

# Economy Overview

7 Counties

EMSI Q3 2015 Data Set

January 2016

**West Central Wisconsin Regional Planning Commission**



800 Wisconsin Street  
Mail Box 9  
Eau Claire, Wisconsin 54703-3606  
715.836.2918

# Parameters

## Regions

---

<b>Code</b>	<b>Description</b>
55005	Barron County, WI
55017	Chippewa County, WI
55019	Clark County, WI
55033	Dunn County, WI
55035	Eau Claire County, WI
55095	Polk County, WI
55109	St. Croix County, WI

---

## Timeframe

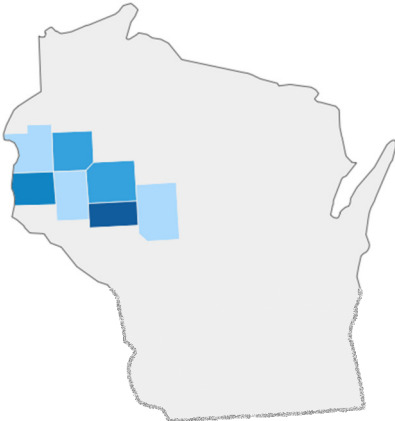
2001 - 2015

## Datarun

2015.3 – QCEW Employees, Non-QCEW Employees, and Self-Employed

# Economy Overview

---





















---

Population (2015)	421,394
Jobs (2015)	200,540
Average Earnings (2015)	\$45,803
Unemployed (7/2015)	9,395
Completions (2014)	6,420
GRP (2013)	\$16,419,231,795
Exports (2013)	\$23,983,446,774
Imports (2013)	\$25,441,475,263

---

# Population

<b>421,394</b> <b>2015 Population</b> 7.3% of State	<b>1.6%</b> <b>Population Growth for the Last 5 Years</b> State Growth 1.6%
---	---

Age Group	2015 Population	% of Population	
Under 5 years	25,169	6.0%	
5 to 9 years	27,364	6.5%	
10 to 14 years	27,315	6.5%	
15 to 19 years	29,147	6.9%	
20 to 24 years	32,555	7.7%	
25 to 29 years	24,301	5.8%	
30 to 34 years	26,493	6.3%	
35 to 39 years	24,597	5.8%	
40 to 44 years	25,113	6.0%	
45 to 49 years	25,894	6.1%	
50 to 54 years	30,420	7.2%	
55 to 59 years	30,097	7.1%	
60 to 64 years	26,603	6.3%	
65 to 69 years	21,978	5.2%	
70 to 74 years	15,866	3.8%	
75 to 79 years	11,067	2.6%	
80 to 84 years	8,213	1.9%	
85 years and over	9,203	2.2%	

## Jobs by Industry






















		<b>200,540</b> Total Jobs (2015)	<b>50.8%</b> Male (National: 51.4%)	<b>49.2%</b> Female (National: 48.6%)
NAICS	Industry	2015 Jobs		
11	Crop and Animal Production	4,860		
21	Mining, Quarrying, and Oil and Gas Extraction	601		
22	Utilities	433		
23	Construction	9,790		
31	Manufacturing	33,056		
42	Wholesale Trade	6,136		
44	Retail Trade	22,939		
48	Transportation and Warehousing	7,994		
51	Information	1,724		
52	Finance and Insurance	5,897		
53	Real Estate and Rental and Leasing	1,321		
54	Professional, Scientific, and Technical Services	6,494		
55	Management of Companies and Enterprises	2,792		
56	Administrative and Support and Waste Management and Remediation Services	8,834		
61	Educational Services	1,438		
62	Health Care and Social Assistance	30,958		
71	Arts, Entertainment, and Recreation	2,484		
72	Accommodation and Food Services	15,481		
81	Other Services (except Public Administration)	8,104		
90	Government	29,204		
99	Unclassified Industry	<10		

## Average Earnings by Industry

**\$45,803**

**Avg. Earnings (2015)**

76% of Nation Avg.

NAICS	Industry	Avg. Earnings (2015)	
11	Crop and Animal Production	\$31,567	
21	Mining, Quarrying, and Oil and Gas Extraction	\$105,790	
22	Utilities	\$93,647	
23	Construction	\$48,425	
31	Manufacturing	\$58,232	
42	Wholesale Trade	\$58,563	
44	Retail Trade	\$29,780	
48	Transportation and Warehousing	\$48,950	
51	Information	\$49,197	
52	Finance and Insurance	\$59,048	
53	Real Estate and Rental and Leasing	\$33,124	
54	Professional, Scientific, and Technical Services	\$55,966	
55	Management of Companies and Enterprises	\$84,893	
56	Administrative and Support and Waste Management and Remediation Services	\$28,854	
61	Educational Services	\$24,489	
62	Health Care and Social Assistance	\$52,882	
71	Arts, Entertainment, and Recreation	\$14,433	
72	Accommodation and Food Services	\$14,255	
81	Other Services (except Public Administration)	\$21,510	
90	Government	\$56,831	
99	Unclassified Industry	\$58,341	











# Unemployment by Industry

**9,395**

**Total Unemployment (7/2015)**

NAICS	Industry	Unemployed (7/2015)	% of Regional Unemployment	
11	Crop and Animal Production	53	1%	
21	Mining, Quarrying, and Oil and Gas Extraction	48	1%	
22	Utilities	9	0%	
23	Construction	340	4%	
31	Manufacturing	1,585	17%	
42	Wholesale Trade	116	1%	
44	Retail Trade	1,077	11%	
48	Transportation and Warehousing	906	10%	
51	Information	46	0%	
52	Finance and Insurance	134	1%	
53	Real Estate and Rental and Leasing	37	0%	
54	Professional, Scientific, and Technical Services	203	2%	
55	Management of Companies and Enterprises	15	0%	
56	Administrative and Support and Waste Management and Remediation Services	480	5%	
61	Educational Services	57	1%	
62	Health Care and Social Assistance	915	10%	
71	Arts, Entertainment, and Recreation	97	1%	
72	Accommodation and Food Services	994	11%	
81	Other Services (except Public Administration)	239	3%	
90	Government	687	7%	
99	No Previous Work Experience/Unspecified	1,354	14%	






















## Top Program Completions

CIP	Program	Completions (2014)	
51	Health professions and related programs	1,596	
52	Business, management, marketing, and related support services	1,448	
13	Education	431	
42	Psychology	272	
50	Visual and performing arts	242	
11	Computer and information sciences and support services	233	
15	Engineering technologies and engineering-related fields	207	
19	Family and consumer sciences/human sciences	201	
43	Homeland security, law enforcement, firefighting and related protective services	190	
45	Social sciences	141	



## Gross Regional Product (GRP)

<b>\$9,968,165,094</b>	<b>\$5,222,303,965</b>	<b>\$1,228,762,736</b>	<b>\$16,419,231,795</b>
Earnings (2013)	Property Income (2013)	Taxes on Production (2013)	Total GRP (2013)

NAICS	Industry	GRP (2013)	% of Total	
11	Crop and Animal Production	\$972,571,205.72	6%	
21	Mining, Quarrying, and Oil and Gas Extraction	\$1,352,924,247.55	8%	
22	Utilities	\$136,687,801.90	1%	
23	Construction	\$635,578,123.64	4%	
31	Manufacturing	\$2,811,497,683.52	17%	
42	Wholesale Trade	\$773,453,438.18	5%	
44	Retail Trade	\$1,110,287,063.70	7%	
48	Transportation and Warehousing	\$530,373,462.95	3%	
51	Information	\$212,105,331.15	1%	
52	Finance and Insurance	\$857,668,679.68	5%	
53	Real Estate and Rental and Leasing	\$353,564,422.92	2%	
54	Professional, Scientific, and Technical Services	\$454,880,751.60	3%	
55	Management of Companies and Enterprises	\$254,617,381.02	2%	
56	Administrative and Support and Waste Management and Remediation Services	\$353,478,843.20	2%	
61	Educational Services	\$53,900,435.41	0%	
62	Health Care and Social Assistance	\$1,501,024,050.40	9%	
71	Arts, Entertainment, and Recreation	\$77,212,820.25	0%	
72	Accommodation and Food Services	\$332,601,158.09	2%	
81	Other Services (except Public Administration)	\$265,651,572.00	2%	
90	Government	\$1,733,650,942.28	11%	
	Other Non-Industries	\$1,645,502,379.85	10%	

## Region Exports

**\$23,983,446,773.79**

Exports (2013)

73% of Supply

NAICS	Industry	Exports (2013)	
11	Crop and Animal Production	\$2,067,480,593.90	
21	Mining, Quarrying, and Oil and Gas Extraction	\$2,051,546,999.35	
22	Utilities	\$122,758,066.18	
23	Construction	\$627,475,685.01	
31	Manufacturing	\$9,152,472,968.11	
42	Wholesale Trade	\$941,131,960.27	
44	Retail Trade	\$989,289,923.55	
48	Transportation and Warehousing	\$853,499,147.90	
51	Information	\$166,021,653.87	
52	Finance and Insurance	\$804,576,883.96	
53	Real Estate and Rental and Leasing	\$425,318,651.36	
54	Professional, Scientific, and Technical Services	\$334,315,005.38	
55	Management of Companies and Enterprises	\$395,921,431.24	
56	Administrative and Support and Waste Management and Remediation Services	\$300,101,122.83	
61	Educational Services	\$41,692,667.14	
62	Health Care and Social Assistance	\$1,379,368,017.99	
71	Arts, Entertainment, and Recreation	\$60,642,576.63	
72	Accommodation and Food Services	\$299,720,873.23	
81	Other Services (except Public Administration)	\$199,260,106.75	
90	Government	\$2,770,852,439.16	

## Region Imports

**\$25,441,475,263.0**

**Imports (2013)**

73% of Demand

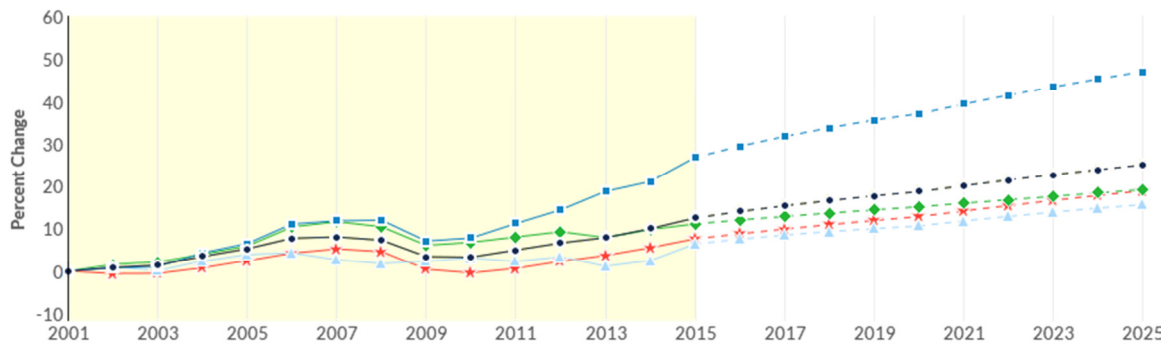
**\$9,325,950,776.4**

**Locally Produced & Consumed (2013)**

27% of Demand







NAICS	Industry	Imports (2013)	
11	Crop and Animal Production	\$1,694,819,358.57	
21	Mining, Quarrying, and Oil and Gas Extraction	\$384,676,998.21	
22	Utilities	\$337,647,084.46	
23	Construction	\$696,249,753.48	
31	Manufacturing	\$6,117,426,647.58	
42	Wholesale Trade	\$1,524,581,655.45	
44	Retail Trade	\$799,749,990.77	
48	Transportation and Warehousing	\$795,226,618.64	
51	Information	\$950,340,747.55	
52	Finance and Insurance	\$1,529,290,260.93	
53	Real Estate and Rental and Leasing	\$800,233,677.78	
54	Professional, Scientific, and Technical Services	\$1,126,525,909.08	
55	Management of Companies and Enterprises	\$596,943,116.29	
56	Administrative and Support and Waste Management and Remediation Services	\$405,271,112.12	
61	Educational Services	\$306,599,588.50	
62	Health Care and Social Assistance	\$1,104,076,668.38	
71	Arts, Entertainment, and Recreation	\$208,402,968.74	
72	Accommodation and Food Services	\$528,701,984.39	
81	Other Services (except Public Administration)	\$305,034,764.06	
90	Government	\$5,229,676,358.04	

## Regional Trends









	Region	2001 Jobs	2015 Jobs	Change	% Change
●	Region	178,238	200,540	22,302	12.5%
●	St. Croix County	29,850	37,841	7,991	26.8%
●	Pierce County	11,307	12,035	728	6.4%
●	Eau Claire County	55,391	61,568	6,177	11.2%
●	West Central Wisconsin	178,238	200,540	22,302	12.5%
●	United States	145,028,963	156,106,469	11,077,506	7.6%

## Growing & Declining Occupations








Occupation	Change in Jobs (2001-2015)	
Personal Care Aides	3,179	
Registered Nurses	1,556	
Combined Food Preparation and Serving Workers, Including Fast Food	1,229	
Farmers, Ranchers, and Other Agricultural Managers	-411	
Cashiers	-549	
Retail Salespersons	-863	

## Growing & Declining Industries

Industry	Change in Jobs (2001-2015)	
Temporary Help Services	2,682	
General Medical and Surgical Hospitals	2,588	
Corporate, Subsidiary, and Regional Managing Offices	1,804	
Frozen Fruit, Juice, and Vegetable Manufacturing	-876	
Printed Circuit Assembly (Electronic Assembly) Manufacturing	-980	
Home Centers	-2,008	






## 2015 Educational Attainment



	Education Level	2015 Population	2015 Percent
●	Less Than 9th Grade	10,878	3.9% 
●	9th Grade to 12th Grade	13,958	5.0% 
●	High School Diploma	96,549	34.5% 
●	Some College	58,933	21.1% 
●	Associate's Degree	32,809	11.7% 
●	Bachelor's Degree	44,853	16.0% 
●	Graduate Degree and Higher	21,866	7.8% 






## 2015 Age Cohort Demographics



	Age Cohort	2015 Population	2015 Percent
●	Under 20 years	108,994	25.9% 
●	20 to 39 years	107,947	25.6% 
●	40 to 59 years	111,524	26.5% 
●	60 to 79 years	75,514	17.9% 
●	80 years and over	17,416	4.1% 

## 2015 Race/Ethnicity Demographics



	Race/Ethnicity	2015 Population	2015 Percent
●	All Other Race/Ethnicities	7,584	1.8% 
●	Two or More Races, Non-Hispanic	5,177	1.2% 
●	Asian, Non-Hispanic	7,735	1.8% 
●	White, Hispanic	8,184	1.9% 
●	White, Non-Hispanic	392,714	93.2% 

## Top Regional Businesses

Business Name	Employees
Menard Inc	10,000
Mayo Clinic Health System	2,000
Intel Corp	1,900
Phillips-Medsize	1,700
Menard Inc Distribution Center	1,600

# Appendix A - Data Sources and Calculations

## Input-Output Data

The input-output model in this report is EMSI's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several EMSI in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

## Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, birth and mortality rates from the US Health Department, and projected regional job growth.

## Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

## Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

## Occupation Data

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of



worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

## Educational Attainment Data

EMSI's educational attainment numbers are based on EMSI's demographic data and the American Community Survey. By combining these sources, EMSI interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

## Infogroup Business-Level Data

Data for individual businesses is provided by Infogroup, which maintains a database of more than 16 million U.S. business entities. Note that in aggregate it will not be consistent with EMSI labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.

## State Data Sources

This report uses state data from the following agencies: Alabama Department of Industrial Relations; Alaska Department of Labor and Workforce Development; Arizona Department of Administration, Office of Employment and Population Statistics; Arkansas Department of Workforce Services; California Labor Market Information Department; Colorado Department of Labor and Employment; Connecticut did not provide us with a data source; Delaware Office of Occupational and Labor Market Information, Delaware Wages 2004; District of Columbia Department of Employment Services; Florida Department of Economic Opportunity; Georgia Department of Labor, Workforce Information and Analysis, Occupational Information Services Unit; Hawaii Department of Labor and Industrial Relations, Research and Statistics Office; Idaho Department of Labor; Illinois Department of Employment Security, Employment Projections; Indiana Department of Workforce Development; Iowa Workforce Development; Kansas Department of Labor, Labor Market Information Services, Kansas Wage Survey; Kentucky Office of Employment and Training; Louisiana Department of Labor; Maine did not provide us with a data source; Maryland Department of Labor, Licensing and Regulation, Office of Labor Market Analysis and Information; Massachusetts Executive Office of Labor and Workforce Development; Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives; Minnesota Department of Employment and Economic Development; Mississippi Department of Employment Security; Missouri Department of Economic Development; Montana Department of Labor and Industry, Research and Analysis Bureau; Nebraska Workforce Development; Nevada Department of Employment, Training and Rehabilitation, Information Development and Processing Division, Research and Analysis Bureau; New Hampshire Department of Employment Security; New Jersey Department of Labor and Workforce Development; New Mexico Department of Labor, Bureau of Economic Research and Analysis; New York Department of Labor, Division of Research and Statistics; North Carolina Department of Commerce, Labor and Economic Analysis Division; North Dakota Job Service, Labor Market Information Center; Ohio Department of Job and Family Services, Labor Market Information Division; Oklahoma Employment Security Commission; Oregon Employment Department, Oregon Labor Market Information System; Pennsylvania Department of Labor and Industry, Center for Workforce Information and Analysis; Rhode Island did not provide us with a data source; South Carolina Employment Security Commission, Labor Market Information Department; South Dakota Department of Labor, Labor Market Information Division; Tennessee Department of Labor and Workforce Development, Research and Statistics Division; Texas Workforce Commission; Utah Department of Workforce Services; Vermont did not provide us with a data source; Virginia Employment Commission, Economic Information Services; Washington State Employment Security Department, Labor Market and Economic Analysis Branch; West Virginia Bureau of Employment Programs, Research Information & Analysis Division; Wisconsin Department of Workforce Development, Bureau of Workforce Information; Wyoming Department of Employment, Research and Planning