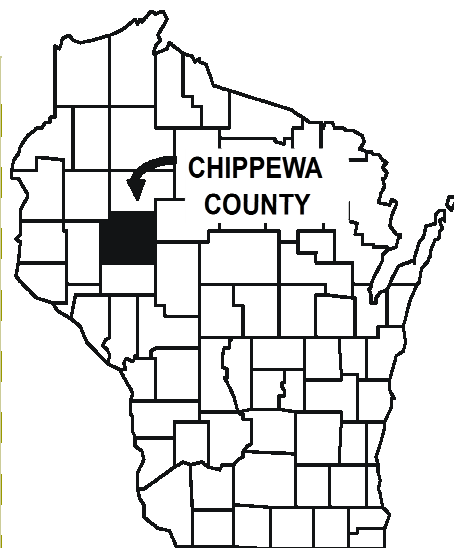


# Chippewa County

## ECONOMIC PROFILE

### County Population Projections

	2010	2015	2020	2025	2030	2035	2040
County Population	62,415	63,885	66,155	67,975	69,400	70,275	70,600
Percent Change		2.4	3.6	2.8	2.1	1.3	.5
Male	32,404	33,255	34,520	35,530	36,275	36,705	36,770
Female	30,011	30,630	31,635	32,445	33,125	33,570	33,830
Minority	2,911	NA	NA	NA	NA	NA	NA
Percent Minority	4.7	NA	NA	NA	NA	NA	NA
Age Under 5	4,117	3,870	3,990	4,010	3,990	3,930	3,900
Age 5-9	4,024	4,430	4,290	4,390	4,380	4,310	4,210
Age 10-14	4,045	4,150	4,660	4,490	4,590	4,550	4,440
Age 15-19	3,914	3,820	4,000	4,490	4,320	4,400	4,350
Age 20-24	3,335	3,200	3,110	3,240	3,610	3,470	3,520
Age 25-34	7,883	8,070	7,860	7,580	7,580	8,040	8,210
Age 35-44	8,098	7,850	8,570	8,960	8,660	8,240	8,090
Age 45-54	9,965	9,110	8,070	7,940	8,680	9,050	8,670
Age 55-59	4,427	4,850	4,780	4,050	3,730	3,970	4,480
Age 60-64	3,672	4,340	4,730	4,660	3,970	3,670	3,940
Age 65-74	4,664	5,880	7,340	8,310	8,640	7,960	7,100
Age 75-84	2,966	2,910	3,370	4,370	5,500	6,370	6,740
Age 85+	1,305	1,405	1,385	1,485	1,750	2,315	2,950



PREPARED BY THE  
WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

January, 2019

Source: 2010 Census; Wisconsin DOA Population Projections, December 2013

### Municipal Population

	1980	1990	2000	2010	2018	Percent Change			
						1980-90	1990-00	2000-10	2010-18
Chippewa Falls	12,270	12,749	12,925	13,661	14,049	3.9	1.4	5.7	2.8
Lake Hallie	0	0	0	6,448	7,029	0	0	NA	9.0
Stanley+	2,095	2,011	1,878	3,608	3,649	-4.0	-5.6	92.1	1.1
Bloomer	3,342	3,180	3,347	3,539	3,563	-4.9	5.3	5.7	0.7
Cadott	1,247	1,328	1,345	1,437	1,456	6.5	1.3	6.8	1.3
Cornell	1,583	1,541	1,466	1,467	1,445	-2.7	-4.9	0.1	-1.5
Boyd	660	683	680	552	546	3.5	-4	-18.8	-1.1
New Auburn++	466	485	562	548	550	4.1	15.9	-2.5	0.4

+Includes portion in Clark County; ++Includes portion in Barron County

Source: 1980, 1990, 2000 and 2010 Census and Wisconsin DOA 2018 Estimates

### Per Capita Personal Income

	2014	2015	2016	2017	Percent Change		
					2014-15	2015-16	2016-17
Chippewa County	\$41,255	\$41,903	\$42,163	\$43,573	1.6	0.6	3.3
Wisconsin	\$44,785	\$46,571	\$47,426	\$48,941	4.0	1.8	3.2
United States	\$47,025	\$48,940	\$49,831	\$51,640	4.1	1.8	3.6

Total personal income includes income from three sources: net earnings; dividends, interest and rent; and transfer receipts. Total personal income divided by the total population produces per capita personal income (PCPI).

Source: US Dept. of Commerce, Bureau of Economic Analysis

## Consumer Expenditures by County (total \$ooo's)

	Total		Total
Shelter	\$304,853	Household Operations	\$28,973
Transportation	\$284,375	Gifts	\$35,701
Food and Beverages	\$218,404	Miscellaneous Expenses	\$21,961
Health Care	\$120,666	Personal Care	\$19,208
Utilities	\$112,103	Tobacco	\$9,348
Entertainment	\$82,861	Reading	\$3,286
Education	\$51,271	Contributions	\$2,393
Apparel	\$51,205	Personal Insurance	\$412
Household Furnishings	\$50,693		

Source: Applied Geographic Solutions, 2018

## Government Finances

2017	County	State
Full Equalized County Valuation (\$000)	\$5,328,055	\$525,984,546
Net Property Tax (\$000)	\$82,899	\$10,076,093
Full Value Tax Rate per \$1,000 Valuation	\$15.56	\$19.16
Per Capita Property Tax	\$1,287.97	\$1,742.28

Source: *Town, Village and City Taxes, Wisconsin Dept. of Revenue*

## Civilian Labor Force

County Totals	2013	2017
Employed	30,757	32,515
Unemployed	2,223	1,182
Total Labor Force	32,980	33,697
Average County Unemployment Rate	6.7%	3.5%
Average State Unemployment Rate	6.7%	3.3%
Average U.S. Unemployment Rate	7.4%	4.4%

Source: Wisconsin Dept. of Workforce Development

## Housing

	County
Housing Units	28,003
2018 Estimated Housing Units	28,584
Owner Occupied Units	18,230
Renter Occupied Units	7,017
Persons/Owner Occupied Unit	2.5
Persons/Renter Occupied Unit	2.1
Median Value of Housing	\$154,900
Median Monthly Gross Rent	\$764

Source: 2013-2017 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2018

## Building Permits

County Residential	2013	2017
Single Family	131	165
Total Units	226	239
Value	\$34,319,500	48,554,667

Source: Bureau of the Census

## Representative Wage Rates

Position	2017 Hourly Rate	
	Mean	Median
Bartenders	\$9.61	\$9.22
Bookkeeping/Accounting/Auditing	\$18.21	\$17.82
Cashiers	\$9.69	\$9.41
Computer Programmers	\$40.75	\$37.89
Electricians	\$29.45	\$30.88
Healthcare Social Workers	\$20.43	\$20.37
Licensed Practical/Vocational Nurse	\$20.21	\$20.56
Machinery Maintenance Workers	\$20.30	\$19.56
Nursing Assistants	\$13.04	\$12.99
Office Clerk/General	\$15.73	\$15.42
Physical Therapists	\$39.22	\$38.78
Secretaries/Administrative Assistants	\$24.54	\$23.96
Stock Clerk/Order Fillers	\$11.84	\$10.95
Truck Drivers-Heavy/Tractor Trailer	\$19.22	\$18.71
Waiter and Waitresses	\$9.50	\$8.81
Welder/Cutter/Solderer/Brazer	\$18.52	\$18.33

Source: Bureau of Labor Statistics, May 2017

## Employment by Industry

	2013-2017 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	1,381	4.4
Construction	2,019	6.4
Manufacturing	6,738	21.4
Wholesale Trade	580	1.8
Retail Trade	3,749	11.9
Transportation and Warehousing, and Utilities	1,602	5.1
Information	401	1.3
Finance and Insurance/Real Estate/Rental and Leasing	1,767	5.6
Services (Professional/Educational/Entertainment/Other)	11,908	37.9
Public Administration	1,309	4.2
<b>TOTAL*</b>	<b>31,454</b>	<b>100.0</b>

+ Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.  
Source: American Community Survey, 2013-2017 5-Year Estimates

## Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2014	2024	
<b>Total, All Nonfarm Industries</b>	<b>231,151</b>	<b>245,147</b>	<b>6.1</b>
Mining/Natural Resources	10,581	10,959	3.6
Manufacturing	32,759	33,125	1.1
Construction	6,913	7,998	15.7
Trade, Transportation and Utilities	38,883	40,810	5.0
Information	1,799	1,543	-14.2
Financial Activities (finance/insurance/real estate/rental and leasing)	7,113	7,436	4.5
Professional and Business Services (professional/management/remediation)	16,871	19,143	13.5
Educational and Health Services (including State/Local Government)	54,430	57,783	6.2
Leisure and Hospitality	18,961	20,746	9.4
Other Services (except Government)	9,591	10,432	8.8
Government	12,130	12,049	-0.7
Self-Employed and Unpaid Family Workers (all jobs)	21,120	23,123	9.5

\*Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.  
Source: Office of Economic Advisors, Wisconsin Dept. of Workforce Development, November 2016

## Largest Employers

Employer	Industry Type	Employees
TTM Technologies, Inc.	Bare printed circuit board manufacturing	1,000+
LE Phillips Libertas Center	Other social advocacy organizations	1,000+
Cray, Inc.	Custom computer programming services	250-499
Mason Companies, Inc.	Footwear manufacturing	250-499
St. Joseph's Hospital	General medical and surgical hospitals	250-499
Wal-Mart Supercenter	Department stores (except discount department stores)	250-499
Stanley Correction Institute	Legislative bodies	250-499
Chippewa Falls High School	Elementary and secondary schools	100-249
Associated Milk Producers, Inc.	Dairy product merchant wholesalers	100-249
US Post Office	Postal service	100-249
Great Northern Corp.	Paper bag and coated and treated paper manufacturing	100-249
KUSS Filtration, Inc.	All other misc. general purpose machinery manufacturing	100-249
Marshfield Clinic	Freestanding ambulatory surgical and emergency centers	100-249
Blain's Farm and Fleet	Farm supplies merchant wholesalers	100-249
Cadott Junior/Senior High School	Elementary and secondary schools	100-249
Maryland Square	Marketing consulting services	100-249
Mayo Clinic Health System	General medical & surgical hospitals	100-249
Nordson EDI	Special tool die jig & fixture manufacturing	100-249
Presto Absorbent Products, Inc.	Surgical and medical instrument manufacturing	100-249
Silicon Graphics Intl	Custom computer programming services	100-249
Spectrum Industries, Inc.	Institutional furniture manufacturing	100-249
Dove Healthcare—Wissota Health	Continuing care retirement communities	100-249
Wil-Kil Pest Control	Exterminating and pest control services	100-249

Source: Wisconsin DWD; Major employers were extracted from the America's Labor Market Information System Employer Database

## Recreational Highlights

Water Acres as a % of Land Area	3.5	Private Campground Sites	1,412	Cross-Country Ski Trails (miles)	13
Bodies of Water over 200 Acres	10	Camping Sites w/ Private Boat Docks	26	ATV Trails (miles)	15
Bodies of Water	1,740	Bicycle Trails (miles)	40	Horseback Riding Trails (miles)	8.75
Trout Streams (miles)	81	Hiking/Nature Trails (miles)	58	Golf Courses	8
Boat/Canoe Launches	60+	Snowmobile Trails (miles)	351	Hunting Area (public acres)	40,000
Public Campground Sites	275	Parks & Picnic Areas	12		

Source: Chippewa County Outdoor Recreation Plan, 2010-2015

Chippewa County is rich in recreational resources offering an assortment of activities, including the 34,800 acre County Forest. In addition to all the fine land-related activities, such as the Ice Age Trail, Old Abe Trail and numerous scenic/rustic drives, the water resources are quite exceptional. Lake Wissota is the County's largest lake and is great for water skiing, sailing and year-round fishing. Like Lake Wissota, the Holcombe Flowage, another product of the Chippewa River, is also large enough for an assortment of water-related activities. The public parks in Chippewa County have excellent facilities for camping, picnicking and swimming. Wonderful nature and hiking trails wander through Brunet Island State Park, Wissota State Park, and Chippewa Falls' Irvine Park.

## Industrial Parks/Sites

	Acres Served by Utilities					Community Airport	Rail Service to Community	Rail Service In Park
	Acres Available	Municipal Water	Municipal Sewer	Natural Gas	State Hwy. Access			
Bloomer Ironhorse Industrial Park	58	100	100	100	X		X	X
Boyd Industrial Park	23	NA	NA	NA	X		X	
Cadott Industrial Park	6.5	48	48	48	X		X	
Cornell Airport Industrial Park	35	35	35	35	X			
DGS Business Park*	3.5	80	80	80	X	X	X	
Lake Hallie	197	NA	NA	NA	X	X		
Lake Wissota Business Park	115	203	203	203	X		X	
New Auburn	100	NA	NA	NA	X		X	
Prairie Meadows Business Park*	129	NA	NA	NA	X	X		
Riverside Industrial Park**	25	NA	NA	NA	X		X	X
Stanley Industrial Park	189	200	200	200	X		X	X
Wheaton Business Park	36	66	66	66	X	X		

\*Located in Lake Hallie

\*\*Located in Chippewa Falls

Source: Chippewa County Economic Development Corporation

## Miscellaneous

**HIGHWAYS**—Chippewa County is served by a network of U.S. and State Highways. USH 53 and STHs 27, 40, 124, and 178 run north and south through the County. USH 53 and STH 29 are 4-lane highways. STH 64 and 29 run east and west. Many other county and town roads connect with these highways to link the cities, villages, and recreational areas in the County.

**RAIL SERVICE**—Chippewa County is served by three railroads — the Canadian National (CN), Wisconsin Northern (WN), and Union Pacific (UP). The CN runs east and west, serving the communities of Stanley, Cadott, and Chippewa Falls. WN runs north out of Chippewa Falls to serve Bloomer and New Auburn, and on to Cameron. UP runs a line between Chippewa Falls and Eau Claire.

**AIR SERVICE**—The Chippewa Valley Regional Airport is located on the southern edge of Chippewa County, within the city limits of Eau Claire. It provides two trips per day scheduled passenger service to Chicago O'Hare on United Airlines/Sky West airline. A municipal airport is located in Cornell, with a 2,420 foot asphalt runway, used for private general aviation purposes.

**BUS SERVICE**—Chippewa County is served by Jefferson Lines with an intercity bus route between the Twin Cities and Green Bay along STH 29, with stops in Chippewa Falls and Stanley.

**EDUCATIONAL FACILITIES**—The University of Wisconsin-Eau Claire offers over 40 major undergraduate programs in arts and science, nursing, teaching, and business administration and a School of Graduate Studies. The Chippewa Valley Technical College serves the technical training needs of the entire area with numerous associate degree and vocational educational programs. The Chippewa Valley Center of Lakeland University, located in Chippewa Falls, provides four-year college program degrees to working people in business administration, computer science, and accounting.