



**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)**

Contents

Report Parameters	1
Economy Overview	2
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	9
Business Characteristics	15
Workforce Characteristics	17
Educational Pipeline	21
In-Demand Skills	22

Report Parameters

10 Counties

55005	Barron County, WI	55091	Pepin County, WI
55017	Chippewa County, WI	55093	Pierce County, WI
55019	Clark County, WI	55095	Polk County, WI
55033	Dunn County, WI	55107	Rusk County, WI
55035	Eau Claire County, WI	55109	St. Croix County, WI

Class of Worker

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

The information in this report pertains to the chosen geographical areas.

Economy Overview

492,904

Population (2019)

Population **grew by 11,572** over the last 5 years and is projected to **grow by 10,218** over the next 5 years.

226,904

Total Regional Employment

Jobs **grew by 8,820** over the last 5 years and are projected to **grow by 10,469** over the next 5 years.

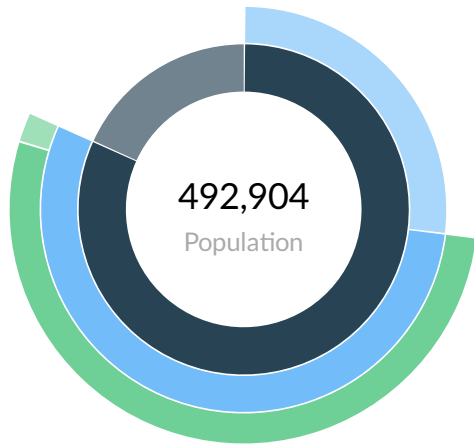
\$52.1K

Avg. Earnings Per Job (2019)

Regional average earnings per job are **\$16.9K below** the national average earnings of \$69.1K per job.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	492,904	270,290	226,904	99.0	\$21.34B	\$29.95B	\$24.47B
State	5,829,343	3,089,956	3,180,026	100.0	\$339.02B	\$308.87B	\$336.99B
United States	329,399,330	163,493,315	165,694,988	100.0	\$21.12T	\$0	\$8.96T

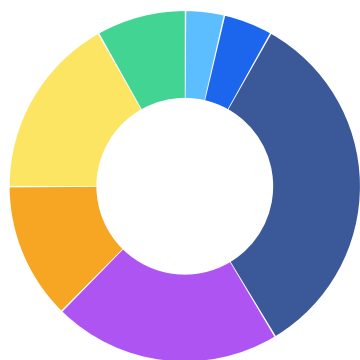
2019 Labor Force Breakdown



	Population
● Total Working Age Population	402,643
● Not in Labor Force (15+)	132,353
● Labor Force	270,290
● Employed	260,041
● Unemployed	10,249
● Under 15	90,261

Educational Attainment

Concerning educational attainment, **16.9%** of the selected regions' residents possess a **Bachelor's Degree** (2.0% below the national average), and **12.6%** hold an **Associate's Degree** (4.5% above the national average).

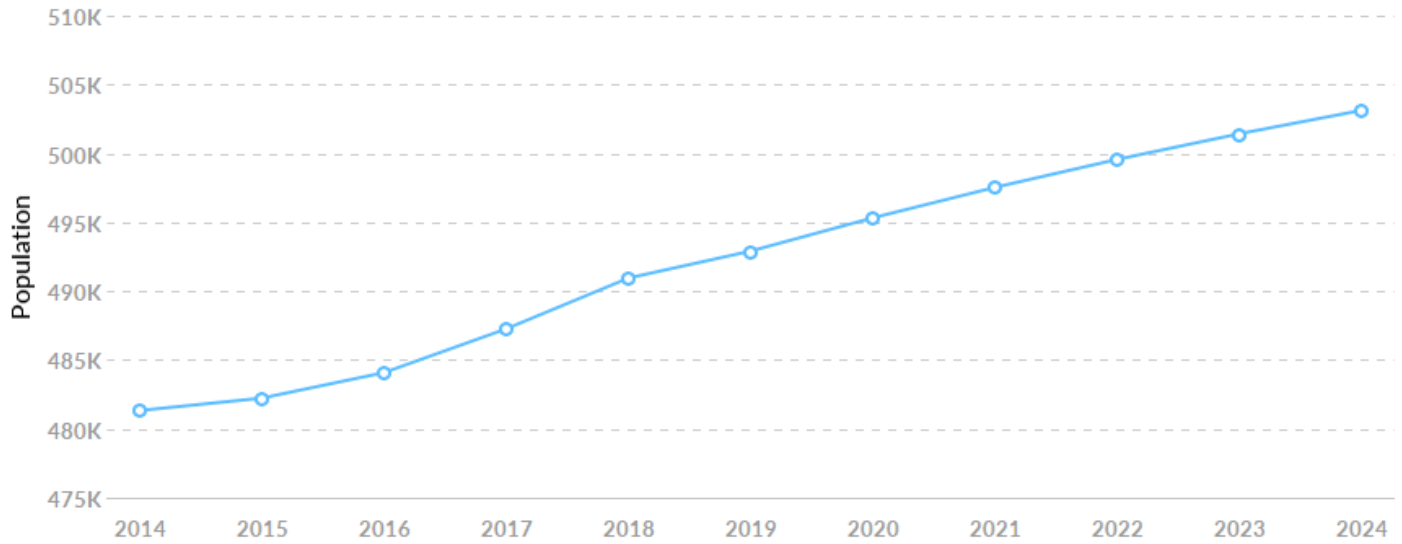


	% of Population	Population
● Less Than 9th Grade	3.6%	11,785
● 9th Grade to 12th Grade	4.5%	14,949
● High School Diploma	33.2%	109,857
● Some College	21.0%	69,435
● Associate's Degree	12.6%	41,629
● Bachelor's Degree	16.9%	55,739
● Graduate Degree and Higher	8.2%	27,275

Historic & Projected Trends

Population Trends

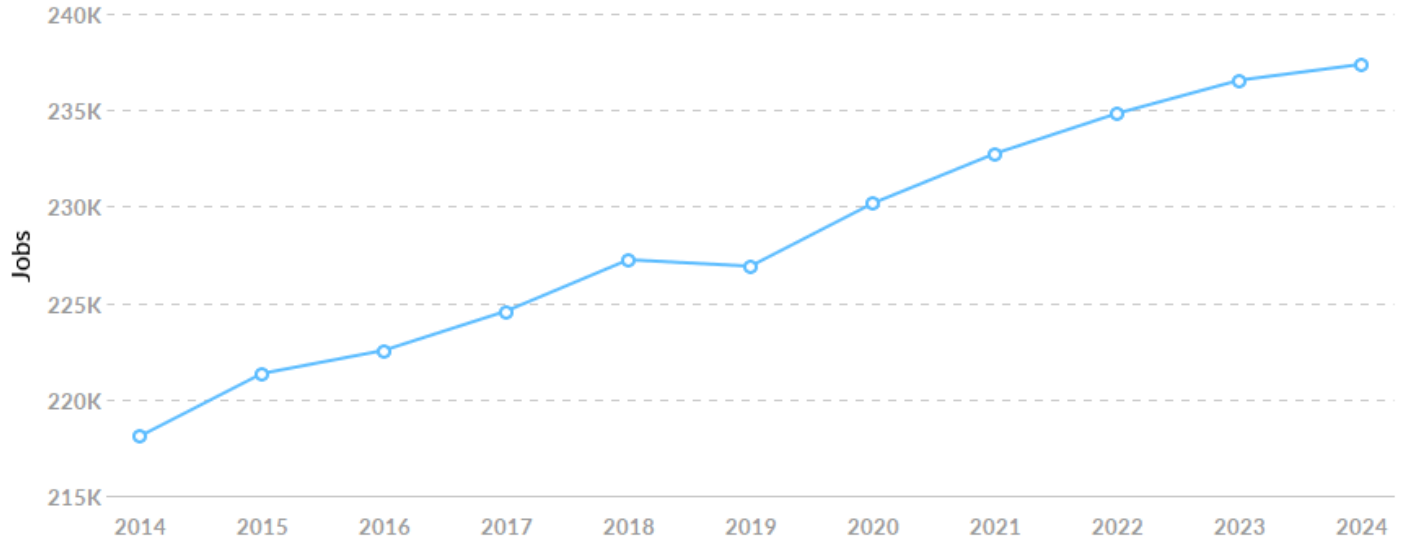
As of 2019 the region's population **increased by 2.4%** since 2014, growing by 11,572. Population is expected to **increase by 2.1%** between 2019 and 2024, adding 10,218.



Timeframe	Population
2014	481,331
2015	482,231
2016	484,083
2017	487,259
2018	490,946
2019	492,904
2020	495,318
2021	497,531
2022	499,560
2023	501,422
2024	503,122

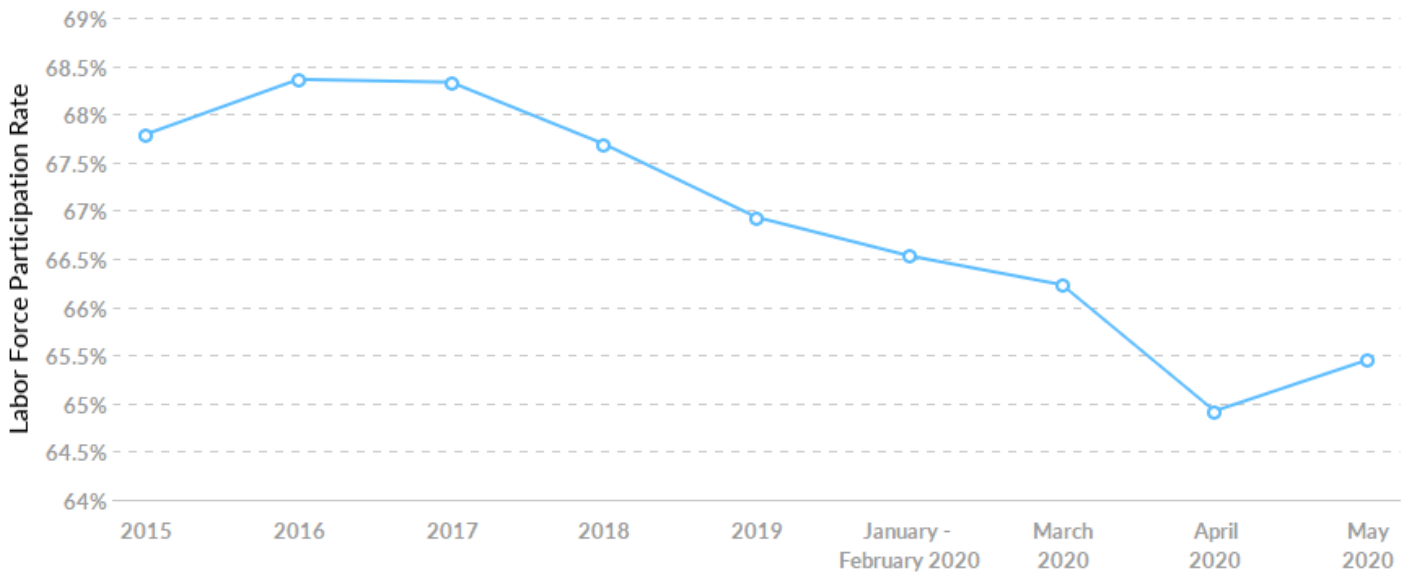
Job Trends

From 2014 to 2019, jobs **increased by 4.0%** 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 218,084 to **226,904**. This change **fell short of the national growth rate of 7.9% by 3.9%**.



Timeframe	Jobs
2014	218,084
2015	221,336
2016	222,541
2017	224,577
2018	227,239
2019	226,904
2020	230,164
2021	232,743
2022	234,826
2023	236,548
2024	237,373

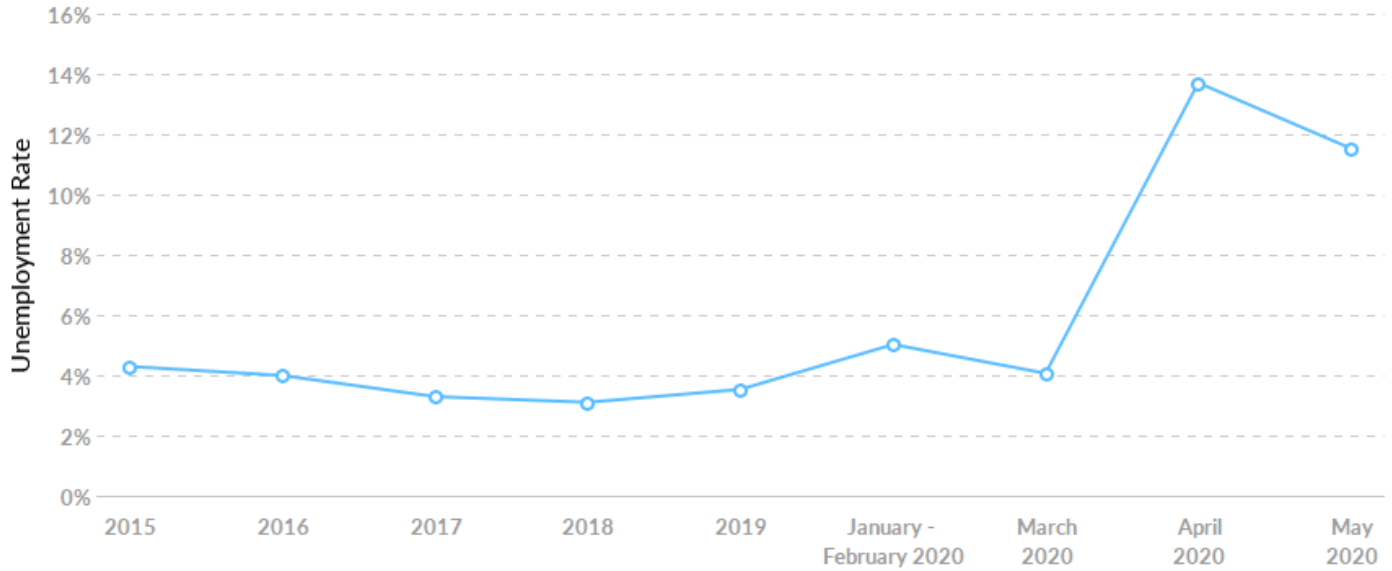
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	67.79%
2016	68.36%
2017	68.33%
2018	67.69%
2019	66.93%
January - February 2020	66.53%
March 2020	66.23%
April 2020	64.92%
May 2020	65.45%

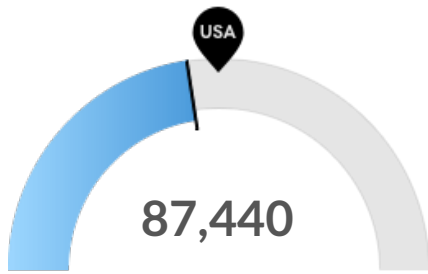
Unemployment Rate Trends

Your areas had a May 2020 unemployment rate of 11.52%, increasing from 4.29% 5 years before.



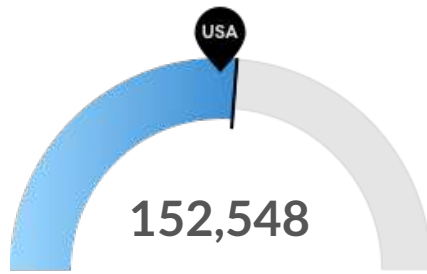
Timeframe	Unemployment Rate
2015	4.29%
2016	3.99%
2017	3.29%
2018	3.10%
2019	3.53%
January - February 2020	5.02%
March 2020	4.06%
April 2020	13.70%
May 2020	11.52%

Population Characteristics



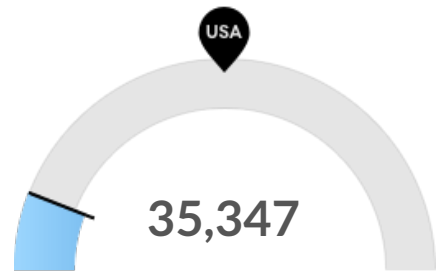
Millennials

Your area has 87,440 millennials (ages 25-39). The national average for an area this size is 100,932.



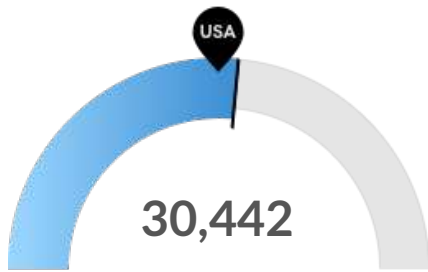
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 142,112 people 55 or older, while there are 152,548 here.



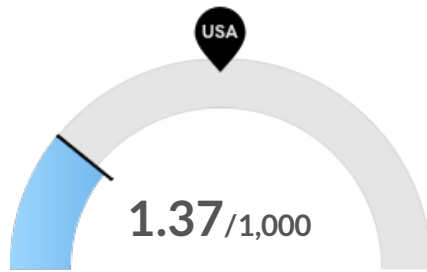
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 194,509 racially diverse people, while there are 35,347 here.



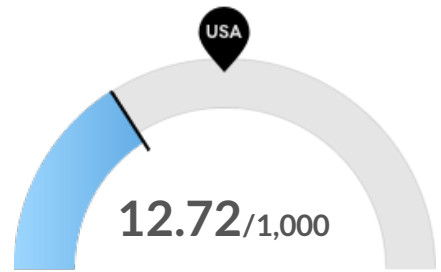
Veterans

Your area has 30,442 veterans. The national average for an area this size is 27,928.



Violent Crime

Your area has 1.37 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

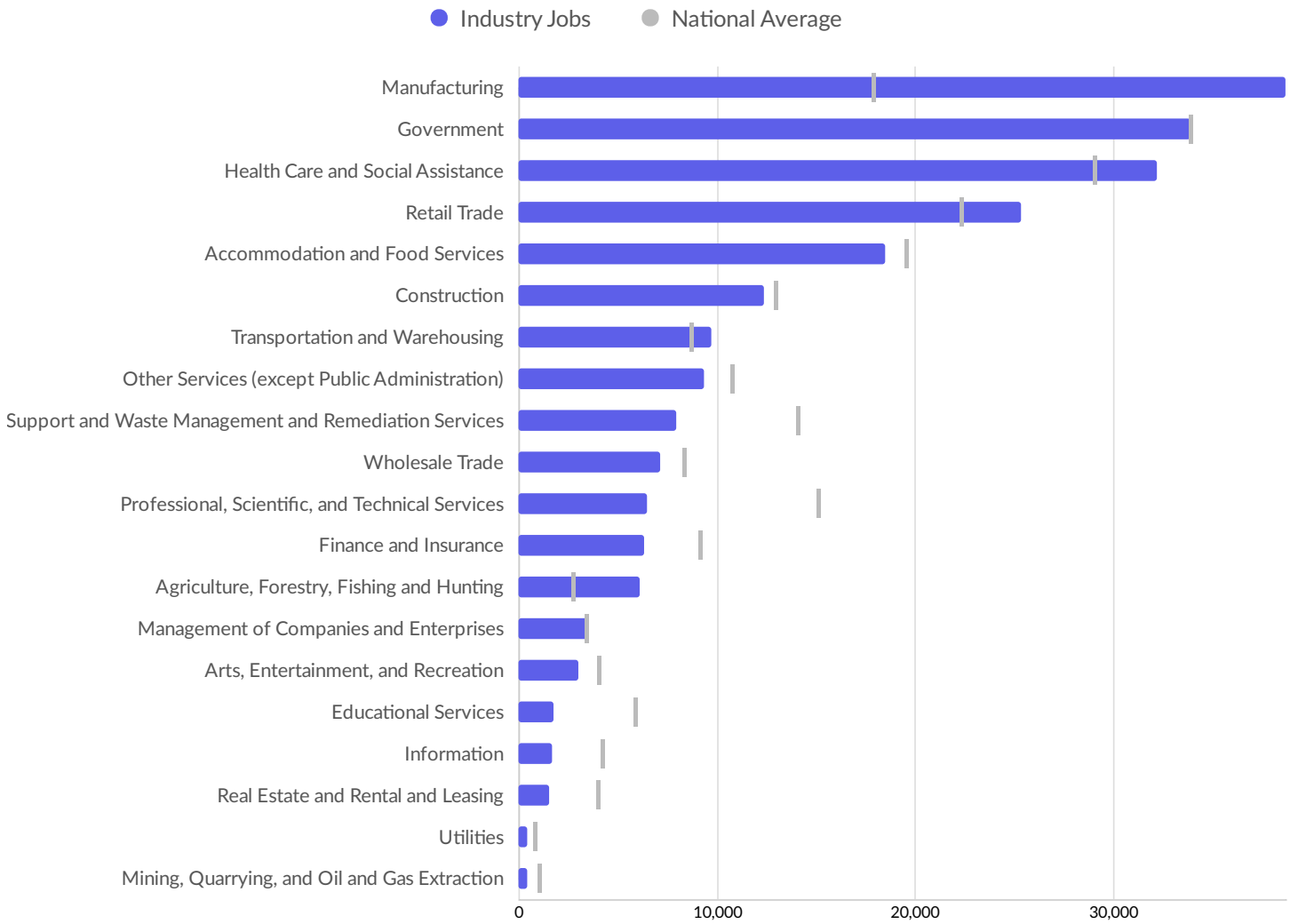


Property Crime

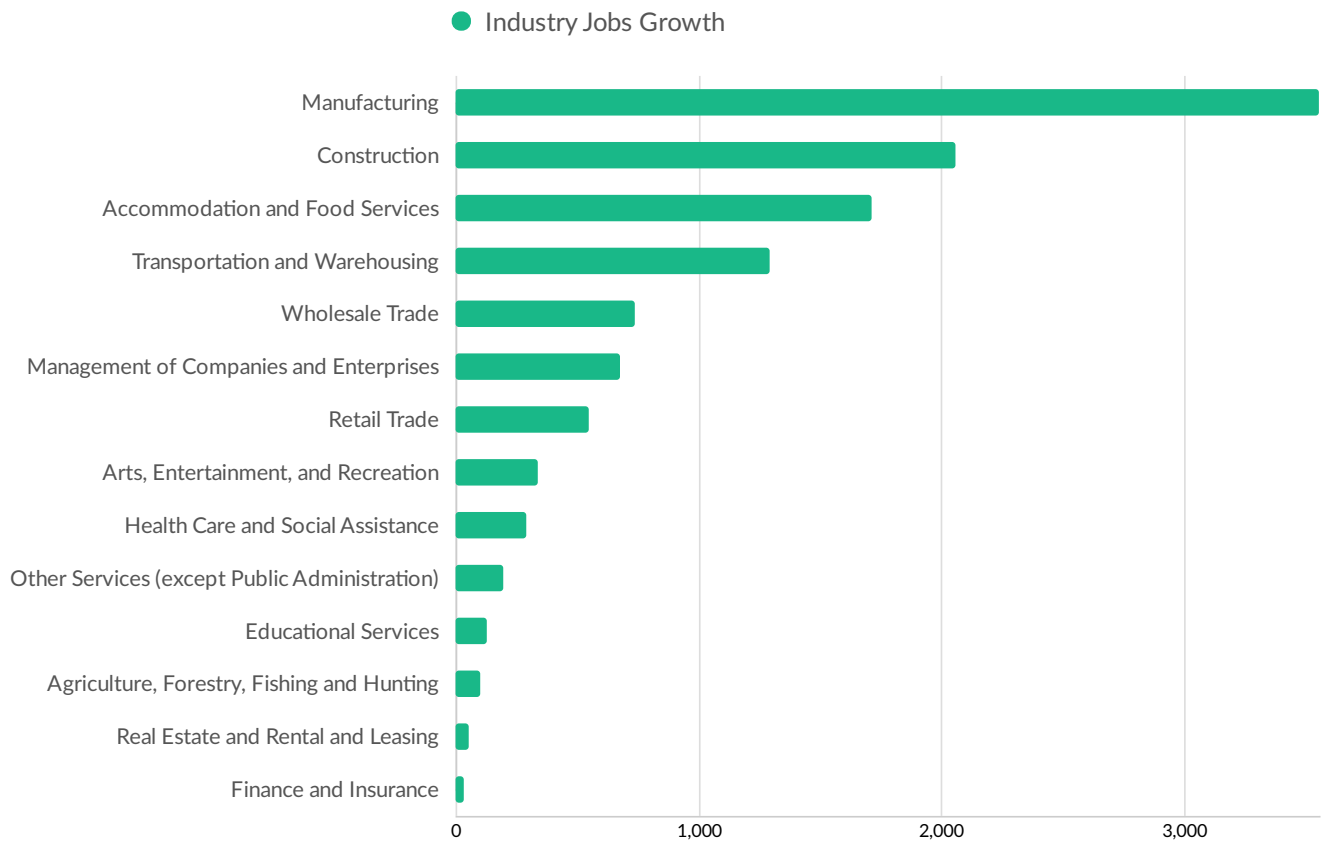
Your area has 12.72 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Industry Characteristics

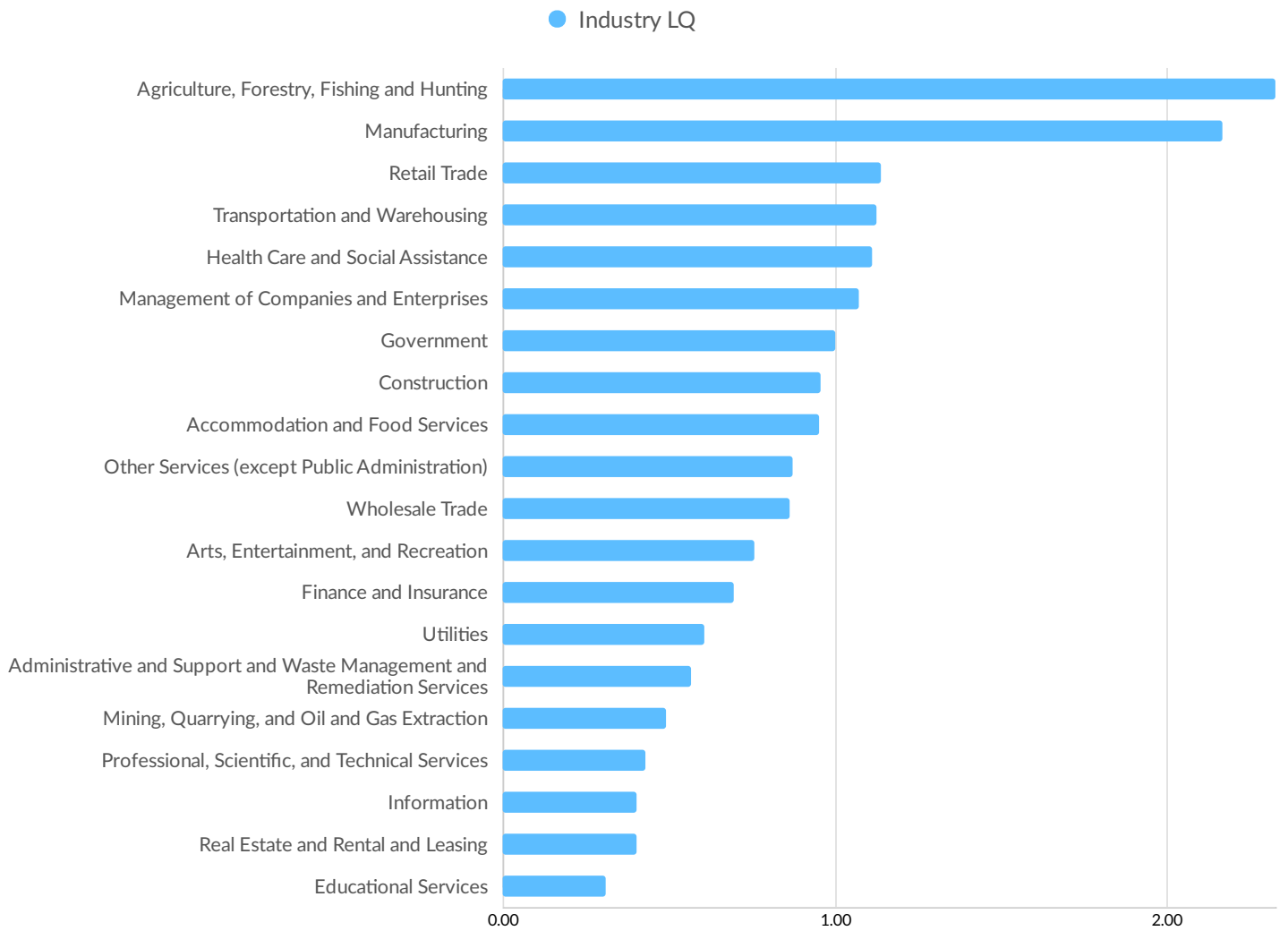
Largest Industries



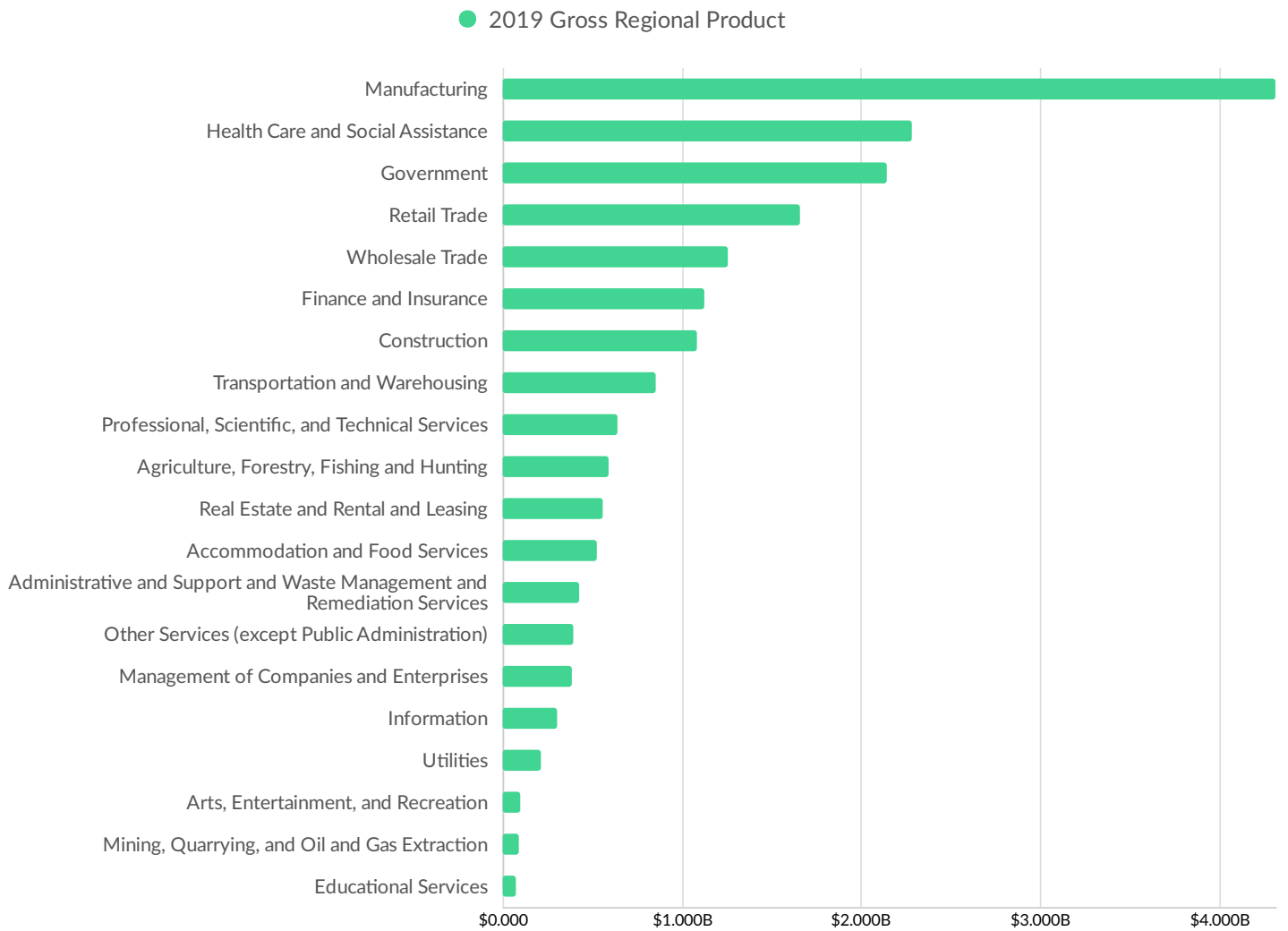
Top Growing Industries



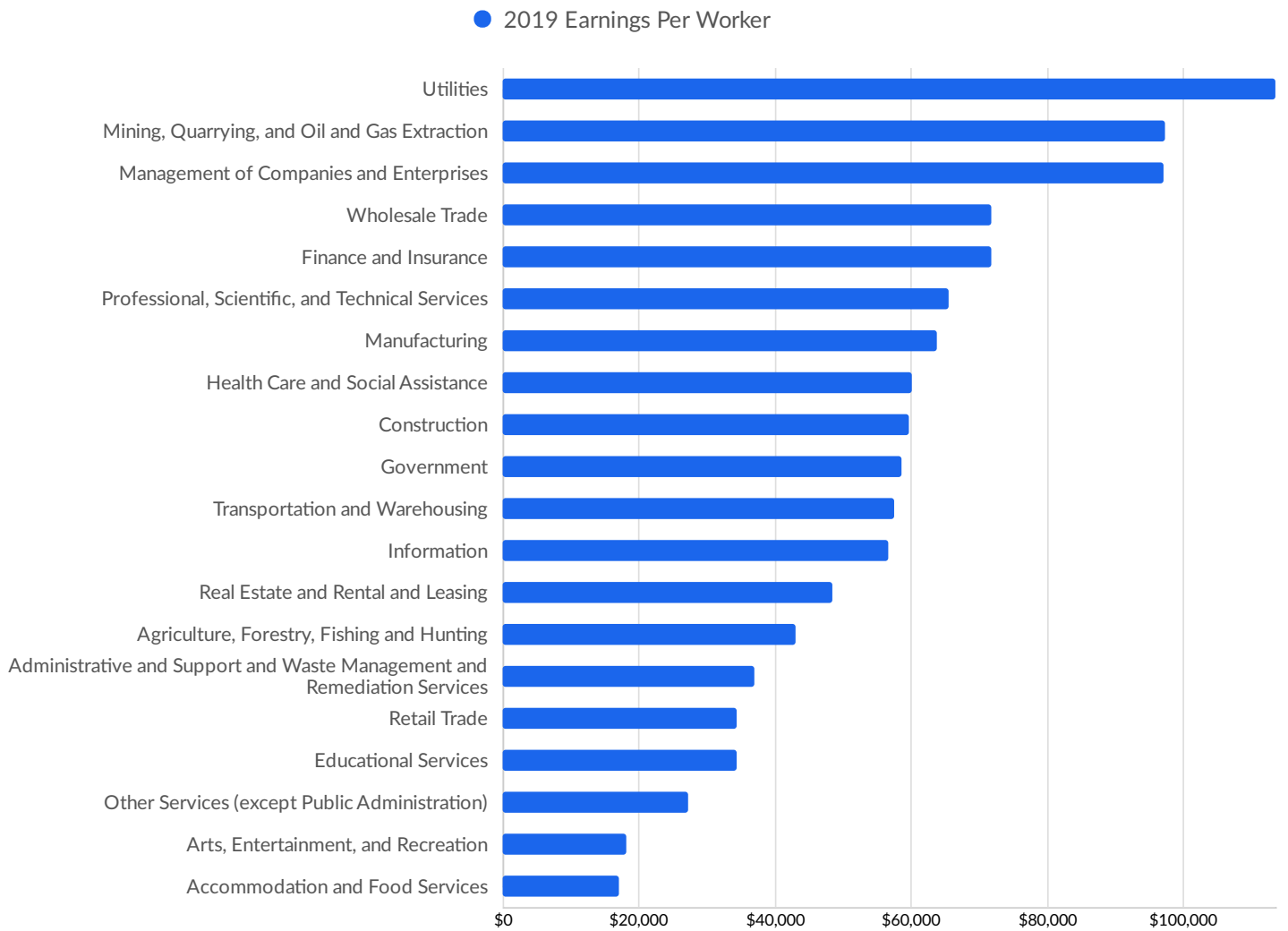
Top Industry LQ



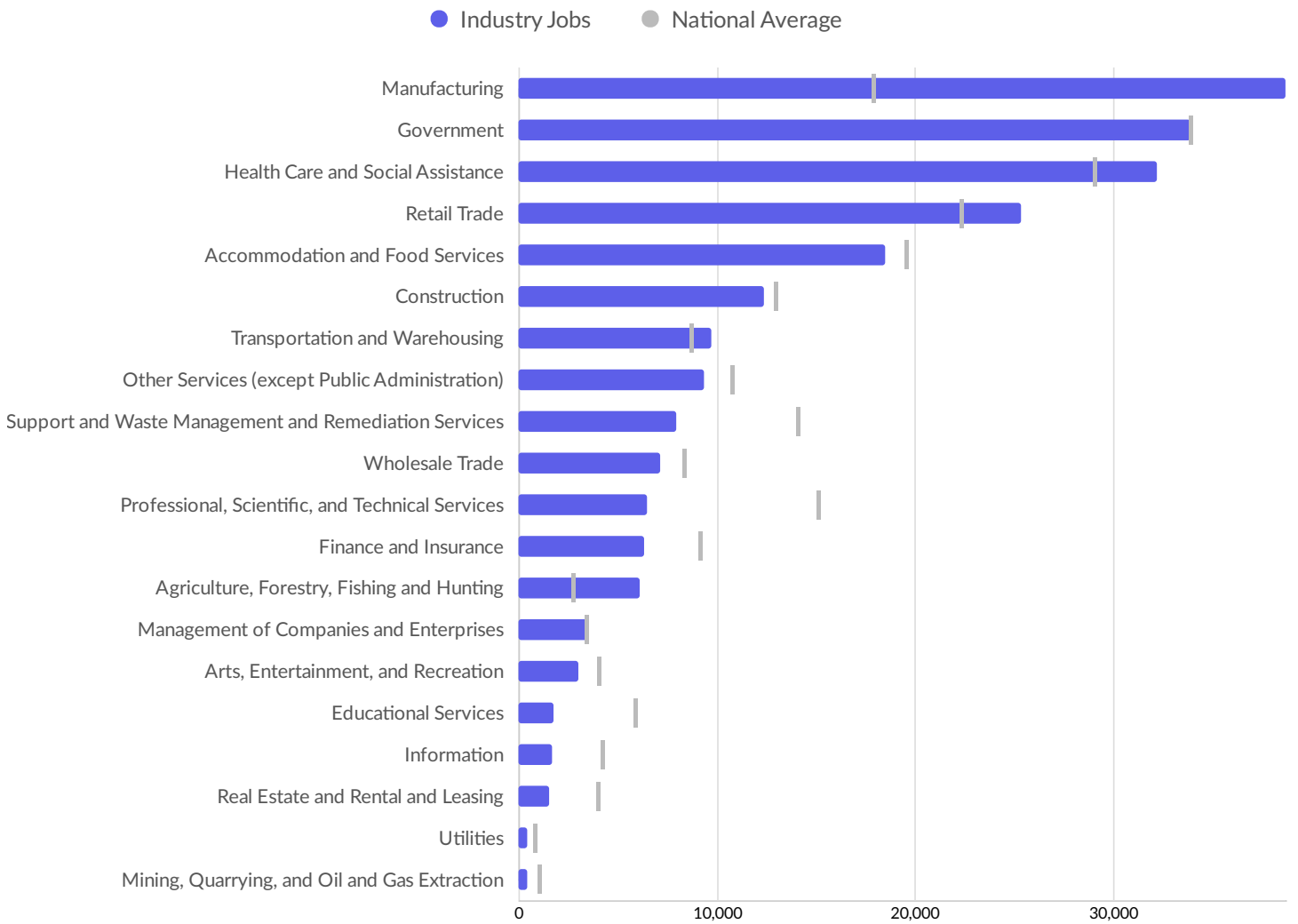
Top Industry GRP



Top Industry Earnings






















Largest Industries



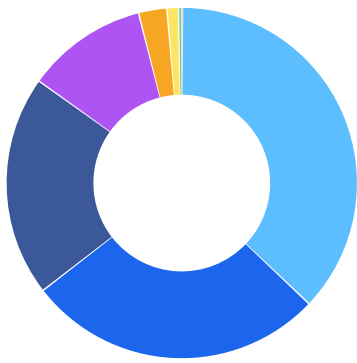
Business Characteristics

28,014 Companies Employ Your Workers

Online profiles for your workers mention 28,014 companies as employers, with the top 10 appearing below. In the last 12 months, 5,465 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	1,399 	Platinum Supplemental Insuranc...	2,257 
University of Wisconsin-Madison	1,239 	CRST International, Inc.	1,746 
Menard, Inc.	809 	Marshfield Clinic	1,341 
State of Wisconsin	605 	HealthCare Employment Netwo...	1,327 
UnitedHealth Group Incorporate...	593 	Roehl Transport, Inc.	1,184 
Marshfield Clinic	573 	Ashley Furniture Industries, Inc.	1,034 
3M Company	537 	Wal-Mart, Inc.	1,001 
University of Wisconsin-Stout	528 	Mayo Clinic	928 
Wal-Mart, Inc.	521 	U.S. Xpress, Inc.	824 
Hospital Sisters Health System	459 	Menard, Inc.	651 

Business Size

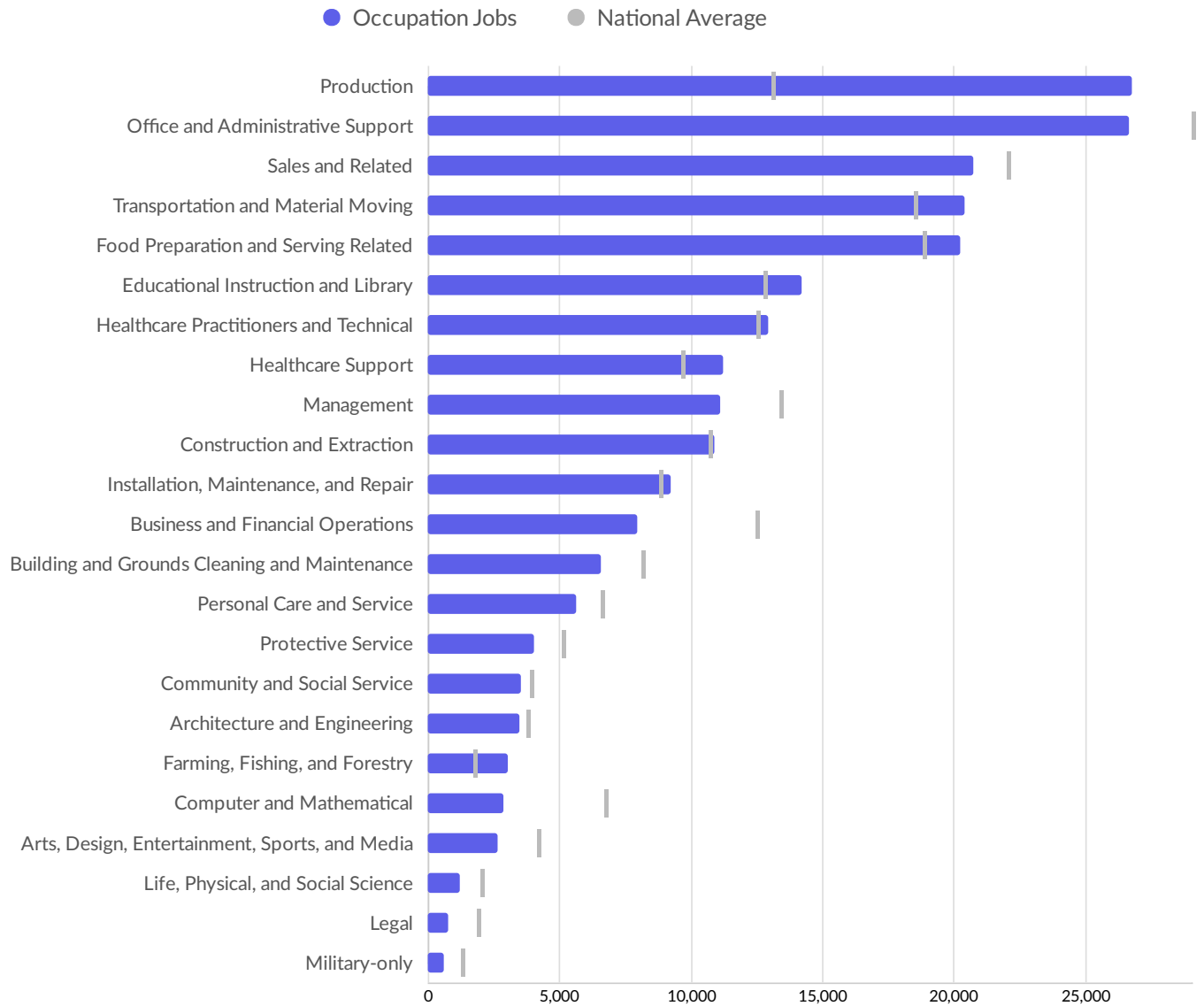


	Percentage	Business Count
1 to 4 employees	37.0%	7,388
5 to 9 employees	27.4%	5,476
10 to 19 employees	20.4%	4,062
20 to 49 employees	11.2%	2,228
50 to 99 employees	2.6%	520
100 to 249 employees	1.1%	212
250 to 499 employees	0.3%	55
500+ employees	0.1%	19

**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

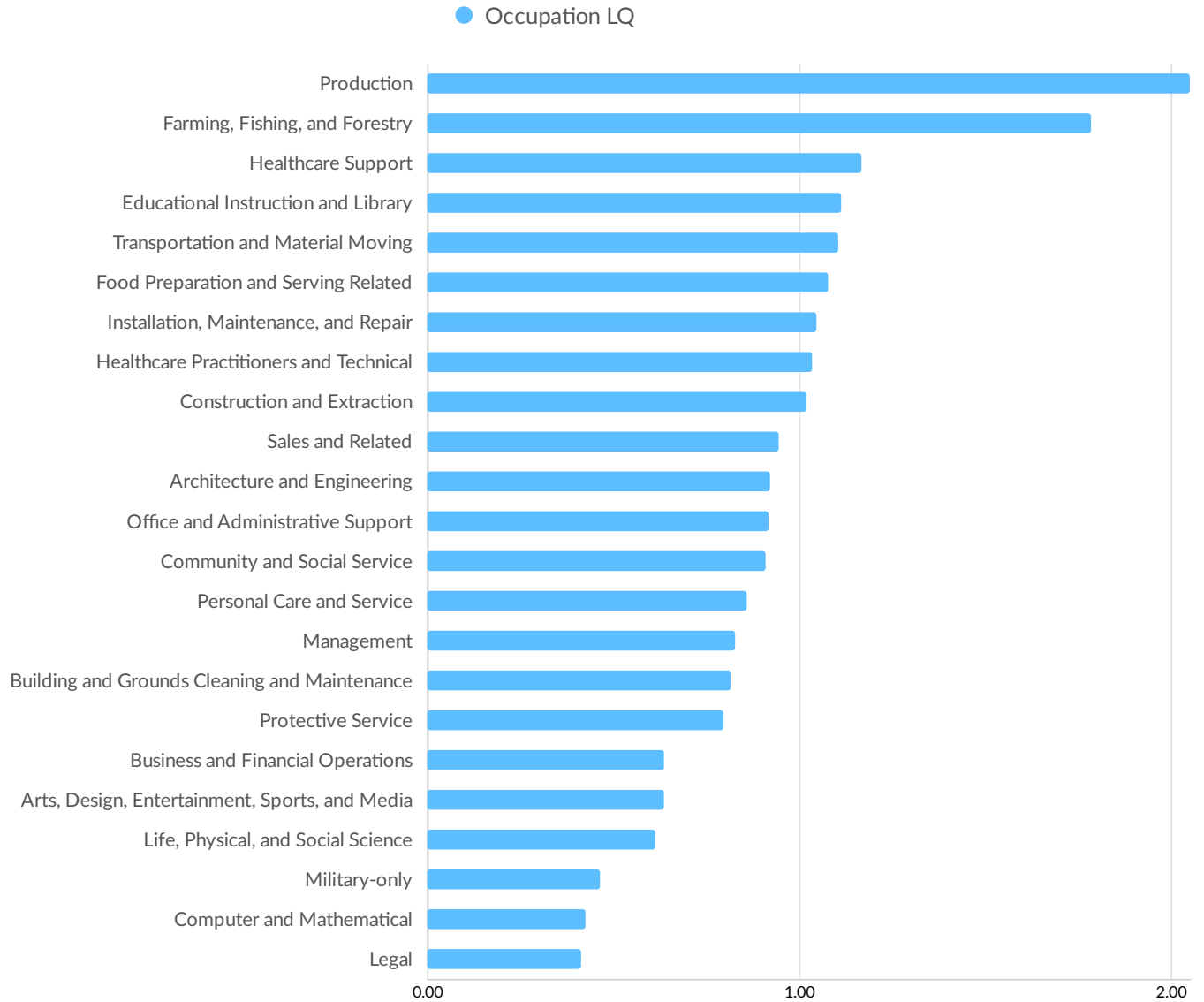
Largest Occupations



Top Growing Occupations

● Occupation Jobs Growth

Top Occupation LQ



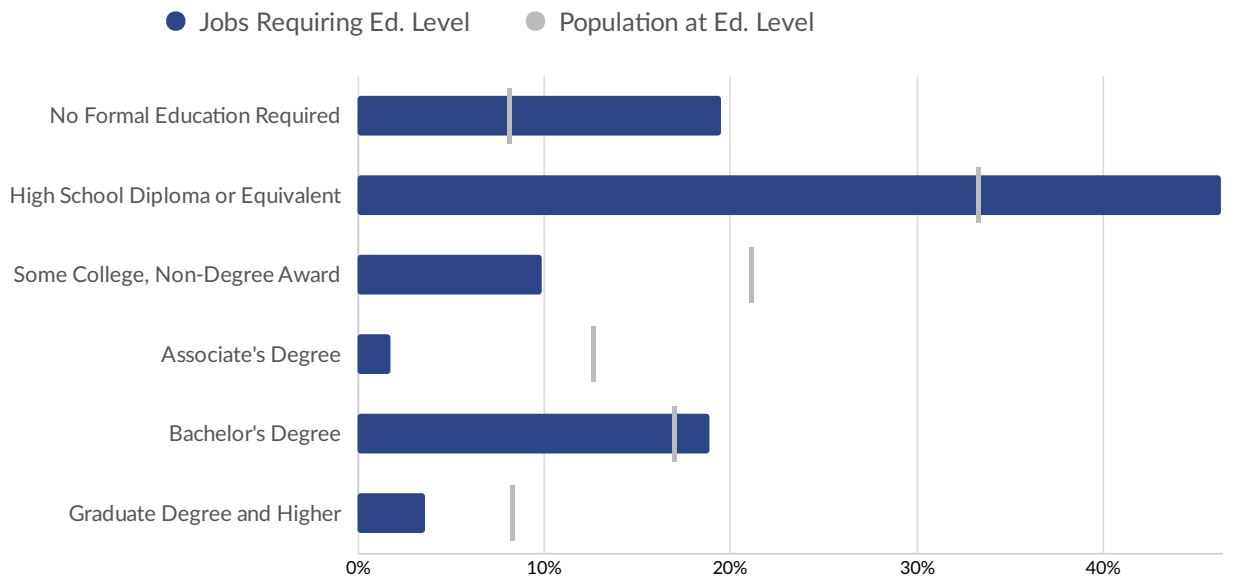
Top Occupation Earnings

● 2019 Median Hourly Earnings

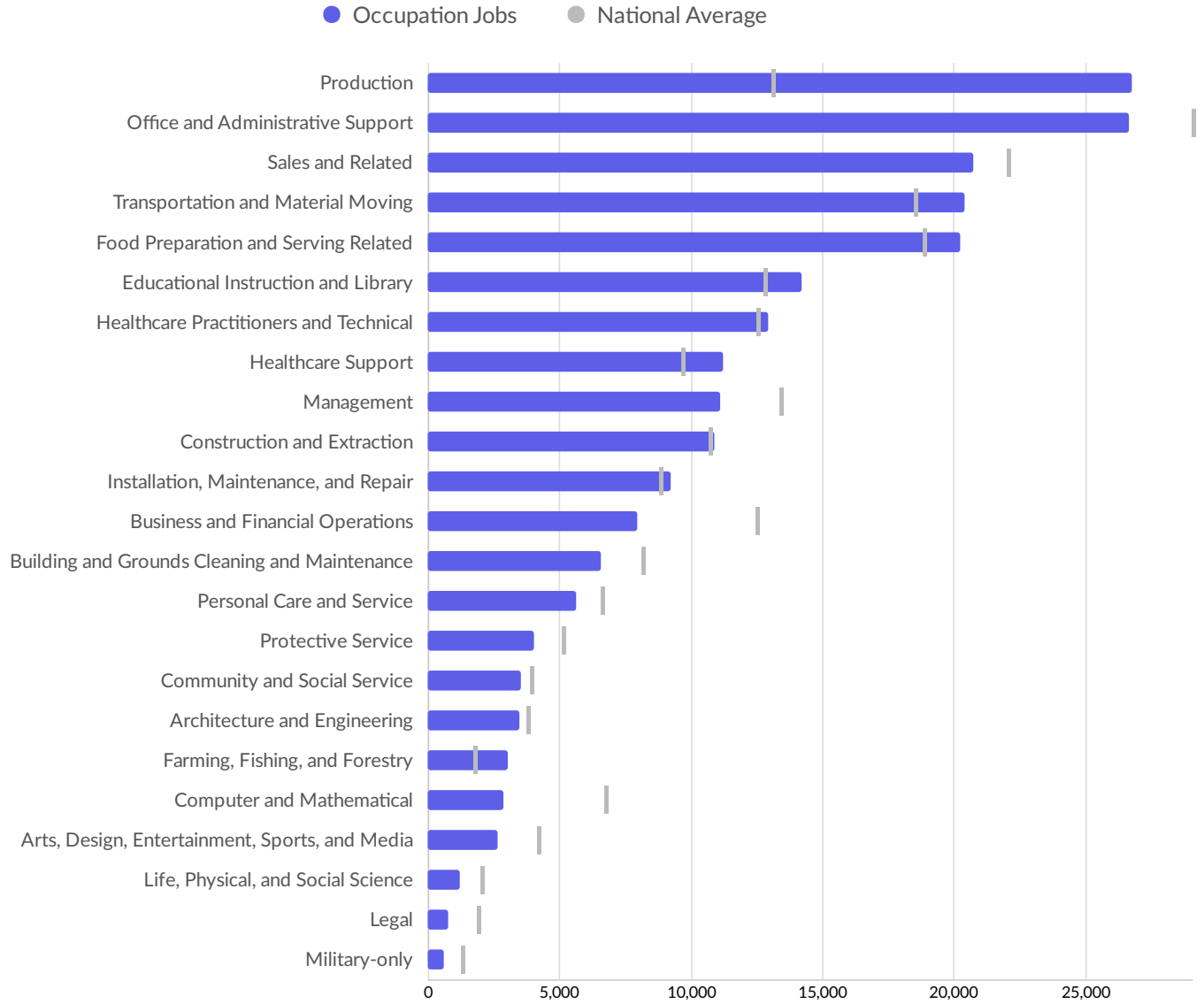
Top Posted Occupations

● Unique Average Monthly Postings

Underemployment

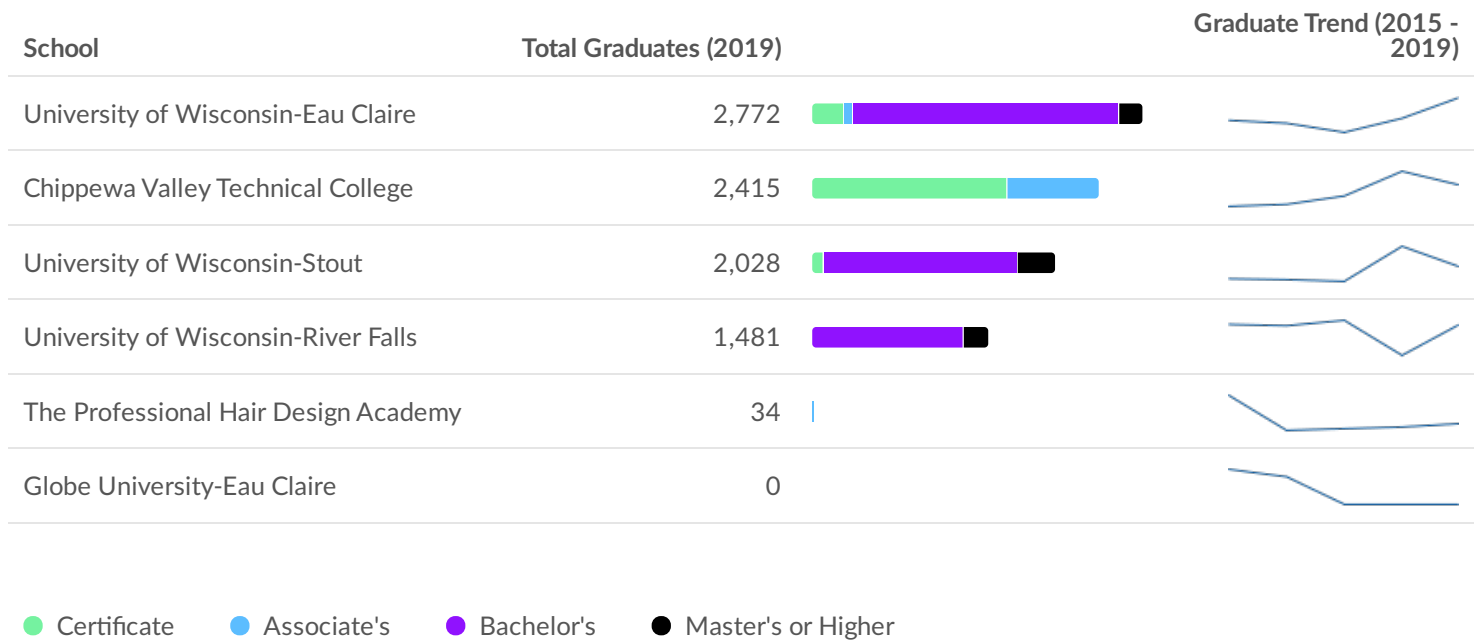


Largest Occupations



Educational Pipeline

In 2019, there were 8,730 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 grown by 8% 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".



In-Demand Skills

