



Monroe County, WI

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Economy Overview

45,796

Population (2017)

Population **grew by 682** over the last 5 years and is projected to **grow by 674** over the next 5 years.

22,795

Jobs (2017)

Jobs **grew by 1,096** over the last 5 years and are projected to **grow by 837** over the next 5 years.

\$50.7K

Median Household Income (2015)

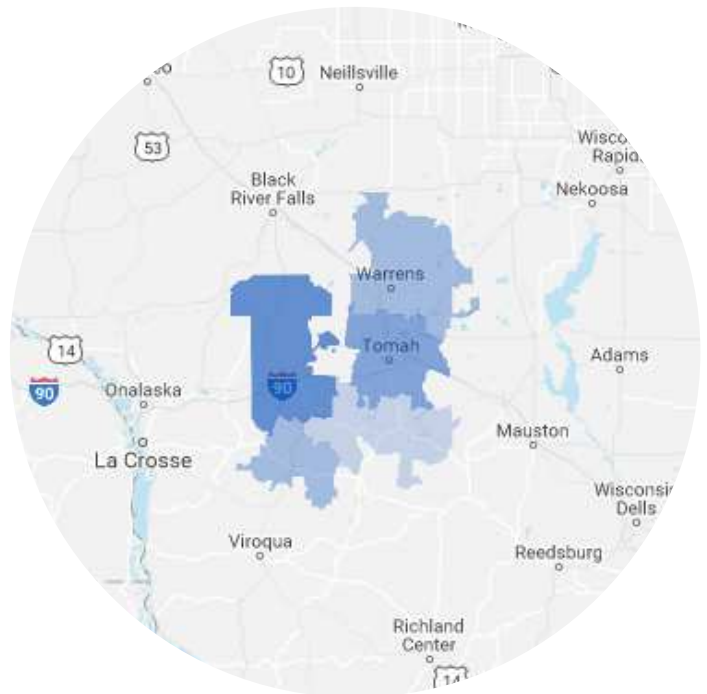
Median household income is **\$3.2K below** the national median household income of \$53.9K.

As of 2017 the region's population **increased by 1.5%** since 2012, growing by 682. Population is expected to **increase by 1.5%** between 2017 and 2022, adding 674.

From 2012 to 2017, jobs **increased by 5.1%** in Monroe County, WI from 21,699 to 22,795. This change **fell short of the national growth rate of 7.2% by 2.1%**. As the number of jobs increased, the **labor force participation rate increased from 64.6% to 66.2% between 2012 and 2017**.

Concerning educational attainment, **12.2% of Monroe County, WI residents possess a Bachelor's Degree** (6.2% below the national average), and **10.2% hold an Associate's Degree** (2.3% above the national average).

The top three industries in 2017 are Federal Government, Civilian, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

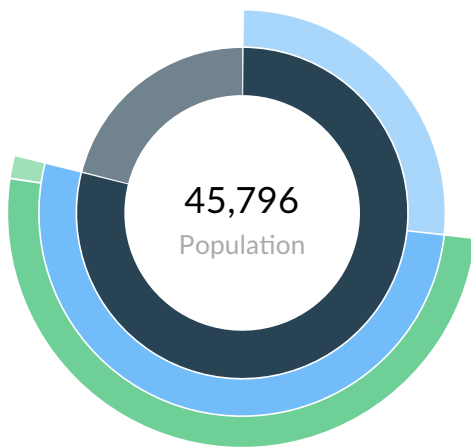


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	45,796	23,926	22,795	98.6	\$1.97B	\$4.01B	\$5.14B
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.

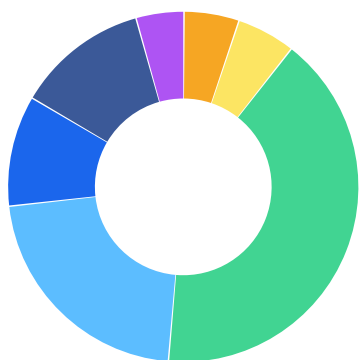
2017 Labor Force Breakdown



	Population
● Total Working Age Population	36,129
● Not in Labor Force (15+)	12,203
● Labor Force	23,926
● Employed	23,189
● Unemployed	737
● Under 15	9,667

Educational Attainment

Concerning educational attainment, **12.2% of Monroe County, WI residents possess a Bachelor's Degree** (6.2% below the national average), and **10.2% hold an Associate's Degree** (2.3% above the national average).

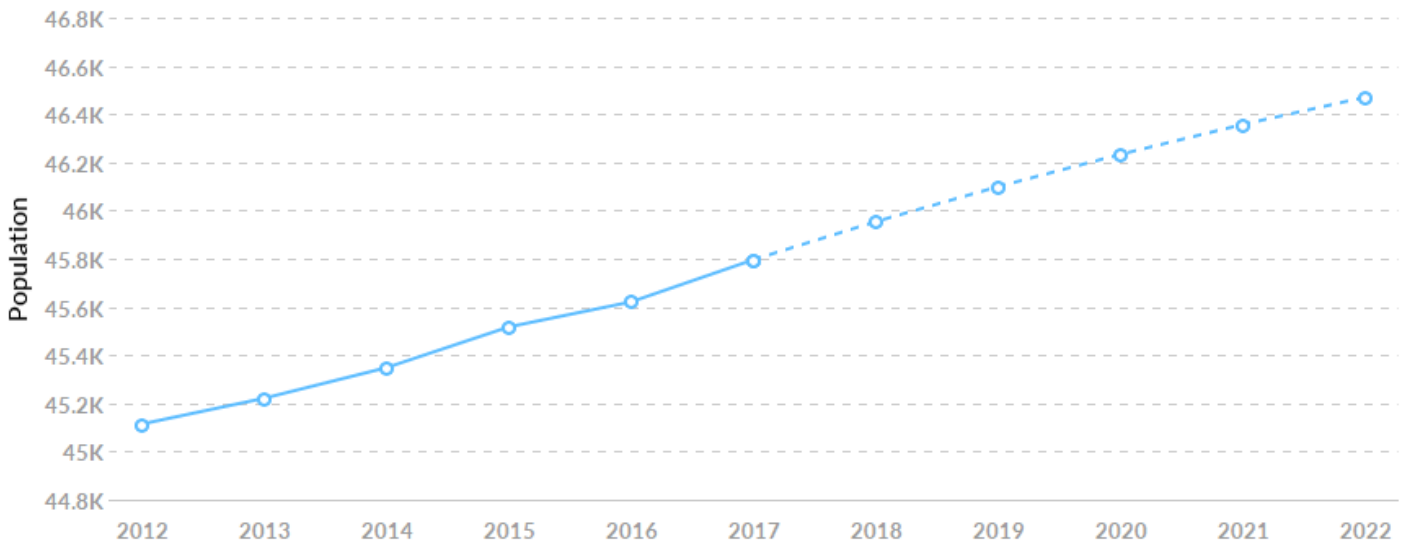


	% of Population	Population
● Less Than 9th Grade	5.1%	1,575
● 9th Grade to 12th Grade	5.4%	1,680
● High School Diploma	40.8%	12,632
● Some College	21.9%	6,778
● Associate's Degree	10.2%	3,167
● Bachelor's Degree	12.2%	3,777
● Graduate Degree and Higher	4.4%	1,369

Historic & Projected Trends

Population Trends

As of 2017 the region's population increased by 1.5% since 2012, growing by 682. Population is expected to increase by 1.5% between 2017 and 2022, adding 674.

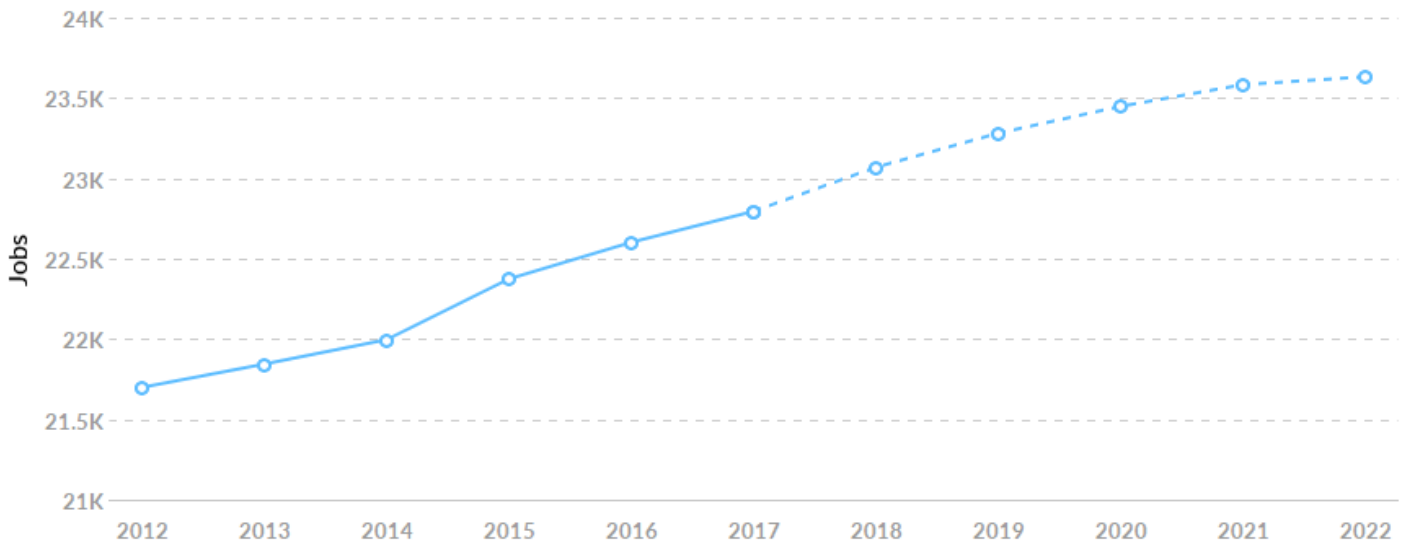


Timeframe	Population
2012	45,114
2013	45,221
2014	45,348
2015	45,517
2016	45,621
2017	45,796
2018	45,954
2019	46,099
2020	46,233
2021	46,357
2022	46,470

Historic & Projected Trends - Cont.

Job Trends

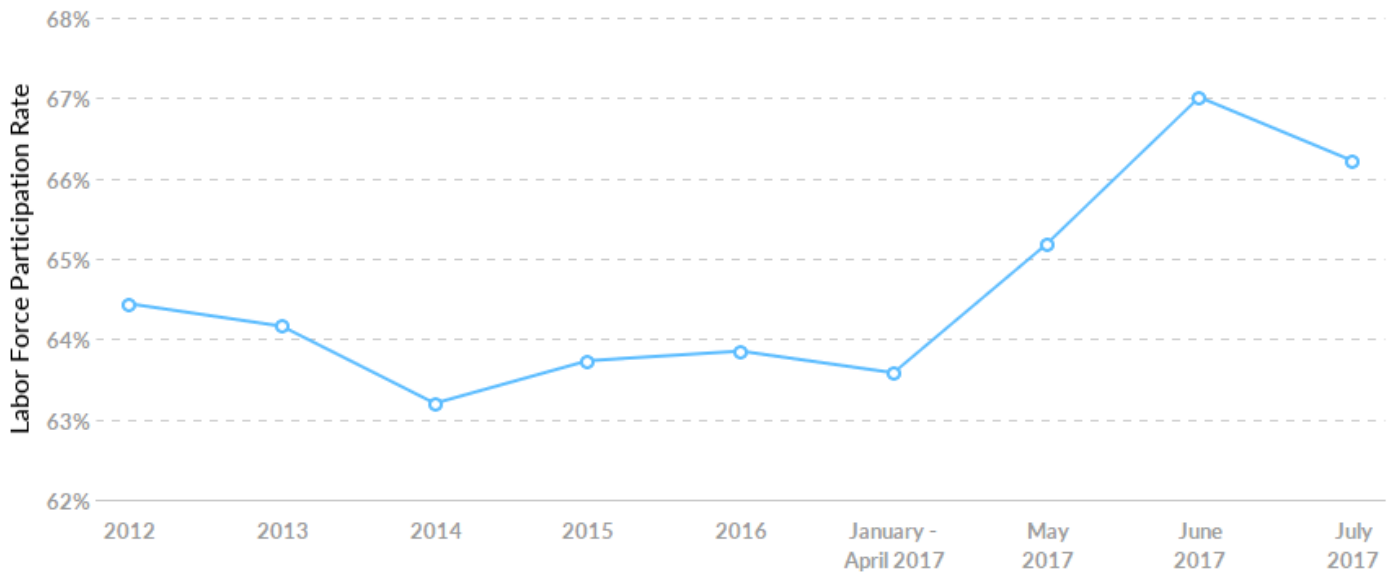
From 2012 to 2017, jobs increased by 5.1% in Monroe County, WI from 21,699 to 22,795. This change fell short of the national growth rate of 7.2% by 2.1%.



Timeframe	Jobs
2012	21,699
2013	21,844
2014	21,996
2015	22,374
2016	22,602
2017	22,795
2018	23,069
2019	23,281
2020	23,448
2021	23,583
2022	23,632

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

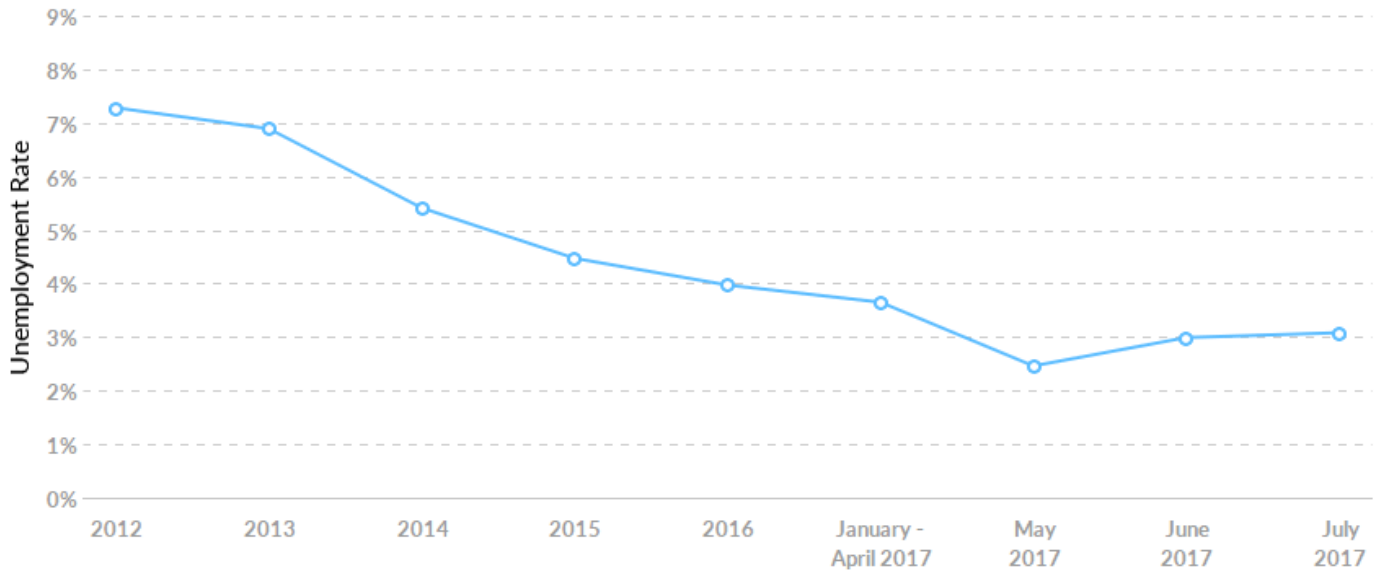


Timeframe	Labor Force Participation Rate
2012	64.44%
2013	64.16%
2014	63.20%
2015	63.73%
2016	63.85%
January - April 2017	63.58%
May 2017	65.18%
June 2017	67.01%
July 2017	66.22%

Historic & Projected Trends - Cont.

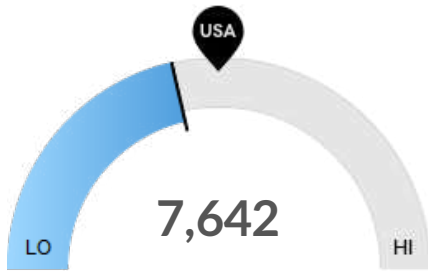
Unemployment Rate Trends

Monroe County, WI had a July 2017 unemployment rate of 3.08%, **decreasing from 7.28%** 5 years before.



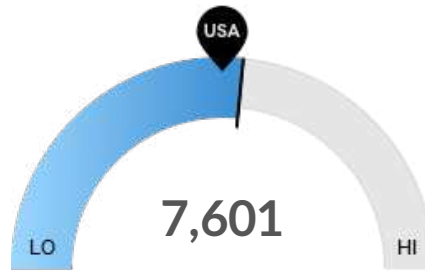
Timeframe	Unemployment Rate
2012	7.28%
2013	6.89%
2014	5.41%
2015	4.47%
2016	3.97%
January - April 2017	3.65%
May 2017	2.46%
June 2017	2.99%
July 2017	3.08%

Population Characteristics



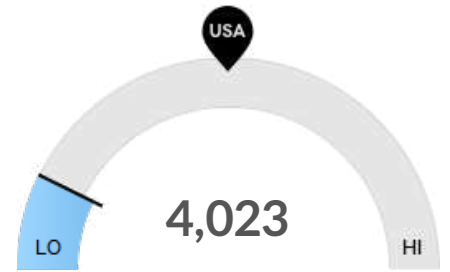
Millennials

Monroe County, WI has 7,642 millennials (ages 20-34). The national average for an area this size is 9,468.



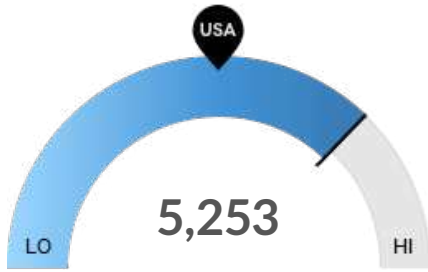
Retiring Soon

Retirement risk is about average in Monroe County, WI. The national average for an area this size is 6,953 people 65 or older, while there are 7,601 here.



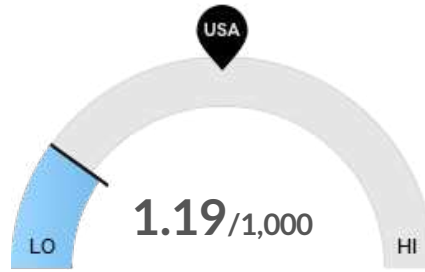
Racial Diversity

Racial diversity is low in Monroe County, WI. The national average for an area this size is 17,671 racially diverse people, while there are 4,023 here.



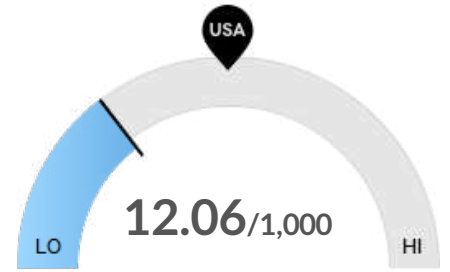
Veterans

Monroe County, WI has 5,253 veterans. The national average for an area this size is 2,671.



Violent Crime

Monroe County, WI has 1.19 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



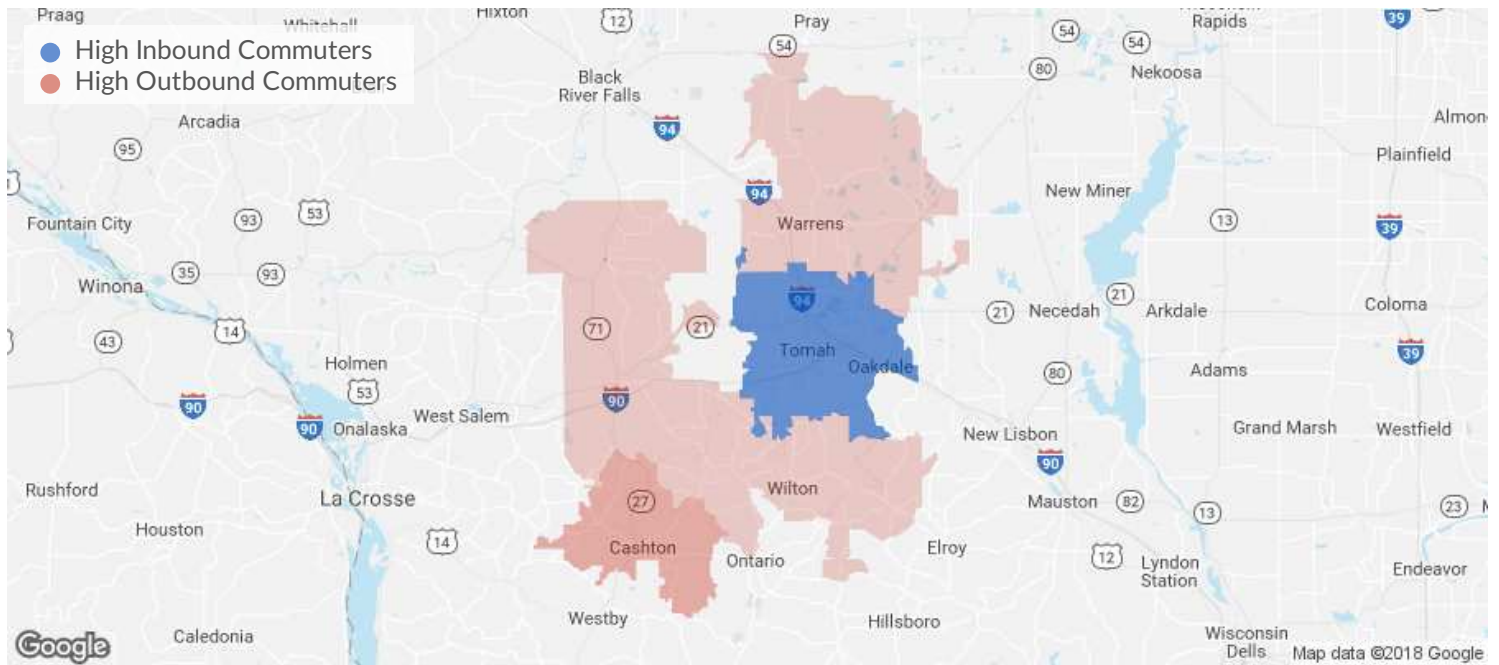
Property Crime

Monroe County, WI has 12.06 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 Monroe County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 54656.



Where Talent Works

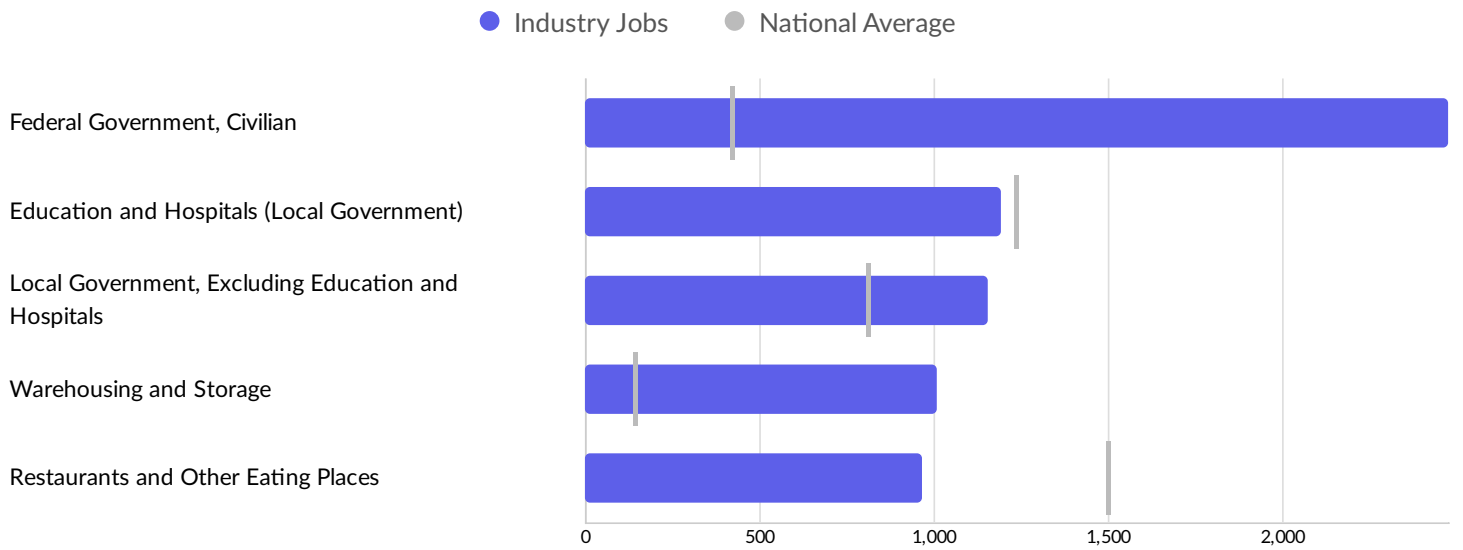
ZIP	Name	2017 Employment
54660	Tomah, WI (in Monroe ...	11,537
54656	Sparta, WI (in Monroe ...	8,465
54666	Warrens, WI (in Monro...	1,018
54619	Cashton, WI (in Monro...	926
54670	Wilton, WI (in Monroe...	437

Where Talent Lives

ZIP	Name	2017 Workers
54656	Sparta, WI (in Monroe ...	9,133
54660	Tomah, WI (in Monroe ...	8,694
54619	Cashton, WI (in Monro...	2,055
54666	Warrens, WI (in Monro...	1,702
54638	Kendall, WI (in Monroe...	797

Industry Characteristics

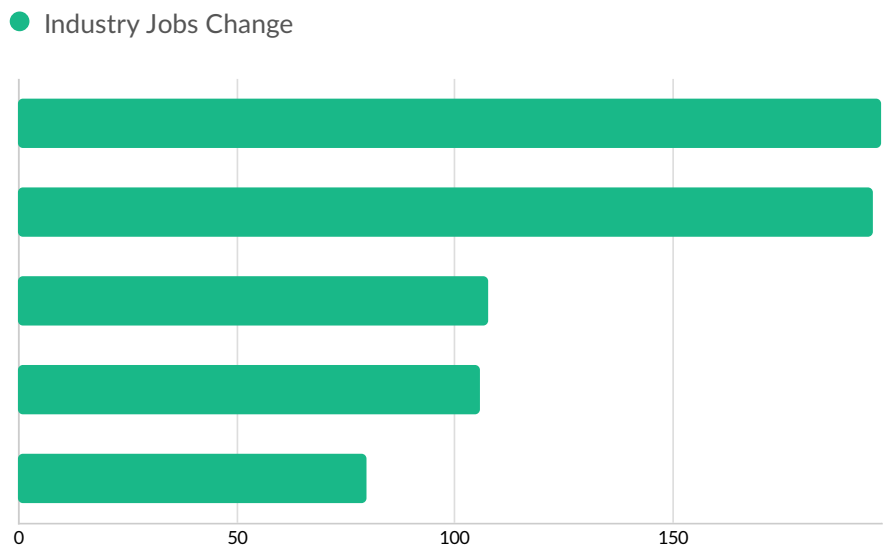
Largest Industries



Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Federal Government, Civilian	2,589	2,476	-113	-4%	\$83,523
Education and Hospitals (Local Government)	1,126	1,193	67	+6%	\$53,913
Local Government, Excluding Education and Hospitals	1,167	1,155	-12	-1%	\$47,226
Warehousing and Storage	980	1,008	28	+3%	\$48,508
Restaurants and Other Eating Places	1,037	966	-71	-7%	\$14,666

Industry Characteristics - Cont

Top Growing Industries

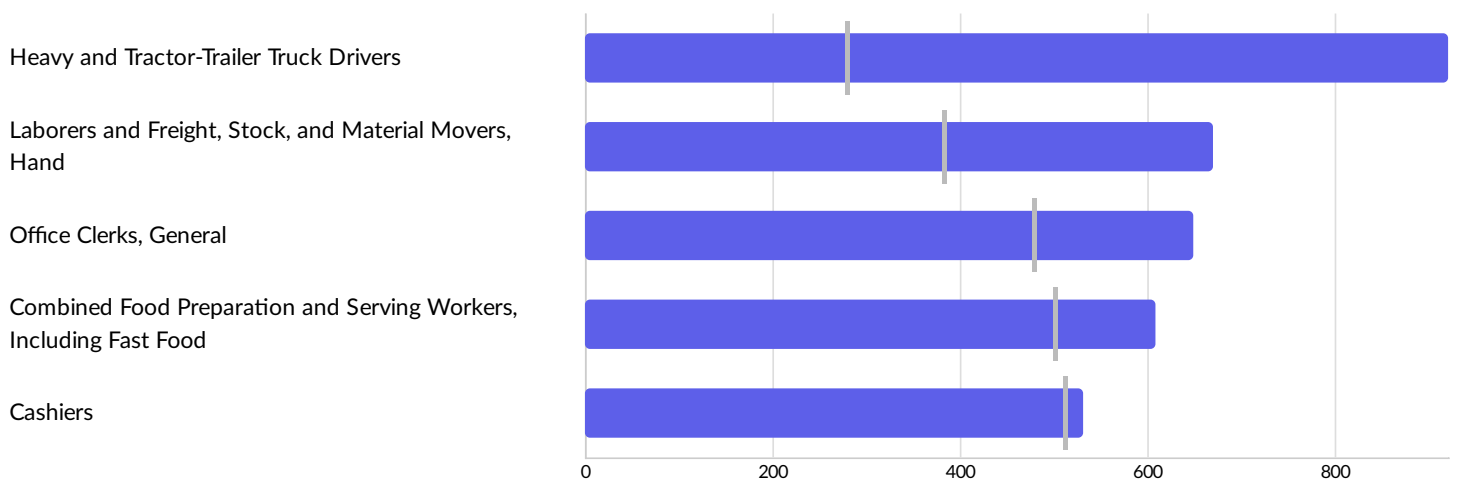


Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Nonmetallic Mineral Mining and Quarrying	99	297	198	+200%	\$88,265
Individual and Family Services	11	207	196	+1,782%	\$15,215
Motor Vehicle Parts Manufacturing	197	305	108	+55%	\$22,851
Glass and Glass Product Manufacturing	594	700	106	+18%	\$55,994
Traveler Accommodation	265	345	80	+30%	\$17,086

Workforce Characteristics

Largest Occupations

● Occupation Jobs ● National Average

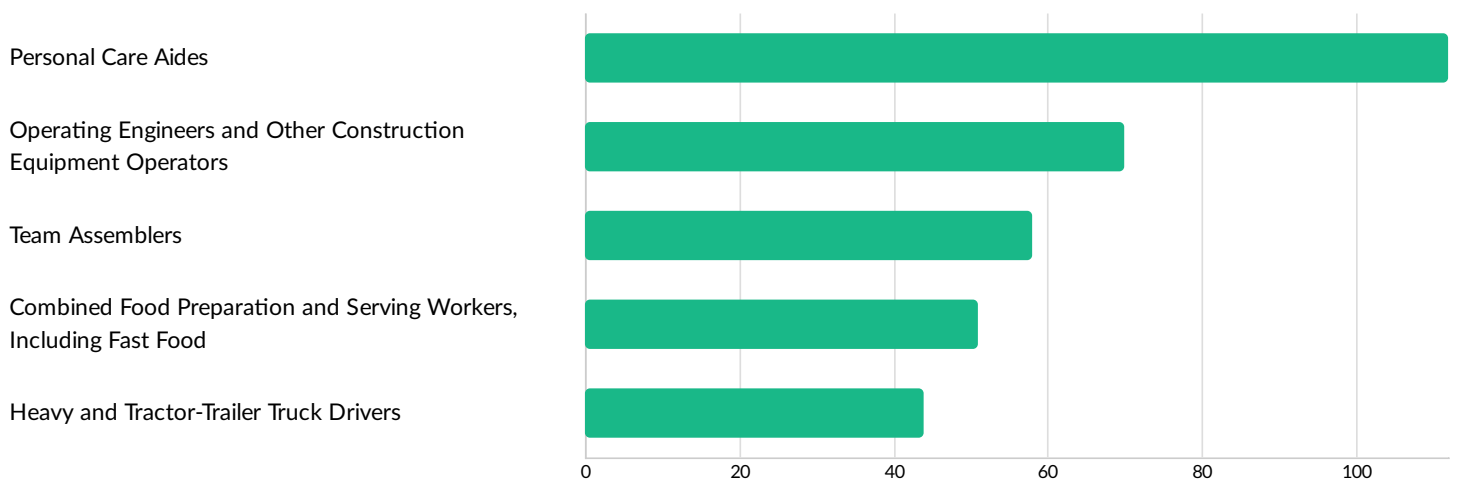


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	878	922	44	+5%	\$21.11
Laborers and Freight, Stock, and Material Movers, Hand	642	671	29	+5%	\$13.78
Office Clerks, General	609	649	40	+7%	\$14.64
Combined Food Preparation and Serving Workers, Including Fast Food	559	610	51	+9%	\$9.33
Cashiers	520	532	12	+2%	\$9.85

Workforce Characteristics - Cont

Top Growing Occupations

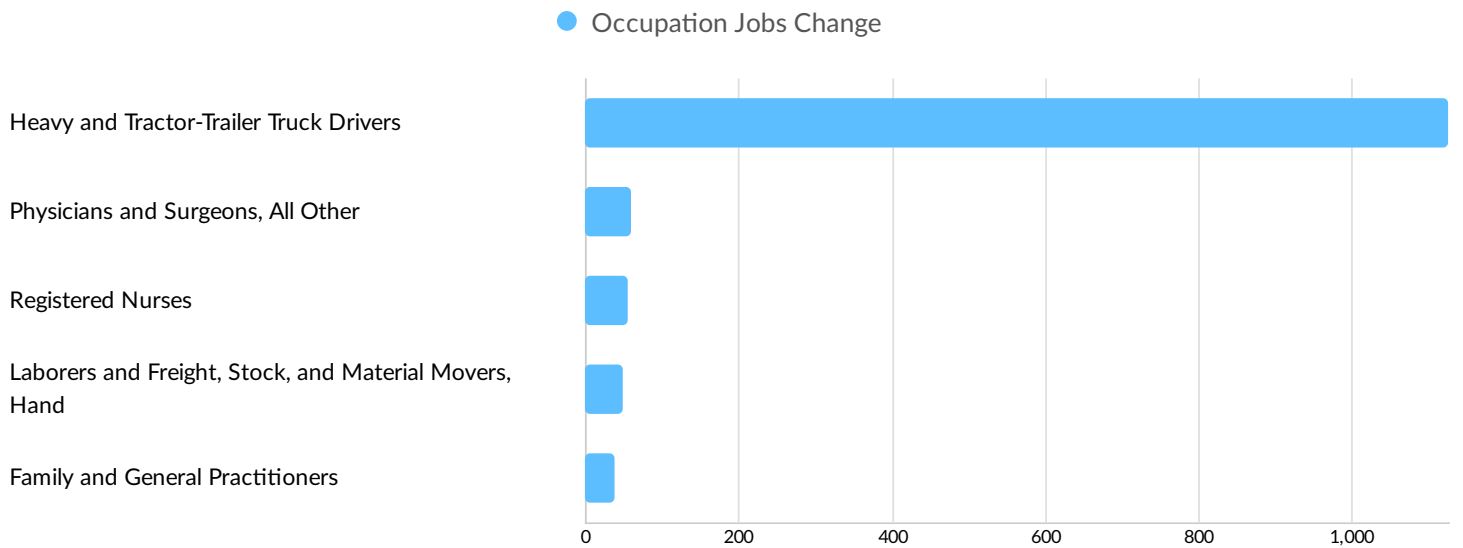
● Occupation Jobs Change



Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Personal Care Aides	144	256	112	+78%	\$9.39
Operating Engineers and Other Construction Equipment Operators	117	187	70	+60%	\$26.81
Team Assemblers	332	390	58	+17%	\$14.05
Combined Food Preparation and Serving Workers, Including Fast Food	559	610	51	+9%	\$9.33
Heavy and Tractor-Trailer Truck Drivers	878	922	44	+5%	\$21.11

Workforce Characteristics

Top Posted Occupations



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	370	1,126	586	\$21.11
Physicians and Surgeons, All Other	25	60	45	\$111.22
Registered Nurses	92	55	69	\$30.04
Laborers and Freight, Stock, and Material Movers, Hand	15	50	31	\$13.78
Family and General Practitioners	29	38	38	\$113.04

Educational Pipeline

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