



Clark County, WI

West Central Wisconsin Regional Planning Commission



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Report Parameters

1 County

55019 Clark County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

34,751

Population (2019)

Population grew by **397** over the last 5 years and is projected to grow by **324** over the next 5 years.

13,218

Total Regional Employment

Jobs grew by **596** over the last 5 years and are projected to grow by **523** over the next 5 years.

\$51.9K

Median Household Income (2018)

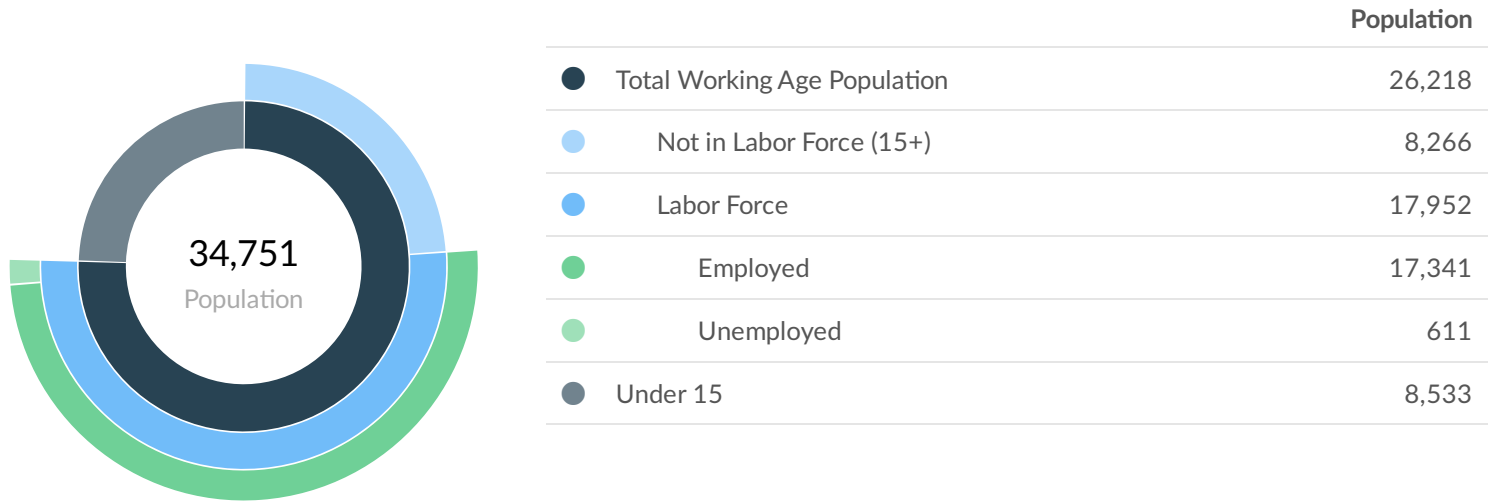
Median household income is **\$8.4K below** the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population increased by **1.2%** since 2014, growing by 397. Population is expected to increase by **0.9%** between 2019 and 2024, adding 324.
- From 2014 to 2019, jobs increased by **4.7%** in Clark County, WI from 12,622 to **13,218**. This change fell short of the national growth rate of **7.6%** by **2.9%**. As the number of jobs increased, the labor force participation rate increased from **64.5%** to **68.5%** between 2014 and 2019.
- Concerning educational attainment, **8.1%** of Clark County, WI residents possess a Bachelor's Degree (10.7% below the national average), and **9.0%** hold an Associate's Degree (1.0% above the national average).
- The top three industries in 2019 are Local Government, Excluding Education and Hospitals, Animal Production, and Dairy Product Manufacturing.

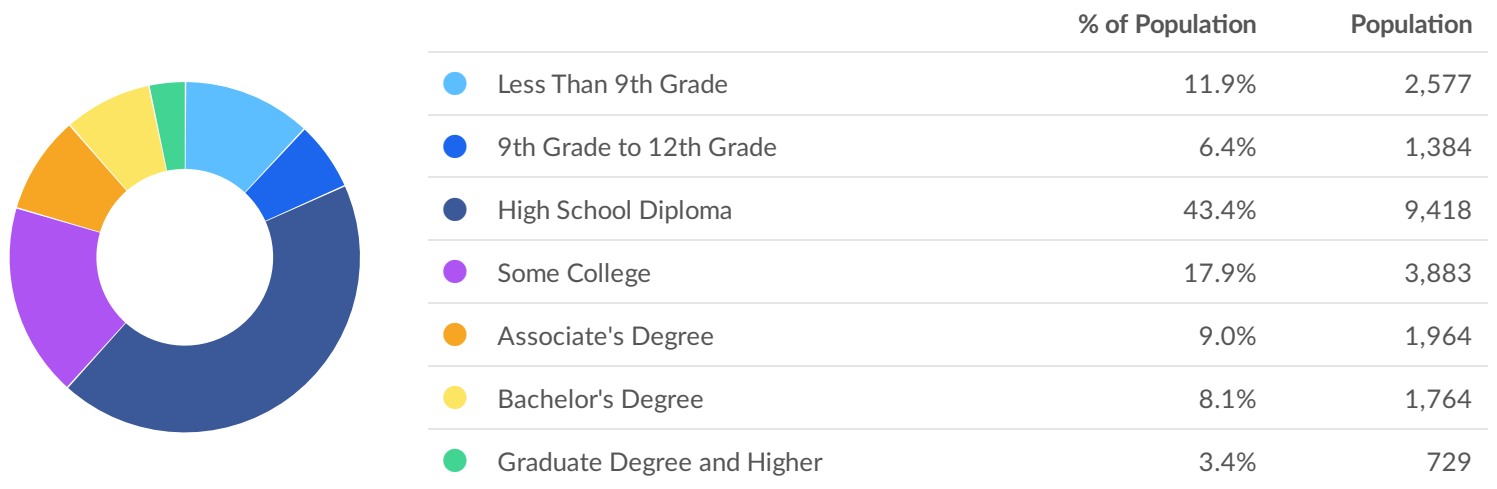
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	34,751	17,952	13,218	97.2	\$1.30B	\$2.35B	\$2.16B
Chippewa County	64,346	33,535	27,408	96.8	\$2.58B	\$3.75B	\$3.21B
West Central Wisconsin	428,690	234,123	204,835	98.3	\$19.34B	\$26.39B	\$22.16B
Barron County	45,089	24,352	24,505	99.9	\$2.17B	\$3.26B	\$2.89B
Momentum West	492,904	270,290	225,757	99.0	\$21.29B	\$29.68B	\$24.20B
Polk County	43,615	24,608	17,986	98.8	\$1.62B	\$2.93B	\$2.06B
Eau Claire County	105,102	58,787	63,465	98.2	\$6.06B	\$6.13B	\$6.59B
Dunn County	45,311	24,581	19,902	95.6	\$1.83B	\$2.89B	\$2.41B
Clark County	34,751	17,952	13,218	97.2	\$1.30B	\$2.35B	\$2.16B
St. Croix County	90,476	50,308	38,350	101.5	\$3.77B	\$6.14B	\$3.69B

2019 Labor Force Breakdown



Educational Attainment

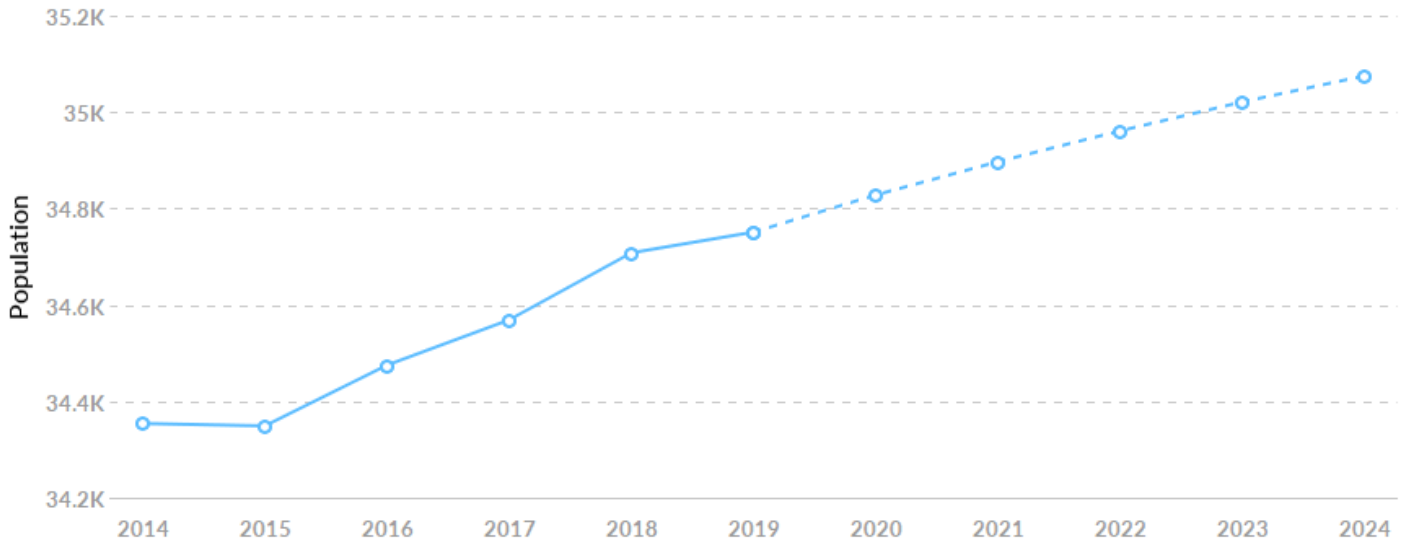
Concerning educational attainment, **8.1% of Clark County, WI residents possess a Bachelor's Degree** (10.7% below the national average), and **9.0% hold an Associate's Degree** (1.0% above the national average).



Historic & Projected Trends

Population Trends

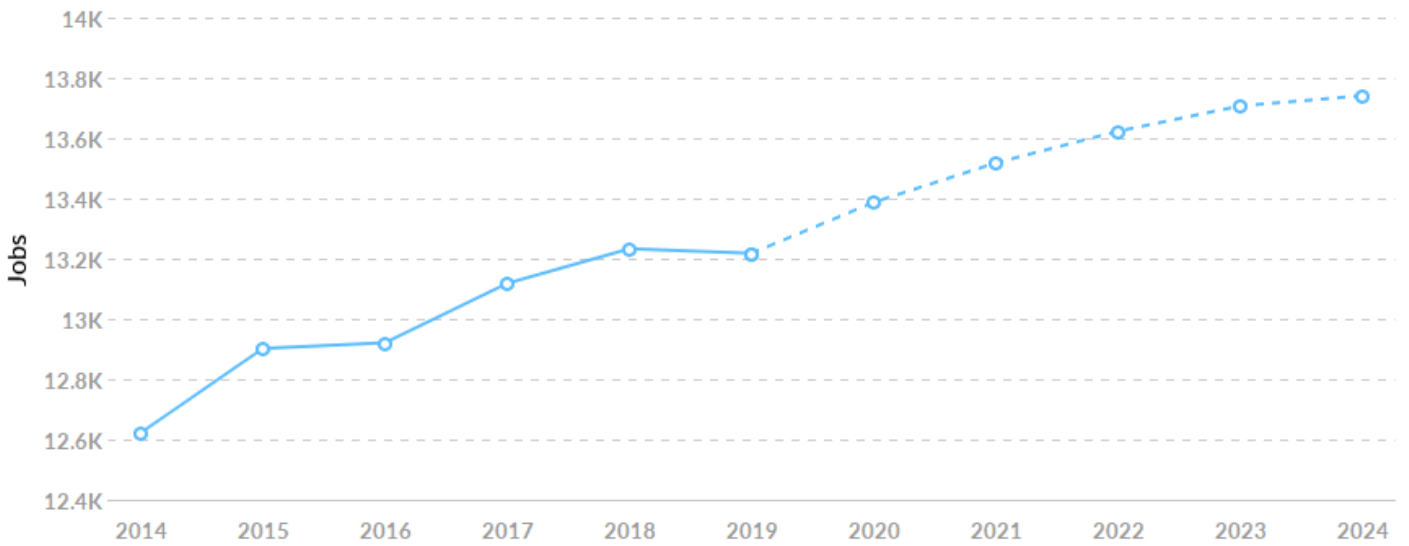
As of 2019 the region's population increased by 1.2% since 2014, growing by 397. Population is expected to increase by 0.9% between 2019 and 2024, adding 324.



Timeframe	Population
2014	34,354
2015	34,349
2016	34,475
2017	34,569
2018	34,708
2019	34,751
2020	34,828
2021	34,897
2022	34,961
2023	35,021
2024	35,075

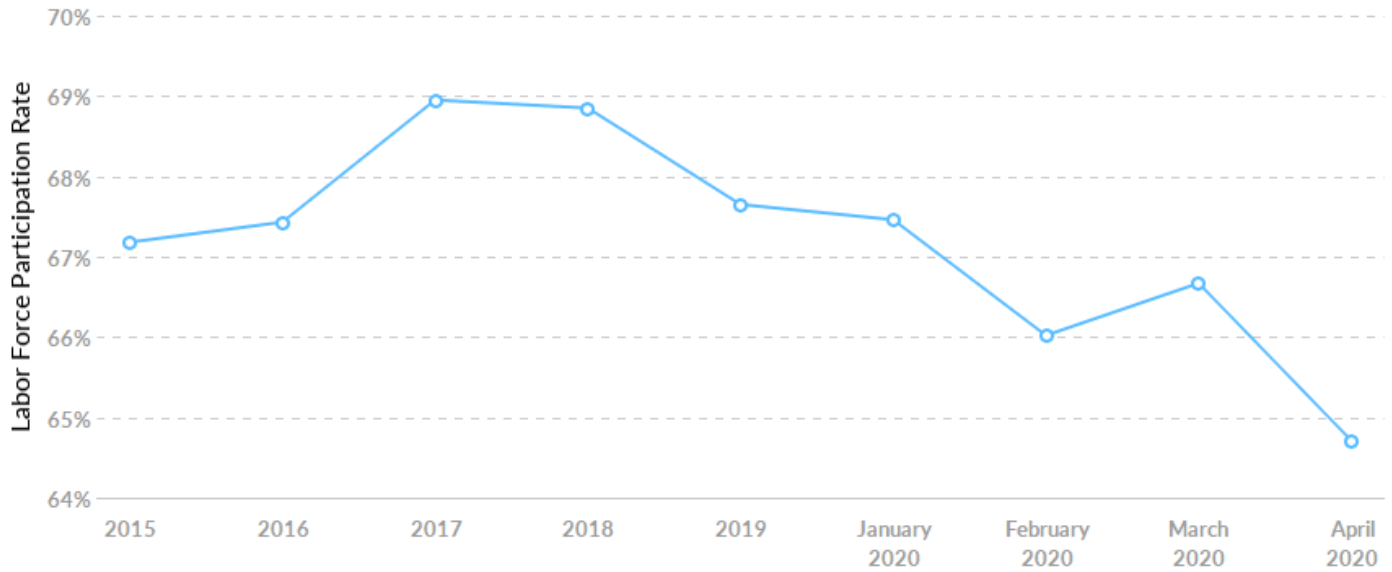
Job Trends

From 2014 to 2019, jobs increased by 4.7% in Clark County, WI from 12,622 to 13,218. This change fell short of the national growth rate of 7.6% by 2.9%.



Timeframe	Jobs
2014	12,622
2015	12,902
2016	12,921
2017	13,118
2018	13,233
2019	13,218
2020	13,387
2021	13,518
2022	13,623
2023	13,707
2024	13,741

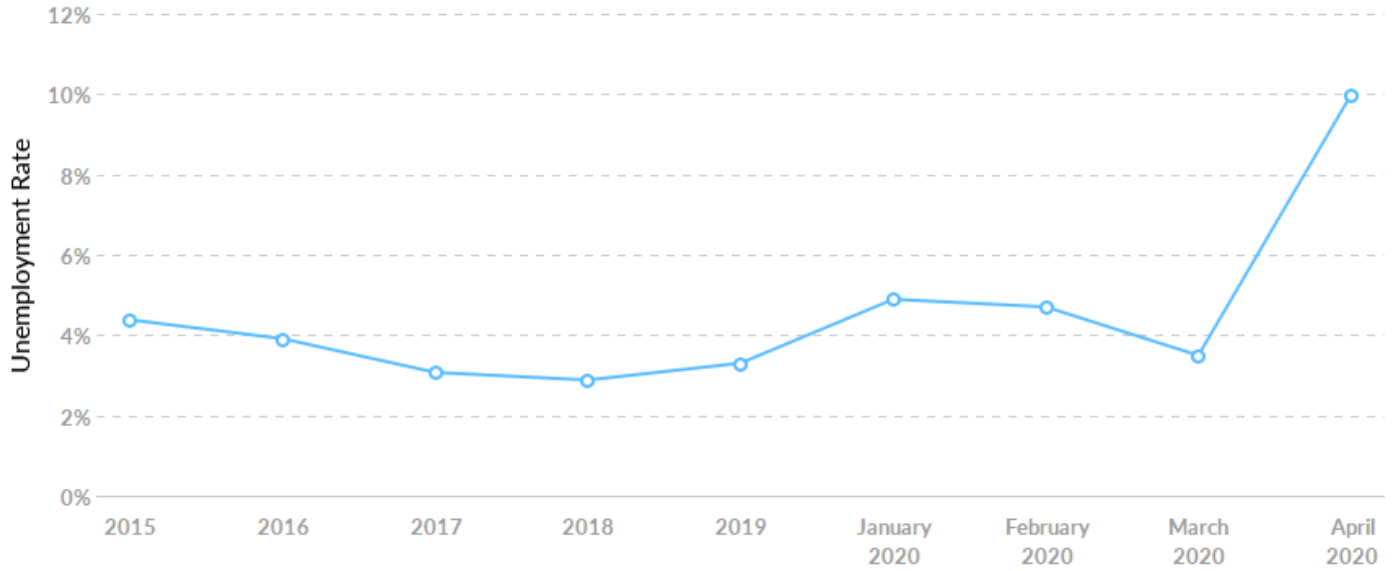
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	67.18%
2016	67.43%
2017	68.95%
2018	68.85%
2019	67.65%
January 2020	67.46%
February 2020	66.02%
March 2020	66.67%
April 2020	64.71%

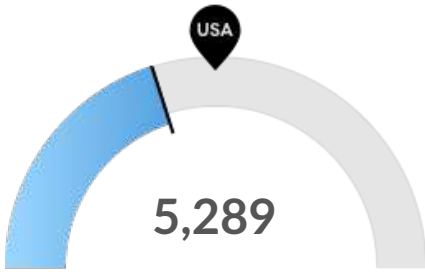
Unemployment Rate Trends

Clark County, WI had an April 2020 unemployment rate of 9.98%, increasing from 4.38% 5 years before.



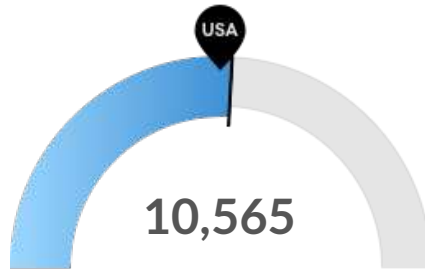
Timeframe	Unemployment Rate
2015	4.38%
2016	3.91%
2017	3.07%
2018	2.88%
2019	3.30%
January 2020	4.89%
February 2020	4.70%
March 2020	3.49%
April 2020	9.98%

Population Characteristics



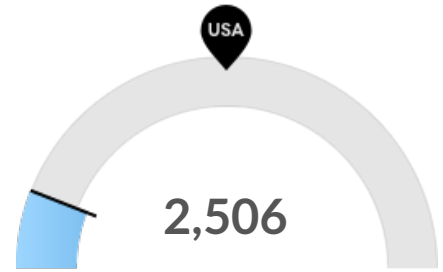
Millennials

Clark County, WI has 5,289 millennials (ages 25-39). The national average for an area this size is 7,136.



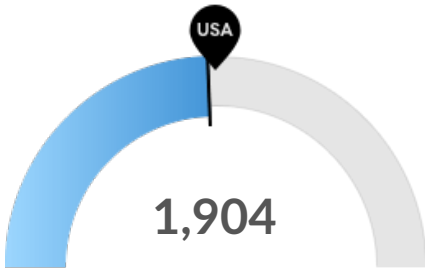
Retiring Soon

Retirement risk is about average in Clark County, WI. The national average for an area this size is 10,047 people 55 or older, while there are 10,565 here.



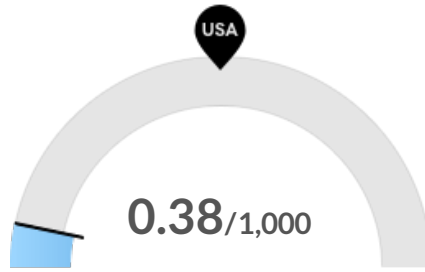
Racial Diversity

Racial diversity is low in Clark County, WI. The national average for an area this size is 13,751 racially diverse people, while there are 2,506 here.



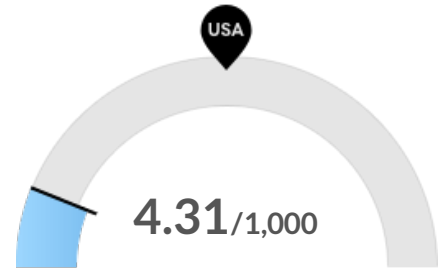
Veterans

Clark County, WI has 1,904 veterans. The national average for an area this size is 1,974.



Violent Crime

Clark County, WI has 0.38 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

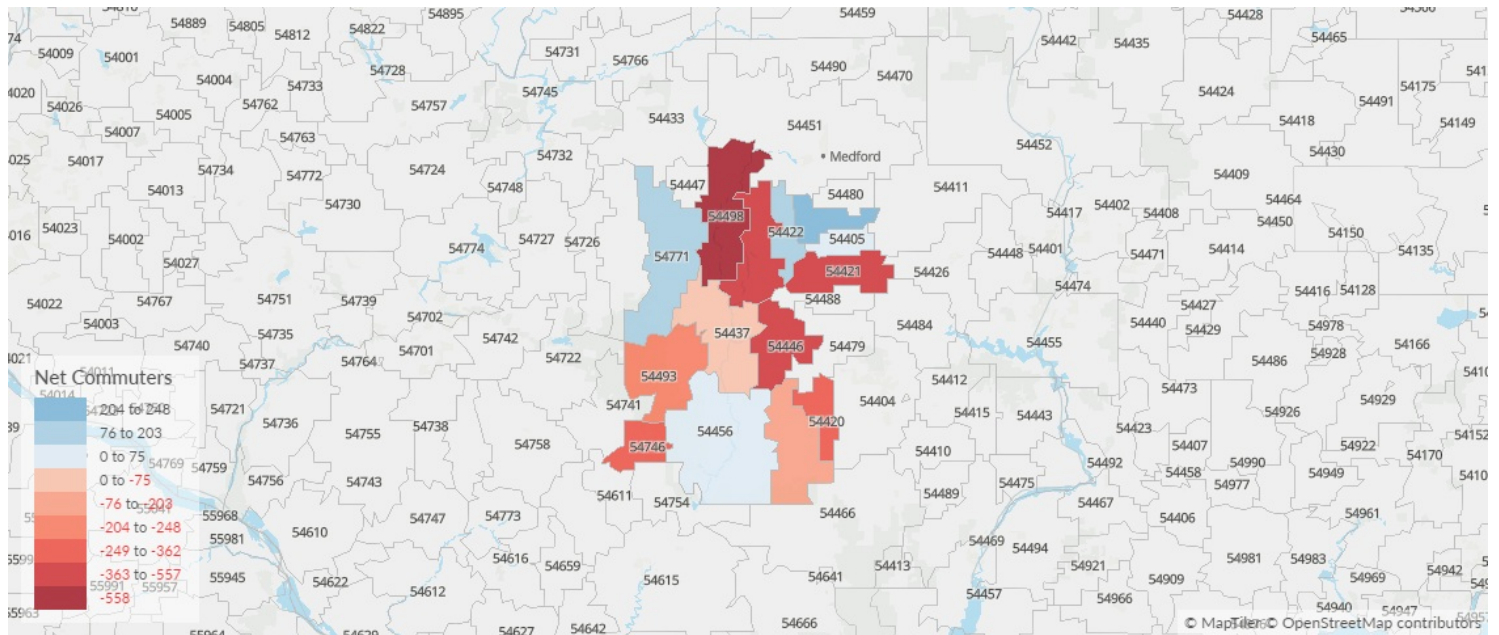


Property Crime

Clark County, WI has 4.31 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Place of Work vs Place of Residence

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



Where Talent Works

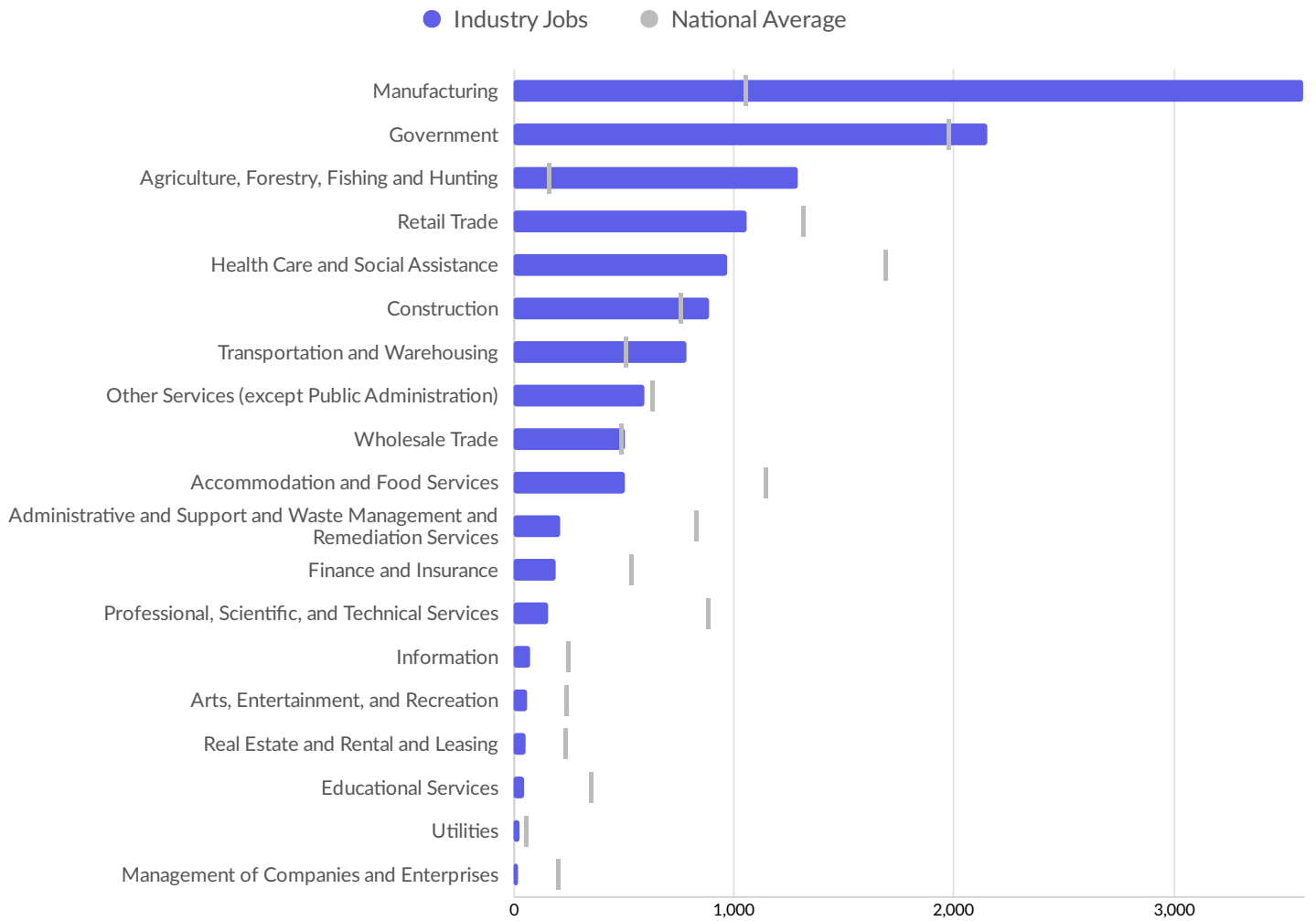
Where Talent Lives

ZIP	Name	2019 Employment
54456	Neillsville, WI (in Clark ...	2,372
54771	Thorp, WI (in Clark coun...	2,089
54405	Abbotsford, WI (in Clark...	1,573
54421	Colby, WI (in Clark coun...	1,399
54425	Dorchester, WI (in Clark...	1,252

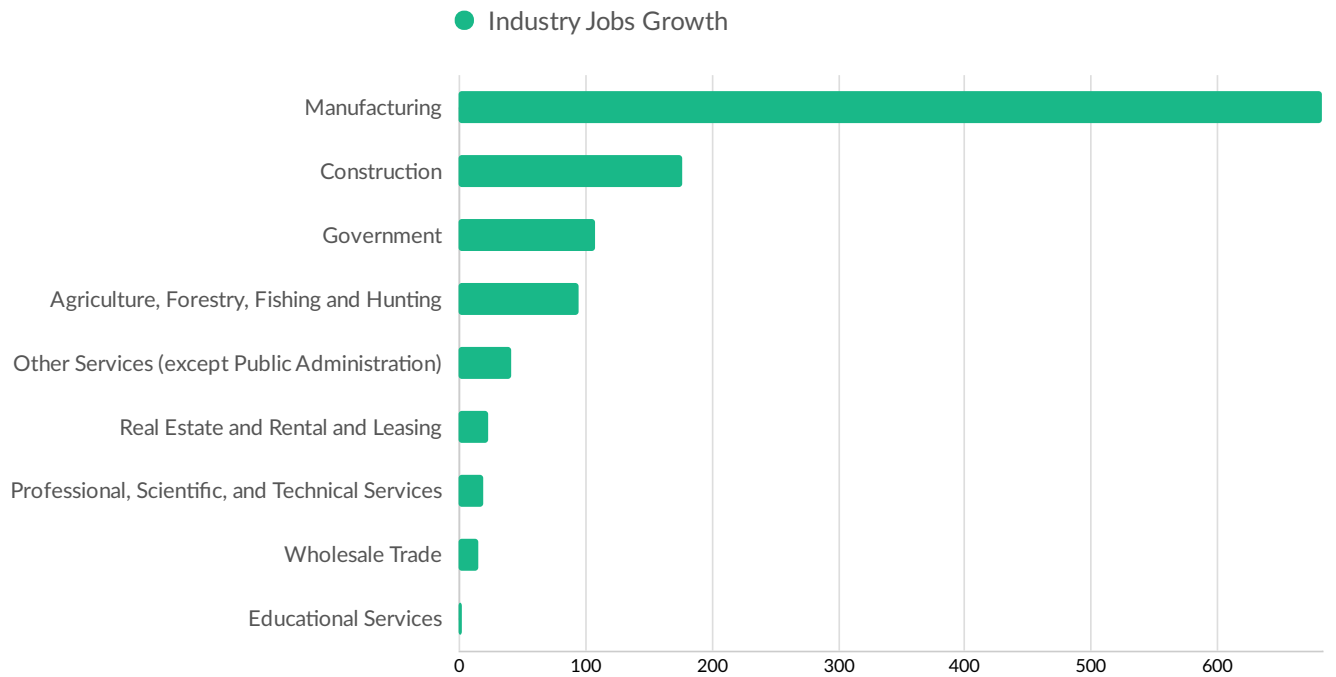
ZIP	Name	2019 Workers
54456	Neillsville, WI (in Clark ...	2,354
54771	Thorp, WI (in Clark coun...	2,013
54421	Colby, WI (in Clark coun...	1,762
54405	Abbotsford, WI (in Clark...	1,555
54446	Loyal, WI (in Clark coun...	1,269

Industry Characteristics

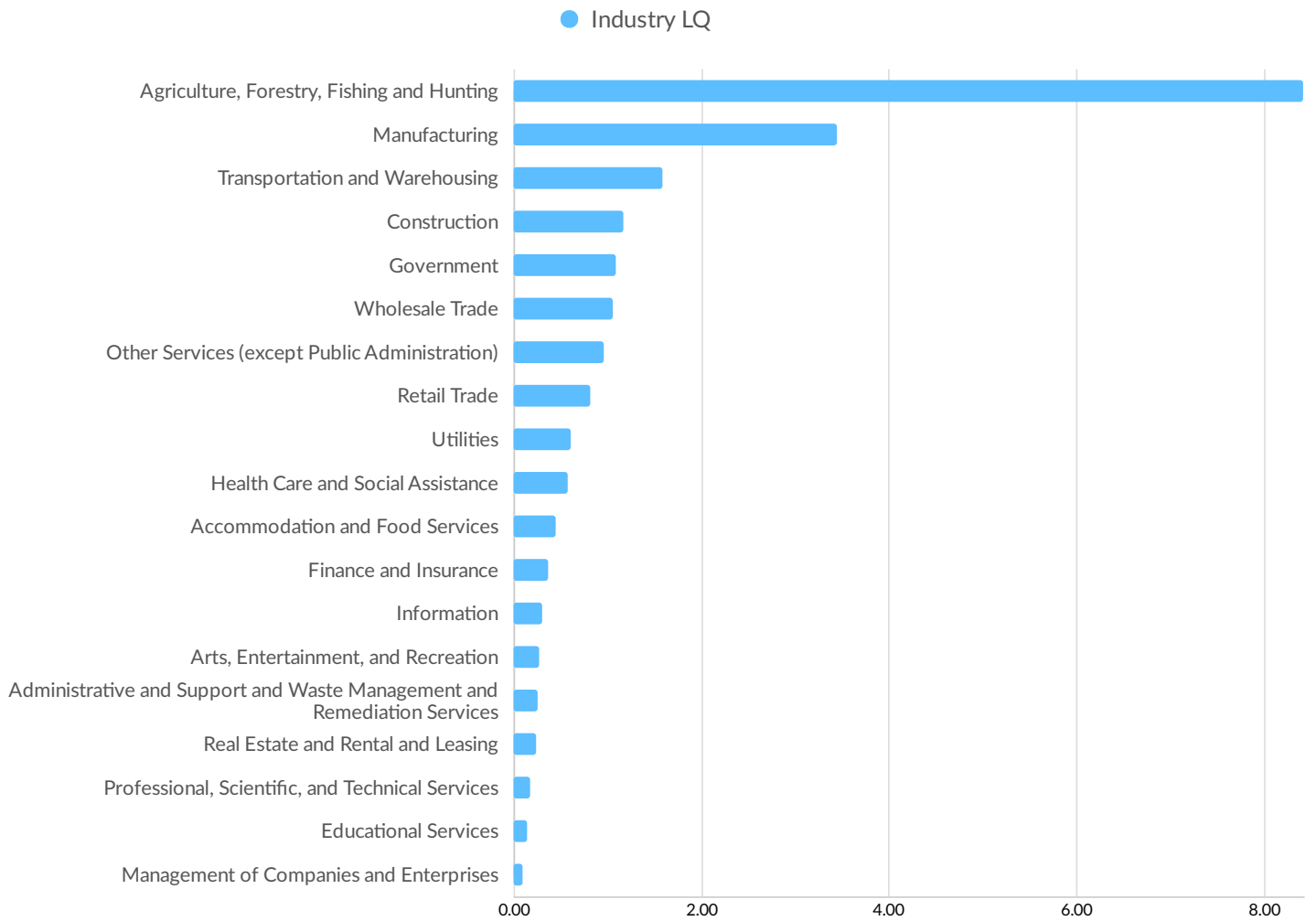
Largest Industries



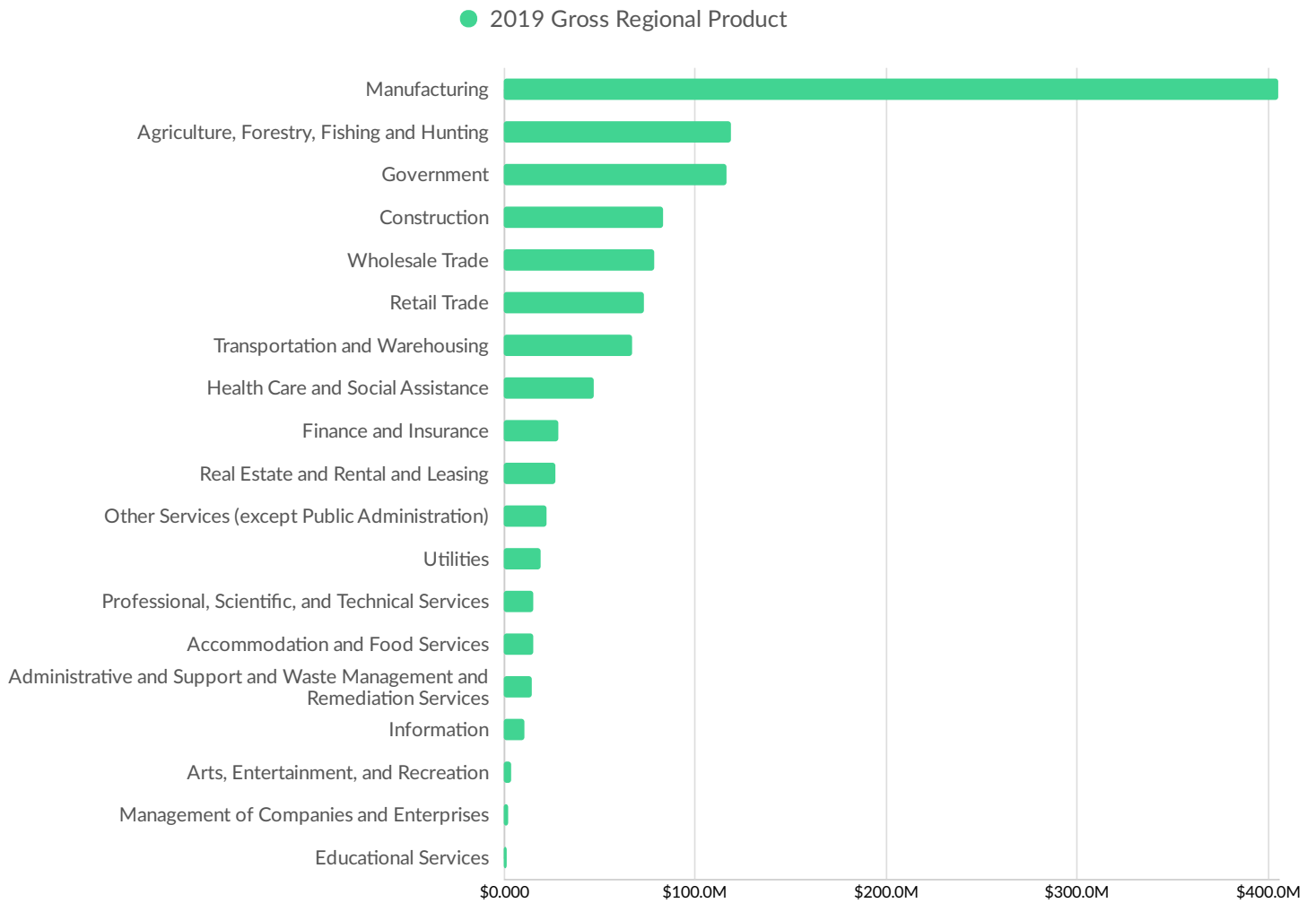
Top Growing Industries



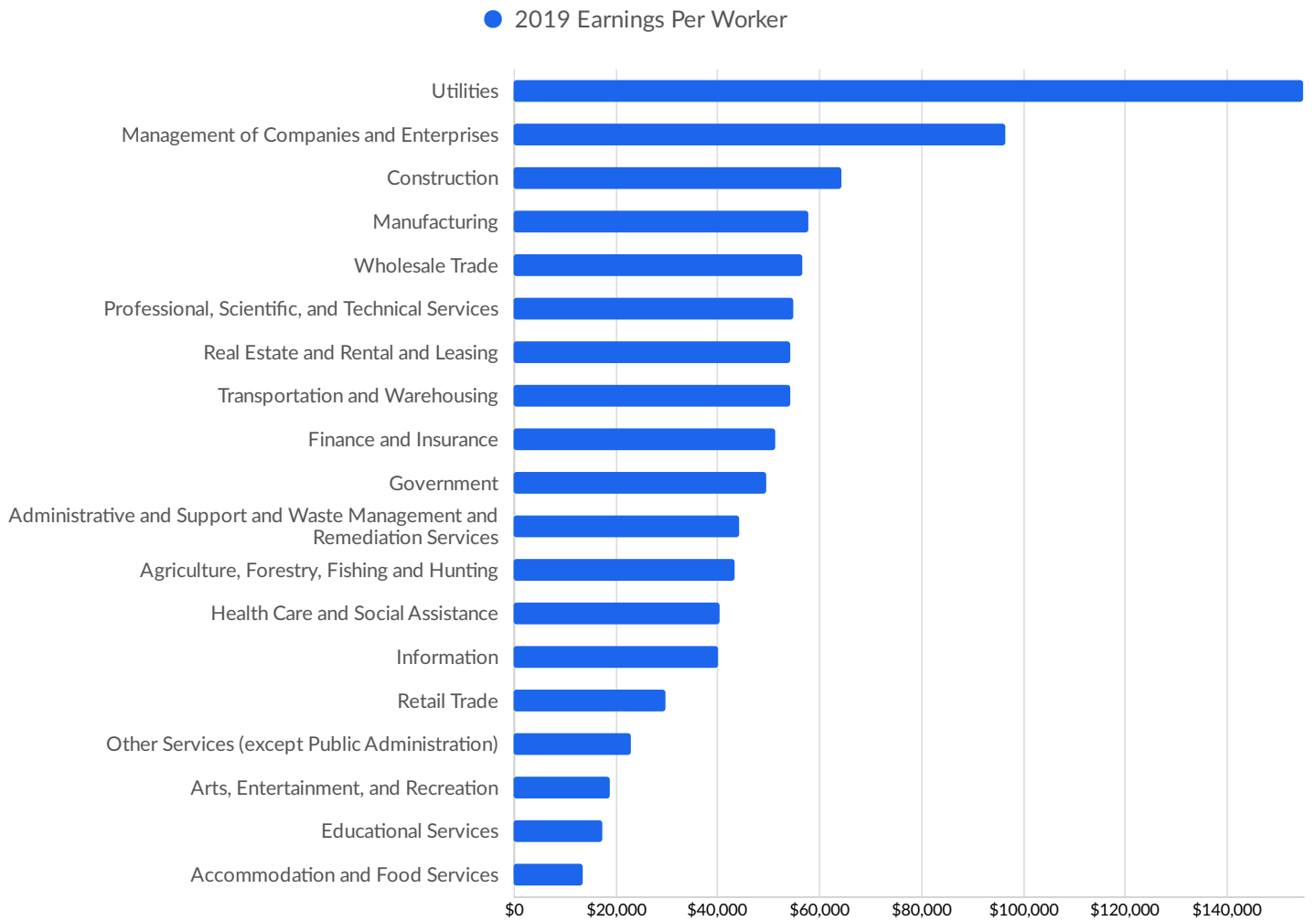
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	2,908	3,591	683	+23%	3.44	\$57,855	\$405.57M
Government	2,050	2,158	108	+5%	1.09	\$49,602	\$116.55M
Agriculture, Forestry, Fishing and Hunting	1,199	1,294	95	+8%	8.42	\$43,482	\$118.62M
Retail Trade	1,260	1,063	-197	-16%	0.81	\$29,720	\$73.09M
Health Care and Social Assistance	1,180	972	-208	-18%	0.58	\$40,418	\$46.82M
Construction	710	887	177	+25%	1.18	\$64,313	\$83.35M
Transportation and Warehousing	855	788	-67	-8%	1.58	\$54,254	\$66.93M
Other Services (except Public Administration)	555	597	42	+8%	0.96	\$22,974	\$22.38M
Wholesale Trade	490	506	16	+3%	1.05	\$56,841	\$78.94M
Accommodation and Food Services	509	506	-3	-1%	0.44	\$13,495	\$15.26M
Administrative and Support and Waste Management and Remediation Services	254	212	-42	-17%	0.26	\$44,256	\$14.80M
Finance and Insurance	204	195	-9	-4%	0.37	\$51,518	\$28.47M
Professional, Scientific, and Technical Services	138	157	19	+14%	0.18	\$55,000	\$15.62M
Information	79	72	-7	-9%	0.30	\$40,261	\$11.02M
Arts, Entertainment, and Recreation	82	63	-19	-23%	0.27	\$18,777	\$3.95M
Real Estate and Rental and Leasing	29	53	24	+83%	0.23	\$54,255	\$27.24M
Educational Services	46	48	2	+4%	0.14	\$17,328	\$1.30M
Utilities	35	27	-8	-23%	0.61	\$155,090	\$18.98M
Management of Companies and Enterprises	34	19	-15	-44%	0.10	\$96,694	\$2.05M

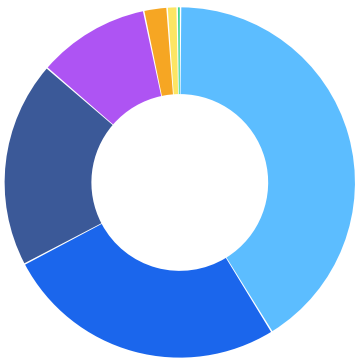
Business Characteristics

1,983 Companies Employ Your Workers

Online profiles for your workers mention 1,983 companies as employers, with the top 10 appearing below. In the last 12 months, 571 companies in Clark County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	139 	Platinum Supplemental Insuranc...	403 
Grassland Dairy Products, Inc.	86 	Roehl Transport, Inc.	205 
County of Clark	59 	Telereach Inc	184 
Memorial Medical Center Inc	47 	Ashley Furniture Industries, Inc.	178 
Ministry Health Care, Inc.	41 	Marshfield Clinic	144 
Cummins Inc.	40 	CRST International, Inc.	126 
Abbyland Foods, Inc.	35 	Dollar General Corporation	100 
Wal-Mart, Inc.	25 	Pegasus Transportation, Inc.	96 
School District of Neillsville	23 	HomeAdvisor, Inc.	88 
The Colby School Inc	22 	Pizza Hut, Inc.	85 

Business Size

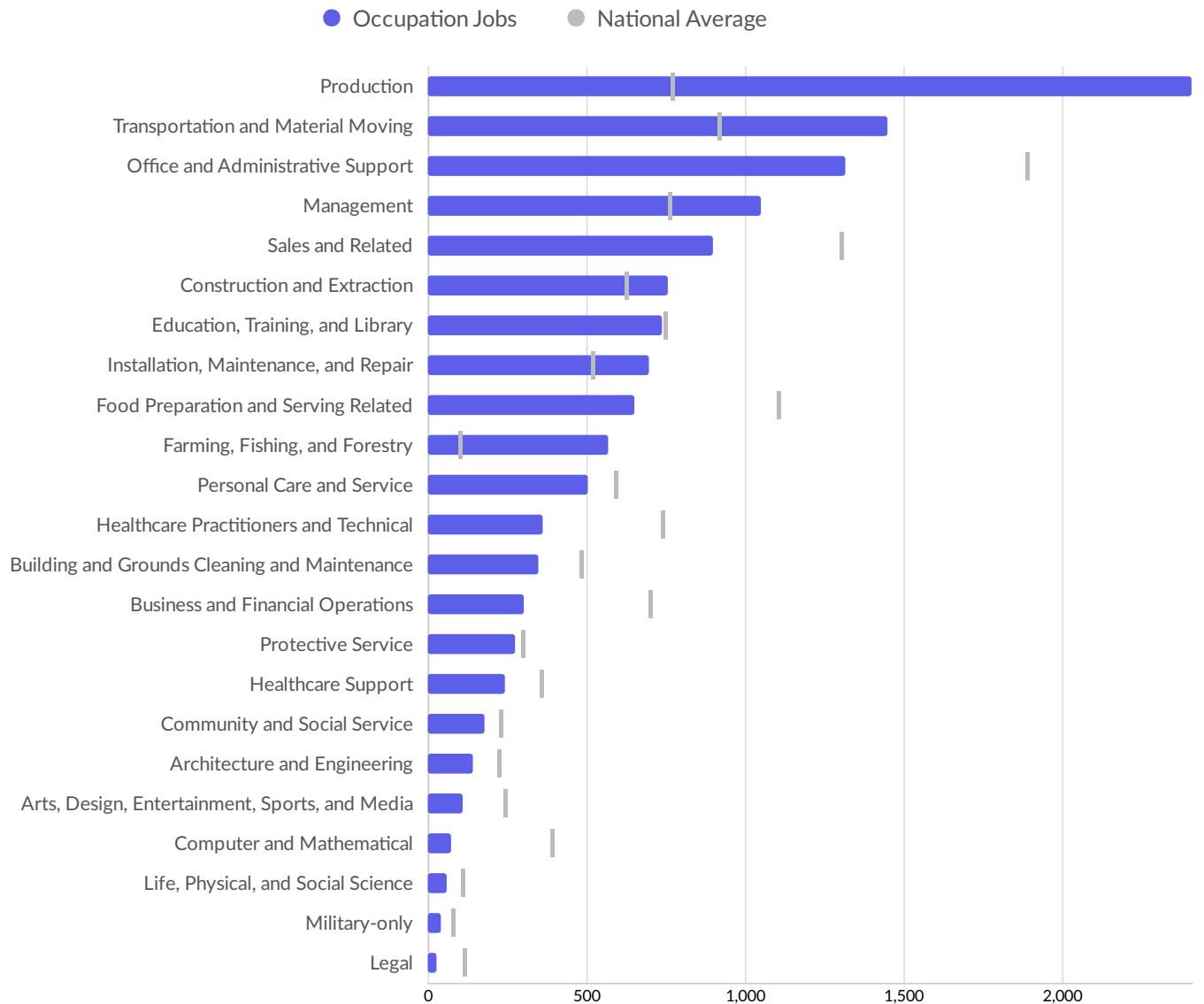


	Percentage	Business Count
1 to 4 employees	41.1%	536
5 to 9 employees	26.1%	340
10 to 19 employees	19.0%	248
20 to 49 employees	10.4%	135
50 to 99 employees	2.1%	28
100 to 249 employees	0.9%	12
250 to 499 employees	0.3%	4

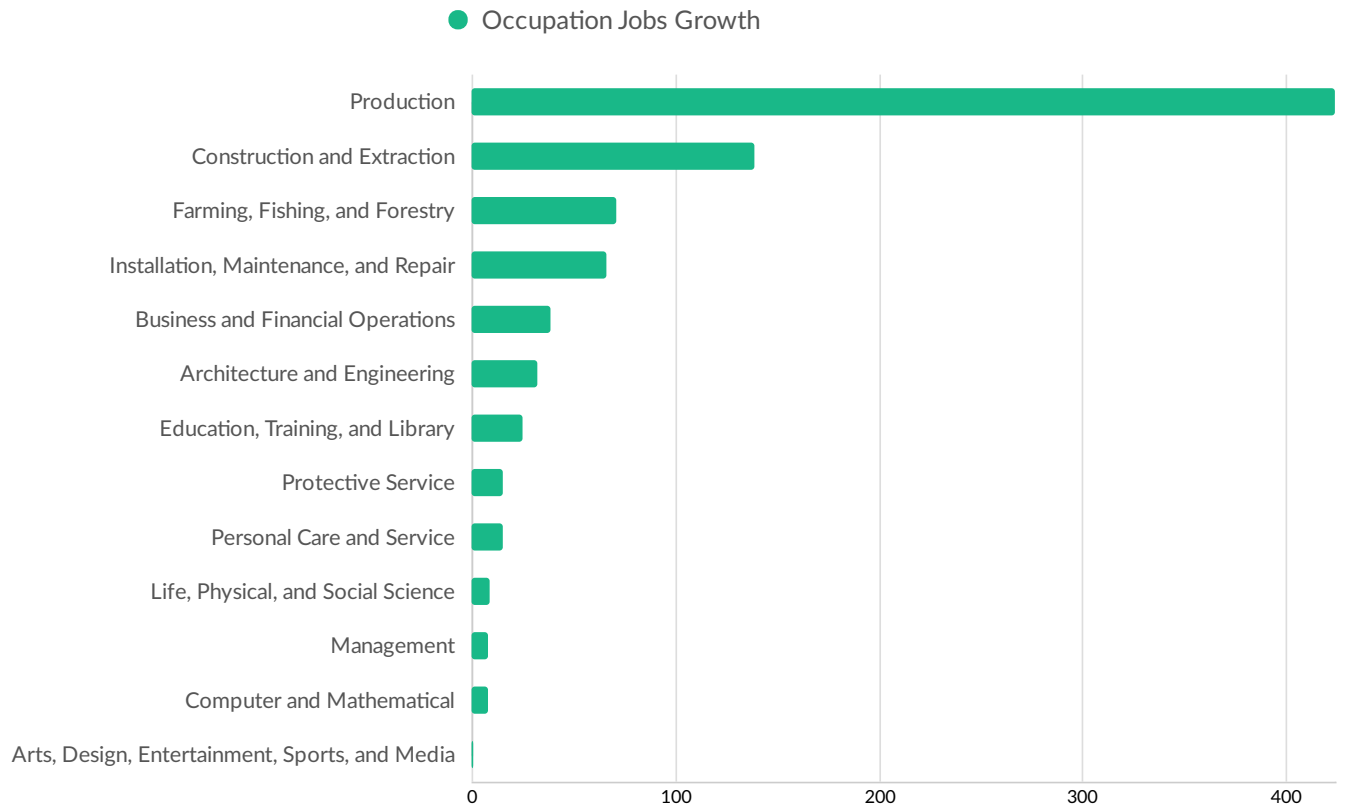
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

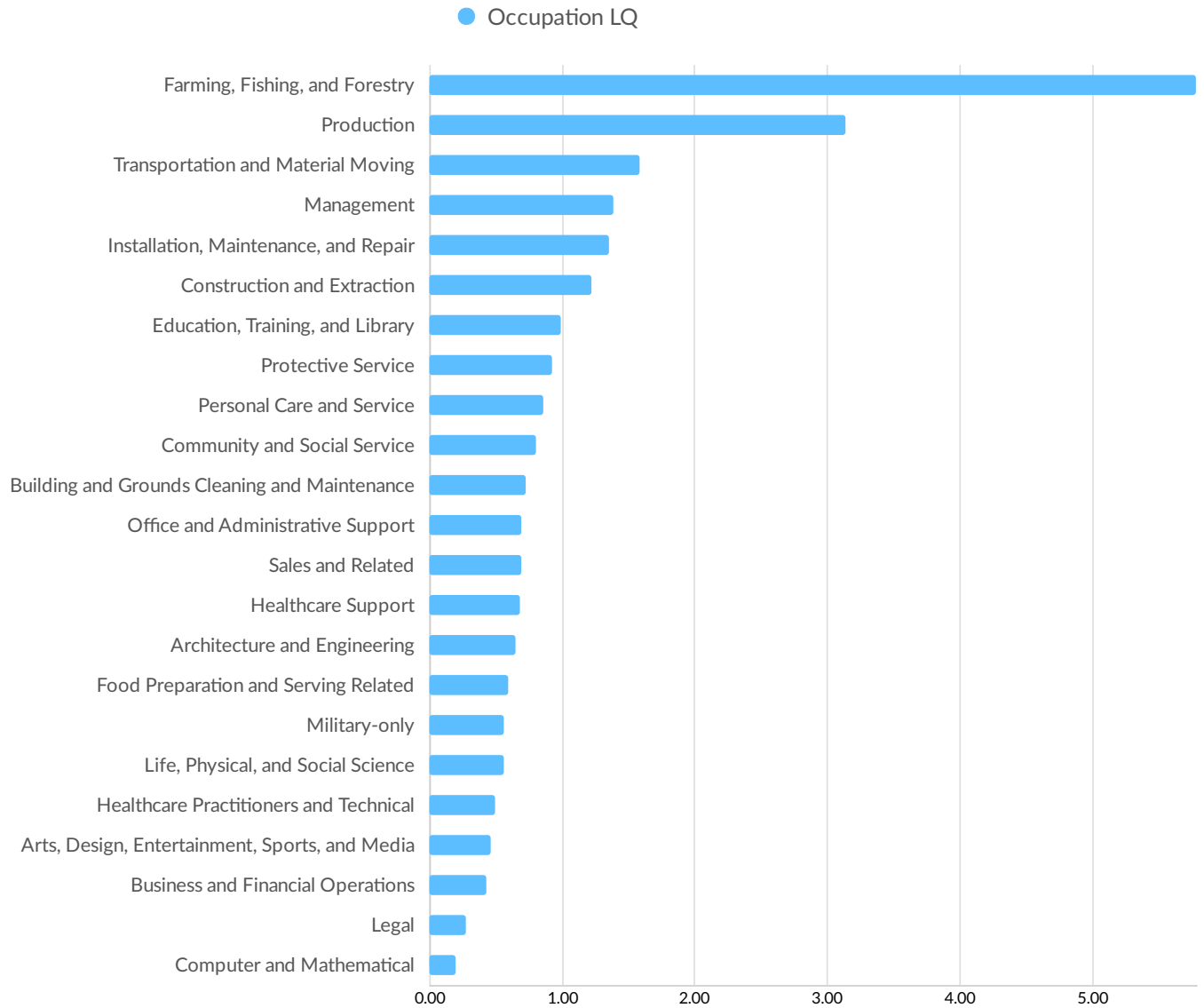
Largest Occupations



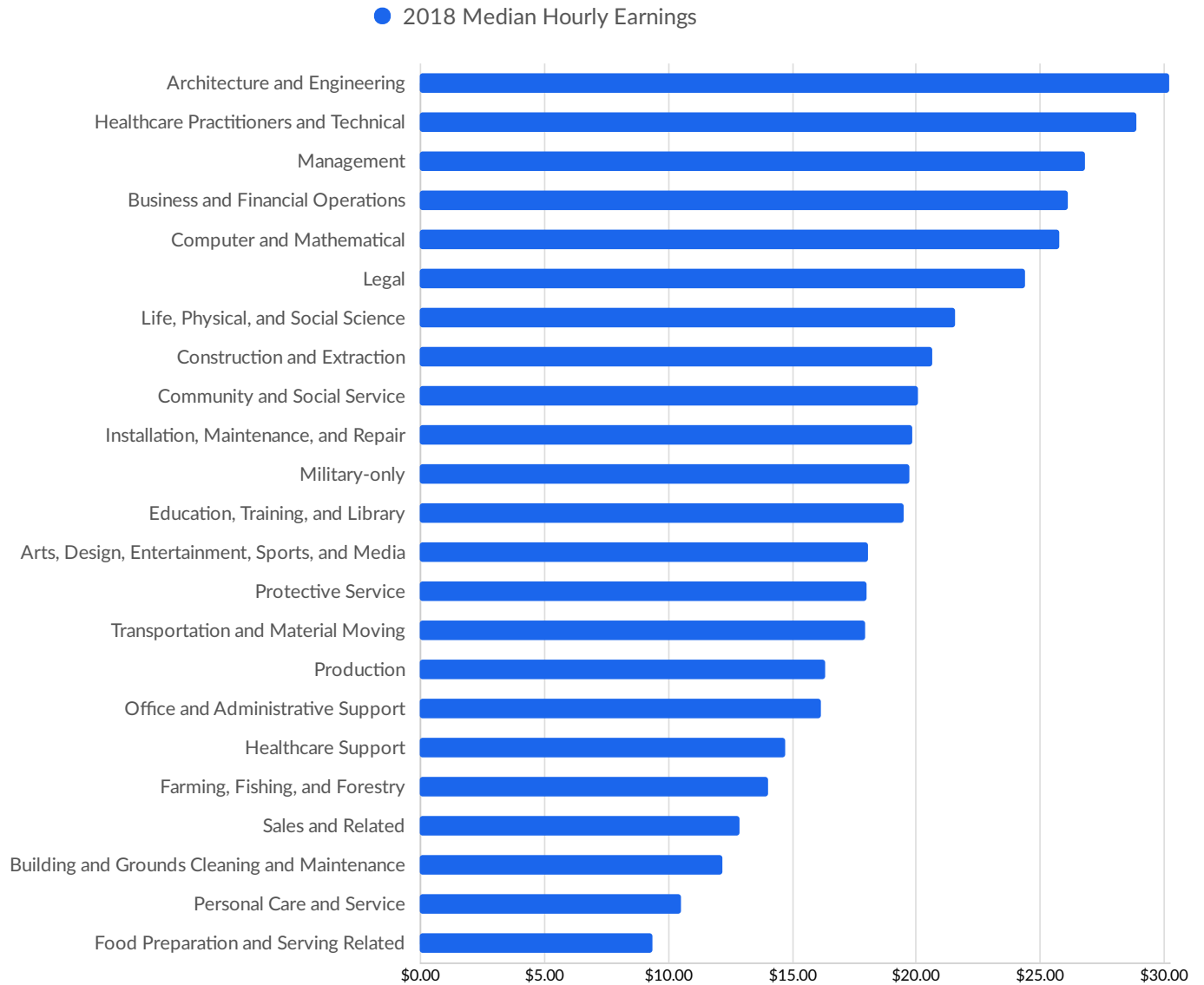
Top Growing Occupations



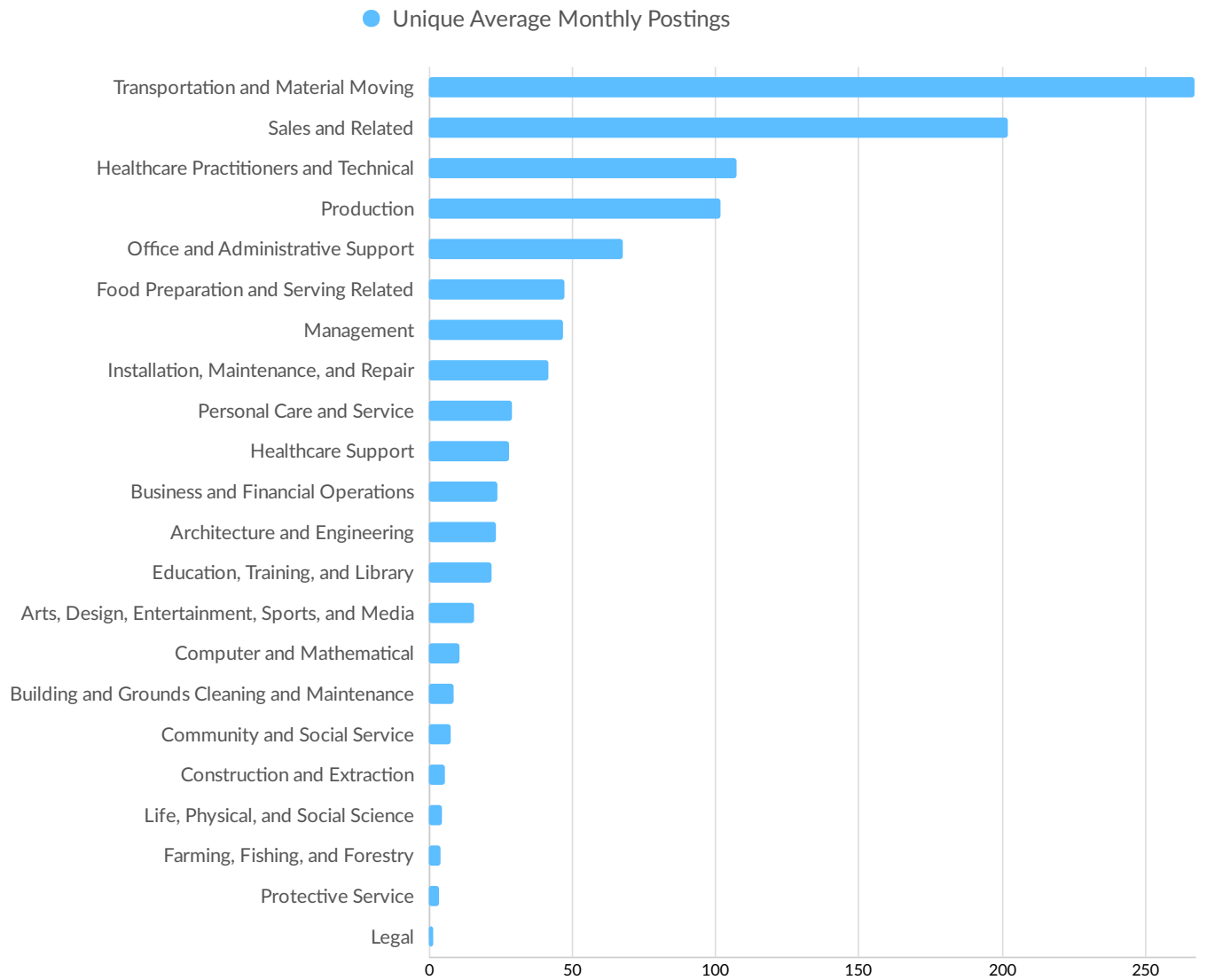
Top Occupation LQ



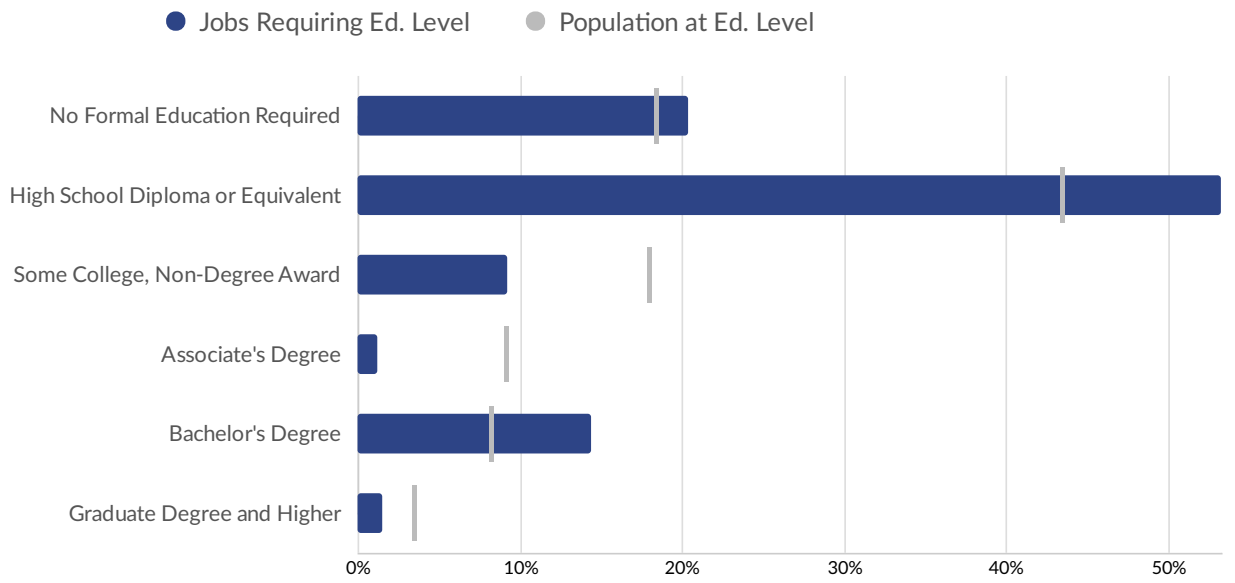
Top Occupation Earnings



Top Posted Occupations



Underemployment



Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jul 2019 - Jun 2020 Unique Average Monthly Postings
Production	1,986	2,410	424	+21%	3.14	\$16.34	102
Transportation and Material Moving	1,467	1,449	-18	-1%	1.59	\$17.94	267
Office and Administrative Support	1,369	1,318	-51	-4%	0.70	\$16.18	68
Management	1,042	1,050	8	+1%	1.39	\$26.83	47
Sales and Related	926	901	-25	-3%	0.69	\$12.90	202
Construction and Extraction	620	759	139	+22%	1.22	\$20.64	6
Education, Training, and Library	714	739	25	+4%	0.99	\$19.53	22
Installation, Maintenance, and Repair	631	697	66	+10%	1.35	\$19.84	42
Food Preparation and Serving Related	672	653	-19	-3%	0.59	\$9.37	48
Farming, Fishing, and Forestry	499	570	71	+14%	5.79	\$14.07	4
Personal Care and Service	488	503	15	+3%	0.86	\$10.55	29
Healthcare Practitioners and Technical	404	362	-42	-10%	0.49	\$28.88	108
Building and Grounds Cleaning and Maintenance	374	347	-27	-7%	0.73	\$12.21	9
Business and Financial Operations	265	304	39	+15%	0.43	\$26.16	24
Protective Service	258	273	15	+6%	0.93	\$18.05	3
Healthcare Support	309	242	-67	-22%	0.68	\$14.73	28
Community and Social Service	182	179	-3	-2%	0.80	\$20.09	7
Architecture and Engineering	112	144	32	+29%	0.65	\$30.22	24

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jul 2019 - Jun 2020 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	110	111	1	+1%	0.46	\$18.06	16
Computer and Mathematical	67	75	8	+12%	0.19	\$25.81	11
Life, Physical, and Social Science	51	60	9	+18%	0.56	\$21.61	5
Military-only	48	43	-5	-10%	0.57	\$19.76	1
Legal	30	30	0	0%	0.27	\$24.43	2

Educational Pipeline

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

In-Demand Skills

