



Clark County, WI

West Central Wisconsin Regional Planning Commission



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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

34,876

Population (2020)

Population **grew by 518** over the last 5 years and is projected to **grow by 317** over the next 5 years.

13,169

Total Regional Employment

Jobs **grew by 174** over the last 5 years and are projected to **grow by 480** over the next 5 years.

\$54.0K

Median Household Income (2019)

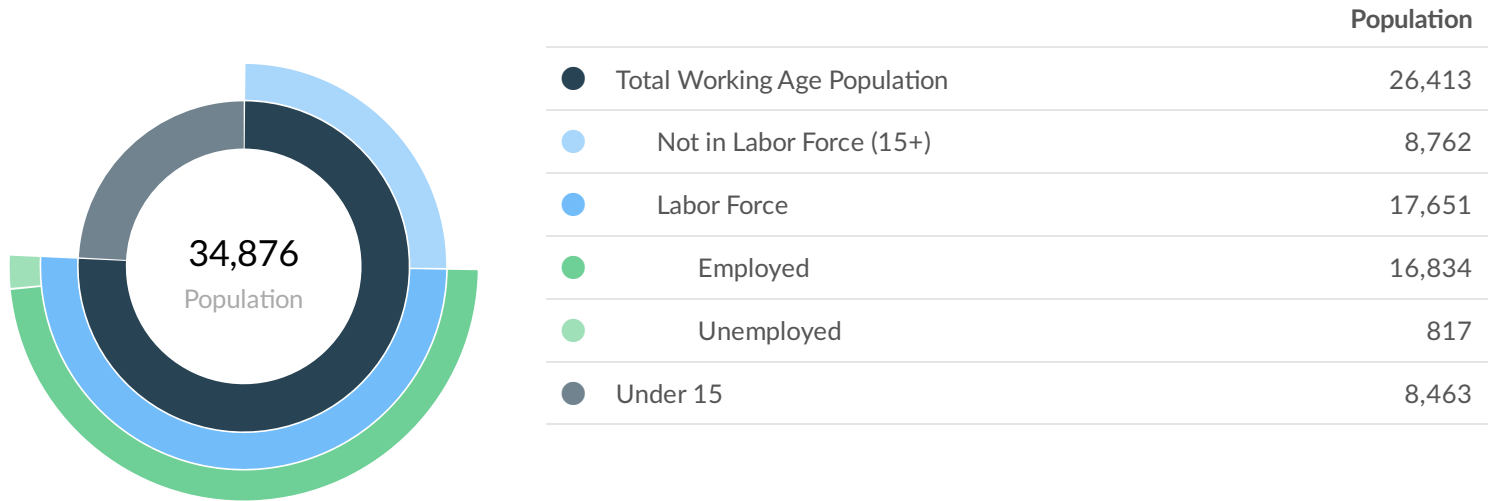
Median household income is **\$8.8K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 1.5%** since 2015, growing by 518. Population is expected to **increase by 0.9%** between 2020 and 2025, adding 317.
- From 2015 to 2020, jobs **increased by 1.3%** in Clark County, WI from 12,995 to **13,169**. This change **fell short of the national growth rate of 3.1% by 1.8%**. As the number of jobs increased, the **labor force participation rate increased from 66.6% to 66.8% 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.

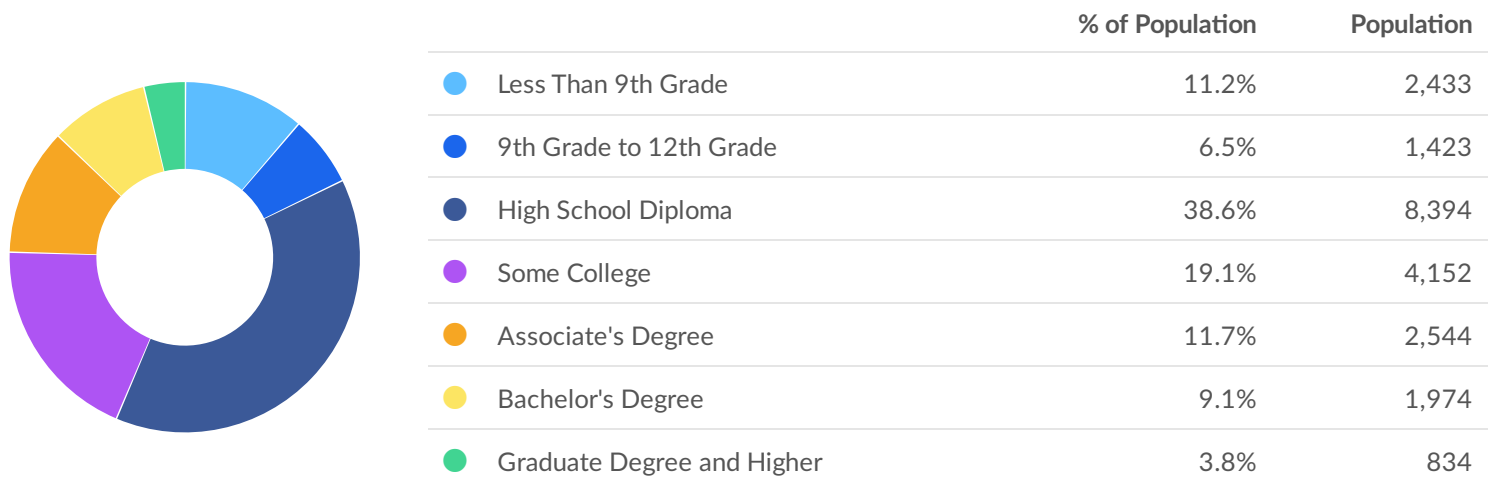
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	34,876	17,651	13,169	97.2	\$1.27B	\$2.54B	\$2.27B
WCWRPC Region	431,691	233,037	202,124	98.3	\$19.38B	\$28.01B	\$23.23B
United States	330,768,968	159,976,949	163,214,648	100.0	\$20.80T	\$0	\$9.84T

2020 Labor Force Breakdown



Educational Attainment

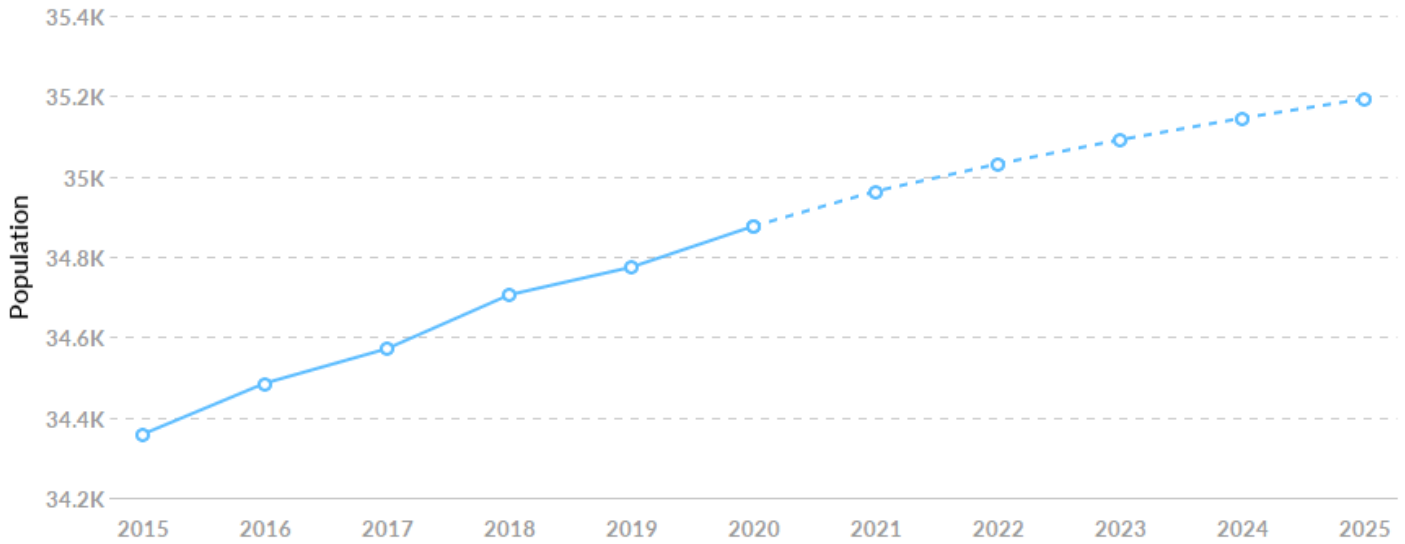
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Historic & Projected Trends

Population Trends

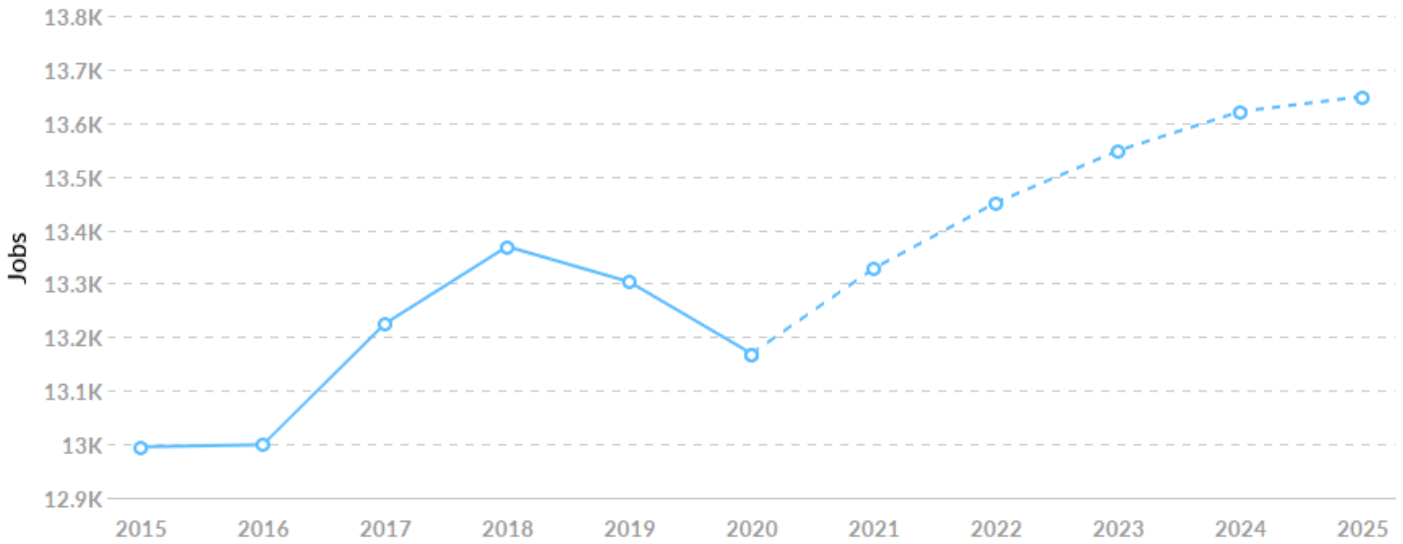
As of 2020 the region's population **increased by 1.5%** since 2015, growing by 518. Population is expected to **increase by 0.9%** between 2020 and 2025, adding 317.



Timeframe	Population
2015	34,358
2016	34,485
2017	34,571
2018	34,705
2019	34,774
2020	34,876
2021	34,963
2022	35,031
2023	35,091
2024	35,145
2025	35,193

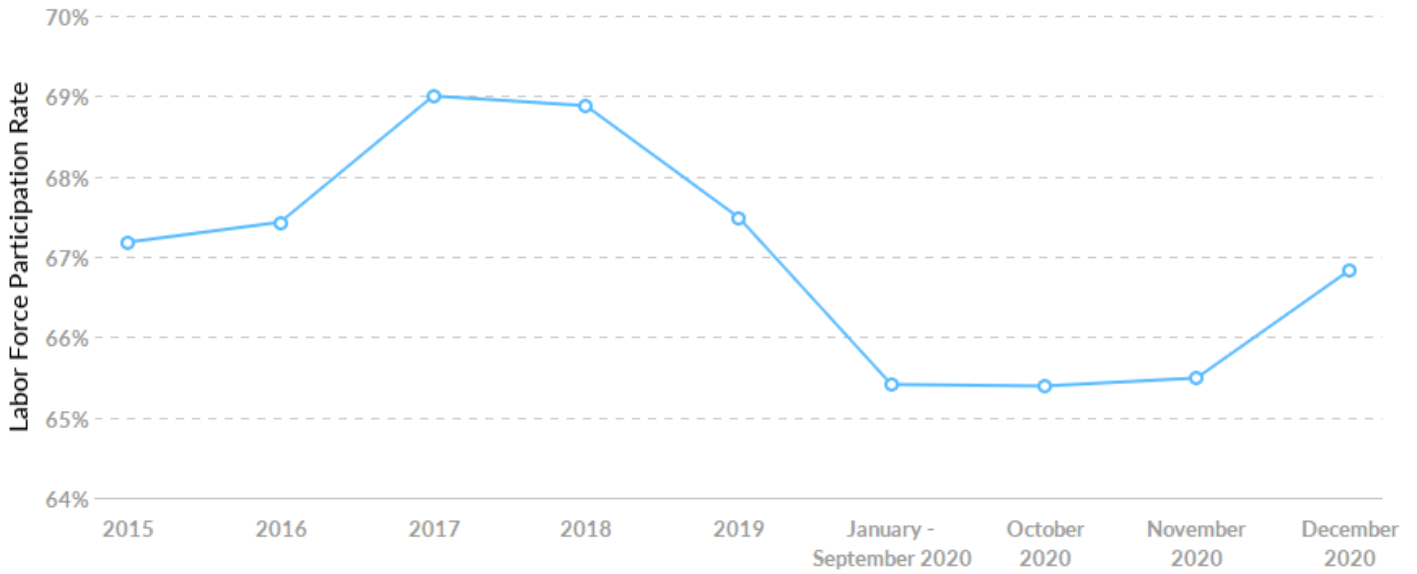
Job Trends

From 2015 to 2020, jobs increased by 1.3% in Clark County, WI from 12,995 to 13,169. This change fell short of the national growth rate of 3.1% by 1.8%.



Timeframe	Jobs
2015	12,995
2016	12,999
2017	13,225
2018	13,369
2019	13,303
2020	13,169
2021	13,328
2022	13,451
2023	13,548
2024	13,621
2025	13,649

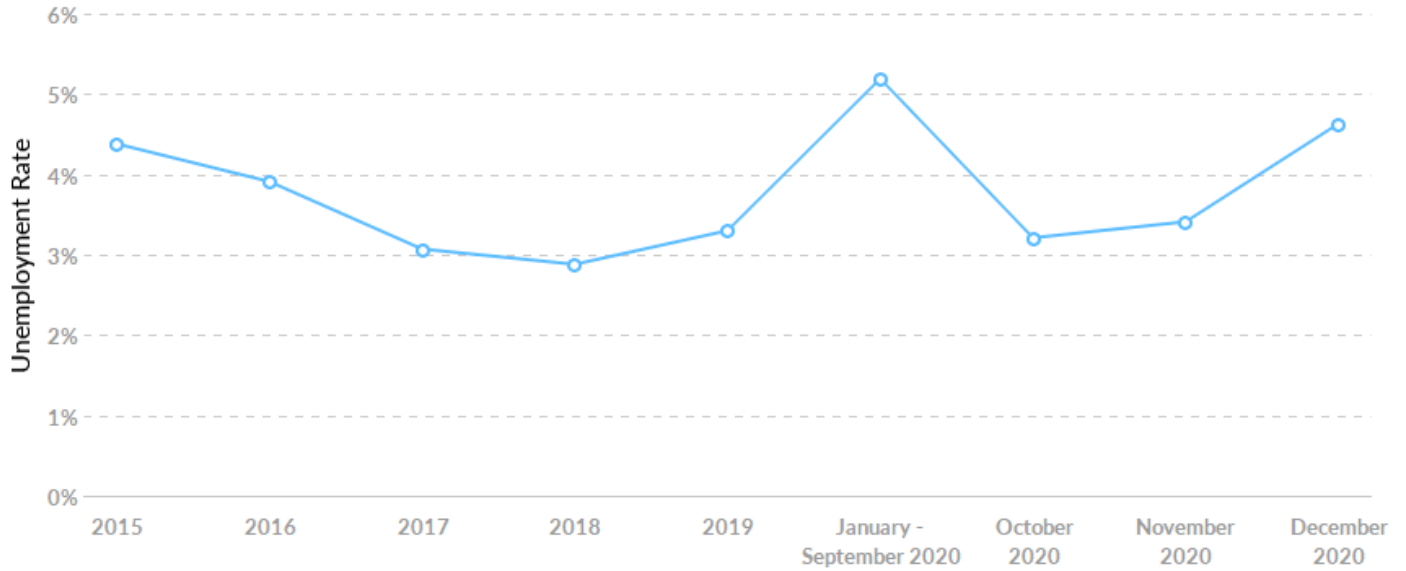
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	67.18%
2016	67.43%
2017	69.00%
2018	68.88%
2019	67.49%
January - September 2020	65.41%
October 2020	65.39%
November 2020	65.49%
December 2020	66.83%

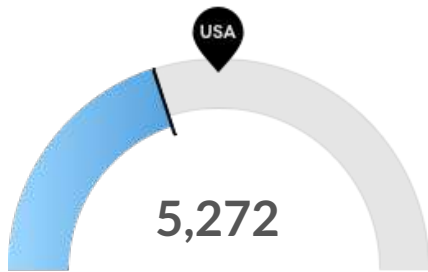
Unemployment Rate Trends

Clark County, WI had a December 2020 unemployment rate of 4.63%, **increasing from 4.38% 5 years before.**



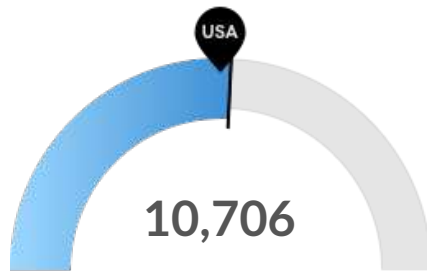
Timeframe	Unemployment Rate
2015	4.38%
2016	3.91%
2017	3.07%
2018	2.88%
2019	3.30%
January - September 2020	5.19%
October 2020	3.21%
November 2020	3.41%
December 2020	4.63%

Population Characteristics



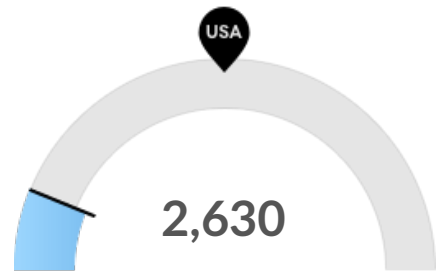
Millennials

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



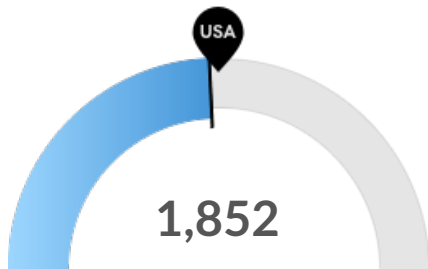
Retiring Soon

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.



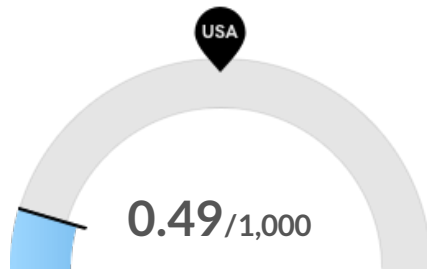
Racial Diversity

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.



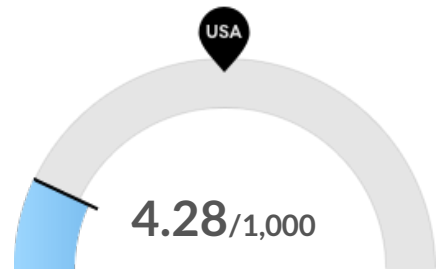
Veterans

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.

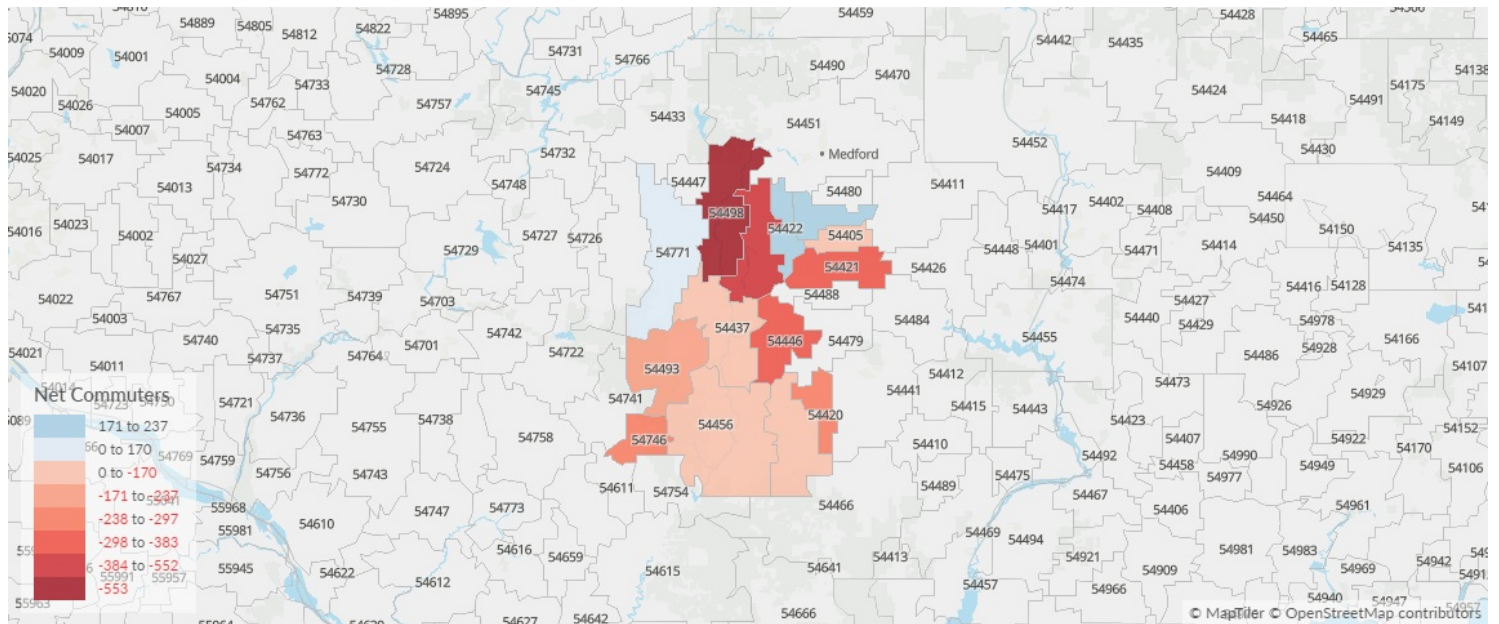


Property Crime

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

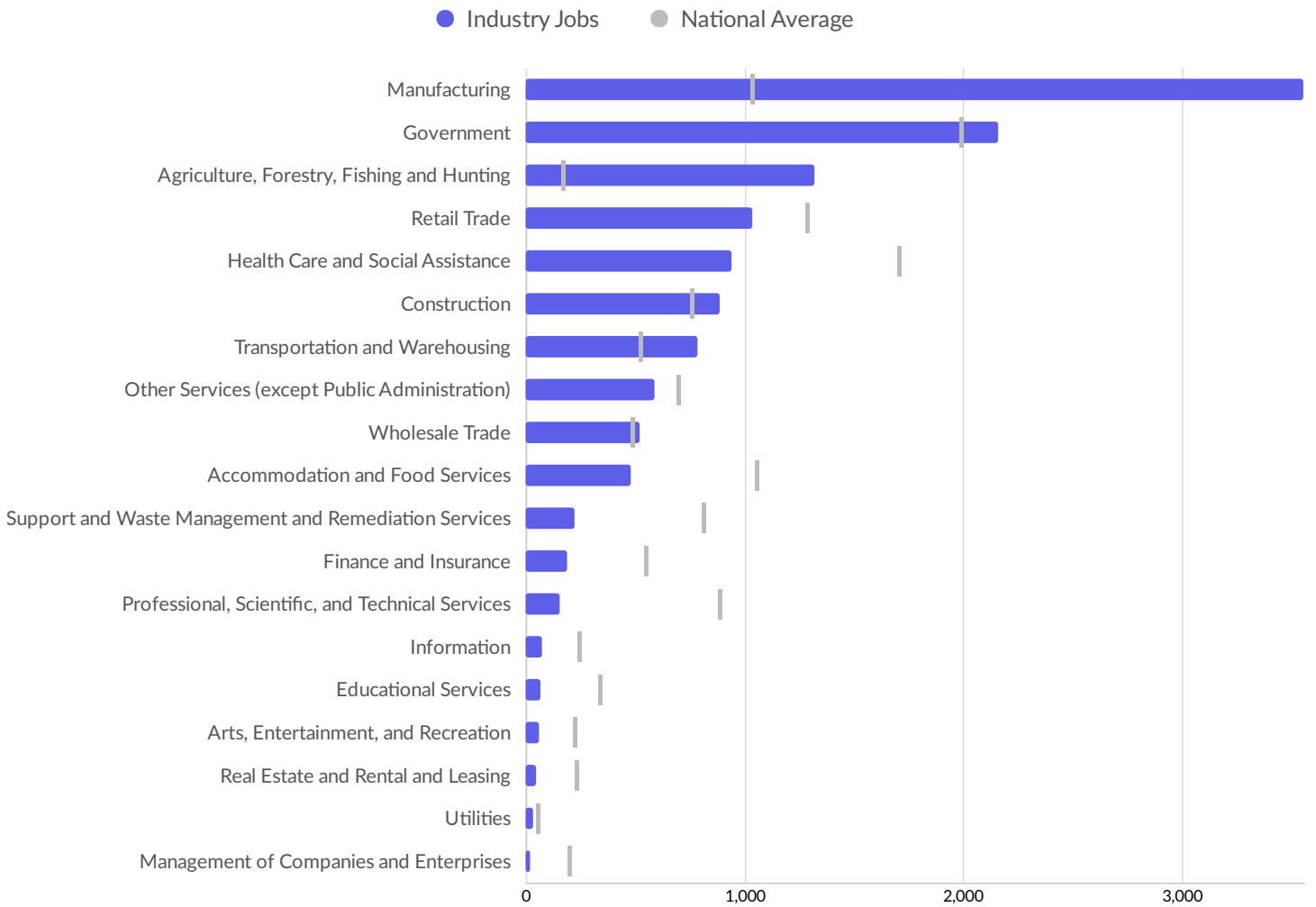
Where Talent Lives

ZIP	Name	2020 Employment
54456	Neillsville, WI (in Clark ...	2,332
54771	Thorp, WI (in Clark coun...	2,048
54405	Abbotsford, WI (in Clark...	1,459
54421	Colby, WI (in Clark coun...	1,422
54437	Greenwood, WI (in Clar...	1,189

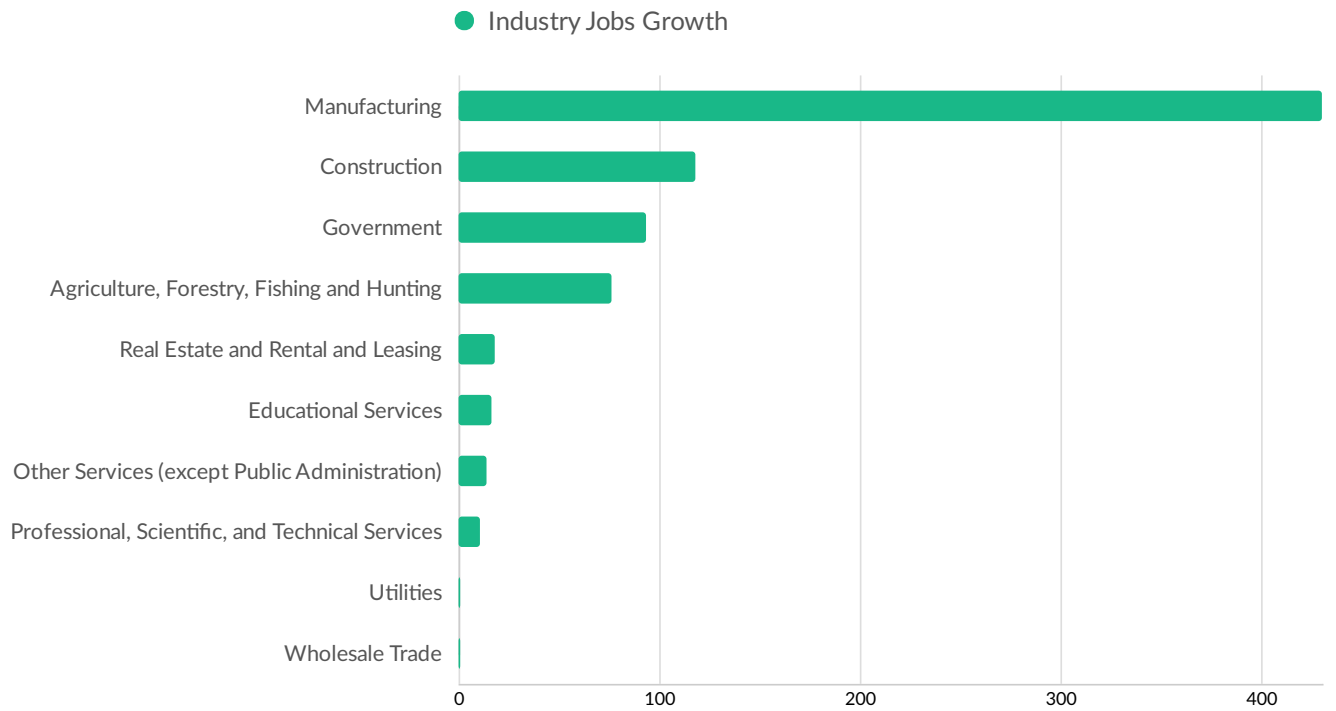
ZIP	Name	2020 Workers
54456	Neillsville, WI (in Clark ...	2,351
54771	Thorp, WI (in Clark coun...	1,999
54421	Colby, WI (in Clark coun...	1,720
54405	Abbotsford, WI (in Clark...	1,532
54446	Loyal, WI (in Clark coun...	1,199

Industry Characteristics

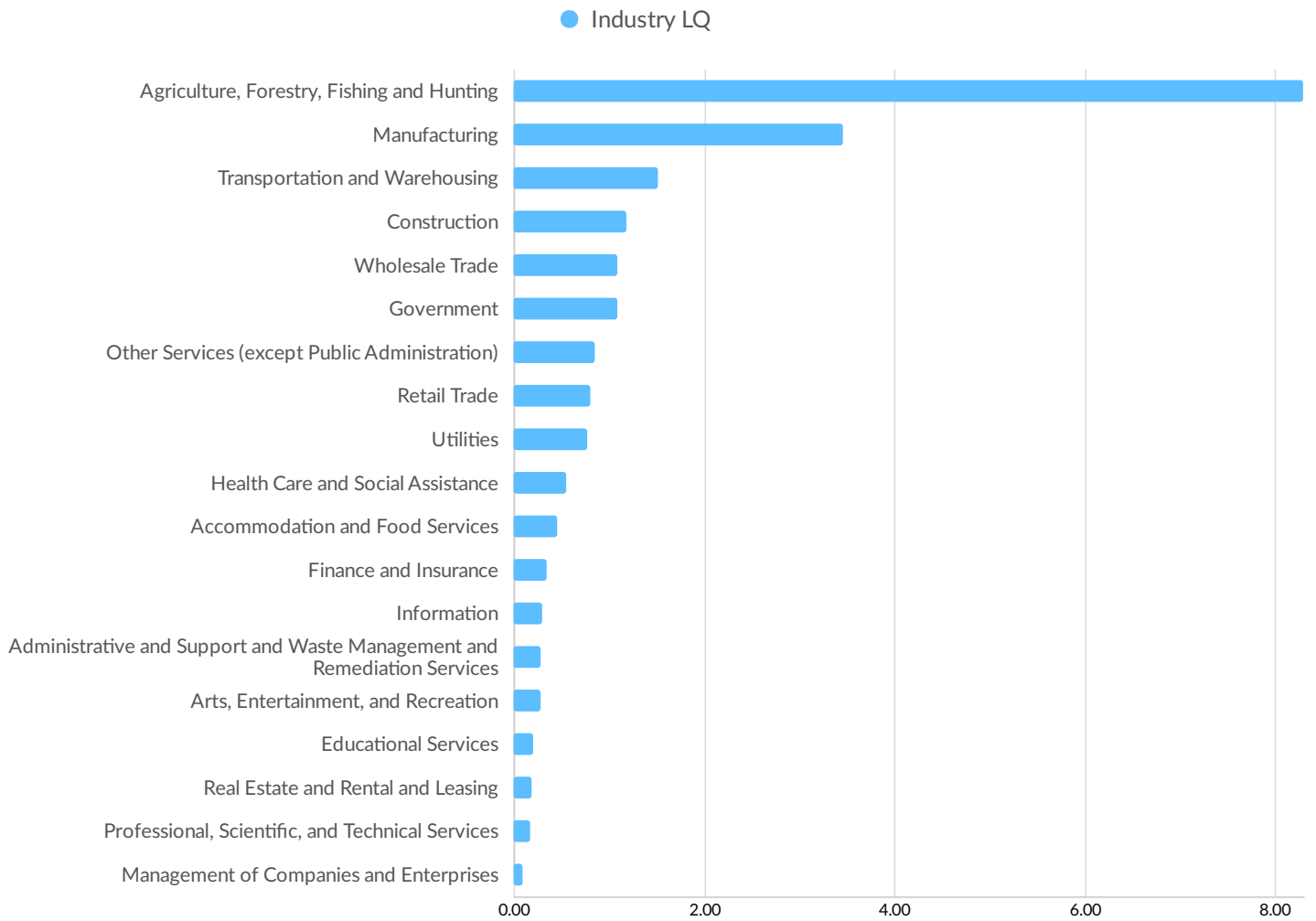
Largest Industries



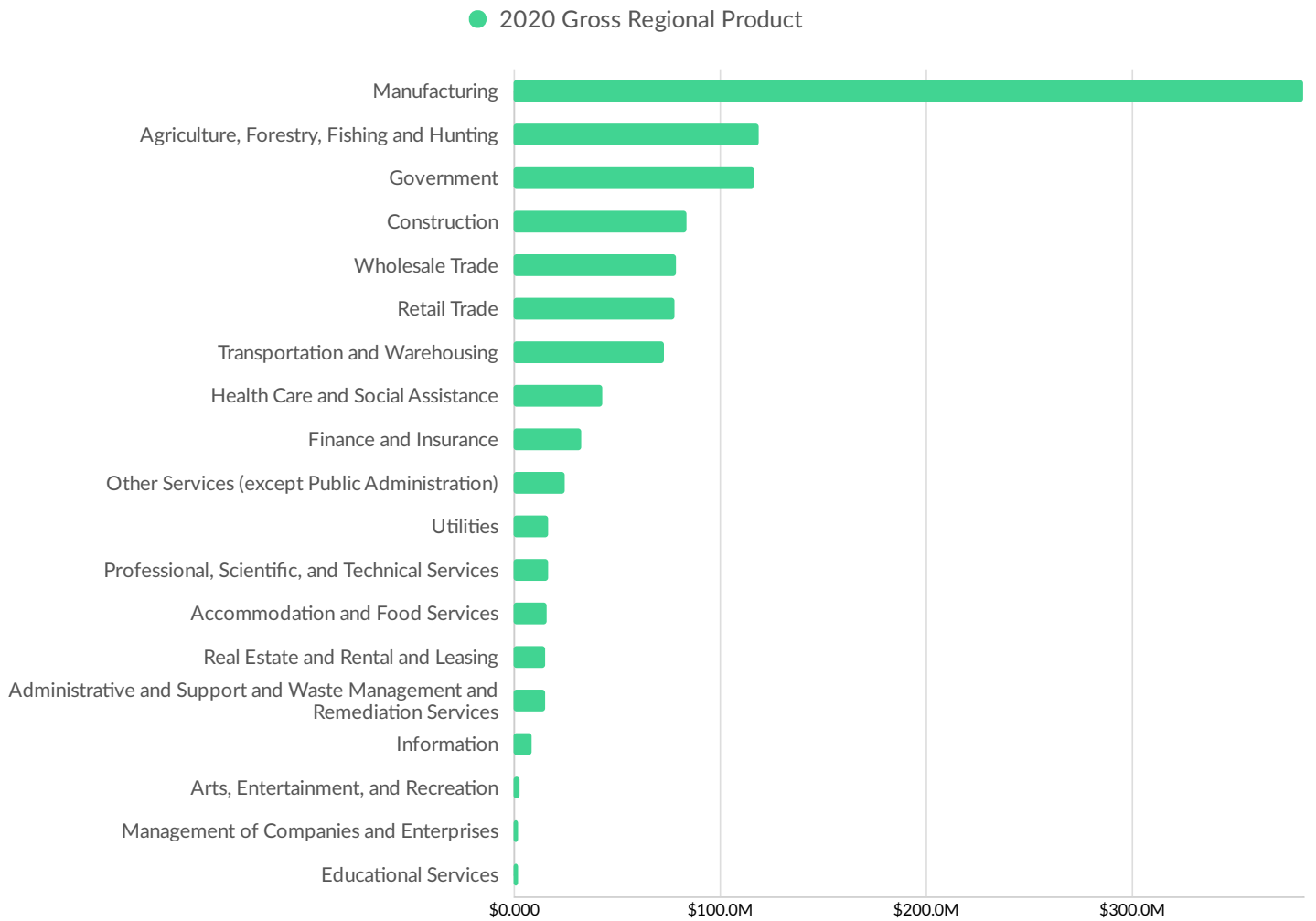
Top Growing Industries



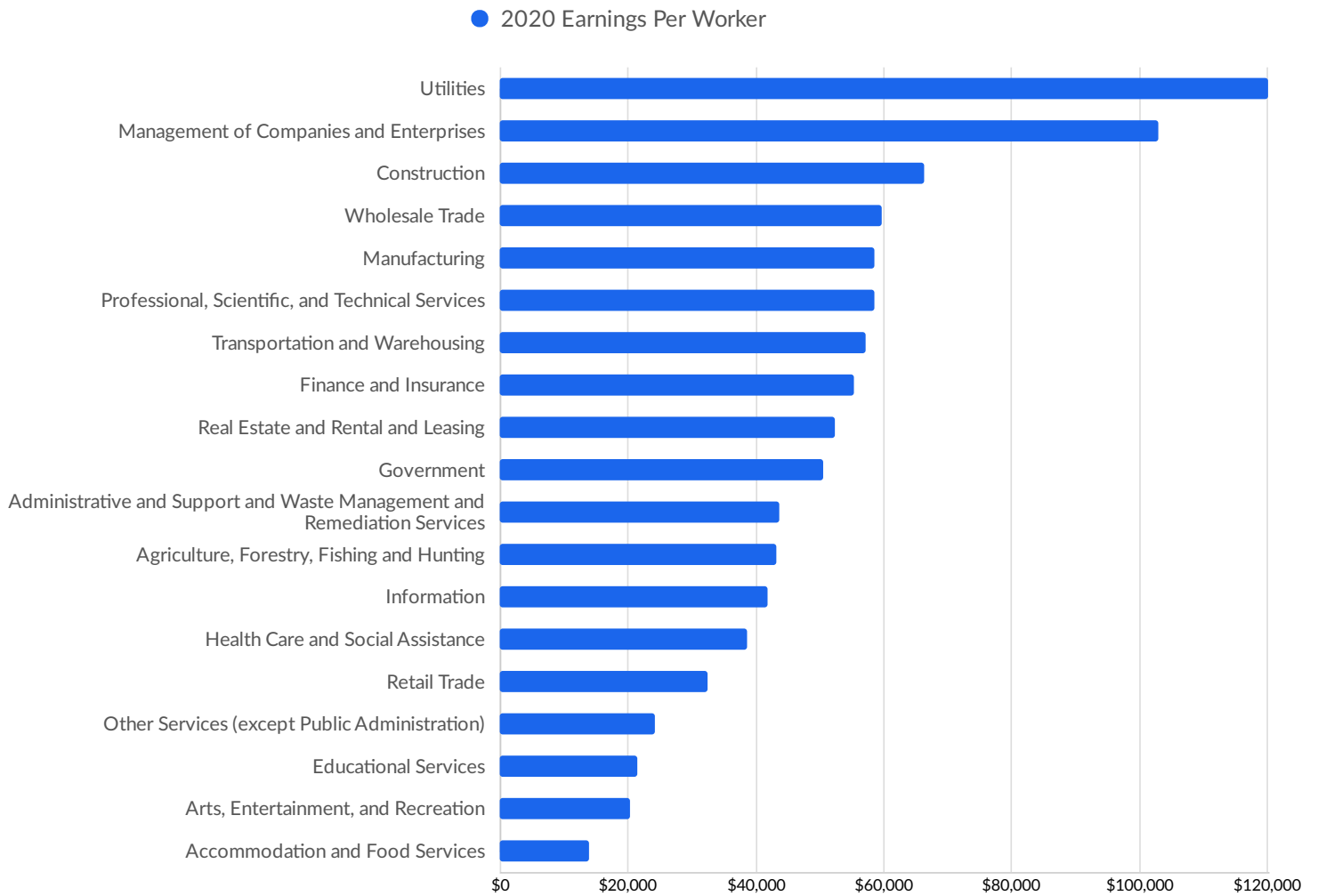
Top Industry LQ



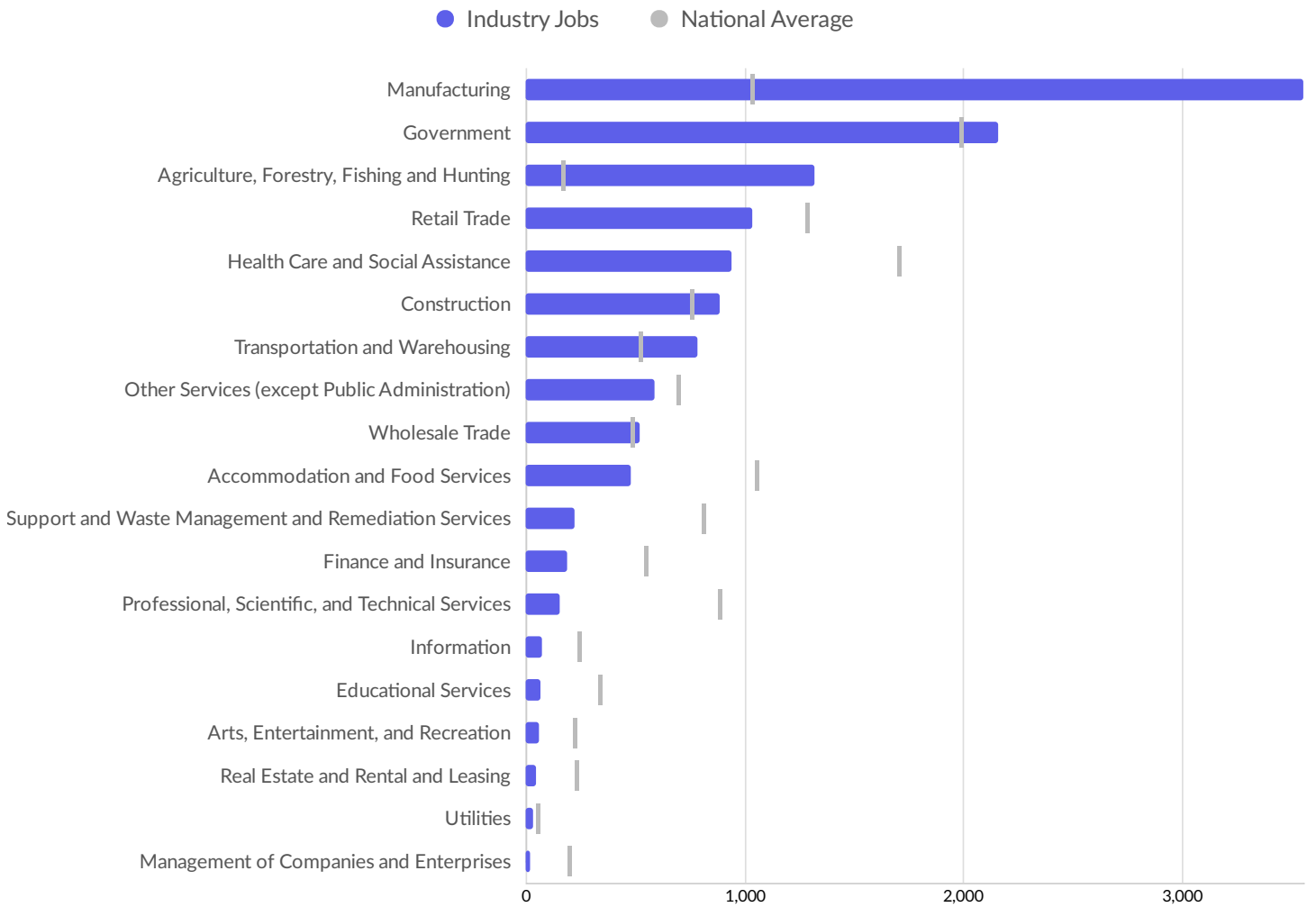
Top Industry GRP



Top Industry Earnings



Largest Industries



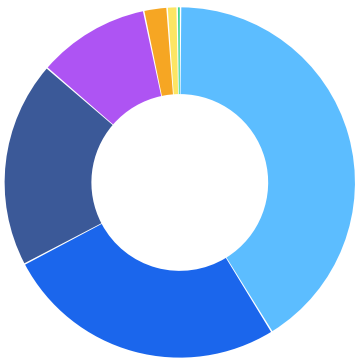
Business Characteristics

1,340 Companies Employ Your Workers

Online profiles for your workers mention 1,340 companies as employers, with the top 10 appearing below. In the last 12 months, 562 companies in Clark County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	107 	Roehl Transport, Inc.	214 
County of Clark	60 	U.S. Xpress, Inc.	159 
Grassland Dairy Products, Inc.	58 	Marshfield Clinic	111 
Cummins Inc.	29 	C.R. England, Inc.	101 
Memorial Medical Center Inc	29 	Dollar General Corporation	92 
Ministry Health Care, Inc.	25 	Platinum Supplemental Insuranc...	83 
The Colby School Inc	25 	Marten Transport, Ltd.	71 
Citizens State Bank of Loyal Inc	22 	CareInHomes.com	65 
School District of Neillsville	20 	Ashley Furniture Industries, Inc.	64 
Figis Gifts Inc Good Taste	18 	Holiday Companies	61 

Business Size

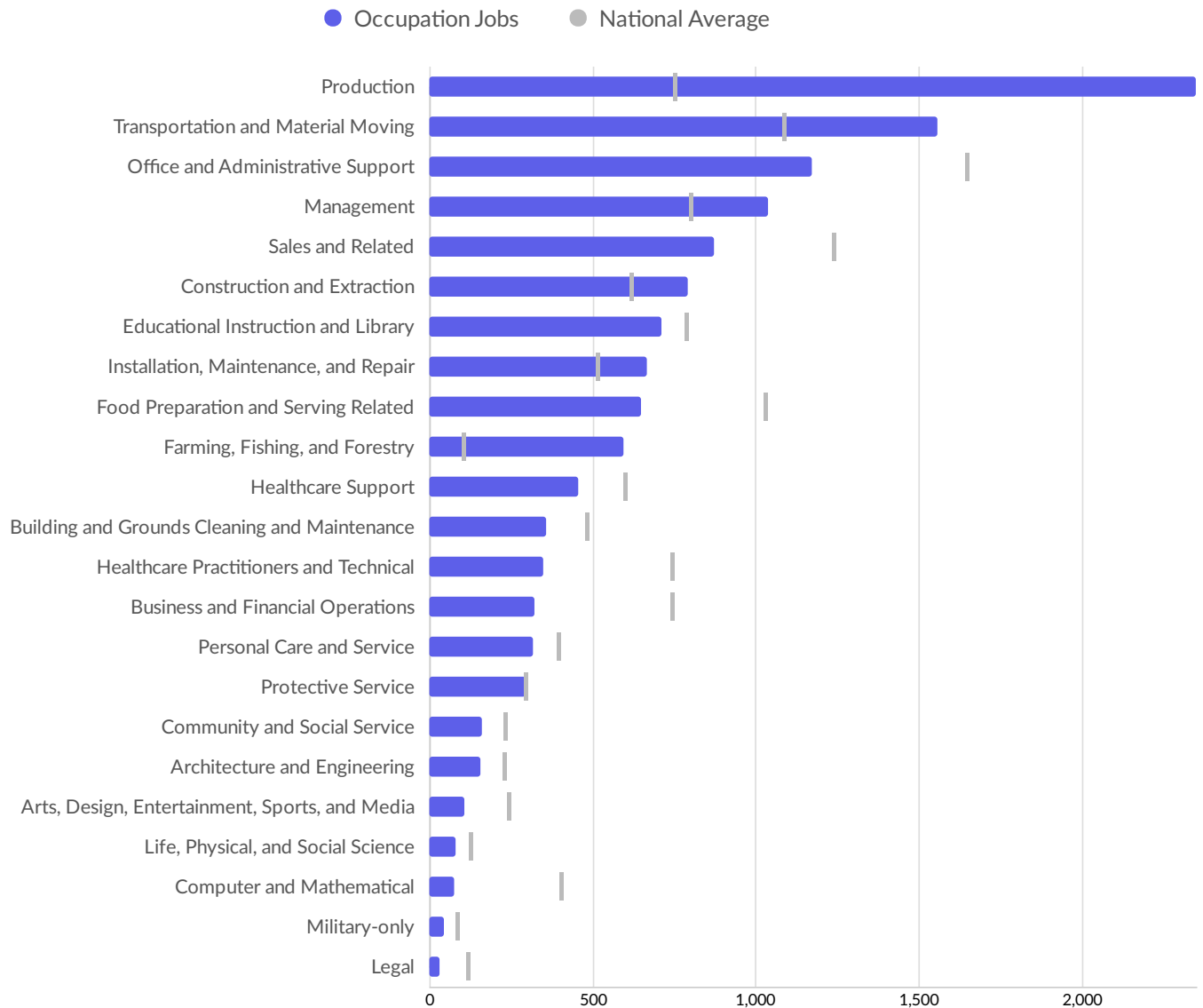


	Percentage	Business Count
1 to 4 employees	41.1%	536
5 to 9 employees	26.1%	340
10 to 19 employees	19.0%	248
20 to 49 employees	10.4%	135
50 to 99 employees	2.1%	28
100 to 249 employees	0.9%	12
250 to 499 employees	0.3%	4

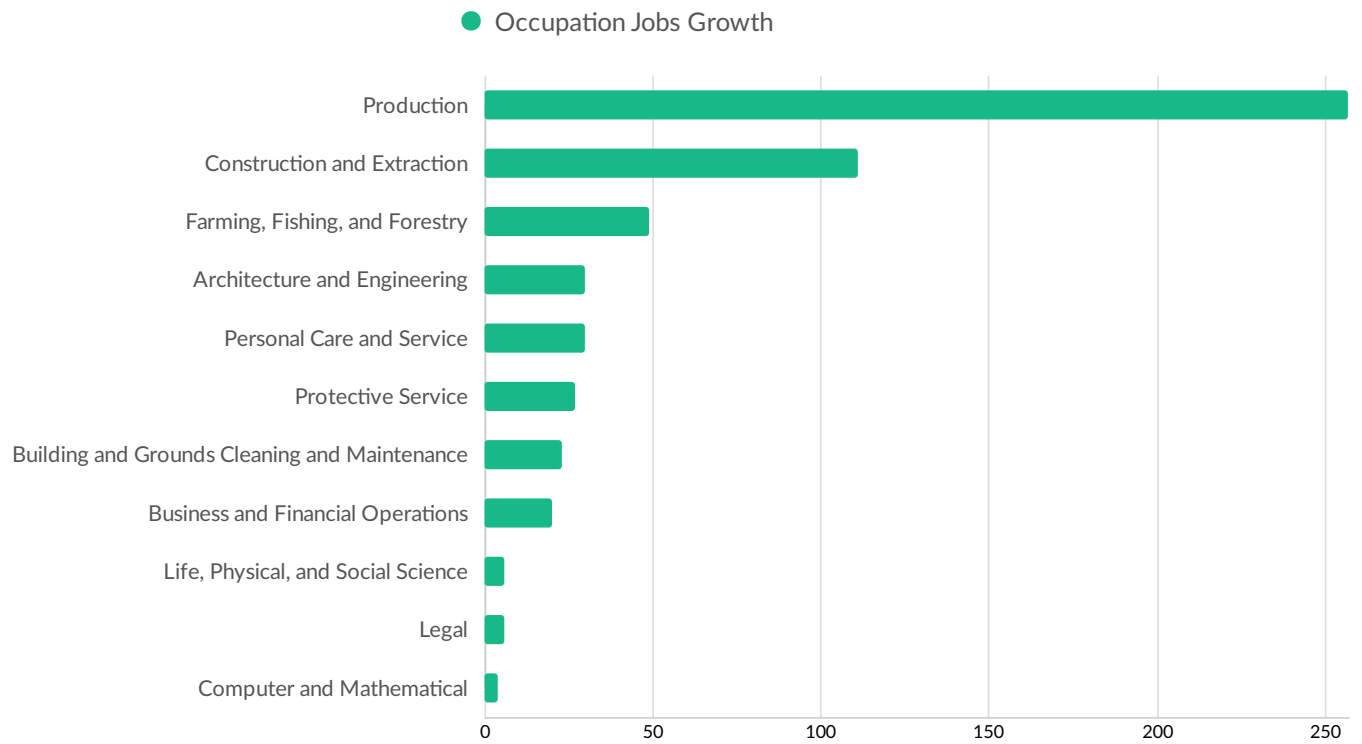
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

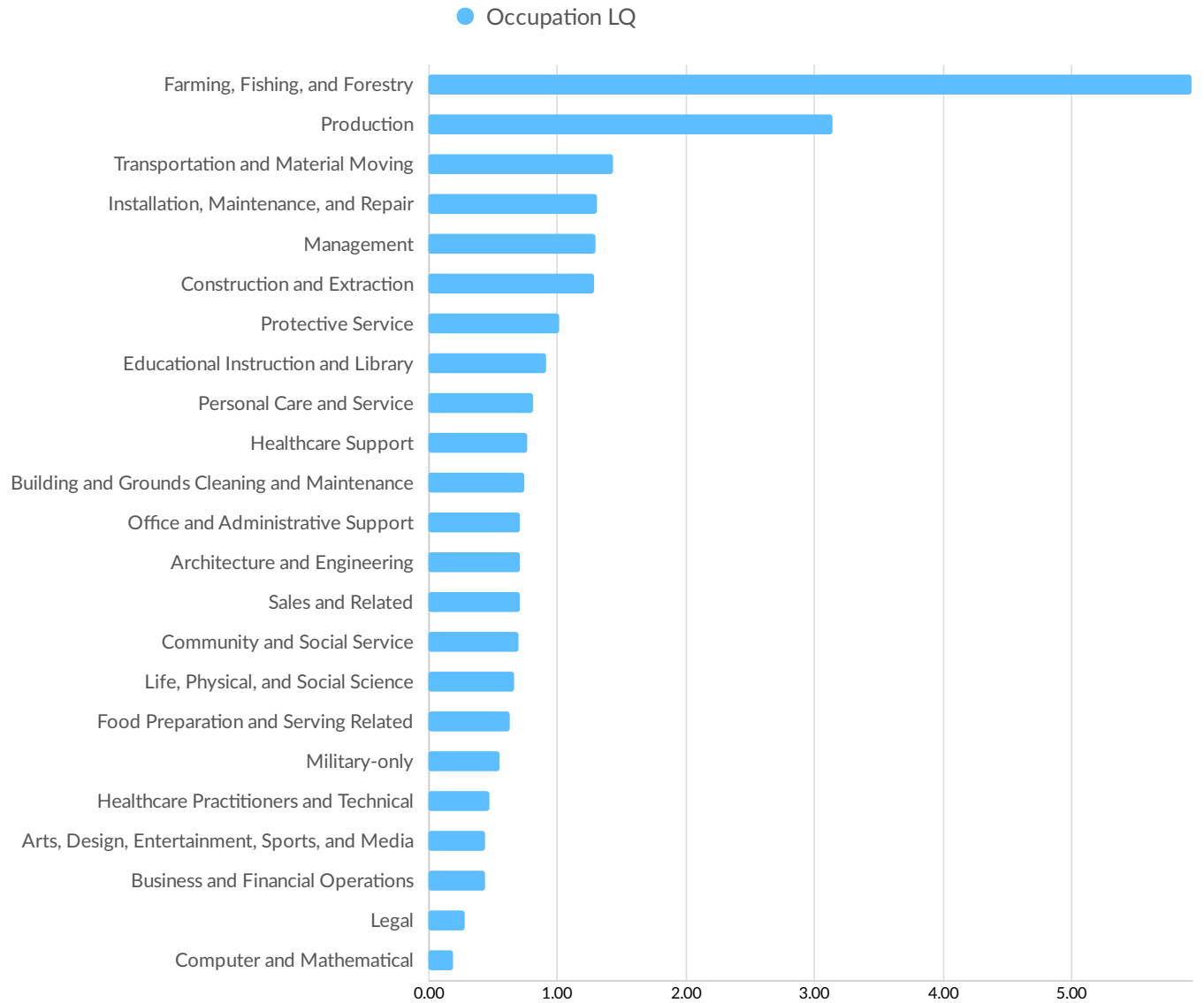
Largest Occupations



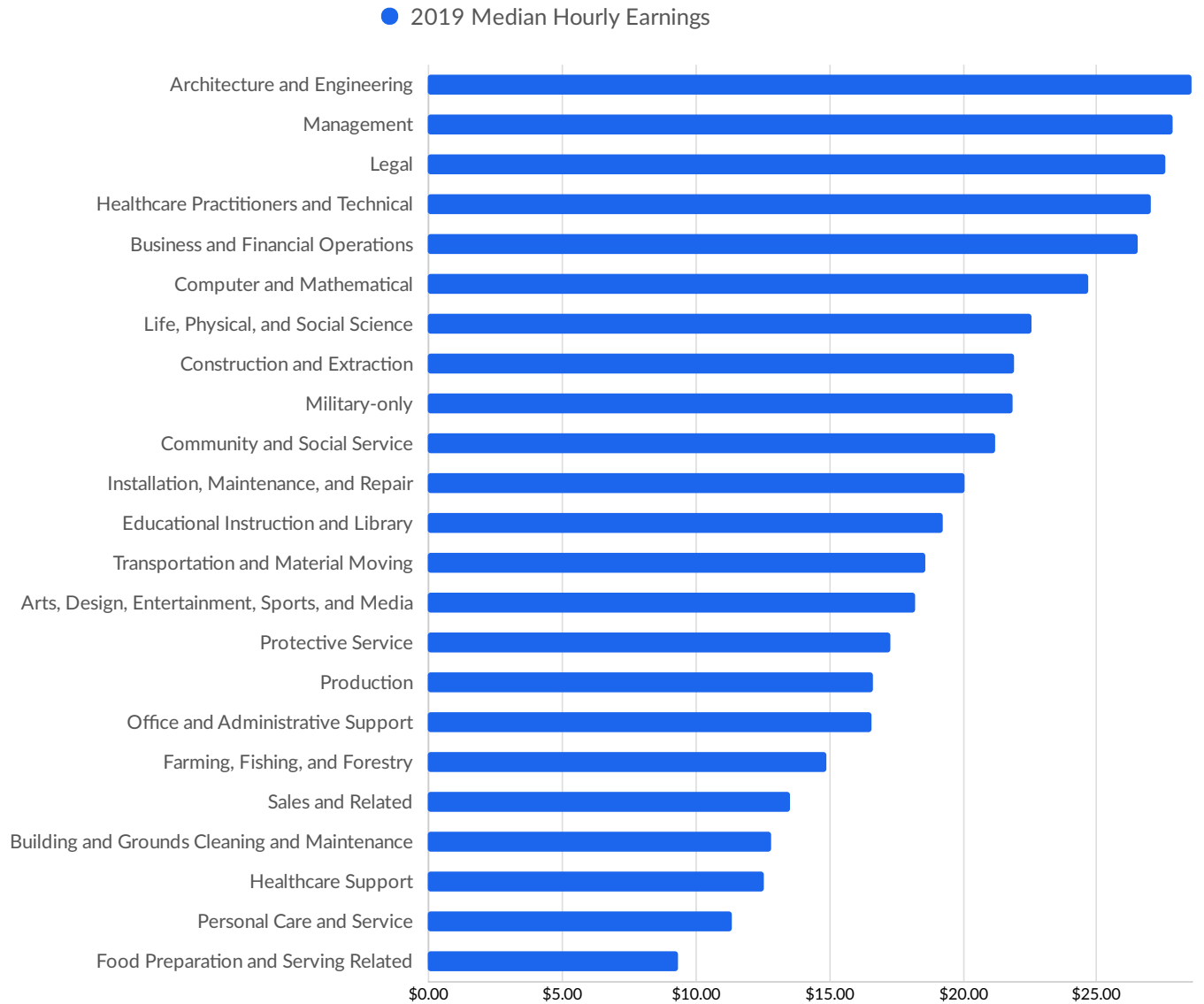
Top Growing Occupations



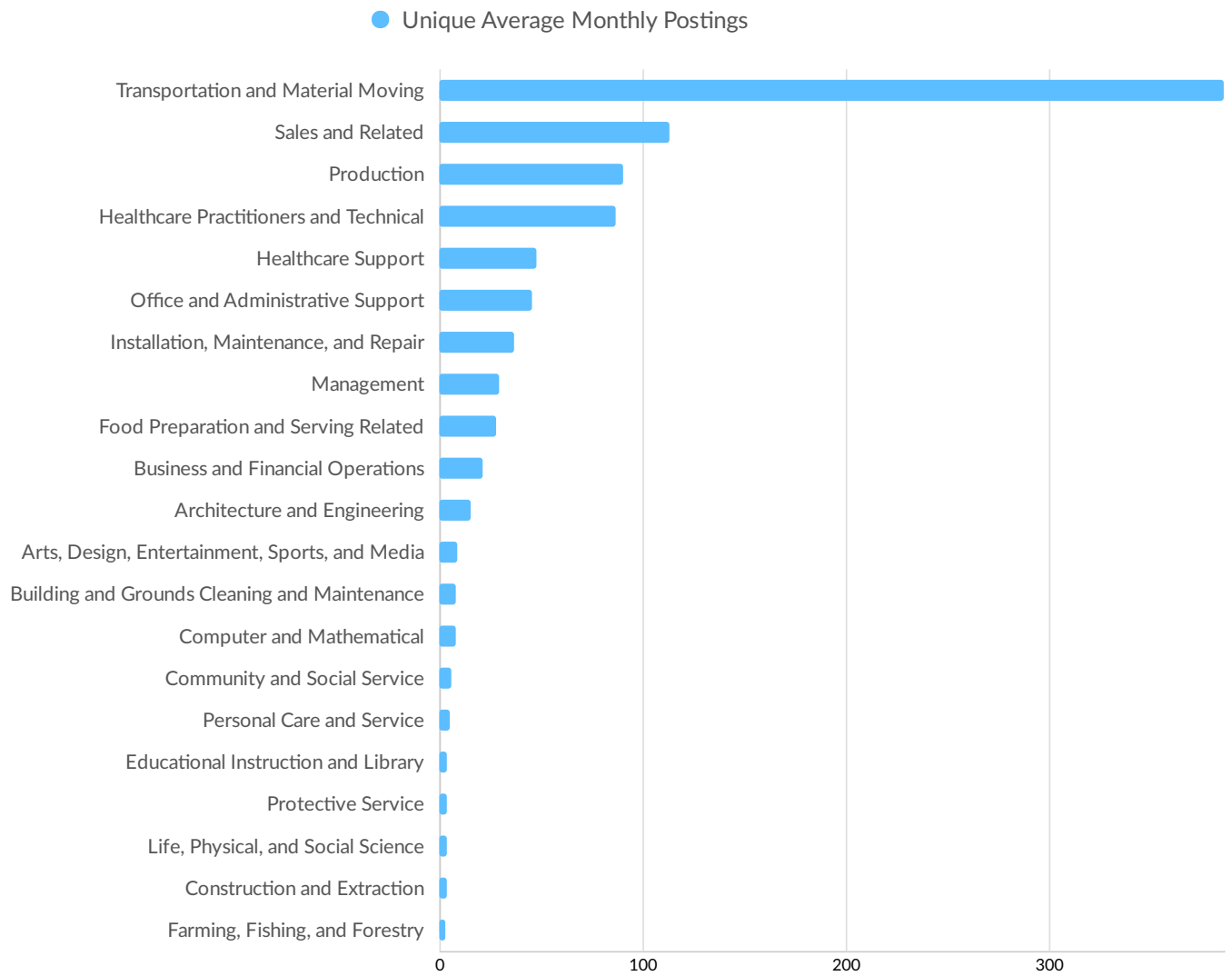
Top Occupation LQ



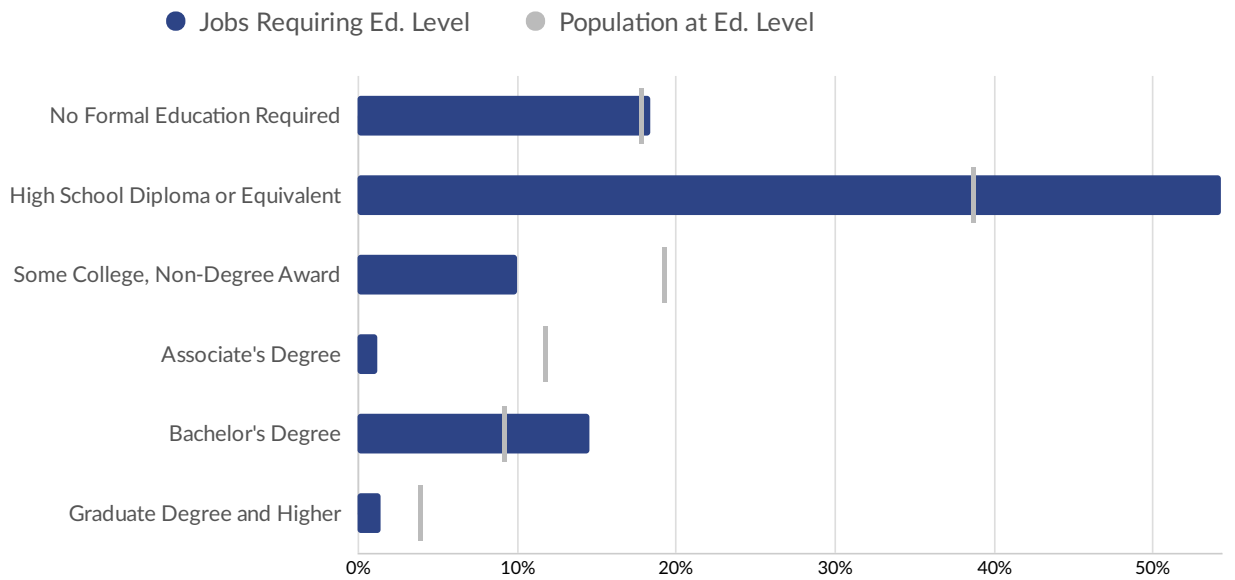
Top Occupation Earnings



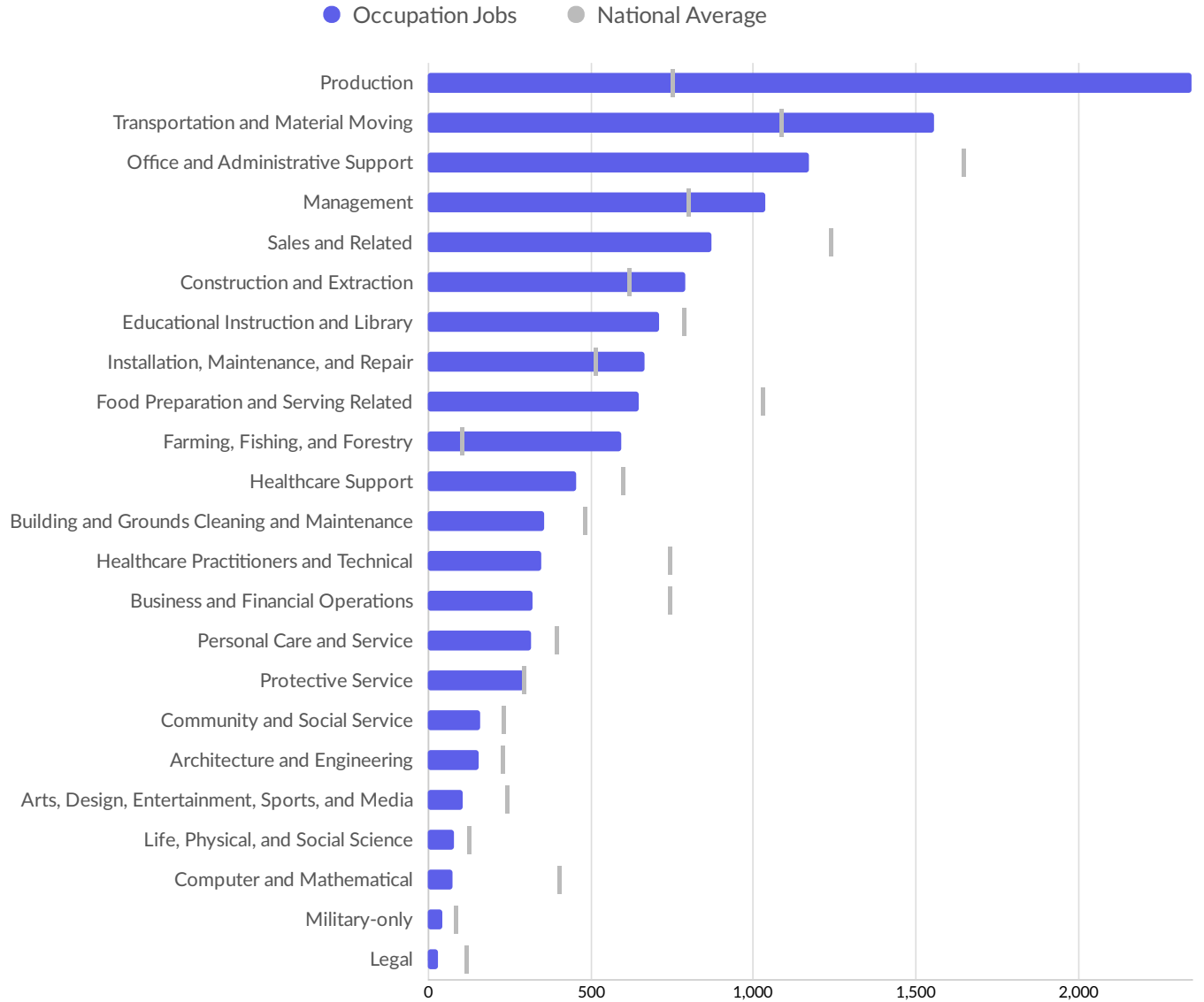
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills

