



Clark County, WI

West Central Wisconsin Regional Planning Commission



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Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	22
Workforce Characteristics	24
Educational Pipeline	31
In-Demand Skills	32

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

34,976

Population (2020)

Population **grew by 618** over the last 5 years and is projected to **grow by 980** over the next 5 years.

13,117

Total Regional Employment

Jobs **grew by 122** over the last 5 years and are projected to **grow by 519** over the next 5 years.

\$54.0K

Median Household Income (2019)

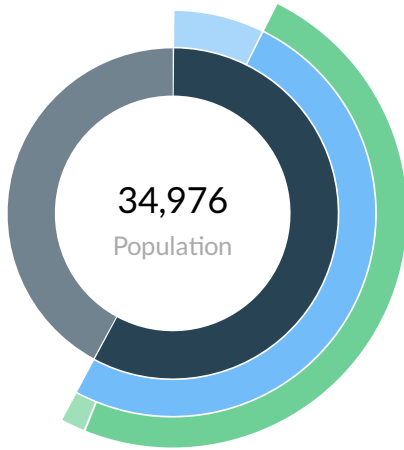
Median household income is **\$8.8K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 1.8%** since 2015, growing by 618. Population is expected to **increase by 2.8%** between 2020 and 2025, adding 980.
- From 2015 to 2020, jobs **increased by 0.9%** in Clark County, WI from 12,995 to **13,117**. This change **fell short of the national growth rate of 1.3% by 0.4%**. As the number of jobs increased, the **labor force participation rate increased from 66.4% to 67.0% between 2015 and 2020**.
- Concerning educational attainment, **9.1% of Clark County, WI residents possess a Bachelor's Degree** (11.0% below the national average), and **11.7% hold an Associate's Degree** (3.1% above the national average).
- The top three industries in 2020 are Local Government, Excluding Education and Hospitals, Animal Production, and Dairy Product Manufacturing.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	34,976	17,687	13,117	97.2	\$1.26B	\$2.56B	\$2.28B
Dunn County, WI	45,841	24,048	19,815	95.6	\$1.86B	\$3.21B	\$2.67B
Polk County, WI	44,104	24,200	17,570	98.8	\$1.64B	\$3.18B	\$2.22B
St. Croix County, WI	91,827	48,075	37,313	101.5	\$3.80B	\$6.38B	\$3.76B

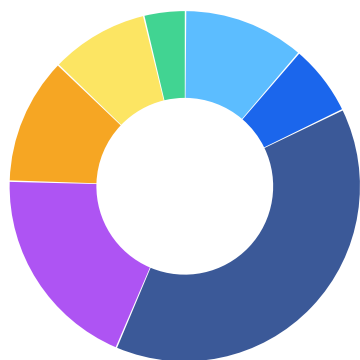
2020 Labor Force Breakdown



	Population
● Total Working Age Population	20,222
● Not in Labor Force (15+)	2,535
● Labor Force	17,687
● Employed	17,074
● Unemployed	613
● Under 15	14,753

Educational Attainment

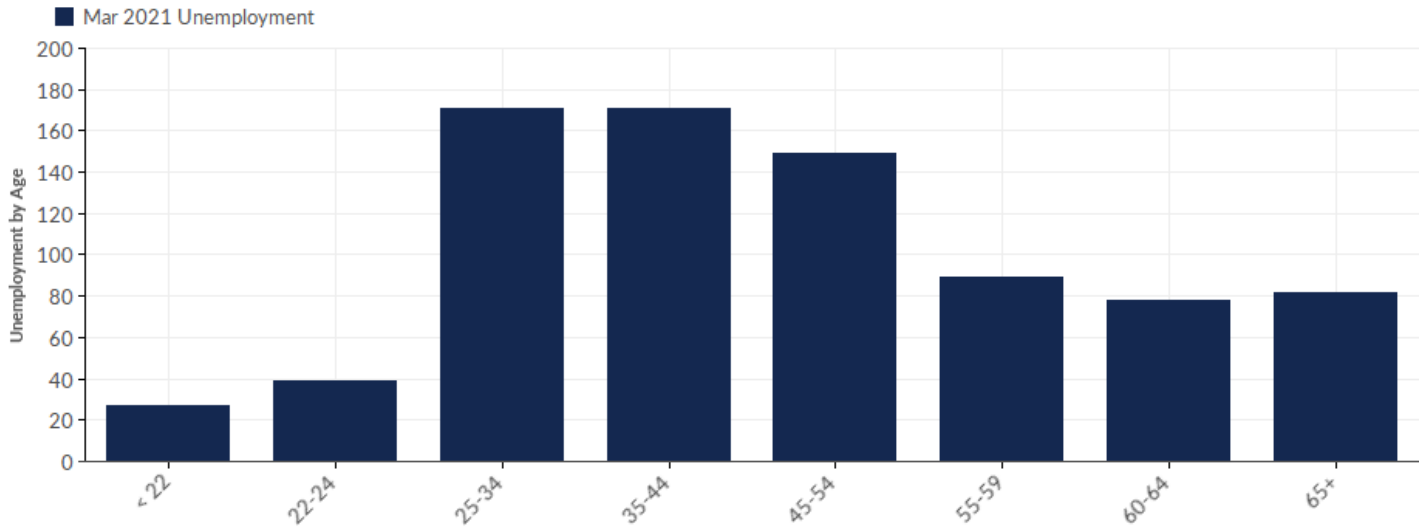
Concerning educational attainment, **9.1% of Clark County, WI residents possess a Bachelor's Degree** (11.0% below the national average), and **11.7% hold an Associate's Degree** (3.1% above the national average).



	% of Population	Population
● Less Than 9th Grade	11.2%	2,436
● 9th Grade to 12th Grade	6.5%	1,424
● High School Diploma	38.6%	8,391
● Some College	19.1%	4,152
● Associate's Degree	11.7%	2,545
● Bachelor's Degree	9.1%	1,973
● Graduate Degree and Higher	3.8%	834

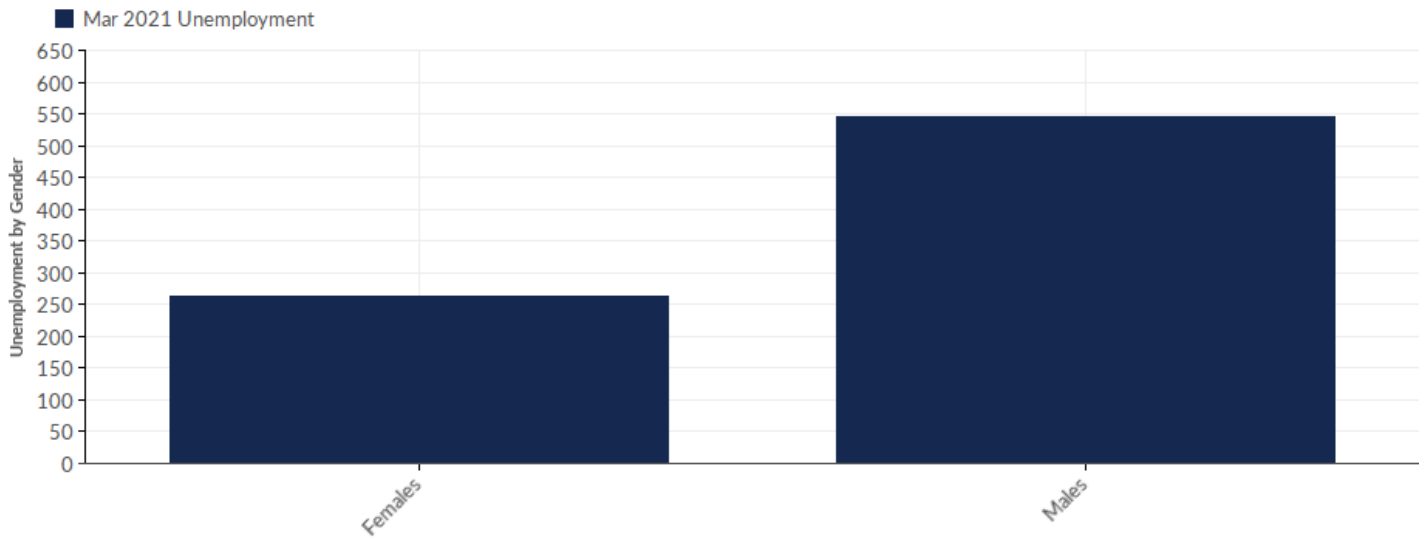
Unemployment by Demographics

Unemployment by Age



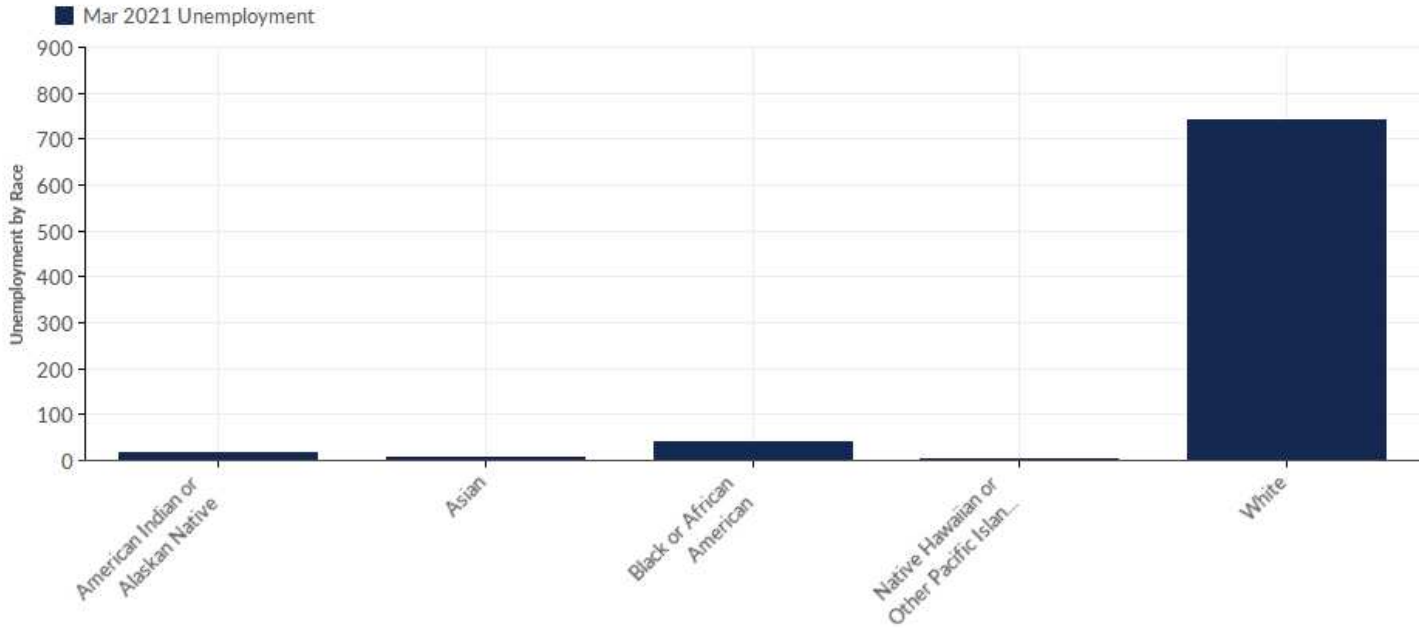
Age	Unemployment (Mar 2021)	% of Age Cohort
< 22	27	3.35%
22-24	39	4.84%
25-34	171	21.22%
35-44	171	21.22%
45-54	149	18.49%
55-59	89	11.04%
60-64	78	9.68%
65+	82	10.17%
Total	806	100.00%

Unemployment by Gender



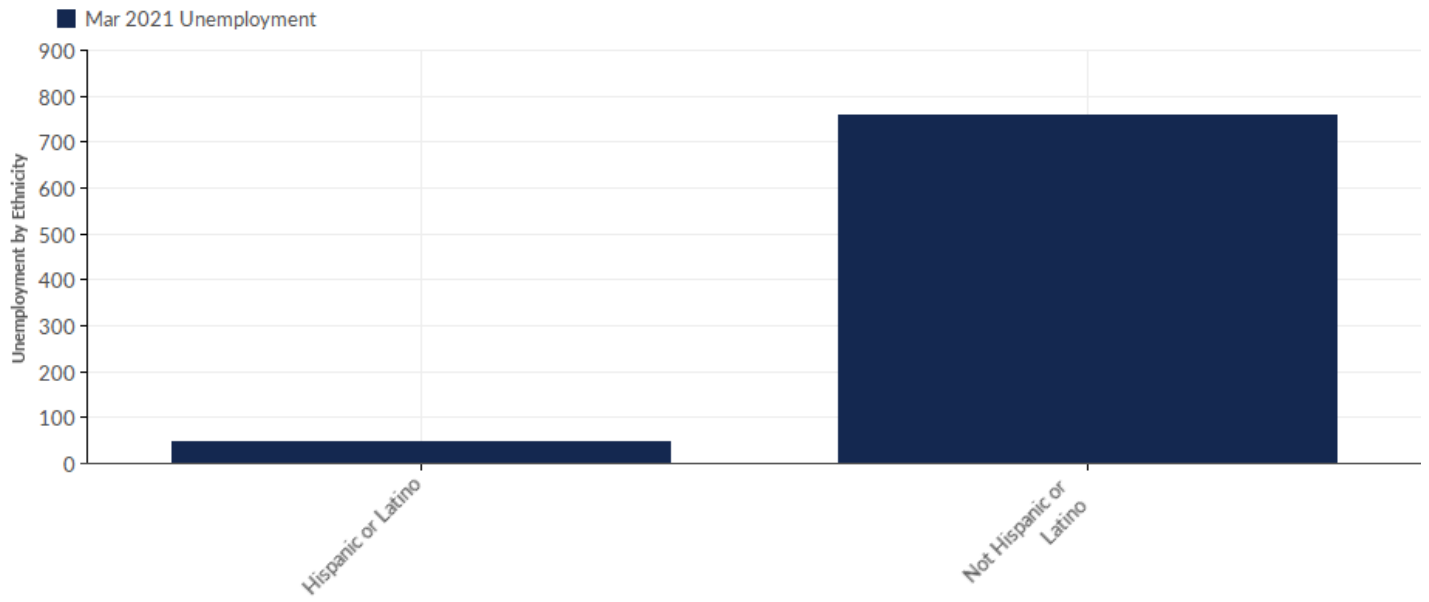
Gender	Unemployment (Mar 2021)	% of Age Cohort
Females	262	32.51%
Males	544	67.49%
Total	806	100.00%

Unemployment by Race



Race	Unemployment (Mar 2021)	% of Age Cohort
American Indian or Alaskan Native	16	1.99%
Asian	6	0.74%
Black or African American	42	5.21%
Native Hawaiian or Other Pacific Islander	2	0.25%
White	741	91.94%
Total	806	100.00%

Unemployment by Ethnicity

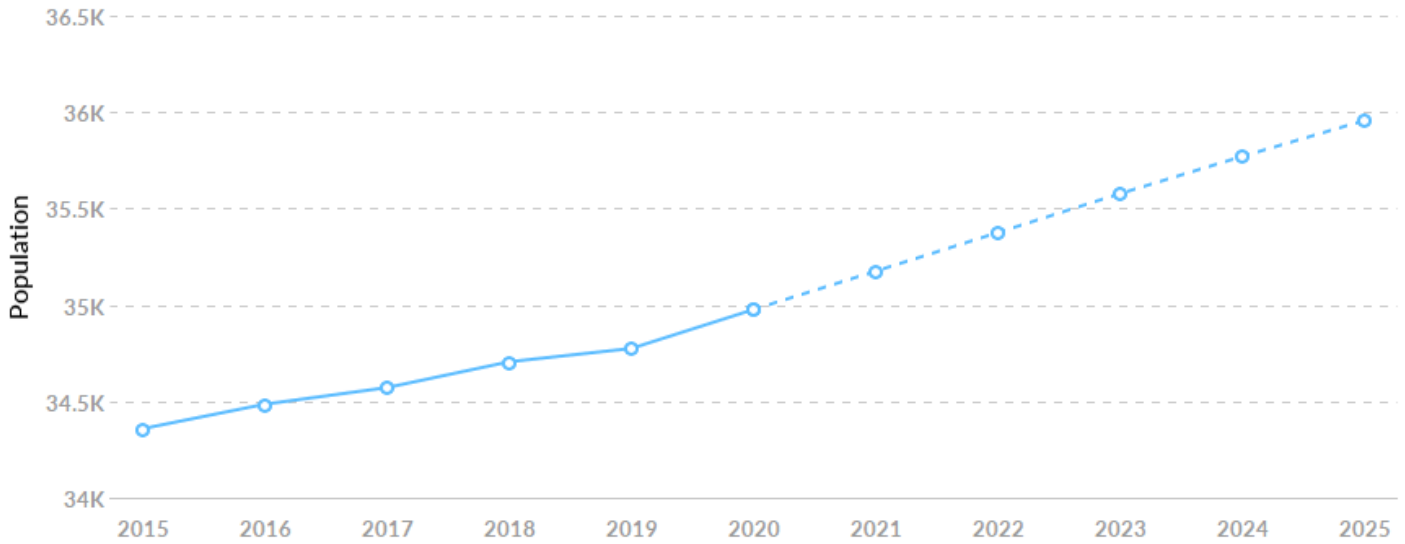


Ethnicity	Unemployment (Mar 2021)	% of Age Cohort
Hispanic or Latino	47	5.83%
Not Hispanic or Latino	759	94.17%
Total	806	100.00%

Historic & Projected Trends

Population Trends

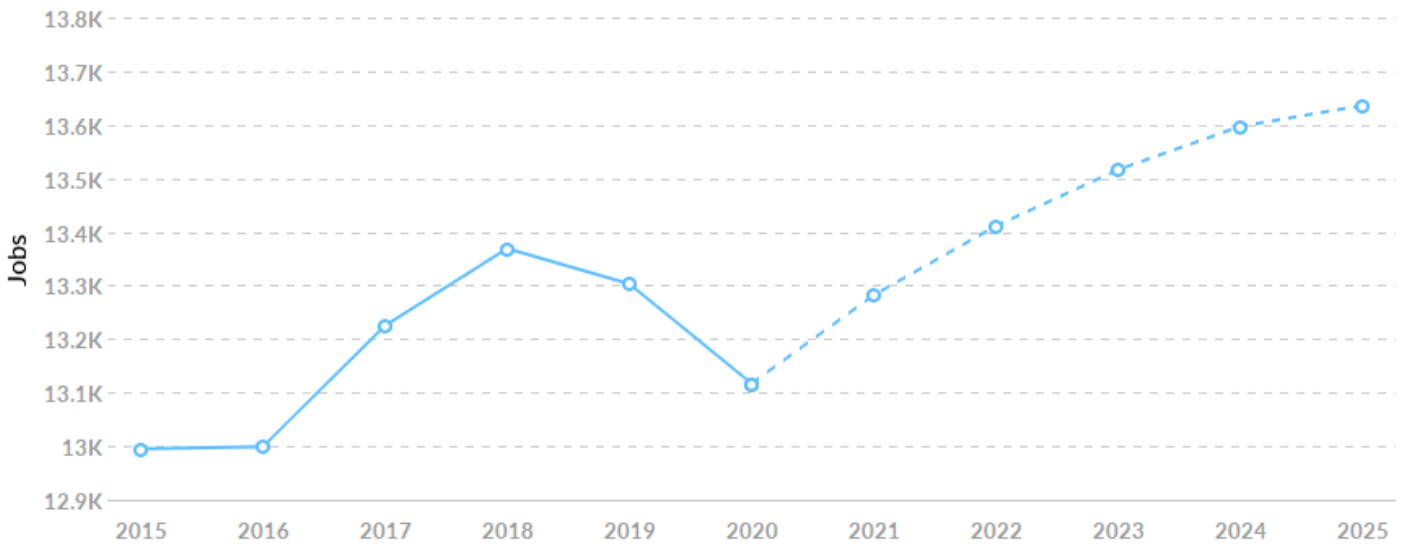
As of 2020 the region's population **increased by 1.8%** since 2015, growing by 618. Population is expected to **increase by 2.8%** between 2020 and 2025, adding 980.



Timeframe	Population
2015	34,358
2016	34,485
2017	34,571
2018	34,705
2019	34,774
2020	34,976
2021	35,175
2022	35,375
2023	35,577
2024	35,770
2025	35,956

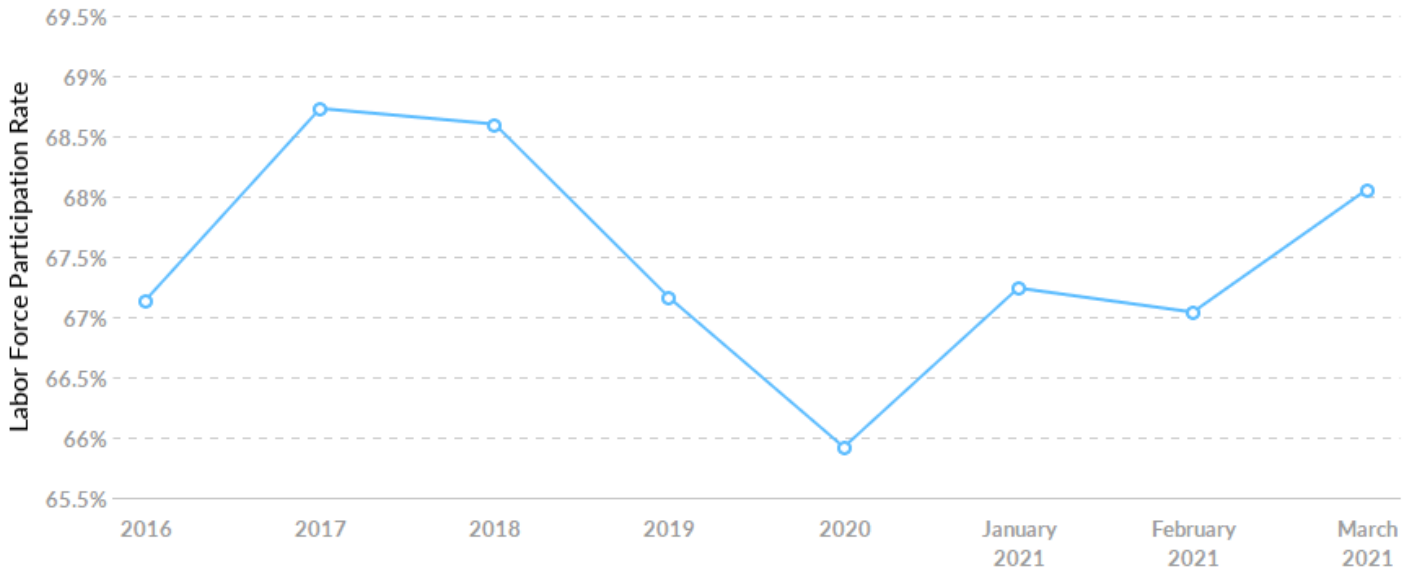
Job Trends

From 2015 to 2020, jobs increased by 0.9% in Clark County, WI from 12,995 to 13,117. This change fell short of the national growth rate of 1.3% by 0.4%.



Timeframe	Jobs
2015	12,995
2016	12,999
2017	13,225
2018	13,369
2019	13,303
2020	13,117
2021	13,282
2022	13,411
2023	13,516
2024	13,597
2025	13,636

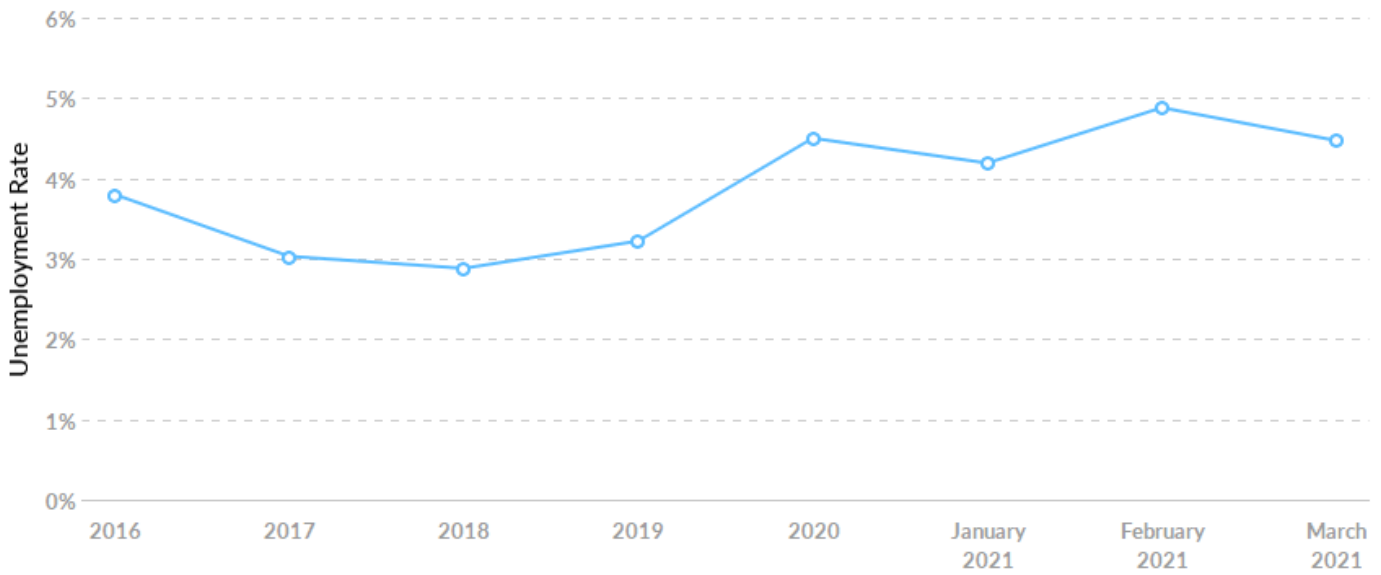
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	67.14%
2017	68.73%
2018	68.60%
2019	67.16%
2020	65.92%
January 2021	67.24%
February 2021	67.04%
March 2021	68.06%

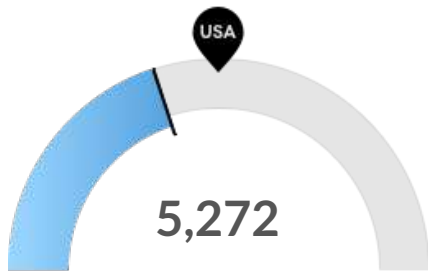
Unemployment Rate Trends

Clark County, WI had a March 2021 unemployment rate of 4.47%, **increasing from 3.80%** 5 years before.



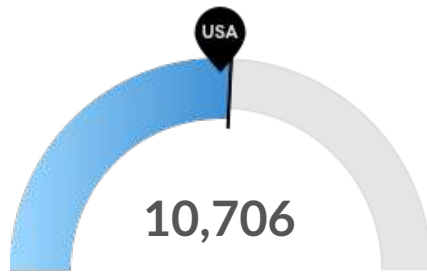
Timeframe	Unemployment Rate
2016	3.80%
2017	3.03%
2018	2.88%
2019	3.22%
2020	4.50%
January 2021	4.19%
February 2021	4.88%
March 2021	4.47%

Population Characteristics



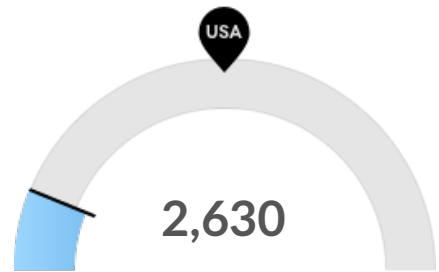
Millennials

Clark County, WI has 5,272 millennials (ages 25-39). The national average for an area this size is 7,170.



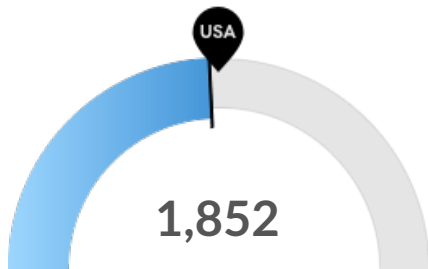
Retiring Soon

Retirement risk is about average in Clark County, WI. The national average for an area this size is 10,224 people 55 or older, while there are 10,706 here.



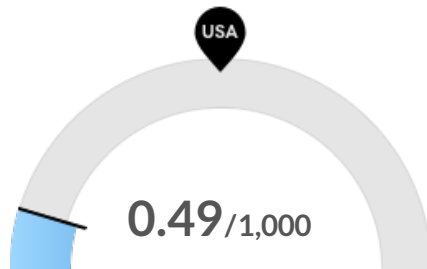
Racial Diversity

Racial diversity is low in Clark County, WI. The national average for an area this size is 13,871 racially diverse people, while there are 2,630 here.



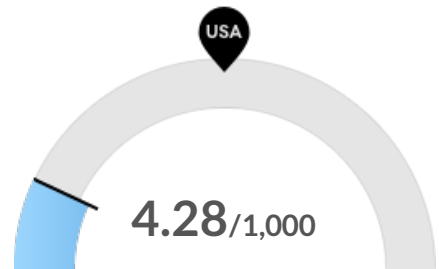
Veterans

Clark County, WI has 1,852 veterans. The national average for an area this size is 1,931.



Violent Crime

Clark County, WI has 0.49 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

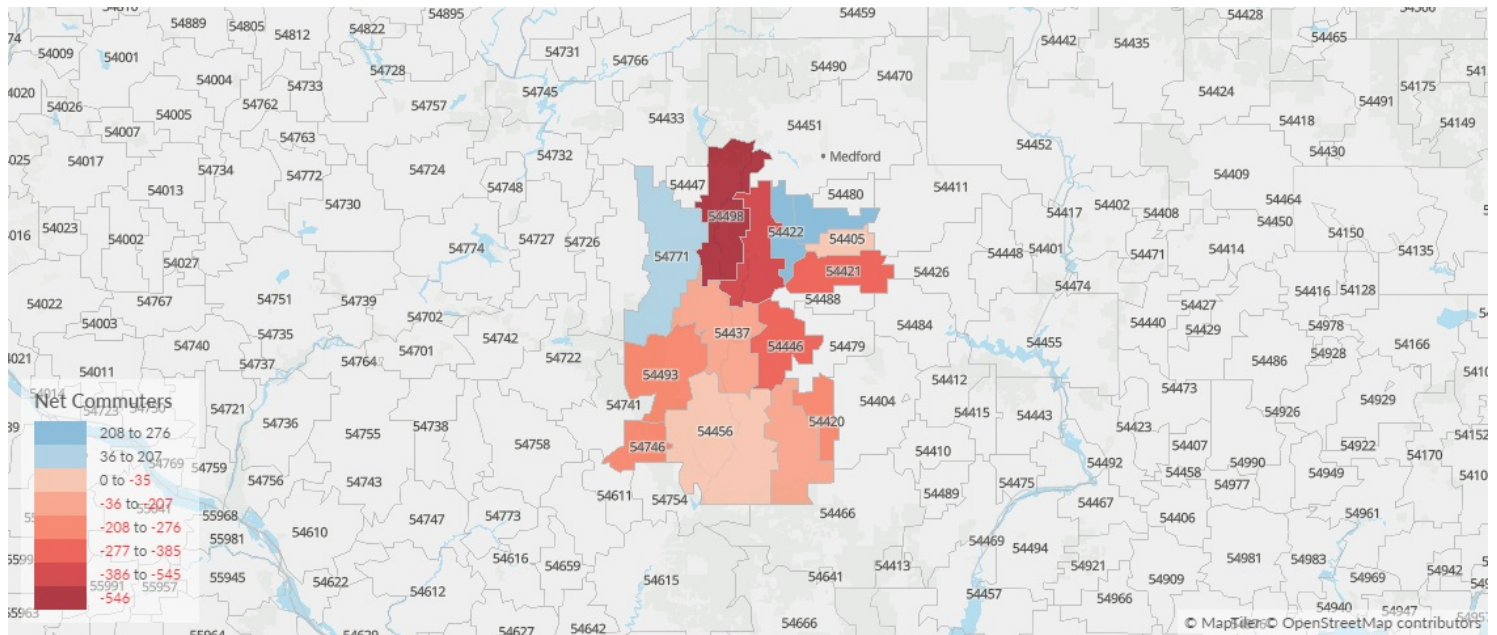


Property Crime

Clark County, WI has 4.28 property crimes per 1,000 people. The national rate is 19.79 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

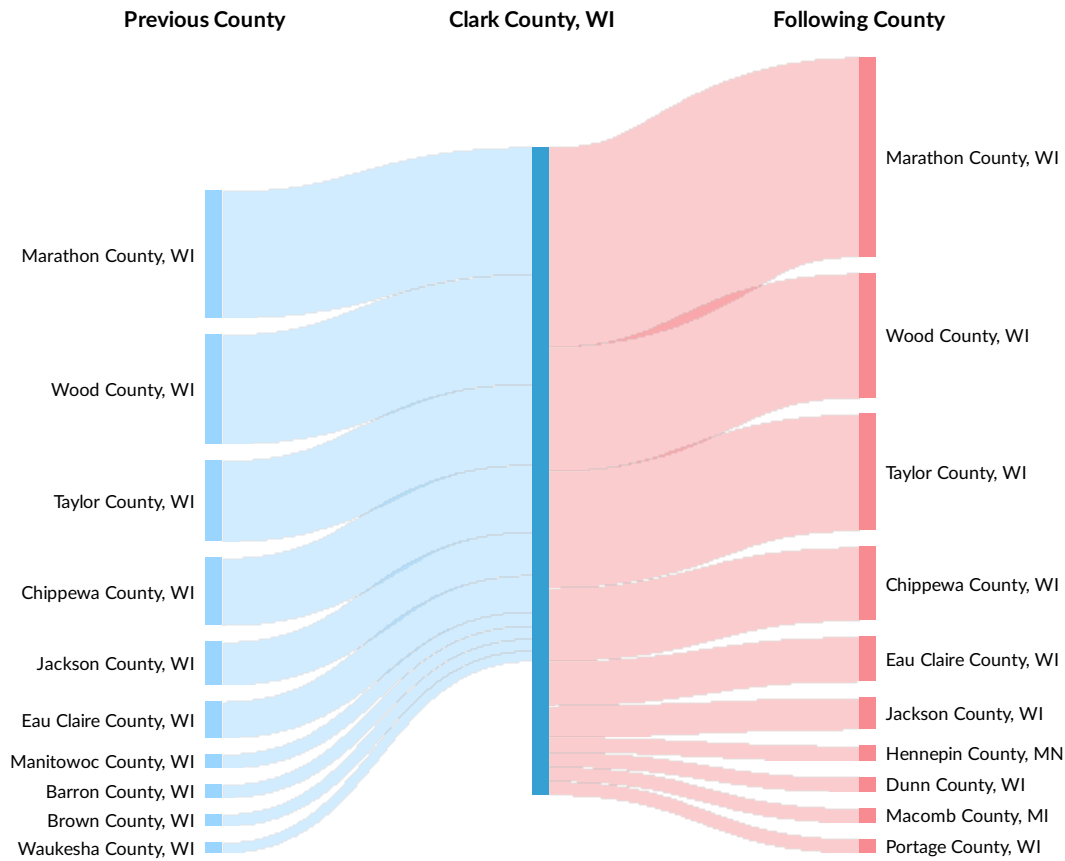
ZIP	Name	2020 Employment
54456	Neillsville, WI (in Clark ...	2,338
54771	Thorp, WI (in Clark coun...	2,049
54405	Abbotsford, WI (in Clark...	1,448
54421	Colby, WI (in Clark coun...	1,368
54437	Greenwood, WI (in Clar...	1,183

ZIP	Name	2020 Workers
54456	Neillsville, WI (in Clark ...	2,364
54771	Thorp, WI (in Clark coun...	2,008
54421	Colby, WI (in Clark coun...	1,646
54405	Abbotsford, WI (in Clark...	1,458
54437	Greenwood, WI (in Clar...	1,219

Inbound and Outbound Migration

The table below analyzes past and current residents of Clark County, WI. The left column shows residents of other counties migrating to Clark County, WI. The right column shows residents migrating from Clark County, WI to other counties.

As of 2019, 155 people have migrated from Marathon County, WI to Clark County, WI. In the same year, 243 people left Clark County, WI migrating to Marathon County, WI. The total Net Migration for Clark County, WI in 2018 was -273.

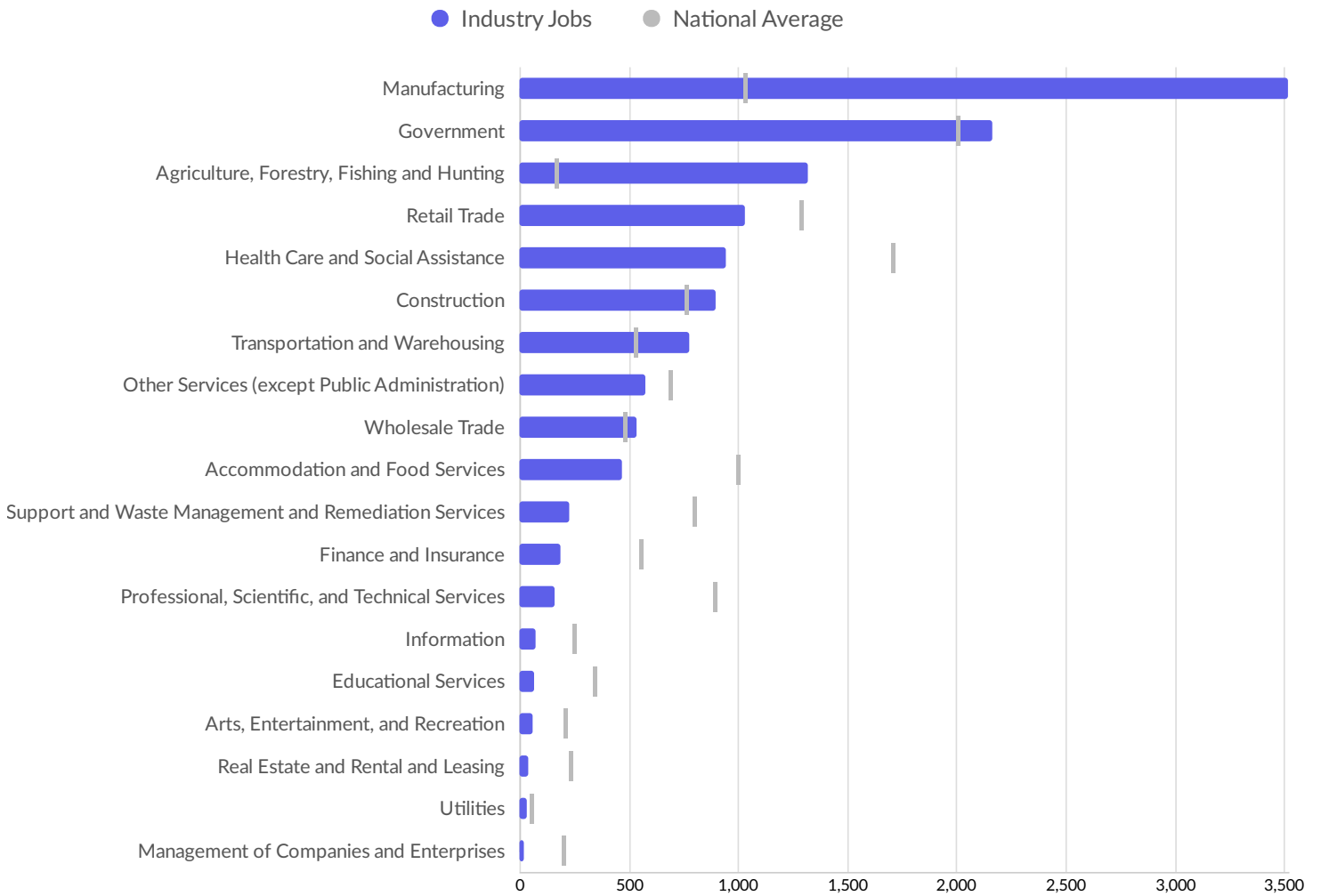


Top Previous Counties	Migrations
Marathon County, WI	155
Wood County, WI	134
Taylor County, WI	99
Chippewa County, WI	82
Jackson County, WI	53
Eau Claire County, WI	44

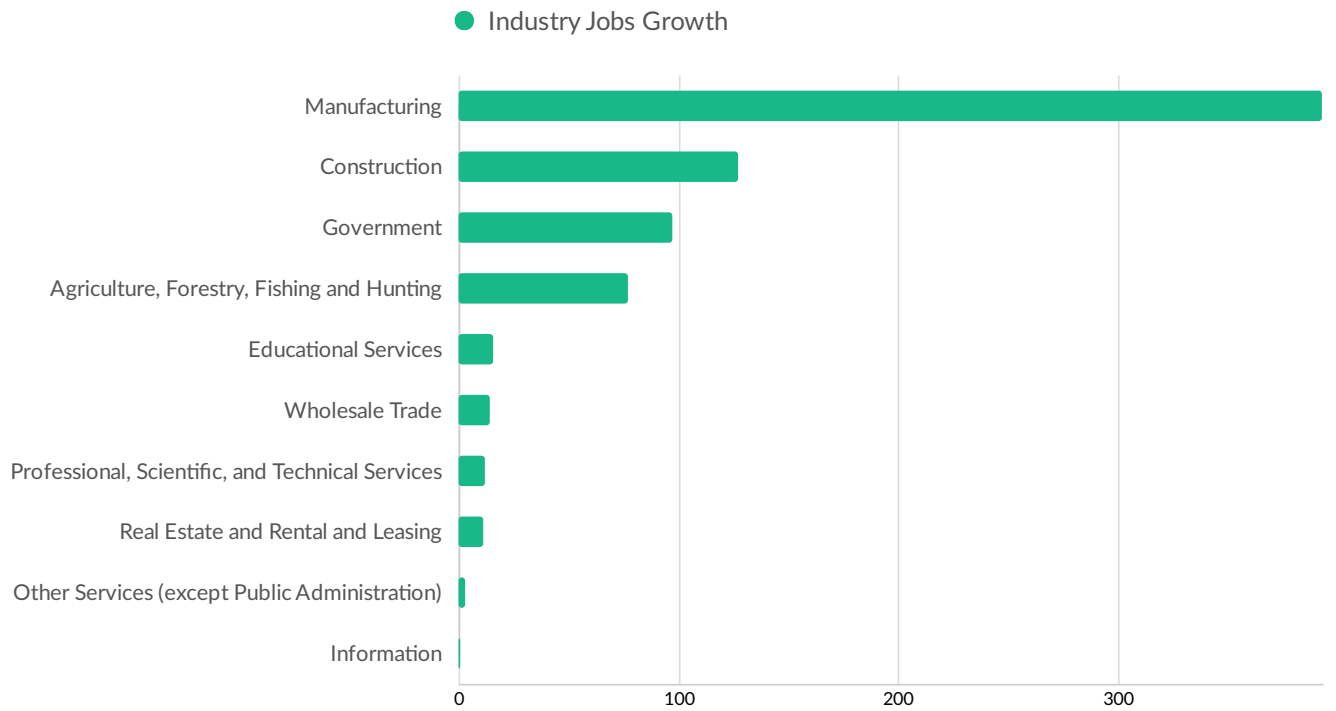
Top Previous Counties	Migrations
Manitowoc County, WI	17
Barron County, WI	16
Brown County, WI	15
Waukesha County, WI	13
Trempealeau County, WI	12
Ramsey County, MN	11
Williams County, ND	10
Price County, WI	10
St. Francois County, MO	10
Top Following Counties	Migrations
Marathon County, WI	243
Wood County, WI	152
Taylor County, WI	142
Chippewa County, WI	89
Eau Claire County, WI	54
Jackson County, WI	38
Hennepin County, MN	19
Dunn County, WI	18
Macomb County, MI	17
Portage County, WI	17
Fond du Lac County, WI	16
Trempealeau County, WI	15
Juneau County, WI	11
Milwaukee County, WI	10
Kane County, IL	9

Industry Characteristics

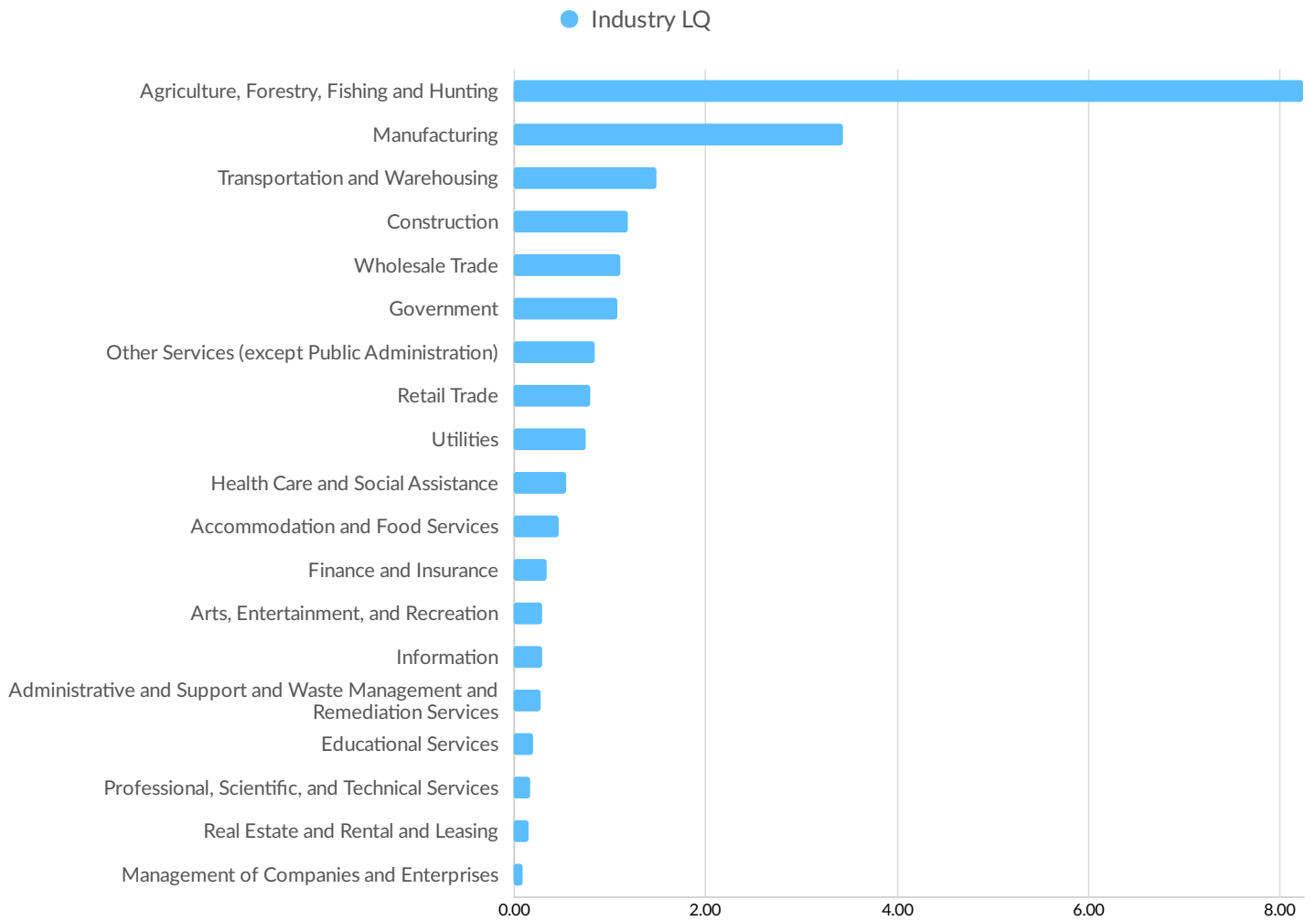
Largest Industries



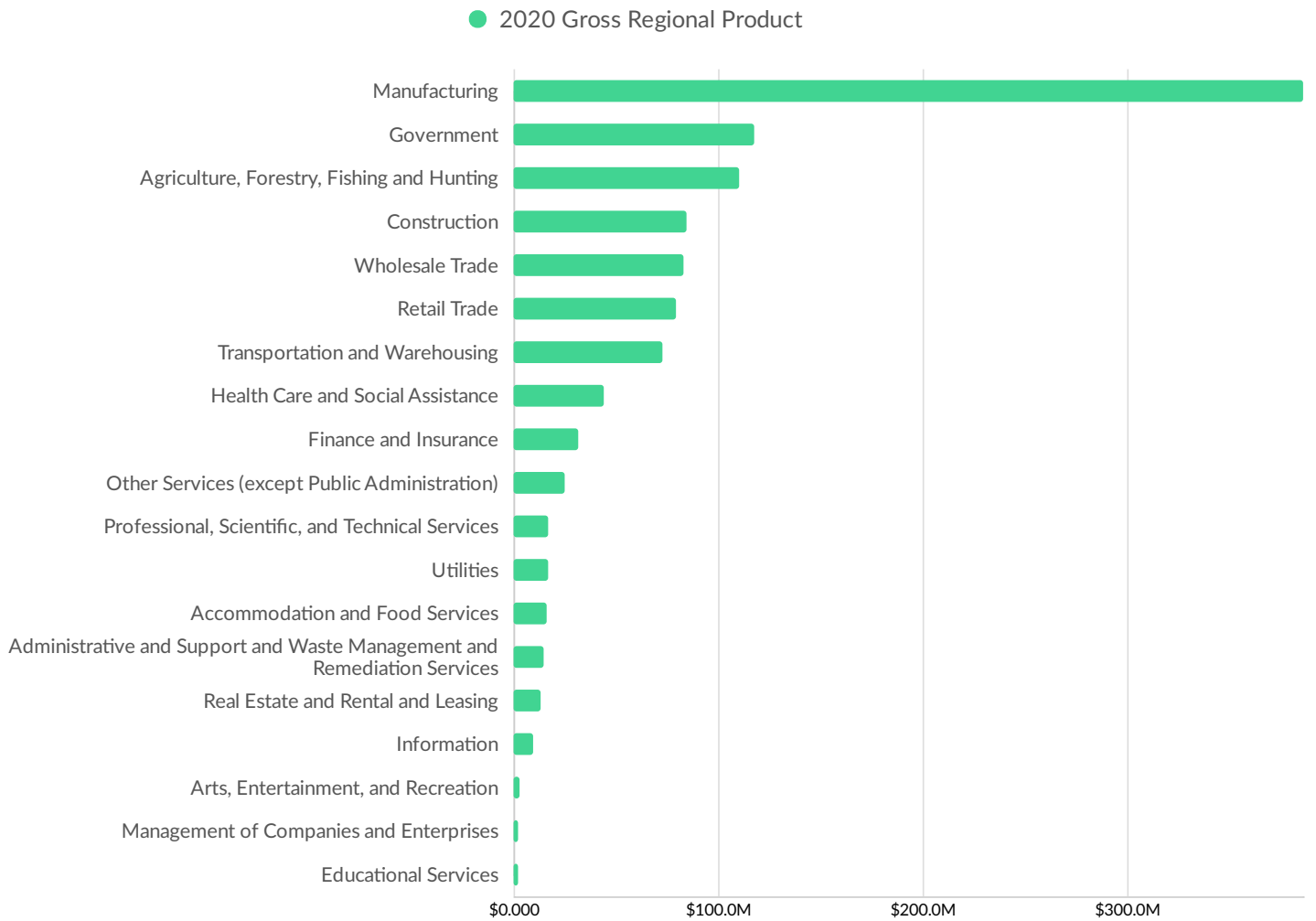
Top Growing Industries



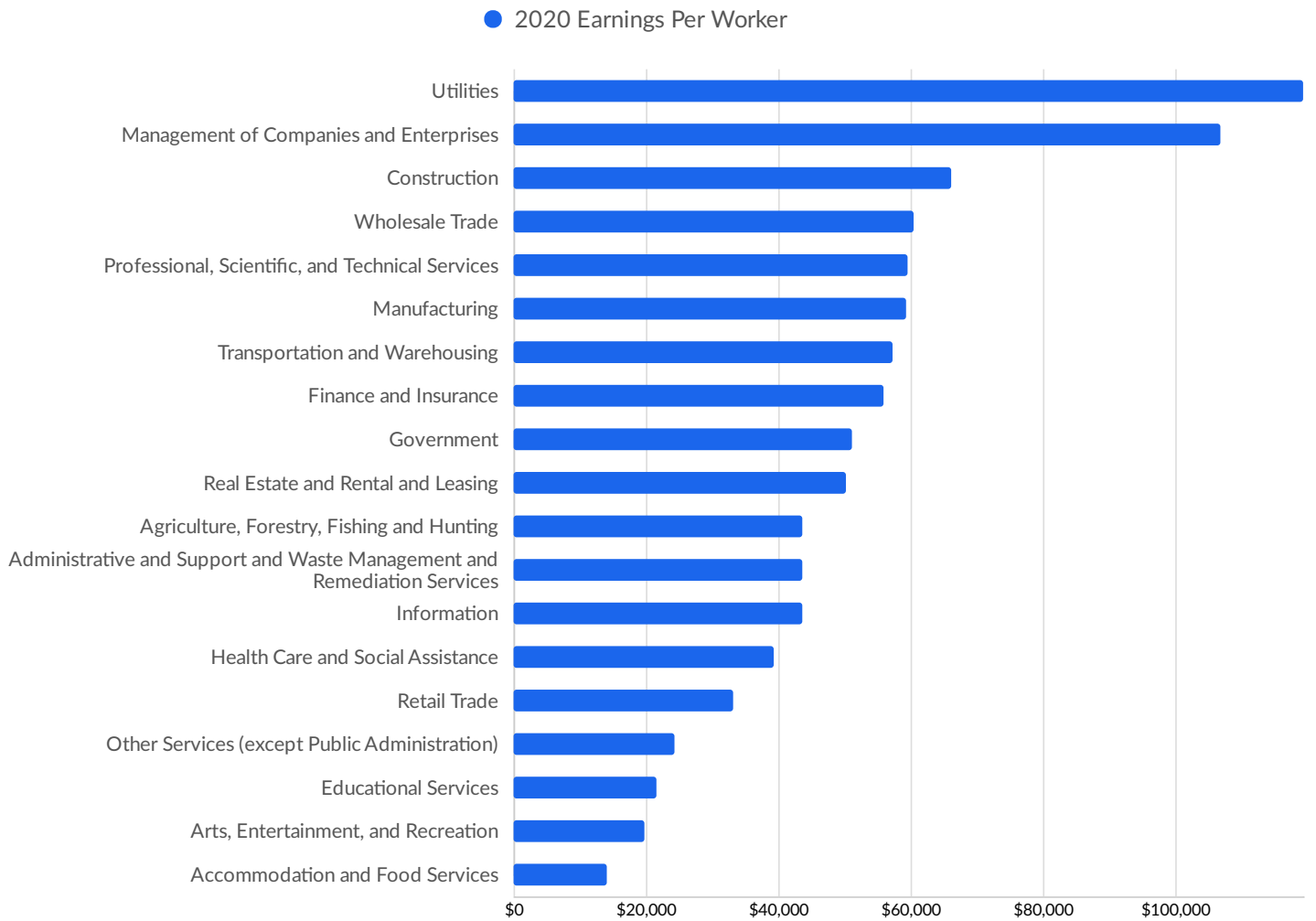
Top Industry LQ



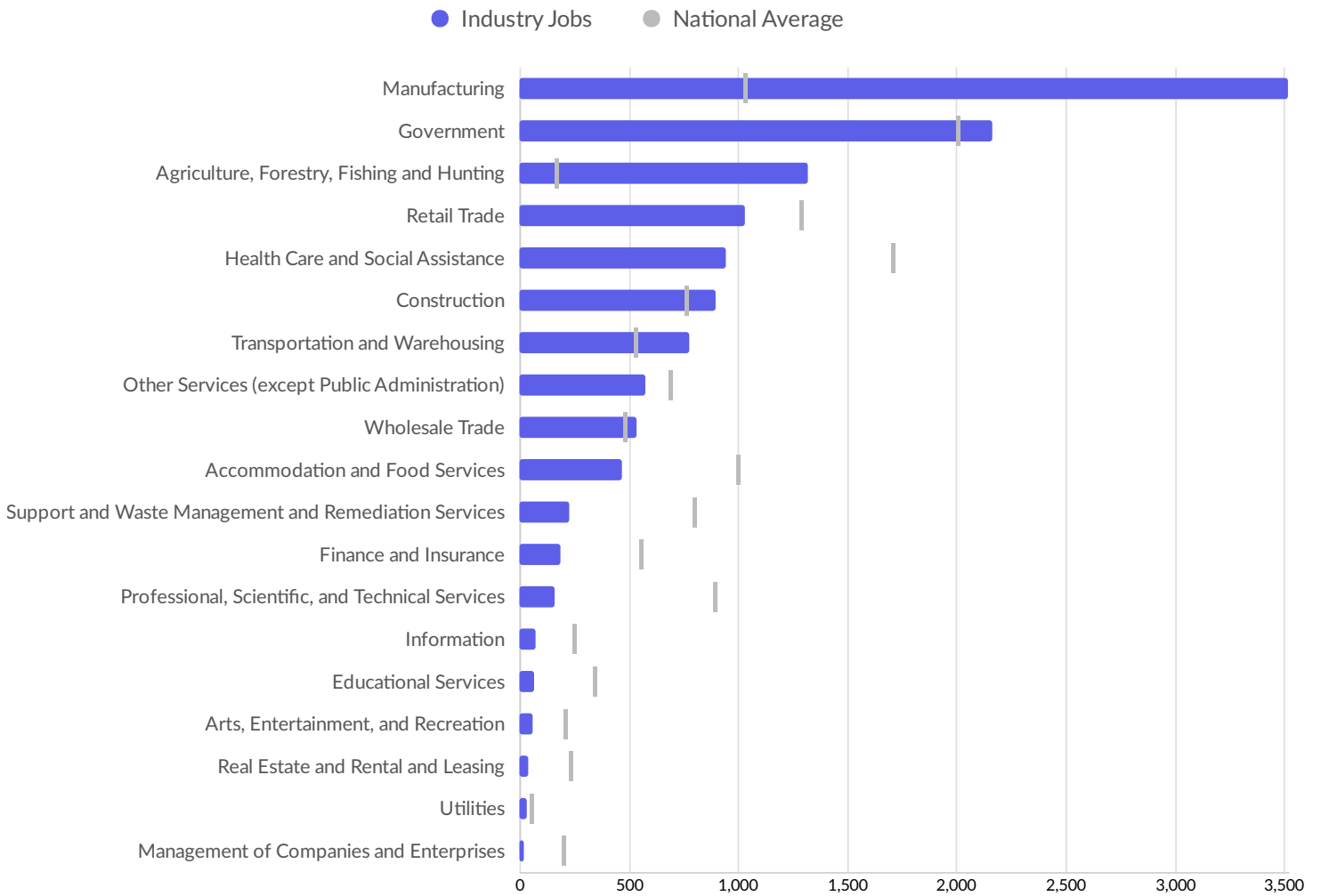
Top Industry GRP



Top Industry Earnings



Largest Industries



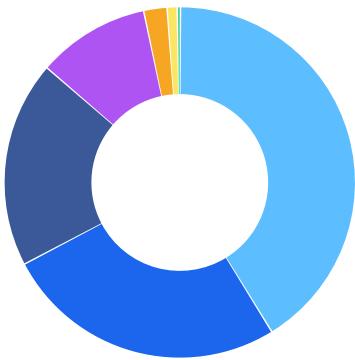
Business Characteristics

1,565 Companies Employ Your Workers

Online profiles for your workers mention 1,565 companies as employers, with the top 10 appearing below. In the last 12 months, 605 companies in Clark County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	125 	Roehl Transport, Inc.	322 
County of Clark	82 	U.S. Xpress, Inc.	169 
Grassland Dairy Products, Inc.	68 	C.R. England, Inc.	126 
Cummins Inc.	37 	Dollar General Corporation	111 
Memorial Medical Center Inc	33 	Marshfield Clinic	100 
Ministry Health Care, Inc.	32 	Uber Eats	76 
The Colby School Inc	28 	CareInHomes.com	73 
Citizens State Bank of Loyal Inc	23 	Marten Transport, Ltd.	70 
School District of Neillsville	23 	Kwik Trip, Inc.	69 
Owen-Withee School District	22 	Ashley Furniture Industries, Inc.	62 

Business Size

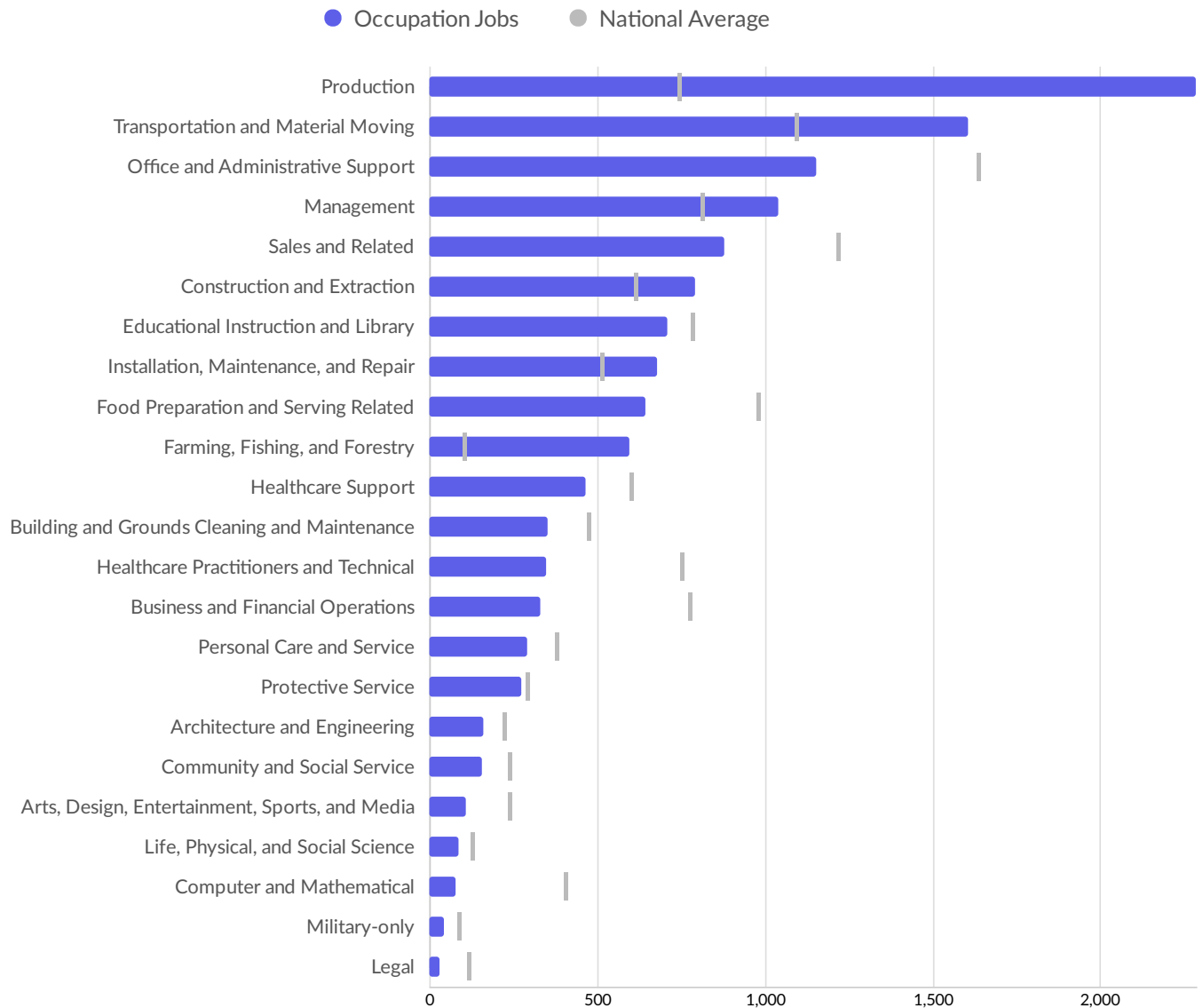


	Percentage	Business Count
● 1 to 4 employees	41.1%	536
● 5 to 9 employees	26.1%	340
● 10 to 19 employees	19.0%	248
● 20 to 49 employees	10.4%	135
● 50 to 99 employees	2.1%	28
● 100 to 249 employees	0.9%	12
● 250 to 499 employees	0.3%	4

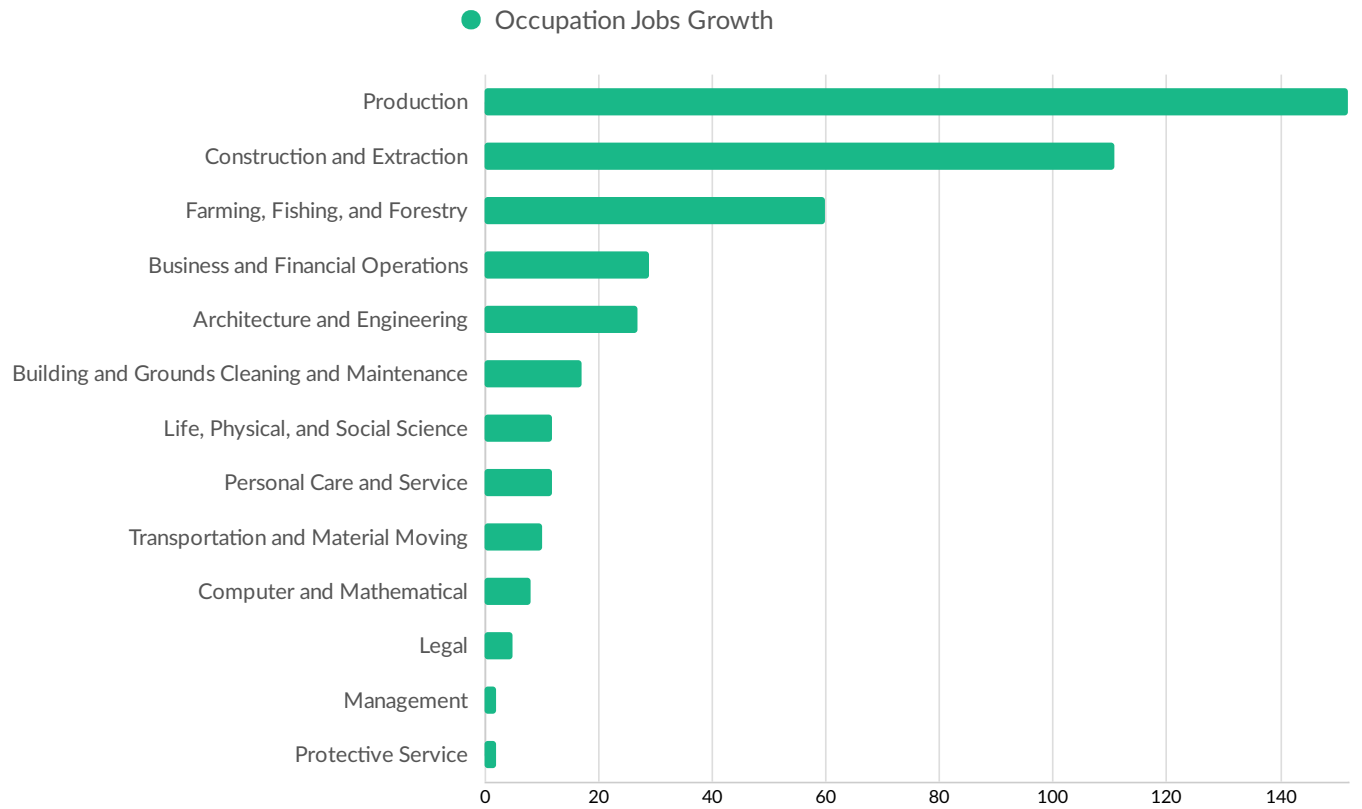
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

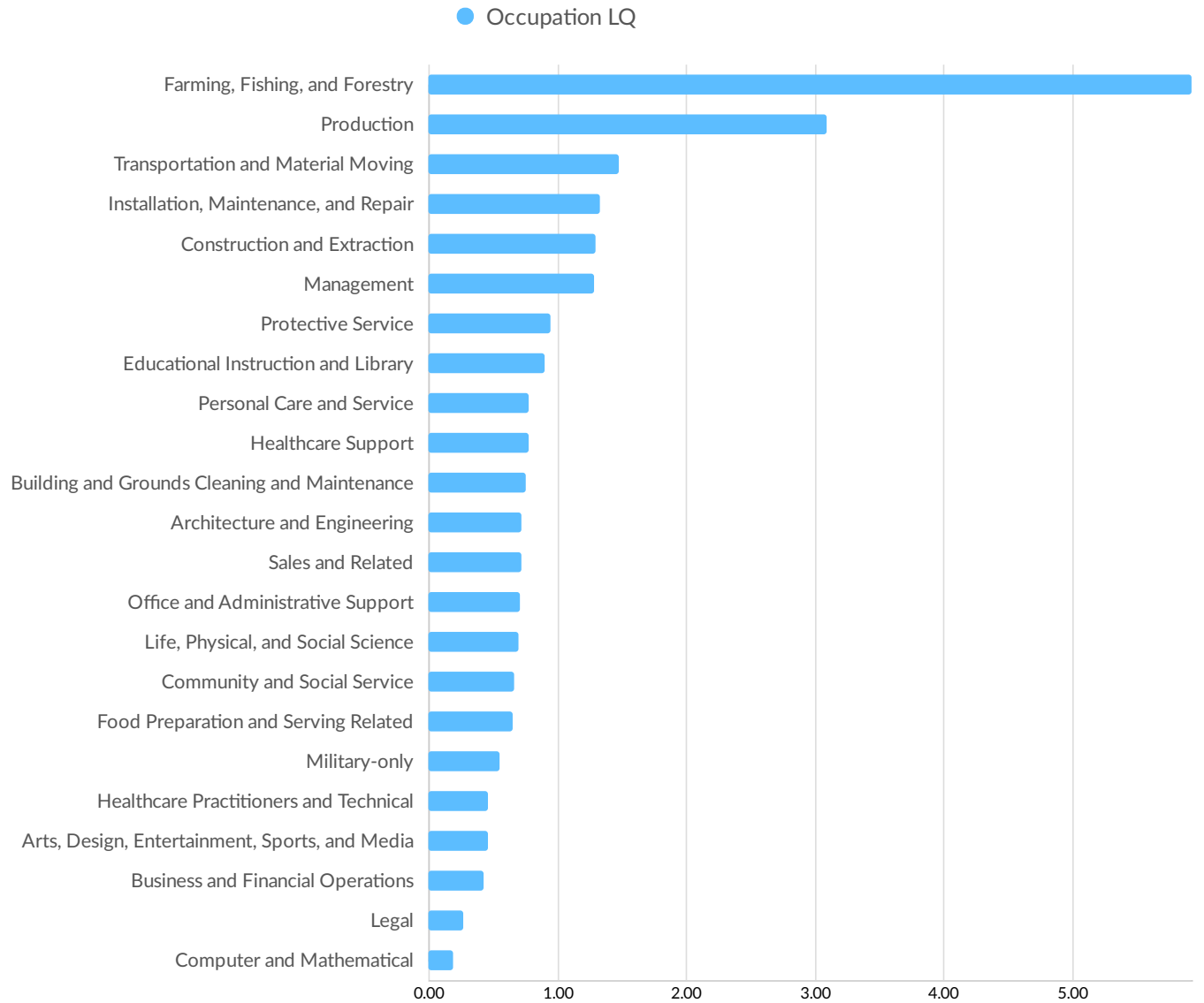
Largest Occupations



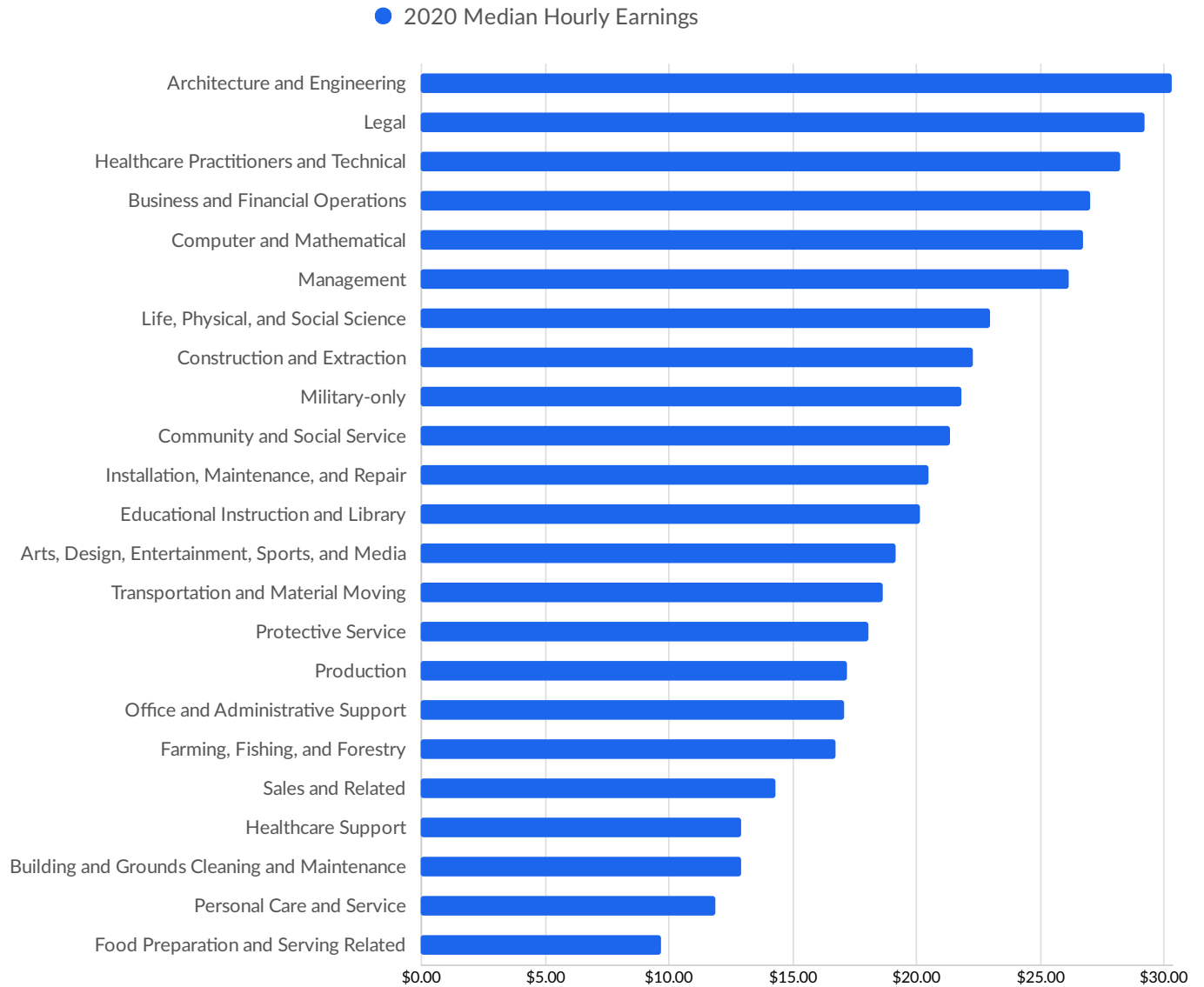
Top Growing Occupations



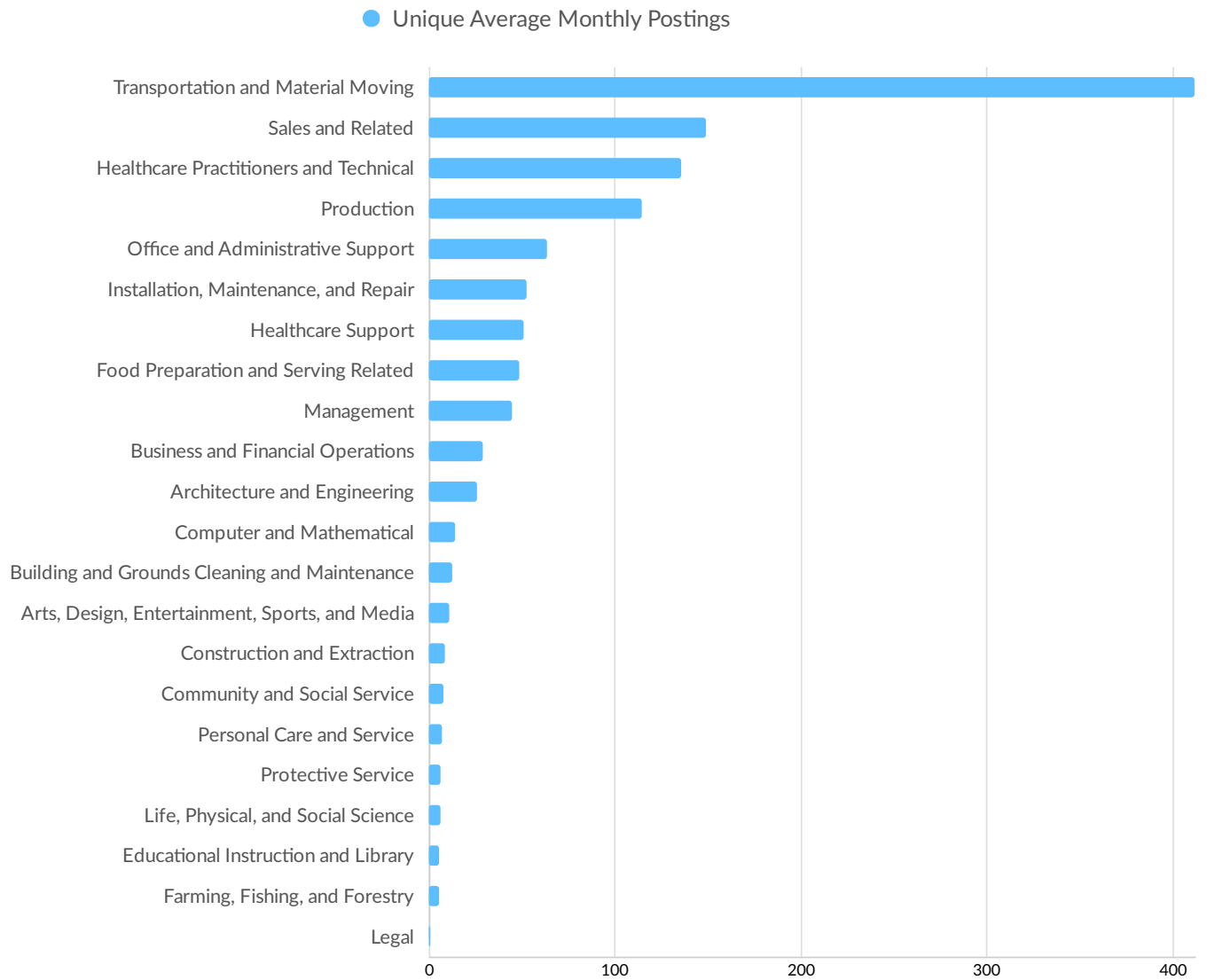
Top Occupation LQ



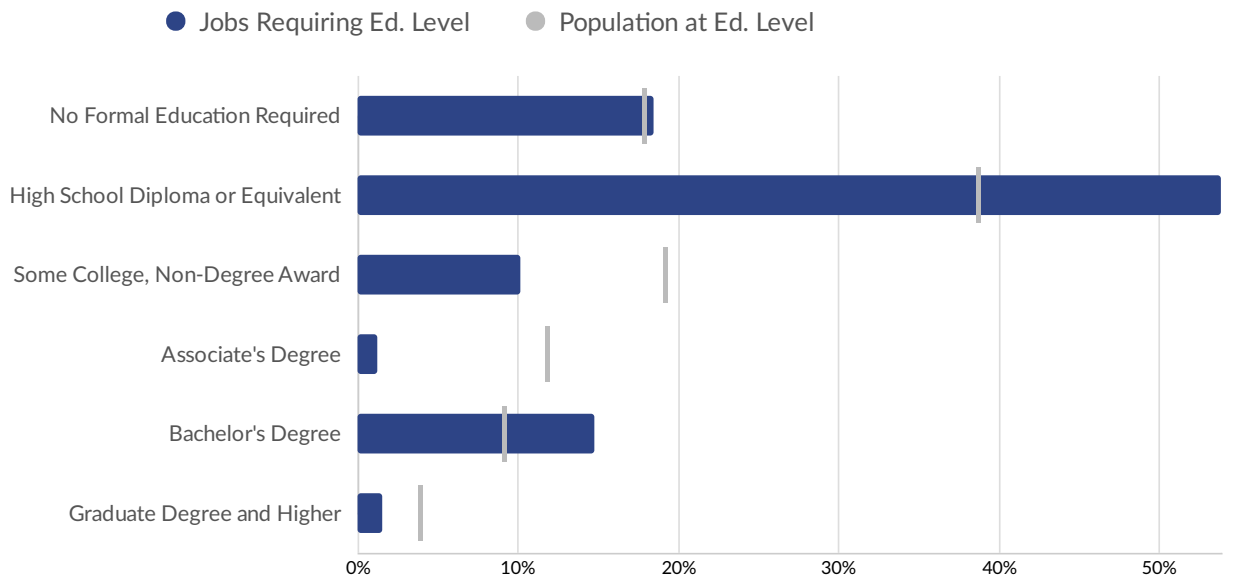
Top Occupation Earnings



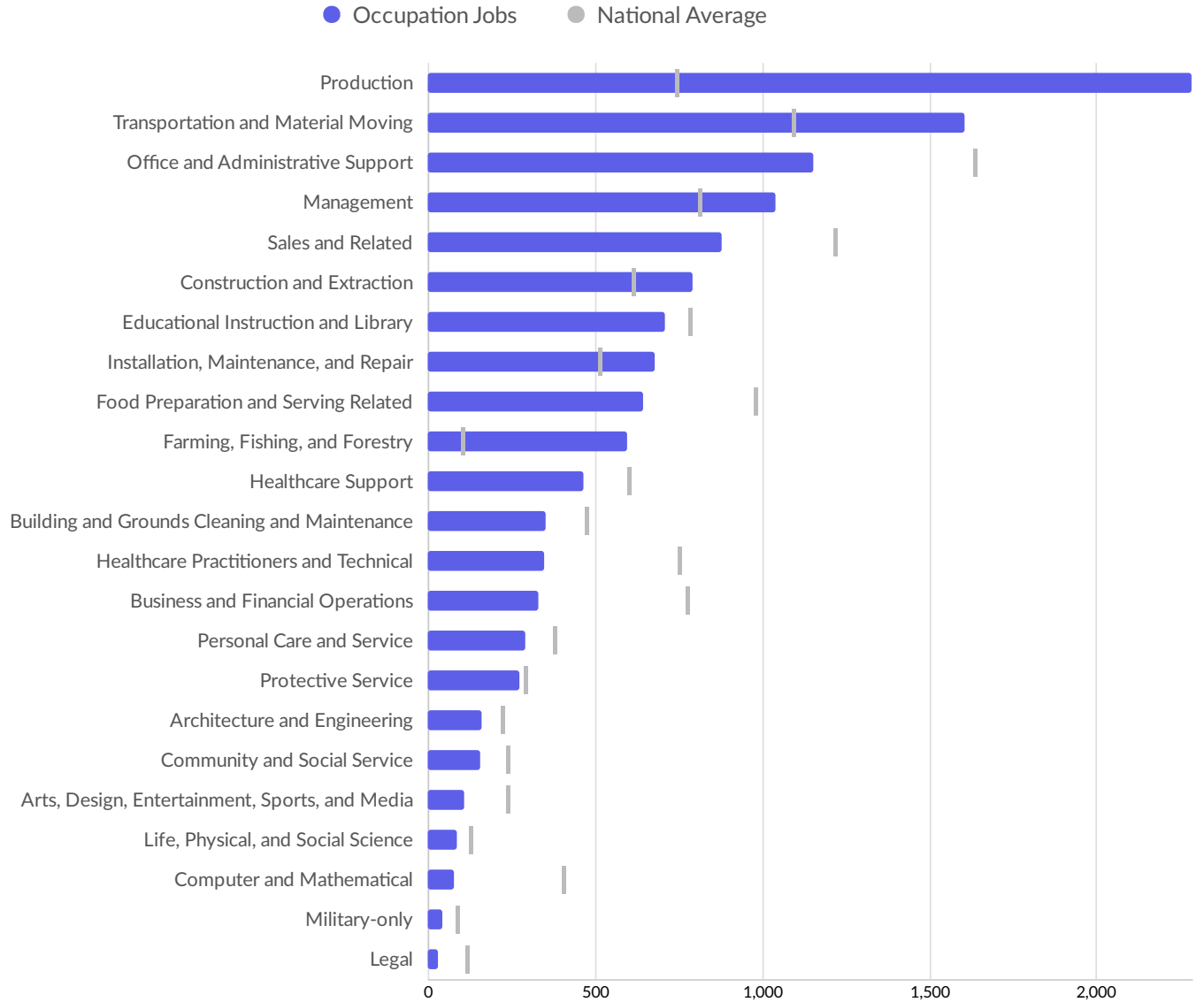
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills

