



St. Croix County

West Central Wisconsin Regional Planning Commission



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Report Parameters

1 County

55109 St. Croix 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

90,476

Population (2019)

Population grew by **3,931** over the last 5 years and is projected to grow by **3,601** over the next 5 years.

38,350

Total Regional Employment

Jobs grew by **2,126** over the last 5 years and are projected to grow by **2,292** over the next 5 years.

\$81.1K

Median Household Income (2018)

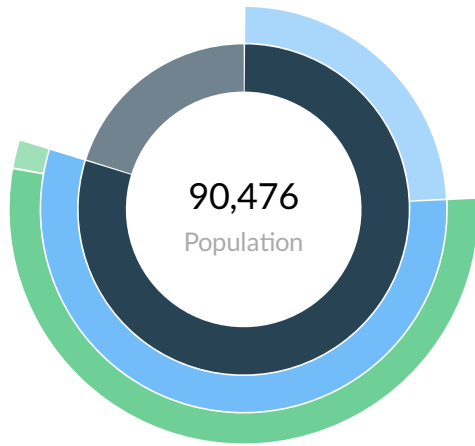
Median household income is **\$20.8K** above the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population **increased by 4.5%** since 2014, growing by 3,931. Population is expected to **increase by 4.0%** between 2019 and 2024, adding 3,601.
- From 2014 to 2019, jobs **increased by 5.9%** in St. Croix County from 36,224 to **38,350**. This change **fell short of the national growth rate of 7.6% by 1.7%**. As the number of jobs increased, the **labor force participation rate decreased from 70.7% to 69.7% between 2014 and 2019**.
- Concerning educational attainment, **23.9% of St. Croix County residents possess a Bachelor's Degree** (5.1% above the national average), and **12.8% hold an Associate's Degree** (4.7% above the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	90,476	50,308	38,350	101.5	\$3.77B	\$6.14B	\$3.69B
Polk County	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, WI	90,476	50,308	38,350	101.5	\$3.77B	\$6.14B	\$3.69B

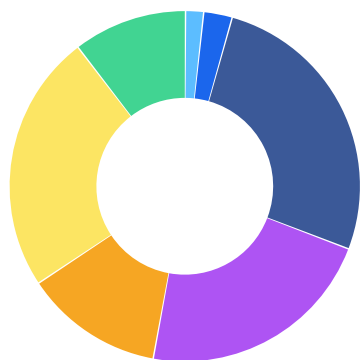
2019 Labor Force Breakdown



	Population
● Total Working Age Population	72,149
● Not in Labor Force (15+)	21,841
● Labor Force	50,308
● Employed	48,493
● Unemployed	1,815
● Under 15	18,327

Educational Attainment

Concerning educational attainment, **23.9% of St. Croix County residents possess a Bachelor's Degree** (5.1% above the national average), and **12.8% hold an Associate's Degree** (4.7% above the national average).

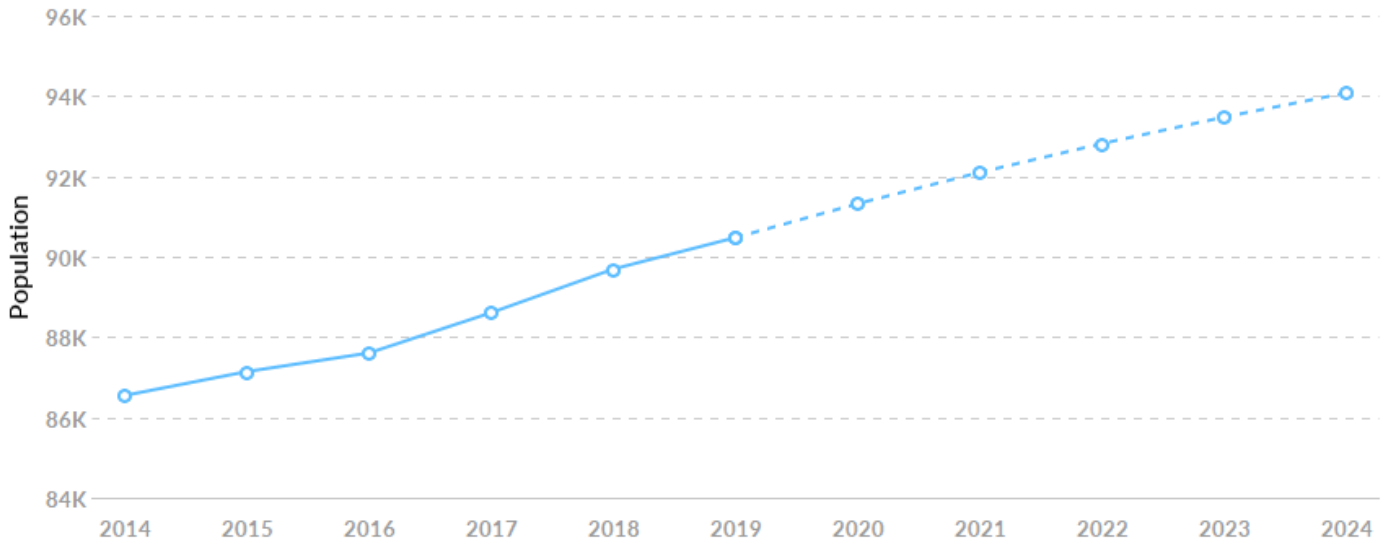


	% of Population	Population
● Less Than 9th Grade	1.7%	1,021
● 9th Grade to 12th Grade	2.6%	1,618
● High School Diploma	26.5%	16,253
● Some College	22.1%	13,564
● Associate's Degree	12.8%	7,863
● Bachelor's Degree	23.9%	14,679
● Graduate Degree and Higher	10.5%	6,451

Historic & Projected Trends

Population Trends

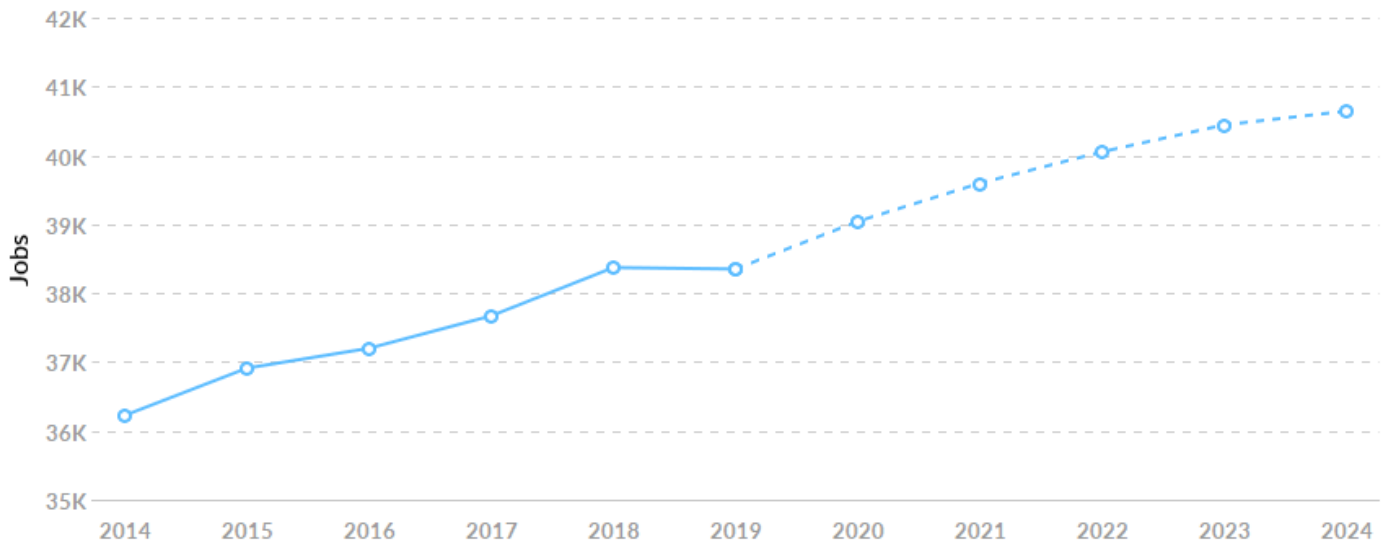
As of 2019 the region's population **increased by 4.5%** since 2014, growing by 3,931. Population is expected to **increase by 4.0%** between 2019 and 2024, adding 3,601.



Timeframe	Population
2014	86,545
2015	87,140
2016	87,603
2017	88,607
2018	89,692
2019	90,476
2020	91,319
2021	92,099
2022	92,816
2023	93,476
2024	94,077

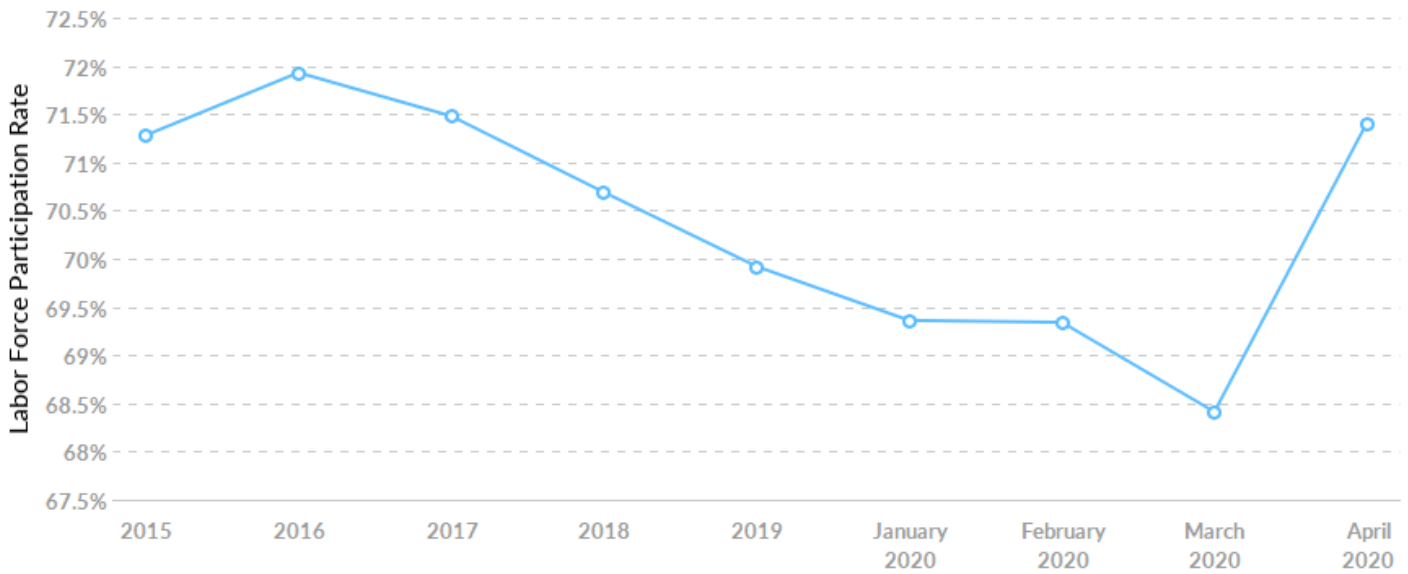
Job Trends

From 2014 to 2019, jobs increased by 5.9% in St. Croix County from 36,224 to 38,350. This change fell short of the national growth rate of 7.6% by 1.7%.



Timeframe	Jobs
2014	36,224
2015	36,910
2016	37,199
2017	37,670
2018	38,371
2019	38,350
2020	39,041
2021	39,596
2022	40,052
2023	40,443
2024	40,643

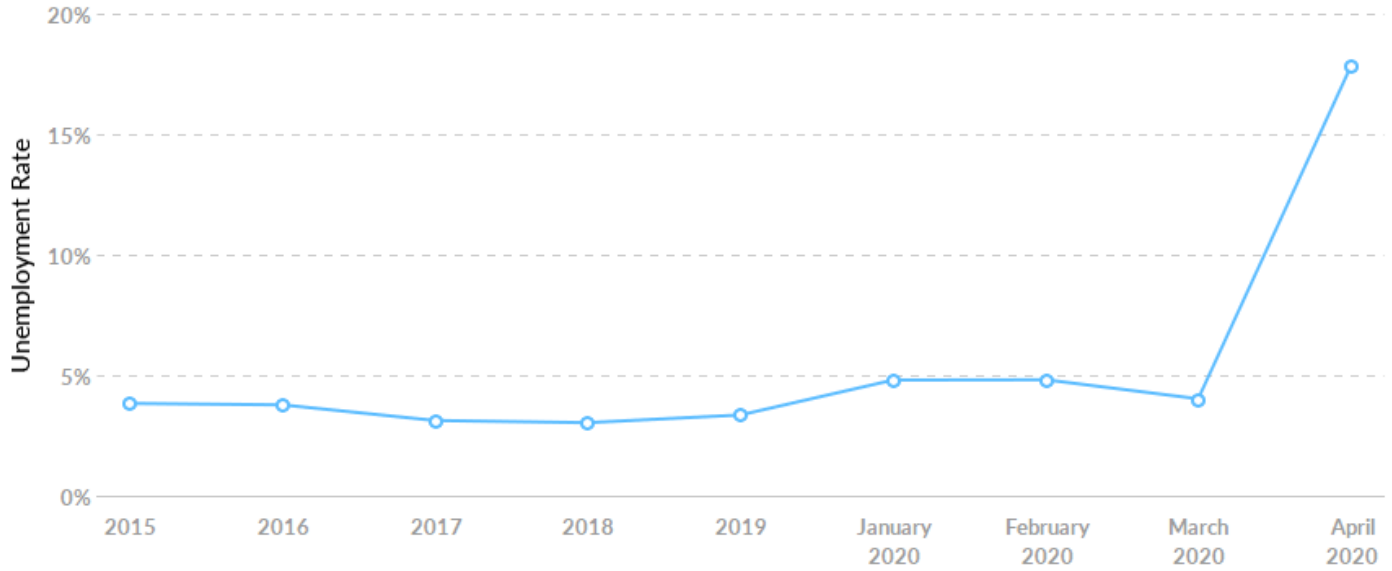
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	71.28%
2016	71.93%
2017	71.48%
2018	70.69%
2019	69.92%
January 2020	69.36%
February 2020	69.34%
March 2020	68.41%
April 2020	71.41%

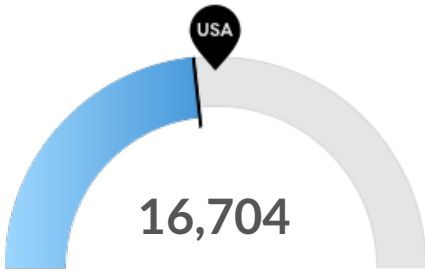
Unemployment Rate Trends

St. Croix County had an April 2020 unemployment rate of 17.82%, **increasing from 3.83%** 5 years before.



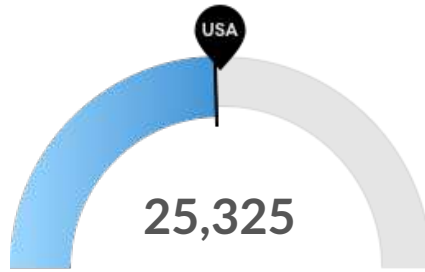
Timeframe	Unemployment Rate
2015	3.83%
2016	3.77%
2017	3.12%
2018	3.03%
2019	3.35%
January 2020	4.80%
February 2020	4.81%
March 2020	4.02%
April 2020	17.82%

Population Characteristics



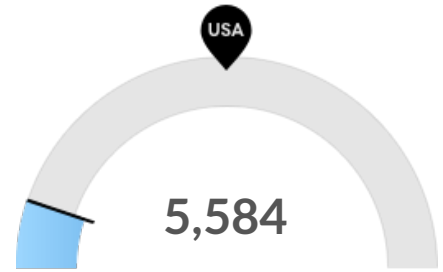
Millennials

St. Croix County has 16,704 millennials (ages 25-39). The national average for an area this size is 18,440.



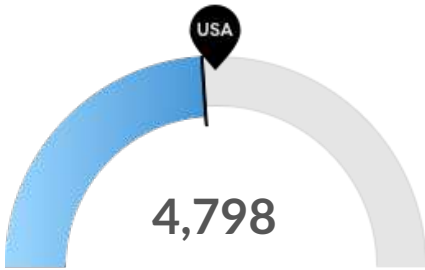
Retiring Soon

Retirement risk is about average in St. Croix County. The national average for an area this size is 25,963 people 55 or older, while there are 25,325 here.



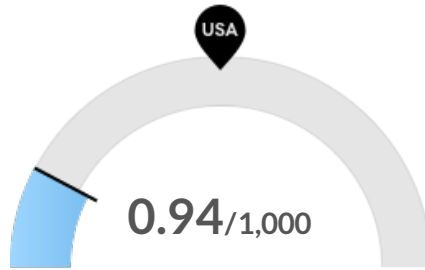
Racial Diversity

Racial diversity is low in St. Croix County. The national average for an area this size is 35,535 racially diverse people, while there are 5,584 here.



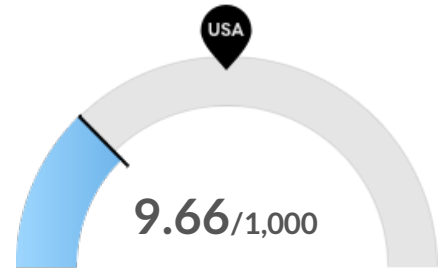
Veterans

St. Croix County has 4,798 veterans. The national average for an area this size is 5,102.



Violent Crime

St. Croix County has 0.94 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

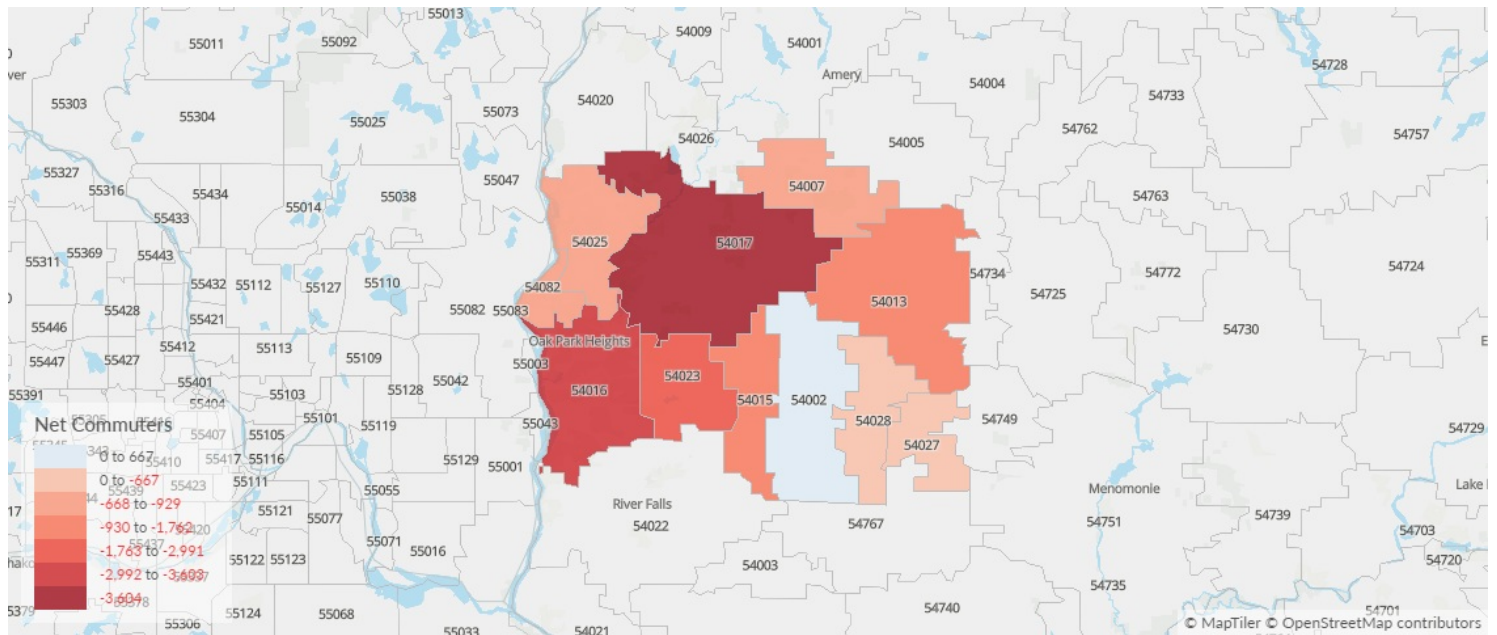


Property Crime

St. Croix County has 9.66 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 St. Croix County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

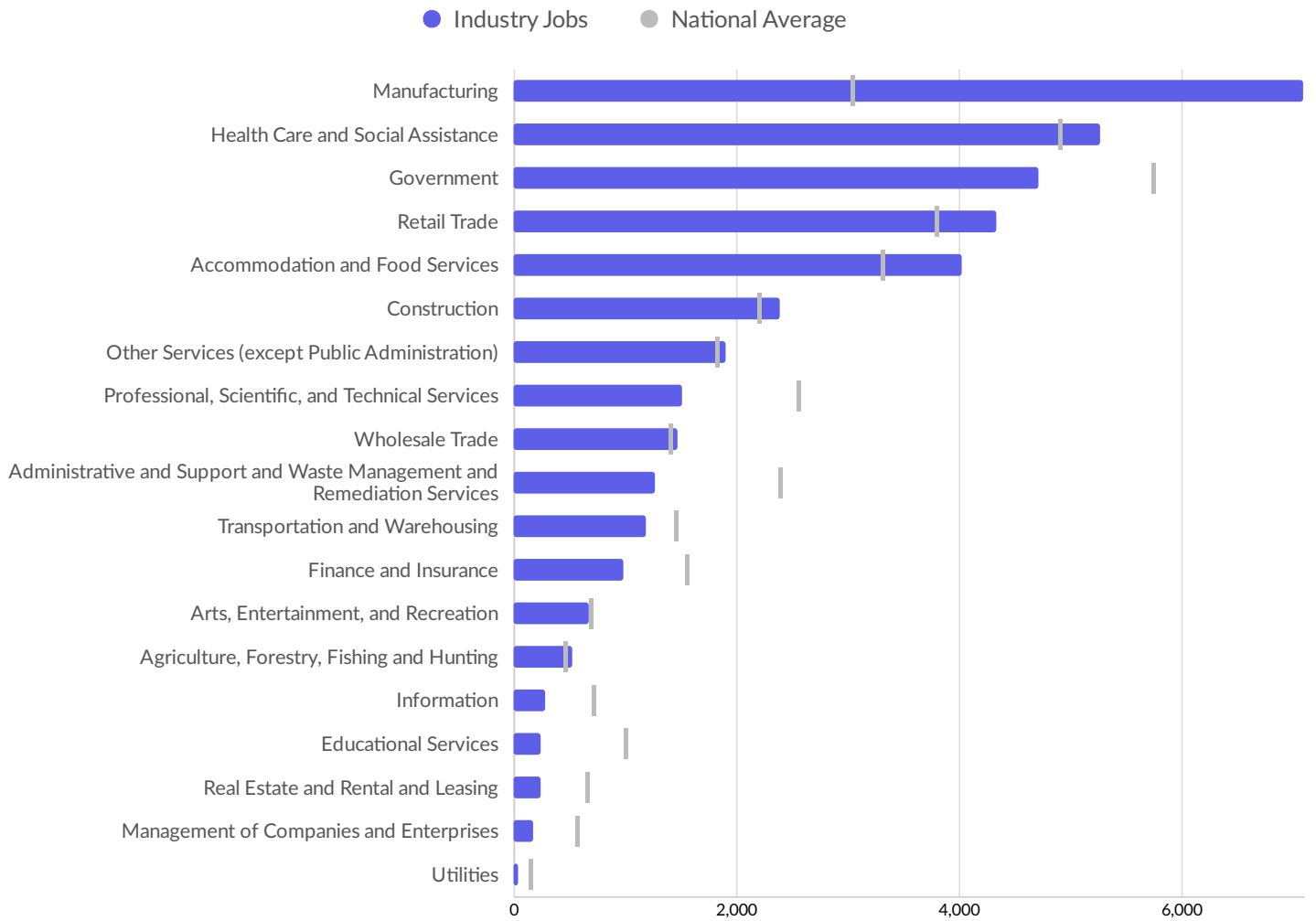
Where Talent Lives

ZIP	Name	2019 Employment
54016	Hudson, WI (in St. Croix...)	18,036
54017	New Richmond, WI (in ...)	7,738
54002	Baldwin, WI (in St. Croi...)	3,962
54025	Somerset, WI (in St. Cro...)	3,607
54015	Hammond, WI (in St. Cr...)	1,245

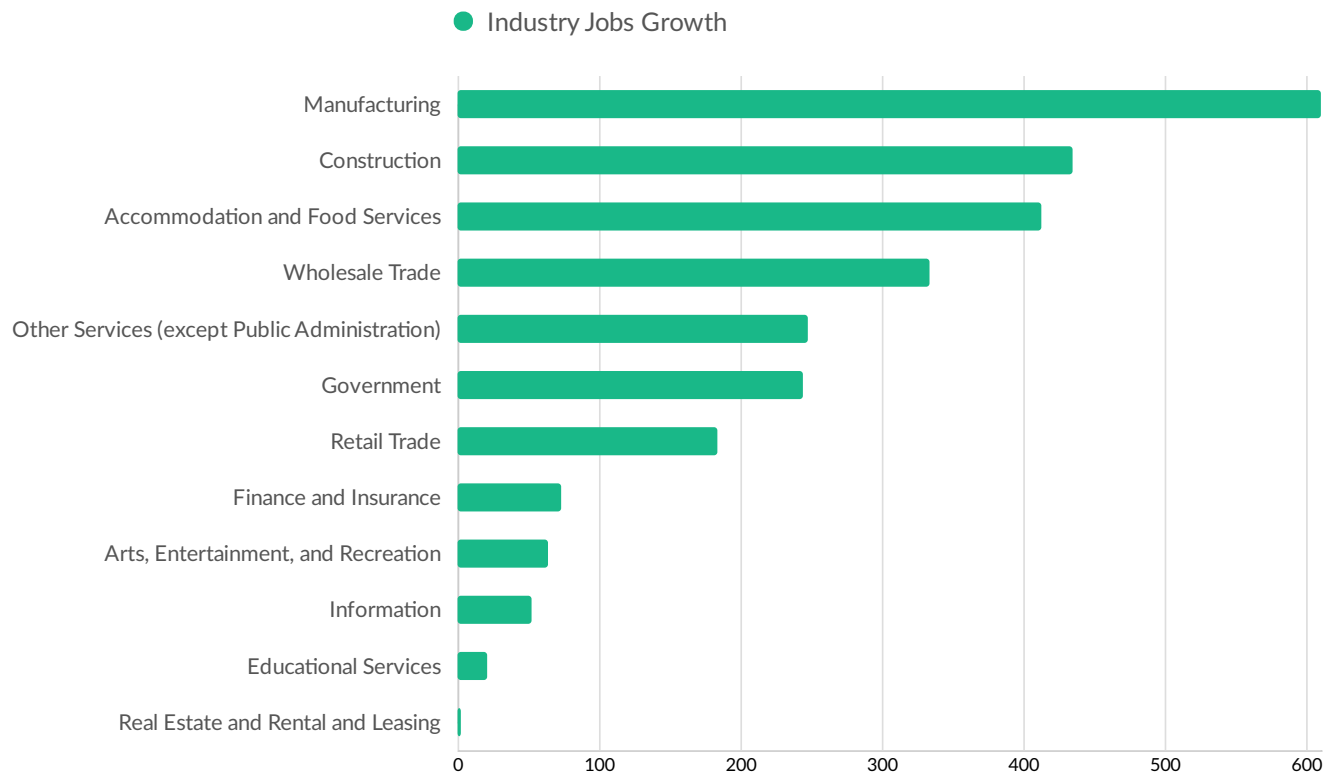
ZIP	Name	2019 Workers
54016	Hudson, WI (in St. Croix...)	21,028
54017	New Richmond, WI (in ...)	11,341
54025	Somerset, WI (in St. Cro...)	4,367
54002	Baldwin, WI (in St. Croi...)	3,857
54023	Roberts, WI (in St. Croix...)	2,890

Industry Characteristics

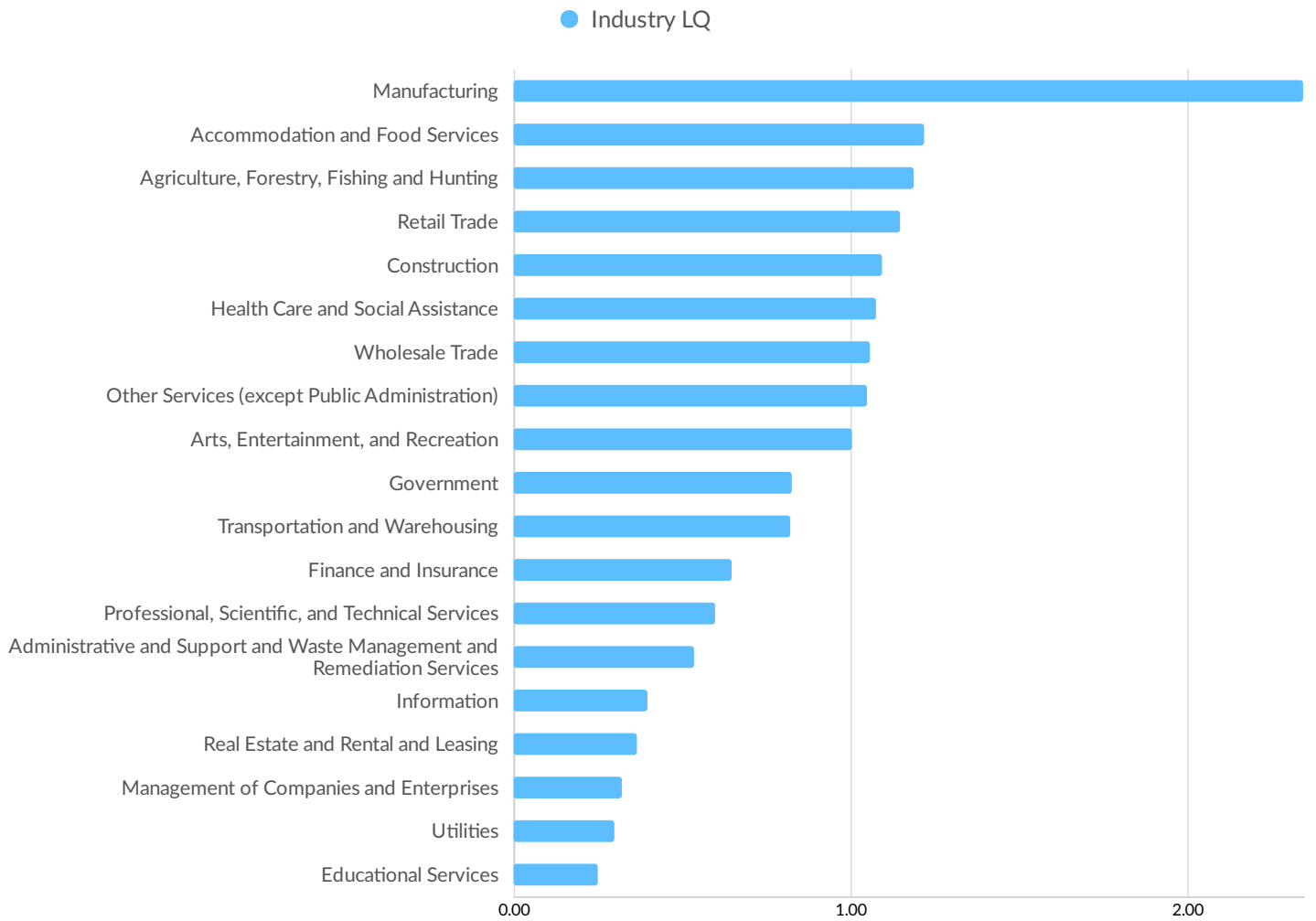
Largest Industries



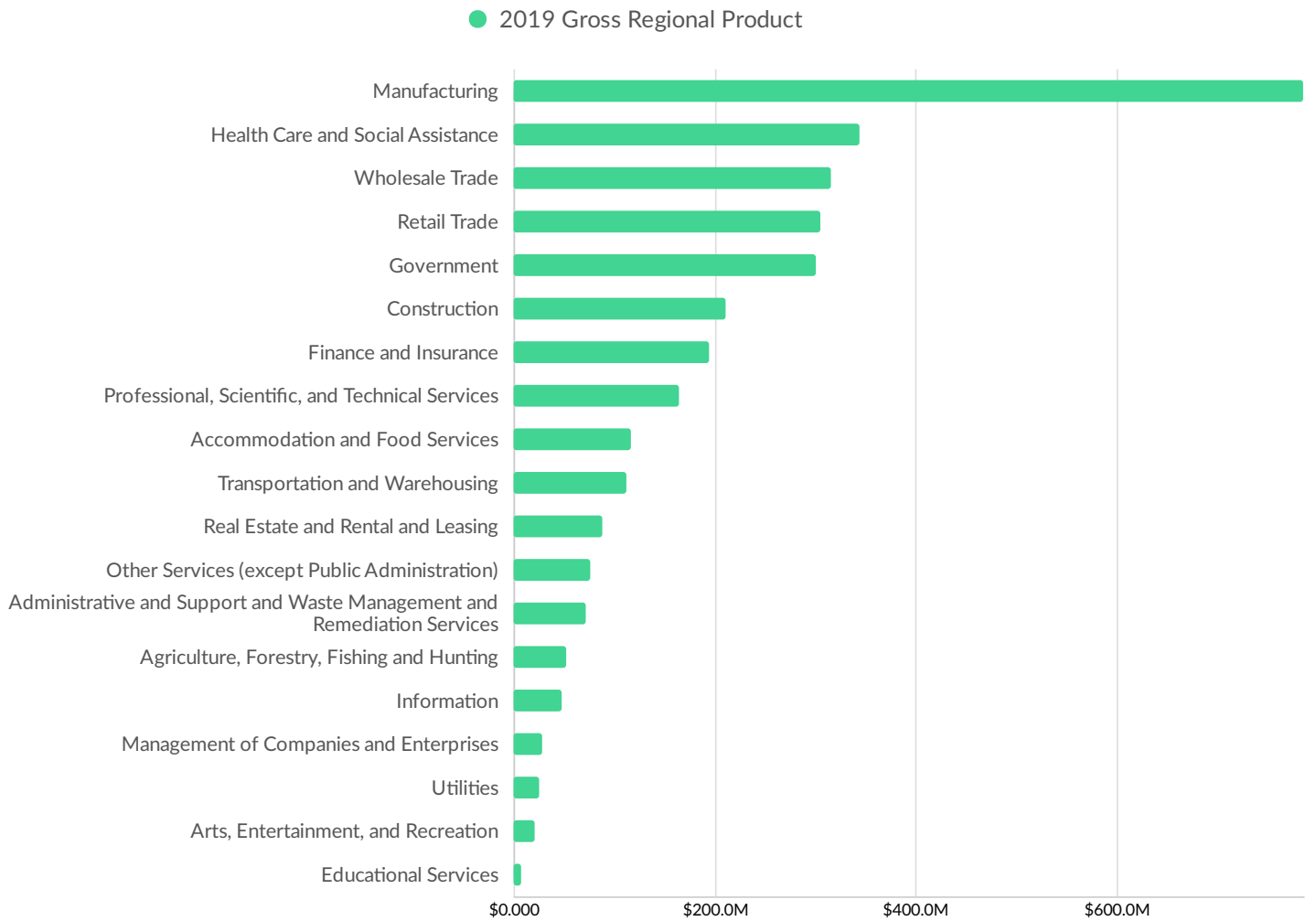
Top Growing Industries



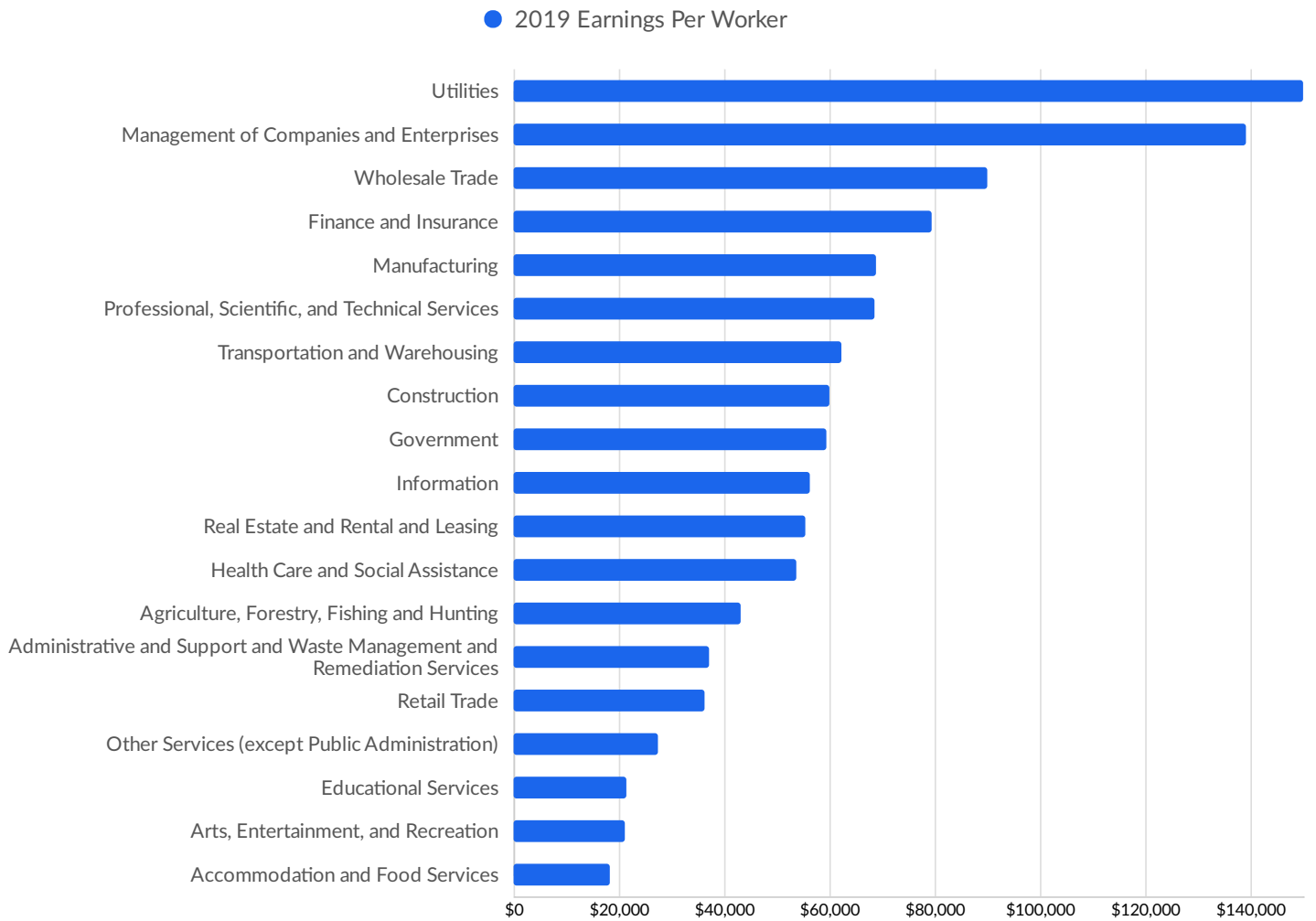
Top Industry LQ



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	6,483	7,093	610	+9%	2.34	\$68,870	\$785.87M
Health Care and Social Assistance	5,493	5,267	-226	-4%	1.08	\$53,790	\$344.58M
Government	4,473	4,717	244	+5%	0.82	\$59,367	\$301.37M
Retail Trade	4,154	4,337	183	+4%	1.14	\$36,186	\$304.87M
Accommodation and Food Services	3,608	4,020	412	+11%	1.22	\$18,166	\$117.19M
Construction	1,950	2,385	435	+22%	1.09	\$60,083	\$211.07M
Other Services (except Public Administration)	1,651	1,899	248	+15%	1.05	\$27,444	\$76.07M
Professional, Scientific, and Technical Services	1,571	1,516	-55	-4%	0.60	\$68,532	\$165.20M
Wholesale Trade	1,142	1,475	333	+29%	1.06	\$89,939	\$315.56M
Administrative and Support and Waste Management and Remediation Services	1,399	1,269	-130	-9%	0.53	\$37,281	\$71.97M
Transportation and Warehousing	1,245	1,185	-60	-5%	0.82	\$62,377	\$112.21M
Finance and Insurance	918	991	73	+8%	0.65	\$79,587	\$195.31M
Arts, Entertainment, and Recreation	610	674	64	+10%	1.00	\$21,051	\$21.36M
Agriculture, Forestry, Fishing and Hunting	587	529	-58	-10%	1.19	\$43,091	\$52.88M
Information	226	278	52	+23%	0.40	\$56,258	\$48.58M
Educational Services	227	248	21	+9%	0.25	\$21,565	\$7.34M
Real Estate and Rental and Leasing	238	240	2	+1%	0.37	\$55,604	\$88.49M
Management of Companies and Enterprises	196	179	-17	-9%	0.32	\$139,210	\$27.94M
Utilities	49	38	-11	-22%	0.30	\$150,135	\$25.39M

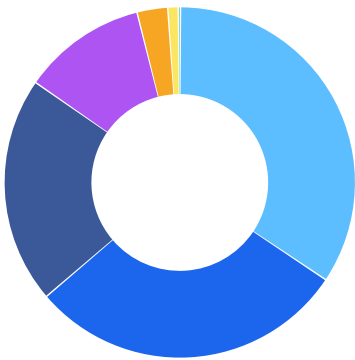
Business Characteristics

10,093 Companies Employ Your Workers

Online profiles for your workers mention 10,093 companies as employers, with the top 10 appearing below. In the last 12 months, 1,243 companies in St. Croix County posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
3M Company	293 	HealthCare Employment Netwo...	344 
Andersen Corporation	248 	Shipt, Inc.	259 
Hudson Global, Inc.	230 	Roehl Transport, Inc.	250 
Wal-Mart, Inc.	119 	Phillips Plastics Corporation	227 
Phillips Plastics Corporation	103 	Platinum Supplemental Insuranc...	216 
Saint Croix Cleaners	91 	Aerotek, Inc.	203 
Target Corporation	91 	Molex Incorporated	203 
Wells Fargo & Company	83 	Wal-Mart, Inc.	178 
The Specialty Mfg Co	78 	CRST International, Inc.	176 
State of Wisconsin	76 	Presbyterian Homes and Services	166 

Business Size

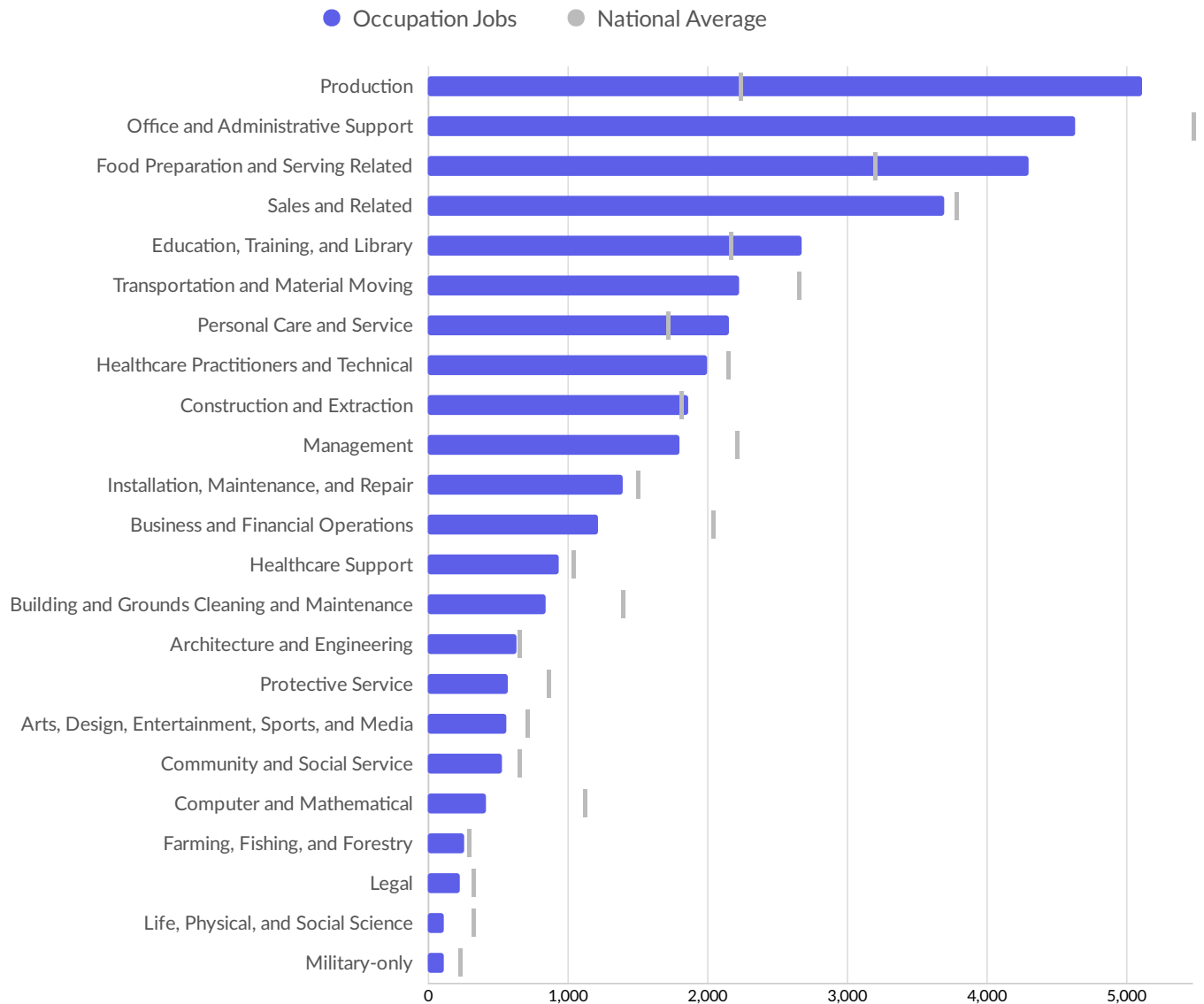


	Percentage	Business Count
● 1 to 4 employees	34.3%	1,176
● 5 to 9 employees	29.4%	1,008
● 10 to 19 employees	20.9%	717
● 20 to 49 employees	11.4%	392
● 50 to 99 employees	2.8%	97
● 100 to 249 employees	1.0%	33
● 250 to 499 employees	0.2%	7

**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

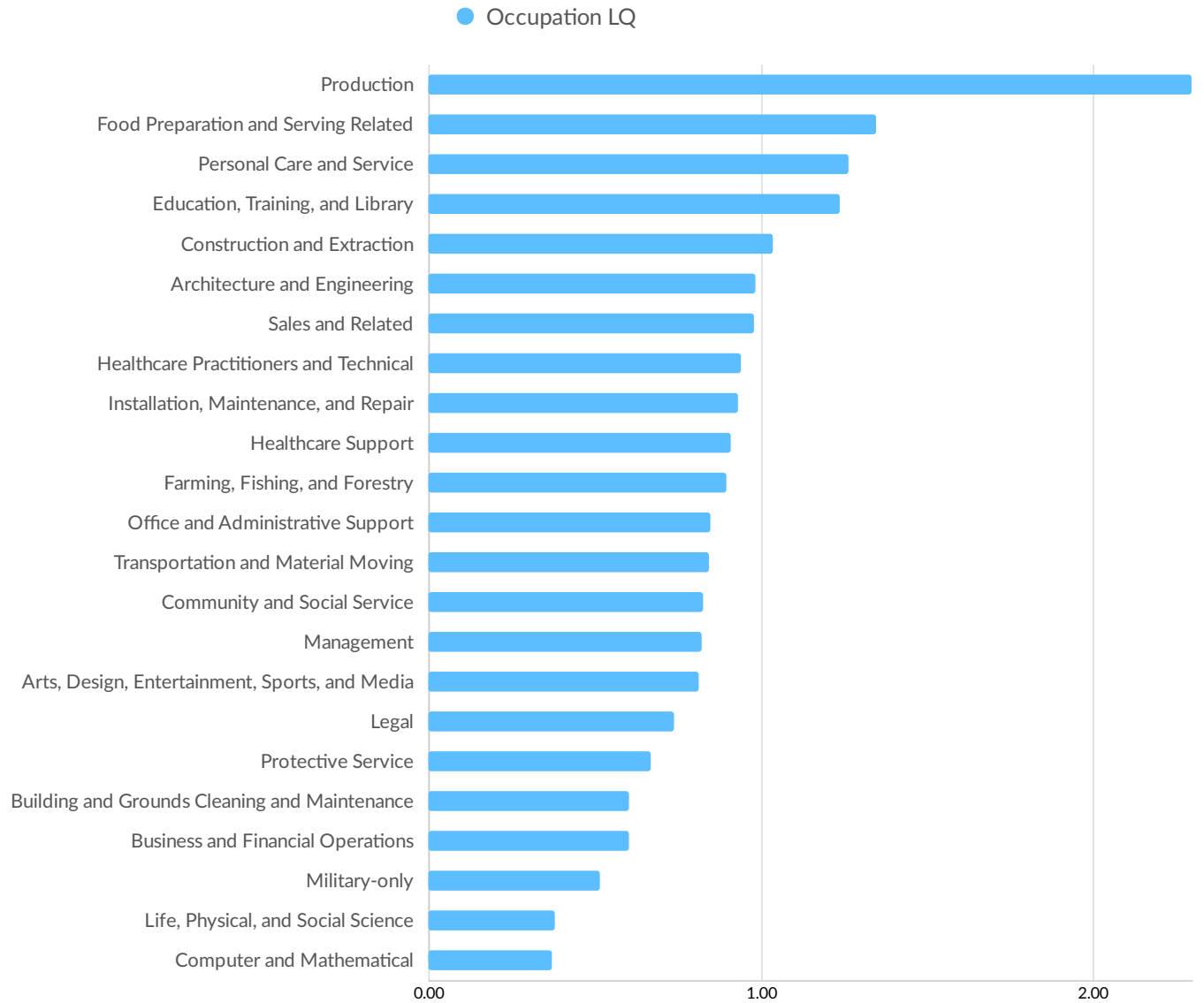
Largest Occupations



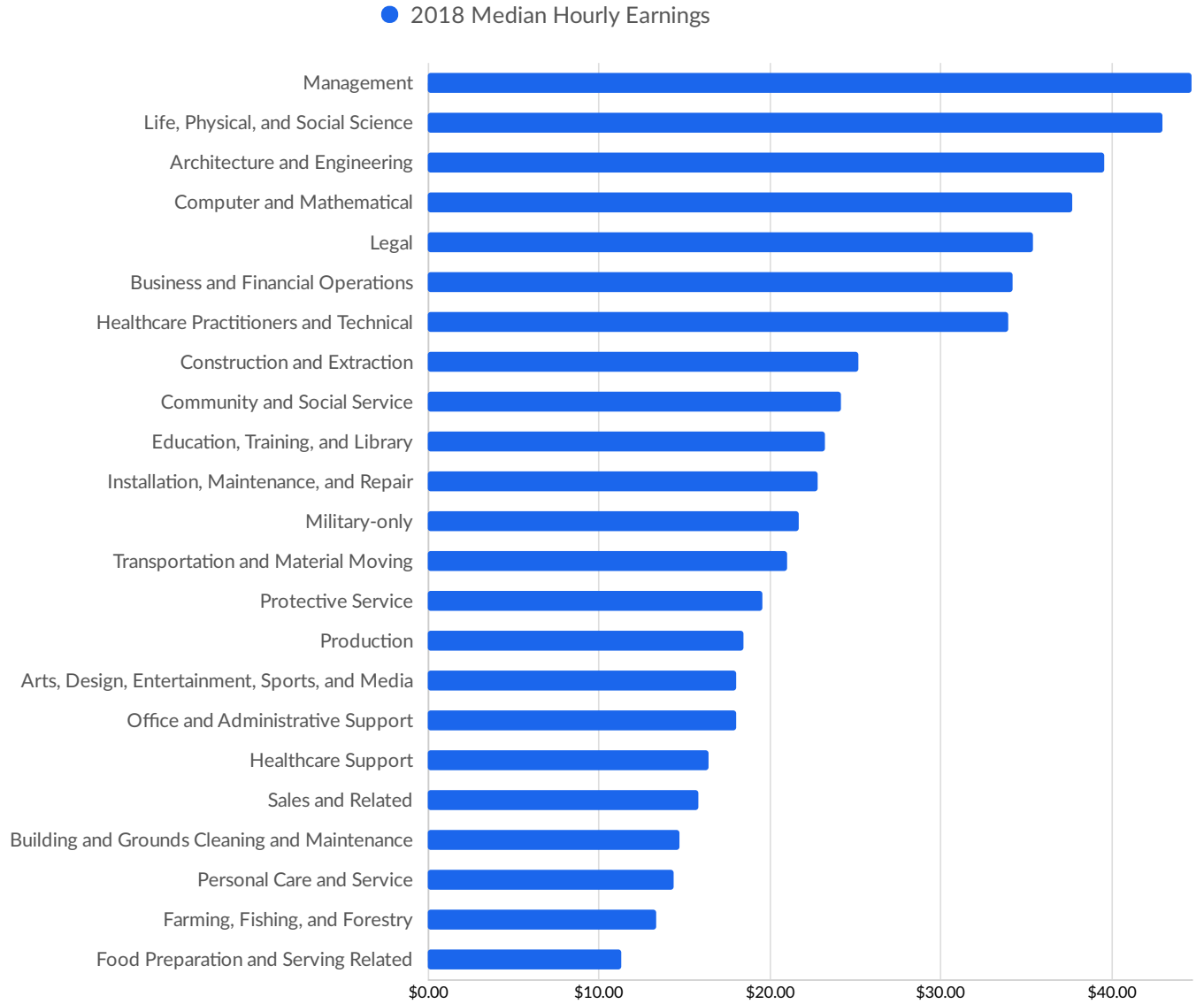
Top Growing Occupations



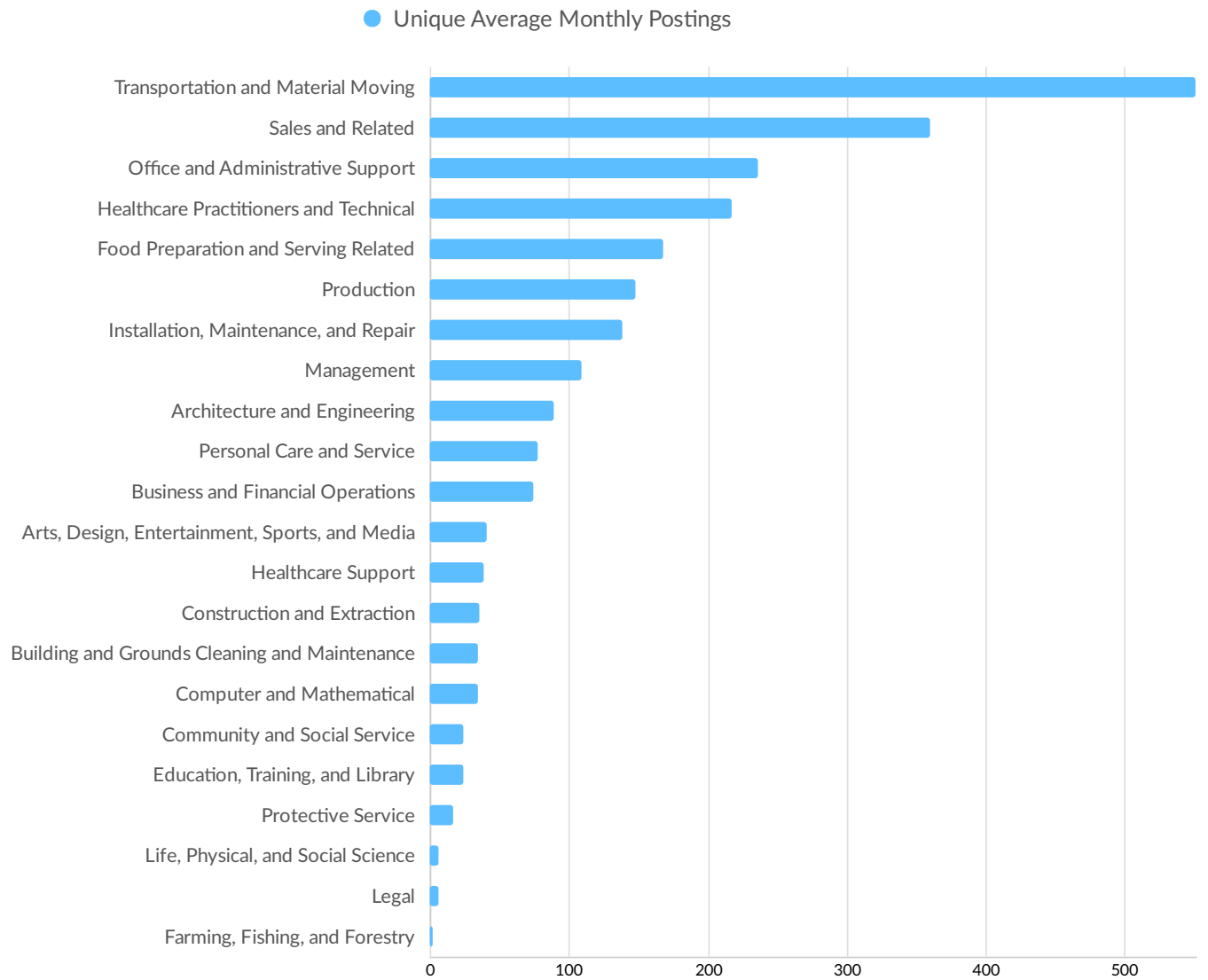
Top Occupation LQ



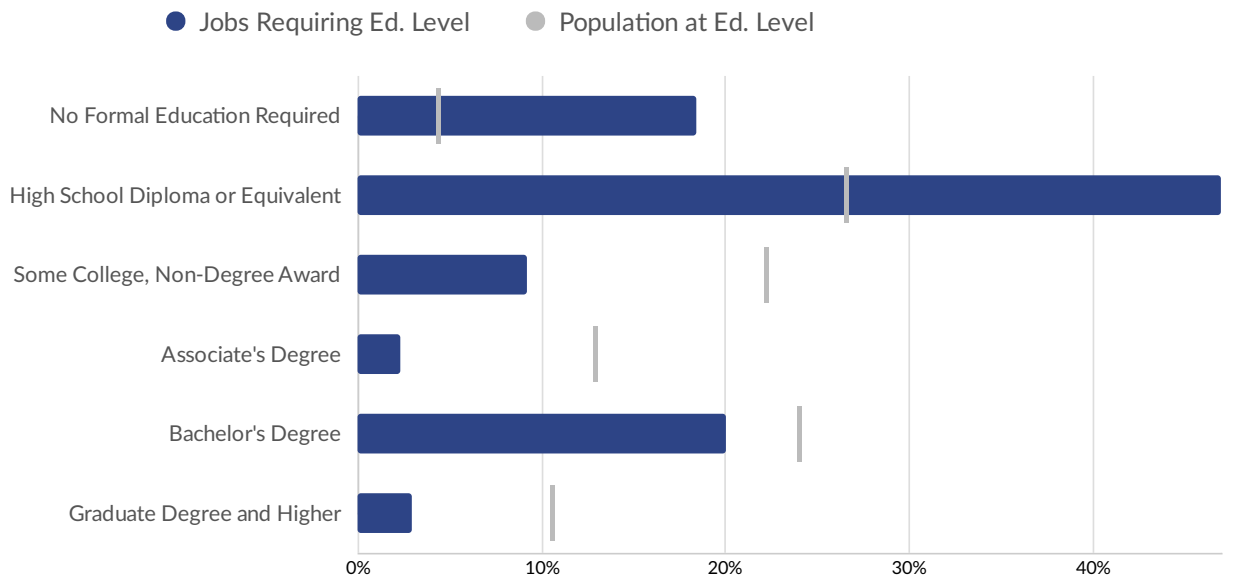
Top Occupation Earnings



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	4,815	5,121	306	+6%	2.30	\$18.48	148
Office and Administrative Support	4,560	4,642	82	+2%	0.85	\$18.03	236
Food Preparation and Serving Related	3,873	4,302	429	+11%	1.35	\$11.30	168
Sales and Related	3,569	3,697	128	+4%	0.98	\$15.83	360
Education, Training, and Library	2,584	2,681	97	+4%	1.24	\$23.25	24
Transportation and Material Moving	2,165	2,235	70	+3%	0.84	\$21.02	551
Personal Care and Service	2,024	2,155	131	+6%	1.26	\$14.40	77
Healthcare Practitioners and Technical	1,847	2,005	158	+9%	0.94	\$33.99	217
Construction and Extraction	1,565	1,866	301	+19%	1.04	\$25.18	36
Management	1,751	1,807	56	+3%	0.82	\$44.68	109
Installation, Maintenance, and Repair	1,264	1,392	128	+10%	0.93	\$22.85	138
Business and Financial Operations	1,015	1,221	206	+20%	0.60	\$34.20	75
Healthcare Support	1,156	936	-220	-19%	0.91	\$16.46	39
Building and Grounds Cleaning and Maintenance	790	840	50	+6%	0.61	\$14.74	34
Architecture and Engineering	581	635	54	+9%	0.98	\$39.57	89
Protective Service	516	572	56	+11%	0.67	\$19.59	16
Arts, Design, Entertainment, Sports, and Media	535	567	32	+6%	0.82	\$18.04	41
Community and Social Service	523	536	13	+2%	0.83	\$24.19	25

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
Computer and Mathematical	382	418	36	+9%	0.37	\$37.73	34
Farming, Fishing, and Forestry	253	256	3	+1%	0.90	\$13.35	2
Legal	207	235	28	+14%	0.74	\$35.39	7
Life, Physical, and Social Science	128	118	-10	-8%	0.38	\$42.96	7
Military-only	121	113	-8	-7%	0.52	\$21.68	0

Educational Pipeline

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

In-Demand Skills

