



Jackson County, WI

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Economy Overview

20,602

Population (2017)

Population **grew by 130** over the last 5 years and is projected to **grow by 79** over the next 5 years.

9,885

Jobs (2017)

Jobs **grew by 104** over the last 5 years and are projected to **grow by 106** over the next 5 years.

\$47.9K

Median Household Income (2015)

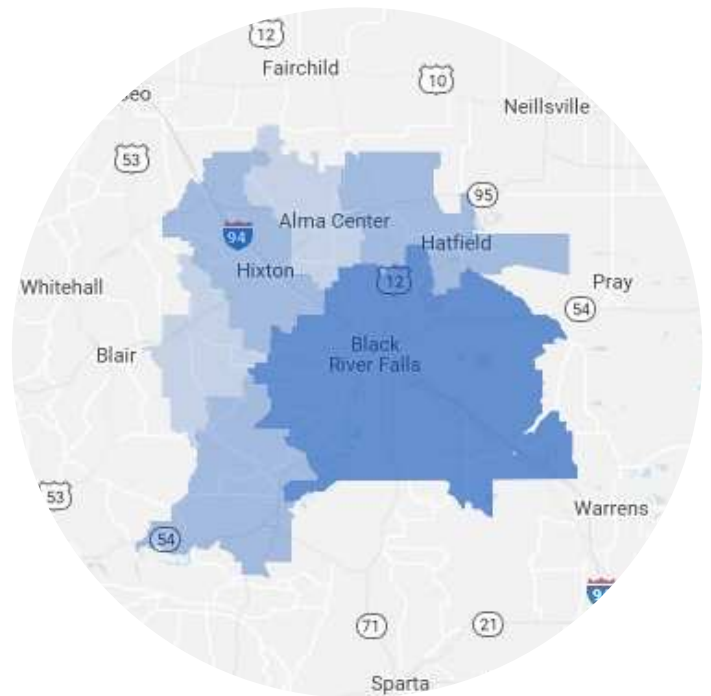
Median household income is **\$6.0K below** the national median household income of \$53.9K.

As of 2017 the region's population **increased by 0.6%** since 2012, growing by 130. Population is expected to **increase by 0.4%** between 2017 and 2022, adding 79.

From 2012 to 2017, jobs **increased by 1.1%** in Jackson County, WI from 9,780 to 9,885. This change **fell short of the national growth rate of 7.2% by 6.1%**. As the number of jobs increased, the **labor force participation rate decreased from 62.4% to 62.1% between 2012 and 2017**.

Concerning educational attainment, **8.8% of Jackson County, WI residents possess a Bachelor's Degree** (9.5% below the national average), and **9.0% hold an Associate's Degree** (1.1% above the national average).

The top three industries in 2017 are Local Government, Excluding Education and Hospitals, General Freight Trucking, and Highway, Street, and Bridge Construction.

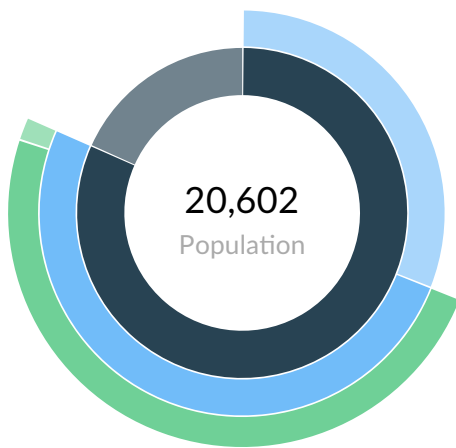


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	20,602	10,439	9,885	99.5	\$808.70M	\$1.48B	\$1.42B
MISSISSIPPI RIVER REGION	323,649	180,700	162,309	100.4	\$13.89B	\$20.79B	\$20.34B
State	5,795,388	3,204,002	3,114,900	103.9	\$293.75B	\$277.82B	\$296.97B

Economy Overview - Cont.

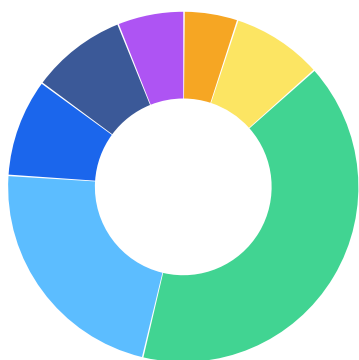
2017 Labor Force Breakdown



	Population
● Total Working Age Population	16,812
● Not in Labor Force (15+)	6,373
● Labor Force	10,439
● Employed	10,107
● Unemployed	332
● Under 15	3,791

Educational Attainment

Concerning educational attainment, **8.8% of Jackson County, WI residents possess a Bachelor's Degree** (9.5% below the national average), and **9.0% hold an Associate's Degree** (1.1% above the national average).

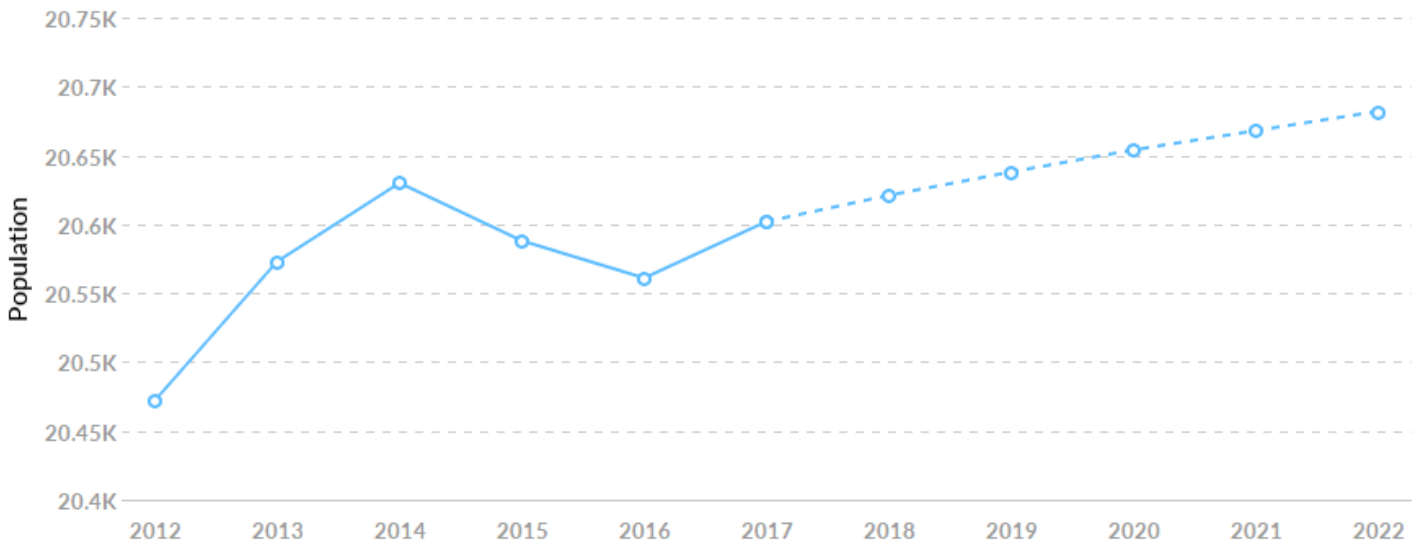


	% of Population	Population
● Less Than 9th Grade	5.0%	719
● 9th Grade to 12th Grade	8.4%	1,215
● High School Diploma	40.3%	5,839
● Some College	22.3%	3,234
● Associate's Degree	9.0%	1,309
● Bachelor's Degree	8.8%	1,282
● Graduate Degree and Higher	6.1%	889

Historic & Projected Trends

Population Trends

As of 2017 the region's population increased by 0.6% since 2012, growing by 130. Population is expected to increase by 0.4% between 2017 and 2022, adding 79.

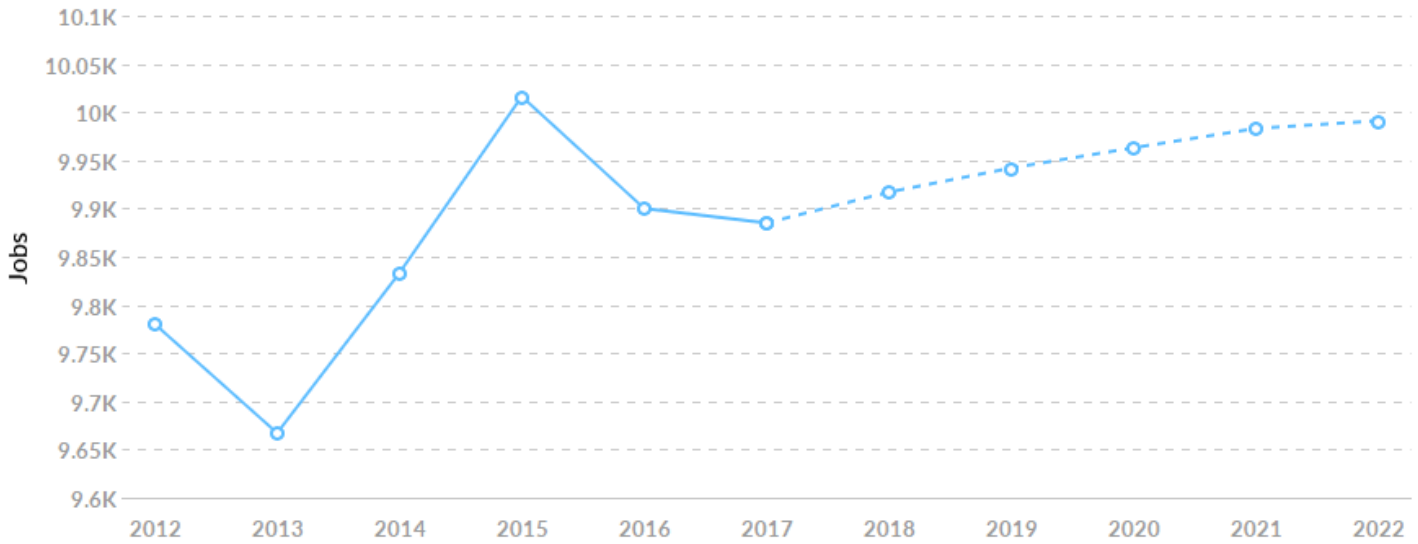


Timeframe	Population
2012	20,472
2013	20,573
2014	20,630
2015	20,588
2016	20,561
2017	20,602
2018	20,621
2019	20,638
2020	20,654
2021	20,668
2022	20,682

Historic & Projected Trends - Cont.

Job Trends

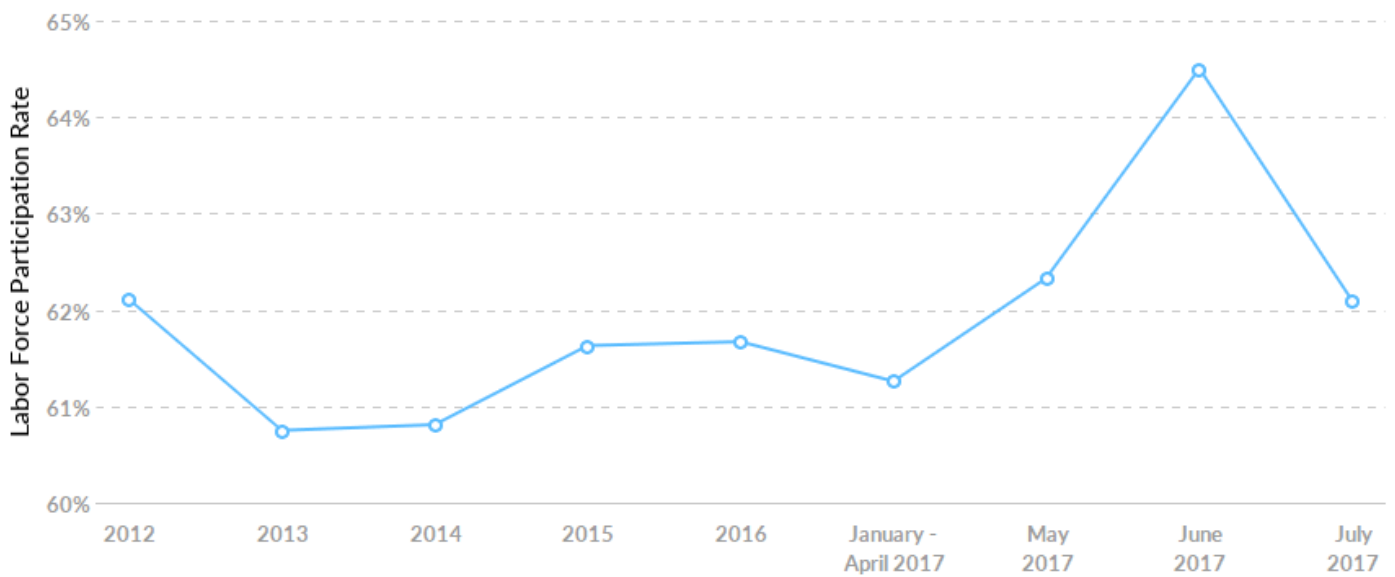
From 2012 to 2017, jobs increased by 1.1% in Jackson County, WI from 9,780 to 9,885. This change fell short of the national growth rate of 7.2% by 6.1%.



Timeframe	Jobs
2012	9,780
2013	9,667
2014	9,833
2015	10,016
2016	9,900
2017	9,885
2018	9,917
2019	9,942
2020	9,963
2021	9,983
2022	9,991

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

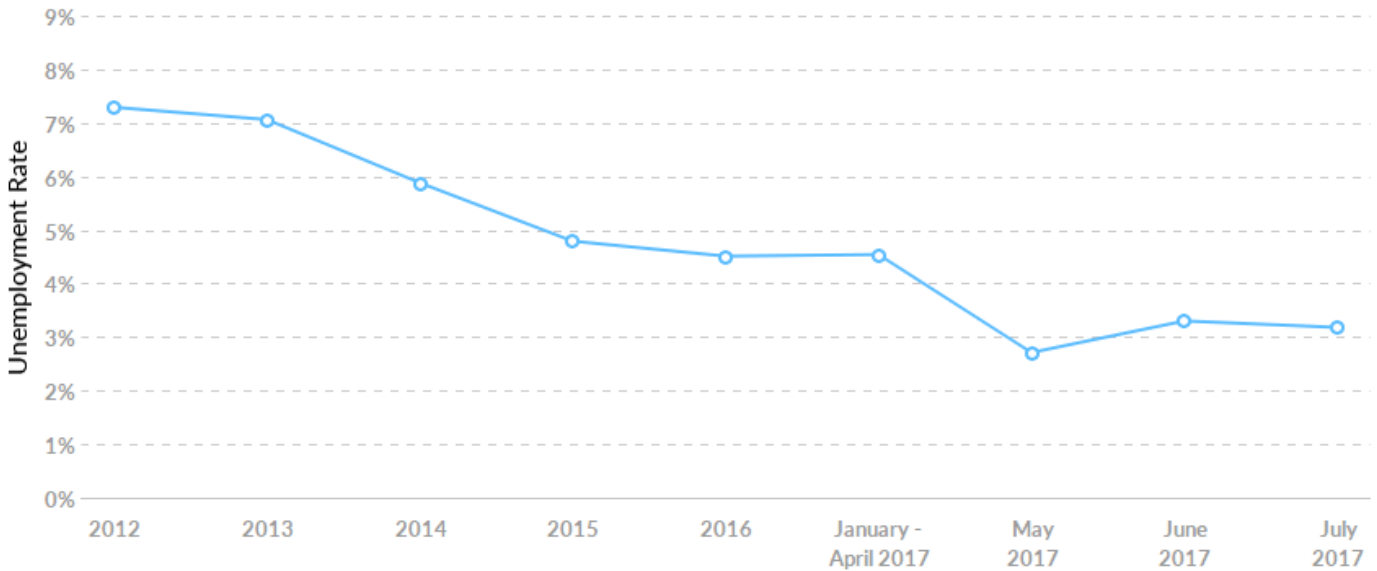


Timeframe	Labor Force Participation Rate
2012	62.11%
2013	60.75%
2014	60.81%
2015	61.63%
2016	61.67%
January - April 2017	61.26%
May 2017	62.33%
June 2017	64.50%
July 2017	62.09%

Historic & Projected Trends - Cont.

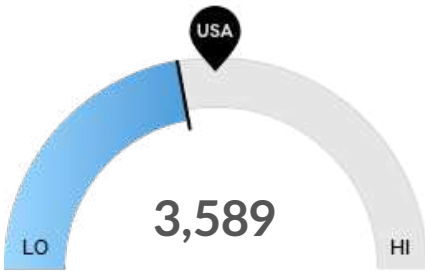
Unemployment Rate Trends

Jackson County, WI had a July 2017 unemployment rate of 3.18%, **decreasing from 7.29%** 5 years before.



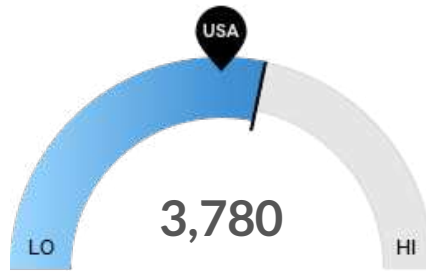
Timeframe	Unemployment Rate
2012	7.29%
2013	7.06%
2014	5.88%
2015	4.79%
2016	4.51%
January - April 2017	4.54%
May 2017	2.71%
June 2017	3.30%
July 2017	3.18%

Population Characteristics



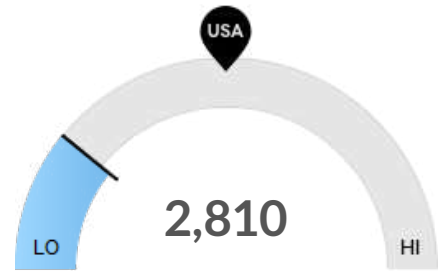
Millennials

Jackson County, WI has 3,589 millennials (ages 20-34). The national average for an area this size is 4,267.



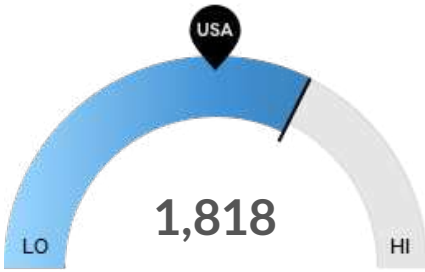
Retiring Soon

Retirement risk is high in Jackson County, WI. The national average for an area this size is 3,133 people 65 or older, while there are 3,780 here.



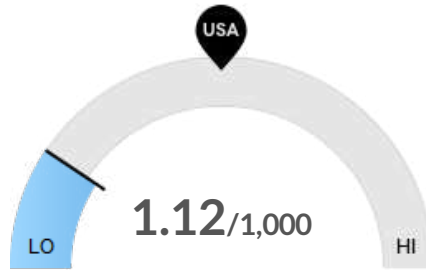
Racial Diversity

Racial diversity is low in Jackson County, WI. The national average for an area this size is 7,964 racially diverse people, while there are 2,810 here.



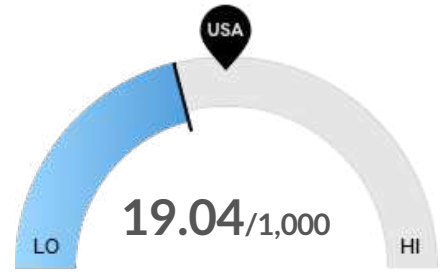
Veterans

Jackson County, WI has 1,818 veterans. The national average for an area this size is 1,208.



Violent Crime

Jackson County, WI has 1.12 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



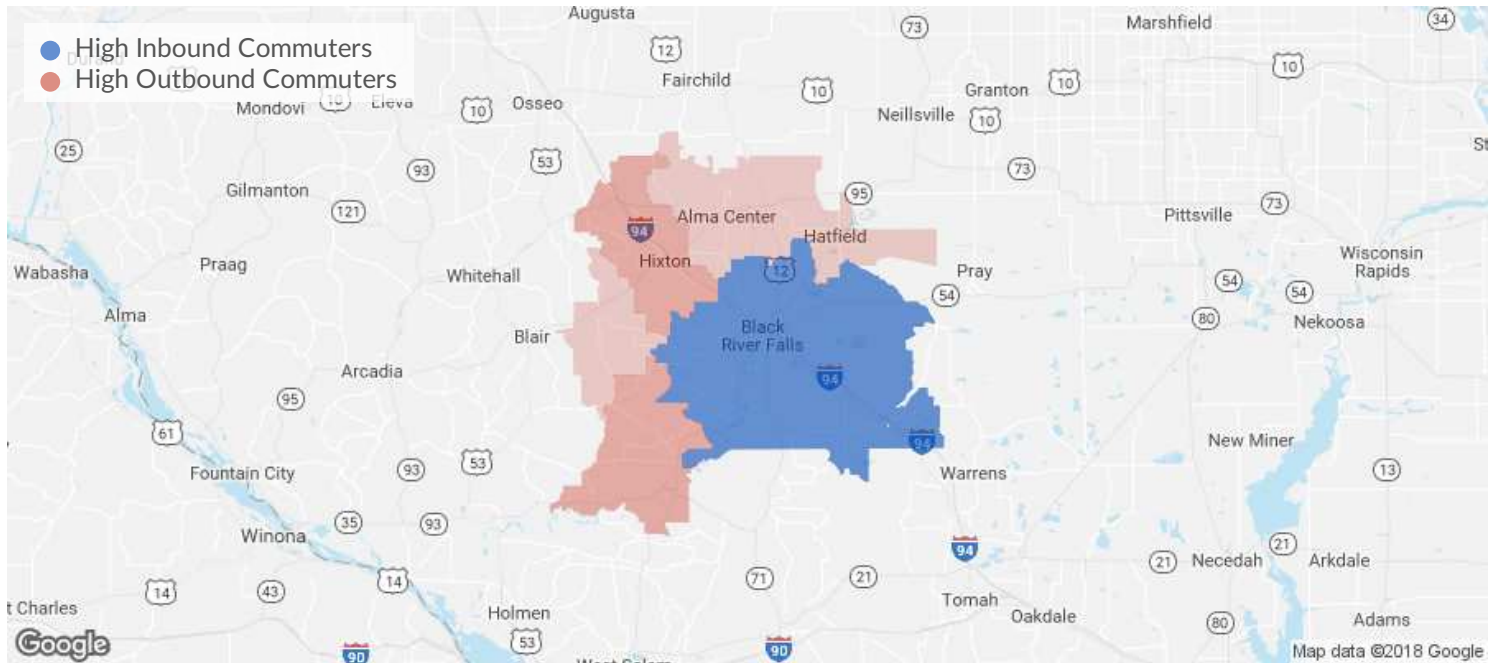
Property Crime

Jackson County, WI has 19.04 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Jackson County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

Where Talent Lives

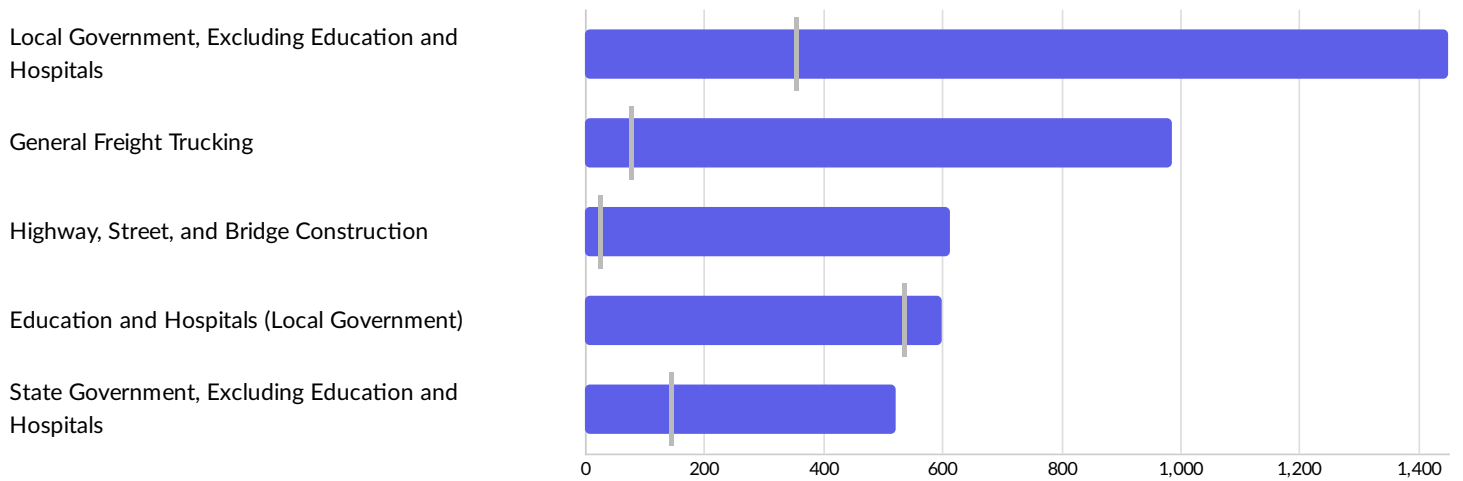
ZIP	Name	2017 Employment
54615	Black River Falls, WI (in...	7,540
54642	Melrose, WI (in Jackso...	536
54635	Hixton, WI (in Jackson...	522
54754	Merrillan, WI (in Jacks...	473
54659	Taylor, WI (in Jackson c...	466

ZIP	Name	2017 Workers
54615	Black River Falls, WI (in...	5,522
54642	Melrose, WI (in Jackso...	1,283
54635	Hixton, WI (in Jackson...	1,096
54754	Merrillan, WI (in Jacks...	972
54659	Taylor, WI (in Jackson c...	562

Industry Characteristics

Largest Industries

● Industry Jobs ● National Average

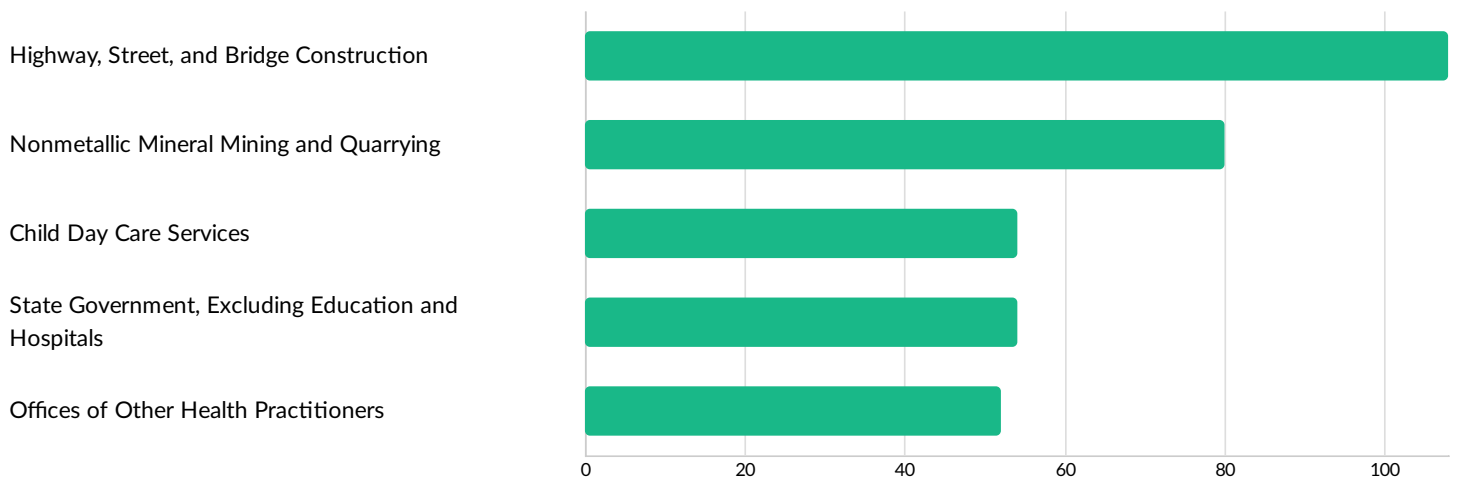


Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Local Government, Excluding Education and Hospitals	1,453	1,450	-3	0%	\$53,565
General Freight Trucking	981	987	6	+1%	\$47,307
Highway, Street, and Bridge Construction	504	612	108	+21%	\$95,740
Education and Hospitals (Local Government)	586	598	12	+2%	\$47,577
State Government, Excluding Education and Hospitals	468	522	54	+12%	\$82,524

Industry Characteristics - Cont

Top Growing Industries

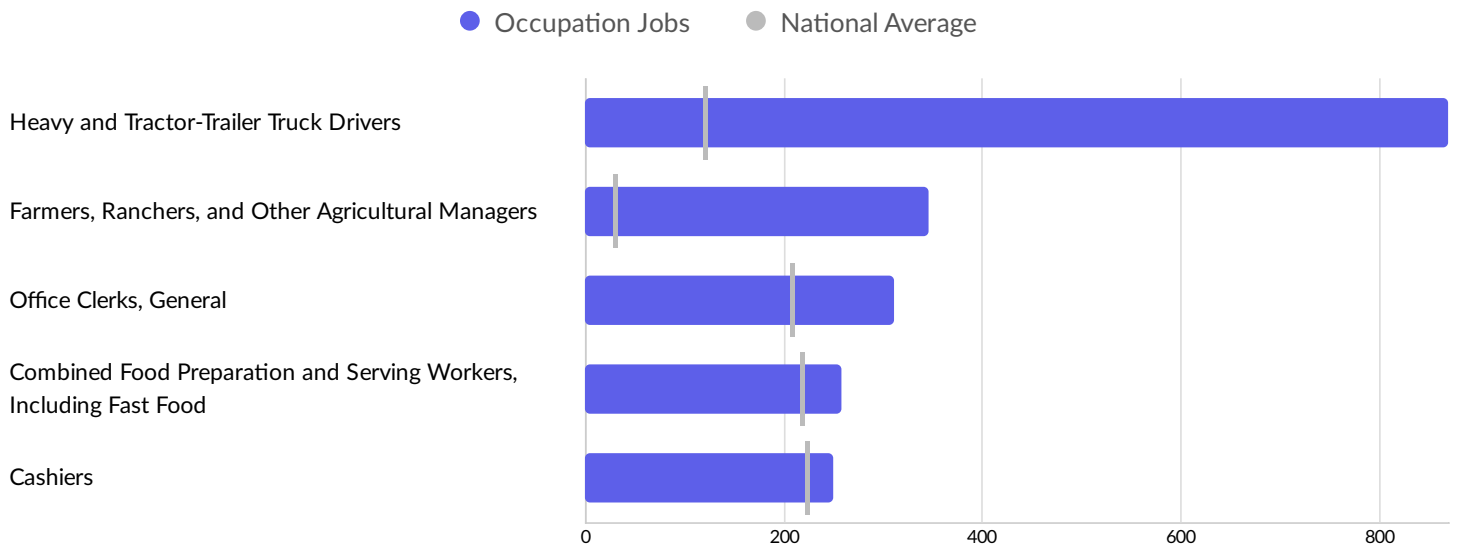
● Industry Jobs Change



Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Highway, Street, and Bridge Construction	504	612	108	+21%	\$95,740
Nonmetallic Mineral Mining and Quarrying	117	197	80	+68%	\$64,480
State Government, Excluding Education and Hospitals	468	522	54	+12%	\$82,524
Child Day Care Services	40	94	54	+135%	\$18,291
Offices of Other Health Practitioners	67	119	52	+78%	\$47,257

Workforce Characteristics

Largest Occupations

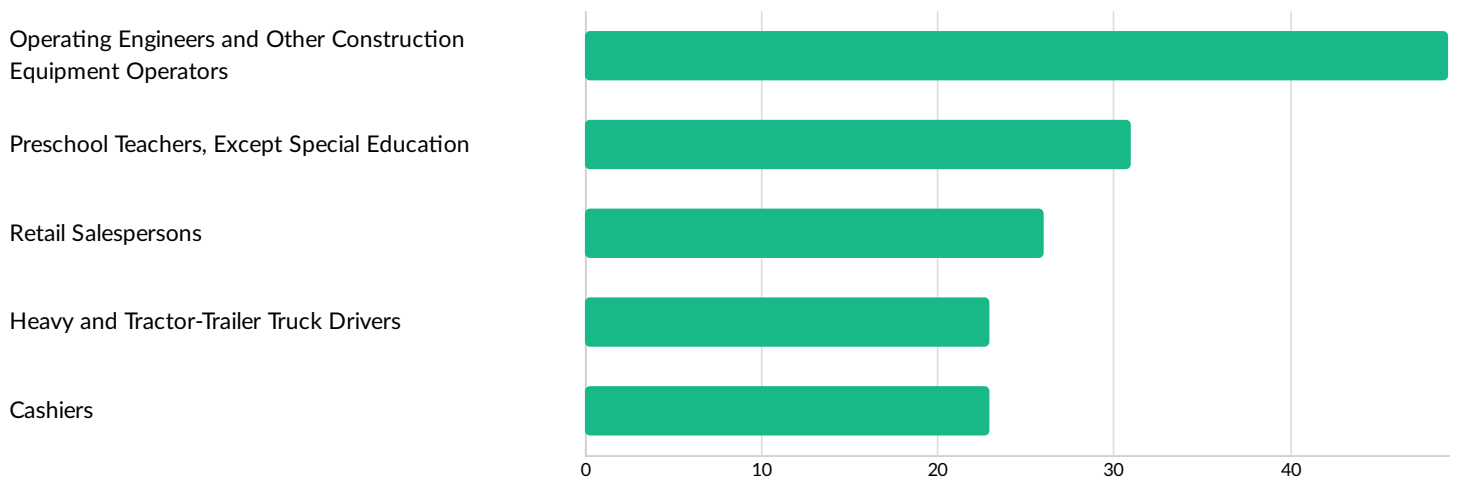


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	847	870	23	+3%	\$17.77
Farmers, Ranchers, and Other Agricultural Managers	420	347	-73	-17%	\$12.42
Office Clerks, General	294	312	18	+6%	\$15.18
Combined Food Preparation and Serving Workers, Including Fast Food	256	258	2	+1%	\$9.79
Cashiers	227	250	23	+10%	\$8.88

Workforce Characteristics - Cont

Top Growing Occupations

● Occupation Jobs Change

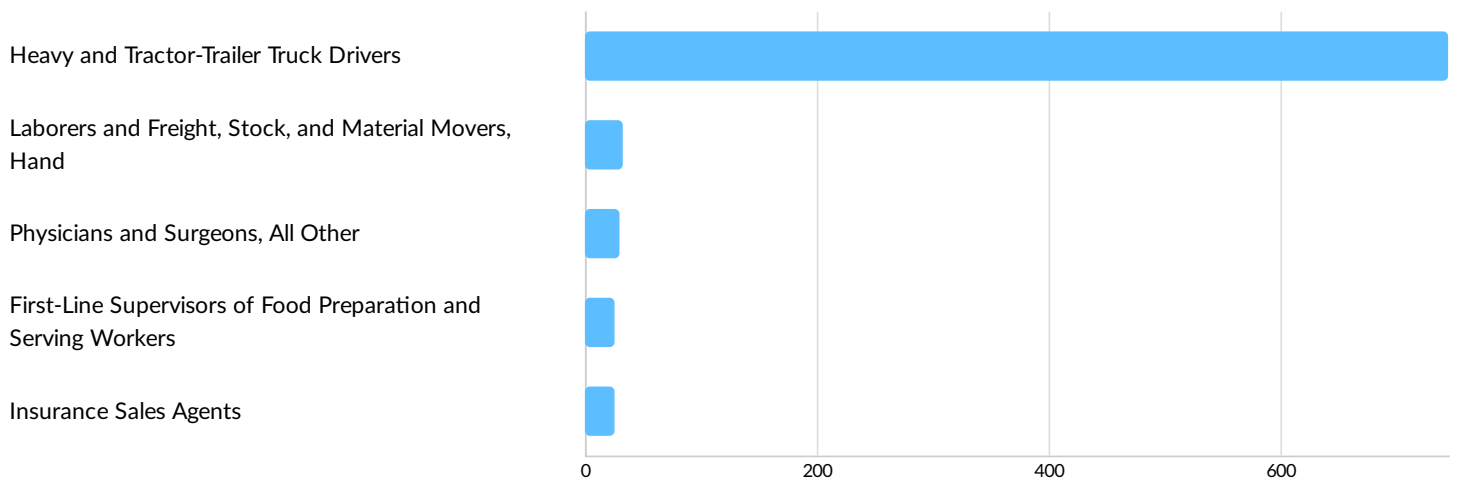


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Operating Engineers and Other Construction Equipment Operators	180	229	49	+27%	\$24.65
Preschool Teachers, Except Special Education	15	46	31	+207%	\$12.91
Retail Salespersons	131	157	26	+20%	\$11.46
Cashiers	227	250	23	+10%	\$8.88
Heavy and Tractor-Trailer Truck Drivers	847	870	23	+3%	\$17.77

Workforce Characteristics

Top Posted Occupations

● Occupation Jobs Change



Occupation	Jan 2017 Unique Postings	Dec 2017 Unique Postings	Jan 2017 - Dec 2017 Avg. Unique	2016 Avg. Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	183	745	346	\$17.77
Laborers and Freight, Stock, and Material Movers, Hand	11	33	14	\$14.13
Physicians and Surgeons, All Other	4	30	19	\$119.12
First-Line Supervisors of Food Preparation and Serving Workers	18	26	21	\$13.94
Insurance Sales Agents	20	25	15	\$29.10

Educational Pipeline

Over the last 5 years, no schools in Jackson County, WI produced graduates.