

## Appleton, WI

Advanced industries employ

**8,972**

full-time workers. (2015)

These direct jobs supports an additional

**7,180**

indirect jobs in other industries in the region.

Advanced industries produce

**\$1.3**

billion dollars in output in the region.  
(2015, 2009 Chained)

Advanced industries pay, on average

**\$60,088**

dollars per year (2015).

Advanced industries directly account for

**7.1%**

of all jobs in the region.

This employment share is

**#106**

among all small metros.

This accounts for

**11.4%**

of all output in the region (2015).

This compares to average pay of

**\$45,009**

for all industries (2015).

Advanced industry annual average growth, 2013-2015

**OUTPUT**

**JOBS**

RANK:  
**#153**

**2.70%**

RANK:  
**#134**

**2.46%**

1.44%

1.76%

Appleton, WI

U.S.

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

#### VIEW THE FULL REPORT

[www.brookings.edu/advancedindustries](http://www.brookings.edu/advancedindustries)

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#### DATA NOTES

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

# Appleton, WI

## Twenty-Five Largest Advanced Industries (2015)

There are 7 advanced industries in Appleton, WI with LQs over 1.5. LQs over 1.5 indicate specialization †

Industry 4-Digit NAICS Code	Industry Title	Industry Employment (2015)	Industry Location Quotient (LQ) † 2015	Industry Share of Total Advanced Industries Employment (2015)	Industry Employment Annual Growth		Industry Share of Total Advanced Industries Output (2015)	Industry Output Annual Growth	
					2010- 2013	2013- 2015		2010- 2013	2013- 2015
3339	General Purpose Machinery	1,460	6.36	16.3%	6.8%	-0.4%	13.5%	8.7%	0.1%
3331	Agri., Constr., Mining Machinery	1,440	7.08	16.0%	6.1%	11.9%	13.4%	7.0%	10.4%
5415	Computer Systems Design	720	0.44	8.0%	8.7%	1.9%	7.1%	7.3%	5.7%
3332	Industrial Machinery	690	7.11	7.7%	4.4%	0.4%	7.5%	4.2%	1.9%
5413	Engineering	660	0.54	7.3%	-7.1%	-2.8%	8.9%	-7.3%	-0.3%
3344	Semiconductors	650	2.04	7.2%	23.7%	3.5%	7.3%	24.1%	3.3%
3315	Foundries	580	5.42	6.4%	-0.6%	-2.5%	3.8%	17.3%	-5.5%
3336	Engine & Power Equipment	430	4.86	4.8%	5.6%	11.5%	3.4%	7.9%	2.9%
5416	Management Consulting	330	0.30	3.7%	10.7%	1.1%	2.9%	9.2%	3.8%
3362	Motor Vehicle Body & Trailers	250	1.95	2.8%	2.4%	-3.7%	3.1%	8.5%	2.1%
3363	Motor Vehicle Parts	200	0.40	2.2%	5.1%	2.1%	2.5%	10.1%	-3.4%
2211	Power Generation & Supply	190	0.55	2.1%	-1.6%	0.8%	6.0%	1.0%	-8.1%
5182	Data Processing & Hosting	170	0.66	1.9%	-3.4%	-1.2%	1.7%	-10.3%	6.3%
3399	Misc. Manufacturing	150	0.63	1.7%	2.1%	6.9%	0.9%	3.6%	3.9%
3259	Misc. Chemicals	90	1.27	1.0%	27.2%	-9.6%	1.0%	10.6%	-16.2%
3333	Commercial & Service Machinery	90	1.14	1.0%	5.9%	7.0%	0.8%	7.4%	9.4%
3341	Computer Equipment	90	0.62	1.0%	16.7%	3.6%	1.2%	24.0%	-4.9%
5179	Other telecommunications	80	1.10	0.9%	-9.0%	-3.7%	2.1%	-17.0%	-7.6%
5172	Wireless Telecom Carriers	70	0.63	0.8%	-3.1%	-9.9%	0.9%	6.6%	-13.4%
3313	Aluminum Products	60	1.23	0.7%	0.9%	-7.1%	0.6%	25.5%	-3.7%
3359	Misc. Electrical Equipment	60	0.50	0.6%	5.7%	-2.6%	0.6%	1.4%	-7.2%
3391	Medical Equipment & Supplies	50	0.19	0.6%	-0.5%	-12.8%	0.6%	-2.2%	-3.0%
3251	Basic Chemicals	50	0.37	0.5%	6.6%	-17.5%	1.1%	-3.6%	-10.7%
3353	Electrical Equipment	40	0.33	0.4%	5.4%	-1.2%	0.5%	6.8%	-9.2%
3366	Ships & Boats	40	0.33	0.4%	4.0%	2.7%	0.6%	22.3%	0.0%
IFG	Advanced industries manufacturing	6,660	1.39	74.2%	6.5%	2.6%	66.2%	9.3%	1.5%
	Advanced industries energy	190	0.35	2.1%	-1.6%	0.8%	6.0%	1.0%	-8.0%
	Advanced industries services	2,130	0.37	23.7%	-0.3%	-0.7%	27.8%	-2.1%	3.6%
	<b>ADVANCED INDUSTRIES TOTAL</b>	<b>8,970</b>	<b>0.81</b>	<b>100.0%</b>	<b>4.4%</b>	<b>1.8%</b>	<b>100.0%</b>	<b>5.1%</b>	<b>1.4%</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.