



# Appleton MSA - WI USA

PREPARED BY:

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# Overview

Appleton Office

12 Mo Deliveries in SF

**8.8K**

12 Mo Net Absorption in SF

**57.5K**

Vacancy Rate

**8.8%**

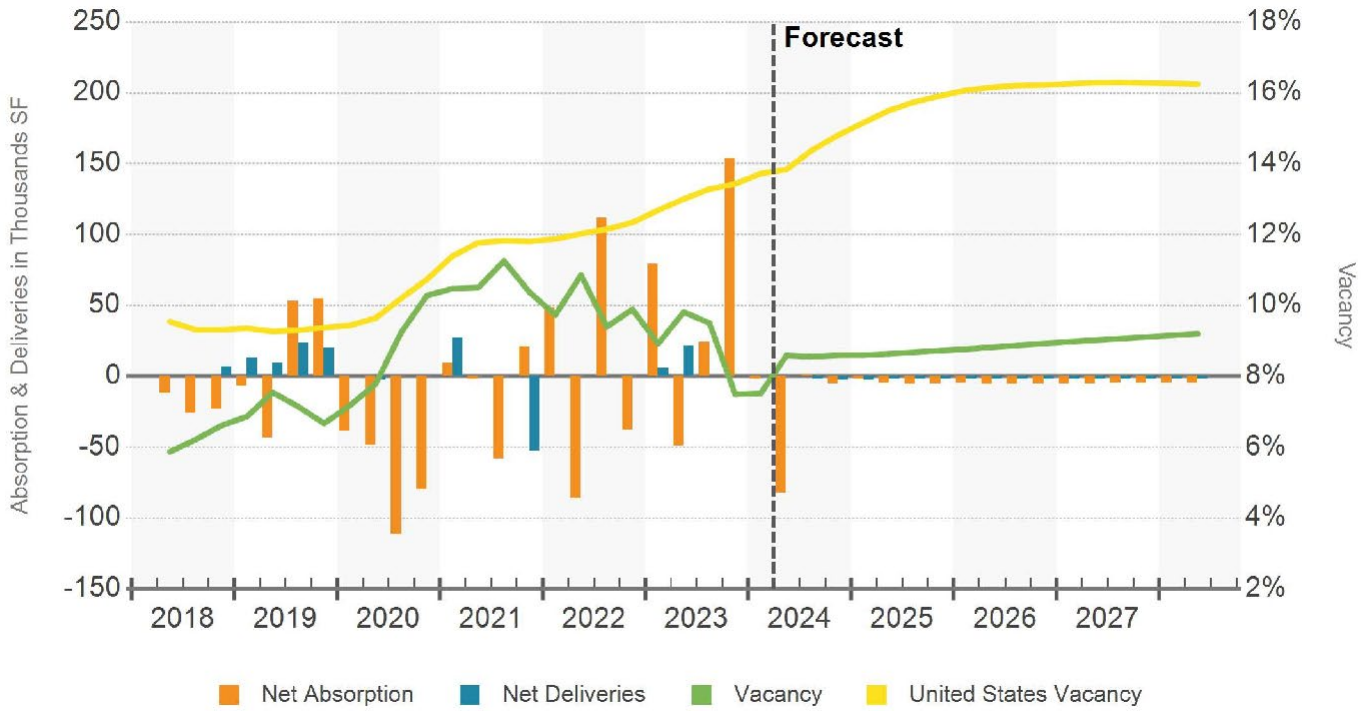
Market Asking Rent Growth

**1.1%**

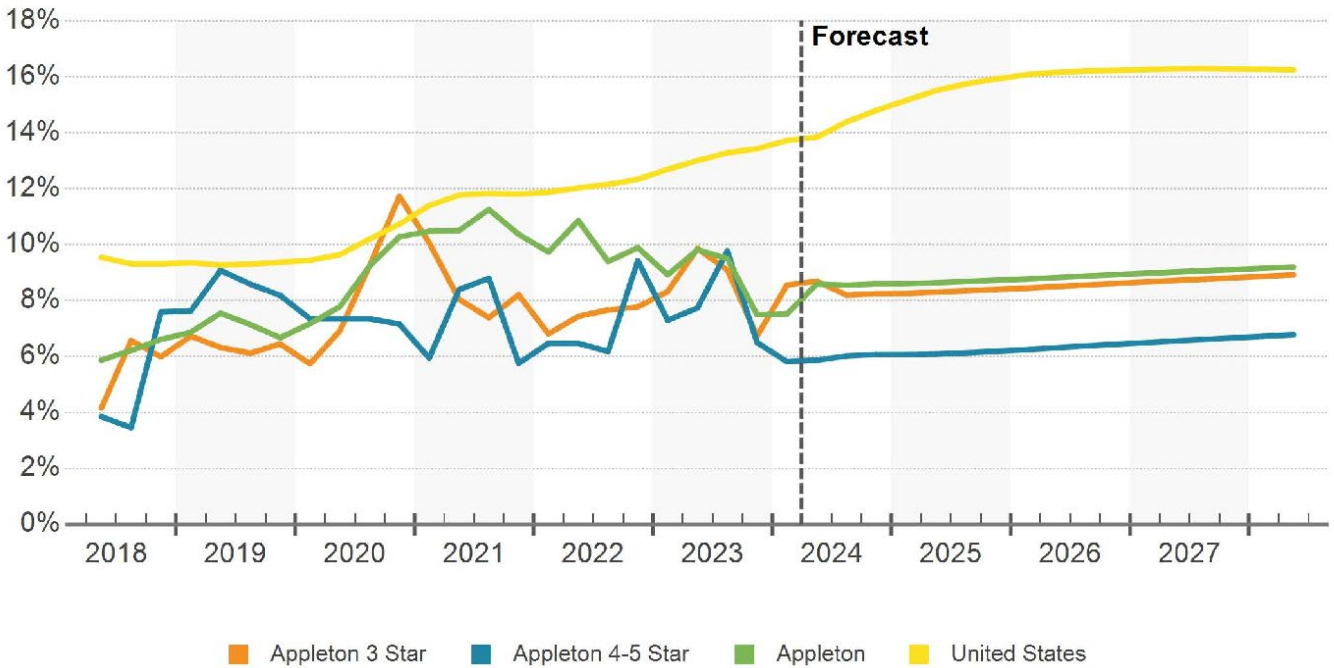
## KEY INDICATORS

Current Quarter	RBA	Vacancy Rate	Market Asking Rent	Availability Rate	Net Absorption SF	Deliveries SF	Under Construction
4 & 5 Star	1,565,138	6.6%	\$22.66	7.2%	(12,424)	0	0
3 Star	2,119,359	9.0%	\$22.31	9.0%	(9,819)	0	0
1 & 2 Star	3,983,784	9.5%	\$18.48	14.8%	(75,427)	0	0
<b>Market</b>	<b>7,668,281</b>	<b>8.8%</b>	<b>\$20.39</b>	<b>11.6%</b>	<b>(97,670)</b>	<b>0</b>	<b>0</b>
Annual Trends	12 Month	Historical Average	Forecast Average	Peak	When	Trough	When
Vacancy Change (YOY)	-0.6%	9.0%	8.9%	12.1%	2011 Q2	5.1%	2016 Q4
Net Absorption SF	57.5K	52,133	(16,510)	394,328	2008 Q4	(278,512)	2020 Q4
Deliveries SF	8.8K	52,288	1,339	318,670	2009 Q2	0	2022 Q4
Market Asking Rent Growth	1.1%	1.2%	-0.1%	9.2%	2019 Q1	-5.0%	2014 Q4
Sales Volume	\$23.6M	\$29.9M	N/A	\$98.5M	2017 Q3	\$2.2M	2009 Q4

## NET ABSORPTION, NET DELIVERIES & VACANCY

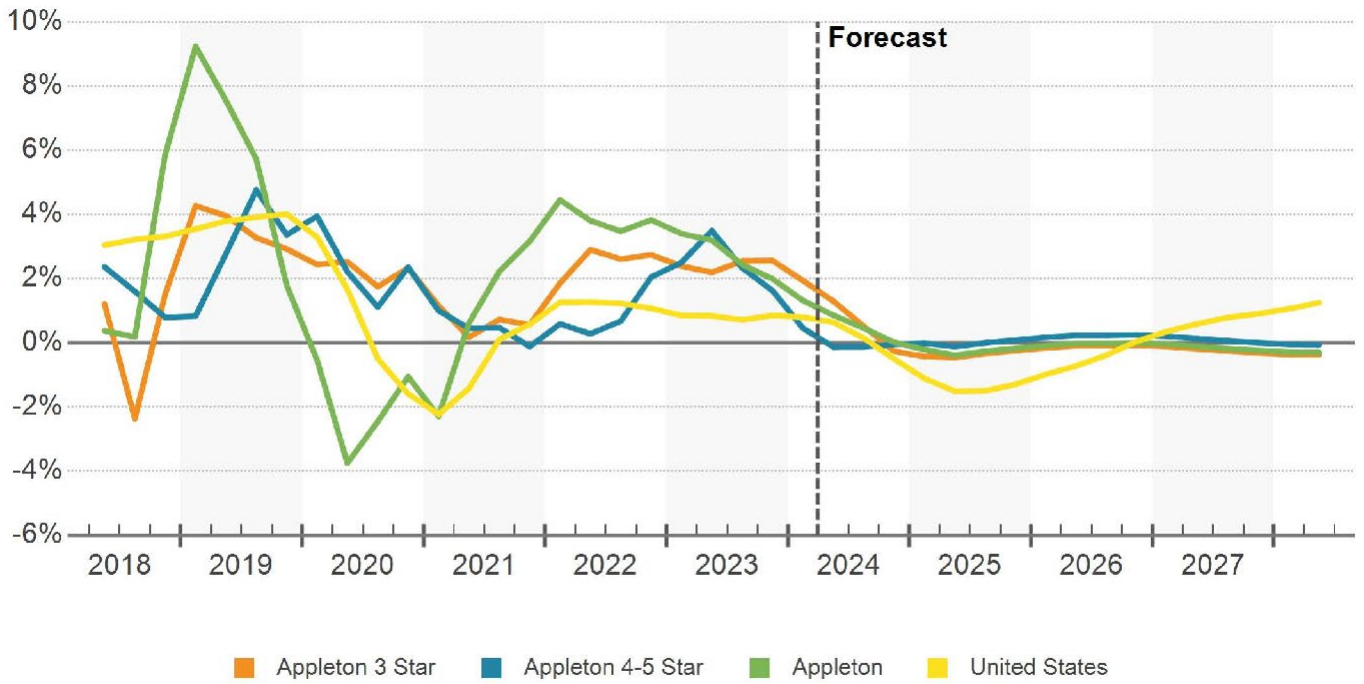


## VACANCY RATE

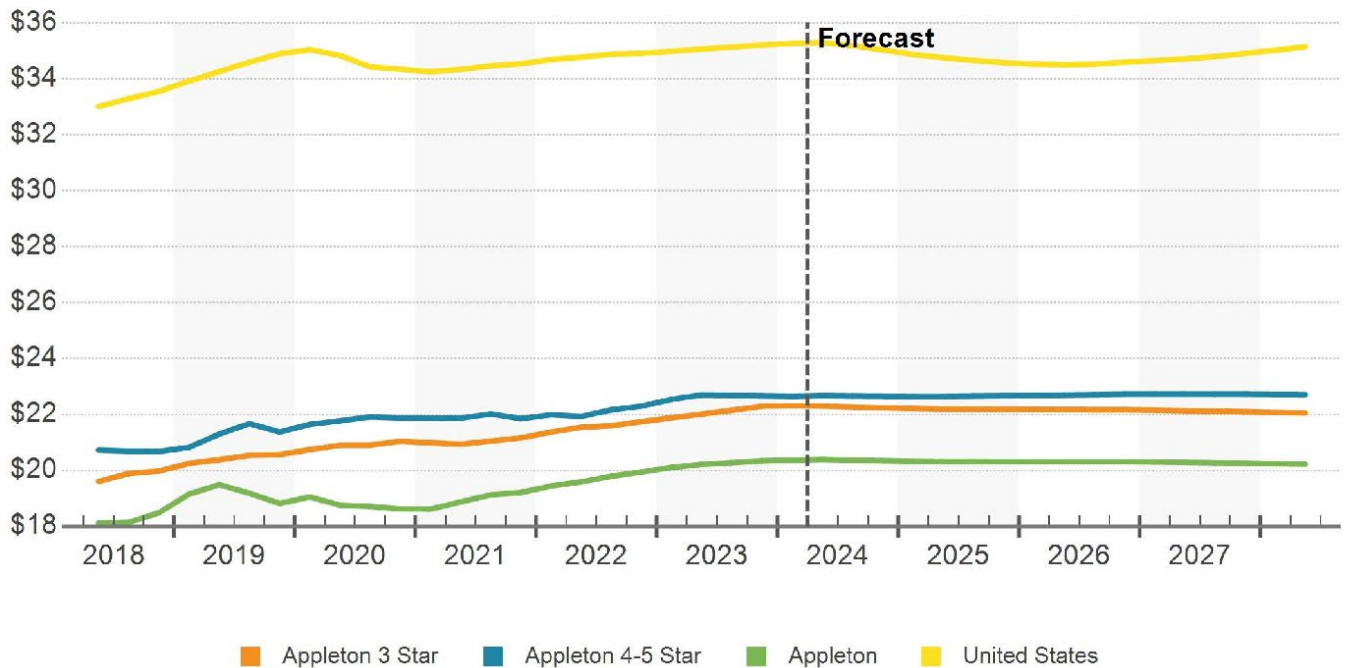




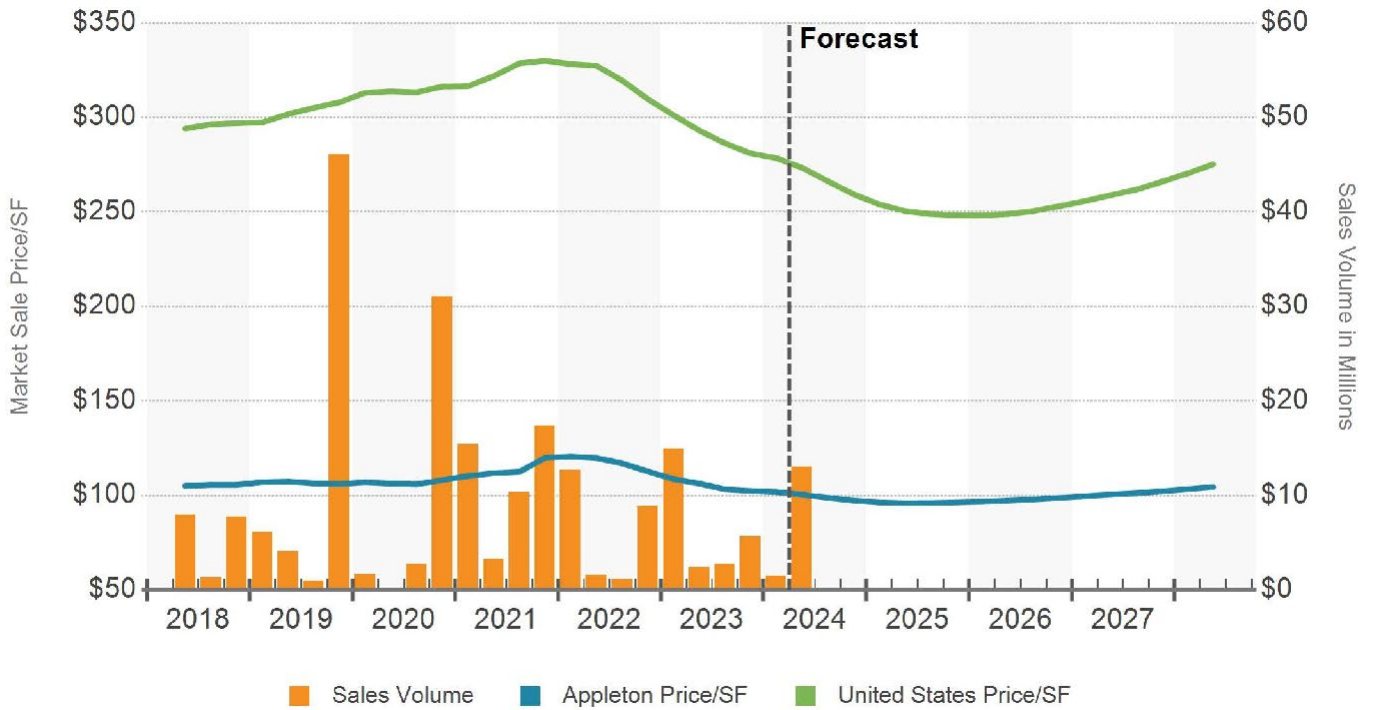
## MARKET ASKING RENT GROWTH (YOY)



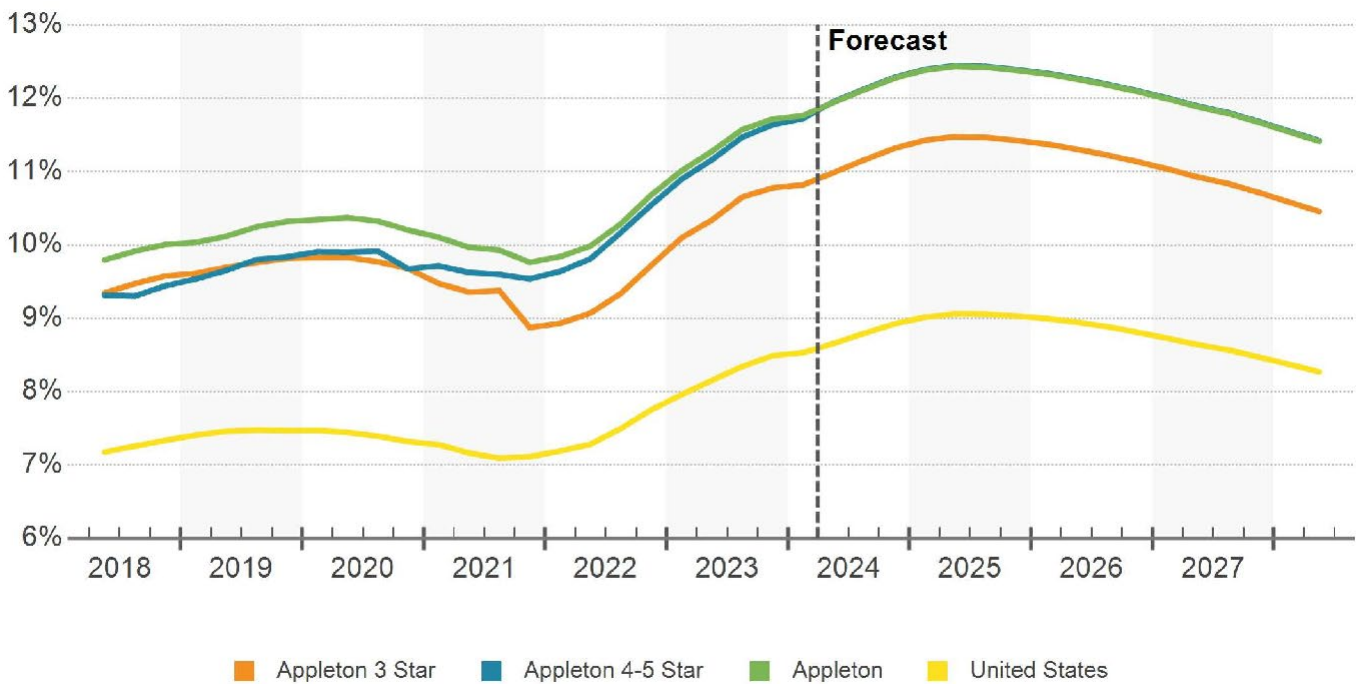
## MARKET ASKING RENT PER SQUARE FEET



SALES VOLUME & MARKET SALE PRICE PER S



MARKET CAP RATE



## APPLETON EMPLOYMENT BY INDUSTRY IN THOUSANDS

Industry	CURRENT JOBS		CURRENT GROWTH		10 YR HISTORICAL		5 YR FORECAST	
	Jobs	LQ	Market	US	Market	US	Market	US
Manufacturing	25	2.3	-1.88%	0.37%	0.63%	0.69%	0.32%	0.46%
Trade, Transportation and Utilities	25	1.0	0.44%	0.30%	0.74%	1.03%	0.06%	0.38%
Retail Trade	14	1.1	1.42%	0.46%	0.34%	0.26%	-0.28%	0.27%
Financial Activities	6	0.8	-1.86%	0.74%	-1.55%	1.53%	0.25%	0.38%
Government	12	0.6	0.62%	2.58%	0.14%	0.61%	0.69%	0.72%
Natural Resources, Mining and Construction	10	1.4	1.75%	2.58%	3.98%	2.41%	1.29%	0.88%
Education and Health Services	17	0.8	2.06%	3.94%	1.34%	2.04%	0.65%	0.83%
Professional and Business Services	14	0.8	3.07%	0.66%	0.95%	1.90%	0.26%	0.75%
Information	1	0.5	-2.58%	-0.86%	-1.31%	1.07%	0.19%	0.66%
Leisure and Hospitality	12	0.9	2.52%	2.86%	0.59%	1.50%	0.65%	1.05%
Other Services	7	1.4	1.46%	1.60%	0.27%	0.59%	0.83%	0.57%
<b>Total Employment</b>	<b>130</b>	<b>1.0</b>	<b>0.70%</b>	<b>1.73%</b>	<b>0.79%</b>	<b>1.36%</b>	<b>0.47%</b>	<b>0.68%</b>

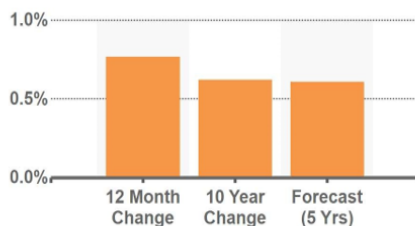
Source: Oxford Economics  
LQ = Location Quotient

## DEMOGRAPHIC TRENDS

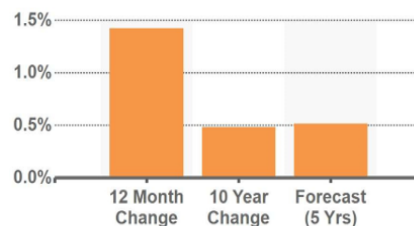
Demographic Category	Current Level		12 Month Change		10 Year Change		5 Year Forecast	
	Metro	US	Metro	US	Metro	US	Metro	US
Population	247,787	336,057,594	0.8%	0.5%	0.6%	0.5%	0.6%	0.5%
Households	102,107	131,278,094	0.9%	0.7%	1.2%	0.9%	0.7%	0.6%
Median Household Income	\$81,122	\$77,299	2.3%	2.1%	3.3%	3.9%	3.2%	3.4%
Labor Force	134,811	167,739,734	1.4%	0.7%	0.5%	0.8%	0.5%	0.5%
Unemployment	2.6%	3.8%	0.5%	0.3%	-0.2%	-0.3%	-	-

Source: Oxford Economics

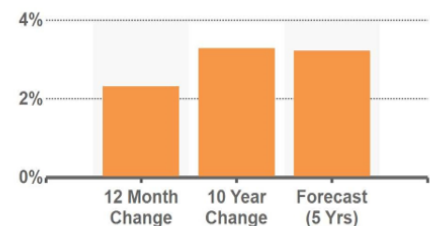
### POPULATION GROWTH



### LABOR FORCE GROWTH

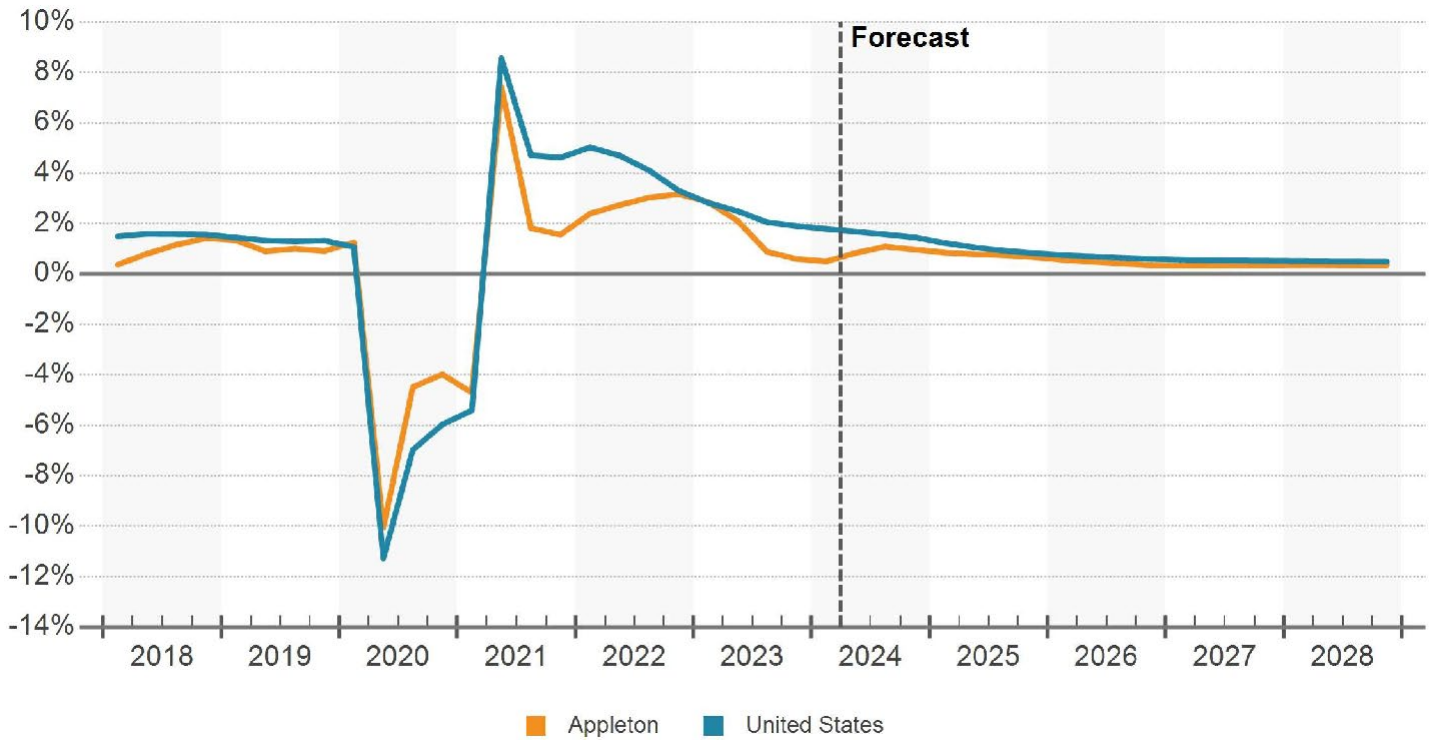


### INCOME GROWTH



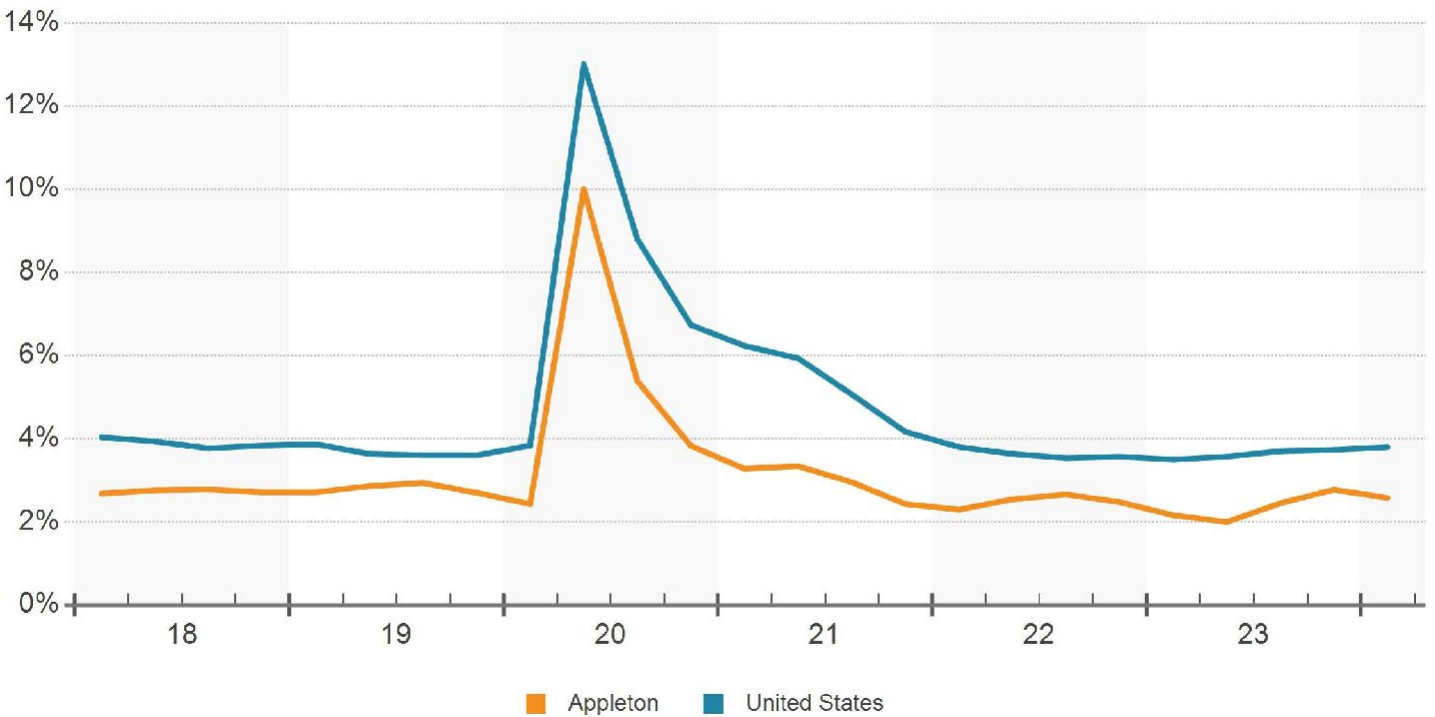
Source: Oxford Economics

## JOB GROWTH (YOY)

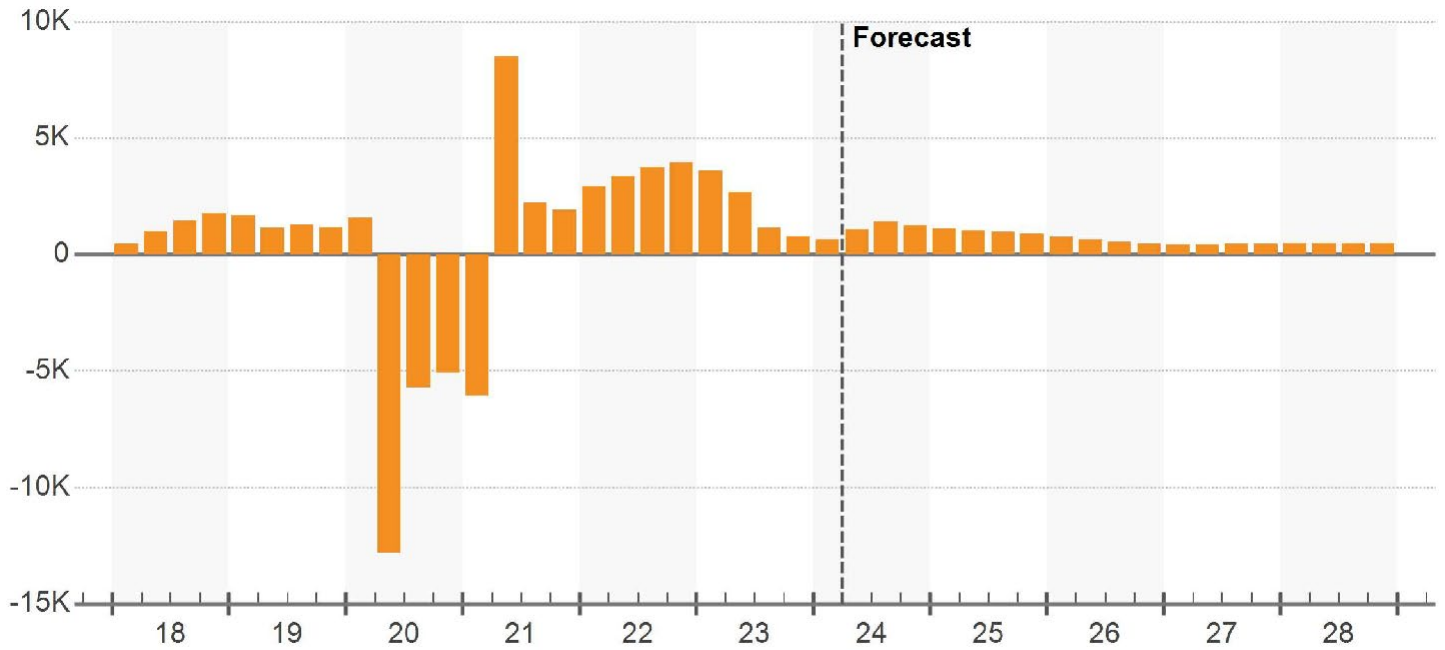


Source: Oxford Economics

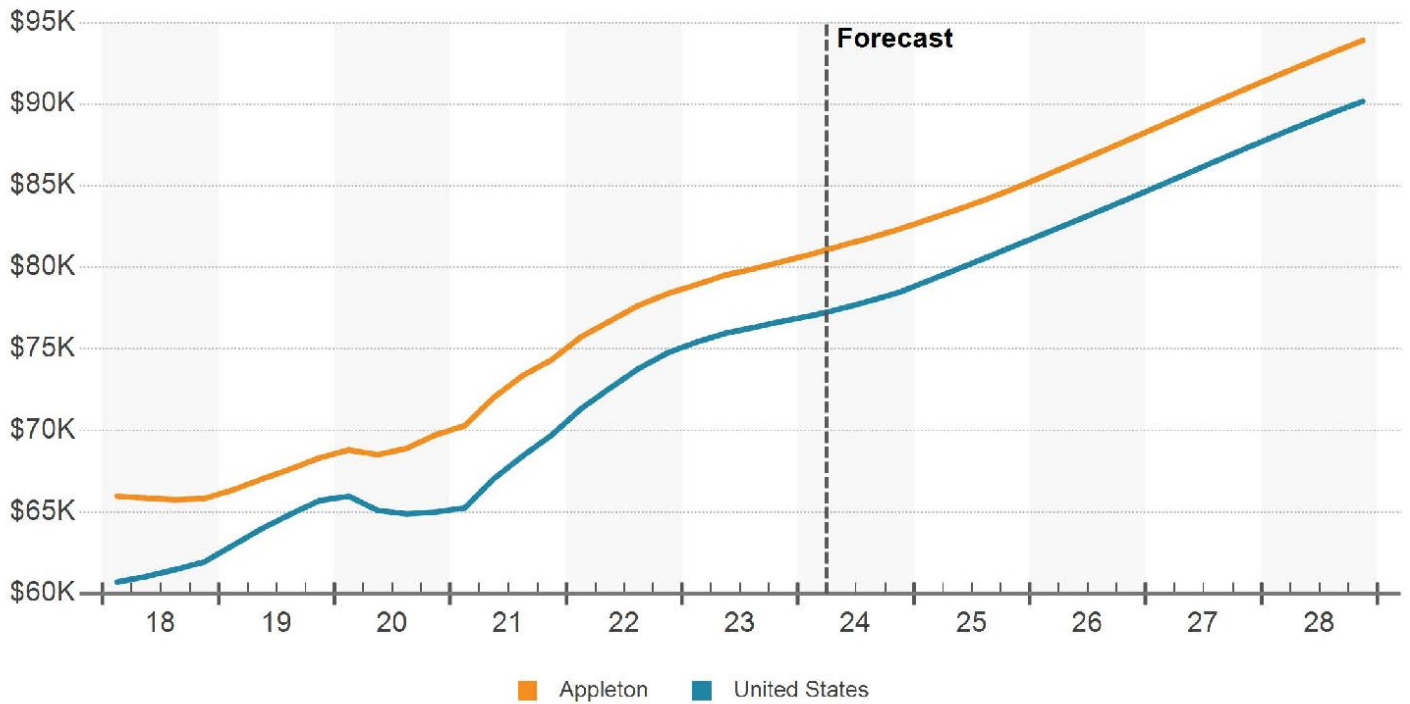
## UNEMPLOYMENT RATE (%)



## NET EMPLOYMENT CHANGE (YOY)

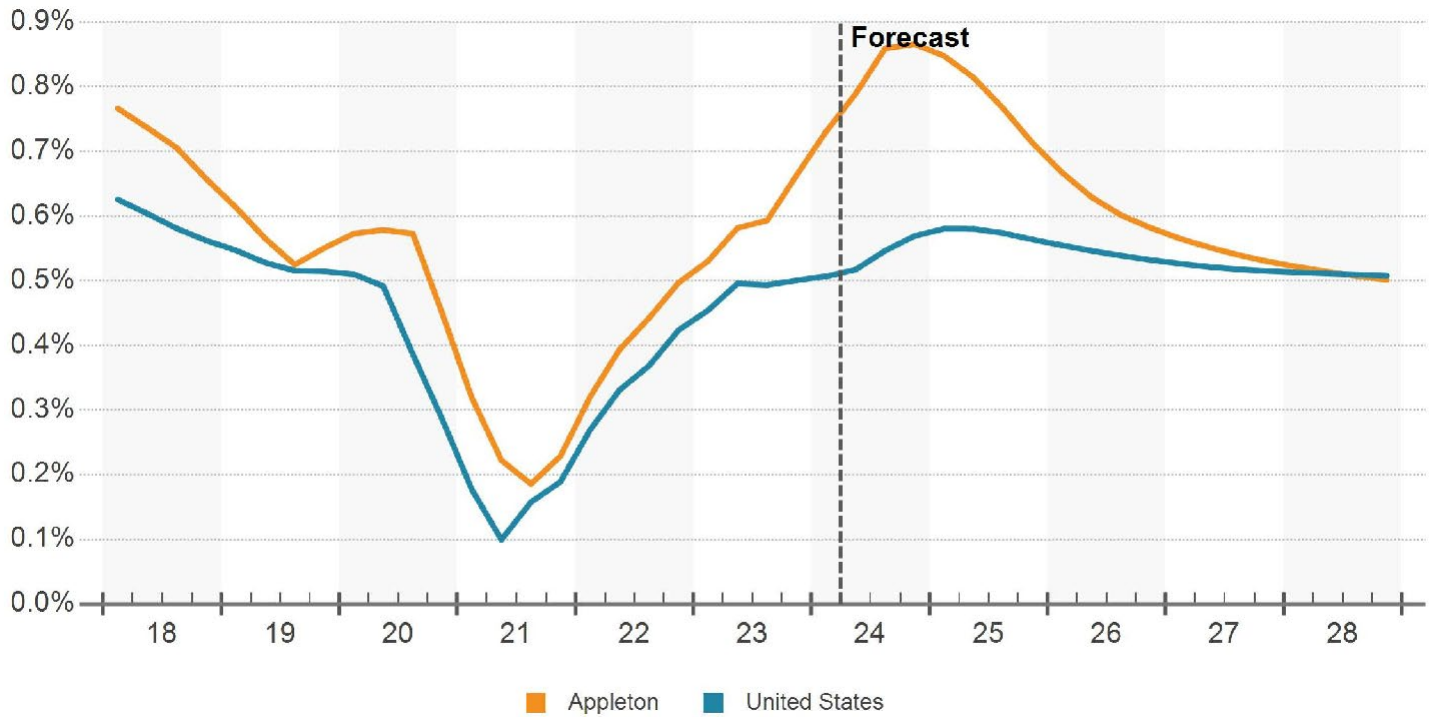


## MEDIAN HOUSEHOLD INCOME

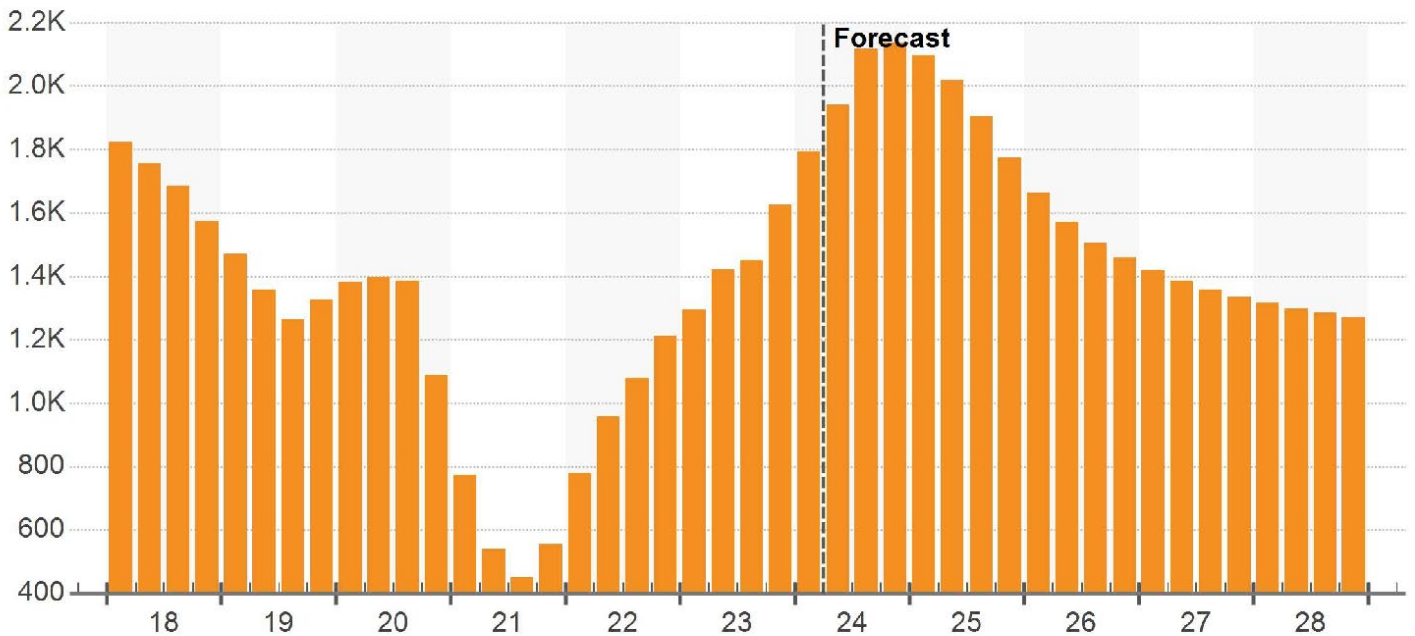




## POPULATION GROWTH (YOY %)



## NET POPULATION CHANGE (YOY)



# Submarkets

Appleton Office

