



**Prosperity Southwest WI: Richland
Electric & Scenic Rivers Energy
Service Territories (Crawford, Grant,
Green, Iowa, Lafayette & Richland
Counties) (Report courtesy of the 7
Rivers Alliance)**

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Economy Overview

163,138

Population (2018)

Population **grew by 811** over the last 5 years and is projected to **grow by 433** over the next 5 years.

70,526

Jobs (2018)

Jobs **grew by 1,652** over the last 5 years and are projected to **grow by 2,393** over the next 5 years.

\$46.2K

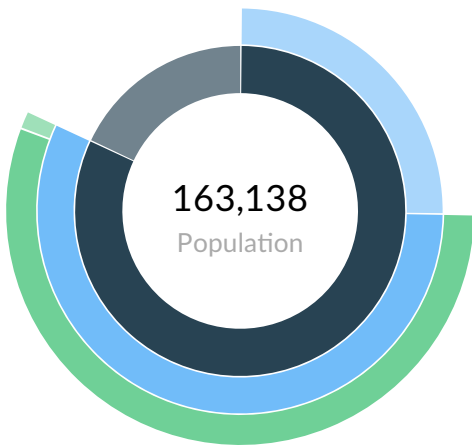
Avg. Earnings Per Job (2018)

Regional average earnings per job are **\$19.0K below** the national average earnings of \$65.1K per job.

| | Population (2018) | Labor Force (2018) | Jobs (2018) | Cost of Living | GRP | Imports | Exports |
|--------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 163,138 | 92,569 | 70,526 | 100.6 | \$7.17B | \$11.36B | \$9.88B |
| State | 5,810,713 | 3,148,851 | 3,139,957 | 100.3 | \$327.94B | \$290.04B | \$322.18B |
| Nation | 328,038,851 | 162,722,799 | 162,139,168 | 100.0 | \$19.94T | \$0 | \$8.59T |

Economy Overview - Cont.

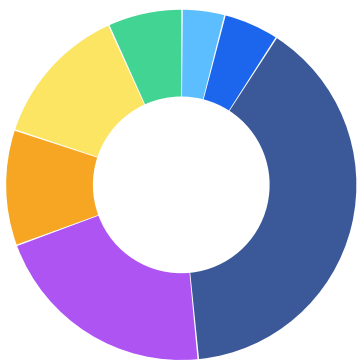
2018 Labor Force Breakdown



| | Population |
|--------------------------------|------------|
| ● Total Working Age Population | 133,638 |
| ● Not in Labor Force (15+) | 41,069 |
| ● Labor Force | 92,569 |
| ● Employed | 90,525 |
| ● Unemployed | 2,044 |
| ● Under 15 | 29,500 |

Educational Attainment

Concerning educational attainment, **13.1% of the selected regions' residents possess a Bachelor's Degree** (5.5% below the national average), and **10.7% hold an Associate's Degree** (2.7% above the national average).

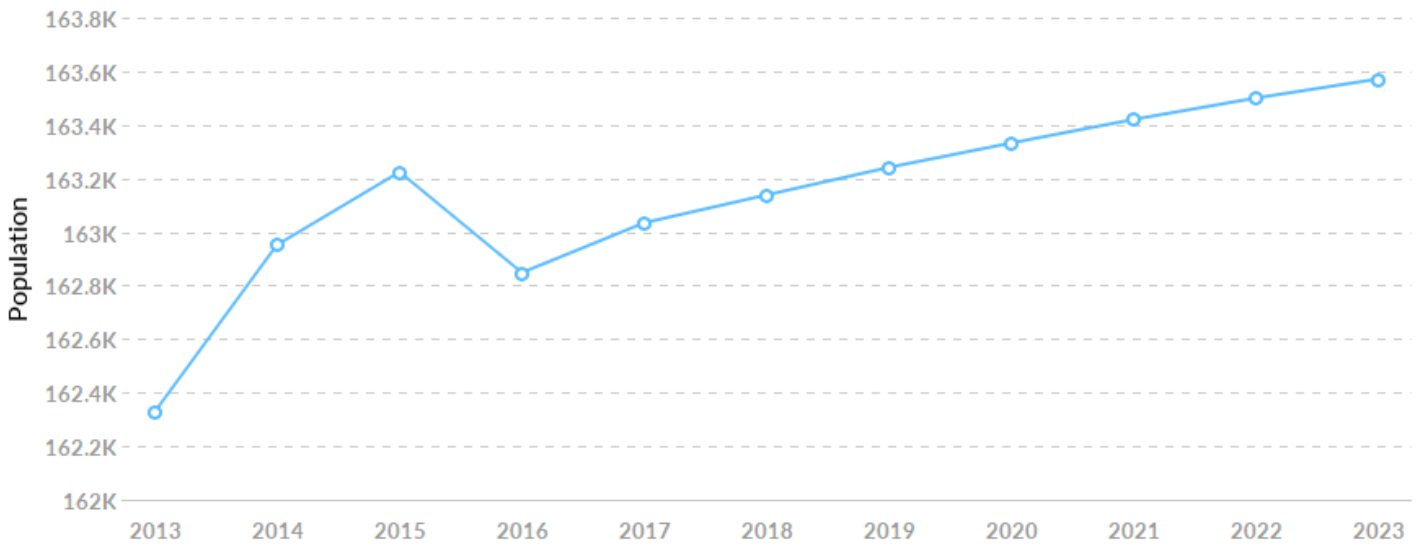


| | % of Population | Population |
|------------------------------|-----------------|------------|
| ● Less Than 9th Grade | 3.9% | 4,351 |
| ● 9th Grade to 12th Grade | 5.1% | 5,640 |
| ● High School Diploma | 39.3% | 43,380 |
| ● Some College | 20.9% | 23,106 |
| ● Associate's Degree | 10.7% | 11,779 |
| ● Bachelor's Degree | 13.1% | 14,501 |
| ● Graduate Degree and Higher | 6.9% | 7,564 |

Historic & Projected Trends

Population Trends

As of 2018 the region's population increased by 0.5% since 2013, growing by 811. Population is expected to increase by 0.3% between 2018 and 2023, adding 433.

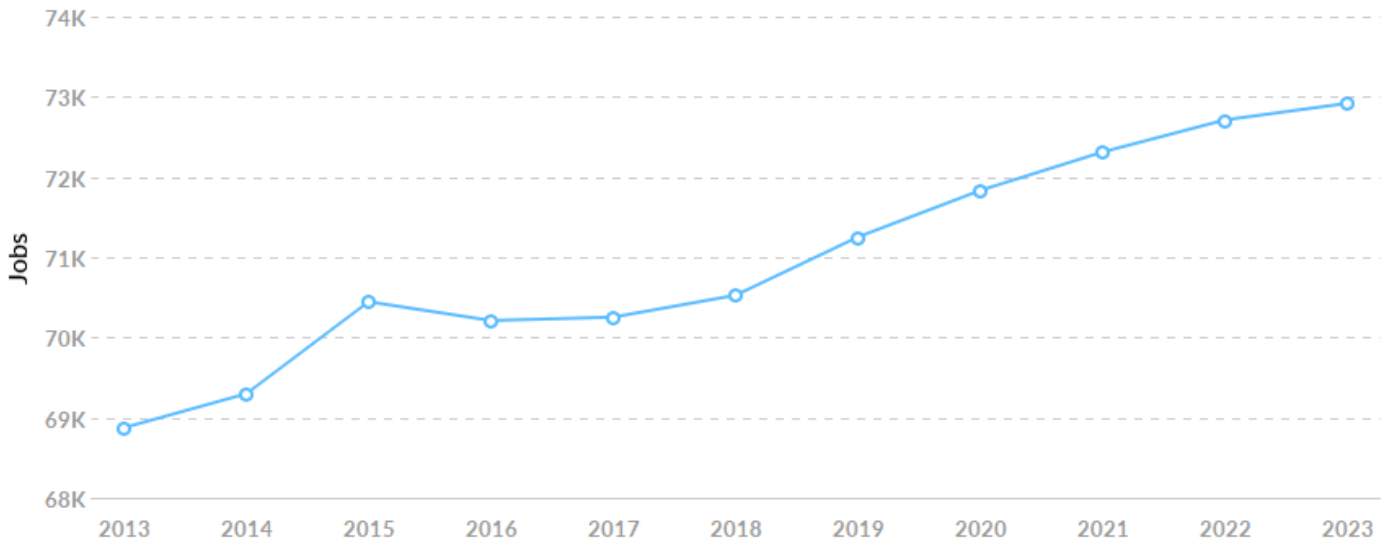


| Timeframe | Population |
|-----------|------------|
| 2013 | 162,328 |
| 2014 | 162,952 |
| 2015 | 163,224 |
| 2016 | 162,848 |
| 2017 | 163,034 |
| 2018 | 163,138 |
| 2019 | 163,241 |
| 2020 | 163,332 |
| 2021 | 163,420 |
| 2022 | 163,500 |
| 2023 | 163,571 |

Historic & Projected Trends - Cont.

Job Trends

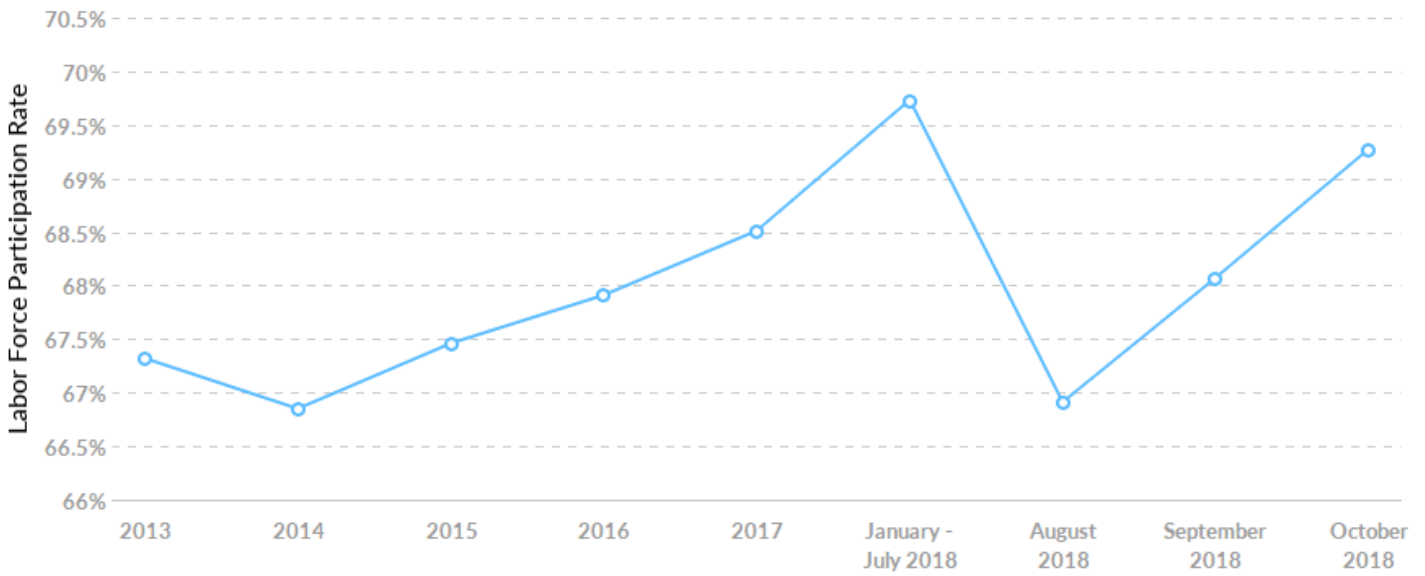
From 2013 to 2018, jobs **increased by 2.4%** in Prosperity Southwest WI: Richland Electric & Scenic Rivers Energy Service Territories (Crawford, Grant, Green, Iowa, Lafayette & Richland Counties) (Report courtesy of the 7 Rivers Alliance) from 68,874 to 70,526. This change fell short of the national growth rate of 7.8% by 5.4%.



| Timeframe | Jobs |
|-----------|--------|
| 2013 | 68,874 |
| 2014 | 69,298 |
| 2015 | 70,445 |
| 2016 | 70,211 |
| 2017 | 70,253 |
| 2018 | 70,526 |
| 2019 | 71,252 |
| 2020 | 71,833 |
| 2021 | 72,312 |
| 2022 | 72,712 |
| 2023 | 72,919 |

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

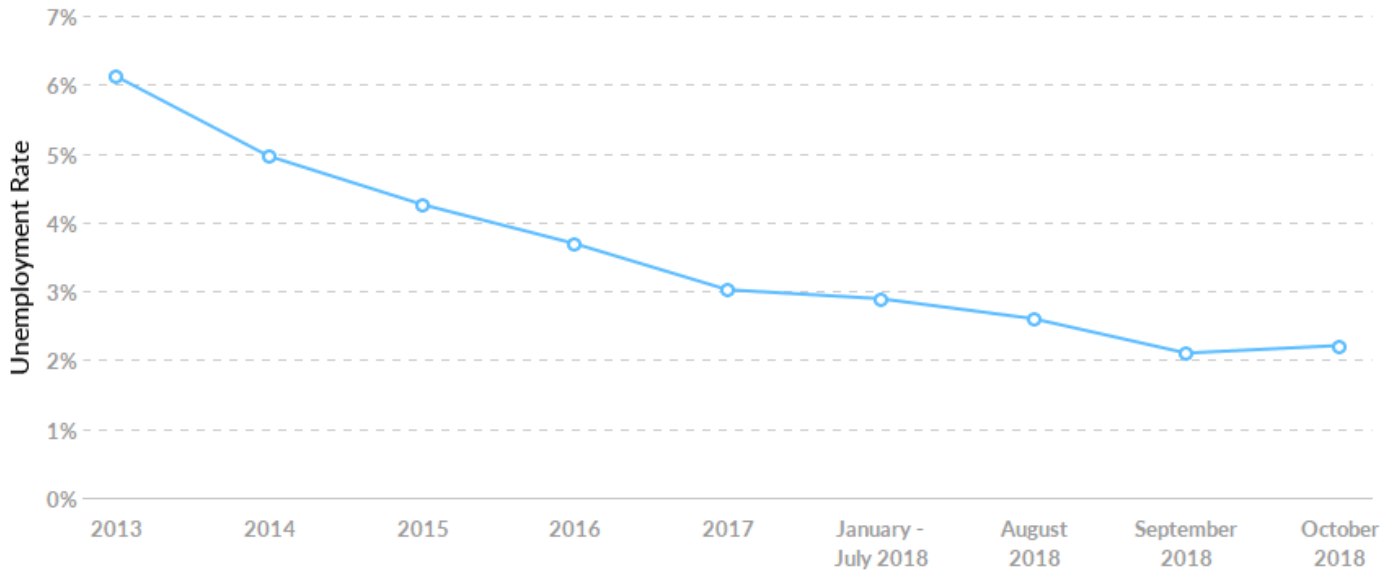


| Timeframe | Labor Force Participation Rate |
|---------------------|--------------------------------|
| 2013 | 67.32% |
| 2014 | 66.85% |
| 2015 | 67.46% |
| 2016 | 67.91% |
| 2017 | 68.51% |
| January - July 2018 | 69.73% |
| August 2018 | 66.91% |
| September 2018 | 68.07% |
| October 2018 | 69.27% |

Historic & Projected Trends - Cont.

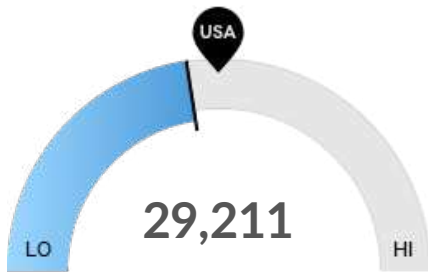
Unemployment Rate Trends

Your areas had an October 2018 unemployment rate of 2.21%, **decreasing from 6.12%** 5 years before.



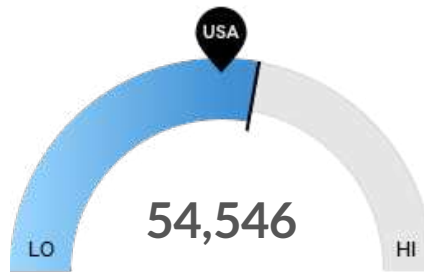
| Timeframe | Unemployment Rate |
|---------------------|-------------------|
| 2013 | 6.12% |
| 2014 | 4.96% |
| 2015 | 4.26% |
| 2016 | 3.69% |
| 2017 | 3.02% |
| January - July 2018 | 2.89% |
| August 2018 | 2.60% |
| September 2018 | 2.10% |
| October 2018 | 2.21% |

Population Characteristics



Millennials

Your area has 29,211 millennials (ages 20-34). The national average for an area this size is 33,767.



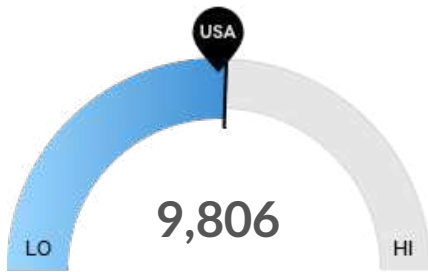
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 46,477 people 55 or older, while there are 54,546 here.



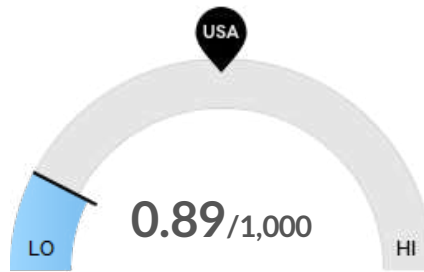
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 64,027 racially diverse people, while there are 8,481 here.



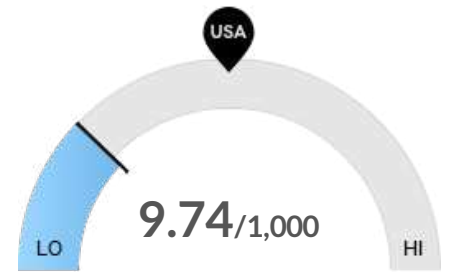
Veterans

Your area has 9,806 veterans. The national average for an area this size is 9,480.



Violent Crime

Your area has 0.89 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.

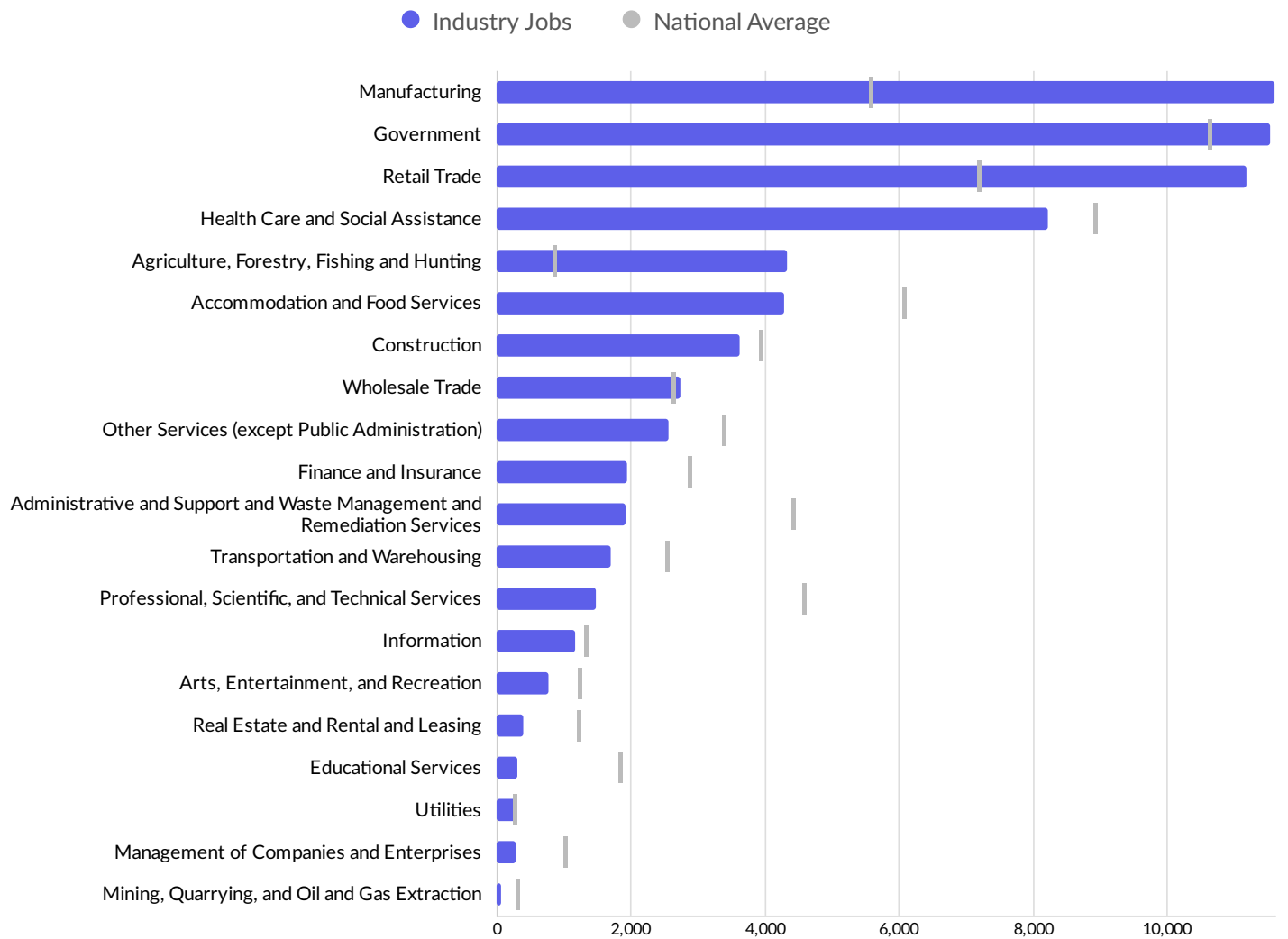


Property Crime

Your area has 9.74 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

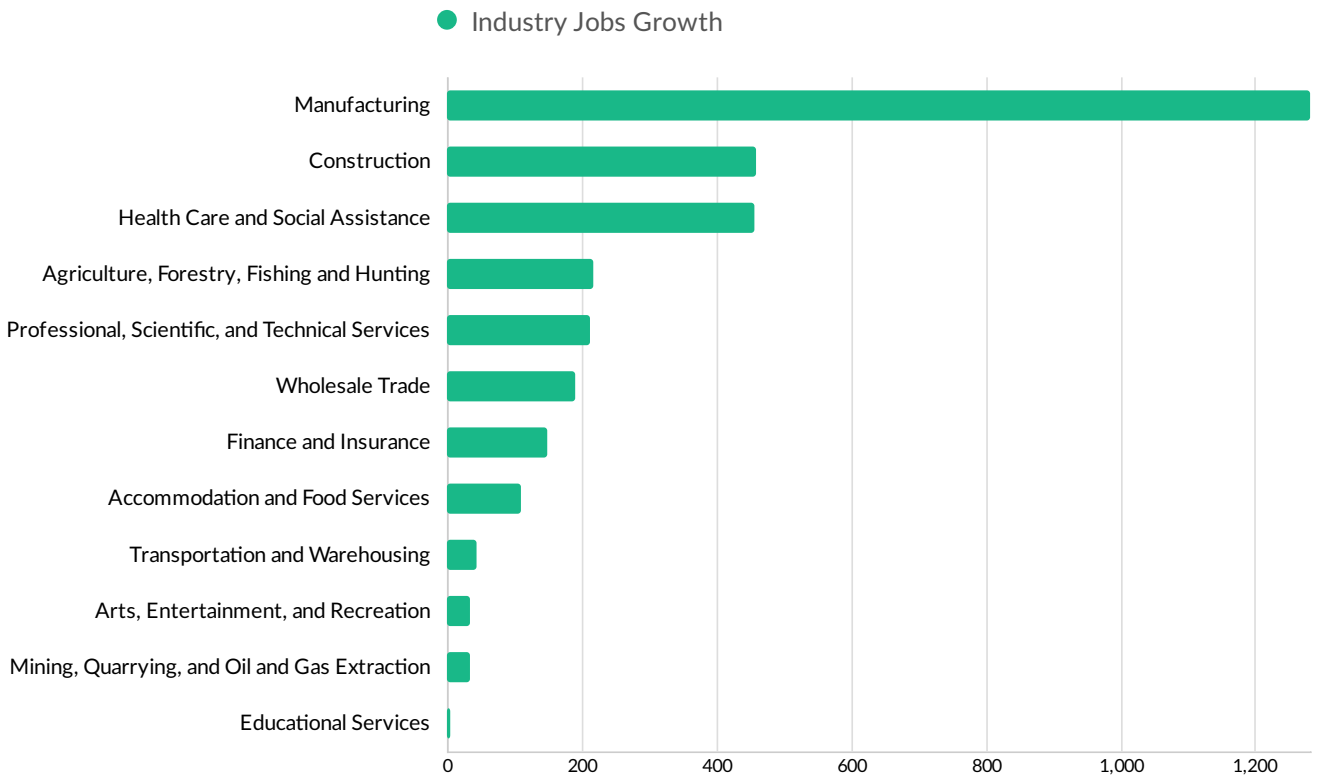
Industry Characteristics

Largest Industries



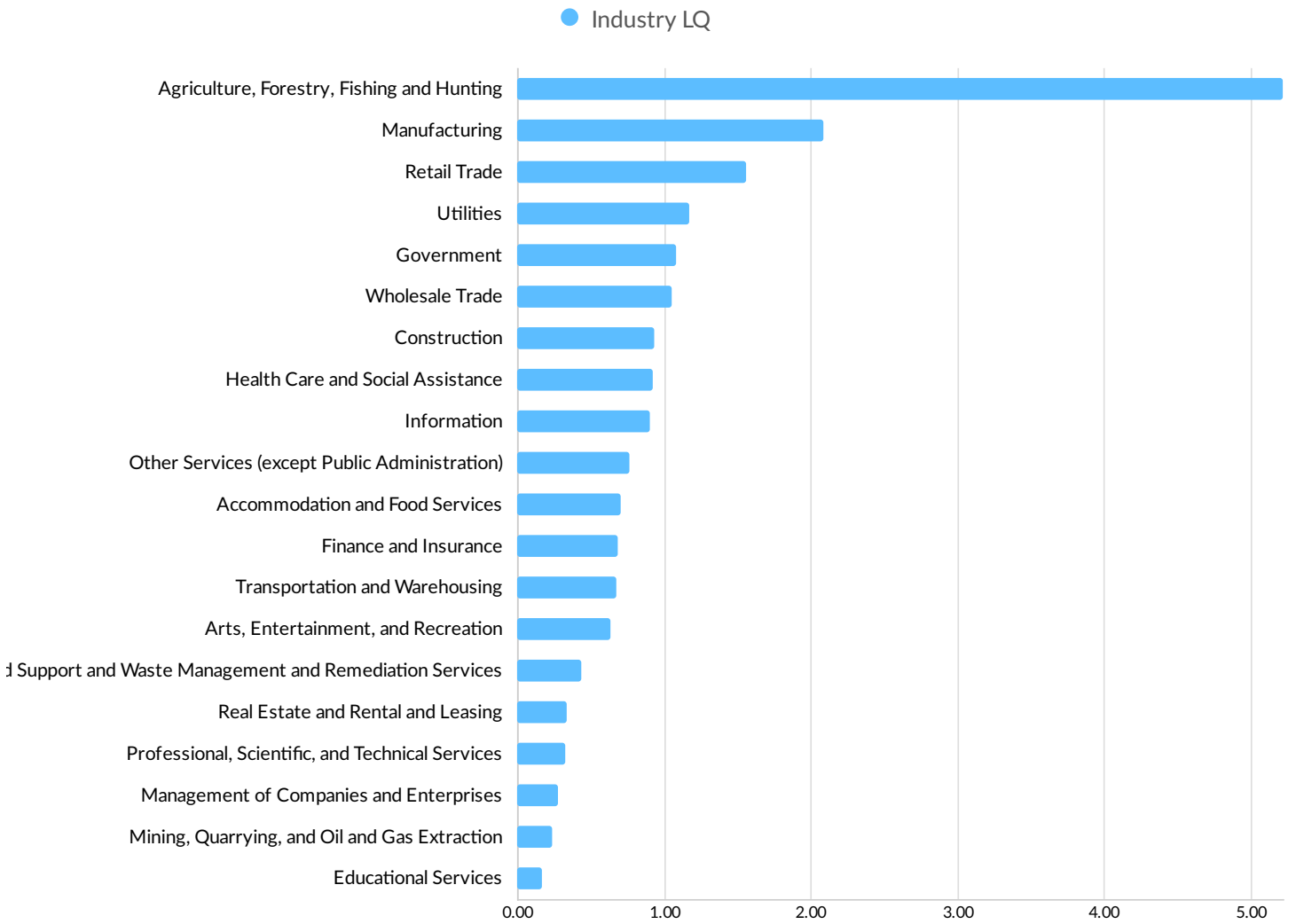
Industry Characteristics - Cont.

Top Growing Industries



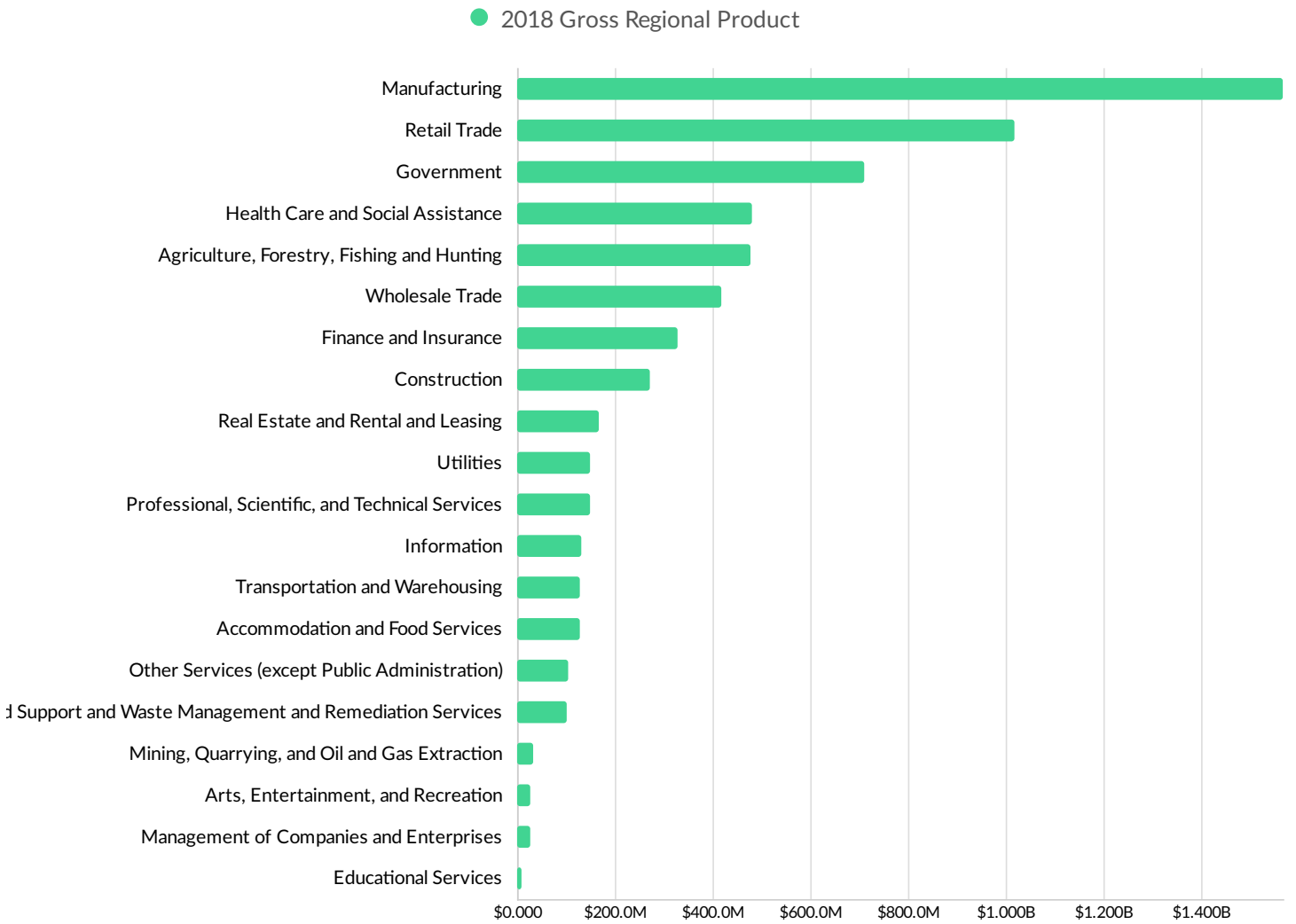
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

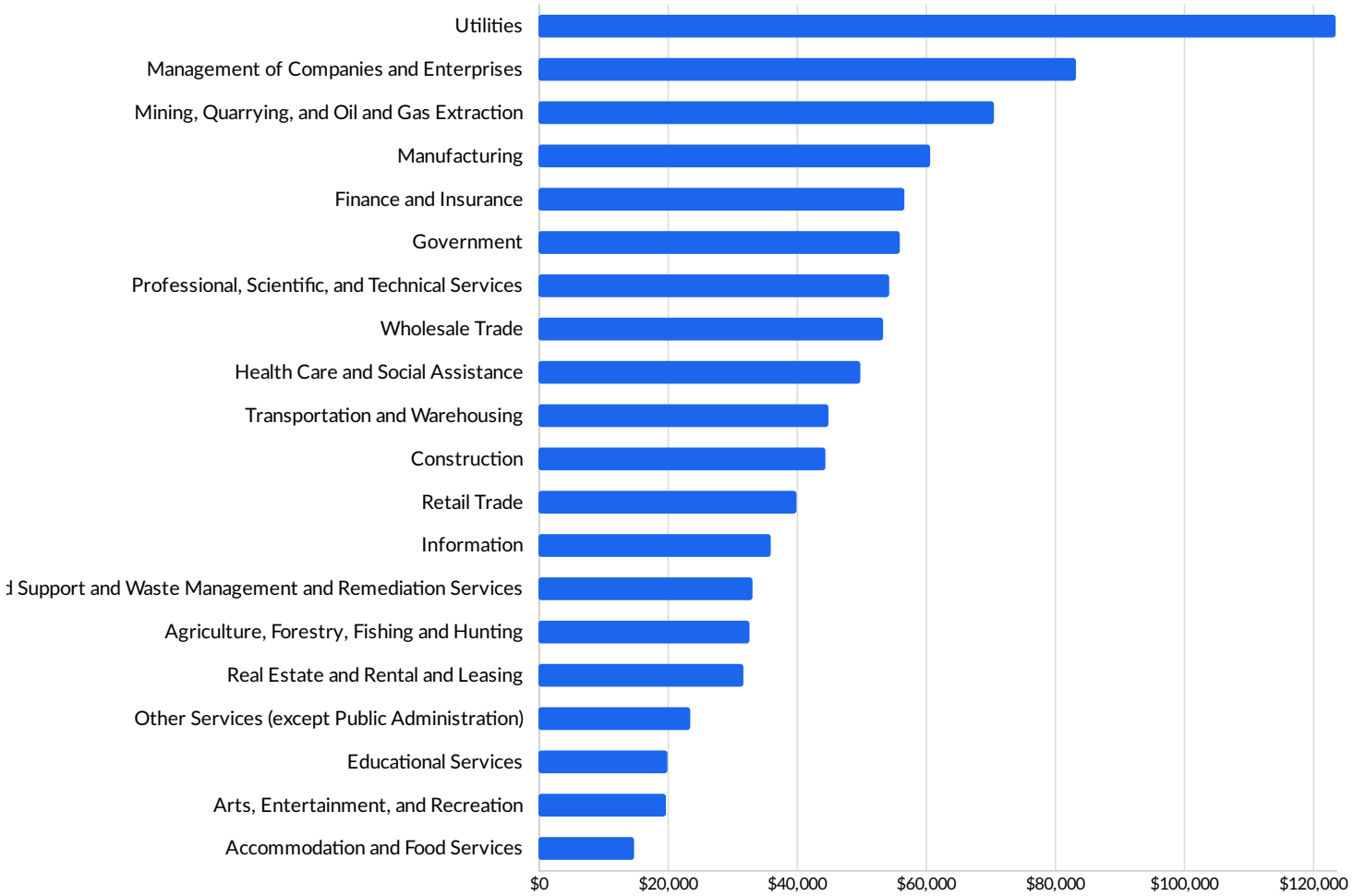
Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings

● 2018 Earnings Per Worker



Industry Characteristics - Cont.

| Industry | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2018 Earnings Per Worker | 2018 GRP |
|--|-----------|-----------|----------------|------------------|---------|--------------------------|-----------|
| Manufacturing | 10,328 | 11,610 | 1,282 | +12% | 2.09 | \$60,699 | \$1.57B |
| Government | 11,610 | 11,550 | -60 | -1% | 1.09 | \$55,939 | \$709.67M |
| Retail Trade | 12,203 | 11,201 | -1,002 | -8% | 1.56 | \$40,138 | \$1.02B |
| Health Care and Social Assistance | 7,761 | 8,218 | 457 | +6% | 0.92 | \$49,842 | \$479.72M |
| Agriculture, Forestry, Fishing and Hunting | 4,127 | 4,345 | 218 | +5% | 5.22 | \$32,678 | \$476.64M |
| Accommodation and Food Services | 4,186 | 4,295 | 109 | +3% | 0.71 | \$14,830 | \$128.71M |
| Construction | 3,177 | 3,636 | 459 | +14% | 0.93 | \$44,517 | \$271.27M |
| Wholesale Trade | 2,558 | 2,749 | 191 | +7% | 1.05 | \$53,406 | \$418.69M |
| Other Services (except Public Administration) | 2,573 | 2,568 | -5 | 0% | 0.76 | \$23,526 | \$103.01M |
| Finance and Insurance | 1,796 | 1,944 | 148 | +8% | 0.68 | \$56,765 | \$326.88M |
| Administrative and Support and Waste Management and Remediation Services | 2,172 | 1,929 | -243 | -11% | 0.44 | \$33,199 | \$100.52M |
| Transportation and Warehousing | 1,652 | 1,696 | 44 | +3% | 0.67 | \$44,973 | \$129.22M |
| Professional, Scientific, and Technical Services | 1,268 | 1,480 | 212 | +17% | 0.32 | \$54,435 | \$147.73M |
| Information | 1,294 | 1,176 | -118 | -9% | 0.91 | \$36,012 | \$132.40M |
| Arts, Entertainment, and Recreation | 744 | 778 | 34 | +5% | 0.64 | \$19,801 | \$27.81M |
| Real Estate and Rental and Leasing | 442 | 407 | -35 | -8% | 0.34 | \$31,800 | \$167.92M |
| Educational Services | 304 | 309 | 5 | +2% | 0.17 | \$20,083 | \$8.61M |
| Utilities | 329 | 285 | -44 | -13% | 1.17 | \$123,642 | \$149.95M |
| Management of Companies and Enterprises | 313 | 283 | -30 | -10% | 0.28 | \$83,350 | \$26.89M |





















Industry Characteristics - Cont.

| Industry | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2018 Earnings Per Worker | 2018 GRP |
|---|-----------|-----------|----------------|------------------|---------|--------------------------|----------|
| Mining, Quarrying, and Oil and Gas Extraction | 34 | 67 | 33 | +97% | 0.23 | \$70,539 | \$31.96M |

Business Characteristics

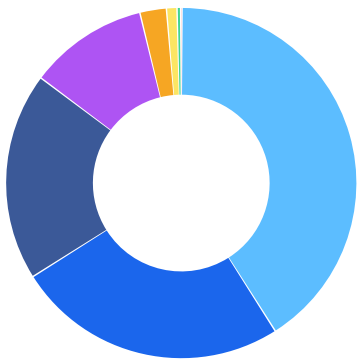
7,871 Companies Employ Your Workers

Online profiles for your workers mention 7,871 companies as employers, with the top 10 appearing below. In the last 12 months, 1,779 companies in your area posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|-----------------------------------|---|----------------------------------|---|
| University of Wisconsin Platte... | 386  | CRST International, Inc. | 2,736  |
| Lands' End, Inc. | 385  | Koch Trucking, Inc. | 1,007  |
| Colony Brands, Inc. | 183  | Uber Technologies, Inc. | 939  |
| The Monroe Clinic Inc | 169  | Tutree, Inc. | 679  |
| Wal-Mart Stores, Inc. | 118  | Teach For America, Inc. | 658  |
| State of Wisconsin | 96  | C.R. England, Inc. | 642  |
| University of Wisconsin-Madis... | 76  | Platinum Supplemental Insuran... | 642  |
| Upland Hills Health, Inc. | 68  | Roehl Transport, Inc. | 502  |
| R.R. Donnelley & Sons Company | 64  | U. S. Xpress, Inc. | 450  |
| 3M Company | 62  | Decker Truck Line, Inc. | 411  |

Business Characteristics - Cont.

Business Size

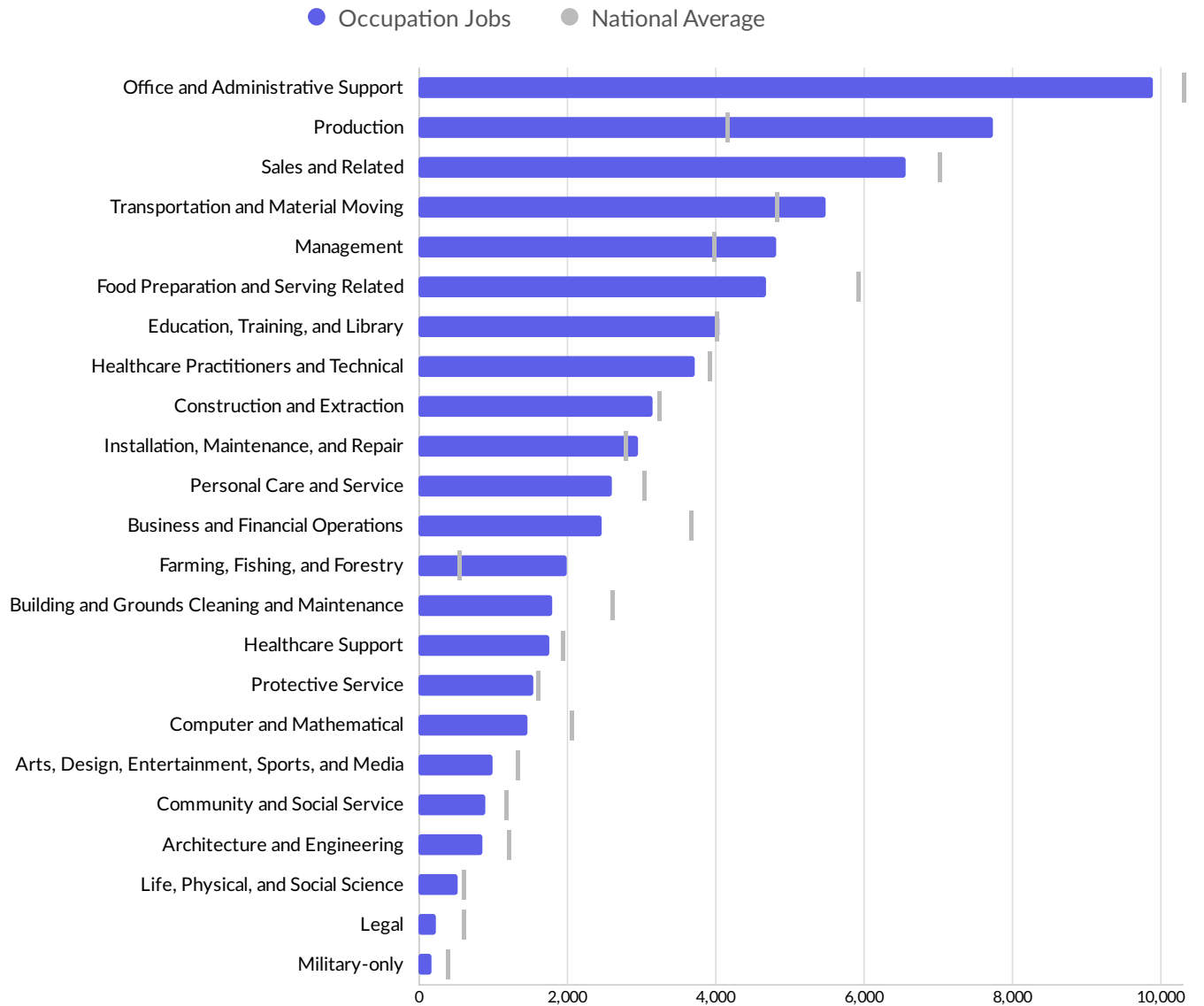


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 40.9% | 2,961 |
| 5 to 9 employees | 25.1% | 1,813 |
| 10 to 19 employees | 19.2% | 1,388 |
| 20 to 49 employees | 11.0% | 794 |
| 50 to 99 employees | 2.4% | 177 |
| 100 to 249 employees | 1.0% | 70 |
| 250 to 499 employees | 0.3% | 24 |
| 500+ employees | 0.1% | 9 |

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

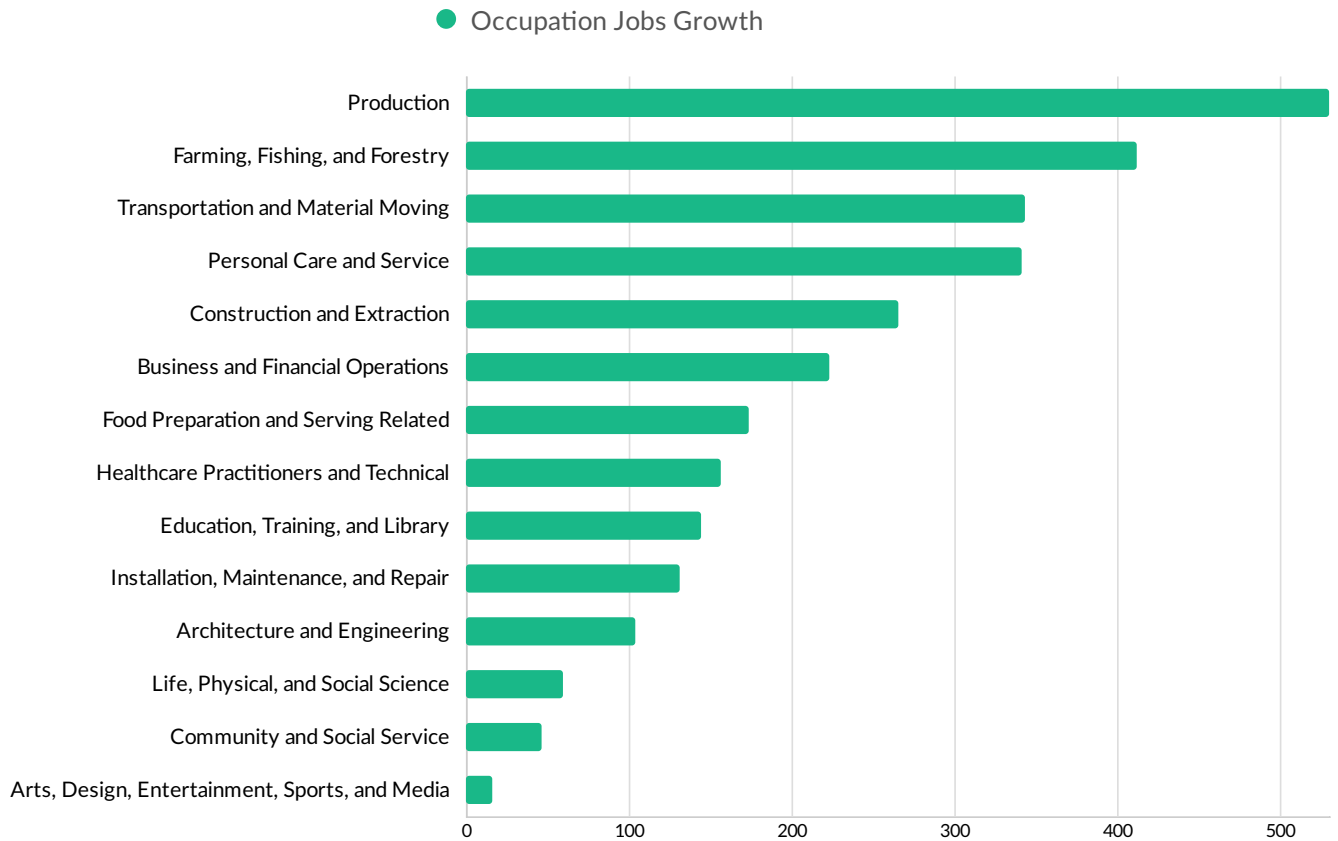
Workforce Characteristics

Largest Occupations



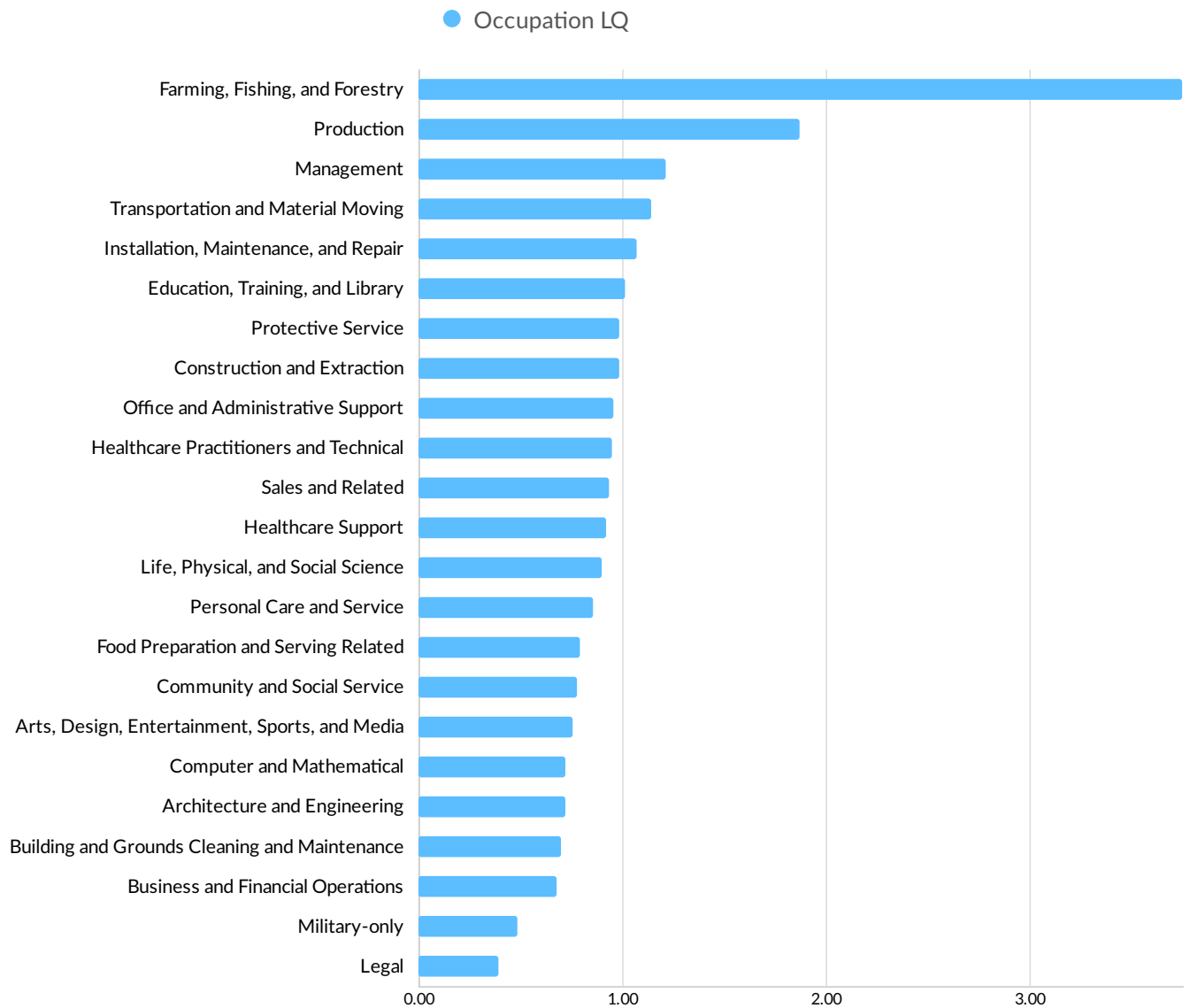
Workforce Characteristics - Cont.

Top Growing Occupations



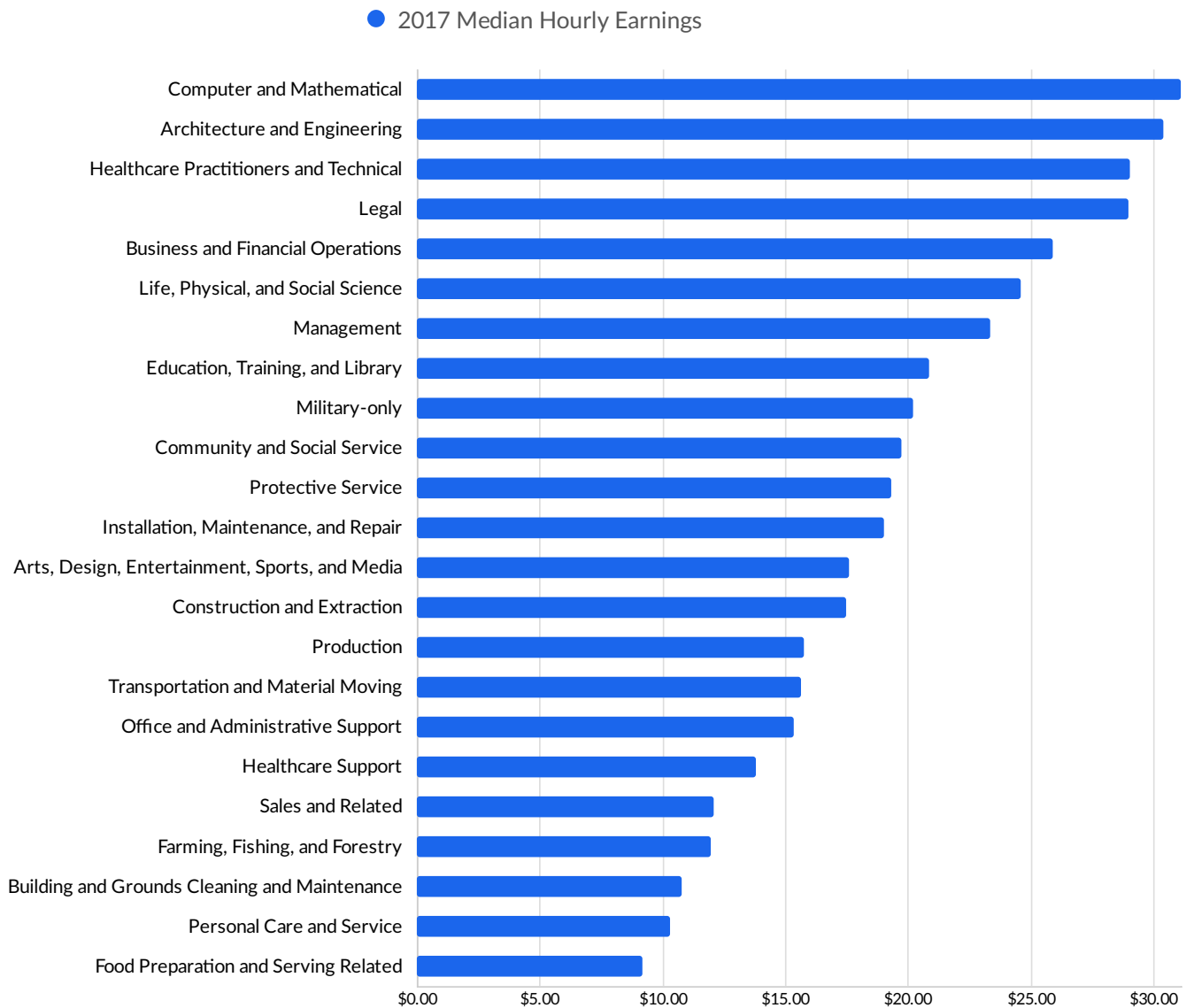
Workforce Characteristics - Cont.

Top Occupation LQ



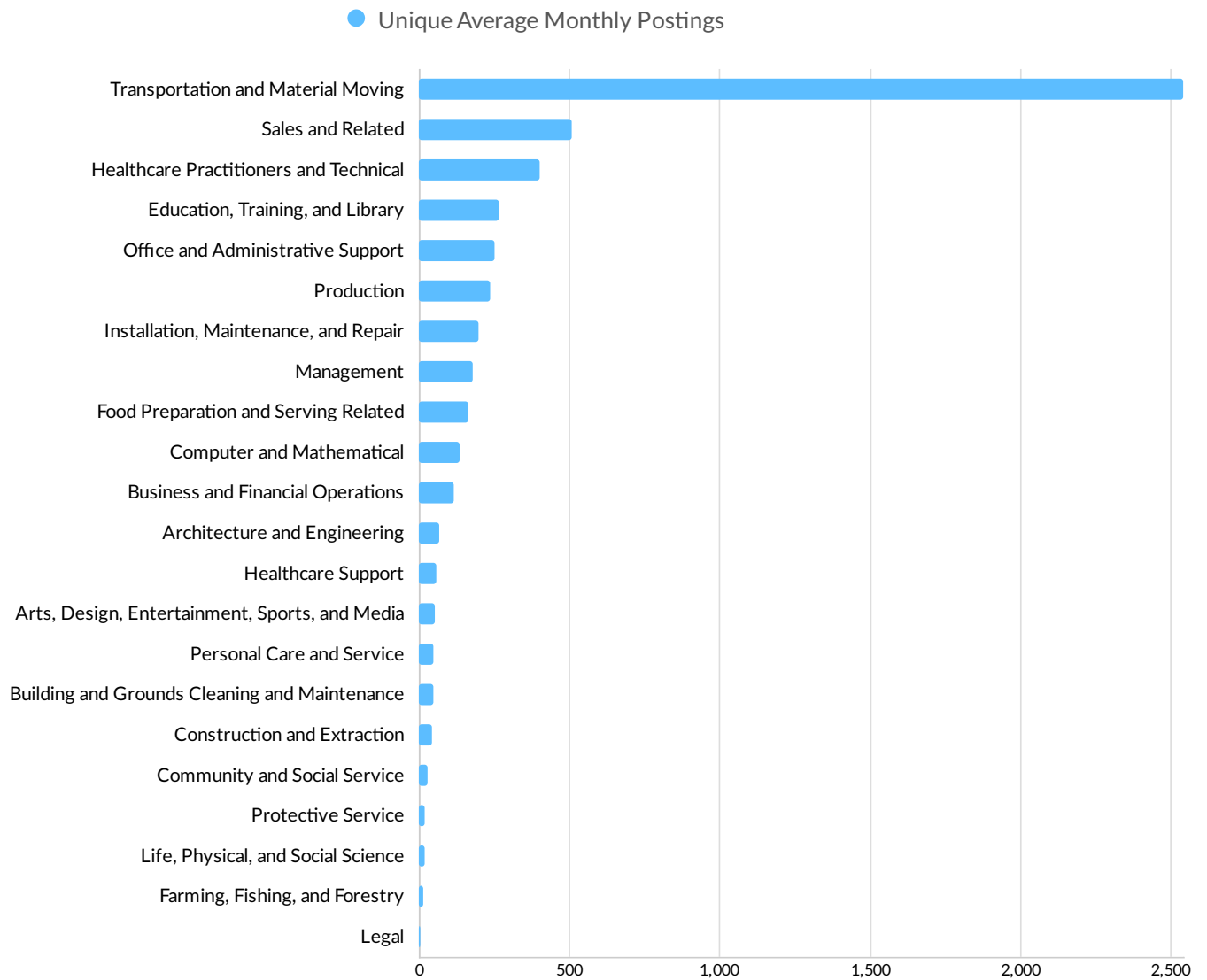
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.




| Occupation | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2017 Median Hourly Earnings | Mar 2018 - Feb 2019 Unique Average Monthly Postings |
|---|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Office and Administrative Support | 10,643 | 9,902 | -741 | -7% | 0.96 | \$15.33 | 251 |
| Production | 7,222 | 7,752 | 530 | +7% | 1.87 | \$15.74 | 236 |
| Sales and Related | 6,832 | 6,579 | -253 | -4% | 0.94 | \$12.11 | 507 |
| Transportation and Material Moving | 5,141 | 5,484 | 343 | +7% | 1.14 | \$15.64 | 2,543 |
| Management | 4,911 | 4,820 | -91 | -2% | 1.22 | \$23.33 | 181 |
| Food Preparation and Serving Related | 4,518 | 4,692 | 174 | +4% | 0.80 | \$9.21 | 166 |
| Education, Training, and Library | 3,926 | 4,070 | 144 | +4% | 1.02 | \$20.89 | 268 |
| Healthcare Practitioners and Technical | 3,572 | 3,728 | 156 | +4% | 0.95 | \$29.06 | 401 |
| Construction and Extraction | 2,900 | 3,165 | 265 | +9% | 0.98 | \$17.47 | 44 |
| Installation, Maintenance, and Repair | 2,838 | 2,969 | 131 | +5% | 1.07 | \$19.03 | 198 |
| Personal Care and Service | 2,264 | 2,605 | 341 | +15% | 0.86 | \$10.33 | 50 |
| Business and Financial Operations | 2,242 | 2,465 | 223 | +10% | 0.68 | \$25.93 | 117 |
| Farming, Fishing, and Forestry | 1,592 | 2,004 | 412 | +26% | 3.75 | \$11.99 | 14 |
| Building and Grounds Cleaning and Maintenance | 1,850 | 1,813 | -37 | -2% | 0.70 | \$10.81 | 47 |
| Healthcare Support | 1,834 | 1,760 | -74 | -4% | 0.92 | \$13.80 | 60 |
| Protective Service | 1,575 | 1,558 | -17 | -1% | 0.99 | \$19.32 | 19 |
| Computer and Mathematical | 1,535 | 1,467 | -68 | -4% | 0.72 | \$31.12 | 138 |

Workforce Characteristics - Cont.

| Occupation | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2017 Median Hourly Earnings | Mar 2018 - Feb 2019 Unique Average Monthly Postings |
|--|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Arts, Design, Entertainment, Sports, and Media | 976 | 992 | 16 | +2% | 0.76 | \$17.58 | 51 |
| Community and Social Service | 859 | 905 | 46 | +5% | 0.78 | \$19.73 | 28 |
| Architecture and Engineering | 758 | 862 | 104 | +14% | 0.72 | \$30.43 | 65 |
| Life, Physical, and Social Science | 464 | 524 | 60 | +13% | 0.90 | \$24.58 | 17 |
| Legal | 243 | 230 | -13 | -5% | 0.39 | \$28.97 | 3 |
| Military-only | 181 | 179 | -2 | -1% | 0.49 | \$20.22 | 0 |

Educational Pipeline

In 2017, there were 2,356 graduates in Prosperity Southwest WI: Richland Electric & Scenic Rivers Energy Service Territories (Crawford, Grant, Green, Iowa, Lafayette & Richland Counties) (Report courtesy of the 7 Rivers Alliance). This pipeline has grown by 2% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, "Business Administration and Management, General", and Mechanical Engineering.

| School | Total Graduates (2017) | Graduate Trend (2013 - 2017) |
|---------------------------------------|------------------------|---|
| University of Wisconsin-Platteville | 1,629 |  |
| Southwest Wisconsin Technical College | 703 |  |
| Paul Mitchell the School-Monroe | 24 |  |

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher