



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

194,386

Population (2024)

Population grew by **6,459** over the last 5 years and is projected to grow by **4,551** over the next 5 years.

118,060

Total Regional Employment

Jobs decreased by **110** over the last 5 years but are projected to grow by **2,707** over the next 5 years.

\$78.7K

Median Household Income (2022)

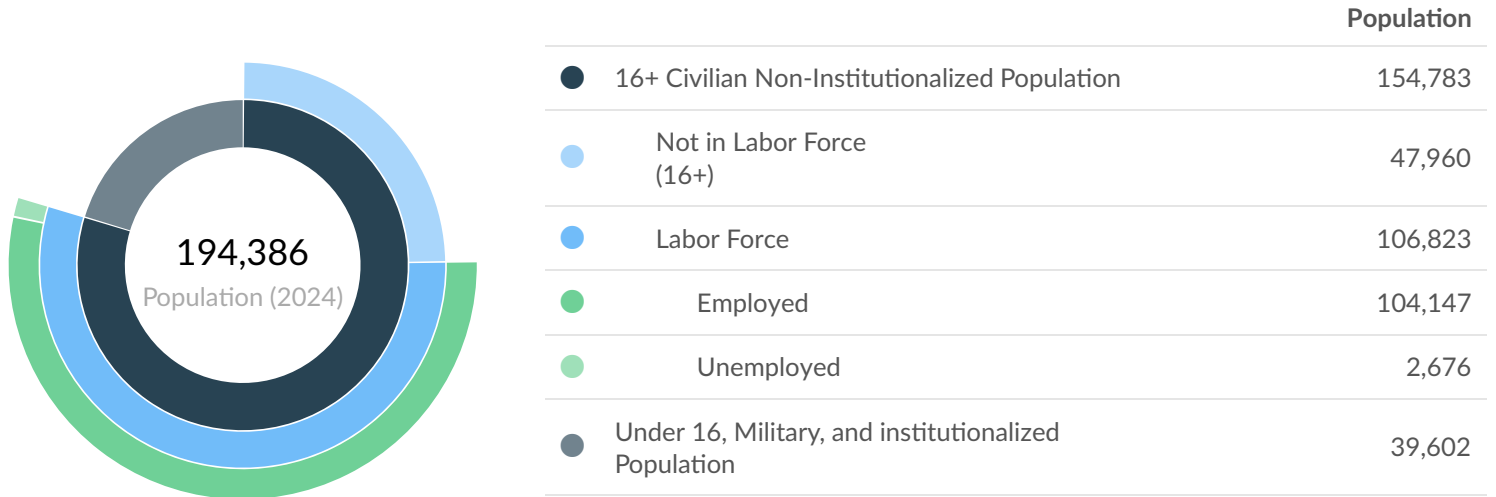
Median household income is **\$3.6K above** the national median household income of \$75.1K.

Takeaways

- As of 2024 the region's population **increased by 3.4%** since 2019, growing by 6,459. Population is expected to **increase by 2.3%** between 2024 and 2029, adding 4,551.
- From 2019 to 2024, jobs **declined by 0.1%** in Outagamie County, WI from 118,170 to **118,060**. This change **fell short of the national growth rate of 3.9% by 4.0%**. As the number of jobs declined, the **labor force participation rate decreased from 69.7% to 69.0% between 2019 and 2024**.
- Concerning educational attainment, **22.8% of Outagamie County, WI residents possess a Bachelor's Degree** (1.4% above the national average), and **13.5% hold an Associate's Degree** (4.5% above the national average).
- The top three industries in 2024 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Building Equipment Contractors.

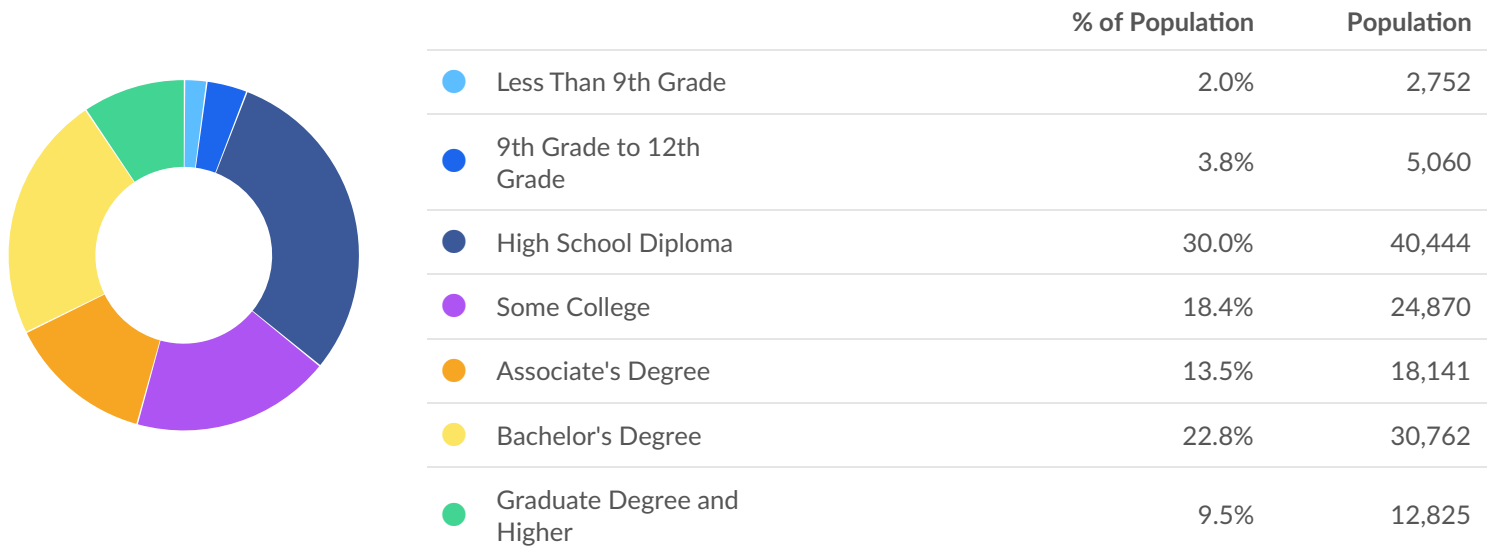
	Population (2024)	Labor Force (Dec 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	194,386	106,823	118,060	99.9	\$15.14B	\$16.94B	\$17.57B
State	5,932,800	3,151,876	3,252,259	100.2	\$422.54B	\$383.58B	\$412.93B

Dec 2024 Labor Force Breakdown



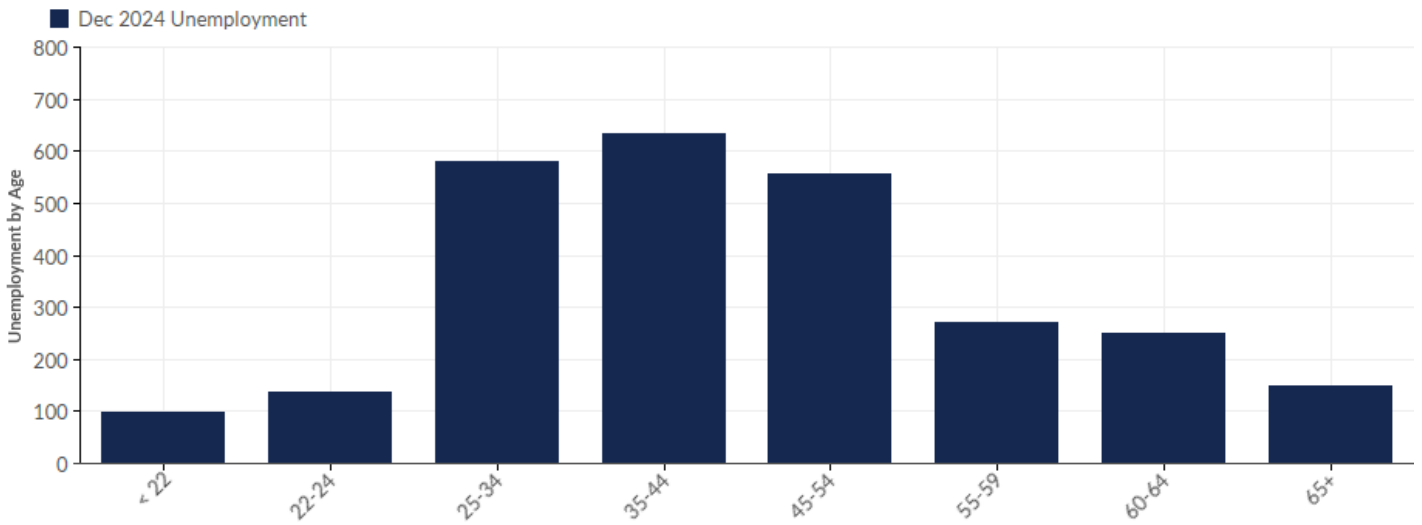
Educational Attainment

Concerning educational attainment, **22.8% of Outagamie County, WI residents possess a Bachelor's Degree** (1.4% above the national average), and **13.5% hold an Associate's Degree** (4.5% above the national average).



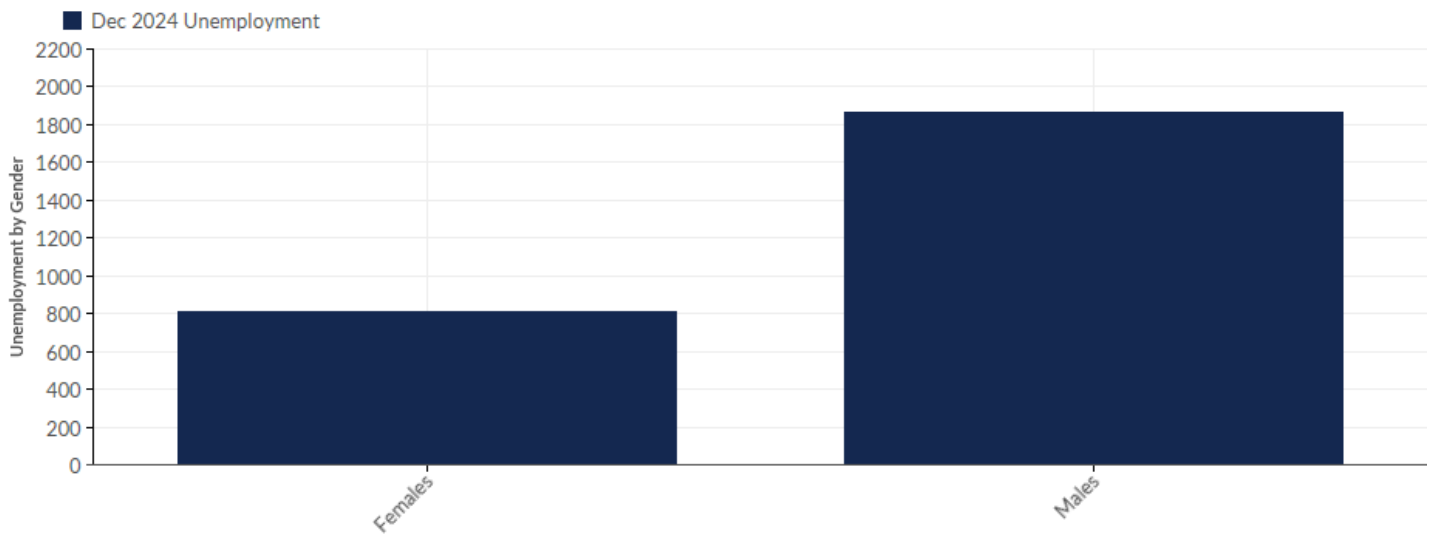
Unemployment by Demographics

Unemployment by Age



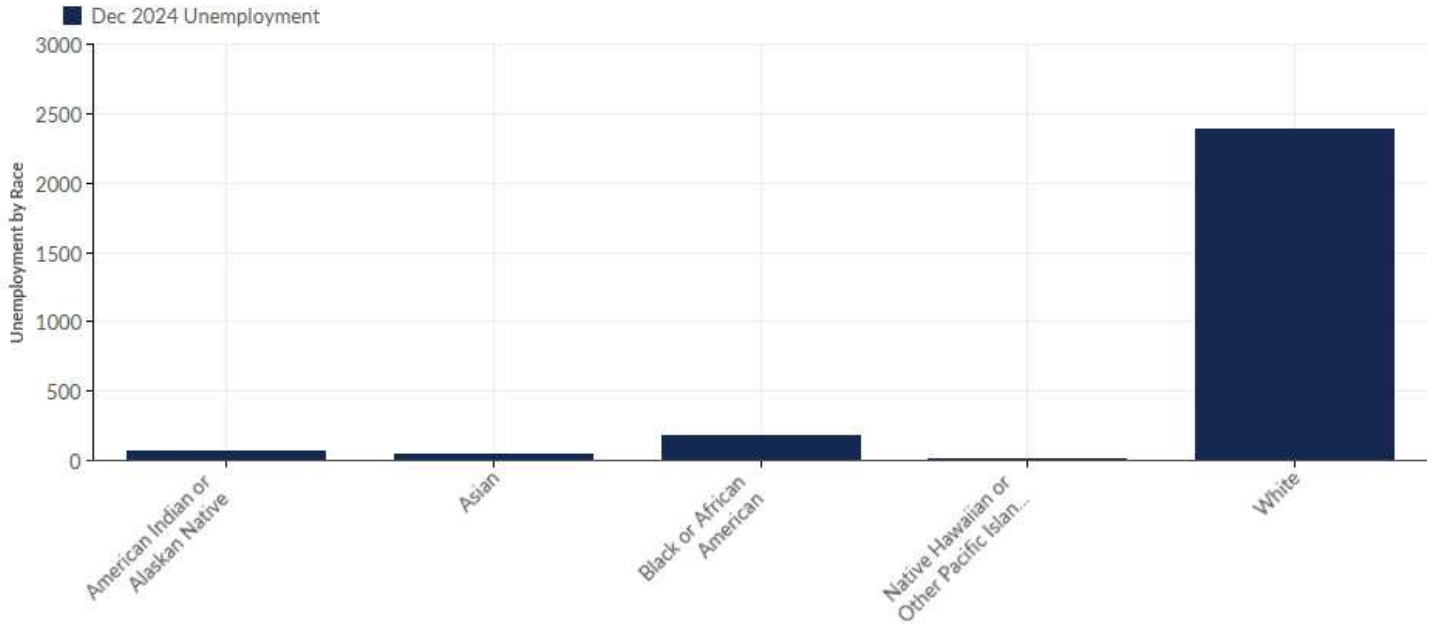
Age	Unemployment (Dec 2024)	% of Unemployed
< 22	100	3.74%
22-24	137	5.12%
25-34	578	21.60%
35-44	635	23.73%
45-54	557	20.81%
55-59	272	10.16%
60-64	250	9.34%
65+	148	5.53%
Total	2,676	100.00%

Unemployment by Gender



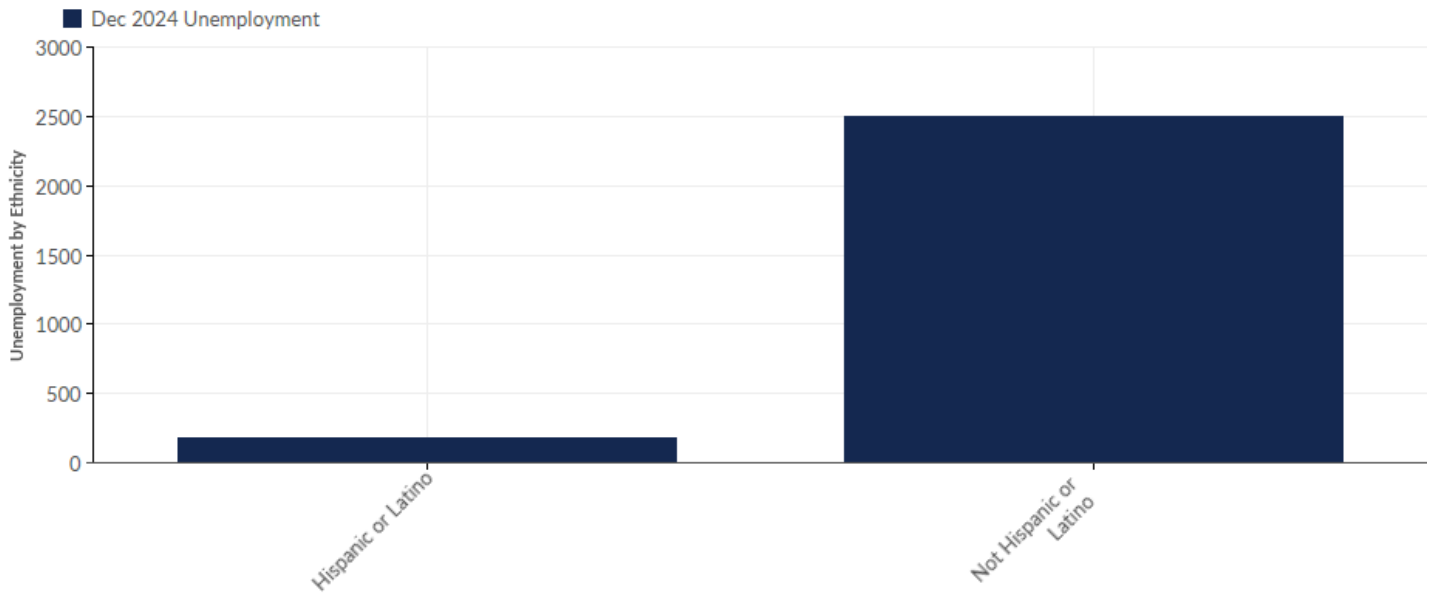
Gender	Unemployment (Dec 2024)	% of Unemployed
Females	810	30.27%
Males	1,866	69.73%
Total	2,676	100.00%

Unemployment by Race



Race	Unemployment (Dec 2024)	% of Unemployed
American Indian or Alaskan Native	62	2.32%
Asian	42	1.57%
Black or African American	180	6.73%
Native Hawaiian or Other Pacific Islander	7	0.26%
White	2,386	89.16%
Total	2,676	100.00%

Unemployment by Ethnicity

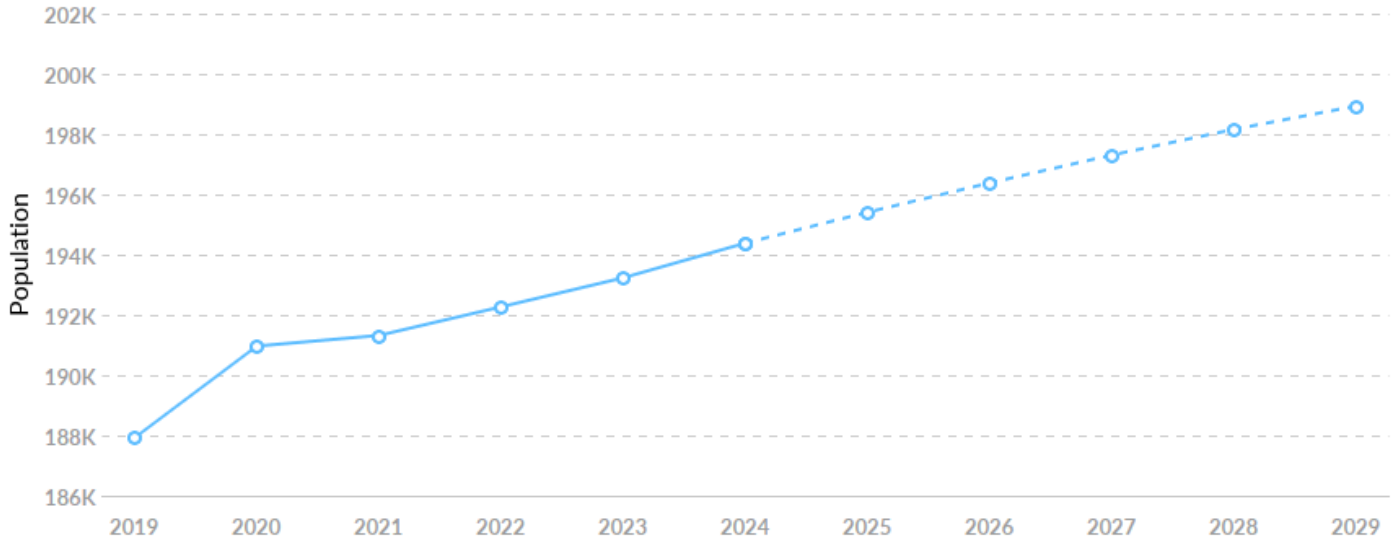


Ethnicity	Unemployment (Dec 2024)	% of Unemployed
Hispanic or Latino	181	6.76%
Not Hispanic or Latino	2,495	93.24%
Total	2,676	100.00%

Historic & Projected Trends

Population Trends

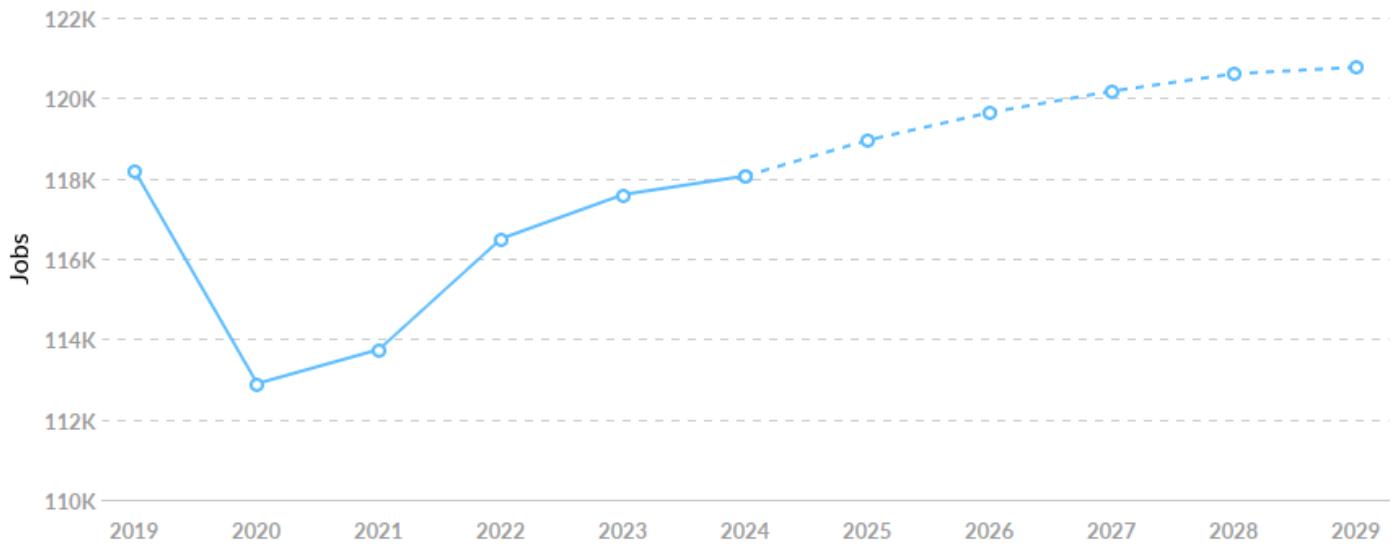
As of 2024 the region's population increased by 3.4% since 2019, growing by 6,459. Population is expected to increase by 2.3% between 2024 and 2029, adding 4,551.



Timeframe	Population
2019	187,927
2020	190,966
2021	191,320
2022	192,269
2023	193,234
2024	194,386
2025	195,410
2026	196,383
2027	197,308
2028	198,161
2029	198,936

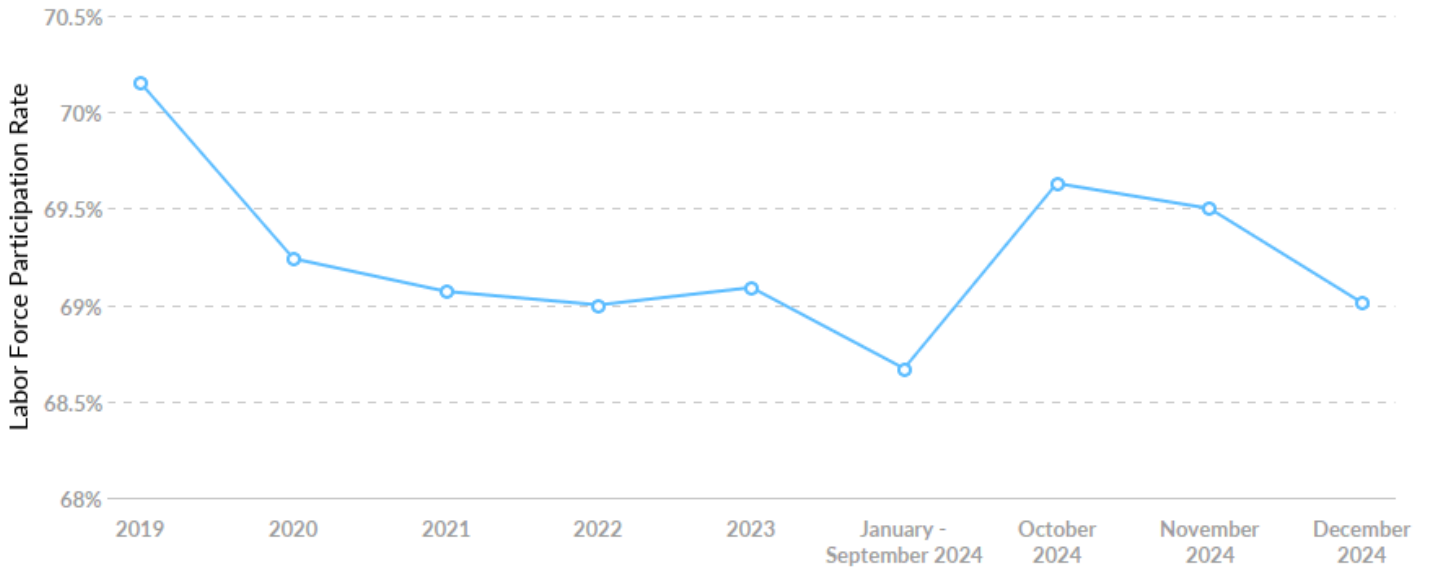
Job Trends

From 2019 to 2024, jobs declined by 0.1% in Outagamie County, WI from 118,170 to **118,060**. This change fell short of the national growth rate of 3.9% by 4.0%.



Timeframe	Jobs
2019	118,170
2020	112,890
2021	113,741
2022	116,499
2023	117,598
2024	118,060
2025	118,950
2026	119,639
2027	120,171
2028	120,604
2029	120,767

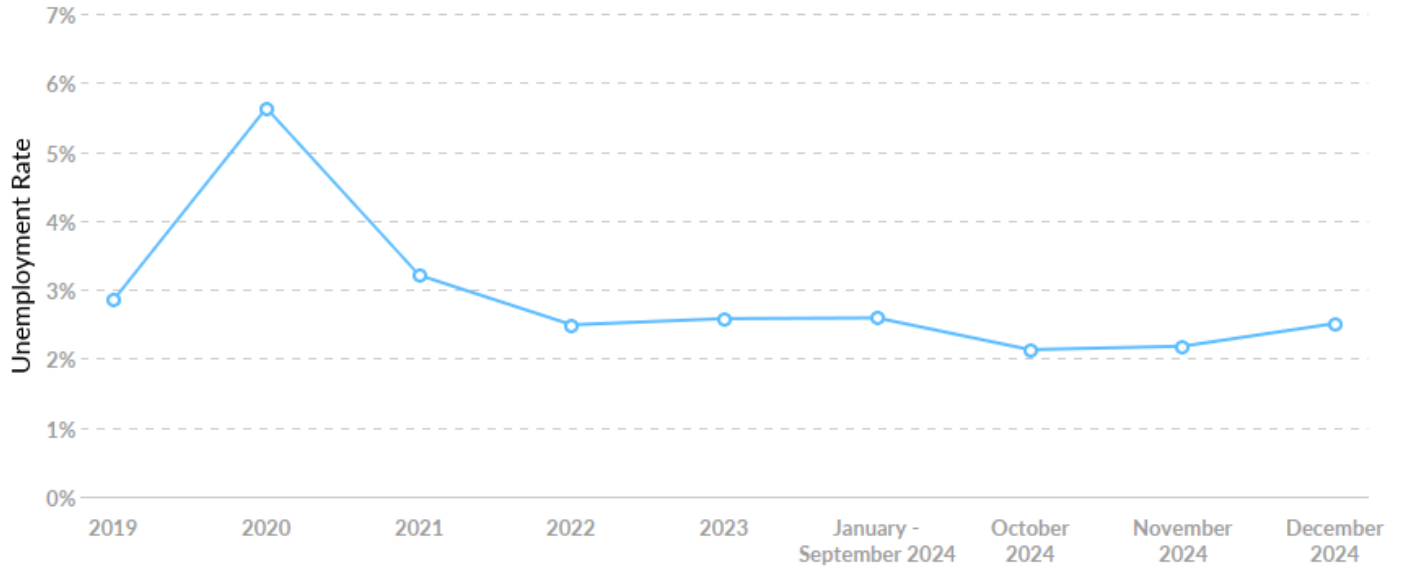
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	70.15%
2020	69.24%
2021	69.07%
2022	69.00%
2023	69.09%
January - September 2024	68.67%
October 2024	69.63%
November 2024	69.50%
December 2024	69.01%

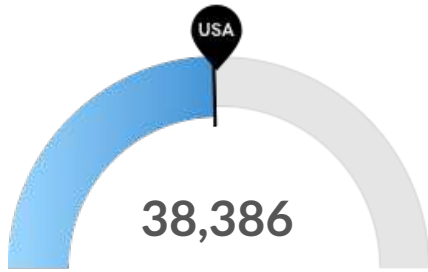
Unemployment Rate Trends

Outagamie County, WI had a December 2024 unemployment rate of 2.51%, decreasing from 2.85% 5 years before.



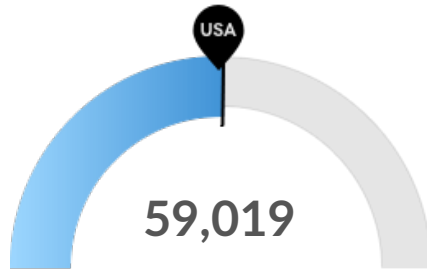
Timeframe	Unemployment Rate
2019	2.85%
2020	5.63%
2021	3.21%
2022	2.49%
2023	2.58%
January - September 2024	2.59%
October 2024	2.13%
November 2024	2.18%
December 2024	2.51%

Population Characteristics



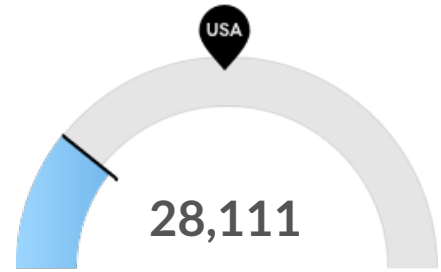
Millennials

Outagamie County, WI has 38,386 millennials (ages 25-39). The national average for an area this size is 39,262.



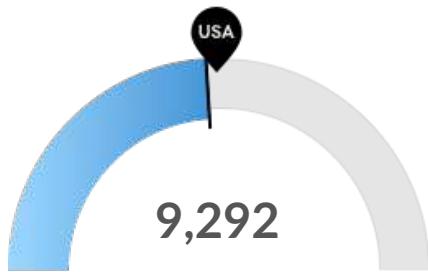
Retiring Soon

Retirement risk is about average in Outagamie County, WI. The national average for an area this size is 58,333 people 55 or older, while there are 59,019 here.



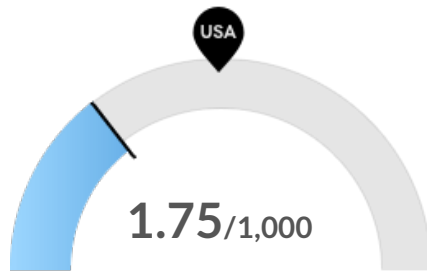
Racial Diversity

Racial diversity is low in Outagamie County, WI. The national average for an area this size is 80,476 racially diverse people, while there are 28,111 here.



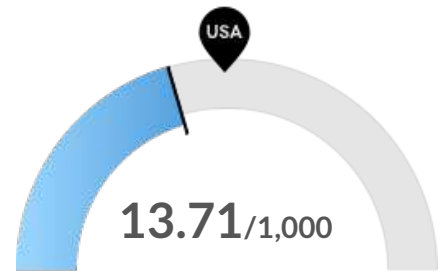
Veterans

Outagamie County, WI has 9,292 veterans. The national average for an area this size is 9,830.



Violent Crime

Outagamie County, WI has 1.75 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

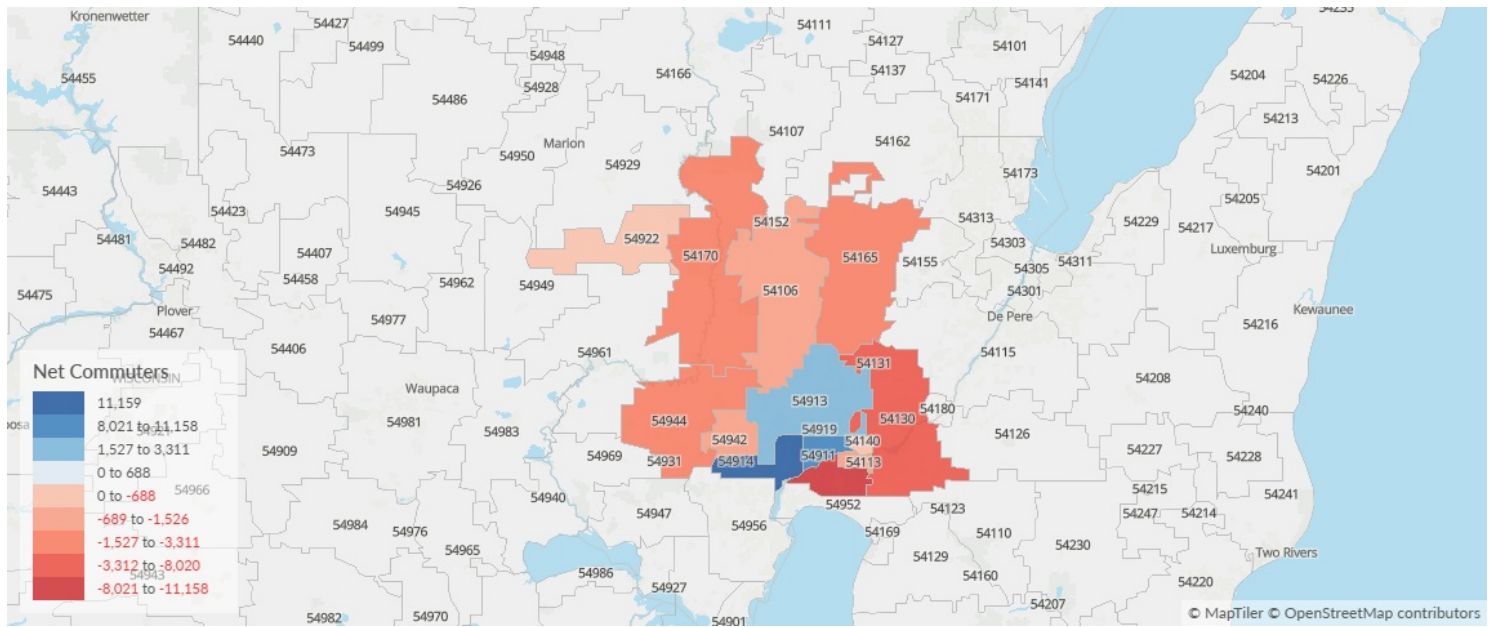


Property Crime

Outagamie County, WI has 13.71 property crimes per 1,000 people. The national rate is 18.02 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	2024 Employment
54914	Appleton, WI (in Outaga...	28,397
54911	Appleton, WI (in Outaga...	21,803
54913	Appleton, WI (in Outaga...	14,798
54915	Appleton, WI (in Outaga...	14,684
54130	Kaukauna, WI (in Outag...	13,189

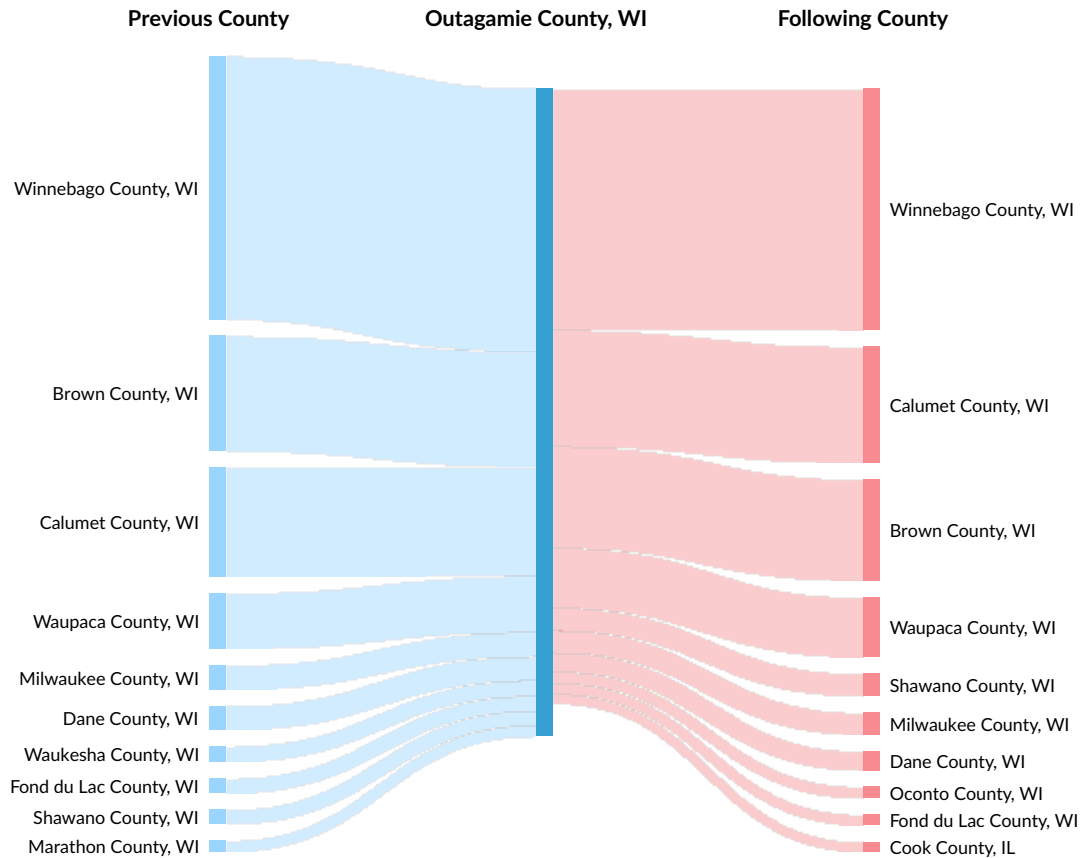
Where Talent Lives

ZIP	Name	2024 Workers
54915	Appleton, WI (in Outaga...	23,488
54914	Appleton, WI (in Outaga...	17,238
54130	Kaukauna, WI (in Outag...	16,501
54911	Appleton, WI (in Outaga...	13,781
54913	Appleton, WI (in Outaga...	13,241

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 2022, 2,205 people have migrated from Winnebago County, WI to Outagamie County, WI. In the same year, 2,022 people left Outagamie County, WI migrating to Winnebago County, WI. The total Net Migration for Outagamie County, WI in 2022 was 504.



Top Previous Counties	Migrations
Winnebago County, WI	2,205
Brown County, WI	963
Calumet County, WI	915
Waupaca County, WI	467
Milwaukee County, WI	204

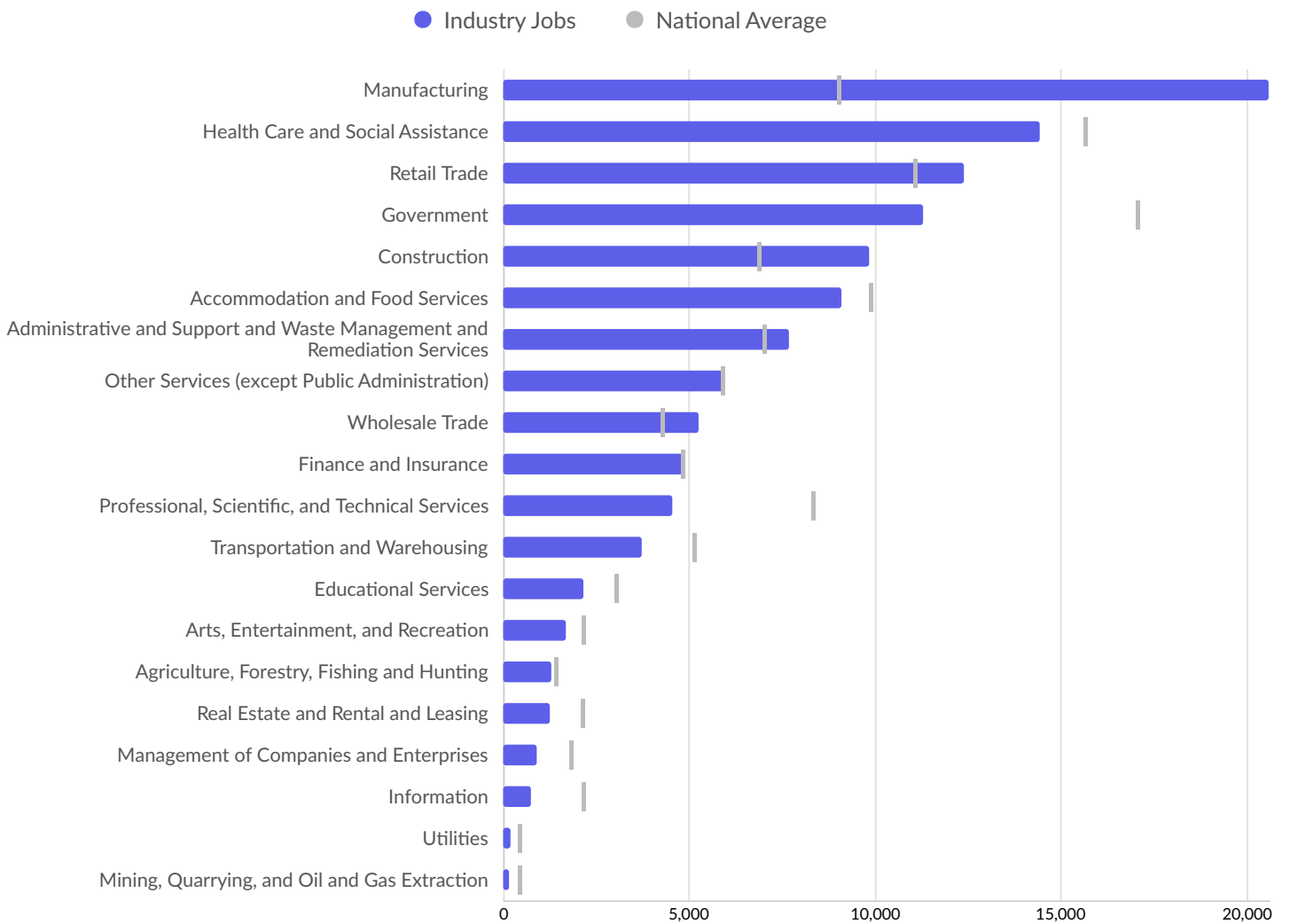
Top Previous Counties	Migrations
Dane County, WI	199
Waukesha County, WI	131
Fond du Lac County, WI	125
Shawano County, WI	120
Marathon County, WI	94
Manitowoc County, WI	87
Cook County, IL	76
Maricopa County, AZ	73
Sheboygan County, WI	68
Portage County, WI	63
Top Following Counties	Migrations
Winnebago County, WI	2,022
Calumet County, WI	972
Brown County, WI	850
Waupaca County, WI	502
Shawano County, WI	189
Milwaukee County, WI	185
Dane County, WI	160
Oconto County, WI	96
Fond du Lac County, WI	91
Cook County, IL	83
Marathon County, WI	79
Waukesha County, WI	78
Maricopa County, AZ	69
Marinette County, WI	62

Top Following Counties**Migrations**

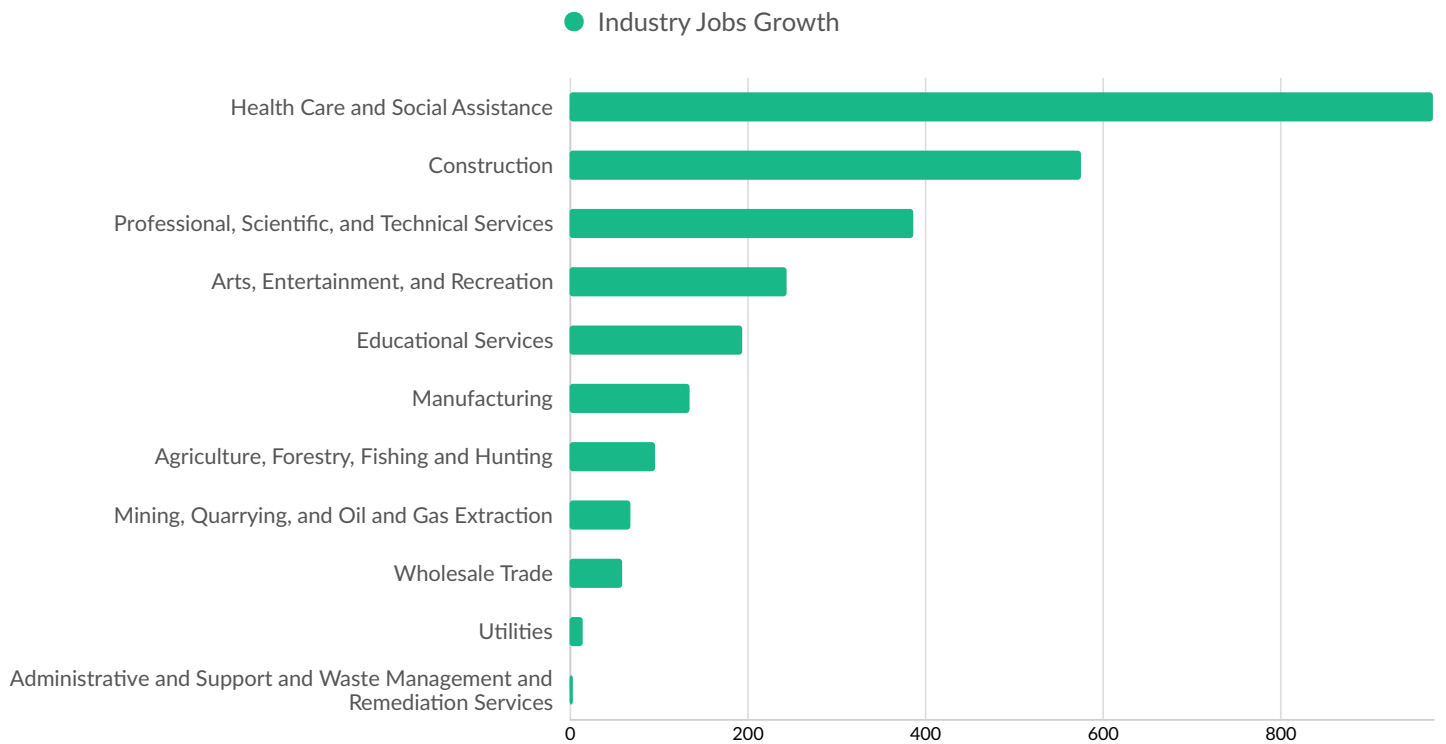
Manitowoc County, WI59

Industry Characteristics

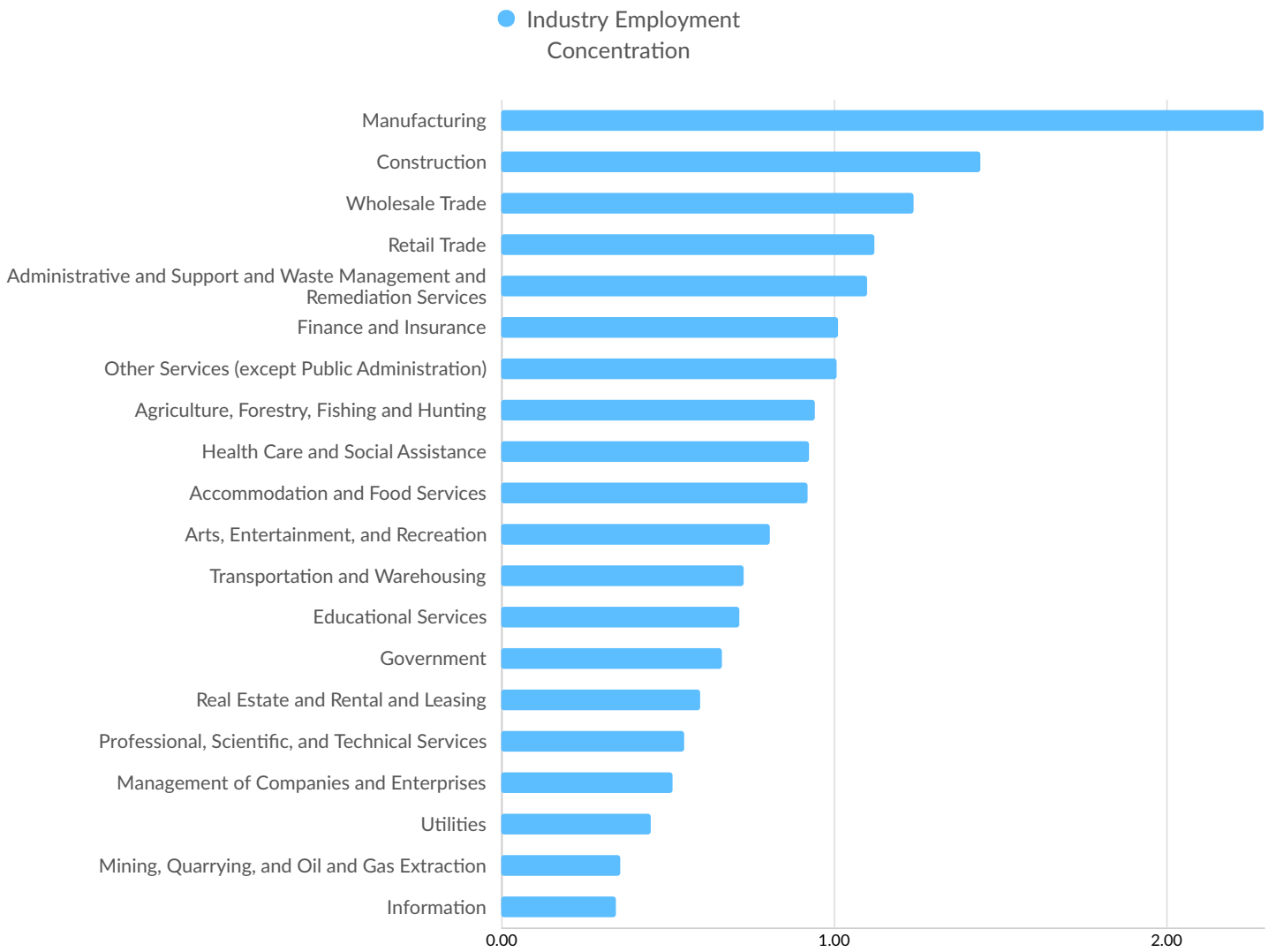
Largest Industries



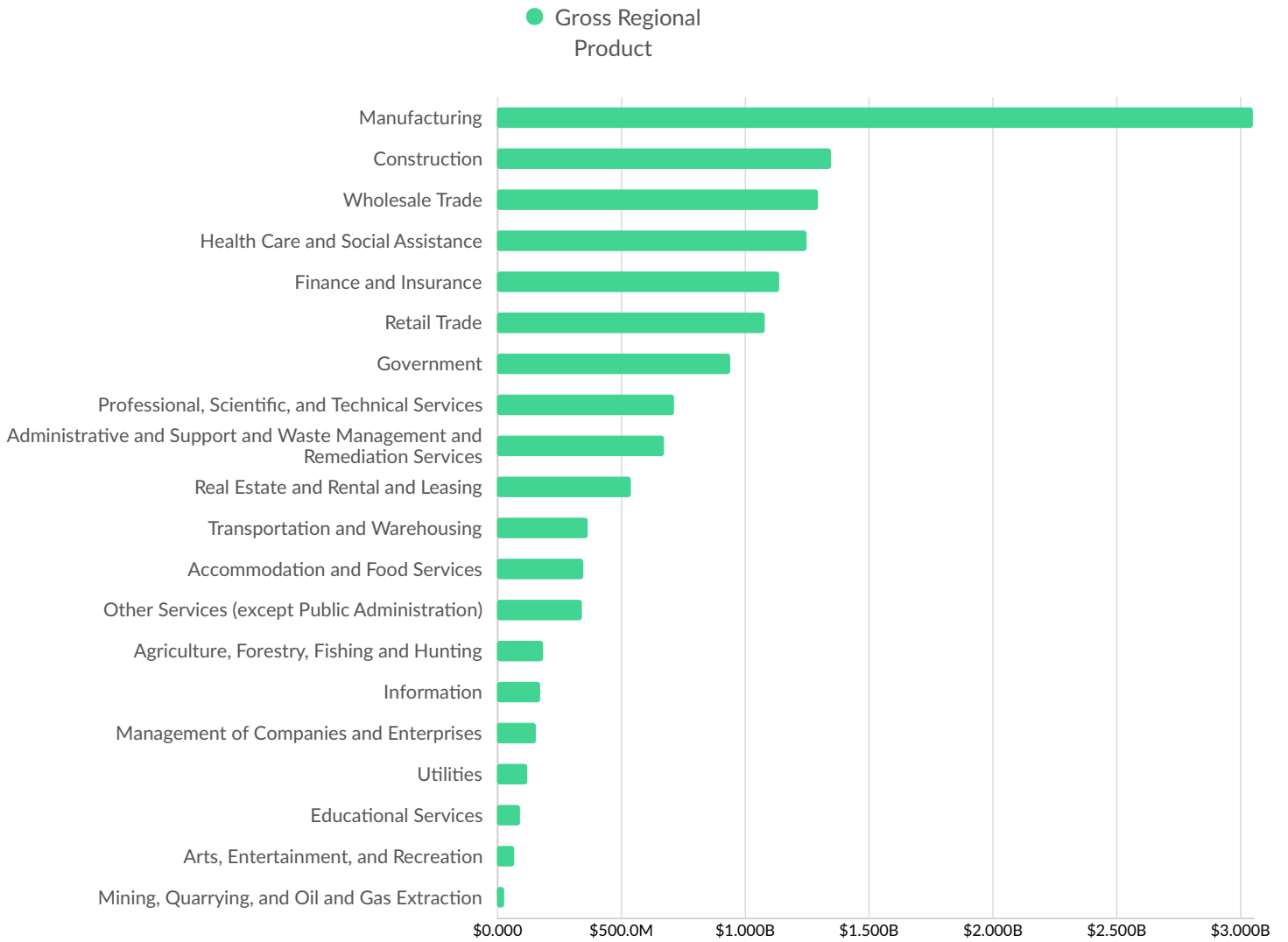
Top Growing Industries



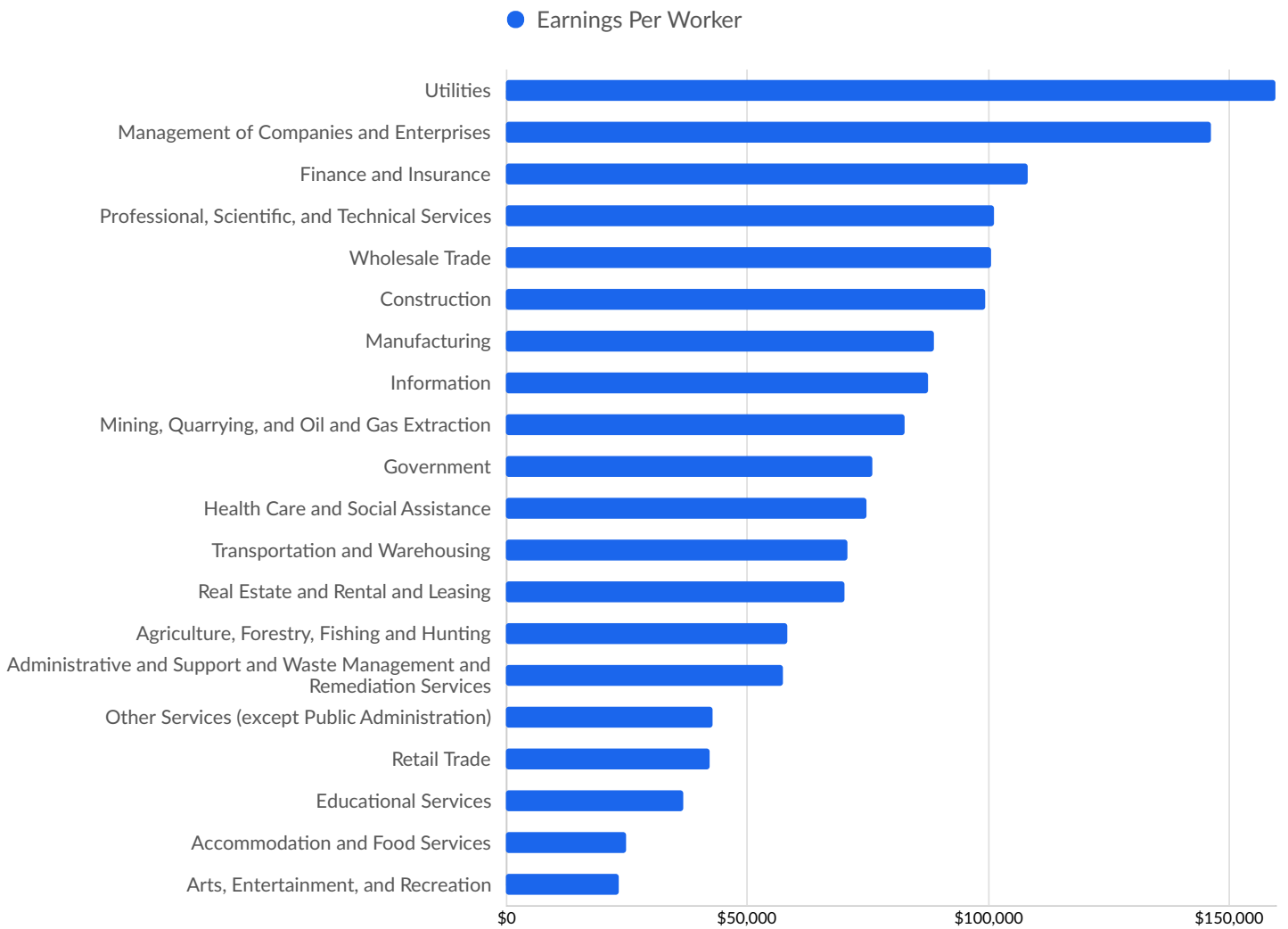
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



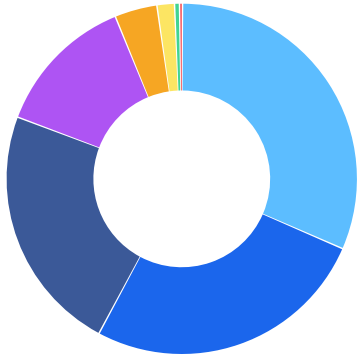
Business Characteristics

20,938 Companies Employ Your Workers

Online profiles for your workers mention 20,938 companies as employers, with the top 10 appearing below. In the last 12 months, 3,154 companies in Outagamie County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
ThedaCare	1,377 	ThedaCare	947 
Kimberly-Clark	1,237 	Ahlstrom Nonwovens	518 
Thrivent	1,158 	Fox Valley Technical College	470 
Appleton Area School District	754 	Ascension	440 
Fox Valley Technical College	635 	Gulfstream Aerospace	430 
Plexus	538 	ManpowerGroup	422 
Miller Electric Mfg. Co.	481 	Aerotek	367 
Lawrence University	474 	Appleton Area School District	349 
Secura Insurance	427 	YMCA	338 
J. J. Keller & Associates	403 	Festival Foods	330 

Business Size

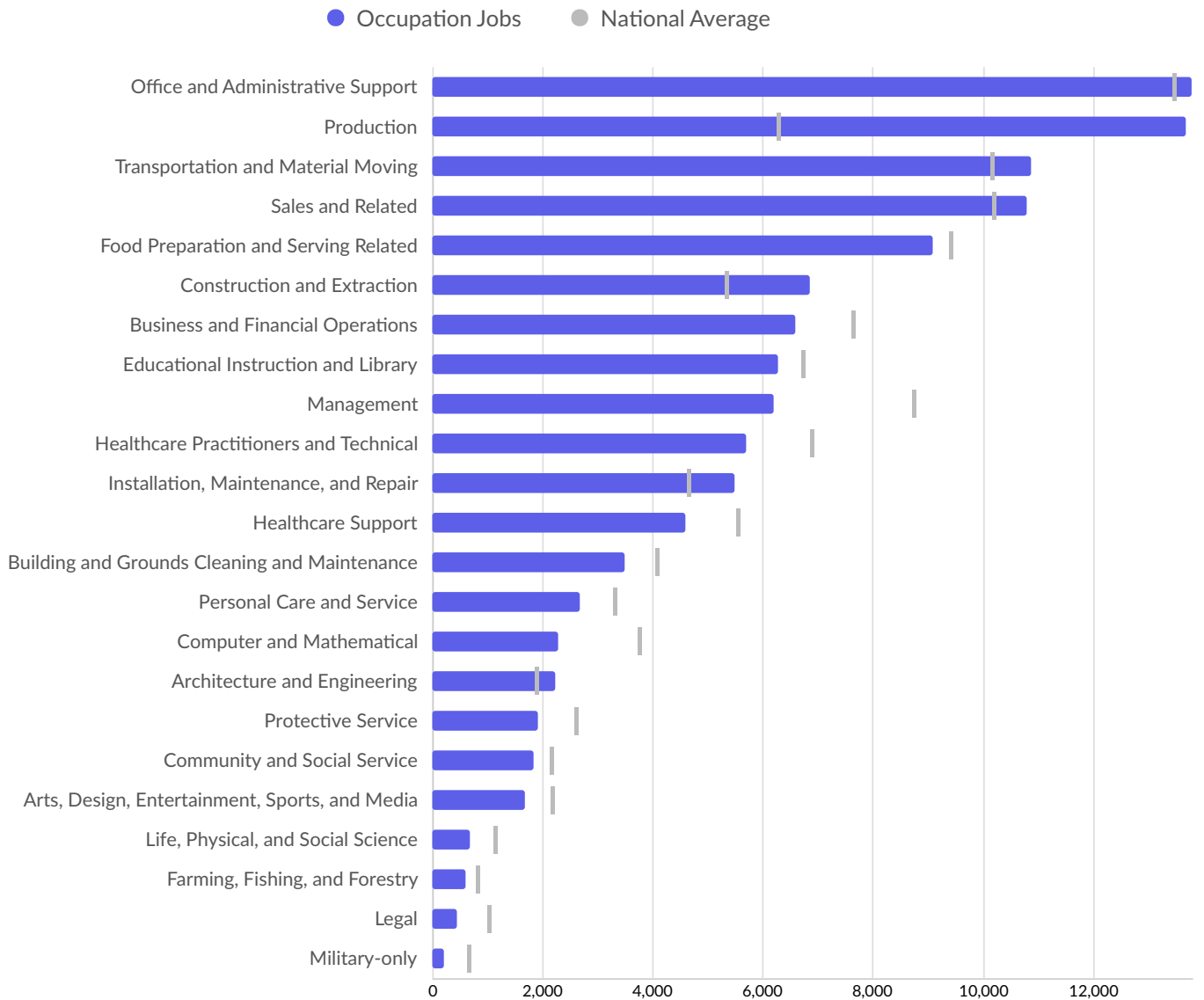


	Percentage	Business Count
● 1 to 4 employees	31.4%	2,497
● 5 to 9 employees	26.3%	2,089
● 10 to 19 employees	22.9%	1,818
● 20 to 49 employees	13.1%	1,039
● 50 to 99 employees	3.9%	311
● 100 to 249 employees	1.6%	128
● 250 to 499 employees	0.5%	36
● 500+ employees	0.3%	22

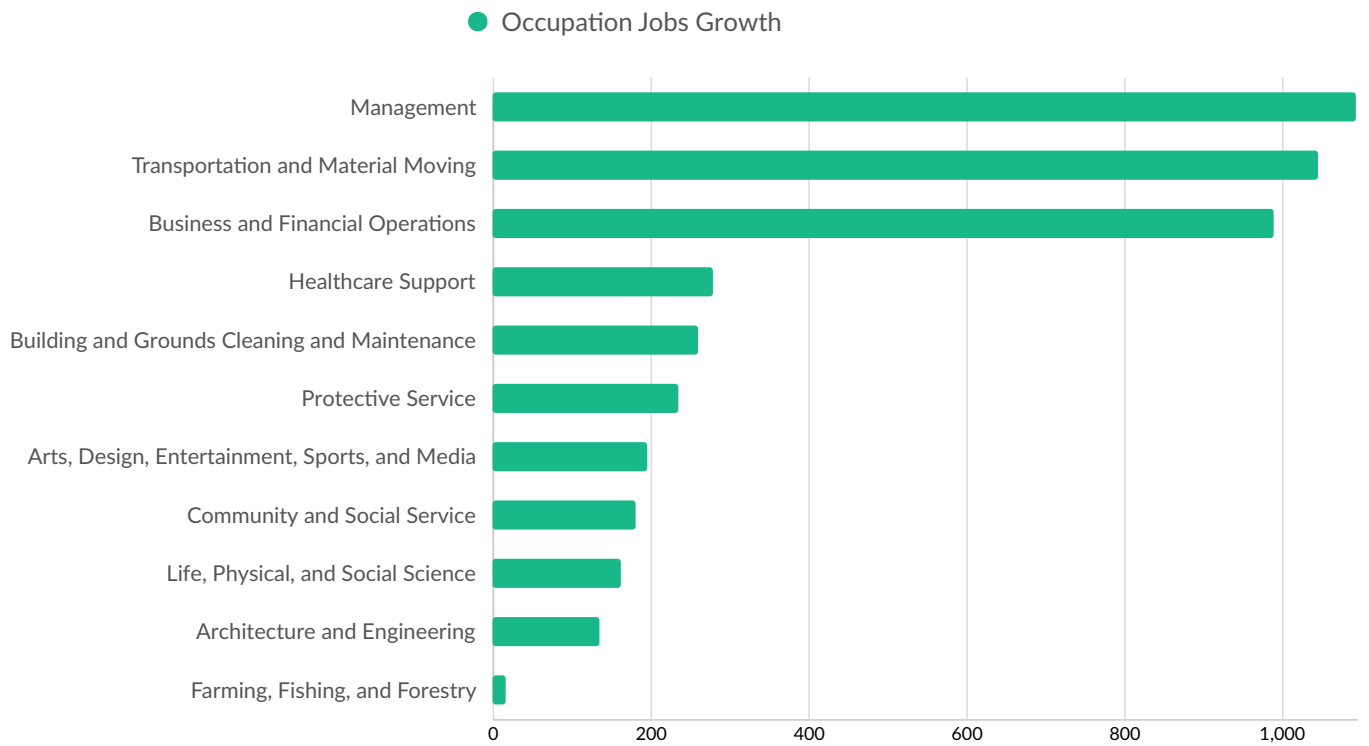
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

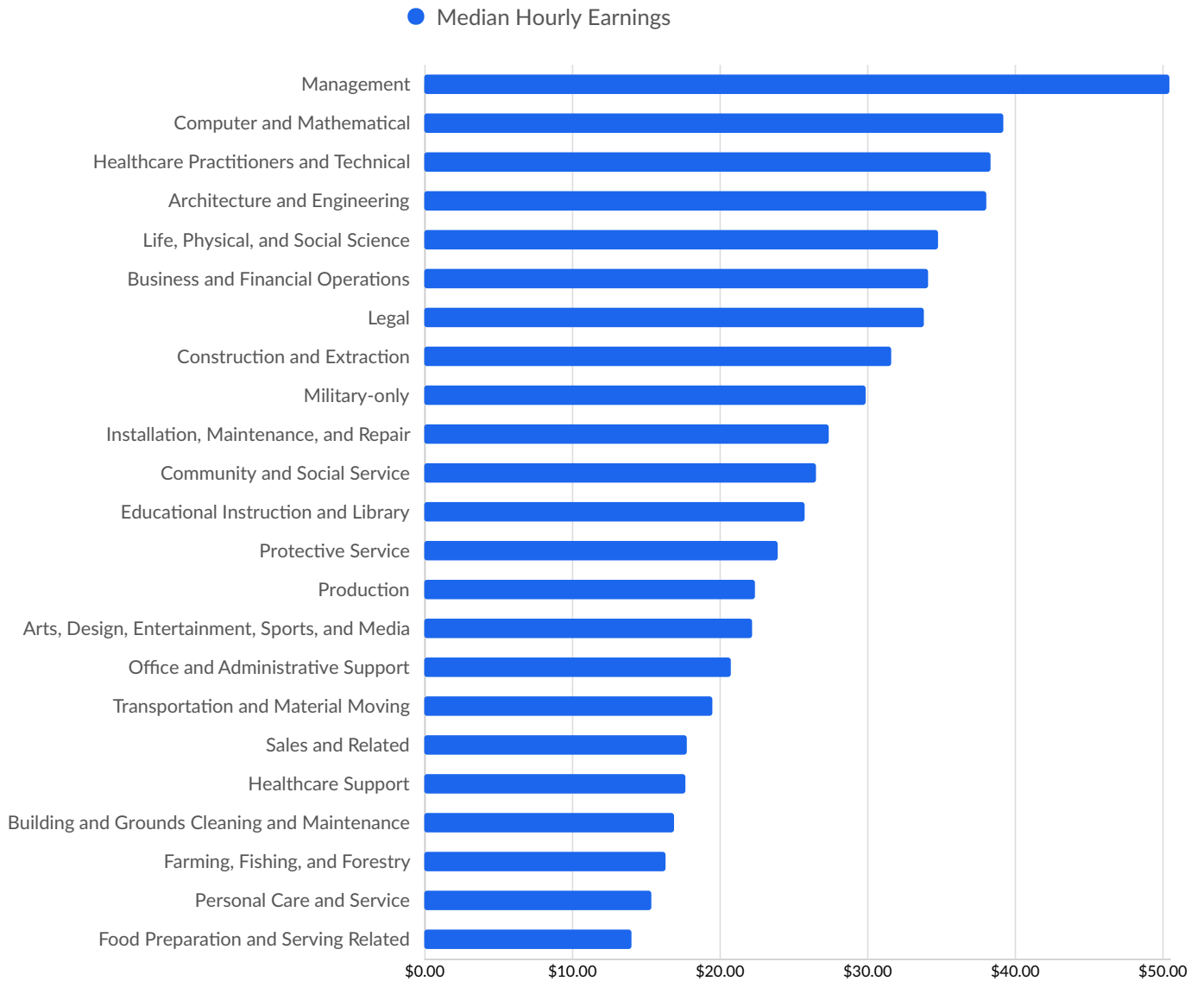


Top Occupation Employment Concentration

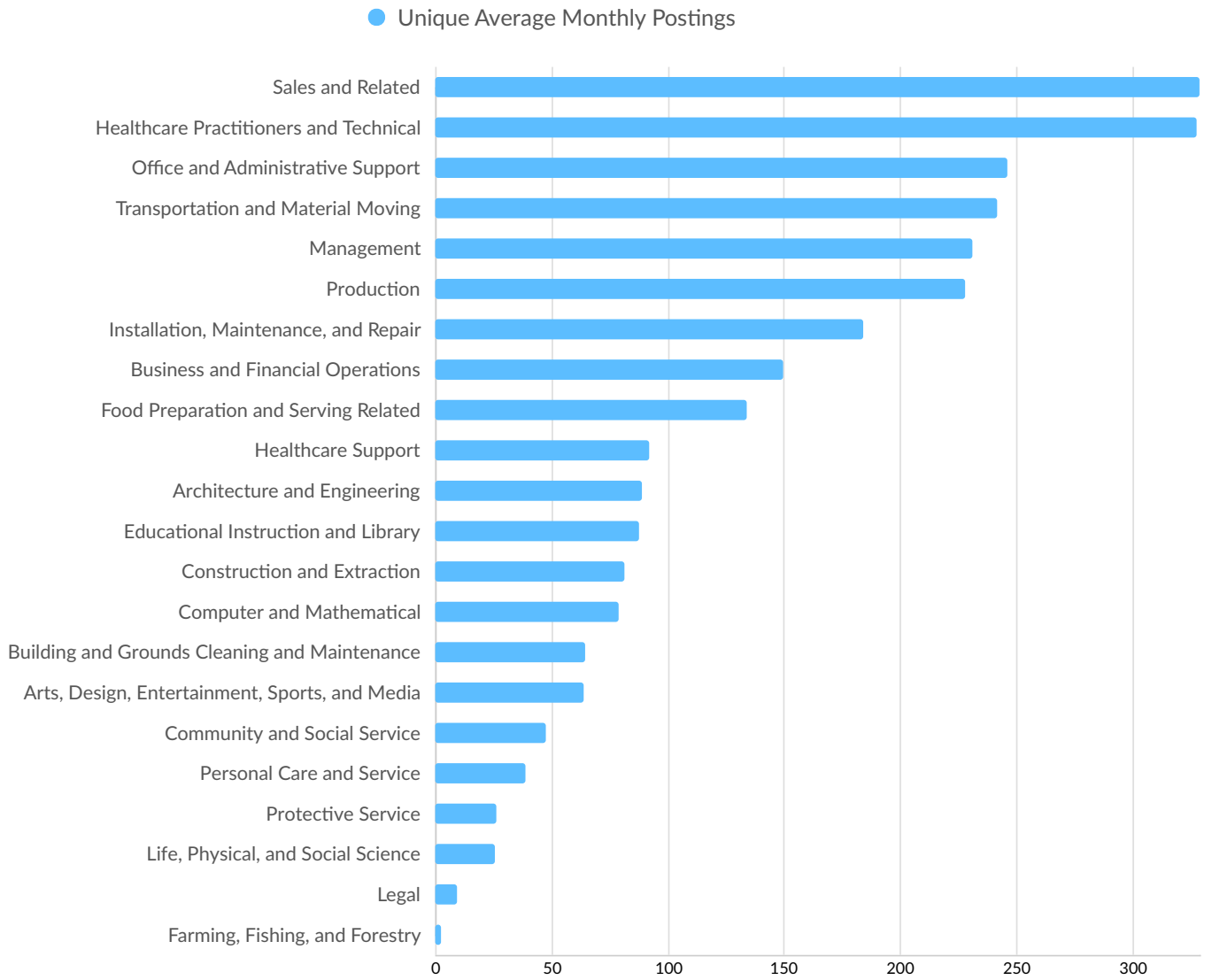
● Occupation Employment Concentration



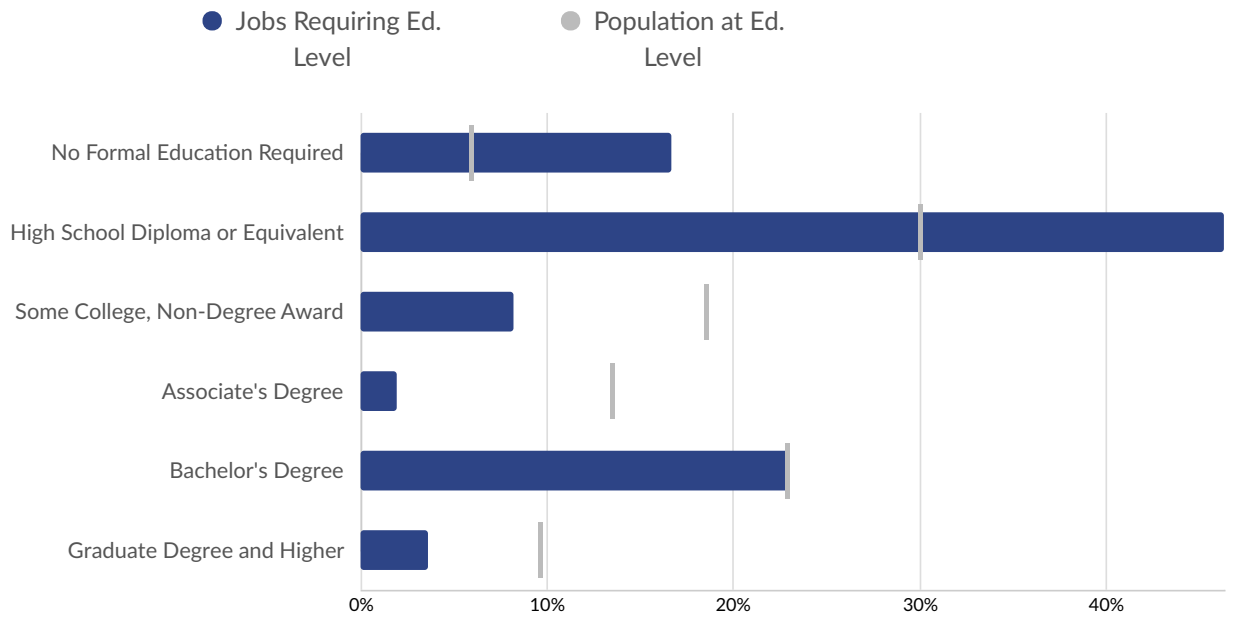
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2023, there were 4,067 graduates in Outagamie County, WI. This pipeline has shrunk by 3% 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 (2023)		Graduate Trend (2019 - 2023)
Fox Valley Technical College	3,541		
Lawrence University	431		
Academy of Beauty Professionals	68		
The Salon Professional Academy-Appleton	27		

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

In-Demand Skills

