



wda6

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Economy Overview

411,694

Population (2018)

Population decreased by 1,766 over the last 5 years and is projected to decrease by 228 over the next 5 years.

216,472

Jobs (2018)

Jobs grew by 4,572 over the last 5 years and are projected to grow by 4,050 over the next 5 years.

\$50.6K

Avg. Earnings Per Job (2018)

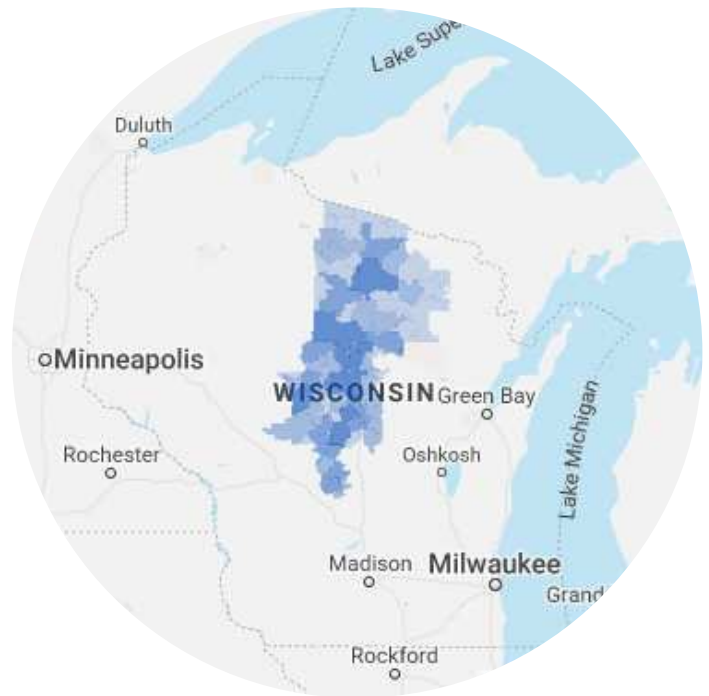
Regional average earnings per job are \$14.2K below the national average earnings of \$64.7K per job.

As of 2018 the region's population declined by 0.4% since 2013, falling by 1,766. Population is expected to decrease by 0.1% between 2018 and 2023, losing 228.

From 2013 to 2018, jobs increased by 2.2% in wda6 from 211,900 to 216,472. This change fell short of the national growth rate of 7.4% by 5.2%. As the number of jobs increased, the labor force participation rate increased from 63.7% to 64.4% between 2013 and 2018.

Concerning educational attainment, 15.0% of the selected regions' residents possess a Bachelor's Degree (3.6% below the national average), and 10.8% hold an Associate's Degree (2.8% above the national average).

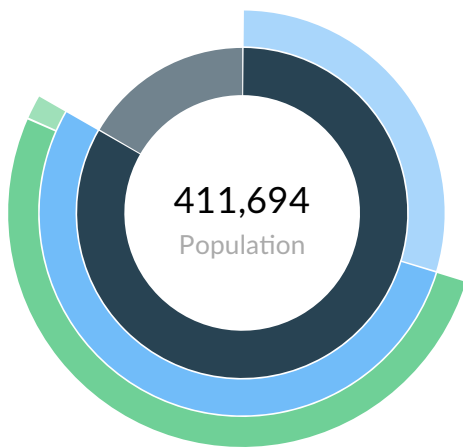
The top three industries in 2018 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.



	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	411,694	220,943	216,472	99.7	\$20.57B	\$25.76B	\$24.94B
grownorth	194,529	104,635	84,562	100.7	\$7.35B	\$12.18B	\$9.70B
Eau Claire County, WI	104,183	60,294	62,856	98.6	\$5.63B	\$5.68B	\$6.02B

Economy Overview - Cont.

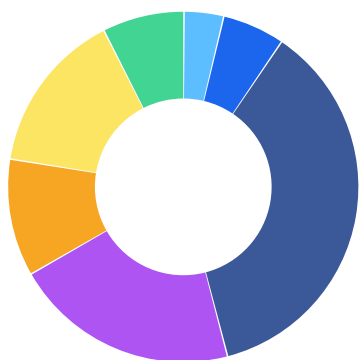
2018 Labor Force Breakdown



	Population
● Total Working Age Population	342,887
● Not in Labor Force (15+)	121,944
● Labor Force	220,943
● Employed	213,740
● Unemployed	7,203
● Under 15	68,807

Educational Attainment

Concerning educational attainment, **15.0%** of the selected regions' residents possess a **Bachelor's Degree** (3.6% below the national average), and **10.8%** hold an **Associate's Degree** (2.8% above the national average).

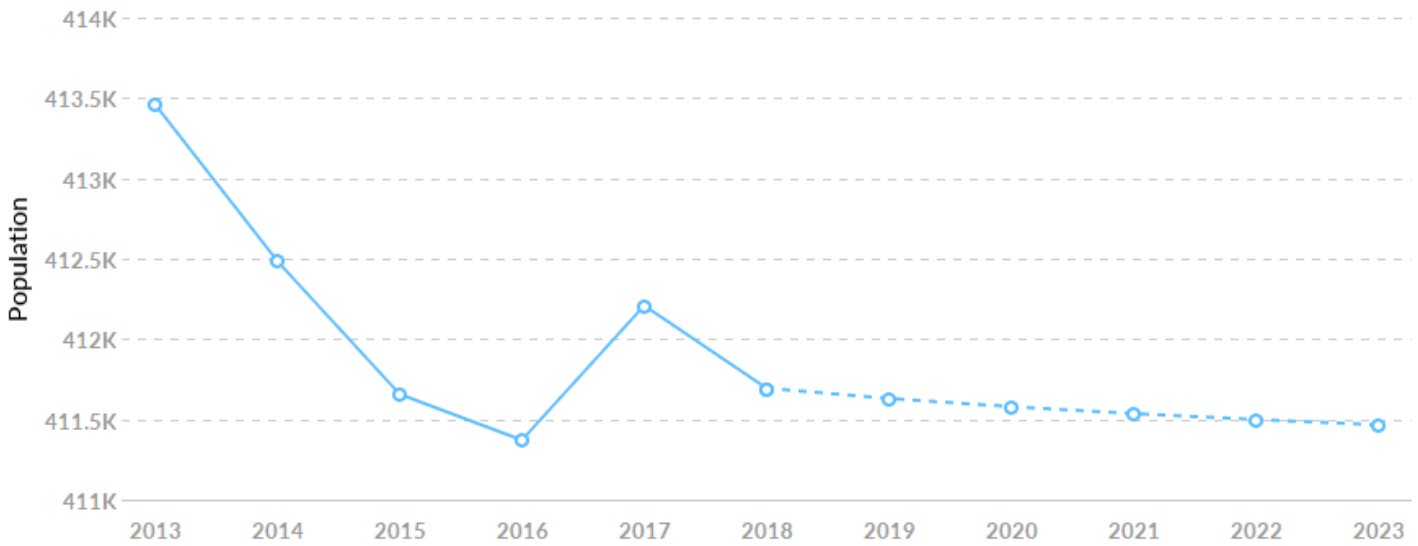


	% of Population	Population
● Less Than 9th Grade	3.7%	10,689
● 9th Grade to 12th Grade	5.8%	16,863
● High School Diploma	36.4%	106,691
● Some College	20.8%	60,868
● Associate's Degree	10.8%	31,675
● Bachelor's Degree	15.0%	43,873
● Graduate Degree and Higher	7.5%	22,081

Historic & Projected Trends

Population Trends

As of 2018 the region's population declined by 0.4% since 2013, falling by 1,766. Population is expected to decrease by 0.1% between 2018 and 2023, losing 228.

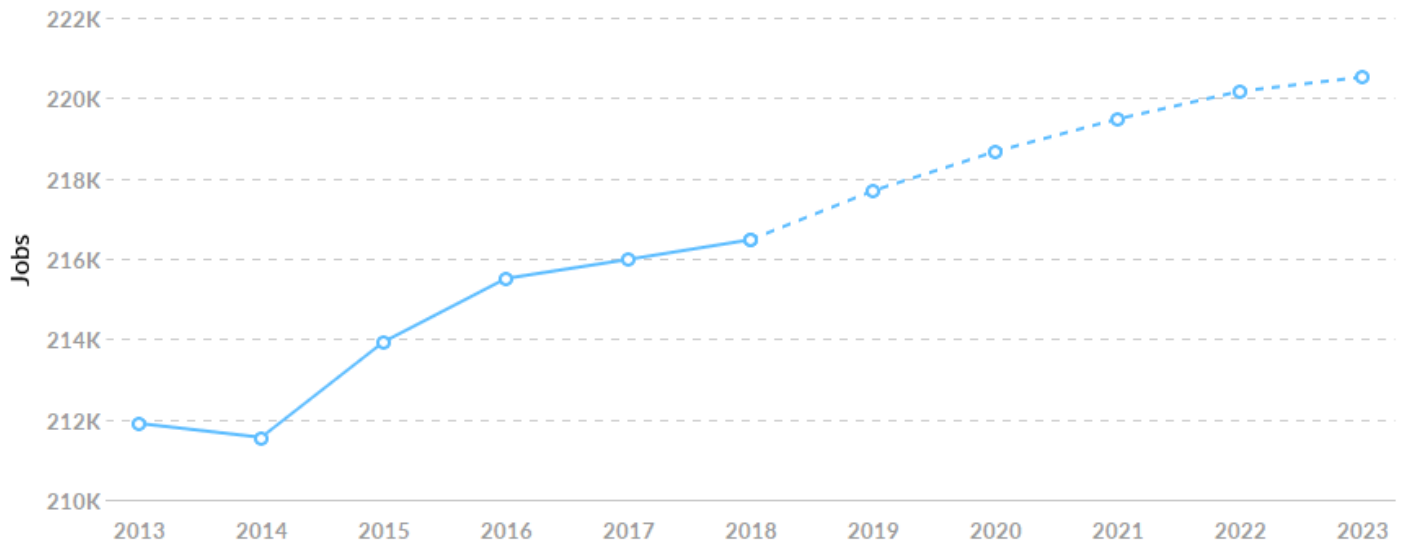


Timeframe	Population
2013	413,460
2014	412,485
2015	411,657
2016	411,371
2017	412,208
2018	411,694
2019	411,630
2020	411,579
2021	411,536
2022	411,499
2023	411,466

Historic & Projected Trends - Cont.

Job Trends

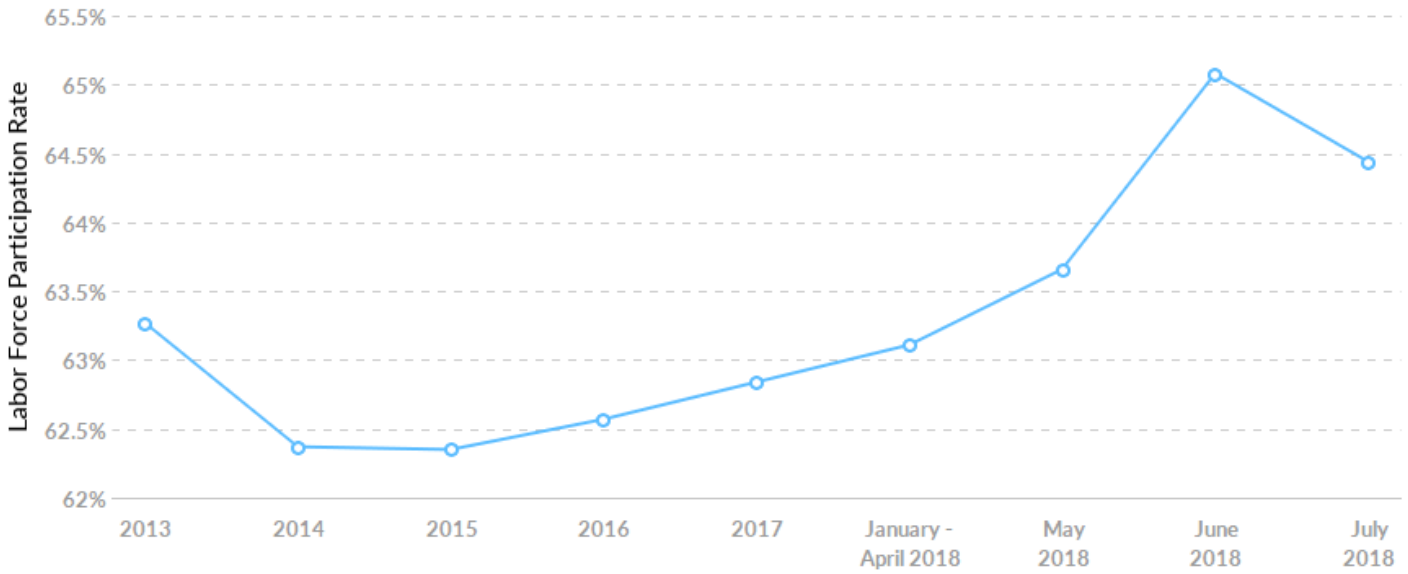
From 2013 to 2018, jobs increased by 2.2% in wda6 from 211,900 to 216,472. This change fell short of the national growth rate of 7.4% by 5.2%.



Timeframe	Jobs
2013	211,900
2014	211,552
2015	213,929
2016	215,507
2017	215,982
2018	216,472
2019	217,690
2020	218,667
2021	219,477
2022	220,167
2023	220,521

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

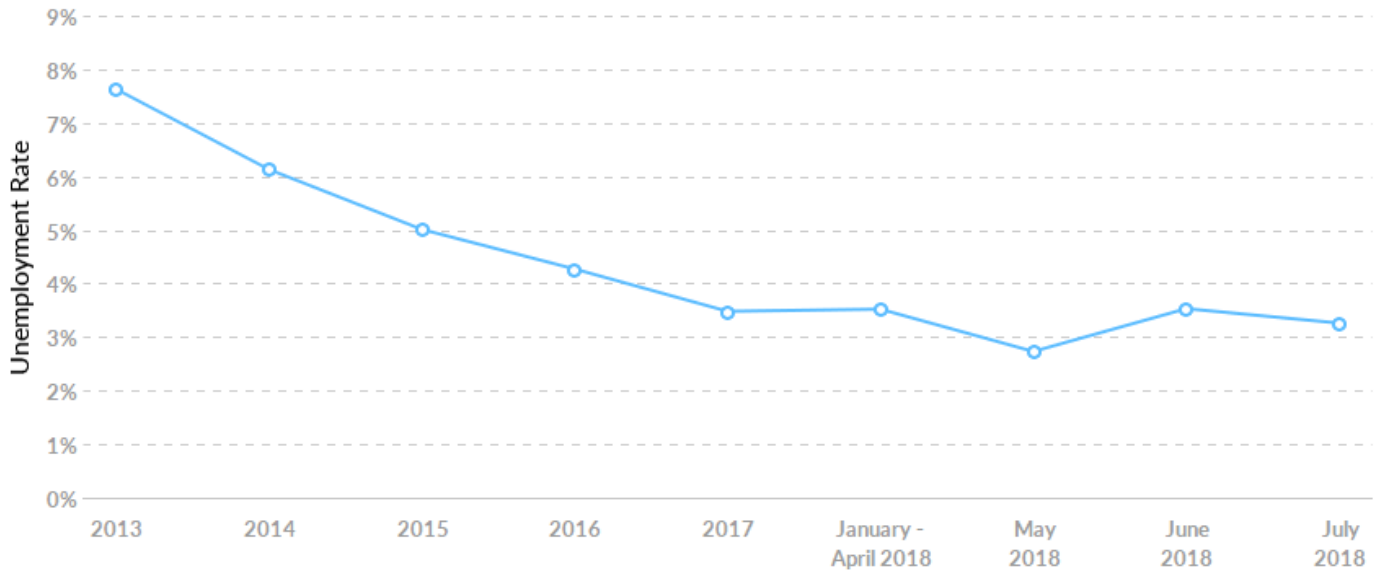


Timeframe	Labor Force Participation Rate
2013	63.27%
2014	62.37%
2015	62.35%
2016	62.57%
2017	62.84%
January - April 2018	63.11%
May 2018	63.66%
June 2018	65.08%
July 2018	64.44%

Historic & Projected Trends - Cont.

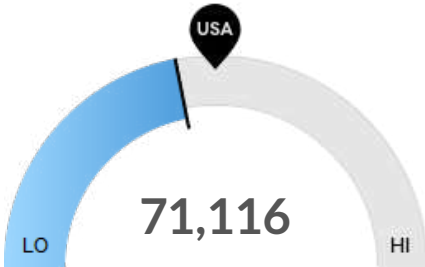
Unemployment Rate Trends

Your areas had a July 2018 unemployment rate of 3.26%, **decreasing from 7.63%** 5 years before.



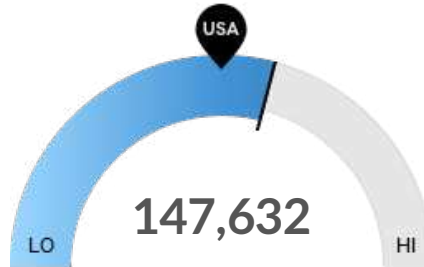
Timeframe	Unemployment Rate
2013	7.63%
2014	6.13%
2015	5.01%
2016	4.27%
2017	3.48%
January - April 2018	3.52%
May 2018	2.73%
June 2018	3.53%
July 2018	3.26%

Population Characteristics



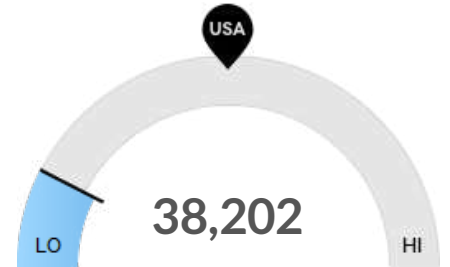
Millennials

Your area has 71,116 millennials (ages 20-34). The national average for an area this size is 85,374.



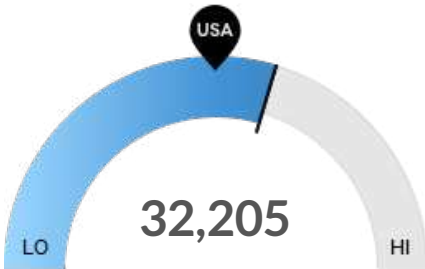
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 117,510 people 55 or older, while there are 147,632 here.



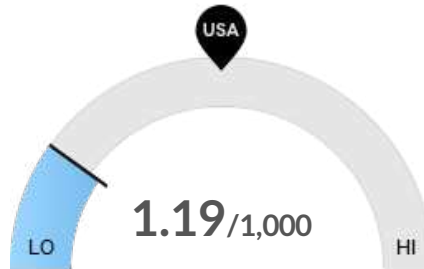
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 161,882 racially diverse people, while there are 38,202 here.



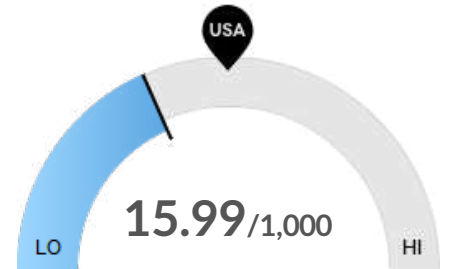
Veterans

Your area has 32,205 veterans. The national average for an area this size is 24,849.



Violent Crime

Your area has 1.19 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



Property Crime

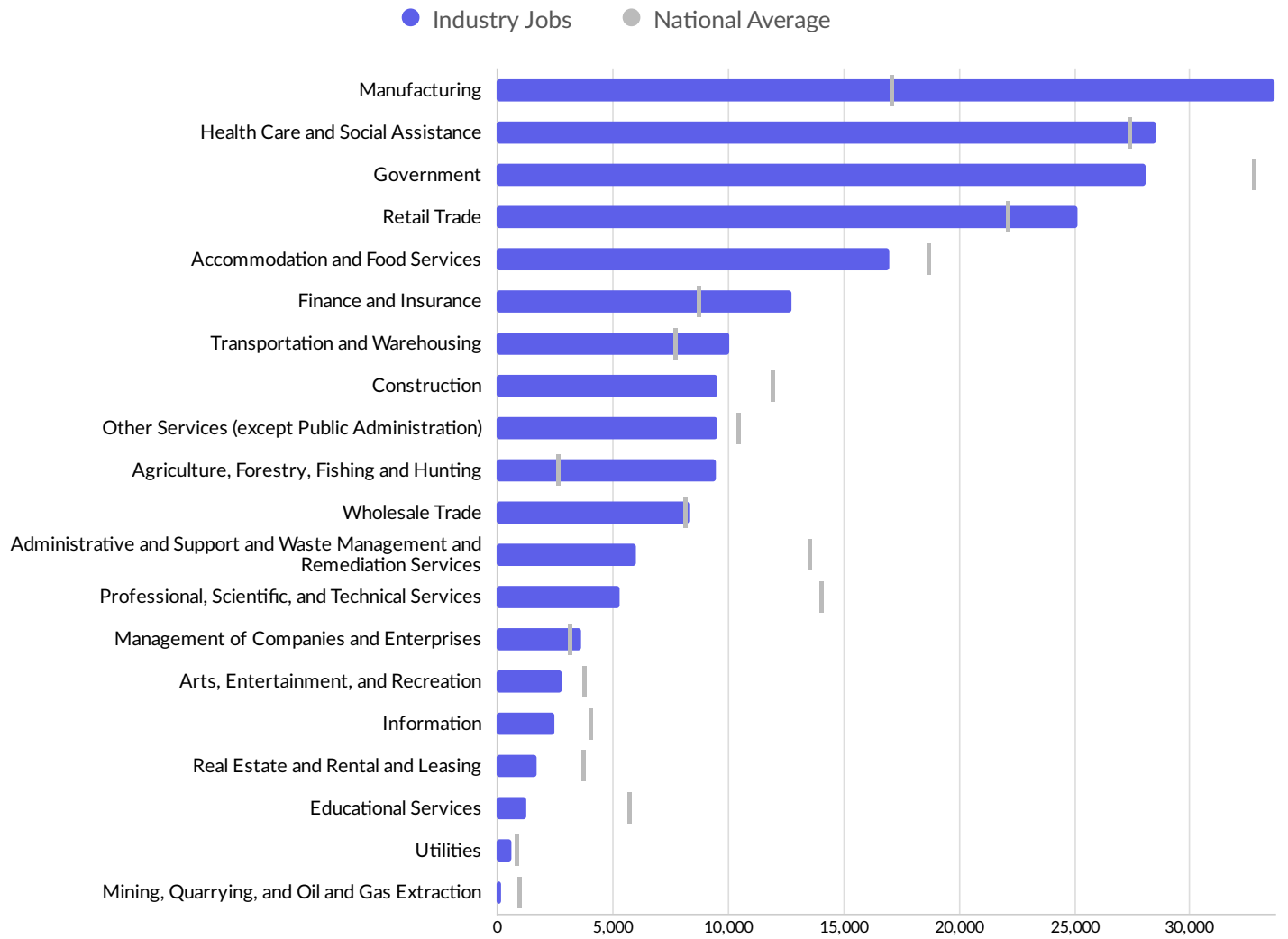
Your area has 15.99 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

Reliable Commuting Information Is Not Available

Reliable commuting information is not available in your area because there are too few jobs.

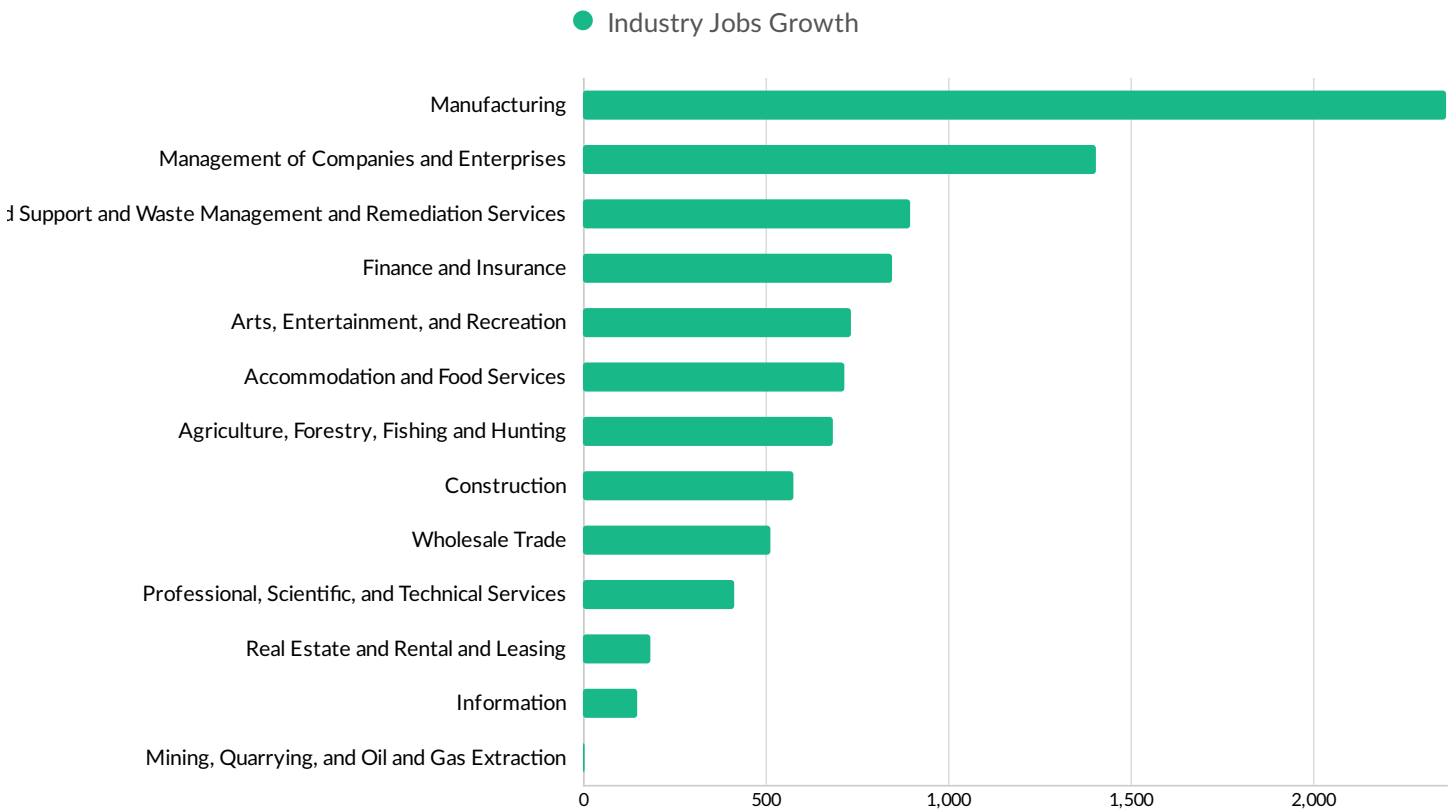
Industry Characteristics

Largest Industries



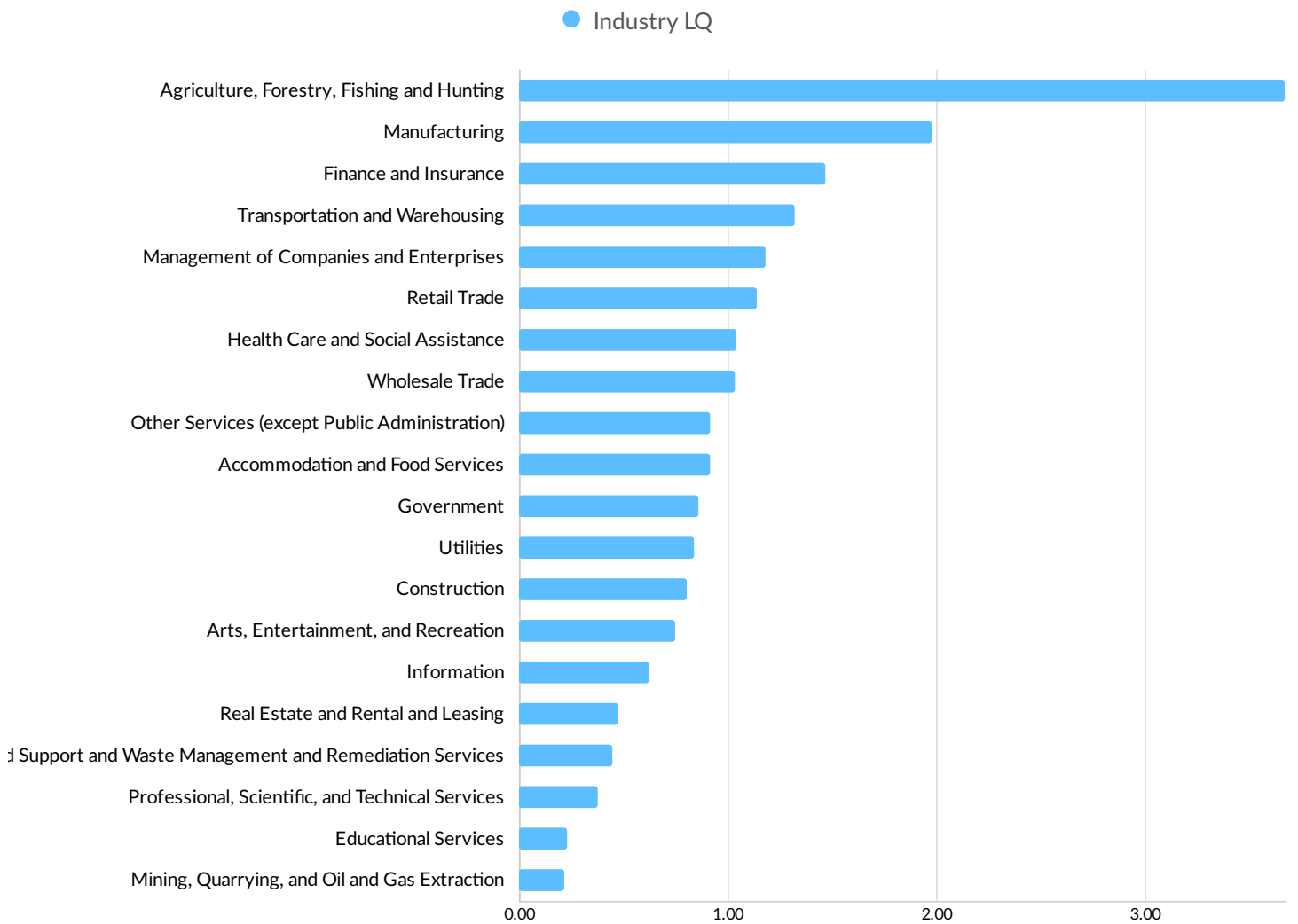
Industry Characteristics - Cont.

Top Growing Industries



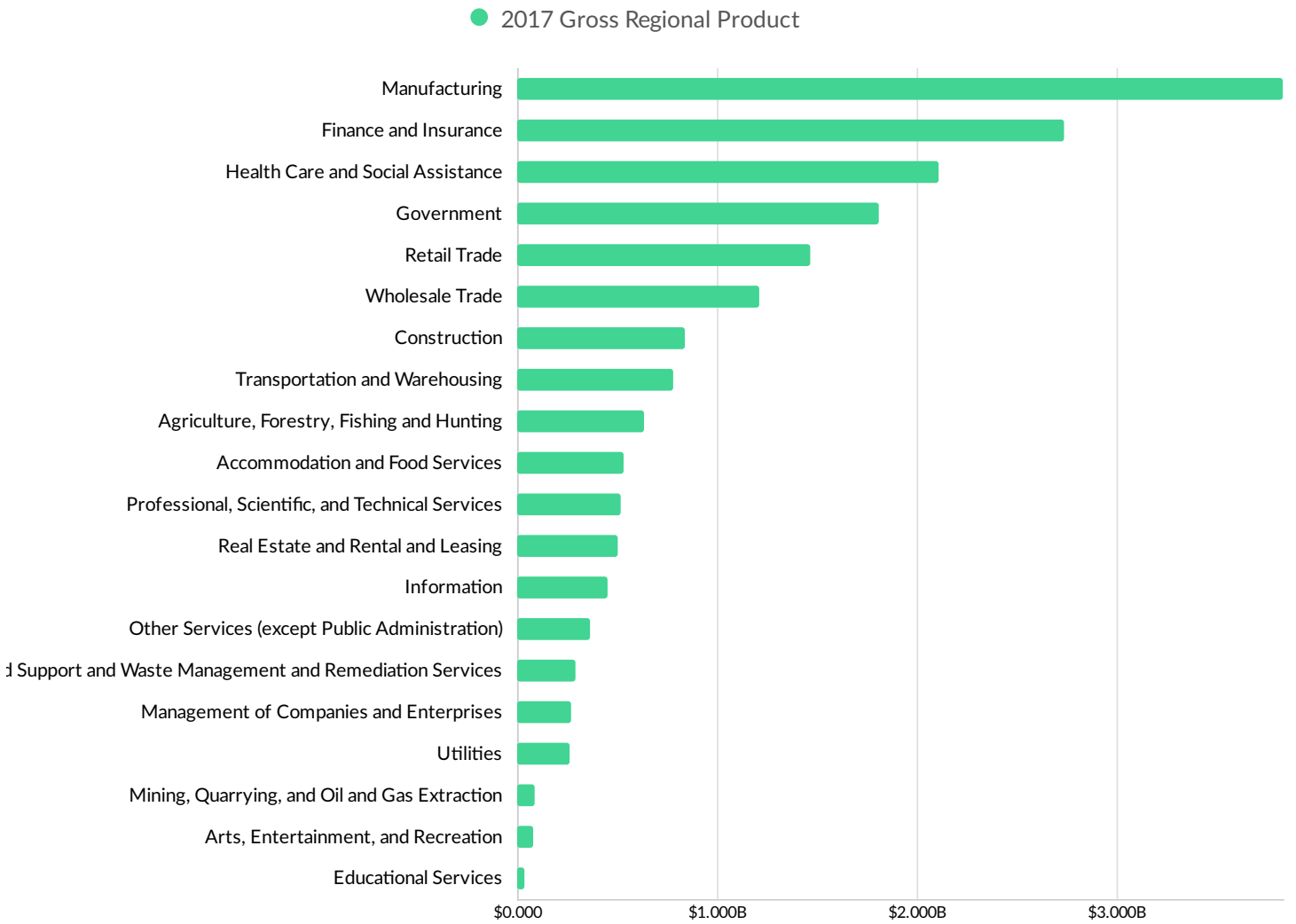
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

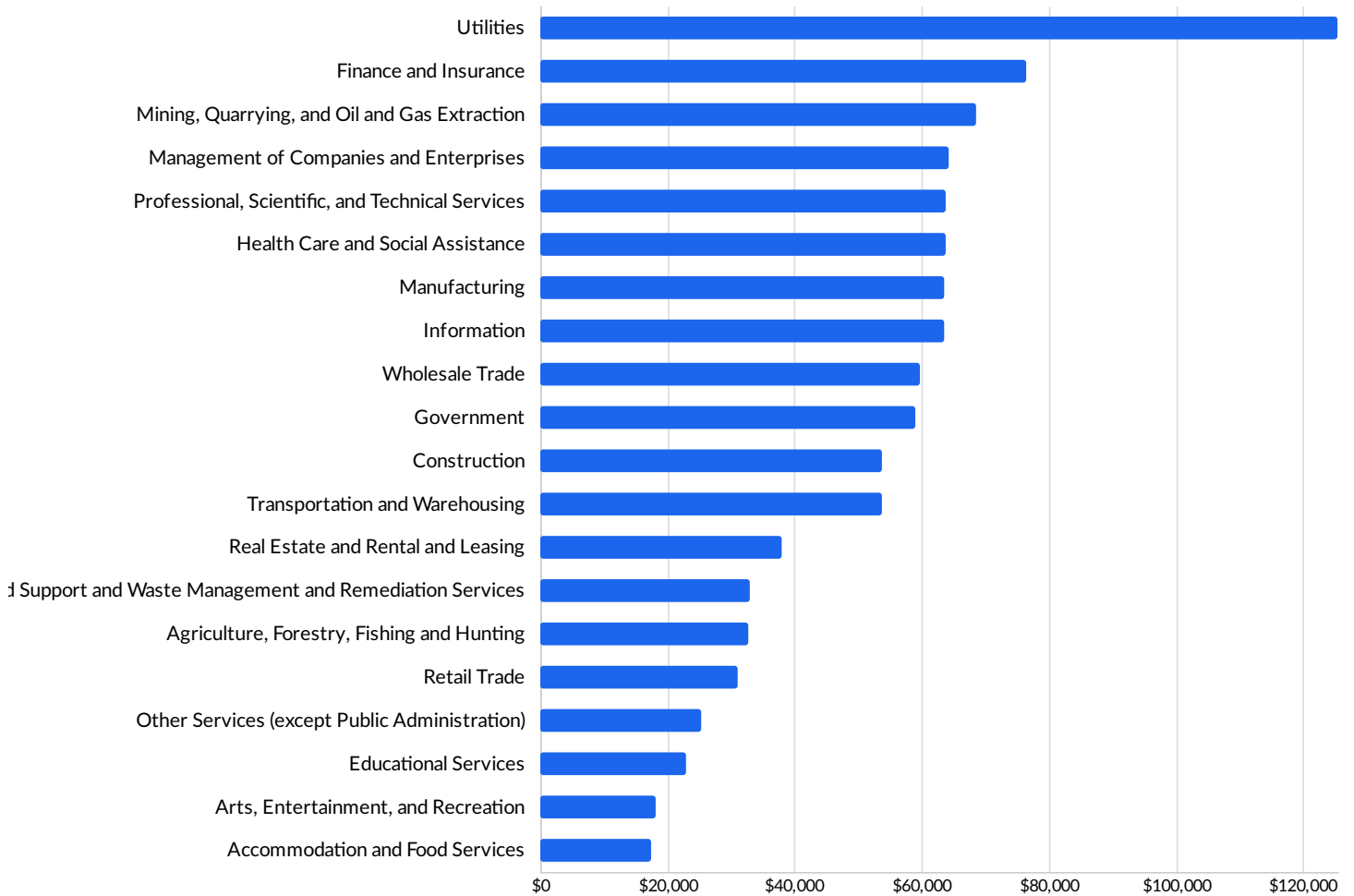
Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings

● 2018 Earnings Per Worker



Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Manufacturing	31,328	33,691	2,363	+8%	1.98	\$63,555	\$3.83B
Health Care and Social Assistance	30,993	28,552	-2,441	-8%	1.04	\$63,692	\$2.11B
Government	28,549	28,106	-443	-2%	0.86	\$58,899	\$1.81B
Retail Trade	26,288	25,174	-1,114	-4%	1.14	\$31,146	\$1.46B
Accommodation and Food Services	16,271	16,987	716	+4%	0.91	\$17,442	\$531.77M
Finance and Insurance	11,921	12,765	844	+7%	1.47	\$76,485	\$2.73B
Transportation and Warehousing	10,112	10,080	-32	0%	1.32	\$53,726	\$782.43M
Construction	9,000	9,577	577	+6%	0.81	\$53,800	\$839.88M
Other Services (except Public Administration)	10,311	9,553	-758	-7%	0.92	\$25,349	\$361.88M
Agriculture, Forestry, Fishing and Hunting	8,824	9,509	685	+8%	3.67	\$32,727	\$636.35M
Wholesale Trade	7,826	8,338	512	+7%	1.03	\$59,604	\$1.21B
Administrative and Support and Waste Management and Remediation Services	5,158	6,053	895	+17%	0.45	\$33,032	\$293.63M
Professional, Scientific, and Technical Services	4,917	5,330	413	+8%	0.38	\$63,843	\$520.34M
Management of Companies and Enterprises	2,226	3,629	1,403	+63%	1.18	\$64,235	\$267.17M
Arts, Entertainment, and Recreation	2,068	2,800	732	+35%	0.75	\$18,177	\$79.67M
Information	2,323	2,472	149	+6%	0.62	\$63,514	\$449.47M
Real Estate and Rental and Leasing	1,543	1,729	186	+12%	0.47	\$38,068	\$499.85M
Educational Services	1,415	1,312	-103	-7%	0.23	\$22,855	\$35.68M
Utilities	644	629	-15	-2%	0.84	\$125,417	\$260.52M










Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Mining, Quarrying, and Oil and Gas Extraction	181	187	6	+3%	0.21	\$68,474	\$89.24M

Business Characteristics

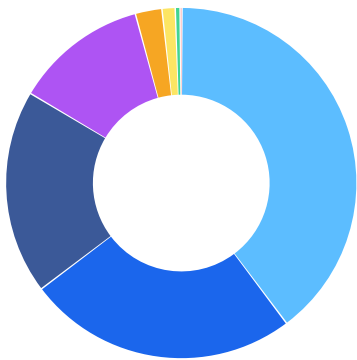
23,341 Companies Employ Your Workers

Online profiles for your workers mention 23,341 companies as employers, with the top 10 appearing below. In the last 12 months, 3,991 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,767 	Marshfield Clinic	1,869 
Aspirus Wausau Hospital, Inc.	1,408 	Roehl Transport, Inc.	1,530 
Ministry Health Care, Inc.	866 	Aspirus Wausau Hospital, Inc.	1,482 
Sentry Insurance	852 	Platinum Supplemental Insuran...	1,245 
University of Wisconsin Steven...	832 	Tutree, Inc.	999 
Greenheck Fan Corporation	559 	Ascension Health	767 
Liberty Mutual Insurance Comp...	446 	Remedy Intelligent Staffing	758 
Wausau School District	412 	Shopko Stores Operating Co., L...	745 
Saint Joseph's Hospital of Atlan...	385 	Barr-Nunn Transportation, Inc.	721 
Church Mutual Insurance Com...	362 	United Parcel Service, Inc.	714 

Business Characteristics - Cont.

Business Size

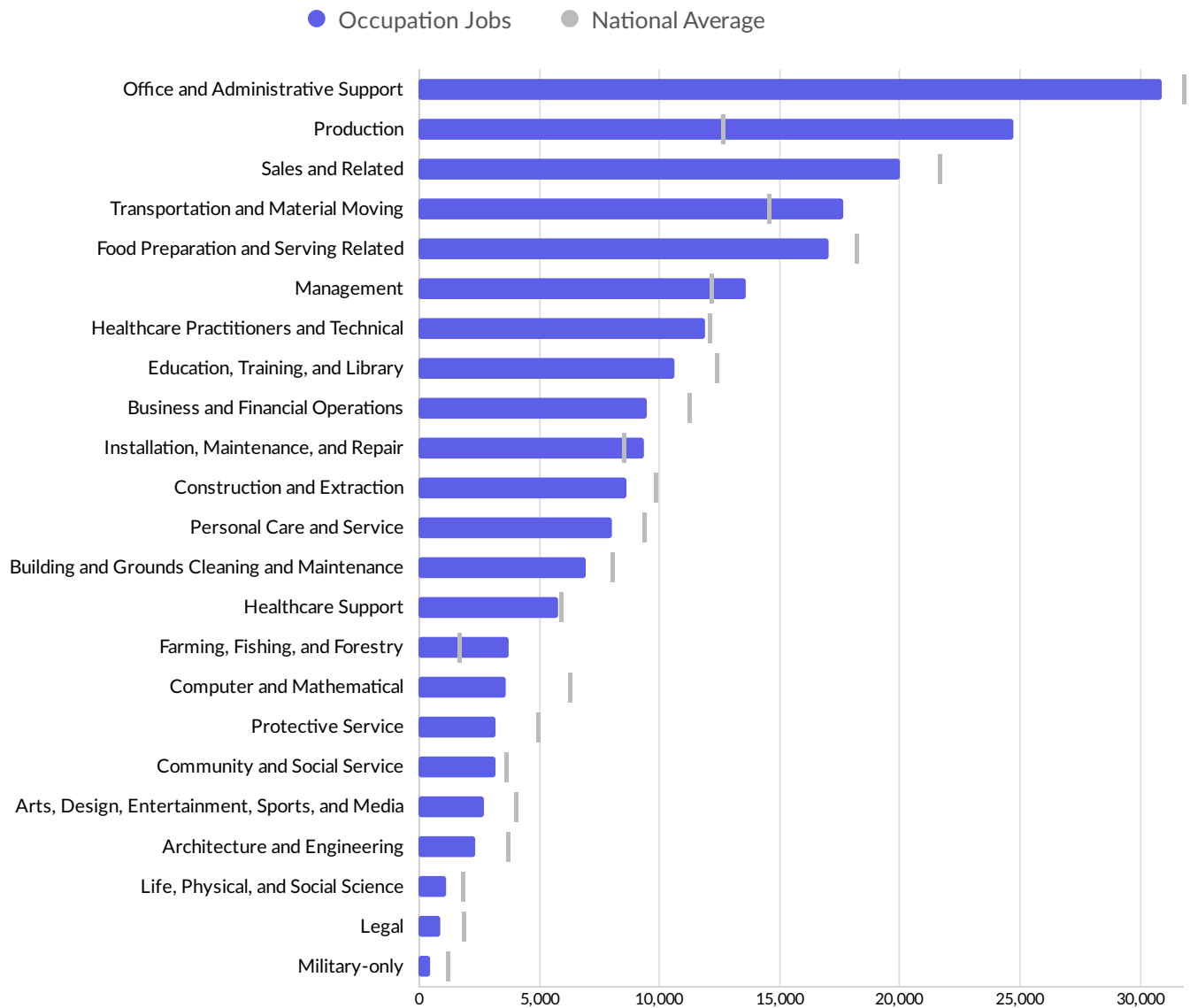


	Percentage	Business Count
1 to 4 employees	39.7%	7,678
5 to 9 employees	24.9%	4,826
10 to 19 employees	18.8%	3,646
20 to 49 employees	12.2%	2,370
50 to 99 employees	2.5%	475
100 to 249 employees	1.2%	235
250 to 499 employees	0.4%	86
500+ employees	0.2%	34

**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.*

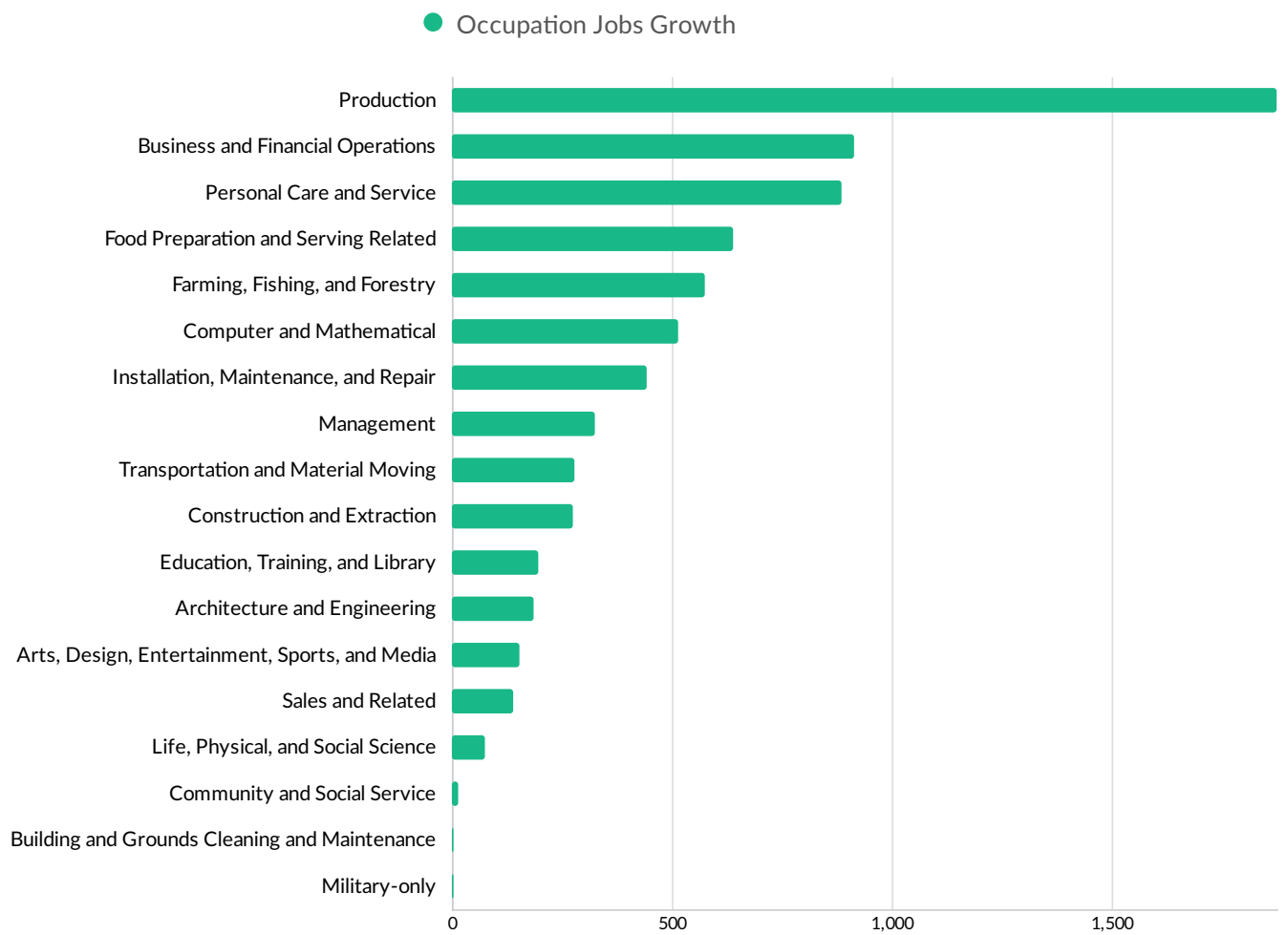
Workforce Characteristics

Largest Occupations



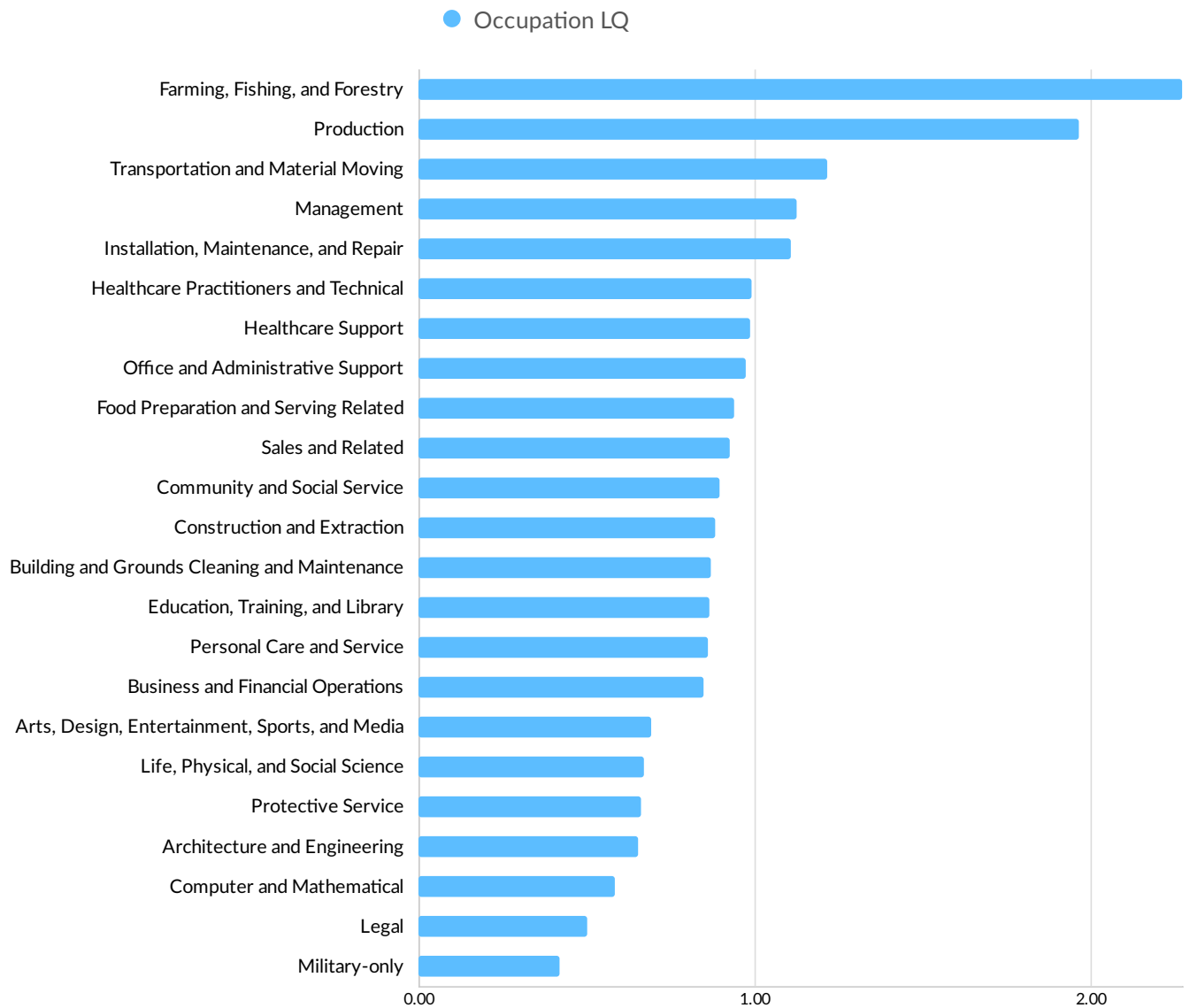
Workforce Characteristics - Cont.

Top Growing Occupations



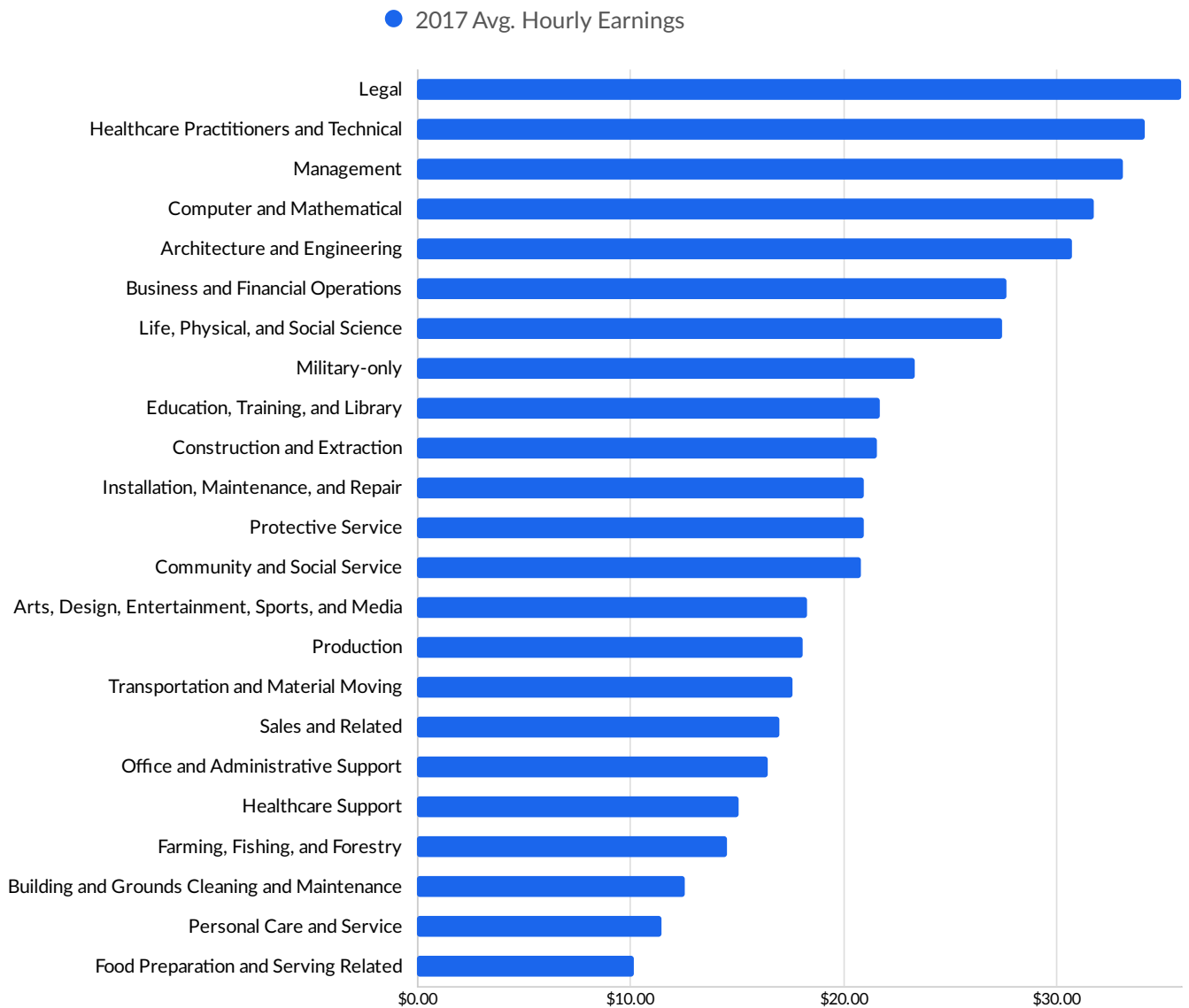
Workforce Characteristics - Cont.

Top Occupation LQ



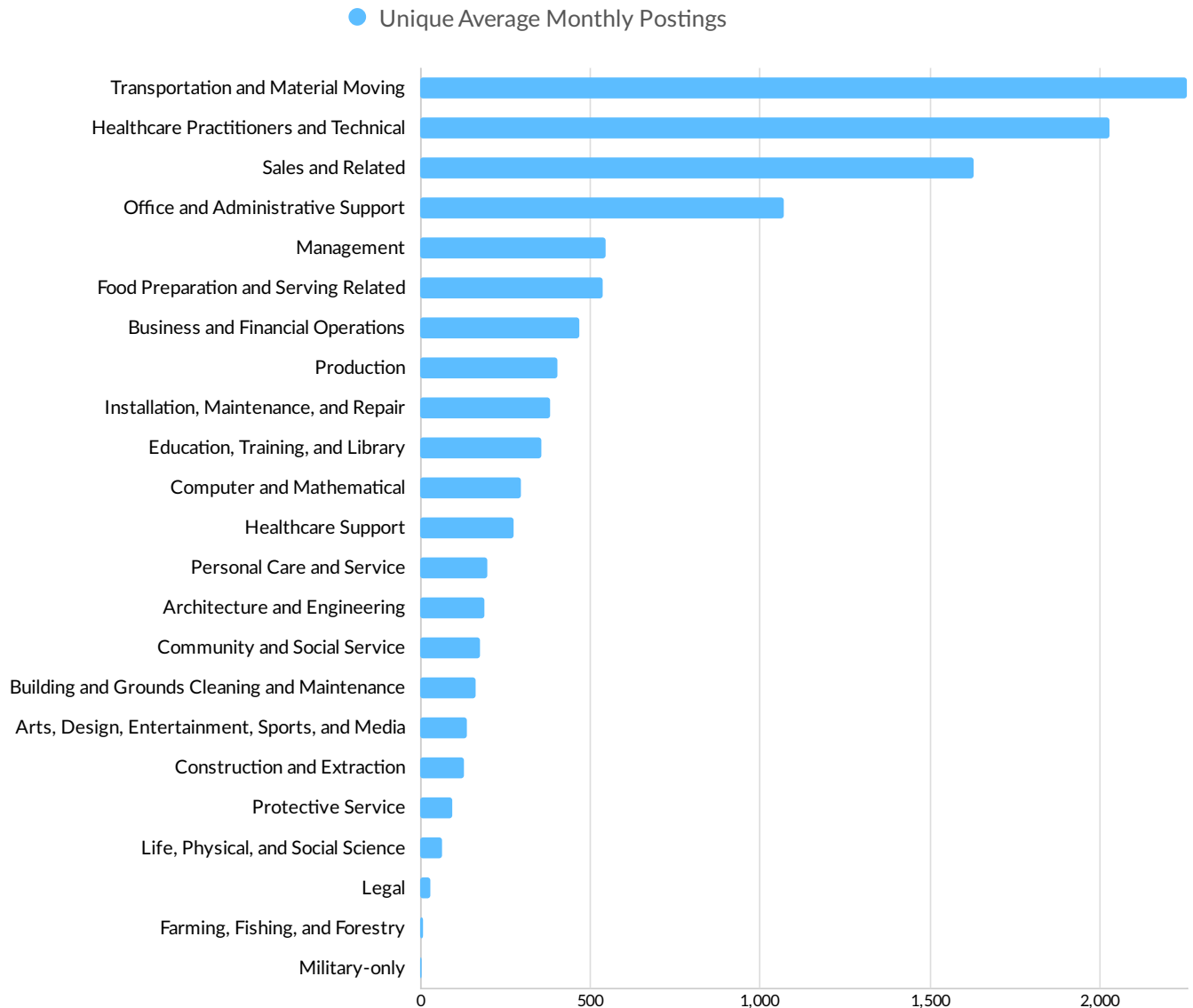
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.












Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Office and Administrative Support	31,796	30,924	-872	-3%	0.97	\$16.44	1,070
Production	22,889	24,762	1,873	+8%	1.96	\$18.12	406
Sales and Related	19,873	20,013	140	+1%	0.93	\$17.03	1,628
Transportation and Material Moving	17,407	17,686	279	+2%	1.22	\$17.61	2,258
Food Preparation and Serving Related	16,410	17,050	640	+4%	0.94	\$10.19	538
Management	13,286	13,609	323	+2%	1.13	\$33.13	548
Healthcare Practitioners and Technical	13,134	11,910	-1,224	-9%	0.99	\$34.17	2,029
Education, Training, and Library	10,451	10,649	198	+2%	0.86	\$21.70	357
Business and Financial Operations	8,580	9,493	913	+11%	0.85	\$27.69	469
Installation, Maintenance, and Repair	8,962	9,406	444	+5%	1.11	\$20.98	382
Construction and Extraction	8,401	8,674	273	+3%	0.88	\$21.63	127
Personal Care and Service	7,146	8,030	884	+12%	0.86	\$11.50	198
Building and Grounds Cleaning and Maintenance	6,955	6,960	5	+0%	0.87	\$12.59	163
Healthcare Support	6,427	5,804	-623	-10%	0.99	\$15.09	277
Farming, Fishing, and Forestry	3,175	3,749	574	+18%	2.27	\$14.57	8
Computer and Mathematical	3,130	3,643	513	+16%	0.59	\$31.79	296
Protective Service	3,401	3,230	-171	-5%	0.66	\$20.97	95

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Community and Social Service	3,197	3,213	16	+1%	0.90	\$20.85	178
Arts, Design, Entertainment, Sports, and Media	2,591	2,744	153	+6%	0.69	\$18.33	138
Architecture and Engineering	2,192	2,378	186	+8%	0.65	\$30.76	188
Life, Physical, and Social Science	1,092	1,167	75	+7%	0.67	\$27.48	63
Legal	932	905	-27	-3%	0.50	\$35.88	28
Military-only	471	476	5	+1%	0.42	\$23.41	3

Educational Pipeline

In 2017, there were 5,997 graduates in wda6. This pipeline has grown by 6% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Welding Technology/Welder, and "Business Administration and Management, General".

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Northcentral Technical College	2,311 	
University of Wisconsin-Stevens Point	2,172 	
Mid-State Technical College	897 	
Nicolet Area Technical College	576 	
State College of Beauty Culture Inc	41 	
Globe University	0	

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