

# West Central Wisconsin

West Central Wisconsin Regional Planning Commission



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# Economy Overview

**425,694**

**Population (2018)**

Population grew by **7,807** over the last 5 years and is projected to **grow by 7,484** over the next 5 years.

**204,248**

**Jobs (2018)**

Jobs grew by **11,906** over the last 5 years and are projected to **grow by 10,014** over the next 5 years.

**\$49.9K**

**Avg. Earnings Per Job (2018)**

Regional average earnings per job are **\$15.7K below** the national average earnings of \$65.7K per job.

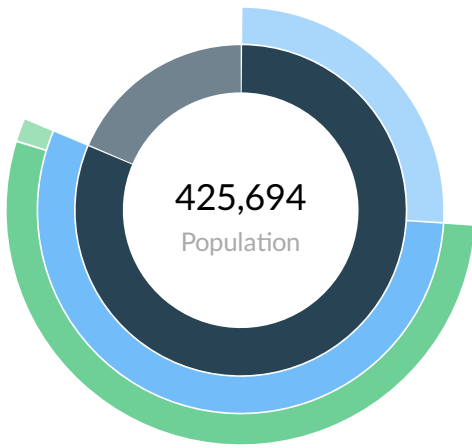
## Takeaways

- As of 2018 the region's population **increased by 1.9%** since 2013, growing by 7,807. Population is expected to **increase by 1.8%** between 2018 and 2023, adding 7,484.
- From 2013 to 2018, jobs **increased by 6.2%** in West Central Wisconsin from 192,342 to **204,248**. This change **fell short of the national growth rate of 8.2% by 2.0%**. As the number of jobs increased, the **labor force participation rate increased from 66.9% to 68.1% between 2013 and 2018**.
- Concerning educational attainment, **17.3% of the selected regions' residents possess a Bachelor's Degree** (1.4% below the national average), and **12.6% hold an Associate's Degree** (4.6% above the national average).
- The top three industries in 2018 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	425,694	235,891	204,248	98.8	\$18.90B	\$25.49B	\$21.55B
Barron County	45,167	25,088	24,682	100.4	\$2.17B	\$3.24B	\$2.90B
Momentum West	489,085	272,137	225,256	99.4	\$20.86B	\$28.73B	\$23.69B
Polk County	43,417	24,736	17,986	99.7	\$1.59B	\$2.80B	\$1.98B
Eau Claire County	104,183	58,969	63,348	98.6	\$5.83B	\$5.87B	\$6.24B
Dunn County	44,807	24,932	19,739	96.2	\$1.79B	\$2.85B	\$2.36B
Clark County	34,694	18,192	13,189	96.8	\$1.34B	\$2.30B	\$2.18B
Chippewa County	64,032	33,761	27,150	97.5	\$2.52B	\$3.58B	\$3.14B
St. Croix County	89,395	50,213	38,154	102.5	\$3.67B	\$5.92B	\$3.64B

# Economy Overview - Cont.

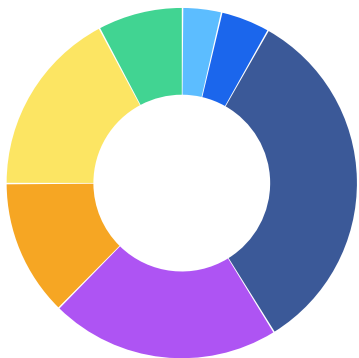
## 2018 Labor Force Breakdown



	Population
● Total Working Age Population	346,238
● Not in Labor Force (15+)	110,347
● Labor Force	235,891
● Employed	228,870
● Unemployed	7,021
● Under 15	79,456

## Educational Attainment

Concerning educational attainment, **17.3% of the selected regions' residents possess a Bachelor's Degree** (1.4% below the national average), and **12.6% hold an Associate's Degree** (4.6% above the national average).

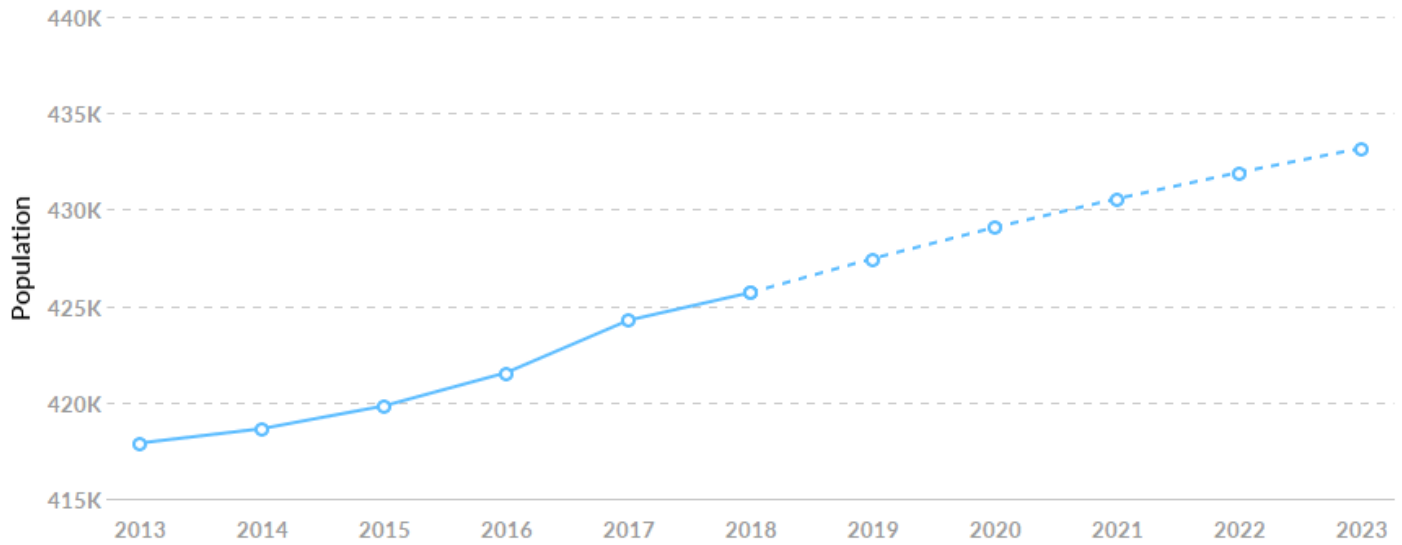


	% of Population	Population
● Less Than 9th Grade	3.6%	10,223
● 9th Grade to 12th Grade	4.5%	12,908
● High School Diploma	33.0%	93,862
● Some College	21.2%	60,330
● Associate's Degree	12.6%	35,811
● Bachelor's Degree	17.3%	49,125
● Graduate Degree and Higher	7.9%	22,348

# Historic & Projected Trends

## Population Trends

As of 2018 the region's population **increased by 1.9%** since 2013, growing by 7,807. Population is expected to **increase by 1.8%** between 2018 and 2023, adding 7,484.

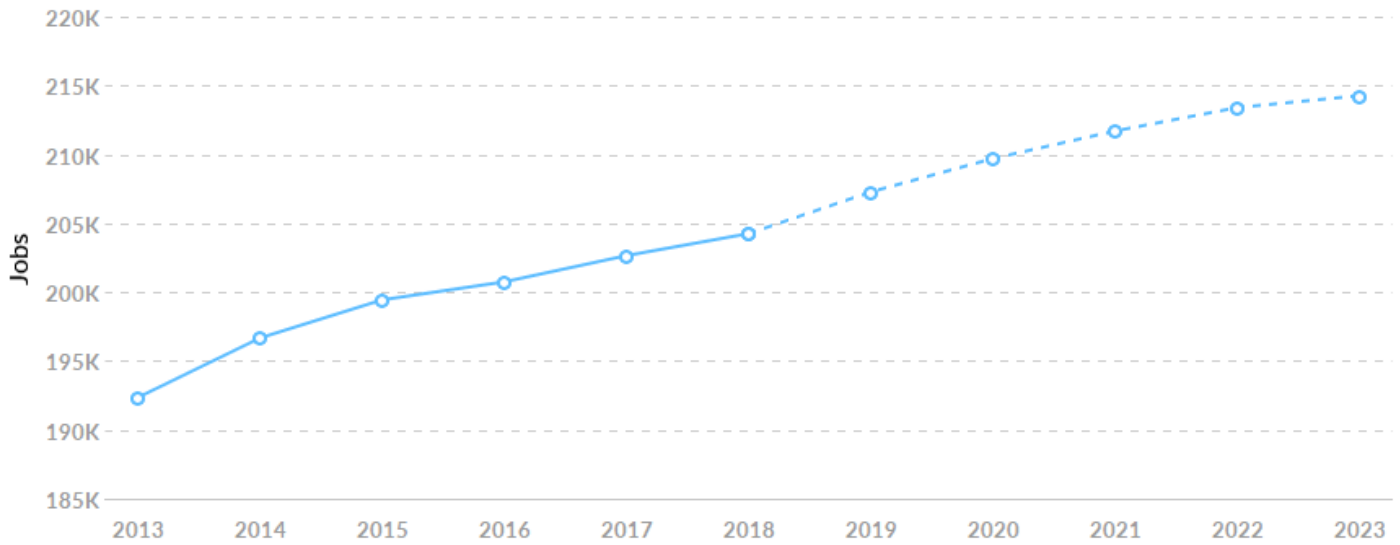


Timeframe	Population
2013	417,887
2014	418,633
2015	419,815
2016	421,538
2017	424,253
2018	425,694
2019	427,455
2020	429,074
2021	430,562
2022	431,927
2023	433,178

# Historic & Projected Trends - Cont.

## Job Trends

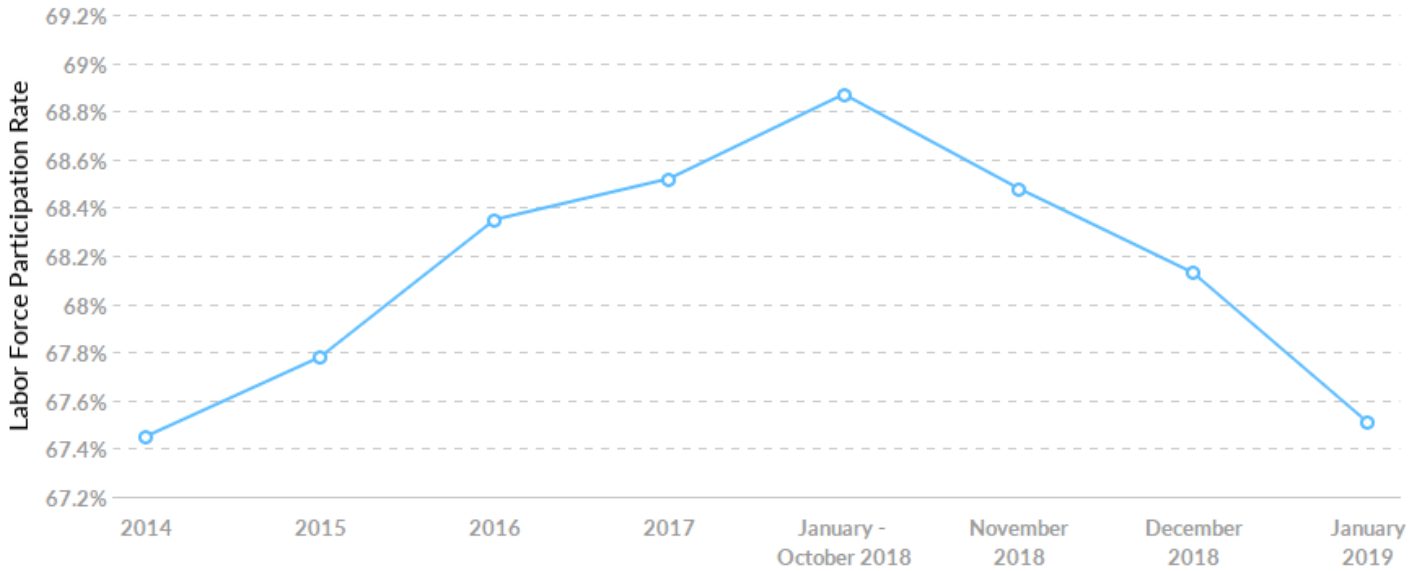
From 2013 to 2018, jobs increased by 6.2% in West Central Wisconsin from 192,342 to 204,248. This change fell short of the national growth rate of 8.2% by 2.0%.



Timeframe	Jobs
2013	192,342
2014	196,665
2015	199,436
2016	200,745
2017	202,649
2018	204,248
2019	207,272
2020	209,695
2021	211,698
2022	213,398
2023	214,262

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

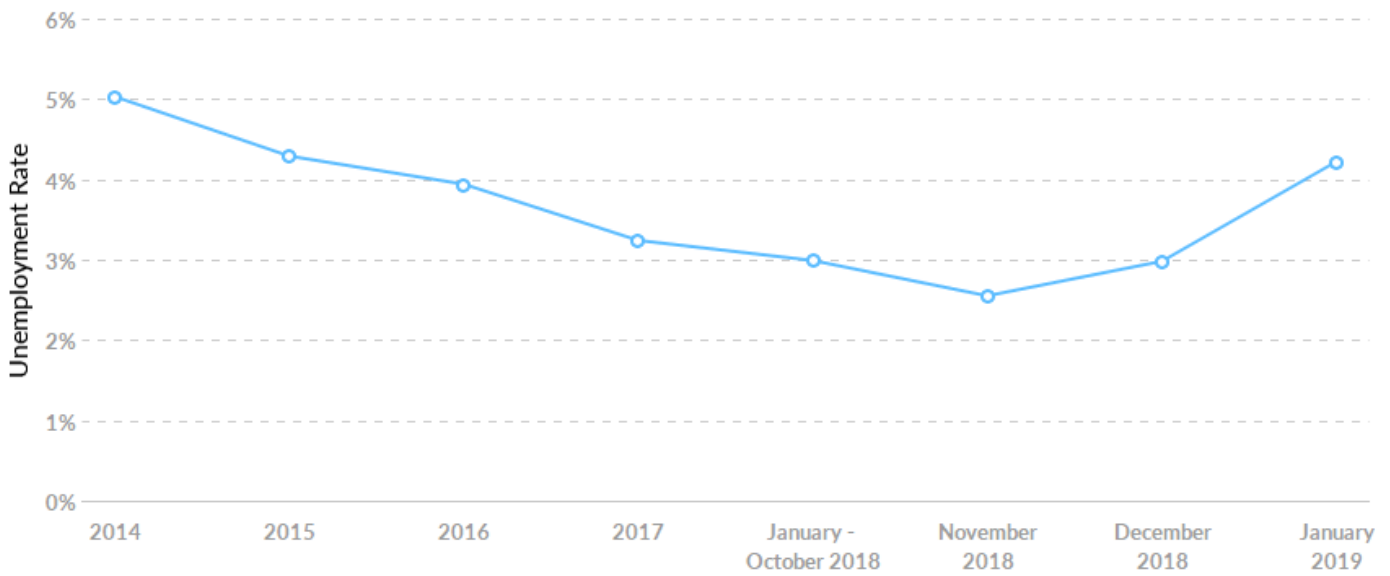


Timeframe	Labor Force Participation Rate
2014	67.45%
2015	67.78%
2016	68.35%
2017	68.52%
January - October 2018	68.87%
November 2018	68.48%
December 2018	68.13%
January 2019	67.51%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

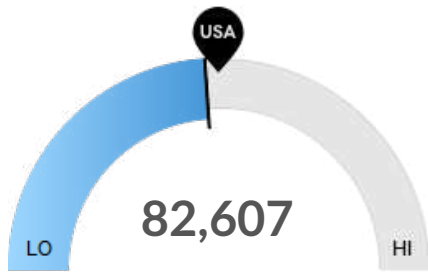
Your areas had a January 2019 unemployment rate of 4.22%, **decreasing from 5.03%** 5 years before.



Timeframe	Unemployment Rate
2014	5.03%
2015	4.29%
2016	3.94%
2017	3.24%
January - October 2018	2.99%
November 2018	2.55%
December 2018	2.98%
January 2019	4.22%

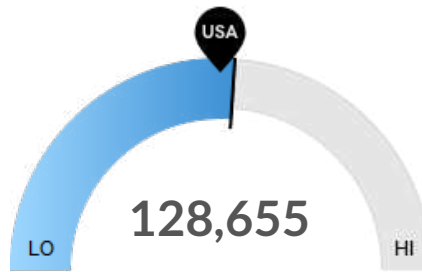


## Population Characteristics



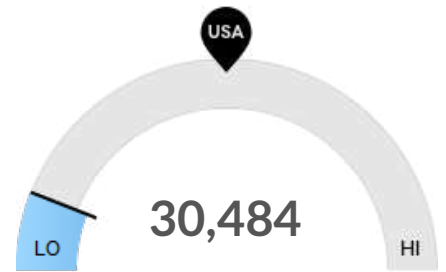
**Millennials**

Your area has 82,607 millennials (ages 20-34). The national average for an area this size is 87,869.



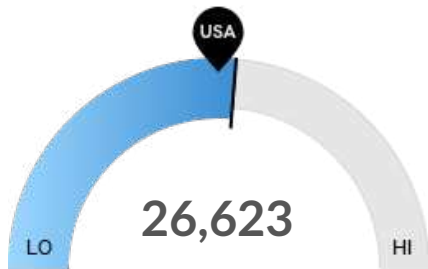
**Retiring Soon**

Retirement risk is about average in your area. The national average for an area this size is 120,944 people 55 or older, while there are 128,655 here.



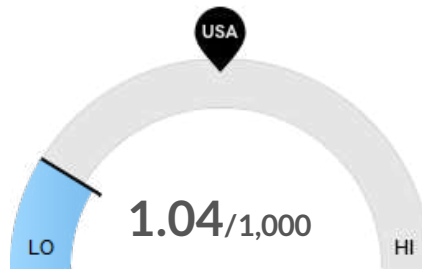
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 166,612 racially diverse people, while there are 30,484 here.



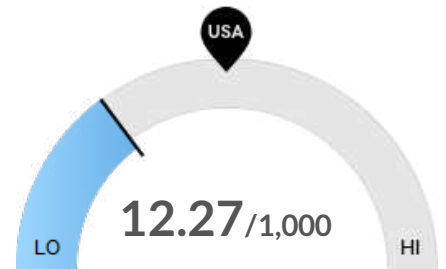
**Veterans**

Your area has 26,623 veterans. The national average for an area this size is 24,669.



**Violent Crime**

Your area has 1.04 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



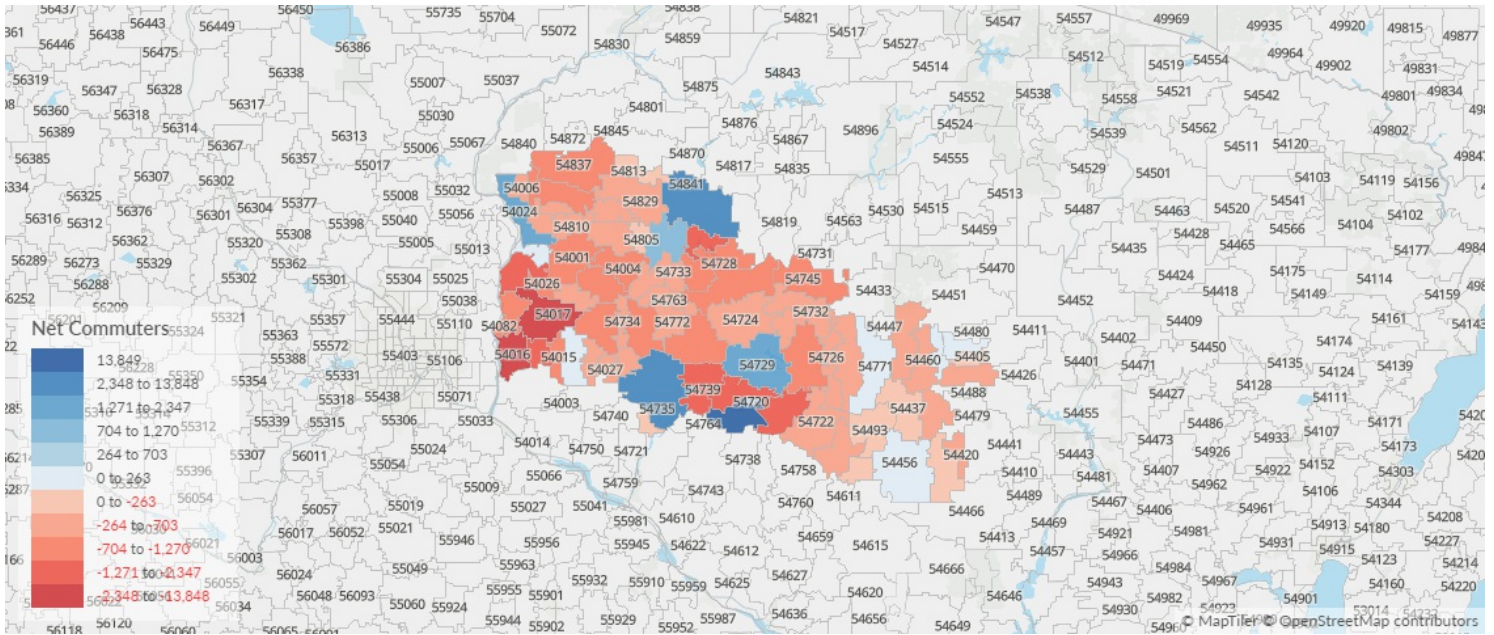
**Property Crime**

Your area has 12.27 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

# Population Characteristics - Cont.

## 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

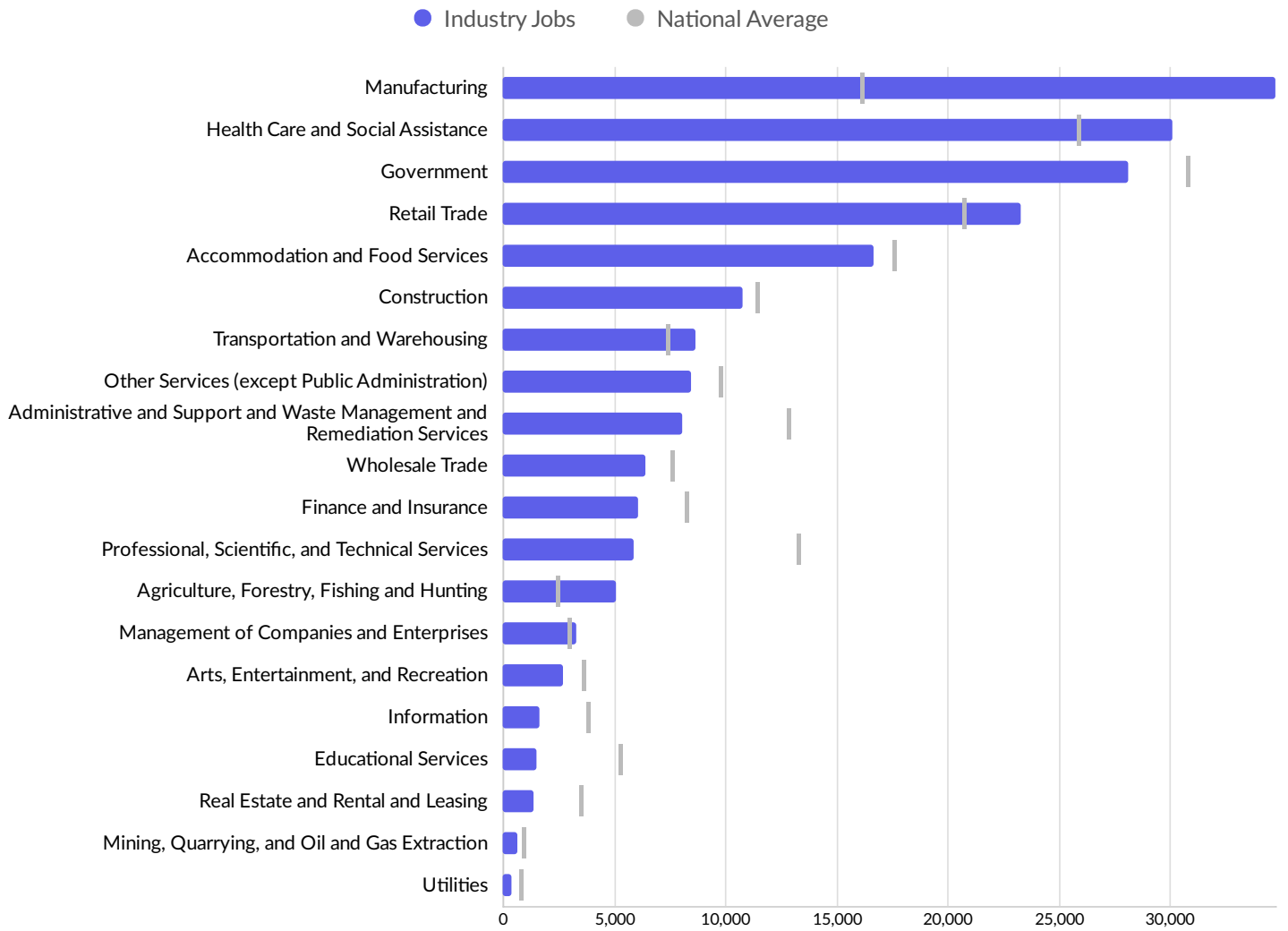
Where Talent Lives

ZIP	Name	2018 Employment
54701	Eau Claire, WI (in Eau Claire, WI)	32,508
54703	Eau Claire, WI (in Eau Claire, WI)	21,104
54729	Chippewa Falls, WI (in Chippewa Falls, WI)	18,029
54016	Hudson, WI (in St. Croix County, WI)	17,997
54751	Menomonie, WI (in Dunn County, WI)	15,307

ZIP	Name	2018 Workers
54703	Eau Claire, WI (in Eau Claire, WI)	22,484
54016	Hudson, WI (in St. Croix County, WI)	20,345
54701	Eau Claire, WI (in Eau Claire, WI)	18,659
54729	Chippewa Falls, WI (in Chippewa Falls, WI)	16,758
54751	Menomonie, WI (in Dunn County, WI)	12,011

# Industry Characteristics

## Largest Industries



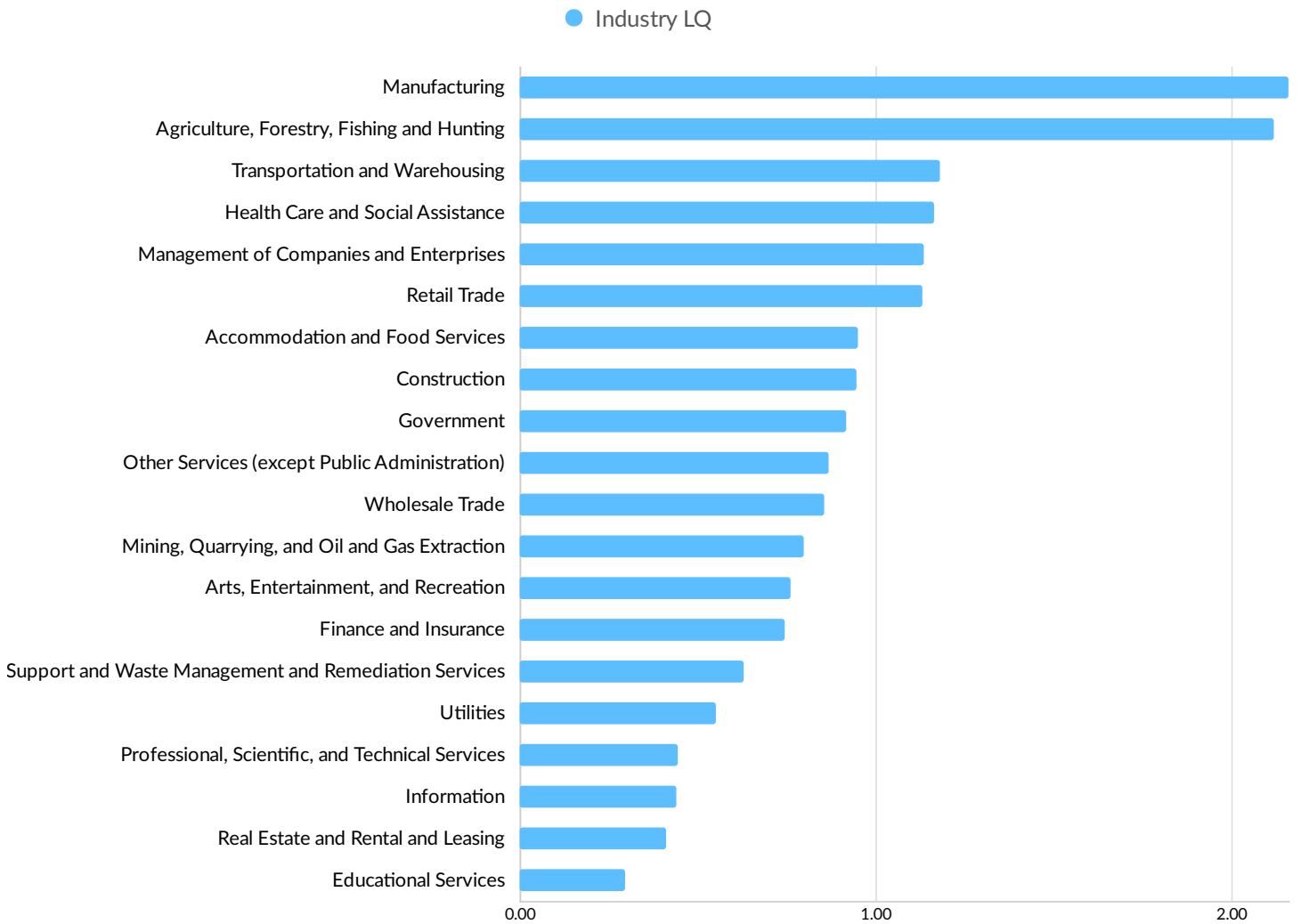
## Industry Characteristics - Cont.

### Top Growing Industries



## Industry Characteristics - Cont.

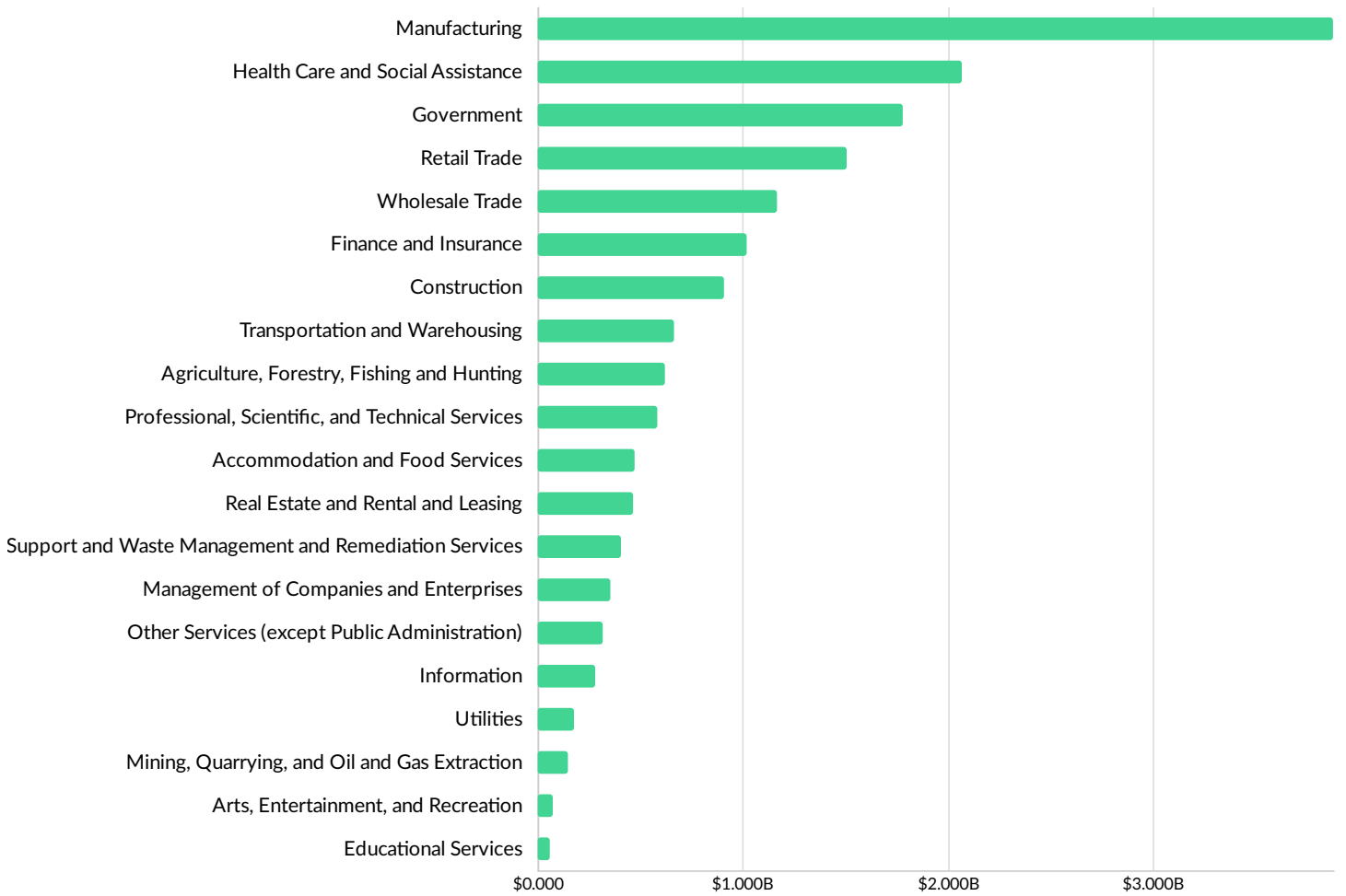
### Top Industry LQ



# Industry Characteristics - Cont.

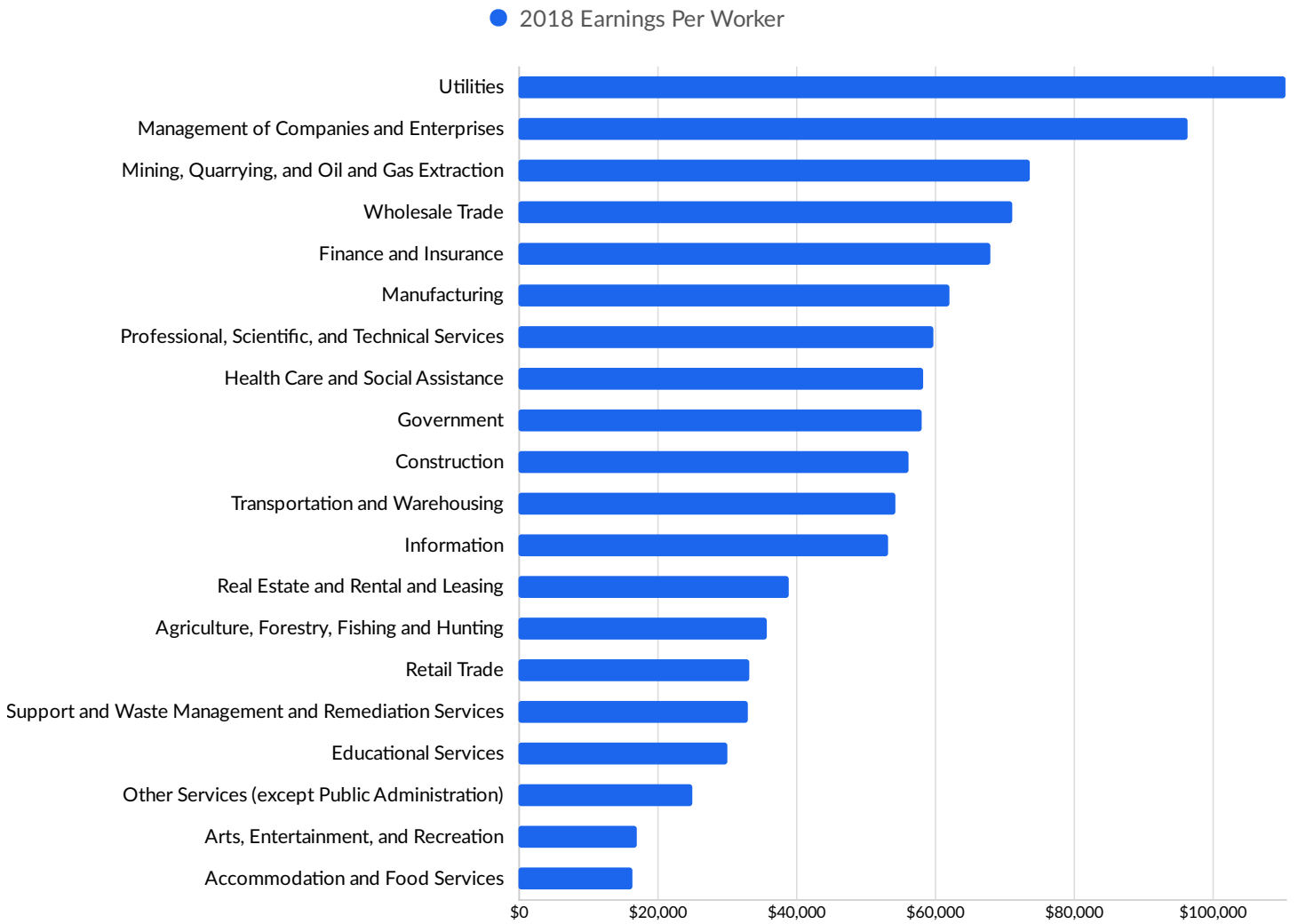
## Top Industry GRP

● 2018 Gross Regional Product



## Industry Characteristics - Cont.

### Top Industry Earnings



## Industry Characteristics - Cont.



















Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	31,226	34,765	3,539	+11%	2.16	\$61,991	\$3.88B
Health Care and Social Assistance	28,571	30,131	1,560	+5%	1.17	\$58,255	\$2.07B
Government	28,423	28,150	-273	-1%	0.92	\$58,056	\$1.78B
Retail Trade	23,070	23,328	258	+1%	1.13	\$33,165	\$1.51B
Accommodation and Food Services	14,787	16,669	1,882	+13%	0.95	\$16,408	\$472.56M
Construction	8,990	10,764	1,774	+20%	0.95	\$56,112	\$908.02M
Transportation and Warehousing	7,606	8,704	1,098	+14%	1.18	\$54,203	\$666.01M
Other Services (except Public Administration)	8,324	8,451	127	+2%	0.87	\$25,128	\$319.13M
Administrative and Support and Waste Management and Remediation Services	8,508	8,055	-453	-5%	0.63	\$33,053	\$407.12M
Wholesale Trade	5,525	6,453	928	+17%	0.86	\$71,072	\$1.17B
Finance and Insurance	6,021	6,113	92	+2%	0.74	\$67,902	\$1.02B
Professional, Scientific, and Technical Services	5,964	5,870	-94	-2%	0.44	\$59,778	\$581.44M
Agriculture, Forestry, Fishing and Hunting	4,860	5,092	232	+5%	2.12	\$35,697	\$621.78M
Management of Companies and Enterprises	2,622	3,318	696	+27%	1.13	\$96,331	\$357.61M
Arts, Entertainment, and Recreation	2,346	2,703	357	+15%	0.76	\$17,023	\$77.34M
Information	1,709	1,652	-57	-3%	0.44	\$53,206	\$281.90M
Educational Services	1,556	1,556	0	0%	0.30	\$30,112	\$59.09M
Real Estate and Rental and Leasing	1,373	1,412	39	+3%	0.41	\$38,861	\$468.22M
Mining, Quarrying, and Oil and Gas Extraction	401	675	274	+68%	0.80	\$73,596	\$145.24M
Utilities	457	387	-70	-15%	0.55	\$110,440	\$177.05M



## Business Characteristics

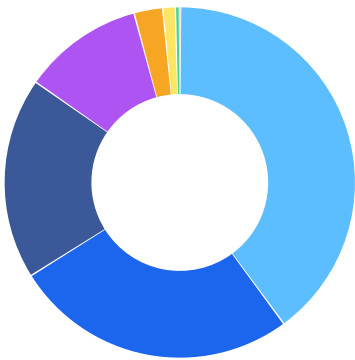
### 18,253 Companies Employ Your Workers

Online profiles for your workers mention 18,253 companies as employers, with the top 10 appearing below. In the last 12 months, 4,786 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	1,270 	Anthem, Inc.	1,842 
University of Wisconsin-Madison	1,215 	Ashley Furniture Industries, Inc.	1,261 
Menard, Inc.	684 	C.R. England, Inc.	1,234 
Marshfield Clinic	488 	Mayo Clinic	1,216 
Unitedhealth Group Incorporated	458 	CRST International, Inc.	1,151 
Sacred Heart Hospital, Inc.	411 	Roehl Transport, Inc.	1,099 
3M Company	404 	Marshfield Clinic	1,096 
University of Wisconsin-Stout	346 	Teach For America, Inc.	1,057 
Phillips Plastics Corporation	333 	U. S. Xpress, Inc.	878 
Chippewa Valley Technical Colle...	328 	Tutree, Inc.	828 

## Business Characteristics - Cont.

### Business Size

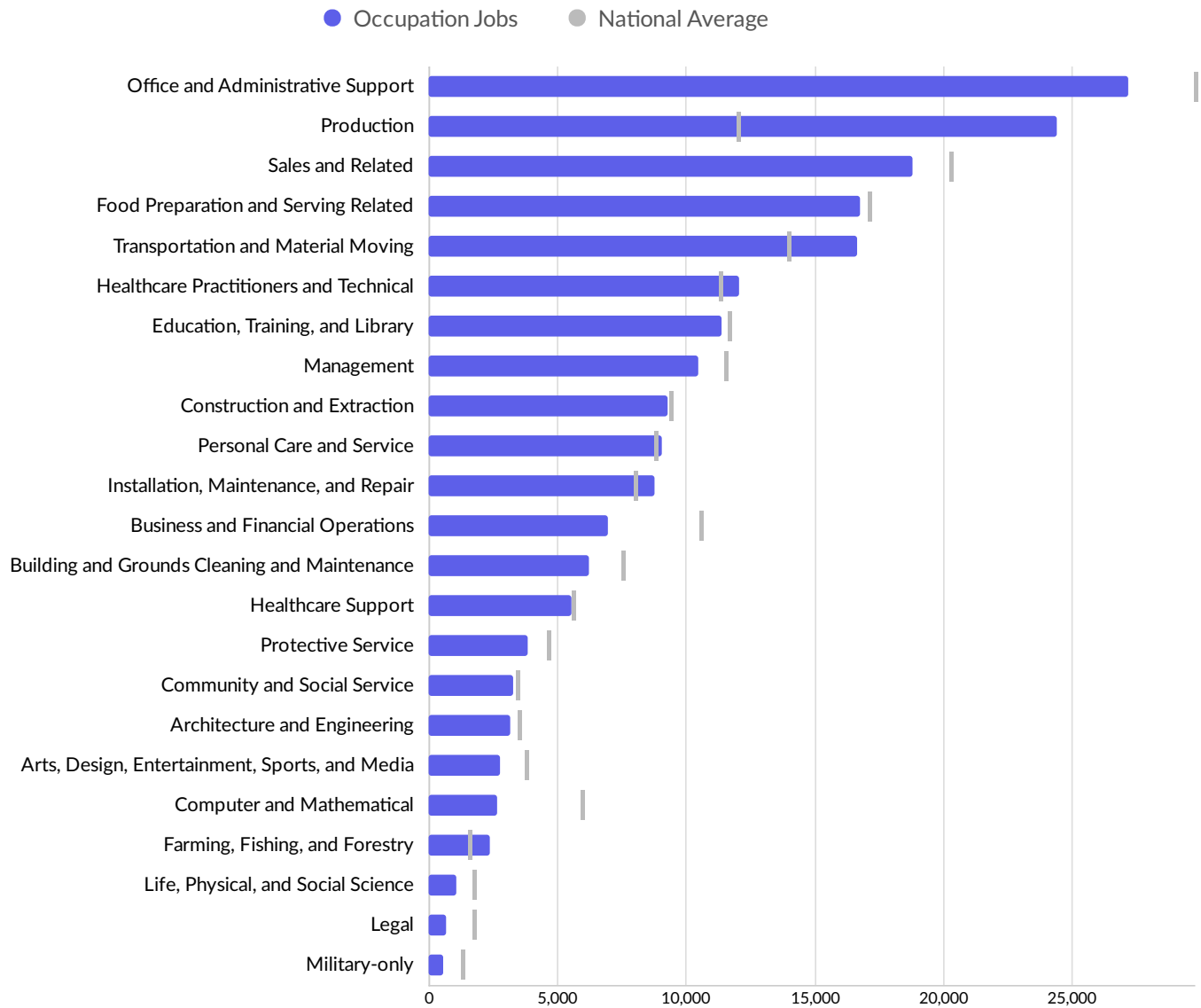


	Percentage	Business Count
1 to 4 employees	39.8%	7,052
5 to 9 employees	26.2%	4,640
10 to 19 employees	18.6%	3,292
20 to 49 employees	11.1%	1,967
50 to 99 employees	2.6%	469
100 to 249 employees	1.2%	204
250 to 499 employees	0.4%	66
500+ employees	0.1%	18

*\*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.*

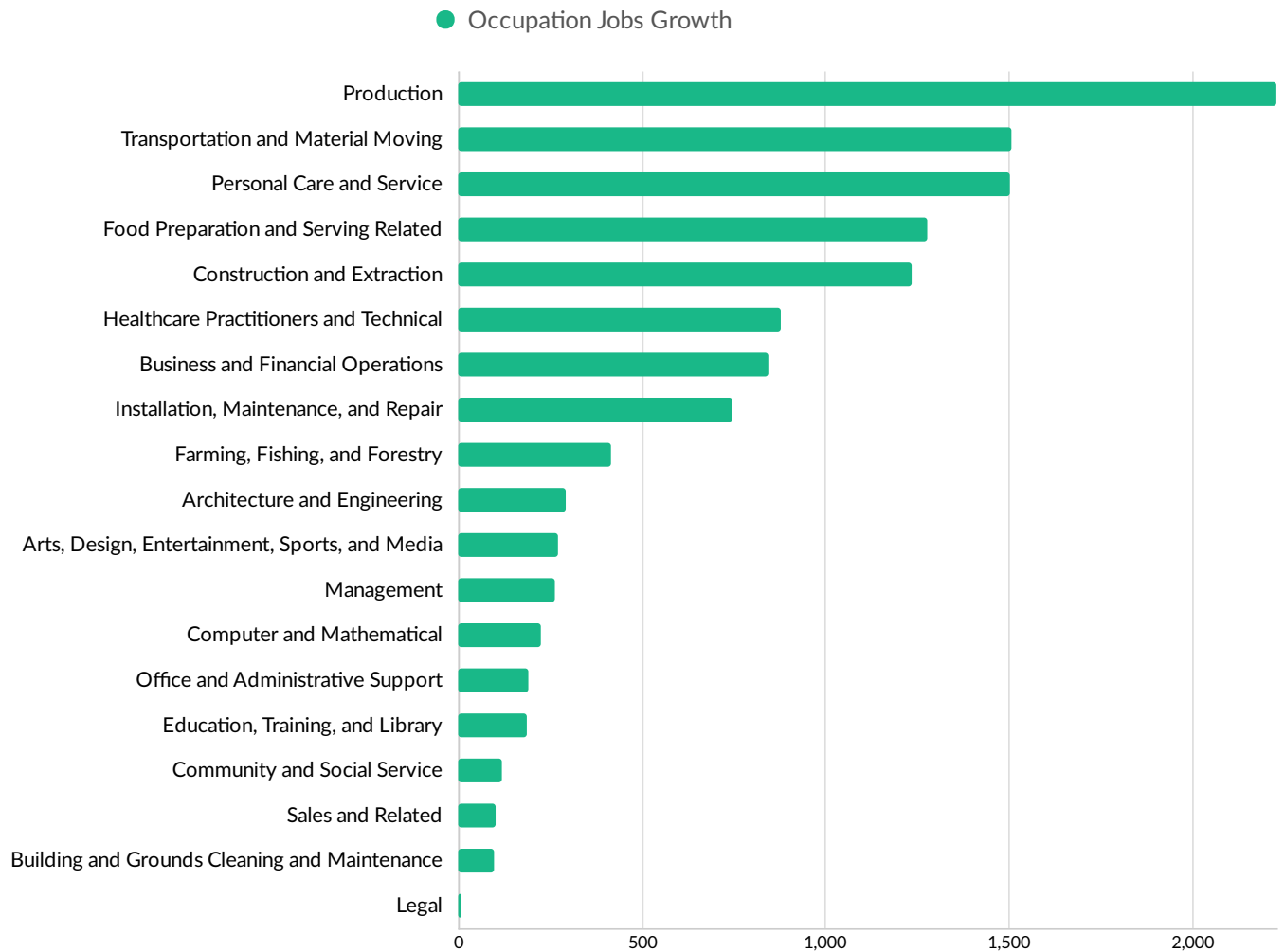
# Workforce Characteristics

## Largest Occupations



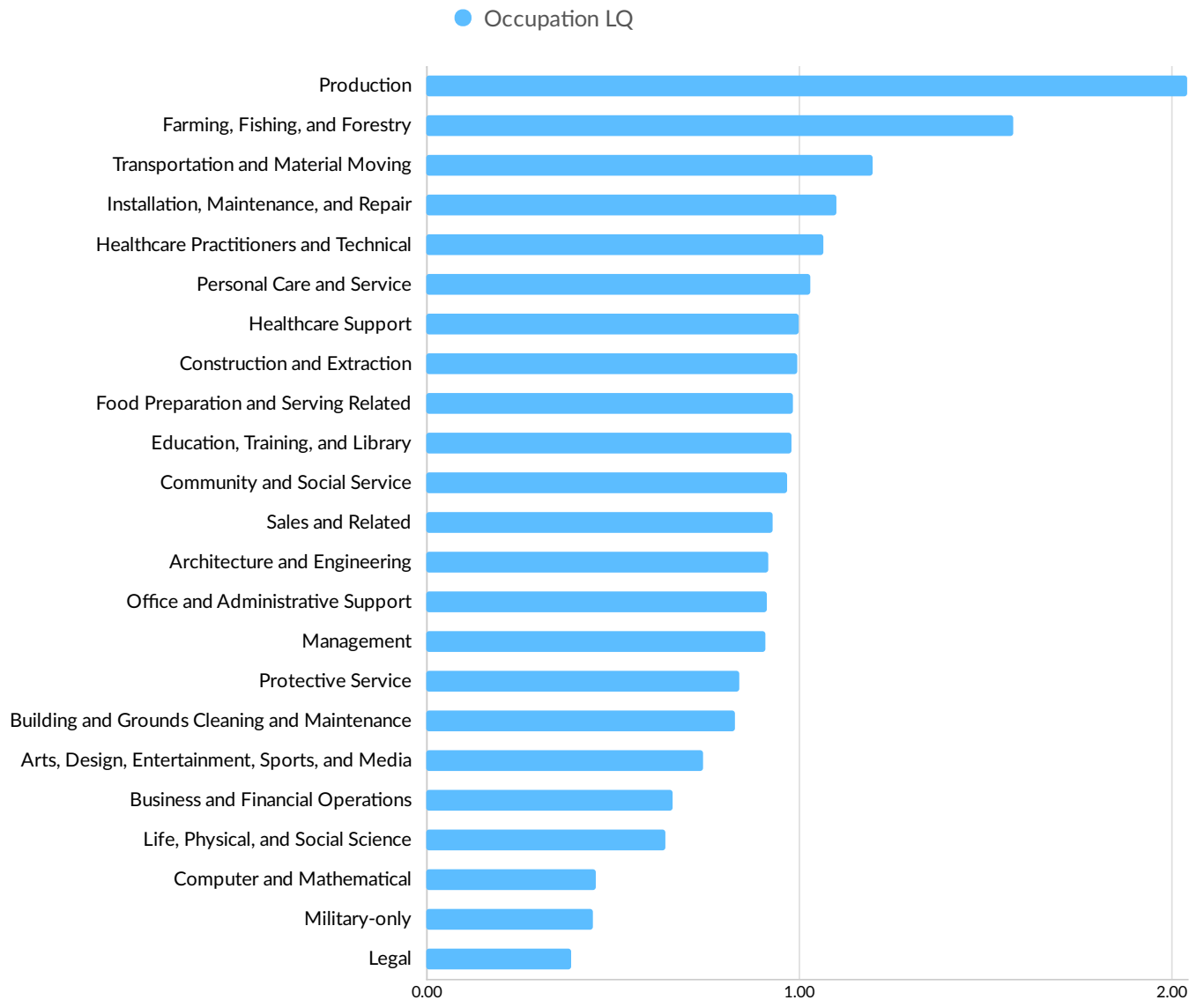
## Workforce Characteristics - Cont.

### Top Growing Occupations



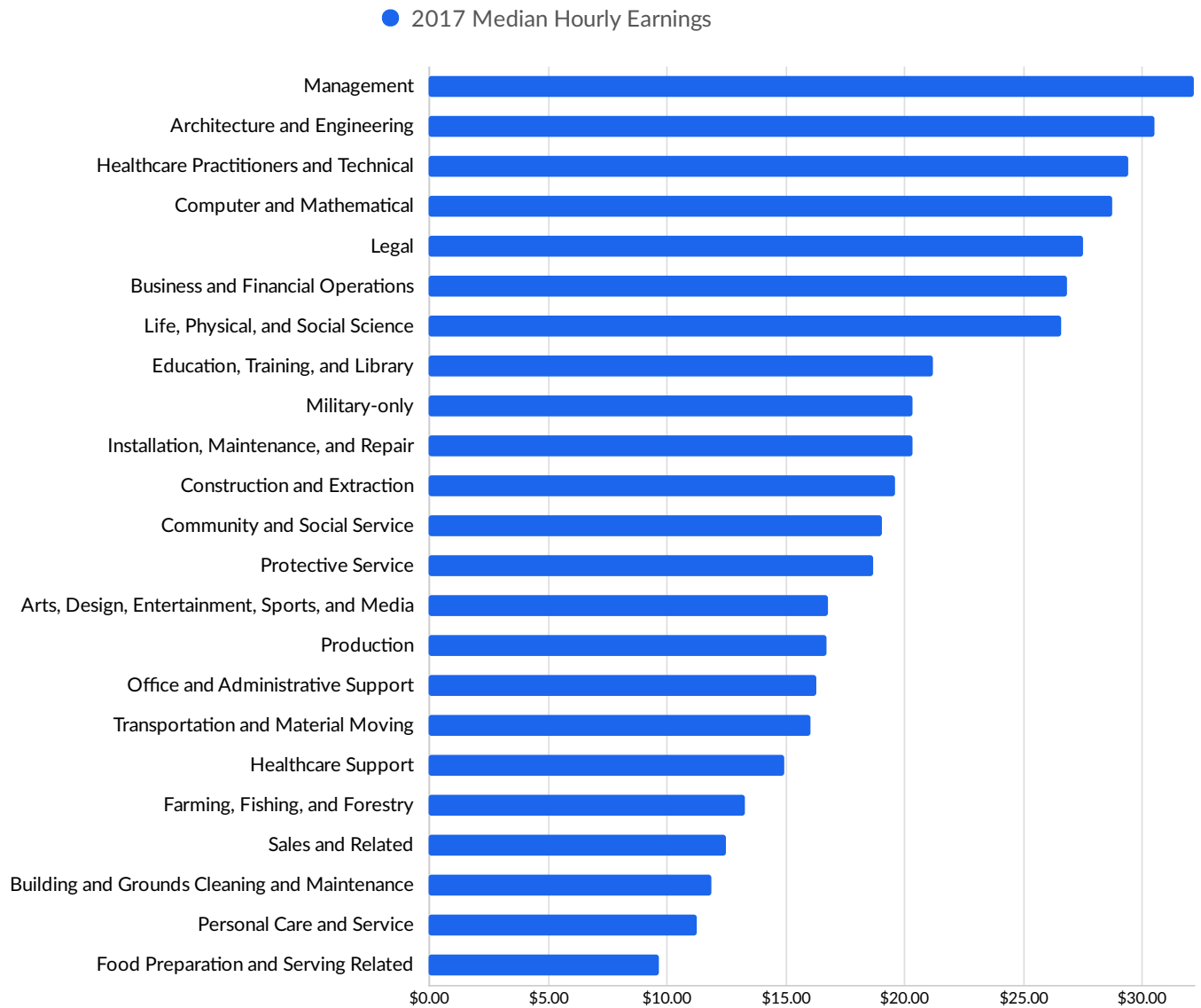
# Workforce Characteristics - Cont.

## Top Occupation LQ



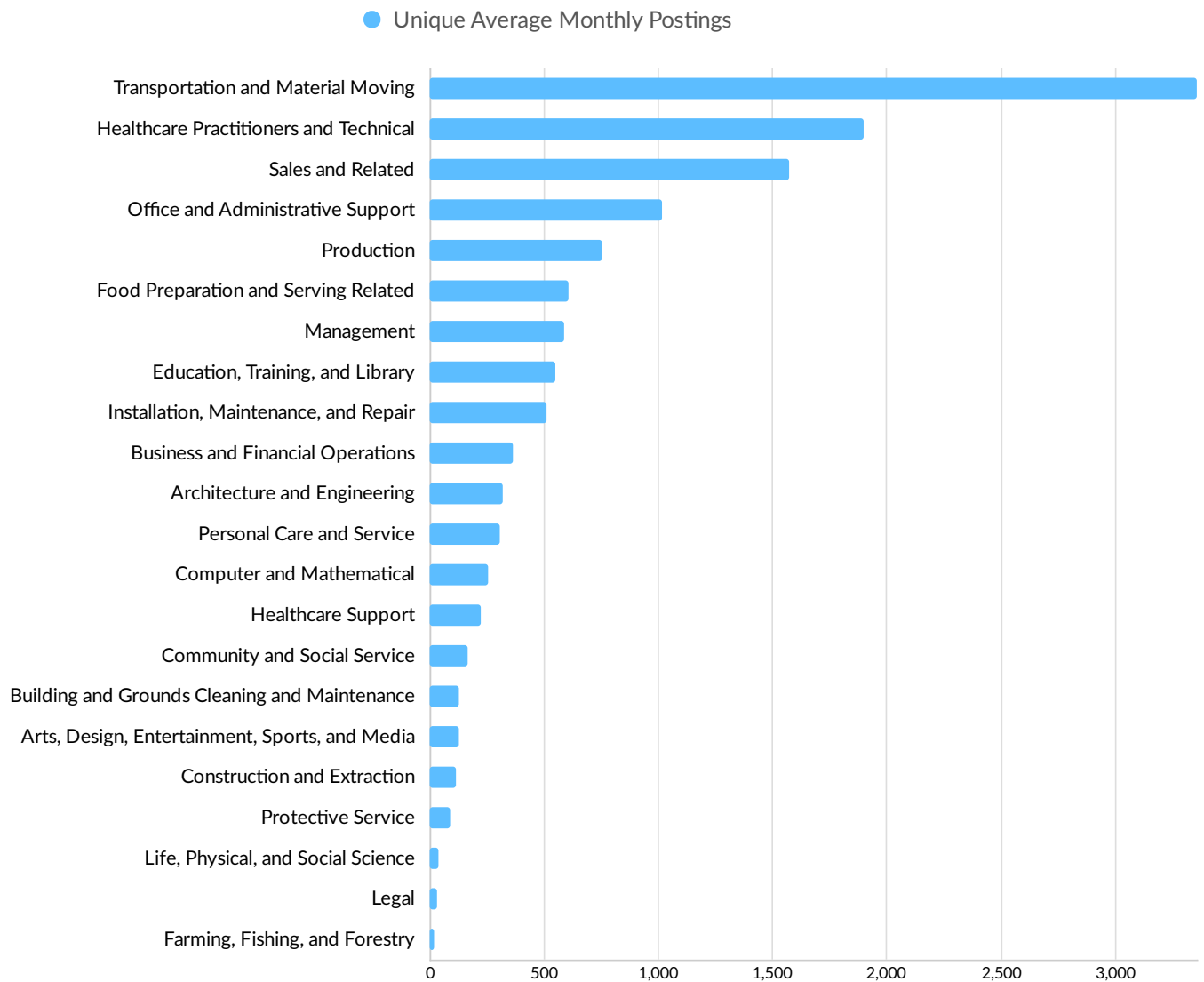
# Workforce Characteristics - Cont.

## Top Occupation Earnings



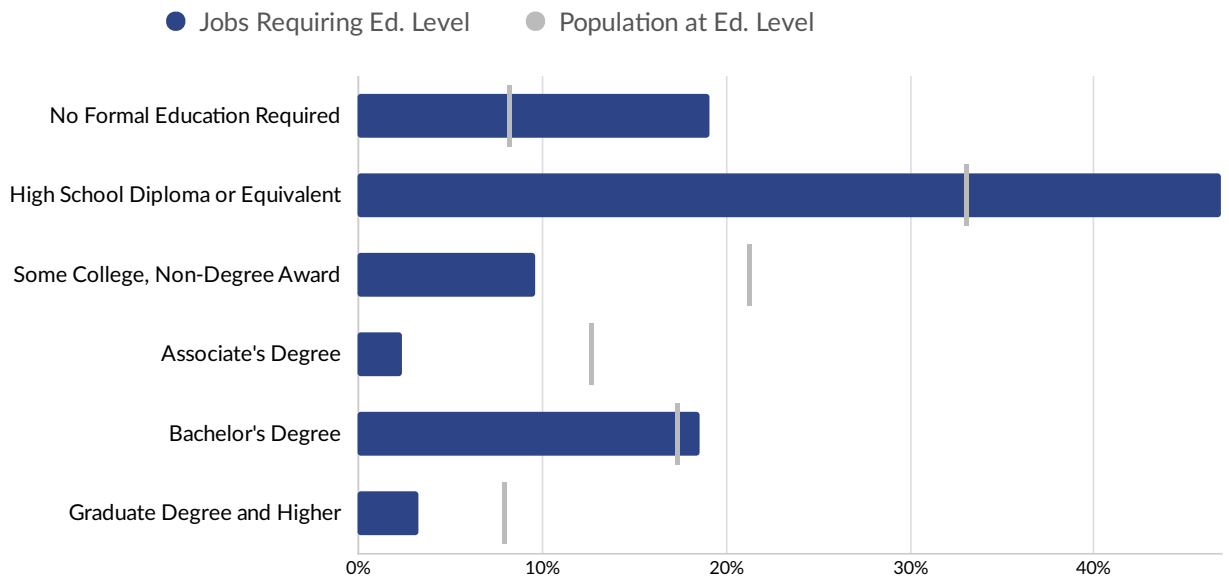
## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

### Underemployment





## Workforce Characteristics - Cont.

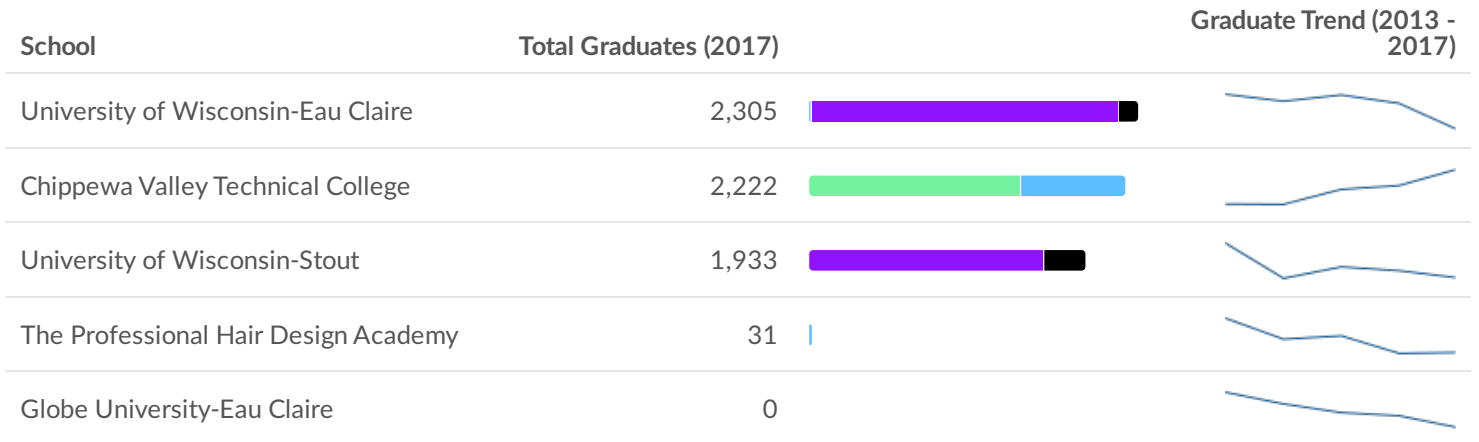
Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Office and Administrative Support	27,002	27,194	192	+1%	0.91	\$16.33	1,021
Production	22,227	24,457	2,230	+10%	2.04	\$16.74	754
Sales and Related	18,742	18,845	103	+1%	0.93	\$12.51	1,573
Food Preparation and Serving Related	15,517	16,797	1,280	+8%	0.98	\$9.65	605
Transportation and Material Moving	15,168	16,674	1,506	+10%	1.20	\$16.04	3,361
Healthcare Practitioners and Technical	11,168	12,048	880	+8%	1.07	\$29.39	1,901
Education, Training, and Library	11,208	11,394	186	+2%	0.98	\$21.18	549
Management	10,240	10,504	264	+3%	0.91	\$32.18	591
Construction and Extraction	8,062	9,298	1,236	+15%	0.99	\$19.64	116
Personal Care and Service	7,542	9,045	1,503	+20%	1.03	\$11.28	306
Installation, Maintenance, and Repair	8,049	8,797	748	+9%	1.10	\$20.35	514
Business and Financial Operations	6,128	6,972	844	+14%	0.66	\$26.83	365
Building and Grounds Cleaning and Maintenance	6,118	6,215	97	+2%	0.83	\$11.91	129
Healthcare Support	5,997	5,539	-458	-8%	1.00	\$14.95	225
Protective Service	3,847	3,846	-1	0%	0.84	\$18.68	89
Community and Social Service	3,159	3,278	119	+4%	0.97	\$19.05	169
Architecture and Engineering	2,887	3,181	294	+10%	0.92	\$30.50	321

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	2,516	2,789	273	+11%	0.74	\$16.78	129
Computer and Mathematical	2,458	2,682	224	+9%	0.45	\$28.74	256
Farming, Fishing, and Forestry	1,981	2,399	418	+21%	1.58	\$13.31	17
Life, Physical, and Social Science	1,080	1,078	-2	0%	0.64	\$26.58	37
Legal	647	657	10	+2%	0.39	\$27.50	30
Military-only	600	559	-41	-7%	0.45	\$20.36	0

## Educational Pipeline

In 2017, there were 6,491 graduates in West Central Wisconsin. This pipeline has shrunk by 1% 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