

## Appleton, WI

Advanced industries employ

**8,780**

full-time workers. (2013)

These direct jobs supports an additional

**7,020**

indirect jobs in other industries in  
the region.

Advanced industries produce

**\$1.2**

billion dollars in output in the region.  
(2013, 2005 Chained)

Advanced industries pay, on average

**\$55,890**

dollars per year (2013).

Advanced industries directly  
account for

**7.2%**

of all jobs in the region.

This employment share is

**#96**

among all small metros.

This accounts for

**11.8%**

of all output in the region (2013).

This compares to average pay of

**\$42,540**

for all industries (2013).

Advanced industry annual average growth, 2010-2013

**JOBS**

4.2%

2.7%

Appleton, WI

U.S.

**OUTPUT**

6.2%

3.8%

Appleton, WI

U.S.

### What are Advanced Industries?

The Metropolitan Policy Program at Brookings defines advanced industries as those that: 1) Spend at least \$450 per worker per year on R&D and 2) employ at least 20 percent of their workforce in STEM-intensive occupations. The definition identifies 50 4-digit NAICS industries across the manufacturing, energy, and services sectors that together constitute the advanced industries super-sector.

### Why do Advanced Industries Matter?

Advanced industries encompass the nation's "tech" sector at its broadest and most consequential. They represent a sizable economic anchor for the U.S. economy and have led the post-recession employment recovery. Their competitiveness and growth are prerequisites for any future broadly shared prosperity. As such, the sector encompasses the country's best shot at supporting innovative, inclusive, and sustainable growth. Advanced industries are present in nearly every U.S. region, but the sector's geography is uneven.

### For More Information

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#### DATA NOTES

All figures reflect Brookings analysis of data from Moody's Analytics.

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## Twenty-Five Largest Advanced Industries (2013)

Industry 4-Digit NAICS Code	Industry Title	Industry Employment (2013)	Industry Location Quotient (LQ) † 2013	Industry Share of Total Advanced Industries Employment (2013)	Industry Employment Annual Growth 2010-2013	Industry Share of Total Advanced Industries Output (2013)	Industry Output Annual Growth 2010-2013
3339	General Purpose Machinery	1,460	6.65	16.6%	6.7%	14.0%	10.1%
3331	Agri., Constr., Mining Machinery	1,140	5.33	13.0%	6.0%	11.6%	7.7%
5413	Architecture & Engineering	1,050	0.91	11.9%	-5.2%	9.5%	-5.9%
3332	Industrial Machinery	680	7.43	7.7%	4.3%	7.4%	5.1%
3315	Foundries	600	5.60	6.9%	-0.7%	3.5%	8.8%
3344	Semiconductors	600	1.86	6.8%	23.7%	5.9%	18.7%
5415	Computer Systems Design	600	0.41	6.8%	8.9%	7.7%	11.4%
3336	Engine & Power Equipment	340	3.92	3.9%	5.5%	3.3%	9.5%
5416	Management Consulting	280	0.28	3.2%	10.8%	2.9%	11.3%
3362	Motor Vehicle Body & Trailers	270	2.32	3.1%	2.3%	3.4%	12.9%
3363	Motor Vehicle Parts	190	0.42	2.1%	4.7%	2.8%	13.6%
2211	Power Generation & Supply	180	0.54	2.1%	-1.6%	7.4%	1.1%
5182	Data Processing & Hosting	150	0.66	1.7%	-3.7%	1.6%	-7.2%
3399	Misc. Manufacturing	130	0.56	1.5%	1.8%	0.8%	1.1%
3259	Misc. Chemicals	110	1.53	1.2%	27.2%	1.7%	19.8%
5179	Other telecommunications	90	1.19	1.0%	-9.2%	1.5%	-15.4%
3341	Computer Equipment	80	0.59	0.9%	16.2%	1.0%	16.5%
5172	Wireless Telecom Carriers	80	0.60	0.9%	-3.9%	1.1%	5.2%
3313	Aluminum Products	70	1.43	0.8%	0.9%	0.6%	16.9%
3333	Commercial & Service Machinery	70	0.92	0.8%	6.0%	0.7%	8.1%
3251	Basic Chemicals	70	0.55	0.8%	6.7%	1.8%	3.9%
3391	Medical Equipment & Supplies	70	0.26	0.8%	-1.0%	0.6%	-4.4%
3359	Misc. Electrical Equipment	60	0.54	0.7%	5.1%	0.6%	0.5%
3353	Electrical Equipment	40	0.33	0.5%	4.6%	0.6%	5.2%
3351	Electrical Lighting Equipment	40	0.96	0.4%	6.8%	0.5%	4.1%
Advanced industries manufacturing		6,260	1.34	71.3%	6.4%	65.2%	9.4%
Advanced industries energy		190	0.34	2.1%	-1.4%	7.4%	1.2%
Advanced industries services		2,340	0.44	26.6%	-0.6%	27.4%	1.0%
<b>ADVANCED INDUSTRIES TOTAL</b>		<b>8,780</b>	<b>0.83</b>	<b>100.0%</b>	<b>4.2%</b>	<b>100.0%</b>	<b>6.2%</b>

† Location quotients are a measure of specialization for an industry using employment. A LQ of over 1 indicates that an industry employs more workers, as a share of total employment, than the nation as a whole.