



Eau Claire County, WI

West Central Wisconsin Regional Planning Commission



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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

55035 Eau Claire 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

105,411

Population (2020)

Population **grew by 3,331** over the last 5 years and is projected to **grow by 2,003** over the next 5 years.

62,532

Total Regional Employment

Jobs **grew by 242** over the last 5 years and are projected to **grow by 1,455** over the next 5 years.

\$59.5K

Median Household Income (2019)

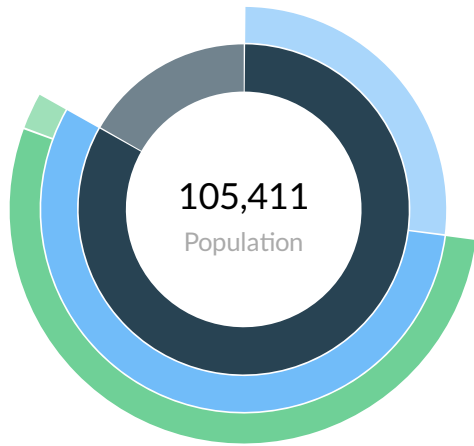
Median household income is **\$3.4K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 3.3%** since 2015, growing by 3,331. Population is expected to **increase by 1.9%** between 2020 and 2025, adding 2,003.
- From 2015 to 2020, jobs **increased by 0.4%** in Eau Claire County, WI from 62,290 to **62,532**. This change **fell short of the national growth rate of 3.1% by 2.7%**. As the number of jobs increased, the **labor force participation rate decreased from 67.6% to 67.6% 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	105,411	59,237	62,532	98.2	\$6.01B	\$6.46B	\$6.70B
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

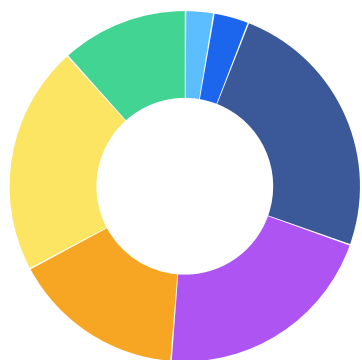
2020 Labor Force Breakdown



	Population
● Total Working Age Population	87,646
● Not in Labor Force (15+)	28,409
● Labor Force	59,237
● Employed	56,509
● Unemployed	2,728
● Under 15	17,765

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).

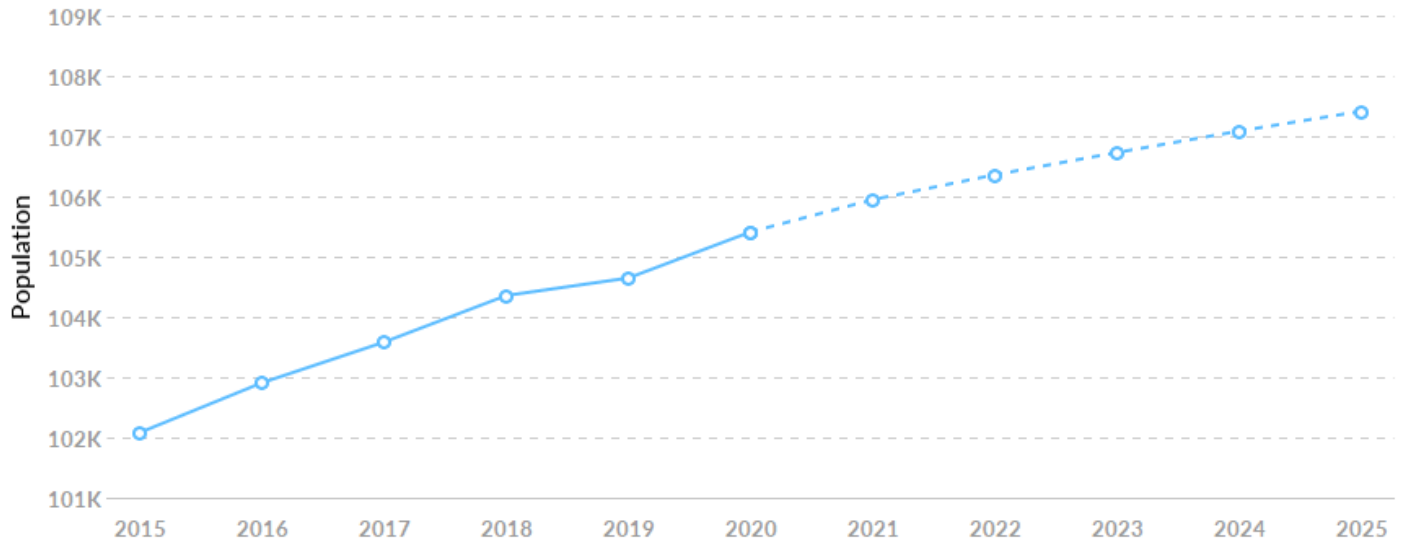


	% of Population	Population
● Less Than 9th Grade	2.6%	1,759
● 9th Grade to 12th Grade	3.2%	2,206
● High School Diploma	24.5%	16,640
● Some College	20.8%	14,144
● Associate's Degree	15.9%	10,827
● Bachelor's Degree	21.1%	14,352
● Graduate Degree and Higher	11.7%	7,961

Historic & Projected Trends

Population Trends

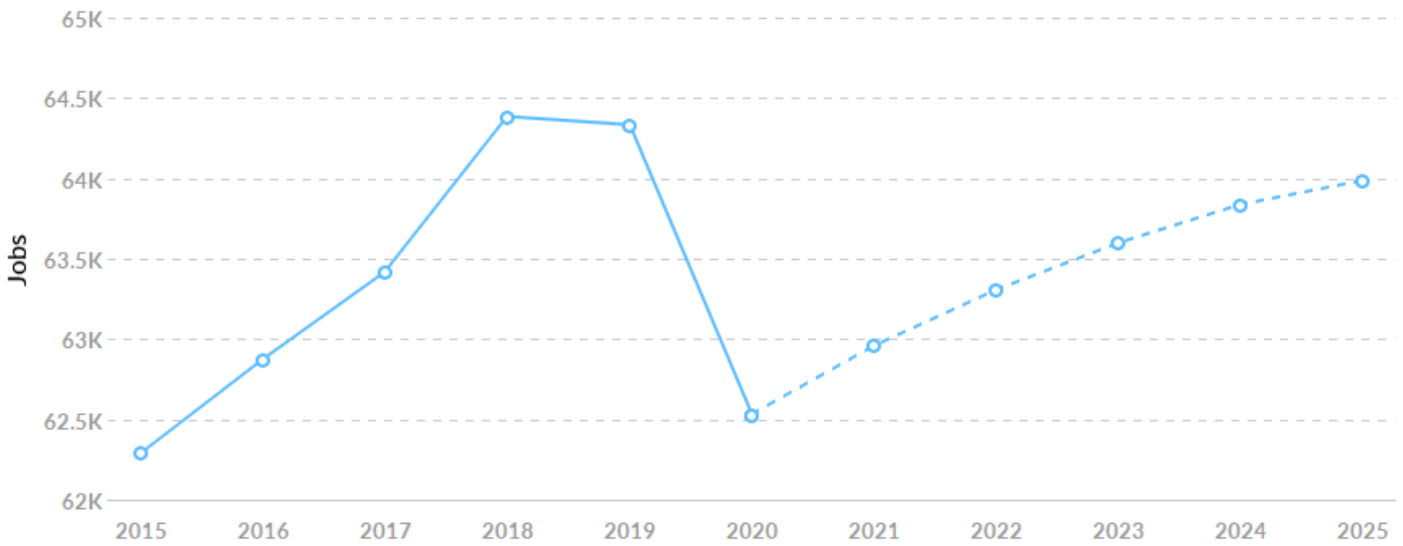
As of 2020 the region's population **increased by 3.3%** since 2015, growing by 3,331. Population is expected to **increase by 1.9%** between 2020 and 2025, adding 2,003.



Timeframe	Population
2015	102,080
2016	102,907
2017	103,582
2018	104,355
2019	104,646
2020	105,411
2021	105,946
2022	106,360
2023	106,729
2024	107,085
2025	107,414

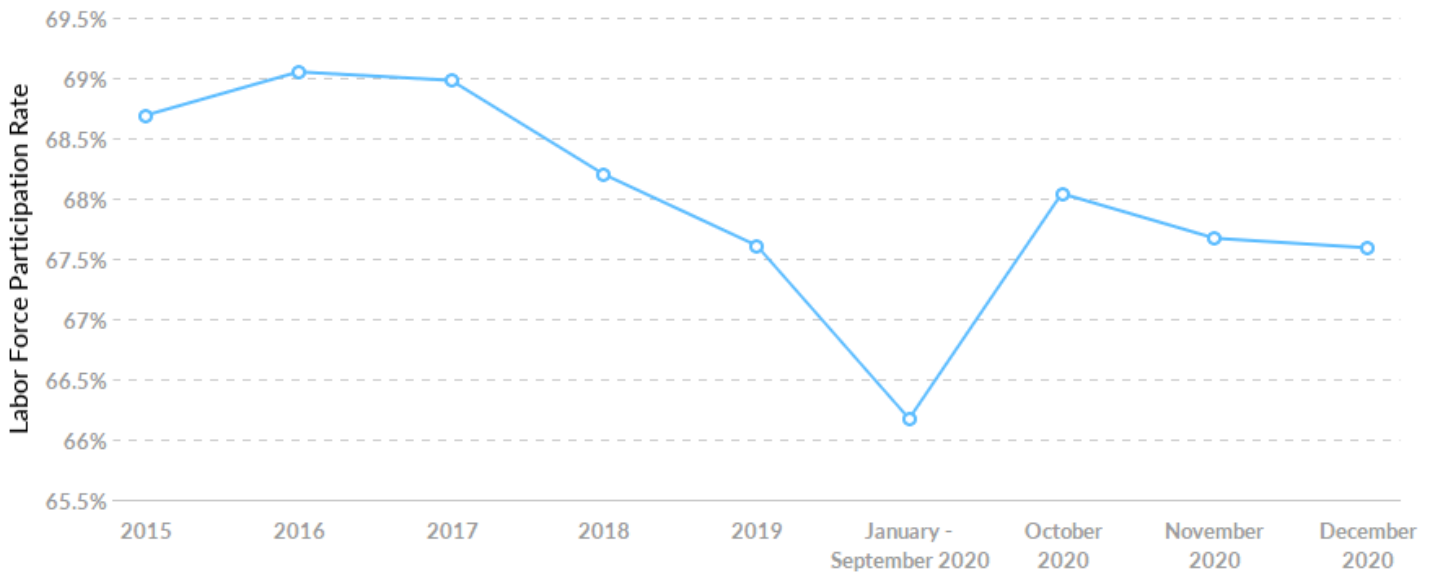
Job Trends

From 2015 to 2020, jobs increased by 0.4% in Eau Claire County, WI from 62,290 to 62,532. This change fell short of the national growth rate of 3.1% by 2.7%.



Timeframe	Jobs
2015	62,290
2016	62,875
2017	63,419
2018	64,385
2019	64,334
2020	62,532
2021	62,958
2022	63,306
2023	63,598
2024	63,837
2025	63,987

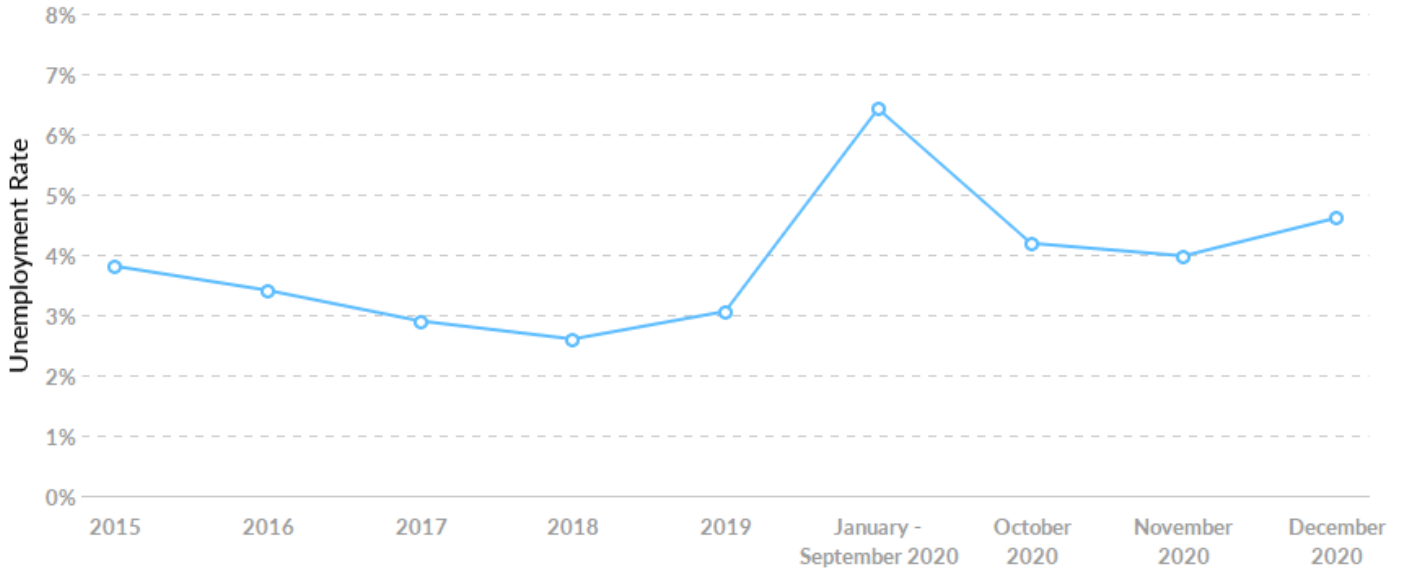
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	68.69%
2016	69.05%
2017	68.98%
2018	68.20%
2019	67.61%
January - September 2020	66.17%
October 2020	68.04%
November 2020	67.67%
December 2020	67.59%

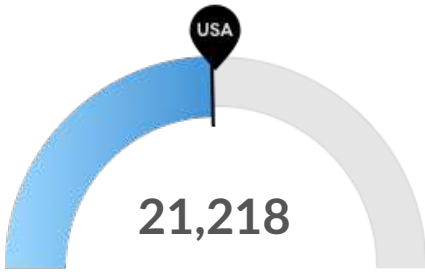
Unemployment Rate Trends

Eau Claire County, WI had a December 2020 unemployment rate of 4.61%, **increasing from 3.81%** 5 years before.



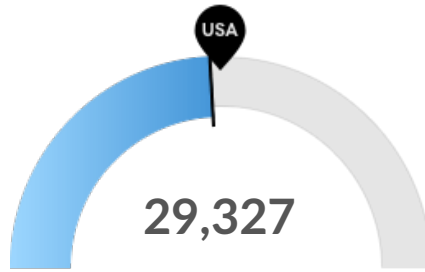
Timeframe	Unemployment Rate
2015	3.81%
2016	3.41%
2017	2.90%
2018	2.60%
2019	3.06%
January - September 2020	6.42%
October 2020	4.19%
November 2020	3.98%
December 2020	4.61%

Population Characteristics



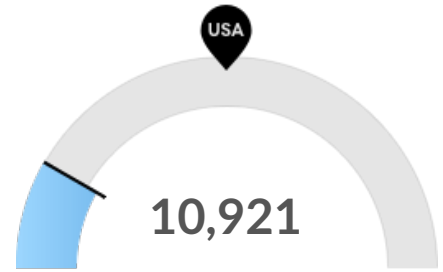
Millennials

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



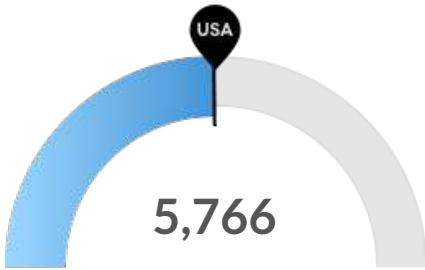
Retiring Soon

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.



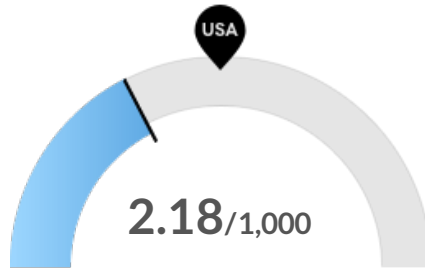
Racial Diversity

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.



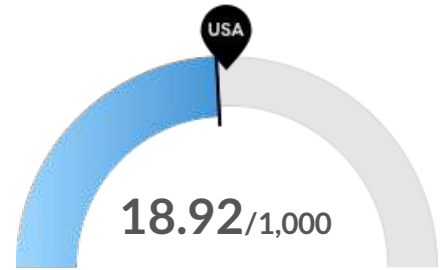
Veterans

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.

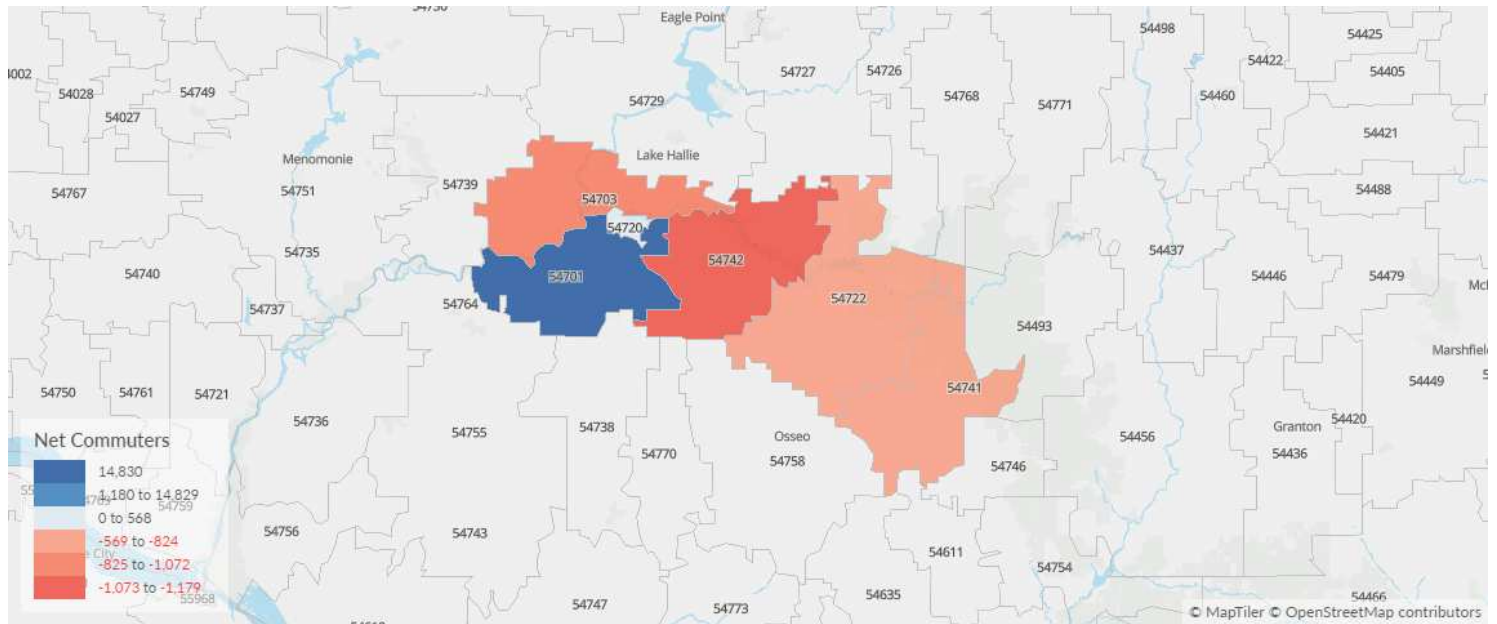


Property Crime

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

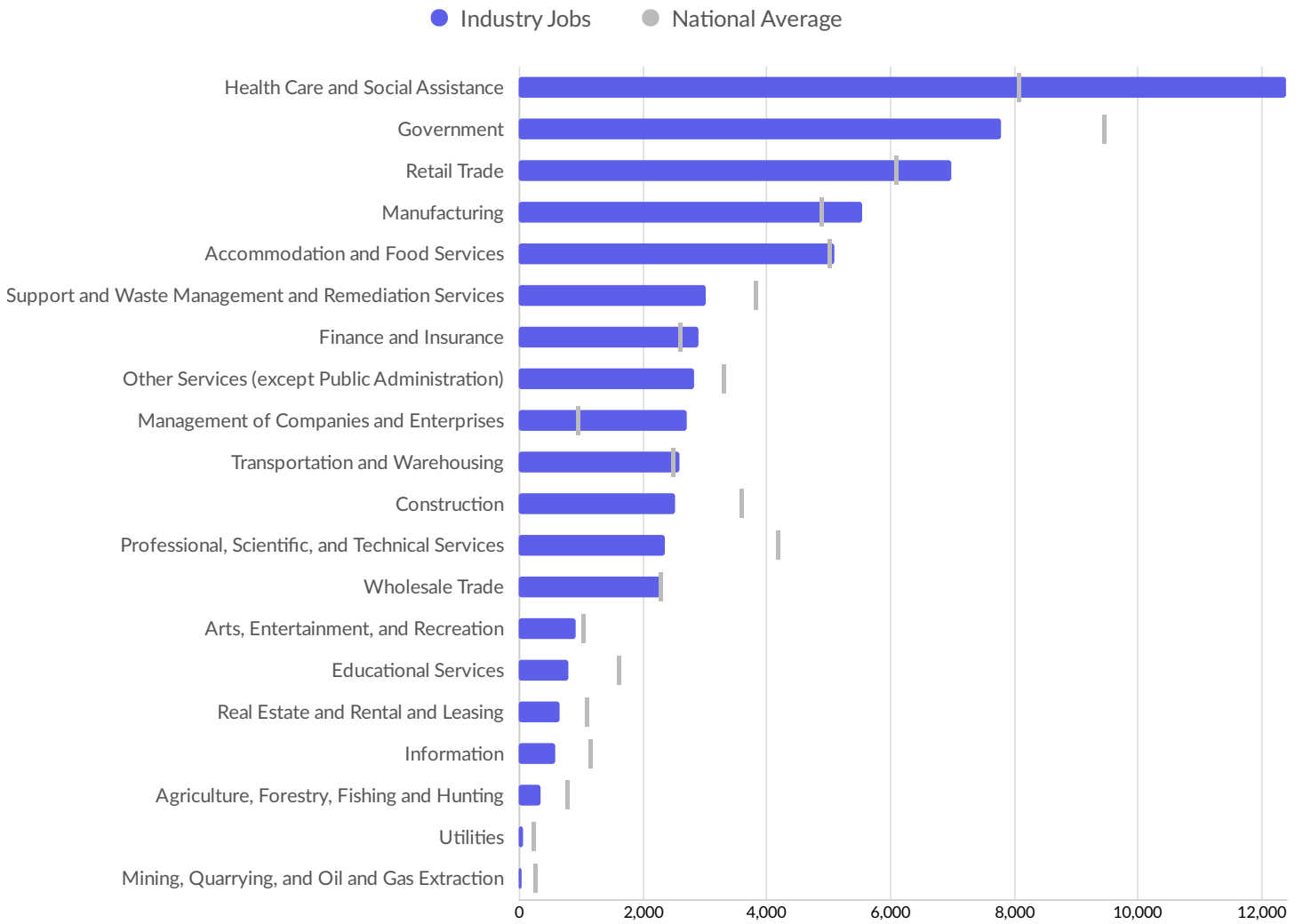
ZIP	Name	2020 Employment
54701	Eau Claire, WI (in Eau C...	33,079
54703	Eau Claire, WI (in Eau C...	20,962
54720	Altoona, WI (in Eau Clai...	4,207
54702	Eau Claire, WI (in Eau C...	1,745
54742	Fall Creek, WI (in Eau C...	1,286

Where Talent Lives

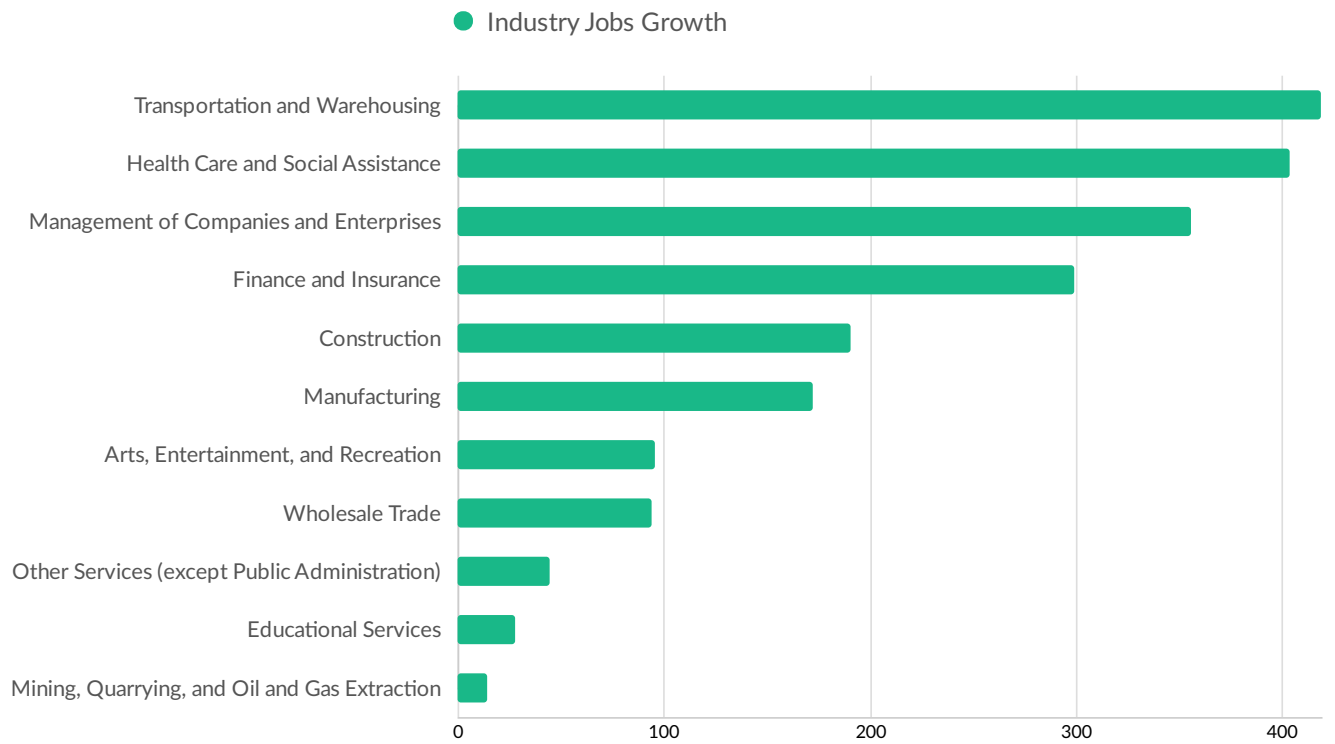
ZIP	Name	2020 Workers
54703	Eau Claire, WI (in Eau C...	21,787
54701	Eau Claire, WI (in Eau C...	18,249
54720	Altoona, WI (in Eau Clai...	3,815
54742	Fall Creek, WI (in Eau C...	2,359
54722	Augusta, WI (in Eau Cla...	1,620

Industry Characteristics

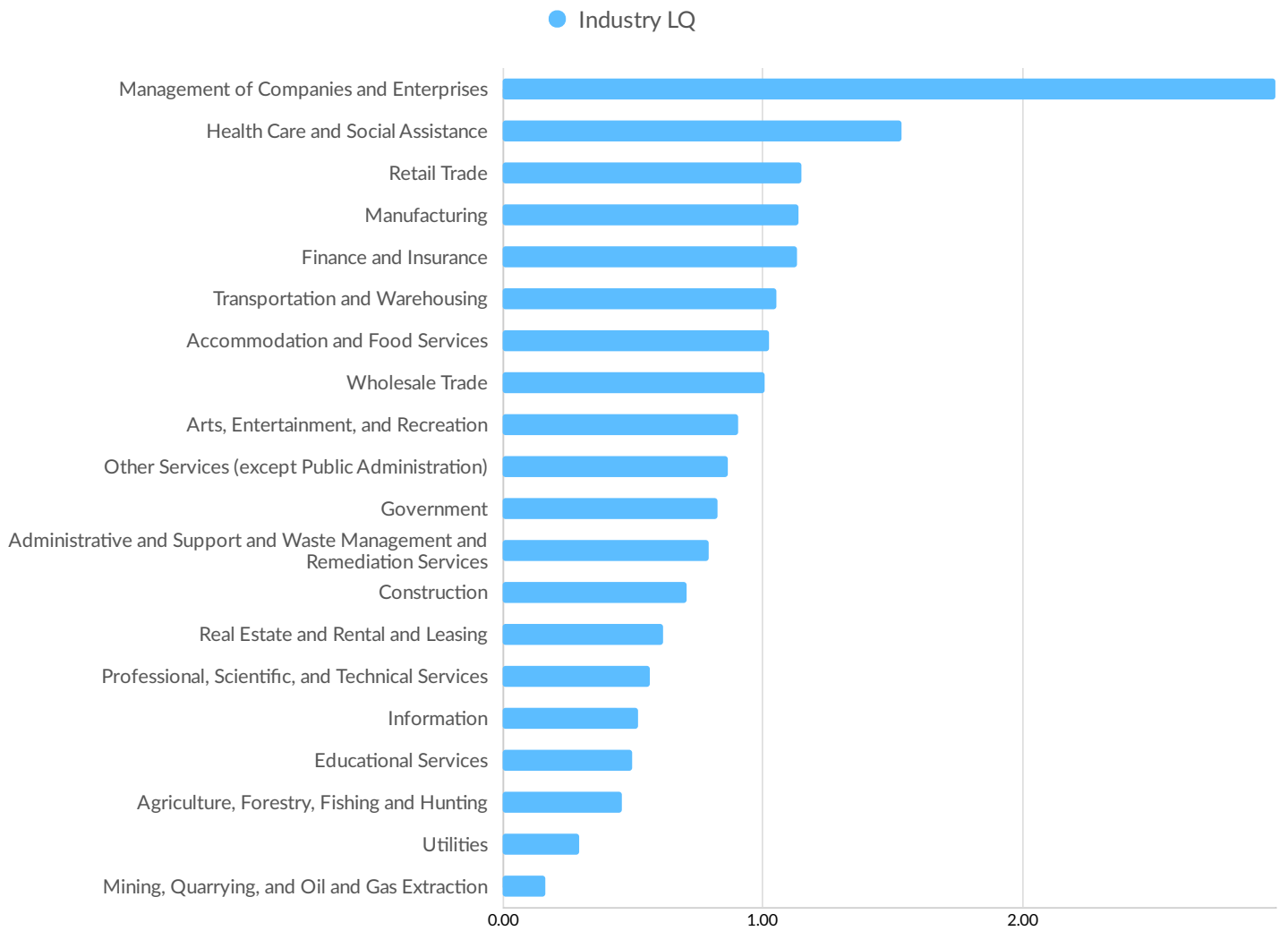
Largest Industries



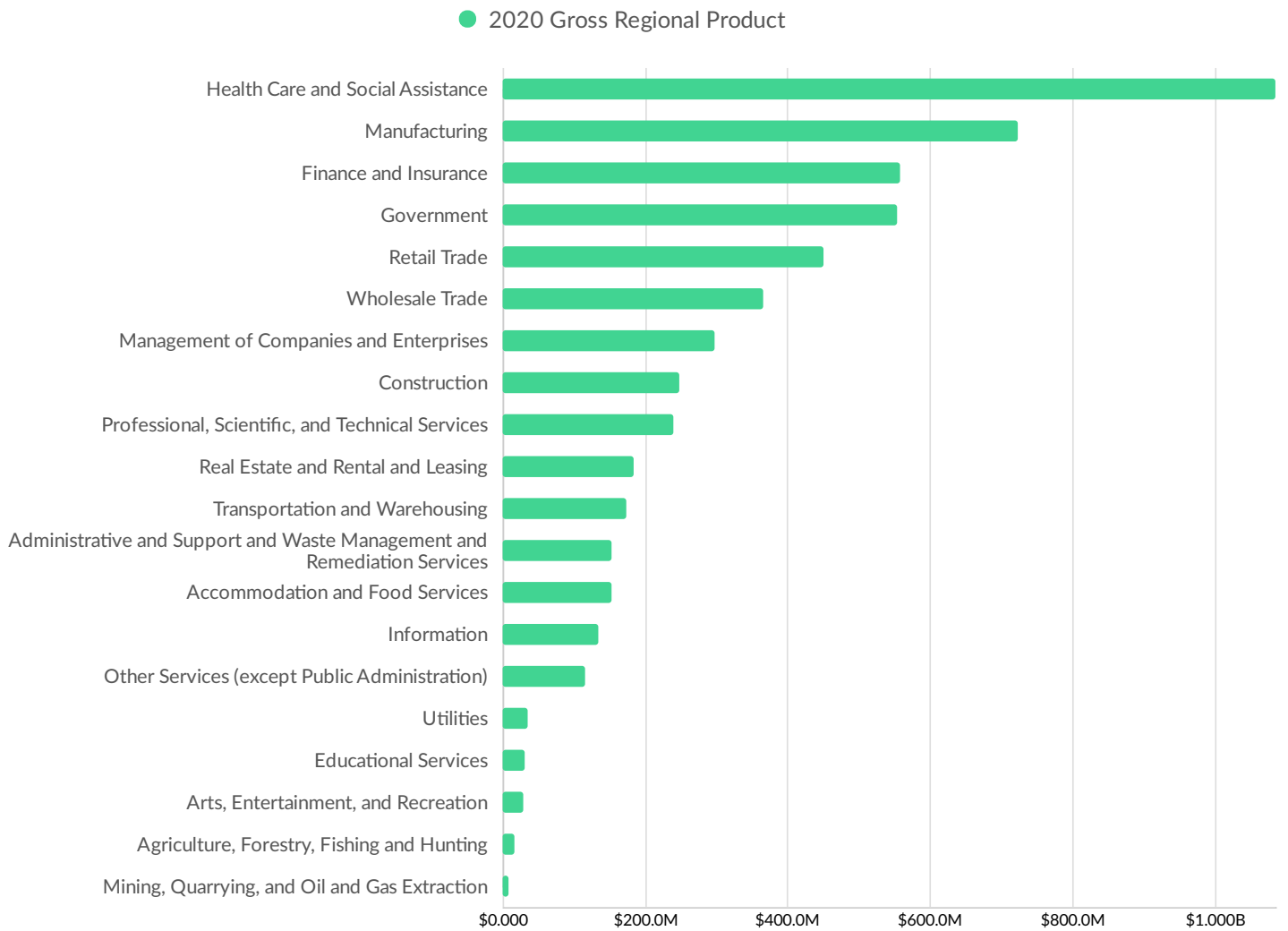
Top Growing Industries



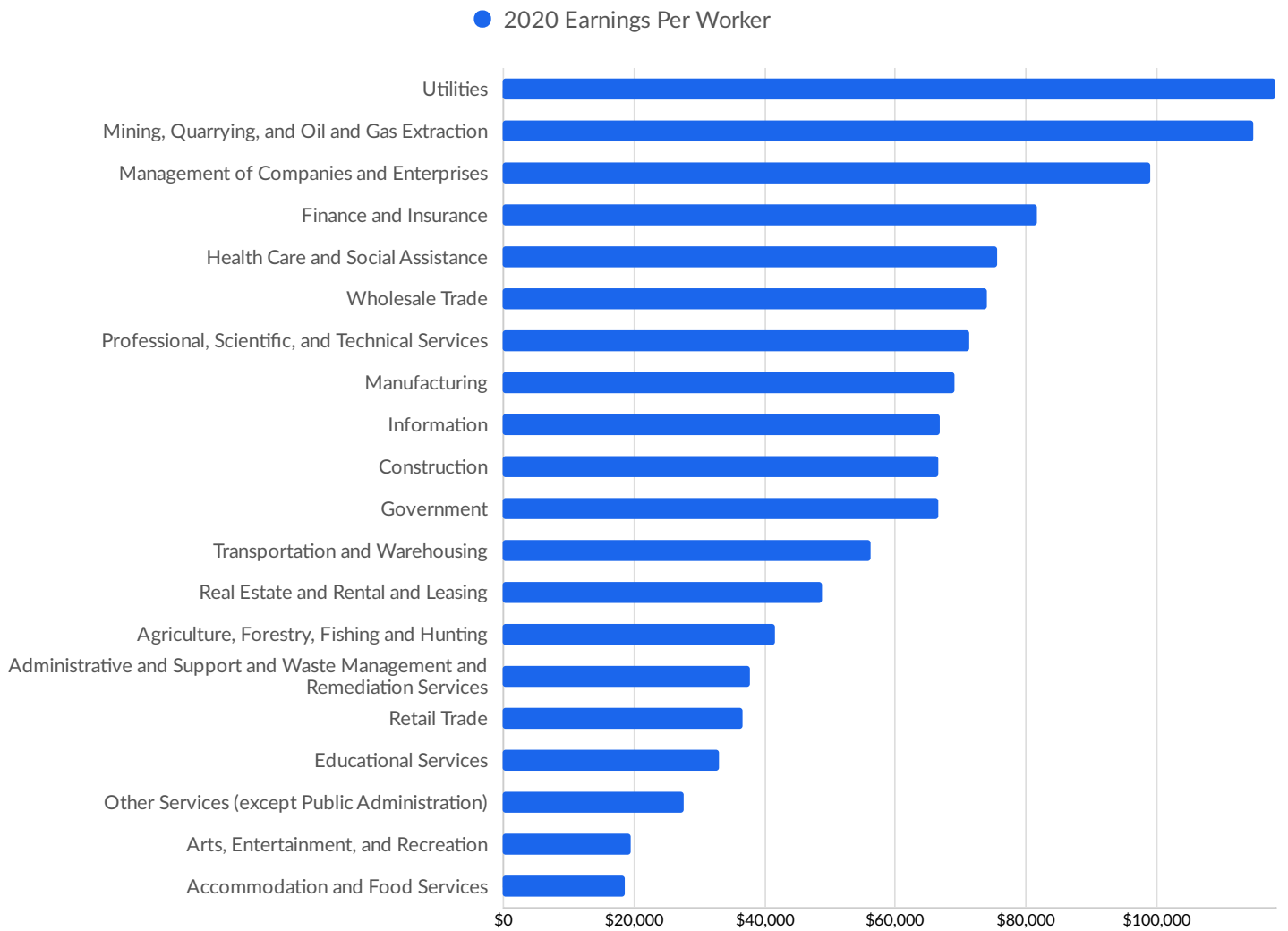
Top Industry LQ



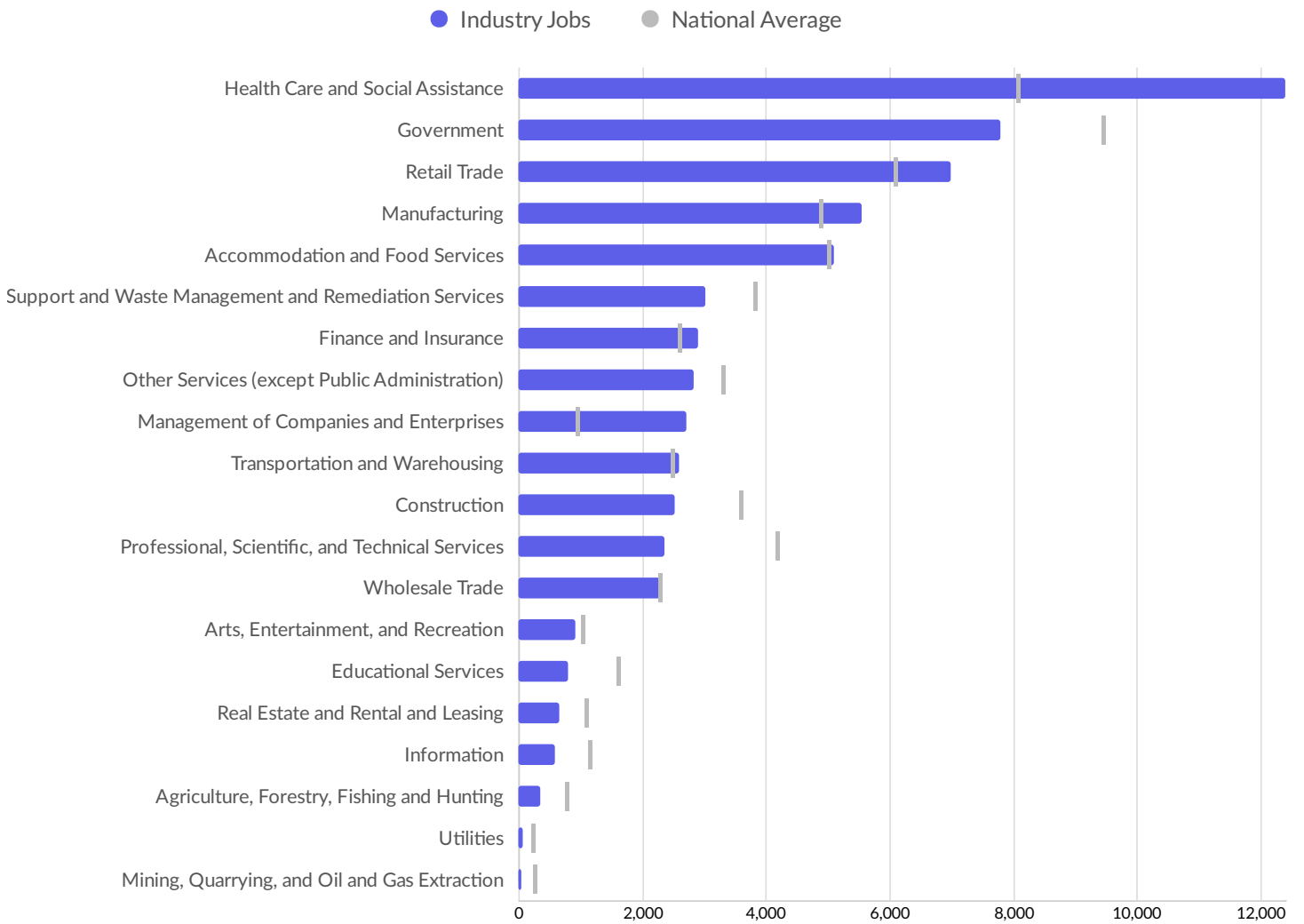
Top Industry GRP



Top Industry Earnings























Largest Industries



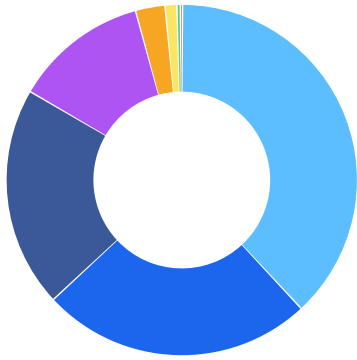
Business Characteristics

11,407 Companies Employ Your Workers

Online profiles for your workers mention 11,407 companies as employers, with the top 10 appearing below. In the last 12 months, 2,547 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	1,100 	Mayo Clinic	621 
Mayo Clinic	980 	Menard, Inc.	558 
Menard, Inc.	703 	Marshfield Clinic	383 
UnitedHealth Group Incorporate...	438 	Prevea Health	246 
State of Wisconsin	369 	Marshfield, LLC	195 
Hospital Sisters Health System	359 	Festival Foods	193 
Marshfield Clinic	359 	Army National Guard	181 
Peopleadmin, Inc.	341 	Growing People and Companies	170 
Eau Claire Area School District	269 	HealthCare Employment Netwo...	170 
County of Eau Claire	231 	Dove Healthcare South	166 

Business Size

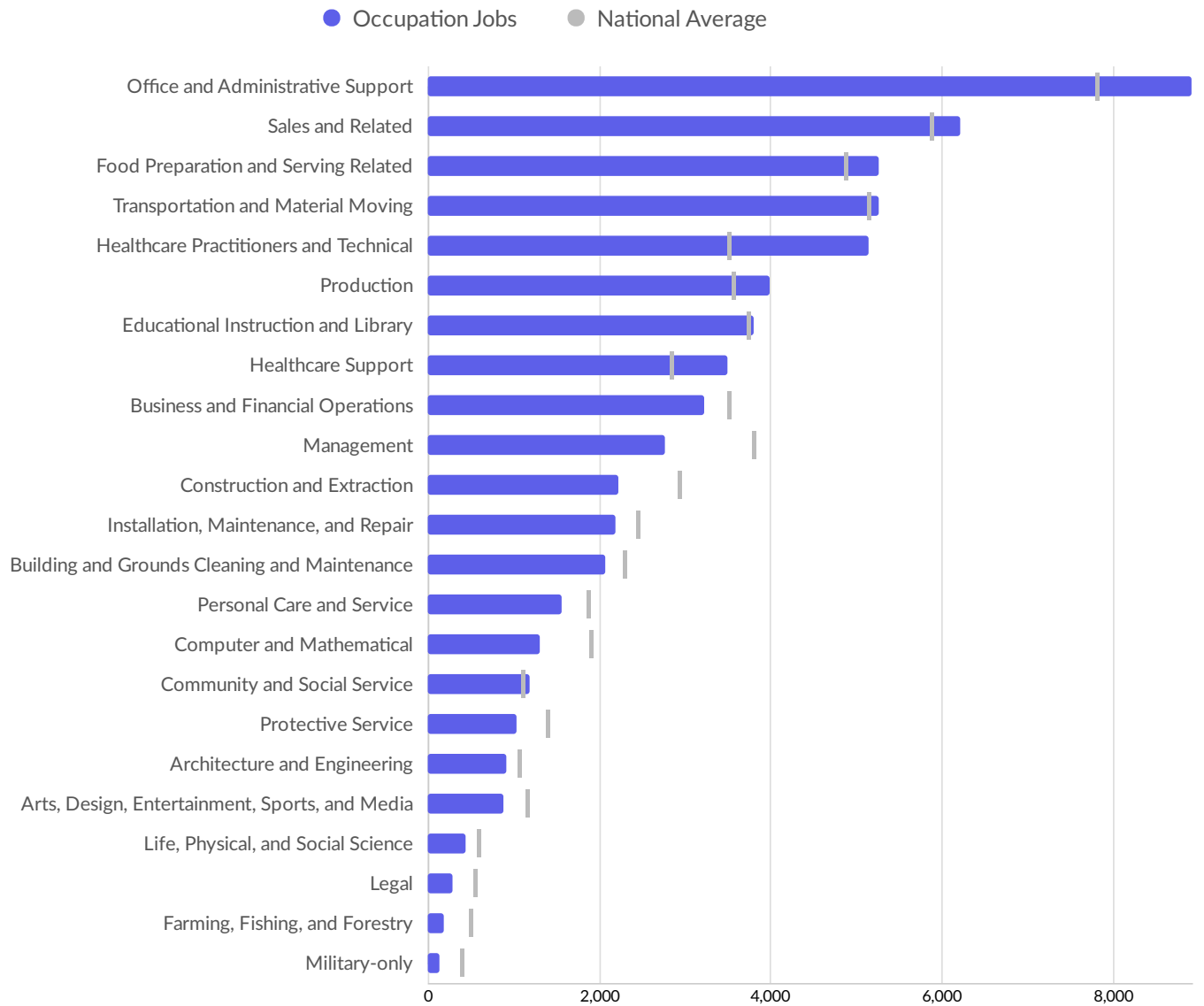


	Percentage	Business Count
1 to 4 employees	38.0%	1,681
5 to 9 employees	25.0%	1,105
10 to 19 employees	20.3%	899
20 to 49 employees	12.3%	546
50 to 99 employees	2.7%	120
100 to 249 employees	1.1%	48
250 to 499 employees	0.3%	14
500+ employees	0.2%	9

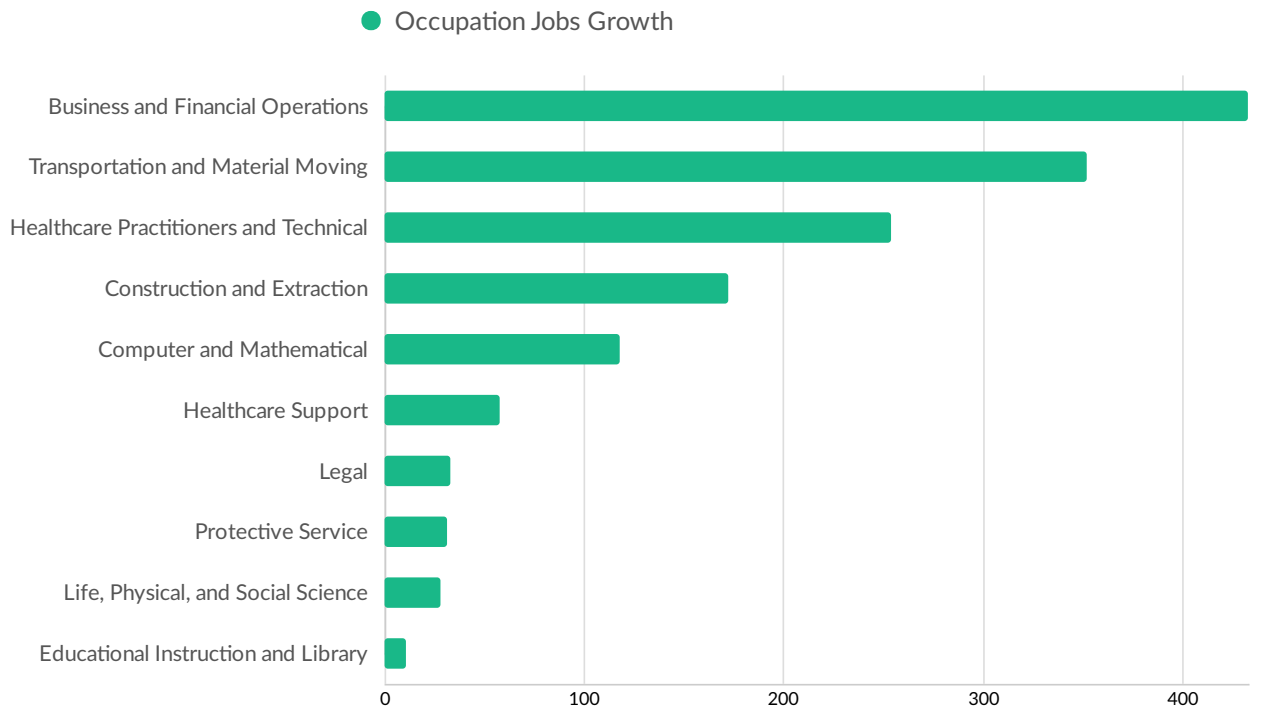
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

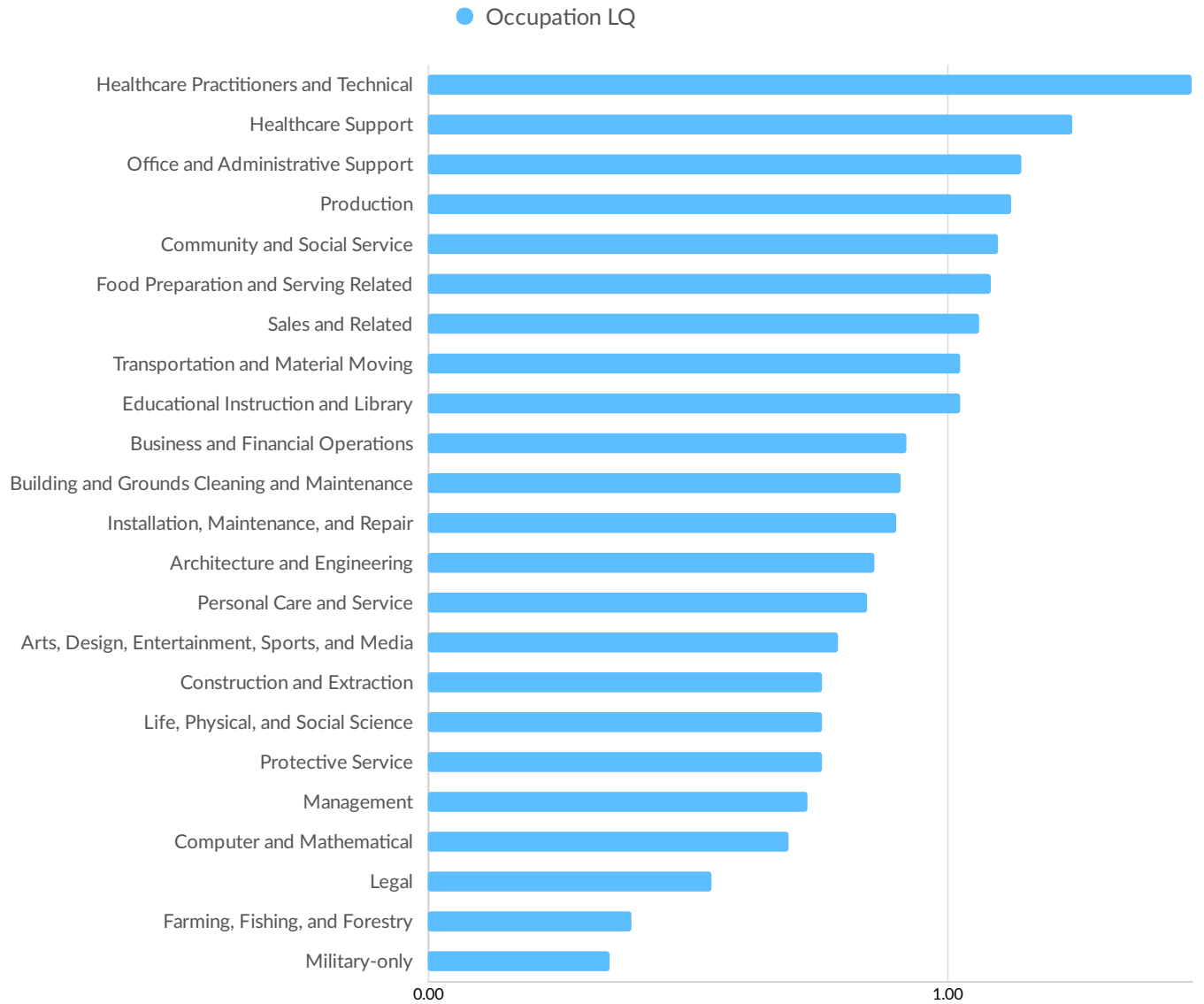
Largest Occupations



Top Growing Occupations



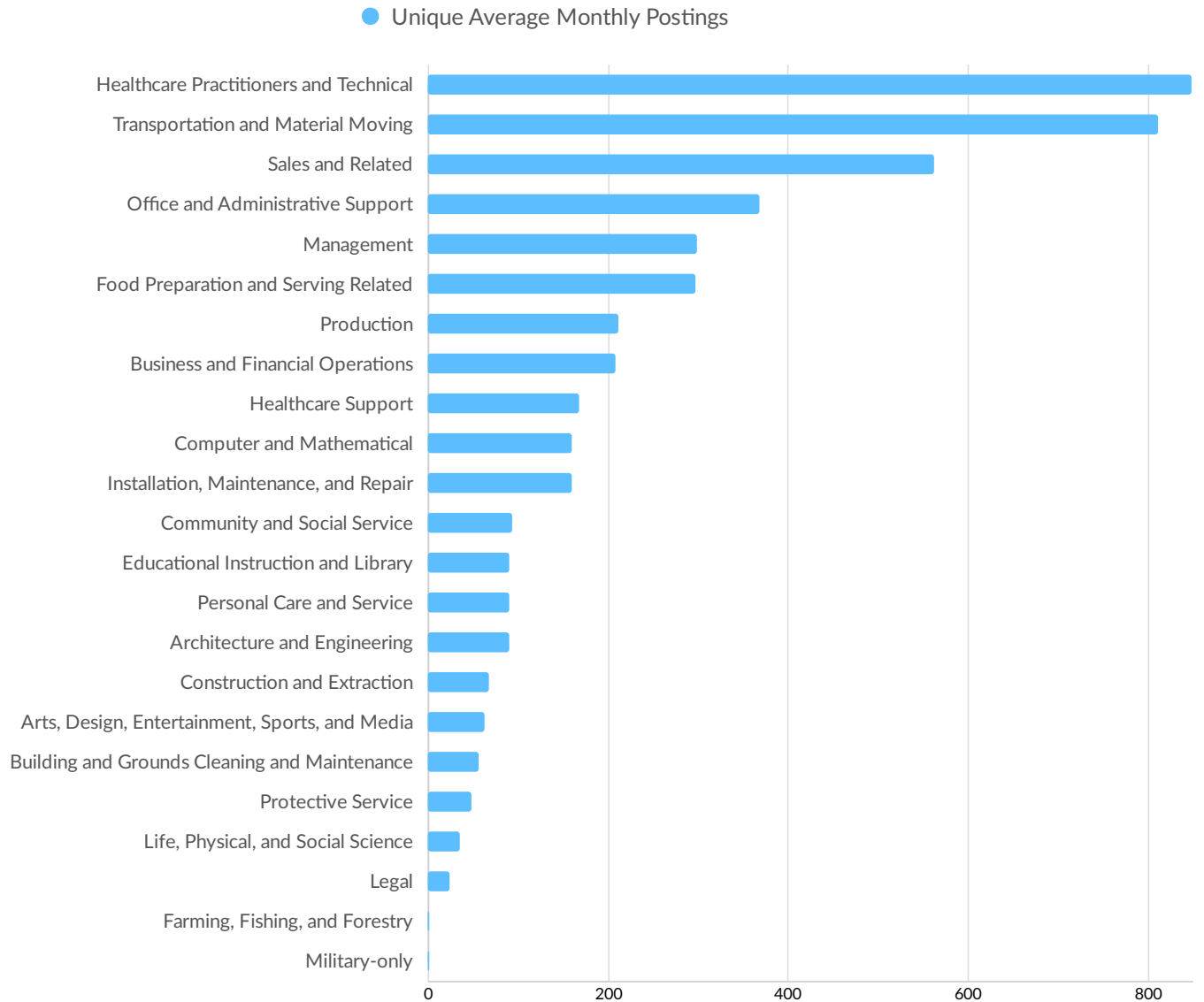
Top Occupation LQ



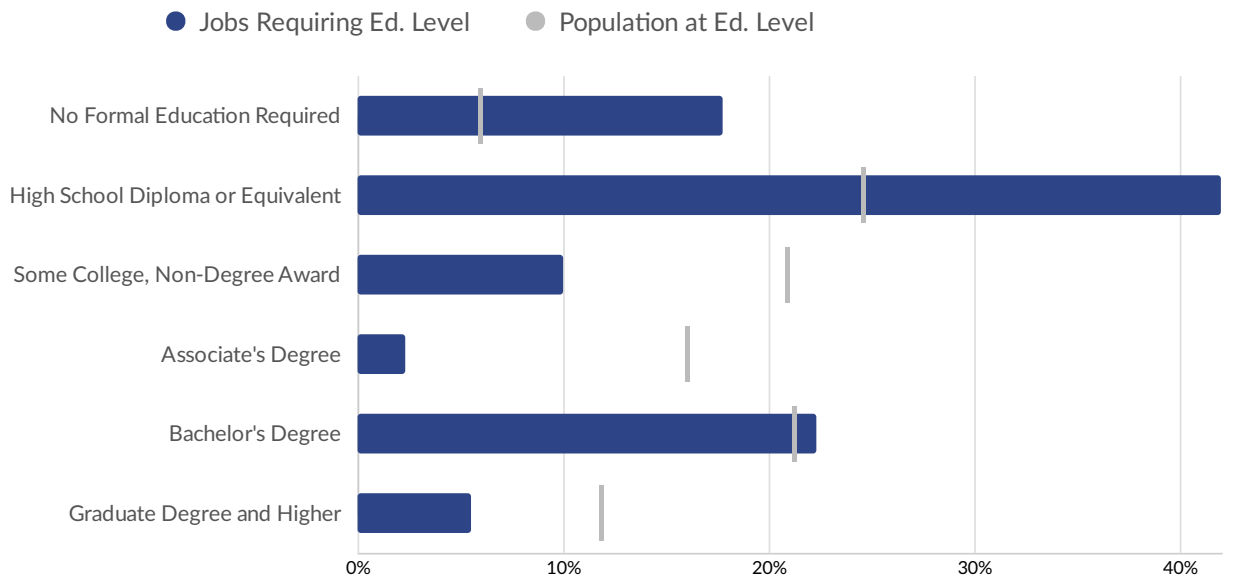
Top Occupation Earnings



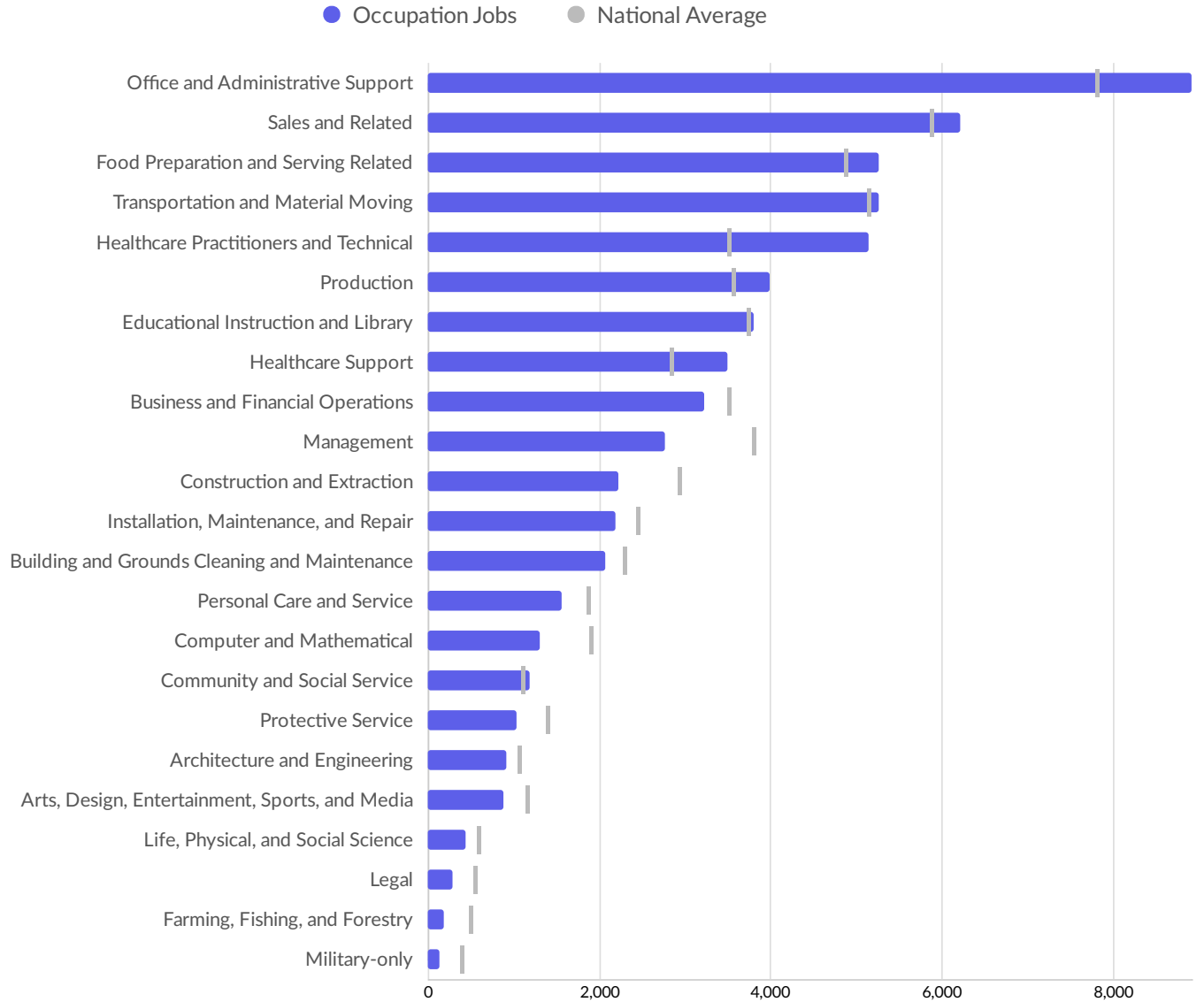
Top Posted Occupations



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

