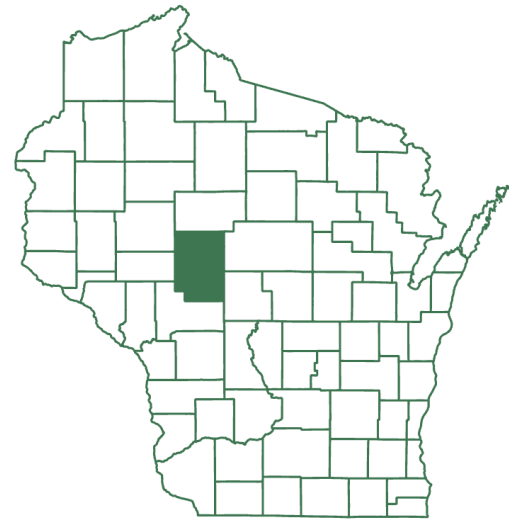


# Clark County

## Economic Profile

### DEMOGRAPHICS

County Population	2020	2023	2024	2030	2040	2050
Total Population	34,659	34,736	34,739	34,875	36,005	37,690
Percent Change	-	0.22%	0.23%	0.39%	3.14%	4.47%
Male	17,534	17,753	17,738	17,575	18,030	18,765
Female	17,125	16,983	17,001	17,300	17,975	18,925
Minority	2,687	2,638	2,638	NA	NA	NA
Percent Minority	7.8%	7.6%	7.6%	NA	NA	NA
Under 5	2,674	2,846	2,839	3,305	3,615	4,185
5-9 years	2,786	2,933	2,987	3,130	3,505	3,980
10-14	2,922	2,761	2,698	2,650	3,320	3,640
15-19	2,472	2,655	2,627	2,425	2,770	3,110
20-24	1,906	1,994	2,019	1,980	1,825	2,290
25-34	3,620	3,479	3,588	3,675	3,785	3,875
35-44	3,634	3,662	3,616	3,440	3,555	3,670
45-54	3,755	3,777	3,735	3,450	3,315	3,435
55-59	2,323	2,338	2,224	1,715	1,685	1,515
60-64	2,349	2,381	2,422	1,795	1,610	1,650
65-75	3,463	3,499	3,613	3,995	3,075	2,895
75-84	1,908	1,532	1,601	2,520	2,965	2,280
85+	847	879	770	795	980	1,165



Source: U.S. Census Bureau (P1 and DPI), Wisconsin DOA 2025 Estimates.

Municipal Population	Percent Change										
	1980	1990	2000	2010	2020	2025	1980 - 1990	1990 - 2000	2000 - 2010	2010 - 2020	2020 - 2024
City of Abbotsford*	1,401	1,409	1,412	1,616	1,665	1,849	0.6%	0.2%	14.4%	3.0%	11.1%
City of Colby*	1,151	1,116	1,156	1,354	1,275	1,260	-3.0%	3.6%	17.1%	-5.8%	-1.2%
City of Greenwood*	1,124	969	1,079	1,026	1,058	1,079	-13.8%	11.4%	-4.9%	3.1%	2.0%
City of Loyal*	1,252	1,205	1,308	1,261	1,203	1,192	-3.8%	8.5%	-3.6%	-4.6%	-0.9%
City of Neillsville	2,780	2,680	2,731	2,463	2,384	2,360	-3.6%	1.9%	-9.8%	-3.2%	-1.0%
City of Owen	998	895	936	940	916	917	-10.3%	4.6%	0.4%	-2.6%	0.1%
City of Stanley*	0	0	0	6	0	140	(NA)	(NA)	(NA)	-100.0%	(NA)
City of Thorp	1,635	1,657	1,536	1,621	1,795	1,777	1.3%	-7.3%	5.5%	10.7%	-1.0%
Village of Curtiss	127	173	198	216	292	297	36.2%	14.5%	9.1%	35.2%	1.7%
Village of Dorchester*	613	697	823	871	846	842	13.7%	18.1%	5.8%	-2.9%	-0.5%
Village of Granton	399	379	406	355	381	370	-5.0%	7.1%	-12.6%	7.3%	-2.9%
Village of Unity*	166	196	163	139	151	149	18.1%	-16.8%	-14.7%	8.6%	-1.3%
Village of Withee	509	503	508	487	506	513	-1.2%	1.0%	-4.1%	3.9%	1.4%

Source: 1980, 1990, 2000, 2010, and 2020 U.S. Census Bureau, Wisconsin DOA Estimates.

\*Note: Includes portion in Clark County only.

Per Capita Personal Income	Percent Change						
	2021	2022	2023	2024	2021-22	2022-23	2023-24
Clark County	\$50,435	\$50,199	\$51,325	\$54,674	-0.5%	2.2%	6.5%
Wisconsin	\$60,699	\$61,831	\$64,872	\$67,755	1.9%	4.9%	4.4%
United States	\$60,699	\$61,831	\$64,872	\$67,755	1.9%	4.9%	4.4%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis. \*Note: Total 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).

## HOUSING & ECONOMY

Housing Metrics	Clark County
2024 Housing Units	14,961
2024 Estimated Housing Units	15,174
Owner-Occupied Units	10,082
Renter-Occupied Units	2,757
Persons per Owner-Occupied Unit	2.8
Persons per Renter-Occupied Unit	2.4
Median Value of Housing	\$172,800
Median Monthly Gross Rent	\$823

Source: 2024 American Community Survey 5-Year Estimates, 2025 Wisconsin DOA Housing Estimates

### Number of Building Permits

County Residential	2019	2023
Single Family	44	72
Total Units	44	109
Value	\$8,402,396	\$29,250,901

Source: U.S. Census Bureau Building Permit Survey, 2024

### Consumer Expenditure (per household)

Commodity	Total
Tax and Retirement	\$19,666
Transportation	\$15,911
Shelter	\$14,550
Health Care	\$6,691
Grocery	\$6,447
Entertainment	\$5,337
Utilities	\$4,621
Food Away From Home	\$4,080
Contributions	\$2,852
Household Furnishings and Equipment	\$2,456
Education	\$2,056
Household Operations	\$1,742
Apparel	\$1,720
Miscellaneous Expenses	\$1,588
Personal Care	\$1,248
Alcoholic Beverages	\$562
Tobacco and Related	\$525
<b>Total Expenditures</b>	<b>\$92,052</b>

Source: Applied Geographic Solutions, 2024

Government Finances	County	State
Full Equalized County Valuation (\$000)	\$3,467,888	\$907,414,717
Net Property Tax (\$000)	\$55,547	\$12,362,610
Full Value Tax Rate per \$1,000 Valuation	\$17.29	\$15.03
Per Capita Property Tax	\$1,587.00	\$2,064.13

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

Civilian Labor Force	2020	2025
Total Employed	17,289	17,357
Total Unemployed	16,471	16,831
Total Labor Force	818	527
County Average Unemployment Rate	4.7%	3.0%
Wisconsin Average Unemployment Rate	6.4%	3.2%
U.S. Average Unemployment Rate	8.1%	4.3%

Source: Wisconsin Department of Workforce Development

Representative Wage Rates	2023 Hourly Rate	
	Mean	Median
Bartenders	\$11.58	\$10.65
Bookkeeping/Accounting/Auditing	\$23.00	\$22.99
Cashiers	\$14.78	\$14.46
Computer Programmers	\$46.26	\$39.58
Electricians	\$32.91	\$32.57
Healthcare Social Workers	\$29.76	\$29.17
Licensed Practical/Vocational Nurse	\$29.53	\$29.39
Machinery Maintenance Workers	\$30.71	\$30.14
Nursing Assistants	\$20.63	\$20.35
Office Clerk, General	\$21.24	\$21.21
Physical Therapists	\$48.20	\$48.85
Secretaries/Administrative Assistants	\$30.00	\$29.60
Tellers	\$20.13	\$19.61
Truck Drivers-Heavy/Tractor Trailer	\$26.36	\$27.68
Waiter and Waitresses	\$13.40	\$13.23
Welder/Cutter/Solderer/Brazer	\$25.26	\$24.36

Source: Bureau of Labor Statistics, 2024

Employment by Industry	Employees	% of Total
Agriculture, Forestry, Fishing, Hunting, Mining	1,780	11.8%
Construction	1,311	8.7%
Manufacturing	3,631	24.1%
Wholesale Trade	257	1.7%
Retail Trade	1,673	11.1%
Transportation and Warehousing, and Utilities	947	6.3%
Information	68	0.5%
Finance, Insurance, Real Estate, Rental and Leasing	461	3.1%
Services (Professional, Educational, Entertainment, Other)	4,350	28.9%
Public Administration	582	3.9%
<b>Total Employment</b>	<b>15,060</b>	<b>100.0%</b>

Source: 2024 American Community Survey 5-Year Estimates.

\* Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.

Industry Employment Projections (West Central WI)	Estimated Employment*		% Change
	2022	2032	
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%
Education 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%
<b>Total, All Nonfarm Industries</b>	<b>221,430</b>	<b>242,223</b>	<b>9.4%</b>

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development (Dec. 2024)

\*Note: Employment is a count of jobs rather than people, and includes all part and full-time nonfarm jobs.

### Industry Employment Projections

Employer	Industry Type	Employees
Aspirus Stanley Hospital	Hospitals	500-999
Grassland Dairy Products Inc	Creameries (mfrs)	250-499
Cummins Filtration	Air Purification & Filtration Equipment	250-499
Lynn Dairy Inc	Dairies (milk)	100-249
Meyer Manufacturing Corp	Farm Equipment (wholesale)	100-249
Colonial Health-Rehab-Colby	Nursing & Convalescent Homes	100-249
Kerry Ingredients & Flavours	Food Products (wholesale)	100-249
Haas Sons Inc	Trucking-Dump	100-249
Wisconsin Bench	Furniture & Fixtures NEC (mfrs)	100-249
Clark County Board Chairman	Government Offices-County	100-249
Figi's Co Inc	Gift Baskets & Parcels	100-249
Marshfield Medical Ctr-Neillsville	Hospitals	100-249
OEM Fabricators	Steel-Structural (mfrs)	100-249
Midcountry Homes	Home Builders	100-249
Thorp Equipment Inc	Farm Equipment-Manufacturers	100-249
Abbyland Pork Pack Inc	Pork Products (mfrs)	100-249
Clark County Rehab & Living	Nursing & Convalescent Homes	100-249
Colby School District	School Districts	100-249
Land O'Lakes Inc	Cheese Processors (mfrs)	50-99
Abbotsford Elementary School	Schools	50-99
Di LLC	Linings-Draperies (mfrs)	50-99
Oakbrook Health & Rehab	Nursing & Convalescent Homes	50-99
Wakefield Midwest Inc	Aluminum Extruded Products (mfrs)	50-99
Greenwood School District	School Districts	50-99
Granton Area School District	School Districts	50-99

Source: Wisconsin Department of Workforce Development; Major Employers extracted from Data Axle

## 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 County forest provides 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, as well as six lakes. 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. Other recreational opportunities include golf courses, disc golf, and a winter complex for downhill-skiing. Parks and recreational areas such as the Levis Mound Recreational Area and Snyder Park and Campground provide many choices for camping, picnicking, and swimming with a variety of amenities available. For more information: Chippewa County: <https://www.clarkcountywi.gov>

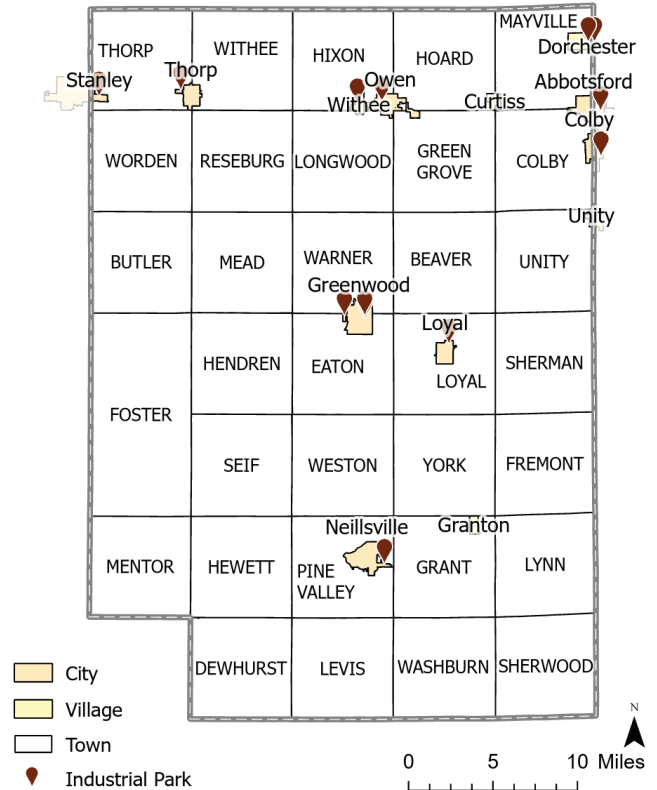
Source: Clark County Outdoor Recreation Plan, 2016-2021.

## Industrial and Business Parks/Sites

Park or Site Name	Site Location (Municipality)
Abbotsford Industrial Park	City of Abbotsford
Baird Street Industrial Park	City of Greenwood
CECO Industrial Park	City of Greenwood
Colby Industrial Park	City of Colby
Dorchester Industrial Park #1	Village of Dorchester
Dorchester Industrial Park #2	Village of Dorchester
Loyal Industrial Park	City of Loyal
Neillsville Industrial Park	City of Neillsville
New Way Community Park	City of Greenwood
Owen East Industrial Park	City of Owen
Stanely Industrial Park	City of Stanley
Throp West Side Industrial Park	City of Thorp
Withee Industrial Park	Village of Withee

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

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



## Community Facilities and Utilities

<b>Highways</b>	Clark County is served by a network of U.S. and State Highways. STH 73 runs north and south through the County's central region, with STH 13 running north-south along the County's eastern border. U.S. Highway 10 and State Highways 95, 29, 73 and 98 provide east-west routes through the County. State Highway 29 is a 2-lane corridor until the Interstate 94 – USH 12 interchange, which begins the 4-lane corridor to Green Bay. U.S. Highway 12 branches from USH 10 and runs north-south through the southwestern corner of the County. Clark County has numerous highway accessibilities to the major neighboring urban areas of Eau Claire, Wausau, Marshfield, and Wisconsin Rapids.
<b>Rail Service</b>	Clark County communities served by rail include Abbotsford, Colby, Owen, Unity and Withee. The Canadian National (CN) Railroad runs diagonally through the County, connecting Superior to the Milwaukee and Chicago areas. Another CN line runs through Clark County from Owen westward, which connects to New Richmond and into Minnesota. The County's eastern border also has about 28 miles of Fox Valley & Superior Railroad (FOXY) rail from Medford southward into Spencer and onto Manitowoc.
<b>Air Service</b>	Clark County has one publicly-owned small general aviation airport located three miles east of the City of Neillsville along U.S. Highway 10. The Neillsville Municipal Airport is at an elevation of approximately 1,237 ft. and has 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.
<b>Bus Service</b>	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.
<b>Educational Facilities</b>	Clark County is served by several technical colleges: Northcentral District (Wausau) with a campus in Spencer; Mid-State District (Wisconsin Rapids) with a campuses in Marshfield and Stevens Point; 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, Stevens Point, and Wisconsin Rapids, in addition to the two-year university branch facility in Marshfield, provide associate, bachelor and master degree programs to many Clark County residents.