



People

Business

Geography

Data

Research

Newsroom



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Outagamie County, Wisconsin

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People QuickFacts	Outagamie County	Wisconsin
Population, 2013 estimate	180,345	5,742,713
Population, 2012 estimate	178,973	5,724,554
Population, 2010 (April 1) estimates base	176,695	5,686,983
Population, percent change, April 1, 2010 to July 1, 2013	2.1%	1.0%
Population, percent change, April 1, 2010 to July 1, 2012	1.3%	0.7%
Population, 2010	176,695	5,686,986
Persons under 5 years, percent, 2012	6.4%	6.1%
Persons under 18 years, percent, 2012	24.4%	23.0%
Persons 65 years and over, percent, 2012	12.4%	14.4%
Female persons, percent, 2012	50.1%	50.4%

White alone, percent, 2012 (a)	92.4%	88.2%
Black or African American alone, percent, 2012 (a)	1.1%	6.5%
American Indian and Alaska Native alone, percent, 2012 (a)	1.8%	1.1%
Asian alone, percent, 2012 (a)	3.2%	2.5%
Native Hawaiian and Other Pacific Islander alone, percent, 2012 (a)	0.1%	Z
Two or More Races, percent, 2012	1.4%	1.7%
Hispanic or Latino, percent, 2012 (b)	3.8%	6.2%
White alone, not Hispanic or Latino, percent, 2012	89.1%	82.8%

Living in same house 1 year & over, percent, 2008-2012	88.7%	85.8%
Foreign born persons, percent, 2008-2012	3.9%	4.6%
Language other than English spoken at home, pct age 5+, 2008-2012	7.0%	8.6%
High school graduate or higher, percent of persons age 25+, 2008-2012	92.8%	90.2%
Bachelor's degree or higher, percent of persons age 25+, 2008-2012	26.4%	26.4%
Veterans, 2008-2012	12,468	423,264
Mean travel time to work (minutes), workers age 16+, 2008-2012	19.5	21.6
Housing units, 2012	73,964	2,632,581
Homeownership rate, 2008-2012	72.6%	68.6%
Housing units in multi-unit structures, percent, 2008-2012	23.3%	25.3%
Median value of owner-occupied housing units, 2008-2012	\$156,600	\$169,000
Households, 2008-2012	69,396	2,286,339
Persons per household, 2008-2012	2.50	2.42
Per capita money income in past 12 months (2012 dollars), 2008-2012	\$28,185	\$27,426
Median household income, 2008-2012	\$57,584	\$52,627
Persons below poverty level, percent, 2008-2012	8.6%	12.5%

Business QuickFacts	Outagamie County	Wisconsin

Private nonfarm establishments, 2011	4,977	138,0451
Private nonfarm employment, 2011	92,844	2,354,2841
Private nonfarm employment, percent change, 2010-2011	2.9%	1.4%1
Nonemployer establishments, 2011	9,233	334,657
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Total number of firms, 2007	12,666	433,797
Black-owned firms, percent, 2007	0.3%	2.6%
American Indian- and Alaska Native-owned firms, percent, 2007	S	0.6%
Asian-owned firms, percent, 2007	2.1%	1.6%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	F	S
Hispanic-owned firms, percent, 2007	1.0%	1.3%
Women-owned firms, percent, 2007	24.1%	25.9%
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Manufacturers shipments, 2007 (\$1000)	6,802,635	163,563,195
Merchant wholesaler sales, 2007 (\$1000)	3,528,050	59,996,244
Retail sales, 2007 (\$1000)	2,902,996	72,283,321
Retail sales per capita, 2007	\$16,710	\$12,904
Accommodation and food services sales, 2007 (\$1000)	296,108	9,247,311
Building permits, 2012	762	12,041

Geography QuickFacts	Outagamie County	Wisconsin
Land area in square miles, 2010	637.52	54,157.80
Persons per square mile, 2010	277.2	105.0
FIPS Code	087	55
Metropolitan or Micropolitan Statistical Area	Appleton, WI Metro Area	

1: Includes data not distributed by county.

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(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

D: Suppressed to avoid disclosure of confidential information

F: Fewer than 25 firms

FN: Footnote on this item for this area in place of data

NA: Not available

S: Suppressed; does not meet publication standards

X: Not applicable

Z: Value greater than zero but less than half unit of measure shown

Source U.S. Census Bureau: State and County QuickFacts. Data derived from Population Estimates, American Community Survey, Census of Population and Housing, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits

Last Revised: Thursday, 27-Mar-2014 09:58:41 EDT

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FAQs

Glossary

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History

Research

Scientific Integrity

Jobs @ Census

Diversity @ Census

Business Opportunities

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American FactFinder

Easy Stats

Population Finder

2010 Census

Economic Census

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Data Tools

Developers

Catalogs

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Economic Indicators

Economic Census

E-Stats

Foreign Trade

Export Codes

NAICS

Governments

Local Employment Dynamics

Survey of Business Owners

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2010 Census

2000 Census

American Community Survey

Income

Poverty

Population Estimates

Population Projections

Health Insurance

Housing

International

Genealogy

GEOGRAPHY

Maps and Data

TIGER

Gazetteer

SPECIAL TOPICS

Statistics in Schools

Tribal Resources (AIAN)

Emergency Preparedness

Statistical Abstract

Special Census Program

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