauna, WI (in Outag...	14,337
54913	Appleton, WI (in Outaga...	13,462
54915	Appleton, WI (in Outaga...	12,702

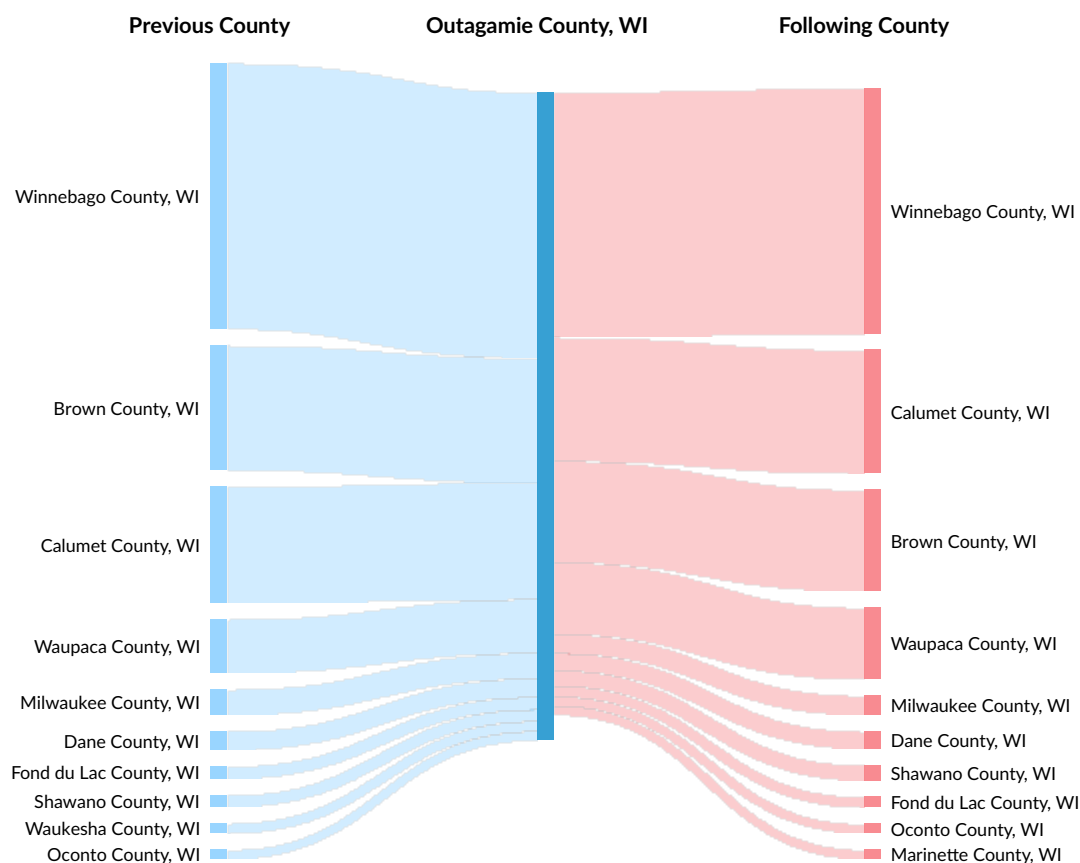
### Where Talent Lives

ZIP	Name	2021 Workers
54915	Appleton, WI (in Outaga...	22,819
54914	Appleton, WI (in Outaga...	16,614
54130	Kaukauna, WI (in Outag...	15,946
54911	Appleton, WI (in Outaga...	13,143
54913	Appleton, WI (in Outaga...	12,359

## 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 2020, 2,461 people have migrated from Winnebago County, WI to Outagamie County, WI. In the same year, 2,269 people left Outagamie County, WI migrating to Winnebago County, WI. The total Net Migration for Outagamie County, WI in 2020 was 118.



Top Previous Counties	Migrations
Winnebago County, WI	2,461
Brown County, WI	1,154
Calumet County, WI	1,079
Waupaca County, WI	497
Milwaukee County, WI	236



Top Previous Counties	Migrations
Dane County, WI	172
Fond du Lac County, WI	114
Shawano County, WI	109
Waukesha County, WI	92
Oconto County, WI	85
Manitowoc County, WI	83
Sheboygan County, WI	74
Hennepin County, MN	72
Cook County, IL	69
Waushara County, WI	60
Top Following Counties	Migrations
Winnebago County, WI	2,269
Calumet County, WI	1,145
Brown County, WI	938
Waupaca County, WI	663
Milwaukee County, WI	178
Dane County, WI	160
Shawano County, WI	142
Fond du Lac County, WI	98
Oconto County, WI	87
Marinette County, WI	86
Maricopa County, AZ	85
Manitowoc County, WI	85
Waushara County, WI	82
Marathon County, WI	81

## Top Following Counties

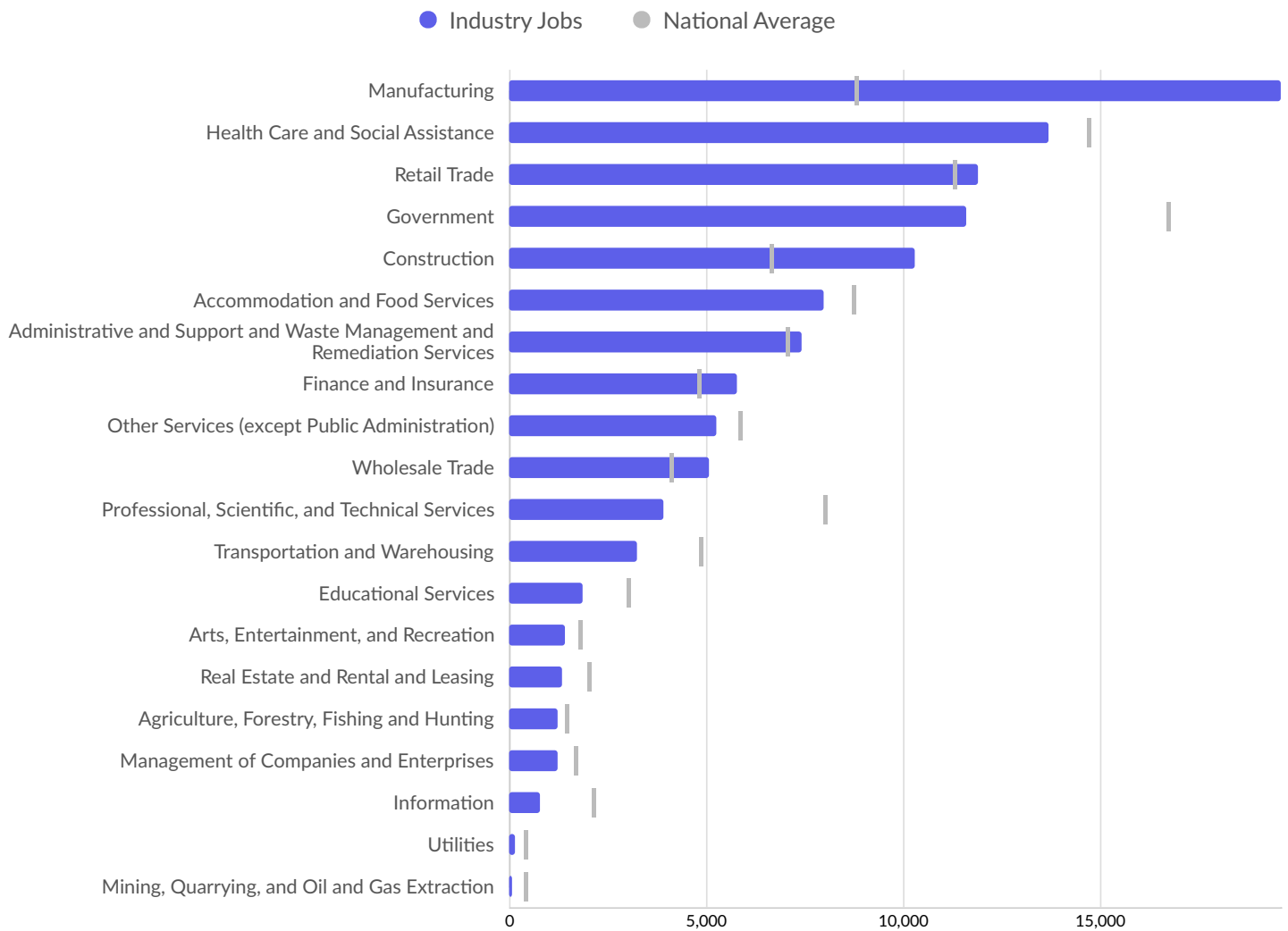
## Migrations

Portage County, WI

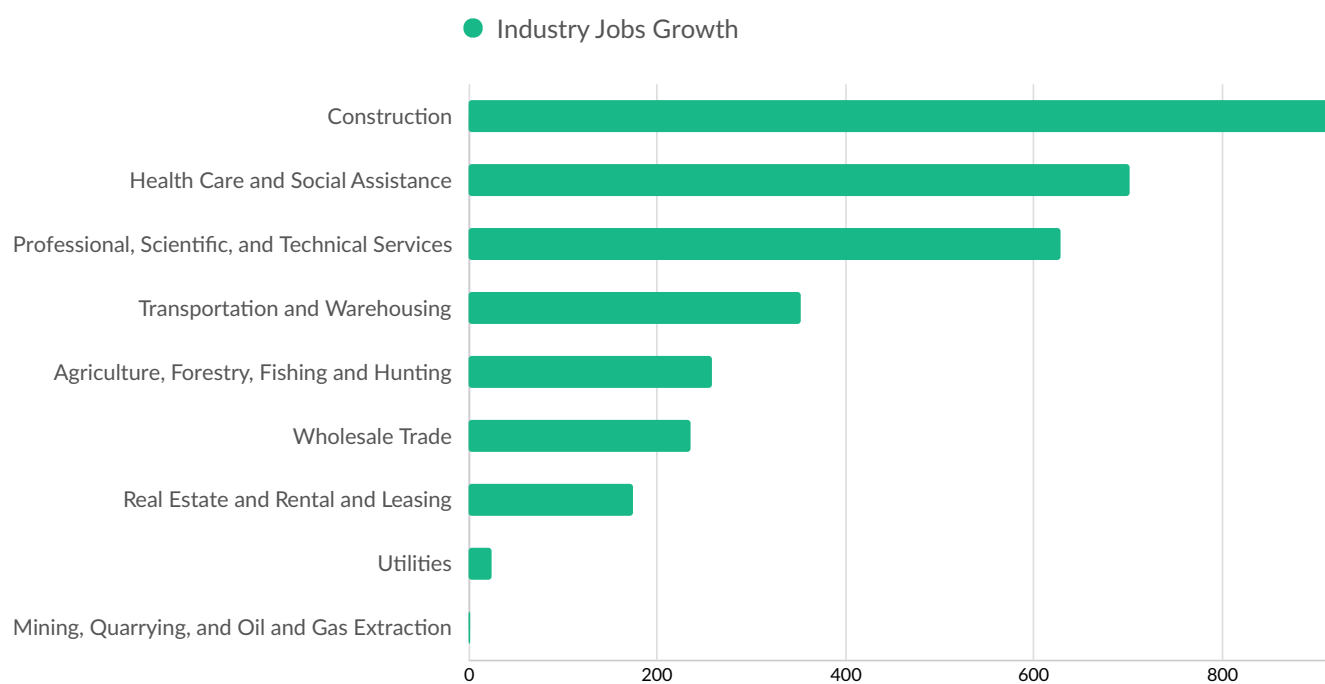
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# Industry Characteristics

## Largest Industries

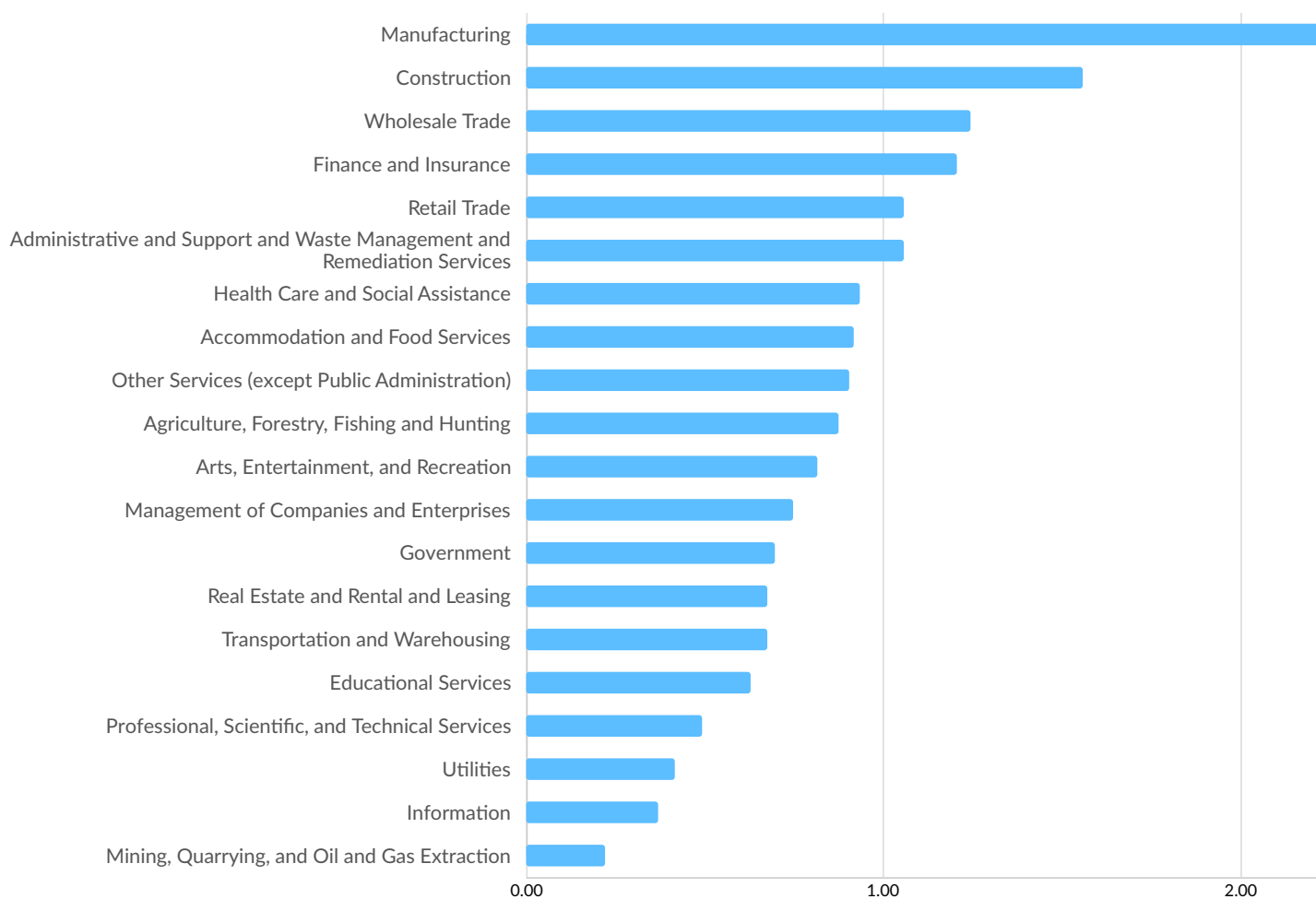


## Top Growing Industries

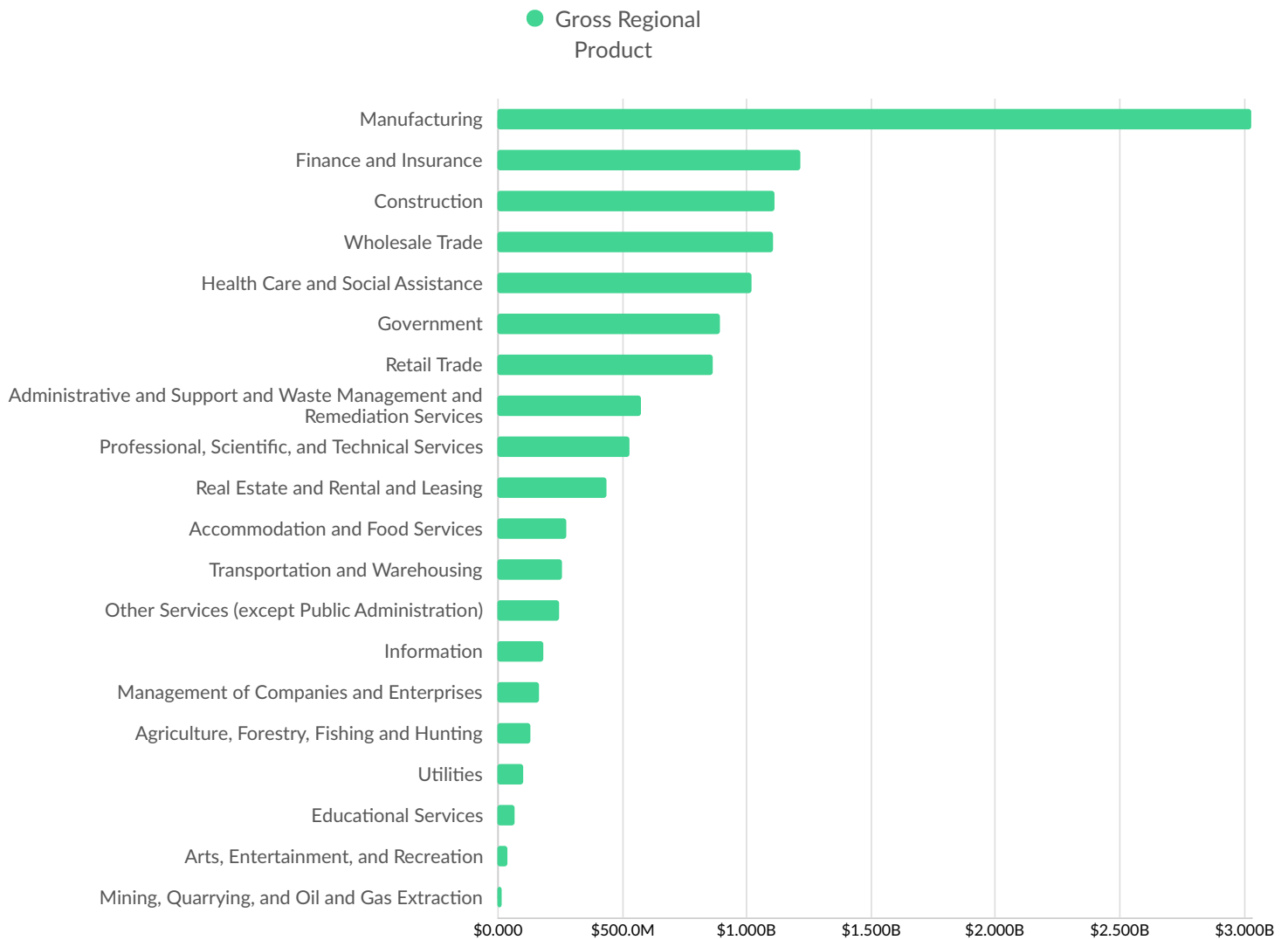


## Top Industry Location Quotient

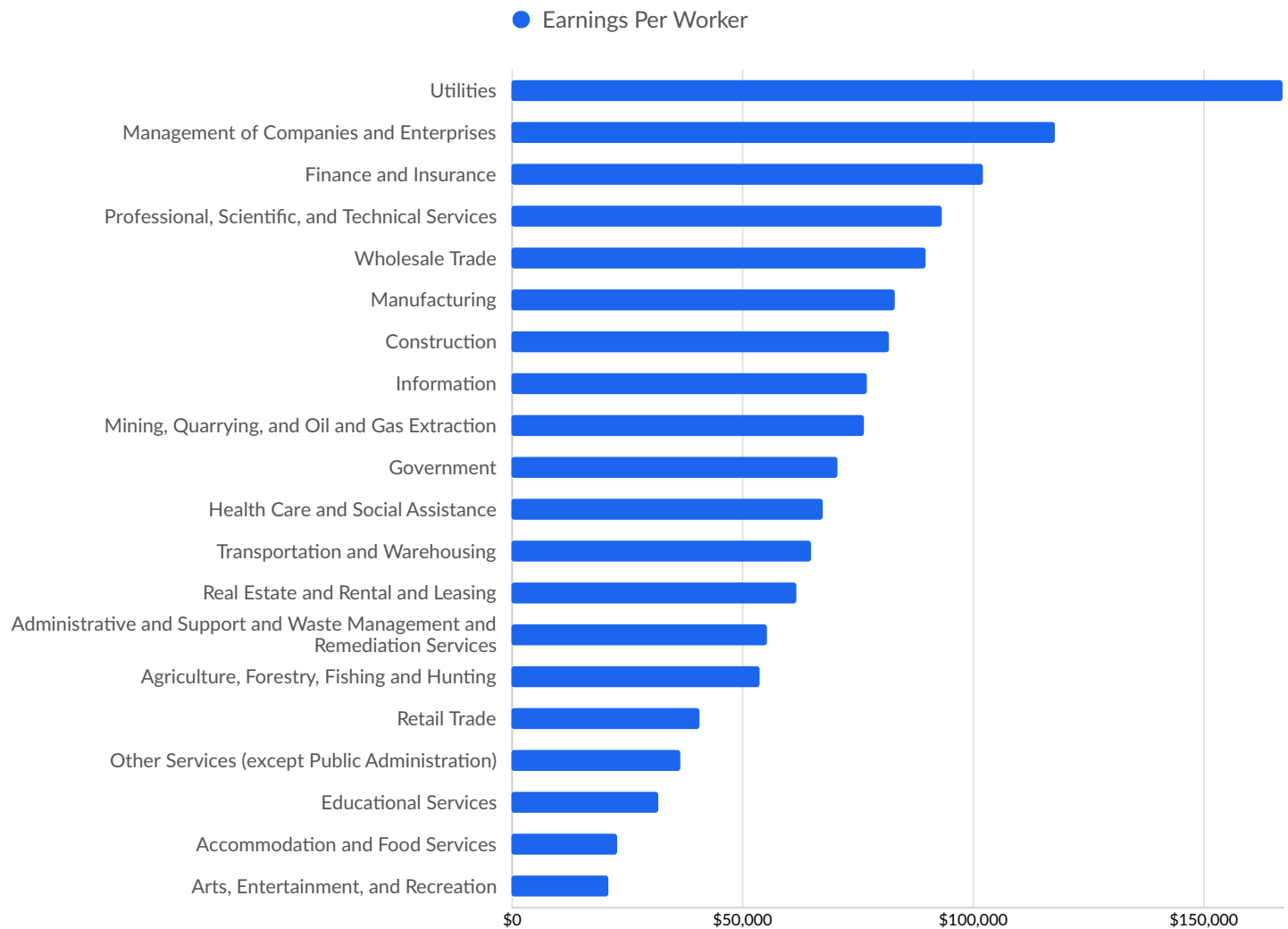
● Industry Location  
Quotient



## Top Industry GRP























## Top Industry Earnings



## Business Characteristics

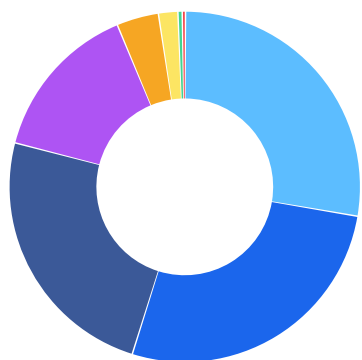
### 18,827 Companies Employ Your Workers

Online profiles for your workers mention 18,827 companies as employers, with the top 10 appearing below. In the last 12 months, 3,774 companies in Outagamie County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
ThedaCare	1,447 	Ascension	734 
Thrivent Financial	1,181 	Gulfstream Aerospace	653 
Kimberly-Clark	1,157 	OshKosh	526 
Appleton Area School District	722 	CareInHomes	523 
Fox Valley Technical College	665 	ThedaCare	502 
Plexus	506 	Kwik Trip	445 
Lawrence University	499 	Aerotek	431 
Miller Electric Mfg. Co.	460 	Navitus Health Solutions	431 
OshKosh	415 	U S Venture	389 
Secura Insurance	410 	Expera Specialty Solutions	386 



## Business Size

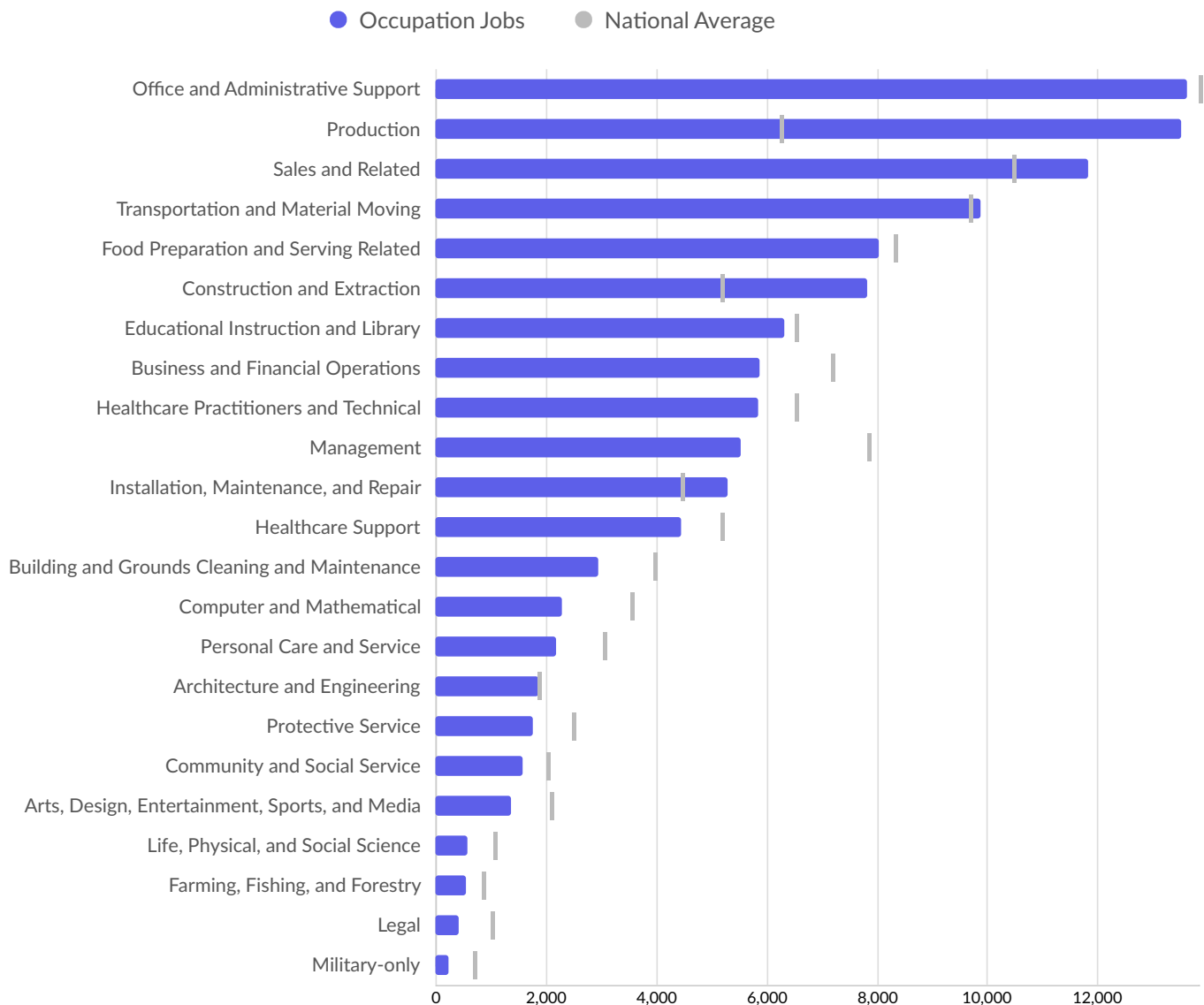


	Percentage	Business Count
1 to 4 employees	27.6%	1,825
5 to 9 employees	27.2%	1,795
10 to 19 employees	24.2%	1,599
20 to 49 employees	14.7%	970
50 to 99 employees	3.9%	256
100 to 249 employees	1.8%	118
250 to 499 employees	0.4%	26
500+ employees	0.3%	20

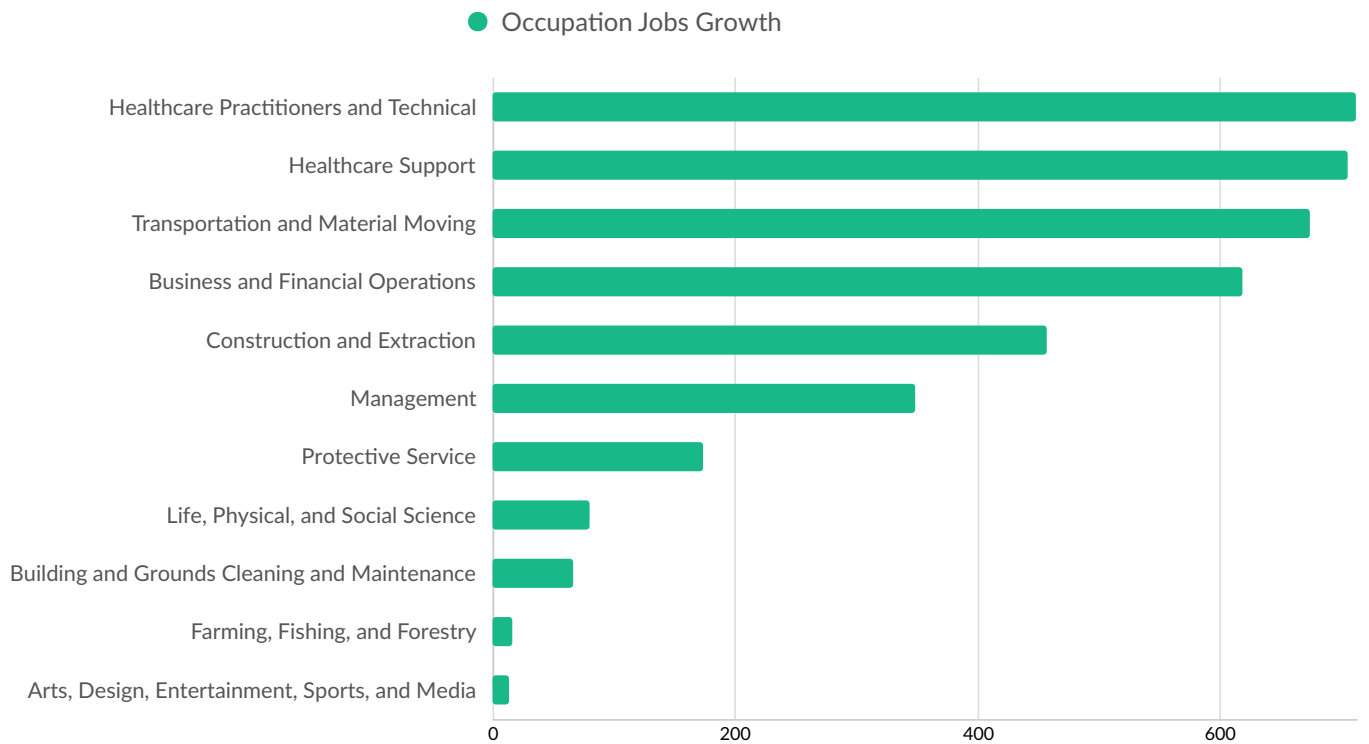
\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

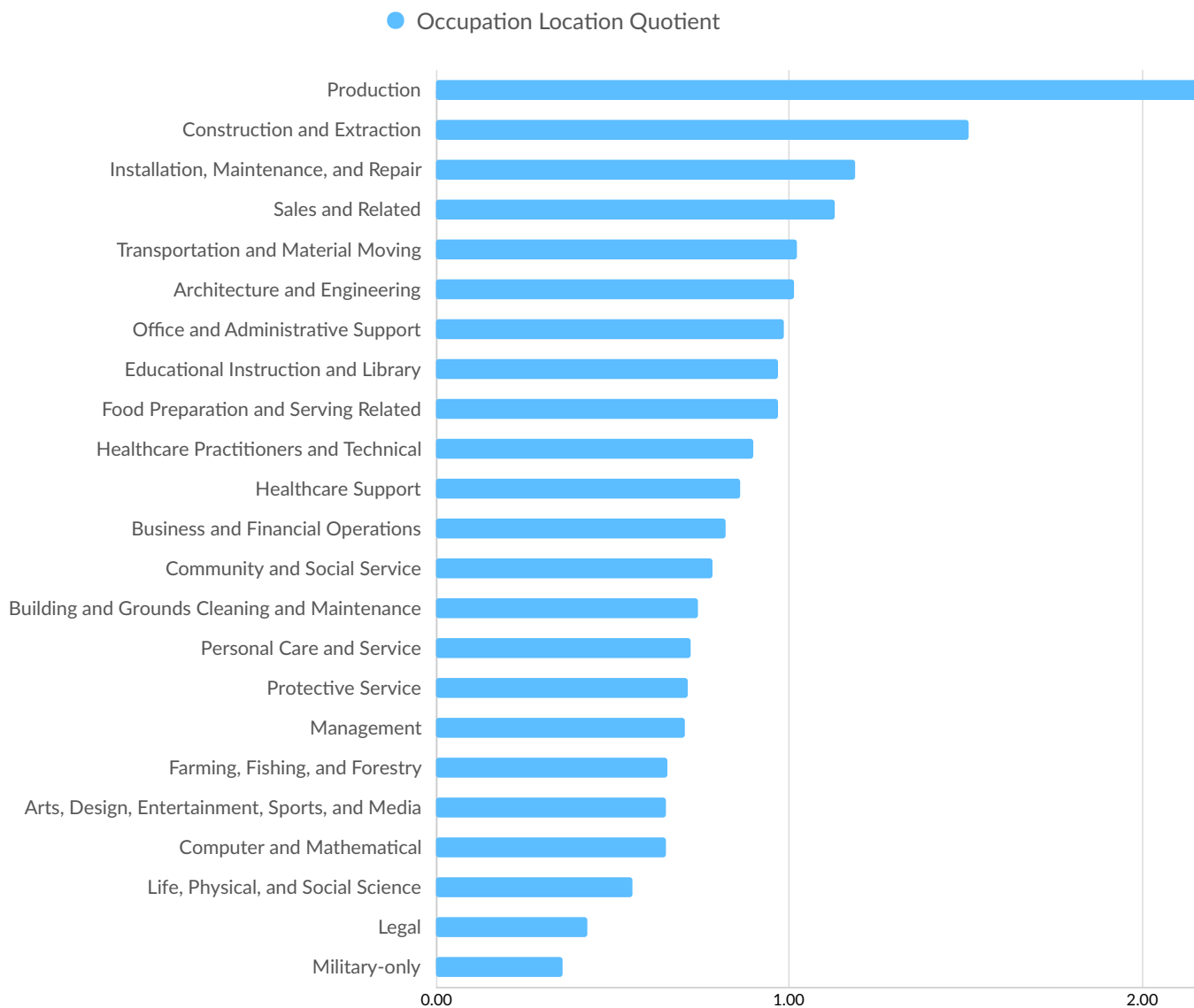
## Largest Occupations



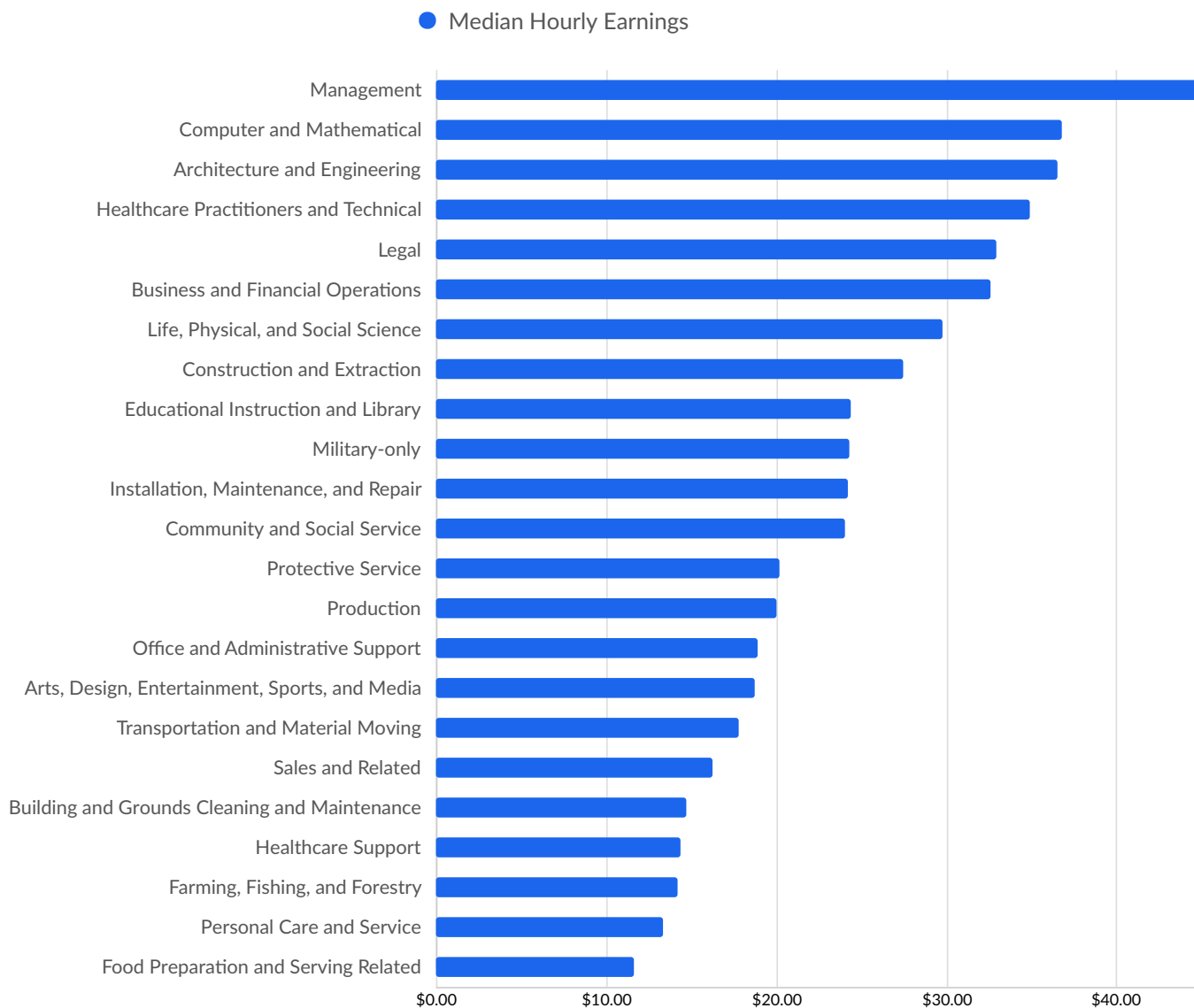
## Top Growing Occupations



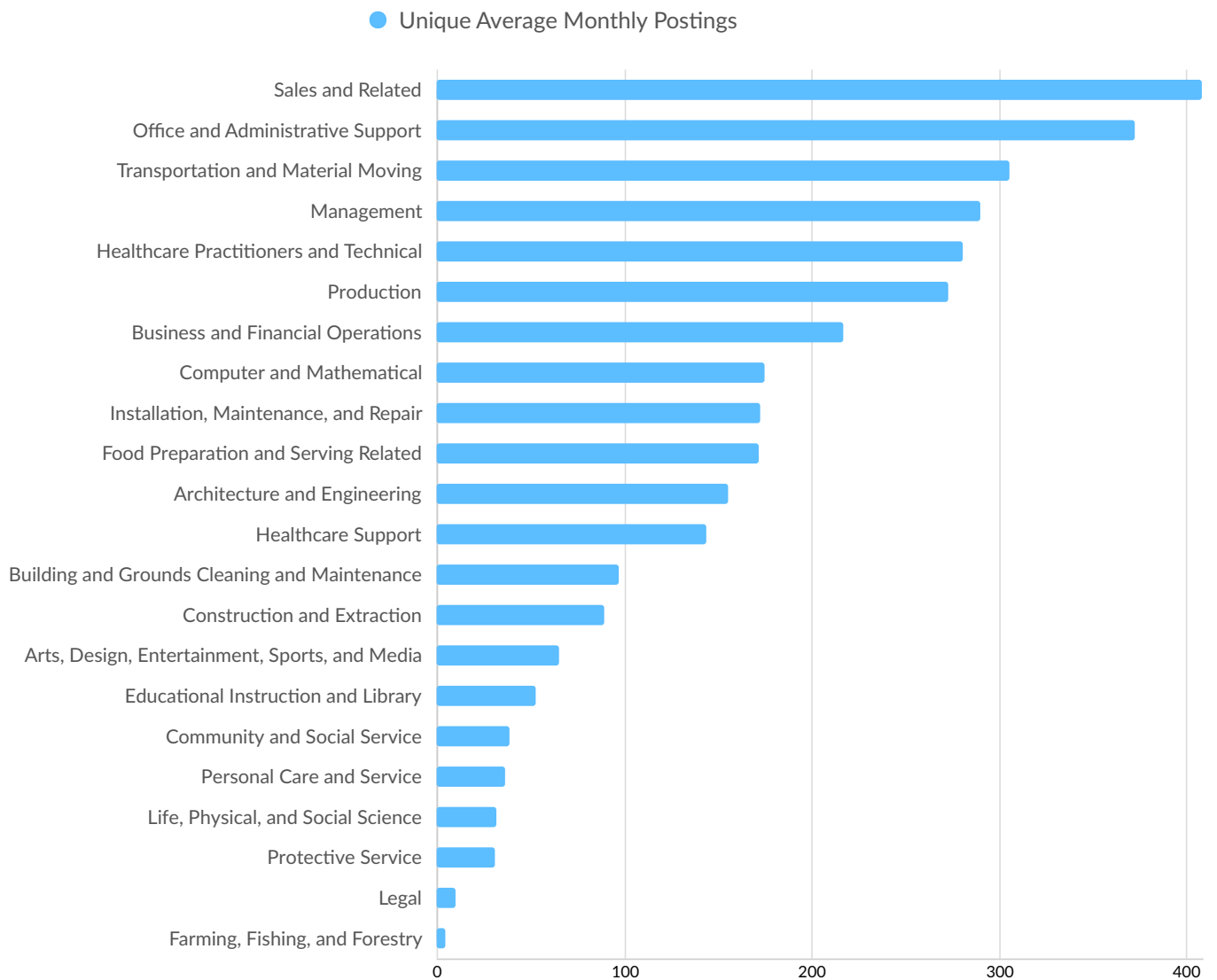
## Top Occupation Location Quotient



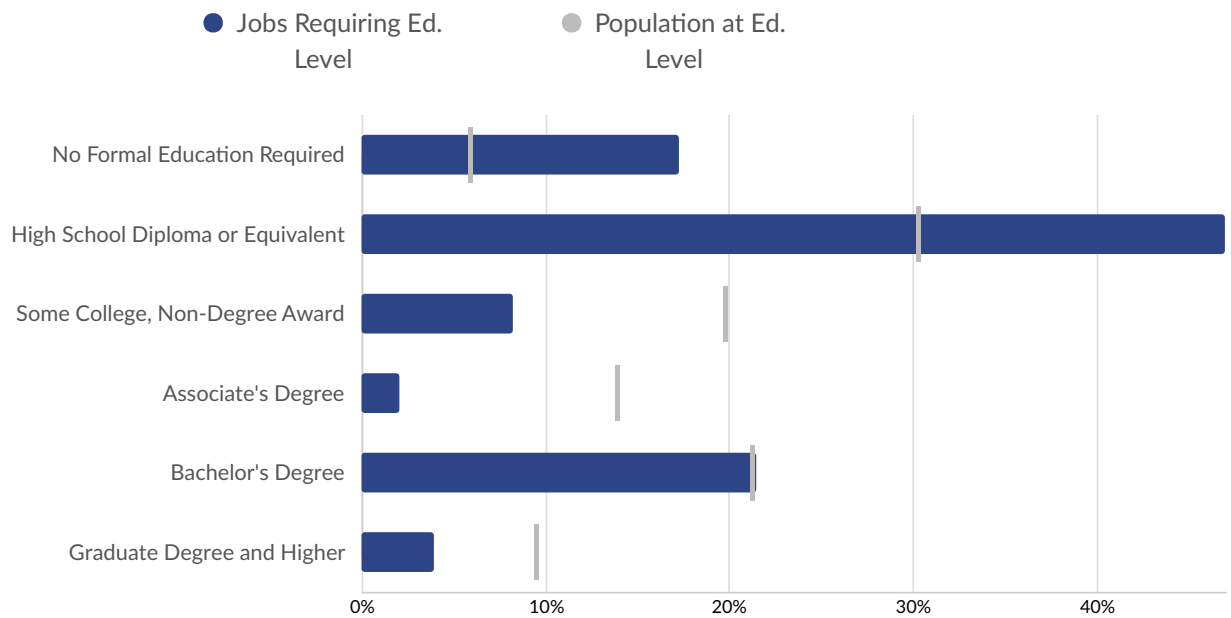
## Top Occupation Earnings



## Top Posted Occupations








## Underemployment



## Educational Pipeline

In 2021, there were 3,961 graduates in Outagamie County, WI. This pipeline has grown by 11% 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 (2021)		Graduate Trend (2017 - 2021)
Fox Valley Technical College	3,502	<div><div></div><div></div></div>	
Lawrence University	352	<div><div></div></div>	
The Salon Professional Academy-Appleton	57	<div><div></div></div>	
House of Heavilin Beauty College-Academy of Beauty Professionals	50	<div><div></div></div>	
Gill-Tech Academy of Hair Design	0		

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



## In-Demand Skills

