



Dunn County

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Economy Overview

44,700

Population (2016)

Population **grew by 826** over the last 5 years and is projected to **grow by 708** over the next 5 years.

19,653

Jobs (2016)

Jobs **grew by 1,652** over the last 5 years and are projected to **grow by 1,569** over the next 5 years.

\$49.8K

Median Household Income (2015)

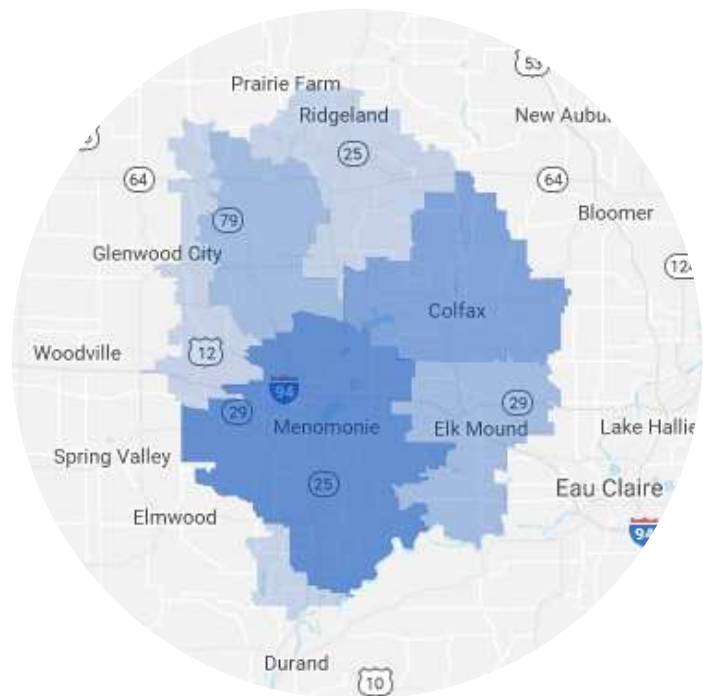
Median household income is **\$4.1K below** the national median household income of \$53.9K.

As of 2016 the region's population **increased by 1.9%** since 2011, growing by 826. Population is expected to **increase by 1.6%** between 2016 and 2021, adding 708.

From 2011 to 2016, jobs **increased by 9.2%** in Dunn County from 18,001 to 19,653. 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 62.8% to 66.6% between 2011 and 2016**.

Concerning educational attainment, **16.7% of Dunn County residents possess a Bachelor's Degree** (1.6% below the national average), and **10.4% hold an Associate's Degree** (2.5% above the national average).

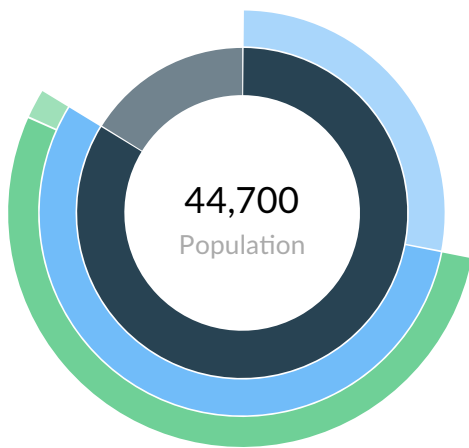
The top three industries in 2016 are Education and Hospitals (State Government), Local Government, Excluding Education and Hospitals, and Warehousing and Storage.



Economy Overview - Cont.

Economy Overview - Cont.

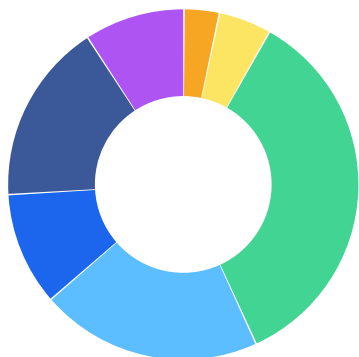
2016 Labor Force Breakdown



	Population
● Total Working Age Population	37,423
● Not in Labor Force (15+)	12,501
● Labor Force	24,922
● Employed	23,988
● Unemployed	934
● Under 15	7,278

Educational Attainment

Concerning educational attainment, **16.7% of Dunn County residents possess a Bachelor's Degree** (1.6% below the national average), and **10.4% hold an Associate's Degree** (2.5% above the national average).

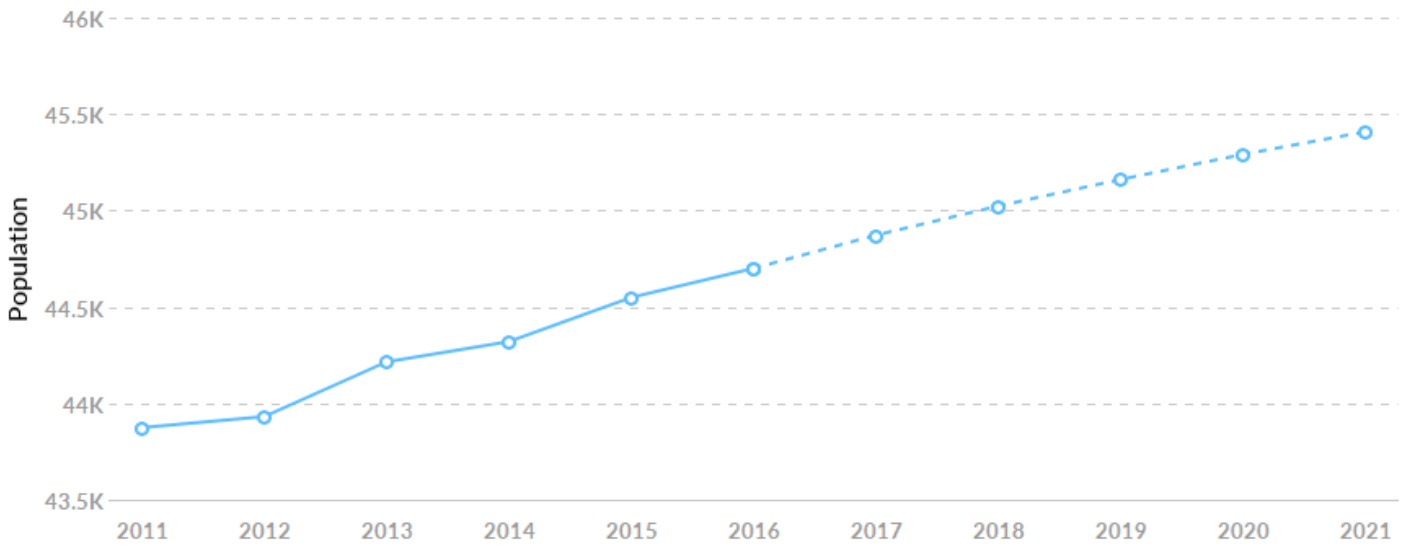


	% of Population	Population
● Less Than 9th Grade	3.2%	892
● 9th Grade to 12th Grade	4.9%	1,343
● High School Diploma	35.0%	9,615
● Some College	20.5%	5,622
● Associate's Degree	10.4%	2,872
● Bachelor's Degree	16.7%	4,602
● Graduate Degree and Higher	9.3%	2,545

Historic & Projected Trends

Population Trends

As of 2016 the region's population increased by 1.9% since 2011, growing by 826. Population is expected to increase by 1.6% between 2016 and 2021, adding 708.

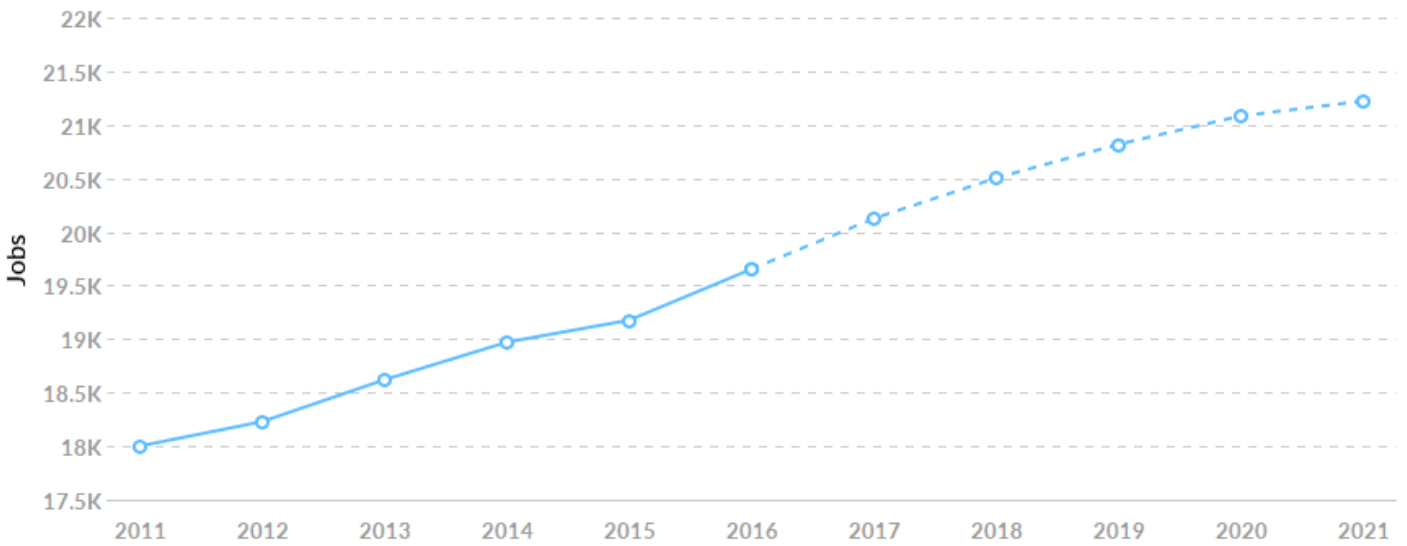


Timeframe	Population
2011	43,874
2012	43,931
2013	44,215
2014	44,320
2015	44,549
2016	44,700
2017	44,872
2018	45,023
2019	45,161
2020	45,291
2021	45,408

Historic & Projected Trends - Cont.

Job Trends

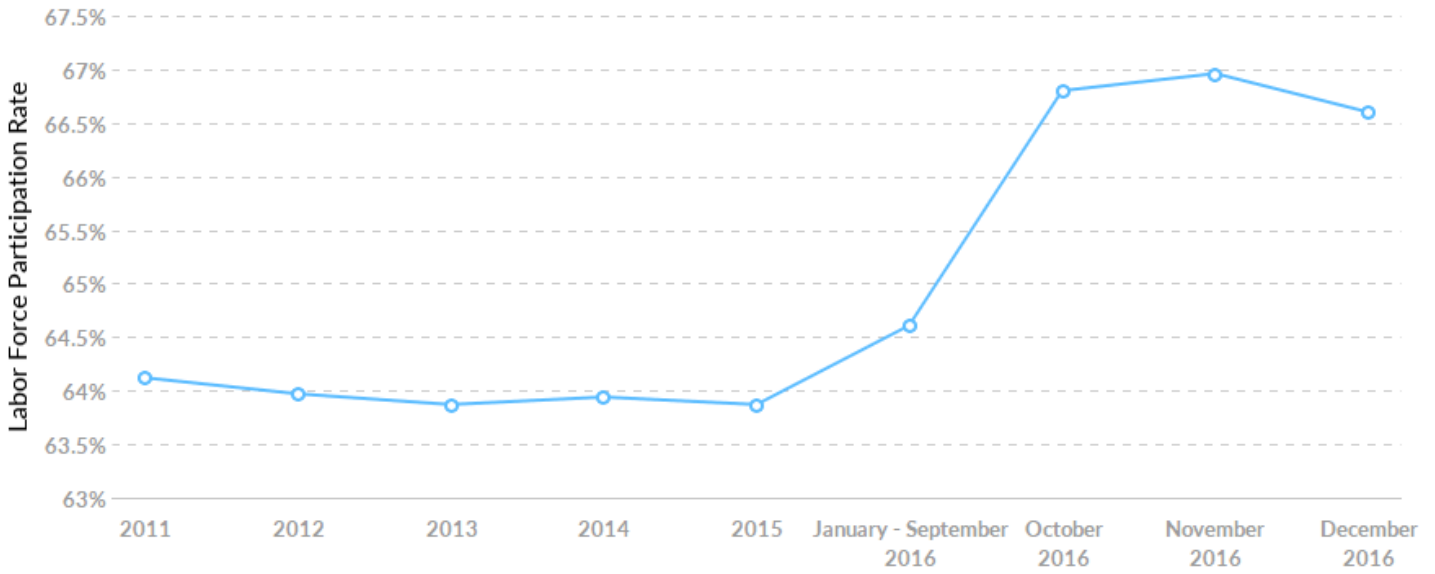
From 2011 to 2016, jobs increased by 9.2% in Dunn County from 18,001 to 19,653. This change outpaced the national growth rate of 8.8% by 0.4%.



Timeframe	Jobs
2011	18,001
2012	18,229
2013	18,620
2014	18,971
2015	19,176
2016	19,653
2017	20,125
2018	20,504
2019	20,818
2020	21,083
2021	21,222

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

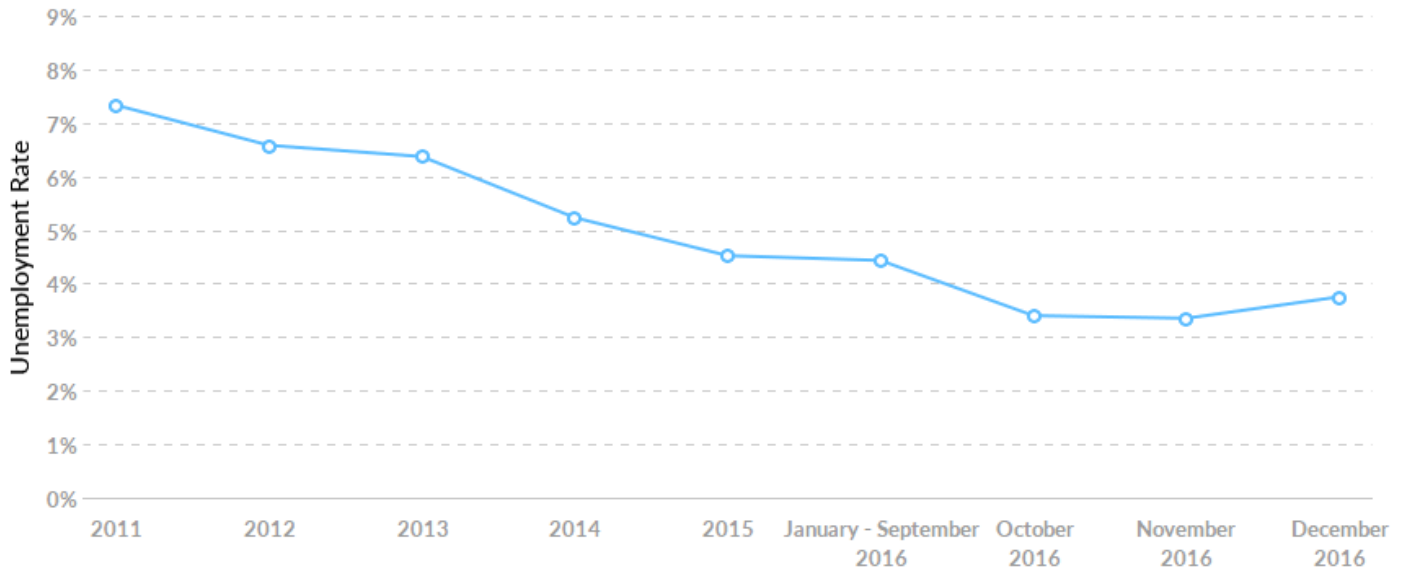


Timeframe	Labor Force Participation Rate
2011	64.12%
2012	63.97%
2013	63.87%
2014	63.94%
2015	63.87%
January - September 2016	64.61%
October 2016	66.80%
November 2016	66.96%
December 2016	66.60%

Historic & Projected Trends - Cont.

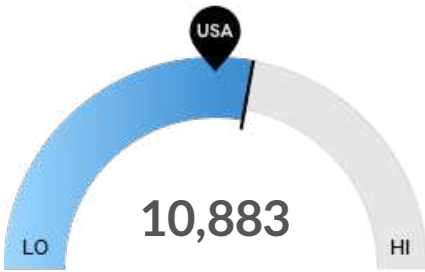
Unemployment Rate Trends

Dunn County had a December 2016 unemployment rate of 3.75%, **decreasing from 7.33%** 5 years before.



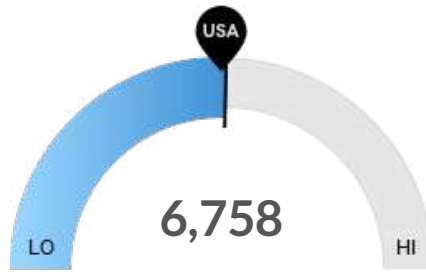
Timeframe	Unemployment Rate
2011	7.33%
2012	6.58%
2013	6.37%
2014	5.23%
2015	4.52%
January - September 2016	4.43%
October 2016	3.40%
November 2016	3.35%
December 2016	3.75%

Population Characteristics



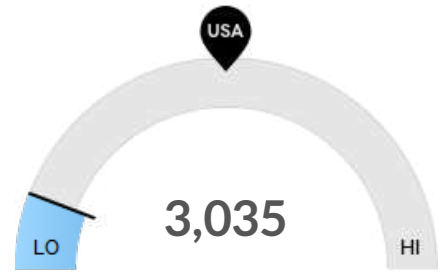
Millennials

Dunn County has 10,883 millennials (ages 20-34). The national average for an area this size is 9,261.



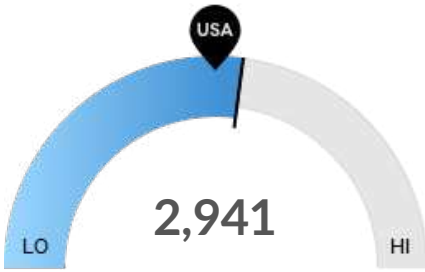
Retiring Soon

Retirement risk is about average in Dunn County. The national average for an area this size is 6,627 people 65 or older, while there are 6,758 here.



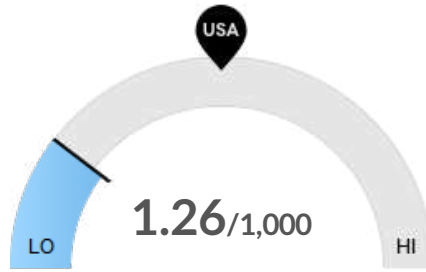
Racial Diversity

Racial diversity is low in Dunn County. The national average for an area this size is 17,066 racially diverse people, while there are 3,035 here.



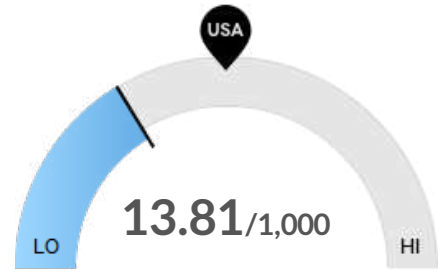
Veterans

Dunn County has 2,941 veterans. The national average for an area this size is 2,614.



Violent Crime

Dunn County has 1.26 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



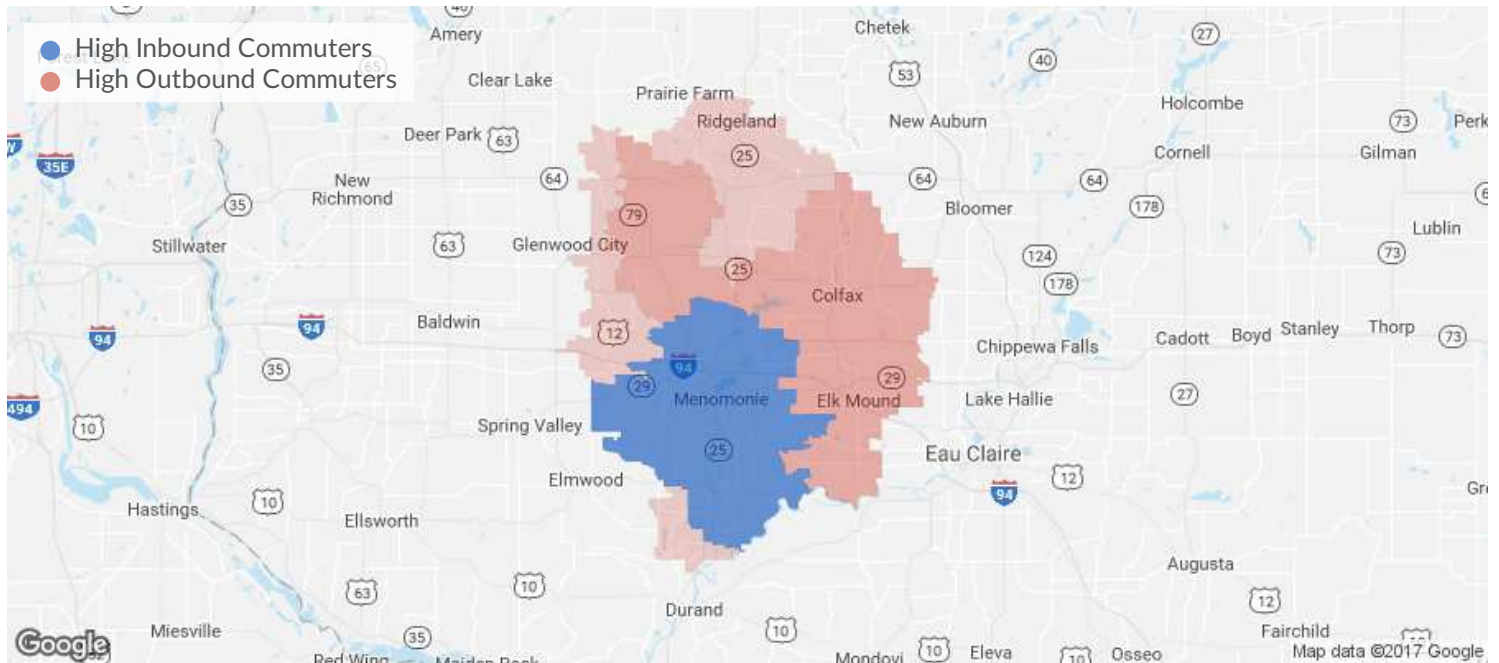
Property Crime

Dunn County has 13.81 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 Dunn County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2016 Employment
54751	Menomonie, WI (in Du...	15,171
54730	Colfax, WI (in Dunn co...	1,870
54739	Elk Mound, WI (in Dun...	830
54725	Boyceville, WI (in Dunn...	524
54734	Downing, WI (in Dunn ...	341

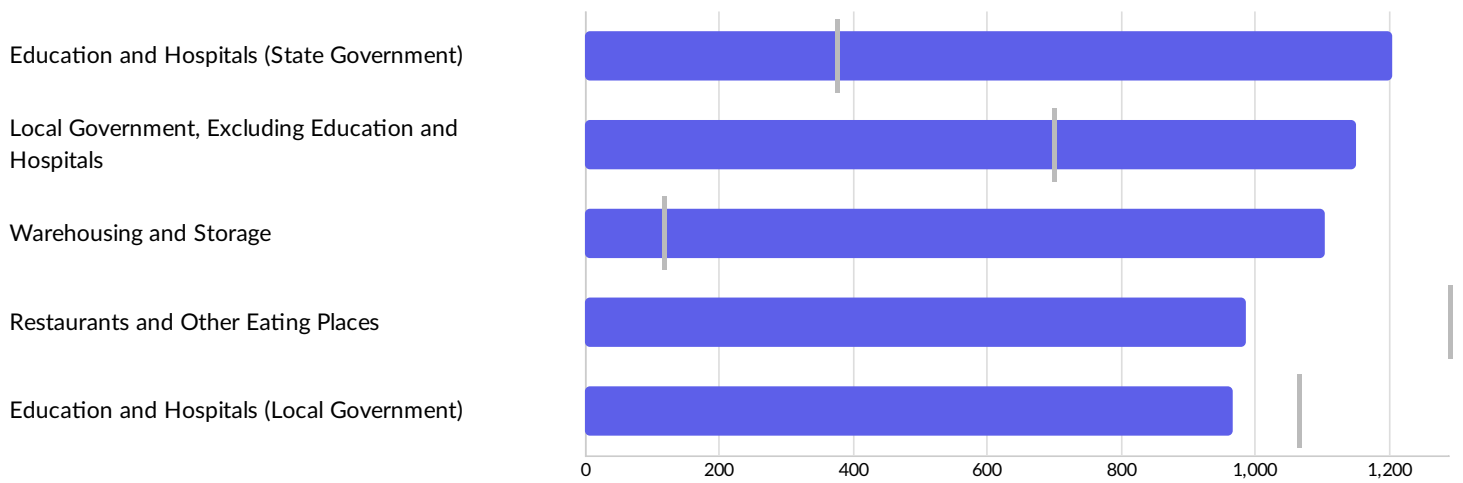
Where Talent Lives

ZIP	Name	2016 Workers
54751	Menomonie, WI (in Du...	11,298
54730	Colfax, WI (in Dunn co...	3,056
54739	Elk Mound, WI (in Dun...	2,410
54725	Boyceville, WI (in Dunn...	1,593
54749	Knapp, WI (in Dunn co...	702

Industry Characteristics

Largest Industries

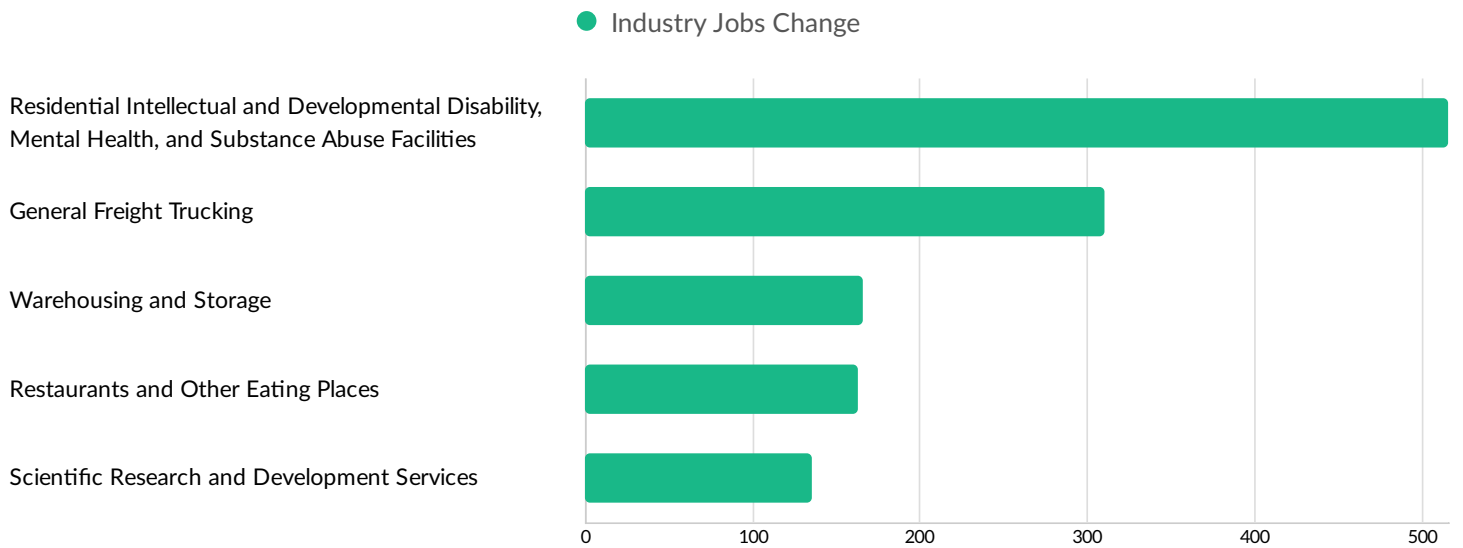
● Industry Jobs ● National Average



Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Education and Hospitals (State Government)	1,261	1,205	-56	-4%	\$75,555
Local Government, Excluding Education and Hospitals	1,094	1,152	58	+5%	\$38,773
Warehousing and Storage	938	1,104	166	+18%	\$60,396
Restaurants and Other Eating Places	823	986	163	+20%	\$14,920
Education and Hospitals (Local Government)	1,000	968	-32	-3%	\$56,085

Industry Characteristics - Cont

Top Growing Industries

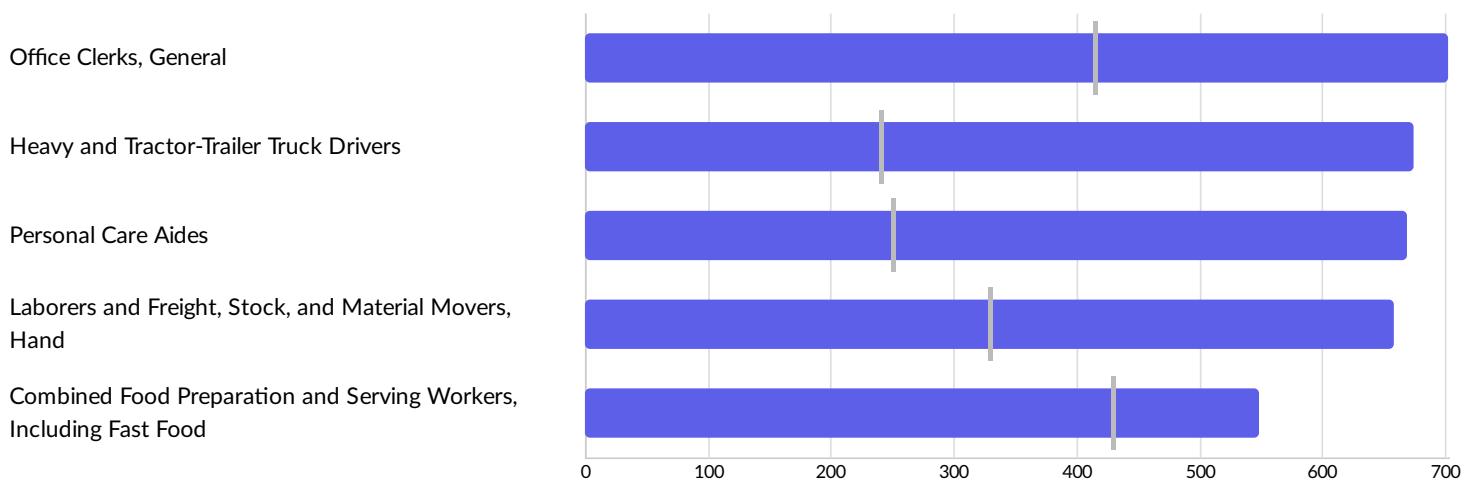


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities	93	609	516	+555%	\$30,778
General Freight Trucking	185	496	311	+168%	\$50,827
Warehousing and Storage	938	1,104	166	+18%	\$60,396
Restaurants and Other Eating Places	823	986	163	+20%	\$14,920
Scientific Research and Development Services	68	204	136	+200%	\$57,069

Workforce Characteristics

Largest Occupations

● Occupation Jobs ● National Average

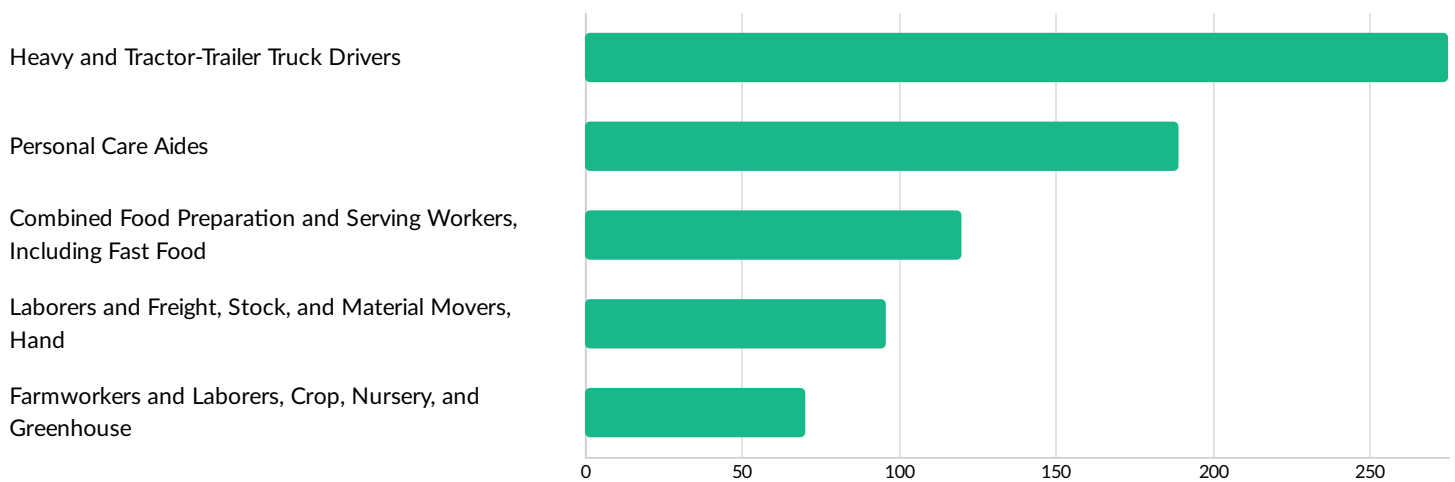


Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Office Clerks, General	645	703	58	+9%	\$15.51
Heavy and Tractor-Trailer Truck Drivers	400	675	275	+69%	\$19.46
Personal Care Aides	480	669	189	+39%	\$10.93
Laborers and Freight, Stock, and Material Movers, Hand	562	658	96	+17%	\$15.41
Combined Food Preparation and Serving Workers, Including Fast Food	429	549	120	+28%	\$9.36

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	400	675	275	+69%	\$19.46
Personal Care Aides	480	669	189	+39%	\$10.93
Combined Food Preparation and Serving Workers, Including Fast Food	429	549	120	+28%	\$9.36
Laborers and Freight, Stock, and Material Movers, Hand	562	658	96	+17%	\$15.41
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	148	218	70	+47%	\$15.25

Educational Pipeline

In 2016, there were 1,944 graduates in Dunn County. This pipeline has grown by 4% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", "Hospitality Administration/Management, General", and Operations Management and Supervision.

