



Clark County, WI

West Central Wisconsin Regional Planning Commission



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Report Parameters

1 County

55019 Clark 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

34,814

Population (2025)

Population **grew by 185** over the last 5 years but is projected to **decrease by 45** over the next 5 years.

13,796

Total Regional Employment

Jobs **grew by 690** over the last 5 years and are projected to **grow by 571** over the next 5 years.

\$67.4K

Median Household Income (2024)

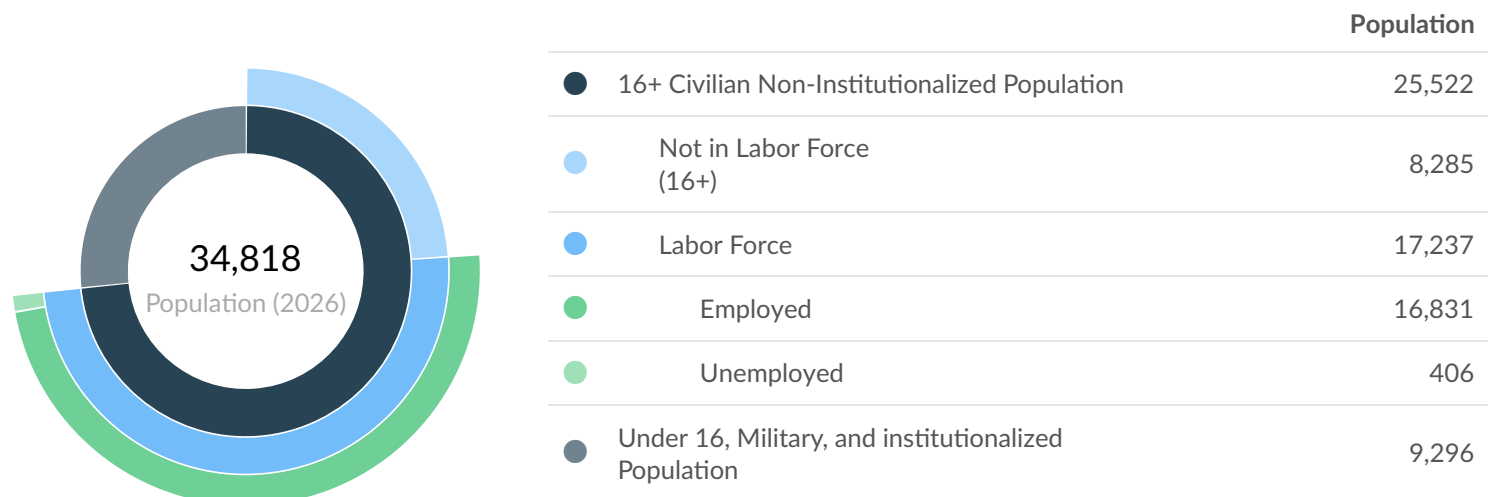
Median household income is **\$13.3K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **increased by 0.5%** since 2020, growing by 185. Population is expected to **decrease by 0.1%** between 2025 and 2030, losing 45.
- From 2020 to 2025, jobs **increased by 5.3%** in Clark County, WI from 13,106 to **13,796**. This change **fell short of the national growth rate of 10.7% by 5.4%**. As the number of jobs increased, the **labor force participation rate decreased from 69.9% to 67.1% between 2020 and 2025**.
- Concerning educational attainment, **9.2% of Clark County, WI residents possess a Bachelor's Degree** (12.7% below the national average), and **10.8% hold an Associate's Degree** (1.9% above the national average).
- The top three industries in 2025 are Local Government, Excluding Education and Hospitals, Animal Production, and Dairy Product Manufacturing.

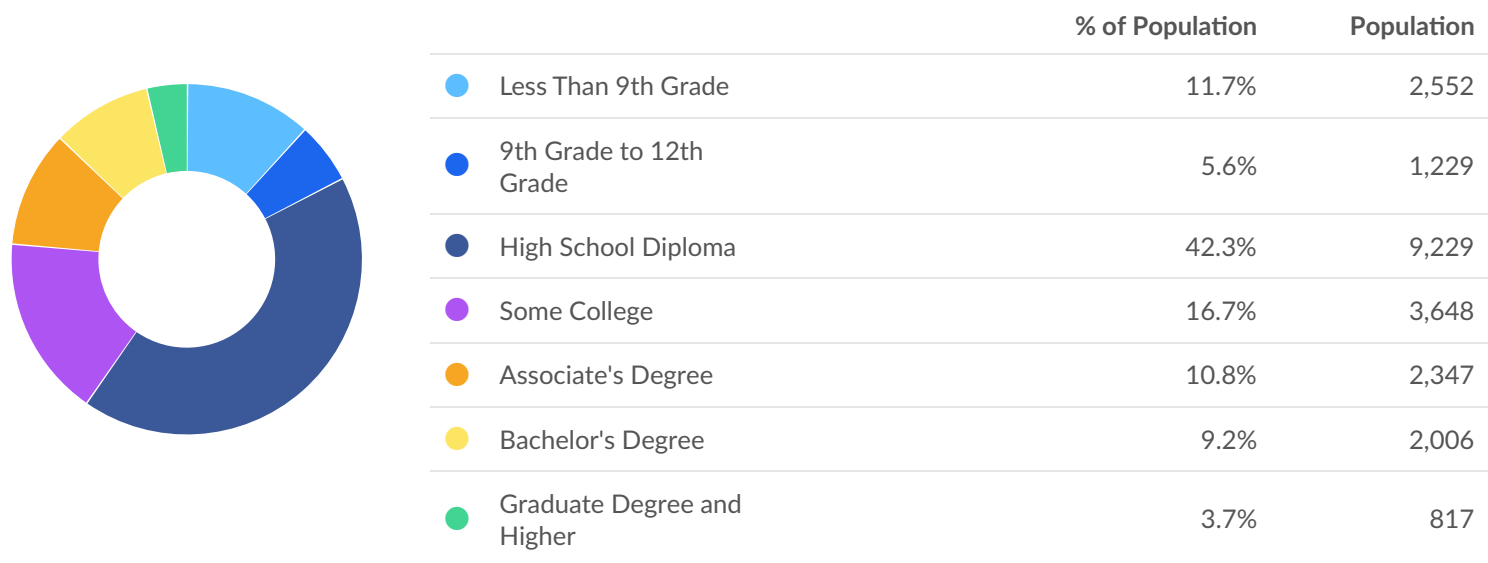
	Population (2026)	Labor Force (May 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	34,818	17,237	13,796	97.2	\$2.00B	\$3.38B	\$3.24B
State	5,996,794	3,116,888	3,271,903	100.3	\$465.78B	\$405.31B	\$440.34B

May 2026 Labor Force Breakdown



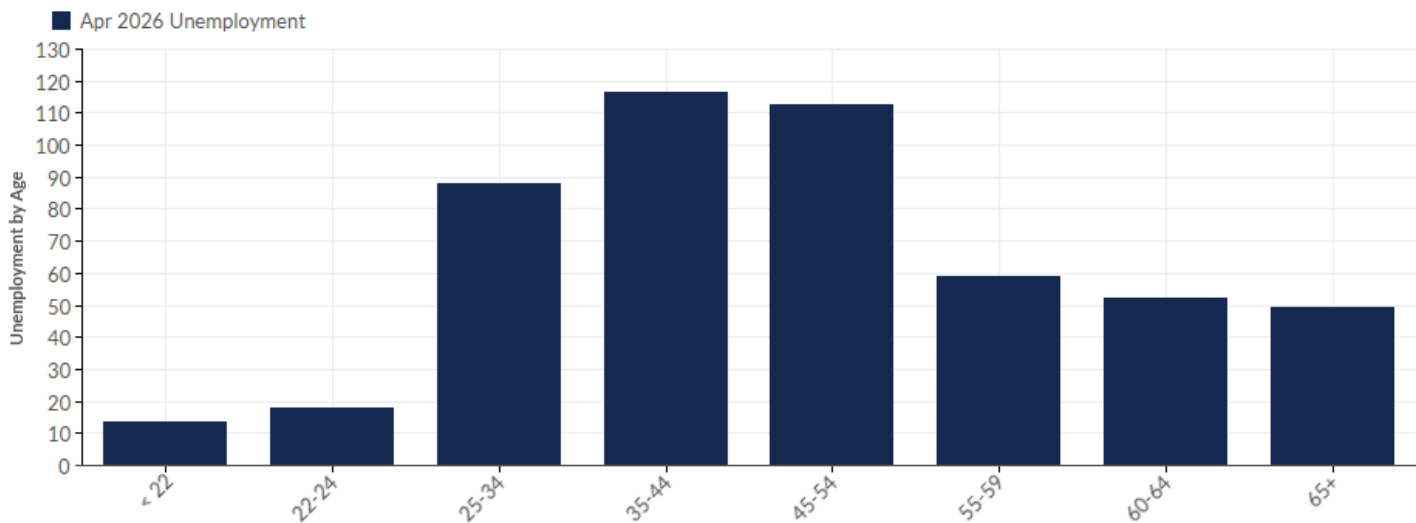
Educational Attainment

Concerning educational attainment, **9.2% of Clark County, WI residents possess a Bachelor's Degree** (12.7% below the national average), and **10.8% hold an Associate's Degree** (1.9% above the national average).



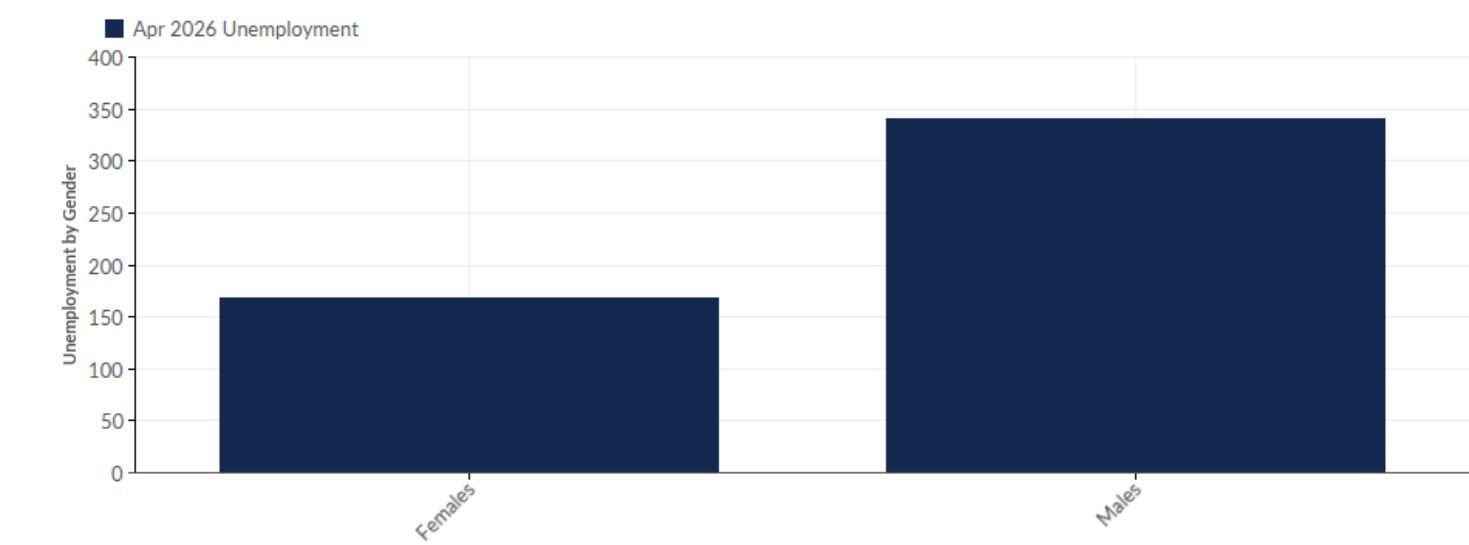
Unemployment by Demographics

Unemployment by Age



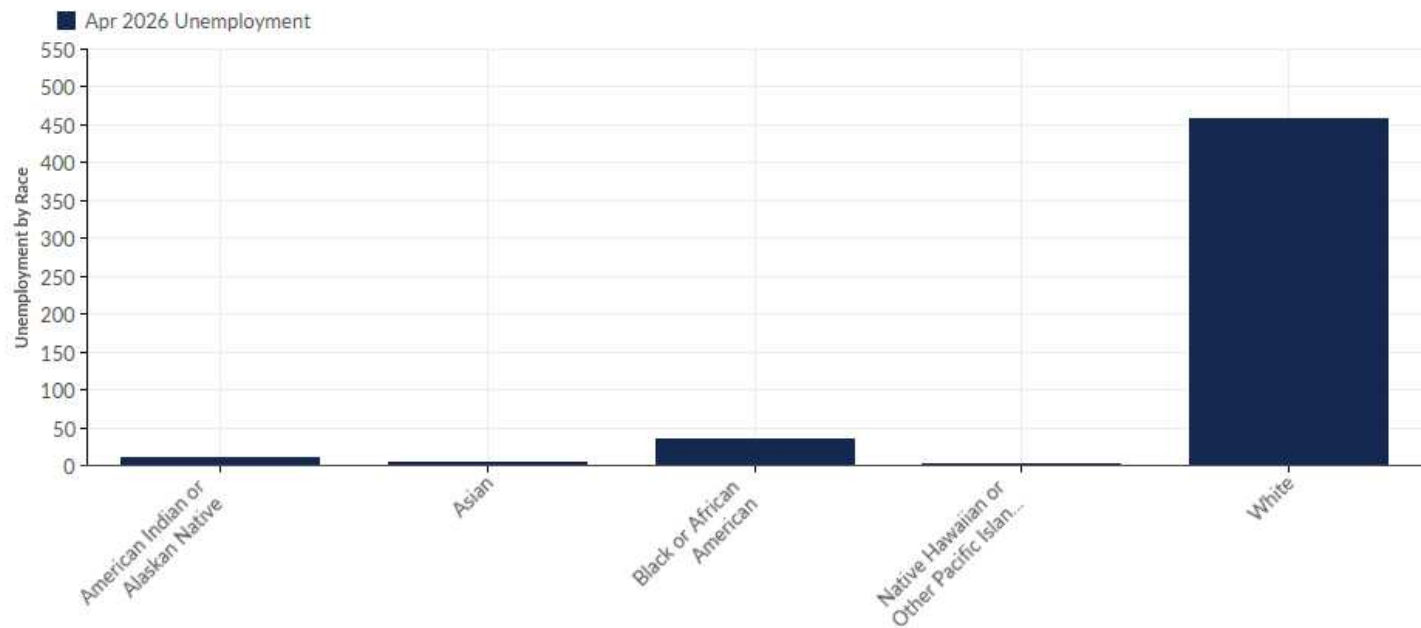
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	14	2.75%
22-24	18	3.54%
25-34	88	17.29%
35-44	116	22.79%
45-54	112	22.00%
55-59	59	11.59%
60-64	52	10.22%
65+	49	9.63%
Total	509	100.00%

Unemployment by Gender



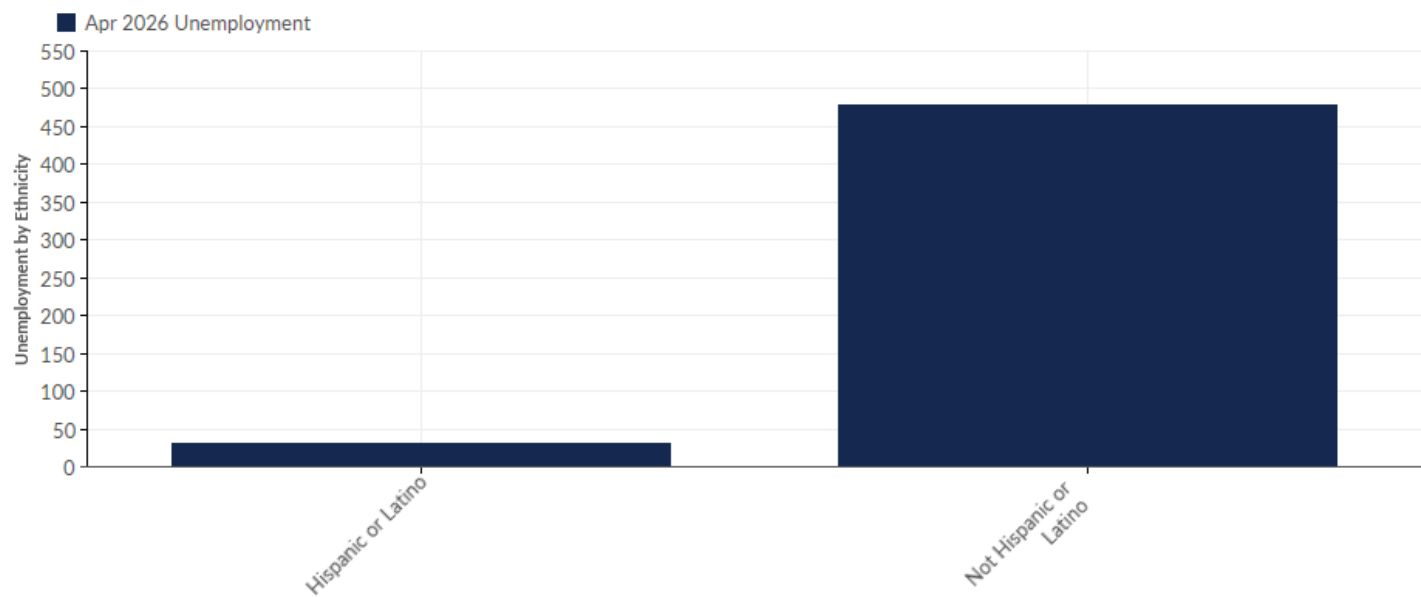
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	168	33.01%
Males	341	66.99%
Total	509	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	9	1.77%
Asian	4	0.79%
Black or African American	35	6.88%
Native Hawaiian or Other Pacific Islander	2	0.39%
White	459	90.18%
Total	509	100.00%

Unemployment by Ethnicity

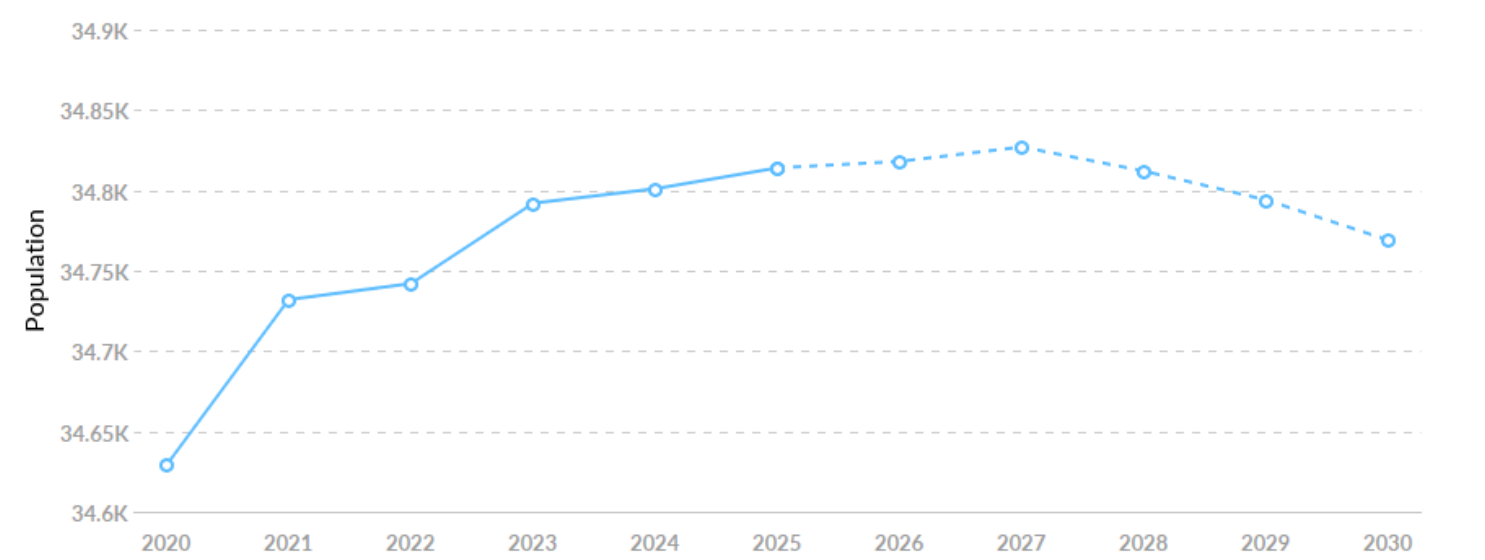


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	30	5.89%
Not Hispanic or Latino	479	94.11%
Total	509	100.00%

Historic & Projected Trends

Population Trends

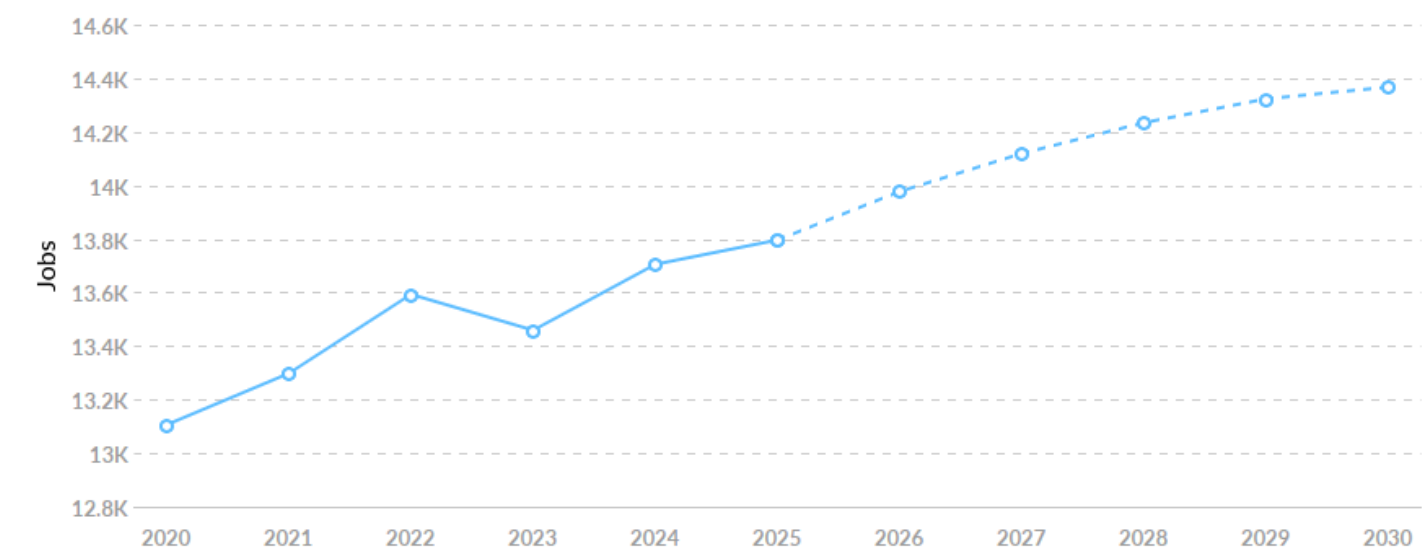
As of 2025 the region's population **increased by 0.5%** since 2020, growing by 185. Population is expected to **decrease by 0.1%** between 2025 and 2030, losing 45.



Timeframe	Population
2020	34,629
2021	34,732
2022	34,742
2023	34,792
2024	34,801
2025	34,814
2026	34,818
2027	34,827
2028	34,812
2029	34,794
2030	34,769

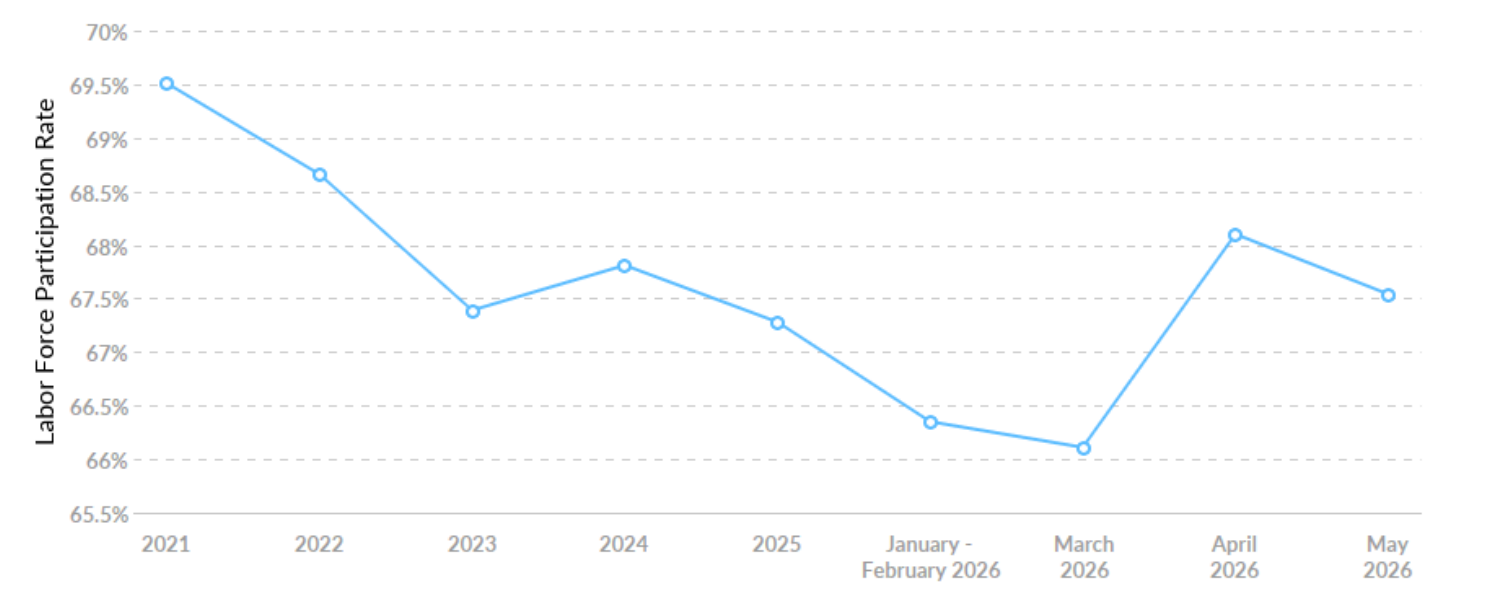
Job Trends

From 2020 to 2025, jobs increased by 5.3% in Clark County, WI from 13,106 to **13,796**. This change fell short of the national growth rate of 10.7% by 5.4%.



Timeframe	Jobs
2020	13,106
2021	13,298
2022	13,593
2023	13,459
2024	13,705
2025	13,796
2026	13,977
2027	14,119
2028	14,234
2029	14,323
2030	14,367

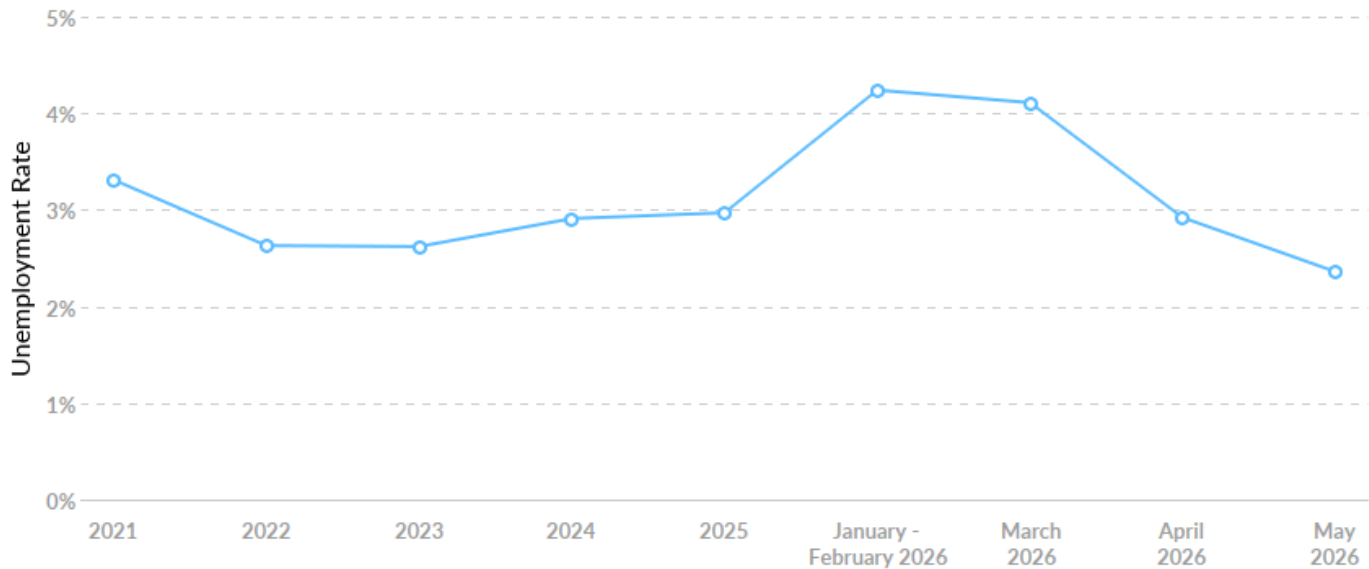
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	69.51%
2022	68.66%
2023	67.39%
2024	67.81%
2025	67.28%
January - February 2026	66.35%
March 2026	66.11%
April 2026	68.10%
May 2026	67.54%

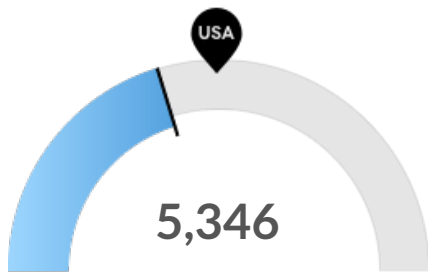
Unemployment Rate Trends

Clark County, WI had a May 2026 unemployment rate of 2.36%, **decreasing from 3.31% 5 years before.**



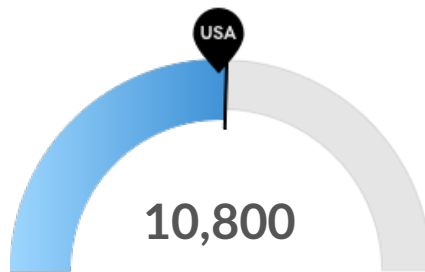
Timeframe	Unemployment Rate
2021	3.31%
2022	2.63%
2023	2.62%
2024	2.91%
2025	2.97%
January - February 2026	4.24%
March 2026	4.11%
April 2026	2.92%
May 2026	2.36%

Population Characteristics



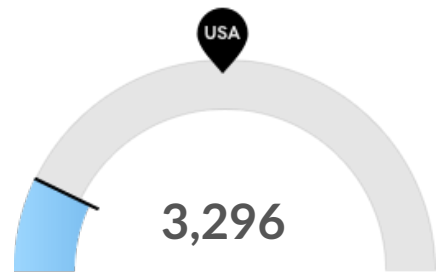
Millennials

Clark County, WI has 5,346 millennials (ages 25-39). The national average for an area this size is 7,124.



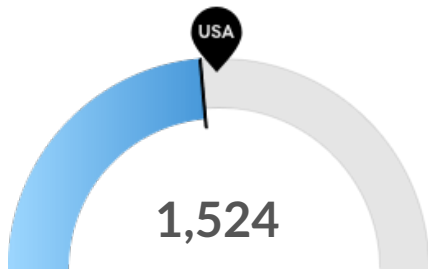
Retiring Soon

Retirement risk is about average in Clark County, WI. The national average for an area this size is 10,523 people 55 or older, while there are 10,800 here.



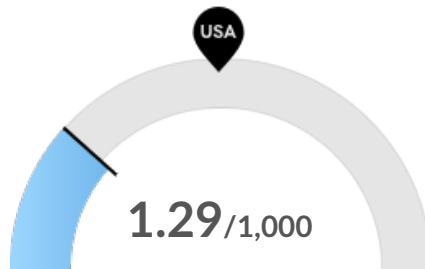
Racial Diversity

Racial diversity is low in Clark County, WI. The national average for an area this size is 14,804 racially diverse people, while there are 3,296 here.



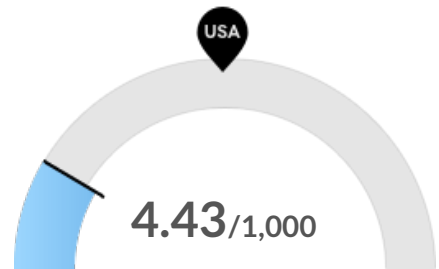
Veterans

Clark County, WI has 1,524 veterans. The national average for an area this size is 1,656.



Violent Crime

Clark County, WI has 1.29 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

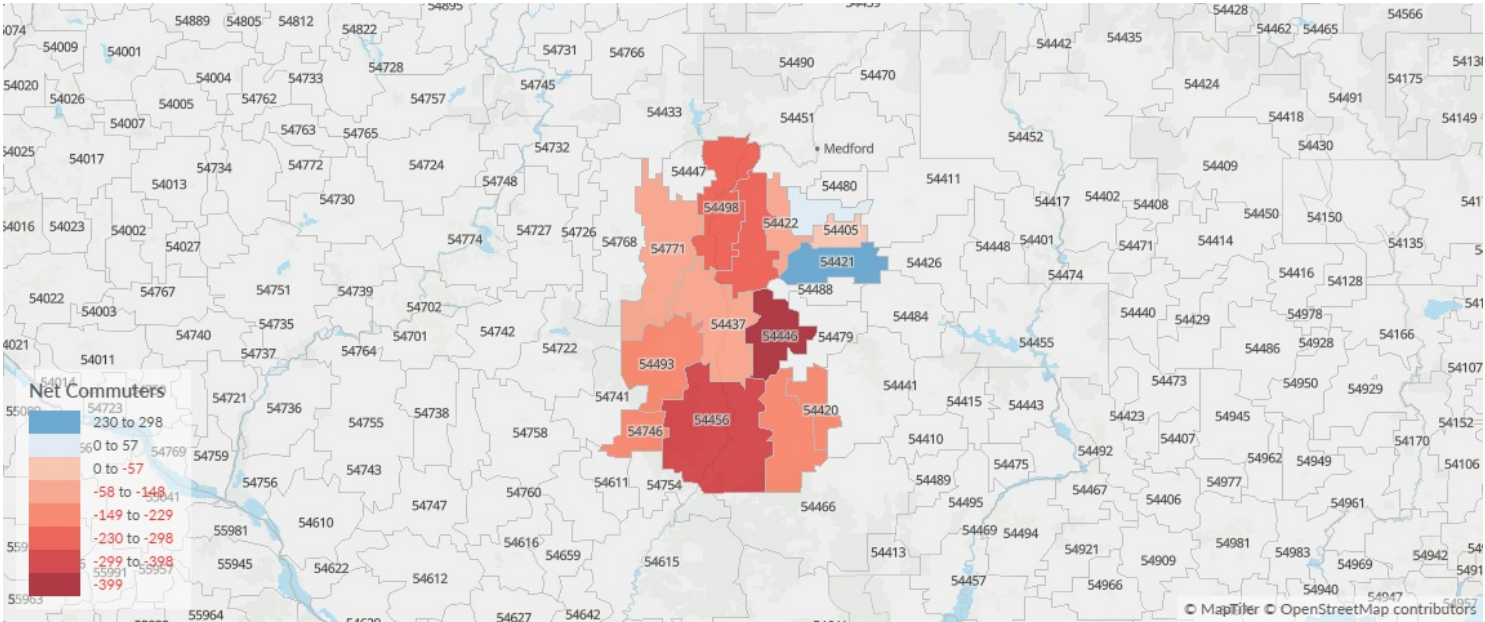


Property Crime

Clark County, WI has 4.43 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 Clark County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2025 Employment
54456	Neillsville, WI (in Clark c...	2,519
54771	Thorp, WI (in Clark cou...	1,883
54421	Colby, WI (in Clark coun...	1,818
54437	Greenwood, WI (in Clar...	1,430
54405	Abbotsford, WI (in Clark...	1,330

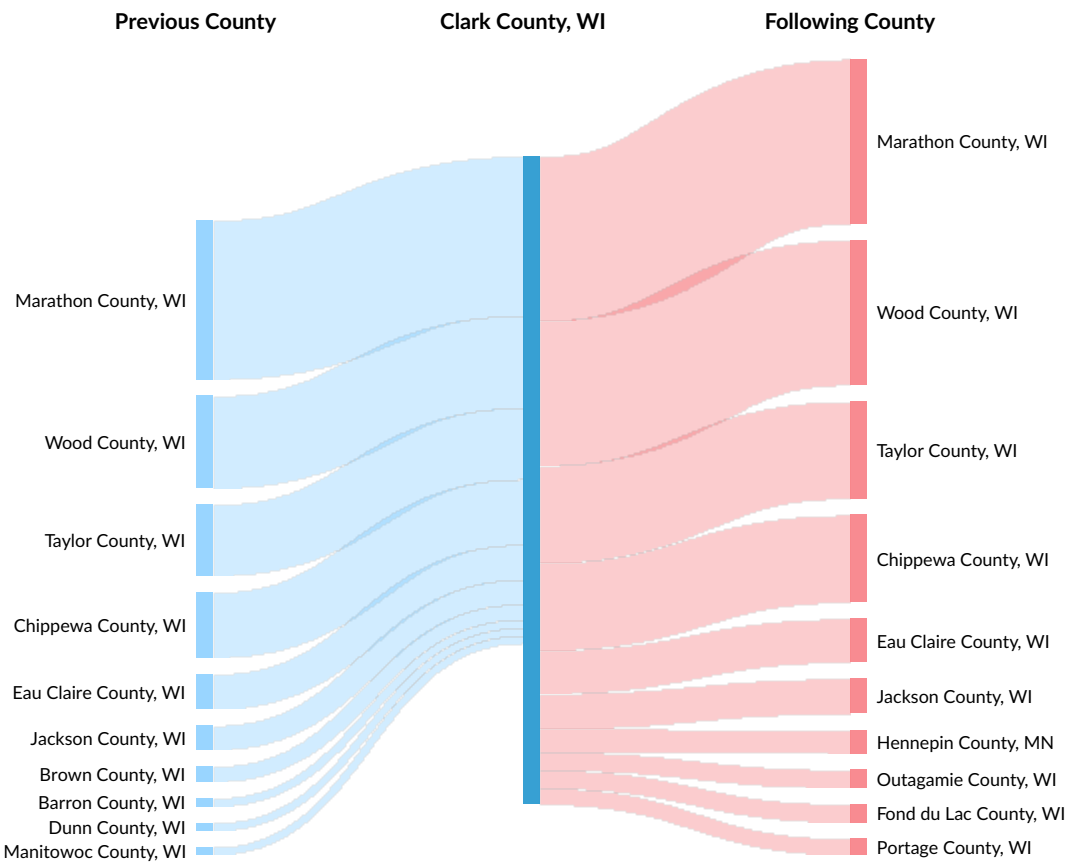
Where Talent Lives

ZIP	Name	2025 Workers
54456	Neillsville, WI (in Clark c...	2,818
54771	Thorp, WI (in Clark cou...	1,941
54421	Colby, WI (in Clark coun...	1,587
54437	Greenwood, WI (in Clar...	1,497
54405	Abbotsford, WI (in Clark...	1,337

Inbound and Outbound Migration

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

As of 2023, 203 people have migrated from Marathon County, WI to Clark County, WI. In the same year, 209 people left Clark County, WI migrating to Marathon County, WI. The total Net Migration for Clark County, WI in 2023 was -129.

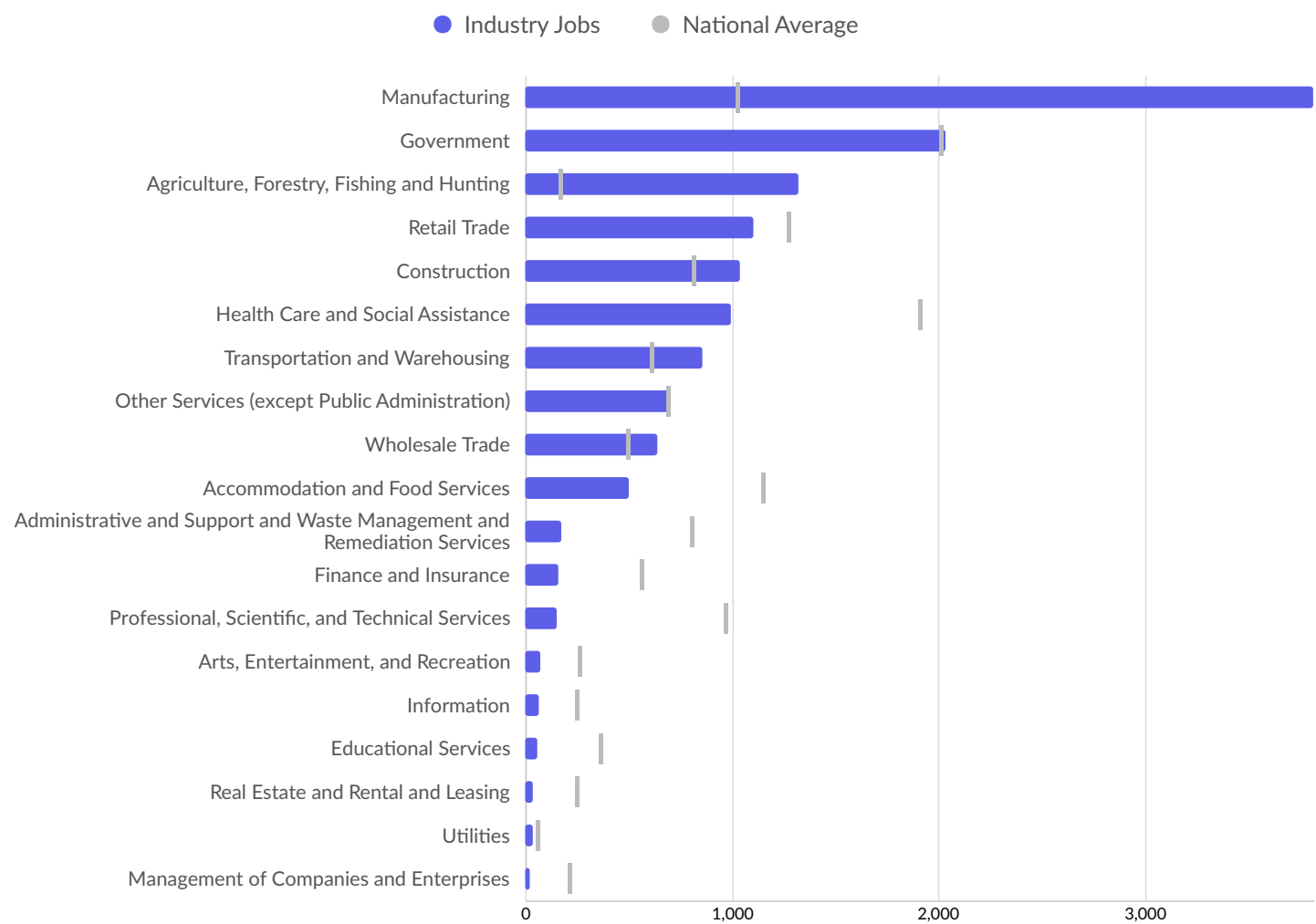


Top Previous Counties	Migrations
Marathon County, WI	203
Wood County, WI	117
Taylor County, WI	91
Chippewa County, WI	83
Eau Claire County, WI	45
Jackson County, WI	31

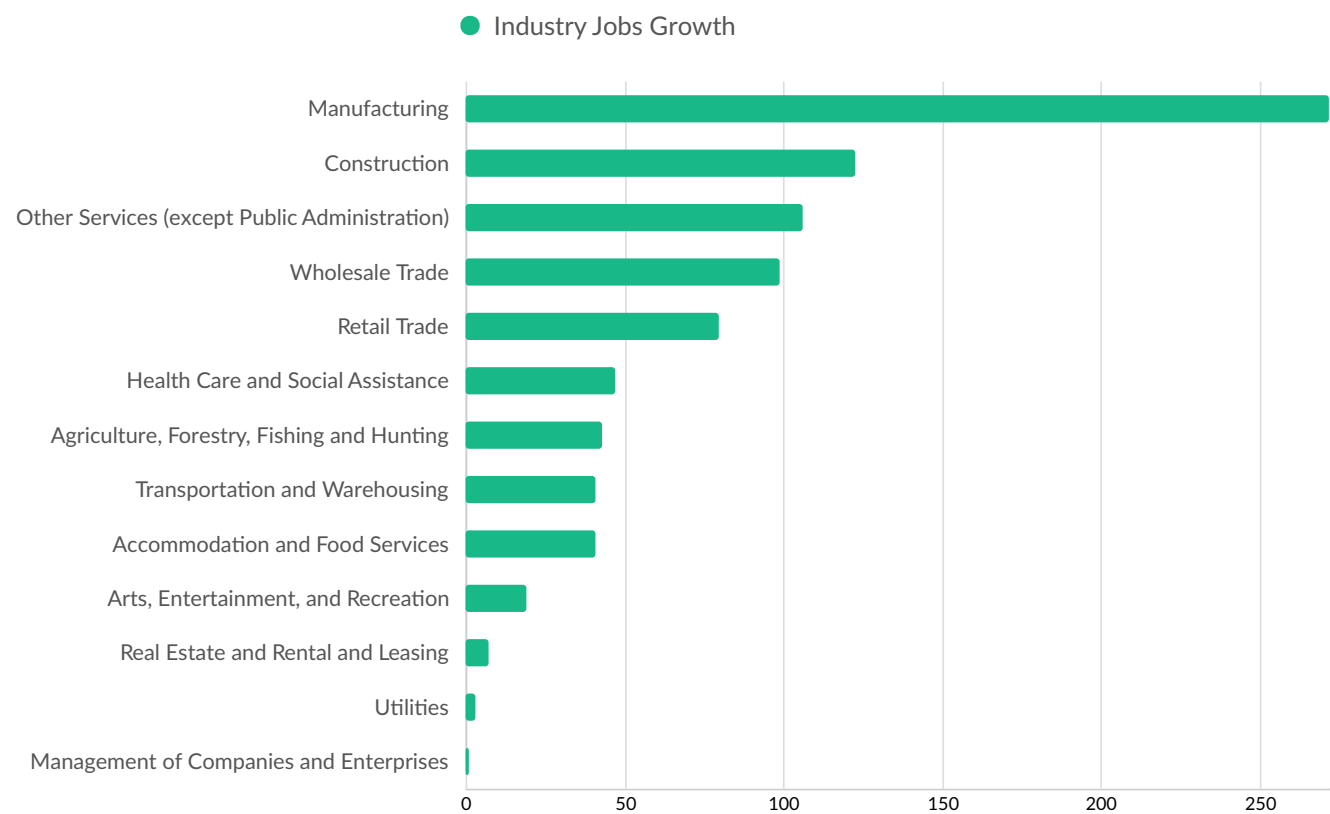
Top Previous Counties	Migrations
Brown County, WI	19
Barron County, WI	11
Dunn County, WI	10
Manitowoc County, WI	10
Winnebago County, WI	9
Rock County, WI	9
Outagamie County, WI	9
Portage County, WI	8
Racine County, WI	8
Top Following Counties	Migrations
Marathon County, WI	209
Wood County, WI	184
Taylor County, WI	124
Chippewa County, WI	111
Eau Claire County, WI	55
Jackson County, WI	45
Hennepin County, MN	29
Outagamie County, WI	23
Fond du Lac County, WI	23
Portage County, WI	21
Dunn County, WI	10
Macomb County, MI	10
Monroe County, WI	9
Dodge County, WI	9
Waukesha County, WI	9

Industry Characteristics

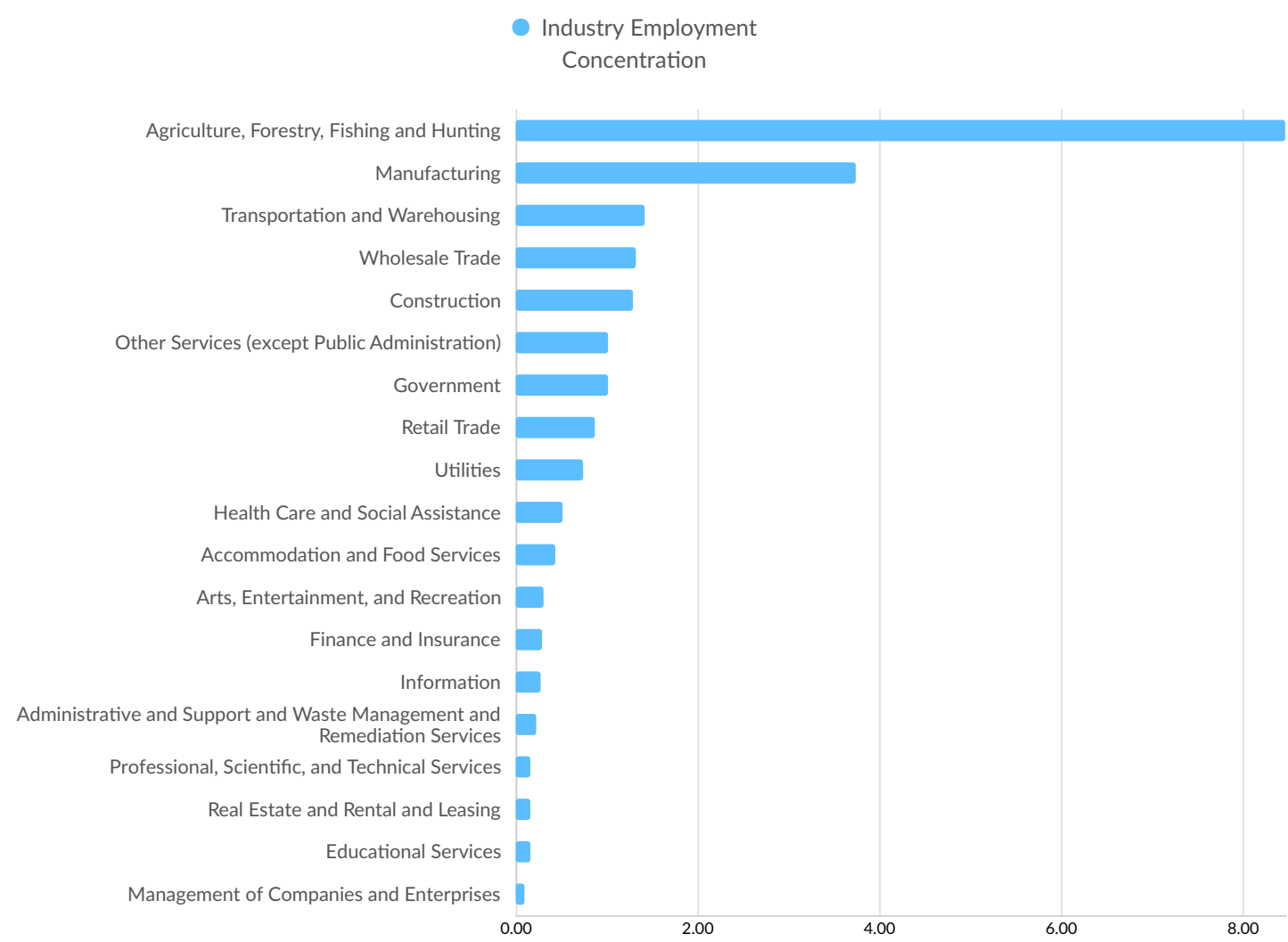
Largest Industries



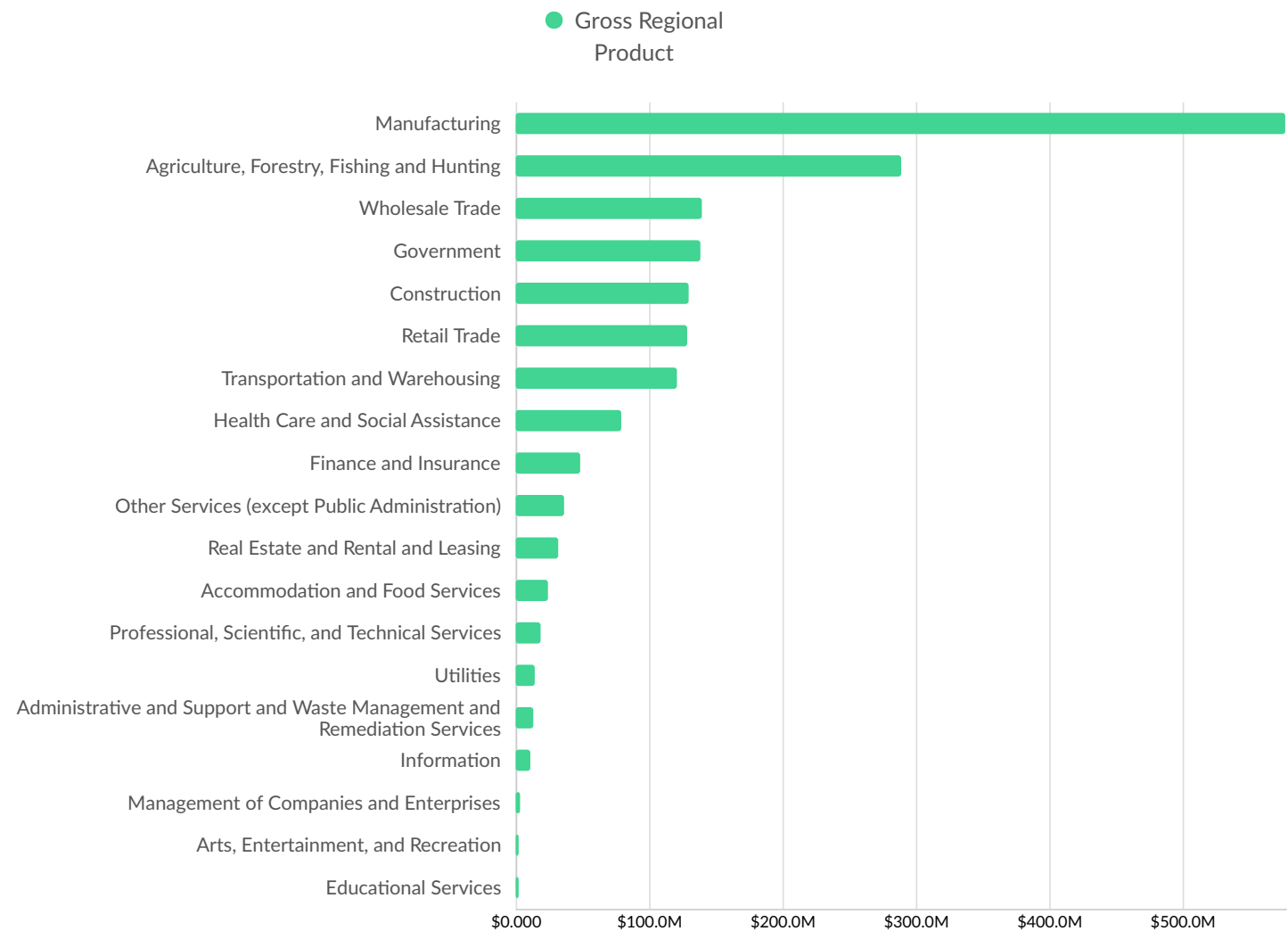
Top Growing Industries



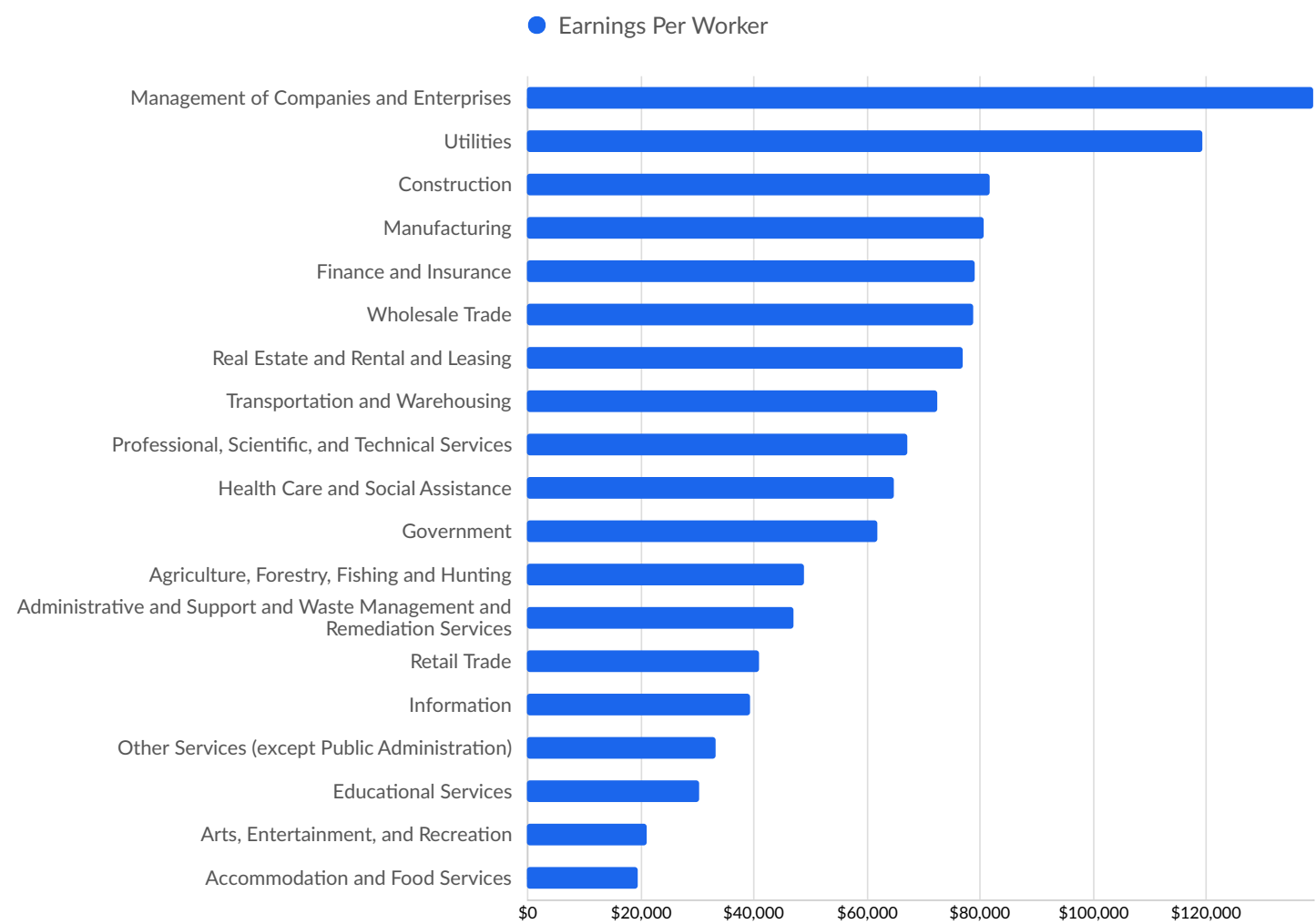
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



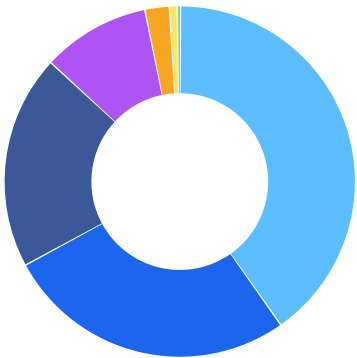
Business Characteristics

1,624 Companies Employ Your Workers

Online profiles for your workers mention 1,624 companies as employers, with the top 10 appearing below. In the last 12 months, 382 companies in Clark County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	162	ManpowerGroup	74
Grassland Dairy Products	82	Soliant Health	72
Clark County, Wi	56	Hayman Daugherty Associates	68
Abbyland Foods	49	Grassland Dairy Products	60
Cummins	43	GPAC	55
Wb Manufacturing (Wisconsin B...	33	Dollar General	46
Ministry Health Care	31	Clark County Rehabilitation And...	43
Aspirus	25	Abbyland Foods	37
Citizens State Bank Of Loyal	24	Marshfield Clinic	35
Colby School District	24	Vetted Health	35

Business Size

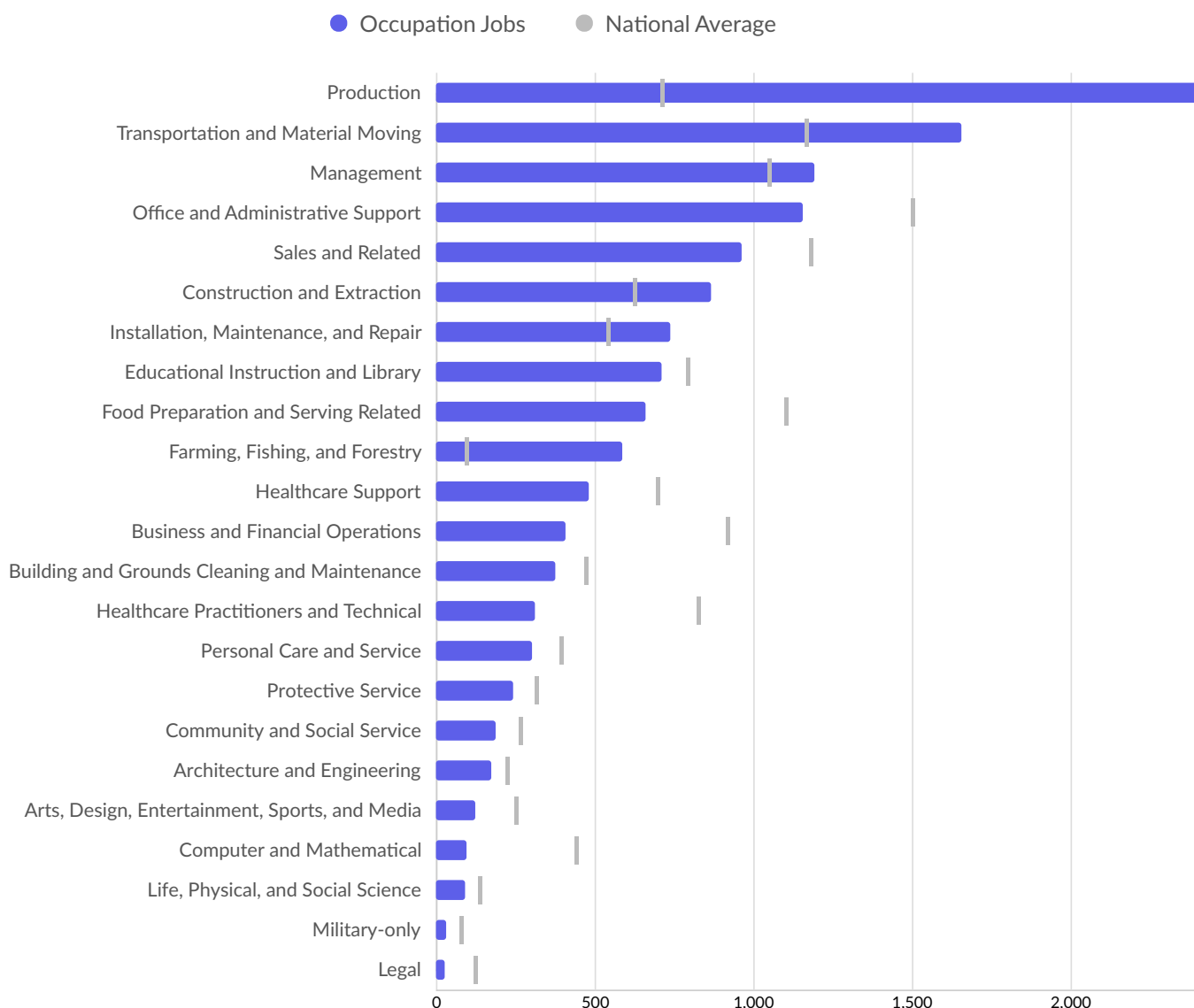


	Percentage	Business Count
1 to 4 employees	40.2%	553
5 to 9 employees	26.9%	370
10 to 19 employees	19.8%	272
20 to 49 employees	9.9%	137
50 to 99 employees	2.3%	31
100 to 249 employees	0.7%	10
250 to 499 employees	0.3%	4

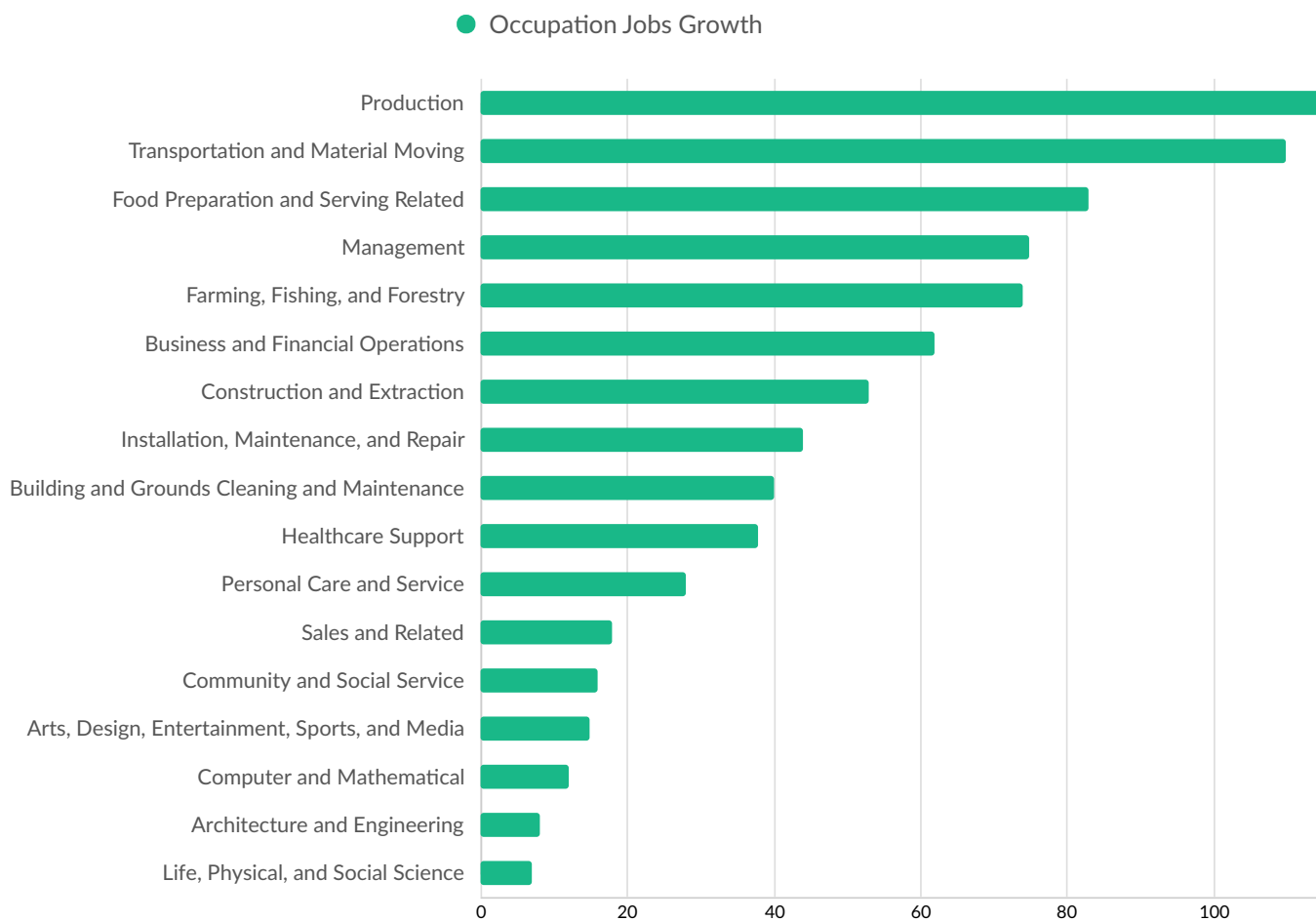
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

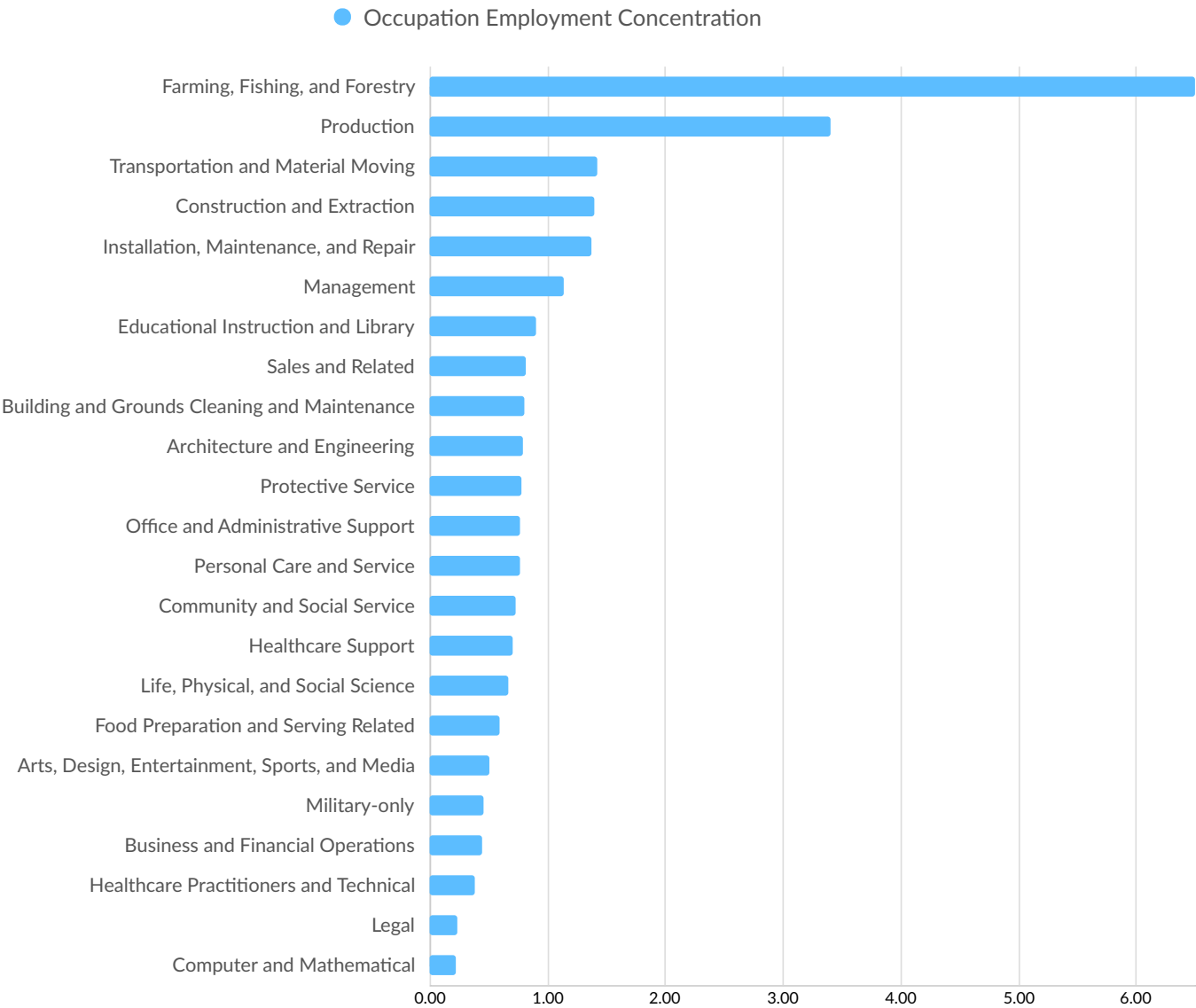
Largest Occupations



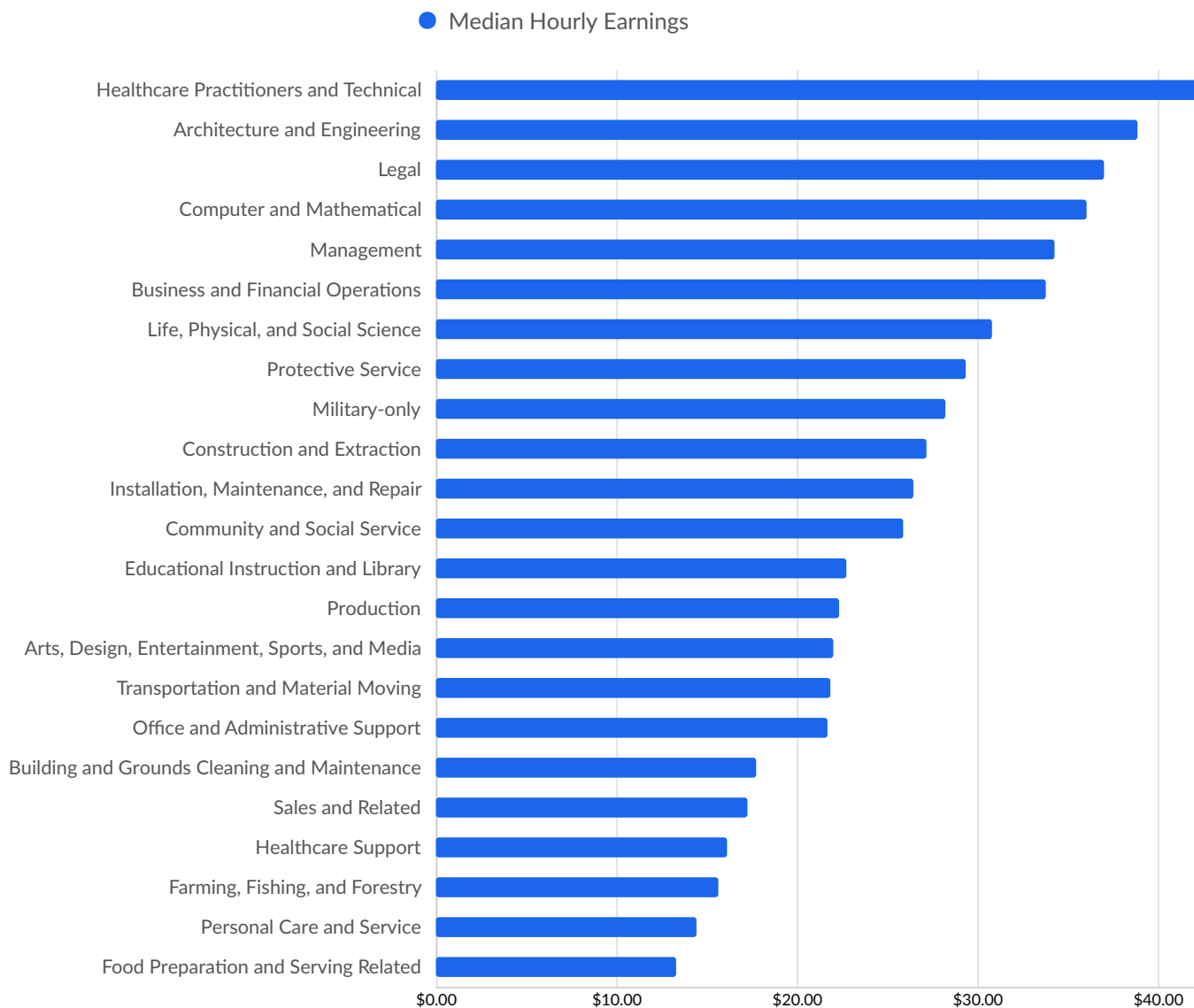
Top Growing Occupations



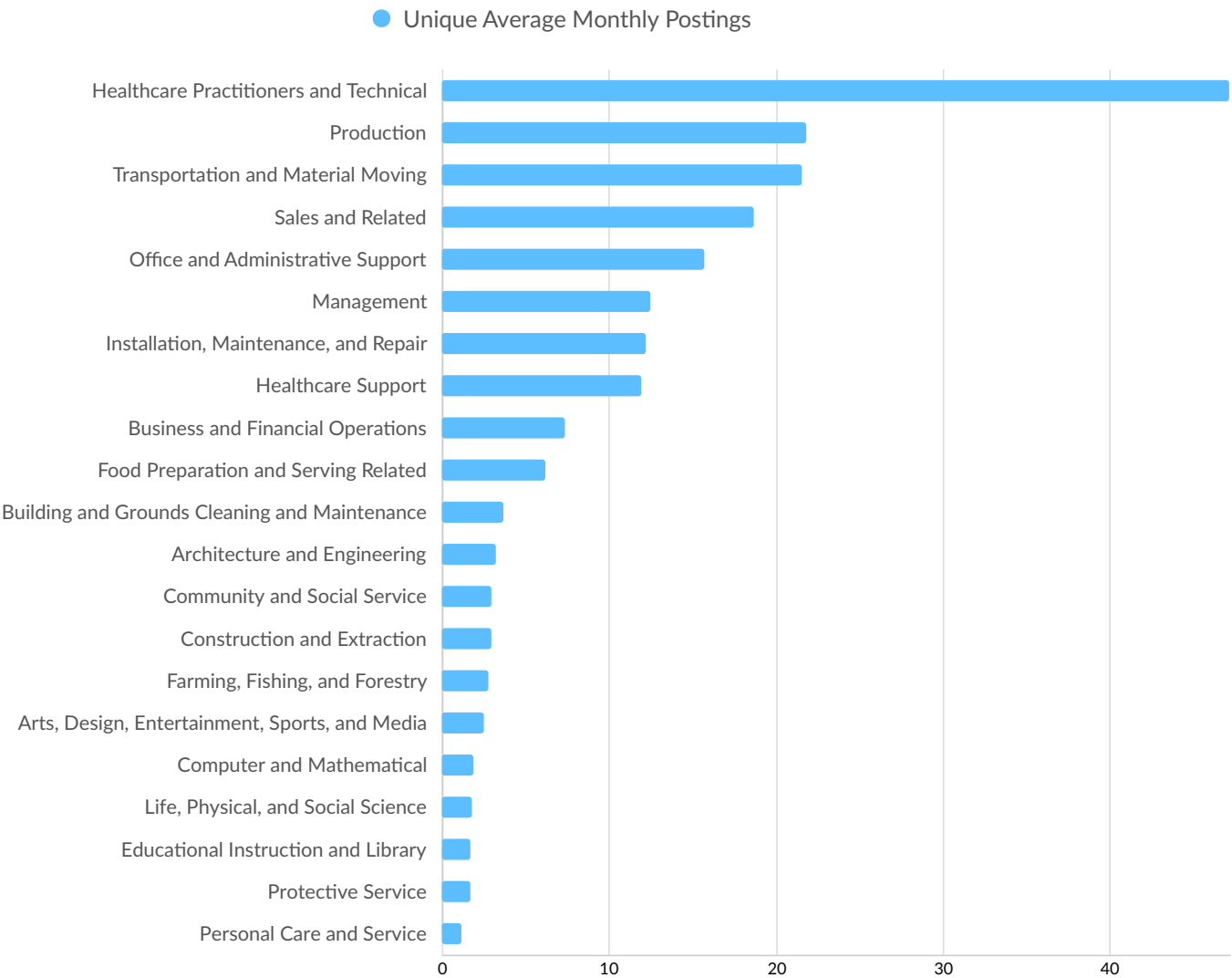
Top Occupation Employment Concentration



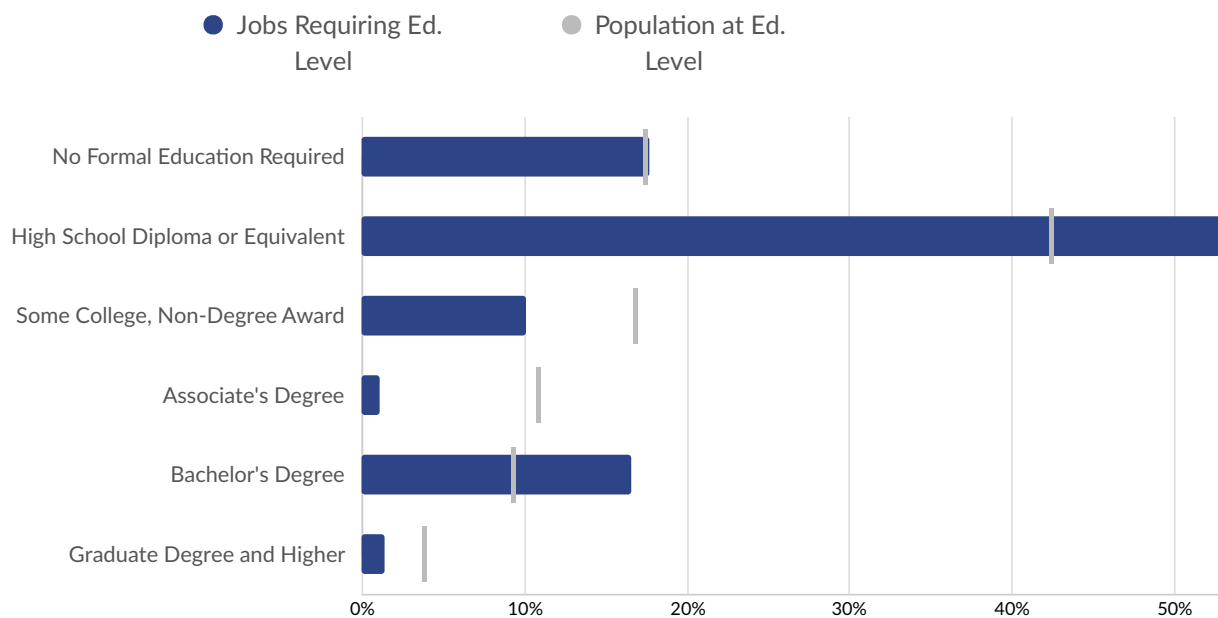
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

Over the last 5 years, no schools in Clark County, WI produced graduates.

In-Demand Skills

