



# Chippewa County

West Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

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

66,865

Population (2021)

Population **grew by 3,288** over the last 5 years and is projected to **grow by 1,133** over the next 5 years.

26,852

Total Regional Employment

Jobs **grew by 725** over the last 5 years and are projected to **grow by 1,669** over the next 5 years.

\$61.2K

Median Household Income (2020)

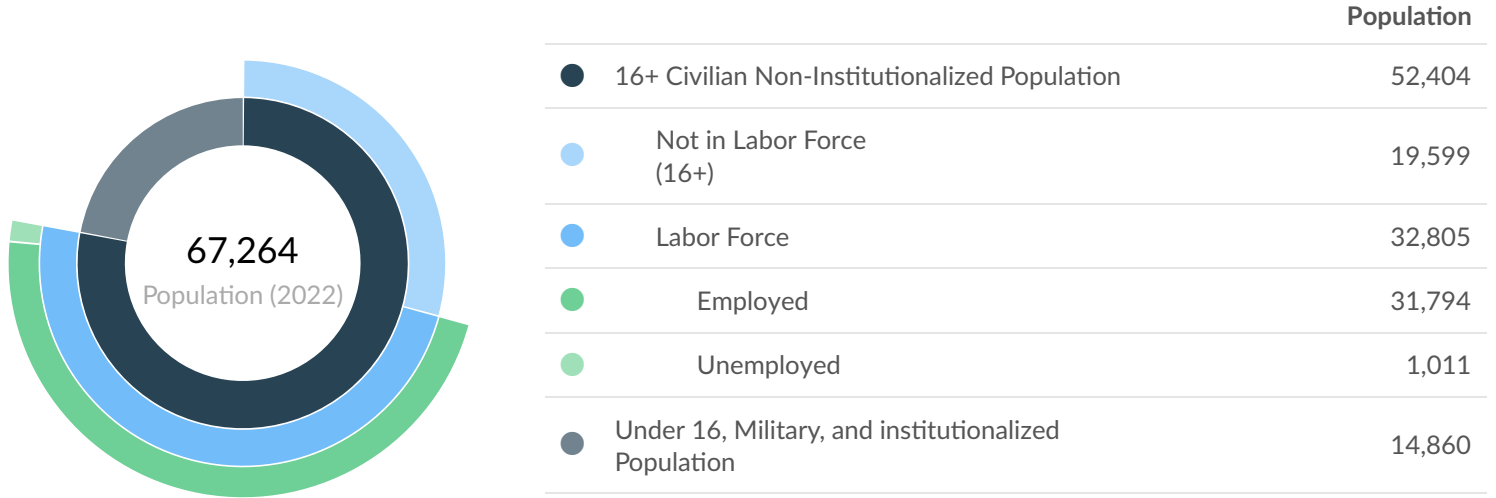
Median household income is **\$3.8K below** the national median household income of \$65.0K.

### Takeaways

- As of 2021 the region's population **increased by 5.2%** since 2016, growing by 3,288. Population is expected to **increase by 1.7%** between 2021 and 2026, adding 1,133.
- From 2016 to 2021, jobs **increased by 2.8%** in Chippewa County from 26,127 to **26,852**. This change **outpaced the national growth rate of 1.9% by 0.9%**. As the number of jobs increased, the **labor force participation rate decreased from 67.5% to 65.8% between 2016 and 2021**.
- Concerning educational attainment, **15.8% of Chippewa County residents possess a Bachelor's Degree** (4.6% below the national average), and **16.5% hold an Associate's Degree** (7.7% above the national average).
- The top three industries in 2021 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

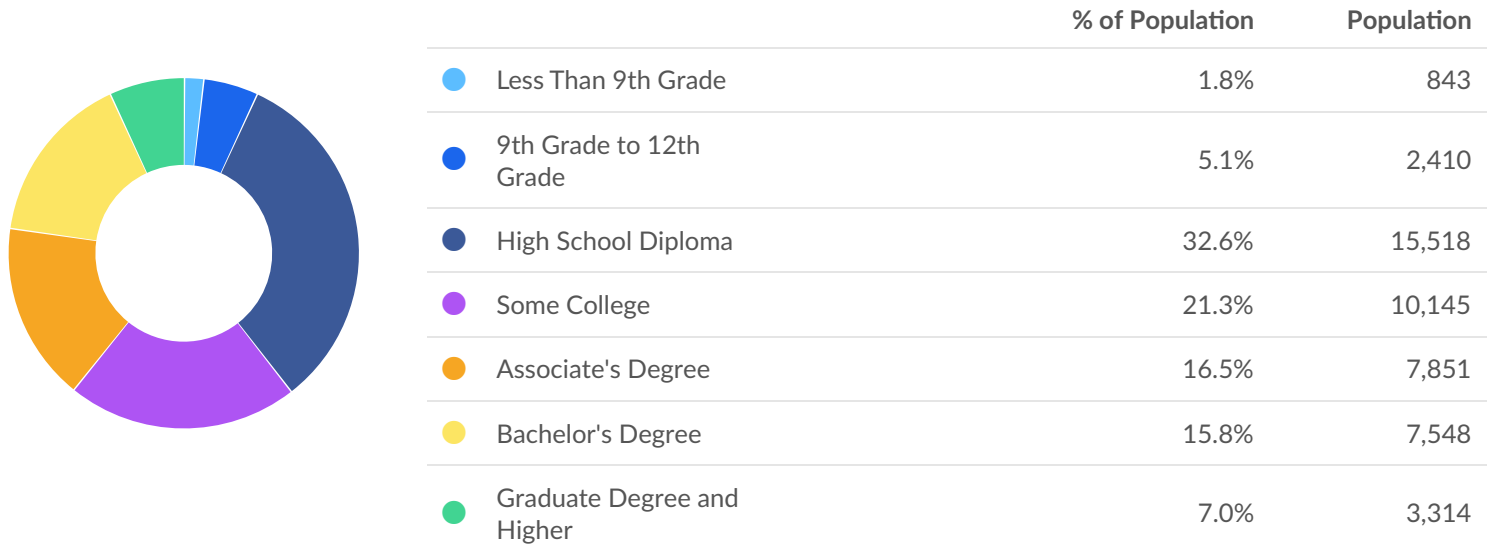
	Population (2022)	Labor Force (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	67,264	32,805	26,852	97.2	\$2.88B	\$4.17B	\$3.68B
Barron County	46,800	23,780	22,727	99.4	\$2.27B	\$3.37B	\$2.95B
Polk County	45,639	24,325	16,791	99.6	\$1.72B	\$3.12B	\$2.10B
West Central WI RPC	443,981	232,077	194,442	98.5	\$21.06B	\$28.90B	\$23.94B
Wisconsin	5,923,000	3,089,950	3,114,081	100.3	\$360.42B	\$331.46B	\$354.92B

## Sep 2022 Labor Force Breakdown



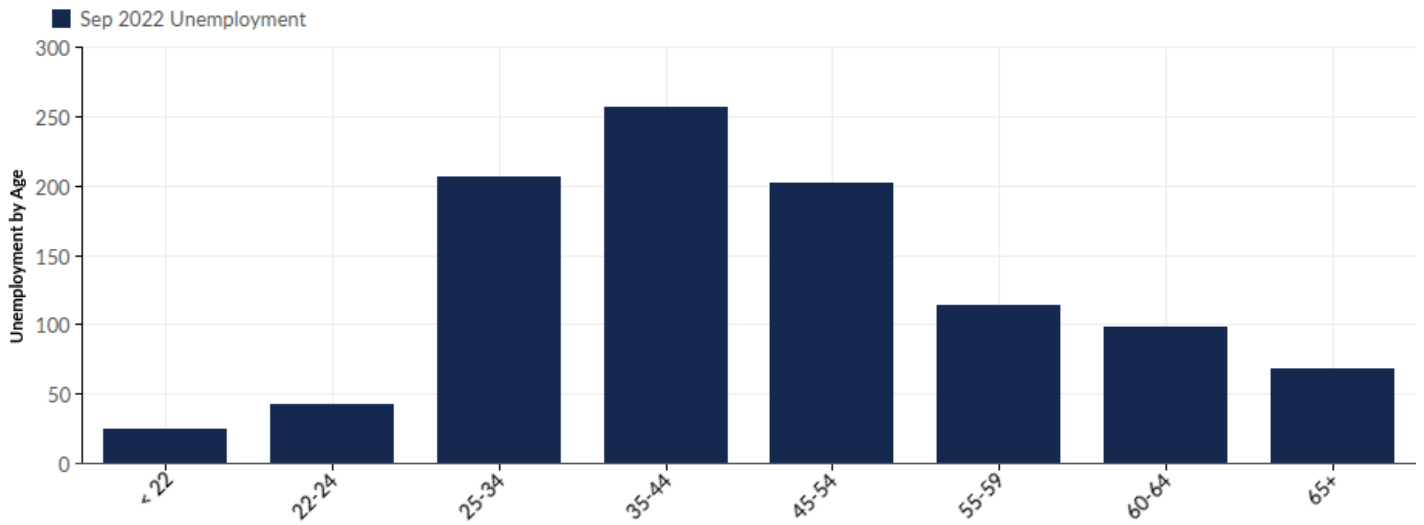
## Educational Attainment

Concerning educational attainment, **15.8% of Chippewa County residents possess a Bachelor's Degree** (4.6% below the national average), and **16.5% hold an Associate's Degree** (7.7% above the national average).



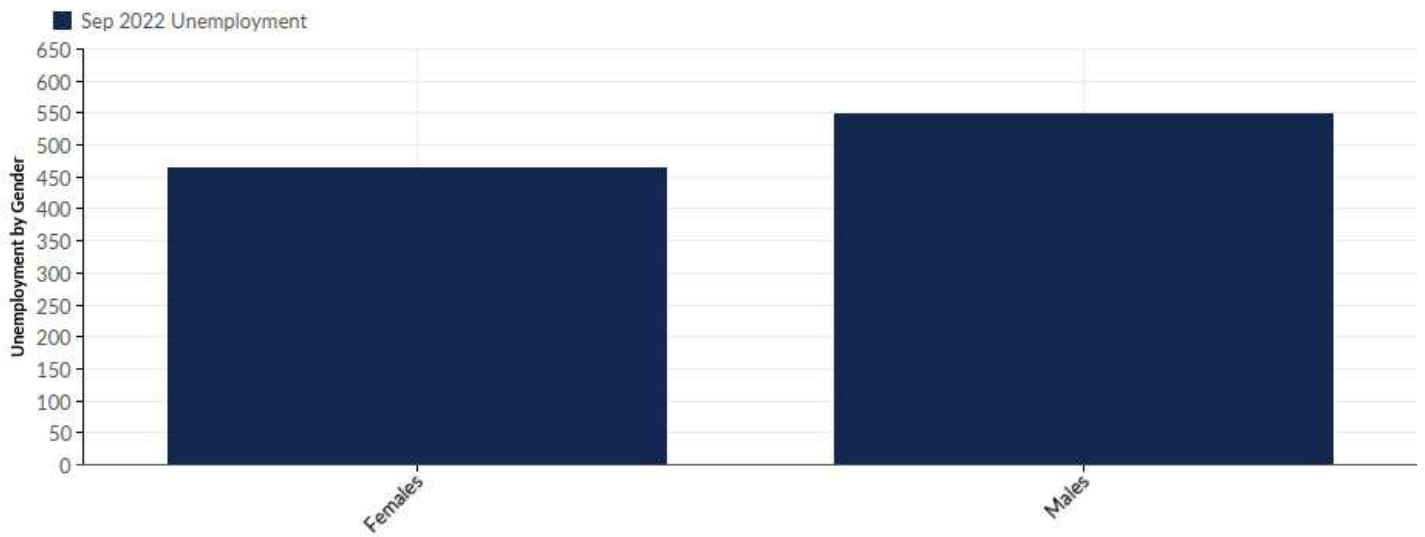
# Unemployment by Demographics

## Unemployment by Age



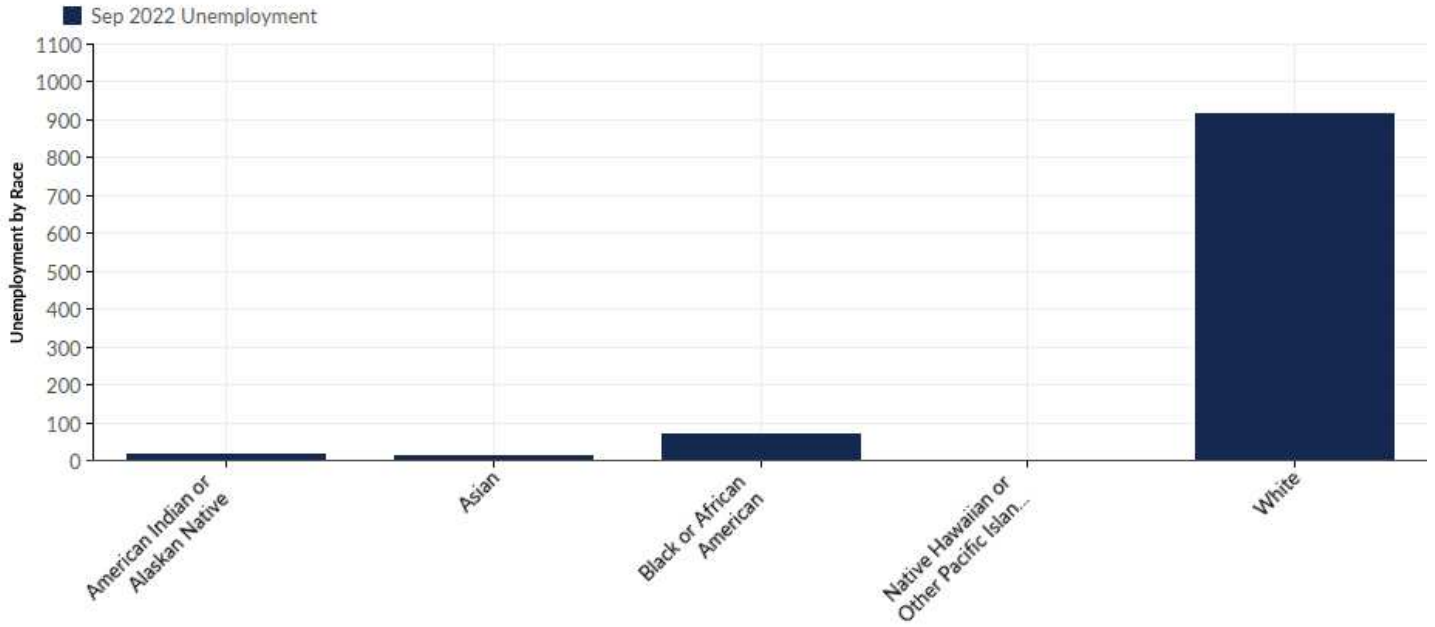
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	25	2.47%
22-24	42	4.15%
25-34	206	20.38%
35-44	257	25.42%
45-54	202	19.98%
55-59	113	11.18%
60-64	98	9.69%
65+	68	6.73%
Total	1,011	100.00%

## Unemployment by Gender



Gender	Unemployment (Sep 2022)	% of Unemployed
Females	463	45.80%
Males	548	54.20%
Total	1,011	100.00%

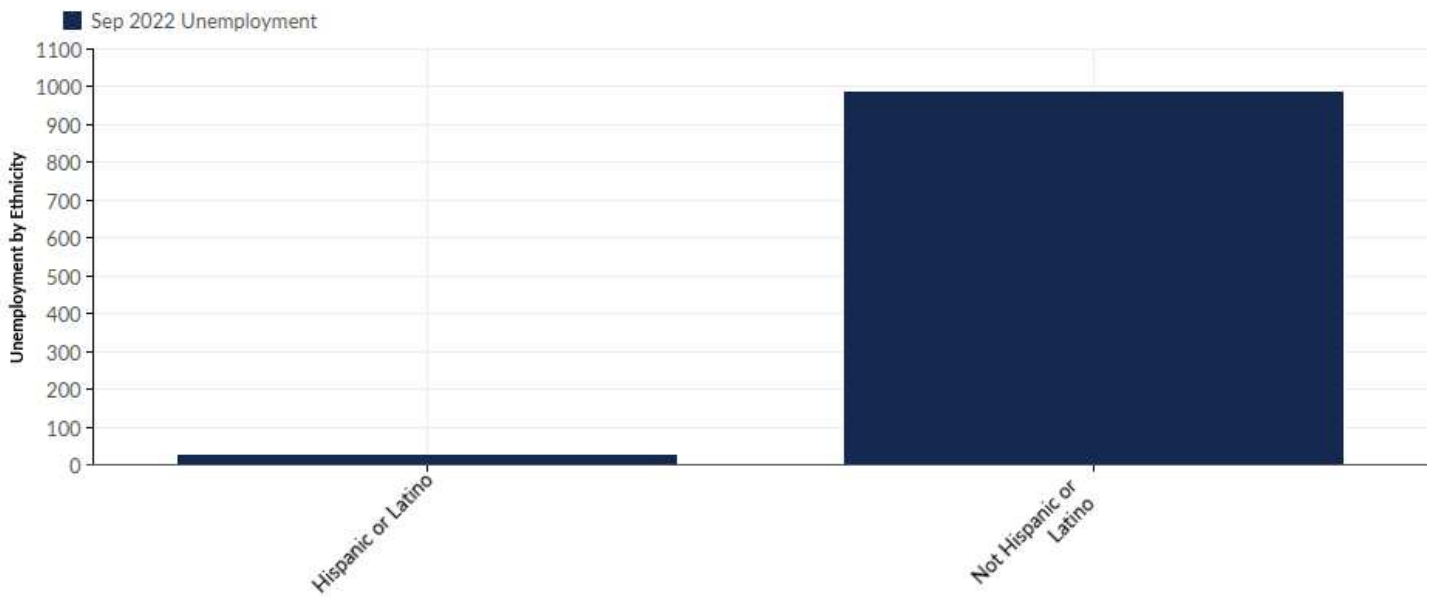
## Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	14	1.38%
Asian	11	1.09%
Black or African American	68	6.73%
Native Hawaiian or Other Pacific Islander	1	0.10%
White	916	90.60%
<b>Total</b>	<b>1,011</b>	<b>100.00%</b>



## Unemployment by Ethnicity

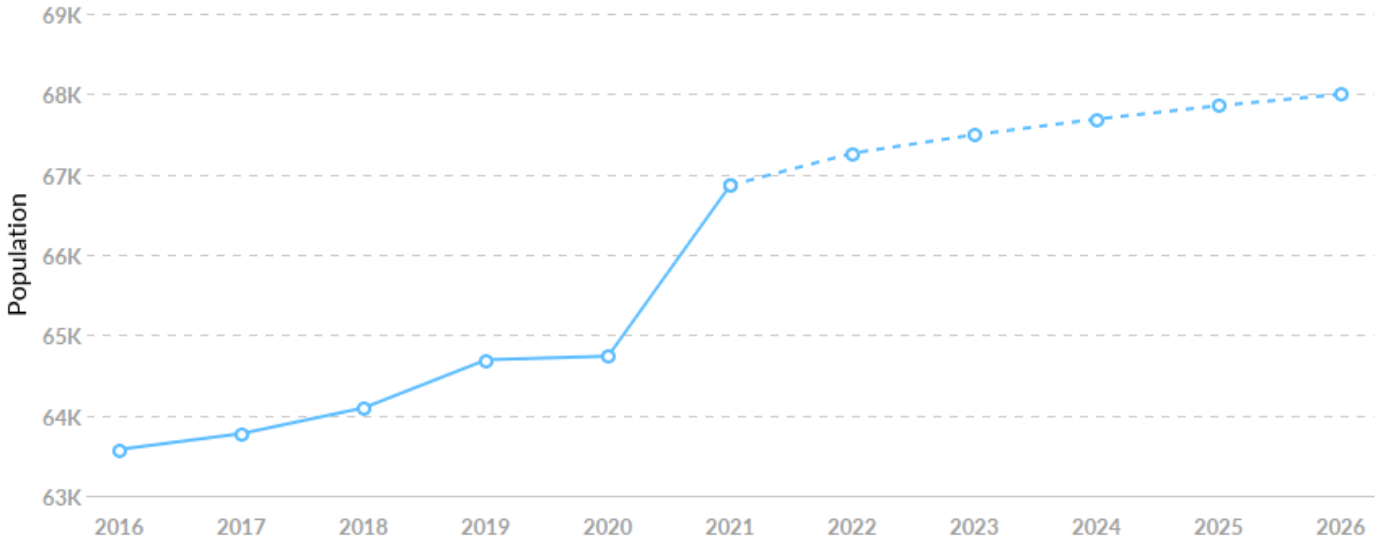


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	25	2.47%
Not Hispanic or Latino	986	97.53%
Total	1,011	100.00%

# Historic & Projected Trends

## Population Trends

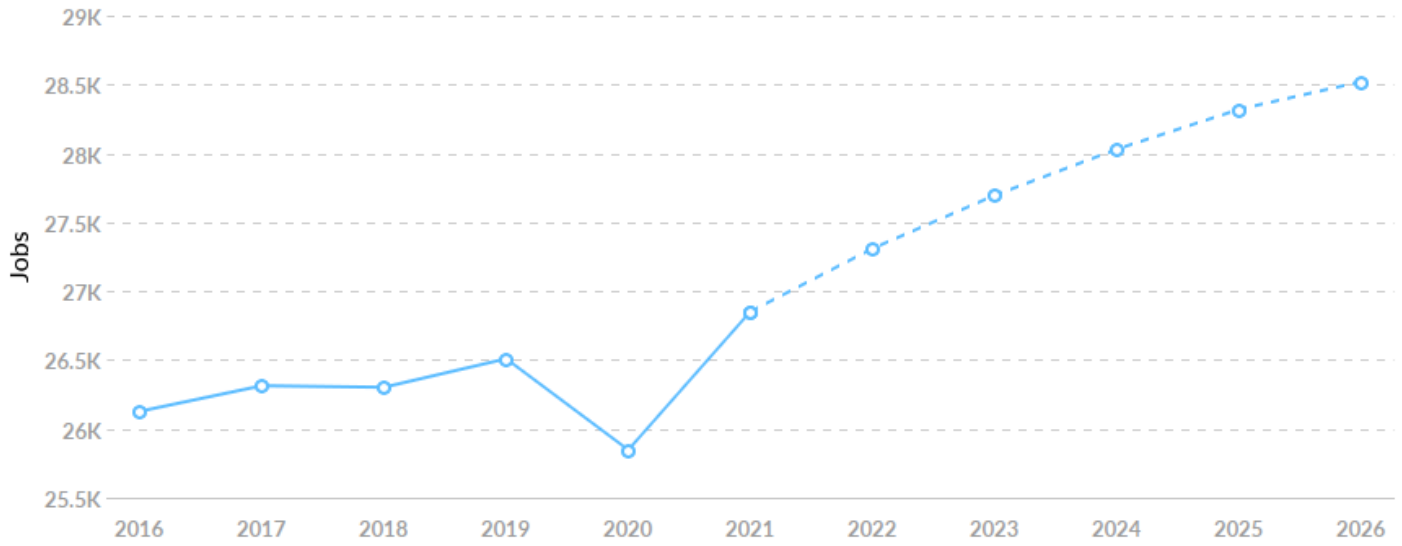
As of 2021 the region's population increased by 5.2% since 2016, growing by 3,288. Population is expected to increase by 1.7% between 2021 and 2026, adding 1,133.



Timeframe	Population
2016	63,577
2017	63,774
2018	64,095
2019	64,692
2020	64,737
2021	66,865
2022	67,264
2023	67,494
2024	67,689
2025	67,855
2026	67,998

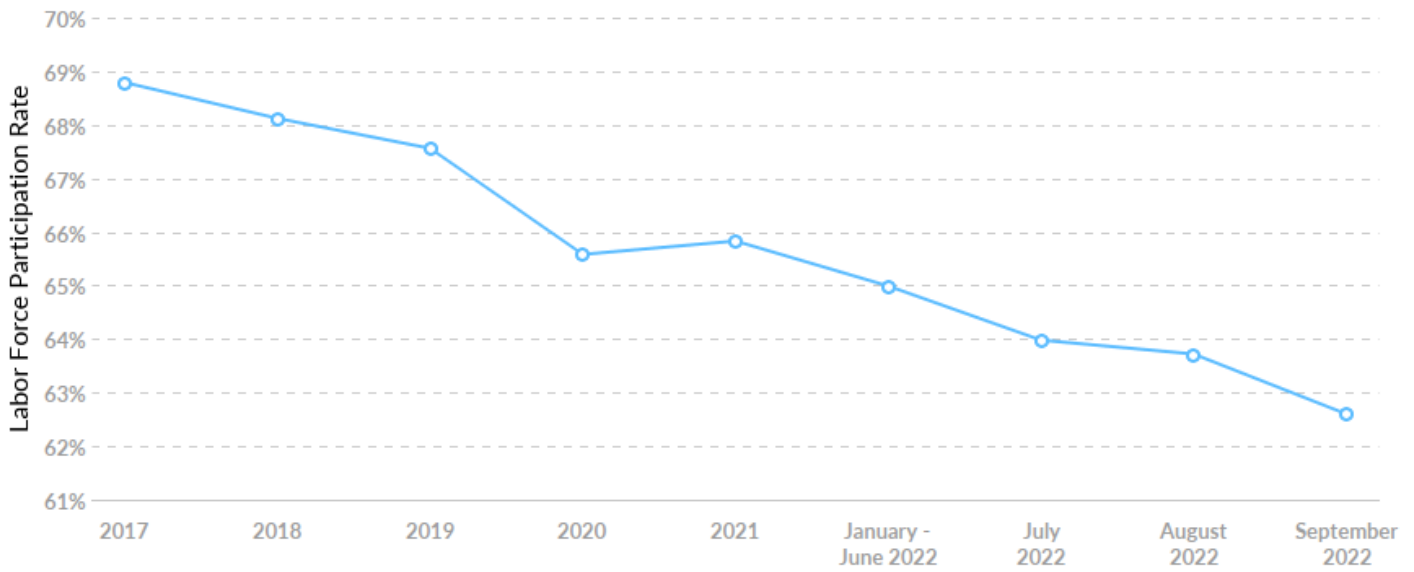
## Job Trends

From 2016 to 2021, jobs increased by 2.8% in Chippewa County from 26,127 to 26,852. This change outpaced the national growth rate of 1.9% by 0.9%.



Timeframe	Jobs
2016	26,127
2017	26,313
2018	26,302
2019	26,509
2020	25,847
2021	26,852
2022	27,310
2023	27,696
2024	28,031
2025	28,320
2026	28,521

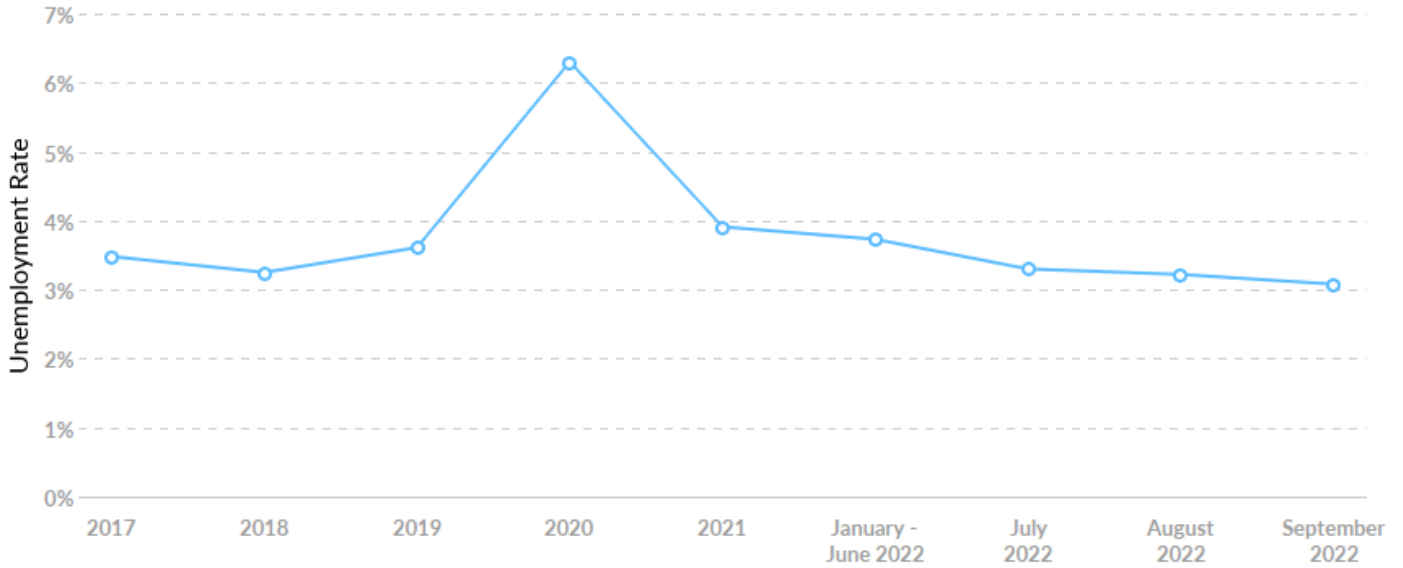
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	68.79%
2018	68.12%
2019	67.56%
2020	65.58%
2021	65.83%
January - June 2022	64.99%
July 2022	63.98%
August 2022	63.72%
September 2022	62.60%

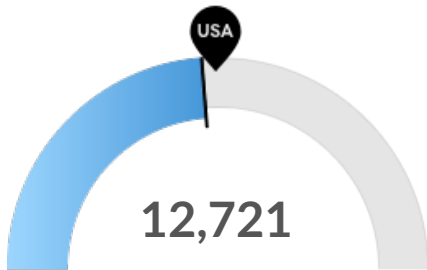
## Unemployment Rate Trends

Chippewa County had a September 2022 unemployment rate of 3.08%, **decreasing from 3.48%** 5 years before.



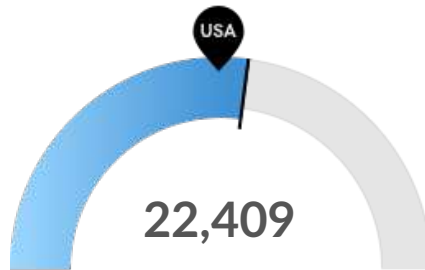
Timeframe	Unemployment Rate
2017	3.48%
2018	3.25%
2019	3.61%
2020	6.30%
2021	3.91%
January - June 2022	3.73%
July 2022	3.30%
August 2022	3.22%
September 2022	3.08%

## Population Characteristics



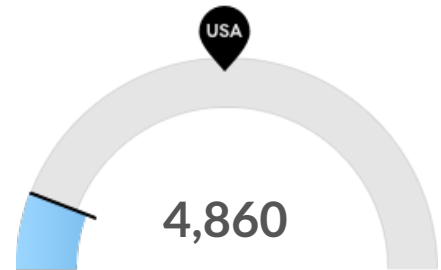
**Millennials**

Chippewa County has 12,721 millennials (ages 25-39). The national average for an area this size is 13,658.



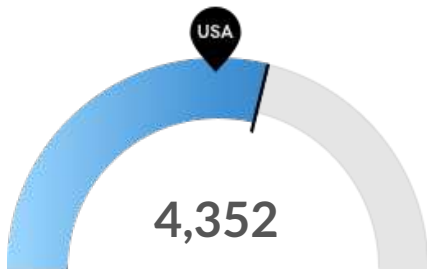
**Retiring Soon**

Retirement risk is high in Chippewa County. The national average for an area this size is 19,875 people 55 or older, while there are 22,409 here.



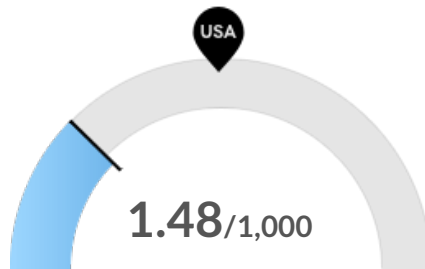
**Racial Diversity**

Racial diversity is low in Chippewa County. The national average for an area this size is 27,210 racially diverse people, while there are 4,860 here.



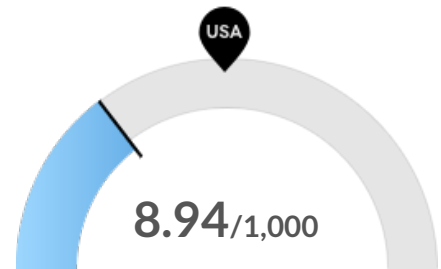
**Veterans**

Chippewa County has 4,352 veterans. The national average for an area this size is 3,504.



**Violent Crime**

Chippewa County has 1.48 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

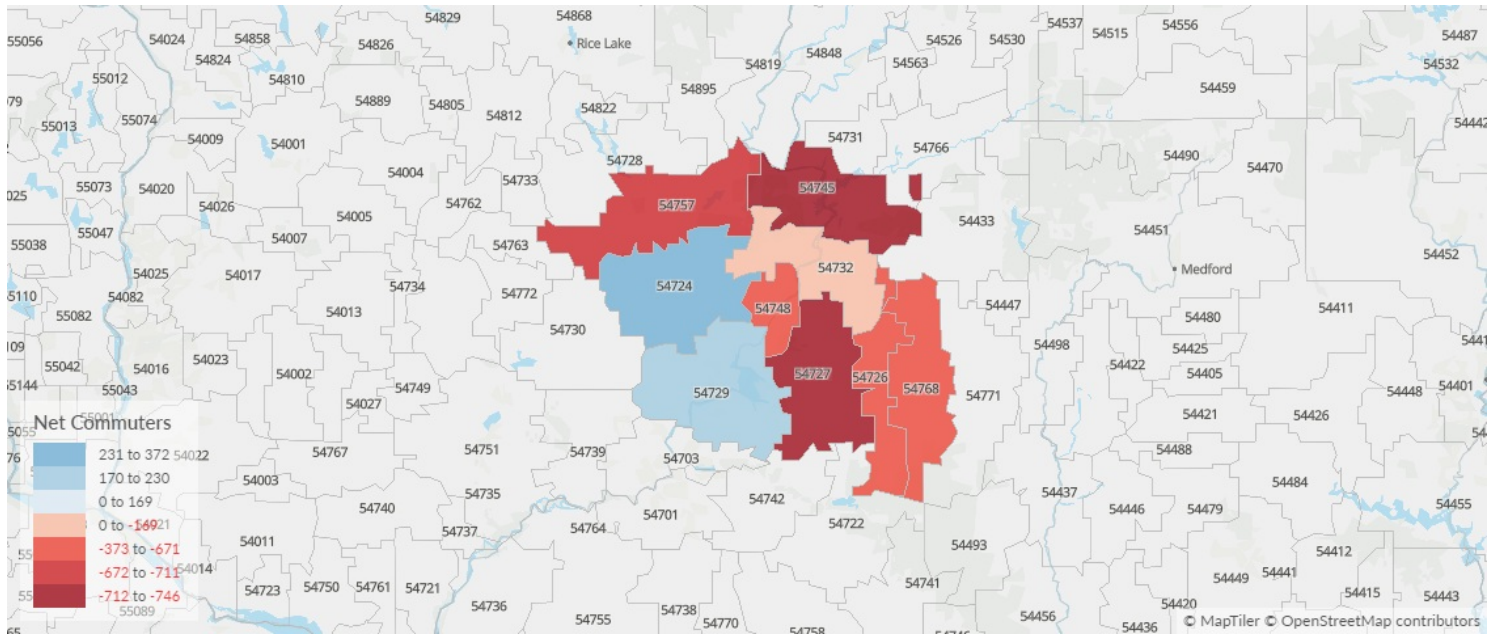


**Property Crime**

Chippewa County has 8.94 property crimes per 1,000 people. The national rate is 17.91 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	2021 Employment
54729	Chippewa Falls, WI, WI ...	15,593
54724	Bloomer, WI, WI (in Chi...	4,097
54727	Cadott, WI, WI (in Chip...	1,732
54768	Stanley, WI, WI (in Chip...	1,482
54732	Cornell, WI, WI (in Chip...	1,453

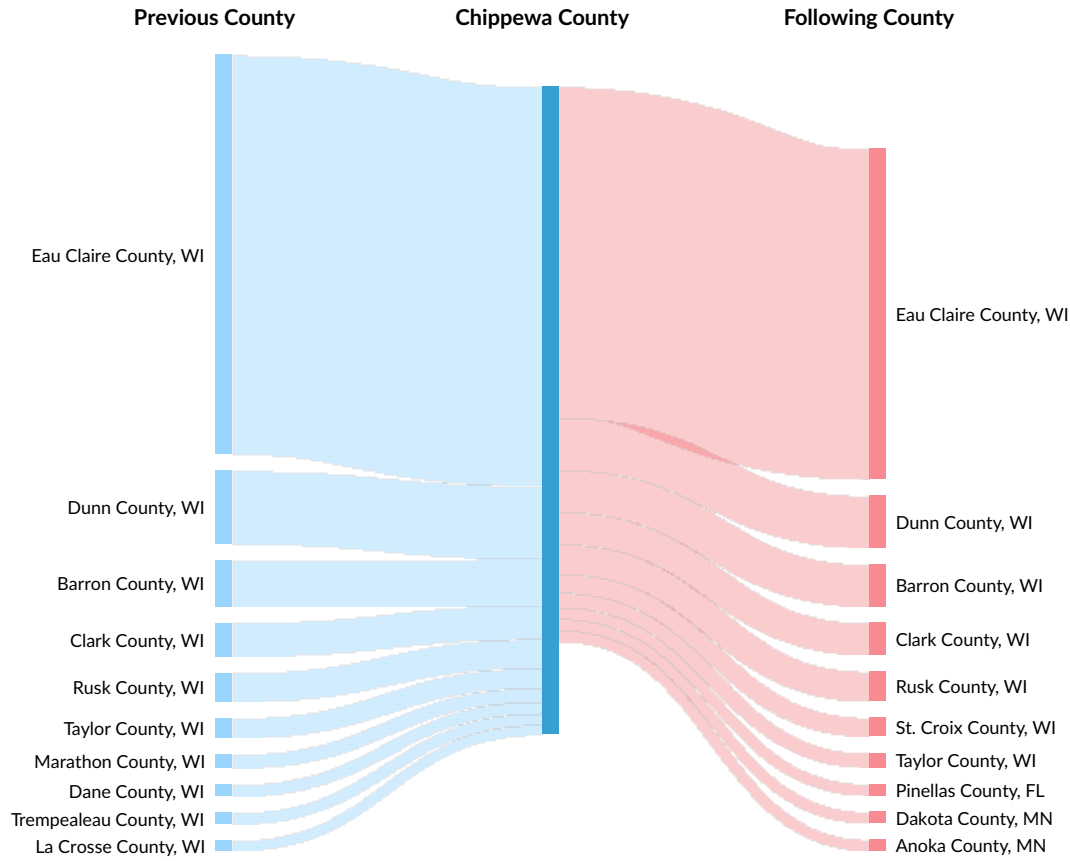
Where Talent Lives

ZIP	Name	2021 Workers
54729	Chippewa Falls, WI, WI ...	15,423
54724	Bloomer, WI, WI (in Chi...	3,866
54727	Cadott, WI, WI (in Chip...	2,477
54768	Stanley, WI, WI (in Chip...	1,855
54757	New Auburn, WI, WI (in...	1,733

# Inbound and Outbound Migration

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

As of 2020, 1,223 people have migrated from Eau Claire County, WI to Chippewa County. In the same year, 1,014 people left Chippewa County migrating to Eau Claire County, WI. The total Net Migration for Chippewa County in 2020 was 402.



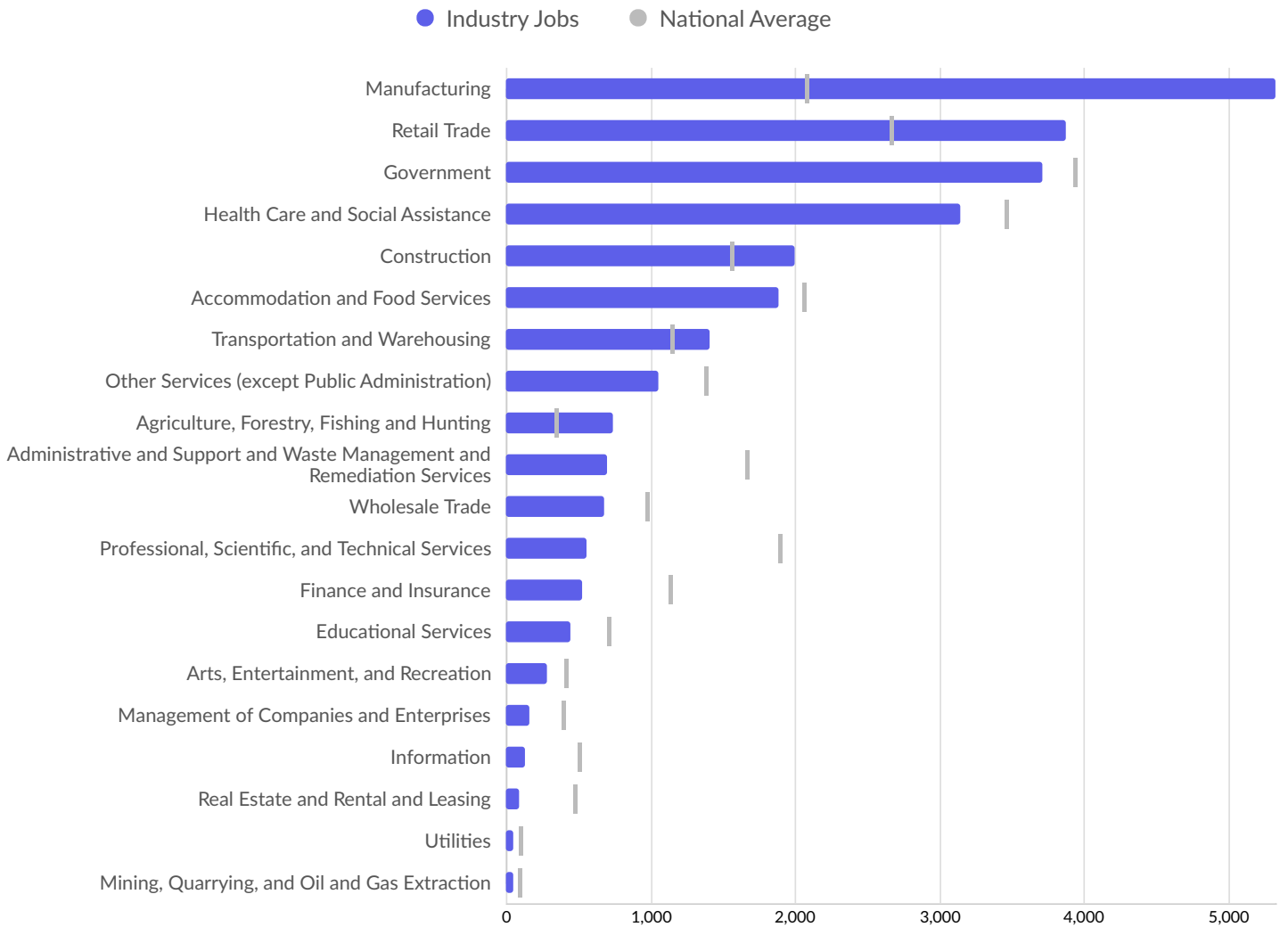
Top Previous Counties	Migrations
Eau Claire County, WI	1,223
Dunn County, WI	224
Barron County, WI	142
Clark County, WI	103
Rusk County, WI	88
Taylor County, WI	61



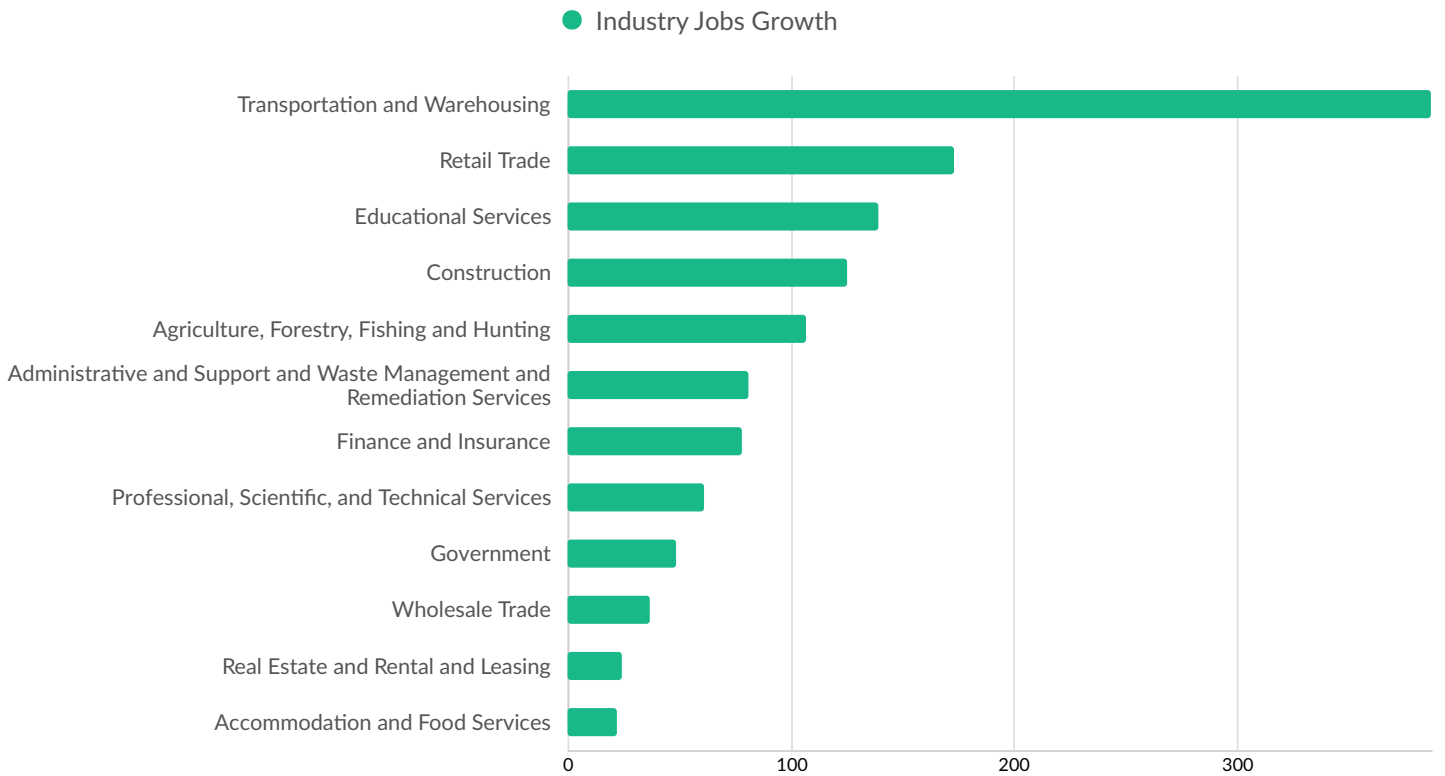
<b>Top Previous Counties</b>	<b>Migrations</b>
Marathon County, WI	42
Dane County, WI	36
Trempealeau County, WI	35
La Crosse County, WI	31
St. Croix County, WI	29
Milwaukee County, WI	28
Racine County, WI	27
Hennepin County, MN	26
Cook County, IL	26
<b>Top Following Counties</b>	<b>Migrations</b>
Eau Claire County, WI	1,014
Dunn County, WI	160
Barron County, WI	129
Clark County, WI	99
Rusk County, WI	91
St. Croix County, WI	58
Taylor County, WI	45
Pinellas County, FL	35
Dakota County, MN	35
Anoka County, MN	35
Hennepin County, MN	28
Will County, IL	27
Ramsey County, MN	27
Dane County, WI	23
Brown County, WI	23

# Industry Characteristics

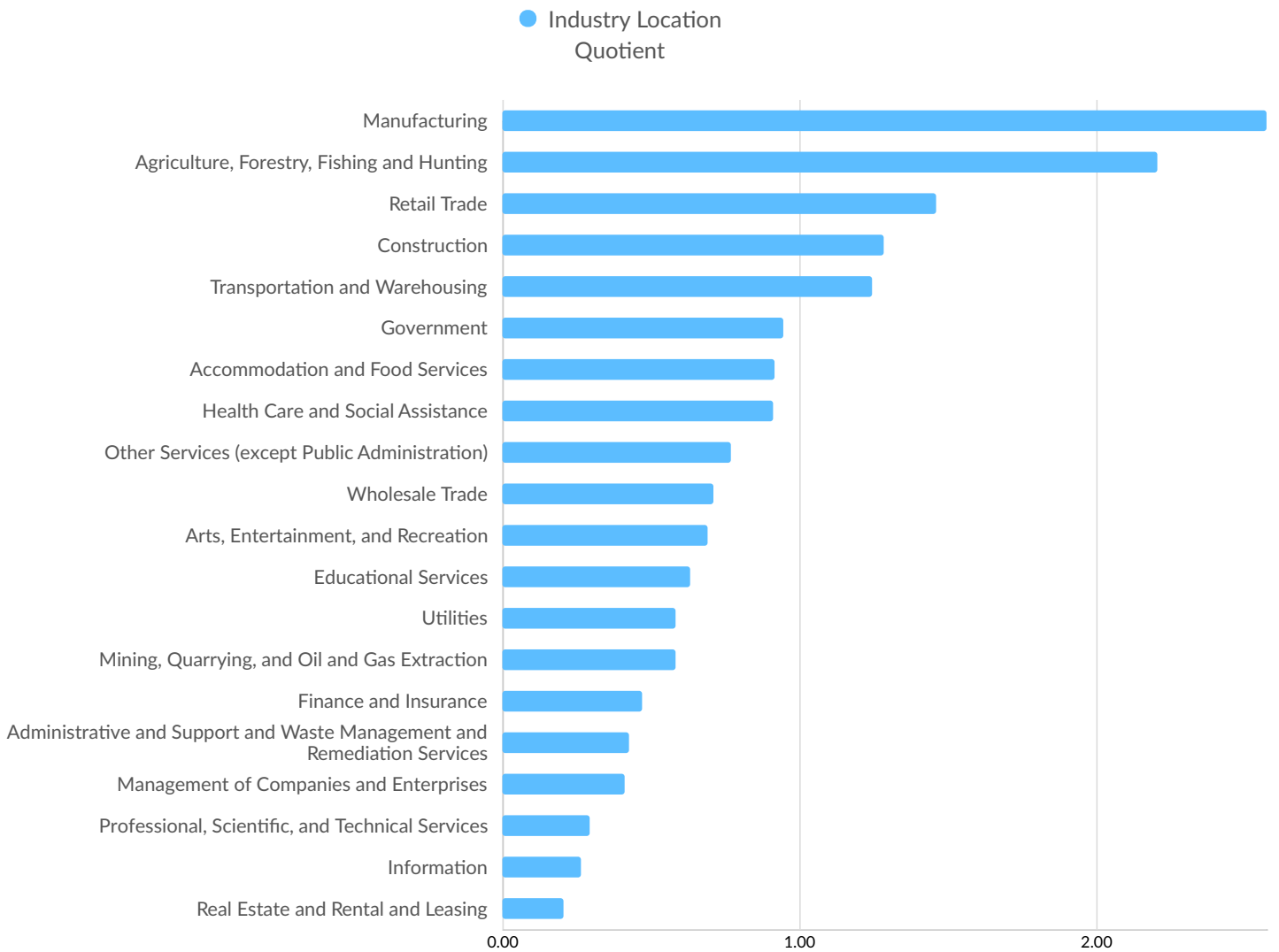
## Largest Industries



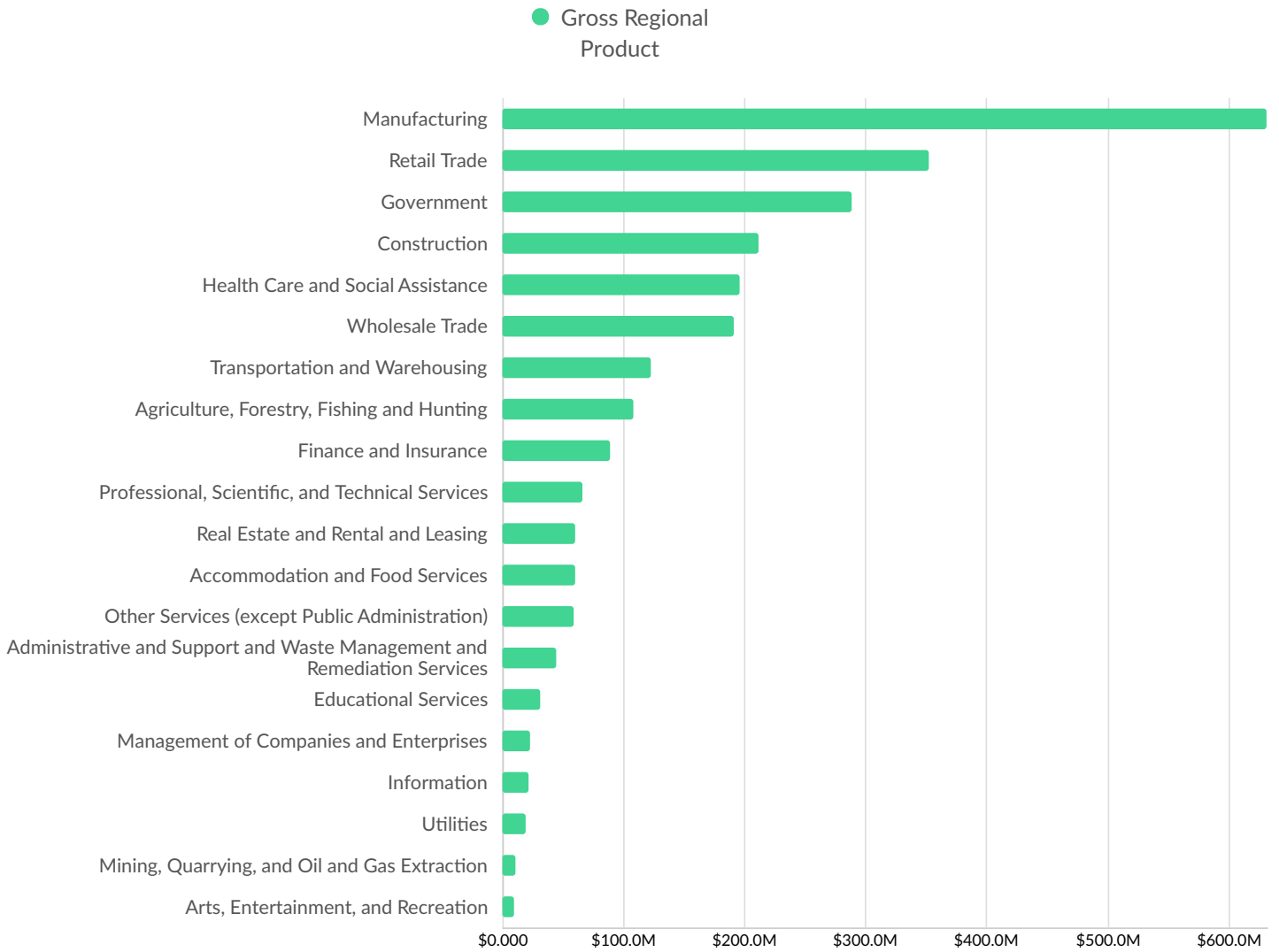
## Top Growing Industries



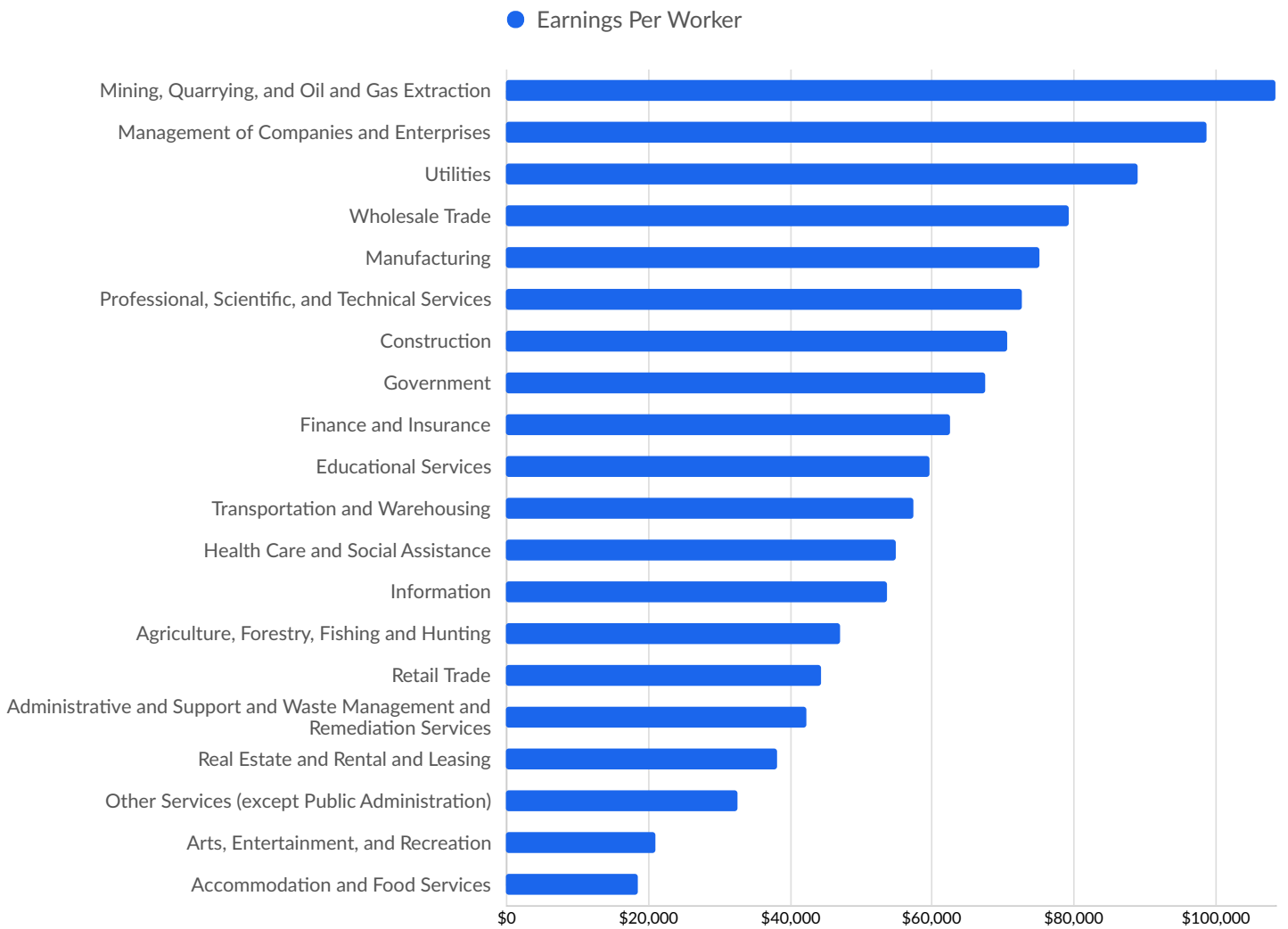
## Top Industry Location Quotient



## Top Industry GRP























## Top Industry Earnings



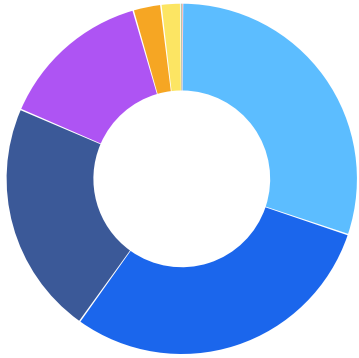
## Business Characteristics

### 6,311 Companies Employ Your Workers

Online profiles for your workers mention 6,311 companies as employers, with the top 10 appearing below. In the last 12 months, 416 companies in Chippewa County posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	301 	Mayo Clinic	129 
Hewlett Packard Enterprise	185 	Hewlett Packard Enterprise	90 
TTM Technologies	156 	TTM Technologies	77 
Marshfield Clinic	144 	TruGreen	69 
Menards	137 	Pioneer Metal Finishing	58 
UnitedHealth Group	136 	Ashley Furniture	55 
Mason Companies	111 	Kwik Trip	55 
University Of Wisconsin-Madiso...	99 	Marshfield Clinic	55 
Chippewa Valley Technical Colle...	92 	St Mary's Health Center	53 
Walmart	91 	Walmart	51 

## Business Size



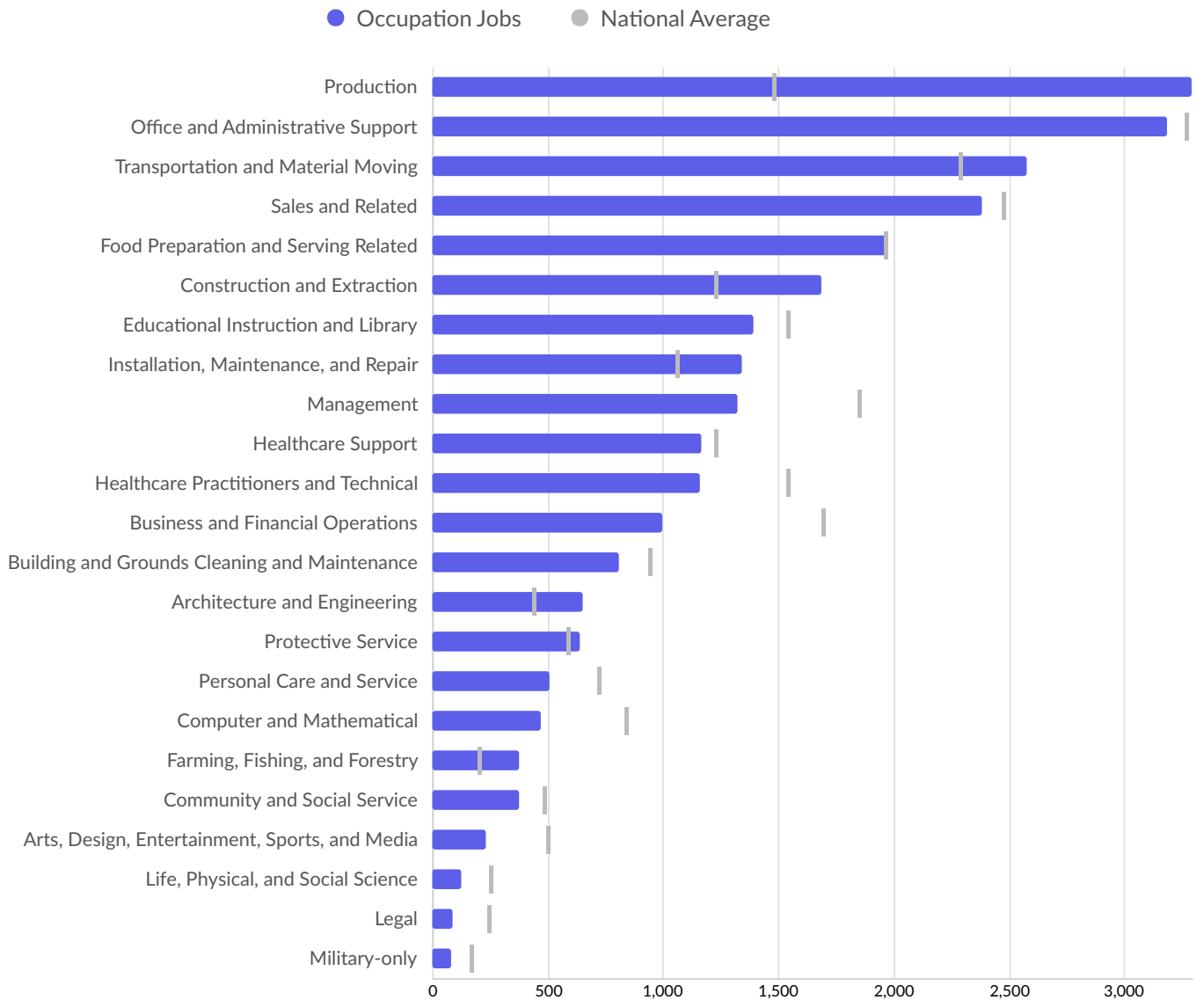
	Percentage	Business Count
● 1 to 4 employees	30.1%	715
● 5 to 9 employees	29.7%	707
● 10 to 19 employees	21.6%	513
● 20 to 49 employees	14.1%	334
● 50 to 99 employees	2.6%	61
● 100 to 249 employees	1.8%	43
● 250 to 499 employees	0.1%	2
● 500+ employees	0.1%	2

\*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.

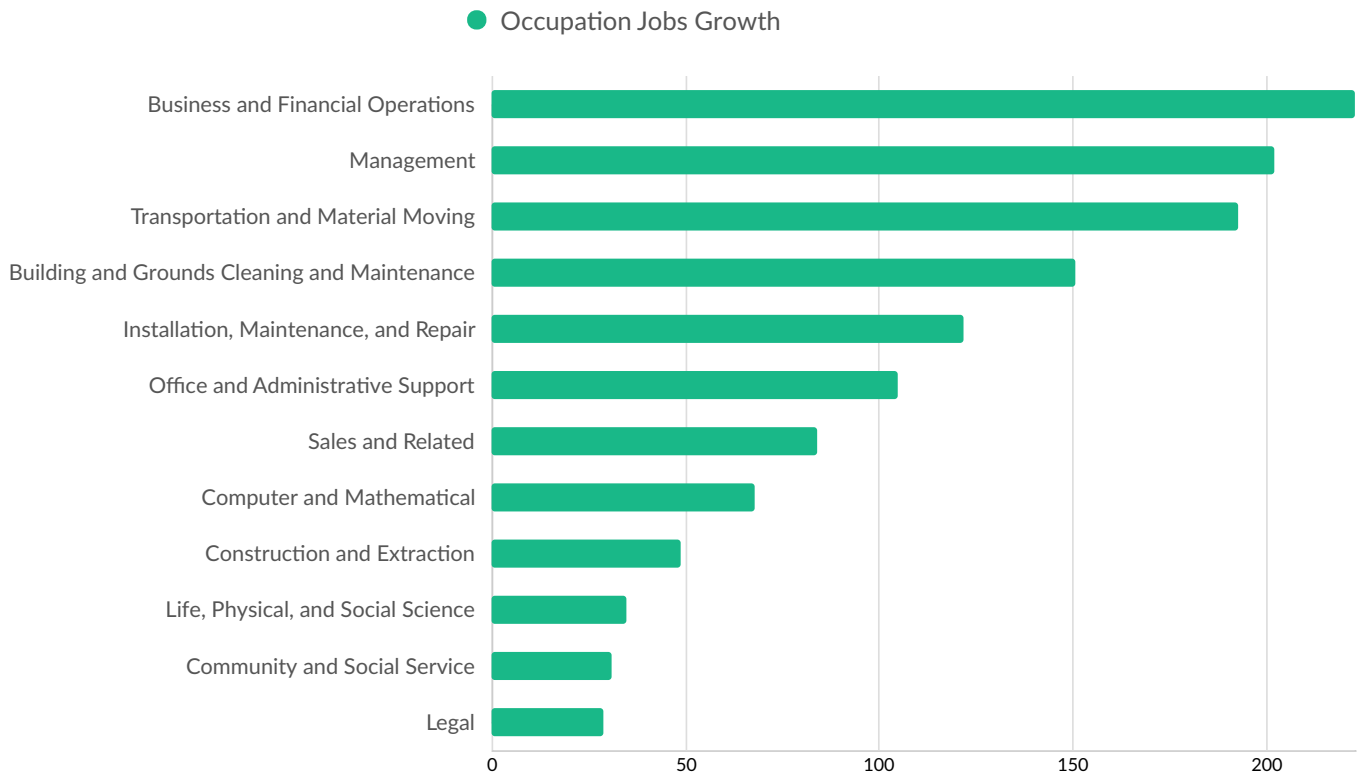


# Workforce Characteristics

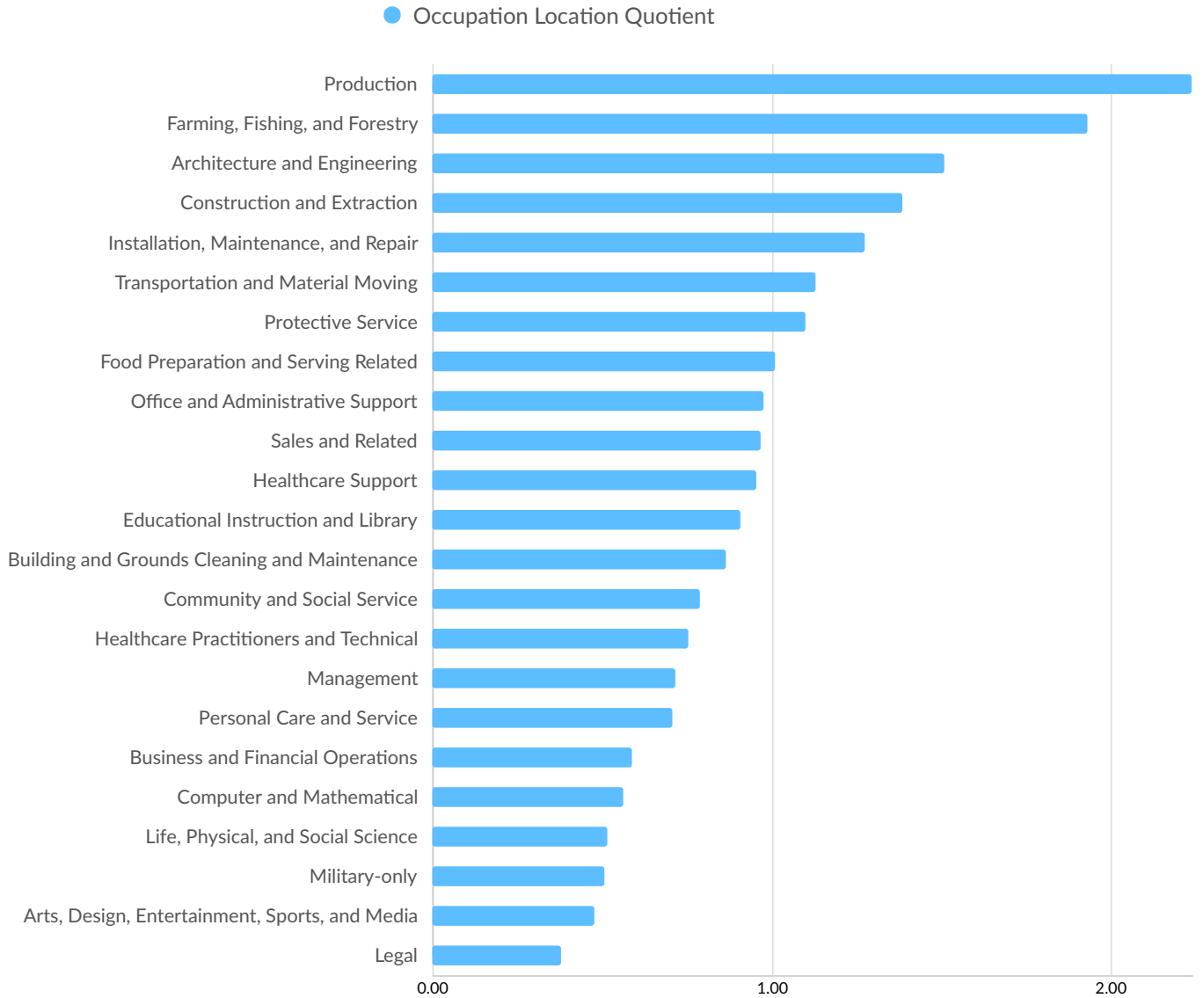
## Largest Occupations



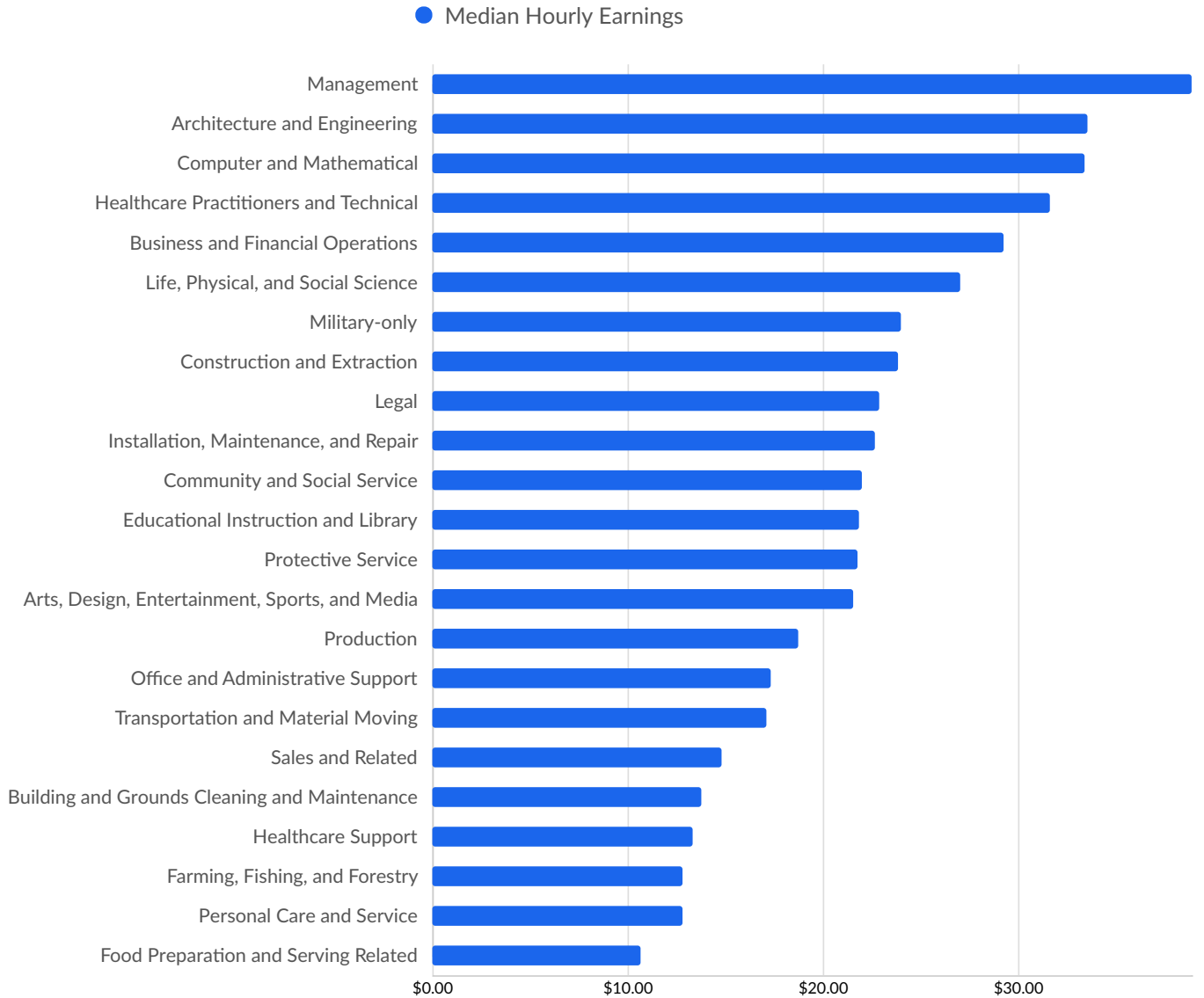
## Top Growing Occupations



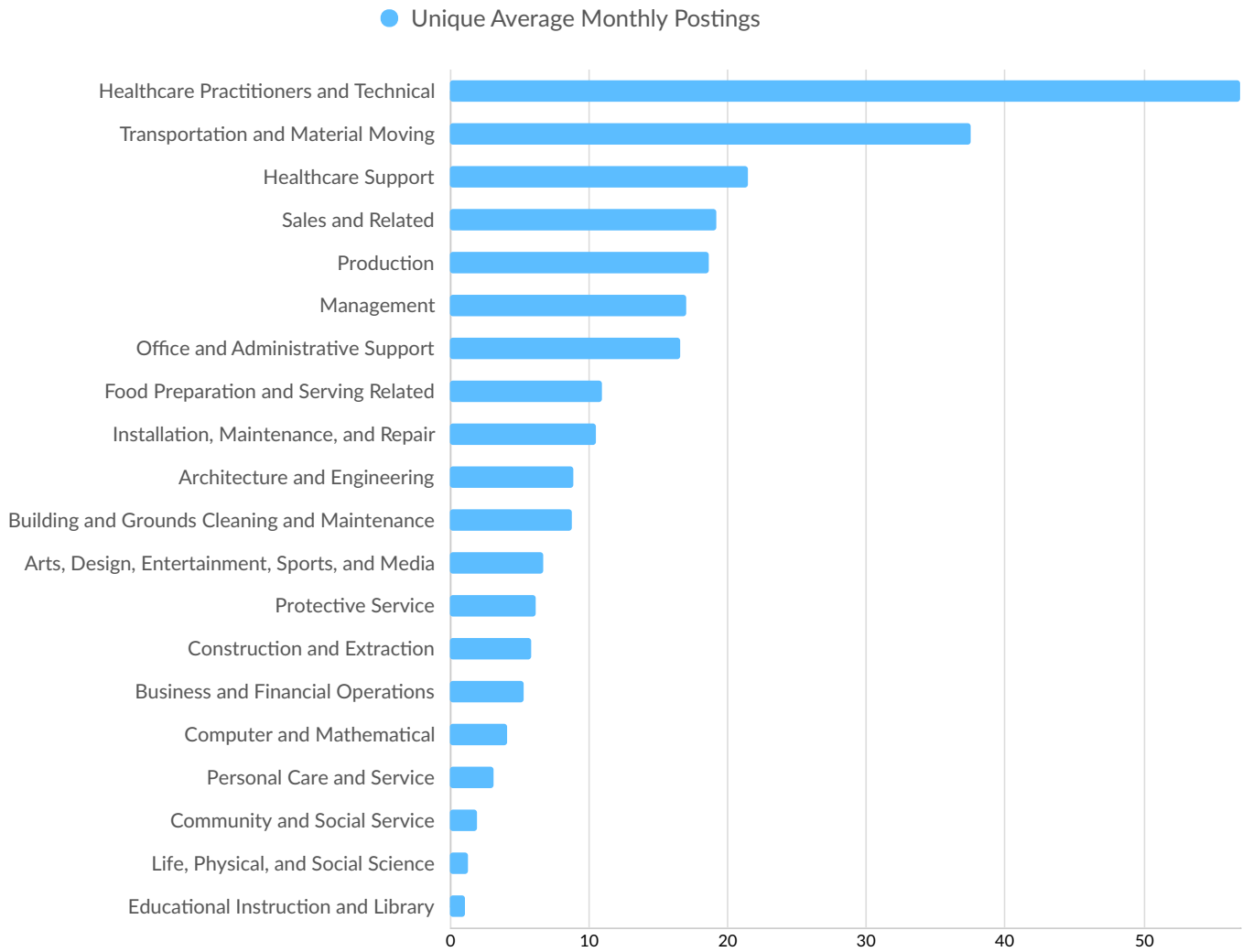
## Top Occupation Location Quotient



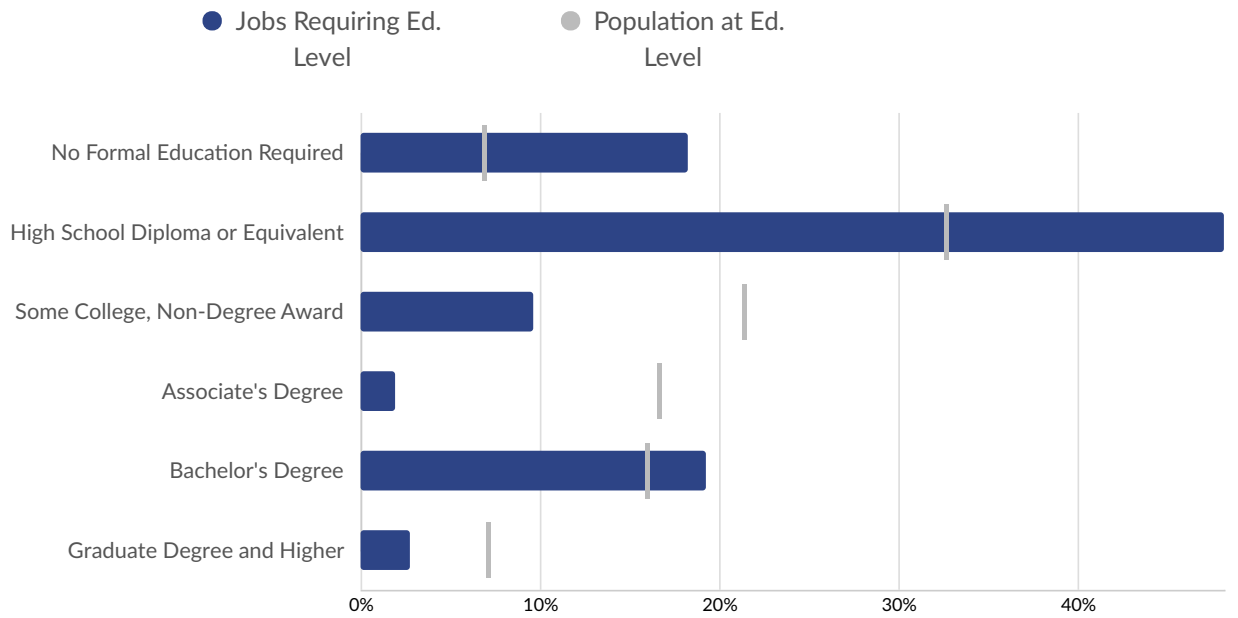
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

