



# Dunn County, WI

West Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

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55033    Dunn 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 area.

## Economy Overview

45,841

Population (2020)

Population **grew by 1,574** over the last 5 years and is projected to **grow by 1,883** over the next 5 years.

19,815

Total Regional Employment

Jobs **grew by 342** over the last 5 years and are projected to **grow by 827** over the next 5 years.

\$58.8K

Median Household Income (2019)

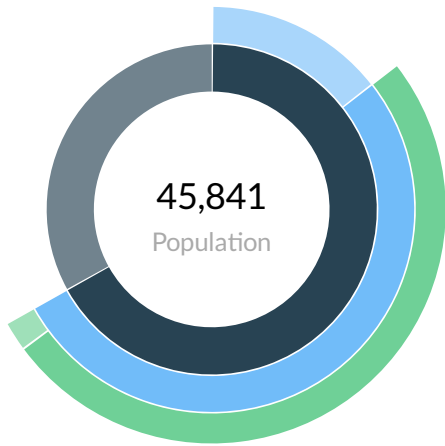
Median household income is **\$4.1K below** the national median household income of \$62.8K.

## Takeaways

- As of 2020 the region's population **increased by 3.6%** since 2015, growing by 1,574. Population is expected to **increase by 4.1%** between 2020 and 2025, adding 1,883.
- From 2015 to 2020, jobs **increased by 1.8%** in Dunn County, WI from 19,473 to **19,815**. This change **outpaced the national growth rate of 1.3% by 0.5%**. As the number of jobs increased, the **labor force participation rate increased from 62.6% to 62.8% between 2015 and 2020**.
- Concerning educational attainment, **19.0% of Dunn County, WI residents possess a Bachelor's Degree** (1.1% below the national average), and **12.1% hold an Associate's Degree** (3.5% above the national average).
- The top three industries in 2020 are Education and Hospitals (State Government), Warehousing and Storage, and Restaurants and Other Eating Places.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	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

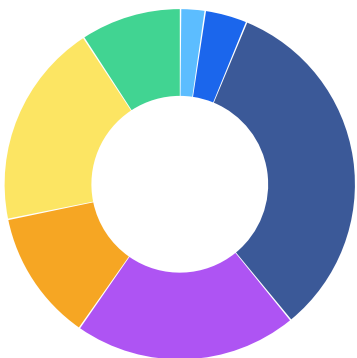
## 2020 Labor Force Breakdown



	Population
● Total Working Age Population	30,644
● Not in Labor Force (15+)	6,596
● Labor Force	24,048
● Employed	23,103
● Unemployed	945
● Under 15	15,196

## Educational Attainment

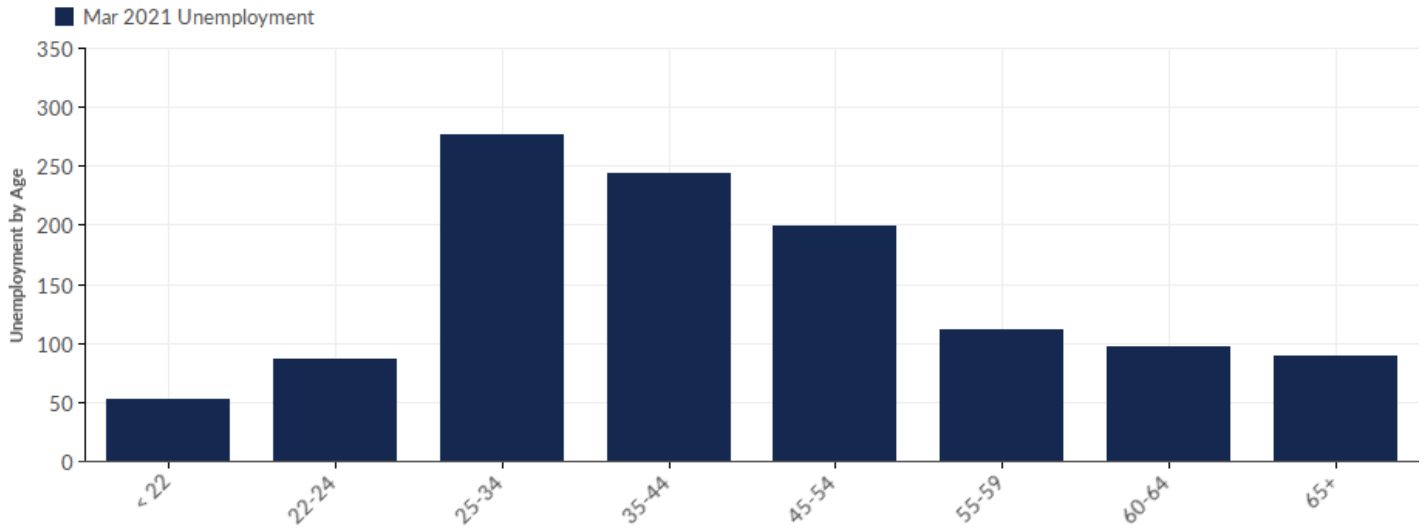
Concerning educational attainment, **19.0% of Dunn County, WI residents possess a Bachelor's Degree** (1.1% below the national average), and **12.1% hold an Associate's Degree** (3.5% above the national average).



	% of Population	Population
● Less Than 9th Grade	2.3%	643
● 9th Grade to 12th Grade	3.9%	1,112
● High School Diploma	32.9%	9,370
● Some College	20.6%	5,875
● Associate's Degree	12.1%	3,446
● Bachelor's Degree	19.0%	5,410
● Graduate Degree and Higher	9.3%	2,653

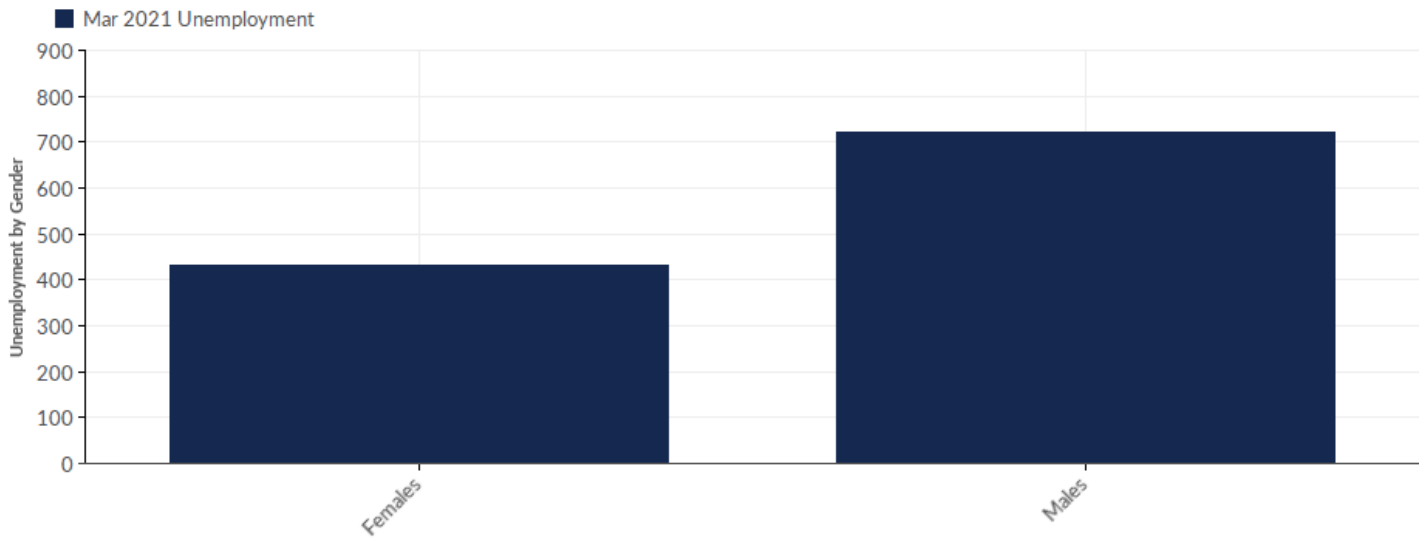
# Unemployment by Demographics

## Unemployment by Age



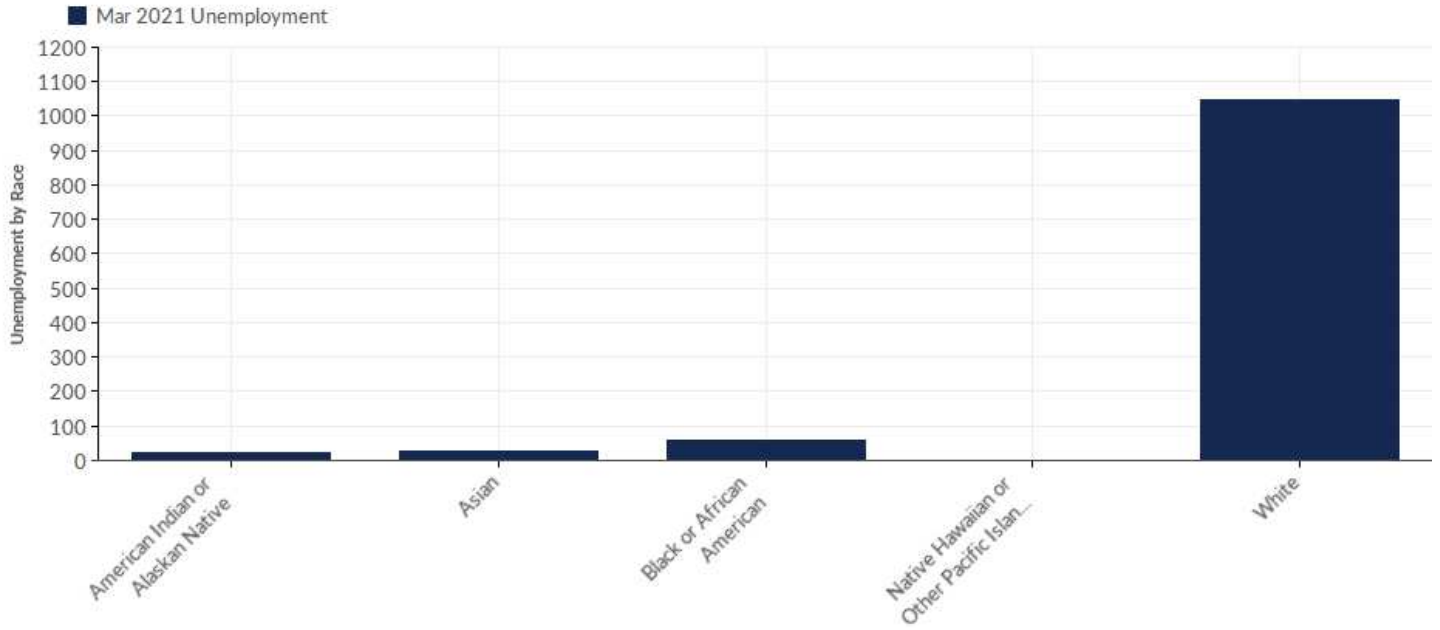
Age	Unemployment (Mar 2021)	% of Age Cohort
< 22	52	4.51%
22-24	86	7.45%
25-34	276	23.92%
35-44	244	21.14%
45-54	199	17.24%
55-59	111	9.62%
60-64	97	8.41%
65+	89	7.71%
<b>Total</b>	<b>1,154</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Mar 2021)	% of Age Cohort
Females	431	37.35%
Males	723	62.65%
Total	1,154	100.00%

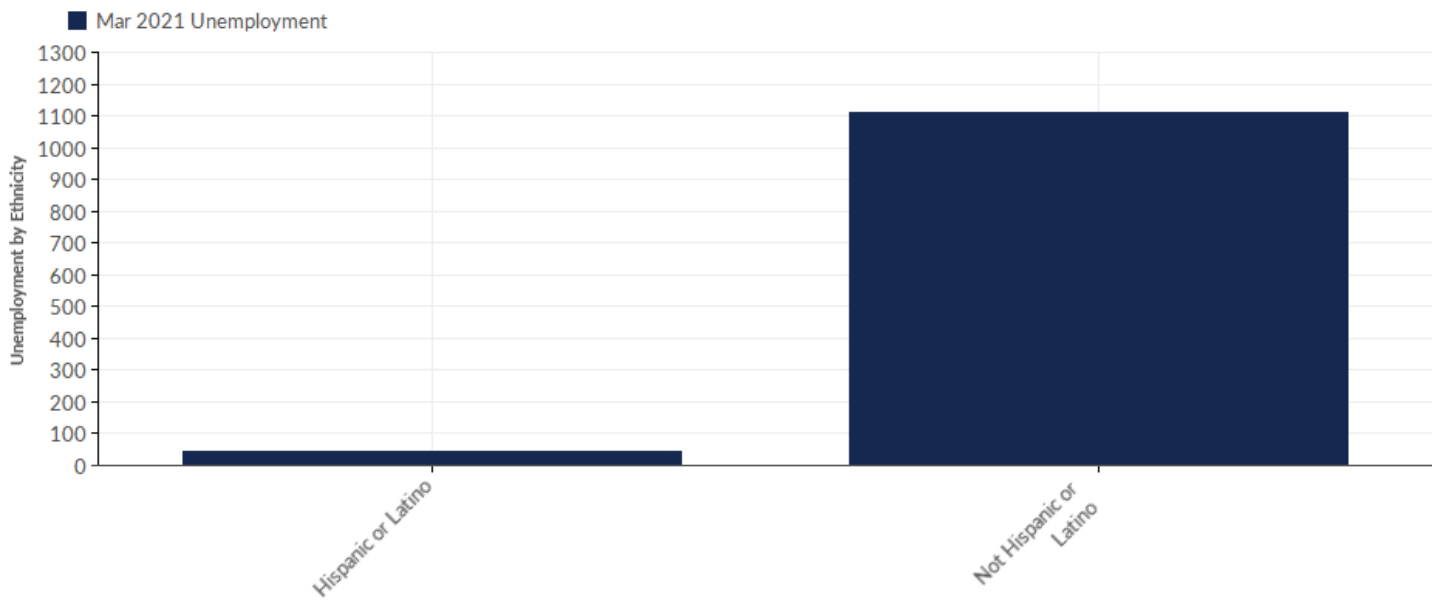
## Unemployment by Race



Race	Unemployment (Mar 2021)	% of Age Cohort
American Indian or Alaskan Native	21	1.82%
Asian	28	2.43%
Black or African American	59	5.11%
Native Hawaiian or Other Pacific Islander	1	0.09%
White	1,046	90.64%
<b>Total</b>	<b>1,154</b>	<b>100.00%</b>



## Unemployment by Ethnicity

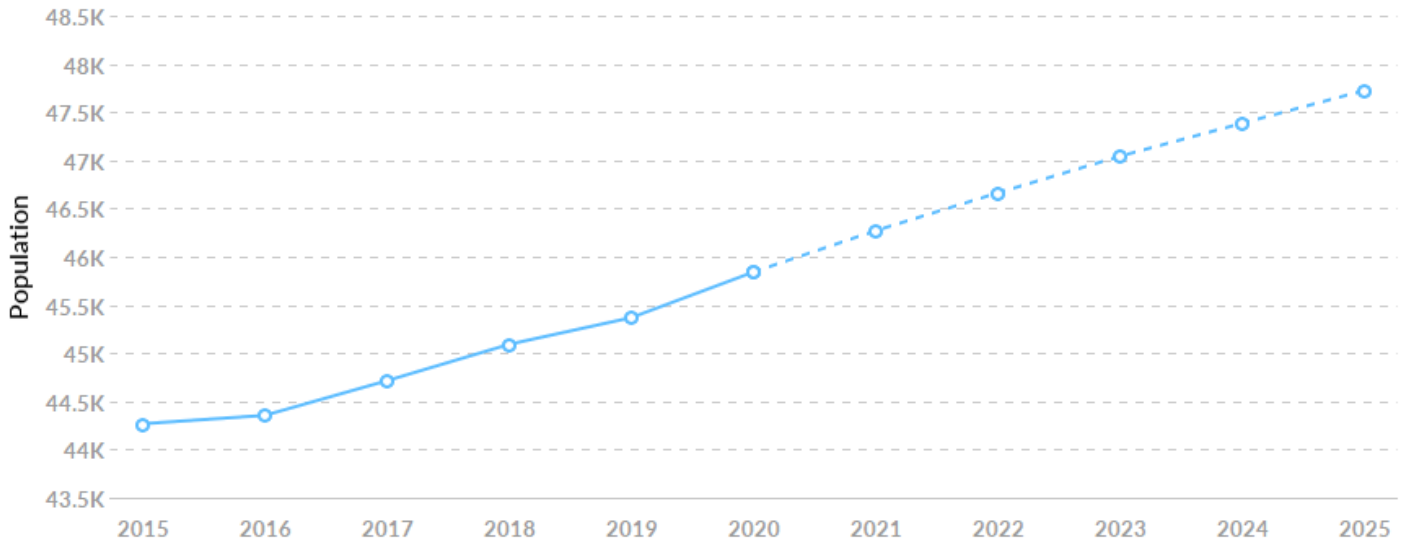


Ethnicity	Unemployment (Mar 2021)	% of Age Cohort
Hispanic or Latino	45	3.90%
Not Hispanic or Latino	1,109	96.10%
Total	1,154	100.00%

# Historic & Projected Trends

## Population Trends

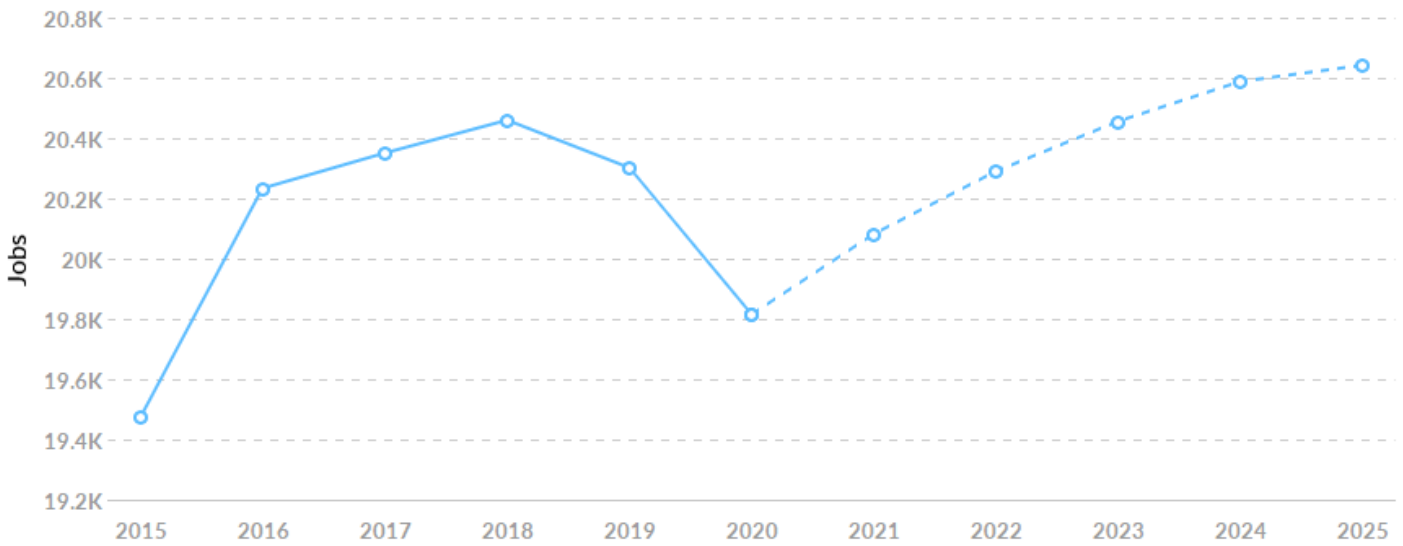
As of 2020 the region's population **increased by 3.6%** since 2015, growing by 1,574. Population is expected to **increase by 4.1%** between 2020 and 2025, adding 1,883.



Timeframe	Population
2015	44,267
2016	44,354
2017	44,714
2018	45,091
2019	45,368
2020	45,841
2021	46,270
2022	46,662
2023	47,042
2024	47,384
2025	47,724

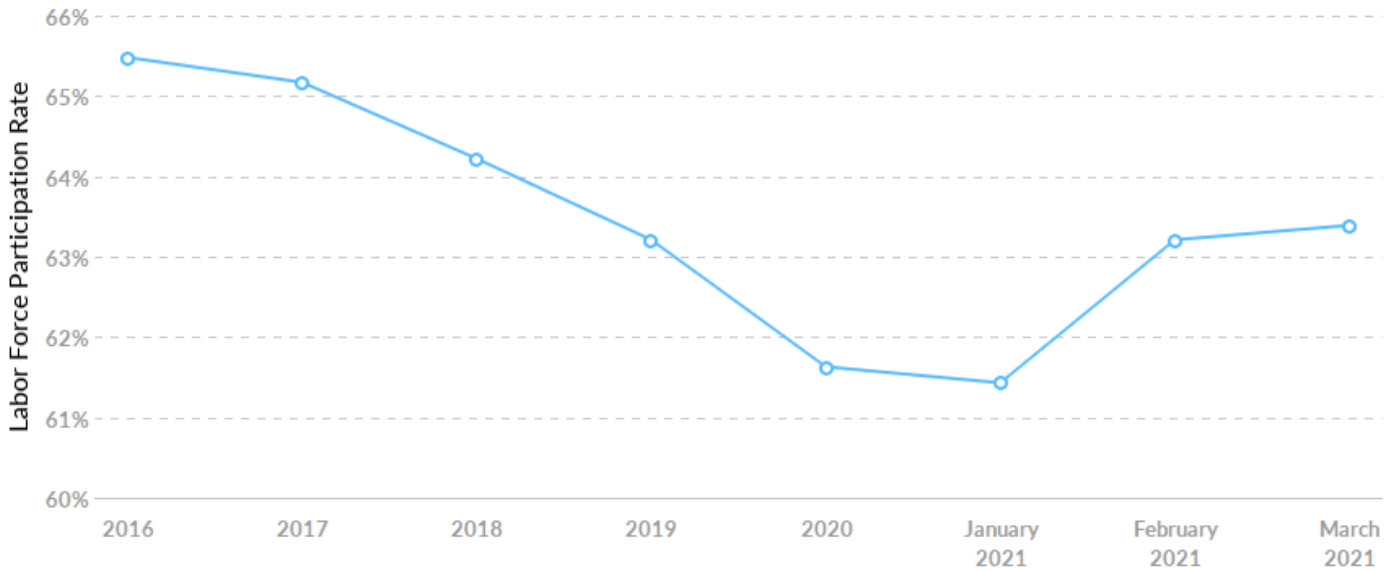
## Job Trends

From 2015 to 2020, jobs increased by 1.8% in Dunn County, WI from 19,473 to 19,815. This change outpaced the national growth rate of 1.3% by 0.5%.



Timeframe	Jobs
2015	19,473
2016	20,234
2017	20,351
2018	20,460
2019	20,302
2020	19,815
2021	20,082
2022	20,290
2023	20,456
2024	20,588
2025	20,642

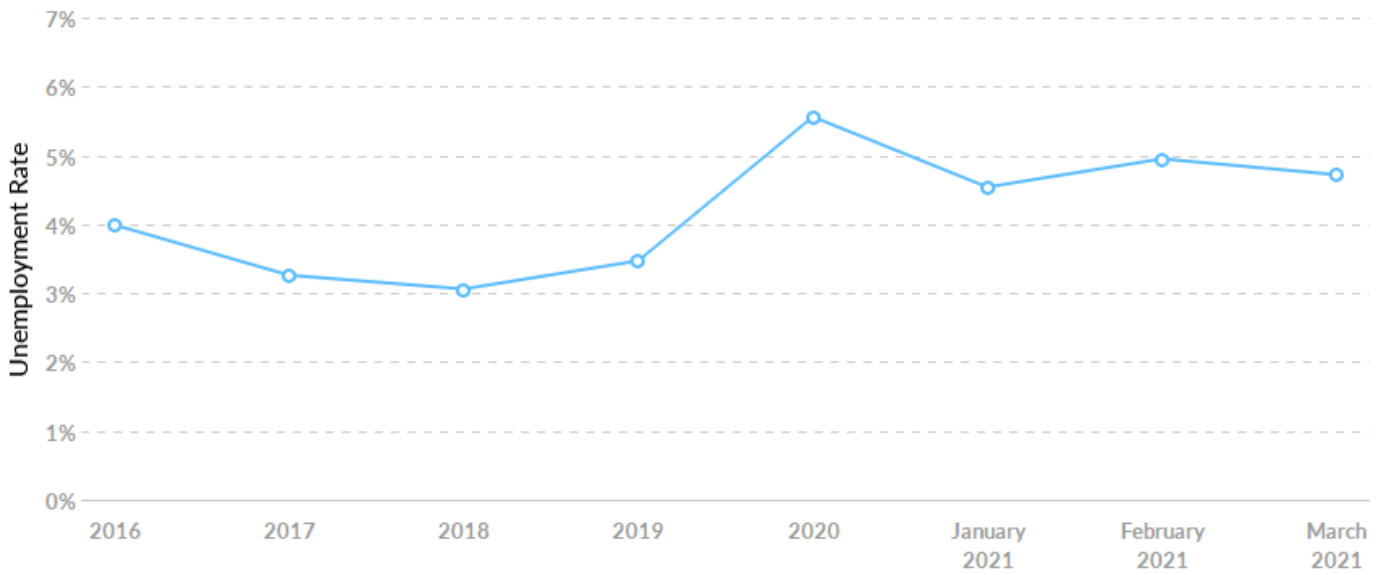
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	65.48%
2017	65.17%
2018	64.22%
2019	63.21%
2020	61.63%
January 2021	61.43%
February 2021	63.21%
March 2021	63.39%

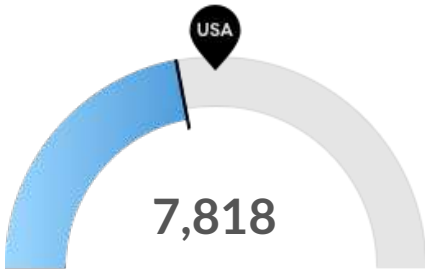
## Unemployment Rate Trends

Dunn County, WI had a March 2021 unemployment rate of 4.72%, **increasing from 3.99%** 5 years before.



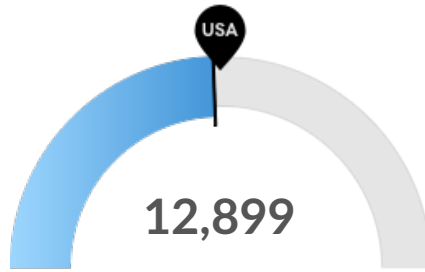
Timeframe	Unemployment Rate
2016	3.99%
2017	3.26%
2018	3.06%
2019	3.47%
2020	5.56%
January 2021	4.54%
February 2021	4.95%
March 2021	4.72%

## Population Characteristics



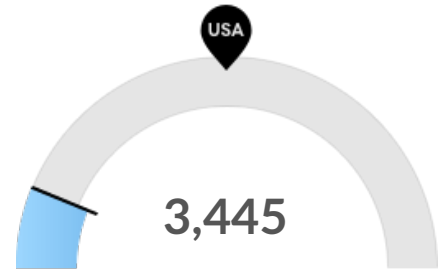
**Millennials**

Dunn County, WI has 7,818 millennials (ages 25-39). The national average for an area this size is 9,354.



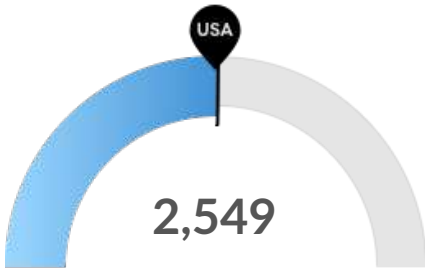
**Retiring Soon**

Retirement risk is about average in Dunn County, WI. The national average for an area this size is 13,339 people 55 or older, while there are 12,899 here.



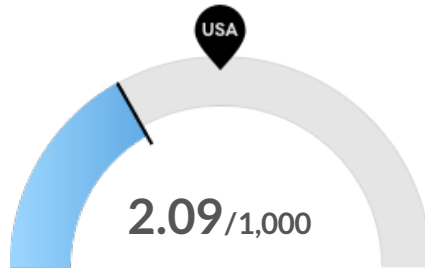
**Racial Diversity**

Racial diversity is low in Dunn County, WI. The national average for an area this size is 18,097 racially diverse people, while there are 3,445 here.



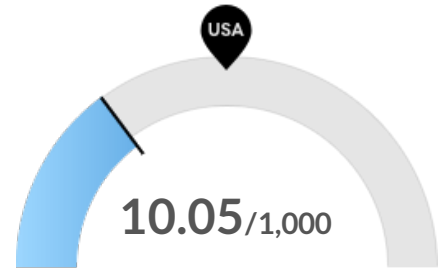
**Veterans**

Dunn County, WI has 2,549 veterans. The national average for an area this size is 2,520.



**Violent Crime**

Dunn County, WI has 2.09 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

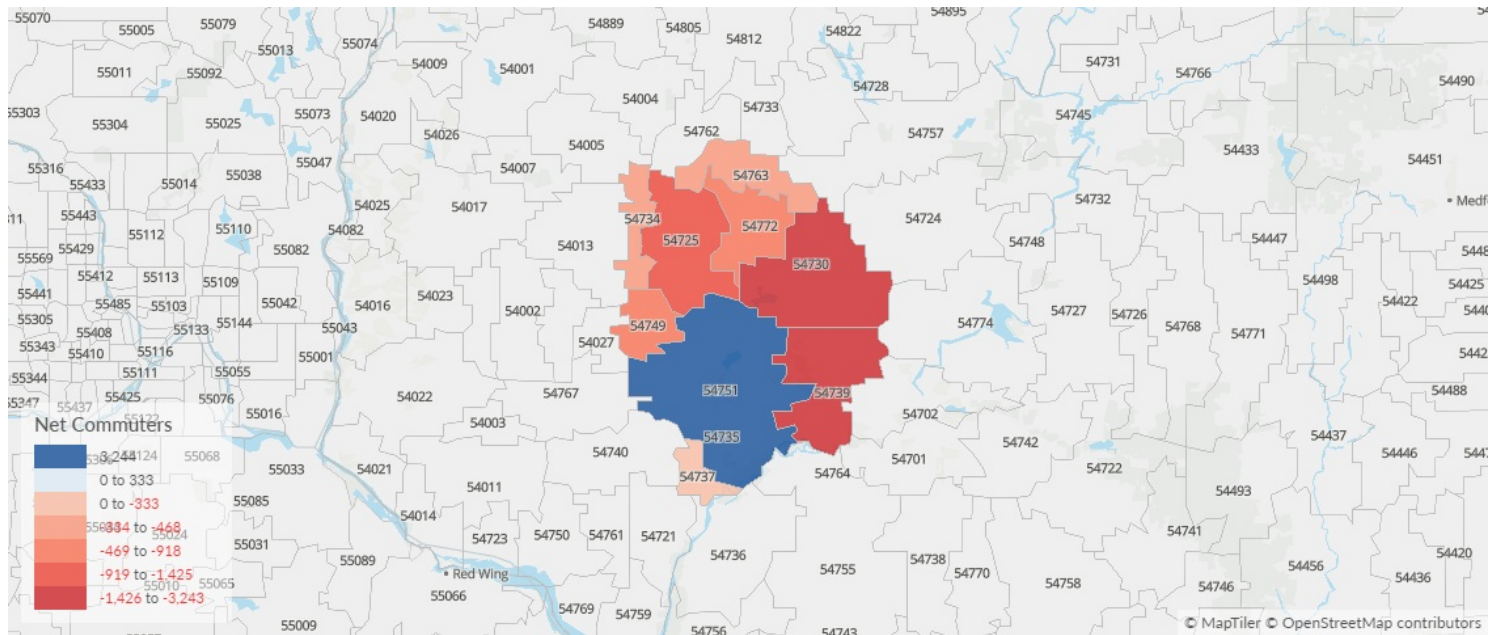


**Property Crime**

Dunn County, WI has 10.05 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 Dunn County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

Where Talent Lives

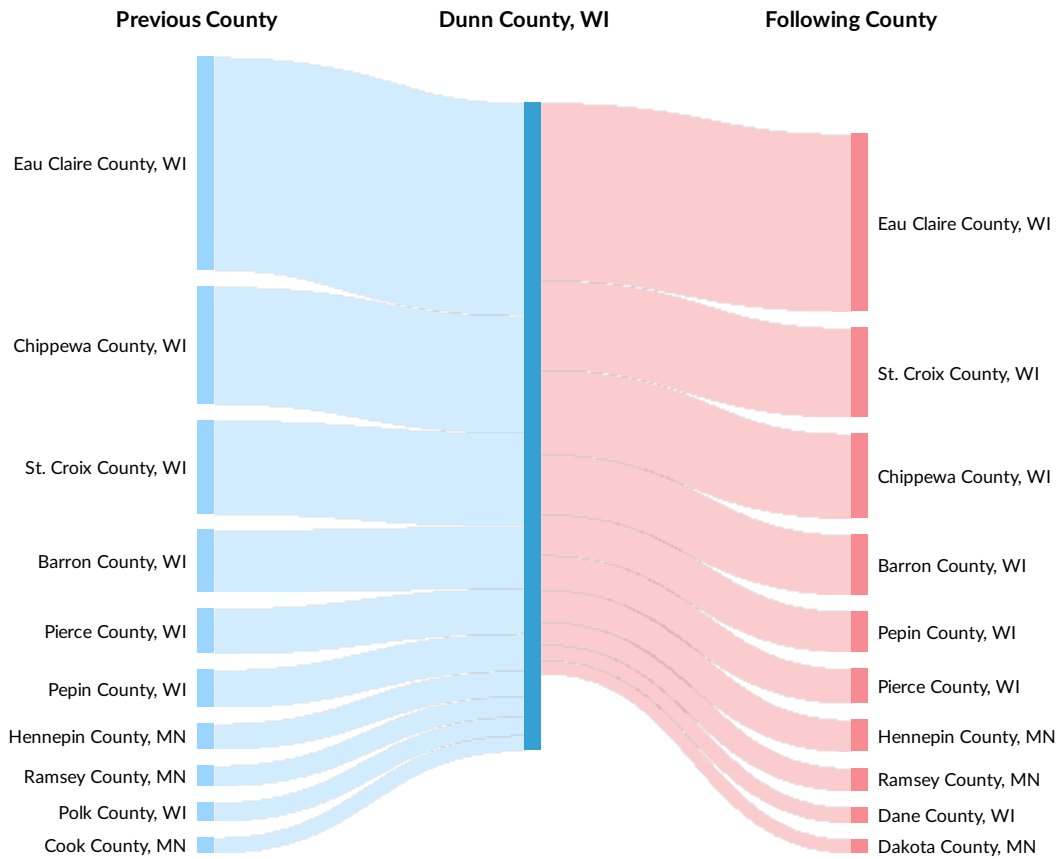
ZIP	Name	2020 Employment
54751	Menomonie, WI (in Dun...	15,595
54730	Colfax, WI (in Dunn cou...	1,710
54739	Elk Mound, WI (in Dunn...	986
54725	Boyceville, WI (in Dunn...	709
54749	Knapp, WI (in Dunn cou...	240

ZIP	Name	2020 Workers
54751	Menomonie, WI (in Dun...	12,351
54730	Colfax, WI (in Dunn cou...	3,136
54739	Elk Mound, WI (in Dunn...	2,633
54725	Boyceville, WI (in Dunn...	1,629
54749	Knapp, WI (in Dunn cou...	709

# Inbound and Outbound Migration

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

As of 2019, 373 people have migrated from Eau Claire County, WI to Dunn County, WI. In the same year, 311 people left Dunn County, WI migrating to Eau Claire County, WI. The total Net Migration for Dunn County, WI in 2018 was 151.



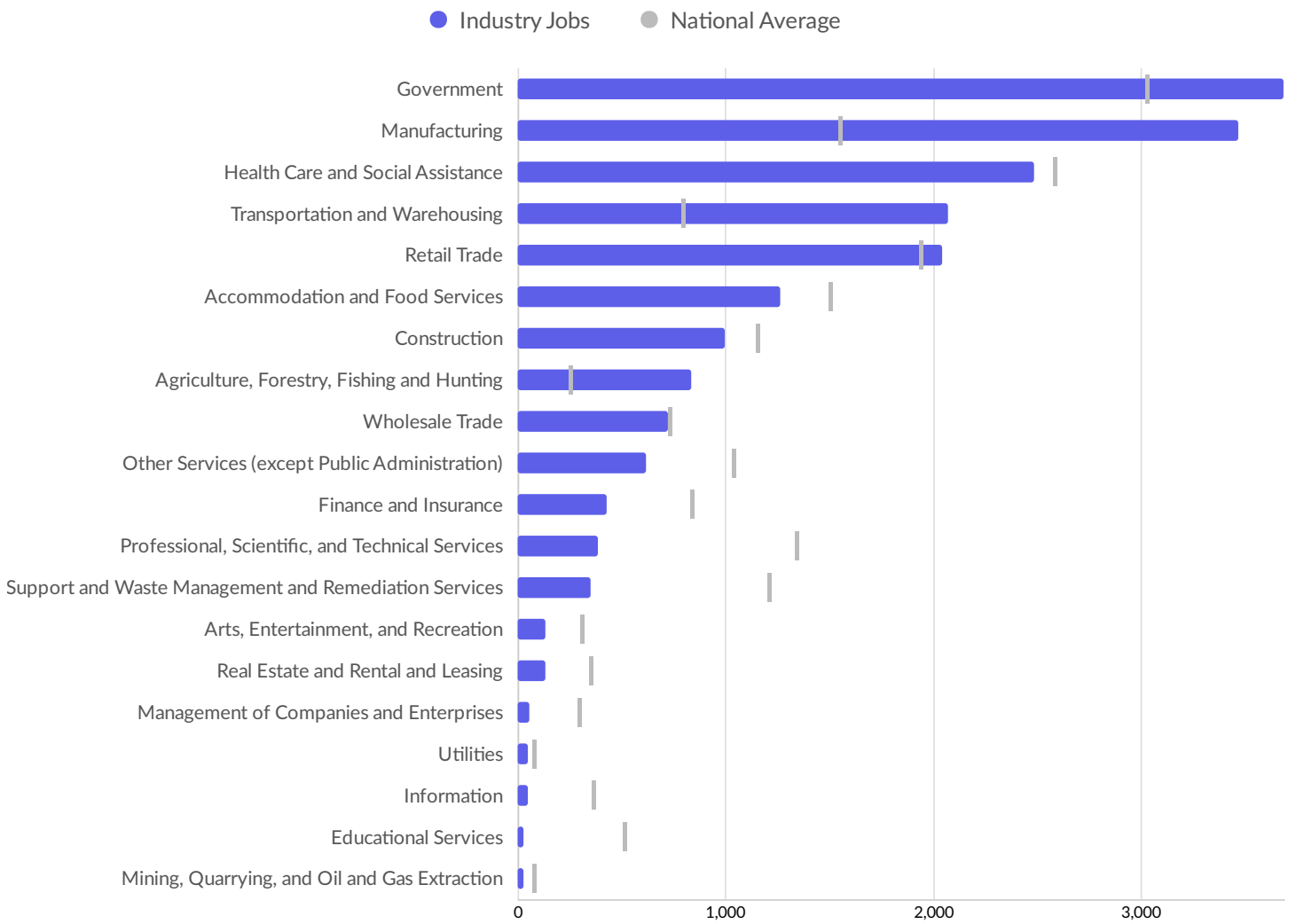
Top Previous Counties	Migrations
Eau Claire County, WI	373
Chippewa County, WI	205
St. Croix County, WI	163
Barron County, WI	109
Pierce County, WI	79
Pepin County, WI	65



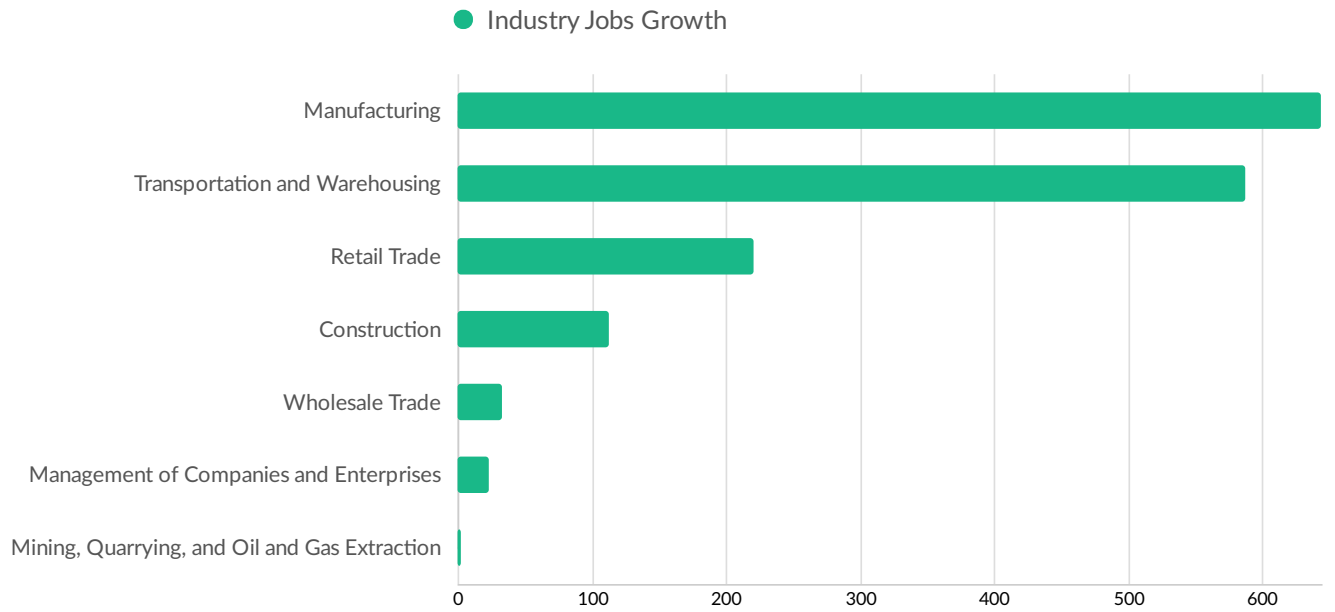
<b>Top Previous Counties</b>	<b>Migrations</b>
Hennepin County, MN	45
Ramsey County, MN	36
Polk County, WI	33
Cook County, MN	27
Dickson County, TN	19
Fairbanks North Star Borough County, AK	18
Will County, IL	18
Clark County, WI	18
Marathon County, WI	17
<b>Top Following Counties</b>	<b>Migrations</b>
Eau Claire County, WI	311
St. Croix County, WI	156
Chippewa County, WI	148
Barron County, WI	105
Pepin County, WI	72
Pierce County, WI	61
Hennepin County, MN	56
Ramsey County, MN	40
Dane County, WI	27
Dakota County, MN	24
Will County, IL	21
Scott County, MN	19
Leon County, FL	18
Anoka County, MN	16
Oneida County, WI	14

# Industry Characteristics

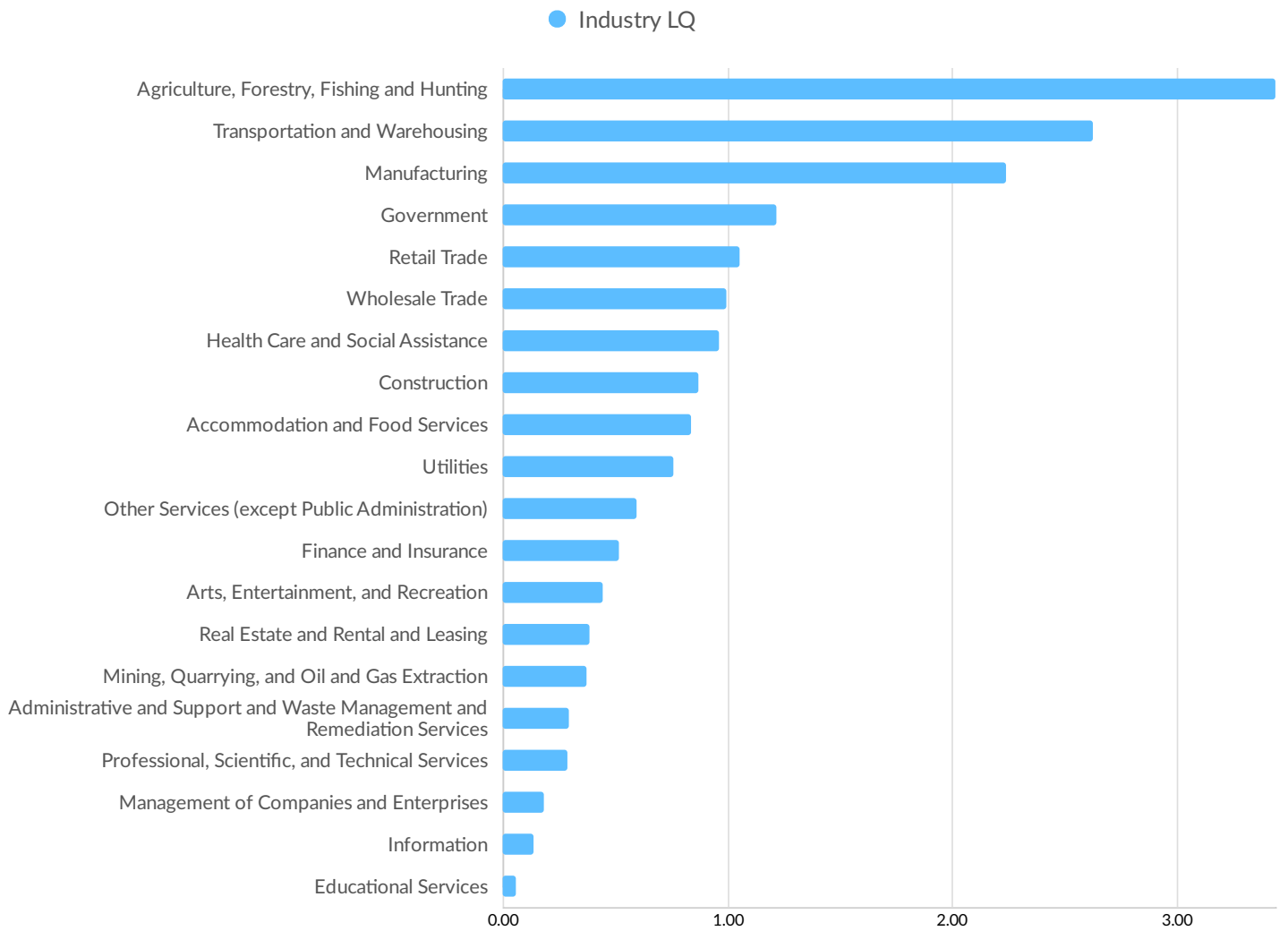
## Largest Industries



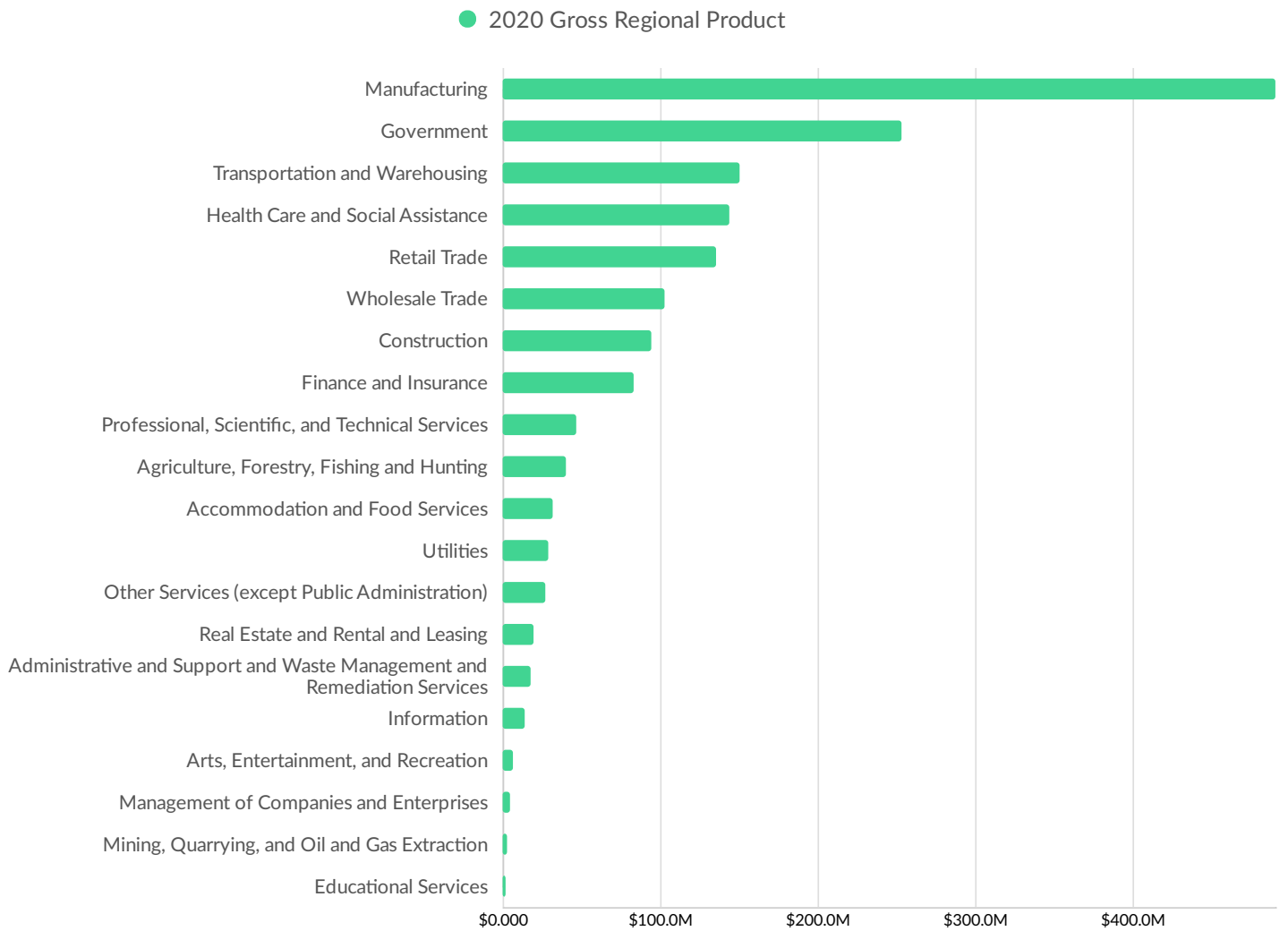
## Top Growing Industries



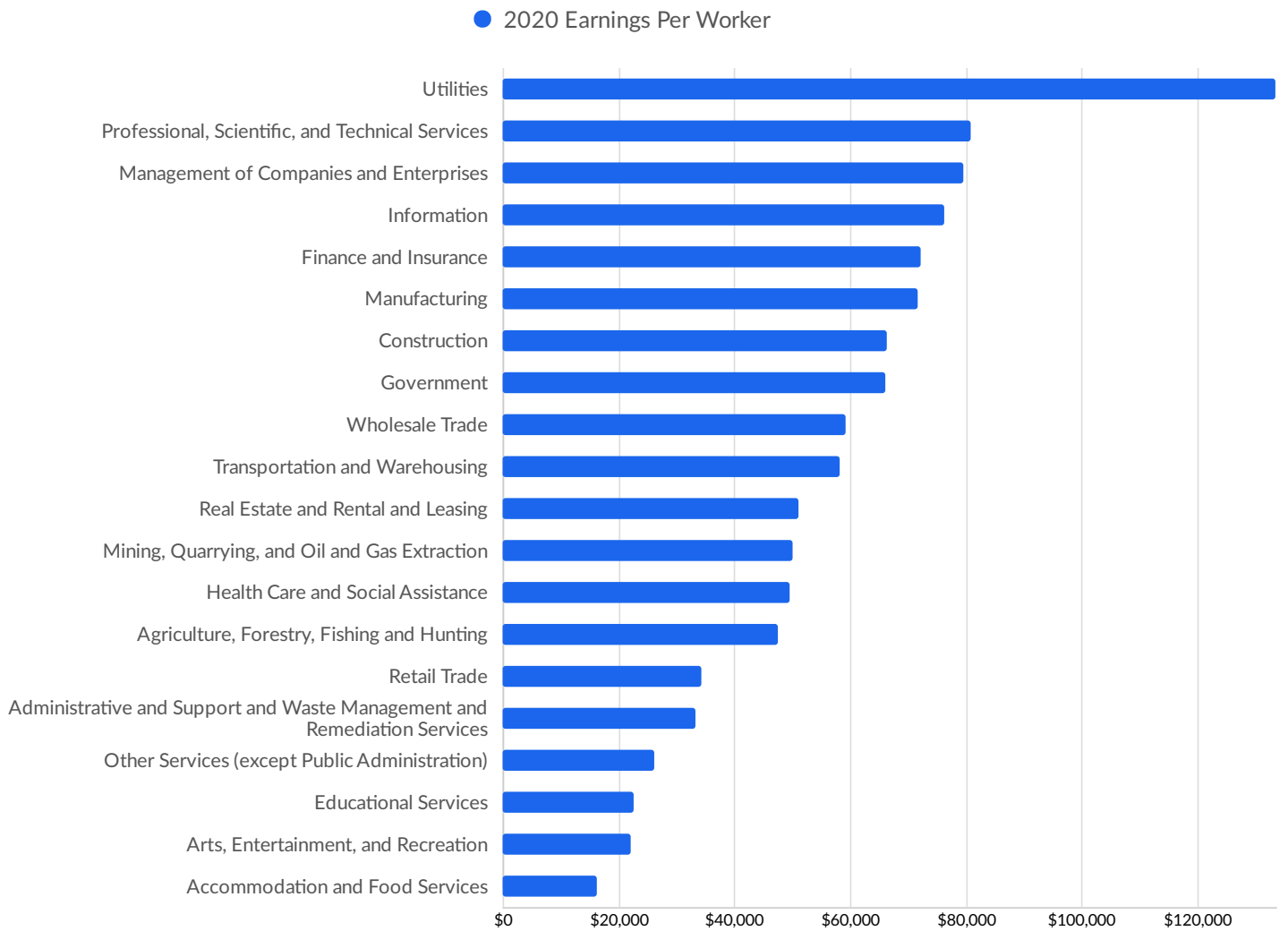
## Top Industry LQ



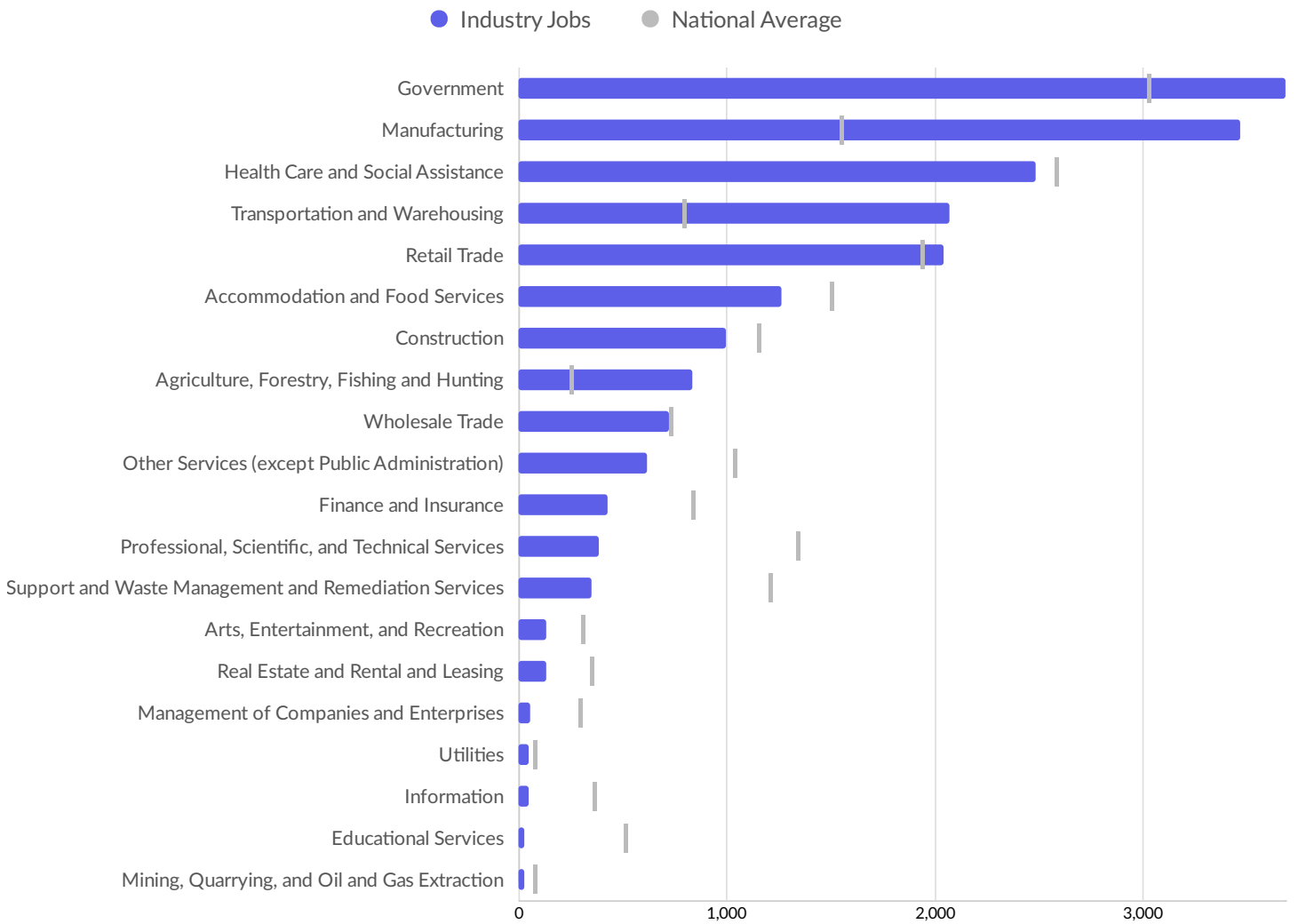
## Top Industry GRP



## Top Industry Earnings























## Largest Industries



## Business Characteristics

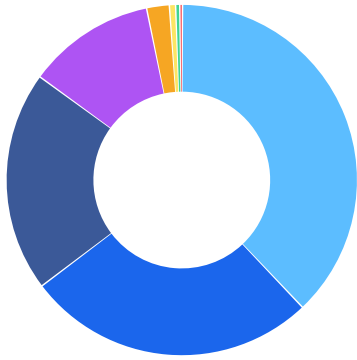
### 2,708 Companies Employ Your Workers

Online profiles for your workers mention 2,708 companies as employers, with the top 10 appearing below. In the last 12 months, 1,122 companies in Dunn County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Wisconsin-Stout	644 	Wal-Mart, Inc.	225 
Mayo Clinic	192 	Roehl Transport, Inc.	162 
3M Company	156 	U.S. Xpress, Inc.	147 
Phillips Plastics Corporation	147 	Mayo Clinic	143 
Wal-Mart, Inc.	107 	Ashley Furniture Industries, Inc.	134 
School District of The Menomon...	102 	C.R. England, Inc.	108 
Westconsin Credit Union	74 	University of Wisconsin-Stout	86 
Menard, Inc.	72 	Marten Transport, Ltd.	79 
Dunn County	69 	Koch Industries, Inc.	76 
State of Wisconsin	62 	Love's Travel Stops & Country St...	75 



## Business Size

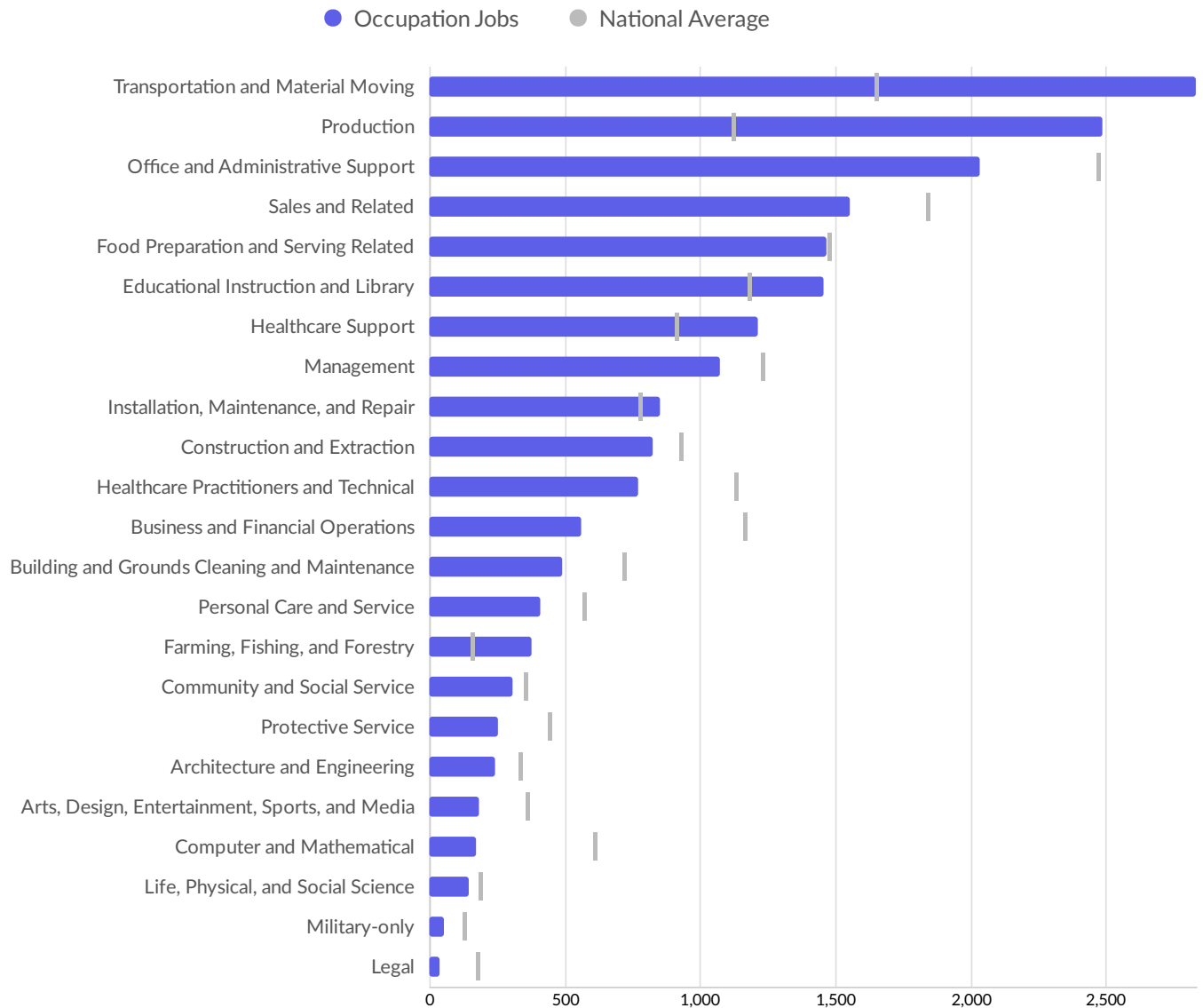


	Percentage	Business Count
1 to 4 employees	37.8%	598
5 to 9 employees	26.8%	423
10 to 19 employees	20.3%	321
20 to 49 employees	11.8%	186
50 to 99 employees	2.1%	33
100 to 249 employees	0.6%	9
250 to 499 employees	0.4%	6
500+ employees	0.3%	4

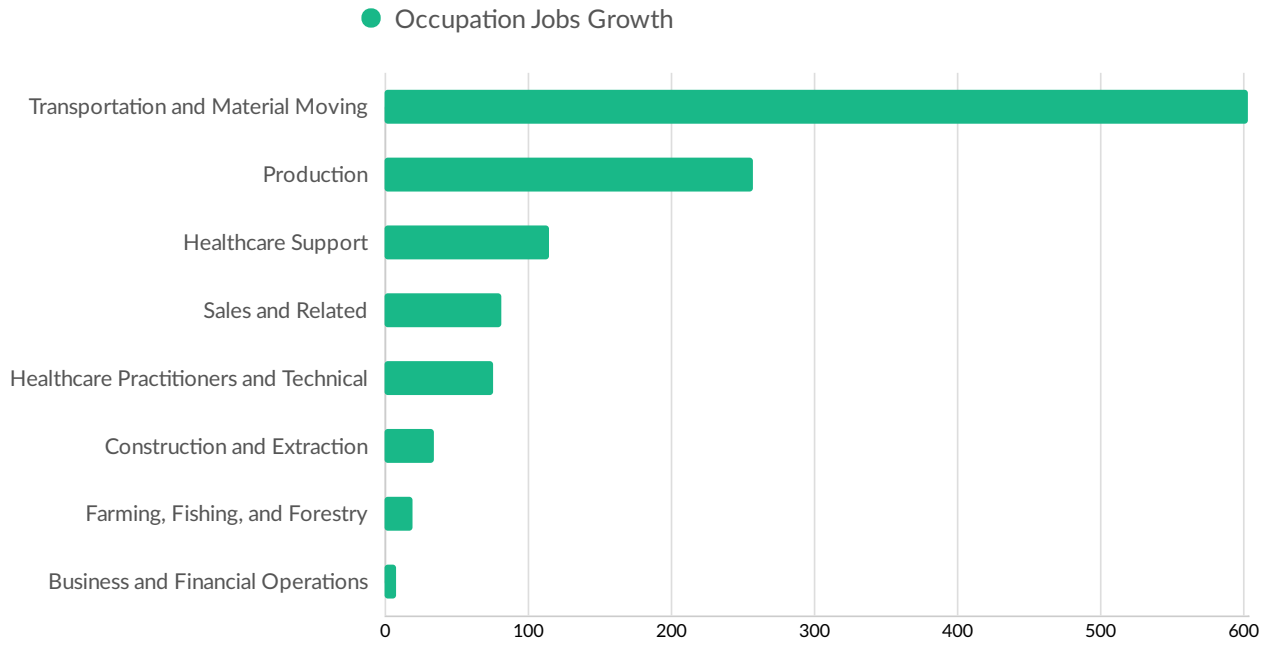
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

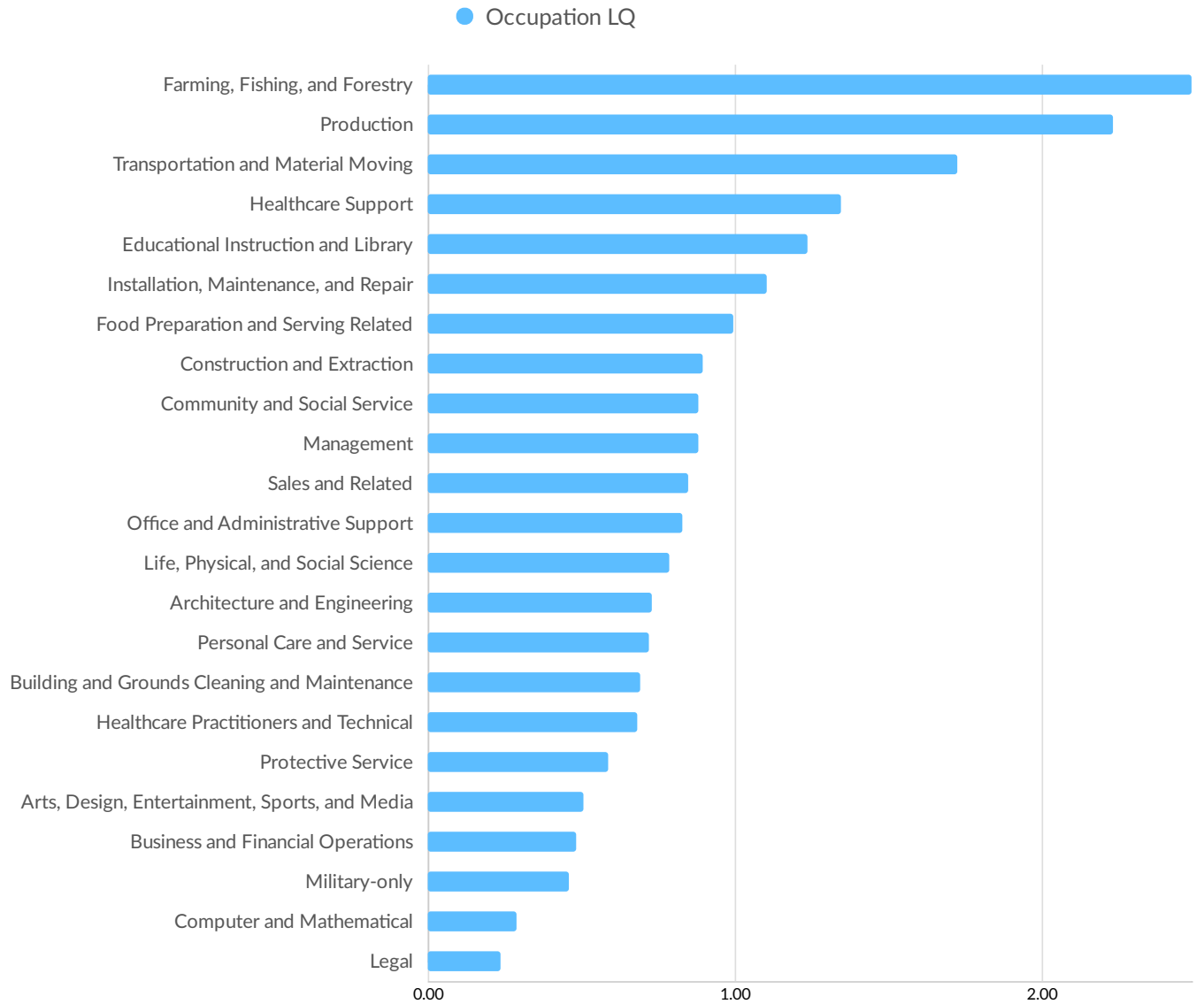
## Largest Occupations



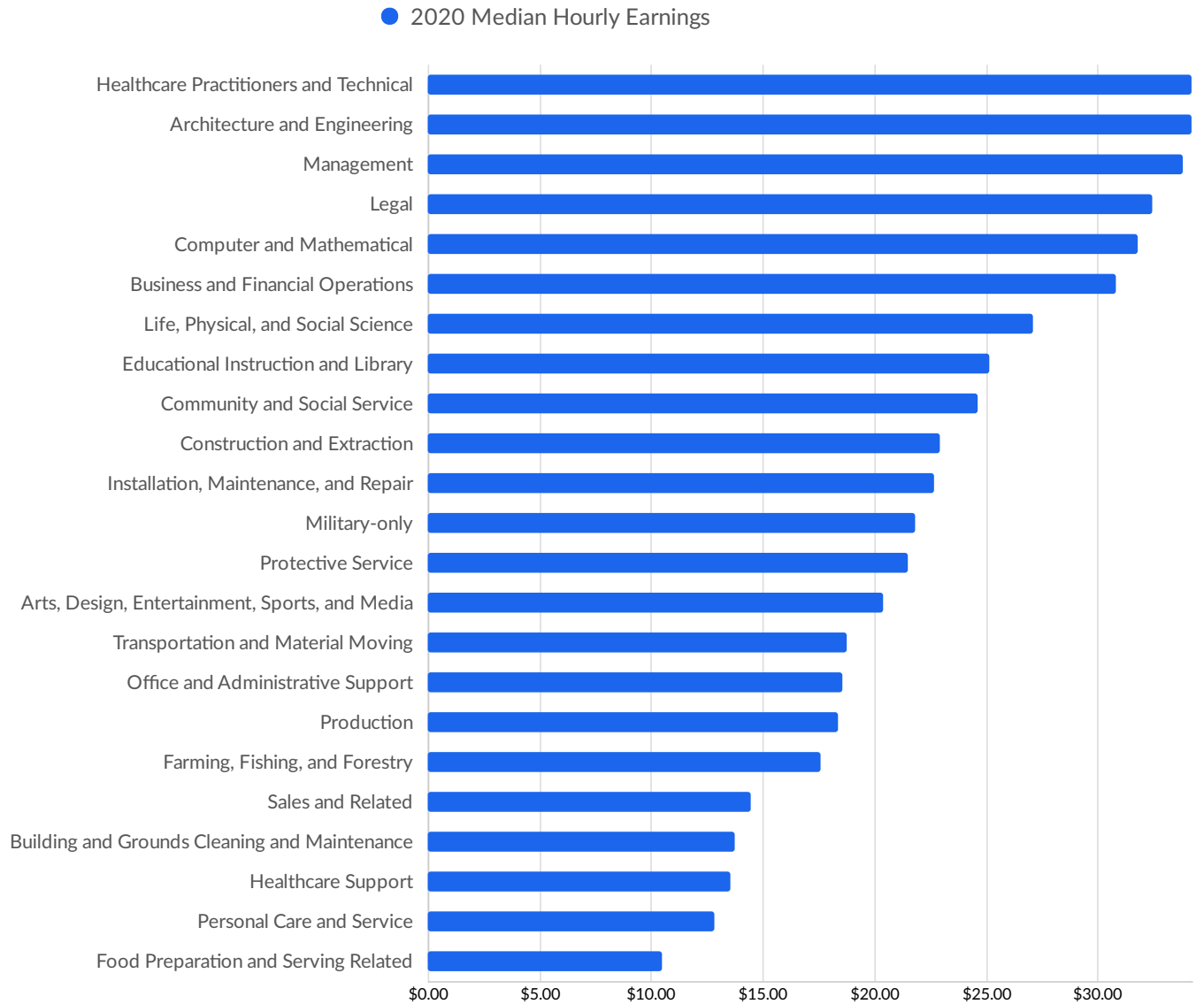
## Top Growing Occupations



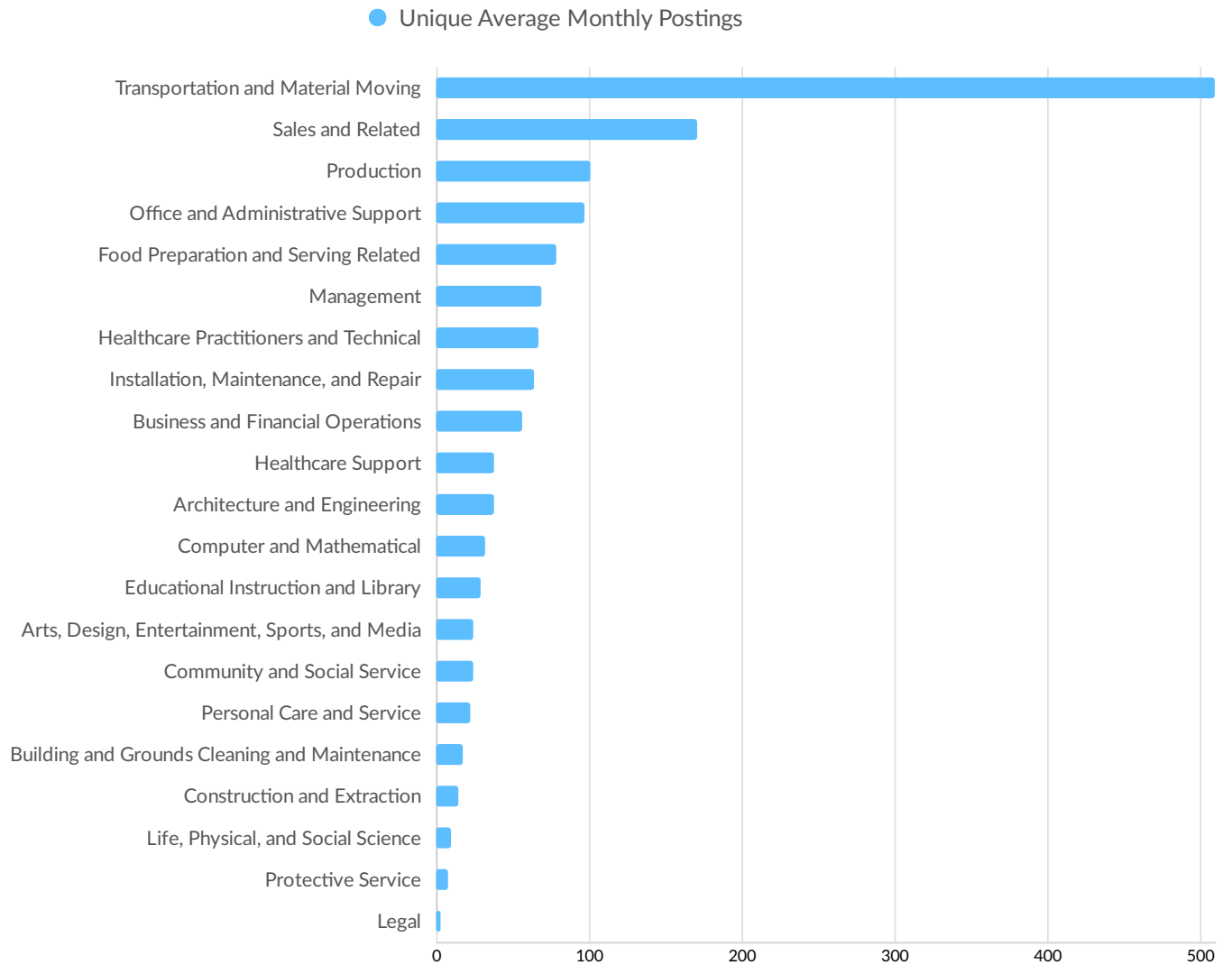
## Top Occupation LQ



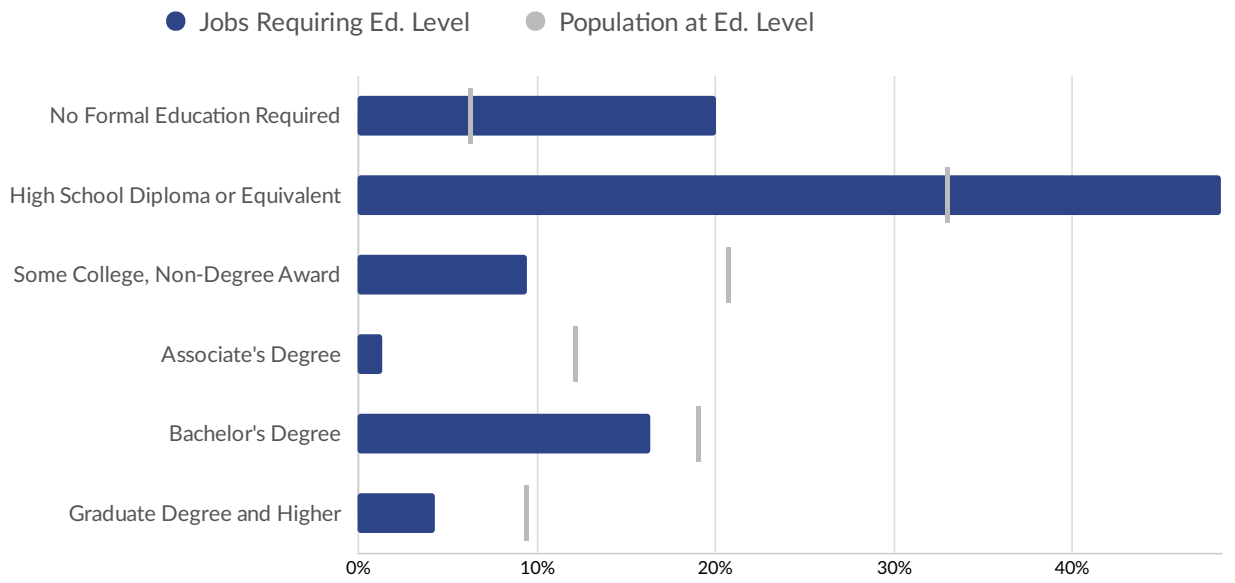
## Top Occupation Earnings



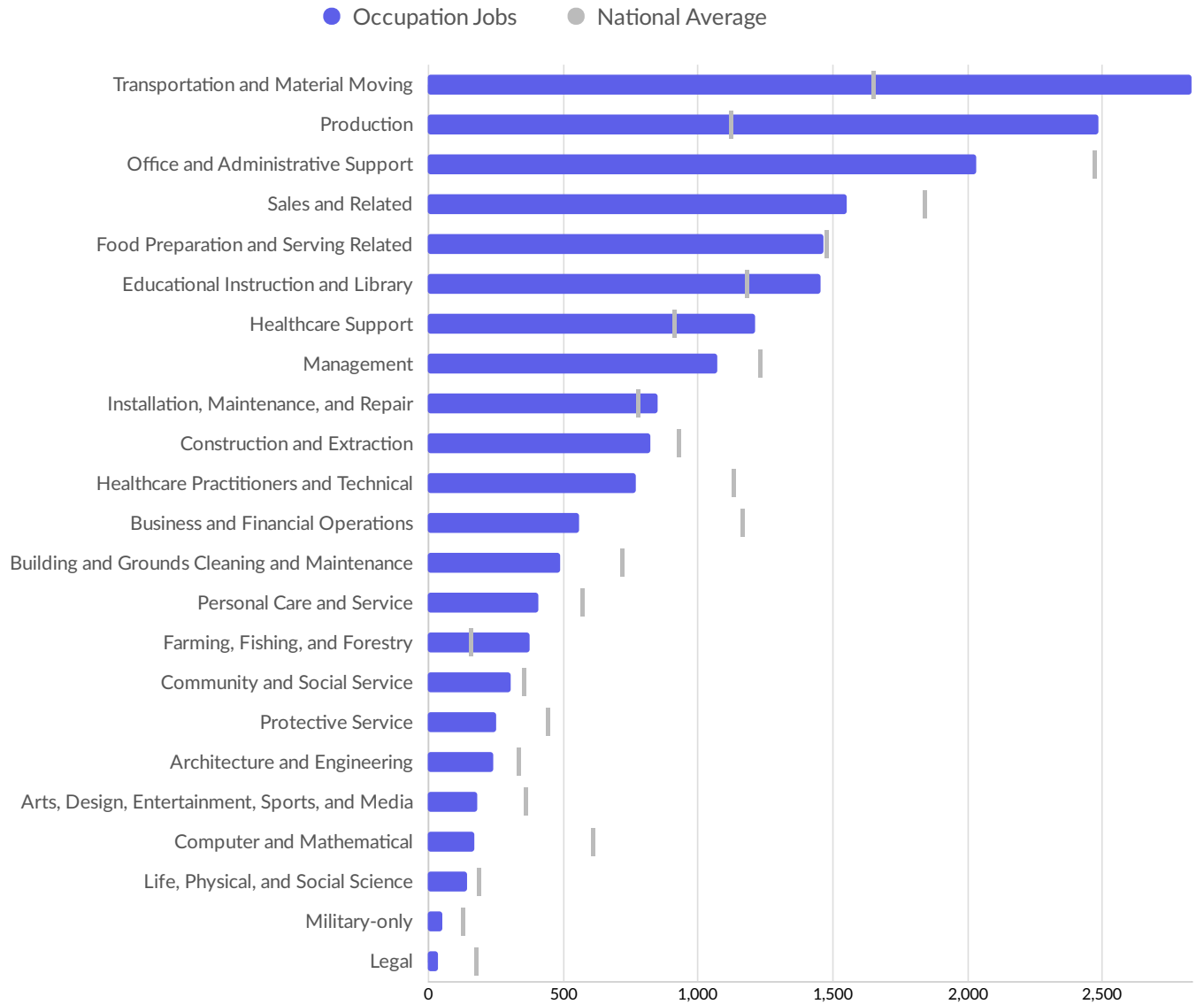
## Top Posted Occupations



## Underemployment



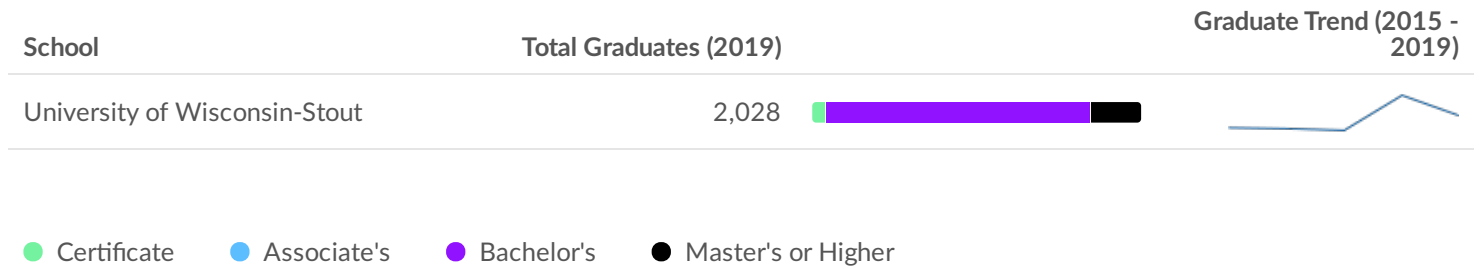
## Largest Occupations





## Educational Pipeline

In 2019, there were 2,028 graduates in Dunn County, WI. This pipeline has grown by 4% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", Operations Management and Supervision, and "Hospitality Administration/Management, General".



# In-Demand Skills

