

West Central Wisconsin

West Central Wisconsin Regional Planning Commission



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Report Parameters

7 Counties

55005	Barron County, WI
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55017	Chippewa County, WI
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55019	Clark County, WI
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55033	Dunn County, WI
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55035	Eau Claire County, WI
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55095	Polk County, WI
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55109	St. Croix County, WI
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Class of Worker

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

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

Economy Overview

428,690

Population (2019)

Population grew by **10,029** over the last 5 years and is projected to grow by **8,782** over the next 5 years.

204,835

Total Regional Employment

Jobs grew by **8,275** over the last 5 years and are projected to grow by **9,032** over the next 5 years.

\$52.4K

Avg. Earnings Per Job (2019)

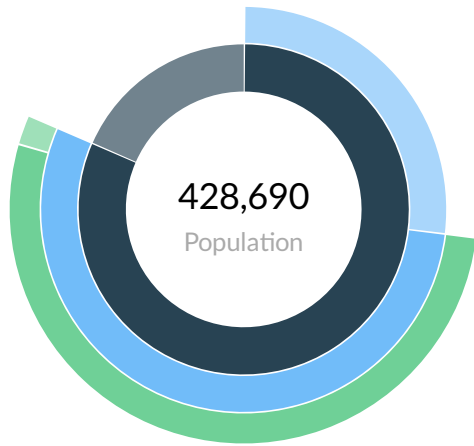
Regional average earnings per job are **\$16.1K below** the national average earnings of \$68.5K per job.

Takeaways

- As of 2019 the region's population **increased by 2.4%** since 2014, growing by 10,029. Population is expected to **increase by 2.0%** between 2019 and 2024, adding 8,782.
- From 2014 to 2019, jobs **increased by 4.2%** in West Central Wisconsin from 196,561 to **204,835**. This change **fell short of the national growth rate of 7.6% by 3.4%**. As the number of jobs increased, the **labor force participation rate increased from 66.8% to 67.0% between 2014 and 2019**.
- Concerning educational attainment, **17.1% of the selected regions' residents possess a Bachelor's Degree** (1.7% below the national average), and **12.8% hold an Associate's Degree** (4.8% above the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	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
Chippewa County	64,346	33,535	27,408	96.8	\$2.58B	\$3.75B	\$3.21B
St. Croix County	90,476	50,308	38,350	101.5	\$3.77B	\$6.14B	\$3.69B
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
Momentum West	492,904	270,290	225,757	99.0	\$21.29B	\$29.68B	\$24.20B
Clark County	34,751	17,952	13,218	97.2	\$1.30B	\$2.35B	\$2.16B

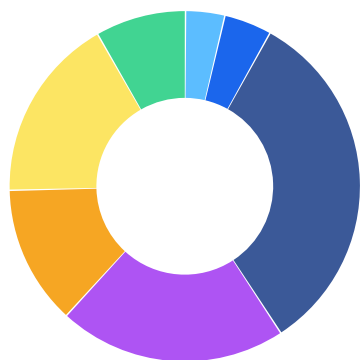
2019 Labor Force Breakdown



	Population
● Total Working Age Population	349,298
● Not in Labor Force (15+)	115,175
● Labor Force	234,123
● Employed	225,293
● Unemployed	8,830
● Under 15	79,392

Educational Attainment

Concerning educational attainment, **17.1% of the selected regions' residents possess a Bachelor's Degree** (1.7% below the national average), and **12.8% hold an Associate's Degree** (4.8% above the national average).

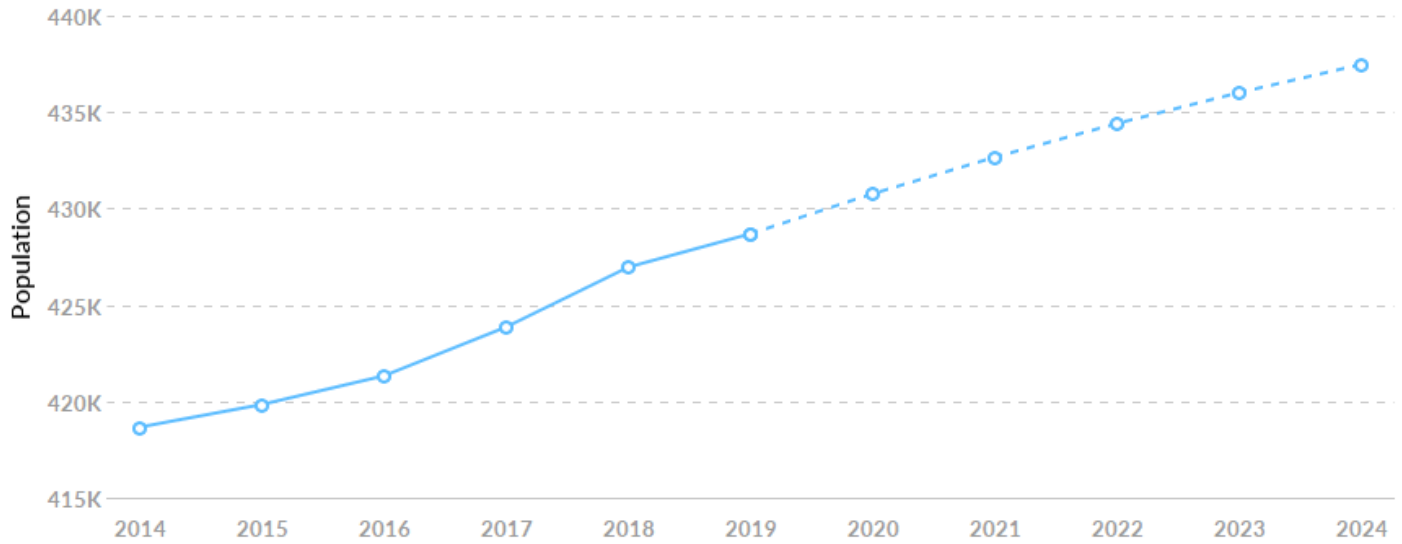


	% of Population	Population
● Less Than 9th Grade	3.6%	10,401
● 9th Grade to 12th Grade	4.4%	12,654
● High School Diploma	32.7%	94,117
● Some College	21.0%	60,525
● Associate's Degree	12.8%	36,945
● Bachelor's Degree	17.1%	49,184
● Graduate Degree and Higher	8.4%	24,047

Historic & Projected Trends

Population Trends

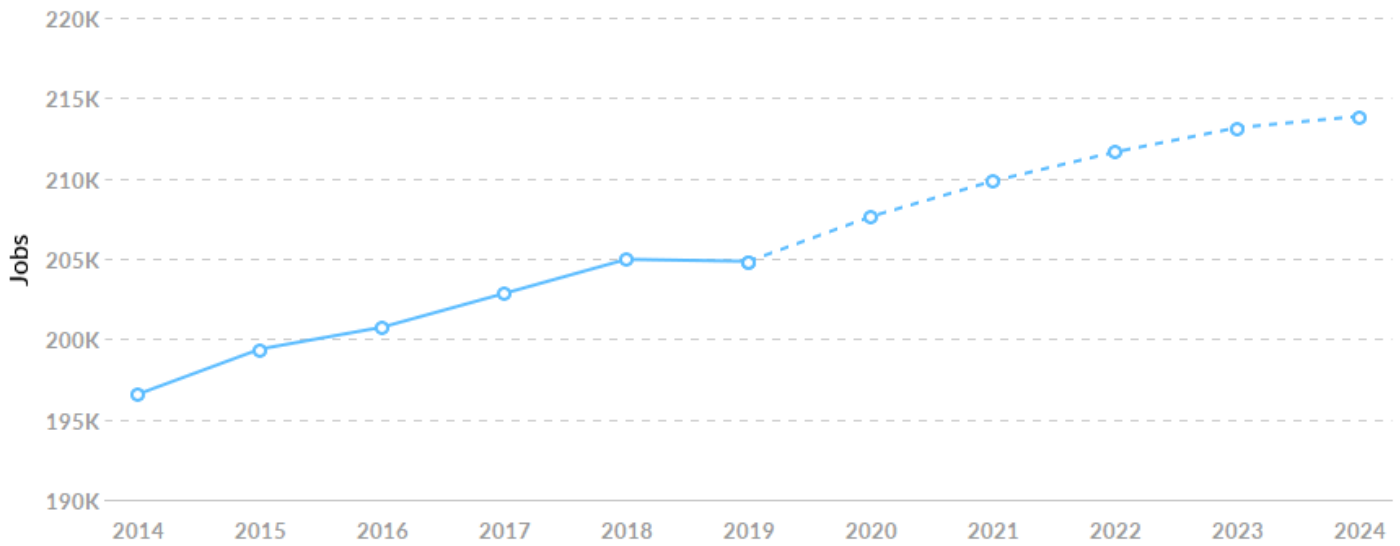
As of 2019 the region's population **increased by 2.4%** since 2014, growing by 10,029. Population is expected to **increase by 2.0%** between 2019 and 2024, adding 8,782.



Timeframe	Population
2014	418,661
2015	419,835
2016	421,323
2017	423,854
2018	426,957
2019	428,690
2020	430,763
2021	432,663
2022	434,409
2023	436,010
2024	437,472

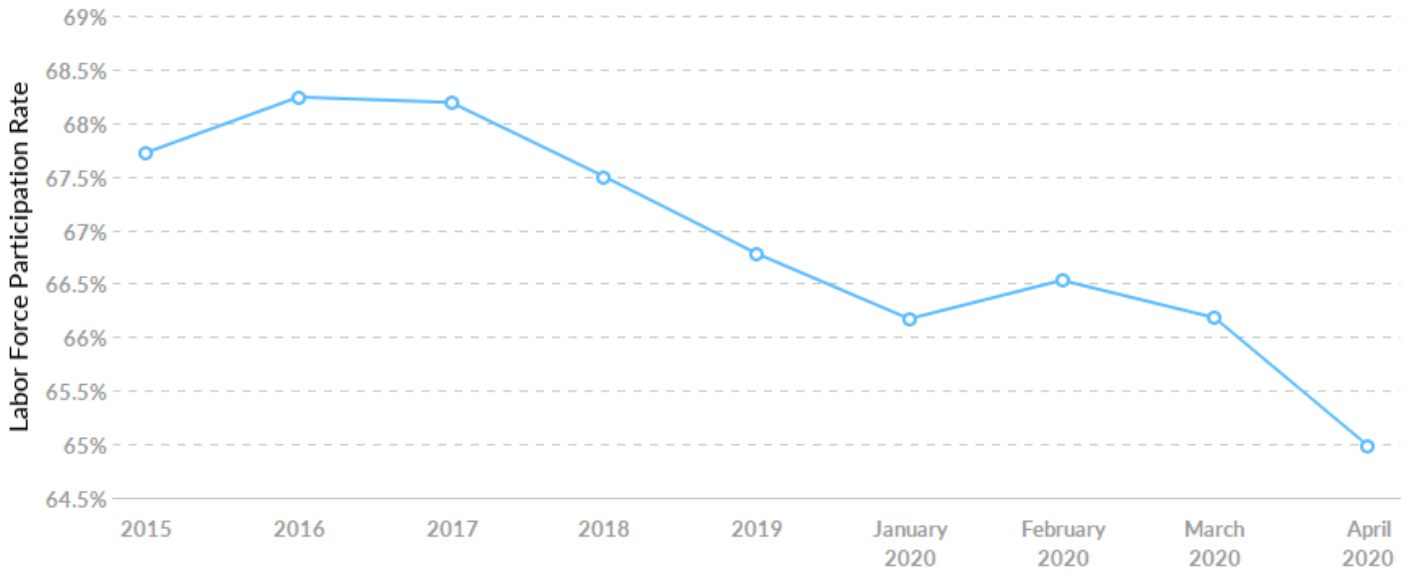
Job Trends

From 2014 to 2019, jobs increased by 4.2% in West Central Wisconsin from 196,561 to 204,835. This change fell short of the national growth rate of 7.6% by 3.4%.



Timeframe	Jobs
2014	196,561
2015	199,373
2016	200,734
2017	202,836
2018	204,960
2019	204,835
2020	207,620
2021	209,833
2022	211,639
2023	213,152
2024	213,867

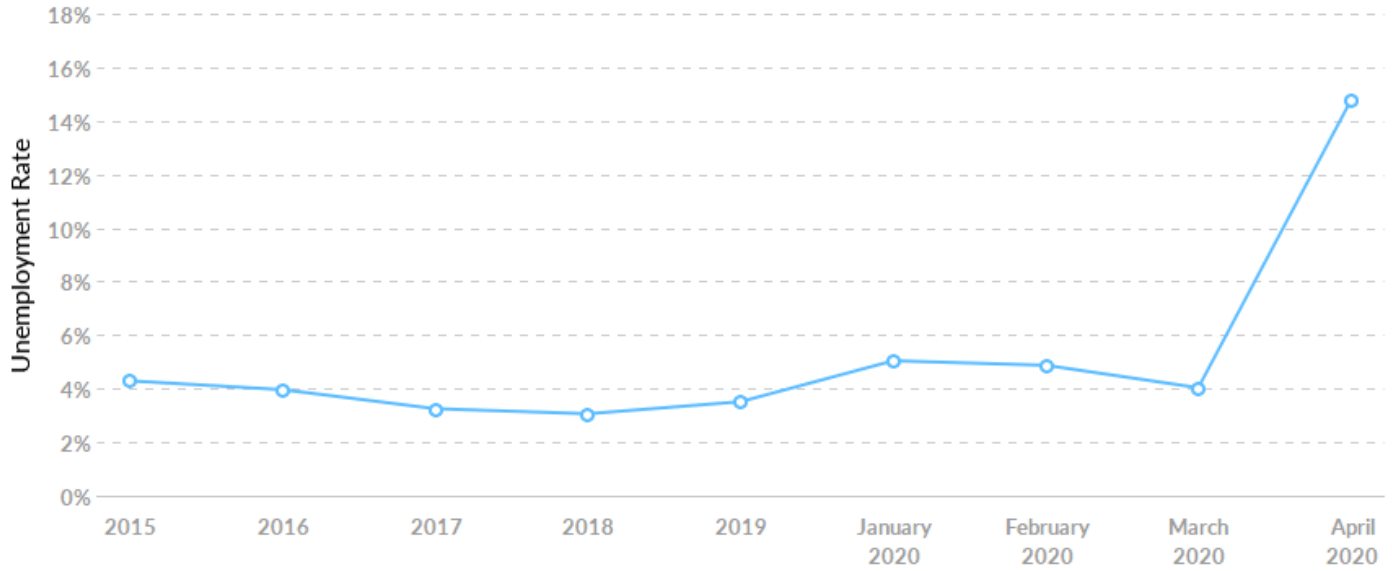
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	67.72%
2016	68.24%
2017	68.19%
2018	67.50%
2019	66.78%
January 2020	66.17%
February 2020	66.53%
March 2020	66.18%
April 2020	64.99%

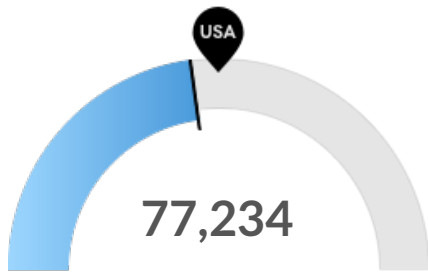
Unemployment Rate Trends

Your areas had an April 2020 unemployment rate of 14.77%, **increasing from 4.29%** 5 years before.



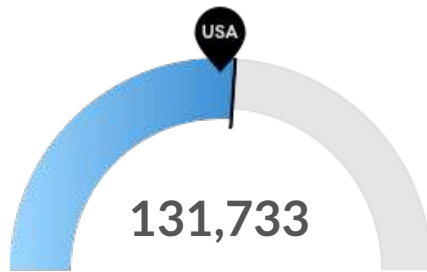
Timeframe	Unemployment Rate
2015	4.29%
2016	3.96%
2017	3.25%
2018	3.06%
2019	3.51%
January 2020	5.04%
February 2020	4.87%
March 2020	4.03%
April 2020	14.77%

Population Characteristics



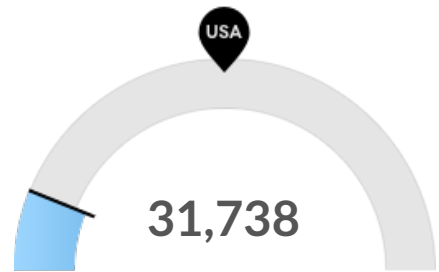
Millennials

Your area has 77,234 millennials (ages 25-39). The national average for an area this size is 87,777.



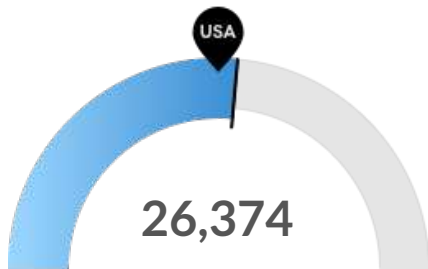
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 123,589 people 55 or older, while there are 131,733 here.



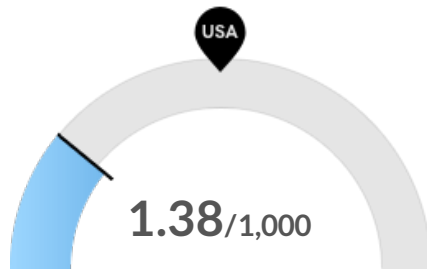
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 169,157 racially diverse people, while there are 31,738 here.



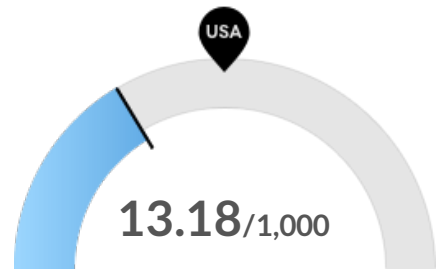
Veterans

Your area has 26,374 veterans. The national average for an area this size is 24,288.



Violent Crime

Your area has 1.38 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

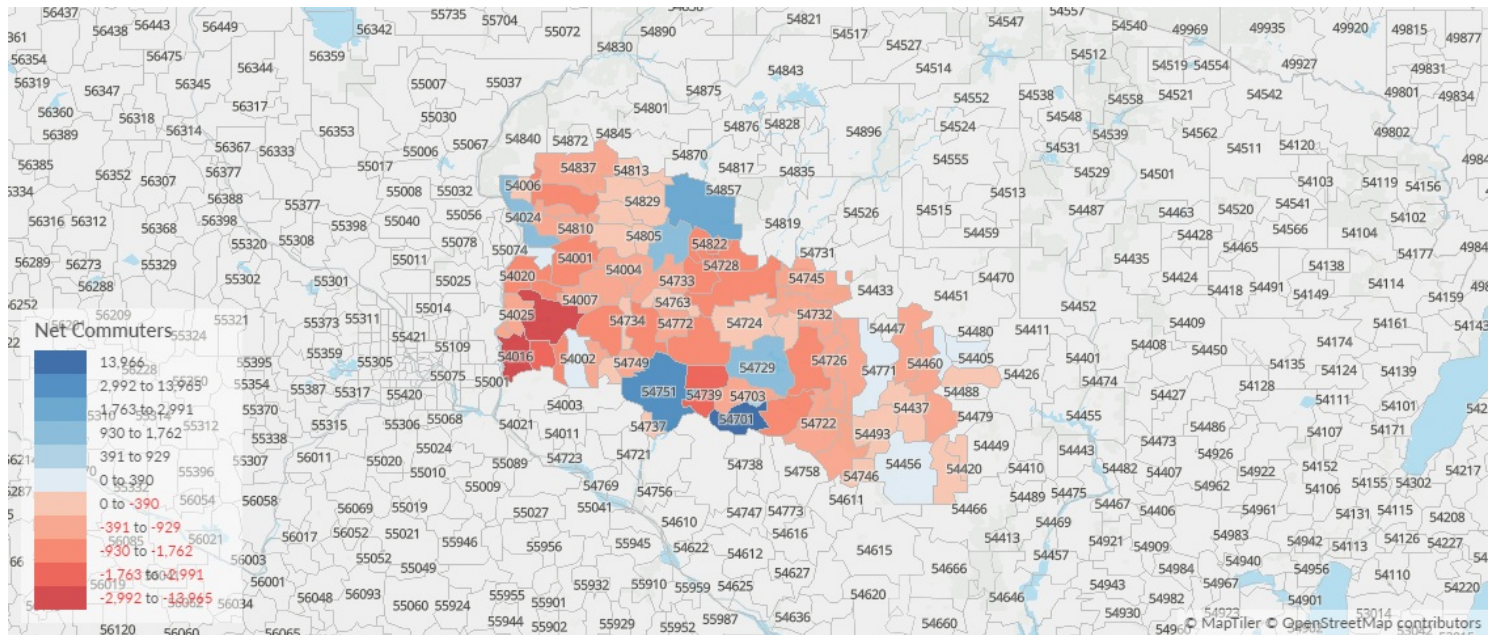


Property Crime

Your area has 13.18 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 the region currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 54703.



Where Talent Works

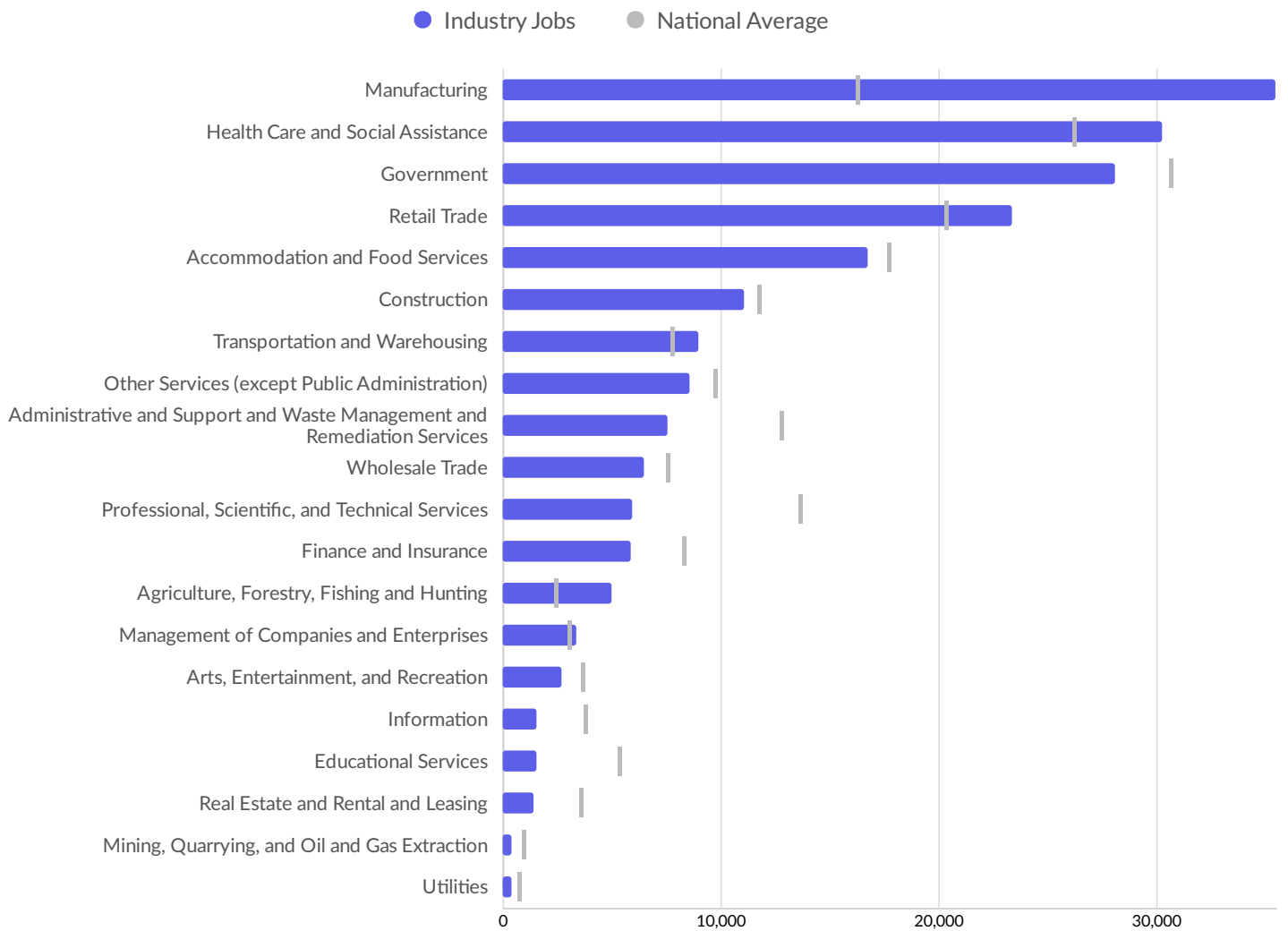
Where Talent Lives

ZIP	Name	2019 Employment
54701	Eau Claire, WI (in Eau C...	32,494
54703	Eau Claire, WI (in Eau C...	21,357
54016	Hudson, WI (in St. Croix...	18,036
54729	Chippewa Falls, WI (in C...	18,026
54751	Menomonie, WI (in Dun...	15,721

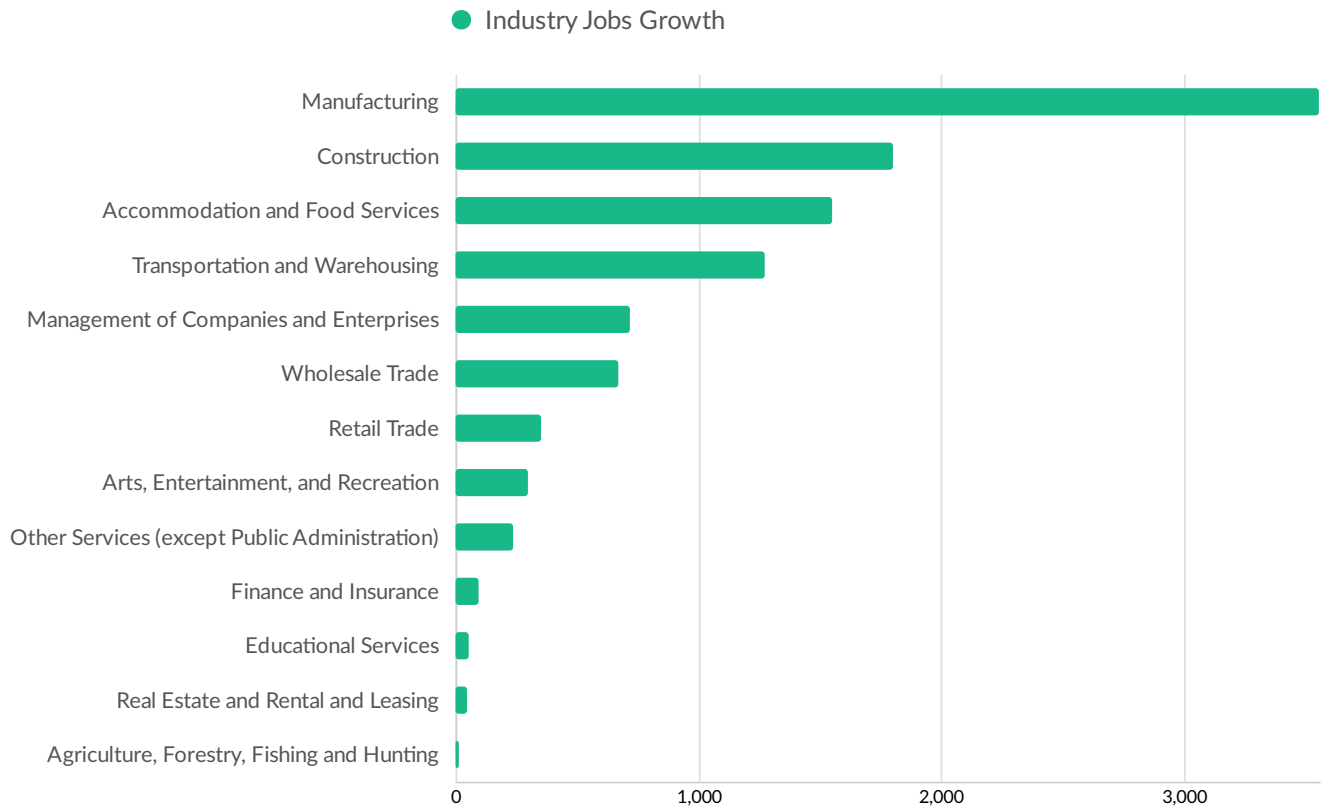
ZIP	Name	2019 Workers
54703	Eau Claire, WI (in Eau C...	22,145
54016	Hudson, WI (in St. Croix...	21,028
54701	Eau Claire, WI (in Eau C...	18,528
54729	Chippewa Falls, WI (in C...	16,798
54751	Menomonie, WI (in Dun...	12,163

Industry Characteristics

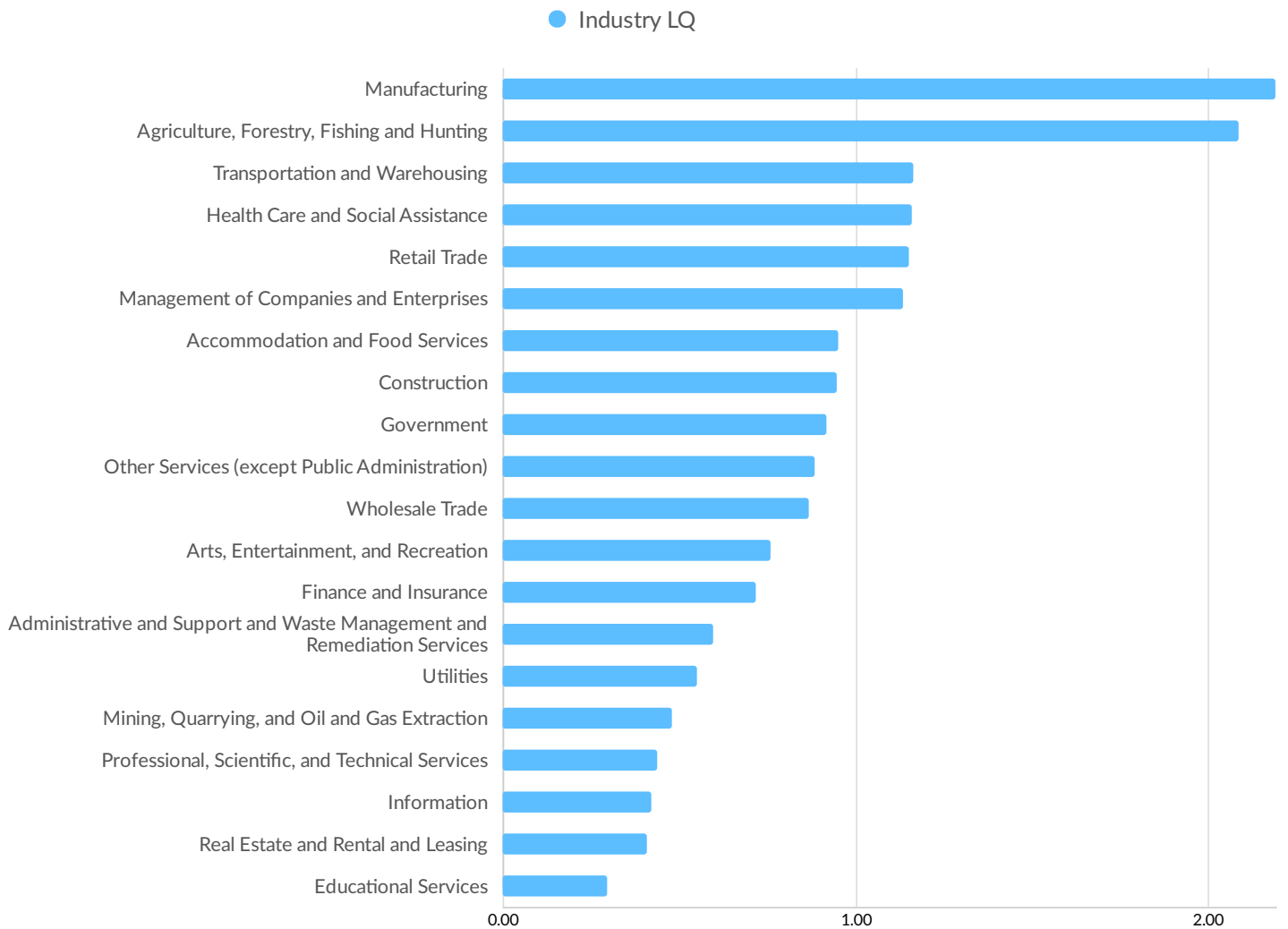
Largest Industries



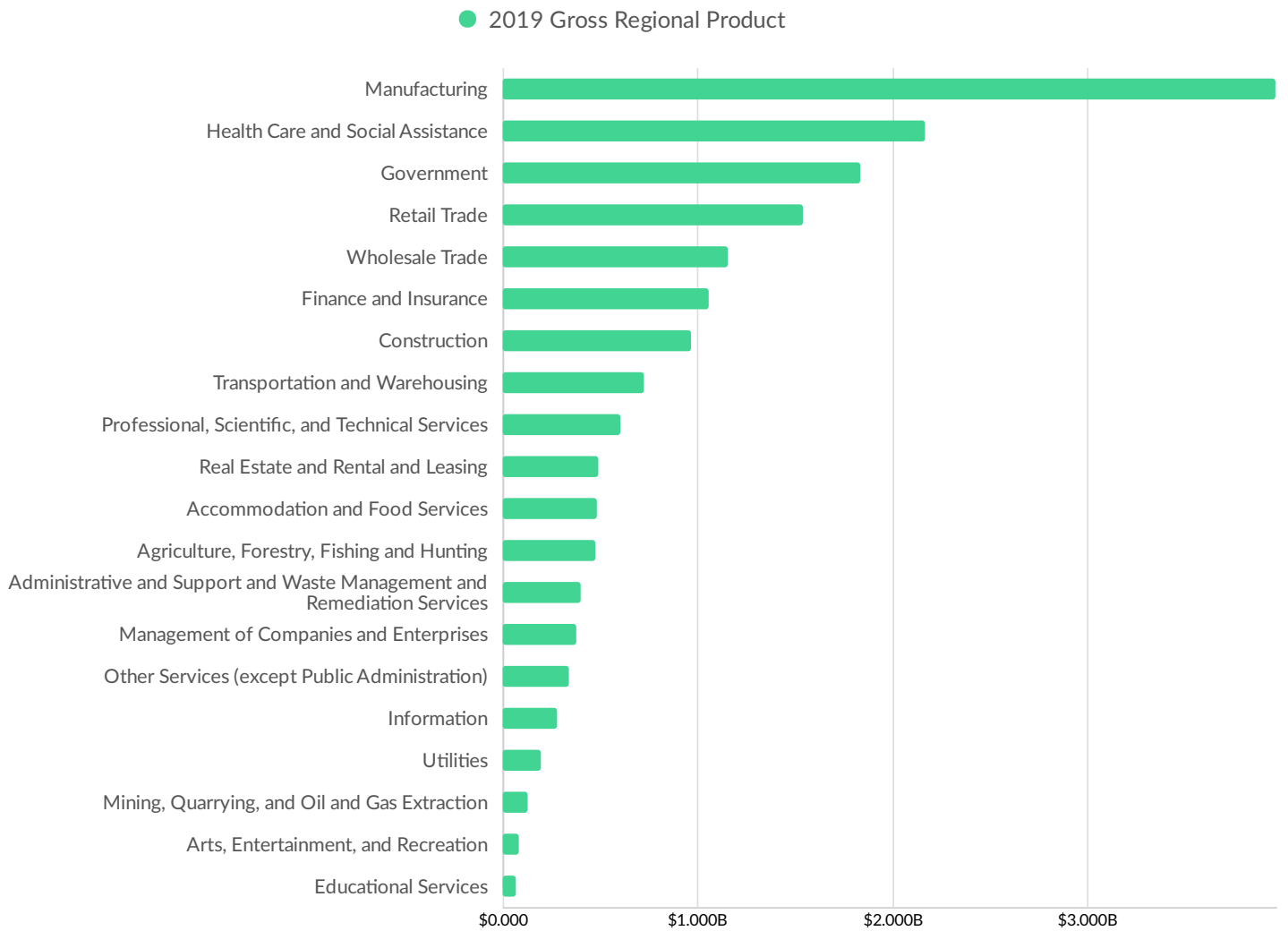
Top Growing Industries



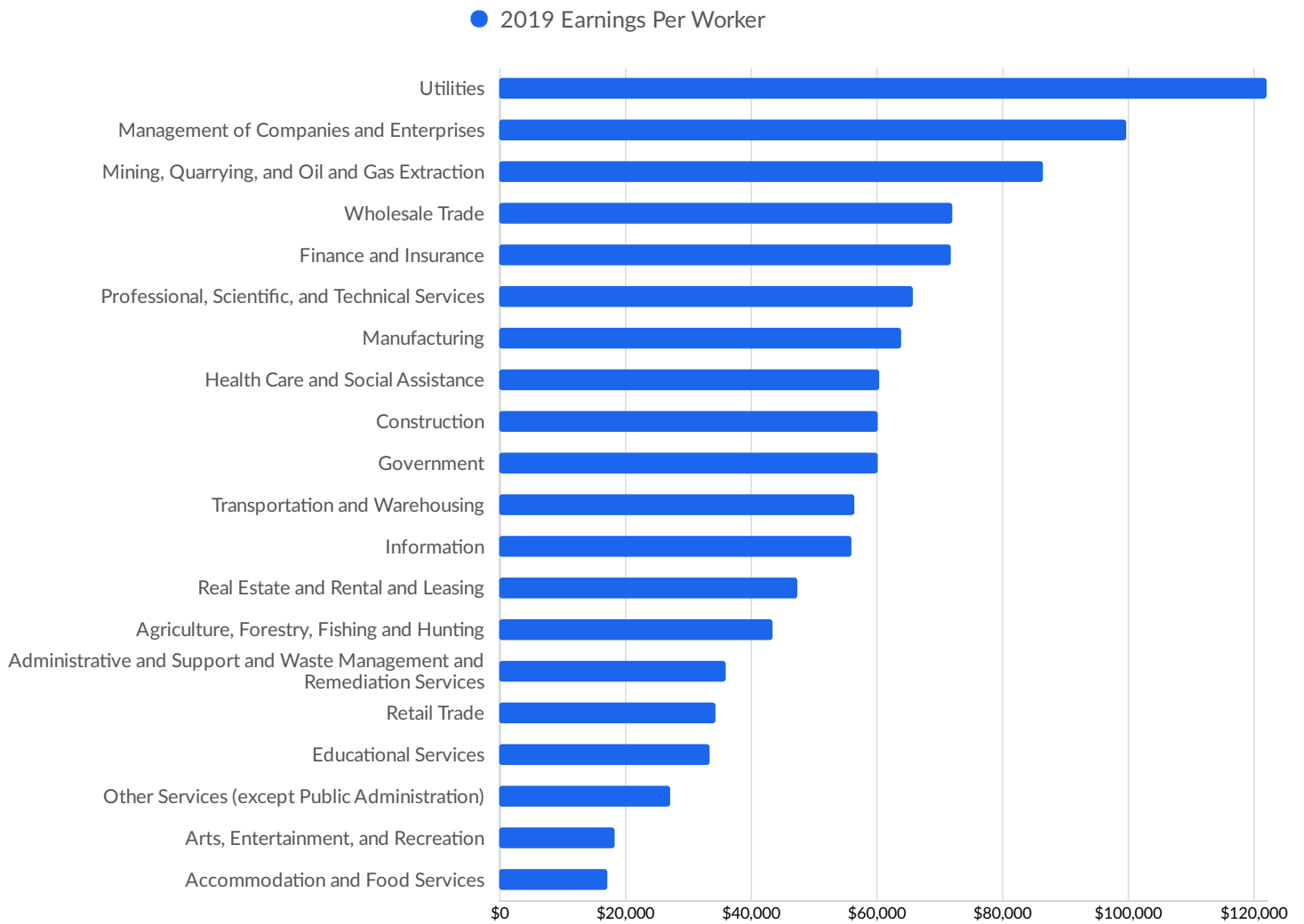
Top Industry LQ



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	31,905	35,462	3,557	+11%	2.19	\$63,947	\$3.96B
Health Care and Social Assistance	30,316	30,289	-27	0%	1.16	\$60,612	\$2.17B
Government	28,597	28,068	-529	-2%	0.92	\$60,192	\$1.84B
Retail Trade	22,989	23,341	352	+2%	1.15	\$34,340	\$1.54B
Accommodation and Food Services	15,184	16,736	1,552	+10%	0.95	\$17,128	\$482.20M
Construction	9,277	11,076	1,799	+19%	0.95	\$60,363	\$966.10M
Transportation and Warehousing	7,692	8,966	1,274	+17%	1.16	\$56,524	\$722.36M
Other Services (except Public Administration)	8,325	8,560	235	+3%	0.88	\$27,152	\$343.36M
Administrative and Support and Waste Management and Remediation Services	8,743	7,578	-1,165	-13%	0.60	\$36,158	\$402.36M
Wholesale Trade	5,812	6,486	674	+12%	0.87	\$72,222	\$1.15B
Professional, Scientific, and Technical Services	6,058	5,934	-124	-2%	0.44	\$65,804	\$604.53M
Finance and Insurance	5,810	5,907	97	+2%	0.72	\$72,016	\$1.06B
Agriculture, Forestry, Fishing and Hunting	4,956	4,972	16	+0%	2.09	\$43,609	\$476.65M
Management of Companies and Enterprises	2,644	3,364	720	+27%	1.13	\$99,773	\$376.97M
Arts, Entertainment, and Recreation	2,425	2,725	300	+12%	0.76	\$18,489	\$82.87M
Information	1,699	1,576	-123	-7%	0.42	\$56,096	\$276.77M
Educational Services	1,513	1,566	53	+4%	0.30	\$33,431	\$65.19M
Real Estate and Rental and Leasing	1,382	1,428	46	+3%	0.41	\$47,556	\$494.00M
Mining, Quarrying, and Oil and Gas Extraction	551	416	-135	-25%	0.48	\$86,532	\$126.47M
Utilities	682	382	-300	-44%	0.55	\$122,200	\$194.33M

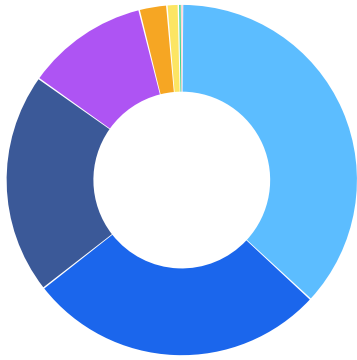
Business Characteristics

32,881 Companies Employ Your Workers

Online profiles for your workers mention 32,881 companies as employers, with the top 10 appearing below. In the last 12 months, 5,644 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	1,733 	Platinum Supplemental Insuranc...	1,957 
University of Wisconsin-Madison	1,403 	Marshfield Clinic	1,350 
Menard, Inc.	1,102 	HealthCare Employment Netwo...	1,129 
University of Wisconsin-Stout	821 	CRST International, Inc.	1,085 
State of Wisconsin	805 	Roehl Transport, Inc.	1,015 
Marshfield Clinic	744 	Mayo Clinic	1,001 
UnitedHealth Group Incorporate...	741 	Wal-Mart, Inc.	945 
Wal-Mart, Inc.	678 	Ashley Furniture Industries, Inc.	913 
3M Company	598 	Telereach Inc	805 
Hospital Sisters Health System	581 	HomeAdvisor, Inc.	730 

Business Size

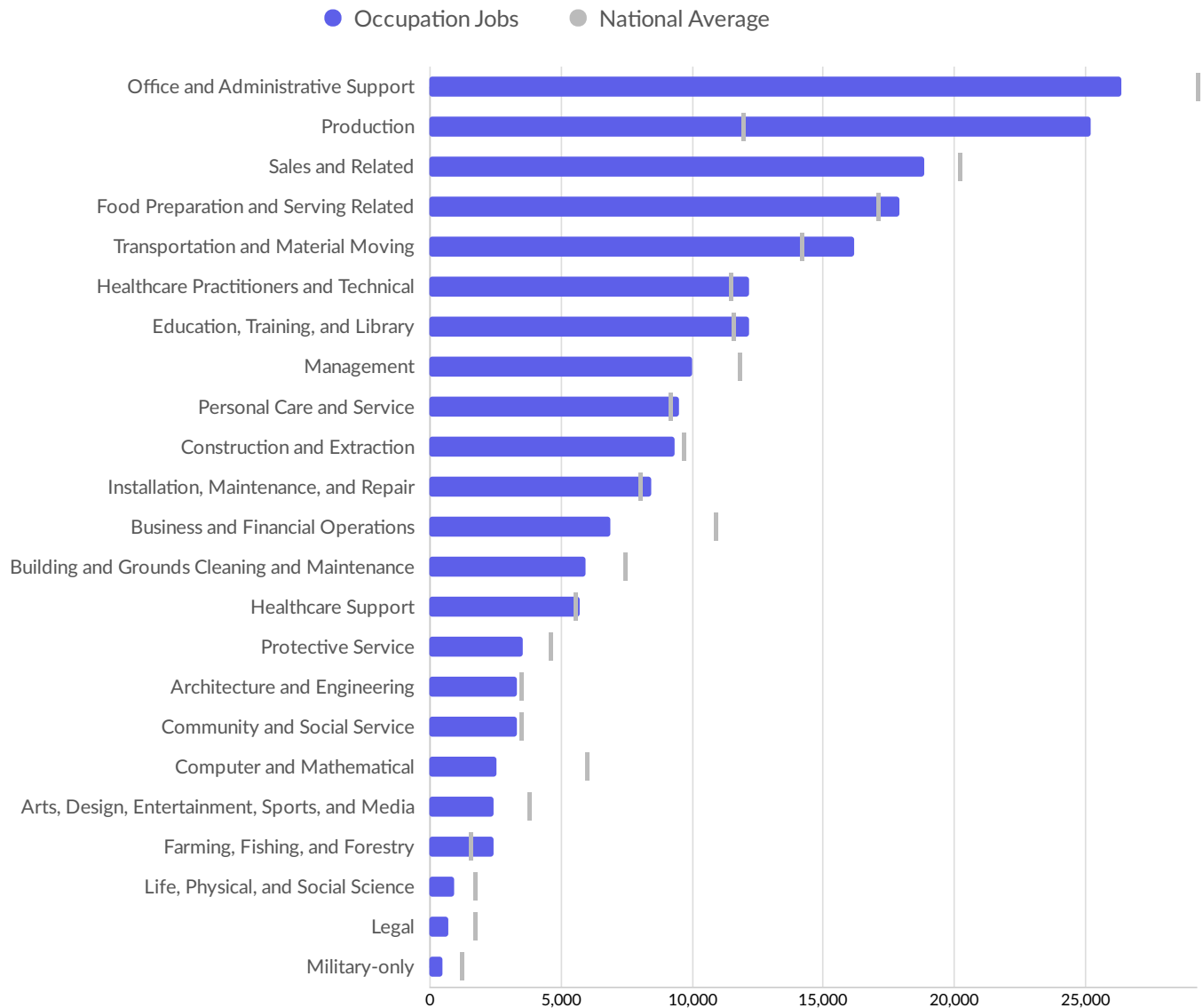


	Percentage	Business Count
1 to 4 employees	36.8%	6,511
5 to 9 employees	27.6%	4,873
10 to 19 employees	20.4%	3,605
20 to 49 employees	11.3%	1,991
50 to 99 employees	2.6%	452
100 to 249 employees	1.1%	186
250 to 499 employees	0.3%	49
500+ employees	0.1%	18

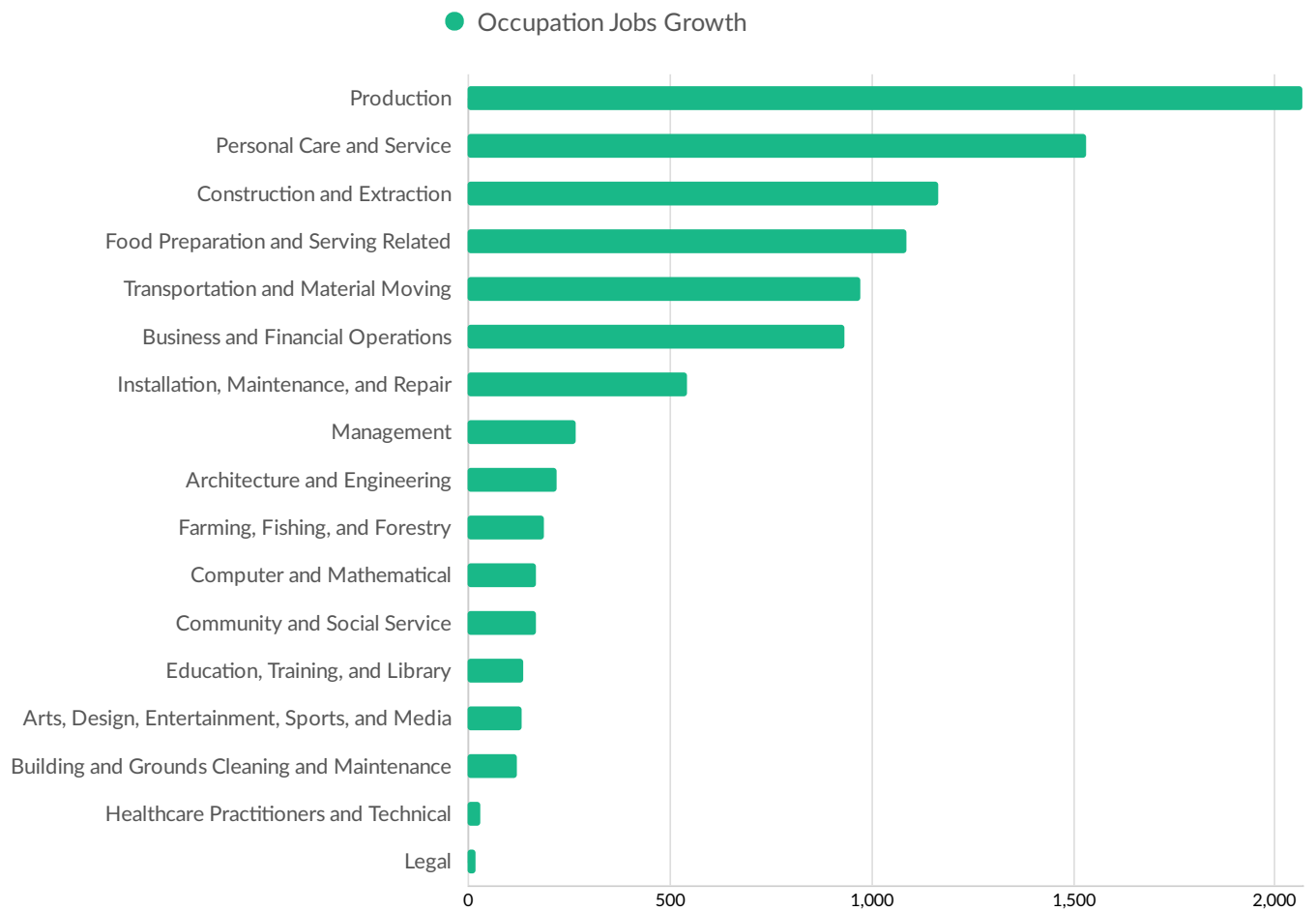
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

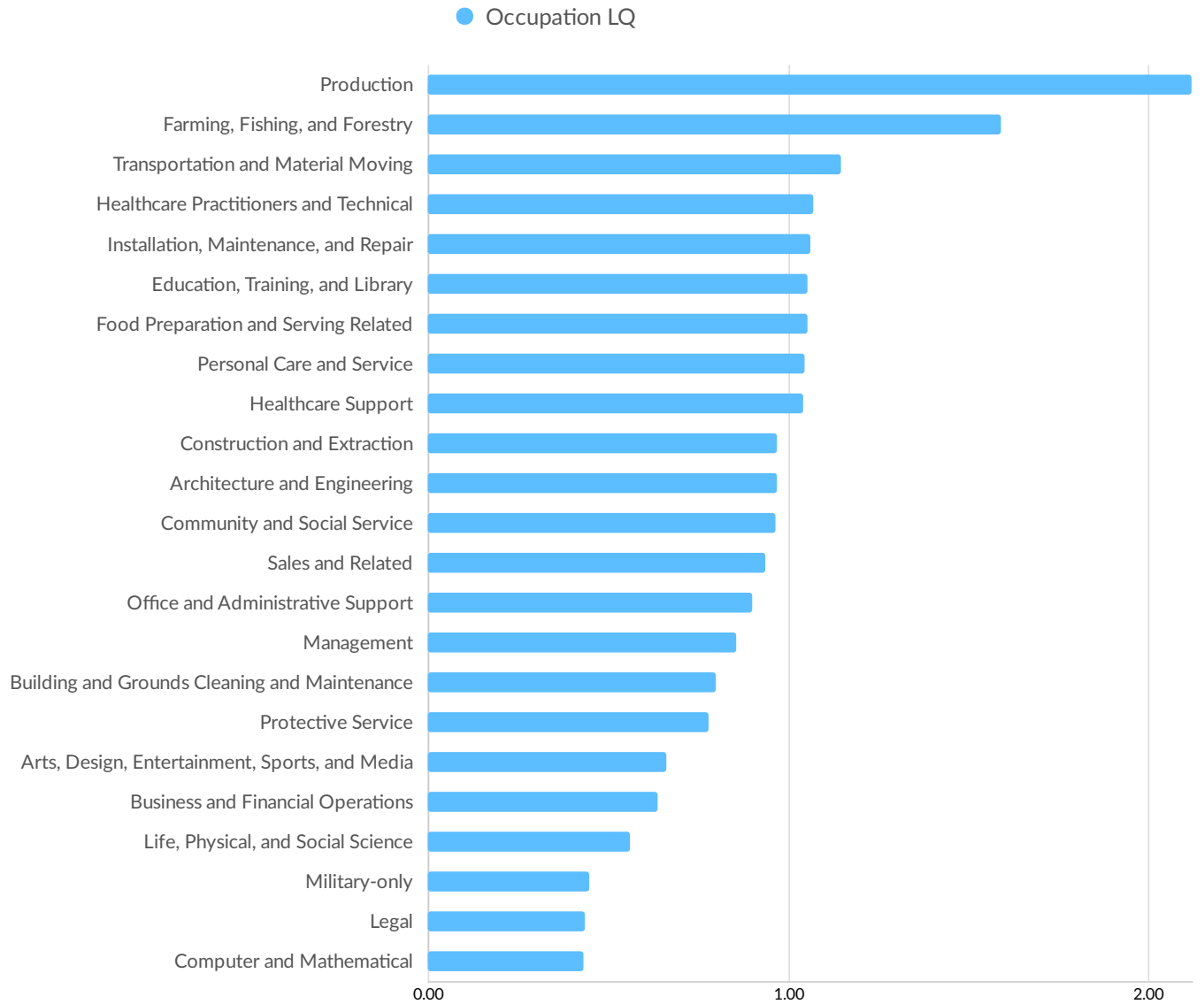
Largest Occupations



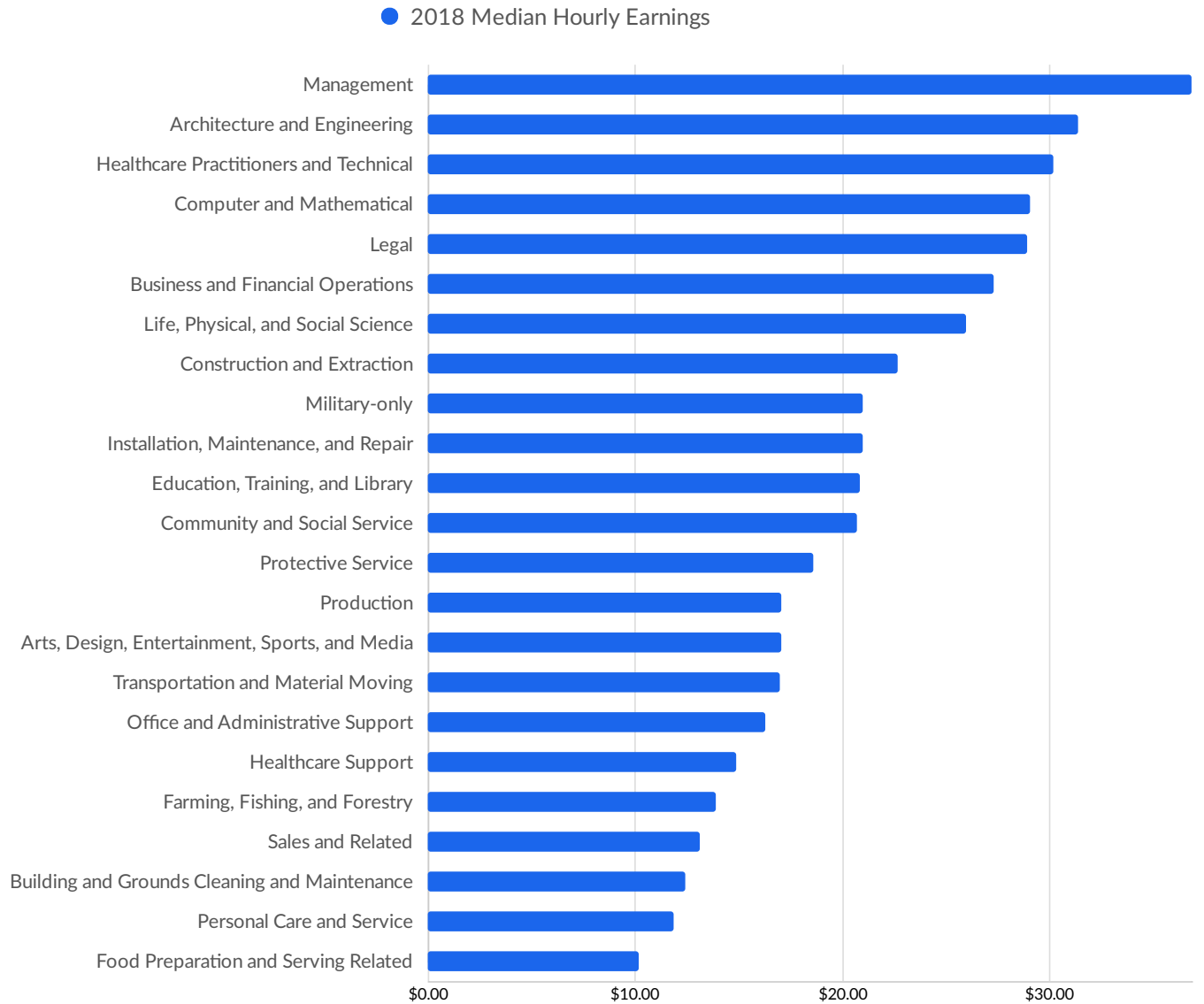
Top Growing Occupations



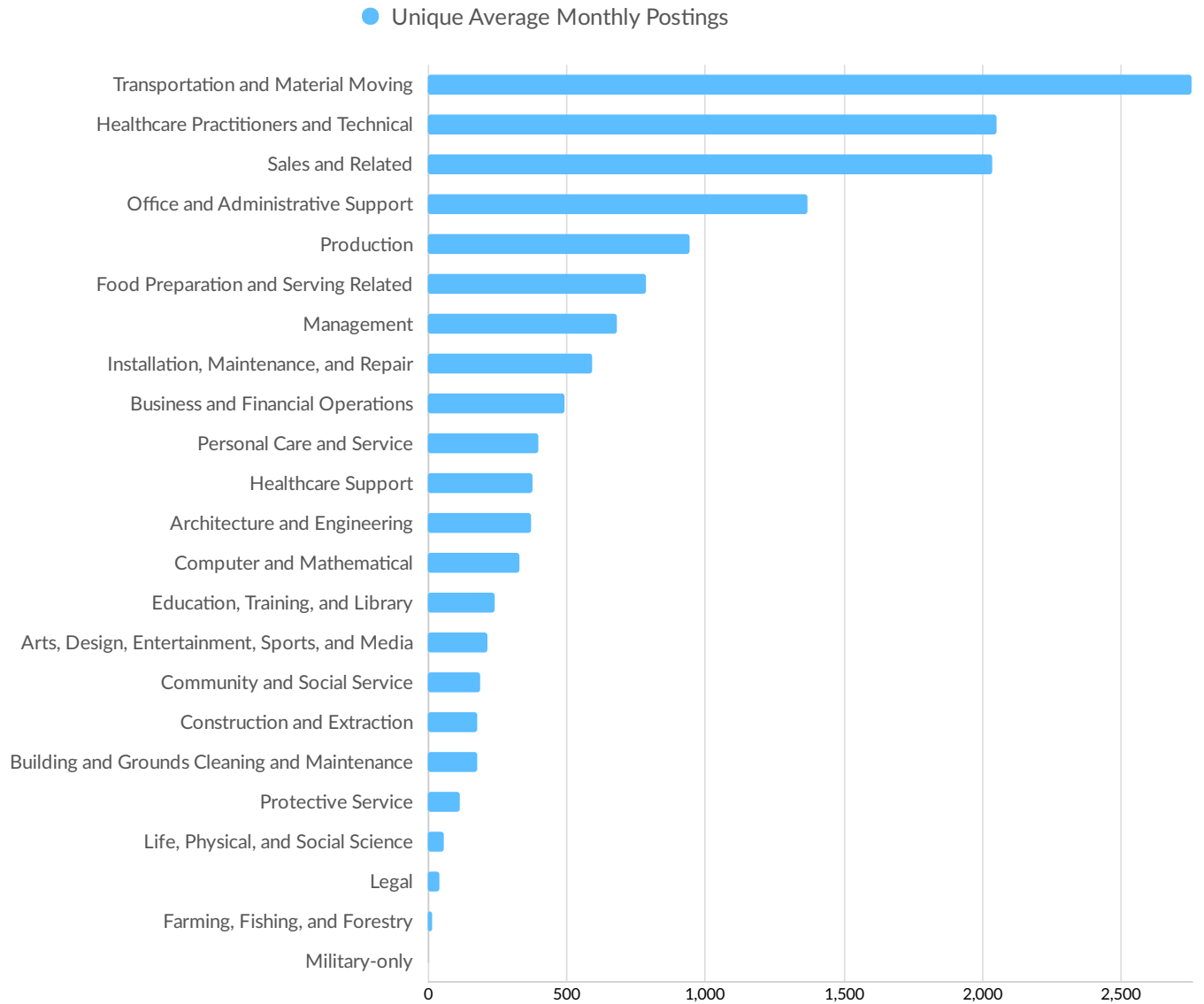
Top Occupation LQ



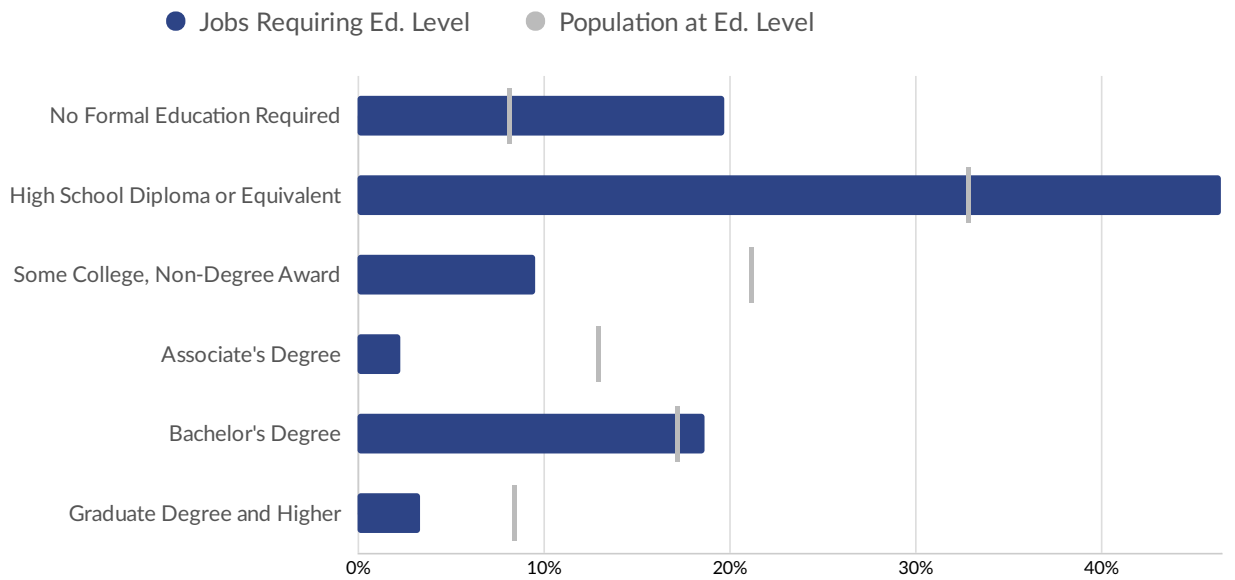
Top Occupation Earnings



Top Posted Occupations



Underemployment

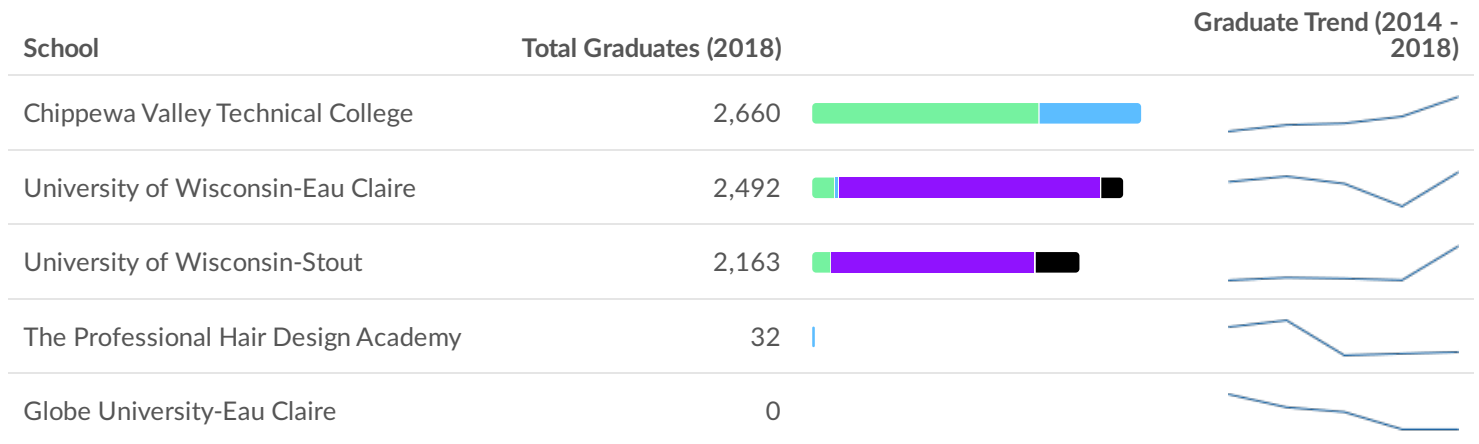


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jul 2019 - Jun 2020 Unique Average Monthly Postings
Office and Administrative Support	26,949	26,374	-575	-2%	0.90	\$16.33	1,371
Production	23,173	25,242	2,069	+9%	2.12	\$17.10	943
Sales and Related	18,895	18,886	-9	0%	0.94	\$13.13	2,038
Food Preparation and Serving Related	16,858	17,946	1,088	+6%	1.05	\$10.17	786
Transportation and Material Moving	15,235	16,209	974	+6%	1.15	\$17.04	2,756
Healthcare Practitioners and Technical	12,151	12,184	33	+0%	1.07	\$30.19	2,055
Education, Training, and Library	12,032	12,168	136	+1%	1.05	\$20.88	244
Management	9,763	10,032	269	+3%	0.85	\$36.90	681
Personal Care and Service	7,979	9,513	1,534	+19%	1.04	\$11.89	398
Construction and Extraction	8,173	9,339	1,166	+14%	0.97	\$22.70	179
Installation, Maintenance, and Repair	7,938	8,482	544	+7%	1.06	\$21.03	594
Business and Financial Operations	5,971	6,906	935	+16%	0.64	\$27.31	495
Building and Grounds Cleaning and Maintenance	5,814	5,936	122	+2%	0.80	\$12.46	179
Healthcare Support	6,562	5,740	-822	-13%	1.04	\$14.92	377
Protective Service	3,578	3,552	-26	-1%	0.78	\$18.63	118
Architecture and Engineering	3,118	3,339	221	+7%	0.97	\$31.41	375
Community and Social Service	3,161	3,330	169	+5%	0.96	\$20.74	191
Computer and Mathematical	2,404	2,575	171	+7%	0.43	\$29.07	332

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	2,323	2,457	134	+6%	0.66	\$17.09	213
Farming, Fishing, and Forestry	2,240	2,428	188	+8%	1.59	\$13.89	16
Life, Physical, and Social Science	953	934	-19	-2%	0.56	\$26.03	58
Legal	717	738	21	+3%	0.44	\$28.98	41
Military-only	573	526	-47	-8%	0.45	\$21.03	2

Educational Pipeline

In 2018, there were 7,347 graduates in West Central Wisconsin. This pipeline has grown by 14% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, "Business Administration and Management, General", and "Psychology, General".



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

In-Demand Skills

