



St. Croix County, WI

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Economy Overview

88,029

Population (2016)

Population **grew by 3,079** over the last 5 years and is projected to **grow by 3,182** over the next 5 years.

37,223

Jobs (2016)

Jobs **grew by 4,053** over the last 5 years and are projected to **grow by 2,996** over the next 5 years.

\$70.9K

Median Household Income (2015)

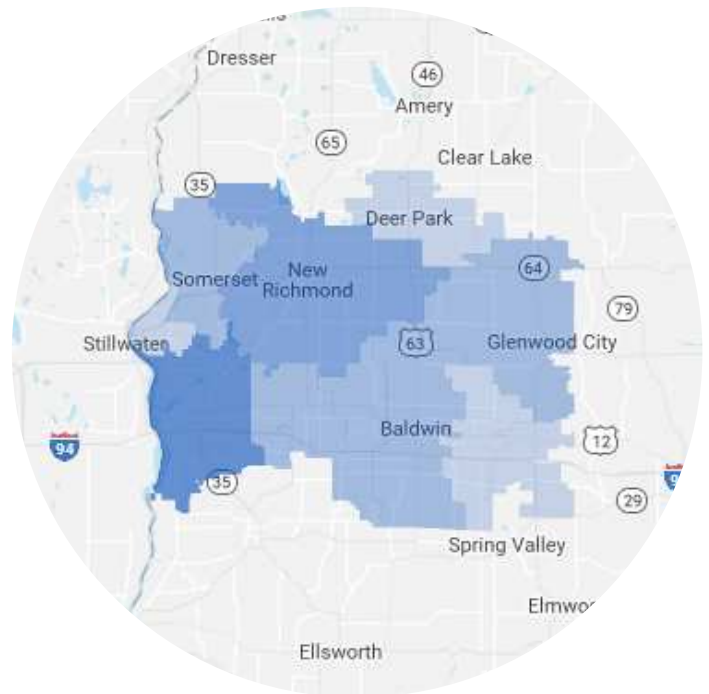
Median household income is **\$17.0K above** the national median household income of \$53.9K.

As of 2016 the region's population **increased by 3.6%** since 2011, growing by 3,079. Population is expected to **increase by 3.6%** between 2016 and 2021, adding 3,182.

From 2011 to 2016, jobs **increased by 12.2%** in St. Croix County, WI from 33,170 to **37,223**. This change **outpaced the national growth rate of 8.8% by 3.4%**. As the number of jobs increased, the **labor force participation rate increased from 71.4% to 71.7% between 2011 and 2016**.

Concerning educational attainment, **23.1% of St. Croix County, WI residents possess a Bachelor's Degree** (4.7% above the national average), and **12.3% hold an Associate's Degree** (4.4% above the national average).

The top three industries in 2016 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Plastics Product Manufacturing.

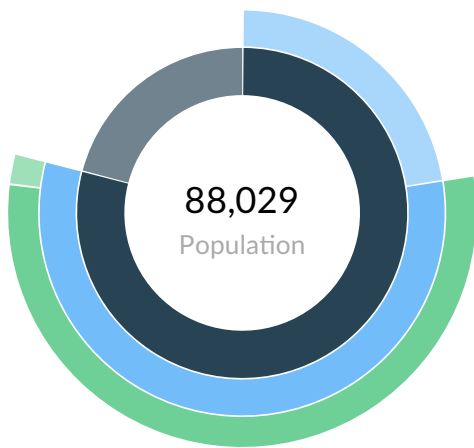


Economy Overview - Cont.

	Population (2016)	Labor Force (2016)	Jobs (2016)	Cost of Living	GRP	Imports	Exports
Region	88,029	49,842	37,223	102.7	\$3.25B	\$6.37B	\$4.13B
West Central Wisconsin	422,788	233,580	201,216	100.7	\$16.86B	\$28.00B	\$23.57B
St. Croix County	88,029	49,842	37,223	102.7	\$3.25B	\$6.37B	\$4.13B
Polk County	43,480	24,949	18,219	99.6	\$1.49B	\$3.08B	\$2.24B
Eau Claire County	102,961	58,136	62,147	101.9	\$5.17B	\$6.87B	\$6.96B
Dunn County	44,700	24,922	19,653	97.9	\$1.61B	\$2.89B	\$2.42B
Clark County	34,557	17,995	12,895	98.0	\$1.20B	\$2.26B	\$2.08B
Chippewa County	63,649	33,386	27,255	100.2	\$2.30B	\$4.04B	\$3.55B
United States	323,127,453	158,449,542	158,516,931	113.8	\$17.94T	\$0	\$8.30T
Wisconsin	5,778,689	3,098,333	3,108,639	103.9	\$295.24B	\$332.97B	\$352.11B

Economy Overview - Cont.

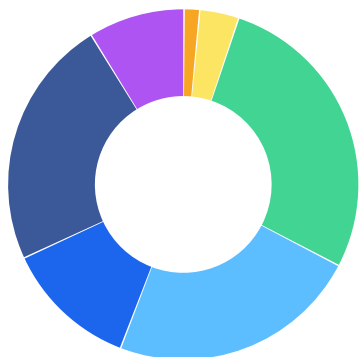
2016 Labor Force Breakdown



	Population
● Total Working Age Population	69,545
● Not in Labor Force (15+)	19,703
● Labor Force	49,842
● Employed	47,980
● Unemployed	1,862
● Under 15	18,484

Educational Attainment

Concerning educational attainment, **23.1% of St. Croix County, WI residents possess a Bachelor's Degree** (4.7% above the national average), and **12.3% hold an Associate's Degree** (4.4% above the national average).

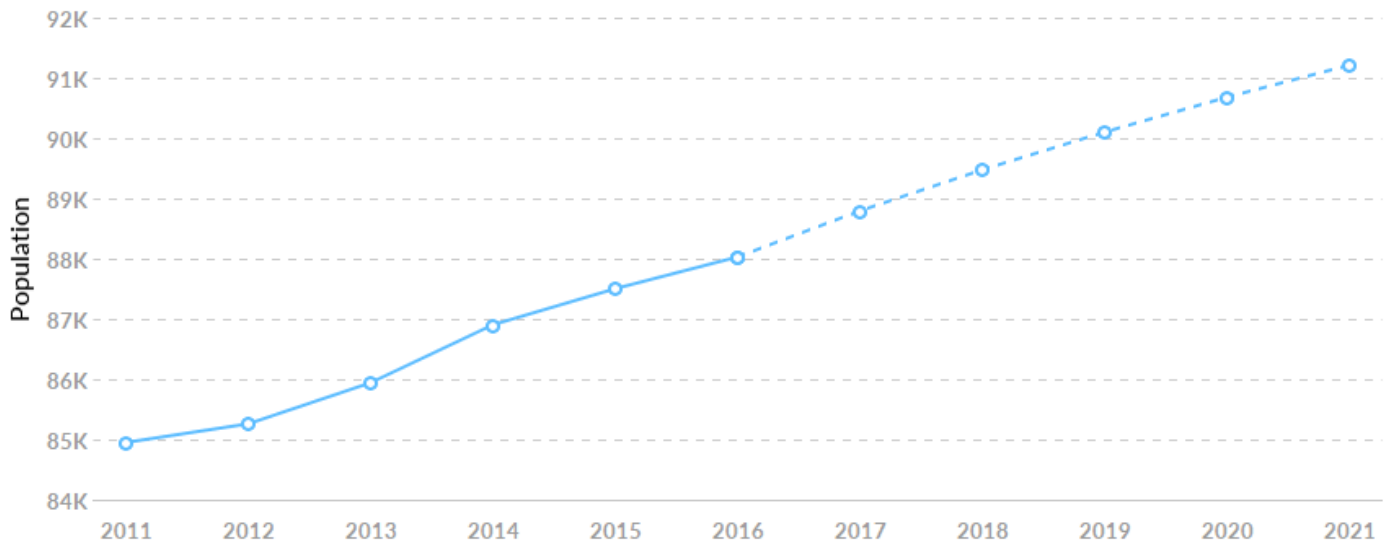


	% of Population	Population
● Less Than 9th Grade	1.4%	848
● 9th Grade to 12th Grade	3.6%	2,138
● High School Diploma	27.5%	16,250
● Some College	23.2%	13,676
● Associate's Degree	12.3%	7,250
● Bachelor's Degree	23.1%	13,628
● Graduate Degree and Higher	8.9%	5,236

Historic & Projected Trends

Population Trends

As of 2016 the region's population increased by 3.6% since 2011, growing by 3,079. Population is expected to increase by 3.6% between 2016 and 2021, adding 3,182.

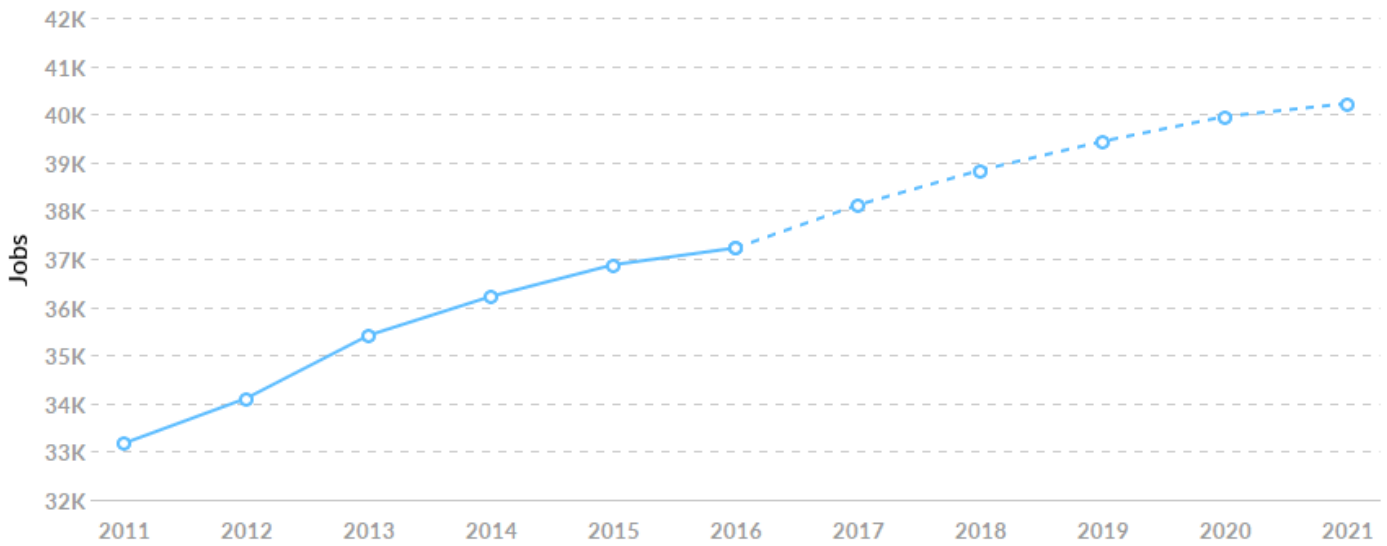


Timeframe	Population
2011	84,950
2012	85,259
2013	85,941
2014	86,903
2015	87,502
2016	88,029
2017	88,794
2018	89,475
2019	90,101
2020	90,680
2021	91,211

Historic & Projected Trends - Cont.

Job Trends

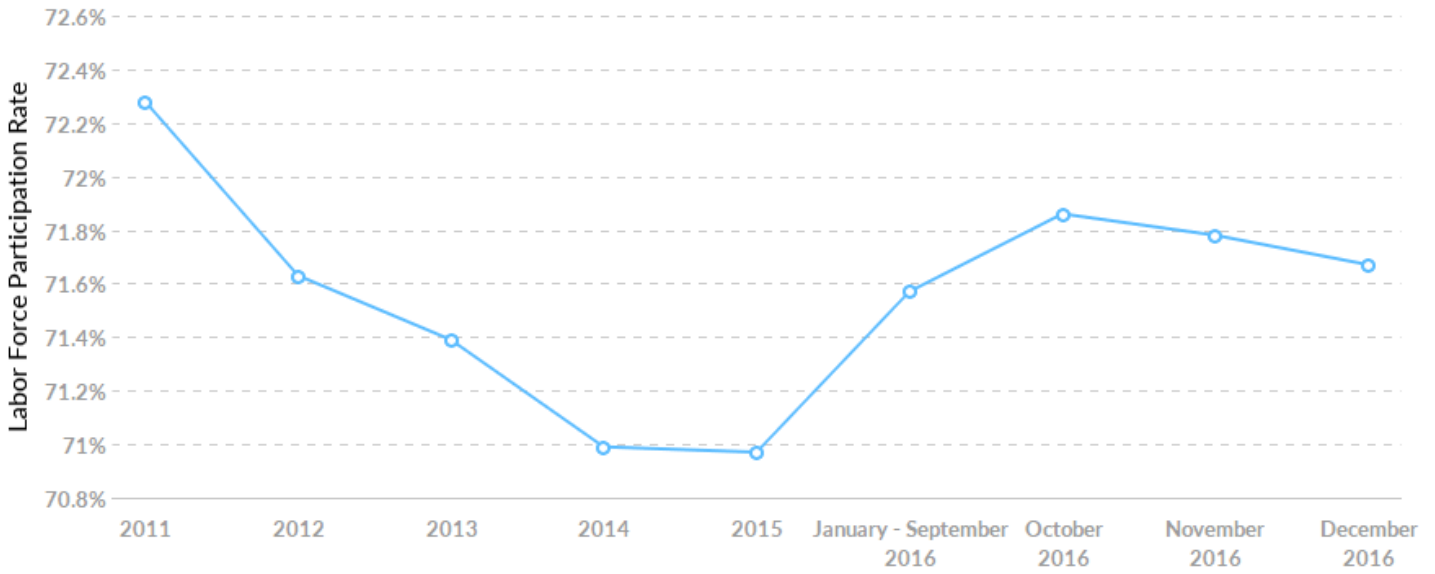
From 2011 to 2016, jobs increased by 12.2% in St. Croix County, WI from 33,170 to 37,223. This change outpaced the national growth rate of 8.8% by 3.4%.



Timeframe	Jobs
2011	33,170
2012	34,103
2013	35,410
2014	36,218
2015	36,874
2016	37,223
2017	38,116
2018	38,836
2019	39,435
2020	39,951
2021	40,219

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

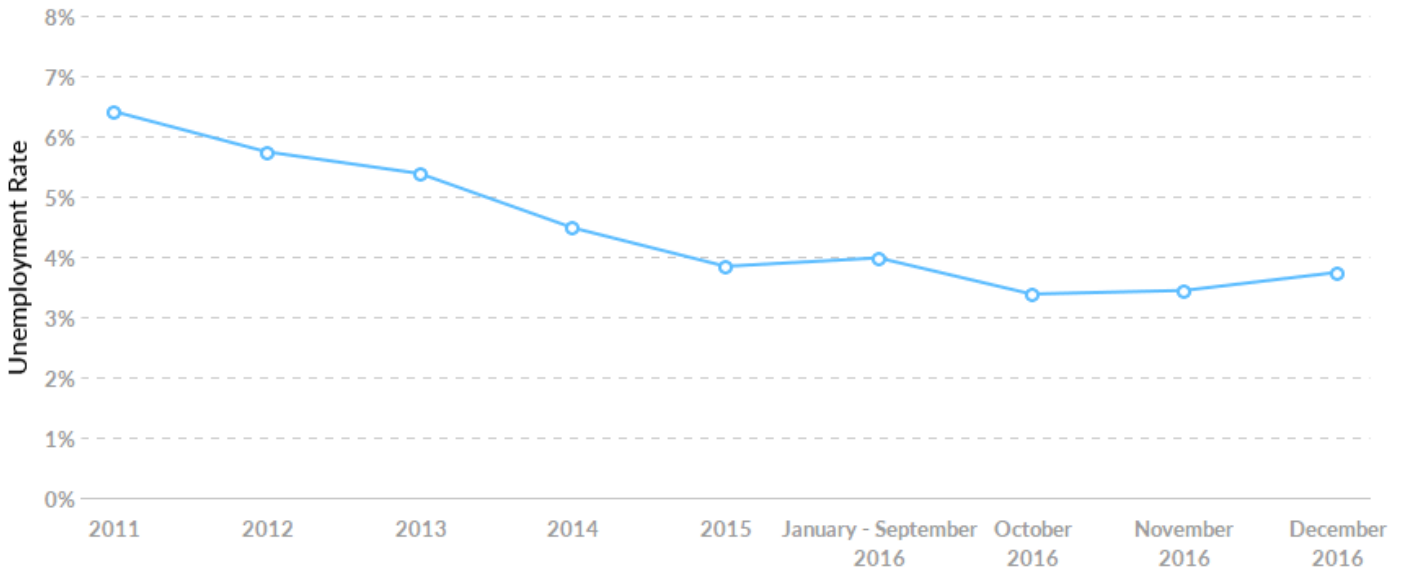


Timeframe	Labor Force Participation Rate
2011	72.28%
2012	71.63%
2013	71.39%
2014	70.99%
2015	70.97%
January - September 2016	71.57%
October 2016	71.86%
November 2016	71.78%
December 2016	71.67%

Historic & Projected Trends - Cont.

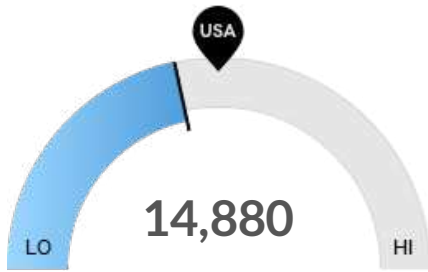
Unemployment Rate Trends

St. Croix County, WI had a December 2016 unemployment rate of 3.74%, **decreasing from 6.41%** 5 years before.



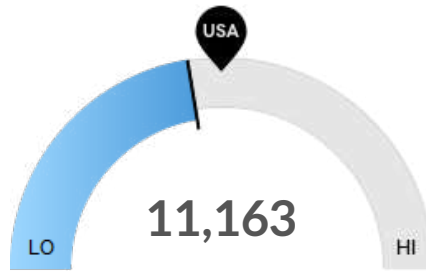
Timeframe	Unemployment Rate
2011	6.41%
2012	5.74%
2013	5.38%
2014	4.48%
2015	3.84%
January - September 2016	3.98%
October 2016	3.38%
November 2016	3.44%
December 2016	3.74%

Population Characteristics



Millennials

St. Croix County, WI has 14,880 millennials (ages 20-34). The national average for an area this size is 18,191.



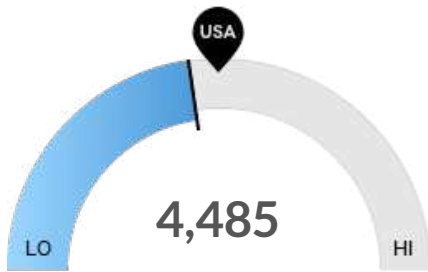
Retiring Soon

Retirement risk is low in St. Croix County, WI. The national average for an area this size is 13,016 people 65 or older, while there are 11,163 here.



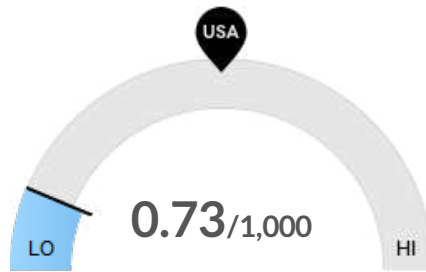
Racial Diversity

Racial diversity is low in St. Croix County, WI. The national average for an area this size is 33,521 racially diverse people, while there are 4,967 here.



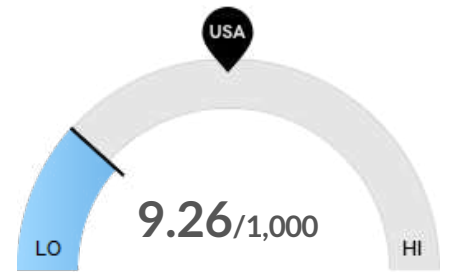
Veterans

St. Croix County, WI has 4,485 veterans. The national average for an area this size is 5,135.



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.



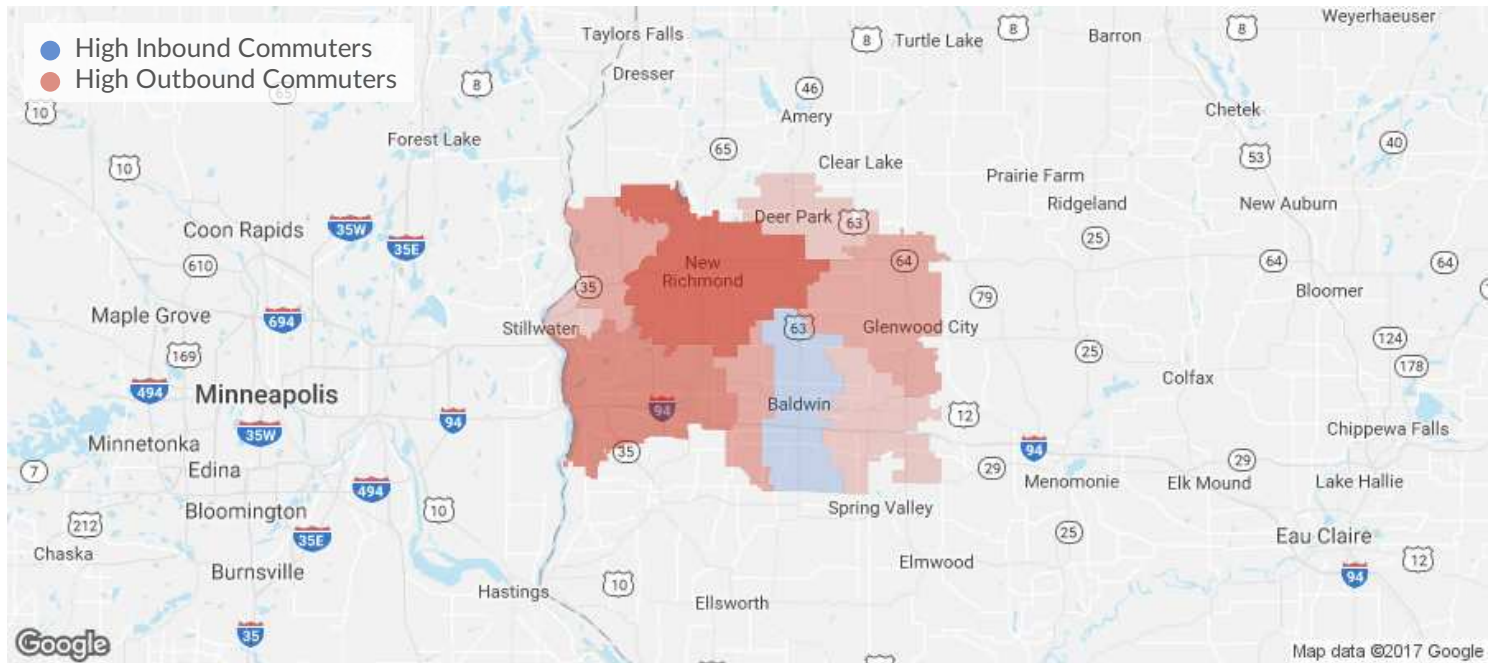
Property Crime

St. Croix County, WI has 9.26 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 St. Croix County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

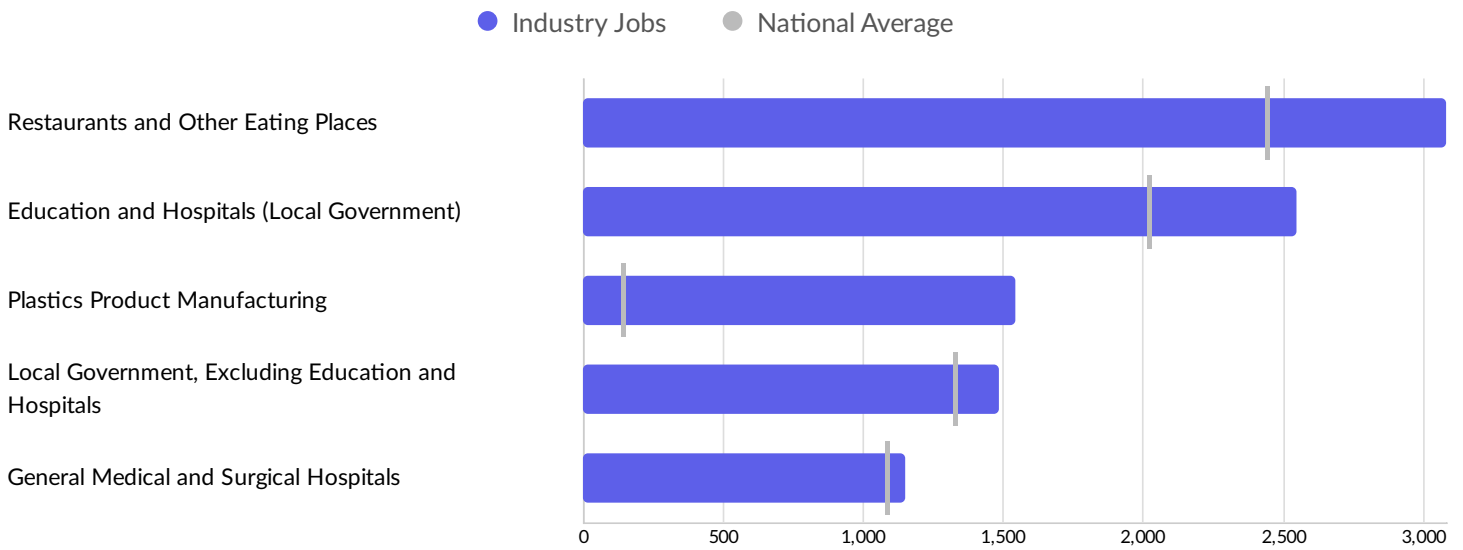
ZIP	Name	2016 Employment
54016	Hudson, WI (in St. Cro...	17,520
54017	New Richmond, WI (in...	6,995
54002	Baldwin, WI (in St. Cro...	4,103
54025	Somerset, WI (in St. Cr...	3,567
54023	Roberts, WI (in St. Croi...	1,188

Where Talent Lives

ZIP	Name	2016 Workers
54016	Hudson, WI (in St. Cro...	19,972
54017	New Richmond, WI (in...	11,168
54025	Somerset, WI (in St. Cr...	4,383
54002	Baldwin, WI (in St. Cro...	3,861
54023	Roberts, WI (in St. Croi...	2,785

Industry Characteristics

Largest Industries

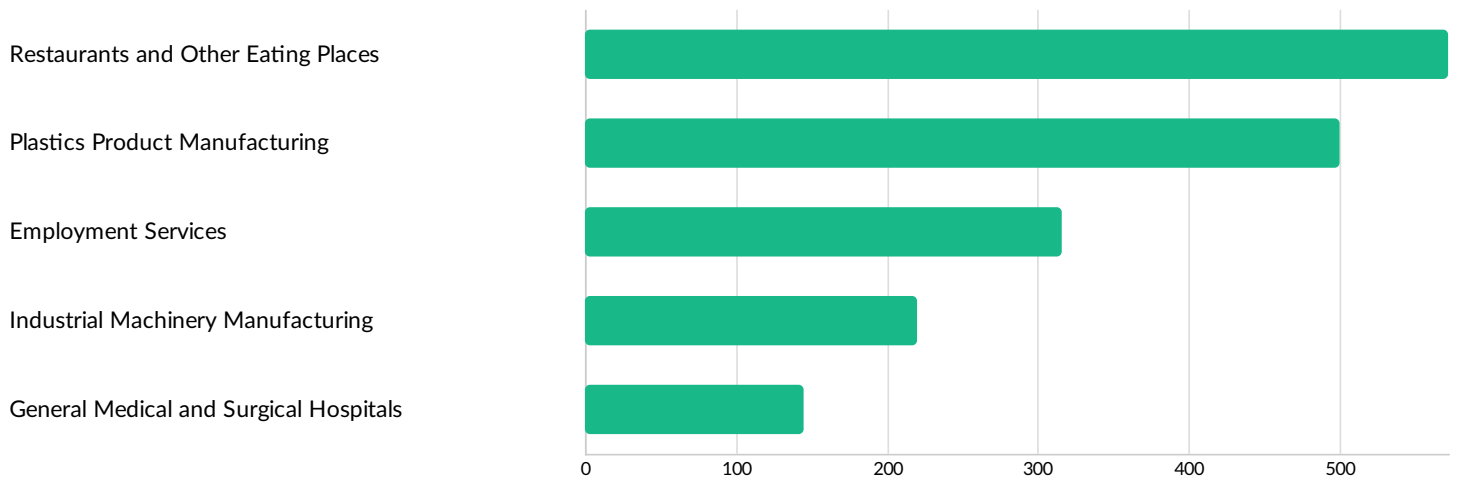


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Restaurants and Other Eating Places	2,512	3,084	572	+23%	\$16,378
Education and Hospitals (Local Government)	2,489	2,547	58	+2%	\$57,399
Plastics Product Manufacturing	1,044	1,544	500	+48%	\$50,539
Local Government, Excluding Education and Hospitals	1,557	1,485	-72	-5%	\$52,566
General Medical and Surgical Hospitals	1,008	1,153	145	+14%	\$71,272

Industry Characteristics - Cont

Top Growing Industries

● Industry Jobs Change

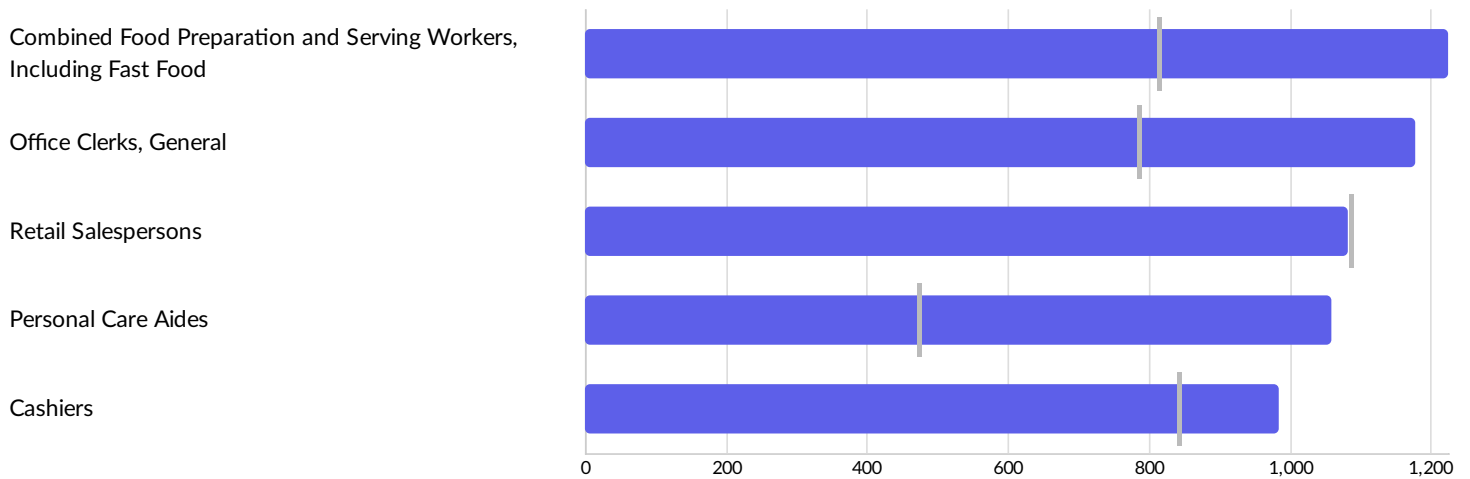


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Restaurants and Other Eating Places	2,512	3,084	572	+23%	\$16,378
Plastics Product Manufacturing	1,044	1,544	500	+48%	\$50,539
Employment Services	484	800	316	+65%	\$28,825
Industrial Machinery Manufacturing	33	253	220	+667%	\$103,749
General Medical and Surgical Hospitals	1,008	1,153	145	+14%	\$71,272

Workforce Characteristics

Largest Occupations

● Occupation Jobs ● National Average

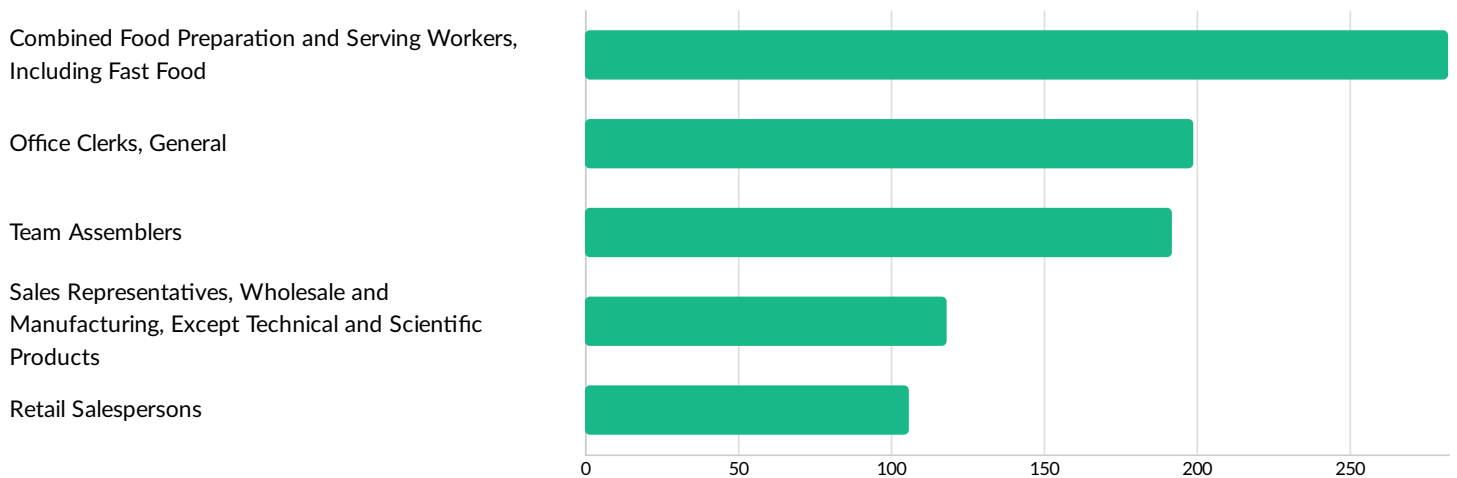


Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Combined Food Preparation and Serving Workers, Including Fast Food	943	1,225	282	+30%	\$11.18
Office Clerks, General	979	1,178	199	+20%	\$18.71
Retail Salespersons	977	1,083	106	+11%	\$13.38
Personal Care Aides	1,049	1,060	11	+1%	\$12.09
Cashiers	946	985	39	+4%	\$11.91

Workforce Characteristics - Cont

Top Growing Occupations

● Occupation Jobs Change



Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Combined Food Preparation and Serving Workers, Including Fast Food	943	1,225	282	+30%	\$11.18
Office Clerks, General	979	1,178	199	+20%	\$18.71
Team Assemblers	747	939	192	+26%	\$15.85
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	274	392	118	+43%	\$38.72
Retail Salespersons	977	1,083	106	+11%	\$13.38

Educational Pipeline

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