



# Eau Claire County

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## Economy Overview

**102,961**

**Population (2016)**

Population **grew by 3,039** over the last 5 years and is projected to **grow by 2,209** over the next 5 years.

**62,147**

**Jobs (2016)**

Jobs **grew by 2,367** over the last 5 years and are projected to **grow by 2,565** over the next 5 years.

**\$49.5K**

**Median Household Income (2015)**

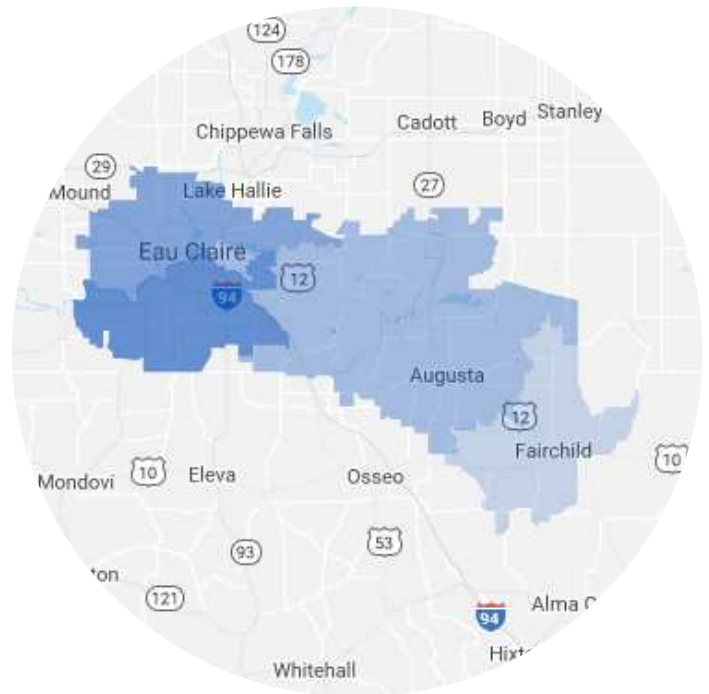
Median household income is **\$4.4K below** the national median household income of \$53.9K.

As of 2016 the region's population **increased by 3.0%** since 2011, growing by 3,039. Population is expected to **increase by 2.1%** between 2016 and 2021, adding 2,209.

From 2011 to 2016, jobs **increased by 4.0%** in Eau Claire County from 59,780 to **62,147**. This change **fell short of the national growth rate of 8.8%** by 4.8%. As the number of jobs increased, the **labor force participation rate increased from 67.9% to 68.1%** between 2011 and 2016.

Concerning educational attainment, **19.9% of Eau Claire County residents possess a Bachelor's Degree** (1.5% above the national average), and **12.3% hold an Associate's Degree** (4.4% above the national average).

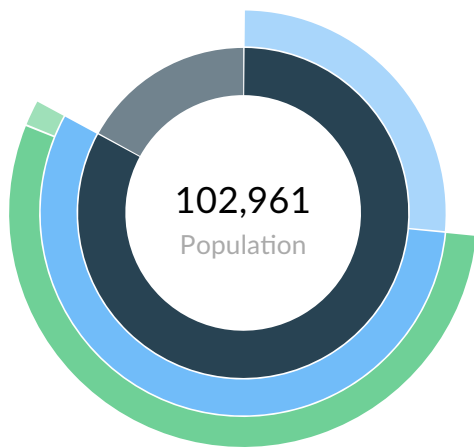
The top three industries in 2016 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).



## Economy Overview - Cont.

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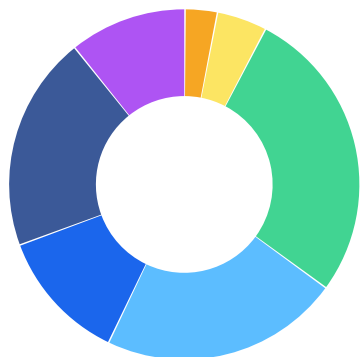
### 2016 Labor Force Breakdown



	Population
● Total Working Age Population	85,348
● Not in Labor Force (15+)	27,212
● Labor Force	58,136
● Employed	56,236
● Unemployed	1,900
● Under 15	17,613

### Educational Attainment

Concerning educational attainment, **19.9% of Eau Claire County residents possess a Bachelor's Degree** (1.5% above the national average), and **12.3% hold an Associate's Degree** (4.4% above the national average).

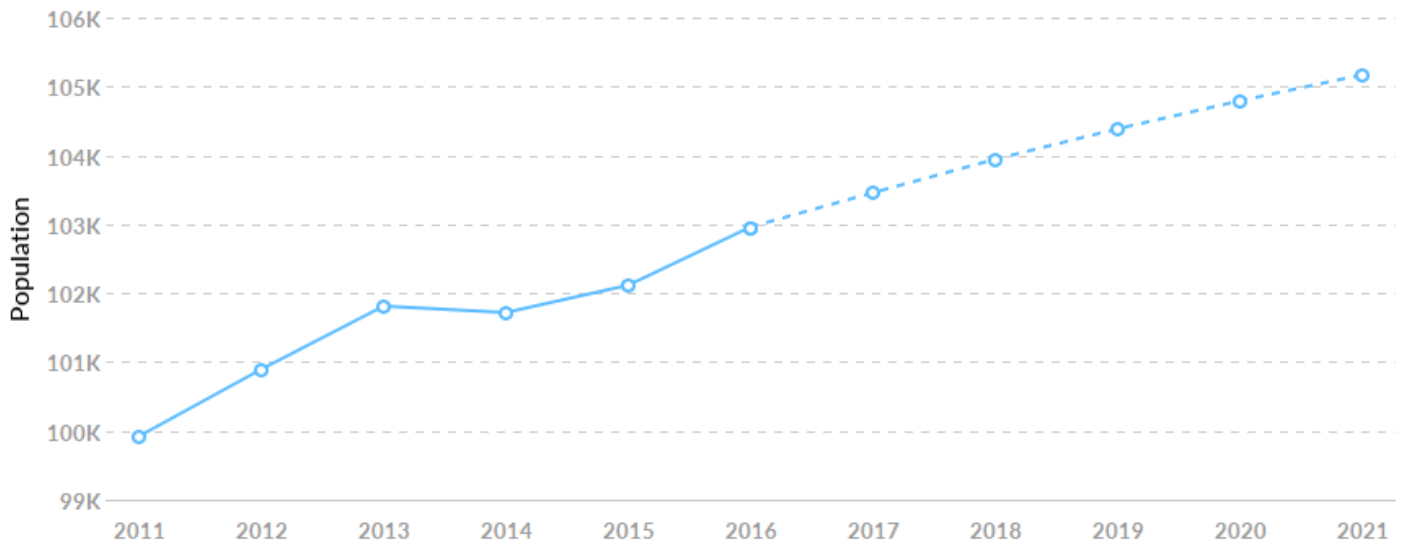


	% of Population	Population
● Less Than 9th Grade	3.0%	1,923
● 9th Grade to 12th Grade	4.6%	2,997
● High School Diploma	27.4%	17,688
● Some College	22.1%	14,271
● Associate's Degree	12.3%	7,938
● Bachelor's Degree	19.9%	12,846
● Graduate Degree and Higher	10.8%	6,997

# Historic & Projected Trends

## Population Trends

As of 2016 the region's population increased by 3.0% since 2011, growing by 3,039. Population is expected to increase by 2.1% between 2016 and 2021, adding 2,209.

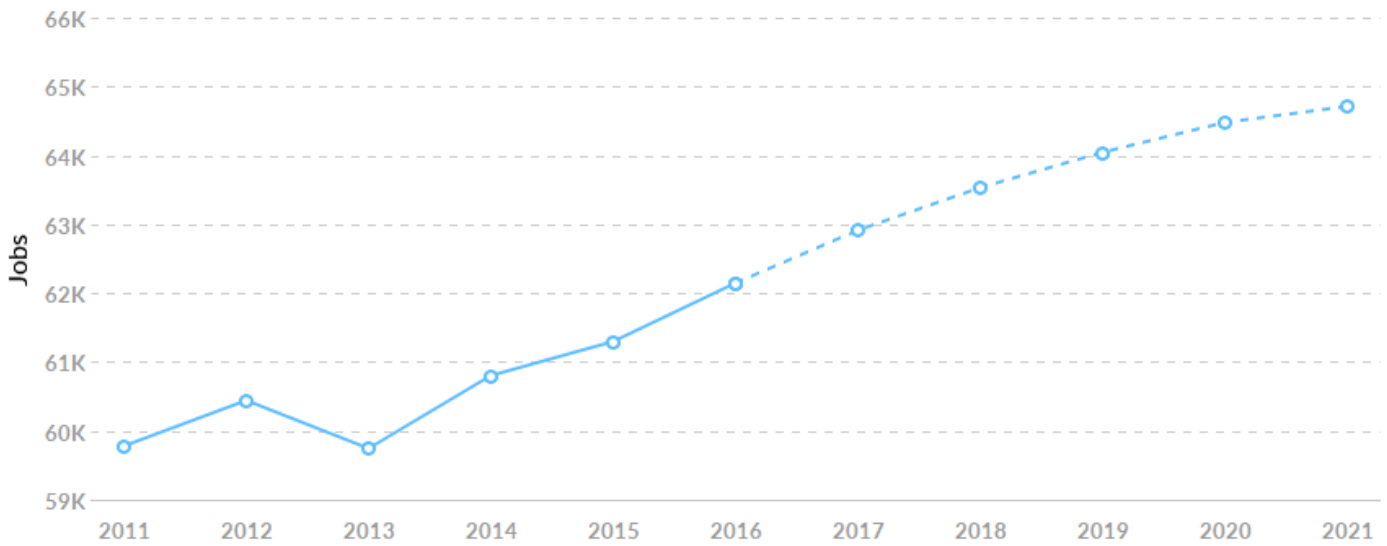


Timeframe	Population
2011	99,921
2012	100,894
2013	101,811
2014	101,718
2015	102,115
2016	102,961
2017	103,458
2018	103,944
2019	104,386
2020	104,793
2021	105,170

# Historic & Projected Trends - Cont.

## Job Trends

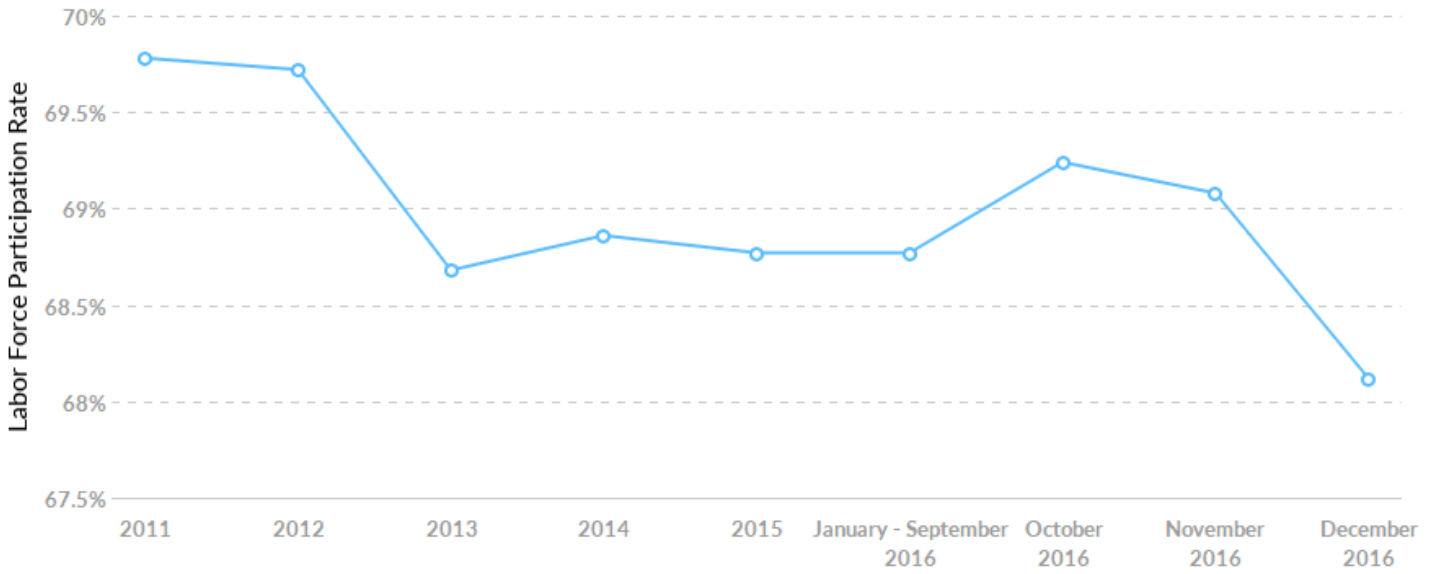
From 2011 to 2016, jobs increased by 4.0% in Eau Claire County from 59,780 to 62,147. This change fell short of the national growth rate of 8.8% by 4.8%.



Timeframe	Jobs
2011	59,780
2012	60,442
2013	59,745
2014	60,803
2015	61,298
2016	62,147
2017	62,914
2018	63,532
2019	64,045
2020	64,479
2021	64,712

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



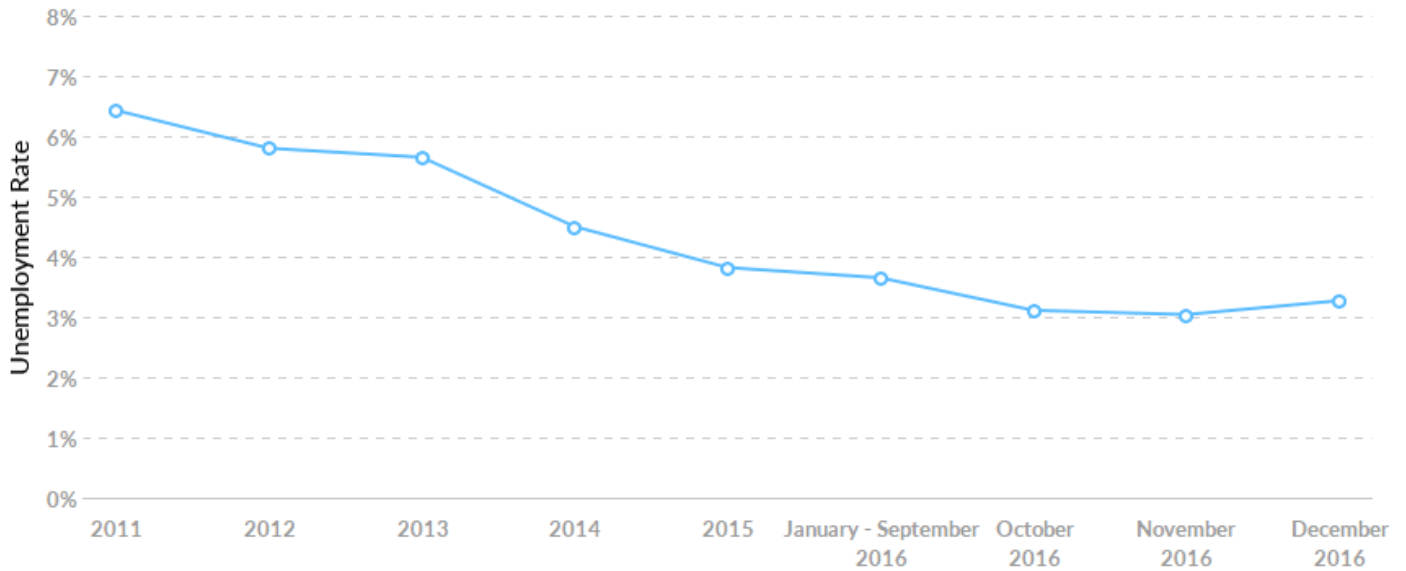
Timeframe	Labor Force Participation Rate
2011	69.78%
2012	69.72%
2013	68.68%
2014	68.86%
2015	68.77%
January - September 2016	68.77%
October 2016	69.24%
November 2016	69.08%
December 2016	68.12%



## Historic & Projected Trends - Cont.

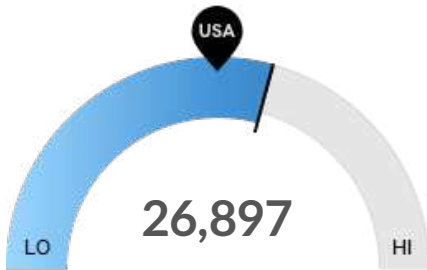
### Unemployment Rate Trends

Eau Claire County had a December 2016 unemployment rate of 3.27%, **decreasing from 6.43%** 5 years before.



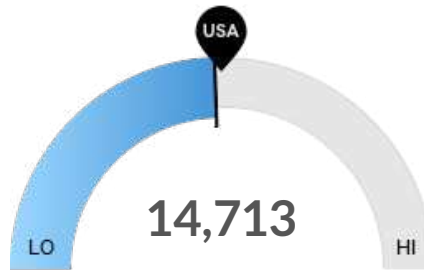
Timeframe	Unemployment Rate
2011	6.43%
2012	5.80%
2013	5.65%
2014	4.50%
2015	3.82%
January - September 2016	3.65%
October 2016	3.11%
November 2016	3.04%
December 2016	3.27%

## Population Characteristics



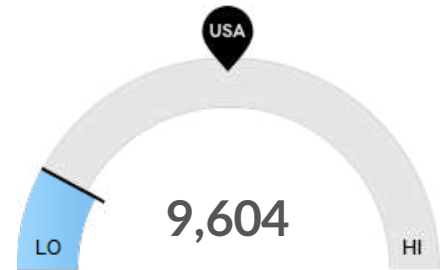
**Millennials**

Eau Claire County has 26,897 millennials (ages 20-34). The national average for an area this size is 21,229.



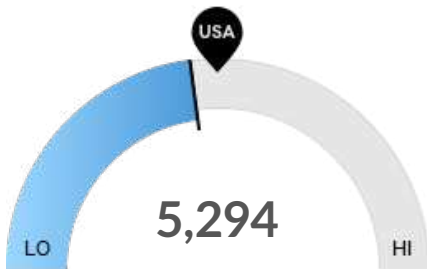
**Retiring Soon**

Retirement risk is about average in Eau Claire County. The national average for an area this size is 15,190 people 65 or older, while there are 14,713 here.



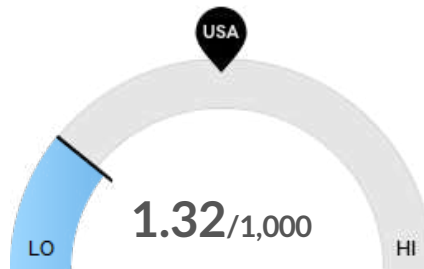
**Racial Diversity**

Racial diversity is low in Eau Claire County. The national average for an area this size is 39,119 racially diverse people, while there are 9,604 here.



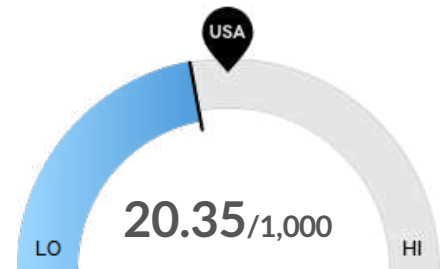
**Veterans**

Eau Claire County has 5,294 veterans. The national average for an area this size is 5,992.



**Violent Crime**

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



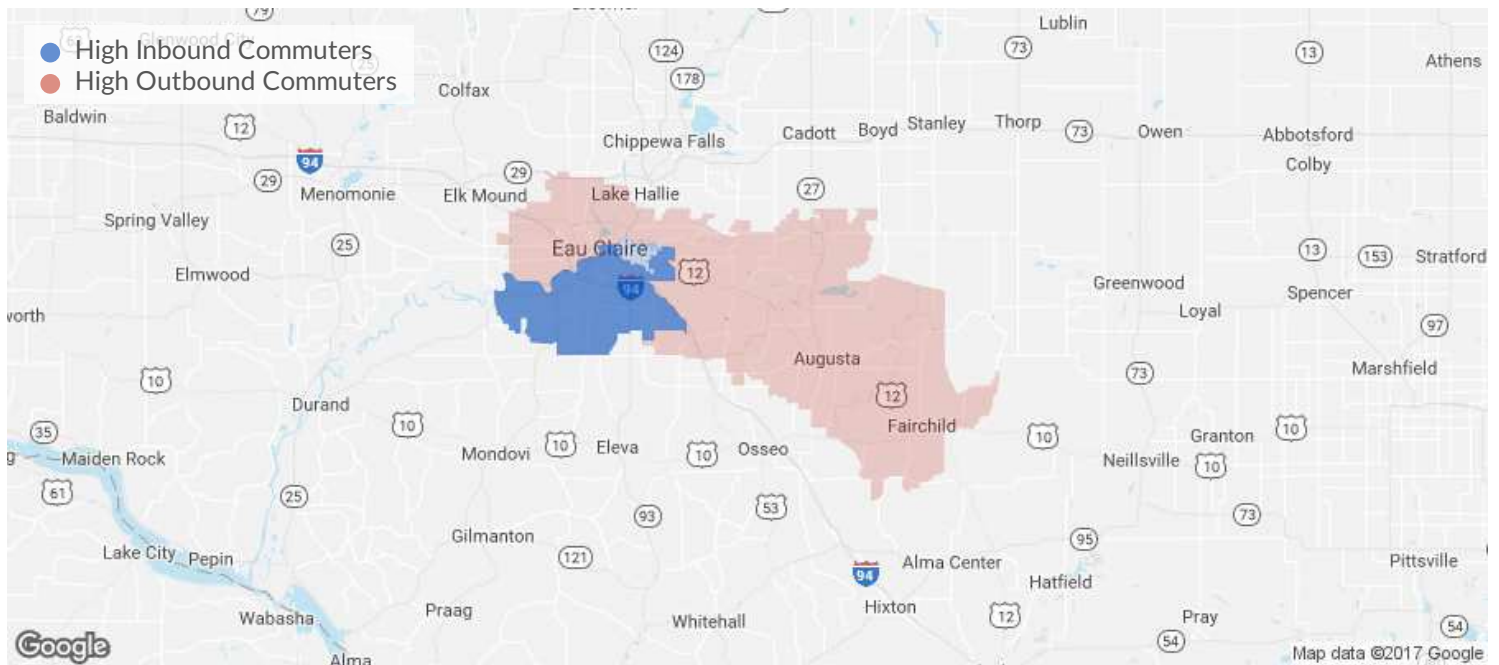
**Property Crime**

Eau Claire County has 20.35 property crimes per 1,000 people. The national rate is 24.22 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

ZIP	Name	2016 Employment
54701	Eau Claire, WI (in Eau ...	32,878
54703	Eau Claire, WI (in Eau ...	20,008
54720	Altoona, WI (in Eau Cla...	3,580
54702	Eau Claire, WI (in Eau ...	3,540
54722	Augusta, WI (in Eau Cl...	984

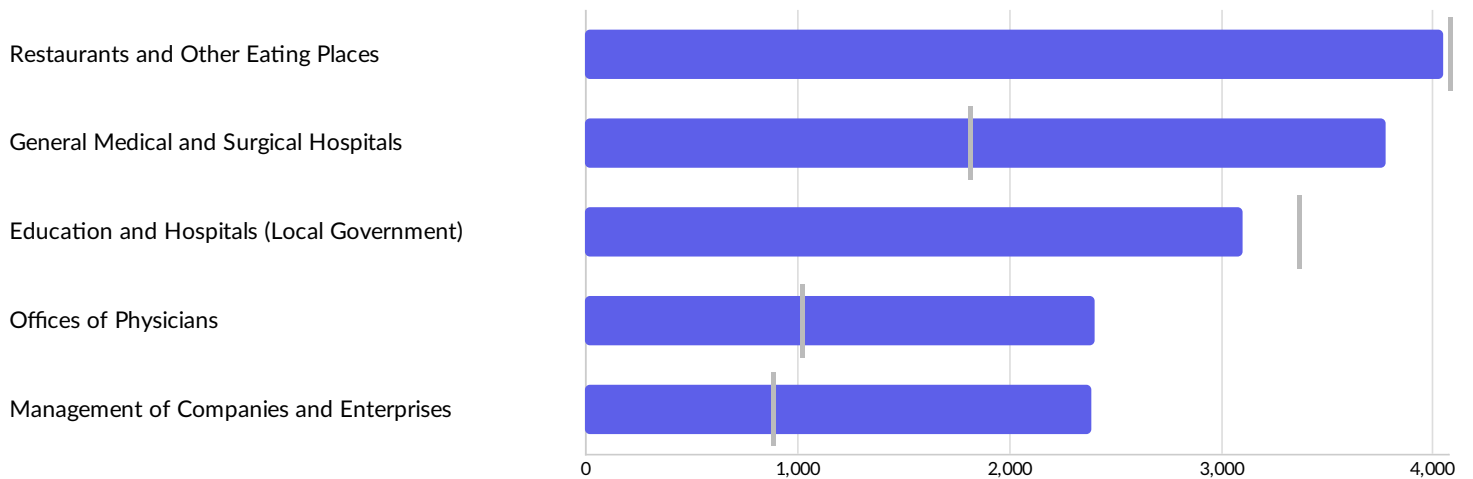
### Where Talent Lives

ZIP	Name	2016 Workers
54703	Eau Claire, WI (in Eau ...	20,657
54701	Eau Claire, WI (in Eau ...	16,683
54720	Altoona, WI (in Eau Cla...	3,561
54742	Fall Creek, WI (in Eau C...	2,208
54722	Augusta, WI (in Eau Cl...	1,505

# Industry Characteristics

## Largest Industries

● Industry Jobs ● National Average

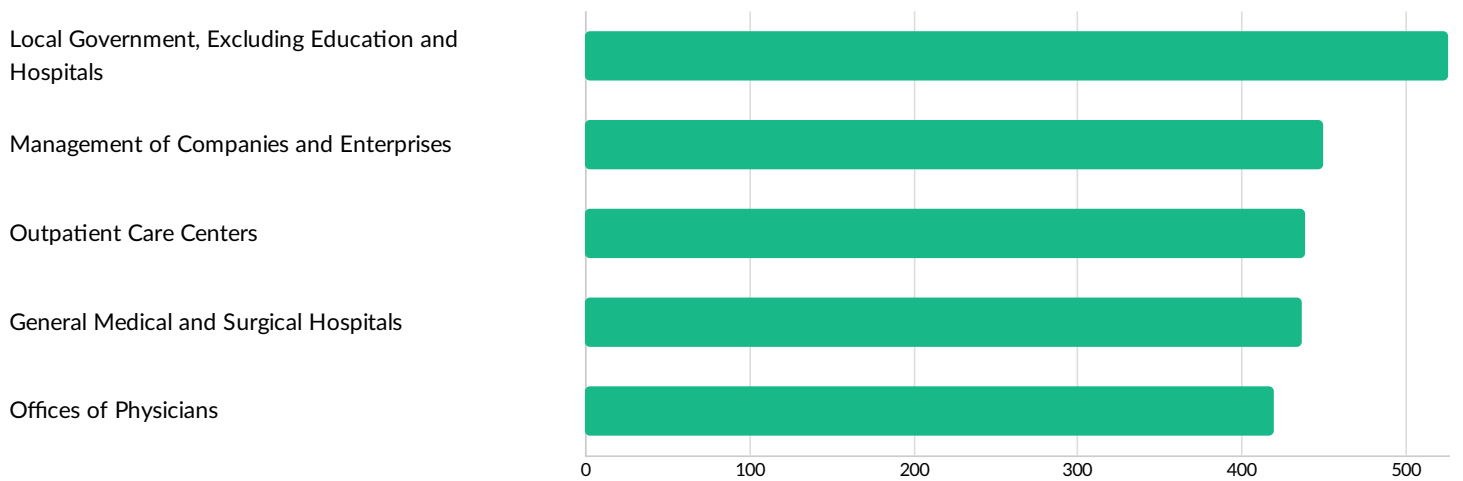


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Restaurants and Other Eating Places	3,687	4,051	364	+10%	\$16,496
General Medical and Surgical Hospitals	3,339	3,776	437	+13%	\$61,595
Education and Hospitals (Local Government)	3,193	3,101	-92	-3%	\$58,307
Offices of Physicians	1,989	2,409	420	+21%	\$127,002
Management of Companies and Enterprises	1,943	2,393	450	+23%	\$90,536

## Industry Characteristics - Cont

### Top Growing Industries

● Industry Jobs Change

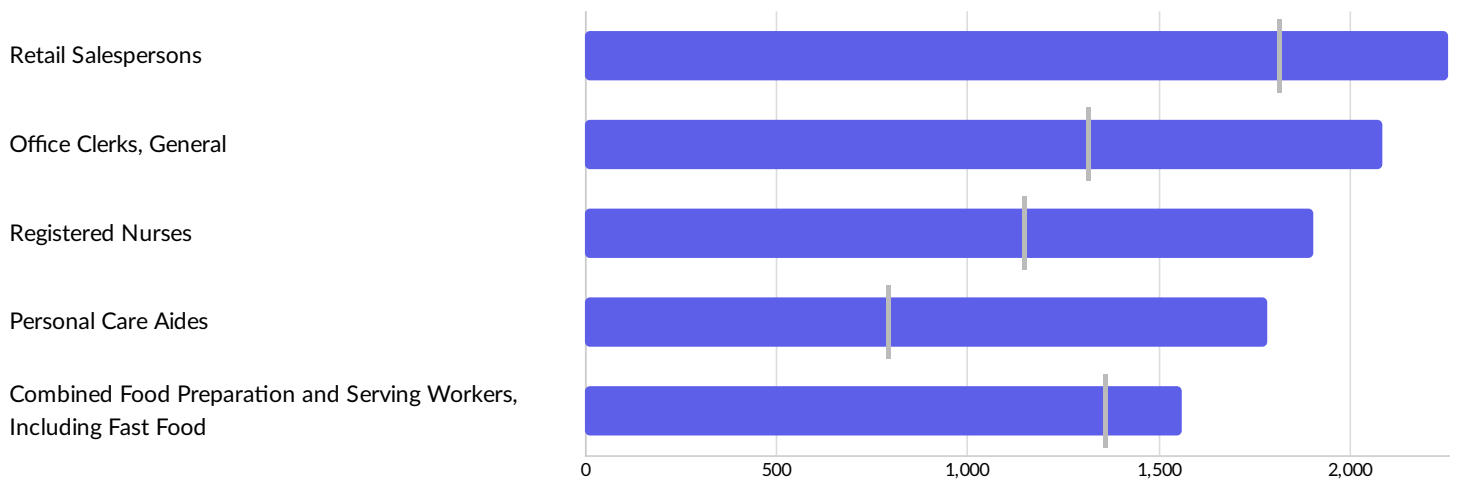


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Local Government, Excluding Education and Hospitals	1,601	2,127	526	+33%	\$63,582
Management of Companies and Enterprises	1,943	2,393	450	+23%	\$90,536
Outpatient Care Centers	83	522	439	+529%	\$91,754
General Medical and Surgical Hospitals	3,339	3,776	437	+13%	\$61,595
Offices of Physicians	1,989	2,409	420	+21%	\$127,002

# Workforce Characteristics

## Largest Occupations

● Occupation Jobs ● National Average

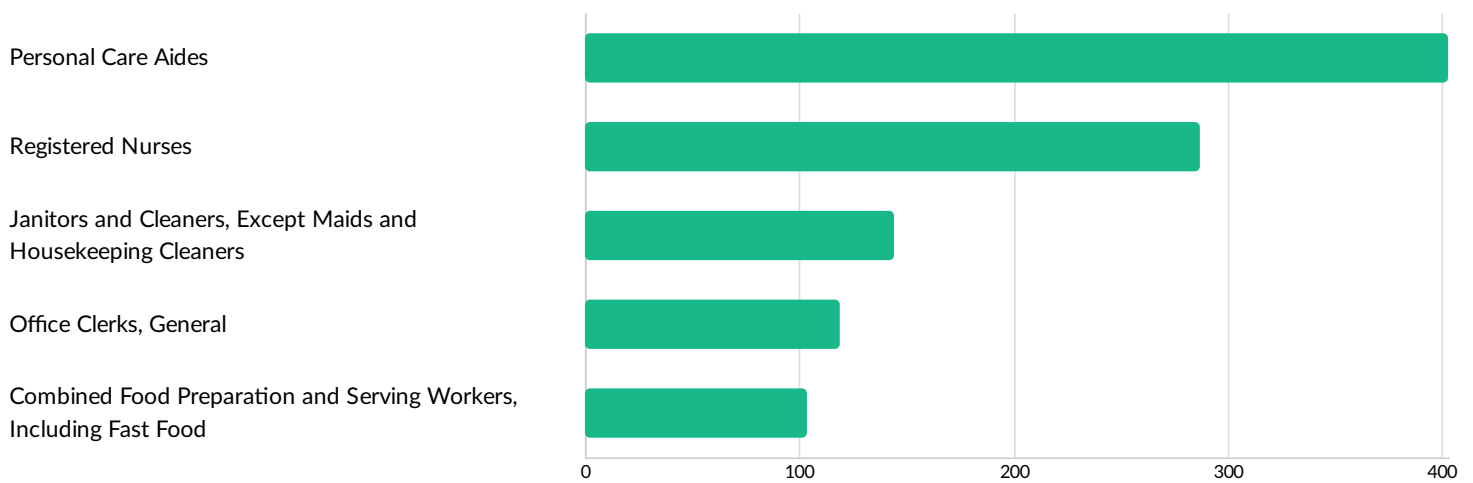


Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Retail Salespersons	2,330	2,259	-71	-3%	\$13.63
Office Clerks, General	1,967	2,086	119	+6%	\$15.41
Registered Nurses	1,617	1,904	287	+18%	\$32.47
Personal Care Aides	1,382	1,785	403	+29%	\$11.10
Combined Food Preparation and Serving Workers, Including Fast Food	1,458	1,562	104	+7%	\$8.87

## Workforce Characteristics - Cont

### Top Growing Occupations

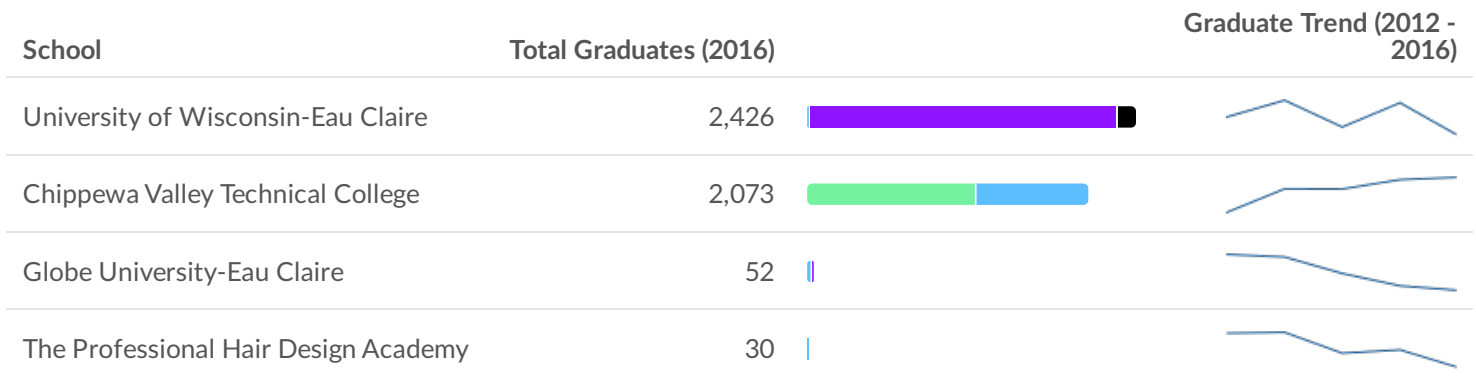
● Occupation Jobs Change



Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Personal Care Aides	1,382	1,785	403	+29%	\$11.10
Registered Nurses	1,617	1,904	287	+18%	\$32.47
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	925	1,069	144	+16%	\$14.15
Office Clerks, General	1,967	2,086	119	+6%	\$15.41
Combined Food Preparation and Serving Workers, Including Fast Food	1,458	1,562	104	+7%	\$8.87

## Educational Pipeline

In 2016, there were 4,581 graduates in Eau Claire County. This pipeline has grown by 8% 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".



● Certificate   
 ● Associate   
 ● Bachelor   
 ● Masters or Higher