



Dunn County

West Central Wisconsin Regional Planning Commission



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Report Parameters

1 County

55033 Dunn 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

45,311

Population (2019)

Population grew by 1,240 over the last 5 years and is projected to grow by 988 over the next 5 years.

19,902

Total Regional Employment

Jobs grew by 945 over the last 5 years and are projected to grow by 1,016 over the next 5 years.

\$56.3K

Median Household Income (2018)

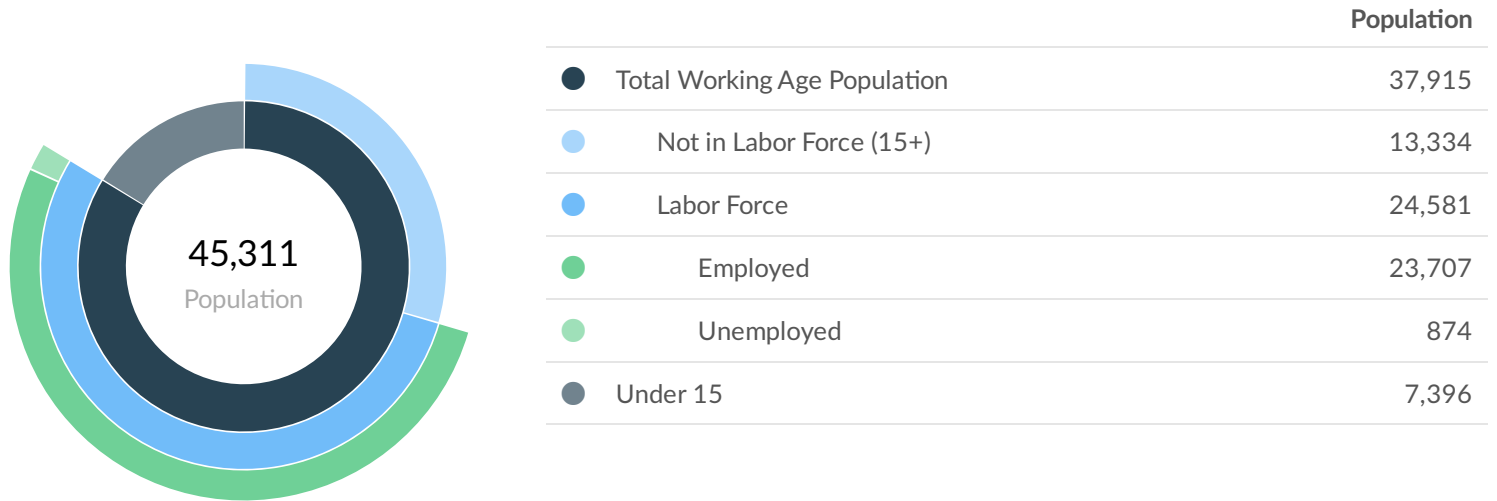
Median household income is \$4.0K below the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population increased by 2.8% since 2014, growing by 1,240. Population is expected to increase by 2.2% between 2019 and 2024, adding 988.
- From 2014 to 2019, jobs increased by 5.0% in Dunn County from 18,957 to 19,902. This change fell short of the national growth rate of 7.6% by 2.6%. As the number of jobs increased, the labor force participation rate increased from 63.4% to 64.8% between 2014 and 2019.
- Concerning educational attainment, 17.6% of Dunn County residents possess a Bachelor's Degree (1.2% below the national average), and 11.1% hold an Associate's Degree (3.1% above the national average).
- The top three industries in 2019 are Warehousing and Storage, Education and Hospitals (State Government), and Local Government, Excluding Education and Hospitals.

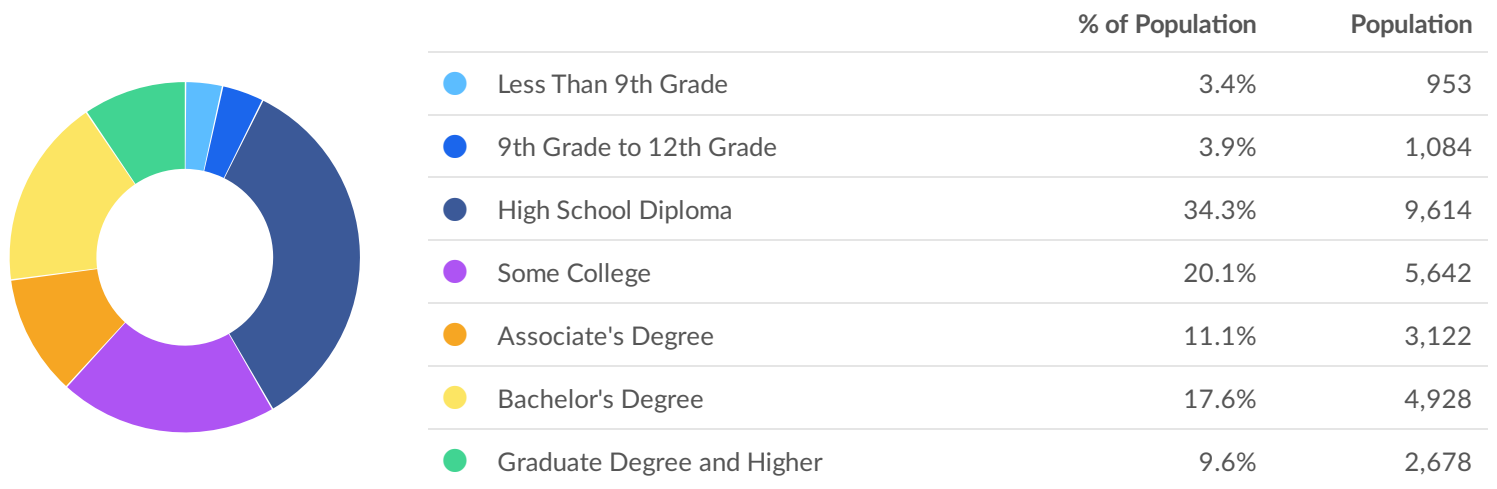
| | Population (2019) | Labor Force (2019) | Jobs (2019) | Cost of Living | GRP | Imports | Exports |
|------------------------|-------------------|--------------------|-------------|----------------|----------|----------|----------|
| Region | 45,311 | 24,581 | 19,902 | 95.6 | \$1.83B | \$2.89B | \$2.41B |
| 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 |
| 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 |
| Dunn County, WI | 45,311 | 24,581 | 19,902 | 95.6 | \$1.83B | \$2.89B | \$2.41B |

2019 Labor Force Breakdown



Educational Attainment

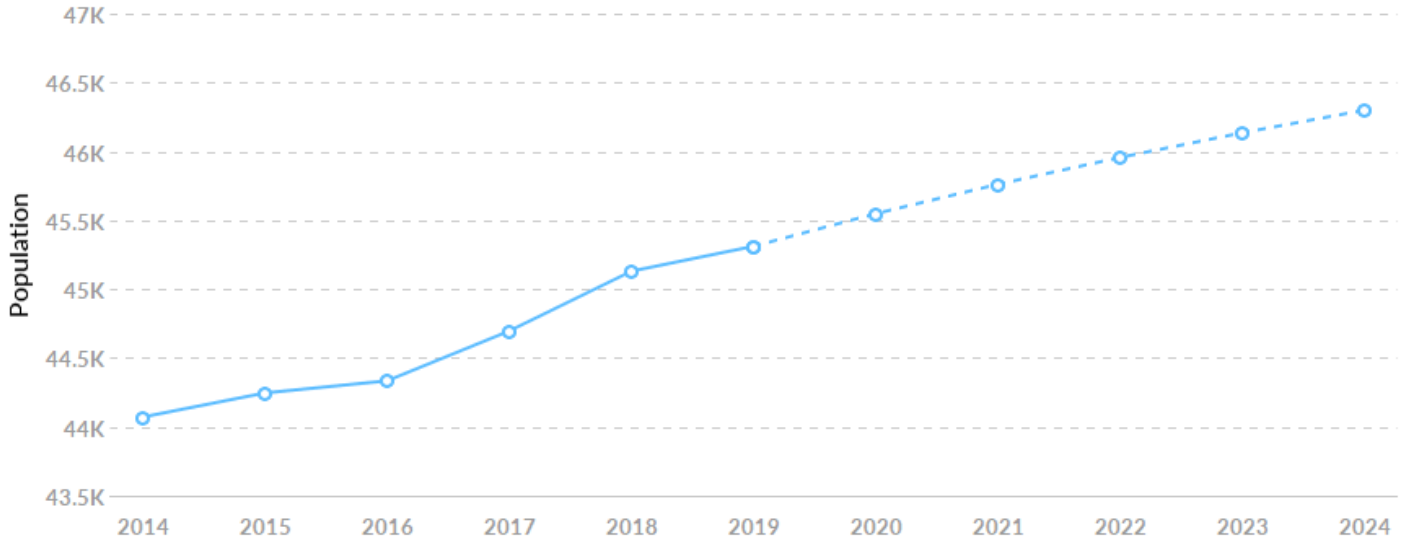
Concerning educational attainment, **17.6% of Dunn County residents possess a Bachelor's Degree** (1.2% below the national average), and **11.1% hold an Associate's Degree** (3.1% above the national average).



Historic & Projected Trends

Population Trends

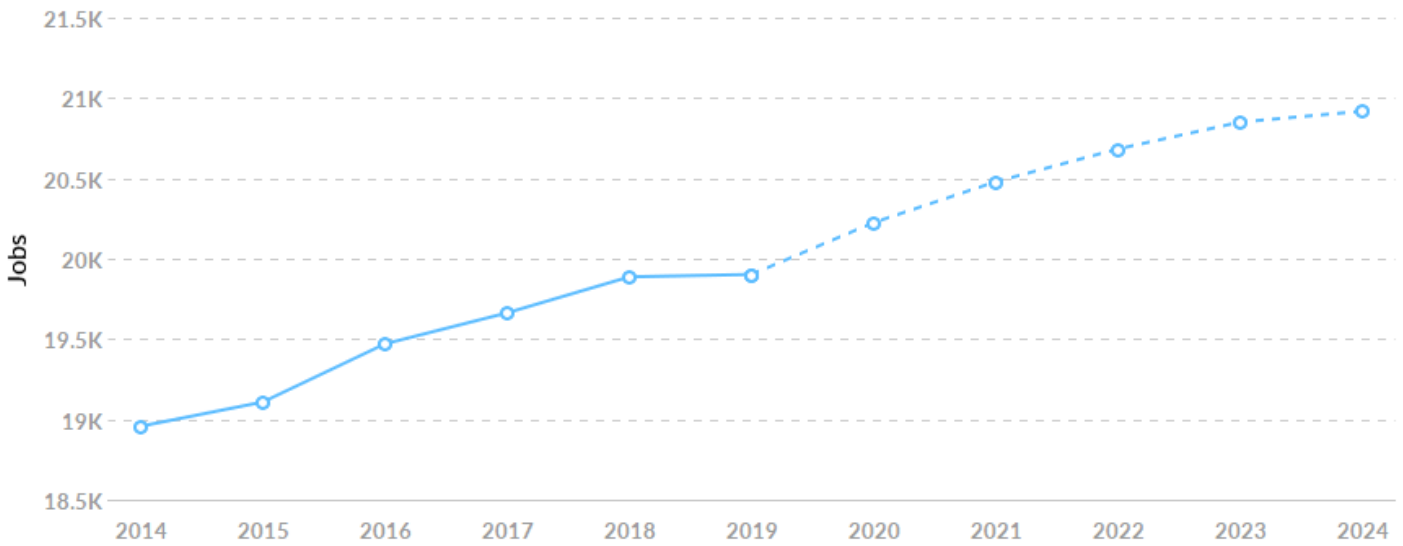
As of 2019 the region's population **increased by 2.8%** since 2014, growing by 1,240. Population is expected to **increase by 2.2%** between 2019 and 2024, adding 988.



| Timeframe | Population |
|-----------|------------|
| 2014 | 44,071 |
| 2015 | 44,246 |
| 2016 | 44,334 |
| 2017 | 44,696 |
| 2018 | 45,130 |
| 2019 | 45,311 |
| 2020 | 45,548 |
| 2021 | 45,761 |
| 2022 | 45,956 |
| 2023 | 46,135 |
| 2024 | 46,299 |

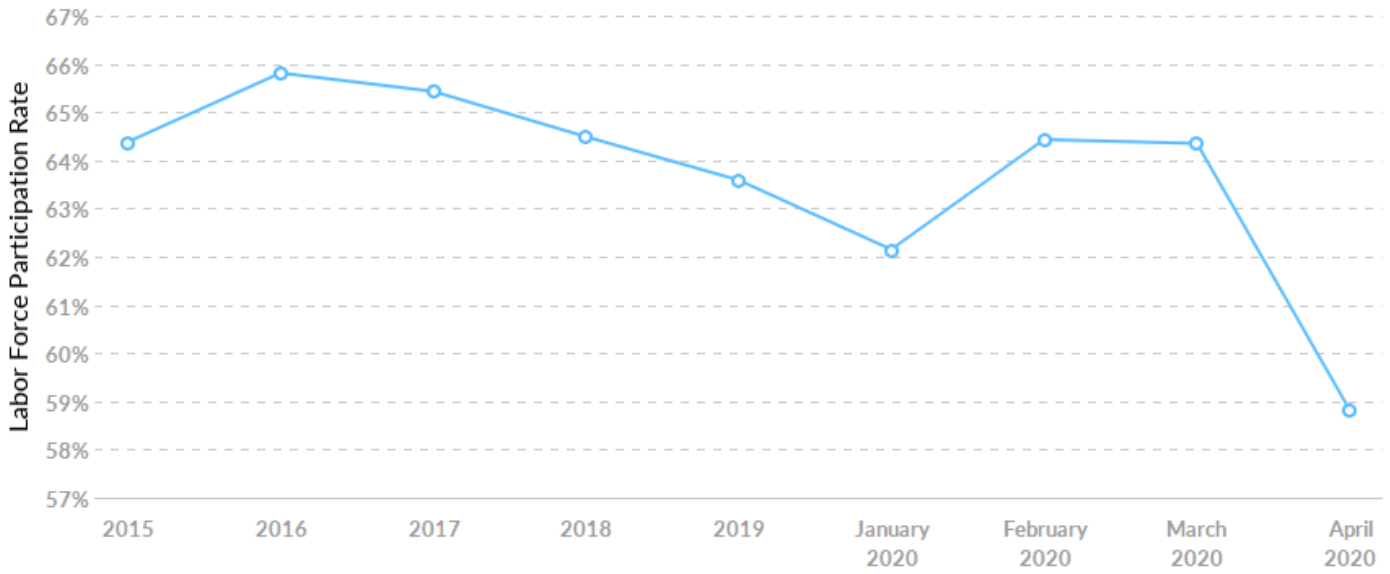
Job Trends

From 2014 to 2019, jobs increased by 5.0% in Dunn County from 18,957 to 19,902. This change fell short of the national growth rate of 7.6% by 2.6%.



| Timeframe | Jobs |
|-----------|--------|
| 2014 | 18,957 |
| 2015 | 19,108 |
| 2016 | 19,470 |
| 2017 | 19,663 |
| 2018 | 19,887 |
| 2019 | 19,902 |
| 2020 | 20,225 |
| 2021 | 20,479 |
| 2022 | 20,683 |
| 2023 | 20,850 |
| 2024 | 20,918 |

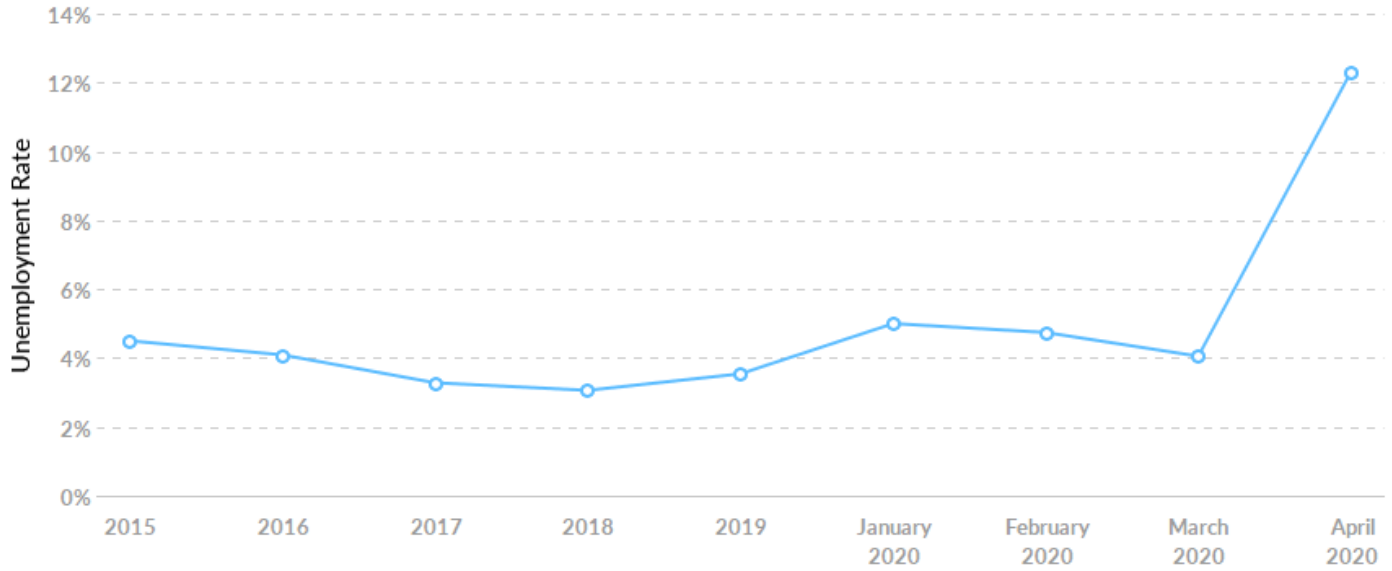
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|---------------|--------------------------------|
| 2015 | 64.38% |
| 2016 | 65.81% |
| 2017 | 65.43% |
| 2018 | 64.49% |
| 2019 | 63.59% |
| January 2020 | 62.15% |
| February 2020 | 64.43% |
| March 2020 | 64.35% |
| April 2020 | 58.82% |

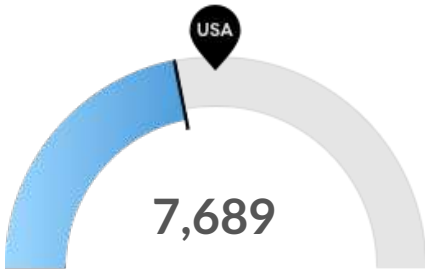
Unemployment Rate Trends

Dunn County had an April 2020 unemployment rate of 12.31%, **increasing from 4.50%** 5 years before.



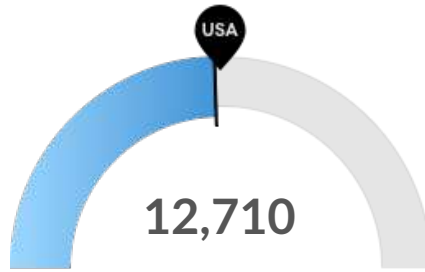
| Timeframe | Unemployment Rate |
|---------------|-------------------|
| 2015 | 4.50% |
| 2016 | 4.09% |
| 2017 | 3.28% |
| 2018 | 3.06% |
| 2019 | 3.54% |
| January 2020 | 5.00% |
| February 2020 | 4.74% |
| March 2020 | 4.05% |
| April 2020 | 12.31% |

Population Characteristics



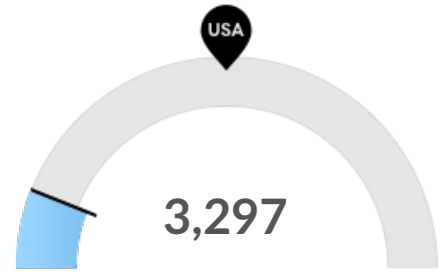
Millennials

Dunn County has 7,689 millennials (ages 25-39). The national average for an area this size is 9,278.



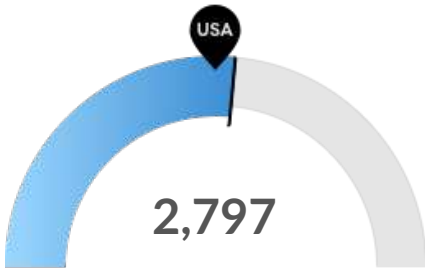
Retiring Soon

Retirement risk is about average in Dunn County. The national average for an area this size is 13,063 people 55 or older, while there are 12,710 here.



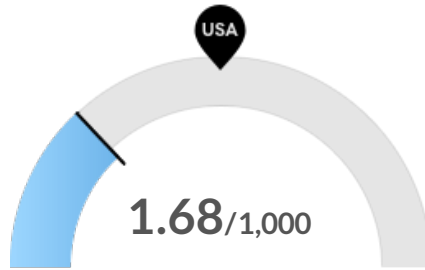
Racial Diversity

Racial diversity is low in Dunn County. The national average for an area this size is 17,880 racially diverse people, while there are 3,297 here.



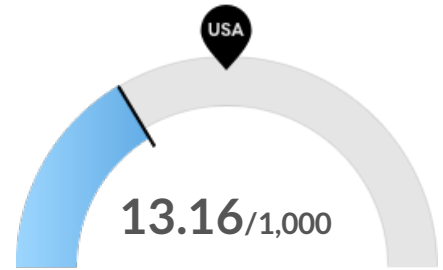
Veterans

Dunn County has 2,797 veterans. The national average for an area this size is 2,567.



Violent Crime

Dunn County has 1.68 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

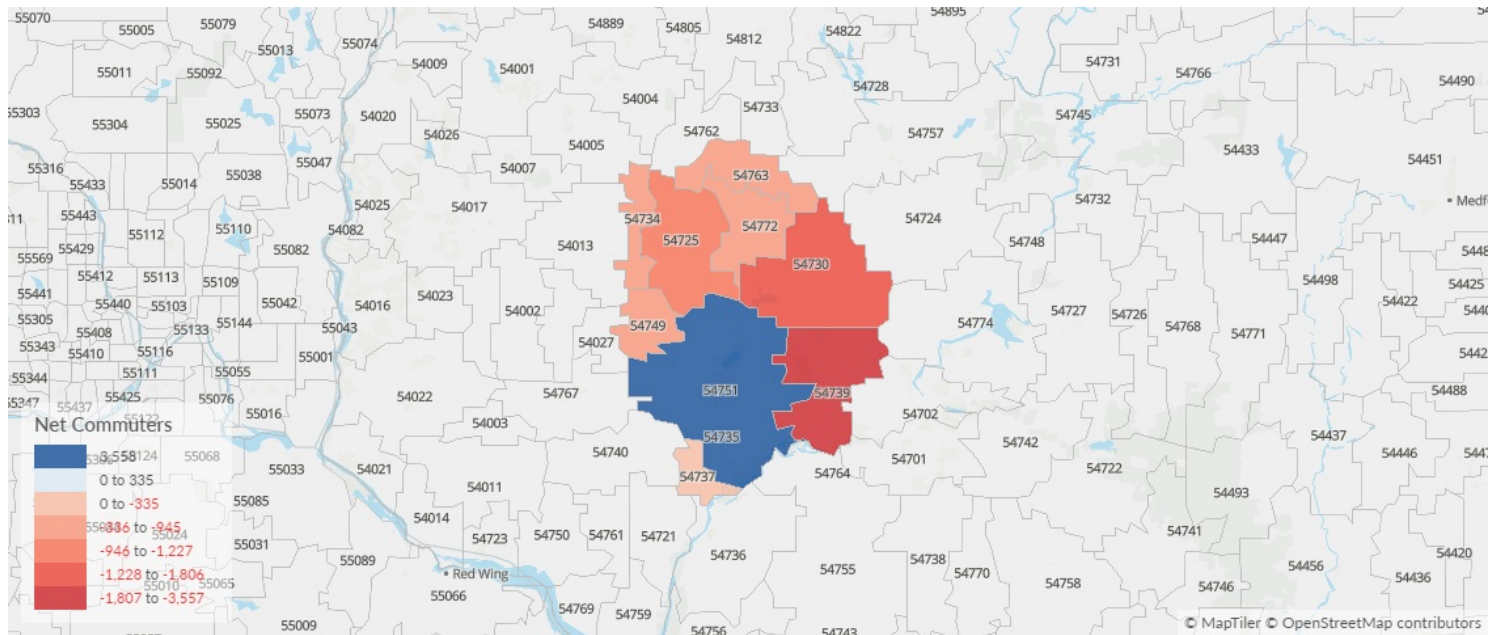


Property Crime

Dunn County has 13.16 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 Dunn County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

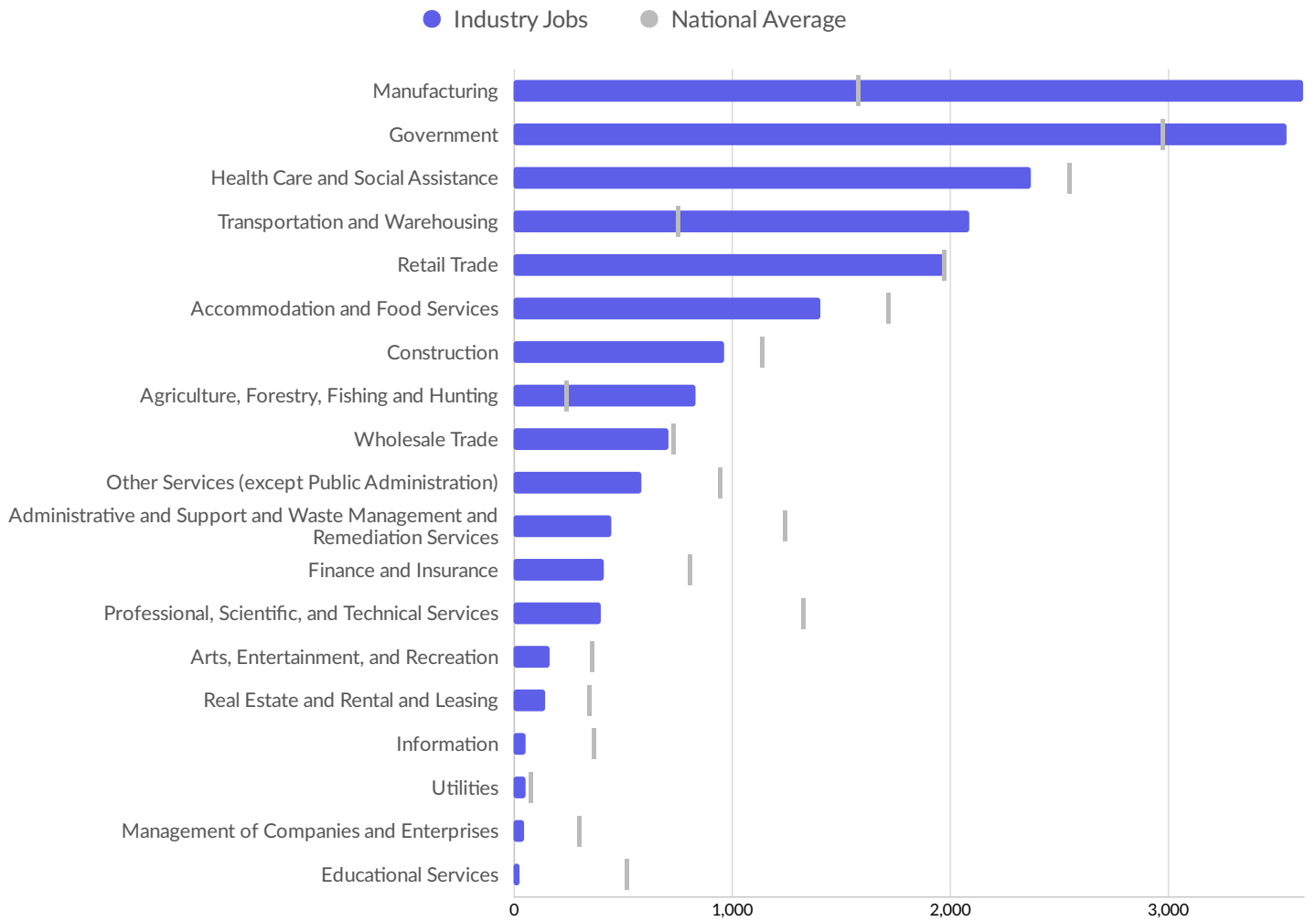
| ZIP | Name | 2019 Employment |
|-------|----------------------------|-----------------|
| 54751 | Menomonie, WI (in Dun... | 15,721 |
| 54730 | Colfax, WI (in Dunn cou... | 1,898 |
| 54739 | Elk Mound, WI (in Dunn... | 836 |
| 54725 | Boyceville, WI (in Dunn... | 651 |
| 54749 | Knapp, WI (in Dunn cou... | 230 |

Where Talent Lives

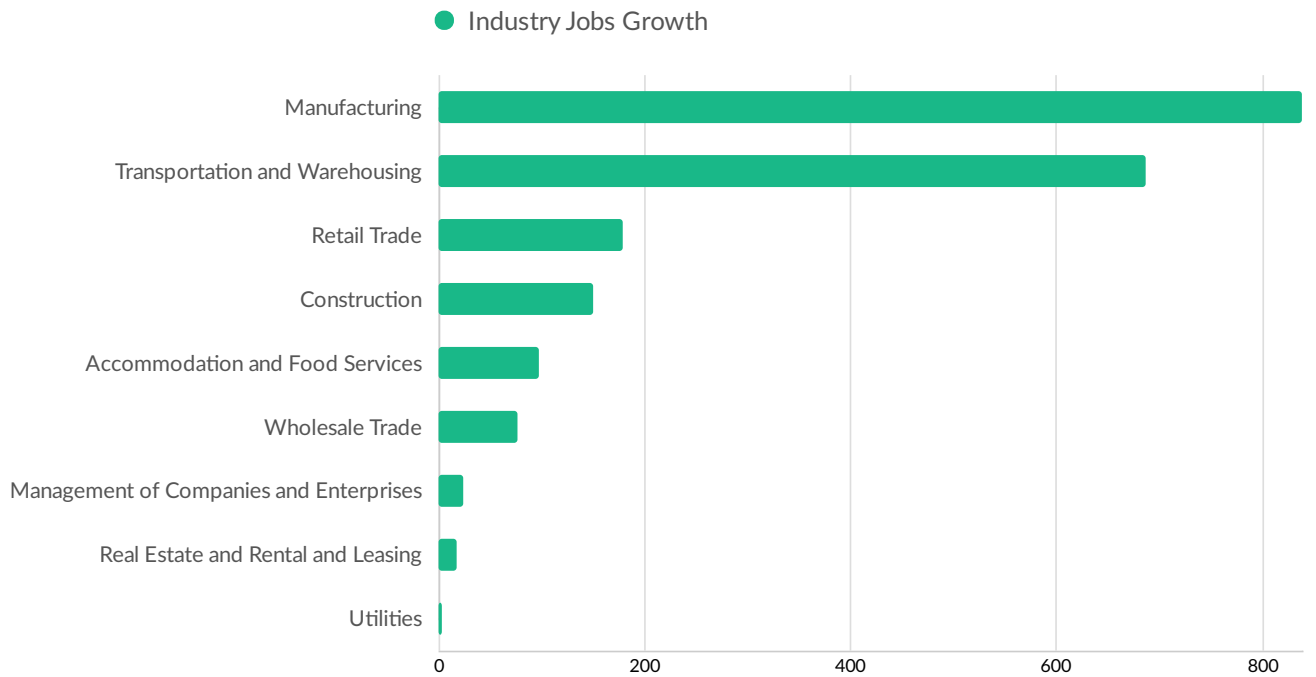
| ZIP | Name | 2019 Workers |
|-------|----------------------------|--------------|
| 54751 | Menomonie, WI (in Dun... | 12,163 |
| 54730 | Colfax, WI (in Dunn cou... | 3,126 |
| 54739 | Elk Mound, WI (in Dunn... | 2,643 |
| 54725 | Boyceville, WI (in Dunn... | 1,597 |
| 54749 | Knapp, WI (in Dunn cou... | 686 |

Industry Characteristics

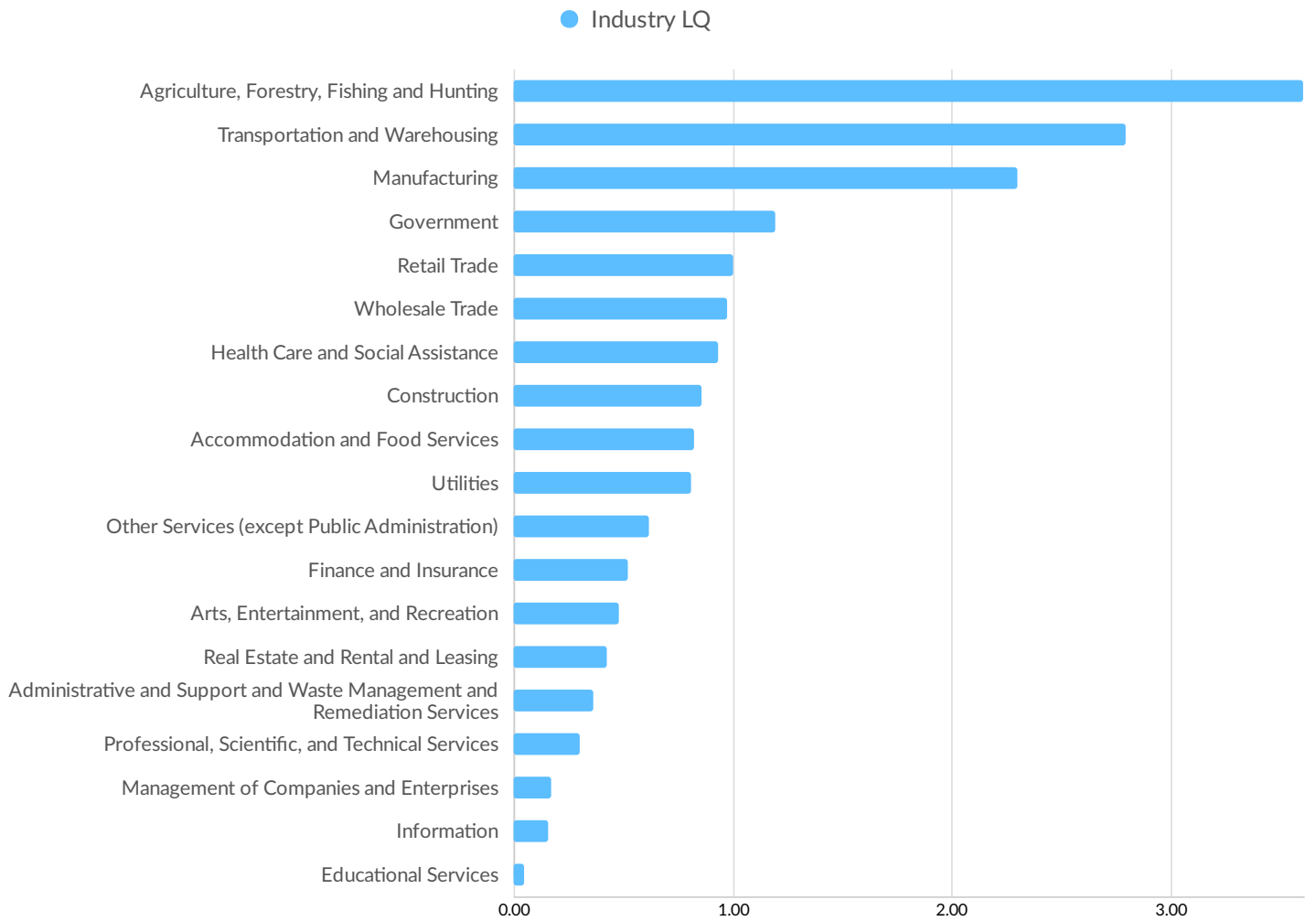
Largest Industries



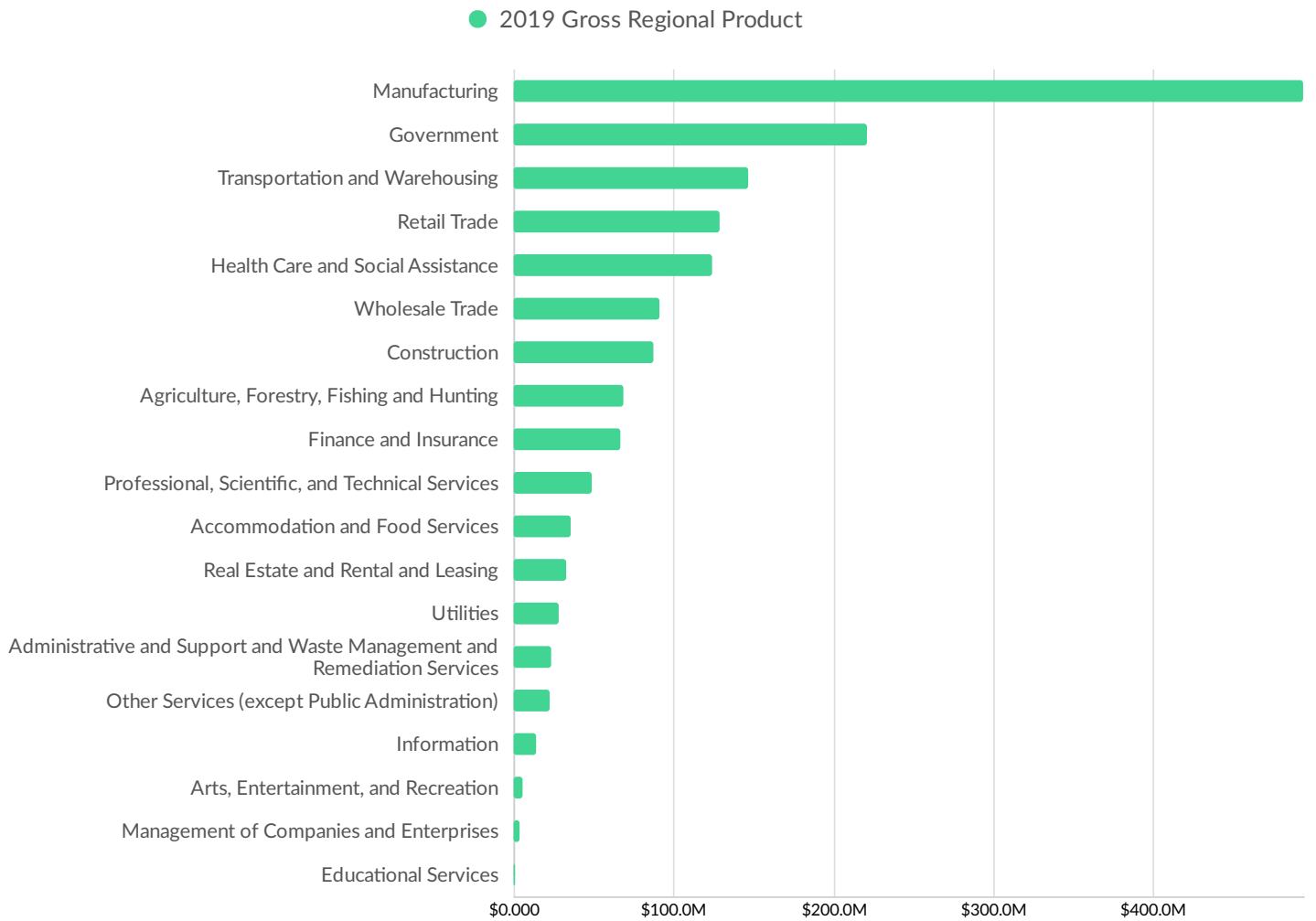
Top Growing Industries



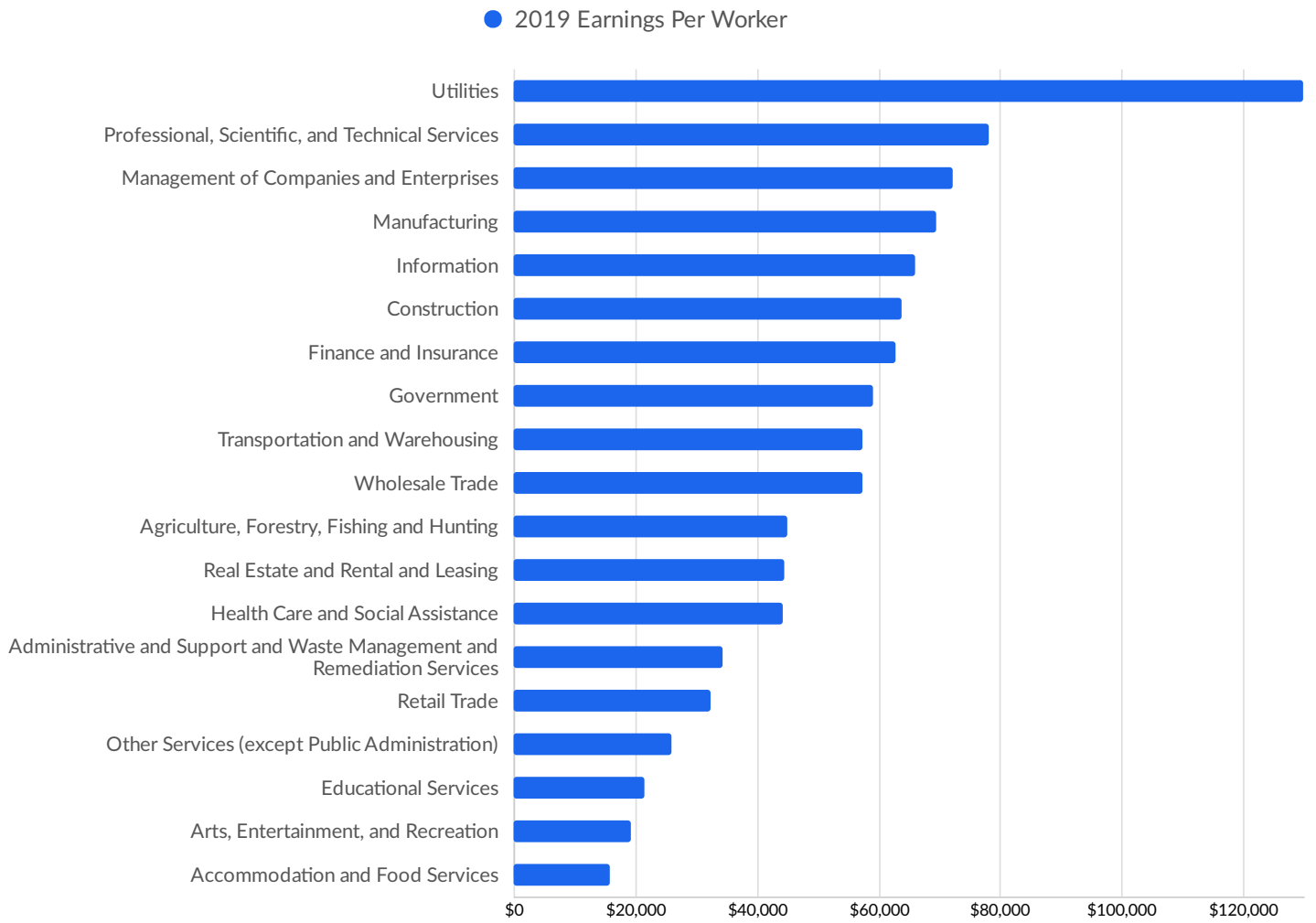
Top Industry LQ



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 | 2,785 | 3,624 | 839 | +30% | 2.31 | \$69,572 | \$493.71M |
| Government | 3,738 | 3,549 | -189 | -5% | 1.20 | \$59,143 | \$221.10M |
| Health Care and Social Assistance | 2,653 | 2,377 | -276 | -10% | 0.94 | \$44,185 | \$124.47M |
| Transportation and Warehousing | 1,407 | 2,094 | 687 | +49% | 2.80 | \$57,453 | \$146.36M |
| Retail Trade | 1,797 | 1,976 | 179 | +10% | 1.01 | \$32,377 | \$128.77M |
| Accommodation and Food Services | 1,312 | 1,409 | 97 | +7% | 0.82 | \$15,848 | \$35.98M |
| Construction | 819 | 970 | 151 | +18% | 0.86 | \$63,770 | \$87.00M |
| Agriculture, Forestry, Fishing and Hunting | 844 | 835 | -9 | -1% | 3.61 | \$44,978 | \$68.77M |
| Wholesale Trade | 633 | 710 | 77 | +12% | 0.98 | \$57,275 | \$91.16M |
| Other Services (except Public Administration) | 613 | 584 | -29 | -5% | 0.62 | \$25,890 | \$22.40M |
| Administrative and Support and Waste Management and Remediation Services | 781 | 452 | -329 | -42% | 0.37 | \$34,267 | \$23.33M |
| Finance and Insurance | 450 | 415 | -35 | -8% | 0.52 | \$62,928 | \$67.23M |
| Professional, Scientific, and Technical Services | 589 | 400 | -189 | -32% | 0.30 | \$78,081 | \$48.59M |
| Arts, Entertainment, and Recreation | 188 | 167 | -21 | -11% | 0.48 | \$19,198 | \$5.55M |
| Real Estate and Rental and Leasing | 128 | 145 | 17 | +13% | 0.43 | \$44,514 | \$33.07M |
| Information | 68 | 57 | -11 | -16% | 0.16 | \$65,946 | \$13.91M |
| Utilities | 52 | 55 | 3 | +6% | 0.81 | \$129,862 | \$28.63M |
| Management of Companies and Enterprises | 26 | 50 | 24 | +92% | 0.17 | \$72,261 | \$4.09M |
| Educational Services | 35 | 25 | -10 | -29% | 0.05 | \$21,432 | \$1.02M |

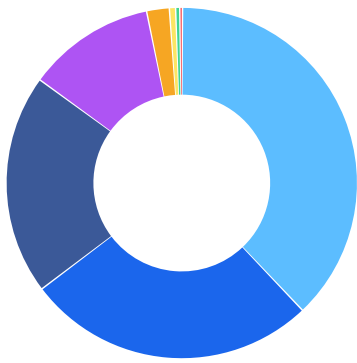
Business Characteristics

4,409 Companies Employ Your Workers

Online profiles for your workers mention 4,409 companies as employers, with the top 10 appearing below. In the last 12 months, 1,034 companies in Dunn County posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|-----------------------------------|---|-----------------------------------|---|
| University of Wisconsin-Stout | 630  | Wal-Mart, Inc. | 359  |
| Mayo Clinic | 207  | CRST International, Inc. | 291  |
| Phillips Plastics Corporation | 161  | Platinum Supplemental Insuranc... | 257  |
| 3M Company | 154  | HealthCare Employment Netwo... | 253  |
| Wal-Mart, Inc. | 132  | Ashley Furniture Industries, Inc. | 197  |
| Menard, Inc. | 91  | University of Wisconsin-Stout | 124  |
| School District of The Menomon... | 83  | Telereach Inc | 107  |
| Andersen Corporation | 72  | HomeAdvisor, Inc. | 96  |
| Dunn County | 67  | Roehl Transport, Inc. | 94  |
| University of Wisconsin-Madison | 58  | Eatstreet | 89  |

Business Size

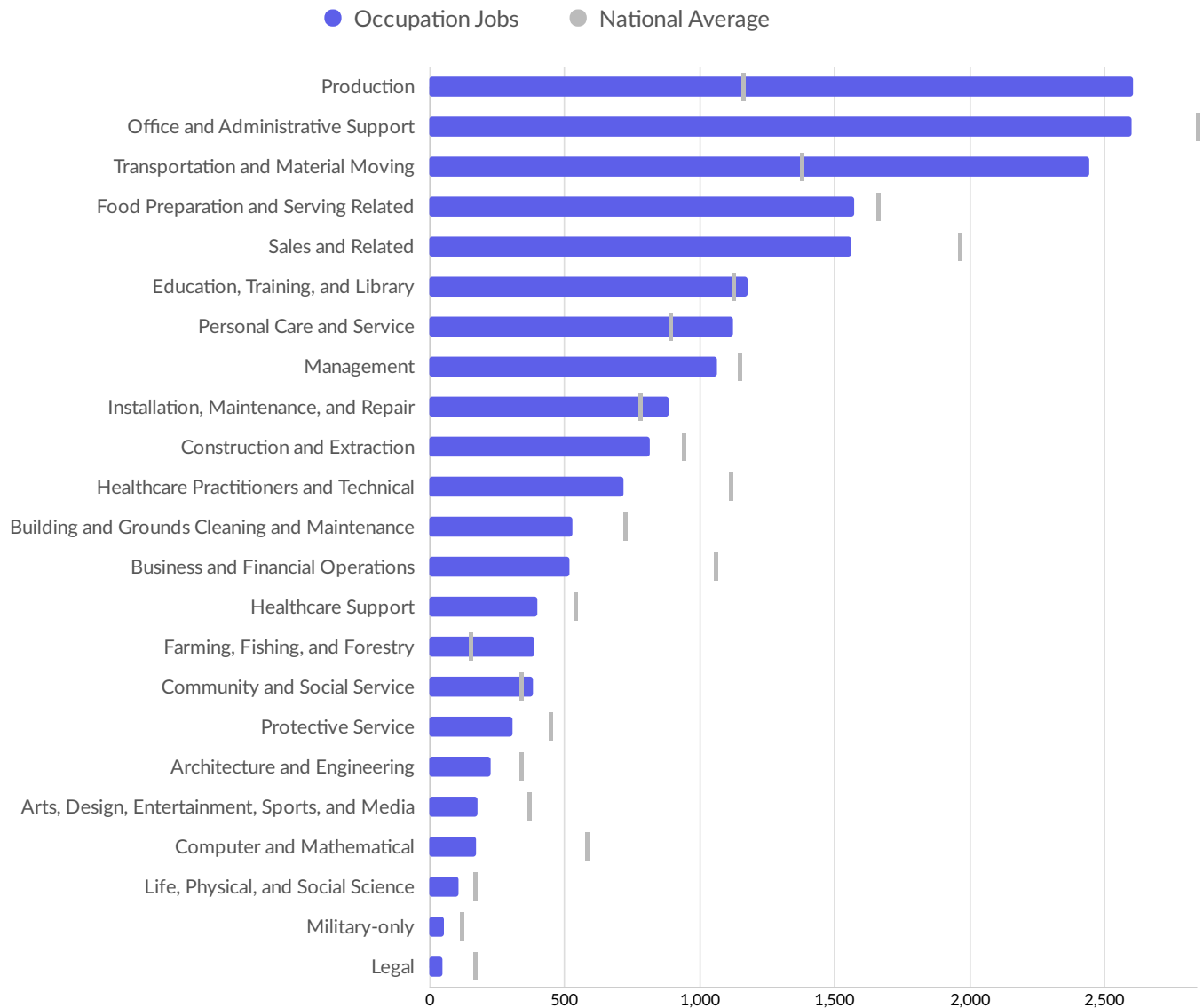


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 37.8% | 598 |
| 5 to 9 employees | 26.8% | 423 |
| 10 to 19 employees | 20.3% | 321 |
| 20 to 49 employees | 11.8% | 186 |
| 50 to 99 employees | 2.1% | 33 |
| 100 to 249 employees | 0.6% | 9 |
| 250 to 499 employees | 0.4% | 6 |
| 500+ employees | 0.3% | 4 |

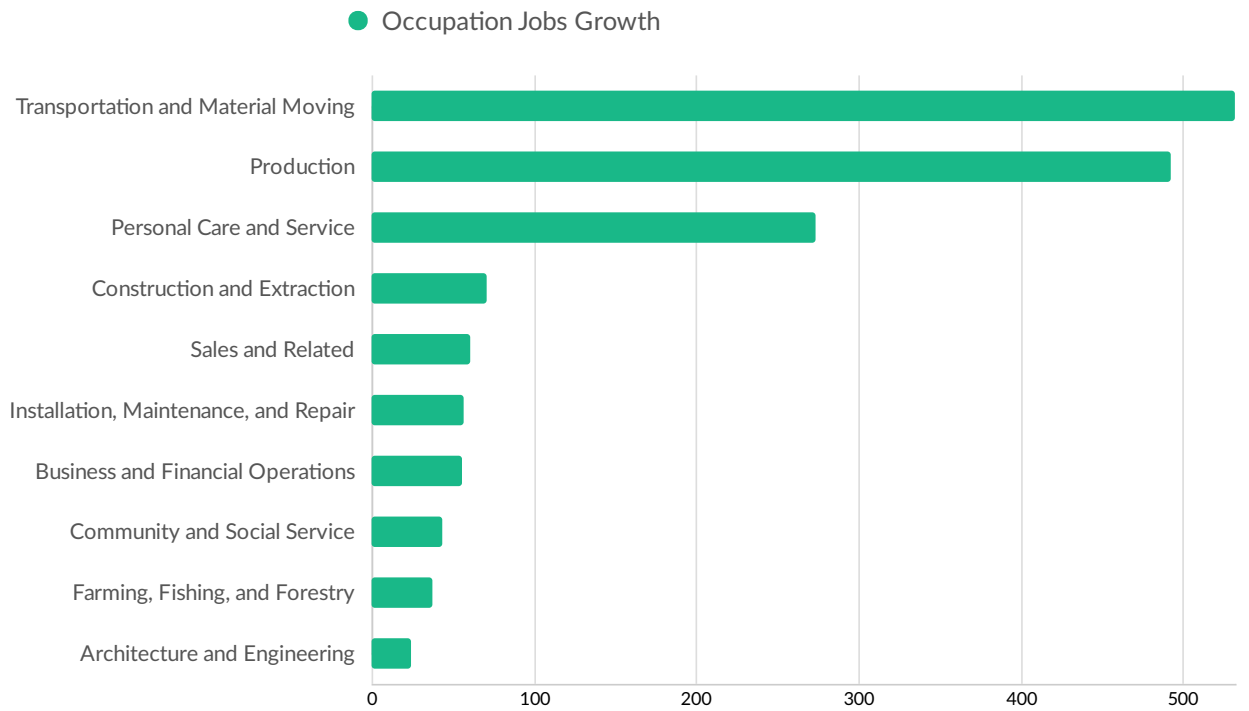
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

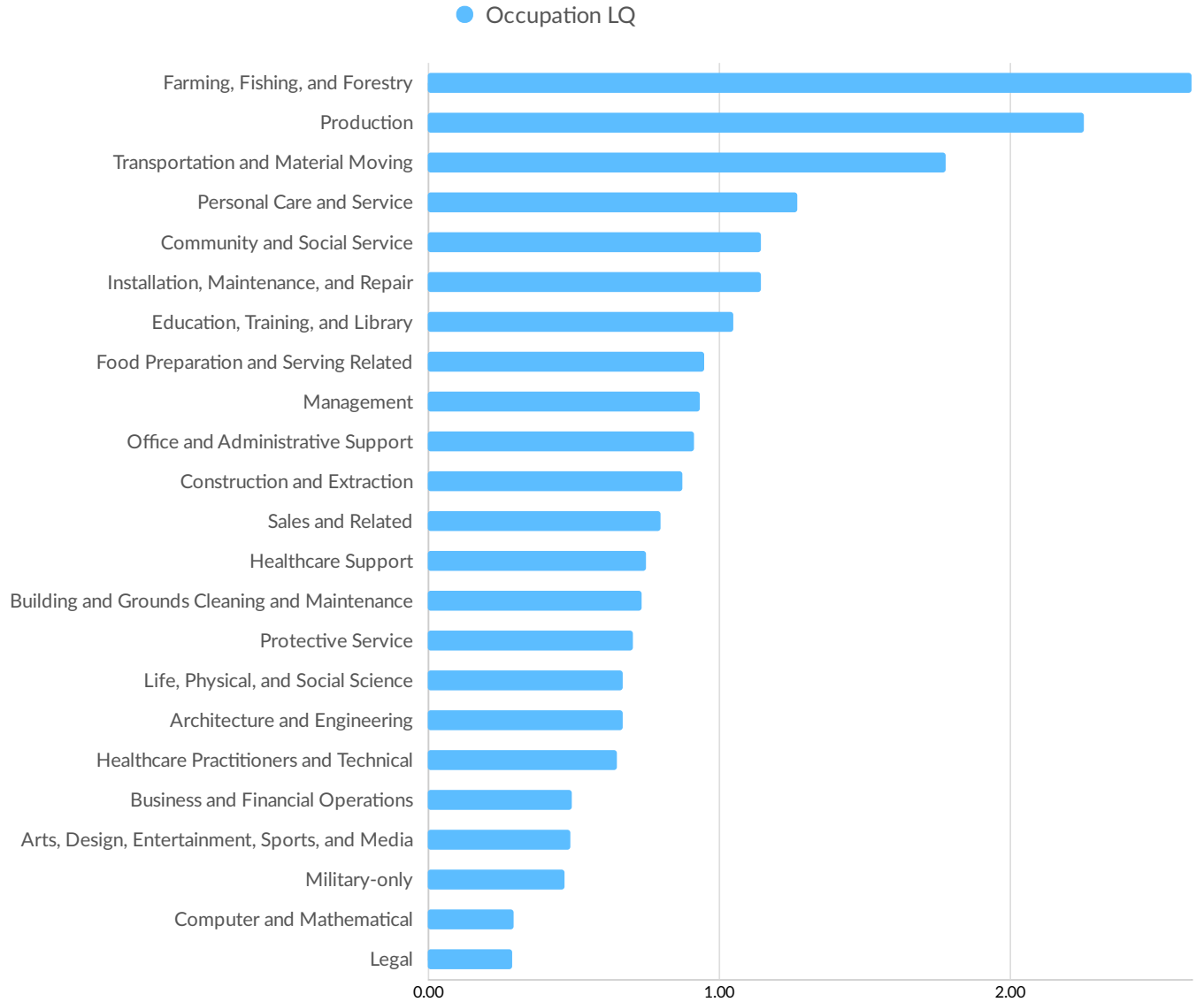
Largest Occupations



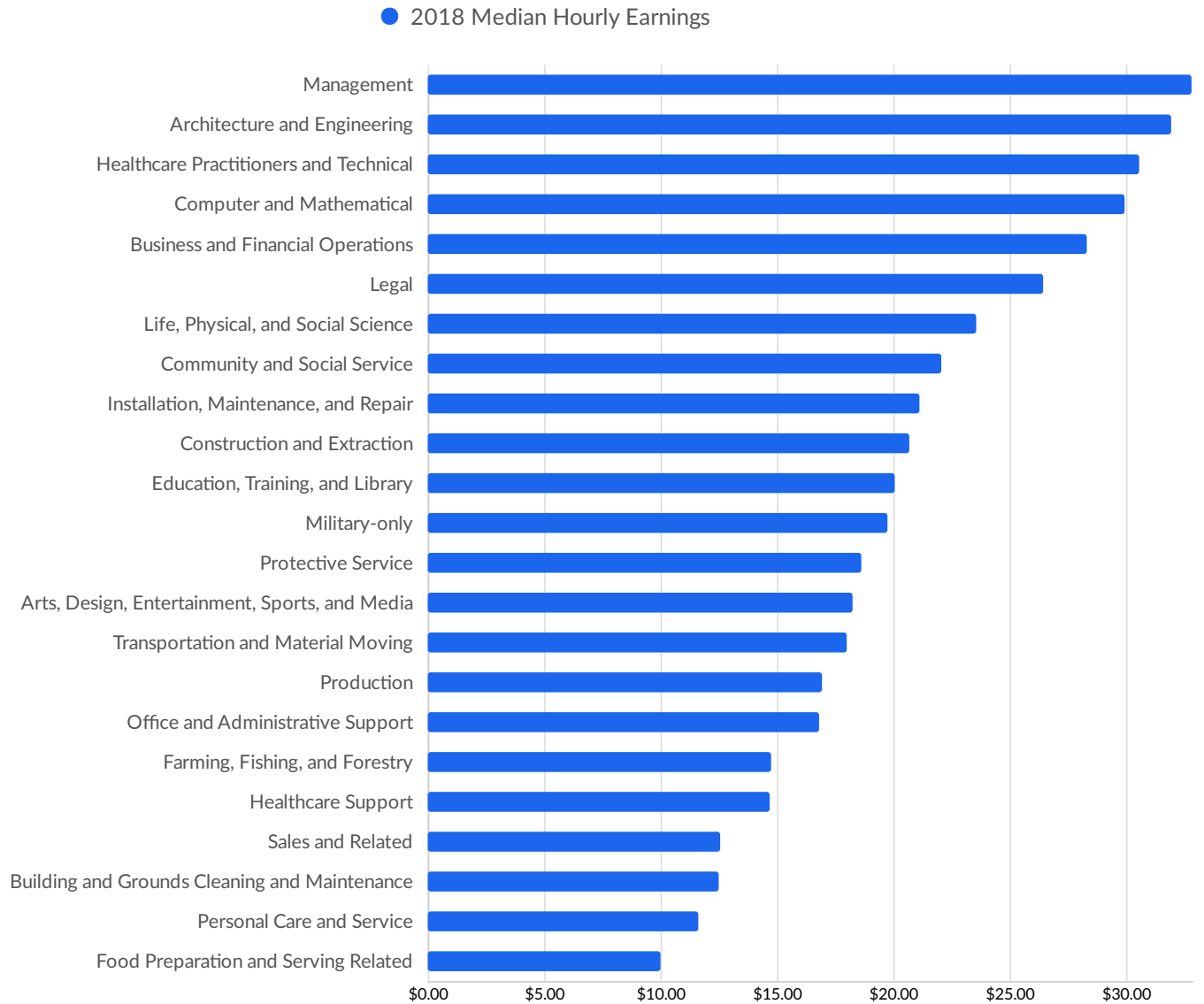
Top Growing Occupations



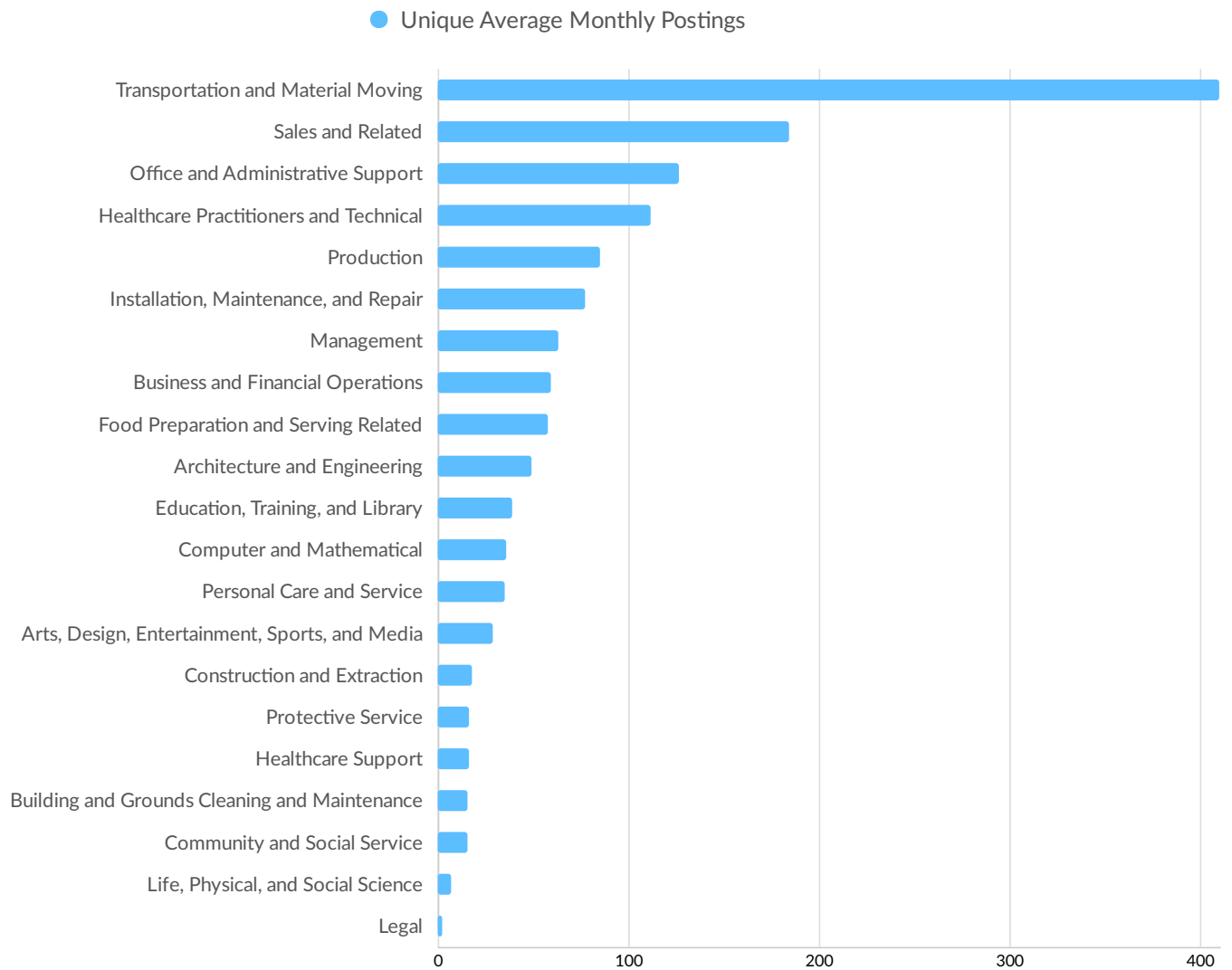
Top Occupation LQ



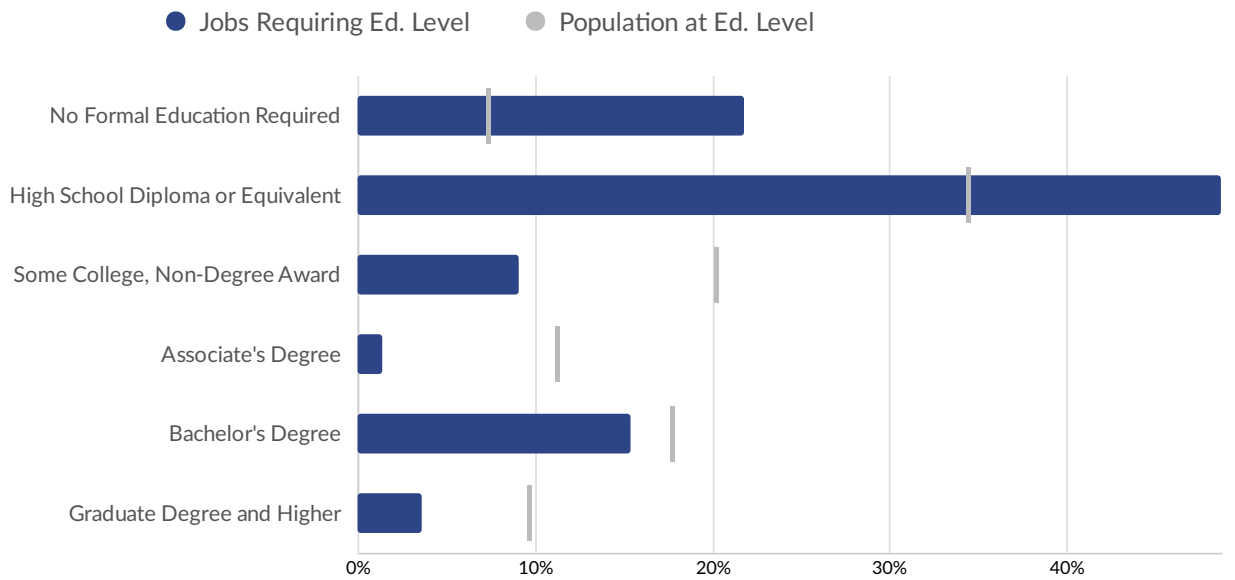
Top Occupation Earnings



Top Posted Occupations



Underemployment

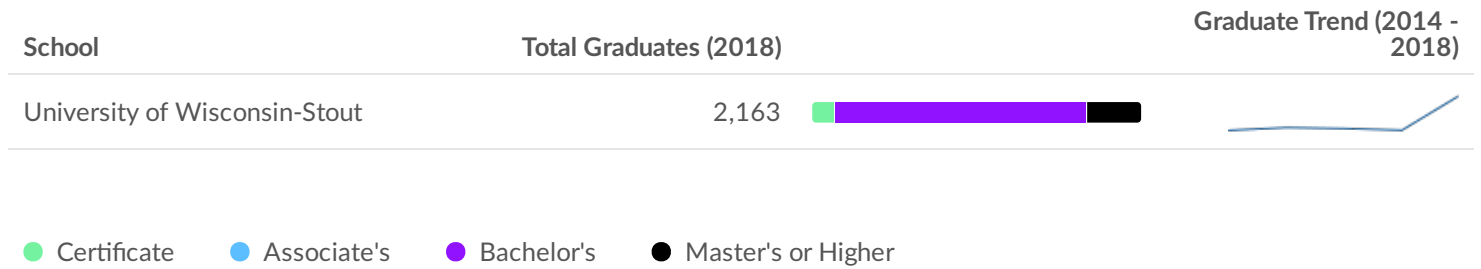


| Occupation | 2014 Jobs | 2019 Jobs | Change in Jobs | % Change in Jobs | 2019 LQ | 2018 Median Hourly Earnings | Jul 2019 - Jun 2020 Unique Average Monthly Postings |
|---|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Production | 2,116 | 2,608 | 492 | +23% | 2.25 | \$16.95 | 85 |
| Office and Administrative Support | 2,660 | 2,604 | -56 | -2% | 0.92 | \$16.80 | 127 |
| Transportation and Material Moving | 1,914 | 2,446 | 532 | +28% | 1.78 | \$17.99 | 410 |
| Food Preparation and Serving Related | 1,623 | 1,572 | -51 | -3% | 0.95 | \$9.99 | 58 |
| Sales and Related | 1,502 | 1,563 | 61 | +4% | 0.80 | \$12.58 | 184 |
| Education, Training, and Library | 1,215 | 1,177 | -38 | -3% | 1.05 | \$20.08 | 39 |
| Personal Care and Service | 849 | 1,123 | 274 | +32% | 1.27 | \$11.63 | 35 |
| Management | 1,111 | 1,066 | -45 | -4% | 0.93 | \$32.82 | 63 |
| Installation, Maintenance, and Repair | 831 | 888 | 57 | +7% | 1.15 | \$21.10 | 78 |
| Construction and Extraction | 746 | 817 | 71 | +10% | 0.87 | \$20.68 | 18 |
| Healthcare Practitioners and Technical | 789 | 720 | -69 | -9% | 0.65 | \$30.59 | 112 |
| Building and Grounds Cleaning and Maintenance | 610 | 530 | -80 | -13% | 0.74 | \$12.52 | 15 |
| Business and Financial Operations | 466 | 522 | 56 | +12% | 0.50 | \$28.35 | 60 |
| Healthcare Support | 666 | 400 | -266 | -40% | 0.75 | \$14.70 | 16 |
| Farming, Fishing, and Forestry | 352 | 389 | 37 | +11% | 2.62 | \$14.76 | 1 |
| Community and Social Service | 341 | 385 | 44 | +13% | 1.15 | \$22.07 | 15 |
| Protective Service | 328 | 311 | -17 | -5% | 0.70 | \$18.62 | 17 |
| Architecture and Engineering | 201 | 225 | 24 | +12% | 0.67 | \$31.93 | 50 |

| 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 | 177 | 177 | 0 | 0% | 0.49 | \$18.24 | 29 |
| Computer and Mathematical | 174 | 170 | -4 | -2% | 0.29 | \$29.91 | 36 |
| Life, Physical, and Social Science | 174 | 109 | -65 | -37% | 0.67 | \$23.57 | 7 |
| Military-only | 57 | 54 | -3 | -5% | 0.47 | \$19.76 | 1 |
| Legal | 55 | 48 | -7 | -13% | 0.29 | \$26.47 | 2 |

Educational Pipeline

In 2018, there were 2,163 graduates in Dunn County. This pipeline has grown by 12% 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".



In-Demand Skills

