



# Clark County, WI

West Central Wisconsin Regional Planning Commission



800 Wisconsin Street  
Banbury Place  
Mailbox 9, Bldg. D2-401  
Eau Claire, Wisconsin 54703-3606

# Contents

Economy Overview .....	1
Historic & Projected Trends .....	3
Population Characteristics .....	7
Industry Characteristics .....	9
Business Characteristics .....	15
Workforce Characteristics .....	17
Educational Pipeline .....	25

# Economy Overview

**34,694**

**Population (2018)**

Population grew by **139** over the last 5 years and is projected to grow by **286** over the next 5 years.

**13,189**

**Jobs (2018)**

Jobs grew by **891** over the last 5 years and are projected to grow by **685** over the next 5 years.

**\$49.1K**

**Median Household Income (2017)**

Median household income is **\$8.5K below** the national median household income of \$57.7K.

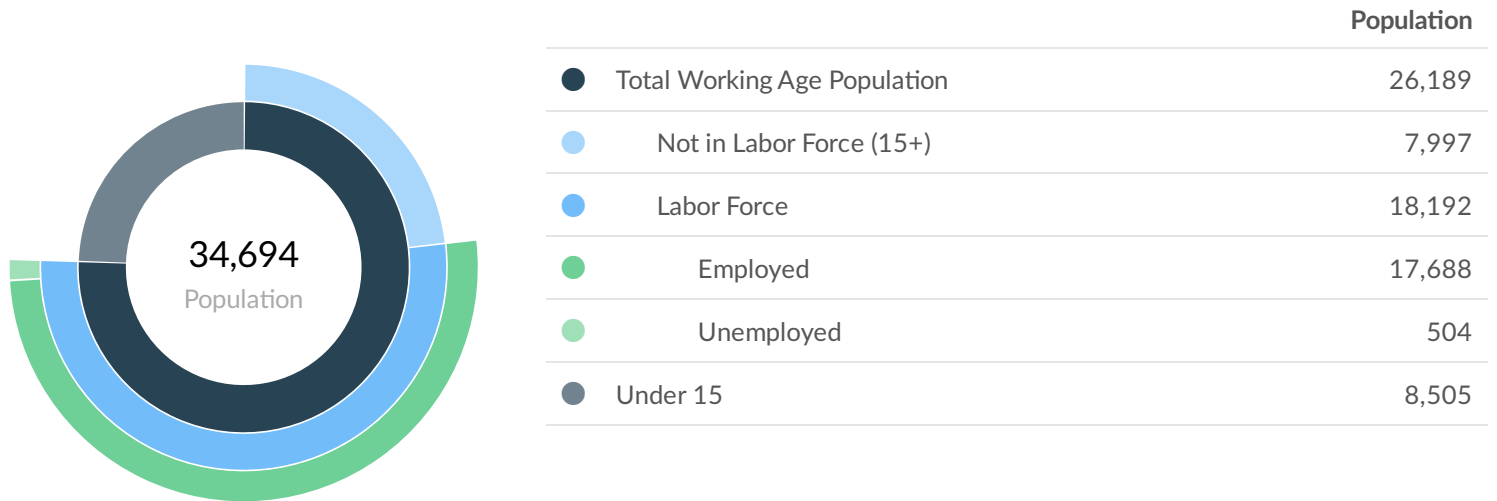
## Takeaways

- As of 2018 the region's population increased by **0.4%** since 2013, growing by 139. Population is expected to increase by **0.8%** between 2018 and 2023, adding 286.
- From 2013 to 2018, jobs increased by **7.2%** in Clark County, WI from 12,298 to **13,189**. This change fell short of the national growth rate of **8.2%** by **1.0%**. As the number of jobs increased, the labor force participation rate increased from **65.8%** to **69.5%** between 2013 and 2018.
- Concerning educational attainment, **8.0%** of Clark County, WI residents possess a Bachelor's Degree (10.6% below the national average), and **8.6%** hold an Associate's Degree (0.5% above the national average).
- The top three industries in 2018 are Animal Production, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	34,694	18,192	13,189	96.8	\$1.34B	\$2.30B	\$2.18B
Barron County	45,167	25,088	24,682	100.4	\$2.17B	\$3.24B	\$2.90B
West Central Wisconsin	425,694	235,891	204,248	98.8	\$18.90B	\$25.49B	\$21.55B
Momentum West	489,085	272,137	225,256	99.4	\$20.86B	\$28.73B	\$23.69B
Polk County	43,417	24,736	17,986	99.7	\$1.59B	\$2.80B	\$1.98B
Eau Claire County	104,183	58,969	63,348	98.6	\$5.83B	\$5.87B	\$6.24B
Dunn County	44,807	24,932	19,739	96.2	\$1.79B	\$2.85B	\$2.36B
Clark County	34,694	18,192	13,189	96.8	\$1.34B	\$2.30B	\$2.18B
Chippewa County	64,032	33,761	27,150	97.5	\$2.52B	\$3.58B	\$3.14B
St. Croix County	89,395	50,213	38,154	102.5	\$3.67B	\$5.92B	\$3.64B

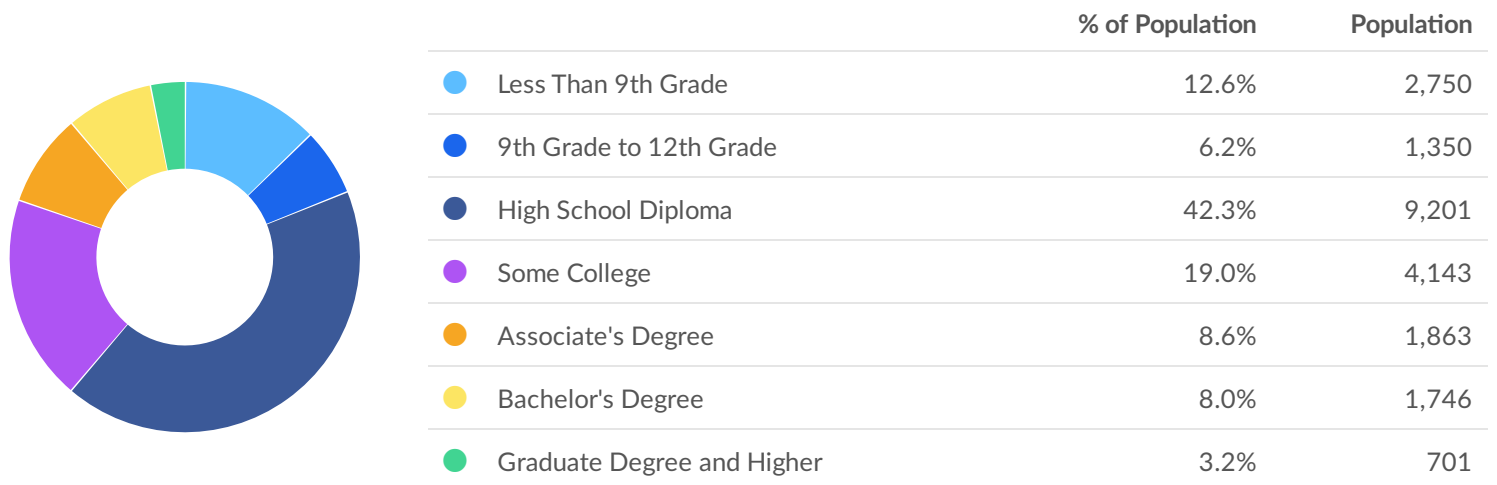
## Economy Overview - Cont.

### 2018 Labor Force Breakdown



### Educational Attainment

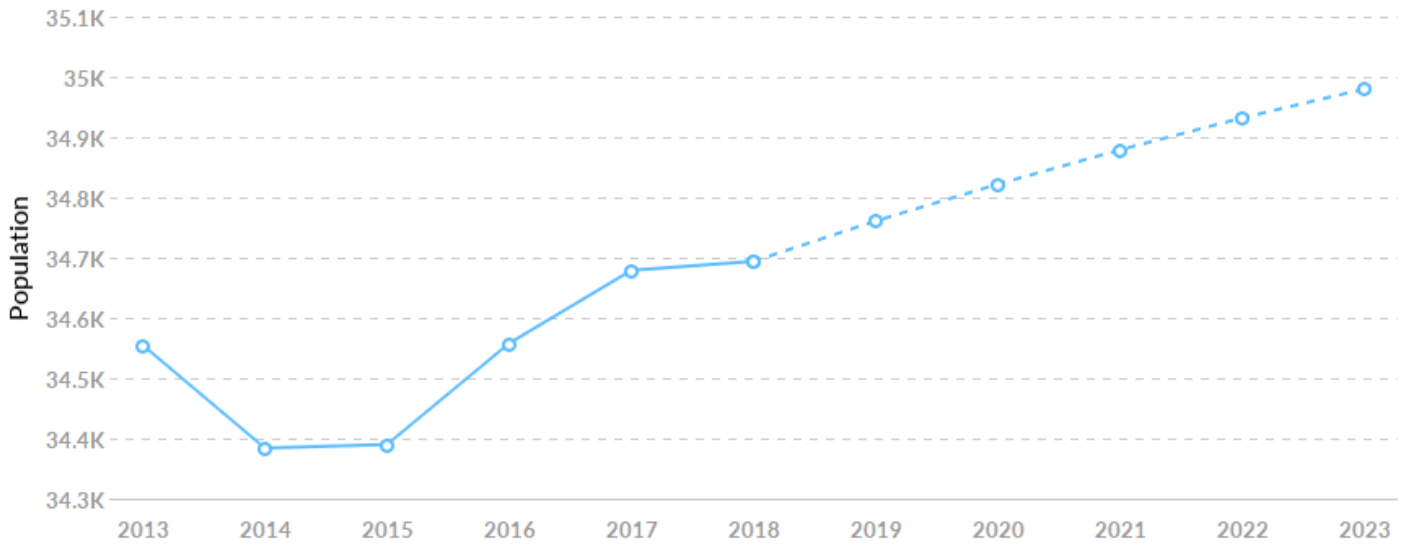
Concerning educational attainment, **8.0% of Clark County, WI residents possess a Bachelor's Degree** (10.6% below the national average), and **8.6% hold an Associate's Degree** (0.5% above the national average).



# Historic & Projected Trends

## Population Trends

As of 2018 the region's population increased by 0.4% since 2013, growing by 139. Population is expected to increase by 0.8% between 2018 and 2023, adding 286.

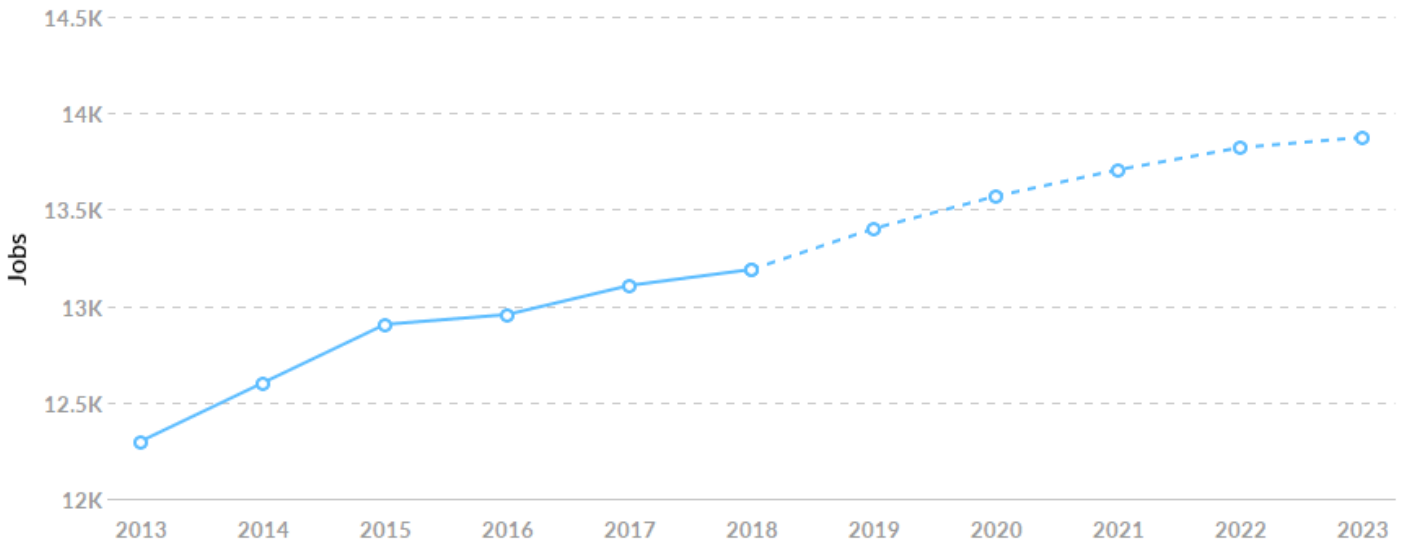


Timeframe	Population
2013	34,555
2014	34,384
2015	34,390
2016	34,558
2017	34,679
2018	34,694
2019	34,761
2020	34,822
2021	34,879
2022	34,932
2023	34,980

# Historic & Projected Trends - Cont.

## Job Trends

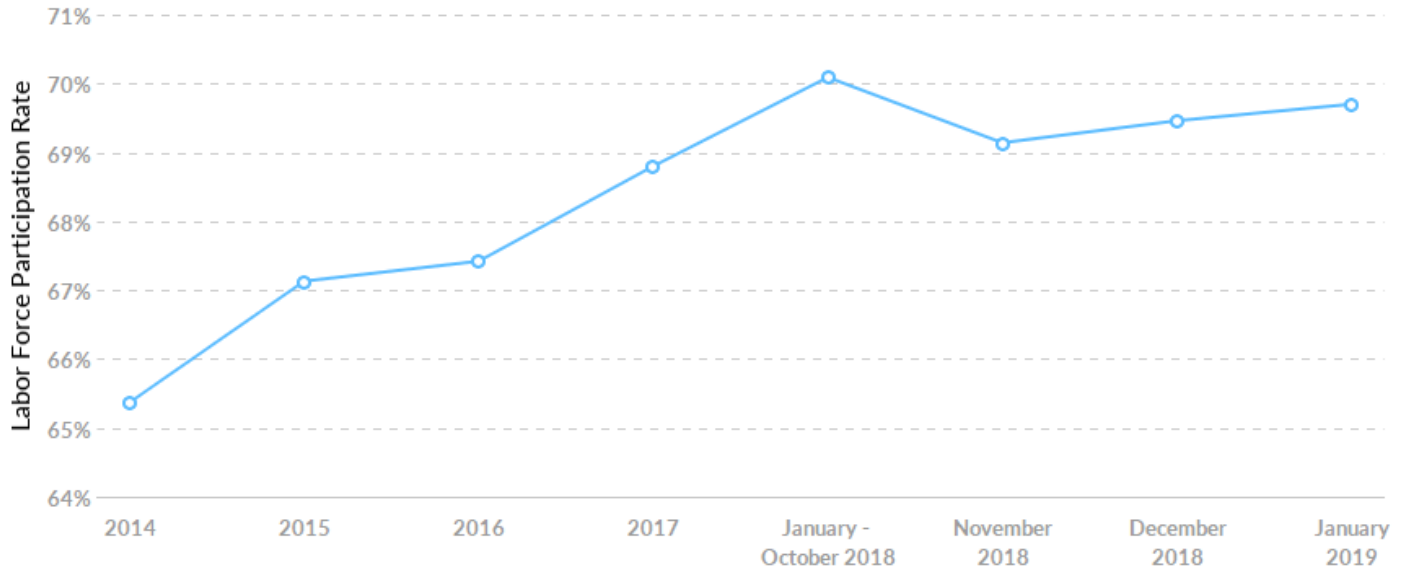
From 2013 to 2018, jobs increased by 7.2% in Clark County, WI from 12,298 to 13,189. This change fell short of the national growth rate of 8.2% by 1.0%.



Timeframe	Jobs
2013	12,298
2014	12,601
2015	12,904
2016	12,955
2017	13,106
2018	13,189
2019	13,401
2020	13,569
2021	13,706
2022	13,821
2023	13,874

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

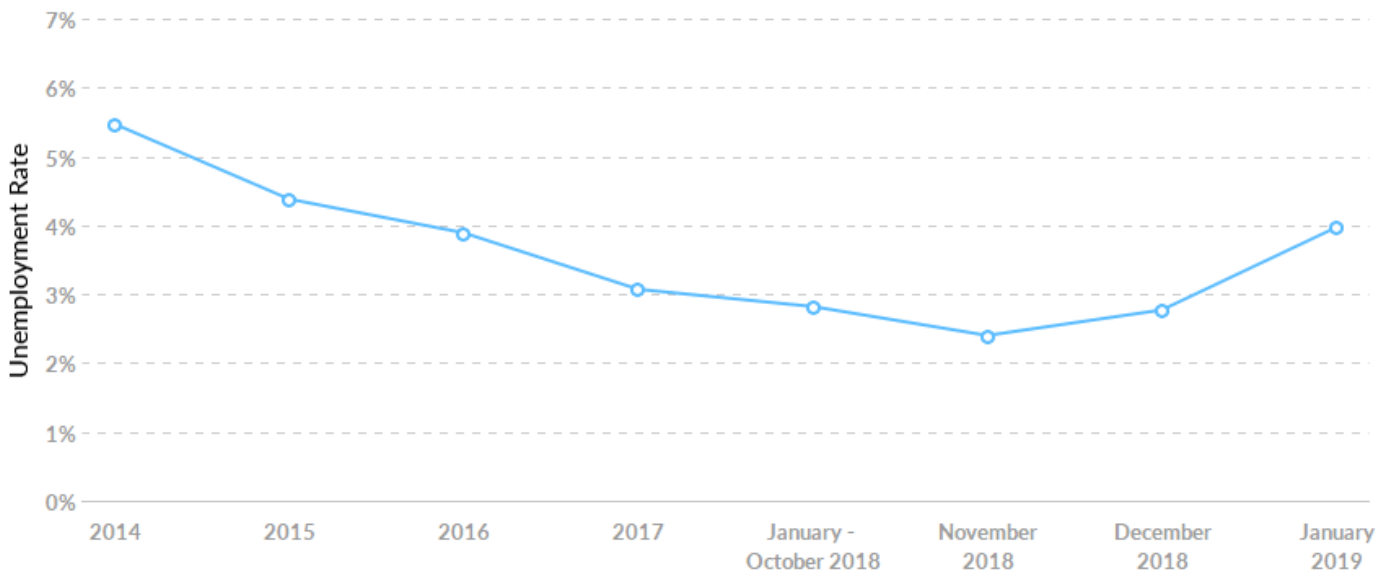


Timeframe	Labor Force Participation Rate
2014	65.37%
2015	67.13%
2016	67.42%
2017	68.80%
January - October 2018	70.09%
November 2018	69.14%
December 2018	69.46%
January 2019	69.70%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

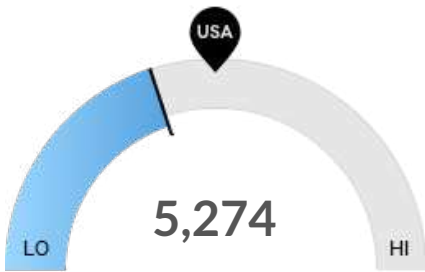
Clark County, WI had a January 2019 unemployment rate of 3.97%, **decreasing from 5.47%** 5 years before.



Timeframe	Unemployment Rate
2014	5.47%
2015	4.38%
2016	3.89%
2017	3.07%
January - October 2018	2.82%
November 2018	2.40%
December 2018	2.77%
January 2019	3.97%

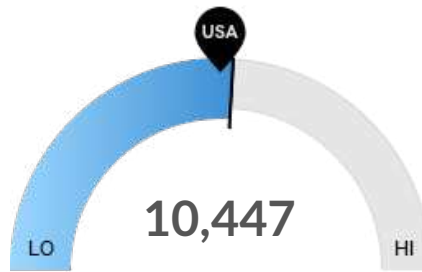


## Population Characteristics



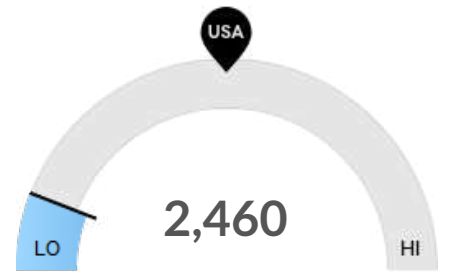
Millennials

Clark County, WI has 5,274 millennials (ages 20-34). The national average for an area this size is 7,183.



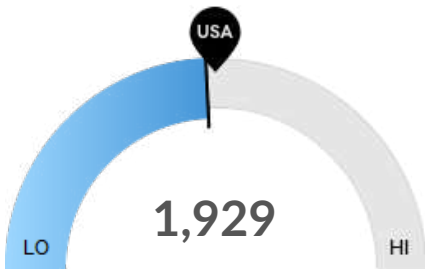
Retiring Soon

Retirement risk is about average in Clark County, WI. The national average for an area this size is 9,886 people 55 or older, while there are 10,447 here.



Racial Diversity

Racial diversity is low in Clark County, WI. The national average for an area this size is 13,619 racially diverse people, while there are 2,460 here.



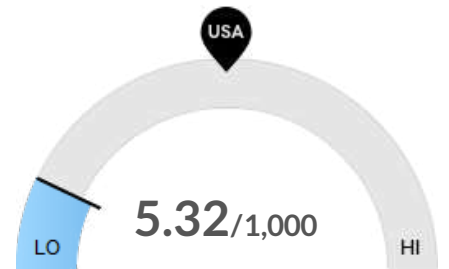
Veterans

Clark County, WI has 1,929 veterans. The national average for an area this size is 2,016.



Violent Crime

Clark County, WI has 0.23 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



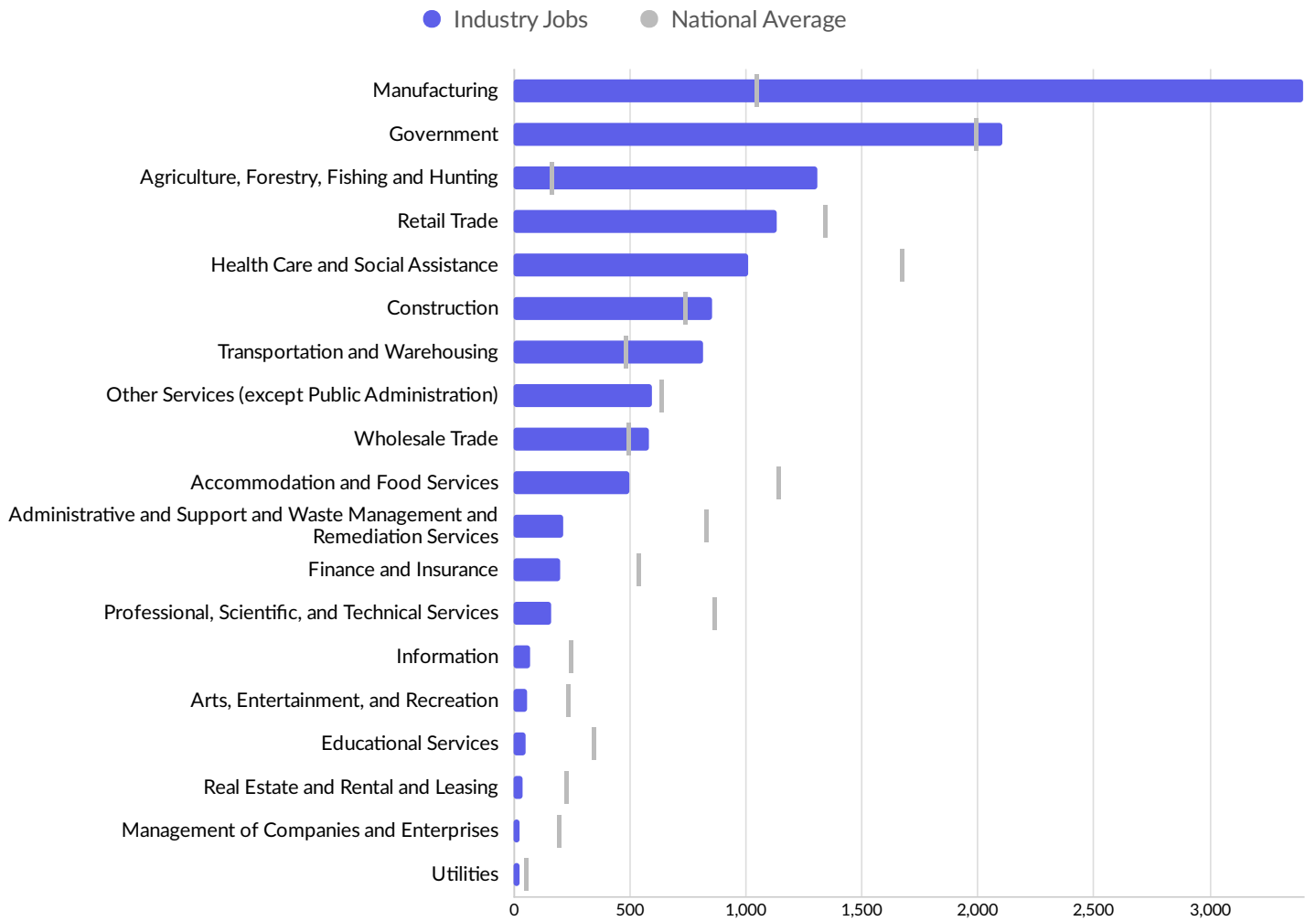
Property Crime

Clark County, WI has 5.32 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.



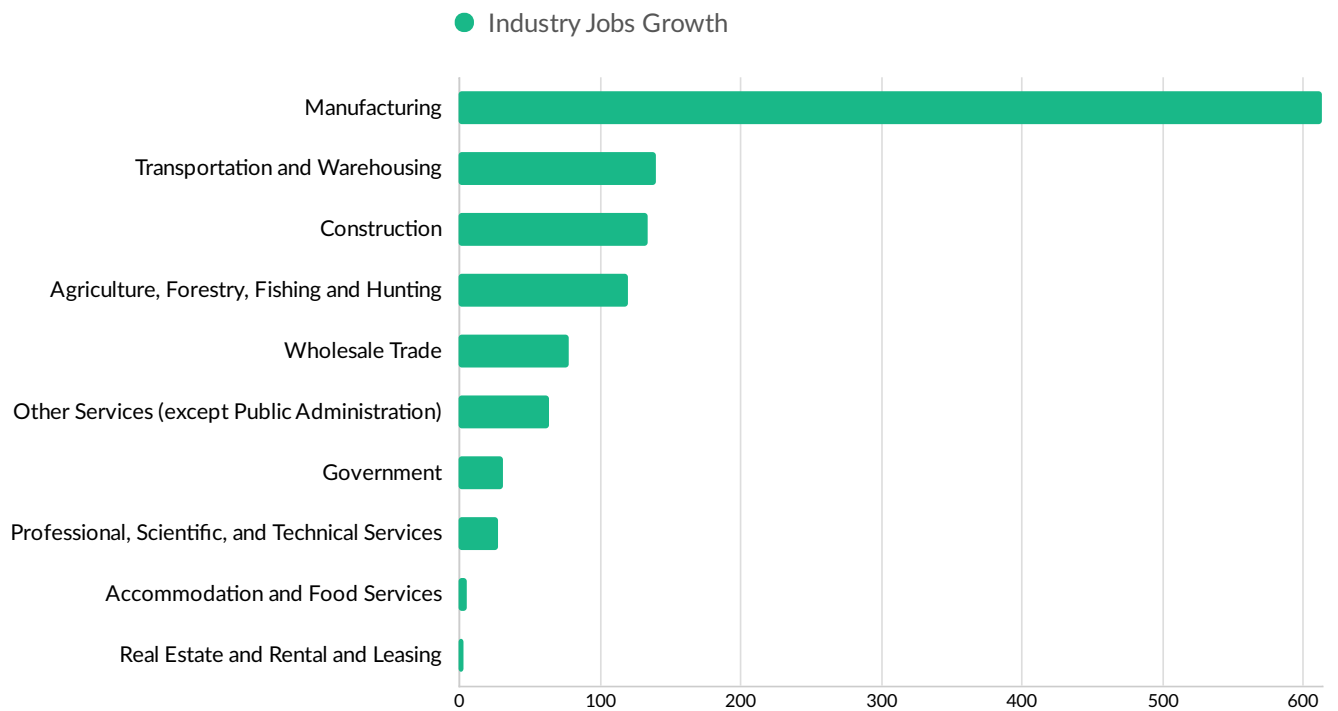
# Industry Characteristics

## Largest Industries



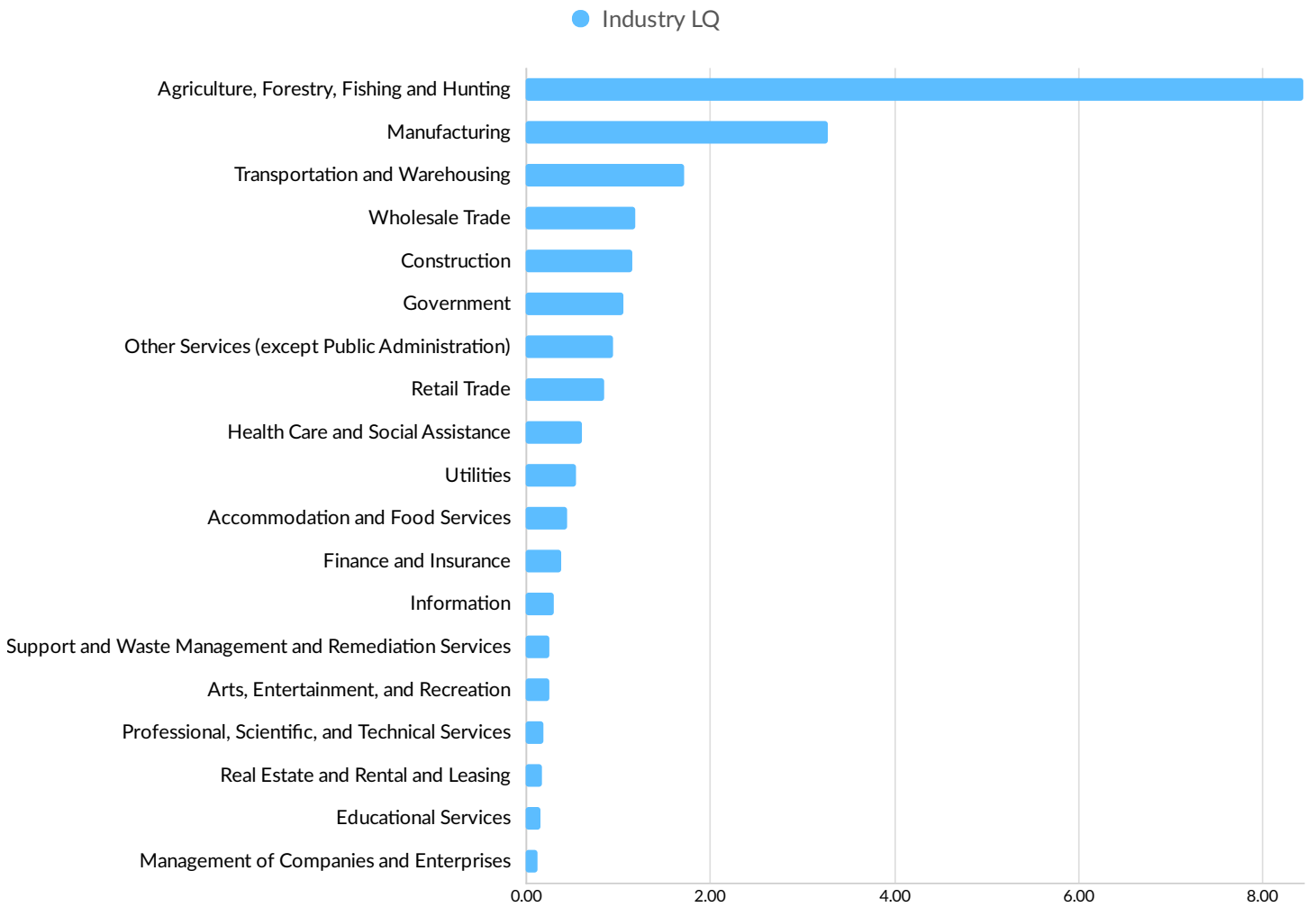
## Industry Characteristics - Cont.

### Top Growing Industries



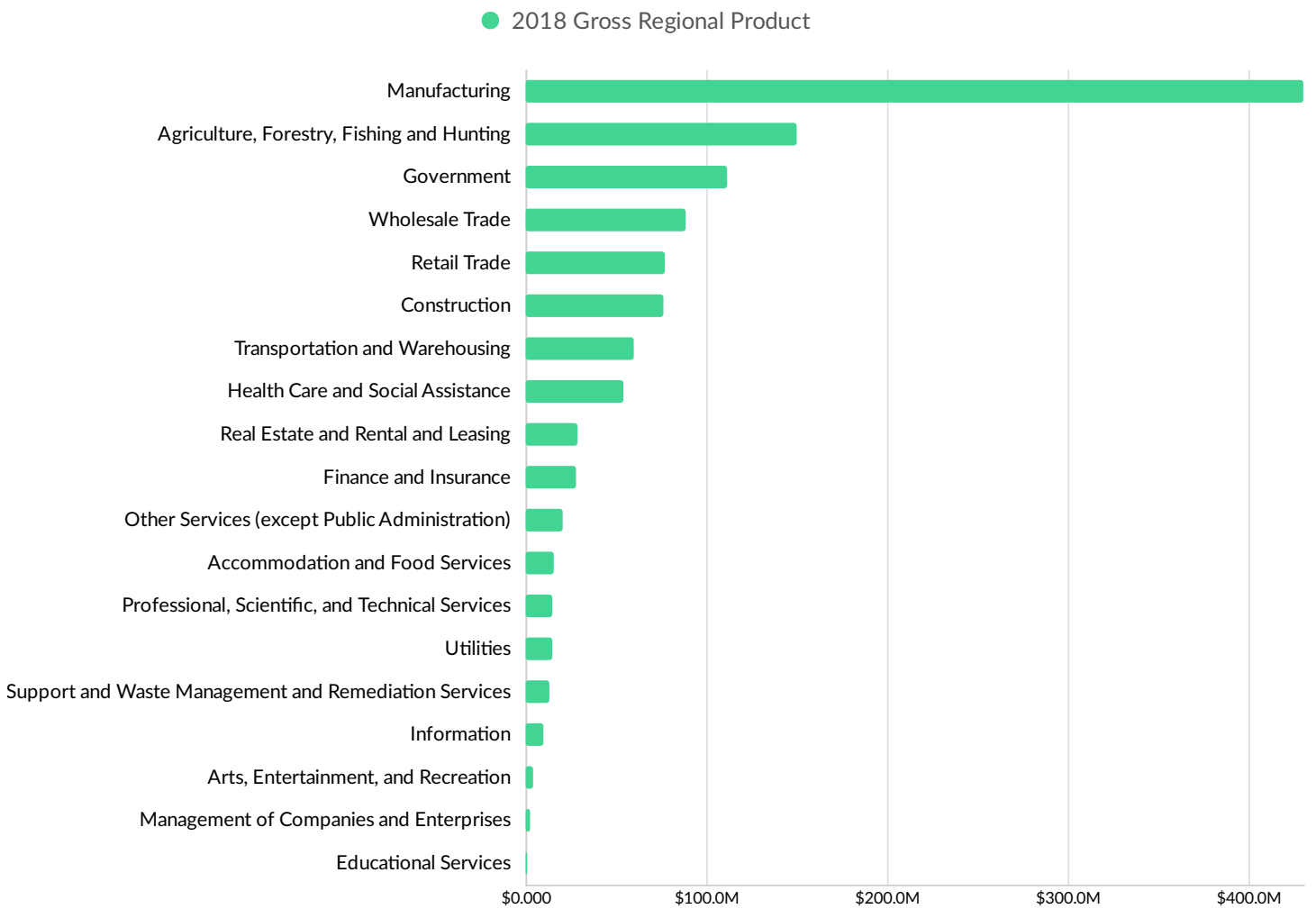
## Industry Characteristics - Cont.

### Top Industry LQ



# Industry Characteristics - Cont.

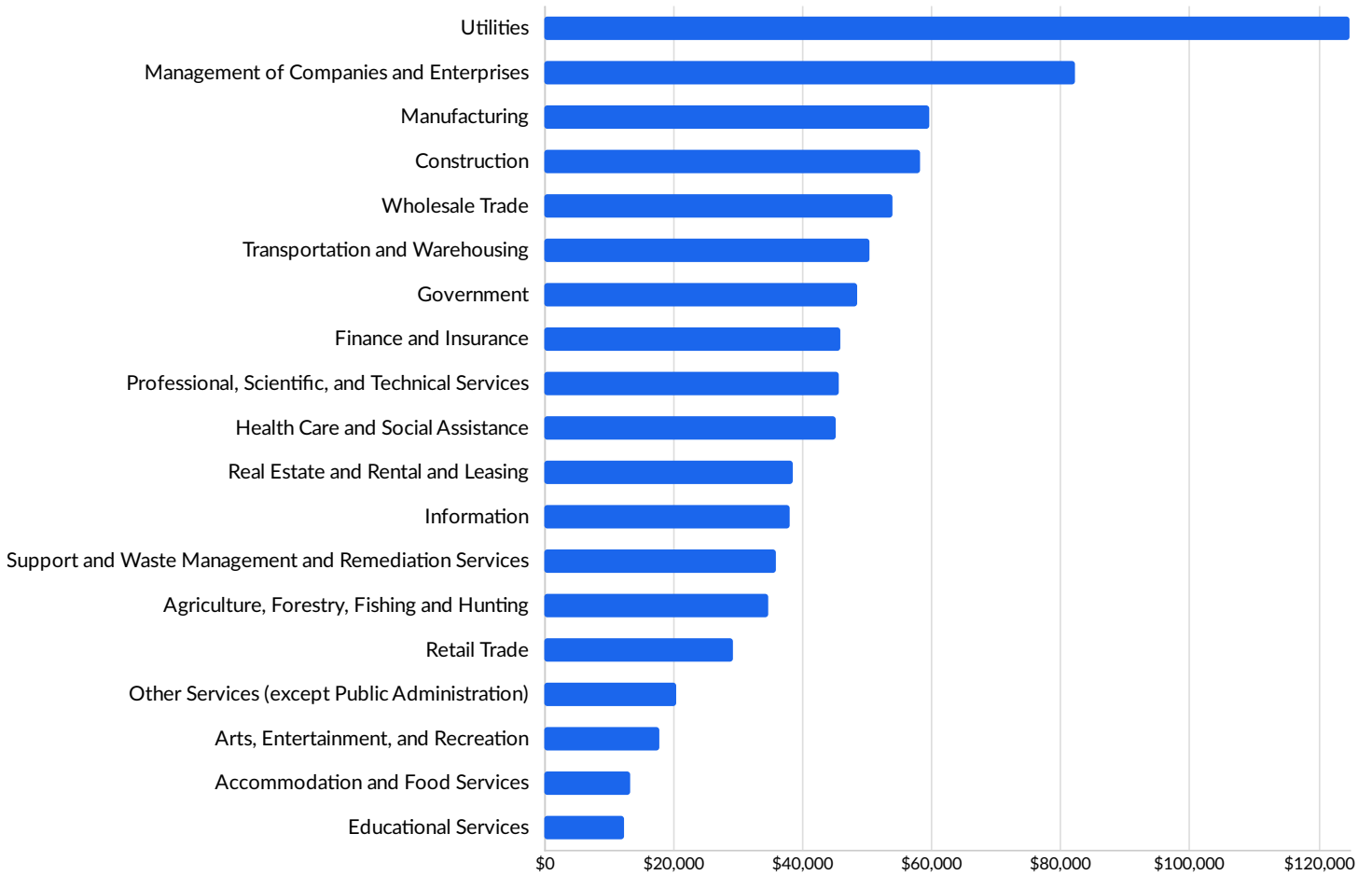
## Top Industry GRP



# 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	2,791	3,405	614	+22%	3.28	\$59,672	\$430.70M
Government	2,076	2,107	31	+1%	1.06	\$48,423	\$111.83M
Agriculture, Forestry, Fishing and Hunting	1,190	1,310	120	+10%	8.45	\$34,665	\$150.05M
Retail Trade	1,282	1,133	-149	-12%	0.85	\$29,311	\$77.22M
Health Care and Social Assistance	1,076	1,015	-61	-6%	0.61	\$45,075	\$53.87M
Construction	721	856	135	+19%	1.17	\$58,183	\$76.27M
Transportation and Warehousing	678	818	140	+21%	1.72	\$50,302	\$60.11M
Other Services (except Public Administration)	530	594	64	+12%	0.95	\$20,399	\$20.46M
Wholesale Trade	504	582	78	+15%	1.20	\$53,973	\$88.46M
Accommodation and Food Services	496	502	6	+1%	0.44	\$13,202	\$15.77M
Administrative and Support and Waste Management and Remediation Services	268	215	-53	-20%	0.26	\$36,027	\$13.28M
Finance and Insurance	216	201	-15	-7%	0.38	\$46,012	\$27.63M
Professional, Scientific, and Technical Services	133	161	28	+21%	0.19	\$45,780	\$15.12M
Information	75	74	-1	-1%	0.31	\$38,091	\$9.81M
Arts, Entertainment, and Recreation	80	60	-20	-25%	0.26	\$17,922	\$3.79M
Educational Services	61	53	-8	-13%	0.16	\$12,386	\$1.14M
Real Estate and Rental and Leasing	36	40	4	+11%	0.18	\$38,613	\$28.60M
Management of Companies and Enterprises	36	25	-11	-31%	0.13	\$82,291	\$2.27M
Utilities	42	25	-17	-40%	0.55	\$124,861	\$14.75M



## Business Characteristics

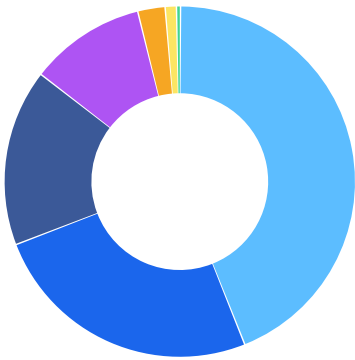
### 1,063 Companies Employ Your Workers

Online profiles for your workers mention 1,063 companies as employers, with the top 10 appearing below. In the last 12 months, 624 companies in Clark County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	78 	Ashley Furniture Industries, Inc.	262 
Grassland Dairy Products, Inc.	52 	Platinum Supplemental Insuranc...	217 
Memorial Medical Center Inc	32 	Roehl Transport, Inc.	194 
Cummins Inc.	23 	Teach For America, Inc.	186 
Ministry Health Care, Inc.	22 	Tutree, Inc.	152 
The Colby School Inc	18 	U. S. Xpress, Inc.	132 
Abbyland Foods, Inc.	17 	C.R. England, Inc.	130 
Clark County Schools	15 	Shopko Stores Operating Co., LLC	101 
School District of Neillsville	13 	J.B. Hunt Transport Services, Inc.	99 
Forward Financial Bank	12 	Remedy Intelligent Staffing	93 

## Business Characteristics - Cont.

### Business Size

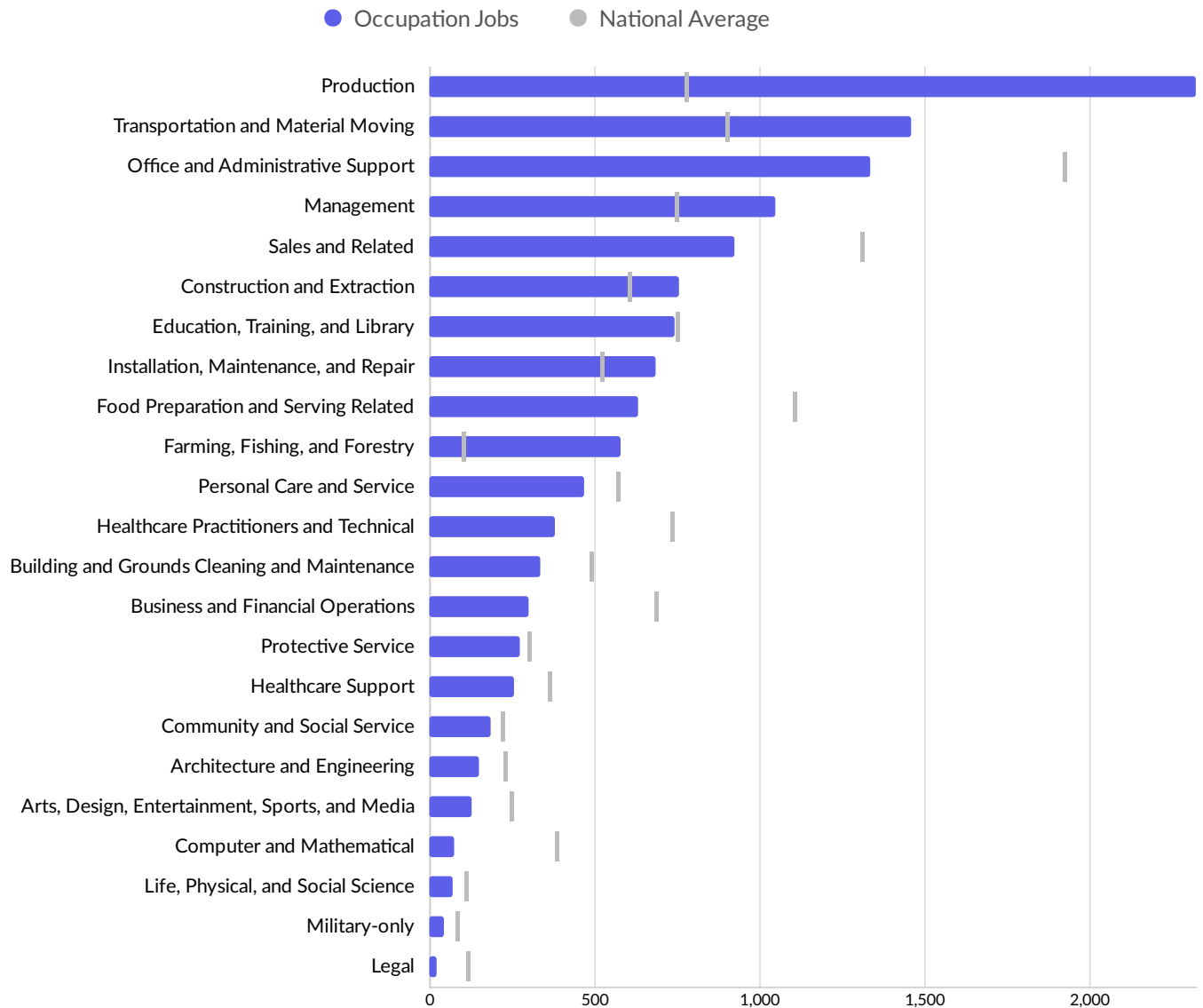


	Percentage	Business Count
1 to 4 employees	43.9%	592
5 to 9 employees	25.2%	340
10 to 19 employees	16.3%	220
20 to 49 employees	10.7%	144
50 to 99 employees	2.5%	34
100 to 249 employees	1.0%	14
250 to 499 employees	0.4%	5

*\*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.*

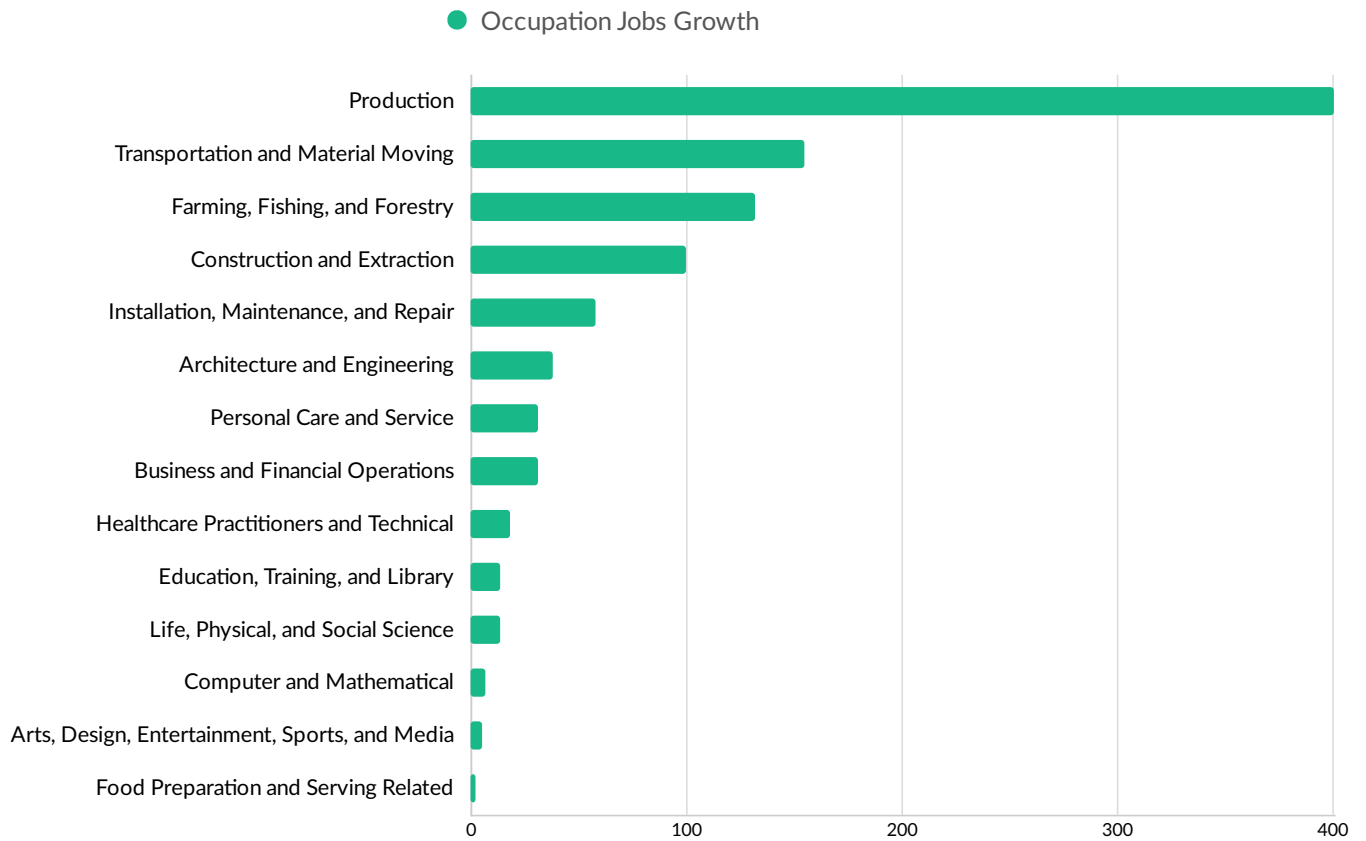
# Workforce Characteristics

## Largest Occupations



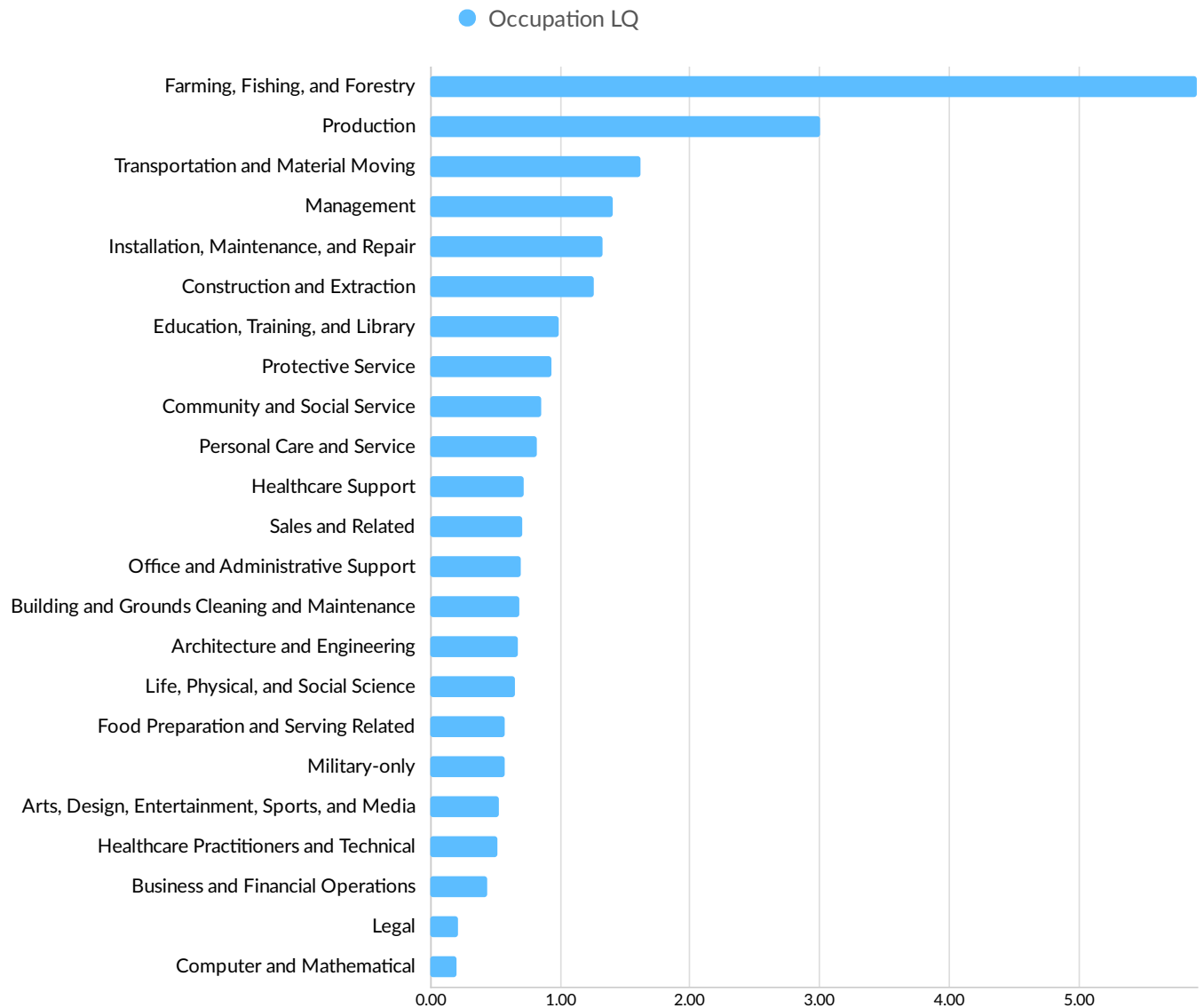
## Workforce Characteristics - Cont.

### Top Growing Occupations



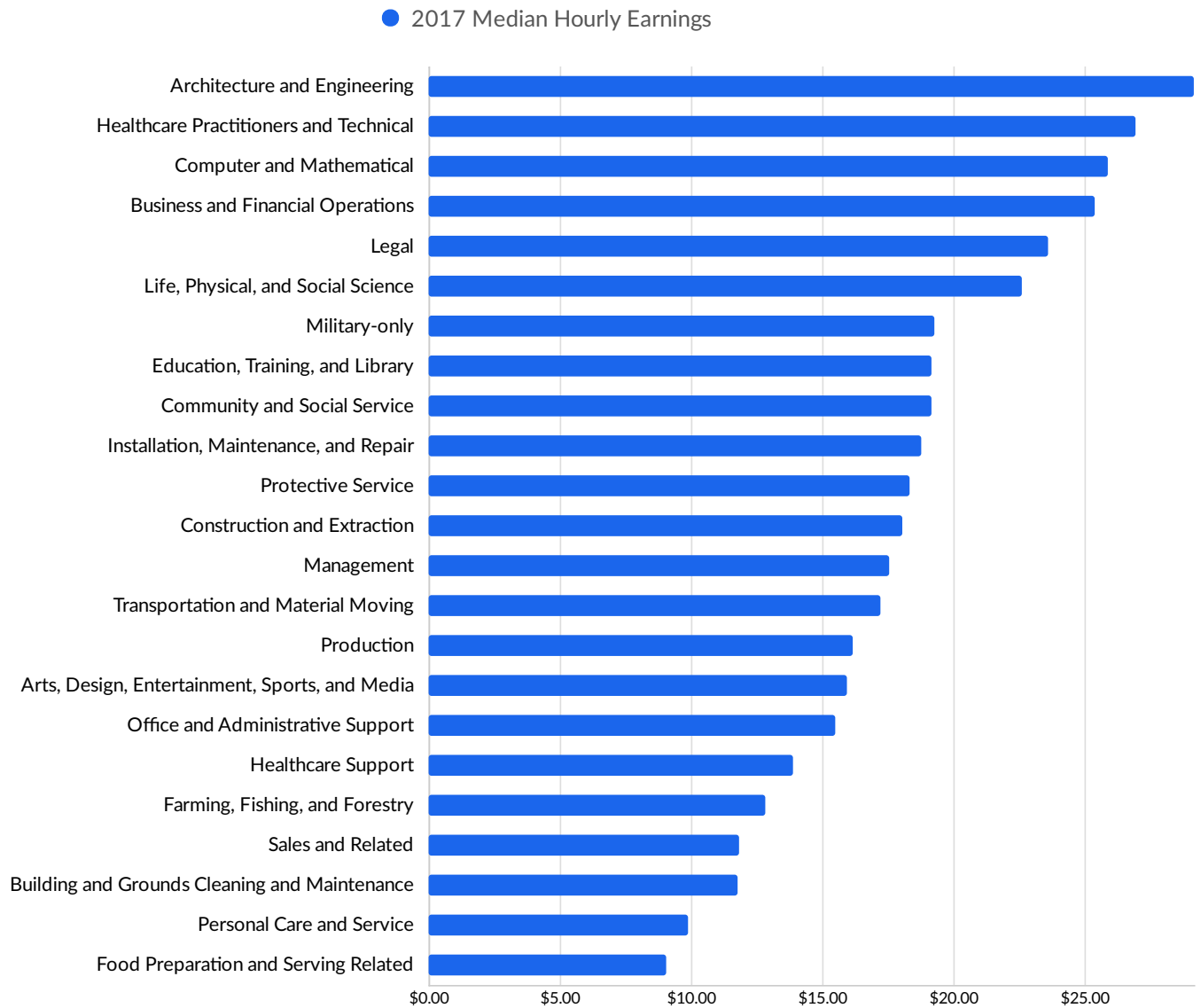
## Workforce Characteristics - Cont.

### Top Occupation LQ



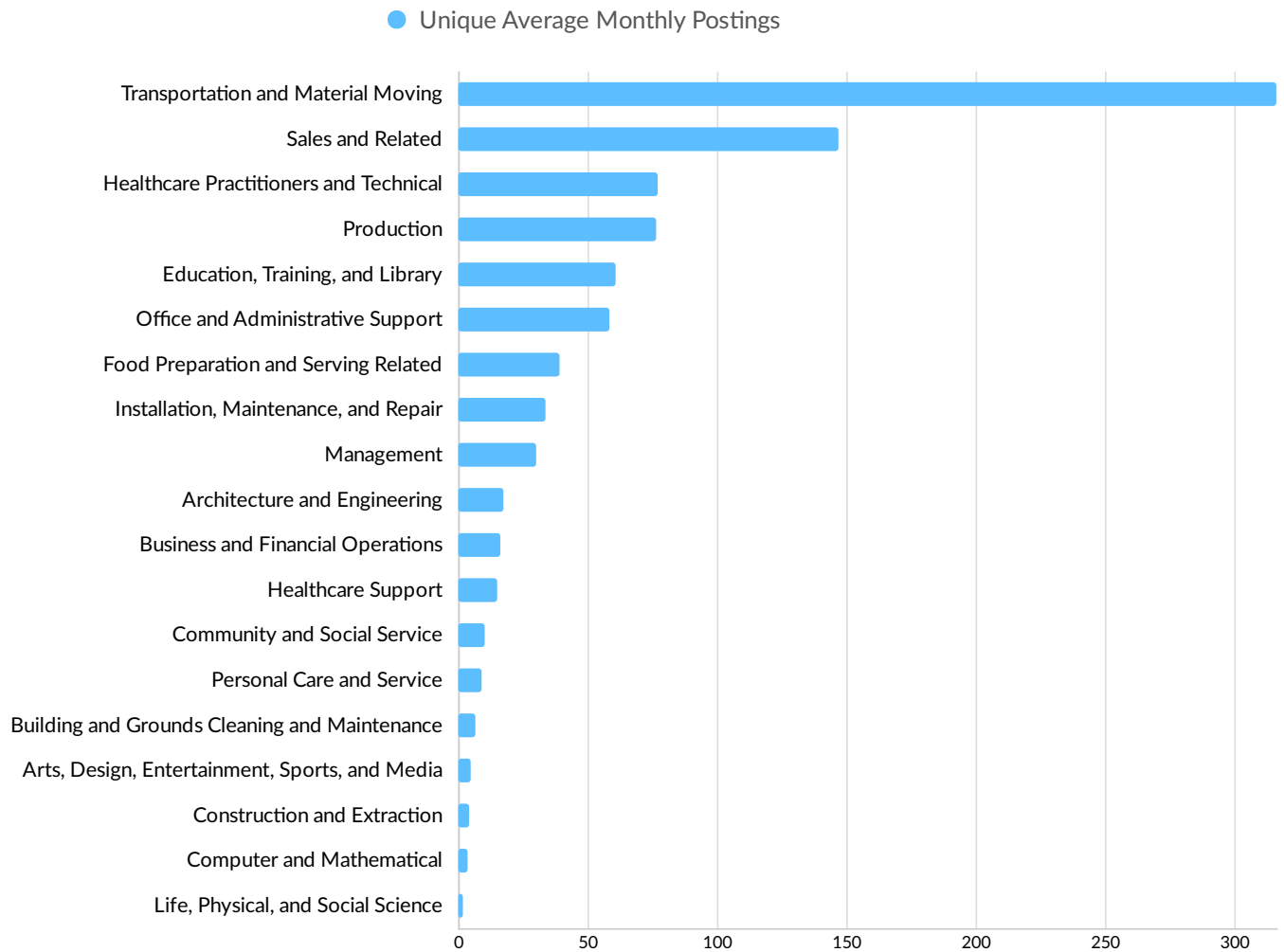
## Workforce Characteristics - Cont.

### Top Occupation Earnings



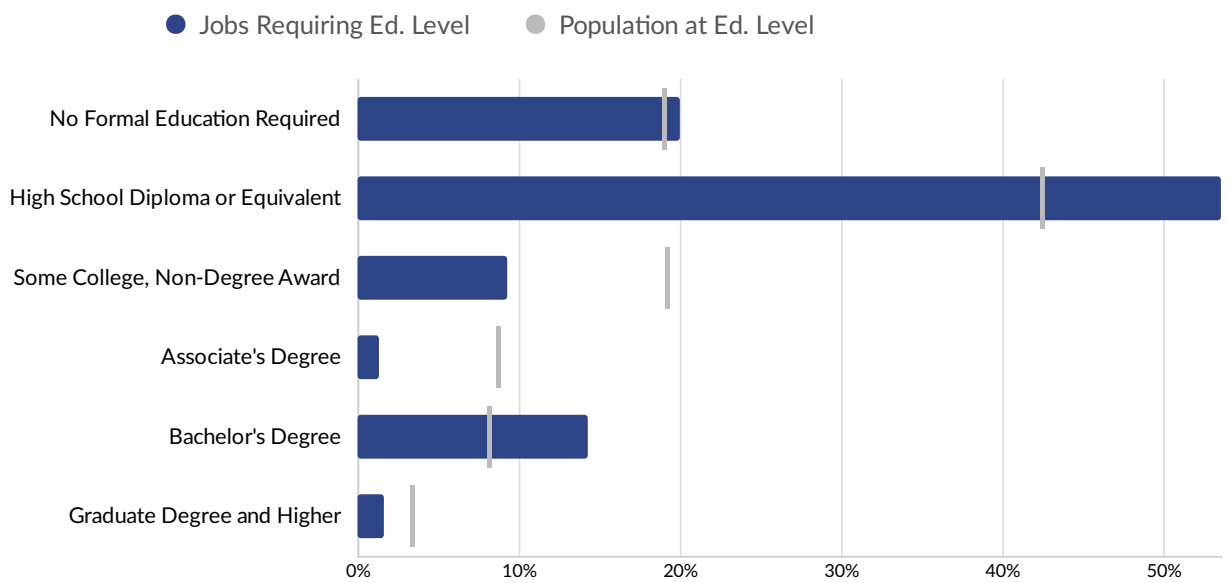
## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

### Underemployment





## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Production	1,921	2,322	401	+21%	3.01	\$16.19	76
Transportation and Material Moving	1,305	1,460	155	+12%	1.62	\$17.22	317
Office and Administrative Support	1,336	1,335	-1	0%	0.69	\$15.51	58
Management	1,063	1,047	-16	-2%	1.41	\$17.59	30
Sales and Related	954	926	-28	-3%	0.71	\$11.87	147
Construction and Extraction	658	758	100	+15%	1.26	\$18.06	4
Education, Training, and Library	730	744	14	+2%	0.99	\$19.20	61
Installation, Maintenance, and Repair	628	686	58	+9%	1.33	\$18.81	34
Food Preparation and Serving Related	630	632	2	+0%	0.57	\$9.03	39
Farming, Fishing, and Forestry	450	582	132	+29%	5.92	\$12.86	1
Personal Care and Service	437	468	31	+7%	0.83	\$9.88	9
Healthcare Practitioners and Technical	360	378	18	+5%	0.52	\$26.95	77
Building and Grounds Cleaning and Maintenance	368	335	-33	-9%	0.69	\$11.77	7
Business and Financial Operations	269	300	31	+12%	0.44	\$25.40	16
Protective Service	275	275	0	0%	0.93	\$18.33	0
Healthcare Support	286	257	-29	-10%	0.72	\$13.88	15
Community and Social Service	186	186	0	0%	0.85	\$19.16	10
Architecture and Engineering	114	152	38	+33%	0.68	\$29.19	18

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	124	129	5	+4%	0.53	\$15.96	5
Computer and Mathematical	69	76	7	+10%	0.20	\$25.92	3
Life, Physical, and Social Science	57	71	14	+25%	0.65	\$22.65	2
Military-only	50	46	-4	-8%	0.57	\$19.31	0
Legal	25	23	-2	-8%	0.21	\$23.63	1

## Educational Pipeline

Over the last 5 years, no schools in Clark County, WI produced graduates.