



Clark County

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Economy Overview

34,557

Population (2016)

Population **decreased by 179** over the last 5 years but is projected to **grow by 103** over the next 5 years.

12,895

Jobs (2016)

Jobs **grew by 1,082** over the last 5 years and are projected to **grow by 824** over the next 5 years.

\$45.0K

Median Household Income (2015)

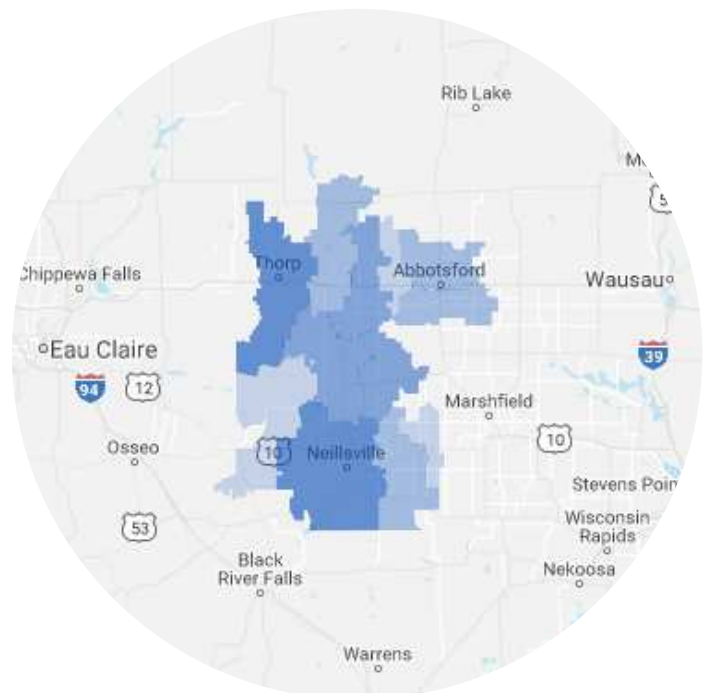
Median household income is **\$8.8K below** the national median household income of \$53.9K.

As of 2016 the region's population **declined by 0.5%** since 2011, falling by 179. Population is expected to **increase by 0.3%** between 2016 and 2021, adding 103.

From 2011 to 2016, jobs **increased by 9.2%** in Clark County from 11,813 to 12,895. This change **outpaced the national growth rate of 8.8% by 0.4%**. As the number of jobs increased, the **labor force participation rate increased from 66.4% to 68.9% between 2011 and 2016**.

Concerning educational attainment, **8.1% of Clark County residents possess a Bachelor's Degree** (10.2% below the national average), and **8.4% hold an Associate's Degree** (0.5% above the national average).

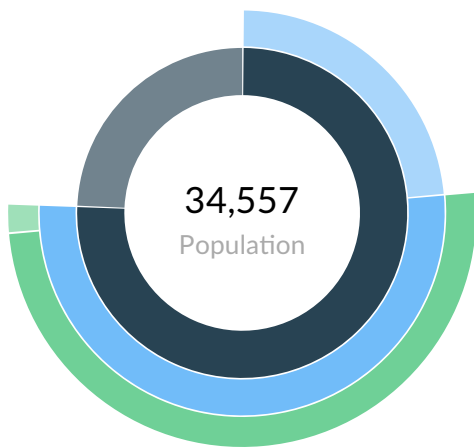
The top three industries in 2016 are Animal Production and Aquaculture, Local Government, Excluding Education and Hospitals, and Dairy Product Manufacturing.



Economy Overview - Cont.

Economy Overview - Cont.

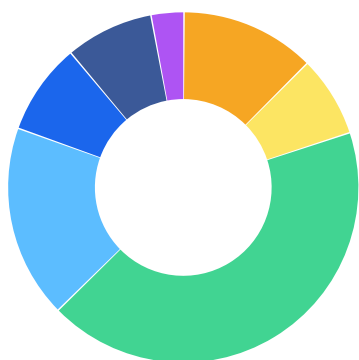
2016 Labor Force Breakdown



	Population
● Total Working Age Population	26,113
● Not in Labor Force (15+)	8,118
● Labor Force	17,995
● Employed	17,298
● Unemployed	697
● Under 15	8,444

Educational Attainment

Concerning educational attainment, **8.1% of Clark County residents possess a Bachelor's Degree** (10.2% below the national average), and **8.4% hold an Associate's Degree** (0.5% above the national average).

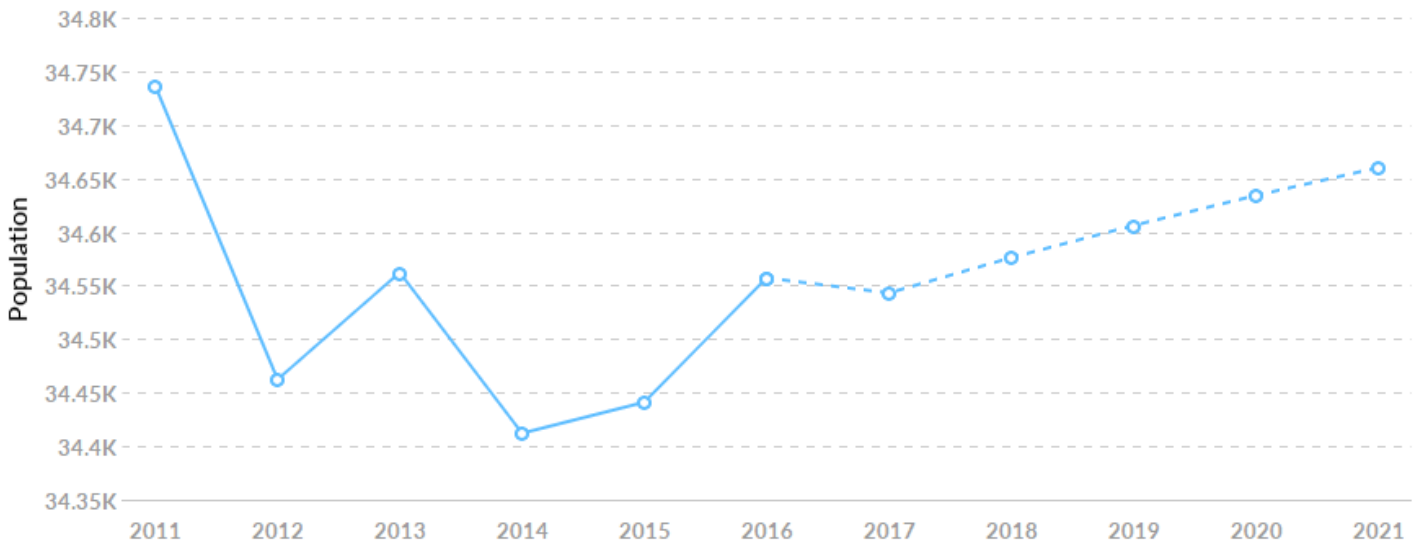


	% of Population	Population
● Less Than 9th Grade	12.4%	2,698
● 9th Grade to 12th Grade	7.5%	1,620
● High School Diploma	42.7%	9,280
● Some College	17.8%	3,873
● Associate's Degree	8.4%	1,833
● Bachelor's Degree	8.1%	1,766
● Graduate Degree and Higher	3.0%	657

Historic & Projected Trends

Population Trends

As of 2016 the region's population declined by 0.5% since 2011, falling by 179. Population is expected to increase by 0.3% between 2016 and 2021, adding 103.

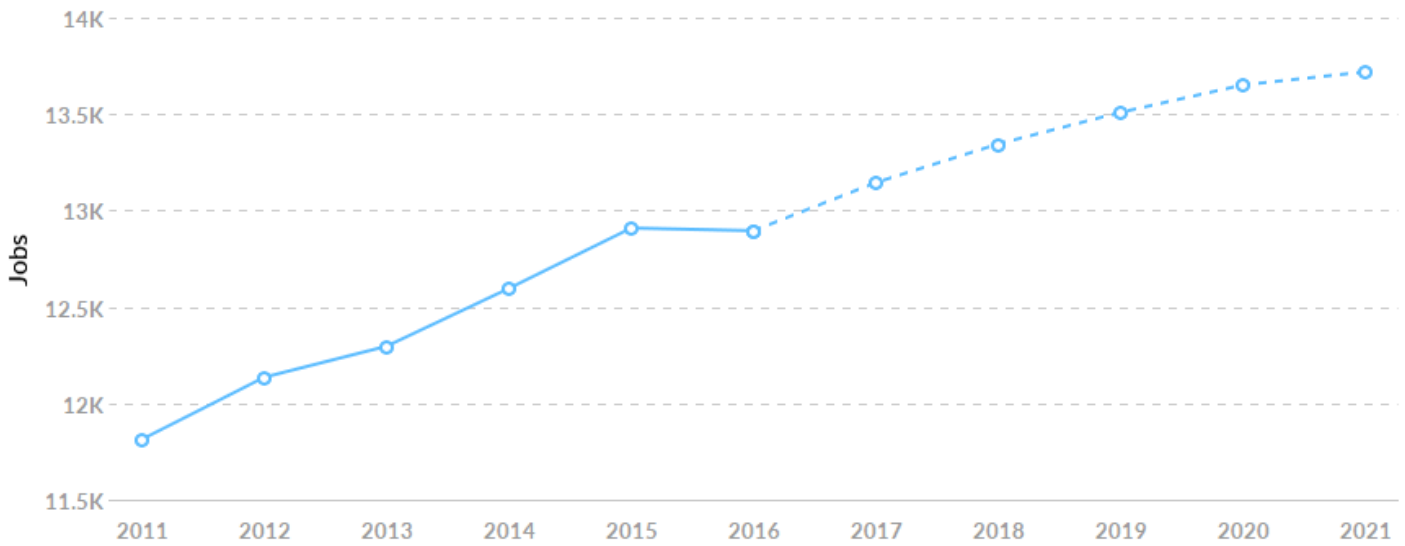


Timeframe	Population
2011	34,736
2012	34,462
2013	34,562
2014	34,412
2015	34,441
2016	34,557
2017	34,543
2018	34,576
2019	34,606
2020	34,634
2021	34,660

Historic & Projected Trends - Cont.

Job Trends

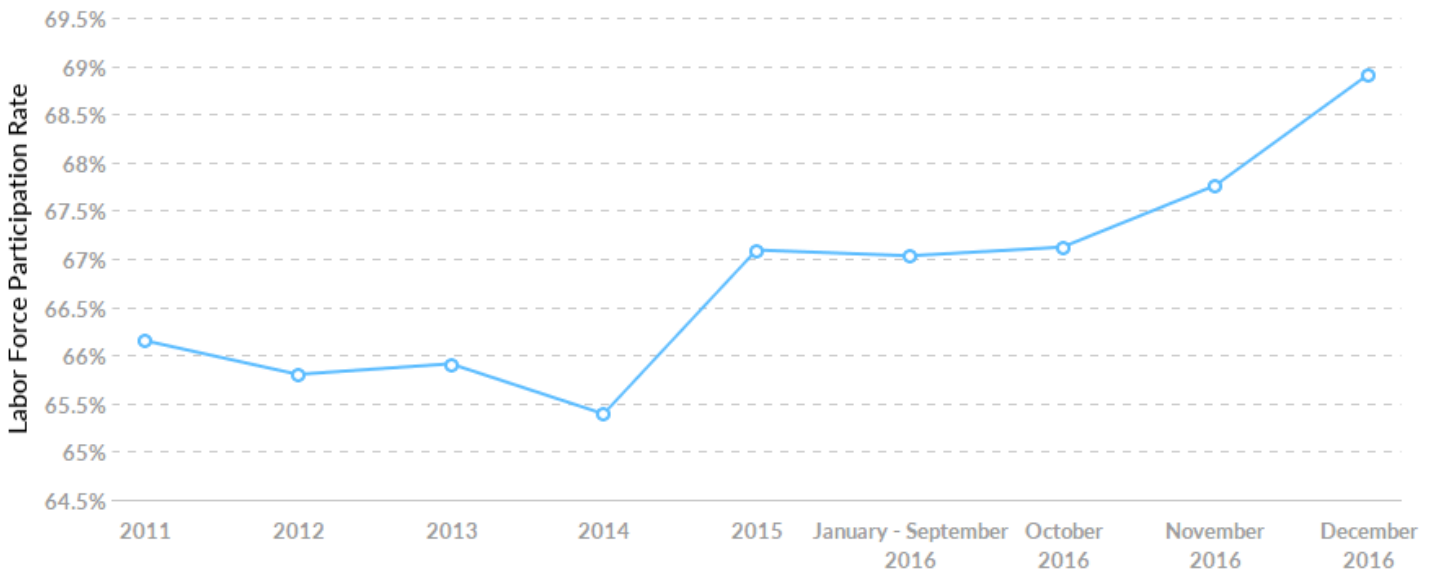
From 2011 to 2016, jobs increased by 9.2% in Clark County from 11,813 to 12,895. This change outpaced the national growth rate of 8.8% by 0.4%.



Timeframe	Jobs
2011	11,813
2012	12,135
2013	12,296
2014	12,596
2015	12,909
2016	12,895
2017	13,145
2018	13,345
2019	13,509
2020	13,651
2021	13,719

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

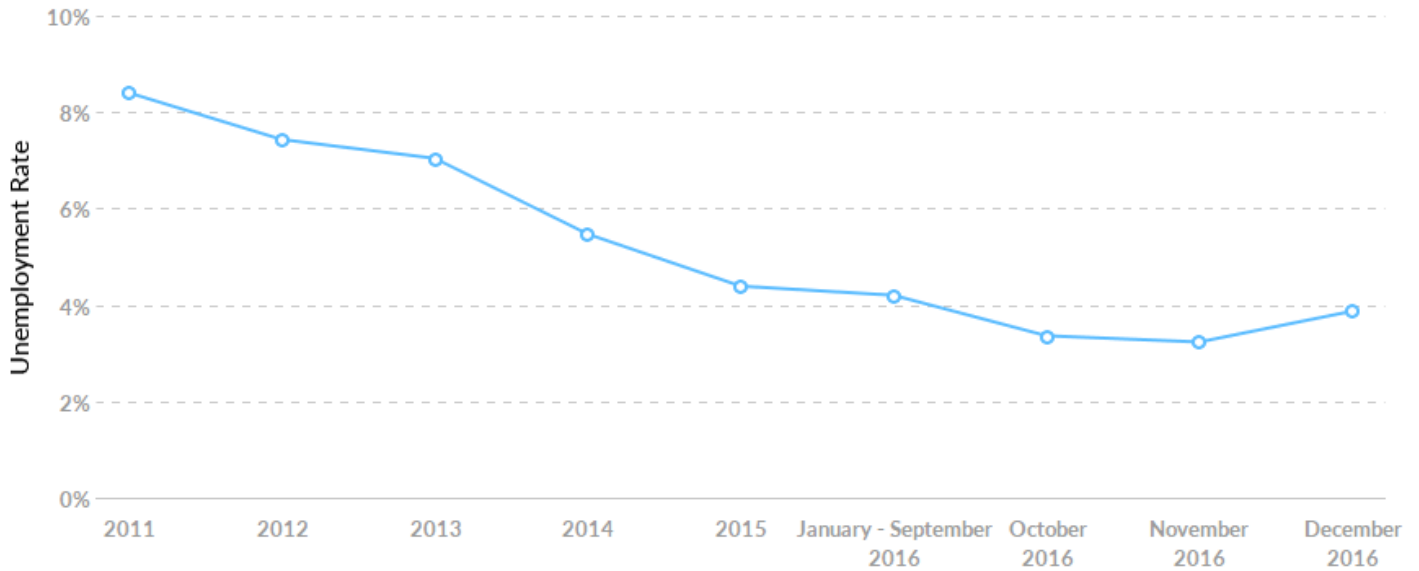


Timeframe	Labor Force Participation Rate
2011	66.15%
2012	65.80%
2013	65.91%
2014	65.39%
2015	67.09%
January - September 2016	67.03%
October 2016	67.12%
November 2016	67.76%
December 2016	68.91%

Historic & Projected Trends - Cont.

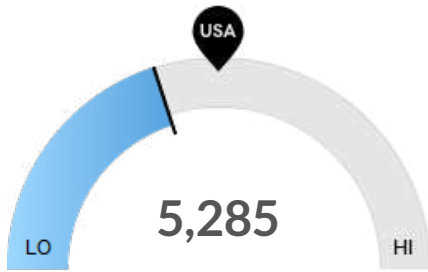
Unemployment Rate Trends

Clark County had a December 2016 unemployment rate of 3.87%, decreasing from 8.40% 5 years before.



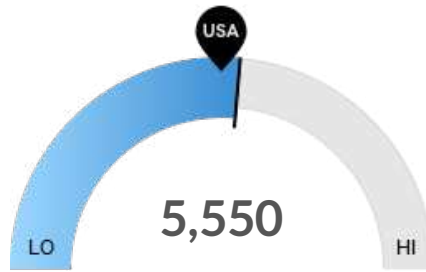
Timeframe	Unemployment Rate
2011	8.40%
2012	7.43%
2013	7.04%
2014	5.47%
2015	4.39%
January - September 2016	4.20%
October 2016	3.36%
November 2016	3.23%
December 2016	3.87%

Population Characteristics



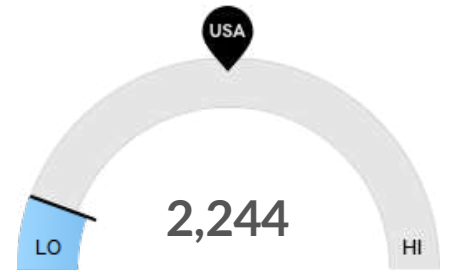
Millennials

Clark County has 5,285 millennials (ages 20-34). The national average for an area this size is 7,160.



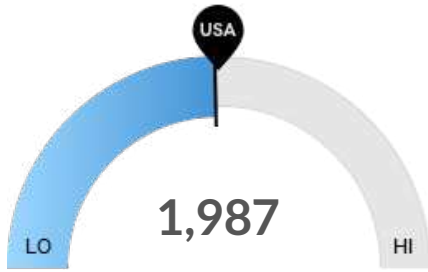
Retiring Soon

Retirement risk is about average in Clark County. The national average for an area this size is 5,123 people 65 or older, while there are 5,550 here.



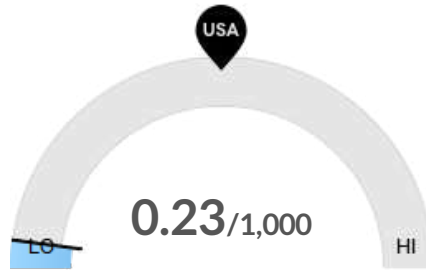
Racial Diversity

Racial diversity is low in Clark County. The national average for an area this size is 13,194 racially diverse people, while there are 2,244 here.



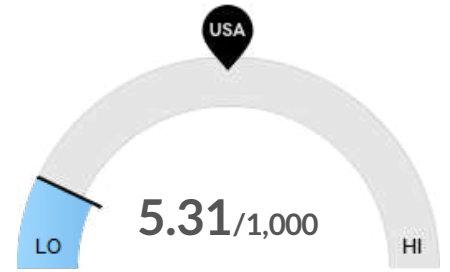
Veterans

Clark County has 1,987 veterans. The national average for an area this size is 2,021.



Violent Crime

Clark County has 0.23 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



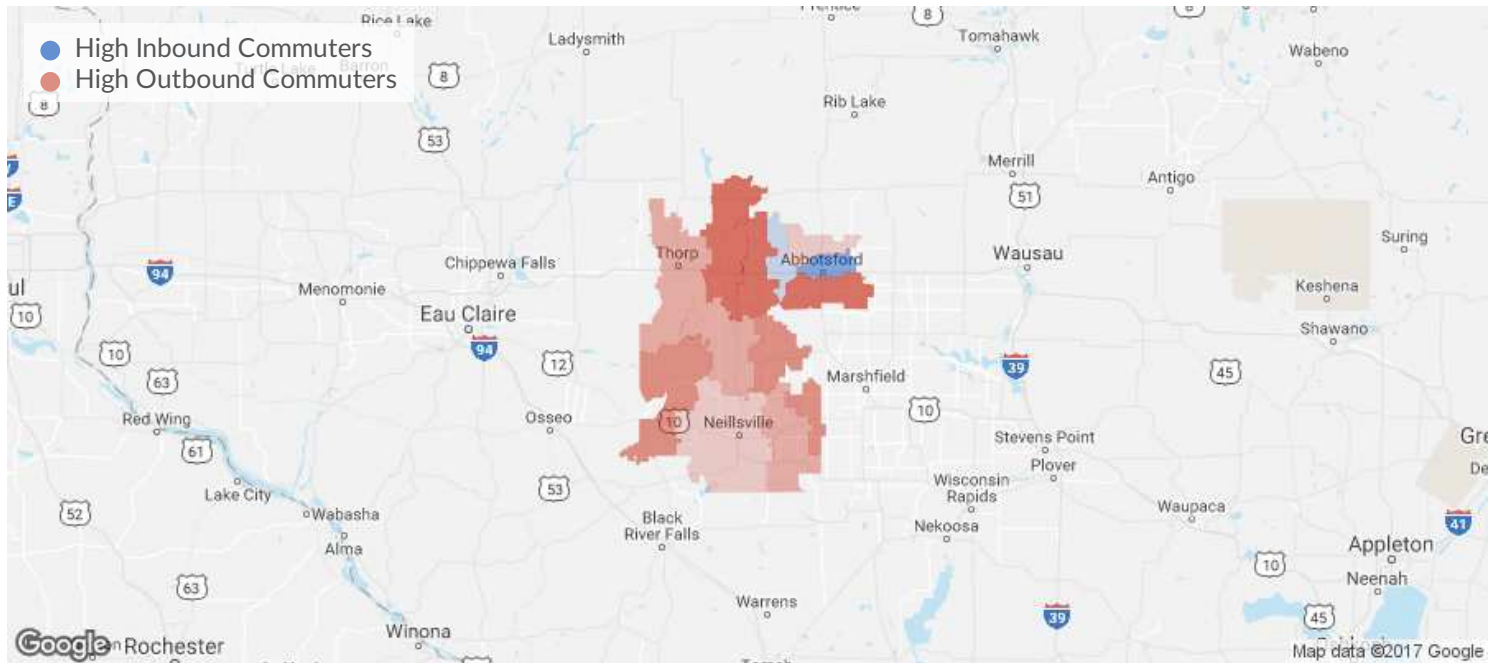
Property Crime

Clark County has 5.31 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 Clark County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

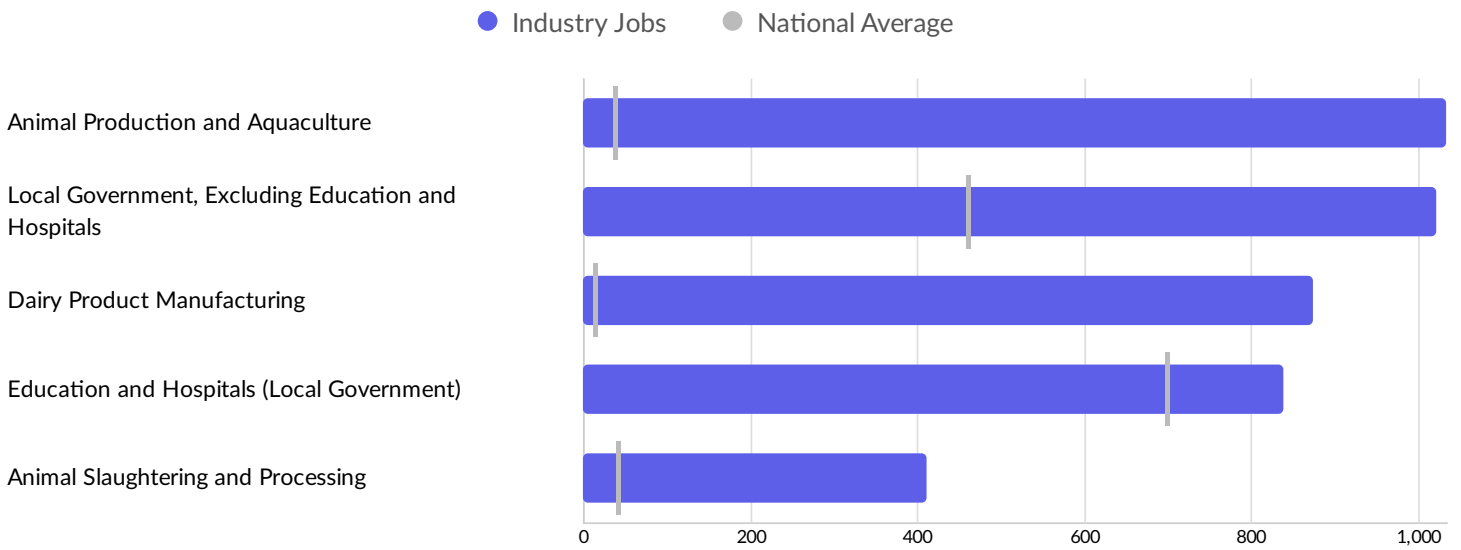
ZIP	Name	2016 Employment
54456	Neillsville, WI (in Clark...	2,518
54771	Thorp, WI (in Clark cou...	1,811
54405	Abbotsford, WI (in Cla...	1,501
54446	Loyal, WI (in Clark cou...	1,366
54437	Greenwood, WI (in Cla...	1,125

Where Talent Lives

ZIP	Name	2016 Workers
54456	Neillsville, WI (in Clark...	2,567
54771	Thorp, WI (in Clark cou...	1,876
54446	Loyal, WI (in Clark cou...	1,607
54421	Colby, WI (in Clark cou...	1,459
54405	Abbotsford, WI (in Cla...	1,267

Industry Characteristics

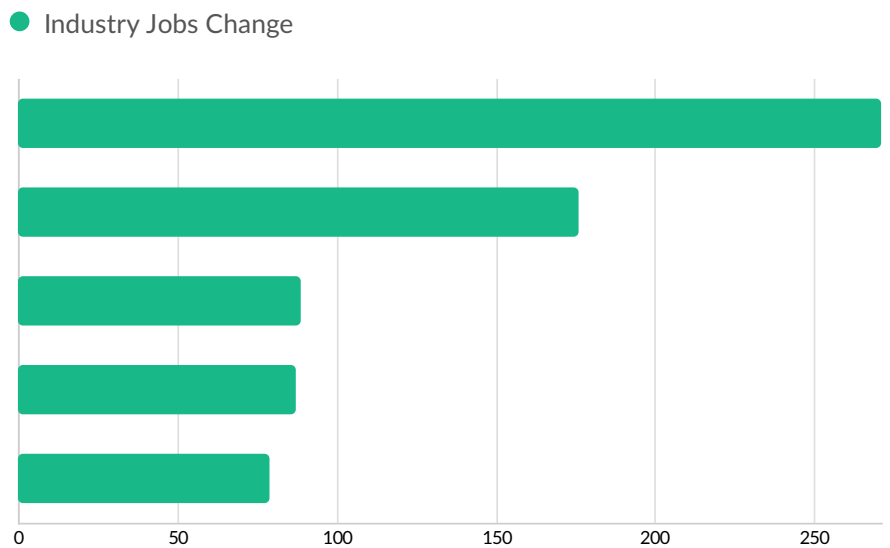
Largest Industries



Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Animal Production and Aquaculture	1,010	1,033	23	+2%	\$32,121
Local Government, Excluding Education and Hospitals	1,021	1,022	1	+0%	\$43,400
Dairy Product Manufacturing	602	873	271	+45%	\$60,695
Education and Hospitals (Local Government)	807	838	31	+4%	\$53,258
Animal Slaughtering and Processing	333	412	79	+24%	\$45,975

Industry Characteristics - Cont

Top Growing Industries

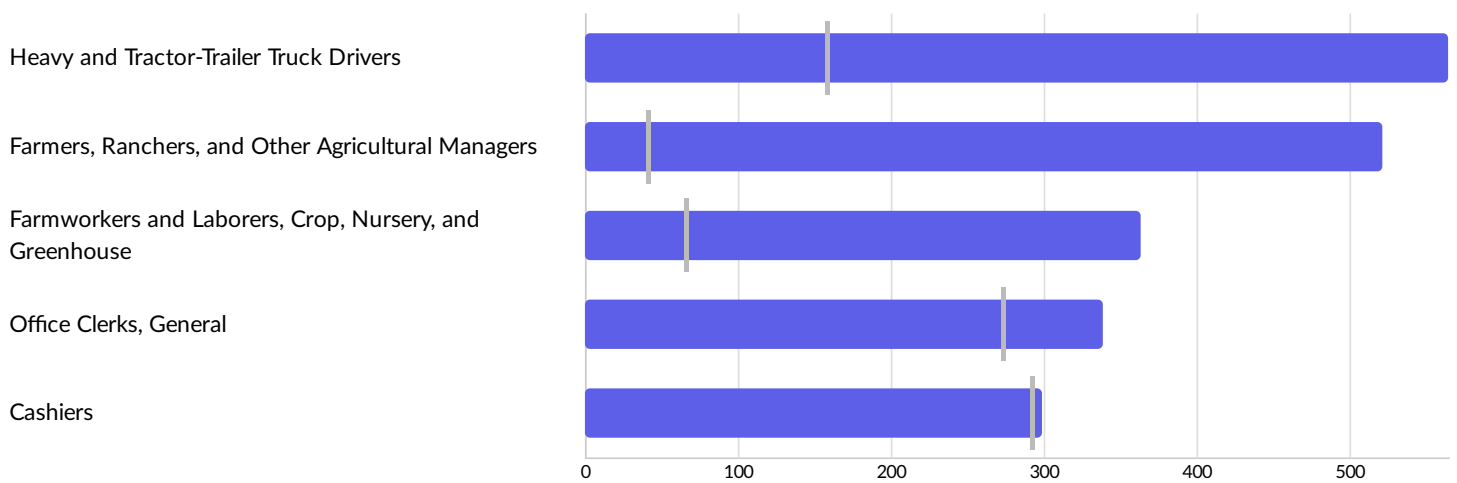


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Dairy Product Manufacturing	602	873	271	+45%	\$60,695
General Freight Trucking	149	325	176	+118%	\$51,851
Specialized Freight Trucking	171	260	89	+52%	\$58,527
Other Fabricated Metal Product Manufacturing	136	223	87	+64%	\$60,503
Animal Slaughtering and Processing	333	412	79	+24%	\$45,975

Workforce Characteristics

Largest Occupations

● Occupation Jobs ● National Average

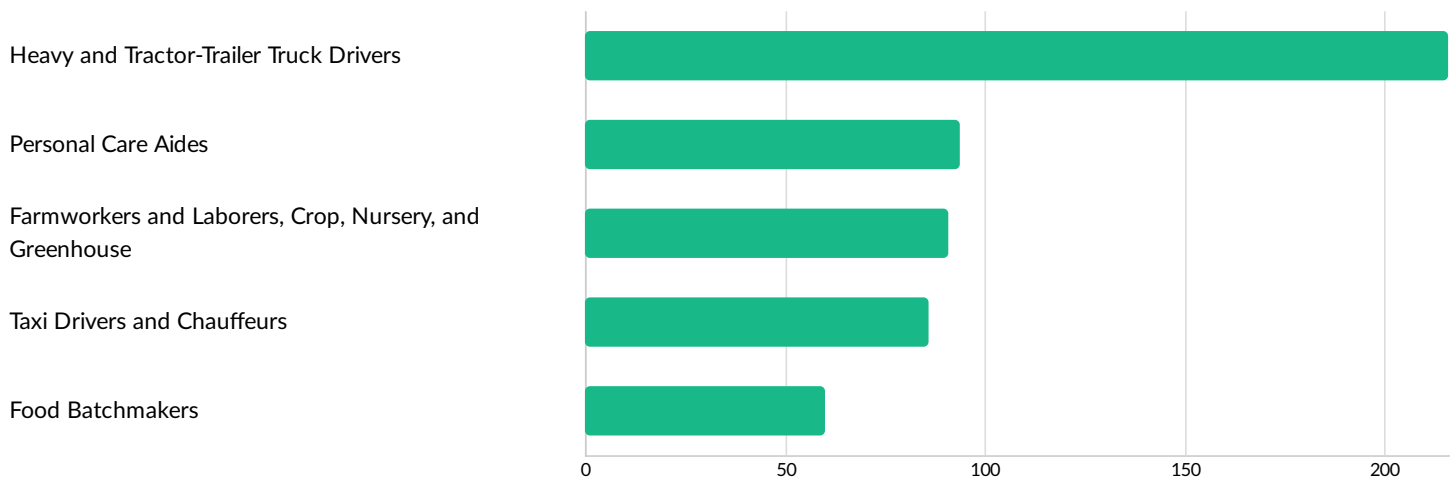


Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	348	564	216	+62%	\$19.93
Farmers, Ranchers, and Other Agricultural Managers	619	521	-98	-16%	\$13.74
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	272	363	91	+33%	\$14.22
Office Clerks, General	299	339	40	+13%	\$14.30
Cashiers	282	299	17	+6%	\$8.94

Workforce Characteristics - Cont

Top Growing Occupations

● Occupation Jobs Change



Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	348	564	216	+62%	\$19.93
Personal Care Aides	90	184	94	+104%	\$9.42
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	272	363	91	+33%	\$14.22
Taxi Drivers and Chauffeurs	27	113	86	+319%	\$8.86
Food Batchmakers	155	215	60	+39%	\$16.67

Educational Pipeline

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