



WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

Barron County

2018 Profile

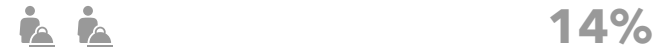
EMPLOYMENT



White Collar



Blue Collar

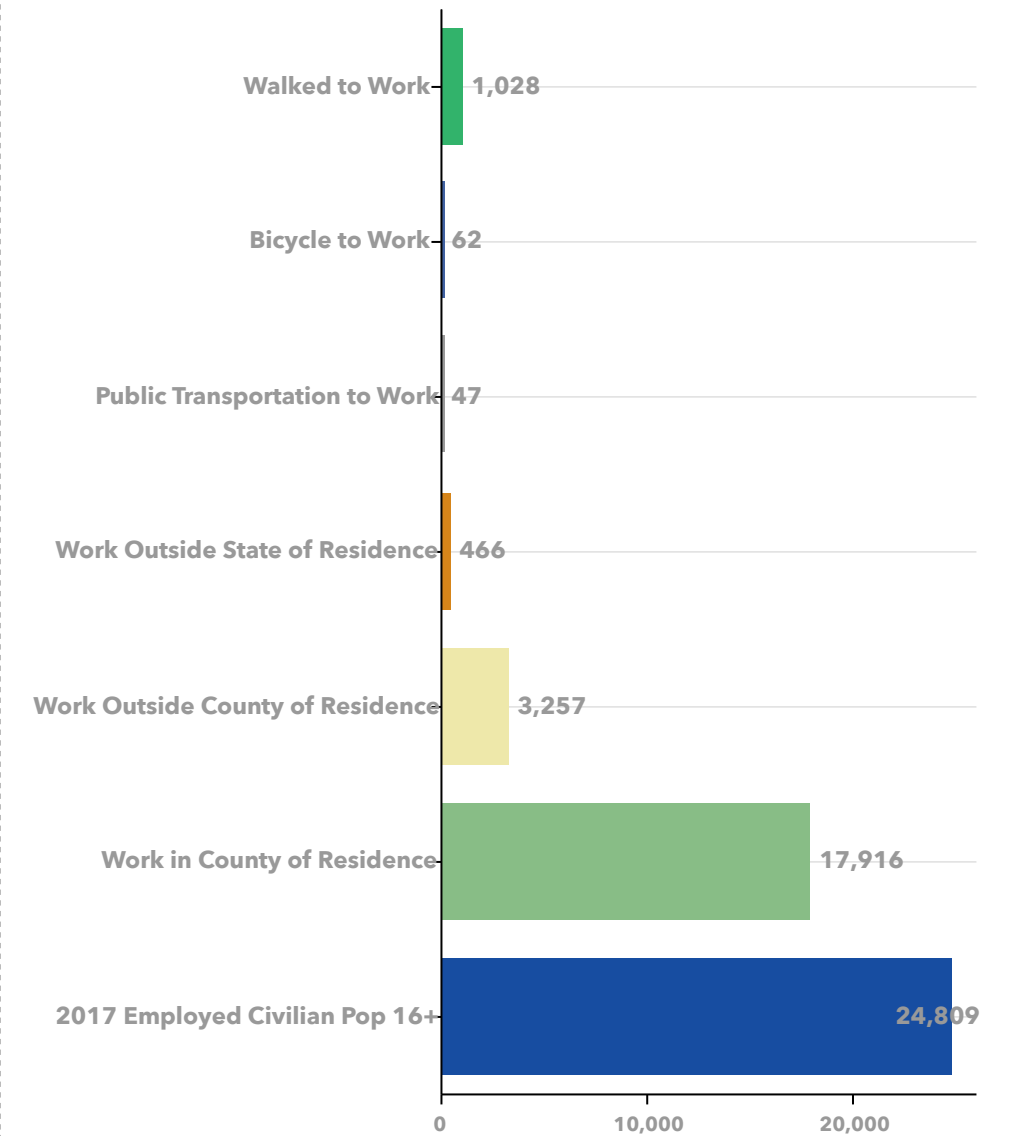


Services



Unemployment Rate

JOURNEY TO WORK



KEY FACTS

46,372

Population

44.9

Median Age



Average Household Size

\$48,770

Median Household Income

BUSINESS



2,286

Total Businesses



25,481

Total Employees

HOUSING STATS



\$150,173

Median Home Value



\$6,340

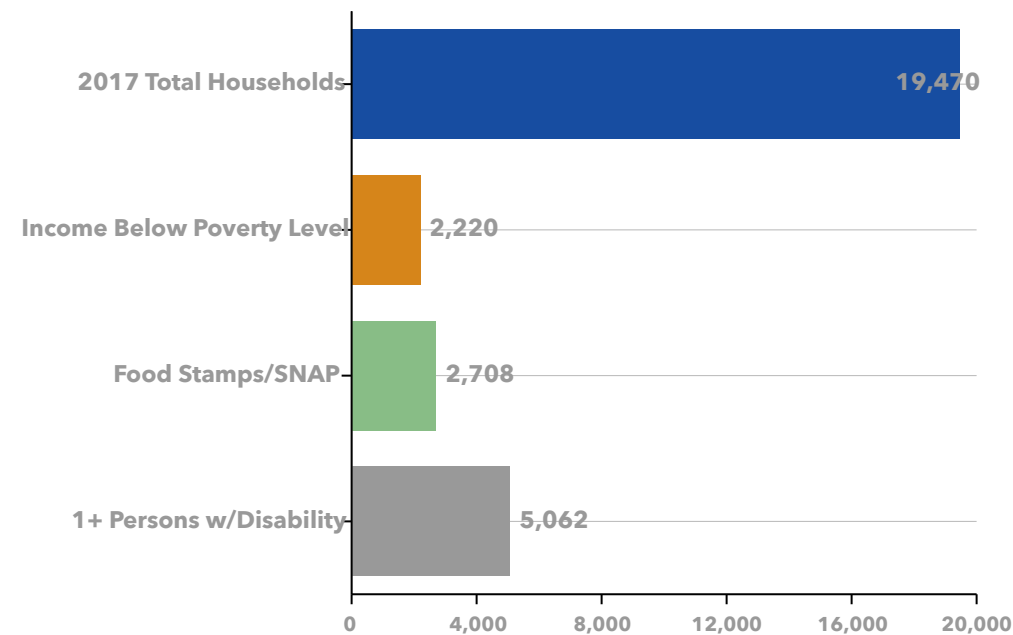
Average Spent on Mortgage & Basics



\$547

Median Contract Rent

AT RISK HOUSEHOLDS



Tapestry Segments

6F	Heartland Communities 5,431 households	28 of Households
6D	Prairie Living 4,147 households	21 of Households
6E	Rural Resort Dwellers 3,172 households	16 of Households

Race and Ethnicity

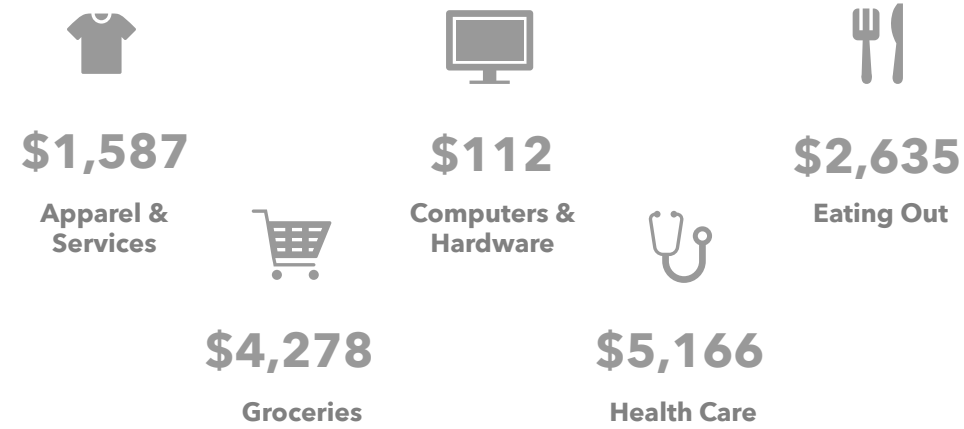
The largest group: White Alone (94.54)

The smallest group: Pacific Islander Alone (0.01)

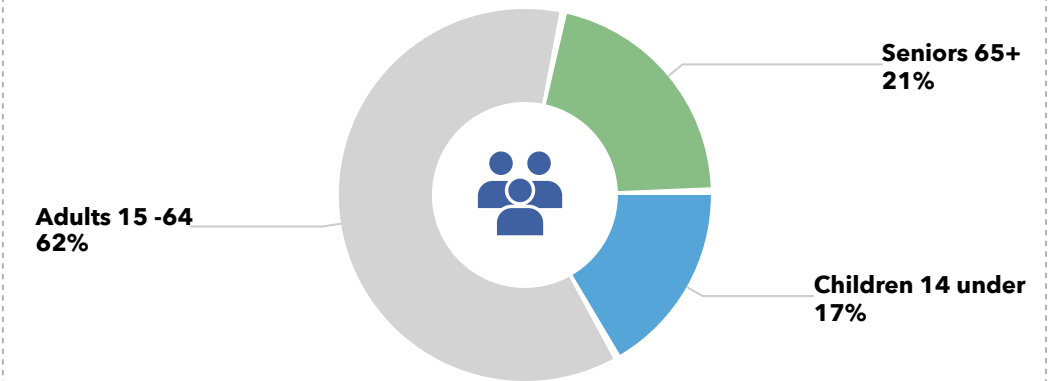
Indicator	Value	Difference
White Alone	94.54	+10.14
Black Alone	1.49	-4.99
American Indian/Alaska Native Alone	0.96	-0.07
Asian Alone	0.64	-2.30
Pacific Islander Alone	0.01	-0.03
Other Race	0.77	-2.06
Two or More Races	1.59	-0.69
Hispanic Origin (Any Race)	2.80	-4.24

Bars show deviation from Wisconsin

ANNUAL HOUSEHOLD SPENDING



AGE COMPOSITION



Households By Income

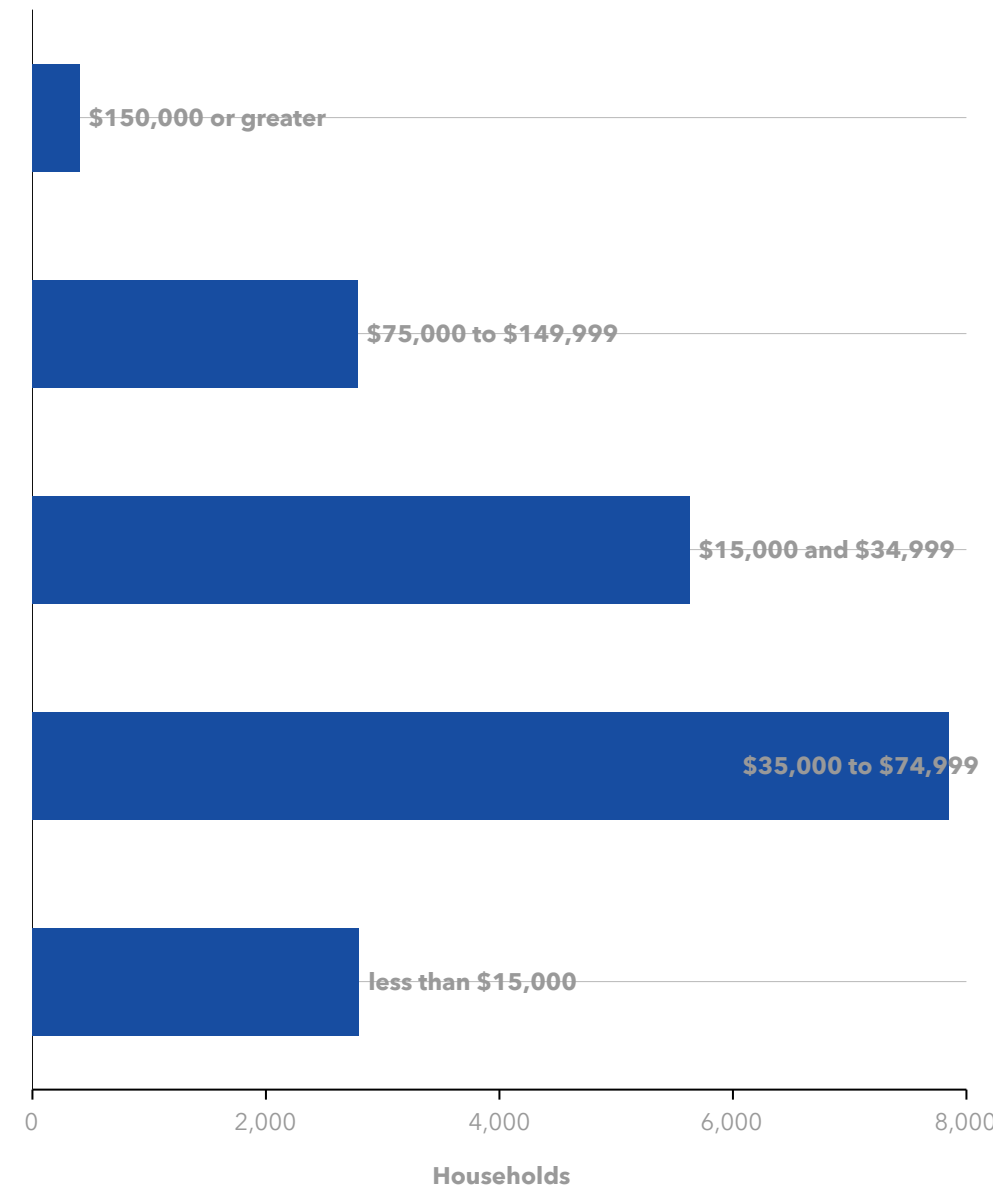
The largest group: \$50,000 - \$74,999 (20.7)

The smallest group: \$200,000+ (2.4)

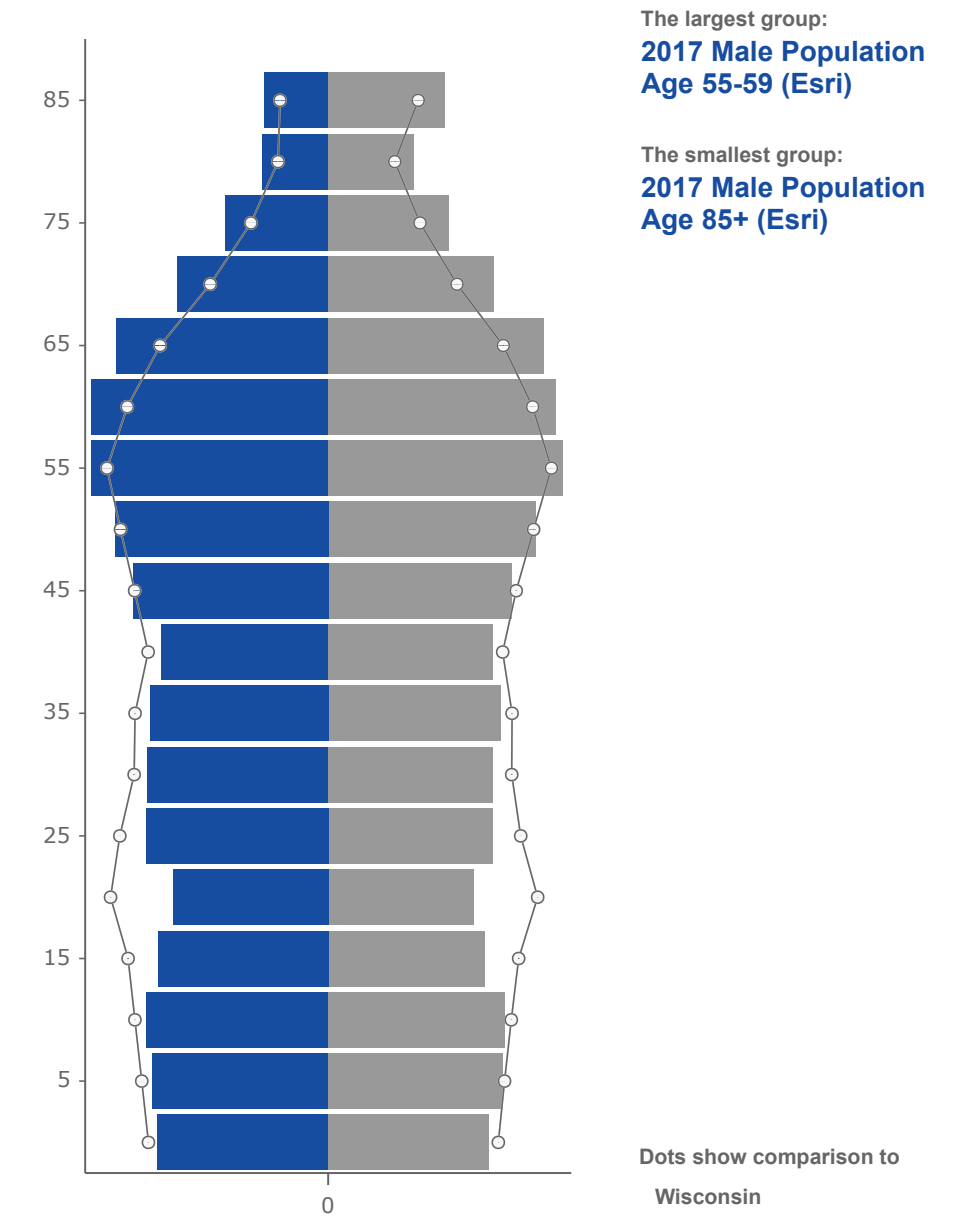
Indicator	Value	Difference
<\$15,000	11.1	+1.1
\$15,000 - \$24,999	12.3	+2.8
\$25,000 - \$34,999	11.2	+1.6
\$35,000 - \$49,999	16.5	+3.0
\$50,000 - \$74,999	20.7	+1.6
\$75,000 - \$99,999	12.9	-1.2
\$100,000 - \$149,999	9.7	-5.3
\$150,000 - \$199,999	3.3	-1.6
\$200,000+	2.4	-2.0

Bars show deviation from Wisconsin

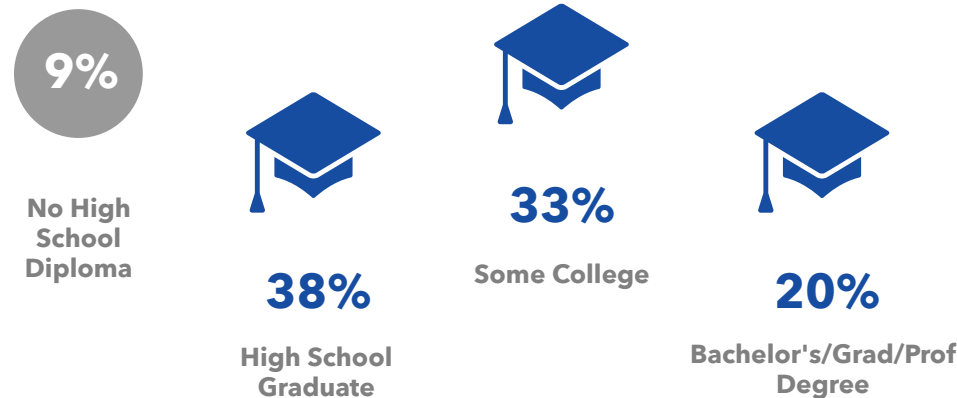
DISPOSABLE INCOME



Age Pyramid



EDUCATION



Dots show comparison to Wisconsin



WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

Chippewa County

2018 Profile

EMPLOYMENT



White Collar



Blue Collar

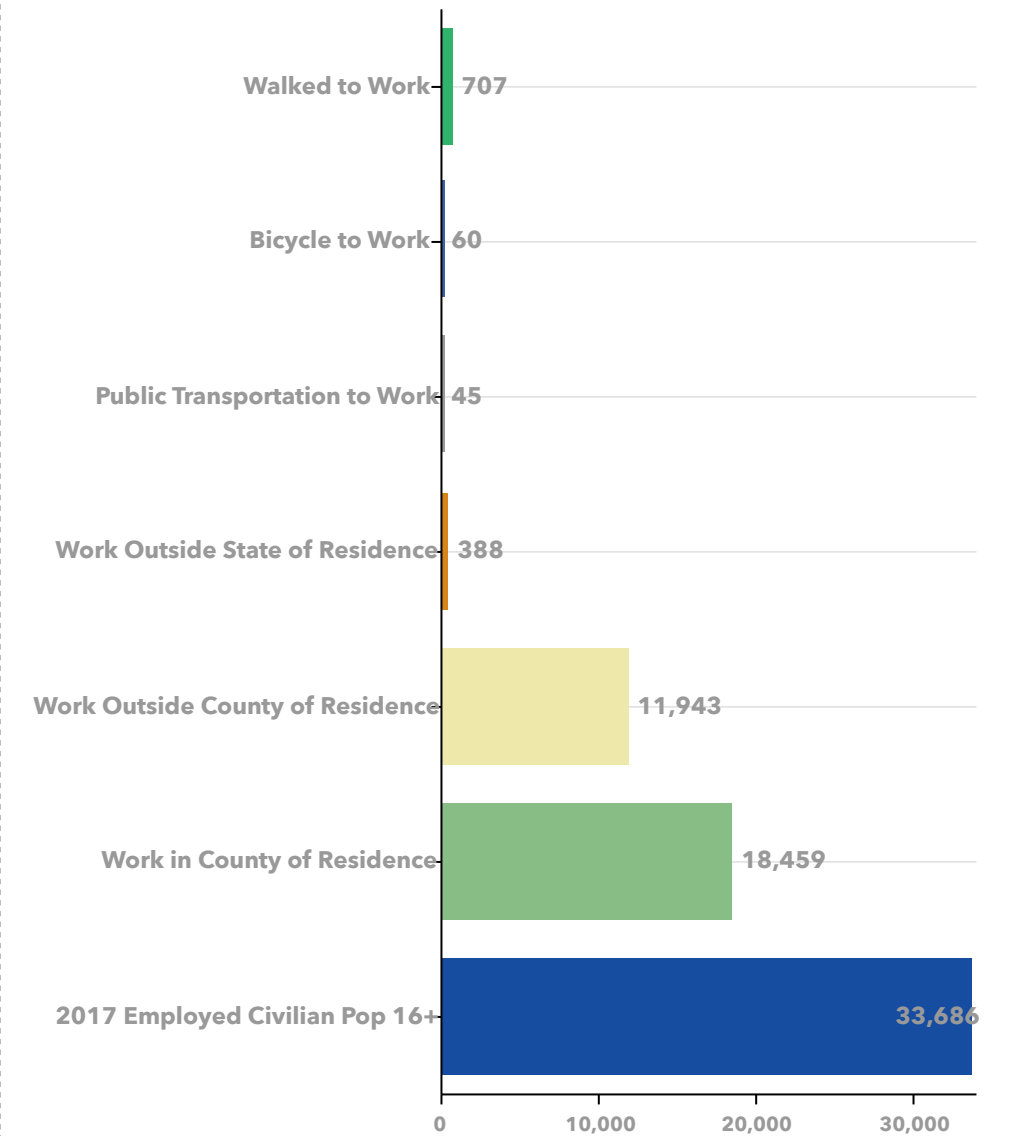


Services



Unemployment Rate

JOURNEY TO WORK



KEY FACTS

64,833

Population

41.1

Median Age



Average Household Size

\$54,875

Median Household Income

BUSINESS



2,711

Total Businesses



29,290

Total Employees

HOUSING STATS



\$165,245

Median Home Value



\$7,363

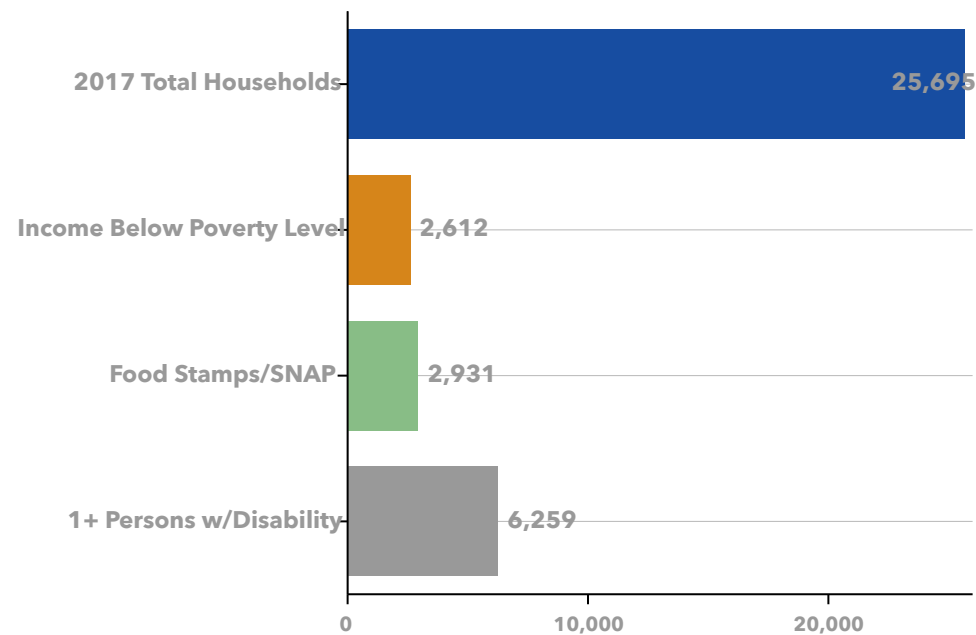
Average Spent on Mortgage & Basics



\$605

Median Contract Rent

AT RISK HOUSEHOLDS



Tapestry Segments

6B	Salt of the Earth 4,134 households	16 of Households
6A	Green Acres 4,113 households	16 of Households
12B	Traditional Living 3,711 households	14 of Households

Race and Ethnicity

The largest group: White Alone (94.46)

The smallest group: Pacific Islander Alone (0.03)

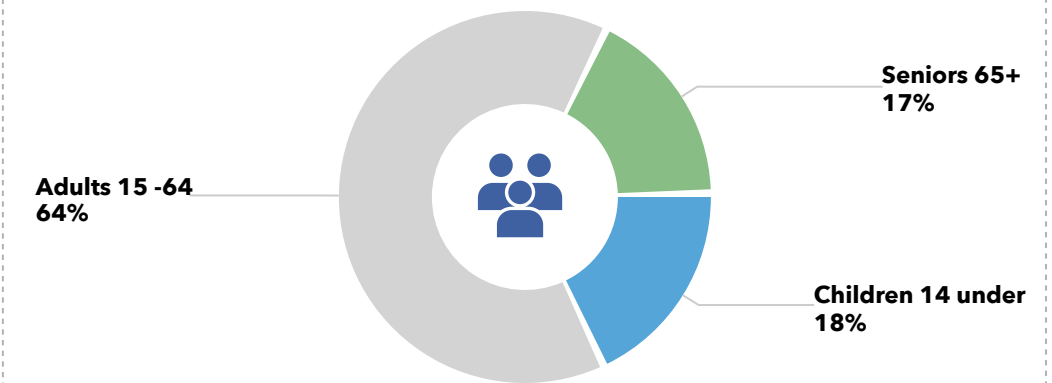
Indicator	Value	Difference
White Alone	94.46	+10.06
Black Alone	1.68	-4.80
American Indian/Alaska Native Alone	0.61	-0.42
Asian Alone	1.49	-1.45
Pacific Islander Alone	0.03	-0.01
Other Race	0.43	-2.40
Two or More Races	1.29	-0.99
Hispanic Origin (Any Race)	1.92	-5.12

Bars show deviation from Wisconsin

ANNUAL HOUSEHOLD SPENDING



AGE COMPOSITION



Households By Income

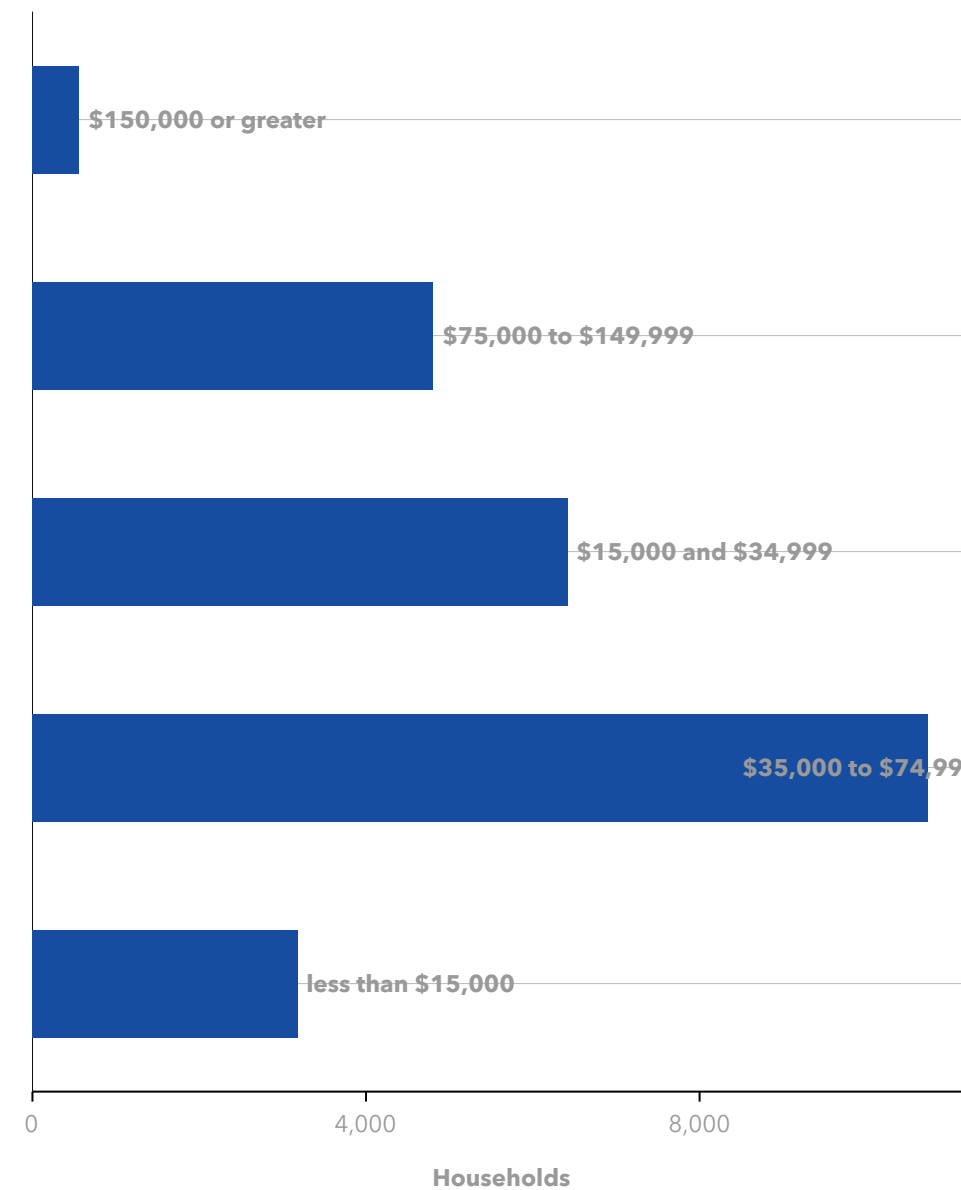
The largest group: \$50,000 - \$74,999 (21.3)

The smallest group: \$200,000+ (2.5)

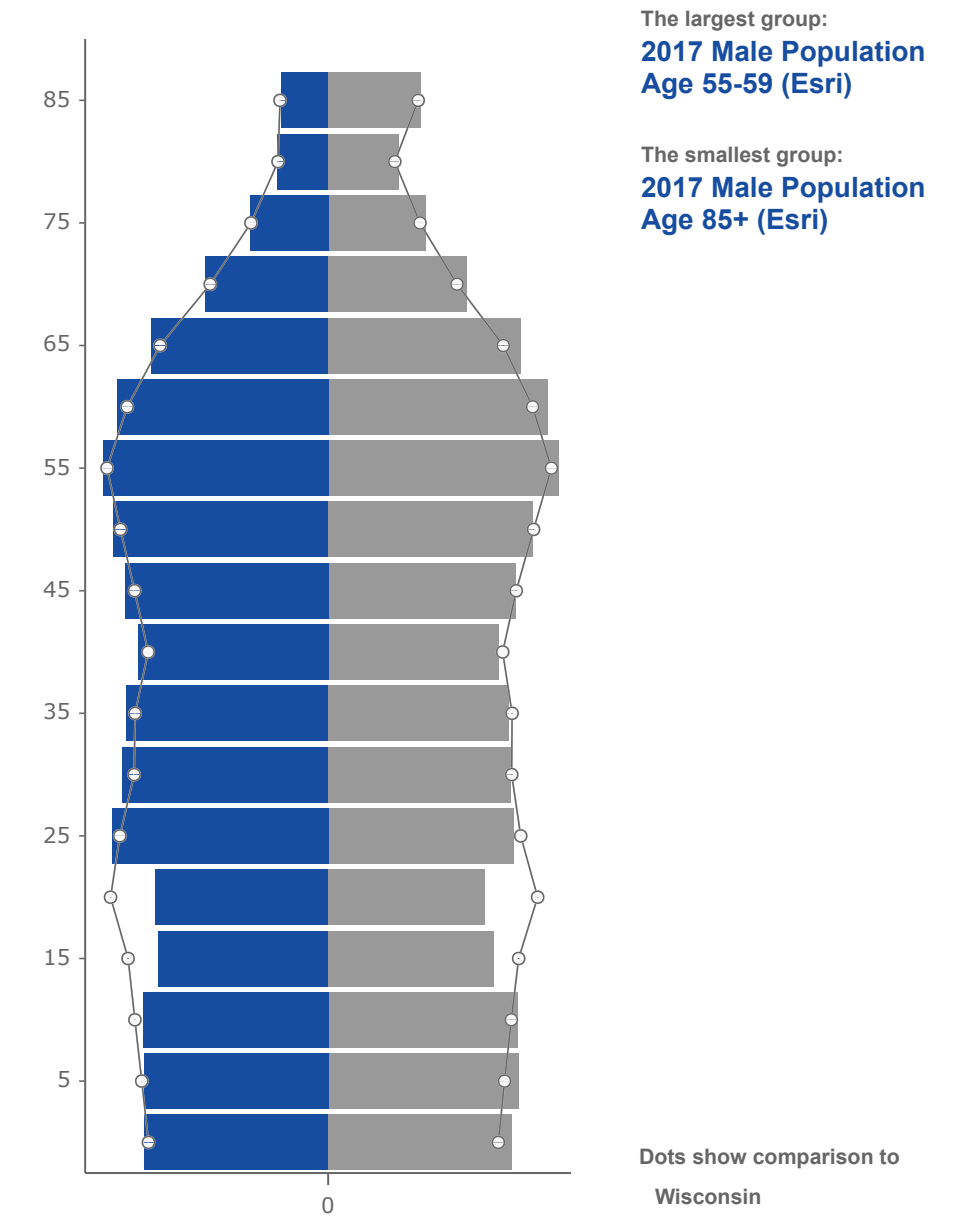
Indicator	Value	Difference
<\$15,000	9.8	-0.2
\$15,000 - \$24,999	9.7	+0.2
\$25,000 - \$34,999	10.0	+0.4
\$35,000 - \$49,999	14.6	+1.1
\$50,000 - \$74,999	21.3	+2.2
\$75,000 - \$99,999	14.5	+0.4
\$100,000 - \$149,999	13.6	-1.4
\$150,000 - \$199,999	3.9	-1.0
\$200,000+	2.5	-1.9

Bars show deviation from Wisconsin

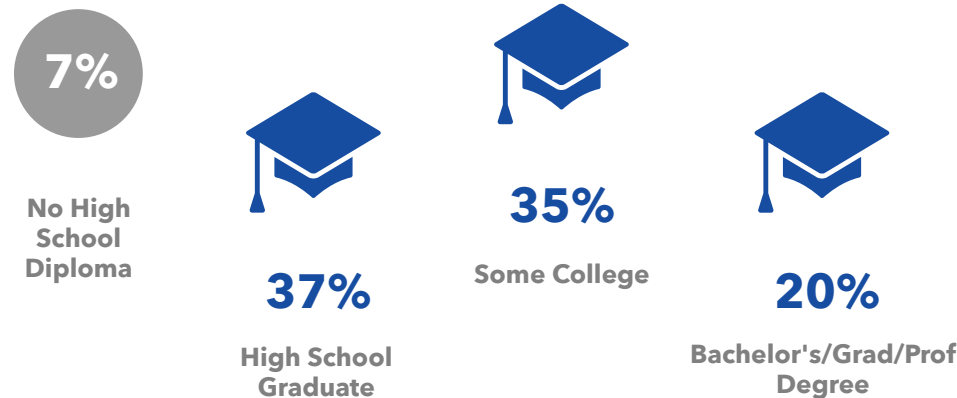
DISPOSABLE INCOME



Age Pyramid



EDUCATION





WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

Clark County

2018 Profile

EMPLOYMENT



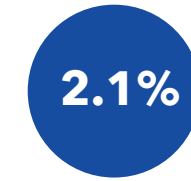
White Collar



Blue Collar

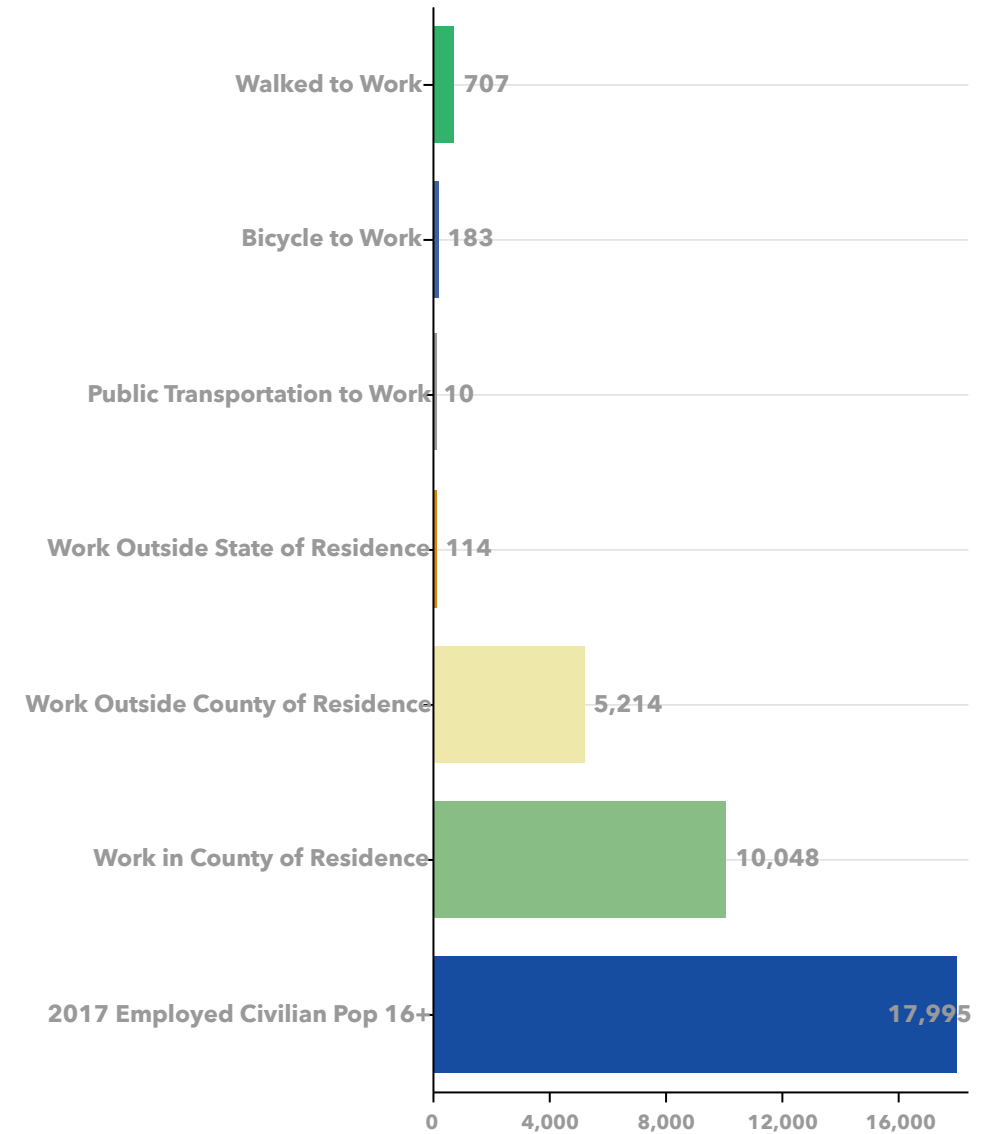


Services



Unemployment Rate

JOURNEY TO WORK



KEY FACTS

35,096

Population

37.9

Median Age



Average Household Size

\$48,608

Median Household Income

BUSINESS



1,390

Total Businesses



12,159

Total Employees

HOUSING STATS



\$126,406

Median Home Value



\$6,469

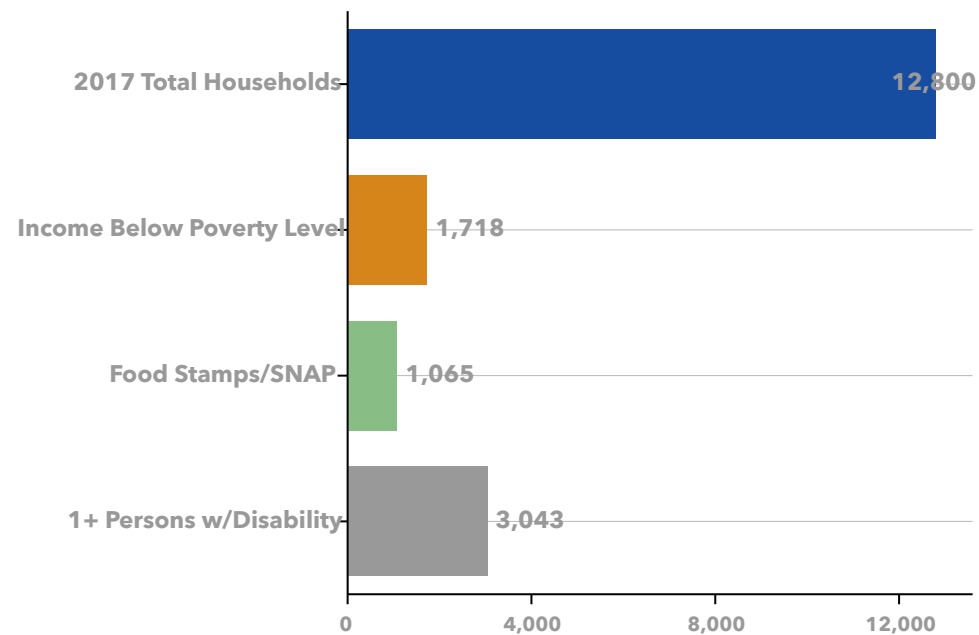
Average Spent on Mortgage & Basics



\$438

Median Contract Rent

AT RISK HOUSEHOLDS



Tapestry Segments

6F	Heartland Communities 5,154 households	40 of Households
6D	Prairie Living 5,006 households	39 of Households
6B	Salt of the Earth 1,539 households	12 of Households

Race and Ethnicity

The largest group: White Alone (94.35)

The smallest group: Pacific Islander Alone (0.03)

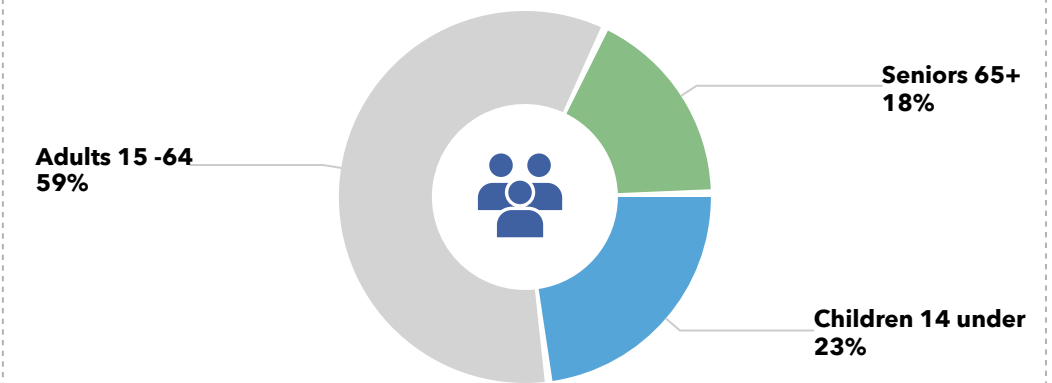
Indicator	Value	Difference
White Alone	94.35	+9.95
Black Alone	0.48	-6.00
American Indian/Alaska Native Alone	0.55	-0.48
Asian Alone	0.53	-2.41
Pacific Islander Alone	0.03	-0.01
Other Race	3.04	+0.21
Two or More Races	1.01	-1.27
Hispanic Origin (Any Race)	5.05	-1.99

Bars show deviation from Wisconsin

ANNUAL HOUSEHOLD SPENDING



AGE COMPOSITION



Households By Income

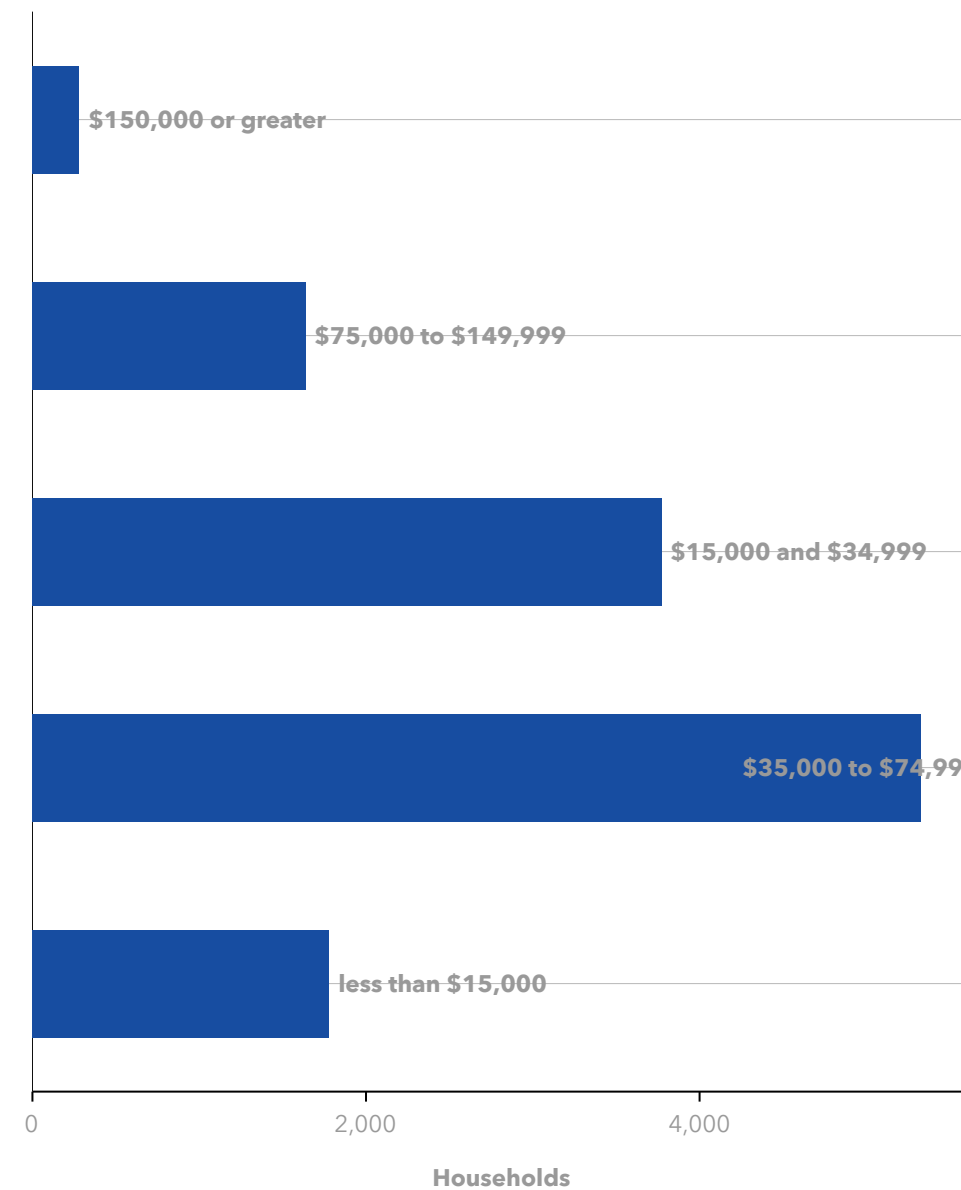
The largest group: \$50,000 - \$74,999 (22.8)

The smallest group: \$200,000+ (2.6)

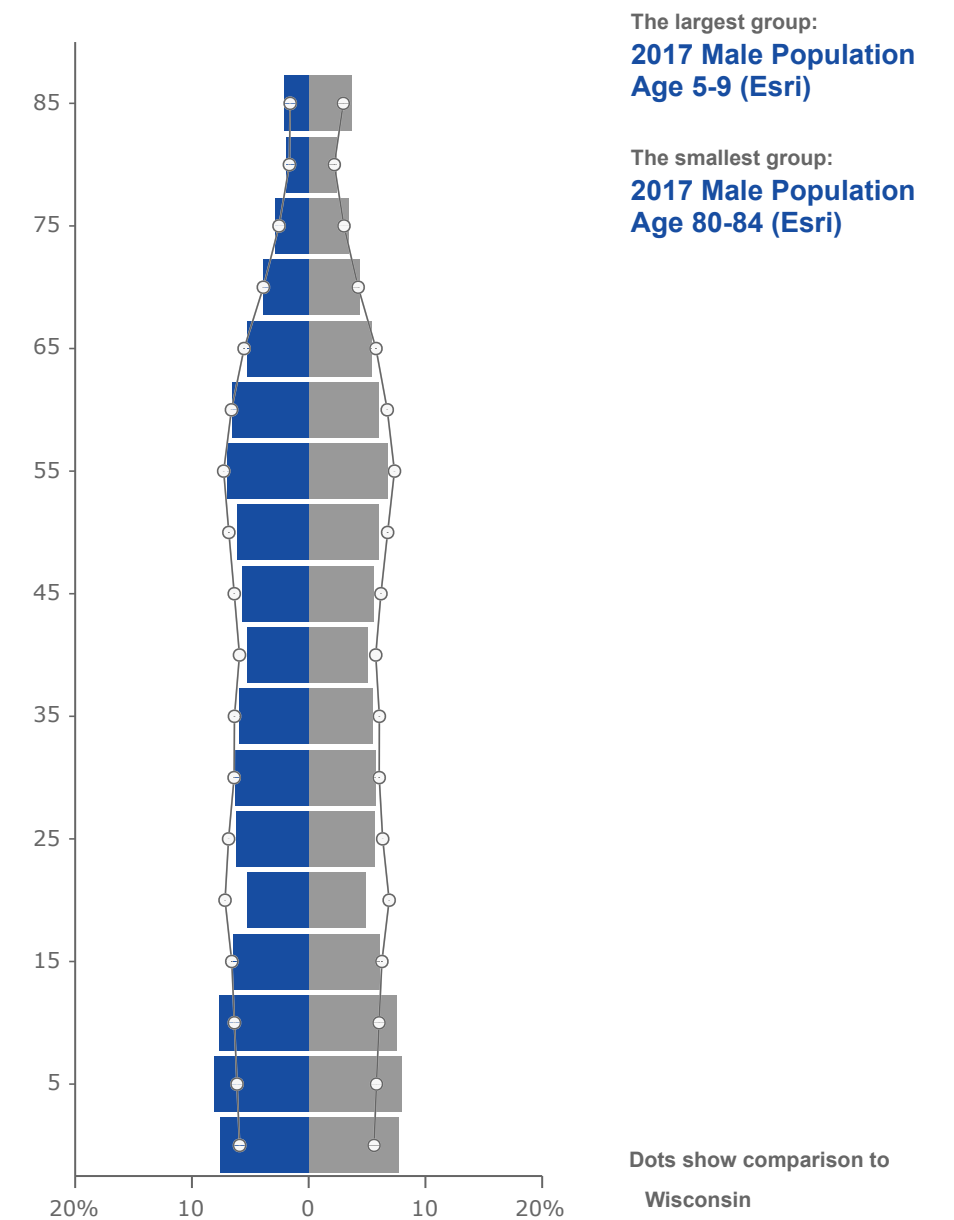
Indicator	Value	Difference
<\$15,000	11.0	+1.0
\$15,000 - \$24,999	11.7	+2.2
\$25,000 - \$34,999	11.9	+2.3
\$35,000 - \$49,999	16.5	+3.0
\$50,000 - \$74,999	22.8	+3.7
\$75,000 - \$99,999	12.0	-2.1
\$100,000 - \$149,999	8.5	-6.5
\$150,000 - \$199,999	3.0	-1.9
\$200,000+	2.6	-1.8

Bars show deviation from Wisconsin

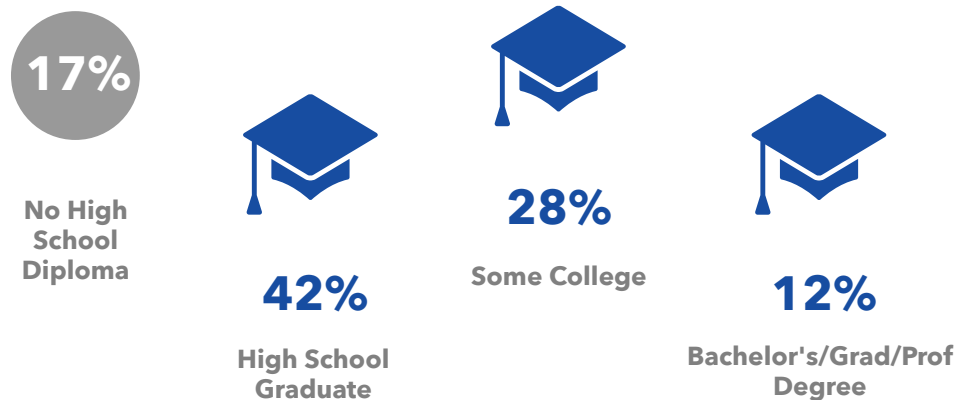
DISPOSABLE INCOME



Age Pyramid



EDUCATION





WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

Dunn County

2018 Profile

EMPLOYMENT



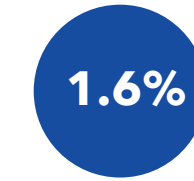
White Collar



Blue Collar

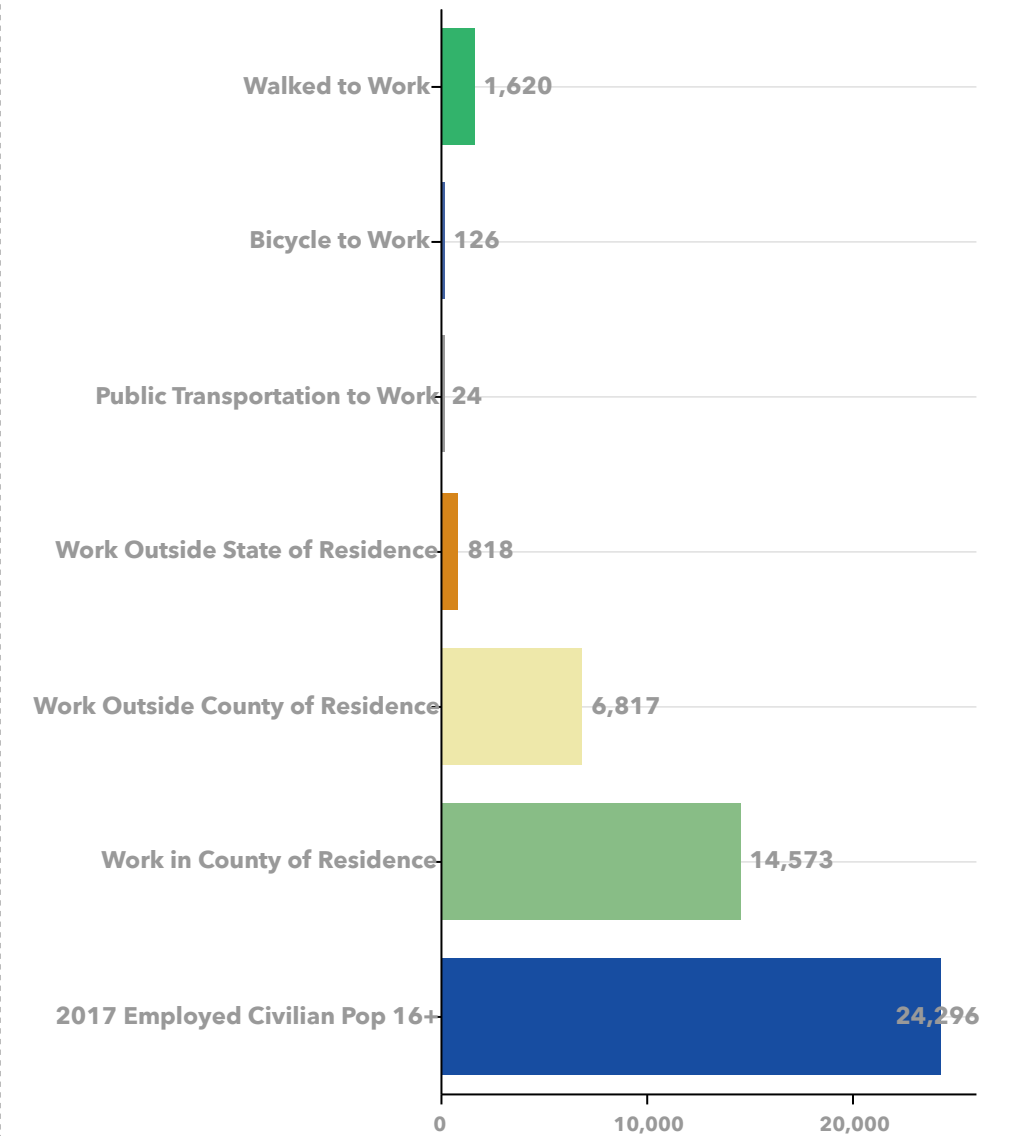


Services



Unemployment Rate

JOURNEY TO WORK



KEY FACTS

45,091

Population

35.1

Median Age



Average Household Size

\$52,088

Median Household Income

BUSINESS



1,667

Total Businesses



18,521

Total Employees

HOUSING STATS



\$171,423

Median Home Value



\$6,440

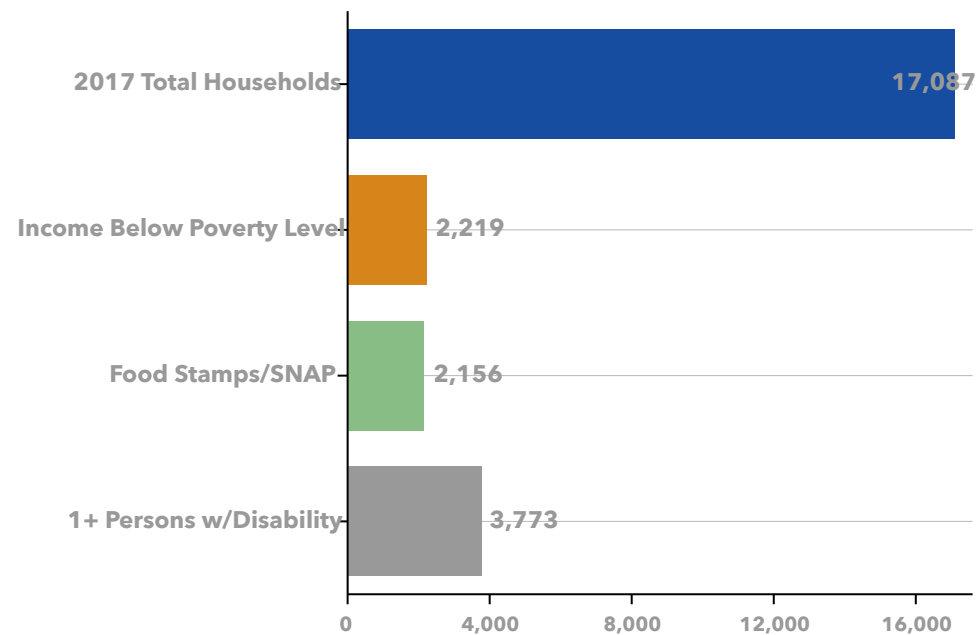
Average Spent on Mortgage & Basics



\$589

Median Contract Rent

AT RISK HOUSEHOLDS



Tapestry Segments

6B	Salt of the Earth 3,619 households	21 of Households
8F	Old and Newcomers 2,923 households	17 of Households
14B	College Towns 2,223 households	13 of Households

Race and Ethnicity

The largest group: White Alone (93.87)

The smallest group: Pacific Islander Alone (0.04)

Indicator	Value	Difference
White Alone	93.87	+9.47
Black Alone	0.68	-5.80
American Indian/Alaska Native Alone	0.45	-0.58
Asian Alone	2.81	-0.13
Pacific Islander Alone	0.04	0
Other Race	0.75	-2.08
Two or More Races	1.42	-0.86
Hispanic Origin (Any Race)	2.04	-5.00

Bars show deviation from Wisconsin

ANNUAL HOUSEHOLD SPENDING



AGE COMPOSITION



Households By Income

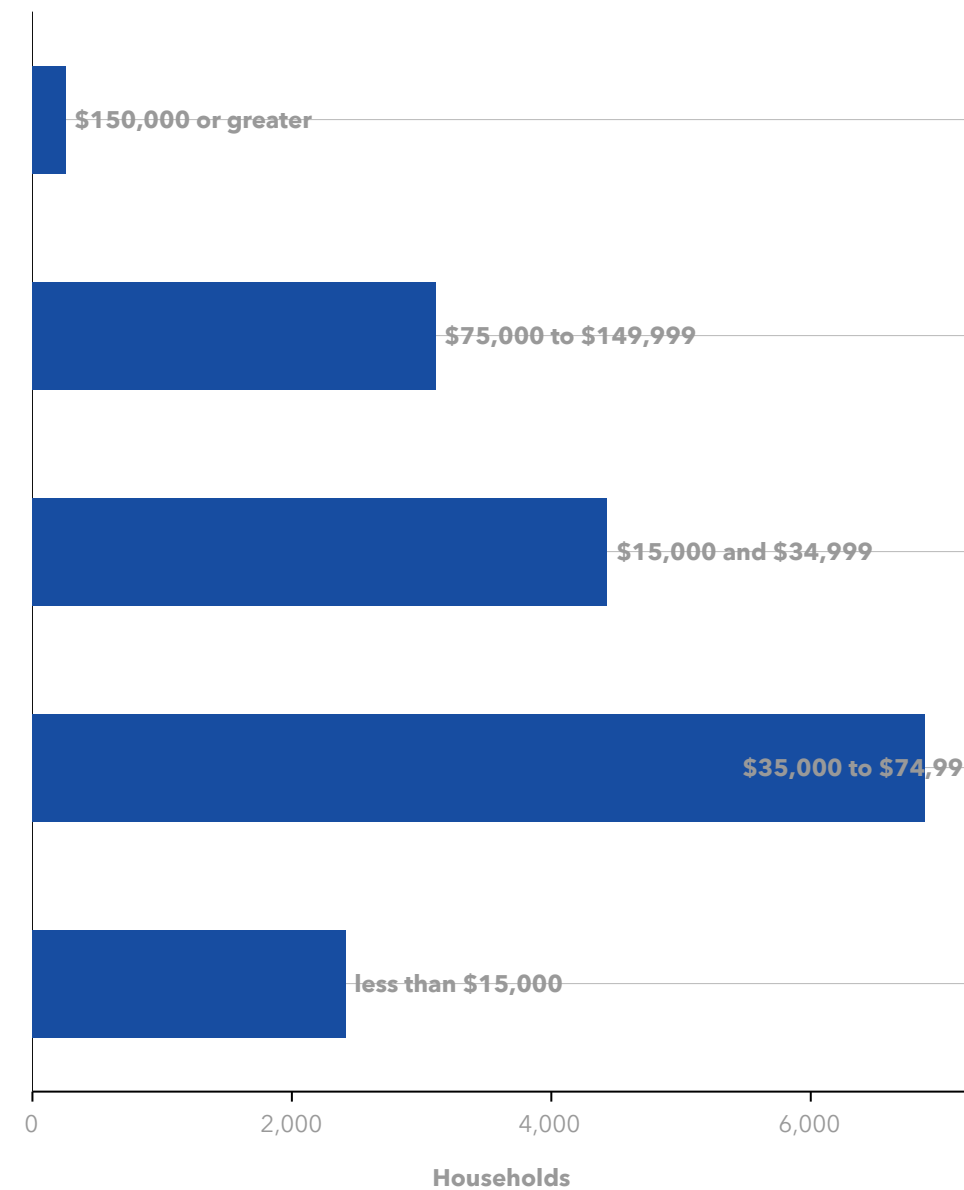
The largest group: \$50,000 - \$74,999 (20.6)

The smallest group: \$200,000+ (1.7)

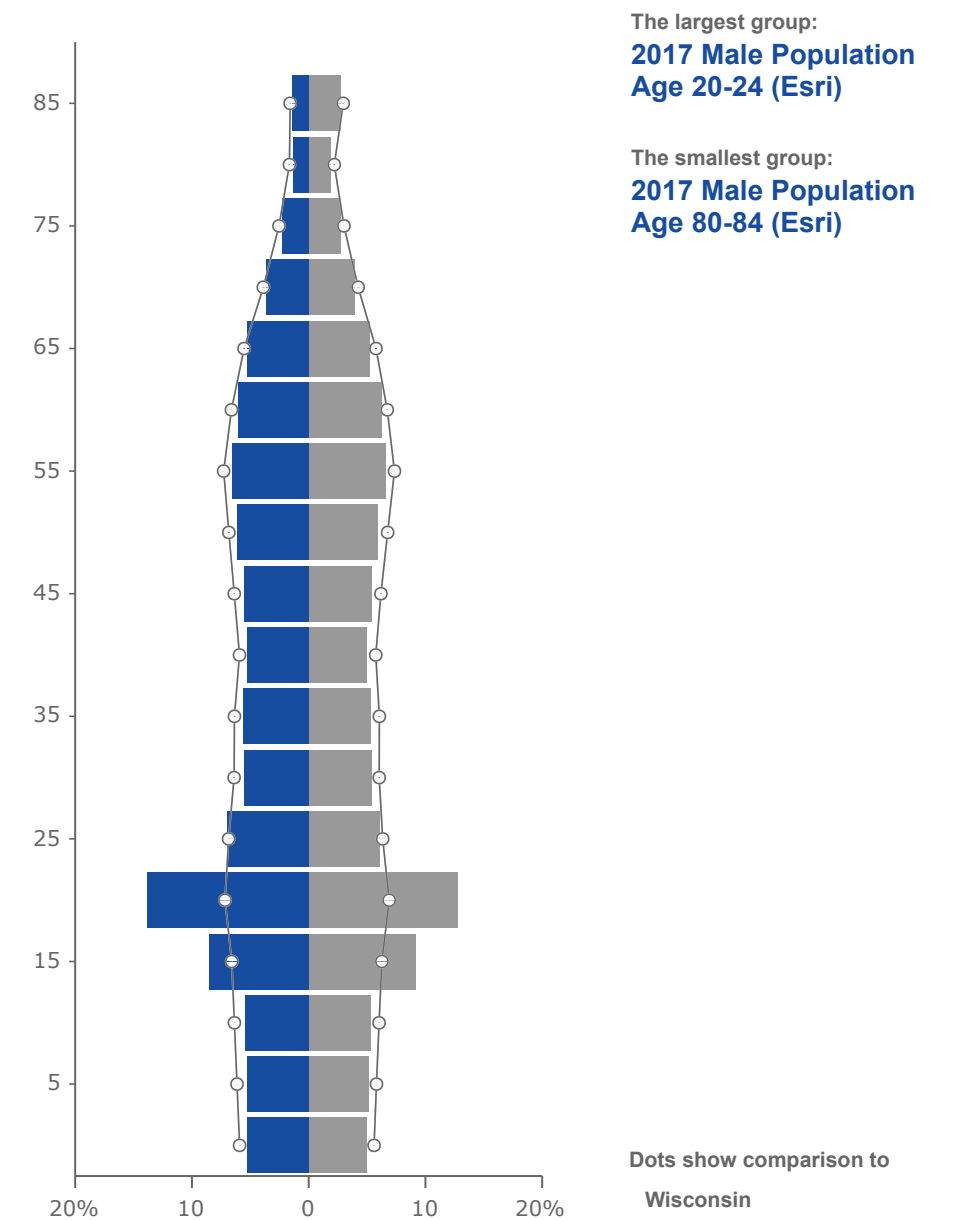
Indicator	Value	Difference
<\$15,000	11.7	+1.7
\$15,000 - \$24,999	9.3	-0.2
\$25,000 - \$34,999	10.6	+1.0
\$35,000 - \$49,999	15.7	+2.2
\$50,000 - \$74,999	20.6	+1.5
\$75,000 - \$99,999	13.0	-1.1
\$100,000 - \$149,999	13.7	-1.3
\$150,000 - \$199,999	3.5	-1.4
\$200,000+	1.7	-2.7

Bars show deviation from Wisconsin

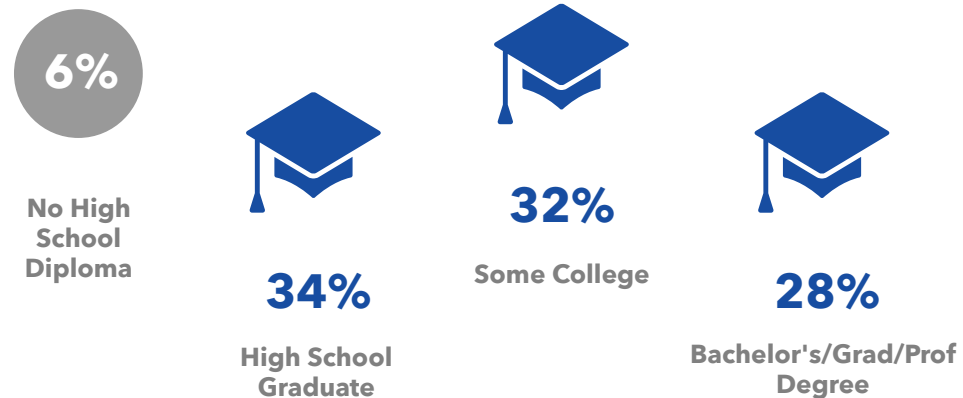
DISPOSABLE INCOME



Age Pyramid



EDUCATION





WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

Eau Claire County

2018 Profile

EMPLOYMENT



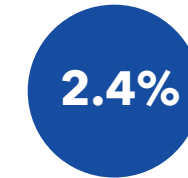
White Collar



Blue Collar

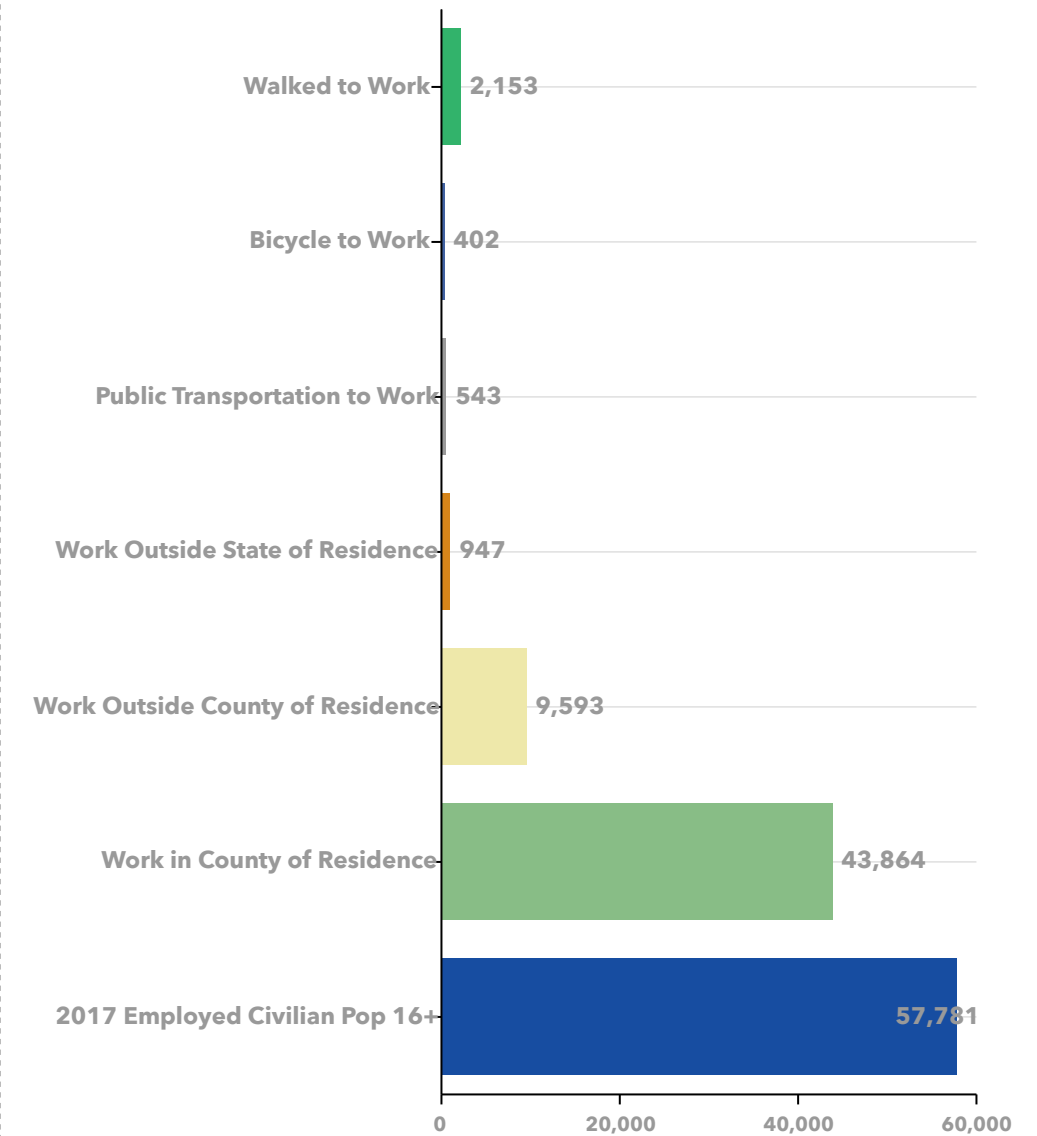


Services



Unemployment Rate

JOURNEY TO WORK



KEY FACTS

104,734

Population

35.2

Median Age



Average Household Size

\$52,358

Median Household Income

BUSINESS



4,232

Total Businesses



73,561

Total Employees

HOUSING STATS



\$165,997

Median Home Value



\$6,901

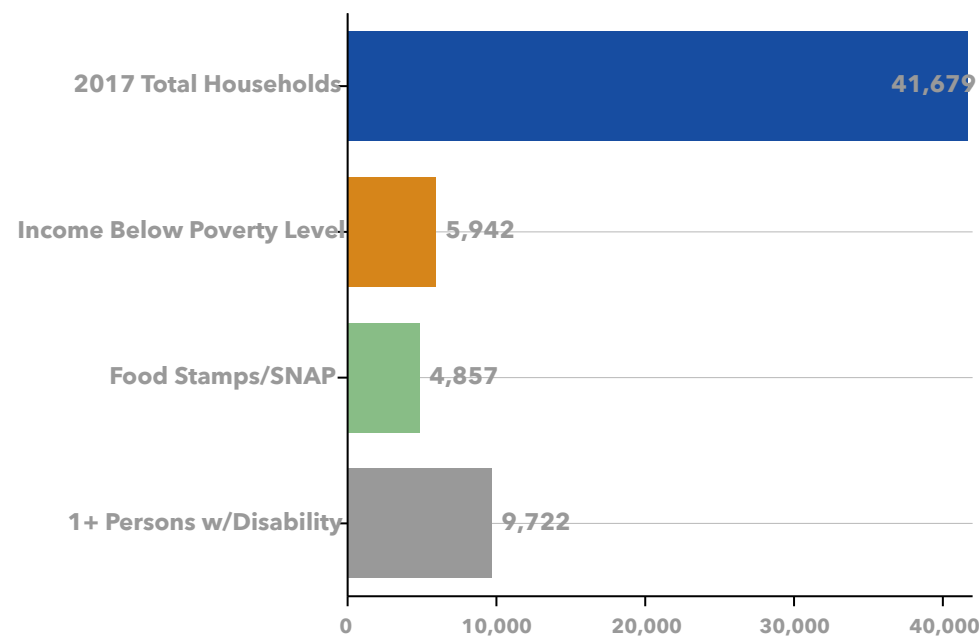
Average Spent on Mortgage & Basics



\$633

Median Contract Rent

AT RISK HOUSEHOLDS



Tapestry Segments

	8F Old and Newcomers 6,613 households	16 of Households
	5D Rustbelt Traditions 4,729 households	11 of Households
	6A Green Acres 4,571 households	11 of Households

Race and Ethnicity

The largest group: White Alone (91.12)

The smallest group: Pacific Islander Alone (0.07)

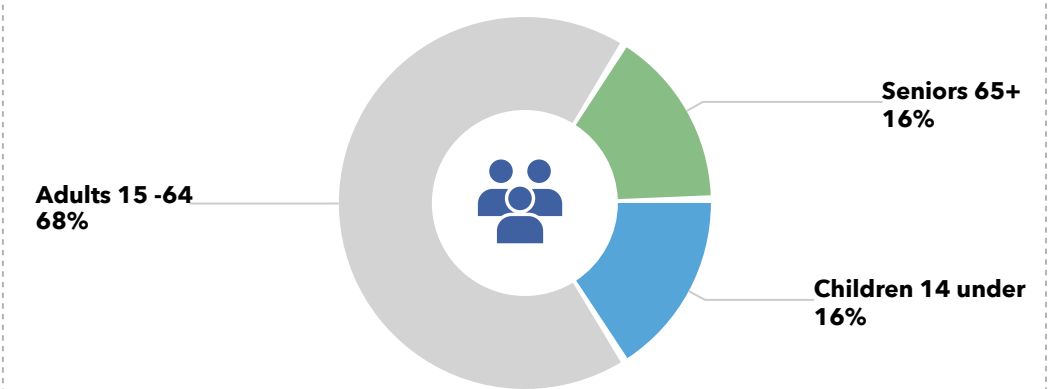
Indicator	Value	Difference
White Alone	91.12	+6.72
Black Alone	1.08	-5.40
American Indian/Alaska Native Alone	0.55	-0.48
Asian Alone	4.39	+1.45
Pacific Islander Alone	0.07	+0.03
Other Race	0.70	-2.13
Two or More Races	2.09	-0.19
Hispanic Origin (Any Race)	2.51	-4.53

Bars show deviation from Wisconsin

ANNUAL HOUSEHOLD SPENDING



AGE COMPOSITION



Households By Income

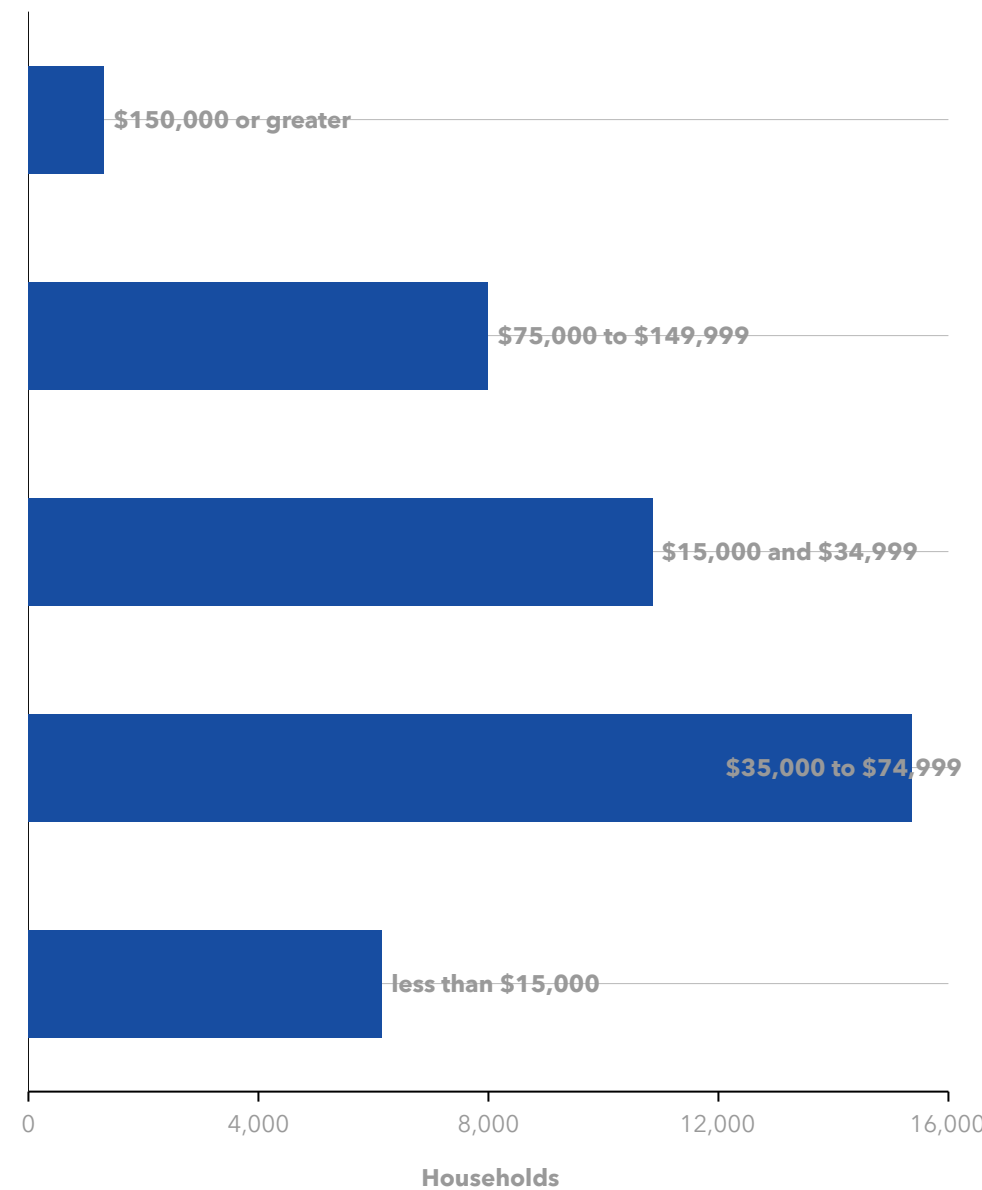
The largest group: \$50,000 - \$74,999 (18.1)

The smallest group: \$200,000+ (3.7)

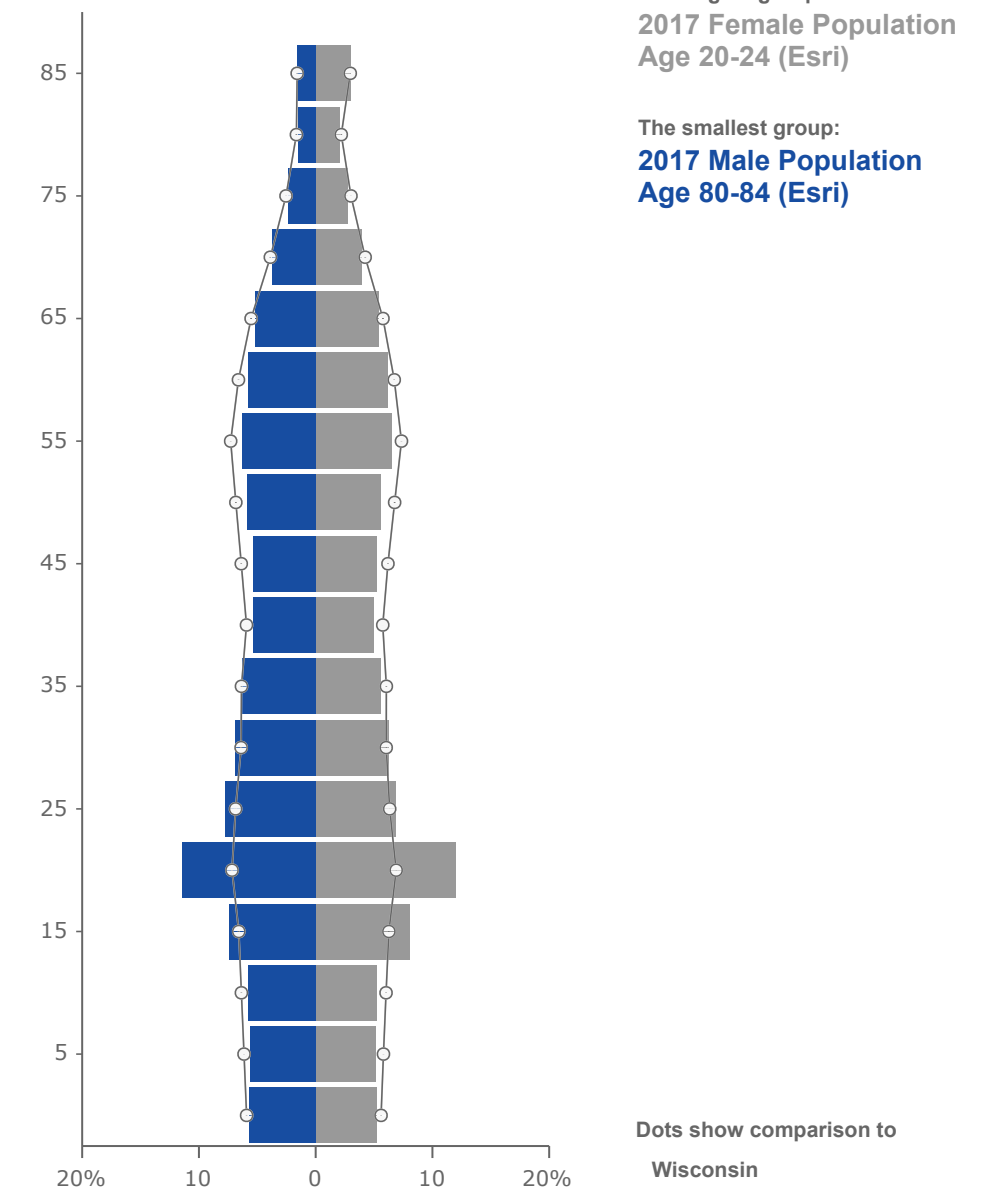
Indicator	Value	Difference
<\$15,000	11.8	+1.8
\$15,000 - \$24,999	11.5	+2.0
\$25,000 - \$34,999	10.1	+0.5
\$35,000 - \$49,999	14.1	+0.6
\$50,000 - \$74,999	18.1	-1.0
\$75,000 - \$99,999	12.6	-1.5
\$100,000 - \$149,999	14.1	-0.9
\$150,000 - \$199,999	3.9	-1.0
\$200,000+	3.7	-0.7

Bars show deviation from Wisconsin

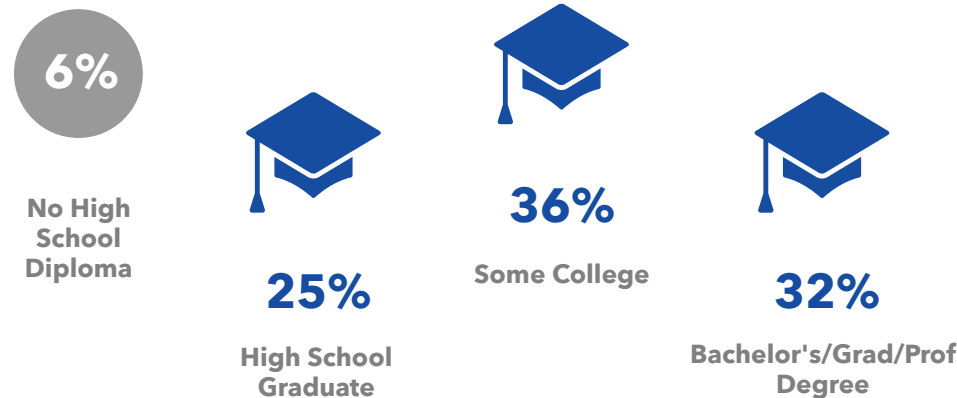
DISPOSABLE INCOME



Age Pyramid



EDUCATION





WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

Polk County

2018 Profile

EMPLOYMENT



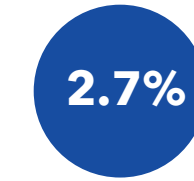
White Collar



Blue Collar

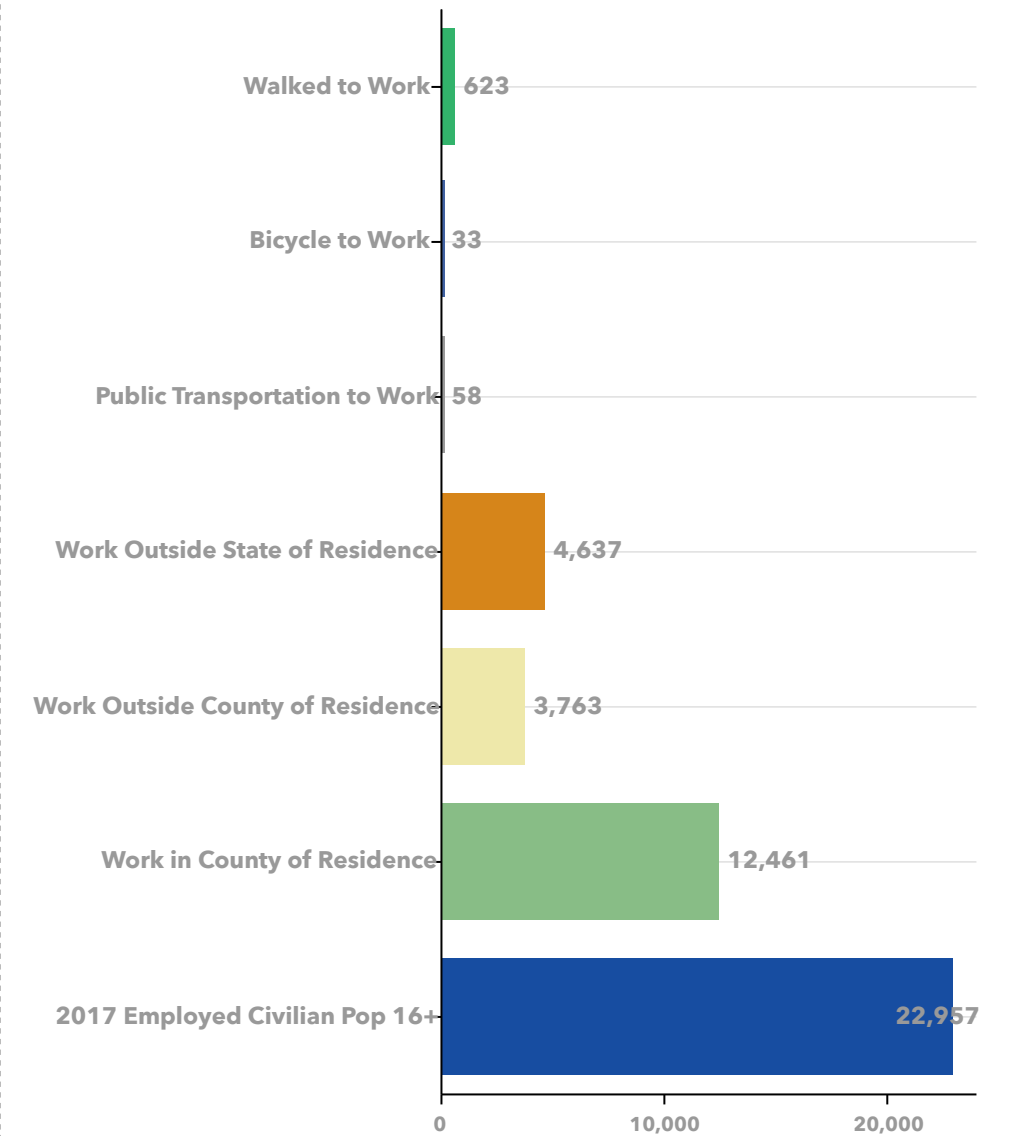


Services



Unemployment Rate

JOURNEY TO WORK



KEY FACTS

44,338

Population

44.3

Median Age



Average Household Size

\$54,679

Median Household Income

BUSINESS



1,985

Total Businesses



17,484

Total Employees

HOUSING STATS



\$181,431

Median Home Value



\$7,415

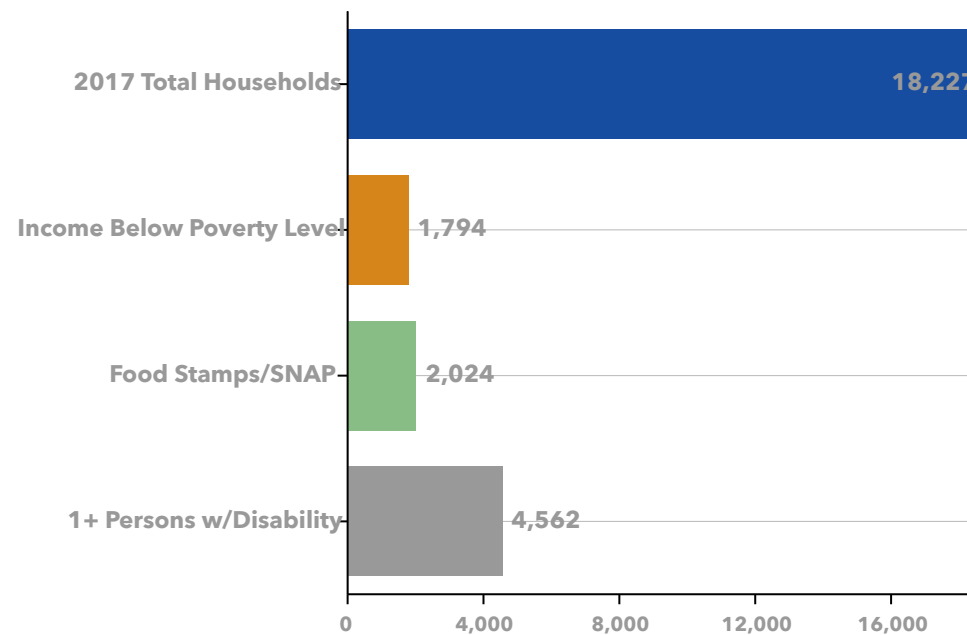
Average Spent on Mortgage & Basics



\$589

Median Contract Rent

AT RISK HOUSEHOLDS



Tapestry Segments

6B Salt of the Earth 5,028 households	28 of Households
6F Heartland Communities 4,259 households	23 of Households
6A Green Acres 1,972 households	11 of Households

Race and Ethnicity

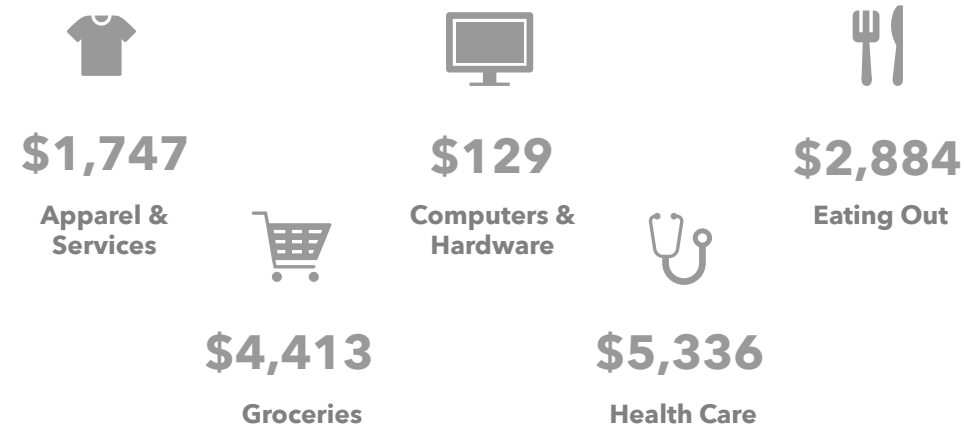
The largest group: White Alone (95.73)

The smallest group: Pacific Islander Alone (0.02)

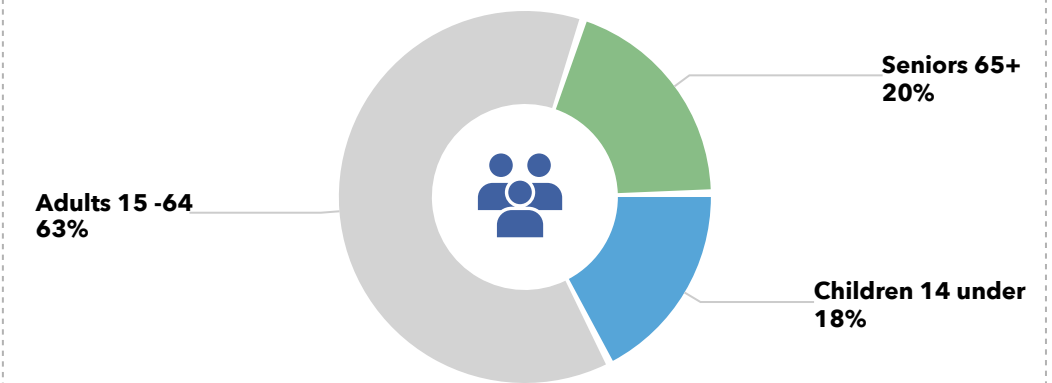
Indicator	Value	Difference
White Alone	95.73	+11.33
Black Alone	0.40	-6.08
American Indian/Alaska Native Alone	1.14	+0.11
Asian Alone	0.58	-2.36
Pacific Islander Alone	0.02	-0.02
Other Race	0.70	-2.13
Two or More Races	1.44	-0.84
Hispanic Origin (Any Race)	2.09	-4.95

Bars show deviation from Wisconsin

ANNUAL HOUSEHOLD SPENDING



AGE COMPOSITION



Households By Income

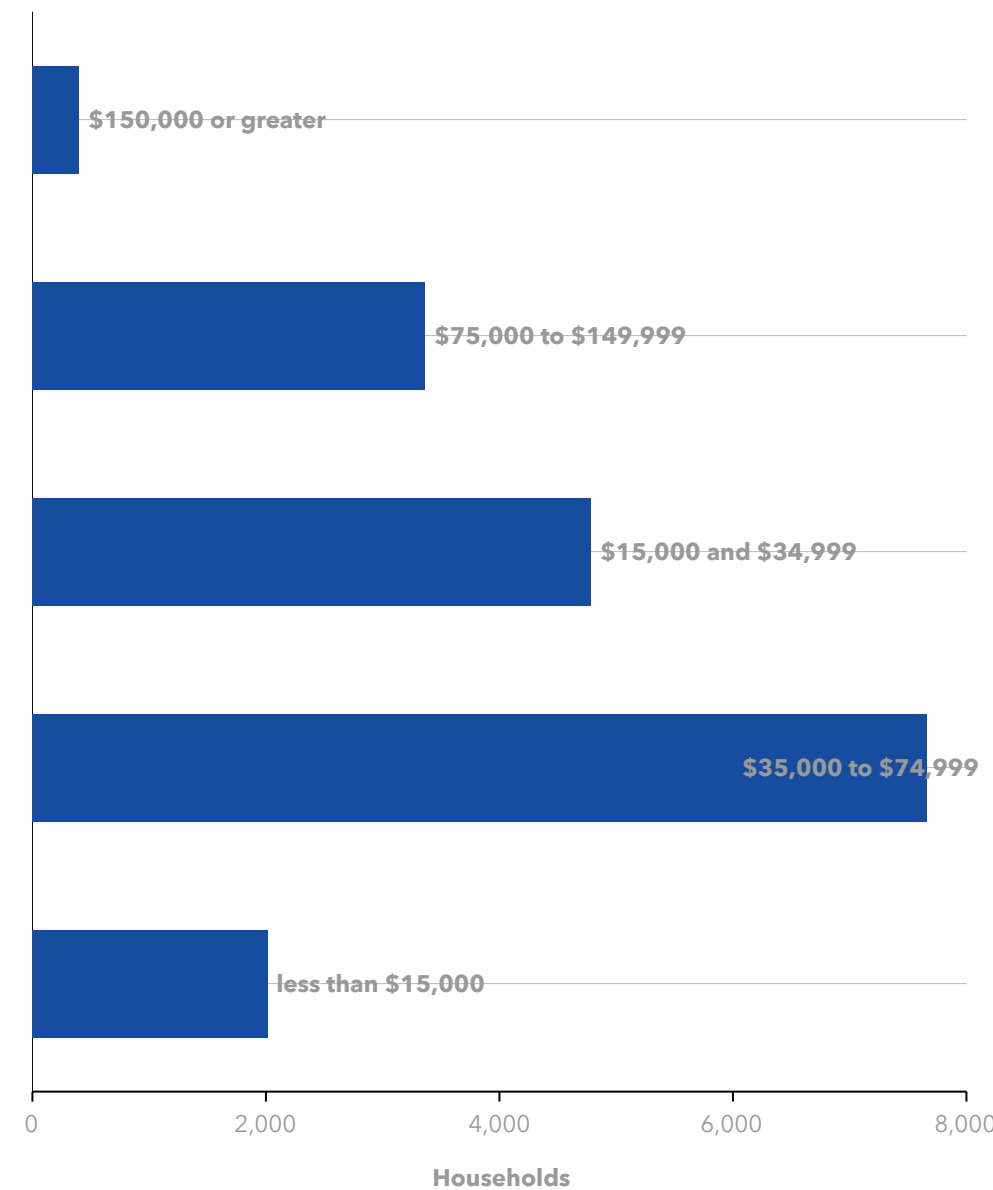
The largest group: \$50,000 - \$74,999 (21.9)

The smallest group: \$200,000+ (2.5)

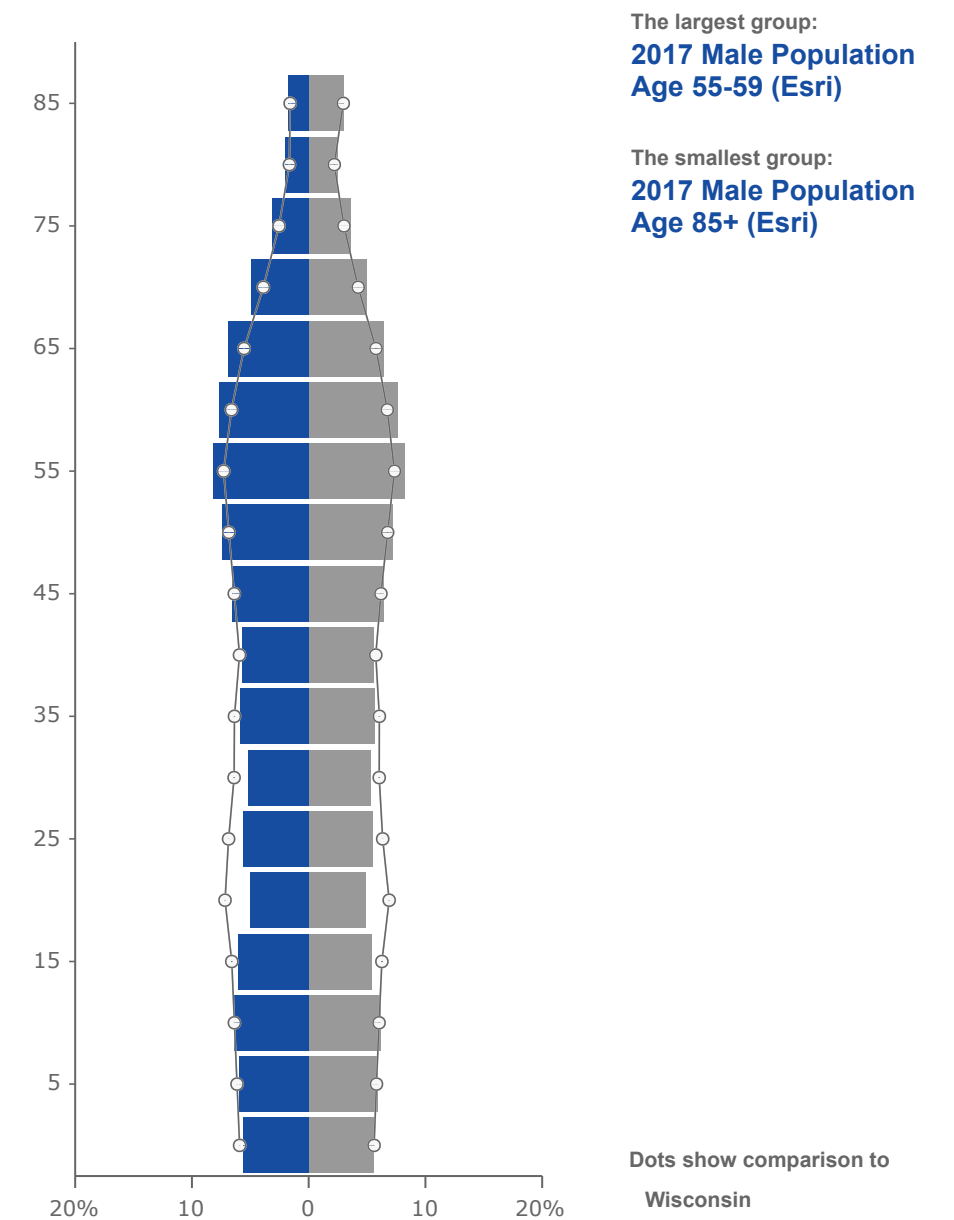
Indicator	Value	Difference
<\$15,000	8.3	-1.7
\$15,000 - \$24,999	10.3	+0.8
\$25,000 - \$34,999	10.8	+1.2
\$35,000 - \$49,999	14.8	+1.3
\$50,000 - \$74,999	21.9	+2.8
\$75,000 - \$99,999	14.0	-0.1
\$100,000 - \$149,999	13.4	-1.6
\$150,000 - \$199,999	4.0	-0.9
\$200,000+	2.5	-1.9

Bars show deviation from Wisconsin

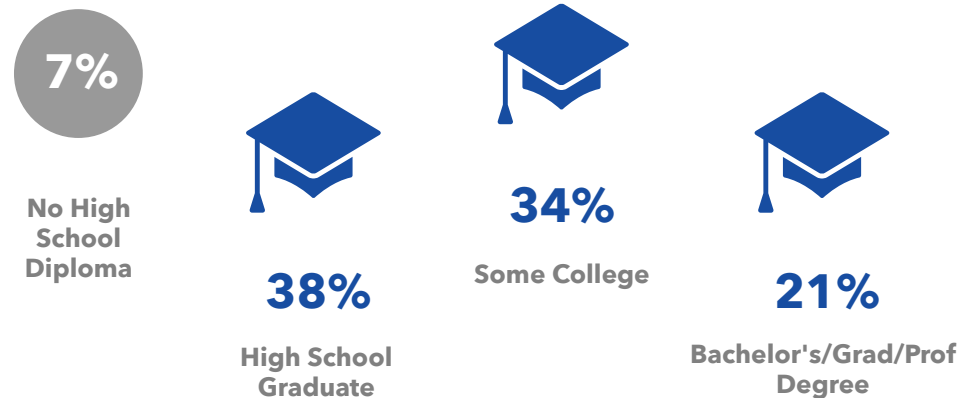
DISPOSABLE INCOME



Age Pyramid



EDUCATION





WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

St. Croix County

2018 Profile

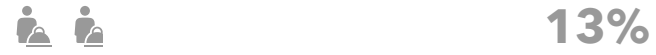
EMPLOYMENT



White Collar



Blue Collar

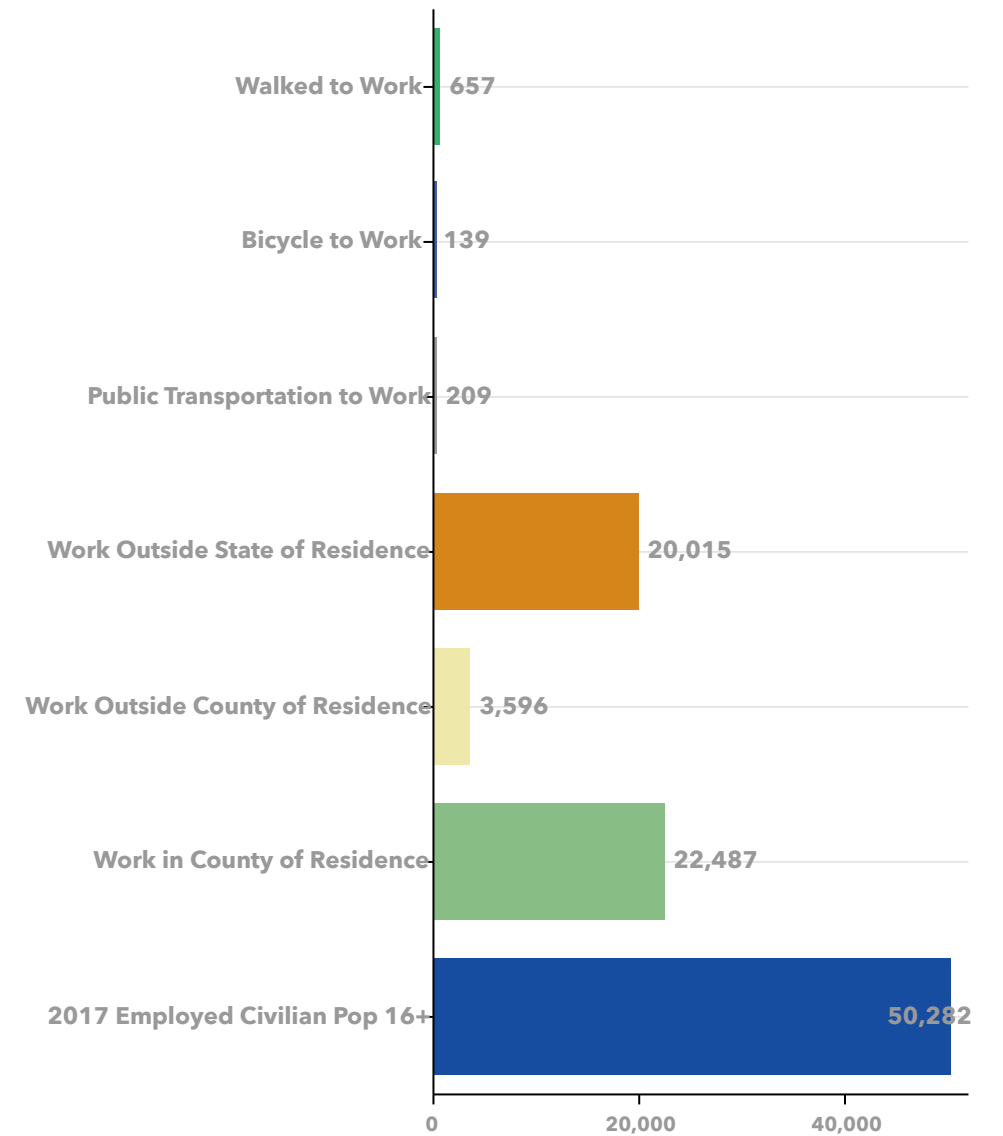


Services



Unemployment Rate

JOURNEY TO WORK



KEY FACTS

90,677

Population

38.2

Median Age



Average Household Size

\$78,398

Median Household Income

BUSINESS



3,551

Total Businesses



37,219

Total Employees

HOUSING STATS



\$245,809

Median Home Value



\$10,503

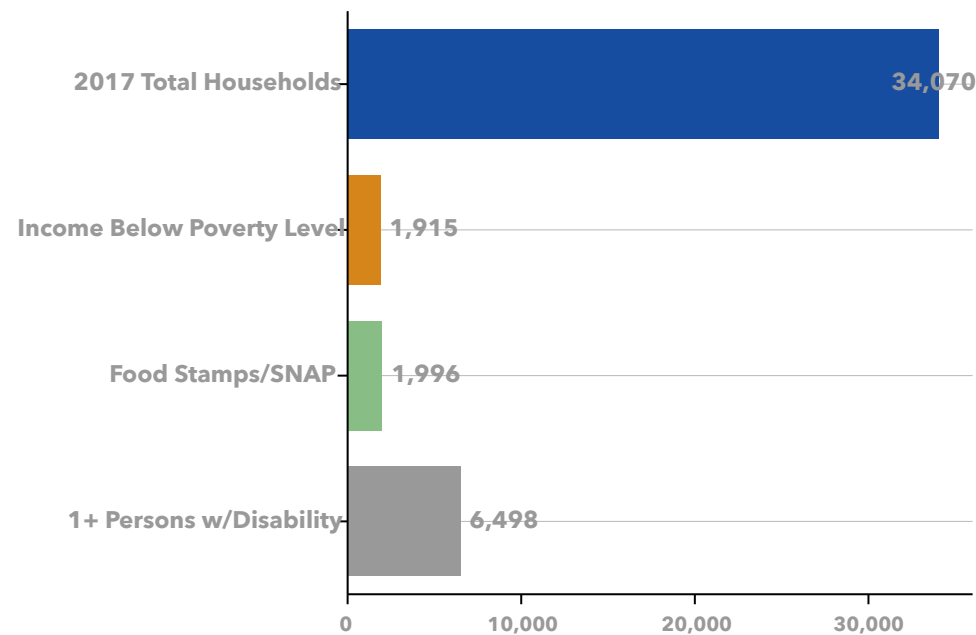
Average Spent on Mortgage & Basics



\$768

Median Contract Rent

AT RISK HOUSEHOLDS



Tapestry Segments

4C	Middleburg 6,497 households	19 of Households
4A	Soccer Moms 5,576 households	16 of Households
8C	Bright Young Professionals 3,204 households	9 of Households

Race and Ethnicity

The largest group: White Alone (95.23)

The smallest group: Pacific Islander Alone (0.04)

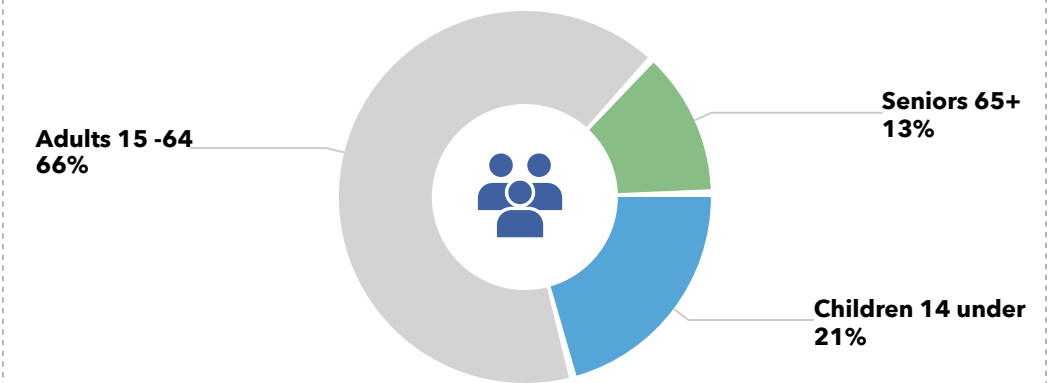
Indicator	Value	Difference
White Alone	95.23	+10.83
Black Alone	0.82	-5.66
American Indian/Alaska Native Alone	0.37	-0.66
Asian Alone	1.16	-1.78
Pacific Islander Alone	0.04	0
Other Race	0.68	-2.15
Two or More Races	1.69	-0.59
Hispanic Origin (Any Race)	2.40	-4.64

Bars show deviation from Wisconsin

ANNUAL HOUSEHOLD SPENDING



AGE COMPOSITION



Households By Income

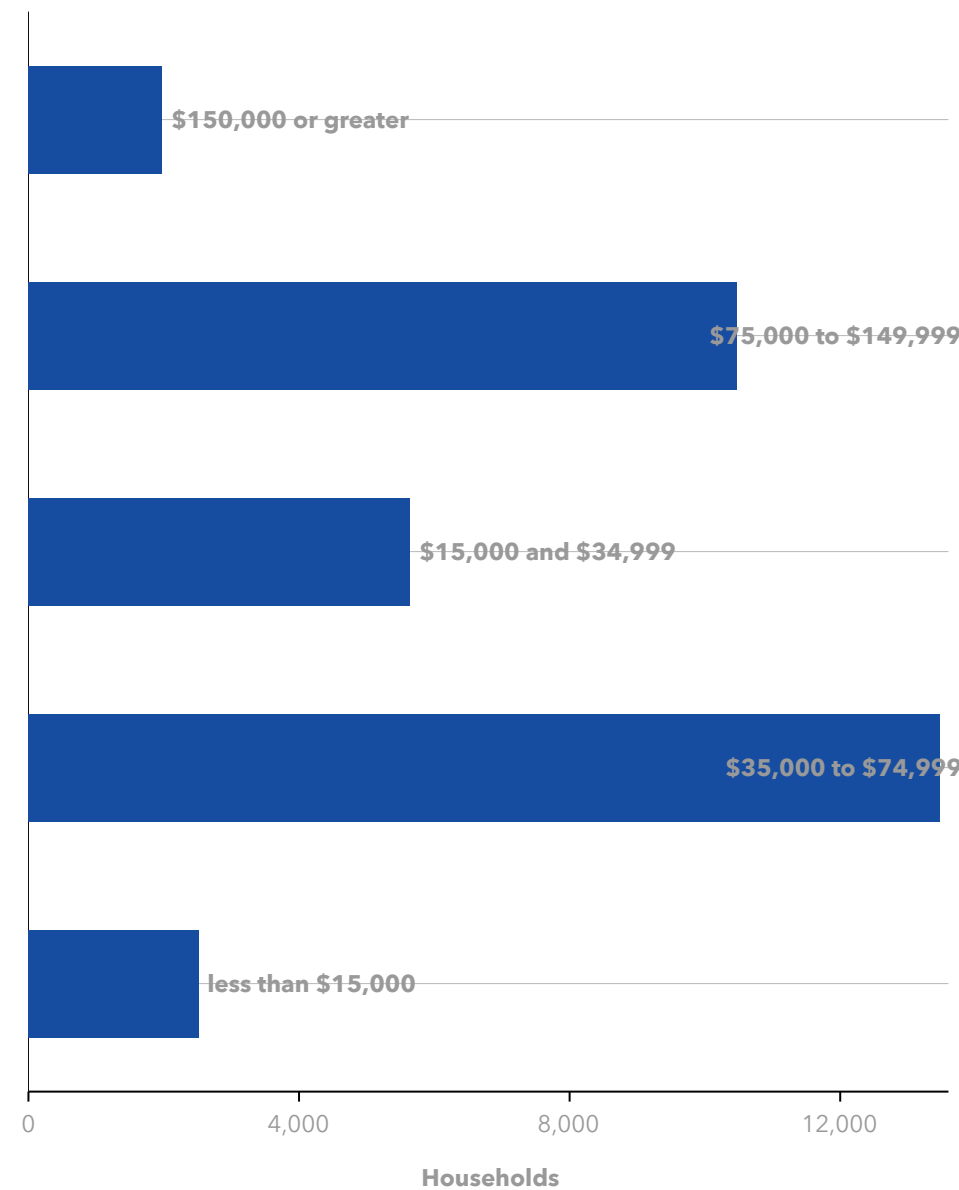
The largest group: \$100,000 - \$149,999 (21.4)

The smallest group: \$15,000 - \$24,999 (5.6)

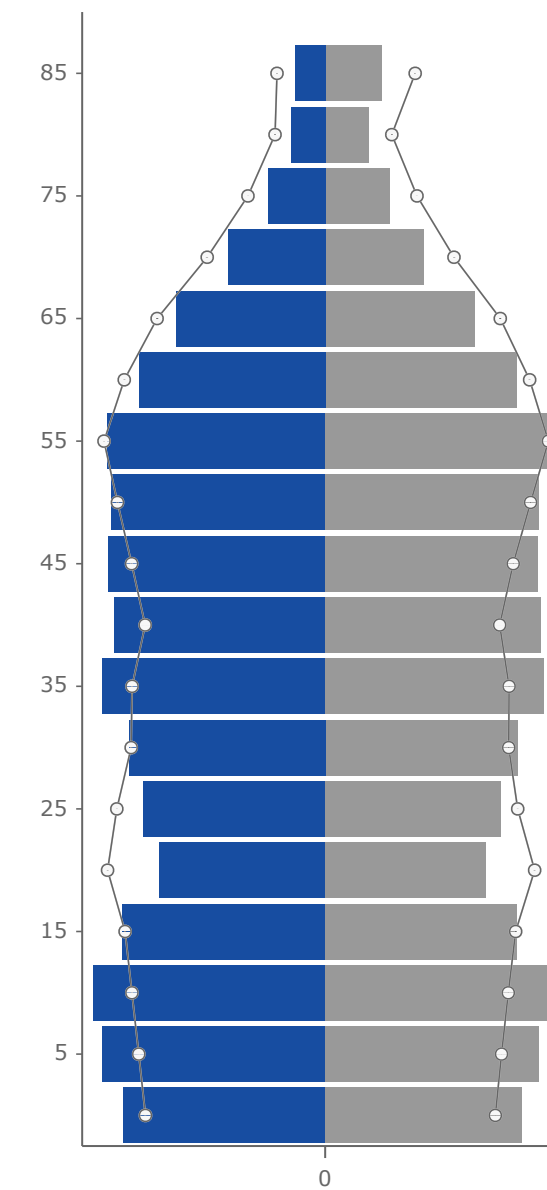
Indicator	Value	Difference
<\$15,000	6.0	-4.0
\$15,000 - \$24,999	5.6	-3.9
\$25,000 - \$34,999	6.8	-2.8
\$35,000 - \$49,999	10.6	-2.9
\$50,000 - \$74,999	18.0	-1.1
\$75,000 - \$99,999	16.8	+2.7
\$100,000 - \$149,999	21.4	+6.4
\$150,000 - \$199,999	7.9	+3.0
\$200,000+	6.9	+2.5

Bars show deviation from Wisconsin

DISPOSABLE INCOME



Age Pyramid

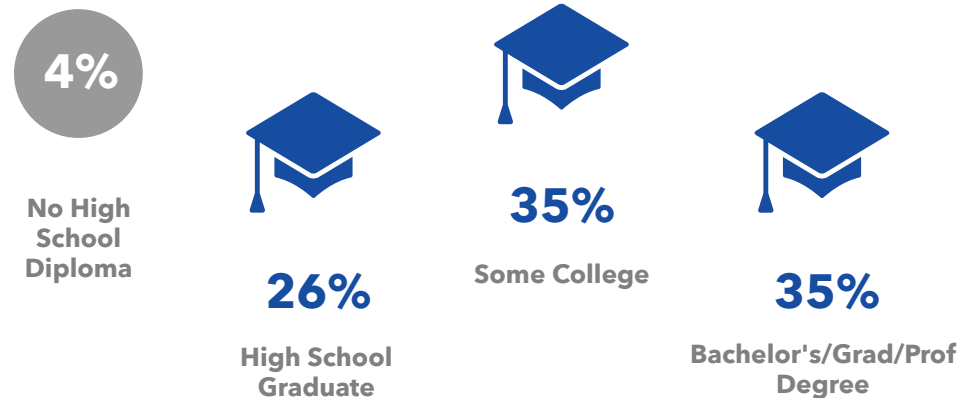


The largest group: 2017 Male Population Age 10-14 (Esri)

The smallest group: 2017 Male Population Age 85+ (Esri)

Dots show comparison to Wisconsin

EDUCATION





WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

All Seven Counties

2018 Profile

EMPLOYMENT



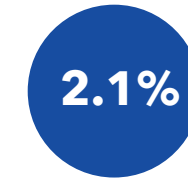
White Collar



Blue Collar

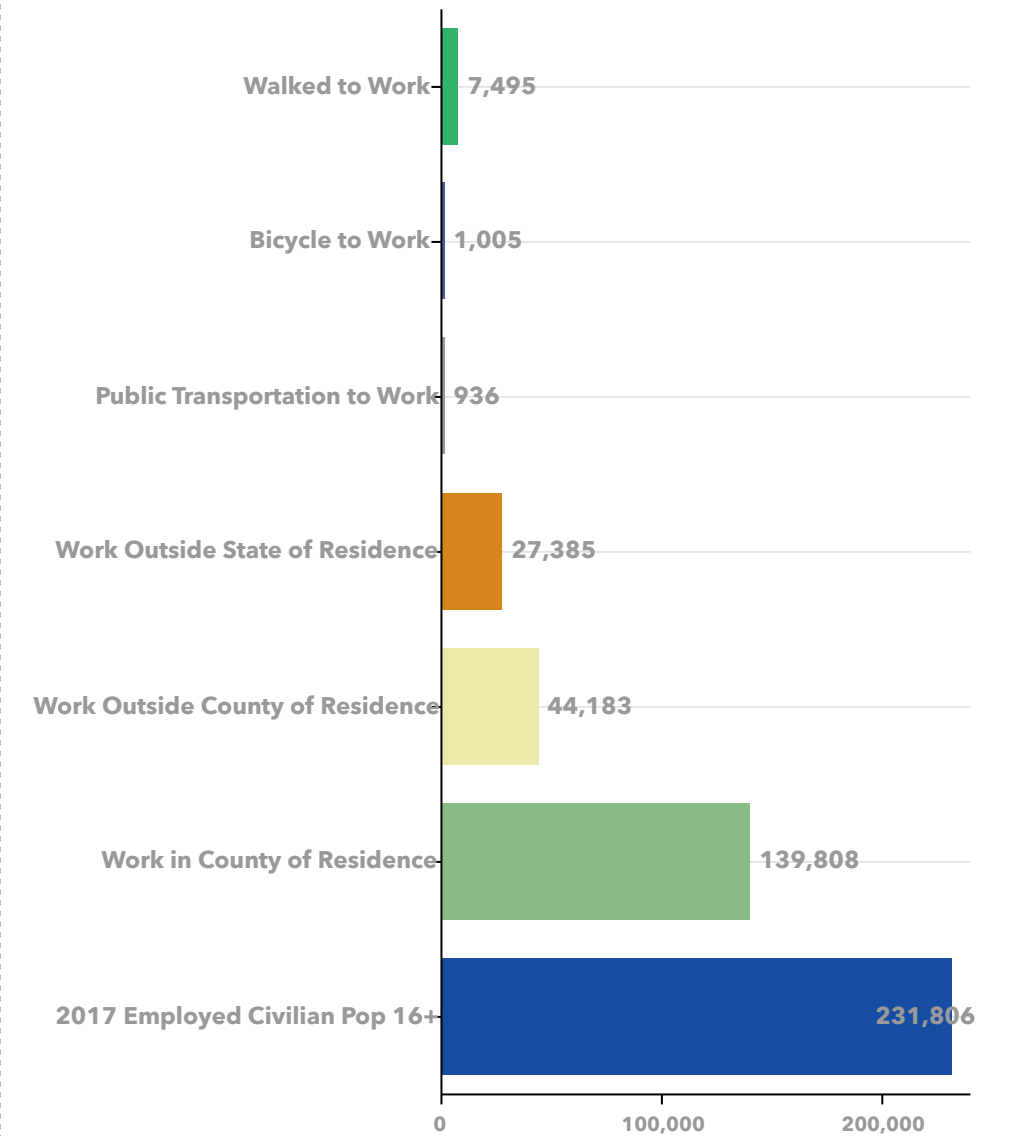


Services



Unemployment Rate

JOURNEY TO WORK



KEY FACTS

431,141

Population

38.9

Median Age



Average Household Size

\$55,961

Median Household Income

BUSINESS



17,822

Total Businesses



213,715

Total Employees

HOUSING STATS



\$177,720

Median Home Value



\$7,571

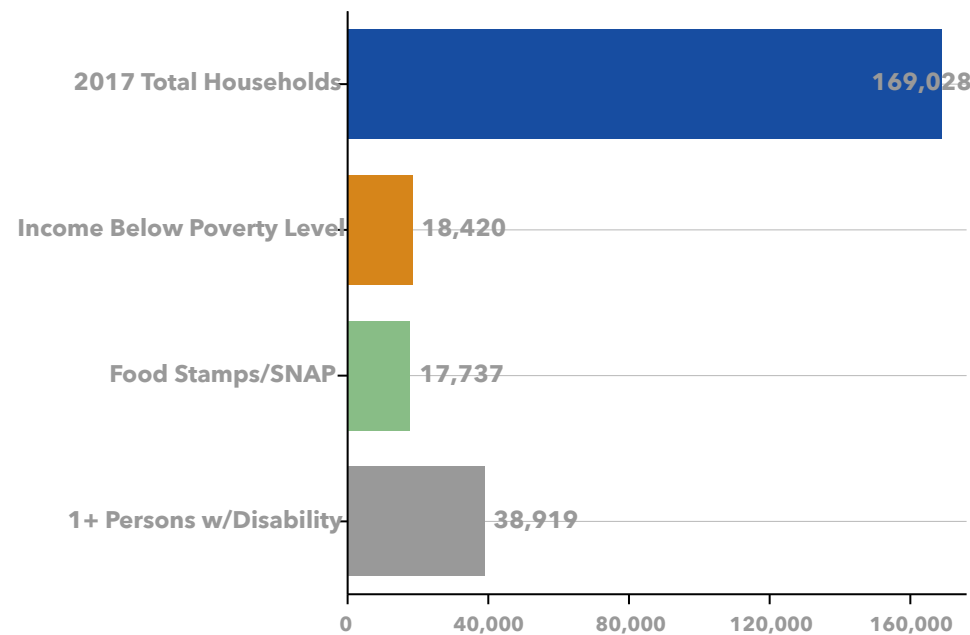
Average Spent on Mortgage & Basics



\$621

Median Contract Rent

AT RISK HOUSEHOLDS



Tapestry Segments

6F	Heartland Communities 21,022 households	12 of Households
6B	Salt of the Earth 17,810 households	11 of Households
4C	Middleburg 15,985 households	10 of Households

Race and Ethnicity

The largest group: White Alone (93.88)

The smallest group: Pacific Islander Alone (0.04)

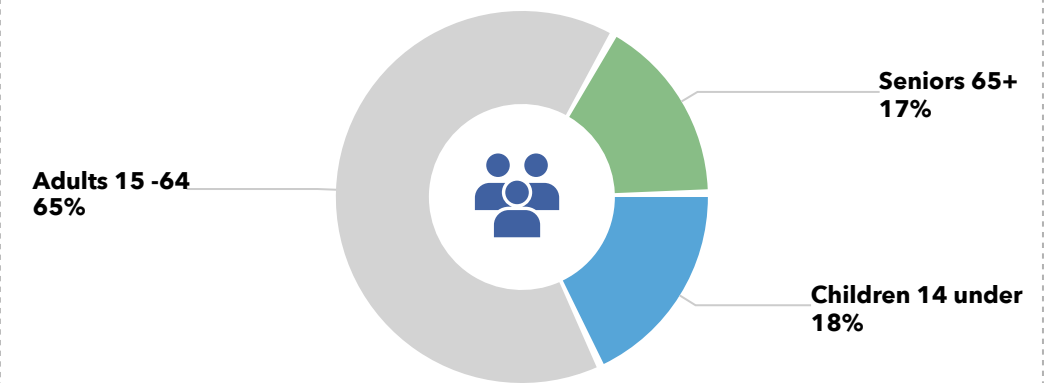
Indicator	Value	Difference
White Alone	93.88	+9.48
Black Alone	1.00	-5.48
American Indian/Alaska Native Alone	0.62	-0.41
Asian Alone	2.00	-0.94
Pacific Islander Alone	0.04	0
Other Race	0.86	-1.97
Two or More Races	1.61	-0.67
Hispanic Origin (Any Race)	2.55	-4.49

Bars show deviation from Wisconsin

ANNUAL HOUSEHOLD SPENDING



AGE COMPOSITION



Households By Income

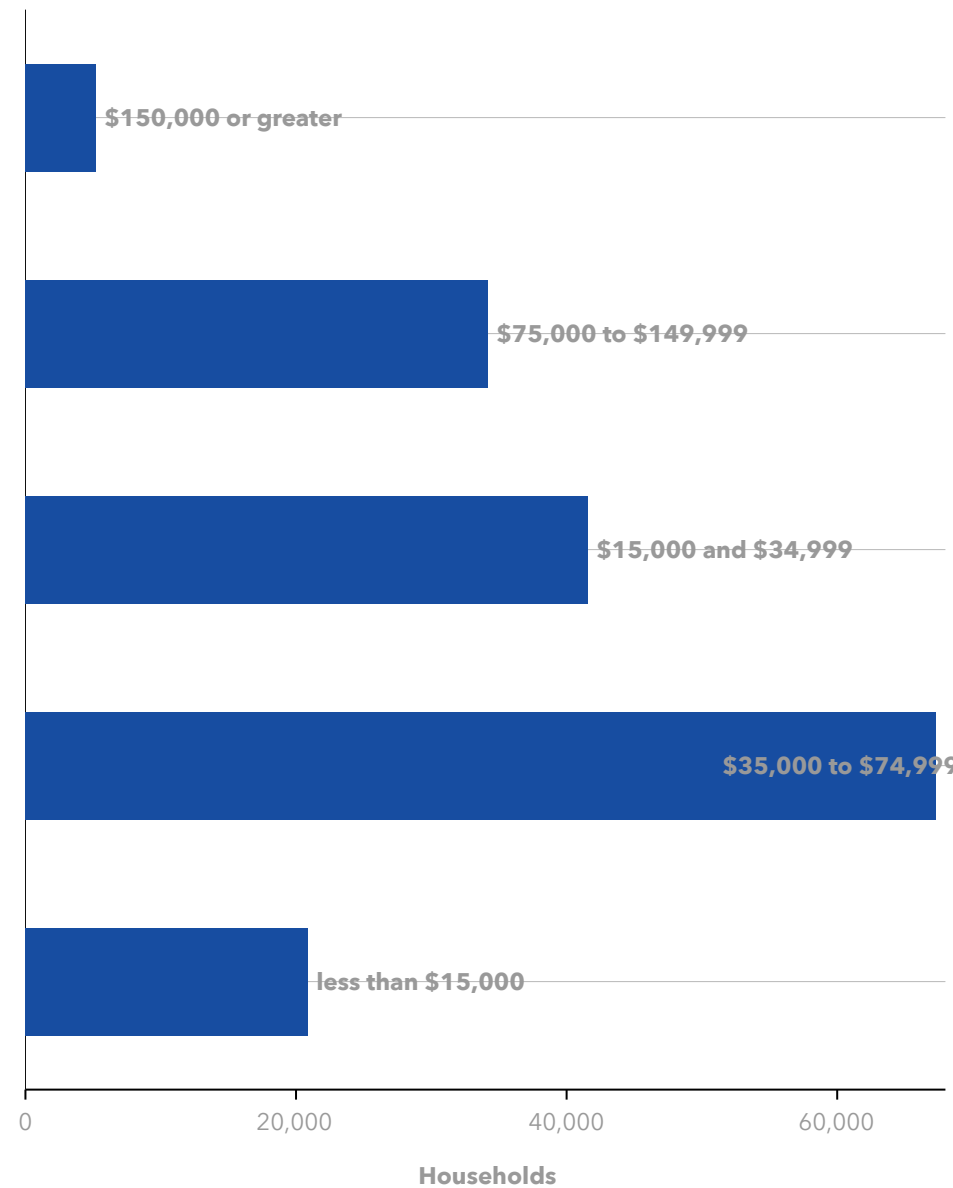
The largest group: \$50,000 - \$74,999 (19.9)

The smallest group: \$200,000+ (3.6)

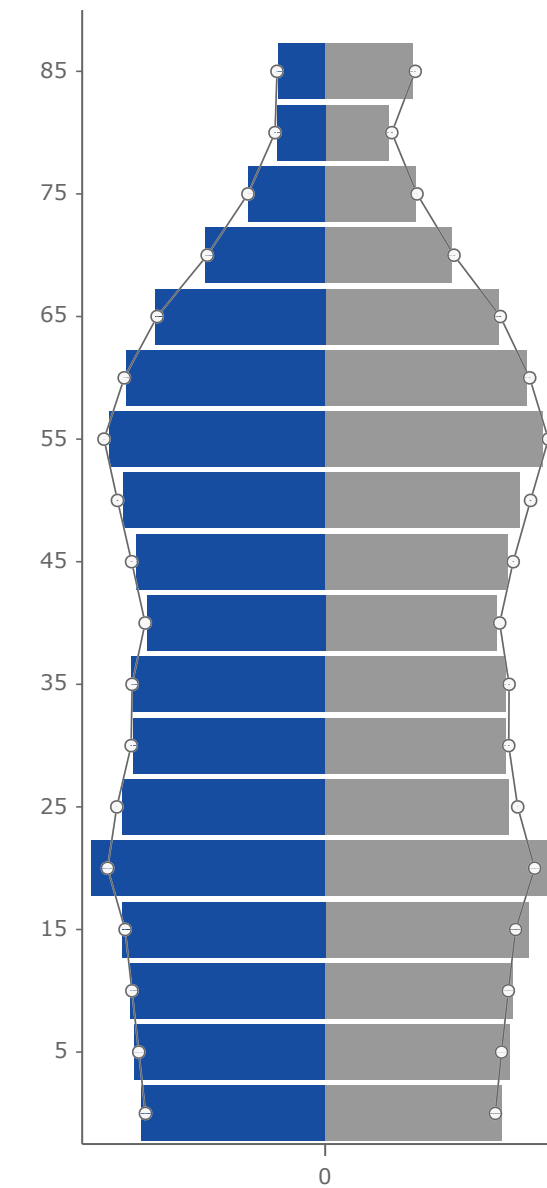
Indicator	Value	Difference
<\$15,000	9.8	-0.2
\$15,000 - \$24,999	9.8	+0.3
\$25,000 - \$34,999	9.8	+0.2
\$35,000 - \$49,999	14.2	+0.7
\$50,000 - \$74,999	19.9	+0.8
\$75,000 - \$99,999	13.9	-0.2
\$100,000 - \$149,999	14.5	-0.5
\$150,000 - \$199,999	4.5	-0.4
\$200,000+	3.6	-0.8

Bars show deviation from Wisconsin

DISPOSABLE INCOME



Age Pyramid



EDUCATION

