



Chippewa County, WI

West Central Wisconsin Regional Planning Commission



800 Wisconsin Street
Banbury Place
Mailbox 9, Bldg. D2-401
Eau Claire, Wisconsin 54703-3606

Contents

Report Parameters	1
Economy Overview	2
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Business Characteristics	16
Workforce Characteristics	18
Educational Pipeline	25
In-Demand Skills	26

Report Parameters

1 County

55017 Chippewa County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

64,982

Population (2020)

Population **grew by 1,561** over the last 5 years and is projected to **grow by 1,402** over the next 5 years.

27,282

Total Regional Employment

Jobs **grew by 204** over the last 5 years and are projected to **grow by 1,161** over the next 5 years.

\$59.7K

Median Household Income (2019)

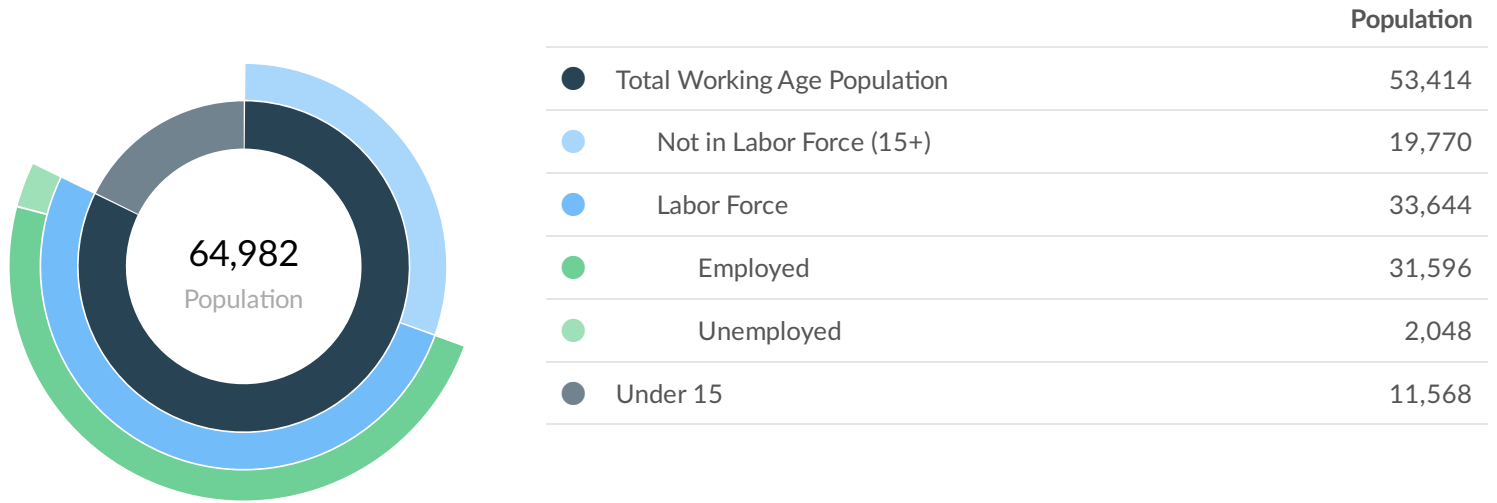
Median household income is **\$3.1K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 2.5%** since 2015, growing by 1,561. Population is expected to **increase by 2.2%** between 2020 and 2025, adding 1,402.
- From 2015 to 2020, jobs **increased by 0.8%** in Chippewa County, WI from 27,078 to **27,282**. This change **fell short of the national growth rate of 3.1% by 2.3%**. As the number of jobs increased, the **labor force participation rate decreased from 63.9% to 63.0% 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.

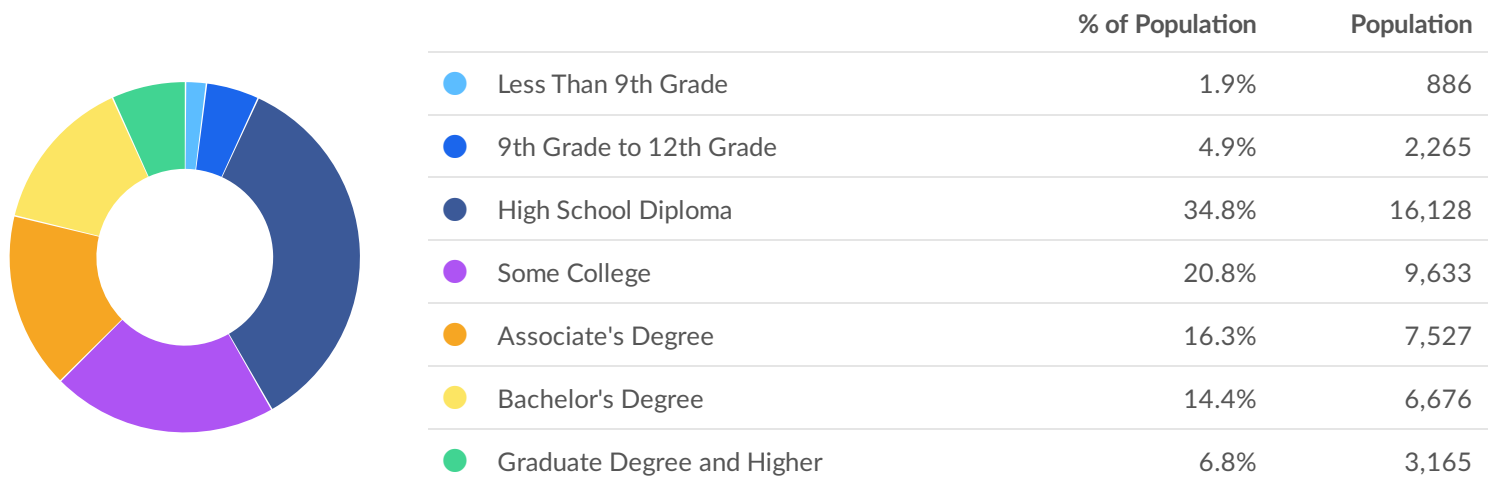
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	64,982	33,644	27,282	96.8	\$2.65B	\$4.06B	\$3.52B
WCWRPC Region	431,691	233,037	202,124	98.3	\$19.38B	\$28.01B	\$23.23B
United States	330,768,968	159,976,949	163,214,648	100.0	\$20.80T	\$0	\$9.84T

2020 Labor Force Breakdown



Educational Attainment

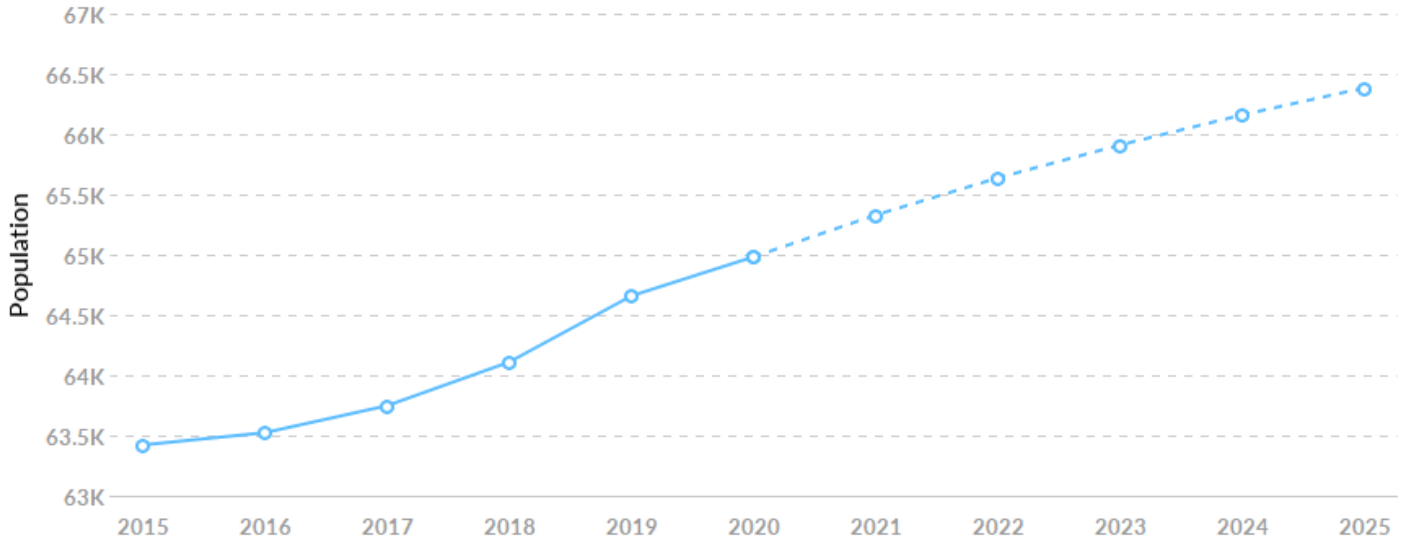
Concerning educational attainment, **14.4% of Chippewa County, WI residents possess a Bachelor's Degree** (5.6% below the national average), and **16.3% hold an Associate's Degree** (7.7% above the national average).



Historic & Projected Trends

Population Trends

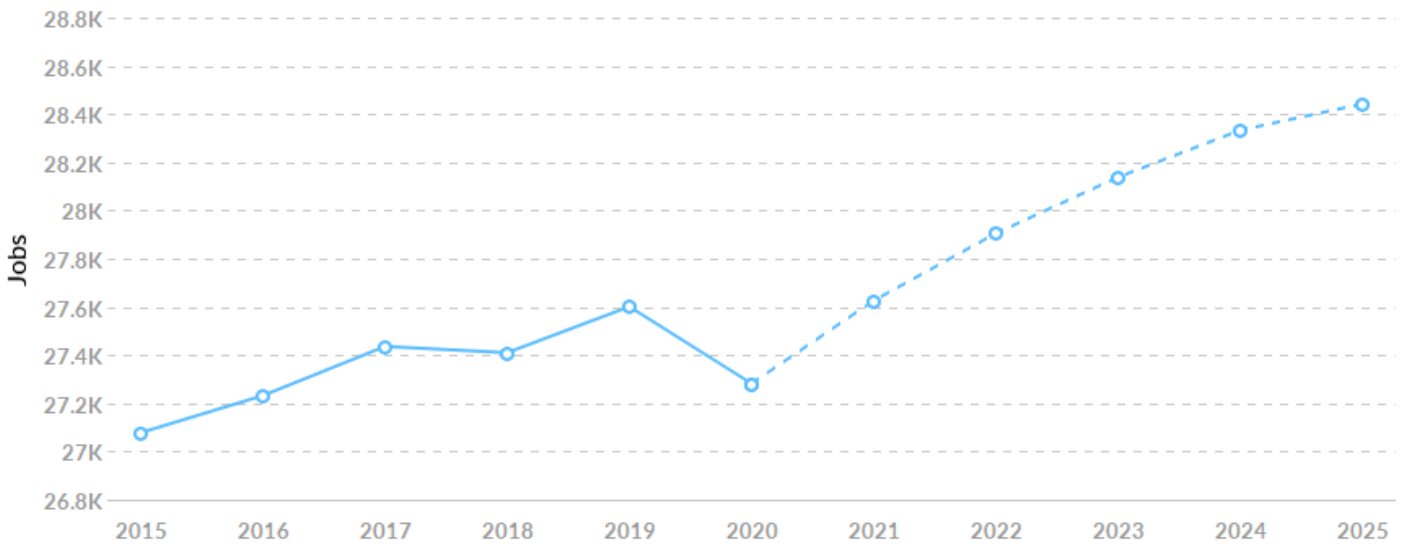
As of 2020 the region's population **increased by 2.5%** since 2015, growing by 1,561. Population is expected to **increase by 2.2%** between 2020 and 2025, adding 1,402.



Timeframe	Population
2015	63,421
2016	63,523
2017	63,747
2018	64,109
2019	64,658
2020	64,982
2021	65,329
2022	65,637
2023	65,910
2024	66,160
2025	66,384

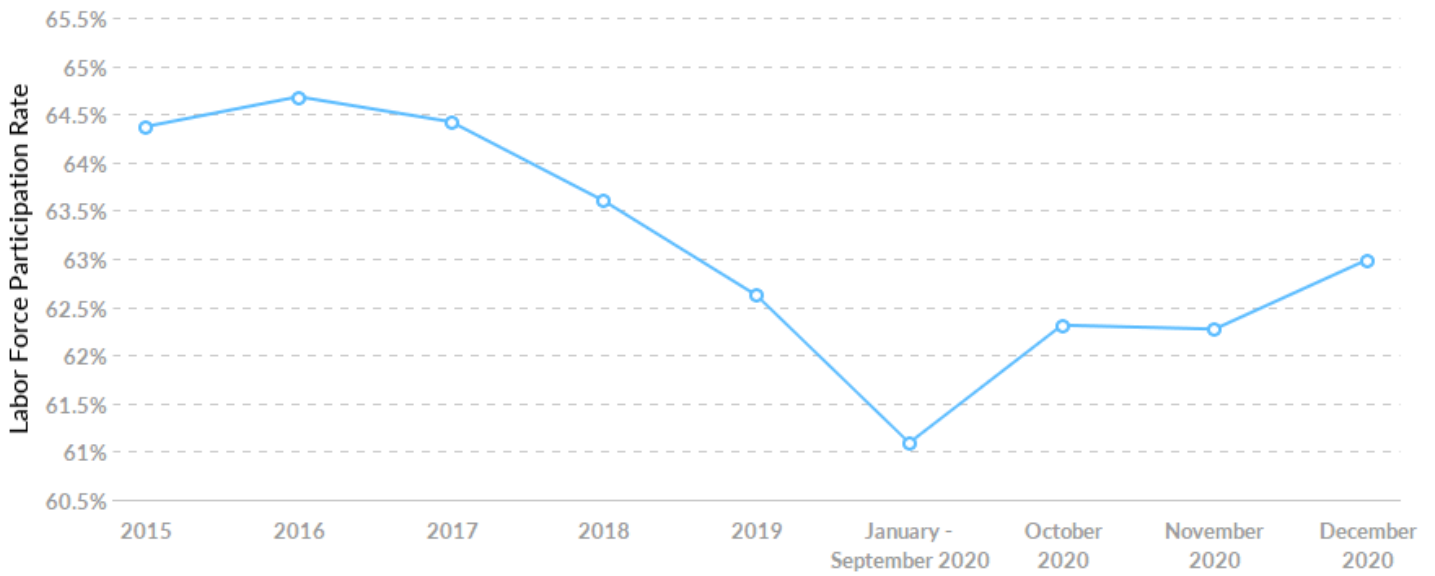
Job Trends

From 2015 to 2020, jobs increased by 0.8% in Chippewa County, WI from 27,078 to 27,282. This change fell short of the national growth rate of 3.1% by 2.3%.



Timeframe	Jobs
2015	27,078
2016	27,232
2017	27,436
2018	27,410
2019	27,601
2020	27,282
2021	27,626
2022	27,905
2023	28,138
2024	28,333
2025	28,442

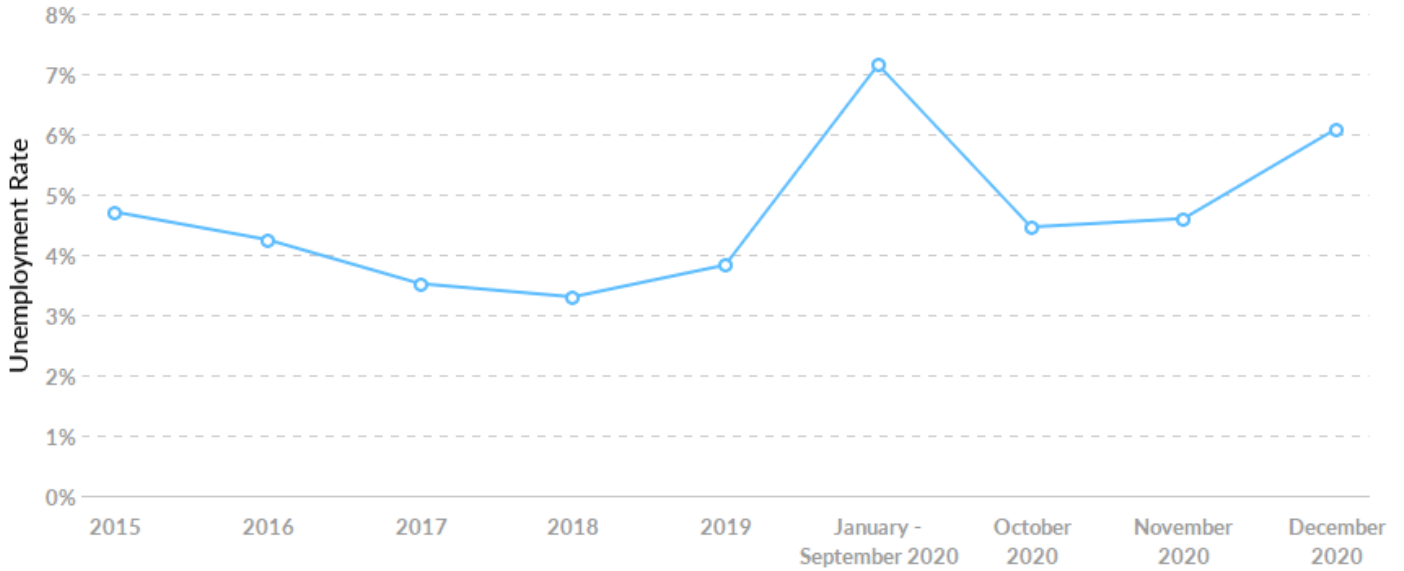
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	64.37%
2016	64.68%
2017	64.42%
2018	63.60%
2019	62.62%
January - September 2020	61.09%
October 2020	62.31%
November 2020	62.27%
December 2020	62.99%

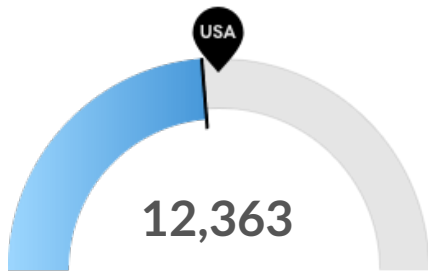
Unemployment Rate Trends

Chippewa County, WI had a December 2020 unemployment rate of 6.09%, **increasing from 4.71%** 5 years before.



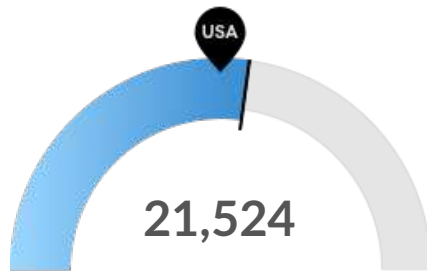
Timeframe	Unemployment Rate
2015	4.71%
2016	4.25%
2017	3.52%
2018	3.30%
2019	3.83%
January - September 2020	7.15%
October 2020	4.46%
November 2020	4.60%
December 2020	6.09%

Population Characteristics



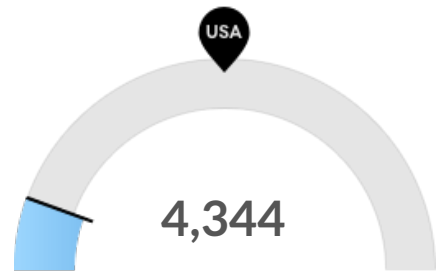
Millennials

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



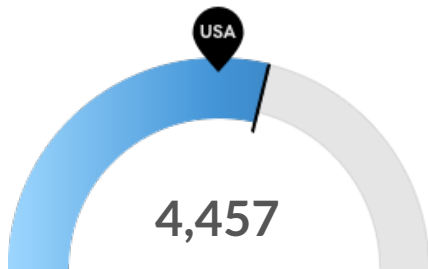
Retiring Soon

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.



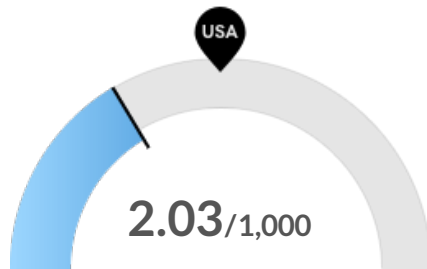
Racial Diversity

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.



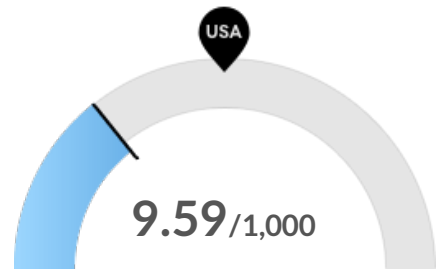
Veterans

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.

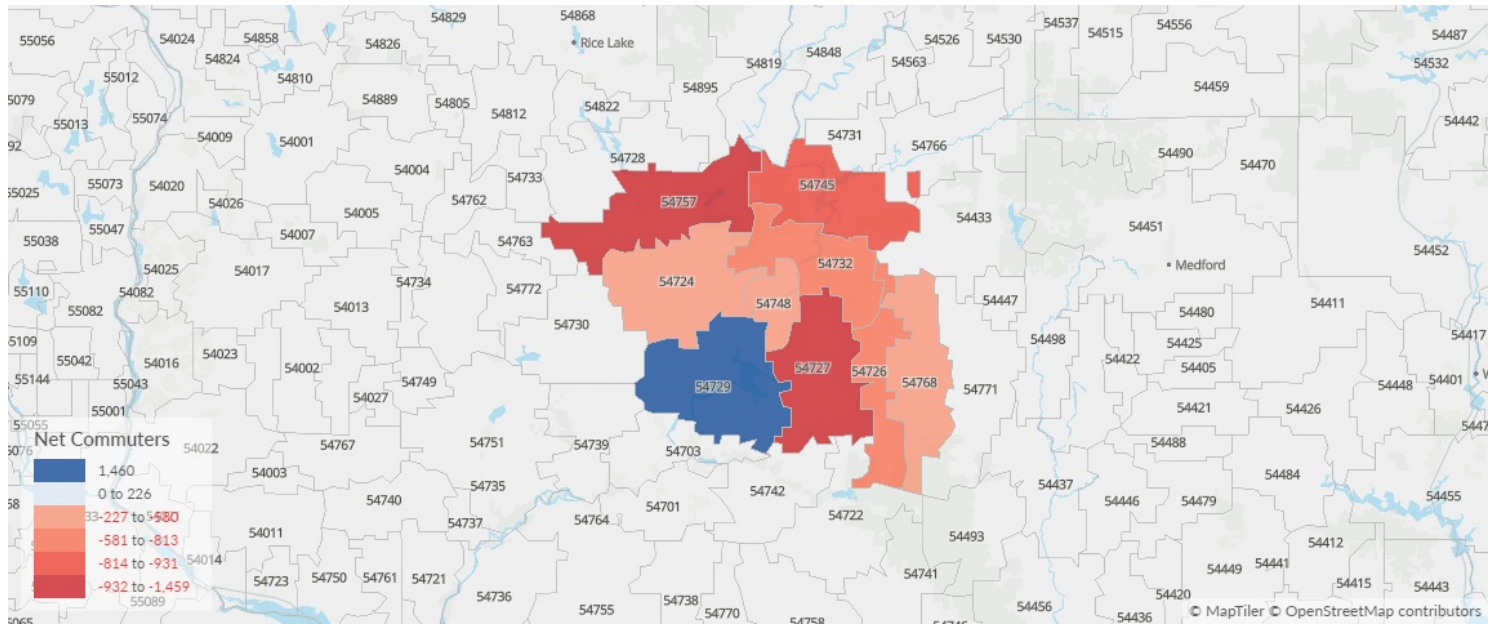


Property Crime

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

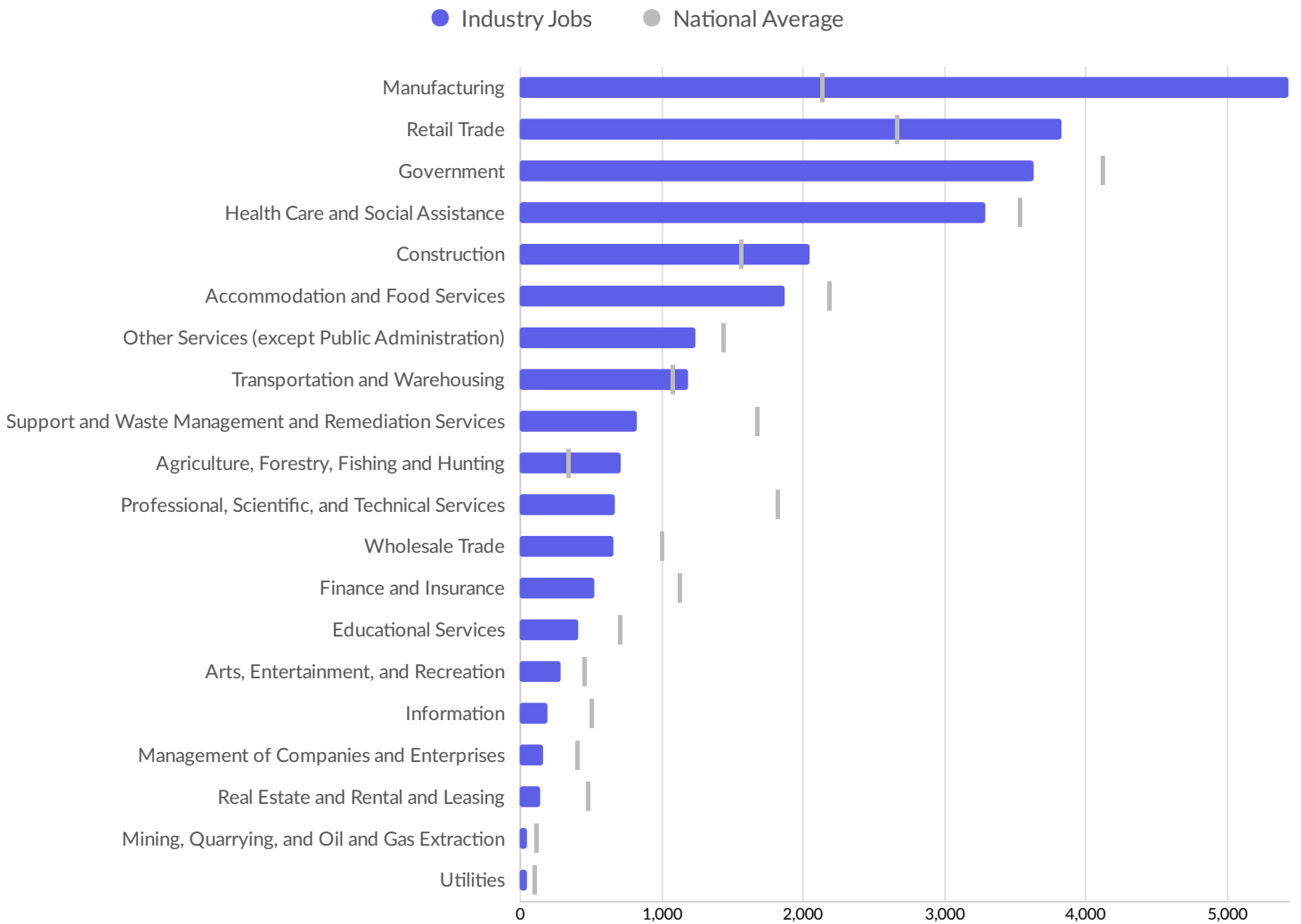
Where Talent Lives

ZIP	Name	2020 Employment
54729	Chippewa Falls, WI (in C...	18,026
54724	Bloomer, WI (in Chippe...	3,561
54768	Stanley, WI (in Chippew...	1,590
54727	Cadott, WI (in Chippew...	1,548
54732	Cornell, WI (in Chippew...	842

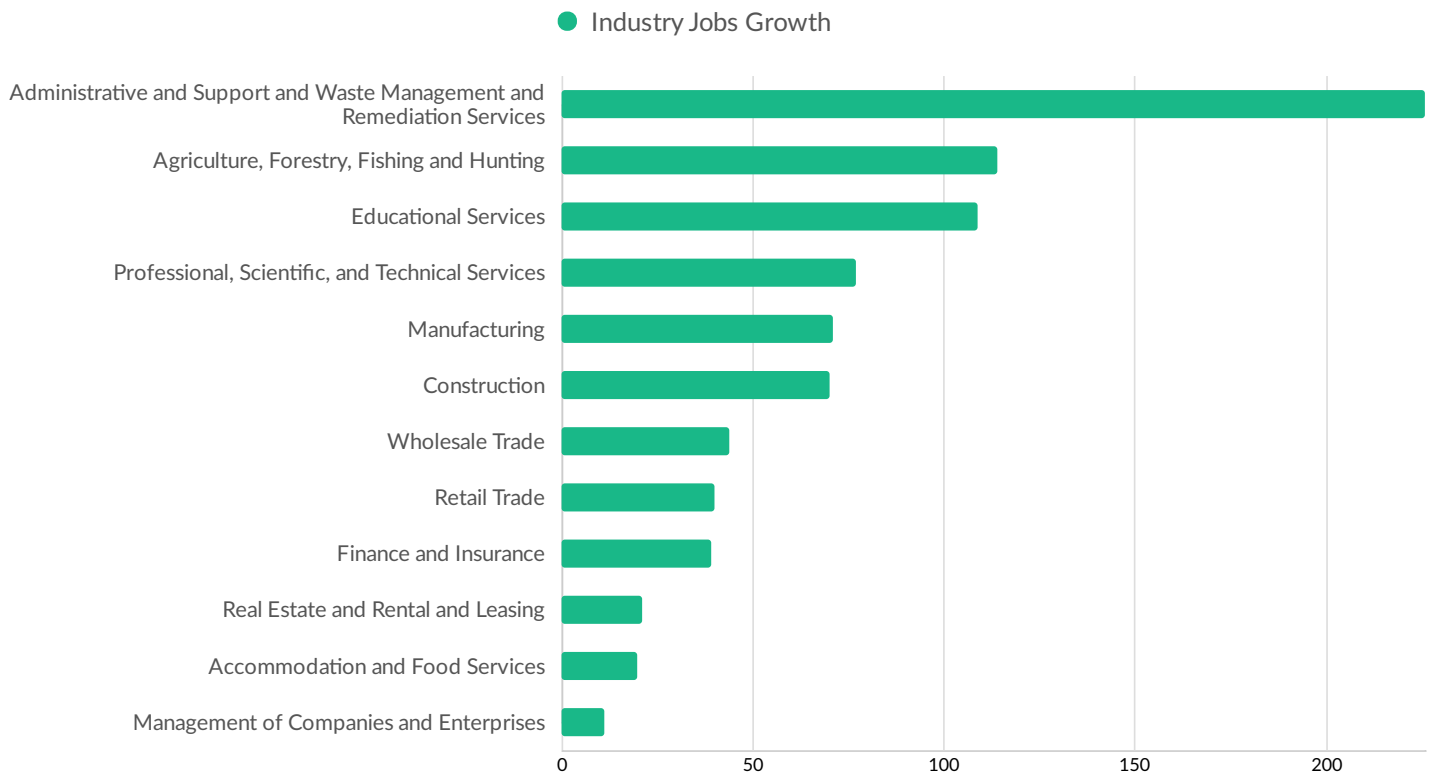
ZIP	Name	2020 Workers
54729	Chippewa Falls, WI (in C...	16,566
54724	Bloomer, WI (in Chippe...	3,788
54727	Cadott, WI (in Chippew...	2,533
54768	Stanley, WI (in Chippew...	1,918
54757	New Auburn, WI (in Chi...	1,640

Industry Characteristics

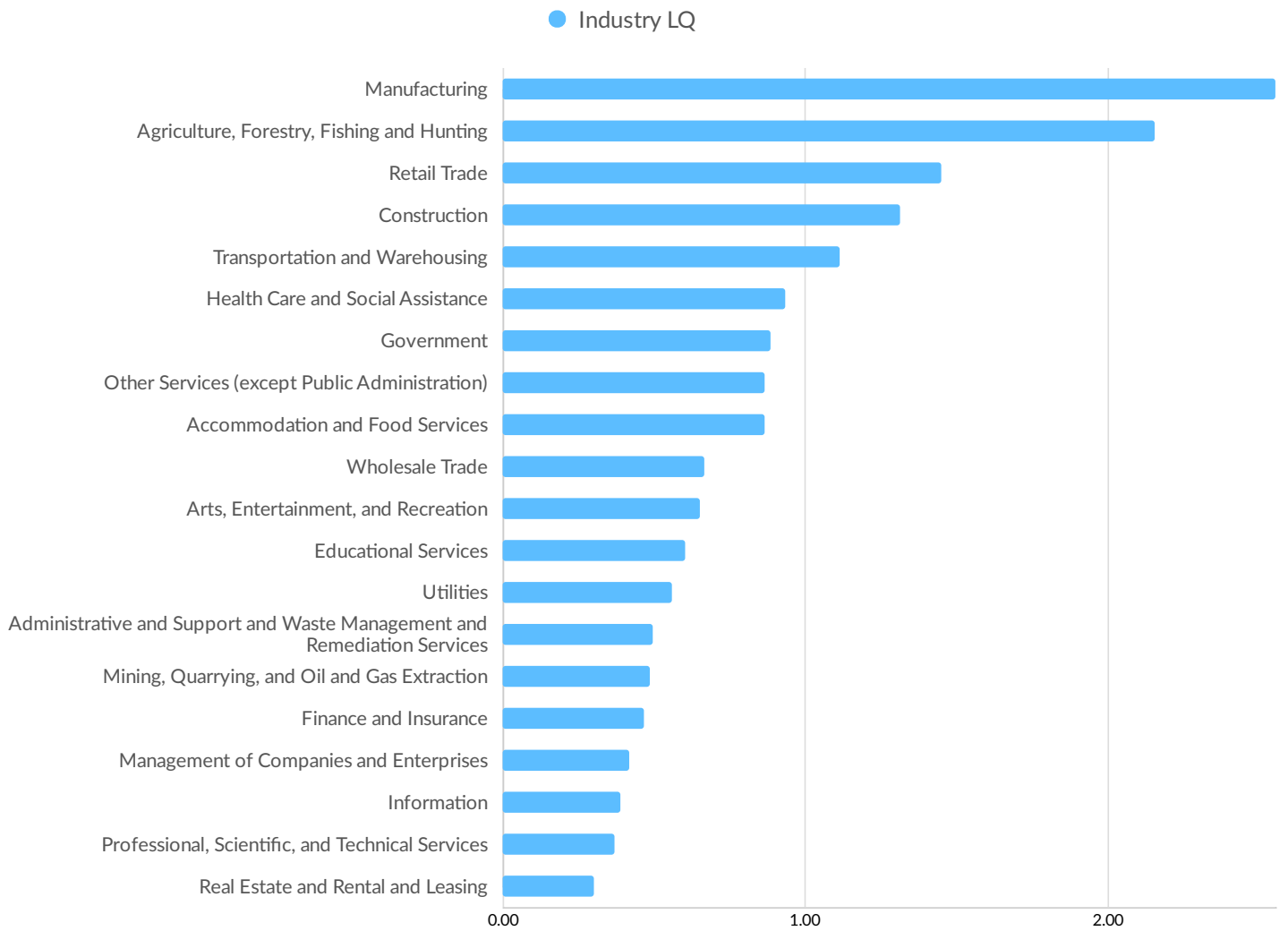
Largest Industries



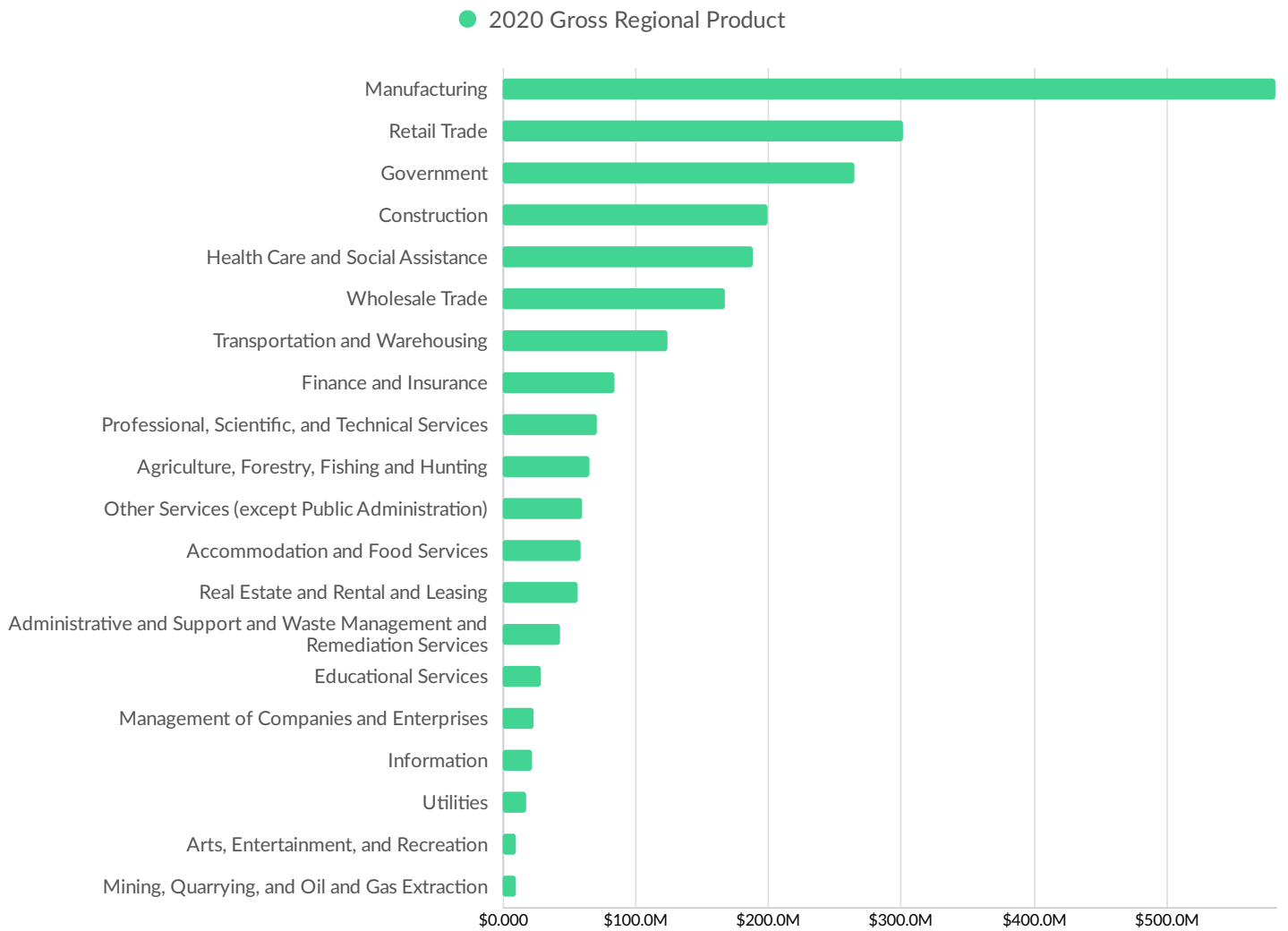
Top Growing Industries



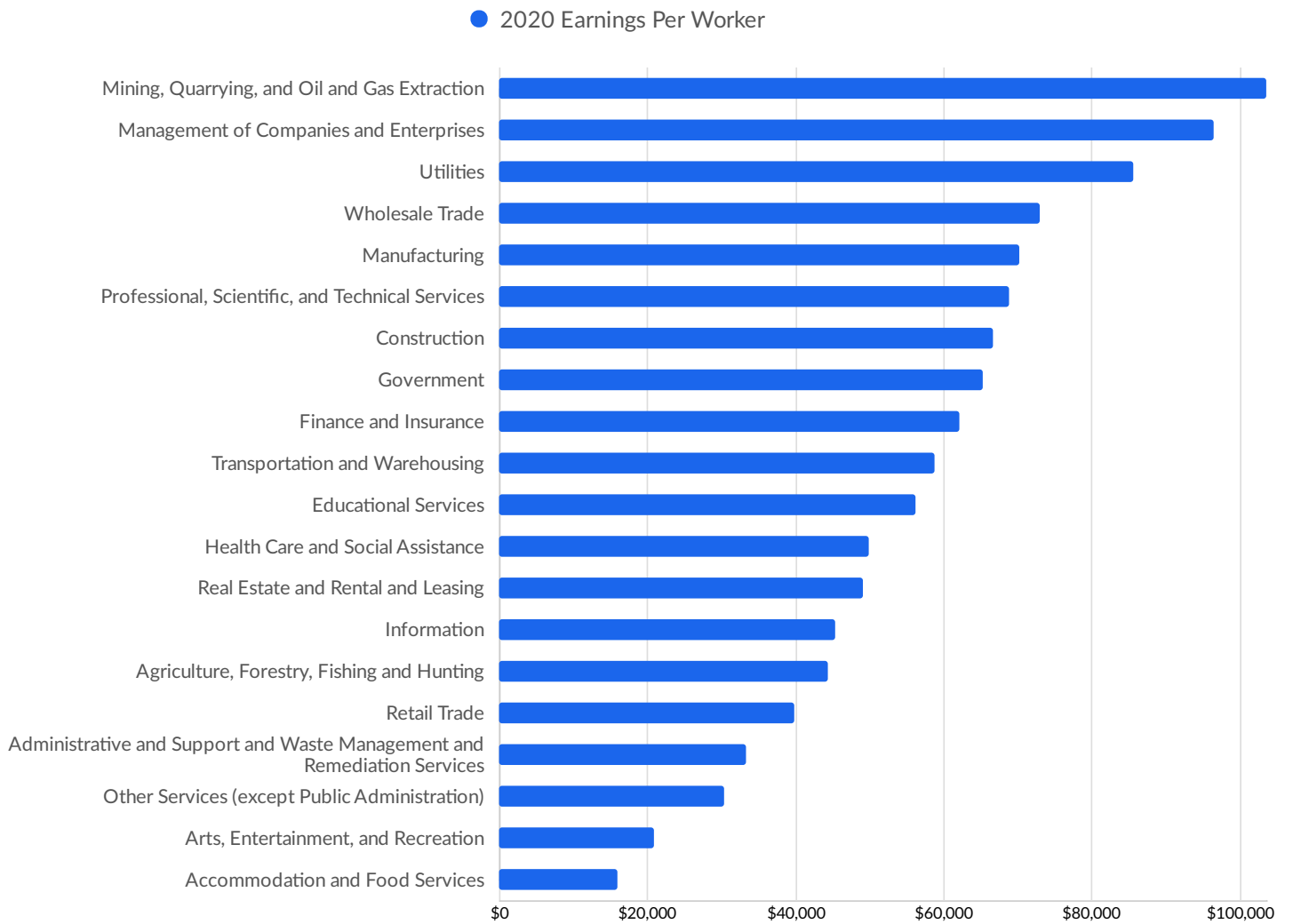
Top Industry LQ



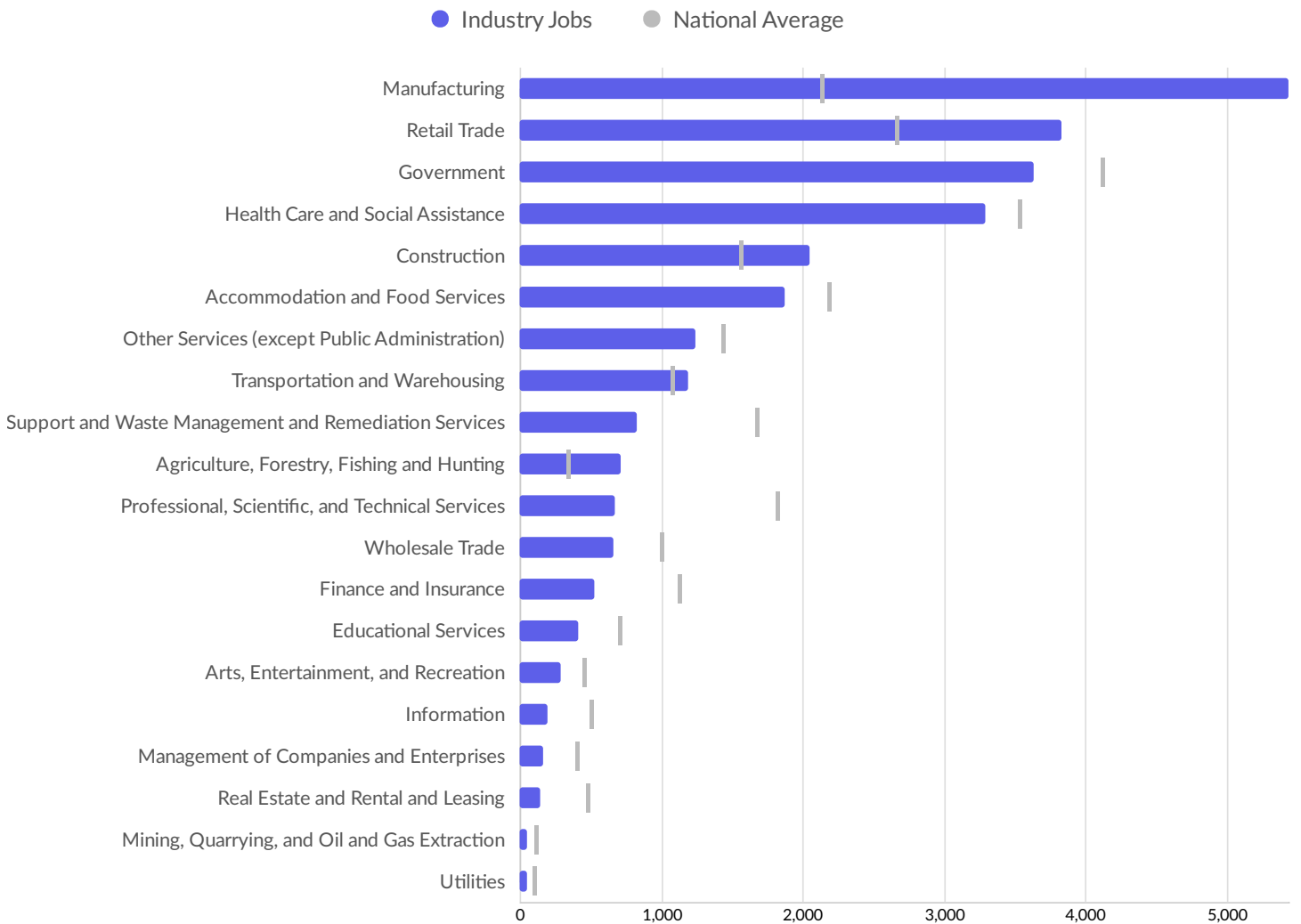
Top Industry GRP



Top Industry Earnings























Largest Industries



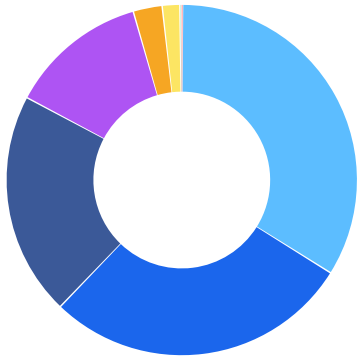
Business Characteristics

3,599 Companies Employ Your Workers

Online profiles for your workers mention 3,599 companies as employers, with the top 10 appearing below. In the last 12 months, 1,121 companies in Chippewa County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	203 	Roehl Transport, Inc.	263 
Ttm Technologies, Inc.	114 	Sam's Club	215 
State of Wisconsin	99 	Dove Healthcare South	157 
Menard, Inc.	94 	Wal-Mart, Inc.	135 
Marshfield Clinic	80 	U.S. Xpress, Inc.	121 
UnitedHealth Group Incorporate...	79 	Dollar General Corporation	114 
Mason Corporation	71 	Mason Corporation	102 
Chippewa Falls Area Unified Sch...	63 	Marshfield Clinic	101 
The Chippewa County War Mem...	62 	C.R. England, Inc.	95 
Nordson Extrusion Dies Industri...	57 	Lhc Group, Inc.	77 

Business Size

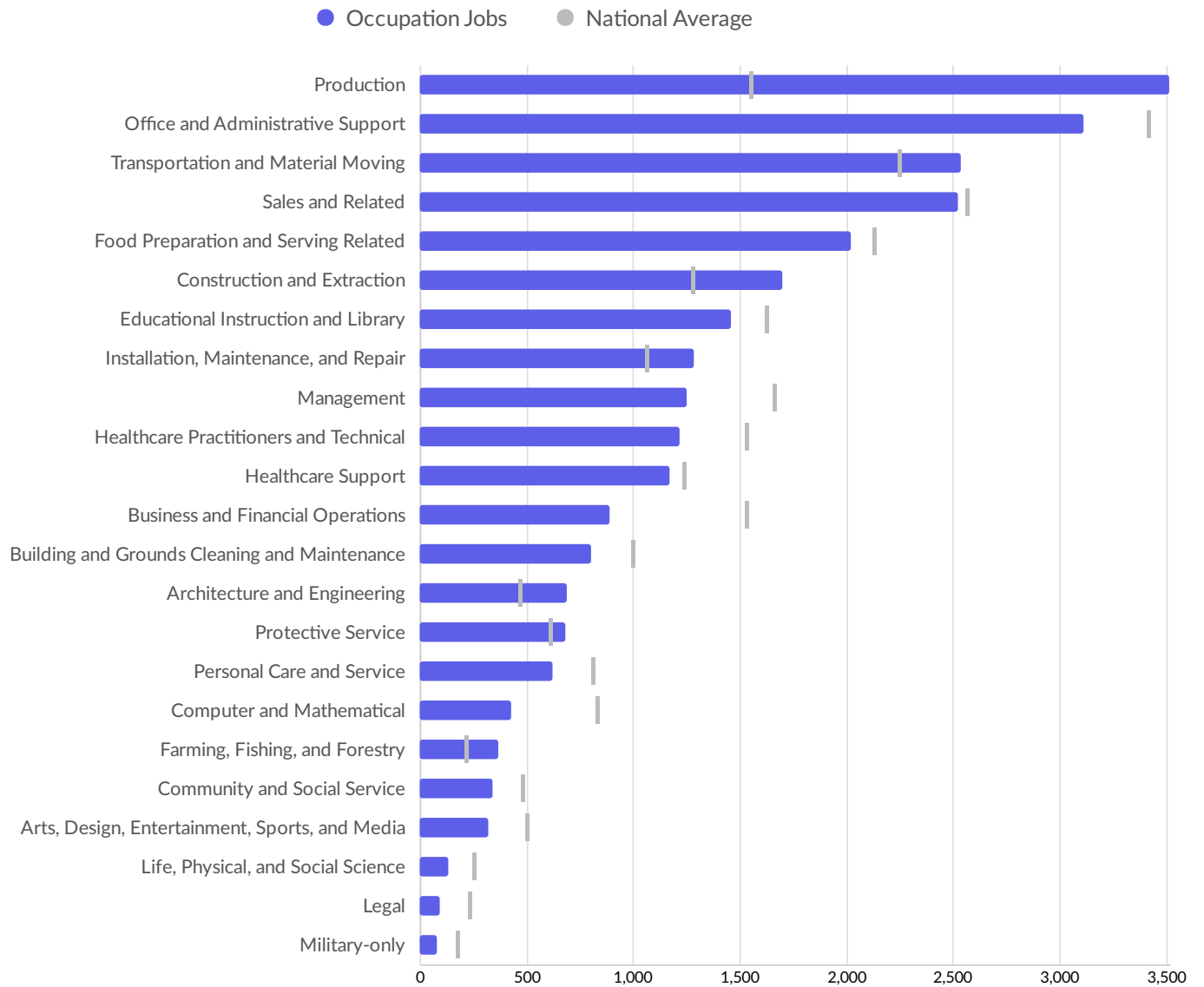


	Percentage	Business Count
1 to 4 employees	33.8%	835
5 to 9 employees	28.3%	699
10 to 19 employees	20.6%	509
20 to 49 employees	12.8%	315
50 to 99 employees	2.7%	66
100 to 249 employees	1.6%	40
250 to 499 employees	0.2%	4
500+ employees	0.1%	2

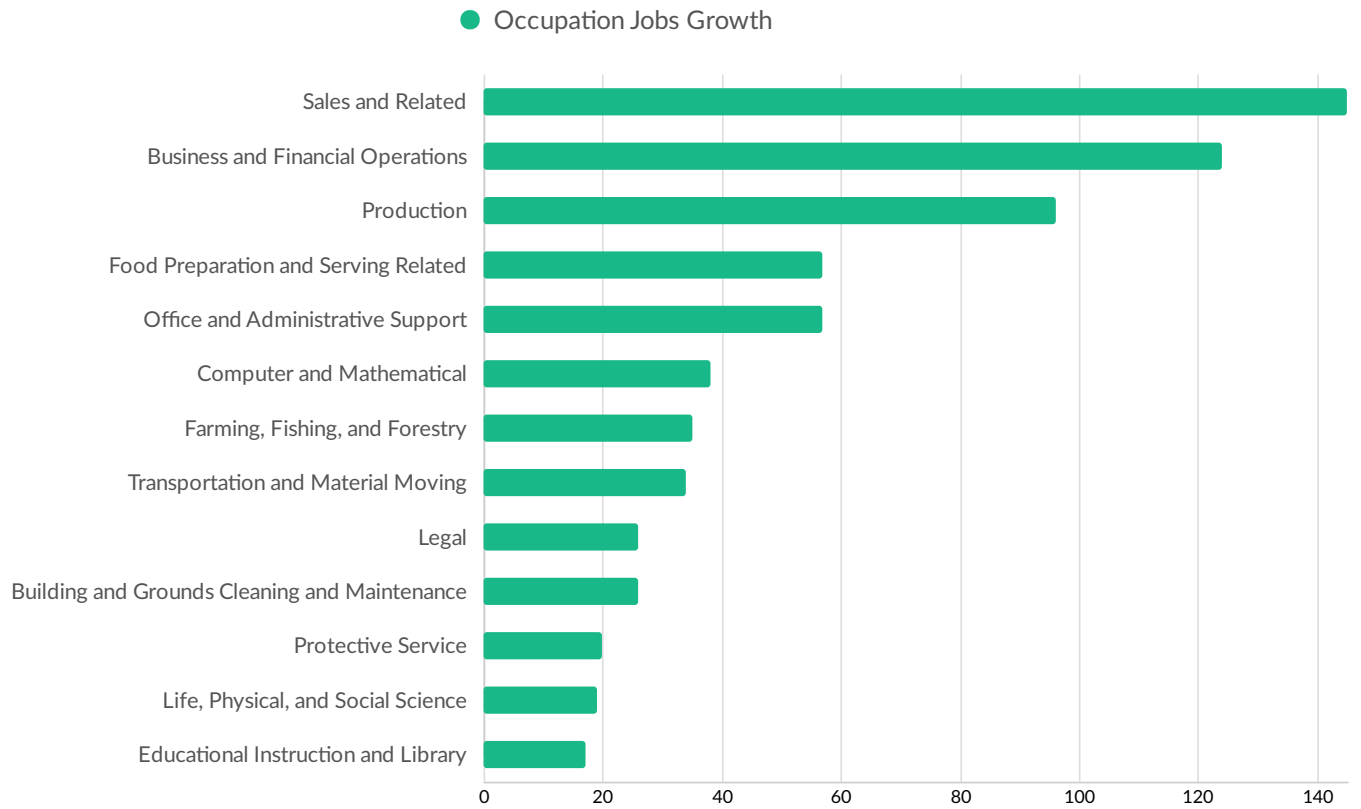
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

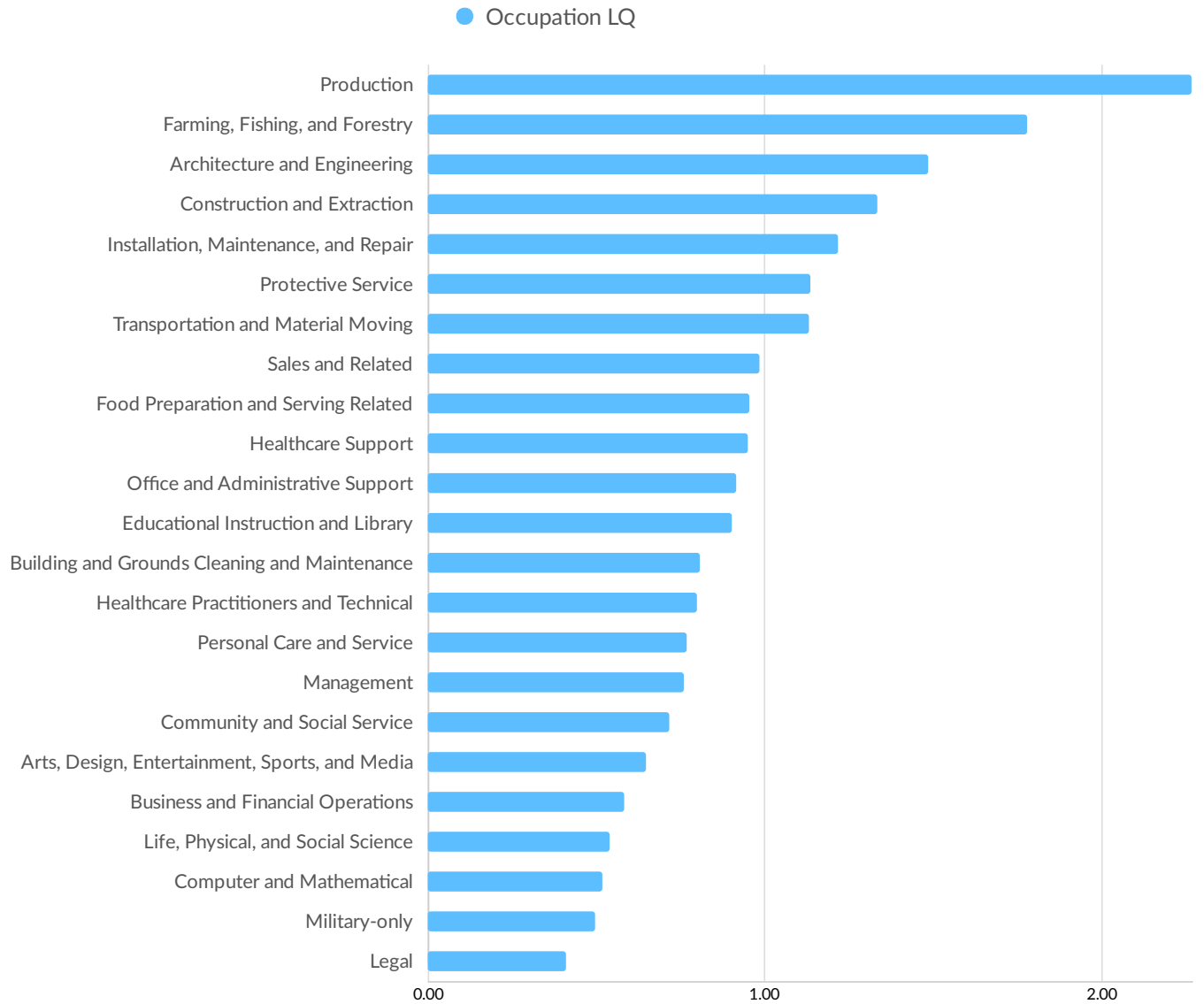
Largest Occupations



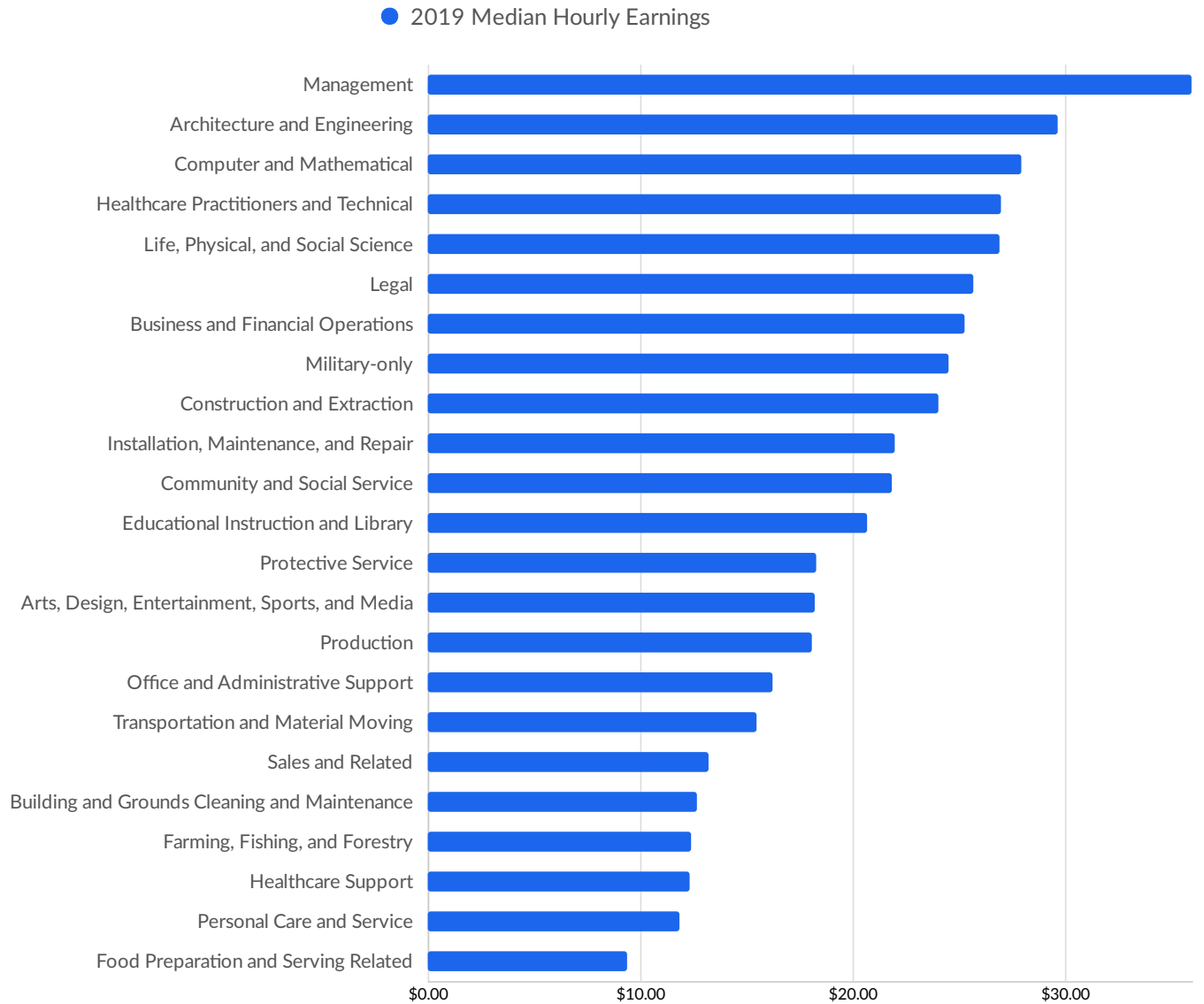
Top Growing Occupations



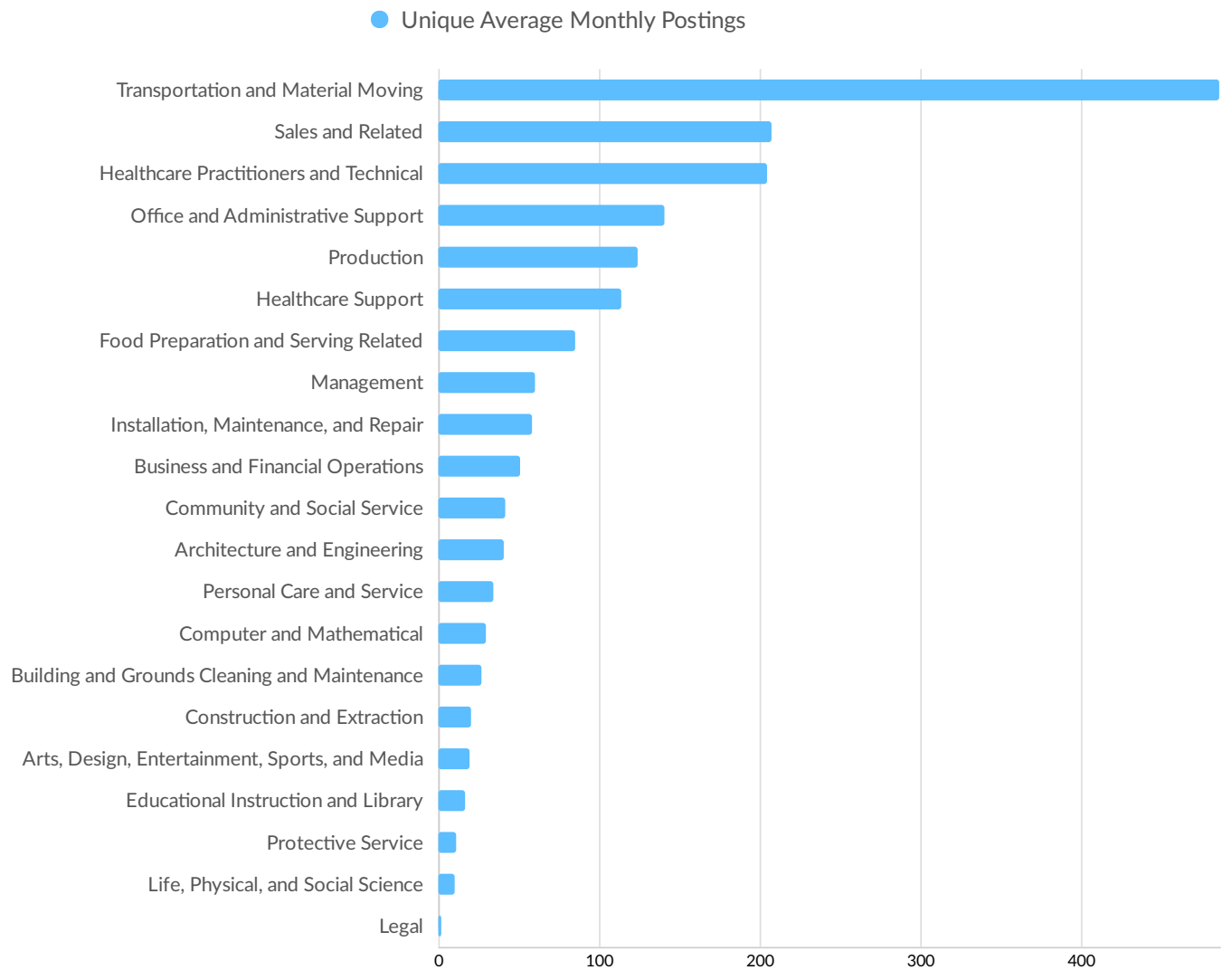
Top Occupation LQ



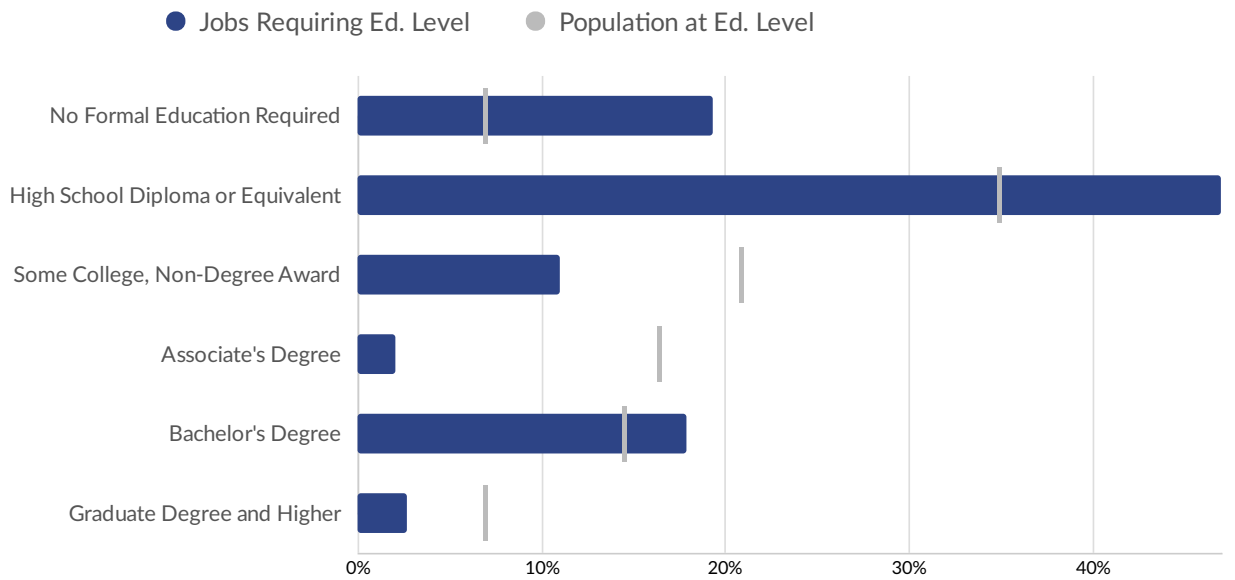
Top Occupation Earnings



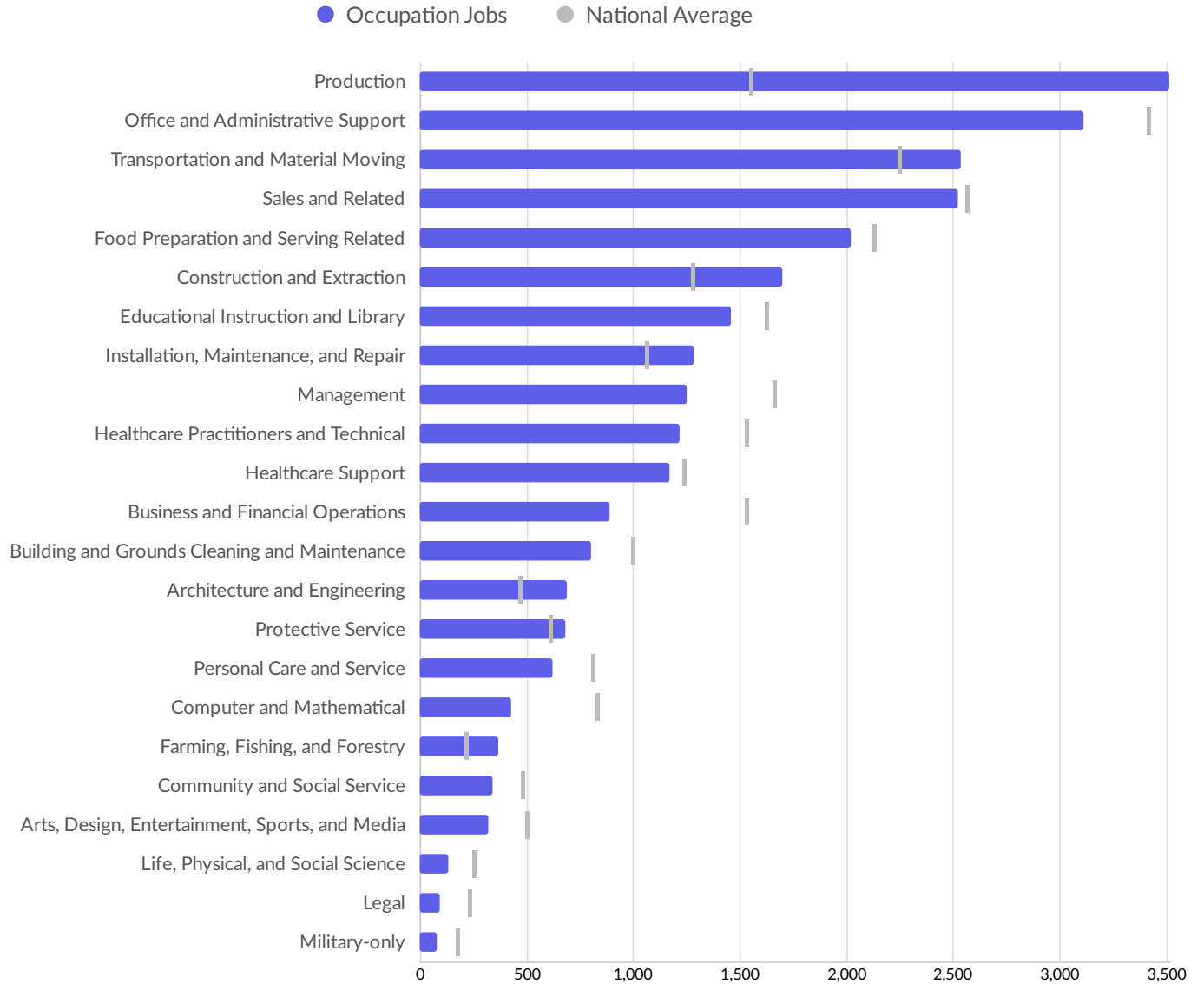
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills

