



# Chippewa County, WI

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

65,013

Population (2020)

Population **grew by 1,592** over the last 5 years and is projected to **grow by 1,233** over the next 5 years.

27,131

Total Regional Employment

Jobs **grew by 54** over the last 5 years and are projected to **grow by 1,322** over the next 5 years.

\$59.7K

Median Household Income (2019)

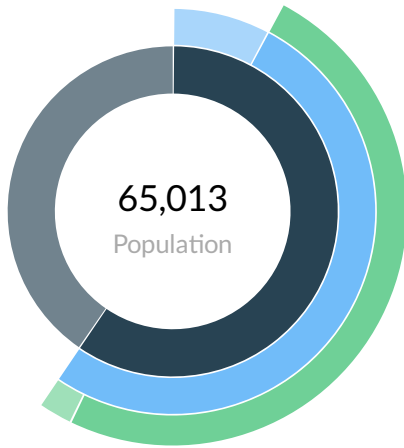
Median household income is **\$3.1K below** the national median household income of \$62.8K.

## Takeaways

- As of 2020 the region's population **increased by 2.5%** since 2015, growing by 1,592. Population is expected to **increase by 1.9%** between 2020 and 2025, adding 1,233.
- From 2015 to 2020, jobs **increased by 0.2%** in Chippewa County, WI from 27,078 to **27,131**. This change **fell short of the national growth rate of 1.3% by 1.1%**. As the number of jobs increased, the **labor force participation rate decreased from 63.6% to 63.1% between 2015 and 2020**.
- Concerning educational attainment, **14.4% of Chippewa County, WI residents possess a Bachelor's Degree** (5.6% below the national average), and **16.3% hold an Associate's Degree** (7.7% above the national average).
- The top three industries in 2020 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	65,013	33,649	27,131	96.8	\$2.64B	\$4.09B	\$3.54B
Clark County, WI	34,976	17,687	13,117	97.2	\$1.26B	\$2.56B	\$2.28B
Dunn County, WI	45,841	24,048	19,815	95.6	\$1.86B	\$3.21B	\$2.67B
Polk County, WI	44,104	24,200	17,570	98.8	\$1.64B	\$3.18B	\$2.22B
St. Croix County, WI	91,827	48,075	37,313	101.5	\$3.80B	\$6.38B	\$3.76B

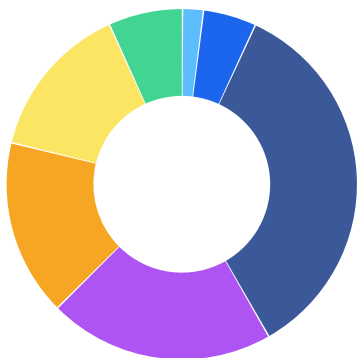
## 2020 Labor Force Breakdown



	Population
● Total Working Age Population	38,673
● Not in Labor Force (15+)	5,024
● Labor Force	33,649
● Employed	32,104
● Unemployed	1,545
● Under 15	26,339

## Educational Attainment

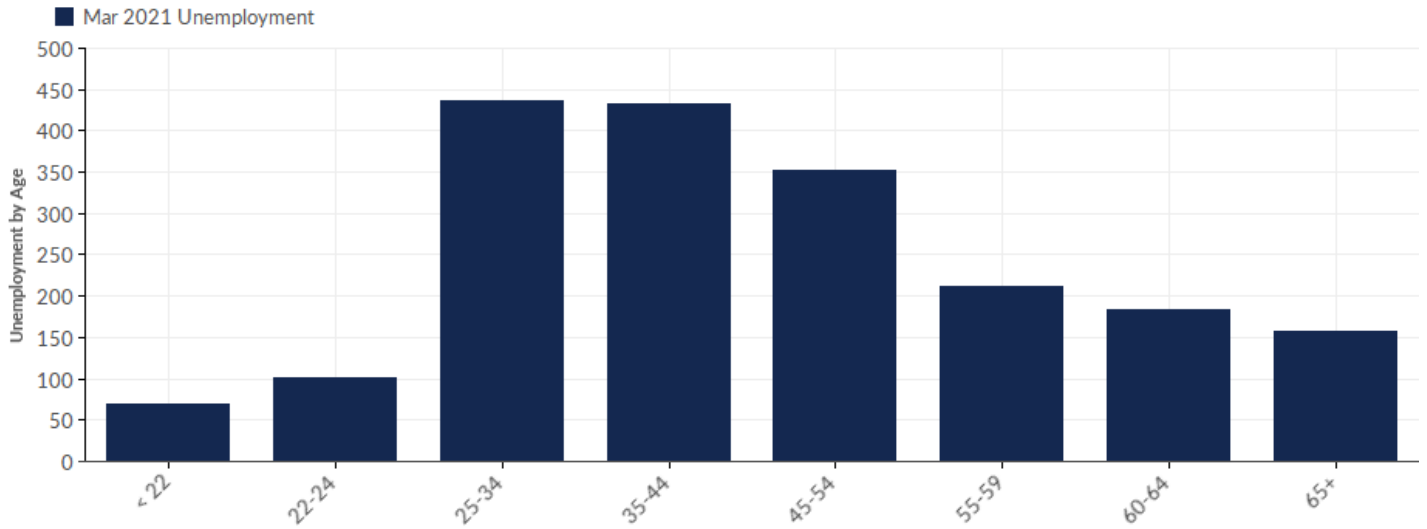
Concerning educational attainment, **14.4% of Chippewa County, WI residents possess a Bachelor's Degree** (5.6% below the national average), and **16.3% hold an Associate's Degree** (7.7% above the national average).



	% of Population	Population
● Less Than 9th Grade	1.9%	888
● 9th Grade to 12th Grade	4.9%	2,269
● High School Diploma	34.8%	16,117
● Some College	20.8%	9,630
● Associate's Degree	16.3%	7,526
● Bachelor's Degree	14.4%	6,675
● Graduate Degree and Higher	6.8%	3,164

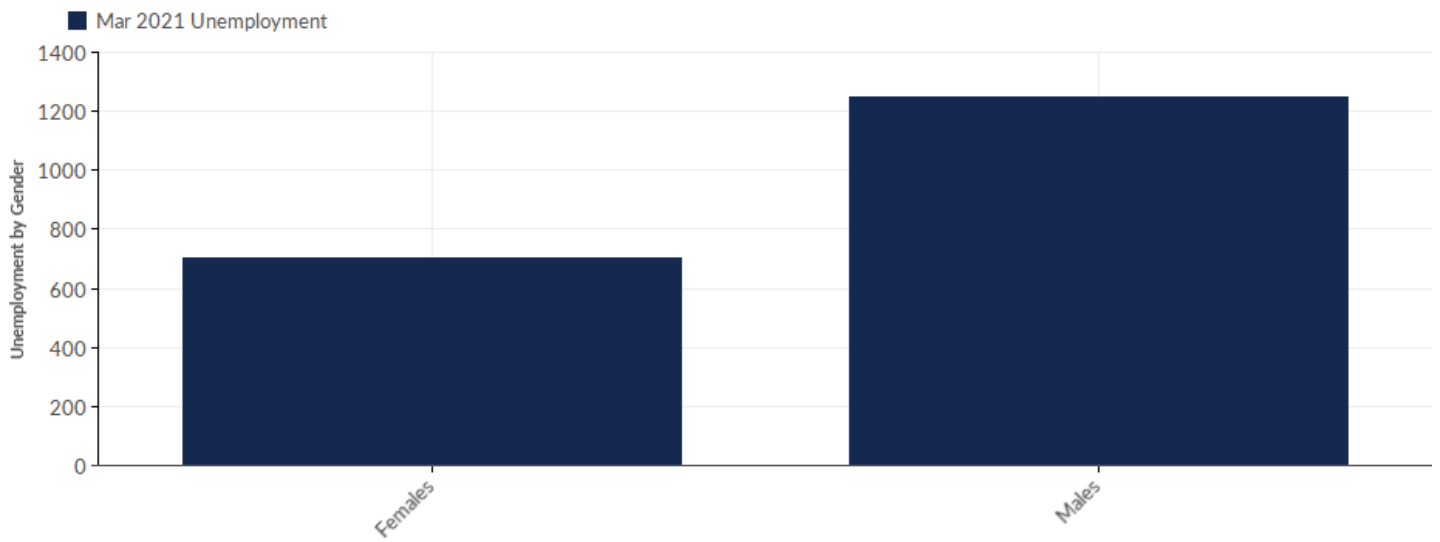
# Unemployment by Demographics

## Unemployment by Age



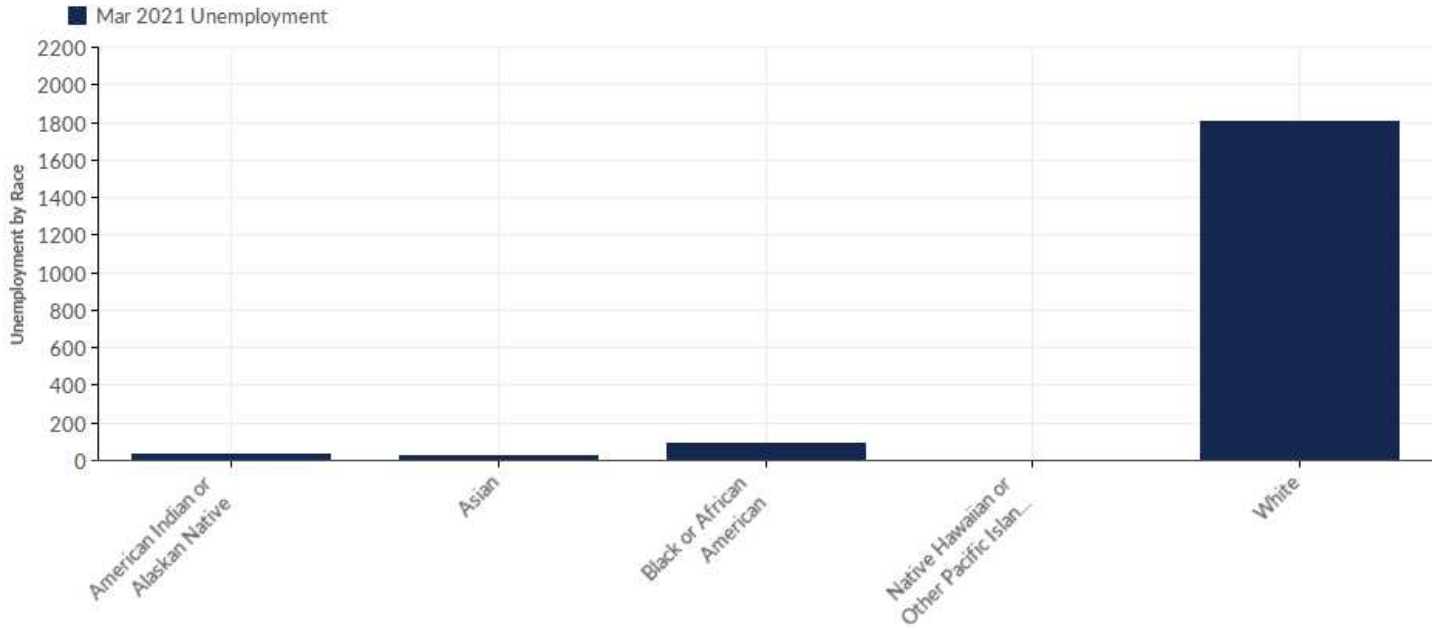
Age	Unemployment (Mar 2021)	% of Age Cohort
< 22	70	3.60%
22-24	102	5.24%
25-34	437	22.44%
35-44	433	22.24%
45-54	352	18.08%
55-59	212	10.89%
60-64	184	9.45%
65+	157	8.06%
Total	1,947	100.00%

## Unemployment by Gender



Gender	Unemployment (Mar 2021)	% of Age Cohort
Females	701	36.00%
Males	1,246	64.00%
Total	1,947	100.00%

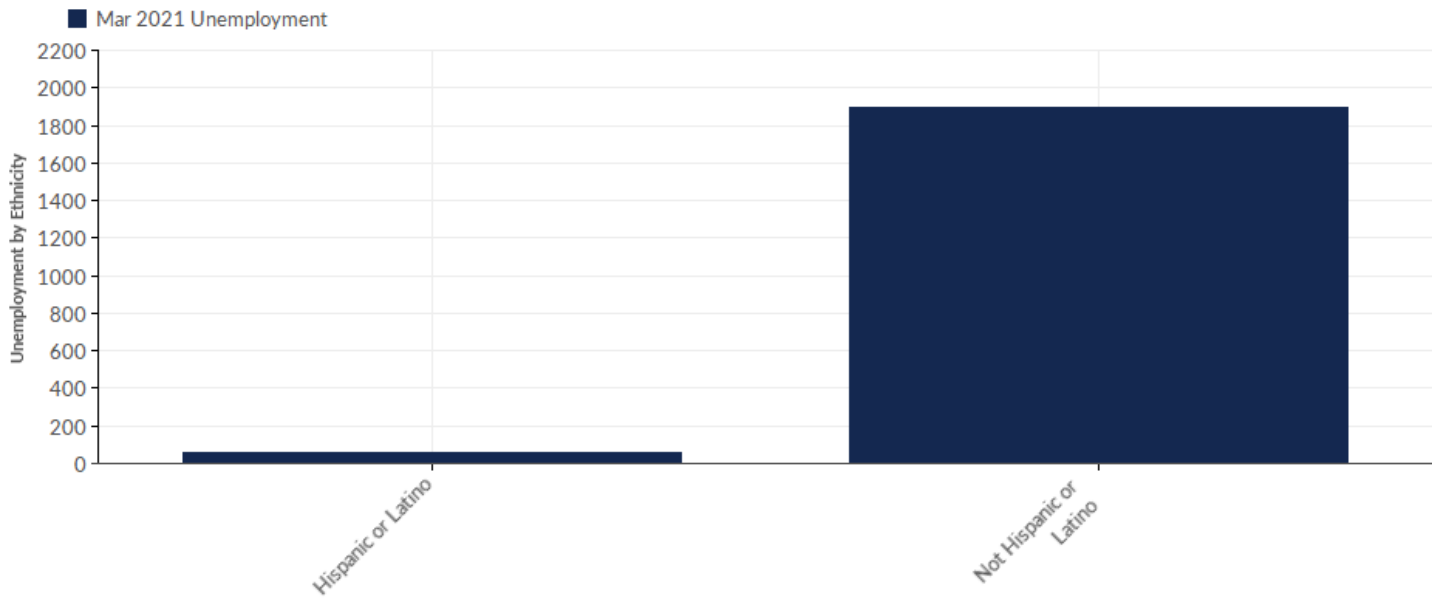
## Unemployment by Race



Race	Unemployment (Mar 2021)	% of Age Cohort
American Indian or Alaskan Native	30	1.54%
Asian	25	1.28%
Black or African American	90	4.62%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,802	92.55%
<b>Total</b>	<b>1,947</b>	<b>100.00%</b>



## Unemployment by Ethnicity

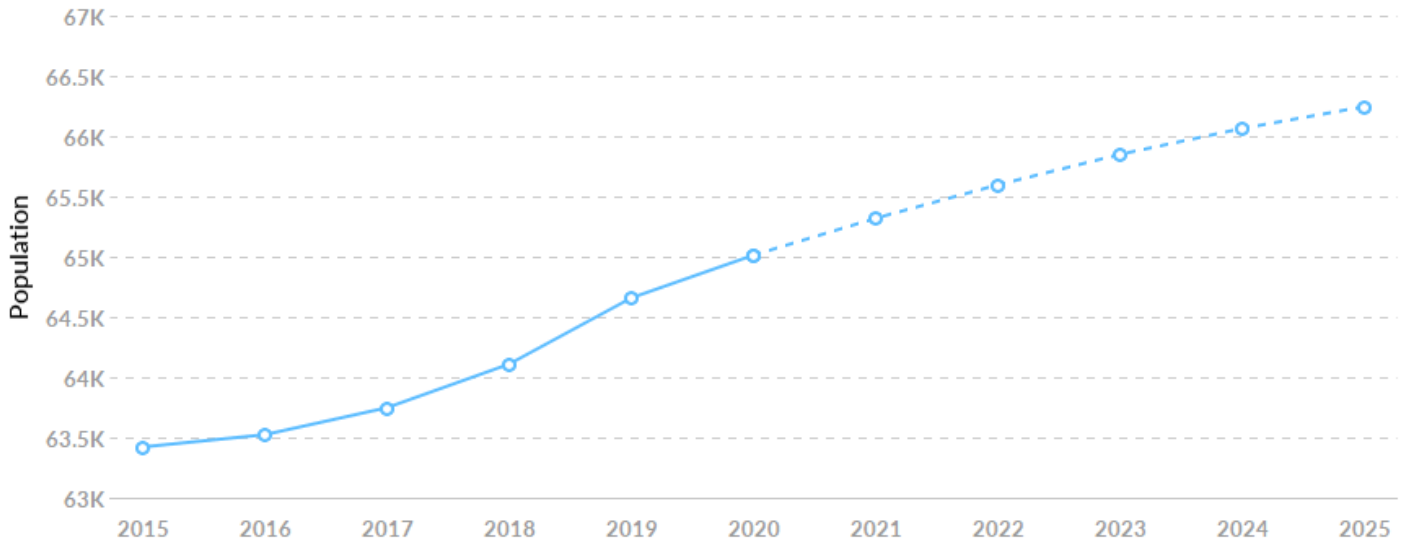


Ethnicity	Unemployment (Mar 2021)	% of Age Cohort
Hispanic or Latino	56	2.88%
Not Hispanic or Latino	1,891	97.12%
Total	1,947	100.00%

# Historic & Projected Trends

## Population Trends

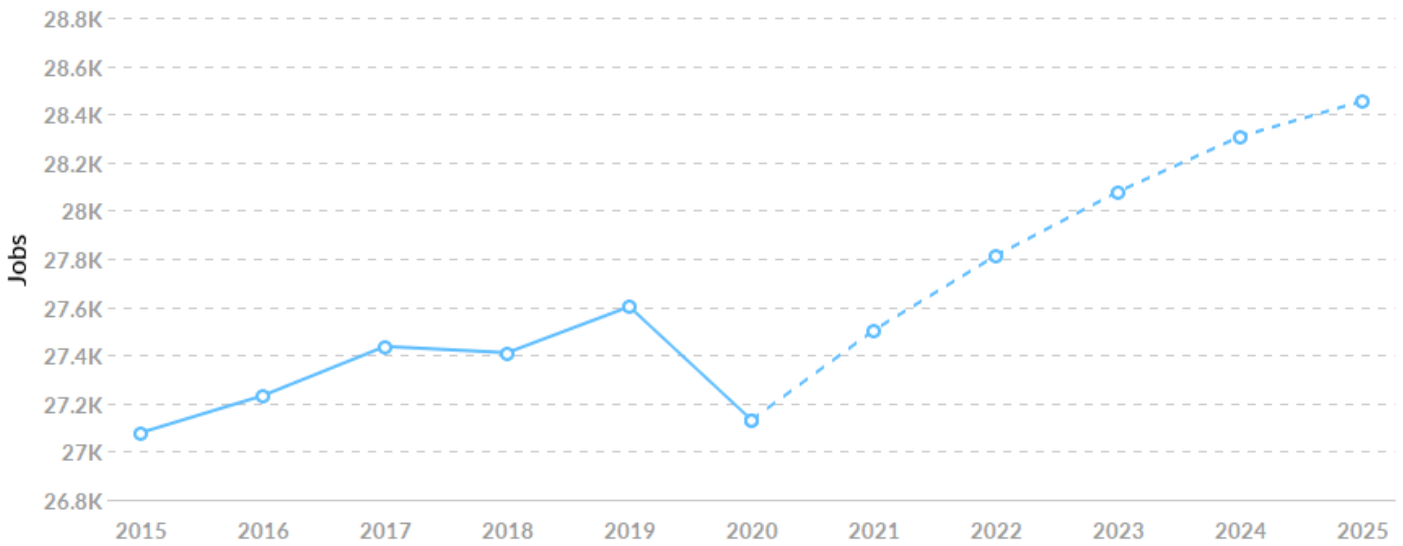
As of 2020 the region's population **increased by 2.5%** since 2015, growing by 1,592. Population is expected to **increase by 1.9%** between 2020 and 2025, adding 1,233.



Timeframe	Population
2015	63,421
2016	63,523
2017	63,747
2018	64,109
2019	64,658
2020	65,013
2021	65,319
2022	65,596
2023	65,849
2024	66,064
2025	66,245

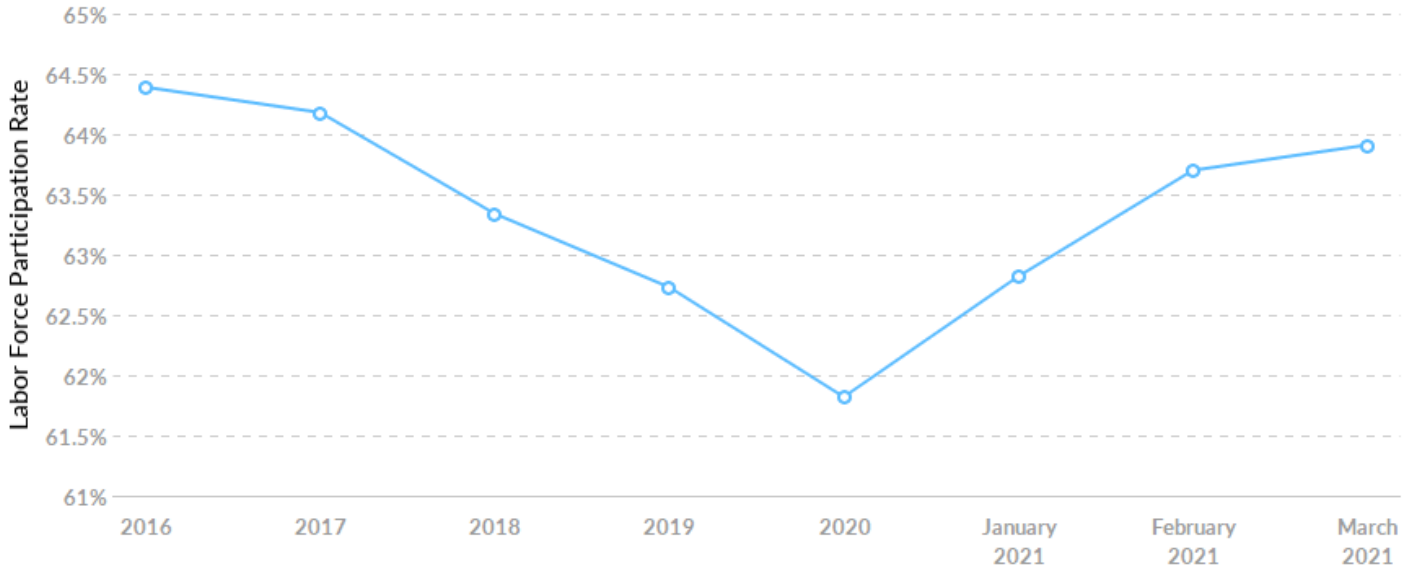
## Job Trends

From 2015 to 2020, jobs increased by 0.2% in Chippewa County, WI from 27,078 to 27,131. This change fell short of the national growth rate of 1.3% by 1.1%.



Timeframe	Jobs
2015	27,078
2016	27,232
2017	27,436
2018	27,410
2019	27,601
2020	27,131
2021	27,503
2022	27,813
2023	28,078
2024	28,307
2025	28,454

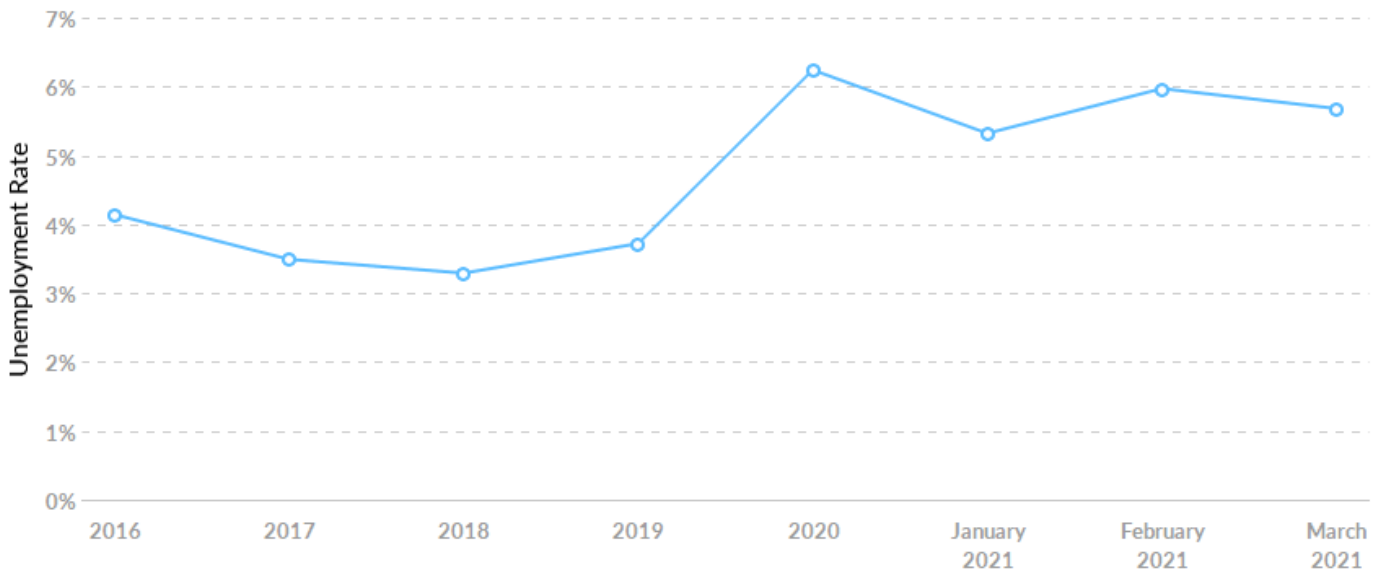
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	64.39%
2017	64.18%
2018	63.34%
2019	62.73%
2020	61.82%
January 2021	62.82%
February 2021	63.70%
March 2021	63.91%

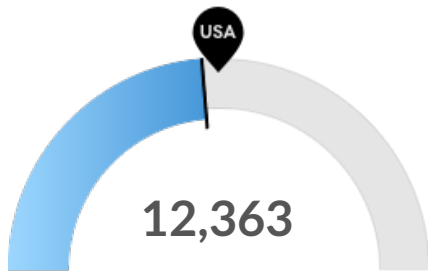
## Unemployment Rate Trends

Chippewa County, WI had a March 2021 unemployment rate of 5.68%, **increasing from 4.14%** 5 years before.



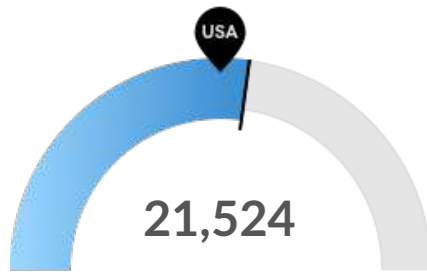
Timeframe	Unemployment Rate
2016	4.14%
2017	3.49%
2018	3.29%
2019	3.72%
2020	6.24%
January 2021	5.32%
February 2021	5.97%
March 2021	5.68%

## Population Characteristics



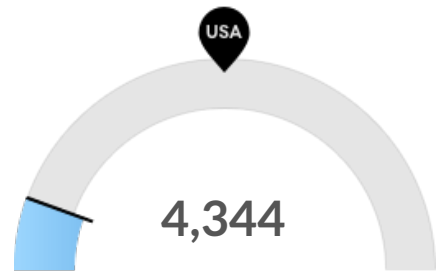
**Millennials**

Chippewa County, WI has 12,363 millennials (ages 25-39). The national average for an area this size is 13,331.



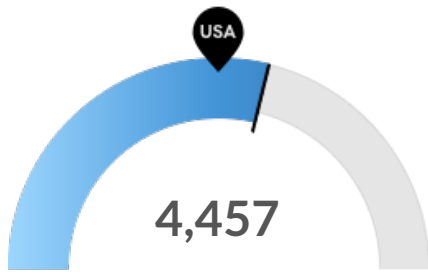
**Retiring Soon**

Retirement risk is high in Chippewa County, WI. The national average for an area this size is 19,010 people 55 or older, while there are 21,524 here.



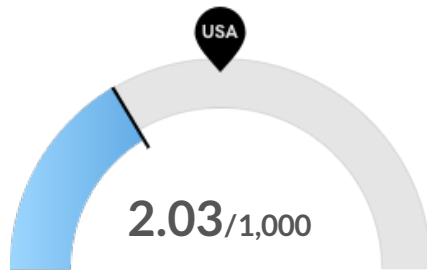
**Racial Diversity**

Racial diversity is low in Chippewa County, WI. The national average for an area this size is 25,791 racially diverse people, while there are 4,344 here.



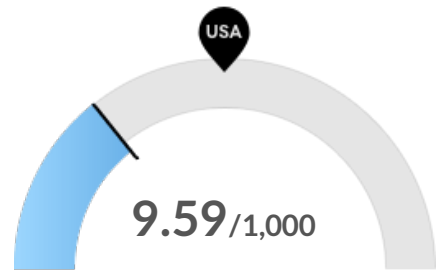
**Veterans**

Chippewa County, WI has 4,457 veterans. The national average for an area this size is 3,591.



**Violent Crime**

Chippewa County, WI has 2.03 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

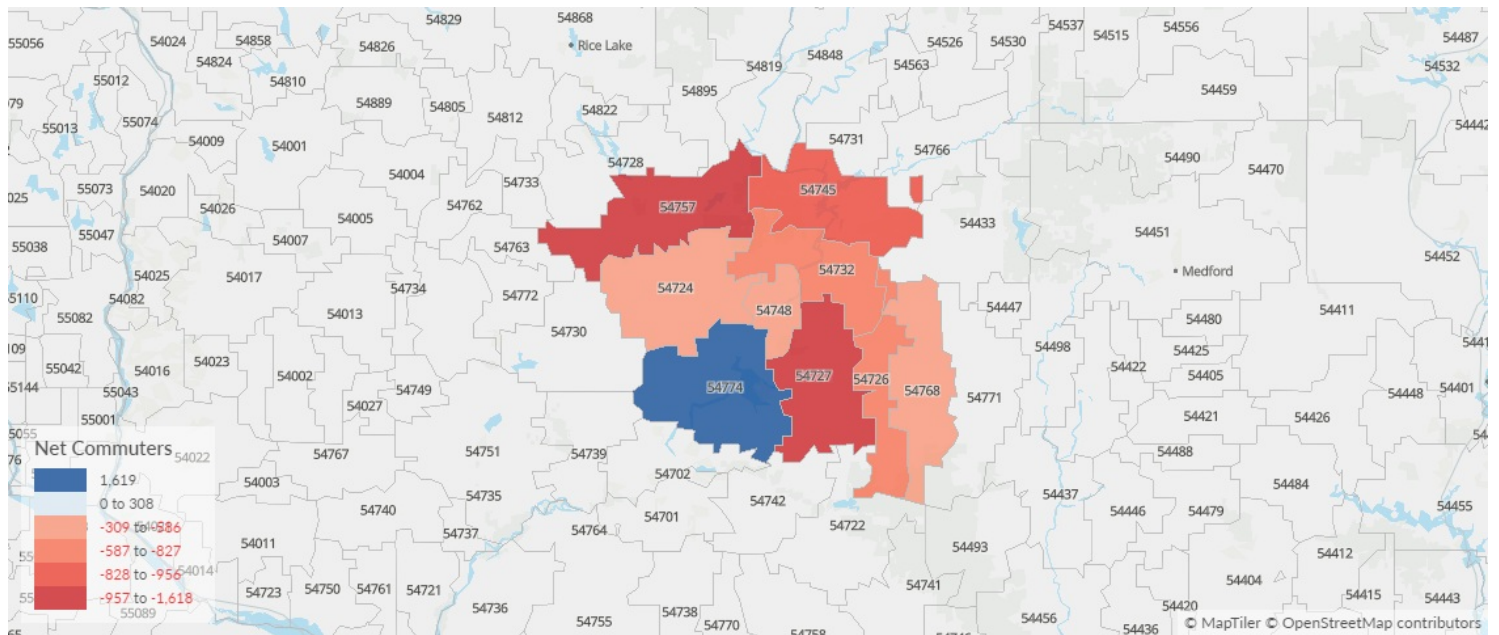


**Property Crime**

Chippewa County, WI has 9.59 property crimes per 1,000 people. The national rate is 19.79 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	2020 Employment
54729	Chippewa Falls, WI (in C...	17,929
54724	Bloomer, WI (in Chippe...	3,544
54768	Stanley, WI (in Chippew...	1,587
54727	Cadott, WI (in Chippew...	1,552
54732	Cornell, WI (in Chippew...	838

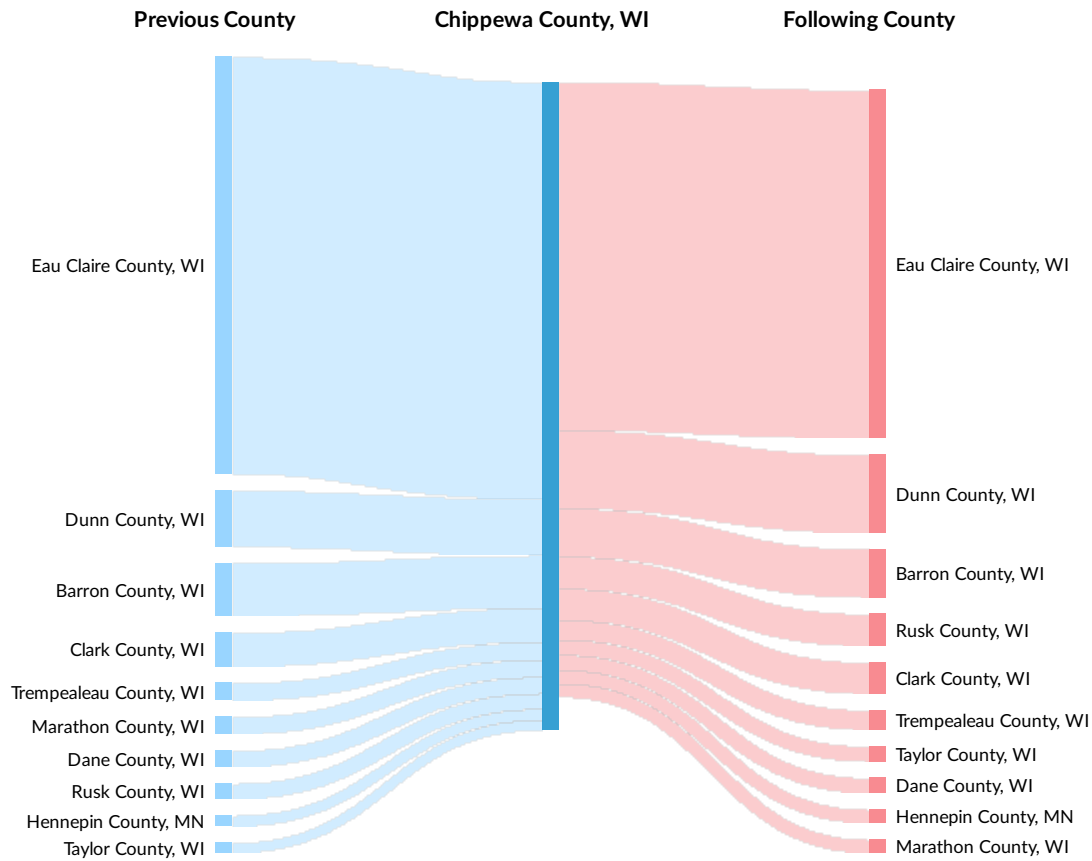
### Where Talent Lives

ZIP	Name	2020 Workers
54729	Chippewa Falls, WI (in C...	16,310
54724	Bloomer, WI (in Chippe...	3,853
54727	Cadott, WI (in Chippew...	2,509
54768	Stanley, WI (in Chippew...	1,915
54757	New Auburn, WI (in Chi...	1,647

# Inbound and Outbound Migration

The table below analyzes past and current residents of Chippewa County, WI. The left column shows residents of other counties migrating to Chippewa County, WI. The right column shows residents migrating from Chippewa County, WI to other counties.

As of 2019, 1,097 people have migrated from Eau Claire County, WI to Chippewa County, WI. In the same year, 916 people left Chippewa County, WI migrating to Eau Claire County, WI. The total Net Migration for Chippewa County, WI in 2018 was 230.



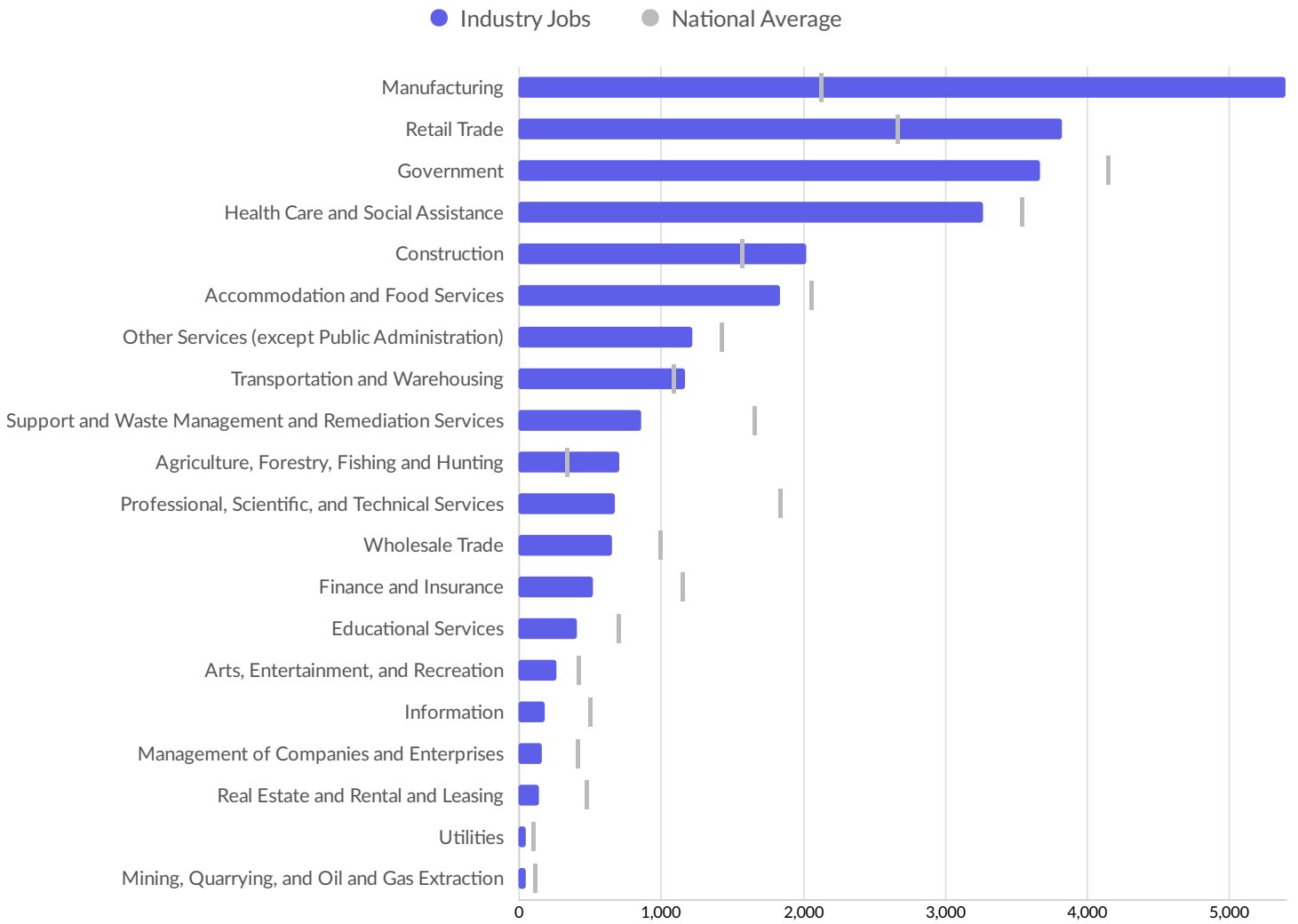
Top Previous Counties	Migrations
Eau Claire County, WI	1,097
Dunn County, WI	148
Barron County, WI	139
Clark County, WI	89
Trempealeau County, WI	46
Marathon County, WI	45



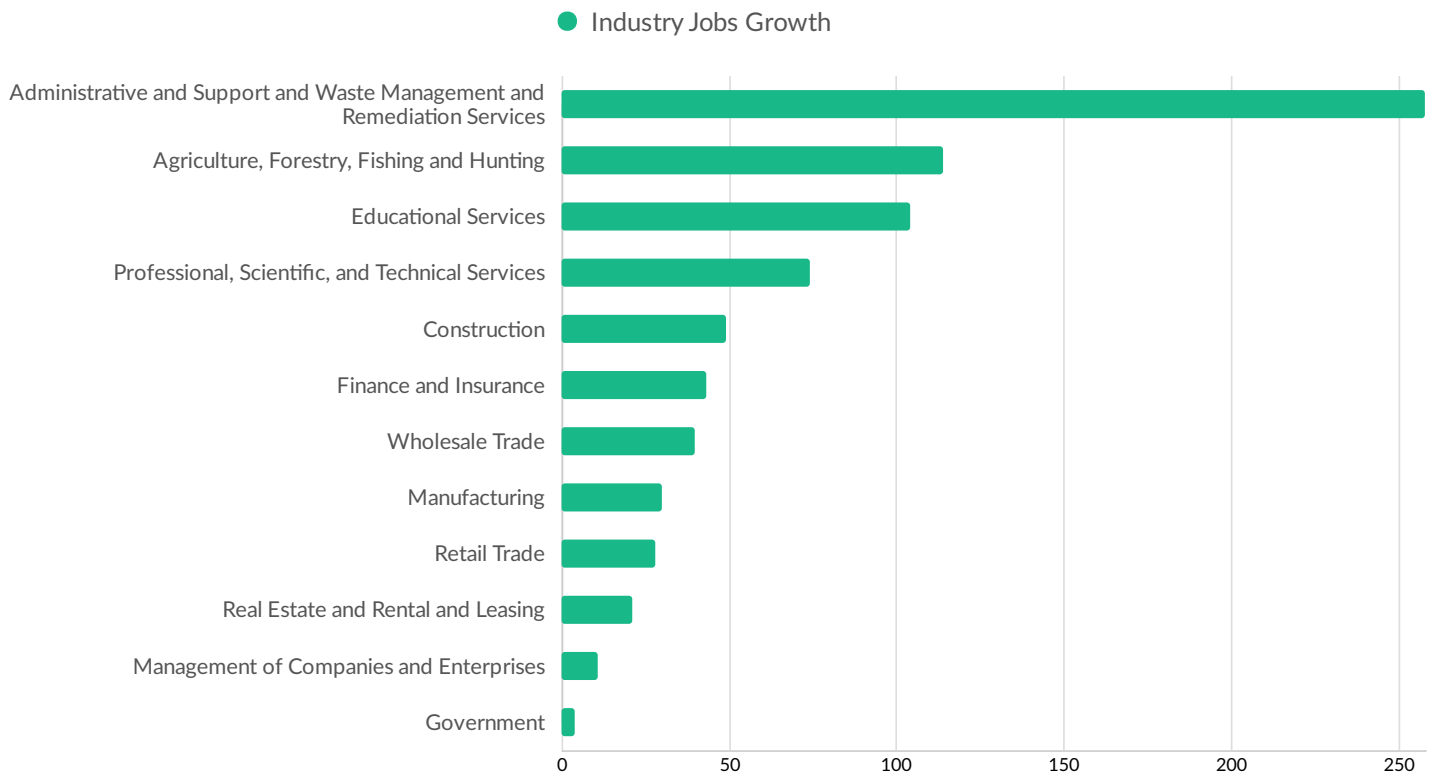
<b>Top Previous Counties</b>	<b>Migrations</b>
Dane County, WI	43
Rusk County, WI	41
Hennepin County, MN	29
Taylor County, WI	27
Racine County, WI	26
Brown County, WI	22
Columbia County, WI	22
Fond du Lac County, WI	22
Milwaukee County, WI	22
<b>Top Following Counties</b>	<b>Migrations</b>
Eau Claire County, WI	916
Dunn County, WI	205
Barron County, WI	127
Rusk County, WI	84
Clark County, WI	82
Trempealeau County, WI	52
Taylor County, WI	40
Dane County, WI	40
Hennepin County, MN	36
Marathon County, WI	36
St. Croix County, WI	35
Dakota County, MN	35
Anoka County, MN	31
Pinellas County, FL	30
Ramsey County, MN	26

# Industry Characteristics

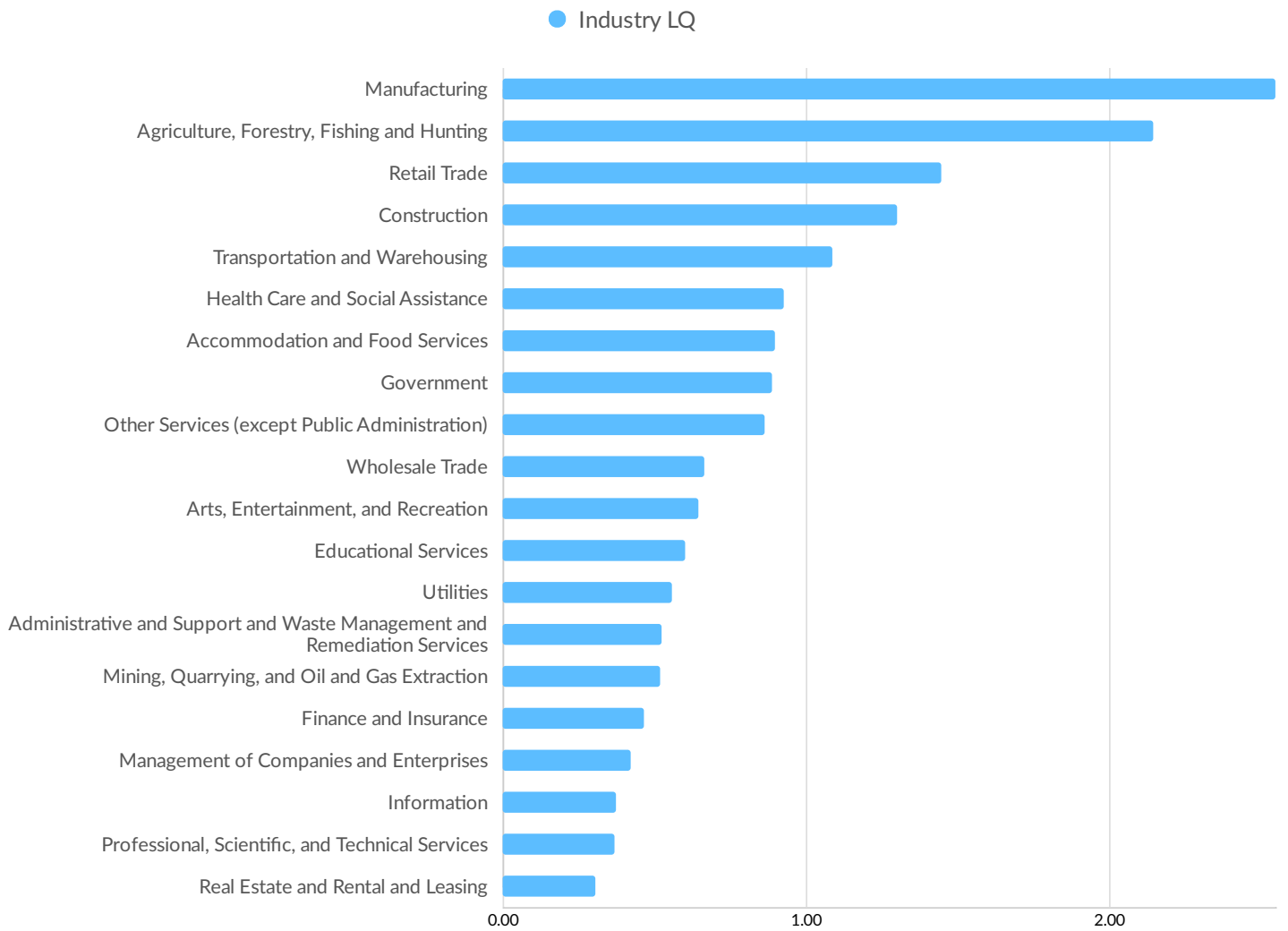
## Largest Industries



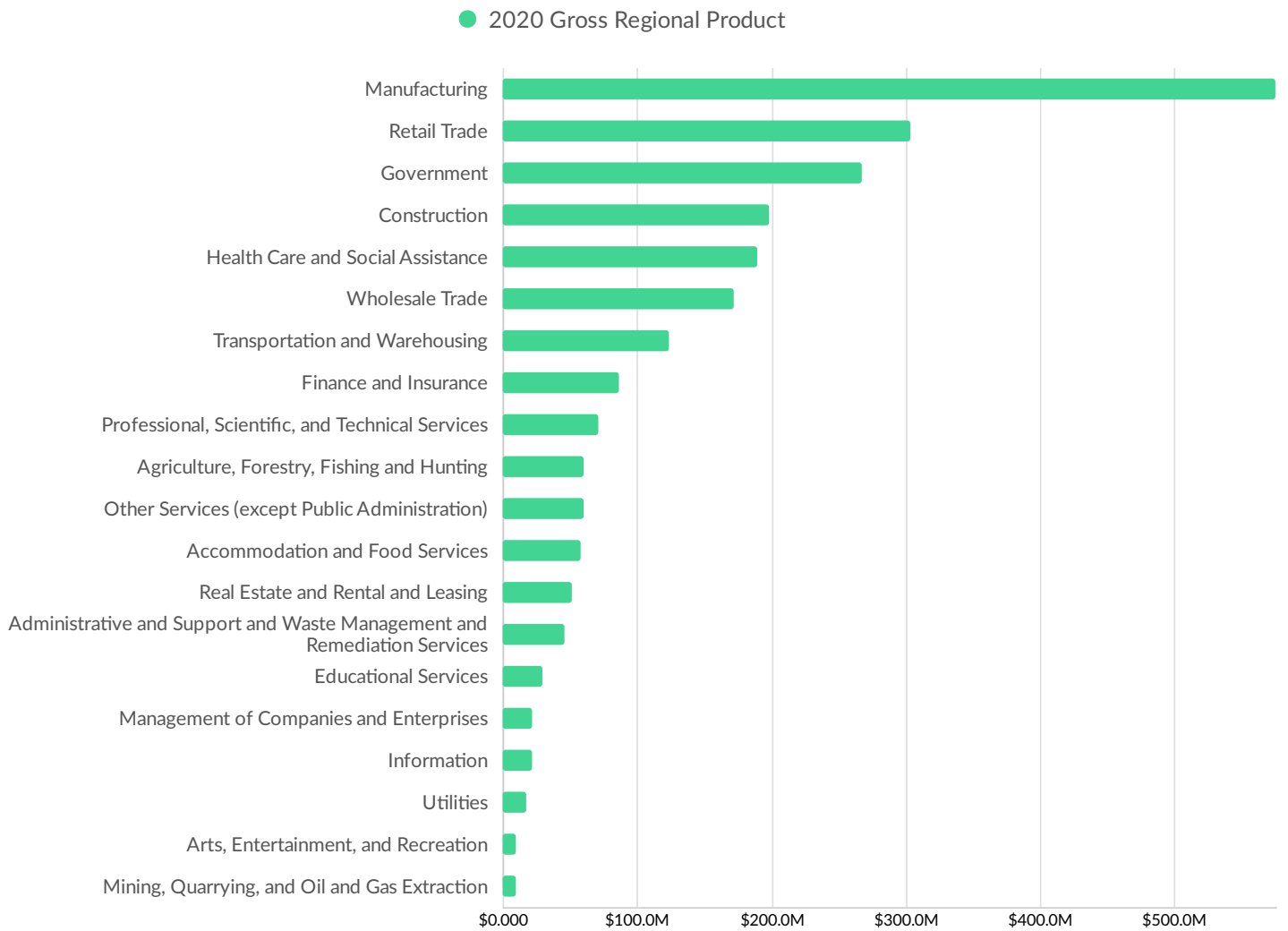
## Top Growing Industries



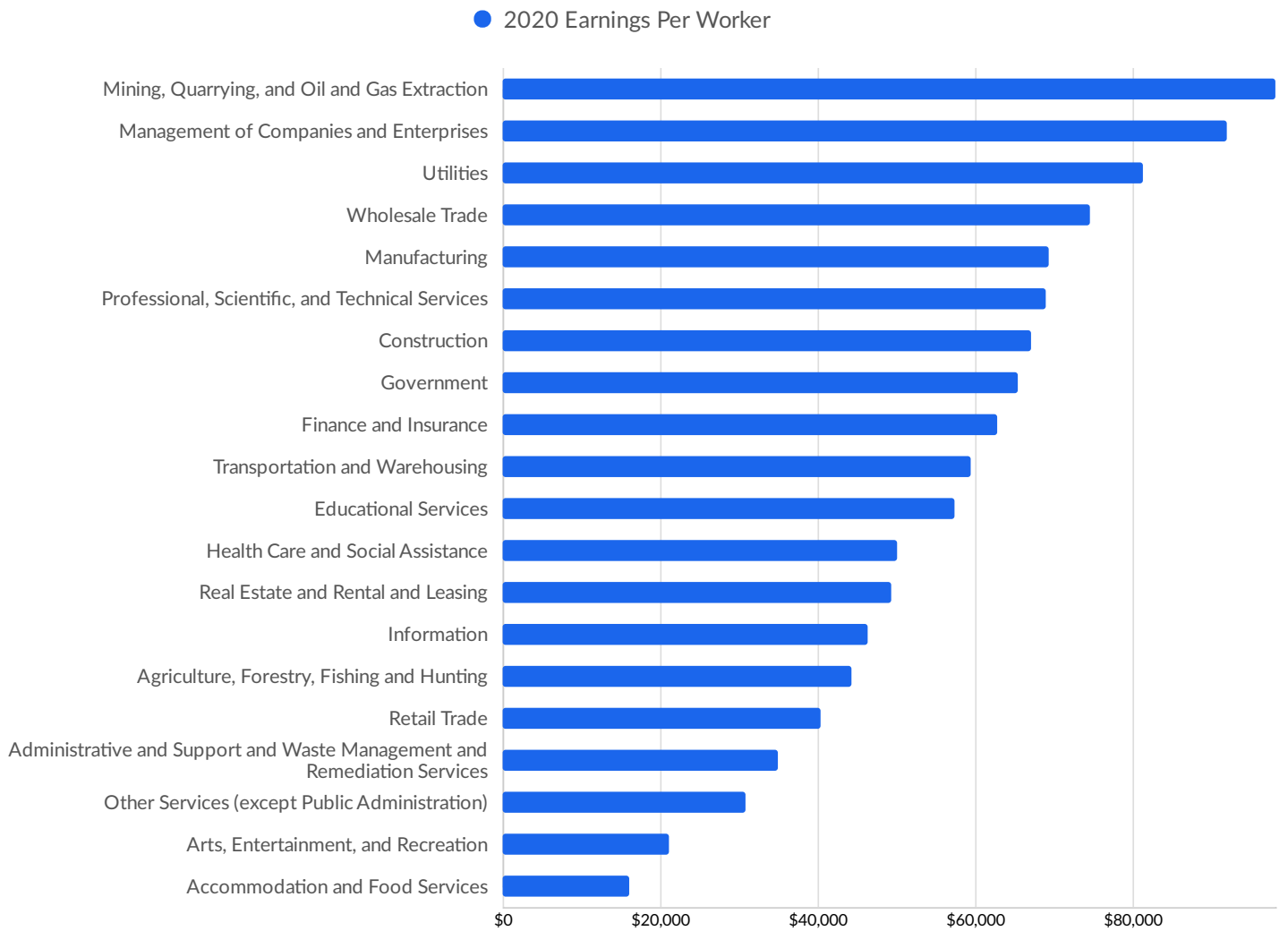
## Top Industry LQ



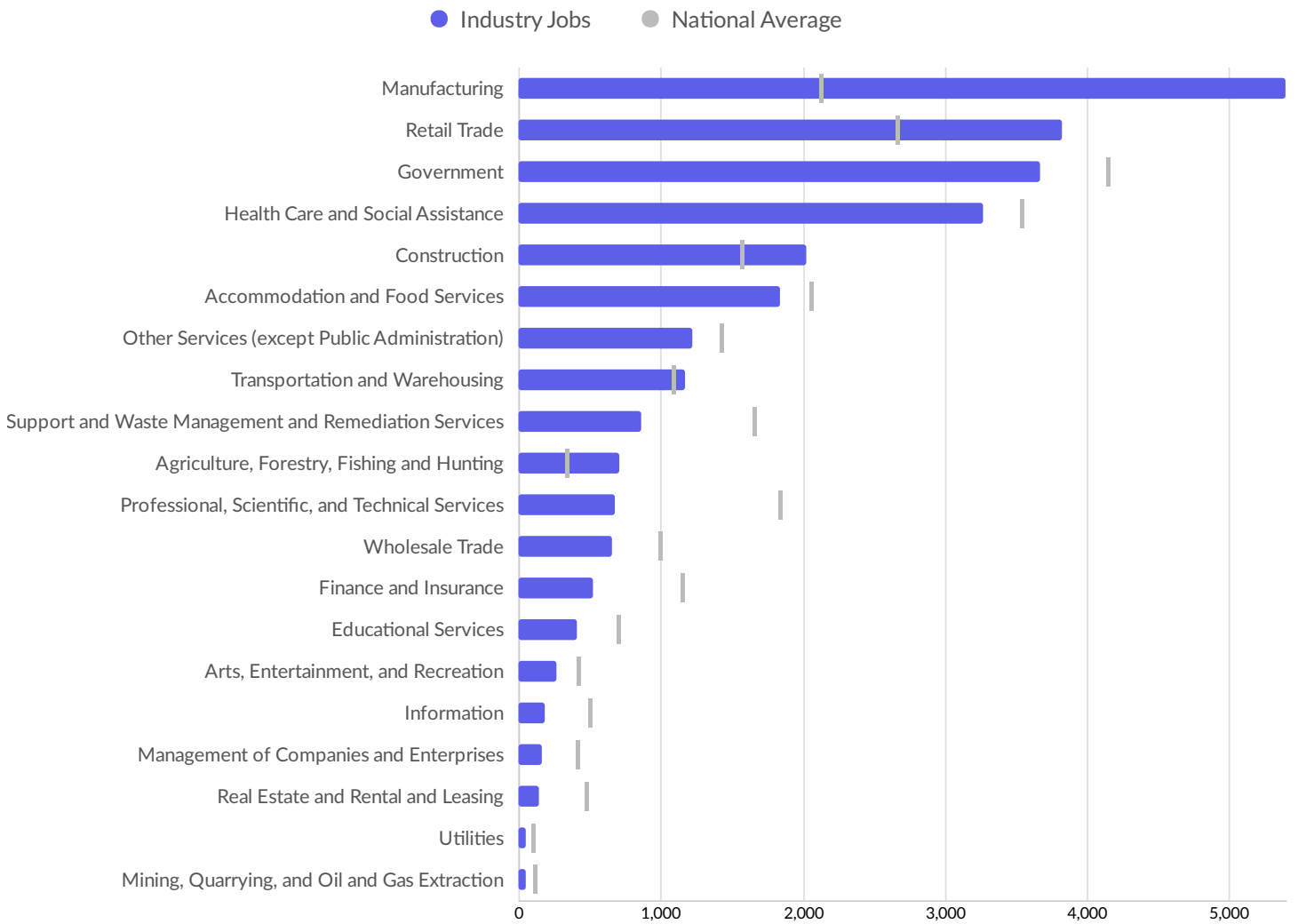
## Top Industry GRP



## Top Industry Earnings























## Largest Industries



## Business Characteristics

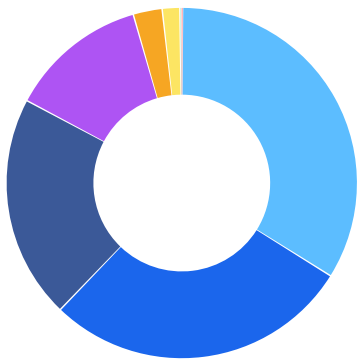
### 3,734 Companies Employ Your Workers

Online profiles for your workers mention 3,734 companies as employers, with the top 10 appearing below. In the last 12 months, 1,071 companies in Chippewa County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	262 	Roehl Transport, Inc.	392 
Ttm Technologies, Inc.	144 	Dove Healthcare South	215 
State of Wisconsin	132 	Wal-Mart, Inc.	165 
Menard, Inc.	122 	U.S. Xpress, Inc.	127 
UnitedHealth Group Incorporate...	119 	Mayo Clinic	111 
Marshfield Clinic	105 	Sam's Club	109 
Hewlett-Packard Company	94 	Com	104 
Chippewa Falls Area Unified Sch...	90 	Marshfield Clinic	91 
Mason Corporation	87 	Mason Corporation	91 
Graphics Properties Holdings, In...	77 	C.R. England, Inc.	87 



## Business Size

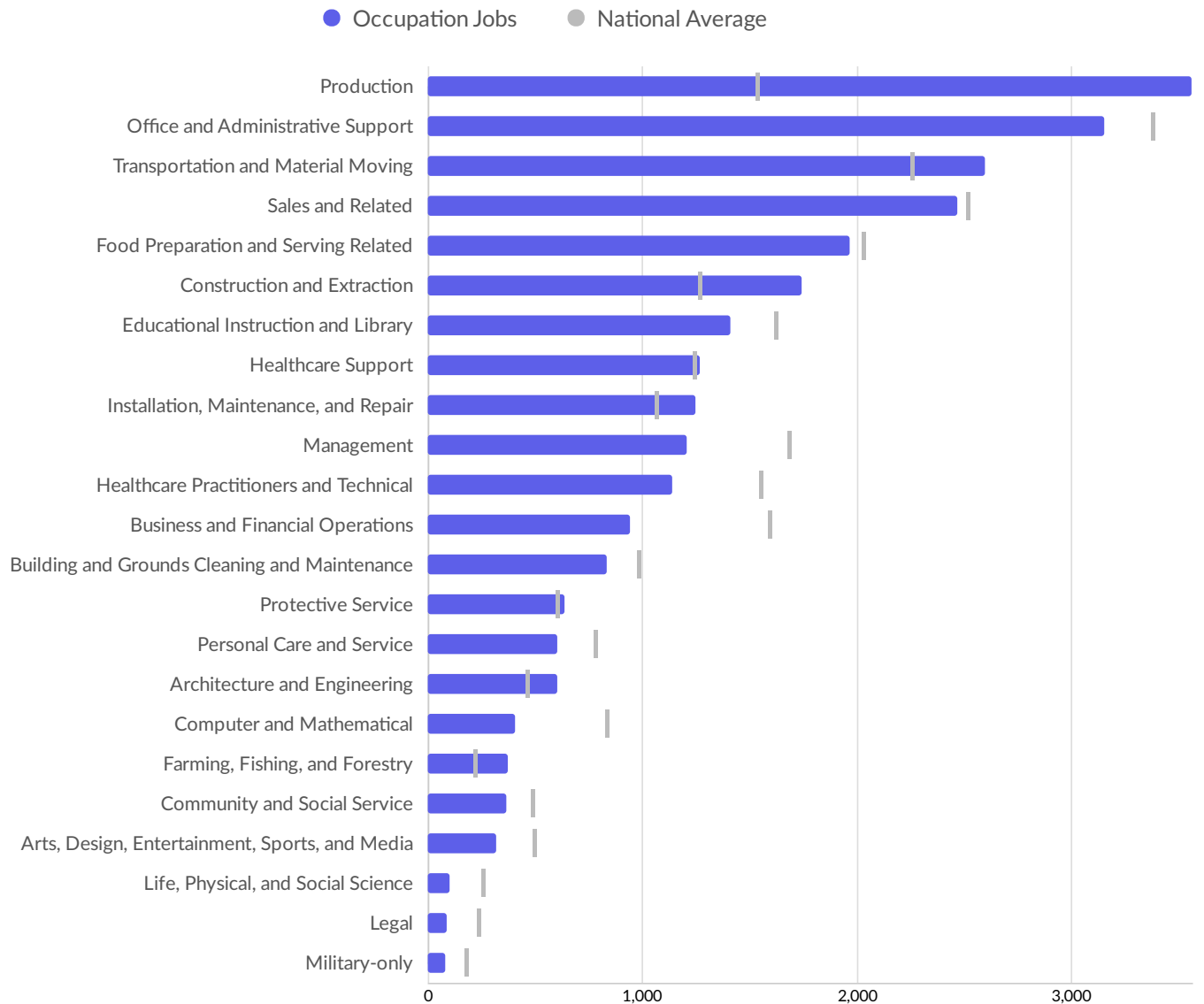


	Percentage	Business Count
1 to 4 employees	33.8%	835
5 to 9 employees	28.3%	699
10 to 19 employees	20.6%	509
20 to 49 employees	12.8%	315
50 to 99 employees	2.7%	66
100 to 249 employees	1.6%	40
250 to 499 employees	0.2%	4
500+ employees	0.1%	2

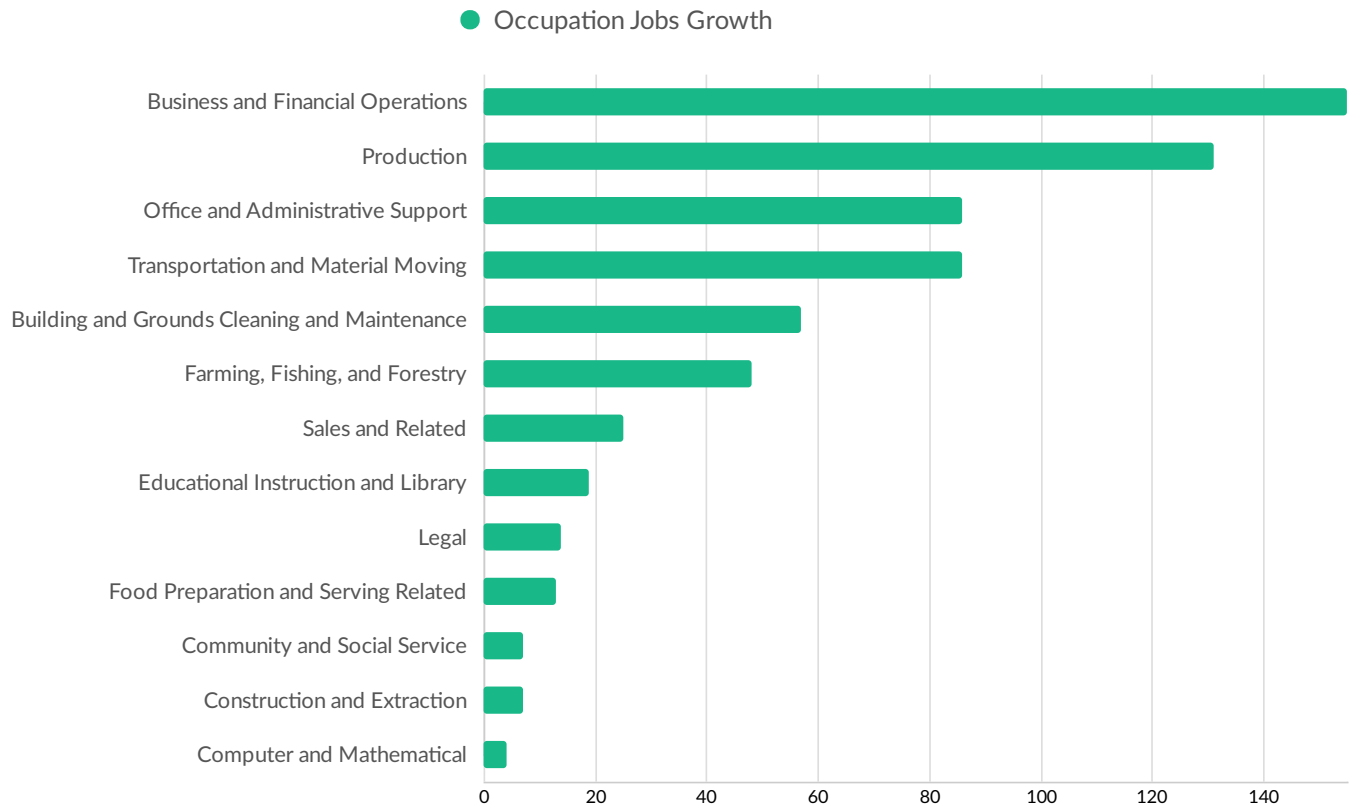
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

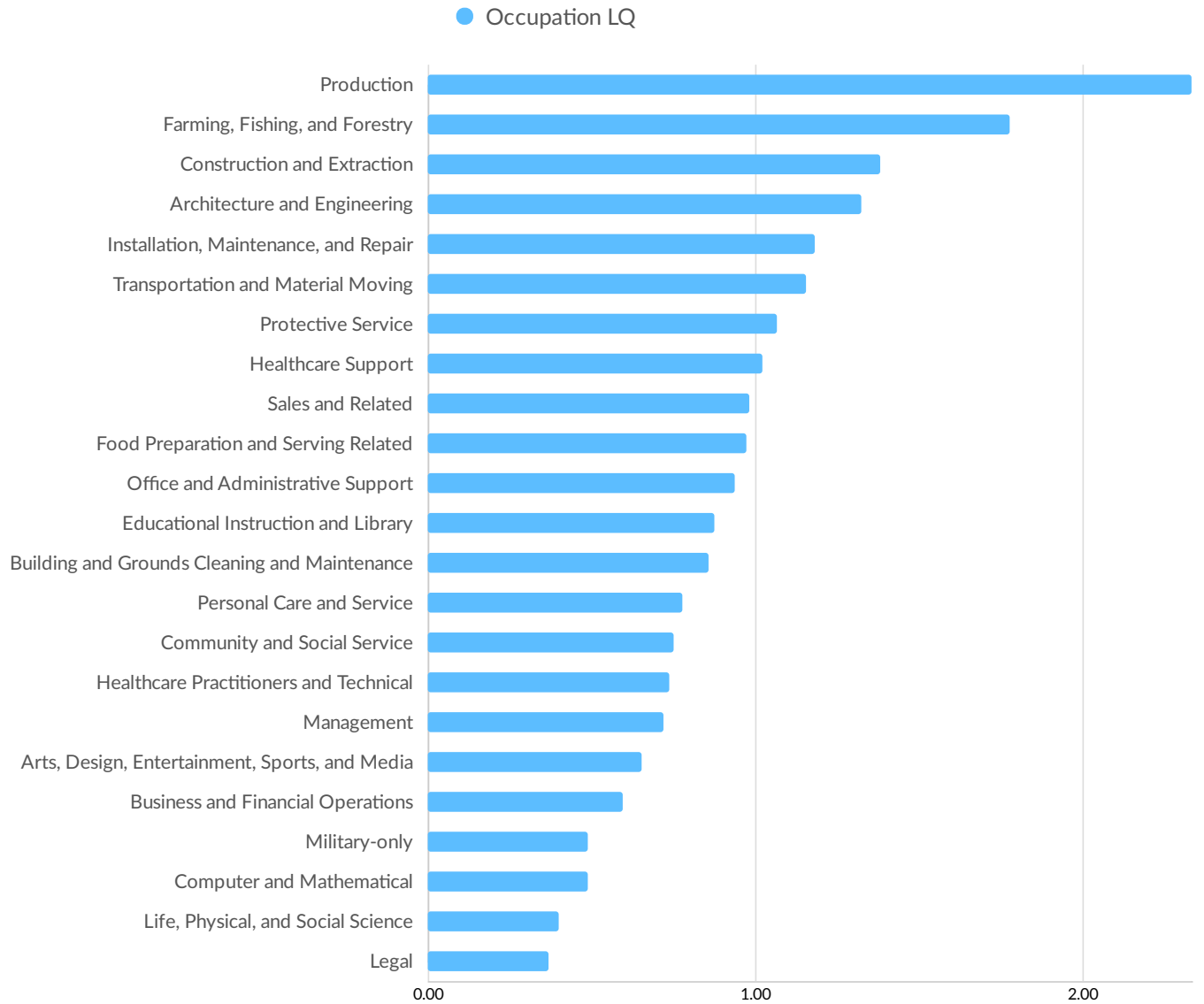
## Largest Occupations



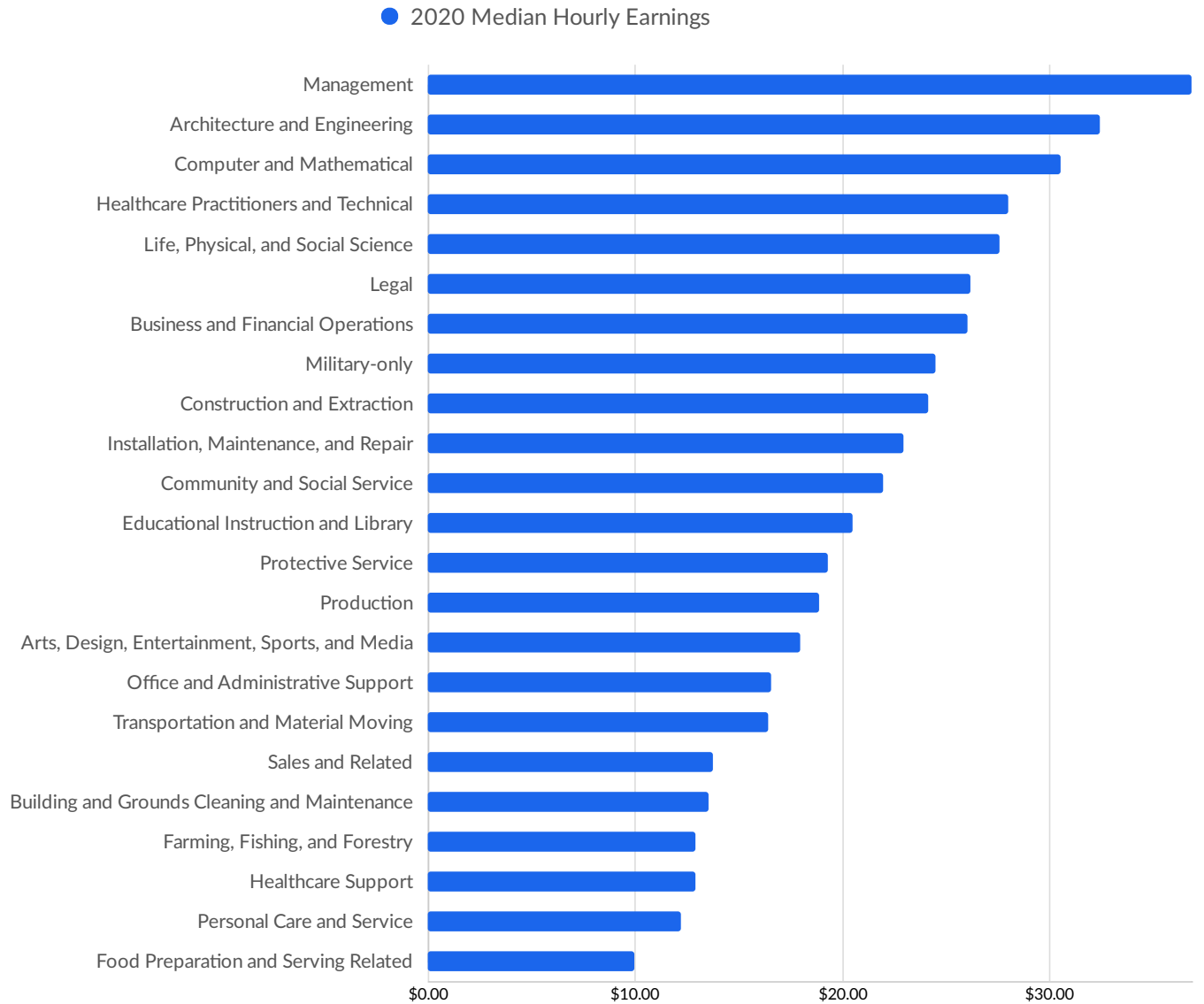
## Top Growing Occupations



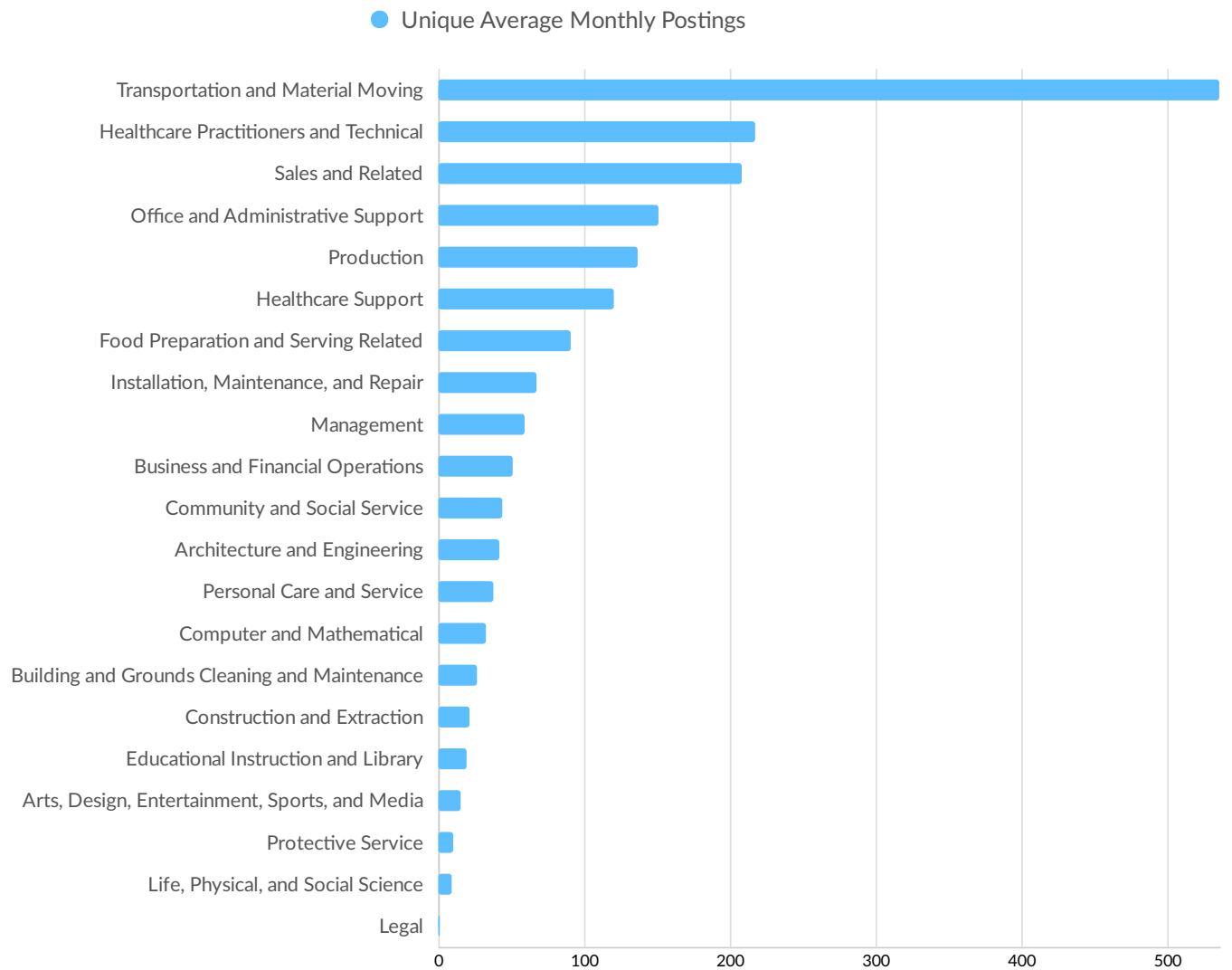
## Top Occupation LQ



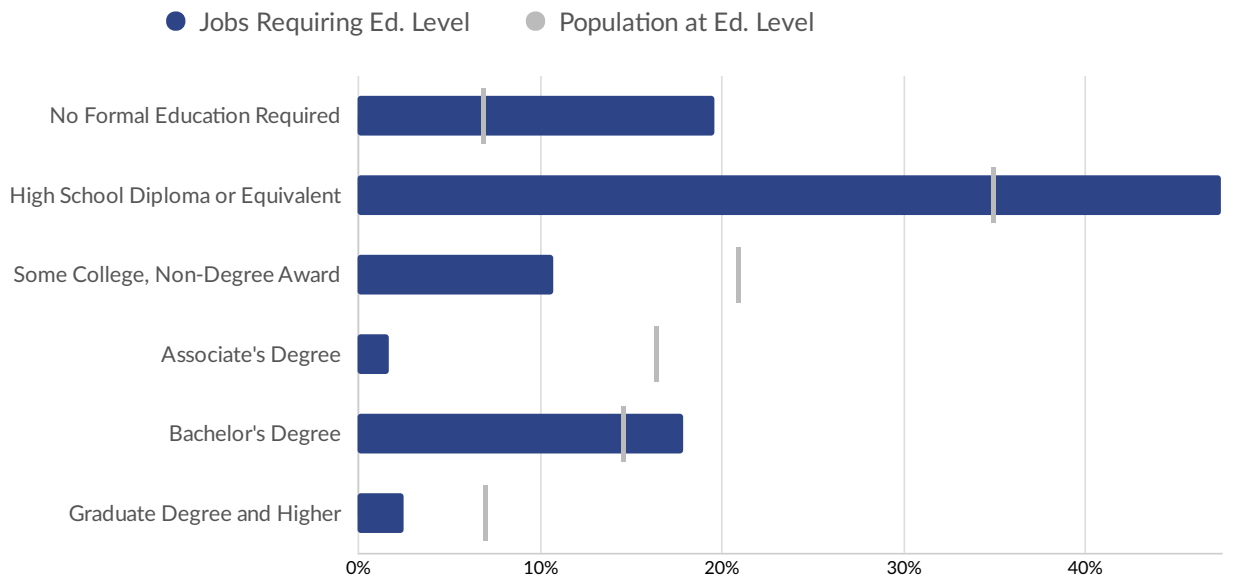
## Top Occupation Earnings



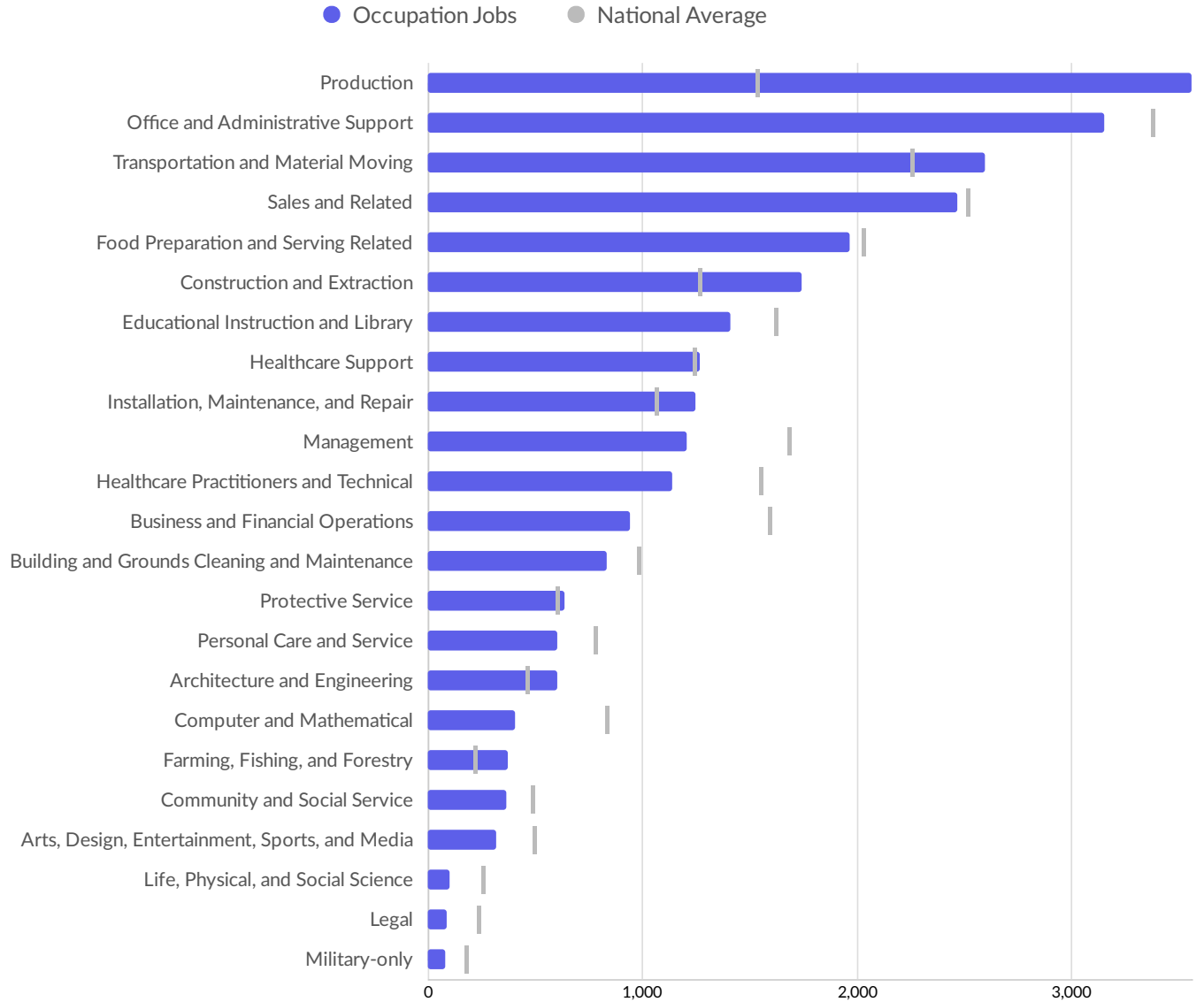
## Top Posted Occupations



## Underemployment



## Largest Occupations





## Educational Pipeline

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

# In-Demand Skills

