



# Eau Claire County, WI

West Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

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55035 Eau Claire 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

105,407

Population (2020)

Population **grew by 3,327** over the last 5 years and is projected to **grow by 3,133** over the next 5 years.

61,675

Total Regional Employment

Jobs **decreased by 643** over the last 5 years but are projected to **grow by 1,370** over the next 5 years.

\$59.5K

Median Household Income (2019)

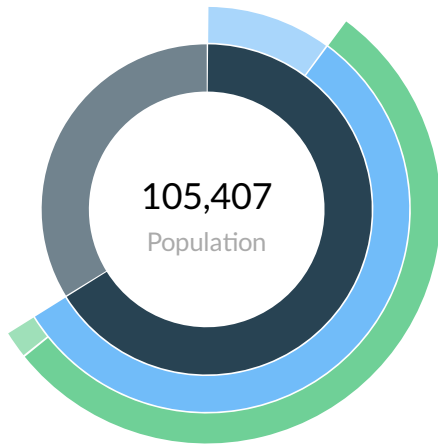
Median household income is **\$3.4K below** the national median household income of \$62.8K.

## Takeaways

- As of 2020 the region's population **increased by 3.3%** since 2015, growing by 3,327. Population is expected to **increase by 3.0%** between 2020 and 2025, adding 3,133.
- From 2015 to 2020, jobs **declined by 1.0%** in Eau Claire County, WI from 62,318 to **61,675**. This change **fell short of the national growth rate of 1.3% by 2.3%**. As the number of jobs declined, the **labor force participation rate increased from 67.5% to 67.5% between 2015 and 2020**.
- Concerning educational attainment, **21.1% of Eau Claire County, WI residents possess a Bachelor's Degree** (1.1% above the national average), and **15.9% hold an Associate's Degree** (7.4% above the national average).
- The top three industries in 2020 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	105,407	59,126	61,675	98.2	\$5.95B	\$6.49B	\$6.62B
Barron County, WI	45,226	23,921	23,569	99.9	\$2.12B	\$3.38B	\$2.95B
Chippewa County, WI	65,013	33,649	27,131	96.8	\$2.64B	\$4.09B	\$3.54B
Clark County, WI	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

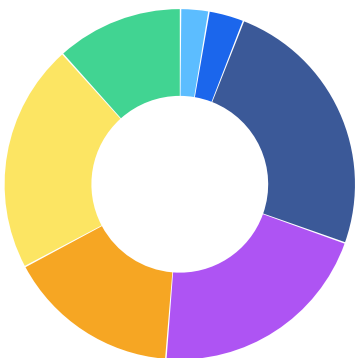
## 2020 Labor Force Breakdown



	Population
● Total Working Age Population	69,691
● Not in Labor Force (15+)	10,565
● Labor Force	59,126
● Employed	57,067
● Unemployed	2,059
● Under 15	35,716

## Educational Attainment

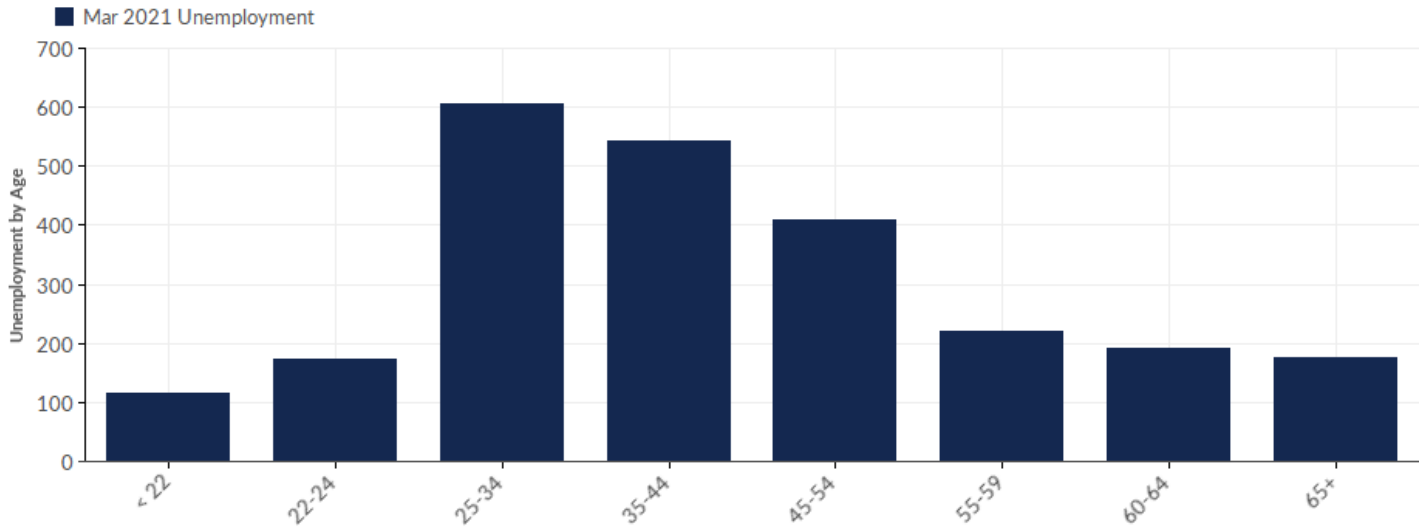
Concerning educational attainment, **21.1% of Eau Claire County, WI residents possess a Bachelor's Degree** (1.1% above the national average), and **15.9% hold an Associate's Degree** (7.4% above the national average).



	% of Population	Population
● Less Than 9th Grade	2.6%	1,760
● 9th Grade to 12th Grade	3.3%	2,207
● High School Diploma	24.5%	16,618
● Some College	20.8%	14,126
● Associate's Degree	15.9%	10,811
● Bachelor's Degree	21.1%	14,326
● Graduate Degree and Higher	11.7%	7,947

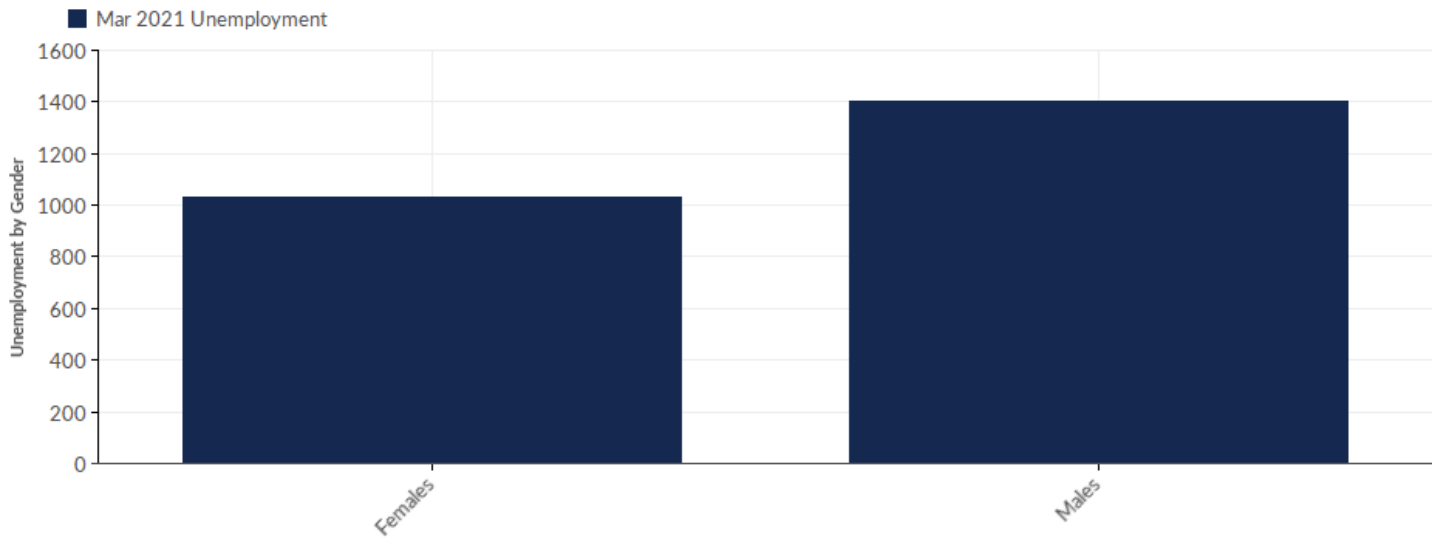
# Unemployment by Demographics

## Unemployment by Age



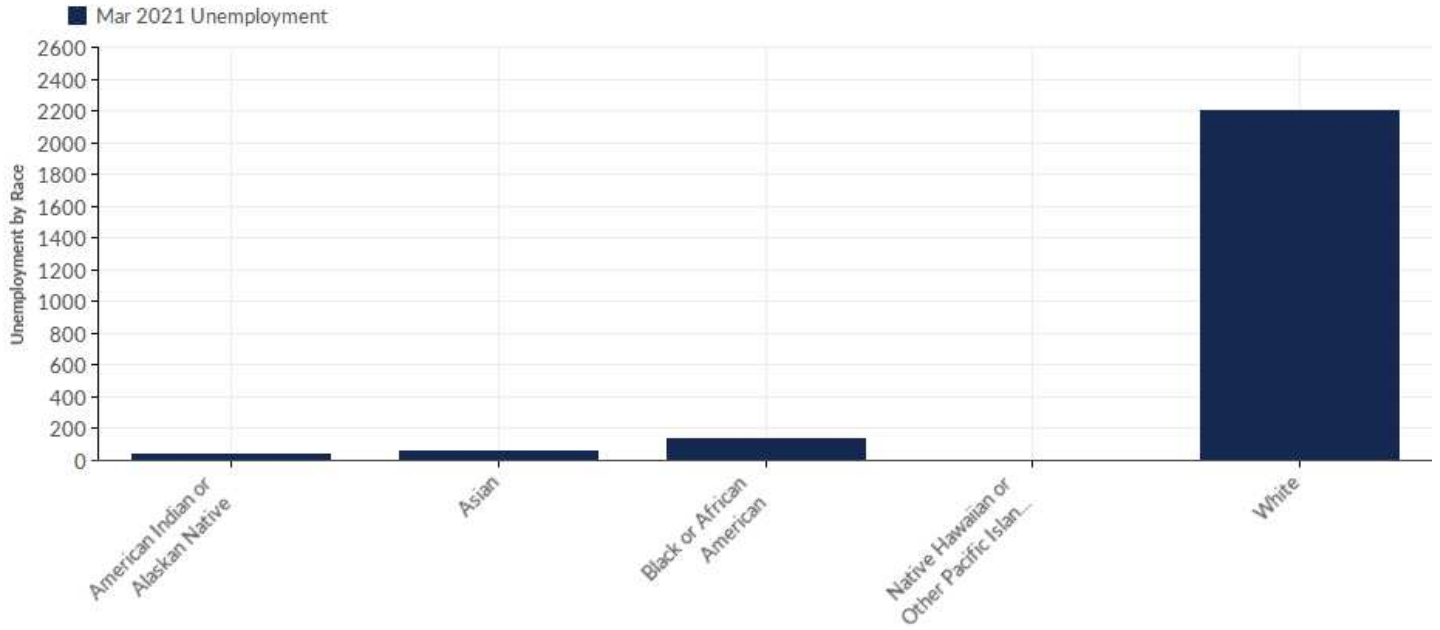
Age	Unemployment (Mar 2021)	% of Age Cohort
< 22	116	4.76%
22-24	173	7.10%
25-34	606	24.89%
35-44	544	22.34%
45-54	410	16.84%
55-59	221	9.08%
60-64	192	7.89%
65+	175	7.19%
Total	2,435	100.00%

## Unemployment by Gender



Gender	Unemployment (Mar 2021)	% of Age Cohort
Females	1,033	42.42%
Males	1,402	57.58%
Total	2,435	100.00%

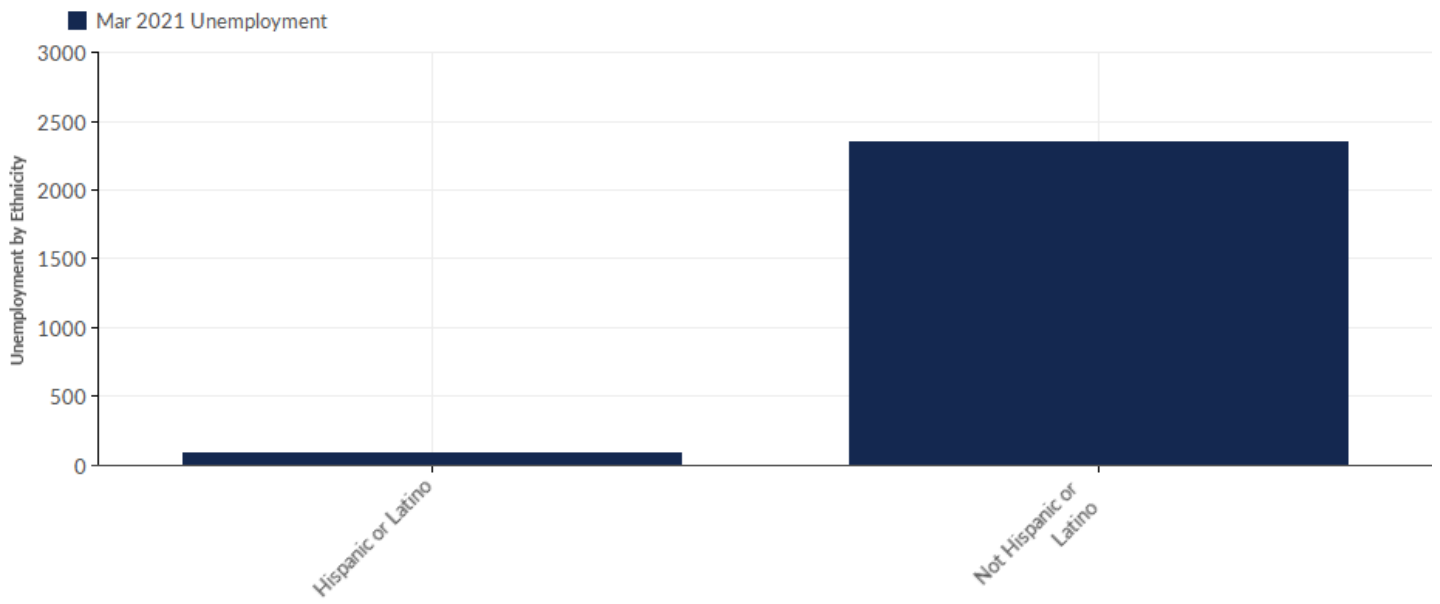
## Unemployment by Race



Race	Unemployment (Mar 2021)	% of Age Cohort
American Indian or Alaskan Native	36	1.48%
Asian	57	2.34%
Black or African American	134	5.50%
Native Hawaiian or Other Pacific Islander	3	0.12%
White	2,204	90.51%
<b>Total</b>	<b>2,435</b>	<b>100.00%</b>



## Unemployment by Ethnicity

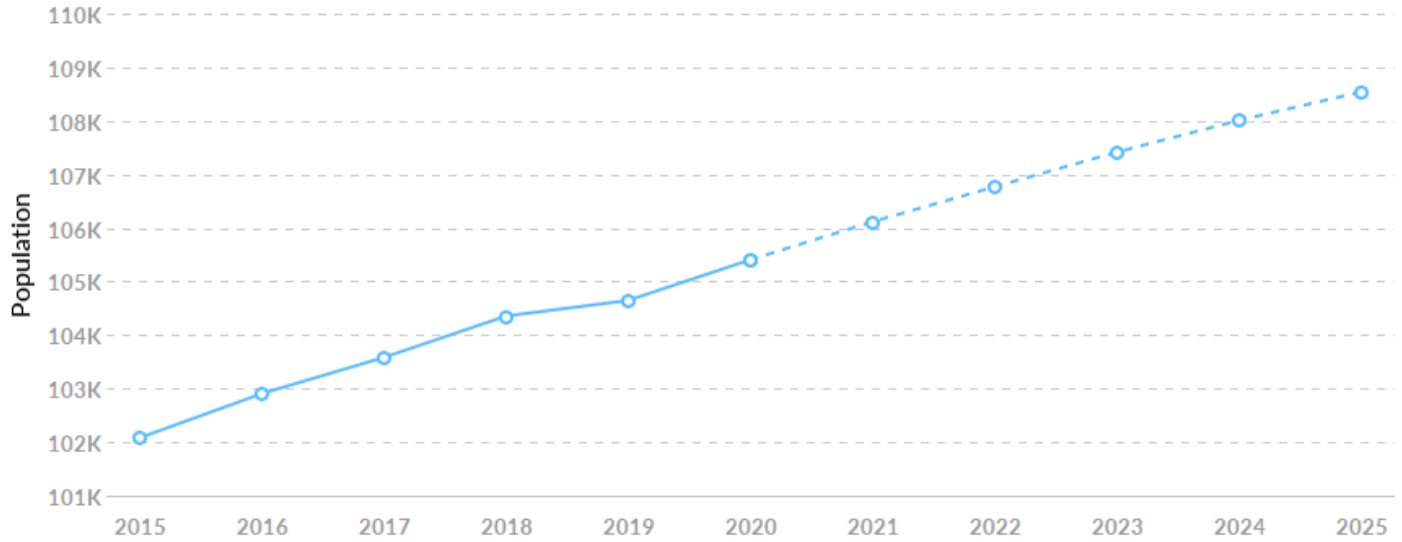


Ethnicity	Unemployment (Mar 2021)	% of Age Cohort
Hispanic or Latino	87	3.57%
Not Hispanic or Latino	2,348	96.43%
Total	2,435	100.00%

# Historic & Projected Trends

## Population Trends

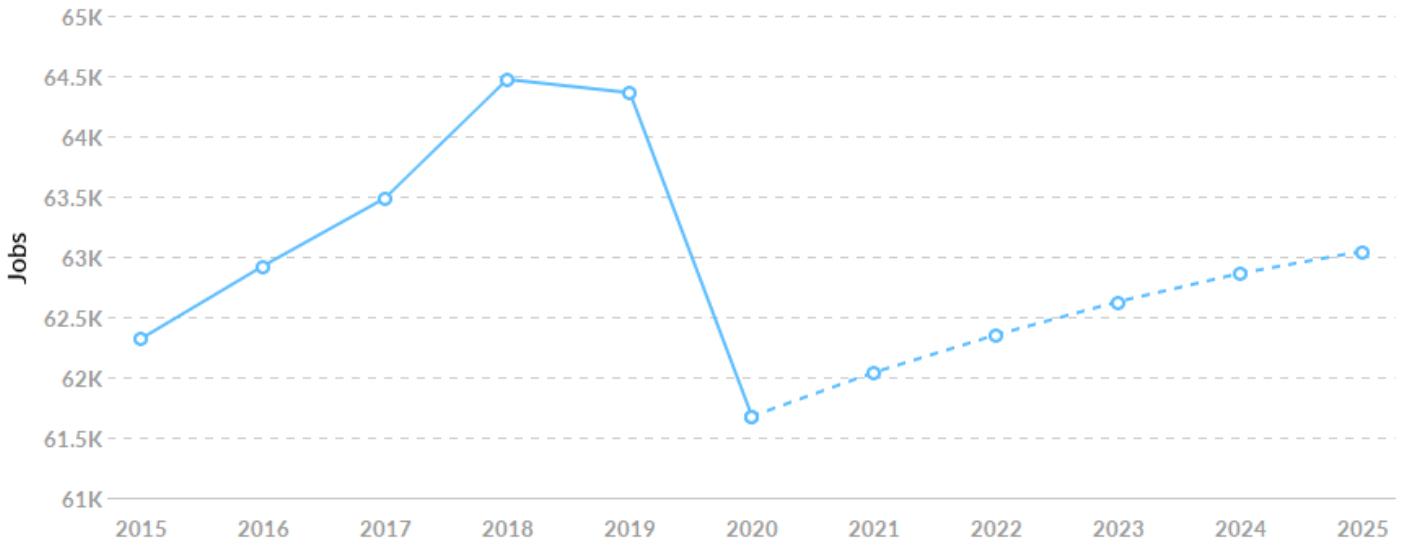
As of 2020 the region's population **increased by 3.3%** since 2015, growing by 3,327. Population is expected to **increase by 3.0%** between 2020 and 2025, adding 3,133.



Timeframe	Population
2015	102,080
2016	102,907
2017	103,582
2018	104,355
2019	104,646
2020	105,407
2021	106,115
2022	106,768
2023	107,416
2024	108,009
2025	108,540

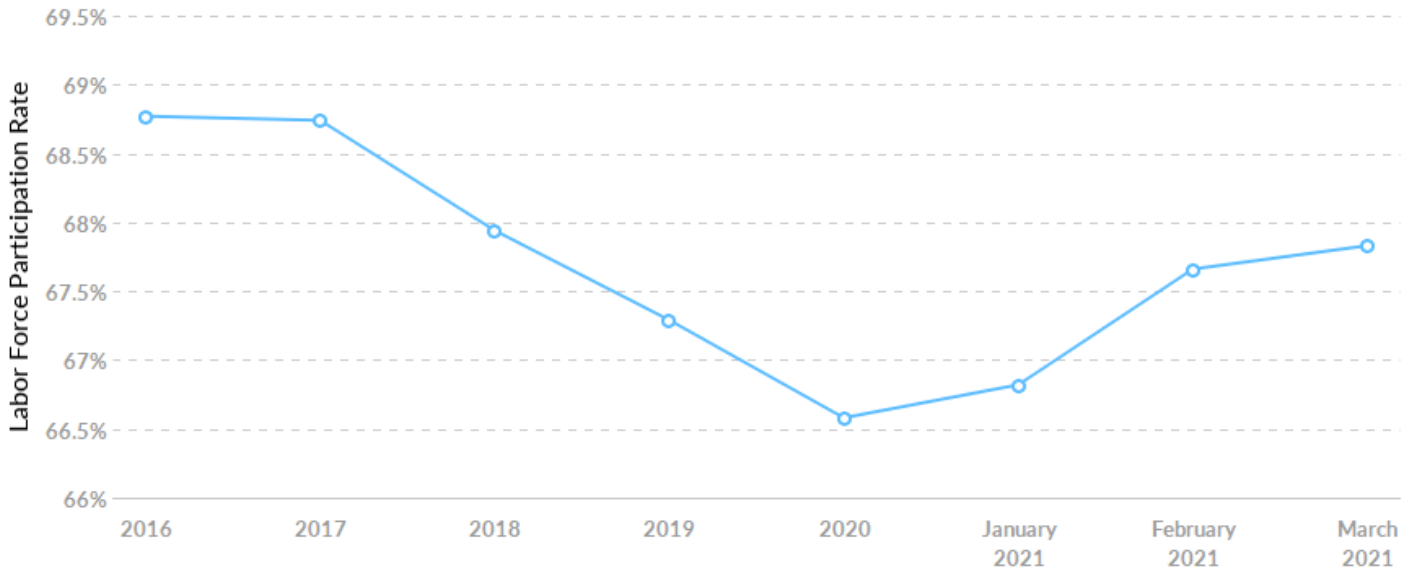
## Job Trends

From 2015 to 2020, jobs declined by 1.0% in Eau Claire County, WI from 62,318 to **61,675**. This change fell short of the national growth rate of 1.3% by 2.3%.



Timeframe	Jobs
2015	62,318
2016	62,922
2017	63,486
2018	64,471
2019	64,361
2020	61,675
2021	62,039
2022	62,351
2023	62,627
2024	62,862
2025	63,045

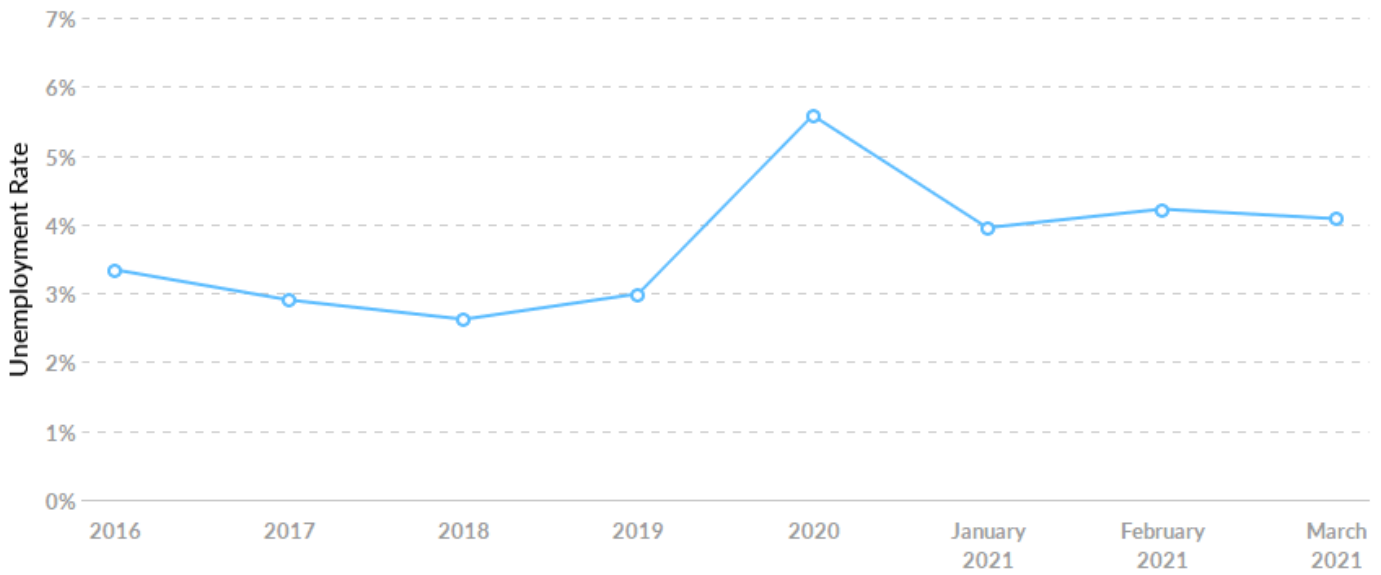
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	68.77%
2017	68.74%
2018	67.94%
2019	67.29%
2020	66.58%
January 2021	66.82%
February 2021	67.66%
March 2021	67.83%

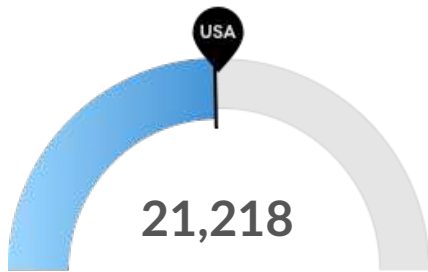
## Unemployment Rate Trends

Eau Claire County, WI had a March 2021 unemployment rate of 4.08%, **increasing from 3.34%** 5 years before.



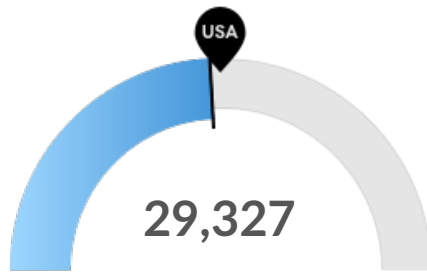
Timeframe	Unemployment Rate
2016	3.34%
2017	2.90%
2018	2.62%
2019	2.99%
2020	5.58%
January 2021	3.95%
February 2021	4.22%
March 2021	4.08%

## Population Characteristics



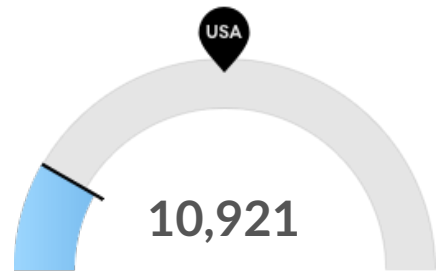
**Millennials**

Eau Claire County, WI has 21,218 millennials (ages 25-39). The national average for an area this size is 21,576.



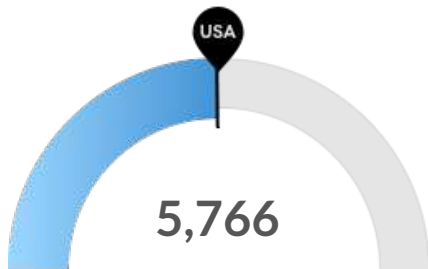
**Retiring Soon**

Retirement risk is about average in Eau Claire County, WI. The national average for an area this size is 30,767 people 55 or older, while there are 29,327 here.



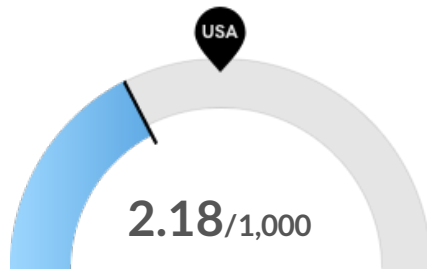
**Racial Diversity**

Racial diversity is low in Eau Claire County, WI. The national average for an area this size is 41,742 racially diverse people, while there are 10,921 here.



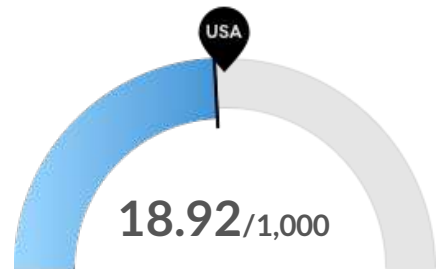
**Veterans**

Eau Claire County, WI has 5,766 veterans. The national average for an area this size is 5,812.



**Violent Crime**

Eau Claire County, WI has 2.18 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

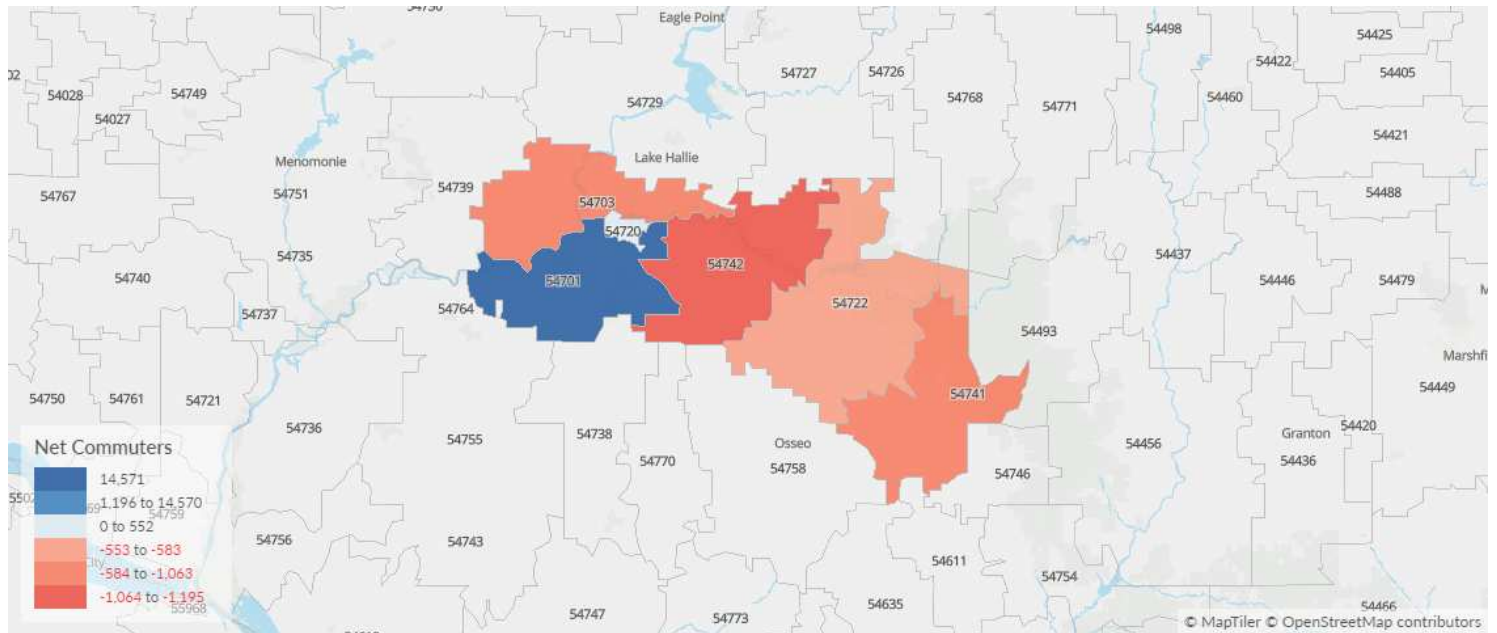


**Property Crime**

Eau Claire County, WI has 18.92 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 Eau Claire County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 54703.



### Where Talent Works

ZIP	Name	2020 Employment
54701	Eau Claire, WI (in Eau C...	32,528
54703	Eau Claire, WI (in Eau C...	20,679
54720	Altoona, WI (in Eau Clai...	4,203
54702	Eau Claire, WI (in Eau C...	1,748
54742	Fall Creek, WI (in Eau C...	1,274

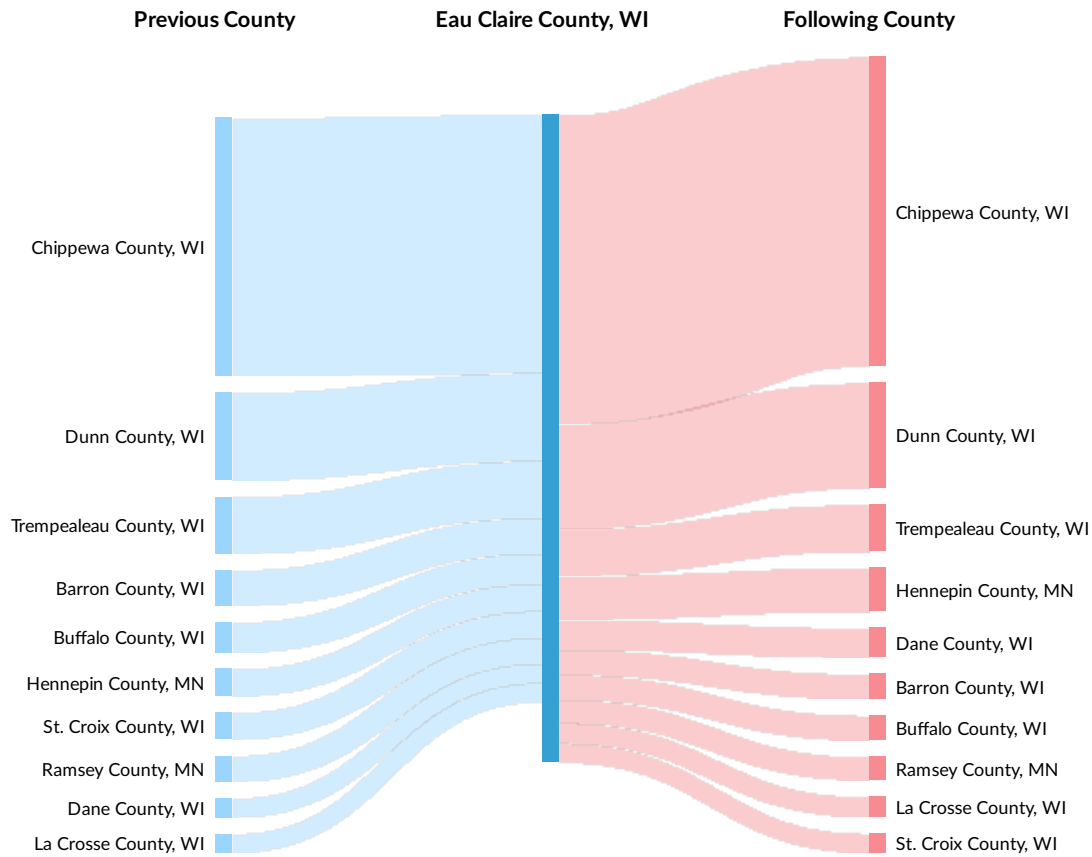
### Where Talent Lives

ZIP	Name	2020 Workers
54703	Eau Claire, WI (in Eau C...	21,278
54701	Eau Claire, WI (in Eau C...	17,957
54720	Altoona, WI (in Eau Clai...	3,940
54742	Fall Creek, WI (in Eau C...	2,338
54722	Augusta, WI (in Eau Cla...	1,597

# Inbound and Outbound Migration

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

As of 2019, 916 people have migrated from Chippewa County, WI to Eau Claire County, WI. In the same year, 1,097 people left Eau Claire County, WI migrating to Chippewa County, WI. The total Net Migration for Eau Claire County, WI in 2018 was -108.



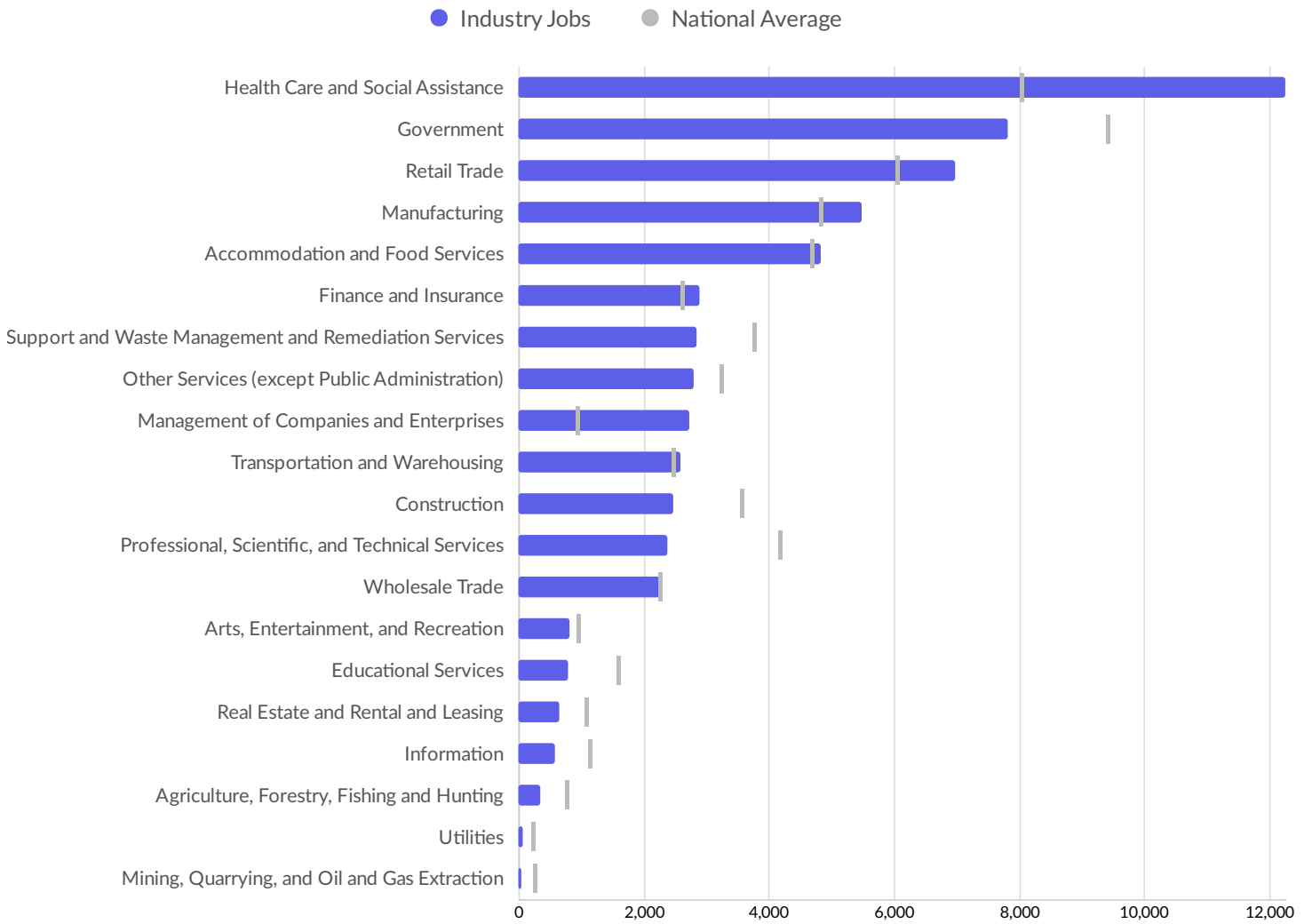
Top Previous Counties	Migrations
Chippewa County, WI	916
Dunn County, WI	311
Trempealeau County, WI	202
Barron County, WI	126
Buffalo County, WI	108
Hennepin County, MN	96



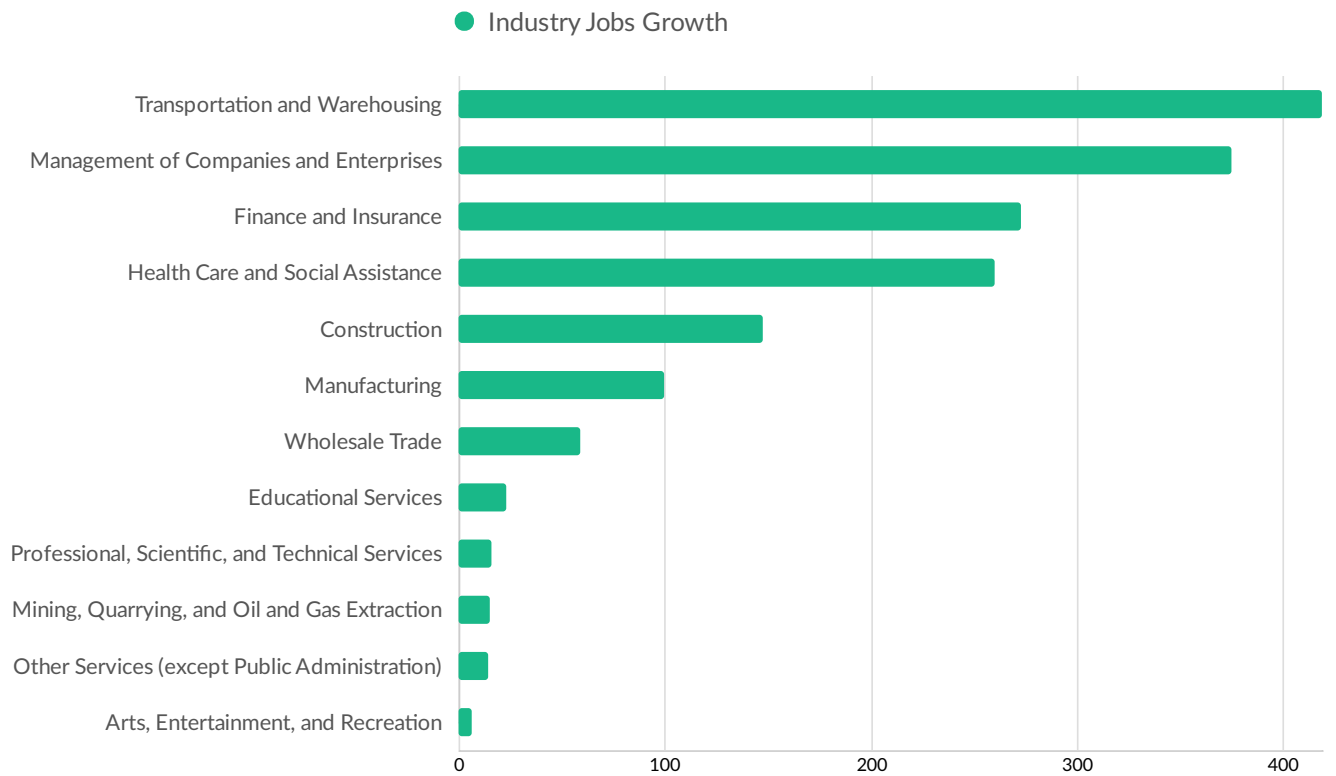
<b>Top Previous Counties</b>	<b>Migrations</b>
St. Croix County, WI	95
Ramsey County, MN	91
Dane County, WI	68
La Crosse County, WI	67
Jackson County, WI	56
Rusk County, WI	55
Clark County, WI	54
Marathon County, WI	51
Waukesha County, WI	43
<b>Top Following Counties</b>	<b>Migrations</b>
Chippewa County, WI	1,097
Dunn County, WI	373
Trempealeau County, WI	166
Hennepin County, MN	155
Dane County, WI	106
Barron County, WI	89
Buffalo County, WI	88
Ramsey County, MN	83
La Crosse County, WI	72
St. Croix County, WI	69
Marathon County, WI	66
Maricopa County, AZ	59
Jackson County, WI	56
Clark County, WI	44
Washington County, MN	44

# Industry Characteristics

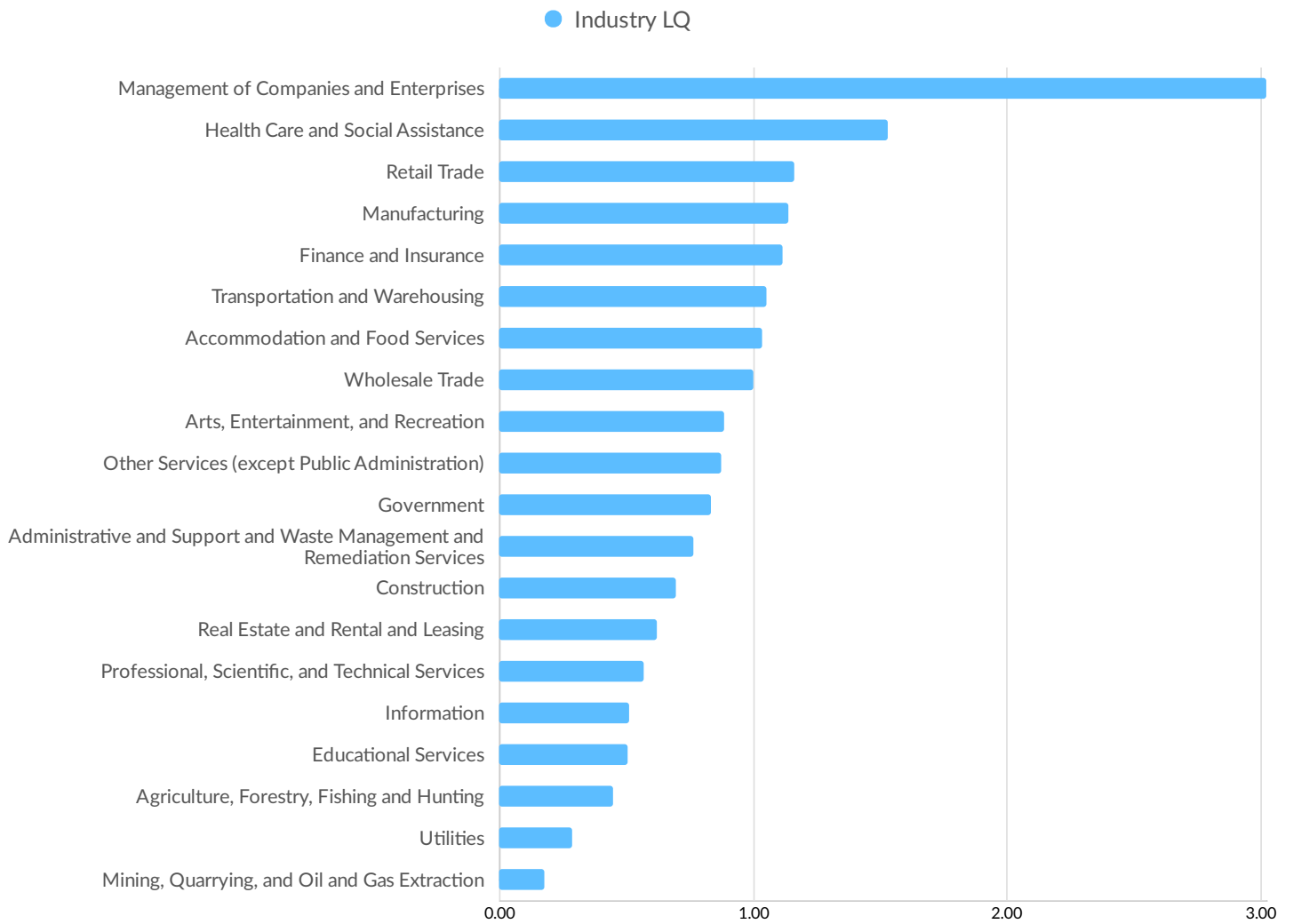
## Largest Industries



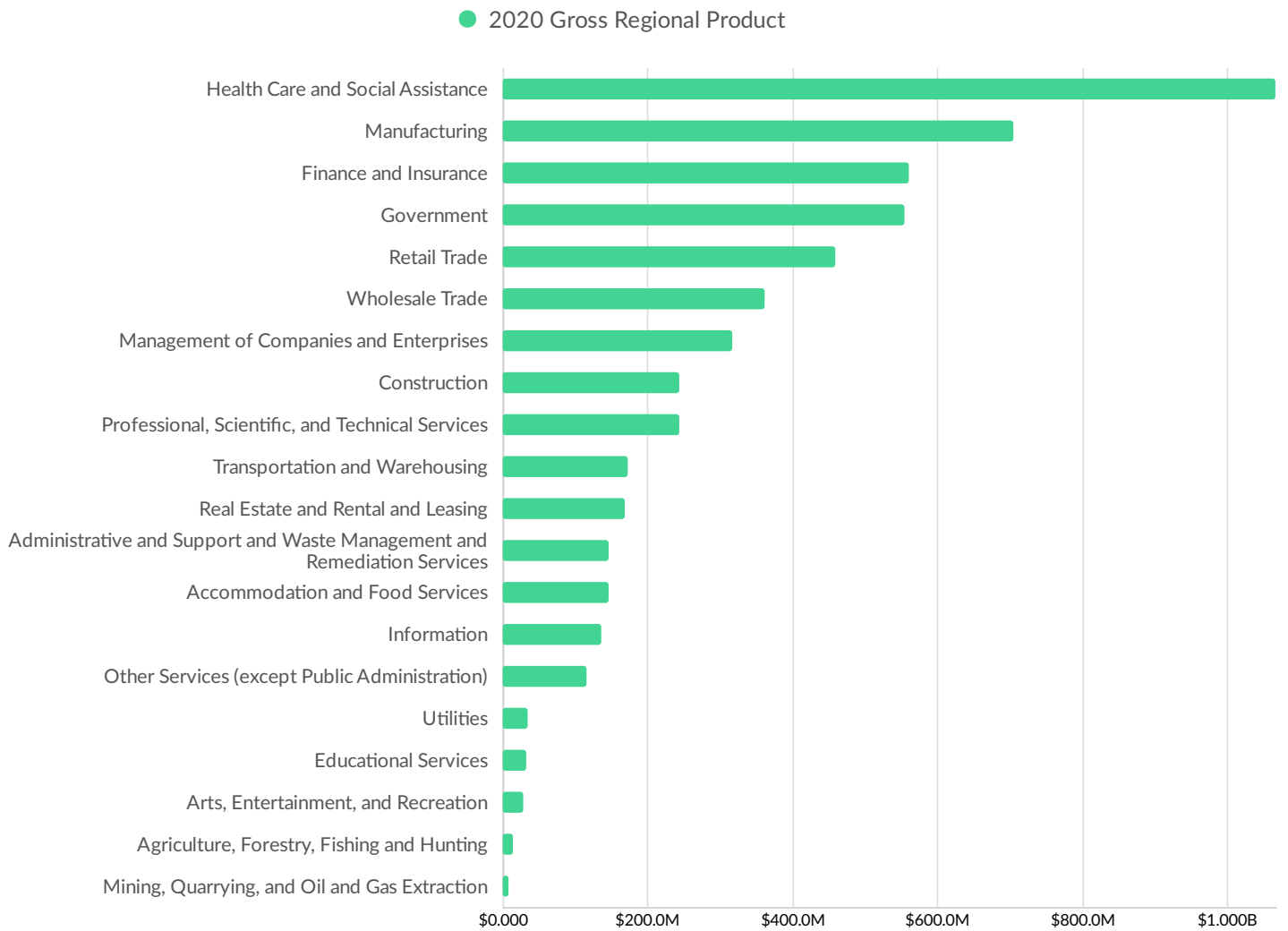
## Top Growing Industries



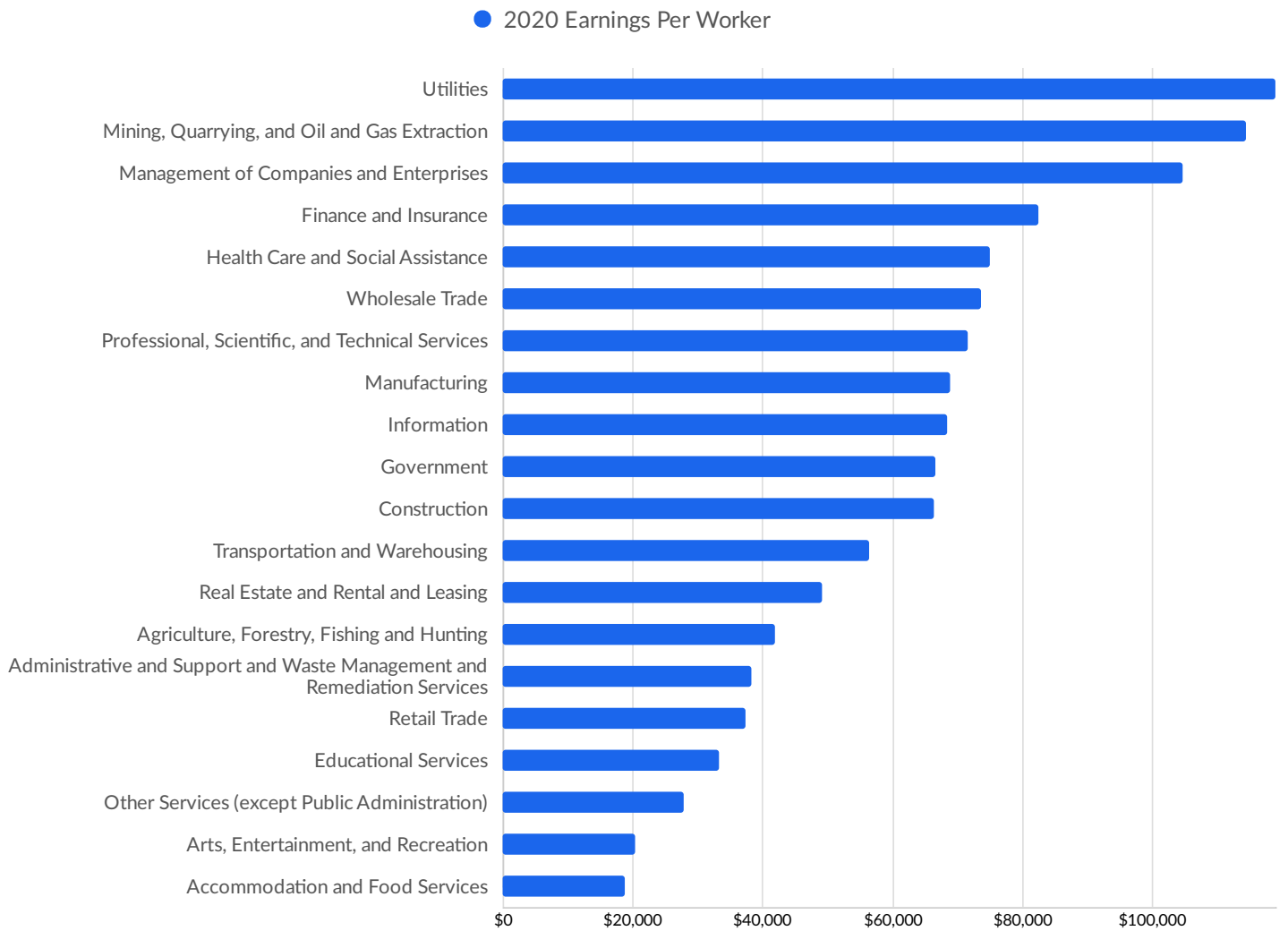
## Top Industry LQ



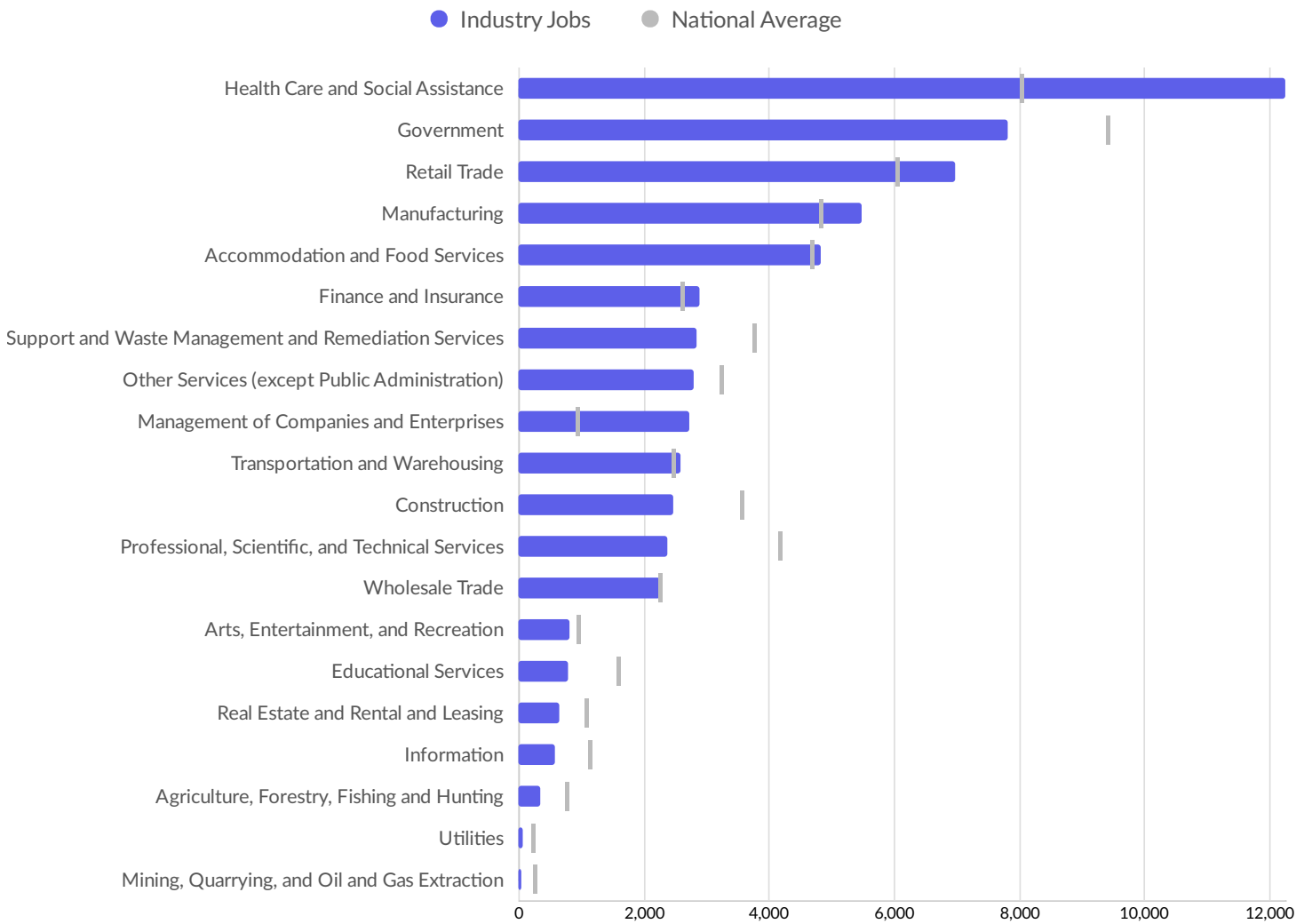
## Top Industry GRP



## Top Industry Earnings























## Largest Industries



## Business Characteristics

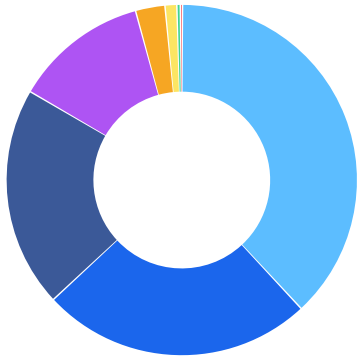
### 9,874 Companies Employ Your Workers

Online profiles for your workers mention 9,874 companies as employers, with the top 10 appearing below. In the last 12 months, 2,657 companies in Eau Claire County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Wisconsin-Madison	1,213 	Mayo Clinic	702 
Mayo Clinic	1,154 	Menard, Inc.	579 
Menard, Inc.	762 	Marshfield Clinic	299 
UnitedHealth Group Incorporate...	499 	Marshfield, LLC	261 
Marshfield Clinic	401 	Dove Healthcare South	223 
Hospital Sisters Health System	393 	Festival Foods	207 
State of Wisconsin	384 	Prevea Health	201 
Peopleadmin, Inc.	364 	Roehl Transport, Inc.	183 
Eau Claire Area School District	329 	Wal-Mart, Inc.	175 
County of Eau Claire	249 	Ashley Furniture Industries, Inc.	161 



## Business Size

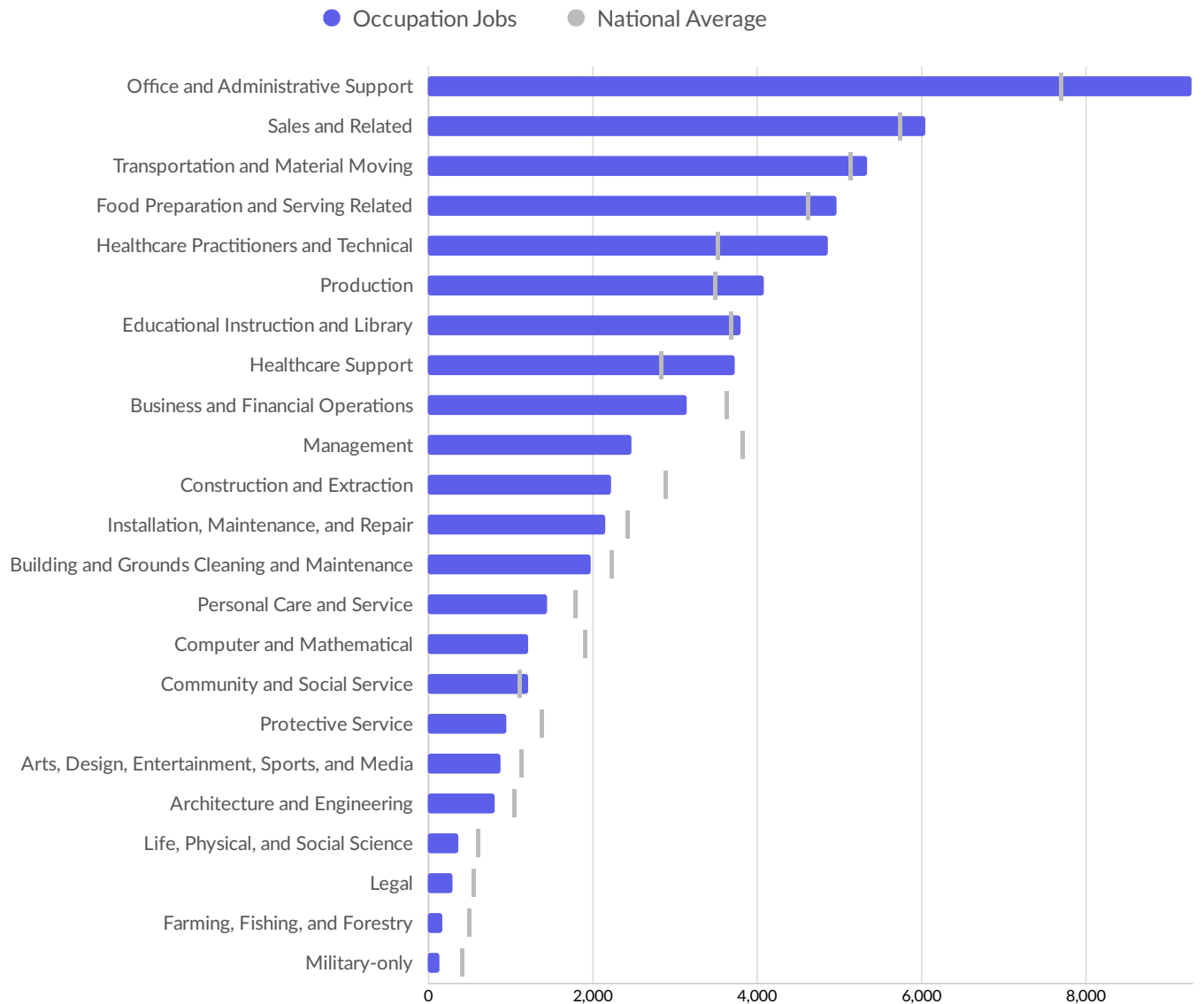


	Percentage	Business Count
1 to 4 employees	38.0%	1,681
5 to 9 employees	25.0%	1,105
10 to 19 employees	20.3%	899
20 to 49 employees	12.3%	546
50 to 99 employees	2.7%	120
100 to 249 employees	1.1%	48
250 to 499 employees	0.3%	14
500+ employees	0.2%	9

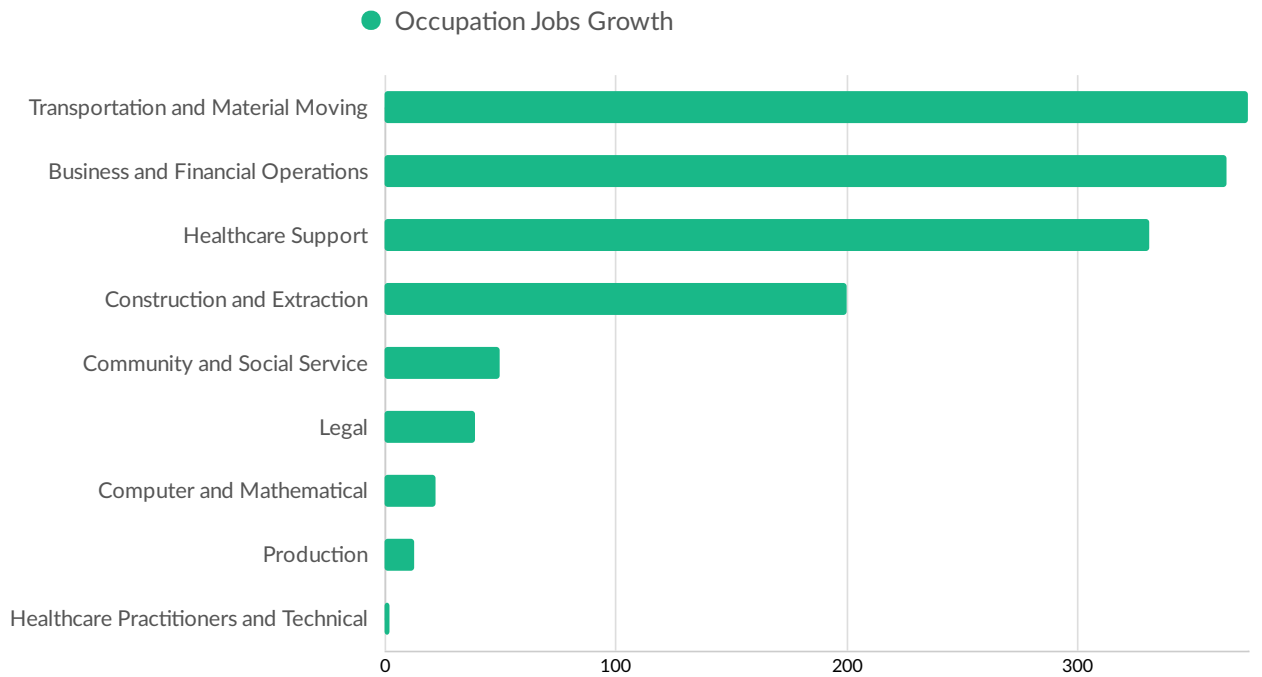
*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

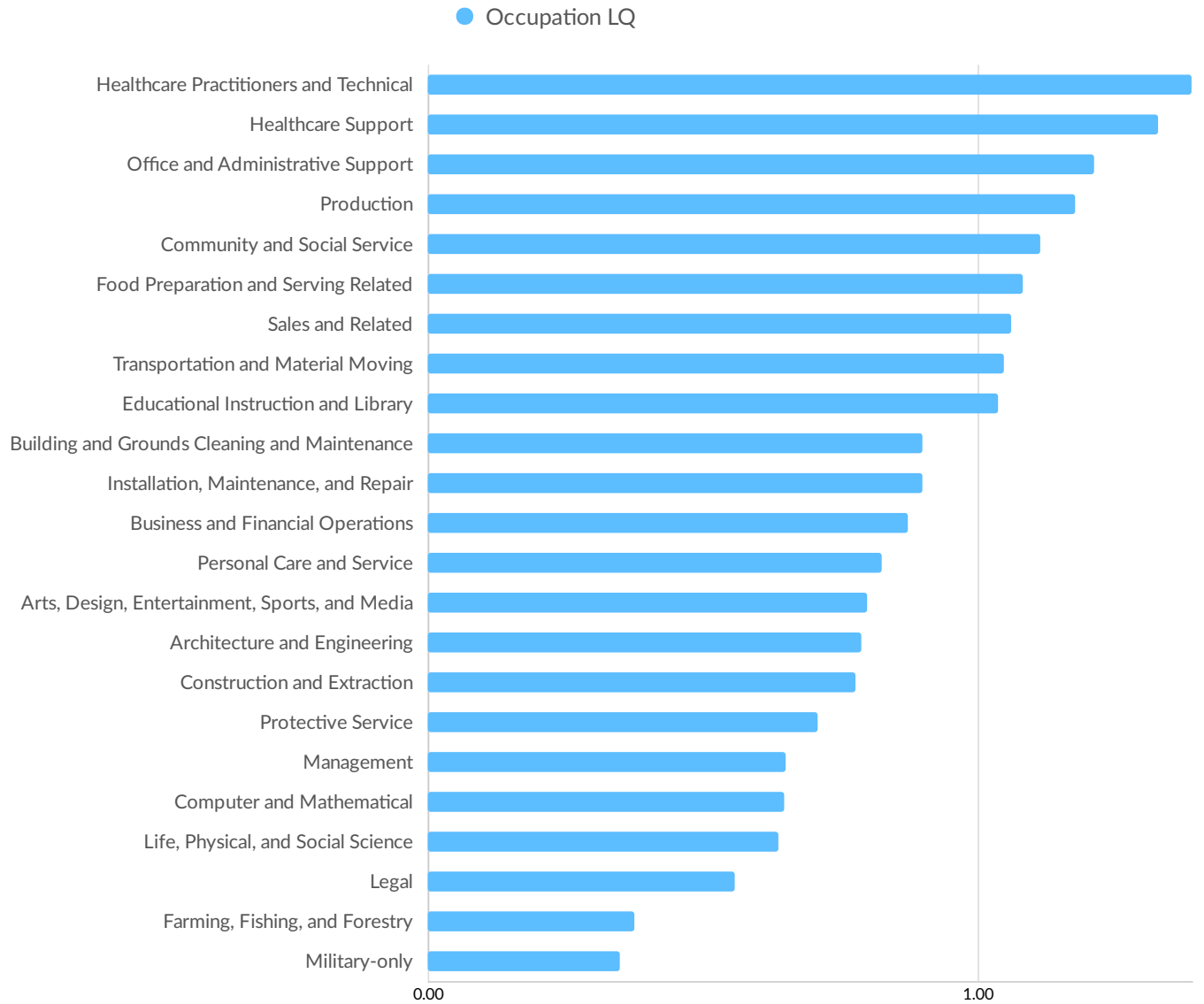
## Largest Occupations



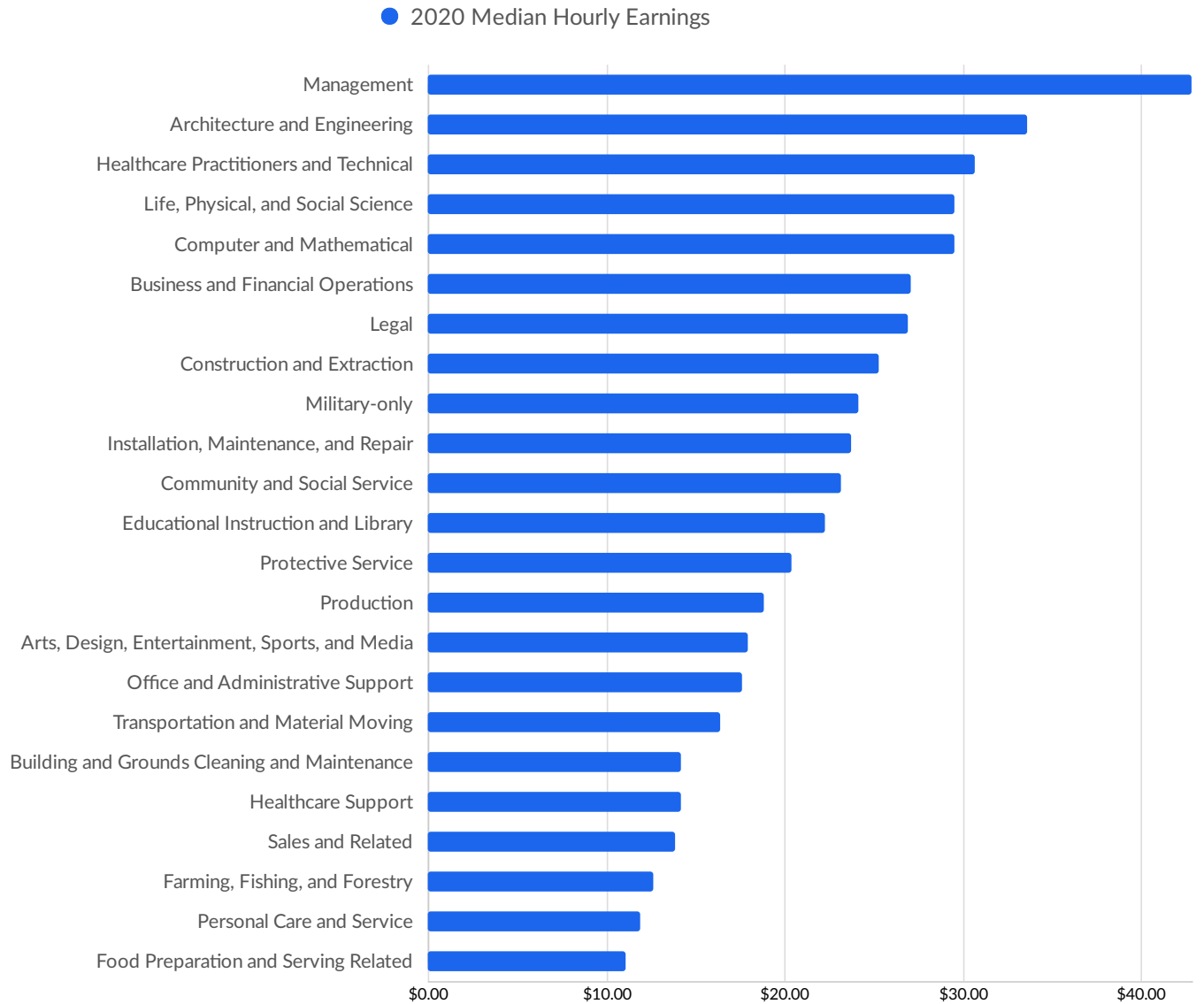
## Top Growing Occupations



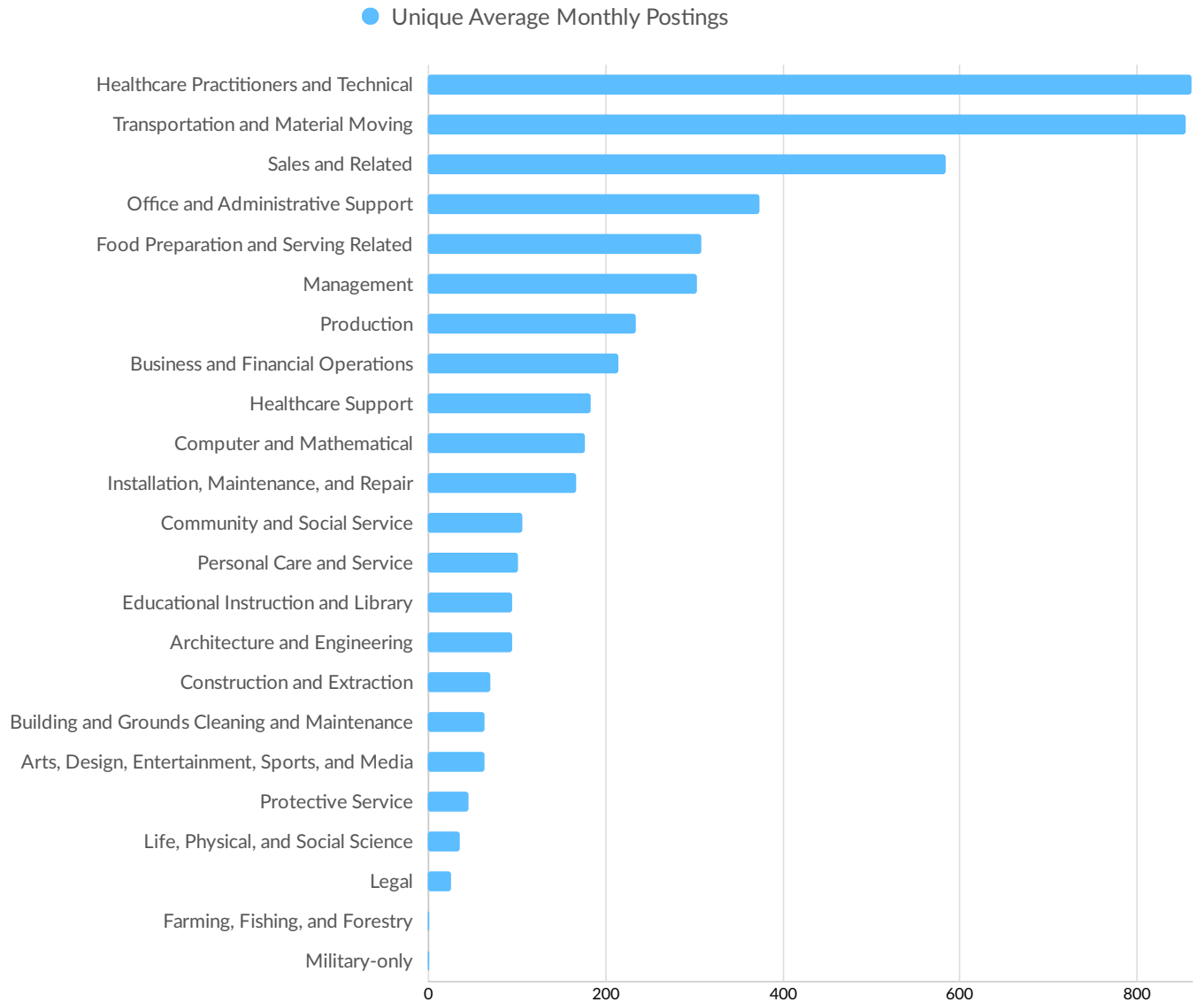
## Top Occupation LQ



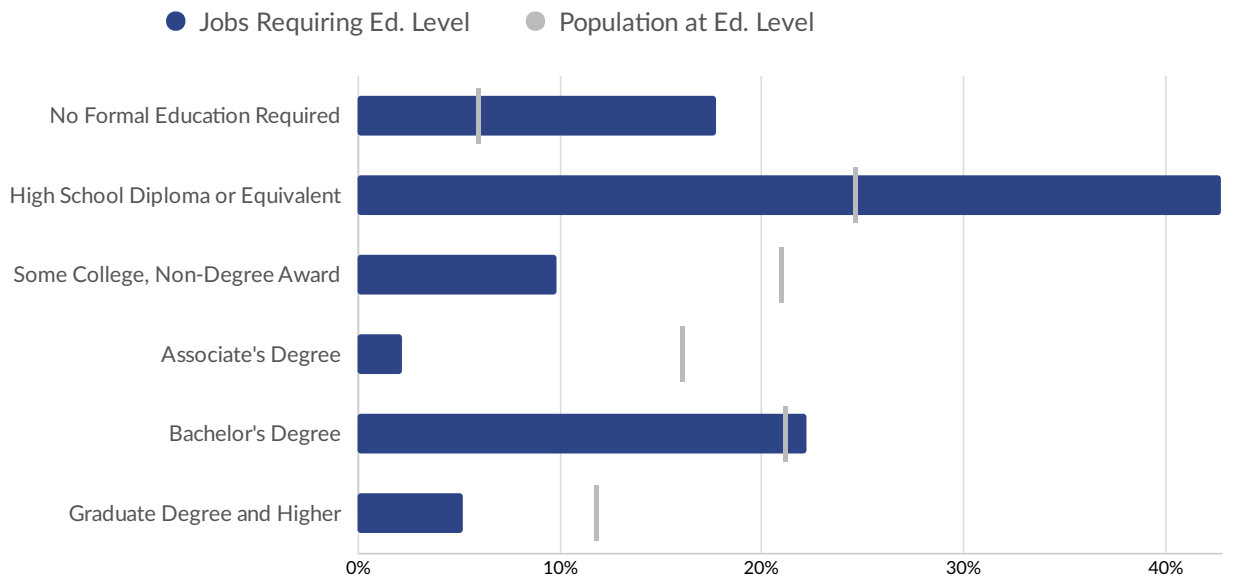
## Top Occupation Earnings



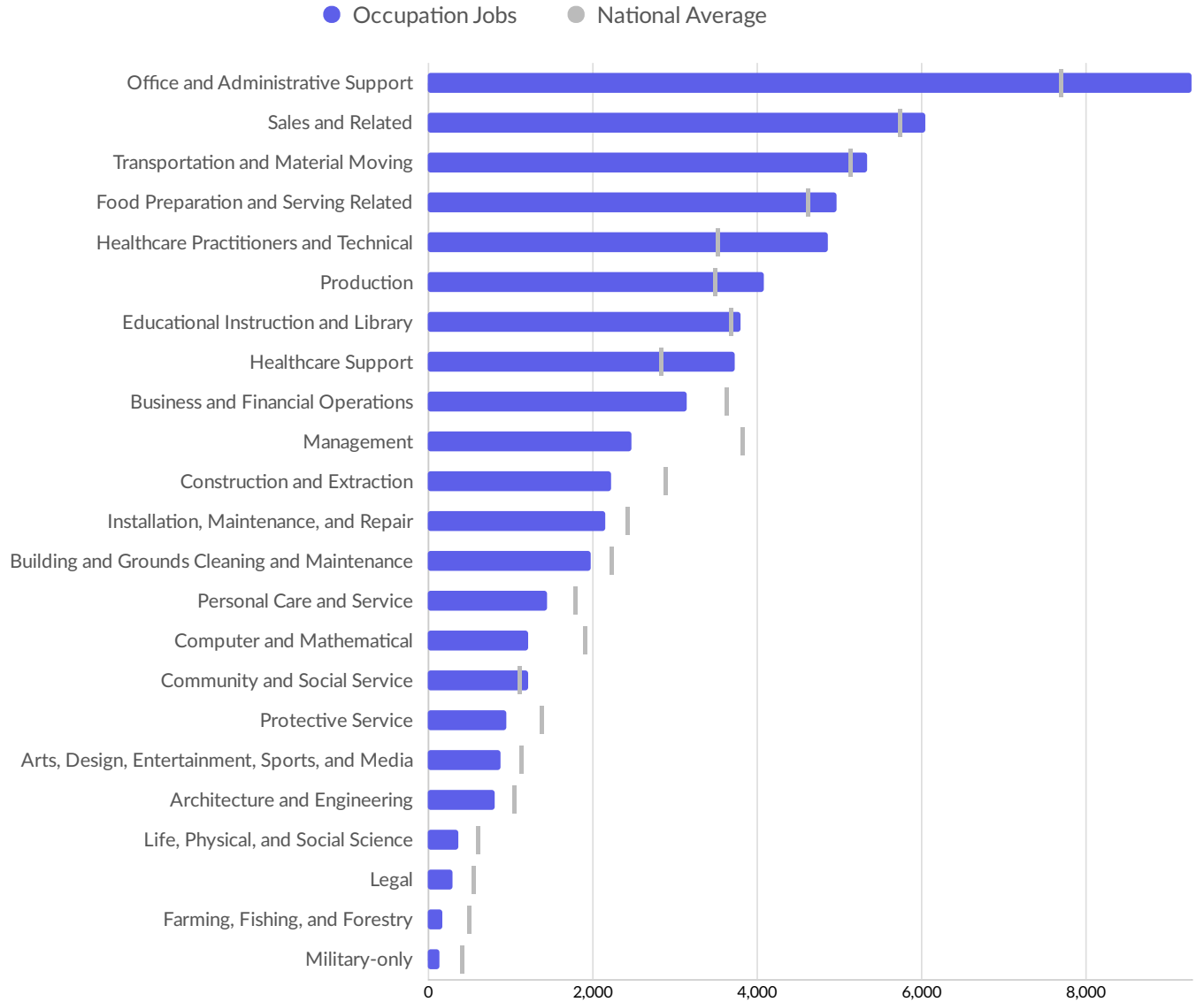
## Top Posted Occupations



## Underemployment



## Largest Occupations





## Educational Pipeline

In 2019, there were 5,221 graduates in Eau Claire County, WI. This pipeline has grown by 13% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Registered Nursing/Registered Nurse, and "Business Administration and Management, General".

School	Total Graduates (2019)	Graduate Trend (2015 - 2019)
University of Wisconsin-Eau Claire	2,772	
Chippewa Valley Technical College	2,415	
The Professional Hair Design Academy	34	
Globe University-Eau Claire	0	

● Certificate   
 ● Associate's   
 ● Bachelor's   
 ● Master's or Higher

# In-Demand Skills

