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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Report Parameters

6 Counties

55023	Crawford County, WI
55043	Grant County, WI
55045	Green County, WI
55049	Iowa County, WI
55065	Lafayette County, WI
55103	Richland County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

162,697

Population (2019)

Population **decreased by 290** over the last 5 years but is projected to **grow by 112** over the next 5 years.

71,027

Total Regional Employment

Jobs **grew by 1,421** over the last 5 years and are projected to **grow by 2,402** over the next 5 years.

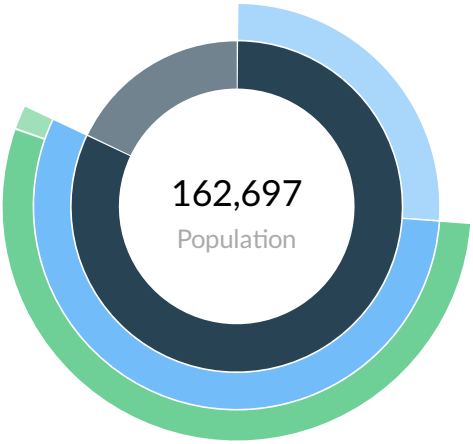
$49.4K

Avg. Earnings Per Job (2019)

Regional average earnings per job are **$19.7K below** the national average earnings of $69.1K per job.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	162,697	91,018	71,027	100.8	$7.19B	$11.70B	$9.82B
State	5,829,343	3,089,956	3,180,026	100.0	$339.02B	$308.87B	$336.99B
United States	329,399,330	163,493,315	165,694,988	100.0	$21.12T	$0	$8.96T

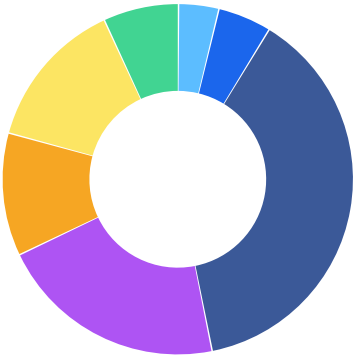
2019 Labor Force Breakdown



	Population
Total Working Age Population	133,423
Not in Labor Force (15+)	42,405
Labor Force	91,018
Employed	88,241
Unemployed	2,777
Under 15	29,274

Educational Attainment

Concerning educational attainment, **13.9% of the selected regions' residents possess a Bachelor's Degree** (5.0% below the national average), and **11.3% hold an Associate's Degree** (3.3% above the national average).

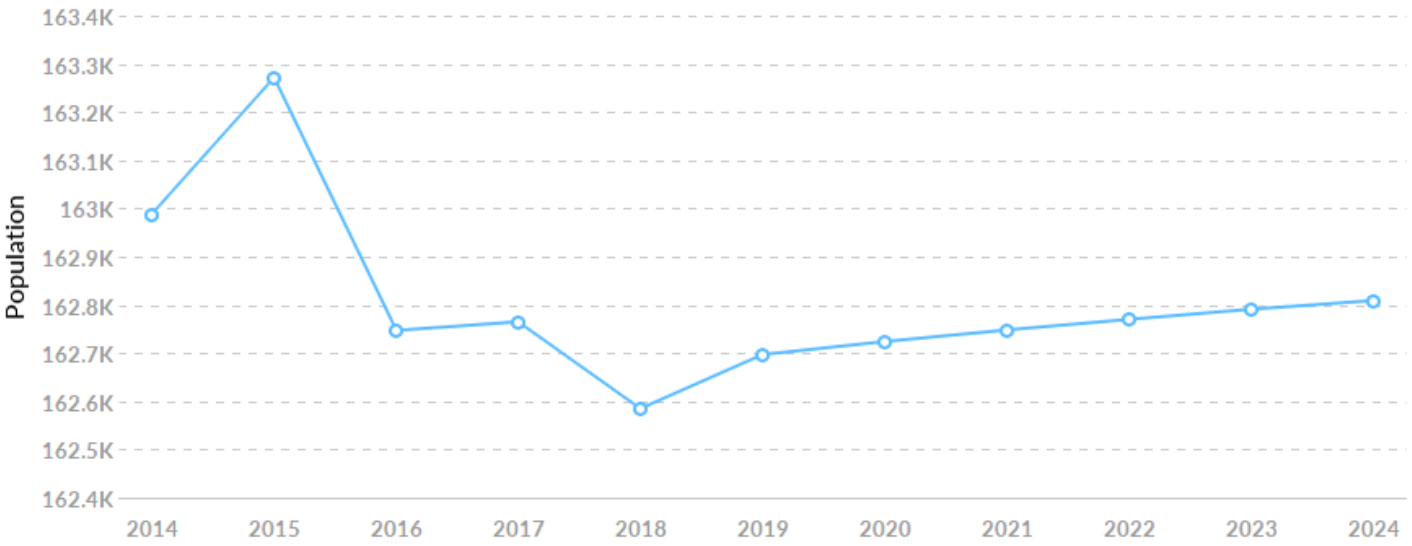


	% of Population	Population
Less Than 9th Grade	3.7%	4,106
9th Grade to 12th Grade	4.9%	5,467
High School Diploma	38.1%	42,176
Some College	21.1%	23,299
Associate's Degree	11.3%	12,544
Bachelor's Degree	13.9%	15,336
Graduate Degree and Higher	7.0%	7,694

Historic & Projected Trends

Population Trends

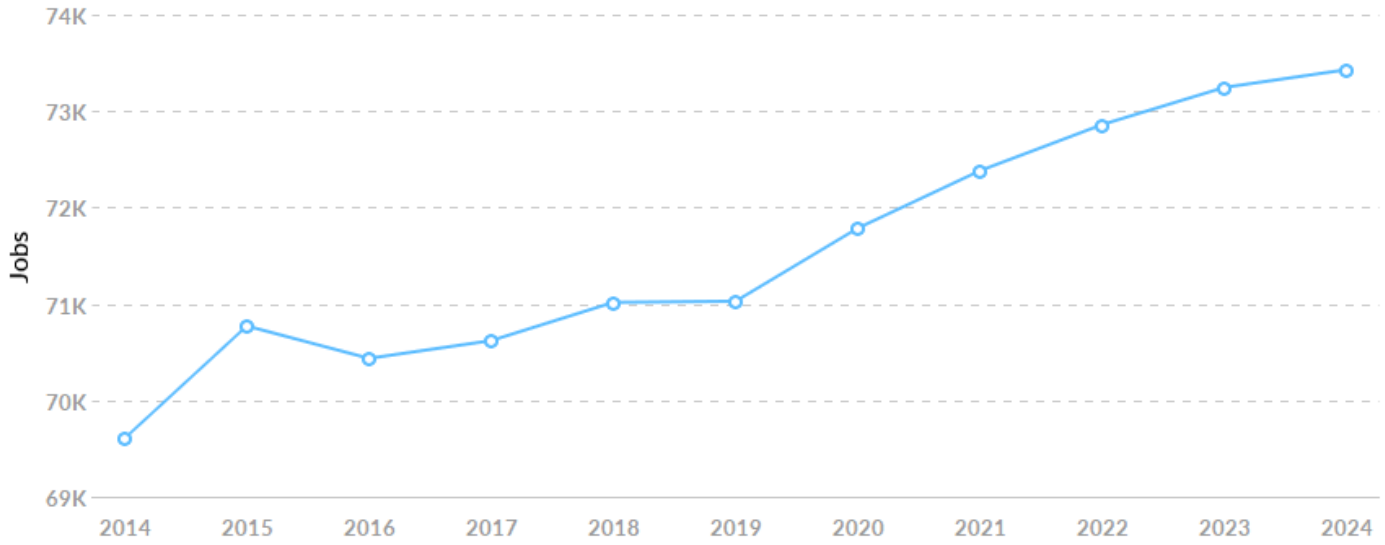
As of 2019 the region's population **declined by 0.2%** since 2014, falling by 290. Population is expected to **increase by 0.1%** between 2019 and 2024, adding 112.



Timeframe	Population
2014	162,988
2015	163,271
2016	162,747
2017	162,765
2018	162,585
2019	162,697
2020	162,724
2021	162,748
2022	162,770
2023	162,791
2024	162,809

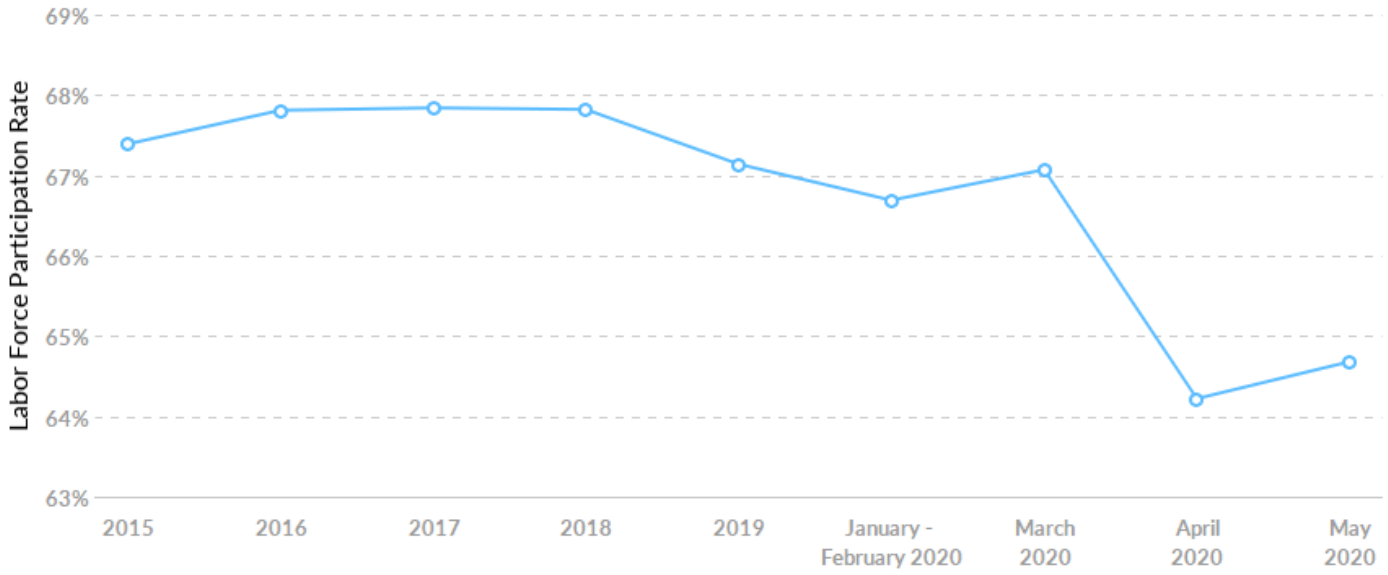
Job Trends

From 2014 to 2019, jobs **increased by 2.0%** 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 69,606 to **71,027**. This change **fell short of the national growth rate of 7.9% by 5.9%**.



Timeframe	Jobs
2014	69,606
2015	70,771
2016	70,435
2017	70,619
2018	71,016
2019	71,027
2020	71,785
2021	72,381
2022	72,859
2023	73,245
2024	73,429

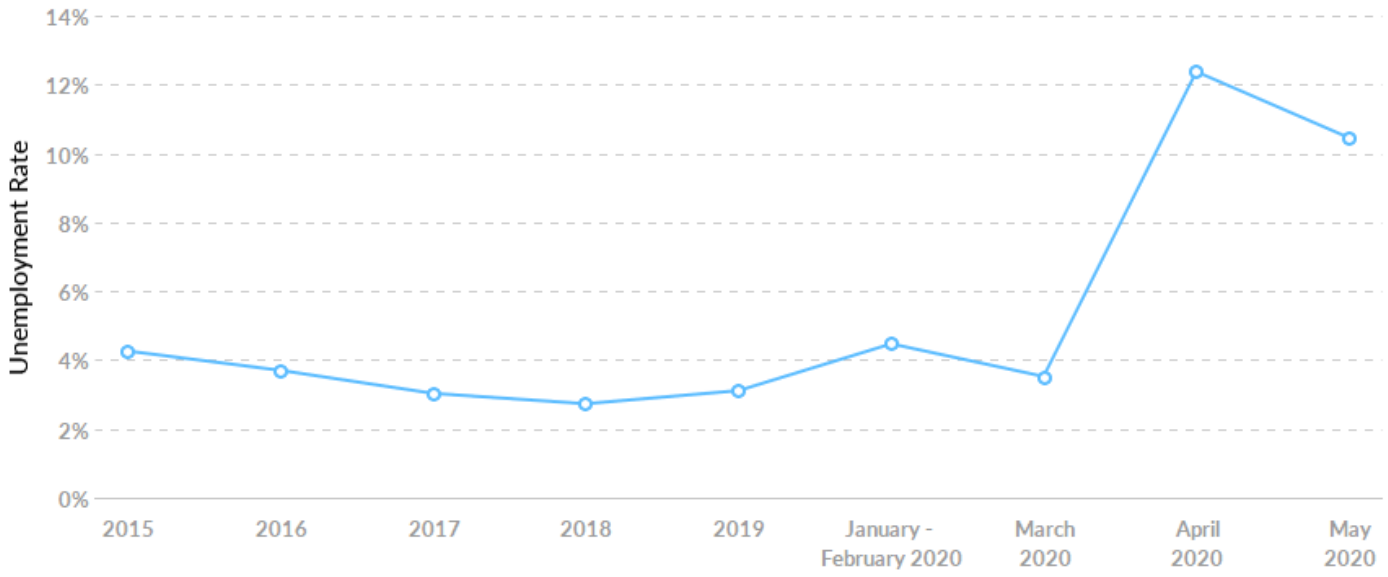
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	67.39%
2016	67.81%
2017	67.84%
2018	67.82%
2019	67.14%
January - February 2020	66.69%
March 2020	67.07%
April 2020	64.22%
May 2020	64.68%

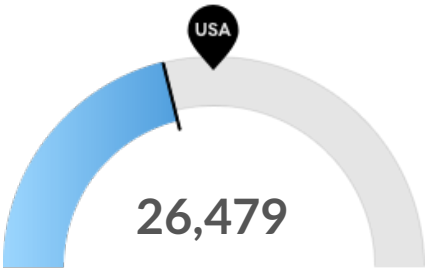
Unemployment Rate Trends

Your areas had a May 2020 unemployment rate of 10.45%, **increasing from 4.26%** 5 years before.



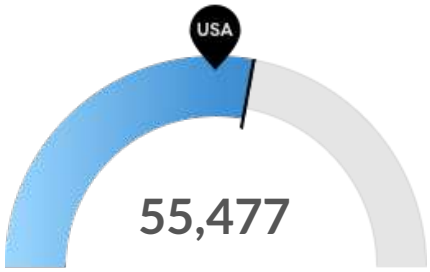
Timeframe	Unemployment Rate
2015	4.26%
2016	3.70%
2017	3.03%
2018	2.73%
2019	3.11%
January - February 2020	4.47%
March 2020	3.52%
April 2020	12.37%
May 2020	10.45%

Population Characteristics



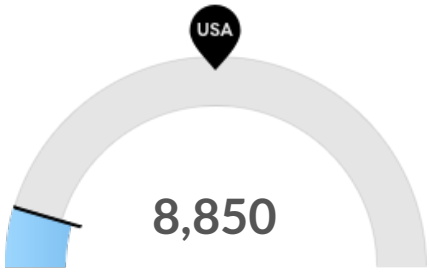
Millennials

Your area has 26,479 millennials (ages 25-39). The national average for an area this size is 33,425.



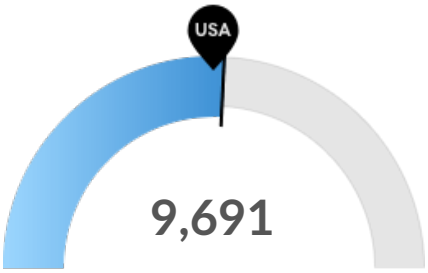
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 47,063 people 55 or older, while there are 55,477 here.



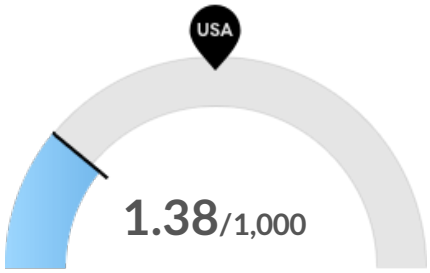
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 64,415 racially diverse people, while there are 8,850 here.



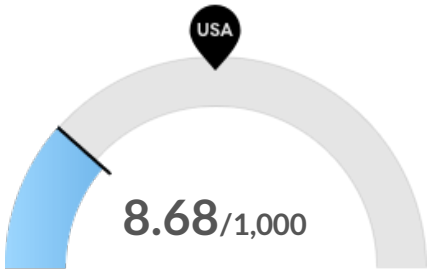
Veterans

Your area has 9,691 veterans. The national average for an area this size is 9,249.



Violent Crime

Your area has 1.38 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

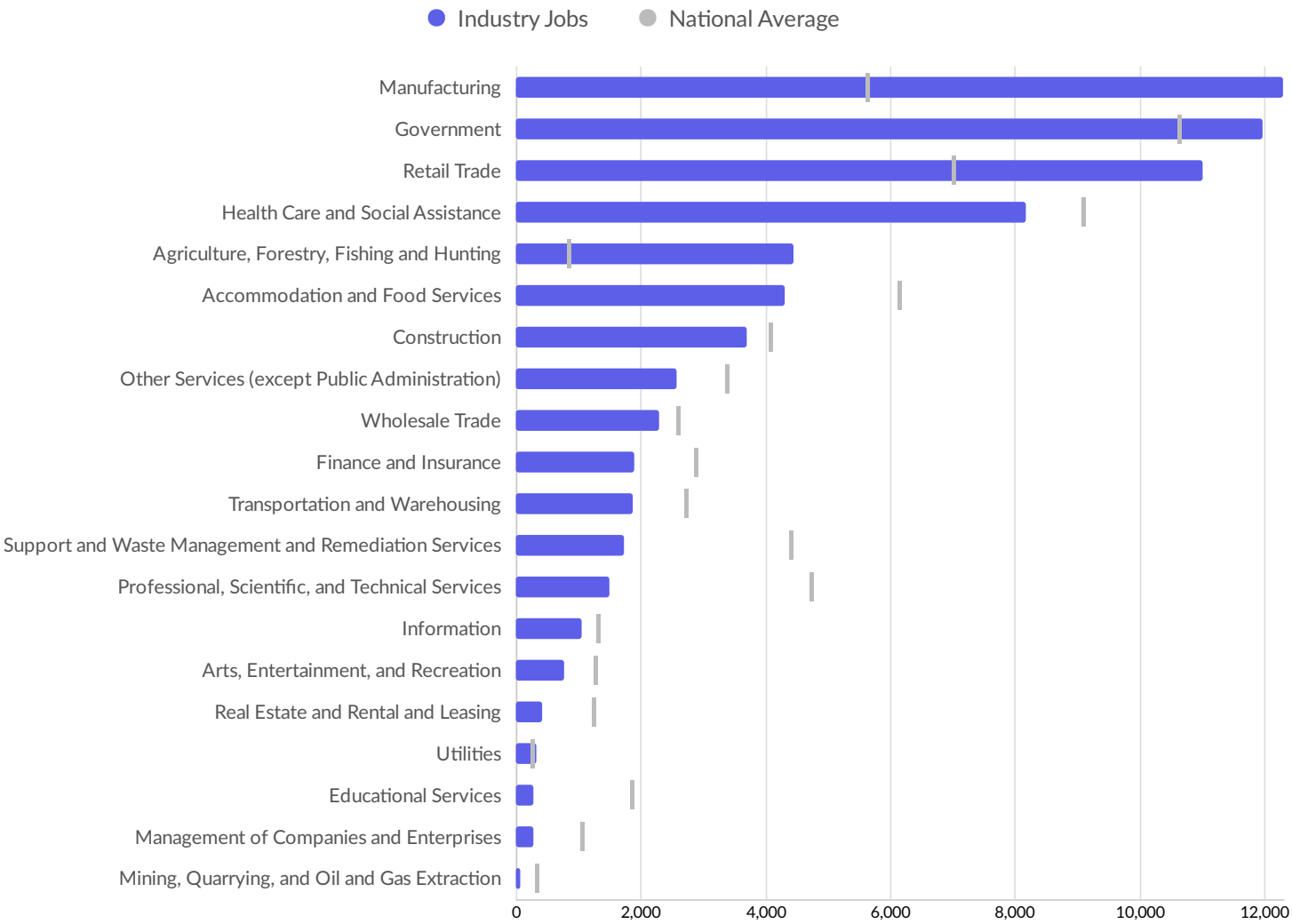


Property Crime

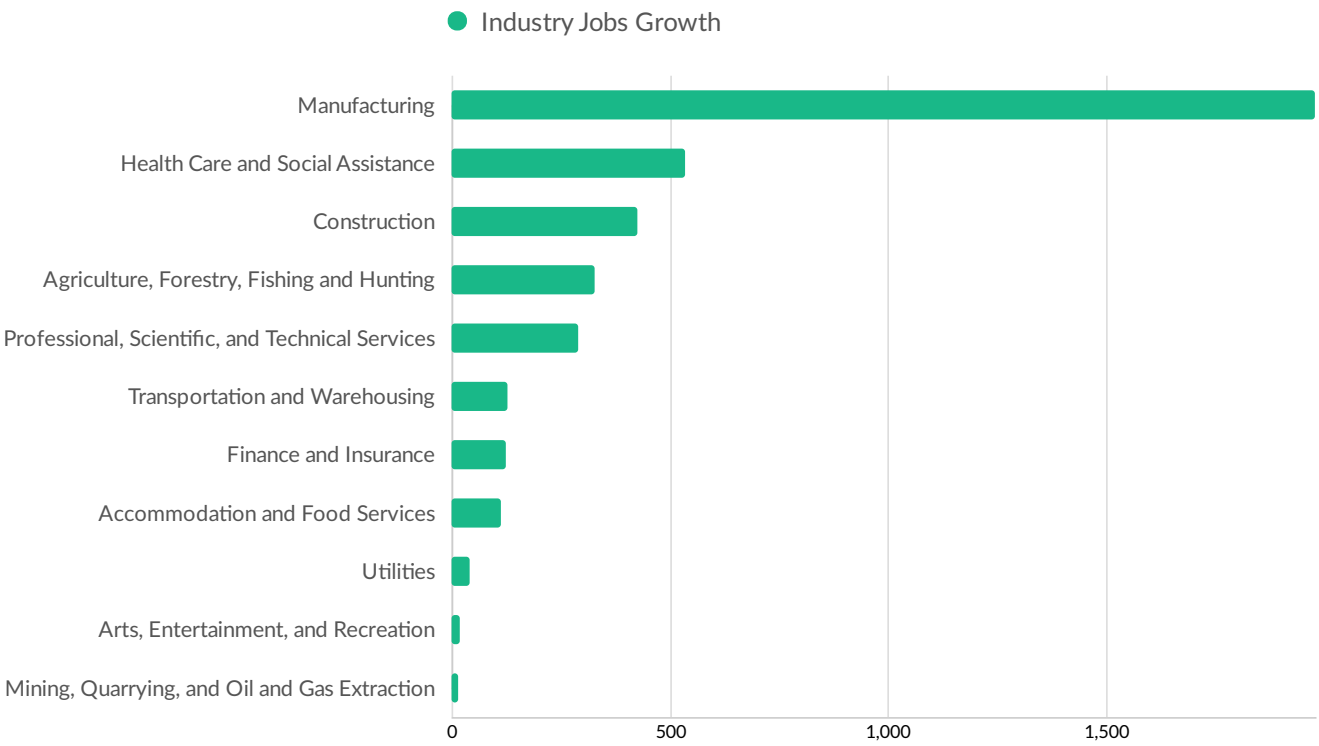
Your area has 8.68 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Industry Characteristics

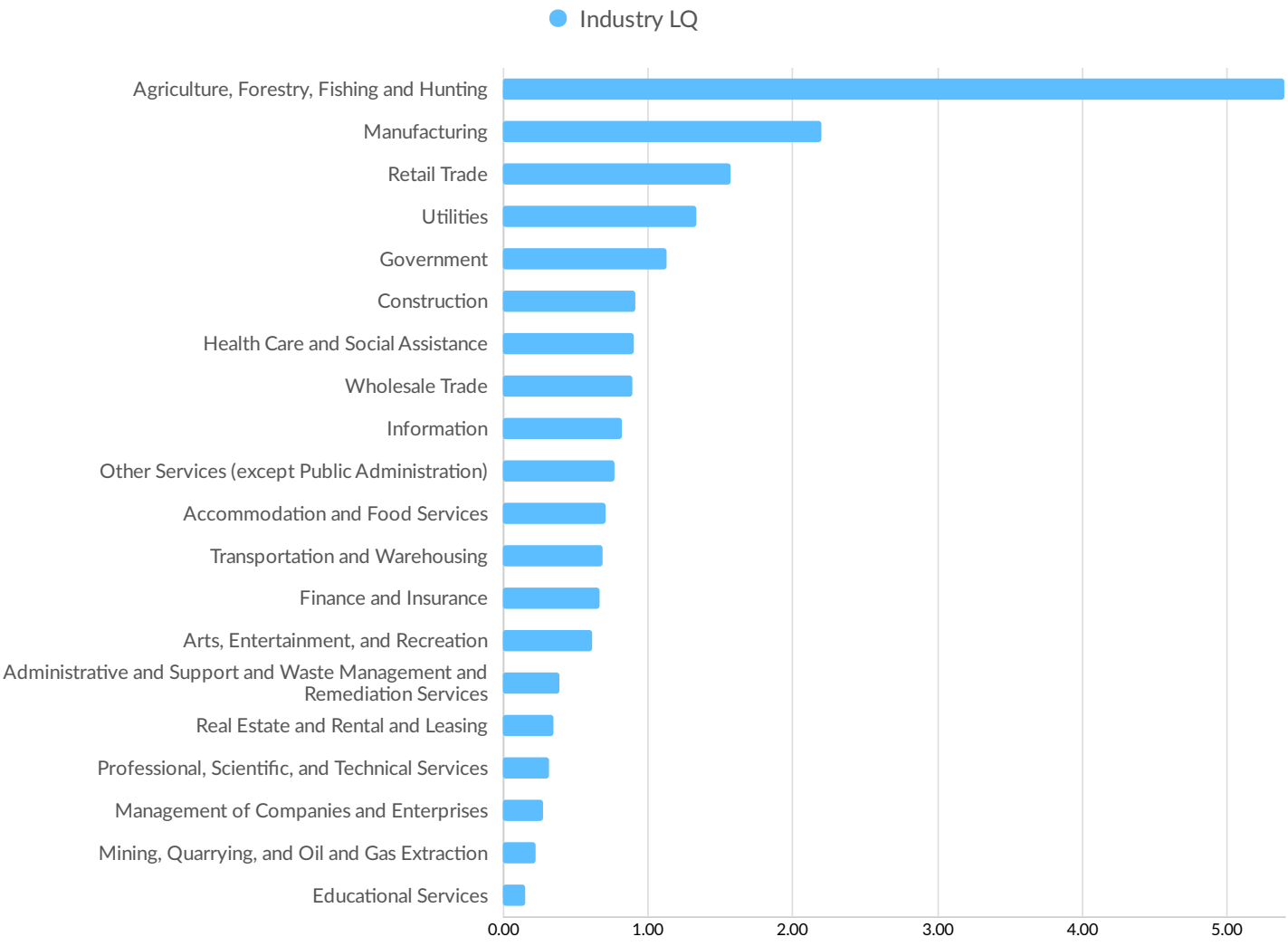
Largest Industries



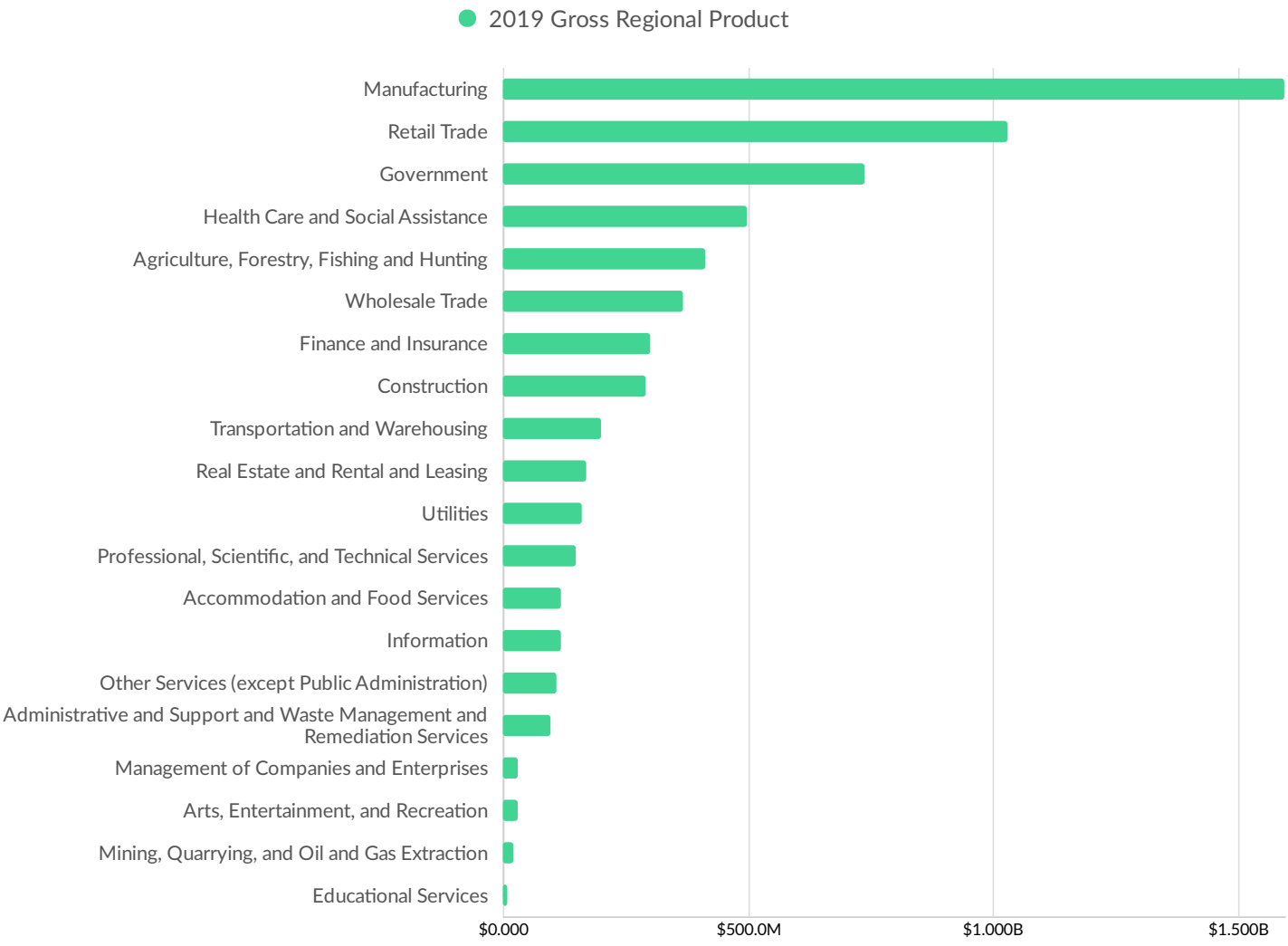
Top Growing Industries



Top Industry LQ

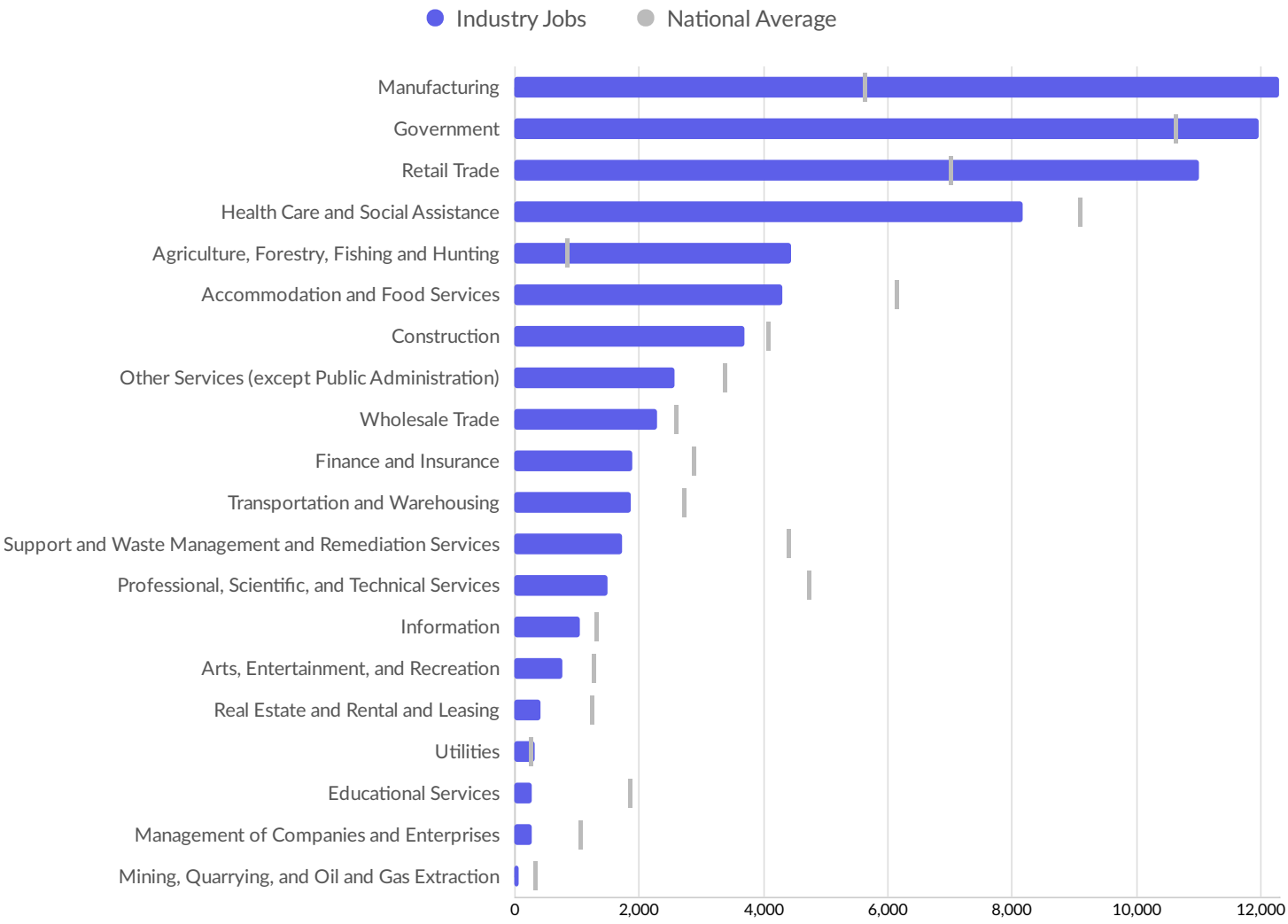


Top Industry GRP



Top Industry Earnings

Largest Industries



Business Characteristics

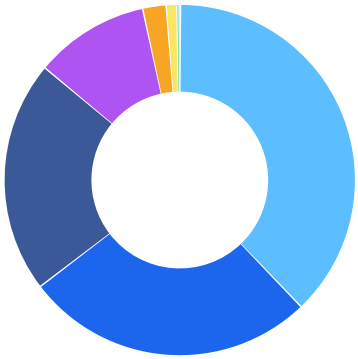
7,737 Companies Employ Your Workers

Online profiles for your workers mention 7,737 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
Lands' End, Inc.	426
University of Wisconsin Plattevi...	383
Colony Brands, Inc.	205
The Monroe Clinic Inc	172
State of Wisconsin	166
Wal-Mart, Inc.	151
Southwest Technologies, Inc.	81
Cabela's Incorporated	72
University of Wisconsin-Madison	70
3M Company	66

Top Companies Posting	Unique Postings
CRST International, Inc.	2,651
Platinum Supplemental Insuranc...	1,504
HealthCare Employment Netwo...	1,010
Roehl Transport, Inc.	513
Pegasus Transportation, Inc.	473
Lands' End, Inc.	333
K.B. Transportation, Inc.	320
Eatstreet	317
HomeAdvisor, Inc.	317
U.S. Xpress, Inc.	316

Business Size

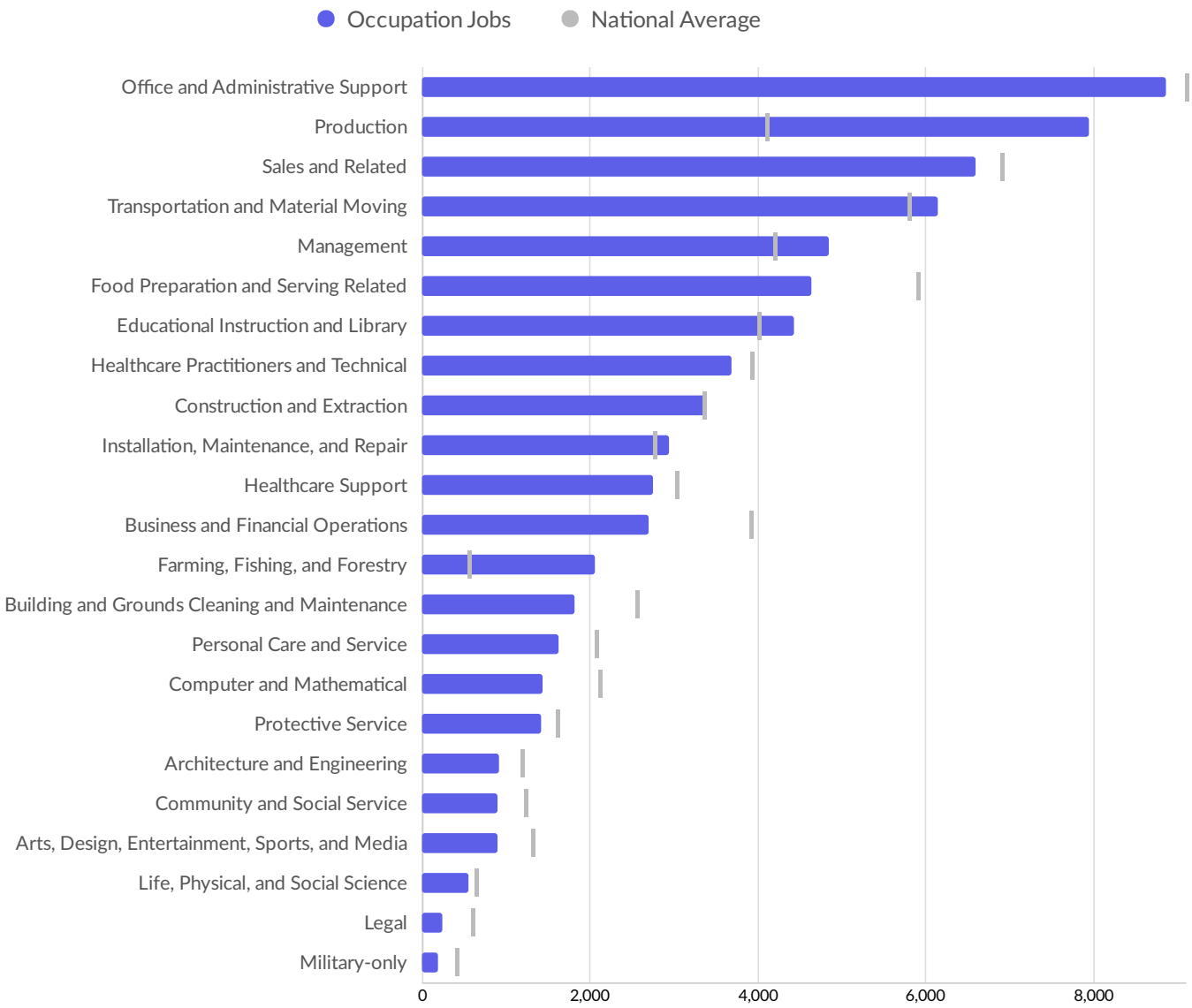


	Percentage	Business Count
1 to 4 employees	37.8%	2,676
5 to 9 employees	26.8%	1,897
10 to 19 employees	21.4%	1,517
20 to 49 employees	10.6%	748
50 to 99 employees	2.2%	153
100 to 249 employees	1.0%	68
250 to 499 employees	0.2%	16
500+ employees	0.1%	9

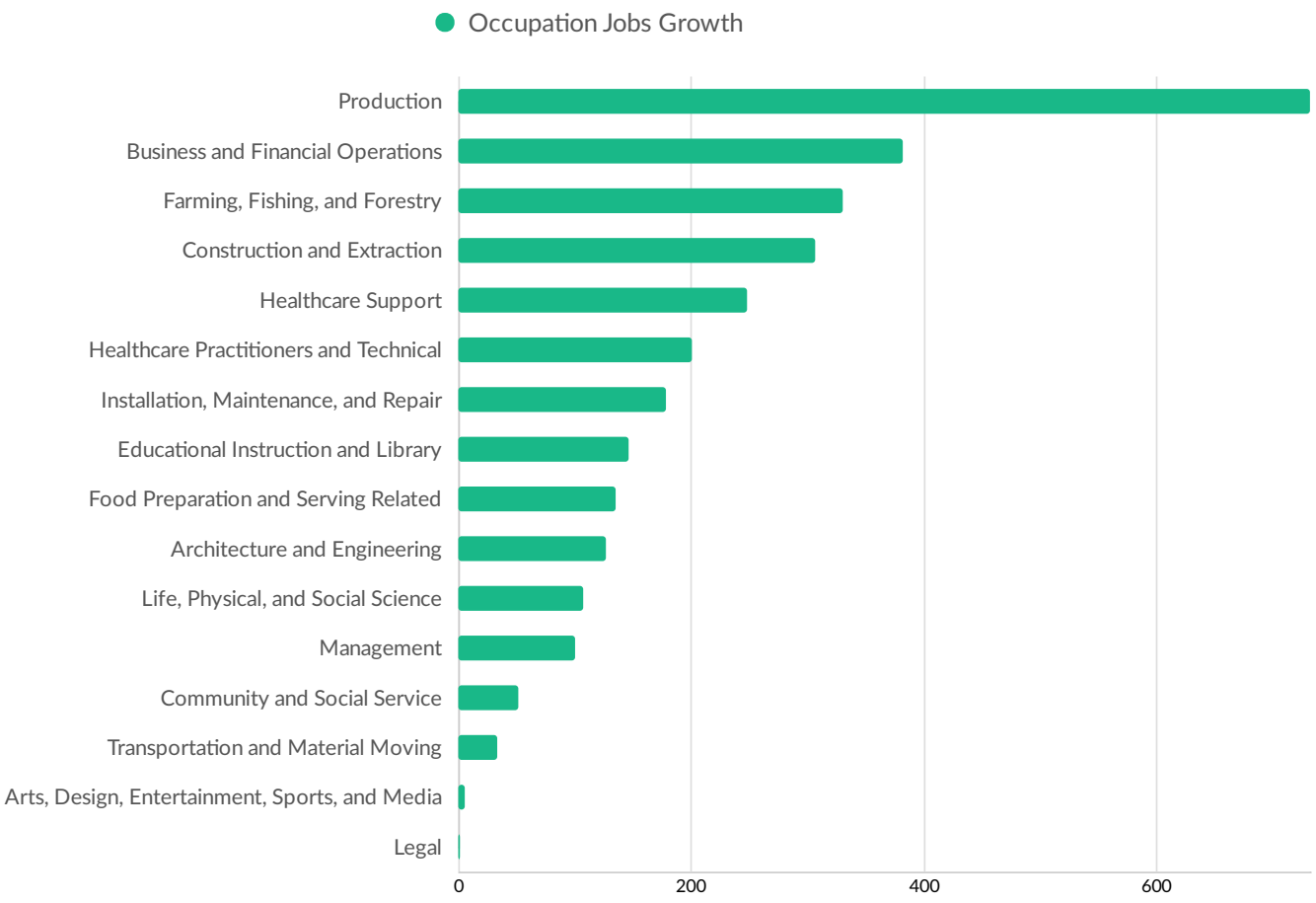
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

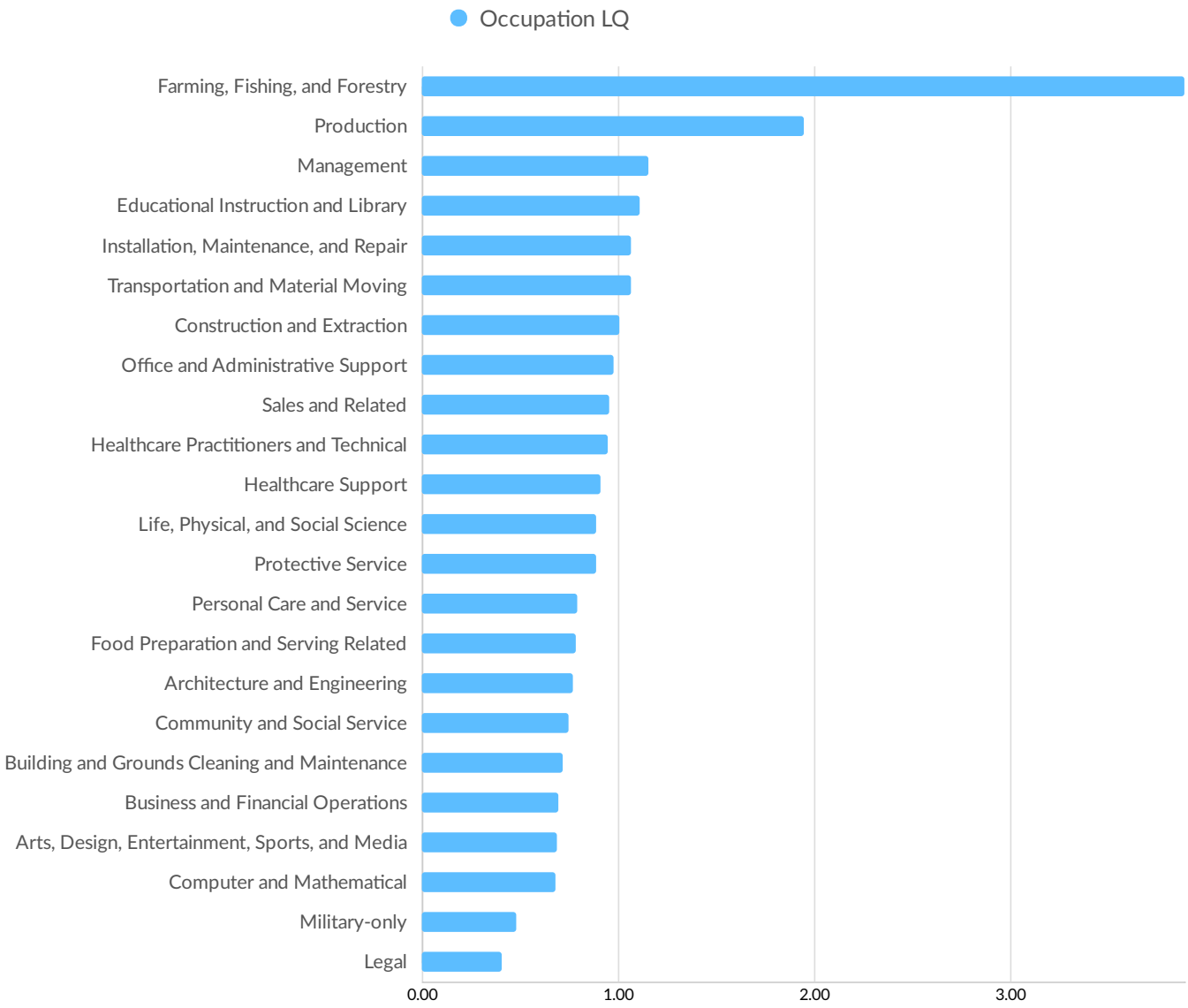
Largest Occupations



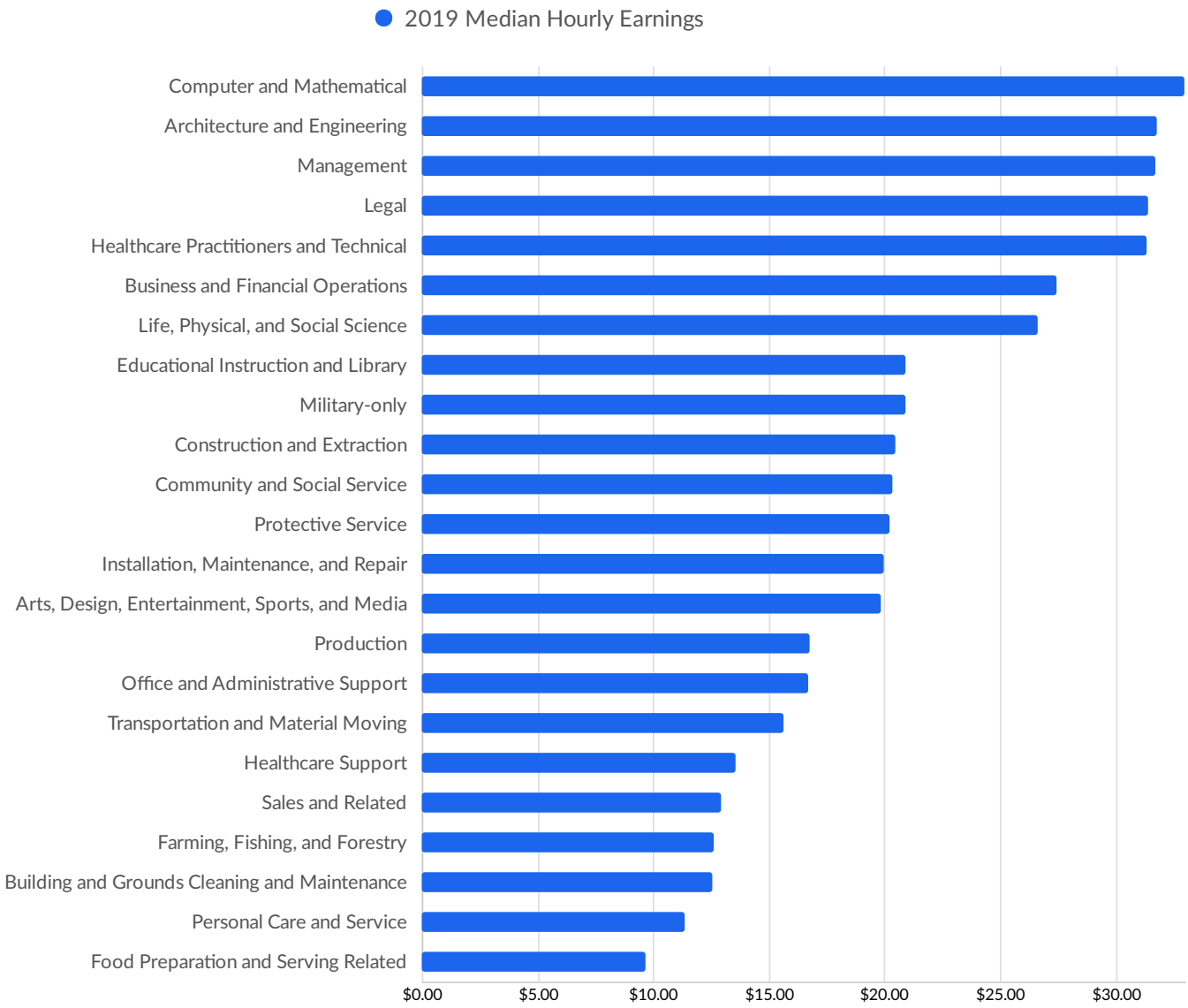
Top Growing Occupations



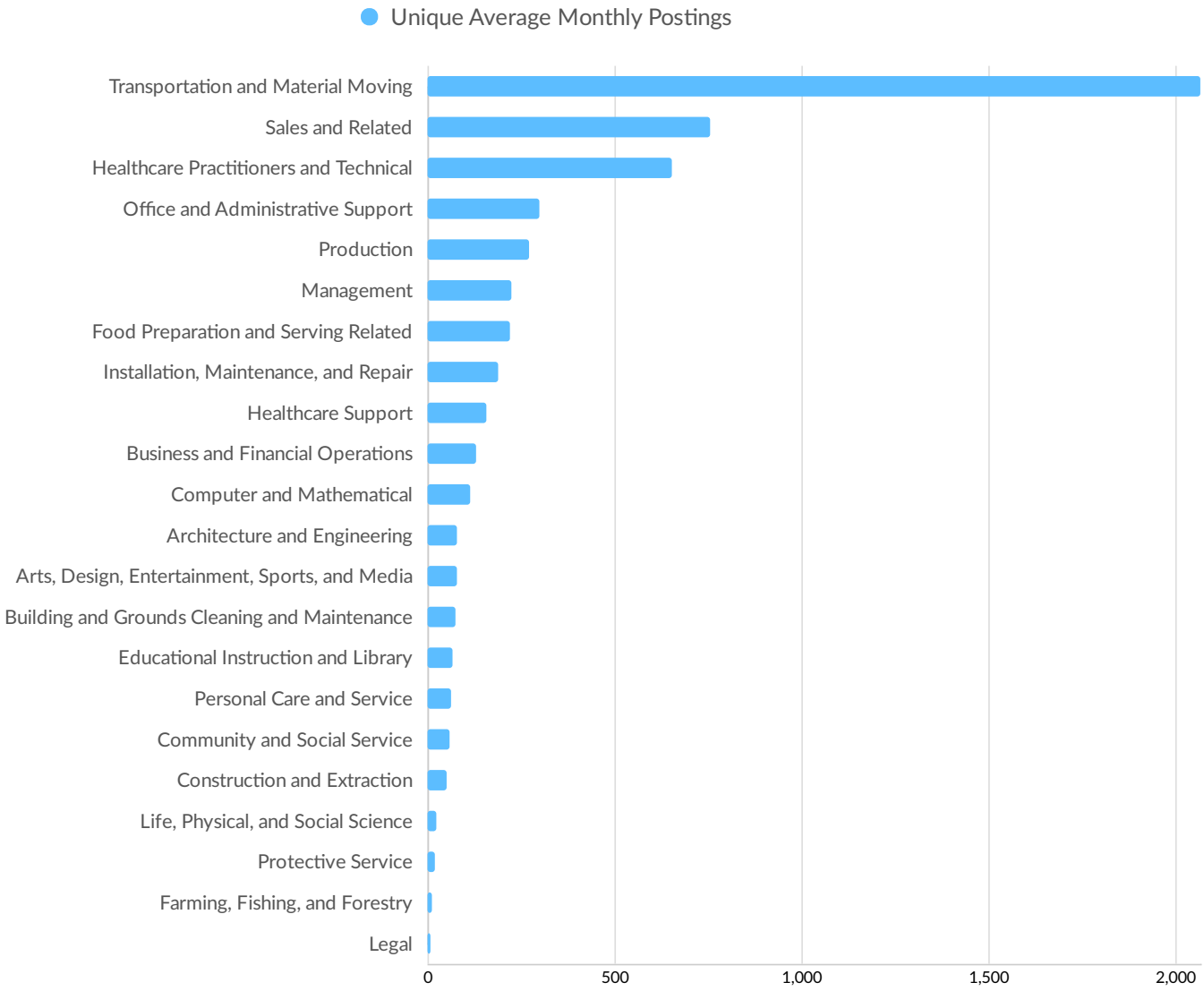
Top Occupation LQ



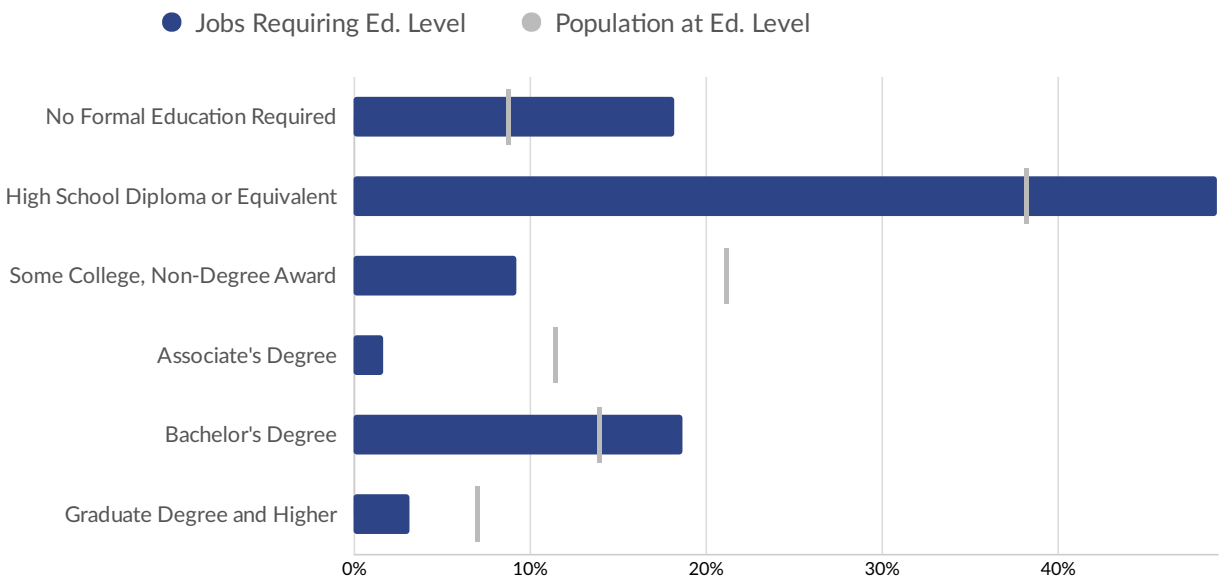
Top Occupation Earnings



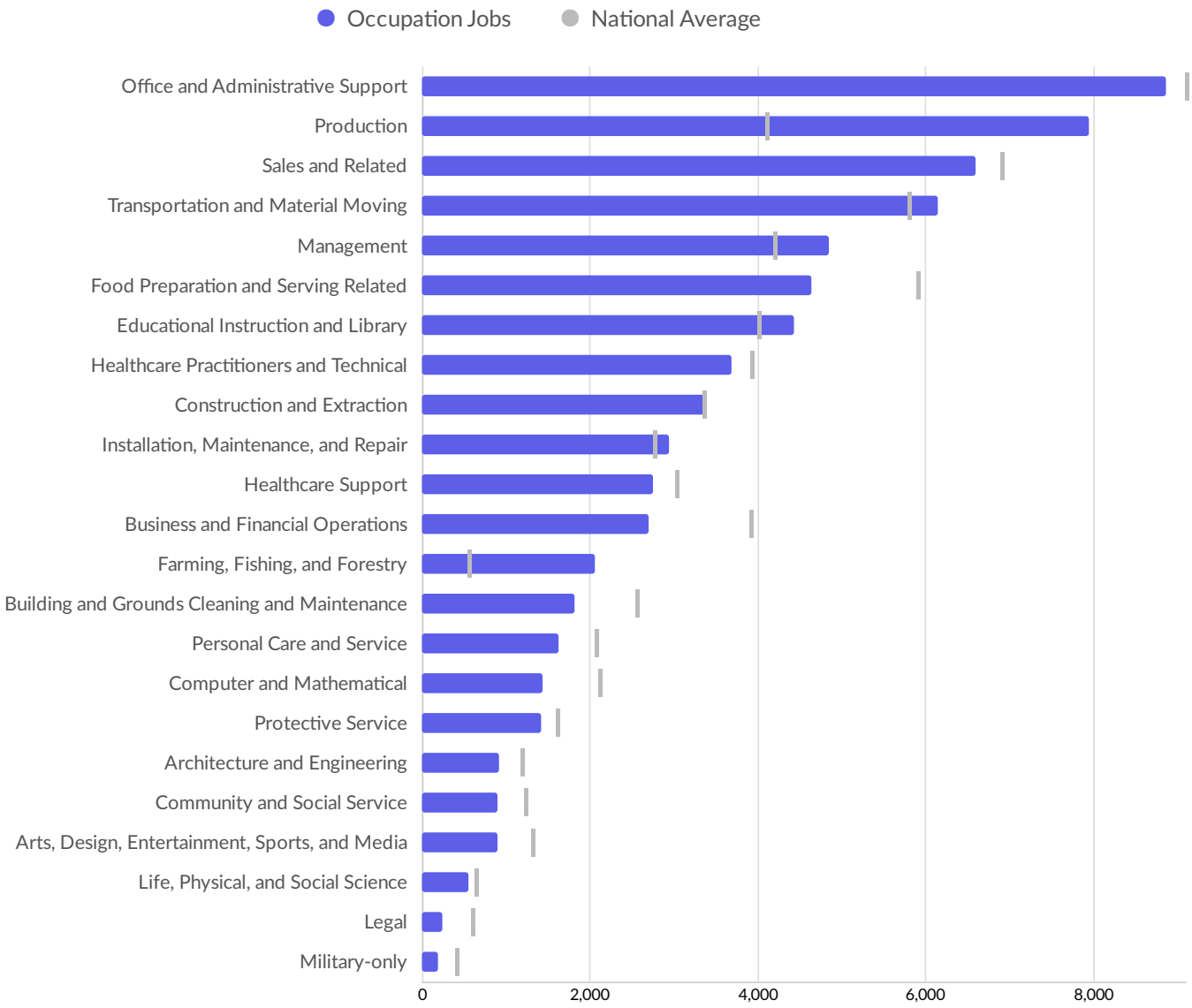
Top Posted Occupations



Underemployment



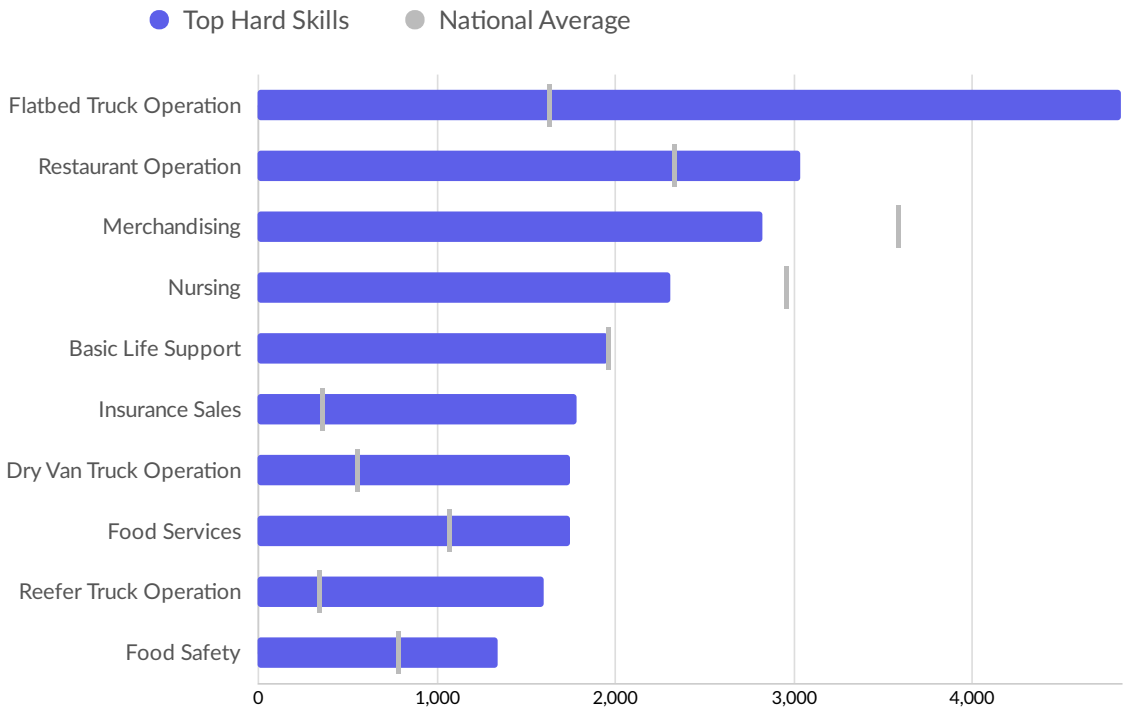
Largest Occupations



Educational Pipeline

In 2019, there were 2,722 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 11% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Mechanical Engineering, and "Business Administration and Management, General".

School	Total Graduates (2019)		Graduate Trend (2015 - 2019)
University of Wisconsin-Platteville	1,971		
Southwest Wisconsin Technical College	751		
Paul Mitchell the School-Monroe	0		

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

In-Demand Skills