



Eau Claire County, WI

West Central Wisconsin Regional Planning Commission



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Economy Overview

104,183

Population (2018)

Population grew by **2,482** over the last 5 years and is projected to **grow by 2,333** over the next 5 years.

63,348

Jobs (2018)

Jobs grew by **3,595** over the last 5 years and are projected to **grow by 2,802** over the next 5 years.

\$52.2K

Median Household Income (2017)

Median household income is **\$5.5K below** the national median household income of \$57.7K.

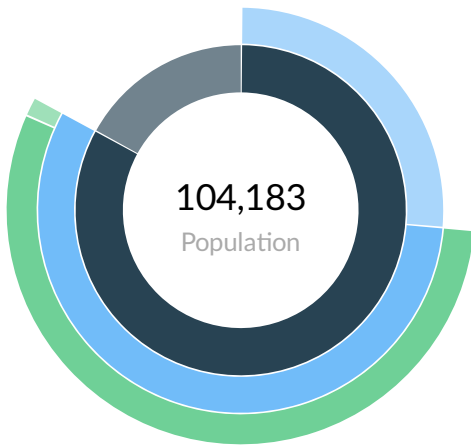
Takeaways

- As of 2018 the region's population **increased by 2.4%** since 2013, growing by 2,482. Population is expected to **increase by 2.2%** between 2018 and 2023, adding 2,333.
- From 2013 to 2018, jobs **increased by 6.0%** in Eau Claire County, WI from 59,753 to **63,348**. 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 67.8% to 68.3% between 2013 and 2018**.
- Concerning educational attainment, **20.0% of Eau Claire County, WI residents possess a Bachelor's Degree** (1.4% above the national average), and **13.9% hold an Associate's Degree** (5.9% above the national average).
- The top three industries in 2018 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	104,183	58,969	63,348	98.6	\$5.83B	\$5.87B	\$6.24B
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.

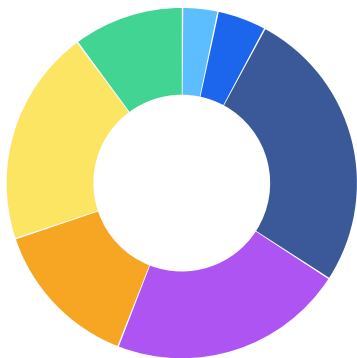
2018 Labor Force Breakdown



	Population
● Total Working Age Population	86,364
● Not in Labor Force (15+)	27,395
● Labor Force	58,969
● Employed	57,582
● Unemployed	1,387
● Under 15	17,818

Educational Attainment

Concerning educational attainment, **20.0% of Eau Claire County, WI residents possess a Bachelor's Degree** (1.4% above the national average), and **13.9% hold an Associate's Degree** (5.9% above the national average).

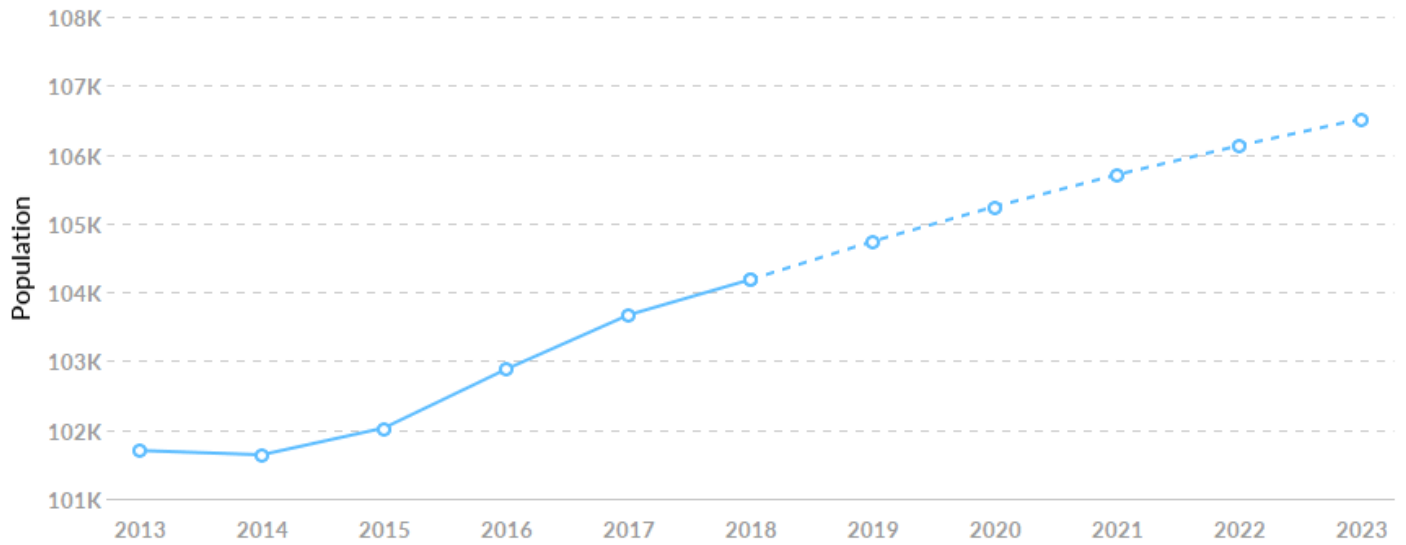


	% of Population	Population
● Less Than 9th Grade	3.3%	2,149
● 9th Grade to 12th Grade	4.5%	2,990
● High School Diploma	26.3%	17,373
● Some College	21.8%	14,374
● Associate's Degree	13.9%	9,211
● Bachelor's Degree	20.0%	13,201
● Graduate Degree and Higher	10.2%	6,747

Historic & Projected Trends

Population Trends

As of 2018 the region's population increased by 2.4% since 2013, growing by 2,482. Population is expected to increase by 2.2% between 2018 and 2023, adding 2,333.

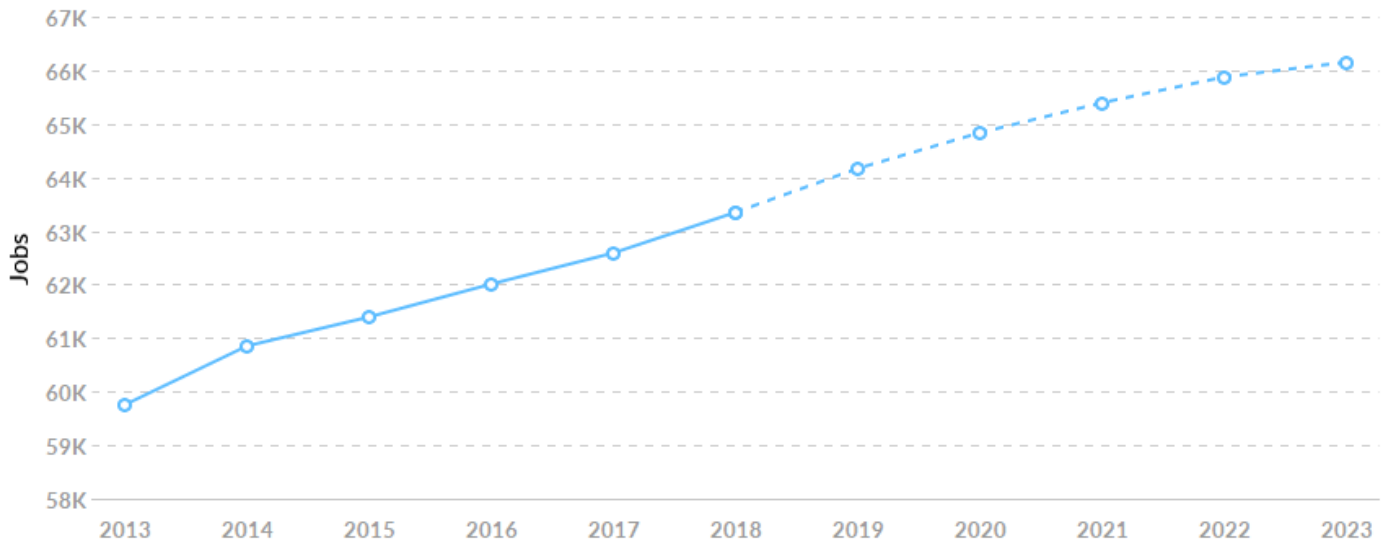


Timeframe	Population
2013	101,700
2014	101,638
2015	102,028
2016	102,881
2017	103,668
2018	104,183
2019	104,738
2020	105,243
2021	105,705
2022	106,128
2023	106,516

Historic & Projected Trends - Cont.

Job Trends

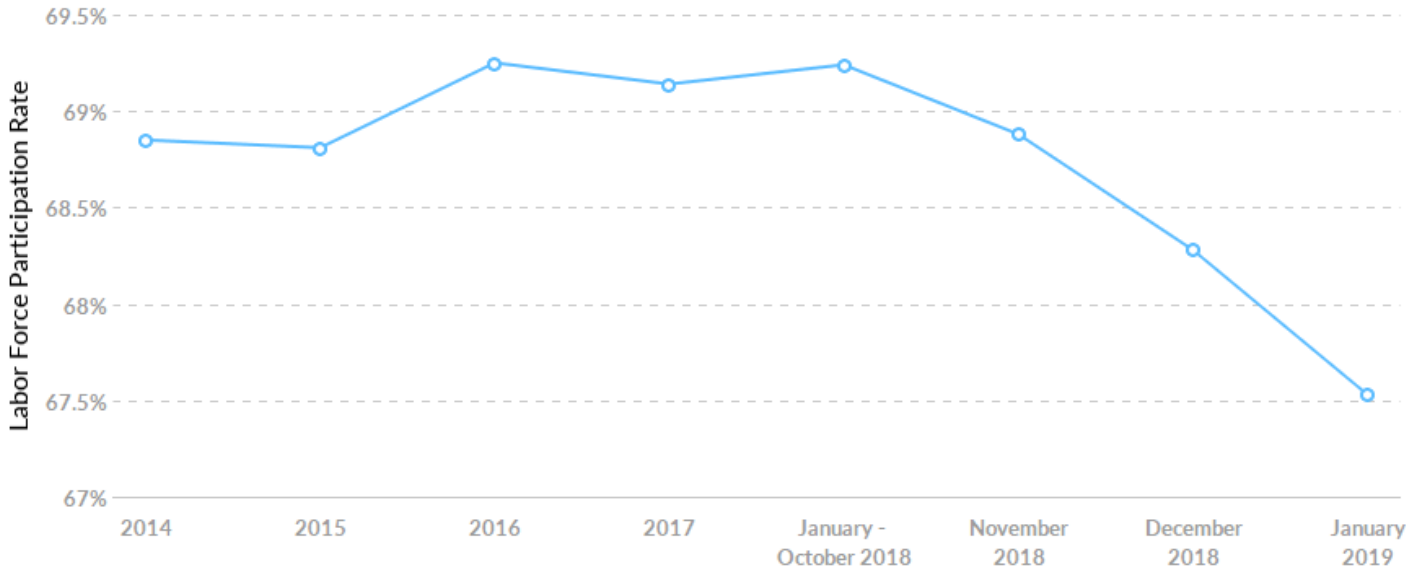
From 2013 to 2018, jobs increased by 6.0% in Eau Claire County, WI from 59,753 to 63,348. This change fell short of the national growth rate of 8.2% by 2.2%.



Timeframe	Jobs
2013	59,753
2014	60,851
2015	61,393
2016	62,008
2017	62,588
2018	63,348
2019	64,166
2020	64,832
2021	65,393
2022	65,874
2023	66,150

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

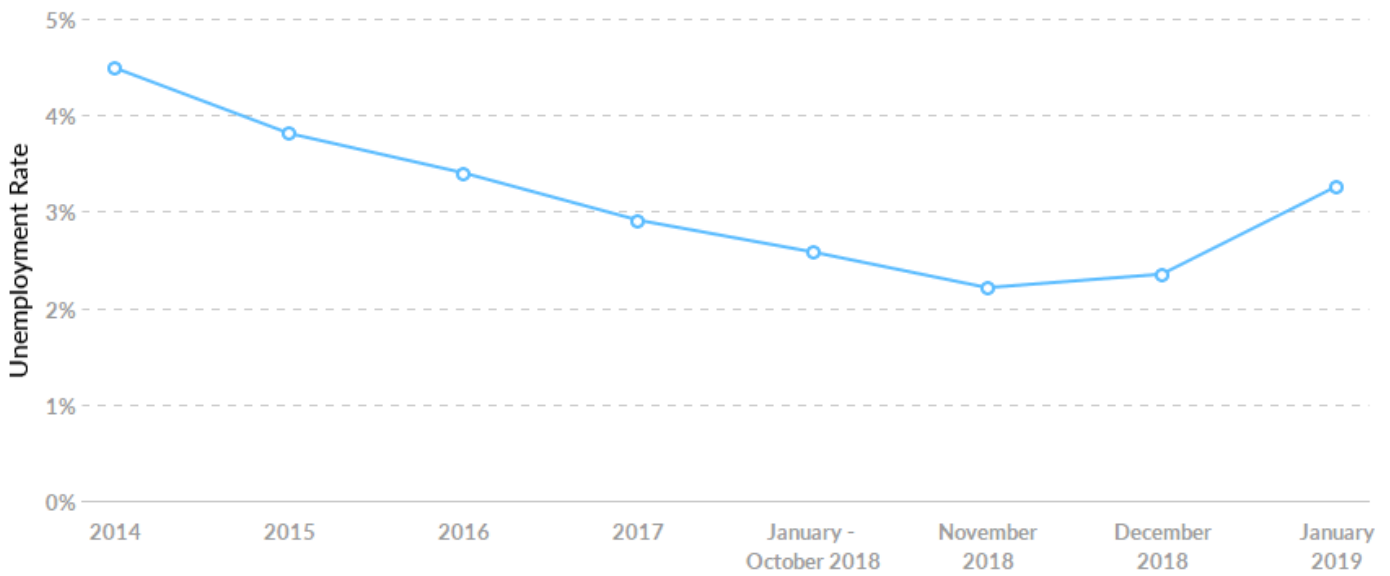


Timeframe	Labor Force Participation Rate
2014	68.85%
2015	68.81%
2016	69.25%
2017	69.14%
January - October 2018	69.24%
November 2018	68.88%
December 2018	68.28%
January 2019	67.53%

Historic & Projected Trends - Cont.

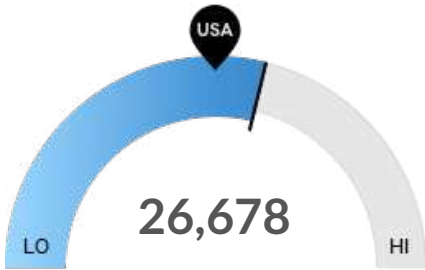
Unemployment Rate Trends

Eau Claire County, WI had a January 2019 unemployment rate of 3.26%, **decreasing from 4.49%** 5 years before.



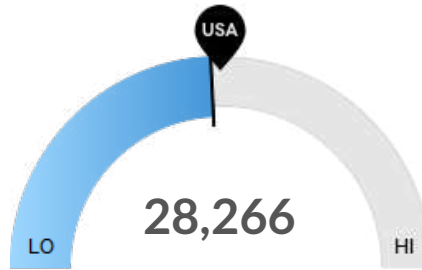
Timeframe	Unemployment Rate
2014	4.49%
2015	3.81%
2016	3.40%
2017	2.91%
January - October 2018	2.58%
November 2018	2.21%
December 2018	2.35%
January 2019	3.26%

Population Characteristics



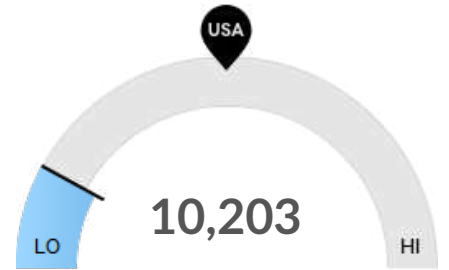
Millennials

Eau Claire County, WI has 26,678 millennials (ages 20-34). The national average for an area this size is 21,471.



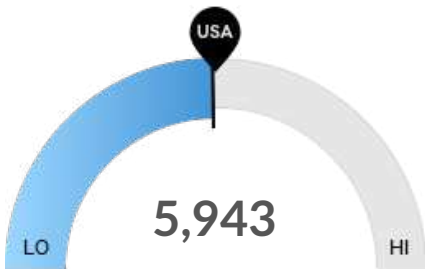
Retiring Soon

Retirement risk is about average in Eau Claire County, WI. The national average for an area this size is 29,553 people 55 or older, while there are 28,266 here.



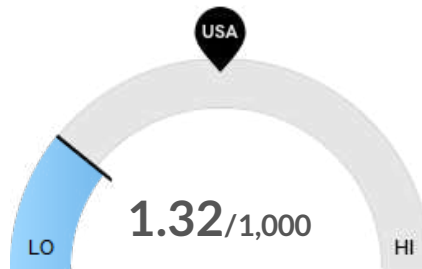
Racial Diversity

Racial diversity is low in Eau Claire County, WI. The national average for an area this size is 40,712 racially diverse people, while there are 10,203 here.



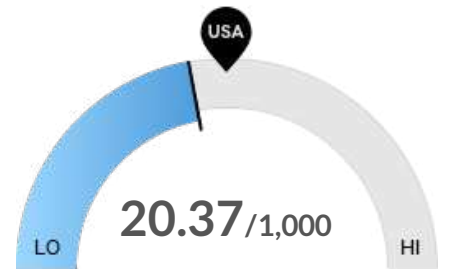
Veterans

Eau Claire County, WI has 5,943 veterans. The national average for an area this size is 6,028.



Violent Crime

Eau Claire County, WI has 1.32 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



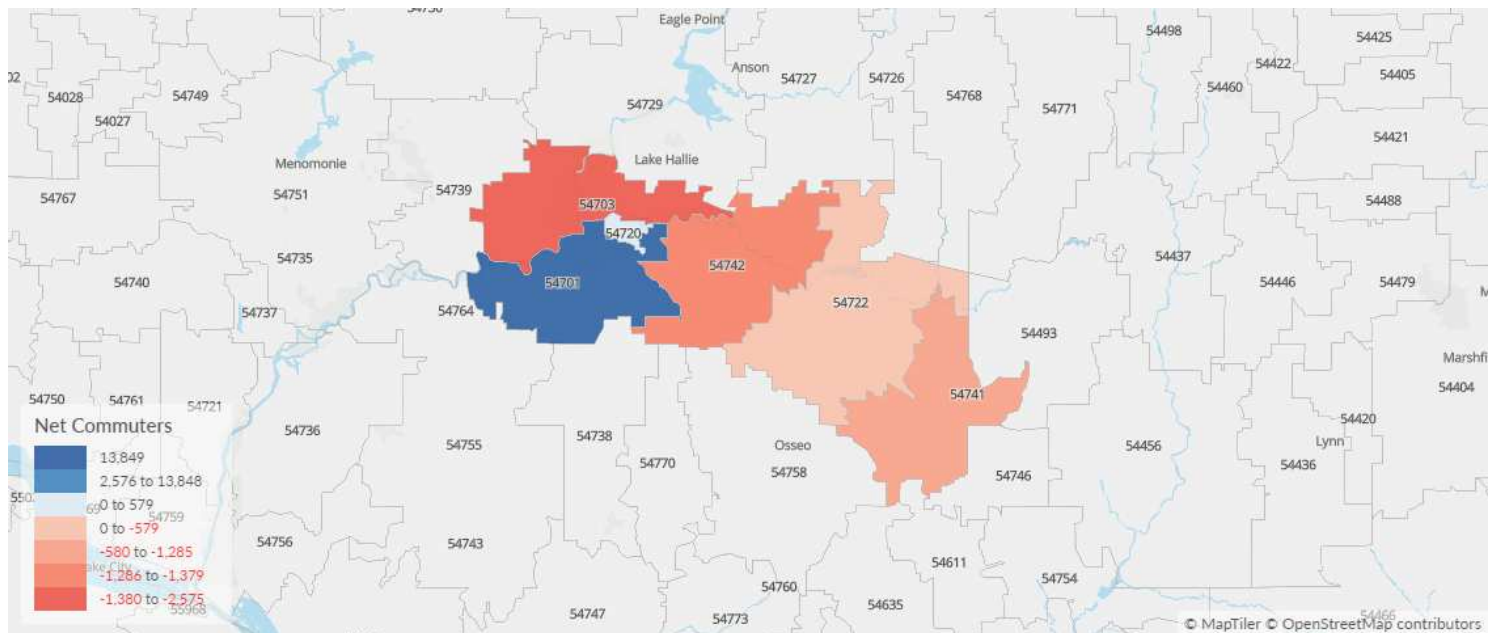
Property Crime

Eau Claire County, WI has 20.37 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 Eau Claire County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 54703.



Where Talent Works

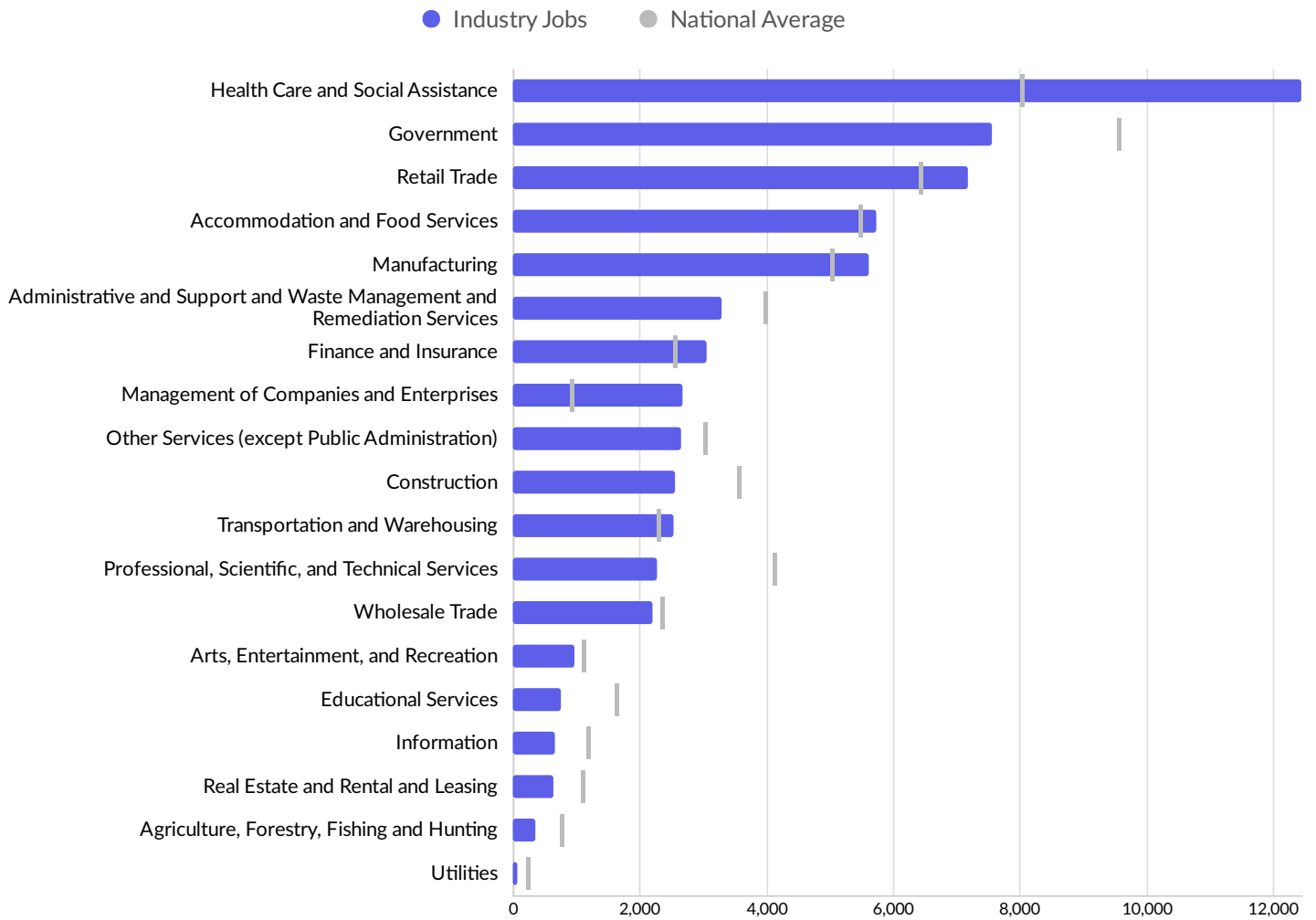
Where Talent Lives

ZIP	Name	2018 Employment
54701	Eau Claire, WI (in Eau C...	32,508
54703	Eau Claire, WI (in Eau C...	21,104
54720	Altoona, WI (in Eau Clai...	4,270
54702	Eau Claire, WI (in Eau C...	3,132
54722	Augusta, WI (in Eau Cla...	1,071

ZIP	Name	2018 Workers
54703	Eau Claire, WI (in Eau C...	22,484
54701	Eau Claire, WI (in Eau C...	18,659
54720	Altoona, WI (in Eau Clai...	3,768
54742	Fall Creek, WI (in Eau C...	2,350
54722	Augusta, WI (in Eau Cla...	1,559

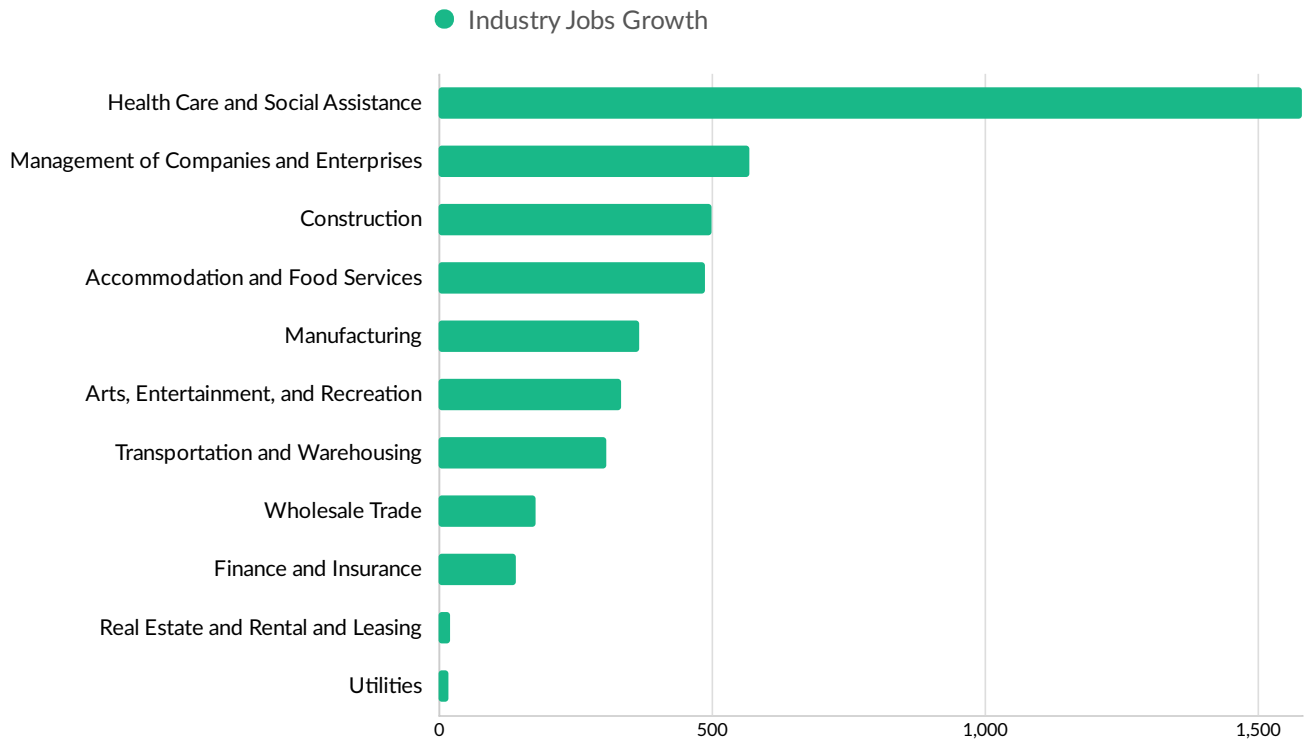
Industry Characteristics

Largest Industries



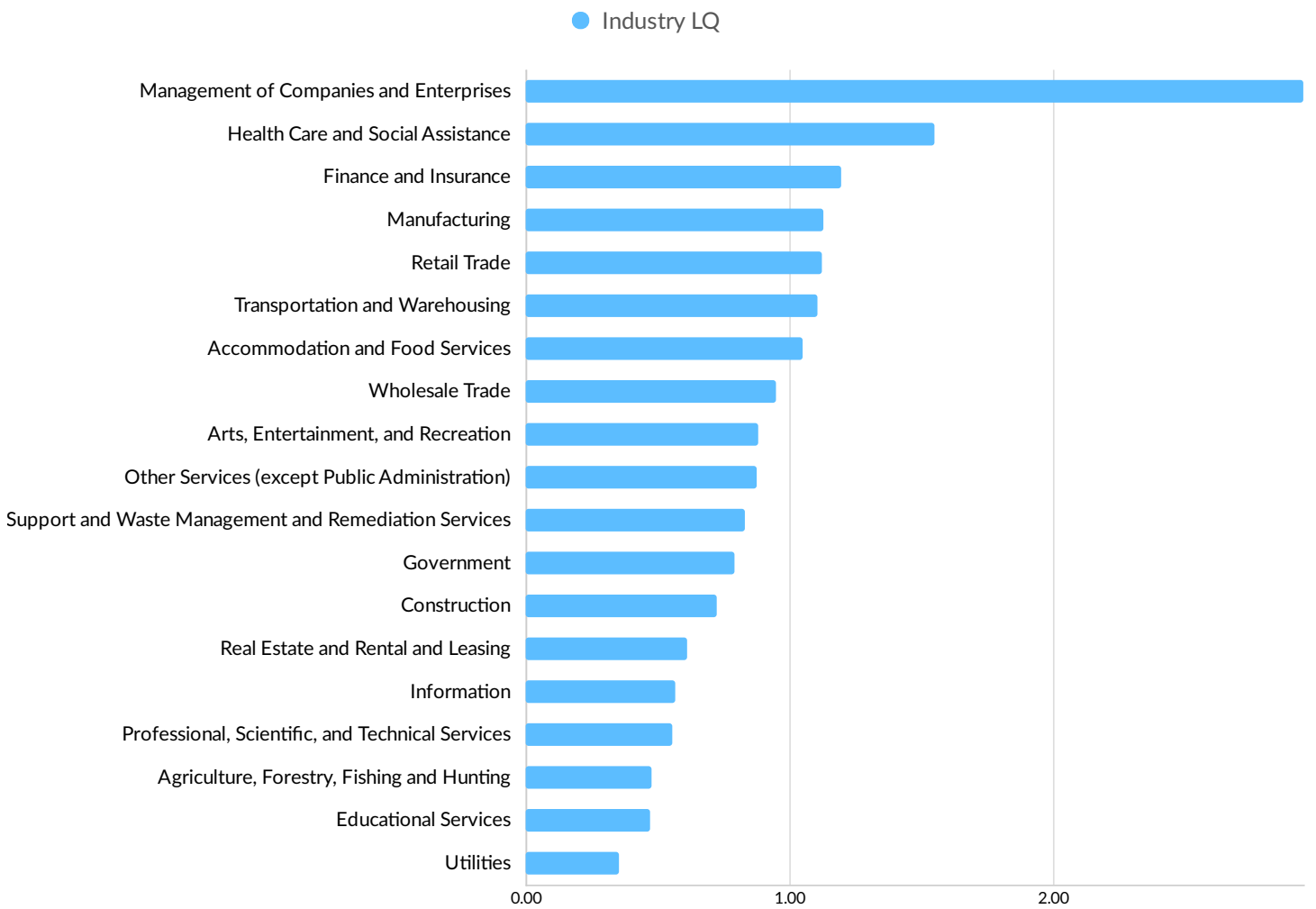
Industry Characteristics - Cont.

Top Growing Industries



Industry Characteristics - Cont.

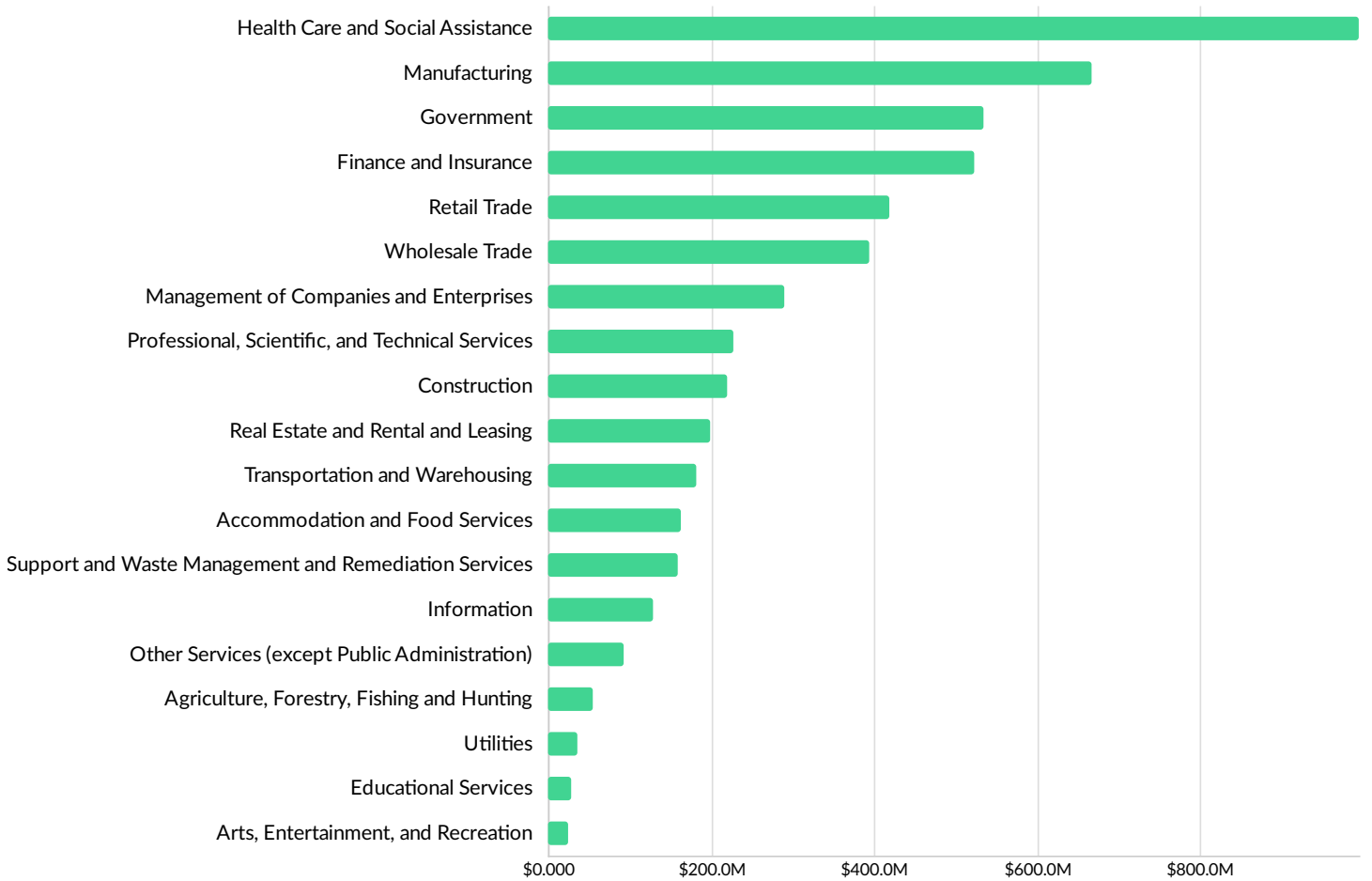
Top Industry LQ



Industry Characteristics - Cont.

Top Industry GRP

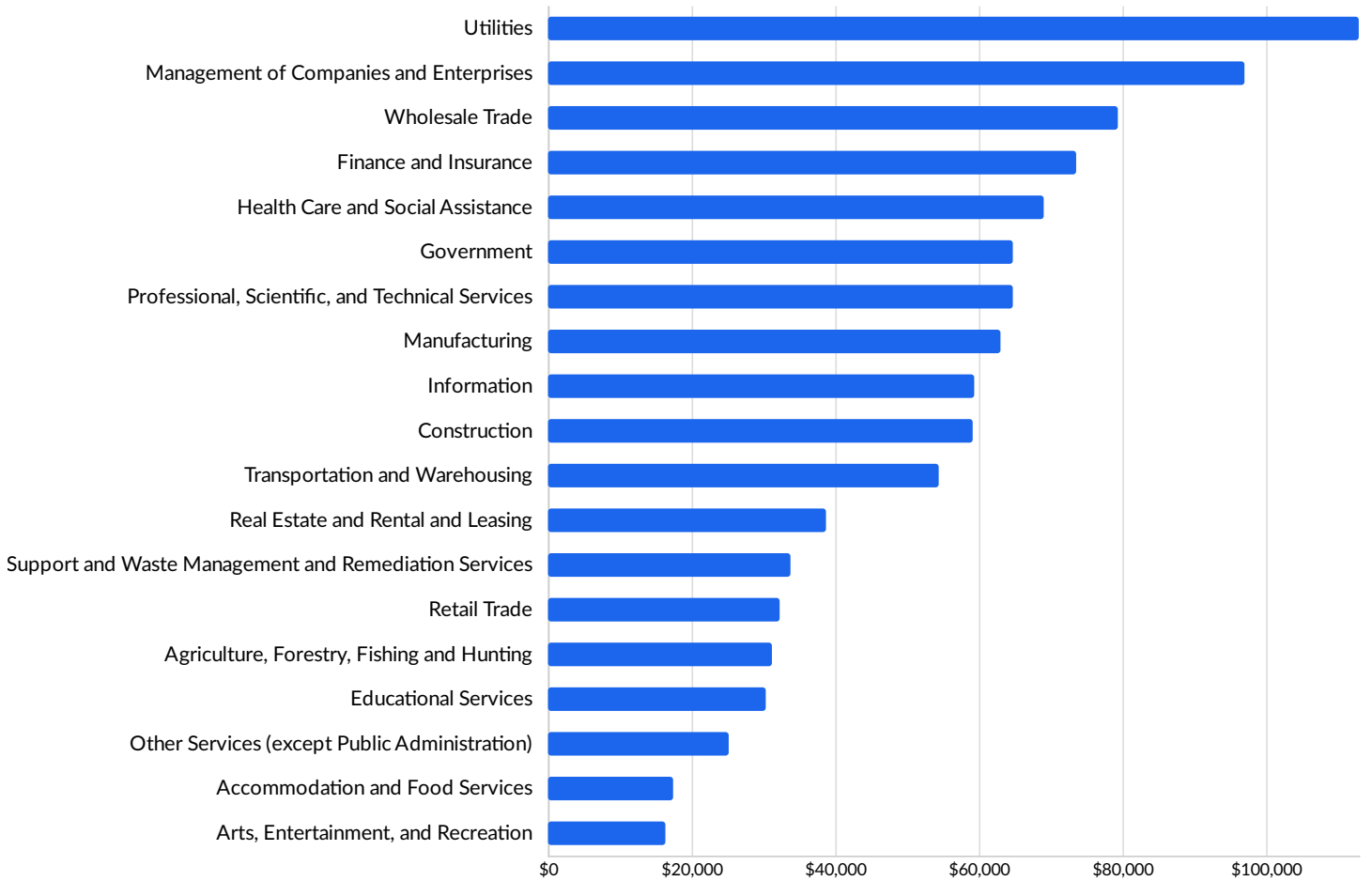
● 2018 Gross Regional Product



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
Health Care and Social Assistance	10,866	12,448	1,582	+15%	1.55	\$69,148	\$994.89M
Government	7,827	7,576	-251	-3%	0.79	\$64,796	\$534.70M
Retail Trade	7,406	7,195	-211	-3%	1.12	\$32,372	\$418.88M
Accommodation and Food Services	5,242	5,731	489	+9%	1.05	\$17,509	\$163.14M
Manufacturing	5,263	5,631	368	+7%	1.13	\$62,952	\$666.46M
Administrative and Support and Waste Management and Remediation Services	3,544	3,296	-248	-7%	0.83	\$33,716	\$159.52M
Finance and Insurance	2,910	3,052	142	+5%	1.20	\$73,509	\$522.82M
Management of Companies and Enterprises	2,104	2,675	571	+27%	2.95	\$97,108	\$290.87M
Other Services (except Public Administration)	2,749	2,648	-101	-4%	0.88	\$25,159	\$93.62M
Construction	2,055	2,554	499	+24%	0.72	\$59,063	\$219.72M
Transportation and Warehousing	2,219	2,527	308	+14%	1.11	\$54,370	\$182.34M
Professional, Scientific, and Technical Services	2,345	2,278	-67	-3%	0.55	\$64,705	\$227.88M
Wholesale Trade	2,039	2,217	178	+9%	0.95	\$79,319	\$394.86M
Arts, Entertainment, and Recreation	640	973	333	+52%	0.88	\$16,269	\$25.13M
Educational Services	810	763	-47	-6%	0.47	\$30,328	\$28.25M
Information	669	660	-9	-1%	0.57	\$59,340	\$129.20M
Real Estate and Rental and Leasing	632	652	20	+3%	0.61	\$38,692	\$199.16M
Agriculture, Forestry, Fishing and Hunting	365	357	-8	-2%	0.48	\$31,155	\$55.10M
Utilities	58	77	19	+33%	0.35	\$112,950	\$36.05M

Business Characteristics

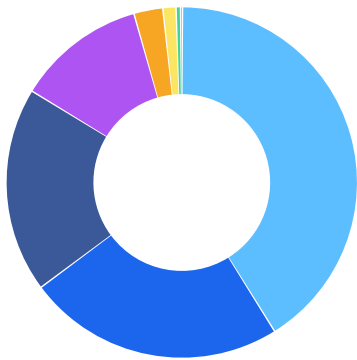
11,174 Companies Employ Your Workers

Online profiles for your workers mention 11,174 companies as employers, with the top 10 appearing below. In the last 12 months, 2,582 companies in Eau Claire County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	920 	Anthem, Inc.	1,842 
University of Wisconsin-Madison	901 	Mayo Clinic	959 
Menard, Inc.	532 	Marshfield Clinic	575 
Sacred Heart Hospital, Inc.	351 	Menard, Inc.	455 
Unitedhealth Group Incorporated	337 	Ashley Furniture Industries, Inc.	344 
Marshfield Clinic	275 	Comphealth Associates, Inc	303 
Chippewa Valley Technical Colle...	269 	University of Wisconsin Eau Cla...	269 
State of Wisconsin	210 	Chippewa Valley Technical Colle...	174 
XCEL Energy Inc.	196 	CRST International, Inc.	166 
Eau Claire Area School District	172 	C.R. England, Inc.	165 

Business Characteristics - Cont.

Business Size

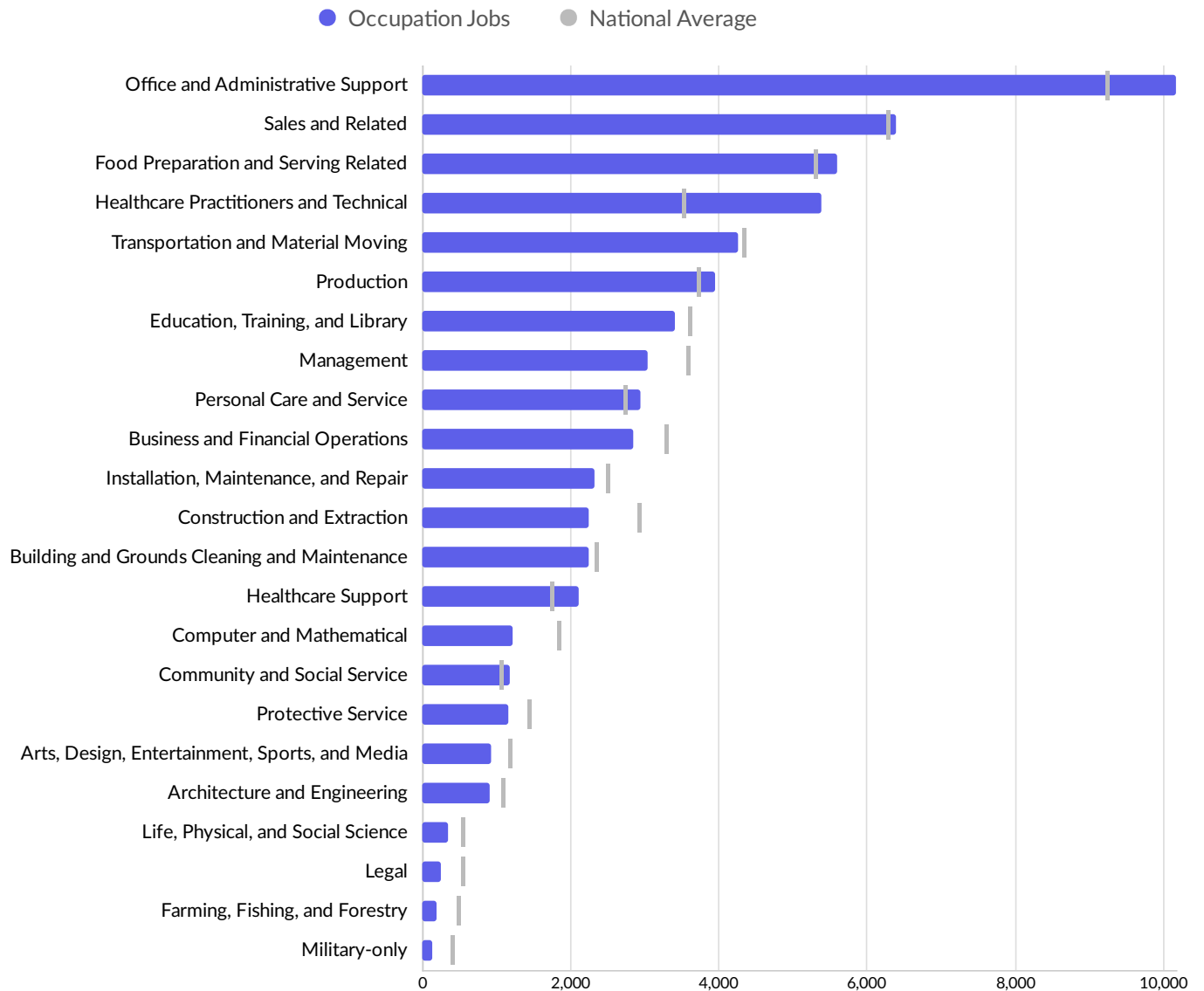


	Percentage	Business Count
1 to 4 employees	41.0%	1,800
5 to 9 employees	23.7%	1,039
10 to 19 employees	18.9%	829
20 to 49 employees	11.9%	521
50 to 99 employees	2.7%	117
100 to 249 employees	1.2%	53
250 to 499 employees	0.4%	18
500+ employees	0.2%	8

**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.*

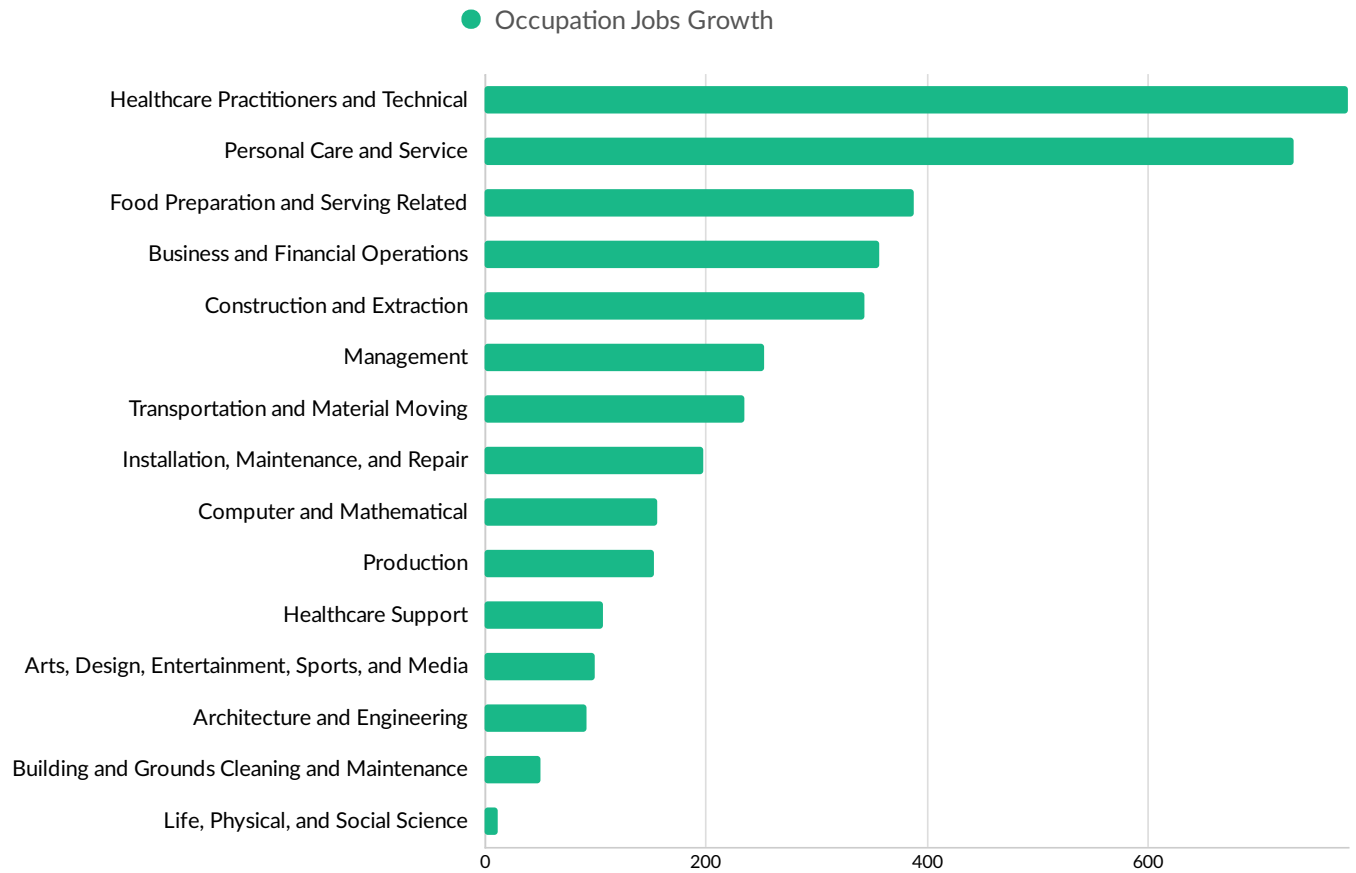
Workforce Characteristics

Largest Occupations



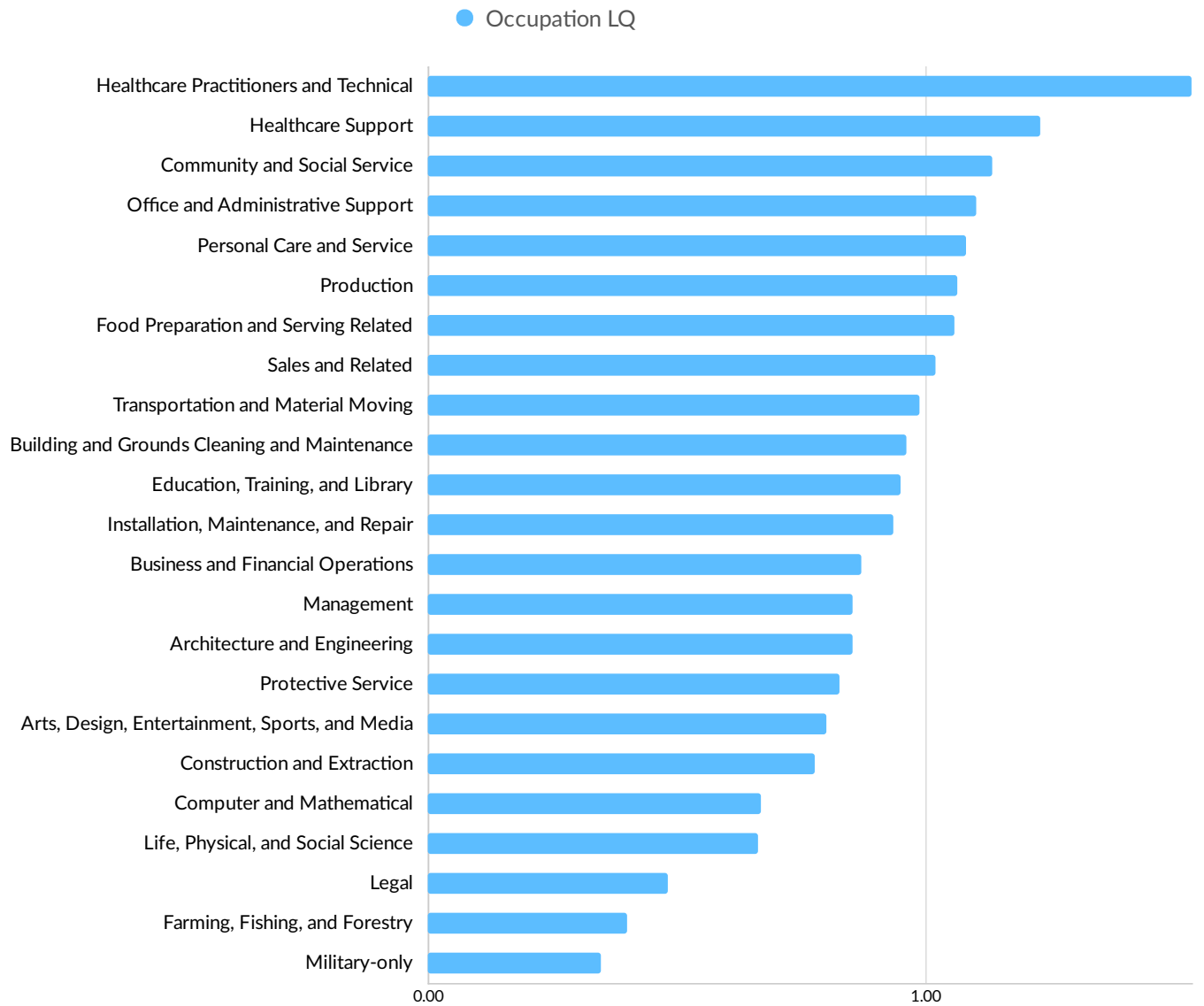
Workforce Characteristics - Cont.

Top Growing Occupations



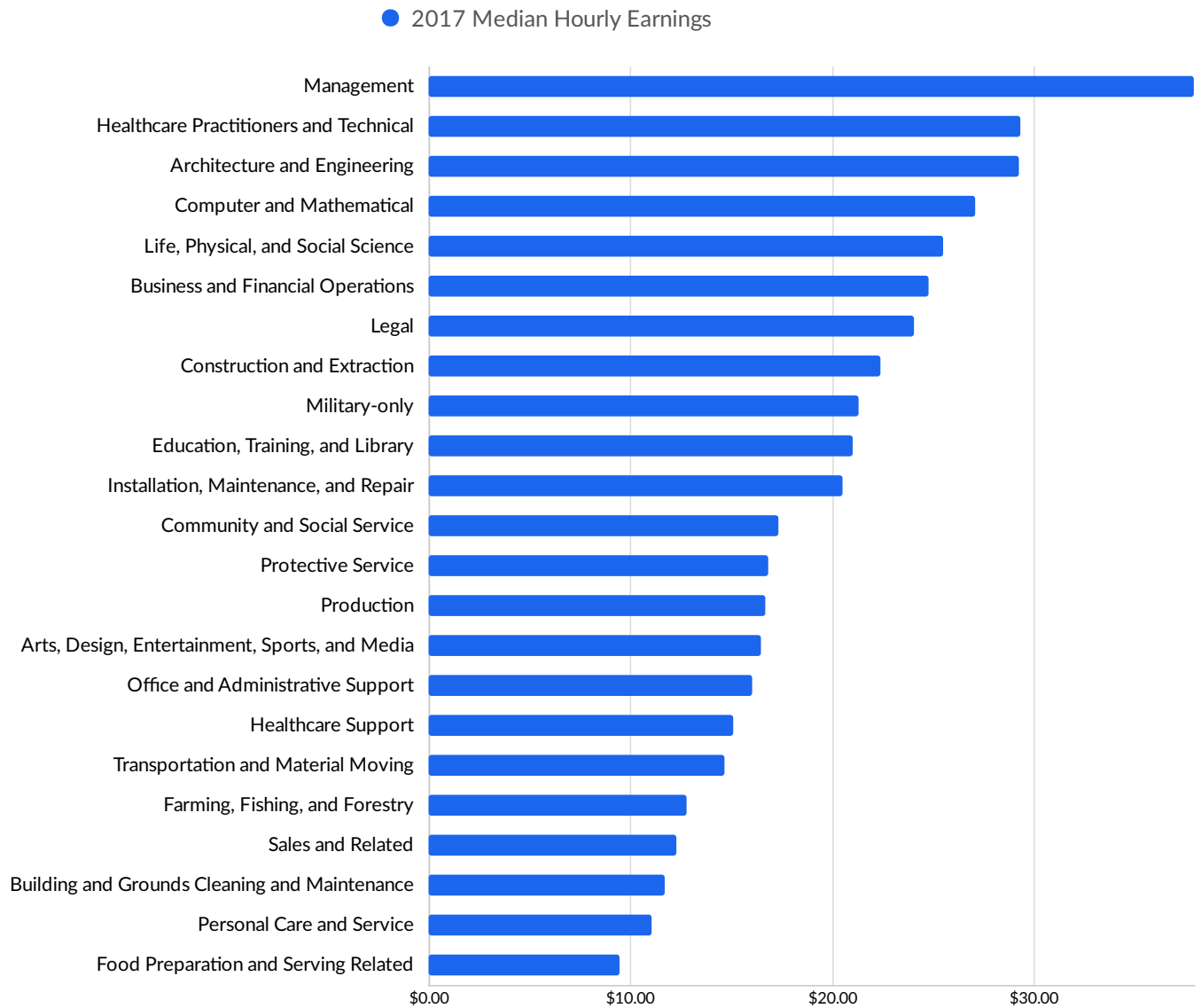
Workforce Characteristics - Cont.

Top Occupation LQ



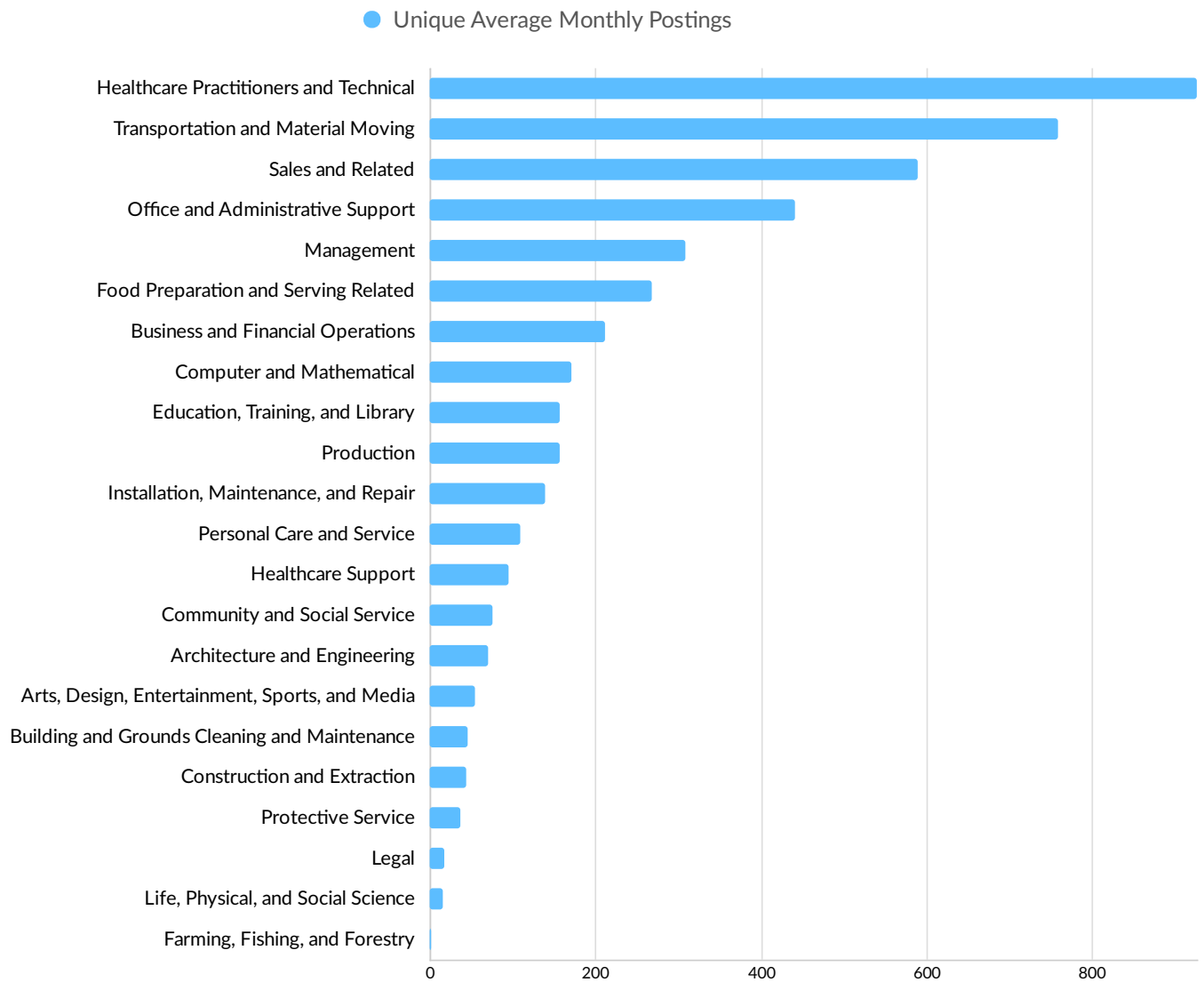
Workforce Characteristics - Cont.

Top Occupation Earnings



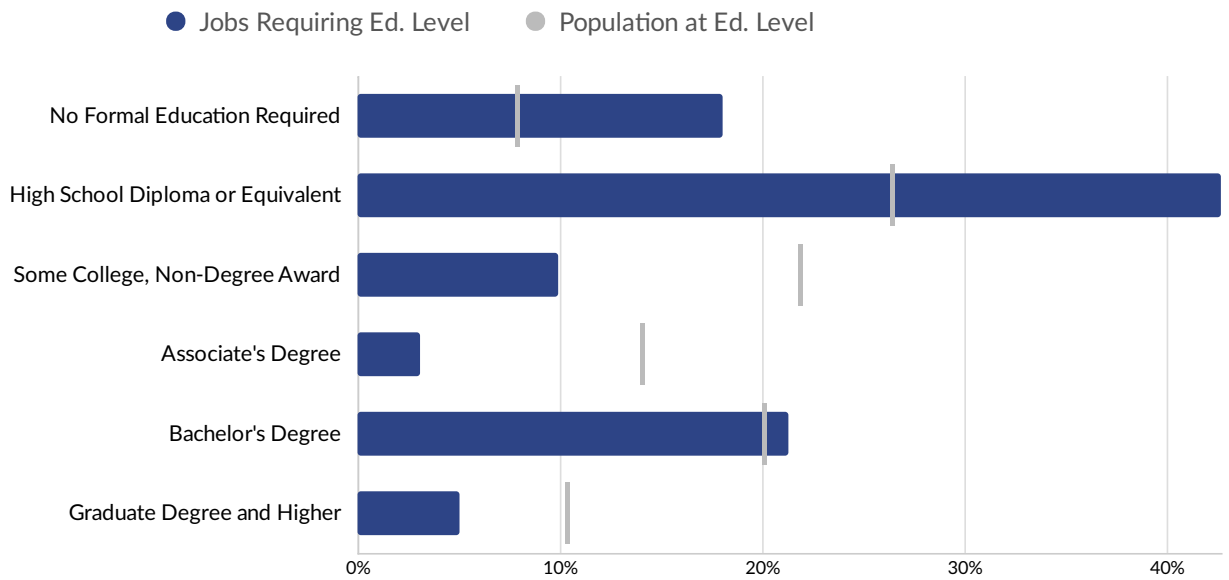
Workforce Characteristics - Cont.

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
Office and Administrative Support	10,202	10,178	-24	0%	1.10	\$16.00	442
Sales and Related	6,648	6,392	-256	-4%	1.02	\$12.26	590
Food Preparation and Serving Related	5,217	5,606	389	+7%	1.06	\$9.46	268
Healthcare Practitioners and Technical	4,606	5,388	782	+17%	1.54	\$29.32	927
Transportation and Material Moving	4,029	4,265	236	+6%	0.99	\$14.65	759
Production	3,794	3,948	154	+4%	1.06	\$16.68	157
Education, Training, and Library	3,457	3,420	-37	-1%	0.95	\$21.01	158
Management	2,800	3,053	253	+9%	0.86	\$37.92	309
Personal Care and Service	2,213	2,946	733	+33%	1.08	\$11.06	110
Business and Financial Operations	2,498	2,856	358	+14%	0.87	\$24.74	212
Installation, Maintenance, and Repair	2,122	2,320	198	+9%	0.94	\$20.53	139
Construction and Extraction	1,910	2,254	344	+18%	0.78	\$22.38	44
Building and Grounds Cleaning and Maintenance	2,191	2,242	51	+2%	0.96	\$11.70	45
Healthcare Support	2,013	2,120	107	+5%	1.23	\$15.12	96
Computer and Mathematical	1,068	1,224	156	+15%	0.67	\$27.09	171
Community and Social Service	1,229	1,190	-39	-3%	1.14	\$17.32	76
Protective Service	1,177	1,173	-4	0%	0.83	\$16.84	37

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	835	935	100	+12%	0.80	\$16.47	54
Architecture and Engineering	824	917	93	+11%	0.85	\$29.28	71
Life, Physical, and Social Science	334	346	12	+4%	0.67	\$25.51	16
Legal	254	253	-1	0%	0.48	\$24.02	18
Farming, Fishing, and Forestry	192	189	-3	-2%	0.40	\$12.77	1
Military-only	143	134	-9	-6%	0.35	\$21.31	0

Educational Pipeline

In 2017, there were 4,558 graduates in Eau Claire County, WI. This pipeline has shrunk by 1% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Registered Nursing/Registered Nurse, and "Business Administration and Management, General".

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
University of Wisconsin-Eau Claire	2,305	
Chippewa Valley Technical College	2,222	
The Professional Hair Design Academy	31	
Globe University-Eau Claire	0	

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