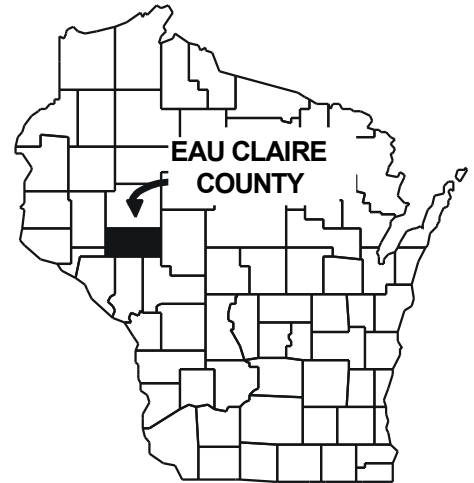


# Eau Claire County

## ECONOMIC PROFILE

### County Population Projections

	2010	2020	2025	2030	2035	2040
County Population	98,736	104,132	106,750	109,005	110,400	111,610
Percent Change		5.5	2.5	2.1	1.3	1.1
Male	48,351	51,597	52,500	53,655	54,430	55,010
Female	50,385	52,535	54,250	55,350	55,970	56,600
Minority	6,790	9,464	NA	NA	NA	NA
Percent Minority	6.9	9.1	NA	NA	NA	NA
Age Under 5	5,859	5,707	6,240	6,430	6,610	6,810
Age 5-9	5,674	6,158	6,060	6,240	6,420	6,610
Age 10-14	5,698	5,730	6,190	6,400	6,550	6,690
Age 15-19	8,284	8,012	8,580	8,350	8,530	8,510
Age 20-24	12,373	12,364	12,170	12,570	12,000	12,110
Age 25-34	13,131	14,198	12,910	12,910	13,250	13,100
Age 35-44	10,881	11,893	11,810	11,510	11,390	11,370
Age 45-54	12,918	11,468	10,720	11,510	11,610	11,320
Age 55-59	6,173	6,446	5,460	5,070	5,380	5,860
Age 60-64	5,310	6,098	6,160	5,290	4,920	5,240
Age 65-74	6,222	9,544	11,270	11,440	10,720	9,700
Age 75-84	4,172	4,429	6,860	8,460	9,150	9,490
Age 85+	2,041	2,085	2,320	2,825	3,870	4,800



PREPARED BY THE  
WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

January, 2022

Source: 2010 Census; 2020 American Community Survey 5-Year Estimates; Wisconsin DOA Population Projections, 2013

### Municipal Population

	1980	1990	2000	2010	2021	Percent Change			
						1980-90	1990-00	2000-10	2010-21
Eau Claire+	51,509	56,806	61,704	65,931	68,912	10.3	8.6	6.9	4.5
Altoona	4,393	5,889	6,698	6,706	8,651	34.1	13.7	0.1	29.0
Augusta	1,560	1,510	1,460	1,550	1,517	-3.2	-3.3	6.2	-2.1
Fall Creek	1,148	1,080	1,236	1,315	1,275	-5.9	14.4	6.4	-3.0
Fairchild	577	504	564	550	537	-12.7	11.9	-2.5	-2.4

Source: 1980, 1990, 2000 and 2010 Census and Wisconsin DOA 2021 Estimates

### Per Capita Personal Income

	2017	2018	2019	2020	Percent Change		
					2017-18	2018-19	2019-20
Eau Claire County	\$45,852	\$48,487	\$49,851	\$52,141	5.7	2.8	4.6
Wisconsin	\$49,264	\$51,628	\$53,227	\$55,593	4.8	3.1	4.4
United States	\$52,118	\$54,606	\$56,490	\$59,510	4.8	3.5	5.3

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

## Consumer Expenditures by County (total \$ooo's)

Total		Total	
Shelter	\$532,331	Contributions	\$80,492
Transportation	\$462,966	Education	\$71,255
Food and Beverages	\$374,084	Gifts	\$60,375
Health Care	\$216,907	Miscellaneous Expenses	\$47,544
Utilities	\$189,840	Personal Care	\$33,906
Entertainment	\$141,565	Personal Insurance	\$17,316
Household Operations	\$98,206	Tobacco	\$15,981
Household Furnishings	\$88,137	Reading	\$5,497
Apparel	\$88,101		

Source: Applied Geographic Solutions, 2021

## Government Finances

2020	County	State
Full Equalized County Valuation (\$000)	\$9,899,767	\$613,136,908
Net Property Tax (\$000)	\$168,133	\$11,076,939
Full Value Tax Rate per \$1,000 Valuation	\$16.98	\$18.07
Per Capita Property Tax	\$1,617.30	\$1,892.01

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

## Civilian Labor Force

County Totals	2016	2020
Employed	56,769	55,064
Unemployed	1,959	3,235
Total Labor Force	58,728	58,299
Average County Unemployment Rate	3.3%	5.5%
Average State Unemployment Rate	3.9%	6.3%
Average U.S. Unemployment Rate	4.9%	8.1%

Source: Wisconsin Dept. of Workforce Development

## Housing

	County
Housing Units	44,419
2021 Estimated Housing Units	46,595
Owner Occupied Units	26,688
Renter Occupied Units	14,914
Persons/Owner Occupied Unit	2.5
Persons/Renter Occupied Unit	2.2
Median Value of Housing	\$180,000
Median Monthly Gross Rent	\$818

Source: 2016-2020 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2021

## Representative Wage Rates

Position	2020 Hourly Rate	
	Mean	Median
Bartenders	\$10.57	\$9.28
Bookkeeping/Accounting/Auditing	\$19.64	\$19.18
Cashiers	\$11.97	\$11.70
Computer Programmers	\$35.20	\$34.00
Electricians	\$31.26	\$34.13
Healthcare Social Workers	\$23.34	\$23.09
Licensed Practical/Vocational Nurse	\$22.12	\$22.02
Machinery Maintenance Workers	\$27.22	\$27.91
Nursing Assistants	\$13.80	\$13.92
Office Clerk, General	\$17.04	\$16.65
Order Clerks	\$16.87	\$16.91
Physical Therapists	\$46.23	\$44.19
Secretaries/Administrative Assistants	\$27.58	\$27.97
Truck Drivers-Heavy/Tractor Trailer	\$23.25	\$22.26
Waiter and Waitresses	\$10.96	\$9.51
Welder/Cutter/Solderer/Brazer	\$22.05	\$20.92

Source: Bureau of Labor Statistics, May 2020

## Building Permits

County Residential	2016	2020
Single Family	211	232
Total Units	417	682
Value	\$81,943,476	\$127,864,048

Source: Bureau of the Census

## Employment by Industry

	2016-2020 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	878	1.6
Construction	2,334	4.1
Manufacturing	7,331	13.0
Wholesale Trade	1,158	2.0
Retail Trade	8,802	15.6
Transportation and Warehousing, and Utilities	3,336	5.9
Information	1,010	1.8
Finance and Insurance/Real Estate/Rental and Leasing	3,540	6.3
Services (Professional/Educational/Entertainment/Other)	26,545	46.9
Public Administration	1,640	2.9
<b>TOTAL*</b>	<b>56,574</b>	<b>100.0</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: 2016-2020 American Community Survey 5-Year Estimates

## Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2018	2028	
<b>Total, All Nonfarm Industries</b>	<b>222,885</b>	<b>235,100</b>	<b>5.5</b>
Mining/Natural Resources	4,738	4,937	4.2
Manufacturing	36,716	37,701	2.7
Construction	8,499	9,935	16.9
Trade, Transportation and Utilities	40,223	42,442	5.5
Information	1,607	1,558	-3.0
Financial Activities (finance/insurance/real estate/rental and leasing)	7,112	7,360	3.5
Professional and Business Services (professional/management/remediation)	15,662	16,725	6.8
Educational and Health Services (including State/Local Government)	50,932	55,056	8.1
Leisure and Hospitality	21,133	22,930	8.5
Other Services (except Government)	8,380	8,629	3.0
Government	11,723	11,733	0.1
Self-Employed and Unpaid Family Workers (all jobs)	16,160	16,094	-0.4

\*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 2020

## Largest Employers

Employer	Industry Type	Employees
Mayo Clinic Health System-Eau Claire	General medical and surgical hospitals	1,000+
Menard, Inc.	Home centers	1,000+
Menard, Inc. Distribution Center	Advertising material distribution services	1,000+
Sacred Heart Hospital	General medical and surgical hospitals	1,000+
United Healthcare Community Plan	All other telecommunications	500-999
Hutchinson Technology, Inc.	Totalizing fluid meter and counting device manufacturing	500-999
WalMart Supercenter	Department stores	250-499
Hahn City LLC	All other information services	250-499
Metropolis Resort and Conference	All other amusement and recreation industries	250-499
Eau Claire Press Company	Periodical publishers	250-499
IDEXX Laboratories, Inc.	In-vitro diagnostic substance manufacturing	250-499
LE Phillips Career Development Center	All other business support services	250-499
Limo Cab	Taxi service	250-499
Midwest Manufacturing	Other millwork, including flooring	250-499
Cascades Tissue Group	Paper mills (except newsprint)	250-499
Precision Pipeline LLC	Oil and gas pipelines and related structures construction	250-499
Target	Department stores	250-499
Festival Foods	Supermarkets and other grocery stores (except convenience)	250-499

Source: Wisconsin DWD; Major employers were extracted from Data Axle 2020

# Recreational Highlights

Swimming Pools (indoor/outdoor)	5/1	Cross-Country Ski Trails (miles)	32.4
Beaches (public)	8	Hunting Areas (public acres)	54,832
Picnicking (tables/shelters)	670/56	Campgrounds/Sites (public & private)	10/392
Field Sports/Playgrounds	316	Off-Road Bike Trails (miles)	47
Horseback Riding Trails (miles)	22	Hiking/Nature Trails (miles)	7.2
Golf Courses	5	Canoeing (miles)	40
Bicycling Trails (miles)	45	Ice Skating Rinks (indoor/outdoor)	11/2
Snowmobile Trails (miles)	181	Disc Golf Courses	2
ATV Trails/Routes (miles)	30	Dog Park	1

An asset to Eau Claire County, the 200+ acre Beaver Creek Reserve, an environmental education and interpretative center, encompasses the Eau Claire Youth Camp, Wise Nature Center, and Hobbs Observatory. The Chippewa River Recreation Trail winds along the Chippewa River and connects with the Red Cedar State Trail to provide a scenic recreational trail system of approximately 80 miles that, when fully completed, will connect Menomonie, Durand, Eau Claire, Chippewa Falls, and Cornell. Eau Claire County also has seven wonderful county parks that offer beaches, fishing, camping, boating, and much more.

Located in the center of the City of Eau Claire, the 132-acre Carson Park is surrounded by Half Moon Lake and features a sports stadium and athletic fields, lighted tennis courts, horseshoe courts, the Chippewa Valley Museum, and the Paul Bunyan Logging Camp and Interpretive Center. The City also operates a zero-depth outdoor swimming pool and 155 ft. water slide and organizes many softball, volleyball, basketball, soccer, gymnastics and other recreation leagues. The Chippewa and Eau Claire Rivers provide some of the most beautiful rural and urban areas for the enjoyment of its residents and visitors.

Source: Eau Claire County Outdoor Recreation Plan, 2016-2020

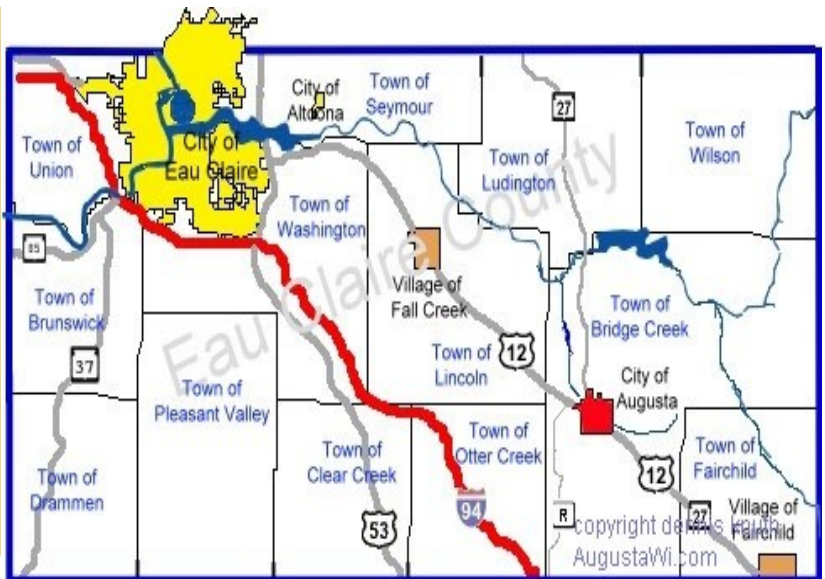
# Industrial Parks/Sites

The following is a list of industrial and business parks in Eau Claire County:

- Altoona Business Park—Altoona
- Augusta Business Park—Augusta
- Chippewa valley Industrial Park—Eau Claire
- Fall Creek Business Park—Fall Creek
- Gateway Business Park NW—Eau Claire
- Gateway Business Park West—Eau Claire
- Skypark Industrial Center—Eau Claire

For more information, visit the Eau Claire Area Economic Development Corporation website at [eauclaire-wi.com](http://eauclaire-wi.com) or contact:

Luke Hanson, Executive Director  
 Eau Claire Area Economic Development Corporation  
 715-471-6142  
[luke.hanson@eauclaire-wi.com](mailto:luke.hanson@eauclaire-wi.com)



# Miscellaneous

**HIGHWAYS**—Eau Claire County is served by an extensive network of Interstate, U.S. and State Trunk Highways. I-94, USH 53 and access to STH 29 form the backbone of this 4-lane system, providing ready access in every direction. In addition, USH 12, STH 37, STH 93, STH 312 and STH 124 provide a high quality secondary road network connecting local communities to the Eau Claire Urban Area.

**RAIL SERVICE**—The Union Pacific Railroad serves Altoona, Augusta, Eau Claire, Fairchild and Fall Creek with a mainline connection between Minneapolis-St. Paul and Chicago.

**AIR SERVICE**—The Chippewa Valley Regional Airport on the north side of the City of Eau Claire is a scheduled commercial service facility meeting the following specifications: *Elevation:* 907; *Runways:* 8,000 ft. (concrete) and 5,000 ft. (concrete/asphalt); *Lights:* HIRL, MIRL; *NavAids:* ILS, FSS, REIL, NDS; and a navigational tower. United Airlines/SkyWest Airlines currently connects Eau Claire with O’Hare International Airport in Chicago with two daily flights.

**BUS SERVICE**—Greyhound intercity bus lines connect Eau Claire to major cities along I-94. MegaBus provides additional service between the Twin Cities and Green Bay along the STH 29 corridor. The Eau Claire City Transit System operates 22 buses on fifteen routes in the cities of Eau Claire and Altoona.

**EDUCATIONAL FACILITIES**—The University of Wisconsin-Eau Claire offers over 40 major undergraduate programs in arts and science, nursing, teaching, and business administration, and also has a School of Graduate Studies. The Chippewa Valley Technical College serves the technical training needs of the entire area with numerous associate degree and vocational education programs.