



Chippewa County

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Economy Overview

63,649

Population (2016)

Population **grew by 739** over the last 5 years and is projected to **grow by 1,047** over the next 5 years.

27,255

Jobs (2016)

Jobs **grew by 2,579** over the last 5 years and are projected to **grow by 2,221** over the next 5 years.

\$52.1K

Median Household Income (2015)

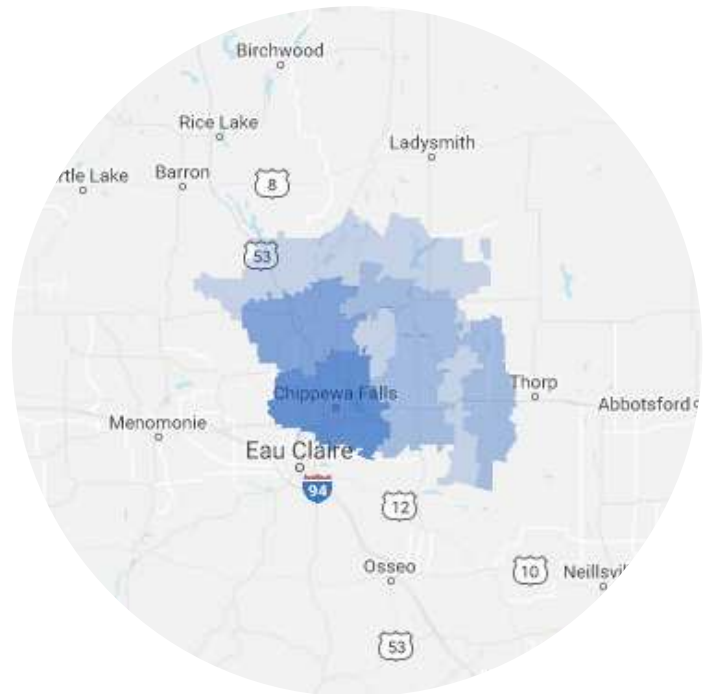
Median household income is **\$1.8K below** the national median household income of \$53.9K.

As of 2016 the region's population **increased by 1.2%** since 2011, growing by 739. Population is expected to **increase by 1.6%** between 2016 and 2021, adding 1,047.

From 2011 to 2016, jobs **increased by 10.5%** in Chippewa County from 24,676 to 27,255. This change **outpaced the national growth rate of 8.8% by 1.7%**. As the number of jobs increased, the **labor force participation rate decreased from 64.9% to 64.4% between 2011 and 2016**.

Concerning educational attainment, **13.0% of Chippewa County residents possess a Bachelor's Degree** (5.4% below the national average), and **14.1% hold an Associate's Degree** (6.2% above the national average).

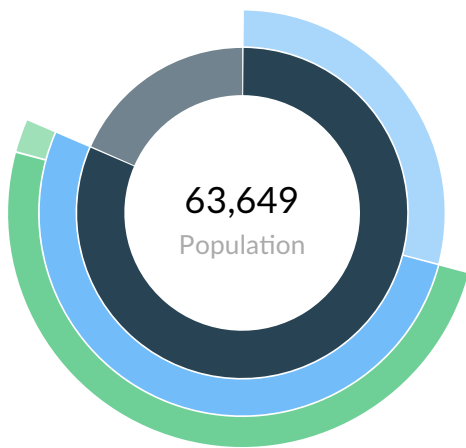
The top three industries in 2016 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.



Economy Overview - Cont.

Economy Overview - Cont.

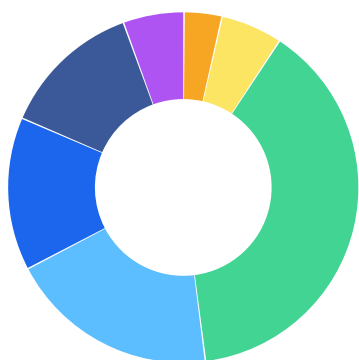
2016 Labor Force Breakdown



	Population
● Total Working Age Population	51,856
● Not in Labor Force (15+)	18,470
● Labor Force	33,386
● Employed	31,889
● Unemployed	1,497
● Under 15	11,793

Educational Attainment

Concerning educational attainment, **13.0% of Chippewa County residents possess a Bachelor's Degree** (5.4% below the national average), and **14.1% hold an Associate's Degree** (6.2% above the national average).

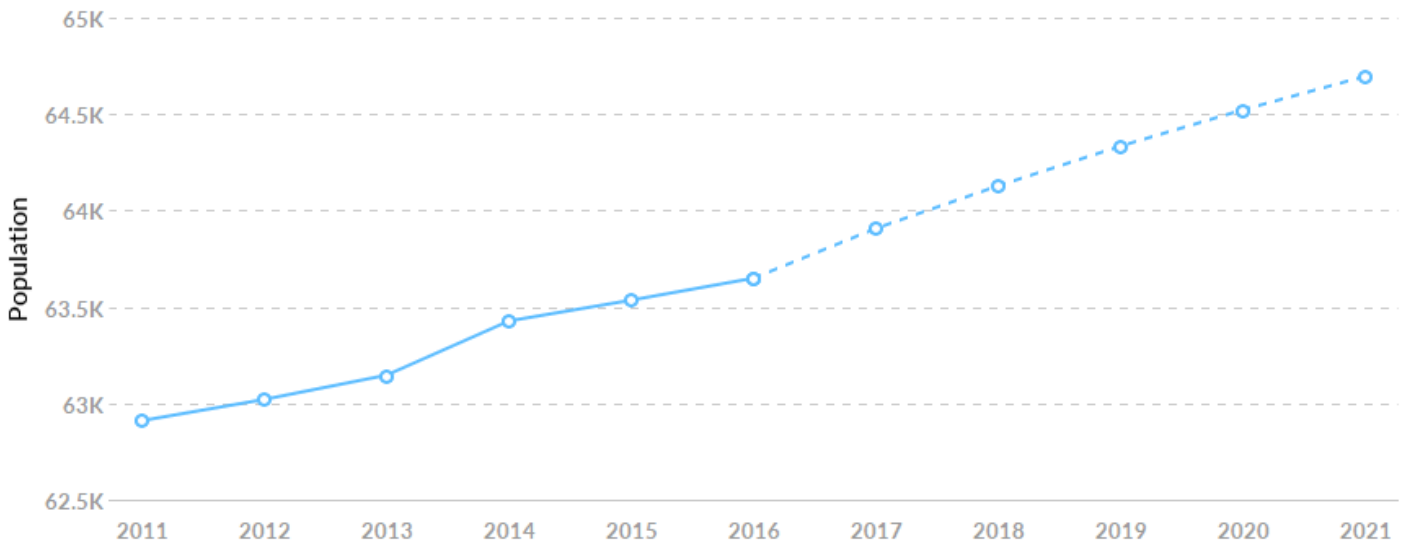


	% of Population	Population
● Less Than 9th Grade	3.5%	1,564
● 9th Grade to 12th Grade	5.7%	2,551
● High School Diploma	38.7%	17,351
● Some College	19.4%	8,673
● Associate's Degree	14.1%	6,332
● Bachelor's Degree	13.0%	5,824
● Graduate Degree and Higher	5.6%	2,516

Historic & Projected Trends

Population Trends

As of 2016 the region's population increased by 1.2% since 2011, growing by 739. Population is expected to increase by 1.6% between 2016 and 2021, adding 1,047.

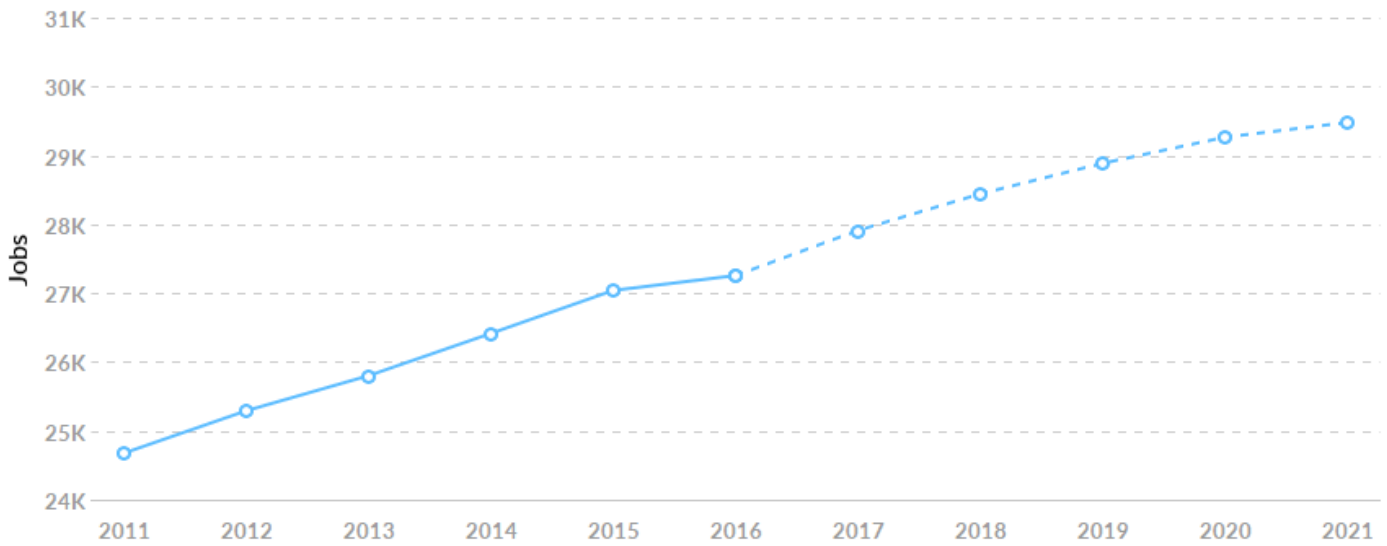


Timeframe	Population
2011	62,910
2012	63,020
2013	63,146
2014	63,427
2015	63,535
2016	63,649
2017	63,907
2018	64,128
2019	64,334
2020	64,522
2021	64,696

Historic & Projected Trends - Cont.

Job Trends

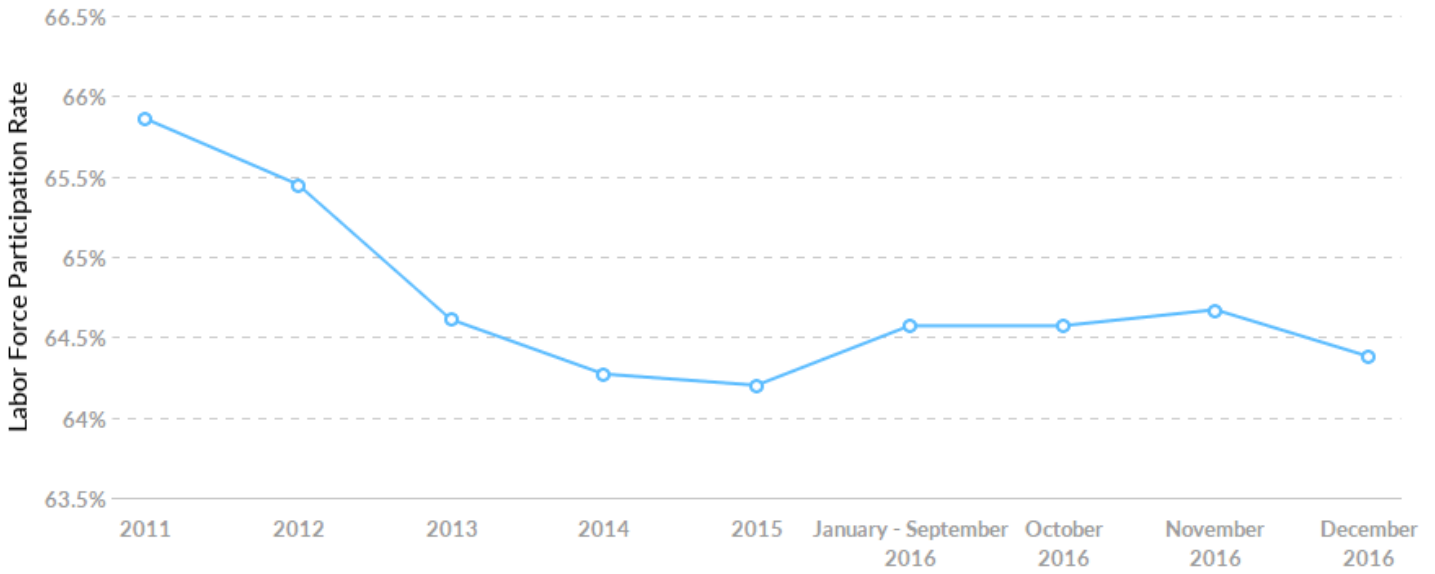
From 2011 to 2016, jobs increased by 10.5% in Chippewa County from 24,676 to 27,255. This change outpaced the national growth rate of 8.8% by 1.7%.



Timeframe	Jobs
2011	24,676
2012	25,292
2013	25,801
2014	26,415
2015	27,039
2016	27,255
2017	27,910
2018	28,441
2019	28,885
2020	29,264
2021	29,477

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

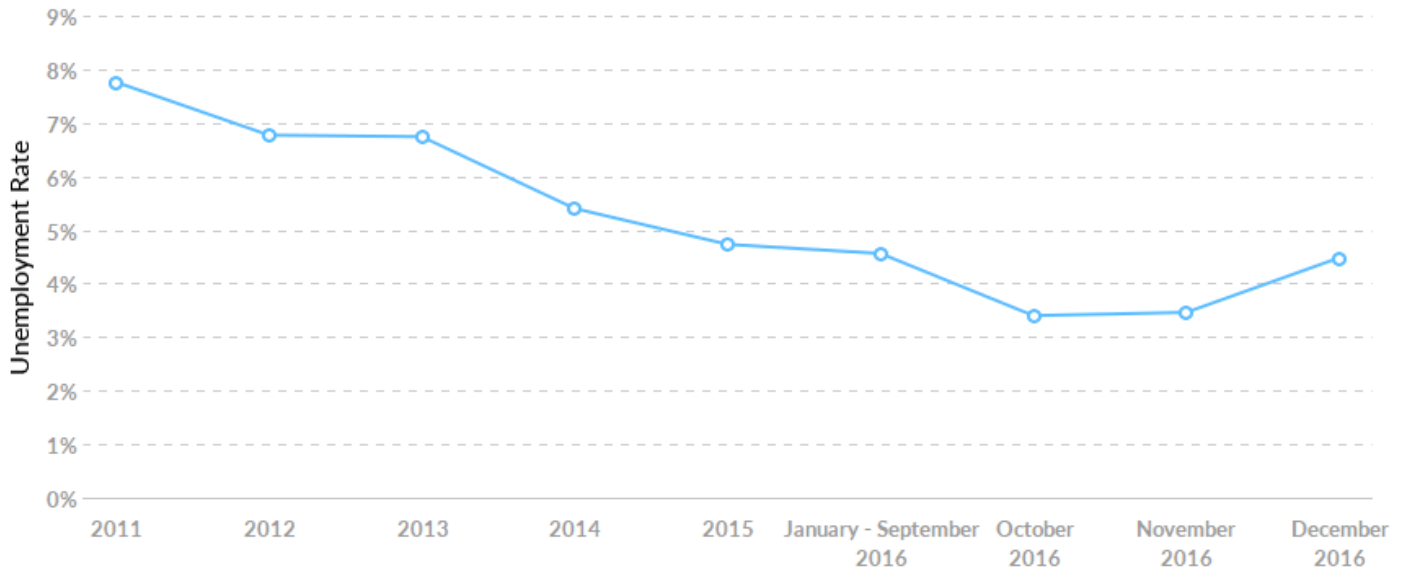


Timeframe	Labor Force Participation Rate
2011	65.86%
2012	65.45%
2013	64.61%
2014	64.27%
2015	64.20%
January - September 2016	64.57%
October 2016	64.57%
November 2016	64.67%
December 2016	64.38%

Historic & Projected Trends - Cont.

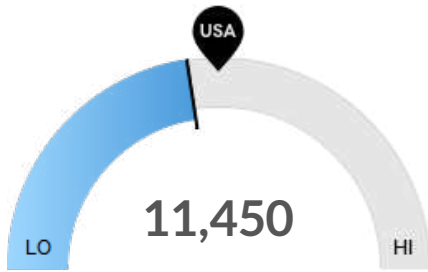
Unemployment Rate Trends

Chippewa County had a December 2016 unemployment rate of 4.48%, **decreasing from 7.76%** 5 years before.



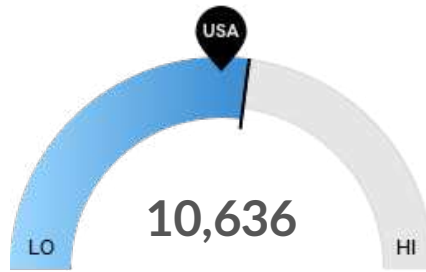
Timeframe	Unemployment Rate
2011	7.76%
2012	6.77%
2013	6.74%
2014	5.40%
2015	4.73%
January - September 2016	4.56%
October 2016	3.40%
November 2016	3.46%
December 2016	4.48%

Population Characteristics



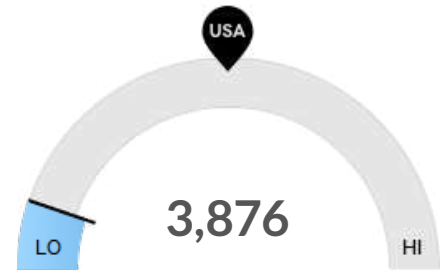
Millennials

Chippewa County has 11,450 millennials (ages 20-34). The national average for an area this size is 13,208.



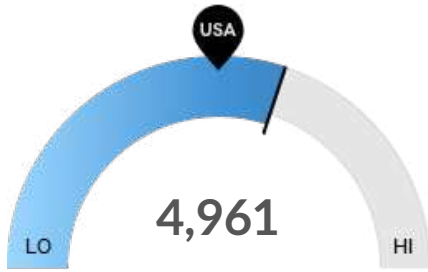
Retiring Soon

Retirement risk is high in Chippewa County. The national average for an area this size is 9,451 people 65 or older, while there are 10,636 here.



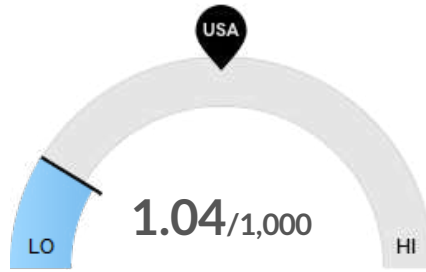
Racial Diversity

Racial diversity is low in Chippewa County. The national average for an area this size is 24,340 racially diverse people, while there are 3,876 here.



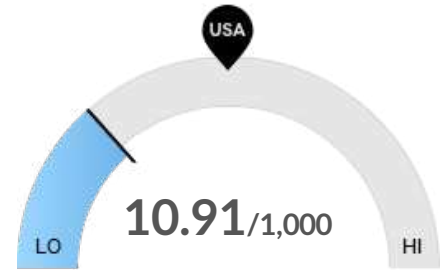
Veterans

Chippewa County has 4,961 veterans. The national average for an area this size is 3,728.



Violent Crime

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



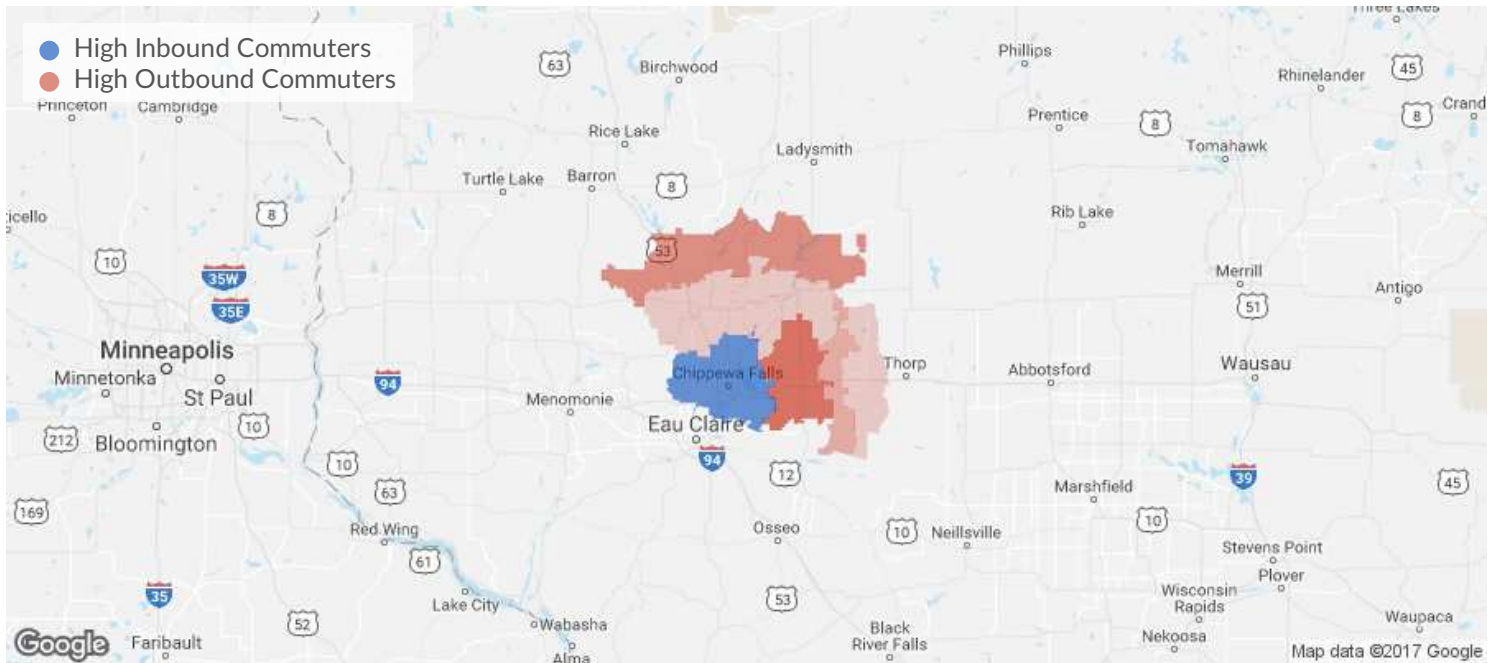
Property Crime

Chippewa County has 10.91 property crimes per 1,000 people. The national rate is 24.22 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

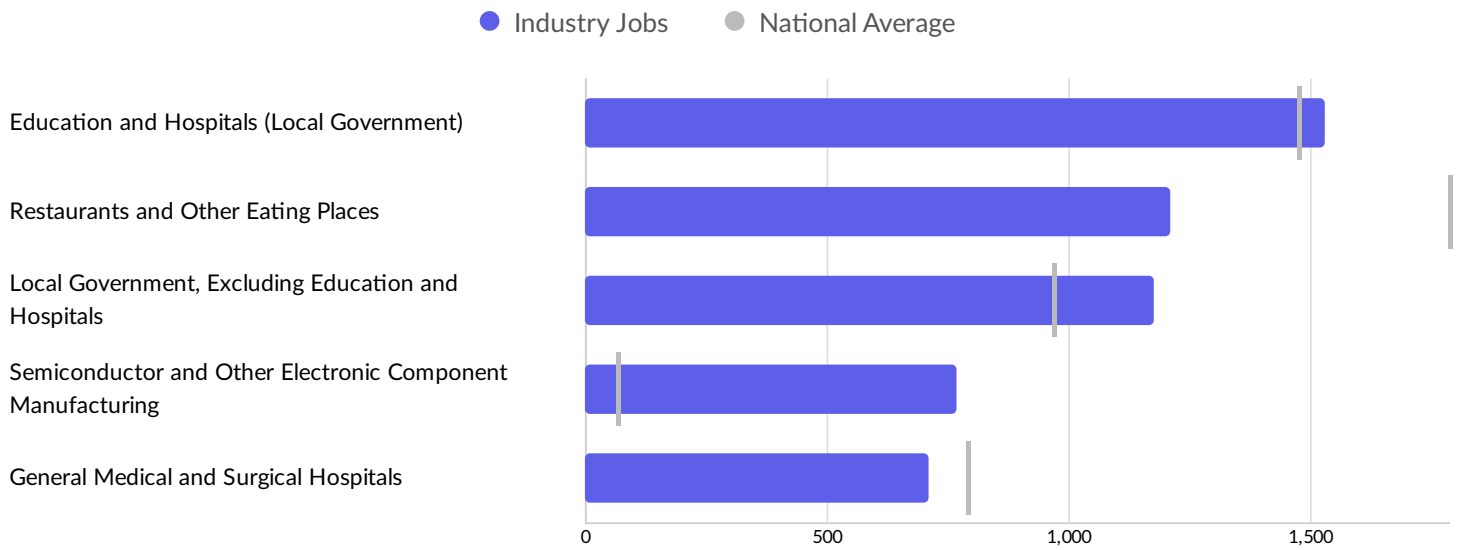
ZIP	Name	2016 Employment
54729	Chippewa Falls, WI (in ...	17,766
54724	Bloomer, WI (in Chippe...	3,539
54768	Stanley, WI (in Chippe...	1,679
54727	Cadott, WI (in Chippew...	1,468
54732	Cornell, WI (in Chippe...	1,053

Where Talent Lives

ZIP	Name	2016 Workers
54729	Chippewa Falls, WI (in ...	16,425
54724	Bloomer, WI (in Chippe...	3,675
54727	Cadott, WI (in Chippew...	2,489
54768	Stanley, WI (in Chippe...	1,988
54757	New Auburn, WI (in Ch...	1,678

Industry Characteristics

Largest Industries

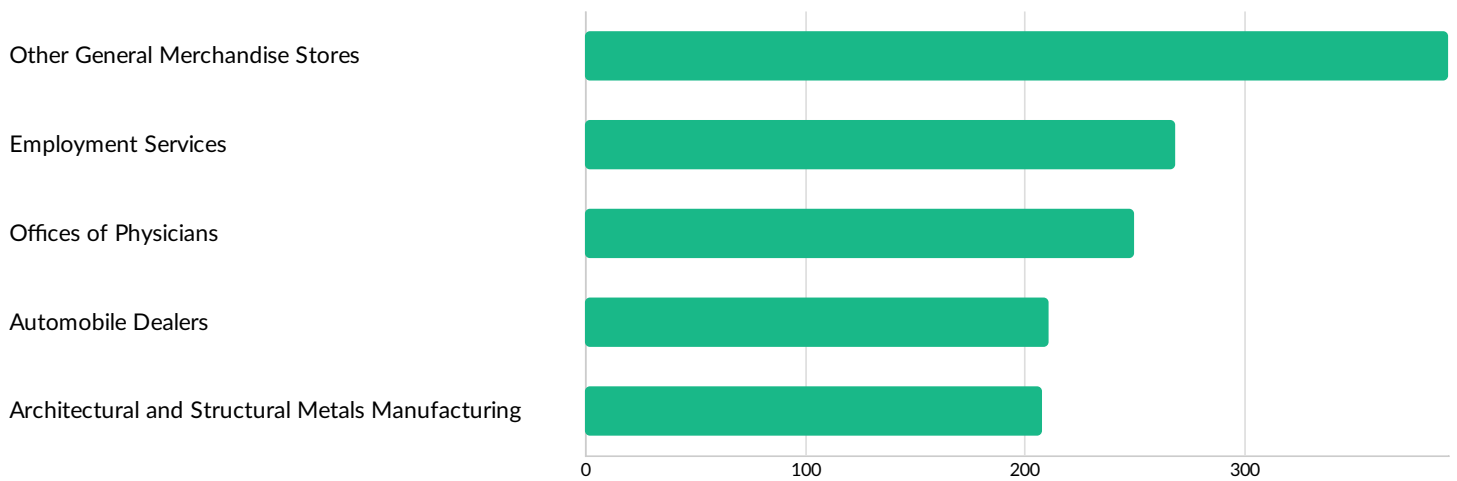


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Education and Hospitals (Local Government)	1,405	1,531	126	+9%	\$53,600
Restaurants and Other Eating Places	1,235	1,211	-24	-2%	\$13,941
Local Government, Excluding Education and Hospitals	1,292	1,176	-116	-9%	\$57,780
Semiconductor and Other Electronic Component Manufacturing	1,019	769	-250	-25%	\$65,909
General Medical and Surgical Hospitals	798	712	-86	-11%	\$59,900

Industry Characteristics - Cont

Top Growing Industries

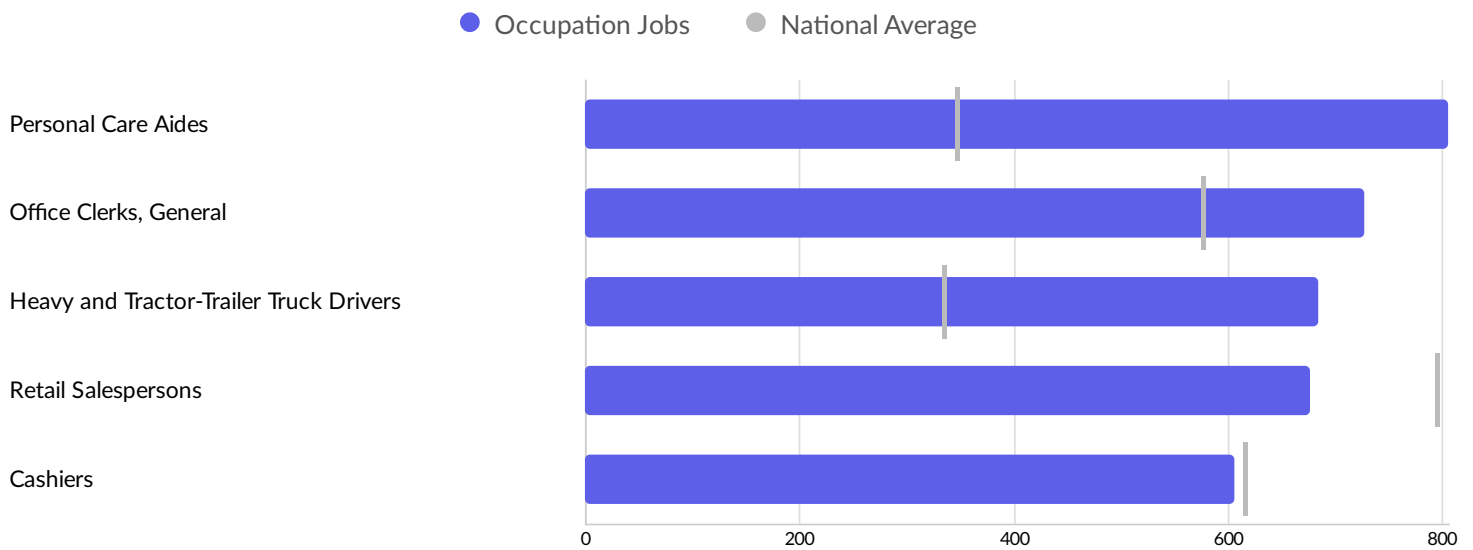
● Industry Jobs Change



Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Other General Merchandise Stores	43	436	393	+914%	\$31,758
Employment Services	23	292	269	+1,170%	\$24,573
Offices of Physicians	121	371	250	+207%	\$95,920
Automobile Dealers	394	605	211	+54%	\$48,893
Architectural and Structural Metals Manufacturing	187	395	208	+111%	\$55,536

Workforce Characteristics

Largest Occupations

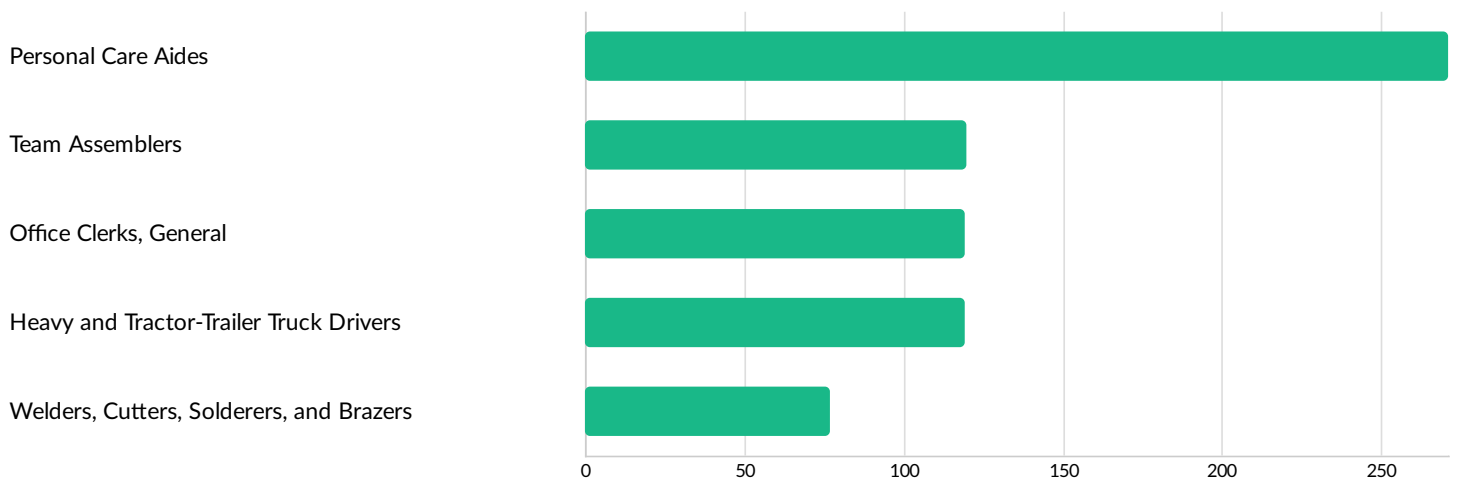


Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Personal Care Aides	535	806	271	+51%	\$9.93
Office Clerks, General	609	728	119	+20%	\$14.63
Heavy and Tractor-Trailer Truck Drivers	566	685	119	+21%	\$18.75
Retail Salespersons	647	677	30	+5%	\$13.44
Cashiers	631	606	-25	-4%	\$9.22

Workforce Characteristics - Cont

Top Growing Occupations

● Occupation Jobs Change



Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Personal Care Aides	535	806	271	+51%	\$9.93
Team Assemblers	329	449	120	+36%	\$13.63
Heavy and Tractor-Trailer Truck Drivers	566	685	119	+21%	\$18.75
Office Clerks, General	609	728	119	+20%	\$14.63
Welders, Cutters, Solderers, and Brazers	183	260	77	+42%	\$18.26

Educational Pipeline

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