

WCWRPC Region

West Central Wisconsin Regional Planning Commission



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Report Parameters

7 Counties

55005	Barron County, WI
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55017	Chippewa County, WI
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55019	Clark County, WI
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55033	Dunn County, WI
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55035	Eau Claire County, WI
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55095	Polk County, WI
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55109	St. Croix 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 areas.

Economy Overview

431,691

Population (2020)

Population **grew by 11,851** over the last 5 years and is projected to **grow by 8,736** over the next 5 years.

202,124

Total Regional Employment

Jobs **grew by 826** over the last 5 years and are projected to **grow by 6,147** over the next 5 years.

\$54.6K

Avg. Earnings Per Job (2020)

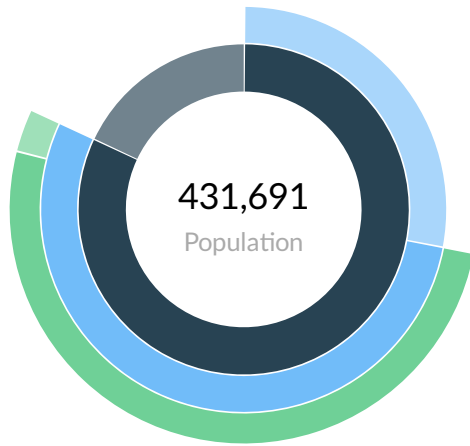
Regional average earnings per job are **\$16.3K below** the national average earnings of \$70.9K per job.

Takeaways

- As of 2020 the region's population **increased by 2.8%** since 2015, growing by 11,851. Population is expected to **increase by 2.0%** between 2020 and 2025, adding 8,736.
- From 2015 to 2020, jobs **increased by 0.4%** in WCWRPC Region from 201,297 to **202,124**. 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 67.0% to 65.9% between 2015 and 2020**.
- Concerning educational attainment, **18.4% of the selected regions' residents possess a Bachelor's Degree** (1.7% below the national average), and **14.5% hold an Associate's Degree** (5.9% above the national average).
- The top three industries in 2020 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	431,691	233,037	202,124	98.3	\$19.38B	\$28.01B	\$23.23B
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

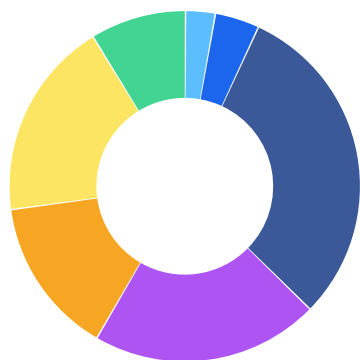
2020 Labor Force Breakdown



	Population
● Total Working Age Population	353,578
● Not in Labor Force (15+)	120,541
● Labor Force	233,037
● Employed	220,170
● Unemployed	12,867
● Under 15	78,112

Educational Attainment

Concerning educational attainment, **18.4% of the selected regions' residents possess a Bachelor's Degree** (1.7% below the national average), and **14.5% hold an Associate's Degree** (5.9% above the national average).

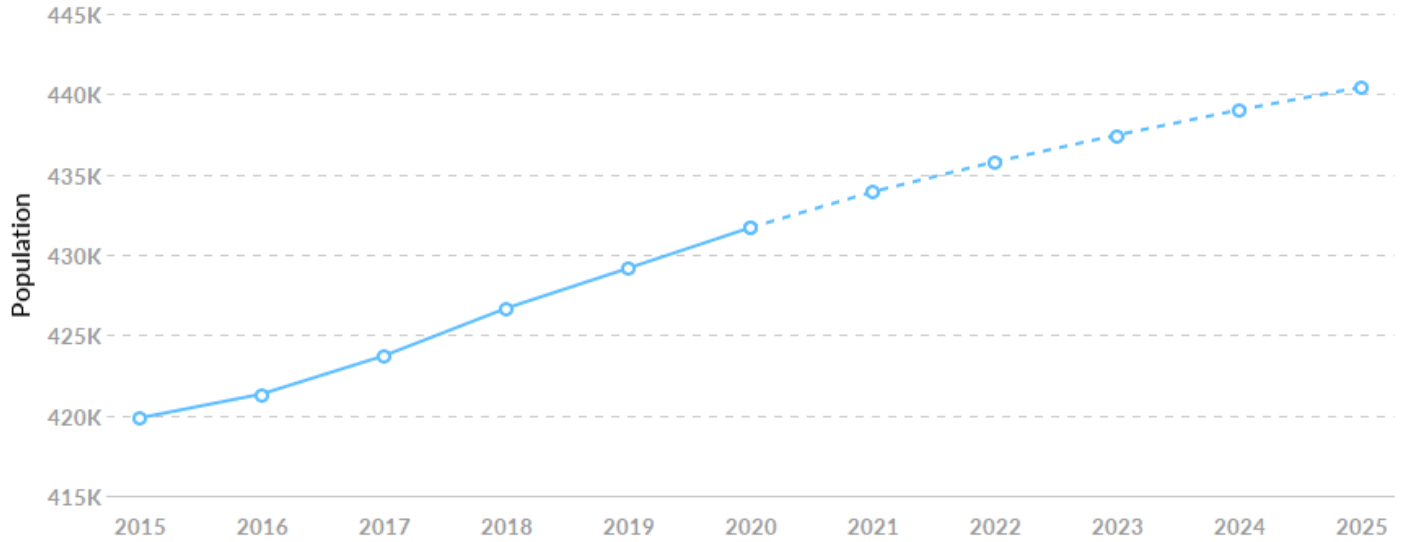


	% of Population	Population
● Less Than 9th Grade	2.7%	7,980
● 9th Grade to 12th Grade	4.1%	11,942
● High School Diploma	30.4%	88,746
● Some College	21.0%	61,265
● Associate's Degree	14.5%	42,298
● Bachelor's Degree	18.4%	53,585
● Graduate Degree and Higher	8.8%	25,726

Historic & Projected Trends

Population Trends

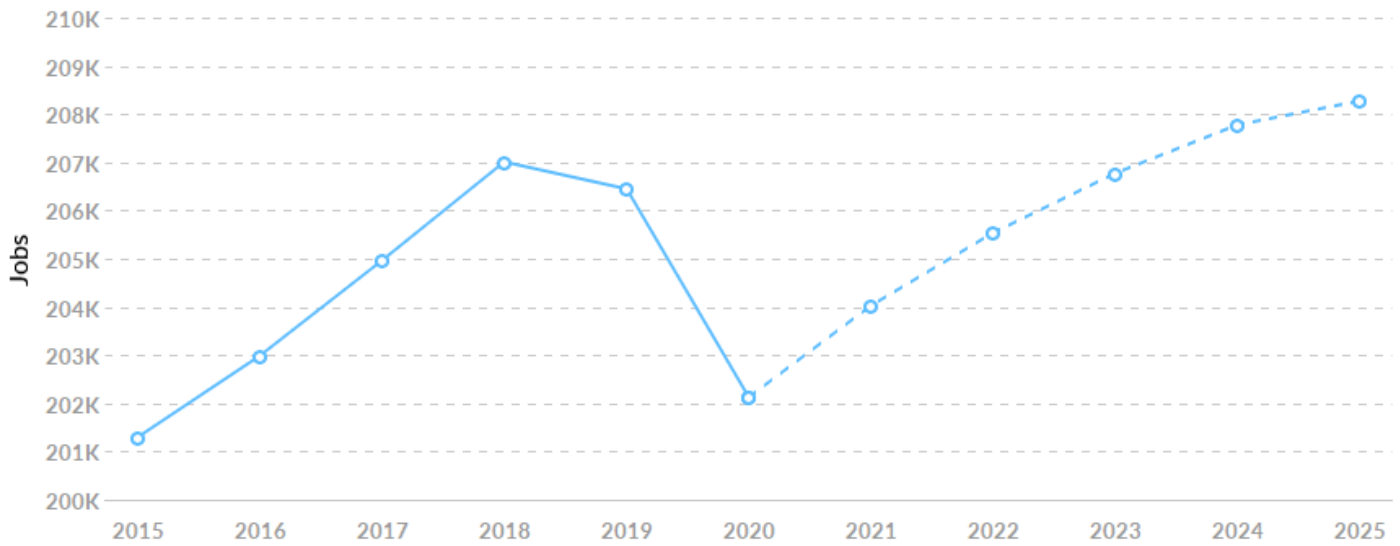
As of 2020 the region's population **increased by 2.8%** since 2015, growing by 11,851. Population is expected to **increase by 2.0%** between 2020 and 2025, adding 8,736.



Timeframe	Population
2015	419,840
2016	421,333
2017	423,712
2018	426,666
2019	429,160
2020	431,691
2021	433,915
2022	435,783
2023	437,449
2024	439,012
2025	440,427

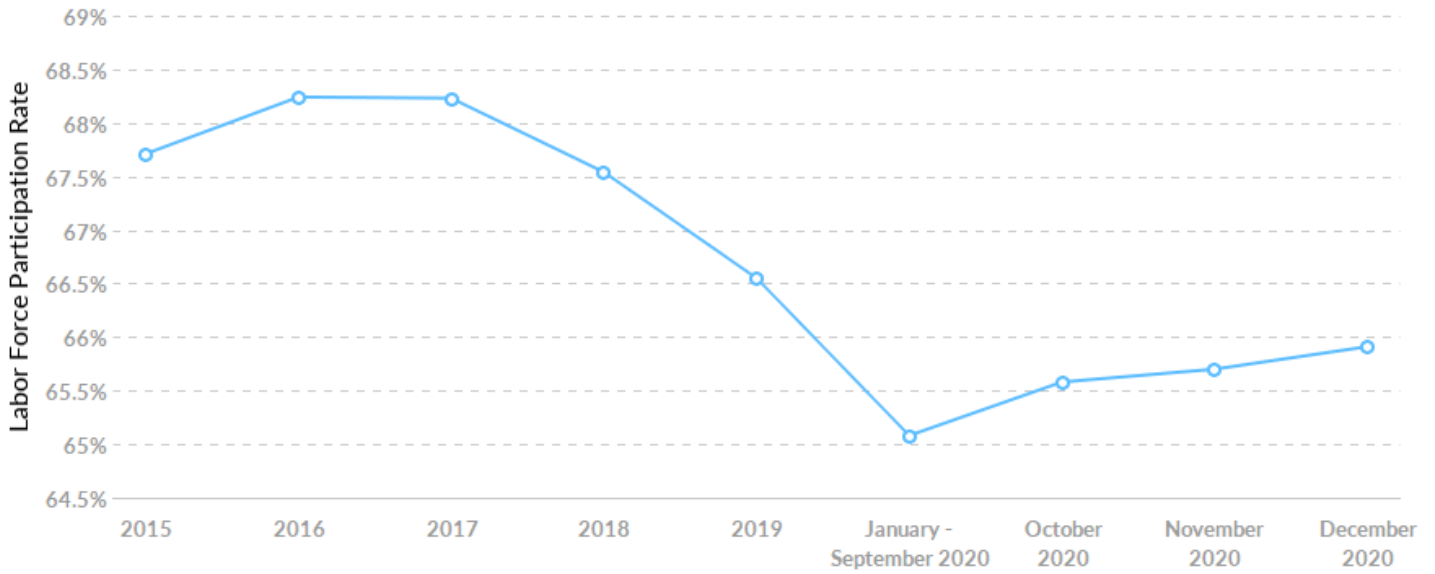
Job Trends

From 2015 to 2020, jobs increased by 0.4% in WCWRPC Region from 201,297 to 202,124. This change fell short of the national growth rate of 3.1% by 2.7%.



Timeframe	Jobs
2015	201,297
2016	202,987
2017	204,964
2018	207,008
2019	206,449
2020	202,124
2021	204,023
2022	205,534
2023	206,770
2024	207,775
2025	208,271

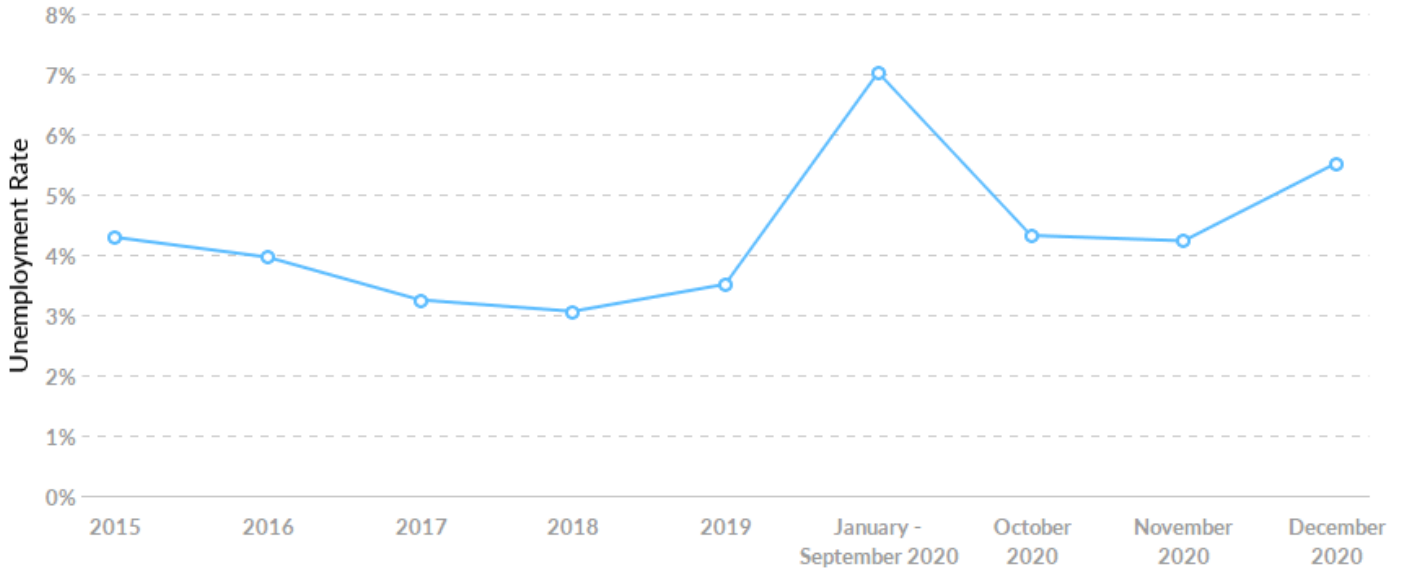
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	67.71%
2016	68.24%
2017	68.23%
2018	67.54%
2019	66.55%
January - September 2020	65.08%
October 2020	65.58%
November 2020	65.70%
December 2020	65.91%

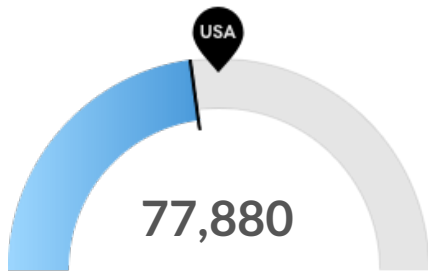
Unemployment Rate Trends

Your areas had a December 2020 unemployment rate of 5.52%, **increasing from 4.29%** 5 years before.



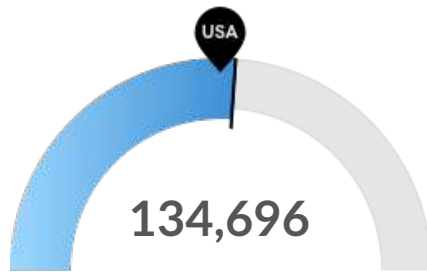
Timeframe	Unemployment Rate
2015	4.29%
2016	3.96%
2017	3.25%
2018	3.06%
2019	3.51%
January - September 2020	7.02%
October 2020	4.32%
November 2020	4.23%
December 2020	5.52%

Population Characteristics



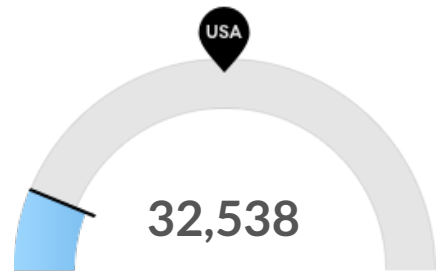
Millennials

Your area has 77,880 millennials (ages 25-39). The national average for an area this size is 88,486.



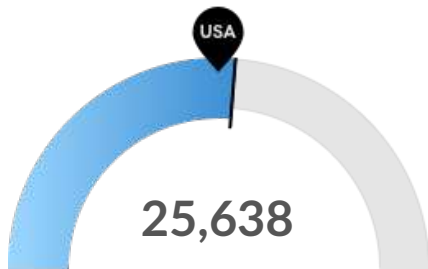
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 126,179 people 55 or older, while there are 134,696 here.



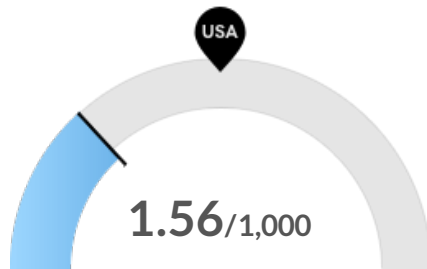
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 171,185 racially diverse people, while there are 32,538 here.



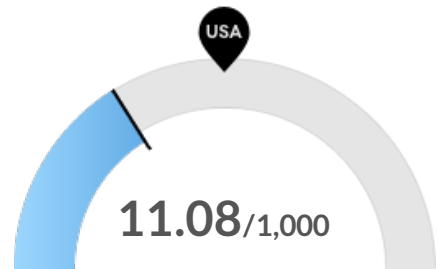
Veterans

Your area has 25,638 veterans. The national average for an area this size is 23,835.



Violent Crime

Your area has 1.56 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

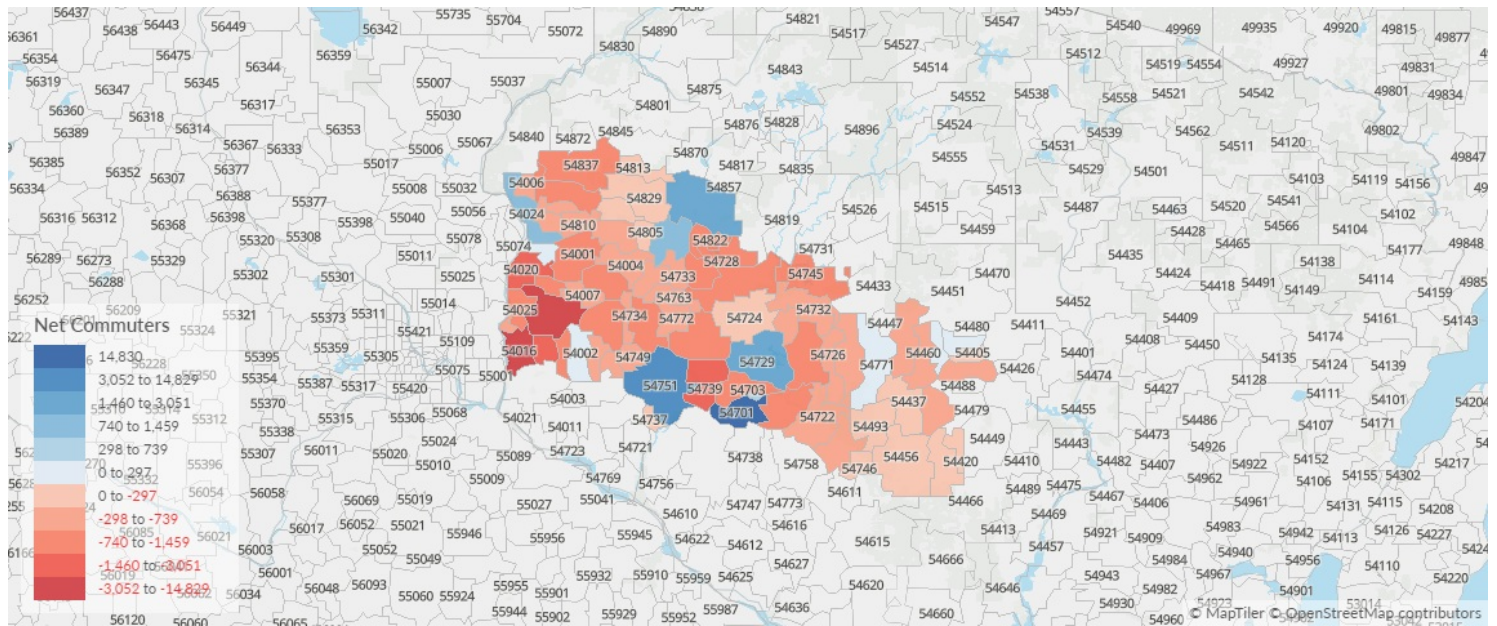


Property Crime

Your area has 11.08 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 the region currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 54703.



Where Talent Works

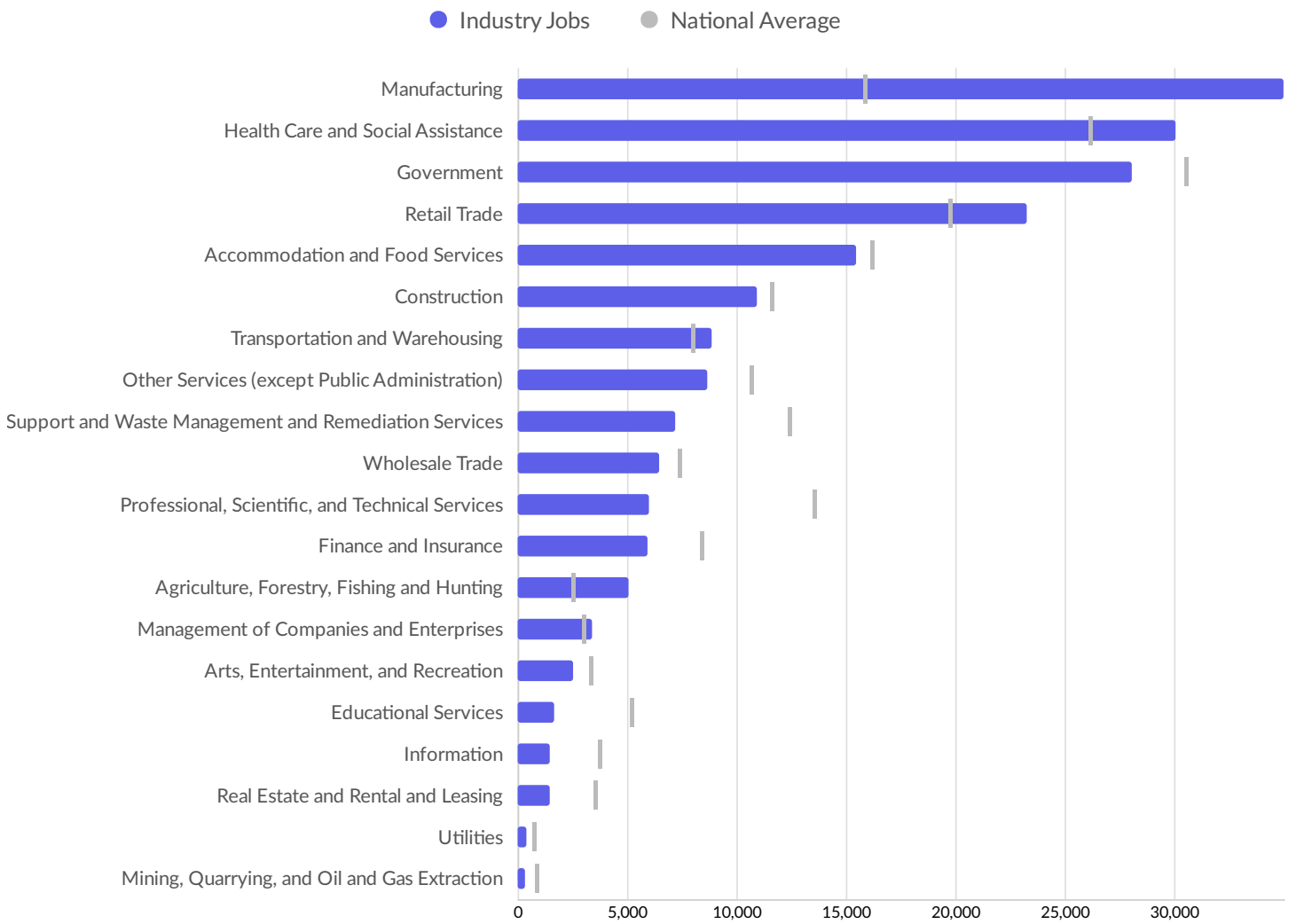
Where Talent Lives

ZIP	Name	2020 Employment
54701	Eau Claire, WI (in Eau C...	33,079
54703	Eau Claire, WI (in Eau C...	20,962
54729	Chippewa Falls, WI (in C...	18,026
54016	Hudson, WI (in St. Croix...	17,497
54751	Menomonie, WI (in Dun...	15,667

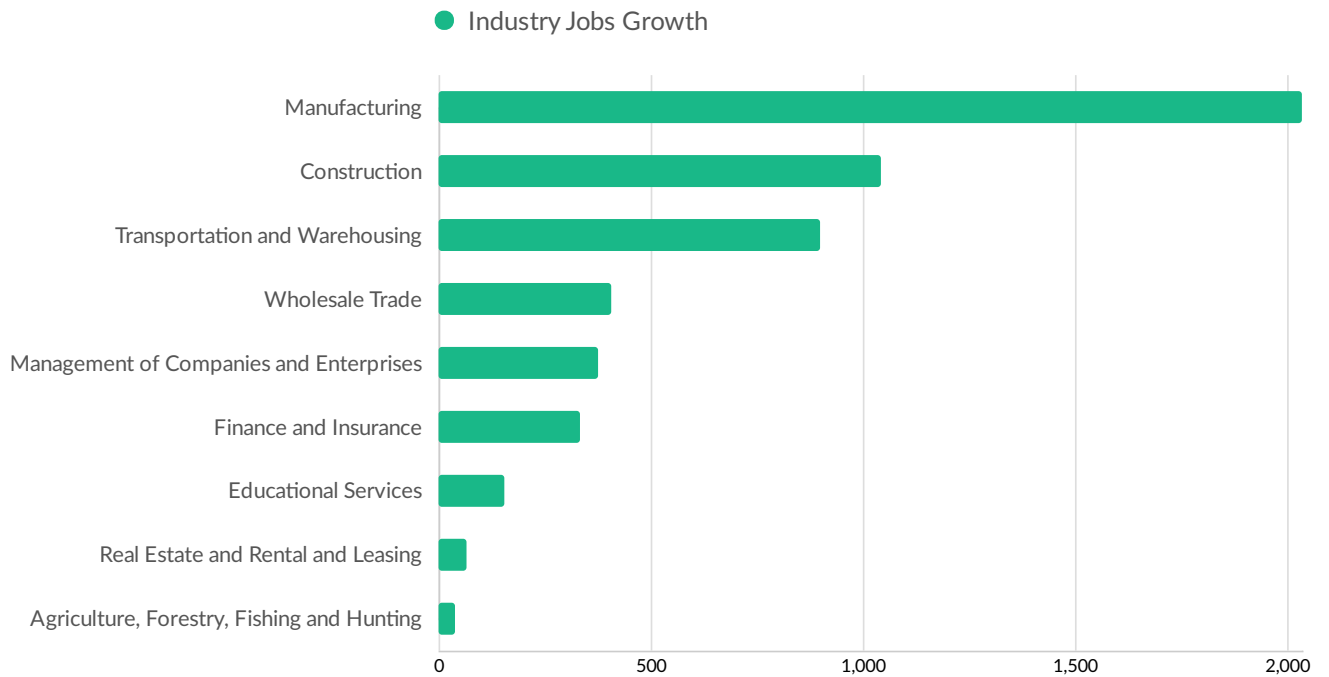
ZIP	Name	2020 Workers
54703	Eau Claire, WI (in Eau C...	21,787
54016	Hudson, WI (in St. Croix...	20,549
54701	Eau Claire, WI (in Eau C...	18,249
54729	Chippewa Falls, WI (in C...	16,566
54751	Menomonie, WI (in Dun...	12,109

Industry Characteristics

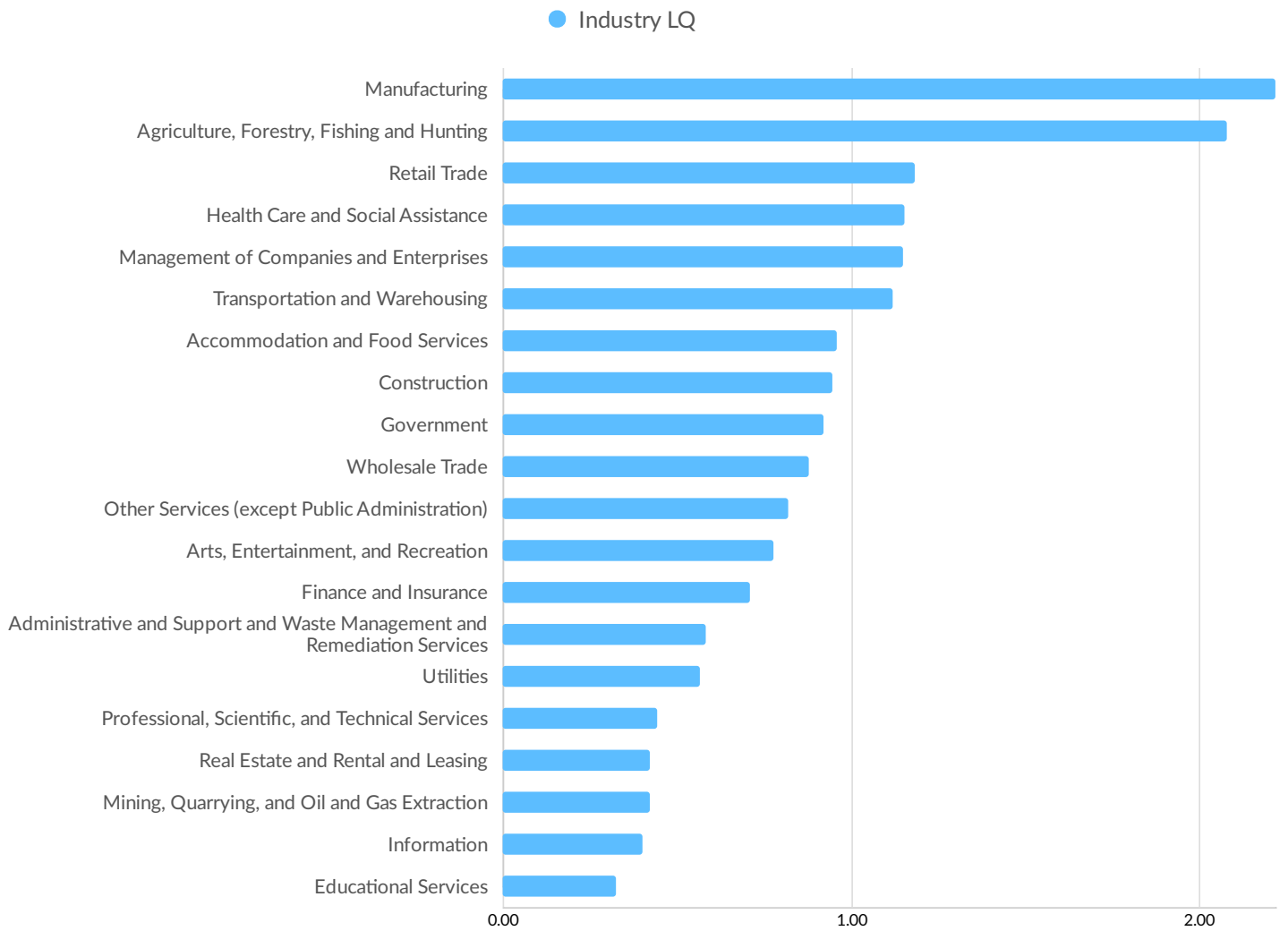
Largest Industries



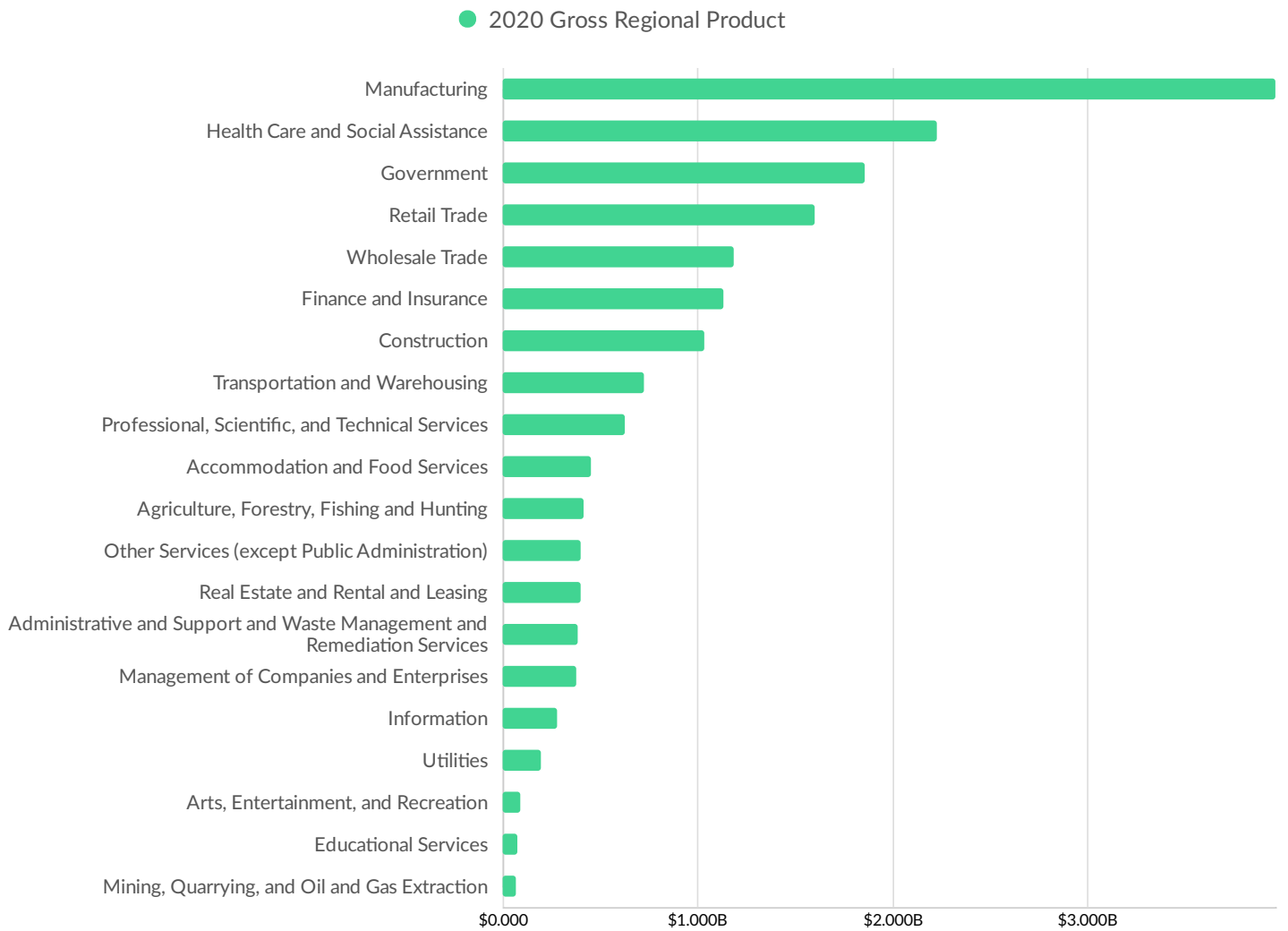
Top Growing Industries



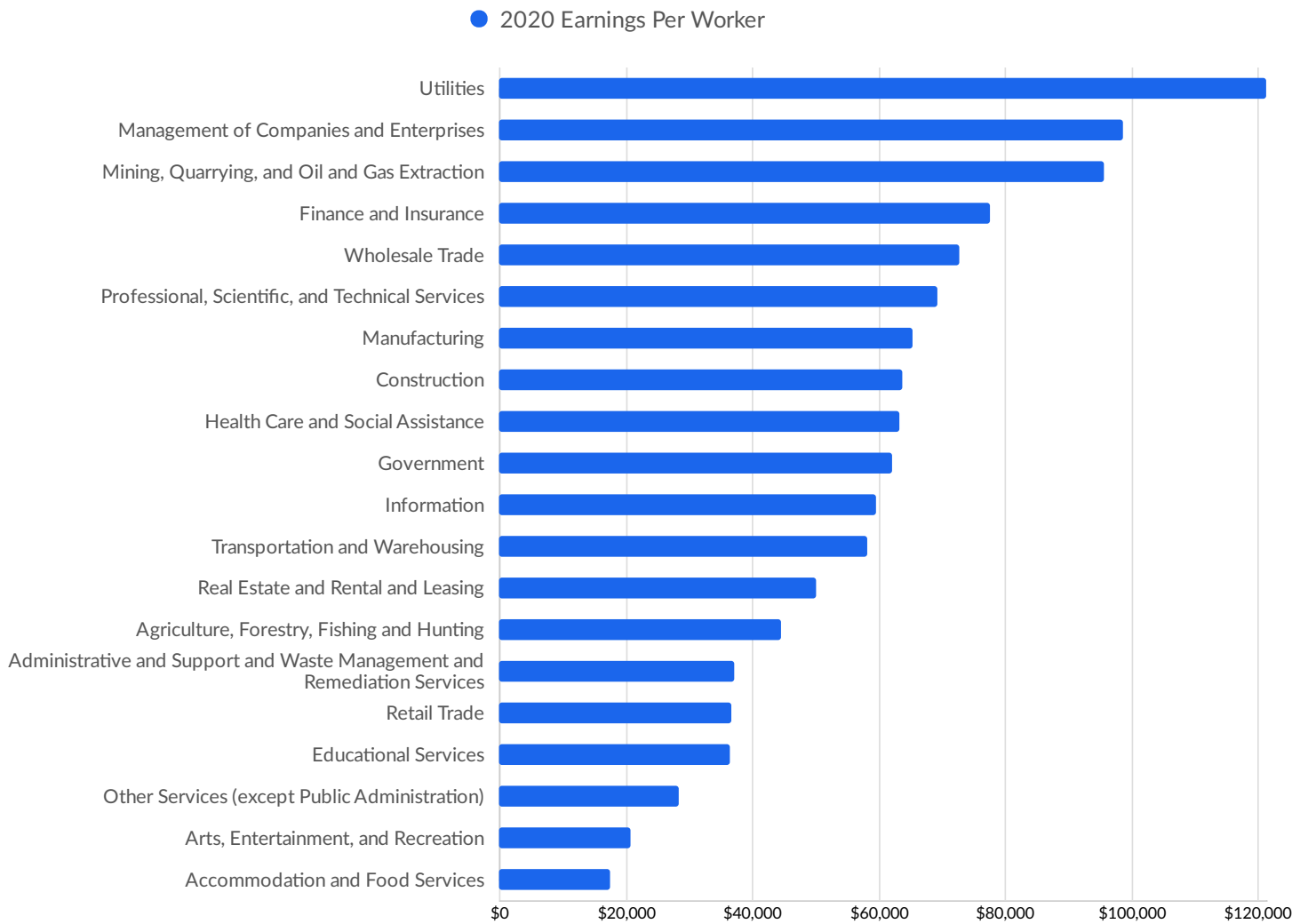
Top Industry LQ



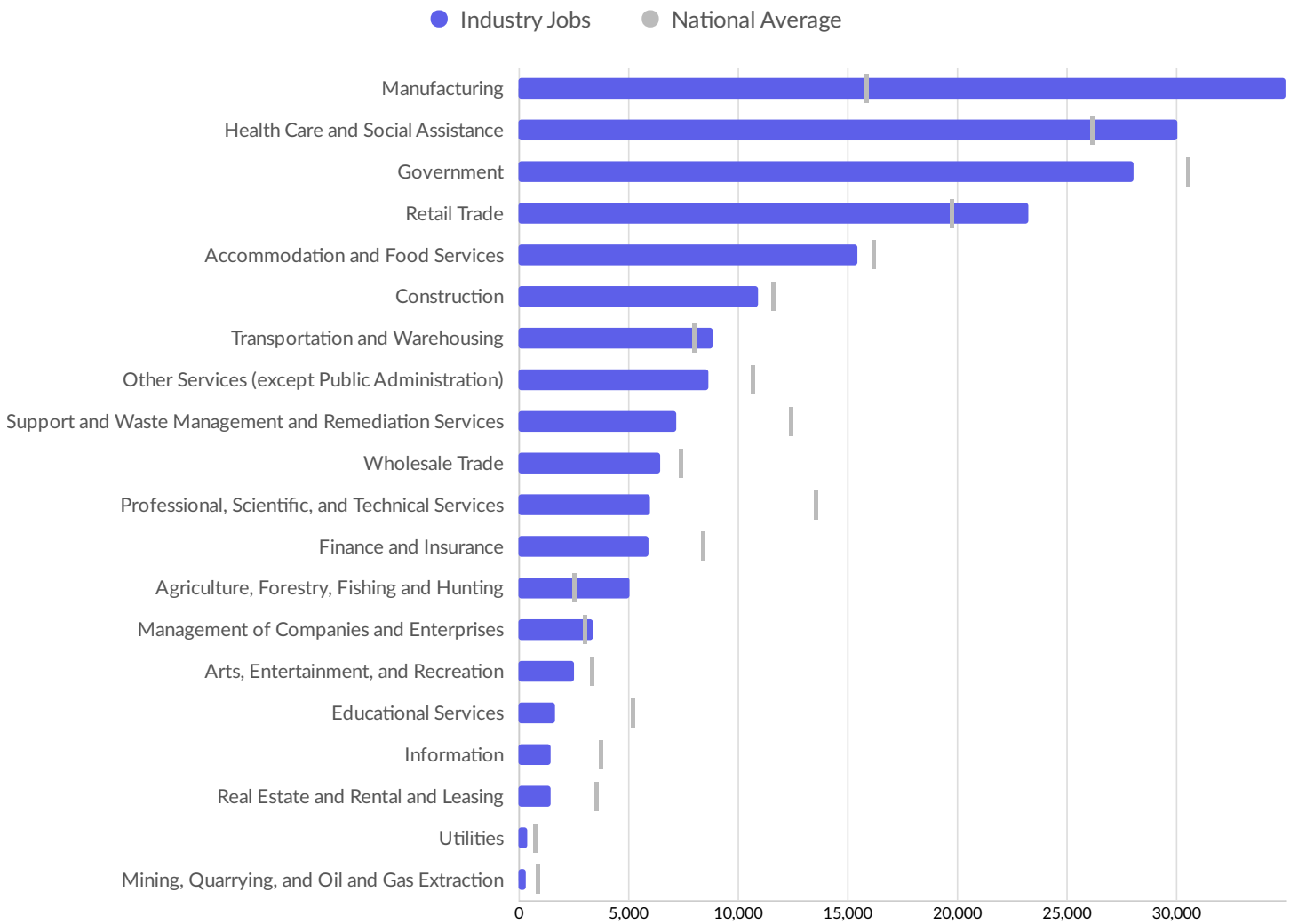
Top Industry GRP



Top Industry Earnings





















Largest Industries



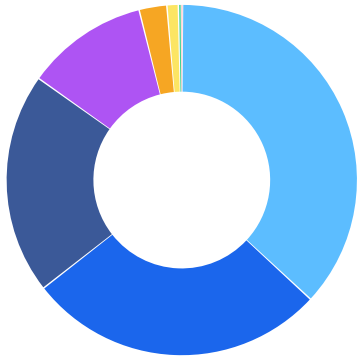
Business Characteristics

31,746 Companies Employ Your Workers

Online profiles for your workers mention 31,746 companies as employers, with the top 10 appearing below. In the last 12 months, 4,600 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	1,456 	Roehl Transport, Inc.	1,073 
University of Wisconsin-Madison	1,297 	U.S. Xpress, Inc.	1,063 
Menard, Inc.	928 	Wal-Mart, Inc.	1,049 
State of Wisconsin	762 	Marshfield Clinic	954 
University of Wisconsin-Stout	722 	Mayo Clinic	859 
Marshfield Clinic	691 	Menard, Inc.	710 
UnitedHealth Group Incorporate...	607 	C.R. England, Inc.	647 
Wal-Mart, Inc.	475 	Marten Transport, Ltd.	581 
3M Company	470 	Kwik Trip, Inc.	569 
Peopleadmin, Inc.	445 	Dollar General Corporation	560 

Business Size

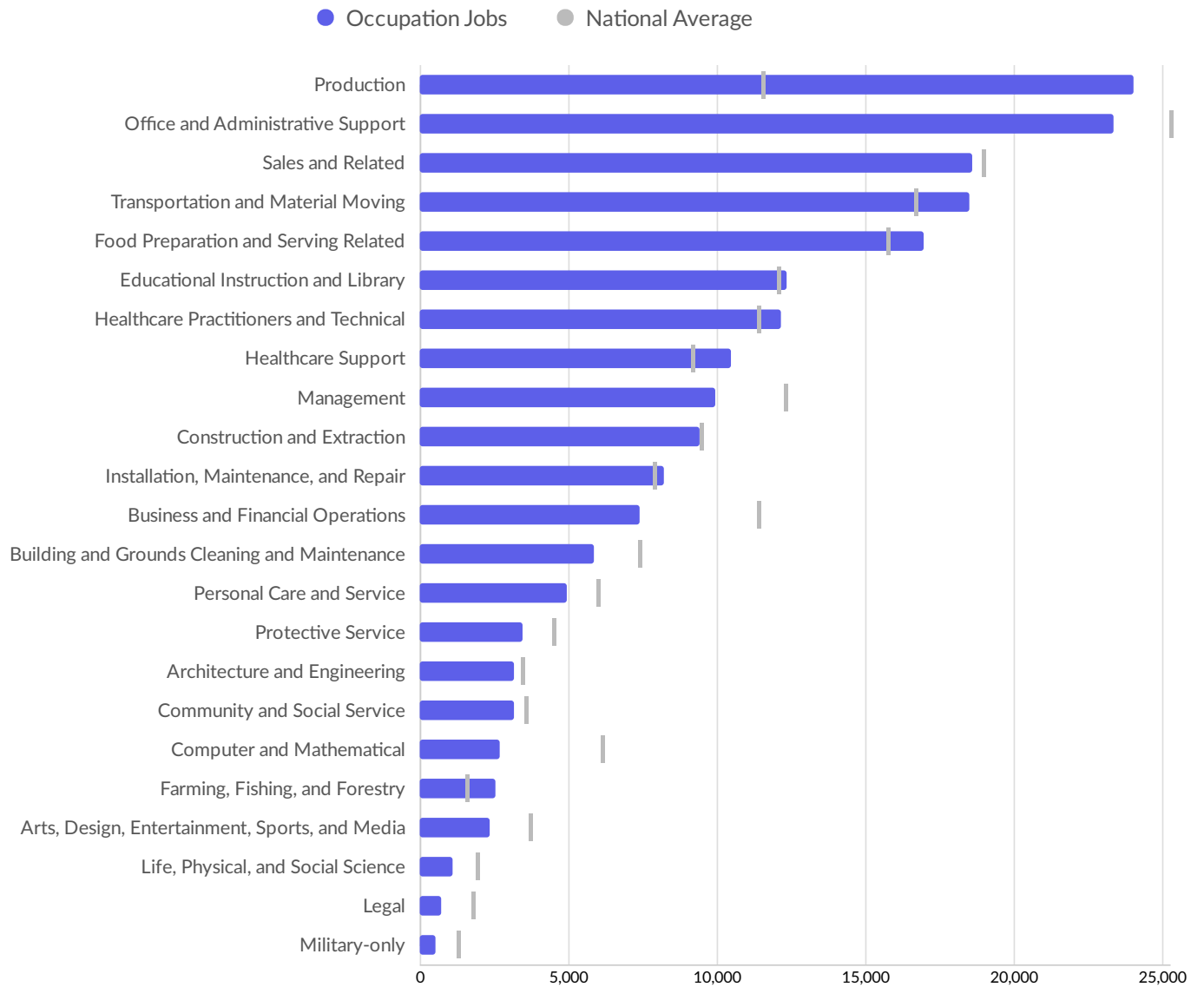


	Percentage	Business Count
1 to 4 employees	36.8%	6,511
5 to 9 employees	27.6%	4,873
10 to 19 employees	20.4%	3,605
20 to 49 employees	11.3%	1,991
50 to 99 employees	2.6%	452
100 to 249 employees	1.1%	186
250 to 499 employees	0.3%	49
500+ employees	0.1%	18

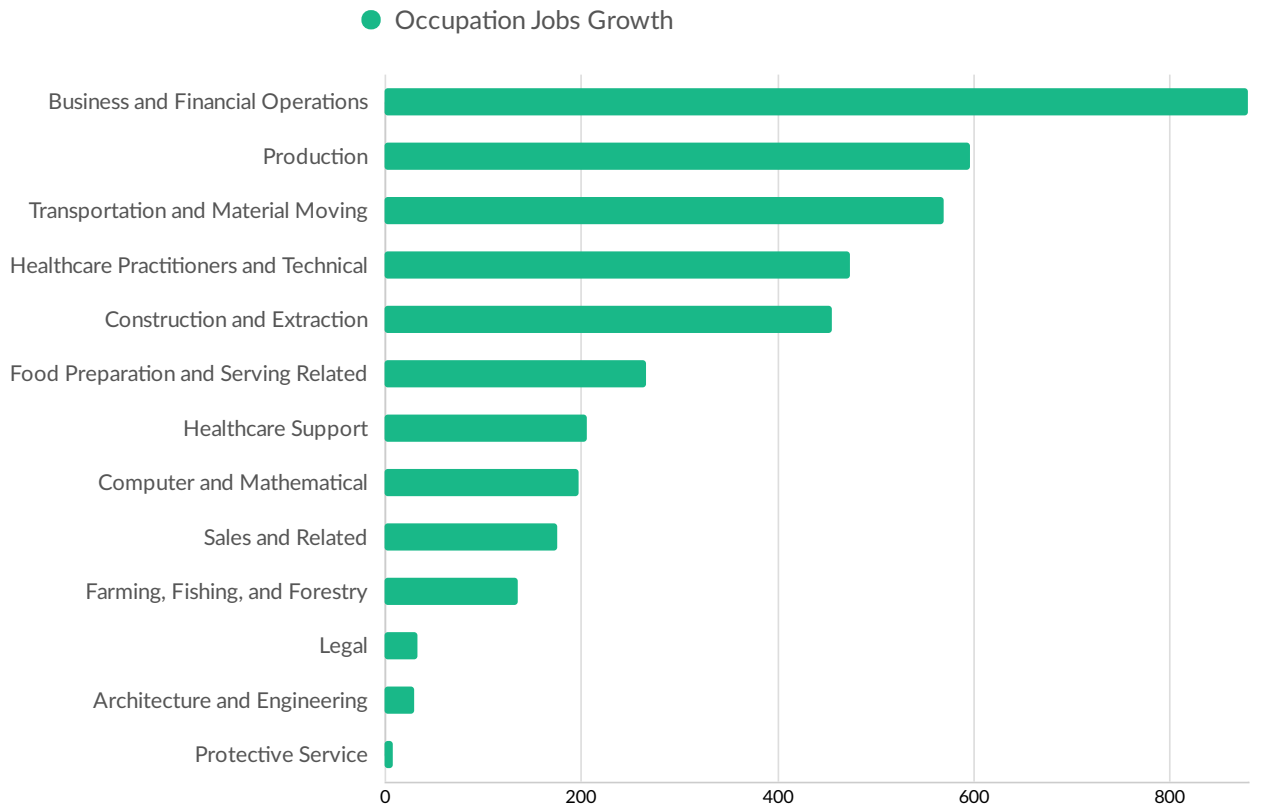
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

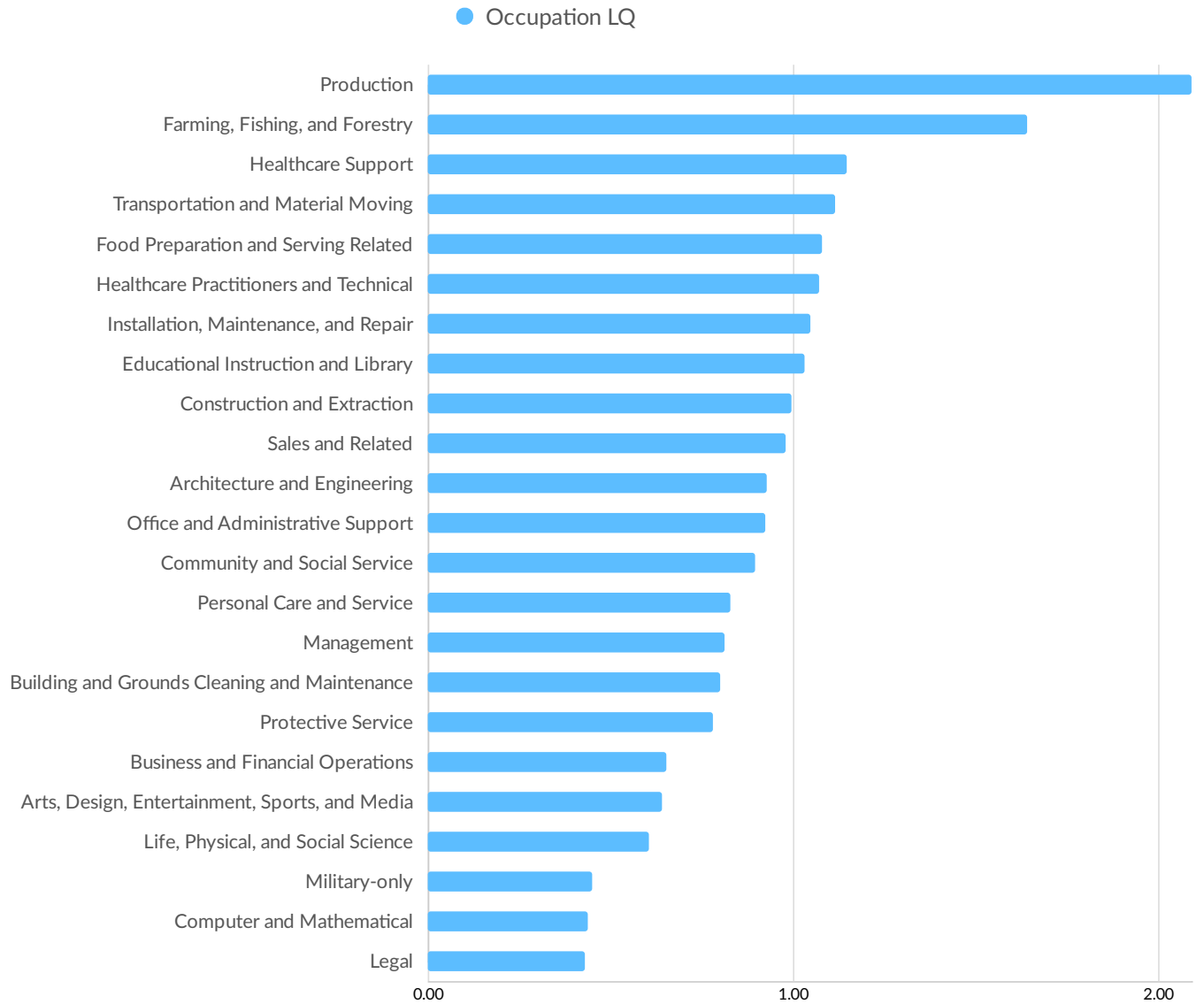
Largest Occupations



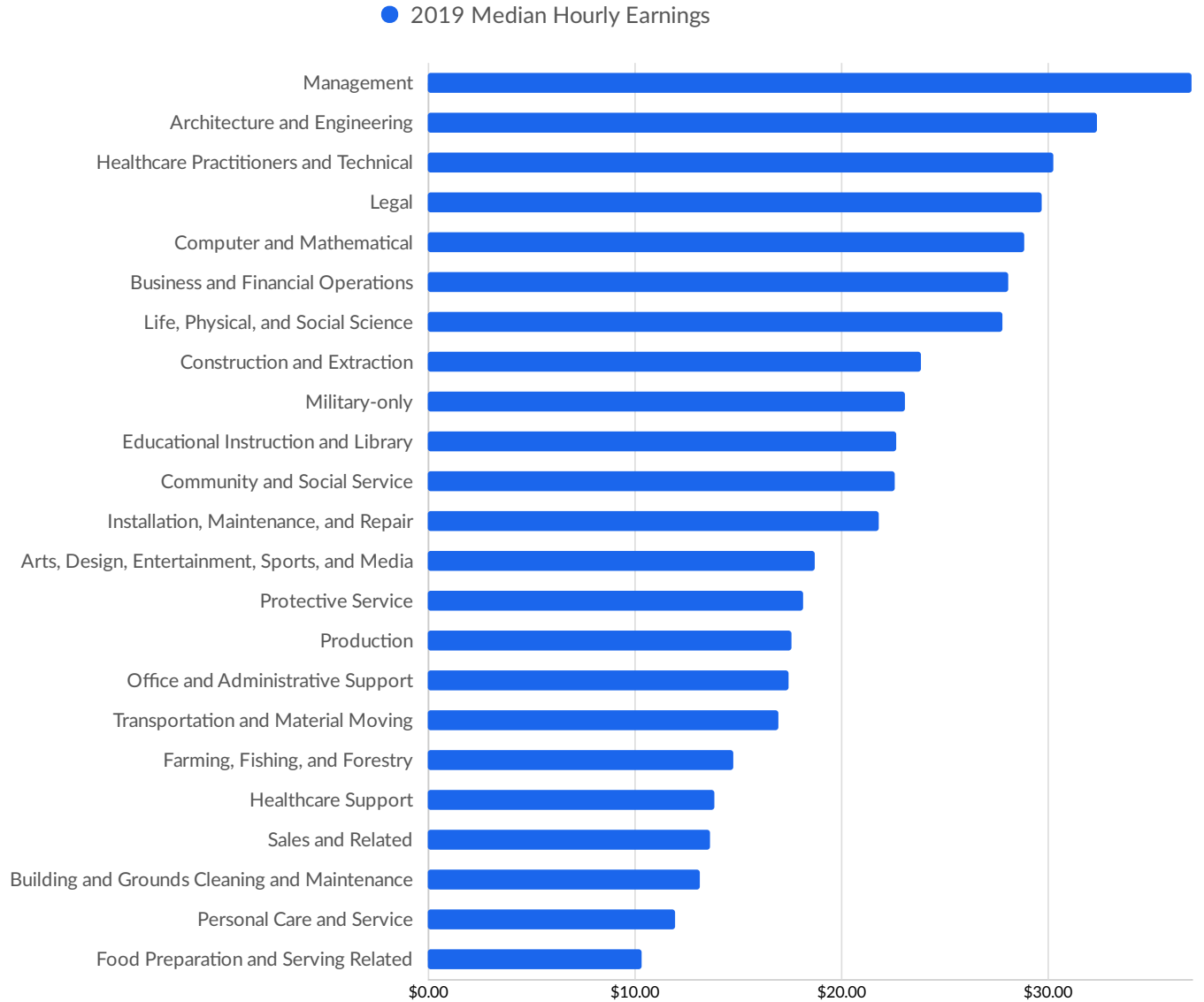
Top Growing Occupations



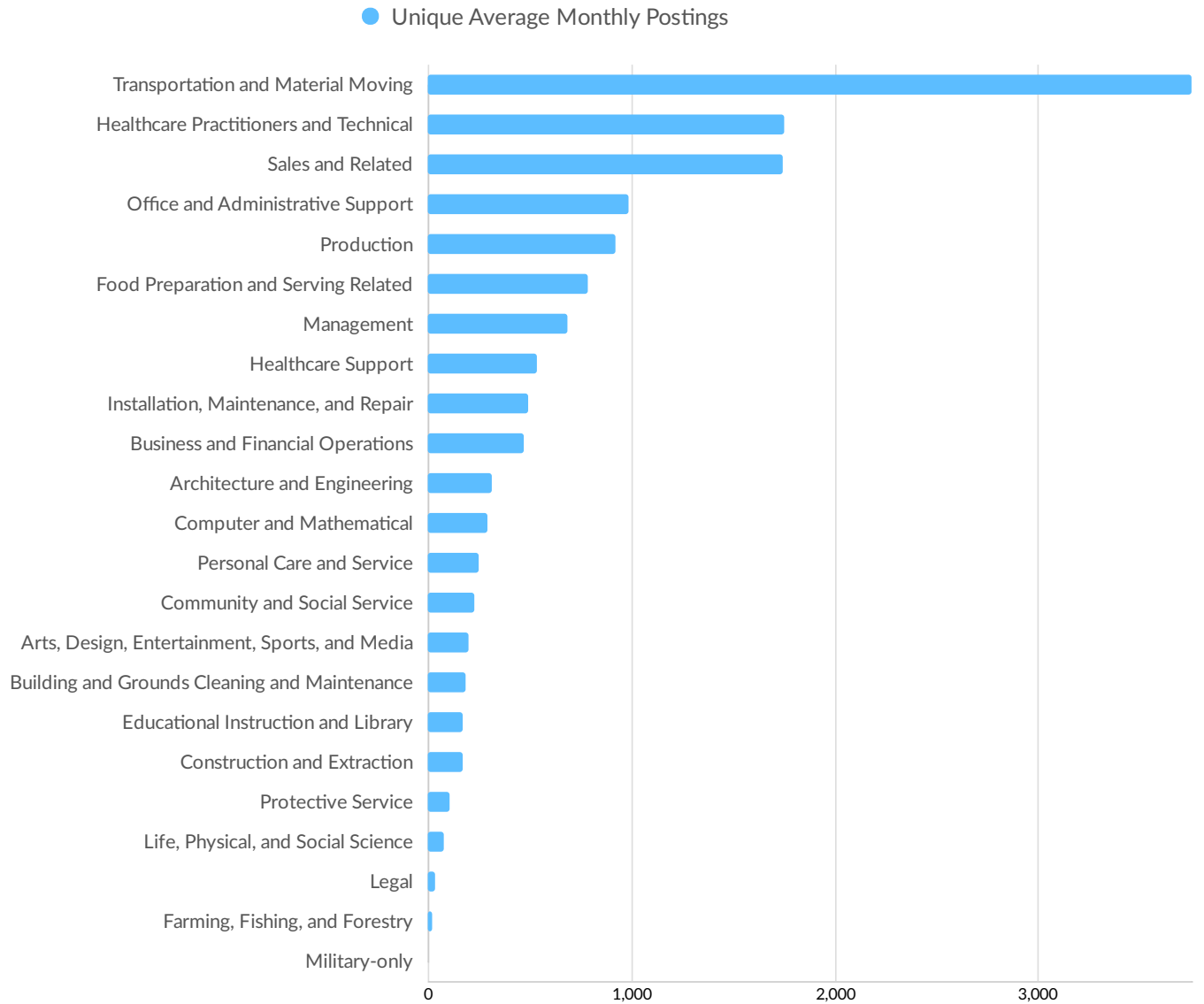
Top Occupation LQ



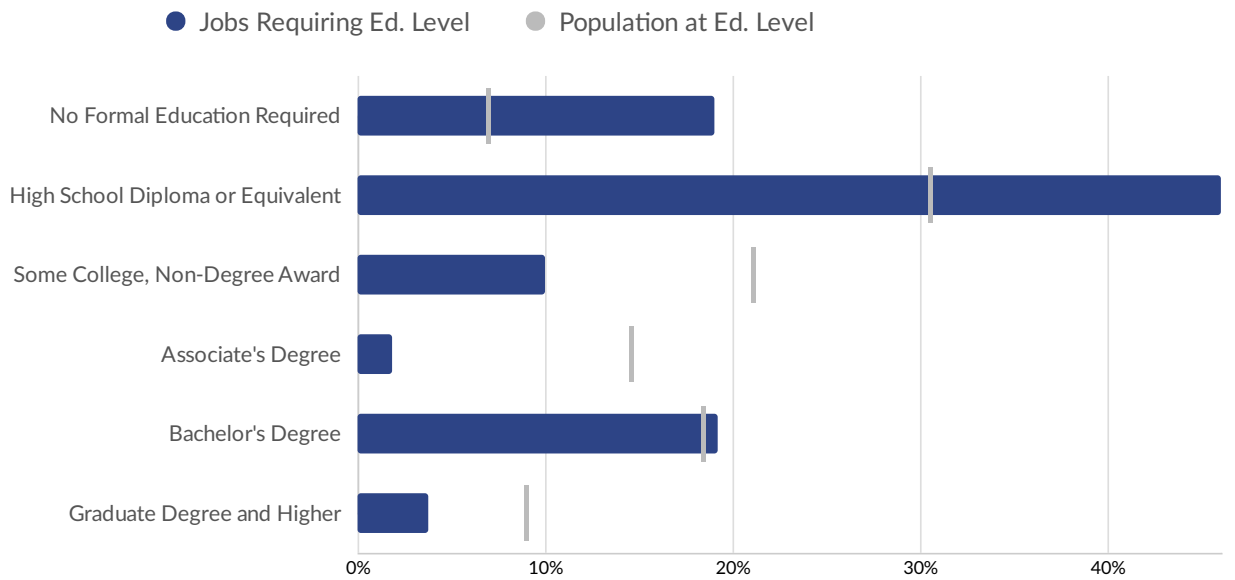
Top Occupation Earnings



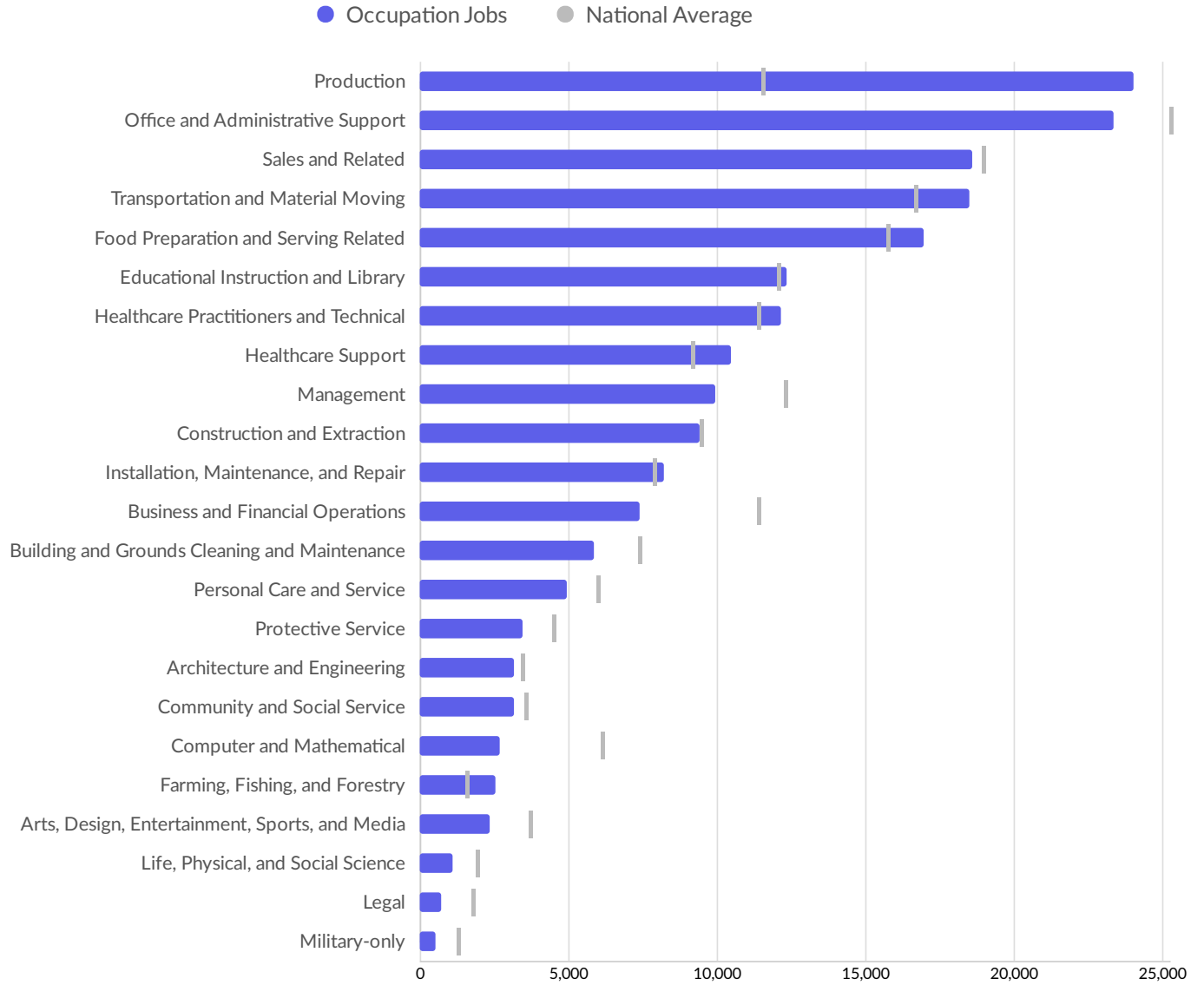
Top Posted Occupations



Underemployment

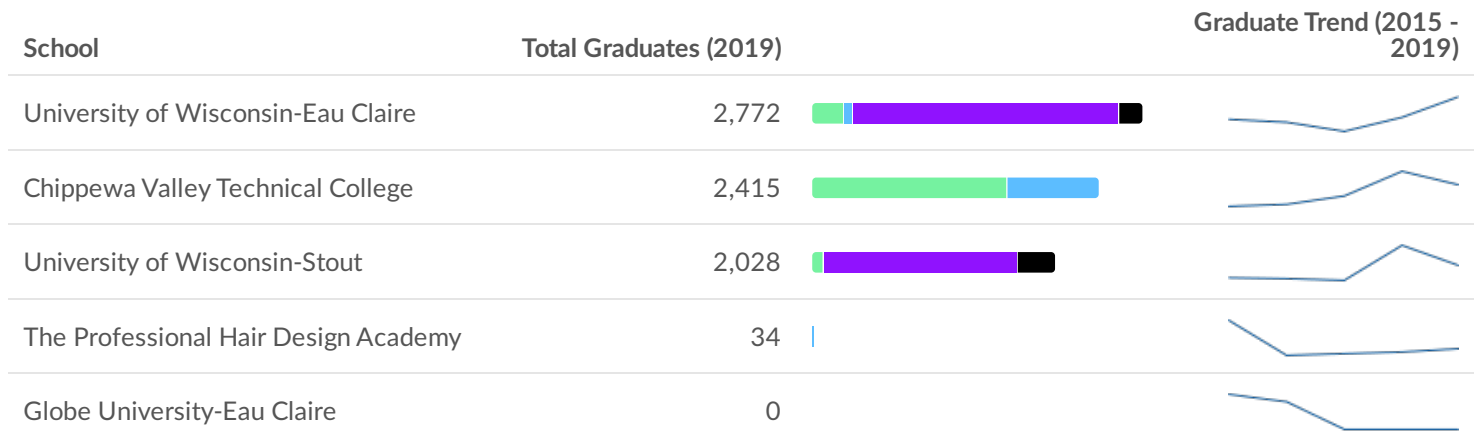


Largest Occupations



Educational Pipeline

In 2019, there were 7,249 graduates in WCWRPC Region. This pipeline has grown by 10% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, "Business Administration and Management, General", and "Psychology, General".



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

In-Demand Skills

