

Momentum West

West Central Wisconsin Regional Planning Commission



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Contents

Economic Overview of Momentum West Region (10 counties)

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Economy Overview

486,953

Population (2017)

Population **grew by 7,643** over the last 5 years and is projected to **grow by 6,778** over the next 5 years.

223,839

Jobs (2017)

Jobs **grew by 13,827** over the last 5 years and are projected to **grow by 11,713** over the next 5 years.

\$47.8K

Avg. Earnings Per Job (2017)

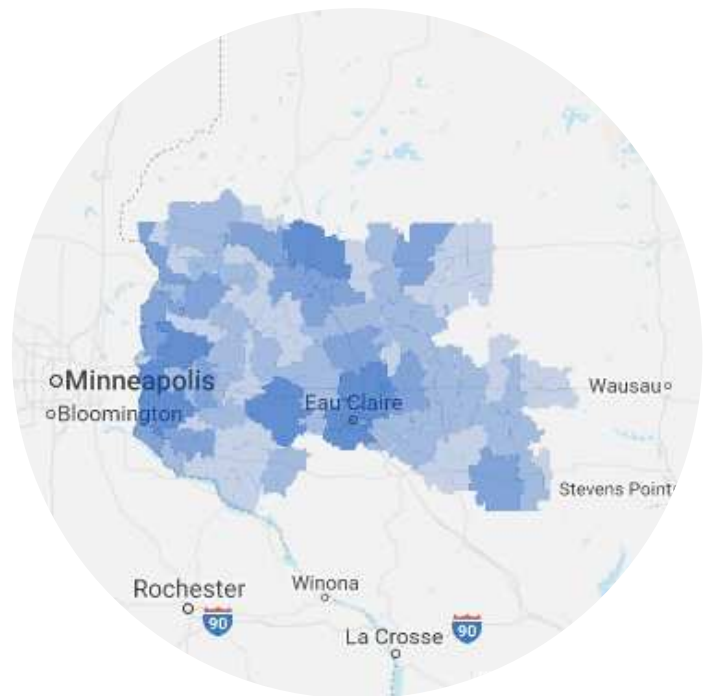
Regional average earnings per job are **\$16.4K below** the national average earnings of \$64.2K per job.

As of 2017 the region's population **increased by 1.6%** since 2012, growing by 7,643. Population is expected to **increase by 1.4%** between 2017 and 2022, adding 6,778.

From 2012 to 2017, jobs **increased by 6.6%** in Momentum West from 210,012 to **223,839**. This change **fell short of the national growth rate of 8.2% by 1.6%**. As the number of jobs increased, the **labor force participation rate increased from 66.9% to 68.9% between 2012 and 2017**.

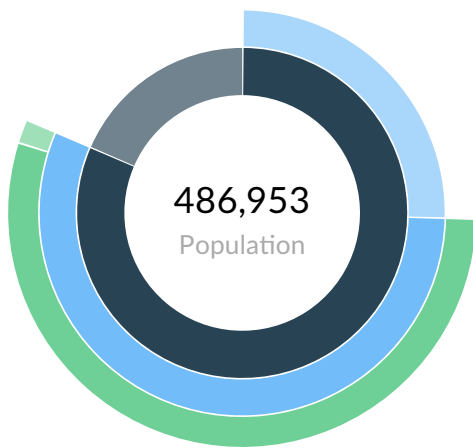
Concerning educational attainment, **16.6% of the selected regions' residents possess a Bachelor's Degree** (1.8% below the national average), and **11.8% hold an Associate's Degree** (3.9% above the national average).

The top three industries in 2017 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.



Economy Overview - Cont.

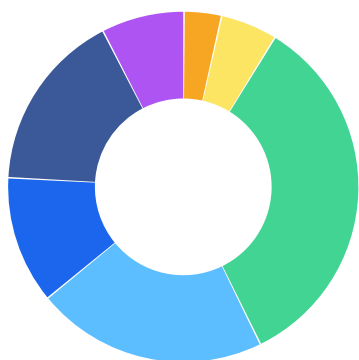
2017 Labor Force Breakdown



	Population
● Total Working Age Population	396,458
● Not in Labor Force (15+)	123,404
● Labor Force	273,054
● Employed	265,035
● Unemployed	8,019
● Under 15	90,496

Educational Attainment

Concerning educational attainment, **16.6% of the selected regions' residents possess a Bachelor's Degree** (1.8% below the national average), and **11.8% hold an Associate's Degree** (3.9% above the national average).

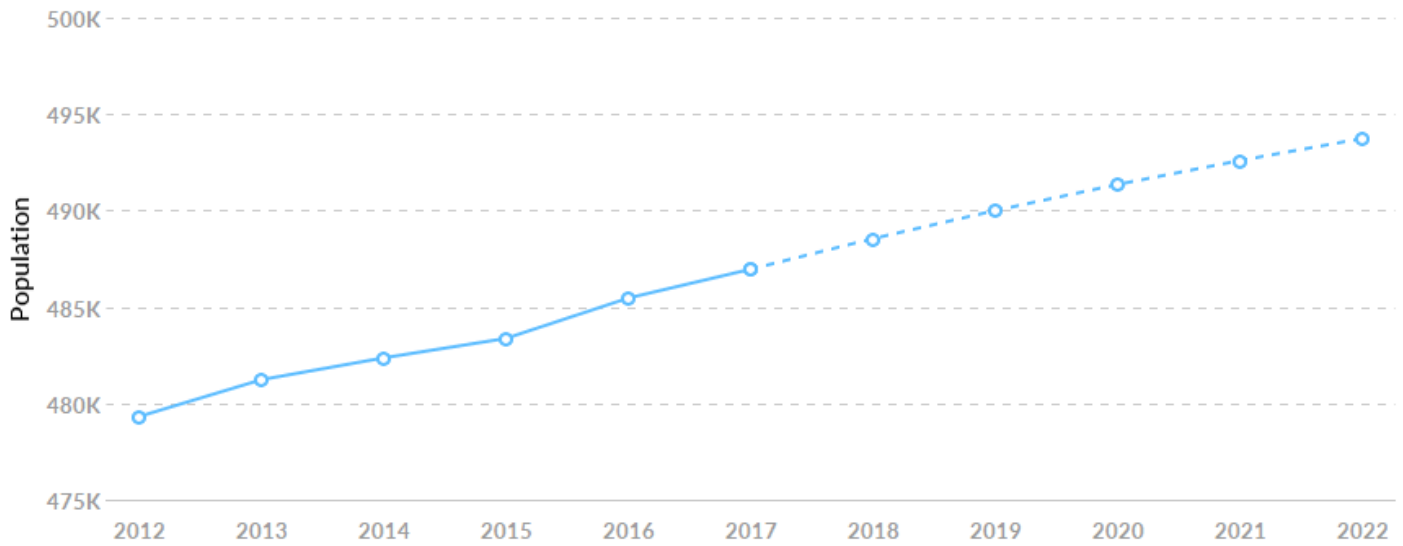


	% of Population	Population
● Less Than 9th Grade	3.4%	11,177
● 9th Grade to 12th Grade	5.3%	17,043
● High School Diploma	34.0%	110,206
● Some College	21.3%	69,196
● Associate's Degree	11.8%	38,171
● Bachelor's Degree	16.6%	53,831
● Graduate Degree and Higher	7.6%	24,801

Historic & Projected Trends

Population Trends

As of 2017 the region's population increased by 1.6% since 2012, growing by 7,643. Population is expected to increase by 1.4% between 2017 and 2022, adding 6,778.

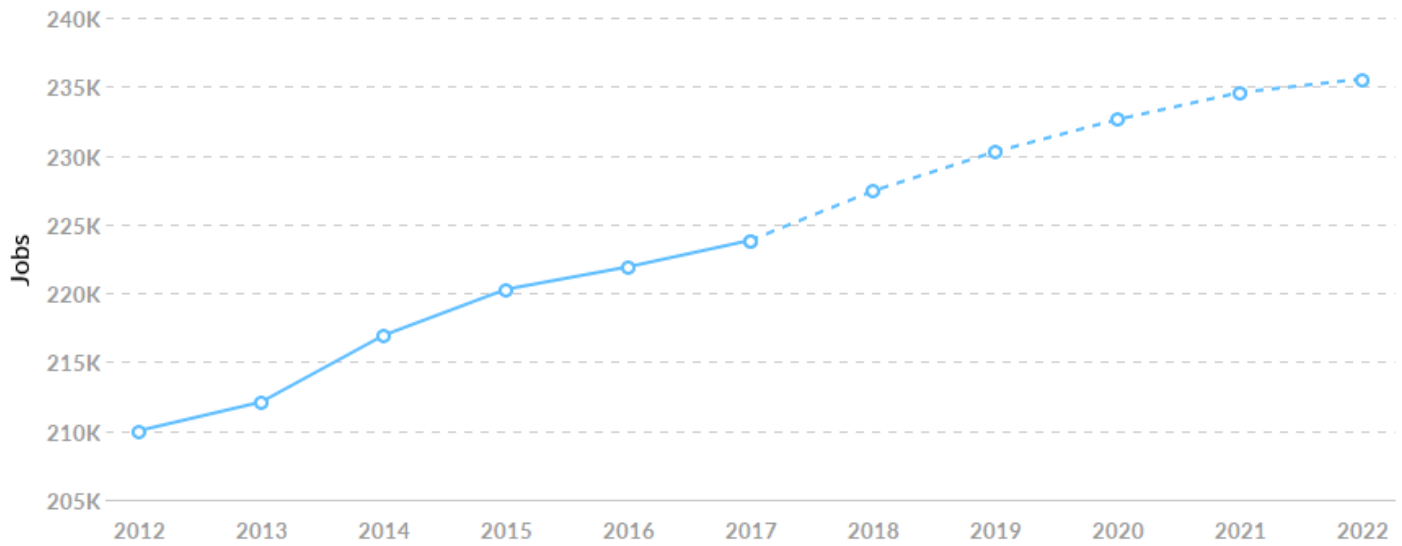


Timeframe	Population
2012	479,310
2013	481,223
2014	482,355
2015	483,364
2016	485,457
2017	486,953
2018	488,540
2019	489,998
2020	491,349
2021	492,591
2022	493,731

Historic & Projected Trends - Cont.

Job Trends

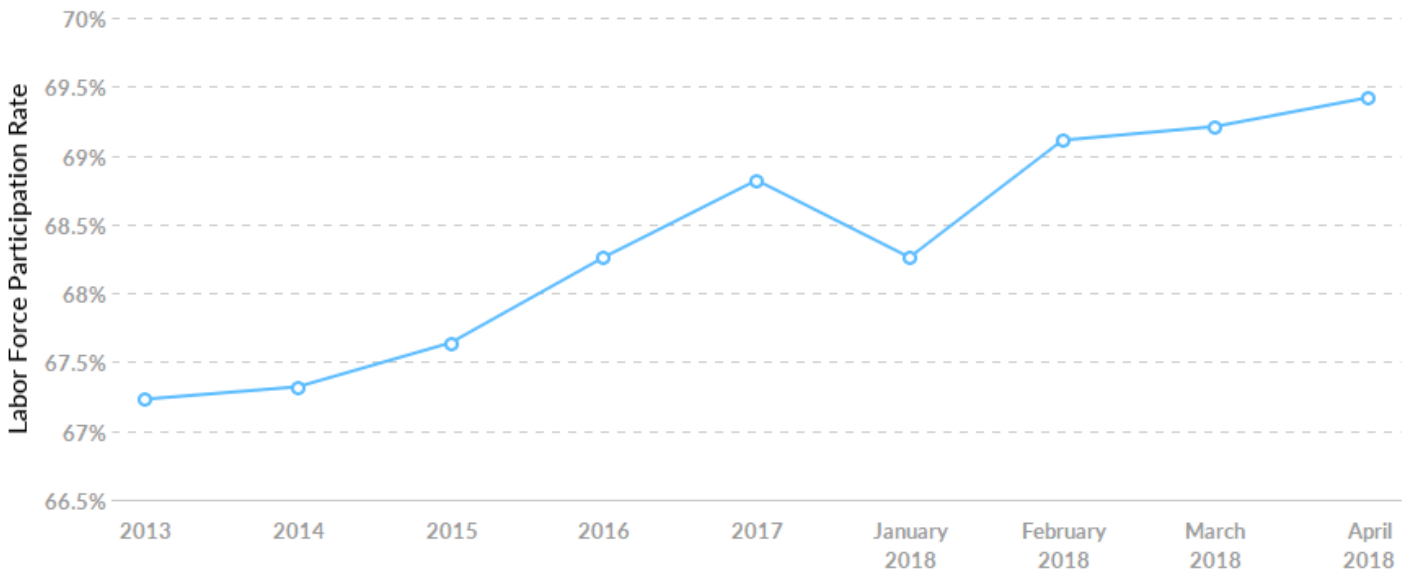
From 2012 to 2017, jobs increased by 6.6% in Momentum West from 210,012 to 223,839. This change fell short of the national growth rate of 8.2% by 1.6%.



Timeframe	Jobs
2012	210,012
2013	212,097
2014	216,936
2015	220,276
2016	221,911
2017	223,839
2018	227,417
2019	230,268
2020	232,612
2021	234,569
2022	235,552

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

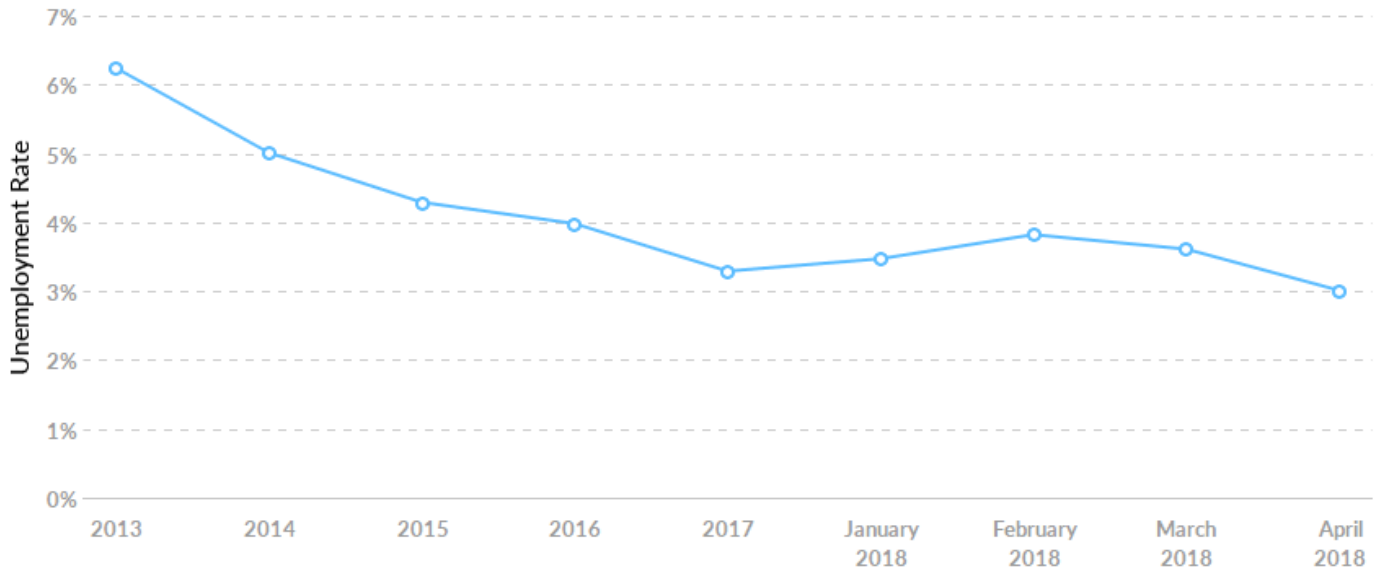


Timeframe	Labor Force Participation Rate
2013	67.23%
2014	67.32%
2015	67.64%
2016	68.26%
2017	68.82%
January 2018	68.26%
February 2018	69.11%
March 2018	69.21%
April 2018	69.42%

Historic & Projected Trends - Cont.

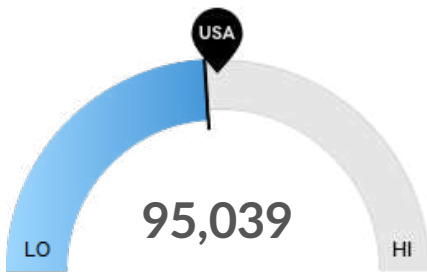
Unemployment Rate Trends

Your areas had an April 2018 unemployment rate of 3.01%, **decreasing from 6.24%** 5 years before.



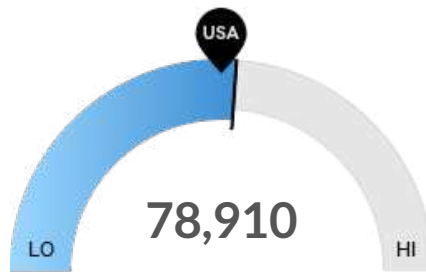
Timeframe	Unemployment Rate
2013	6.24%
2014	5.01%
2015	4.29%
2016	3.98%
2017	3.29%
January 2018	3.47%
February 2018	3.82%
March 2018	3.61%
April 2018	3.01%

Population Characteristics



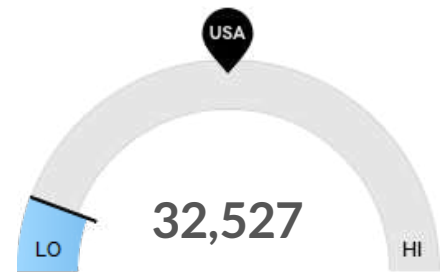
Millennials

Your area has 95,039 millennials (ages 20-34). The national average for an area this size is 100,746.



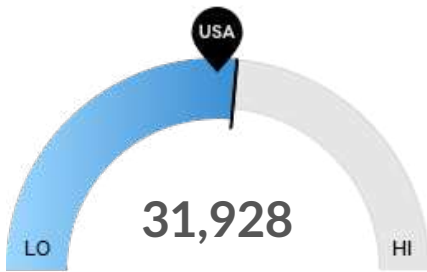
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 73,983 people 65 or older, while there are 78,910 here.



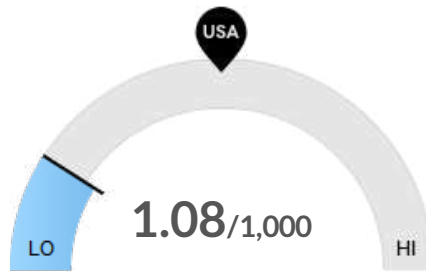
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 188,033 racially diverse people, while there are 32,527 here.



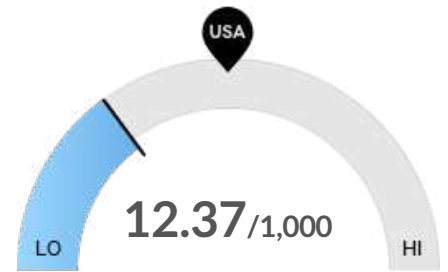
Veterans

Your area has 31,928 veterans. The national average for an area this size is 29,349.



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 12.37 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

Population Characteristics - Cont.

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

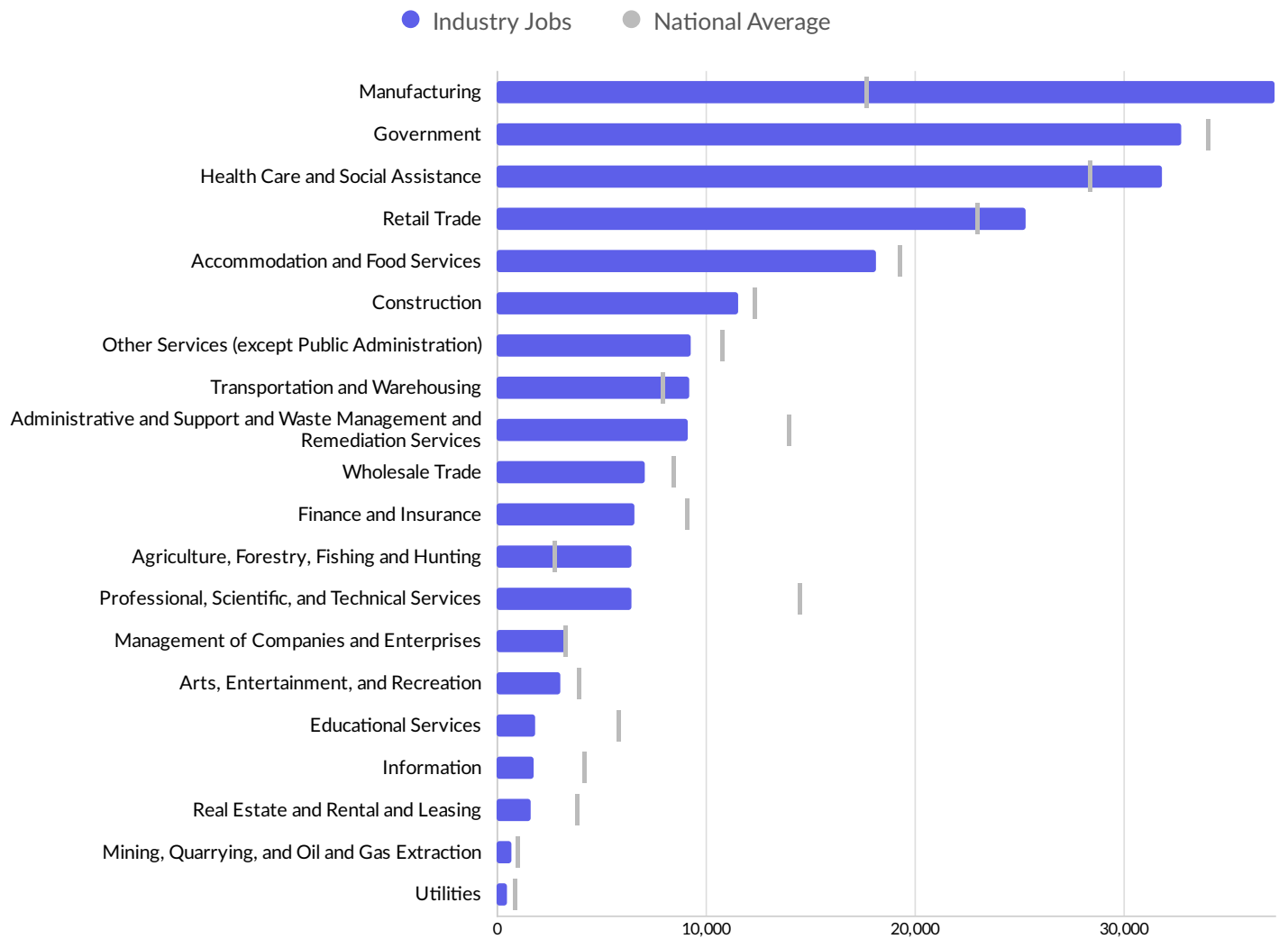
Where Talent Lives

ZIP	Name	2017 Employment
54701	Eau Claire, WI (in Eau ...	32,361
54703	Eau Claire, WI (in Eau ...	20,614
54729	Chippewa Falls, WI (in ...	18,225
54016	Hudson, WI (in St. Cro...	17,863
54751	Menomonie, WI (in Du...	15,383

ZIP	Name	2017 Workers
54703	Eau Claire, WI (in Eau ...	22,280
54016	Hudson, WI (in St. Cro...	20,225
54701	Eau Claire, WI (in Eau ...	18,590
54729	Chippewa Falls, WI (in ...	16,753
54751	Menomonie, WI (in Du...	12,004

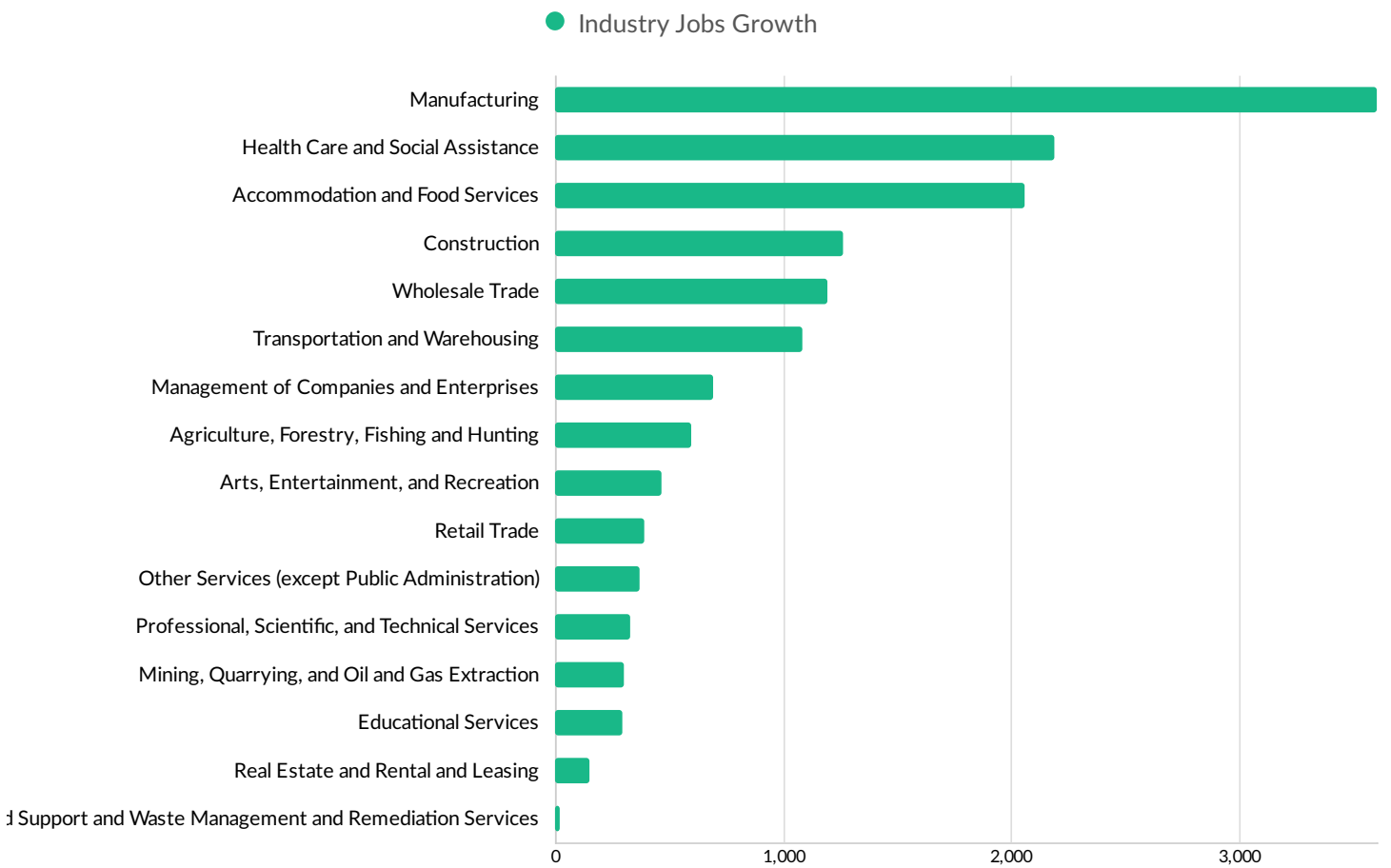
Industry Characteristics

Largest Industries



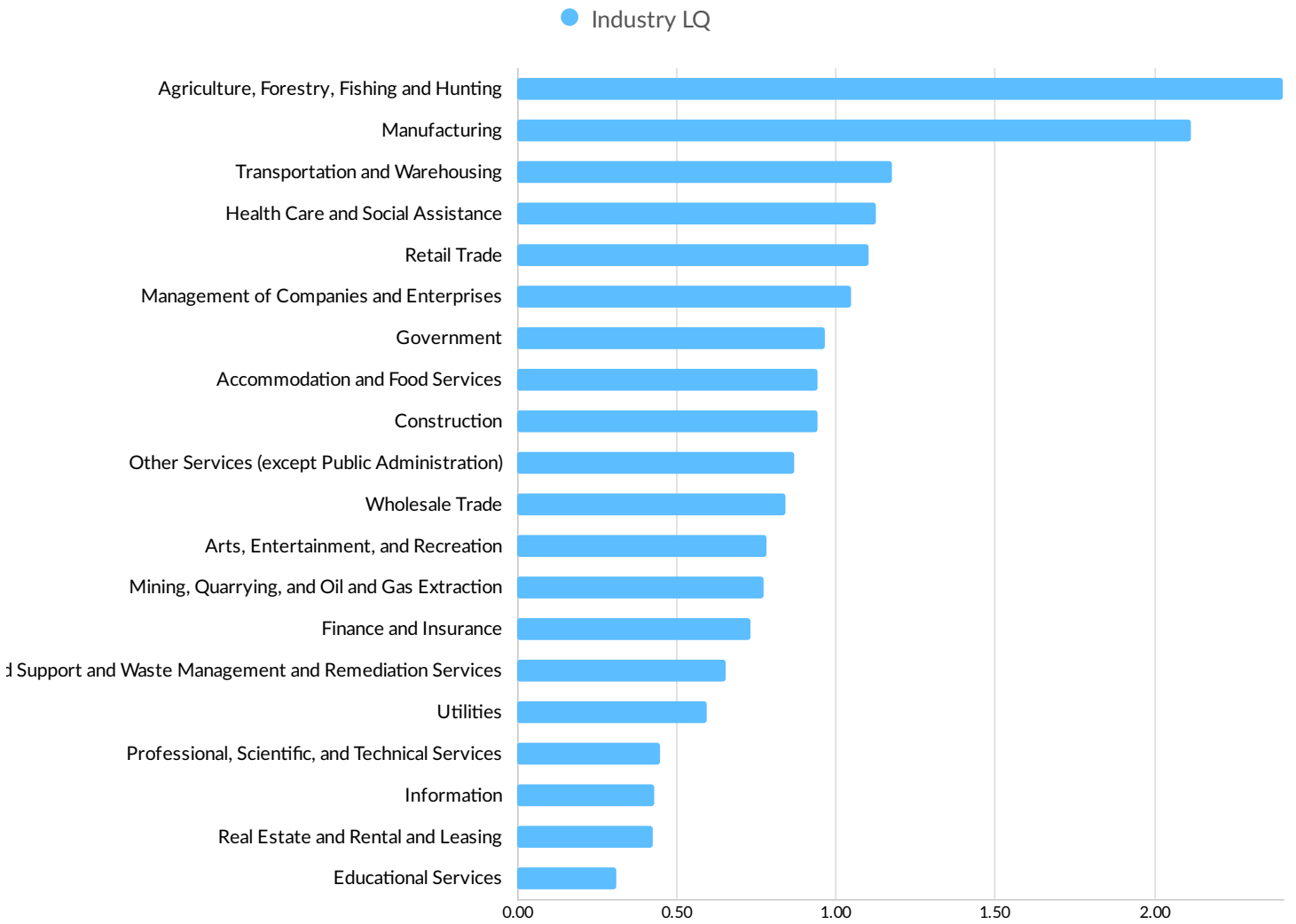
Industry Characteristics - Cont.

Top Growing Industries



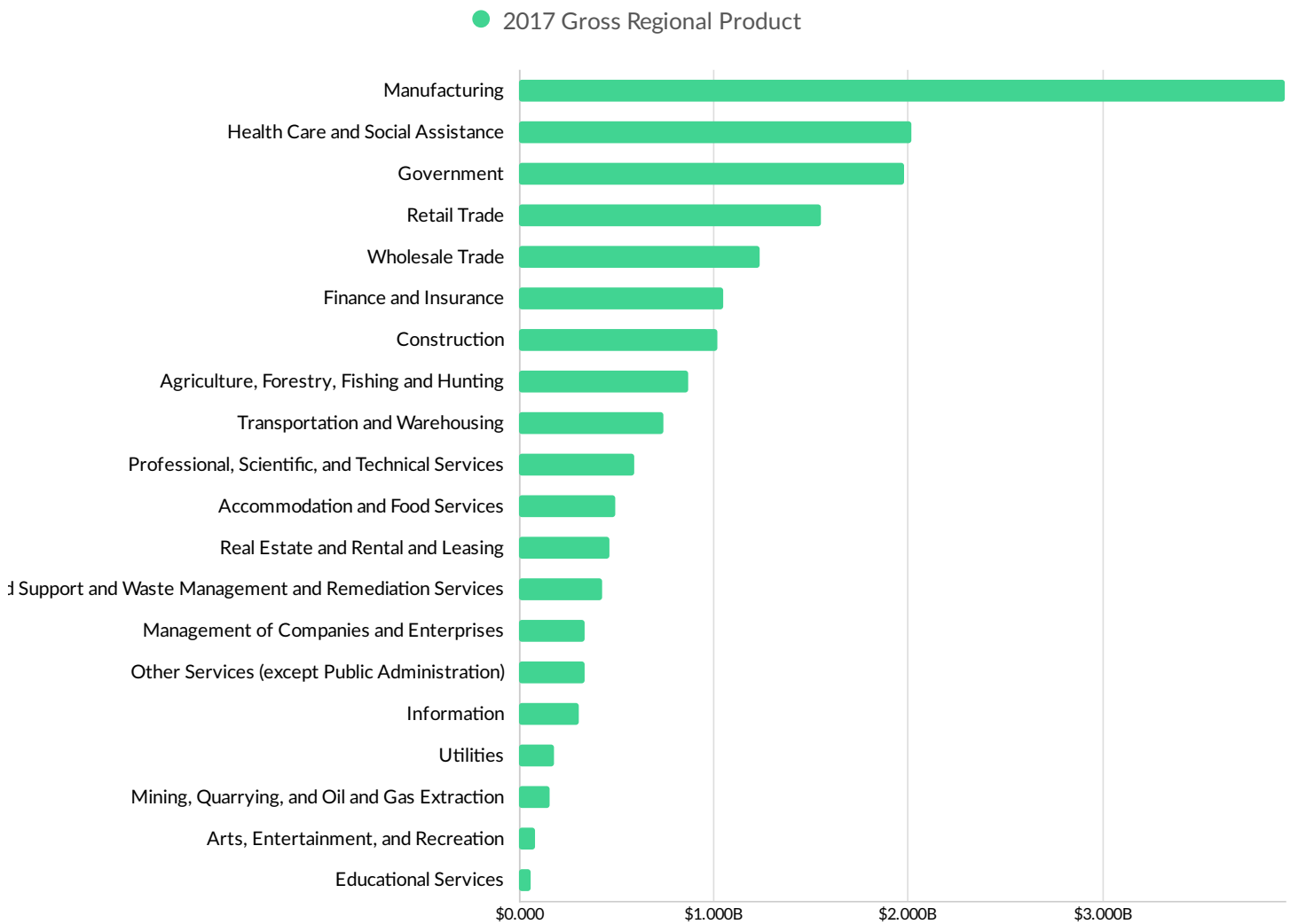
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Manufacturing	33,629	37,233	3,604	+11%	2.12	\$59,586	\$3.94B
Government	33,566	32,779	-787	-2%	0.97	\$55,649	\$1.98B
Health Care and Social Assistance	29,664	31,854	2,190	+7%	1.13	\$55,528	\$2.02B
Retail Trade	24,940	25,333	393	+2%	1.11	\$32,316	\$1.55B
Accommodation and Food Services	16,102	18,162	2,060	+13%	0.95	\$15,963	\$496.97M
Construction	10,281	11,544	1,263	+12%	0.94	\$54,249	\$1.02B
Other Services (except Public Administration)	8,934	9,304	370	+4%	0.87	\$24,055	\$337.10M
Transportation and Warehousing	8,160	9,244	1,084	+13%	1.18	\$53,412	\$740.35M
Administrative and Support and Waste Management and Remediation Services	9,133	9,154	21	+0%	0.66	\$31,538	\$424.84M
Wholesale Trade	5,875	7,072	1,197	+20%	0.84	\$67,407	\$1.23B
Finance and Insurance	6,813	6,564	-249	-4%	0.73	\$63,449	\$1.05B
Agriculture, Forestry, Fishing and Hunting	5,868	6,466	598	+10%	2.41	\$32,753	\$873.64M
Professional, Scientific, and Technical Services	6,124	6,454	330	+5%	0.45	\$59,968	\$593.43M
Management of Companies and Enterprises	2,623	3,319	696	+27%	1.05	\$90,429	\$339.29M
Arts, Entertainment, and Recreation	2,550	3,020	470	+18%	0.79	\$16,114	\$81.55M
Educational Services	1,517	1,810	293	+19%	0.31	\$29,239	\$62.58M
Information	1,860	1,773	-87	-5%	0.43	\$51,082	\$311.13M
Real Estate and Rental and Leasing	1,455	1,603	148	+10%	0.43	\$38,471	\$467.86M
Mining, Quarrying, and Oil and Gas Extraction	385	688	303	+79%	0.78	\$74,595	\$155.58M





















Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Utilities	530	464	-66	-12%	0.60	\$105,073	\$178.80M

Business Characteristics

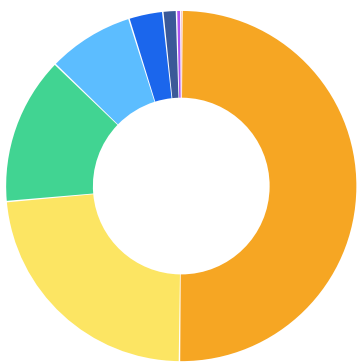
19,968 Companies Employ Your Workers

Online profiles for your workers mention 19,968 companies as employers, with the top 10 appearing below. In the last 12 months, 4,388 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...	1,396 	CRST International, Inc.	2,276 
Mayo Clinic	1,315 	Anthem, Inc.	1,990 
Menard, Inc.	693 	Ashley Furniture Industries, Inc.	1,770 
Marshfield Clinic	506 	Platinum Supplemental Insuran...	1,356 
3M Company	487 	C.R. England, Inc.	1,247 
Unitedhealth Group Incorporat...	462 	Barr-Nunn Transportation, Inc.	1,245 
Sacred Heart Hospital, Inc.	409 	Roehl Transport, Inc.	1,046 
University of Wisconsin-Stout	351 	Tutree, Inc.	956 
Phillips Plastics Corporation	342 	Mayo Clinic	932 
Wal-Mart Stores, Inc.	341 	Marshfield Clinic	817 

Business Characteristics - Cont.

Business Size

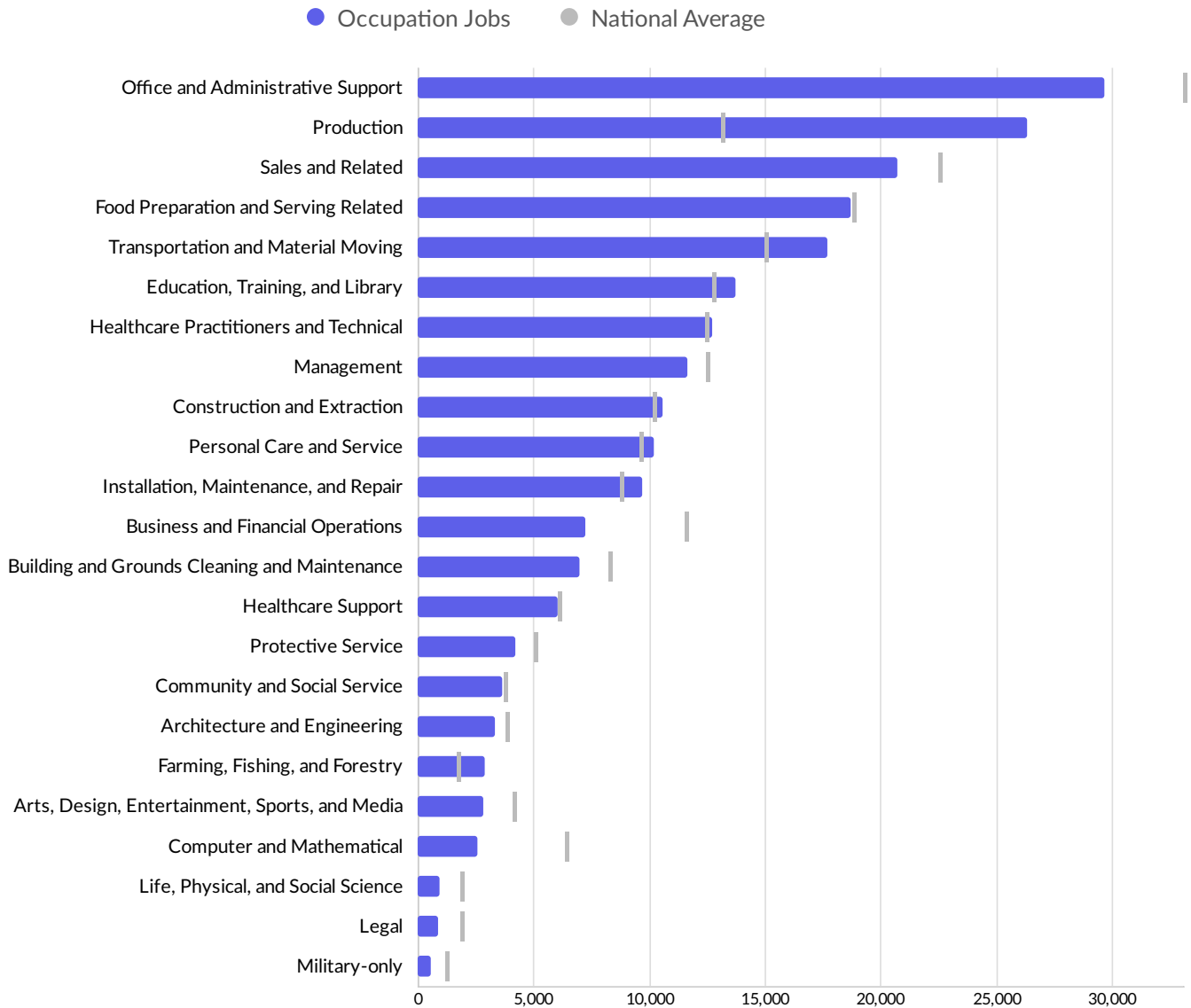


	Percentage	Business Count
1 to 4 employees	50.1%	10,222
5 to 9 employees	23.4%	4,779
10 to 19 employees	13.6%	2,783
20 to 49 employees	7.9%	1,622
50 to 99 employees	3.1%	641
100 to 249 employees	1.2%	255
250 to 499 employees	0.4%	80
500+ employees	0.1%	23

**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.*

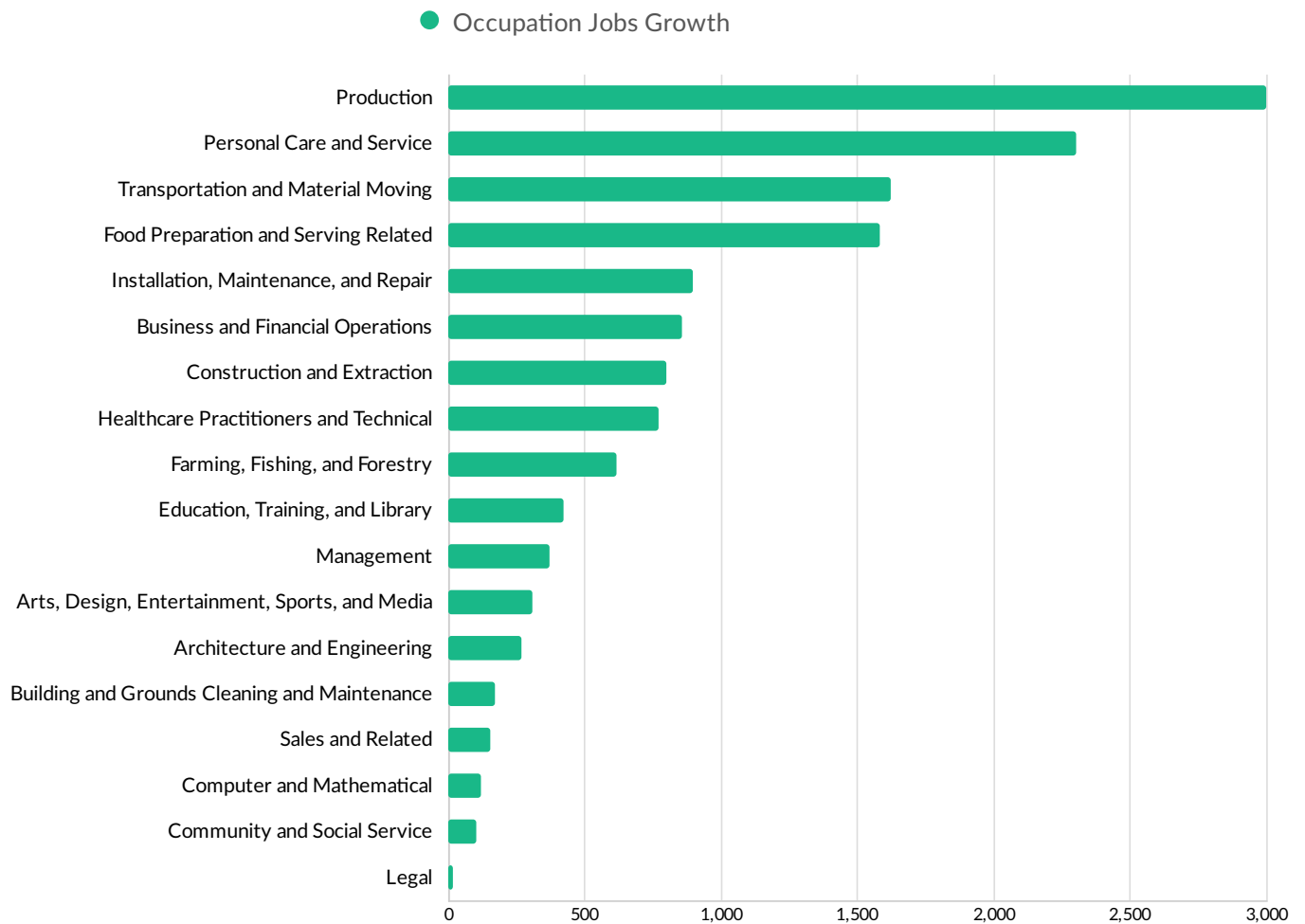
Workforce Characteristics

Largest Occupations



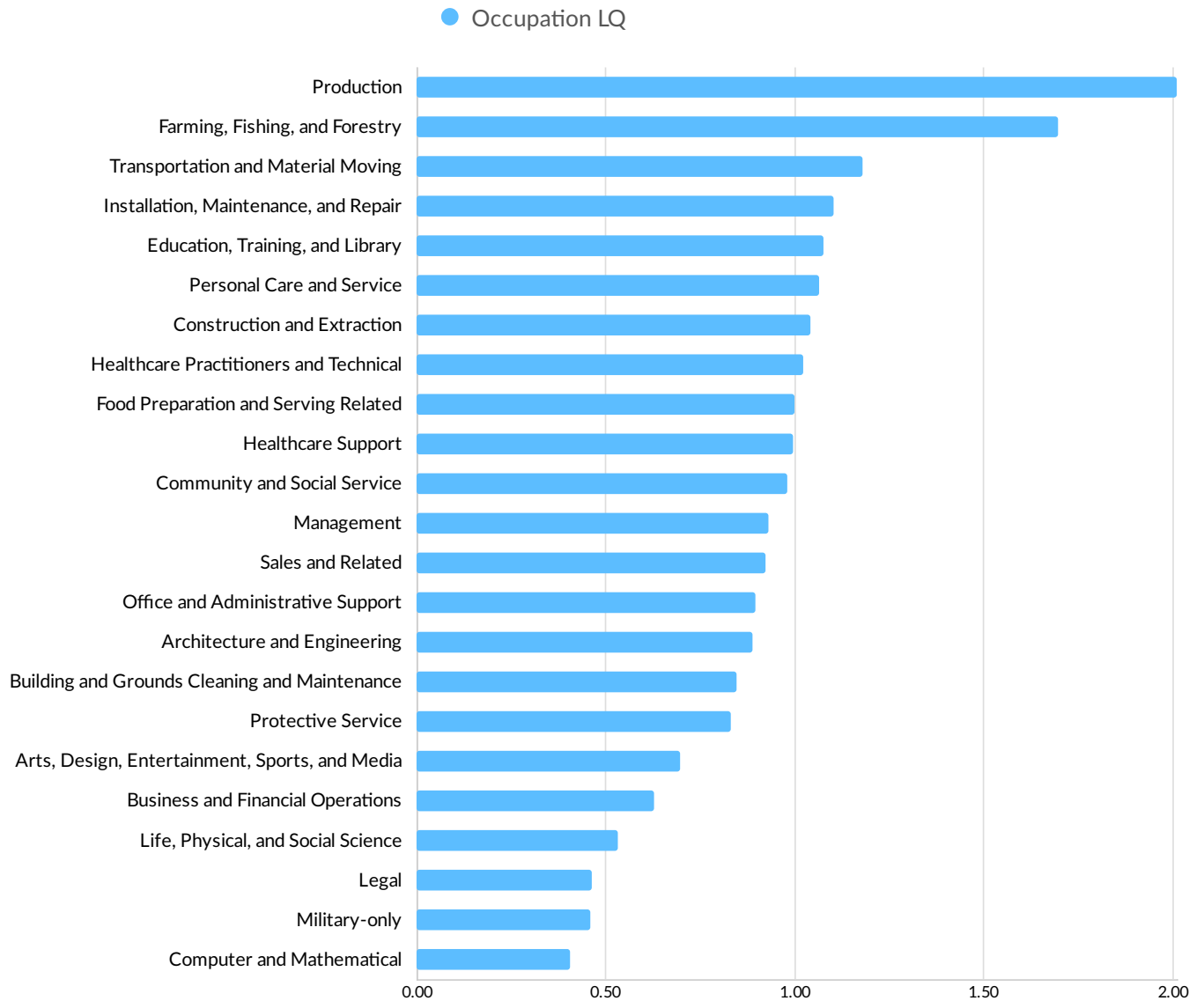
Workforce Characteristics - Cont.

Top Growing Occupations



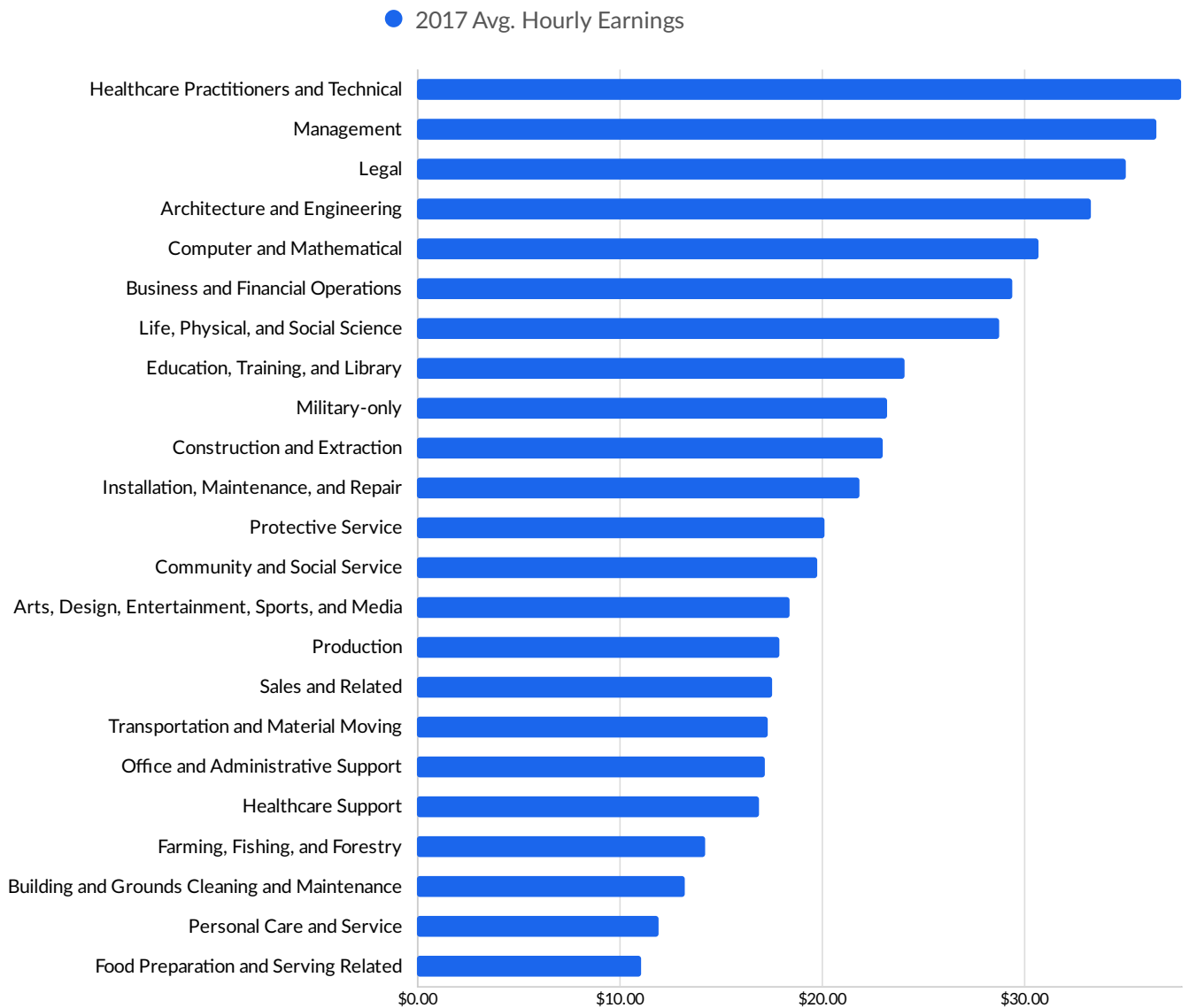
Workforce Characteristics - Cont.

Top Occupation LQ



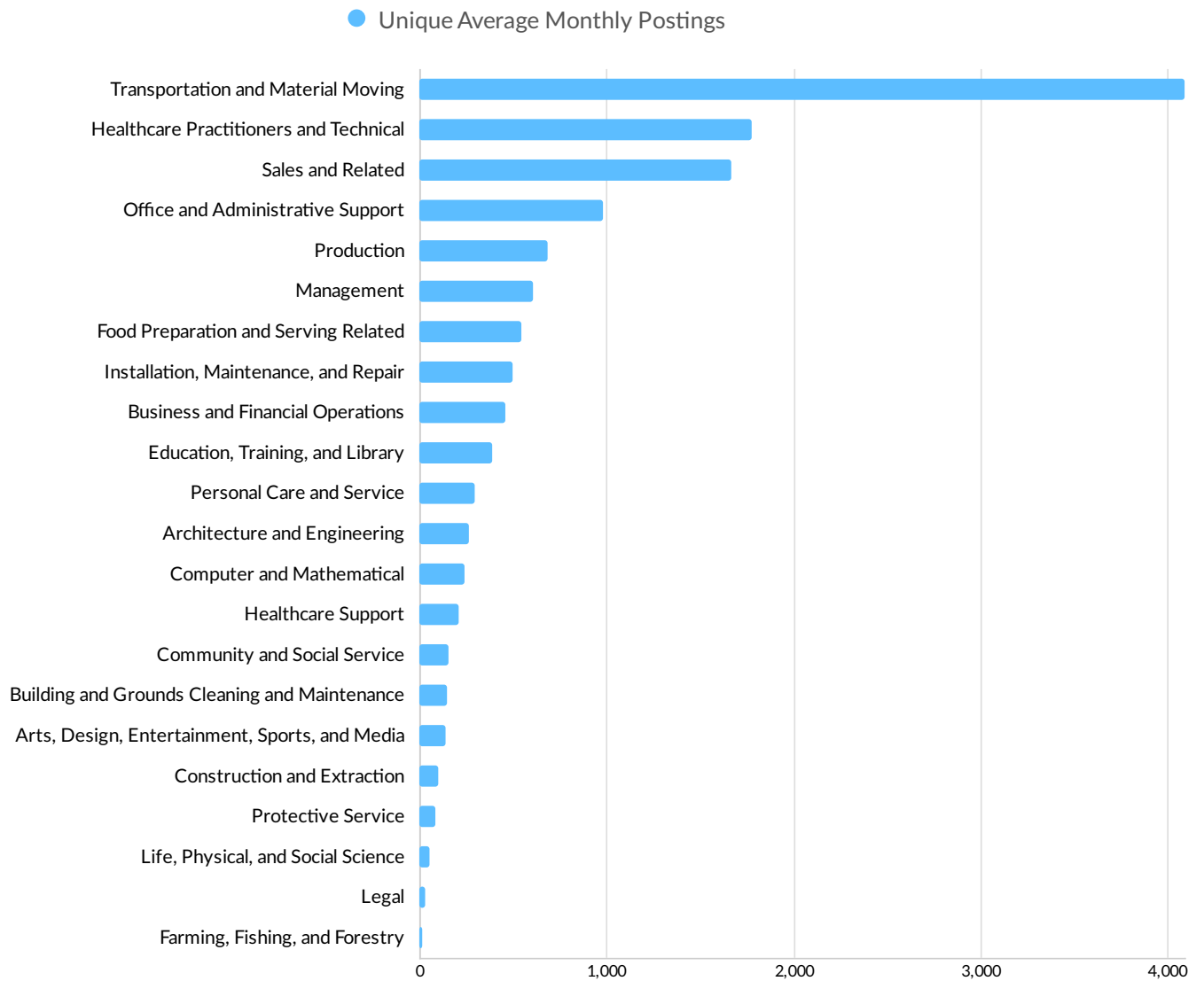
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

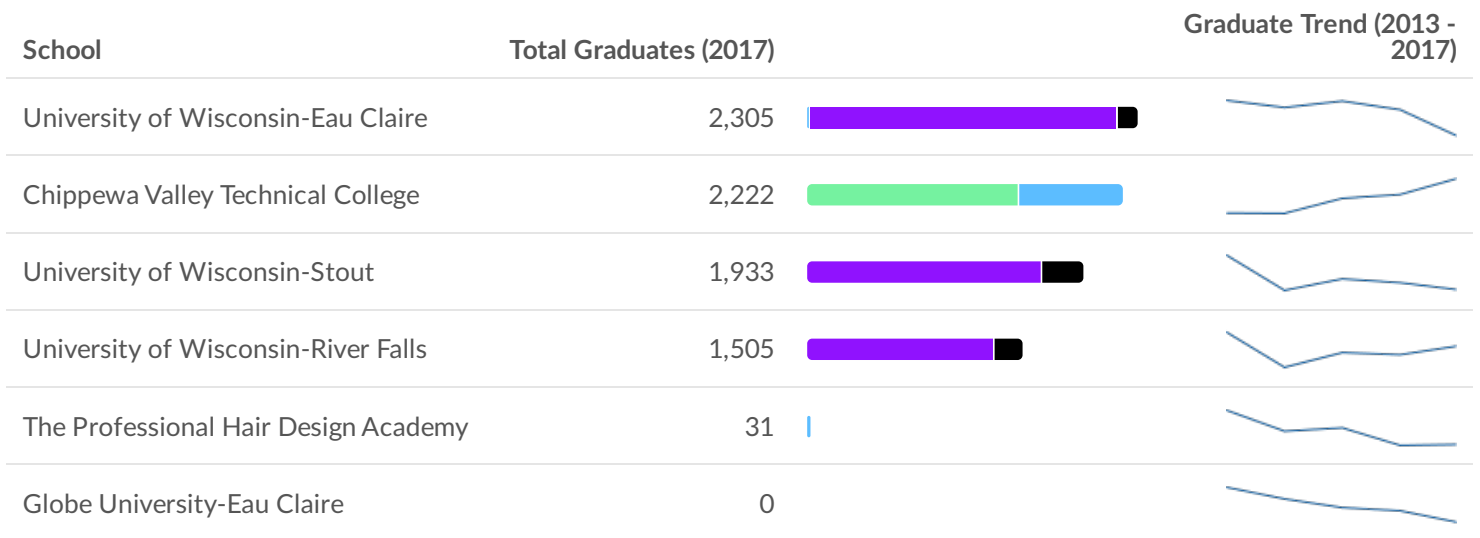
Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Aug 2017 - Jul 2018 Unique Average Monthly Postings
Office and Administrative Support	29,728	29,647	-81	0%	0.90	\$17.25	986
Production	23,321	26,322	3,001	+13%	2.01	\$17.96	684
Sales and Related	20,555	20,712	157	+1%	0.92	\$17.55	1,665
Food Preparation and Serving Related	17,139	18,724	1,585	+9%	1.00	\$11.11	543
Transportation and Material Moving	16,067	17,693	1,626	+10%	1.18	\$17.33	4,092
Education, Training, and Library	13,307	13,730	423	+3%	1.08	\$24.14	393
Healthcare Practitioners and Technical	11,973	12,744	771	+6%	1.02	\$37.81	1,774
Management	11,264	11,636	372	+3%	0.93	\$36.59	610
Construction and Extraction	9,756	10,559	803	+8%	1.04	\$23.02	102
Personal Care and Service	7,904	10,207	2,303	+29%	1.07	\$11.96	298
Installation, Maintenance, and Repair	8,794	9,691	897	+10%	1.11	\$21.87	497
Business and Financial Operations	6,397	7,256	859	+13%	0.63	\$29.46	459
Building and Grounds Cleaning and Maintenance	6,806	6,976	170	+2%	0.85	\$13.26	148
Healthcare Support	6,443	6,047	-396	-6%	1.00	\$16.94	209
Protective Service	4,254	4,209	-45	-1%	0.83	\$20.19	89
Community and Social Service	3,526	3,628	102	+3%	0.98	\$19.82	155
Architecture and Engineering	3,069	3,339	270	+9%	0.89	\$33.35	264

Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Aug 2017 - Jul 2018 Unique Average Monthly Postings
Farming, Fishing, and Forestry	2,280	2,896	616	+27%	1.70	\$14.23	13
Arts, Design, Entertainment, Sports, and Media	2,545	2,854	309	+12%	0.70	\$18.45	138
Computer and Mathematical	2,487	2,608	121	+5%	0.41	\$30.79	240
Life, Physical, and Social Science	993	955	-38	-4%	0.53	\$28.82	55
Legal	850	865	15	+2%	0.47	\$35.08	31
Military-only	557	540	-17	-3%	0.46	\$23.26	0

Educational Pipeline

In 2017, there were 7,996 graduates in Momentum West. 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

Population Demographics Report

Momentum West

Emsi Q3 2018 Data Set

August 2018

West Central Wisconsin Regional Planning Commission



800 Wisconsin Street
Eau Claire, Wisconsin 54703-3606
715.836.2918

Parameters

Regions

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

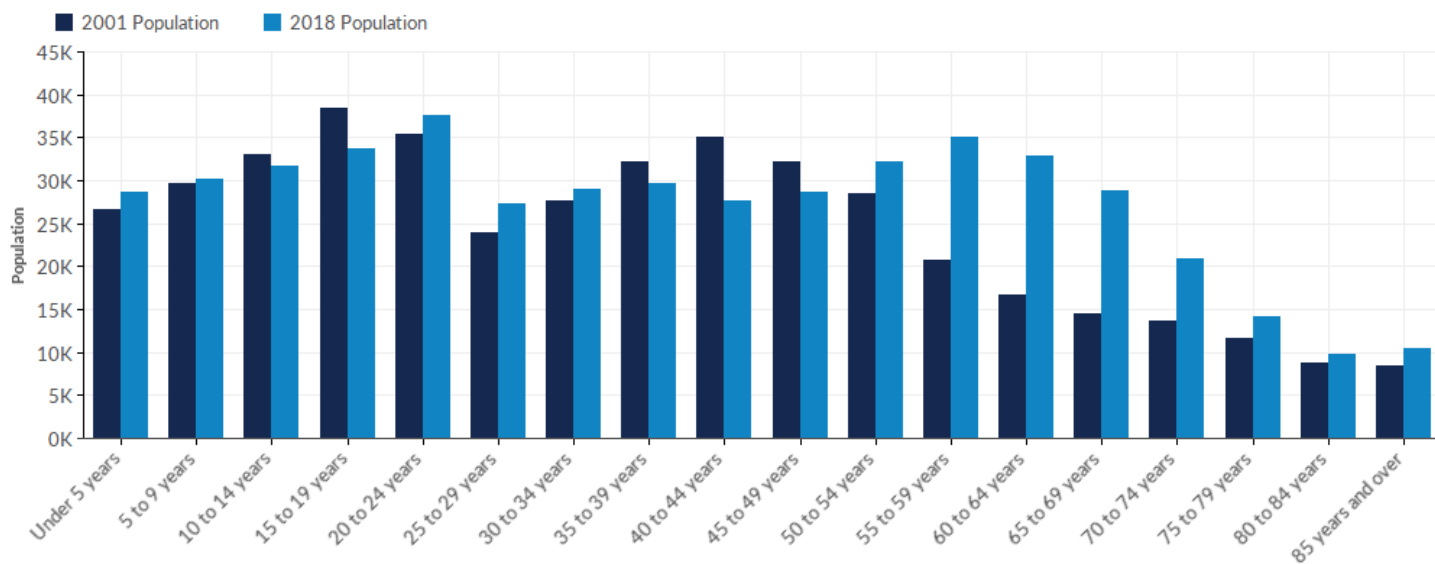
Timeframe

2001 - 2018

Cohort Totals

Area	2001 Population	2018 Population	Change	% Change
10 Counties	436,966	488,540	51,574	12%
State	5,406,827	5,809,226	402,399	7%
Nation	284,968,937	327,479,565	42,510,628	15%

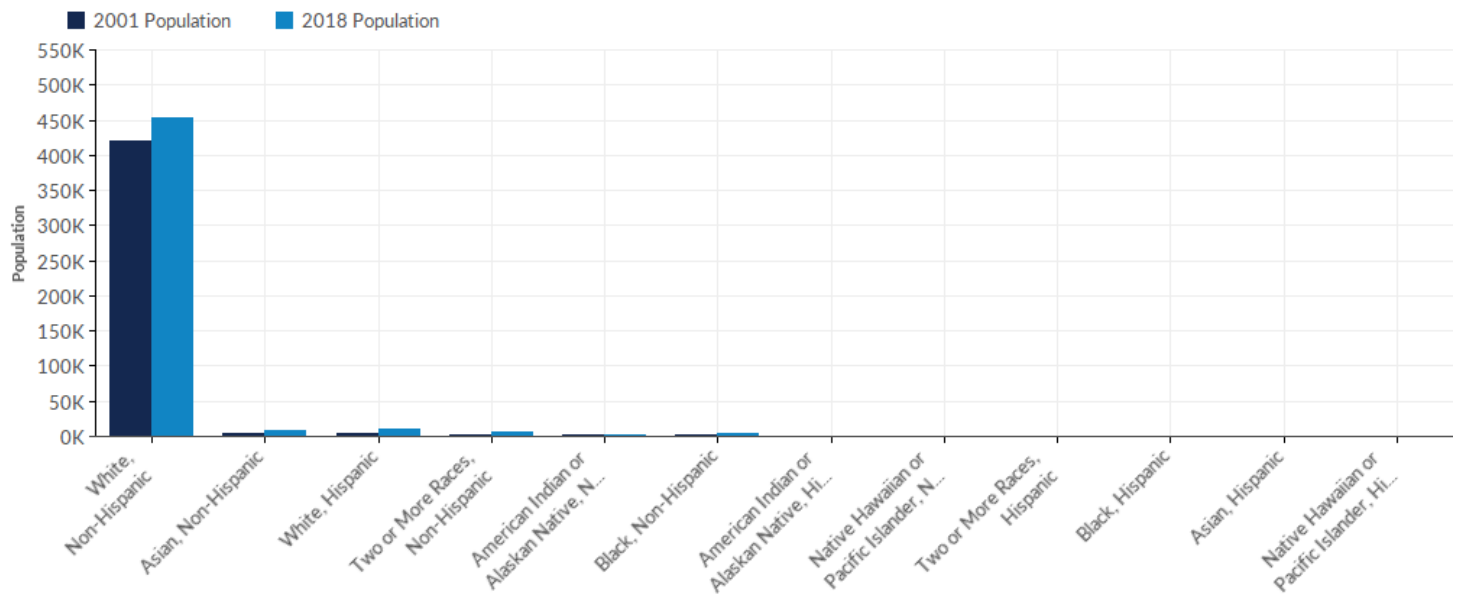
Population by Age Cohort



Age Cohort	2001 Population	2018 Population	Change	% Change	2001 % of Cohort
Under 5 years	26,655	28,694	2,039	8%	6.10%
5 to 9 years	29,622	30,202	580	2%	6.78%
10 to 14 years	32,965	31,755	-1,210	-4%	7.54%
15 to 19 years	38,413	33,703	-4,710	-12%	8.79%
20 to 24 years	35,352	37,617	2,265	6%	8.09%
25 to 29 years	23,914	27,259	3,345	14%	5.47%
30 to 34 years	27,642	29,014	1,372	5%	6.33%
35 to 39 years	32,253	29,739	-2,514	-8%	7.38%
40 to 44 years	35,022	27,689	-7,333	-21%	8.01%
45 to 49 years	32,159	28,728	-3,431	-11%	7.36%
50 to 54 years	28,563	32,209	3,646	13%	6.54%
55 to 59 years	20,785	35,138	14,353	69%	4.76%
60 to 64 years	16,699	32,843	16,144	97%	3.82%
65 to 69 years	14,448	28,810	14,362	99%	3.31%
70 to 74 years	13,602	20,883	7,281	54%	3.11%
75 to 79 years	11,591	14,120	2,529	22%	2.65%
Total	436,966	488,540	51,574	12%	100.00%

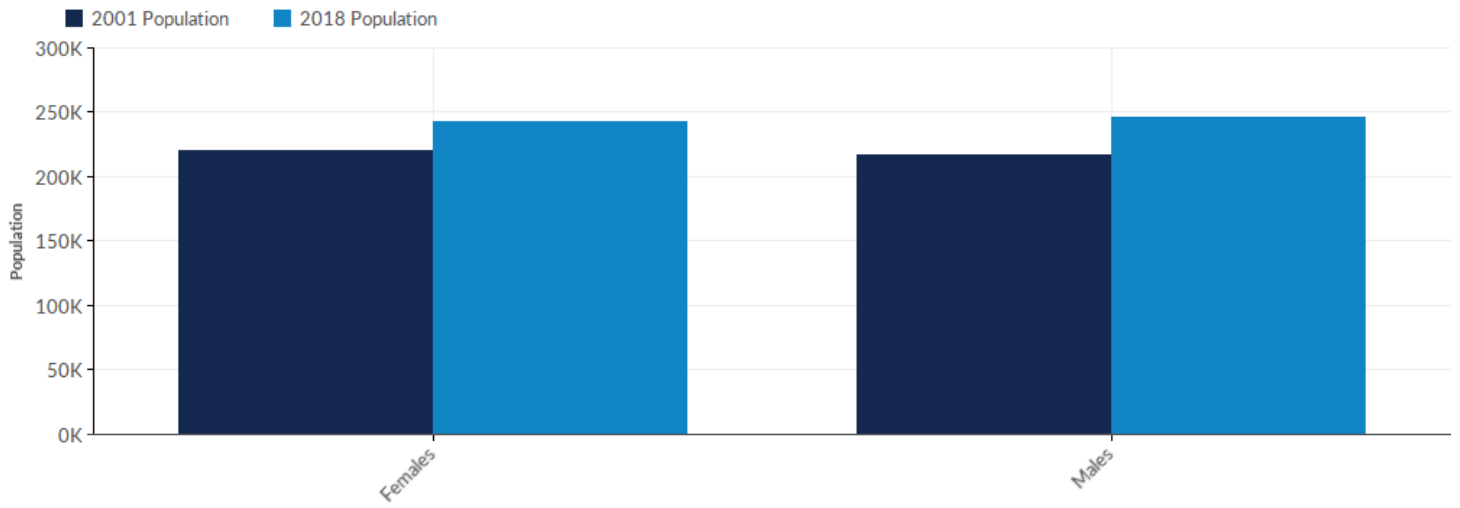
Age Cohort	2001 Population	2018 Population	Change	% Change	2001 % of Cohort
80 to 84 years	8,830	9,719	889	10%	2.02%
85 years and over	8,451	10,418	1,967	23%	1.93%
Total	436,966	488,540	51,574	12%	100.00%

Population by Race/Ethnicity



Race/Ethnicity	2001 Population	2018 Population	Change	% Change	2001 % of Cohort
White, Non-Hispanic	420,841	454,124	33,283	8%	96.31%
Asian, Non-Hispanic	5,066	8,908	3,842	76%	1.16%
White, Hispanic	3,927	10,019	6,092	155%	0.90%
Two or More Races, Non-Hispanic	2,949	6,341	3,392	115%	0.67%
American Indian or Alaskan Native, Non-Hispanic	2,115	2,589	474	22%	0.48%
Black, Non-Hispanic	1,605	4,572	2,967	185%	0.37%
American Indian or Alaskan Native, Hispanic	150	677	527	351%	0.03%
Native Hawaiian or Pacific Islander, Non-Hispanic	106	160	54	51%	0.02%
Two or More Races, Hispanic	103	678	575	558%	0.02%
Black, Hispanic	56	309	253	452%	0.01%
Asian, Hispanic	35	113	78	223%	0.01%
Native Hawaiian or Pacific Islander, Hispanic	13	49	36	277%	0.00%
Total	436,966	488,540	51,574	12%	100.00%

Population by Gender



Gender	2001 Population	2018 Population	Change	% Change	2001 % of Cohort
Females	220,092	242,866	22,774	10%	50.37%
Males	216,874	245,674	28,800	13%	49.63%
Total	436,966	488,540	51,574	12%	100.00%

Appendix A - Data Sources and Calculations

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, and birth and mortality rates from the US Health Department.

State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information

Industry Snapshot

Emsi Q3 2018 Data Set

August 2018

West Central Wisconsin Regional Planning Commission



800 Wisconsin Street
Eau Claire, Wisconsin 54703-3606
715.836.2918

Parameters

Industries

21 items selected. See Appendix A for details.

Regions

Code	Description
55005	Barron County, WI
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55093	Pierce County, WI
55095	Polk County, WI
55107	Rusk County, WI
55109	St. Croix County, WI

Timeframe

2001 - 2018

Datarun

2018.3 - QCEW Employees, Non-QCEW Employees, and Self-Employed

21 Industries in 10 Wisconsin Counties

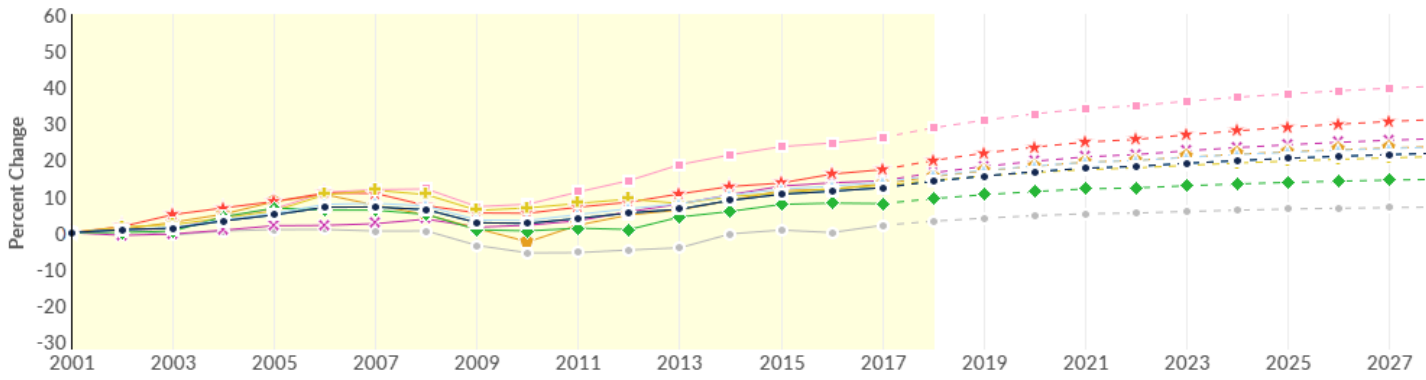
Industry Summary for 21 Industries

<p>223,839</p> <p>Jobs (2017)</p> <p>0% above National average</p>	<p>+14.2%</p> <p>% Change (2001-2018)</p> <p>Nation: +12.8%</p>	<p>\$47,795</p> <p>Avg. Earnings Per Job (2017)</p> <p>Nation: \$64,161</p>
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Industry Detail

Payrolled Business Locations (2017)	12,829
Jobs Multiplier	Only Available for 6-Digit
Unemployed (4/2018)	8.3K

Regional Trends



Region	2001 Jobs	2018 Jobs	Change	% Change
● Region	199,220	227,417	28,197	14.2%
■ Momentum West	199,220	227,417	28,197	14.2%
▲ West Central Wisconsin	178,268	206,271	28,003	15.7%
◆ Polk County	16,839	18,417	1,578	9.4%
✚ Eau Claire County	55,396	63,389	7,993	14.4%
★ Dunn County	16,833	20,178	3,345	19.9%
⬠ Clark County	11,576	13,364	1,788	15.4%
✖ Chippewa County	23,929	27,870	3,941	16.5%
● Barron County	23,835	24,583	748	3.1%
■ St. Croix County	29,859	38,470	8,611	28.8%

Occupations Employed by these Industries

Description	Employed in Industry Group (2017)	% of Total Jobs in Industry Group (2017)
Retail Salespersons	6,022	2.7%
Office Clerks, General	5,939	2.7%
Combined Food Preparation and Serving Workers, Including Fast Food	5,555	2.5%
Cashiers	5,493	2.5%
Heavy and Tractor-Trailer Truck Drivers	4,596	2.1%

Industry Gender Breakdown



Gender	2017 Jobs	2017 Percent
● Males	115,593	51.6%
● Females	108,246	48.4%

Industry Age Breakdown



Age	2017 Jobs	2017 Percent
● 14-18	8,773	3.9%
● 19-24	26,517	11.8%
● 25-34	44,677	20.0%
● 35-44	42,560	19.0%
● 45-54	47,600	21.3%
● 55-64	41,242	18.4%
● 65+	12,470	5.6%

Industry Race/Ethnicity Breakdown



Race/Ethnicity	2017 Jobs	2017 Percent
White	205,443	91.8%
Hispanic or Latino	5,698	2.5%
Asian	4,694	2.1%
Black or African American	4,636	2.1%
Two or More Races	1,919	0.9%
American Indian or Alaska Native	1,410	0.6%
Native Hawaiian or Other Pacific Islander	40	0.0%

Industry Requirements

Purchases from	In-region Purchases	Imported Purchases	Total Purchases
Animal Production	\$821,547,490	\$569,841,553	\$1,391,389,043
Elementary and Secondary Schools (Local Government)	\$646,574,256	\$68,514,786	\$715,089,042
Corporate, Subsidiary, and Regional Managing Offices	\$42,647,721	\$661,870,776	\$704,518,496
Local Government, Excluding Education and Hospitals	\$353,709,504	\$39,606,108	\$393,315,612
Cheese Manufacturing	\$227,451,129	\$44,709,278	\$272,160,407

Top Regional Businesses

Business Name	Industry Name	Business Size
Furlong Art Gallery	Museums (712110)	1,965
Mayo Clinic Health System In Eau Claire	General Medical and Surgical Hospitals (622110)	1,464
T Tm Technologies	Printed Circuit Assembly (Electronic Assembly) Manufacturing (334418)	1,320
Jennie-o Turkey Store	Farm Product Warehousing and Storage (493130)	1,250
Sacred Heart Hospital	General Medical and Surgical Hospitals (622110)	1,079

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.

Appendix A - Industries

Code	Description
11	Agriculture, Forestry, Fishing and Hunting
21	Mining, Quarrying, and Oil and Gas Extraction
22	Utilities
23	Construction
31	Manufacturing
42	Wholesale Trade
44	Retail Trade
48	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services
61	Educational Services
62	Health Care and Social Assistance
71	Arts, Entertainment, and Recreation
72	Accommodation and Food Services
81	Other Services (except Public Administration)
90	Government
99	Unclassified Industry

Appendix B - Data Sources and Calculations

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. (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.

Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and the Department of Labor's Characteristics of the Insured Unemployed.

Staffing Patterns Data

The staffing pattern data in this report are compiled from several sources using a specialized process. For QCEW and Non-QCEW Employees classes of worker, sources include Occupational Employment Statistics, the National Industry-Occupation Employment Matrix, and the American Community Survey. For the Self-Employed and Extended Proprietors classes of worker, the primary source is the American Community Survey, with a small amount of information from Occupational Employment Statistics.

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.

DatabaseUSA.com Business-Level Data

Data for individual businesses is provided by DatabaseUSA.com, which maintains a database of more than 14 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: Wisconsin Department of Workforce Development, Bureau of Workforce Information

24 Occupations in 10 Wisconsin Counties

West Central Wisconsin Regional Planning Commission



800 Wisconsin Street
Banbury Place
Mailbox 9, Bldg. D2-401
Eau Claire, Wisconsin 54703-3606

Contents

What is Emsi Data?	1
Report Parameters	2
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Supply (Jobs)	4
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Demand (Job Postings)	8
Graduate Pipeline	10
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Appendix B (Geographies)	12

What is Emsi Data?

Emsi data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumes, and job postings to give you a complete view of the workforce.

Emsi data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.

The Atlantic

Forbes

**Harvard
Business
Review**

*The
New York
Times*

WSJ

 **USA
TODAY**

Report Parameters

24 Occupations

- 11-0000 Management Occupations
- 13-0000 Business and Financial Operations Occupa...
- 15-0000 Computer and Mathematical Occupations
- 17-0000 Architecture and Engineering Occupations

See Appendix A for all 24 Occupations

10 Counties

- 55005 Barron County, WI
- 55017 Chippewa County, WI
- 55019 Clark County, WI
- 55033 Dunn County, WI

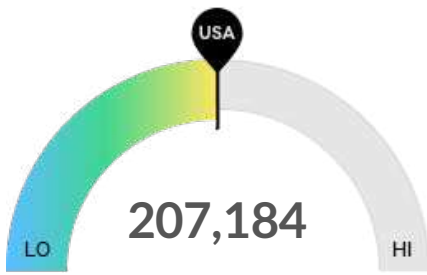
See Appendix B for all 10 Counties



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

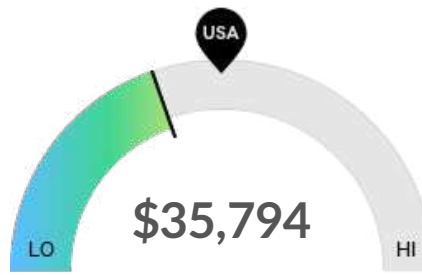
Executive Summary

Average Hiring Competition Over an Average Supply of Regional Talent



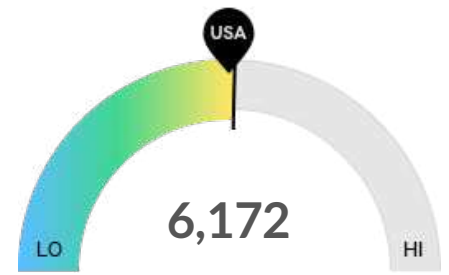
Supply (Jobs)

Your area is about average for this kind of talent. The national average for an area this size is 207,184* employees, while there are 207,184 here.



Compensation

The cost for talent is low in your area. The national median salary for your occupations is \$37,781, while you'll pay \$35,794 here.



Demand (Job Postings)

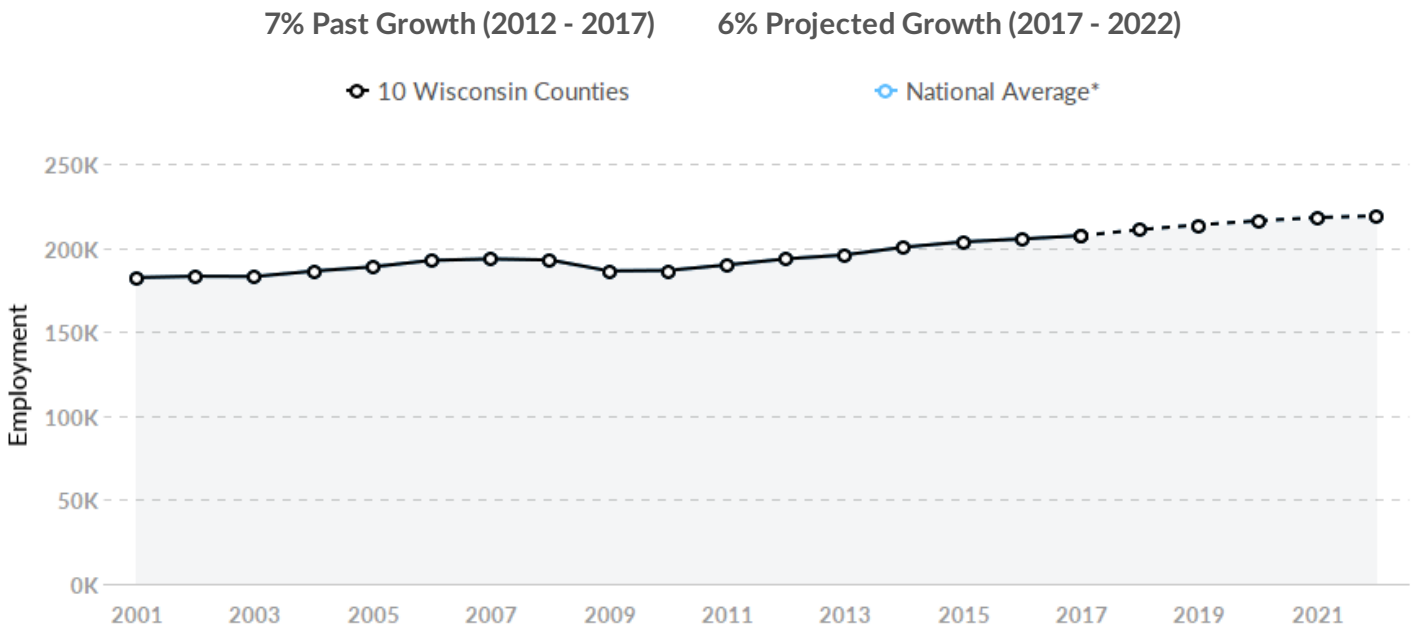
Competition from online job postings is about average in your area. The national average for an area this size is 6,019* job postings/mo, while there are 6,172 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

Supply Is About Equal to the National Average

The regional vs. national average employment helps you understand if the supply of your occupations is a strength or weakness for your area, and how it is changing relative to the nation. An average area of this size would have 207,183* employees, while there are 207,183 here. The gap between expected and actual employment is expected to remain roughly the same over the next 5 years.



*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

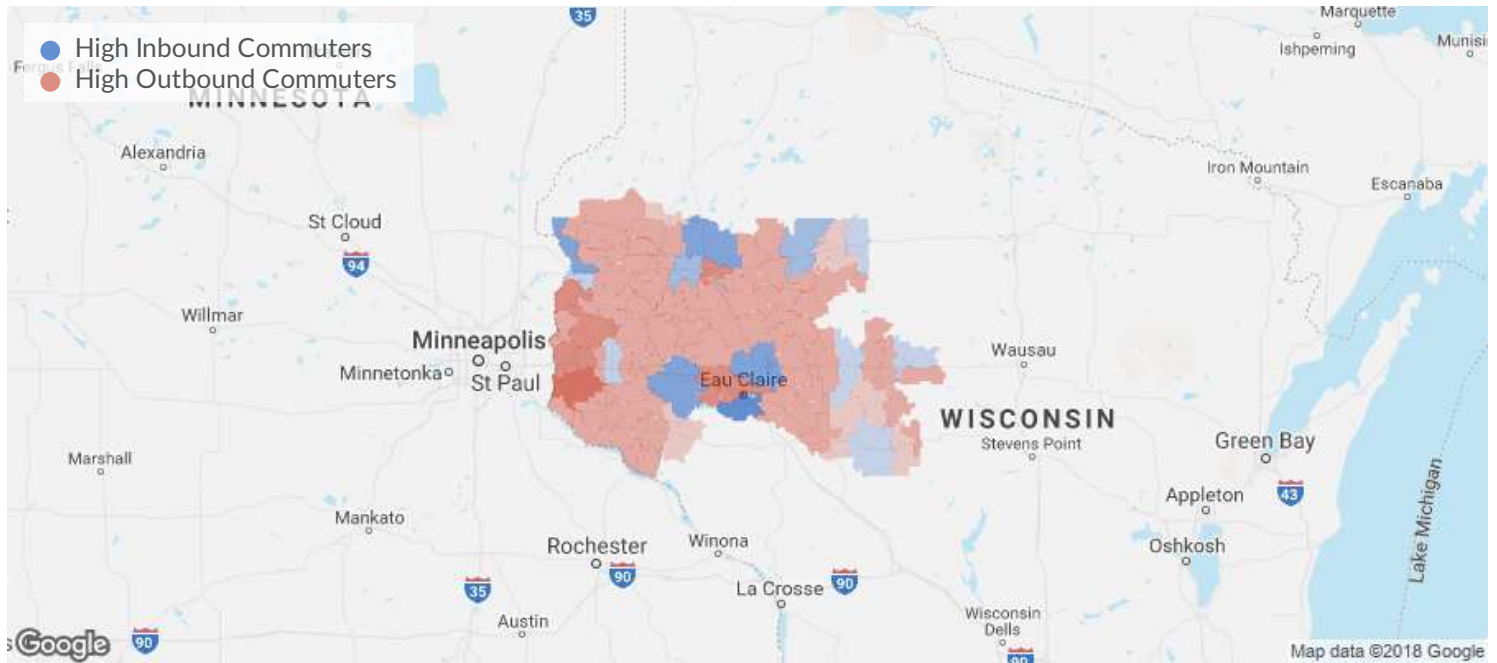
Most Talent is Found in the Education and Hospitals (Local Government) Sector

The Education and Hospitals (Local Government) industry sector employs 7% of all your occupations. Runners up are Restaurants and Other Eating Places (6%), and Local Government, Excluding Education and Hospitals (5%).

Supply (Jobs) - Cont.

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

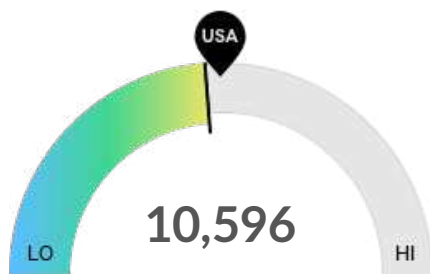
ZIP	Name	2017 Employment
54701	Eau Claire, WI (in Eau ...	31,122
54703	Eau Claire, WI (in Eau ...	19,741
54729	Chippewa Falls, WI (in ...	17,006
54016	Hudson, WI (in St. Cro...	16,334
54751	Menomonie, WI (in Du...	14,521

Where Talent Lives

ZIP	Name	2017 Workers
54703	Eau Claire, WI (in Eau ...	21,408
54016	Hudson, WI (in St. Cro...	18,697
54701	Eau Claire, WI (in Eau ...	17,352
54729	Chippewa Falls, WI (in ...	15,535
54751	Menomonie, WI (in Du...	11,142

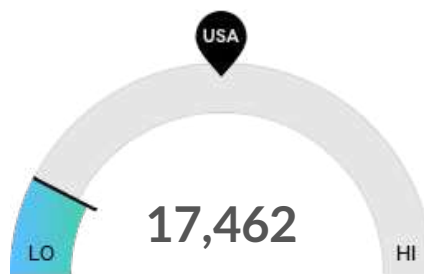
Supply (Jobs) - Cont.

Retirement Risk Is About Average, While Overall Diversity Is Low



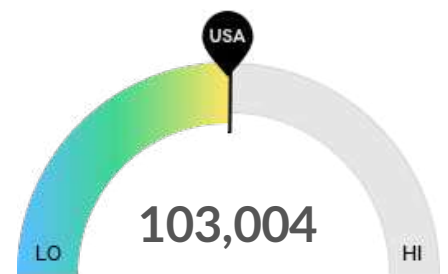
Retiring Soon

Retirement risk is about average in your area. The national average for an area this size is 11,359* employees 65 or older, while there are 10,596 here.



Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 74,316* racially diverse employees, while there are 17,462 here.



Gender Diversity

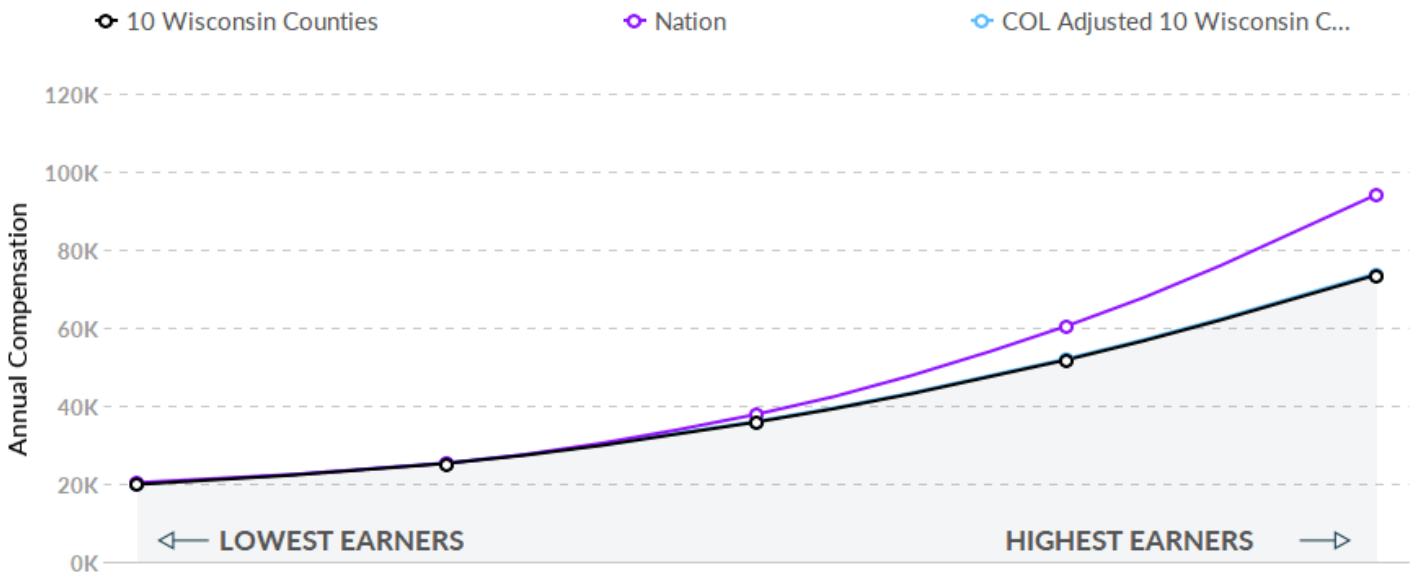
Gender diversity is about average in your area. The national average for an area this size is 101,925* female employees, while there are 103,004 here.

*National average values are derived by taking the national value for your occupations and scaling it down to account for the difference in overall workforce size between the nation and your area. In other words, the values represent the national average adjusted for region size.

Compensation

Talent Is 5% Cheaper, While the Cost of Living May Make Attraction Difficult

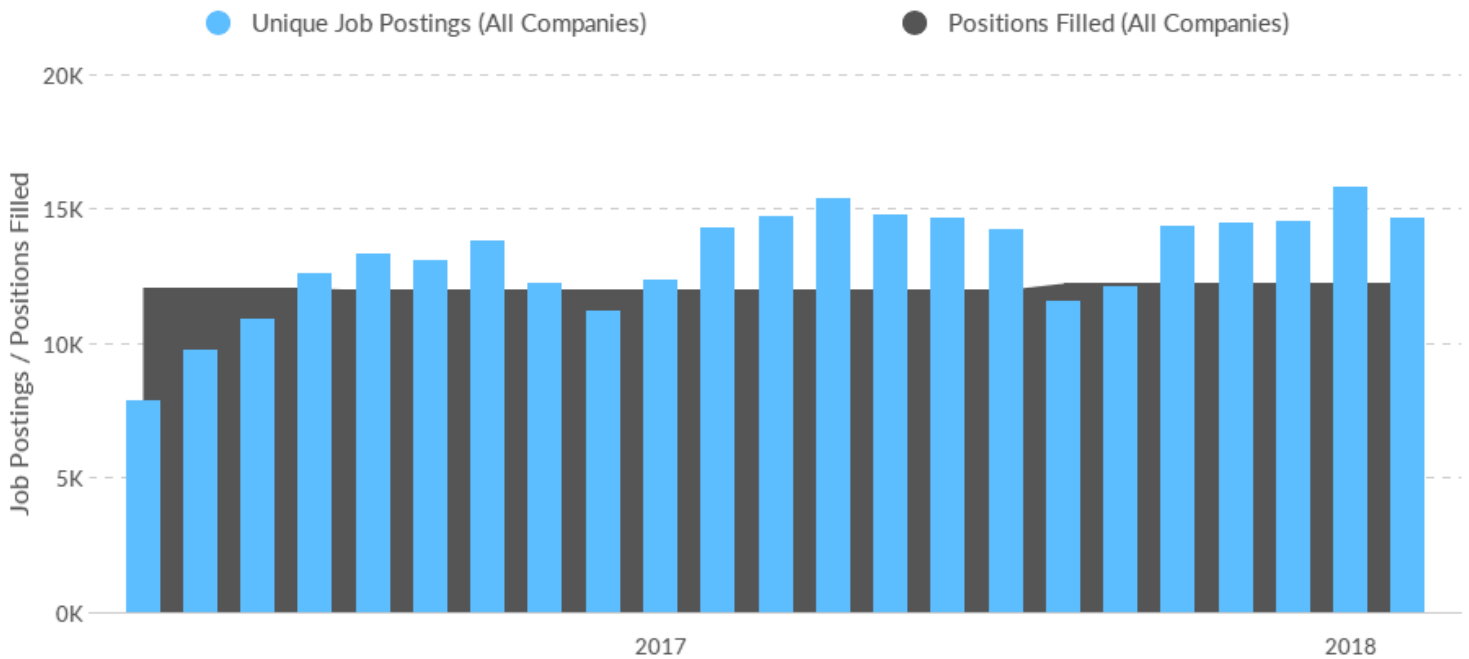
In 2017, the median compensation for your occupations in your area is \$35,794. Based on the national median wage of \$37,781 for this position, this means you will spend about 5% less to employ your occupations here. However, their actual purchasing power will be 5% less than the national median when we adjust for regional cost of living (which is 1% lower than average). This may make it harder to attract talent to the region at this price.



Demand (Job Postings)

For Every 14,274 Unique Job Postings, Only 12,136 Positions Are Filled

If there is a gap between unique job postings and positions filled, it may indicate unmet demand for your occupations. In the average month over the last 12 months, there were 14,274 unique job postings for your occupations, while 12,136 positions were filled. When there is significant unmet demand, competition will likely be higher.



Demand (Job Postings) - Cont.

4,388 Companies Are Competing for Talent



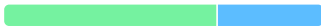








In the last 12 months, 4,388 companies in your area competed to hire your occupations. The top 10 competitors and their job posting activity are listed below. Higher ratios of total postings to unique postings may suggest more intense hiring activity, as companies go to greater lengths to fill those positions.

Company	Total/Unique Job Postings (Aug 2017 - Jul 2018)	Posting Intensity	Unique Postings Trend (Aug 2017 - Jul 2018)
[Unknown]	16,457 / 6,268	3 : 1	
CRST International, Inc.	5,743 / 2,276	3 : 1	
Anthem, Inc.	5,219 / 1,990	3 : 1	
Ashley Furniture Industries, Inc.	31,710 / 1,770	18 : 1	
Platinum Supplemental Insurance, Inc.	6,678 / 1,356	5 : 1	
C.R. England, Inc.	2,796 / 1,247	2 : 1	
Barr-Nunn Transportation, Inc.	2,434 / 1,245	2 : 1	
Roehl Transport, Inc.	2,851 / 1,046	3 : 1	
Tutree, Inc.	6,015 / 956	6 : 1	
Mayo Clinic	9,519 / 932	10 : 1	

Graduate Pipeline

6 Schools Are Producing Graduates

Over the last 5 years, 6 schools in your area produced graduates relevant to your occupations. These schools are listed below. The highest share of these graduates come from Business Administration and Management, General programs.

School	Relevant Graduates (2017)	Graduate Trend (2013 - 2017)
University of Wisconsin-Eau Claire	2,288 	
Chippewa Valley Technical College	2,218 	
University of Wisconsin-Stout	1,925 	
University of Wisconsin-River Falls	1,504 	
The Professional Hair Design Academy	31 	
Globe University-Eau Claire	0	

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

Appendix A (Occupations)

Code	Description
11-0000	Management Occupations
13-0000	Business and Financial Operations Occupations
15-0000	Computer and Mathematical Occupations
17-0000	Architecture and Engineering Occupations
19-0000	Life, Physical, and Social Science Occupations
21-0000	Community and Social Service Occupations
23-0000	Legal Occupations
25-0000	Education, Training, and Library Occupations
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations
29-0000	Healthcare Practitioners and Technical Occupations
31-0000	Healthcare Support Occupations
33-0000	Protective Service Occupations
35-0000	Food Preparation and Serving Related Occupations
37-0000	Building and Grounds Cleaning and Maintenance Occupations
39-0000	Personal Care and Service Occupations
41-0000	Sales and Related Occupations
43-0000	Office and Administrative Support Occupations
45-0000	Farming, Fishing, and Forestry Occupations
47-0000	Construction and Extraction Occupations
49-0000	Installation, Maintenance, and Repair Occupations
51-0000	Production Occupations
53-0000	Transportation and Material Moving Occupations
55-0000	Military-only occupations
99-0000	Unclassified Occupation

Appendix B (Geographies)

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

Program Snapshot

47 Programs in 10 Wisconsin Counties

Emsi Q3 2018 Data Set

August 2018

West Central Wisconsin Regional Planning Commission



800 Wisconsin Street
Eau Claire, Wisconsin 54703-3606
715.836.2918

Parameters

Programs

47 items selected. See Appendix A for details.

Regions

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

Completions Year

2017

Jobs Timeframe

2001 - 2018

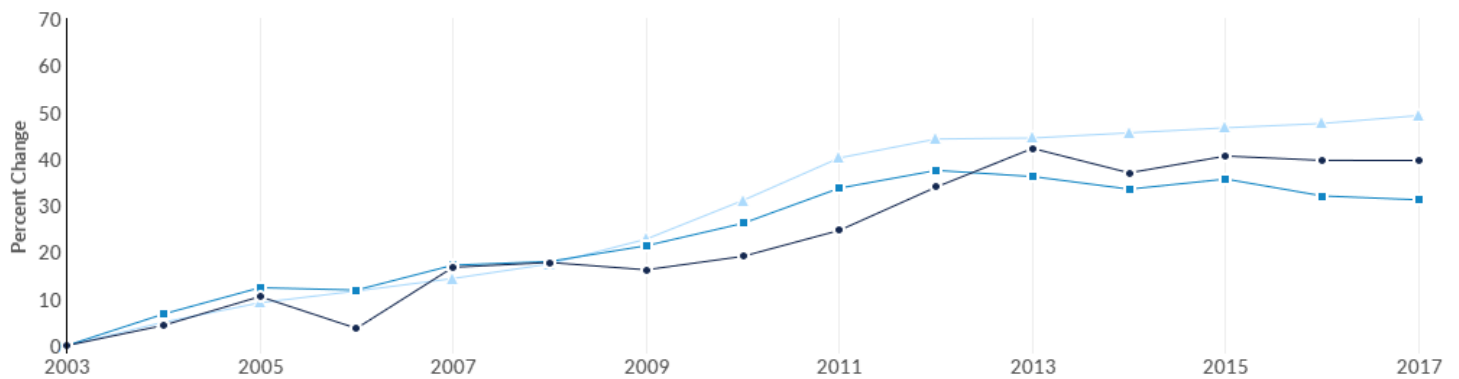
Datarun

2018.3 - QCEW Employees, Non-QCEW Employees, and Self-Employed

Program Overview

<p>7</p> <p>Regional Institutions had Completions in the last 15 years</p>	<p>7,996</p> <p>Regional Program Completions (2017)</p>	<p>25,432</p> <p>Annual Openings (2017)</p>
--	---	---

Regional Trends



Region	2003 Completions	2017 Completions	% Change
● Region	5,726	7,996	39.6%
■ State	66,856	87,725	31.2%
▲ Nation	3,403,592	5,080,475	49.3%

Regional Completions by Award Level



Award Level	Completions (2017)	Percent
Award of less than 1 academic year	1,046	13.1%
Award of at least 1 but less than 2 academic years	447	5.6%
Associate's Degree	684	8.6%
Award of at least 2 but less than 4 academic years	93	1.2%
Bachelor's Degree	5,095	63.7%
Master's Degree	601	7.5%
Doctor's Degree	30	0.4%
Postbaccalaureate certificate	0	0.0%
Post-masters certificate	0	0.0%

Regional Completions by Institution

Institution	Certificates (2017)	Degrees (2017)	Total Completions (2017)
University of Wisconsin-Eau Claire	0	2,305	2,305
University of Wisconsin-Stout	0	1,933	1,933
Chippewa Valley Technical College	1,555	667	2,222
University of Wisconsin-River Falls	0	1,505	1,505
The Professional Hair Design Academy	31	0	31
IMMANUEL LUTHERAN COLLEGE	0	0	0
Globe University-Eau Claire	0	0	0

Similar Programs

236

Programs (2017)

7,974

Completions (2017)

CIP Code	Program	Completions (2017)
52.0201	Business Administration and Management, General	622
51.3902	Nursing Assistant/Aide and Patient Care Assistant/Aide	354
51.3801	Registered Nursing/Registered Nurse	294
42.0101	Psychology, General	233
26.0101	Biology/Biological Sciences, General	209