

# Regional Trade Area Statistics

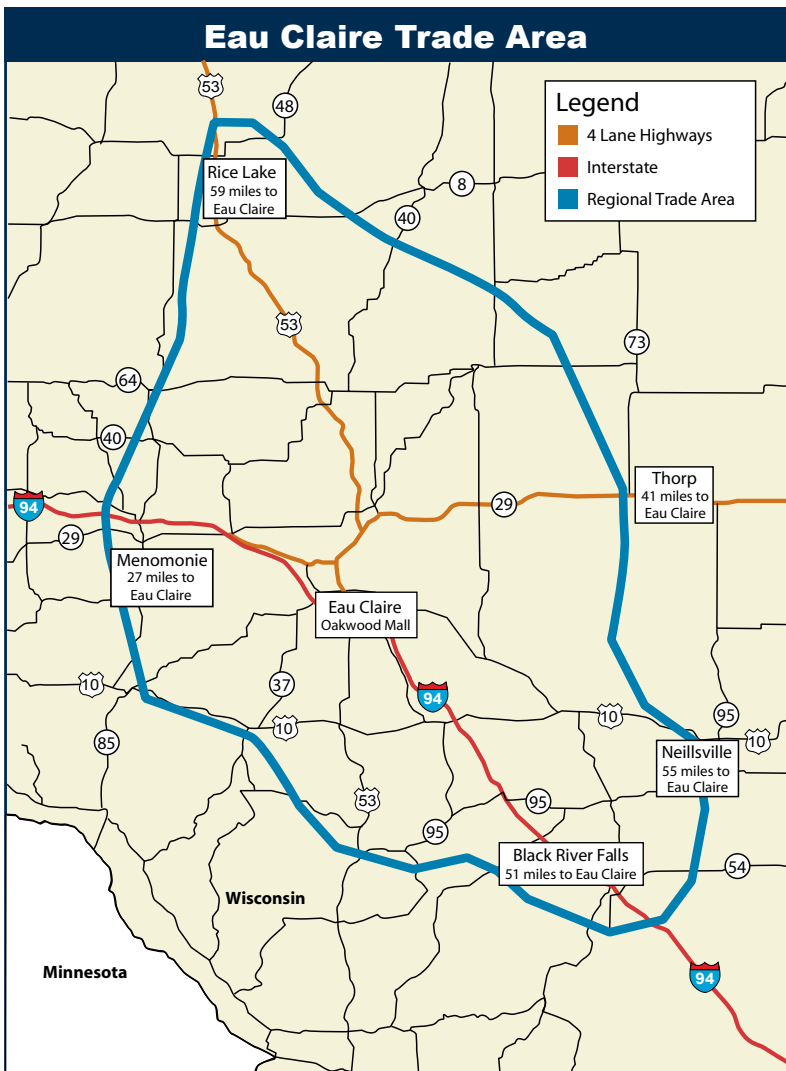
## College Population

## Enrollment

University of Wisconsin - Eau Claire	10,879
University of Wisconsin - Stout	8,477
Chippewa Valley Technical College	8,095
Lakeland	270
Globe University	505

## General Statistics

- Primary trade area populations of 246,799
- 20-Mile Radius Profile population of 146,100
- Average annual household income of over \$54,300
- Home to largest regional shopping center in western Wisconsin, Oakwood Mall



\* Courtesy: General Growth Corporation

## Employers (over 1000 employees)

- Menard Inc.
- Luther Midelfort Mayo Health System
- Eau Claire Area School district
- Sacred Heart Hospital
- University of Wisconsin - Eau Claire

## Big Box Retailers & Selected Franchises

- Best Buy
- HOM Furniture
- JC Penny
- Kmart
- Kohl's
- Macy's
- Menards (2)
- Office Depot
- Office Max
- Pier 1 Imports
- Sam's Club
- Sears
- Shopko
- Starbucks (2)
- Younkers
- Target
- TJ Maxx
- Walmart

## Primary Trade Area Profile

2005 Population: 246,799  
 2010 Projected Population: 255,369  
 2005 Households: 95,815  
 2010 Projected Households: 100,121  
 2005 Median Age: 35.8  
 2005 Average Household Income: \$54,357  
 2010 Projected Avg. Household Income: \$61,878  
 Source: General Growth Corporation, Claritas

## 20-Mile Radius Profile

2005 Population: 146,872  
 2010 Projected Population: 152,057  
 2005 Households: 57,515  
 2010 Projected Households: 60,121  
 2005 Average Household Income: \$56,396  
 2010 Projected Avg. Household Income: \$64,127  
 Source: Claritas



## Contact

Eau Claire Area Economic Development Corporation  
 101 North Farwell Street  
 P.O. Box 1108  
 Eau Claire, WI 54702  
 715.834.0070 or 800.944.2449  
 Fax: 715.834.1956  
 E-mail: [ec.info@eauclaire-wi.com](mailto:ec.info@eauclaire-wi.com)  
[www.eauclaire-wi.com](http://www.eauclaire-wi.com)