



Dunn County, WI

West Central Wisconsin Regional Planning Commission



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Economy Overview

44,807

Population (2018)

Population grew by **800** over the last 5 years and is projected to grow by **692** over the next 5 years.

19,739

Jobs (2018)

Jobs grew by **1,109** over the last 5 years and are projected to grow by **1,203** over the next 5 years.

\$54.6K

Median Household Income (2017)

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

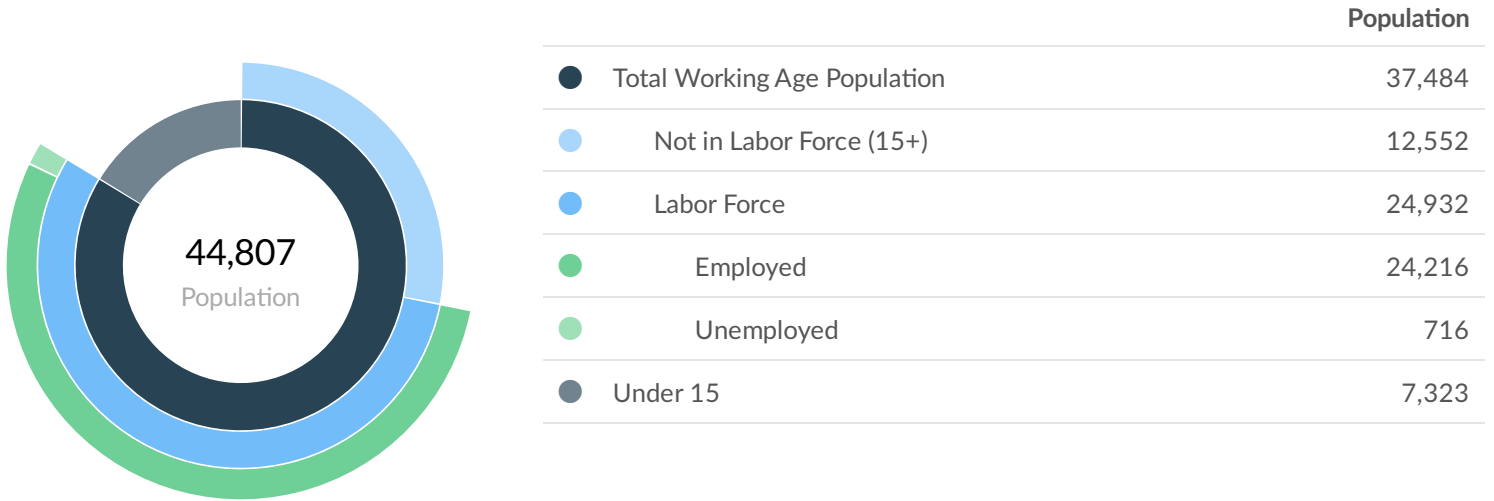
Takeaways

- As of 2018 the region's population increased by **1.8%** since 2013, growing by 800. Population is expected to increase by **1.5%** between 2018 and 2023, adding 692.
- From 2013 to 2018, jobs increased by **6.0%** in Dunn County, WI from 18,629 to **19,739**. This change fell short of the national growth rate of **8.2%** by **2.2%**. As the number of jobs increased, the labor force participation rate increased from **62.6%** to **66.5%** between 2013 and 2018.
- Concerning educational attainment, **17.5% of Dunn County, WI residents possess a Bachelor's Degree** (1.1% below the national average), and **10.6% hold an Associate's Degree** (2.6% above the national average).
- The top three industries in 2018 are Education and Hospitals (State Government), Warehousing and Storage, and Local Government, Excluding Education and Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	44,807	24,932	19,739	96.2	\$1.79B	\$2.85B	\$2.36B
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

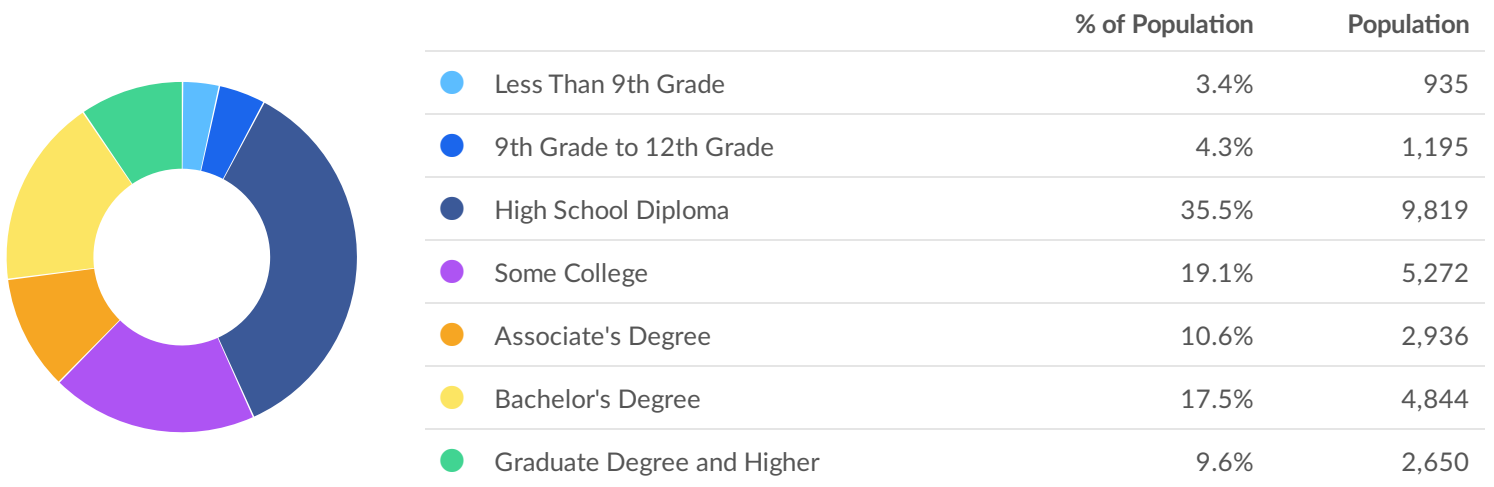
Economy Overview - Cont.

2018 Labor Force Breakdown



Educational Attainment

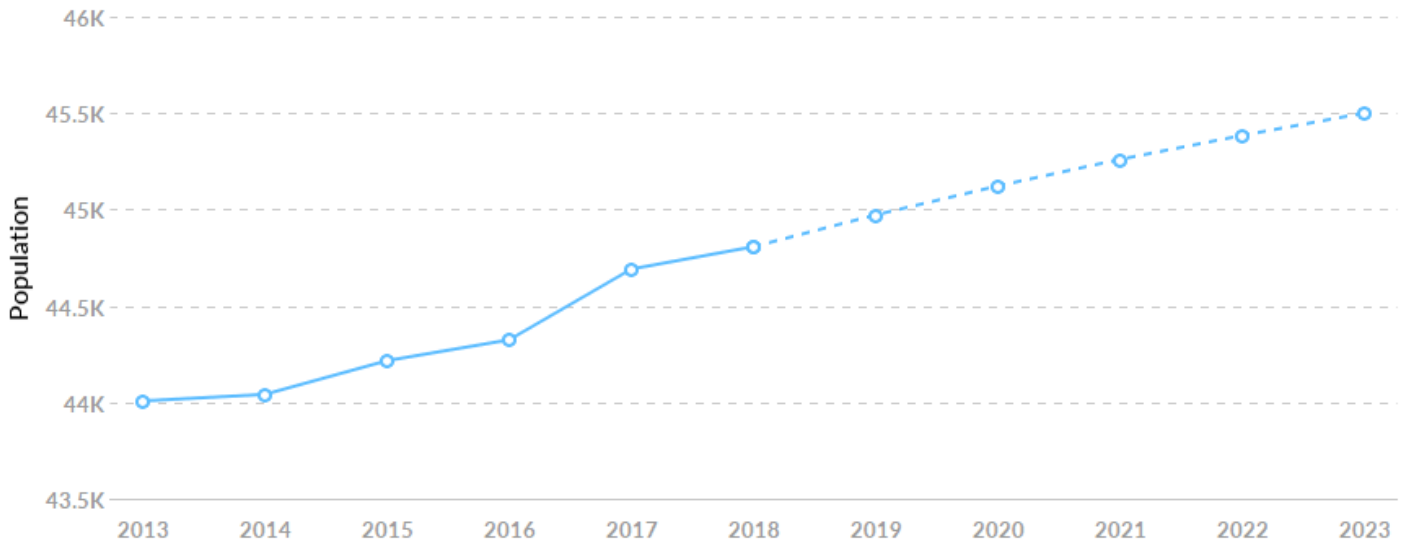
Concerning educational attainment, **17.5% of Dunn County, WI residents possess a Bachelor's Degree** (1.1% below the national average), and **10.6% hold an Associate's Degree** (2.6% above the national average).



Historic & Projected Trends

Population Trends

As of 2018 the region's population **increased by 1.8%** since 2013, growing by 800. Population is expected to **increase by 1.5%** between 2018 and 2023, adding 692.

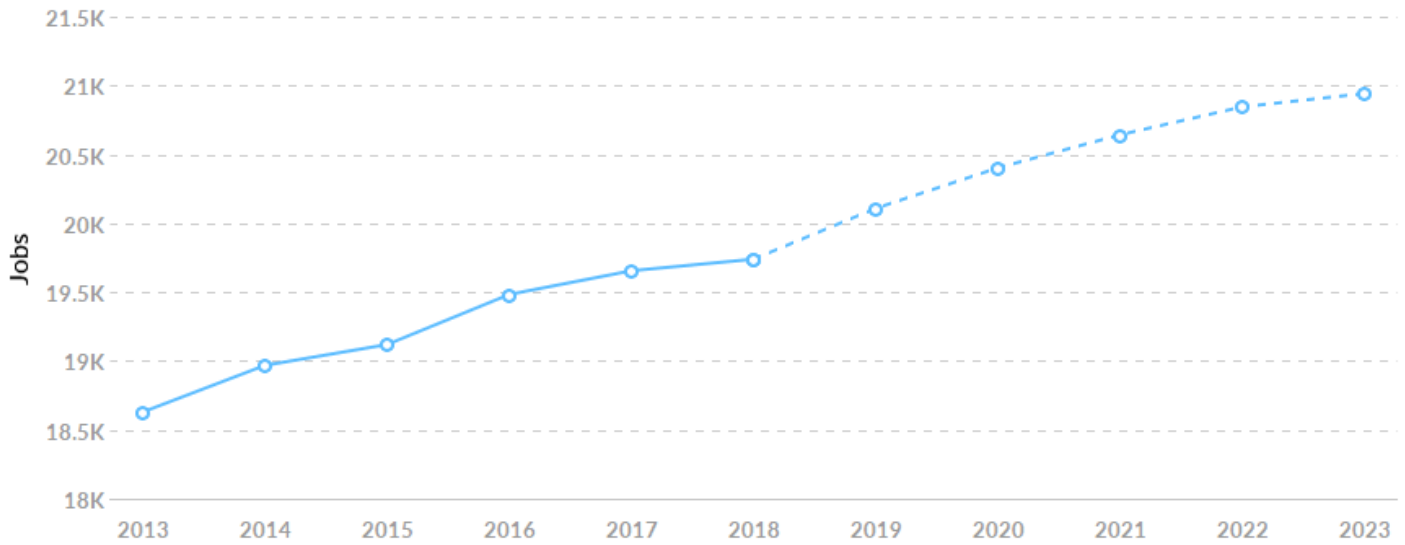


Timeframe	Population
2013	44,007
2014	44,041
2015	44,216
2016	44,324
2017	44,691
2018	44,807
2019	44,972
2020	45,122
2021	45,260
2022	45,384
2023	45,500

Historic & Projected Trends - Cont.

Job Trends

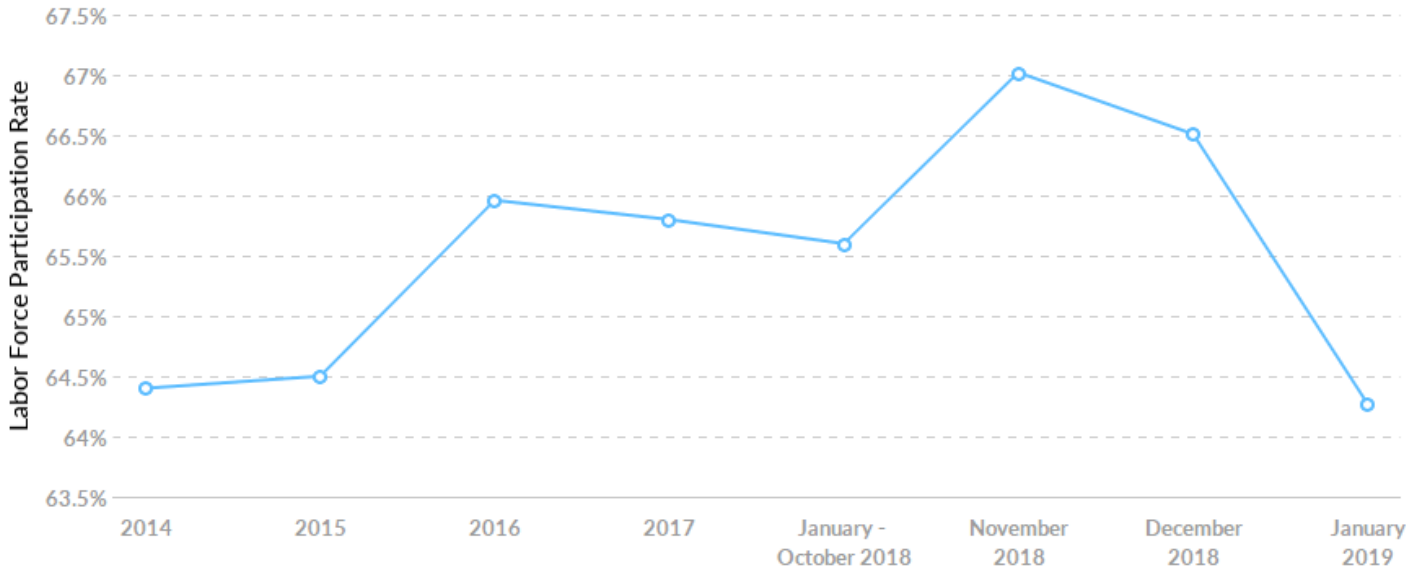
From 2013 to 2018, jobs increased by 6.0% in Dunn County, WI from 18,629 to 19,739. This change fell short of the national growth rate of 8.2% by 2.2%.



Timeframe	Jobs
2013	18,629
2014	18,968
2015	19,119
2016	19,483
2017	19,655
2018	19,739
2019	20,108
2020	20,402
2021	20,642
2022	20,845
2023	20,942

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

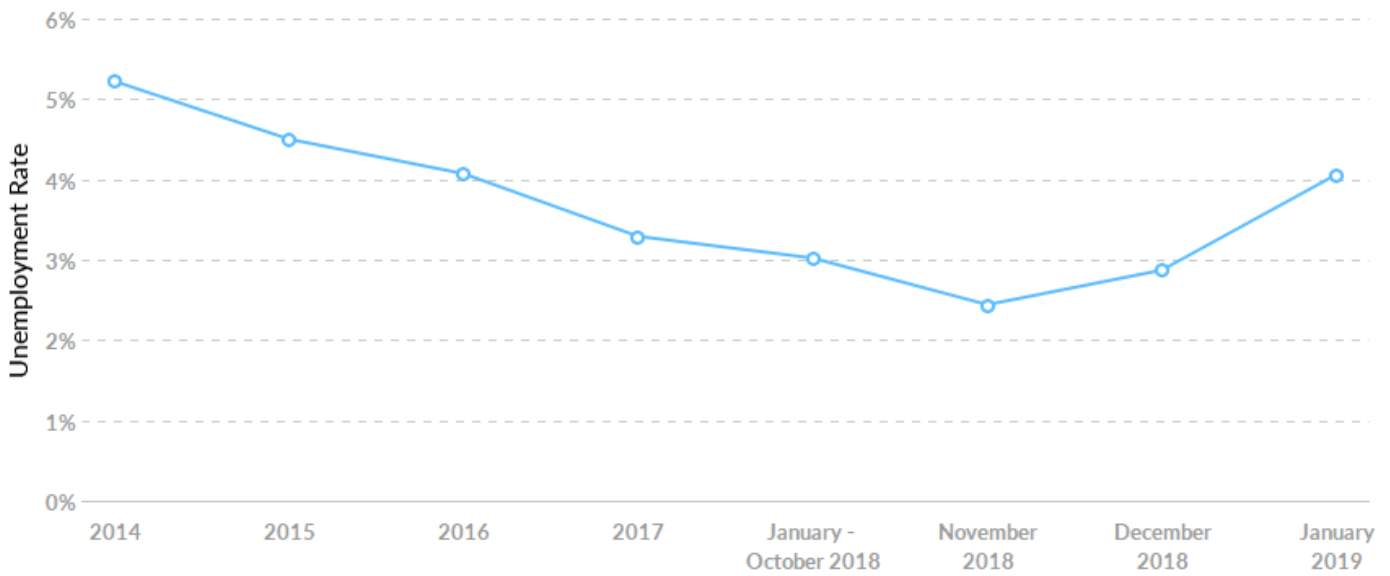


Timeframe	Labor Force Participation Rate
2014	64.40%
2015	64.50%
2016	65.96%
2017	65.80%
January - October 2018	65.60%
November 2018	67.02%
December 2018	66.51%
January 2019	64.27%

Historic & Projected Trends - Cont.

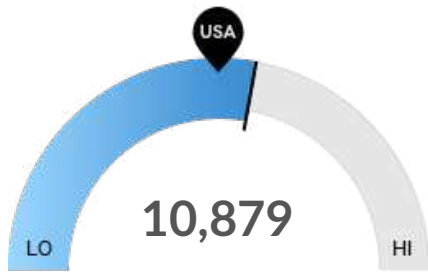
Unemployment Rate Trends

Dunn County, WI had a January 2019 unemployment rate of 4.06%, **decreasing from 5.22%** 5 years before.



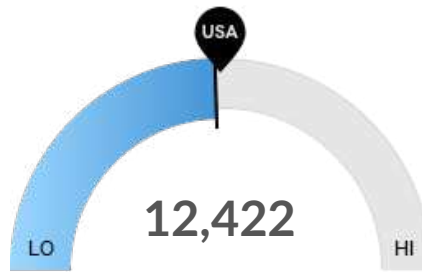
Timeframe	Unemployment Rate
2014	5.22%
2015	4.50%
2016	4.07%
2017	3.29%
January - October 2018	3.02%
November 2018	2.44%
December 2018	2.87%
January 2019	4.06%

Population Characteristics



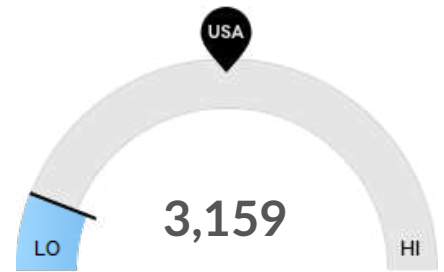
Millennials

Dunn County, WI has 10,879 millennials (ages 20-34). The national average for an area this size is 9,256.



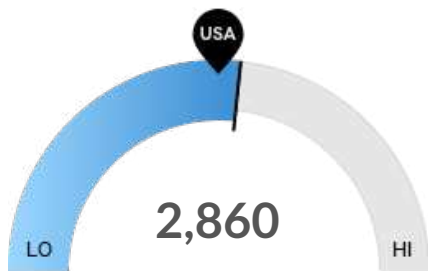
Retiring Soon

Retirement risk is about average in Dunn County, WI. The national average for an area this size is 12,740 people 55 or older, while there are 12,422 here.



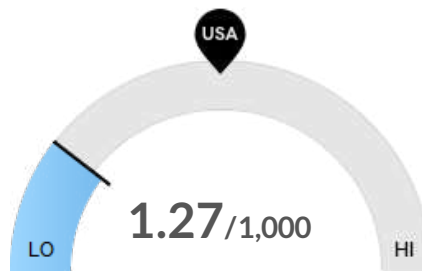
Racial Diversity

Racial diversity is low in Dunn County, WI. The national average for an area this size is 17,551 racially diverse people, while there are 3,159 here.



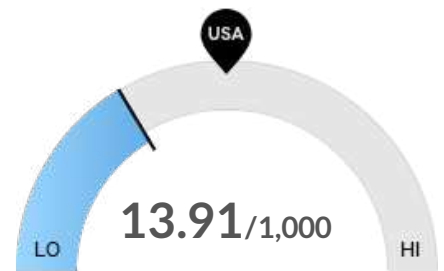
Veterans

Dunn County, WI has 2,860 veterans. The national average for an area this size is 2,599.



Violent Crime

Dunn County, WI has 1.27 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



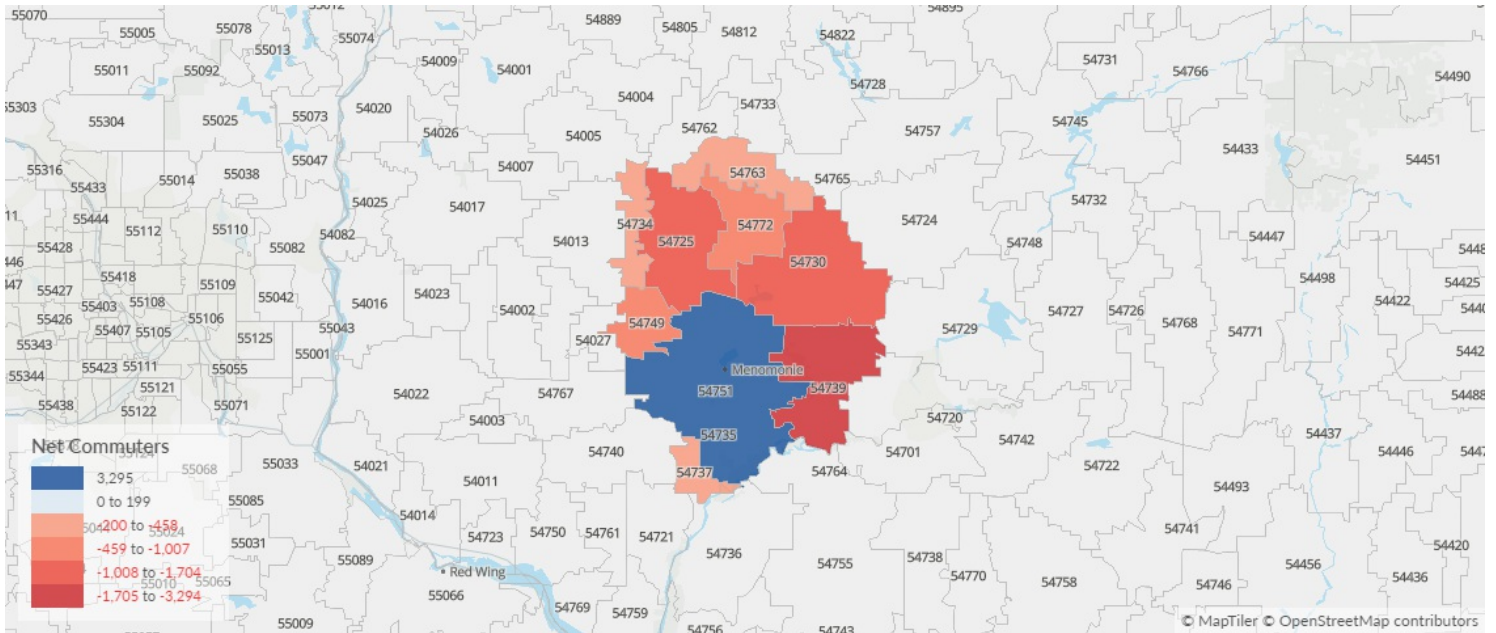
Property Crime

Dunn County, WI has 13.91 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 Dunn County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

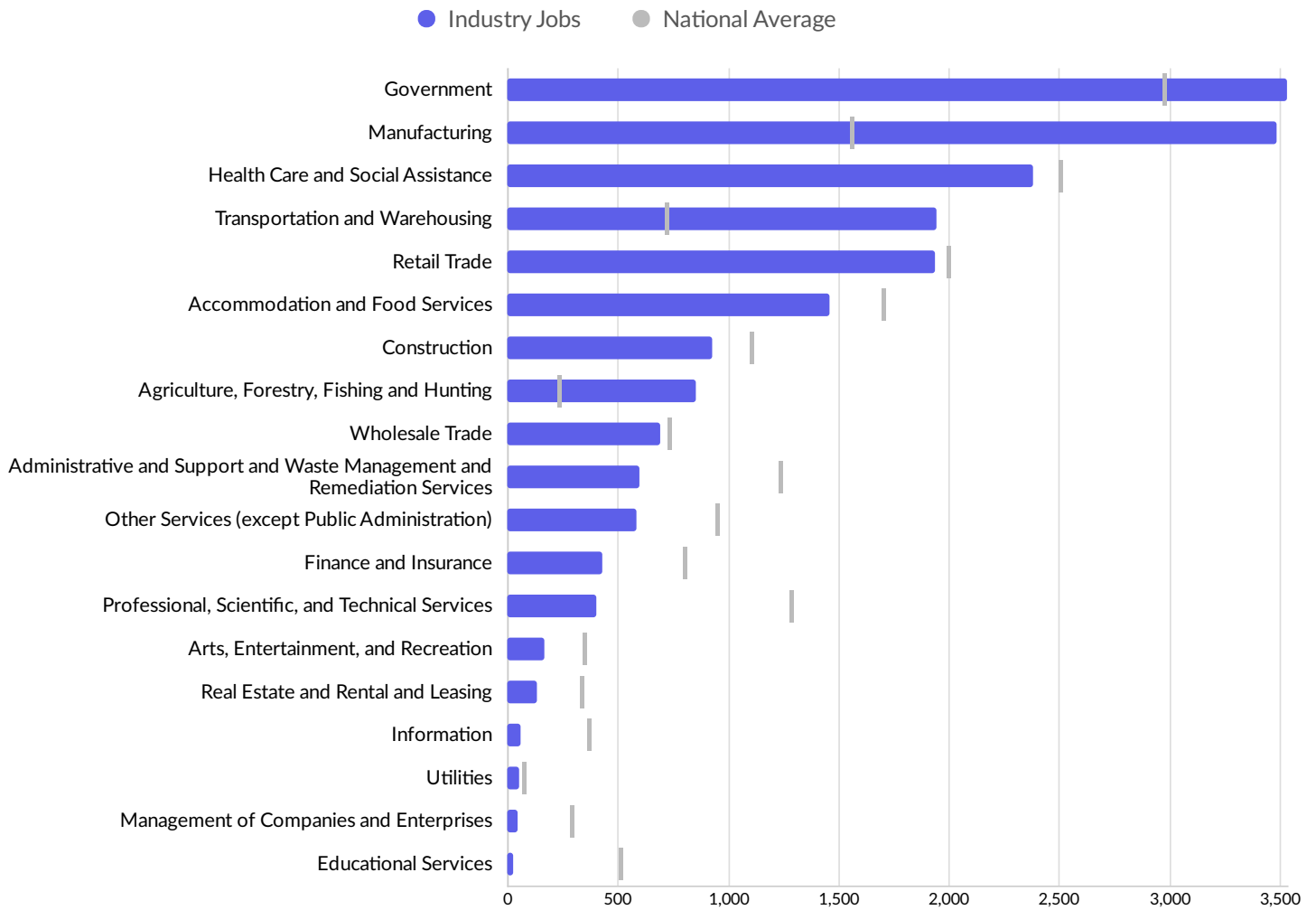
ZIP	Name	2018 Employment
54751	Menomonie, WI (in Dun...	15,307
54730	Colfax, WI (in Dunn cou...	2,087
54739	Elk Mound, WI (in Dunn...	860
54725	Boyceville, WI (in Dunn...	649
54749	Knapp, WI (in Dunn cou...	261

Where Talent Lives

ZIP	Name	2018 Workers
54751	Menomonie, WI (in Dun...	12,011
54730	Colfax, WI (in Dunn cou...	3,207
54739	Elk Mound, WI (in Dunn...	2,566
54725	Boyceville, WI (in Dunn...	1,657
54749	Knapp, WI (in Dunn cou...	720

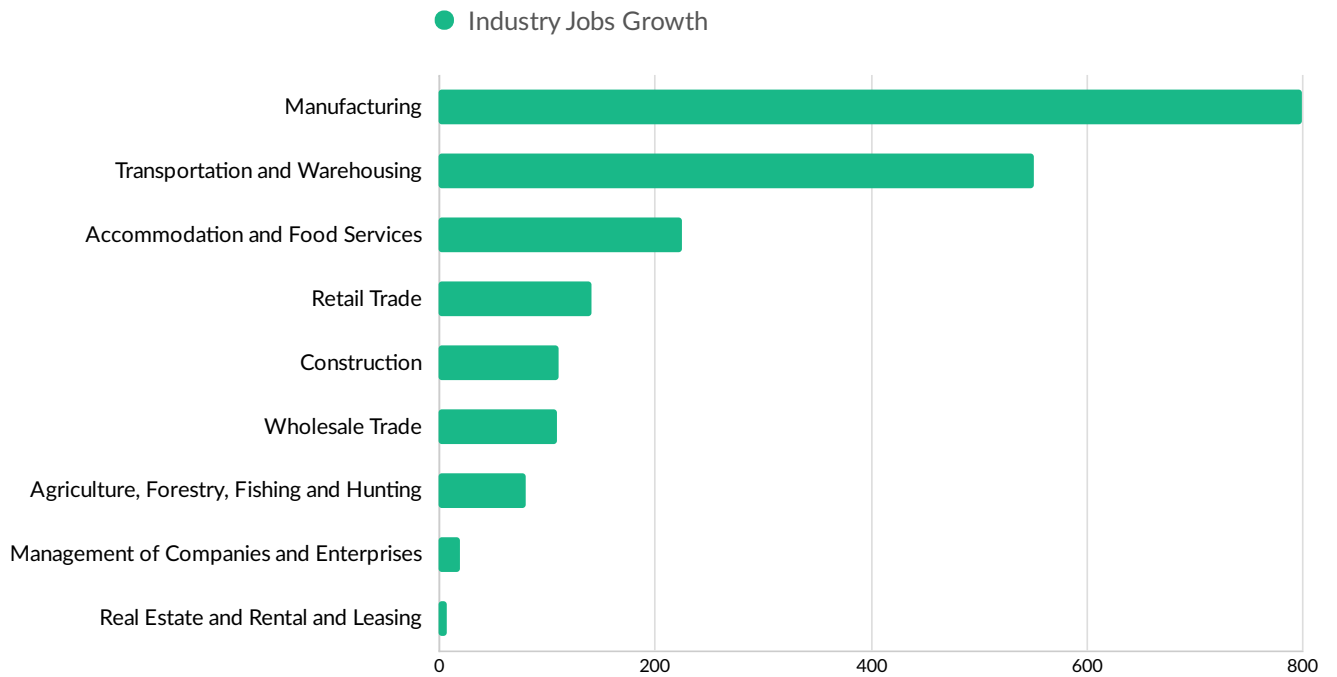
Industry Characteristics

Largest Industries



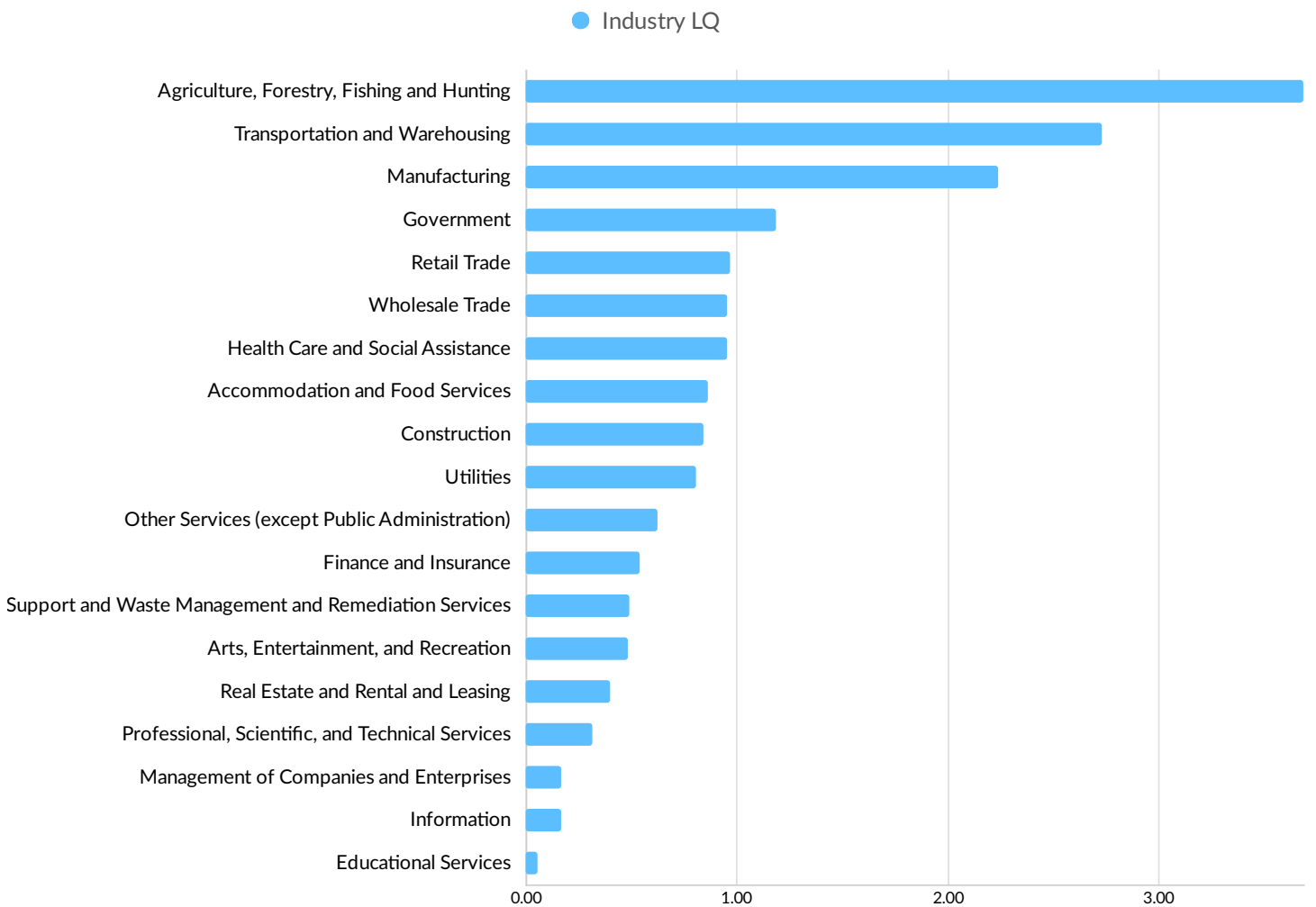
Industry Characteristics - Cont.

Top Growing Industries



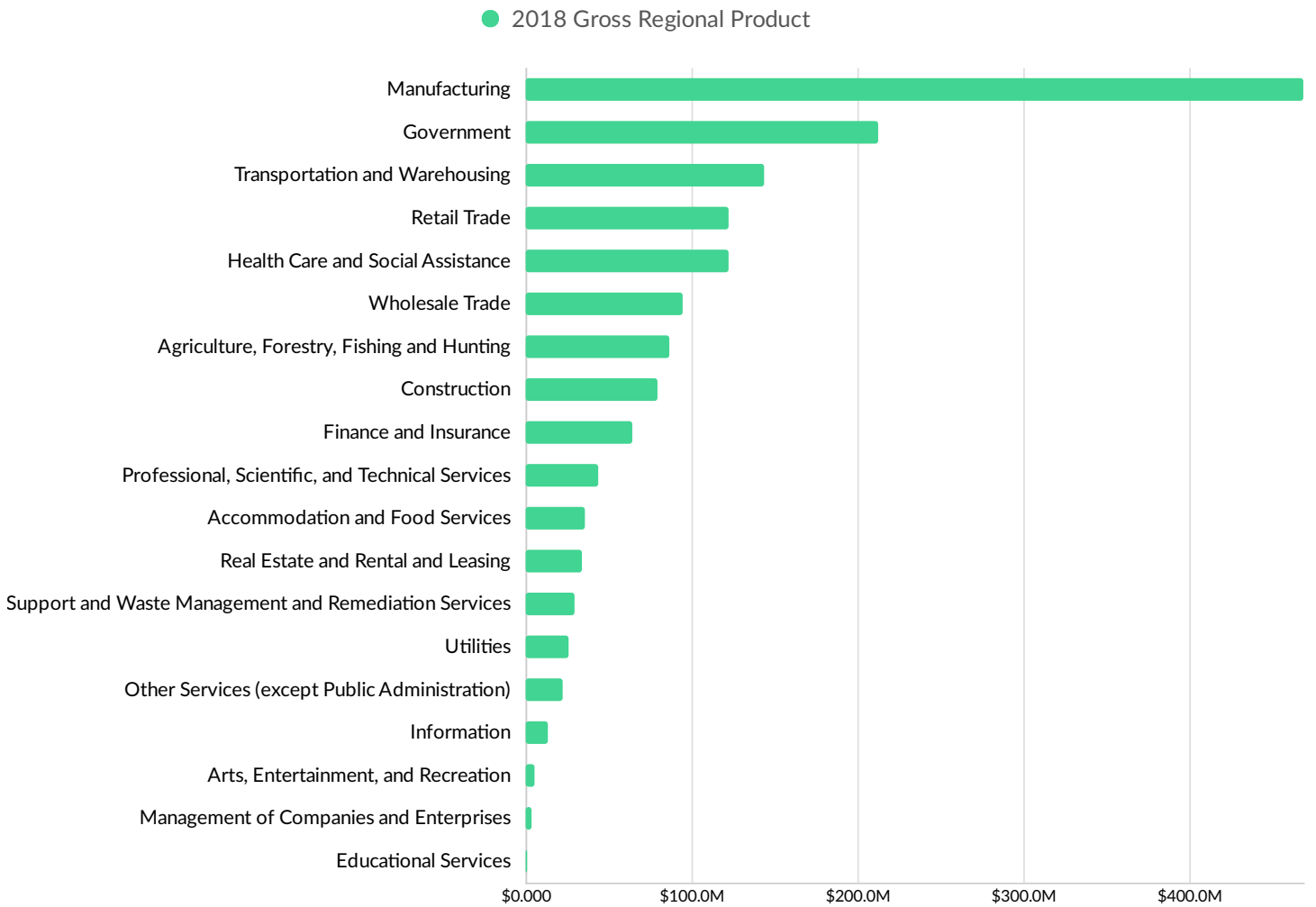
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

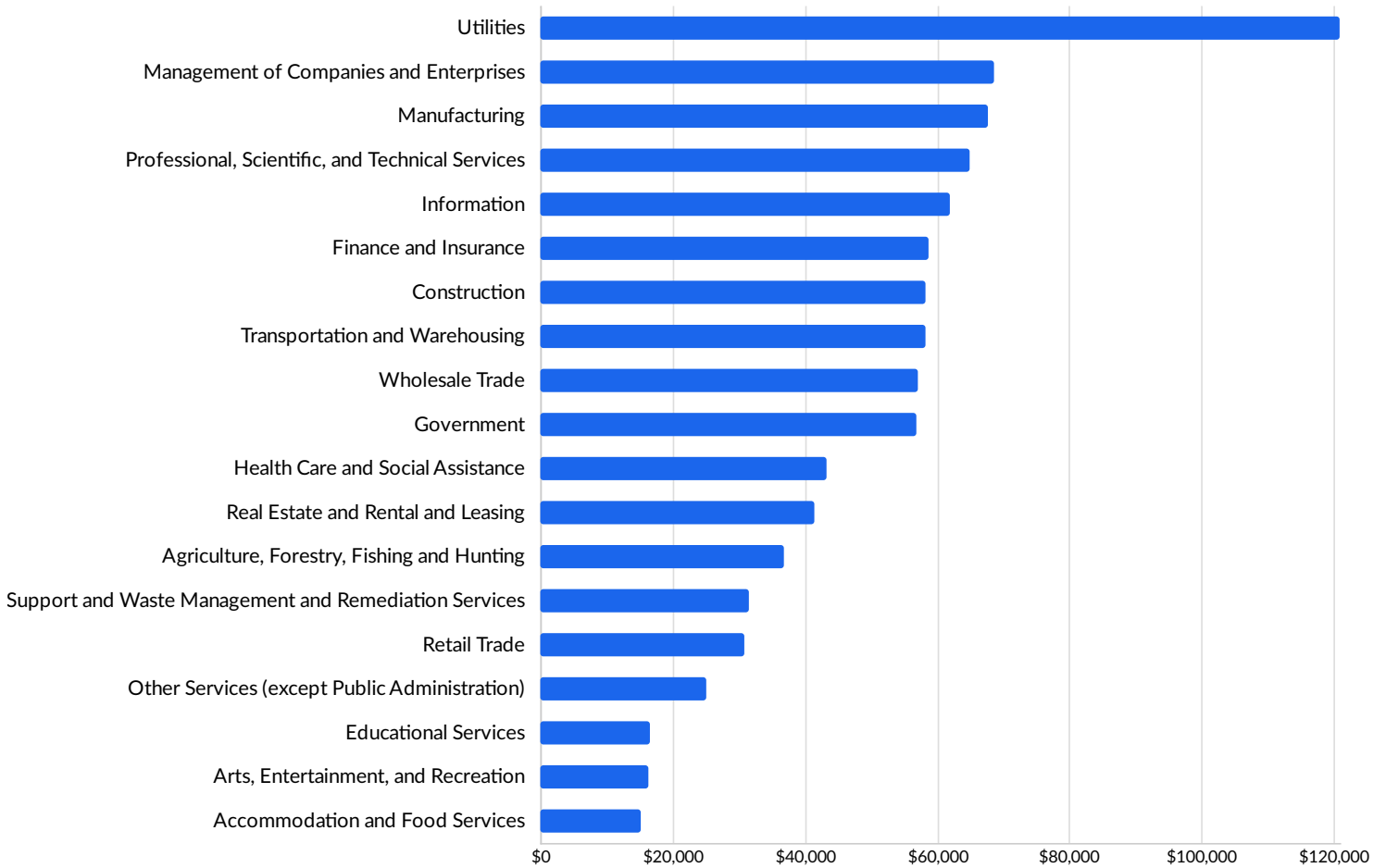
Top Industry GRP



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
Government	3,625	3,534	-91	-3%	1.19	\$56,881	\$212.35M
Manufacturing	2,684	3,484	800	+30%	2.24	\$67,596	\$469.17M
Health Care and Social Assistance	2,799	2,380	-419	-15%	0.95	\$43,253	\$121.99M
Transportation and Warehousing	1,395	1,946	551	+39%	2.73	\$58,207	\$143.76M
Retail Trade	1,795	1,936	141	+8%	0.97	\$30,815	\$122.45M
Accommodation and Food Services	1,233	1,459	226	+18%	0.86	\$15,175	\$36.01M
Construction	817	928	111	+14%	0.84	\$58,267	\$79.88M
Agriculture, Forestry, Fishing and Hunting	775	855	80	+10%	3.68	\$36,742	\$86.33M
Wholesale Trade	584	694	110	+19%	0.95	\$57,015	\$94.69M
Administrative and Support and Waste Management and Remediation Services	729	602	-127	-17%	0.49	\$31,474	\$29.55M
Other Services (except Public Administration)	610	586	-24	-4%	0.62	\$25,094	\$22.53M
Finance and Insurance	466	432	-34	-7%	0.54	\$58,687	\$64.65M
Professional, Scientific, and Technical Services	564	402	-162	-29%	0.31	\$64,927	\$43.38M
Arts, Entertainment, and Recreation	190	165	-25	-13%	0.48	\$16,399	\$5.01M
Real Estate and Rental and Leasing	126	134	8	+6%	0.40	\$41,345	\$34.15M
Information	71	61	-10	-14%	0.17	\$61,899	\$13.80M
Utilities	55	55	0	0%	0.81	\$120,909	\$26.06M
Management of Companies and Enterprises	28	48	20	+71%	0.17	\$68,665	\$3.68M
Educational Services	31	28	-3	-10%	0.06	\$16,540	\$997.26K

Business Characteristics

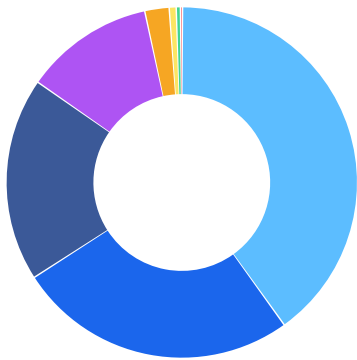
2,710 Companies Employ Your Workers

Online profiles for your workers mention 2,710 companies as employers, with the top 10 appearing below. In the last 12 months, 827 companies in Dunn County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Wisconsin-Stout	254 	Ashley Furniture Industries, Inc.	304 
University of Wisconsin-Madison	195 	Wal-Mart Stores, Inc.	303 
Mayo Clinic	146 	CRST International, Inc.	299 
3M Company	108 	C.R. England, Inc.	223 
Phillips Plastics Corporation	98 	U. S. Xpress, Inc.	149 
Wal-Mart Stores, Inc.	69 	Travelers Healthcare	147 
School District of The Menomon...	51 	Westway Transportation Service...	134 
Menard, Inc.	48 	Molex Incorporated	130 
Uw Stout	48 	Roehl Transport, Inc.	128 
Westconsin Credit Union	43 	Teach For America, Inc.	112 

Business Characteristics - Cont.

Business Size

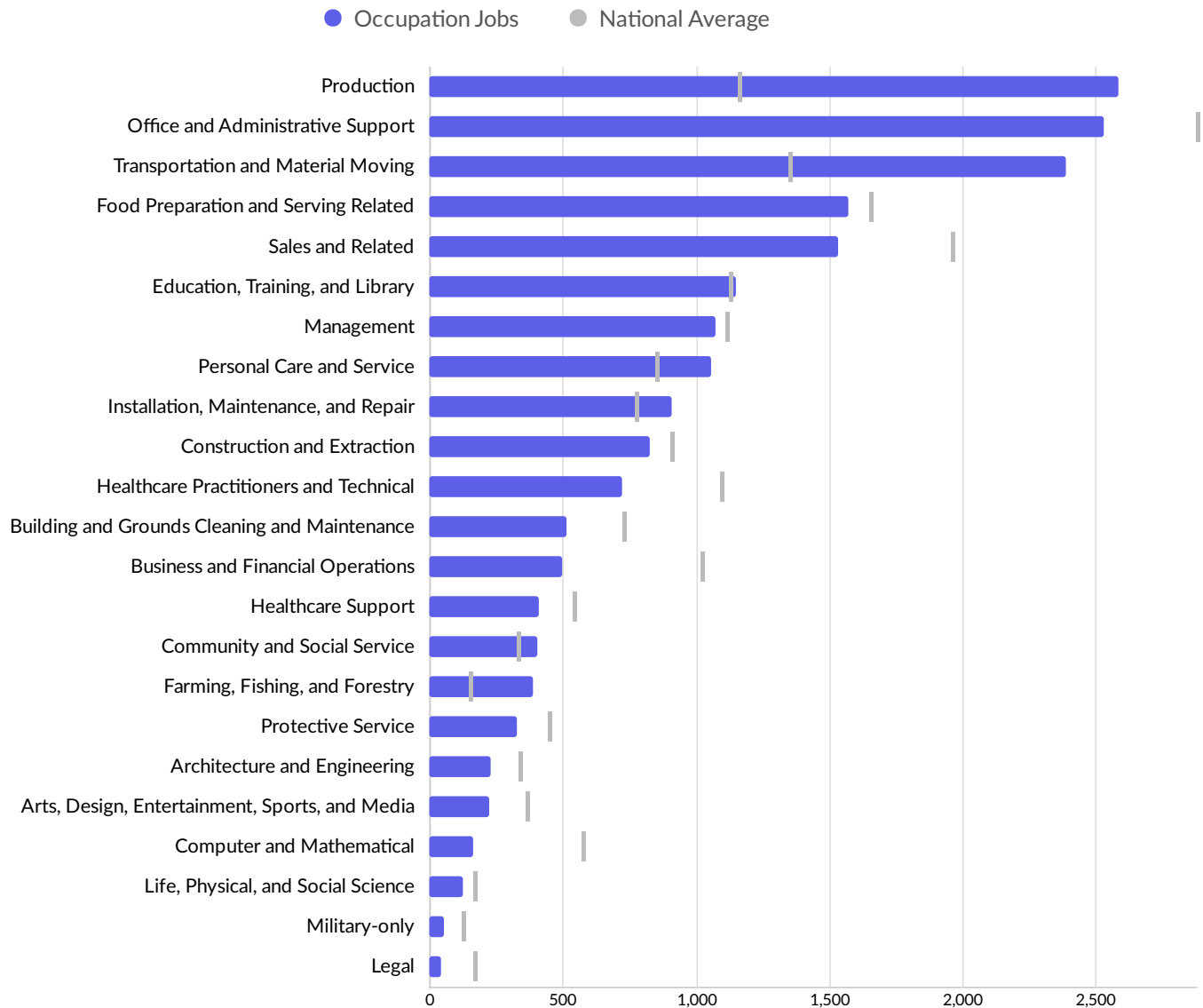


	Percentage	Business Count
1 to 4 employees	40.0%	624
5 to 9 employees	25.8%	403
10 to 19 employees	18.8%	293
20 to 49 employees	11.9%	186
50 to 99 employees	2.2%	35
100 to 249 employees	0.6%	10
250 to 499 employees	0.4%	6
500+ employees	0.2%	3

*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.

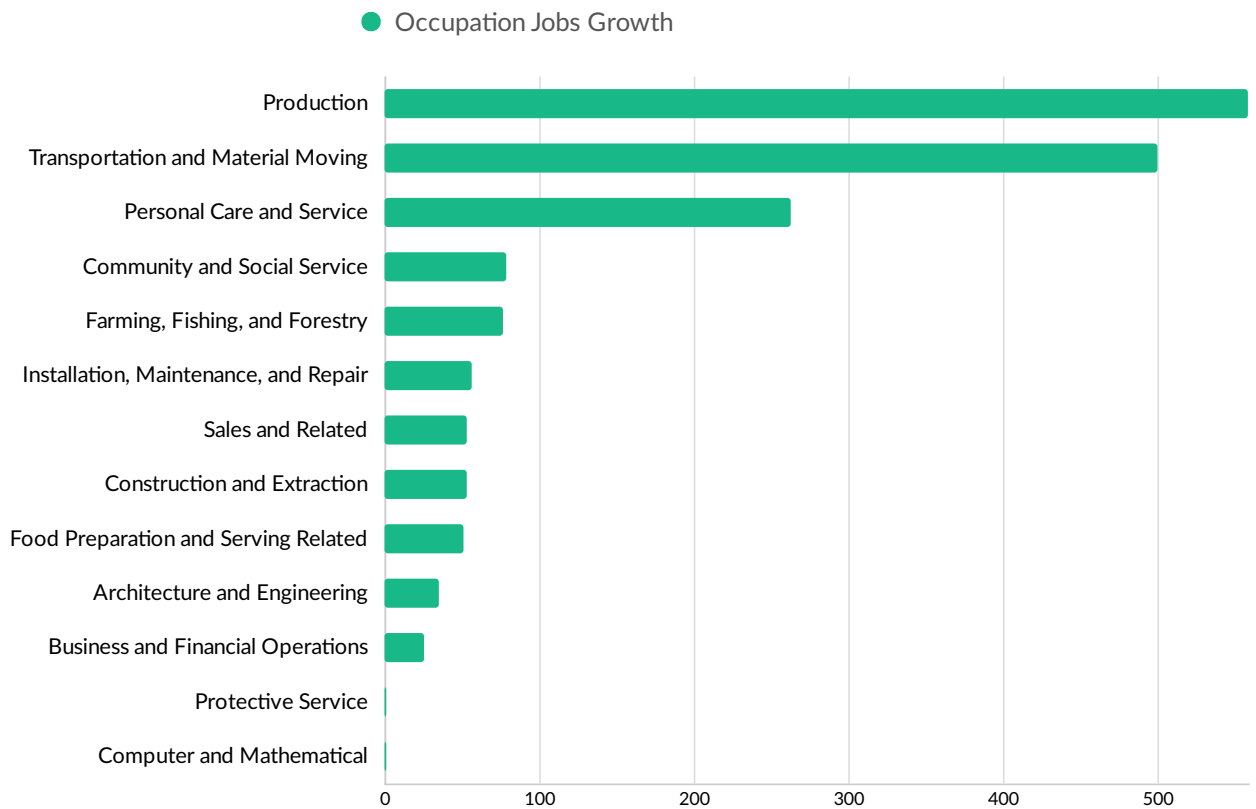
Workforce Characteristics

Largest Occupations



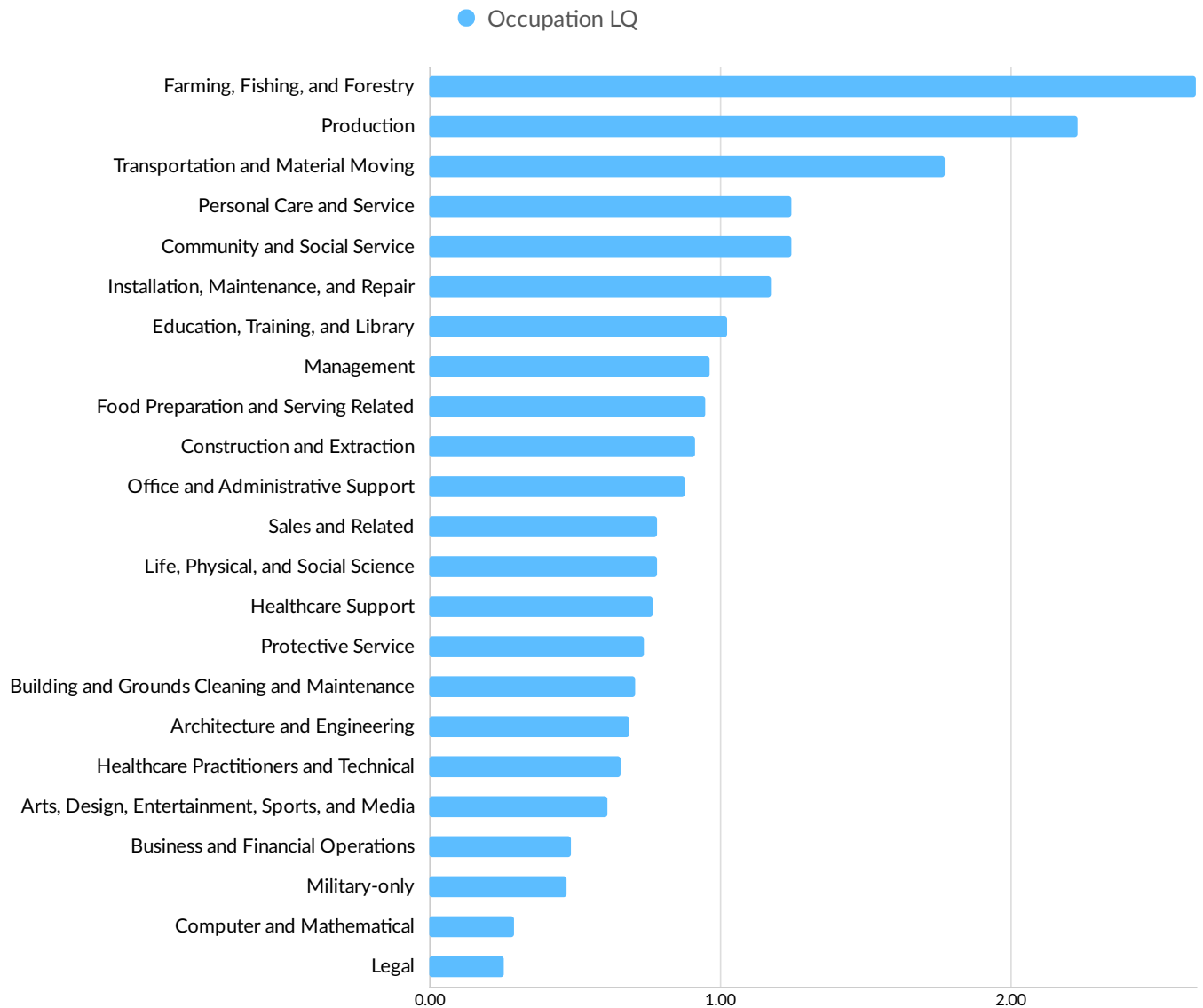
Workforce Characteristics - Cont.

Top Growing Occupations



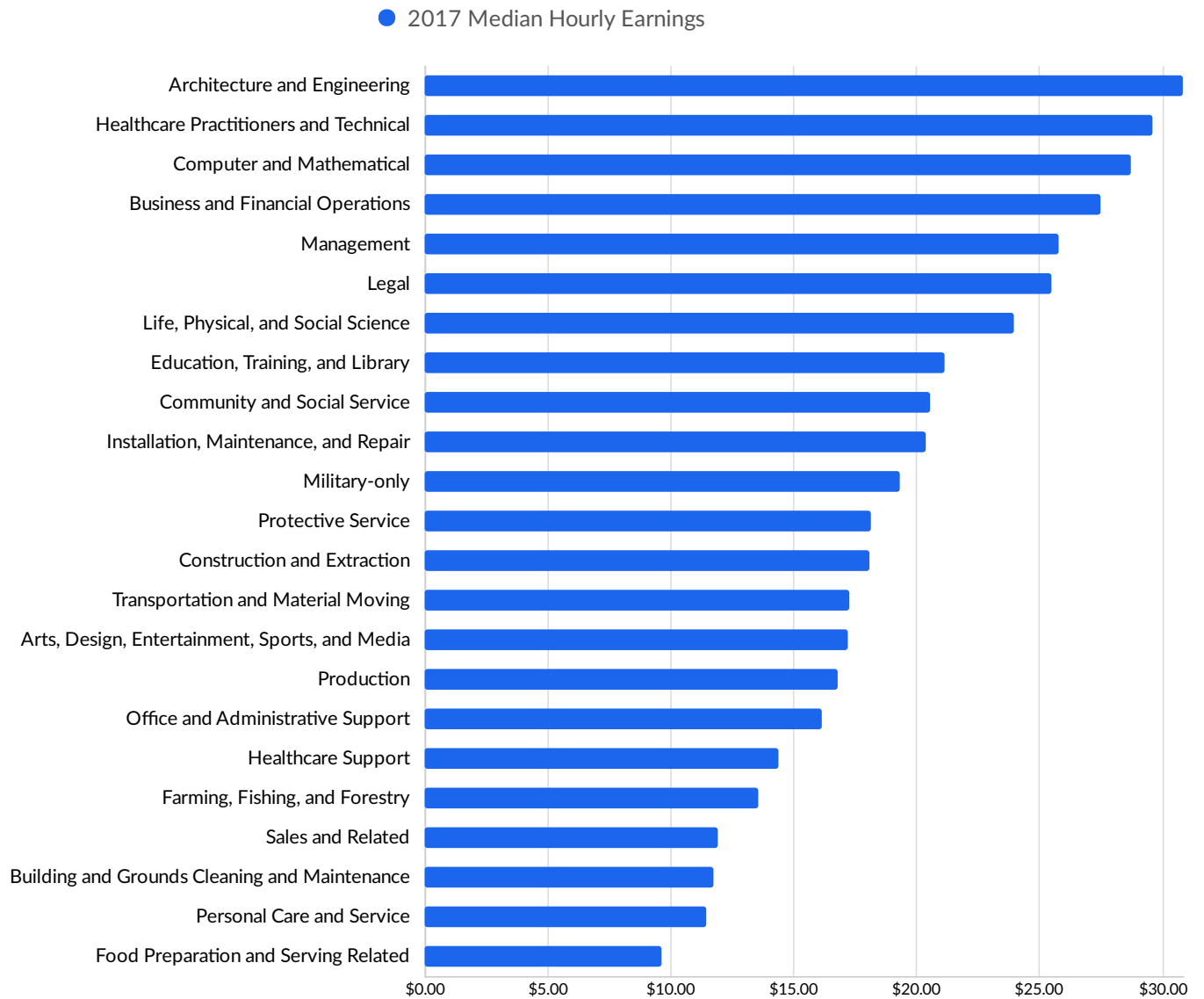
Workforce Characteristics - Cont.

Top Occupation LQ



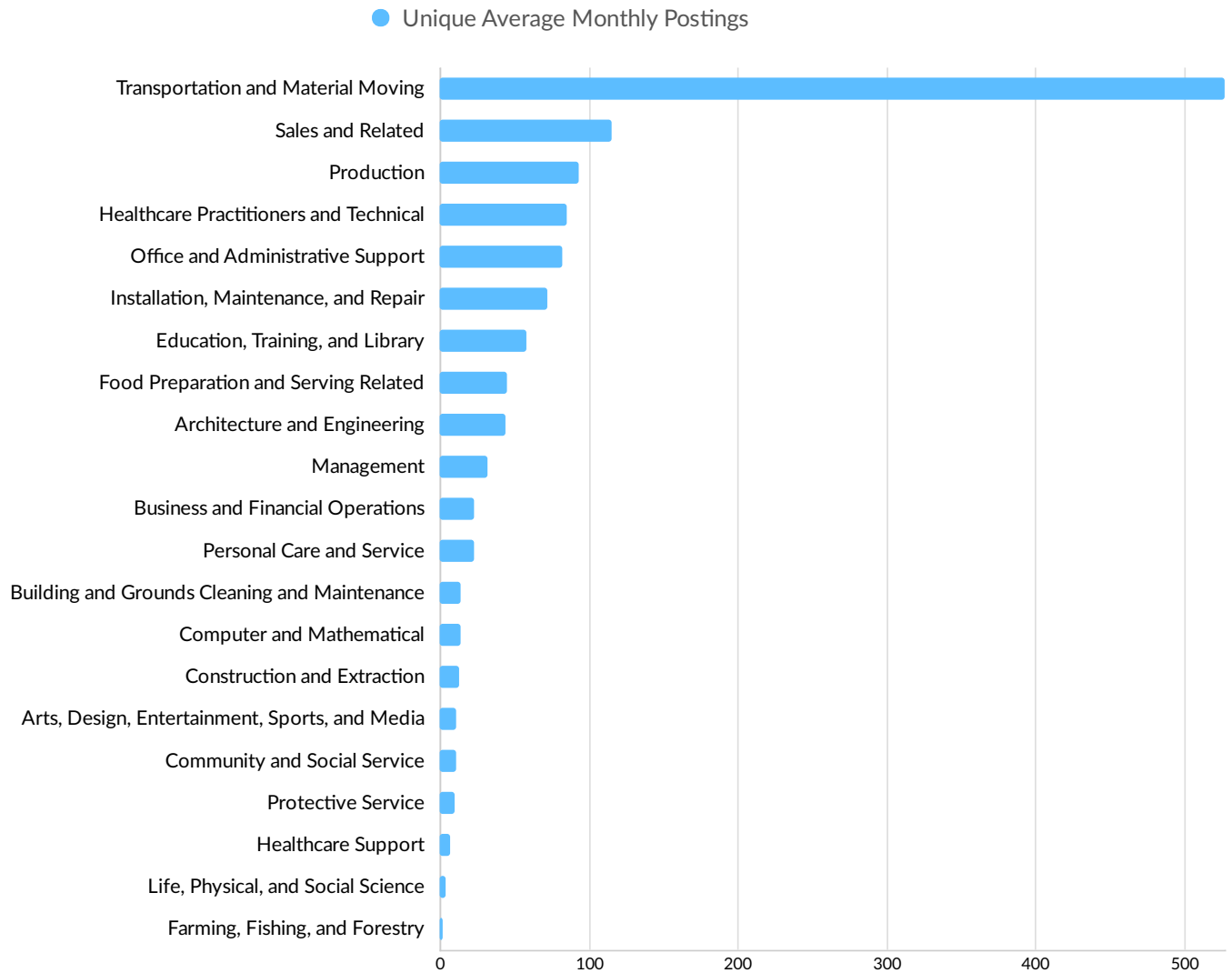
Workforce Characteristics - Cont.

Top Occupation Earnings



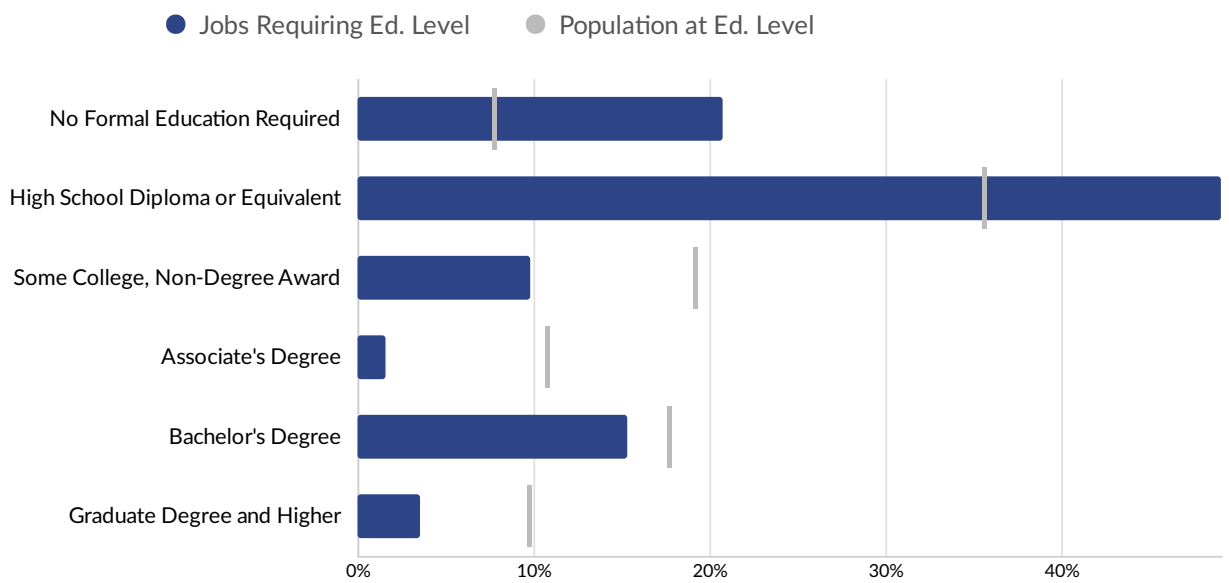
Workforce Characteristics - Cont.

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	2,027	2,585	558	+28%	2.24	\$16.83	94
Office and Administrative Support	2,580	2,532	-48	-2%	0.88	\$16.16	83
Transportation and Material Moving	1,890	2,390	500	+26%	1.78	\$17.29	527
Food Preparation and Serving Related	1,520	1,571	51	+3%	0.95	\$9.66	45
Sales and Related	1,481	1,534	53	+4%	0.79	\$11.93	116
Education, Training, and Library	1,181	1,148	-33	-3%	1.02	\$21.17	58
Management	1,076	1,071	-5	0%	0.96	\$25.78	32
Personal Care and Service	796	1,059	263	+33%	1.25	\$11.46	23
Installation, Maintenance, and Repair	852	908	56	+7%	1.18	\$20.36	72
Construction and Extraction	772	825	53	+7%	0.91	\$18.11	13
Healthcare Practitioners and Technical	830	722	-108	-13%	0.66	\$29.60	86
Building and Grounds Cleaning and Maintenance	586	516	-70	-12%	0.71	\$11.75	14
Business and Financial Operations	470	496	26	+6%	0.49	\$27.52	23
Healthcare Support	748	411	-337	-45%	0.77	\$14.39	7
Community and Social Service	328	407	79	+24%	1.25	\$20.57	11
Farming, Fishing, and Forestry	312	388	76	+24%	2.64	\$13.57	2
Protective Service	326	327	1	+0%	0.74	\$18.18	10
Architecture and Engineering	196	231	35	+18%	0.69	\$30.85	45

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	224	223	-1	0%	0.61	\$17.22	11
Computer and Mathematical	165	166	1	+1%	0.29	\$28.75	14
Life, Physical, and Social Science	167	127	-40	-24%	0.78	\$23.98	4
Military-only	60	57	-3	-5%	0.47	\$19.31	0
Legal	45	41	-4	-9%	0.25	\$25.50	0

Educational Pipeline

In 2017, there were 1,933 graduates in Dunn County, WI. This pipeline has shrunk by 3% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", Operations Management and Supervision, and "Hospitality Administration/Management, General".

