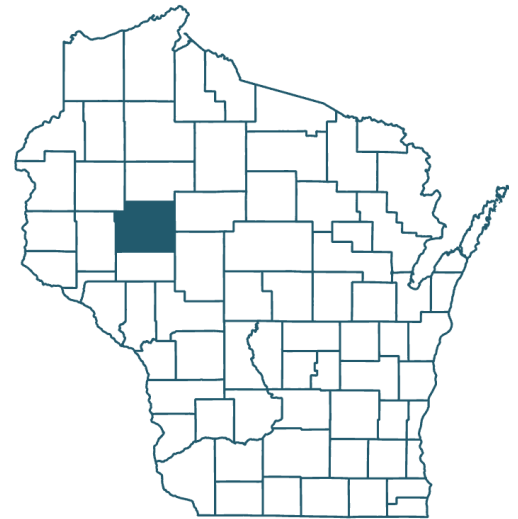


# Chippewa County

## Economic Profile

### DEMOGRAPHICS

County Population	2020	2023	2024	2030	2040	2050
Total Population	66,297	66,558	66,799	66,630	67,200	65,990
Percent Change	-	0.39%	0.76%	-0.25%	0.85%	-1.83%
Male	34,305	34,496	34,722	34,330	34,455	33,655
Female	31,992	32,062	32,077	32,300	32,745	32,335
Minority	5,432	4,602	4,602	NA	NA	NA
Percent Minority	8.2%	6.9%	6.9%	NA	NA	NA
<b>Age Distributions</b>						
Under 5	3,521	3,513	3,450	3,460	3,790	3,205
5-9 years	4,190	4,158	3,909	3,470	3,680	3,340
10-14	4,539	4,069	4,179	3,835	3,825	4,195
15-19	3,864	3,994	4,106	3,970	3,340	3,550
20-24	3,038	3,211	3,263	3,360	2,880	2,880
25-34	7,951	8,005	7,943	7,405	8,035	6,840
35-44	8,627	8,900	8,965	8,545	8,110	8,805
45-54	8,014	8,173	8,177	8,415	8,455	8,050
55-59	5,012	4,300	4,428	3,815	4,500	4,100
60-64	4,897	5,494	5,191	4,015	3,880	4,340
65-75	7,534	7,663	7,918	9,000	7,275	7,825
75-84	3,565	3,578	3,688	5,580	6,840	5,525
85+	1,545	1,500	1,582	1,760	2,590	3,335



Source: U.S. Census Bureau (P1 and DP1), Wisconsin DOA 2025 Estimates.

Municipal Population	1980	1990	2000	2010	2020	2025	Percent Change				
							1980 - 1990	1990 - 2000	2000 - 2010	2010 - 2020	2020 - 2024
City of Bloomer	3,342	3,180	3,347	3,539	3,683	3,732	-4.8%	5.3%	5.7%	4.1%	1.3%
City of Chippewa Falls	12,270	12,749	12,925	13,661	14,731	15,292	3.9%	1.4%	5.7%	7.8%	3.8%
City of Cornell	1,583	1,541	1,466	1,467	1,453	1,451	-2.7%	-4.9%	0.1%	-1.0%	-0.1%
City of Eau Claire*	1,657	1,676	1,910	1,981	2,183	2,398	1.1%	14.0%	3.7%	10.2%	9.8%
City of Stanley*	2,095	2,011	1,898	3,602	3,804	3,763	-4.0%	-5.6%	89.8%	5.6%	-1.1%
Village of Boyd	660	683	680	552	605	617	3.5%	-0.4%	-18.8%	9.6%	2.0%
Village of Cadott	1,247	1,328	1,345	1,437	1,498	1,492	6.5%	1.3%	6.8%	4.2%	-0.4%
Village of Lake Hallie	0	0	0	6,448	7,170	7,512	NA	NA	NA	11.2%	4.8%
Village of New Auburn	452	459	547	528	537	550	1.5%	19.2%	-3.5%	1.7%	2.4%

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

\*Note: Includes portion in Chippewa County only.

Per Capita Personal Income	2021	2022	2023	2024	Percent Change		
					2021-22	2022-23	2023-24
Chippewa County	\$53,928	\$54,933	\$57,457	\$59,758	1.9%	4.6%	4.0%
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	Chippewa County
2024 Housing Units	29,366
2024 Estimated Housing Units	29,949
Owner-Occupied Units	20,126
Renter-Occupied Units	7,013
Persons per Owner-Occupied Unit	2.5
Persons per Renter-Occupied Unit	2.0
Median Value of Housing	\$257,900
Median Monthly Gross Rent	\$963

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

### Number of Building Permits

County Residential	2019	2023
Single Family	120	133
Total Units	170	165
Value	\$32,695,175	\$52,147,583

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

### Consumer Expenditure (per household)

Commodity	Total
Tax and Retirement	\$22,462
Transportation	\$16,813
Shelter	\$15,193
Health Care	\$6,666
Grocery	\$6,399
Entertainment	\$5,563
Utilities	\$4,564
Food Away From Home	\$4,272
Contributions	\$3,089
Household Furnishings and Equipment	\$2,582
Education	\$2,204
Household Operations	\$1,806
Apparel	\$1,796
Miscellaneous Expenses	\$1,668
Personal Care	\$1,254
Alcoholic Beverages	\$594
Tobacco and Related	\$482
<b>Total Expenditures</b>	<b>\$97,407</b>

Source: Applied Geographic Solutions, 2024

Government Finances	County	State
Full Equalized County Valuation (\$000)	\$10,038,894	\$907,414,717
Net Property Tax (\$000)	\$107,605	\$12,362,610
Full Value Tax Rate per \$1,000 Valuation	\$11.91	\$15.03
Per Capita Property Tax	\$1,587.07	\$2,064.13

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

Civilian Labor Force	2020	2025
Total Employed	33,419	34,812
Total Unemployed	31,313	33,548
Total Labor Force	2,106	1,264
County Average Unemployment Rate	6.3	3.6
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

Position	2023 Hourly Rate	
	Mean	Median
Bartenders	\$12.17	\$10.64
Bookkeeping/Accounting/Auditing	\$23.53	\$23.08
Cashiers	\$14.76	\$14.58
Computer Programmers	\$36.83	\$31.06
Electricians	\$34.18	\$35.50
Healthcare Social Workers	\$32.52	\$31.45
Licensed Practical/Vocational Nurse	\$28.66	\$28.30
Machinery Maintenance Workers	\$31.57	\$31.07
Nursing Assistants	\$20.22	\$20.10
Office Clerk, General	\$20.71	\$20.71
Physical Therapists	\$46.93	\$47.37
Secretaries/Administrative Assistants	\$31.25	\$30.39
Tellers	\$20.33	\$21.26
Truck Drivers-Heavy/Tractor Trailer	\$26.12	\$24.80
Waiter and Waitresses	\$15.81	\$13.77
Welder/Cutter/Solderer/Brazer	\$25.97	\$26.27

Source: Bureau of Labor Statistics, 2024

### Employment by Industry

Industry	Employees	% of Total
Agriculture, Forestry, Fishing, Hunting, Mining	881	2.8%
Construction	2,509	7.9%
Manufacturing	5,256	16.5%
Wholesale Trade	728	2.3%
Retail Trade	5,178	16.2%
Transportation and Warehousing, and Utilities	1,961	6.1%
Information	400	1.3%
Finance, Insurance, Real Estate, Rental and Leasing	1,817	5.7%
Services (Professional, Educational, Entertainment, Other)	12,068	37.8%
Public Administration	1,113	3.5%
<b>Total Employment</b>	<b>31,911</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)

Industry	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
TTM Technologies Inc	Printed & Etched Circuits-Mfrs	1,000-4,999
Cray Inc	Computers-System Designers & Consultants	250-499
Stanley Correction Institute	State Govt-Correctional Institutions	250-499
Walmart Supercenter	Department Stores	250-499
Mason Co Inc	Shoes-Retail	250-499
National Presto Industries Inc	Appliances-Household-Major-Manufacturers	100-249
Great Northern Corp	Packaging Materials-Manufacturers	100-249
Mayo Clinic Health System	Hospitals	100-249
W S Darley & Co	Fluid Power Pumps & Motors (mfrs)	100-249
A1 Excavating Inc	Excavating Contractors	100-249
Chippewa Falls Middle School	Schools	100-249
Blain's Farm-Fleet-Chippewa	Farm Supplies (wholesale)	100-249
Chippewa River Industries	Packaging Service	100-249
ITW Deltar Fasteners	Bolts Nuts Screws Rivets/Washers (mfrs)	100-249
Chippewa Falls High School	Schools	100-249
Chippewa Falls YMCA	Youth Organizations & Centers	100-249
Kuss Filtration	Air Purification & Filtration Equipment	100-249
Wisconsin Veterans Home	Long Term Care Facility	100-249
Northern Wisconsin Ctr	Government Offices-State	100-249
Cadott Junior-Senior High Sch	Schools	100-249
Lpi Inc	Overhead Traveling Cranes Hoists (mfrs)	100-249
Wil-Kil Pest Control	Pest Control	100-249
Chippewa Yellow Bus Co	Transportation Services	100-249
Premium Waters Inc	Water Companies-Bottled/Bulk & Etc	100-249
United States Postal Service	Post Offices	100-249

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

## Recreational Highlights

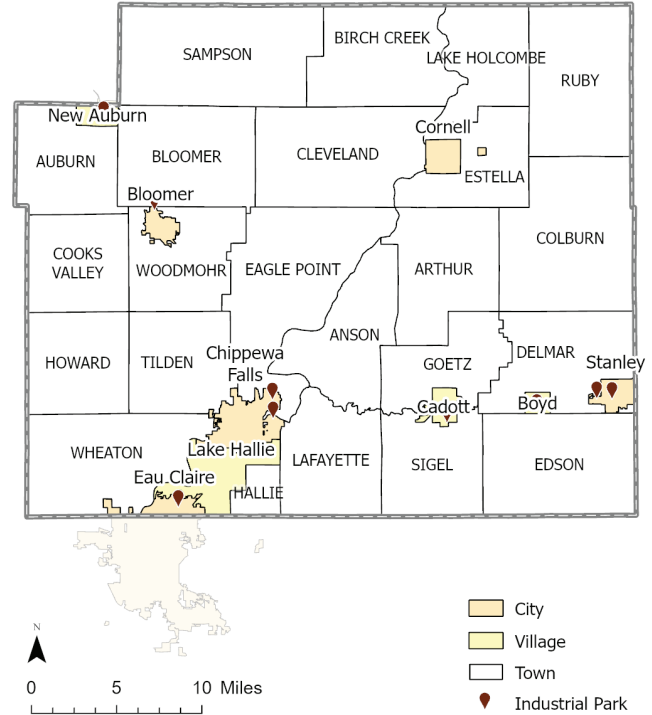
Chippewa County is rich in recreational resources offering an assortment of year-round activities, including an approximately 34,500 acre County Forest. The Ice Age Trail runs east-west through the County with the Old Abe trail running north-south, as well as Rustic Road 6, a part of the old Flambeau Trail. Lake Wissota is the County's largest lake and is great for water skiing, sailing and year-round fishing. The Holcombe Flowage is another product of the Chippewa River that is large enough for an assortment of water-related activities. The public parks in Chippewa County have facilities for camping, picnicking and swimming. Numerous nature and hiking trails wander through Brunet Island State Park, Wissota State Park, and Chippewa Falls' Irvine Park.

For more information: Chippewa County: <https://www.chippewacountywi.gov>

Source: Chippewa County Outdoor Recreation Plan, 2024-2029.

## Industrial and Business Parks/Sites

Park or Site Name	Site Location (Municipality)
Bloomer Ironhorse Industrial Park	City of Bloomer
Boyd Industrial Park	Village of Boyd
Cadott Industrial Park #1	Village of Cadott
Chippewa Valley Industrial Park	Village of Lake Hallie
Lake Wissota Industrial Park	City of Chippewa Falls
New Auburn Opportunity Site	Village of New Auburn
Riverside Industrial Park	City of Chippewa Falls
Stanley East Industrial Park	City of Stanley
Stanley West Industrial Park	City of Stanley
Wheaton Business Park	Town of Wheaton



For more information, contact the Chippewa County Economic Development Corporation:

**Charlie Walker**, President/CEO  
 Chippewa County Economic Development Corporation  
 715-723-7150  
[ccedc@chippewa-wi.com](mailto:ccedc@chippewa-wi.com)

## Community Facilities and Utilities

<b>Highways</b>	Chippewa County is served by a network of U.S. and State Highways. USH 53 and STHs 27, 40, 124, and 178 run north and south through the County. USH 53 and STH 29 are 4-lane highways. STH 64 and 29 run east and west. Many other county and town roads connect with these highways to link the cities, villages, and recreational areas in the County.
<b>Rail Service</b>	Chippewa County is served by three railroads – the Canadian National (CN), Wisconsin Northern (WN), and Union Pacific (UP). The CN runs east and west, serving the communities of Stanley, Cadott, Boyd, and Chippewa Falls. WN runs north from Chippewa Falls to serve Bloomer, New Auburn, and on to Cameron. UP runs a line between Chippewa Falls and Eau Claire.
<b>Air Service</b>	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.
<b>Bus Service</b>	Chippewa County is served by two Jefferson Lines bus routes between the Twin Cities and Green Bay along STH 29, with stops in Chippewa Falls and Stanley. In addition, there is a service line connecting Chippewa Falls to Duluth, MN, with stops in Chippewa Falls and Bloomer. Residents of the City of Chippewa Falls are also provided a Shared Ride public transportation service for local travel.
<b>Educational Facilities</b>	Most training needs among local businesses are met by the Northwood Technical College located in Rice Lake. Associate degree and vocational education programs are offered in the areas of agriculture; service and health; business management; trade and industry; and general education, as well as apprenticeship trades. UWEC-Barron County is a two-year university center in Rice Lake providing college-level curriculum for area residents.

