



# Outagamie County, WI

ECWRPC



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## Economy Overview

**187,439**

**Population (2018)**

Population **grew by 7,112** over the last 5 years and is projected to **grow by 5,421** over the next 5 years.

**116,359**

**Jobs (2018)**

Jobs **grew by 6,465** over the last 5 years and are projected to **grow by 4,407** over the next 5 years.

**\$59.8K**

**Median Household Income (2016)**

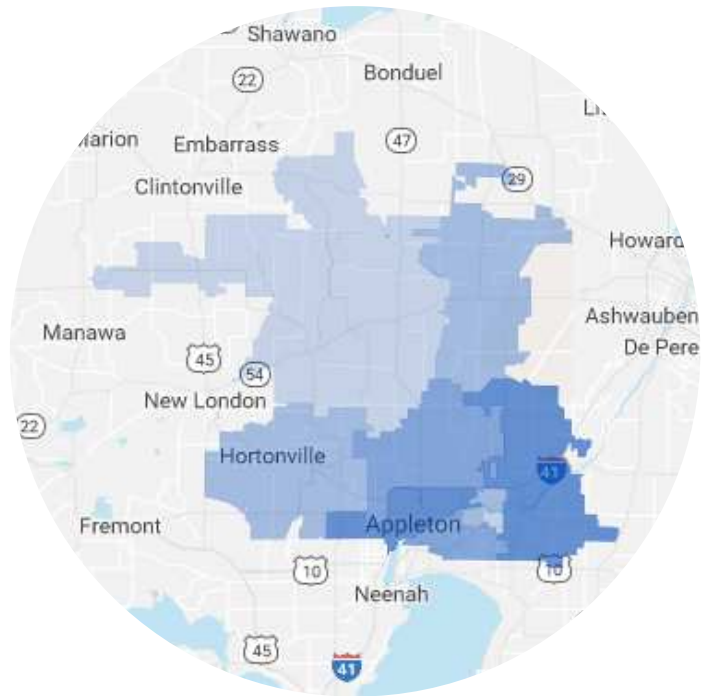
Median household income is **\$4.5K above** the national median household income of \$55.3K.

As of 2018 the region's population **increased by 3.9%** since 2013, growing by 7,112. Population is expected to **increase by 2.9%** between 2018 and 2023, adding 5,421.

From 2013 to 2018, jobs **increased by 5.9%** in Outagamie County, WI from 109,894 to **116,359**. This change **fell short of the national growth rate of 7.4% by 1.5%**. As the number of jobs increased, the **labor force participation rate increased from 70.3% to 71.1% between 2013 and 2018**.

Concerning educational attainment, **19.5% of Outagamie County, WI residents possess a Bachelor's Degree** (0.9% above the national average), and **11.9% hold an Associate's Degree** (3.9% above the national average).

The top three industries in 2018 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

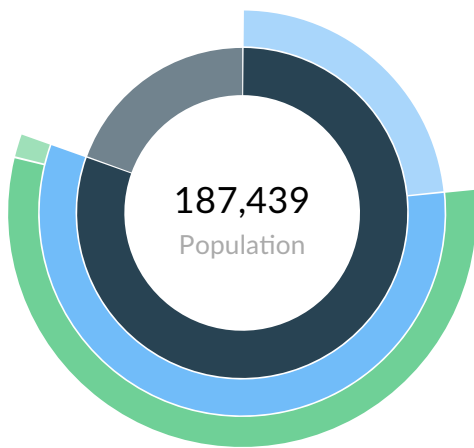


## Economy Overview - Cont.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	187,439	107,123	116,359	100.4	\$11.80B	\$12.47B	\$13.52B
ECWRPC	665,912	371,098	342,726	99.4	\$34.12B	\$42.03B	\$43.03B
Wisconsin	5,810,713	3,216,111	3,142,522	100.3	\$316.61B	\$285.96B	\$314.19B
United States	328,038,851	163,733,789	161,636,598	100.0	\$19.28T	\$0	\$8.38T

## Economy Overview - Cont.

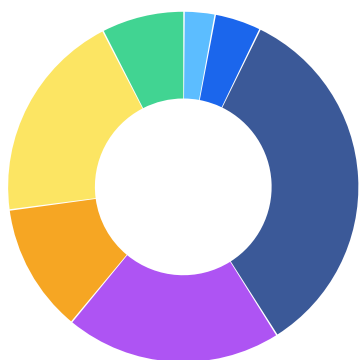
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	150,770
● Not in Labor Force (15+)	43,647
● Labor Force	107,123
● Employed	103,969
● Unemployed	3,154
● Under 15	36,669

### Educational Attainment

Concerning educational attainment, **19.5% of Outagamie County, WI residents possess a Bachelor's Degree** (0.9% above the national average), and **11.9% hold an Associate's Degree** (3.9% above the national average).

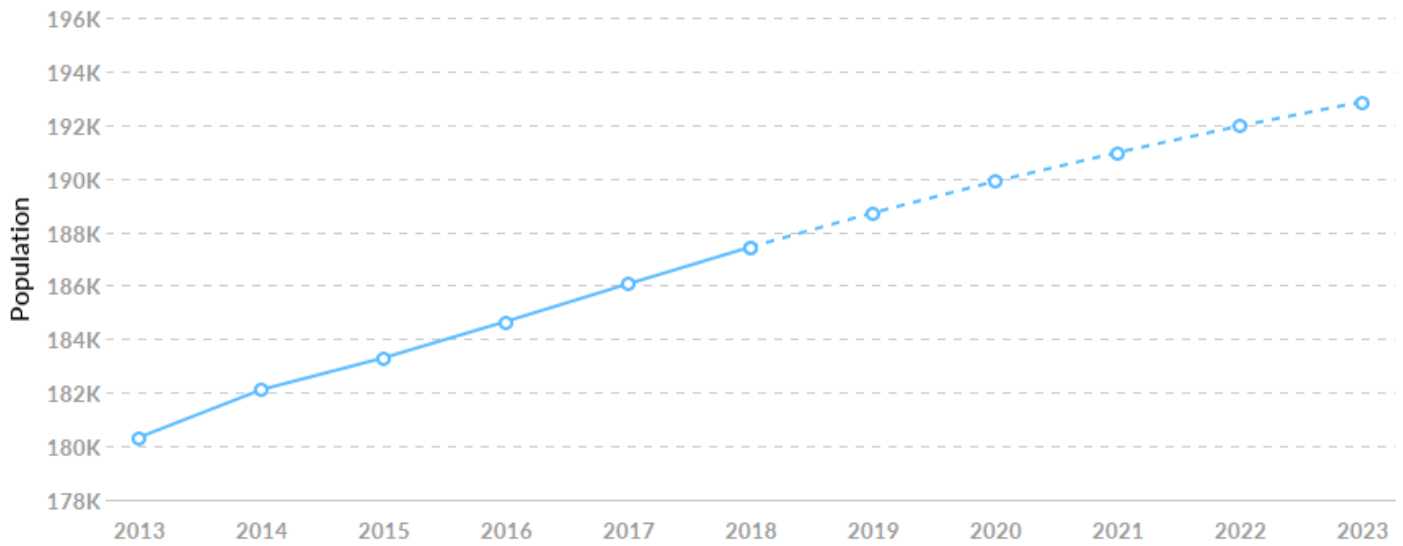


	% of Population	Population
● Less Than 9th Grade	2.9%	3,635
● 9th Grade to 12th Grade	4.3%	5,458
● High School Diploma	33.8%	43,041
● Some College	20.0%	25,403
● Associate's Degree	11.9%	15,150
● Bachelor's Degree	19.5%	24,866
● Graduate Degree and Higher	7.6%	9,725

# Historic & Projected Trends

## Population Trends

As of 2018 the region's population **increased by 3.9%** since 2013, growing by 7,112. Population is expected to **increase by 2.9%** between 2018 and 2023, adding 5,421.

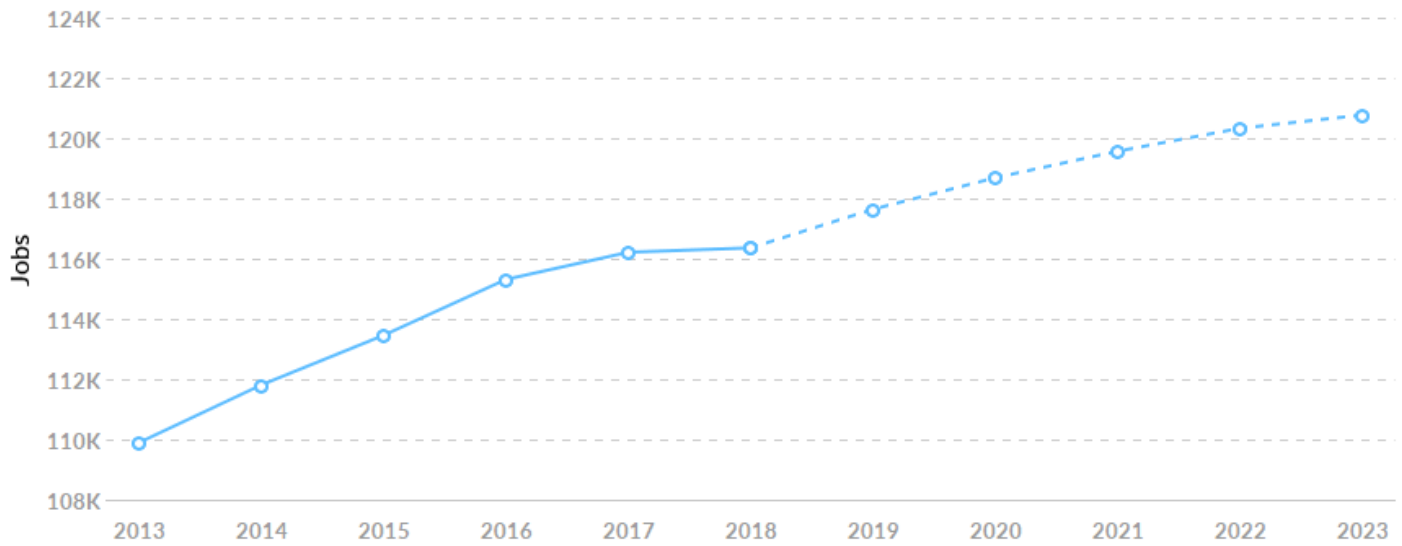


Timeframe	Population
2013	180,327
2014	182,108
2015	183,299
2016	184,655
2017	186,060
2018	187,439
2019	188,713
2020	189,890
2021	190,968
2022	191,958
2023	192,860

# Historic & Projected Trends - Cont.

## Job Trends

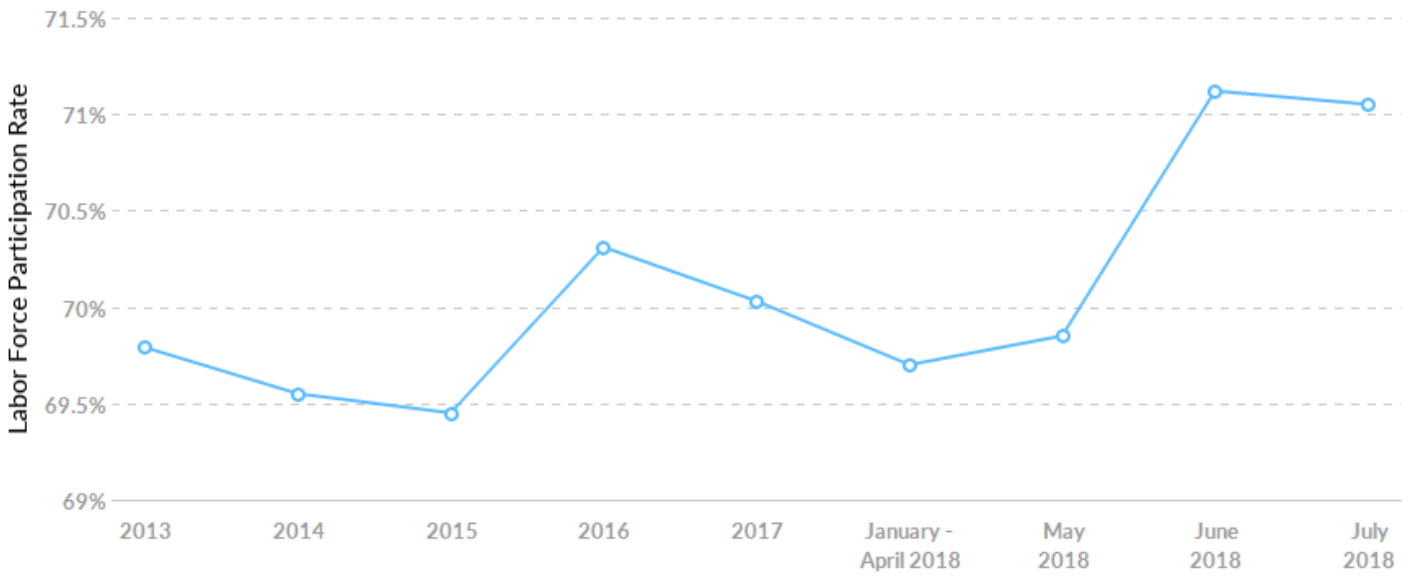
From 2013 to 2018, jobs increased by 5.9% in Outagamie County, WI from 109,894 to 116,359. This change fell short of the national growth rate of 7.4% by 1.5%.



Timeframe	Jobs
2013	109,894
2014	111,808
2015	113,457
2016	115,311
2017	116,213
2018	116,359
2019	117,640
2020	118,686
2021	119,566
2022	120,329
2023	120,766

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



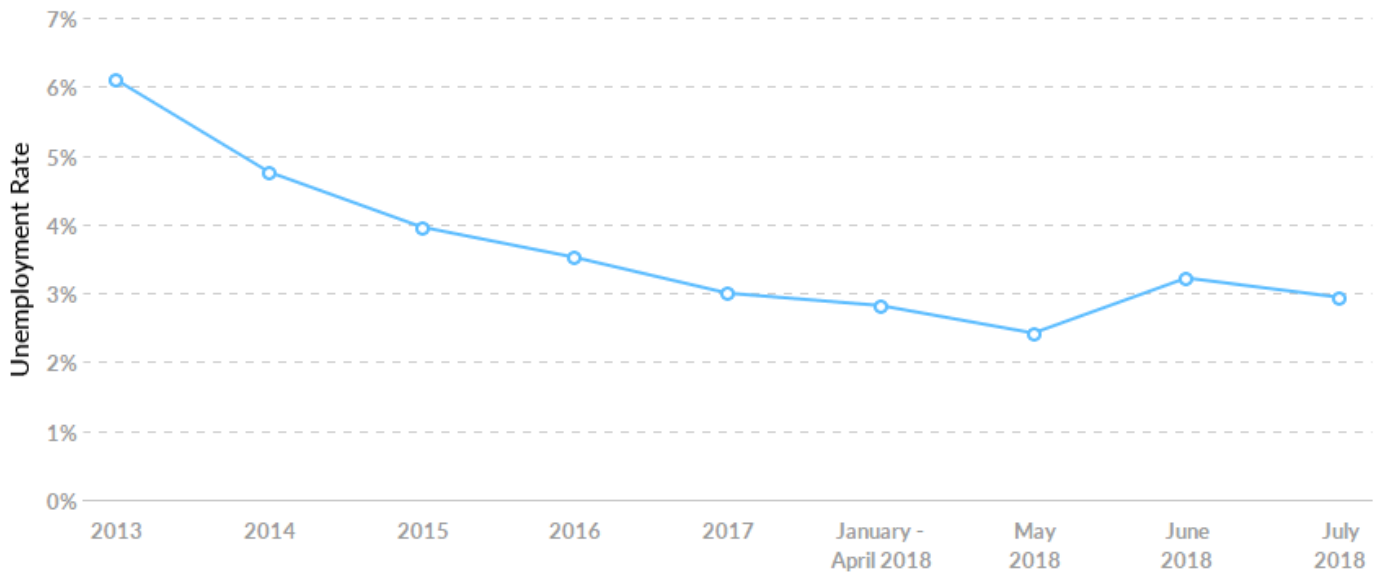
Timeframe	Labor Force Participation Rate
2013	69.79%
2014	69.55%
2015	69.45%
2016	70.31%
2017	70.03%
January - April 2018	69.70%
May 2018	69.85%
June 2018	71.12%
July 2018	71.05%



## Historic & Projected Trends - Cont.

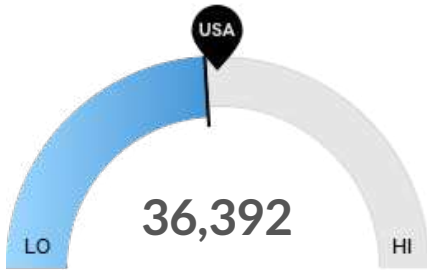
### Unemployment Rate Trends

Outagamie County, WI had a July 2018 unemployment rate of 2.94%, **decreasing from 6.10%** 5 years before.



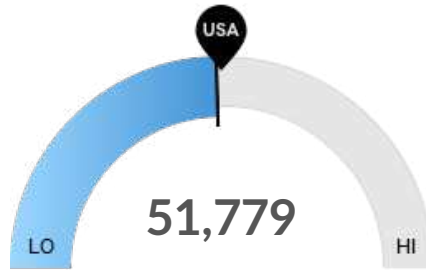
Timeframe	Unemployment Rate
2013	6.10%
2014	4.76%
2015	3.96%
2016	3.52%
2017	3.00%
January - April 2018	2.82%
May 2018	2.42%
June 2018	3.22%
July 2018	2.94%

## Population Characteristics



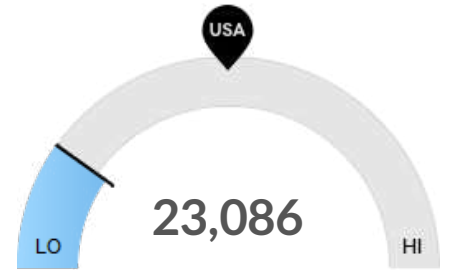
**Millennials**

Outagamie County, WI has 36,392 millennials (ages 20-34). The national average for an area this size is 38,536.



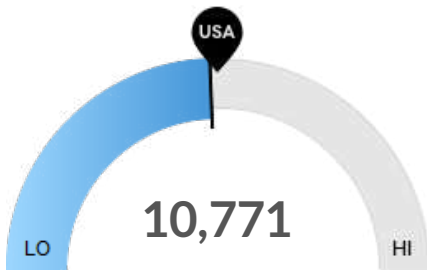
**Retiring Soon**

Retirement risk is about average in Outagamie County, WI. The national average for an area this size is 53,041 people 55 or older, while there are 51,779 here.



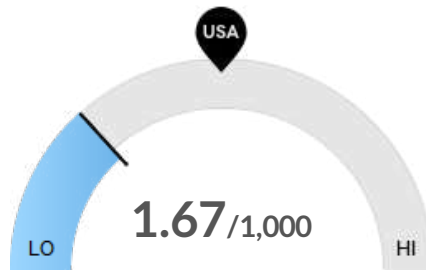
**Racial Diversity**

Racial diversity is low in Outagamie County, WI. The national average for an area this size is 73,069 racially diverse people, while there are 23,086 here.



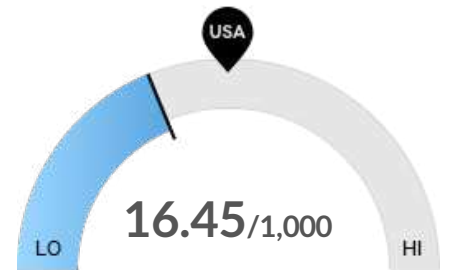
**Veterans**

Outagamie County, WI has 10,771 veterans. The national average for an area this size is 11,154.



**Violent Crime**

Outagamie County, WI has 1.67 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



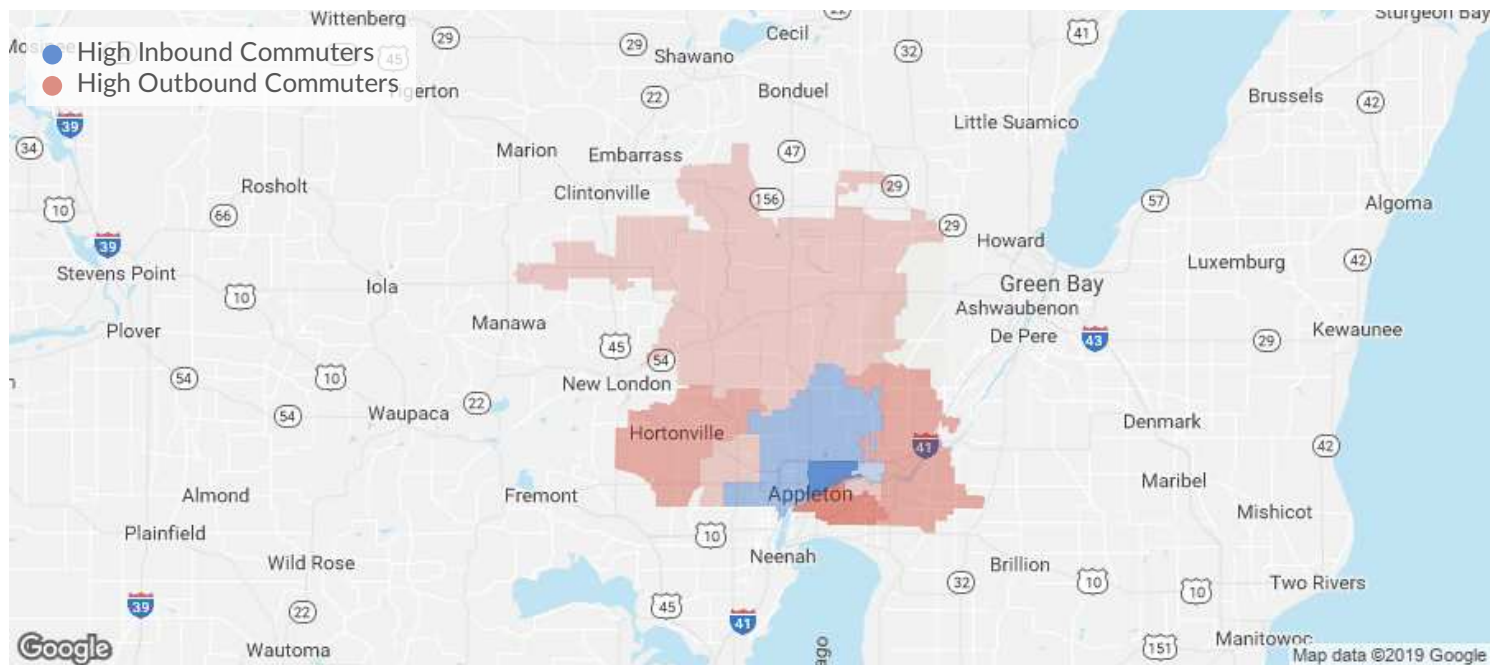
**Property Crime**

Outagamie County, WI has 16.45 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

# Population Characteristics - Cont.

## 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

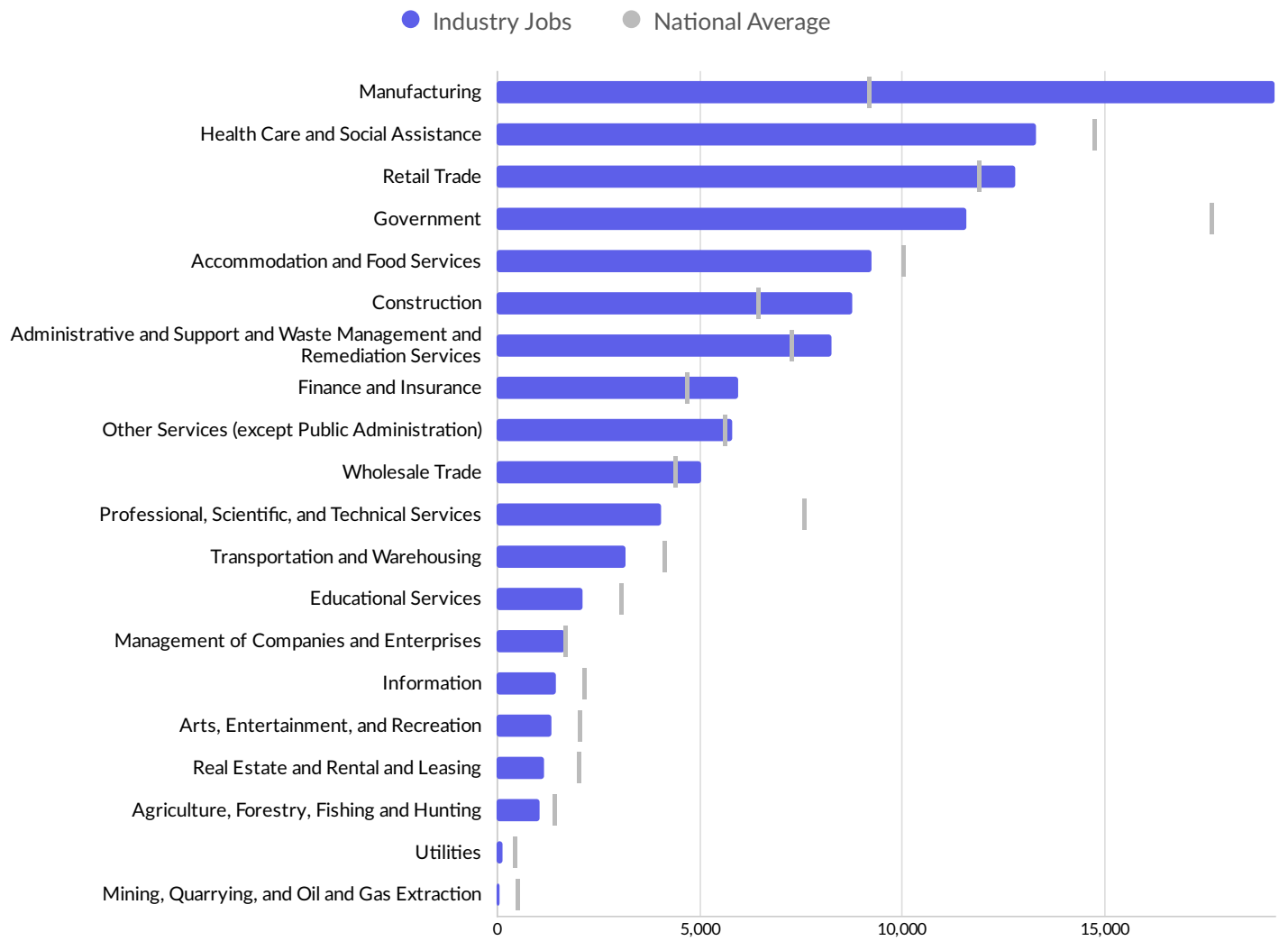
ZIP	Name	2018 Employment
54911	Appleton, WI (in Outag...	26,095
54914	Appleton, WI (in Outag...	20,303
54915	Appleton, WI (in Outag...	16,785
54913	Appleton, WI (in Outag...	14,065
54130	Kaukauna, WI (in Outa...	12,000

### Where Talent Lives

ZIP	Name	2018 Workers
54915	Appleton, WI (in Outag...	23,798
54914	Appleton, WI (in Outag...	16,926
54130	Kaukauna, WI (in Outa...	15,688
54911	Appleton, WI (in Outag...	13,631
54913	Appleton, WI (in Outag...	11,918

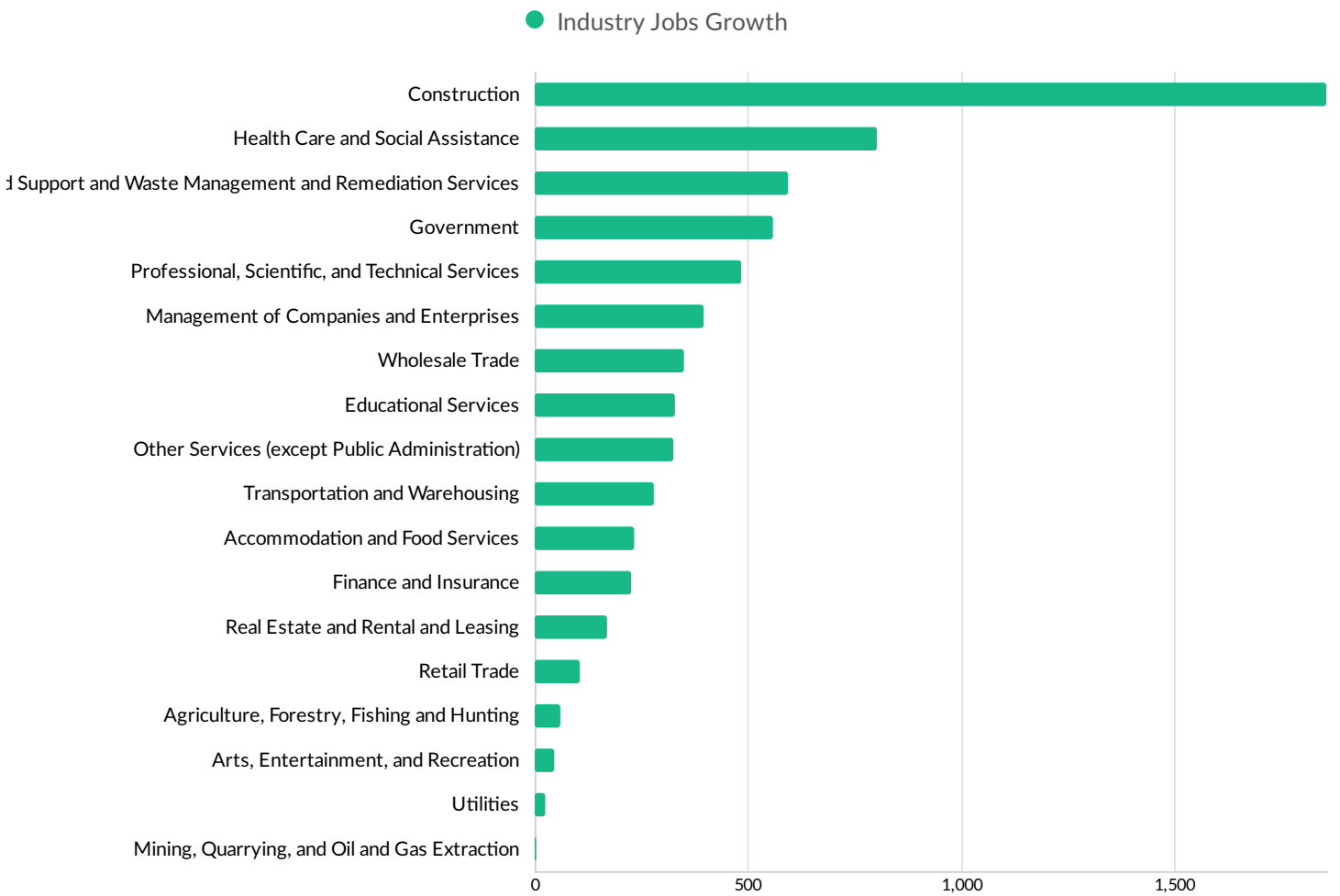
# Industry Characteristics

## Largest Industries



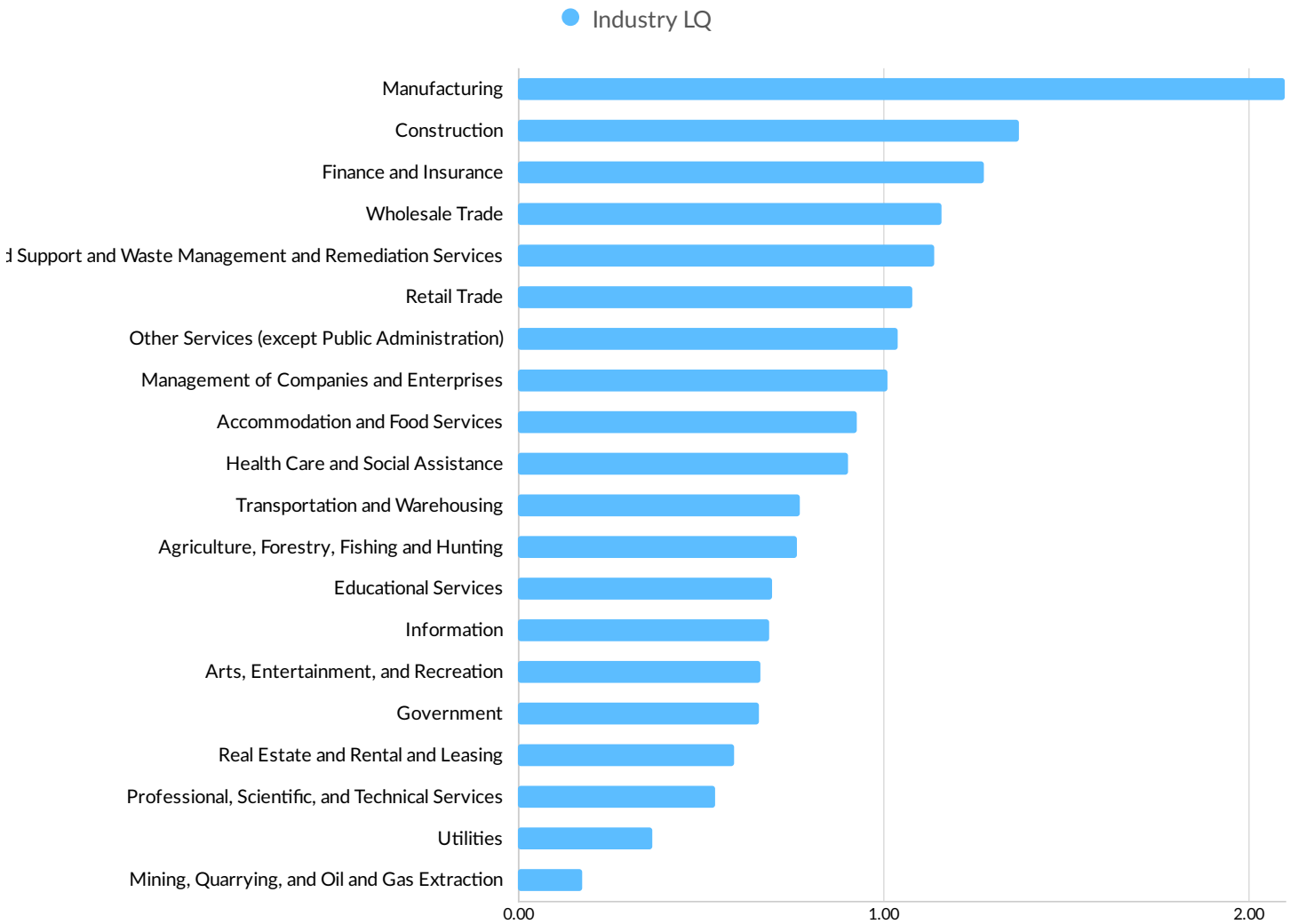
## Industry Characteristics - Cont.

### Top Growing Industries



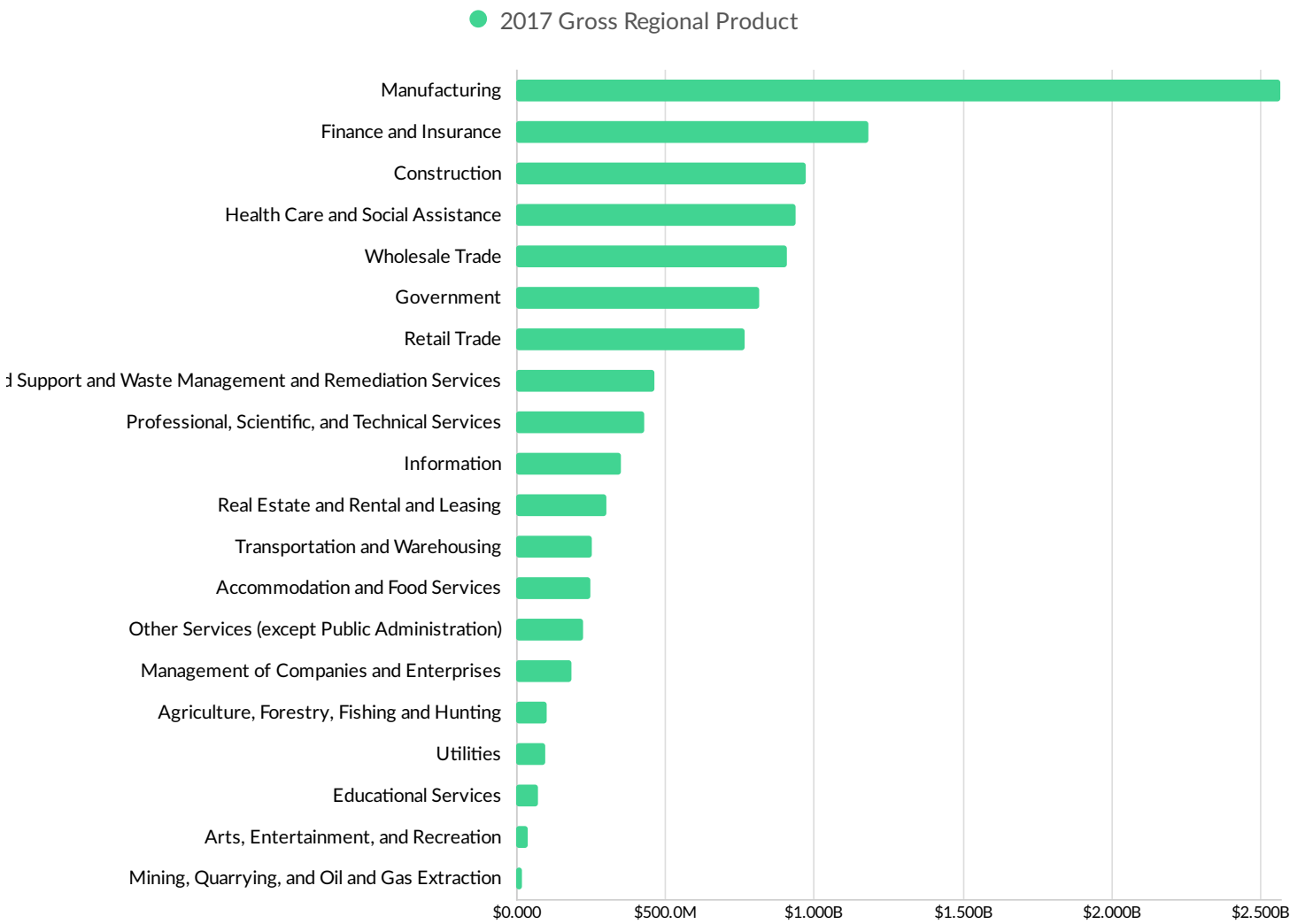
## Industry Characteristics - Cont.

### Top Industry LQ



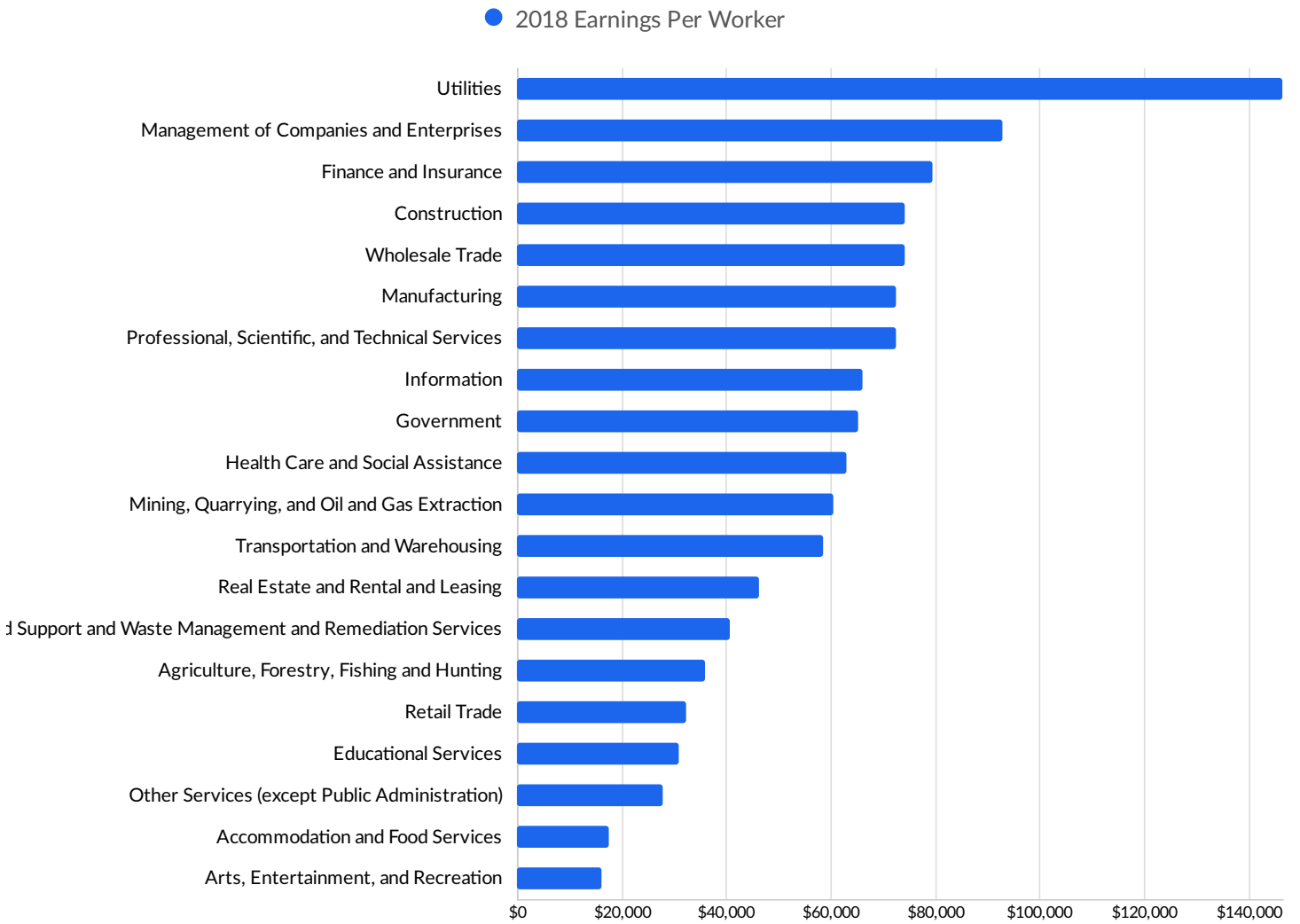
## Industry Characteristics - Cont.

### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings





## Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Manufacturing	19,534	19,211	-323	-2%	2.10	\$72,580	\$2.57B
Health Care and Social Assistance	12,528	13,330	802	+6%	0.91	\$62,985	\$936.53M
Retail Trade	12,711	12,816	105	+1%	1.08	\$32,496	\$769.09M
Government	11,031	11,589	558	+5%	0.66	\$65,296	\$818.59M
Accommodation and Food Services	9,039	9,271	232	+3%	0.93	\$17,689	\$250.88M
Construction	6,916	8,773	1,857	+27%	1.37	\$74,277	\$972.52M
Administrative and Support and Waste Management and Remediation Services	7,670	8,266	596	+8%	1.14	\$40,598	\$464.00M
Finance and Insurance	5,735	5,961	226	+4%	1.28	\$79,398	\$1.18B
Other Services (except Public Administration)	5,497	5,824	327	+6%	1.04	\$28,013	\$223.66M
Wholesale Trade	4,681	5,032	351	+7%	1.16	\$74,236	\$909.59M
Professional, Scientific, and Technical Services	3,578	4,064	486	+14%	0.54	\$72,394	\$431.04M
Transportation and Warehousing	2,895	3,176	281	+10%	0.77	\$58,461	\$256.34M
Educational Services	1,777	2,106	329	+19%	0.70	\$30,978	\$74.76M
Management of Companies and Enterprises	1,278	1,675	397	+31%	1.01	\$92,810	\$184.13M
Information	1,534	1,469	-65	-4%	0.69	\$66,219	\$351.42M
Arts, Entertainment, and Recreation	1,290	1,337	47	+4%	0.67	\$16,299	\$37.86M
Real Estate and Rental and Leasing	990	1,161	171	+17%	0.59	\$46,387	\$301.24M
Agriculture, Forestry, Fishing and Hunting	1,007	1,067	60	+6%	0.77	\$36,001	\$102.61M
Utilities	124	148	24	+19%	0.37	\$146,456	\$97.20M





















## Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Mining, Quarrying, and Oil and Gas Extraction	78	83	5	+6%	0.18	\$60,560	\$21.07M

# Business Characteristics

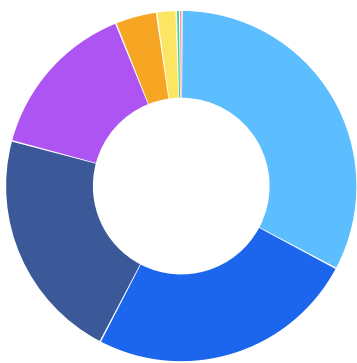
## 11,129 Companies Employ Your Workers

Online profiles for your workers mention 11,129 companies as employers, with the top 10 appearing below. In the last 12 months, 3,770 companies in Outagamie County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Thedacare, Inc.	668 	Virtual Vocations	610 
Thrivent Financial For Lutherans	654 	Oshkosh Corporation	389 
Kimberly-Clark Corporation	562 	USTechForce	375 
Fox Valley Technical College	320 	Kimberly Daugherty	325 
Appleton Area School District	319 	Cadre Staffing 7611 Ei	320 
Miller Electric Mfg. Co.	236 	Ascension Health	313 
Appleton Medical Center, Inc.	233 	C.R. England, Inc.	308 
Plexus Corp.	229 	Shopko Stores Operating Co., L...	289 
LAWRENCE UNIVERSITY	226 	Kelly Services, Inc.	272 
West Corporation	218 	Locate Staffing Inc	271 

## Business Characteristics - Cont.

### Business Size

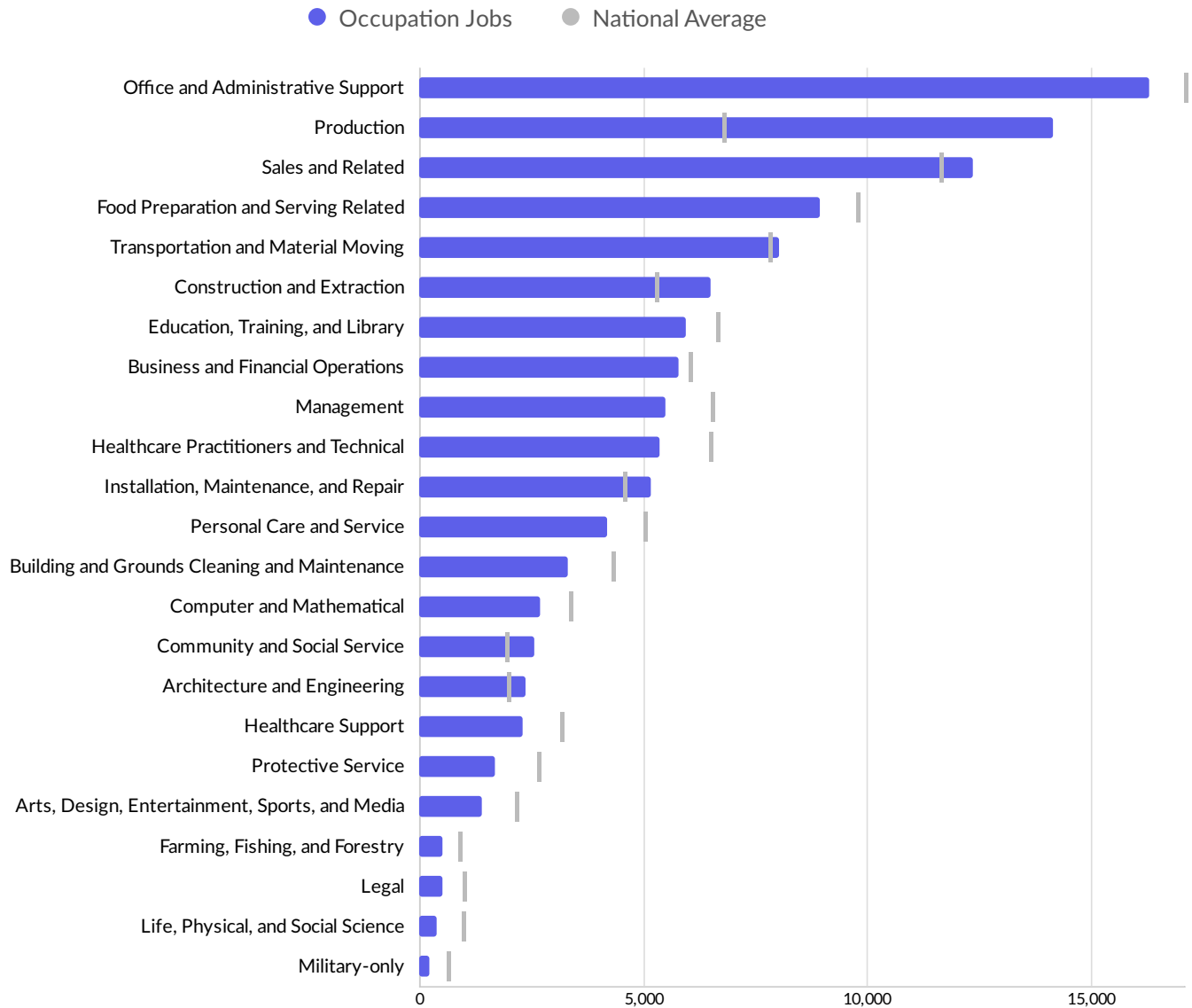


	Percentage	Business Count
● 1 to 4 employees	32.7%	2,280
● 5 to 9 employees	24.9%	1,733
● 10 to 19 employees	21.5%	1,499
● 20 to 49 employees	14.8%	1,029
● 50 to 99 employees	3.8%	267
● 100 to 249 employees	1.8%	125
● 250 to 499 employees	0.3%	22
● 500+ employees	0.2%	15

*\*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.*

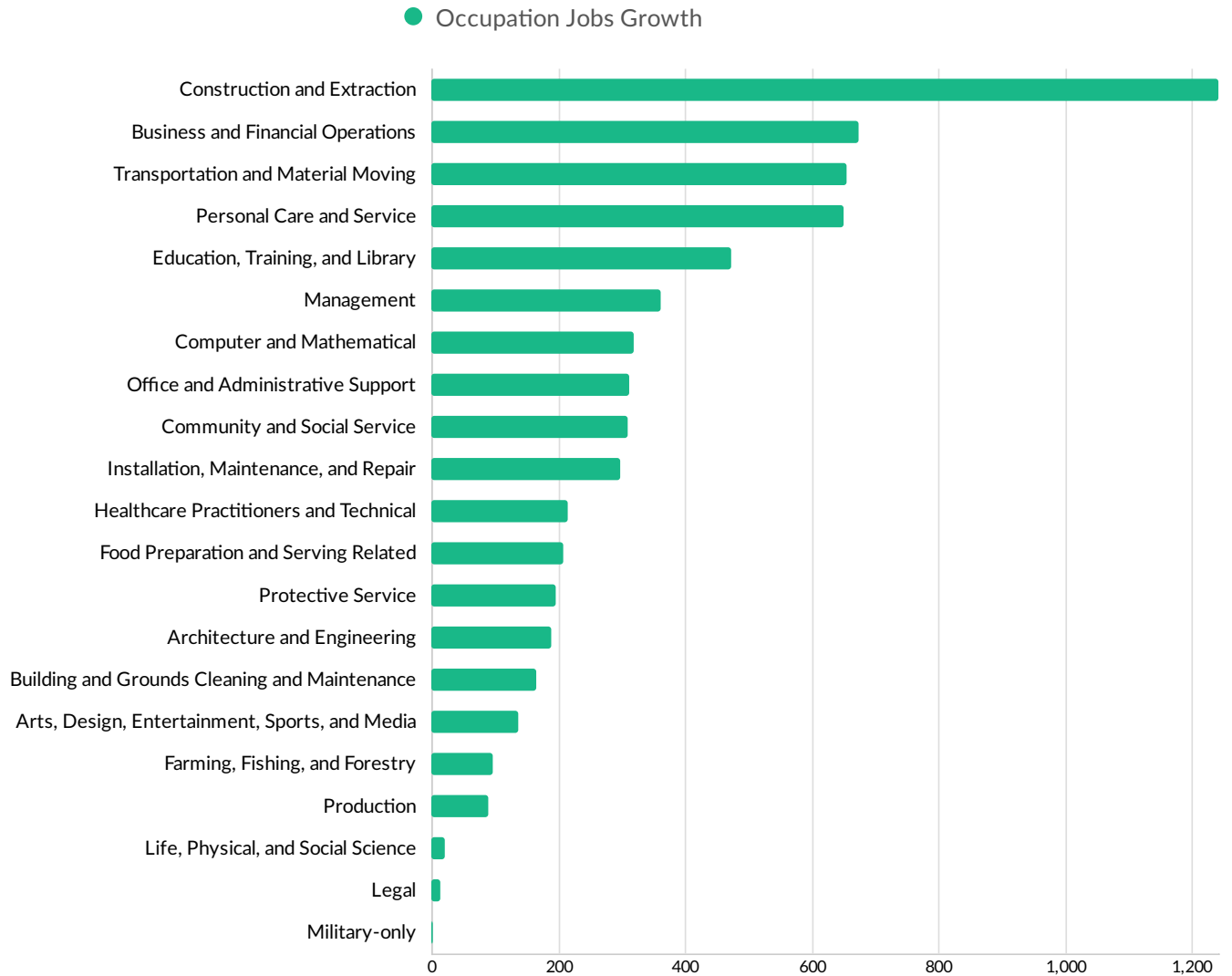
# Workforce Characteristics

## Largest Occupations



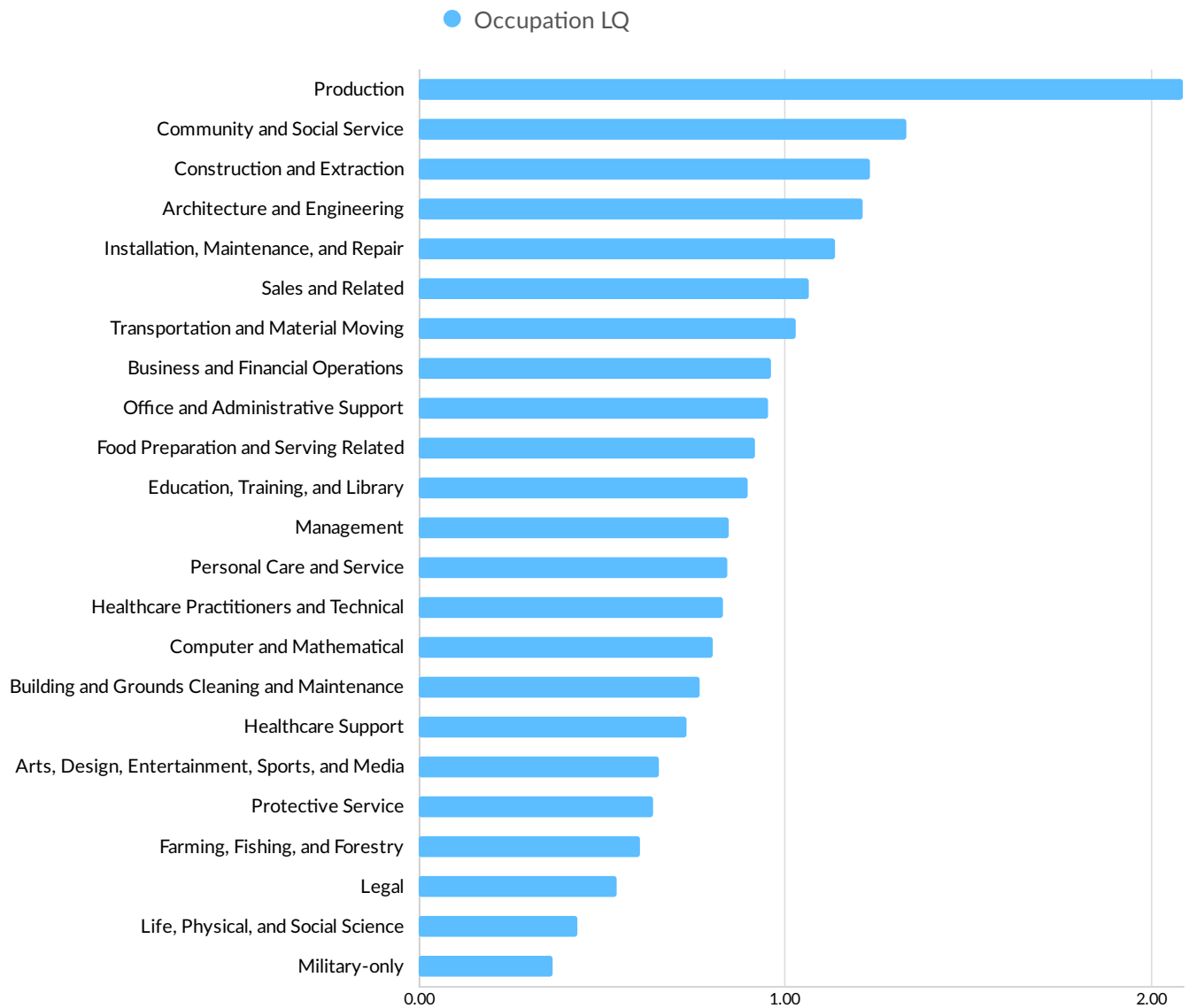
## Workforce Characteristics - Cont.

### Top Growing Occupations



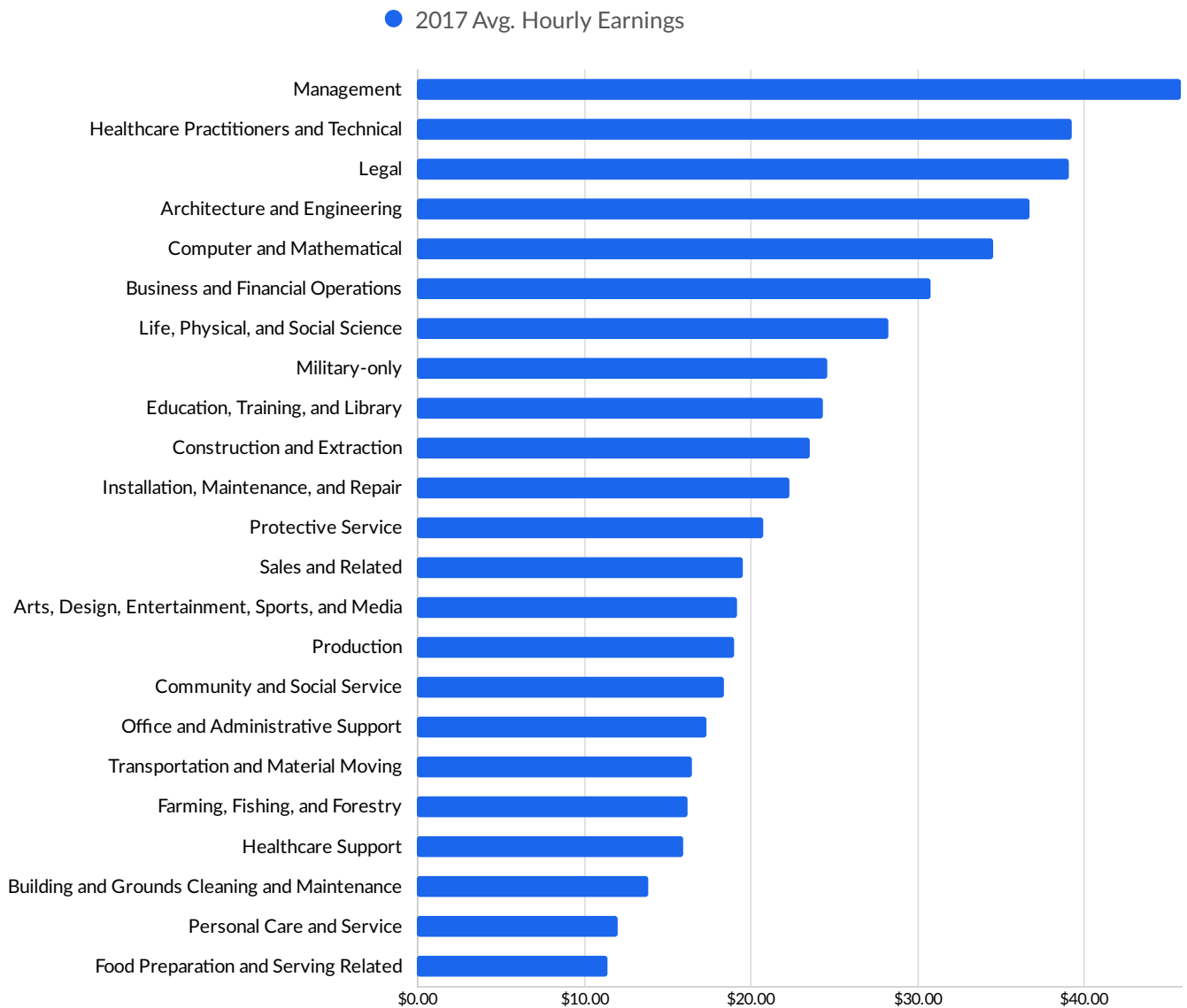
## Workforce Characteristics - Cont.

### Top Occupation LQ



## Workforce Characteristics - Cont.

### Top Occupation Earnings





## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Jan 2018 - Dec 2018 Unique Average Monthly Postings
Office and Administrative Support	15,986	16,298	312	+2%	0.95	\$17.40	797
Production	14,063	14,153	90	+1%	2.09	\$19.03	456
Sales and Related	12,422	12,376	-46	0%	1.06	\$19.52	1,031
Food Preparation and Serving Related	8,741	8,949	208	+2%	0.92	\$11.40	347
Transportation and Material Moving	7,388	8,043	655	+9%	1.03	\$16.52	875
Construction and Extraction	5,280	6,522	1,242	+24%	1.23	\$23.56	113
Education, Training, and Library	5,480	5,952	472	+9%	0.90	\$24.37	214
Business and Financial Operations	5,114	5,789	675	+13%	0.96	\$30.84	408
Management	5,130	5,493	363	+7%	0.85	\$45.84	425
Healthcare Practitioners and Technical	5,158	5,373	215	+4%	0.83	\$39.31	686
Installation, Maintenance, and Repair	4,889	5,188	299	+6%	1.14	\$22.33	300
Personal Care and Service	3,560	4,210	650	+18%	0.84	\$12.01	166
Building and Grounds Cleaning and Maintenance	3,140	3,305	165	+5%	0.77	\$13.89	102
Computer and Mathematical	2,367	2,687	320	+14%	0.80	\$34.61	245
Community and Social Service	2,262	2,571	309	+14%	1.33	\$18.41	67
Architecture and Engineering	2,187	2,377	190	+9%	1.21	\$36.74	201

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Jan 2018 - Dec 2018 Unique Average Monthly Postings
Healthcare Support	2,434	2,309	-125	-5%	0.73	\$15.98	99
Protective Service	1,485	1,682	197	+13%	0.64	\$20.77	59
Arts, Design, Entertainment, Sports, and Media	1,259	1,396	137	+11%	0.65	\$19.19	78
Farming, Fishing, and Forestry	438	535	97	+22%	0.60	\$16.22	2
Legal	510	524	14	+3%	0.54	\$39.10	21
Life, Physical, and Social Science	383	404	21	+5%	0.43	\$28.26	36
Military-only	218	221	3	+1%	0.36	\$24.62	1

## Educational Pipeline

In 2017, there were 3,557 graduates in Outagamie County, WI. This pipeline has grown by 6% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Truck and Bus Driver/Commercial Vehicle Operator and Instructor, and "Business Administration and Management, General".

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Fox Valley Technical College	3,034	
Lawrence University	419	
The Salon Professional Academy-Appleton	45	
Gill-Tech Academy of Hair Design	36	
House of Heavilin Beauty College-Academy of Beauty Professionals	23	
Empire Beauty School-Appleton	0	
Globe University-Appleton	0	

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