



# Green County, WI

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## Economy Overview

**36,881**

**Population (2018)**

Population **decreased by 37** over the last 5 years but is projected to **grow by 165** over the next 5 years.

**17,705**

**Jobs (2018)**

Jobs **grew by 930** over the last 5 years and are projected to **grow by 811** over the next 5 years.

**\$60.6K**

**Median Household Income (2017)**

Median household income is **\$3.0K above** the national median household income of \$57.7K.

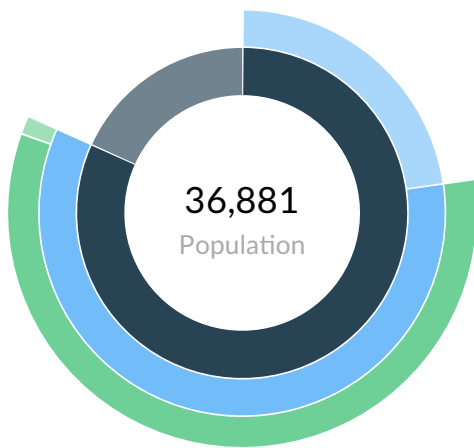
## Takeaways

- As of 2018 the region's population **declined by 0.1%** since 2013, falling by 37. Population is expected to **increase by 0.4%** between 2018 and 2023, adding 165.
- From 2013 to 2018, jobs **increased by 5.5%** in Green County, WI from 16,775 to **17,705**. This change **fell short of the national growth rate of 7.8% by 2.3%**. As the number of jobs increased, the **labor force participation rate increased from 70.1% to 72.3% between 2013 and 2018**.
- Concerning educational attainment, **15.0% of Green County, WI residents possess a Bachelor's Degree** (3.6% below the national average), and **11.1% hold an Associate's Degree** (3.0% above the national average).
- The top three industries in 2018 are Electronic Shopping and Mail-Order Houses, Education and Hospitals (Local Government), and Agriculture, Construction, and Mining Machinery Manufacturing.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	36,881	21,781	17,705	102.5	\$1.85B	\$2.98B	\$2.70B
Nation	328,038,851	162,722,799	162,139,168	100.0	\$19.94T	\$0	\$8.59T

## Economy Overview - Cont.

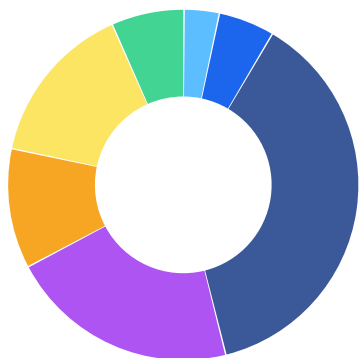
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	30,130
● Not in Labor Force (15+)	8,349
● Labor Force	21,781
● Employed	21,309
● Unemployed	472
● Under 15	6,751

### Educational Attainment

Concerning educational attainment, **15.0% of Green County, WI residents possess a Bachelor's Degree** (3.6% below the national average), and **11.1% hold an Associate's Degree** (3.0% above the national average).

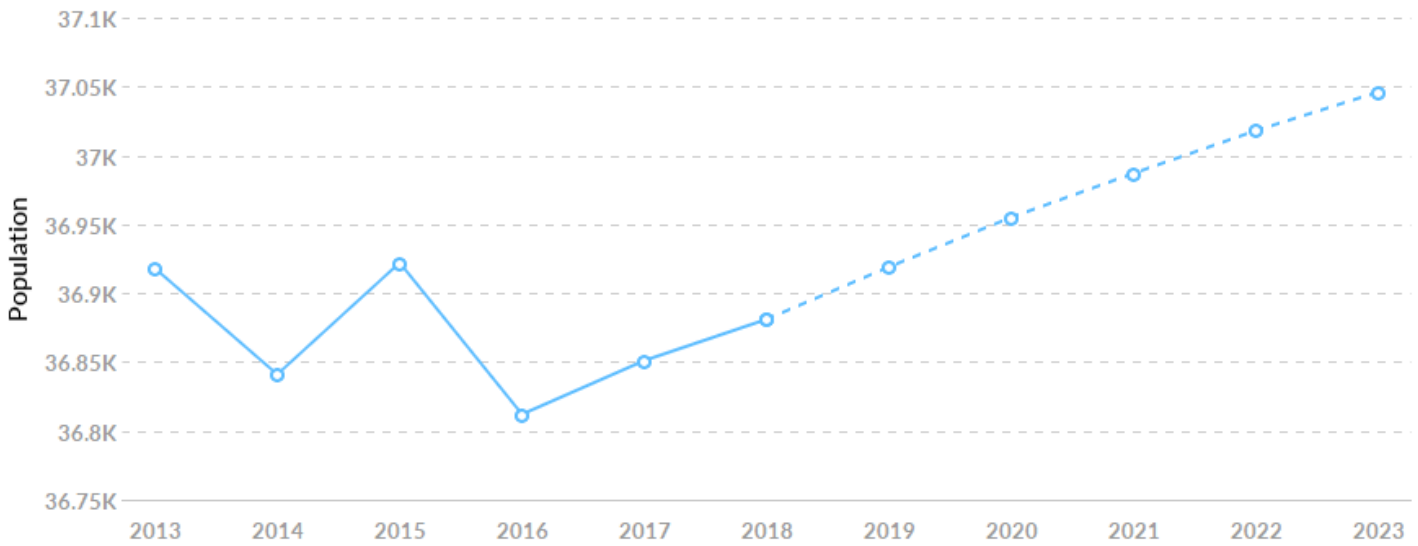


	% of Population	Population
● Less Than 9th Grade	3.2%	846
● 9th Grade to 12th Grade	5.2%	1,352
● High School Diploma	37.6%	9,815
● Some College	21.2%	5,527
● Associate's Degree	11.1%	2,887
● Bachelor's Degree	15.0%	3,926
● Graduate Degree and Higher	6.7%	1,751

# Historic & Projected Trends

## Population Trends

As of 2018 the region's population declined by 0.1% since 2013, falling by 37. Population is expected to increase by 0.4% between 2018 and 2023, adding 165.

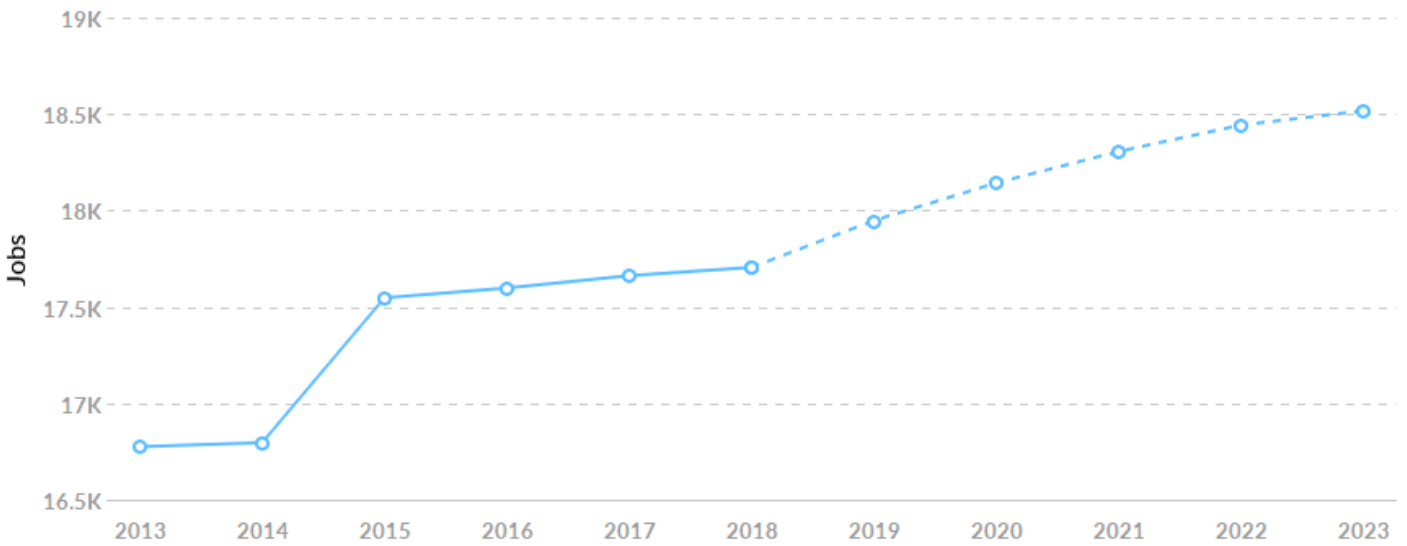


Timeframe	Population
2013	36,918
2014	36,841
2015	36,922
2016	36,812
2017	36,851
2018	36,881
2019	36,919
2020	36,955
2021	36,987
2022	37,018
2023	37,046

# Historic & Projected Trends - Cont.

## Job Trends

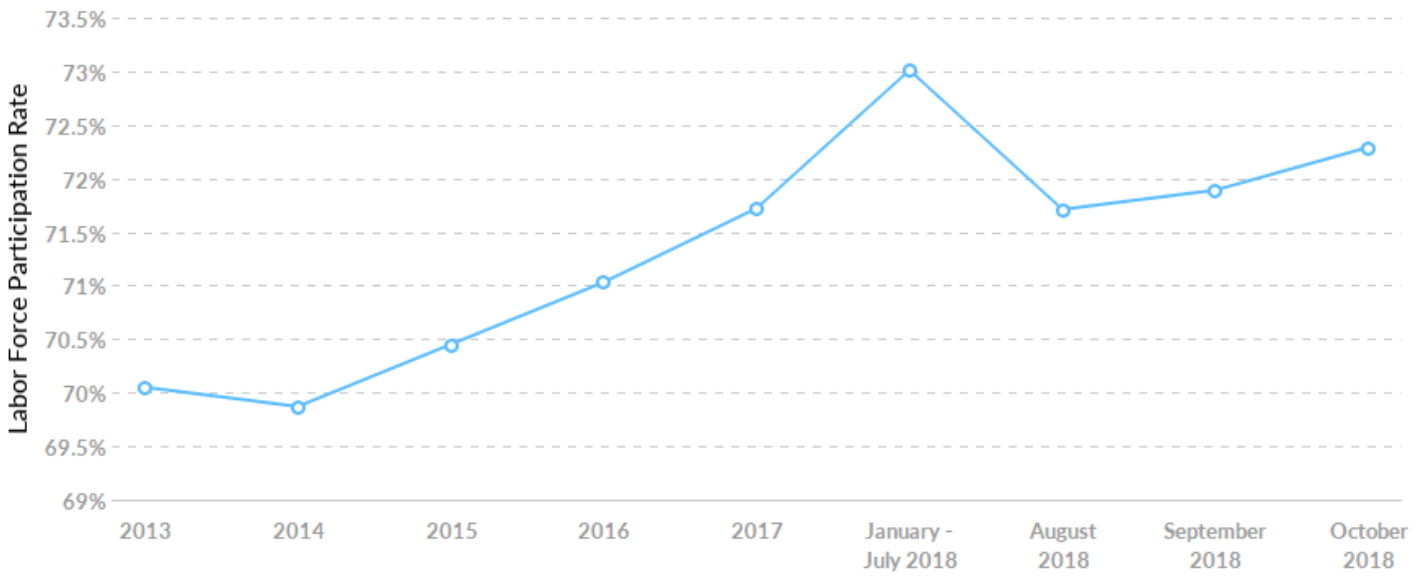
From 2013 to 2018, jobs increased by 5.5% in Green County, WI from 16,775 to 17,705. This change fell short of the national growth rate of 7.8% by 2.3%.



Timeframe	Jobs
2013	16,775
2014	16,796
2015	17,547
2016	17,598
2017	17,662
2018	17,705
2019	17,948
2020	18,143
2021	18,306
2022	18,443
2023	18,517

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

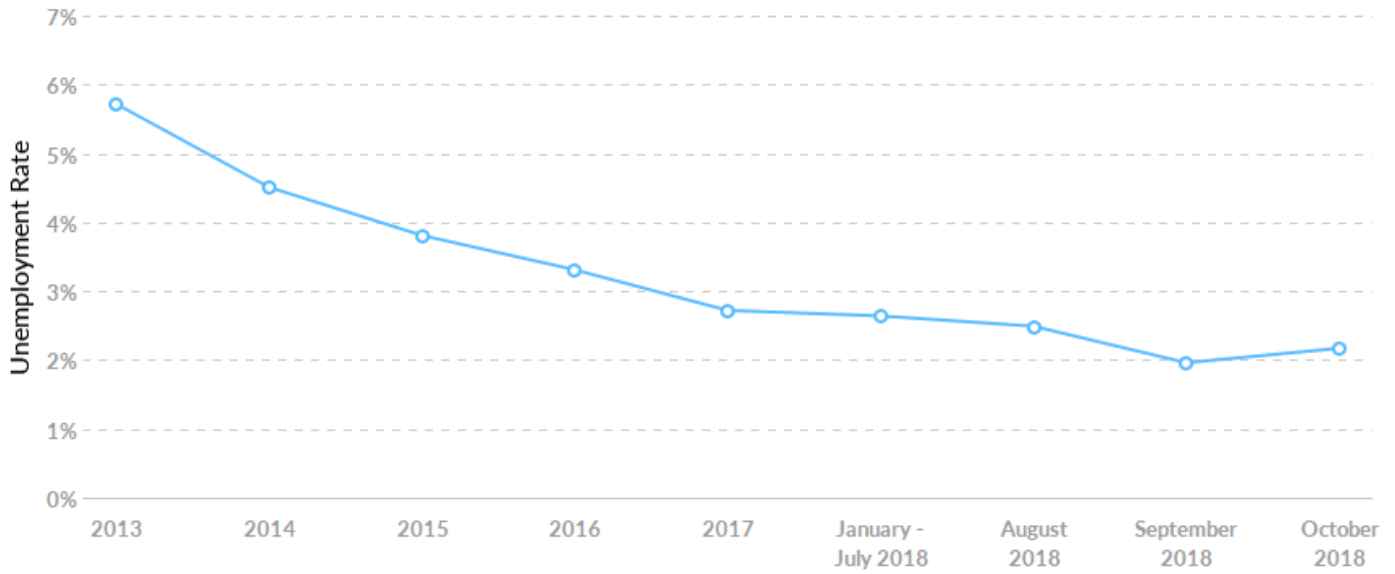


Timeframe	Labor Force Participation Rate
2013	70.05%
2014	69.87%
2015	70.45%
2016	71.03%
2017	71.72%
January - July 2018	73.01%
August 2018	71.71%
September 2018	71.89%
October 2018	72.29%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

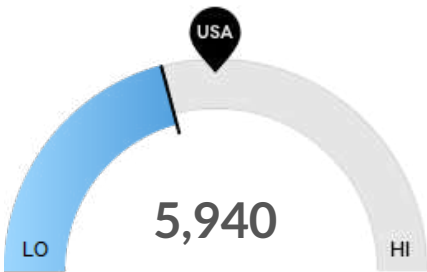
Green County, WI had an October 2018 unemployment rate of 2.17%, **decreasing from 5.72%** 5 years before.



Timeframe	Unemployment Rate
2013	5.72%
2014	4.51%
2015	3.81%
2016	3.31%
2017	2.72%
January - July 2018	2.64%
August 2018	2.49%
September 2018	1.96%
October 2018	2.17%

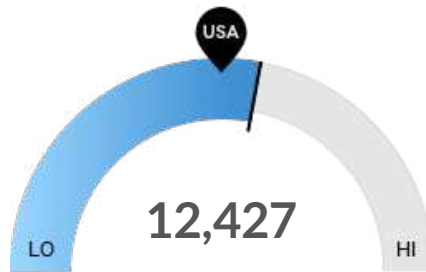


## Population Characteristics



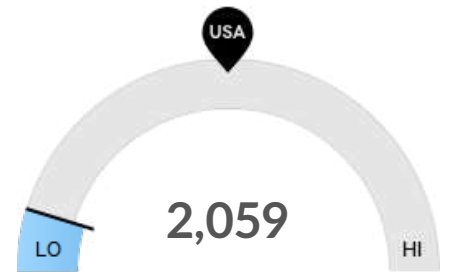
**Millennials**

Green County, WI has 5,940 millennials (ages 20-34). The national average for an area this size is 7,632.



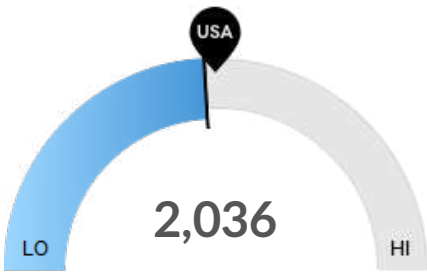
**Retiring Soon**

Retirement risk is high in Green County, WI. The national average for an area this size is 10,505 people 55 or older, while there are 12,427 here.



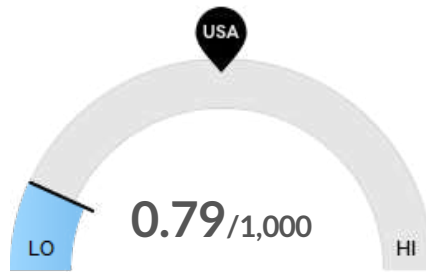
**Racial Diversity**

Racial diversity is low in Green County, WI. The national average for an area this size is 14,472 racially diverse people, while there are 2,059 here.



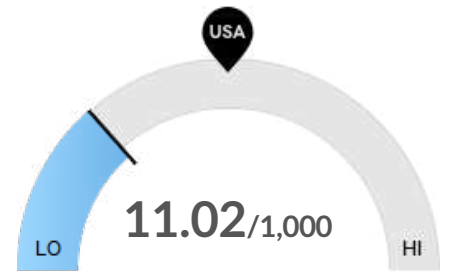
**Veterans**

Green County, WI has 2,036 veterans. The national average for an area this size is 2,143.



**Violent Crime**

Green County, WI has 0.79 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



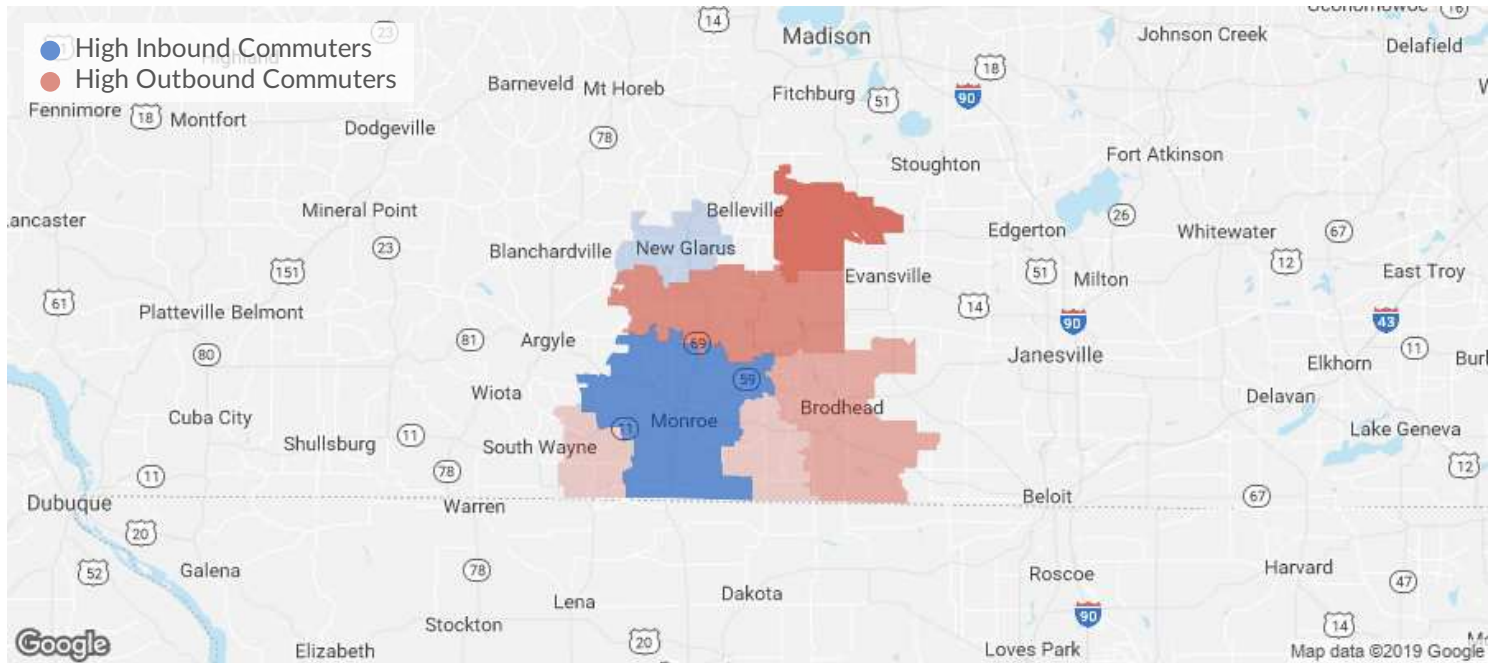
**Property Crime**

Green County, WI has 11.02 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

# Population Characteristics - Cont.

## Place of Work vs Place of Residence

Understanding where talent in Green County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

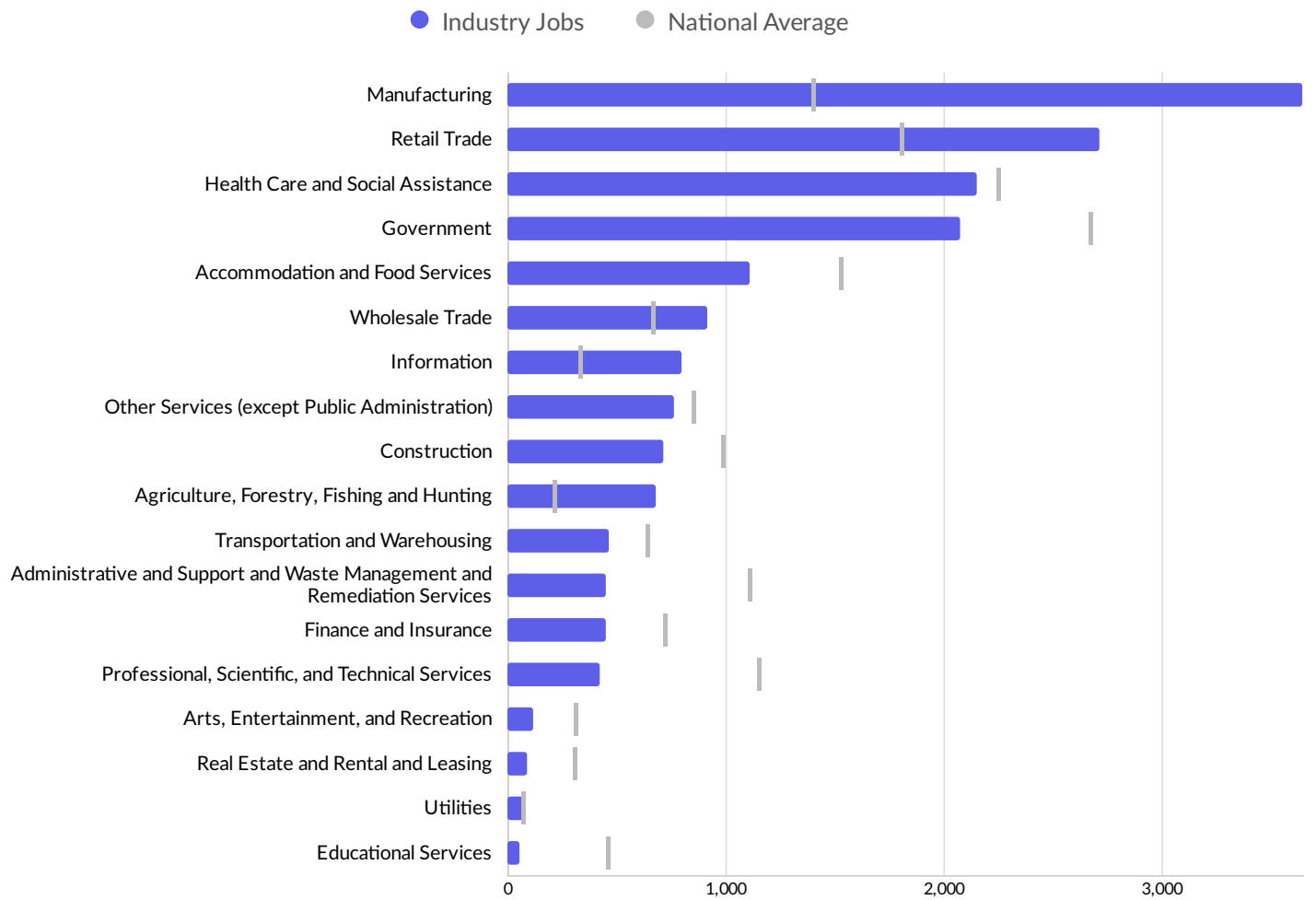
ZIP	Name	2018 Employment
53566	Monroe, WI (in Green ...	9,444
53574	New Glarus, WI (in Gre...	2,731
53520	Brodhead, WI (in Gree...	2,449
53570	Monticello, WI (in Gre...	955
53502	Albany, WI (in Green c...	658

### Where Talent Lives

ZIP	Name	2018 Workers
53566	Monroe, WI (in Green ...	8,269
53520	Brodhead, WI (in Gree...	3,195
53574	New Glarus, WI (in Gre...	2,444
53521	Brooklyn, WI (in Green...	2,407
53570	Monticello, WI (in Gre...	1,804

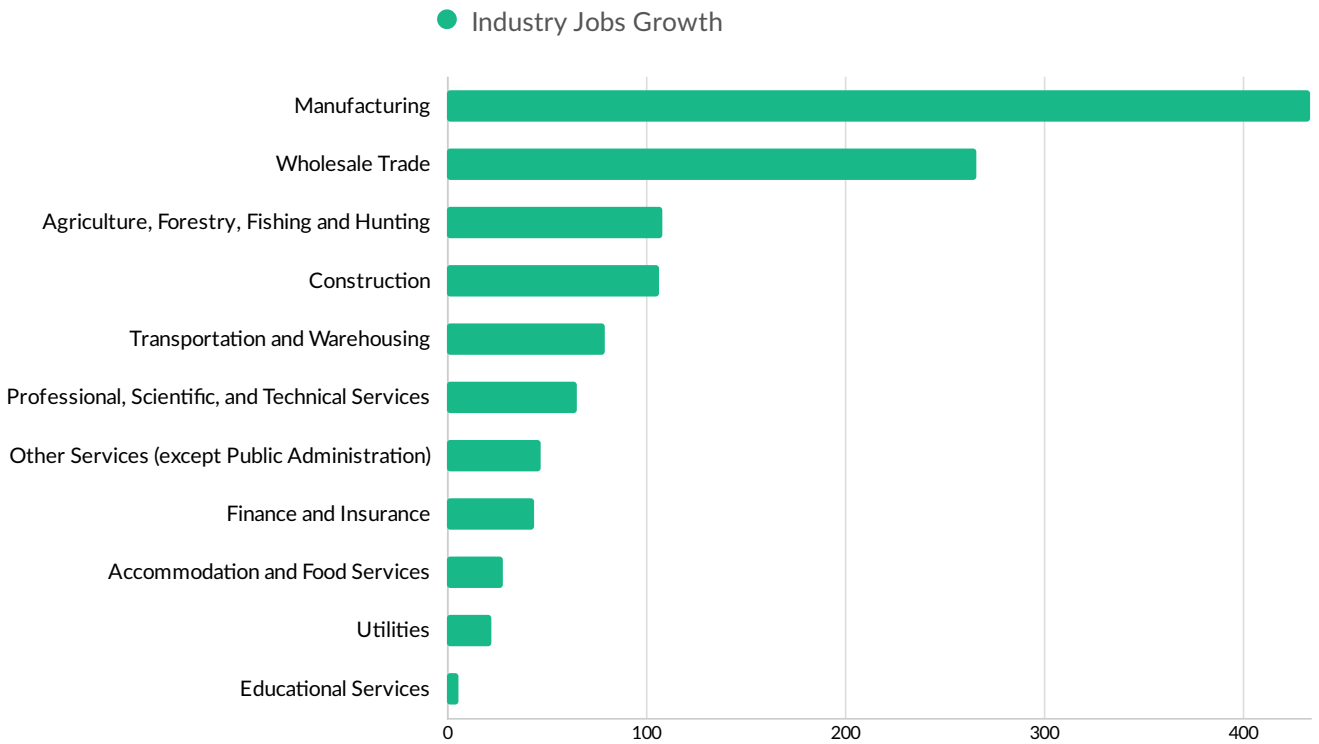
# Industry Characteristics

## Largest Industries



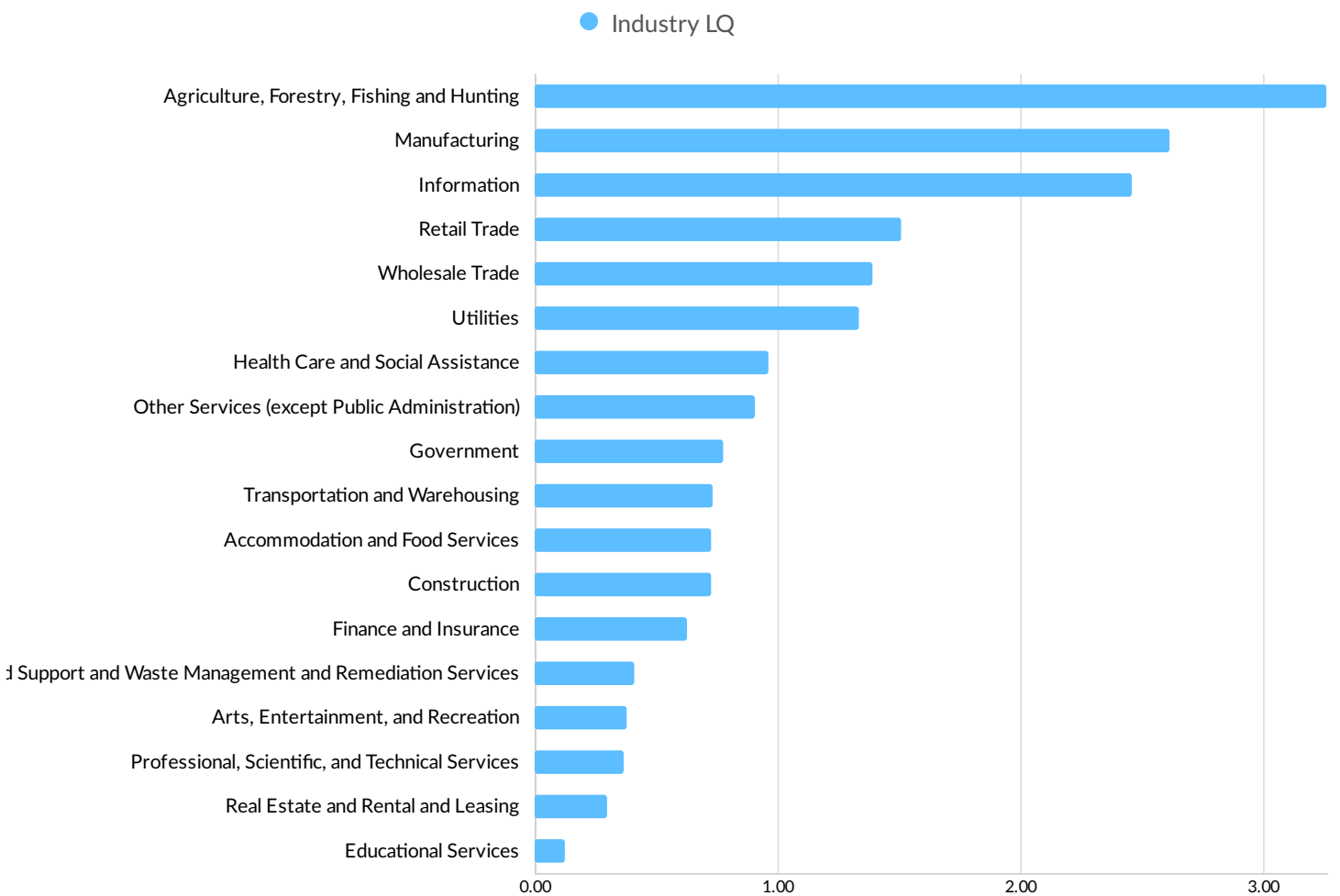
## Industry Characteristics - Cont.

### Top Growing Industries



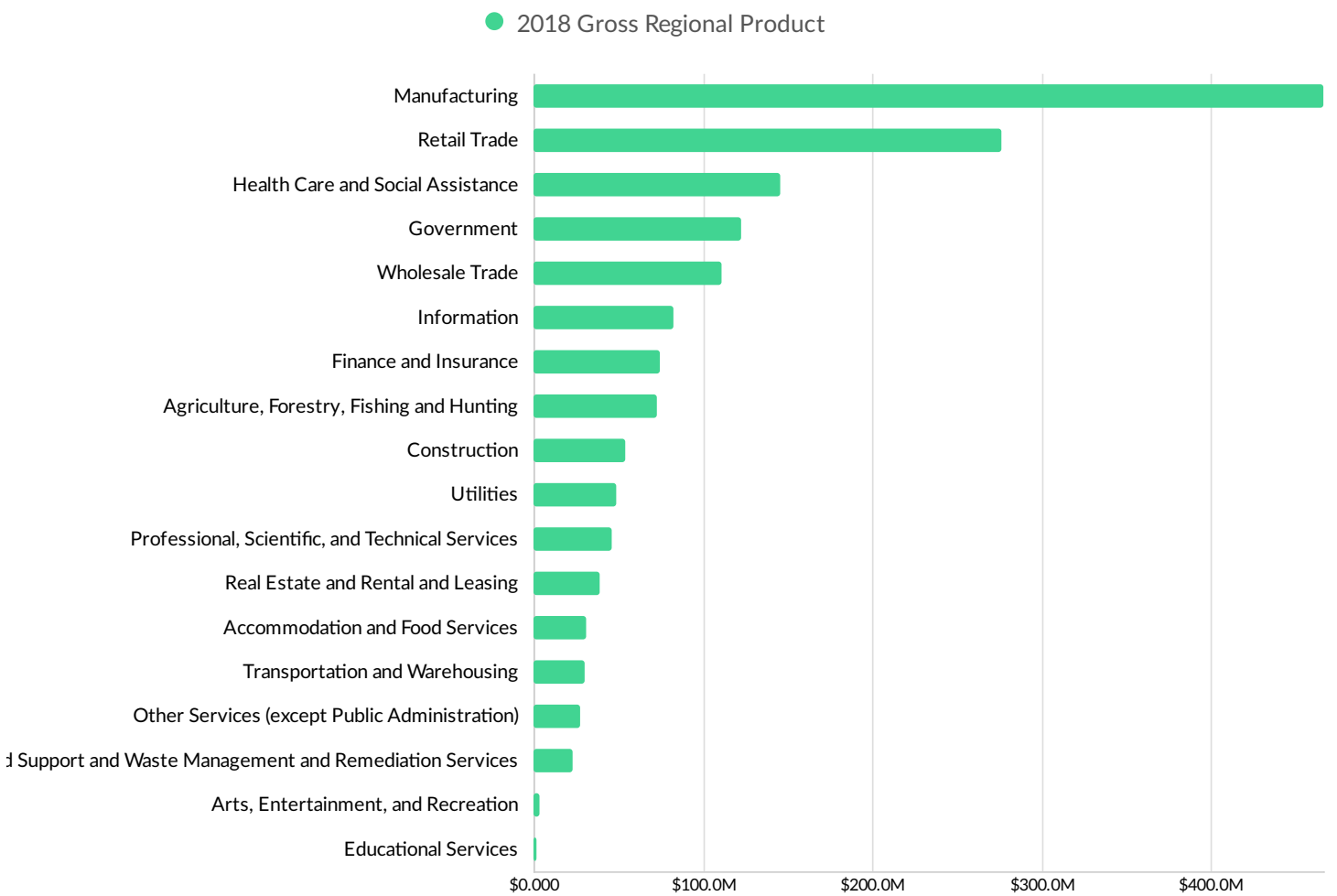
## Industry Characteristics - Cont.

### Top Industry LQ



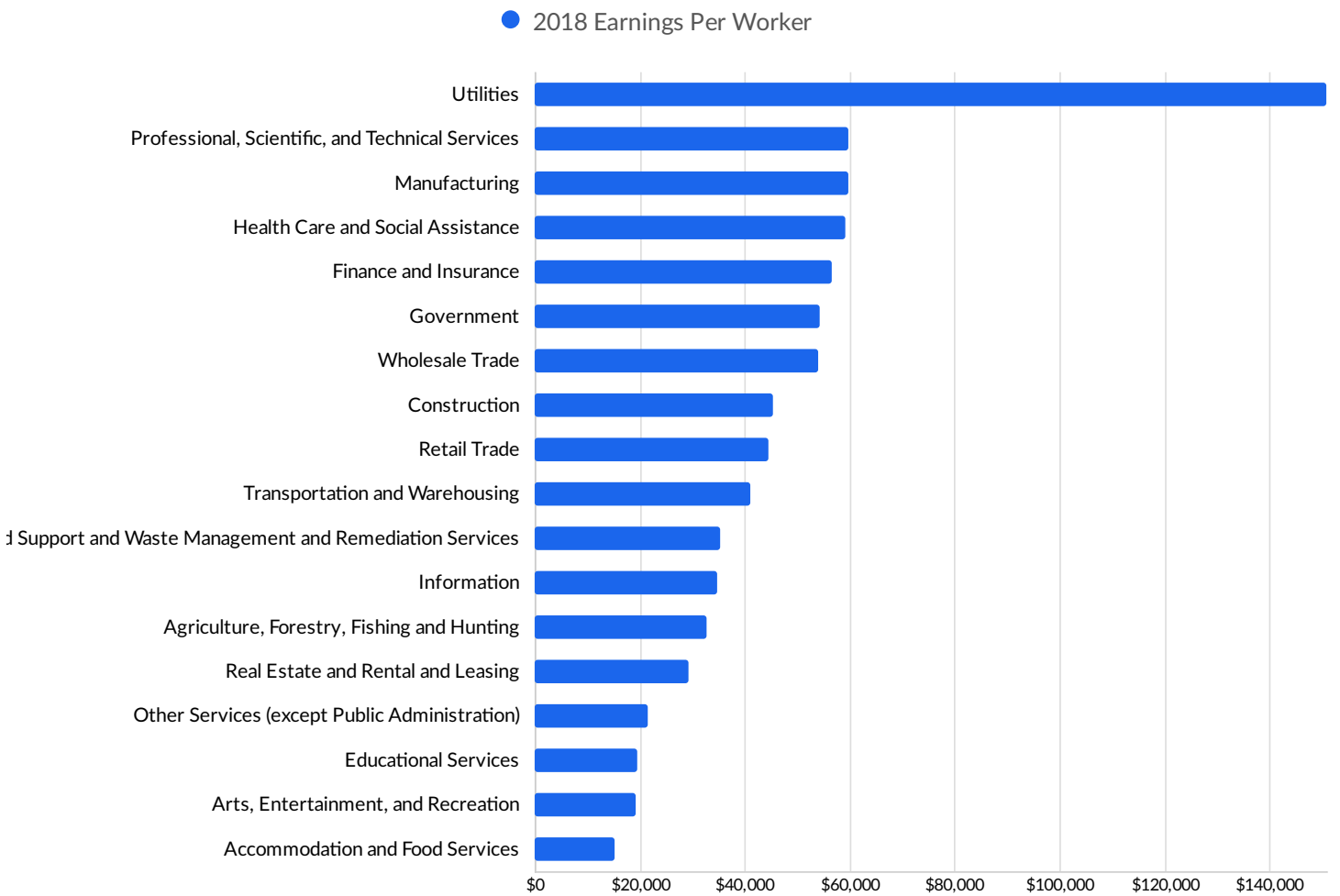
# Industry Characteristics - Cont.

## Top Industry GRP



# Industry Characteristics - Cont.

## Top Industry Earnings



## Industry Characteristics - Cont.




















Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	3,209	3,643	434	+14%	2.61	\$59,769	\$466.16M
Retail Trade	2,748	2,715	-33	-1%	1.51	\$44,597	\$275.96M
Health Care and Social Assistance	2,170	2,150	-20	-1%	0.96	\$59,131	\$145.53M
Government	2,114	2,076	-38	-2%	0.78	\$54,360	\$122.63M
Accommodation and Food Services	1,081	1,109	28	+3%	0.73	\$15,319	\$31.22M
Wholesale Trade	648	914	266	+41%	1.39	\$53,984	\$111.04M
Information	887	799	-88	-10%	2.46	\$34,748	\$82.46M
Other Services (except Public Administration)	716	763	47	+7%	0.90	\$21,547	\$27.82M
Construction	606	713	107	+18%	0.73	\$45,491	\$54.47M
Agriculture, Forestry, Fishing and Hunting	573	681	108	+19%	3.26	\$32,839	\$72.89M
Transportation and Warehousing	385	464	79	+21%	0.73	\$41,223	\$30.56M
Administrative and Support and Waste Management and Remediation Services	553	452	-101	-18%	0.41	\$35,422	\$23.28M
Finance and Insurance	405	449	44	+11%	0.63	\$56,544	\$74.90M
Professional, Scientific, and Technical Services	356	421	65	+18%	0.37	\$59,815	\$45.95M
Arts, Entertainment, and Recreation	118	117	-1	-1%	0.38	\$19,245	\$3.82M
Real Estate and Rental and Leasing	89	88	-1	-1%	0.30	\$29,253	\$38.94M
Utilities	59	81	22	+37%	1.33	\$150,831	\$49.19M
Educational Services	50	56	6	+12%	0.12	\$19,471	\$1.73M



## Business Characteristics

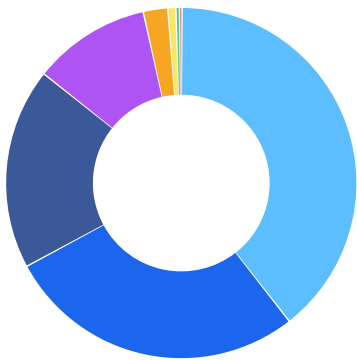
### 1,927 Companies Employ Your Workers

Online profiles for your workers mention 1,927 companies as employers, with the top 10 appearing below. In the last 12 months, 757 companies in Green County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
The Monroe Clinic Inc	158 	CRST International, Inc.	341 
Colony Brands, Inc.	148 	Colony Brands, Inc.	263 
R.R. Donnelley & Sons Company	63 	Roehl Transport, Inc.	195 
Wal-Mart Stores, Inc.	29 	Uber Technologies, Inc.	170 
State of Wisconsin	27 	The Clinic Inc	156 
Kuhn North America, Inc.	26 	Teach For America, Inc.	145 
Monroe Truck Equipment, Inc.	26 	C.R. England, Inc.	132 
Emmi Roth Usa, Inc.	25 	Tutree, Inc.	126 
JACK LINK'S-UK LTD	25 	Sysco Corporation	120 
Precision Drive & Control, Inc.	25 	Koch Trucking, Inc.	118 

## Business Characteristics - Cont.

### Business Size

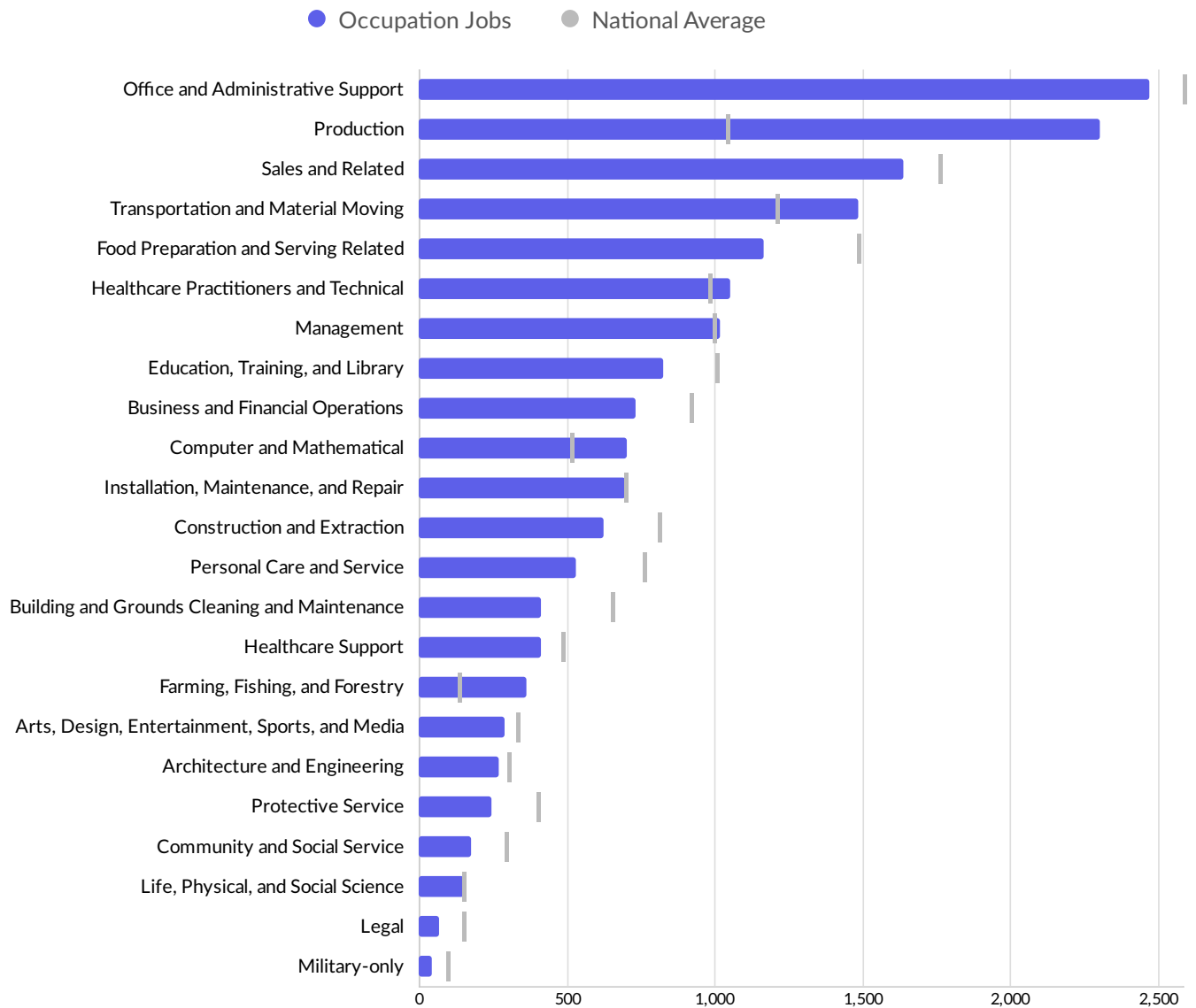


	Percentage	Business Count
1 to 4 employees	39.4%	698
5 to 9 employees	27.7%	491
10 to 19 employees	18.6%	329
20 to 49 employees	10.8%	192
50 to 99 employees	2.3%	40
100 to 249 employees	0.7%	13
250 to 499 employees	0.3%	6
500+ employees	0.2%	4

*\*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.*

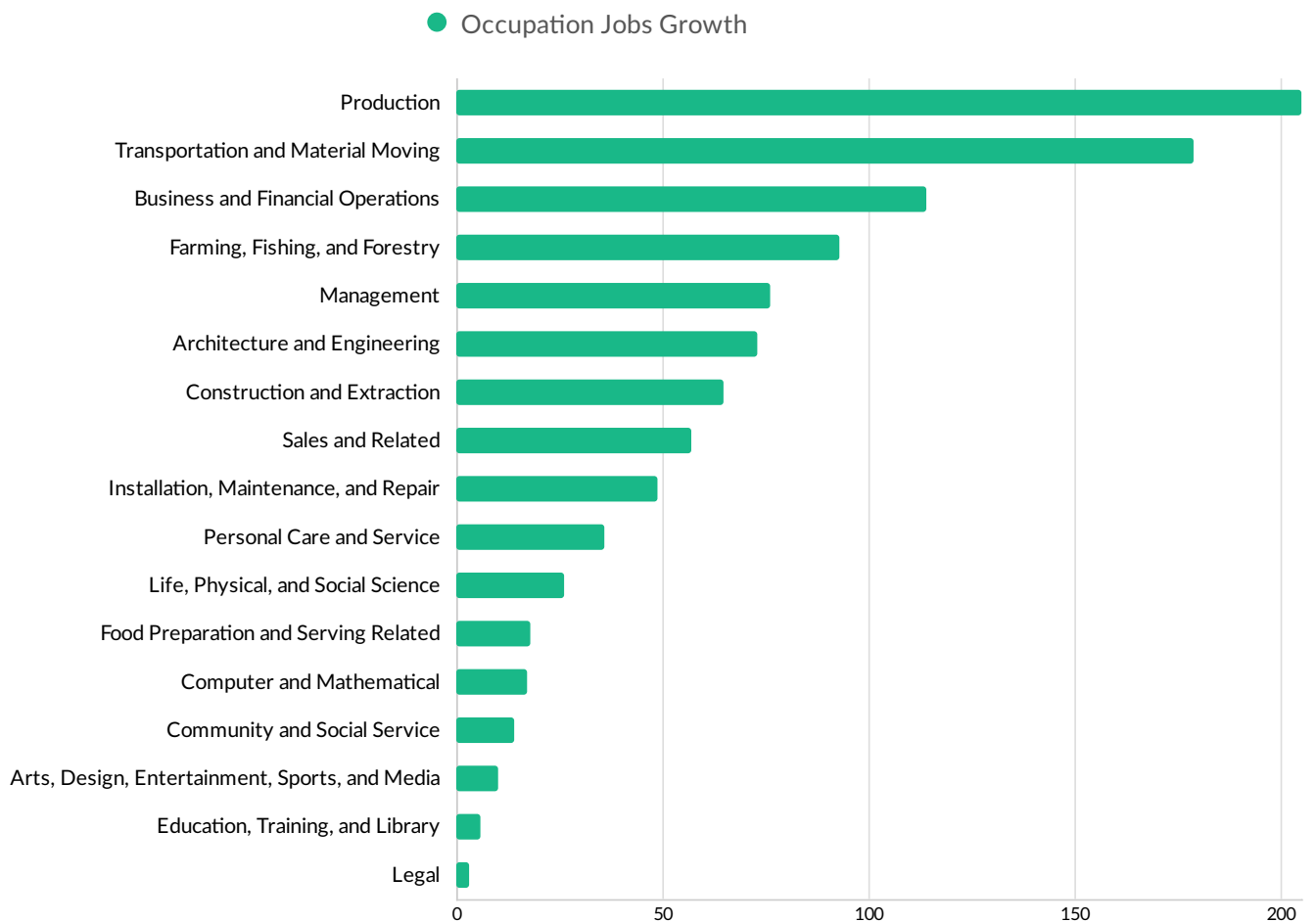
# Workforce Characteristics

## Largest Occupations



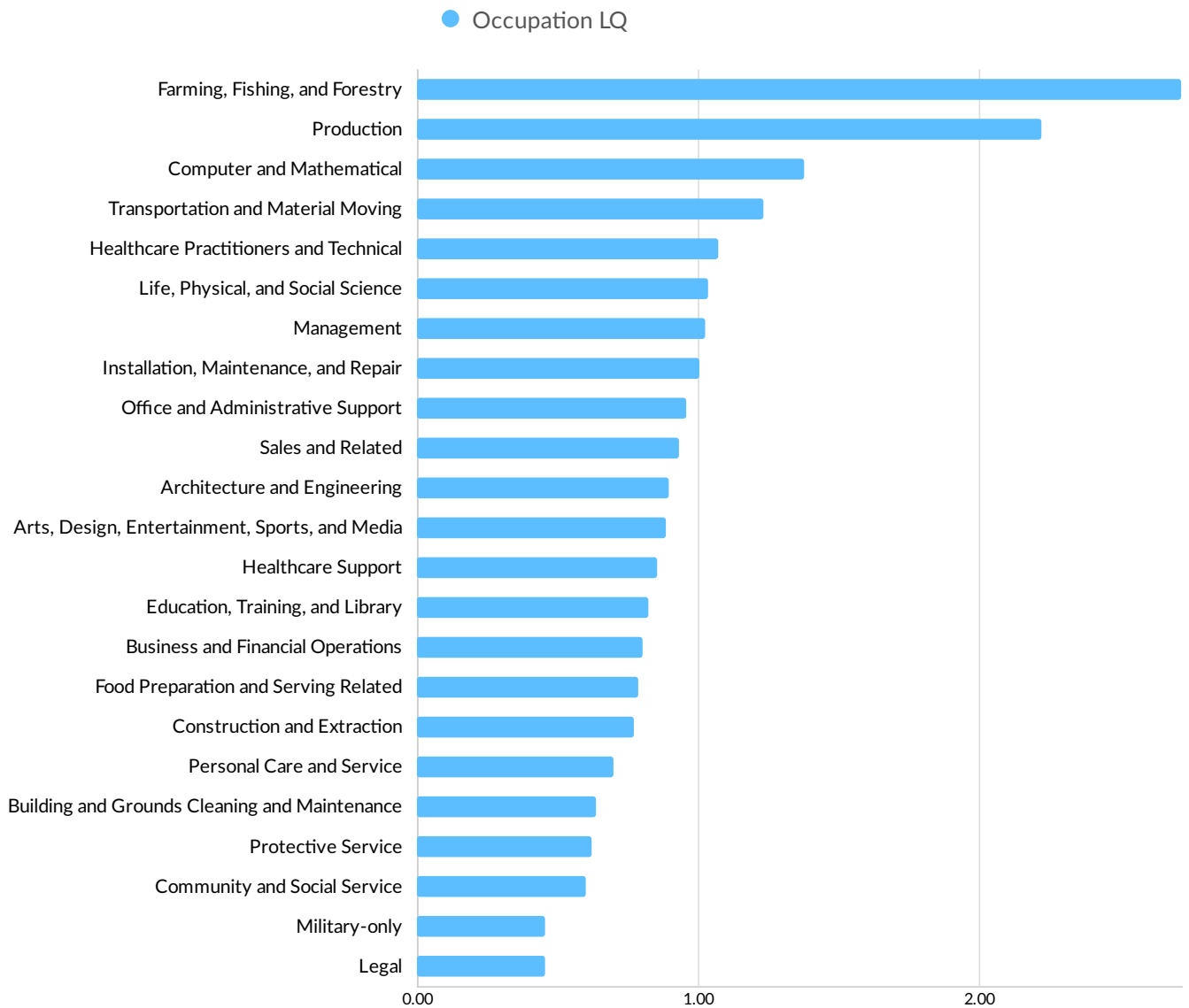
## Workforce Characteristics - Cont.

### Top Growing Occupations



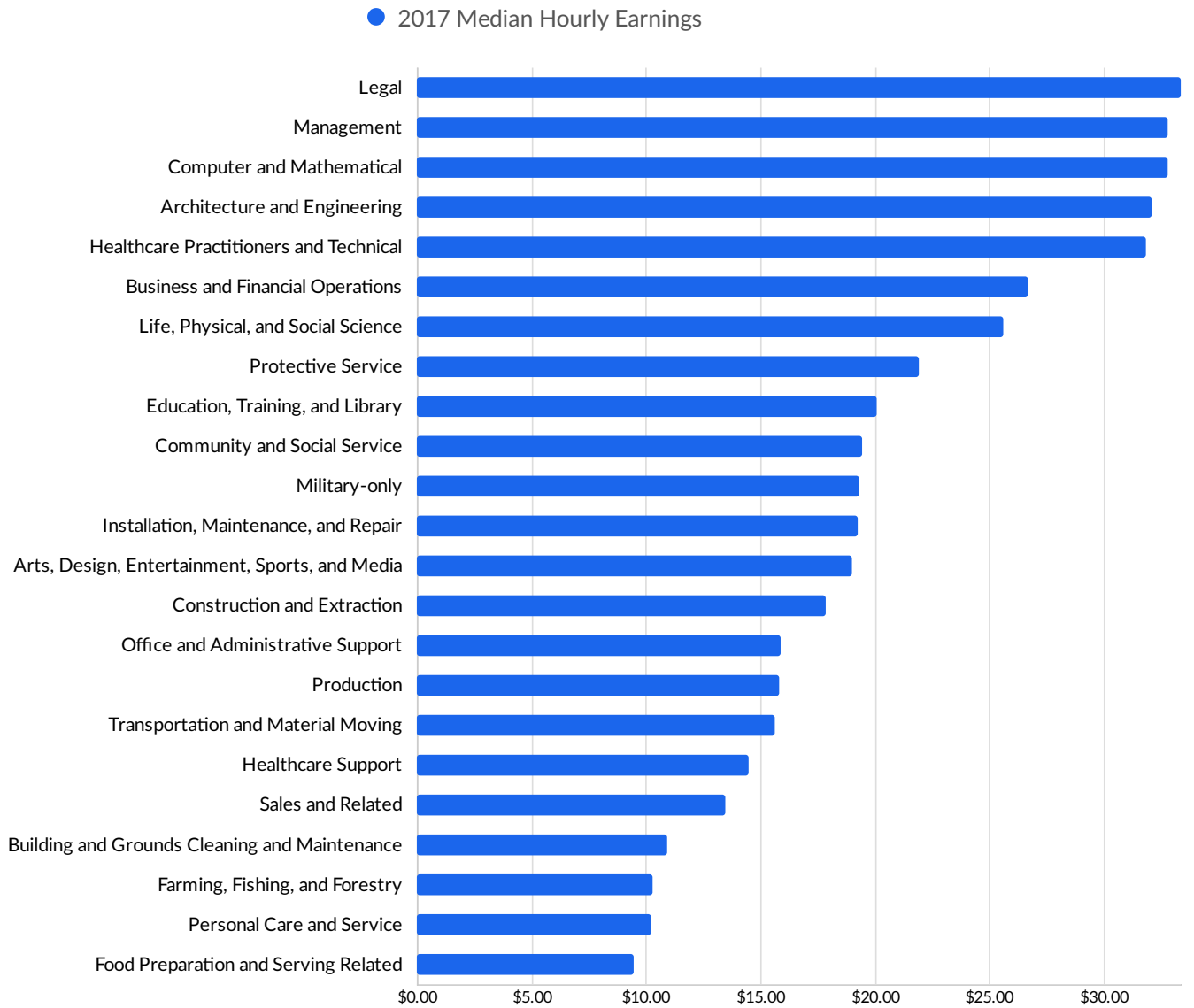
## Workforce Characteristics - Cont.

### Top Occupation LQ



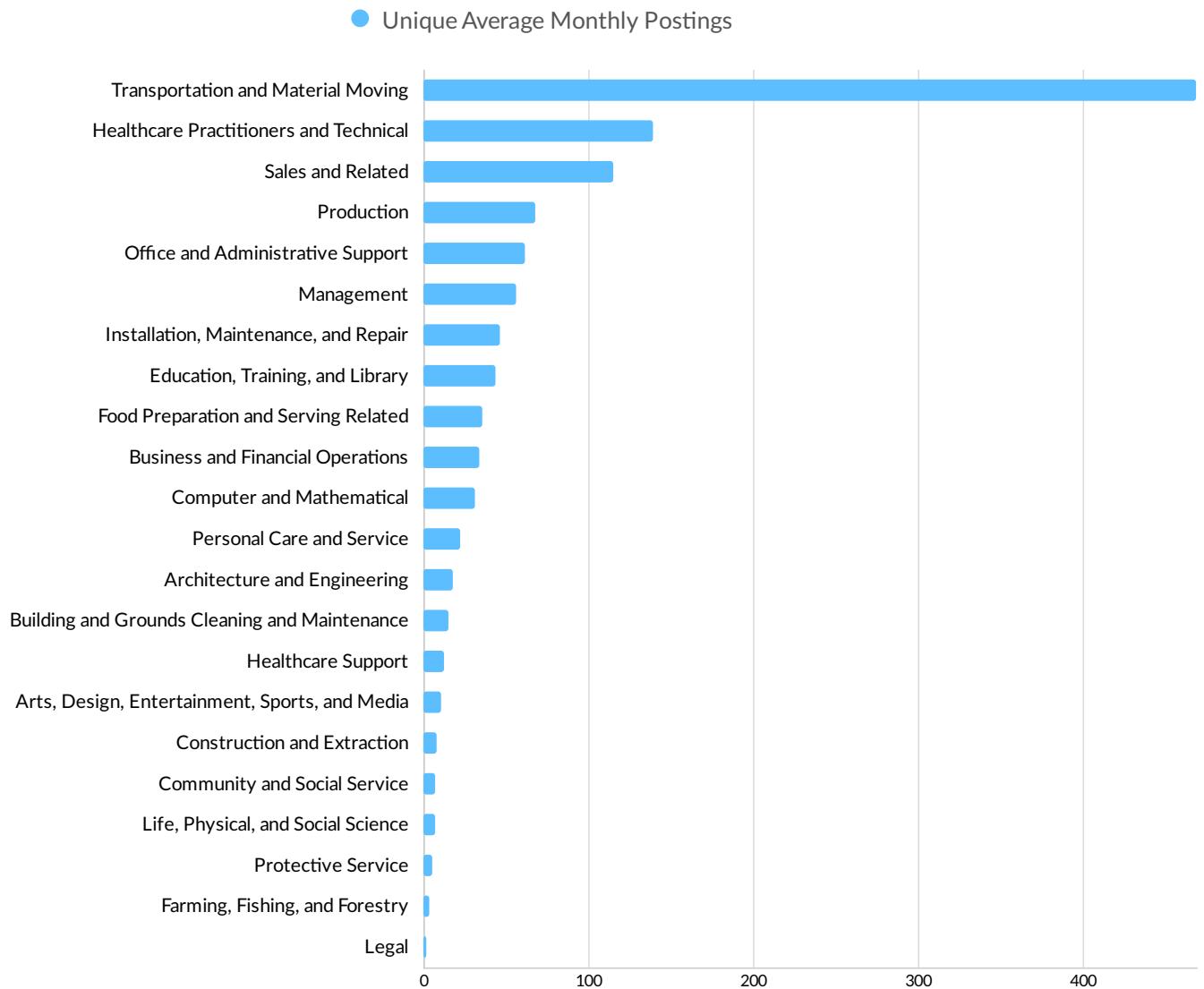
# Workforce Characteristics - Cont.

## 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	2,551	2,474	-77	-3%	0.96	\$15.89	62
Production	2,102	2,307	205	+10%	2.22	\$15.82	68
Sales and Related	1,583	1,640	57	+4%	0.93	\$13.48	115
Transportation and Material Moving	1,307	1,486	179	+14%	1.23	\$15.64	469
Food Preparation and Serving Related	1,150	1,168	18	+2%	0.79	\$9.46	36
Healthcare Practitioners and Technical	1,068	1,054	-14	-1%	1.07	\$31.85	139
Management	943	1,019	76	+8%	1.03	\$32.82	56
Education, Training, and Library	824	830	6	+1%	0.83	\$20.08	44
Business and Financial Operations	621	735	114	+18%	0.80	\$26.67	34
Computer and Mathematical	689	706	17	+2%	1.38	\$32.79	32
Installation, Maintenance, and Repair	650	699	49	+8%	1.01	\$19.25	46
Construction and Extraction	560	625	65	+12%	0.77	\$17.83	8
Personal Care and Service	496	532	36	+7%	0.70	\$10.25	22
Building and Grounds Cleaning and Maintenance	433	413	-20	-5%	0.64	\$10.90	15
Healthcare Support	412	411	-1	0%	0.86	\$14.52	12
Farming, Fishing, and Forestry	272	365	93	+34%	2.72	\$10.30	4



## 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	280	290	10	+4%	0.89	\$18.99	11
Architecture and Engineering	196	269	73	+37%	0.89	\$32.08	18
Protective Service	246	246	0	0%	0.62	\$21.93	5
Community and Social Service	162	176	14	+9%	0.60	\$19.46	8
Life, Physical, and Social Science	125	151	26	+21%	1.04	\$25.62	7
Legal	64	67	3	+5%	0.46	\$33.36	2
Military-only	42	42	0	0%	0.46	\$19.31	0

## Educational Pipeline

In 2017, there were 24 graduates in Green County, WI. This pipeline has grown by 26% over the last 5 years. The highest share of these graduates come from "Cosmetology/Cosmetologist, General", "Cosmetology/Cosmetologist, General", and "Cosmetology, Barber/Styling, and Nail Instructor".

