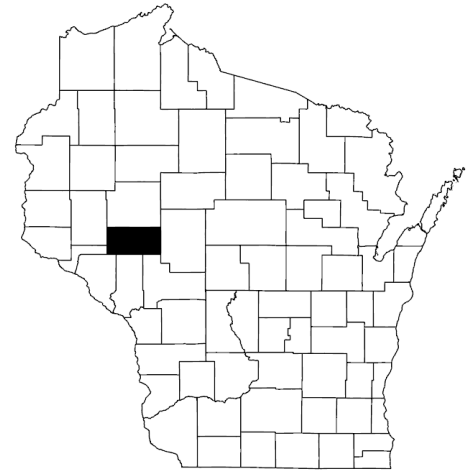


Eau Claire County

ECONOMIC PROFILE

County Population Projections

	2020	2022	2023	2030	2040	2050
County Population	105,710	105,697	106,328	110,405	114,945	118,625
Percent Change		- 0.01	0.58	3.69	3.95	3.10
Male	51,911	52,562	52,772	54,180	56,475	58,305
Female	53,799	53,135	53,556	56,225	58,470	60,320
Minority	12,433	11,004	11,890	NA	NA	NA
Percent Minority	11.8	10.4	11.2	NA	NA	NA
Age Under 5	5,898	5,434	5,440	5,835	6,385	6,265
Age 5-9	6,178	5,617	5,547	5,935	6,205	6,240
Age 10-14	6,263	6,443	6,576	6,230	6,250	6,855
Age 15-19	8,426	8,276	8,444	9,075	8,840	9,260
Age 20-24	10,823	12,562	12,107	11,710	11,820	11,890
Age 25-34	14,394	13,851	13,898	13,415	14,725	14,630
Age 35-44	12,618	12,613	13,074	13,695	12,950	14,245
Age 45-54	10,830	11,182	11,089	12,375	13,650	12,945
Age 55-59	6,300	6,056	5,867	5,015	6,535	6,365
Age 60-64	6,086	6,434	6,652	5,180	5,360	6,765
Age 65-74	10,513	10,142	10,460	11,080	9,325	10,910
Age 75-84	5,026	5,024	5,192	8,205	8,885	7,475
Age 85+	2,355	2,063	1,982	2,655	4,015	4,780



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
Altoona	4,393	5,889	6,698	6,706	8,293	9,627	34.1	13.7	0.1	23.7	16.1
Augusta	1,560	1,510	1,460	1,550	1,567	1,535	- 3.2	- 3.3	6.2	1.1	- 2.0
Eau Claire *	49,852	55,130	59,794	63,950	67,238	70,651	10.6	8.5	7.0	5.1	5.1
Fairchild	577	504	564	550	451	443	- 12.7	11.9	- 2.5	- 18.0	- 1.8
Fall Creek	1,148	1,080	1,236	1,315	1,422	1,428	- 5.9	14.4	6.4	8.1	0.4
Lake Hallie *	0	0	0	0	0	0	NA	NA	NA	NA	NA

*Includes portion in Eau Claire County only.

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

Per Capita Personal Income

	2019	2020	2021	2022	Percent Change		
					2020-219	2021-22	2022-23
Eau Claire County	\$51,751	\$56,593	\$58,235	\$60,575	9.4	2.9	4.0
Wisconsin	\$55,435	\$60,465	\$61,992	\$64,976	91.1	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

Consumer Expenditures by County (per household)

	Total		Total
Shelter	\$14,674	Contributions	\$2,292
Transportation	\$12,635	Education	\$2,076
Food and Beverages	\$10,190	Gifts	\$1,728
Health Care	\$5,882	Miscellaneous Expenses	\$1,318
Utilities	\$5,086	Personal Care	\$932
Entertainment	\$3,933	Personal Insurance	\$488
Household Operations	\$2,726	Tobacco	\$415
Household Furnishings	\$2,448	Reading	\$152
Apparel	\$2,433		

Source: Applied Geographic Solutions, 2024

Government Finances

2023	County	State
Full Equalized County Valuation (\$000)	\$13,435,818	\$842,653,653
Net Property Tax (\$000)	\$190,219	\$11,891,743
Full Value Tax Rate per \$1,000 Valuation	\$15.39	\$15.53
Per Capita Property Tax	\$1,748.22	\$1,998.14

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

Civilian Labor Force

County Totals	2019	2024
Employed	57,312	59,814
Unemployed	1,726	1,660
Total Labor Force	59,038	61,474
Average County Unemployment Rate	2.9%	2.7%
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	45,818
2024 Estimated Housing Units	48,447
Owner Occupied Units	27,183
Renter Occupied Units	16,078
Persons/Owner Occupied Unit	2.5
Persons/Renter Occupied Unit	2.1
Median Value of Housing	\$242,400
Median Monthly Gross Rent	\$977

Source: 2022 and 2023 American Community Survey 5-Year Estimates; 2024 DOA Housing Estimates

Building Permits

County Residential	2019	2023
Single Family	262	149
Total Units	453	1,145
Value	\$86,279,769	\$224,795,992

Source: U.S. Census Bureau Building Permit Survey

Representative Wage Rates

	2023 Hourly Rate	
Position	Mean	Median
Bartenders	\$12.41	\$10.53
Bookkeeping/Accounting/Auditing	\$22.20	\$22.07
Cashiers	\$14.28	\$14.19
Computer Programmers	\$40.03	\$35.91
Electricians	\$33.38	\$36.93
Healthcare Social Workers	\$30.77	\$29.71
Licensed Practical/Vocational Nurse	\$26.84	\$27.00
Machinery Maintenance Workers	\$29.73	\$29.42
Nursing Assistants	\$18.97	\$18.02
Office Clerk, General	\$19.92	\$19.16
Physical Therapists	\$45.60	\$47.21
Secretaries/Administrative Assistants	\$29.60	\$28.83
Tellers	\$19.74	\$18.81
Truck Drivers-Heavy/Tractor Trailer	\$24.53	\$24.25
Waiter and Waitresses	\$14.52	\$12.77
Welder/Cutter/Solderer/Brazer	\$24.37	\$23.50

Source: Bureau of Labor Statistics, 2023

Employment by Industry

	2023 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	981	2.8
Construction	2,101	5.9
Manufacturing	8,262	23.2
Wholesale Trade	902	2.5
Retail Trade	9,084	25.5
Transportation and Warehousing, and Utilities	3,359	9.4
Information	1,078	3.0
Finance and Insurance/Real Estate/Rental and Leasing	3,839	10.8
Services (Professional/Educational/Entertainment/Other)	4,397	12.3
Public Administration	1,644	4.6
TOTAL*	35,647	100.0

*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	
Total, All Nonfarm Industries	221,430	242,223	9.4
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
Menard Inc	Home Centers	10,000+
University of Wi-Eau Claire	Schools-Universities & Colleges Academic	1,000-4,999
Menard Inc	Distribution Services	1,000-4,999
Mayo Clinic Health Syst-Eau	Hospitals	1,000-4,999
Midwest Manufacturing	Building Materials-Manufacturers	1,000-4,999
United Healthcare	Insurance	500-999
Nestle USA	Food Products & Manufacturers	500-999
Hutchinson Technology Inc	Electro Mechanical Systems (mfrs)	500-999
City of Eau Claire	City Government-Executive Offices	500-999
Cascades Tissue Group	Paper-Manufacturers	250-499
Eau Claire Press Co	Periodicals-Publishing & Printing (mfrs)	250-499
L E Phillips Career Devmnt Ctr	Packing & Crating Service	250-499
Festival Foods	Grocers-Retail	250-499
IDEXX Laboratories Inc	In-Vitro/In-Vivo Diagnostic Sbstnc	250-499
Target	Department Stores	250-499
Walmart Supercenter	Department Stores	250-499
Precision Pipeline LLC	Pipe Line Contractors	250-499
Limo Cab	Taxicabs & Transportation Service	250-499
Hahn City LLC	Conference Centers	250-499
Midwest Manufacturing	Building Materials-Manufacturers	250-499

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

Recreational Highlights

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.

For more information: <https://www.eauclairecounty.gov>

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

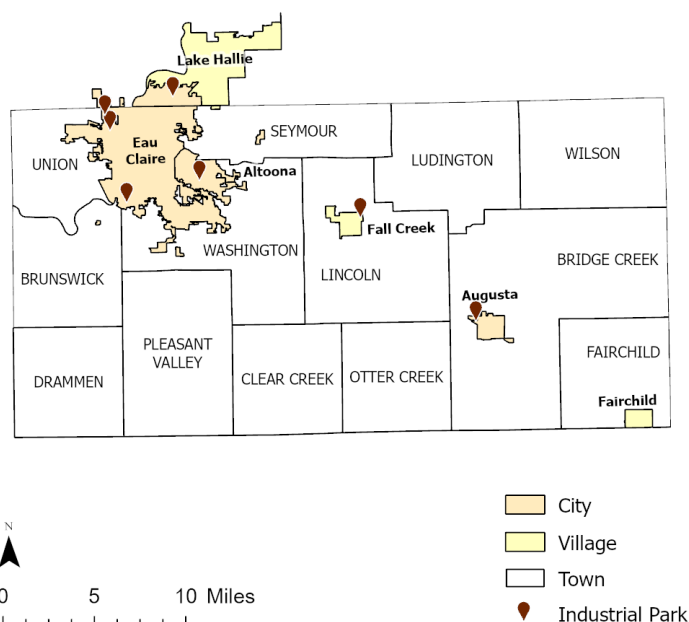
Industrial Parks/Sites

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

- Altoona Business Park—Altoona
- Augusta Industrial Park—Augusta
- Chippewa Valley Industrial Park—Eau Claire
- Fall Creek Business Park—Fall Creek
- Gateway Northwest Business Park—Eau Claire
- Gateway West Industrial Park—Eau Claire
- Sky Park Industrial Center—Eau Claire

For more information, visit the Eau Claire Area Economic Development Corporation website at eauclaire-wi.com or contact:

Luke Hanson, Executive Director
Eau Claire Area Economic Development Corporation
715-471-6142
luke.hanson@eauclaire-wi.com



Miscellaneous

HIGHWAYS—Eau Claire County is served by an extensive network of Interstate, U.S. and State Highways. I-94, USH 53 and access to STH 29 are 4-lane systems that provide 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. US Highway 53 along with State Highways 27, 37, and 93 run north-south throughout the County. US Highway 12 and State Highways 85 and 312 run east-west.

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*: 913 ft.; *Runways*: 8,100 ft. (concrete) and 5,000 ft. (concrete/asphalt); *Lights*: rotating Beacon (dusk to dawn), high, medium, and low-intensity runway lights; *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. Seasonal flights can be available through Sun Country Airlines for winter vacationers.

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 core routes in the cities of Eau Claire and Altoona.

EDUCATIONAL FACILITIES—The University of Wisconsin-Eau Claire offers 200+ major undergraduate programs in arts and science, nursing, health and human sciences, and business, as well as a School of Graduate Studies. The Chippewa Valley Technical College provides numerous associate degrees, over 100 vocational educational programs, 17 certificates, and two campuses in Eau Claire. In addition, Eau Claire has Immanuel Lutheran College, a private Christian college, and the Professional Hair Design Academy, a vocational cosmetology and hairstyling school.