

**Momentum West WI: Barron,
Chippewa, Clark, Dunn, Eau Claire,
Pierce-Pepin & St. Croix Electric
Service Territories (Barron, Chippewa,
Clark, Dunn, Eau Claire, Pepin, Pierce,
Polk, Rusk & St. Croix Counties)
(Report courtesy of 7 Rivers Alliance)**

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Economy Overview

489,085

Population (2018)

Population grew by **8,710** over the last 5 years and is projected to grow by **8,447** over the next 5 years.

224,562

Jobs (2018)

Jobs grew by **12,526** over the last 5 years and are projected to grow by **10,852** over the next 5 years.

\$49.0K

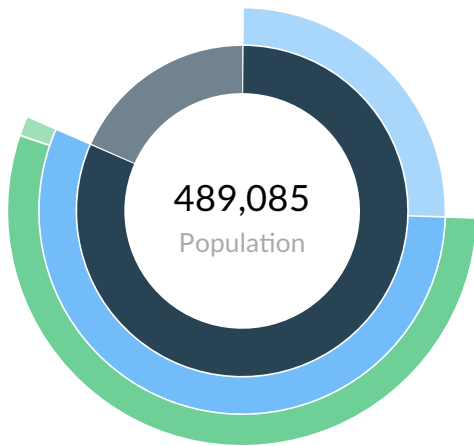
Avg. Earnings Per Job (2018)

Regional average earnings per job are **\$16.1K below** the national average earnings of \$65.1K per job.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	489,085	274,510	224,562	99.4	\$20.80B	\$28.67B	\$23.86B
State	5,810,713	3,148,851	3,139,957	100.3	\$327.94B	\$290.04B	\$322.18B
Nation	328,038,851	162,722,799	162,139,168	100.0	\$19.94T	\$0	\$8.59T

Economy Overview - Cont.

2018 Labor Force Breakdown



	Population
● Total Working Age Population	398,740
● Not in Labor Force (15+)	124,230
● Labor Force	274,510
● Employed	267,771
● Unemployed	6,739
● Under 15	90,345

Educational Attainment

Concerning educational attainment, **17.1% of the selected regions' residents possess a Bachelor's Degree** (1.5% below the national average), and **12.4% hold an Associate's Degree** (4.4% above the national average).

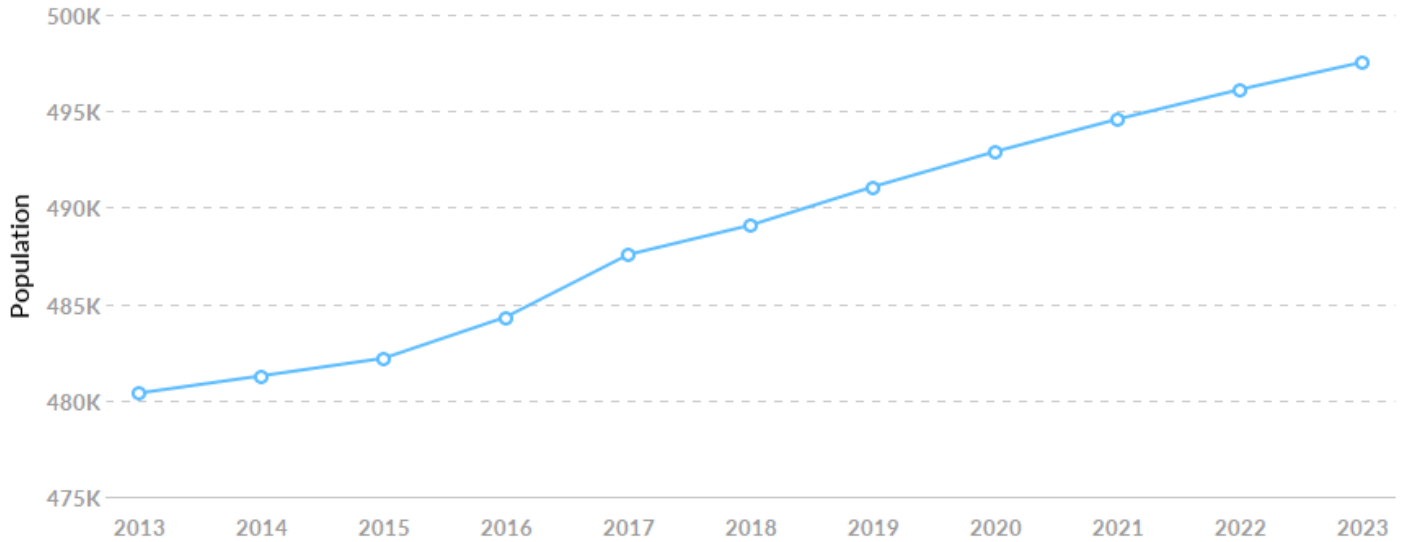


	% of Population	Population
● Less Than 9th Grade	3.6%	11,627
● 9th Grade to 12th Grade	4.6%	14,889
● High School Diploma	33.5%	109,338
● Some College	21.1%	69,056
● Associate's Degree	12.4%	40,414
● Bachelor's Degree	17.1%	55,957
● Graduate Degree and Higher	7.8%	25,550

Historic & Projected Trends

Population Trends

As of 2018 the region's population **increased by 1.8%** since 2013, growing by 8,710. Population is expected to **increase by 1.7%** between 2018 and 2023, adding 8,447.



Timeframe	Population
2013	480,375
2014	481,269
2015	482,182
2016	484,321
2017	487,557
2018	489,085
2019	491,073
2020	492,902
2021	494,582
2022	496,121
2023	497,533

Job Trends

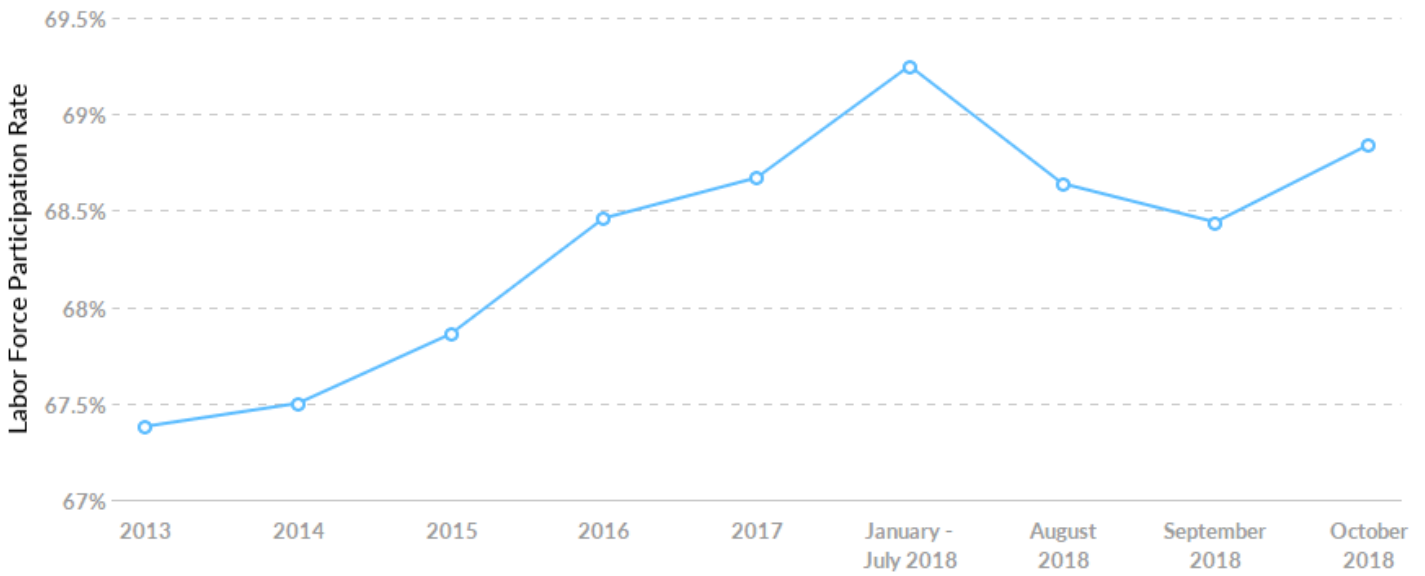
From 2013 to 2018, jobs **increased by 5.9%** in Momentum West WI: Barron, Chippewa, Clark, Dunn, Eau Claire, Pierce-Pepin & St. Croix Electric Service Territories (Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, Rusk & St. Croix Counties) (Report courtesy of 7 Rivers Alliance) from 212,037 to **224,562**. This change **fell short of the national growth rate of 7.8% by 1.9%**.



Timeframe	Jobs
2013	212,037
2014	216,893
2015	220,157
2016	221,500
2017	223,284
2018	224,562
2019	227,777
2020	230,379
2021	232,550
2022	234,411
2023	235,414

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

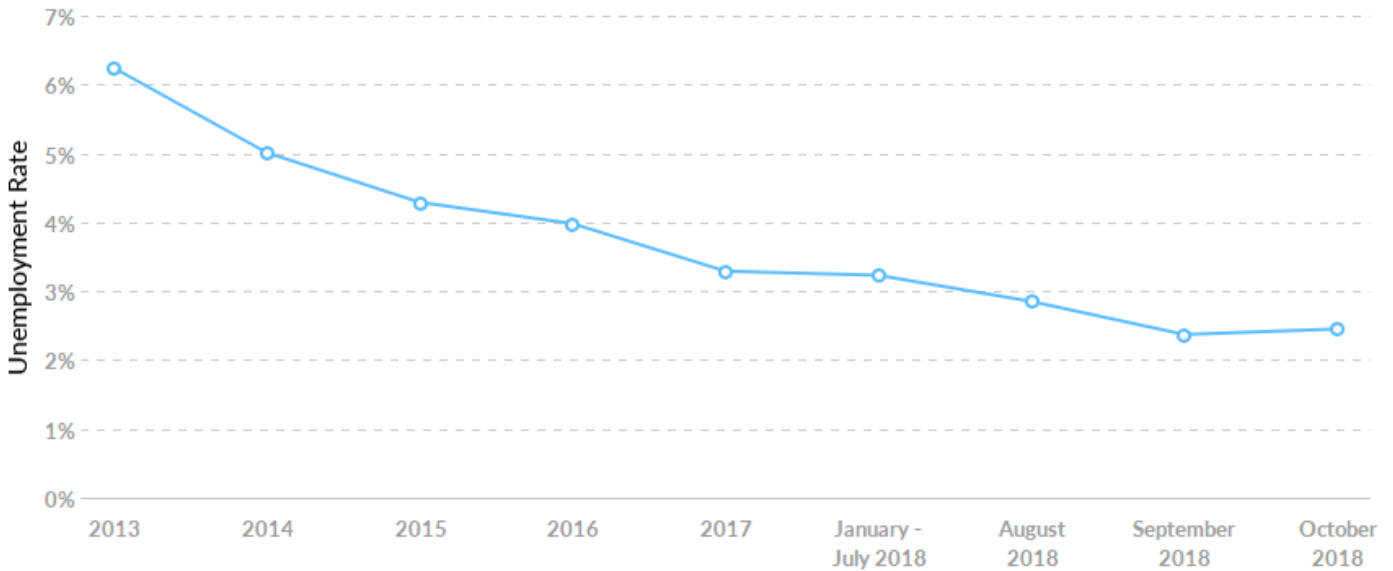


Timeframe	Labor Force Participation Rate
2013	67.38%
2014	67.50%
2015	67.86%
2016	68.46%
2017	68.67%
January - July 2018	69.25%
August 2018	68.64%
September 2018	68.44%
October 2018	68.84%

Historic & Projected Trends - Cont.

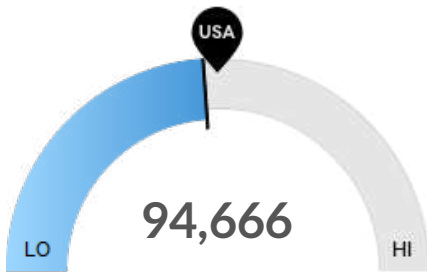
Unemployment Rate Trends

Your areas had an October 2018 unemployment rate of 2.45%, **decreasing from 6.24%** 5 years before.



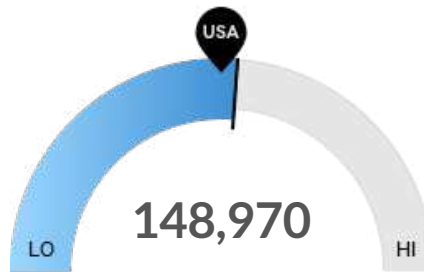
Timeframe	Unemployment Rate
2013	6.24%
2014	5.01%
2015	4.29%
2016	3.98%
2017	3.29%
January - July 2018	3.23%
August 2018	2.85%
September 2018	2.37%
October 2018	2.45%

Population Characteristics



Millennials

Your area has 94,666 millennials (ages 20-34). The national average for an area this size is 100,980.



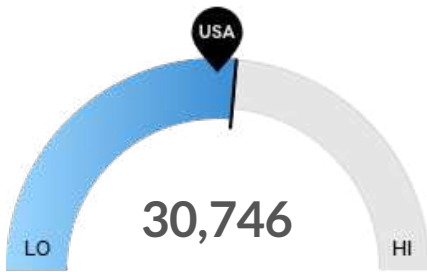
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 138,990 people 55 or older, while there are 148,970 here.



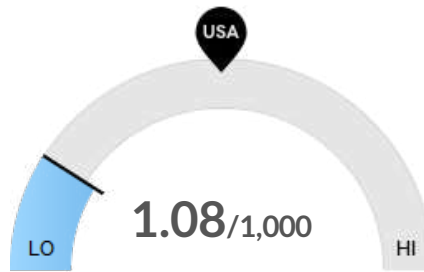
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 191,473 racially diverse people, while there are 33,962 here.



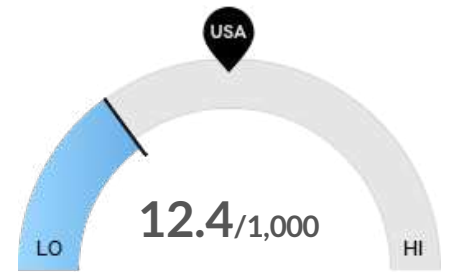
Veterans

Your area has 30,746 veterans. The national average for an area this size is 28,349.



Violent Crime

Your area has 1.08 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.

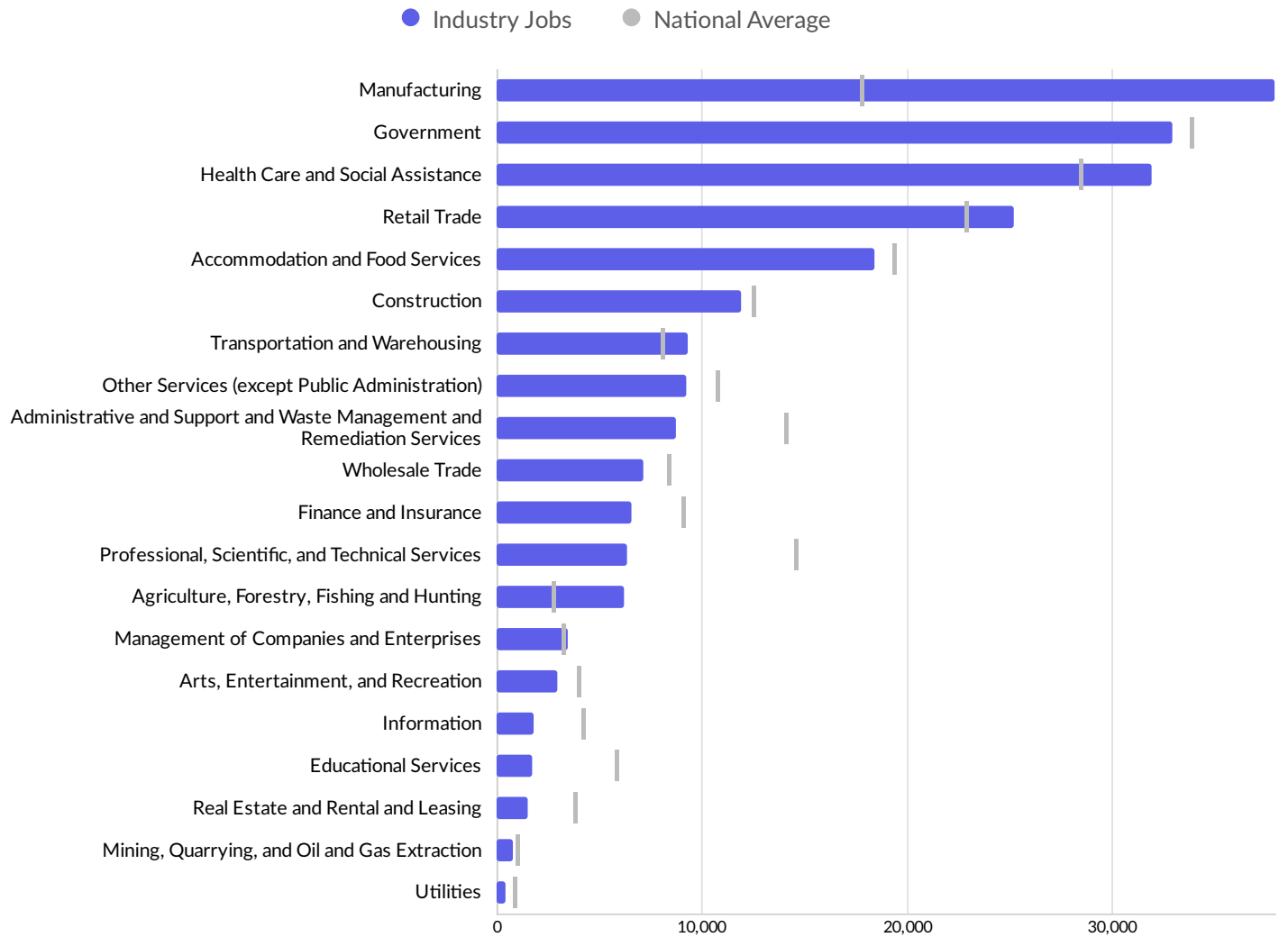


Property Crime

Your area has 12.4 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

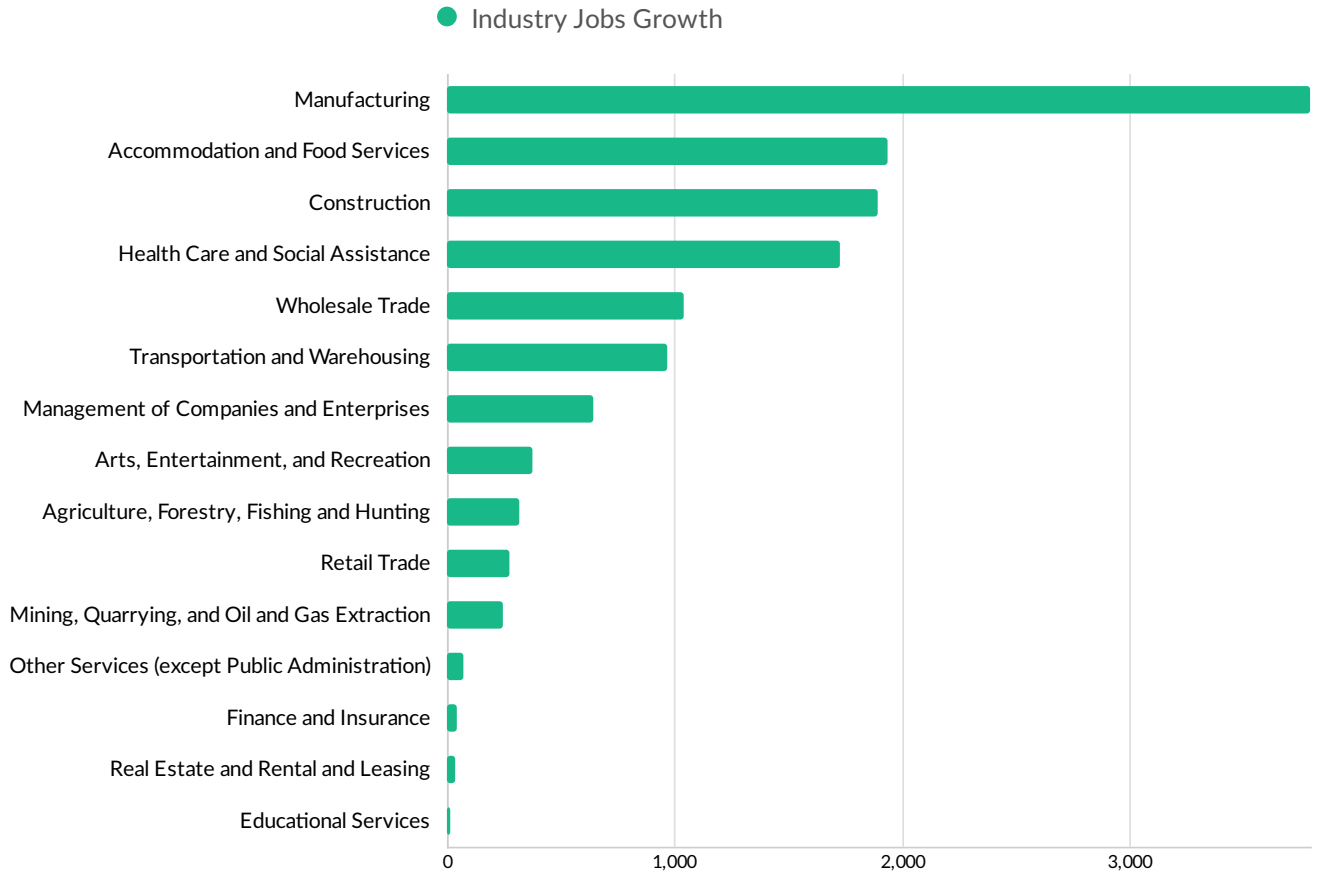
Industry Characteristics

Largest Industries



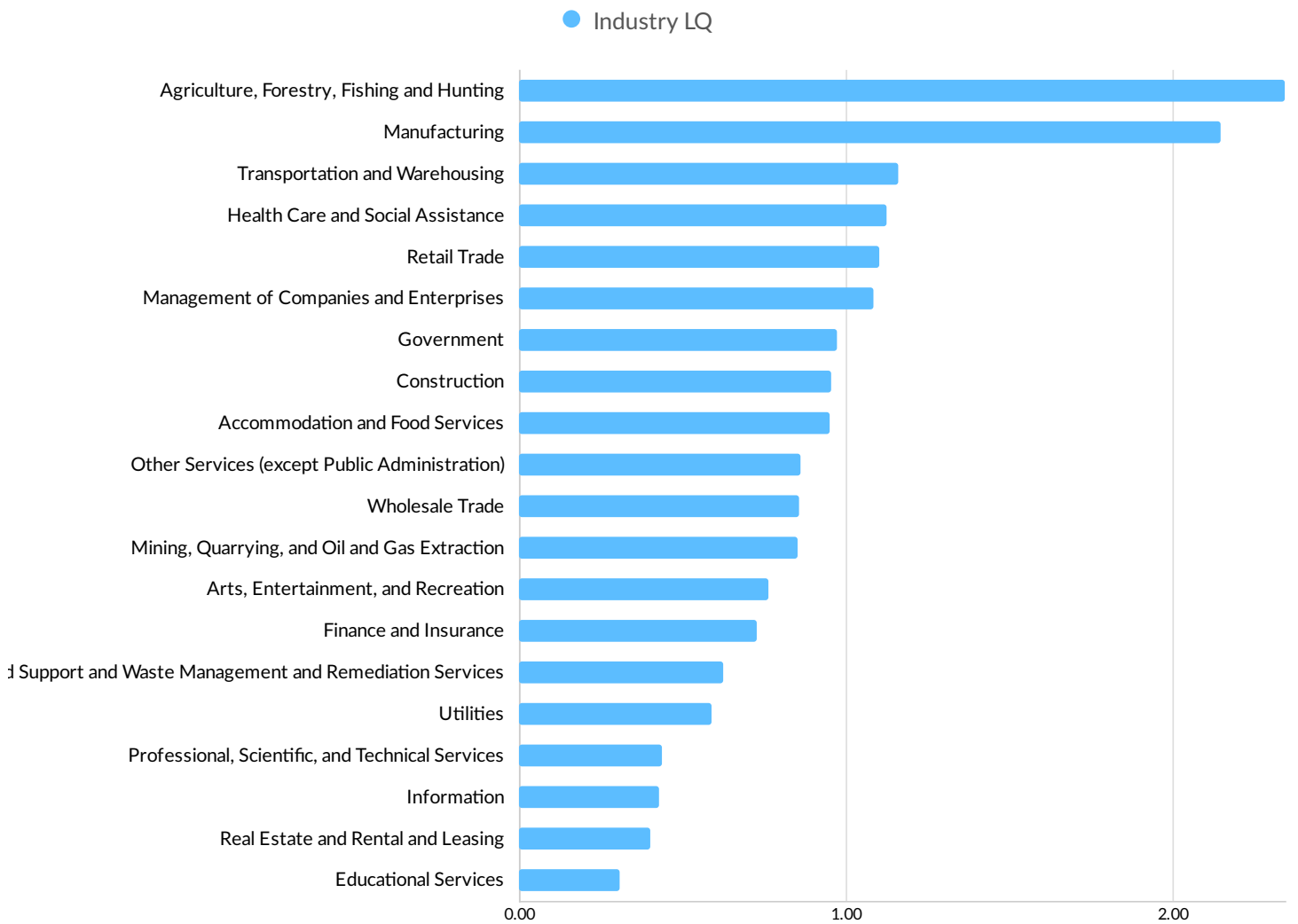
Industry Characteristics - Cont.

Top Growing Industries



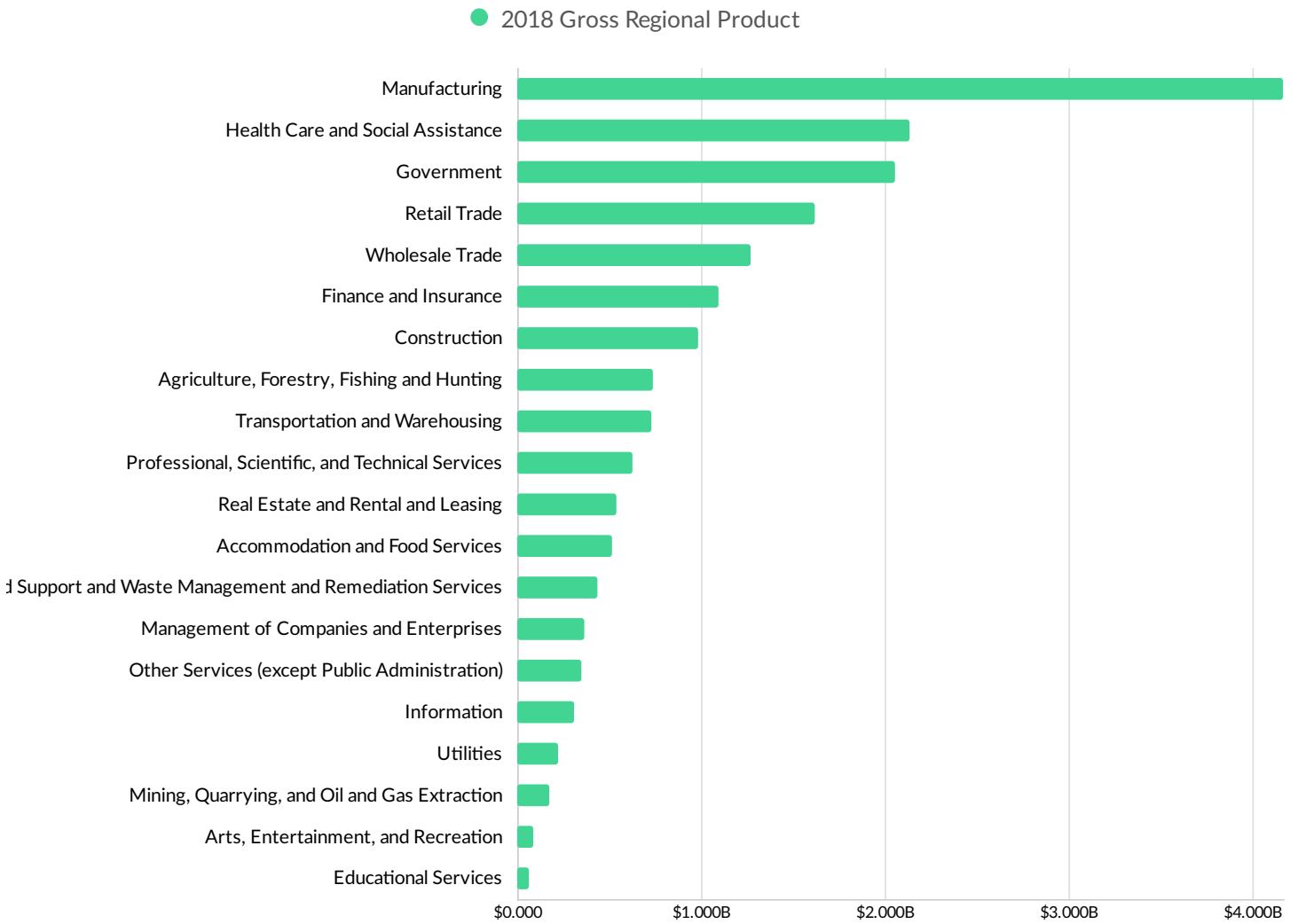
Industry Characteristics - Cont.

Top Industry LQ



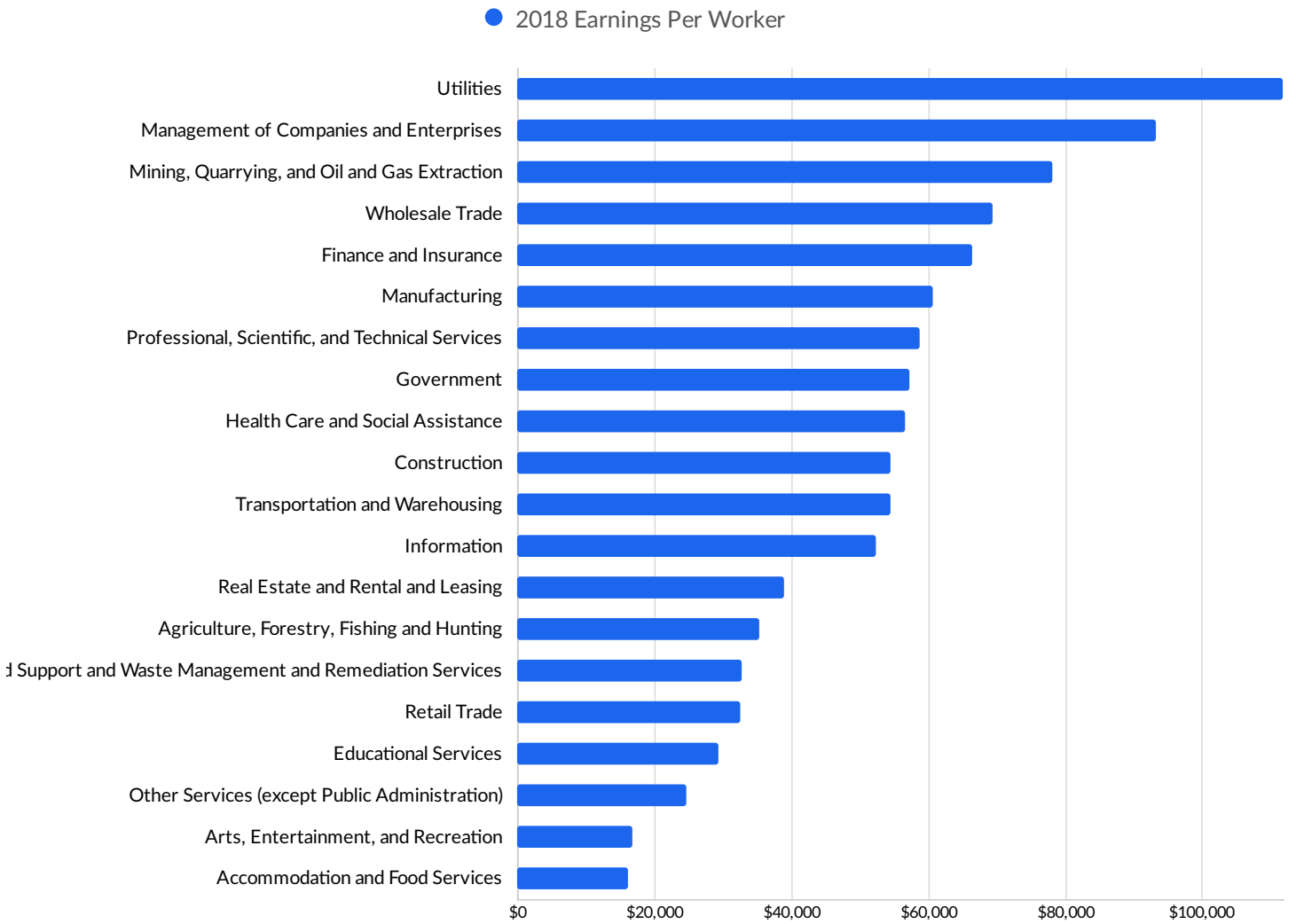
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	34,128	37,921	3,793	+11%	2.15	\$60,749	\$4.17B
Government	33,431	32,969	-462	-1%	0.97	\$57,406	\$2.06B
Health Care and Social Assistance	30,186	31,910	1,724	+6%	1.12	\$56,656	\$2.14B
Retail Trade	24,913	25,185	272	+1%	1.10	\$32,699	\$1.62B
Accommodation and Food Services	16,453	18,386	1,933	+12%	0.95	\$16,156	\$517.25M
Construction	9,999	11,890	1,891	+19%	0.96	\$54,548	\$985.29M
Transportation and Warehousing	8,365	9,334	969	+12%	1.16	\$54,467	\$728.23M
Other Services (except Public Administration)	9,138	9,213	75	+1%	0.86	\$24,761	\$347.52M
Administrative and Support and Waste Management and Remediation Services	8,923	8,742	-181	-2%	0.62	\$32,909	\$440.49M
Wholesale Trade	6,093	7,132	1,039	+17%	0.86	\$69,413	\$1.27B
Finance and Insurance	6,542	6,588	46	+1%	0.73	\$66,515	\$1.09B
Professional, Scientific, and Technical Services	6,418	6,334	-84	-1%	0.44	\$58,820	\$627.30M
Agriculture, Forestry, Fishing and Hunting	5,899	6,214	315	+5%	2.34	\$35,382	\$742.18M
Management of Companies and Enterprises	2,832	3,474	642	+23%	1.09	\$93,359	\$362.66M
Arts, Entertainment, and Recreation	2,588	2,967	379	+15%	0.76	\$16,929	\$85.54M
Information	1,831	1,771	-60	-3%	0.43	\$52,474	\$306.32M
Educational Services	1,747	1,764	17	+1%	0.31	\$29,327	\$65.21M
Real Estate and Rental and Leasing	1,487	1,526	39	+3%	0.40	\$38,881	\$540.44M
Mining, Quarrying, and Oil and Gas Extraction	534	783	249	+47%	0.85	\$78,241	\$173.33M









Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Utilities	526	458	-68	-13%	0.59	\$111,849	\$219.59M

Business Characteristics

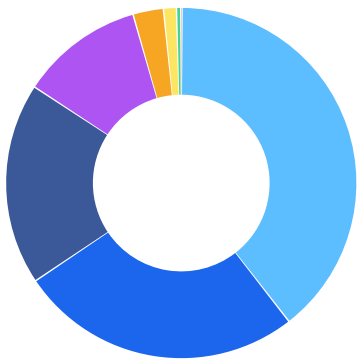
20,378 Companies Employ Your Workers

Online profiles for your workers mention 20,378 companies as employers, with the top 10 appearing below. In the last 12 months, 5,009 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Wisconsin-Madis...	1,406 	Anthem, Inc.	1,858 
Mayo Clinic	1,311 	CRST International, Inc.	1,832 
Menard, Inc.	703 	Ashley Furniture Industries, Inc.	1,652 
Marshfield Clinic	505 	C.R. England, Inc.	1,554 
3M Company	492 	Roehl Transport, Inc.	1,265 
Unitedhealth Group Incorporat...	466 	Tutree, Inc.	1,223 
Sacred Heart Hospital, Inc.	411 	Mayo Clinic	1,218 
University of Wisconsin-Stout	354 	Platinum Supplemental Insuran...	1,146 
Wal-Mart Stores, Inc.	349 	Marshfield Clinic	1,094 
Phillips Plastics Corporation	343 	Teach For America, Inc.	1,090 

Business Characteristics - Cont.

Business Size

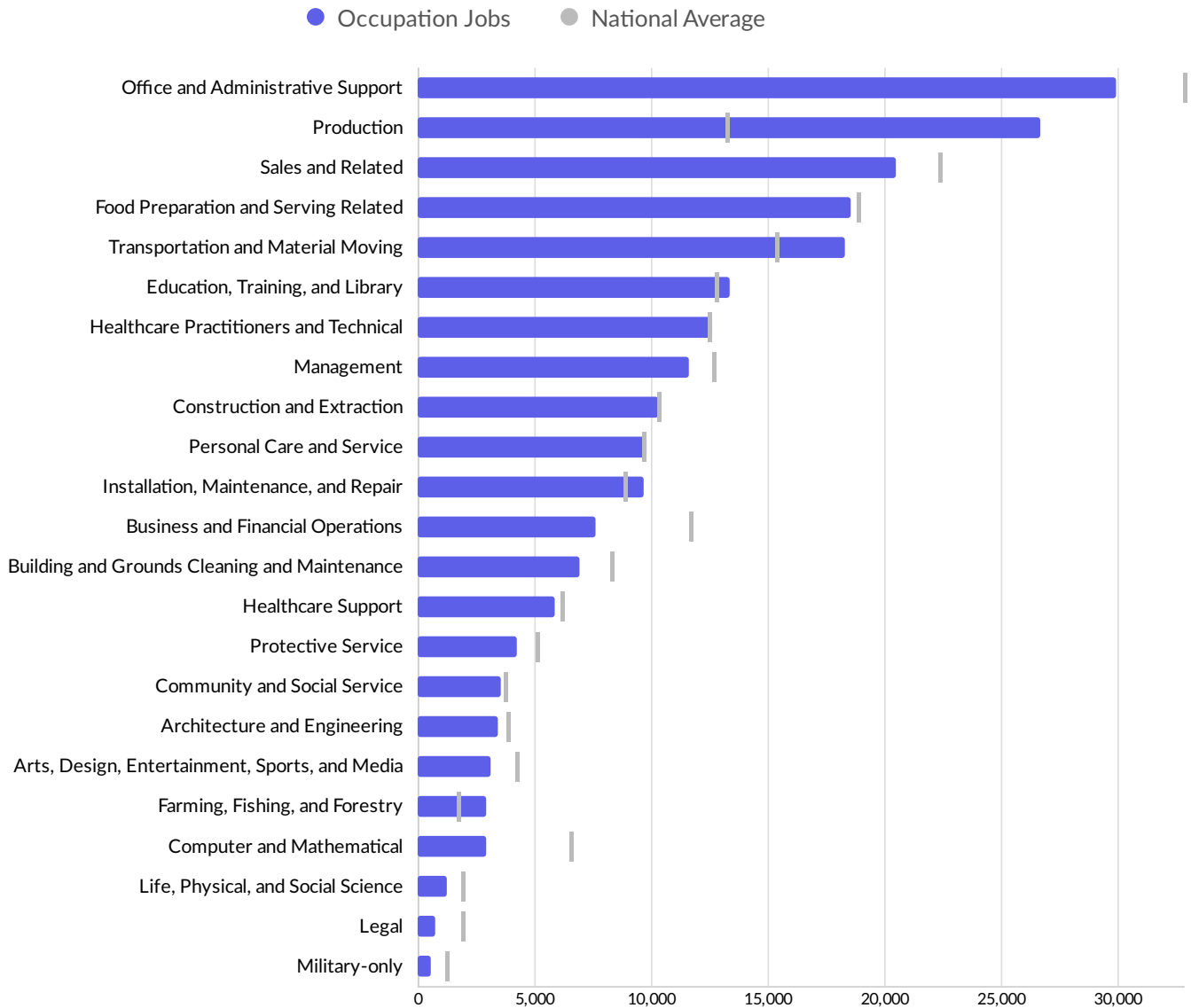


	Percentage	Business Count
1 to 4 employees	39.4%	7,997
5 to 9 employees	26.1%	5,301
10 to 19 employees	18.6%	3,781
20 to 49 employees	11.3%	2,301
50 to 99 employees	2.8%	570
100 to 249 employees	1.2%	242
250 to 499 employees	0.4%	81
500+ employees	0.1%	22

**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.*

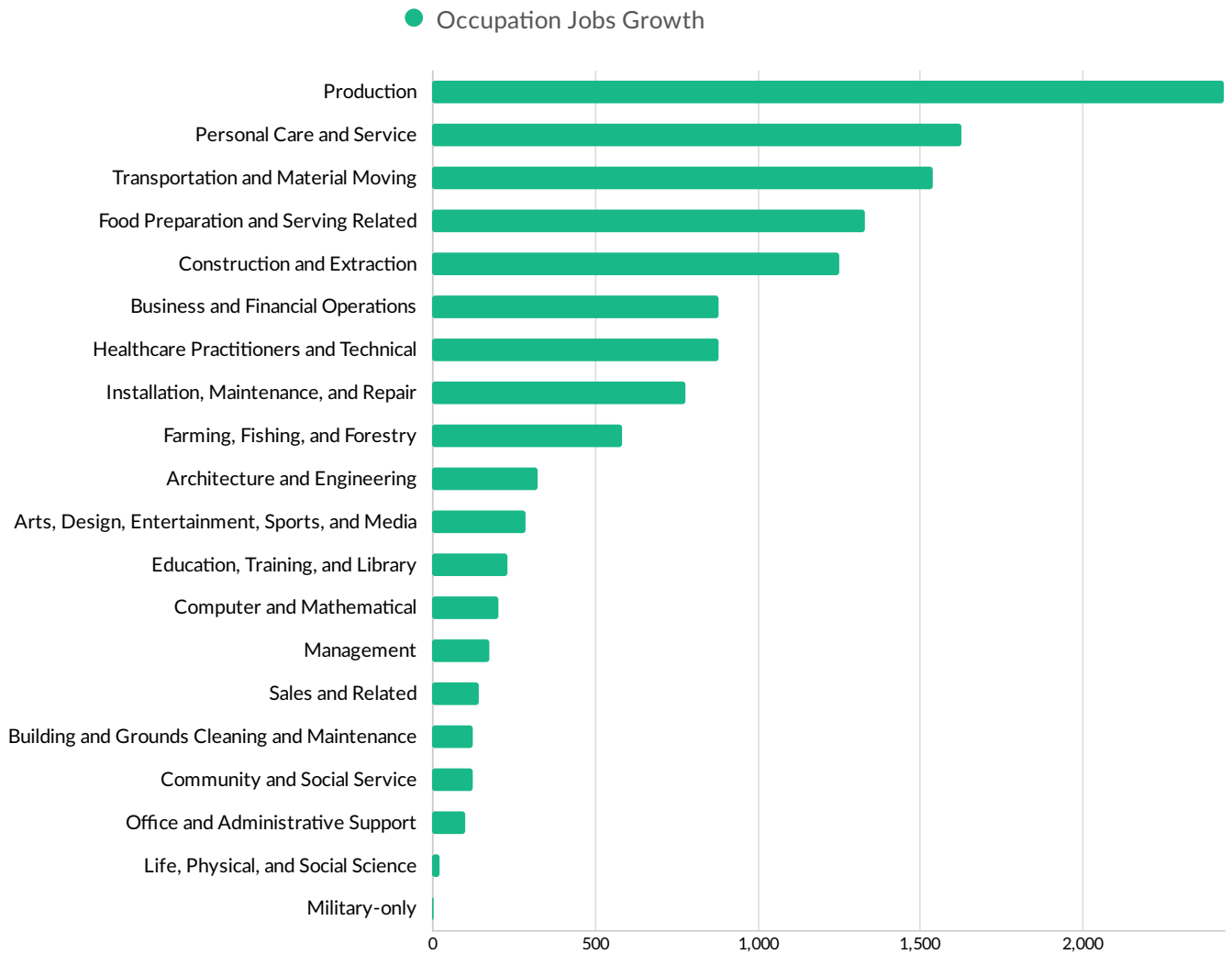
Workforce Characteristics

Largest Occupations



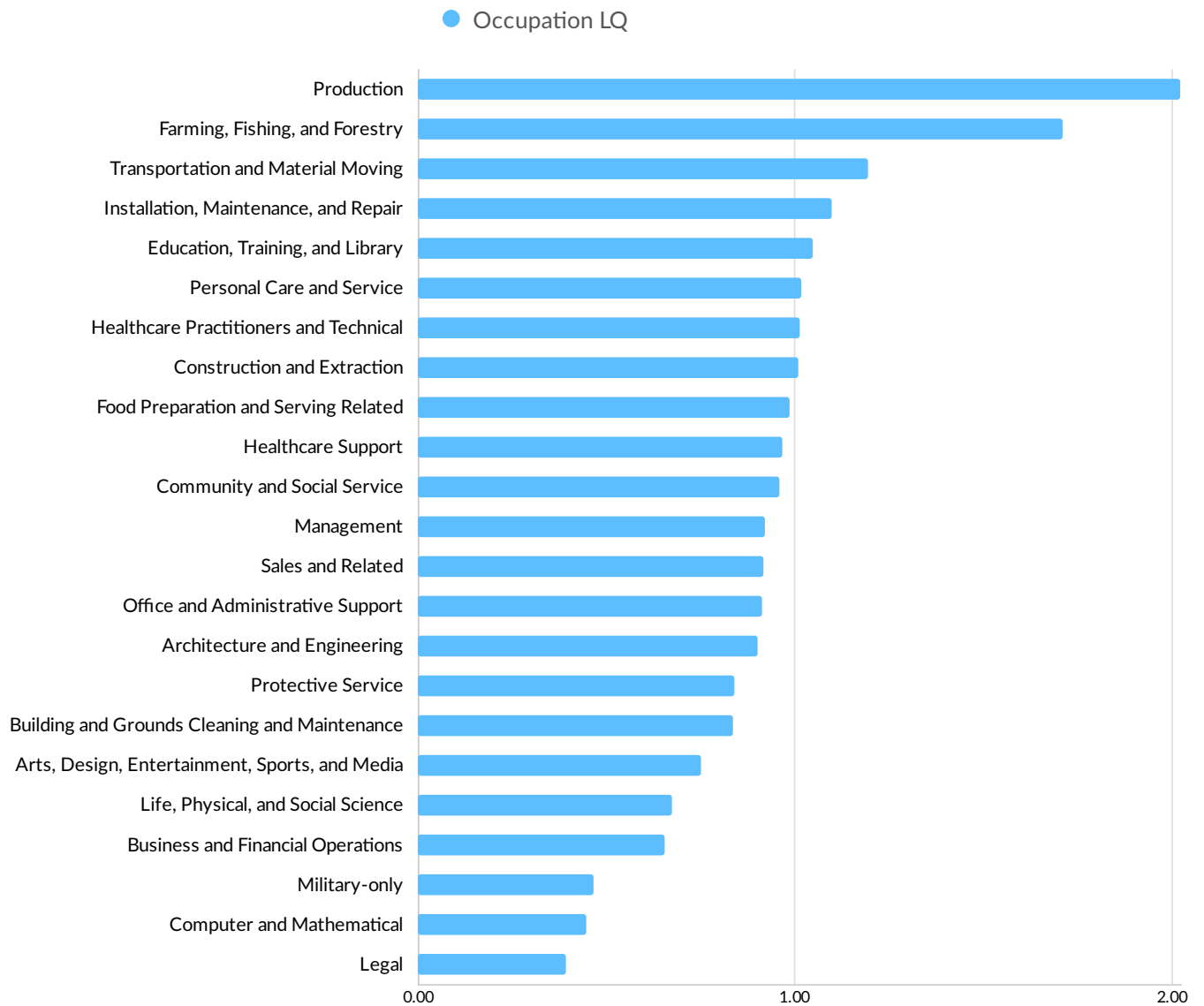
Workforce Characteristics - Cont.

Top Growing Occupations



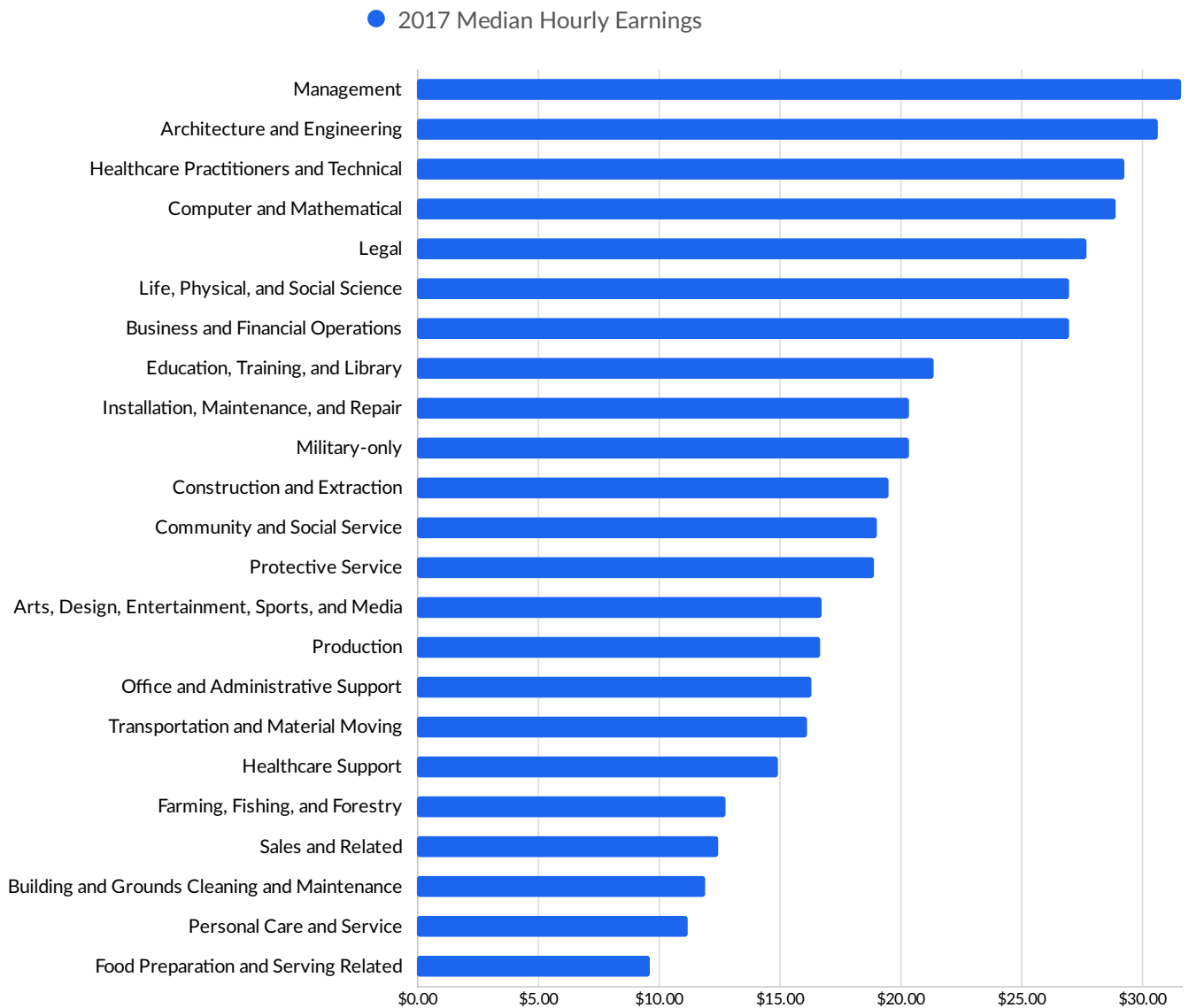
Workforce Characteristics - Cont.

Top Occupation LQ



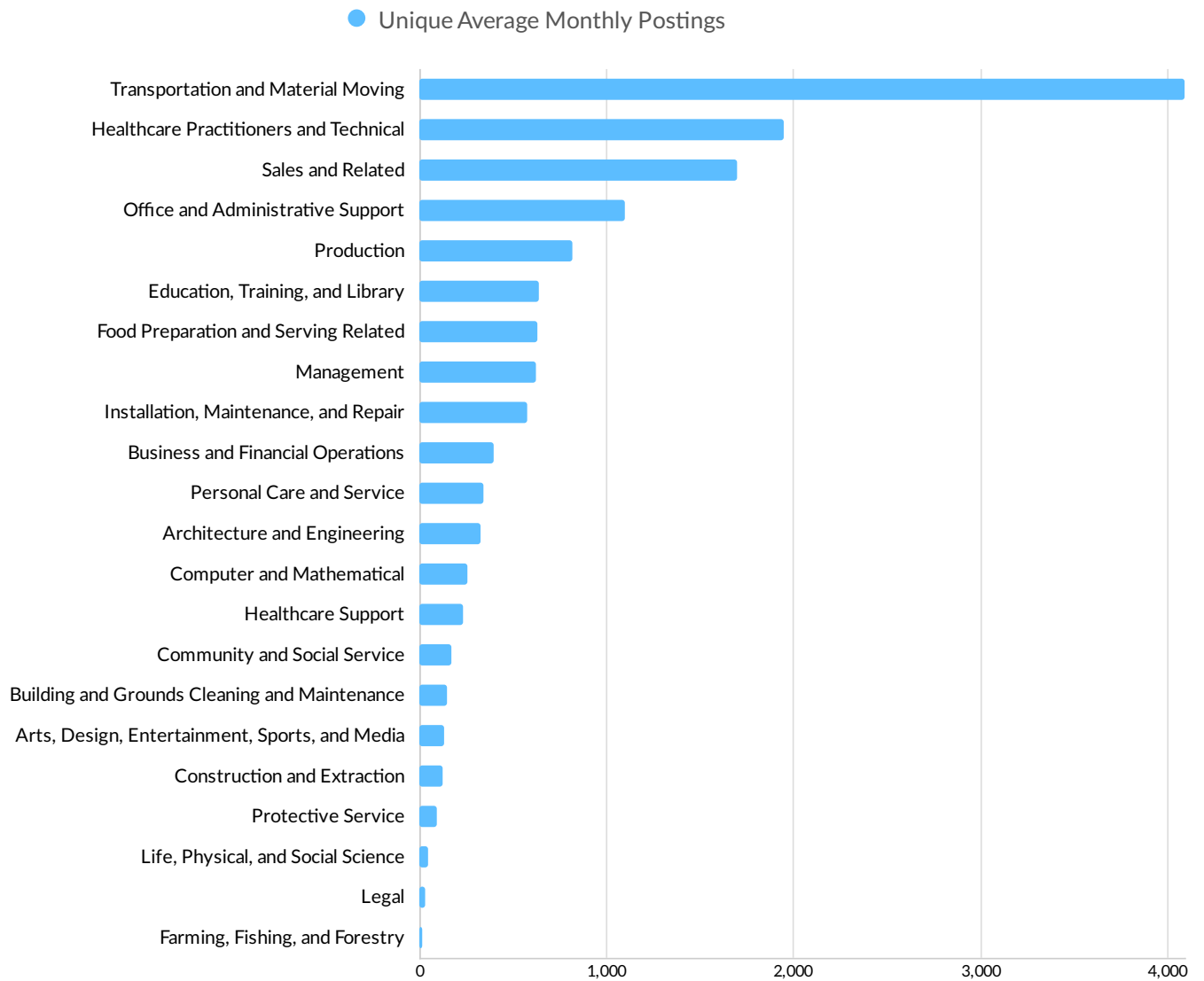
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

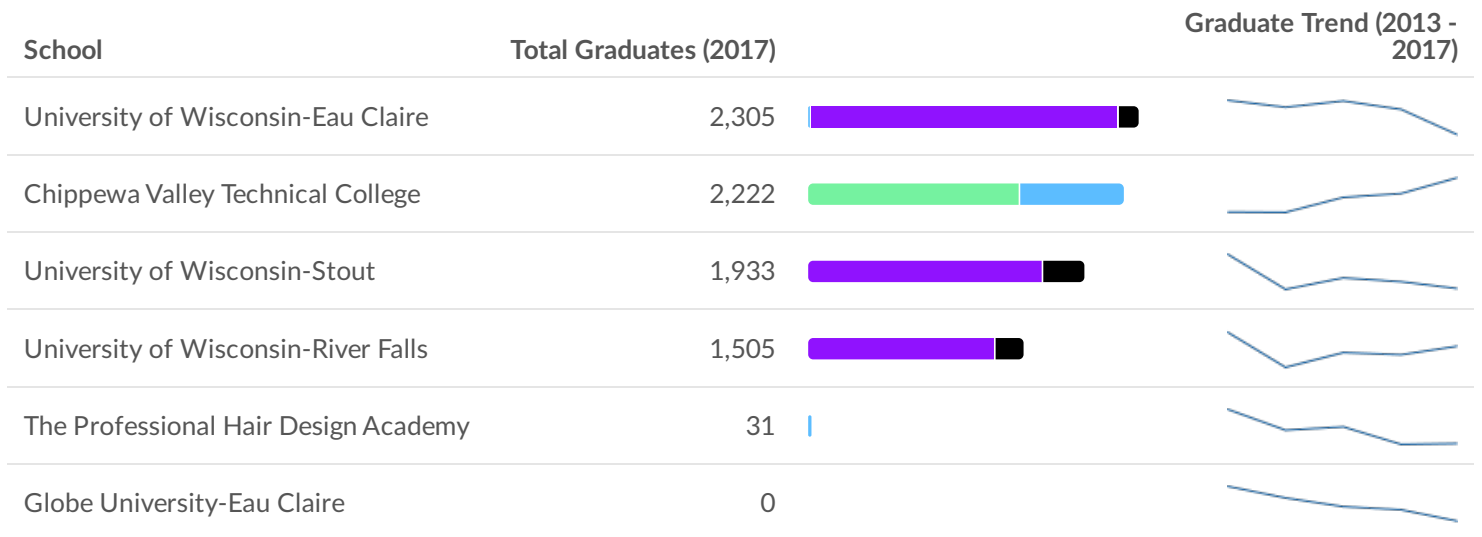
Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Office and Administrative Support	29,829	29,932	103	+0%	0.91	\$16.36	1,100
Production	24,228	26,663	2,435	+10%	2.02	\$16.68	817
Sales and Related	20,373	20,516	143	+1%	0.92	\$12.51	1,698
Food Preparation and Serving Related	17,218	18,549	1,331	+8%	0.99	\$9.65	632
Transportation and Material Moving	16,755	18,297	1,542	+9%	1.20	\$16.14	4,095
Education, Training, and Library	13,135	13,368	233	+2%	1.05	\$21.41	641
Healthcare Practitioners and Technical	11,743	12,625	882	+8%	1.01	\$29.28	1,949
Management	11,434	11,612	178	+2%	0.92	\$31.65	622
Construction and Extraction	9,078	10,332	1,254	+14%	1.01	\$19.50	122
Personal Care and Service	8,185	9,814	1,629	+20%	1.02	\$11.22	347
Installation, Maintenance, and Repair	8,905	9,684	779	+9%	1.10	\$20.40	576
Business and Financial Operations	6,753	7,636	883	+13%	0.66	\$27.01	399
Building and Grounds Cleaning and Maintenance	6,790	6,913	123	+2%	0.84	\$11.96	149
Healthcare Support	6,378	5,899	-479	-8%	0.97	\$14.95	230
Protective Service	4,294	4,237	-57	-1%	0.84	\$18.93	94
Community and Social Service	3,441	3,564	123	+4%	0.96	\$19.08	173
Architecture and Engineering	3,121	3,447	326	+10%	0.90	\$30.71	324

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	2,834	3,120	286	+10%	0.75	\$16.76	136
Farming, Fishing, and Forestry	2,328	2,912	584	+25%	1.71	\$12.78	19
Computer and Mathematical	2,707	2,910	203	+7%	0.45	\$28.95	258
Life, Physical, and Social Science	1,231	1,255	24	+2%	0.68	\$27.01	47
Legal	739	734	-5	-1%	0.40	\$27.73	31
Military-only	538	544	6	+1%	0.47	\$20.37	0

Educational Pipeline

In 2017, there were 7,996 graduates in Momentum West WI: Barron, Chippewa, Clark, Dunn, Eau Claire, Pierce-Pepin & St. Croix Electric Service Territories (Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk, Rusk & St. Croix Counties) (Report courtesy of 7 Rivers Alliance). This pipeline has shrunk by 2% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", Nursing Assistant/Aide and Patient Care Assistant/Aide, and "Psychology, General".



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