



# Chippewa County

West Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

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55017 Chippewa 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

**64,346**

**Population (2019)**

Population grew by **1,012** over the last 5 years and is projected to **grow by 1,122** over the next 5 years.

**27,408**

**Total Regional Employment**

Jobs grew by **1,017** over the last 5 years and are projected to **grow by 1,294** over the next 5 years.

**\$57.3K**

**Median Household Income (2018)**

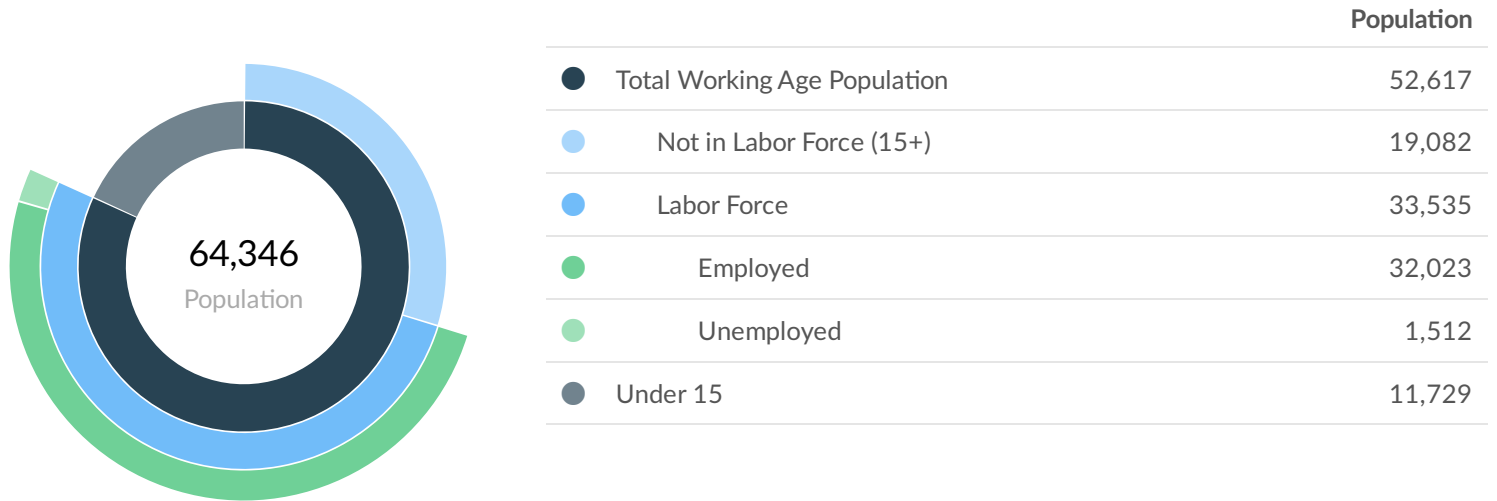
Median household income is **\$3.0K below** the national median household income of \$60.3K.

## Takeaways

- As of 2019 the region's population **increased by 1.6%** since 2014, growing by 1,012. Population is expected to **increase by 1.7%** between 2019 and 2024, adding 1,122.
- From 2014 to 2019, jobs **increased by 3.9%** in Chippewa County from 26,391 to **27,408**. This change **fell short of the national growth rate of 7.6% by 3.7%**. As the number of jobs increased, the **labor force participation rate decreased from 64.1% to 63.7% between 2014 and 2019**.
- Concerning educational attainment, **13.9% of Chippewa County residents possess a Bachelor's Degree** (4.9% below the national average), and **15.4% hold an Associate's Degree** (7.3% above the national average).
- The top three industries in 2019 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

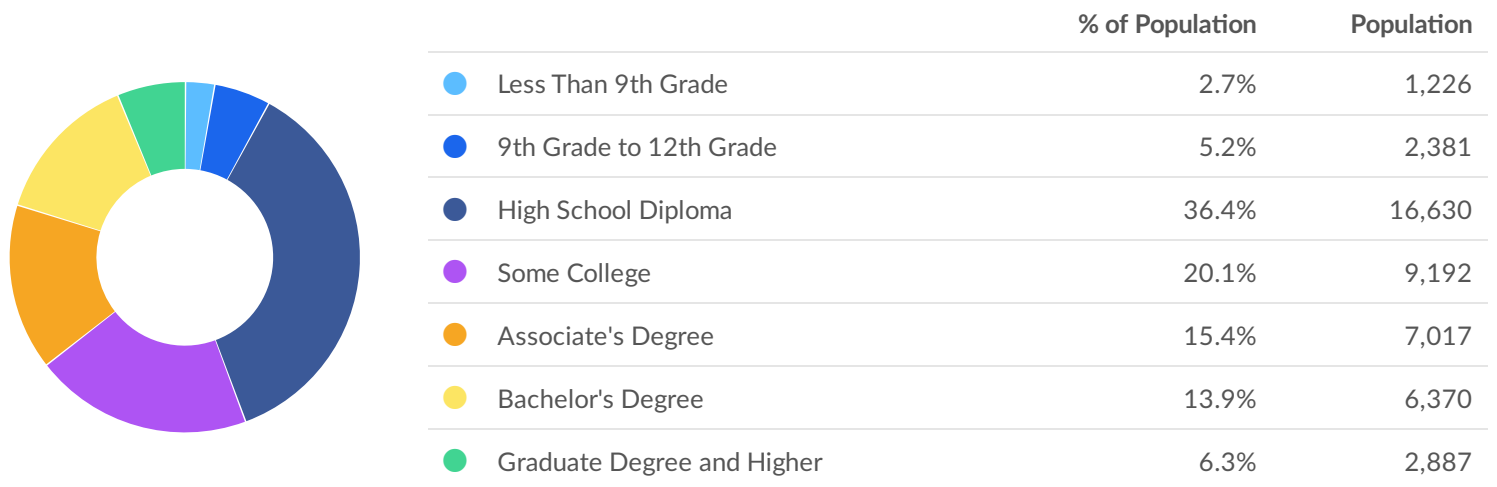
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	64,346	33,535	27,408	96.8	\$2.58B	\$3.75B	\$3.21B
Barron County	45,089	24,352	24,505	99.9	\$2.17B	\$3.26B	\$2.89B
St. Croix County	90,476	50,308	38,350	101.5	\$3.77B	\$6.14B	\$3.69B
Polk County	43,615	24,608	17,986	98.8	\$1.62B	\$2.93B	\$2.06B
Eau Claire County	105,102	58,787	63,465	98.2	\$6.06B	\$6.13B	\$6.59B
Dunn County	45,311	24,581	19,902	95.6	\$1.83B	\$2.89B	\$2.41B
West Central Wisconsin	428,690	234,123	204,835	98.3	\$19.34B	\$26.39B	\$22.16B
Momentum West	492,904	270,290	225,757	99.0	\$21.29B	\$29.68B	\$24.20B
Clark County	34,751	17,952	13,218	97.2	\$1.30B	\$2.35B	\$2.16B
Chippewa County, WI	64,346	33,535	27,408	96.8	\$2.58B	\$3.75B	\$3.21B

## 2019 Labor Force Breakdown



## Educational Attainment

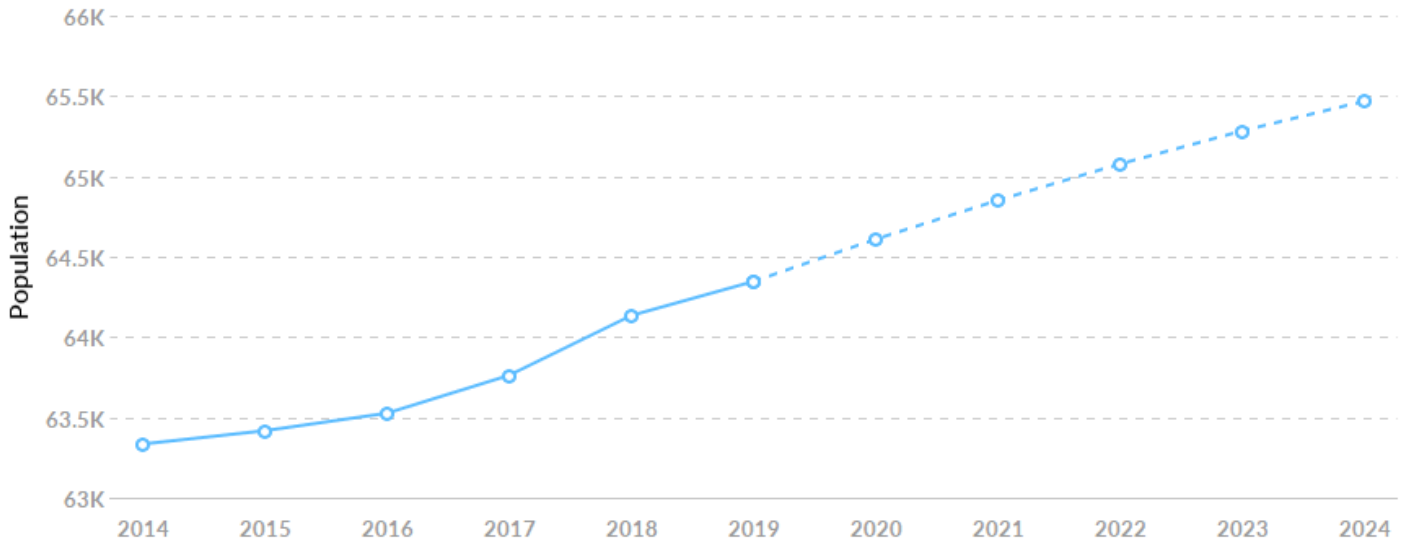
Concerning educational attainment, **13.9% of Chippewa County residents possess a Bachelor's Degree** (4.9% below the national average), and **15.4% hold an Associate's Degree** (7.3% above the national average).



# Historic & Projected Trends

## Population Trends

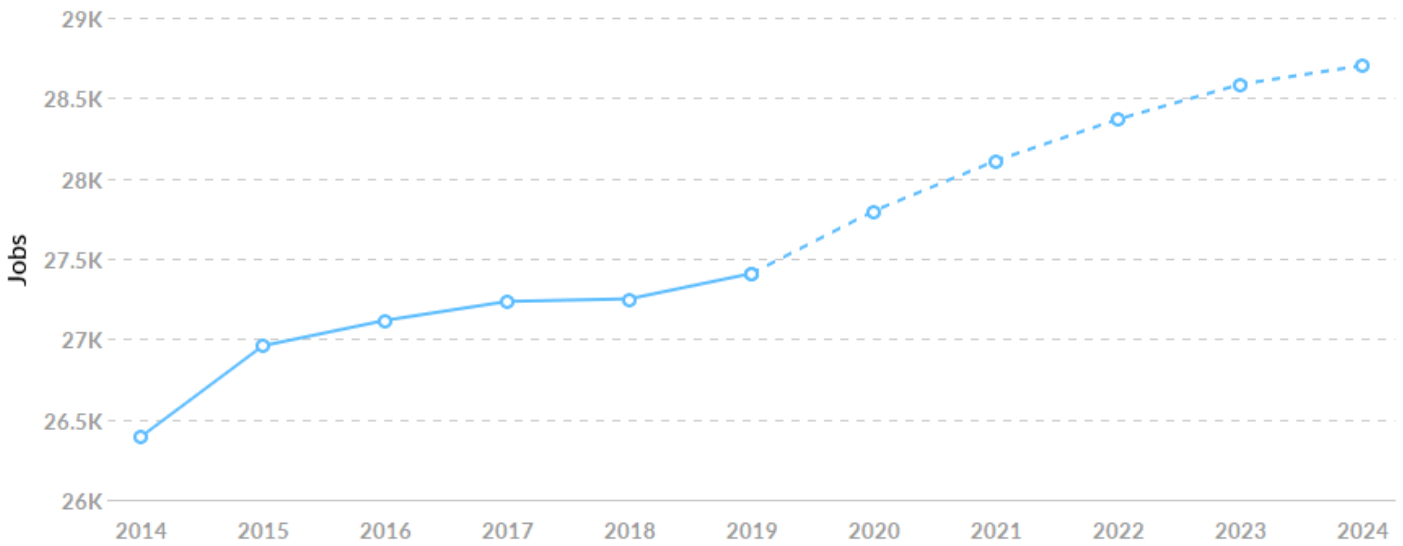
As of 2019 the region's population **increased by 1.6%** since 2014, growing by 1,012. Population is expected to **increase by 1.7%** between 2019 and 2024, adding 1,122.



Timeframe	Population
2014	63,334
2015	63,417
2016	63,526
2017	63,762
2018	64,134
2019	64,346
2020	64,609
2021	64,851
2022	65,077
2023	65,283
2024	65,468

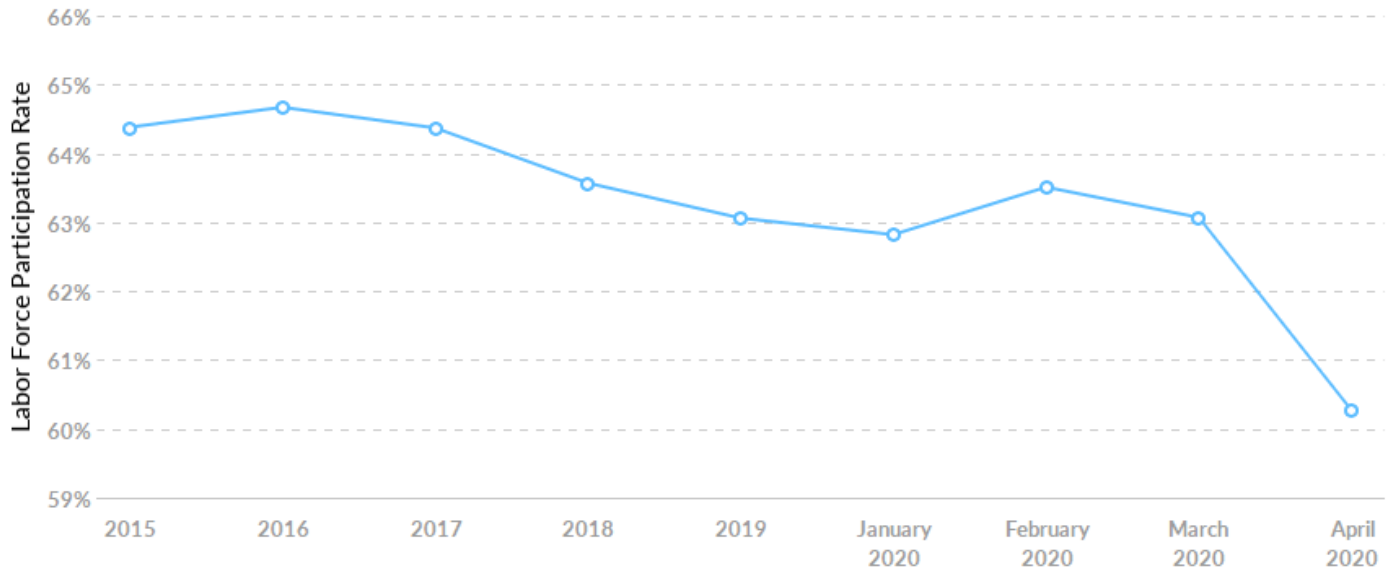
## Job Trends

From 2014 to 2019, jobs increased by 3.9% in Chippewa County from 26,391 to 27,408. This change fell short of the national growth rate of 7.6% by 3.7%.



Timeframe	Jobs
2014	26,391
2015	26,958
2016	27,116
2017	27,234
2018	27,250
2019	27,408
2020	27,797
2021	28,110
2022	28,368
2023	28,585
2024	28,702

## Labor Force Participation Rate Trends

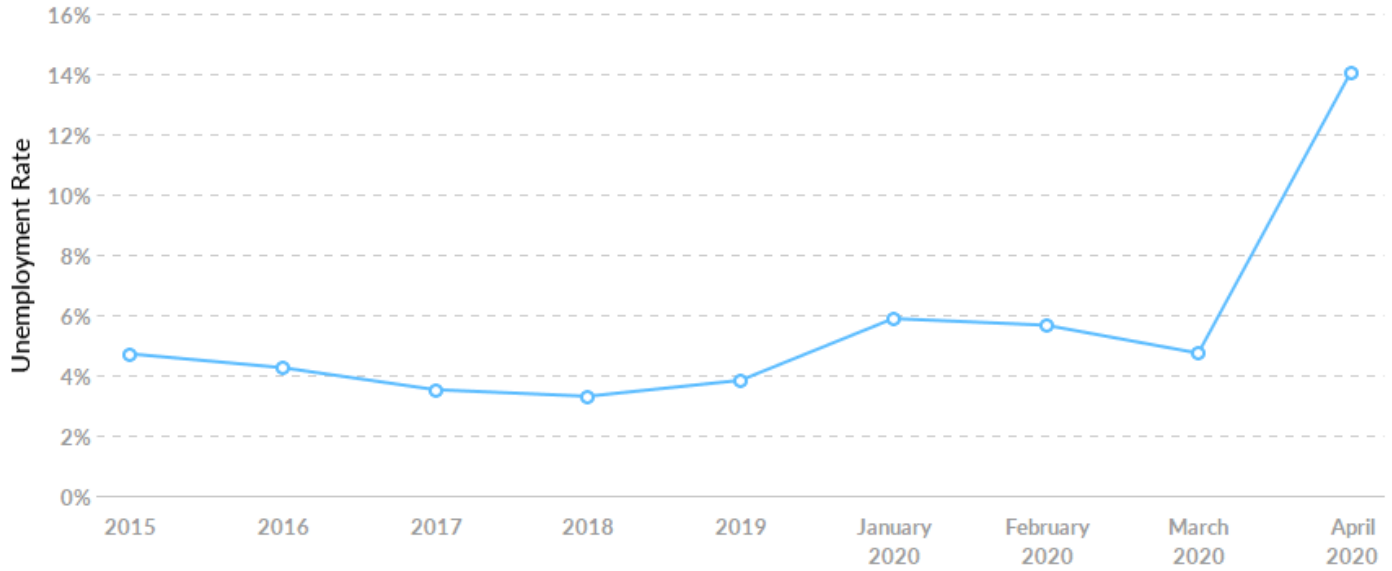


Timeframe	Labor Force Participation Rate
2015	64.38%
2016	64.67%
2017	64.37%
2018	63.57%
2019	63.06%
January 2020	62.82%
February 2020	63.51%
March 2020	63.07%
April 2020	60.27%



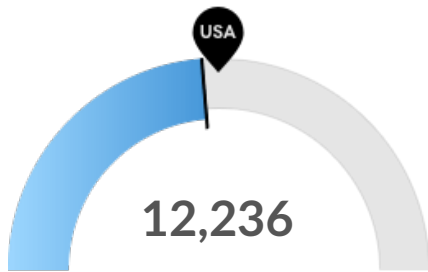
## Unemployment Rate Trends

Chippewa County had an April 2020 unemployment rate of 14.07%, **increasing from 4.71%** 5 years before.



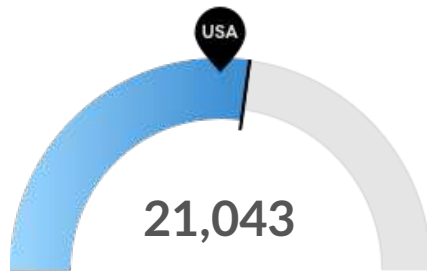
Timeframe	Unemployment Rate
2015	4.71%
2016	4.25%
2017	3.52%
2018	3.30%
2019	3.83%
January 2020	5.88%
February 2020	5.66%
March 2020	4.73%
April 2020	14.07%

## Population Characteristics



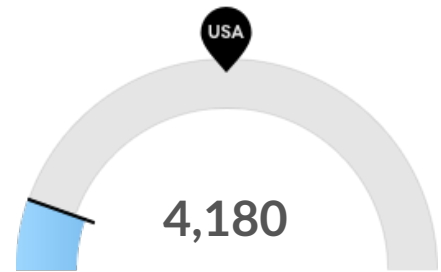
**Millennials**

Chippewa County has 12,236 millennials (ages 25-39). The national average for an area this size is 13,185.



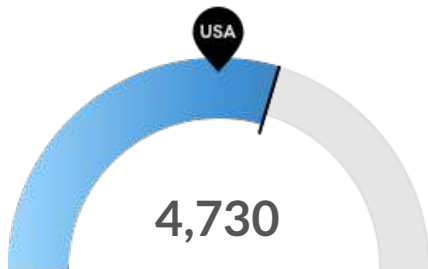
**Retiring Soon**

Retirement risk is high in Chippewa County. The national average for an area this size is 18,565 people 55 or older, while there are 21,043 here.



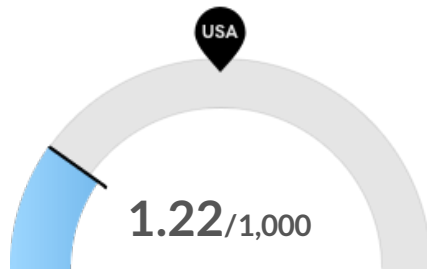
**Racial Diversity**

Racial diversity is low in Chippewa County. The national average for an area this size is 25,409 racially diverse people, while there are 4,180 here.



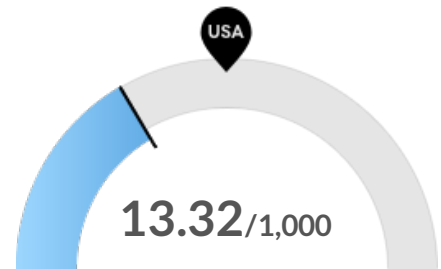
**Veterans**

Chippewa County has 4,730 veterans. The national average for an area this size is 3,648.



**Violent Crime**

Chippewa County has 1.22 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

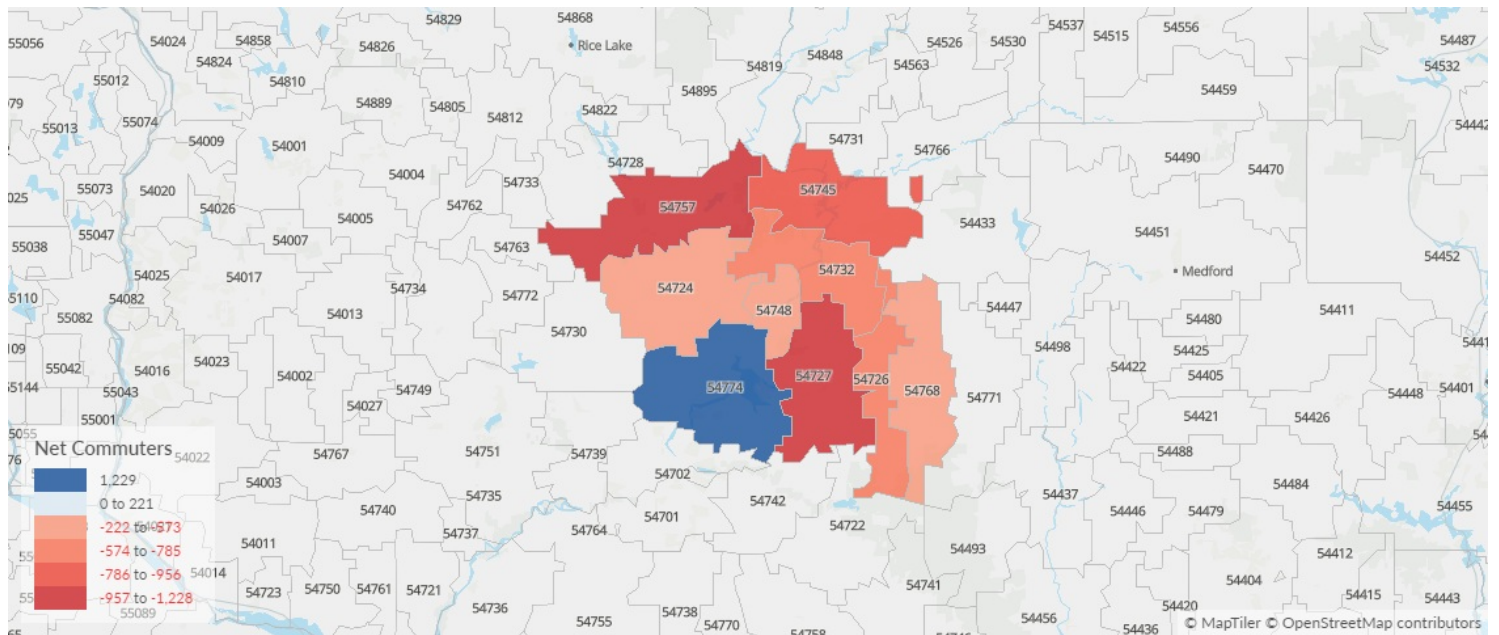


**Property Crime**

Chippewa County has 13.32 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

## 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

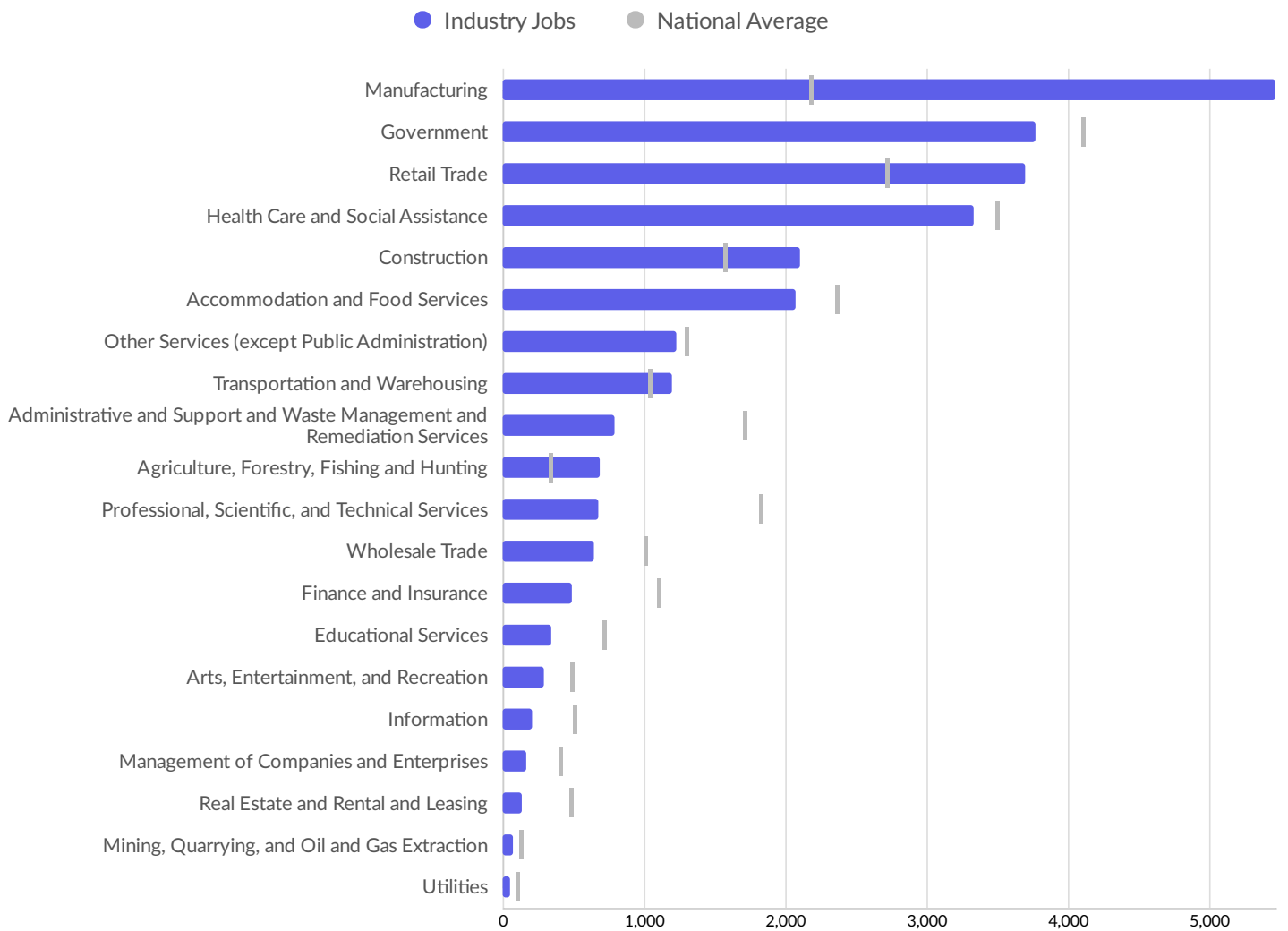
ZIP	Name	2019 Employment
54729	Chippewa Falls, WI (in C...	18,026
54724	Bloomer, WI (in Chippe...	3,661
54727	Cadott, WI (in Chippew...	1,532
54768	Stanley, WI (in Chippew...	1,525
54732	Cornell, WI (in Chippew...	868

### Where Talent Lives

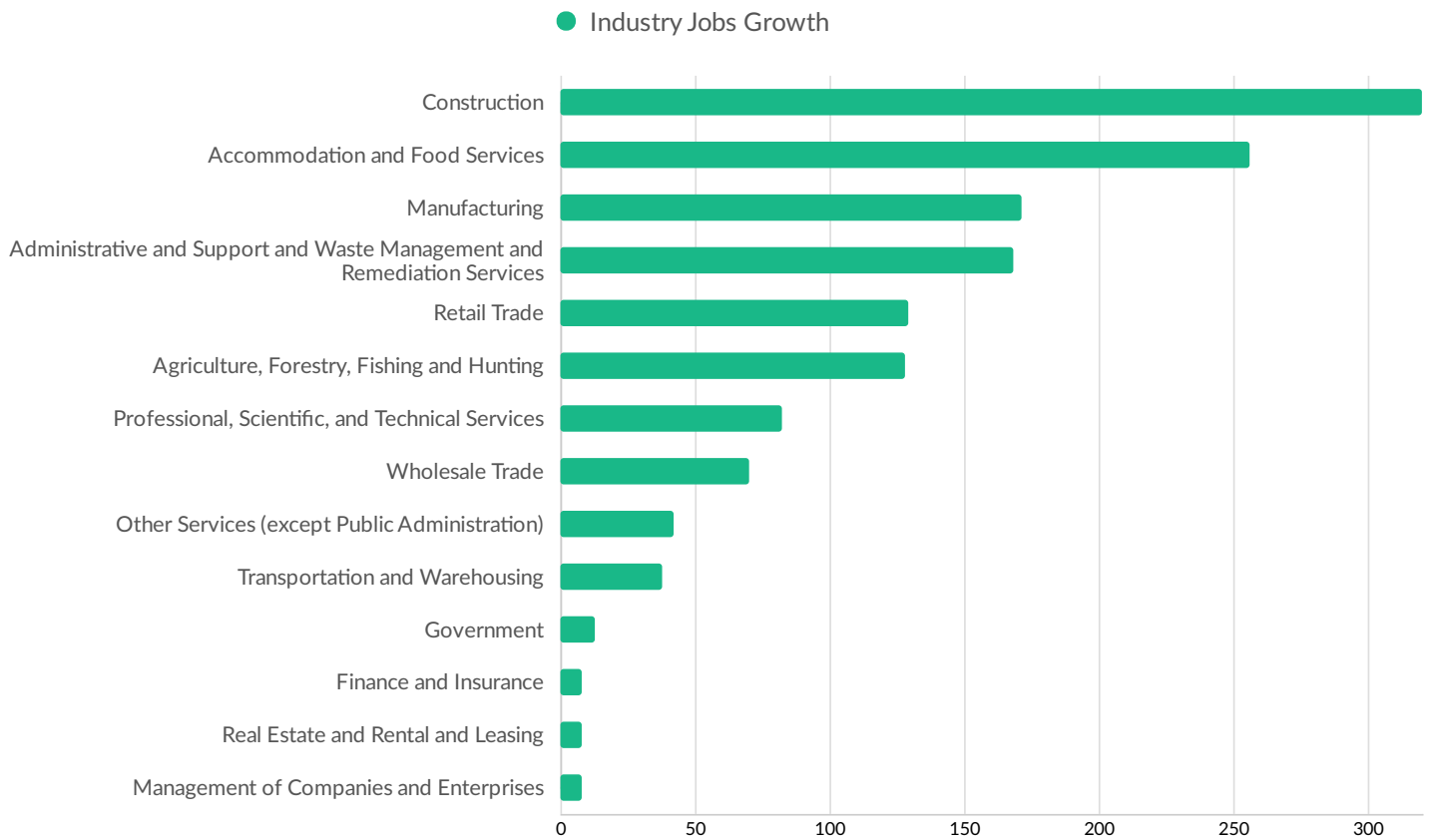
ZIP	Name	2019 Workers
54729	Chippewa Falls, WI (in C...	16,798
54724	Bloomer, WI (in Chippe...	3,883
54727	Cadott, WI (in Chippew...	2,545
54768	Stanley, WI (in Chippew...	1,921
54757	New Auburn, WI (in Chi...	1,661

# Industry Characteristics

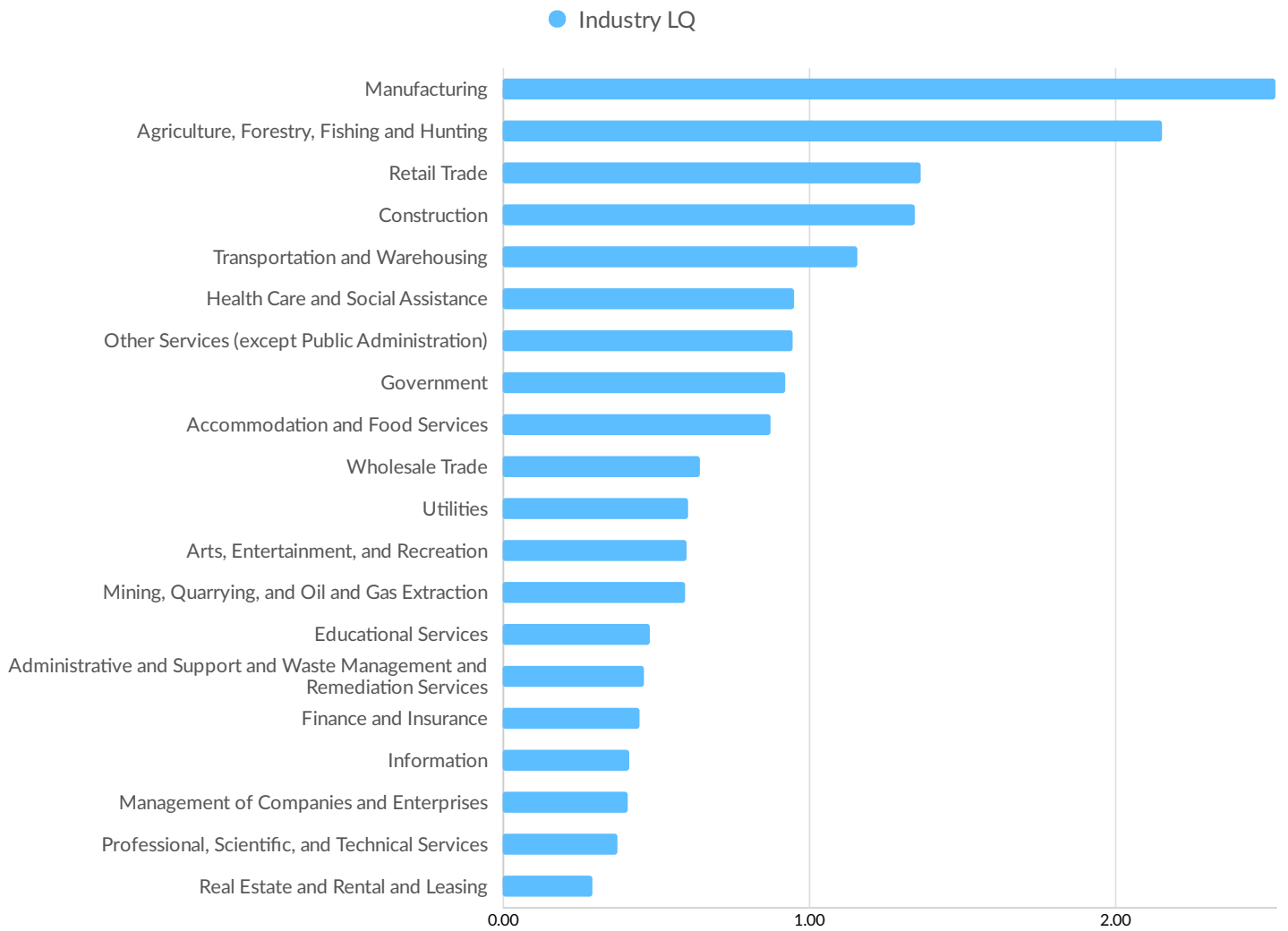
## Largest Industries



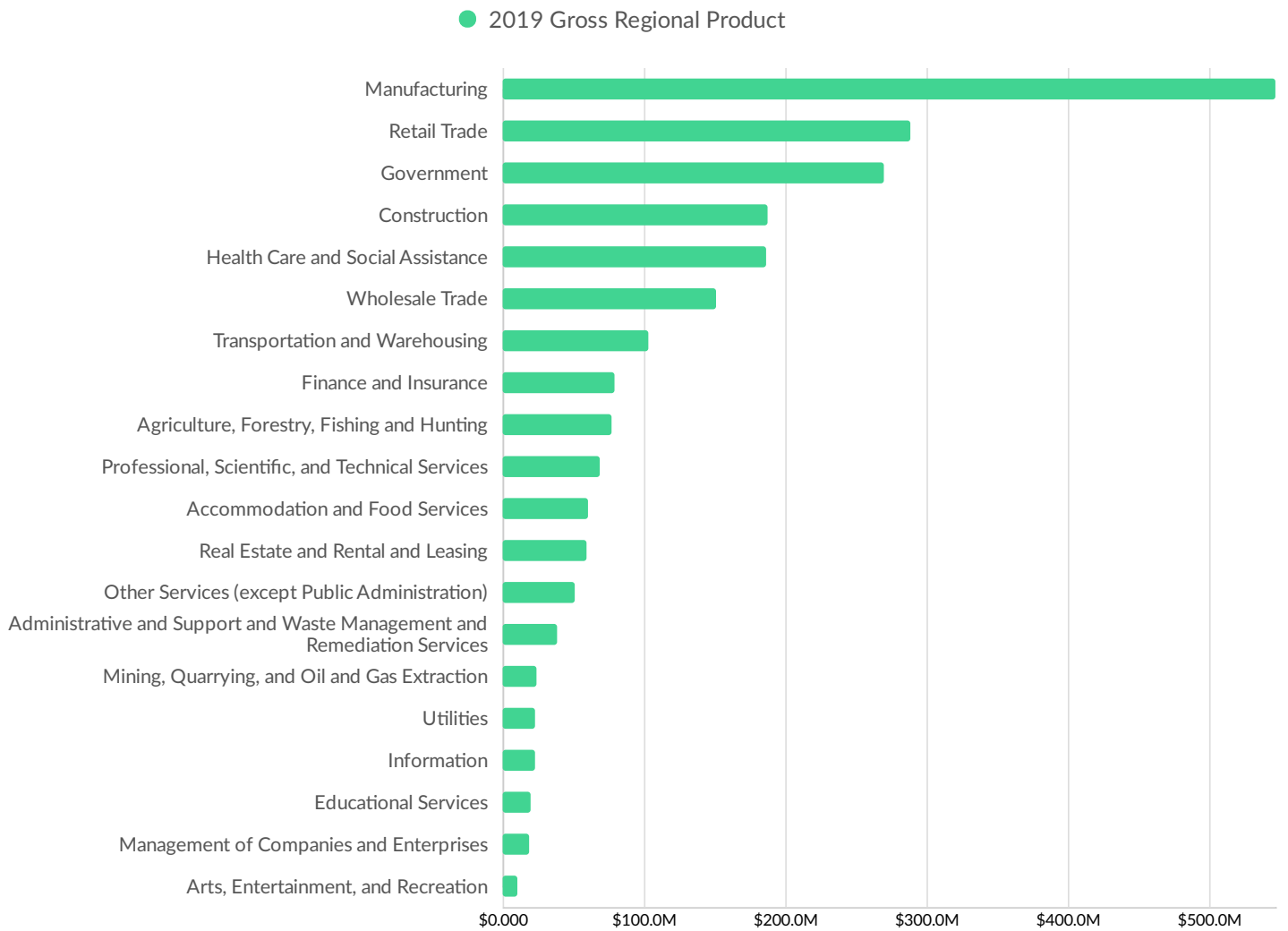
## Top Growing Industries



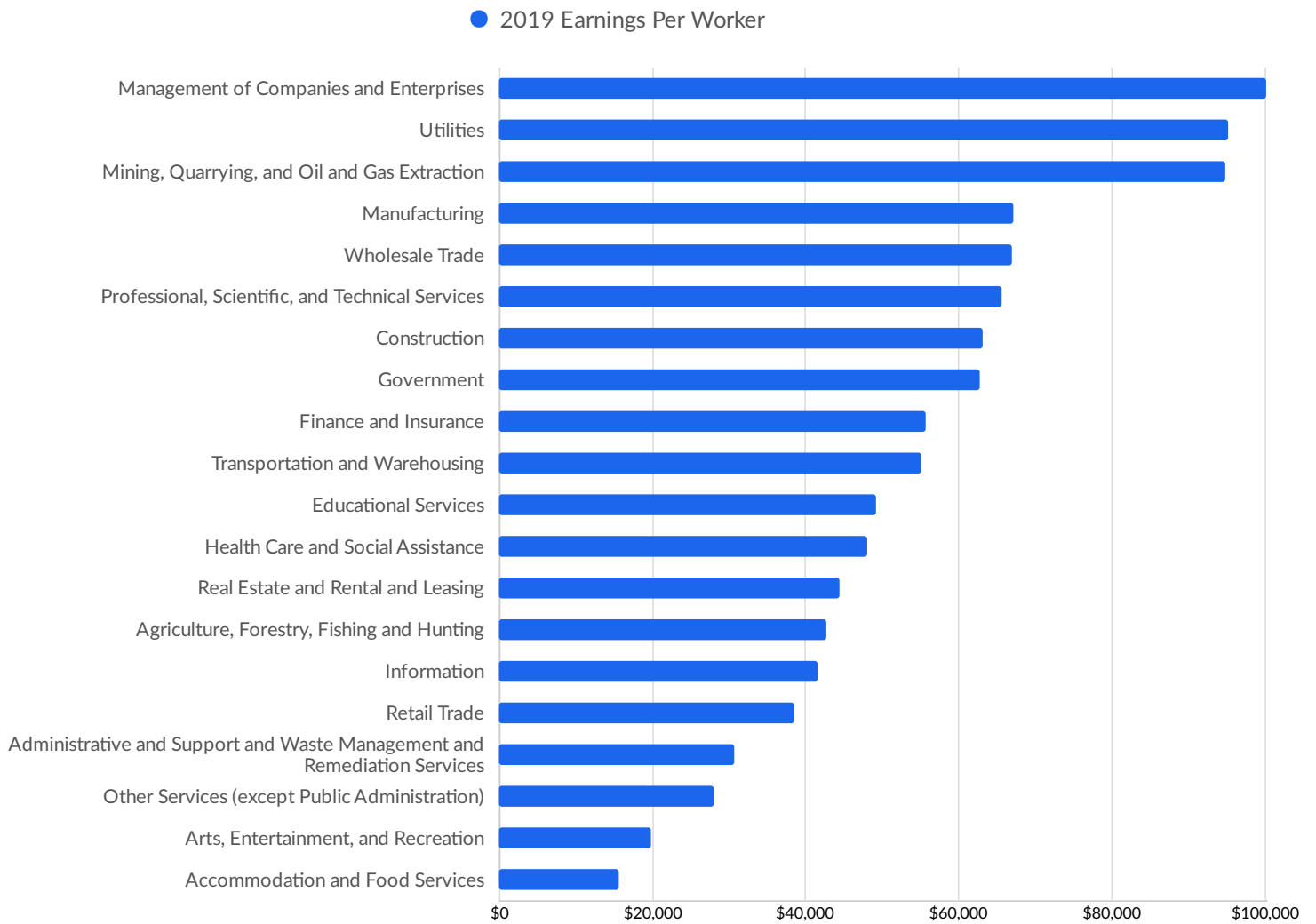
## Top Industry LQ



## Top Industry GRP



## Top Industry Earnings

























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	5,299	5,470	171	+3%	2.53	\$67,288	\$546.95M
Government	3,756	3,769	13	+0%	0.92	\$62,823	\$270.11M
Retail Trade	3,566	3,695	129	+4%	1.36	\$38,590	\$289.09M
Health Care and Social Assistance	3,367	3,330	-37	-1%	0.95	\$48,185	\$186.24M
Construction	1,783	2,103	320	+18%	1.35	\$63,195	\$187.33M
Accommodation and Food Services	1,813	2,069	256	+14%	0.88	\$15,607	\$60.62M
Other Services (except Public Administration)	1,188	1,230	42	+4%	0.95	\$28,082	\$51.23M
Transportation and Warehousing	1,157	1,195	38	+3%	1.16	\$55,208	\$102.98M
Administrative and Support and Waste Management and Remediation Services	619	787	168	+27%	0.46	\$30,811	\$38.40M
Agriculture, Forestry, Fishing and Hunting	559	687	128	+23%	2.15	\$42,872	\$77.29M
Professional, Scientific, and Technical Services	598	680	82	+14%	0.37	\$65,731	\$69.26M
Wholesale Trade	574	644	70	+12%	0.64	\$67,119	\$151.28M
Finance and Insurance	482	490	8	+2%	0.45	\$55,764	\$79.14M
Educational Services	368	340	-28	-8%	0.48	\$49,184	\$20.08M
Arts, Entertainment, and Recreation	365	290	-75	-21%	0.60	\$19,858	\$10.05M
Information	248	206	-42	-17%	0.41	\$41,545	\$23.09M
Management of Companies and Enterprises	154	162	8	+5%	0.41	\$100,267	\$18.25M
Real Estate and Rental and Leasing	129	137	8	+6%	0.29	\$44,470	\$59.75M
Mining, Quarrying, and Oil and Gas Extraction	277	69	-208	-75%	0.60	\$94,826	\$24.43M
Utilities	88	56	-32	-36%	0.61	\$95,274	\$23.11M

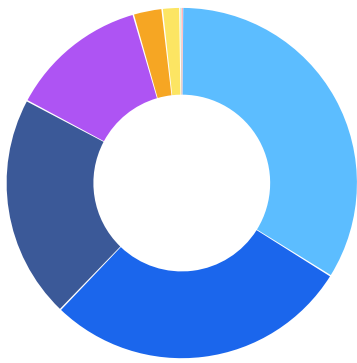
## Business Characteristics

### 4,207 Companies Employ Your Workers

Online profiles for your workers mention 4,207 companies as employers, with the top 10 appearing below. In the last 12 months, 1,022 companies in Chippewa County posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	217 	HealthCare Employment Netwo...	279 
Ttm Technologies, Inc.	144 	Roehl Transport, Inc.	225 
Menard, Inc.	112 	Platinum Supplemental Insuranc...	198 
UnitedHealth Group Incorporate...	107 	Dove Healthcare South	192 
Mason Corporation	93 	Ashley Furniture Industries, Inc.	187 
Chippewa Falls Area Unified Sch...	85 	Sam's West, Inc.	142 
State of Wisconsin	84 	McDonald's Corporation	137 
Marshfield Clinic	81 	Marshfield Clinic	131 
Hospital Sisters Health System	73 	State of Wisconsin	119 
Cray Inc.	66 	Mason Corporation	118 

## Business Size

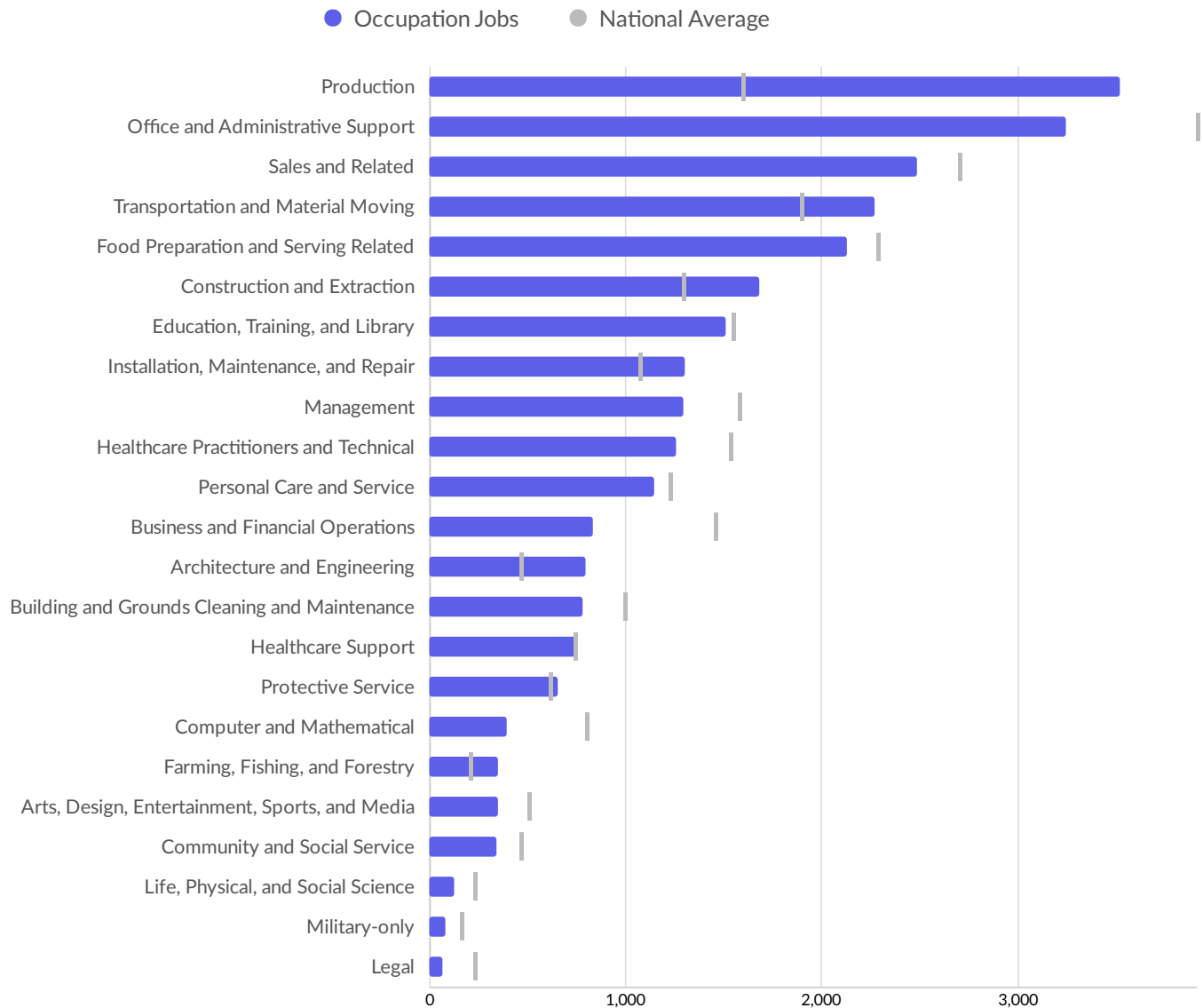


	Percentage	Business Count
1 to 4 employees	33.8%	835
5 to 9 employees	28.3%	699
10 to 19 employees	20.6%	509
20 to 49 employees	12.8%	315
50 to 99 employees	2.7%	66
100 to 249 employees	1.6%	40
250 to 499 employees	0.2%	4
500+ employees	0.1%	2

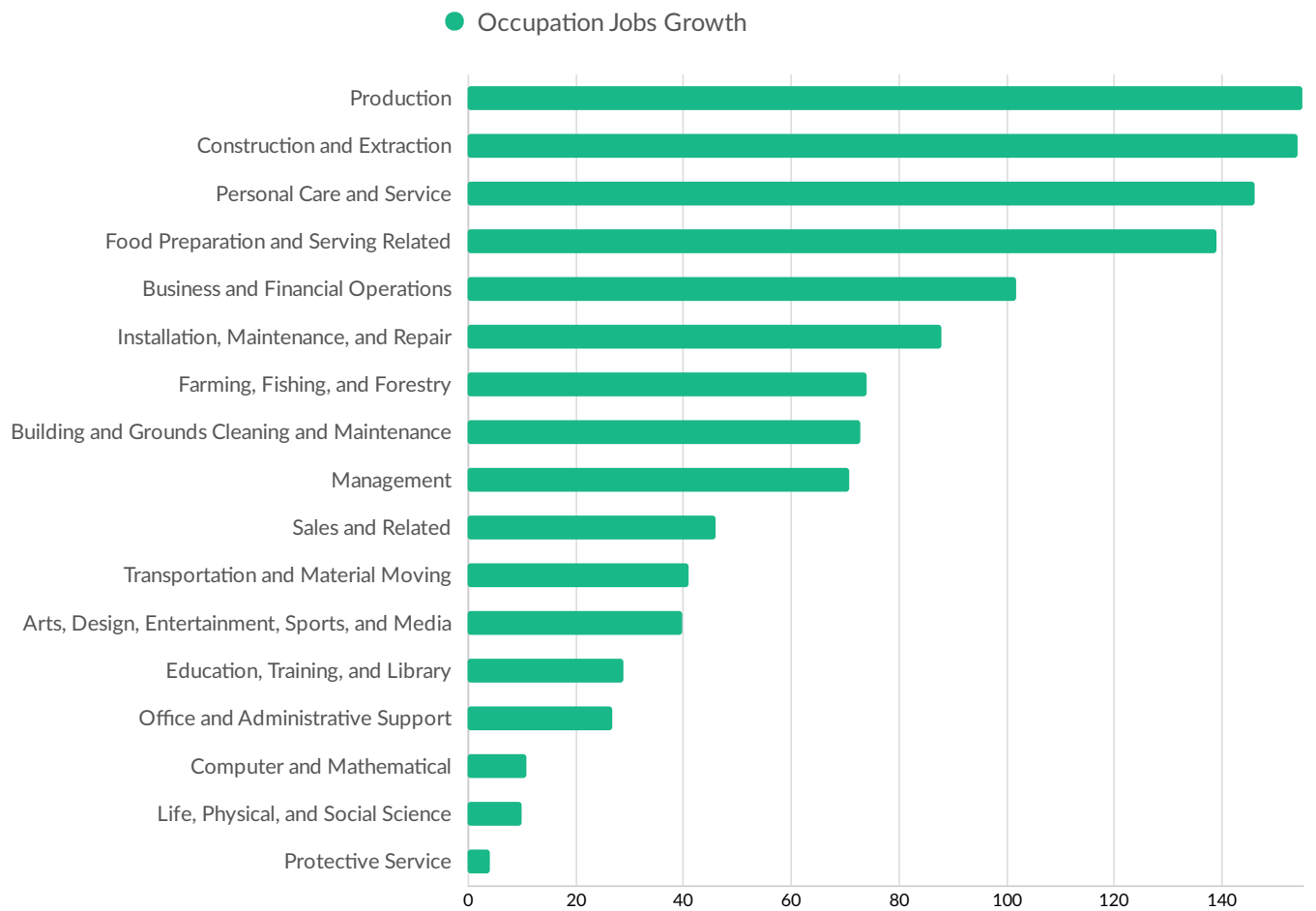
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

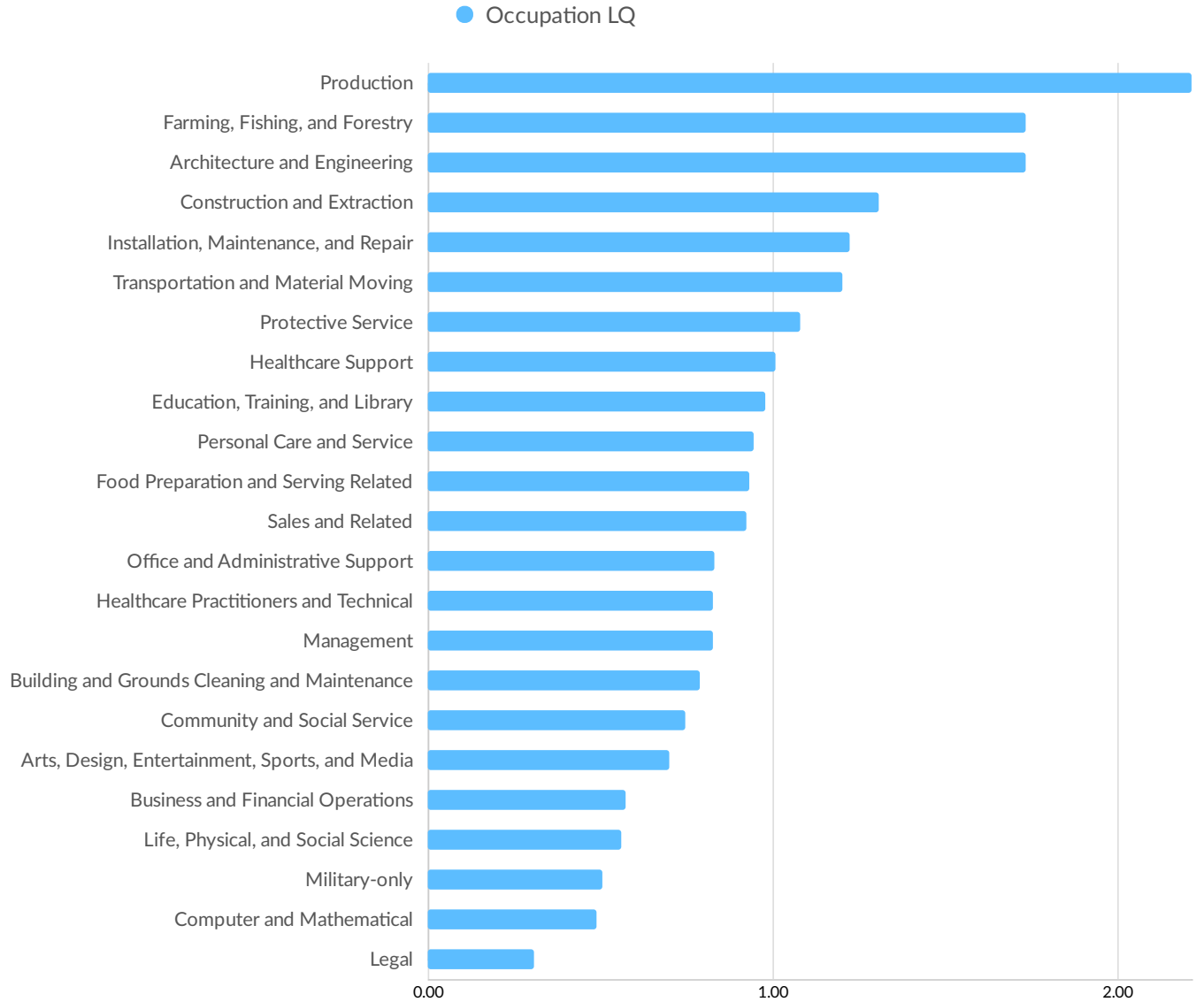
## Largest Occupations



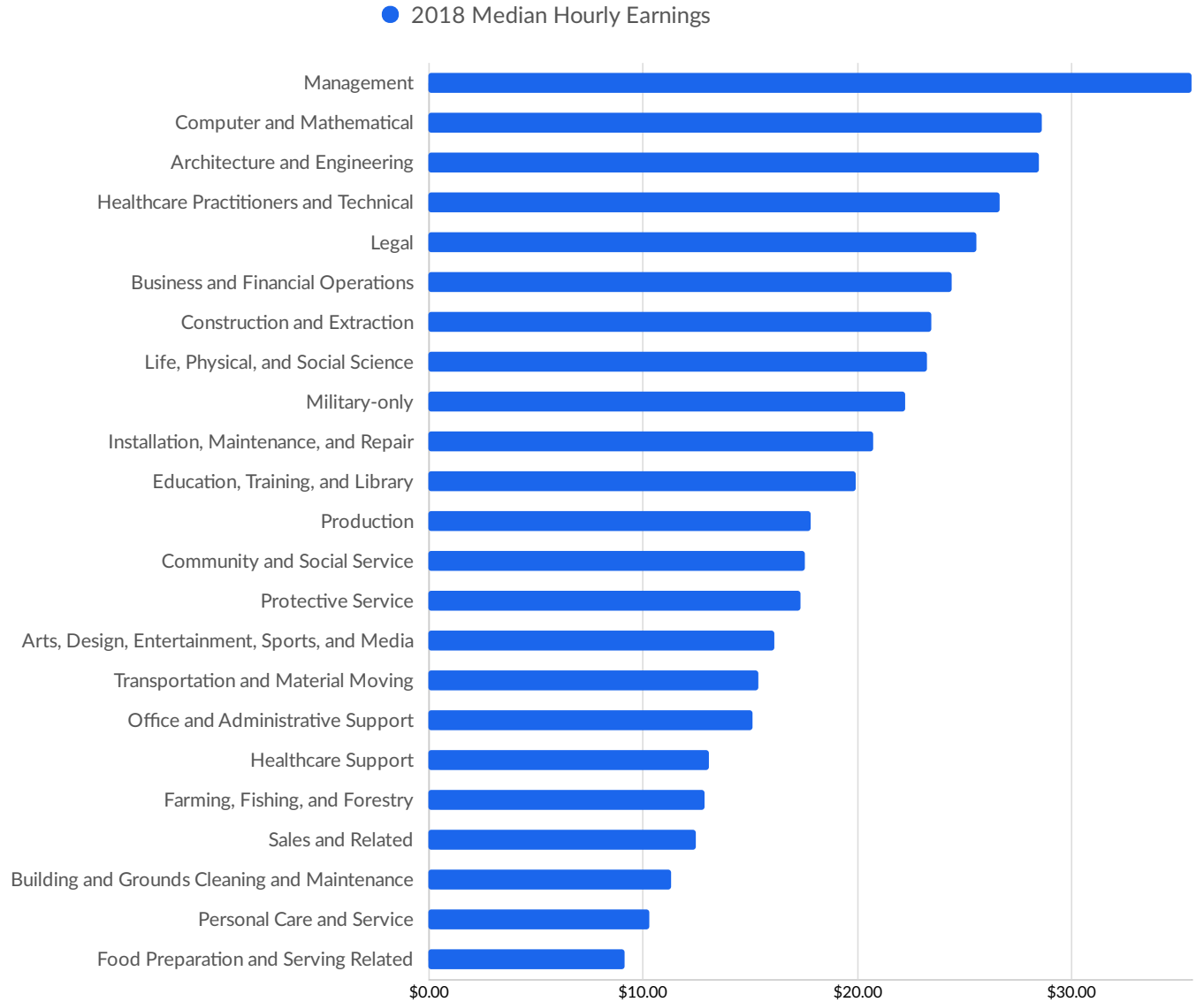
## Top Growing Occupations



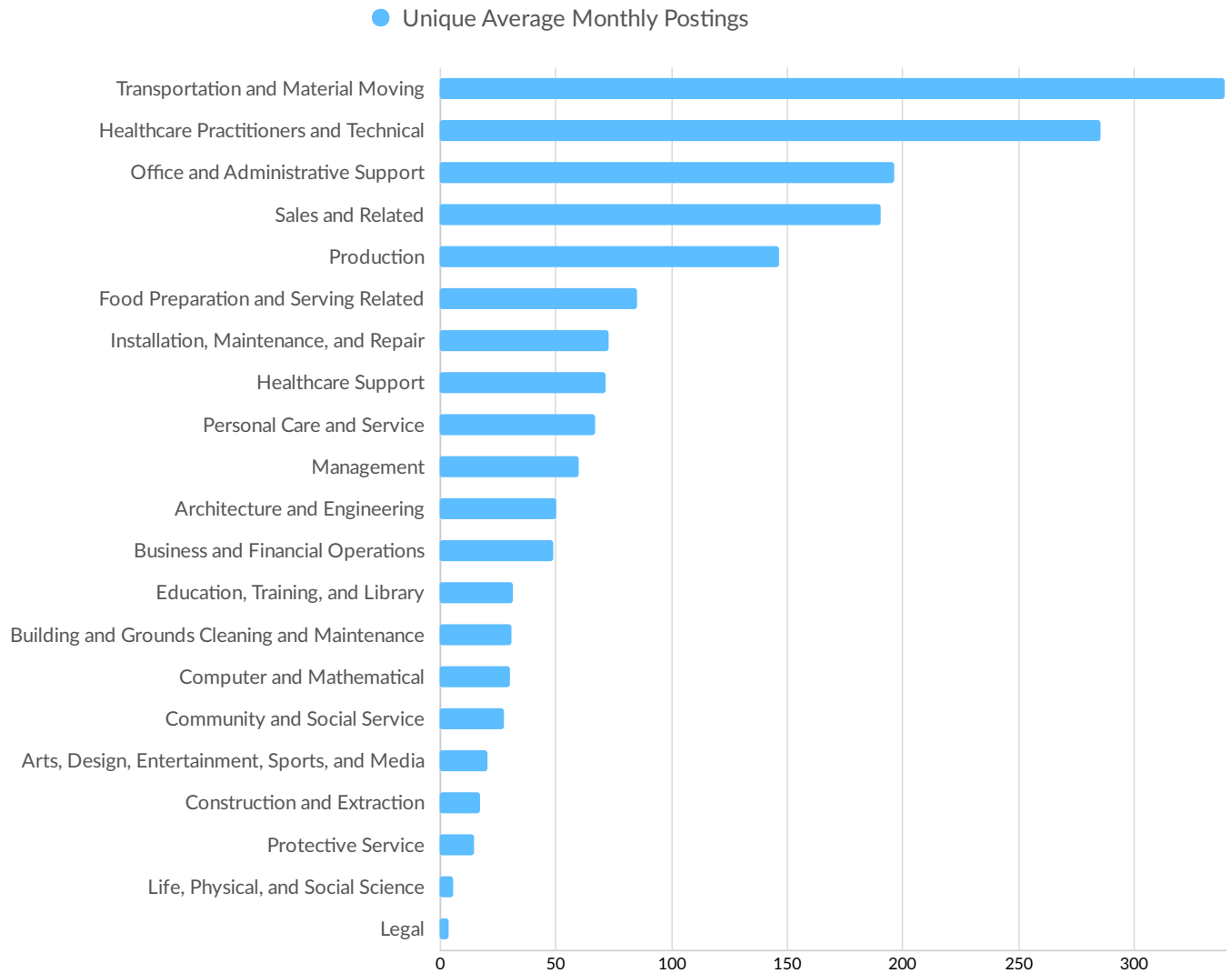
## Top Occupation LQ



## Top Occupation Earnings

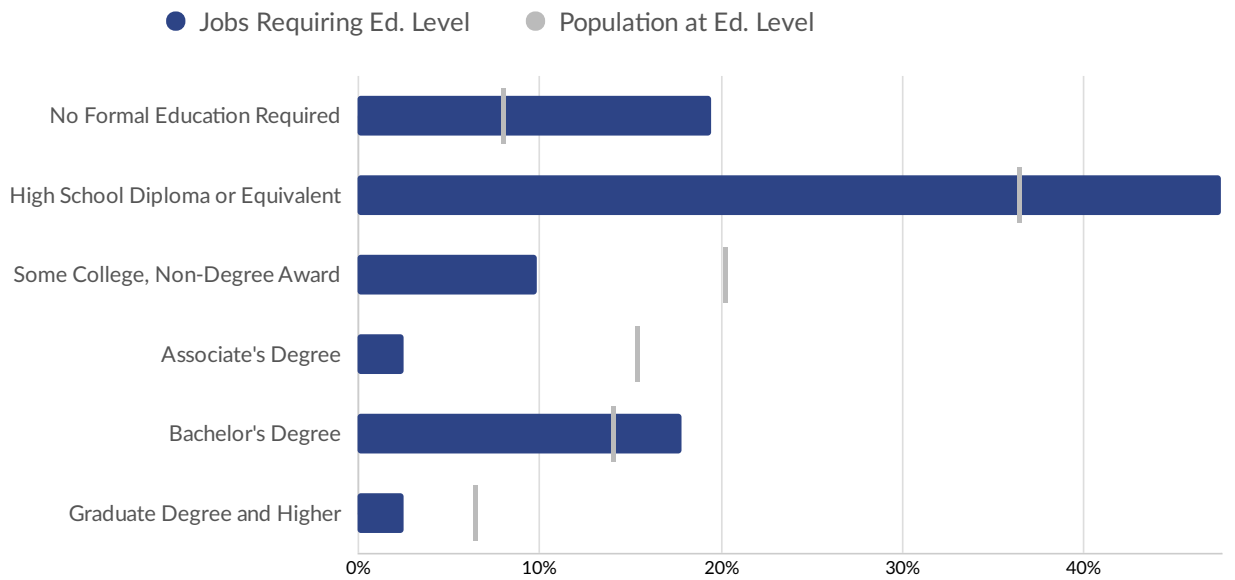


## Top Posted Occupations





## Underemployment



Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jul 2019 - Jun 2020 Unique Average Monthly Postings
Production	3,373	3,528	155	+5%	2.21	\$17.87	147
Office and Administrative Support	3,222	3,249	27	+1%	0.83	\$15.12	196
Sales and Related	2,446	2,492	46	+2%	0.92	\$12.49	191
Transportation and Material Moving	2,233	2,274	41	+2%	1.20	\$15.41	339
Food Preparation and Serving Related	1,992	2,131	139	+7%	0.93	\$9.16	85
Construction and Extraction	1,527	1,681	154	+10%	1.31	\$23.50	17
Education, Training, and Library	1,482	1,511	29	+2%	0.98	\$19.95	32
Installation, Maintenance, and Repair	1,216	1,304	88	+7%	1.22	\$20.74	73
Management	1,226	1,297	71	+6%	0.83	\$35.62	60
Healthcare Practitioners and Technical	1,356	1,261	-95	-7%	0.83	\$26.68	286
Personal Care and Service	1,005	1,151	146	+15%	0.94	\$10.28	68
Business and Financial Operations	731	833	102	+14%	0.57	\$24.39	49
Architecture and Engineering	832	799	-33	-4%	1.73	\$28.51	51
Building and Grounds Cleaning and Maintenance	709	782	73	+10%	0.79	\$11.32	31
Healthcare Support	797	743	-54	-7%	1.01	\$13.13	72
Protective Service	655	659	4	+1%	1.08	\$17.39	15
Computer and Mathematical	382	393	11	+3%	0.49	\$28.60	30
Farming, Fishing, and Forestry	280	354	74	+26%	1.73	\$12.89	1

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jul 2019 - Jun 2020 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	308	348	40	+13%	0.70	\$16.12	21
Community and Social Service	349	346	-3	-1%	0.75	\$17.58	28
Life, Physical, and Social Science	115	125	10	+9%	0.56	\$23.25	6
Military-only	86	79	-7	-8%	0.50	\$22.24	0
Legal	72	70	-2	-3%	0.31	\$25.58	4

## Educational Pipeline

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

# In-Demand Skills

