



West Central Wisconsin

Contents

Economy Overview	1
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Workforce Characteristics	12
Educational Pipeline	14

Economy Overview

422,788

Population (2016)

Population **grew by 6,502** over the last 5 years and is projected to **grow by 7,030** over the next 5 years.

201,216

Jobs (2016)

Jobs **grew by 14,245** over the last 5 years and are projected to **grow by 12,153** over the next 5 years.

\$46.6K

Avg. Earnings Per Job (2016)

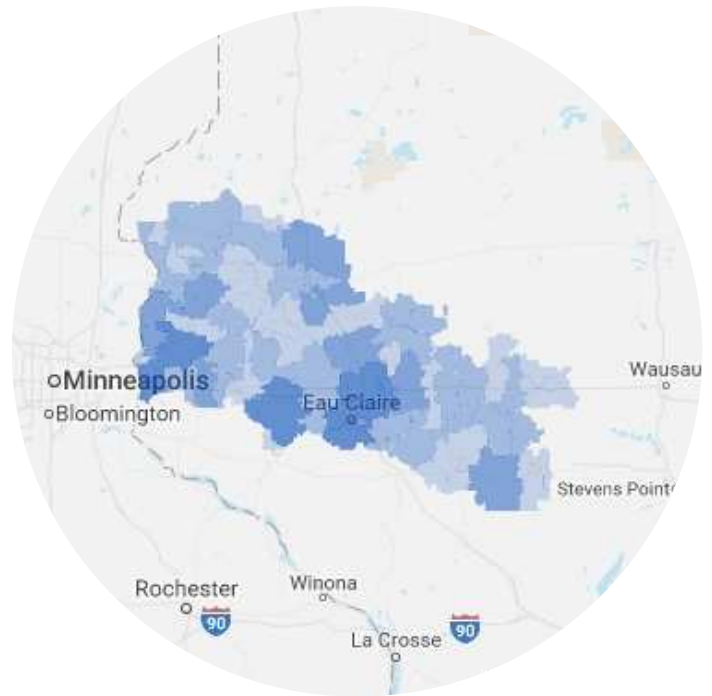
Regional average earnings per job are **\$15.5K below** the national average earnings of \$62.1K per job.

As of 2016 the region's population **increased by 1.6%** since 2011, growing by 6,502. Population is expected to **increase by 1.7%** between 2016 and 2021, adding 7,030.

From 2011 to 2016, jobs **increased by 7.6%** in West Central Wisconsin from 186,971 to 201,216. This change **fell short of the national growth rate of 8.8% by 1.2%**. As the number of jobs increased, the **labor force participation rate increased from 66.8% to 68.0% between 2011 and 2016**.

Concerning educational attainment, **16.6% of the selected regions' residents possess a Bachelor's Degree** (1.8% below the national average), and **11.9% hold an Associate's Degree** (4.0% above the national average).

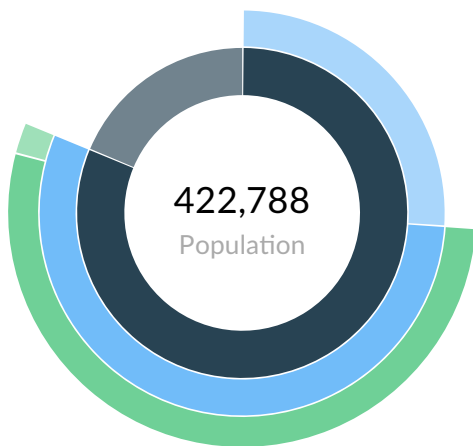
The top three industries in 2016 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.



Economy Overview - Cont.

Economy Overview - Cont.

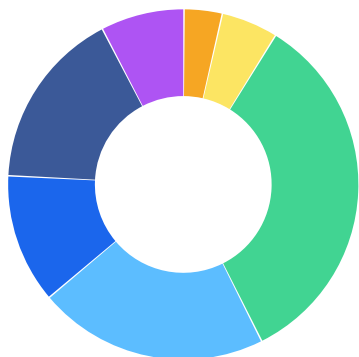
2016 Labor Force Breakdown



	Population
● Total Working Age Population	343,391
● Not in Labor Force (15+)	109,811
● Labor Force	233,580
● Employed	224,331
● Unemployed	9,249
● Under 15	79,397

Educational Attainment

Concerning educational attainment, **16.6% of the selected regions' residents possess a Bachelor's Degree** (1.8% below the national average), and **11.9% hold an Associate's Degree** (4.0% above the national average).

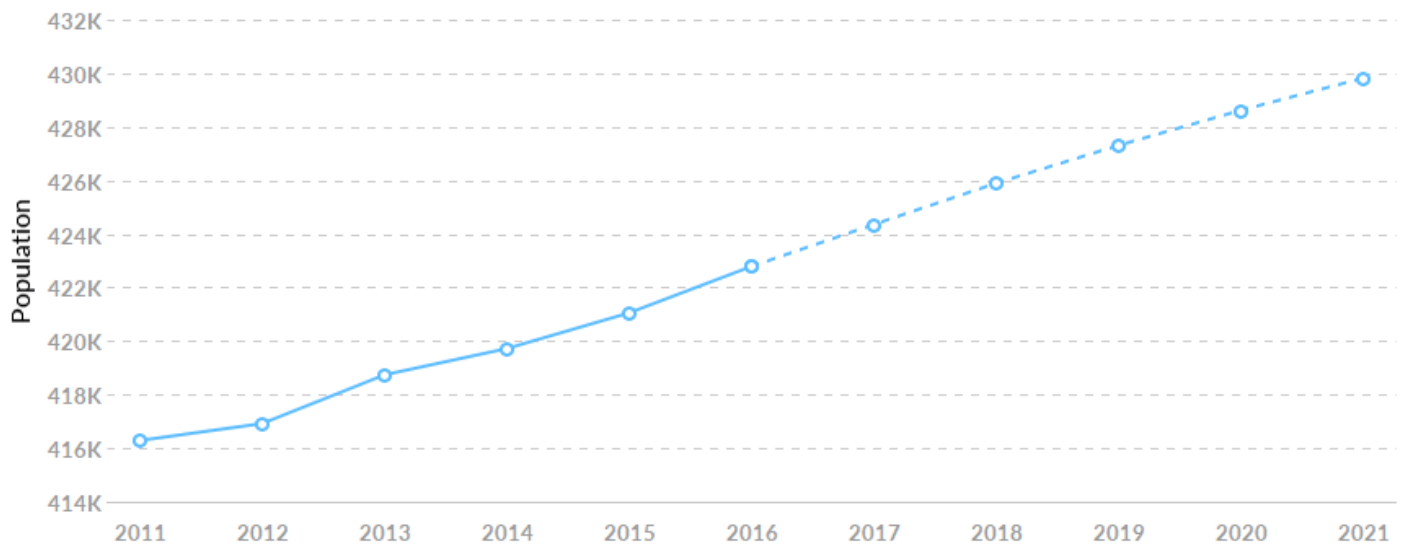


	% of Population	Population
● Less Than 9th Grade	3.5%	9,891
● 9th Grade to 12th Grade	5.2%	14,726
● High School Diploma	33.8%	94,940
● Some College	21.2%	59,702
● Associate's Degree	11.9%	33,542
● Bachelor's Degree	16.6%	46,566
● Graduate Degree and Higher	7.7%	21,661

Historic & Projected Trends

Population Trends

As of 2016 the region's population increased by 1.6% since 2011, growing by 6,502. Population is expected to increase by 1.7% between 2016 and 2021, adding 7,030.

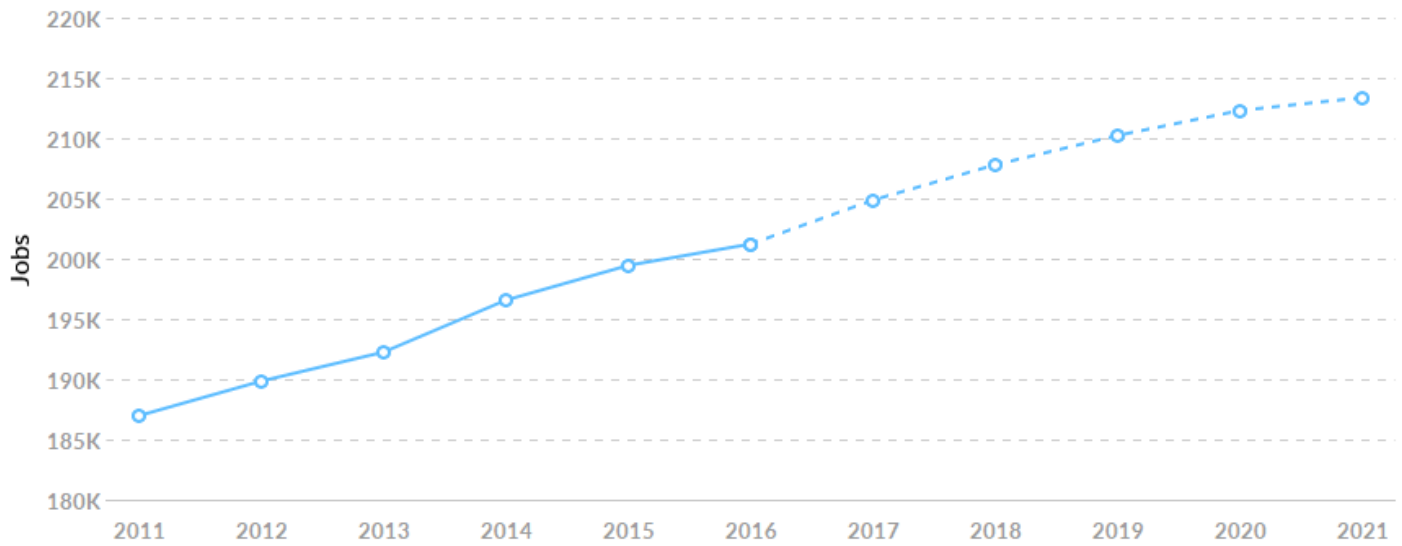


Timeframe	Population
2011	416,286
2012	416,919
2013	418,738
2014	419,719
2015	421,053
2016	422,788
2017	424,354
2018	425,894
2019	427,308
2020	428,616
2021	429,818

Historic & Projected Trends - Cont.

Job Trends

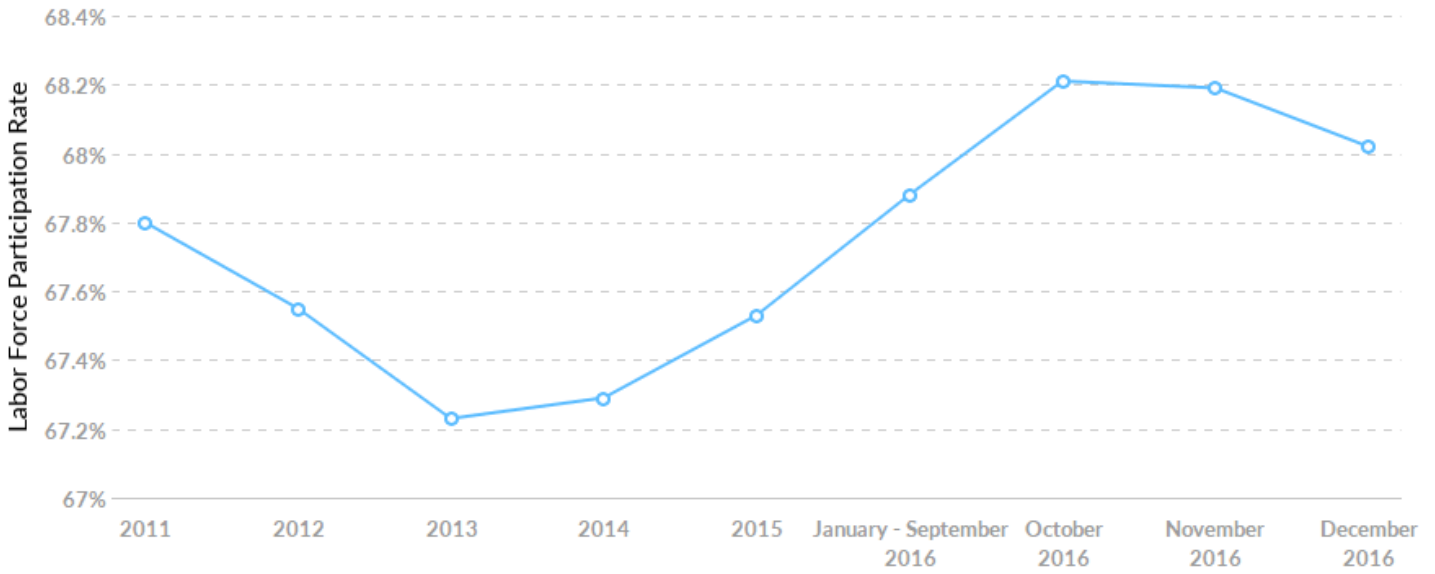
From 2011 to 2016, jobs increased by 7.6% in West Central Wisconsin from 186,971 to 201,216. This change fell short of the national growth rate of 8.8% by 1.2%.



Timeframe	Jobs
2011	186,971
2012	189,841
2013	192,250
2014	196,559
2015	199,442
2016	201,216
2017	204,862
2018	207,793
2019	210,223
2020	212,298
2021	213,368

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

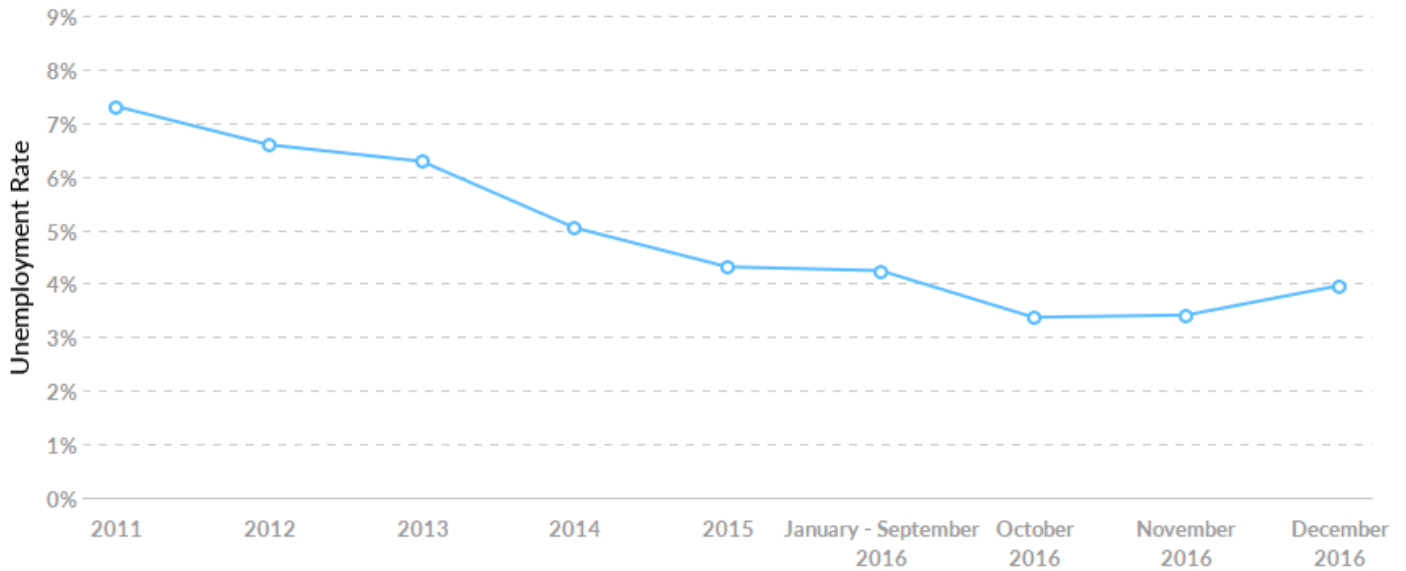


Timeframe	Labor Force Participation Rate
2011	67.80%
2012	67.55%
2013	67.23%
2014	67.29%
2015	67.53%
January - September 2016	67.88%
October 2016	68.21%
November 2016	68.19%
December 2016	68.02%

Historic & Projected Trends - Cont.

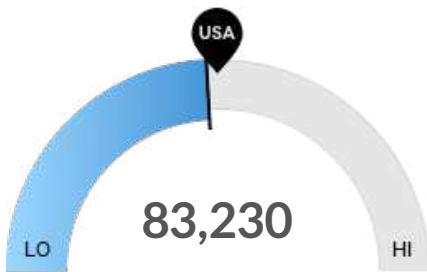
Unemployment Rate Trends

Your areas had a December 2016 unemployment rate of 3.96%, **decreasing from 7.31%** 5 years before.



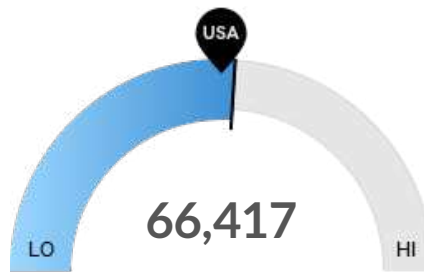
Timeframe	Unemployment Rate
2011	7.31%
2012	6.59%
2013	6.28%
2014	5.04%
2015	4.31%
January - September 2016	4.24%
October 2016	3.37%
November 2016	3.41%
December 2016	3.96%

Population Characteristics



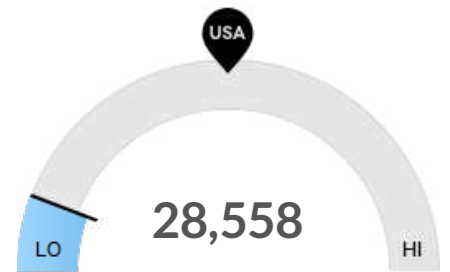
Millennials

Your area has 83,230 millennials (ages 20-34). The national average for an area this size is 87,533.



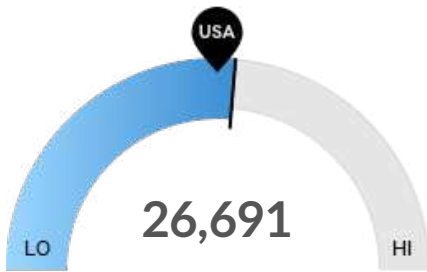
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 62,633 people 65 or older, while there are 66,417 here.



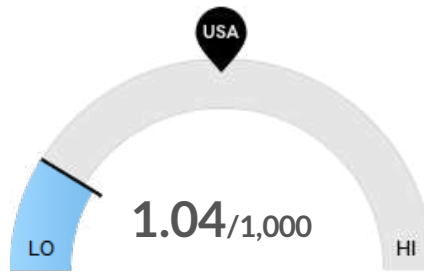
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 161,301 racially diverse people, while there are 28,558 here.



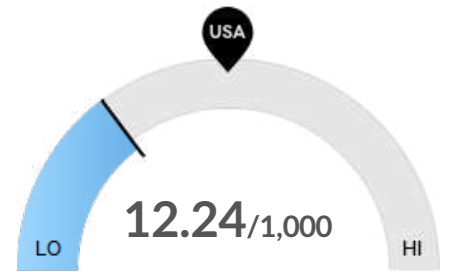
Veterans

Your area has 26,691 veterans. The national average for an area this size is 24,708.



Violent Crime

Your area has 1.04 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



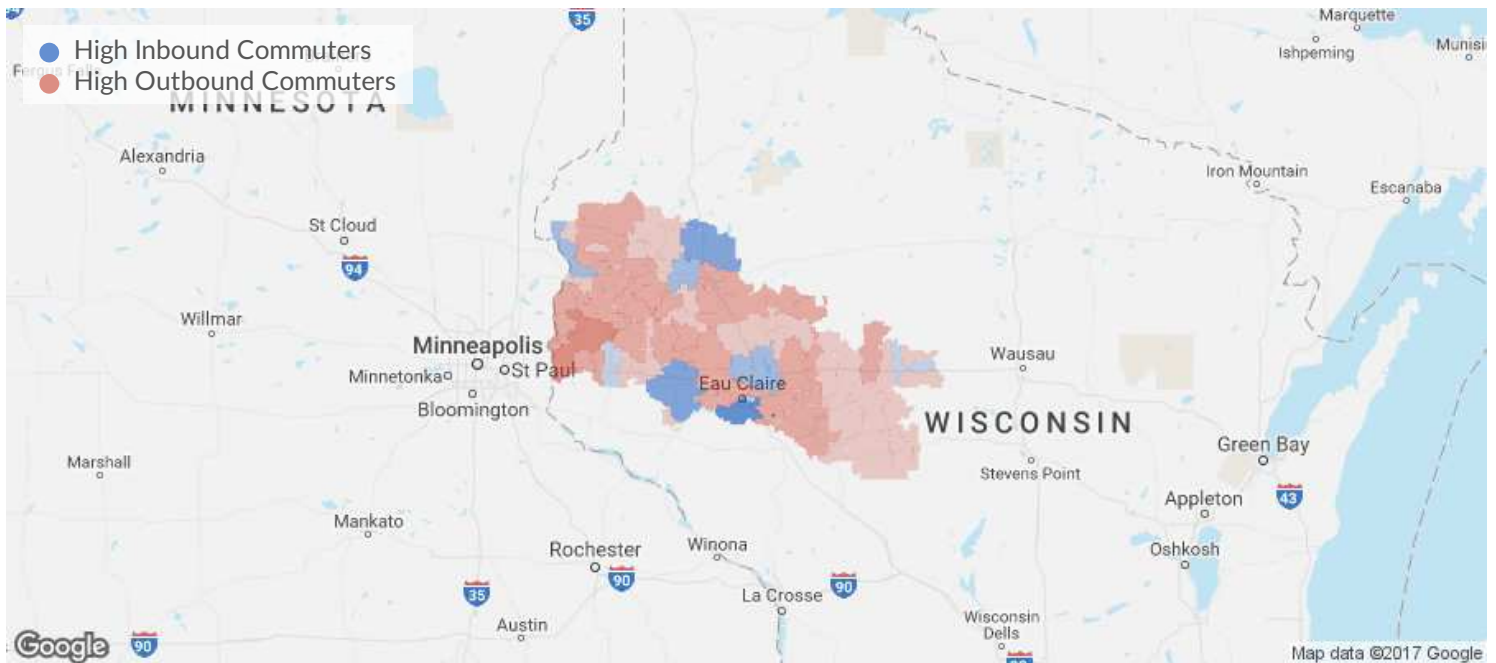
Property Crime

Your area has 12.24 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 the region currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 54703.



Where Talent Works

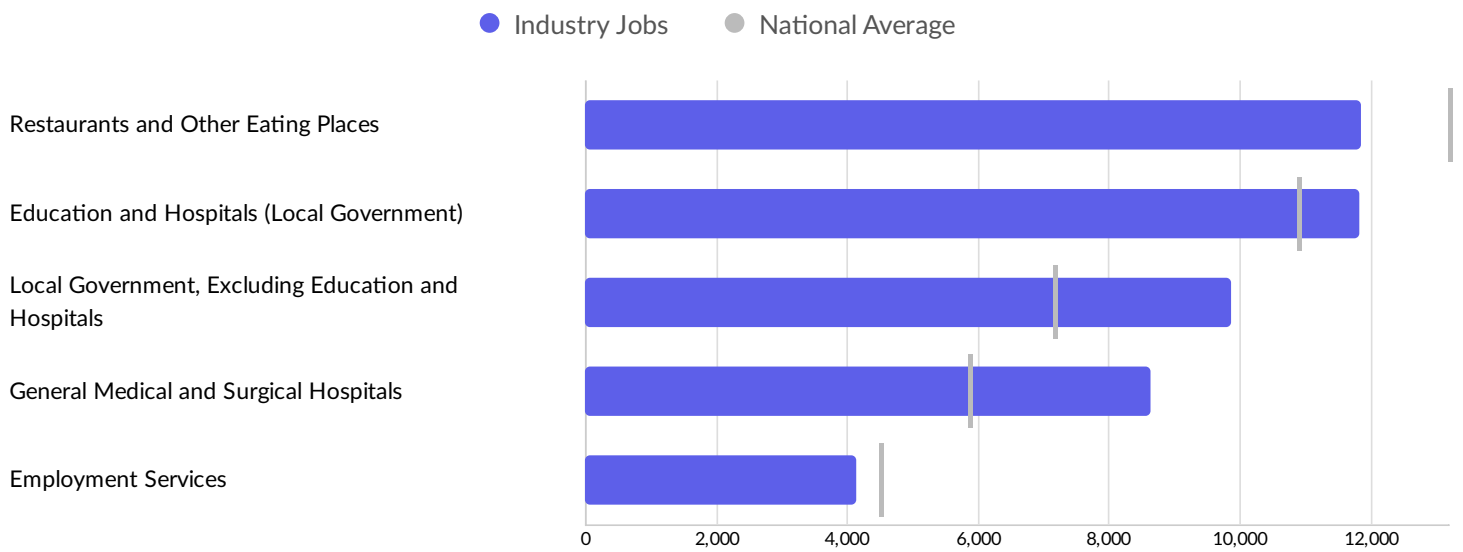
ZIP	Name	2016 Employment
54701	Eau Claire, WI (in Eau ...	32,878
54703	Eau Claire, WI (in Eau ...	20,008
54729	Chippewa Falls, WI (in ...	17,766
54016	Hudson, WI (in St. Cro...	17,520
54751	Menomonie, WI (in Du...	15,171

Where Talent Lives

ZIP	Name	2016 Workers
54703	Eau Claire, WI (in Eau ...	20,657
54016	Hudson, WI (in St. Cro...	19,972
54701	Eau Claire, WI (in Eau ...	16,683
54729	Chippewa Falls, WI (in ...	16,425
54751	Menomonie, WI (in Du...	11,298

Industry Characteristics

Largest Industries

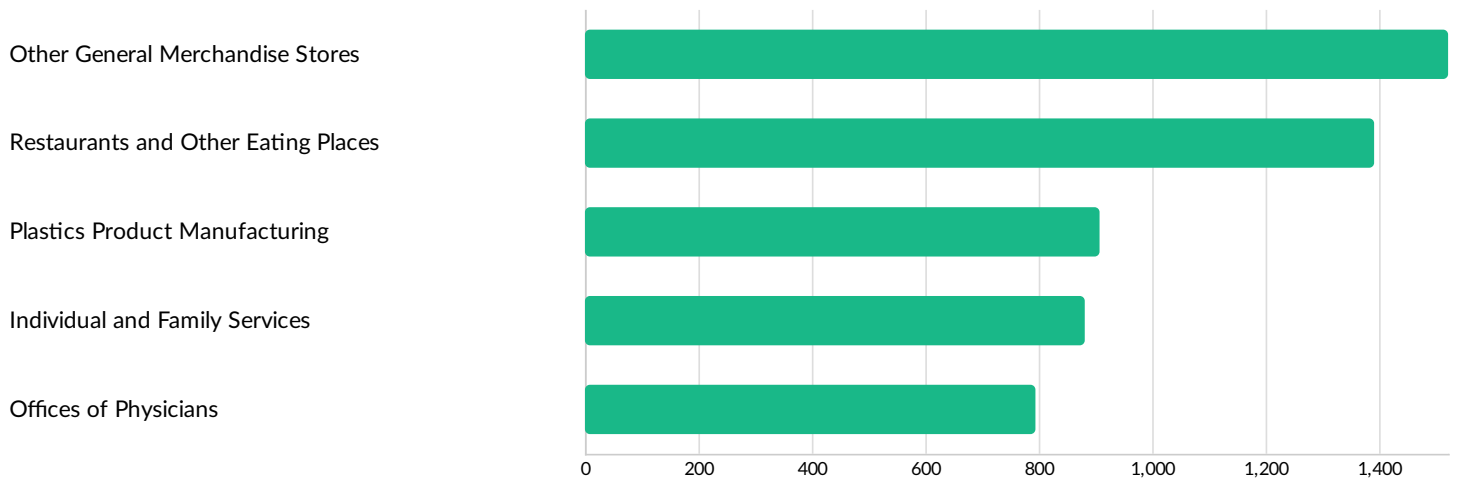


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Restaurants and Other Eating Places	10,471	11,864	1,393	+13%	\$15,507
Education and Hospitals (Local Government)	11,769	11,842	73	+1%	\$56,803
Local Government, Excluding Education and Hospitals	9,814	9,881	67	+1%	\$51,214
General Medical and Surgical Hospitals	8,407	8,648	241	+3%	\$65,167
Employment Services	3,572	4,140	568	+16%	\$27,928

Industry Characteristics - Cont

Top Growing Industries

● Industry Jobs Change

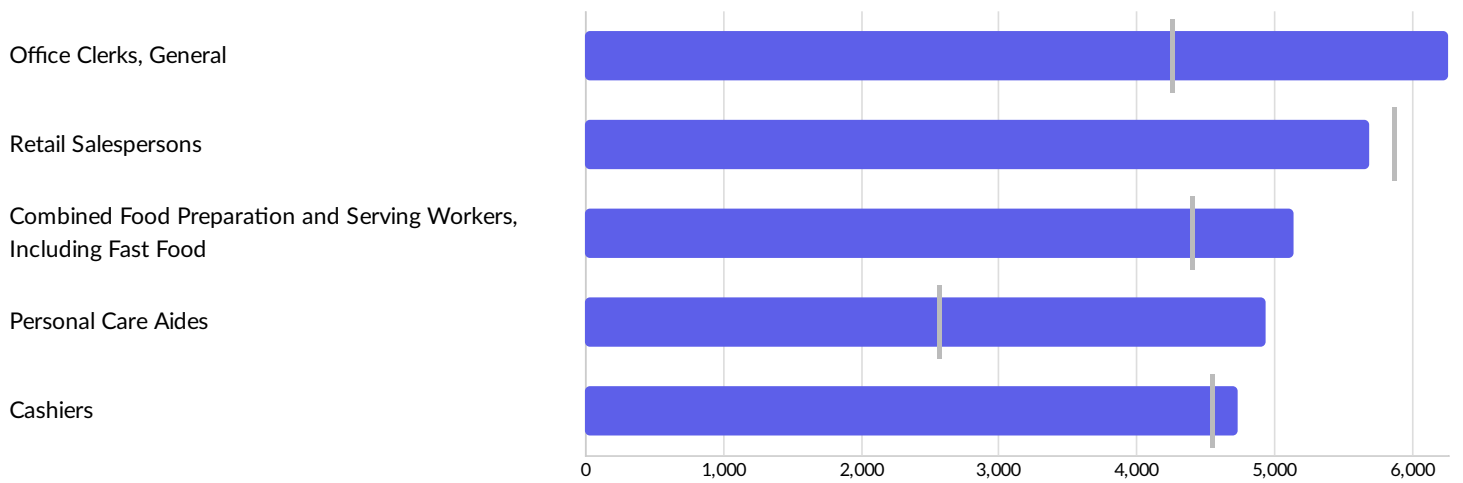


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Other General Merchandise Stores	1,362	2,885	1,523	+112%	\$28,370
Restaurants and Other Eating Places	10,471	11,864	1,393	+13%	\$15,507
Plastics Product Manufacturing	3,018	3,927	909	+30%	\$52,516
Individual and Family Services	1,506	2,387	881	+58%	\$23,428
Offices of Physicians	2,672	3,467	795	+30%	\$118,622

Workforce Characteristics

Largest Occupations

● Occupation Jobs ● National Average

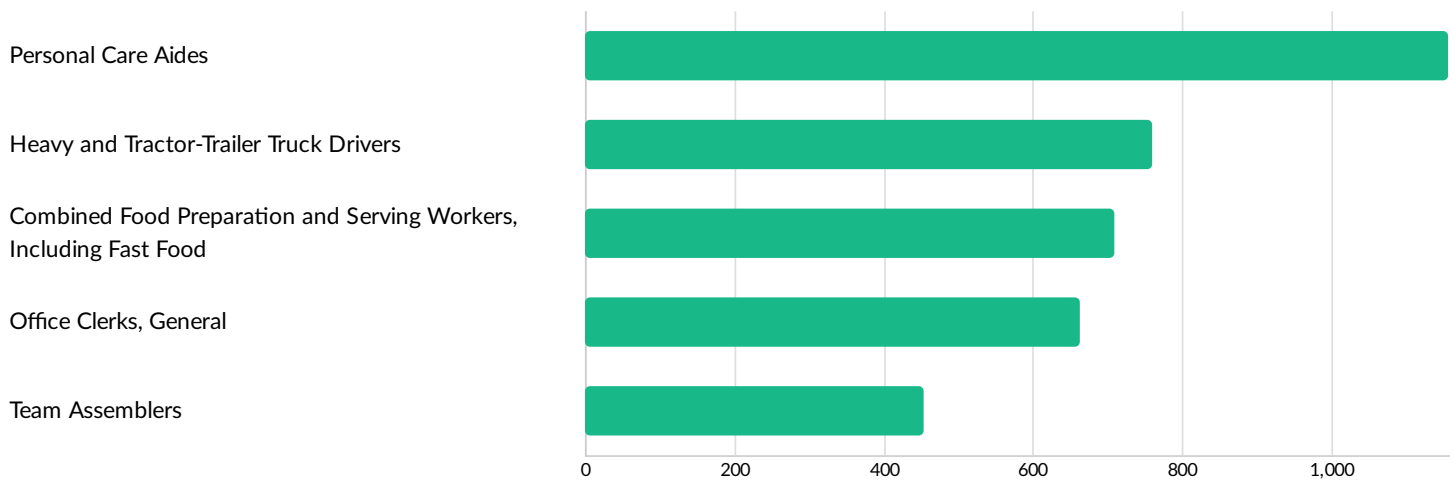


Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Office Clerks, General	5,601	6,264	663	+12%	\$15.82
Retail Salespersons	5,659	5,691	32	+1%	\$13.21
Combined Food Preparation and Serving Workers, Including Fast Food	4,427	5,137	710	+16%	\$9.45
Personal Care Aides	3,787	4,944	1,157	+31%	\$11.05
Cashiers	4,732	4,736	4	+0%	\$9.86

Workforce Characteristics - Cont

Top Growing Occupations

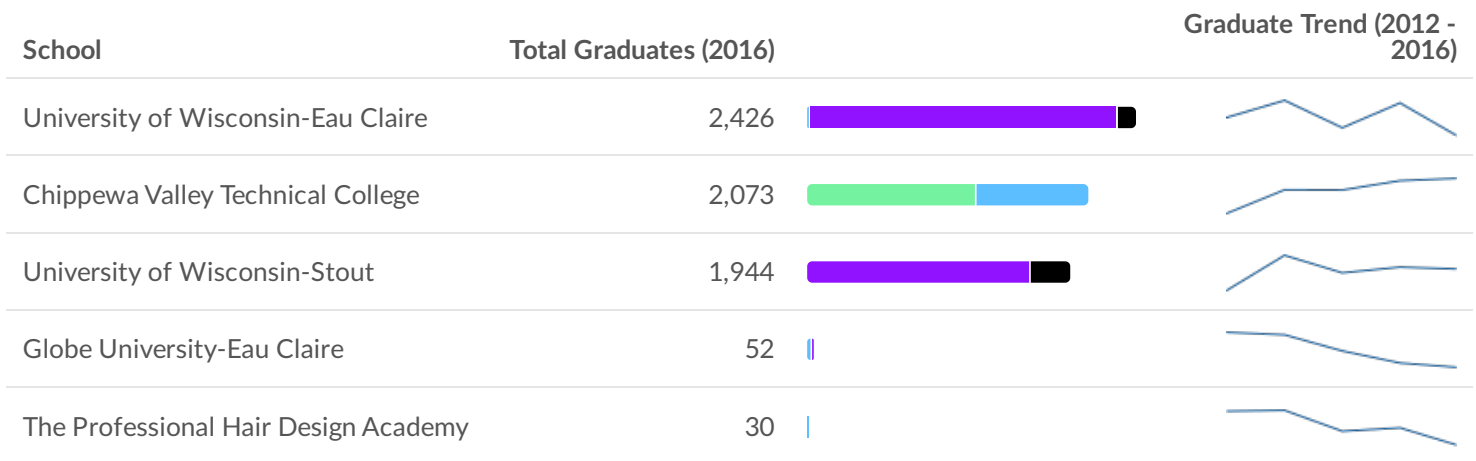
● Occupation Jobs Change



Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Personal Care Aides	3,787	4,944	1,157	+31%	\$11.05
Heavy and Tractor-Trailer Truck Drivers	3,518	4,278	760	+22%	\$20.25
Combined Food Preparation and Serving Workers, Including Fast Food	4,427	5,137	710	+16%	\$9.45
Office Clerks, General	5,601	6,264	663	+12%	\$15.82
Team Assemblers	2,664	3,118	454	+17%	\$14.83

Educational Pipeline

In 2016, there were 6,525 graduates in West Central Wisconsin. This pipeline has grown by 7% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", Nursing Assistant/Aide and Patient Care Assistant/Aide, and "Psychology, General".



● Certificate
 ● Associate
 ● Bachelor
 ● Masters or Higher