



Chippewa County, WI

West Central Wisconsin Regional Planning Commission



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Economy Overview

64,032

Population (2018)

Population grew by 944 over the last 5 years and is projected to grow by 990 over the next 5 years.

27,150

Jobs (2018)

Jobs grew by 1,336 over the last 5 years and are projected to grow by 1,254 over the next 5 years.

\$55.2K

Median Household Income (2017)

Median household income is \$2.4K below the national median household income of \$57.7K.

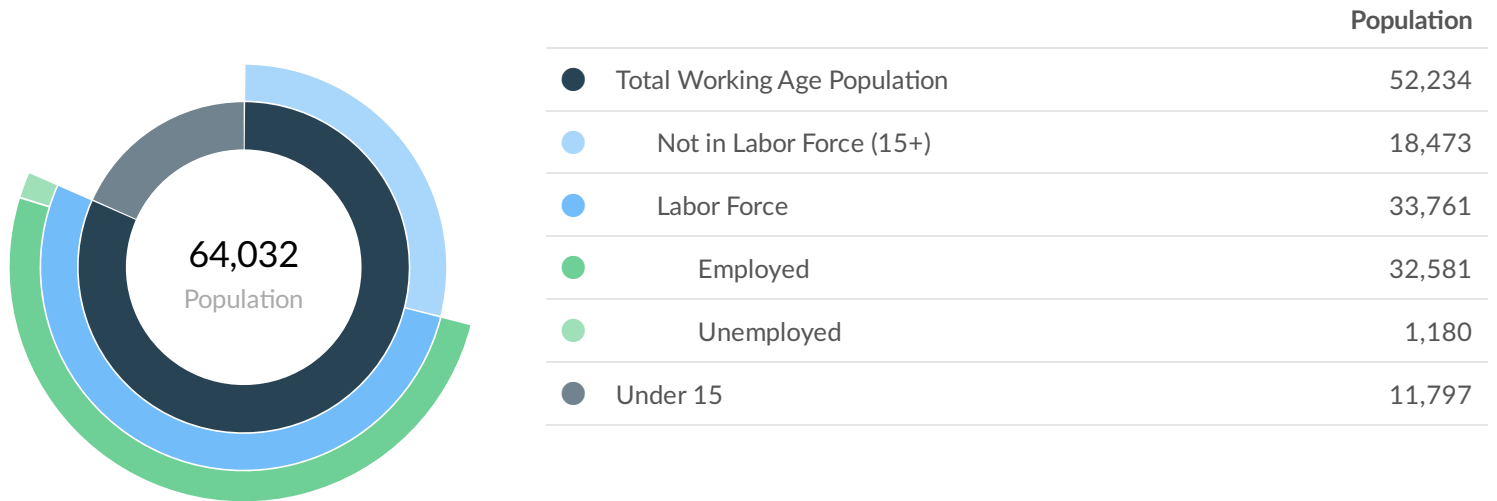
Takeaways

- As of 2018 the region's population increased by 1.5% since 2013, growing by 944. Population is expected to increase by 1.5% between 2018 and 2023, adding 990.
- From 2013 to 2018, jobs increased by 5.2% in Chippewa County, WI from 25,814 to 27,150. This change fell short of the national growth rate of 8.2% by 3.0%. As the number of jobs increased, the labor force participation rate increased from 64.3% to 64.6% between 2013 and 2018.
- Concerning educational attainment, 13.7% of Chippewa County, WI residents possess a Bachelor's Degree (4.9% below the national average), and 14.3% hold an Associate's Degree (6.3% 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 | 64,032 | 33,761 | 27,150 | 97.5 | \$2.52B | \$3.58B | \$3.14B |
| Barron County | 45,167 | 25,088 | 24,682 | 100.4 | \$2.17B | \$3.24B | \$2.90B |
| West Central Wisconsin | 425,694 | 235,891 | 204,248 | 98.8 | \$18.90B | \$25.49B | \$21.55B |
| Momentum West | 489,085 | 272,137 | 225,256 | 99.4 | \$20.86B | \$28.73B | \$23.69B |
| Polk County | 43,417 | 24,736 | 17,986 | 99.7 | \$1.59B | \$2.80B | \$1.98B |
| Eau Claire County | 104,183 | 58,969 | 63,348 | 98.6 | \$5.83B | \$5.87B | \$6.24B |
| Dunn County | 44,807 | 24,932 | 19,739 | 96.2 | \$1.79B | \$2.85B | \$2.36B |
| Clark County | 34,694 | 18,192 | 13,189 | 96.8 | \$1.34B | \$2.30B | \$2.18B |
| Chippewa County | 64,032 | 33,761 | 27,150 | 97.5 | \$2.52B | \$3.58B | \$3.14B |
| St. Croix County | 89,395 | 50,213 | 38,154 | 102.5 | \$3.67B | \$5.92B | \$3.64B |

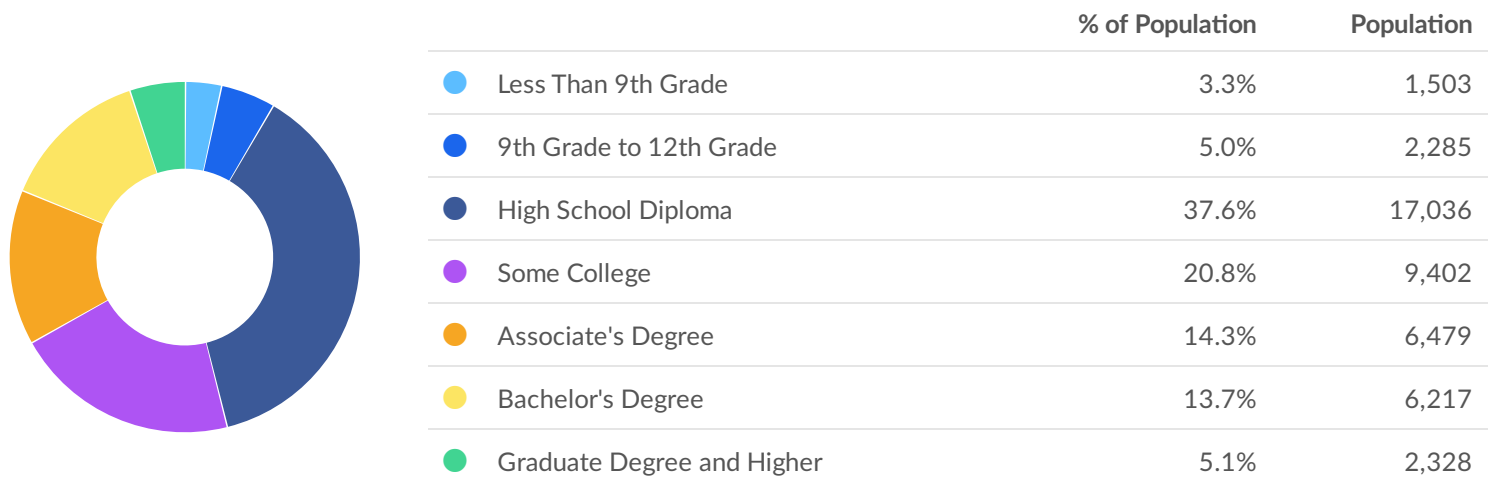
Economy Overview - Cont.

2018 Labor Force Breakdown



Educational Attainment

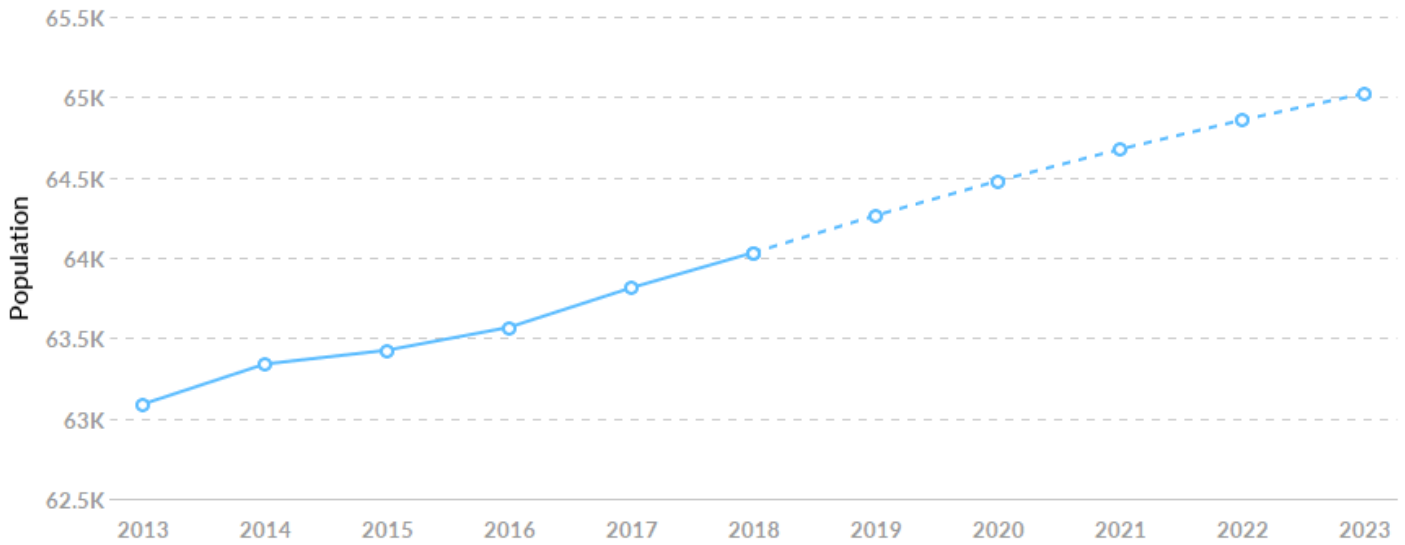
Concerning educational attainment, **13.7% of Chippewa County, WI residents possess a Bachelor's Degree** (4.9% below the national average), and **14.3% hold an Associate's Degree** (6.3% above the national average).



Historic & Projected Trends

Population Trends

As of 2018 the region's population **increased by 1.5%** since 2013, growing by 944. Population is expected to **increase by 1.5%** between 2018 and 2023, adding 990.

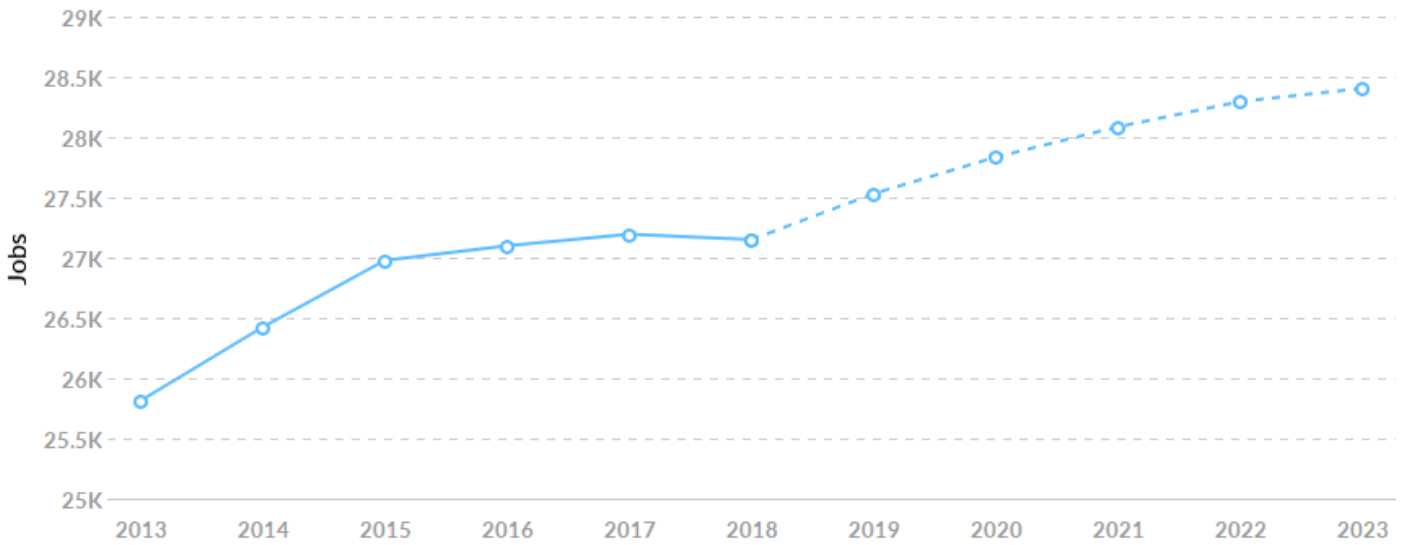


| Timeframe | Population |
|-----------|------------|
| 2013 | 63,088 |
| 2014 | 63,338 |
| 2015 | 63,424 |
| 2016 | 63,567 |
| 2017 | 63,813 |
| 2018 | 64,032 |
| 2019 | 64,263 |
| 2020 | 64,478 |
| 2021 | 64,675 |
| 2022 | 64,857 |
| 2023 | 65,022 |

Historic & Projected Trends - Cont.

Job Trends

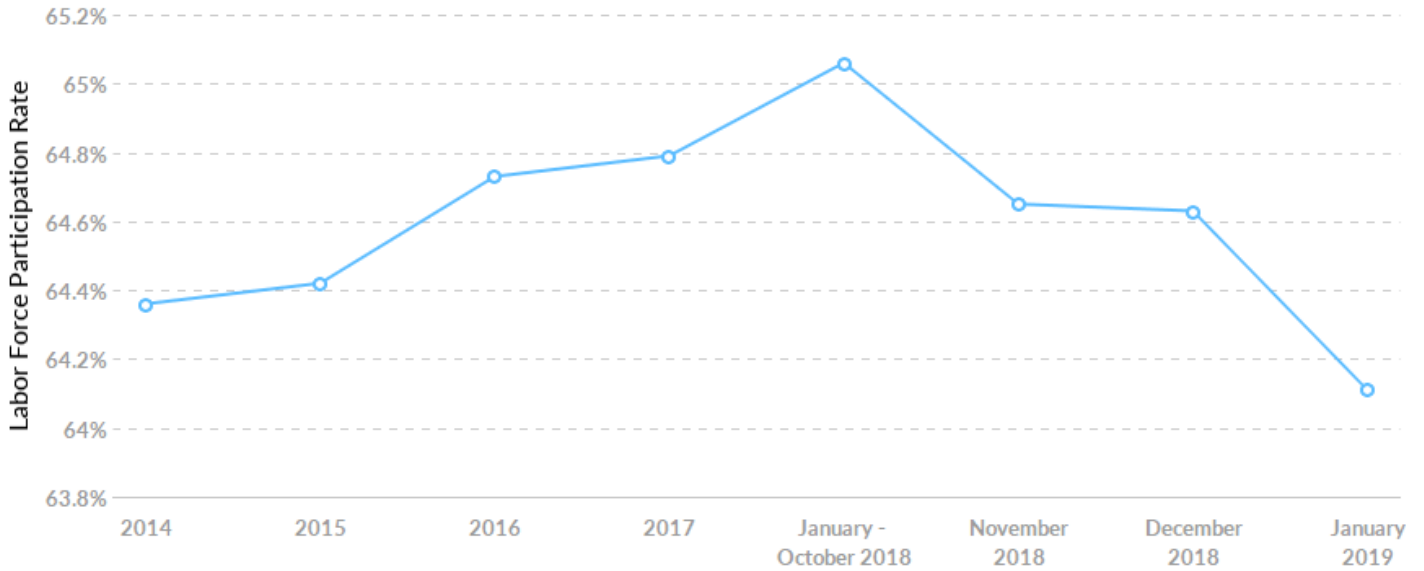
From 2013 to 2018, jobs increased by 5.2% in Chippewa County, WI from 25,814 to 27,150. This change fell short of the national growth rate of 8.2% by 3.0%.



| Timeframe | Jobs |
|-----------|--------|
| 2013 | 25,814 |
| 2014 | 26,425 |
| 2015 | 26,978 |
| 2016 | 27,099 |
| 2017 | 27,195 |
| 2018 | 27,150 |
| 2019 | 27,531 |
| 2020 | 27,835 |
| 2021 | 28,086 |
| 2022 | 28,296 |
| 2023 | 28,405 |

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

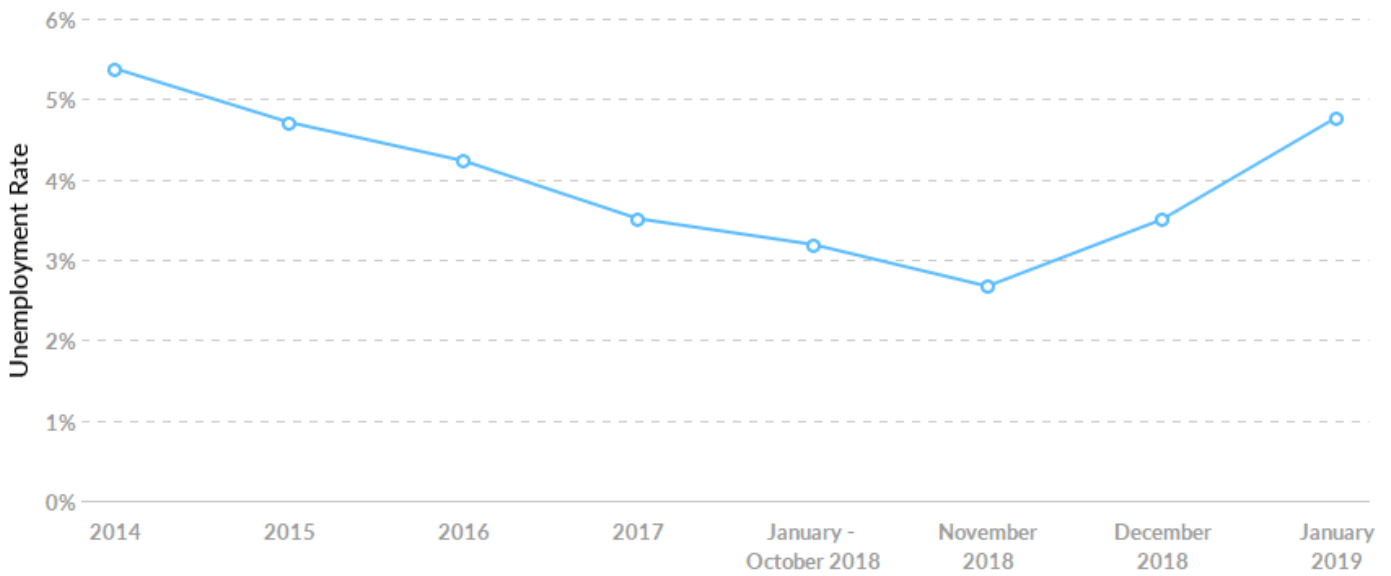


| Timeframe | Labor Force Participation Rate |
|------------------------|--------------------------------|
| 2014 | 64.36% |
| 2015 | 64.42% |
| 2016 | 64.73% |
| 2017 | 64.79% |
| January - October 2018 | 65.06% |
| November 2018 | 64.65% |
| December 2018 | 64.63% |
| January 2019 | 64.11% |

Historic & Projected Trends - Cont.

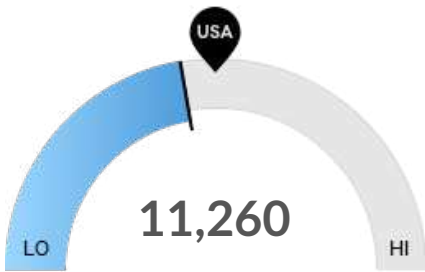
Unemployment Rate Trends

Chippewa County, WI had a January 2019 unemployment rate of 4.77%, **decreasing from 5.38%** 5 years before.



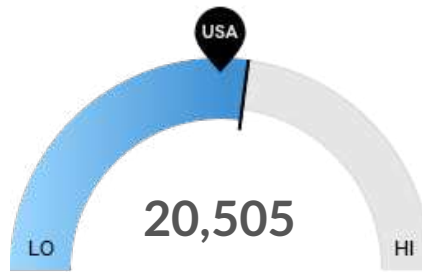
| Timeframe | Unemployment Rate |
|------------------------|-------------------|
| 2014 | 5.38% |
| 2015 | 4.71% |
| 2016 | 4.23% |
| 2017 | 3.51% |
| January - October 2018 | 3.19% |
| November 2018 | 2.67% |
| December 2018 | 3.50% |
| January 2019 | 4.77% |

Population Characteristics



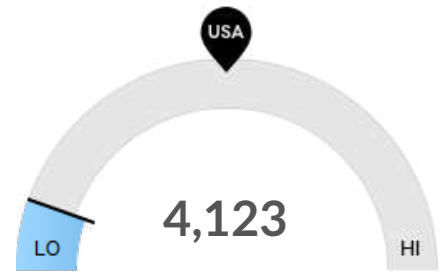
Millennials

Chippewa County, WI has 11,260 millennials (ages 20-34). The national average for an area this size is 13,217.



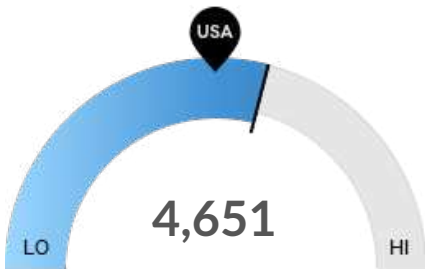
Retiring Soon

Retirement risk is high in Chippewa County, WI. The national average for an area this size is 18,191 people 55 or older, while there are 20,505 here.



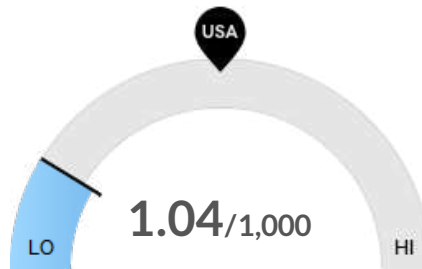
Racial Diversity

Racial diversity is low in Chippewa County, WI. The national average for an area this size is 25,061 racially diverse people, while there are 4,123 here.



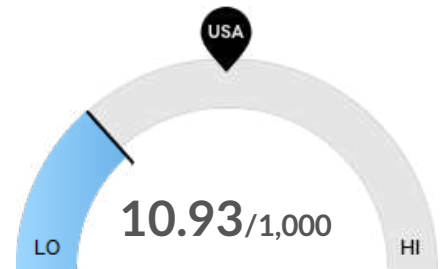
Veterans

Chippewa County, WI has 4,651 veterans. The national average for an area this size is 3,710.



Violent Crime

Chippewa County, WI has 1.04 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



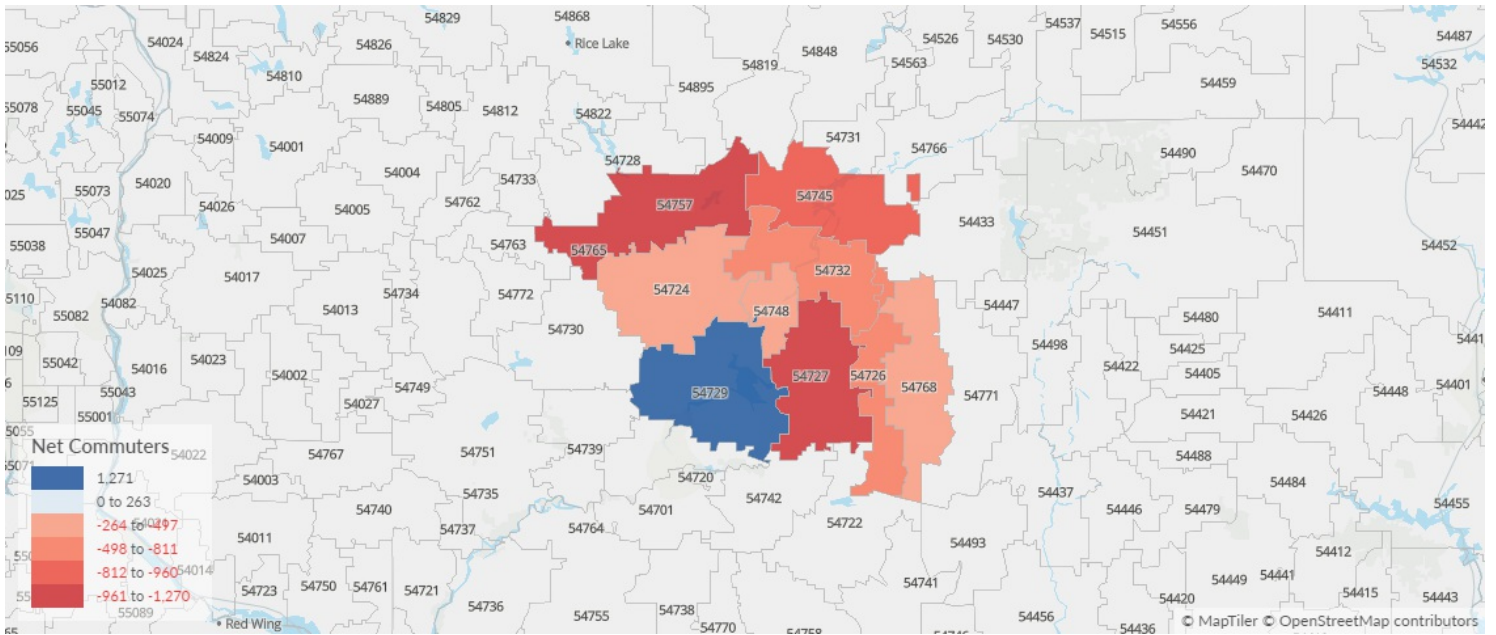
Property Crime

Chippewa County, WI has 10.93 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

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



Where Talent Works

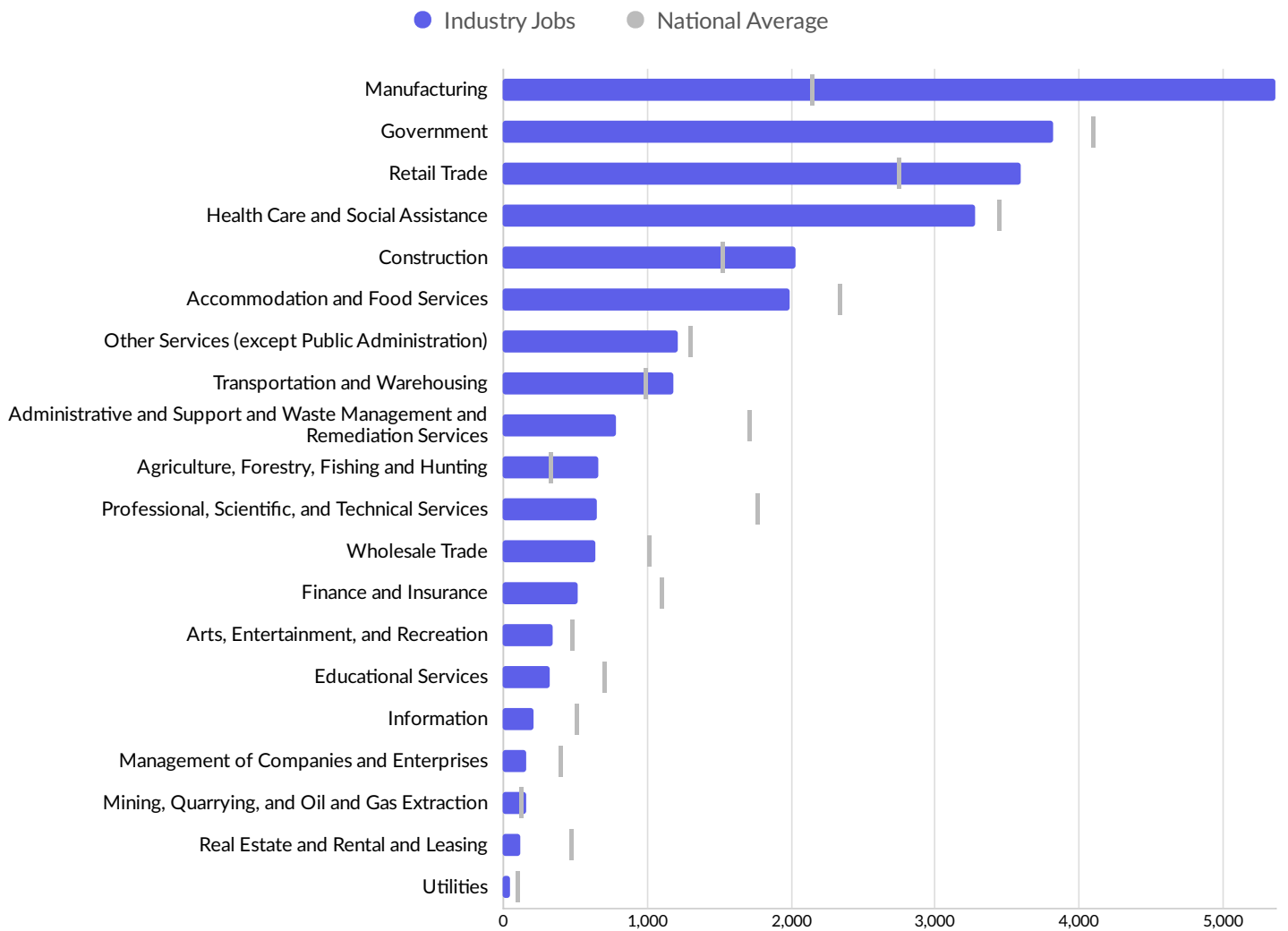
Where Talent Lives

| ZIP | Name | 2018 Employment |
|-------|-----------------------------|-----------------|
| 54729 | Chippewa Falls, WI (in C... | 18,029 |
| 54724 | Bloomer, WI (in Chippe... | 3,492 |
| 54768 | Stanley, WI (in Chippew... | 1,596 |
| 54727 | Cadott, WI (in Chippew... | 1,473 |
| 54732 | Cornell, WI (in Chippew... | 863 |

| ZIP | Name | 2018 Workers |
|-------|-----------------------------|--------------|
| 54729 | Chippewa Falls, WI (in C... | 16,758 |
| 54724 | Bloomer, WI (in Chippe... | 3,827 |
| 54727 | Cadott, WI (in Chippew... | 2,435 |
| 54768 | Stanley, WI (in Chippew... | 1,861 |
| 54757 | New Auburn, WI (in Chi... | 1,684 |

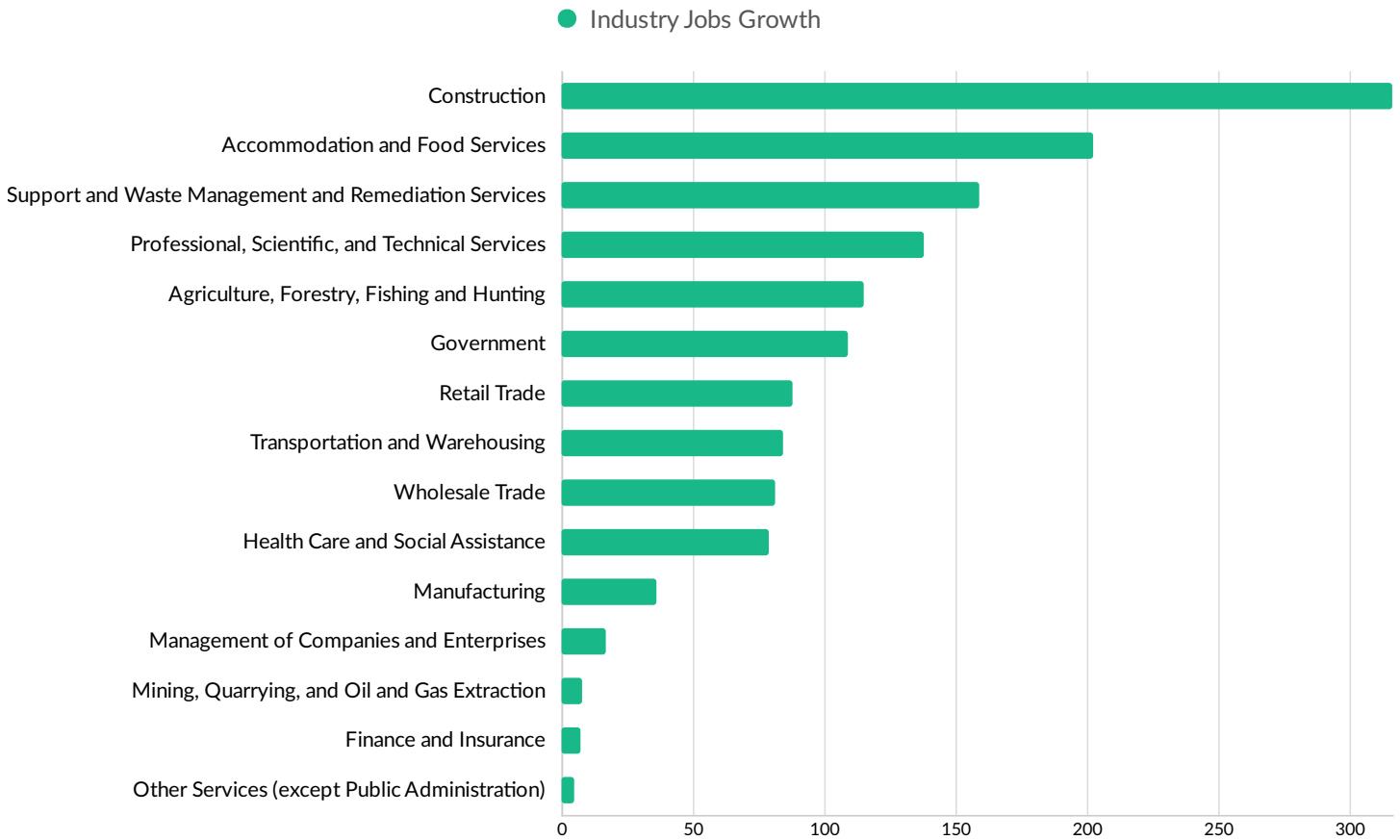
Industry Characteristics

Largest Industries



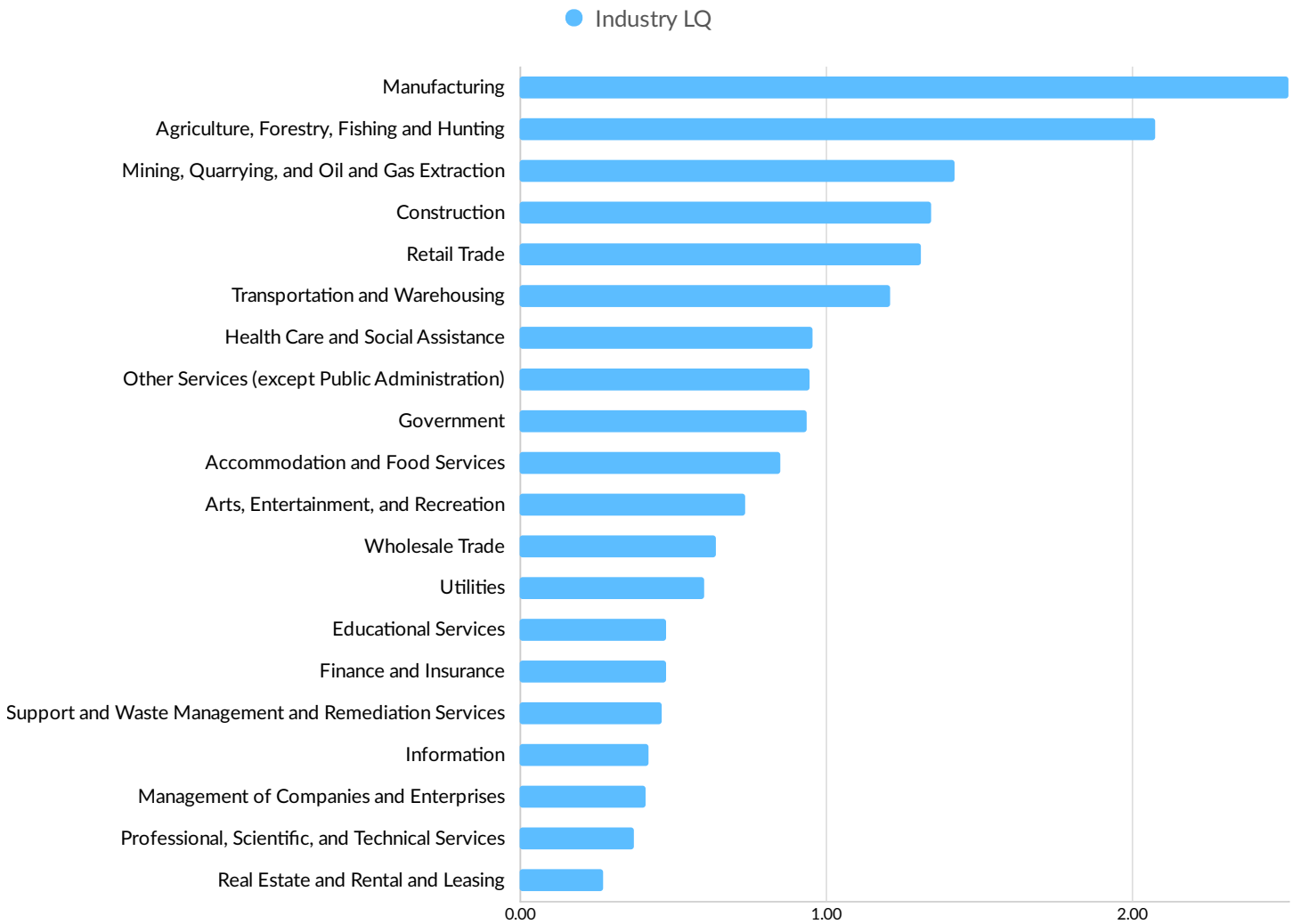
Industry Characteristics - Cont.

Top Growing Industries



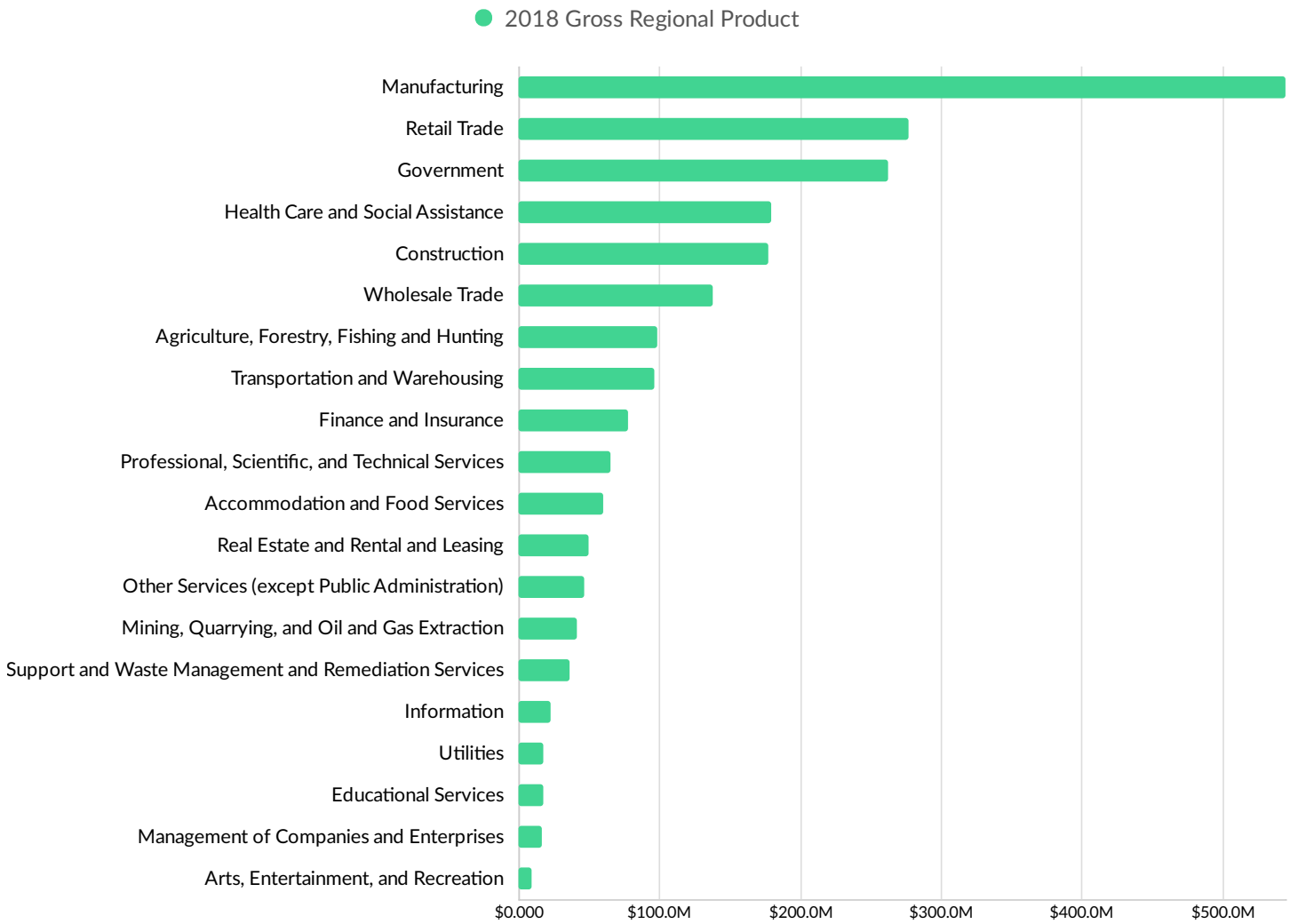
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

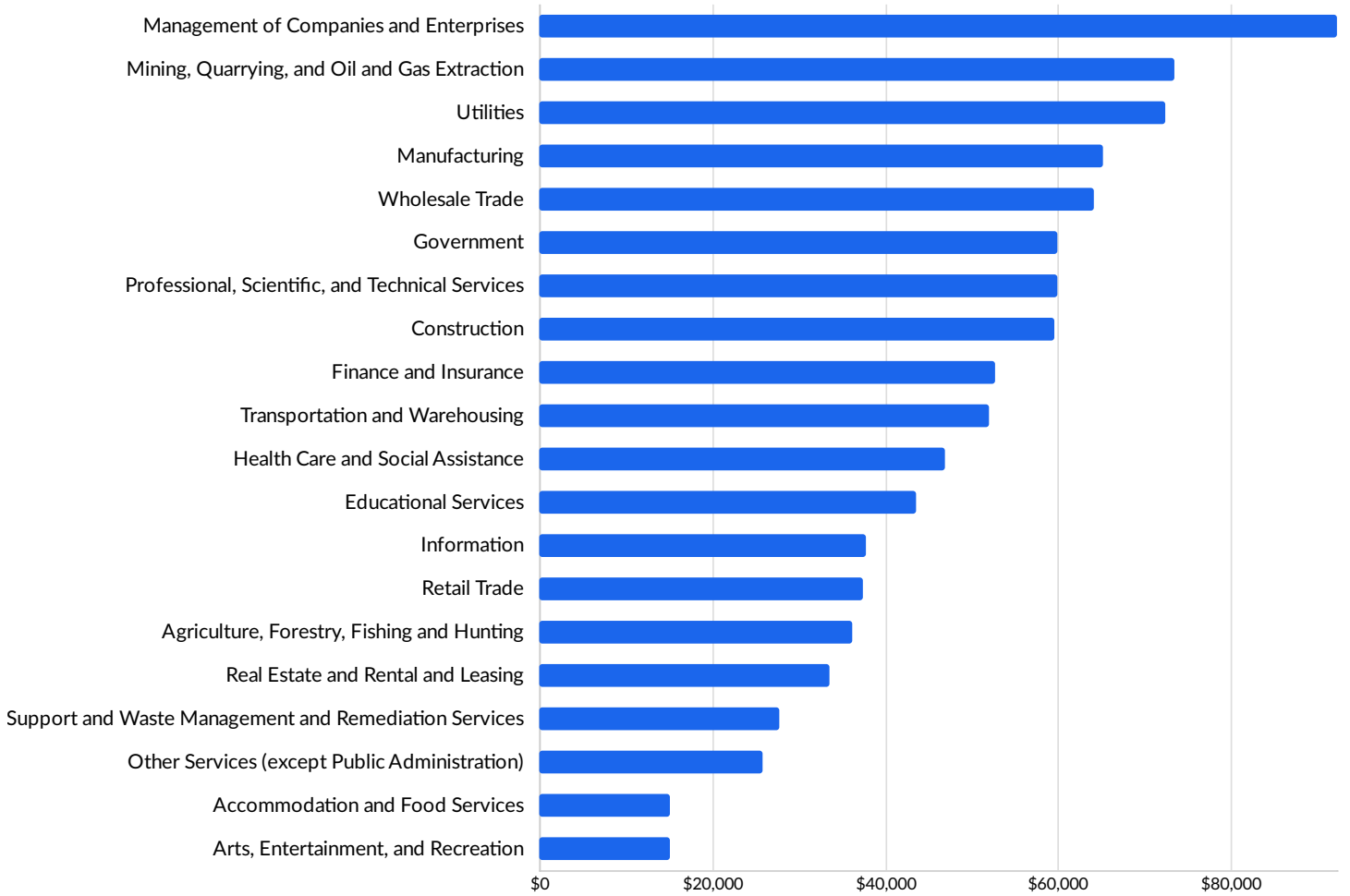
Top Industry GRP



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 | 2018 GRP |
|--|-----------|-----------|----------------|------------------|---------|--------------------------|-----------|
| Manufacturing | 5,332 | 5,368 | 36 | +1% | 2.51 | \$65,245 | \$544.94M |
| Government | 3,710 | 3,819 | 109 | +3% | 0.93 | \$60,034 | \$262.75M |
| Retail Trade | 3,511 | 3,599 | 88 | +3% | 1.31 | \$37,509 | \$277.41M |
| Health Care and Social Assistance | 3,206 | 3,285 | 79 | +2% | 0.96 | \$46,957 | \$179.95M |
| Construction | 1,715 | 2,031 | 316 | +18% | 1.34 | \$59,638 | \$177.62M |
| Accommodation and Food Services | 1,788 | 1,990 | 202 | +11% | 0.85 | \$15,195 | \$59.79M |
| Other Services (except Public Administration) | 1,215 | 1,220 | 5 | +0% | 0.94 | \$25,807 | \$46.48M |
| Transportation and Warehousing | 1,101 | 1,185 | 84 | +8% | 1.21 | \$51,966 | \$96.67M |
| Administrative and Support and Waste Management and Remediation Services | 625 | 784 | 159 | +25% | 0.46 | \$27,815 | \$35.98M |
| Agriculture, Forestry, Fishing and Hunting | 548 | 663 | 115 | +21% | 2.08 | \$36,211 | \$98.15M |
| Professional, Scientific, and Technical Services | 517 | 655 | 138 | +27% | 0.37 | \$59,884 | \$65.10M |
| Wholesale Trade | 561 | 642 | 81 | +14% | 0.64 | \$64,245 | \$138.43M |
| Finance and Insurance | 513 | 520 | 7 | +1% | 0.48 | \$52,741 | \$77.85M |
| Arts, Entertainment, and Recreation | 365 | 346 | -19 | -5% | 0.73 | \$15,076 | \$9.17M |
| Educational Services | 341 | 332 | -9 | -3% | 0.48 | \$43,548 | \$17.40M |
| Information | 256 | 210 | -46 | -18% | 0.42 | \$37,740 | \$22.57M |
| Management of Companies and Enterprises | 143 | 160 | 17 | +12% | 0.41 | \$92,305 | \$16.52M |
| Mining, Quarrying, and Oil and Gas Extraction | 152 | 160 | 8 | +5% | 1.42 | \$73,409 | \$41.82M |
| Real Estate and Rental and Leasing | 124 | 124 | 0 | 0% | 0.27 | \$33,574 | \$49.94M |
| Utilities | 90 | 56 | -34 | -38% | 0.60 | \$72,466 | \$17.70M |

Business Characteristics

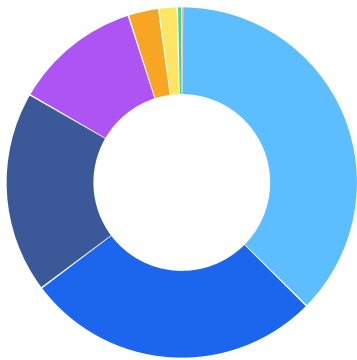
2,288 Companies Employ Your Workers

Online profiles for your workers mention 2,288 companies as employers, with the top 10 appearing below. In the last 12 months, 908 companies in Chippewa County, WI posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|------------------------------------|--|-----------------------------------|---|
| Mayo Clinic | 136  | Roehl Transport, Inc. | 250  |
| Ttm Technologies, Inc. | 80  | Ashley Furniture Industries, Inc. | 245  |
| Chippewa Falls Area Unified Sch... | 63  | C.R. England, Inc. | 194  |
| Marshfield Clinic | 58  | Travelers Healthcare | 165  |
| Unitedhealth Group Incorporated | 56  | Teach For America, Inc. | 150  |
| Menard, Inc. | 51  | Tutree, Inc. | 134  |
| Cray Inc. | 46  | Shopko Stores Operating Co., LLC | 118  |
| Mason Corporation | 43  | U. S. Xpress, Inc. | 111  |
| Sacred Heart Hospital, Inc. | 42  | Nordson Corporation | 105  |
| St. Joseph's Hospital, Inc. | 42  | Marshfield Clinic | 104  |

Business Characteristics - Cont.

Business Size

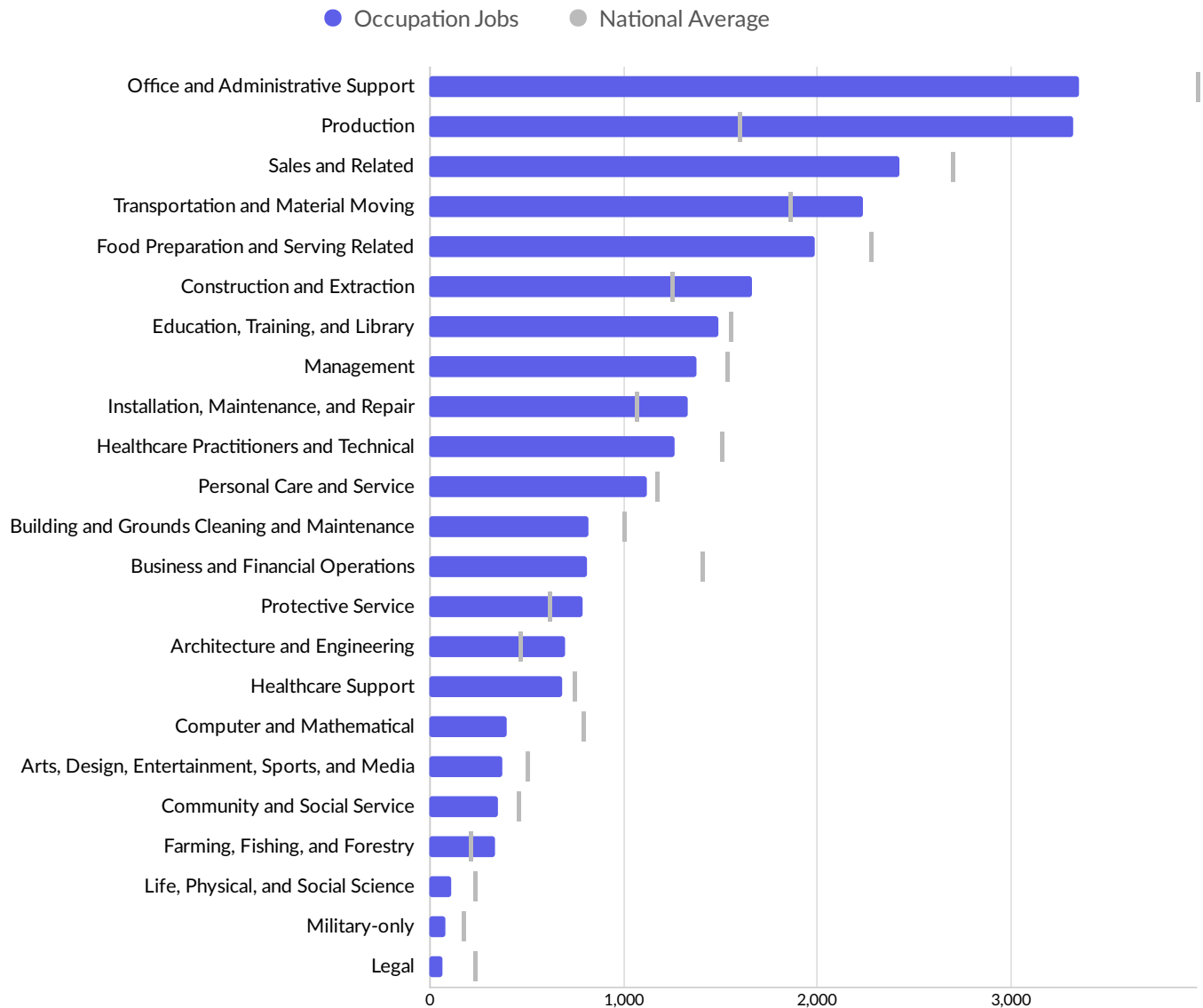


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 37.3% | 926 |
| 5 to 9 employees | 27.3% | 678 |
| 10 to 19 employees | 18.6% | 461 |
| 20 to 49 employees | 11.7% | 291 |
| 50 to 99 employees | 2.8% | 70 |
| 100 to 249 employees | 1.7% | 42 |
| 250 to 499 employees | 0.4% | 10 |
| 500+ employees | 0.1% | 2 |

**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.*

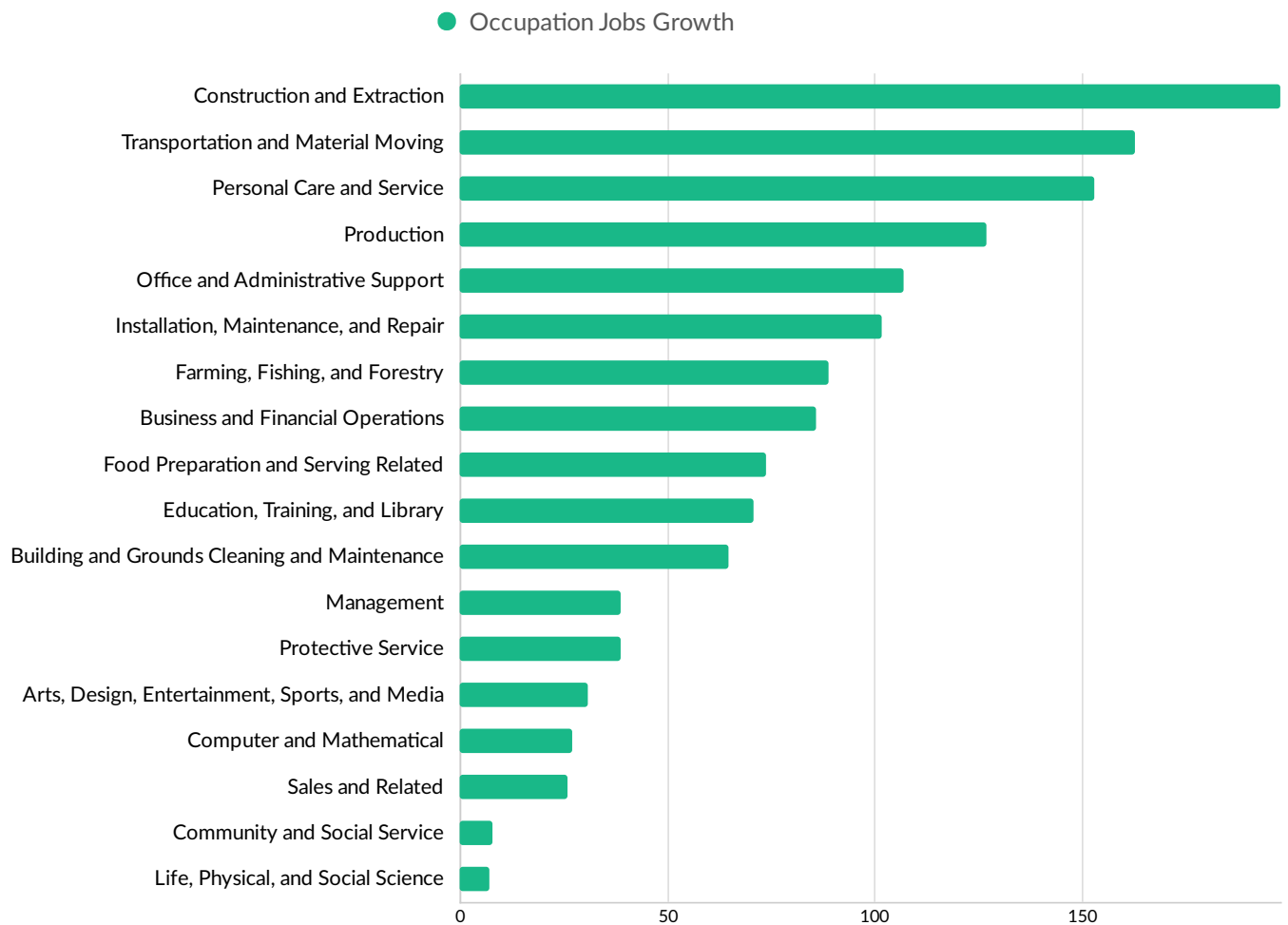
Workforce Characteristics

Largest Occupations



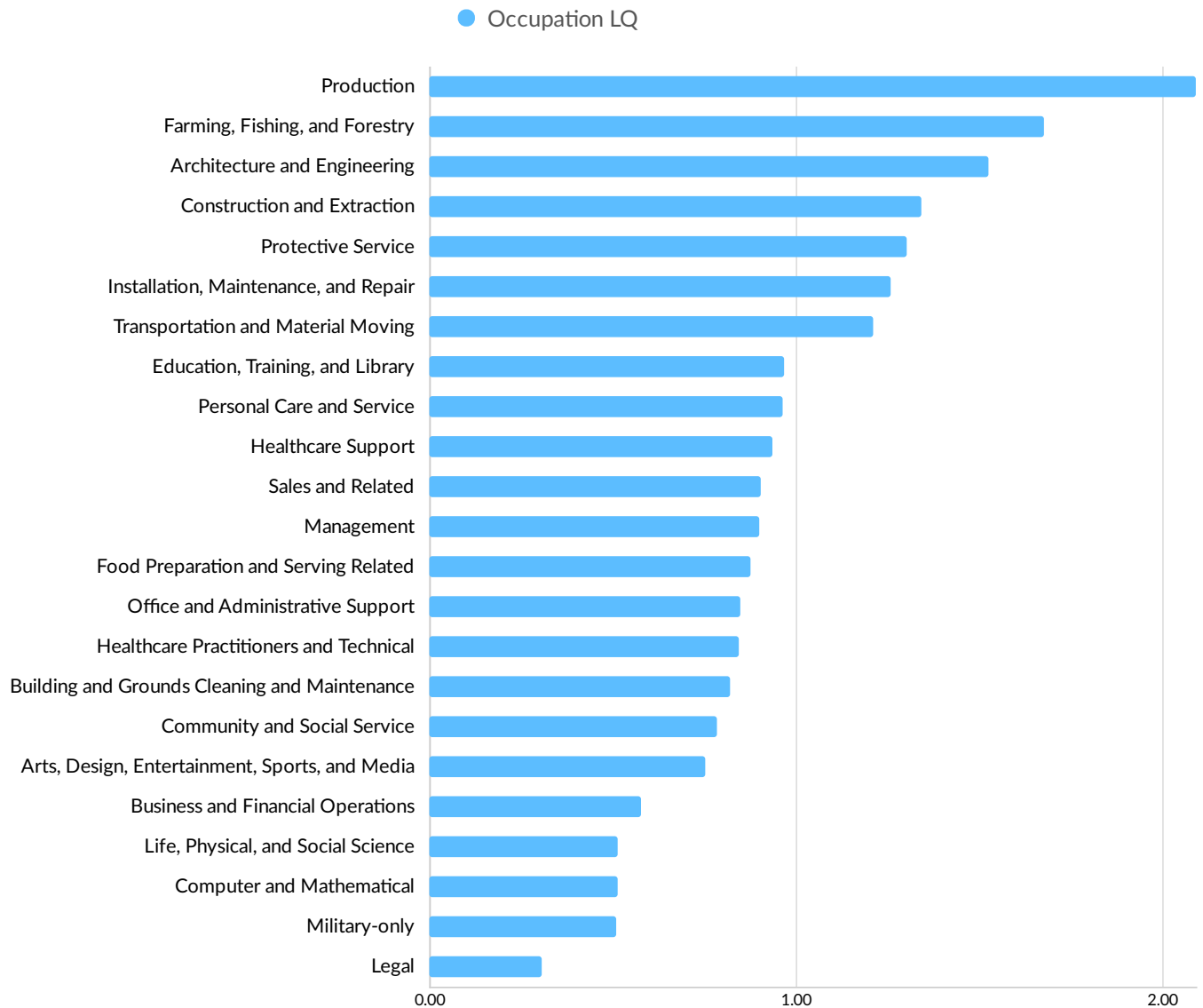
Workforce Characteristics - Cont.

Top Growing Occupations



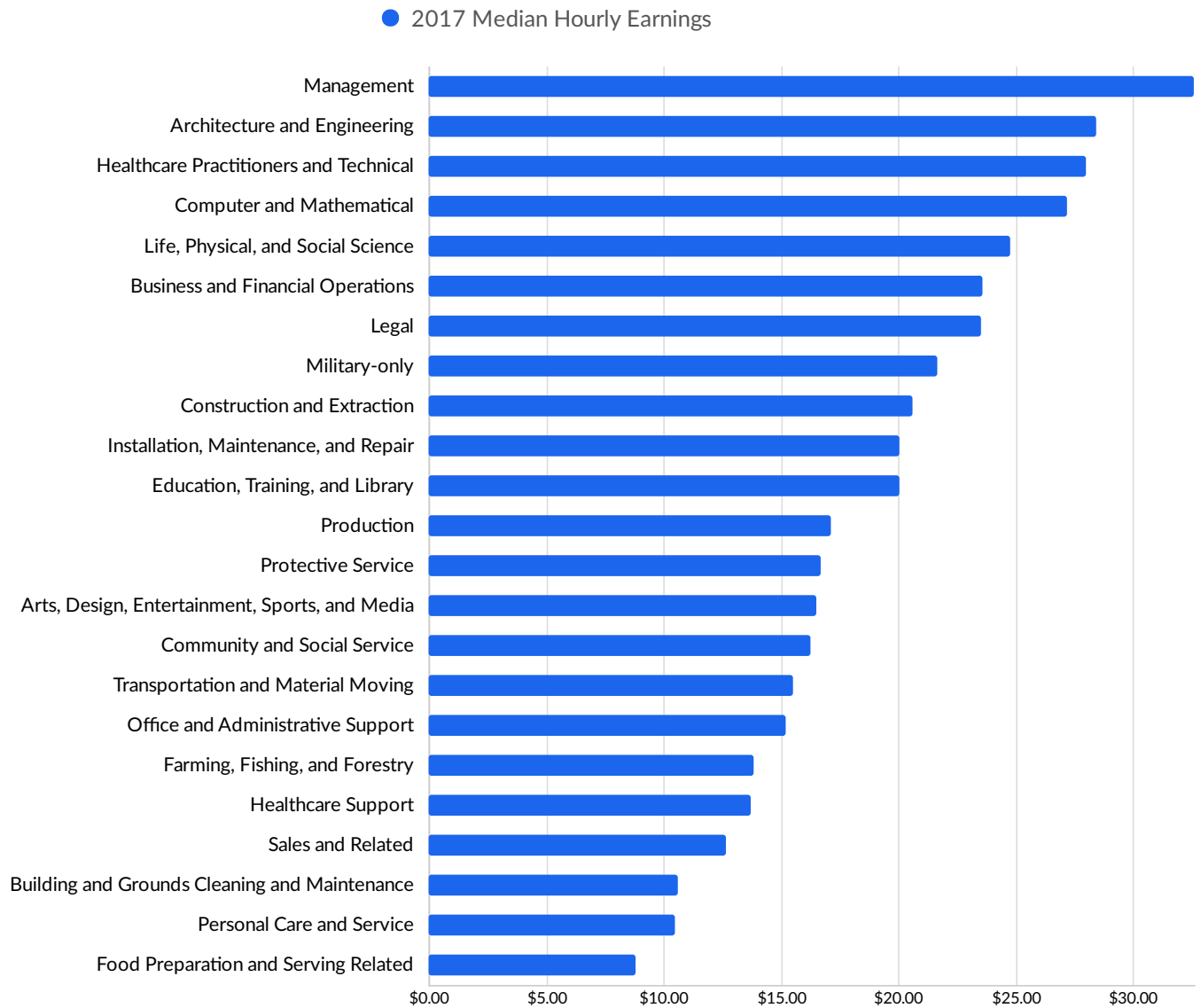
Workforce Characteristics - Cont.

Top Occupation LQ



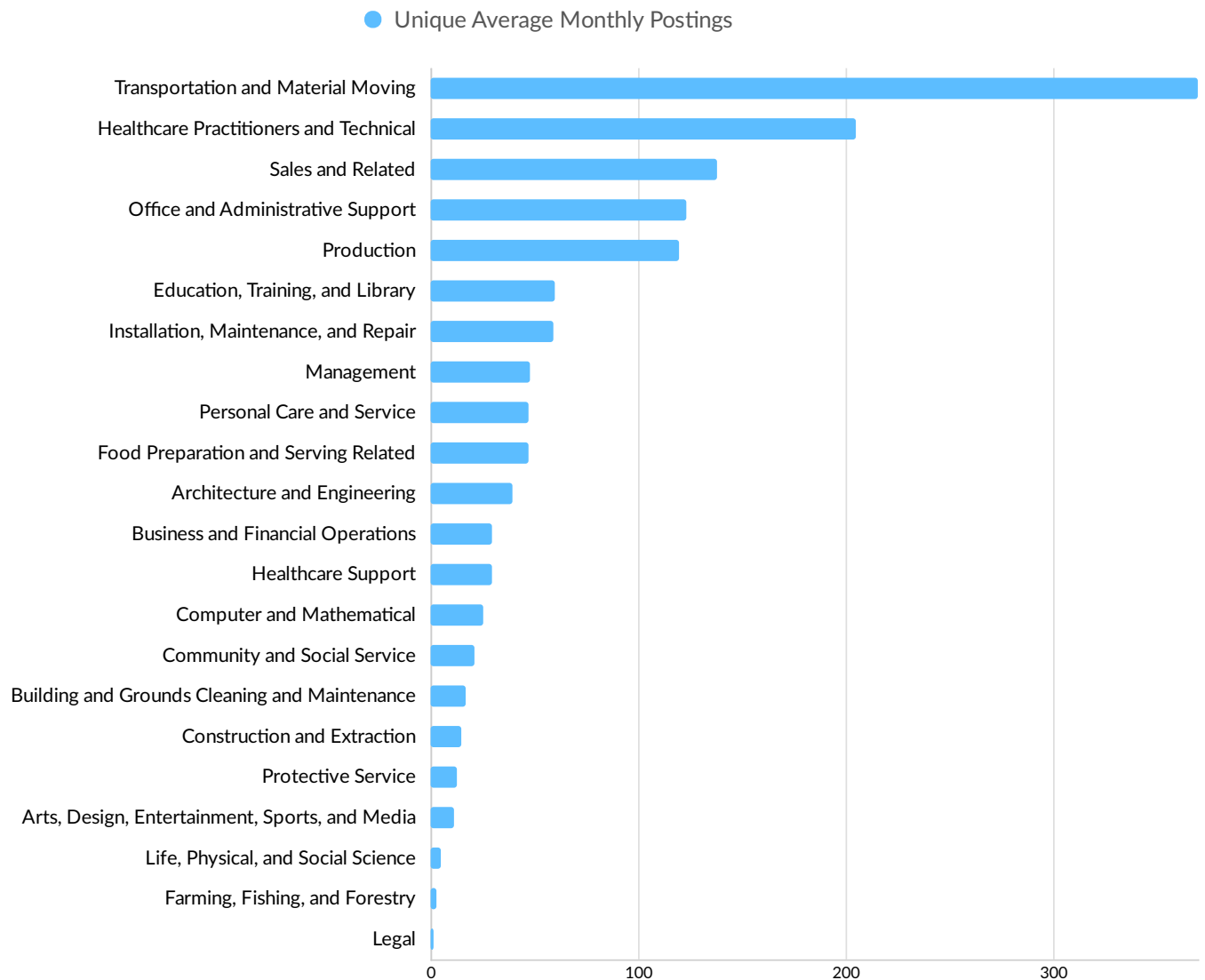
Workforce Characteristics - Cont.

Top Occupation Earnings



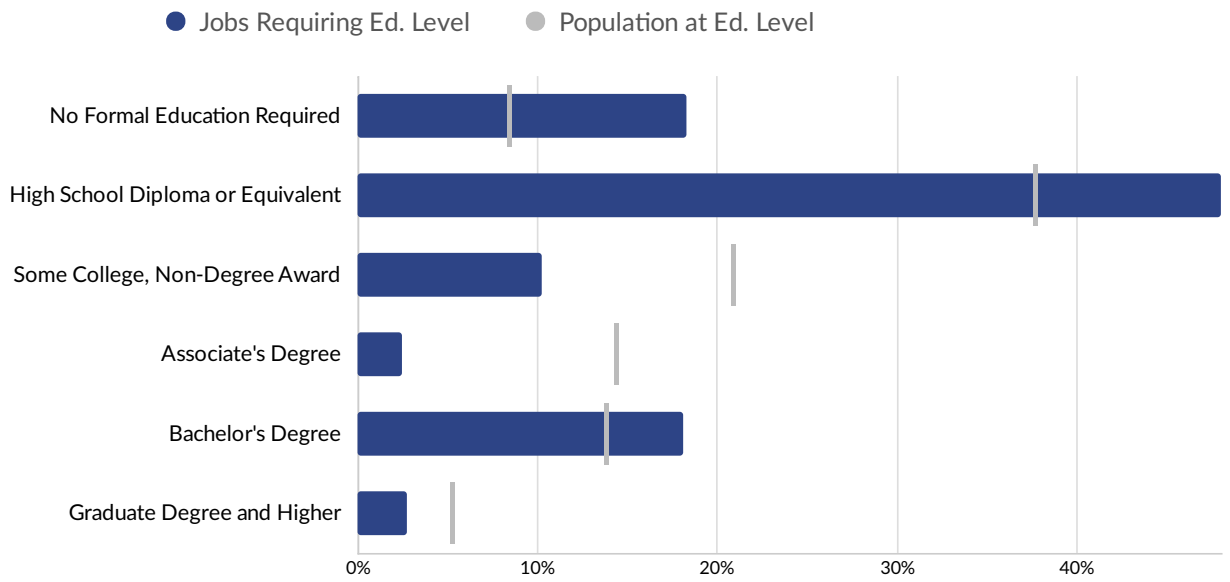
Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Underemployment



Workforce Characteristics - Cont.

| Occupation | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2017 Median Hourly Earnings | Apr 2018 - Mar 2019 Unique Average Monthly Postings |
|---|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Office and Administrative Support | 3,245 | 3,352 | 107 | +3% | 0.85 | \$15.22 | 123 |
| Production | 3,198 | 3,325 | 127 | +4% | 2.09 | \$17.15 | 120 |
| Sales and Related | 2,399 | 2,425 | 26 | +1% | 0.90 | \$12.67 | 138 |
| Transportation and Material Moving | 2,074 | 2,237 | 163 | +8% | 1.21 | \$15.56 | 370 |
| Food Preparation and Serving Related | 1,917 | 1,991 | 74 | +4% | 0.88 | \$8.81 | 47 |
| Construction and Extraction | 1,471 | 1,669 | 198 | +13% | 1.34 | \$20.63 | 15 |
| Education, Training, and Library | 1,423 | 1,494 | 71 | +5% | 0.97 | \$20.03 | 60 |
| Management | 1,337 | 1,376 | 39 | +3% | 0.90 | \$32.60 | 48 |
| Installation, Maintenance, and Repair | 1,235 | 1,337 | 102 | +8% | 1.26 | \$20.06 | 59 |
| Healthcare Practitioners and Technical | 1,291 | 1,268 | -23 | -2% | 0.84 | \$28.02 | 205 |
| Personal Care and Service | 973 | 1,126 | 153 | +16% | 0.97 | \$10.50 | 47 |
| Building and Grounds Cleaning and Maintenance | 754 | 819 | 65 | +9% | 0.82 | \$10.60 | 17 |
| Business and Financial Operations | 724 | 810 | 86 | +12% | 0.58 | \$23.63 | 30 |
| Protective Service | 753 | 792 | 39 | +5% | 1.30 | \$16.67 | 13 |
| Architecture and Engineering | 707 | 703 | -4 | -1% | 1.53 | \$28.47 | 39 |
| Healthcare Support | 727 | 688 | -39 | -5% | 0.93 | \$13.71 | 29 |
| Computer and Mathematical | 376 | 403 | 27 | +7% | 0.51 | \$27.22 | 25 |

Workforce Characteristics - Cont.

| Occupation | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2017 Median Hourly Earnings | Apr 2018 - Mar 2019 Unique Average Monthly Postings |
|--|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Arts, Design, Entertainment, Sports, and Media | 346 | 377 | 31 | +9% | 0.75 | \$16.52 | 11 |
| Community and Social Service | 344 | 352 | 8 | +2% | 0.78 | \$16.26 | 21 |
| Farming, Fishing, and Forestry | 250 | 339 | 89 | +36% | 1.68 | \$13.82 | 3 |
| Life, Physical, and Social Science | 108 | 115 | 7 | +6% | 0.51 | \$24.77 | 5 |
| Military-only | 89 | 84 | -5 | -6% | 0.51 | \$21.69 | 0 |
| Legal | 73 | 69 | -4 | -5% | 0.31 | \$23.51 | 1 |

Educational Pipeline

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