



Eau Claire County, WI

West Central Wisconsin Regional Planning Commission



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Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

Report Parameters

1 County

55035 Eau Claire 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

109,500

Population (2025)

Population **grew by 3,623** over the last 5 years and is projected to **grow by 2,900** over the next 5 years.

64,580

Total Regional Employment

Jobs **grew by 3,848** over the last 5 years and are projected to **grow by 2,900** over the next 5 years.

\$74.5K

Median Household Income (2024)

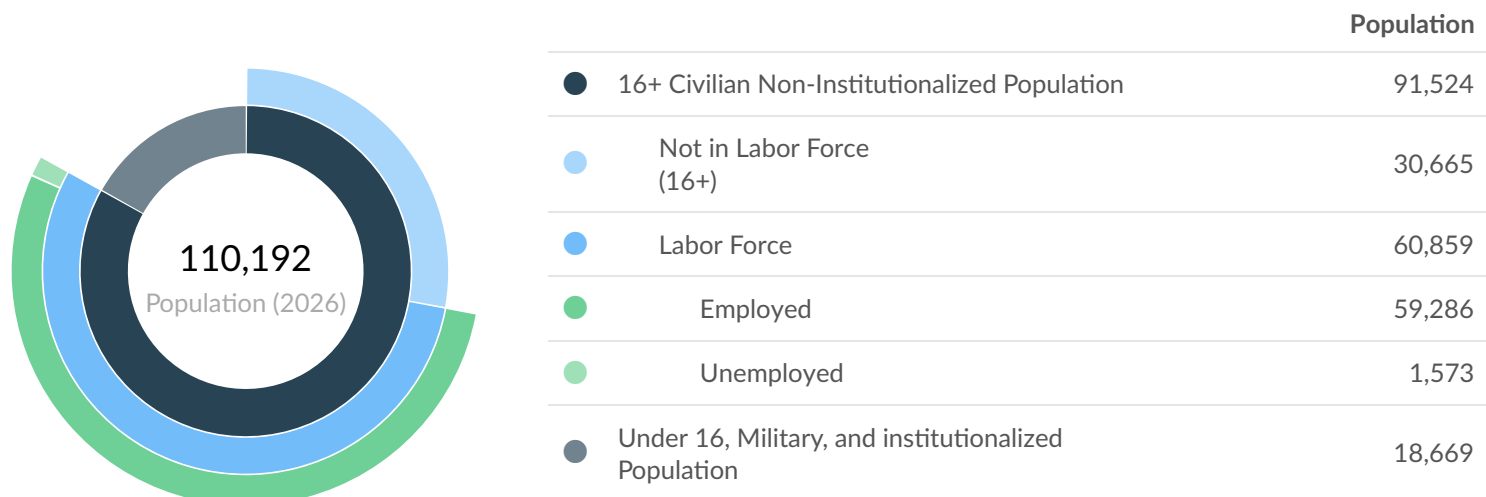
Median household income is **\$6.2K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **increased by 3.4%** since 2020, growing by 3,623. Population is expected to **increase by 2.6%** between 2025 and 2030, adding 2,900.
- From 2020 to 2025, jobs **increased by 6.3%** in Eau Claire County, WI from 60,732 to **64,580**. This change **fell short of the national growth rate of 10.7% by 4.4%**. As the number of jobs increased, the **labor force participation rate increased from 66.3% to 67.2% between 2020 and 2025**.
- Concerning educational attainment, **24.6% of Eau Claire County, WI residents possess a Bachelor's Degree** (2.8% above the national average), and **15.2% hold an Associate's Degree** (6.3% above the national average).
- The top three industries in 2025 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

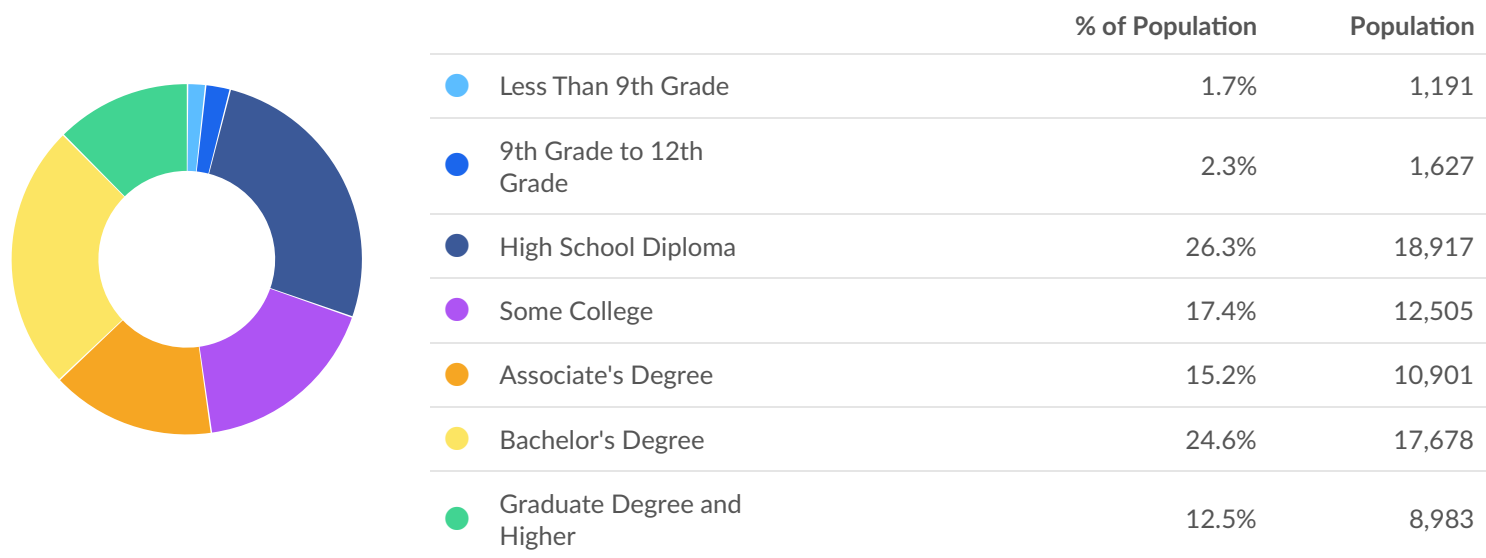
	Population (2026)	Labor Force (May 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	110,192	60,859	64,580	99.0	\$8.17B	\$8.24B	\$8.35B
State	5,996,794	3,116,888	3,271,903	100.3	\$465.78B	\$405.31B	\$440.34B

May 2026 Labor Force Breakdown



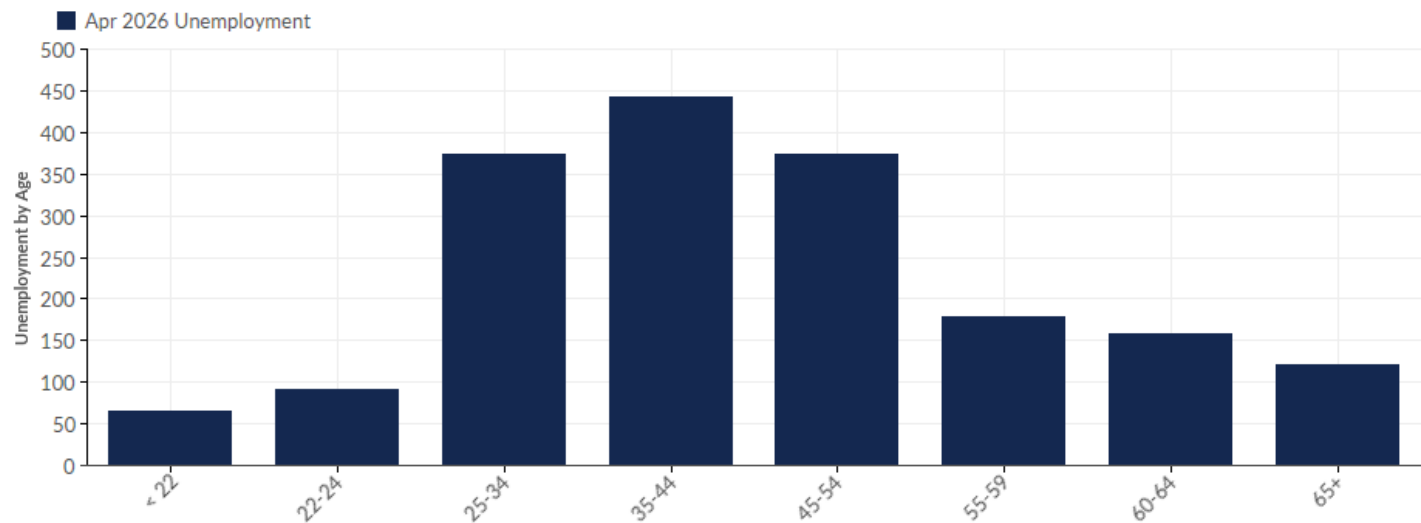
Educational Attainment

Concerning educational attainment, **24.6% of Eau Claire County, WI residents possess a Bachelor's Degree** (2.8% above the national average), and **15.2% hold an Associate's Degree** (6.3% above the national average).



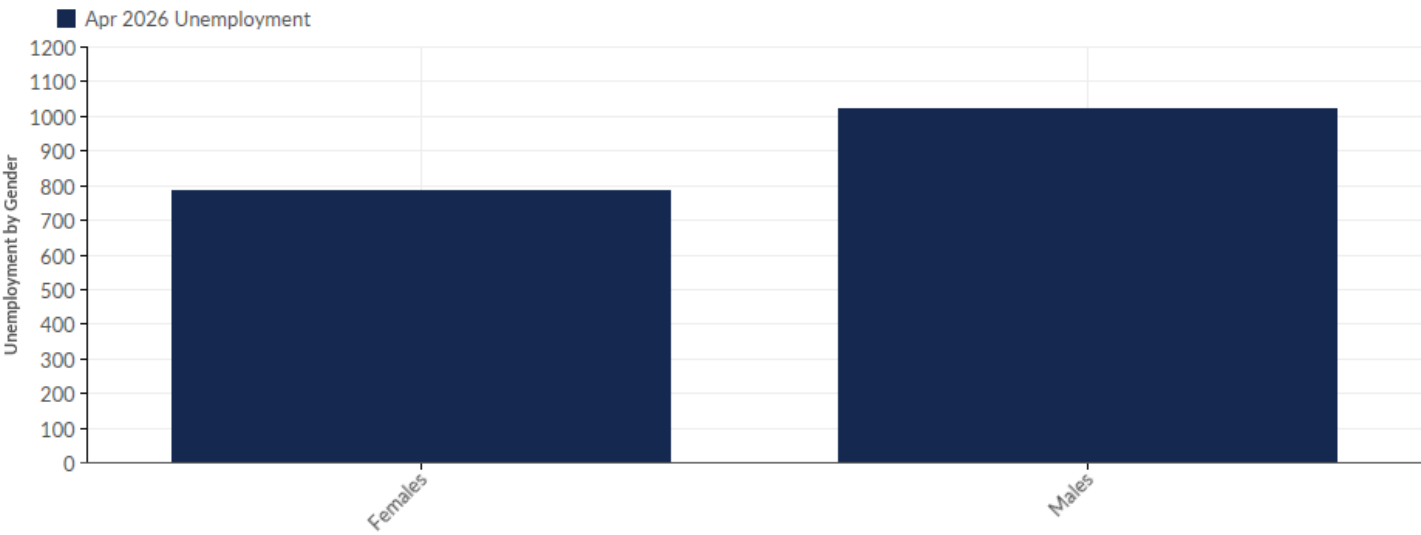
Unemployment by Demographics

Unemployment by Age



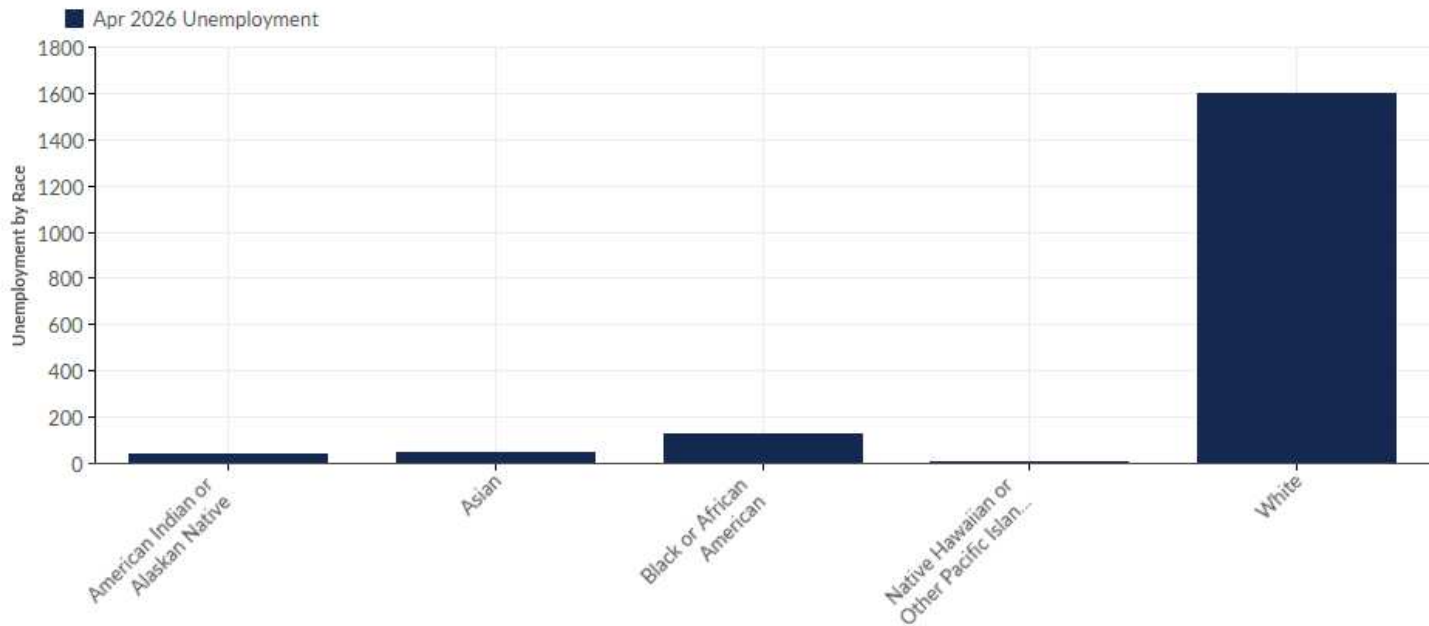
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	64	3.54%
22-24	91	5.04%
25-34	374	20.71%
35-44	443	24.53%
45-54	374	20.71%
55-59	179	9.91%
60-64	159	8.80%
65+	122	6.76%
Total	1,806	100.00%

Unemployment by Gender



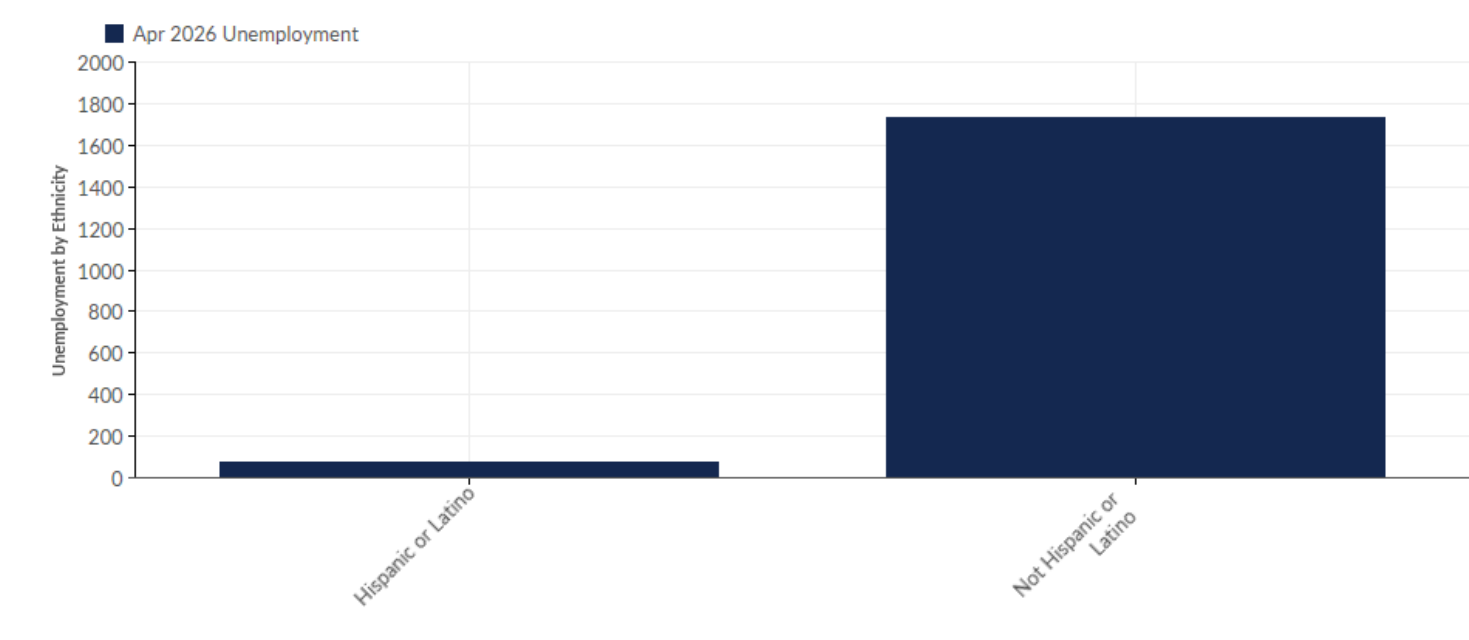
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	786	43.52%
Males	1,020	56.48%
Total	1,806	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	37	2.05%
Asian	44	2.44%
Black or African American	124	6.87%
Native Hawaiian or Other Pacific Islander	4	0.22%
White	1,597	88.43%
Total	1,806	100.00%

Unemployment by Ethnicity

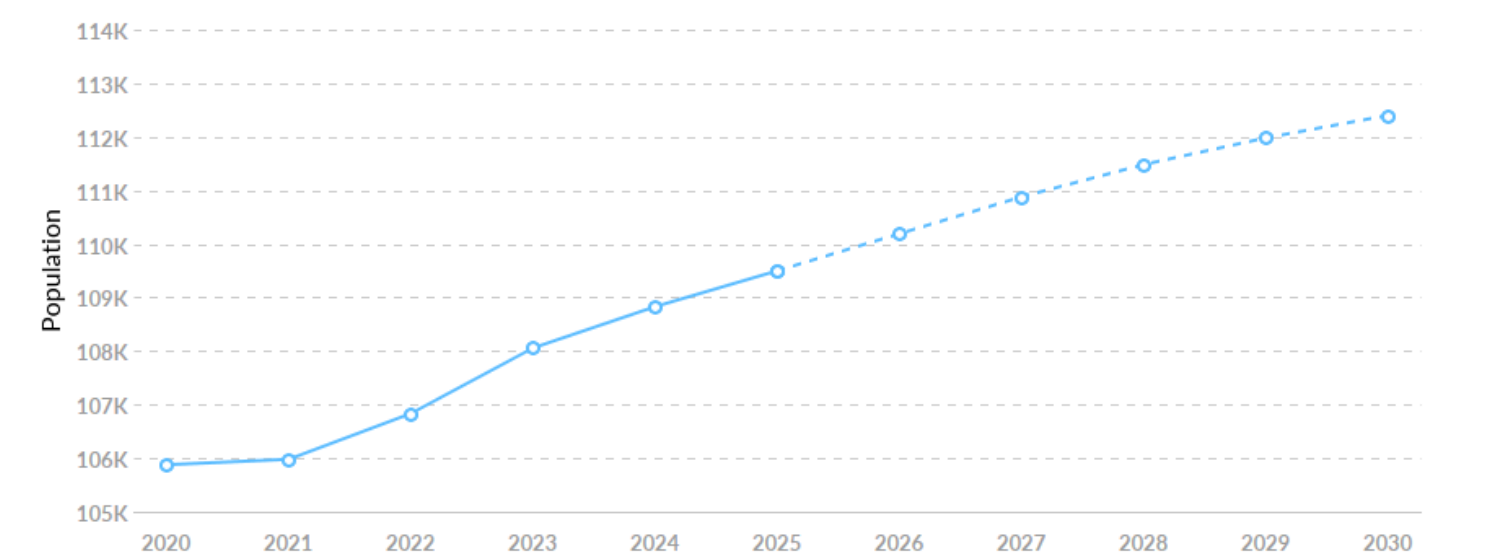


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	74	4.10%
Not Hispanic or Latino	1,732	95.90%
Total	1,806	100.00%

Historic & Projected Trends

Population Trends

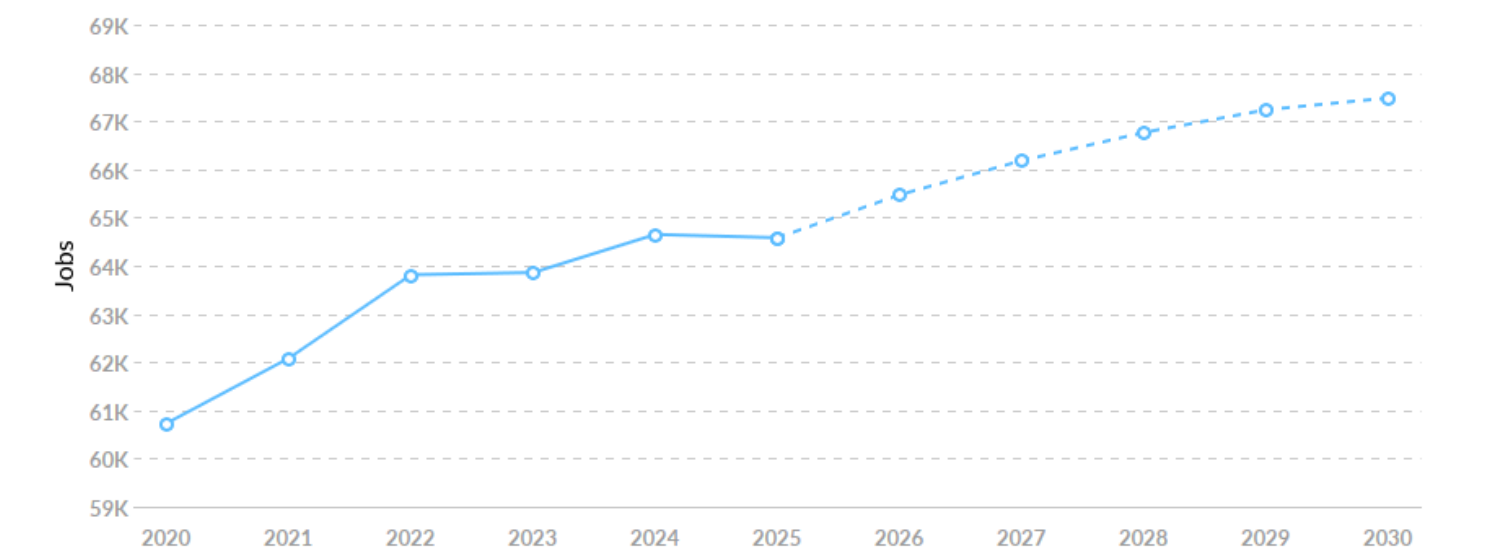
As of 2025 the region's population **increased by 3.4%** since 2020, growing by 3,623. Population is expected to **increase by 2.6%** between 2025 and 2030, adding 2,900.



Timeframe	Population
2020	105,877
2021	105,979
2022	106,835
2023	108,058
2024	108,830
2025	109,500
2026	110,192
2027	110,881
2028	111,483
2029	111,981
2030	112,401

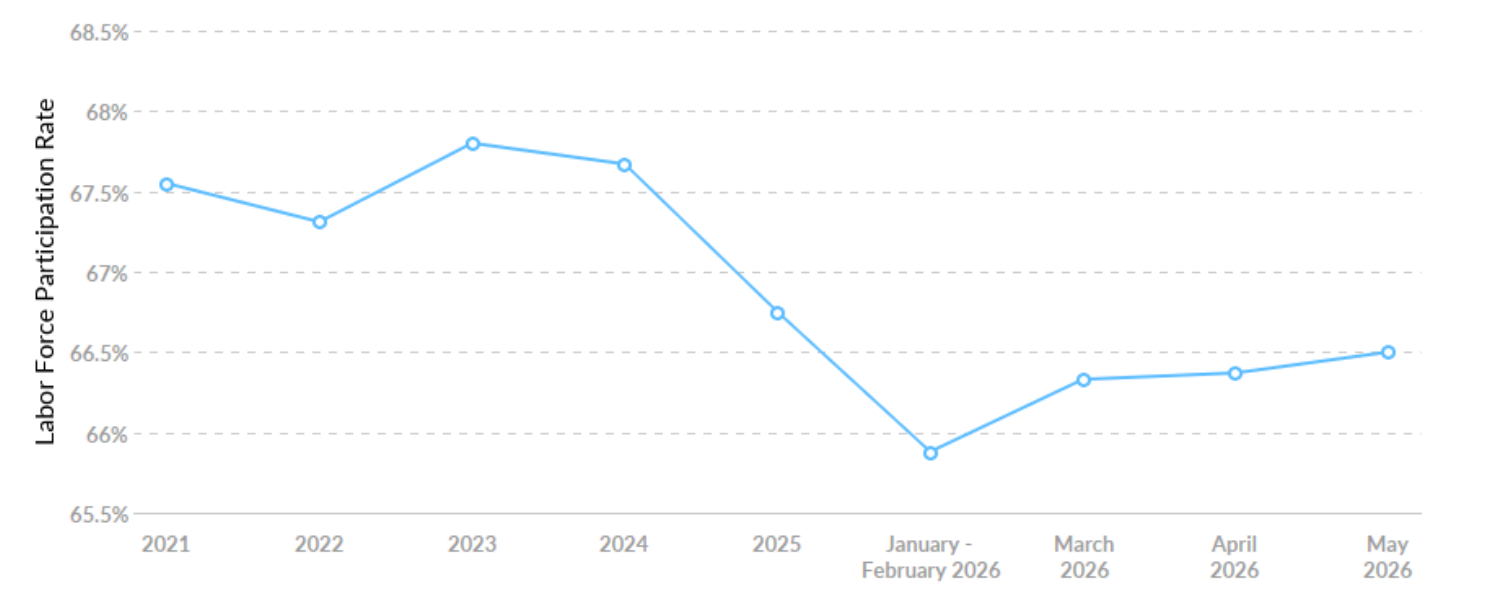
Job Trends

From 2020 to 2025, jobs increased by 6.3% in Eau Claire County, WI from 60,732 to **64,580**. This change **fell short of the national growth rate of 10.7% by 4.4%**.



Timeframe	Jobs
2020	60,732
2021	62,082
2022	63,812
2023	63,858
2024	64,648
2025	64,580
2026	65,471
2027	66,181
2028	66,764
2029	67,235
2030	67,480

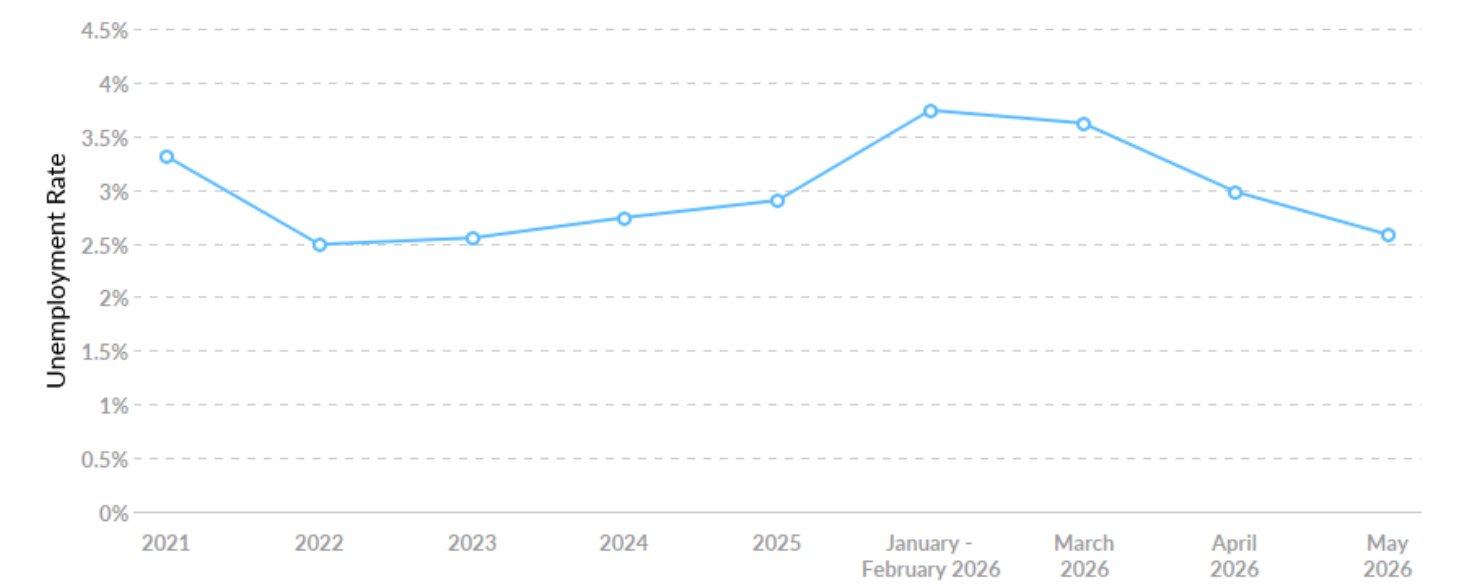
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	67.55%
2022	67.31%
2023	67.80%
2024	67.67%
2025	66.75%
January - February 2026	65.88%
March 2026	66.33%
April 2026	66.37%
May 2026	66.50%

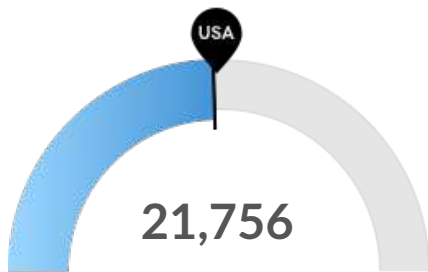
Unemployment Rate Trends

Eau Claire County, WI had a May 2026 unemployment rate of 2.58%, **decreasing from 3.31%** 5 years before.



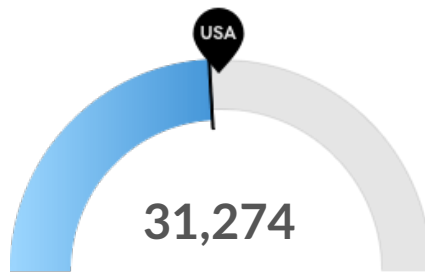
Timeframe	Unemployment Rate
2021	3.31%
2022	2.49%
2023	2.55%
2024	2.74%
2025	2.90%
January - February 2026	3.74%
March 2026	3.62%
April 2026	2.98%
May 2026	2.58%

Population Characteristics



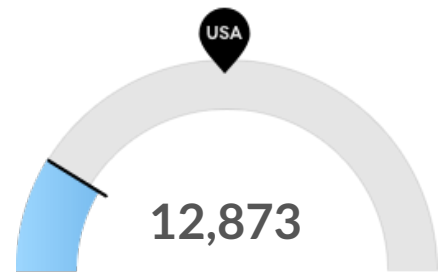
Millennials

Eau Claire County, WI has 21,756 millennials (ages 25-39). The national average for an area this size is 22,279.



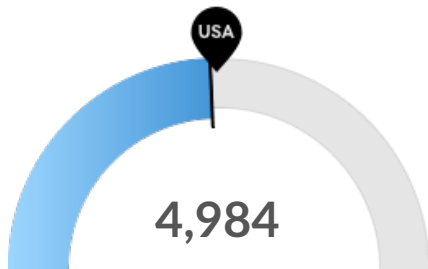
Retiring Soon

Retirement risk is about average in Eau Claire County, WI. The national average for an area this size is 32,908 people 55 or older, while there are 31,274 here.



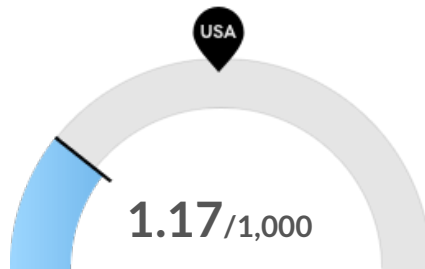
Racial Diversity

Racial diversity is low in Eau Claire County, WI. The national average for an area this size is 46,295 racially diverse people, while there are 12,873 here.



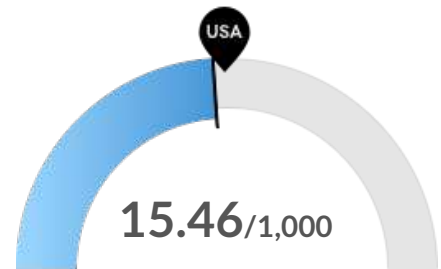
Veterans

Eau Claire County, WI has 4,984 veterans. The national average for an area this size is 5,179.



Violent Crime

Eau Claire County, WI has 1.17 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

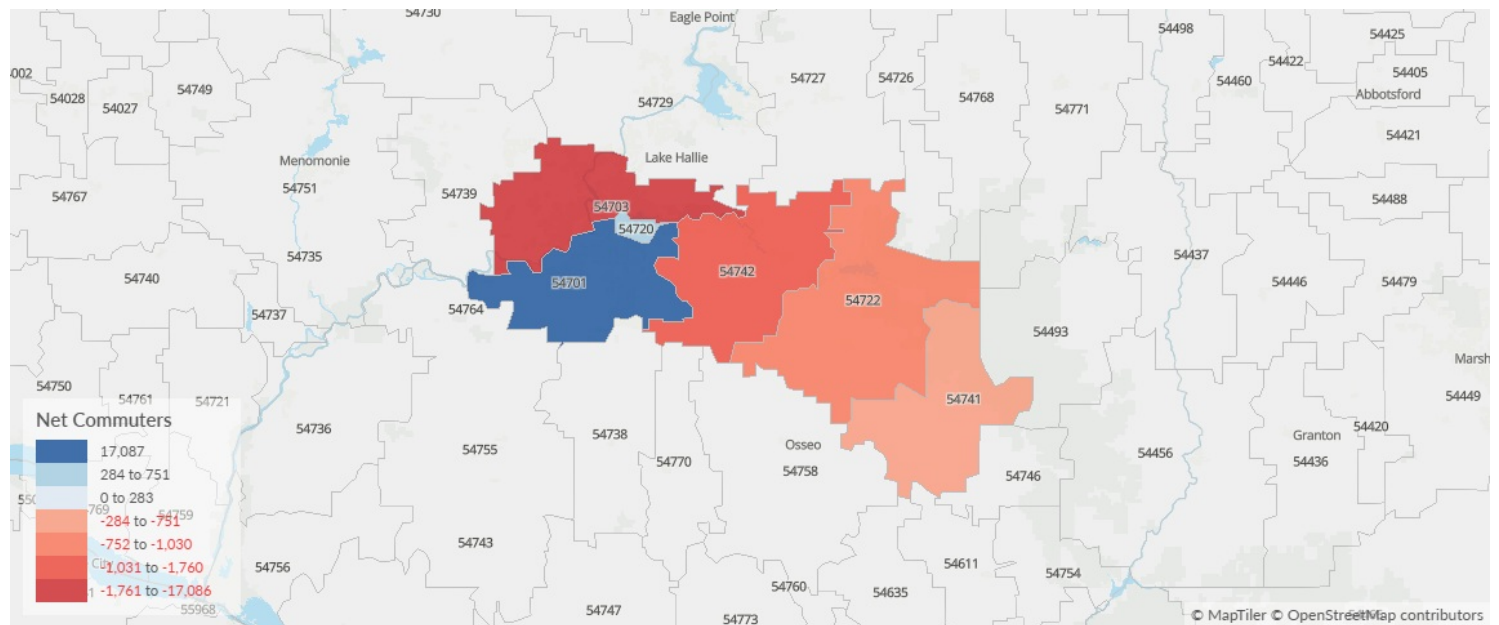


Property Crime

Eau Claire County, WI has 15.46 property crimes per 1,000 people. The national rate is 16.44 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Eau Claire County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 54703.



Where Talent Works

ZIP	Name	2025 Employment
54701	Eau Claire, WI (in Eau C...	36,201
54703	Eau Claire, WI (in Eau C...	20,079
54720	Altoona, WI (in Eau Clai...	4,564
54742	Fall Creek, WI (in Eau Cl...	1,360
54722	Augusta, WI (in Eau Clai...	1,157

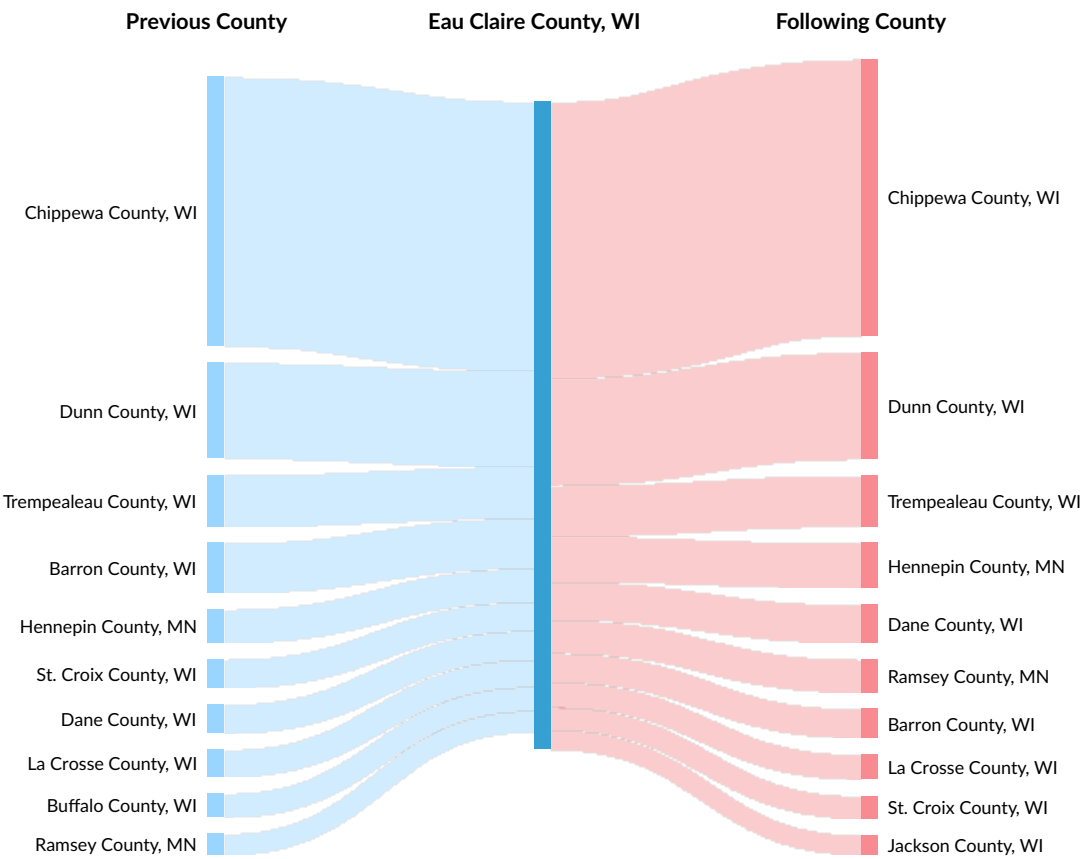
Where Talent Lives

ZIP	Name	2025 Workers
54703	Eau Claire, WI (in Eau C...	21,840
54701	Eau Claire, WI (in Eau C...	19,114
54720	Altoona, WI (in Eau Clai...	4,242
54742	Fall Creek, WI (in Eau Cl...	2,391
54722	Augusta, WI (in Eau Clai...	1,909

Inbound and Outbound Migration

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

As of 2023, 895 people have migrated from Chippewa County, WI to Eau Claire County, WI. In the same year, 921 people left Eau Claire County, WI migrating to Chippewa County, WI. The total Net Migration for Eau Claire County, WI in 2023 was 276.

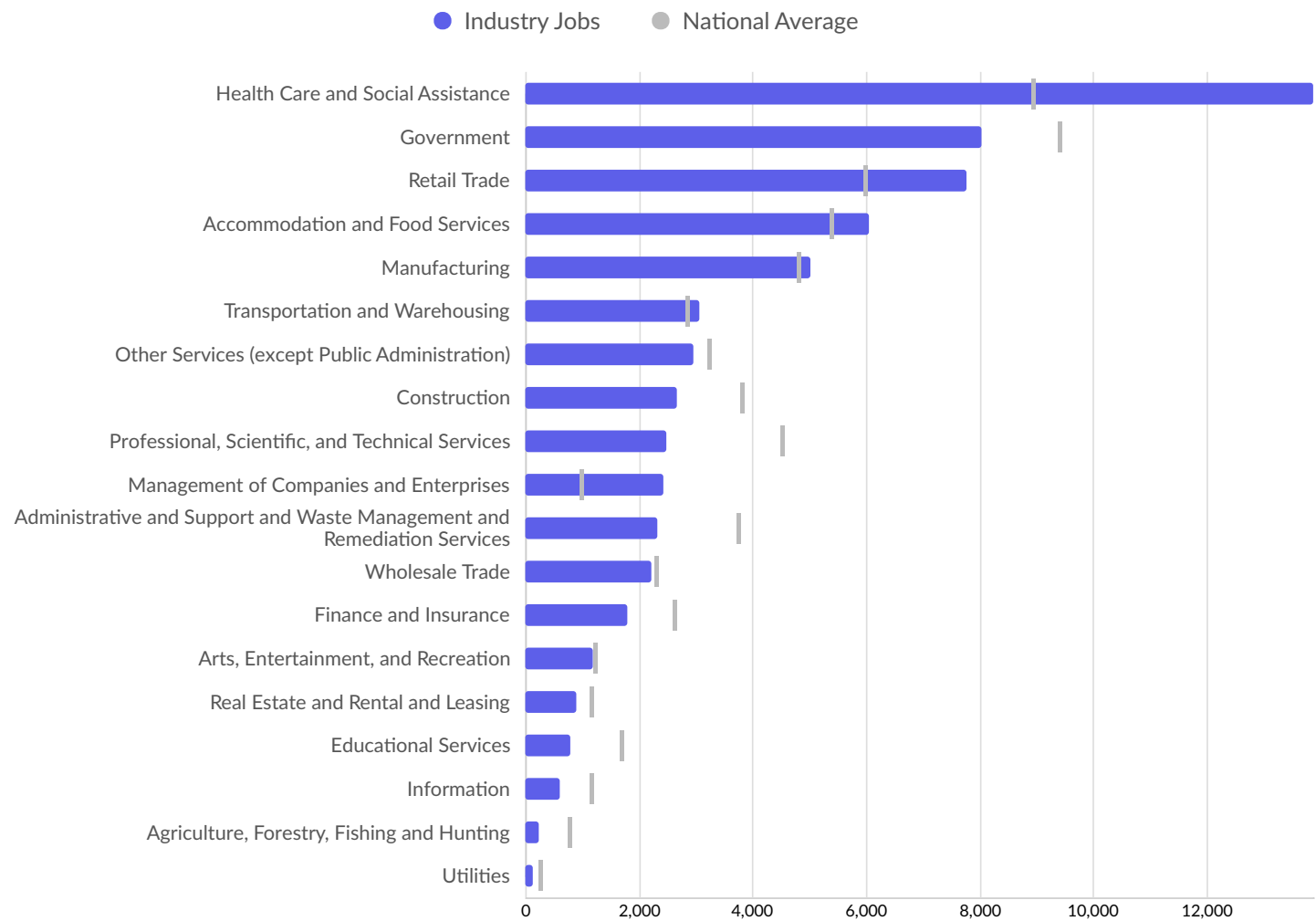


Top Previous Counties	Migrations
Chippewa County, WI	895
Dunn County, WI	318
Trempealeau County, WI	171
Barron County, WI	166
Hennepin County, MN	111
St. Croix County, WI	96

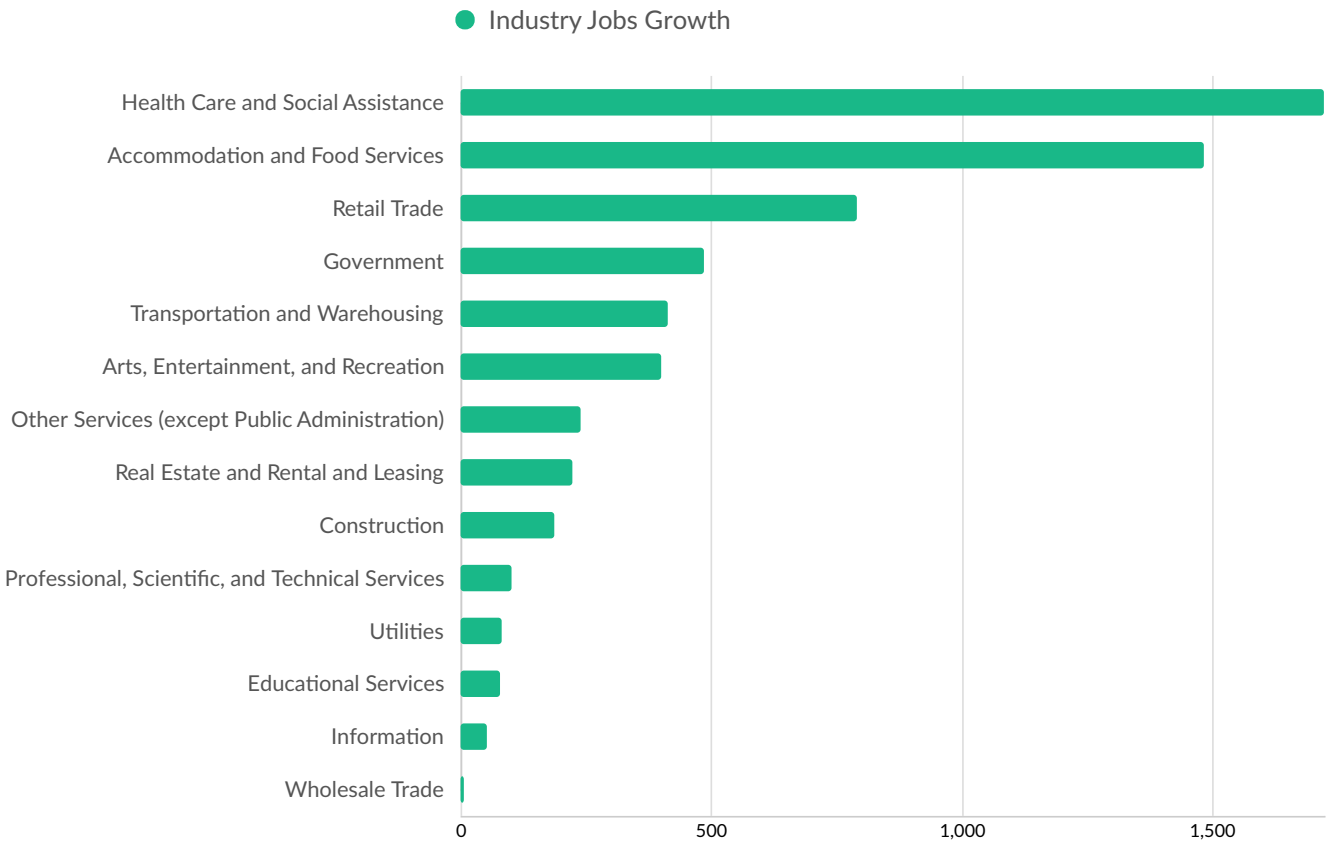
Top Previous Counties	Migrations
Dane County, WI	96
La Crosse County, WI	90
Buffalo County, WI	80
Ramsey County, MN	70
Jackson County, WI	69
Wood County, WI	63
Marathon County, WI	61
Rusk County, WI	58
Clark County, WI	55
Top Following Counties	Migrations
Chippewa County, WI	921
Dunn County, WI	355
Trempealeau County, WI	170
Hennepin County, MN	150
Dane County, WI	127
Ramsey County, MN	110
Barron County, WI	97
La Crosse County, WI	83
St. Croix County, WI	75
Jackson County, WI	66
Washington County, MN	66
Buffalo County, WI	58
Milwaukee County, WI	56
Dakota County, MN	54
Pepin County, WI	50

Industry Characteristics

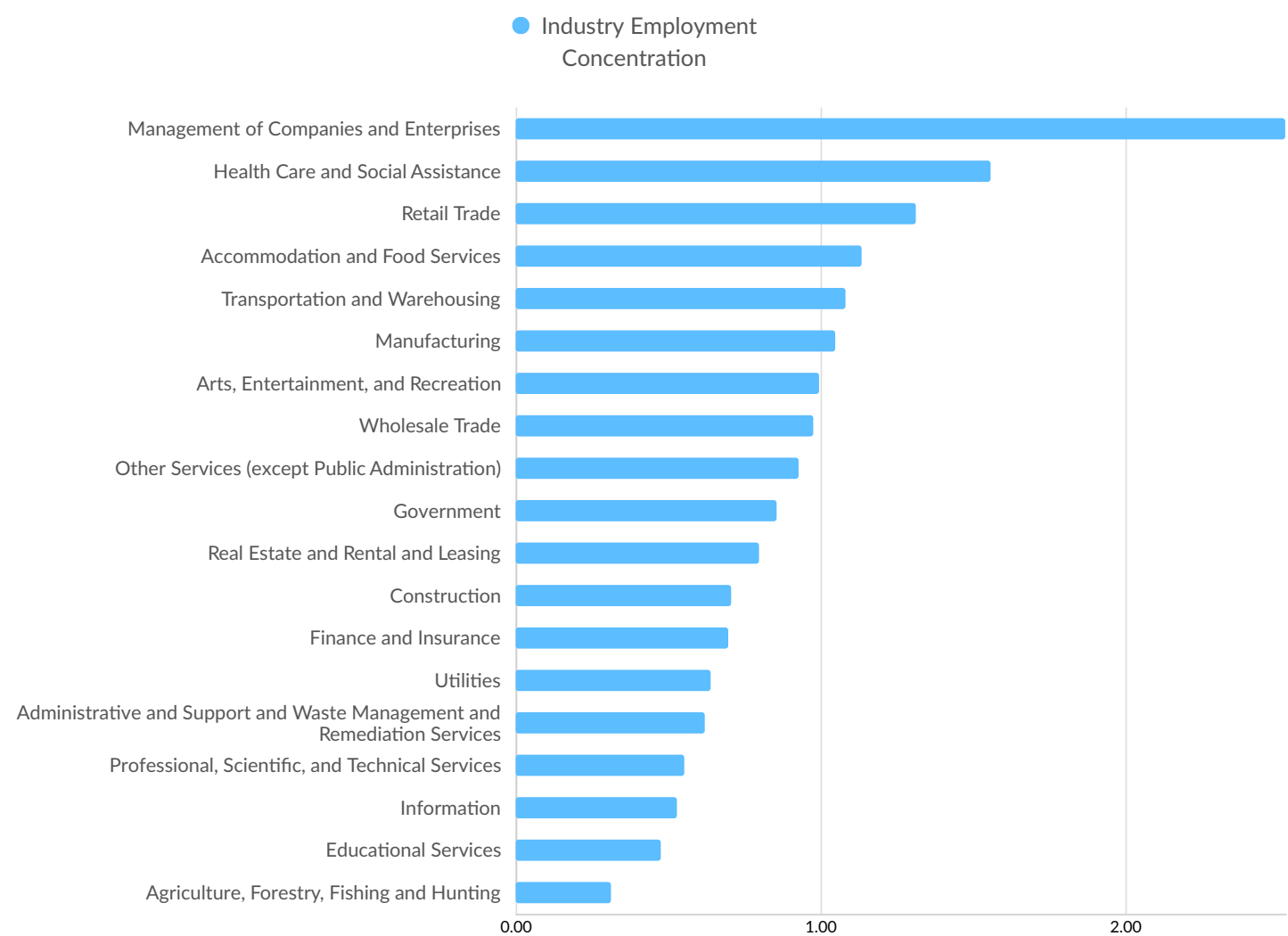
Largest Industries



Top Growing Industries

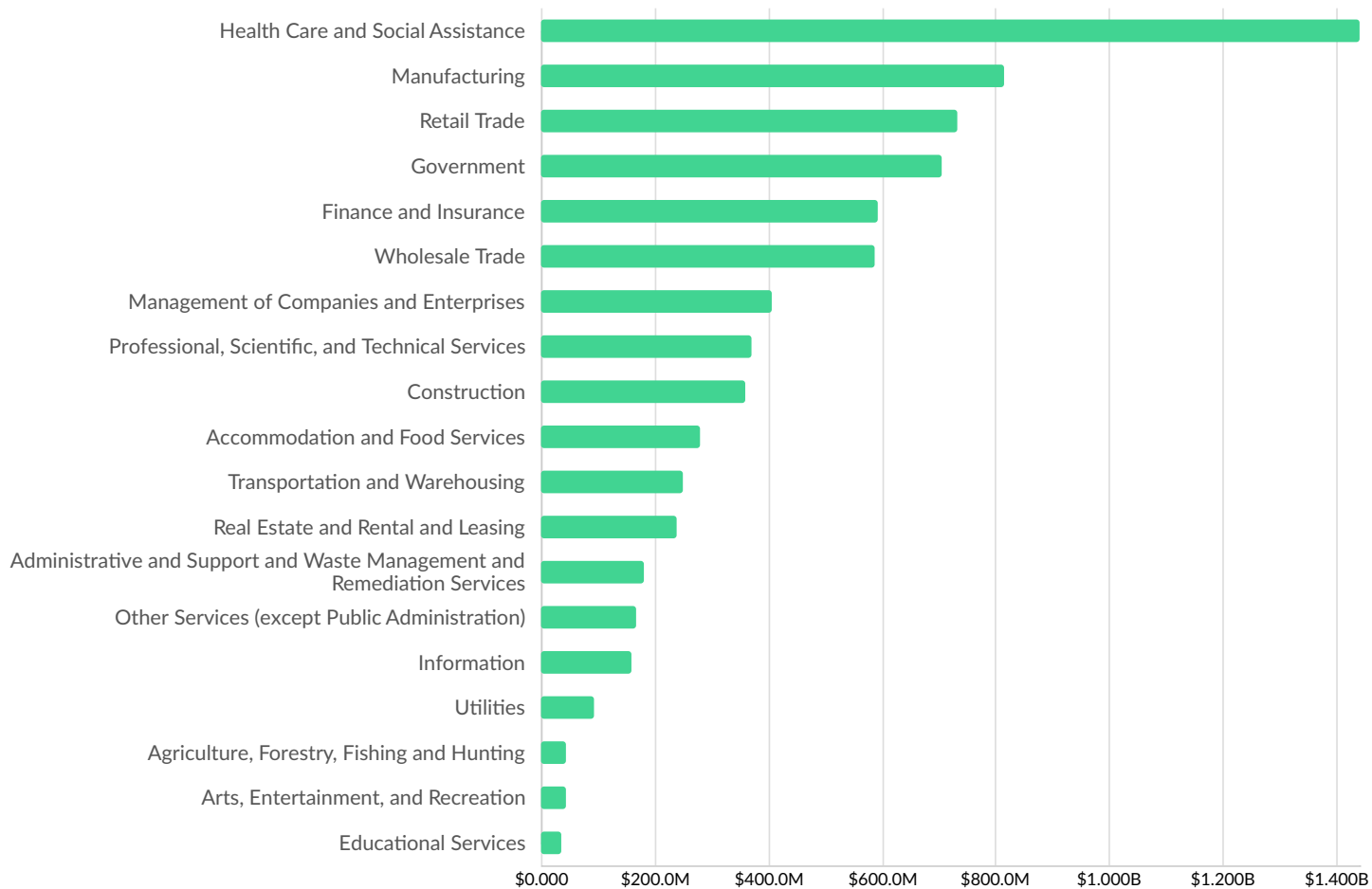


Top Industry Employment Concentration

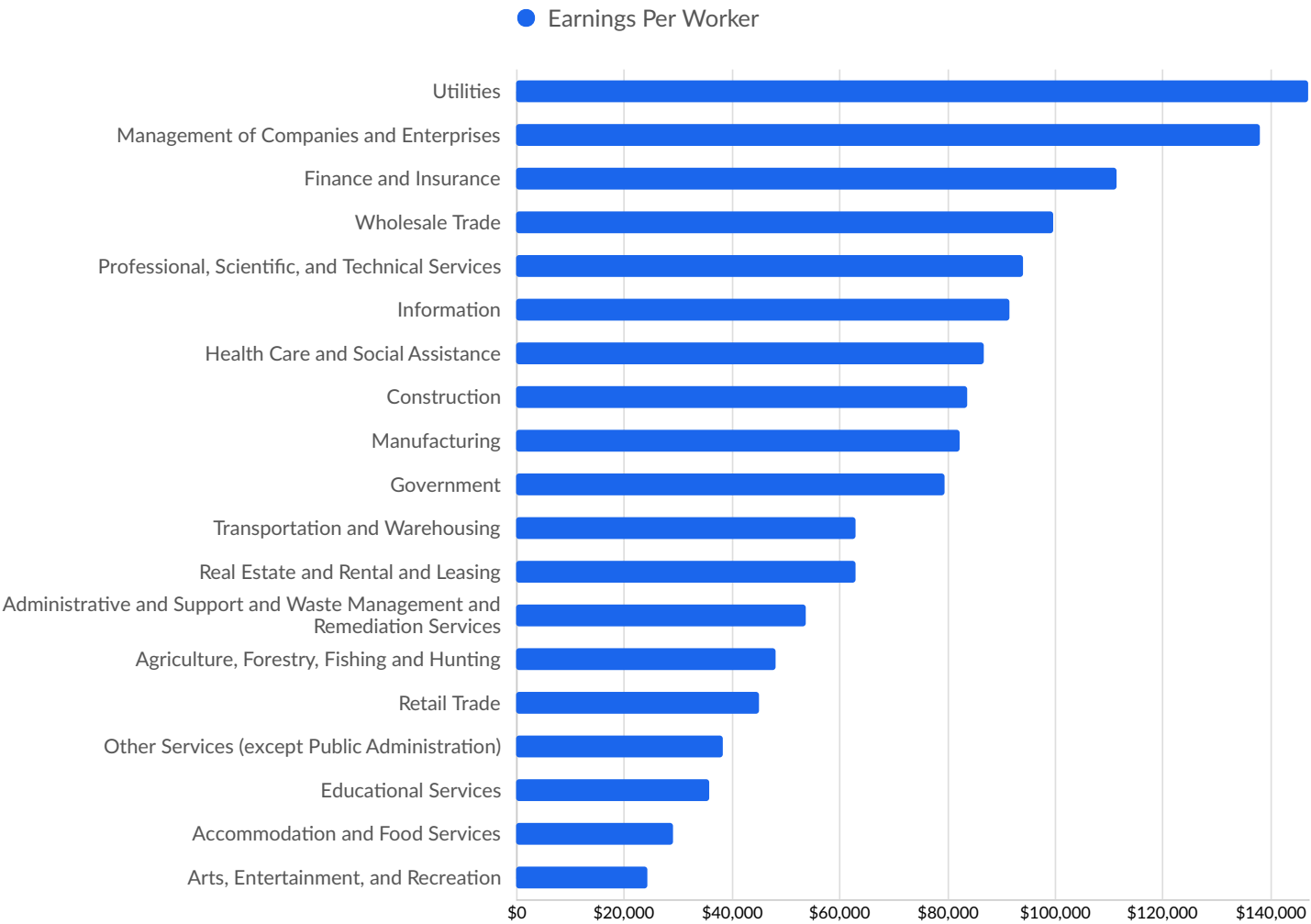


Top Industry GRP

● Gross Regional Product



Top Industry Earnings



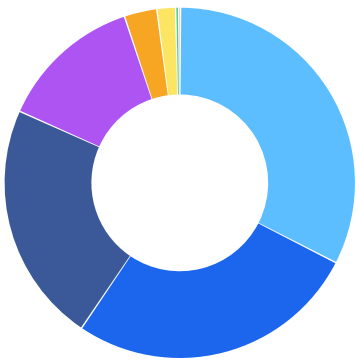
Business Characteristics

10,450 Companies Employ Your Workers

Online profiles for your workers mention 10,450 companies as employers, with the top 10 appearing below. In the last 12 months, 1,874 companies in Eau Claire County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Wisconsin-Eau Cla...	1,832 	Mayo Clinic	657 
Mayo Clinic	1,574 	Marshfield Clinic	360 
Menards	986 	GPAC	259 
Chippewa Valley Technical Colle...	513 	ManpowerGroup	202 
Eau Claire Area School District	468 	Festival Foods	162 
Marshfield Clinic	437 	University of Wisconsin-Eau Cla...	154 
UnitedHealth Group	365 	Chippewa Valley Technical Colle...	135 
State of Wisconsin	350 	Southwestern Public Service	119 
Royal Credit Union	291 	Walmart	114 
Southwestern Public Service	282 	Eau Claire County	102 

Business Size

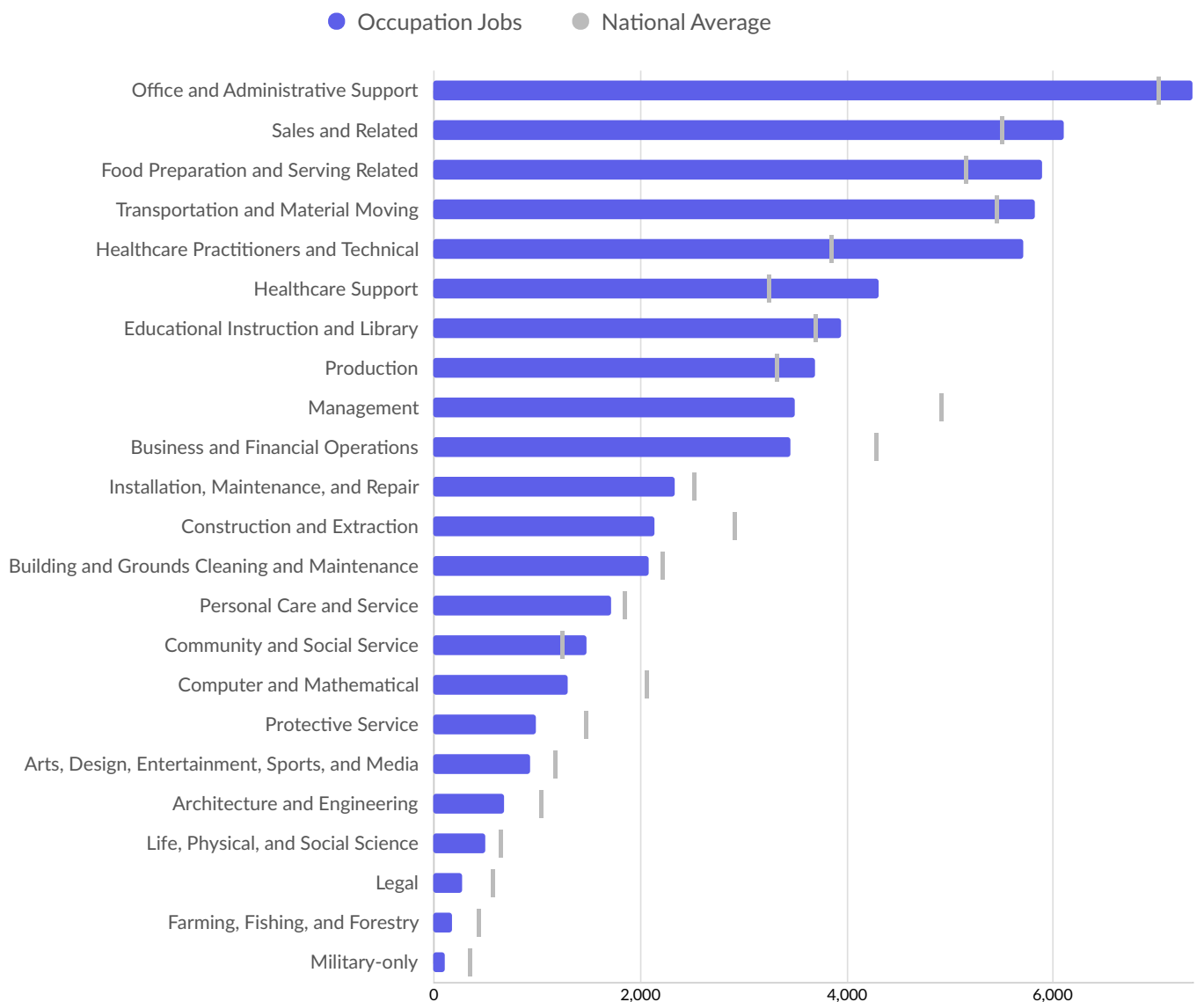


	Percentage	Business Count
1 to 4 employees	32.5%	1,573
5 to 9 employees	26.9%	1,306
10 to 19 employees	22.2%	1,077
20 to 49 employees	13.2%	640
50 to 99 employees	3.0%	146
100 to 249 employees	1.7%	83
250 to 499 employees	0.3%	14
500+ employees	0.2%	8

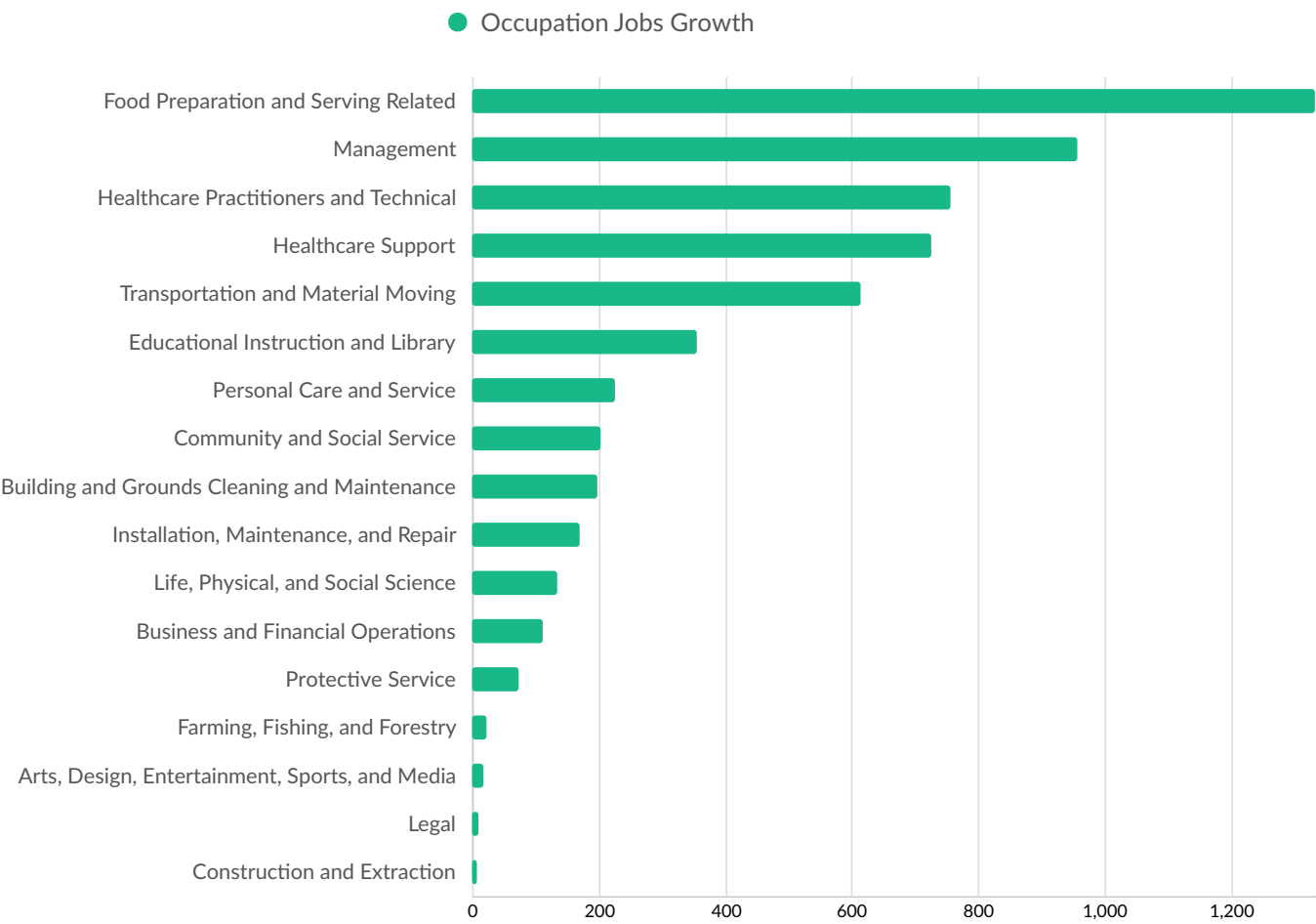
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

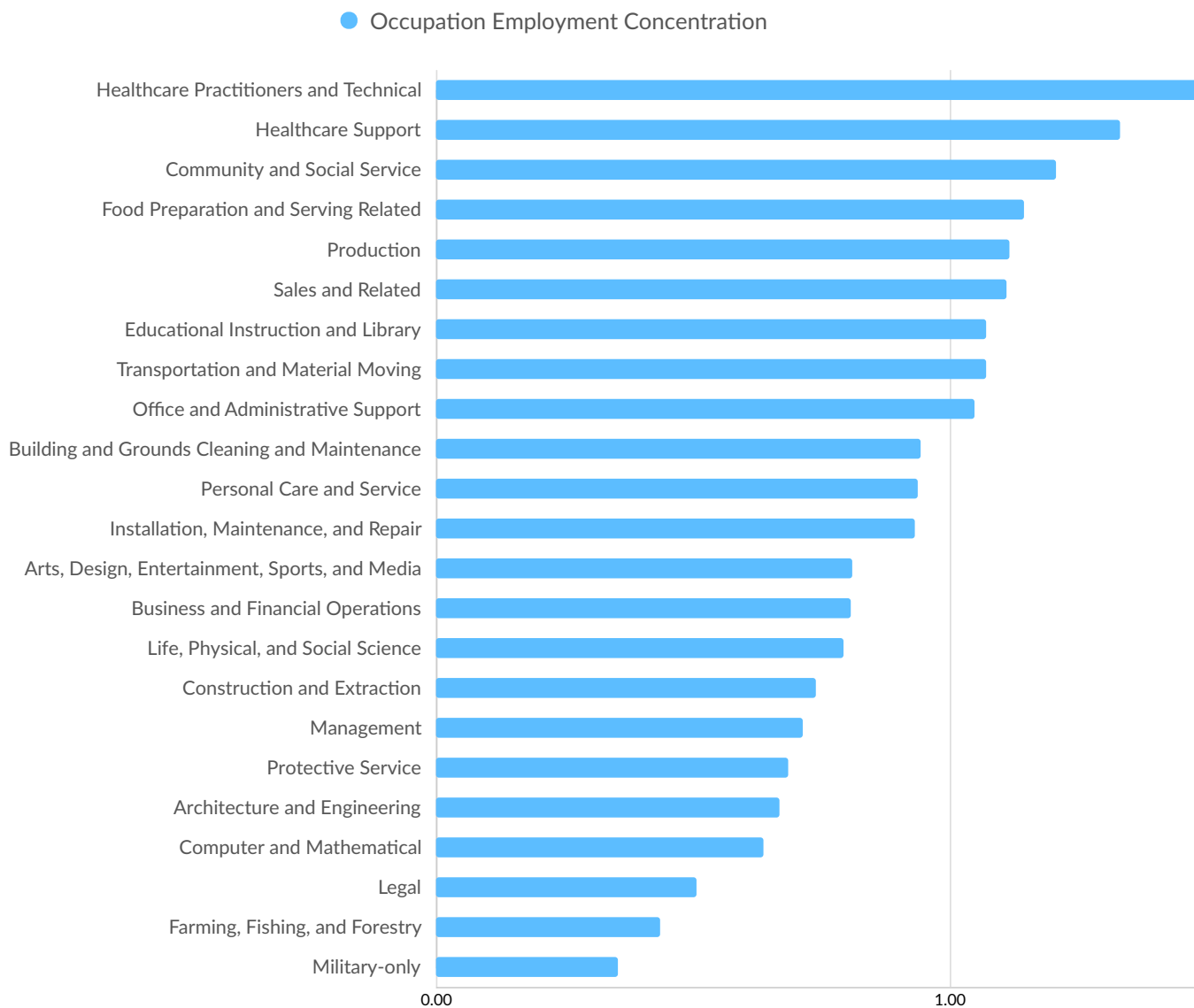
Largest Occupations



Top Growing Occupations



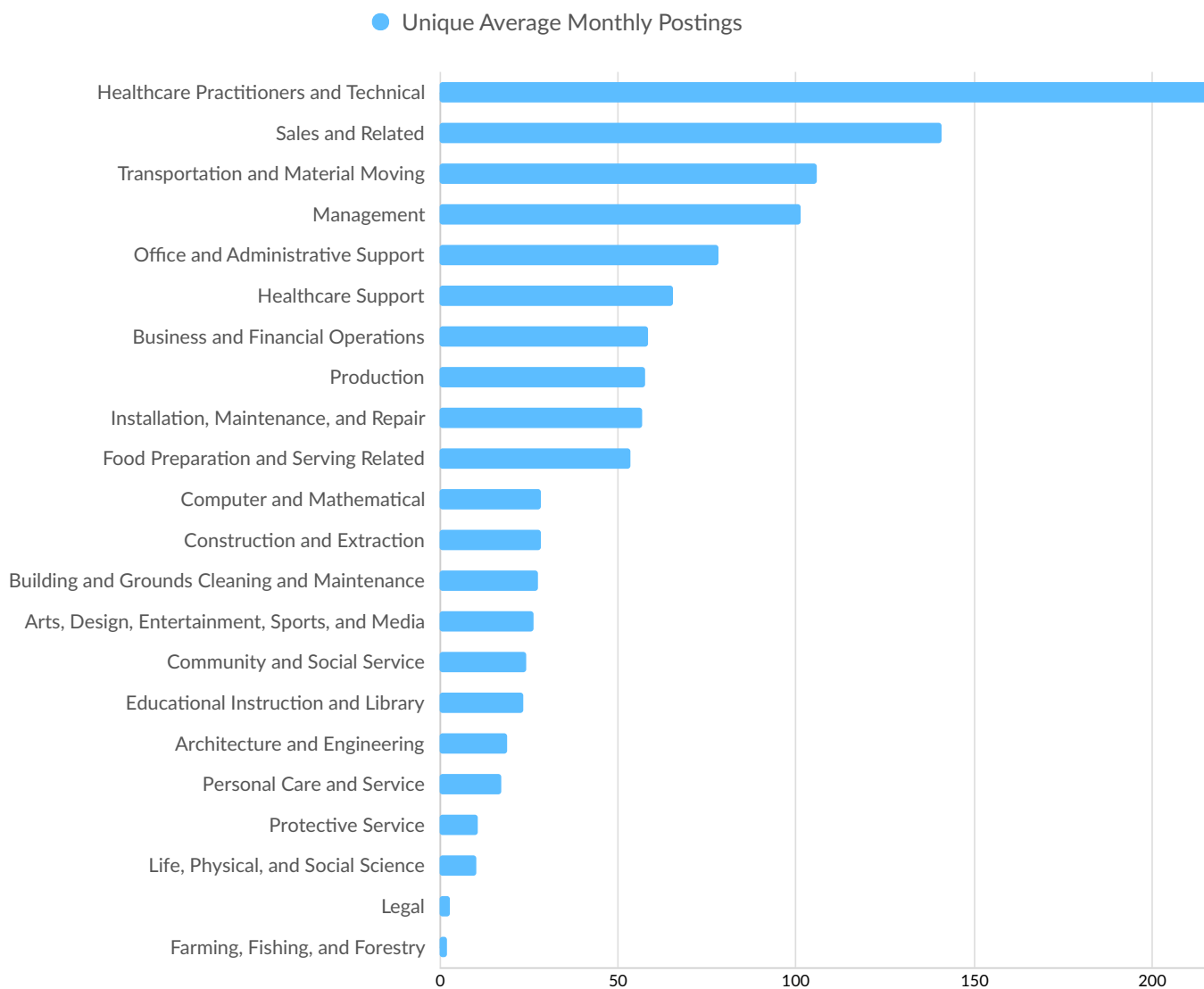
Top Occupation Employment Concentration



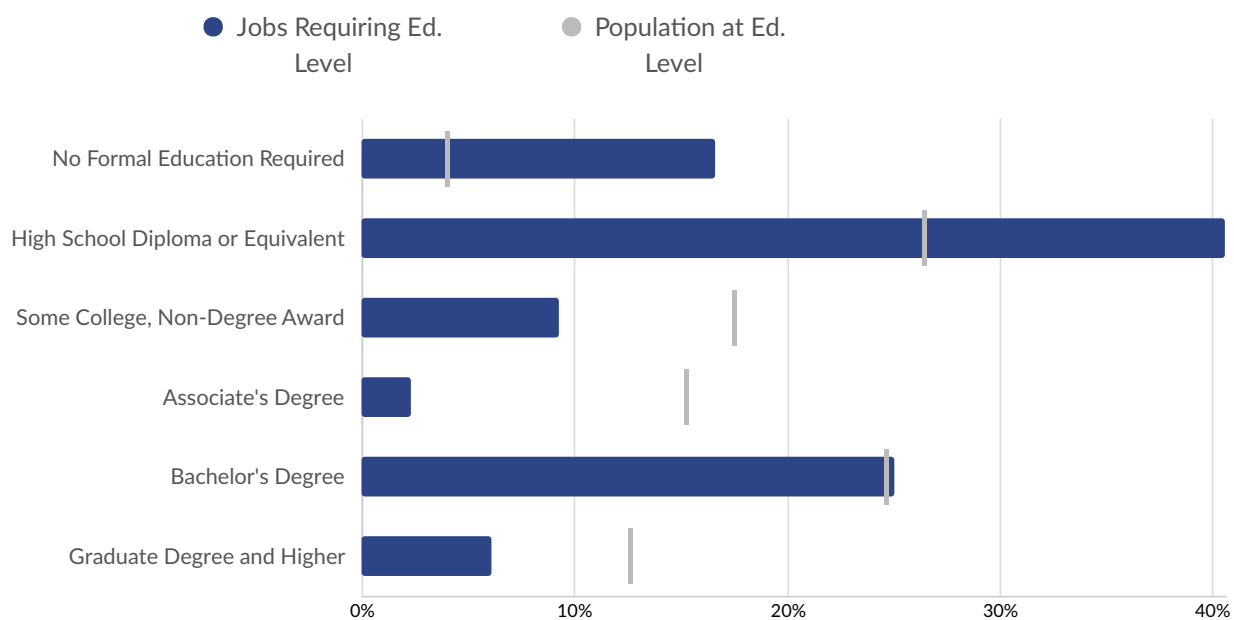
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2024, there were 5,511 graduates in Eau Claire County, WI. This pipeline has grown by 2% over the last 5 years. The highest share of these graduates come from "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), "Business Administration and Management, General" (Certificate), and "Registered Nursing/Registered Nurse" (Associate's).

School	Total Graduates (2024)		Graduate Trend (2020 - 2024)
University of Wisconsin-Eau Claire	2,740		
Chippewa Valley Technical College	2,734		
The Professional Hair Design Academy	37		

- Certificate
- Associate's
- Bachelor's
- Master's or Higher

In-Demand Skills

