



Polk County

West Central Wisconsin Regional Planning Commission



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Report Parameters

1 County

55095 Polk County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

43,615

Population (2019)

Population grew by 285 over the last 5 years and is projected to grow by 394 over the next 5 years.

17,986

Total Regional Employment

Jobs grew by 188 over the last 5 years and are projected to grow by 691 over the next 5 years.

\$56.9K

Median Household Income (2018)

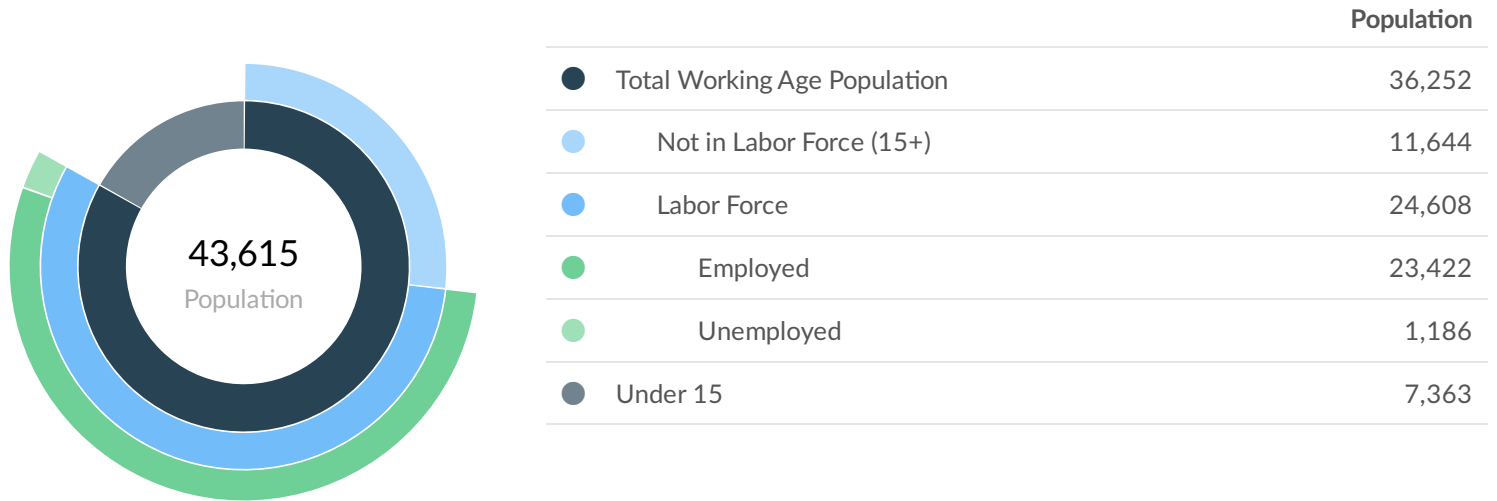
Median household income is \$3.4K below the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population increased by 0.7% since 2014, growing by 285. Population is expected to increase by 0.9% between 2019 and 2024, adding 394.
- From 2014 to 2019, jobs increased by 1.1% in Polk County from 17,799 to 17,986. This change fell short of the national growth rate of 7.6% by 6.5%. As the number of jobs increased, the labor force participation rate decreased from 69.3% to 67.9% between 2014 and 2019.
- Concerning educational attainment, 13.7% of Polk County residents possess a Bachelor's Degree (5.1% below the national average), and 11.8% hold an Associate's Degree (3.7% above the national average).
- The top three industries in 2019 are Education and Hospitals (Local Government), General Medical and Surgical Hospitals, and Local Government, Excluding Education and Hospitals.

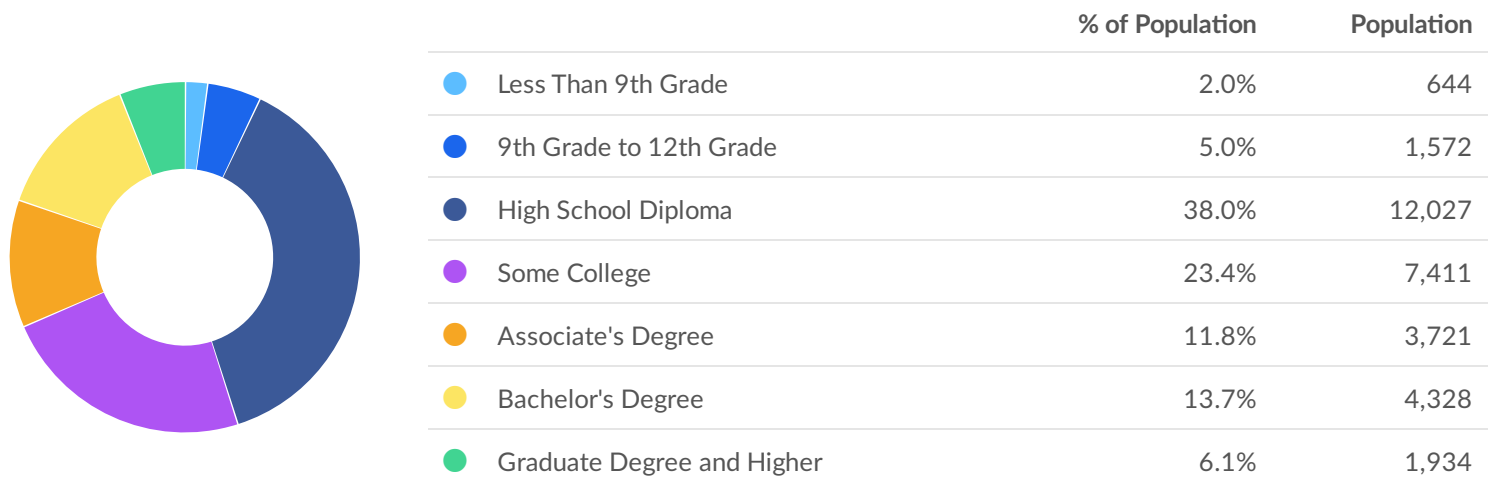
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	43,615	24,608	17,986	98.8	\$1.62B	\$2.93B	\$2.06B
Eau Claire County	105,102	58,787	63,465	98.2	\$6.06B	\$6.13B	\$6.59B
Dunn County	45,311	24,581	19,902	95.6	\$1.83B	\$2.89B	\$2.41B
Chippewa County	64,346	33,535	27,408	96.8	\$2.58B	\$3.75B	\$3.21B
West Central Wisconsin	428,690	234,123	204,835	98.3	\$19.34B	\$26.39B	\$22.16B
Barron County	45,089	24,352	24,505	99.9	\$2.17B	\$3.26B	\$2.89B
Momentum West	492,904	270,290	225,757	99.0	\$21.29B	\$29.68B	\$24.20B
Clark County	34,751	17,952	13,218	97.2	\$1.30B	\$2.35B	\$2.16B
St. Croix County	90,476	50,308	38,350	101.5	\$3.77B	\$6.14B	\$3.69B
Polk County, WI	43,615	24,608	17,986	98.8	\$1.62B	\$2.93B	\$2.06B

2019 Labor Force Breakdown



Educational Attainment

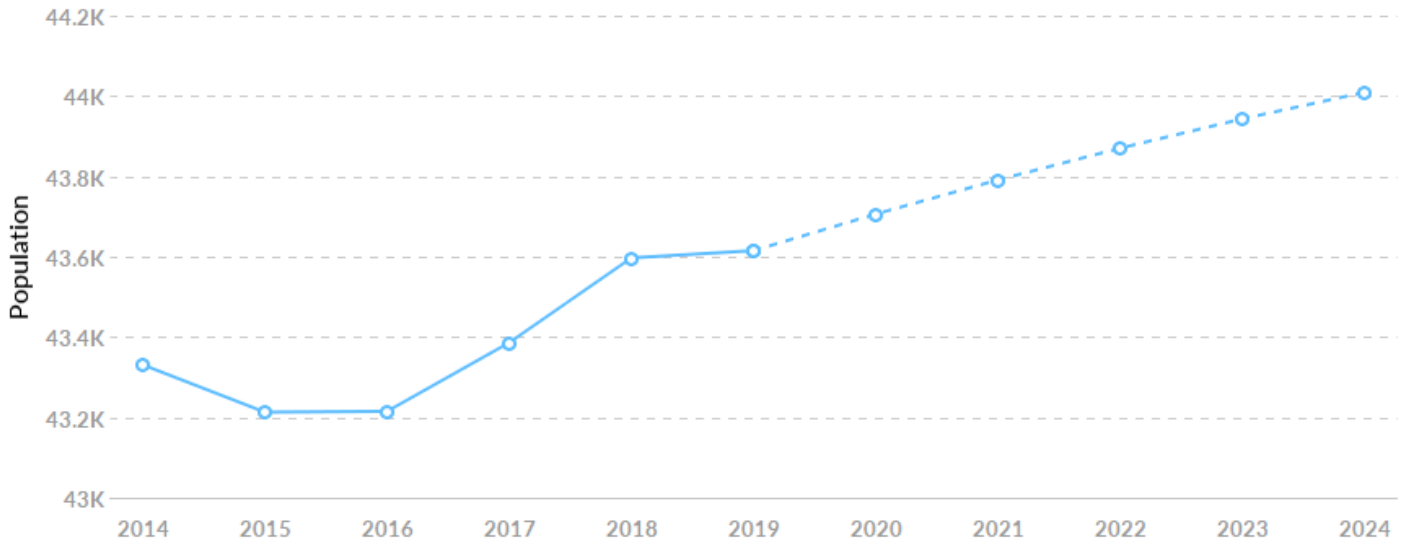
Concerning educational attainment, **13.7% of Polk County residents possess a Bachelor's Degree** (5.1% below the national average), and **11.8% hold an Associate's Degree** (3.7% above the national average).



Historic & Projected Trends

Population Trends

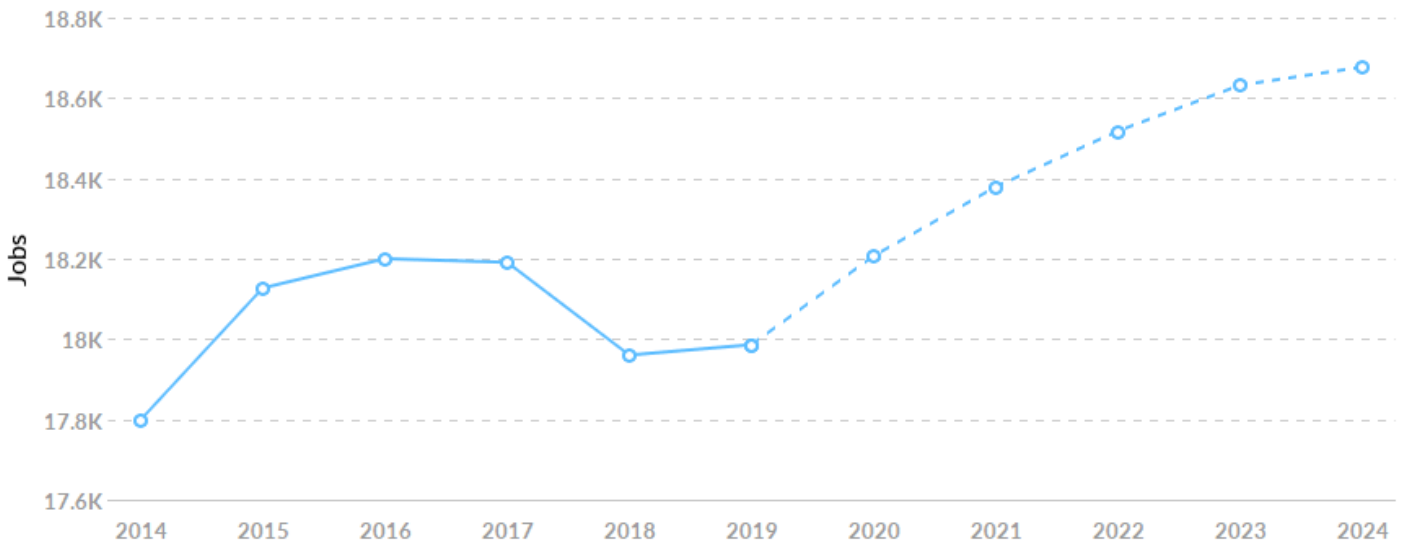
As of 2019 the region's population increased by 0.7% since 2014, growing by 285. Population is expected to increase by 0.9% between 2019 and 2024, adding 394.



Timeframe	Population
2014	43,331
2015	43,213
2016	43,215
2017	43,386
2018	43,597
2019	43,615
2020	43,706
2021	43,791
2022	43,870
2023	43,943
2024	44,009

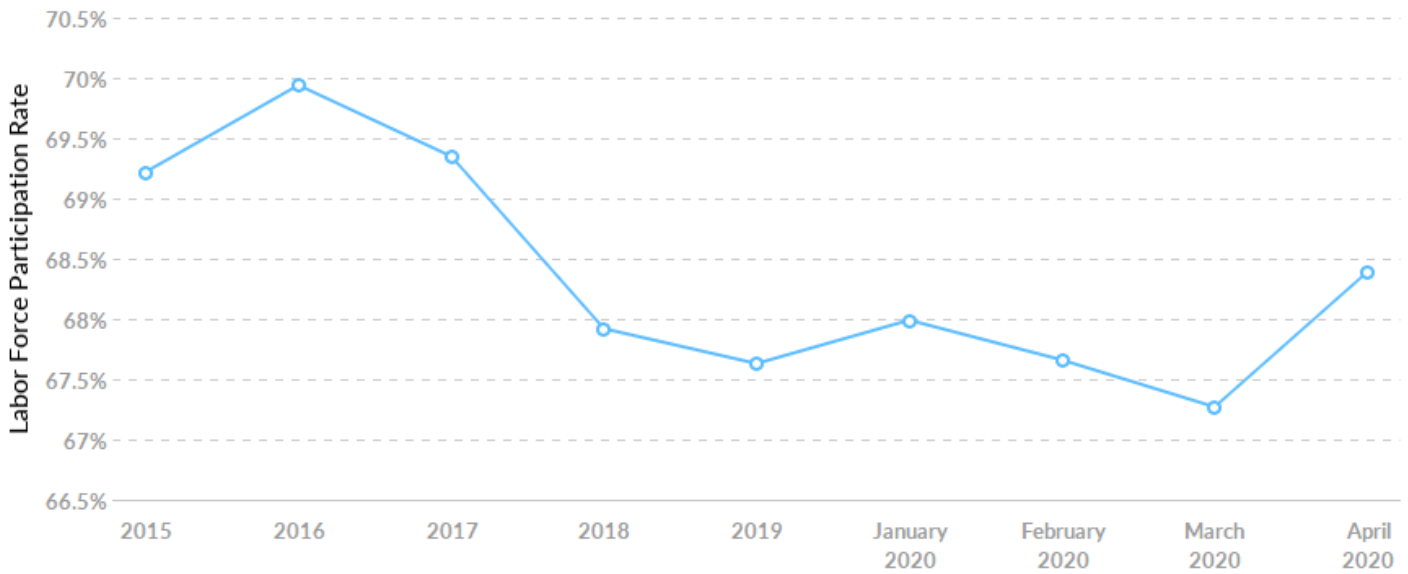
Job Trends

From 2014 to 2019, jobs increased by 1.1% in Polk County from 17,799 to 17,986. This change fell short of the national growth rate of 7.6% by 6.5%.



Timeframe	Jobs
2014	17,799
2015	18,127
2016	18,200
2017	18,191
2018	17,960
2019	17,986
2020	18,207
2021	18,379
2022	18,518
2023	18,632
2024	18,677

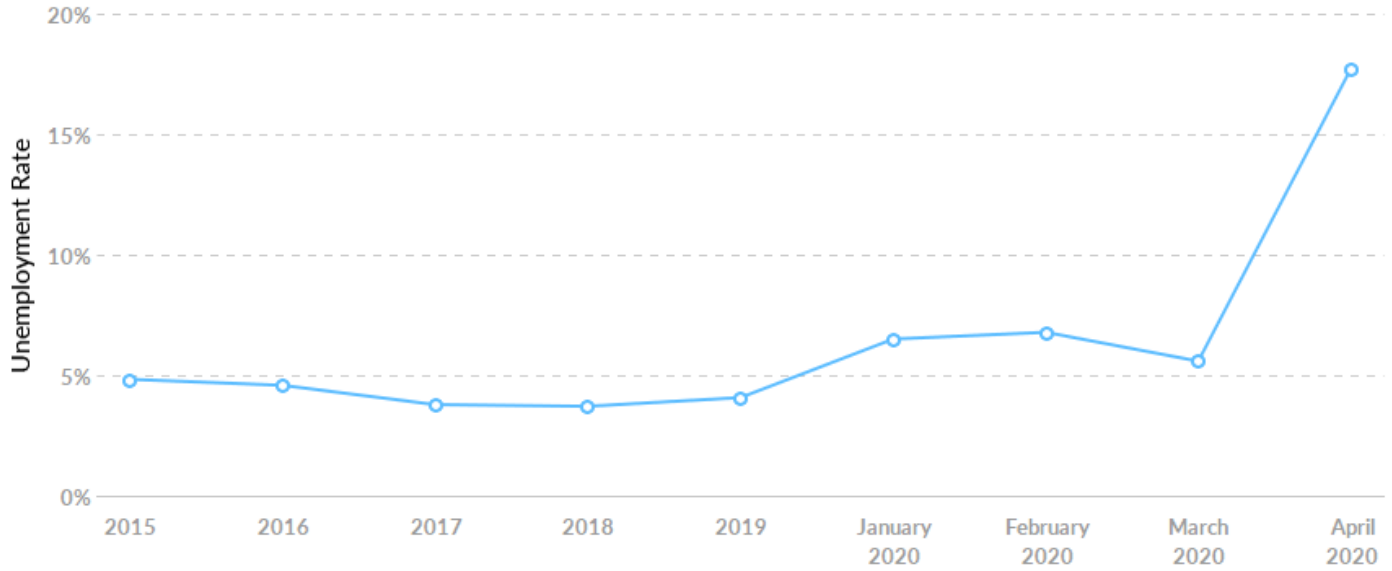
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	69.22%
2016	69.94%
2017	69.35%
2018	67.92%
2019	67.63%
January 2020	67.99%
February 2020	67.66%
March 2020	67.27%
April 2020	68.39%

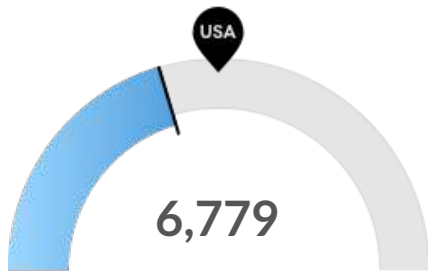
Unemployment Rate Trends

Polk County had an April 2020 unemployment rate of 17.72%, **increasing from 4.83%** 5 years before.



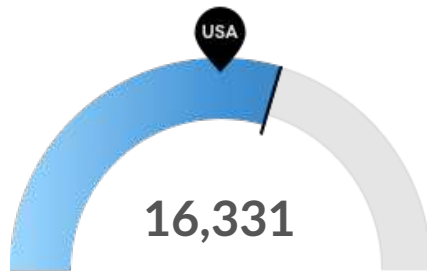
Timeframe	Unemployment Rate
2015	4.83%
2016	4.58%
2017	3.78%
2018	3.71%
2019	4.07%
January 2020	6.50%
February 2020	6.78%
March 2020	5.58%
April 2020	17.72%

Population Characteristics



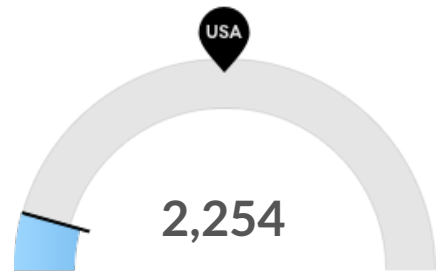
Millennials

Polk County has 6,779 millennials (ages 25-39). The national average for an area this size is 8,963.



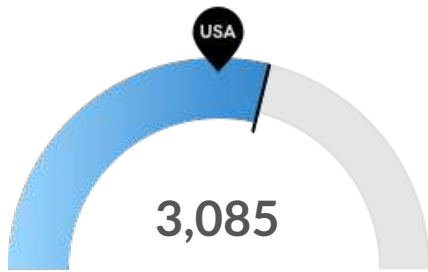
Retiring Soon

Retirement risk is high in Polk County. The national average for an area this size is 12,620 people 55 or older, while there are 16,331 here.



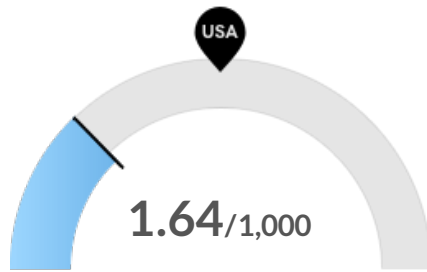
Racial Diversity

Racial diversity is low in Polk County. The national average for an area this size is 17,273 racially diverse people, while there are 2,254 here.



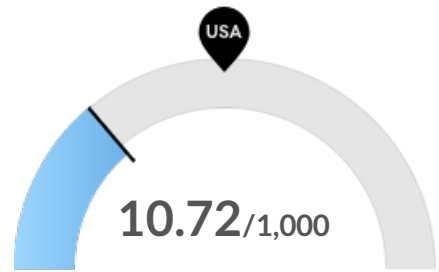
Veterans

Polk County has 3,085 veterans. The national average for an area this size is 2,480.



Violent Crime

Polk County has 1.64 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

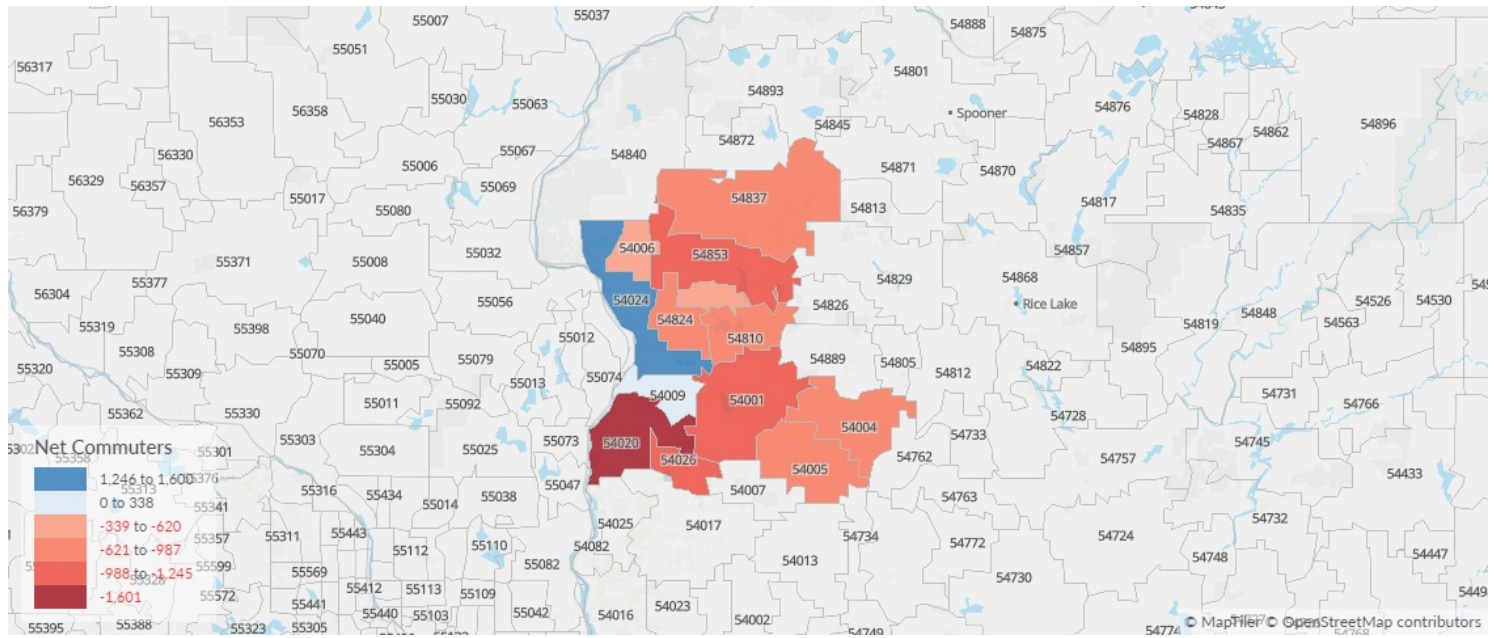


Property Crime

Polk County has 10.72 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Polk County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 54001.



Where Talent Works

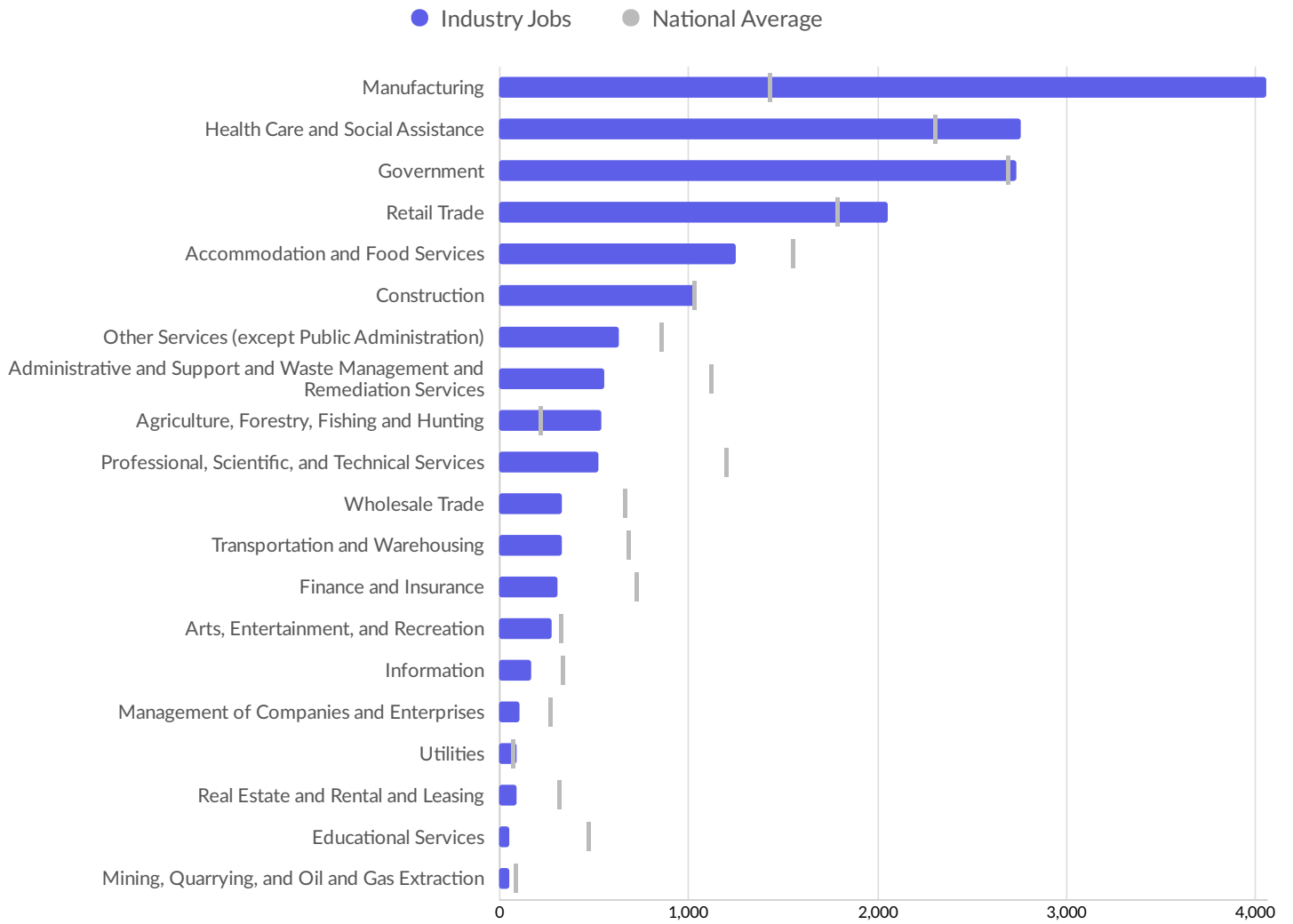
ZIP	Name	2019 Employment
54024	Saint Croix Falls, WI (in ...	3,928
54001	Amery, WI (in Polk coun...	3,807
54020	Osceola, WI (in Polk co...	2,910
54009	Dresser, WI (in Polk cou...	1,475
54837	Frederic, WI (in Polk co...	1,133

Where Talent Lives

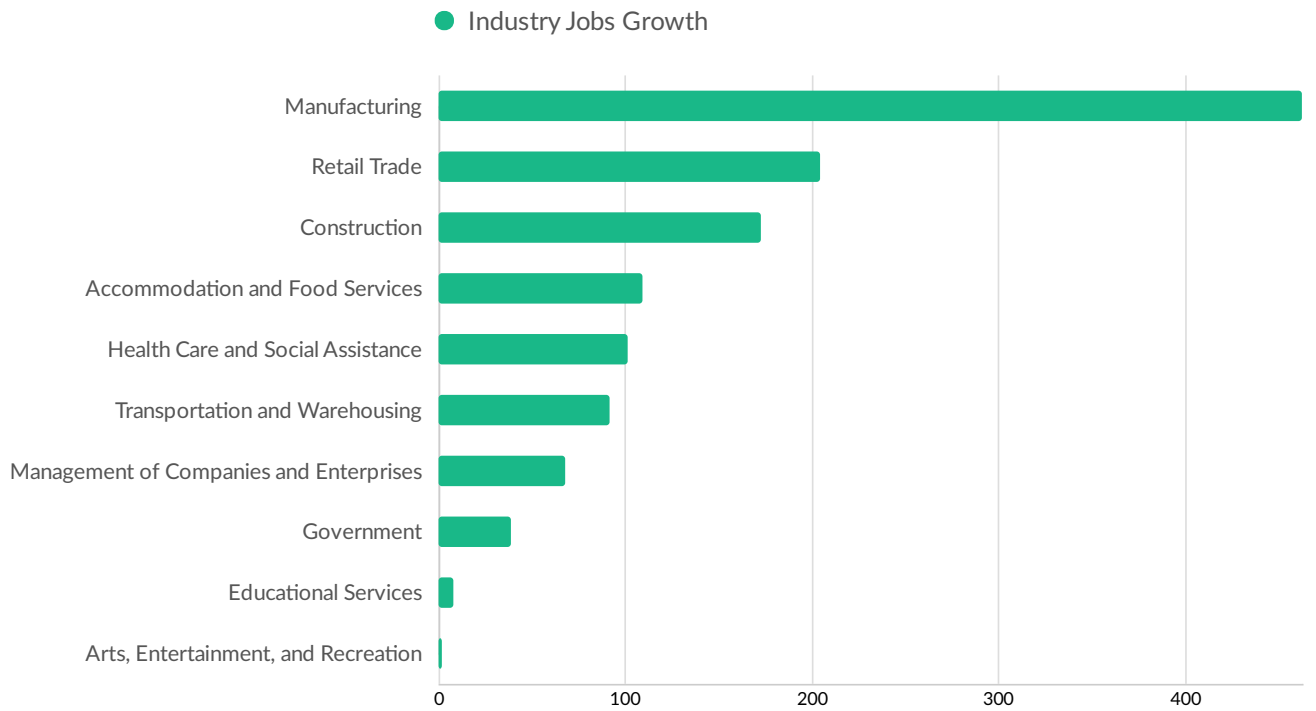
ZIP	Name	2019 Workers
54001	Amery, WI (in Polk coun...	4,865
54020	Osceola, WI (in Polk co...	4,511
54024	Saint Croix Falls, WI (in ...	2,682
54853	Luck, WI (in Polk county)	2,181
54837	Frederic, WI (in Polk co...	1,848

Industry Characteristics

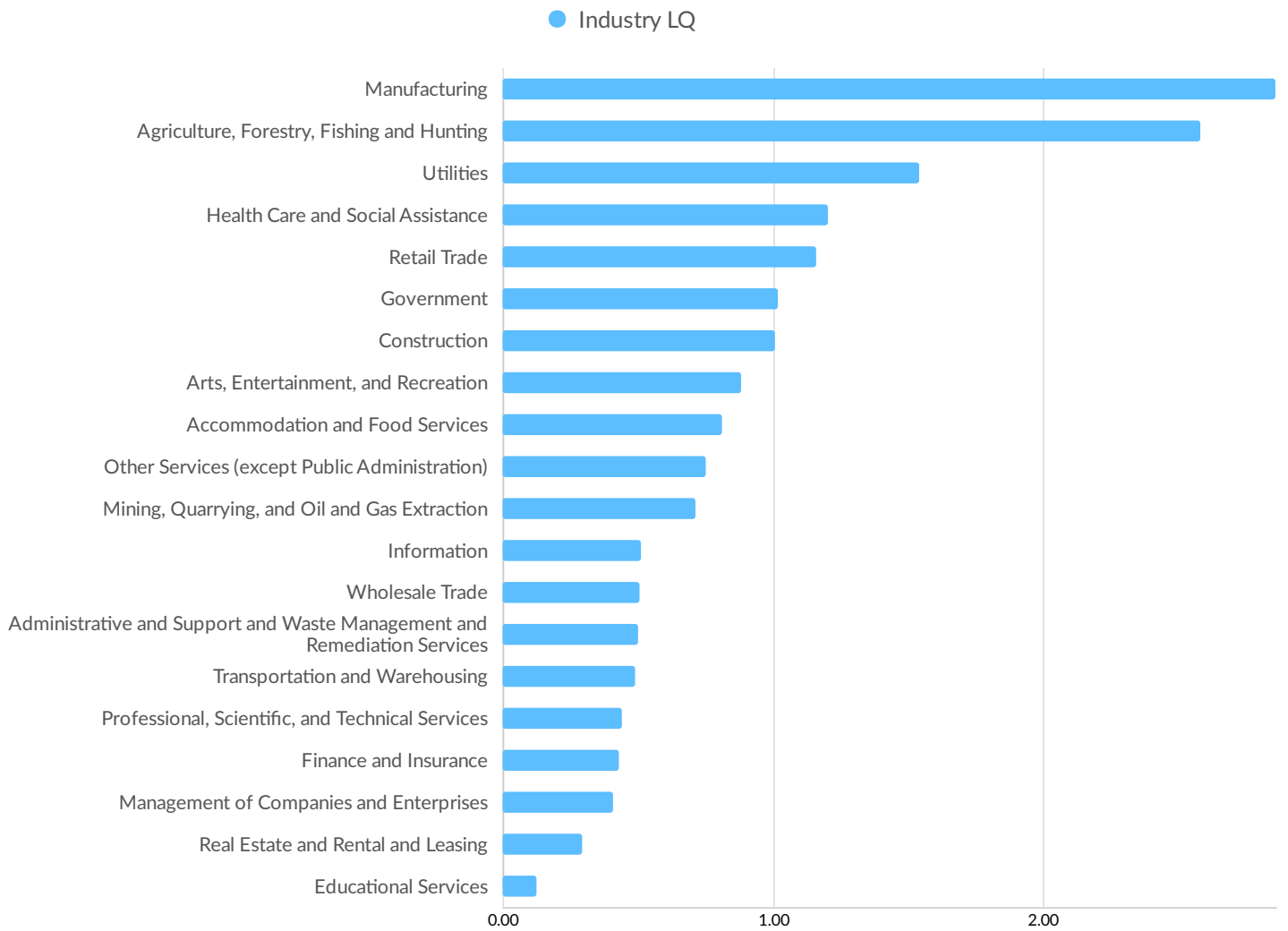
Largest Industries



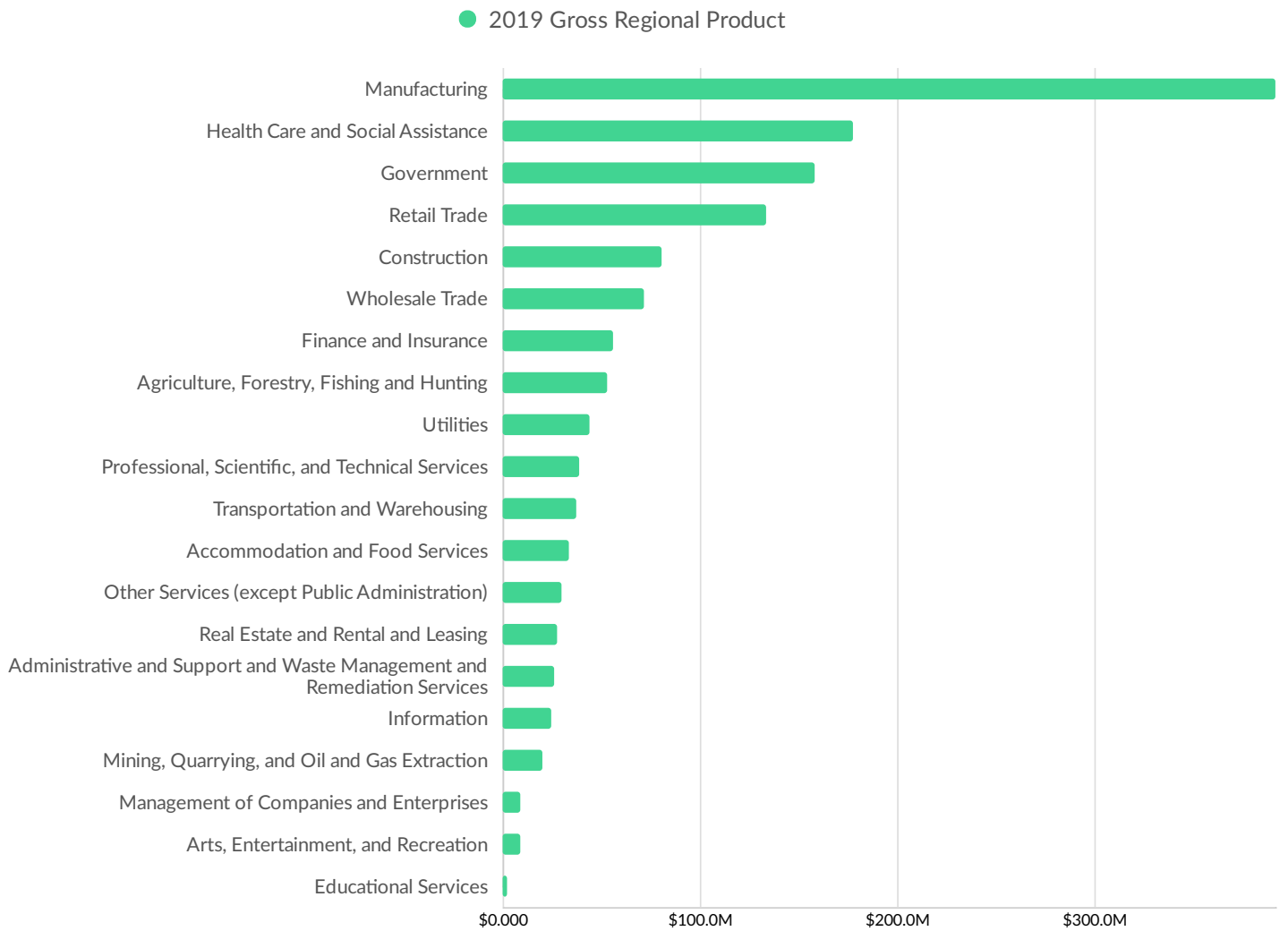
Top Growing Industries



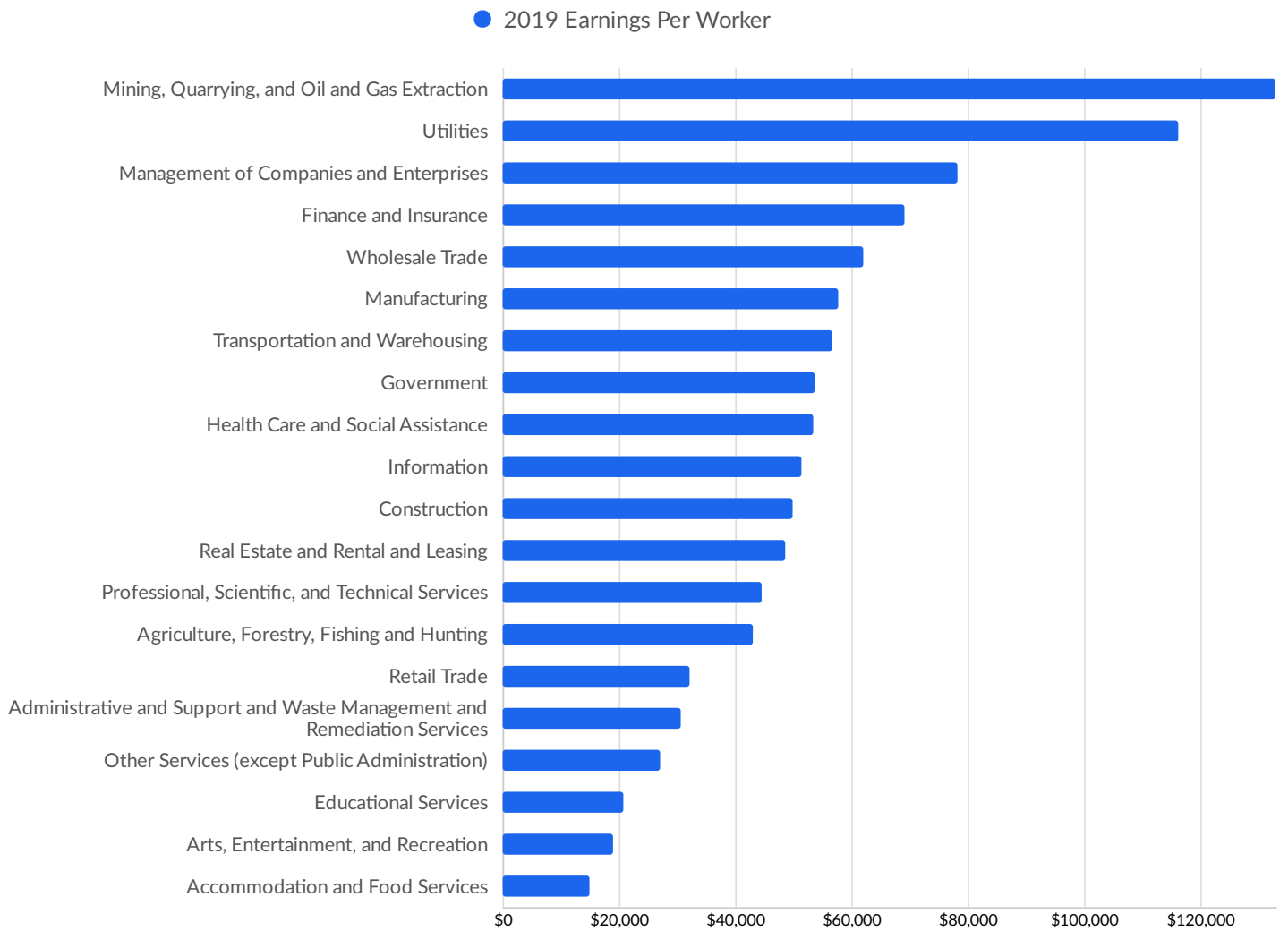
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	3,597	4,060	463	+13%	2.86	\$57,713	\$391.32M
Health Care and Social Assistance	2,657	2,758	101	+4%	1.20	\$53,337	\$177.47M
Government	2,699	2,738	39	+1%	1.02	\$53,684	\$158.07M
Retail Trade	1,853	2,058	205	+11%	1.16	\$32,038	\$133.55M
Accommodation and Food Services	1,147	1,256	109	+10%	0.81	\$14,966	\$33.25M
Construction	861	1,034	173	+20%	1.01	\$49,858	\$80.73M
Other Services (except Public Administration)	656	638	-18	-3%	0.75	\$27,101	\$29.86M
Administrative and Support and Waste Management and Remediation Services	1,399	559	-840	-60%	0.50	\$30,567	\$26.23M
Agriculture, Forestry, Fishing and Hunting	566	540	-26	-5%	2.58	\$43,132	\$52.67M
Professional, Scientific, and Technical Services	531	527	-4	-1%	0.44	\$44,572	\$38.58M
Wholesale Trade	398	332	-66	-17%	0.51	\$62,086	\$71.89M
Transportation and Warehousing	239	331	92	+38%	0.49	\$56,612	\$36.94M
Finance and Insurance	393	311	-82	-21%	0.43	\$69,014	\$55.92M
Arts, Entertainment, and Recreation	276	278	2	+1%	0.88	\$19,091	\$8.68M
Information	189	168	-21	-11%	0.51	\$51,357	\$24.42M
Management of Companies and Enterprises	38	106	68	+179%	0.41	\$78,281	\$9.22M
Utilities	97	94	-3	-3%	1.54	\$116,156	\$44.00M
Real Estate and Rental and Leasing	94	89	-5	-5%	0.29	\$48,690	\$27.72M
Educational Services	49	57	8	+16%	0.12	\$20,830	\$1.94M
Mining, Quarrying, and Oil and Gas Extraction	60	54	-6	-10%	0.71	\$132,907	\$20.27M

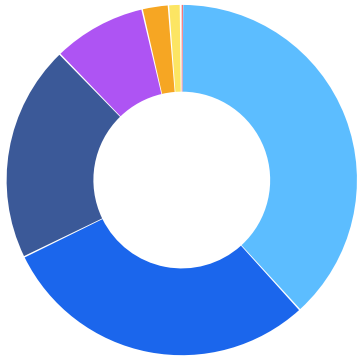
Business Characteristics

3,644 Companies Employ Your Workers

Online profiles for your workers mention 3,644 companies as employers, with the top 10 appearing below. In the last 12 months, 654 companies in Polk County posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
St. Croix Regional Medical Cent...	114 	Platinum Supplemental Insuranc...	275 
Polaris Industries Inc.	85 	St. Croix Regional Medical Cent...	248 
Amery Regional Medical Center,...	78 	CRST International, Inc.	114 
Osceola Regional Medical Center	74 	Telereach Inc	108 
Hazelden Foundation	61 	HomeAdvisor, Inc.	92 
Andersen Corporation	54 	Dollar General Corporation	86 
Tenere Inc.	52 	Wal-Mart, Inc.	84 
Wal-Mart, Inc.	49 	Trueblue, Inc.	73 
Northwire, Inc.	47 	Dart Transit Co Inc	70 
The Specialty Mfg Co	45 	Polk County	70 

Business Size

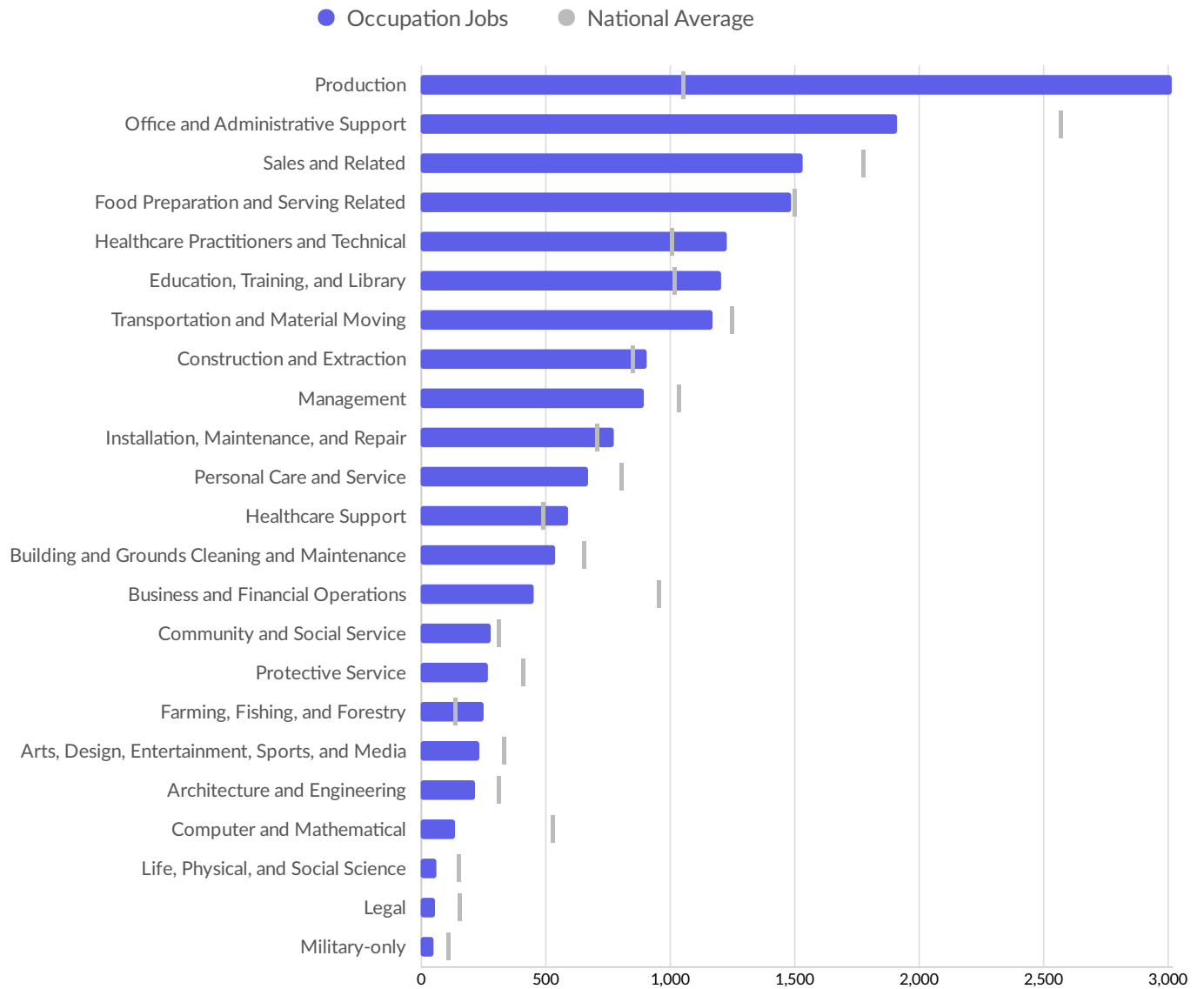


	Percentage	Business Count
1 to 4 employees	38.2%	803
5 to 9 employees	29.5%	621
10 to 19 employees	20.0%	420
20 to 49 employees	8.6%	181
50 to 99 employees	2.4%	51
100 to 249 employees	1.1%	23
250 to 499 employees	0.1%	3
500+ employees	0.0%	1

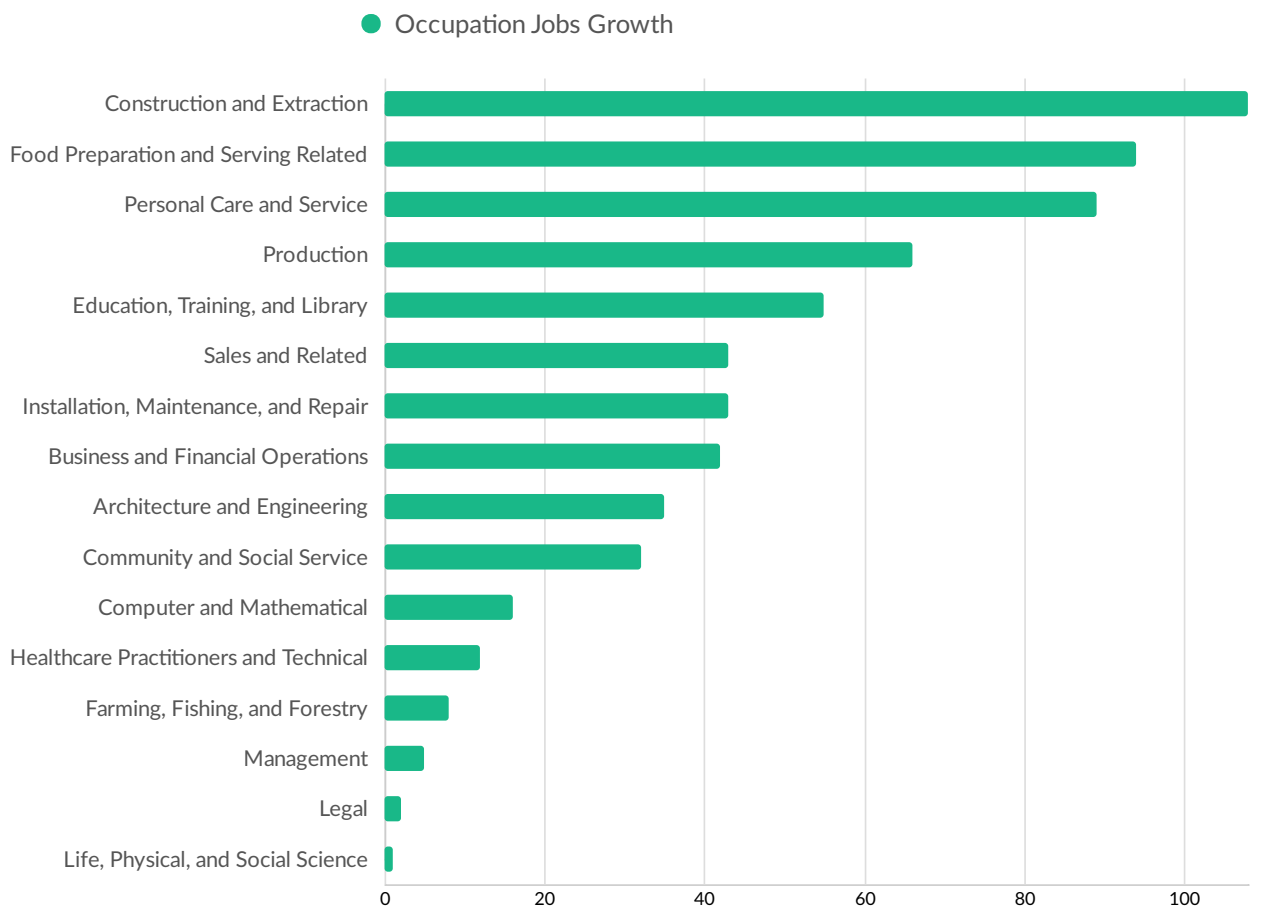
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

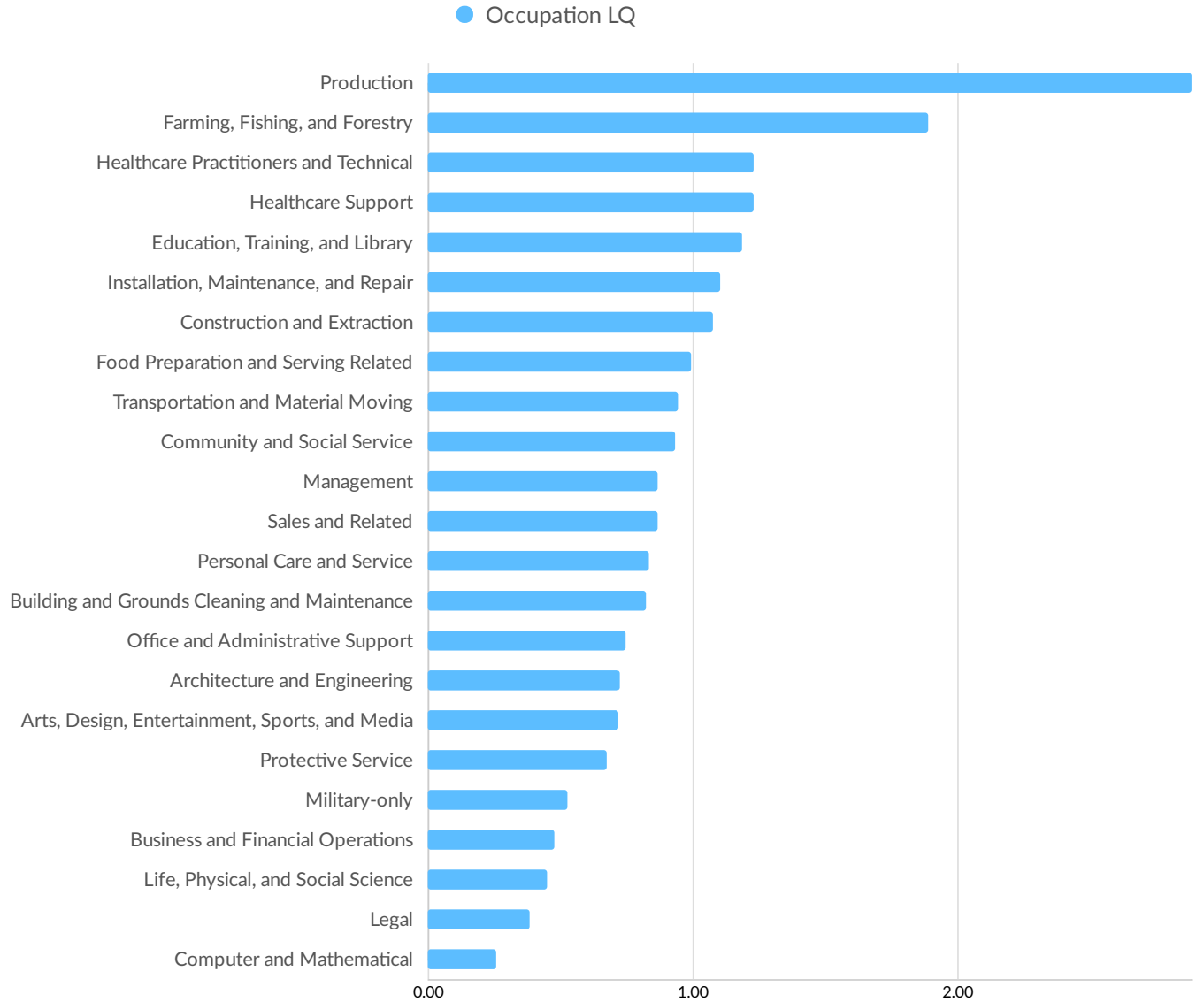
Largest Occupations



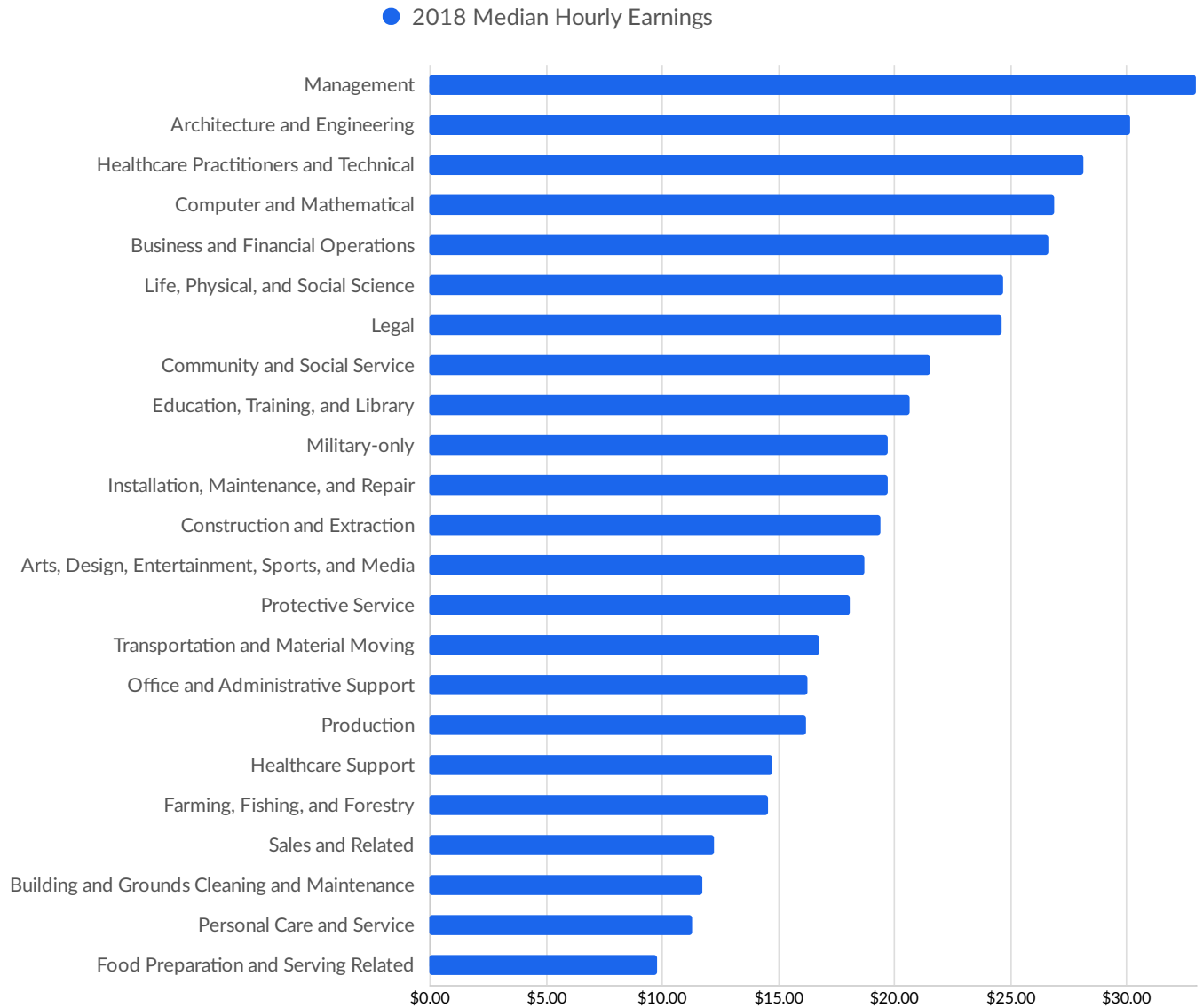
Top Growing Occupations



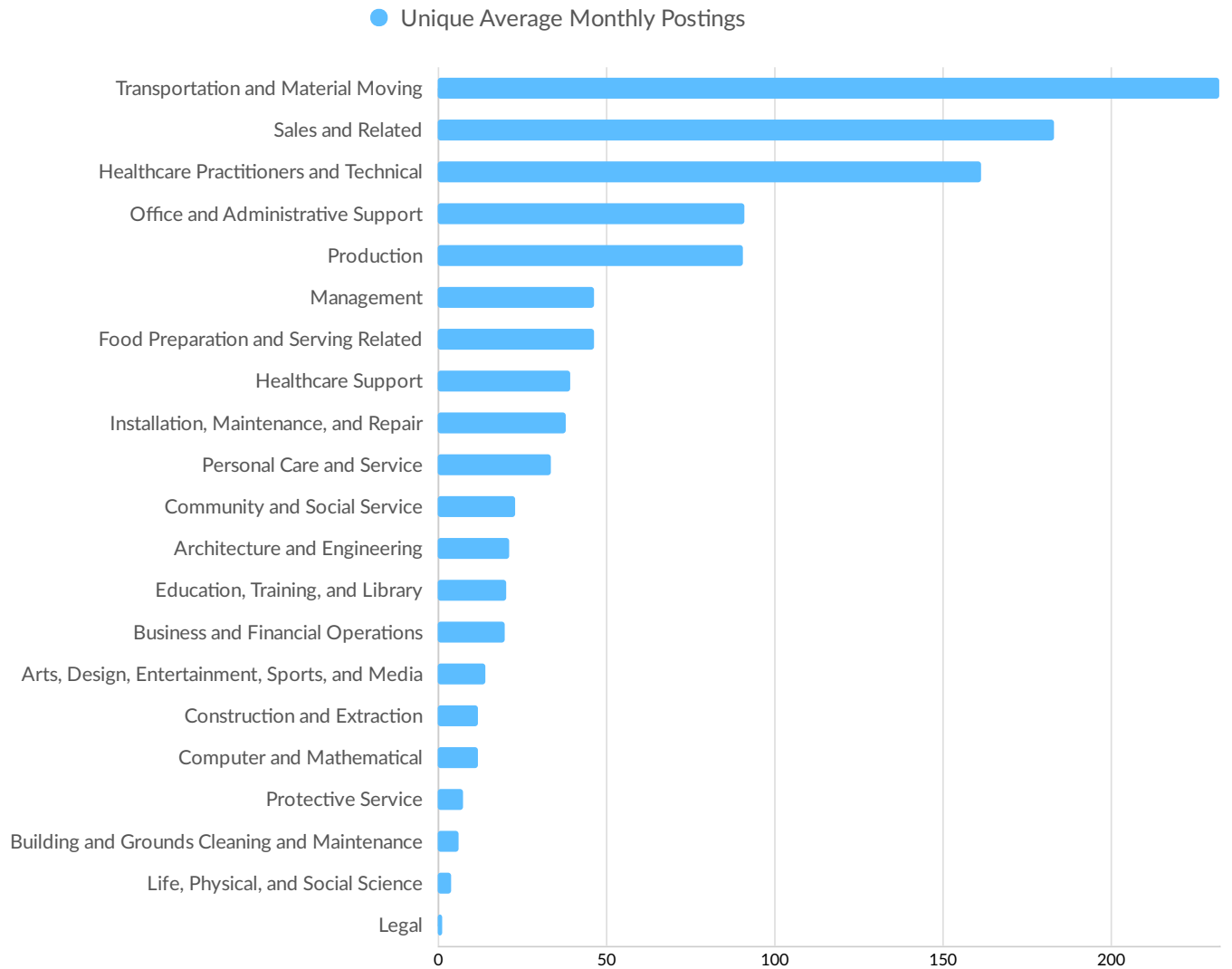
Top Occupation LQ



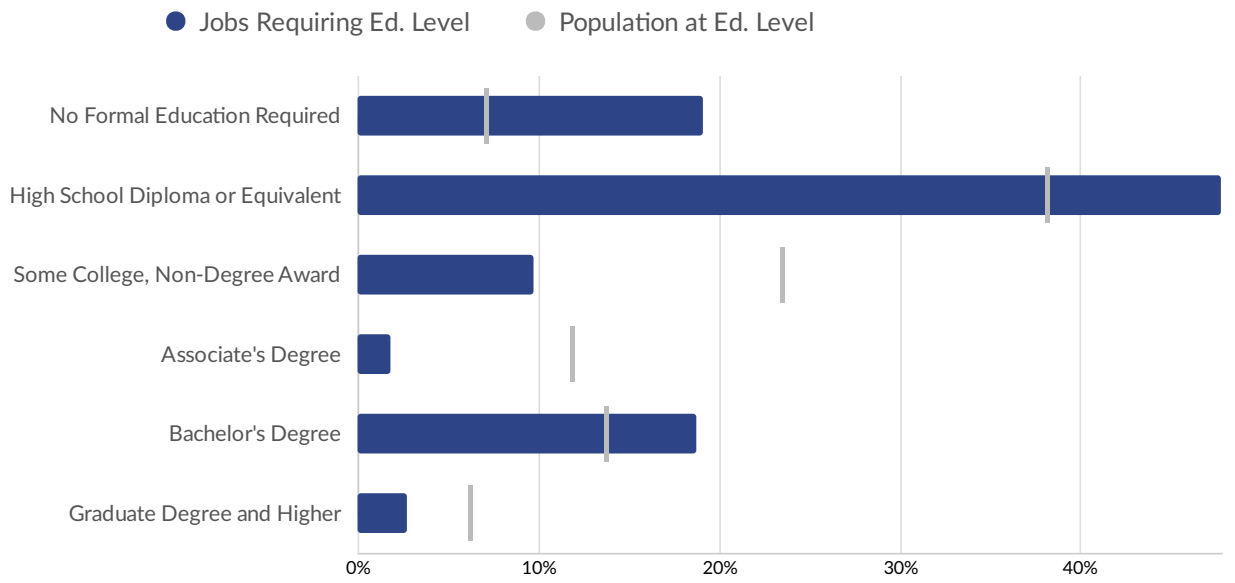
Top Occupation Earnings



Top Posted Occupations



Underemployment



Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jul 2019 - Jun 2020 Unique Average Monthly Postings
Production	2,953	3,019	66	+2%	2.89	\$16.23	91
Office and Administrative Support	2,140	1,917	-223	-10%	0.75	\$16.30	91
Sales and Related	1,492	1,535	43	+3%	0.87	\$12.25	183
Food Preparation and Serving Related	1,394	1,488	94	+7%	0.99	\$9.80	46
Healthcare Practitioners and Technical	1,221	1,233	12	+1%	1.23	\$28.13	162
Education, Training, and Library	1,150	1,205	55	+5%	1.19	\$20.65	20
Transportation and Material Moving	1,288	1,176	-112	-9%	0.95	\$16.77	232
Construction and Extraction	802	910	108	+13%	1.08	\$19.43	12
Management	890	895	5	+1%	0.87	\$32.99	47
Installation, Maintenance, and Repair	732	775	43	+6%	1.11	\$19.72	38
Personal Care and Service	581	670	89	+15%	0.84	\$11.28	34
Healthcare Support	658	595	-63	-10%	1.23	\$14.78	39
Building and Grounds Cleaning and Maintenance	564	538	-26	-5%	0.83	\$11.72	6
Business and Financial Operations	412	454	42	+10%	0.48	\$26.67	20
Community and Social Service	252	284	32	+13%	0.94	\$21.57	23
Protective Service	282	271	-11	-4%	0.68	\$18.07	8
Farming, Fishing, and Forestry	245	253	8	+3%	1.89	\$14.58	1
Arts, Design, Entertainment, Sports, and Media	259	235	-24	-9%	0.72	\$18.70	14

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jul 2019 - Jun 2020 Unique Average Monthly Postings
Architecture and Engineering	184	219	35	+19%	0.72	\$30.15	21
Computer and Mathematical	120	136	16	+13%	0.26	\$26.86	12
Life, Physical, and Social Science	65	66	1	+2%	0.45	\$24.68	4
Legal	55	57	2	+4%	0.39	\$24.65	1
Military-only	60	54	-6	-10%	0.53	\$19.76	0

Educational Pipeline

Over the last 5 years, no schools in Polk County produced graduates.

In-Demand Skills

