



# Clark 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

55019 Clark 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

34,746

Population (2021)

Population **grew by 234** over the last 5 years and is projected to **grow by 104** over the next 5 years.

12,405

Total Regional Employment

Jobs **grew by 238** over the last 5 years and are projected to **grow by 801** over the next 5 years.

\$54.5K

Median Household Income (2020)

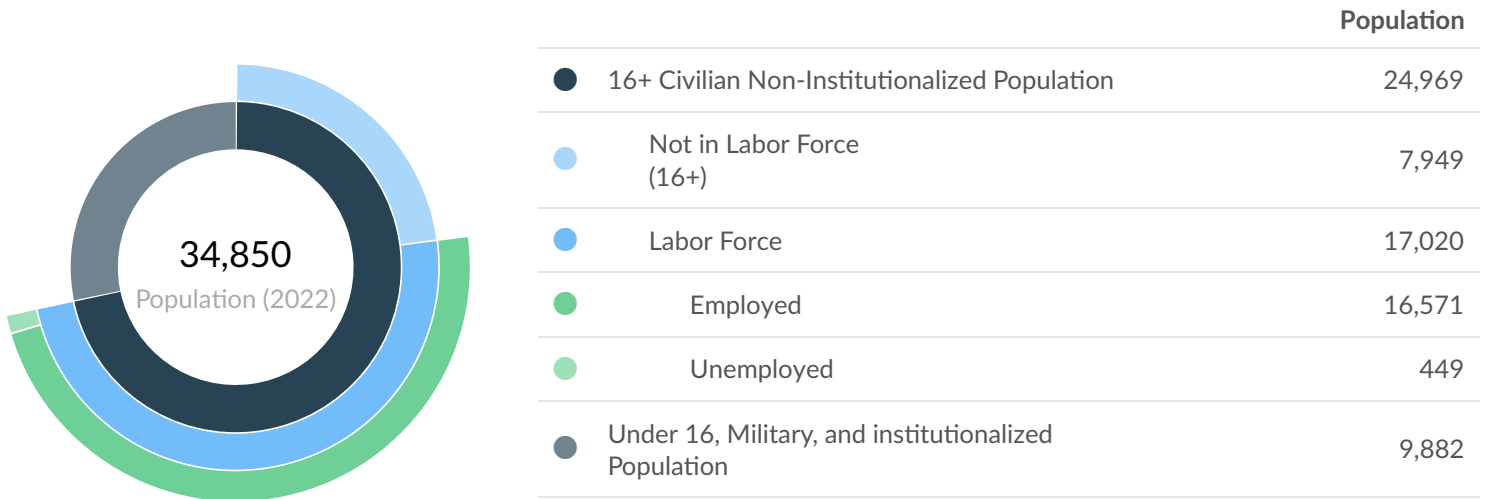
Median household income is **\$10.5K below** the national median household income of \$65.0K.

## Takeaways

- As of 2021 the region's population **increased by 0.7%** since 2016, growing by 234. Population is expected to **increase by 0.3%** between 2021 and 2026, adding 104.
- From 2016 to 2021, jobs **increased by 2.0%** in Clark County from 12,167 to **12,405**. As the number of jobs increased, the **labor force participation rate increased from 69.9% to 70.9% between 2016 and 2021**.
- Concerning educational attainment, **9.7% of Clark County residents possess a Bachelor's Degree** (10.7% below the national average), and **10.9% hold an Associate's Degree** (2.2% above the national average).
- The top three industries in 2021 are Local Government, Excluding Education and Hospitals, Animal Production, and Dairy Product Manufacturing.

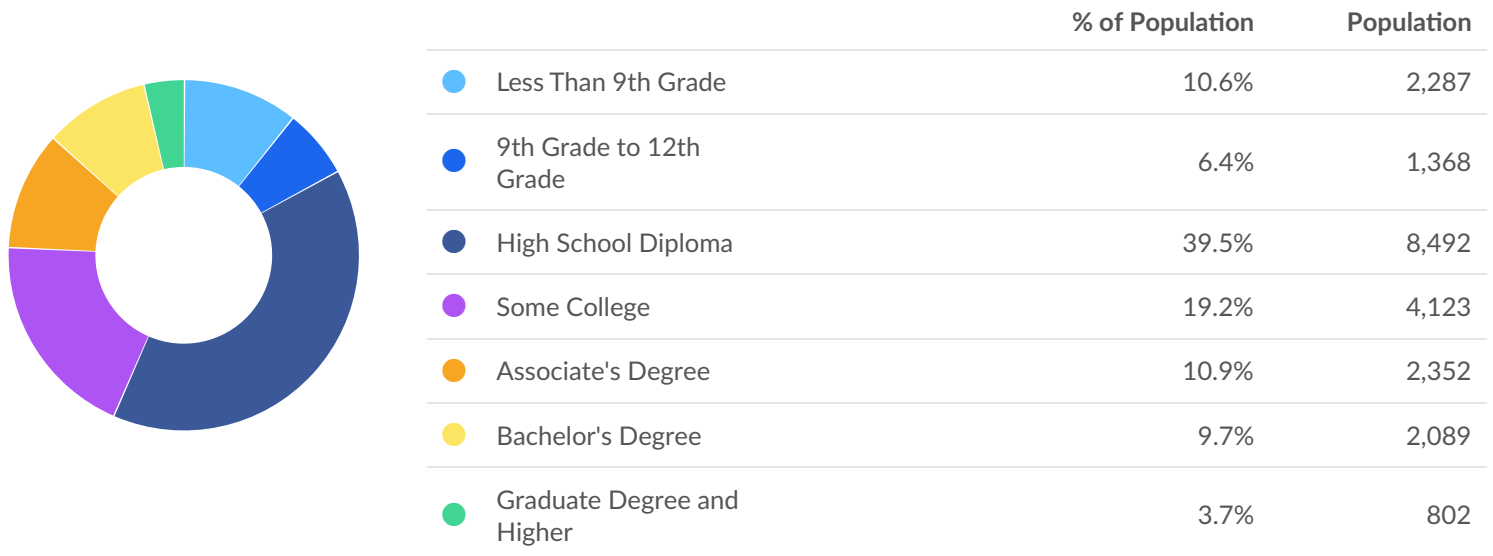
	Population (2022)	Labor Force (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	34,850	17,020	12,405	96.5	\$1.38B	\$2.47B	\$2.22B
Eau Claire County	107,299	59,029	60,655	98.2	\$6.54B	\$6.84B	\$7.04B
Dunn County	45,819	24,038	18,621	96.1	\$2.03B	\$3.24B	\$2.74B
Chippewa County	67,264	32,805	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



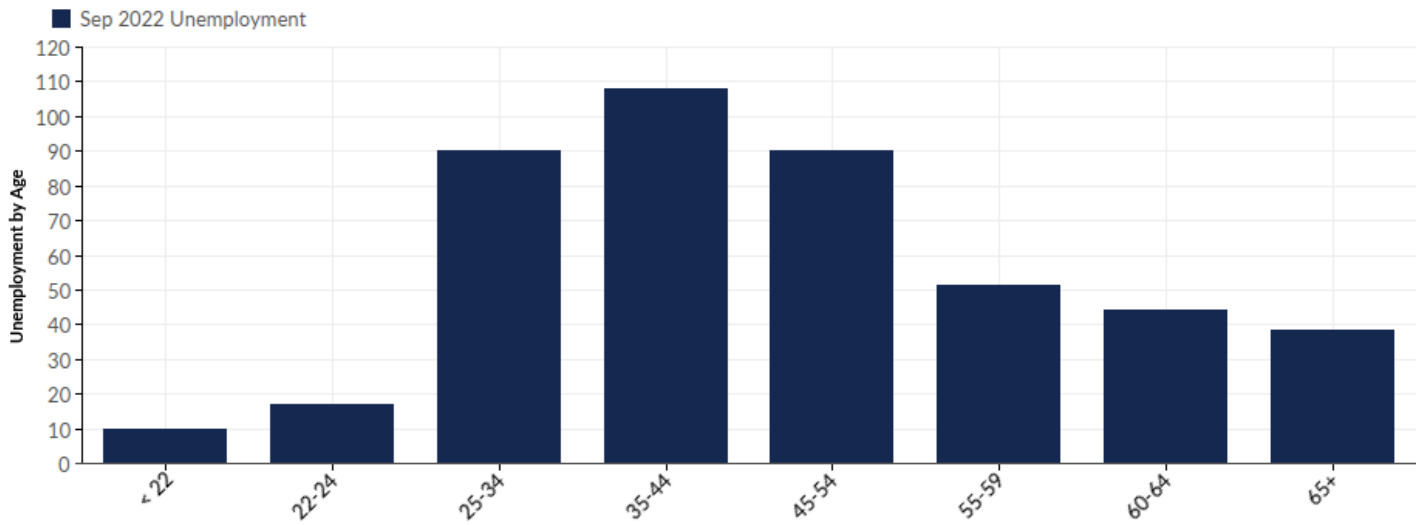
## Educational Attainment

Concerning educational attainment, **9.7% of Clark County residents possess a Bachelor's Degree** (10.7% below the national average), and **10.9% hold an Associate's Degree** (2.2% above the national average).



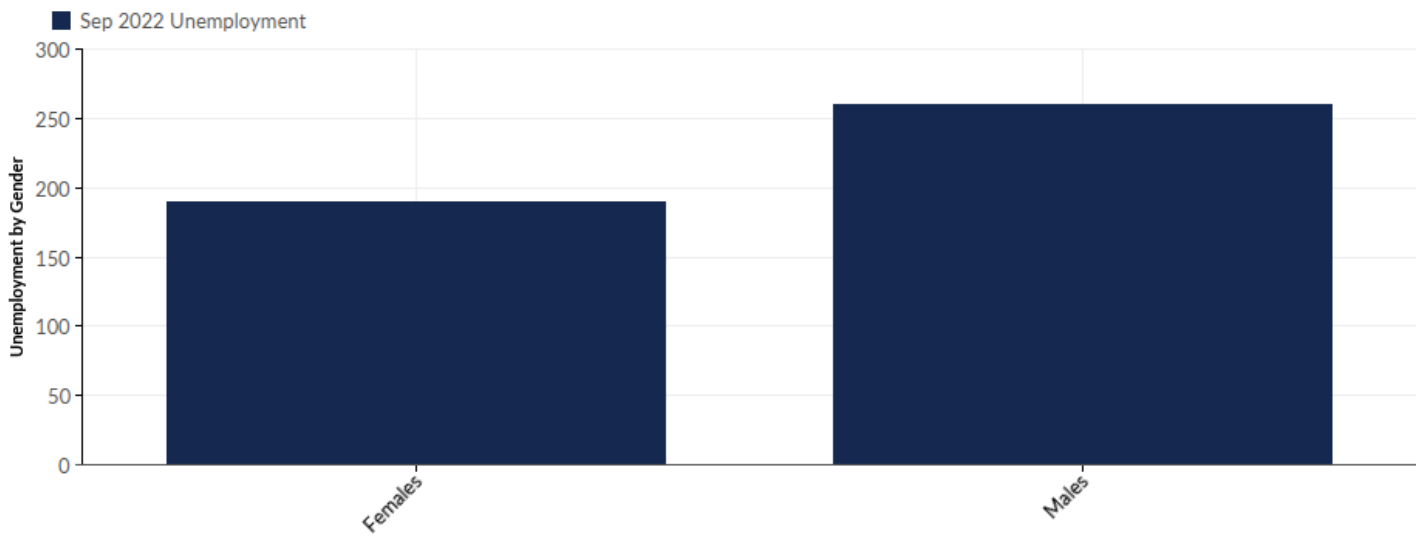
# Unemployment by Demographics

## Unemployment by Age



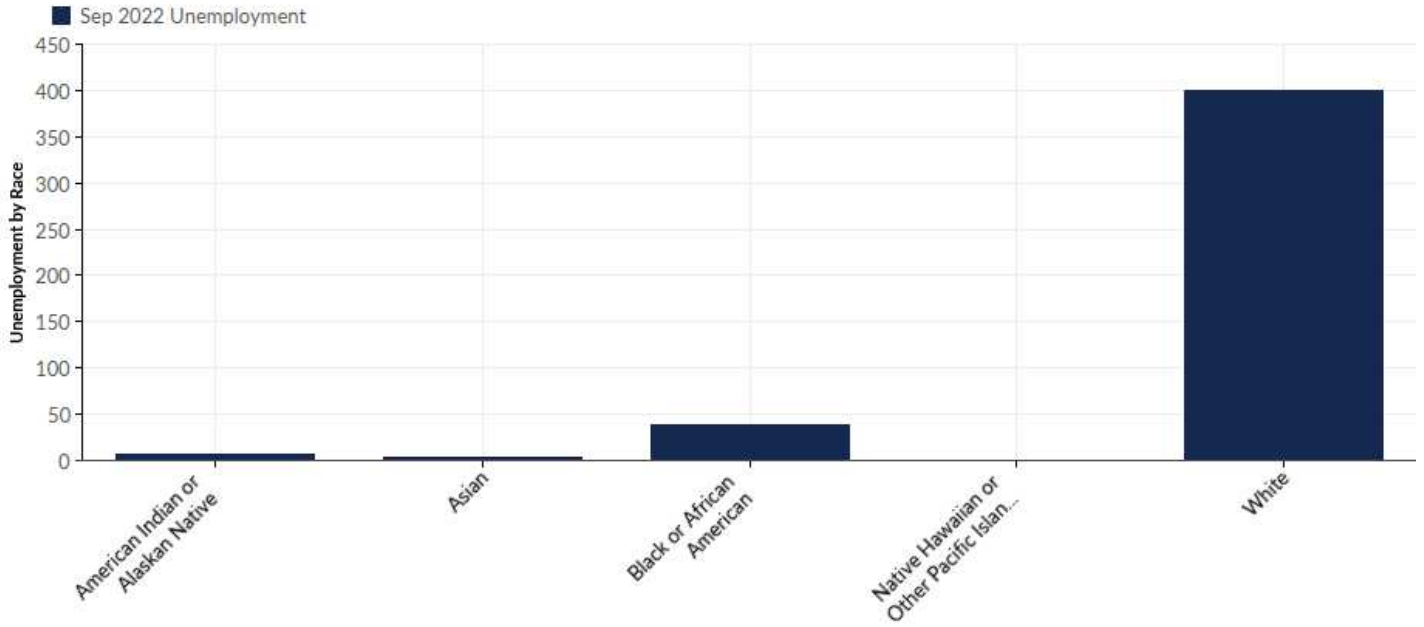
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	10	2.23%
22-24	17	3.79%
25-34	90	20.04%
35-44	108	24.05%
45-54	90	20.04%
55-59	51	11.36%
60-64	44	9.80%
65+	39	8.69%
Total	449	100.00%

## Unemployment by Gender



Gender	Unemployment (Sep 2022)	% of Unemployed
Females	189	42.09%
Males	260	57.91%
Total	449	100.00%

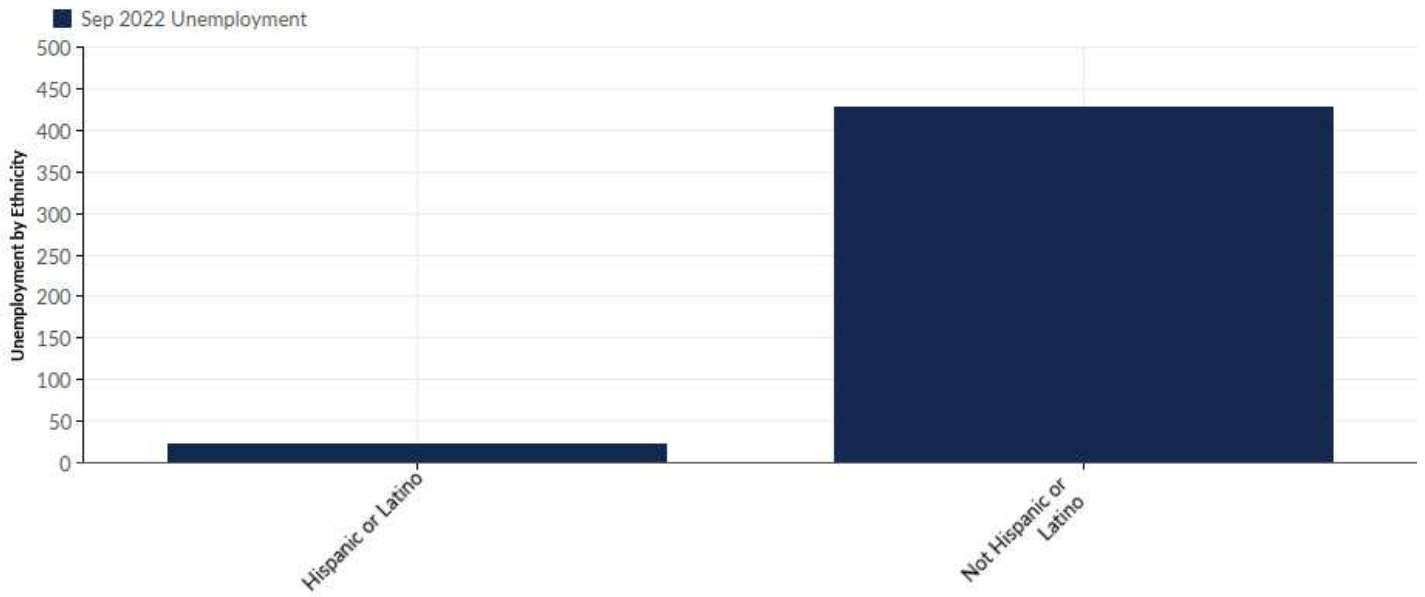
## Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	7	1.56%
Asian	3	0.67%
Black or African American	38	8.46%
Native Hawaiian or Other Pacific Islander	1	0.22%
White	400	89.09%
Total	449	100.00%



## Unemployment by Ethnicity

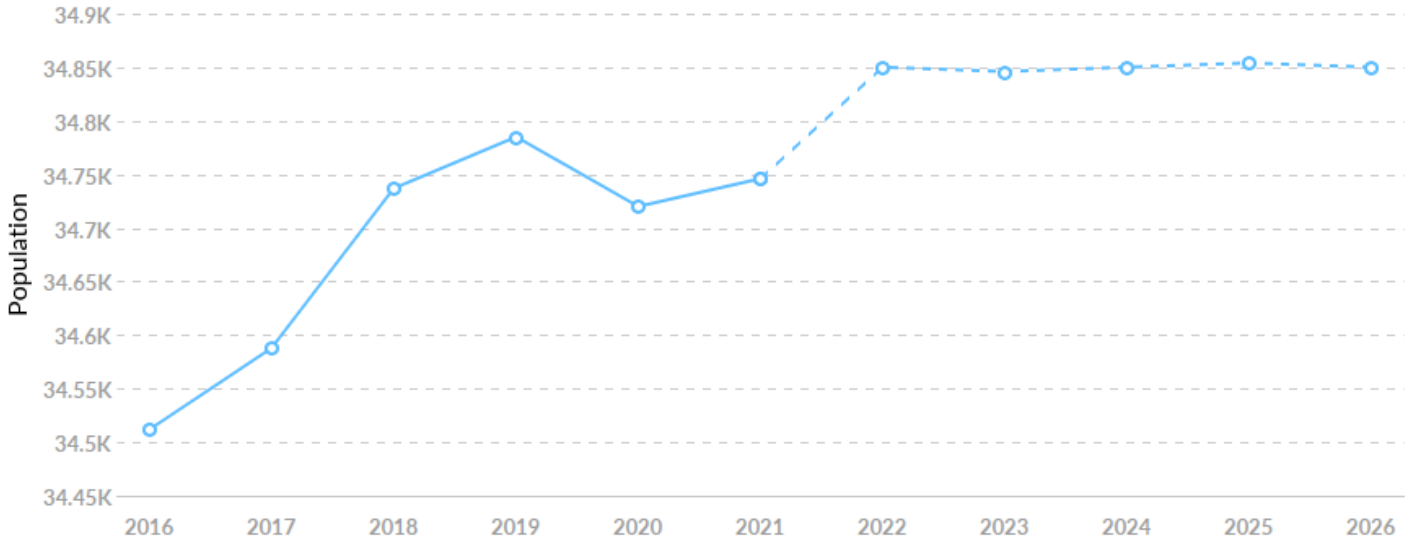


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	22	4.90%
Not Hispanic or Latino	427	95.10%
Total	449	100.00%

# Historic & Projected Trends

## Population Trends

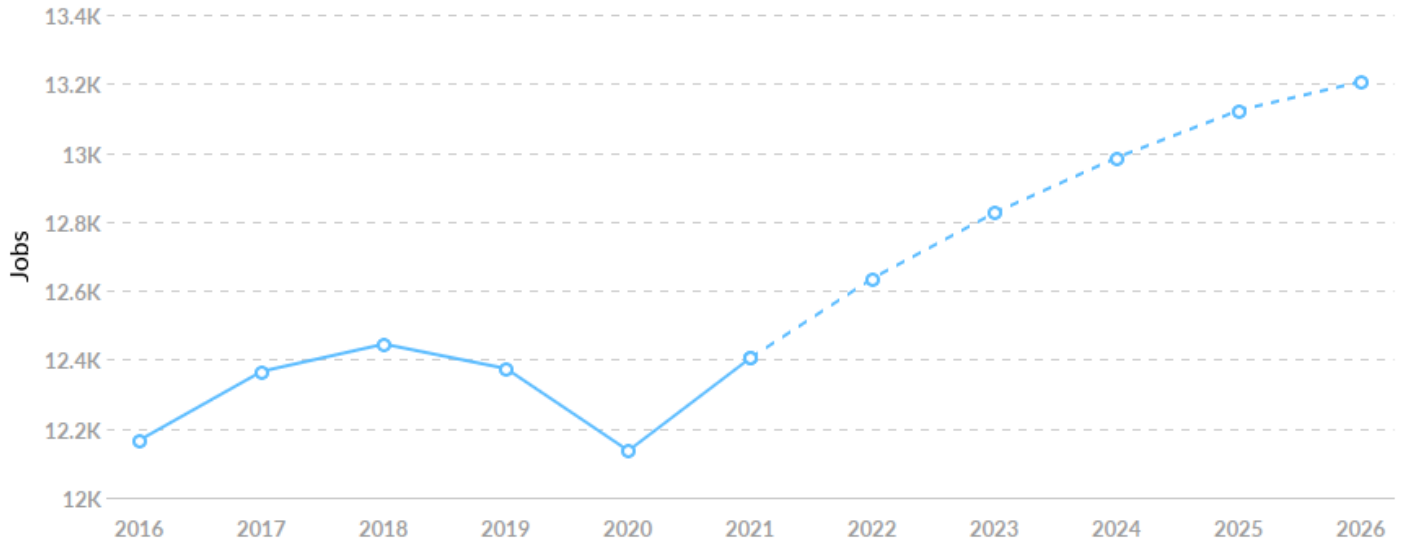
As of 2021 the region's population increased by 0.7% since 2016, growing by 234. Population is expected to increase by 0.3% between 2021 and 2026, adding 104.



Timeframe	Population
2016	34,512
2017	34,588
2018	34,737
2019	34,785
2020	34,720
2021	34,746
2022	34,850
2023	34,846
2024	34,850
2025	34,854
2026	34,850

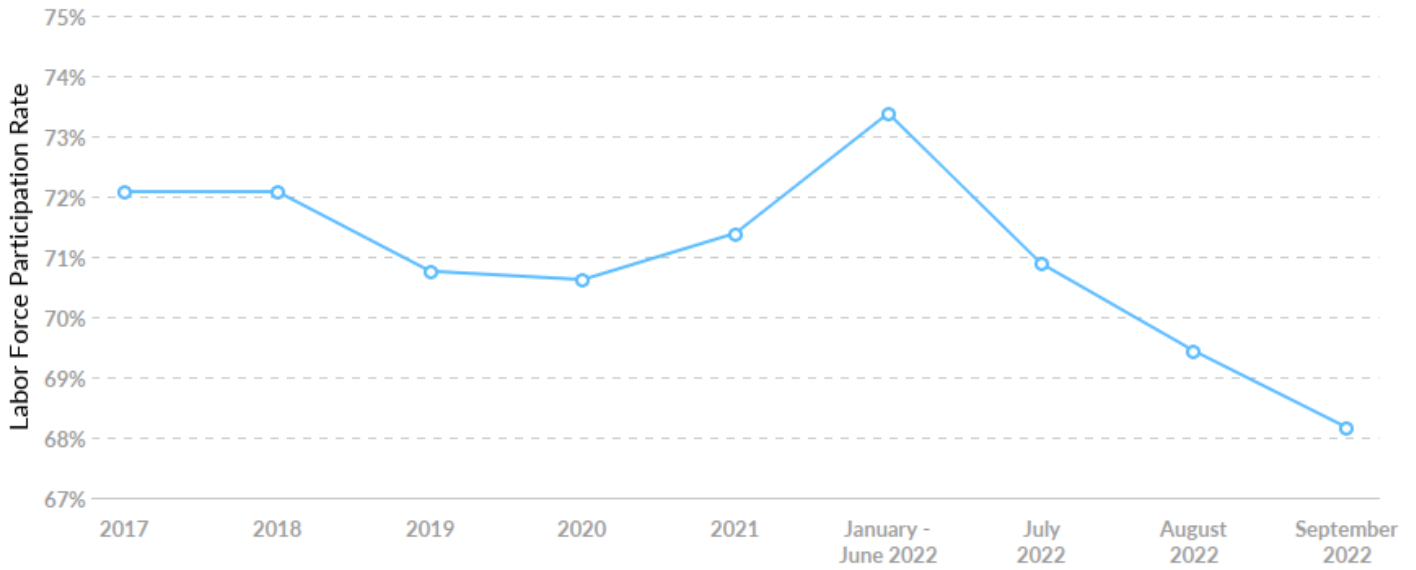
## Job Trends

From 2016 to 2021, jobs increased by 2.0% in Clark County from 12,167 to 12,405.



Timeframe	Jobs
2016	12,167
2017	12,366
2018	12,445
2019	12,374
2020	12,136
2021	12,405
2022	12,636
2023	12,826
2024	12,986
2025	13,123
2026	13,206

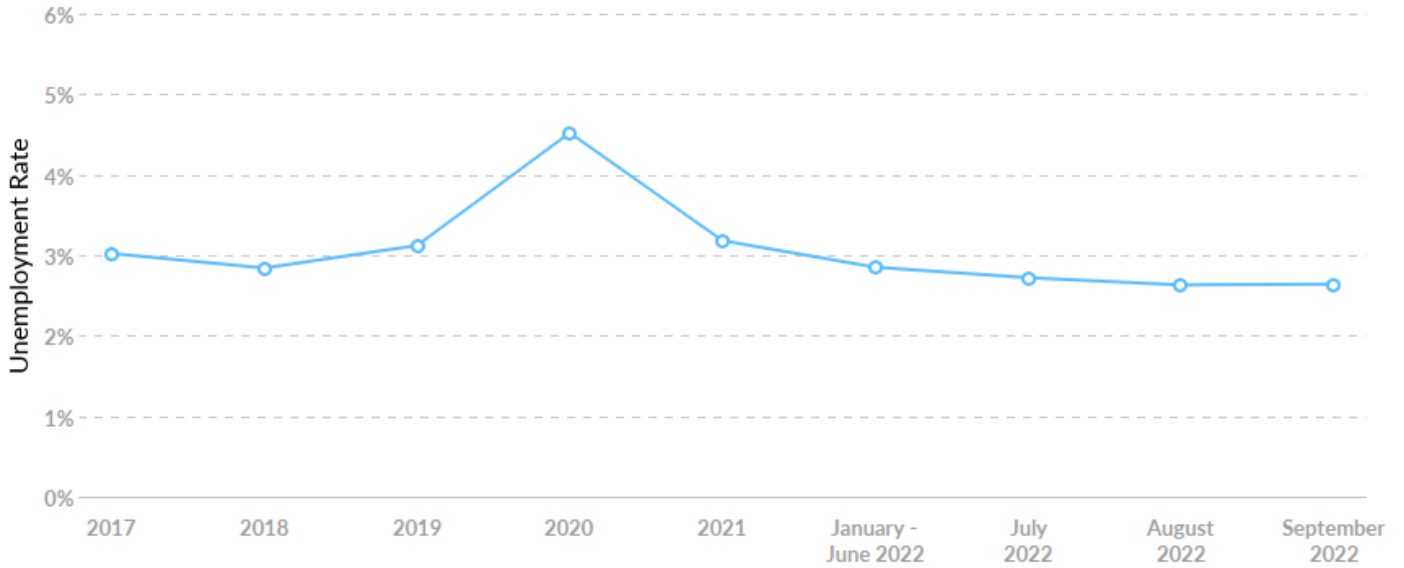
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	72.08%
2018	72.08%
2019	70.76%
2020	70.62%
2021	71.39%
January - June 2022	73.38%
July 2022	70.89%
August 2022	69.44%
September 2022	68.17%

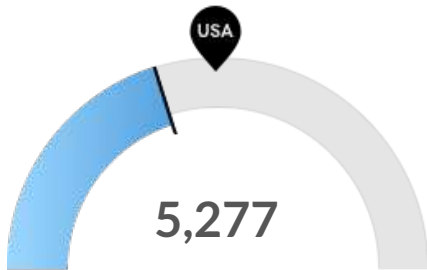
## Unemployment Rate Trends

Clark County had a September 2022 unemployment rate of 2.64%, **decreasing from 3.02%** 5 years before.



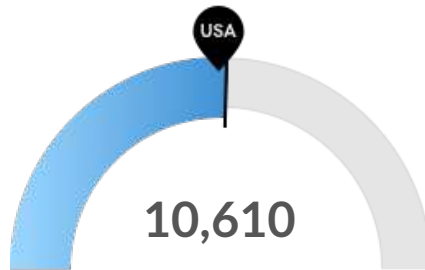
Timeframe	Unemployment Rate
2017	3.02%
2018	2.84%
2019	3.12%
2020	4.52%
2021	3.18%
January - June 2022	2.85%
July 2022	2.72%
August 2022	2.63%
September 2022	2.64%

## Population Characteristics



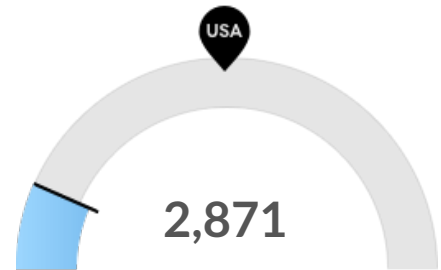
**Millennials**

Clark County has 5,277 millennials (ages 25-39). The national average for an area this size is 7,097.



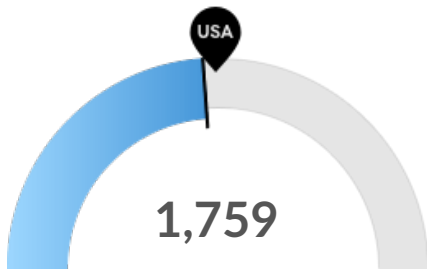
**Retiring Soon**

Retirement risk is about average in Clark County. The national average for an area this size is 10,328 people 55 or older, while there are 10,610 here.



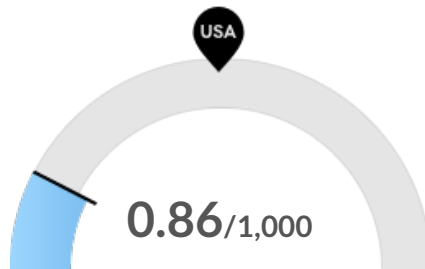
**Racial Diversity**

Racial diversity is low in Clark County. The national average for an area this size is 14,139 racially diverse people, while there are 2,871 here.



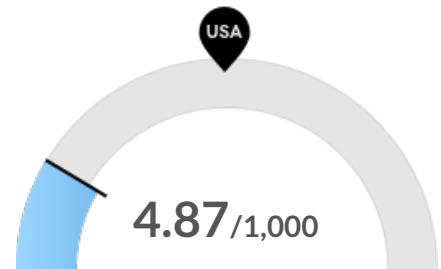
**Veterans**

Clark County has 1,759 veterans. The national average for an area this size is 1,879.



**Violent Crime**

Clark County has 0.86 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

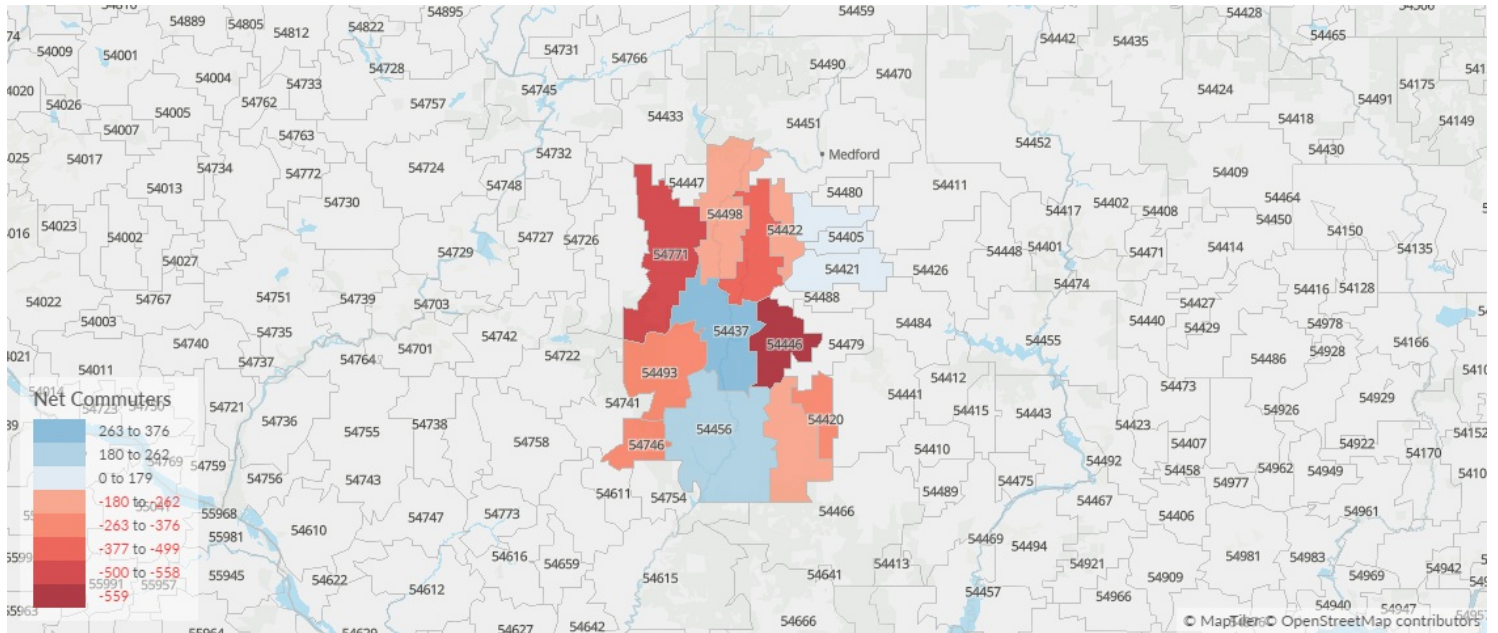


**Property Crime**

Clark County has 4.87 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 Clark County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2021 Employment
54456	Neillsville, WI, WI (in Cl...	2,506
54421	Colby, WI, WI (in Clark ...	1,694
54437	Greenwood, WI, WI (in ...	1,581
54405	Abbotsford, WI, WI (in ...	1,386
54771	Thorp, WI, WI (in Clark ...	1,287

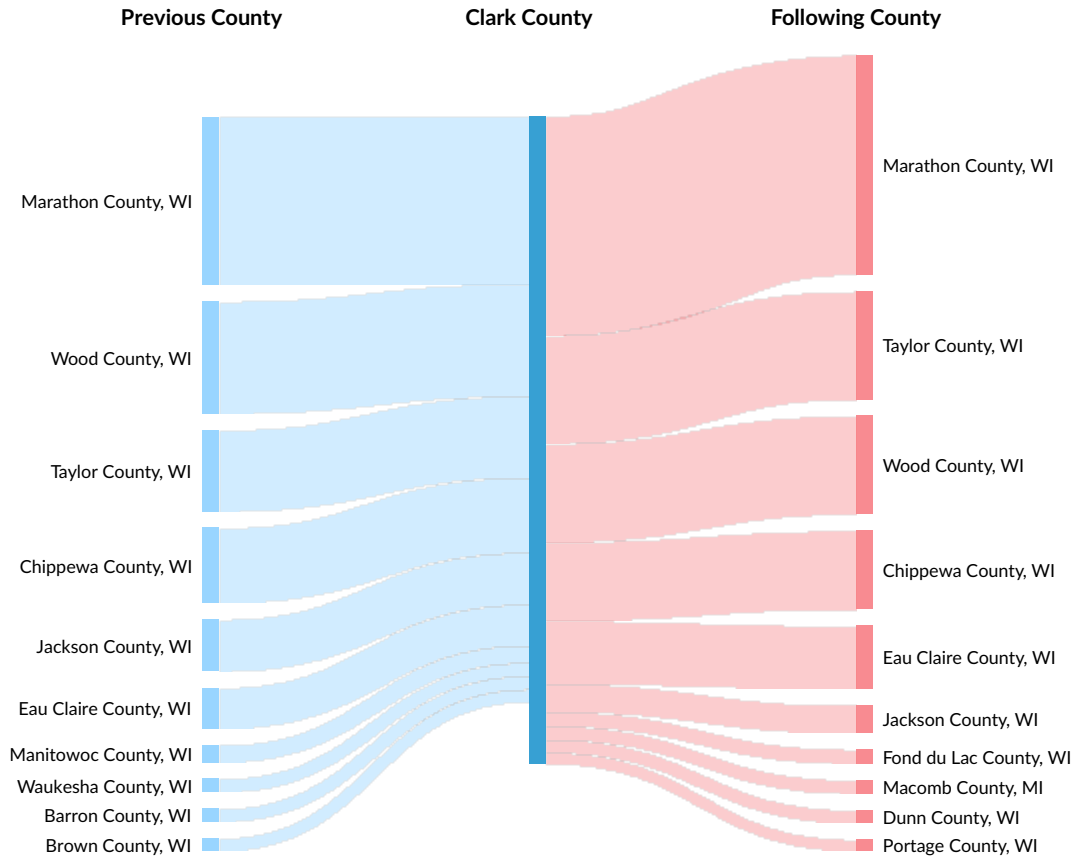
Where Talent Lives

ZIP	Name	2021 Workers
54456	Neillsville, WI, WI (in Cl...	2,313
54771	Thorp, WI, WI (in Clark ...	1,787
54421	Colby, WI, WI (in Clark ...	1,649
54405	Abbotsford, WI, WI (in ...	1,361
54437	Greenwood, WI, WI (in ...	1,259

# Inbound and Outbound Migration

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

As of 2020, 220 people have migrated from Marathon County, WI to Clark County. In the same year, 288 people left Clark County migrating to Marathon County, WI. The total Net Migration for Clark County in 2020 was -99.



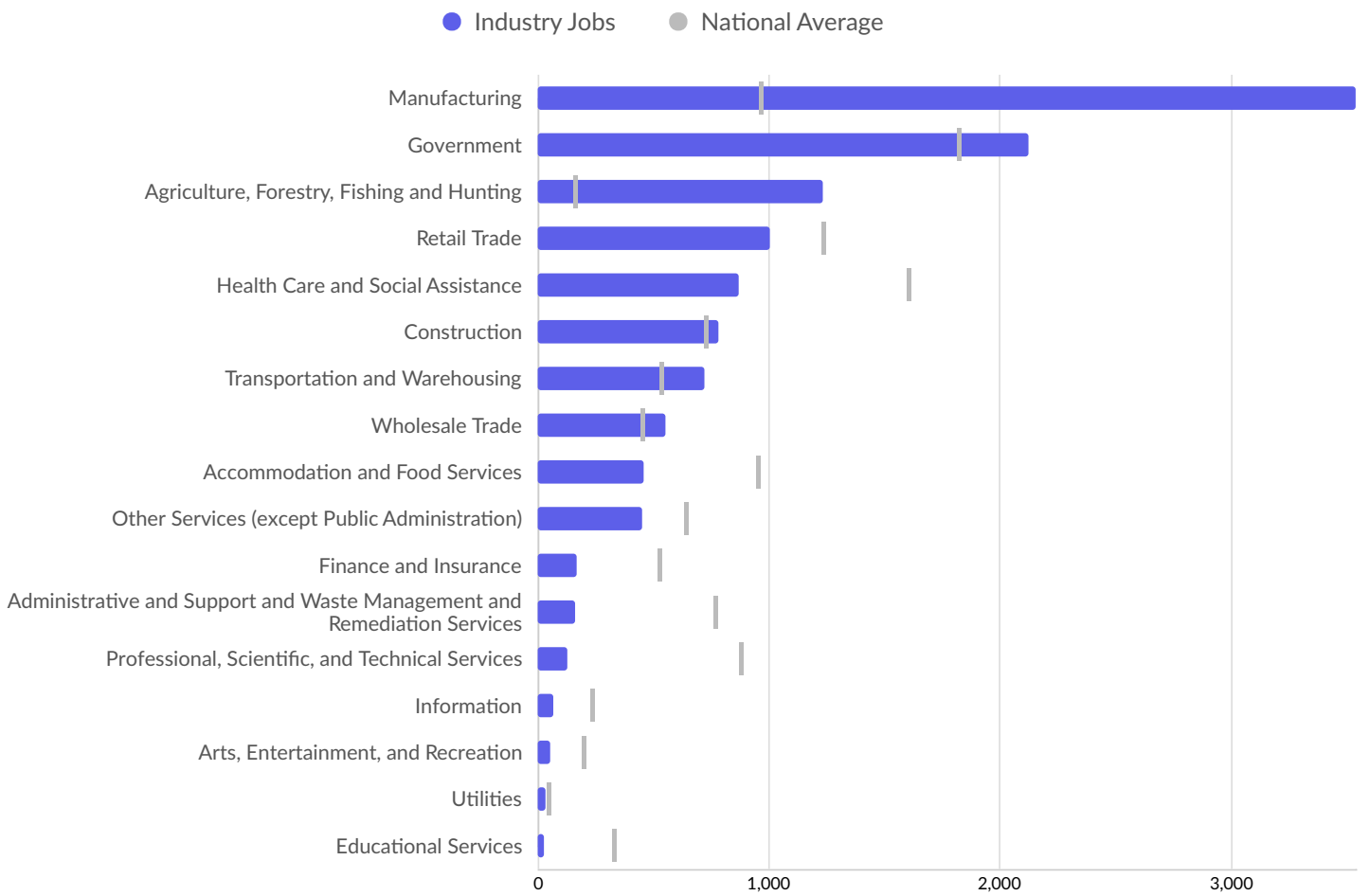
Top Previous Counties	Migrations
Marathon County, WI	220
Wood County, WI	147
Taylor County, WI	107
Chippewa County, WI	99
Jackson County, WI	68
Eau Claire County, WI	54



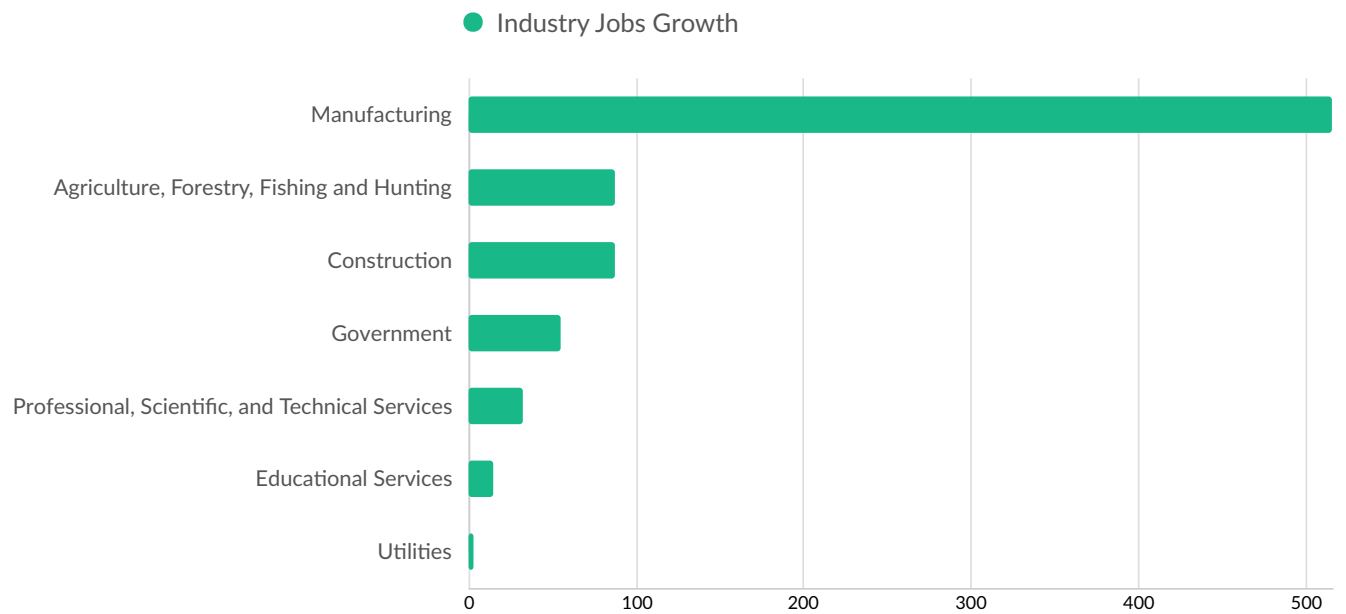
<b>Top Previous Counties</b>	<b>Migrations</b>
Manitowoc County, WI	23
Waukesha County, WI	18
Barron County, WI	17
Brown County, WI	17
Dane County, WI	15
Trempealeau County, WI	14
Ramsey County, MN	13
Marinette County, WI	12
Winnebago County, WI	12
<b>Top Following Counties</b>	<b>Migrations</b>
Marathon County, WI	288
Taylor County, WI	142
Wood County, WI	129
Chippewa County, WI	103
Eau Claire County, WI	83
Jackson County, WI	36
Fond du Lac County, WI	19
Macomb County, MI	18
Dunn County, WI	17
Portage County, WI	15
Trempealeau County, WI	14
Hennepin County, MN	14
Waukesha County, WI	13
Bedford County, PA	11
Rock County, WI	10

# Industry Characteristics

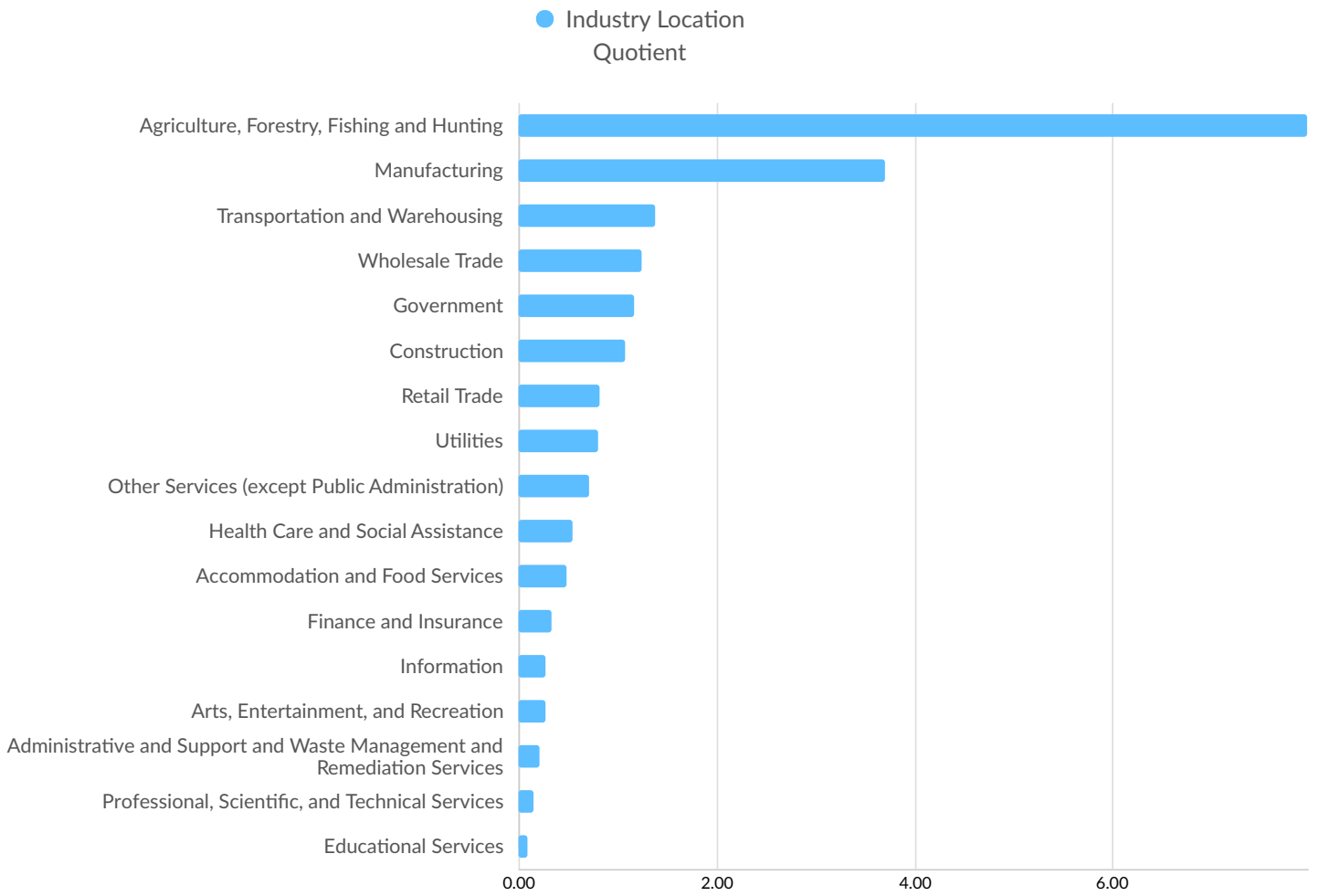
## Largest Industries



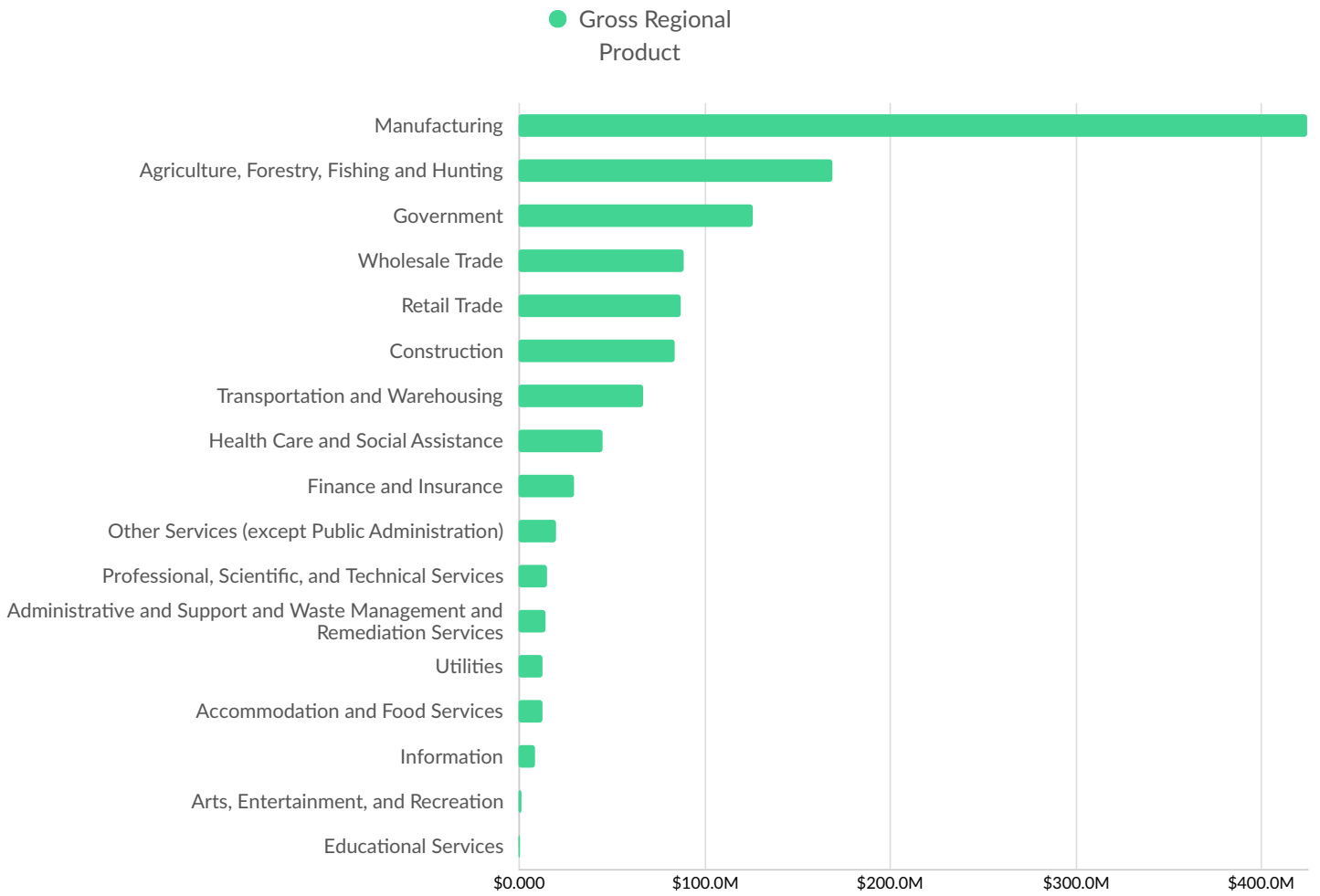
## Top Growing Industries



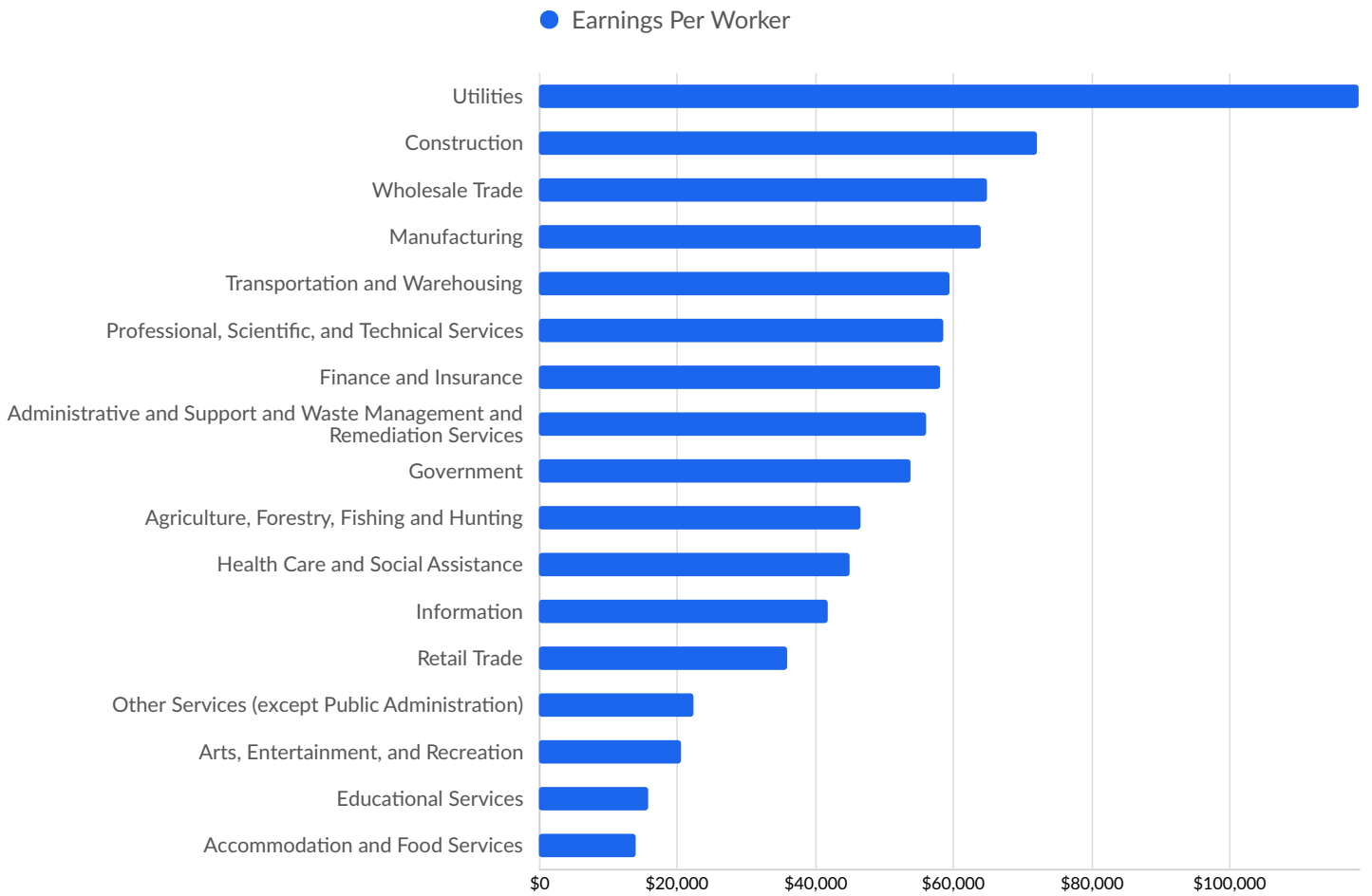
## Top Industry Location Quotient



## Top Industry GRP



## Top Industry Earnings



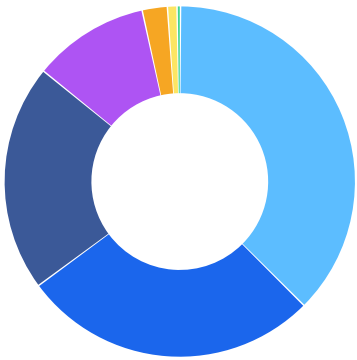
## Business Characteristics

### 1,299 Companies Employ Your Workers

Online profiles for your workers mention 1,299 companies as employers, with the top 10 appearing below. In the last 12 months, 172 companies in Clark County posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	141 	Ashley Furniture	79 
Grassland Dairy Products	71 	Marshfield Clinic	72 
Clark County, Wi	54 	Kwik Trip	67 
Cummins	43 	Citigroup	56 
Ministry Health Care	29 	Beaver Dam Community Hospit...	48 
Memorial Health System	27 	Cummins	34 
Colby School District	26 	Kerry	32 
Nestlé	25 	Abbyland Foods	28 
Kerry	24 	CareInHomes	28 
Citizens State Bank Of Loyal	23 	Mayville Engineering Company	22 

## Business Size



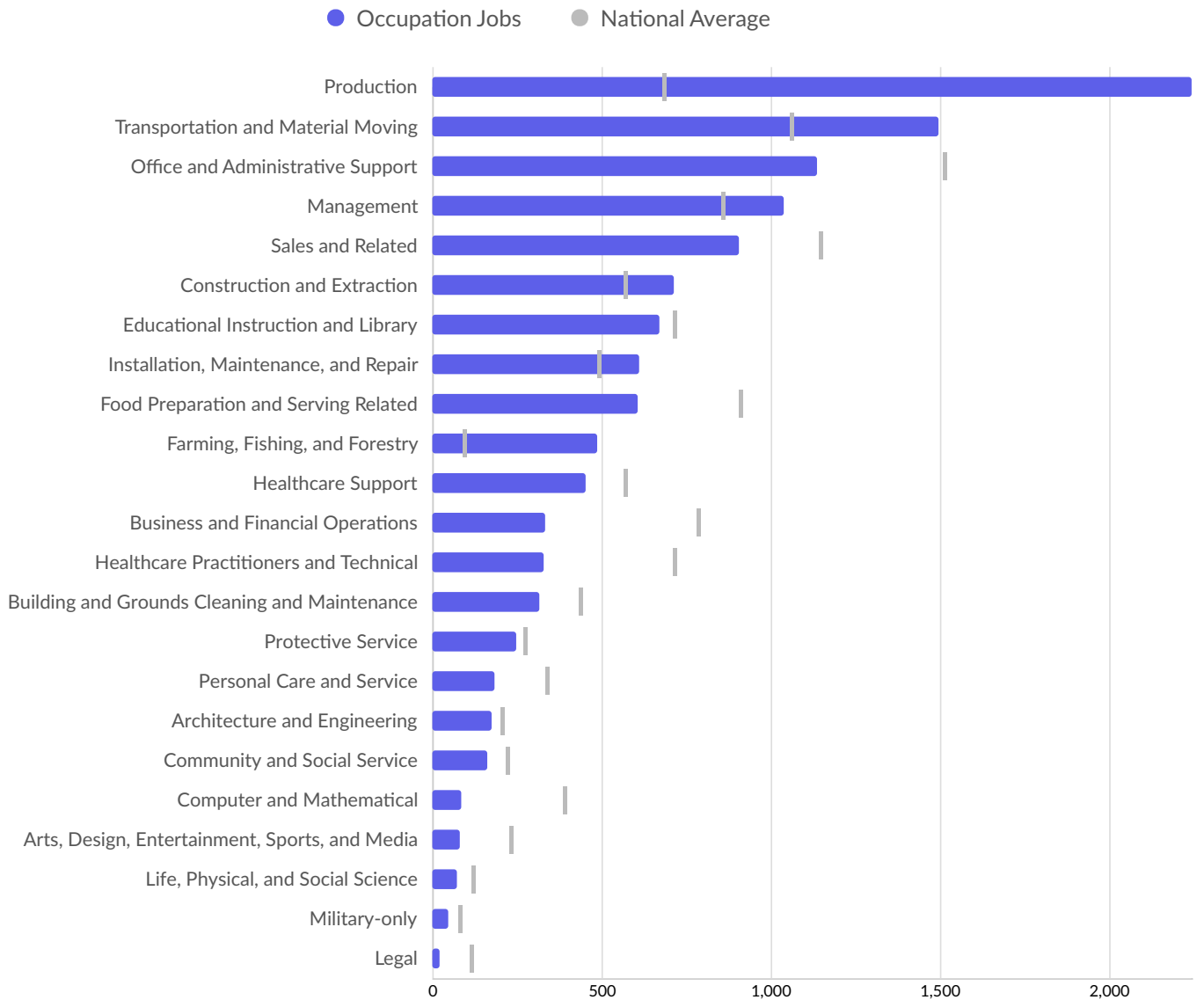
	Percentage	Business Count
1 to 4 employees	37.4%	468
5 to 9 employees	27.4%	343
10 to 19 employees	20.9%	262
20 to 49 employees	10.7%	134
50 to 99 employees	2.3%	29
100 to 249 employees	0.9%	11
250 to 499 employees	0.3%	4

*\*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.*

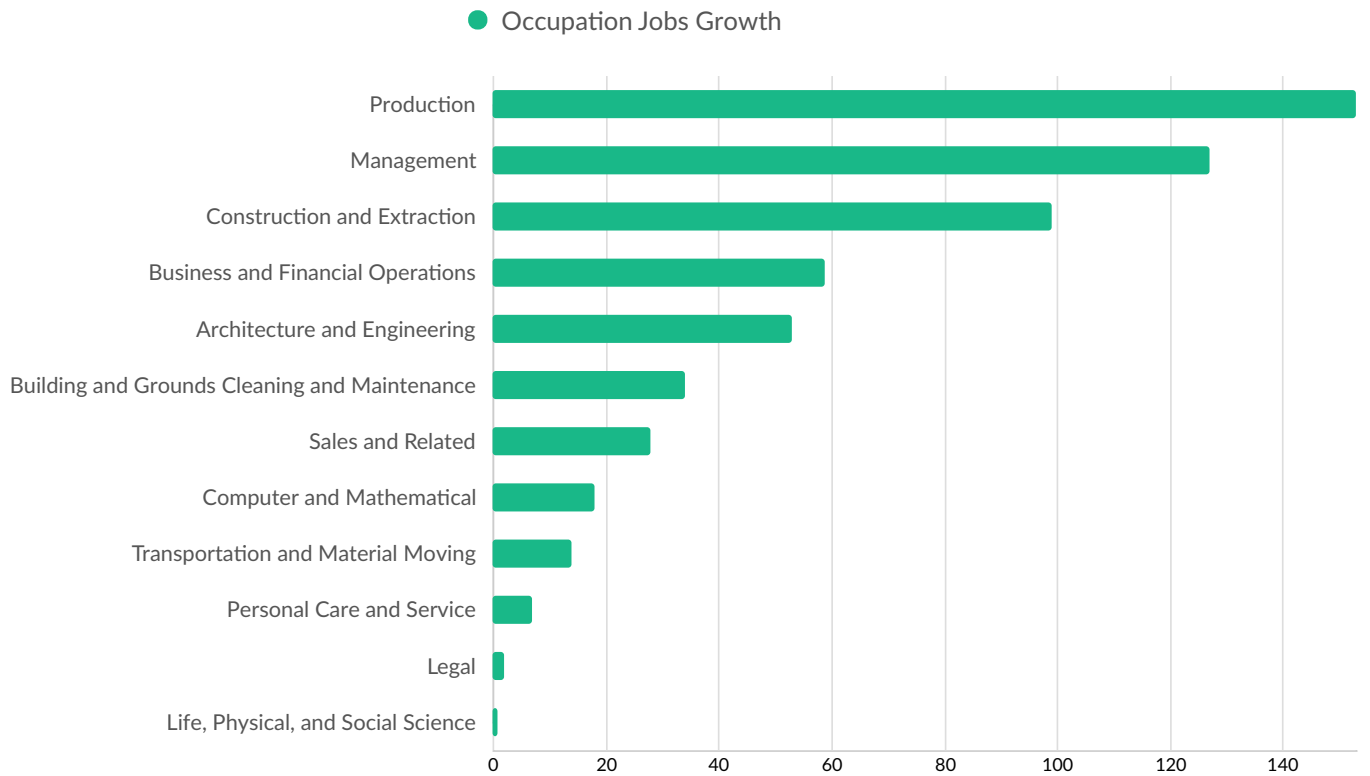


# Workforce Characteristics

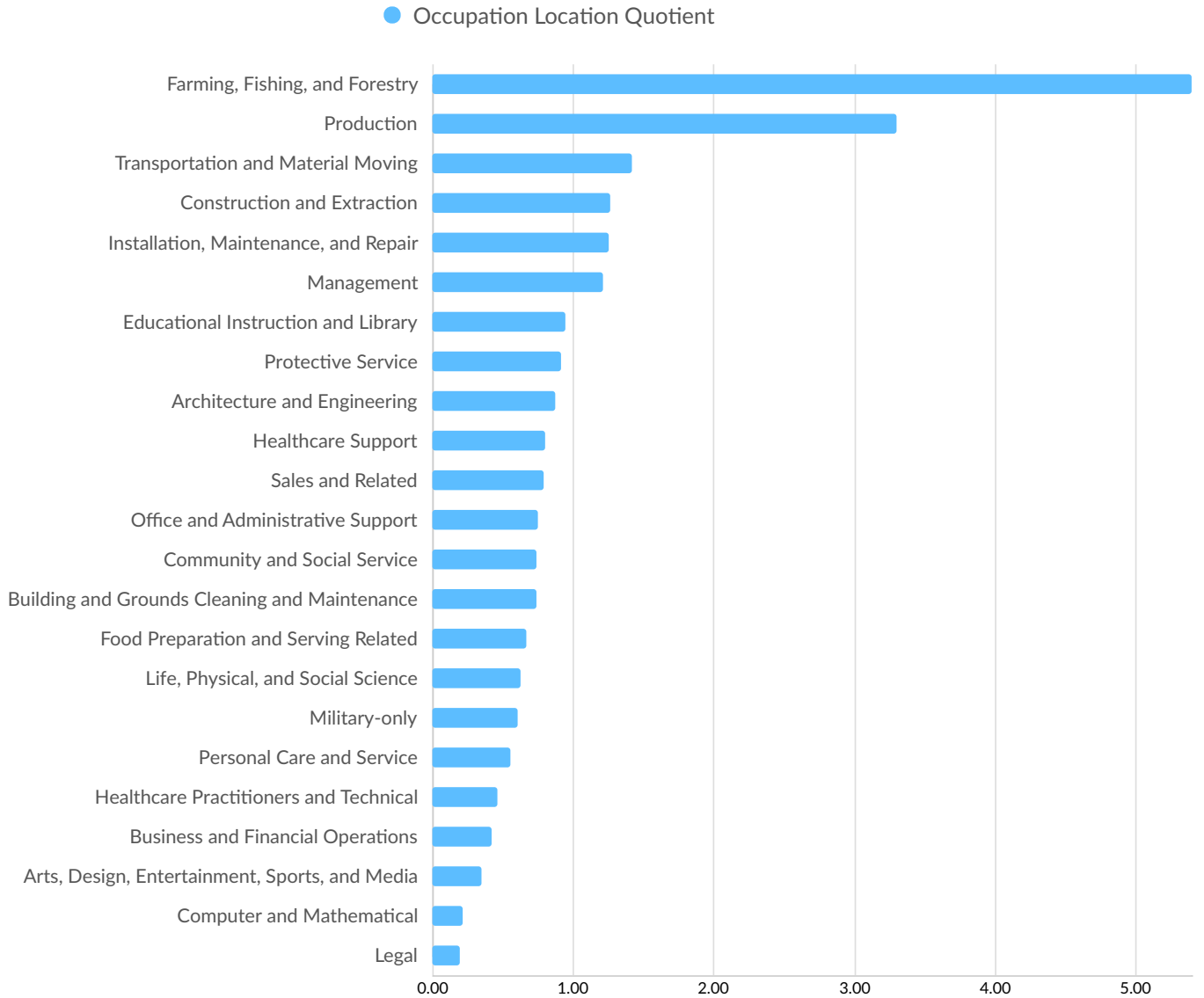
## Largest Occupations



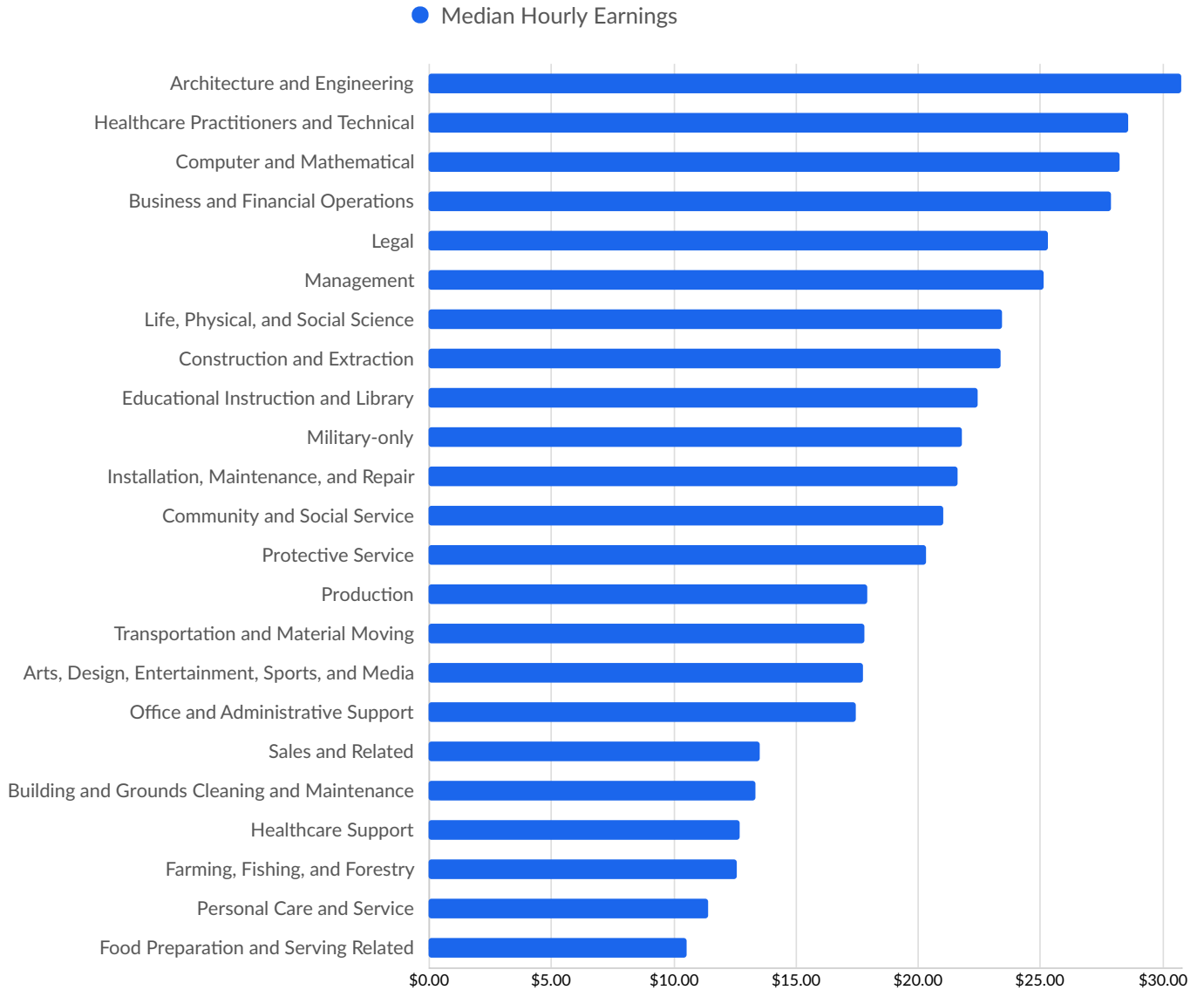
## Top Growing Occupations



## Top Occupation Location Quotient

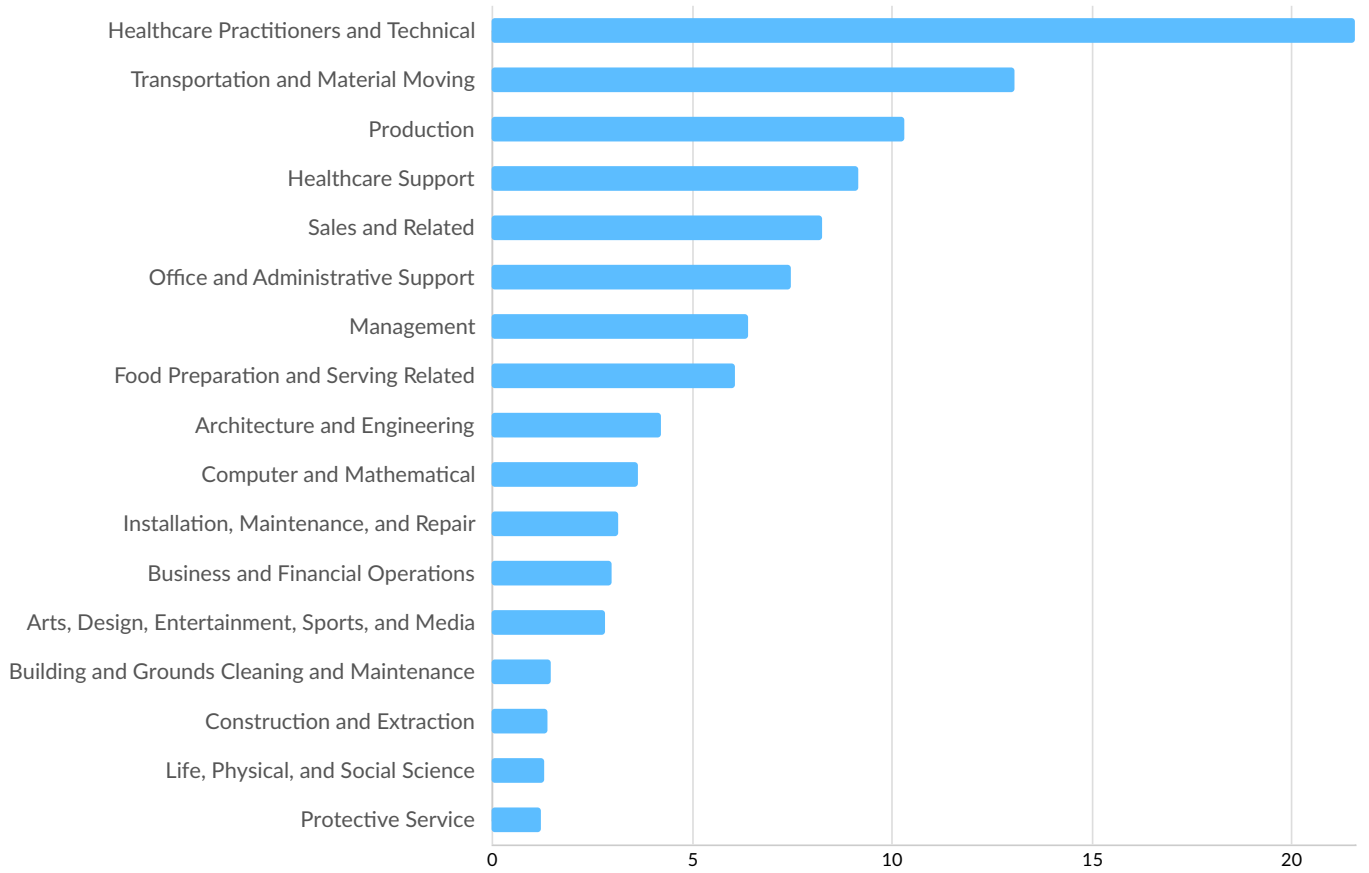


## Top Occupation Earnings

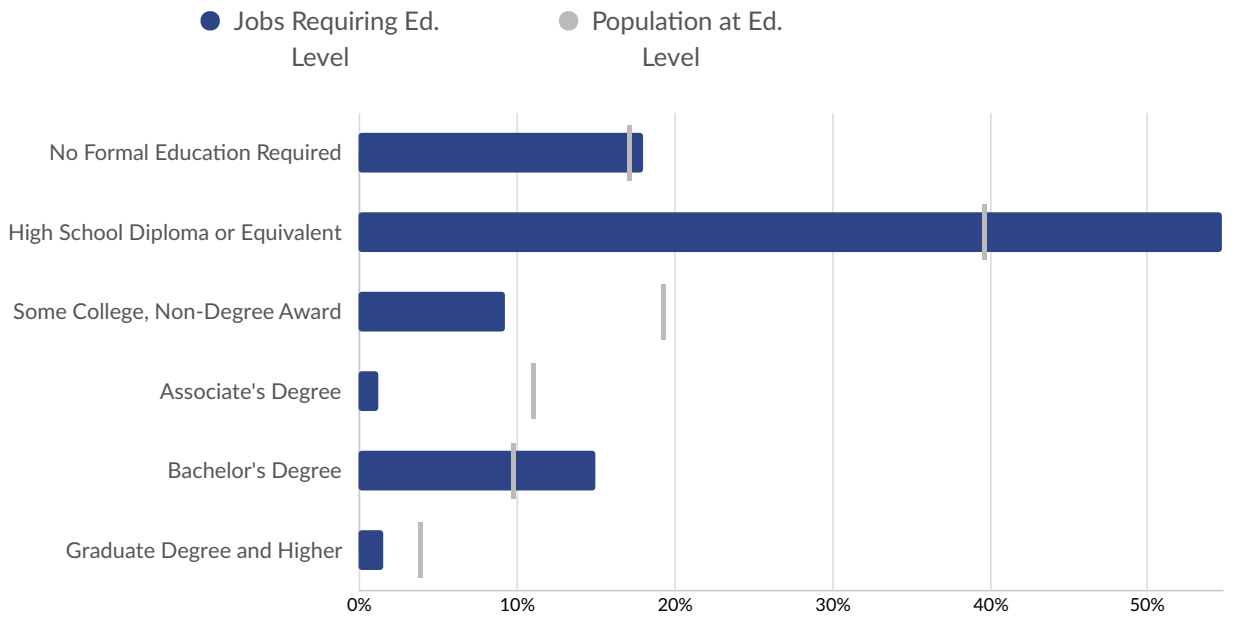


## Top Posted Occupations

● Unique Average Monthly Postings



## Underemployment



## Educational Pipeline

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

## In-Demand Skills

