

# Clark County

# ECONOMIC PROFILE

## County Population Projections

	2020	2022	2025	2030	2035	2040
County Population	34,659	34,703	39,005	40,750	42,230	42,980
Percent Change		0.13	11.03	4.28	3.50	1.74
Male	17,534	17,683	19,890	20,755	21,465	21,865
Female	17,125	17,020	19,115	19,995	20,765	21,115
Minority	2,687	2,161	NA	NA	NA	NA
Percent Minority	7.8	6.2	NA	NA	NA	NA
Age Under 5	2,674	2,786	3,240	3,350	3,410	3,400
Age 5-9	2,786	2,945	3,350	3,430	3,510	3,510
Age 10-14	2,922	2,696	3,340	3,480	3,550	3,560
Age 15-19	2,472	2,666	3,020	3,240	3,360	3,370
Age 20-24	1,906	2,047	2,010	2,220	2,370	2,410
Age 25-34	3,620	3,435	3,980	4,220	4,520	4,810
Age 35-44	3,634	3,655	4,200	4,200	4,270	4,400
Age 45-54	3,755	3,894	3,840	4,070	4,300	4,210
Age 55-59	2,323	2,378	1,960	1,940	1,960	2,160
Age 60-64	2,349	2,365	2,370	1,970	1,980	1,990
Age 65-74	3,463	3,350	4,390	4,580	4,150	3,820
Age 75-84	1,908	1,593	2,310	2,920	3,480	3,620
Age 85+	847	893	995	1,130	1,370	1,720



PREPARED BY THE  
WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

May, 2024

Source: 2020 Census; 2022 American Community Survey 5-Year Estimates; Wisconsin DOA Population Projections, 2013

## Municipal Population

	1980	1990	2000	2010	2020	2023	Percent Change				
							1980-90	1990-00	2000-10	2010-20	2020-23
Abbotsford+	1,401	1,409	1,412	1,616	1,665	1,757	0.6	0.2	14.4	3.0	5.5
Colby+	1,151	1,116	1,156	1,354	1,275	1,246	- 3.0	3.6	17.1	- 5.8	- 2.3
Greenwood	1,124	969	1,079	1,026	1,058	1,044	- 13.8	11.4	- 4.9	3.1	- 1.3
Loyal	1,252	1,205	1,308	1,261	1,203	1,192	- 3.8	8.5	- 3.6	- 4.6	- 0.9
Neillsville	2,780	2,680	2,731	2,463	2,384	2,359	- 3.6	1.9	- 9.8	- 3.2	- 1.0
Owen	998	895	936	940	916	912	- 10.3	4.6	0.4	- 2.6	- 0.4
Thorp	1,635	1,657	1,536	1,621	1,795	1,771	1.3	- 7.3	5.5	10.7	- 1.3
Curtiss	127	173	198	216	292	298	36.2	14.5	9.1	35.2	2.1
Dorchester+	613	697	823	871	846	844	13.7	18.1	5.8	- 2.9	- 0.2
Granton	399	379	406	355	381	371	- 5.0	7.1	- 12.6	7.3	- 2.6
Unity+	166	196	163	139	151	150	18.1	- 16.8	- 14.7	8.6	- 0.7
Withee	509	503	508	487	506	499	- 1.2	1.0	- 4.1	3.9	- 1.4

+Includes portion in Clark County only. Source: 1980, 1990, 2000, 2010 and 2020 Census and Wisconsin DOA 2022 Estimates

## Per Capita Personal Income

	2019	2020	2021	2022	Percent Change		
					2019-20	2020-21	2021-22
Clark County	\$43,554	\$47,556	\$50,125	\$51,365	9.2	5.4	2.5
Wisconsin	\$52,364	\$55,431	\$60,381	\$61,475	5.9	8.9	1.8
United States	\$55,539	\$59,159	\$64,410	\$65,476	6.5	8.9	1.7

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

This Economic Profile is prepared by the West Central Wisconsin Regional Planning Commission

## Consumer Expenditures by County (per household)

	Total		Total
Shelter	\$13,884	Contributions	\$2,134
Transportation	\$12,100	Education	\$1,868
Food and Beverages	\$9,774	Gifts	\$1,585
Health Care	\$5,718	Miscellaneous Expenses	\$1,251
Utilities	\$4,974	Personal Care	\$887
Entertainment	\$3,725	Personal Insurance	\$462
Household Operations	\$2,583	Tobacco	\$413
Household Furnishings	\$2,319	Reading	\$144
Apparel	\$2,306		

Source: Applied Geographic Solutions, 2023

## Government Finances

2022	County	State
Full Equalized County Valuation (\$000)	\$2,818,781	\$745,161,539
Net Property Tax (\$000)	\$48,033	\$11,565,661
Full Value Tax Rate per \$1,000 Valuation	\$18.25	\$16.78
Per Capita Property Tax	\$1,380.23	\$1,944.08

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

## Civilian Labor Force

County Totals	2018	2023
Employed	17,538	17,050
Unemployed	514	459
Total Labor Force	18,052	17,509
Average County Unemployment Rate	2.8%	2.6%
Average State Unemployment Rate	3.0%	2.9%
Average U.S. Unemployment Rate	3.9%	3.7%

Source: Wisconsin Dept. of Workforce Development & Bureau of Labor Statistics

## Housing

	County
Housing Units	14,799
2023 Estimated Housing Units	15,053
Owner Occupied Units	9,871
Renter Occupied Units	2,778
Persons/Owner Occupied Unit	2.8
Persons/Renter Occupied Unit	2.4
Median Value of Housing	\$153,000
Median Monthly Gross Rent	\$756

Source: 2022 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2023

## Representative Wage Rates

Position	2022 Hourly Rate	
	Mean	Median
Bartenders	12.52	10.93
Bookkeeping/Accounting/Auditing	20.72	21.05
Cashiers	13.21	13.52
Computer Programmers	44.04	45.26
Electricians	30.49	29.93
Healthcare Social Workers	26.10	26.68
Licensed Practical/Vocational Nurse	25.38	25.00
Machinery Maintenance Workers	29.25	29.80
Nursing Assistants	17.43	17.60
Office Clerk, General	18.60	18.09
Physical Therapists	45.07	45.42
Secretaries/Administrative Assistants	27.58	27.72
Tellers	18.25	17.98
Truck Drivers-Heavy/Tractor Trailer	24.02	23.20
Waiter and Waitresses	15.05	14.00
Welder/Cutter/Solderer/Brazer	23.90	22.44

Source: Bureau of Labor Statistics, May 2022

## Building Permits

County Residential	2018	2022
Single Family	40	65
Total Units	68	65
Value	\$11,116,732	\$16,094,073

Source: Bureau of the Census

# Employment by Industry

	2022 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	1,971	15.9
Construction	1,262	10.2
Manufacturing	3,896	31.4
Wholesale Trade	292	2.4
Retail Trade	1,610	13.0
Transportation and Warehousing, and Utilities	944	7.6
Information	56	0.5
Finance and Insurance/Real Estate/Rental and Leasing	391	3.2
Services (Professional/Educational/Entertainment/Other)	1,384	11.2
Public Administration	597	4.8
<b>TOTAL*</b>	<b>12,403</b>	<b>100</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: 2022 American Community Survey 5-Year Estimates

## Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2020	2030	
<b>Total, All Nonfarm Industries</b>	<b>213,421</b>	<b>230,292</b>	<b>7.9</b>
Mining/Natural Resources	4,326	4,533	4.8
Manufacturing	35,504	38,105	7.3
Construction	8,416	9,225	9.6
Trade, Transportation and Utilities	39,650	44,118	11.3
Information	1,319	1,182	-10.4
Financial Activities (finance/insurance/real estate/rental and leasing)	7,058	7,819	10.8
Professional and Business Services (professional/management/remediation)	14,655	17,037	16.3
Educational and Health Services (including State/Local Government)	48,327	49,678	2.8
Leisure and Hospitality	17,494	19,966	14.1
Other Services (except Government)	7,530	8,485	12.7
Government	11,834	12,327	4.2
Self-Employed and Unpaid Family Workers (all jobs)	17,308	17,817	2.9

\*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, December 2021

## Largest Employers

Employer	Industry Type	Employees
Aspirus Stanley Hospital	General medical and surgical hospitals	500-999
Cummins Filtration	Electronics and appliance retailers	250-499
Grassland Dairy Products, Inc.	Creamery butter manufacturing	250-499
Wisconsin Bench	Institutional furniture manufacturing	100-249
Marshfield Medical Center	General medical and surgical hospitals	100-249
Abbyland Pork Pack, Inc.	Meat processed from carcasses	100-249
Clark County Rehab and Living	Nursing care facility	100-249
OEM Fabricators, Inc.	Fabricated structural metal manufacturing	100-249
Colby School District	Elementary and secondary schools	100-249
Midcountry Homes	New single-family housing construction (except operative builders)	100-249
Figi's Company, Inc.	Gift, novelty and souvenir stores	100-249
Haas Sons, Inc.	Other waste collection	100-249
Meyer Manufacturing Corp.	Farm & garden machinery and equipment merchant wholesalers	100-249
Lynn Dairy, Inc.	All other specialty food stores	100-249
Clark County	Legislative bodies	100-249
Colonial Health and Rehab	Vocational rehabilitation services	100-249
Kerry Ingredients & Flavours	Packaged frozen food merchant wholesalers	100-249
School District of Loyal	Elementary and secondary schools	50-99
Neillsville High School	Elementary and secondary schools	50-99
Greenwood School District	Elementary and secondary schools	50-99
Clark County Sheriff—Administration	Police protection	50-99
Northwest Hardwoods	Other building material dealers	50-99
Hansen's IGA	Supermarkets & other grocery stores (except convenience)	50-99
Thorp Elementary School	Elementary and secondary schools	50-99
Birchwood Best	Other building material dealers	50-99

Source: Wisconsin DWD; Major employers were extracted from Data Axle 2022

# Recreational Highlights

Clark County maintains facilities for many types of outdoor recreation. Over 134,250 acres of County forest are available for wildlife viewing, trapping, and hunting. The Clark County forest supplies the habitat for a wide variety of wildlife species such as white-tailed deer, turkeys, black bear, wolves, grouse, bald eagles, and Karner Blue butterflies. Clark County also has rivers and streams offering excellent canoeing opportunities. The County has exceptional motorized and silent sport recreational opportunities; boasting 370+ miles of snowmobile trails, ATV/UTV trails, off-road motorcycling, mountain biking, horseback riding trails, hiking, and downhill and cross-country skiing opportunities. Parks are also abundant in Clark County, providing many choices for camping, picnicking, and swimming just to name a few.

For more information: <https://www.clarkcountywi.gov>

Source: Clark County Outdoor Recreation Plan, 2016-2021

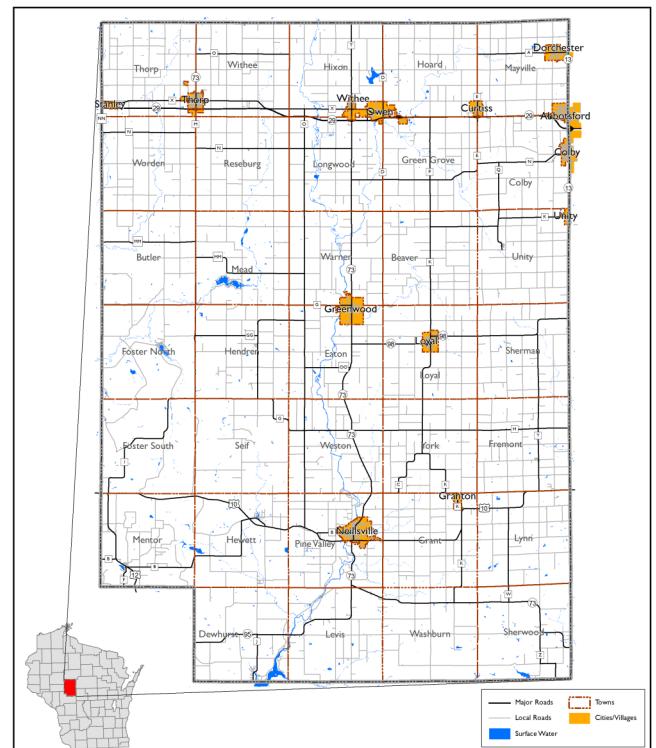
# Industrial Parks/Sites

The following is a list of industrial and business parks in Clark County.

- Abbotsford Industrial Park
- Colby Industrial Park
- Dorchester Industrial Park
- Greenwood Industrial Park
- Greenwood CECO Industrial Park
- Loyal Industrial Park
- Neillsville Industrial Park
- Owen East Industrial Park
- Stanley Business/Industrial Park
- Thorp West Side Industrial Park
- Withee Industrial Park

For more information, visit the Clark County Economic Development Corporation website at [clarkcountywi.org](http://clarkcountywi.org) or contact:

Sheila Nyberg, Executive Director  
Clark Economic Development Corporation & Tourism Bureau  
715-255-9100  
[Sheila@clarkcountyedc.org](mailto:Sheila@clarkcountyedc.org)



# Miscellaneous

**HIGHWAYS**—Clark County is served by a network of U.S. and State Highways. STH 73 runs north and south through the mid-section of the County. STH 13 also runs north and south and forms the eastern border of the County. USH 10 and STH 95, 29, 73 and 98 provide east-west routes through the County. Highway 29 is a 4-lane facility from Interstate 94 to Green Bay. The County has excellent highway accessibility to the major neighboring urban areas of Eau Claire, Wausau, Marshfield, and Wisconsin Rapids.

**RAIL SERVICE**—Clark County communities served by rail include Abbotsford, Colby, Owen, Unity and Withee. The Canadian National (CN) Railroad runs diagonally through the County, making connections from Superior to the Milwaukee and Chicago area. Two branchlines also run through Clark County; one from Owen westward connecting to New Richmond and into Minnesota, and the other from Spencer to Manitowoc.

**AIR SERVICE**—Clark County has one publicly-owned small general aviation airport located in the City of Neillsville with a 3,400 foot runway. Clark County has access to scheduled commercial air services in Marshfield, Eau Claire, and at the Central Wisconsin airport near Mosinee.

**BUS SERVICE**—MegaBus provides intercity bus service between the Twin cities and Green Bay along the STH 29 corridor. Stops within Clark County are Abbotsford and Stanley.

**EDUCATIONAL FACILITIES**—Clark County is served by several technical colleges: Northcentral District (Wausau) with a campus in Spencer; Mid-State District (Wisconsin Rapids) with a campus in Marshfield; and the Chippewa Valley Technical College (Eau Claire) with a center in Neillsville. Associate degree and vocational education programs are offered in the areas of agriculture, services, allied health, nursing, business, marketing, trade and industry, general education, as well as apprenticeship trades. Four-year universities in Eau Claire and Stevens Point, in addition to the two-year university branch facility in Marshfield, provide associate, bachelor and master degree programs to many Clark County residents.