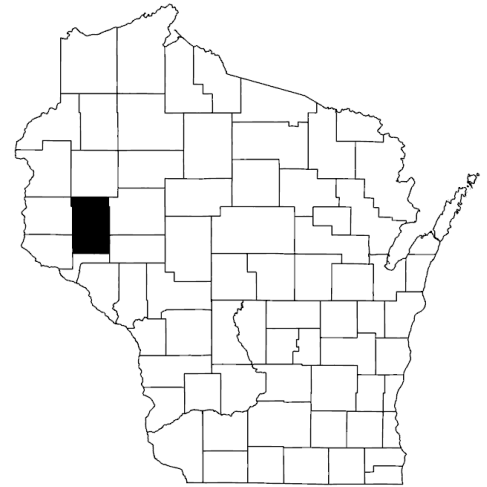


# Dunn County

## ECONOMIC PROFILE

### County Population Projections

	2020	2022	2023	2030	2040	2050
County Population	45,440	45,221	45,349	45,565	44,470	42,475
Percent Change		- 0.48	- 0.20	0.47	- 2.46	- 4.70
Male	23,434	22,829	23,014	23,765	23,335	22,480
Female	22,006	22,392	22,335	21,800	21,135	19,995
Minority	4,242	3,344	3,687	NA	NA	NA
Percent Minority	9.3	7.7	8.1	NA	NA	NA
Age Under 5	2,322	2,199	2,152	2,005	1,920	1,655
Age 5-9	2,606	2,395	2,392	2,140	1,940	1,745
Age 10-14	2,770	2,612	2,733	2,620	2,290	2,200
Age 15-19	4,011	4,066	4,159	4,145	3,450	3,135
Age 20-24	5,292	5,959	5,666	5,630	5,400	4,735
Age 25-34	5,246	5,105	5,090	4,790	5,105	4,565
Age 35-44	5,105	5,152	5,234	5,290	4,895	5,235
Age 45-54	4,963	4,878	4,880	5,035	5,320	4,930
Age 55-59	2,862	2,920	2,758	2,305	2,495	2,480
Age 60-64	2,779	2,716	2,857	2,360	2,335	2,625
Age 65-74	4,577	4,282	4,464	5,005	4,230	4,395
Age 75-84	2,089	2,208	2,315	3,350	3,760	3,175
Age 85+	818	729	649	890	1,330	1,600



PREPARED BY THE  
WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

June 2025

Source: 2020 Census; 2022 and 2023 American Community Survey 5-Year Estimates; 2024 Wisconsin DOA Population Projections

### Municipal Population

	1980	1990	2000	2010	2020	2024	Percent Change				
							1980-90	1990-00	2000-10	2010-20	2020-24
Menomonie	12,769	13,547	14,937	16,264	16,843	16,591	6.1	10.3	8.9	3.6	- 1.5
Boyceville	862	913	1,043	1,086	1,100	1,089	5.9	14.2	4.1	1.3	- 1.0
Colfax	1,149	1,110	1,136	1,158	1,182	1,168	- 3.4	2.3	1.9	2.1	- 1.2
Downing	242	250	257	265	234	227	3.3	2.8	3.1	- 11.7	- 3.0
Elk Mound	737	765	785	878	985	1,057	3.8	2.6	11.8	12.2	7.3
Knapp	419	419	421	463	478	487	0.0	0.5	10.0	3.2	1.9
Ridgeland	300	246	265	273	258	259	- 18.0	7.7	3.0	- 5.5	0.4
Wheeler	231	348	317	348	326	325	50.6	- 8.9	9.8	- 6.3	- 0.3

Source: 1980, 1990, 2000, 2010 and 2020 Census ; 2024 Wisconsin DOA Estimates

### Per Capita Personal Income

	2019	2020	2021	20233	Percent Change		
					2020-21	2021-22	2022-23
Dunn County	\$44,528	\$49,854	\$49,328	\$50,772	12.0	- 1.1	2.9
Wisconsin	\$55,435	\$60,465	\$61,992	\$64,976	9.1	2.5	4.8
United States	\$59,123	\$64,460	\$66,244	\$69,810	9.0	2.8	5.4

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	\$14,018	Contributions	\$2,168
Transportation	\$12,109	Education	\$1,952
Food and Beverages	\$9,780	Gifts	\$1,624
Health Care	\$5,663	Miscellaneous Expenses	\$1,255
Utilities	\$4,913	Personal Care	\$892
Entertainment	\$3,753	Personal Insurance	\$466
Household Operations	\$2,600	Tobacco	\$405
Household Furnishings	\$2,335	Reading	\$145
Apparel	\$2,323		

Source: Applied Geographic Solutions, 2024

## Government Finances

2023	County	State
Full Equalized County Valuation (\$000)	\$5,088,574	\$842,653,653
Net Property Tax (\$000)	\$67,834	\$11,891,743
Full Value Tax Rate per \$1,000 Valuation	\$14.56	\$15.53
Per Capita Property Tax	\$1,496.88	\$1,998.14

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

## Civilian Labor Force

County Totals	2019	2024
Employed	23,402	24,327
Unemployed	825	802
Total Labor Force	24,227	25,129
Average County Unemployment Rate	3.4%	3.2%
Average State Unemployment Rate	3.2%	3.0%
Average U.S. Unemployment Rate	3.9%	3.7%

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

## Housing

	County
2023 Housing Units	18,812
2024 Estimated Housing Units	19,266
Owner Occupied Units	11,554
Renter Occupied Units	5,815
Persons/Owner Occupied Unit	2.6
Persons/Renter Occupied Unit	2.1
Median Value of Housing	\$226,200
Median Monthly Gross Rent	\$942

Source: 2023 American Community Survey 5-Year Estimates; 2024 DOA Housing Estimates

## Representative Wage Rates

	2023 Hourly Rate	
Position	Mean	Median
Bartenders	\$11.76	\$10.19
Bookkeeping/Accounting/Auditing	\$21.46	\$21.58
Cashiers	\$14.28	\$14.12
Computer Programmers	\$38.45	\$37.21
Electricians	\$31.65	\$31.05
Healthcare Social Workers	\$27.15	\$27.44
Licensed Practical/Vocational Nurse	\$27.36	\$27.57
Machinery Maintenance Workers	\$28.74	\$28.41
Nursing Assistants	\$19.33	\$19.14
Office Clerk, General	\$19.94	\$19.48
Physical Therapists	\$48.23	\$47.68
Secretaries/Administrative Assistants	\$27.53	\$26.00
Tellers	\$19.86	\$20.25
Truck Drivers-Heavy/Tractor Trailer	\$25.24	\$24.47
Waiter and Waitresses	\$13.67	\$12.66
Welder/Cutter/Solderer/Brazer	\$23.99	\$23.13

Source: Bureau of Labor Statistics, 2023

## Building Permits

County Residential	2019	2023
Single Family	90	124
Total Units	98	138
Value	\$21,042,326	\$39,404,483

Source: U.S. Census Bureau Building Permit Survey

# Employment by Industry

	2022 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	675	4.3
Construction	1,626	10.3
Manufacturing	4,433	28.1
Wholesale Trade	560	3.6
Retail Trade	3,485	22.1
Transportation and Warehousing, and Utilities	1,722	10.9
Information	203	1.3
Finance and Insurance/Real Estate/Rental and Leasing	1,149	7.3
Services (Professional/Educational/Entertainment/Other)	1,410	8.9
Public Administration	507	3.2
<b>TOTAL*</b>	<b>15,770</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: 2023 American Community Survey 5-Year Estimates

## Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2022	2032	
<b>Total, All Nonfarm Industries</b>	<b>221,430</b>	<b>242,223</b>	<b>9.4</b>
Mining/Natural Resources	4,346	4,710	8.4
Manufacturing	37,331	39,901	6.9
Construction	8,800	10,035	14.0
Trade, Transportation and Utilities	43,355	47,310	9.1
Information	1,208	1,075	- 11.0
Financial Activities (finance/insurance/real estate/rental and leasing)	7,507	8,543	13.8
Professional and Business Services (professional/management/remediation)	15,034	16,906	12.5
Educational and Health Services (including State/Local Government)	48,084	52,353	8.9
Leisure and Hospitality	19,920	22,684	13.9
Other Services (except Government)	8,597	9,498	10.5
Government	11,585	11,636	0.4
Self-Employed and Unpaid Family Workers (all jobs)	15,663	17,572	12.2

\*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 2024

## Largest Employers

Employer	Industry Type	Employees
Conagra Brands Inc	Food Products (whls)	500-999
Phillips-Medisize LLC	Hospital Equipment & Supplies-Mfrs	500-999
3M Co	Manufacturers-Agents & Representatives	500-999
Walmart Distribution Ctr	Distribution Centers (whls)	500-999
Mayo Clinic Health Syst-Red	Hospitals	250-499
CEVA Logistics	Logistics Consulting Services	250-499
Westconsin Credit Union	Credit Unions	250-499
Walmart Supercenter	Department Stores	250-499
Andersen Corp	Windows	250-499
Colfax High School	Schools	100-249
Marketplace Foods Groc Store	Grocers-Retail	100-249
Menomonie High School	Schools	100-249
Fleet Farm	Farm Supplies (whls)	100-249
Menomonie Middle School	Schools	100-249
Aurora	Apartments	100-249
University Catering	Food Service Management	100-249
University-Wi-Stout Clg-Sci	University-College Dept/Facility/Office	100-249
Comforts-Hm Advanced Memory Cr	Retirement Communities & Homes	100-249
Neighbors of Dunn County	Convalescent Homes	100-249
Cardinal FG Co	Glass-Tempered	100-249
UW-Stout University Dining Svc	Caterers	100-249
American Lutheran Homes Inc	Convalescent Homes	50-99
Colfax Health & Rehab Ctr	Health Clubs Studios & Gymnasiums	50-99
Colfax Elementary School	Schools	50-99

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

# Recreational Highlights

Dunn County has a variety of recreational resources ranging from hunting and fishing to camping and biking. The County is characterized by rolling hills and open farmlands. The Red Cedar River is known for its many fishing, canoeing, and camping opportunities. A groomed and well-marked snowmobile route runs throughout the County. ATV/UTV activities also utilize a network of trails throughout Dunn County.

Hoffman Hills Recreation Area provides cross-country skiing, hiking, walking, and snowshoe opportunities. Of state significance is the Red Cedar Trail which runs parallel to the Red Cedar River from Menomonie to the Dunnville Wildlife Area. This trail is part of the larger Chippewa Valley Trail System, which continues south to the City of Durand or north to the City of Eau Claire. Disc golf is also a popular activity, with five courses located in the County. The Lambs Creek Disc Golf Course was nationally ranked as the 6th best 9-hole course in the country. The County has three public shooting ranges that meet a variety of community needs such as training areas for military and local law enforcement agencies, hunter education, and numerous events sponsored by Sportsman's Clubs.

For more information: Dunn County: <https://www.co.dunn.wi.us/parks>

Source: *Dunn County Outdoor Recreation Plan, 2016-2020*

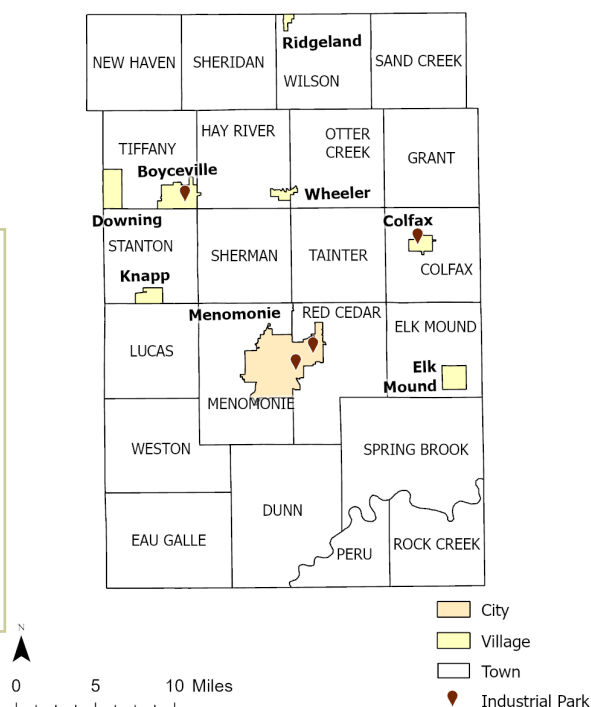
# Industrial Parks/Sites

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

- Boyceville Industrial Park—Boyceville
- Colfax Industrial Park—Colfax
- Menomonie Industrial Park—Menomonie
- Stout Technology and Business Park—Menomonie

For more information, contact the Dunn County Economic Development Corporation:

Adam Accola  
Dunn County Economic Development Corporation  
715-232-5444  
[accolaa@uwstout.edu](mailto:accolaa@uwstout.edu)



# Miscellaneous

**HIGHWAYS** — Dunn County is served by a network of Interstate, U.S. and State Highways. Interstate 94 runs east and west through the County into the Minneapolis-St. Paul metro area. U.S. Highway 12 and State Highways 64, 170, 29, 85 and 72 also run east and west. State Highways 40, 25, and 79 provide for north-south travel throughout the County. Many other county and local roads connect with these highways to link the cities, villages, and recreational areas in the County.

**RAIL SERVICE** — Dunn County is served by two railroads -- Canadian National (CN) and the Union Pacific (UP). The CN serves the Dunn County communities of Boyceville, Colfax, and Wheeler from the east. The UP connects West Central Wisconsin with Minneapolis-St. Paul and Chicago. This rail line serves the Dunn County communities of Elk Mound, Knapp, and Menomonie, connecting to the Eau Claire area.

**AIR SERVICE** — Dunn County has two publicly-owned airports; a small general aviation airport in Boyceville and a medium general aviation airport in Menomonie. There is a 5,074 foot runway and a 3,400 foot runway at the Menomonie airport, with a 3,300 foot runway in Boyceville. Dunn County also has access to air commercial service airports in both Eau Claire and Minneapolis-St. Paul. The Menomonie Municipal Airport provides a courtesy car for transportation to food, lodging, and other facilities as well.

**BUS SERVICE** — Greyhound and MegaBus provide intercity bus service between the Twin Cities and Madison and Milwaukee, and Twin Cities and Green Bay, respectively. The Dunn County Transit Commission also provides fixed route services within Menomonie, some rural transit services, and a scheduled doorstop service from 7 AM to 5 PM Mondays through Fridays.

**EDUCATIONAL FACILITIES** — The Chippewa Valley Technical College, located in the Cities of Eau Claire, Chippewa Falls, and Menomonie, serves the technical training needs of Dunn County. Wisconsin's only four-year Polytechnic University, UW-Stout, is located in Menomonie and offers more than 50 undergraduate majors and 20+ graduate degrees. UW-Stout is nationally known for its programs in industry, technology, and art and design. 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. Three nearby University of Wisconsin campuses provide excellent educational services.