



Outagamie County, WI

ECWRPC



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Report Parameters

1 County

55087 Outagamie 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

188,715

Population (2019)

Population grew by **6,543** over the last 5 years and is projected to **grow by 5,191** over the next 5 years.

117,020

Total Regional Employment

Jobs grew by **5,268** over the last 5 years and are projected to **grow by 3,199** over the next 5 years.

\$63.5K

Median Household Income (2018)

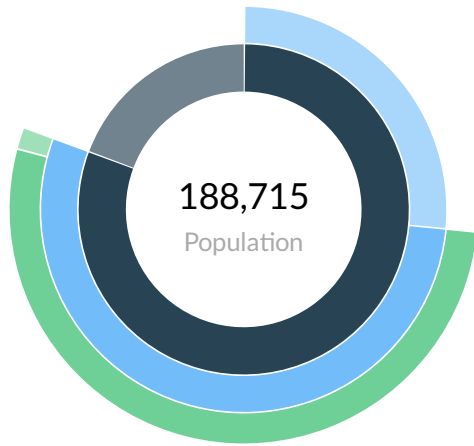
Median household income is **\$3.2K above** the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population **increased by 3.6%** since 2014, growing by 6,543. Population is expected to **increase by 2.8%** between 2019 and 2024, adding 5,191.
- From 2014 to 2019, jobs **increased by 4.7%** in Outagamie County, WI from 111,752 to **117,020**. This change **fell short of the national growth rate of 7.6% by 2.9%**. As the number of jobs increased, the **labor force participation rate decreased from 68.8% to 67.2% between 2014 and 2019**.
- Concerning educational attainment, **19.7% of Outagamie County, WI residents possess a Bachelor's Degree** (0.9% above the national average), and **12.1% hold an Associate's Degree** (4.0% above the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	188,715	102,182	117,020	99.6	\$12.20B	\$13.33B	\$13.96B
ECWRPC	668,726	354,139	344,752	98.8	\$35.82B	\$45.72B	\$46.48B
Wisconsin	5,829,343	3,089,956	3,166,422	100.0	\$337.18B	\$306.77B	\$334.56B
United States	329,399,330	163,493,315	165,144,952	100.0	\$21.00T	\$0	\$8.96T

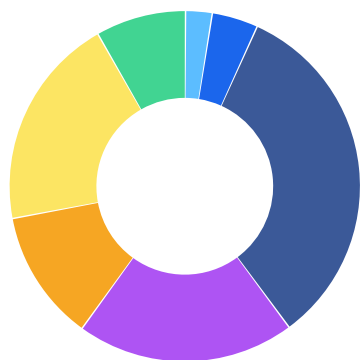
2019 Labor Force Breakdown



	Population
● Total Working Age Population	152,122
● Not in Labor Force (15+)	49,940
● Labor Force	102,182
● Employed	99,313
● Unemployed	2,869
● Under 15	36,593

Educational Attainment

Concerning educational attainment, **19.7% of Outagamie County, WI residents possess a Bachelor's Degree** (0.9% above the national average), and **12.1% hold an Associate's Degree** (4.0% above the national average).

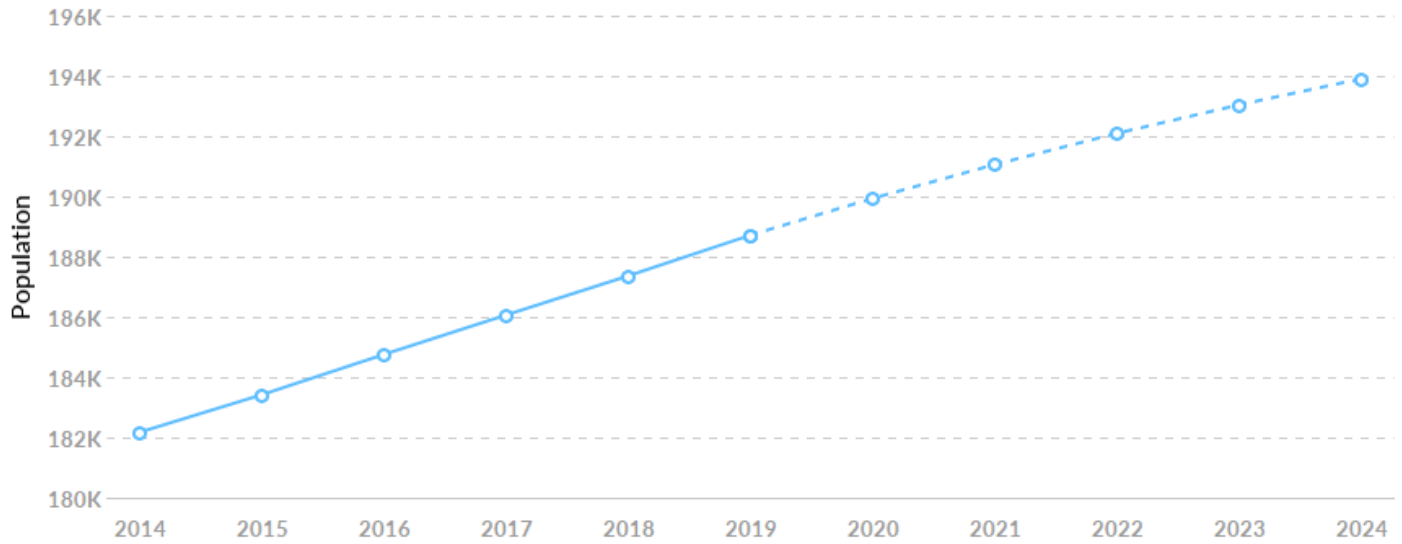


	% of Population	Population
● Less Than 9th Grade	2.4%	3,153
● 9th Grade to 12th Grade	4.3%	5,480
● High School Diploma	33.1%	42,592
● Some College	20.1%	25,875
● Associate's Degree	12.1%	15,562
● Bachelor's Degree	19.7%	25,357
● Graduate Degree and Higher	8.3%	10,717

Historic & Projected Trends

Population Trends

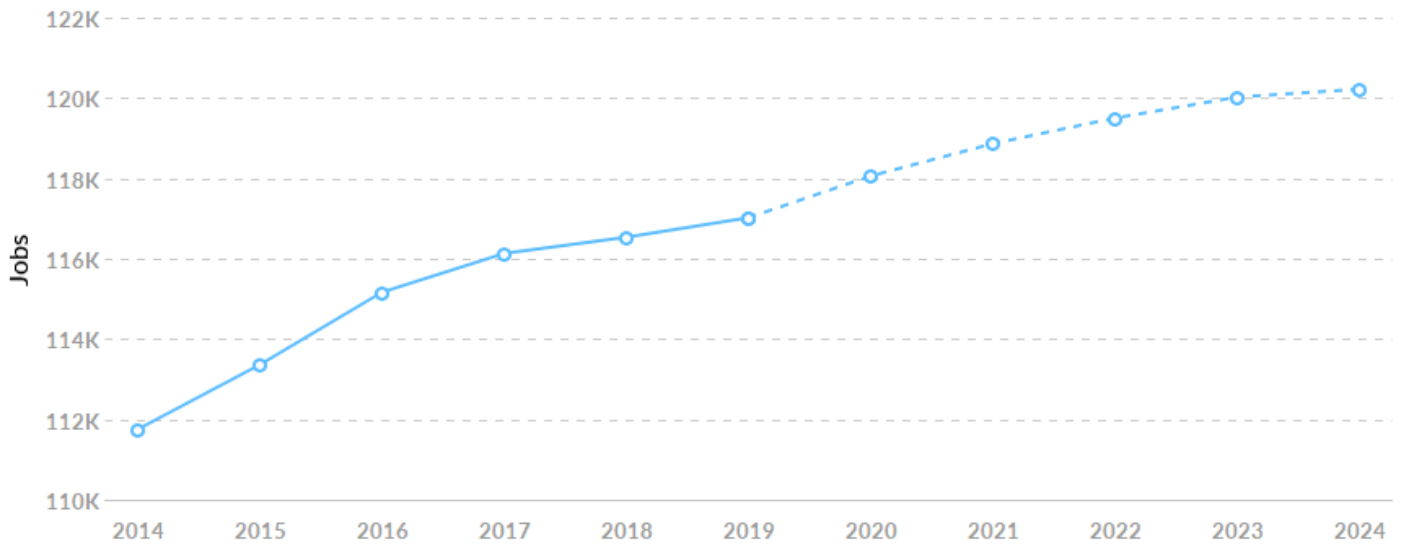
As of 2019 the region's population **increased by 3.6%** since 2014, growing by 6,543. Population is expected to **increase by 2.8%** between 2019 and 2024, adding 5,191.



Timeframe	Population
2014	182,172
2015	183,419
2016	184,756
2017	186,065
2018	187,365
2019	188,715
2020	189,936
2021	191,060
2022	192,094
2023	193,041
2024	193,905

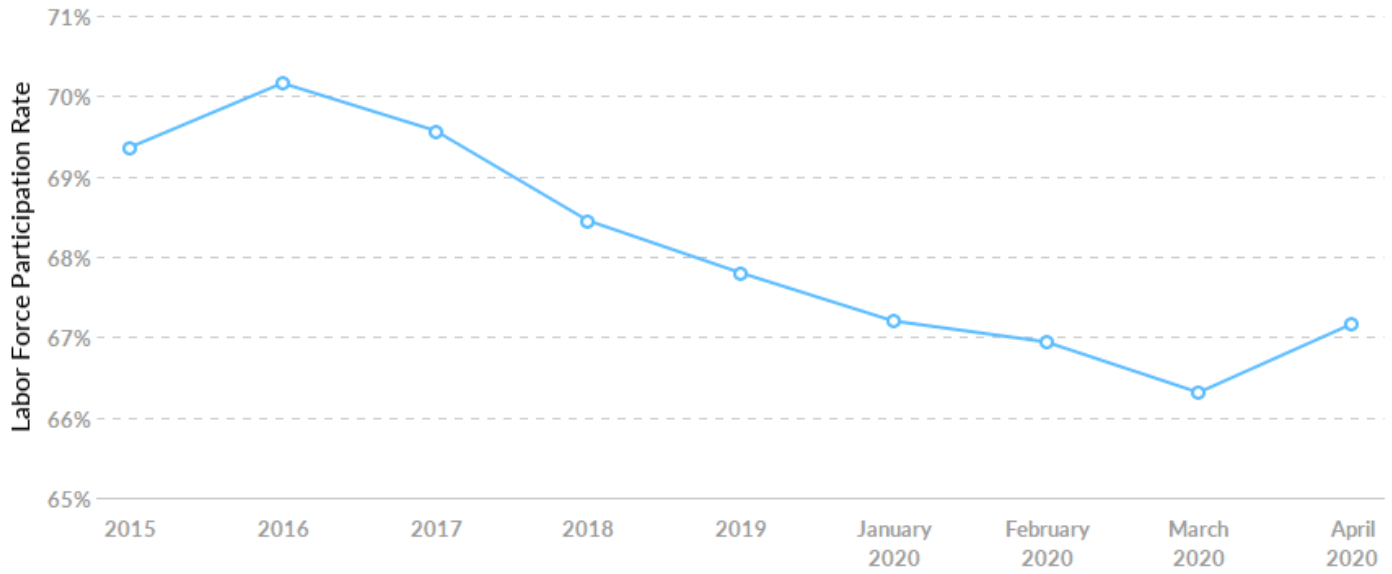
Job Trends

From 2014 to 2019, jobs increased by 4.7% in Outagamie County, WI from 111,752 to 117,020. This change fell short of the national growth rate of 7.6% by 2.9%.



Timeframe	Jobs
2014	111,752
2015	113,362
2016	115,165
2017	116,131
2018	116,534
2019	117,020
2020	118,058
2021	118,863
2022	119,501
2023	120,022
2024	120,220

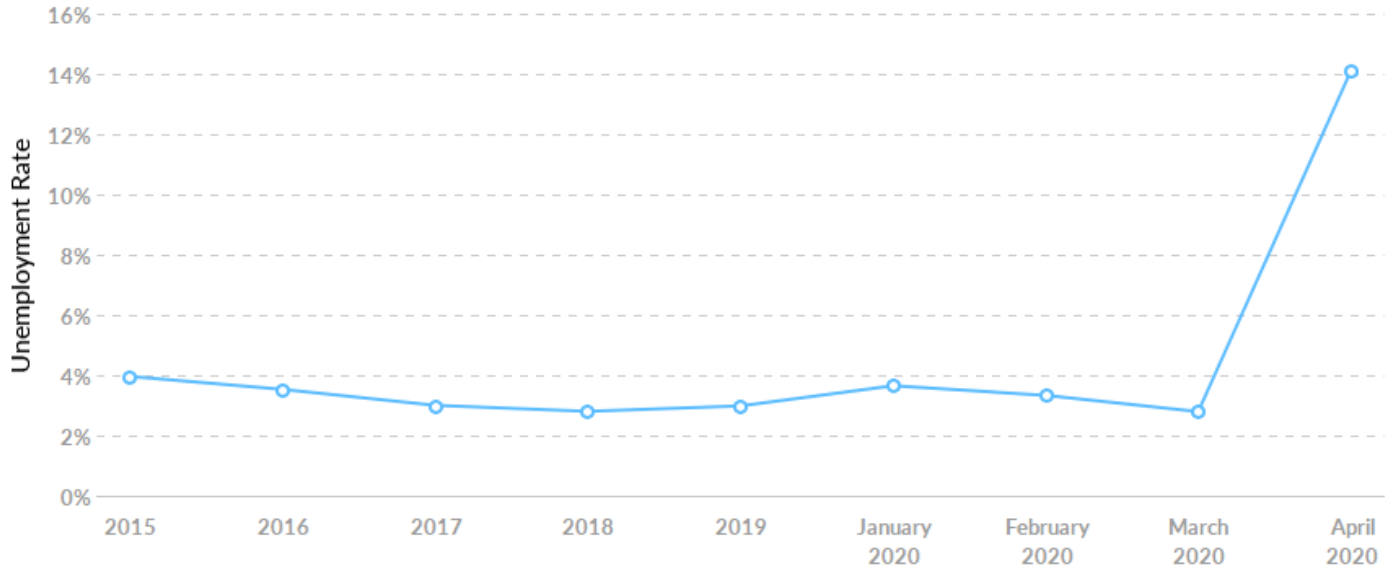
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	69.36%
2016	70.16%
2017	69.57%
2018	68.45%
2019	67.80%
January 2020	67.20%
February 2020	66.94%
March 2020	66.31%
April 2020	67.16%

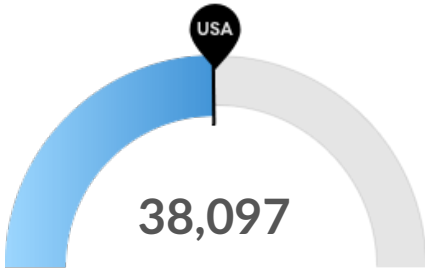
Unemployment Rate Trends

Outagamie County, WI had an April 2020 unemployment rate of 14.10%, **increasing from 3.96%** 5 years before.



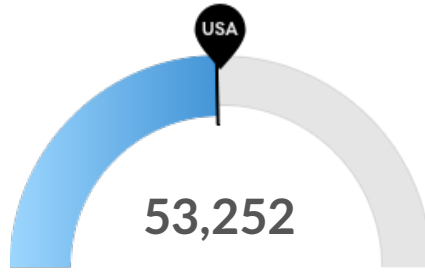
Timeframe	Unemployment Rate
2015	3.96%
2016	3.53%
2017	3.00%
2018	2.80%
2019	2.98%
January 2020	3.65%
February 2020	3.33%
March 2020	2.79%
April 2020	14.10%

Population Characteristics



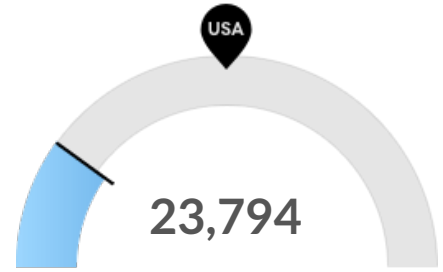
Millennials

Outagamie County, WI has 38,097 millennials (ages 25-39). The national average for an area this size is 38,520.



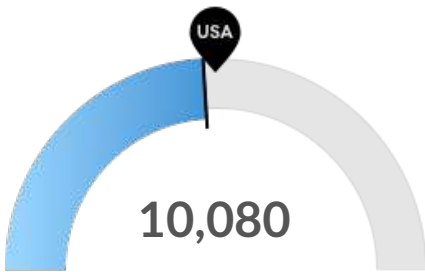
Retiring Soon

Retirement risk is about average in Outagamie County, WI. The national average for an area this size is 54,236 people 55 or older, while there are 53,252 here.



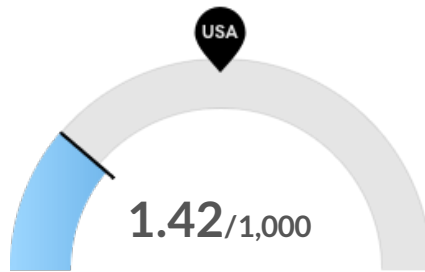
Racial Diversity

Racial diversity is low in Outagamie County, WI. The national average for an area this size is 74,232 racially diverse people, while there are 23,794 here.



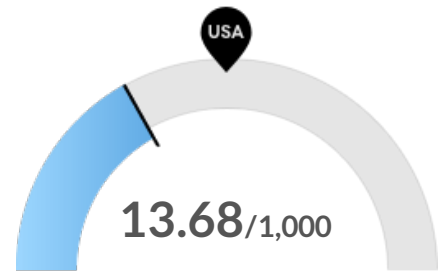
Veterans

Outagamie County, WI has 10,080 veterans. The national average for an area this size is 10,659.



Violent Crime

Outagamie County, WI has 1.42 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

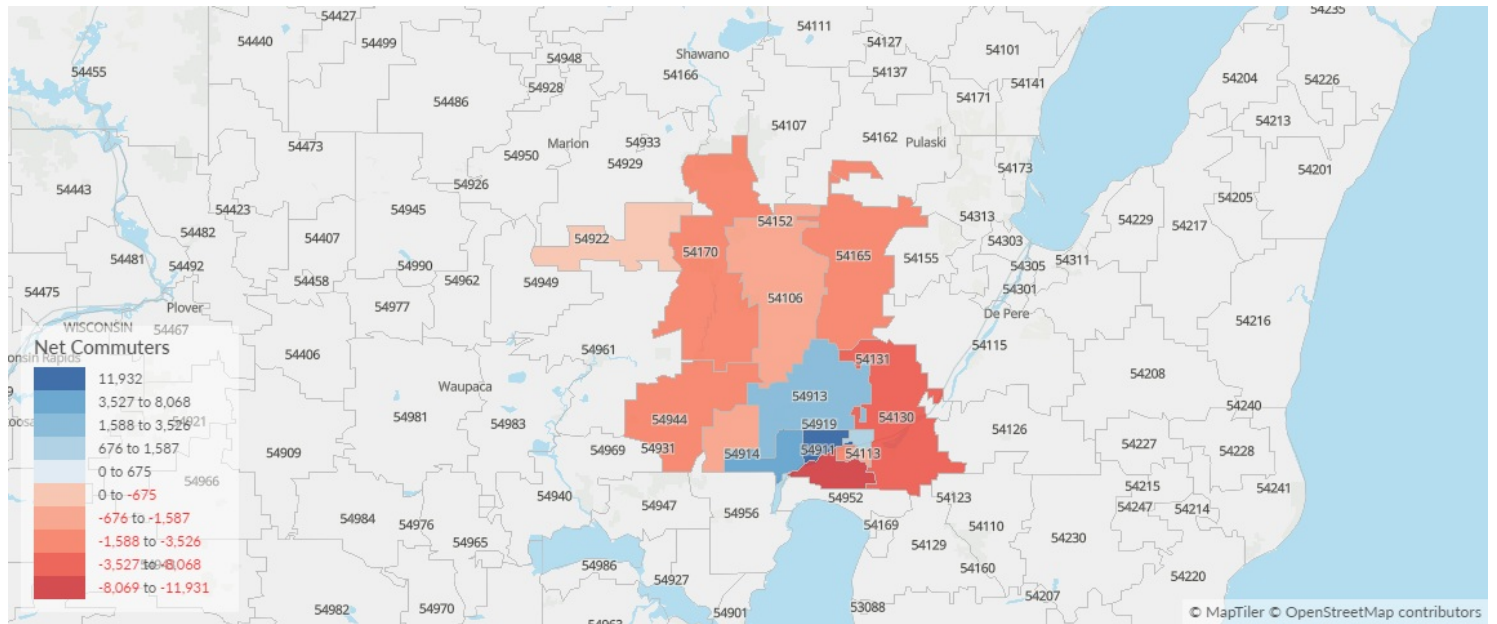


Property Crime

Outagamie County, WI has 13.68 property crimes per 1,000 people. The national rate is 22.98 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

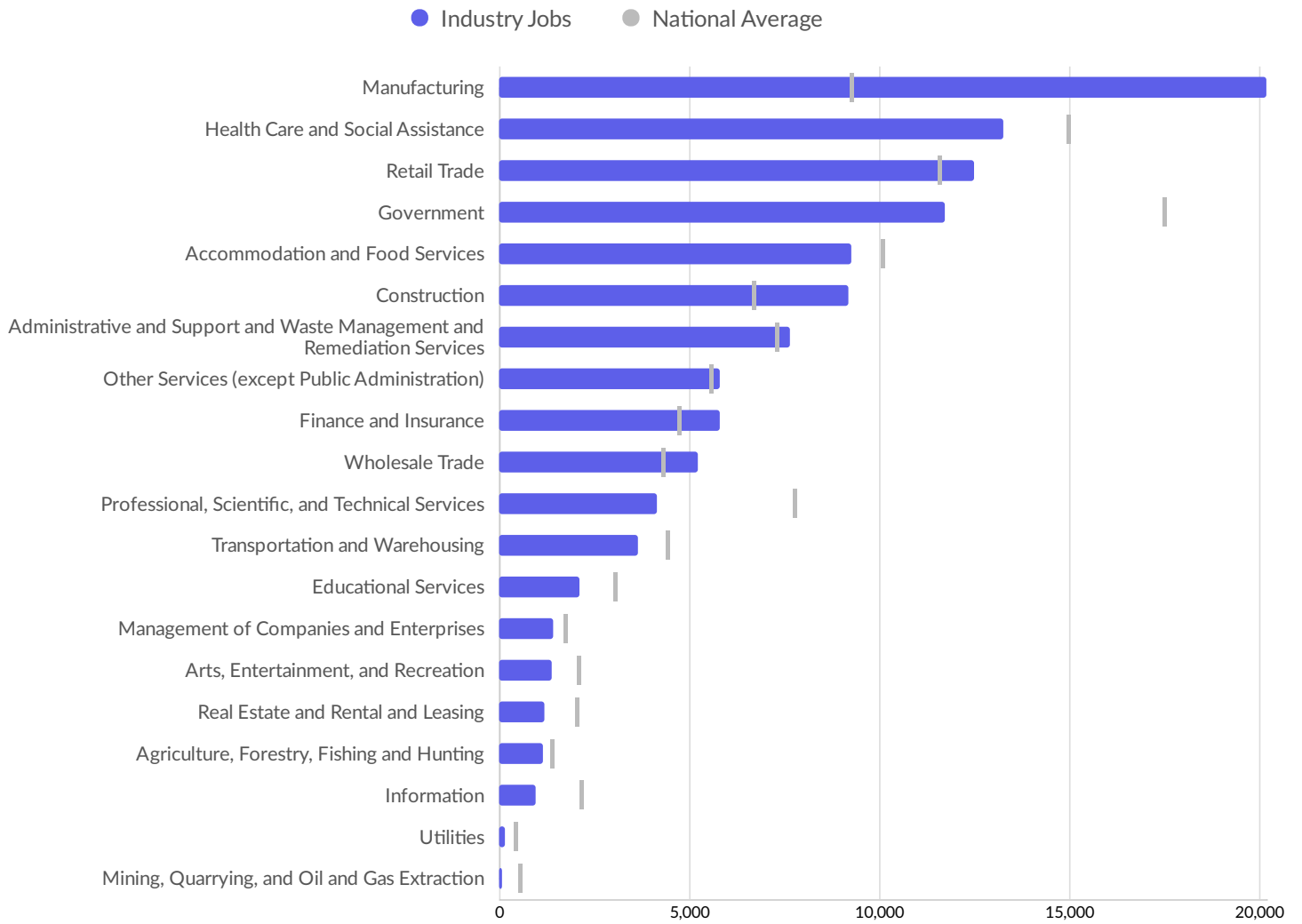
ZIP	Name	2019 Employment
54911	Appleton, WI (in Outag...	25,809
54914	Appleton, WI (in Outag...	21,279
54915	Appleton, WI (in Outag...	15,962
54913	Appleton, WI (in Outag...	13,922
54130	Kaukauna, WI (in Outag...	12,408

Where Talent Lives

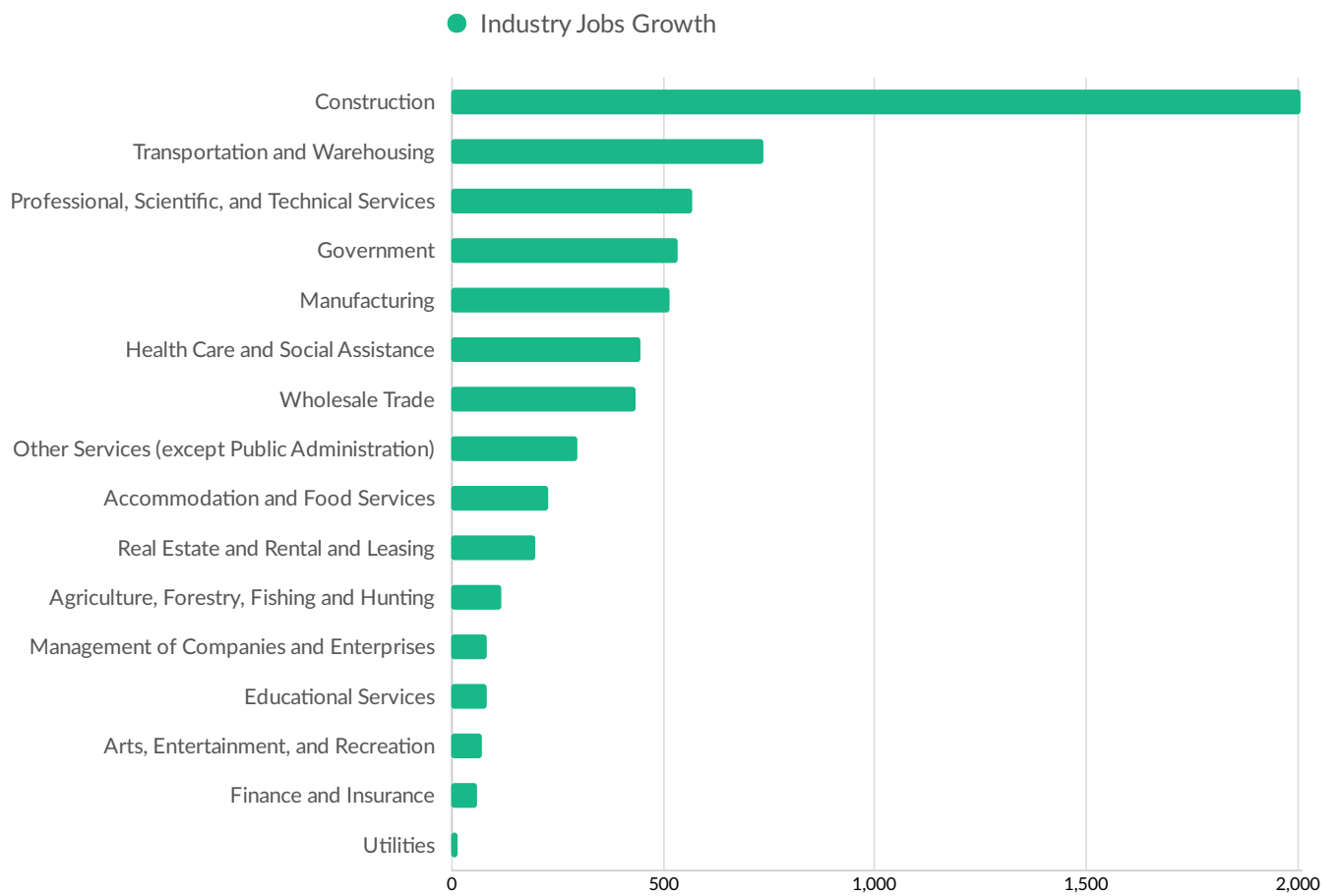
ZIP	Name	2019 Workers
54915	Appleton, WI (in Outag...	24,030
54914	Appleton, WI (in Outag...	17,005
54130	Kaukauna, WI (in Outag...	15,936
54911	Appleton, WI (in Outag...	13,876
54913	Appleton, WI (in Outag...	11,972

Industry Characteristics

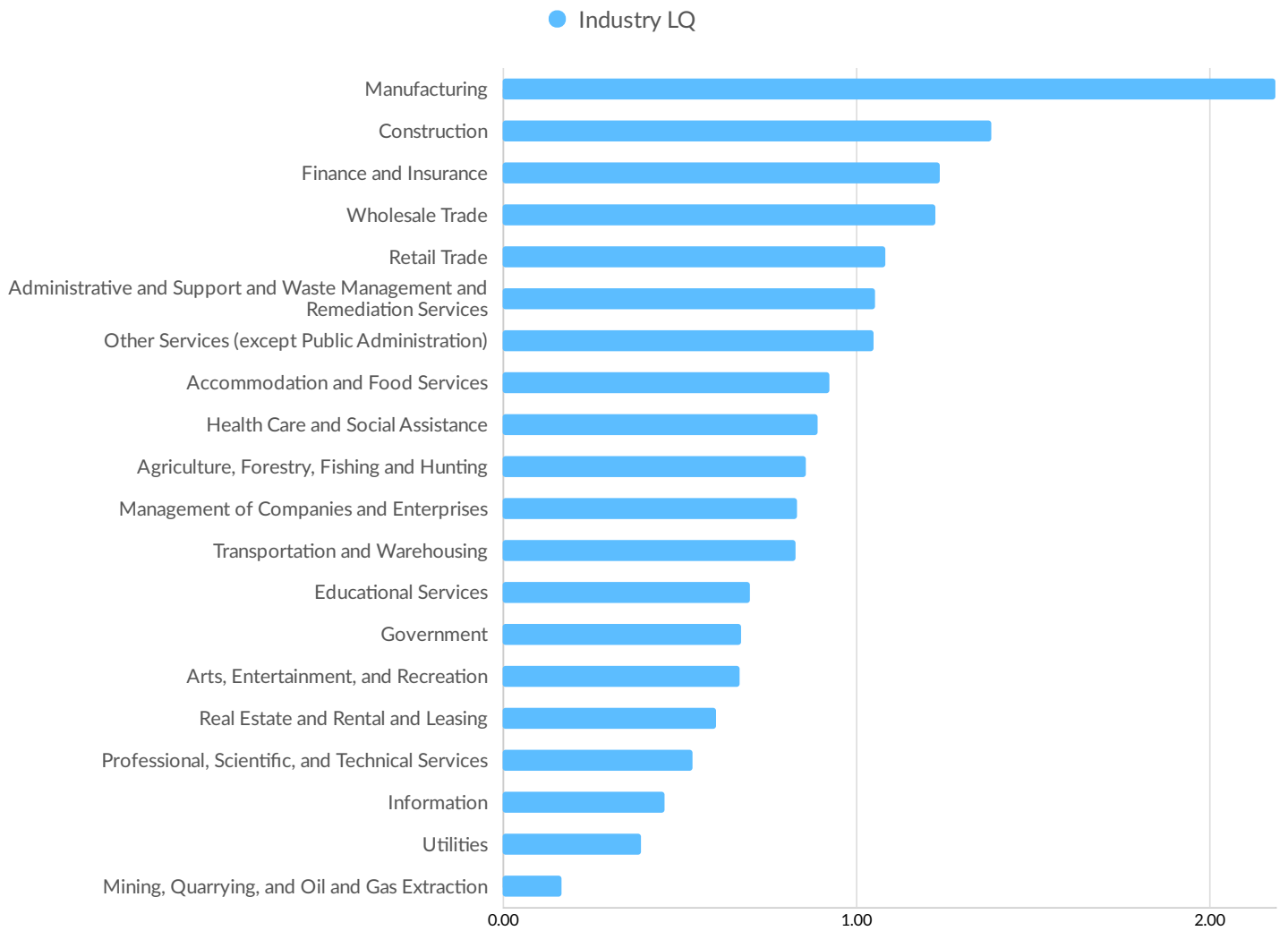
Largest Industries



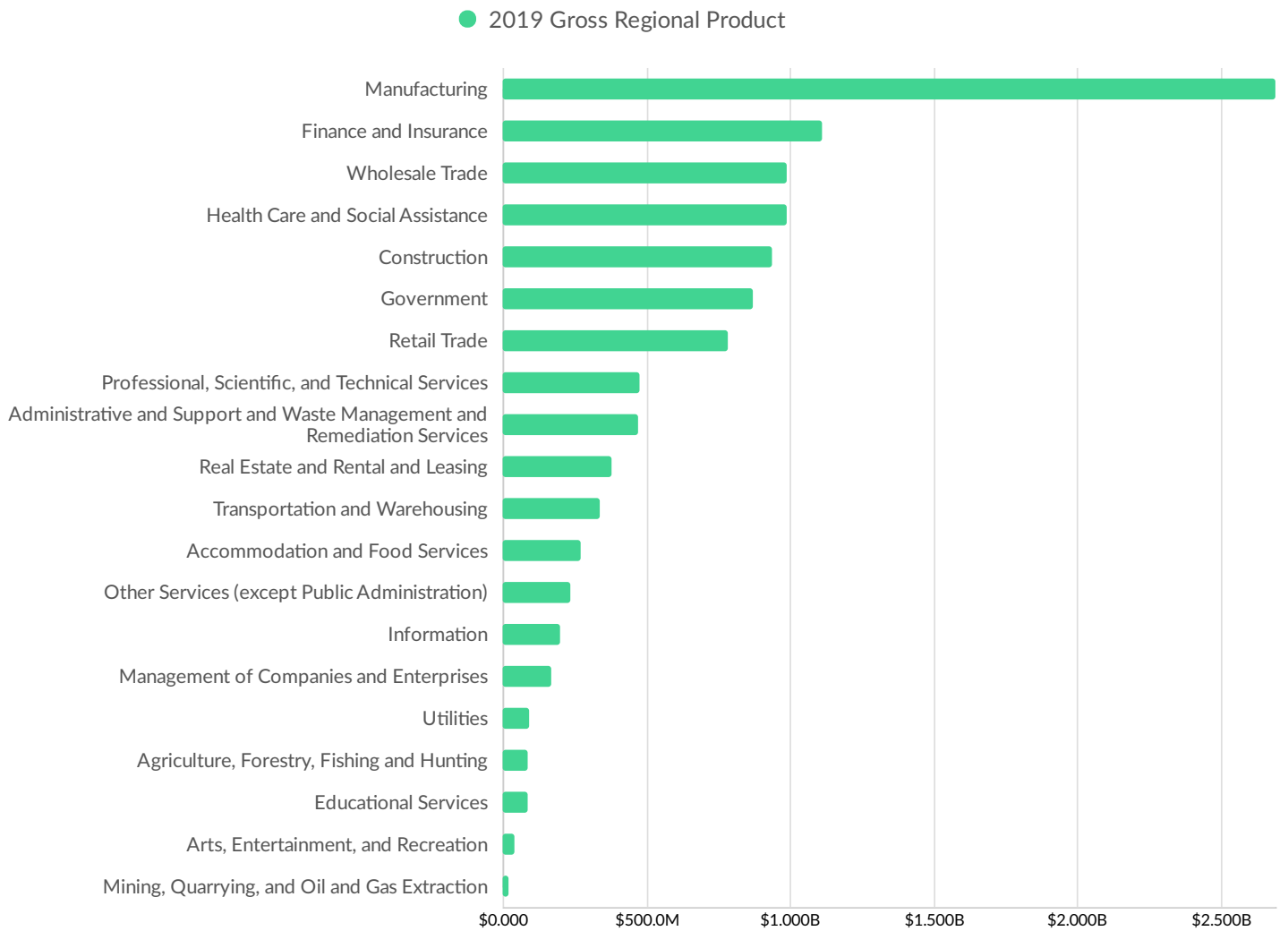
Top Growing Industries



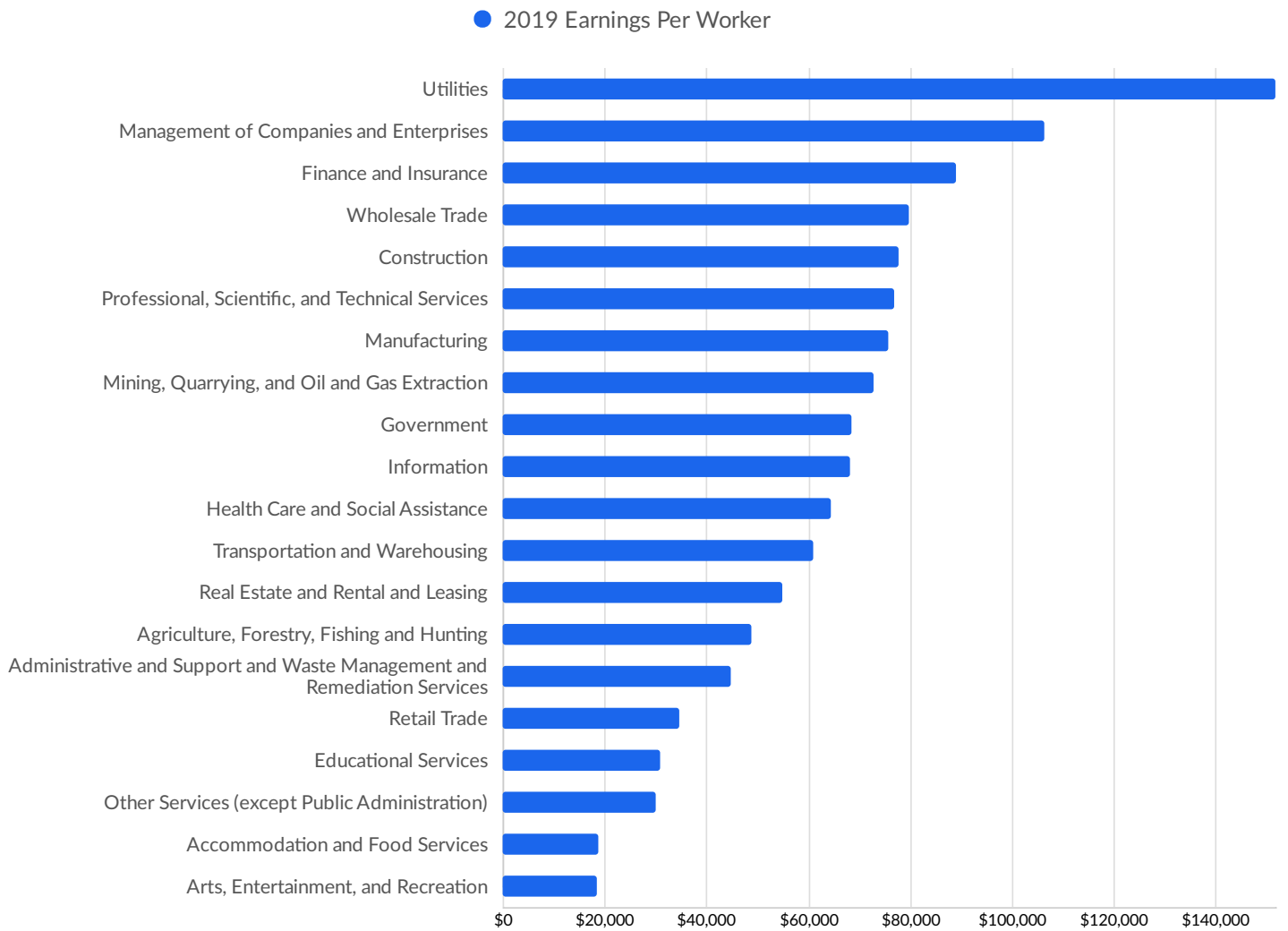
Top Industry LQ



Top Industry GRP



Top Industry Earnings




Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	19,688	20,205	517	+3%	2.19	\$75,717	\$2.69B
Health Care and Social Assistance	12,848	13,296	448	+3%	0.89	\$64,581	\$988.22M
Retail Trade	12,774	12,525	-249	-2%	1.08	\$34,561	\$783.40M
Government	11,206	11,743	537	+5%	0.67	\$68,383	\$872.61M
Accommodation and Food Services	9,054	9,283	229	+3%	0.92	\$18,926	\$272.89M
Construction	7,202	9,210	2,008	+28%	1.38	\$77,800	\$939.78M
Administrative and Support and Waste Management and Remediation Services	8,029	7,648	-381	-5%	1.05	\$44,812	\$471.56M
Other Services (except Public Administration)	5,507	5,807	300	+5%	1.05	\$30,129	\$236.04M
Finance and Insurance	5,731	5,793	62	+1%	1.24	\$89,067	\$1.11B
Wholesale Trade	4,782	5,219	437	+9%	1.22	\$79,752	\$990.97M
Professional, Scientific, and Technical Services	3,595	4,166	571	+16%	0.54	\$76,981	\$475.00M
Transportation and Warehousing	2,913	3,653	740	+25%	0.83	\$60,996	\$336.82M
Educational Services	2,023	2,107	84	+4%	0.70	\$30,980	\$84.82M
Management of Companies and Enterprises	1,322	1,408	86	+7%	0.83	\$106,330	\$170.08M
Arts, Entertainment, and Recreation	1,299	1,371	72	+6%	0.67	\$18,364	\$41.56M
Real Estate and Rental and Leasing	1,010	1,207	197	+20%	0.61	\$54,883	\$378.03M
Agriculture, Forestry, Fishing and Hunting	1,050	1,167	117	+11%	0.86	\$48,916	\$89.19M
Information	1,496	975	-521	-35%	0.46	\$68,156	\$200.01M
Utilities	138	154	16	+12%	0.39	\$151,746	\$93.22M
Mining, Quarrying, and Oil and Gas Extraction	82	82	0	0%	0.17	\$72,867	\$19.94M

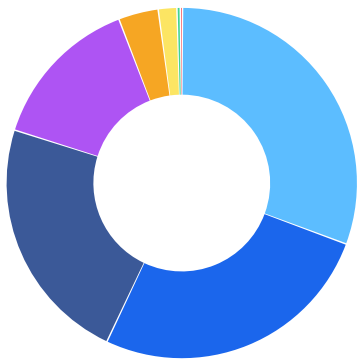
Business Characteristics

16,668 Companies Employ Your Workers

Online profiles for your workers mention 16,668 companies as employers, with the top 10 appearing below. In the last 12 months, 4,352 companies in Outagamie County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Thedacare, Inc.	723 	HealthCare Employment Netwo...	416 
Thrivent Financial For Lutherans	667 	Oshkosh Corporation	410 
Appleton Area School District	373 	Ascension	398 
Fox Valley Technical College	355 	Atterro Human Capital Group	382 
West Corporation	335 	USTechForce	368 
Alta Resources Corp.	317 	Kelly Services, Inc.	358 
Appleton Medical Center, Inc.	291 	Eatstreet	344 
Plexus Corp.	287 	Platinum Supplemental Insuranc...	337 
Oshkosh Corporation	273 	Robert Half International Inc.	335 
J. J. Keller & Associates, Inc.	239 	Aerotek, Inc.	334 

Business Size

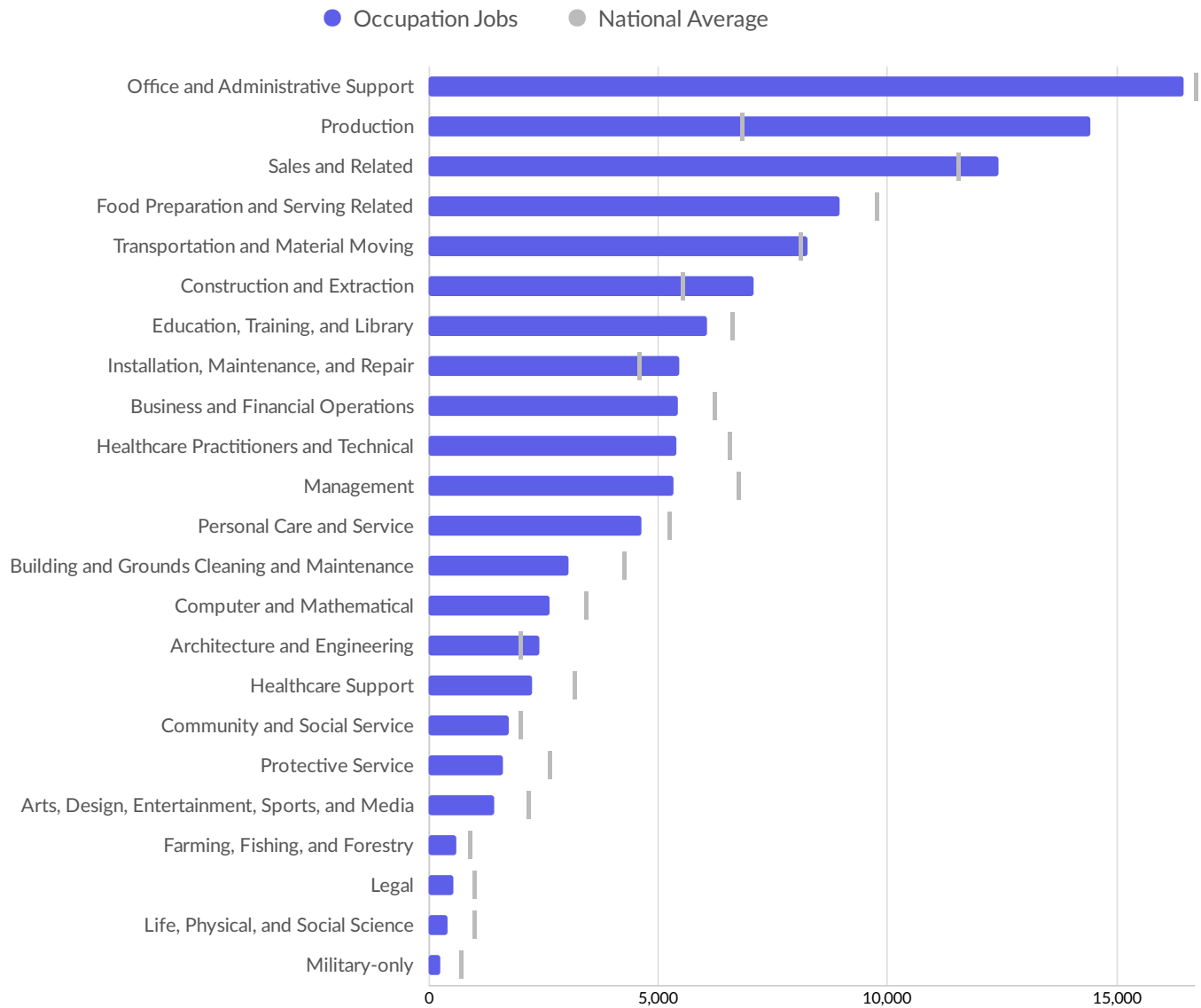


	Percentage	Business Count
1 to 4 employees	30.6%	2,088
5 to 9 employees	26.4%	1,800
10 to 19 employees	22.9%	1,561
20 to 49 employees	14.3%	975
50 to 99 employees	3.7%	251
100 to 249 employees	1.7%	117
250 to 499 employees	0.3%	21
500+ employees	0.2%	14

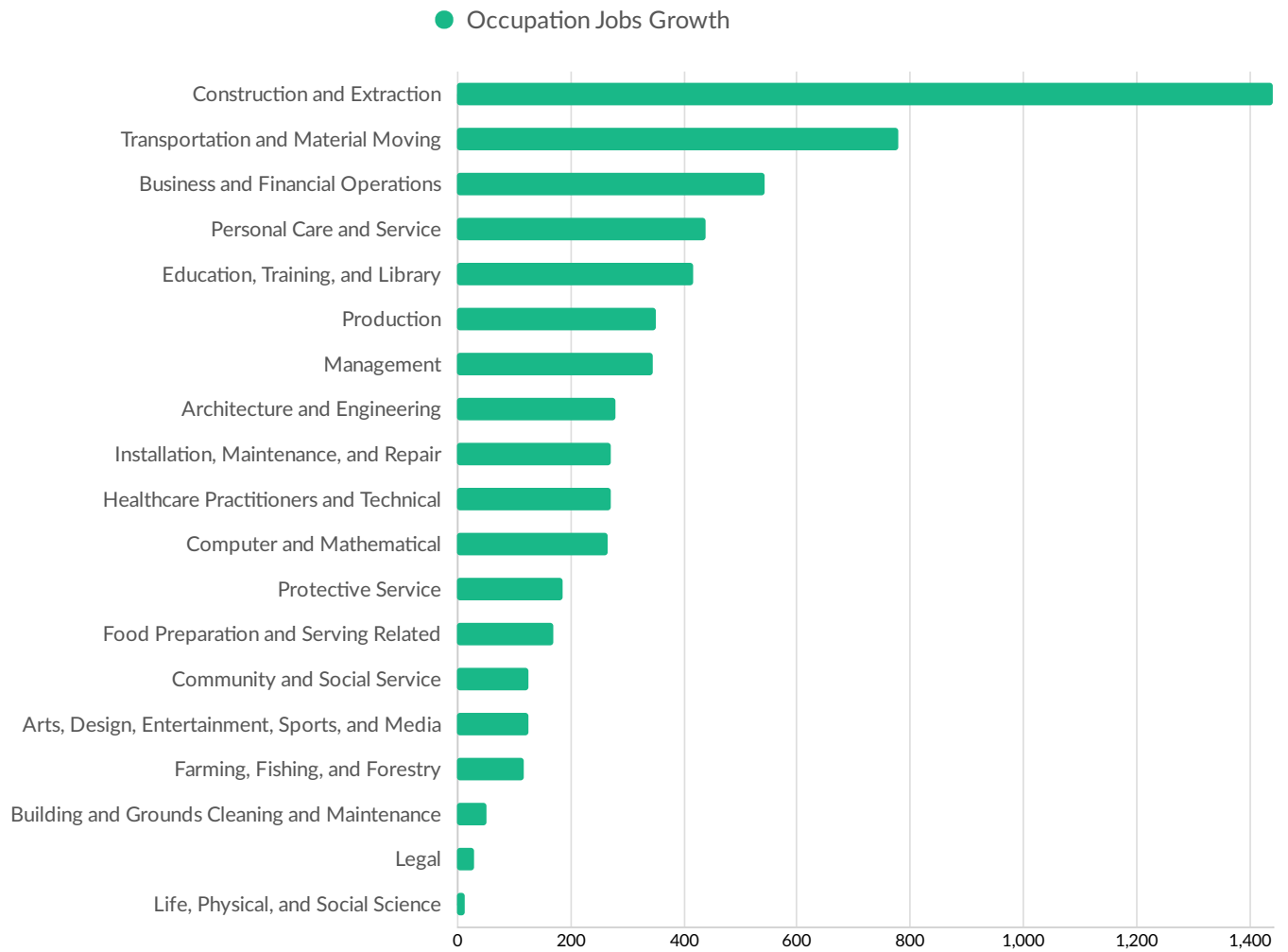
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

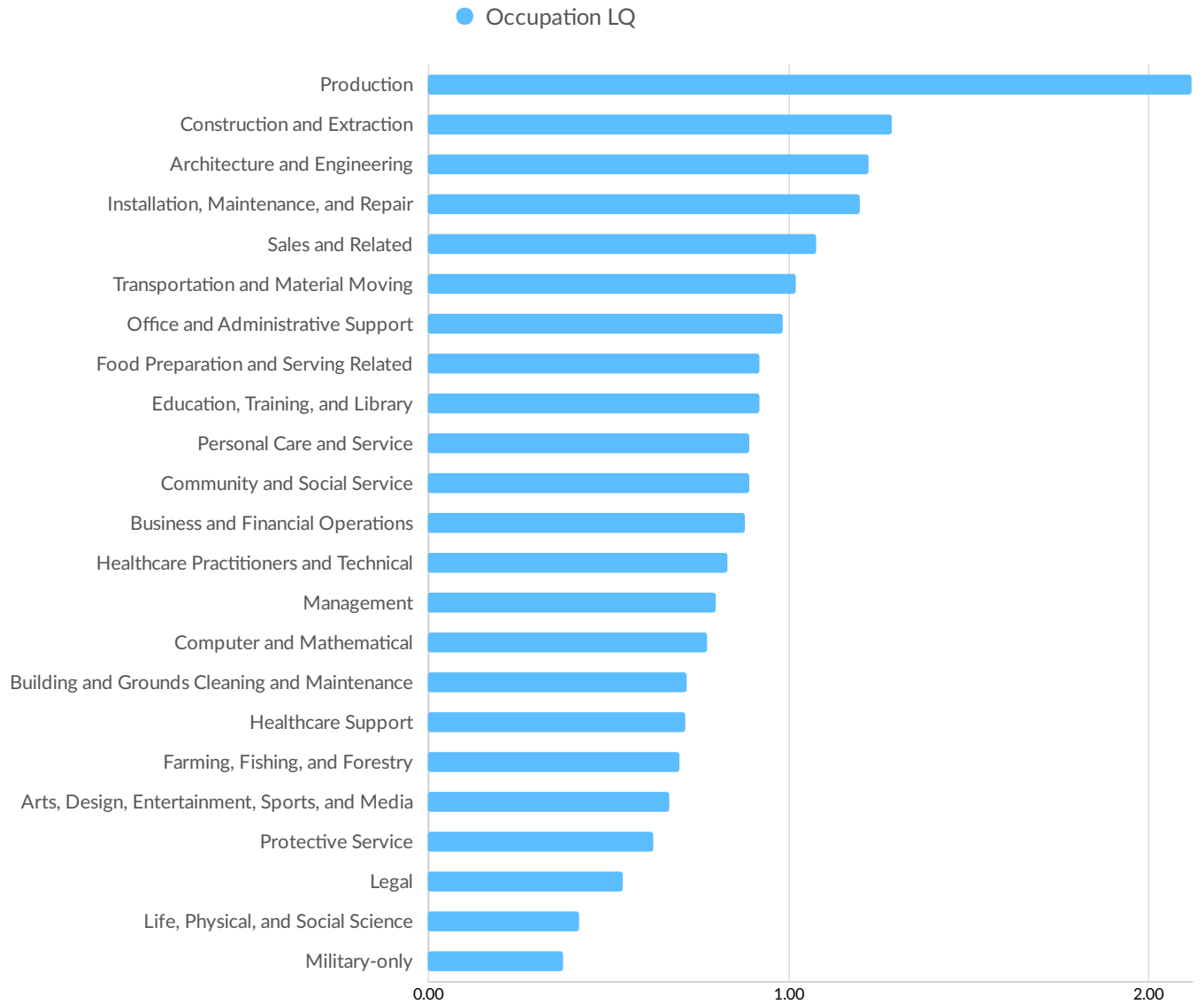
Largest Occupations



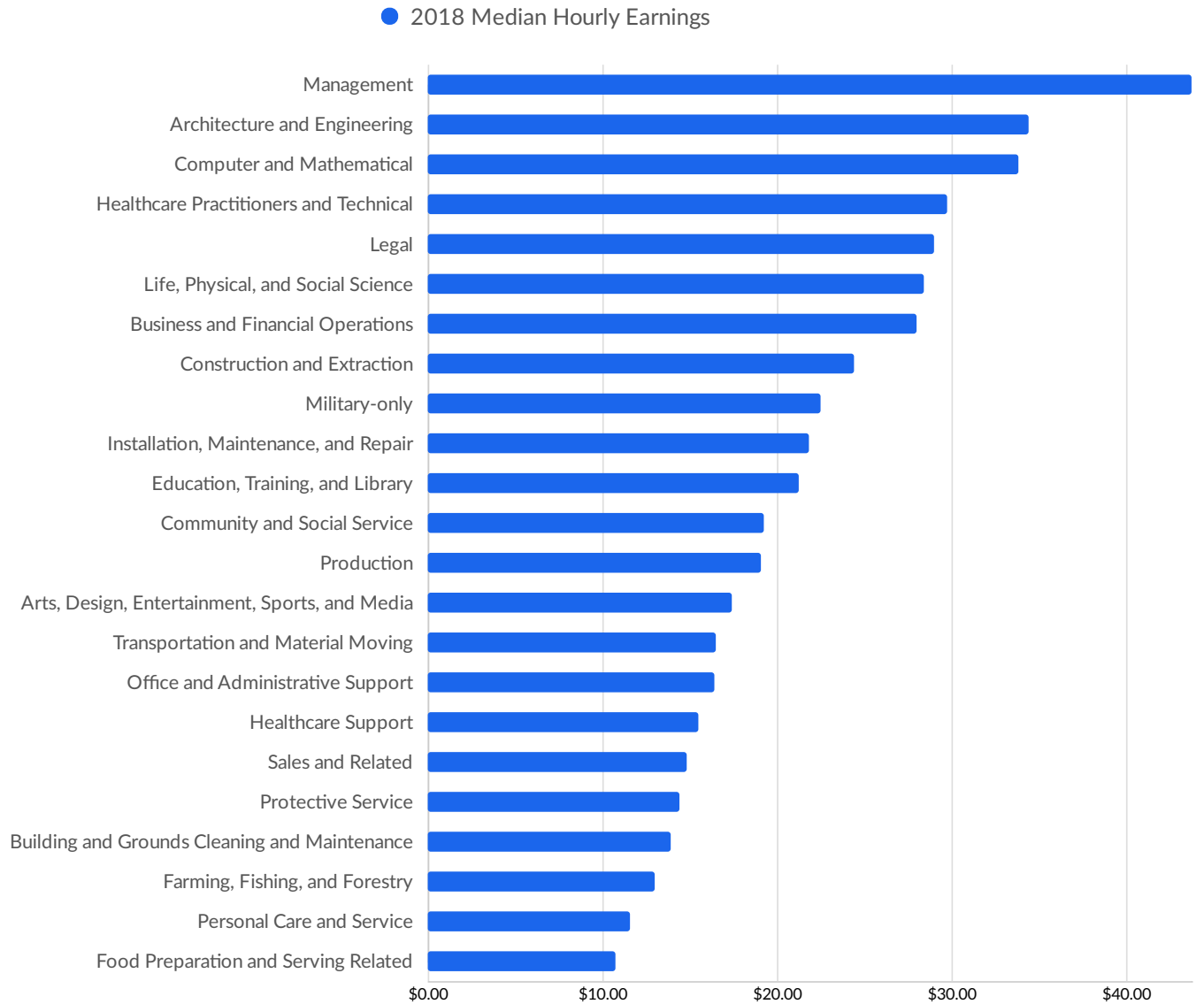
Top Growing Occupations



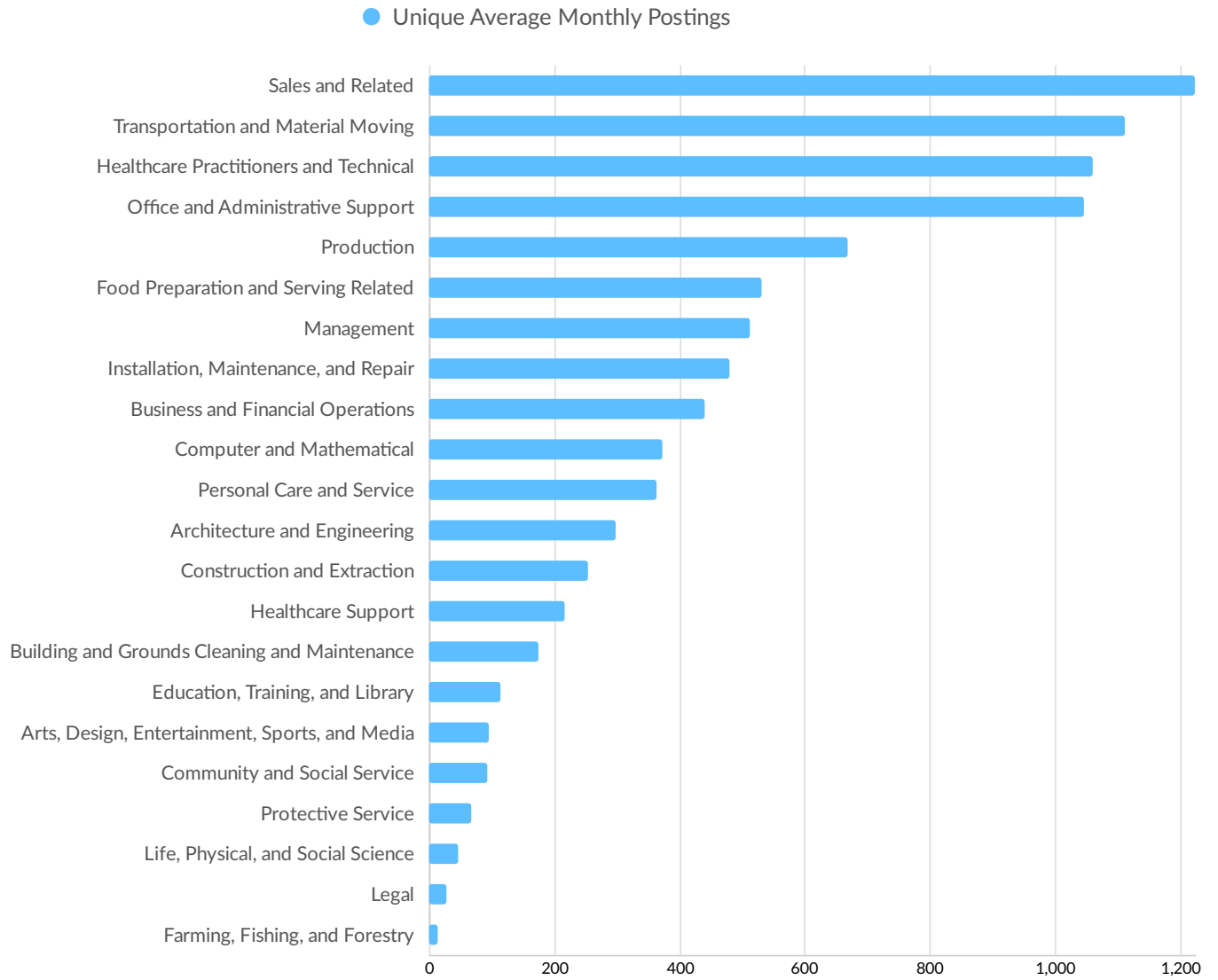
Top Occupation LQ



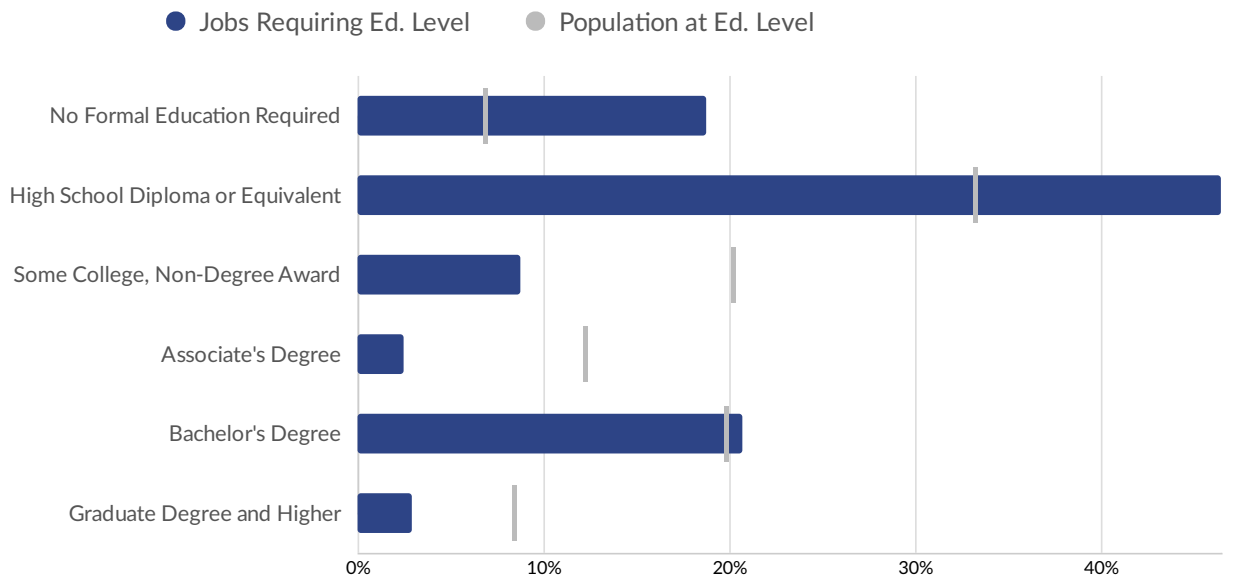
Top Occupation Earnings



Top Posted Occupations



Underemployment



Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jun 2019 - May 2020 Unique Average Monthly Postings
Office and Administrative Support	17,102	16,474	-628	-4%	0.99	\$16.46	1,046
Production	14,077	14,428	351	+2%	2.12	\$19.07	669
Sales and Related	12,556	12,423	-133	-1%	1.08	\$14.82	1,224
Food Preparation and Serving Related	8,807	8,977	170	+2%	0.92	\$10.74	531
Transportation and Material Moving	7,479	8,260	781	+10%	1.02	\$16.49	1,111
Construction and Extraction	5,646	7,088	1,442	+26%	1.29	\$24.43	253
Education, Training, and Library	5,650	6,067	417	+7%	0.92	\$21.31	114
Installation, Maintenance, and Repair	5,193	5,466	273	+5%	1.20	\$21.88	481
Business and Financial Operations	4,904	5,447	543	+11%	0.88	\$28.04	440
Healthcare Practitioners and Technical	5,148	5,420	272	+5%	0.83	\$29.76	1,060
Management	5,010	5,357	347	+7%	0.80	\$43.79	513
Personal Care and Service	4,214	4,654	440	+10%	0.89	\$11.62	364
Building and Grounds Cleaning and Maintenance	2,986	3,039	53	+2%	0.72	\$13.90	175
Computer and Mathematical	2,386	2,652	266	+11%	0.78	\$33.86	372
Architecture and Engineering	2,135	2,415	280	+13%	1.23	\$34.46	300
Healthcare Support	2,442	2,252	-190	-8%	0.72	\$15.54	217
Community and Social Service	1,639	1,765	126	+8%	0.89	\$19.26	94
Protective Service	1,440	1,627	187	+13%	0.63	\$14.42	68

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jun 2019 - May 2020 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	1,295	1,420	125	+10%	0.67	\$17.44	95
Farming, Fishing, and Forestry	492	610	118	+24%	0.70	\$13.02	14
Legal	495	526	31	+6%	0.54	\$29.06	28
Life, Physical, and Social Science	386	401	15	+4%	0.42	\$28.44	47
Military-only	270	252	-18	-7%	0.38	\$22.50	0

Educational Pipeline

In 2018, there were 4,071 graduates in Outagamie County, WI. This pipeline has grown by 25% 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 Welding Technology/Welder.

School	Total Graduates (2018)		Graduate Trend (2014 - 2018)
Fox Valley Technical College	3,588		
Lawrence University	415		
The Salon Professional Academy-Appleton	38		
House of Heavilin Beauty College-Academy of Beauty Professionals	30		
Gill-Tech Academy of Hair Design	0		
Empire Beauty School-Appleton	0		
Globe University-Appleton	0		

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

In-Demand Skills

