



Dunn County, WI

West Central Wisconsin Regional Planning Commission



800 Wisconsin Street
Banbury Place
Mailbox 9, Bldg. D2-401
Eau Claire, Wisconsin 54703-3606

Contents

| | |
|-----------------------------------|----|
| Report Parameters | 1 |
| Economy Overview | 2 |
| Historic & Projected Trends | 4 |
| Population Characteristics | 8 |
| Industry Characteristics | 10 |
| Business Characteristics | 16 |
| Workforce Characteristics | 18 |
| Educational Pipeline | 25 |
| In-Demand Skills | 26 |

Report Parameters

1 County

55033 Dunn 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

45,665

Population (2020)

Population **grew by 1,398** over the last 5 years and is projected to **grow by 933** over the next 5 years.

19,898

Total Regional Employment

Jobs **grew by 450** over the last 5 years and are projected to **grow by 779** over the next 5 years.

\$58.8K

Median Household Income (2019)

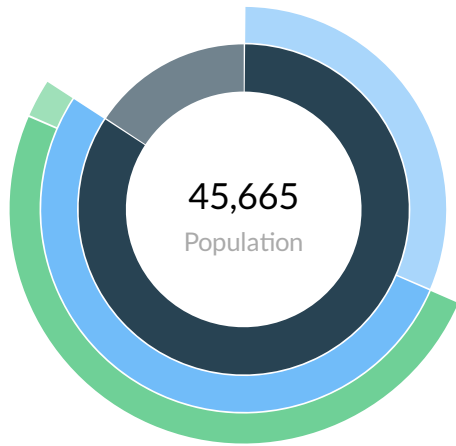
Median household income is **\$4.1K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 3.2%** since 2015, growing by 1,398. Population is expected to **increase by 2.0%** between 2020 and 2025, adding 933.
- From 2015 to 2020, jobs **increased by 2.3%** in Dunn County, WI from 19,448 to **19,898**. This change **fell short of the national growth rate of 3.1% by 0.8%**. As the number of jobs increased, the **labor force participation rate decreased from 62.8% to 62.7% 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 | 45,665 | 24,095 | 19,898 | 95.6 | \$1.86B | \$3.13B | \$2.65B |
| 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 |

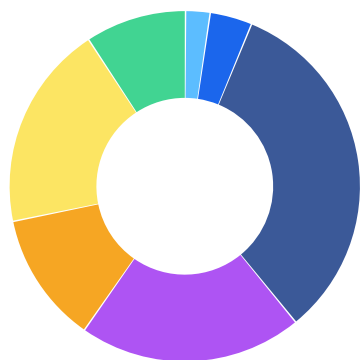
2020 Labor Force Breakdown



| | Population |
|--------------------------------|------------|
| ● Total Working Age Population | 38,438 |
| ● Not in Labor Force (15+) | 14,343 |
| ● Labor Force | 24,095 |
| ● Employed | 22,855 |
| ● Unemployed | 1,240 |
| ● Under 15 | 7,227 |

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).

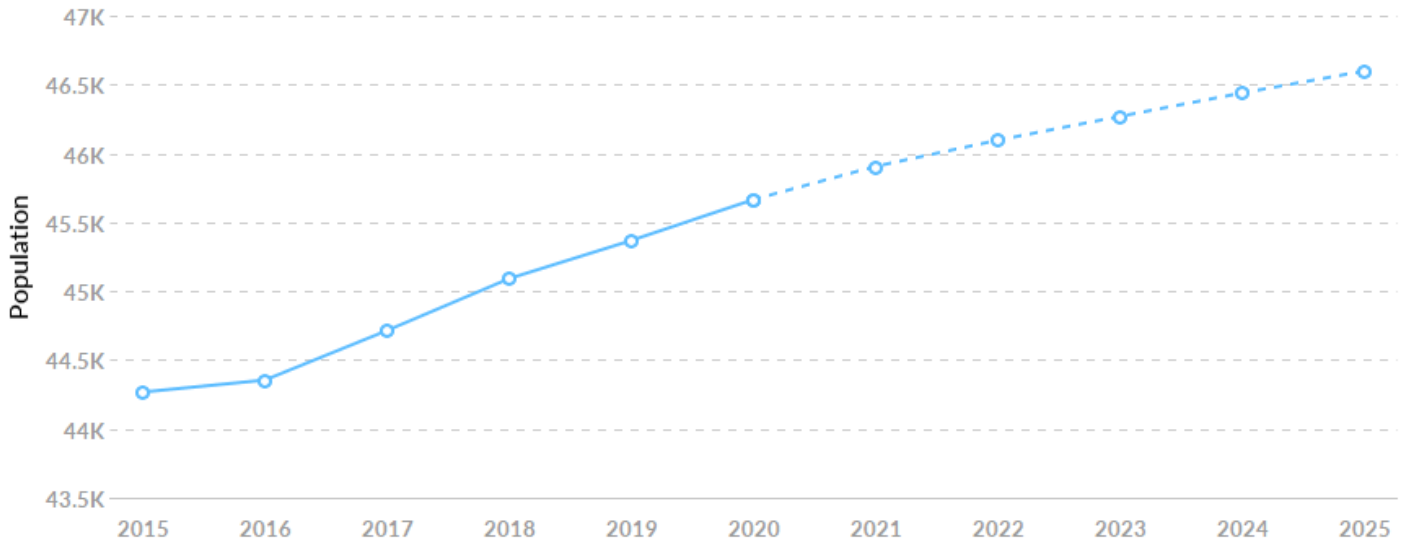


| | % of Population | Population |
|------------------------------|-----------------|------------|
| ● Less Than 9th Grade | 2.3% | 641 |
| ● 9th Grade to 12th Grade | 3.9% | 1,108 |
| ● High School Diploma | 32.9% | 9,353 |
| ● Some College | 20.6% | 5,860 |
| ● Associate's Degree | 12.1% | 3,437 |
| ● Bachelor's Degree | 19.0% | 5,399 |
| ● Graduate Degree and Higher | 9.3% | 2,647 |

Historic & Projected Trends

Population Trends

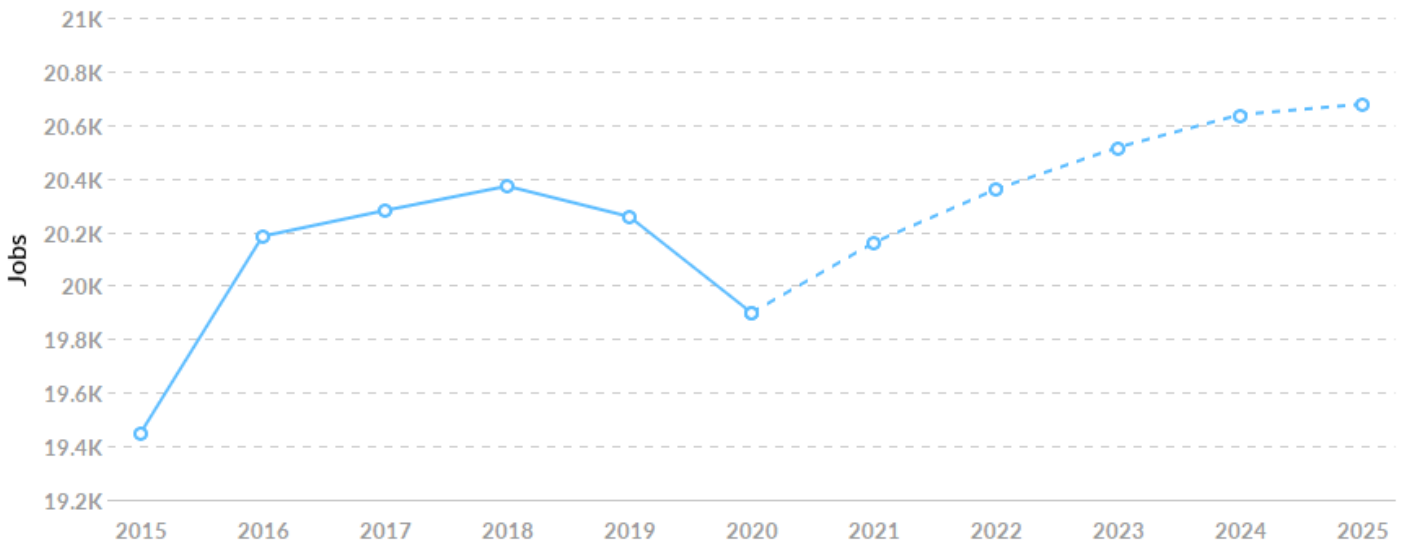
As of 2020 the region's population **increased by 3.2%** since 2015, growing by 1,398. Population is expected to **increase by 2.0%** between 2020 and 2025, adding 933.



| Timeframe | Population |
|-----------|------------|
| 2015 | 44,267 |
| 2016 | 44,354 |
| 2017 | 44,714 |
| 2018 | 45,091 |
| 2019 | 45,368 |
| 2020 | 45,665 |
| 2021 | 45,906 |
| 2022 | 46,096 |
| 2023 | 46,269 |
| 2024 | 46,439 |
| 2025 | 46,598 |

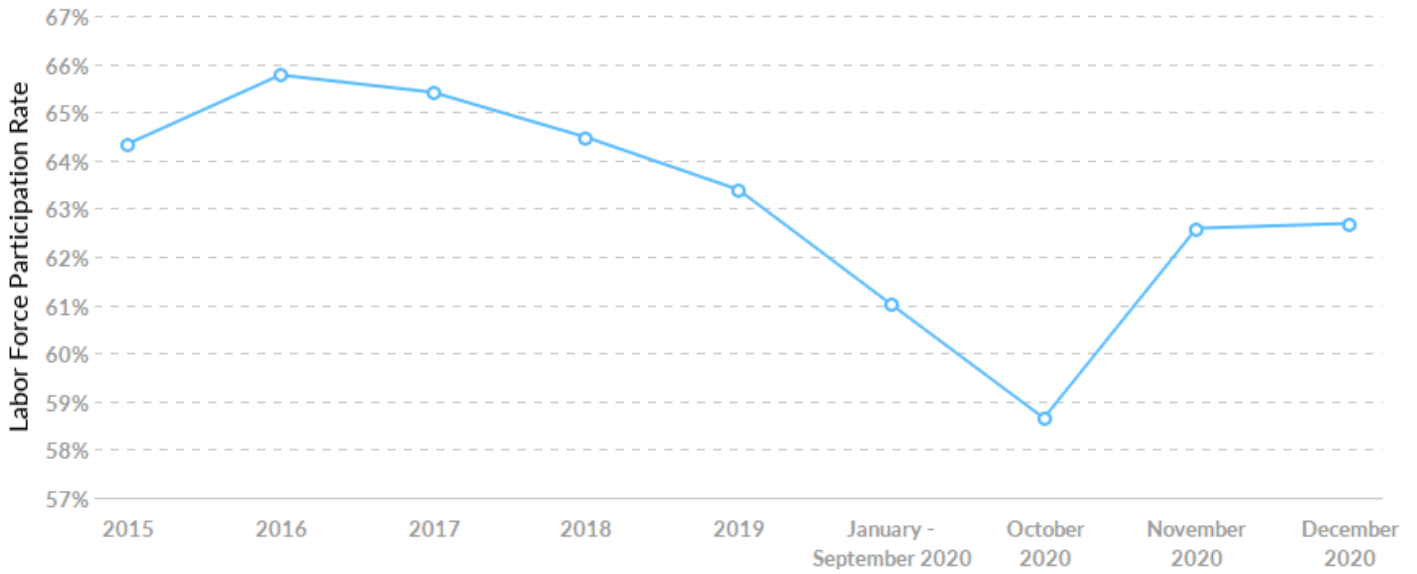
Job Trends

From 2015 to 2020, jobs increased by 2.3% in Dunn County, WI from 19,448 to 19,898. This change fell short of the national growth rate of 3.1% by 0.8%.



| Timeframe | Jobs |
|-----------|--------|
| 2015 | 19,448 |
| 2016 | 20,184 |
| 2017 | 20,280 |
| 2018 | 20,371 |
| 2019 | 20,257 |
| 2020 | 19,898 |
| 2021 | 20,160 |
| 2022 | 20,359 |
| 2023 | 20,516 |
| 2024 | 20,638 |
| 2025 | 20,677 |

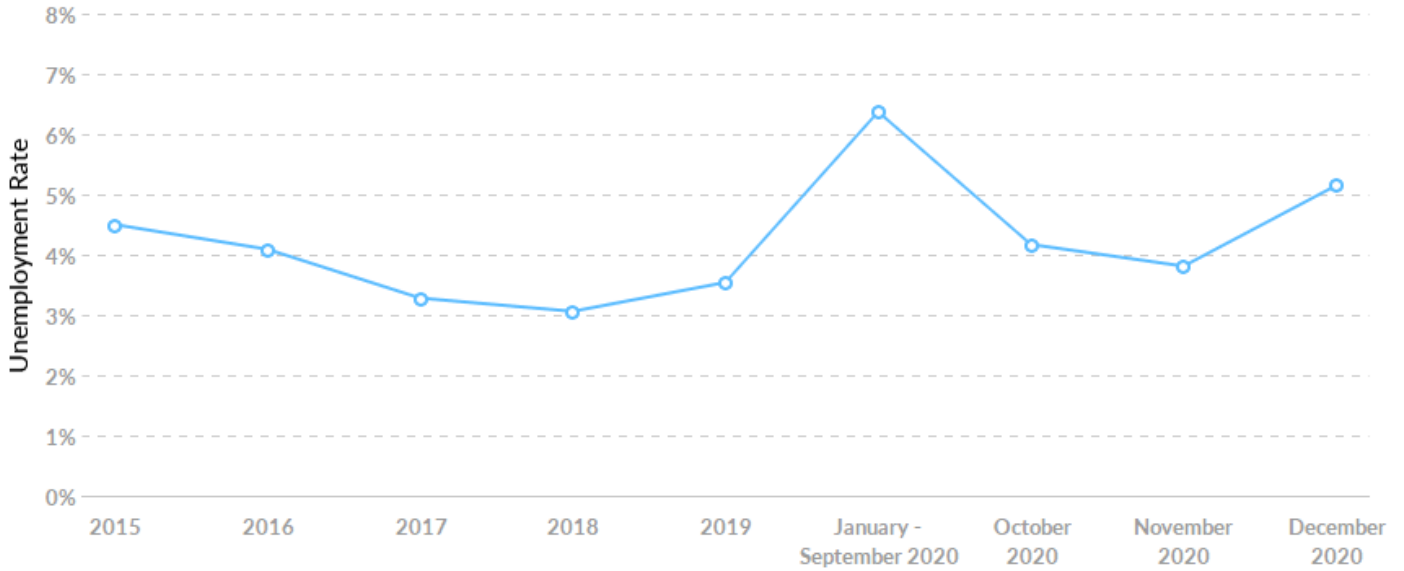
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|--------------------------|--------------------------------|
| 2015 | 64.34% |
| 2016 | 65.77% |
| 2017 | 65.41% |
| 2018 | 64.48% |
| 2019 | 63.39% |
| January - September 2020 | 61.01% |
| October 2020 | 58.65% |
| November 2020 | 62.59% |
| December 2020 | 62.69% |

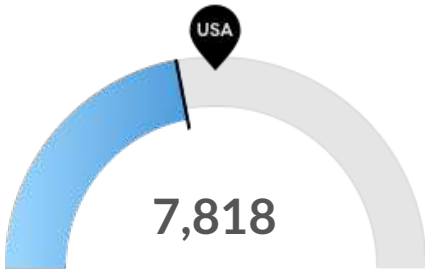
Unemployment Rate Trends

Dunn County, WI had a December 2020 unemployment rate of 5.15%, **increasing from 4.50%** 5 years before.



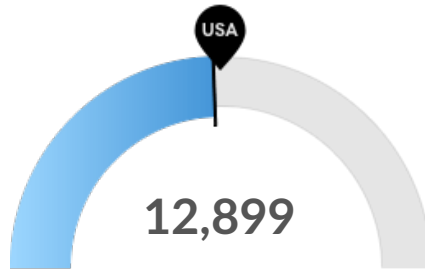
| Timeframe | Unemployment Rate |
|--------------------------|-------------------|
| 2015 | 4.50% |
| 2016 | 4.09% |
| 2017 | 3.28% |
| 2018 | 3.06% |
| 2019 | 3.54% |
| January - September 2020 | 6.37% |
| October 2020 | 4.17% |
| November 2020 | 3.81% |
| December 2020 | 5.15% |

Population Characteristics



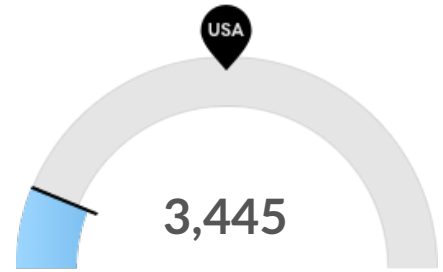
Millennials

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



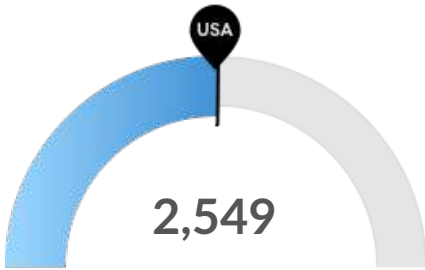
Retiring Soon

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.



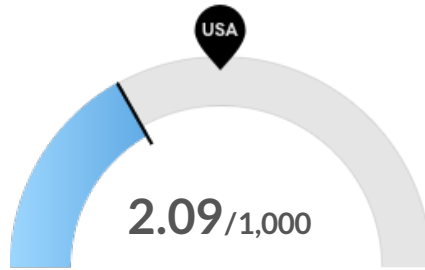
Racial Diversity

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.



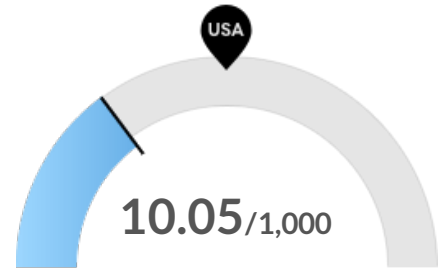
Veterans

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.

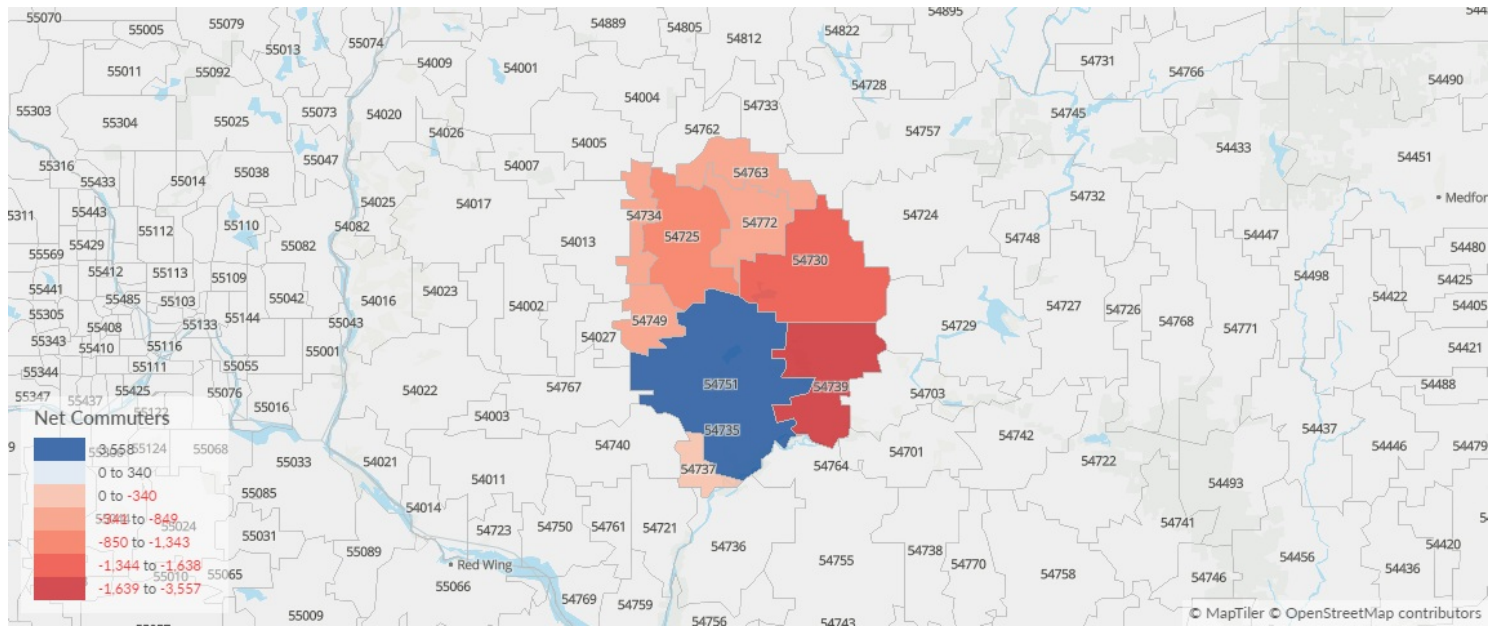


Property Crime

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

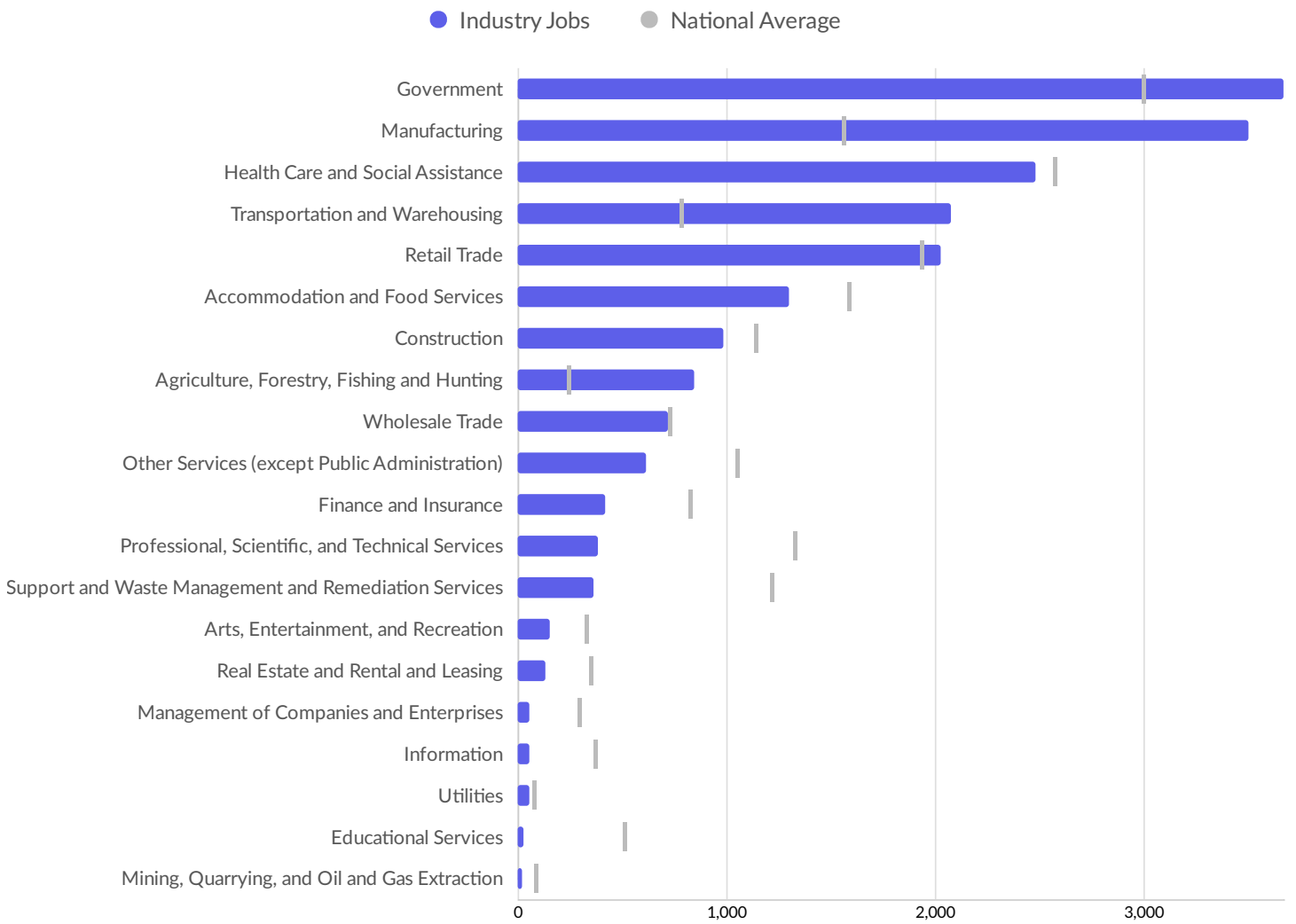
| ZIP | Name | 2020 Employment |
|-------|----------------------------|-----------------|
| 54751 | Menomonie, WI (in Dun... | 15,667 |
| 54730 | Colfax, WI (in Dunn cou... | 1,714 |
| 54739 | Elk Mound, WI (in Dunn... | 979 |
| 54725 | Boyceville, WI (in Dunn... | 729 |
| 54749 | Knapp, WI (in Dunn cou... | 239 |

Where Talent Lives

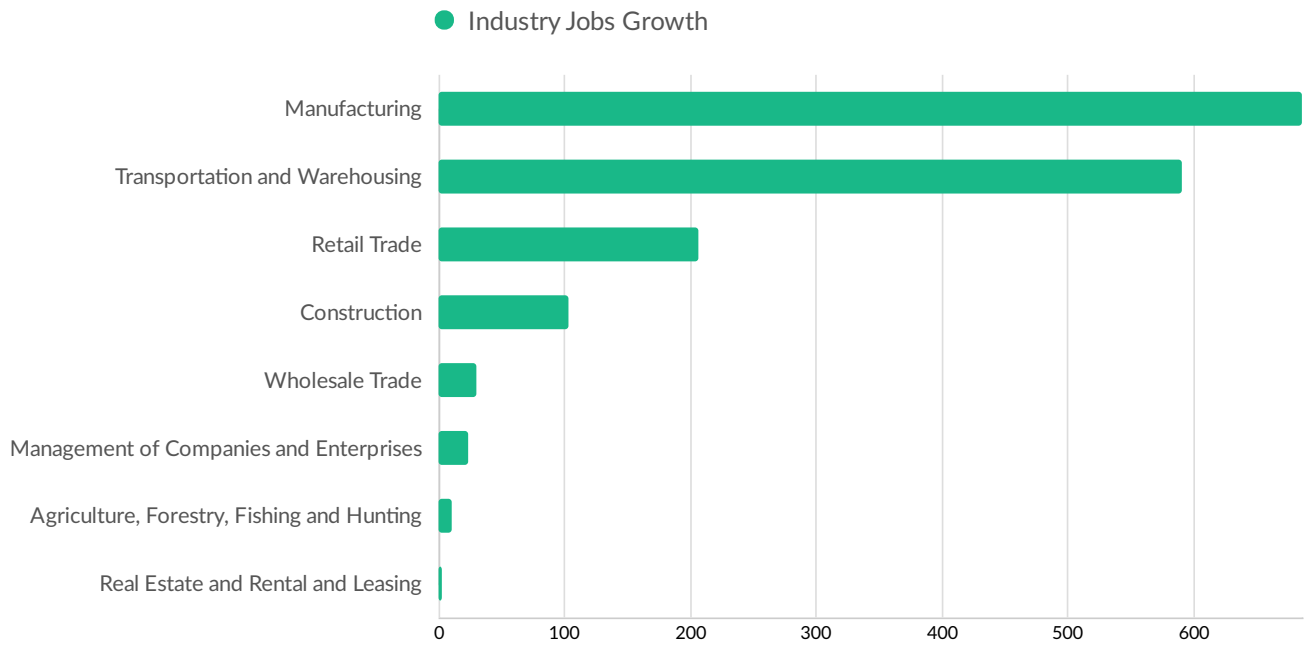
| ZIP | Name | 2020 Workers |
|-------|----------------------------|--------------|
| 54751 | Menomonie, WI (in Dun... | 12,109 |
| 54730 | Colfax, WI (in Dunn cou... | 3,057 |
| 54739 | Elk Mound, WI (in Dunn... | 2,618 |
| 54725 | Boyceville, WI (in Dunn... | 1,579 |
| 54749 | Knapp, WI (in Dunn cou... | 690 |

Industry Characteristics

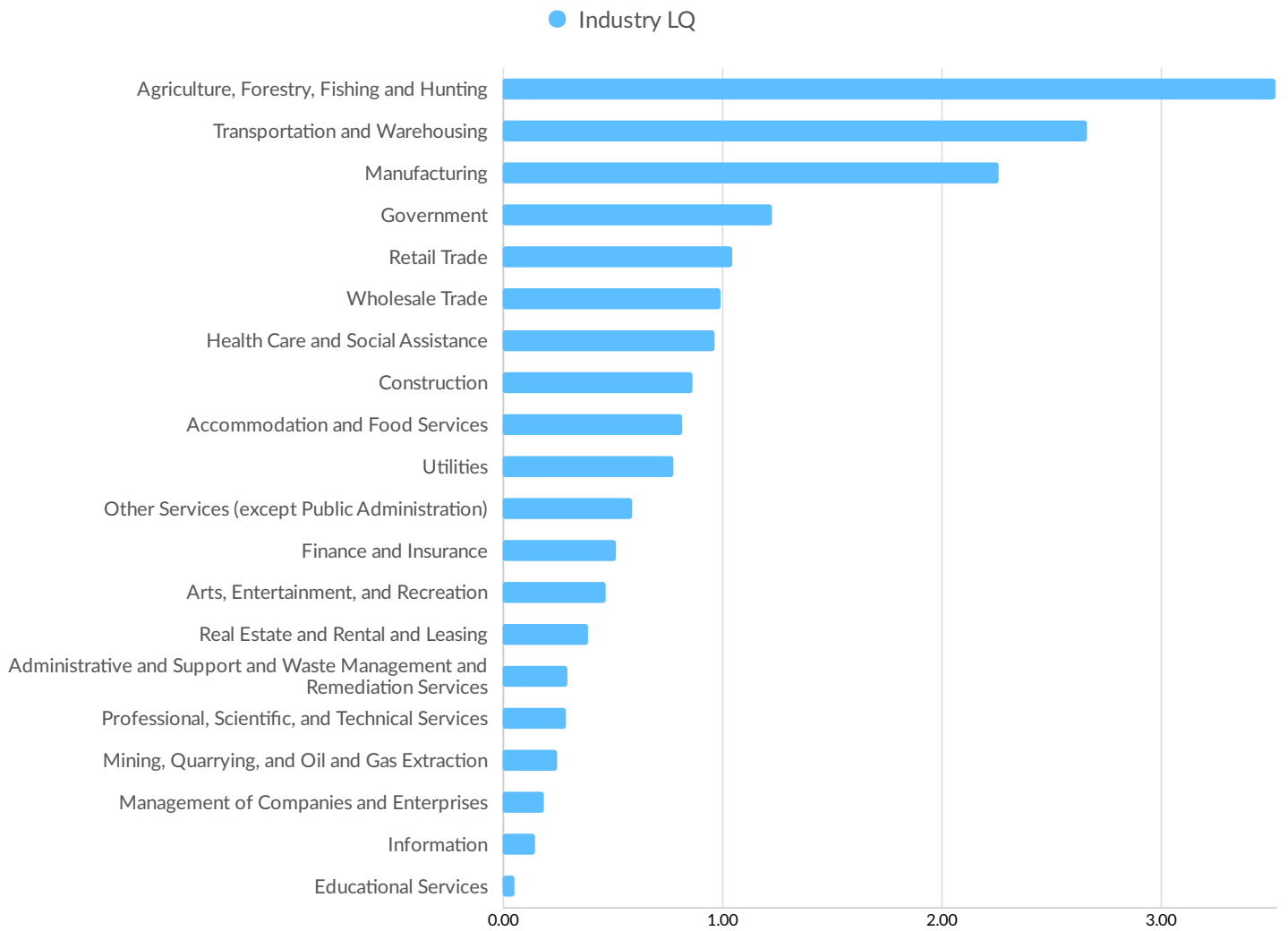
Largest Industries



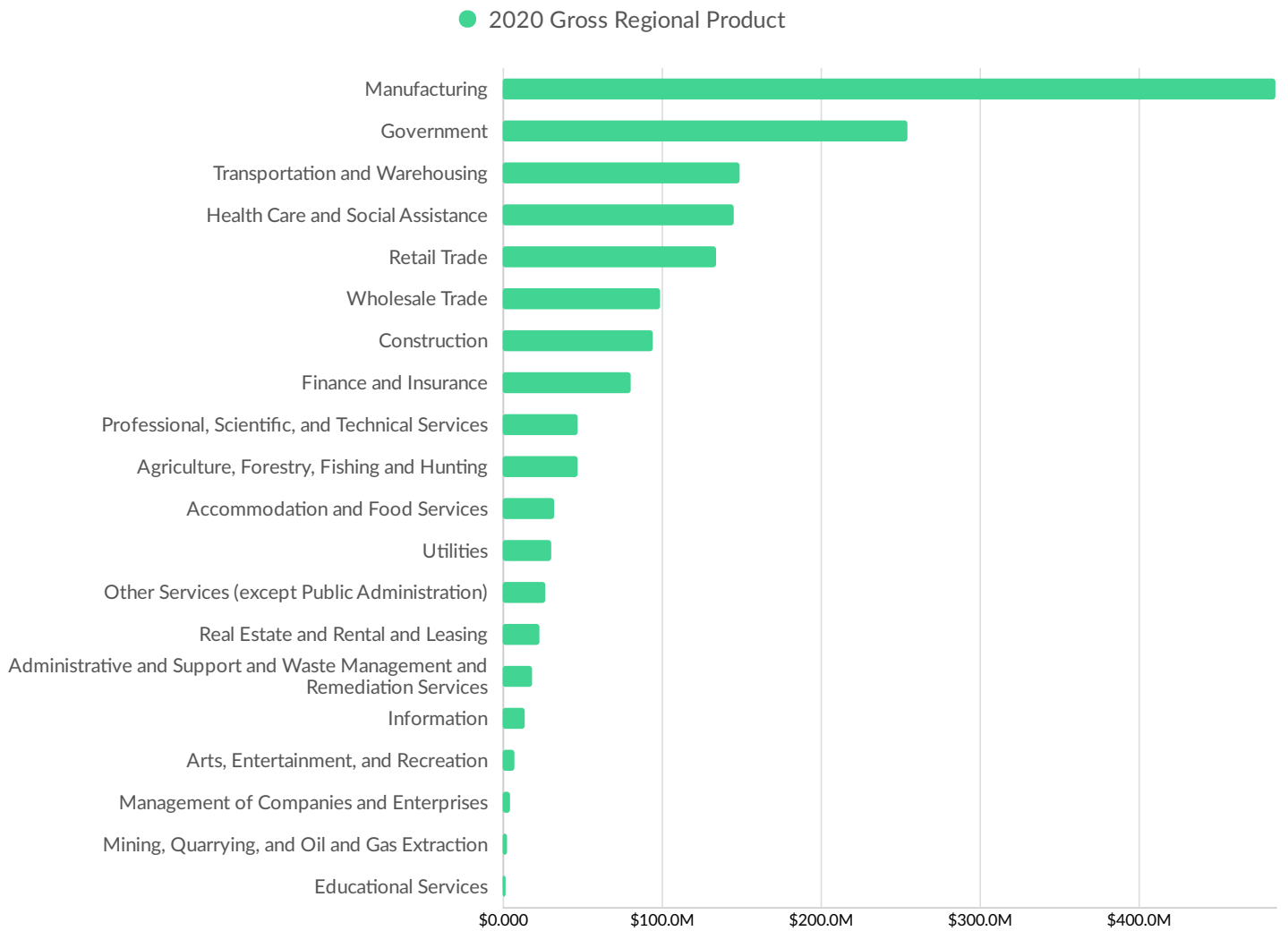
Top Growing Industries



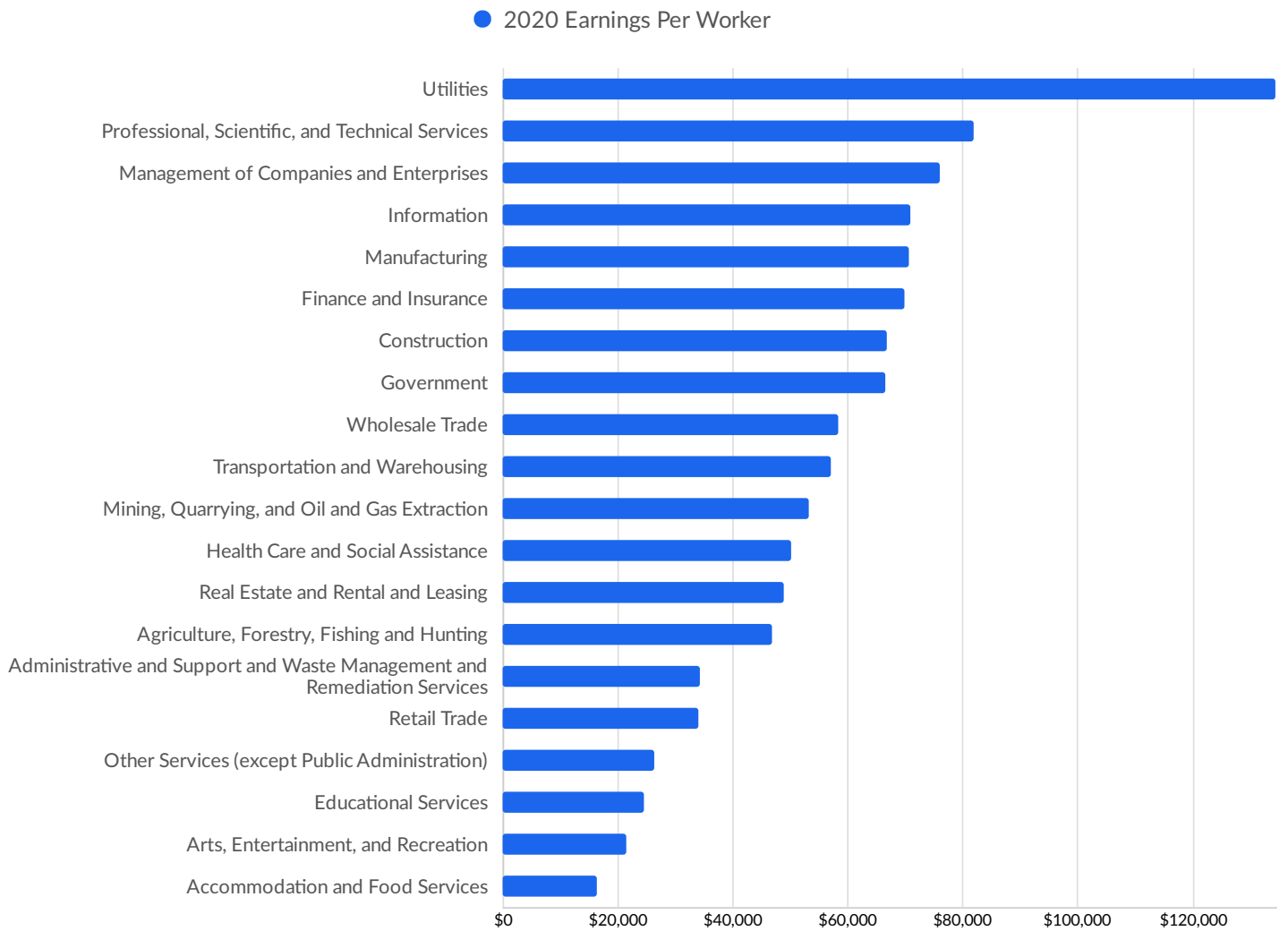
Top Industry LQ



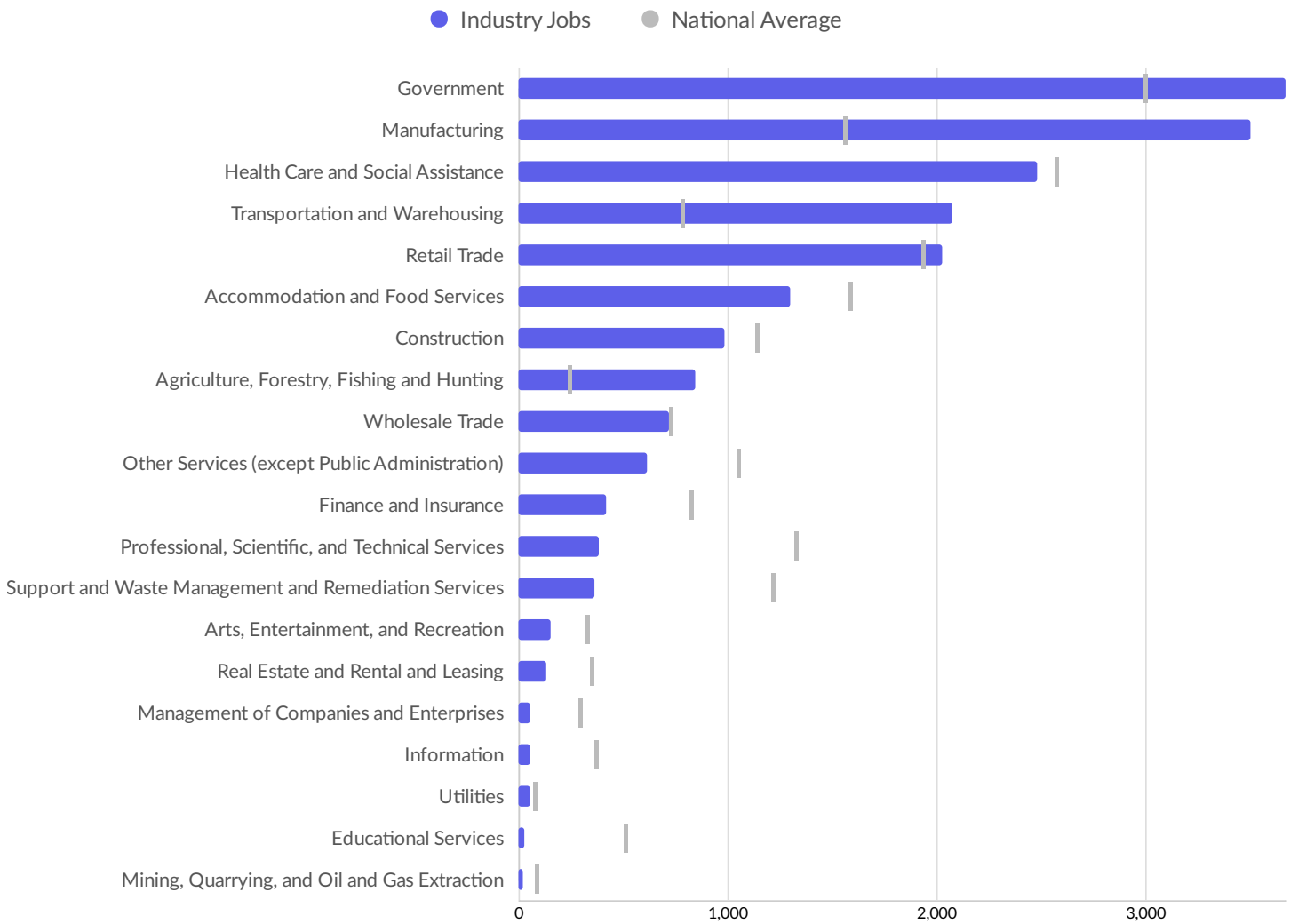
Top Industry GRP



Top Industry Earnings















Largest Industries



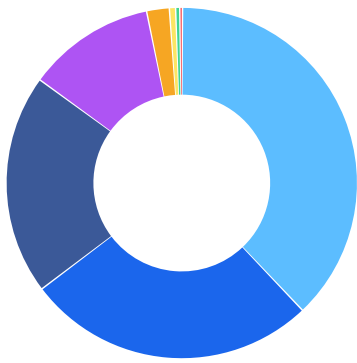
Business Characteristics

2,922 Companies Employ Your Workers

Online profiles for your workers mention 2,922 companies as employers, with the top 10 appearing below. In the last 12 months, 1,222 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 | 524  | Wal-Mart, Inc. | 233  |
| Mayo Clinic | 157  | U.S. Xpress, Inc. | 140  |
| 3M Company | 124  | C.R. England, Inc. | 122  |
| Phillips Plastics Corporation | 113  | Ashley Furniture Industries, Inc. | 113  |
| Wal-Mart, Inc. | 80  | Roehl Transport, Inc. | 108  |
| School District of The Menomon... | 78  | CRST International, Inc. | 90  |
| Dunn County | 63  | Westconsin Credit Union | 87  |
| Westconsin Credit Union | 60  | Marten Transport, Ltd. | 83  |
| Menard, Inc. | 59  | Mayo Clinic | 80  |
| State of Wisconsin | 54  | Holiday Companies | 76  |

Business Size

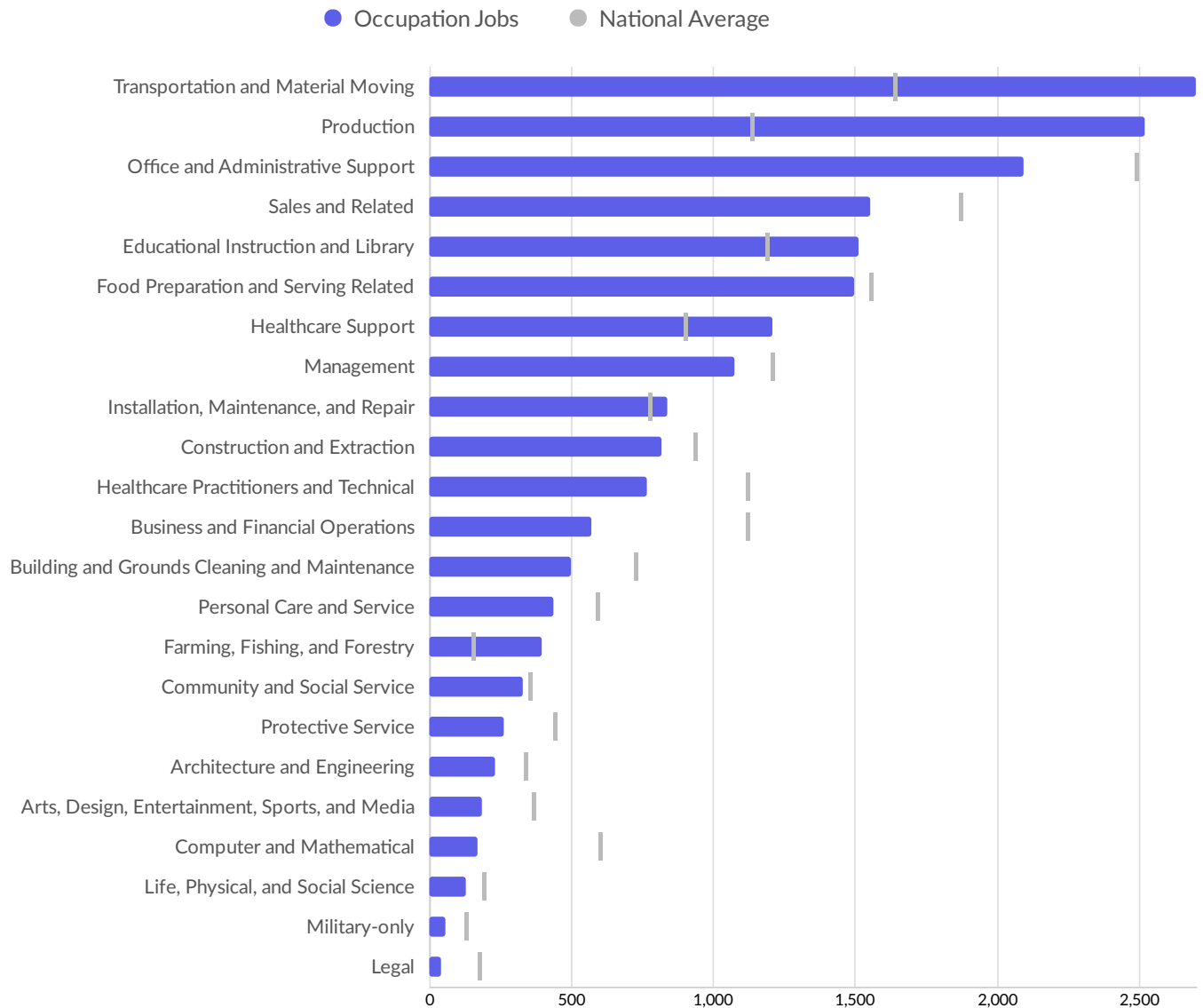


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 37.8% | 598 |
| 5 to 9 employees | 26.8% | 423 |
| 10 to 19 employees | 20.3% | 321 |
| 20 to 49 employees | 11.8% | 186 |
| 50 to 99 employees | 2.1% | 33 |
| 100 to 249 employees | 0.6% | 9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

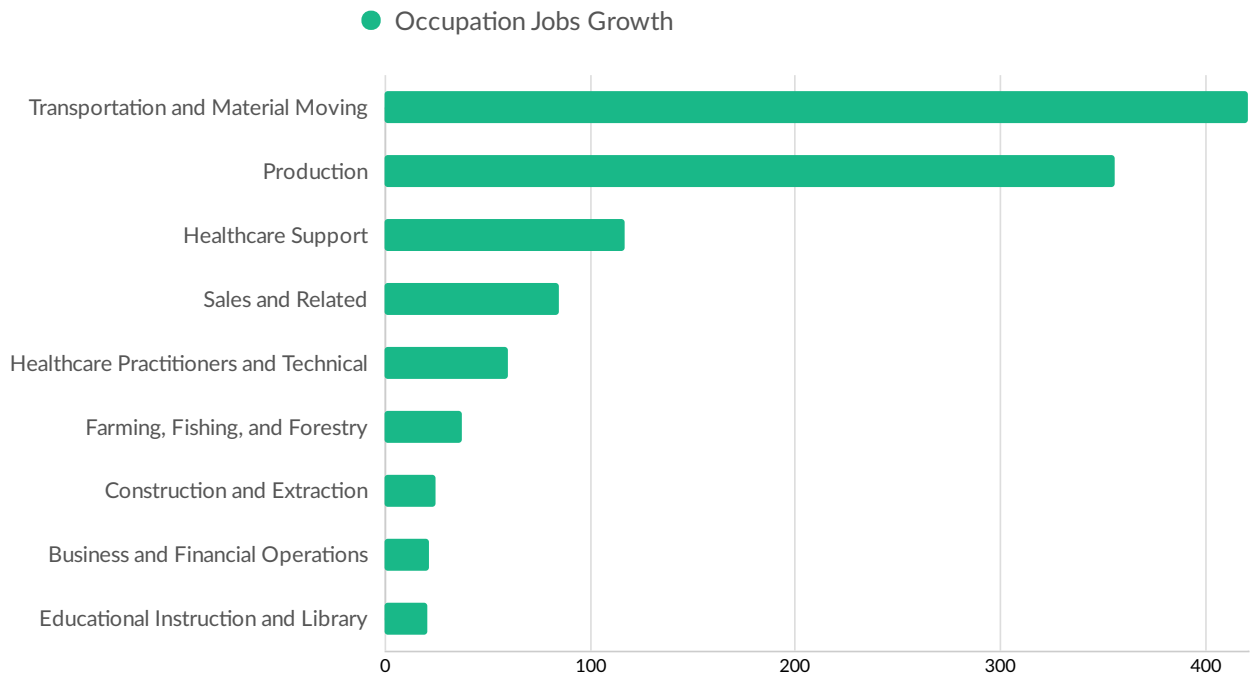
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

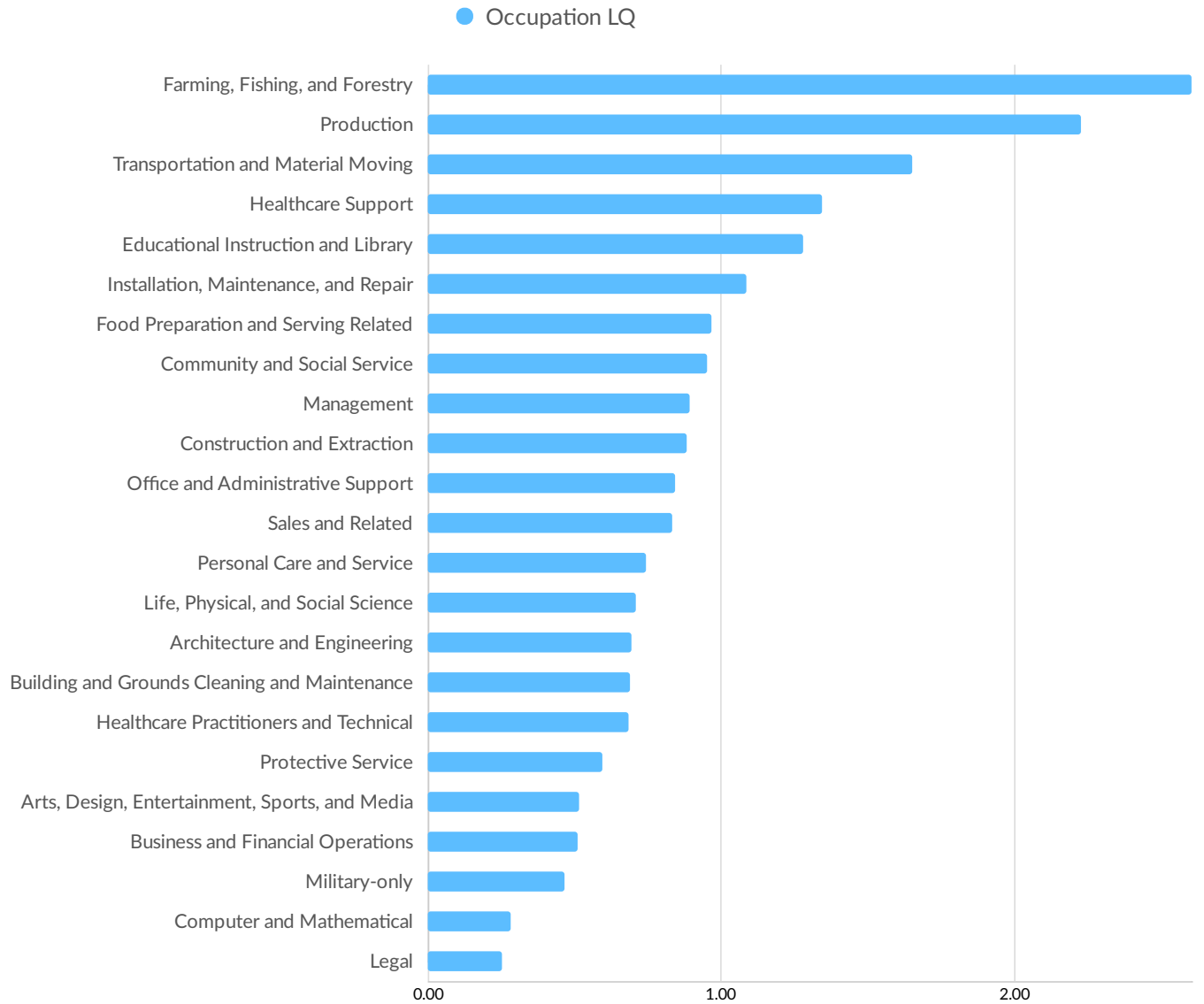
Largest Occupations



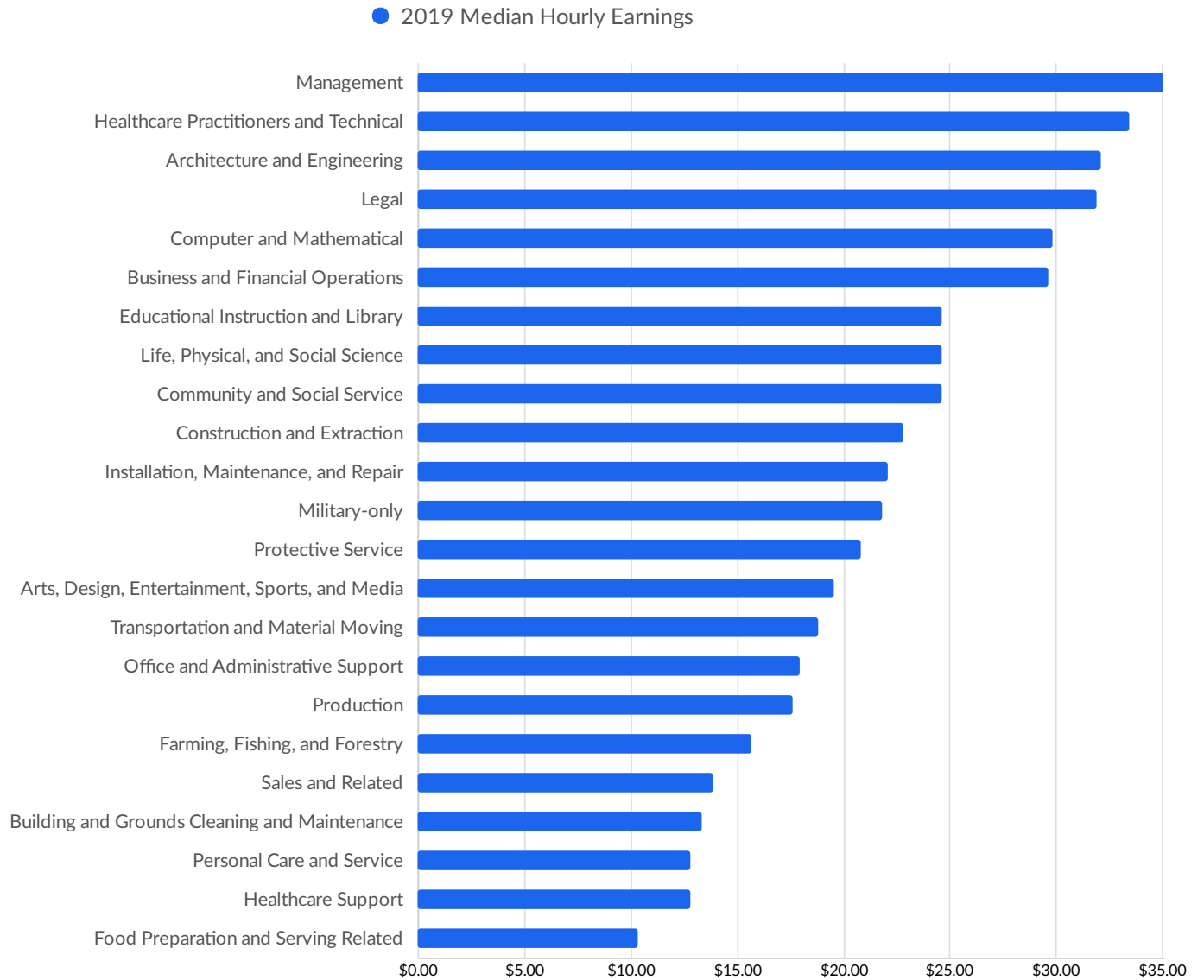
Top Growing Occupations



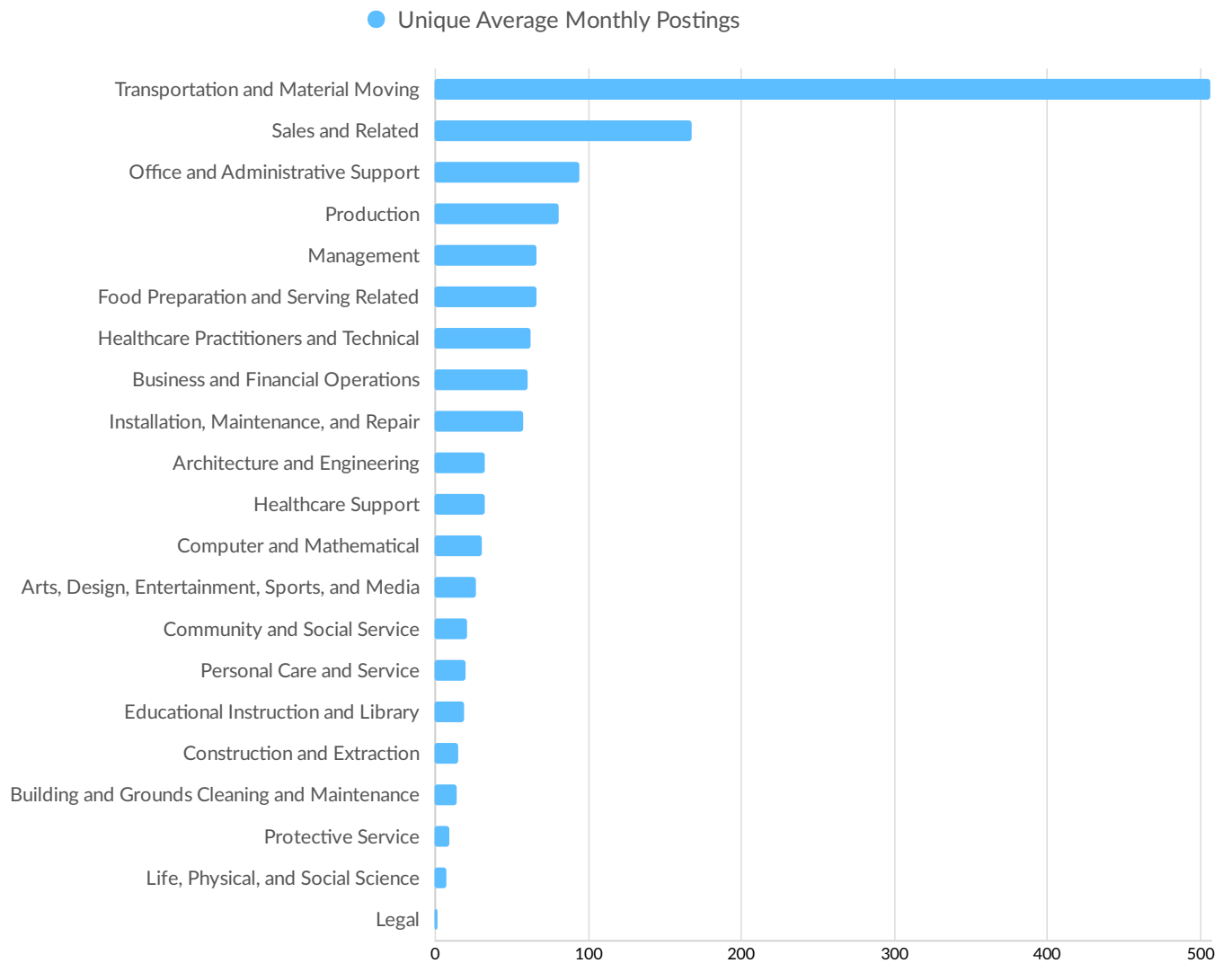
Top Occupation LQ



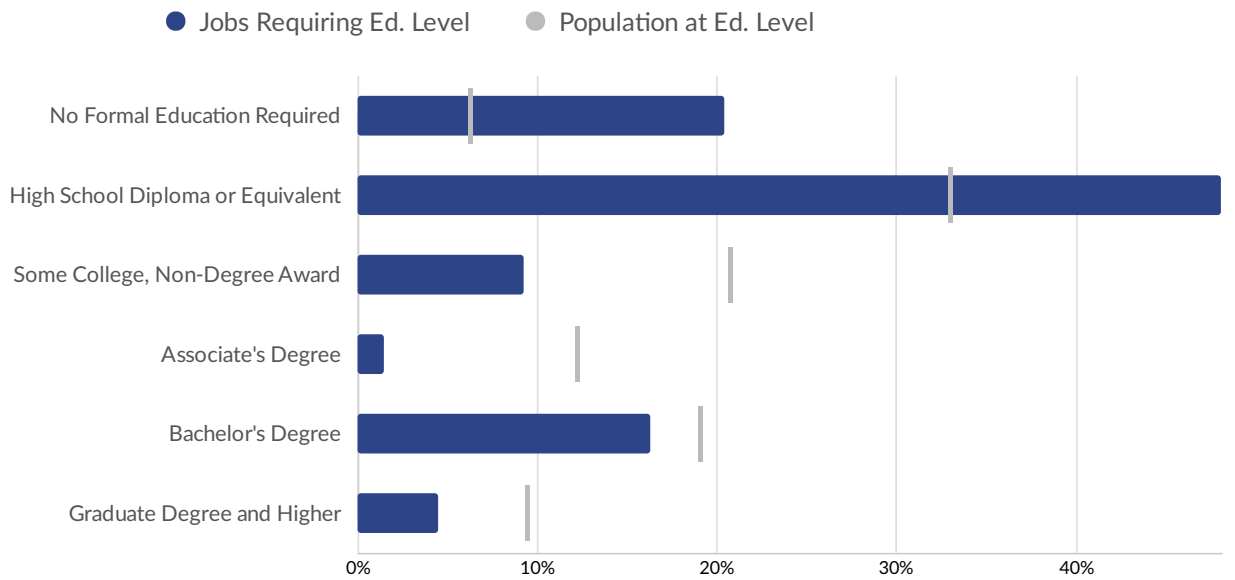
Top Occupation Earnings



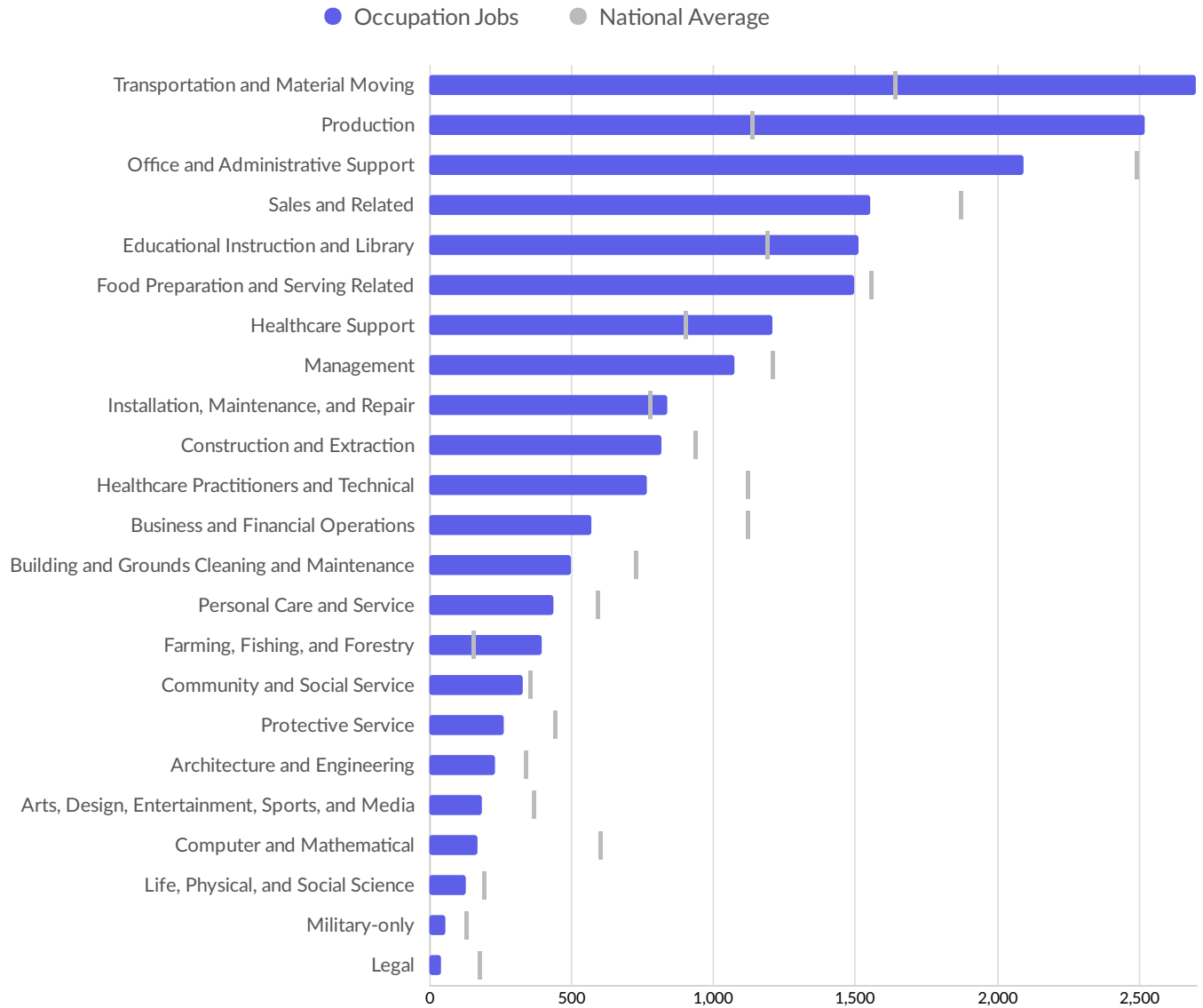
Top Posted Occupations



Underemployment

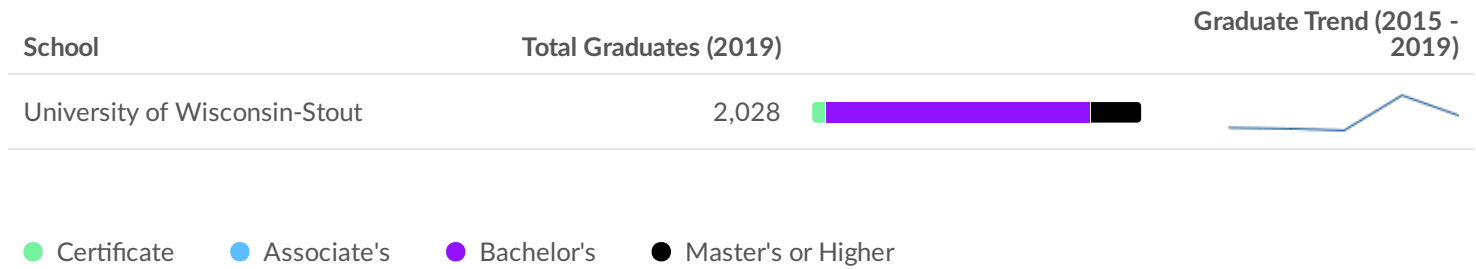


Largest Occupations



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

