



# Dunn County

West Central Wisconsin Regional Planning Commission



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

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## Report Parameters

### 1 County

55033    Dunn County, WI

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### Class of Worker

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

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

## Economy Overview

45,547

Population (2021)

Population **grew by 1,158** over the last 5 years and is projected to **grow by 939** over the next 5 years.

18,621

Total Regional Employment

Jobs **decreased by 881** over the last 5 years but are projected to **grow by 445** over the next 5 years.

\$59.6K

Median Household Income (2020)

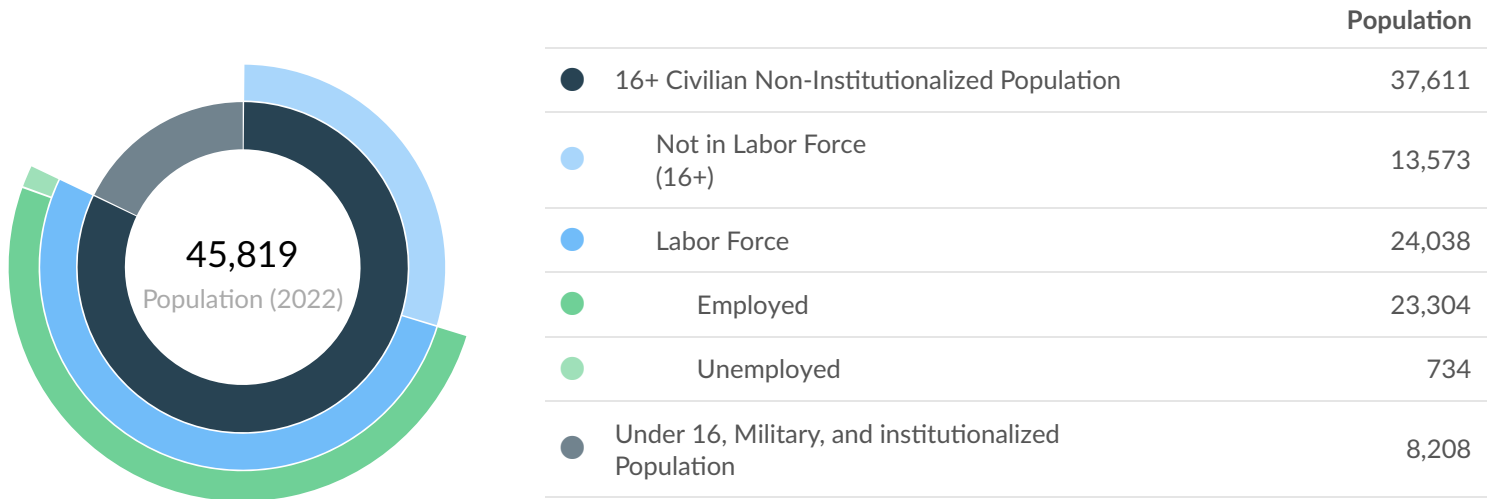
Median household income is **\$5.4K below** the national median household income of \$65.0K.

## Takeaways

- As of 2021 the region's population **increased by 2.6%** since 2016, growing by 1,158. Population is expected to **increase by 2.1%** between 2021 and 2026, adding 939.
- From 2016 to 2021, jobs **declined by 4.5%** in Dunn County from 19,501 to **18,621**. This change **fell short of the national growth rate of 1.9% by 6.4%**. As the number of jobs declined, the **labor force participation rate decreased from 66.6% to 65.7% between 2016 and 2021**.
- Concerning educational attainment, **20.0% of Dunn County residents possess a Bachelor's Degree** (0.4% below the national average), and **11.4% hold an Associate's Degree** (2.7% above the national average).
- The top three industries in 2021 are Warehousing and Storage, Education and Hospitals (State Government), and Education and Hospitals (Local Government).

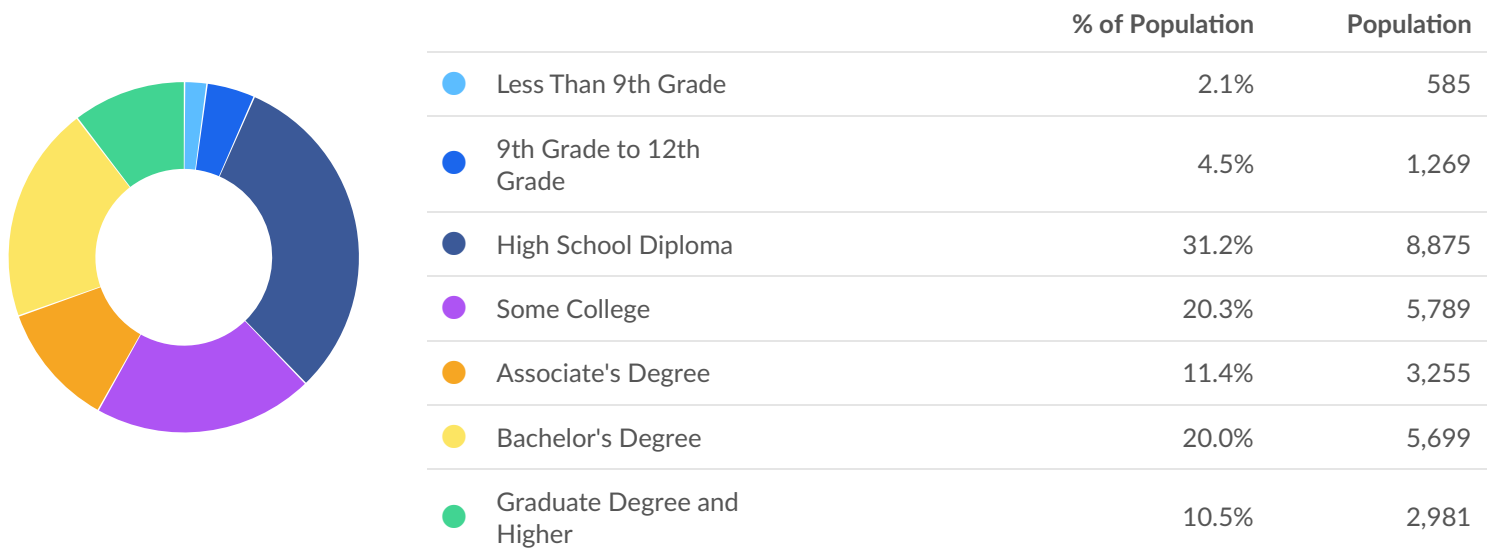
	Population (2022)	Labor Force (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	45,819	24,038	18,621	96.1	\$2.03B	\$3.24B	\$2.74B
Chippewa County	67,264	32,805	26,852	97.2	\$2.88B	\$4.17B	\$3.68B
Barron County	46,800	23,780	22,727	99.4	\$2.27B	\$3.37B	\$2.95B
Polk County	45,639	24,325	16,791	99.6	\$1.72B	\$3.12B	\$2.10B
West Central WI RPC	443,981	232,077	194,442	98.5	\$21.06B	\$28.90B	\$23.94B
Wisconsin	5,923,000	3,089,950	3,114,081	100.3	\$360.42B	\$331.46B	\$354.92B

## Sep 2022 Labor Force Breakdown



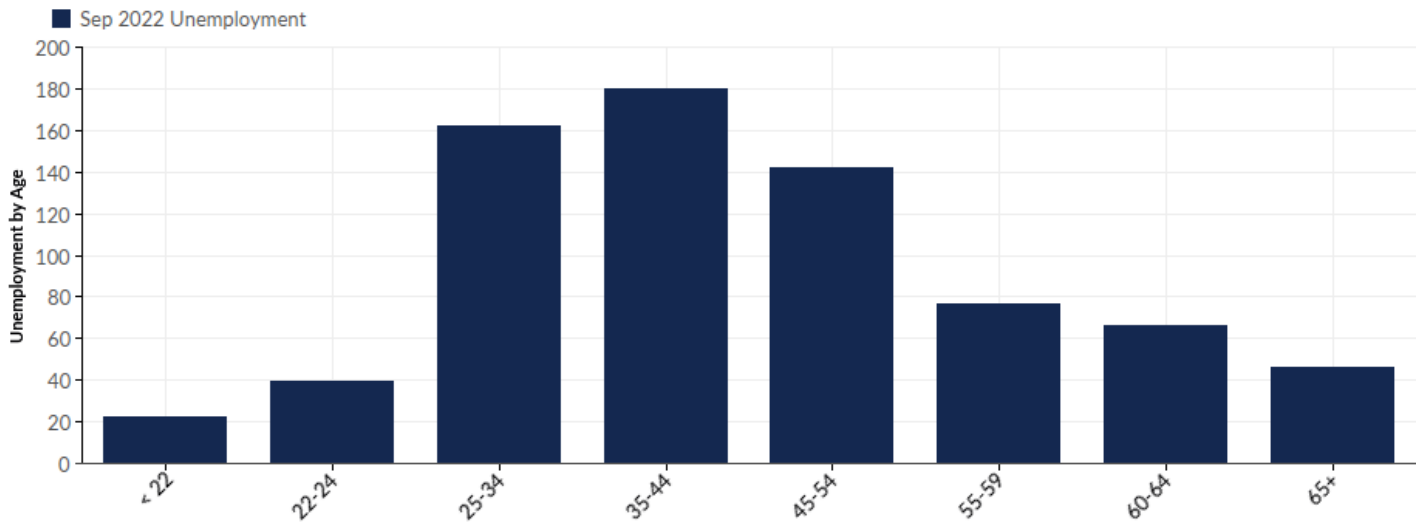
## Educational Attainment

Concerning educational attainment, **20.0% of Dunn County residents possess a Bachelor's Degree** (0.4% below the national average), and **11.4% hold an Associate's Degree** (2.7% above the national average).



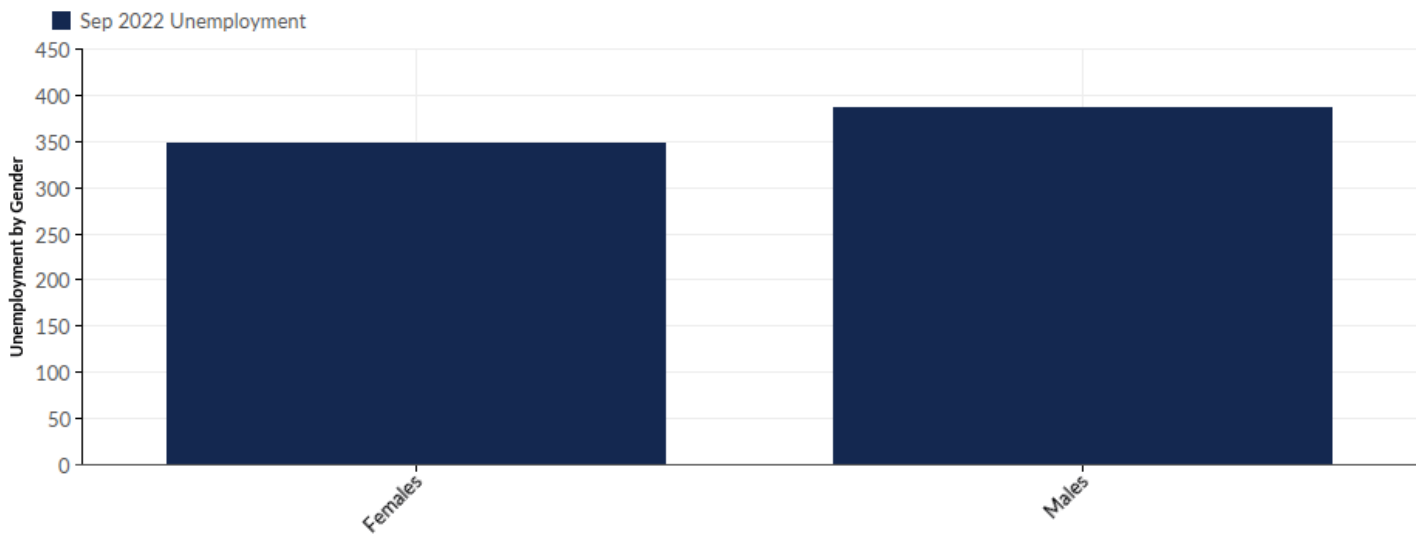
# Unemployment by Demographics

## Unemployment by Age



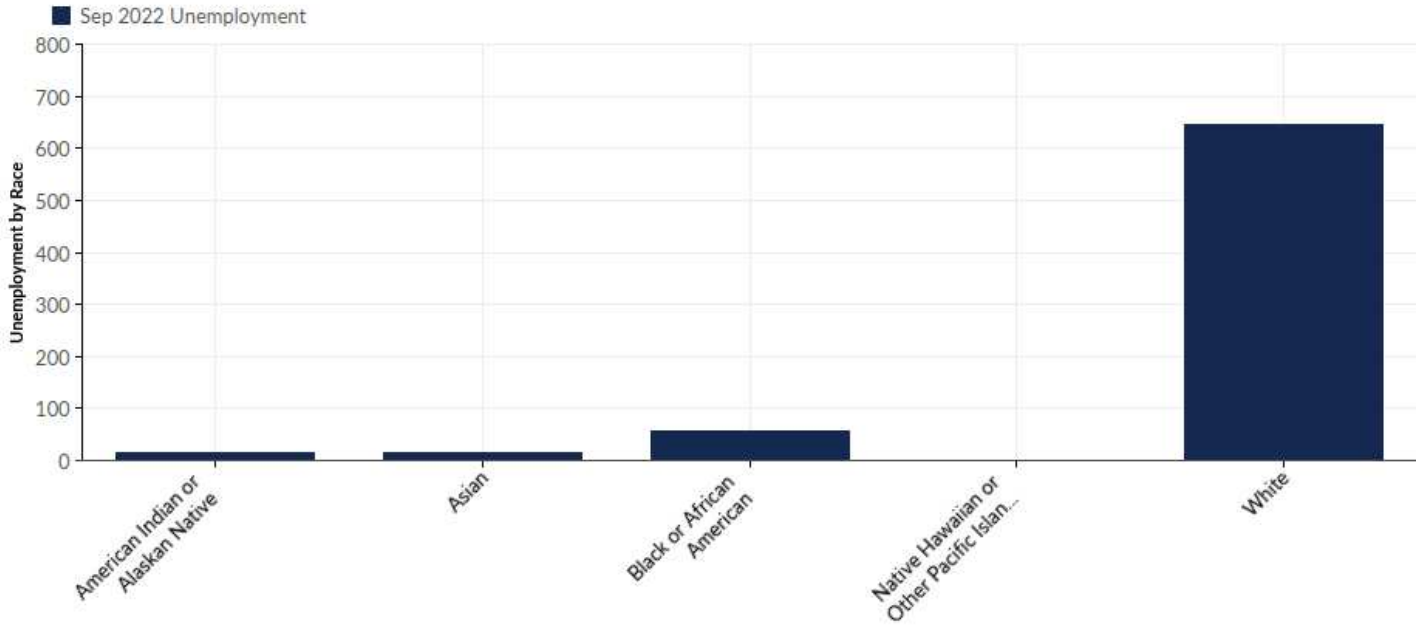
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	22	3.00%
22-24	39	5.31%
25-34	162	22.07%
35-44	180	24.52%
45-54	142	19.35%
55-59	76	10.35%
60-64	66	8.99%
65+	46	6.27%
<b>Total</b>	<b>734</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Sep 2022)	% of Unemployed
Females	348	47.41%
Males	386	52.59%
Total	734	100.00%

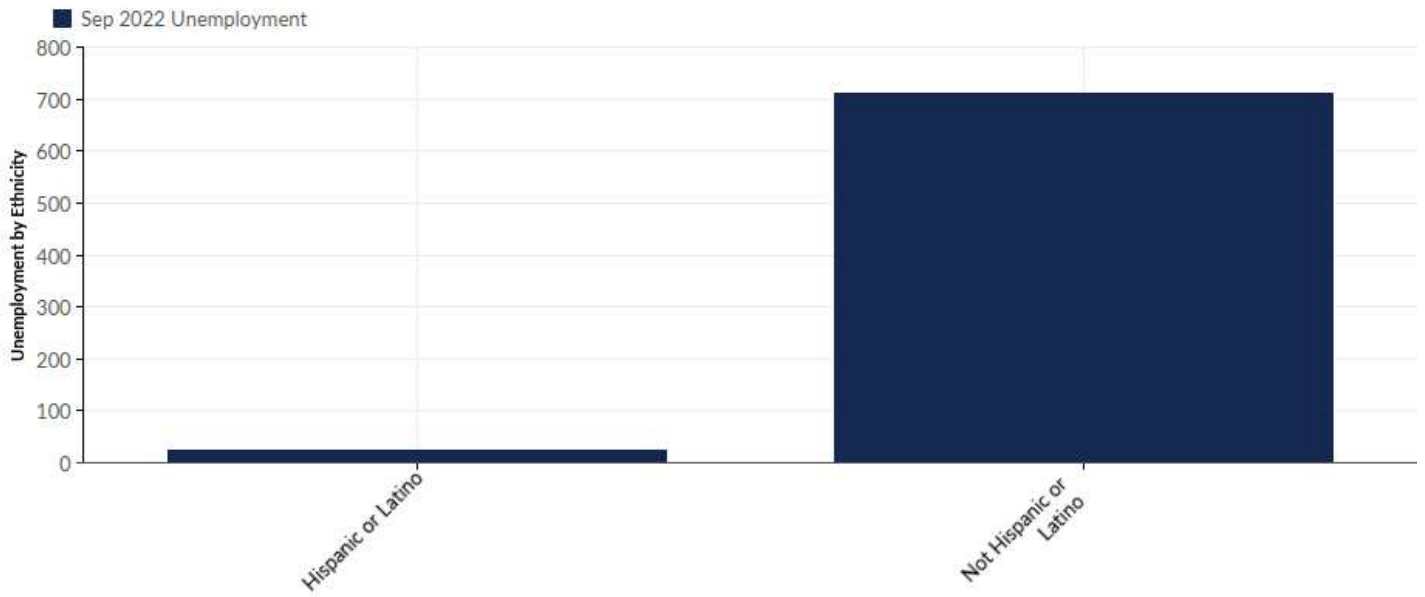
## Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	15	2.04%
Asian	16	2.18%
Black or African American	56	7.63%
Native Hawaiian or Other Pacific Islander	1	0.14%
White	646	88.01%
<b>Total</b>	<b>734</b>	<b>100.00%</b>



## Unemployment by Ethnicity

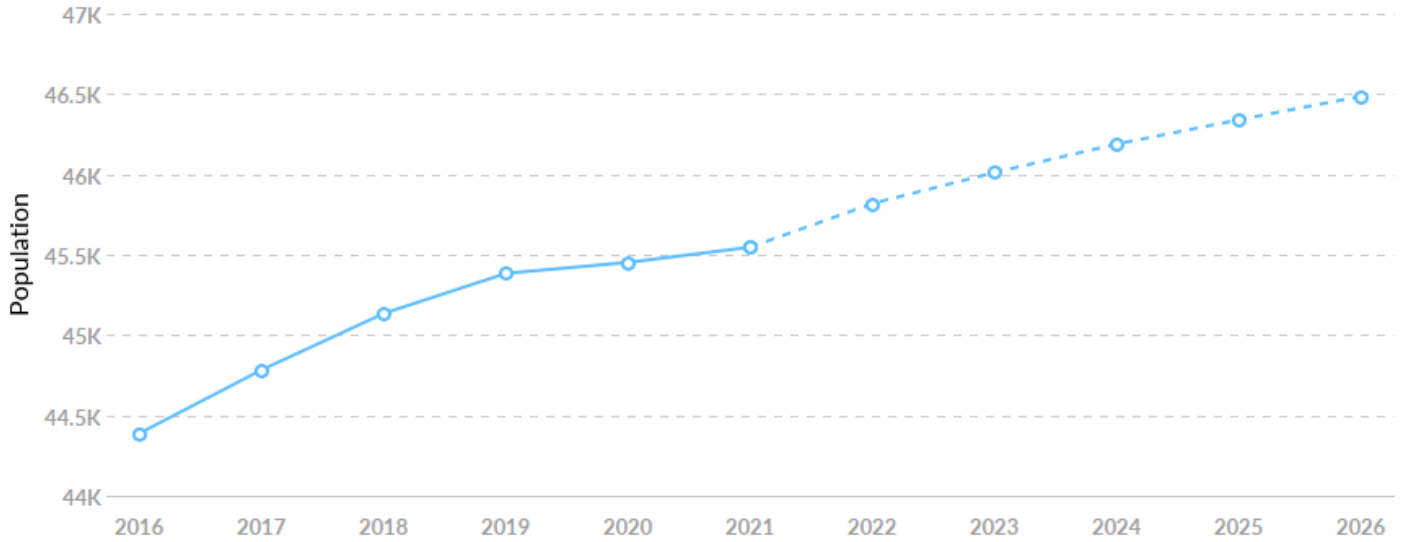


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	24	3.27%
Not Hispanic or Latino	710	96.73%
Total	734	100.00%

# Historic & Projected Trends

## Population Trends

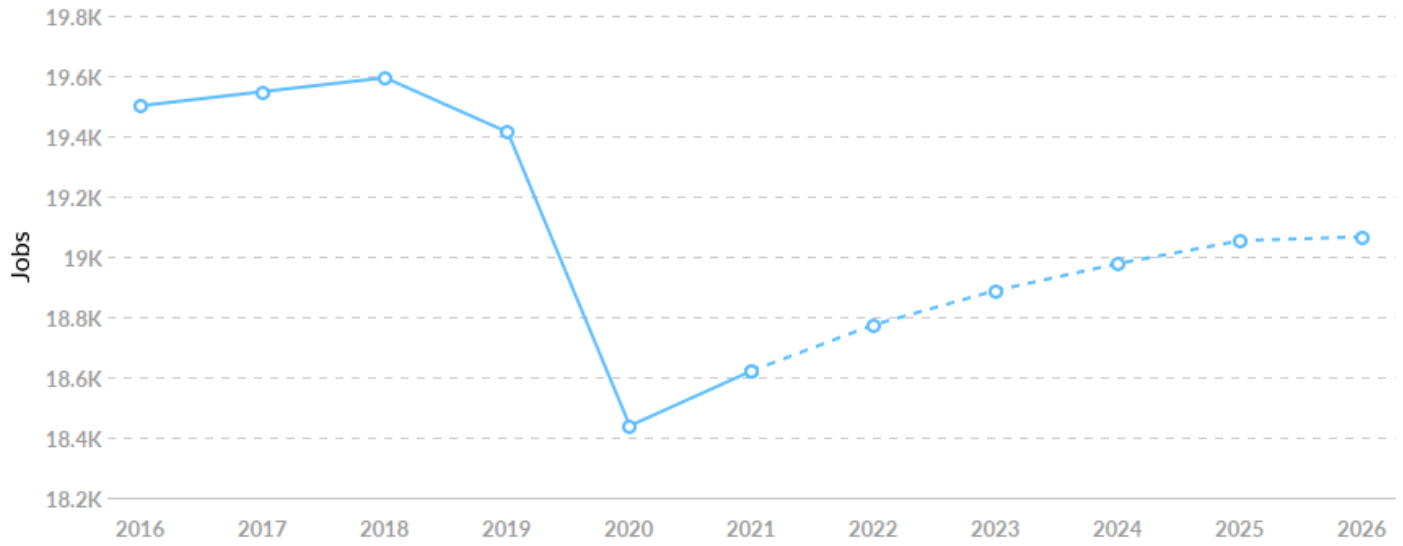
As of 2021 the region's population increased by 2.6% since 2016, growing by 1,158. Population is expected to increase by 2.1% between 2021 and 2026, adding 939.



Timeframe	Population
2016	44,389
2017	44,784
2018	45,135
2019	45,384
2020	45,452
2021	45,547
2022	45,819
2023	46,012
2024	46,189
2025	46,340
2026	46,486

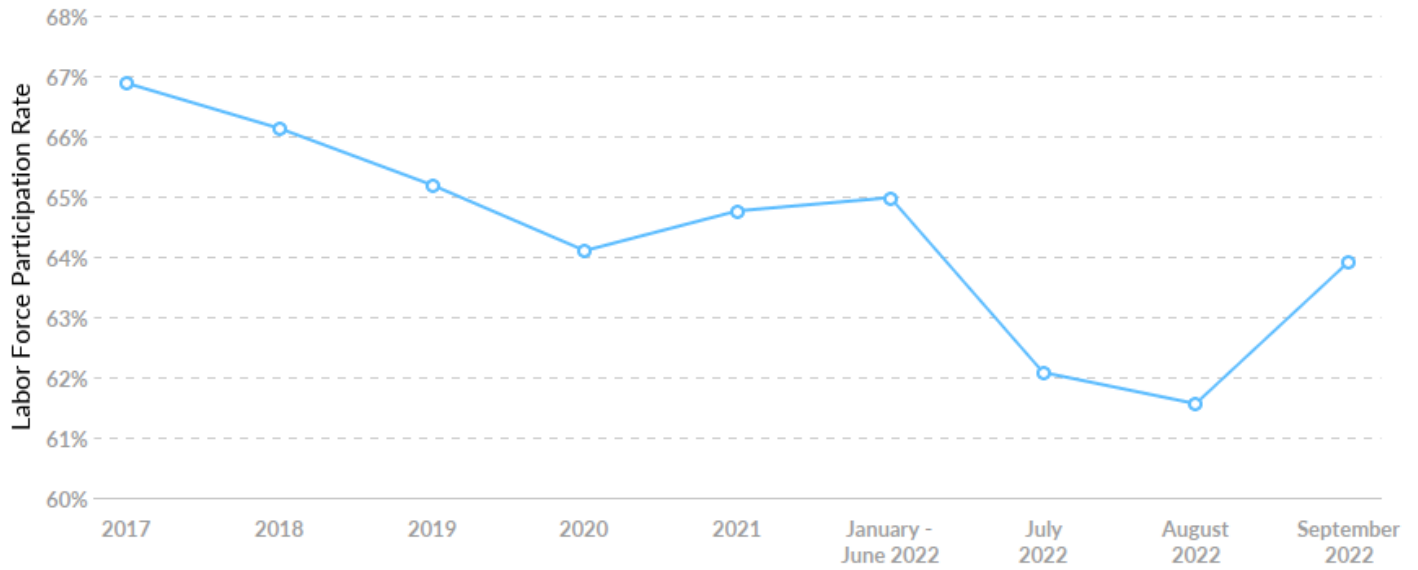
## Job Trends

From 2016 to 2021, jobs declined by 4.5% in Dunn County from 19,501 to 18,621. This change fell short of the national growth rate of 1.9% by 6.4%.



Timeframe	Jobs
2016	19,501
2017	19,548
2018	19,594
2019	19,414
2020	18,438
2021	18,621
2022	18,774
2023	18,888
2024	18,977
2025	19,053
2026	19,066

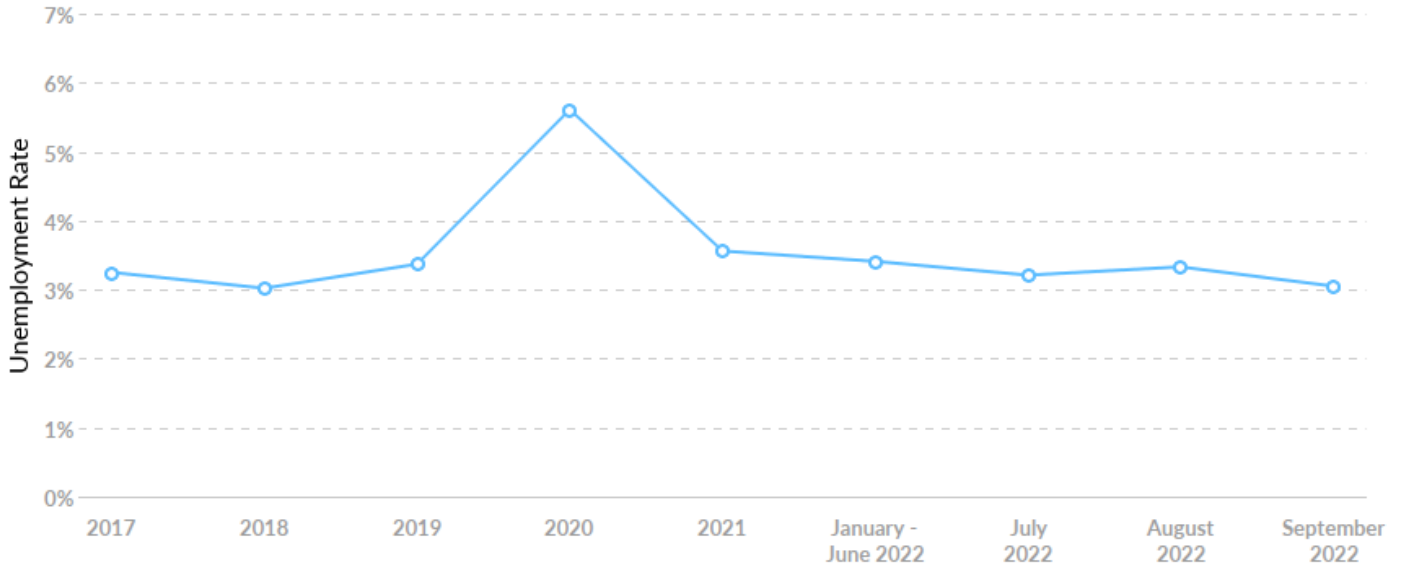
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	66.88%
2018	66.13%
2019	65.19%
2020	64.10%
2021	64.76%
January - June 2022	64.98%
July 2022	62.08%
August 2022	61.56%
September 2022	63.91%

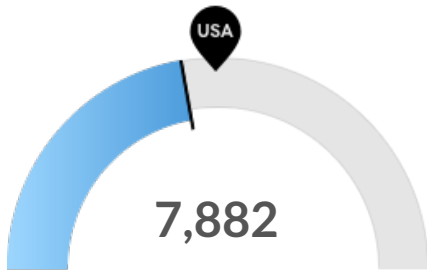
## Unemployment Rate Trends

Dunn County had a September 2022 unemployment rate of 3.05%, **decreasing from 3.25%** 5 years before.



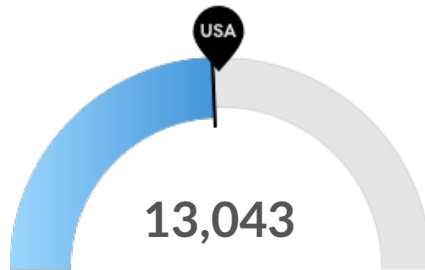
Timeframe	Unemployment Rate
2017	3.25%
2018	3.02%
2019	3.37%
2020	5.61%
2021	3.56%
January - June 2022	3.41%
July 2022	3.21%
August 2022	3.33%
September 2022	3.05%

## Population Characteristics



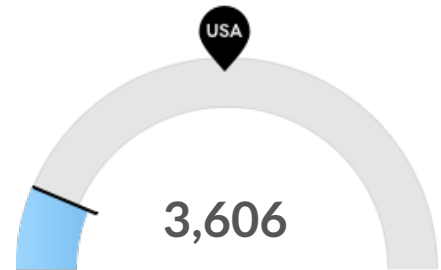
**Millennials**

Dunn County has 7,882 millennials (ages 25-39). The national average for an area this size is 9,304.



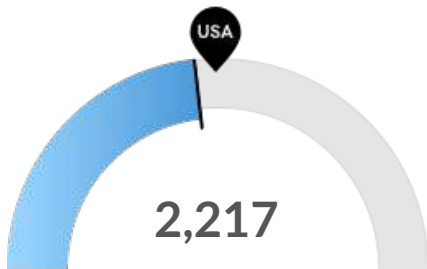
**Retiring Soon**

Retirement risk is about average in Dunn County. The national average for an area this size is 13,538 people 55 or older, while there are 13,043 here.



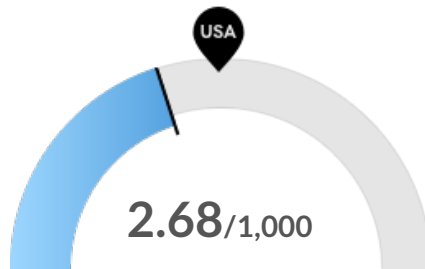
**Racial Diversity**

Racial diversity is low in Dunn County. The national average for an area this size is 18,535 racially diverse people, while there are 3,606 here.



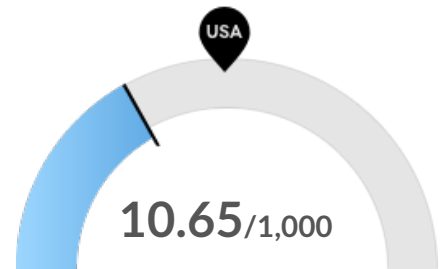
**Veterans**

Dunn County has 2,217 veterans. The national average for an area this size is 2,460.



**Violent Crime**

Dunn County has 2.68 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

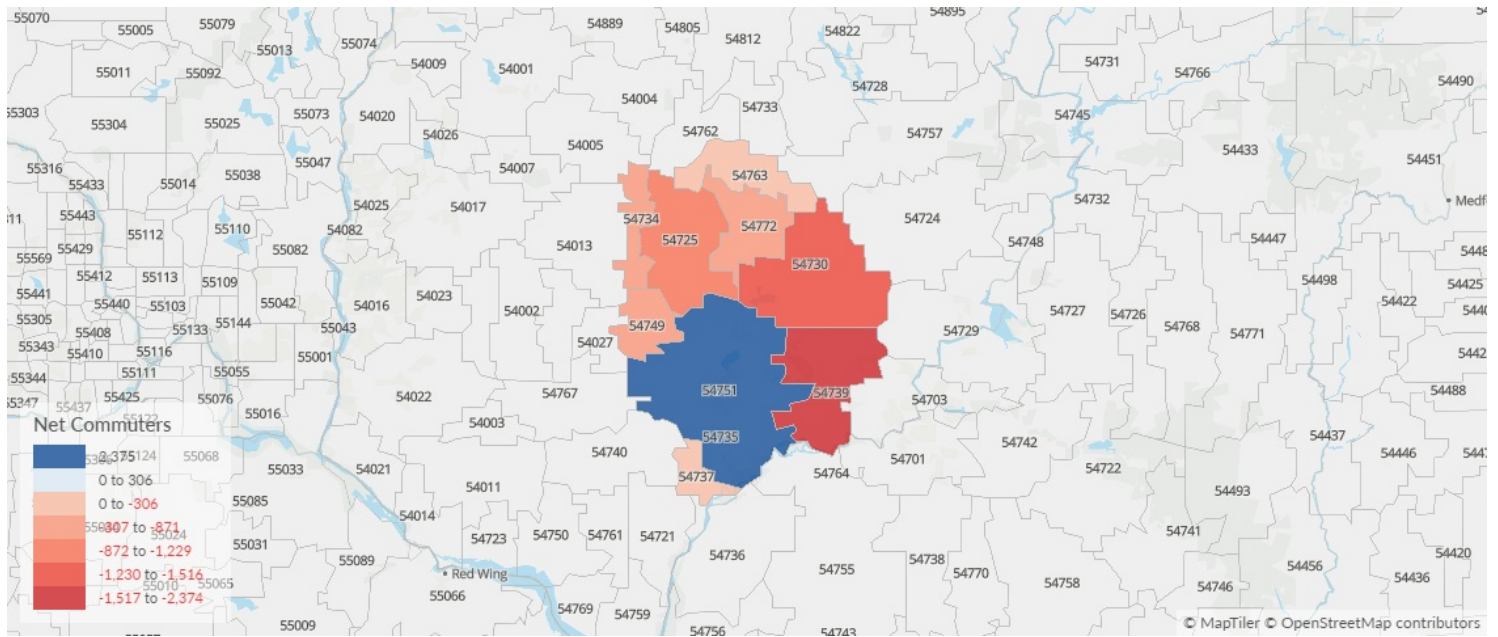


**Property Crime**

Dunn County has 10.65 property crimes per 1,000 people. The national rate is 17.91 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	2021 Employment
54751	Menomonie, WI, WI (in ...	13,658
54730	Colfax, WI, WI (in Dunn...	1,540
54739	Elk Mound, WI, WI (in D...	1,097
54725	Boyceville, WI, WI (in D...	777
54763	Ridgeland, WI, WI (in D...	430

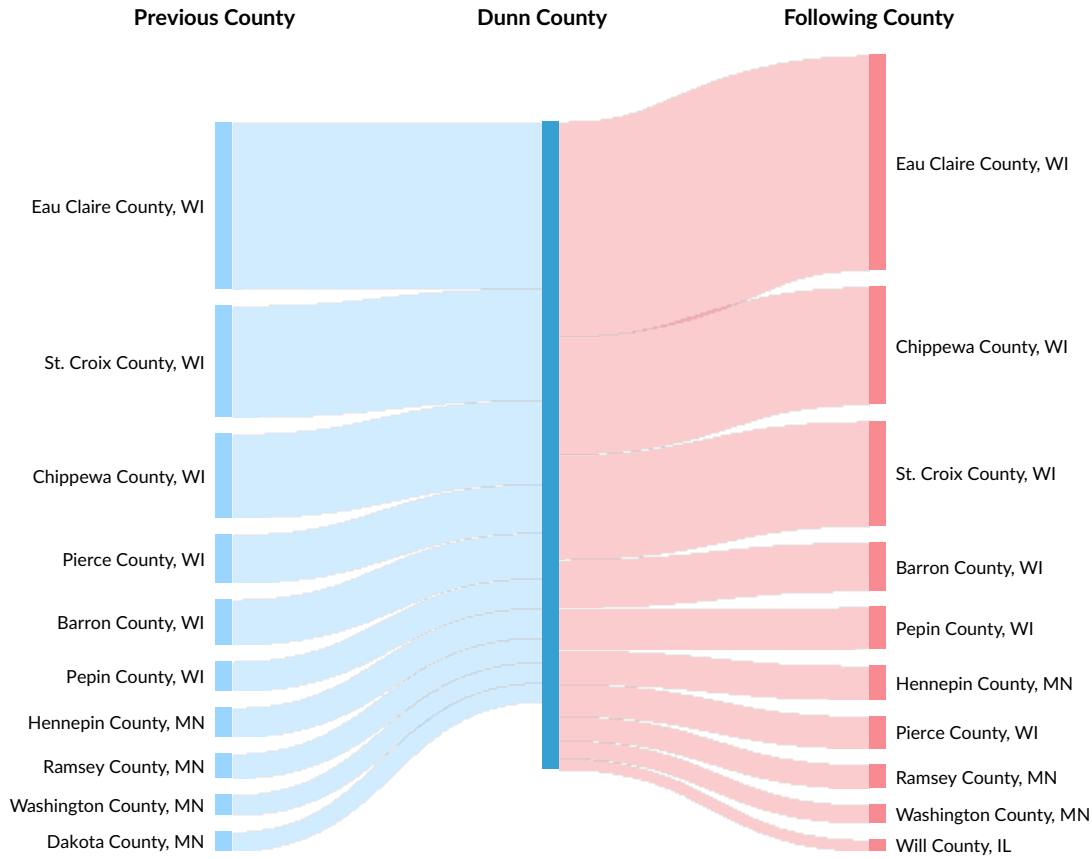
### Where Talent Lives

ZIP	Name	2021 Workers
54751	Menomonie, WI, WI (in ...	11,283
54730	Colfax, WI, WI (in Dunn...	2,770
54739	Elk Mound, WI, WI (in D...	2,614
54725	Boyceville, WI, WI (in D...	1,649
54772	Wheeler, WI, WI (in Du...	707

# Inbound and Outbound Migration

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

As of 2020, **316** people have migrated from Eau Claire County, WI to Dunn County. In the same year, **408** people left Dunn County migrating to Eau Claire County, WI. The total Net Migration for Dunn County in 2020 was **-182**.



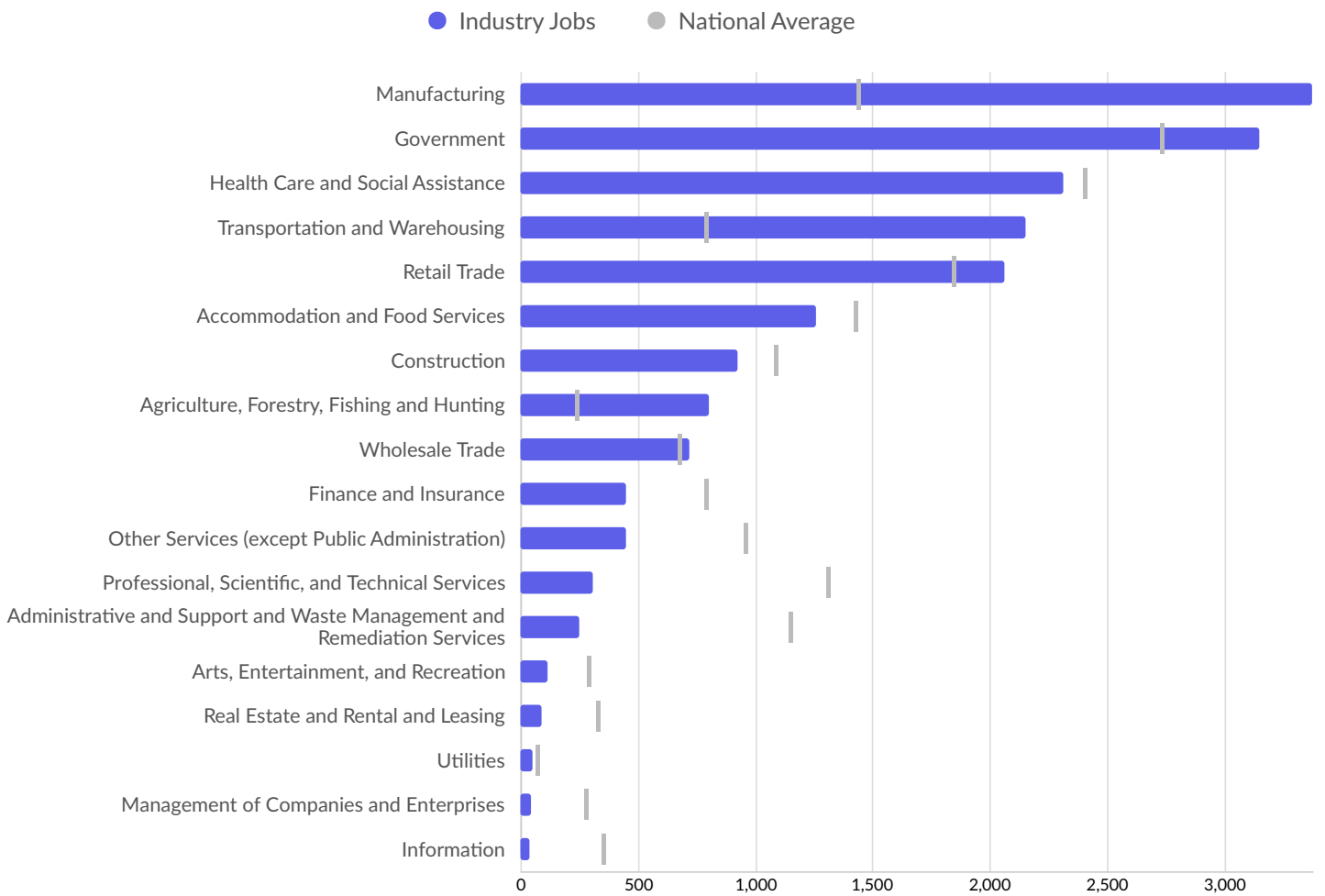
Top Previous Counties	Migrations
Eau Claire County, WI	316
St. Croix County, WI	212
Chippewa County, WI	160
Pierce County, WI	92
Barron County, WI	86
Pepin County, WI	57



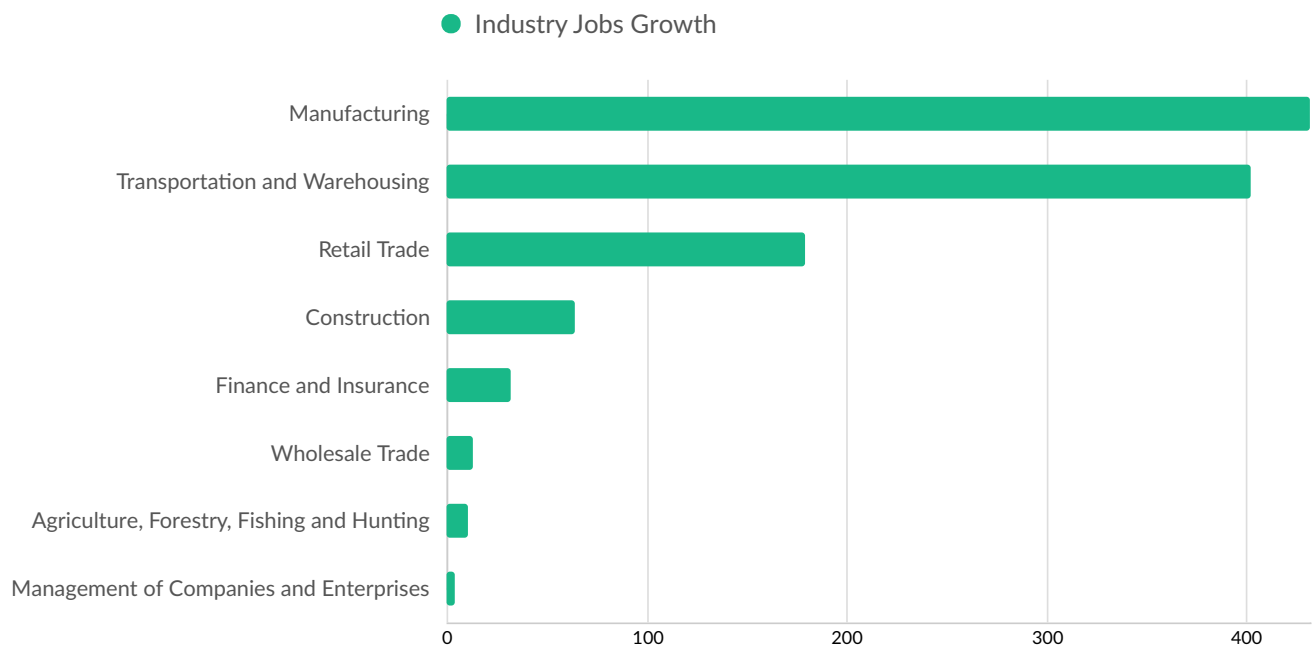
<b>Top Previous Counties</b>	<b>Migrations</b>
Hennepin County, MN	56
Ramsey County, MN	47
Washington County, MN	39
Dakota County, MN	37
Polk County, WI	27
Cook County, IL	21
Marathon County, WI	20
Waukesha County, WI	19
Milwaukee County, WI	19
<b>Top Following Counties</b>	<b>Migrations</b>
Eau Claire County, WI	408
Chippewa County, WI	224
St. Croix County, WI	199
Barron County, WI	92
Pepin County, WI	80
Hennepin County, MN	65
Pierce County, WI	61
Ramsey County, MN	45
Washington County, MN	34
Will County, IL	21
Wright County, MN	19
Scott County, MN	19
Dakota County, MN	19
Oneida County, WI	17
Dane County, WI	17

# Industry Characteristics

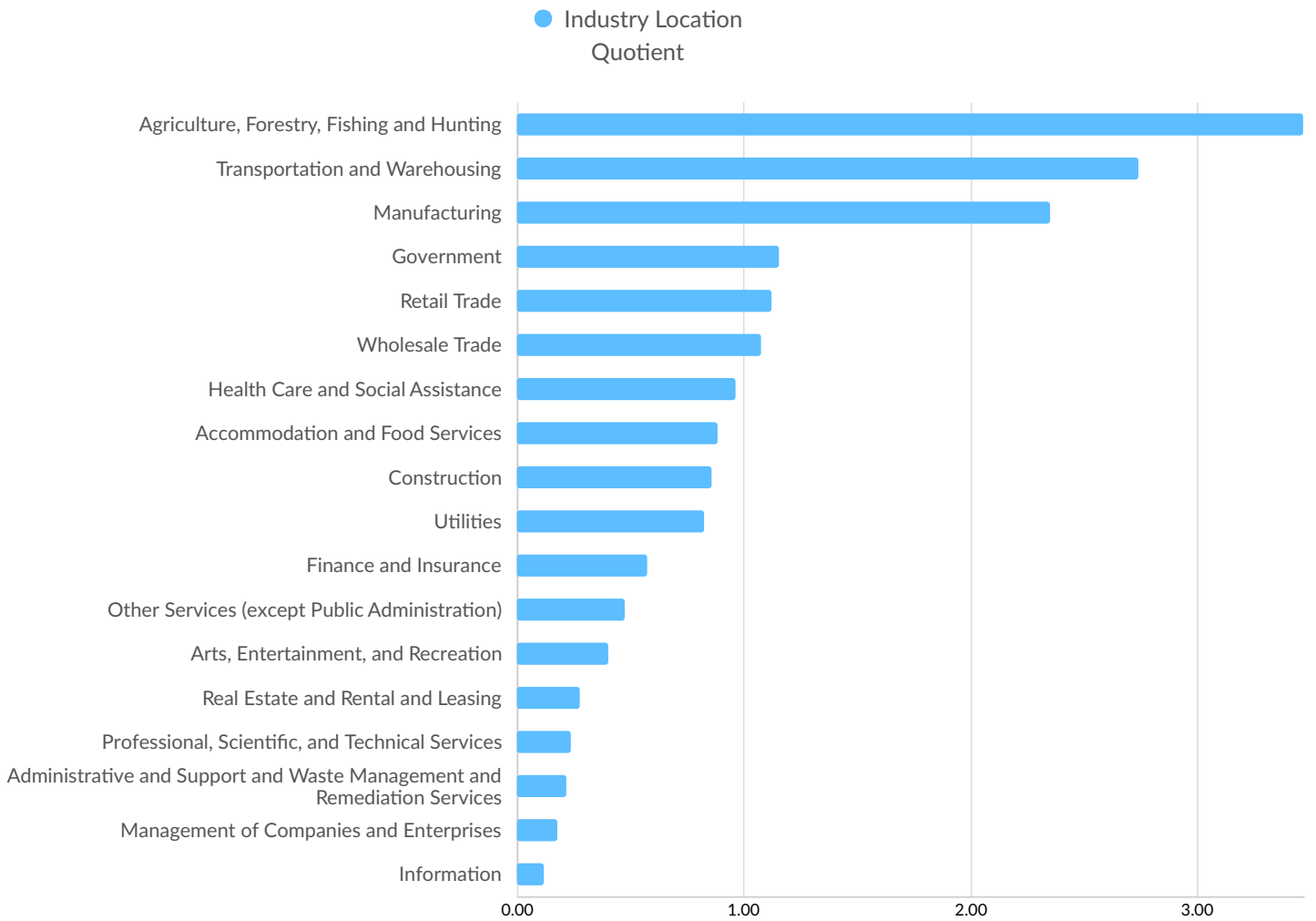
## Largest Industries



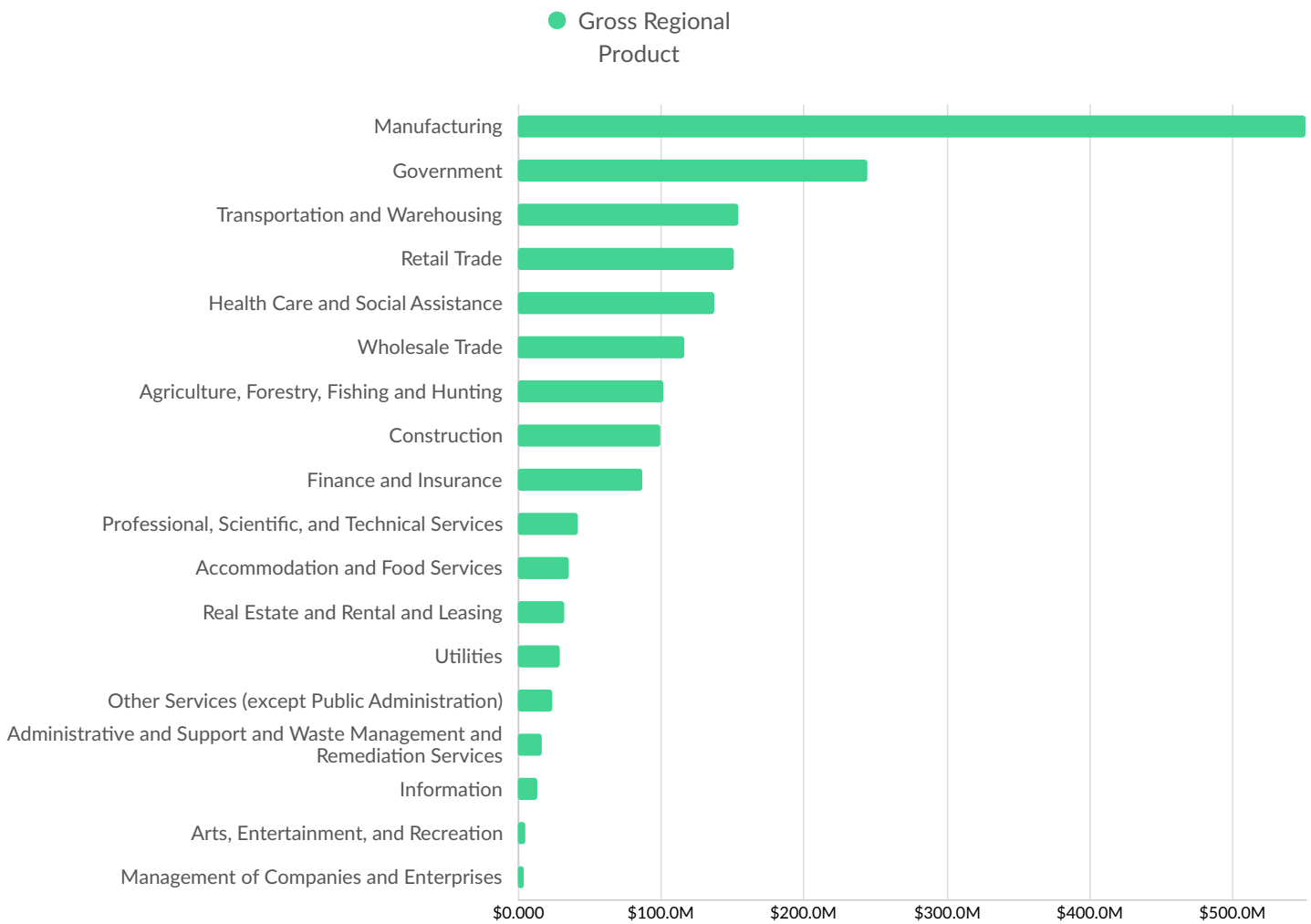
## Top Growing Industries



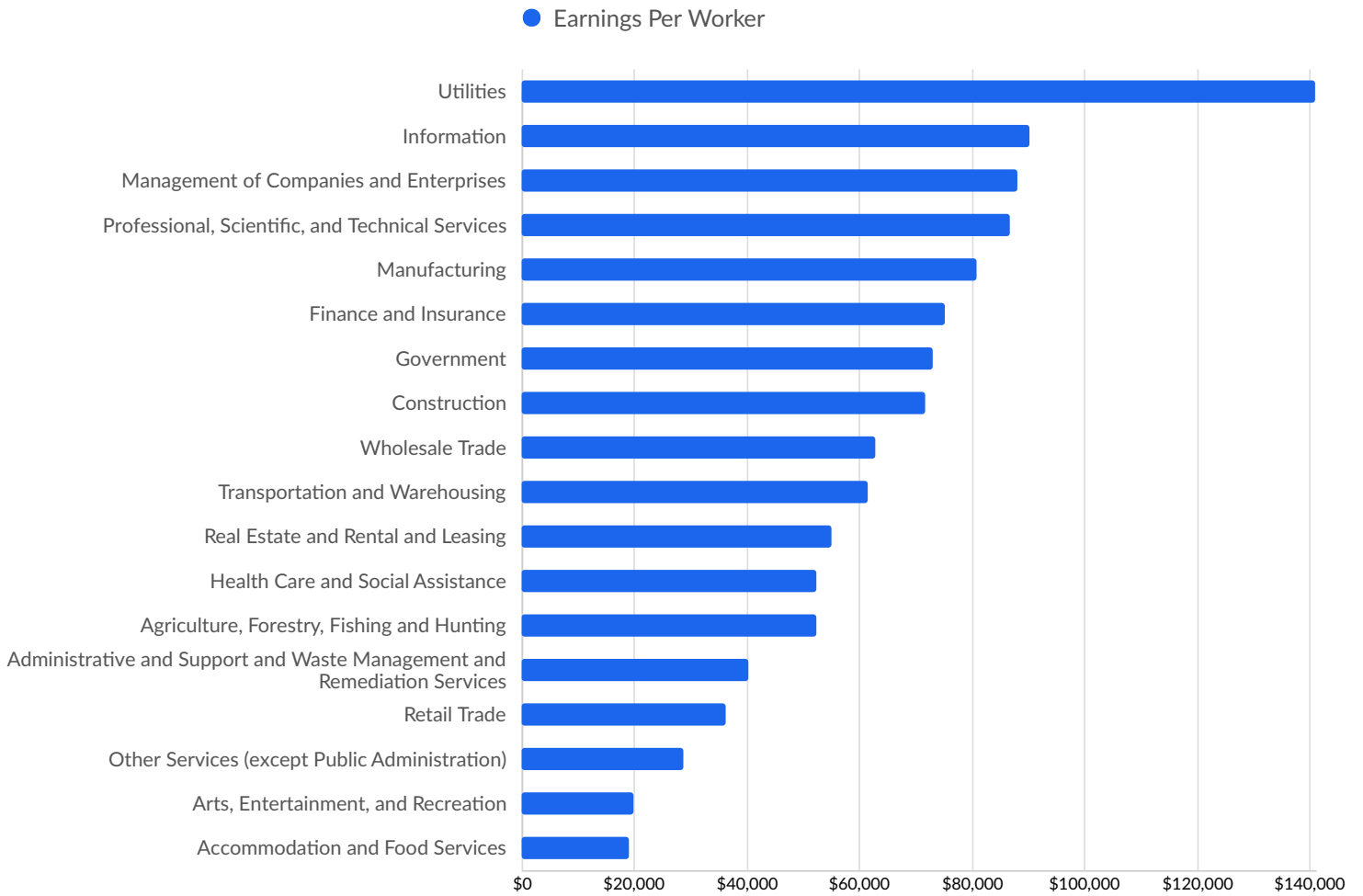
## Top Industry Location Quotient



## Top Industry GRP























## Top Industry Earnings



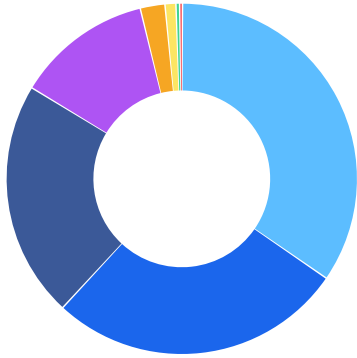
## Business Characteristics

### 4,045 Companies Employ Your Workers

Online profiles for your workers mention 4,045 companies as employers, with the top 10 appearing below. In the last 12 months, 365 companies in Dunn County posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University Of Wisconsin-Stout	978 	University Of Wisconsin-Madiso...	309 
Mayo Clinic	222 	Mayo Clinic	178 
3M	206 	Walmart	131 
Koch Industries	188 	Ashley Furniture	110 
Walmart	161 	Koch Industries	103 
Anderson Windows	88 	Securitas	72 
Westconsin Credit Union	85 	Kwik Trip	71 
Menards	83 	CareInHomes	39 
University Of Wisconsin-Madiso...	72 	Bill's Distributing	37 
UnitedHealth Group	70 	Andersen Windows	35 

## Business Size



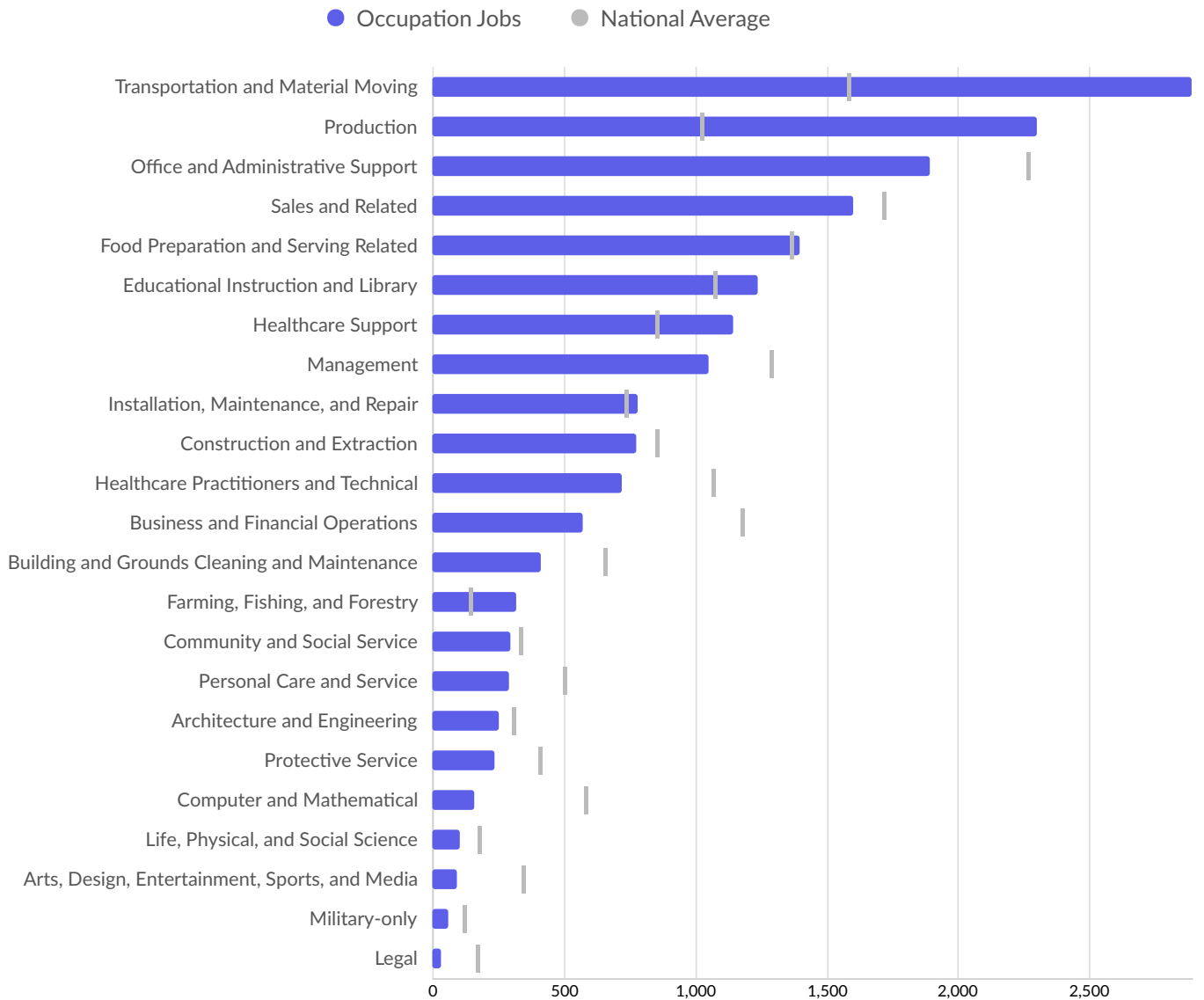
	Percentage	Business Count
● 1 to 4 employees	34.5%	516
● 5 to 9 employees	27.3%	408
● 10 to 19 employees	21.8%	326
● 20 to 49 employees	12.5%	187
● 50 to 99 employees	2.3%	34
● 100 to 249 employees	1.0%	15
● 250 to 499 employees	0.3%	5
● 500+ employees	0.3%	4

\*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.

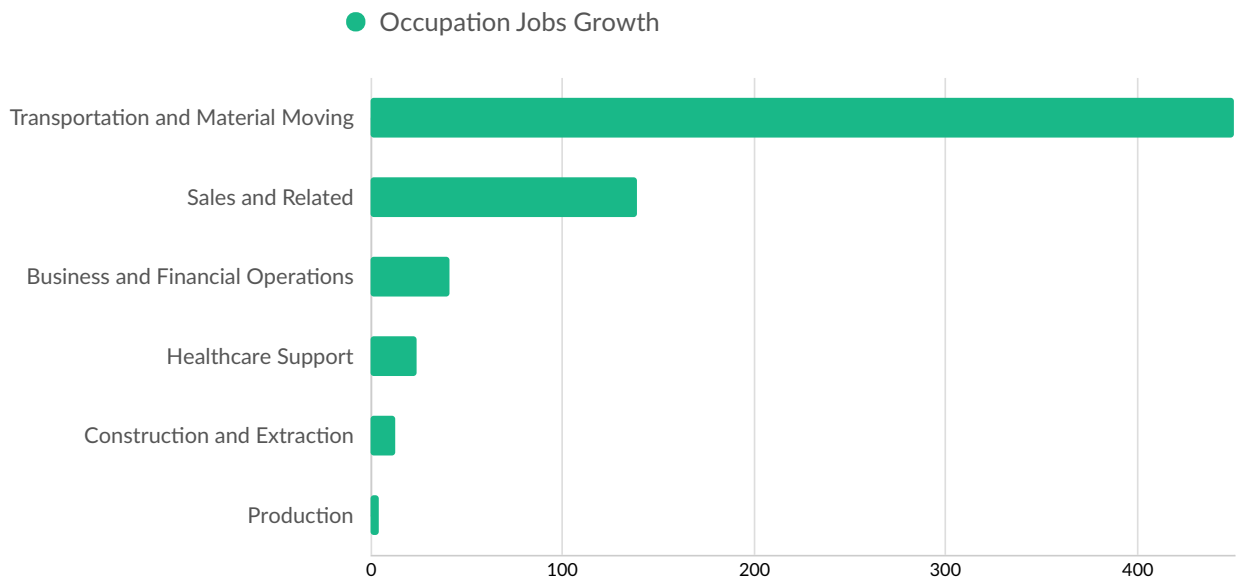


# Workforce Characteristics

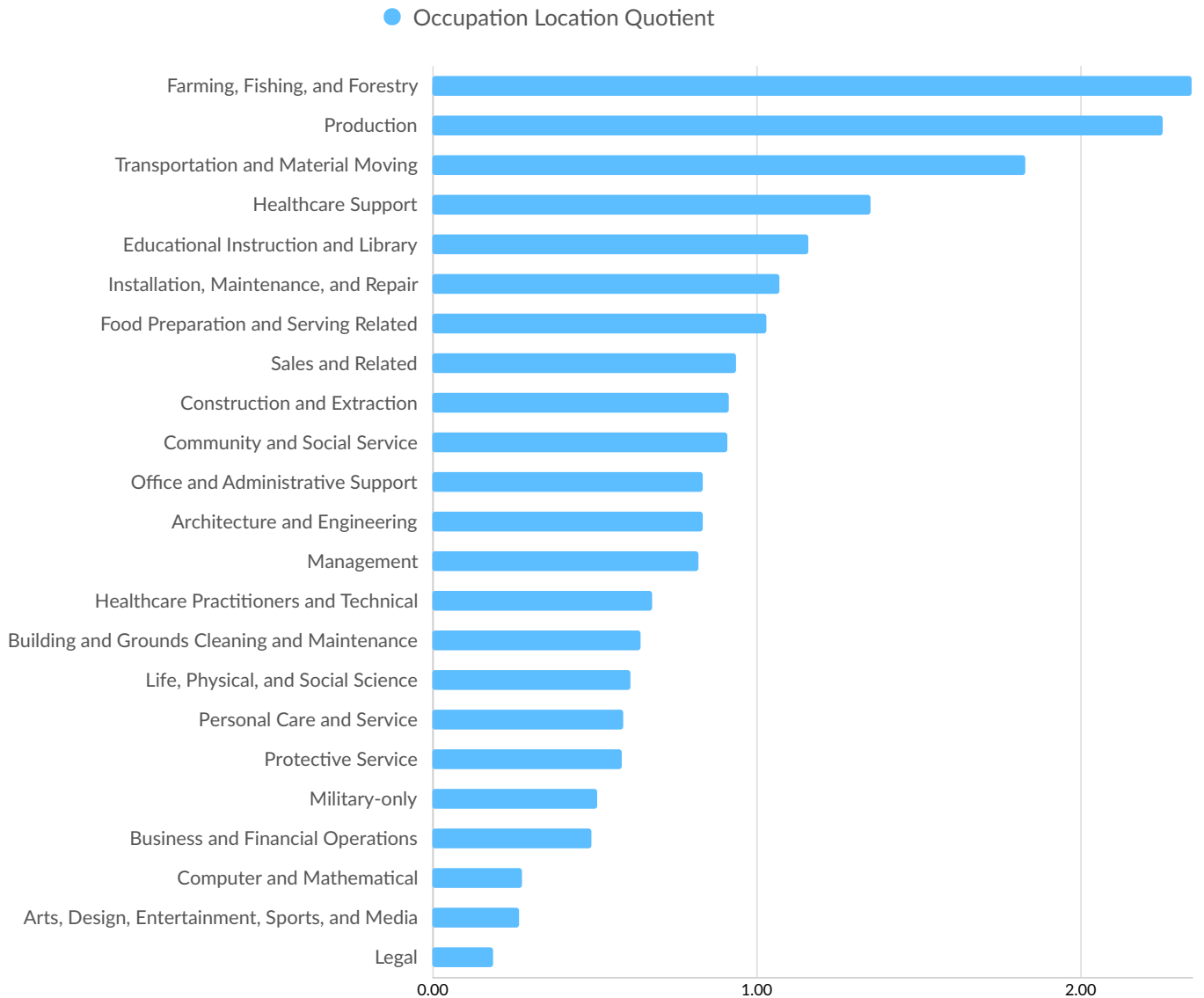
## Largest Occupations



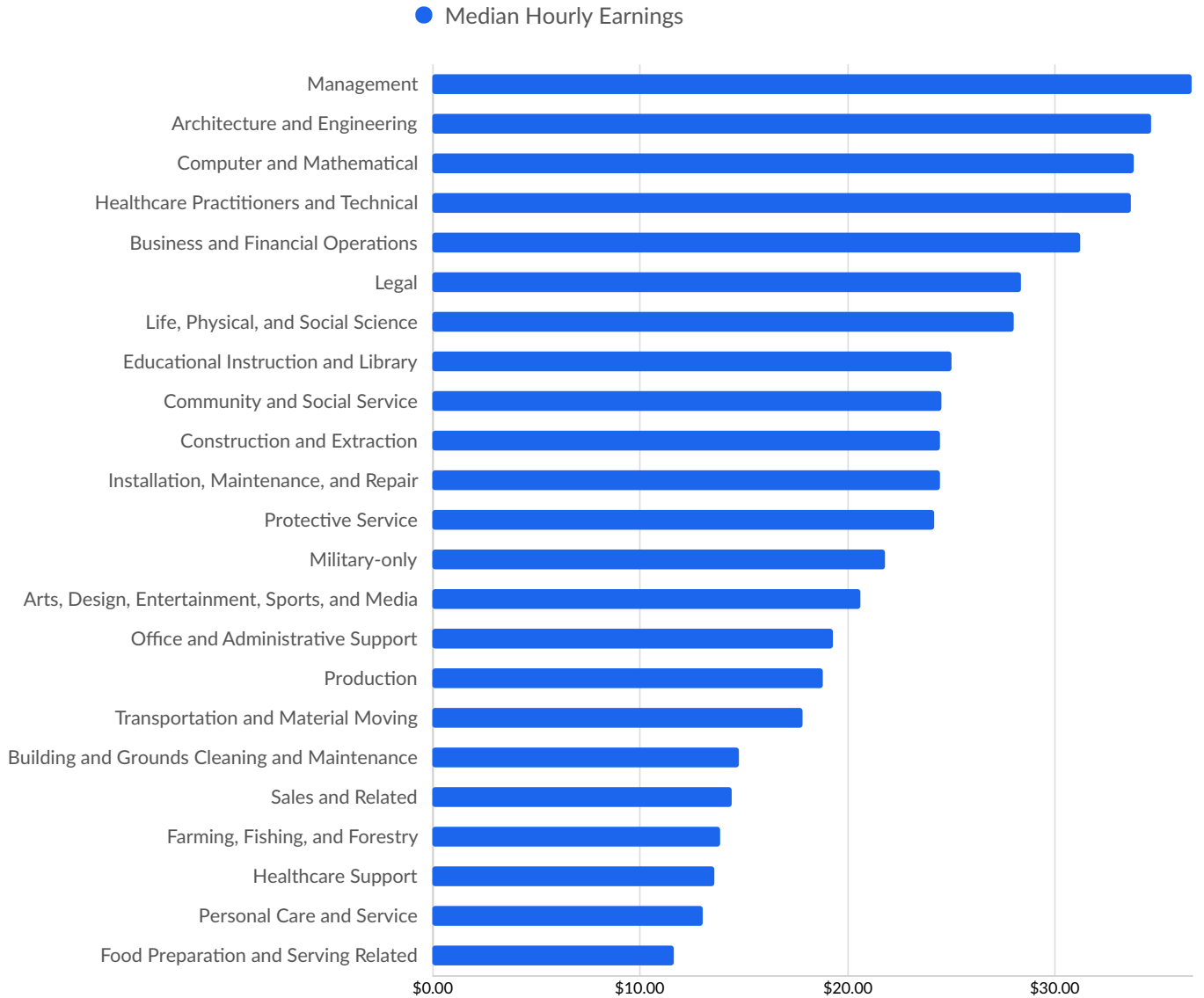
## Top Growing Occupations



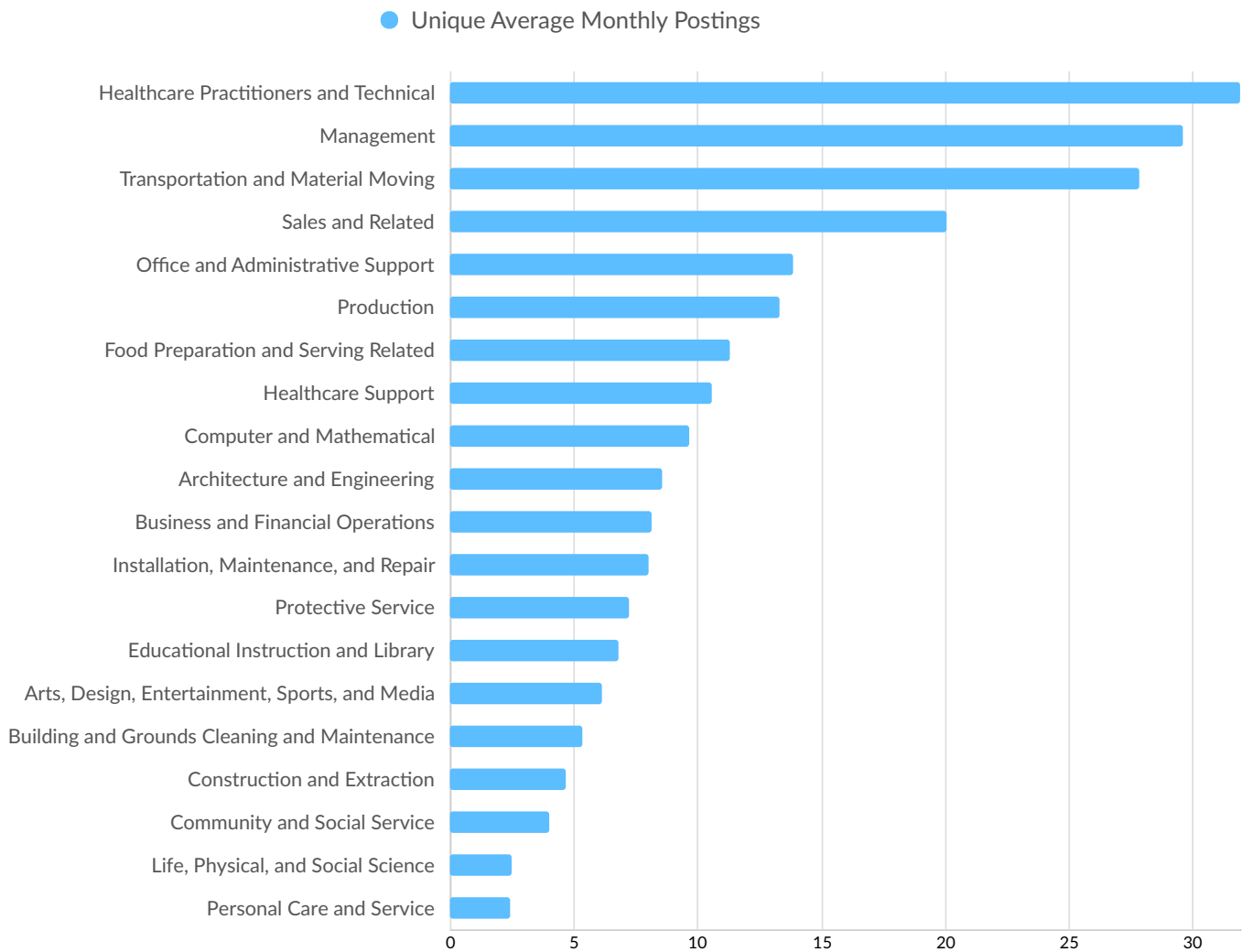
## Top Occupation Location Quotient



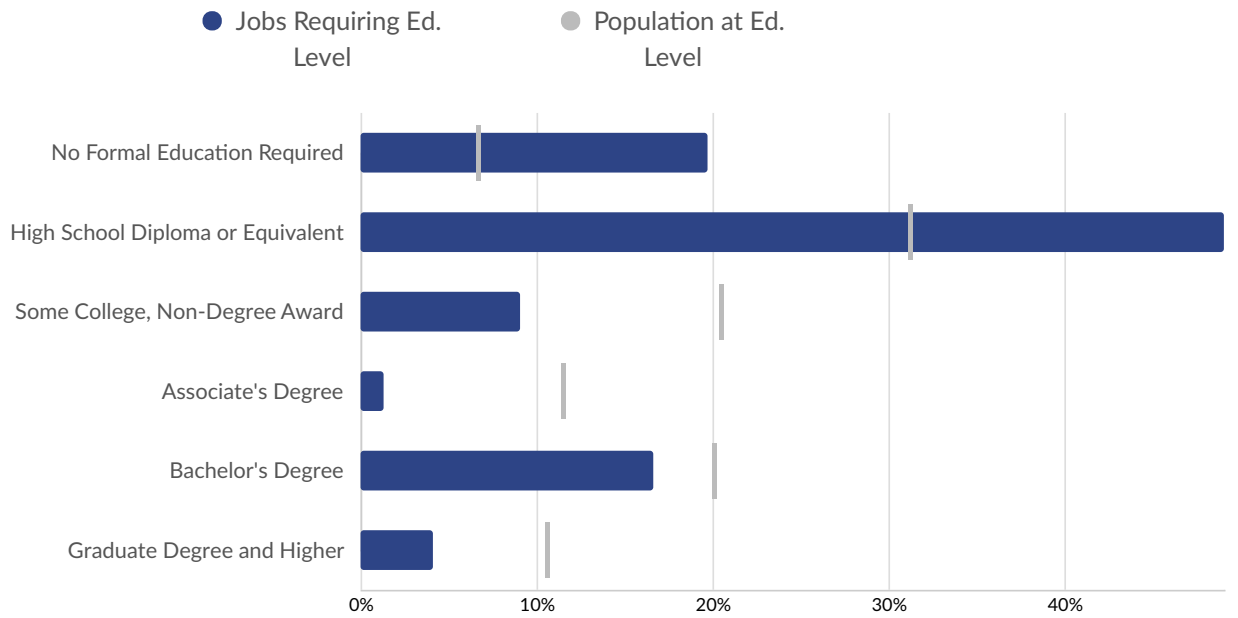
## Top Occupation Earnings



## Top Posted Occupations

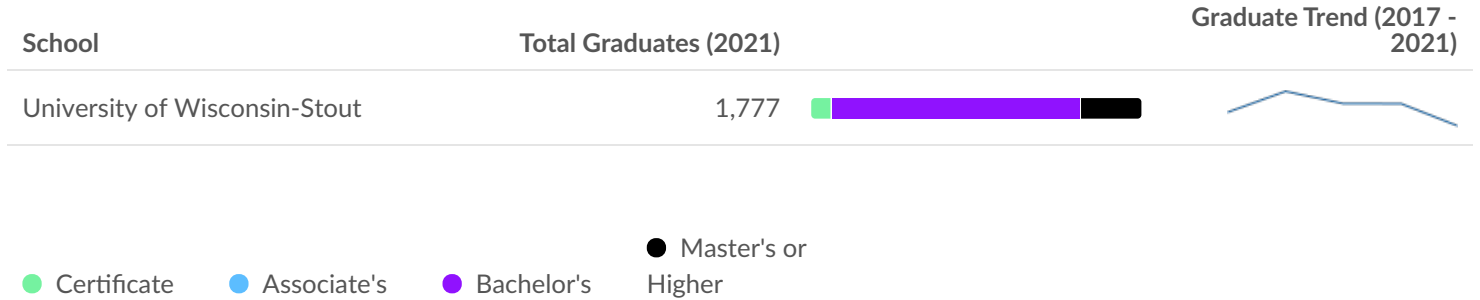


## Underemployment



## Educational Pipeline

In 2021, there were 1,777 graduates in Dunn County. This pipeline has shrunk by 8% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", Operations Management and Supervision, and "Human Development and Family Studies, General".



## In-Demand Skills

