



Dunn County, WI

West Central Wisconsin Regional Planning Commission



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Report Parameters

1 County

55033 Dunn County, WI

Class of Worker

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

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

Economy Overview

46,279

Population (2025)

Population **grew by 826** over the last 5 years and is projected to **grow by 520** over the next 5 years.

20,663

Total Regional Employment

Jobs **grew by 1,357** over the last 5 years and are projected to **grow by 797** over the next 5 years.

\$74.8K

Median Household Income (2024)

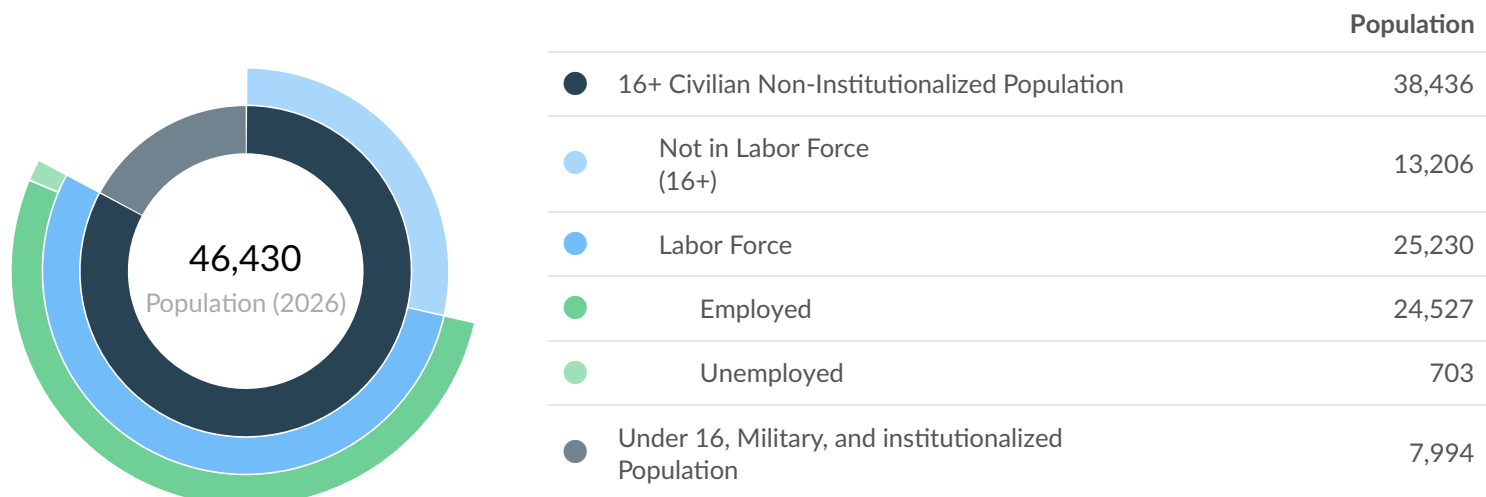
Median household income is **\$5.9K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **increased by 1.8%** since 2020, growing by 826. Population is expected to **increase by 1.1%** between 2025 and 2030, adding 520.
- From 2020 to 2025, jobs **increased by 7.0%** in Dunn County, WI from 19,306 to **20,663**. This change **fell short of the national growth rate of 10.7% by 3.7%**. As the number of jobs increased, the **labor force participation rate increased from 64.6% to 66.4% between 2020 and 2025**.
- Concerning educational attainment, **19.1% of Dunn County, WI residents possess a Bachelor's Degree** (2.7% below the national average), and **12.6% hold an Associate's Degree** (3.8% above the national average).
- The top three industries in 2025 are Warehousing and Storage, Education and Hospitals (State Government), and Restaurants and Other Eating Places.

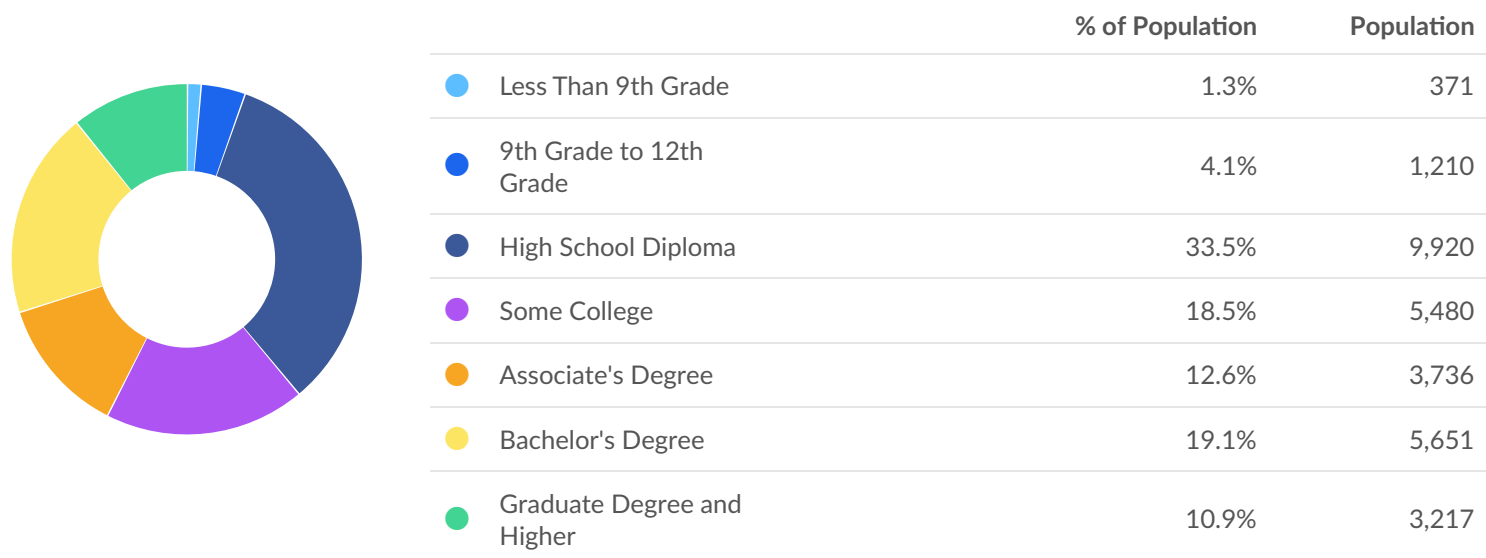
	Population (2026)	Labor Force (May 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	46,430	25,230	20,663	96.5	\$2.63B	\$4.07B	\$3.39B
State	5,996,794	3,116,888	3,271,903	100.3	\$465.78B	\$405.31B	\$440.34B

May 2026 Labor Force Breakdown



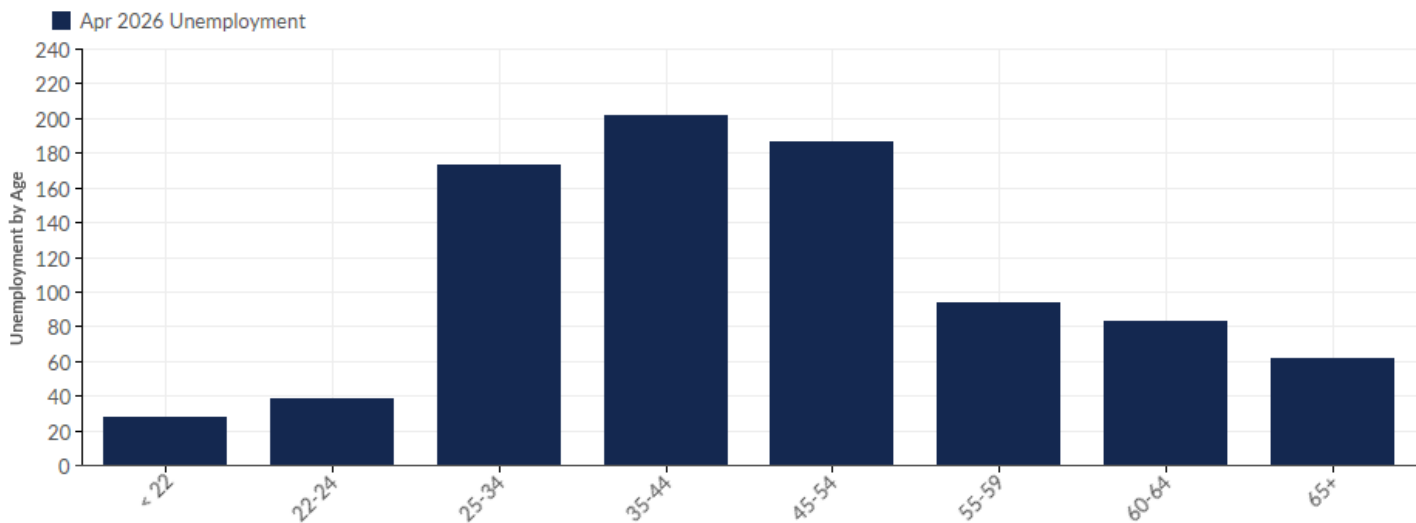
Educational Attainment

Concerning educational attainment, **19.1% of Dunn County, WI residents possess a Bachelor's Degree** (2.7% below the national average), and **12.6% hold an Associate's Degree** (3.8% above the national average).



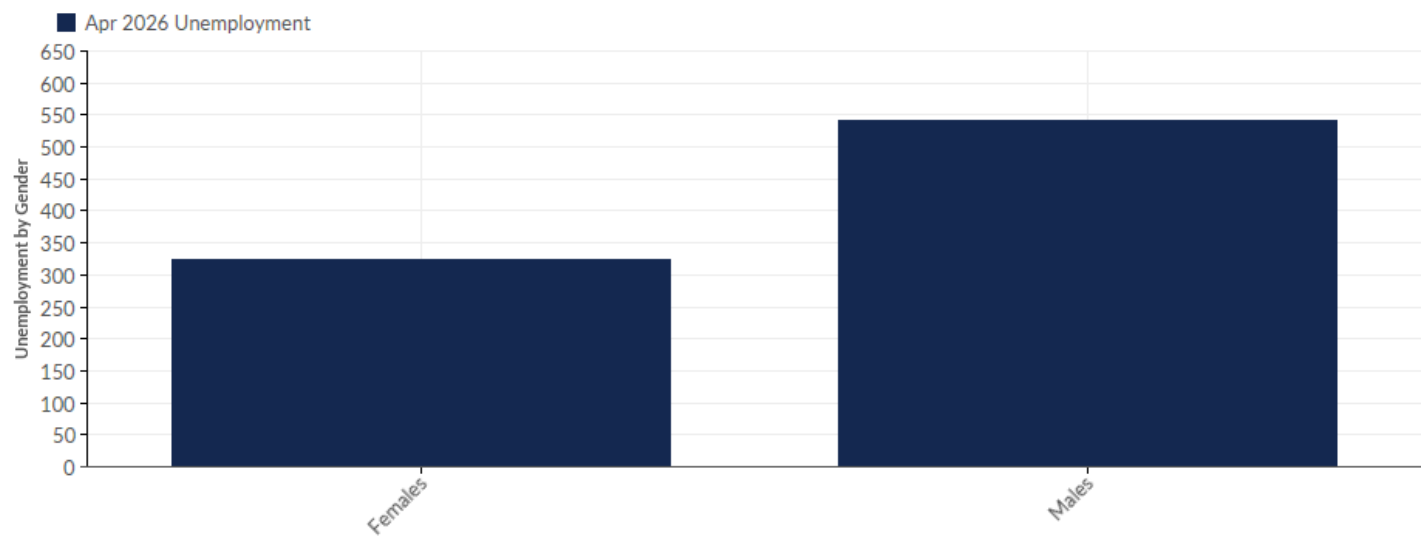
Unemployment by Demographics

Unemployment by Age



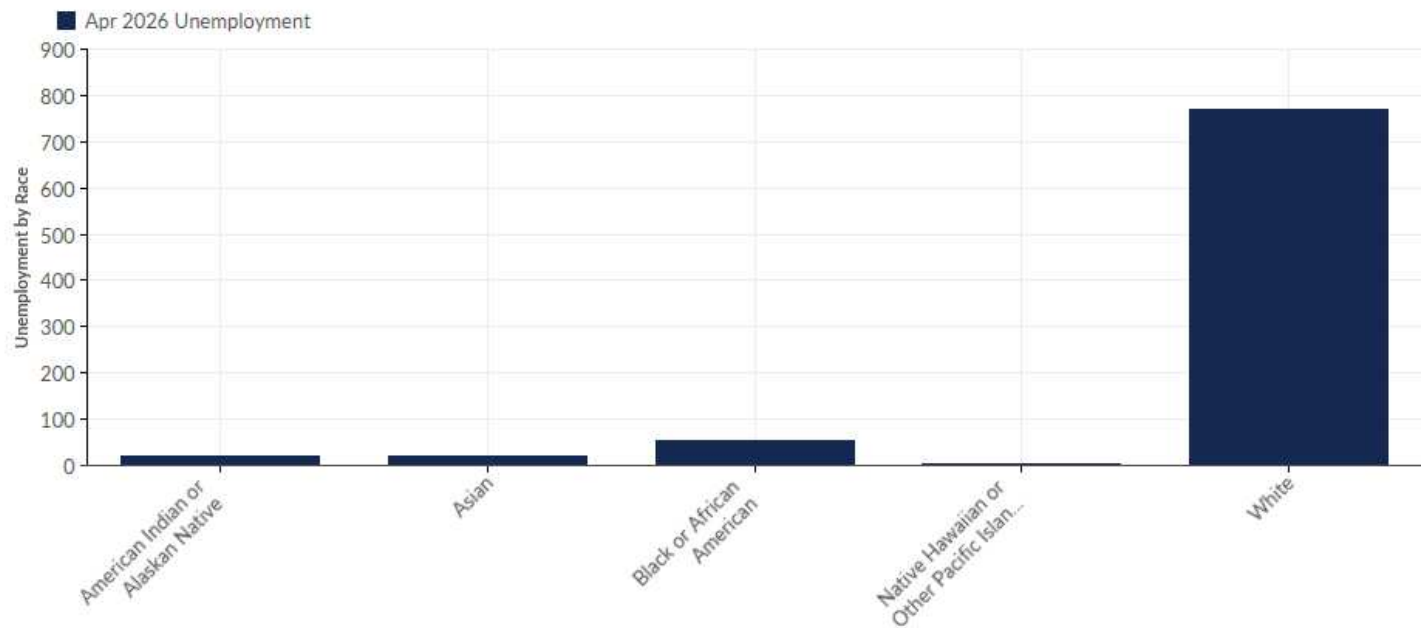
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	28	3.23%
22-24	38	4.39%
25-34	173	19.98%
35-44	202	23.33%
45-54	186	21.48%
55-59	94	10.85%
60-64	83	9.58%
65+	62	7.16%
Total	866	100.00%

Unemployment by Gender



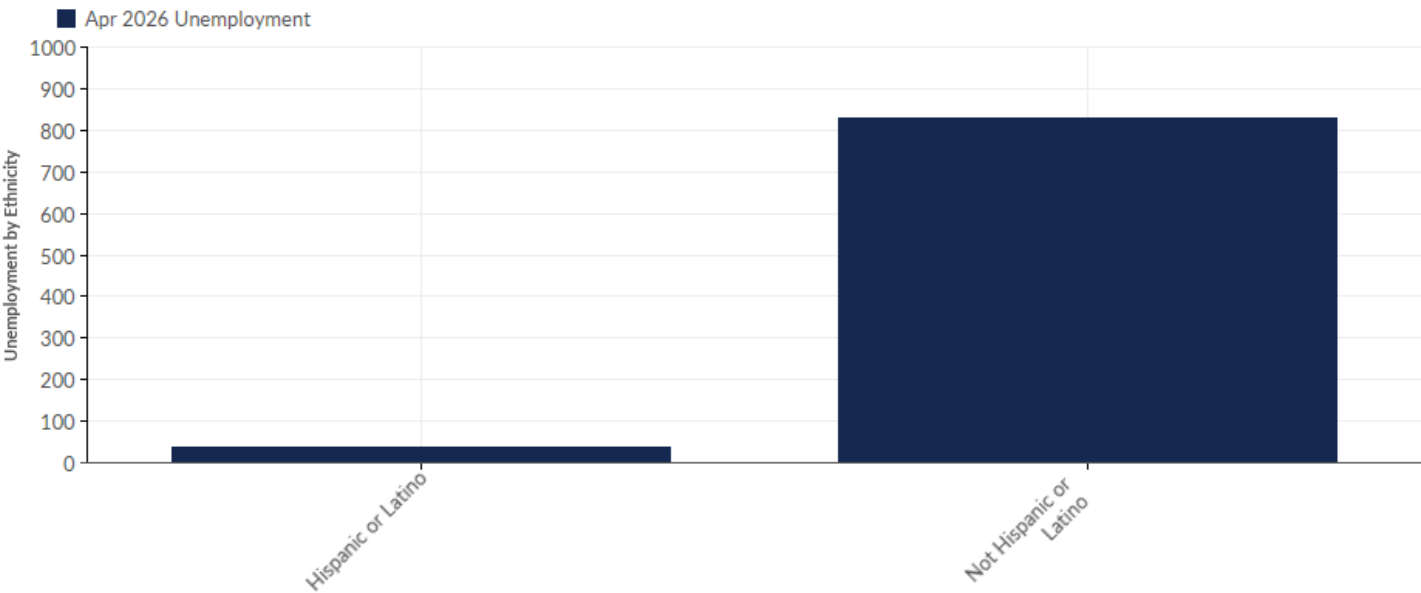
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	325	37.53%
Males	541	62.47%
Total	866	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	20	2.31%
Asian	21	2.42%
Black or African American	53	6.12%
Native Hawaiian or Other Pacific Islander	3	0.35%
White	770	88.91%
Total	866	100.00%

Unemployment by Ethnicity

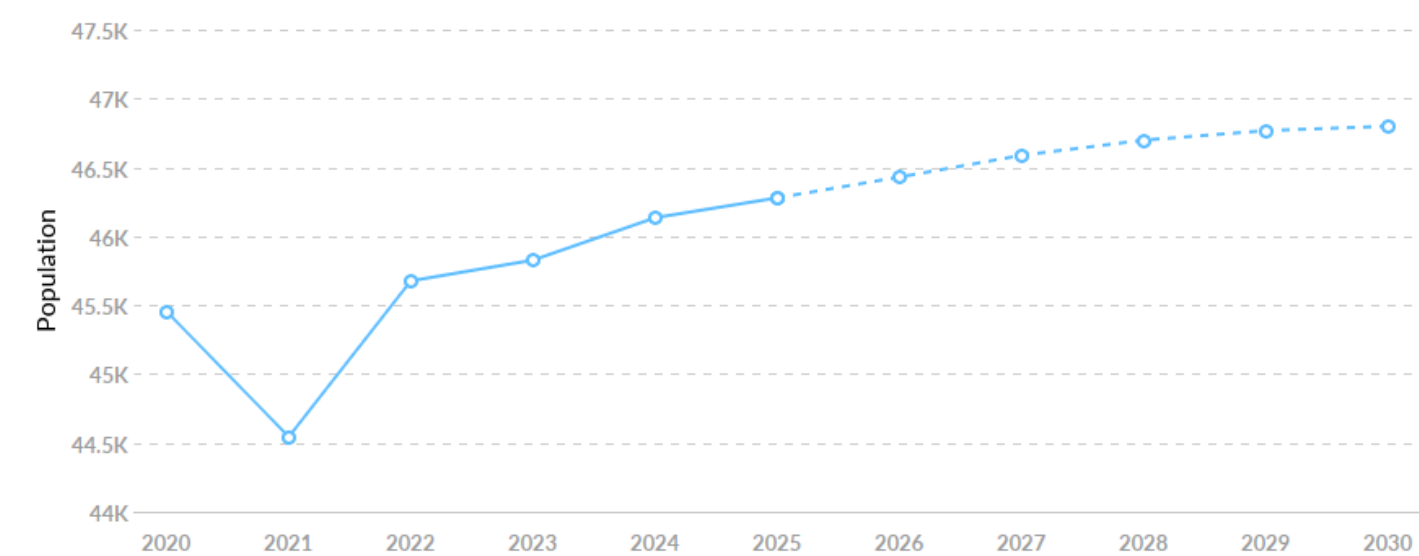


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	37	4.27%
Not Hispanic or Latino	829	95.73%
Total	866	100.00%

Historic & Projected Trends

Population Trends

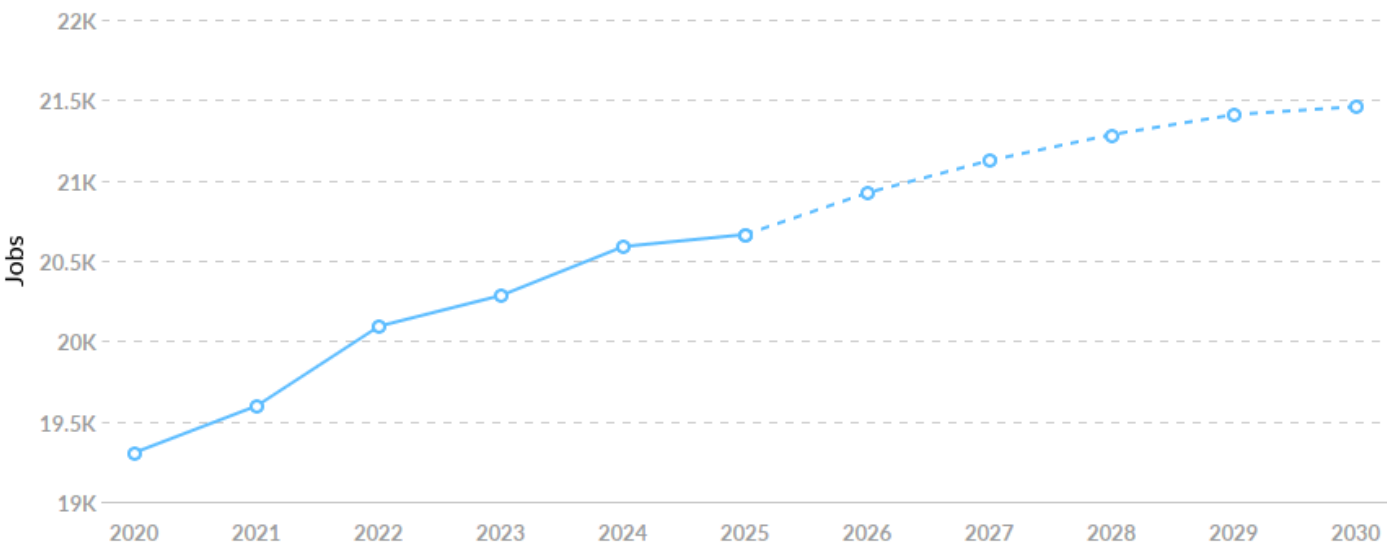
As of 2025 the region's population **increased by 1.8%** since 2020, growing by 826. Population is expected to **increase by 1.1%** between 2025 and 2030, adding 520.



Timeframe	Population
2020	45,453
2021	44,543
2022	45,676
2023	45,827
2024	46,135
2025	46,279
2026	46,430
2027	46,588
2028	46,698
2029	46,767
2030	46,799

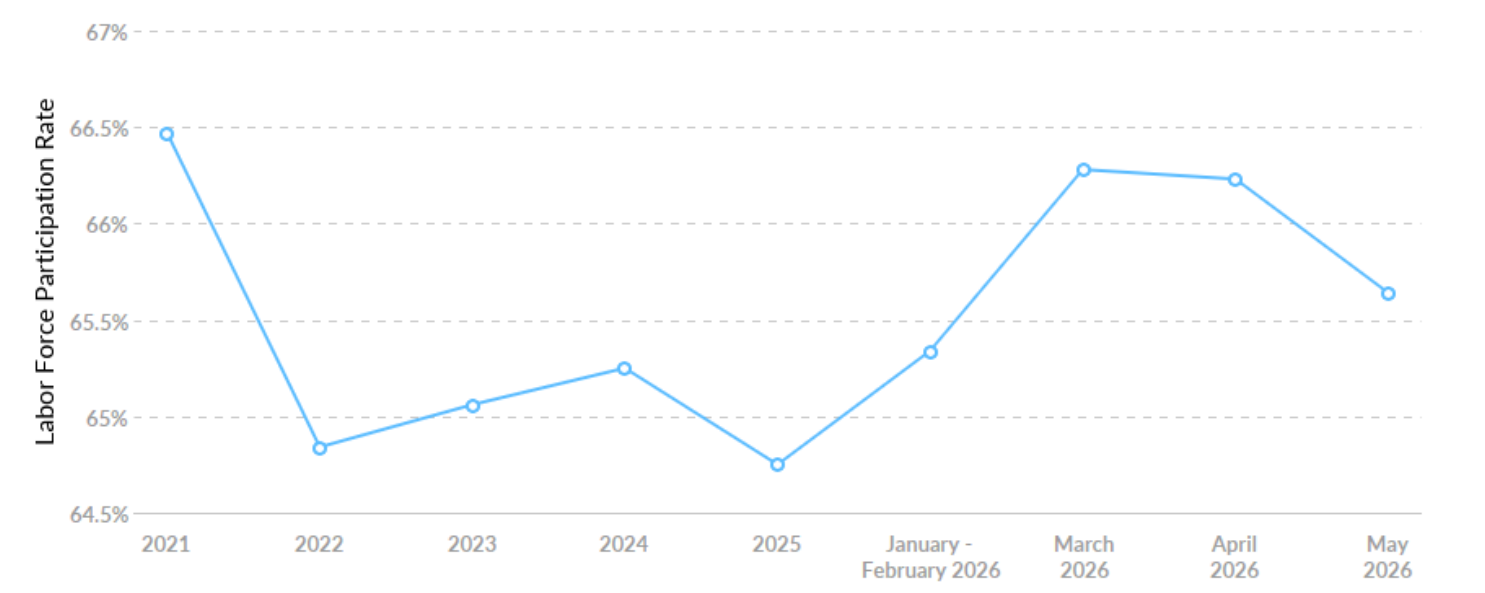
Job Trends

From 2020 to 2025, jobs increased by 7.0% in Dunn County, WI from 19,306 to 20,663. This change fell short of the national growth rate of 10.7% by 3.7%.



Timeframe	Jobs
2020	19,306
2021	19,597
2022	20,092
2023	20,284
2024	20,588
2025	20,663
2026	20,923
2027	21,124
2028	21,285
2029	21,409
2030	21,459

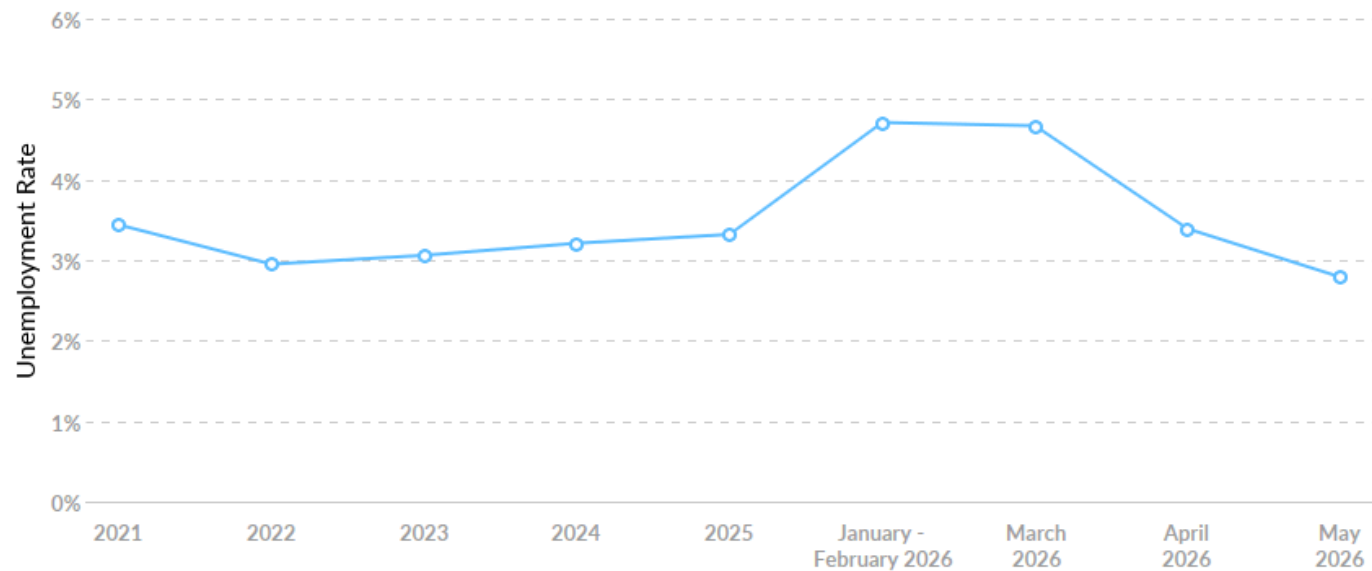
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	66.47%
2022	64.84%
2023	65.06%
2024	65.25%
2025	64.75%
January - February 2026	65.34%
March 2026	66.28%
April 2026	66.23%
May 2026	65.64%

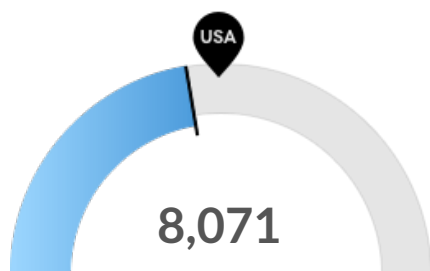
Unemployment Rate Trends

Dunn County, WI had a May 2026 unemployment rate of 2.79%, **decreasing from 3.44% 5 years before.**



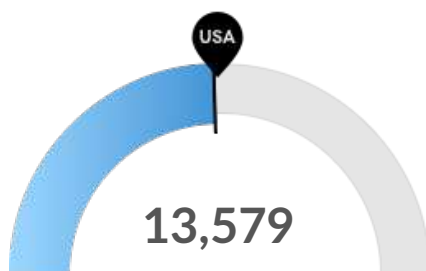
Timeframe	Unemployment Rate
2021	3.44%
2022	2.95%
2023	3.06%
2024	3.21%
2025	3.32%
January - February 2026	4.71%
March 2026	4.67%
April 2026	3.39%
May 2026	2.79%

Population Characteristics



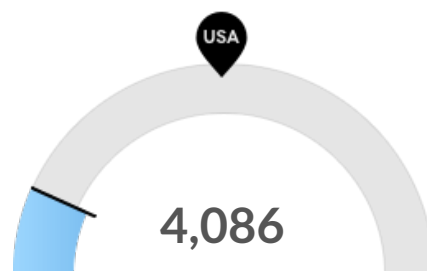
Millennials

Dunn County, WI has 8,071 millennials (ages 25-39). The national average for an area this size is 9,444.



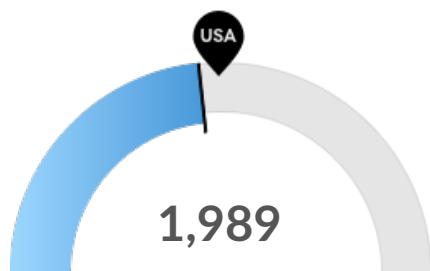
Retiring Soon

Retirement risk is about average in Dunn County, WI. The national average for an area this size is 13,950 people 55 or older, while there are 13,579 here.



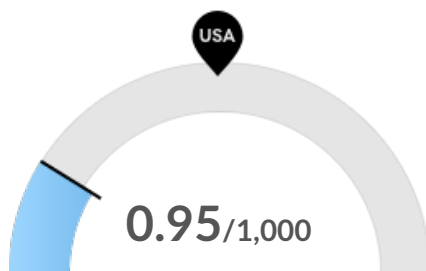
Racial Diversity

Racial diversity is low in Dunn County, WI. The national average for an area this size is 19,625 racially diverse people, while there are 4,086 here.



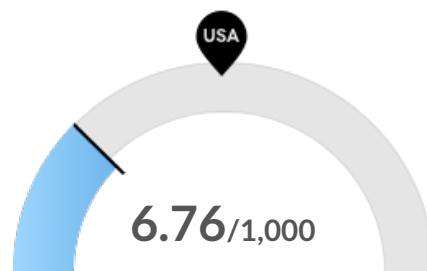
Veterans

Dunn County, WI has 1,989 veterans. The national average for an area this size is 2,196.



Violent Crime

Dunn County, WI has 0.95 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

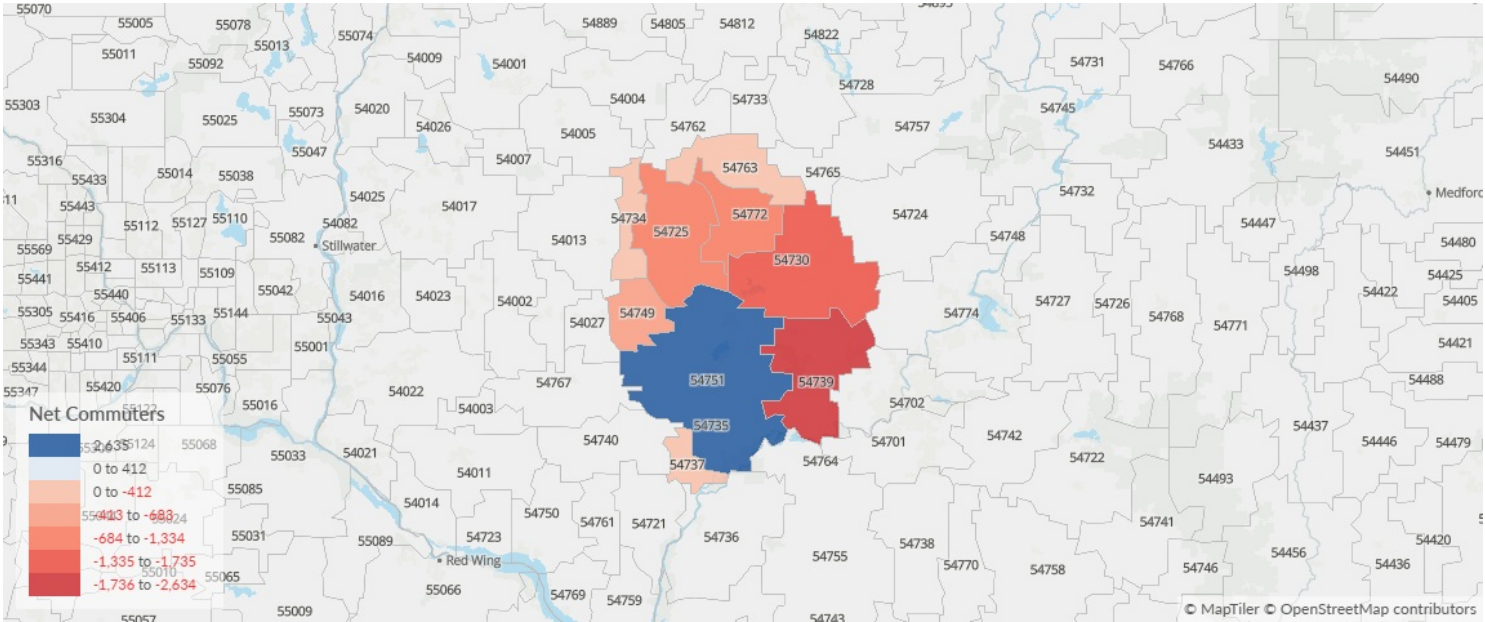


Property Crime

Dunn County, WI has 6.76 property crimes per 1,000 people. The national rate is 16.44 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Dunn County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2025 Employment
54751	Menomonie, WI (in Dun...	15,268
54730	Colfax, WI (in Dunn cou...	1,375
54739	Elk Mound, WI (in Dunn...	1,085
54725	Boyceville, WI (in Dunn...	886
54763	Ridgeland, WI (in Dunn ...	693

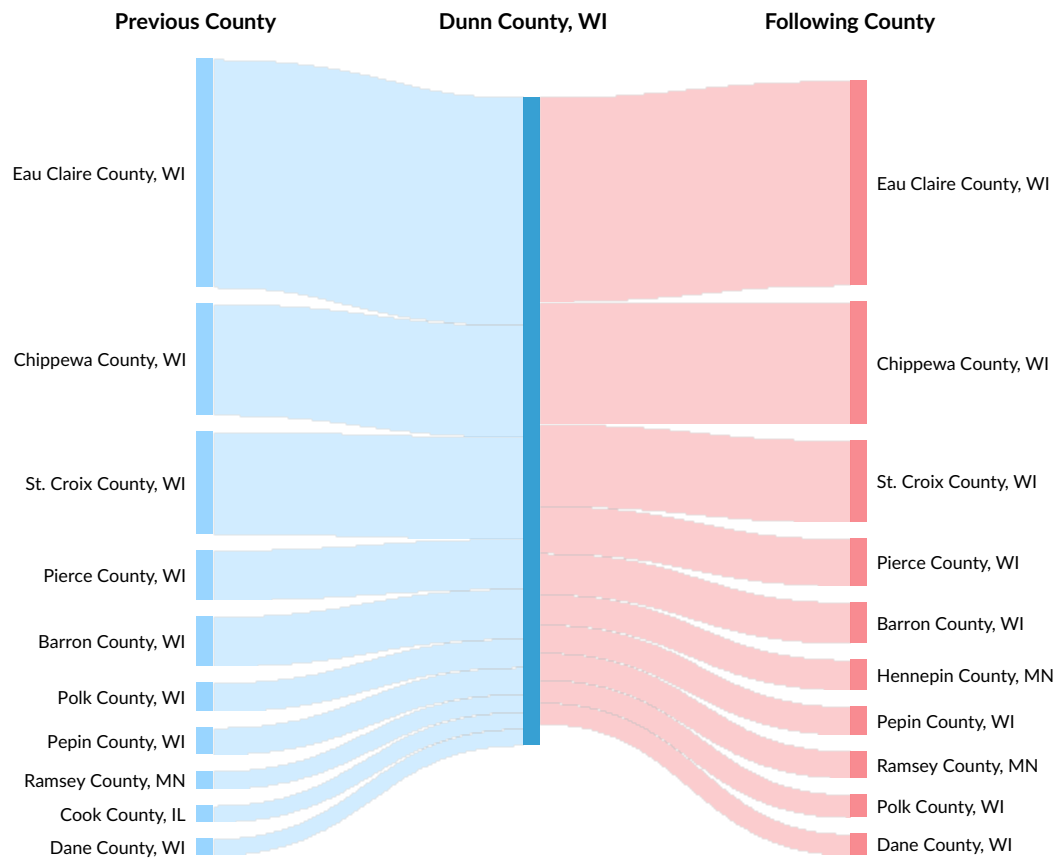
Where Talent Lives

ZIP	Name	2025 Workers
54751	Menomonie, WI (in Dun...	12,633
54739	Elk Mound, WI (in Dunn...	2,821
54730	Colfax, WI (in Dunn cou...	2,710
54725	Boyceville, WI (in Dunn...	1,644
54772	Wheeler, WI (in Dunn c...	919

Inbound and Outbound Migration

The table below analyzes past and current residents of Dunn County, WI. The left column shows residents of other counties migrating to Dunn County, WI. The right column shows residents migrating from Dunn County, WI to other counties.

As of 2023, 355 people have migrated from Eau Claire County, WI to Dunn County, WI. In the same year, 318 people left Dunn County, WI migrating to Eau Claire County, WI. The total Net Migration for Dunn County, WI in 2023 was 15.

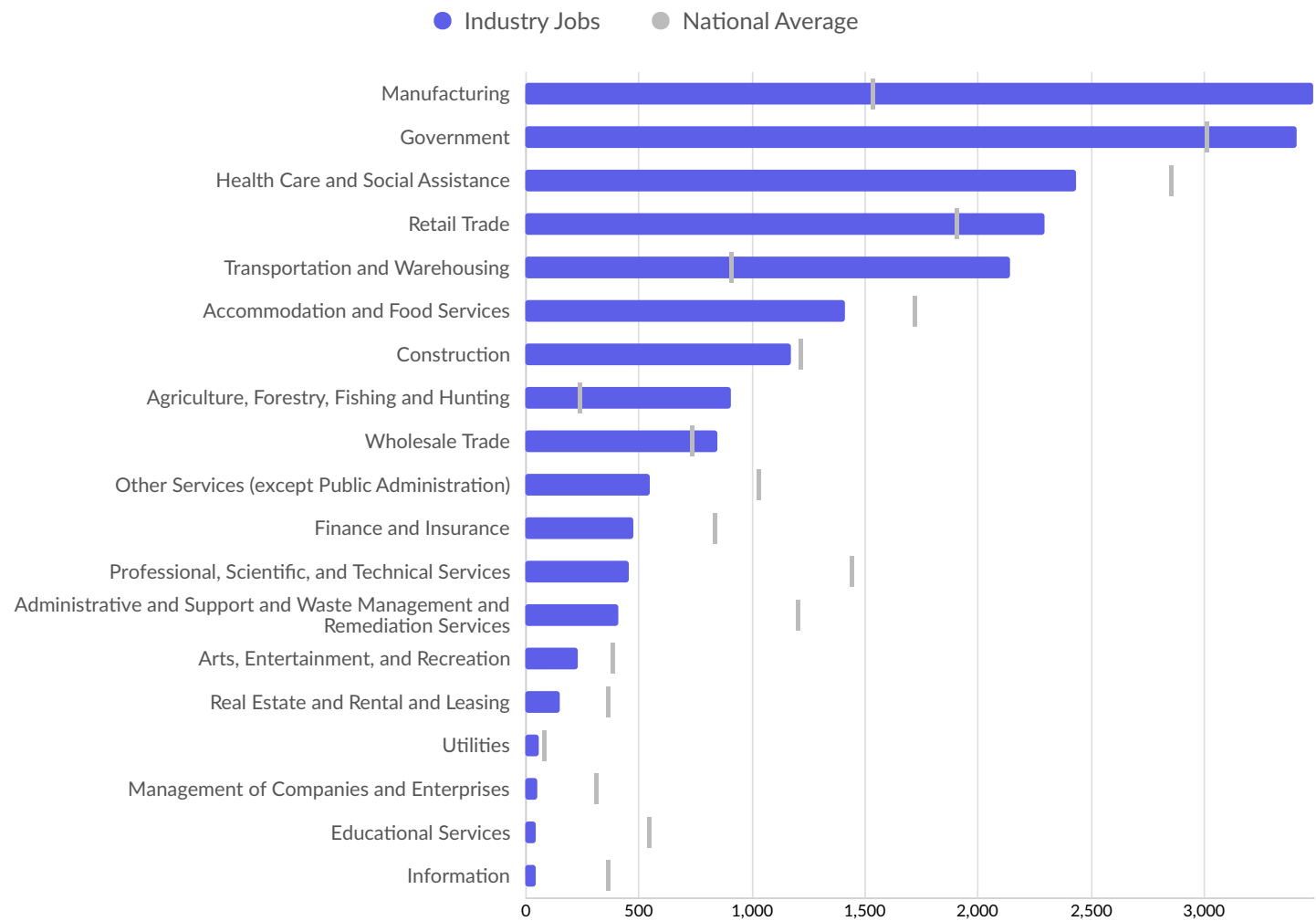


Top Previous Counties	Migrations
Eau Claire County, WI	355
Chippewa County, WI	173
St. Croix County, WI	159
Pierce County, WI	78
Barron County, WI	77
Polk County, WI	44

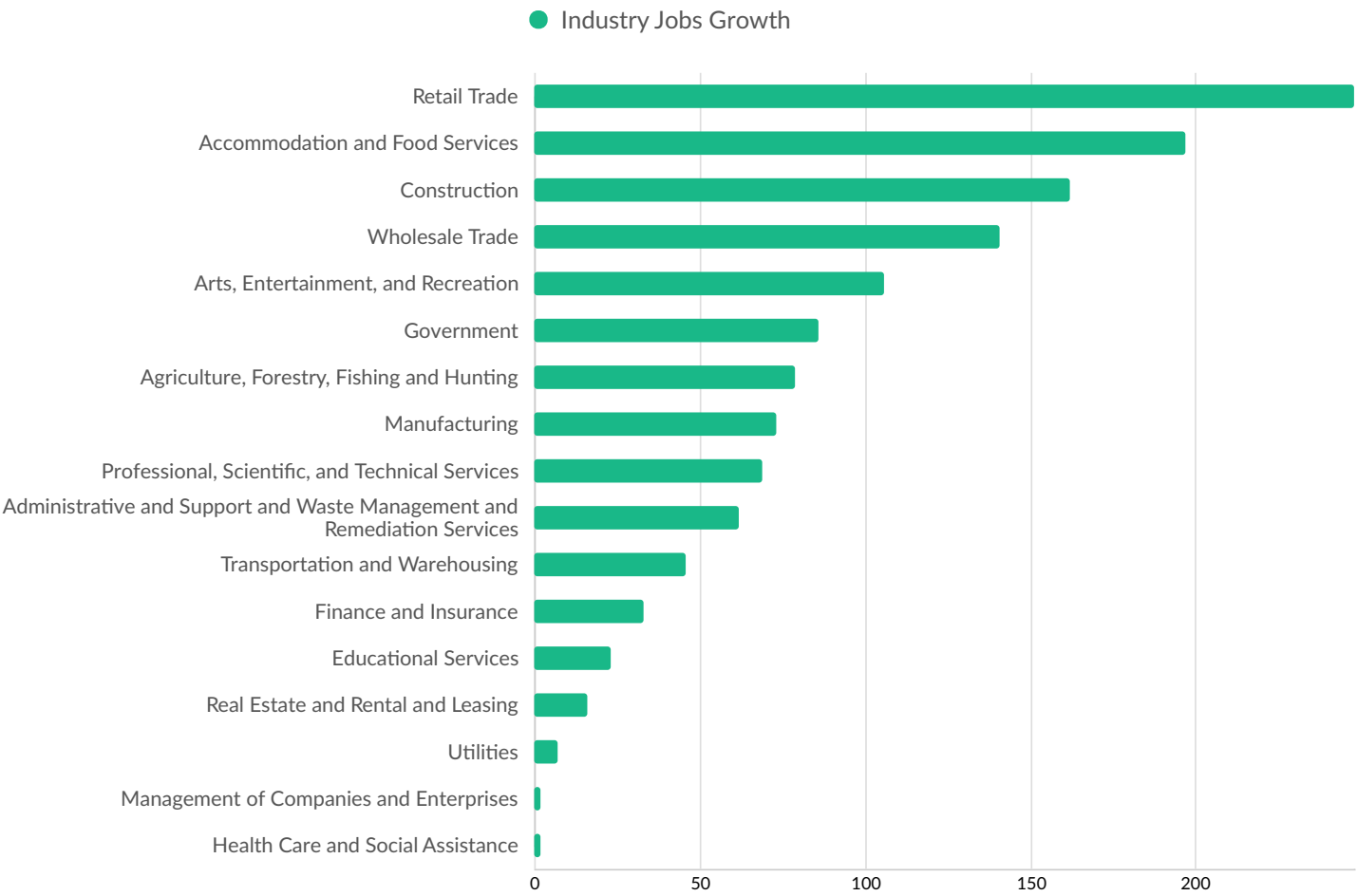
Top Previous Counties	Migrations
Pepin County, WI	42
Ramsey County, MN	28
Cook County, IL	26
Dane County, WI	26
Hennepin County, MN	25
Dakota County, MN	21
Marathon County, WI	19
Washington County, MN	17
Bayfield County, WI	14
Top Following Counties	Migrations
Eau Claire County, WI	318
Chippewa County, WI	190
St. Croix County, WI	127
Pierce County, WI	73
Barron County, WI	64
Hennepin County, MN	47
Pepin County, WI	44
Ramsey County, MN	42
Polk County, WI	36
Dane County, WI	33
Washington County, MN	30
La Crosse County, WI	25
Will County, IL	22
Dakota County, MN	22
Nueces County, TX	17

Industry Characteristics

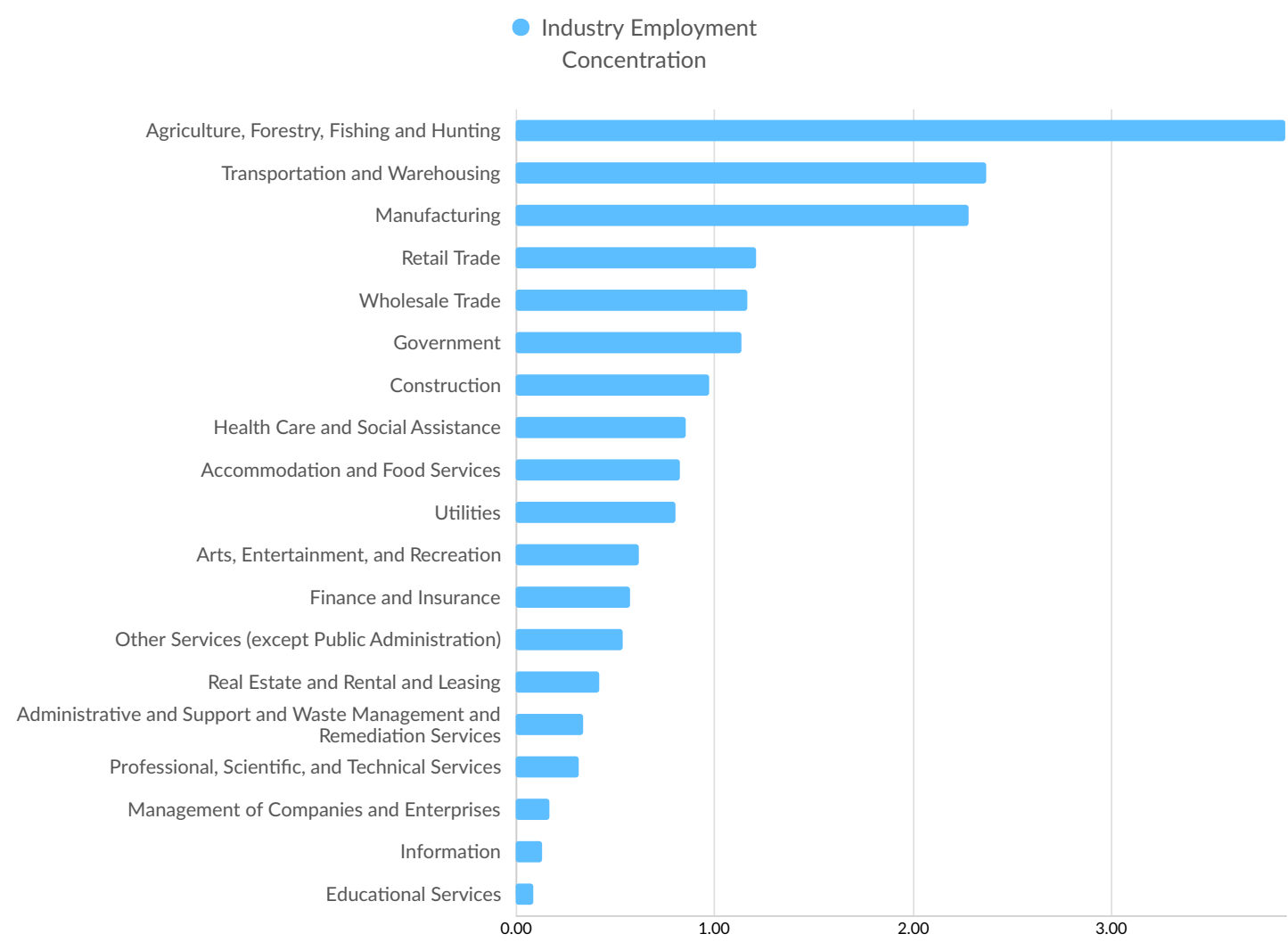
Largest Industries



Top Growing Industries

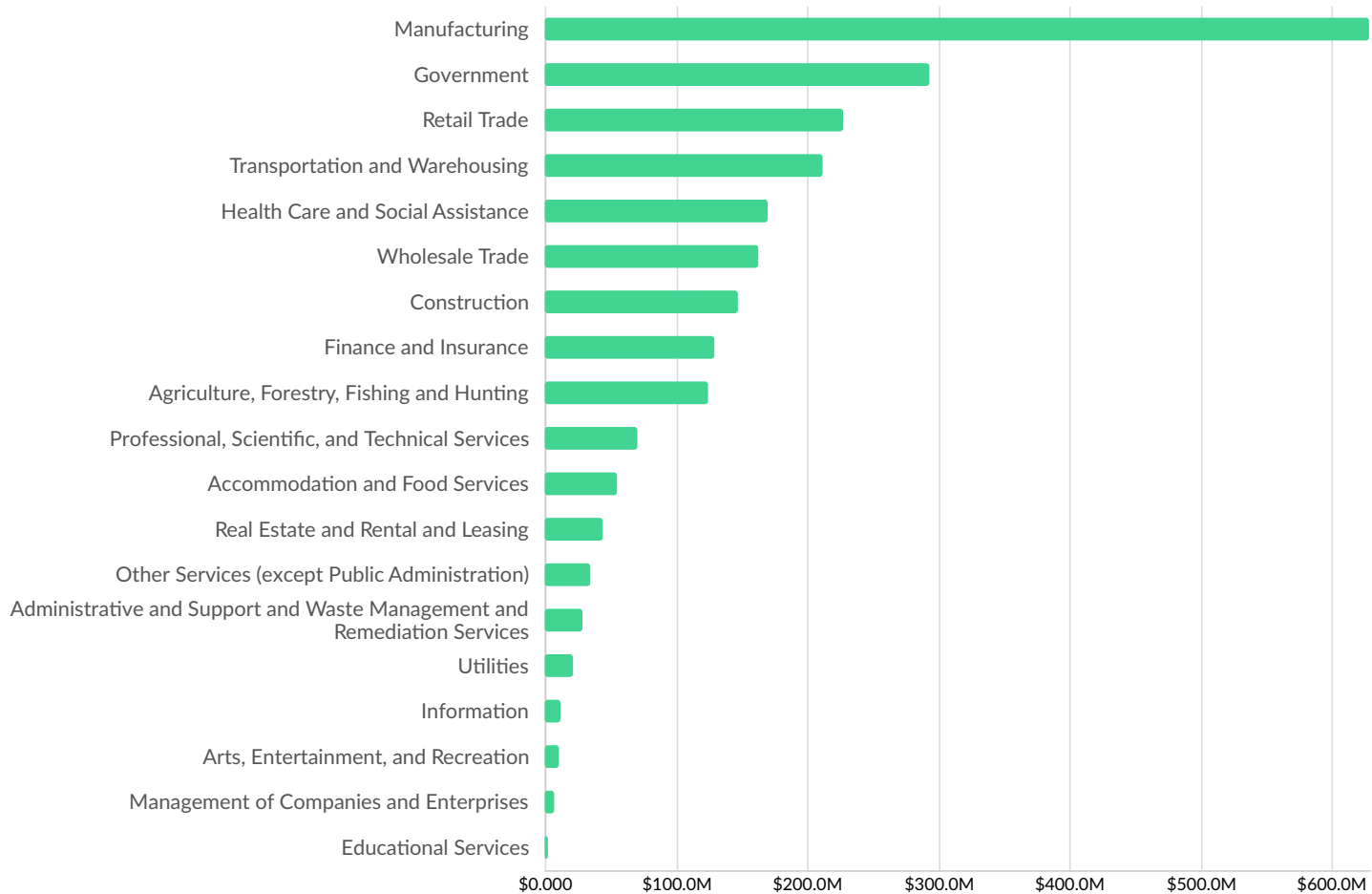


Top Industry Employment Concentration

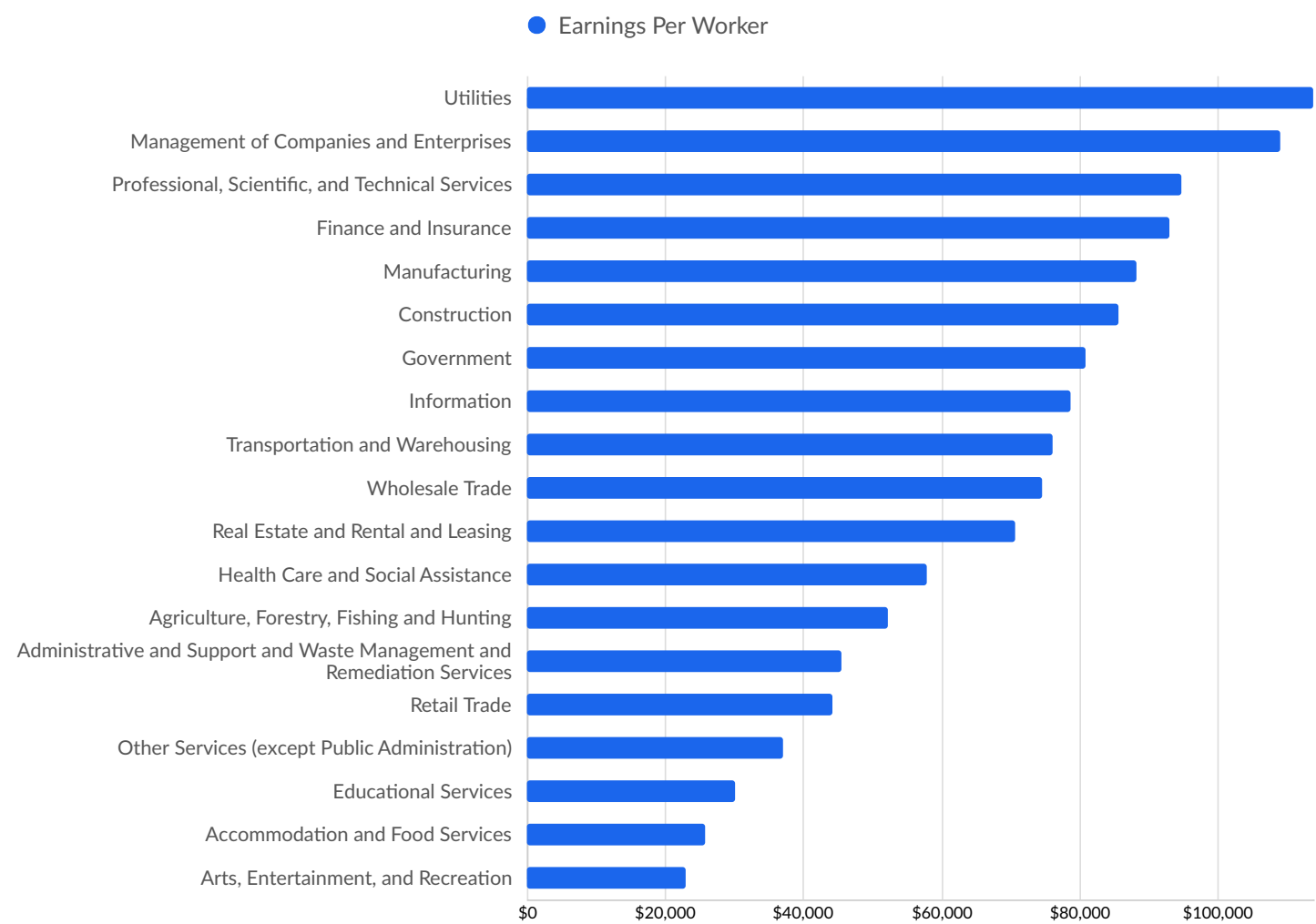


Top Industry GRP

● Gross Regional Product



Top Industry Earnings



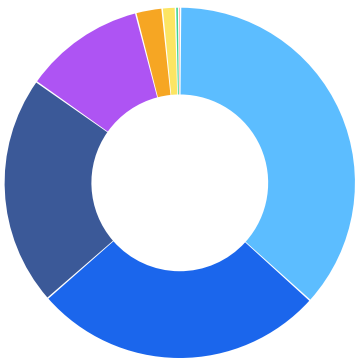
Business Characteristics

5,622 Companies Employ Your Workers

Online profiles for your workers mention 5,622 companies as employers, with the top 10 appearing below. In the last 12 months, 642 companies in Dunn County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Wisconsin-Stout	1,252	ManpowerGroup	328
Mayo Clinic	274	University of Wisconsin-Stout	134
3M	242	Walmart	121
Molex	212	GPAC	96
Walmart	187	Mayo Clinic	93
Andersen Windows	116	Molex	66
Menards	116	Dunkin' Donuts	63
Westconsin Credit Union	98	Fleet Farm	52
Dunn County, Wisconsin	70	Koch Industries	50
Chippewa Valley Technical Colle...	67	Dunn County	47

Business Size

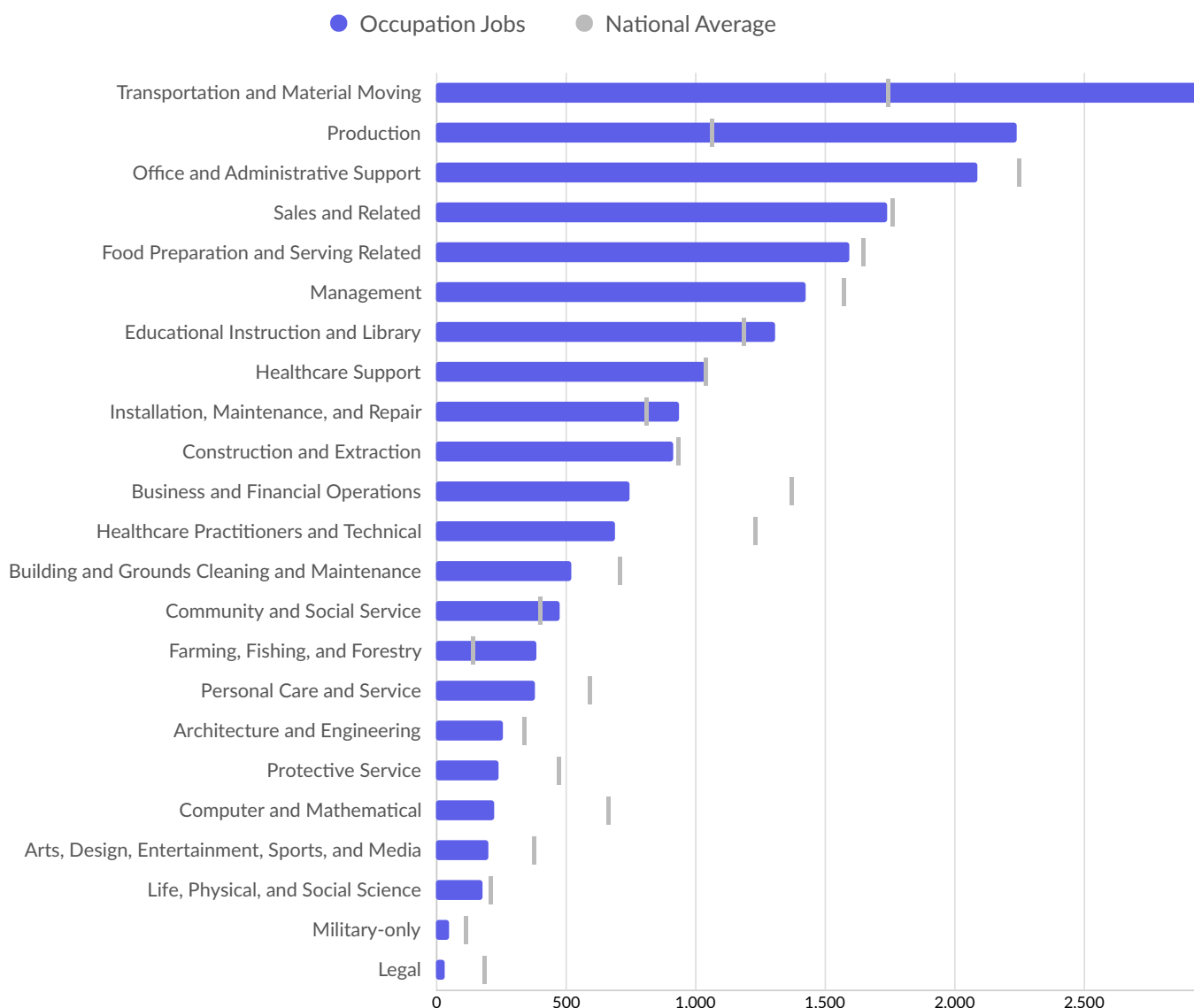


	Percentage	Business Count
1 to 4 employees	36.6%	632
5 to 9 employees	26.9%	464
10 to 19 employees	21.2%	366
20 to 49 employees	11.2%	193
50 to 99 employees	2.4%	42
100 to 249 employees	1.2%	21
250 to 499 employees	0.3%	5
500+ employees	0.2%	3

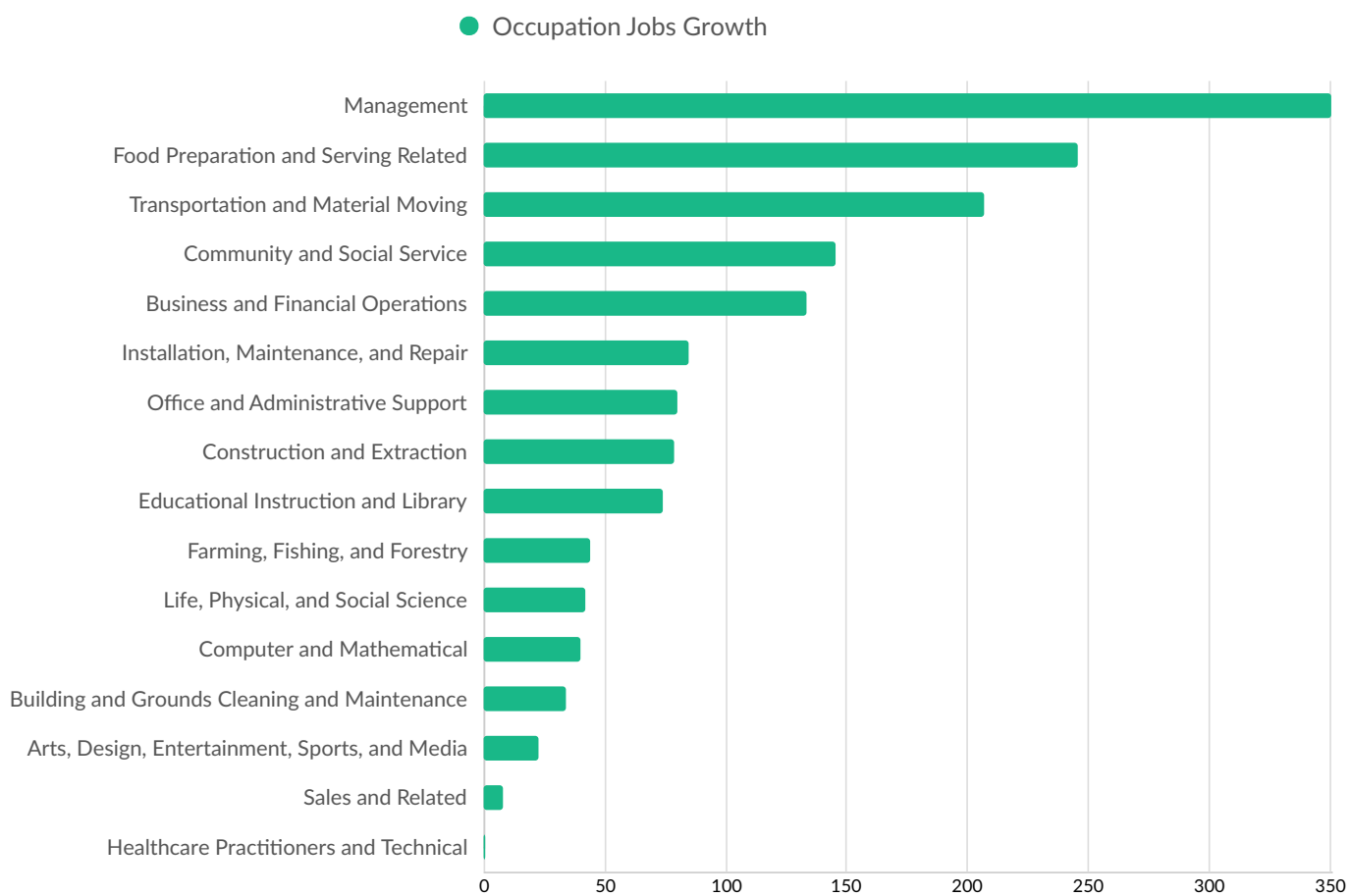
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

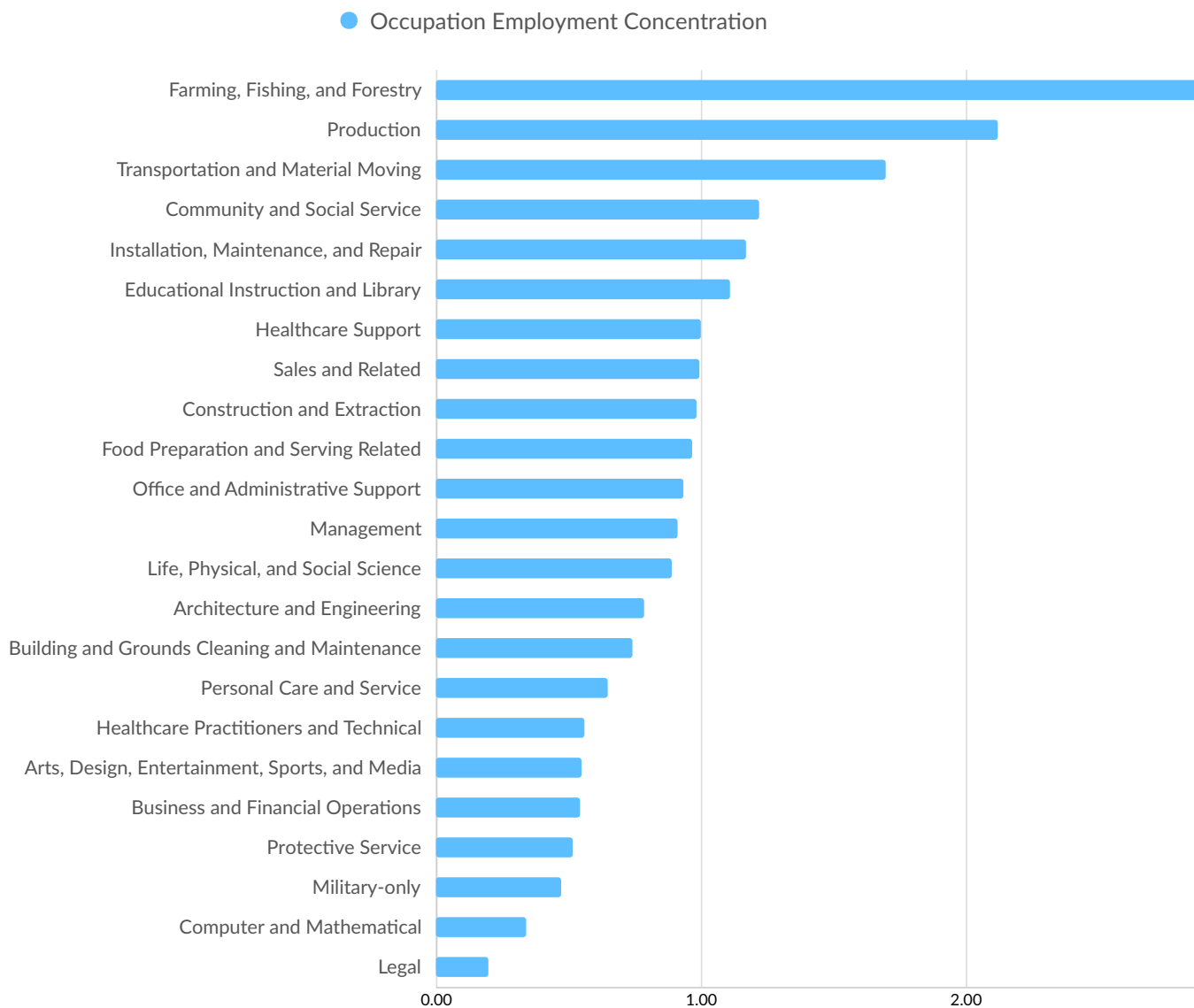
Largest Occupations



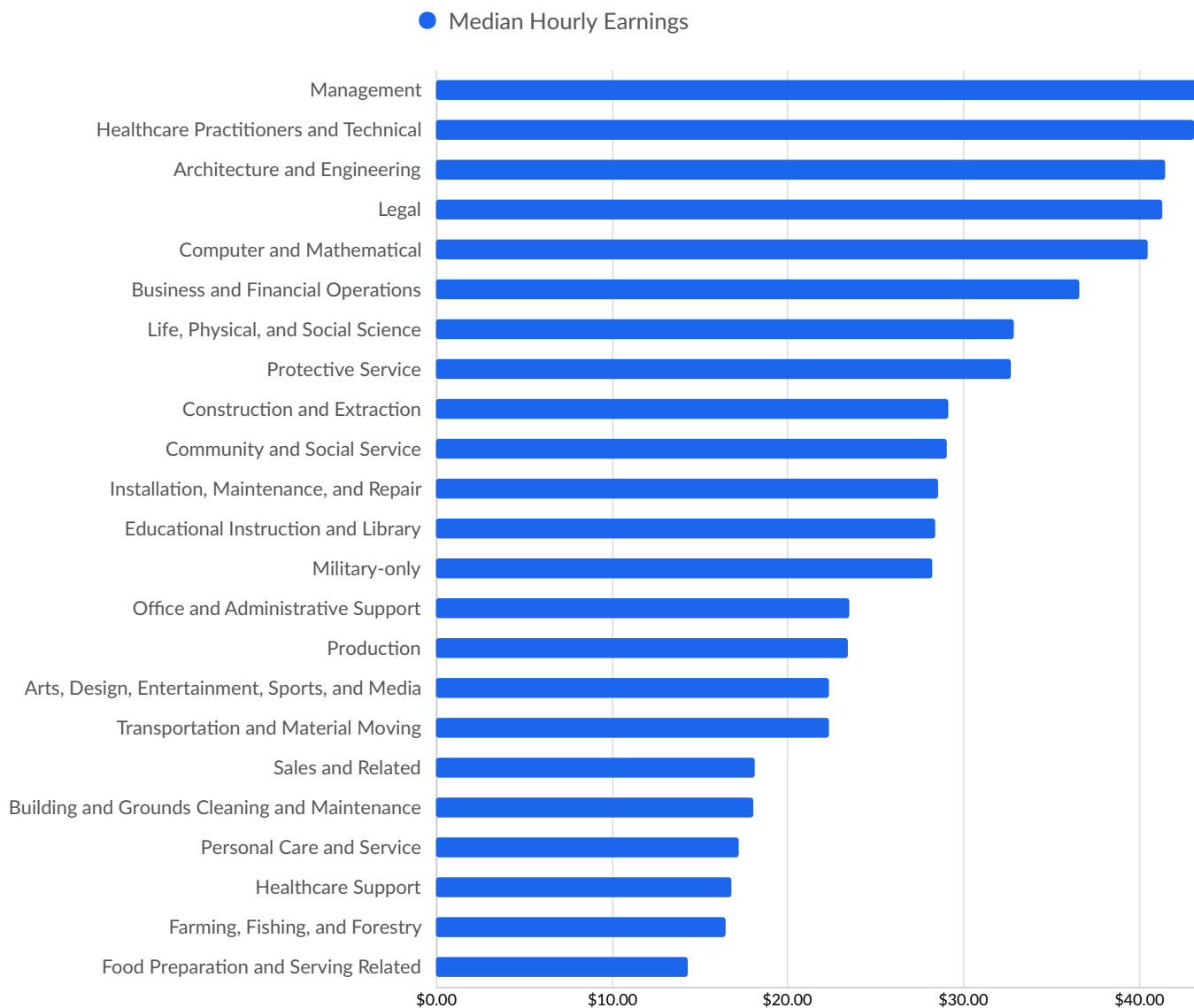
Top Growing Occupations



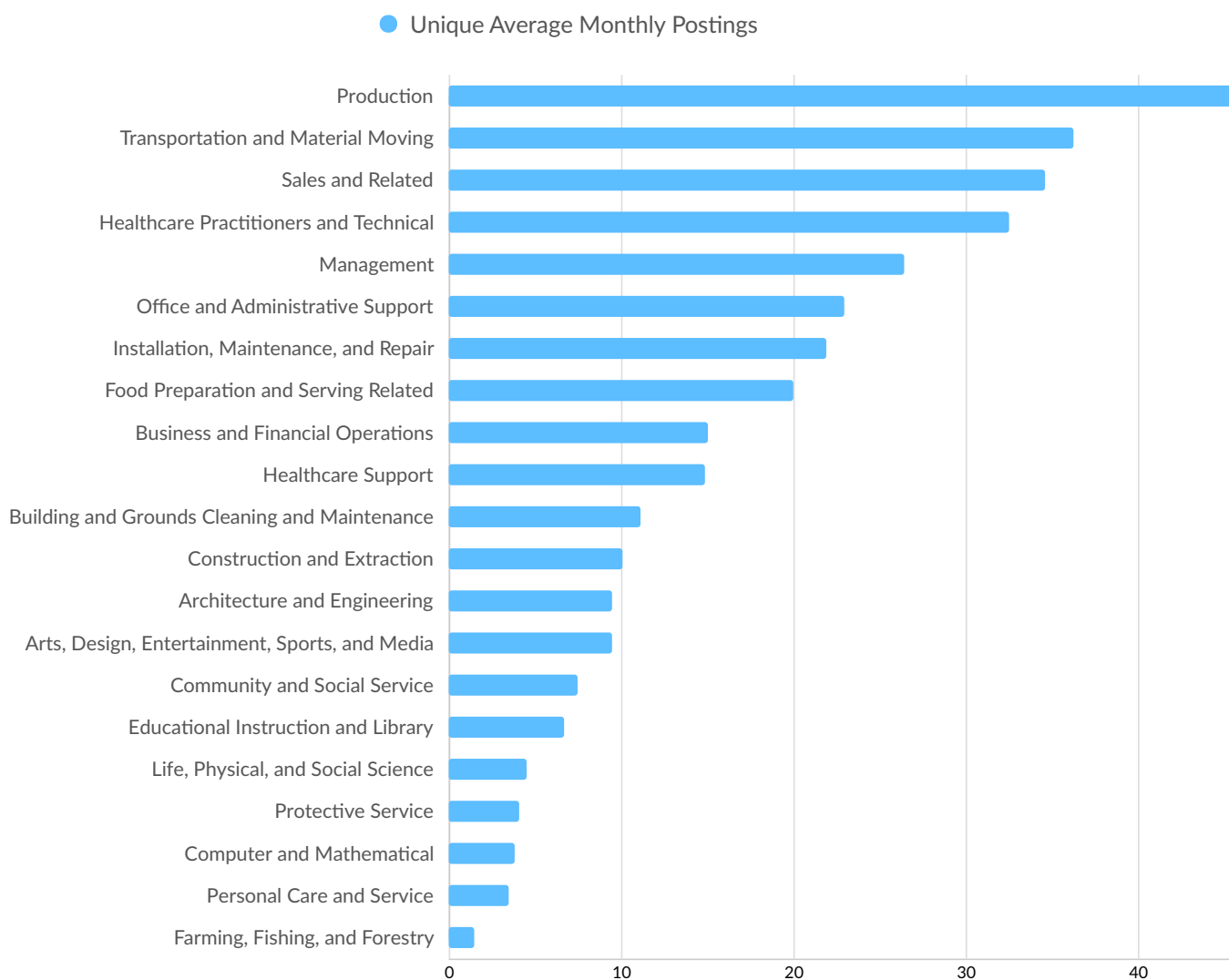
Top Occupation Employment Concentration



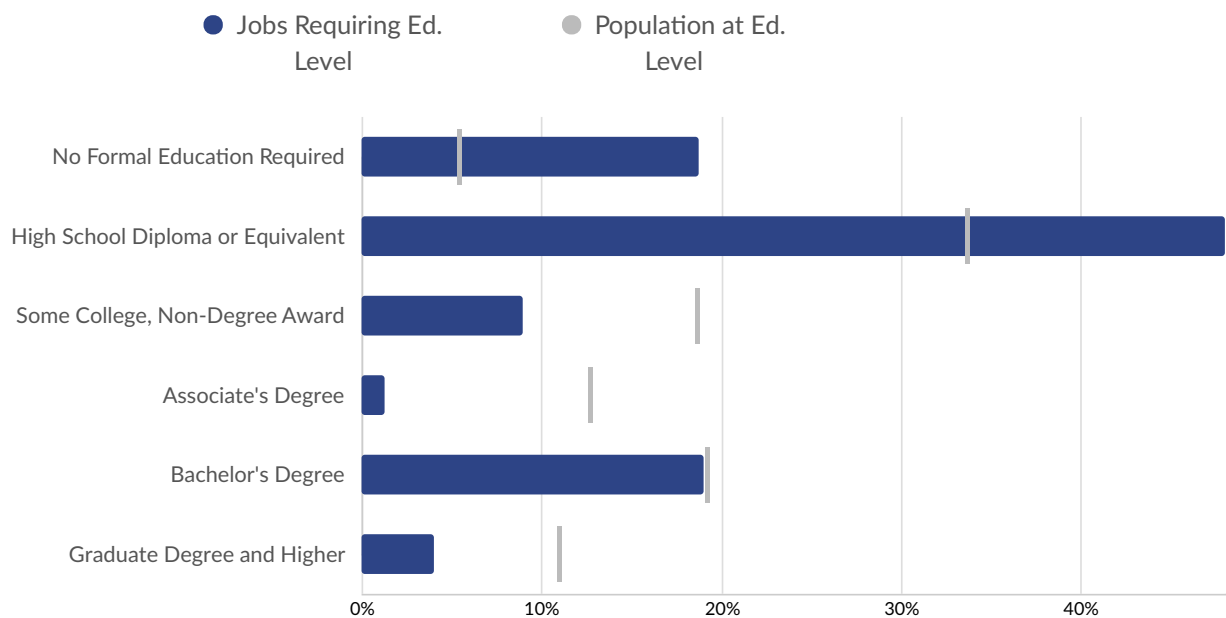
Top Occupation Earnings



Top Posted Occupations

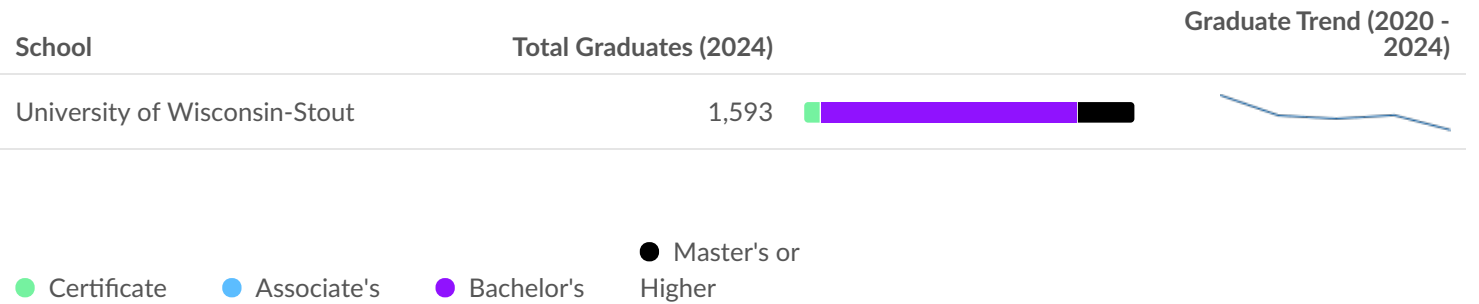


Underemployment



Educational Pipeline

In 2024, there were 1,593 graduates in Dunn County, WI. This pipeline has shrunk by 21% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General" (Bachelor's), "Operations Management and Supervision" (Bachelor's), and "Mechanical Engineering" (Bachelor's).



In-Demand Skills

