



Polk County, WI

West Central Wisconsin Regional Planning Commission



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Economy Overview

43,417

Population (2018)

Population grew by **100** over the last 5 years and is projected to grow by **192** over the next 5 years.

17,986

Jobs (2018)

Jobs grew by **425** over the last 5 years and are projected to grow by **484** over the next 5 years.

\$53.6K

Median Household Income (2017)

Median household income is **\$4.1K below** the national median household income of \$57.7K.

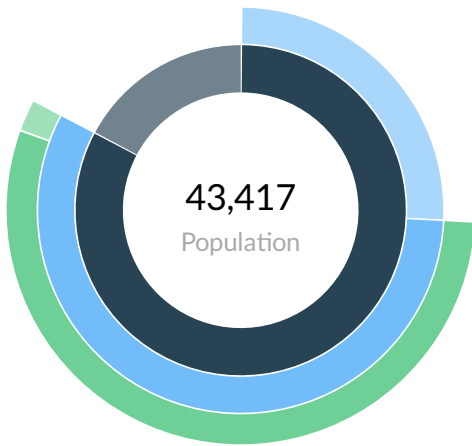
Takeaways

- As of 2018 the region's population increased by **0.2%** since 2013, growing by 100. Population is expected to increase by **0.4%** between 2018 and 2023, adding 192.
- From 2013 to 2018, jobs increased by **2.4%** in Polk County, WI from 17,561 to **17,986**. This change fell short of the national growth rate of **8.2%** by **5.8%**. As the number of jobs increased, the labor force participation rate increased from **68.7%** to **68.9%** between 2013 and 2018.
- Concerning educational attainment, **13.6%** of Polk County, WI residents possess a Bachelor's Degree (5.0% below the national average), and **11.0%** hold an Associate's Degree (3.0% above the national average).
- The top three industries in 2018 are Education and Hospitals (Local Government), General Medical and Surgical Hospitals, and Local Government, Excluding Education and Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	43,417	24,736	17,986	99.7	\$1.59B	\$2.80B	\$1.98B
Barron County	45,167	25,088	24,682	100.4	\$2.17B	\$3.24B	\$2.90B
West Central Wisconsin	425,694	235,891	204,248	98.8	\$18.90B	\$25.49B	\$21.55B
Momentum West	489,085	272,137	225,256	99.4	\$20.86B	\$28.73B	\$23.69B
Polk County	43,417	24,736	17,986	99.7	\$1.59B	\$2.80B	\$1.98B
Eau Claire County	104,183	58,969	63,348	98.6	\$5.83B	\$5.87B	\$6.24B
Dunn County	44,807	24,932	19,739	96.2	\$1.79B	\$2.85B	\$2.36B
Clark County	34,694	18,192	13,189	96.8	\$1.34B	\$2.30B	\$2.18B
Chippewa County	64,032	33,761	27,150	97.5	\$2.52B	\$3.58B	\$3.14B
St. Croix County	89,395	50,213	38,154	102.5	\$3.67B	\$5.92B	\$3.64B

Economy Overview - Cont.

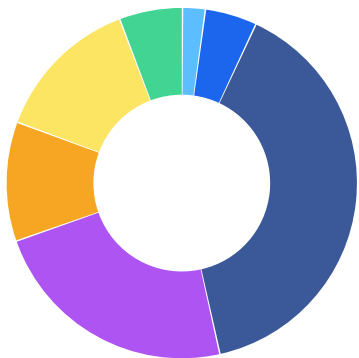
2018 Labor Force Breakdown



	Population
● Total Working Age Population	35,901
● Not in Labor Force (15+)	11,165
● Labor Force	24,736
● Employed	23,769
● Unemployed	967
● Under 15	7,516

Educational Attainment

Concerning educational attainment, **13.6% of Polk County, WI residents possess a Bachelor's Degree** (5.0% below the national average), and **11.0% hold an Associate's Degree** (3.0% above the national average).

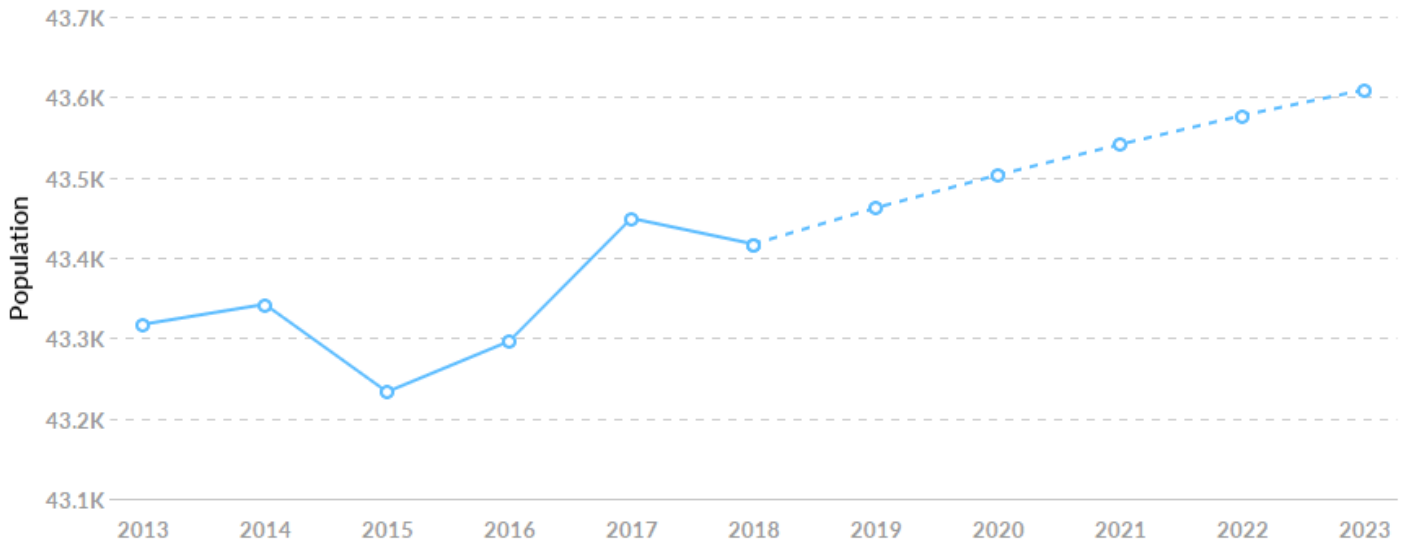


	% of Population	Population
● Less Than 9th Grade	2.1%	655
● 9th Grade to 12th Grade	4.8%	1,500
● High School Diploma	39.6%	12,381
● Some College	23.1%	7,241
● Associate's Degree	11.0%	3,445
● Bachelor's Degree	13.6%	4,257
● Graduate Degree and Higher	5.8%	1,826

Historic & Projected Trends

Population Trends

As of 2018 the region's population increased by 0.2% since 2013, growing by 100. Population is expected to increase by 0.4% between 2018 and 2023, adding 192.

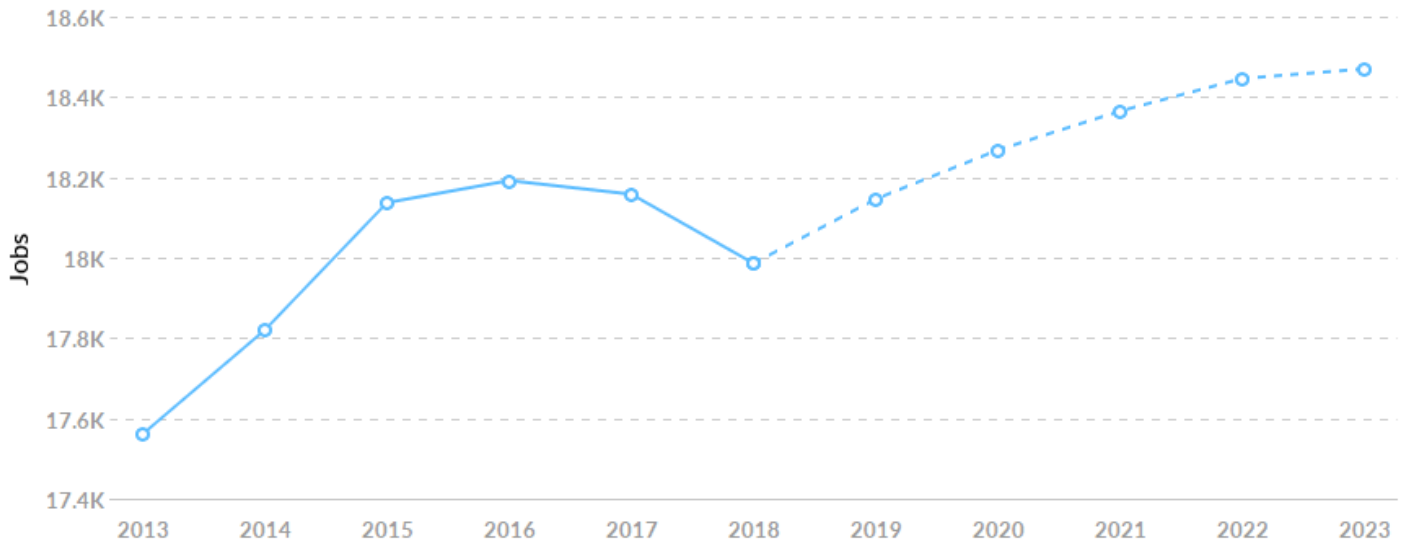


Timeframe	Population
2013	43,317
2014	43,342
2015	43,233
2016	43,296
2017	43,449
2018	43,417
2019	43,462
2020	43,503
2021	43,541
2022	43,577
2023	43,609

Historic & Projected Trends - Cont.

Job Trends

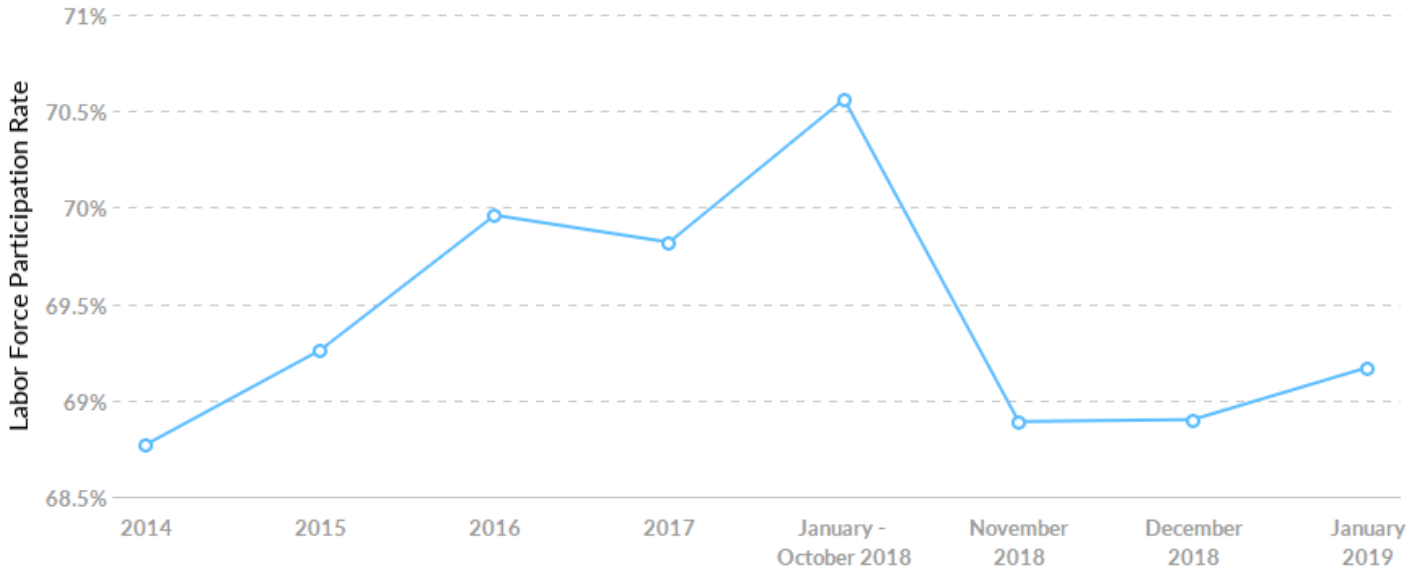
From 2013 to 2018, jobs increased by 2.4% in Polk County, WI from 17,561 to 17,986. This change fell short of the national growth rate of 8.2% by 5.8%.



Timeframe	Jobs
2013	17,561
2014	17,820
2015	18,137
2016	18,192
2017	18,158
2018	17,986
2019	18,146
2020	18,268
2021	18,365
2022	18,446
2023	18,470

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

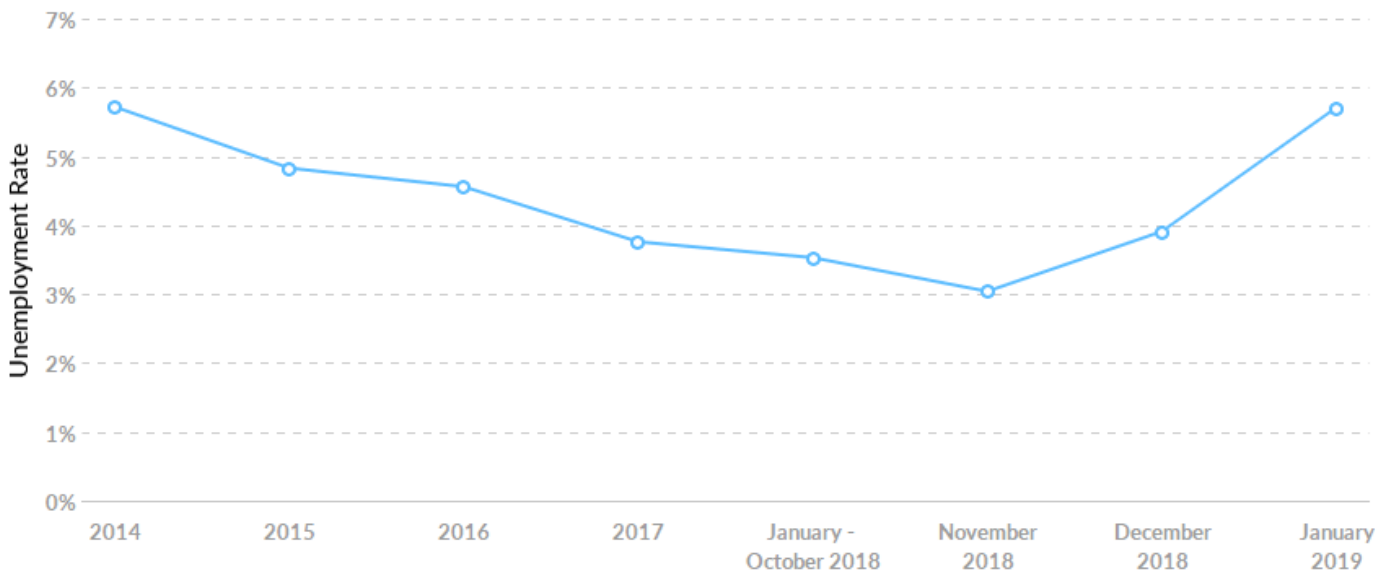


Timeframe	Labor Force Participation Rate
2014	68.77%
2015	69.26%
2016	69.96%
2017	69.82%
January - October 2018	70.56%
November 2018	68.89%
December 2018	68.90%
January 2019	69.17%

Historic & Projected Trends - Cont.

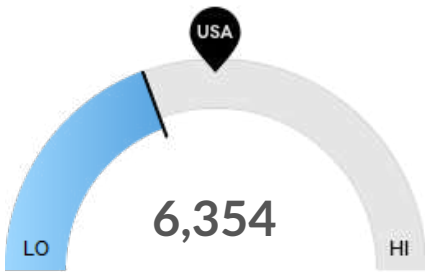
Unemployment Rate Trends

Polk County, WI had a January 2019 unemployment rate of 5.71%, **decreasing from 5.72% 5 years before.**



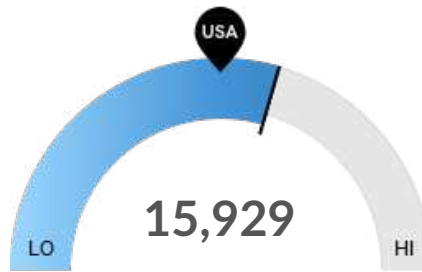
Timeframe	Unemployment Rate
2014	5.72%
2015	4.83%
2016	4.56%
2017	3.76%
January - October 2018	3.53%
November 2018	3.04%
December 2018	3.91%
January 2019	5.71%

Population Characteristics



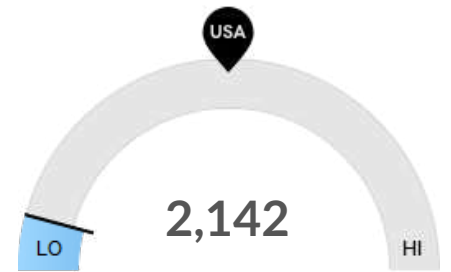
Millennials

Polk County, WI has 6,354 millennials (ages 20-34). The national average for an area this size is 8,999.



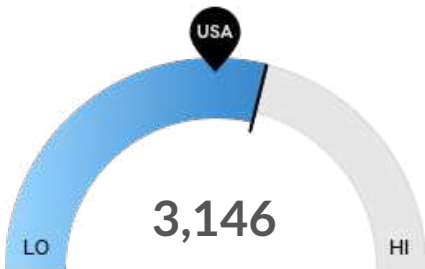
Retiring Soon

Retirement risk is high in Polk County, WI. The national average for an area this size is 12,386 people 55 or older, while there are 15,929 here.



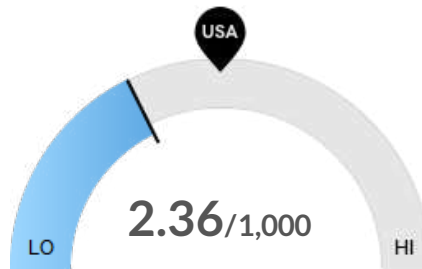
Racial Diversity

Racial diversity is low in Polk County, WI. The national average for an area this size is 17,063 racially diverse people, while there are 2,142 here.



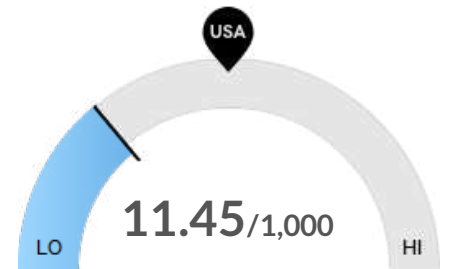
Veterans

Polk County, WI has 3,146 veterans. The national average for an area this size is 2,526.



Violent Crime

Polk County, WI has 2.36 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



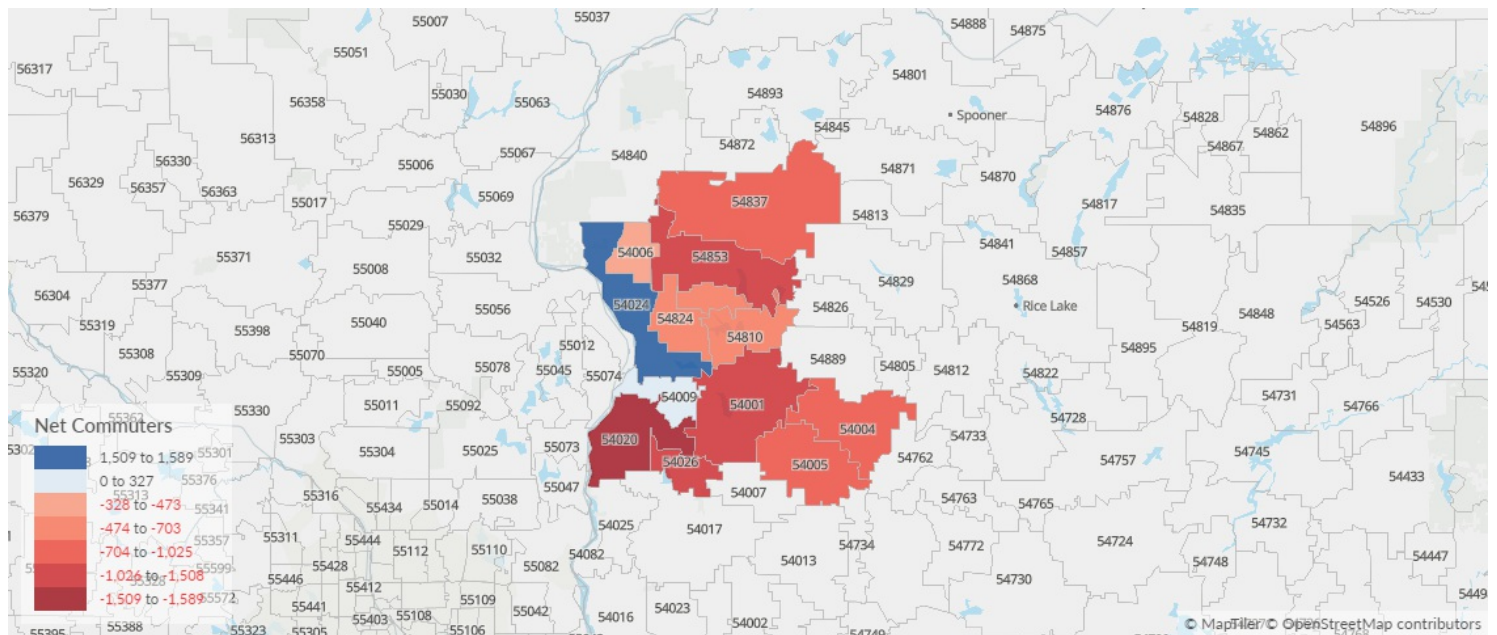
Property Crime

Polk County, WI has 11.45 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

Population Characteristics - Cont.

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

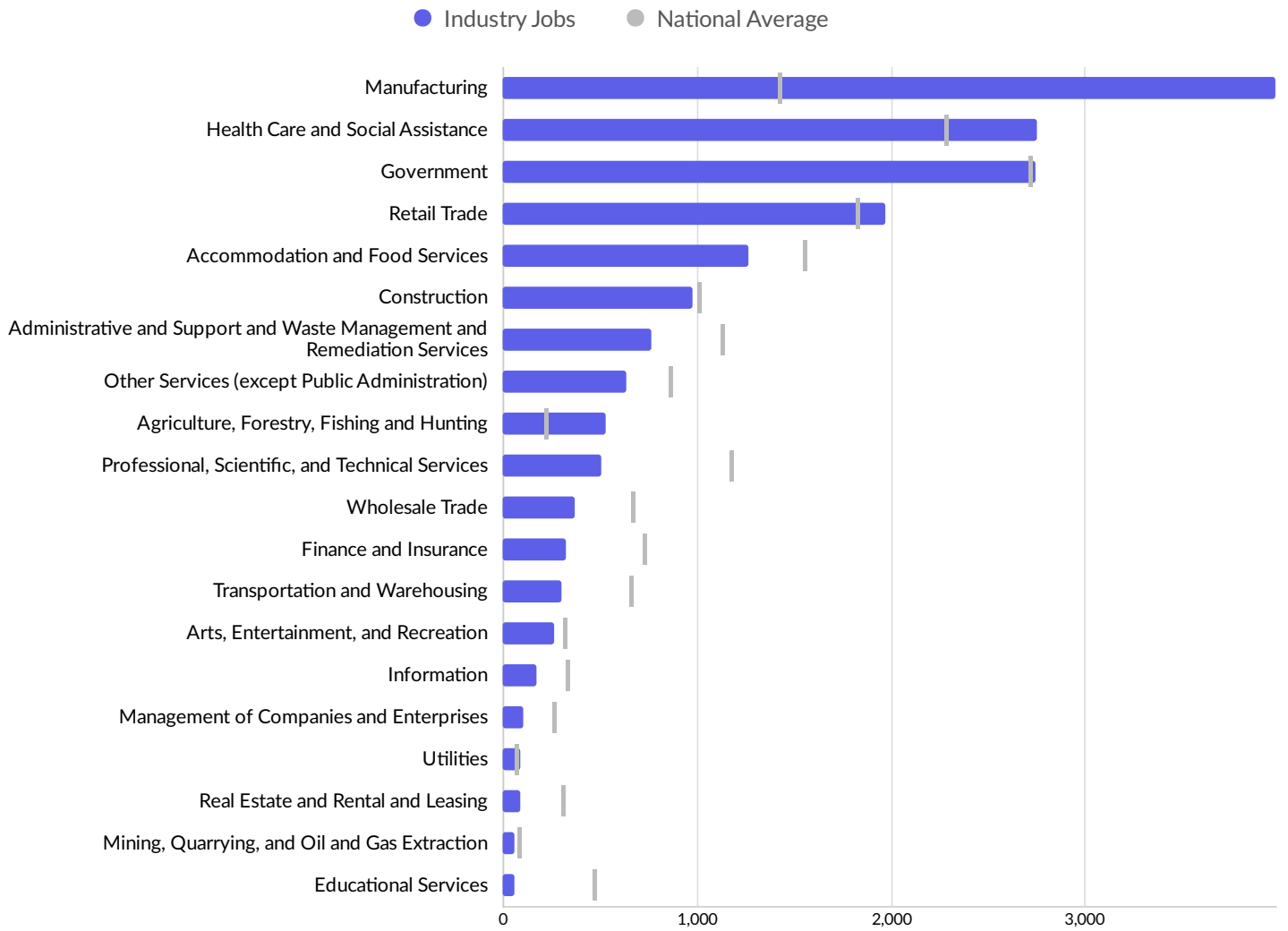
Where Talent Lives

ZIP	Name	2018 Employment
54024	Saint Croix Falls, WI (in ...	4,110
54001	Amery, WI (in Polk coun...	3,757
54020	Osceola, WI (in Polk co...	2,888
54009	Dresser, WI (in Polk cou...	1,442
54853	Luck, WI (in Polk county)	1,173

ZIP	Name	2018 Workers
54001	Amery, WI (in Polk coun...	4,791
54020	Osceola, WI (in Polk co...	4,476
54024	Saint Croix Falls, WI (in ...	2,601
54853	Luck, WI (in Polk county)	2,231
54837	Frederic, WI (in Polk co...	1,934

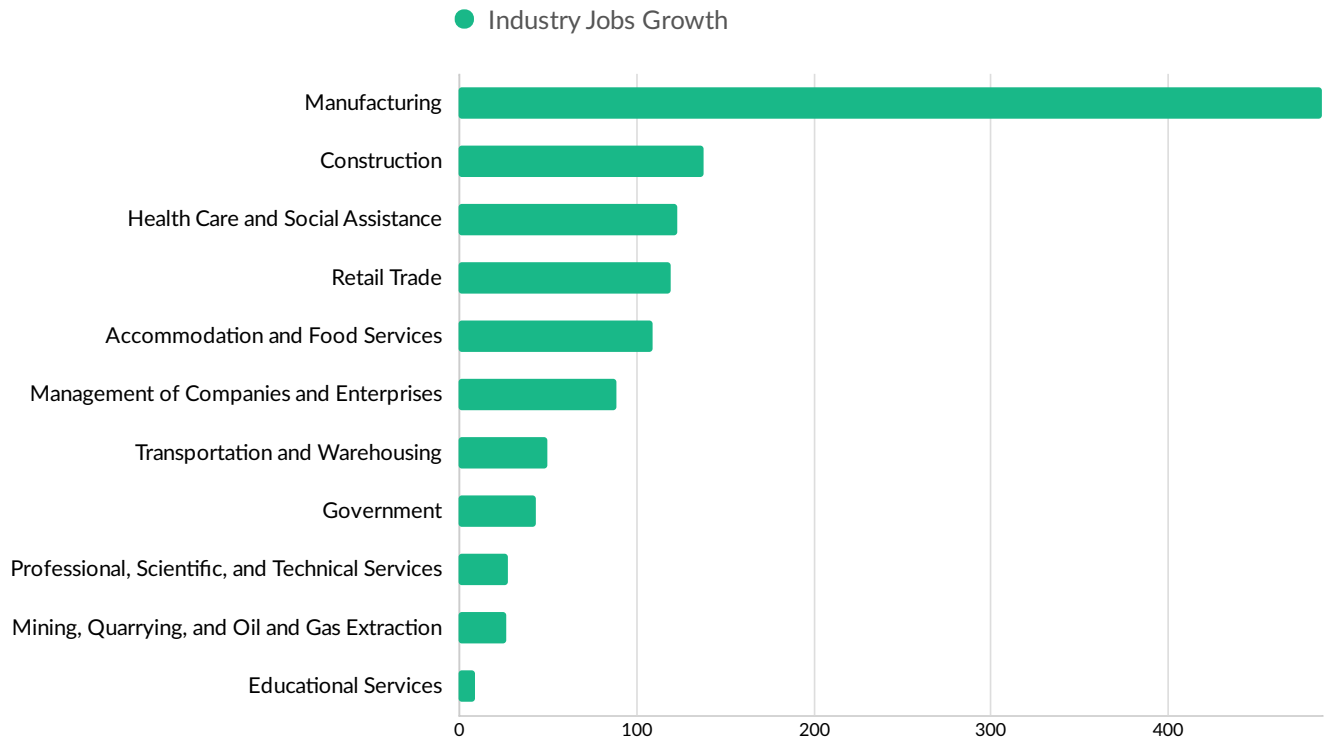
Industry Characteristics

Largest Industries



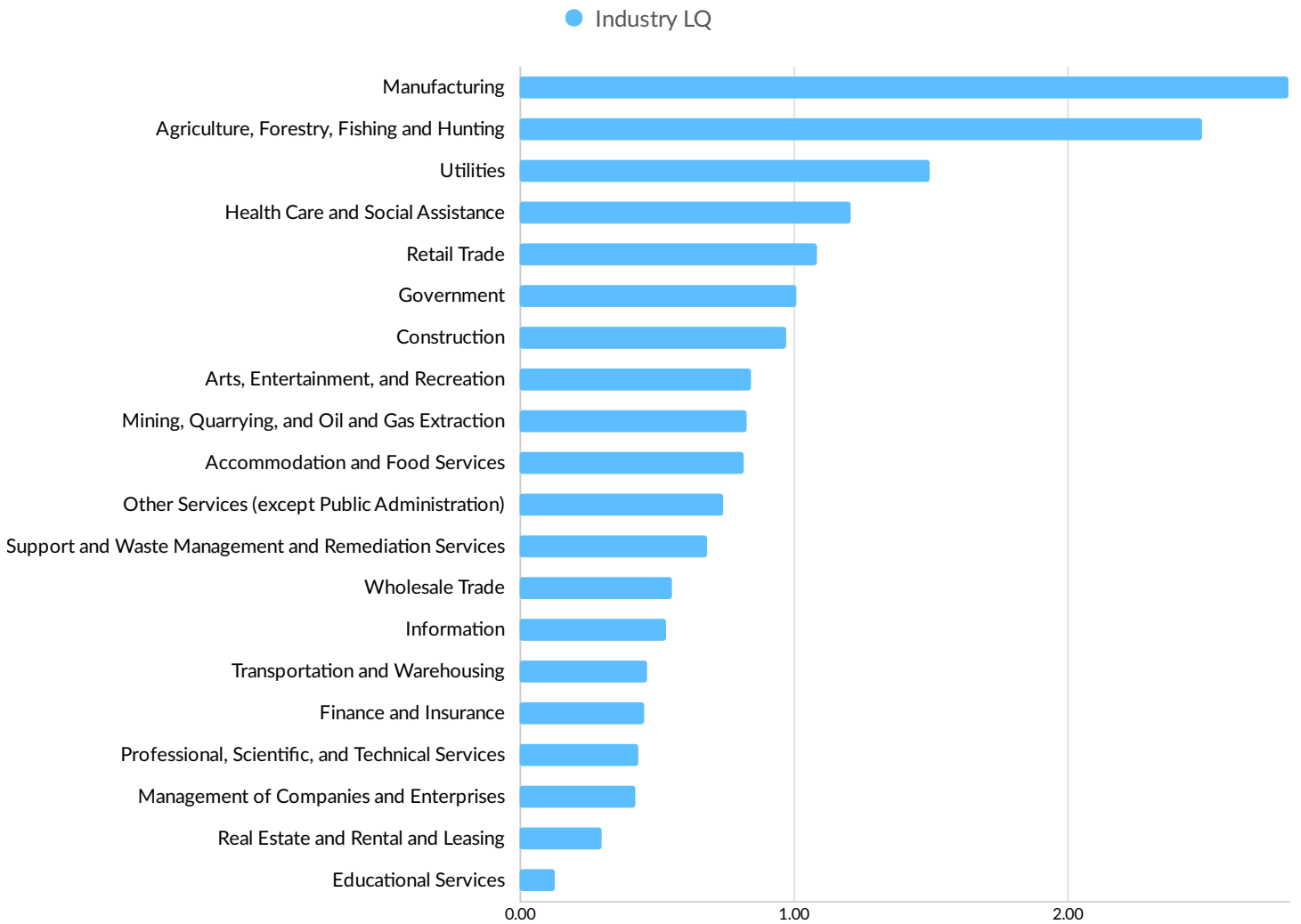
Industry Characteristics - Cont.

Top Growing Industries



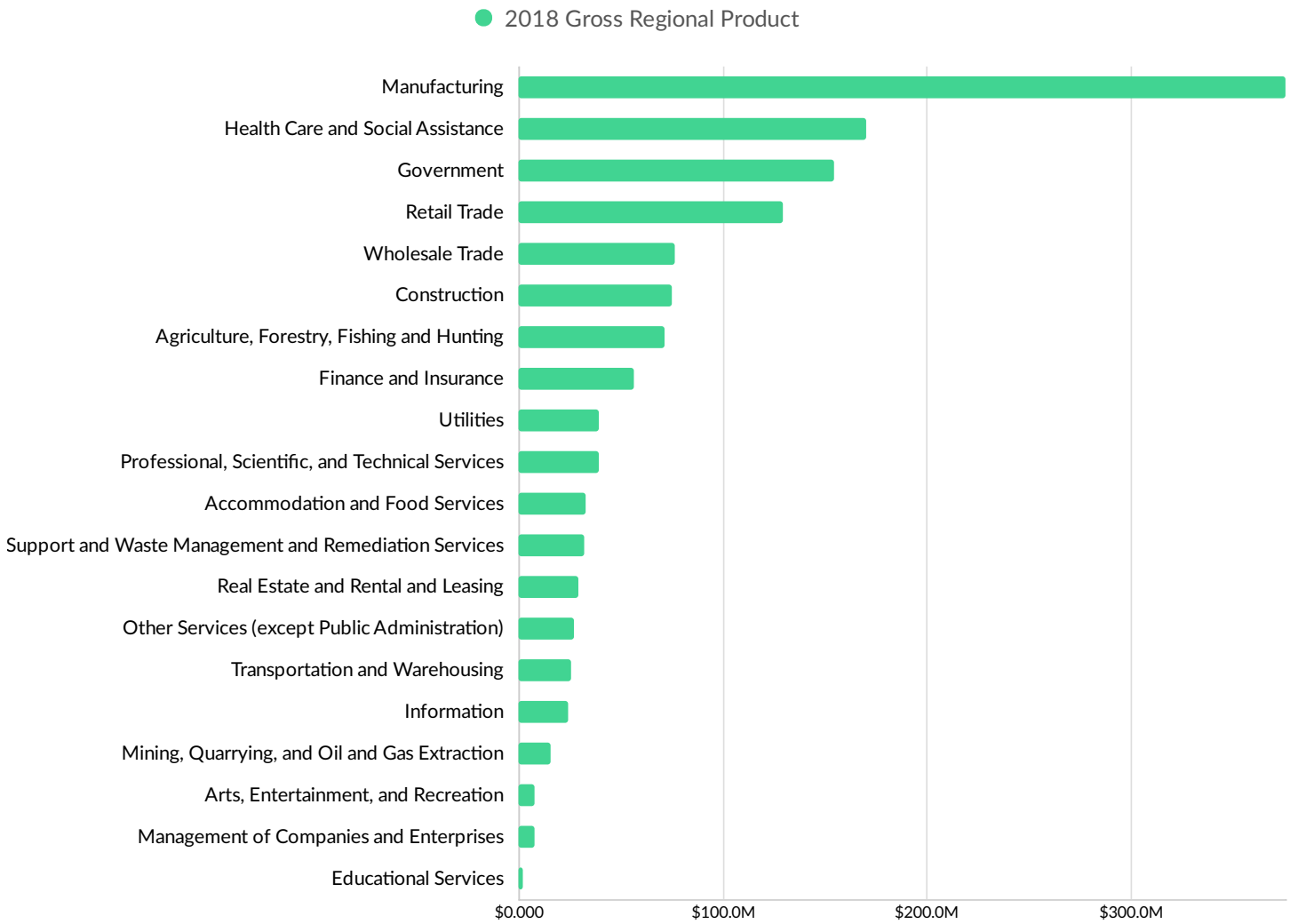
Industry Characteristics - Cont.

Top Industry LQ



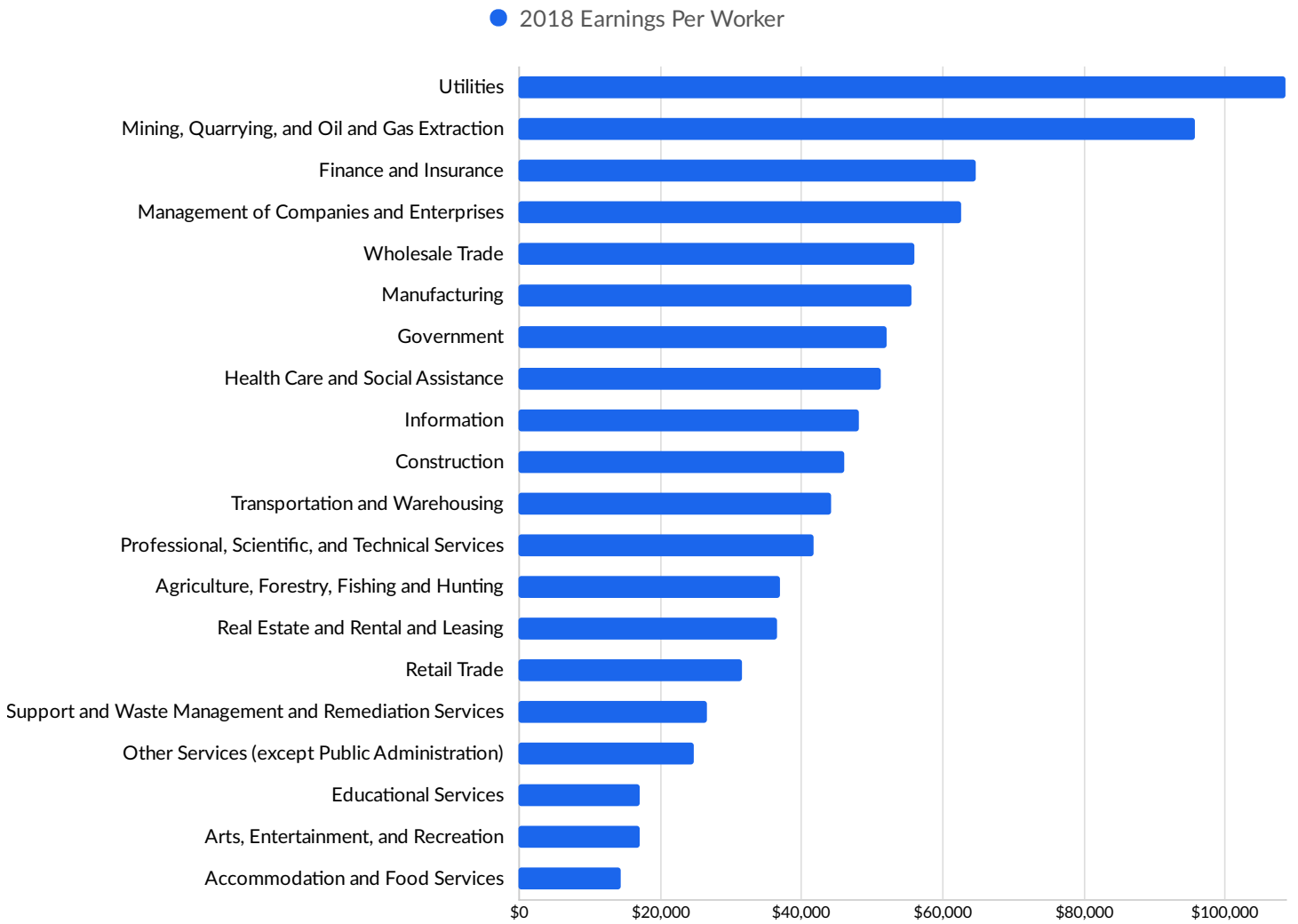
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings























Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	3,495	3,982	487	+14%	2.81	\$55,569	\$375.99M
Health Care and Social Assistance	2,630	2,753	123	+5%	1.21	\$51,419	\$170.68M
Government	2,702	2,746	44	+2%	1.01	\$52,128	\$154.55M
Retail Trade	1,855	1,975	120	+6%	1.09	\$31,715	\$129.45M
Accommodation and Food Services	1,154	1,263	109	+9%	0.82	\$14,423	\$32.86M
Construction	839	977	138	+16%	0.98	\$46,232	\$75.12M
Administrative and Support and Waste Management and Remediation Services	1,380	767	-613	-44%	0.68	\$26,649	\$32.49M
Other Services (except Public Administration)	656	635	-21	-3%	0.74	\$24,820	\$26.94M
Agriculture, Forestry, Fishing and Hunting	542	528	-14	-3%	2.50	\$37,021	\$71.94M
Professional, Scientific, and Technical Services	478	506	28	+6%	0.43	\$41,757	\$39.16M
Wholesale Trade	411	369	-42	-10%	0.56	\$56,096	\$76.60M
Finance and Insurance	405	328	-77	-19%	0.45	\$64,682	\$56.72M
Transportation and Warehousing	251	301	50	+20%	0.46	\$44,186	\$25.82M
Arts, Entertainment, and Recreation	264	264	0	0%	0.84	\$17,212	\$7.76M
Information	192	177	-15	-8%	0.54	\$48,210	\$24.41M
Management of Companies and Enterprises	19	108	89	+468%	0.42	\$62,619	\$7.52M
Utilities	107	93	-14	-13%	1.50	\$108,636	\$39.40M
Real Estate and Rental and Leasing	96	91	-5	-5%	0.30	\$36,681	\$29.05M
Mining, Quarrying, and Oil and Gas Extraction	35	62	27	+77%	0.83	\$95,873	\$15.55M
Educational Services	51	60	9	+18%	0.13	\$17,265	\$1.83M

Business Characteristics

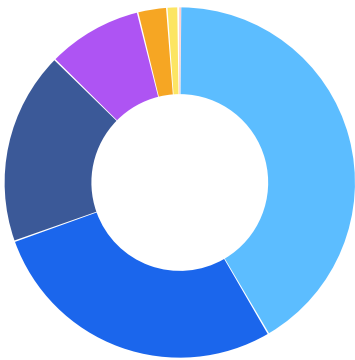
2,010 Companies Employ Your Workers

Online profiles for your workers mention 2,010 companies as employers, with the top 10 appearing below. In the last 12 months, 600 companies in Polk County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
St. Croix Regional Medical Cent...	72 	St. Croix Regional Medical Cent...	210 
Osceola Regional Medical Center	47 	C.R. England, Inc.	190 
Polaris Industries Inc.	42 	Teach For America, Inc.	183 
Hazelden Foundation	40 	CRST International, Inc.	178 
SMC	35 	Tutree, Inc.	153 
Amery Regional Medical Center,...	34 	Decker Truck Line, Inc.	144 
Wal-Mart Stores, Inc.	34 	Westway Transportation Service...	143 
Tenere Inc.	26 	J.B. Hunt Transport Services, Inc.	112 
Andersen Corporation	25 	Koch Trucking, Inc.	112 
Polk County	23 	Trueblue, Inc.	107 

Business Characteristics - Cont.

Business Size

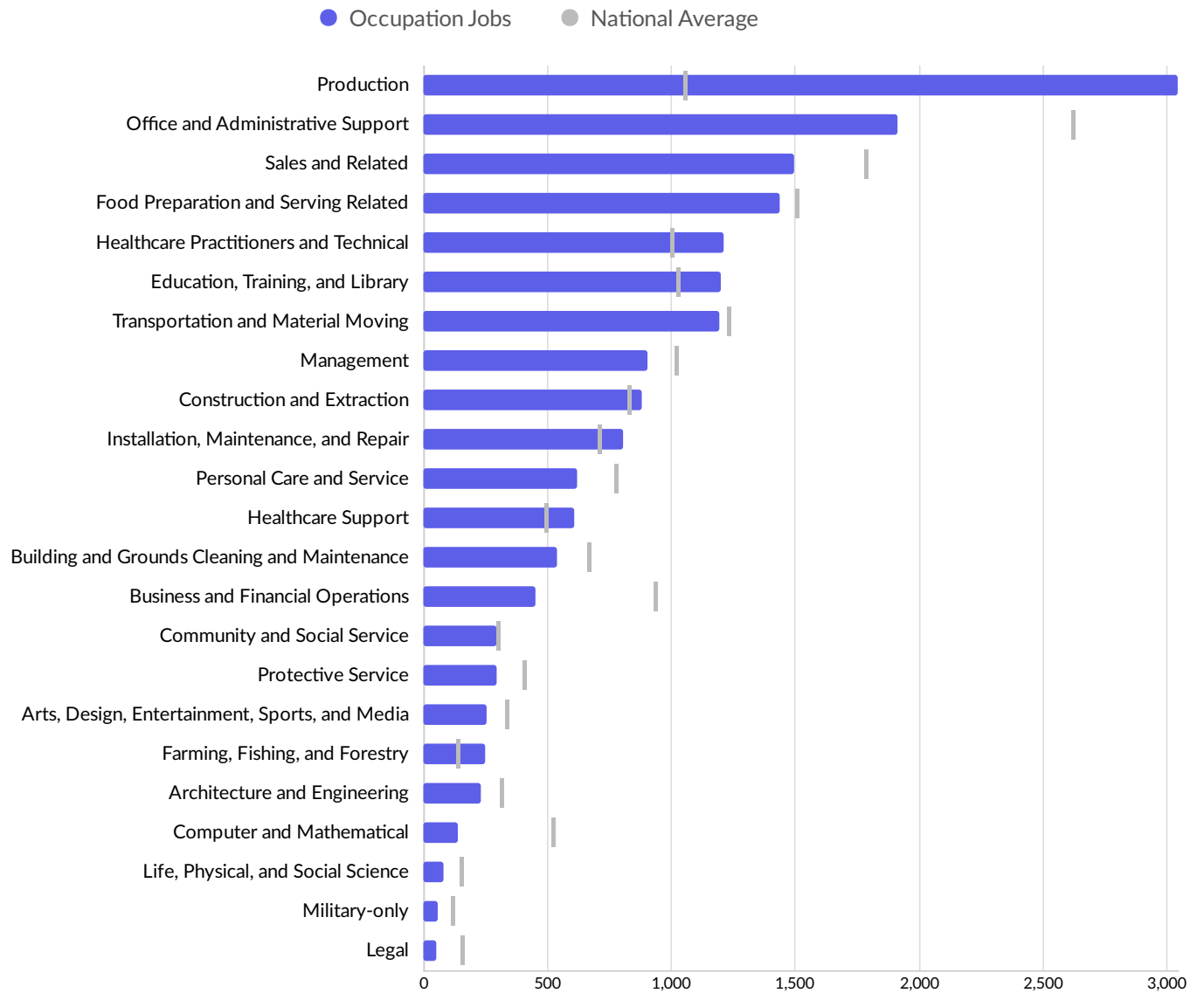


	Percentage	Business Count
1 to 4 employees	41.5%	895
5 to 9 employees	28.0%	604
10 to 19 employees	17.8%	384
20 to 49 employees	8.8%	189
50 to 99 employees	2.7%	58
100 to 249 employees	1.0%	22
250 to 499 employees	0.1%	3
500+ employees	0.1%	2

**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.*

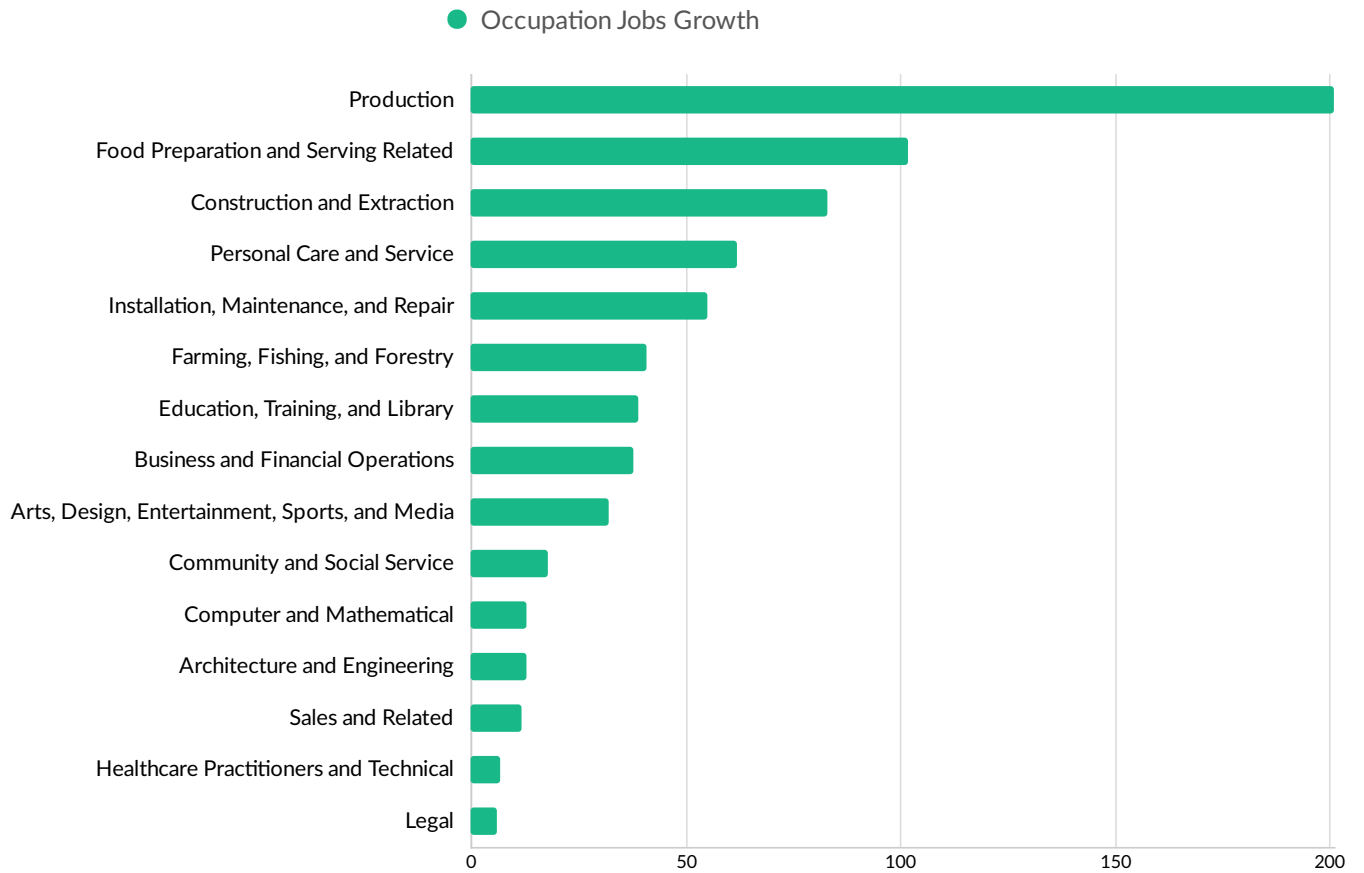
Workforce Characteristics

Largest Occupations



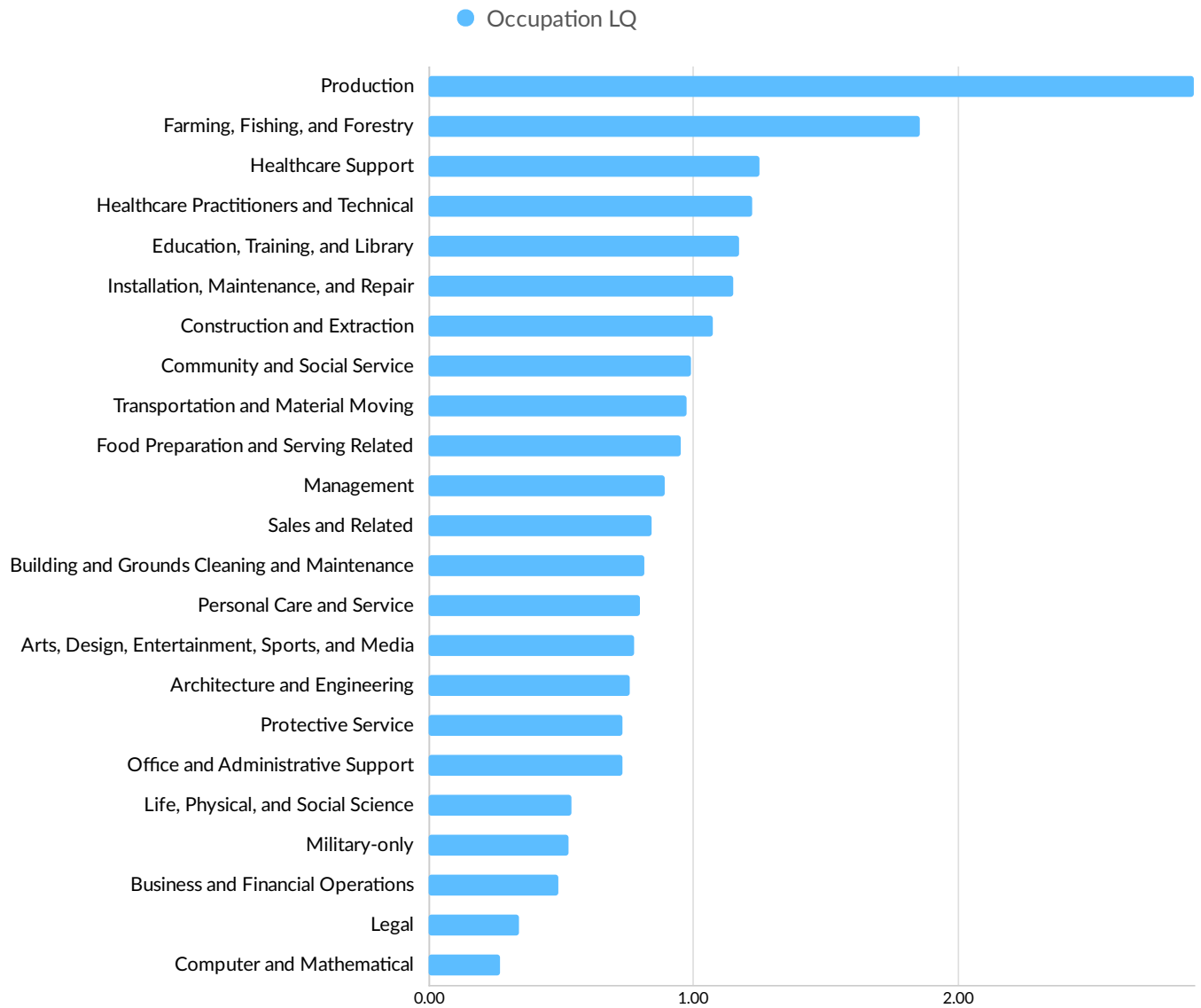
Workforce Characteristics - Cont.

Top Growing Occupations



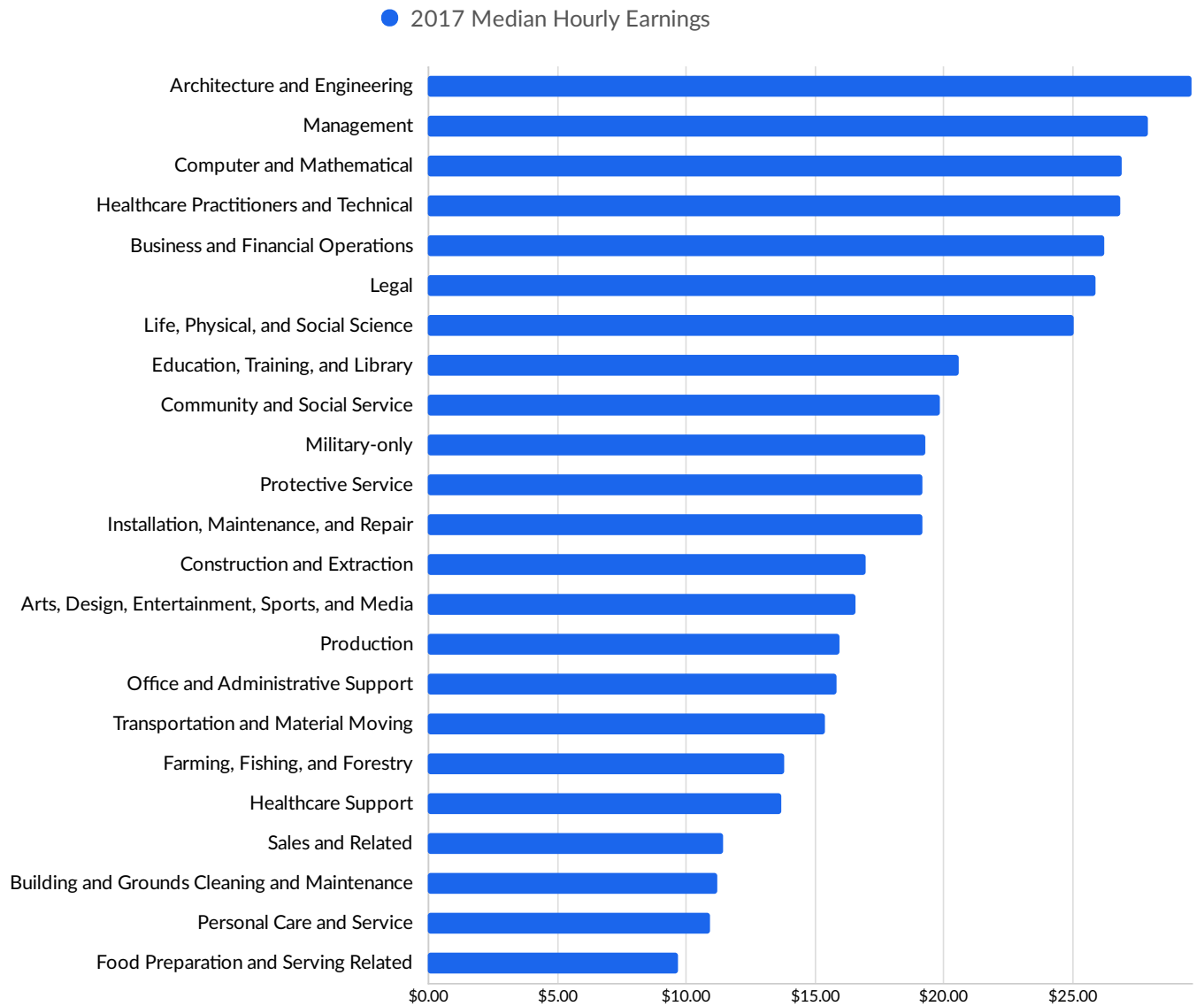
Workforce Characteristics - Cont.

Top Occupation LQ



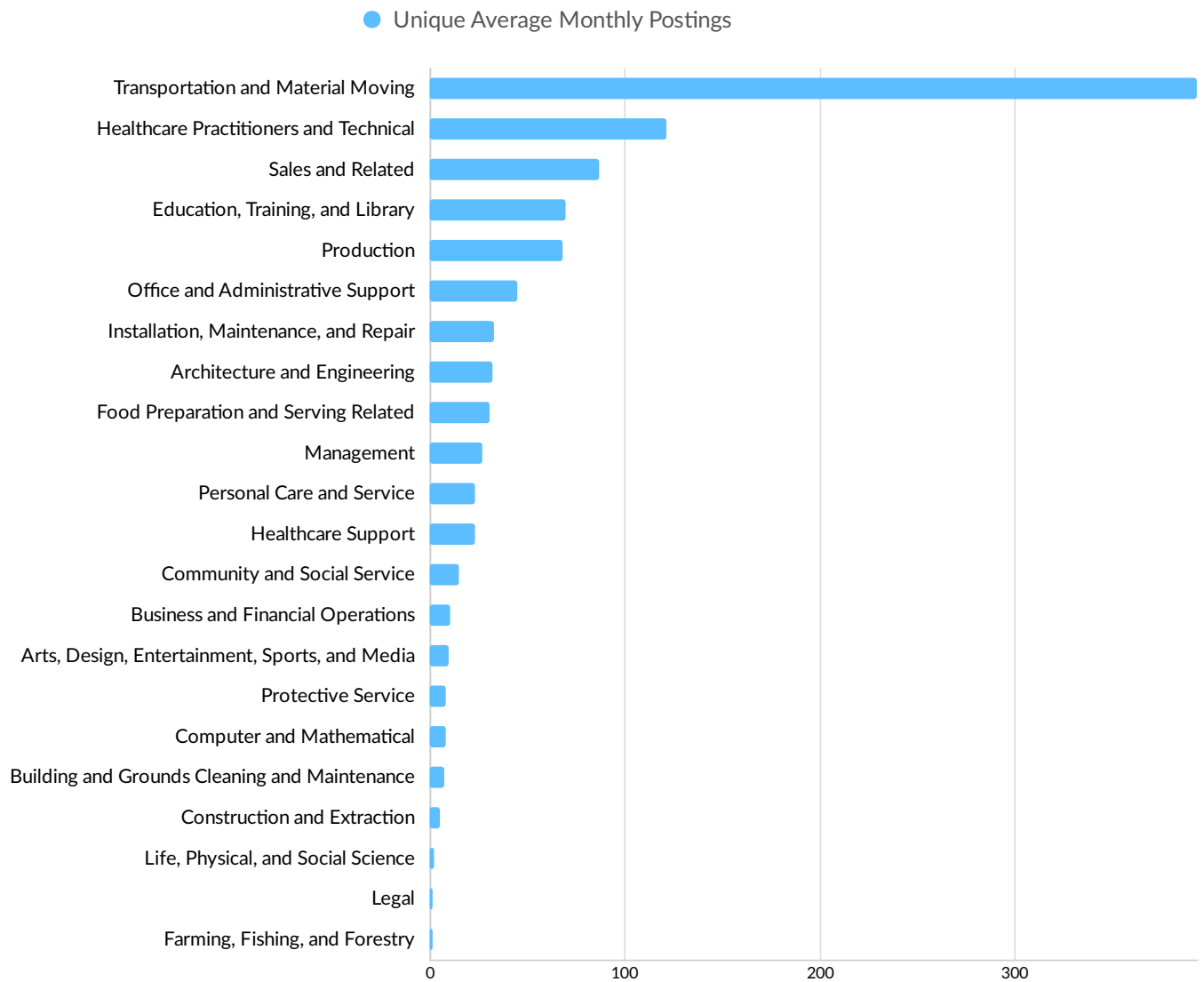
Workforce Characteristics - Cont.

Top Occupation Earnings



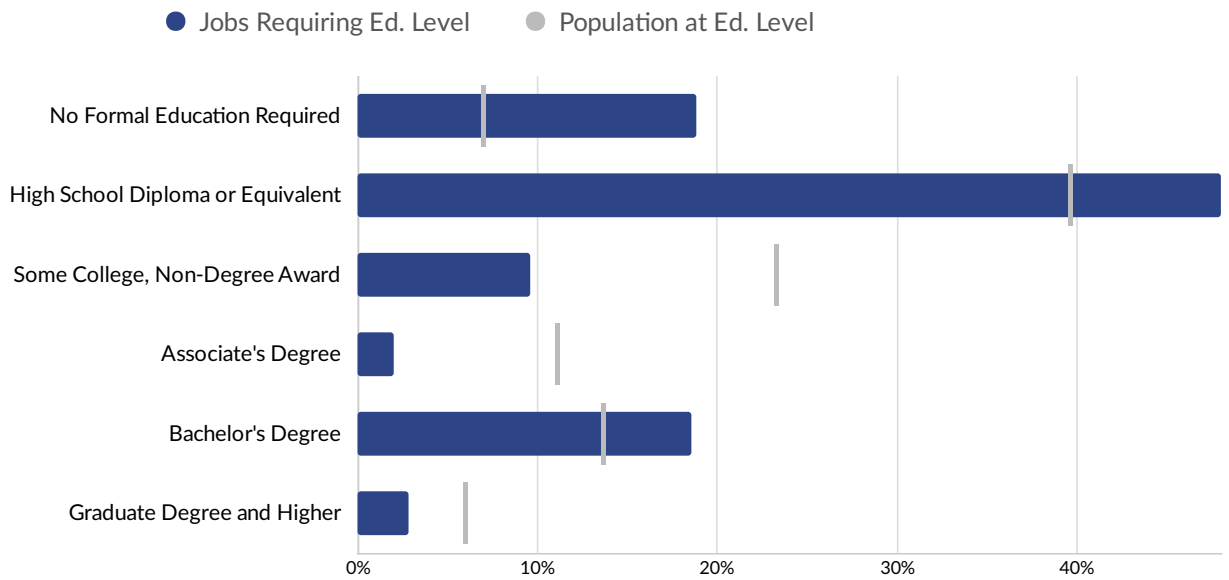
Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Underemployment



Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Production	2,847	3,048	201	+7%	2.89	\$15.97	68
Office and Administrative Support	2,026	1,914	-112	-6%	0.73	\$15.85	45
Sales and Related	1,484	1,496	12	+1%	0.84	\$11.49	87
Food Preparation and Serving Related	1,335	1,437	102	+8%	0.96	\$9.69	31
Healthcare Practitioners and Technical	1,208	1,215	7	+1%	1.22	\$26.87	122
Education, Training, and Library	1,162	1,201	39	+3%	1.18	\$20.63	70
Transportation and Material Moving	1,265	1,198	-67	-5%	0.98	\$15.42	394
Management	932	906	-26	-3%	0.89	\$27.94	27
Construction and Extraction	802	885	83	+10%	1.08	\$17.02	5
Installation, Maintenance, and Repair	754	809	55	+7%	1.15	\$19.20	33
Personal Care and Service	557	619	62	+11%	0.80	\$10.97	24
Healthcare Support	654	610	-44	-7%	1.25	\$13.75	23
Building and Grounds Cleaning and Maintenance	557	540	-17	-3%	0.82	\$11.23	8
Business and Financial Operations	415	453	38	+9%	0.49	\$26.26	10
Community and Social Service	277	295	18	+6%	0.99	\$19.88	15
Protective Service	295	294	-1	0%	0.73	\$19.21	8
Arts, Design, Entertainment, Sports, and Media	225	257	32	+14%	0.78	\$16.58	10

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Farming, Fishing, and Forestry	208	249	41	+20%	1.85	\$13.81	1
Architecture and Engineering	218	231	13	+6%	0.76	\$29.65	32
Computer and Mathematical	128	141	13	+10%	0.27	\$26.96	8
Life, Physical, and Social Science	106	80	-26	-25%	0.54	\$25.05	2
Military-only	63	58	-5	-8%	0.53	\$19.31	0
Legal	44	50	6	+14%	0.34	\$25.94	1

Educational Pipeline

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