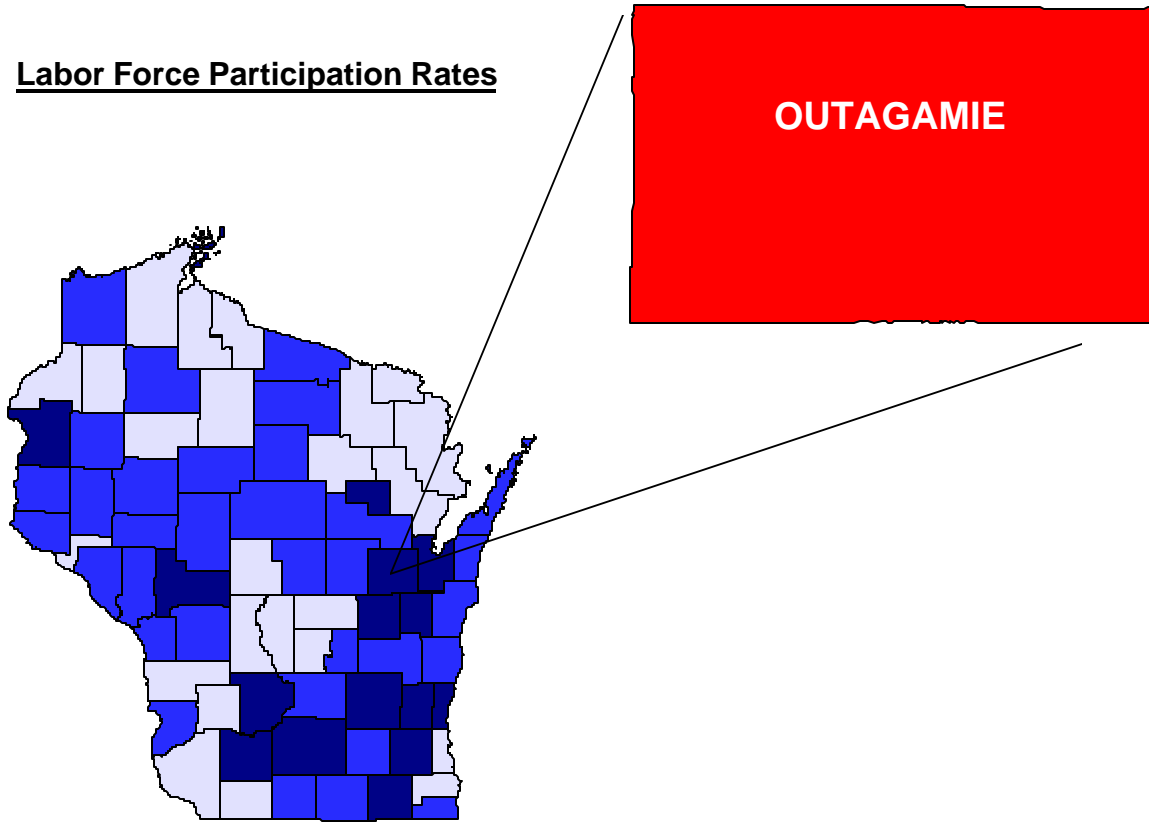


Outagamie County

Workforce Profile

Labor Force Participation Rates



Significantly Below Statewide Level (< 69.7 %)



Within Statewide Level (69.7 – 79.7 %)



Significantly Above Statewide Level (> 79.7 %)

Wisconsin Department of Workforce Development
Division of Workforce Excellence
Bureau of Workforce Information
July 1999



Introduction

The County Workforce Profile has been developed to provide a broad overview of Outagamie County's labor market. A variety of labor market information has been included to describe the many related key factors that determine how the local workforce functions. These factors include:

- Population and civilian labor force growth;
- Commuting patterns;
- Employment change by industry;
- Largest industries and employers;
- Employment and wage information;
- Wage and income information.

The labor market information in this profile is the most current available at the time of production. To obtain the most recent releases of information, consult the Wisconsin Department of Workforce Development LMI Website:

<http://www.dwd.state.wi.us/dwelmi>

Or, contact your regional labor market analyst:

Dan Curtin (920) 232-6270

e-mail: curtid@dwd.state.wi.us

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

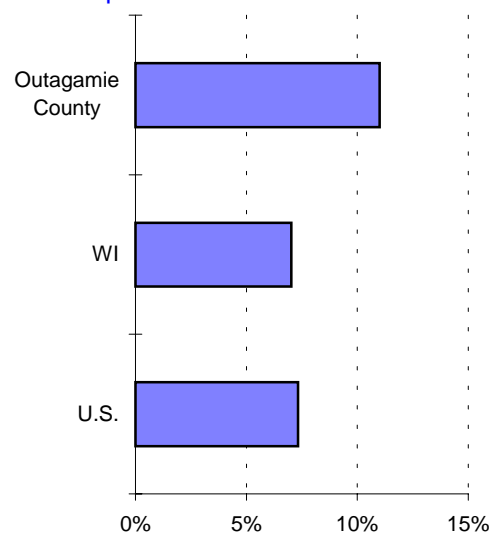
Outagamie County Population and Civilian Labor Force

Outagamie County's population has increased an estimated 11 percent between the 1990 census data and the 1998 estimates. Outagamie County has grown faster than both Wisconsin and the United States. The growth in Outagamie County began accelerating during the late 1980s. More people moved into the county than out of it. This pattern reflects a positive net migration directly related to the quality of life and availability of jobs in the area. Outagamie County's population also increased by having more births than deaths. This component of population change is called natural gain. There is a tremendous amount of interaction between the Outagamie, Winnebago, Waupaca, Brown, and Calumet County areas, especially in shopping, commuting to work, and recreational activities.

	Population		Percent
	1990 Census	1998 Estimate	Change
United States	248,718,000	266,922,000	7.3%
Wisconsin	4,891,769	5,234,350	7.0%
Outagamie County	140,510	155,953	11.0%
Ten Largest Municipalities or Townships			
Appleton	65,695	69,607	6.0%
Grand Chute, Town	14,490	17,693	22.1%
Kaukauna	11,982	12,732	6.3%
Little Chute	9,207	10,436	13.3%
Kimberly	5,406	5,817	7.6%
Greenville, Town	3,806	5,538	45.5%
Freedom, Town	4,114	4,998	21.5%
Buchanan, Town	2,484	4,581	84.4%
Seymour	2,782	3,222	15.8%
Center, Town	2,716	2,990	10.1%

Source: WI Dept. of Admin., Demographic Services Center. *Official Population Estimates*, January 1, 1998.

Population Growth 1990 - 1998



The labor force is the sum of employed and unemployed persons who are 16 years old and older. (*Readers should bear in mind that many people who are not working are not included in the Bureau of Labor Statistics definition of unemployed. People who choose not to work, or have become discouraged and stopped looking for work, are not included.*) While Outagamie County's population has increased 11.0 percent since 1990, the labor force has increased 13.9 percent. The difference between the labor force growth and the total population growth indicates a change in the composition of the population. A larger portion of the resident population is 16 and older. Consequently, a larger portion of the population is now available or in the labor force.

Population and Labor Force Participation

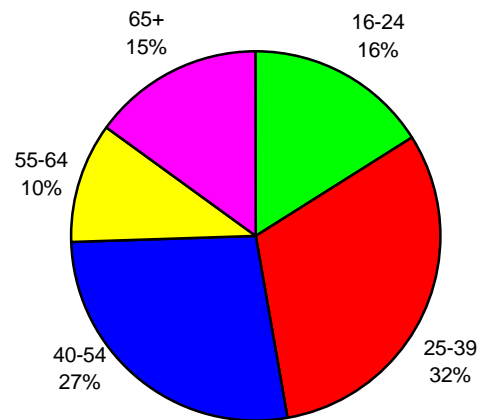


Source: Estimated from WI Department of Administration population estimates, Jan 1998, US Census Bureau, and Local Area Unemployment Statistics

The term used to describe the relationship between the labor force and population is the participation rate. Outagamie County has a somewhat larger participation rate than does the State of Wisconsin, or the United States. Outagamie County's labor force participation rate is 86.2 percent. This is among the highest in Wisconsin. The United State's participation rate is 66.8 percent, while the state's rate is 74.7 percent. Participation rates are often partly the result of the economic conditions of an area and partly the result of the demographic conditions of an area.

The 38.3 percent increase in labor force aged population between the ages of 40 and 54 is the result of the aging of baby-boomers. Of major significance to employers has been the slow growth in the number of younger workers. Slow growth in the number of 16 to 24 year olds and an increase in the number of businesses which traditionally hire large numbers of young workers has contributed to the current labor shortage. This tight market for young workers will continue well into the next century.

Labor Force Aged Population



Age Group	Population 1990 Census	Population 1997 Estimate	Percent Change
16-24	17,781	18,921	6.4%
25-39	37,077	36,351	-2.0%
40-54	23,136	32,003	38.3%
55-64	10,687	12,078	13.0%
65+	15,649	17,667	12.9%
Total	104,330	117,020	12.2%

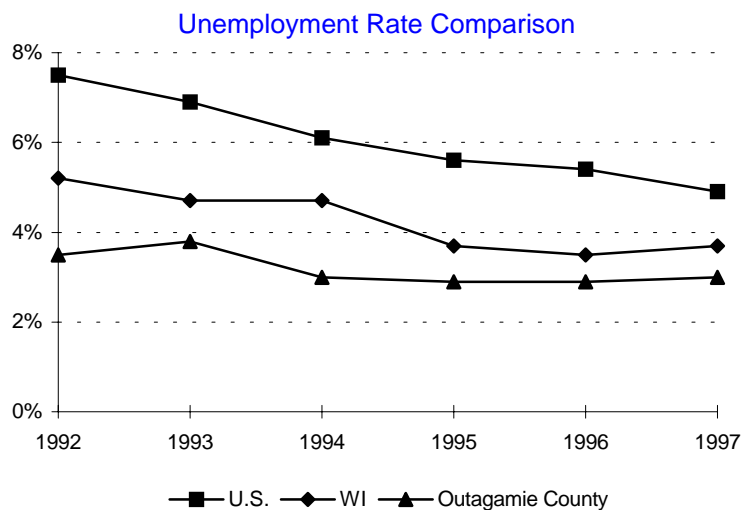
Source: Estimated from WI Dept. of Admin., Demographic Services Center. Official Population Projections 1990 - 2020 and US Census Bureau.

Outagamie County Civilian Labor Force Data

	1992	1993	1994	1995	1996	1997
Labor Force	88,500	90,400	93,300	95,600	98,500	100,800
Employed	85,200	87,300	89,700	92,800	95,600	97,700
Unemployed	3,300	3,100	3,600	2,800	2,800	3,100
Unemployment Rate	3.7%	3.5%	3.8%	3.0%	2.9%	3.0%

Source: WI DWD, Bureau of Workforce Information. Local Area Unemployment Statistics program.

In the past five years, the number of workers employed in Outagamie County (place of work) has increased from 77,278 to 89,938, an numeric increase of 12,109. During that same period, the number of workers in the county (place of residence) rose from 85,200 to 97,700, an increase of 12,500. This seeming anomaly is brought about because the place of work data includes only nonfarm wage and salary jobs worked in the county. Many of the workers in Outagamie County hold multiple jobs. The place of residence data counts all county residents who work. The tremendous job growth in Outagamie County has resulted in rates of unemployment lower than those of the state and the nation.



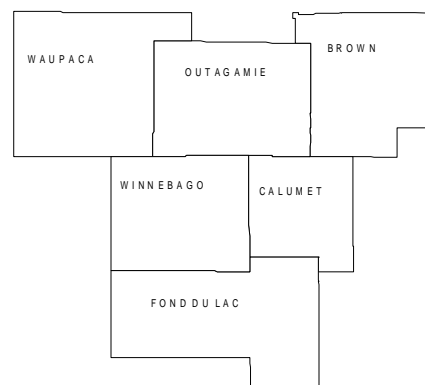
Source: WI DWD, BWI. Local Area Unemployment Statistics program.

Outagamie County Commuting Patterns

	Commute Into	Commute From	Net Commute
Winnebago County	11,413	8,942	-2,471
Brown County	2,989	1,171	-1,818
Waupaca County	1,052	2,711	1,659
Calumet County	817	4,691	3,874
Elsewhere	1,120	1,229	109
Total	17,391	18,744	1,353

Work in Outagamie Co 52,744

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.

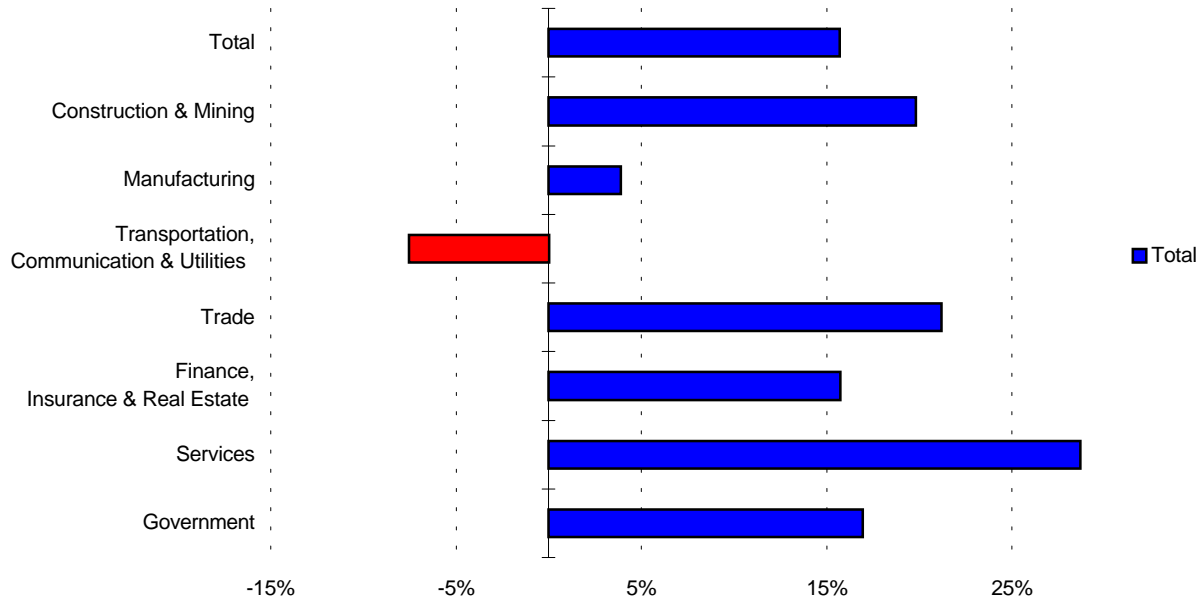


Outagamie County workers are very mobile. Almost 45 percent of all employed Outagamie County residents work outside of the county. Winnebago County is the destination for two-thirds of the outbound commuters. The majority of those commuting to Winnebago County work in the paper industry in the Neenah/Menasha area. Nearly 3,000 Outagamie County residents commute to jobs in Brown County. Most of these workers go to the Green Bay area, and are usually professional, technical and skilled workers. They commute to jobs in the Green Bay's paper, health care, and insurance industries.

A large part of the commuting between Outagamie and Winnebago Counties is done in the Fox Cities area, which is located partly in Winnebago County and partly in Outagamie County. The 441 expressway and Highway 41 make Fox Cities commuting quite easy, even though rush hour traffic is heavier than ever.

Commuters into Outagamie County come from a 15 county area. They commute from as far away as Marinette County to the north, Portage County to the west, Fond du Lac County to the south, Manitowoc County to the east, and Door County to the northeast. Commuters into the county work in the paper industry, health care, and educational facilities, as well as a host of other service and trade companies. A large part of the nearly 5,000 commuters from Calumet County come from the Calumet County portion of the City of Appleton. This number will increase as expansion on Appleton's east side continues. Nearly 3,000 commute from Waupaca County. That number will increase in the next few years because Waupaca County has become popular for its quality of life ambience. Many who move there maintain jobs in Outagamie County.

Outagamie County Employment Change by Industry 1992 to 1997



							Percent Change	
	1992	1993	1994	1995	1996	1997	1 year	5 year
Total	77,300	79,400	84,600	82,100	84,100	89,400	6.3%	15.7%
Goods Producing	25,800	26,500	26,900	27,400	27,900	27,700	-0.8%	7.2%
Construction & Mining	5,360	5,640	5,690	5,970	6,470	6,420	-0.9%	19.8%
Manufacturing	20,500	20,900	21,200	21,400	21,400	21,200	-0.8%	3.9%
Durable	7,200	7,400	7,200	7,600	7,600	7,000	-8.3%	-3.1%
Nondurable	13,300	13,500	13,900	13,800	13,800	14,300	3.4%	7.6%
Service Producing	51,500	52,900	57,800	54,700	56,200	61,700	9.7%	19.9%
Transportation, Communications & Utilities	4,390	3,580	3,910	3,400	3,630	4,060	12.0%	-7.6%
Total Trade	18,500	19,700	21,600	20,500	21,200	22,400	5.7%	21.2%
Wholesale	4,230	4,270	4,550	4,350	4,520	4,680	3.5%	10.6%
Retail	14,200	15,500	17,100	16,200	16,600	17,700	6.3%	24.3%
Finance, Insurance & Real Estate	5,600	5,810	6,060	6,200	6,300	6,480	2.9%	15.7%
Service	16,300	16,900	18,700	17,400	17,700	21,000	18.9%	28.6%
Government	6,700	6,900	7,400	7,200	7,500	7,800	4.3%	16.9%

Source: WI DWD, Bureau of Workforce Information. Current Employment Statistics program.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data. Outagamie County has a very large number of residents who commute outside of the county to their jobs; this, combined with self employed workers, is the most significant reason why the labor force in Outagamie County was larger than the number of jobs within the county during 1997.

The largest relative growth was in the service industries. Even a cursory look at the area of the Fox Cities that lies within Outagamie County would make one understand that fact. The Appleton area is growing nearly faster than one can follow the action. The areas west of Highway 41 (Fox River Mall area in the Town of Grand Chute) and the east side (Town of Buchanan) are where the majority of new commercial expansion has been going on for the past few years. Every indication is that this growth will continue for the rest of this century. Housing growth continues to be strong north and east of the city of Appleton. It is becoming hard to tell the difference between Appleton and the Fox Cities to the east, and it won't be too many years before the area appears to look like one city from Appleton to Kaukauna. which also explains the rapid growth in construction industry employment.

Outagamie County's Largest Industries and Employers

Top 10 Industry Groups

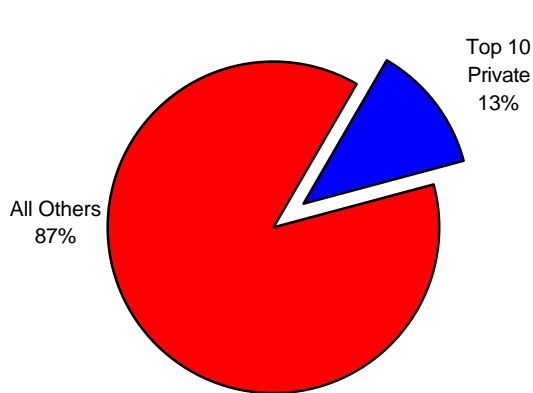
Industry Group	March 1997		Numerical Change	
	Employers	Employment	1 Year	5 Year
Eating and Drinking Places	247	5,966	-127	1,181
Paper and Allied Products	22	5,812	-22	377
Educational Services	26	5,679	158	1,044
Health Services	204	5,657	-90	-216
Business Services	185	5,572	943	2,296
Special Trade Contractors	330	3,919	363	1,156
Industrial Machinery & Equipment	61	3,752	-120	-400
Food & Kindred Products	28	3,635	-450	176
Wholesale Trade, Durable Goods	241	3,100	115	377
General Merchandise Stores	18	2,590	121	533

Top 10 Private Sector Employers

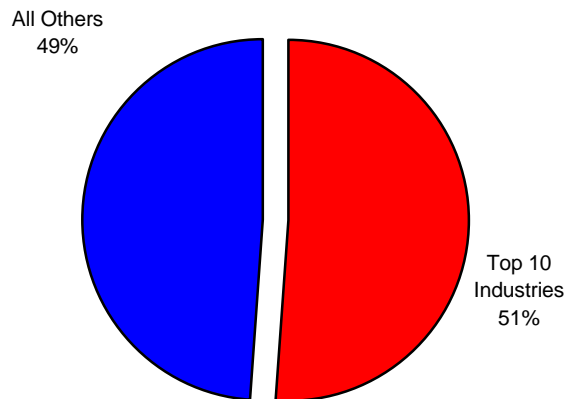
Company	Product or Service	Size
Appleton Papers, Inc	Coated Paper	1,000 +
Hillshire Farm and Kahn's	Meat Processing	1,000 +
Miller Electric Mfg. Company	Welding Machines	1,000 +
AAL	Insurance	1,000 +
St. Elizabeth Hospital	Health Care	1,000 +
Anchor Food Products	Frozen Food Products	1,000 +
Inter Lake, Inc	Paper	1,000 +
United Health	Health Care	500-999
Oscar J. Boldt	Construction	500-999
A C Compressor Corp.	Compressors	250-499

Source: WI DWD, Bureau of Workforce Information. ES-202 file tape, 1st Quarter 1998.

Top 10 Private Sector Employers
Share of Nonfarm Employment



Top 10 Industry Groups
Share of Nonfarm Employment



There are a total of 4,181 private sector employers in Outagamie County. The top ten private sector employers employ 13 percent of all workers working in the County. Six of the ten largest private employers are in the manufacturing industry. However, only three of the ten largest industries are in manufacturing.

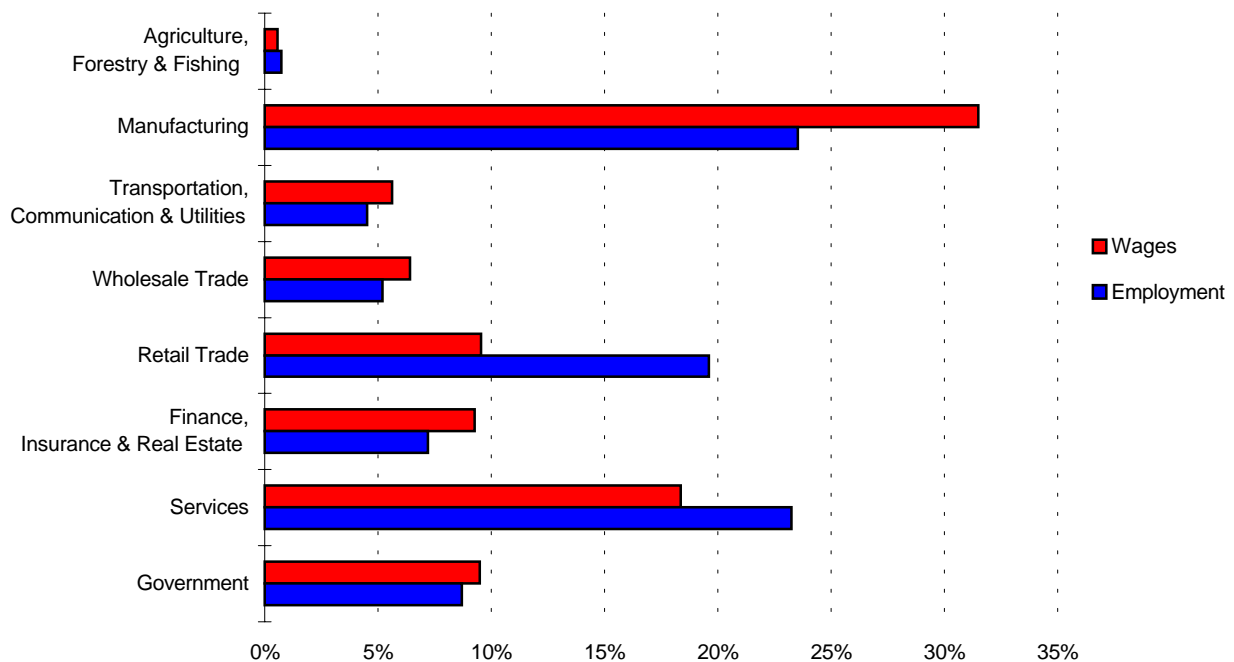
Eating and drinking places represent the largest industry employment Outagamie County. Patrons of drinking and dining have a choice of 247 establishments offering a wide variety. The most numerous type of industry is special trade contractors. These are construction operations, and are frequently smaller, family owned and operated companies.

Outagamie County Employment and Wages 1997

	Annual Average Wage	Percent of State Average	Percent Change 1 year	Percent Change 5 year	Number of Workers
All Industries	\$ 27,436	100.4%	3.7%	13.6%	90,355
Agriculture, Forestry, & Fishing	\$ 20,762	105.9%	7.0%	23.0%	643
Construction	\$ 34,754	103.5%	1.8%	12.6%	6,418
Manufacturing	\$ 36,736	103.5%	6.2%	18.0%	21,244
Transportation, Communications, & Utilities	\$ 34,137	109.1%	5.7%	15.8%	4,061
Wholesale Trade	\$ 33,861	97.9%	4.5%	20.0%	4,677
Retail Trade	\$ 13,332	98.8%	3.6%	11.6%	17,679
Finance, Insurance, & Real Estate	\$ 35,404	103.4%	4.1%	18.2%	6,475
Services	\$ 21,647	91.9%	1.2%	16.0%	20,987
Government	\$ 29,932	98.6%	3.0%	16.2%	7,846

Source: WI DWD, Bureau of Workforce Information. *Employment, Wages and Taxes Due Covered by Wisconsin's U.C. Law, 1997 Tables 209 - 211.*

Total Employment and Wage Distribution by Industry Division



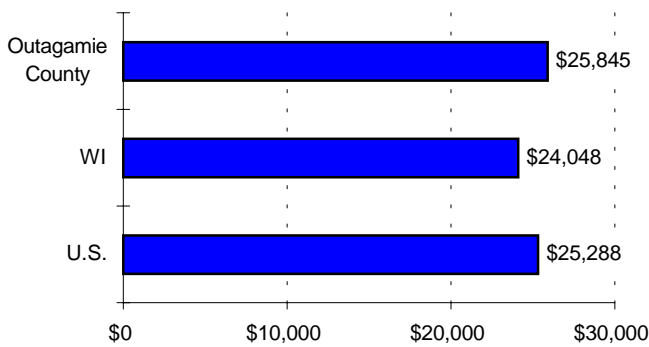
The greatest differential in average wages between Outagamie County and statewide levels in 1997 was in service industries. Outagamie County's annual average wage in that industry, at \$21,647, is 91.9 percent of the state average. Service industries employ 23.2 percent of the workers in Outagamie County and pay 18.3 percent of wages in the County.

In service industries, Outagamie County has a lot of business services employing lower wage workers, such as custodial and unskilled temporary, or leased, hourly workers. Clerical workers are also a large part of the service sector locally. Statewide there are more professional workers in health care, law practices, and higher education, all of which are dominated by higher pay levels.

Manufacturing industries in the county pay an annual average wage of \$36,736 (103.5 percent of the state average for manufacturing wages). This is due to the large number of jobs in the paper industry and skilled workers in machine and equipment manufacturing industries.

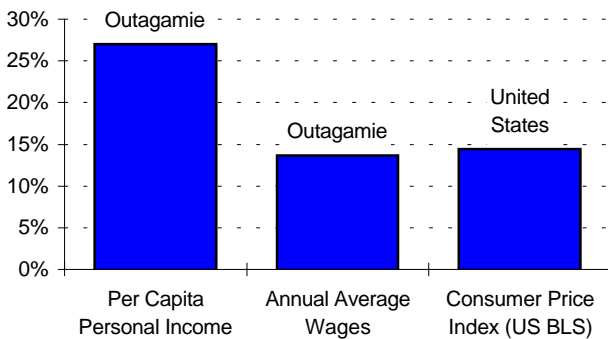
Outagamie County Wage and Income Data

Per Capita Personal Income 1997



Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Outagamie County's per capita income ranked 6th highest of Wisconsin's 72 counties during 1997. Per capita income can be influenced by the number of wage earners, average family size, and the median age of the residents. Per capita income can influence the type of services and housing available within a county.

Comparison of Selected Data 1992 - 1997



Over the past five years, Outagamie County per capita income has increased by 27.0 percent and wages earned in Outagamie County have increased by 13.6 percent. A potential reason for the larger increase in per capita income than in wages may result from a very good financial market with good returns on investments. The market in recent years has encouraged investments, and judging by the amount of growth in the county, there is a lot of confidence relating to investments for commercial and industrial growth.

Per Capita Personal Income

	1992	1993	1994	1995	1996	1997	Percent Change 1 Year	5 Year
U.S.	\$ 20,547	\$ 21,220	\$ 22,056	\$ 23,059	\$ 24,164	\$ 25,288	4.7%	23.1%
Wisconsin	\$ 19,467	\$ 20,227	\$ 21,228	\$ 21,960	\$ 22,987	\$ 24,048	4.6%	23.5%
Outagamie	\$ 20,352	\$ 20,976	\$ 22,060	\$ 23,010	\$ 24,343	\$ 25,845	6.2%	27.0%

Source: U.S. Department of Commerce, Bureau of Economic Analysis. Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Accountant	\$ 16.43	\$ 15.85
Cashier	\$ 6.92	\$ 6.60
Computer Programmer	\$ 20.73	\$ 18.50
Cook, Restaurant	\$ 7.87	\$ 7.58
Drafter	\$ 13.33	\$ 13.02
Electrical/Electronic Technician	\$ 14.50	\$ 13.86
Food Service/Lodging Manager	\$ 10.81	\$ 9.85
General Office Clerk	\$ 9.03	\$ 8.95
Industrial Production Manager	\$ 28.00	\$ 27.35
Lawyer	\$ 34.13	\$ 34.87
Mechanical Engineer	\$ 21.08	\$ 19.54
Registered Nurse	\$ 17.24	\$ 17.29
Sales Person, Retail	\$ 8.24	\$ 7.90
Secretary	\$ 9.76	\$ 9.80
Teacher, Secondary School	\$ 23.16	\$ 24.70

Source: DWD, 1997 OES Wage Survey Appleton/Oshkosh/Neenah MSA.

Wages paid for work within a county can impact the type of goods and services which may be purchased. Examining wage structures can be an important part of the hiring process for both job seekers and employers. The mean wage is the sum of all wages divided by the number of wage earners; this is often referred to as an "average". The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage. If the mean and median are relatively close the labor market for that particular worker is probably tight or very competitive. If the median is significantly below the mean, an employer offering mean wages should capture most of the market. Similarly, for workers in that occupation it will be difficult to find the job which pays the mean wage.