



St. Croix County, WI

West Central Wisconsin Regional Planning Commission



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Economy Overview

89,395

Population (2018)

Population grew by 3,744 over the last 5 years and is projected to grow by 3,175 over the next 5 years.

38,154

Jobs (2018)

Jobs grew by 2,707 over the last 5 years and are projected to grow by 2,486 over the next 5 years.

\$77.8K

Median Household Income (2017)

Median household income is \$20.1K above the national median household income of \$57.7K.

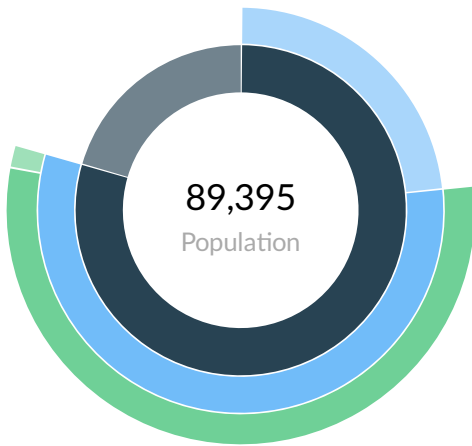
Takeaways

- As of 2018 the region's population increased by 4.4% since 2013, growing by 3,744. Population is expected to increase by 3.6% between 2018 and 2023, adding 3,175.
- From 2013 to 2018, jobs increased by 7.6% in St. Croix County, WI from 35,447 to 38,154. This change fell short of the national growth rate of 8.2% by 0.6%. As the number of jobs increased, the labor force participation rate decreased from 71.5% to 70.7% between 2013 and 2018.
- Concerning educational attainment, 24.3% of St. Croix County, WI residents possess a Bachelor's Degree (5.6% above the national average), and 13.1% hold an Associate's Degree (5.1% above the national average).
- The top three industries in 2018 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	89,395	50,213	38,154	102.5	\$3.67B	\$5.92B	\$3.64B
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.

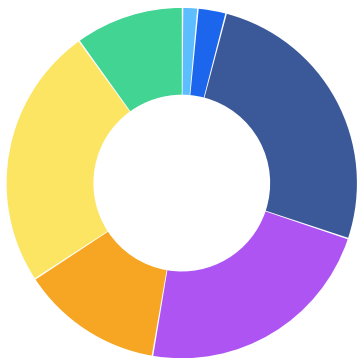
2018 Labor Force Breakdown



	Population
● Total Working Age Population	71,001
● Not in Labor Force (15+)	20,788
● Labor Force	50,213
● Employed	48,810
● Unemployed	1,403
● Under 15	18,394

Educational Attainment

Concerning educational attainment, **24.3% of St. Croix County, WI residents possess a Bachelor's Degree** (5.6% above the national average), and **13.1% hold an Associate's Degree** (5.1% above the national average).

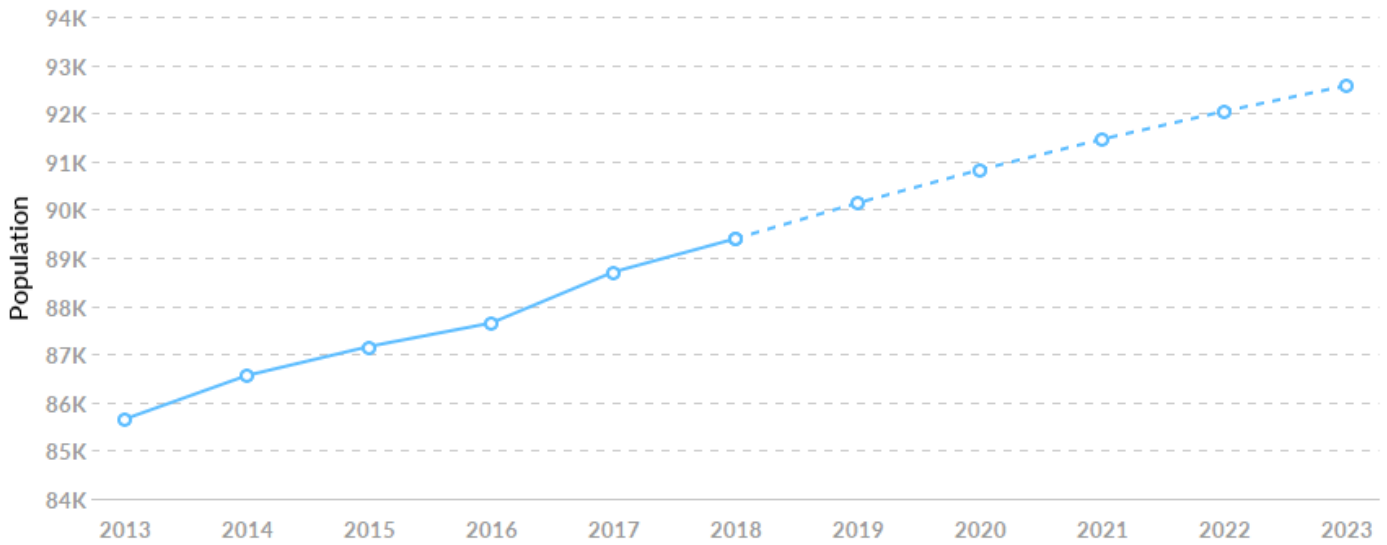


	% of Population	Population
● Less Than 9th Grade	1.4%	847
● 9th Grade to 12th Grade	2.6%	1,566
● High School Diploma	26.1%	15,714
● Some College	22.5%	13,599
● Associate's Degree	13.1%	7,908
● Bachelor's Degree	24.3%	14,629
● Graduate Degree and Higher	10.0%	6,045

Historic & Projected Trends

Population Trends

As of 2018 the region's population increased by 4.4% since 2013, growing by 3,744. Population is expected to increase by 3.6% between 2018 and 2023, adding 3,175.

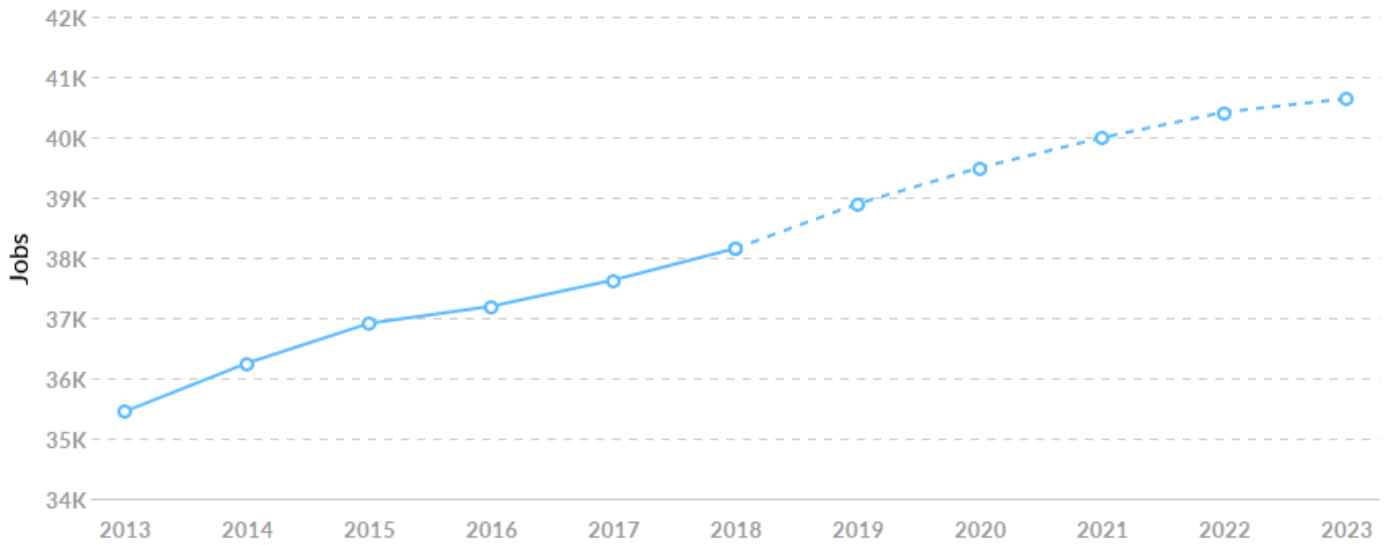


Timeframe	Population
2013	85,651
2014	86,556
2015	87,158
2016	87,645
2017	88,703
2018	89,395
2019	90,136
2020	90,824
2021	91,457
2022	92,038
2023	92,569

Historic & Projected Trends - Cont.

Job Trends

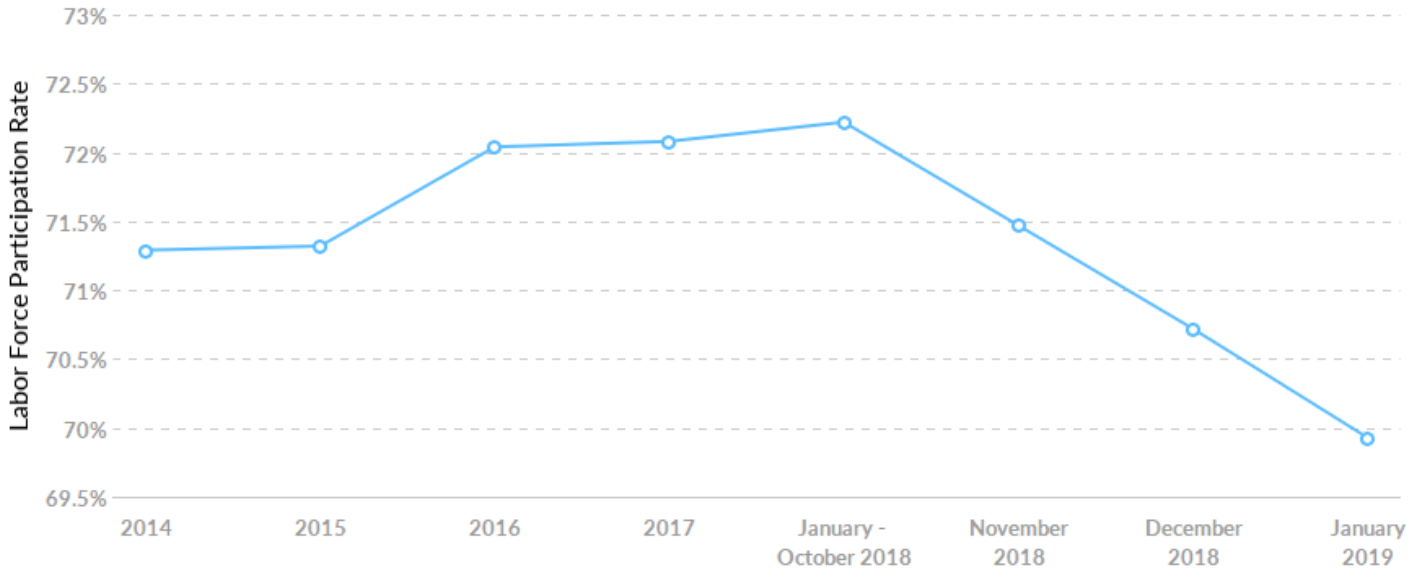
From 2013 to 2018, jobs increased by 7.6% in St. Croix County, WI from 35,447 to 38,154. This change fell short of the national growth rate of 8.2% by 0.6%.



Timeframe	Jobs
2013	35,447
2014	36,249
2015	36,910
2016	37,193
2017	37,629
2018	38,154
2019	38,896
2020	39,494
2021	39,992
2022	40,416
2023	40,640

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

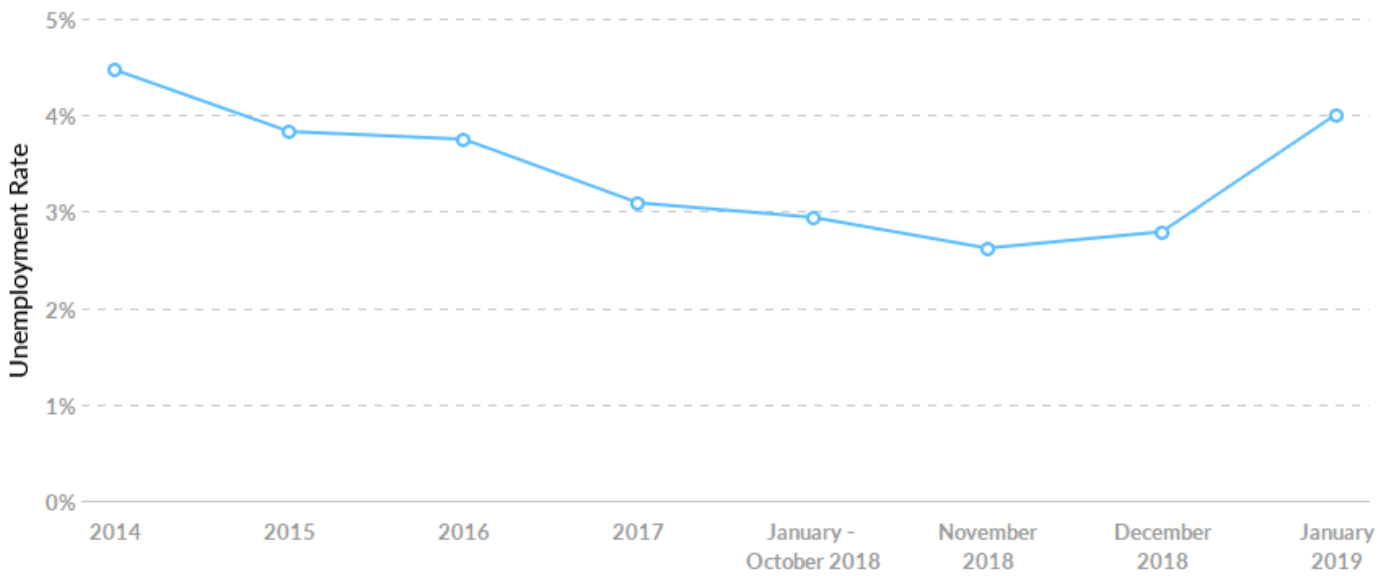


Timeframe	Labor Force Participation Rate
2014	71.29%
2015	71.32%
2016	72.04%
2017	72.08%
January - October 2018	72.22%
November 2018	71.47%
December 2018	70.72%
January 2019	69.93%

Historic & Projected Trends - Cont.

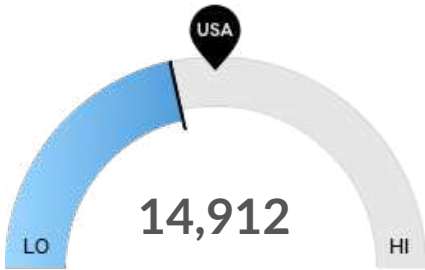
Unemployment Rate Trends

St. Croix County, WI had a January 2019 unemployment rate of 4.01%, **decreasing from 4.47%** 5 years before.



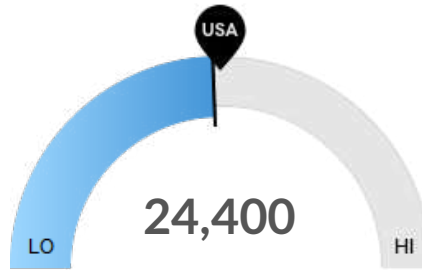
Timeframe	Unemployment Rate
2014	4.47%
2015	3.83%
2016	3.75%
2017	3.09%
January - October 2018	2.94%
November 2018	2.62%
December 2018	2.79%
January 2019	4.01%

Population Characteristics



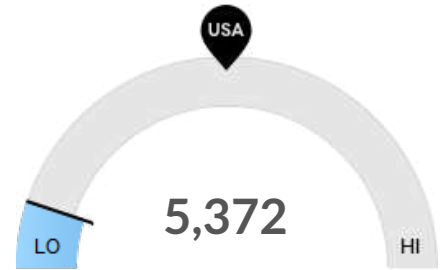
Millennials

St. Croix County, WI has 14,912 millennials (ages 20-34). The national average for an area this size is 18,372.



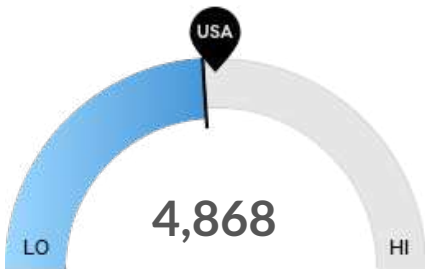
Retiring Soon

Retirement risk is about average in St. Croix County, WI. The national average for an area this size is 25,287 people 55 or older, while there are 24,400 here.



Racial Diversity

Racial diversity is low in St. Croix County, WI. The national average for an area this size is 34,835 racially diverse people, while there are 5,372 here.



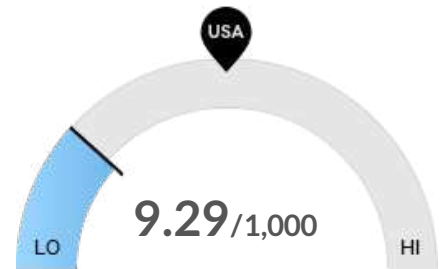
Veterans

St. Croix County, WI has 4,868 veterans. The national average for an area this size is 5,158.



Violent Crime

St. Croix County, WI has 0.73 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



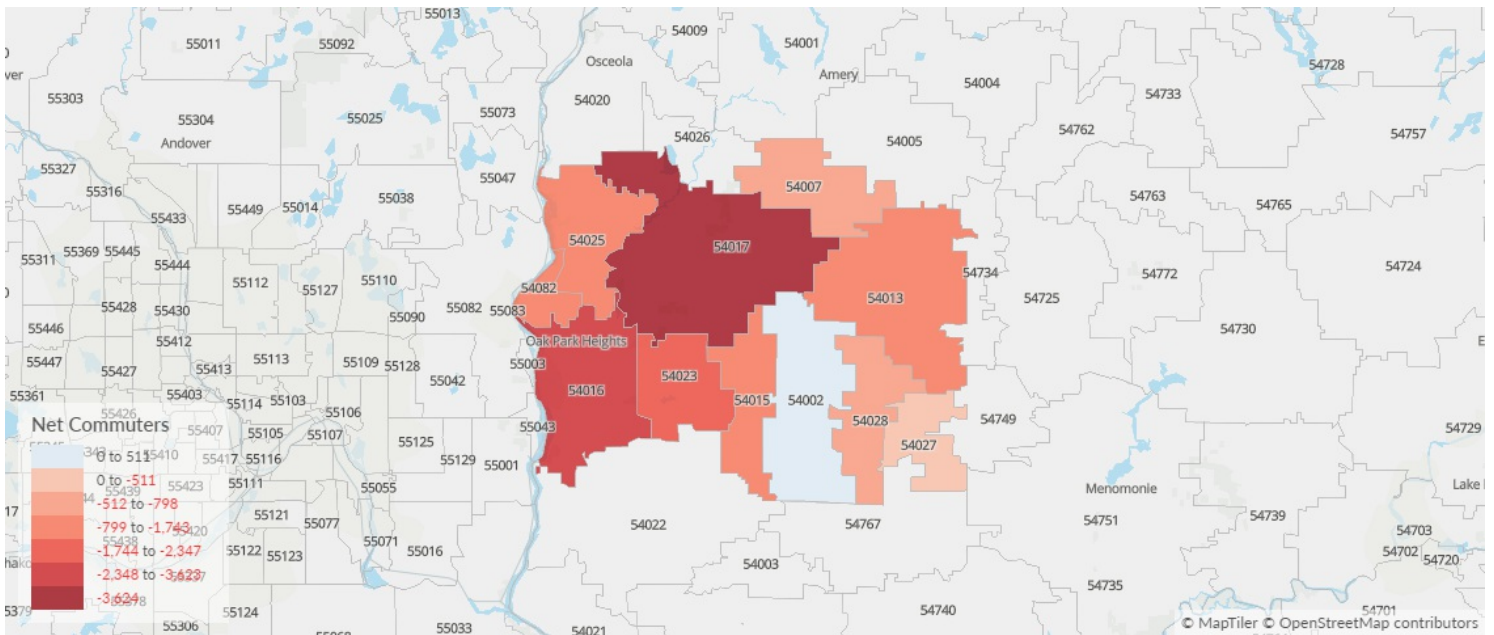
Property Crime

St. Croix County, WI has 9.29 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 St. Croix County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

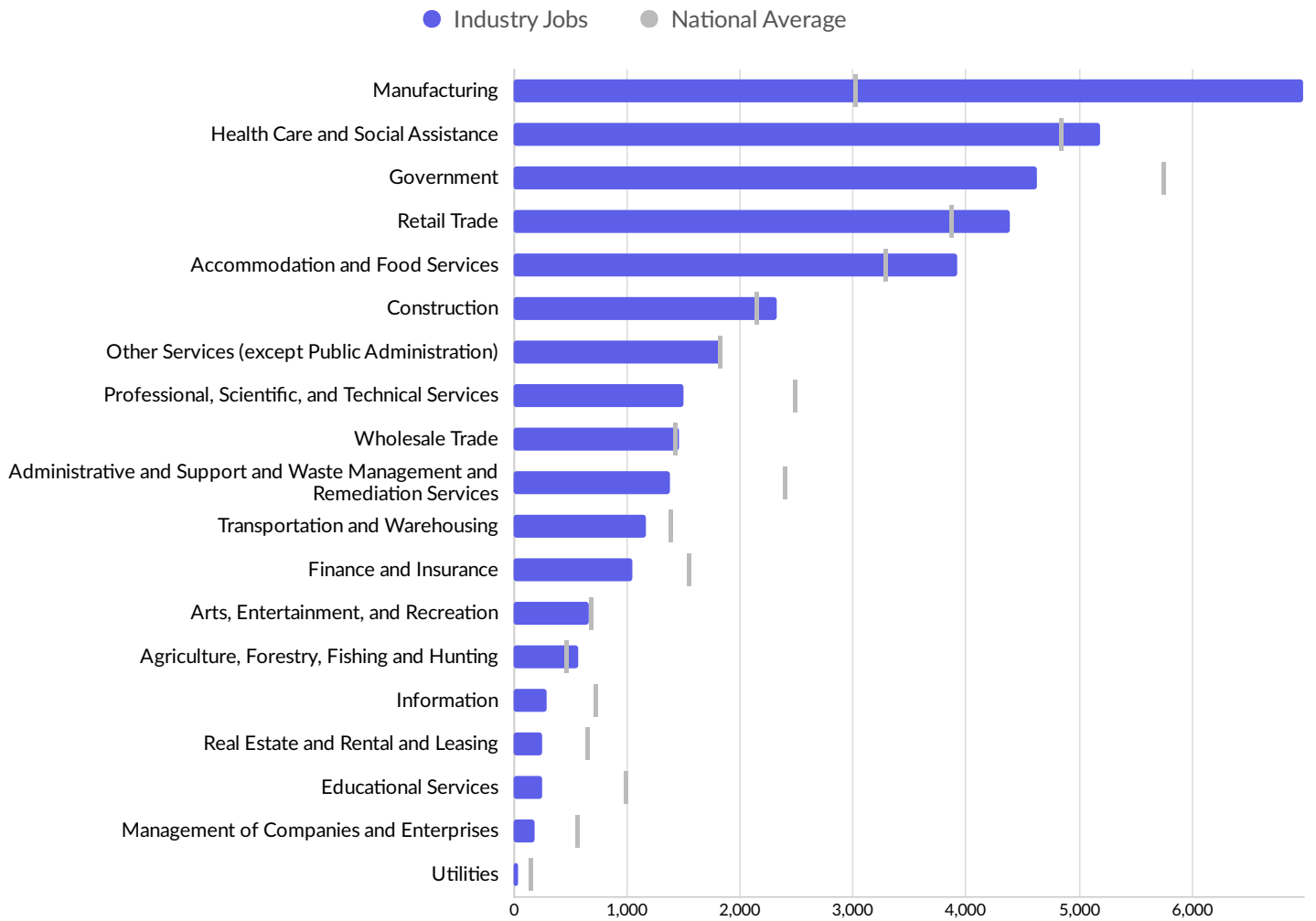
Where Talent Lives

ZIP	Name	2018 Employment
54016	Hudson, WI (in St. Croix...	17,997
54017	New Richmond, WI (in ...	7,622
54002	Baldwin, WI (in St. Croi...	3,936
54025	Somerset, WI (in St. Cro...	3,590
54015	Hammond, WI (in St. Cr...	1,251

ZIP	Name	2018 Workers
54016	Hudson, WI (in St. Croix...	20,345
54017	New Richmond, WI (in ...	11,245
54025	Somerset, WI (in St. Cro...	4,415
54002	Baldwin, WI (in St. Croi...	3,840
54023	Roberts, WI (in St. Croix...	2,853

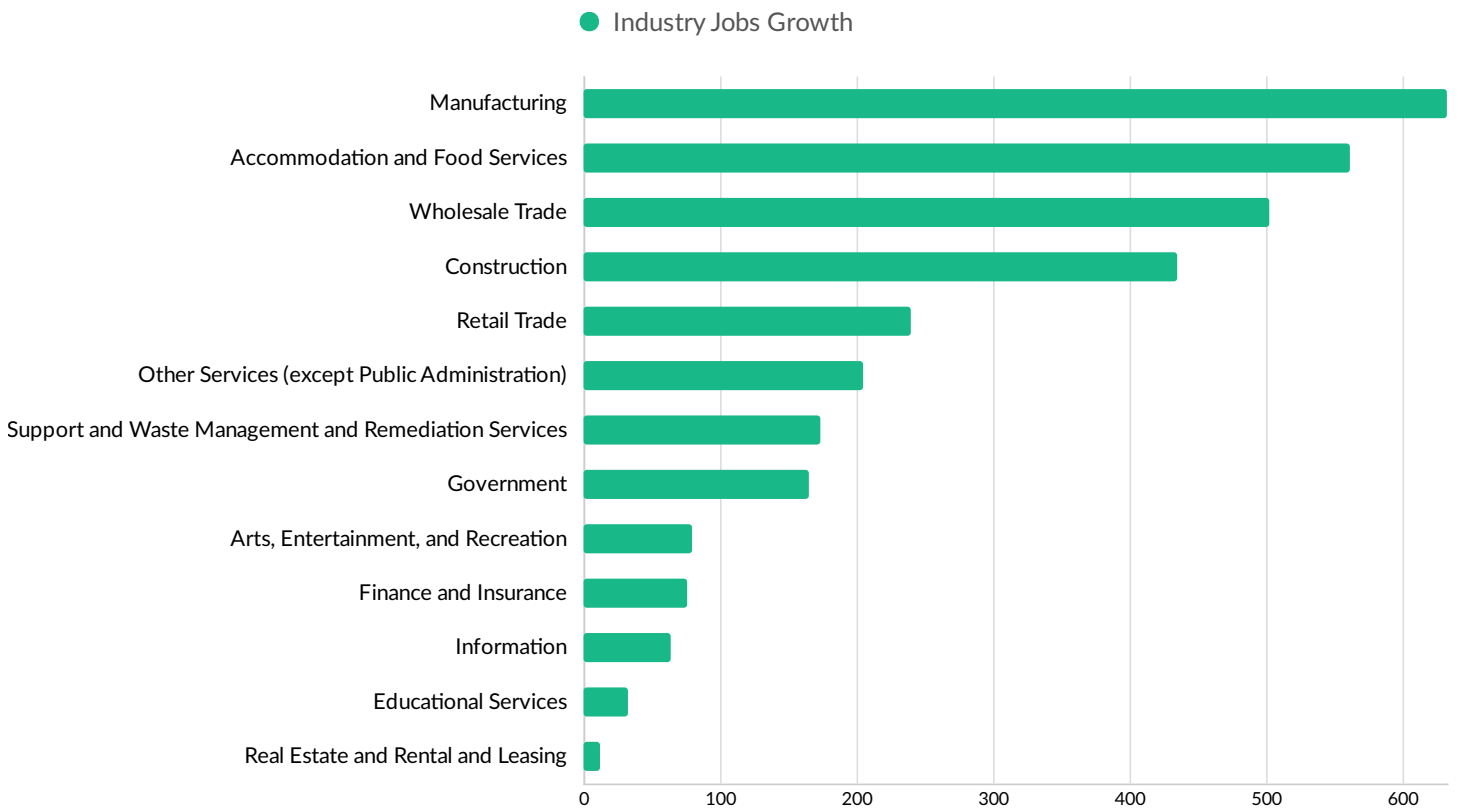
Industry Characteristics

Largest Industries



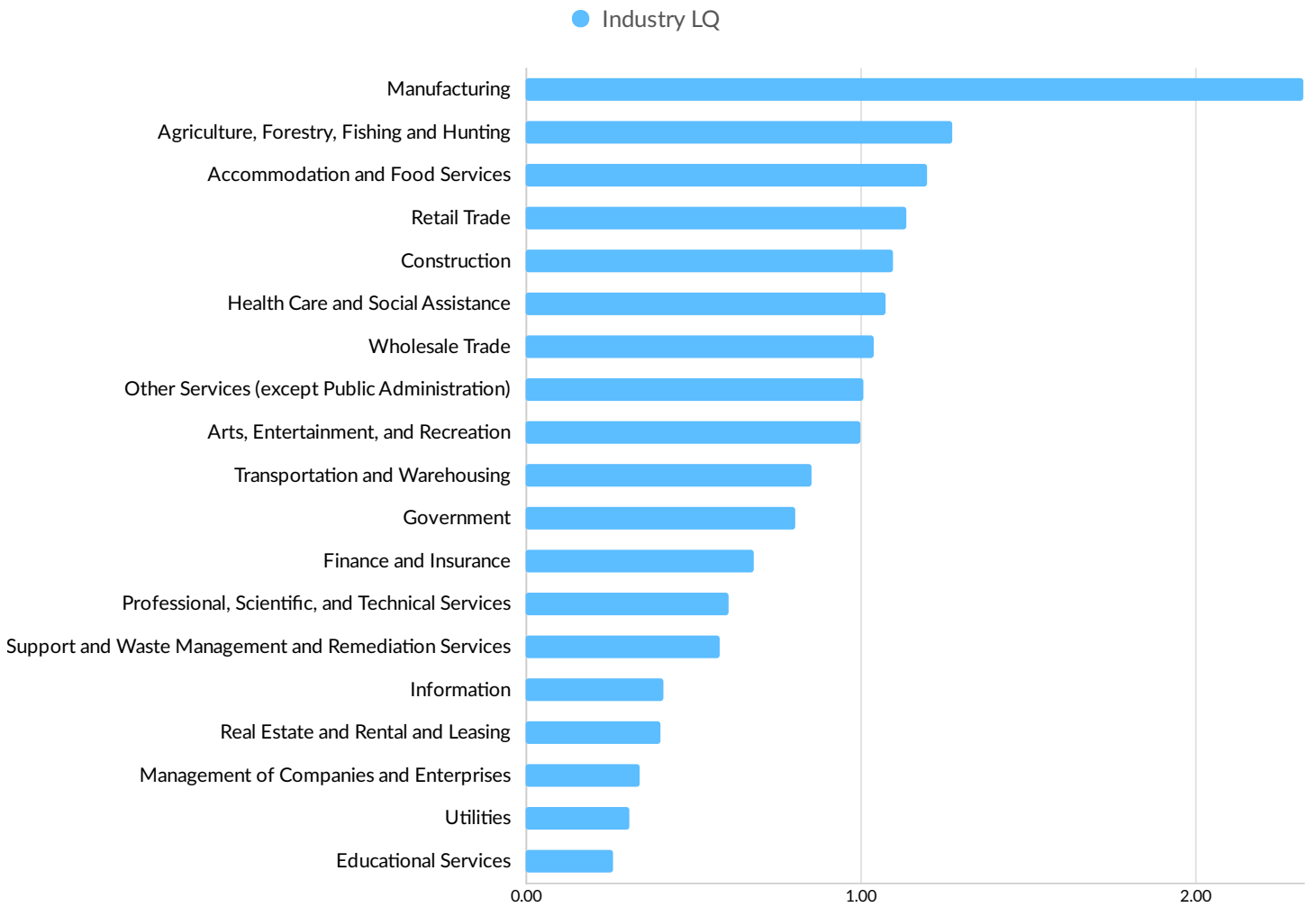
Industry Characteristics - Cont.

Top Growing Industries



Industry Characteristics - Cont.

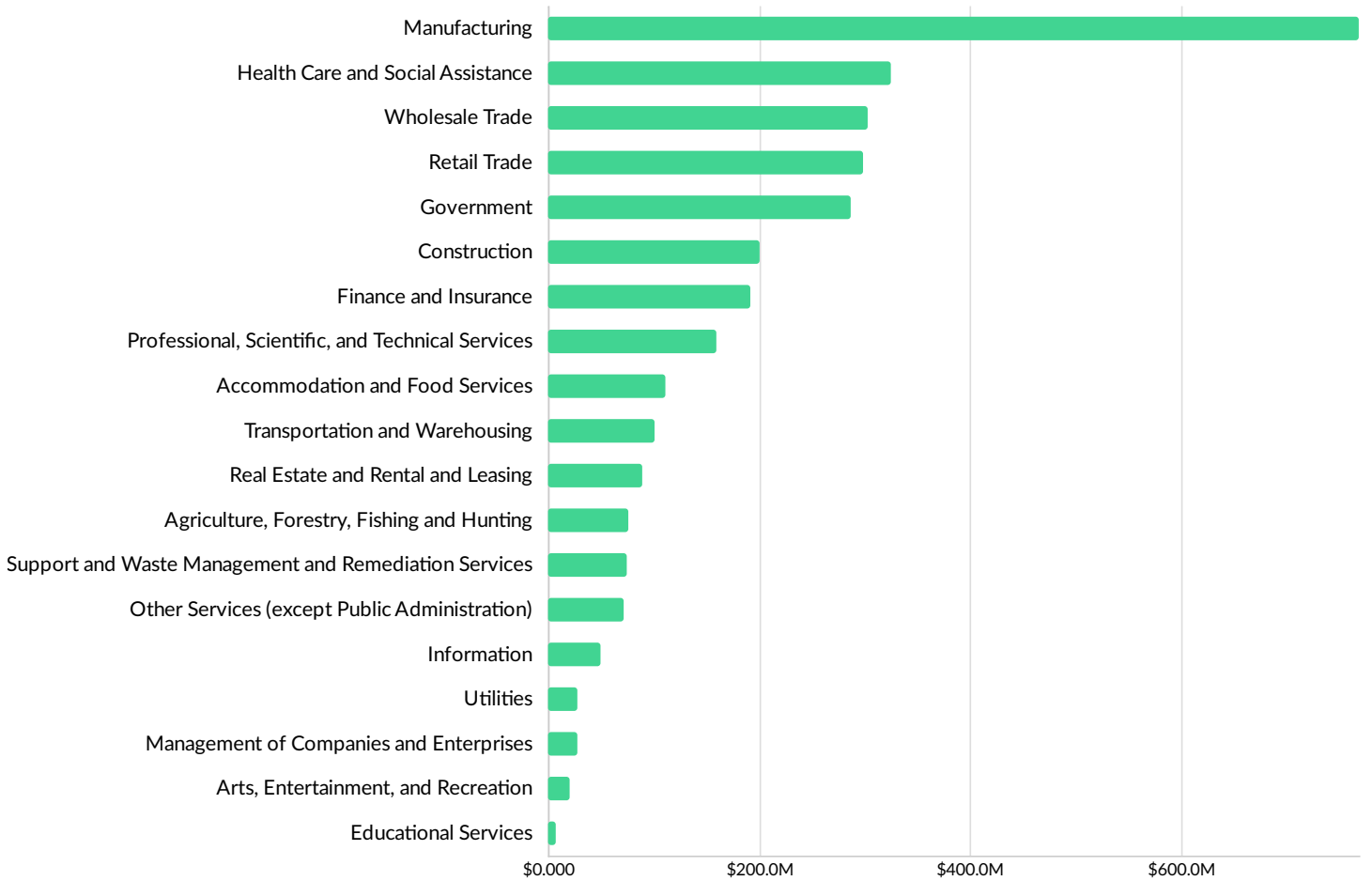
Top Industry LQ



Industry Characteristics - Cont.

Top Industry GRP

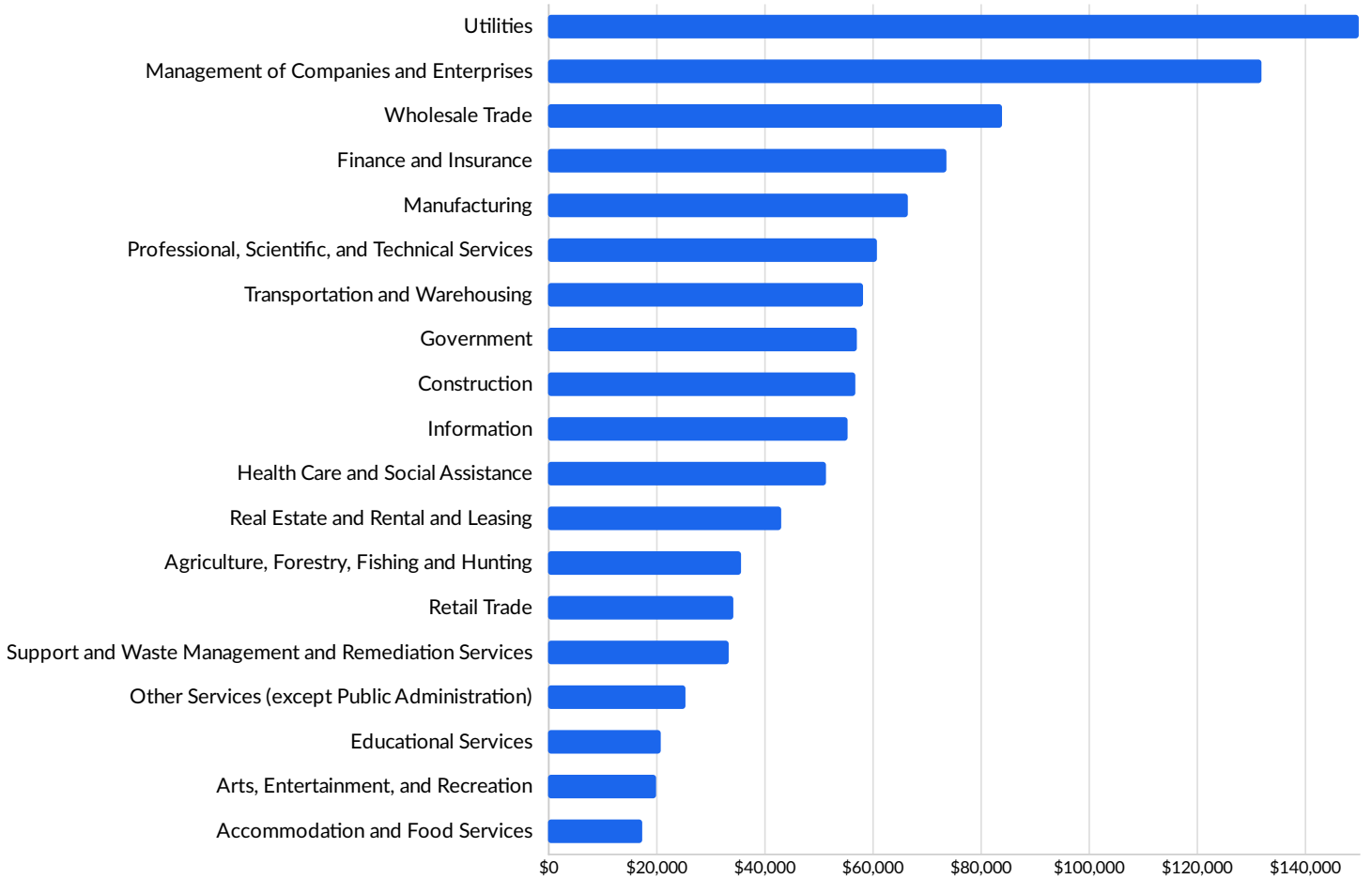
● 2018 Gross Regional Product



Industry Characteristics - Cont.

Top Industry Earnings

● 2018 Earnings Per Worker

















Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	6,358	6,990	632	+10%	2.32	\$66,461	\$768.11M
Health Care and Social Assistance	5,470	5,197	-273	-5%	1.08	\$51,297	\$324.15M
Government	4,470	4,635	165	+4%	0.81	\$57,218	\$287.09M
Retail Trade	4,150	4,389	239	+6%	1.14	\$34,409	\$298.55M
Accommodation and Food Services	3,369	3,930	561	+17%	1.20	\$17,429	\$111.34M
Construction	1,896	2,331	435	+23%	1.10	\$56,916	\$200.37M
Other Services (except Public Administration)	1,629	1,834	205	+13%	1.01	\$25,477	\$71.99M
Professional, Scientific, and Technical Services	1,570	1,507	-63	-4%	0.61	\$60,798	\$160.12M
Wholesale Trade	961	1,463	502	+52%	1.04	\$83,896	\$302.17M
Administrative and Support and Waste Management and Remediation Services	1,206	1,379	173	+14%	0.58	\$33,439	\$74.89M
Transportation and Warehousing	1,281	1,174	-107	-8%	0.85	\$58,340	\$101.44M
Finance and Insurance	974	1,050	76	+8%	0.68	\$73,602	\$191.19M
Arts, Entertainment, and Recreation	582	662	80	+14%	1.00	\$19,974	\$20.48M
Agriculture, Forestry, Fishing and Hunting	593	572	-21	-4%	1.28	\$35,804	\$75.60M
Information	223	287	64	+29%	0.41	\$55,394	\$50.29M
Real Estate and Rental and Leasing	248	260	12	+5%	0.40	\$43,195	\$89.09M
Educational Services	222	255	33	+15%	0.26	\$20,886	\$7.51M
Management of Companies and Enterprises	193	185	-8	-4%	0.34	\$131,968	\$27.33M
Utilities	43	41	-2	-5%	0.31	\$149,988	\$27.91M

Business Characteristics

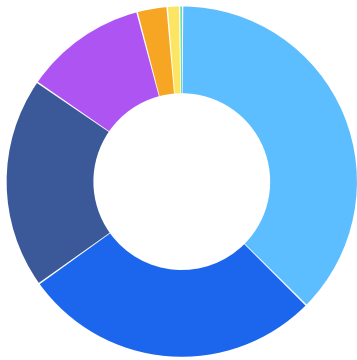
5,432 Companies Employ Your Workers

Online profiles for your workers mention 5,432 companies as employers, with the top 10 appearing below. In the last 12 months, 1,121 companies in St. Croix County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
3M Company	199 	Presbyterian Homes and Services	356 
Andersen Corporation	124 	CRST International, Inc.	337 
St Croix County	58 	Roehl Transport, Inc.	232 
SMC	51 	Travelers Healthcare	197 
Wells Fargo & Company	46 	Teach For America, Inc.	181 
Baldwin Area Medical Center, In...	43 	Koch Trucking, Inc.	173 
Phillips Plastics Corporation	41 	Molex Incorporated	161 
Wal-Mart Stores, Inc.	41 	C.R. England, Inc.	158 
Hudson School District	40 	Westway Transportation Service...	152 
University of Wisconsin-Madison	40 	Wal-Mart Stores, Inc.	142 

Business Characteristics - Cont.

Business Size

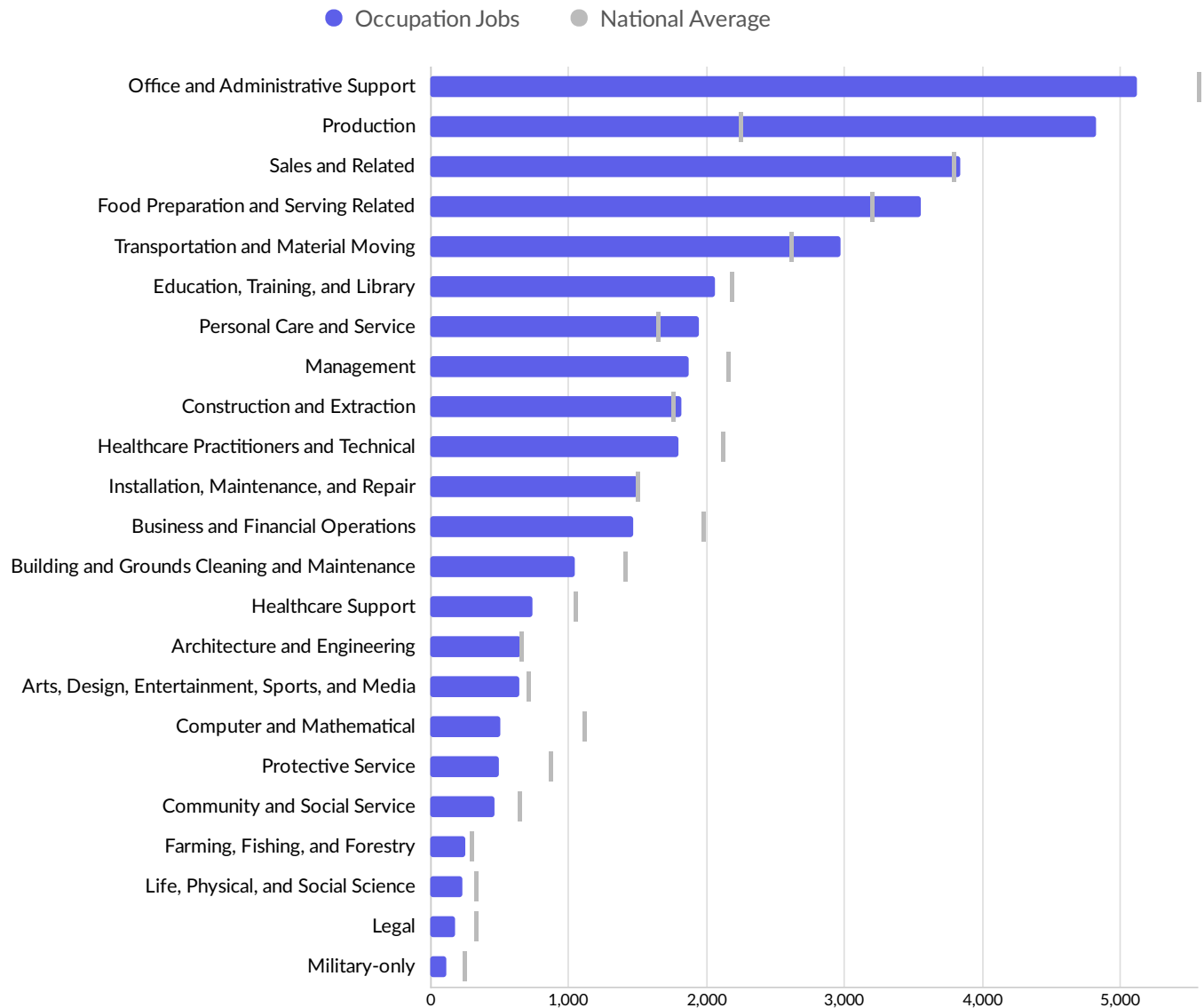


	Percentage	Business Count
1 to 4 employees	37.4%	1,279
5 to 9 employees	27.7%	947
10 to 19 employees	19.5%	666
20 to 49 employees	11.3%	387
50 to 99 employees	2.8%	95
100 to 249 employees	1.1%	39
250 to 499 employees	0.3%	9

**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.*

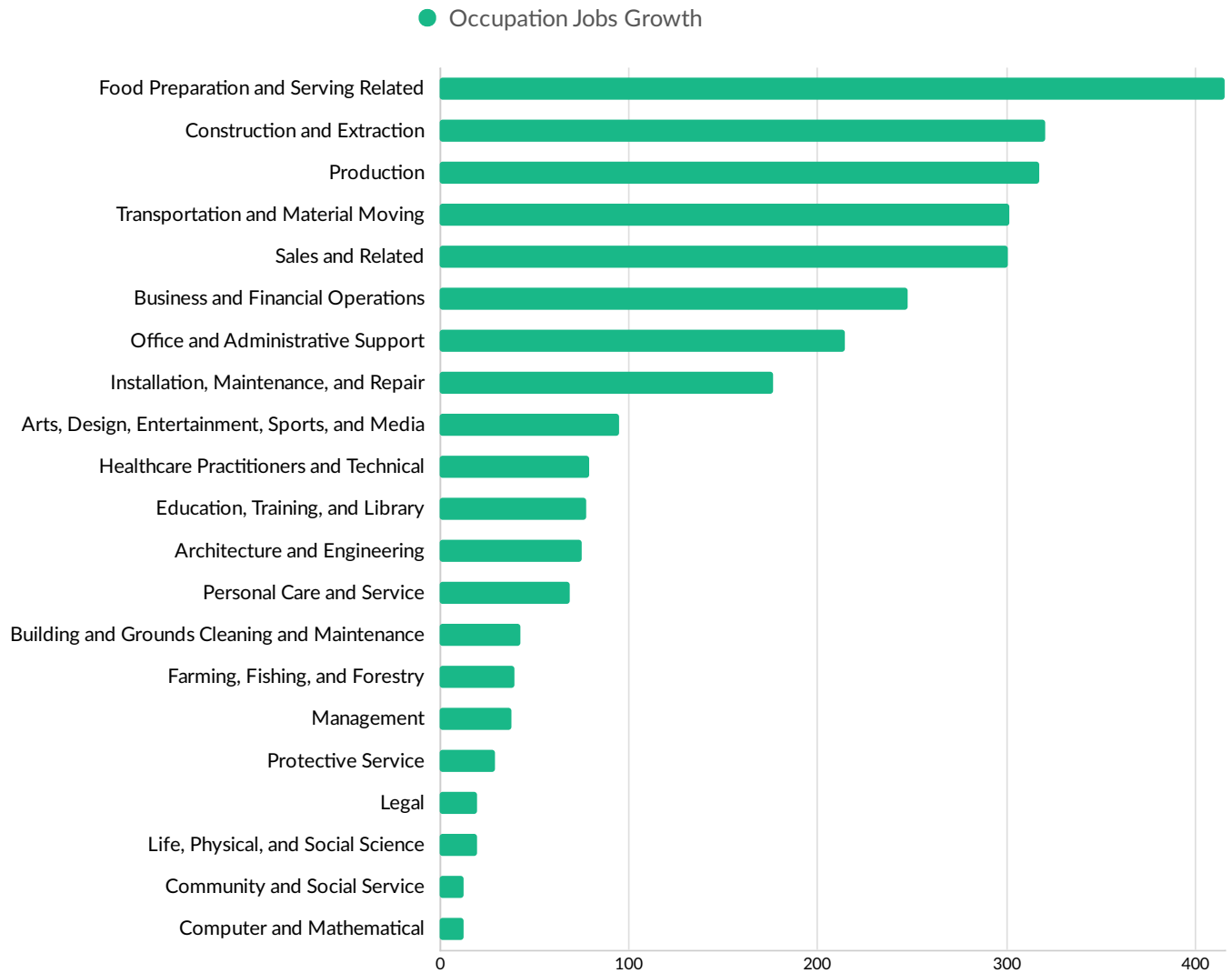
Workforce Characteristics

Largest Occupations



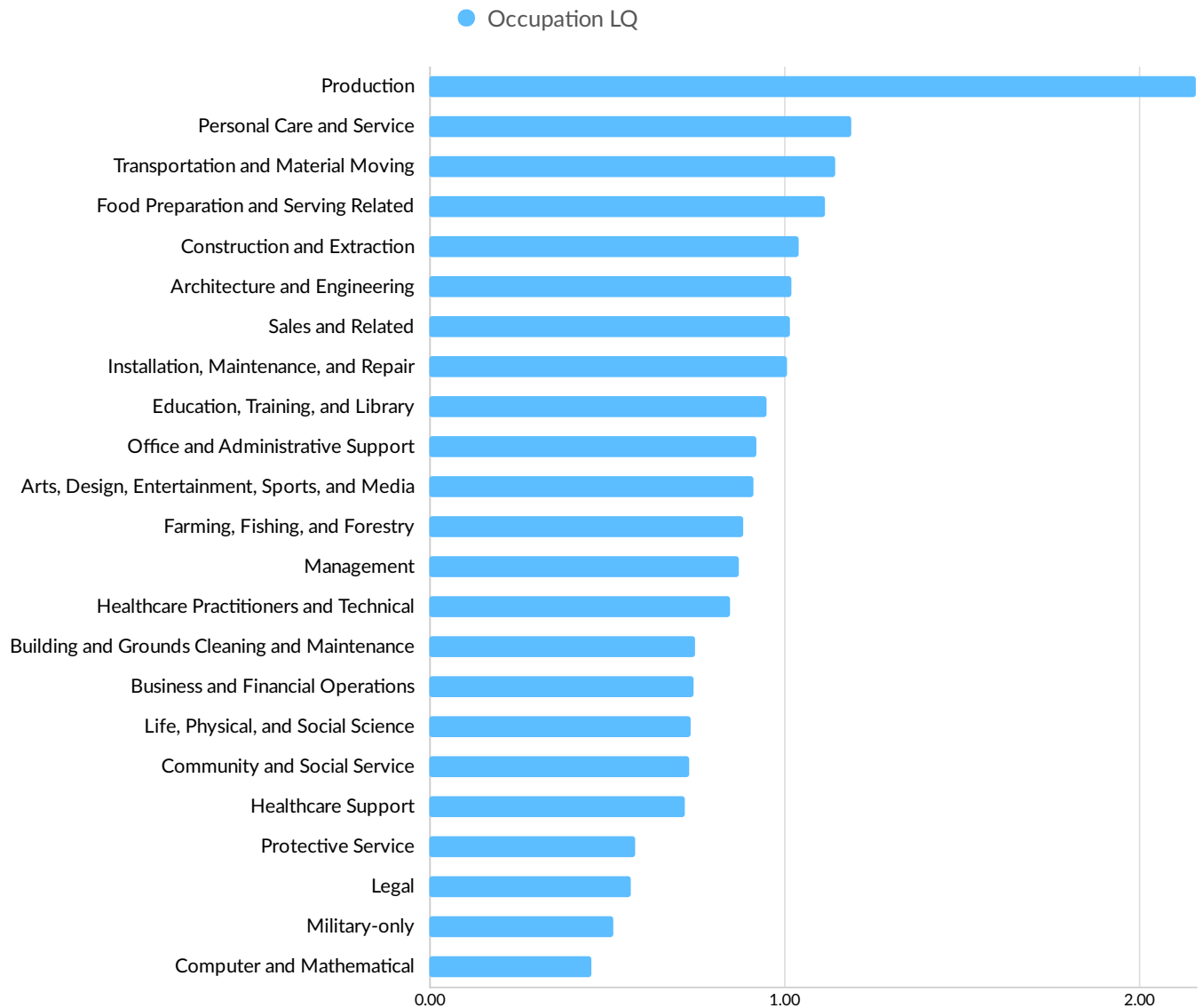
Workforce Characteristics - Cont.

Top Growing Occupations



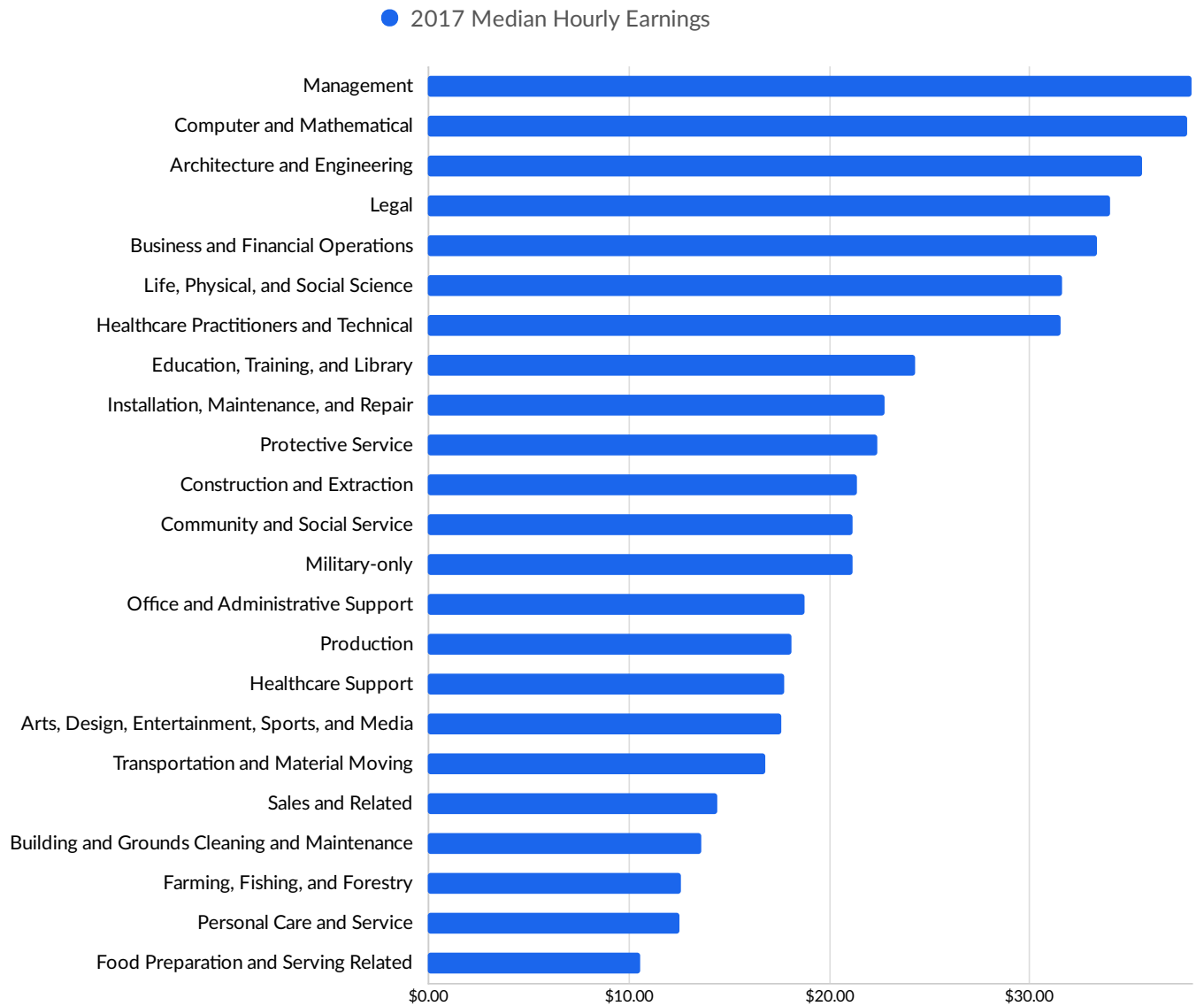
Workforce Characteristics - Cont.

Top Occupation LQ



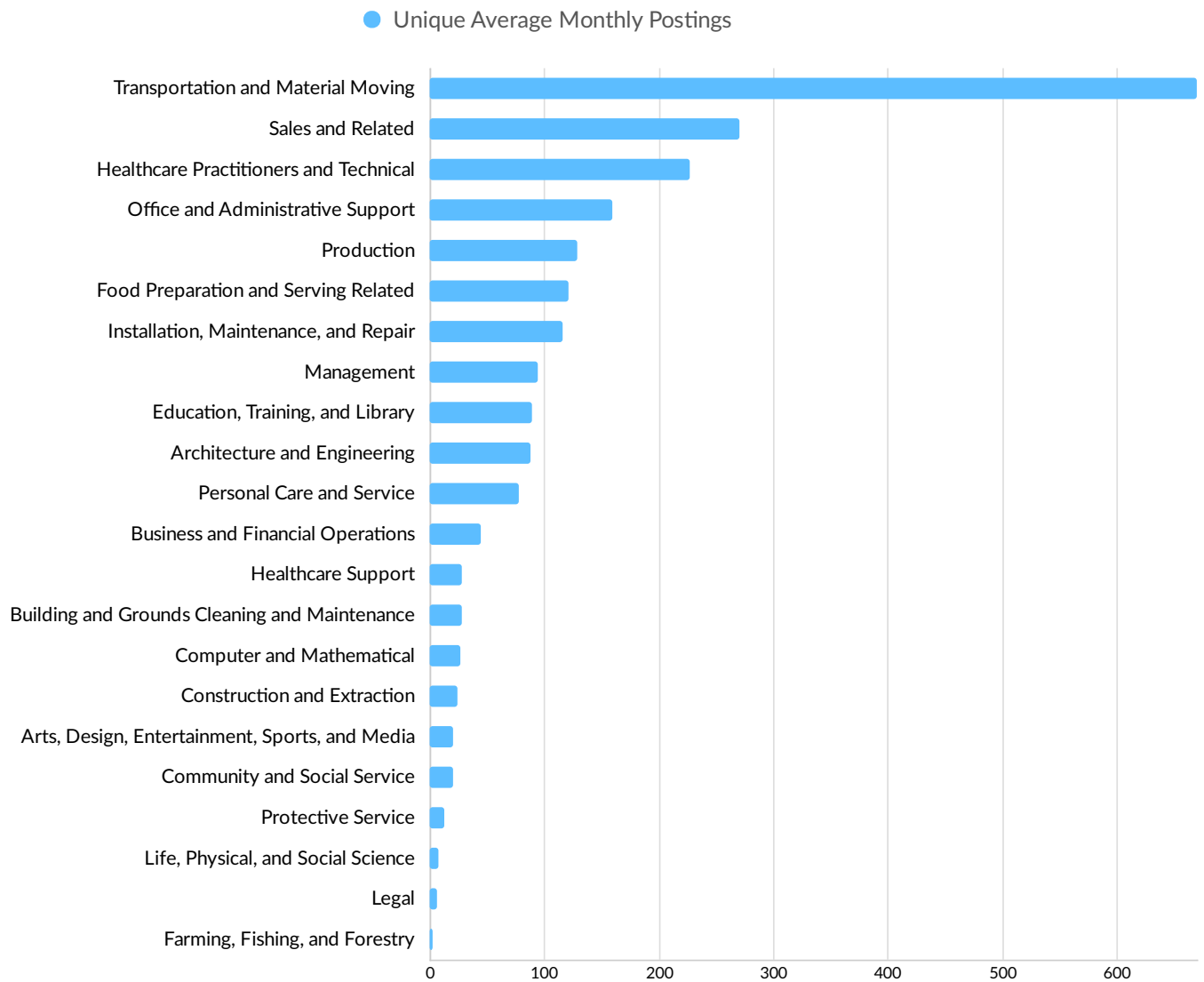
Workforce Characteristics - Cont.

Top Occupation Earnings



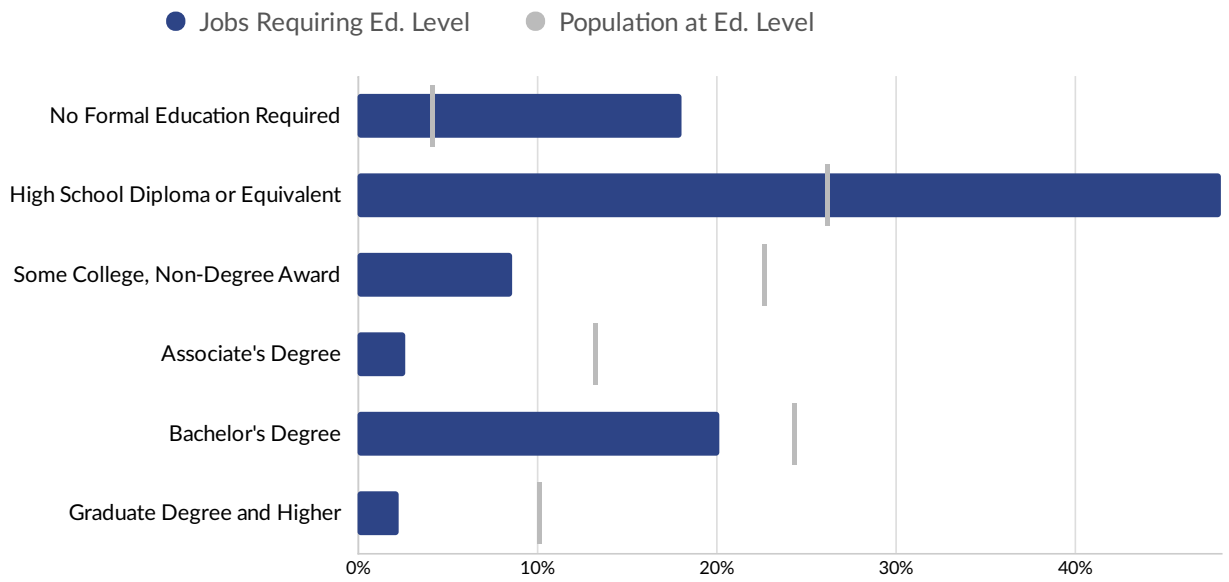
Workforce Characteristics - Cont.

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
Office and Administrative Support	4,910	5,125	215	+4%	0.92	\$18.77	160
Production	4,514	4,832	318	+7%	2.16	\$18.14	129
Sales and Related	3,543	3,844	301	+8%	1.02	\$14.41	270
Food Preparation and Serving Related	3,143	3,559	416	+13%	1.12	\$10.63	121
Transportation and Material Moving	2,670	2,972	302	+11%	1.14	\$16.87	670
Education, Training, and Library	1,985	2,063	78	+4%	0.95	\$24.28	89
Personal Care and Service	1,884	1,953	69	+4%	1.19	\$12.53	78
Management	1,835	1,873	38	+2%	0.87	\$38.10	94
Construction and Extraction	1,500	1,821	321	+21%	1.04	\$21.40	24
Healthcare Practitioners and Technical	1,717	1,796	79	+5%	0.85	\$31.59	228
Installation, Maintenance, and Repair	1,332	1,509	177	+13%	1.01	\$22.80	116
Business and Financial Operations	1,219	1,467	248	+20%	0.74	\$33.40	45
Building and Grounds Cleaning and Maintenance	1,007	1,050	43	+4%	0.75	\$13.65	28
Healthcare Support	942	746	-196	-21%	0.72	\$17.80	28
Architecture and Engineering	585	660	75	+13%	1.02	\$35.64	88
Arts, Design, Entertainment, Sports, and Media	546	641	95	+17%	0.91	\$17.62	21
Computer and Mathematical	491	504	13	+3%	0.46	\$37.91	26

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
Protective Service	467	496	29	+6%	0.58	\$22.44	13
Community and Social Service	448	461	13	+3%	0.73	\$21.16	20
Farming, Fishing, and Forestry	212	252	40	+19%	0.89	\$12.61	3
Life, Physical, and Social Science	212	232	20	+9%	0.74	\$31.67	7
Legal	159	179	20	+13%	0.57	\$34.05	6
Military-only	126	120	-6	-5%	0.52	\$21.16	0

Educational Pipeline

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