



Eau Claire County

West Central Wisconsin Regional Planning Commission



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Report Parameters

1 County

55035 Eau Claire 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

105,102

Population (2019)

Population grew by 3,420 over the last 5 years and is projected to grow by 2,524 over the next 5 years.

63,465

Total Regional Employment

Jobs grew by 2,638 over the last 5 years and are projected to grow by 2,476 over the next 5 years.

\$55.7K

Median Household Income (2018)

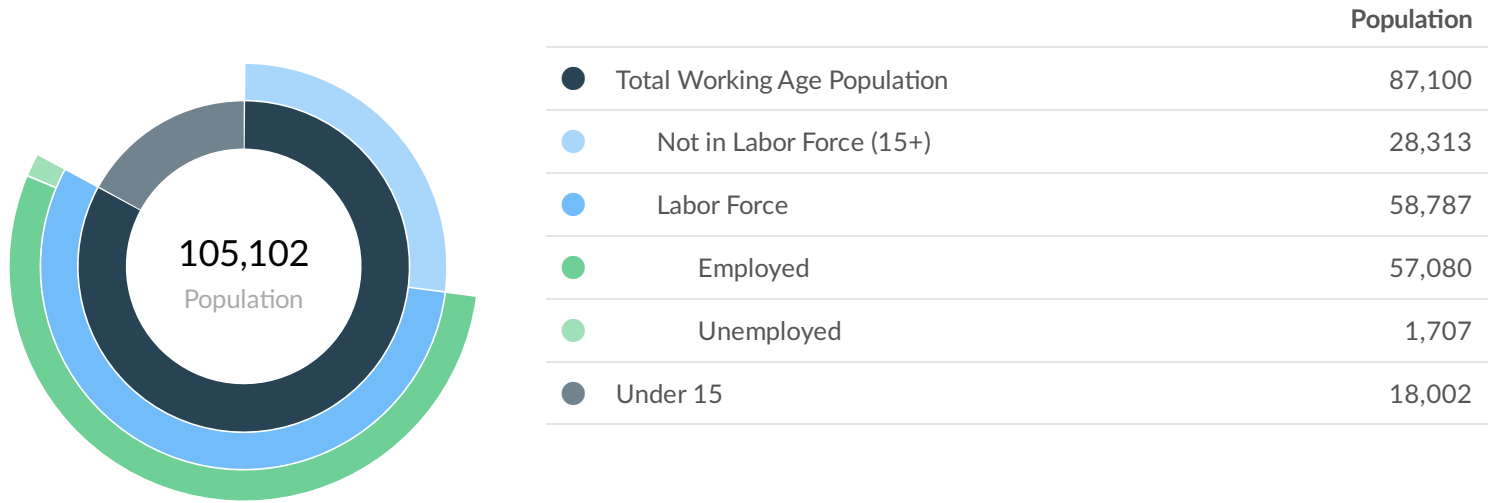
Median household income is \$4.6K below the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population increased by 3.4% since 2014, growing by 3,420. Population is expected to increase by 2.4% between 2019 and 2024, adding 2,524.
- From 2014 to 2019, jobs increased by 4.3% in Eau Claire County from 60,827 to 63,465. This change fell short of the national growth rate of 7.6% by 3.3%. As the number of jobs increased, the labor force participation rate decreased from 68.0% to 67.5% between 2014 and 2019.
- Concerning educational attainment, 19.4% of Eau Claire County residents possess a Bachelor's Degree (0.6% above the national average), and 13.8% hold an Associate's Degree (5.7% above the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

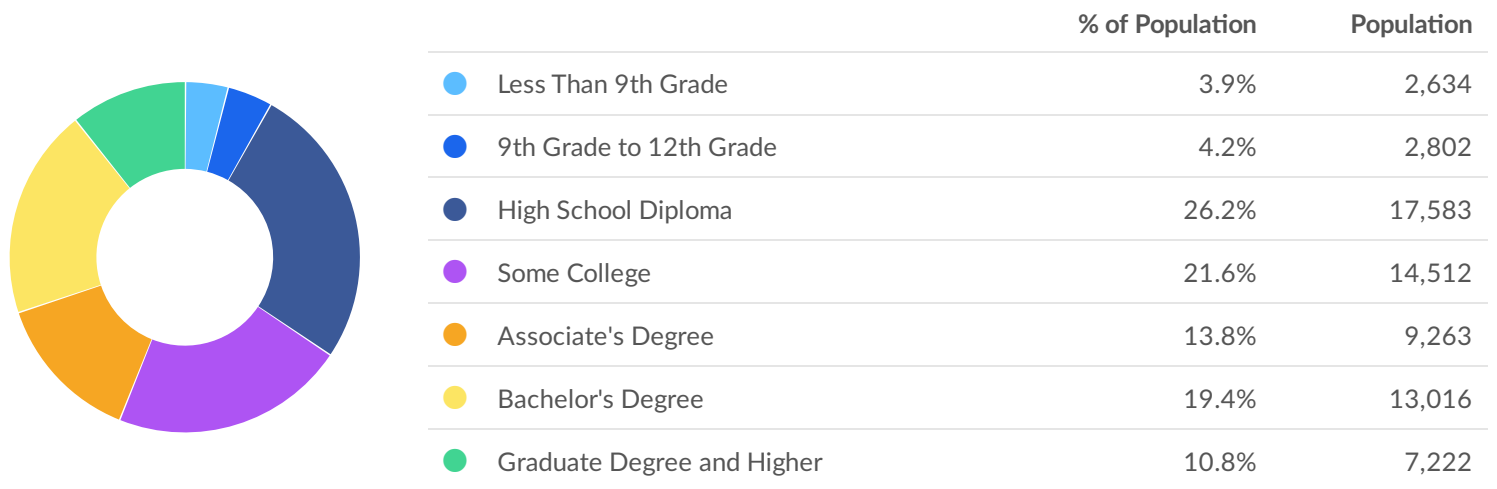
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	105,102	58,787	63,465	98.2	\$6.06B	\$6.13B	\$6.59B
Dunn County	45,311	24,581	19,902	95.6	\$1.83B	\$2.89B	\$2.41B
Chippewa County	64,346	33,535	27,408	96.8	\$2.58B	\$3.75B	\$3.21B
West Central Wisconsin	428,690	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
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
Eau Claire County, WI	105,102	58,787	63,465	98.2	\$6.06B	\$6.13B	\$6.59B

2019 Labor Force Breakdown



Educational Attainment

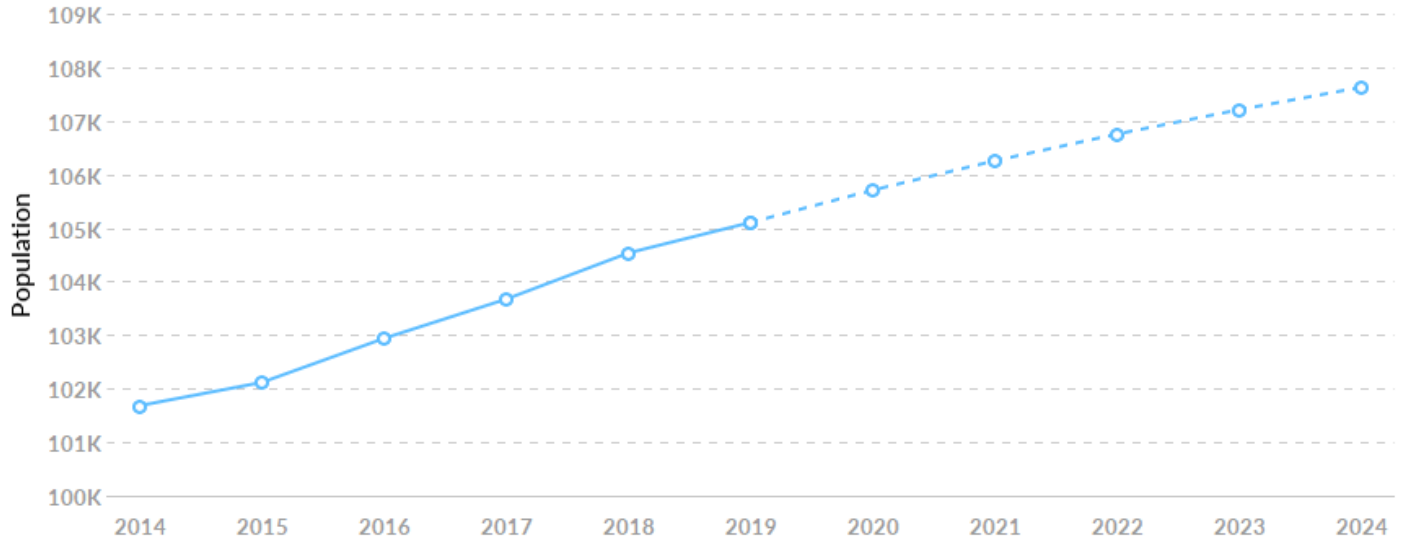
Concerning educational attainment, **19.4% of Eau Claire County residents possess a Bachelor's Degree** (0.6% above the national average), and **13.8% hold an Associate's Degree** (5.7% above the national average).



Historic & Projected Trends

Population Trends

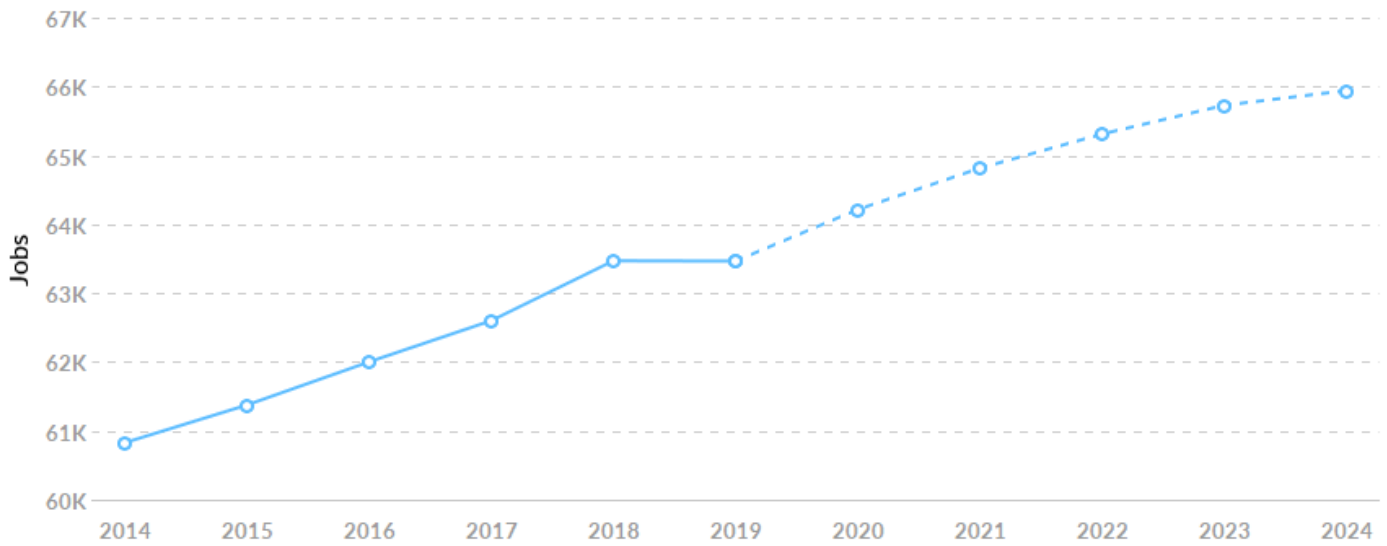
As of 2019 the region's population **increased by 3.4%** since 2014, growing by 3,420. Population is expected to **increase by 2.4%** between 2019 and 2024, adding 2,524.



Timeframe	Population
2014	101,682
2015	102,115
2016	102,937
2017	103,670
2018	104,532
2019	105,102
2020	105,705
2021	106,254
2022	106,752
2023	107,207
2024	107,626

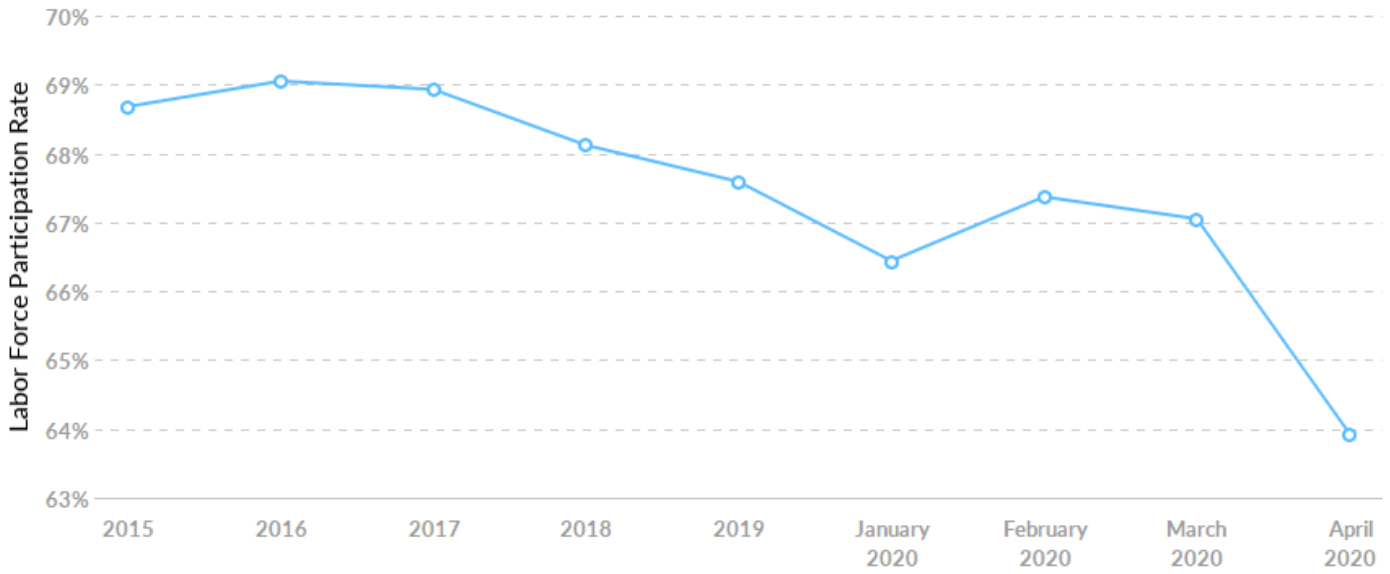
Job Trends

From 2014 to 2019, jobs increased by 4.3% in Eau Claire County from 60,827 to 63,465. This change fell short of the national growth rate of 7.6% by 3.3%.



Timeframe	Jobs
2014	60,827
2015	61,375
2016	62,001
2017	62,600
2018	63,469
2019	63,465
2020	64,214
2021	64,814
2022	65,310
2023	65,727
2024	65,941

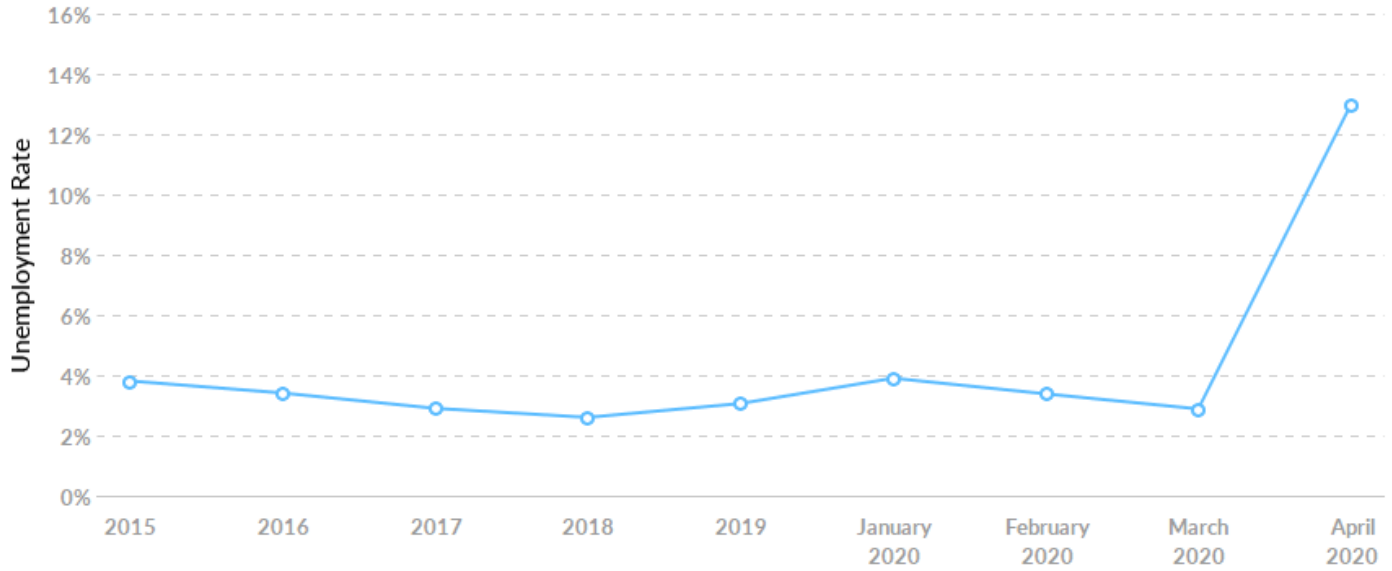
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	68.68%
2016	69.05%
2017	68.93%
2018	68.12%
2019	67.59%
January 2020	66.44%
February 2020	67.37%
March 2020	67.05%
April 2020	63.93%

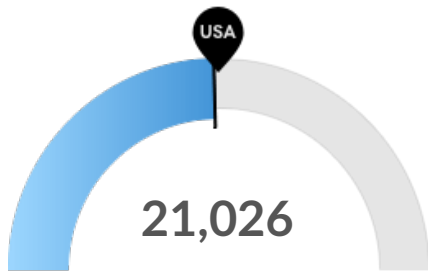
Unemployment Rate Trends

Eau Claire County had an April 2020 unemployment rate of 12.99%, **increasing from 3.81%** 5 years before.



Timeframe	Unemployment Rate
2015	3.81%
2016	3.41%
2017	2.90%
2018	2.60%
2019	3.06%
January 2020	3.90%
February 2020	3.38%
March 2020	2.88%
April 2020	12.99%

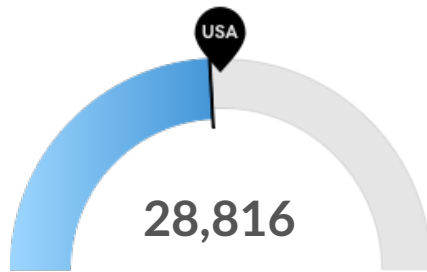
Population Characteristics



21,026

Millennials

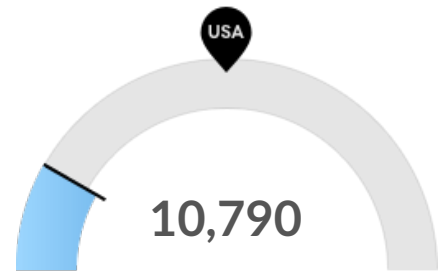
Eau Claire County has 21,026 millennials (ages 25-39). The national average for an area this size is 21,490.



28,816

Retiring Soon

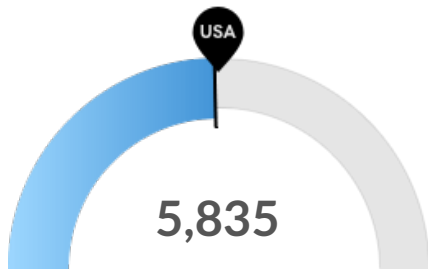
Retirement risk is about average in Eau Claire County. The national average for an area this size is 30,259 people 55 or older, while there are 28,816 here.



10,790

Racial Diversity

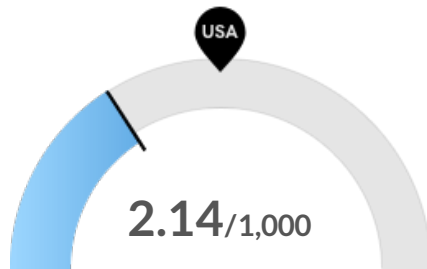
Racial diversity is low in Eau Claire County. The national average for an area this size is 41,415 racially diverse people, while there are 10,790 here.



5,835

Veterans

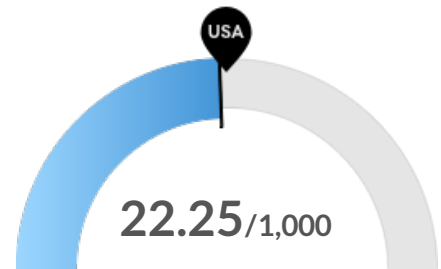
Eau Claire County has 5,835 veterans. The national average for an area this size is 5,946.



2.14/1,000

Violent Crime

Eau Claire County has 2.14 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.



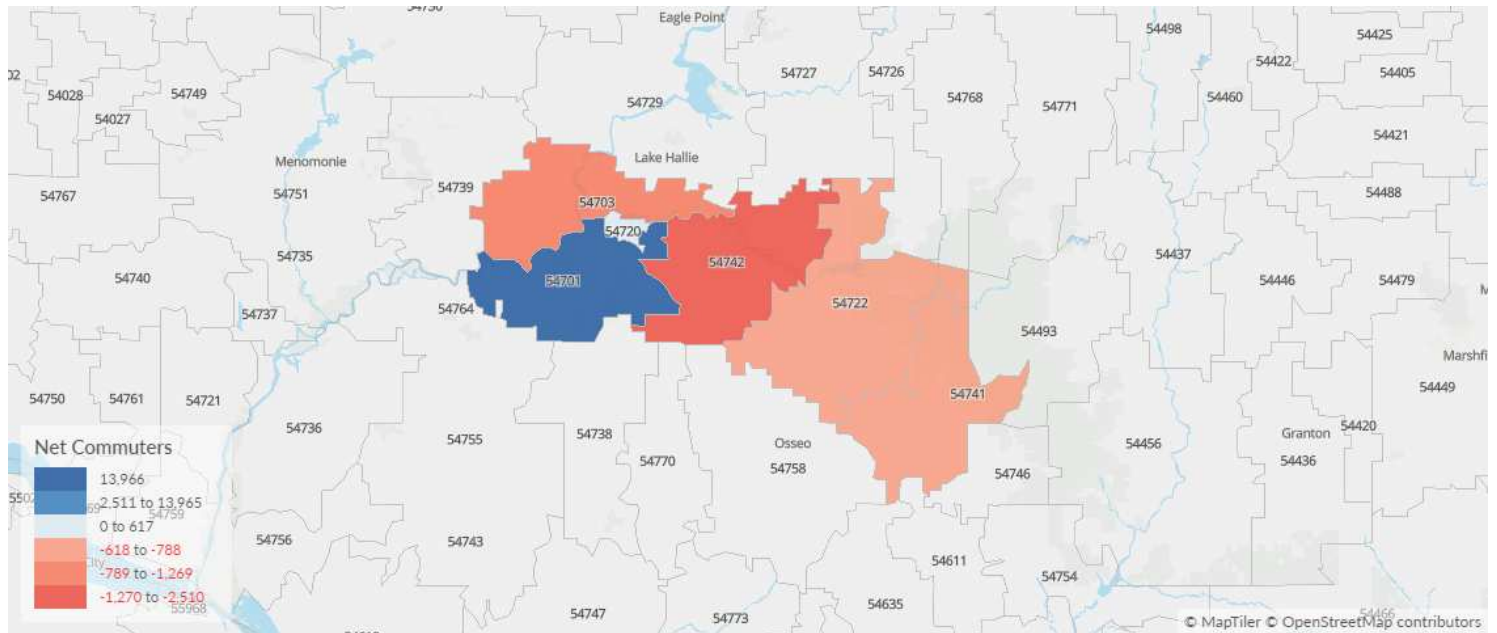
22.25/1,000

Property Crime

Eau Claire County has 22.25 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 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

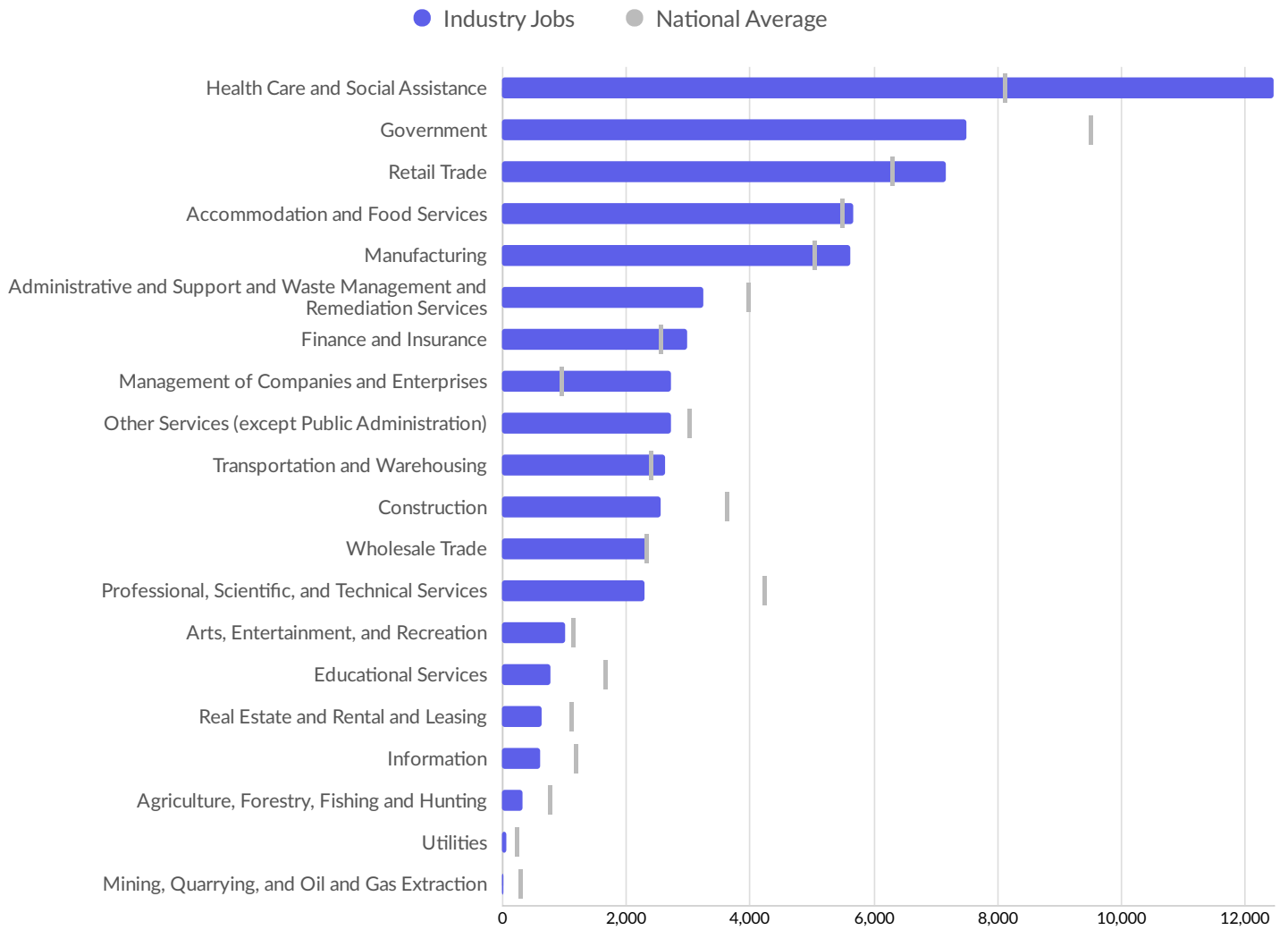
ZIP	Name	2019 Employment
54701	Eau Claire, WI (in Eau C...	32,494
54703	Eau Claire, WI (in Eau C...	21,357
54720	Altoona, WI (in Eau Clai...	4,327
54702	Eau Claire, WI (in Eau C...	3,086
54742	Fall Creek, WI (in Eau C...	1,068

Where Talent Lives

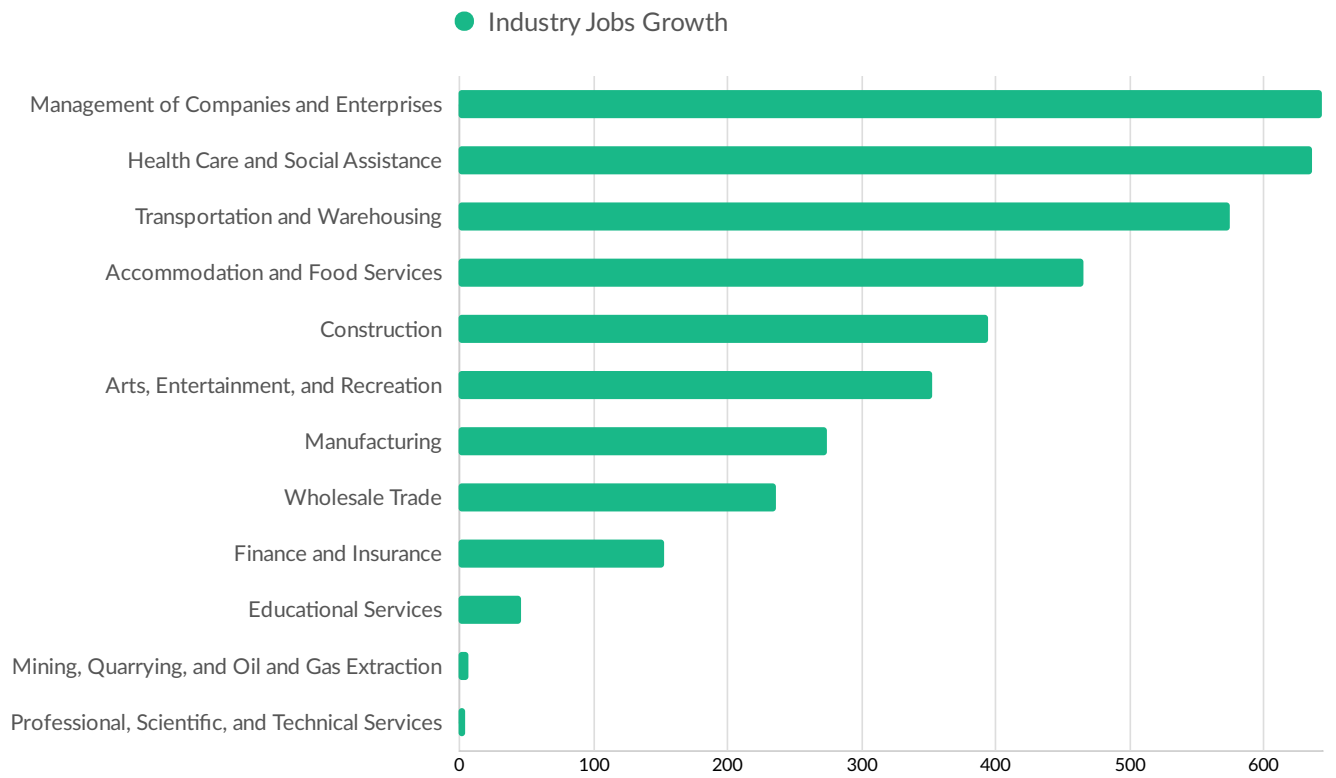
ZIP	Name	2019 Workers
54703	Eau Claire, WI (in Eau C...	22,145
54701	Eau Claire, WI (in Eau C...	18,528
54720	Altoona, WI (in Eau Clai...	3,771
54742	Fall Creek, WI (in Eau C...	2,338
54722	Augusta, WI (in Eau Cla...	1,571

Industry Characteristics

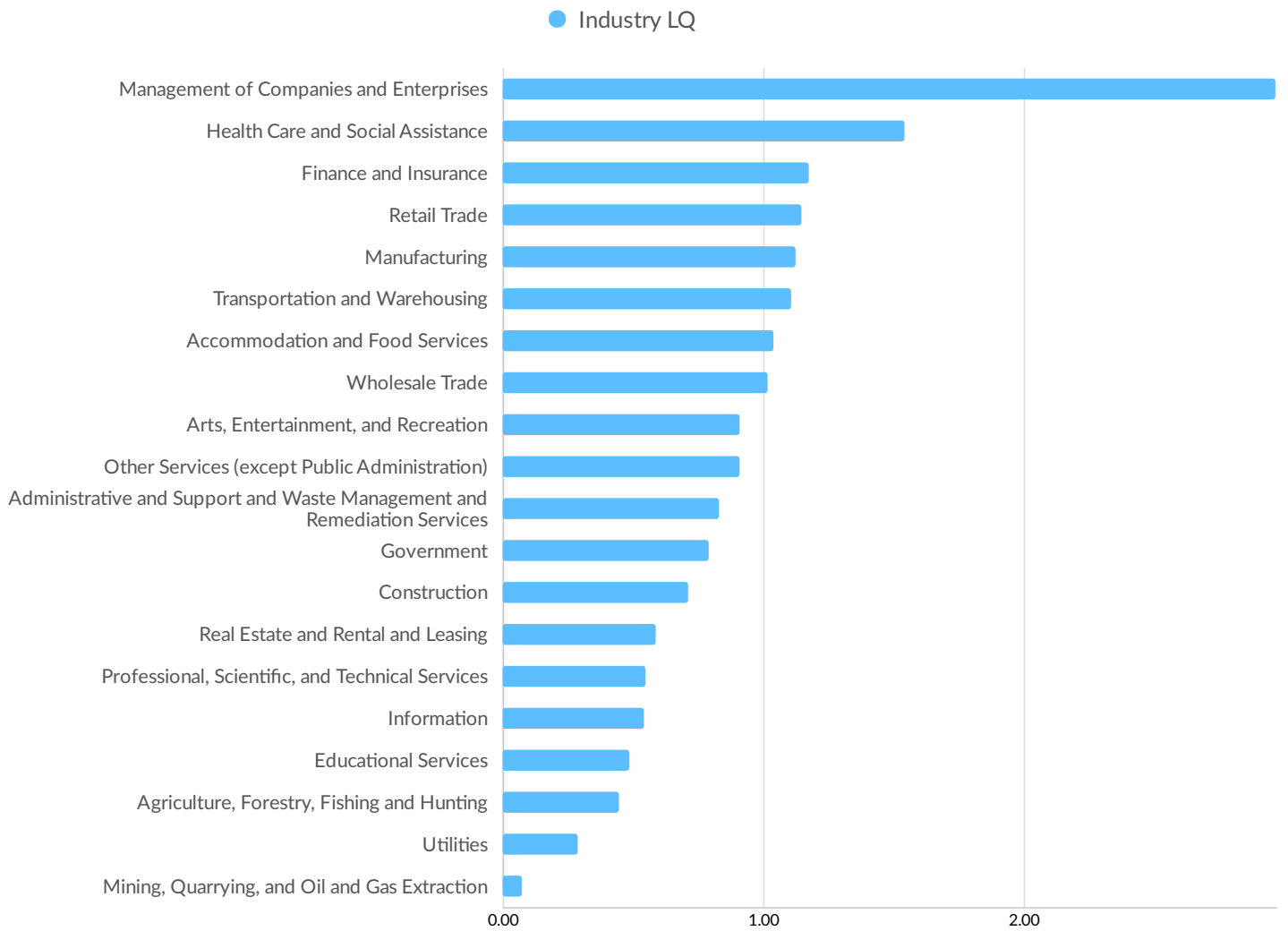
Largest Industries



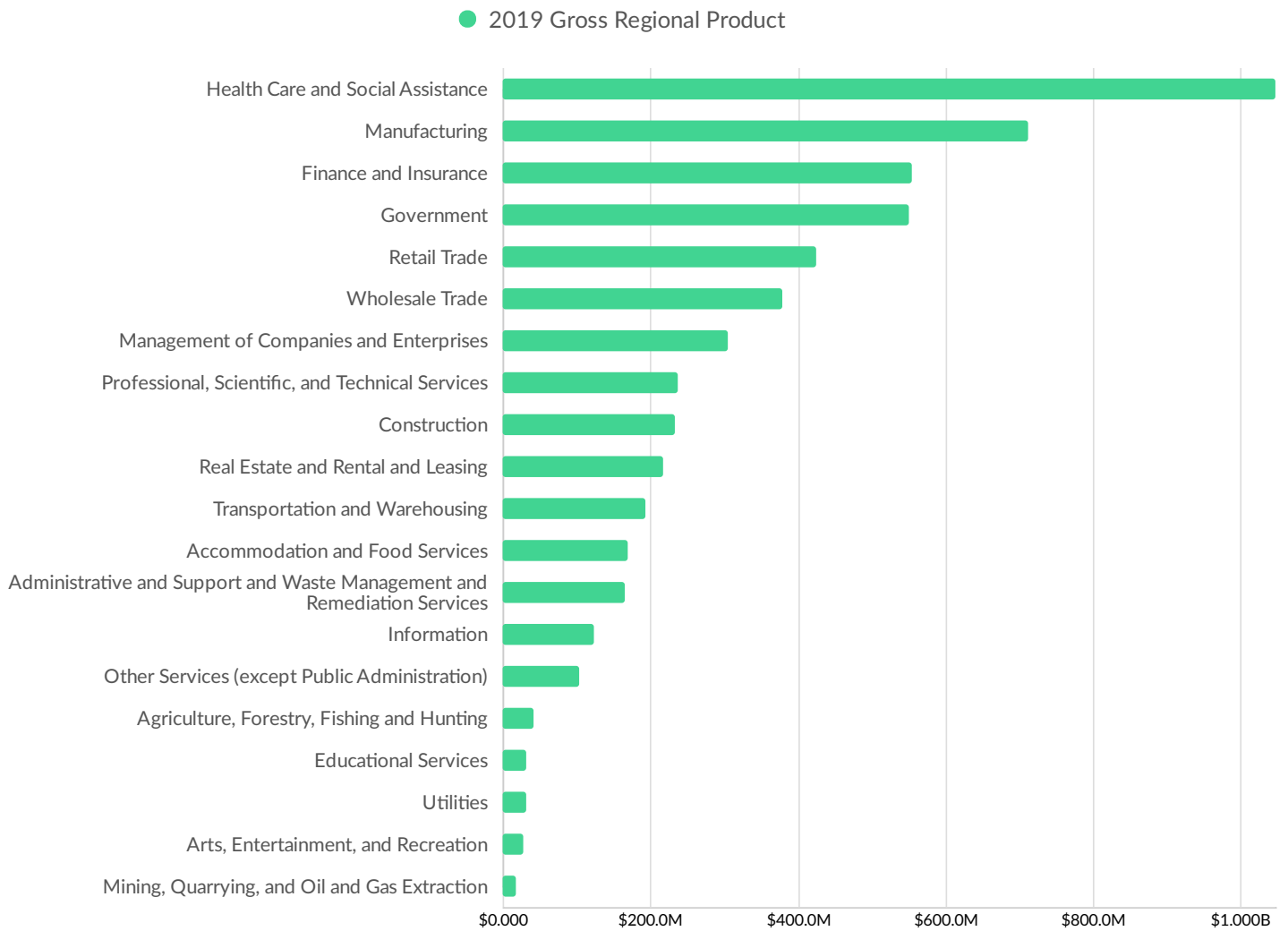
Top Growing Industries



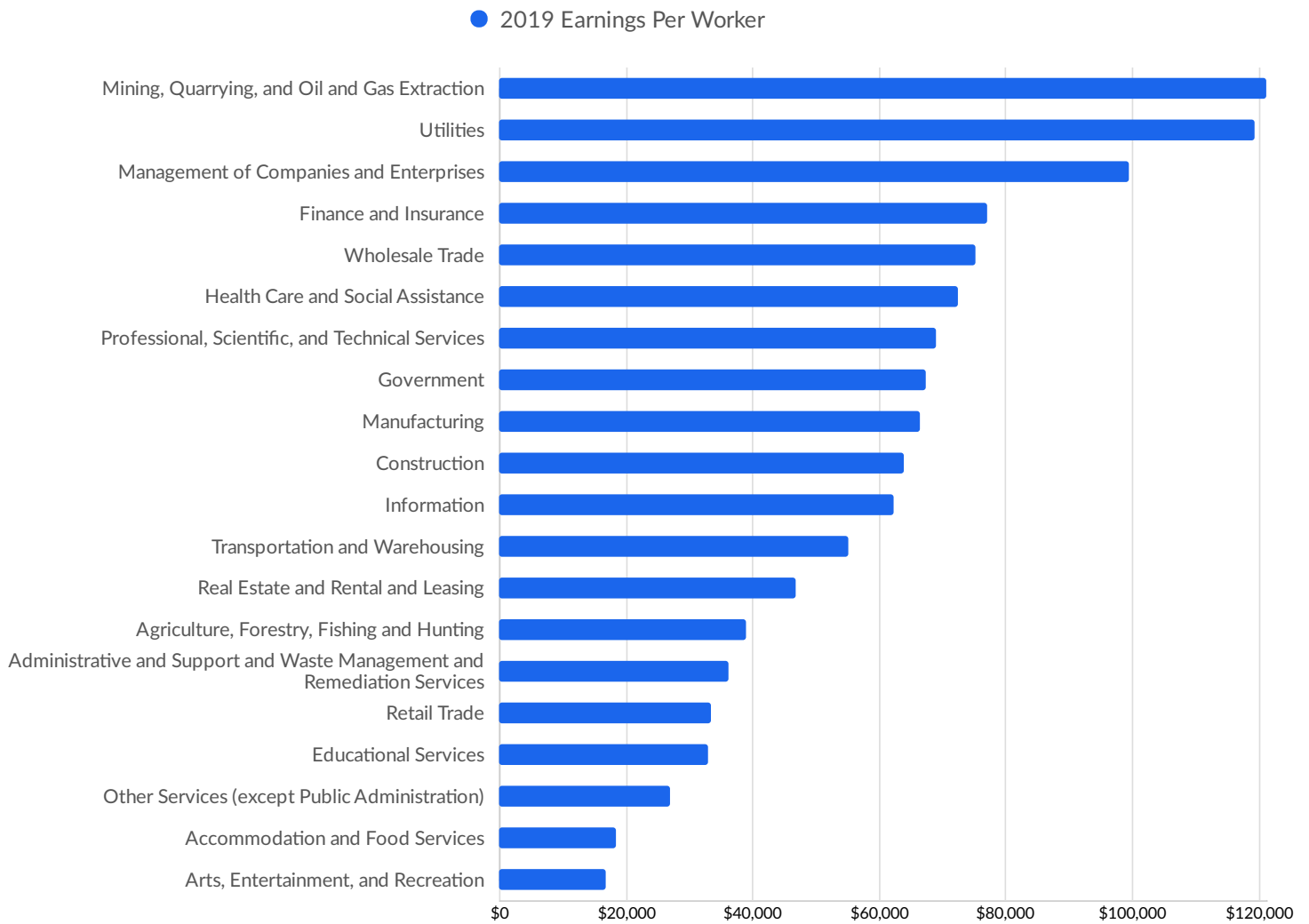
Top Industry LQ



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
Health Care and Social Assistance	11,837	12,474	637	+5%	1.54	\$72,598	\$1.05B
Government	7,941	7,497	-444	-6%	0.79	\$67,514	\$551.21M
Retail Trade	7,315	7,174	-141	-2%	1.14	\$33,441	\$424.89M
Accommodation and Food Services	5,203	5,669	466	+9%	1.04	\$18,508	\$169.25M
Manufacturing	5,346	5,621	275	+5%	1.12	\$66,483	\$712.57M
Administrative and Support and Waste Management and Remediation Services	3,483	3,257	-226	-6%	0.83	\$36,294	\$166.04M
Finance and Insurance	2,837	2,990	153	+5%	1.18	\$77,147	\$554.86M
Management of Companies and Enterprises	2,081	2,725	644	+31%	2.96	\$99,586	\$304.95M
Other Services (except Public Administration)	2,721	2,721	0	0%	0.91	\$27,110	\$103.33M
Transportation and Warehousing	2,070	2,645	575	+28%	1.11	\$55,140	\$194.02M
Construction	2,179	2,574	395	+18%	0.71	\$64,020	\$232.76M
Wholesale Trade	2,112	2,349	237	+11%	1.02	\$75,290	\$379.01M
Professional, Scientific, and Technical Services	2,289	2,294	5	+0%	0.55	\$69,120	\$236.71M
Arts, Entertainment, and Recreation	661	1,014	353	+53%	0.91	\$16,870	\$26.93M
Educational Services	744	790	46	+6%	0.48	\$33,100	\$31.36M
Real Estate and Rental and Leasing	655	635	-20	-3%	0.59	\$46,832	\$218.13M
Information	673	626	-47	-7%	0.54	\$62,338	\$124.17M
Agriculture, Forestry, Fishing and Hunting	362	329	-33	-9%	0.45	\$38,950	\$42.52M
Utilities	306	61	-245	-80%	0.29	\$119,498	\$31.11M
Mining, Quarrying, and Oil and Gas Extraction	13	20	7	+54%	0.07	\$121,239	\$17.13M

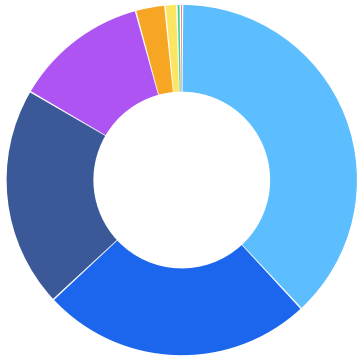
Business Characteristics

13,458 Companies Employ Your Workers

Online profiles for your workers mention 13,458 companies as employers, with the top 10 appearing below. In the last 12 months, 2,935 companies in Eau Claire County posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	1,174 	Mayo Clinic	752 
University of Wisconsin-Madison	1,154 	Marshfield Clinic	678 
Menard, Inc.	790 	Menard, Inc.	619 
UnitedHealth Group Incorporate...	531 	Hospital Sisters Health System	433 
Hospital Sisters Health System	469 	Ashley Furniture Industries, Inc.	247 
State of Wisconsin	395 	HealthCare Employment Netwo...	231 
Marshfield Clinic	377 	Prevea Health	230 
Peopleadmin, Inc.	358 	Festival Foods	190 
Eau Claire Area School District	272 	Anthem, Inc.	183 
XCEL Energy Inc.	253 	Dove Healthcare South	179 

Business Size

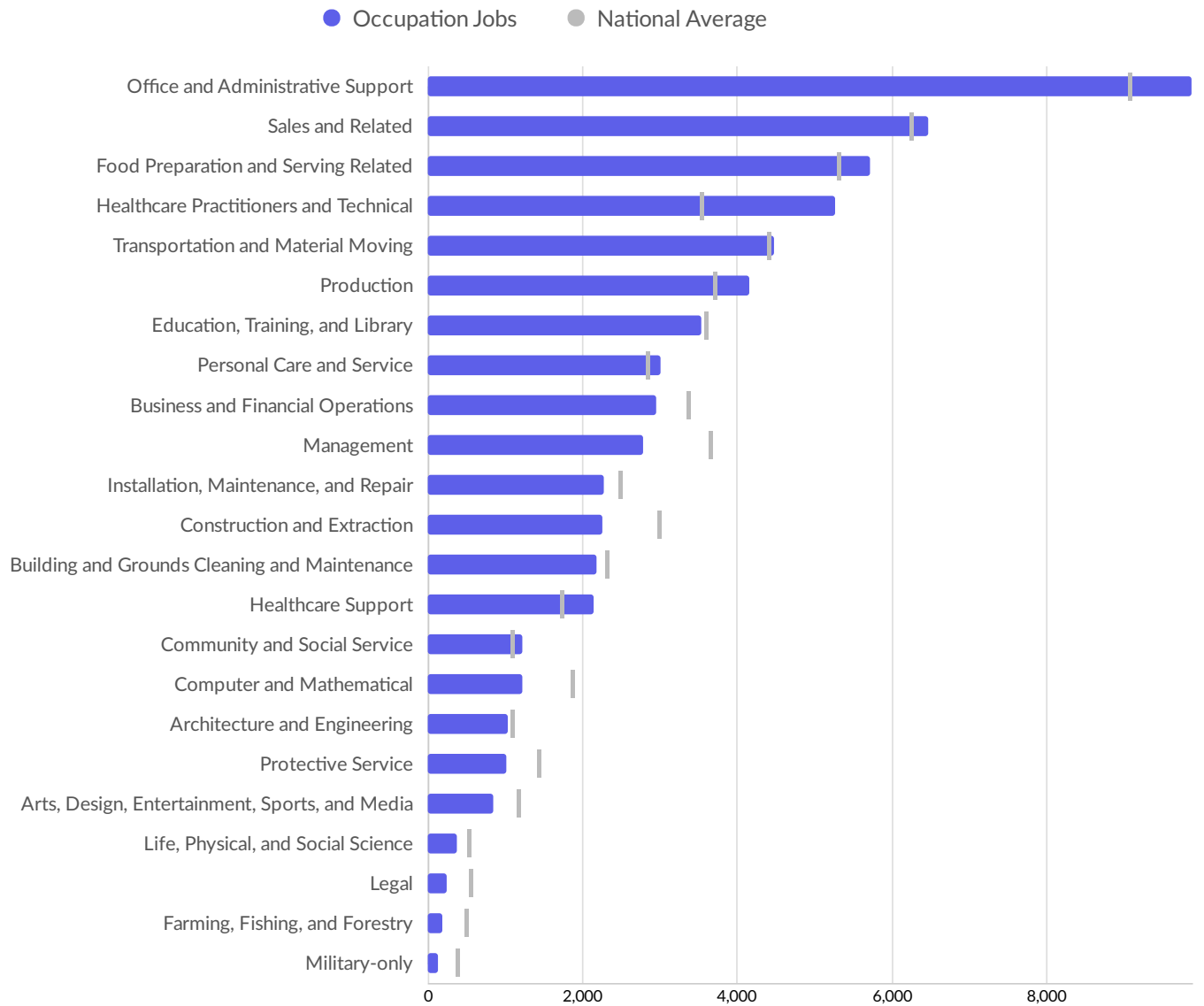


	Percentage	Business Count
1 to 4 employees	38.0%	1,681
5 to 9 employees	25.0%	1,105
10 to 19 employees	20.3%	899
20 to 49 employees	12.3%	546
50 to 99 employees	2.7%	120
100 to 249 employees	1.1%	48
250 to 499 employees	0.3%	14
500+ employees	0.2%	9

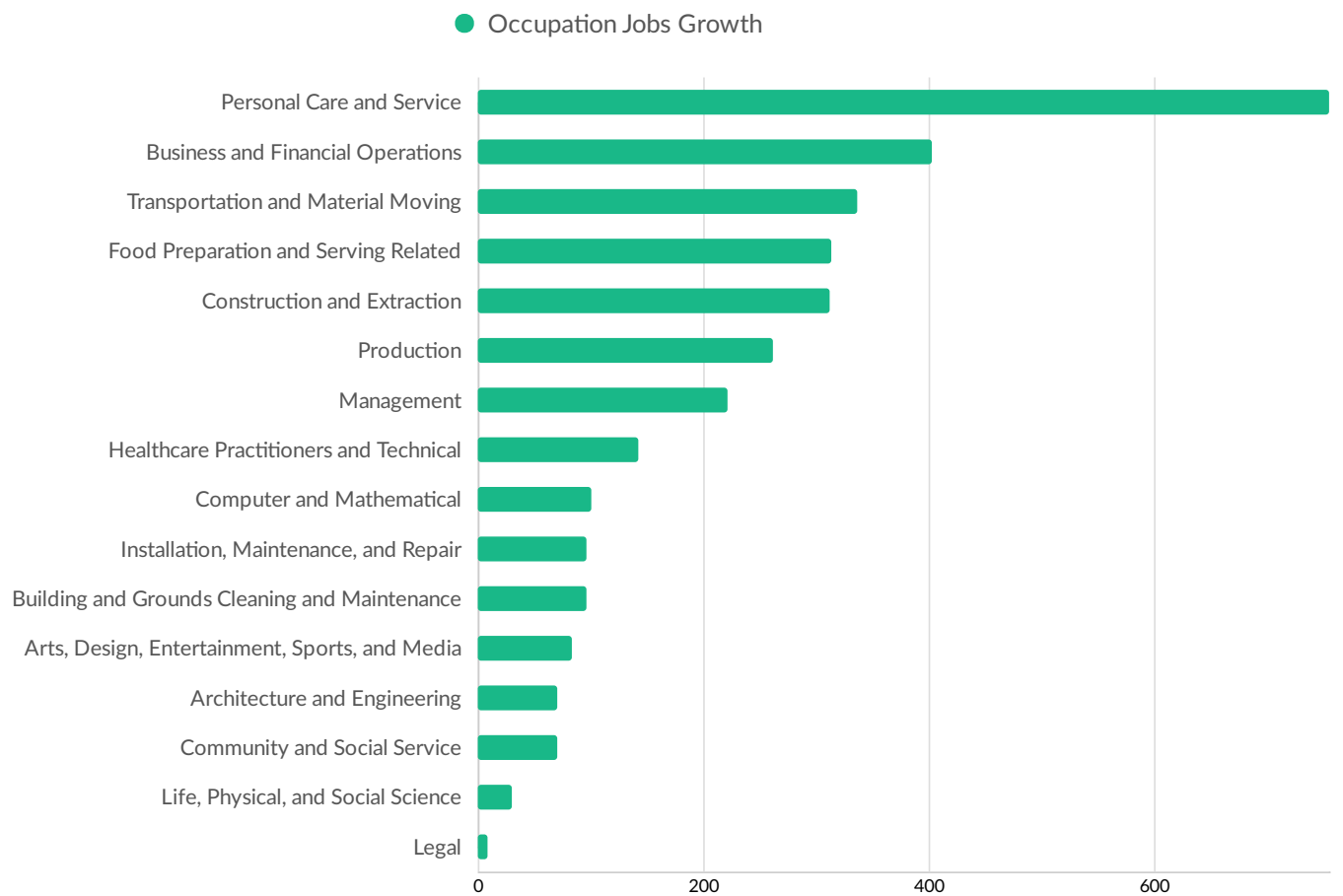
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

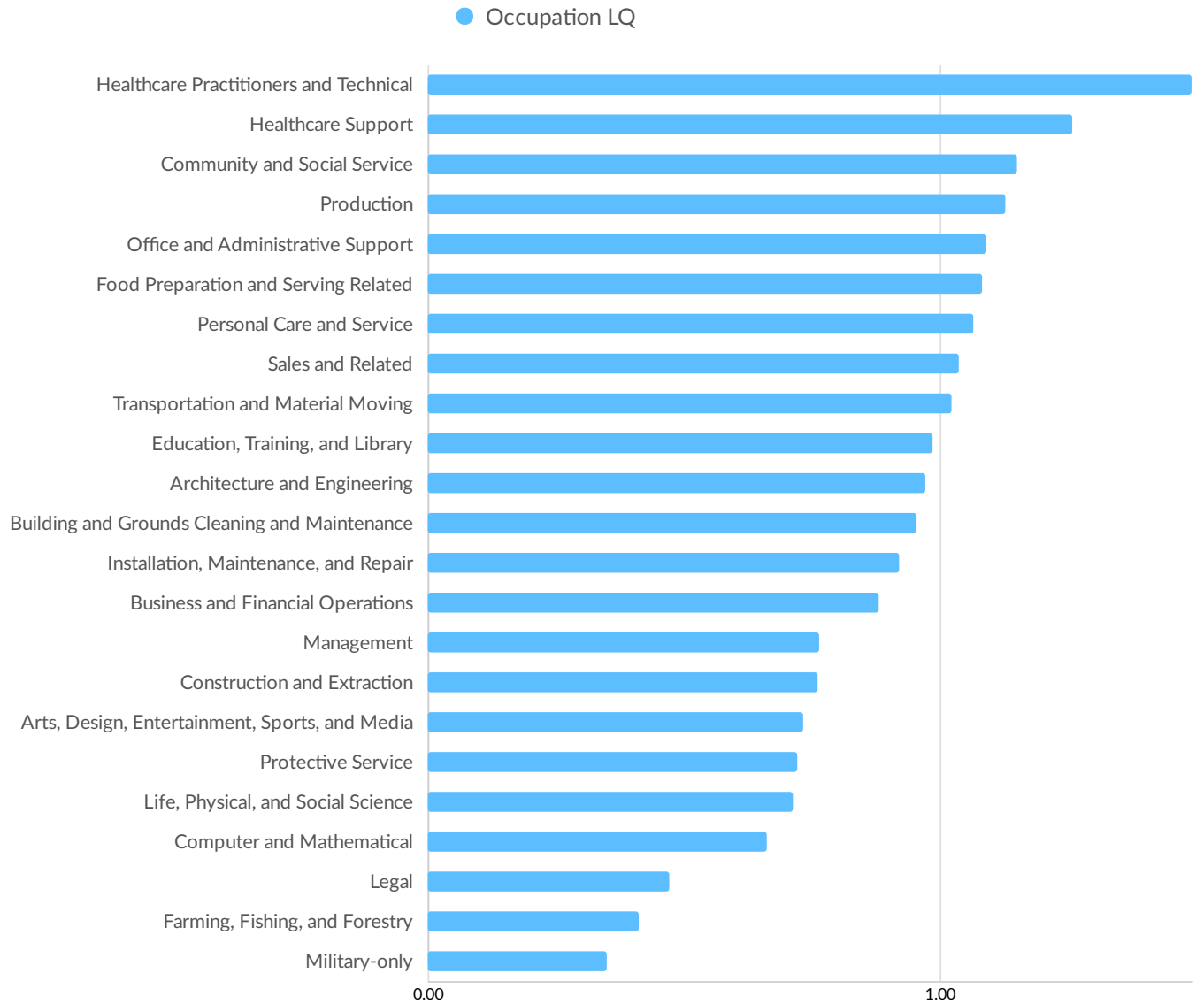
Largest Occupations



Top Growing Occupations



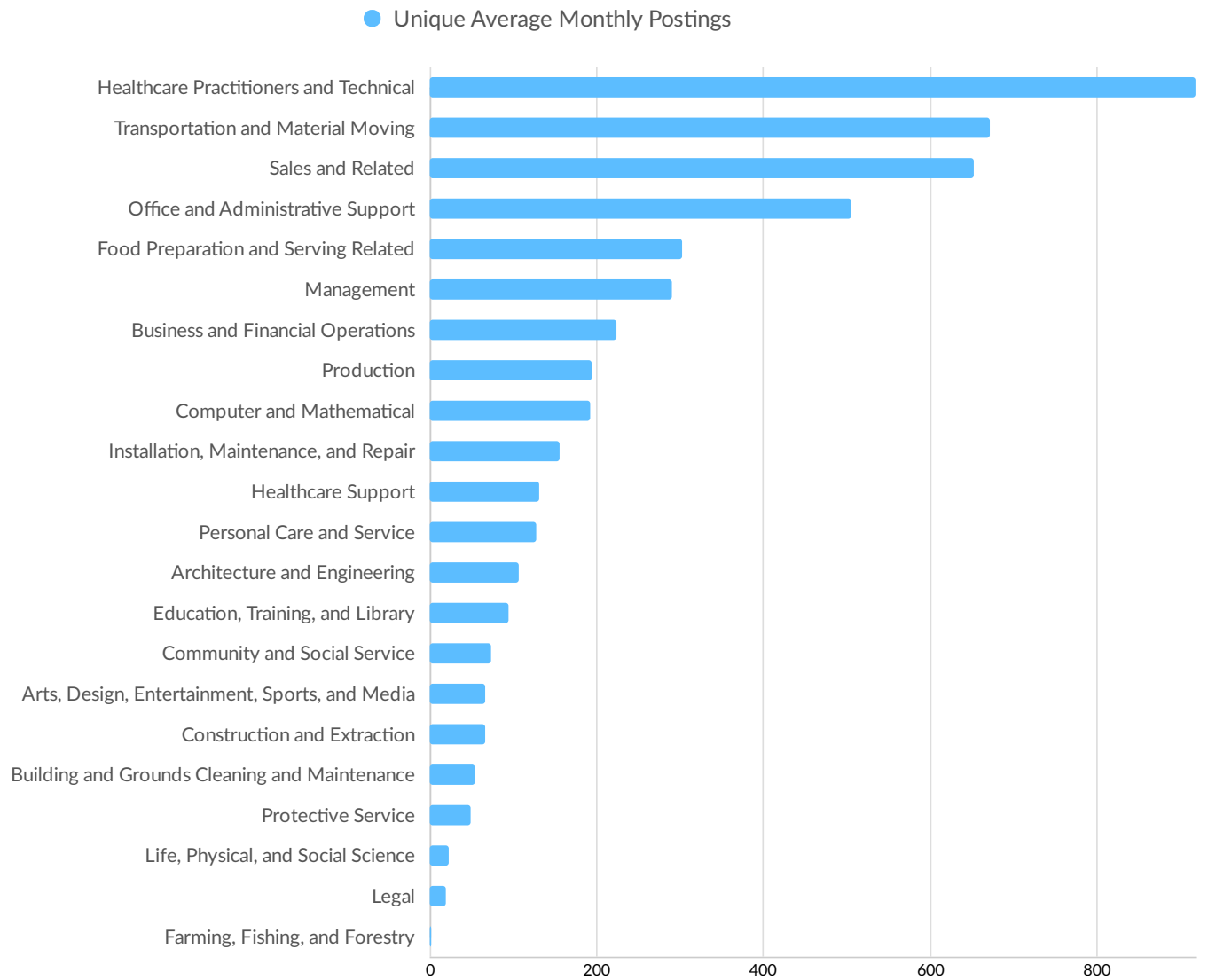
Top Occupation LQ



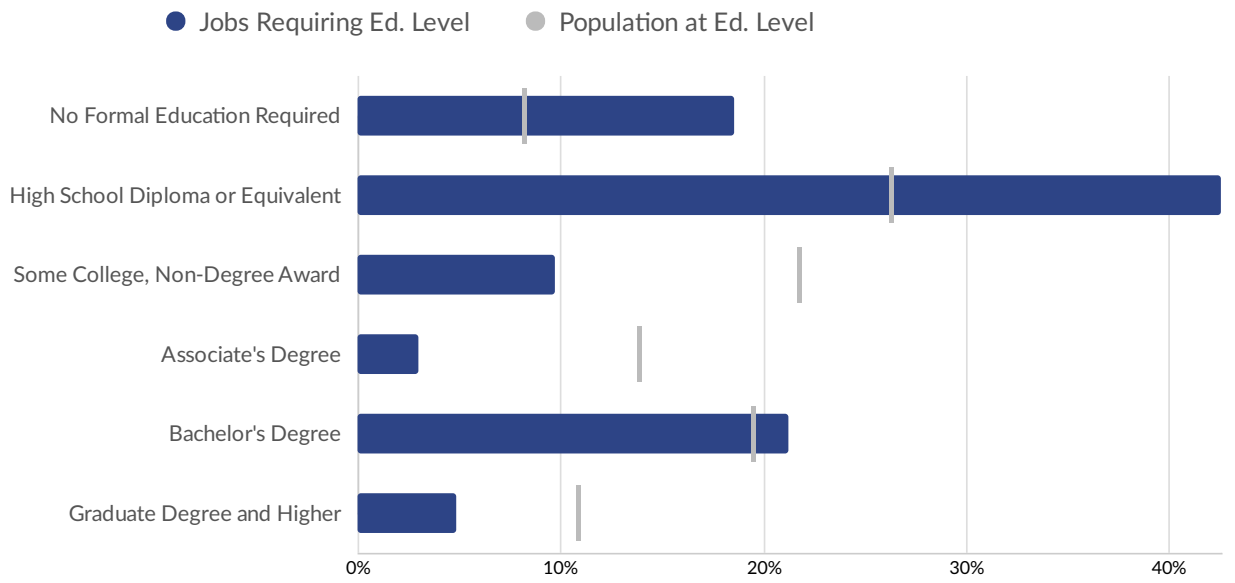
Top Occupation Earnings



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
Office and Administrative Support	10,132	9,886	-246	-2%	1.09	\$15.89	505
Sales and Related	6,718	6,469	-249	-4%	1.04	\$12.23	654
Food Preparation and Serving Related	5,415	5,728	313	+6%	1.08	\$10.15	302
Healthcare Practitioners and Technical	5,125	5,267	142	+3%	1.49	\$29.85	919
Transportation and Material Moving	4,153	4,489	336	+8%	1.02	\$15.30	672
Production	3,896	4,158	262	+7%	1.13	\$17.36	194
Education, Training, and Library	3,622	3,533	-89	-2%	0.99	\$20.71	94
Personal Care and Service	2,256	3,011	755	+33%	1.07	\$11.54	129
Business and Financial Operations	2,553	2,956	403	+16%	0.88	\$25.69	223
Management	2,561	2,783	222	+9%	0.77	\$40.56	291
Installation, Maintenance, and Repair	2,180	2,277	97	+4%	0.92	\$21.34	156
Construction and Extraction	1,955	2,267	312	+16%	0.76	\$24.93	67
Building and Grounds Cleaning and Maintenance	2,096	2,192	96	+5%	0.95	\$12.11	55
Healthcare Support	2,211	2,149	-62	-3%	1.26	\$14.78	132
Community and Social Service	1,163	1,233	70	+6%	1.15	\$18.56	74
Computer and Mathematical	1,126	1,227	101	+9%	0.66	\$27.81	193
Architecture and Engineering	970	1,040	70	+7%	0.97	\$29.76	108
Protective Service	1,022	1,021	-1	0%	0.72	\$18.92	49

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	759	843	84	+11%	0.73	\$15.92	67
Life, Physical, and Social Science	338	368	30	+9%	0.71	\$26.41	23
Legal	238	247	9	+4%	0.47	\$25.36	20
Farming, Fishing, and Forestry	204	195	-9	-4%	0.41	\$12.33	1
Military-only	137	126	-11	-8%	0.35	\$21.77	1

Educational Pipeline

In 2018, there were 5,184 graduates in Eau Claire County. This pipeline has grown by 16% 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 Registered Nursing/Registered Nurse.

School	Total Graduates (2018)	Graduate Trend (2014 - 2018)
Chippewa Valley Technical College	2,660	
University of Wisconsin-Eau Claire	2,492	
The Professional Hair Design Academy	32	
Globe University-Eau Claire	0	

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

In-Demand Skills

