



Polk County

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Economy Overview

43,480

Population (2016)

Population **decreased by 506** over the last 5 years and is projected to **decrease by 55** over the next 5 years.

18,219

Jobs (2016)

Jobs **grew by 1,197** over the last 5 years and are projected to **grow by 1,173** over the next 5 years.

\$50.7K

Median Household Income (2015)

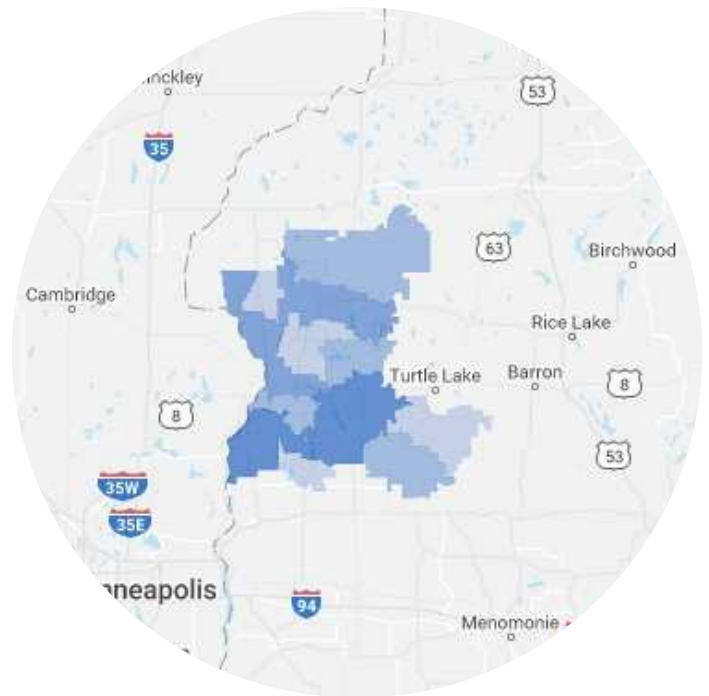
Median household income is **\$3.2K below** the national median household income of \$53.9K.

As of 2016 the region's population **declined by 1.2%** since 2011, falling by 506. Population is expected to **decrease by 0.1%** between 2016 and 2021, losing 55.

From 2011 to 2016, jobs **increased by 7.0%** in Polk County from 17,023 to **18,219**. This change **fell short of the national growth rate of 8.8% by 1.8%**. As the number of jobs increased, the **labor force participation rate increased from 67.3% to 69.6% between 2011 and 2016**.

Concerning educational attainment, **13.3% of Polk County residents possess a Bachelor's Degree** (5.0% below the national average), and **10.8% hold an Associate's Degree** (2.9% above the national average).

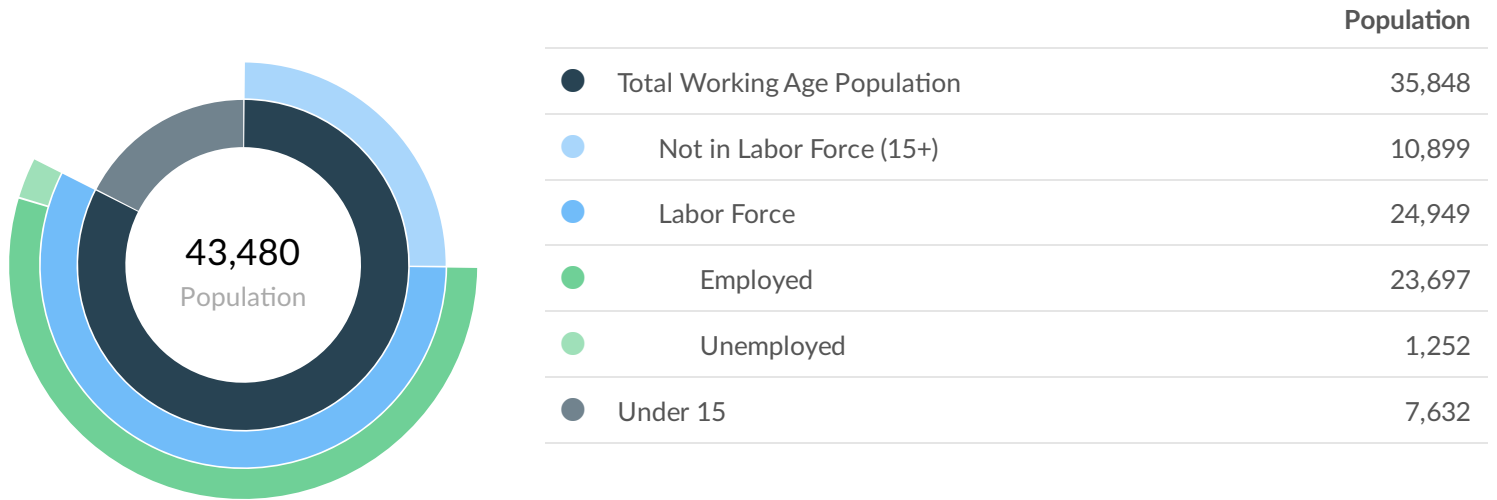
The top three industries in 2016 are Education and Hospitals (Local Government), General Medical and Surgical Hospitals, and Employment Services.



Economy Overview - Cont.

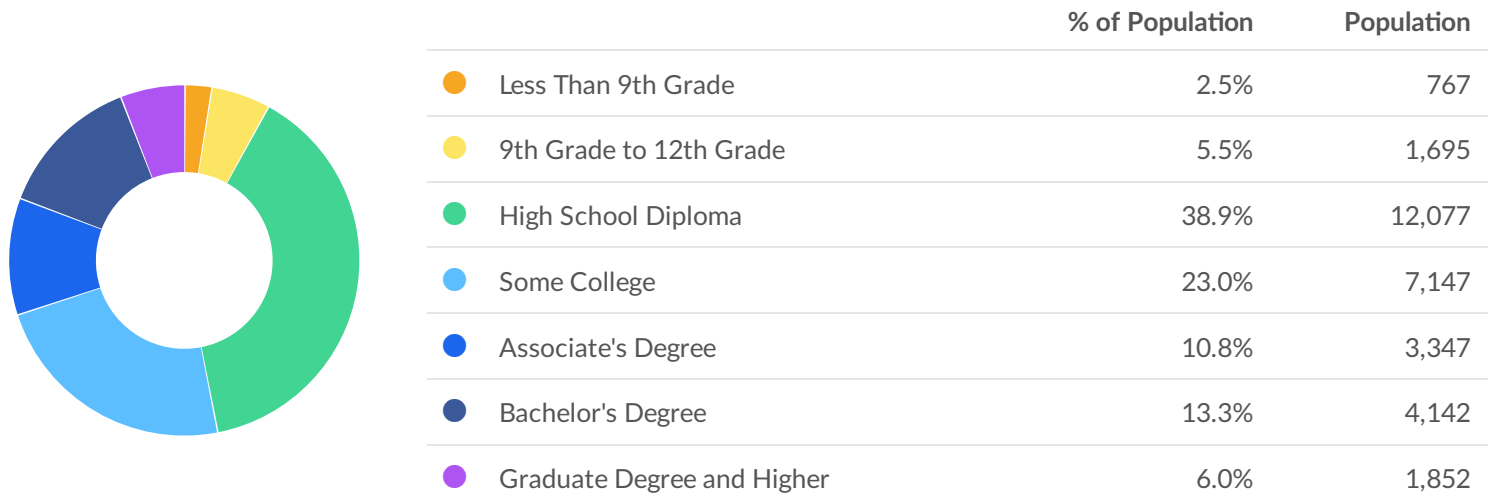
Economy Overview - Cont.

2016 Labor Force Breakdown



Educational Attainment

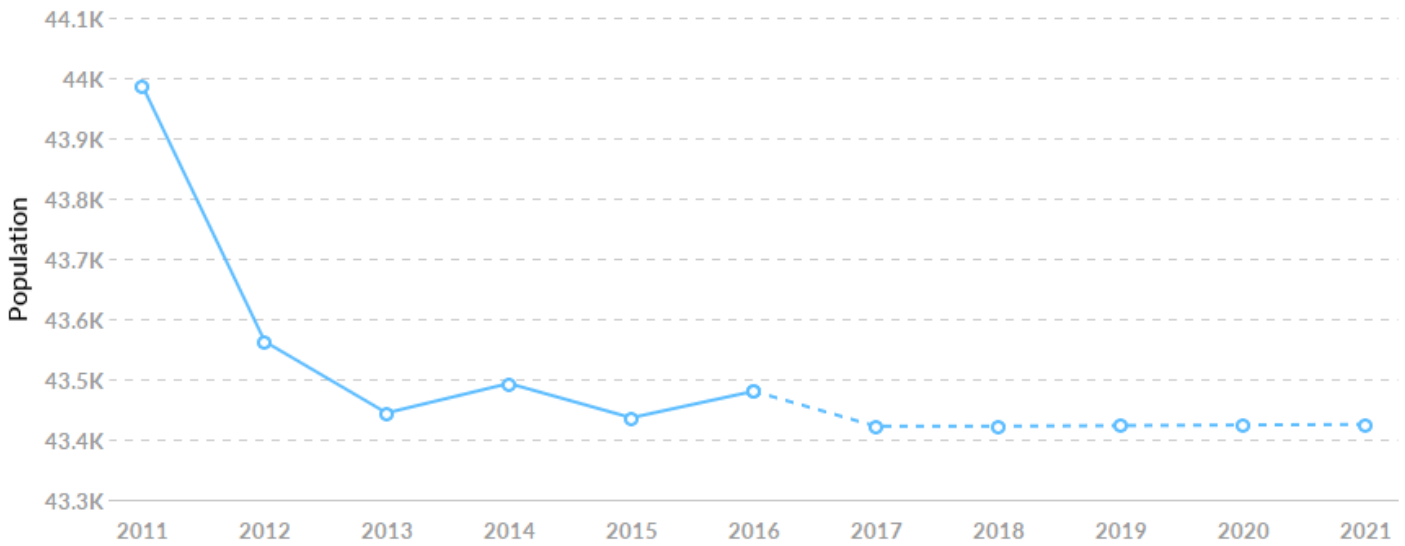
Concerning educational attainment, **13.3% of Polk County residents possess a Bachelor's Degree** (5.0% below the national average), and **10.8% hold an Associate's Degree** (2.9% above the national average).



Historic & Projected Trends

Population Trends

As of 2016 the region's population **declined by 1.2%** since 2011, falling by 506. Population is expected to **decrease by 0.1%** between 2016 and 2021, losing 55.

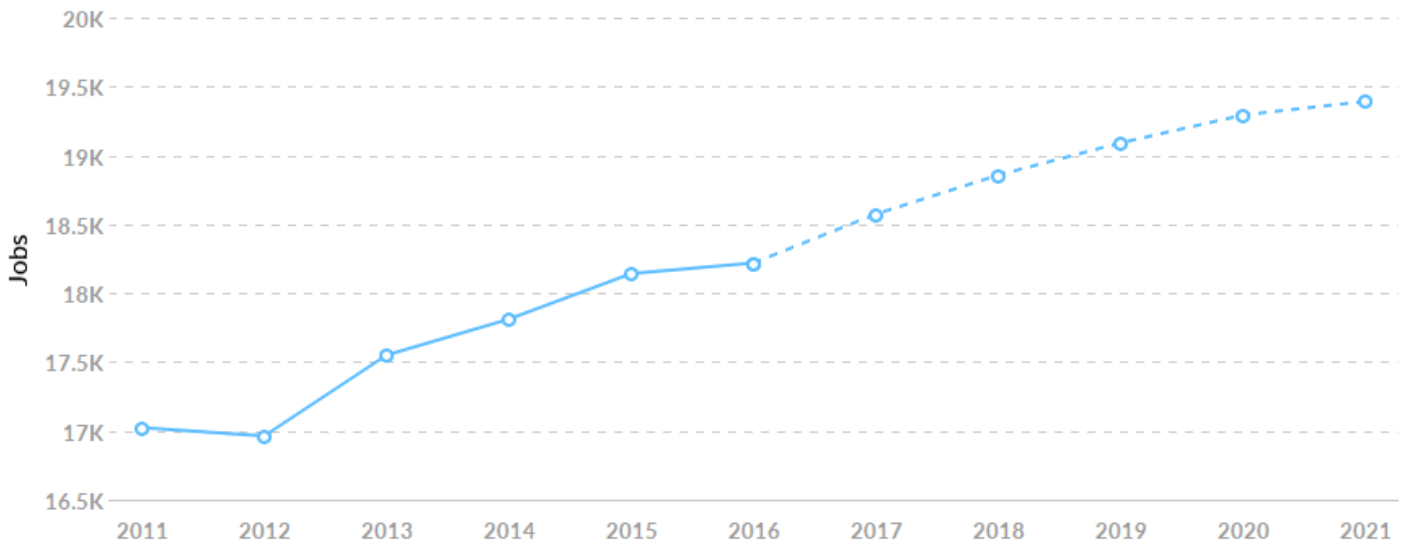


Timeframe	Population
2011	43,987
2012	43,563
2013	43,444
2014	43,493
2015	43,436
2016	43,480
2017	43,422
2018	43,422
2019	43,423
2020	43,424
2021	43,425

Historic & Projected Trends - Cont.

Job Trends

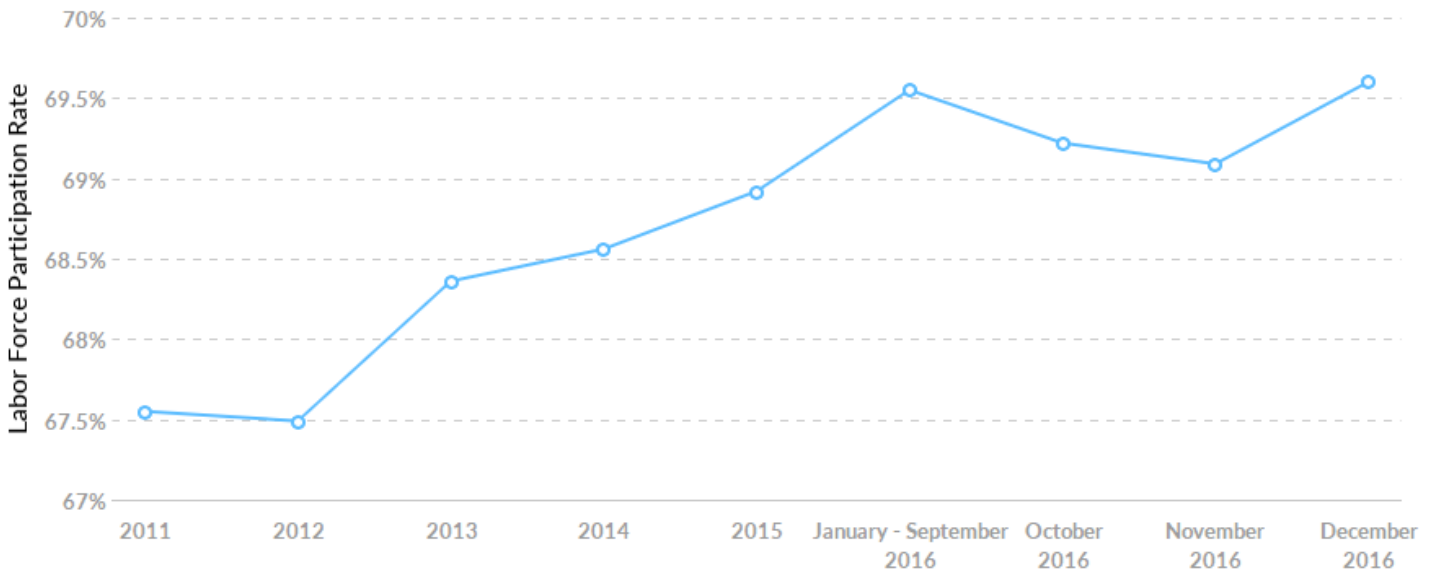
From 2011 to 2016, jobs increased by 7.0% in Polk County from 17,023 to 18,219. This change fell short of the national growth rate of 8.8% by 1.8%.



Timeframe	Jobs
2011	17,023
2012	16,963
2013	17,550
2014	17,811
2015	18,142
2016	18,219
2017	18,574
2018	18,857
2019	19,091
2020	19,293
2021	19,392

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

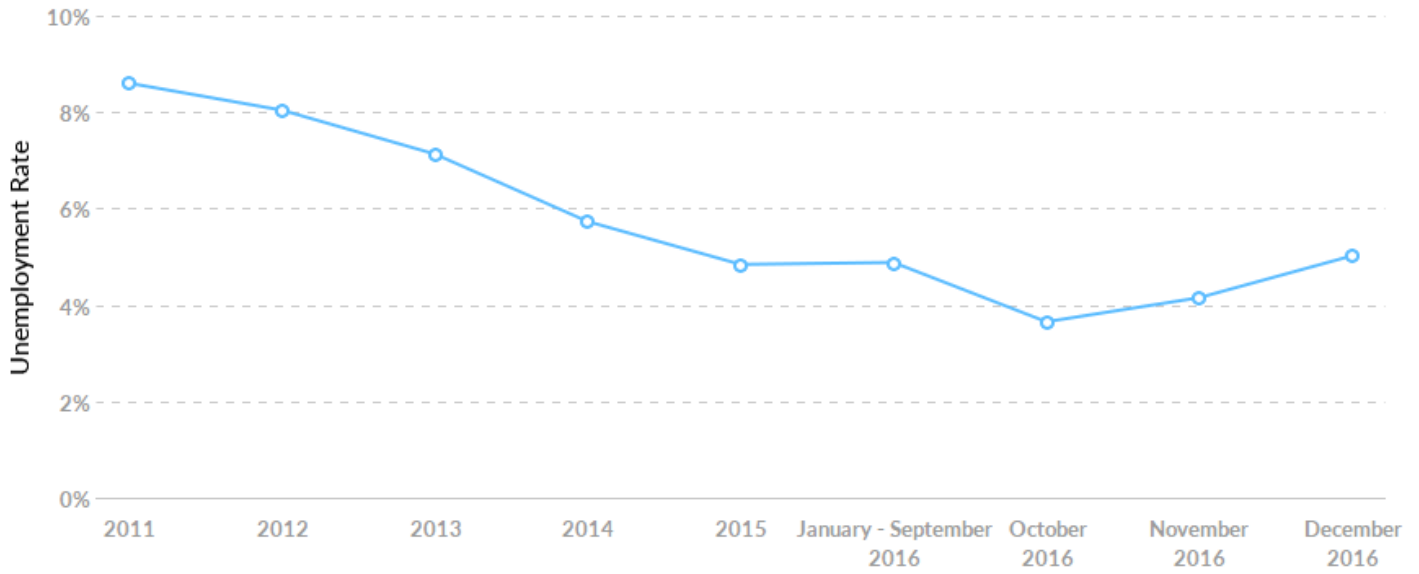


Timeframe	Labor Force Participation Rate
2011	67.55%
2012	67.49%
2013	68.36%
2014	68.56%
2015	68.92%
January - September 2016	69.55%
October 2016	69.22%
November 2016	69.09%
December 2016	69.60%

Historic & Projected Trends - Cont.

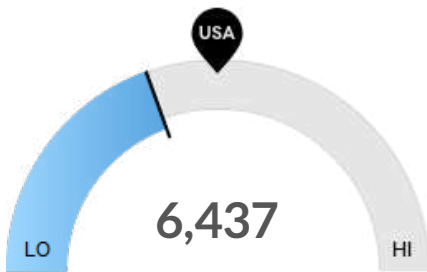
Unemployment Rate Trends

Polk County had a December 2016 unemployment rate of 5.02%, **decreasing from 8.60%** 5 years before.



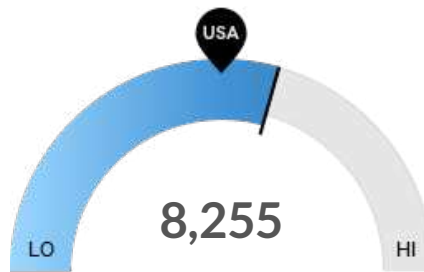
Timeframe	Unemployment Rate
2011	8.60%
2012	8.04%
2013	7.13%
2014	5.73%
2015	4.84%
January - September 2016	4.88%
October 2016	3.65%
November 2016	4.15%
December 2016	5.02%

Population Characteristics



Millennials

Polk County has 6,437 millennials (ages 20-34). The national average for an area this size is 9,030.



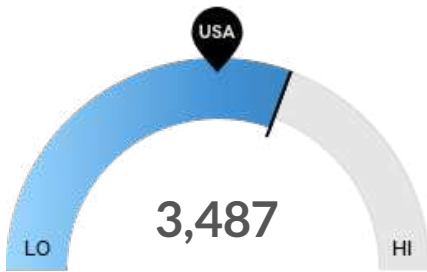
Retiring Soon

Retirement risk is high in Polk County. The national average for an area this size is 6,461 people 65 or older, while there are 8,255 here.



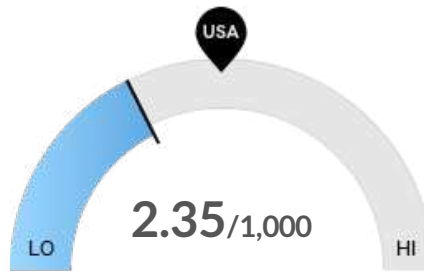
Racial Diversity

Racial diversity is low in Polk County. The national average for an area this size is 16,640 racially diverse people, while there are 2,011 here.



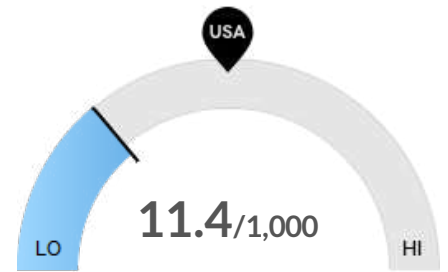
Veterans

Polk County has 3,487 veterans. The national average for an area this size is 2,549.



Violent Crime

Polk County has 2.35 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



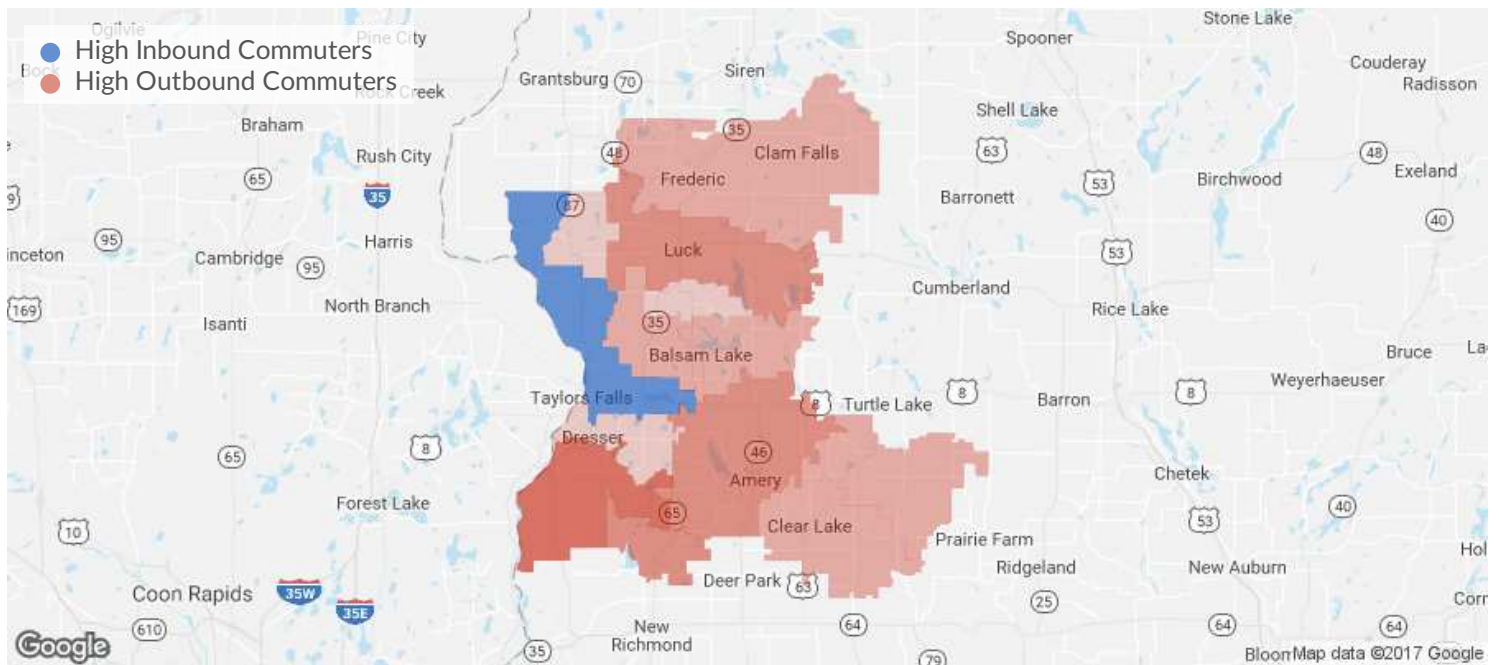
Property Crime

Polk County has 11.4 property crimes per 1,000 people. The national rate is 24.22 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

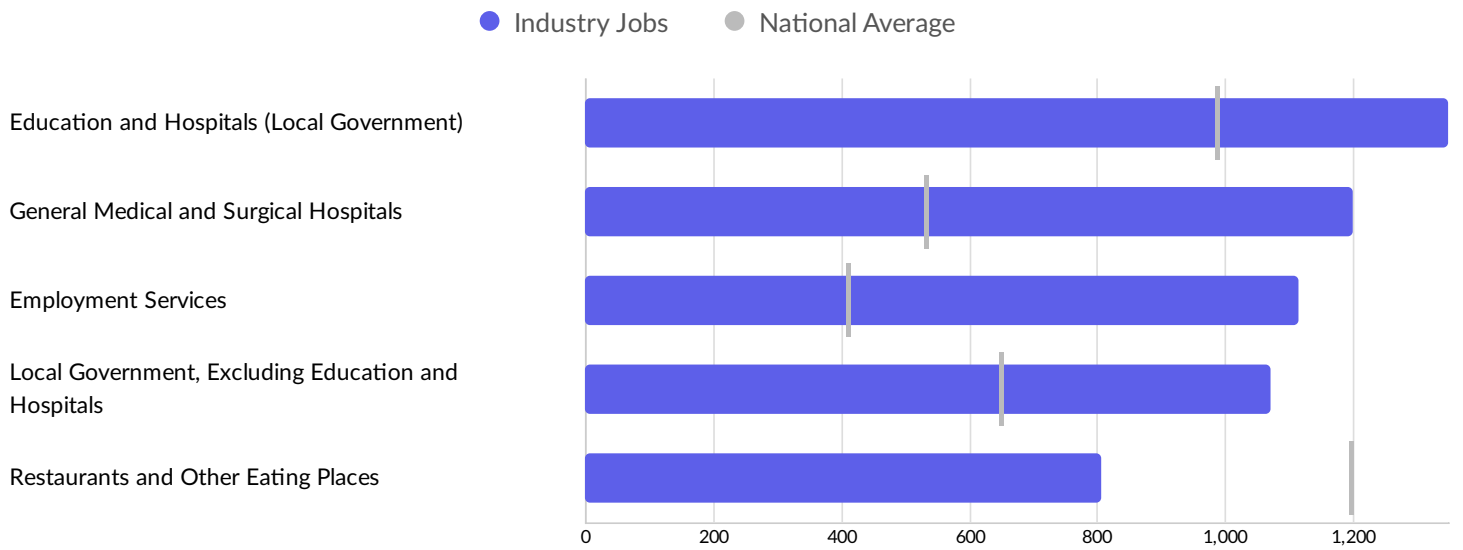
ZIP	Name	2016 Employment
54024	Saint Croix Falls, WI (in...	4,565
54001	Amery, WI (in Polk cou...	3,851
54020	Osceola, WI (in Polk co...	2,862
54853	Luck, WI (in Polk coun...	1,290
54005	Clear Lake, WI (in Polk...	1,185

Where Talent Lives

ZIP	Name	2016 Workers
54001	Amery, WI (in Polk cou...	4,871
54020	Osceola, WI (in Polk co...	4,522
54024	Saint Croix Falls, WI (in...	2,684
54853	Luck, WI (in Polk coun...	2,260
54837	Frederic, WI (in Polk co...	1,903

Industry Characteristics

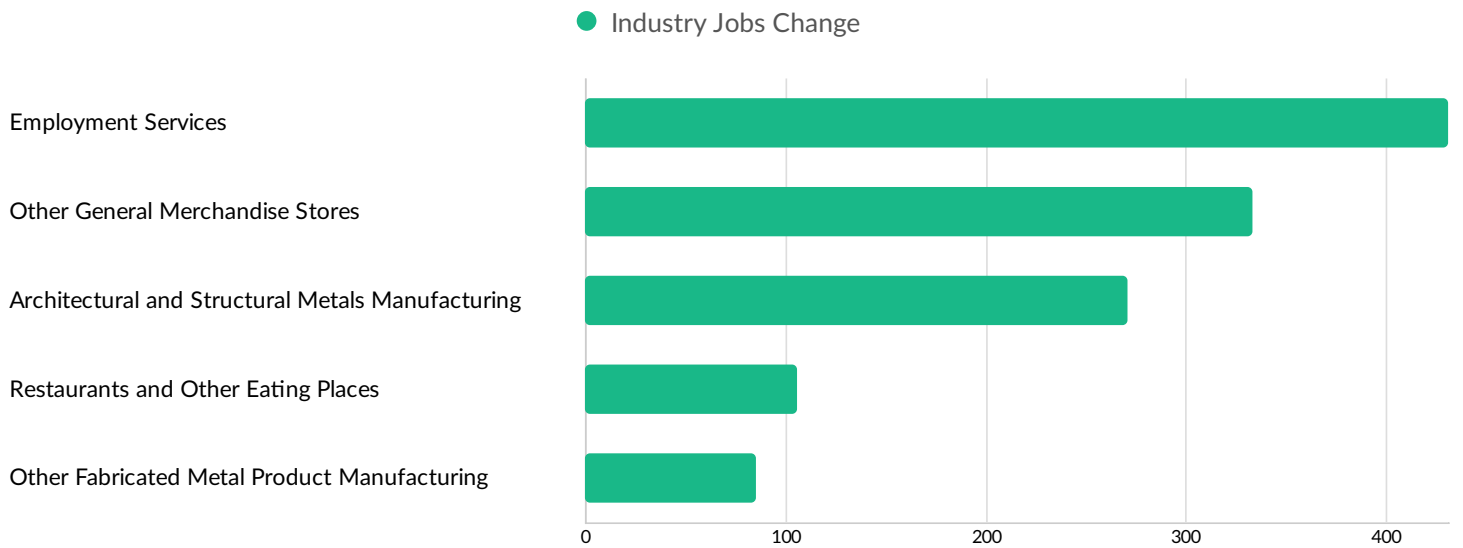
Largest Industries



Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Education and Hospitals (Local Government)	1,357	1,349	-8	-1%	\$58,647
General Medical and Surgical Hospitals	1,128	1,199	71	+6%	\$57,945
Employment Services	683	1,114	431	+63%	\$23,188
Local Government, Excluding Education and Hospitals	1,082	1,072	-10	-1%	\$43,819
Restaurants and Other Eating Places	702	808	106	+15%	\$14,269

Industry Characteristics - Cont

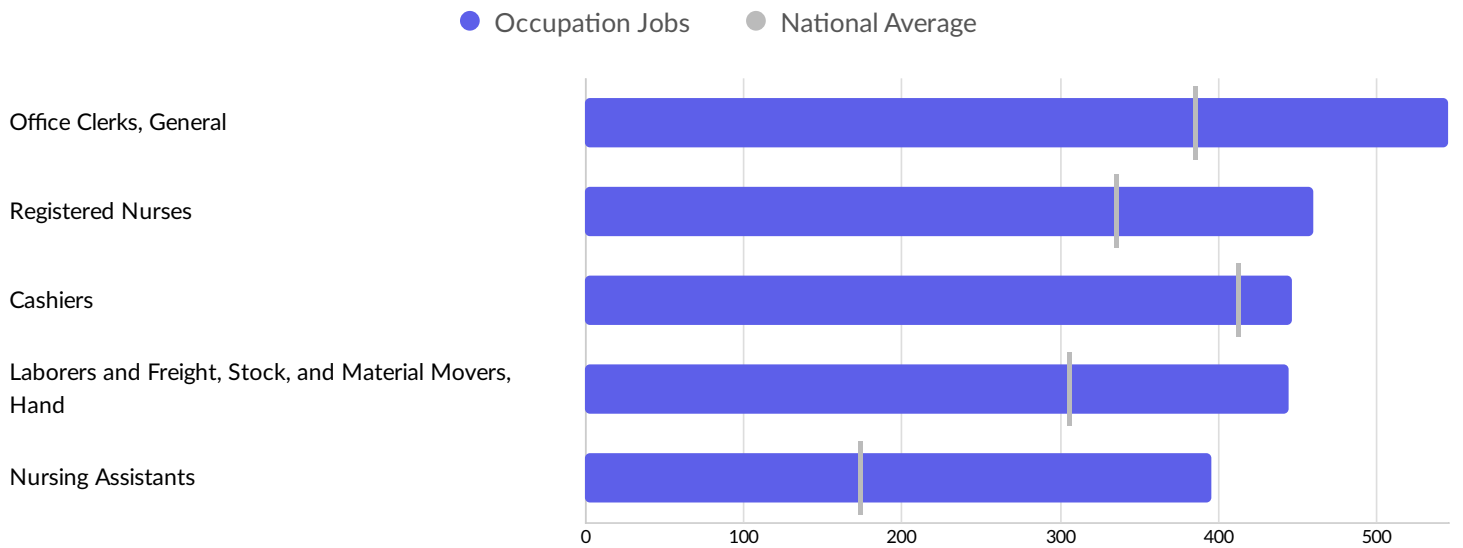
Top Growing Industries



Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Employment Services	683	1,114	431	+63%	\$23,188
Other General Merchandise Stores	34	367	333	+979%	\$29,309
Architectural and Structural Metals Manufacturing	168	439	271	+161%	\$53,282
Restaurants and Other Eating Places	702	808	106	+15%	\$14,269
Other Fabricated Metal Product Manufacturing	90	175	85	+94%	\$53,792

Workforce Characteristics

Largest Occupations

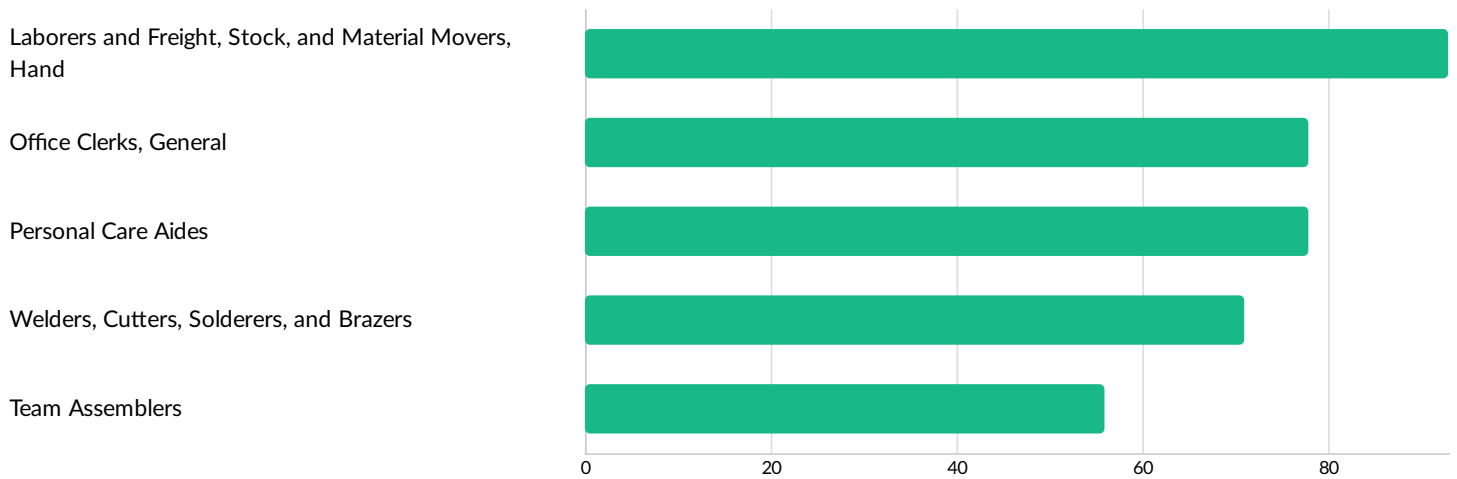


Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Office Clerks, General	468	546	78	+17%	\$14.56
Registered Nurses	419	460	41	+10%	\$31.61
Cashiers	456	447	-9	-2%	\$8.85
Laborers and Freight, Stock, and Material Movers, Hand	352	445	93	+26%	\$13.58
Nursing Assistants	359	396	37	+10%	\$12.84

Workforce Characteristics - Cont

Top Growing Occupations

● Occupation Jobs Change



Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Laborers and Freight, Stock, and Material Movers, Hand	352	445	93	+26%	\$13.58
Personal Care Aides	109	187	78	+72%	\$10.76
Office Clerks, General	468	546	78	+17%	\$14.56
Welders, Cutters, Solderers, and Brazers	143	214	71	+50%	\$18.38
Team Assemblers	321	377	56	+17%	\$14.92

Educational Pipeline

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