



Outagamie County, WI

ECWRPC



East Central Wisconsin
Regional Planning Commission

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

193,673

Population (2023)

Population **grew by 6,661** over the last 5 years and is projected to **grow by 5,762** over the next 5 years.

117,327

Total Regional Employment

Jobs **decreased by 139** over the last 5 years but are projected to **grow by 2,082** over the next 5 years.

\$72.7K

Median Household Income (2021)

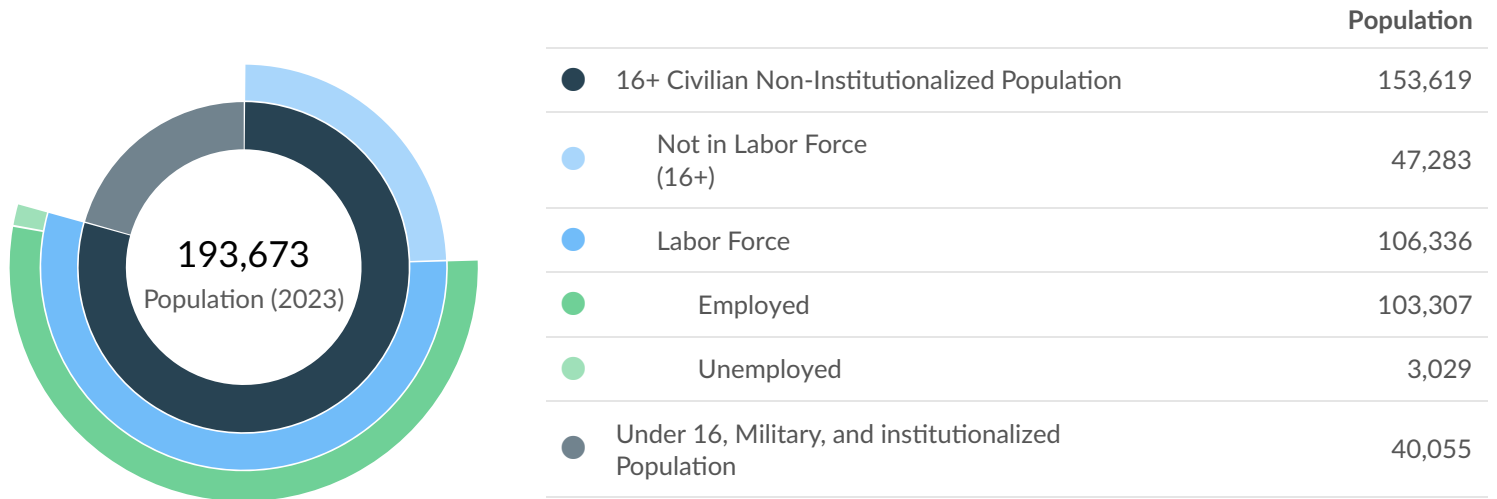
Median household income is **\$3.7K above** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **increased by 3.6%** since 2018, growing by 6,661. Population is expected to **increase by 3.0%** between 2023 and 2028, adding 5,762.
- From 2018 to 2023, jobs **declined by 0.1%** in Outagamie County, WI from 117,466 to **117,327**. This change **fell short of the national growth rate of 3.6% by 3.7%**. As the number of jobs declined, the **labor force participation rate decreased from 70.0% to 69.2% between 2018 and 2023**.
- Concerning educational attainment, **21.8% of Outagamie County, WI residents possess a Bachelor's Degree** (0.6% above the national average), and **14.2% hold an Associate's Degree** (5.2% above the national average).
- The top three industries in 2023 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Building Equipment Contractors.

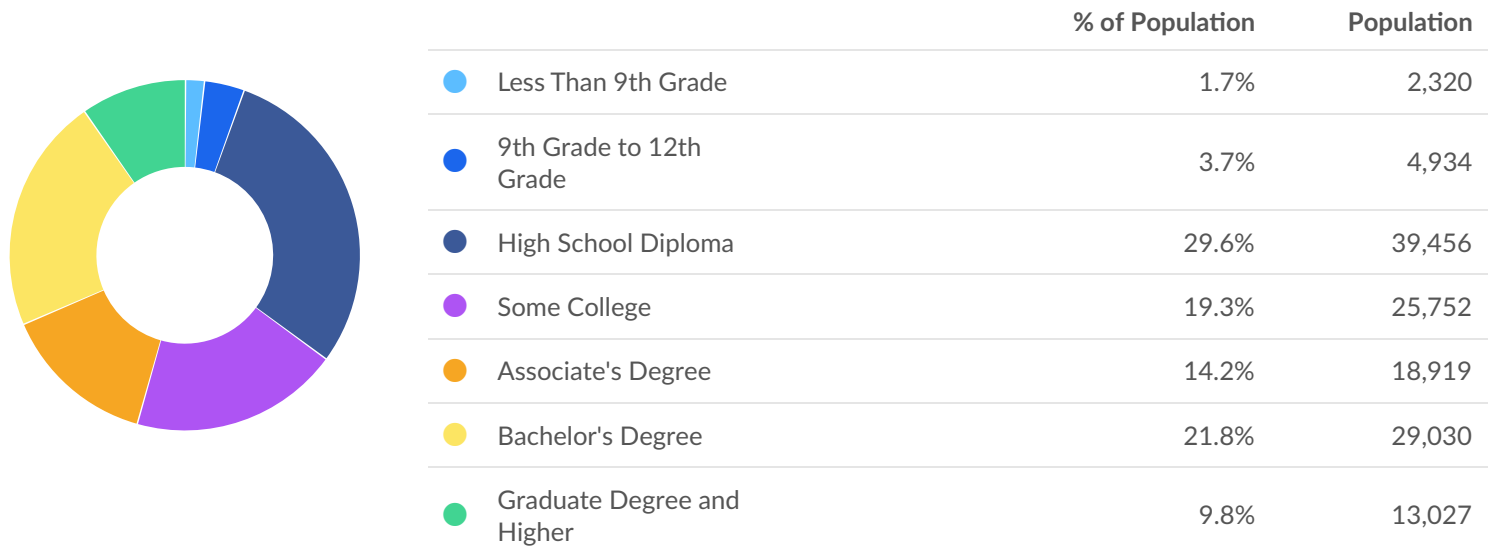
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	193,673	106,336	117,327	99.9	\$14.32B	\$16.08B	\$17.07B
State	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

Sep 2023 Labor Force Breakdown



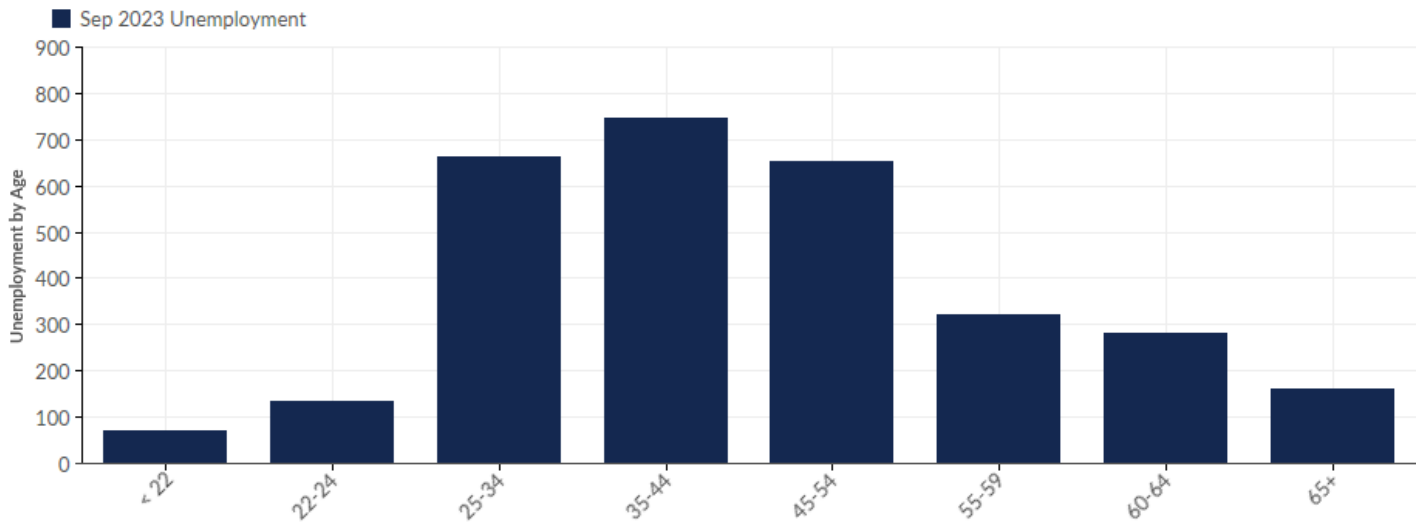
Educational Attainment

Concerning educational attainment, **21.8% of Outagamie County, WI residents possess a Bachelor's Degree** (0.6% above the national average), and **14.2% hold an Associate's Degree** (5.2% above the national average).



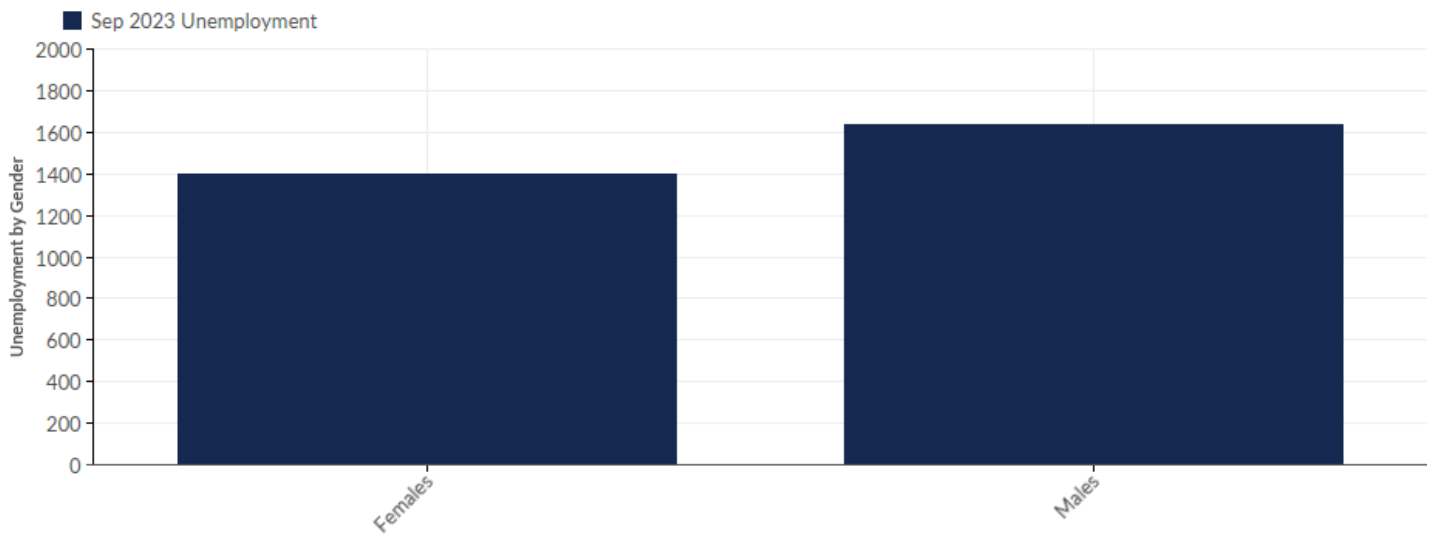
Unemployment by Demographics

Unemployment by Age



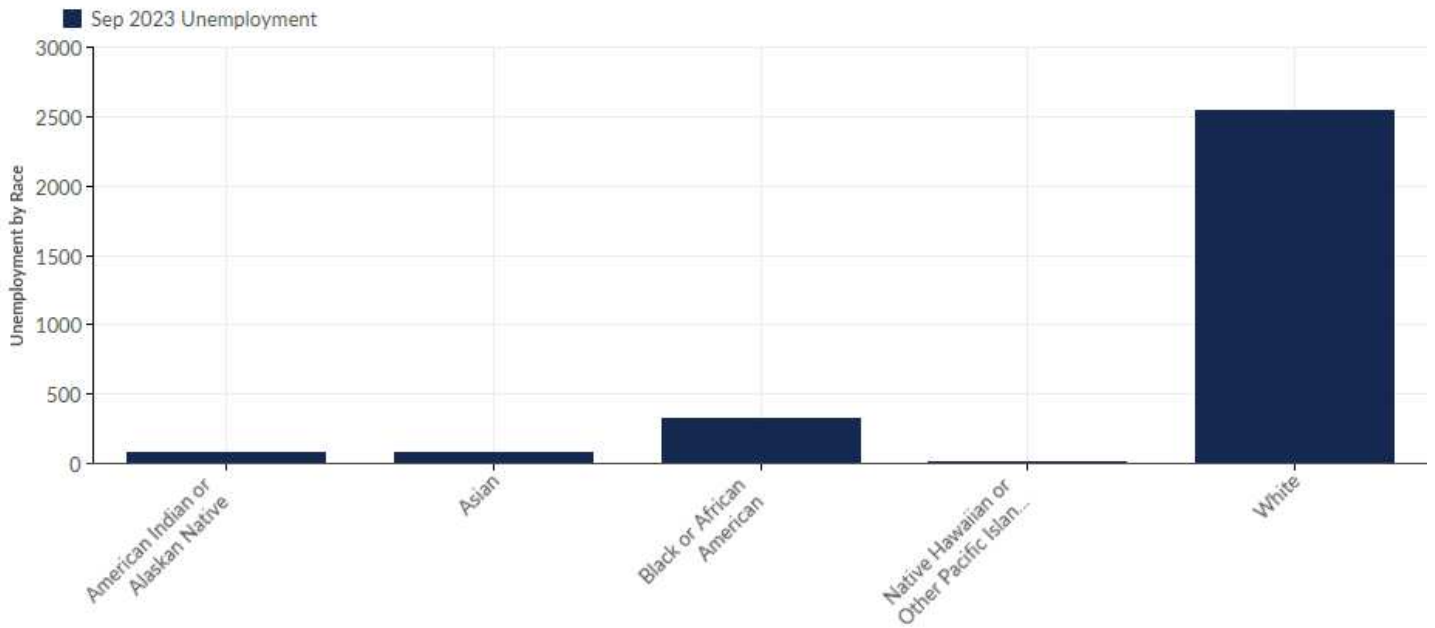
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	71	2.34%
22-24	133	4.39%
25-34	663	21.89%
35-44	746	24.63%
45-54	654	21.59%
55-59	321	10.60%
60-64	281	9.28%
65+	161	5.32%
Total	3,029	100.00%

Unemployment by Gender



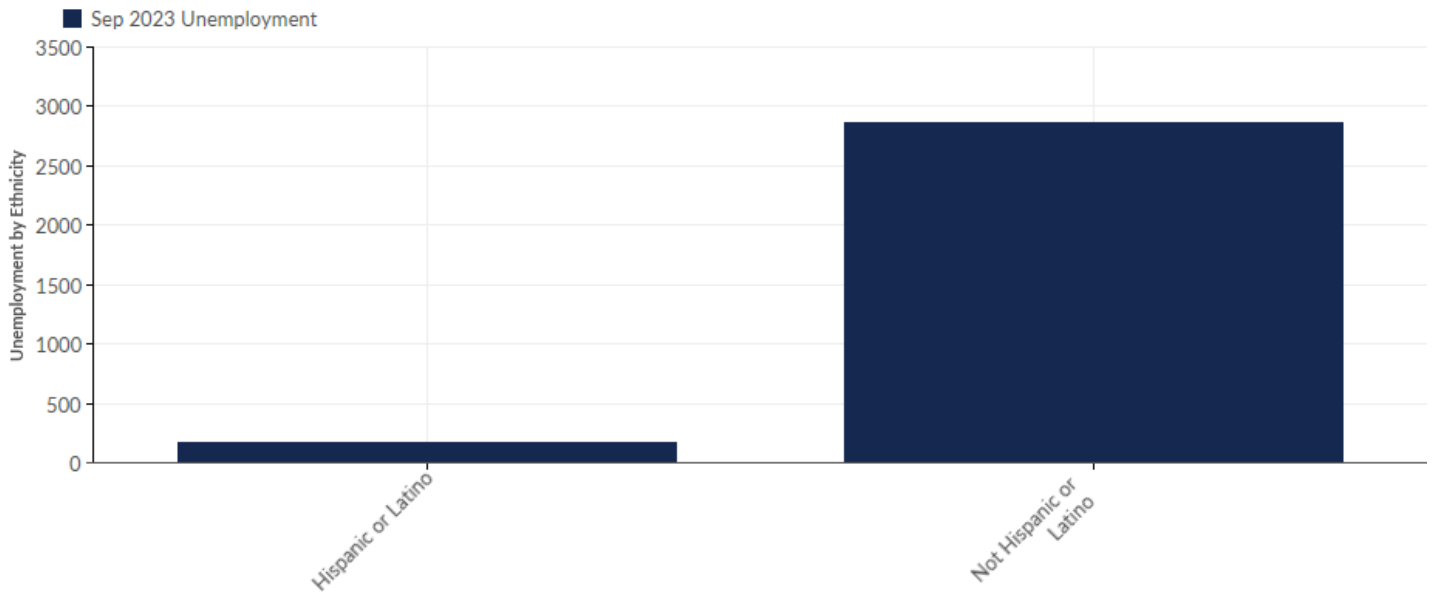
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	1,396	46.09%
Males	1,633	53.91%
Total	3,029	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	79	2.61%
Asian	82	2.71%
Black or African American	325	10.73%
Native Hawaiian or Other Pacific Islander	6	0.20%
White	2,537	83.76%
Total	3,029	100.00%

Unemployment by Ethnicity

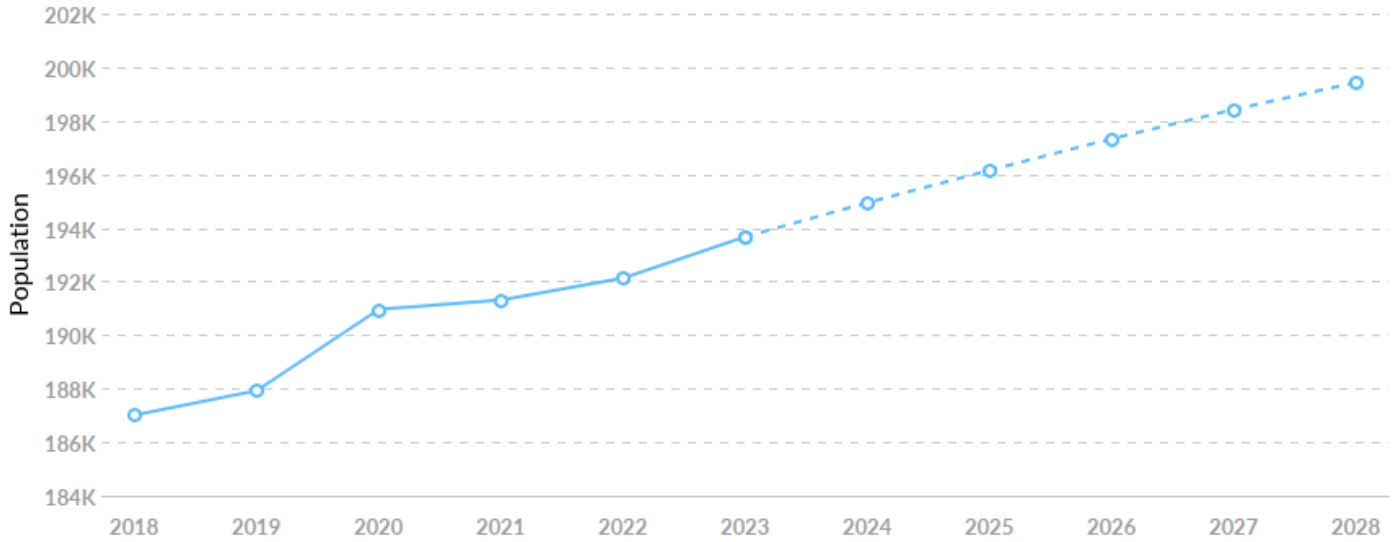


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	170	5.61%
Not Hispanic or Latino	2,859	94.39%
Total	3,029	100.00%

Historic & Projected Trends

Population Trends

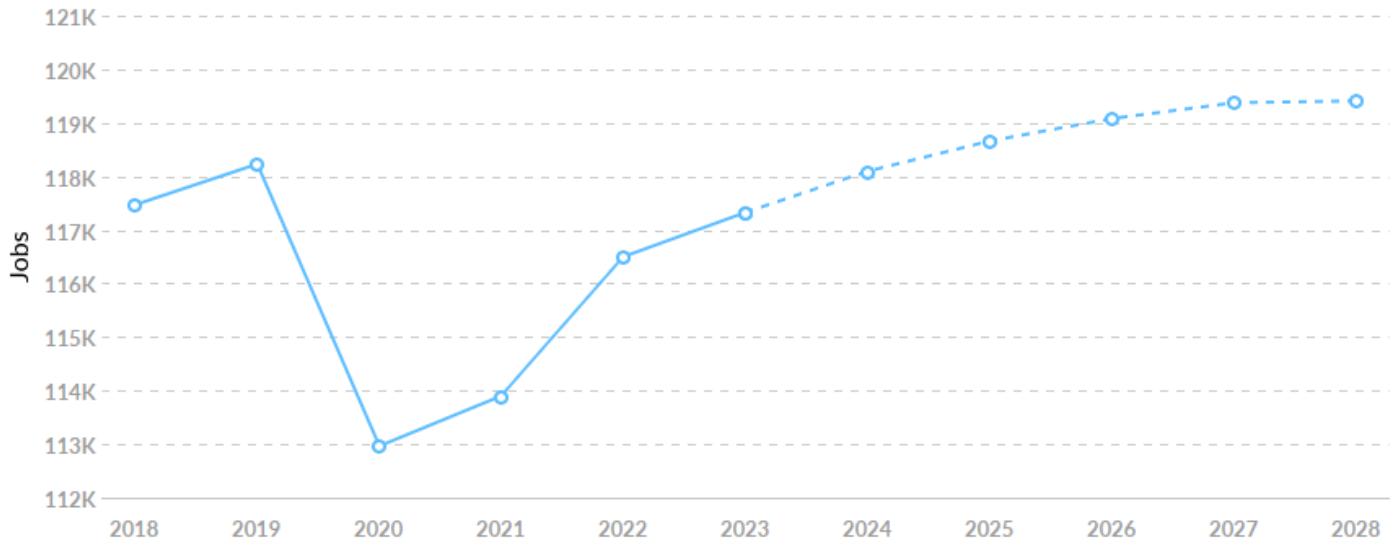
As of 2023 the region's population increased by 3.6% since 2018, growing by 6,661. Population is expected to increase by 3.0% between 2023 and 2028, adding 5,762.



Timeframe	Population
2018	187,012
2019	187,927
2020	190,961
2021	191,309
2022	192,127
2023	193,673
2024	194,947
2025	196,155
2026	197,335
2027	198,423
2028	199,435

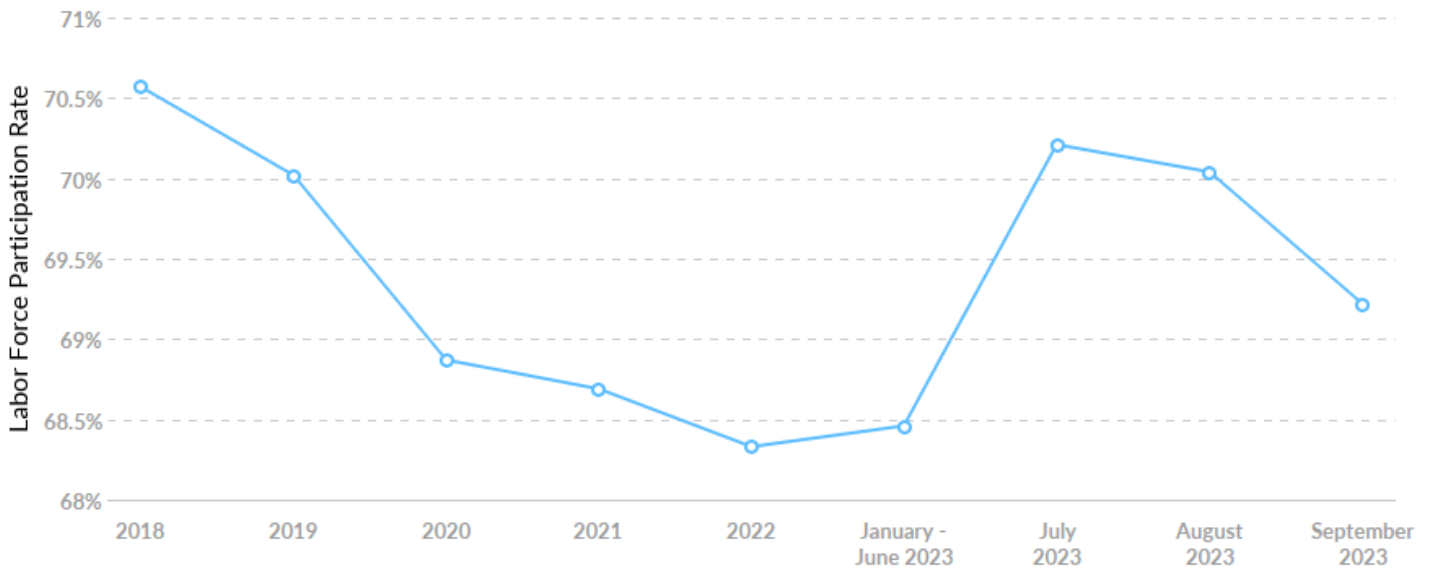
Job Trends

From 2018 to 2023, jobs declined by 0.1% in Outagamie County, WI from 117,466 to **117,327**. This change fell short of the national growth rate of 3.6% by 3.7%.



Timeframe	Jobs
2018	117,466
2019	118,228
2020	112,962
2021	113,900
2022	116,499
2023	117,327
2024	118,096
2025	118,660
2026	119,079
2027	119,374
2028	119,409

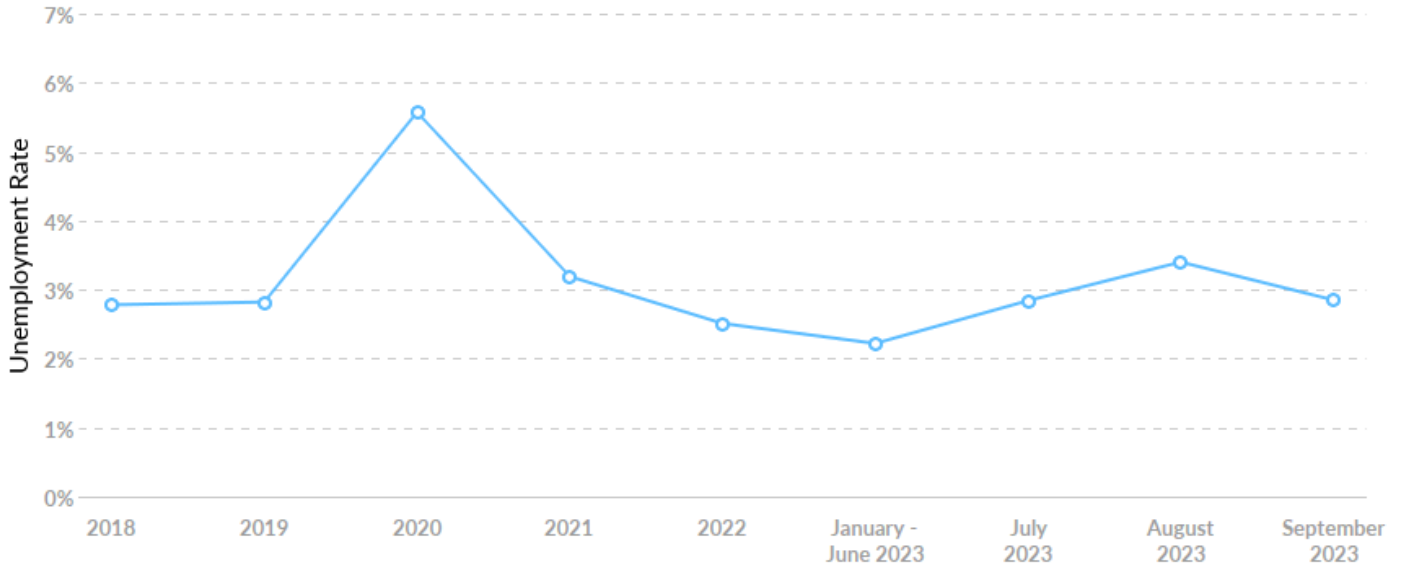
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	70.57%
2019	70.02%
2020	68.87%
2021	68.69%
2022	68.33%
January - June 2023	68.46%
July 2023	70.21%
August 2023	70.04%
September 2023	69.22%

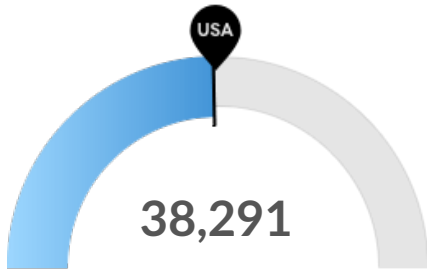
Unemployment Rate Trends

Outagamie County, WI had a September 2023 unemployment rate of 2.85%, **increasing from 2.78%** 5 years before.



Timeframe	Unemployment Rate
2018	2.78%
2019	2.82%
2020	5.57%
2021	3.19%
2022	2.51%
January - June 2023	2.22%
July 2023	2.84%
August 2023	3.40%
September 2023	2.85%

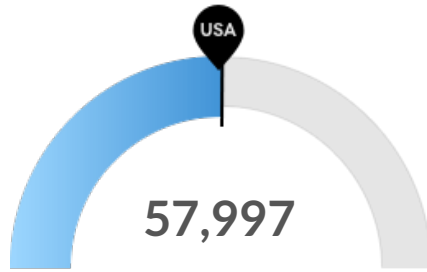
Population Characteristics



38,291

Millennials

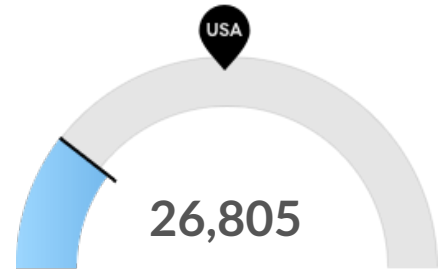
Outagamie County, WI has 38,291 millennials (ages 25-39). The national average for an area this size is 39,066.



57,997

Retiring Soon

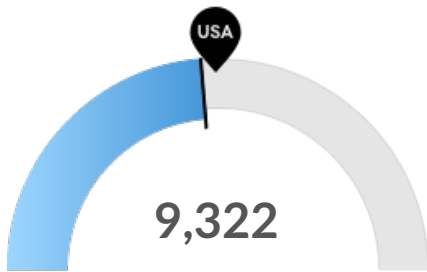
Retirement risk is about average in Outagamie County, WI. The national average for an area this size is 57,577 people 55 or older, while there are 57,997 here.



26,805

Racial Diversity

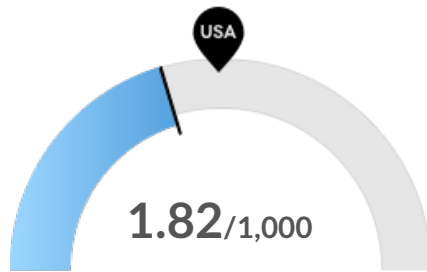
Racial diversity is low in Outagamie County, WI. The national average for an area this size is 79,011 racially diverse people, while there are 26,805 here.



9,322

Veterans

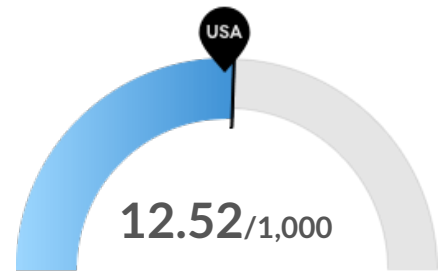
Outagamie County, WI has 9,322 veterans. The national average for an area this size is 10,044.



1.82/1,000

Violent Crime

Outagamie County, WI has 1.82 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.



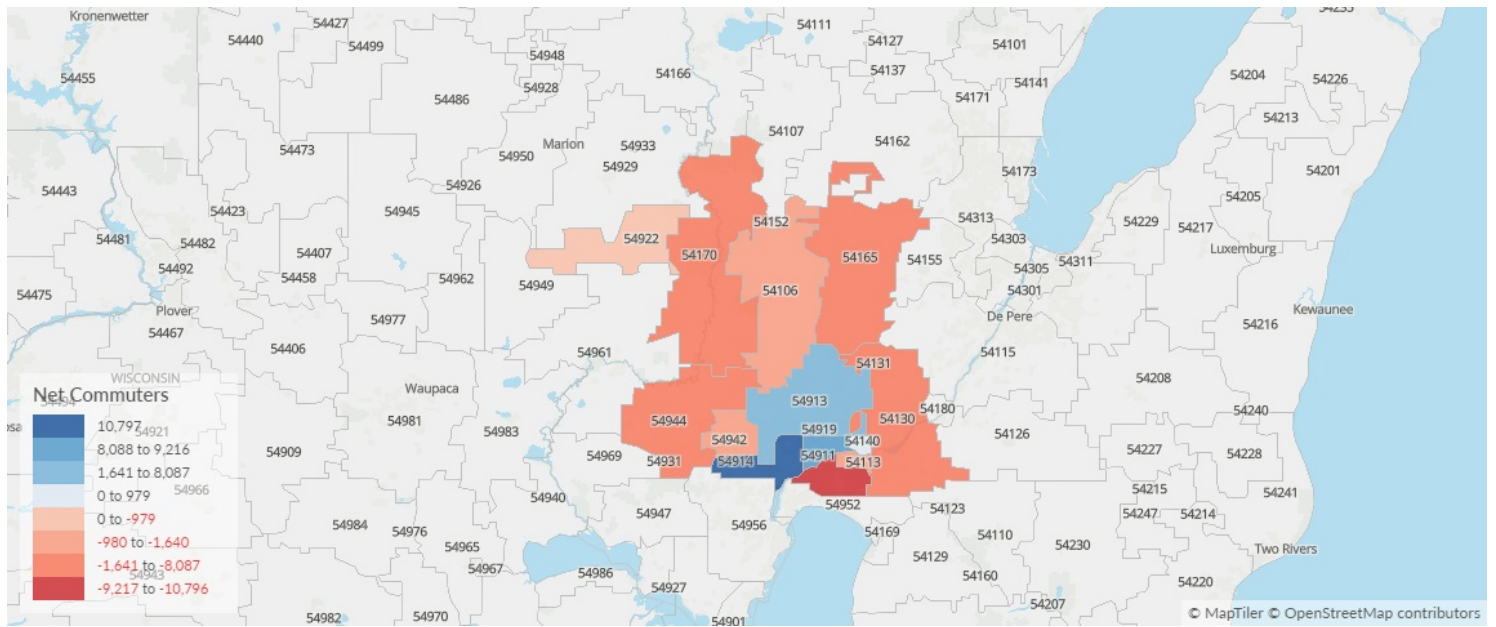
12.52/1,000

Property Crime

Outagamie County, WI has 12.52 property crimes per 1,000 people. The national rate is 12.12 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	2023 Employment
54914	Appleton, WI (in Outaga...	27,502
54911	Appleton, WI (in Outaga...	21,645
54913	Appleton, WI (in Outaga...	14,698
54915	Appleton, WI (in Outaga...	14,459
54130	Kaukauna, WI (in Outag...	14,209

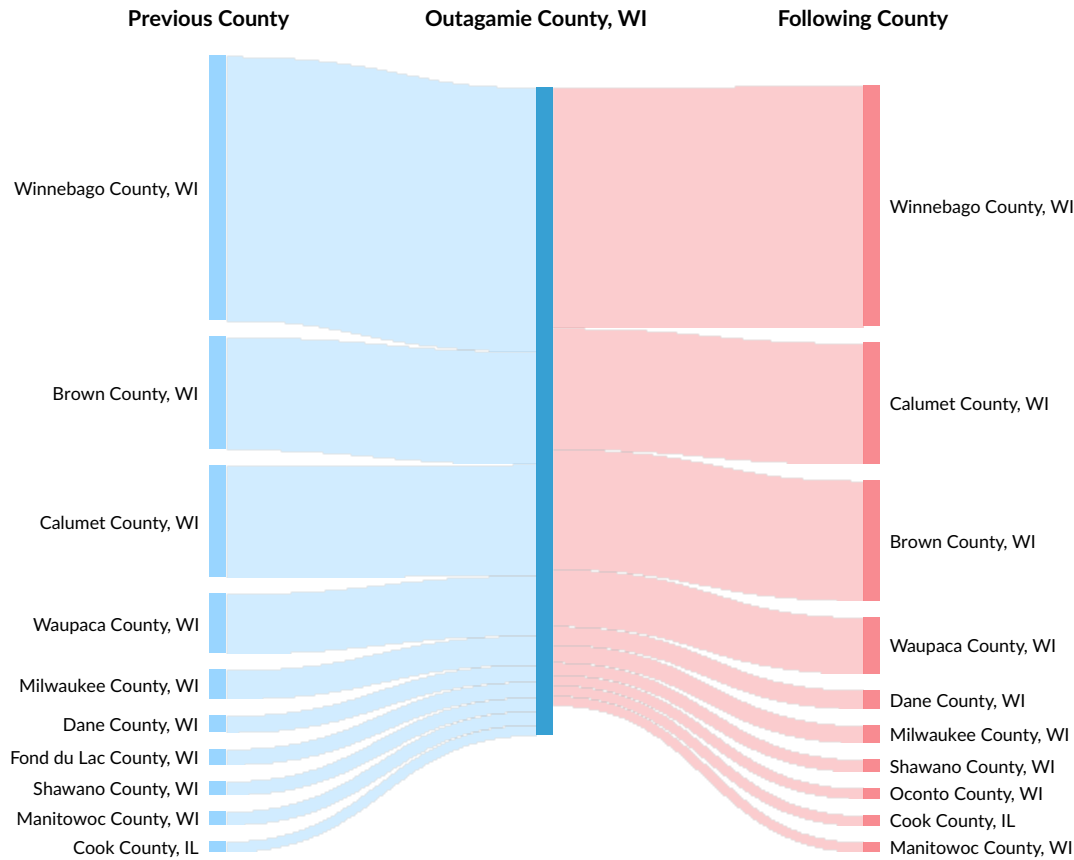
Where Talent Lives

ZIP	Name	2023 Workers
54915	Appleton, WI (in Outaga...	23,676
54914	Appleton, WI (in Outaga...	16,705
54130	Kaukauna, WI (in Outag...	16,278
54911	Appleton, WI (in Outaga...	13,557
54913	Appleton, WI (in Outaga...	12,909

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 2021, 2,289 people have migrated from Winnebago County, WI to Outagamie County, WI. In the same year, 2,085 people left Outagamie County, WI migrating to Winnebago County, WI. The total Net Migration for Outagamie County, WI in 2021 was 358.



Top Previous Counties	Migrations
Winnebago County, WI	2,289
Brown County, WI	977
Calumet County, WI	965
Waupaca County, WI	518
Milwaukee County, WI	252

Top Previous Counties	Migrations
Dane County, WI	147
Fond du Lac County, WI	136
Shawano County, WI	120
Manitowoc County, WI	117
Cook County, IL	92
Waukesha County, WI	90
Sheboygan County, WI	80
Portage County, WI	78
Oconto County, WI	74
Marathon County, WI	68
Top Following Counties	Migrations
Winnebago County, WI	2,085
Calumet County, WI	1,049
Brown County, WI	1,041
Waupaca County, WI	491
Dane County, WI	162
Milwaukee County, WI	152
Shawano County, WI	107
Oconto County, WI	91
Cook County, IL	91
Manitowoc County, WI	85
Fond du Lac County, WI	75
Portage County, WI	67
Waukesha County, WI	65
Maricopa County, AZ	59

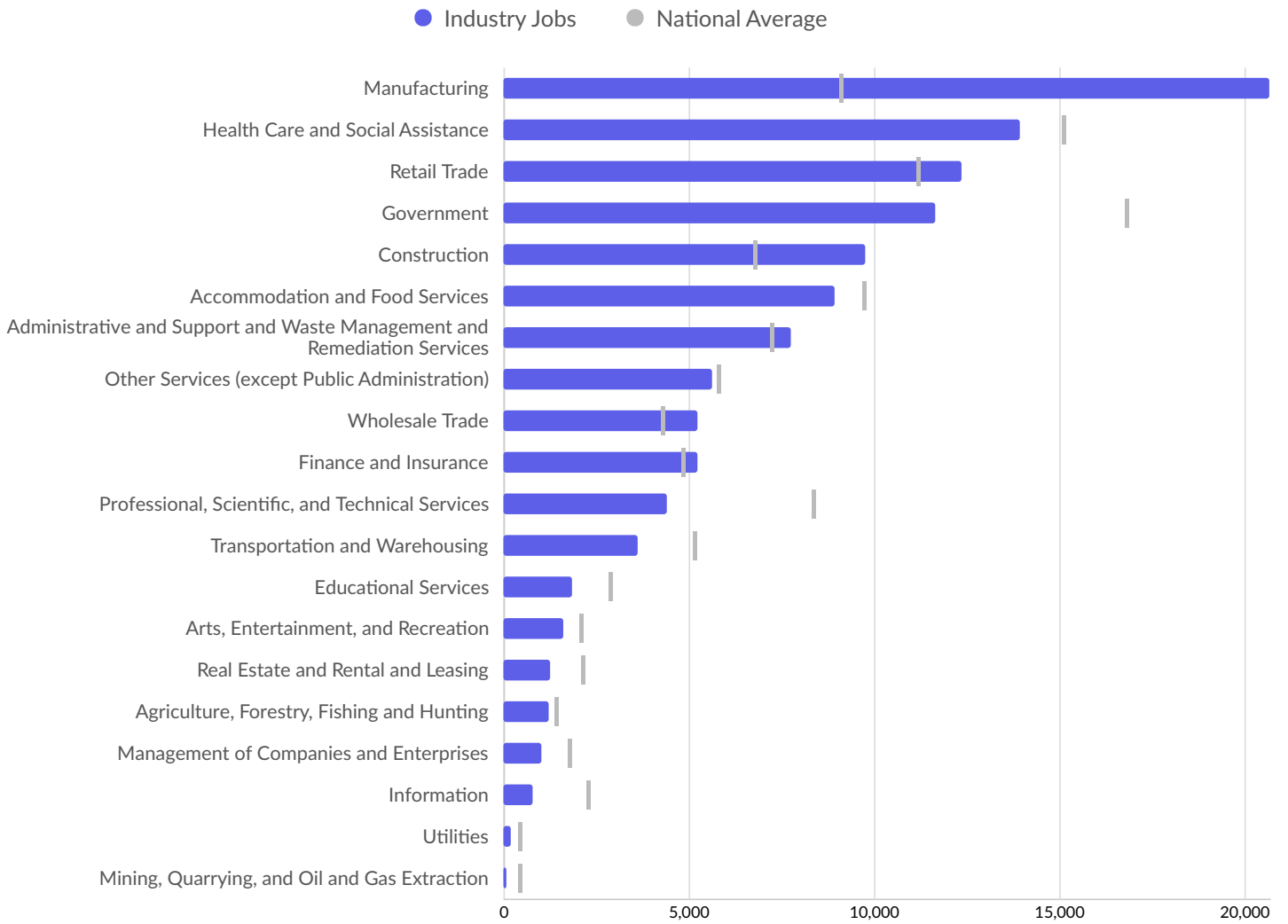
Top Following Counties**Migrations**

Marathon County, WI

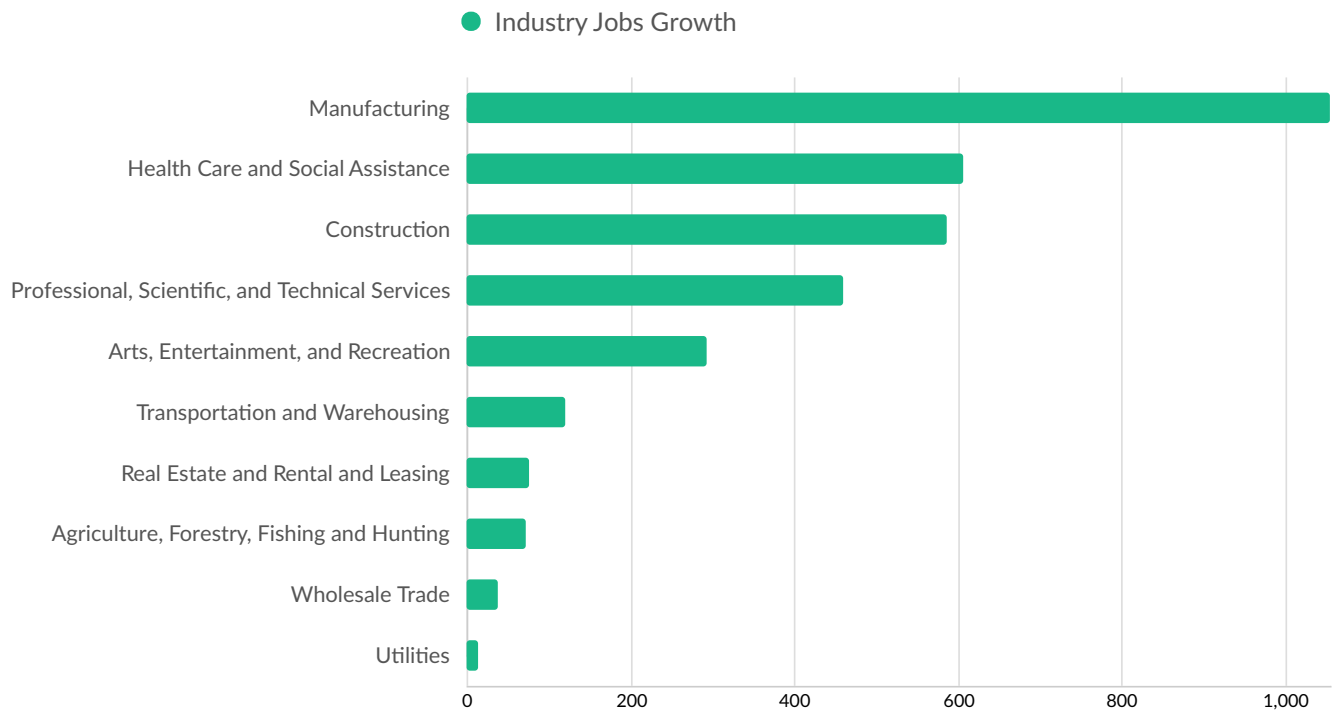
56

Industry Characteristics

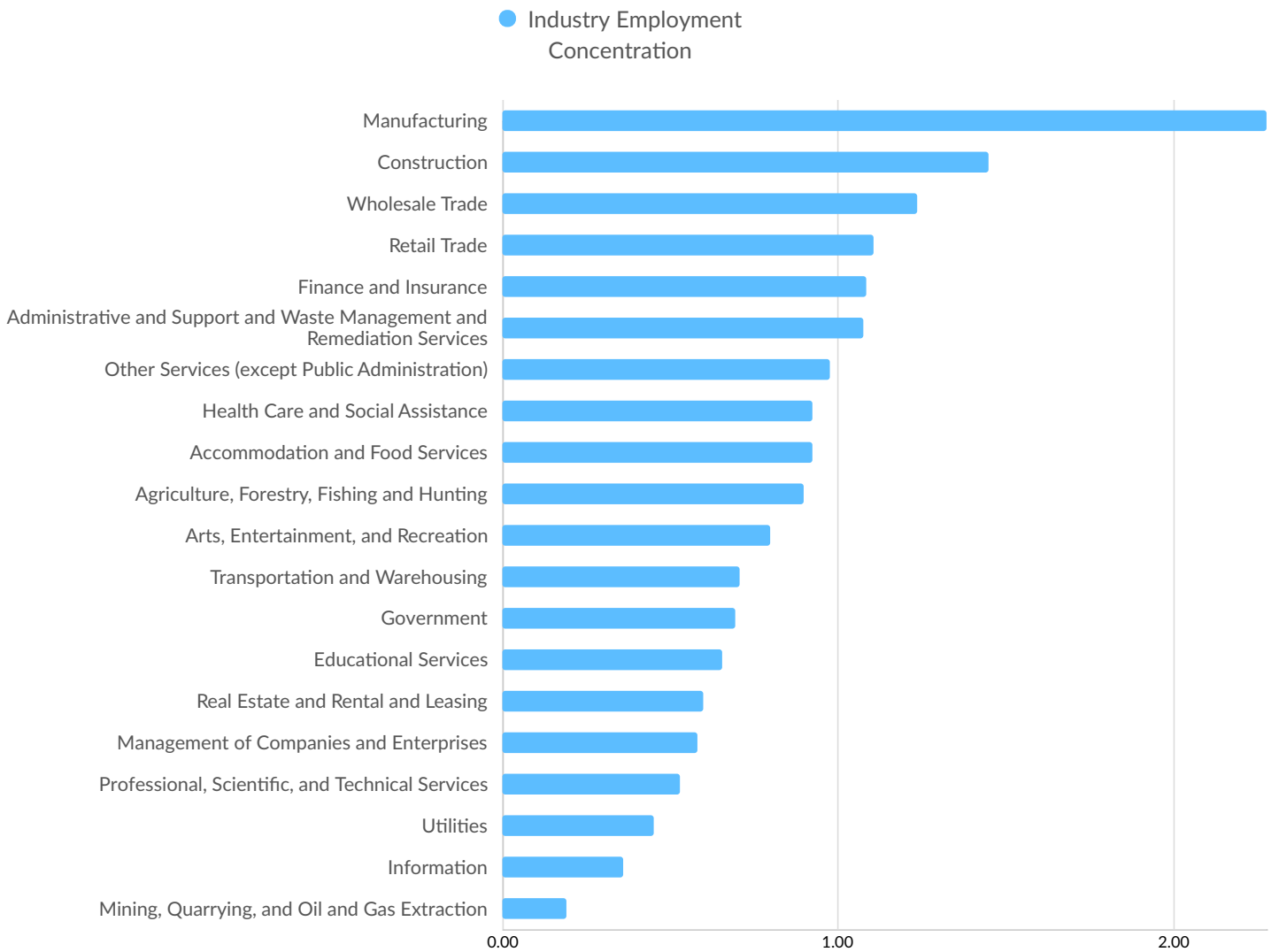
Largest Industries



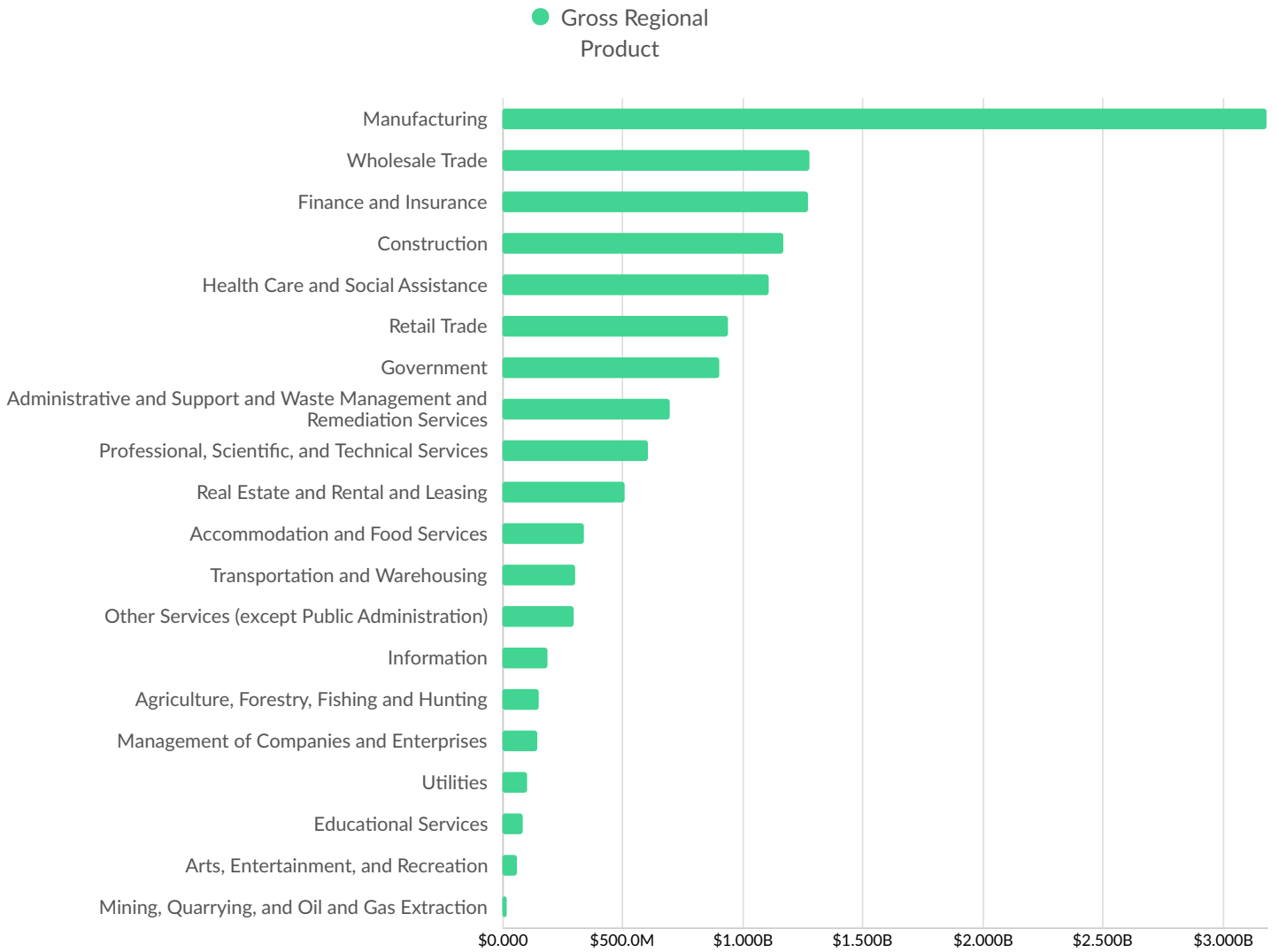
Top Growing Industries



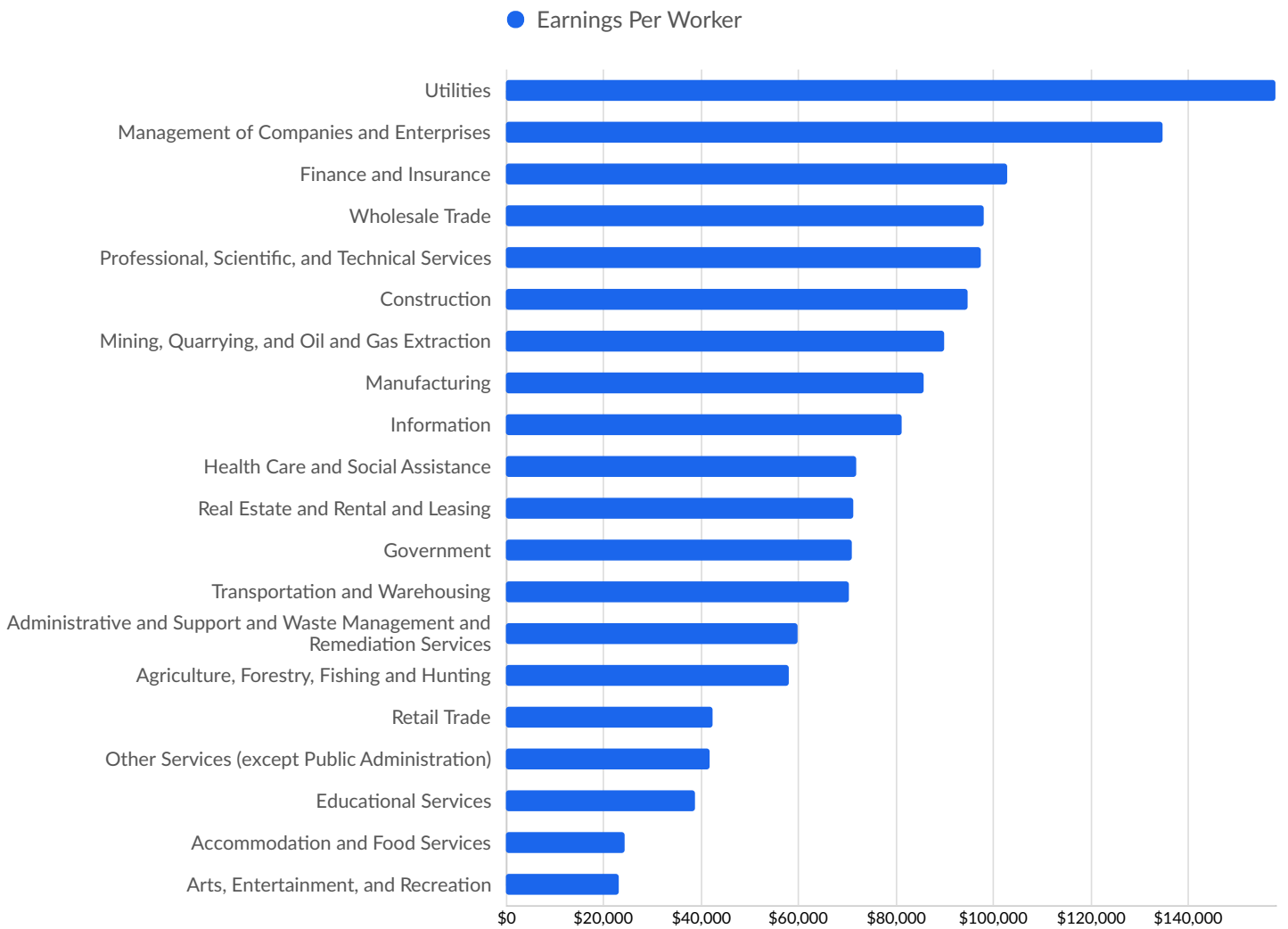
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



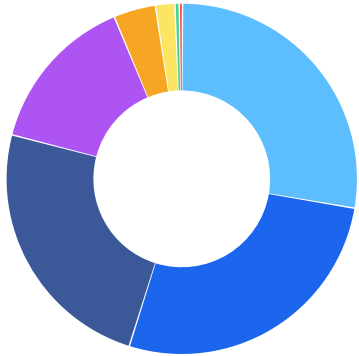
Business Characteristics

18,107 Companies Employ Your Workers

Online profiles for your workers mention 18,107 companies as employers, with the top 10 appearing below. In the last 12 months, 3,494 companies in Outagamie County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
ThedaCare	1,466 	Gulfstream Aerospace	705 
Kimberly-Clark	1,257 	CareInHomes	693 
Thrivent	1,173 	Aerotek	480 
Appleton Area School District	742 	ThedaCare	461 
Fox Valley Technical College	636 	Actalent	437 
Plexus	558 	Ascension	424 
Lawrence University	536 	Expera Specialty Solutions	380 
University of Wisconsin System	489 	Fox Valley Technical College	363 
Miller Electric Mfg. Co.	478 	Navitus Health Solutions	348 
Secura Insurance	428 	Amazon	307 

Business Size

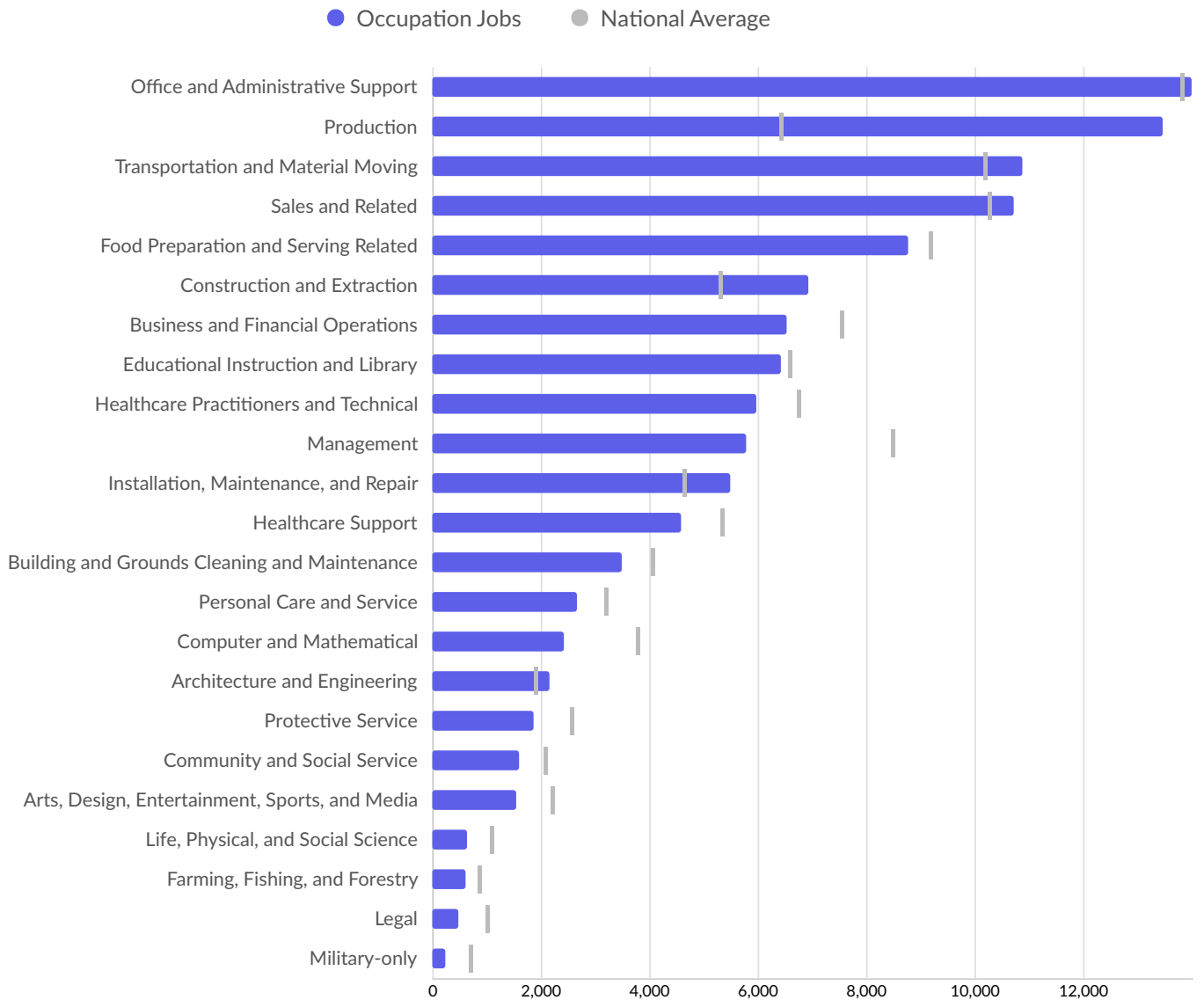


	Percentage	Business Count
● 1 to 4 employees	27.6%	1,825
● 5 to 9 employees	27.2%	1,795
● 10 to 19 employees	24.2%	1,599
● 20 to 49 employees	14.7%	970
● 50 to 99 employees	3.9%	256
● 100 to 249 employees	1.8%	118
● 250 to 499 employees	0.4%	26
● 500+ employees	0.3%	20

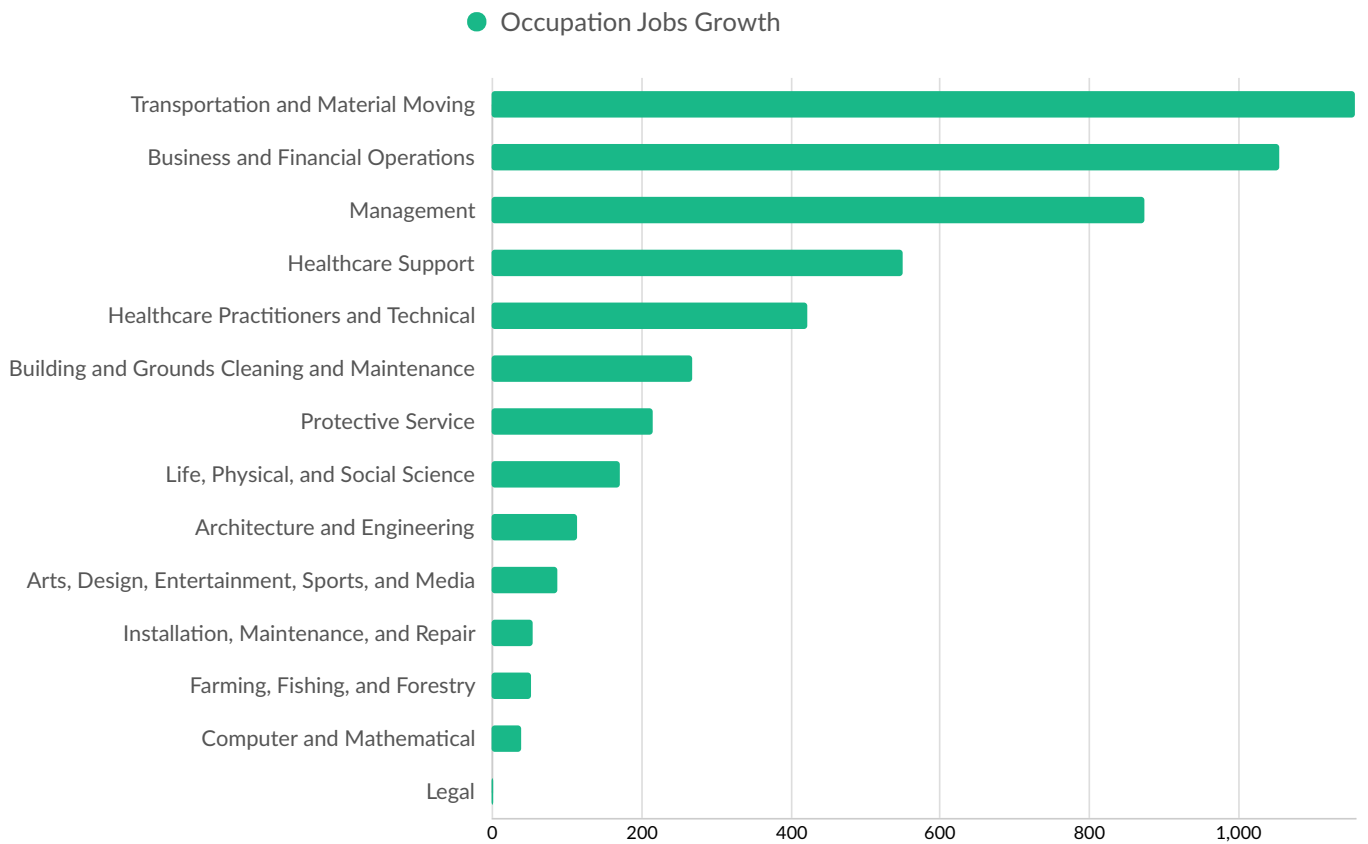
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

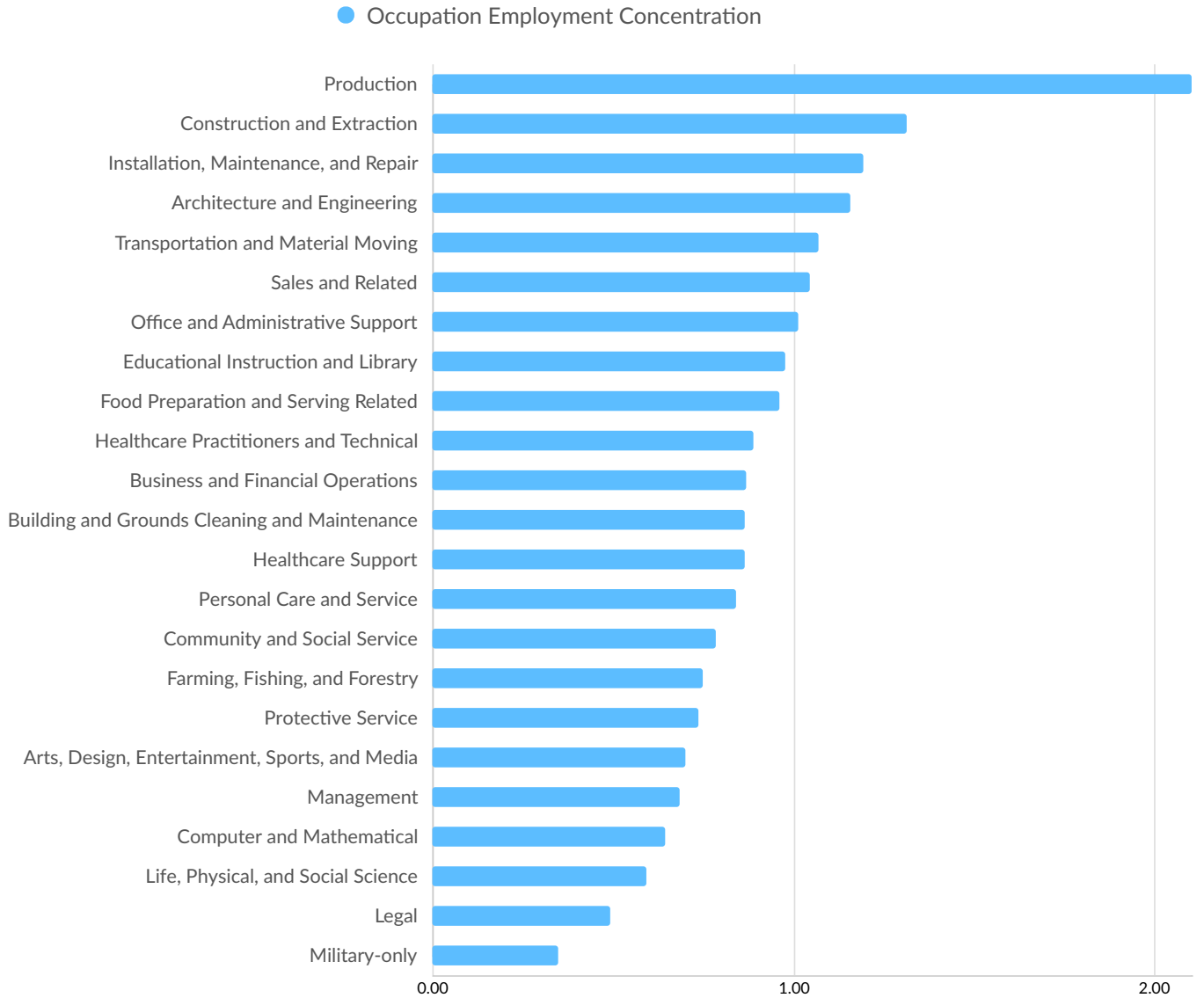
Largest Occupations



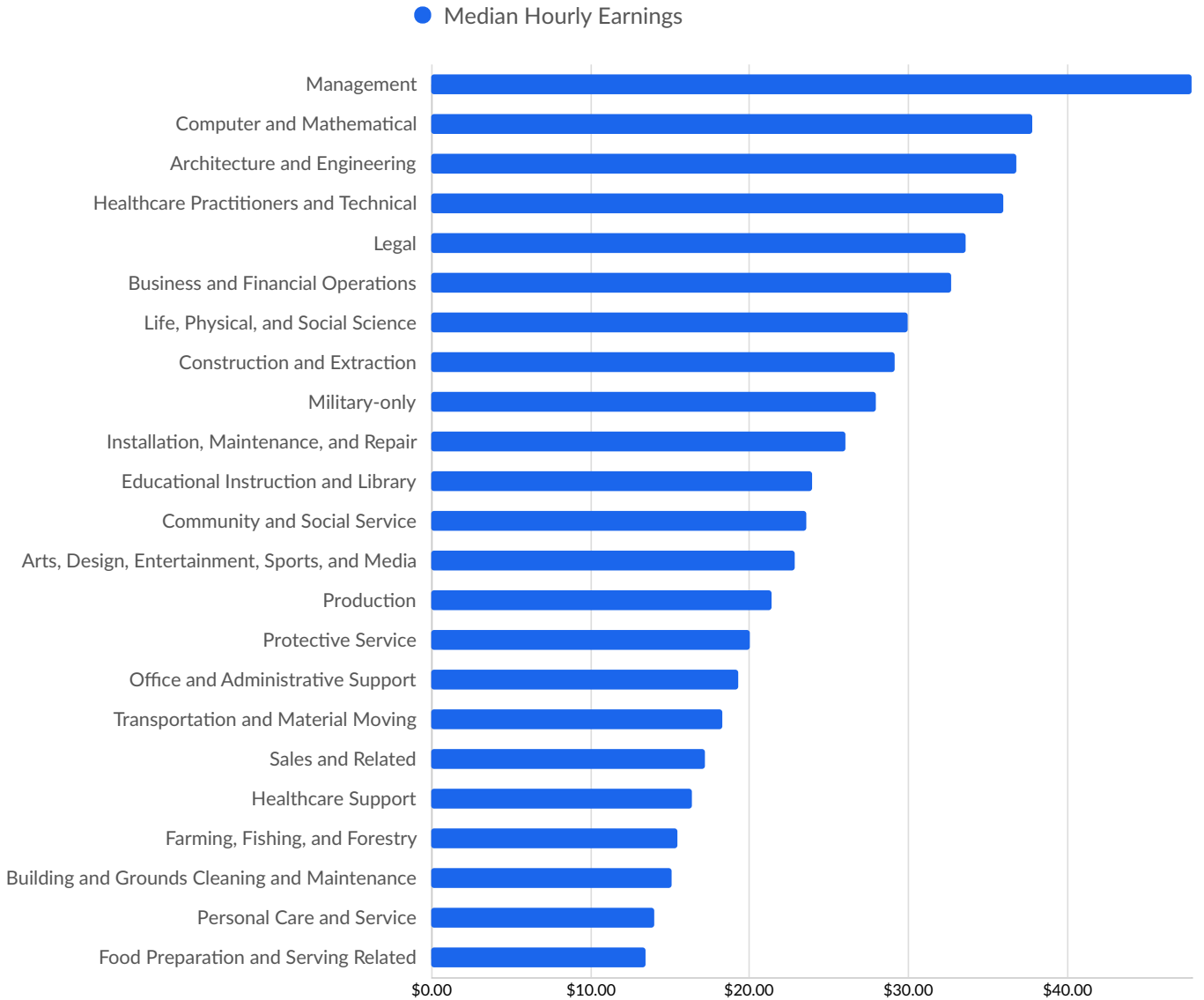
Top Growing Occupations



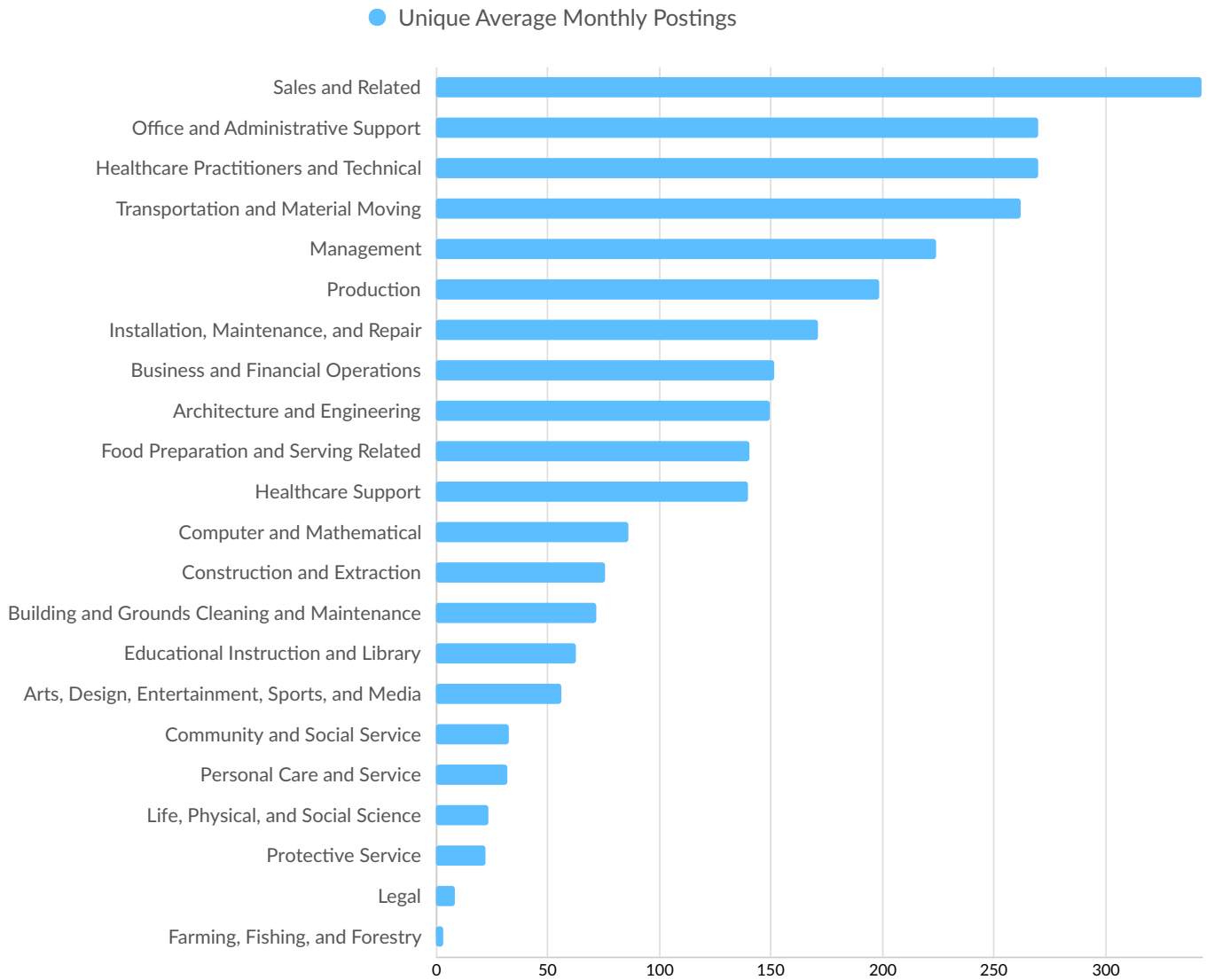
Top Occupation Employment Concentration



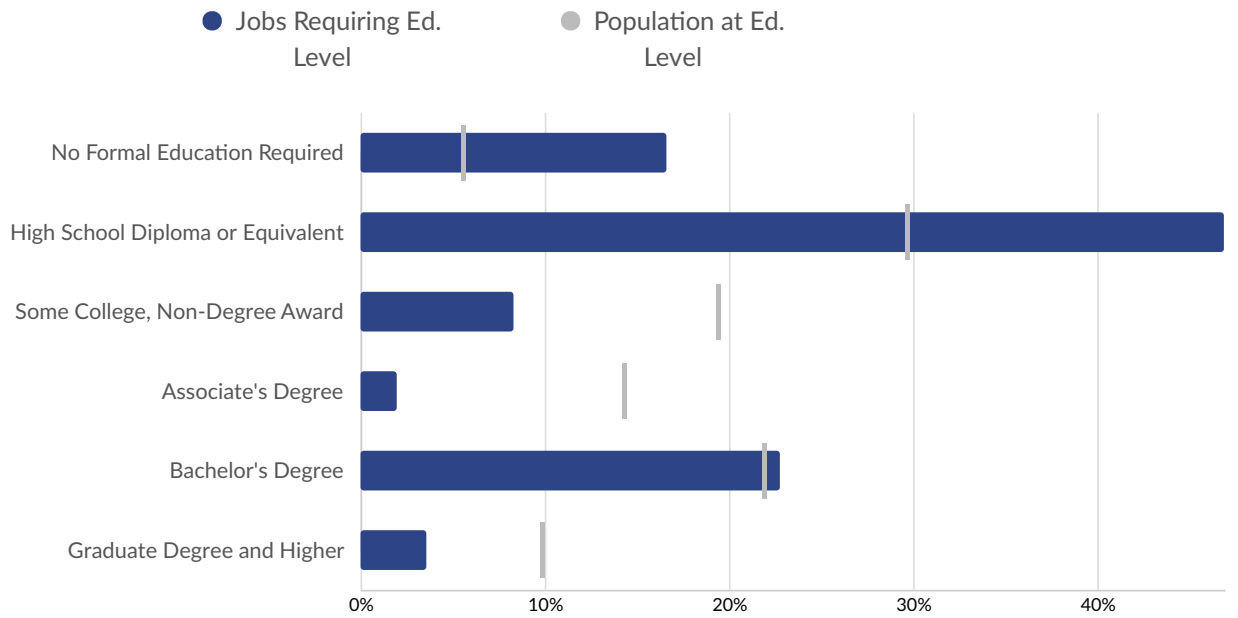
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2022, there were 4,149 graduates in Outagamie County, WI. This pipeline has grown by 2% over the last 5 years. The highest share of these graduates come from "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), "Welding Technology/Welder" (Certificate), and "Truck and Bus Driver/Commercial Vehicle Operator and Instructor" (Certificate).

School	Total Graduates (2022)	Graduate Trend (2018 - 2022)
Fox Valley Technical College	3,648	
Lawrence University	404	
Academy of Beauty Professionals	54	
The Salon Professional Academy-Appleton	43	

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

In-Demand Skills

