



Polk County, WI

West Central Wisconsin Regional Planning Commission



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Report Parameters

1 County

55095 Polk 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

44,104

Population (2020)

Population **grew by 886** over the last 5 years and is projected to **grow by 1,205** over the next 5 years.

17,570

Total Regional Employment

Jobs **decreased by 635** over the last 5 years but are projected to **grow by 437** over the next 5 years.

\$60.0K

Median Household Income (2019)

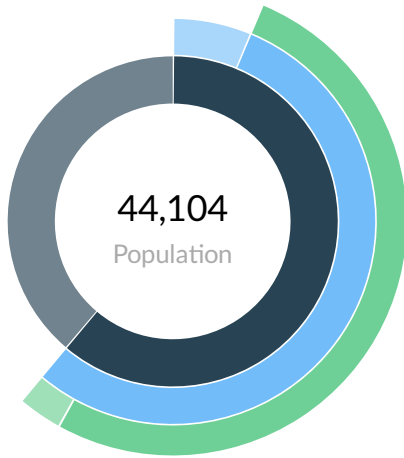
Median household income is **\$2.8K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 2.0%** since 2015, growing by 886. Population is expected to **increase by 2.7%** between 2020 and 2025, adding 1,205.
- From 2015 to 2020, jobs **declined by 3.5%** in Polk County, WI from 18,205 to 17,570. This change **fell short of the national growth rate of 1.3% by 4.8%**. As the number of jobs declined, the **labor force participation rate decreased from 69.1% to 65.9% between 2015 and 2020**.
- Concerning educational attainment, **14.9% of Polk County, WI residents possess a Bachelor's Degree** (5.2% below the national average), and **13.6% hold an Associate's Degree** (5.0% above the national average).
- The top three industries in 2020 are Education and Hospitals (Local Government), General Medical and Surgical Hospitals, and Local Government, Excluding Education and Hospitals.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	44,104	24,200	17,570	98.8	\$1.64B	\$3.18B	\$2.22B
St. Croix County, WI	91,827	48,075	37,313	101.5	\$3.80B	\$6.38B	\$3.76B

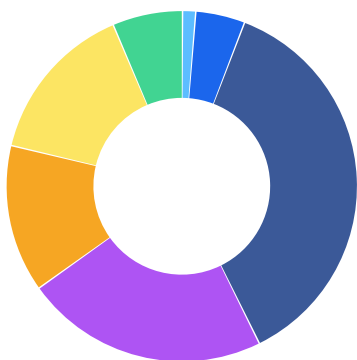
2020 Labor Force Breakdown



	Population
● Total Working Age Population	26,937
● Not in Labor Force (15+)	2,737
● Labor Force	24,200
● Employed	22,840
● Unemployed	1,360
● Under 15	17,167

Educational Attainment

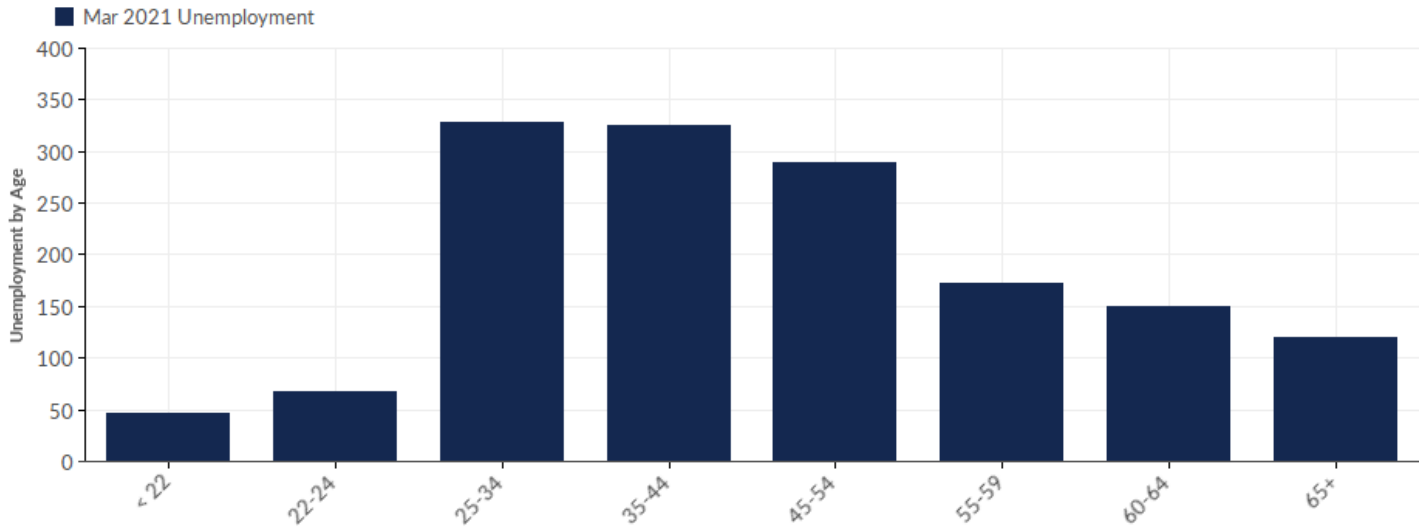
Concerning educational attainment, **14.9% of Polk County, WI residents possess a Bachelor's Degree** (5.2% below the national average), and **13.6% hold an Associate's Degree** (5.0% above the national average).



	% of Population	Population
● Less Than 9th Grade	1.2%	389
● 9th Grade to 12th Grade	4.6%	1,464
● High School Diploma	36.9%	11,862
● Some College	22.4%	7,219
● Associate's Degree	13.6%	4,374
● Bachelor's Degree	14.9%	4,784
● Graduate Degree and Higher	6.5%	2,080

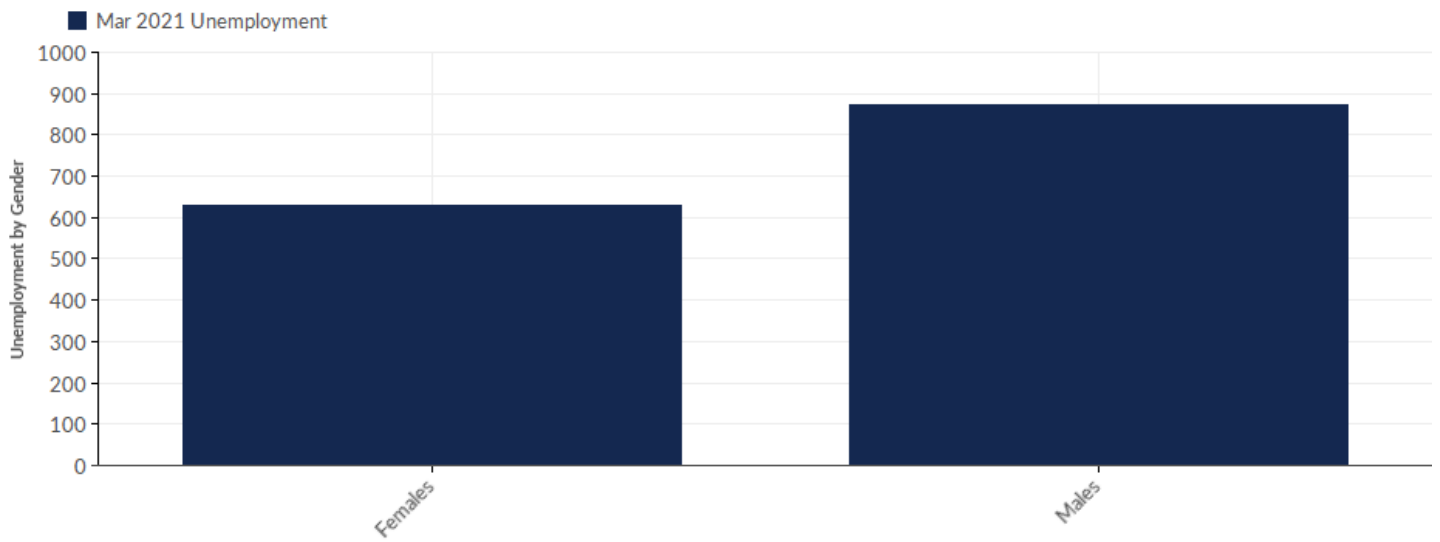
Unemployment by Demographics

Unemployment by Age



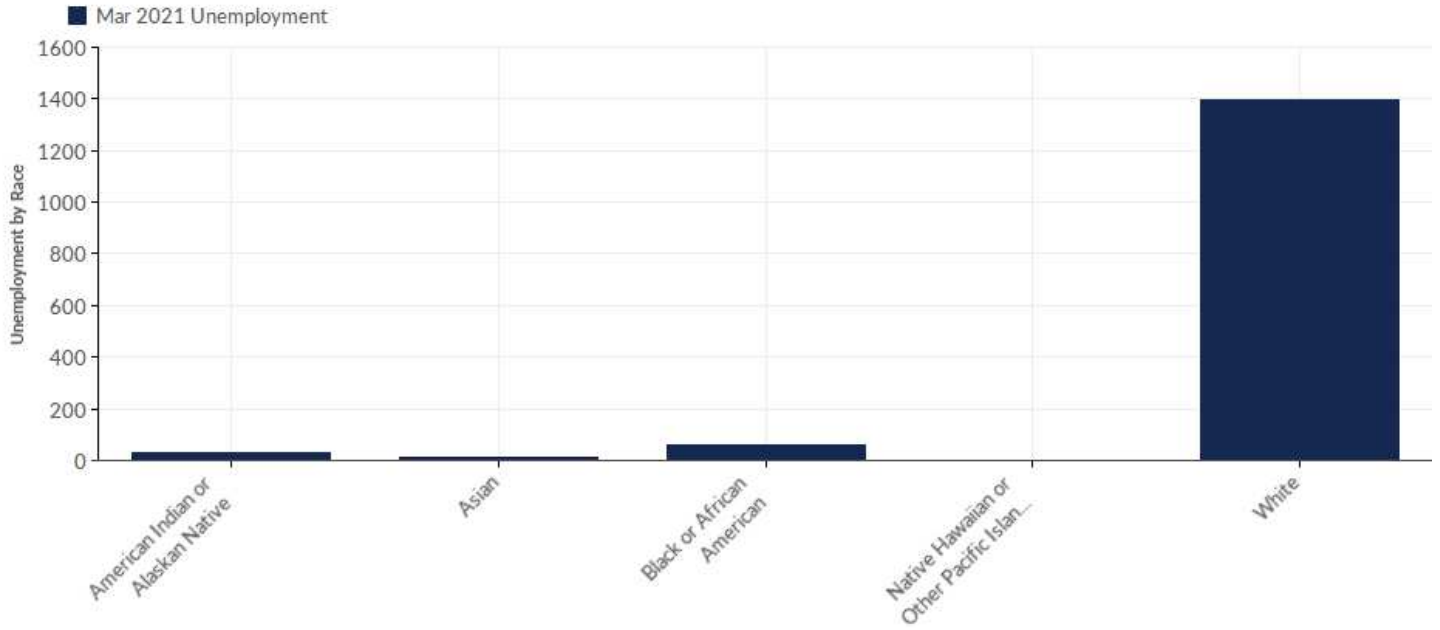
Age	Unemployment (Mar 2021)	% of Age Cohort
< 22	46	3.07%
22-24	67	4.47%
25-34	329	21.95%
35-44	325	21.68%
45-54	289	19.28%
55-59	173	11.54%
60-64	150	10.01%
65+	120	8.01%
Total	1,499	100.00%

Unemployment by Gender



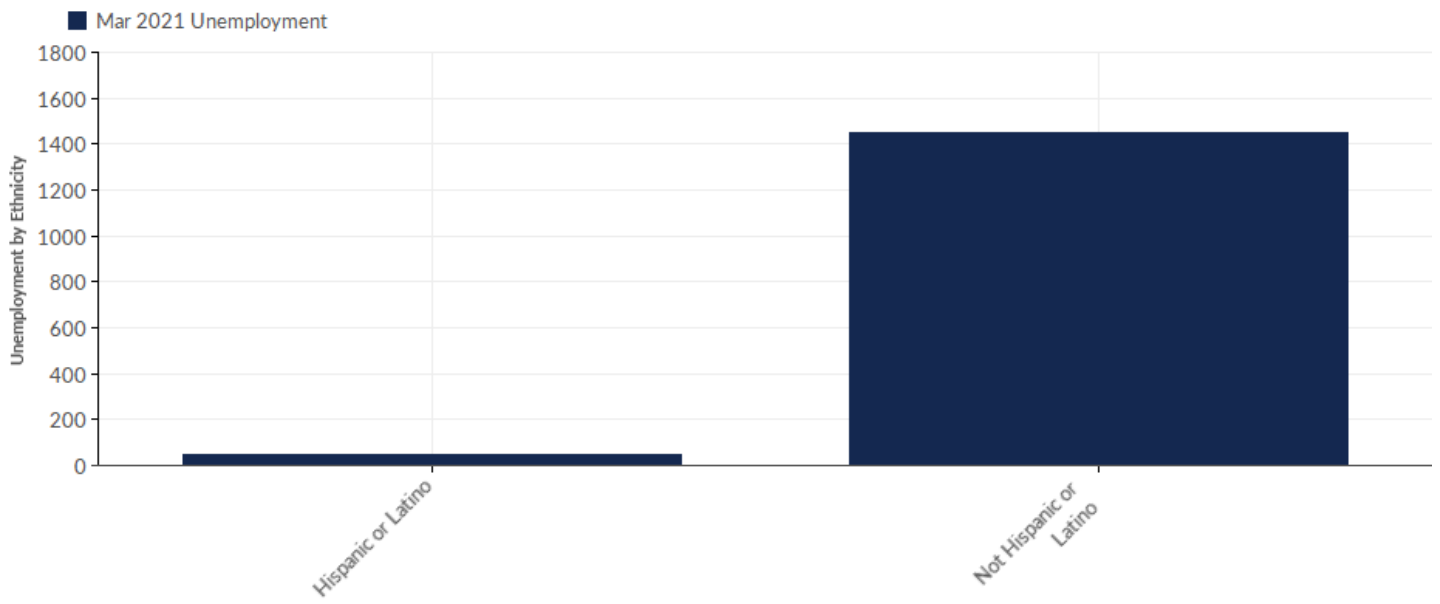
Gender	Unemployment (Mar 2021)	% of Age Cohort
Females	628	41.89%
Males	871	58.11%
Total	1,499	100.00%

Unemployment by Race



Race	Unemployment (Mar 2021)	% of Age Cohort
American Indian or Alaskan Native	31	2.07%
Asian	11	0.73%
Black or African American	61	4.07%
Native Hawaiian or Other Pacific Islander	1	0.07%
White	1,395	93.06%
Total	1,499	100.00%

Unemployment by Ethnicity

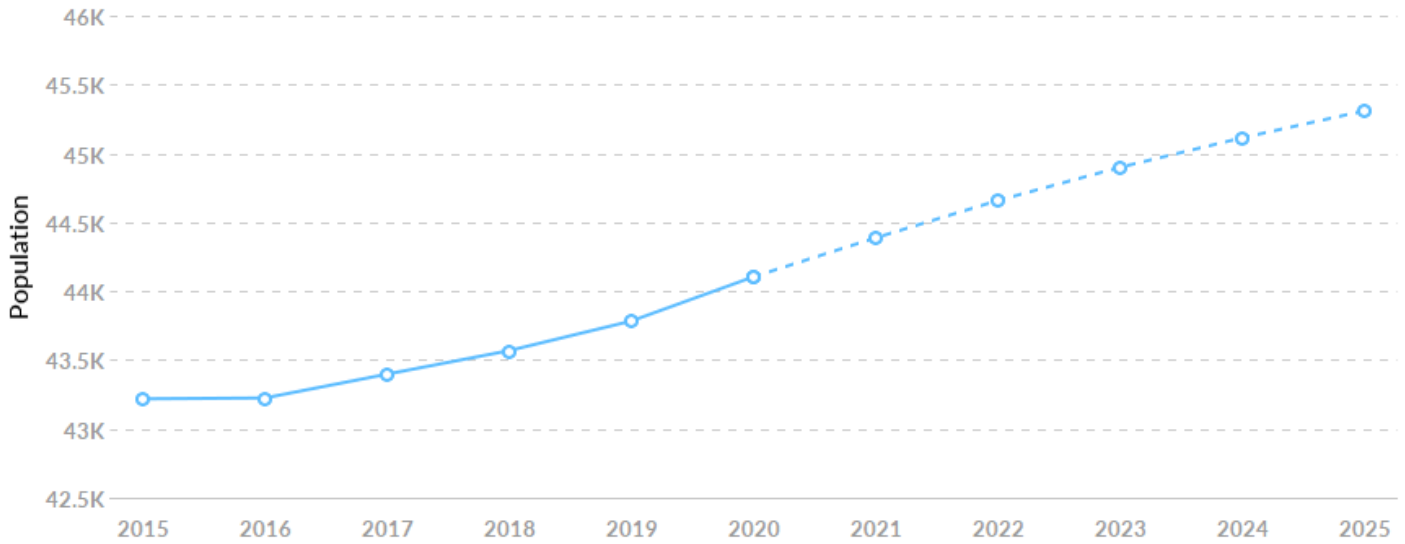


Ethnicity	Unemployment (Mar 2021)	% of Age Cohort
Hispanic or Latino	48	3.20%
Not Hispanic or Latino	1,451	96.80%
Total	1,499	100.00%

Historic & Projected Trends

Population Trends

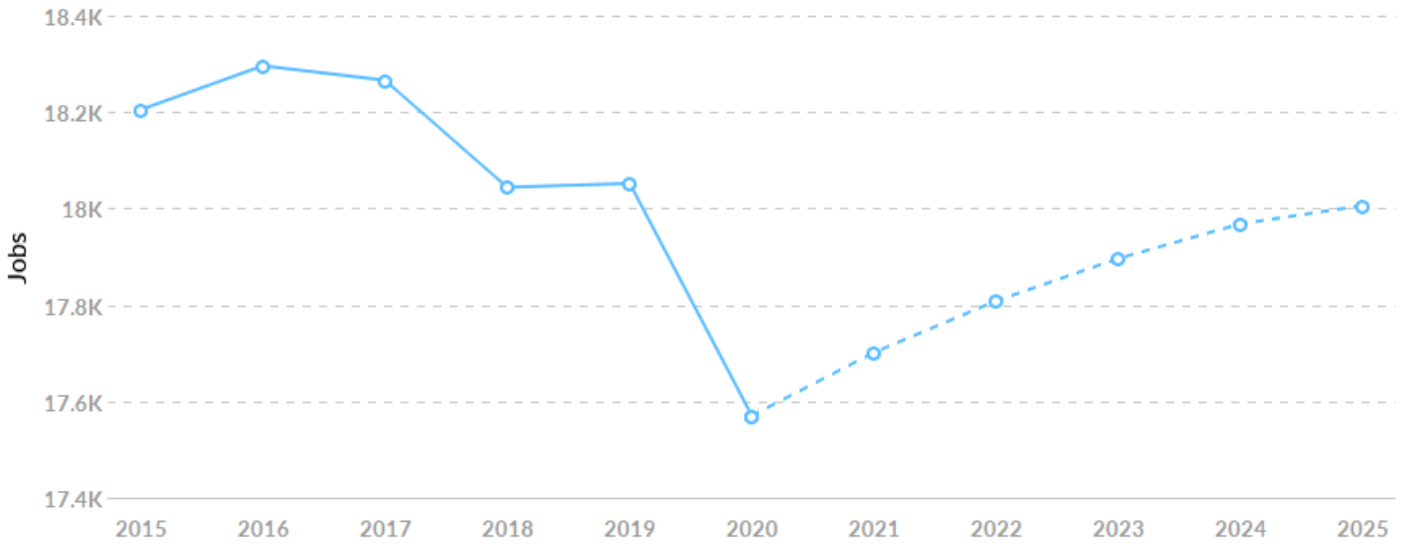
As of 2020 the region's population **increased by 2.0%** since 2015, growing by 886. Population is expected to **increase by 2.7%** between 2020 and 2025, adding 1,205.



Timeframe	Population
2015	43,218
2016	43,224
2017	43,397
2018	43,568
2019	43,783
2020	44,104
2021	44,387
2022	44,658
2023	44,899
2024	45,113
2025	45,309

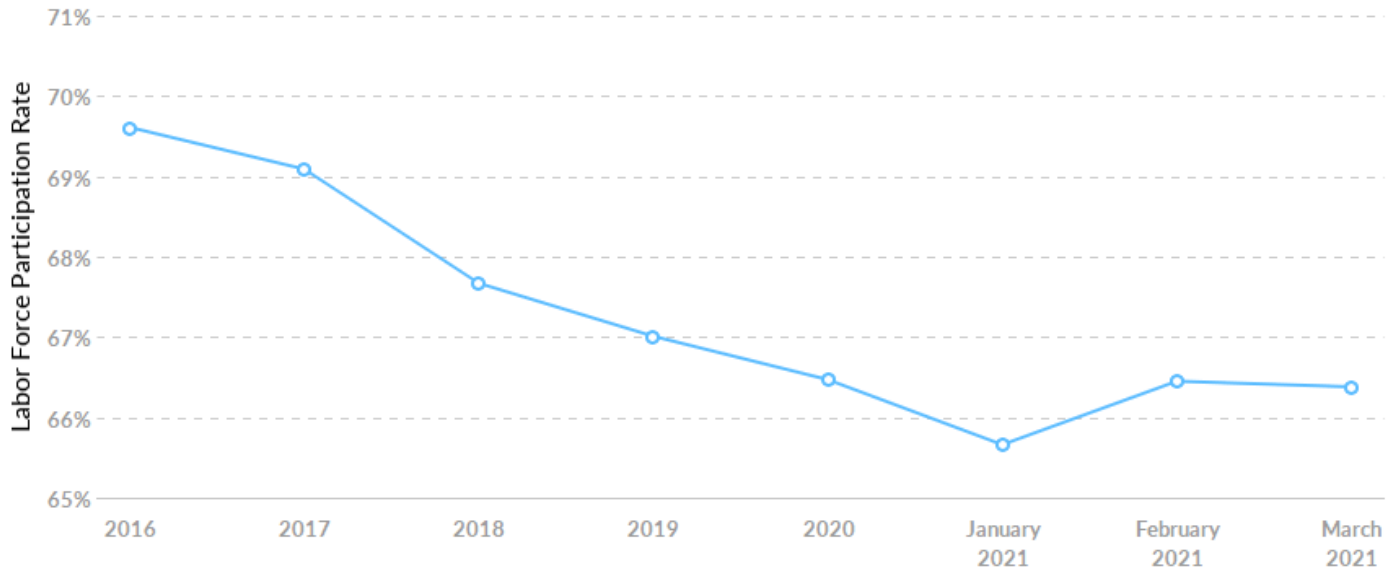
Job Trends

From 2015 to 2020, jobs declined by 3.5% in Polk County, WI from 18,205 to 17,570. This change fell short of the national growth rate of 1.3% by 4.8%.



Timeframe	Jobs
2015	18,205
2016	18,296
2017	18,266
2018	18,044
2019	18,052
2020	17,570
2021	17,701
2022	17,808
2023	17,896
2024	17,968
2025	18,006

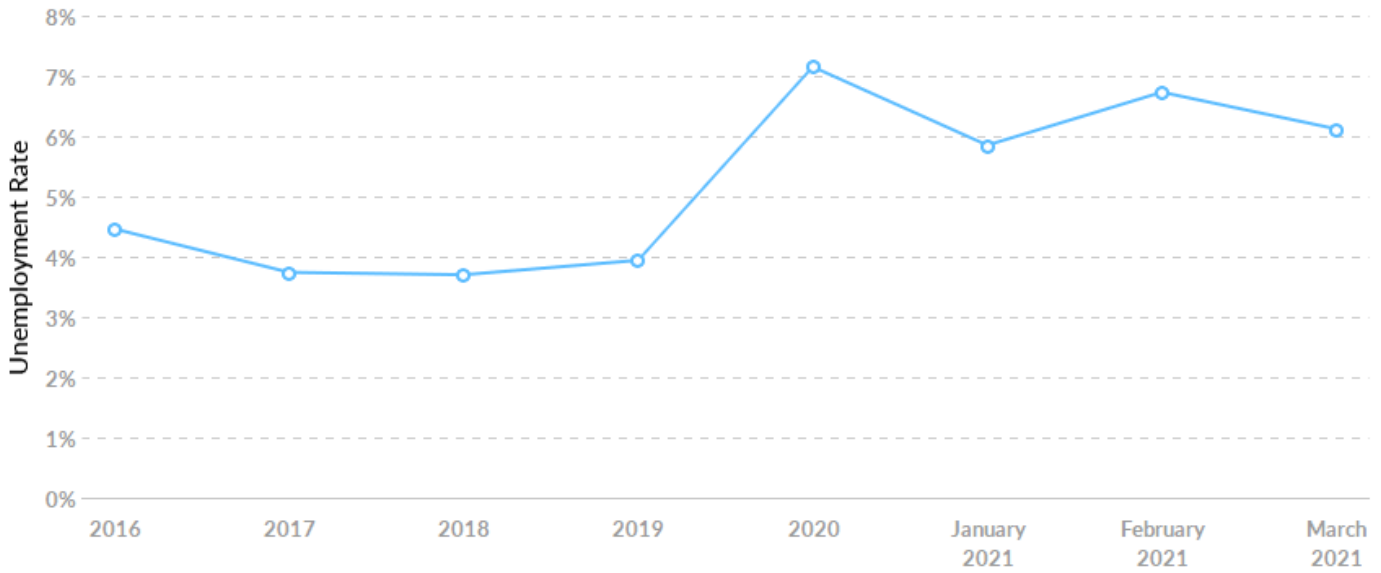
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	69.61%
2017	69.09%
2018	67.67%
2019	67.01%
2020	66.47%
January 2021	65.66%
February 2021	66.45%
March 2021	66.38%

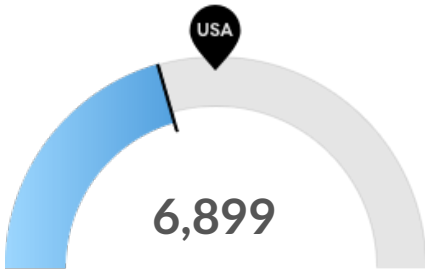
Unemployment Rate Trends

Polk County, WI had a March 2021 unemployment rate of 6.12%, **increasing from 4.46%** 5 years before.



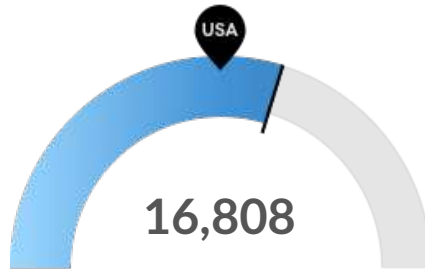
Timeframe	Unemployment Rate
2016	4.46%
2017	3.74%
2018	3.70%
2019	3.94%
2020	7.15%
January 2021	5.85%
February 2021	6.73%
March 2021	6.12%

Population Characteristics



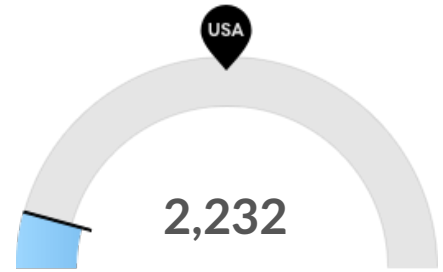
Millennials

Polk County, WI has 6,899 millennials (ages 25-39). The national average for an area this size is 9,027.



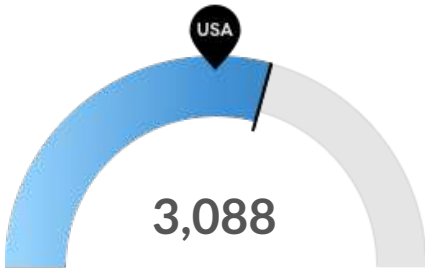
Retiring Soon

Retirement risk is high in Polk County, WI. The national average for an area this size is 12,873 people 55 or older, while there are 16,808 here.



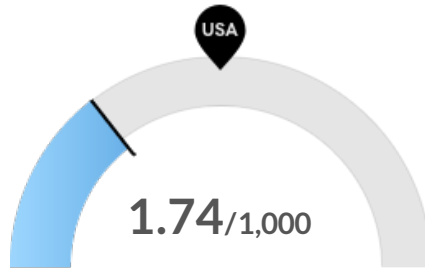
Racial Diversity

Racial diversity is low in Polk County, WI. The national average for an area this size is 17,464 racially diverse people, while there are 2,232 here.



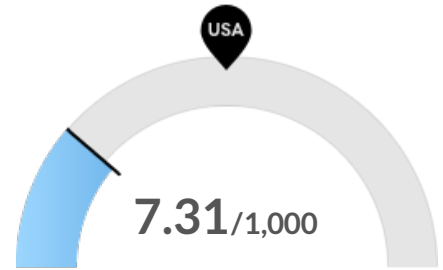
Veterans

Polk County, WI has 3,088 veterans. The national average for an area this size is 2,432.



Violent Crime

Polk County, WI has 1.74 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

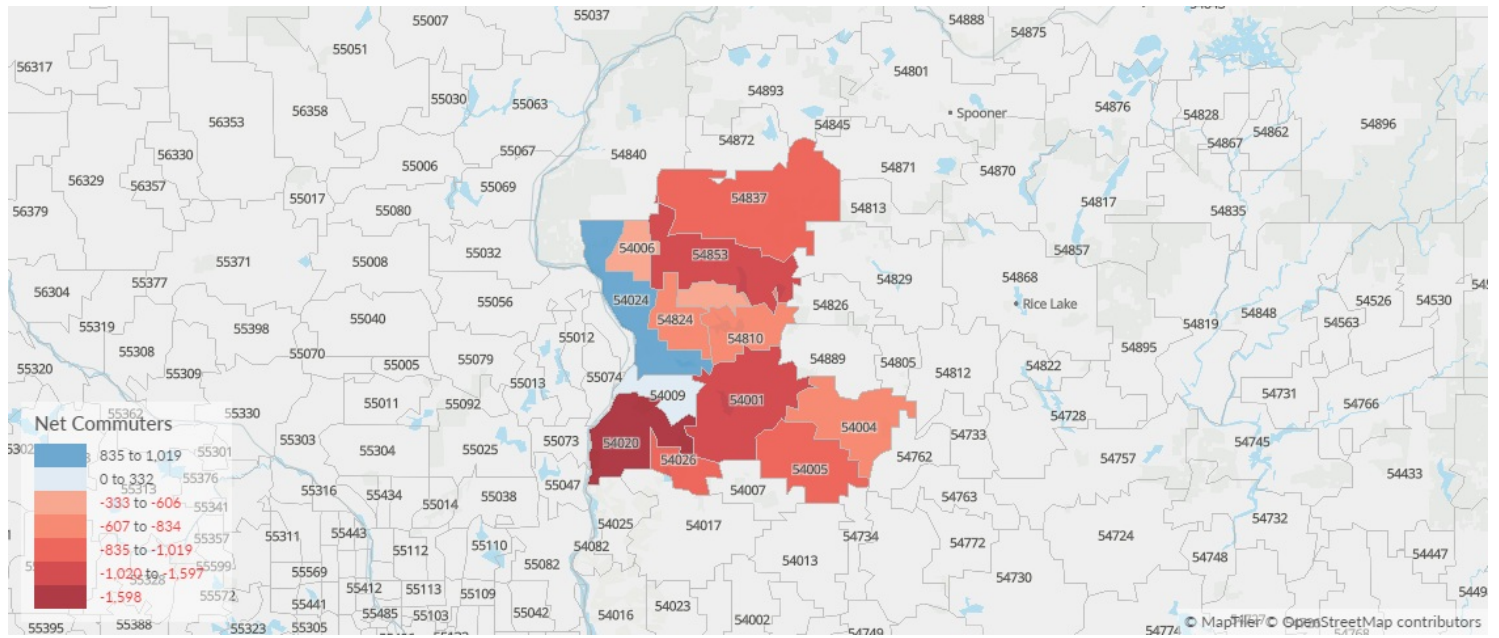


Property Crime

Polk County, WI has 7.31 property crimes per 1,000 people. The national rate is 19.79 per 1,000 people.

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	2020 Employment
54024	Saint Croix Falls, WI (in ...	3,748
54001	Amery, WI (in Polk coun...	3,642
54020	Osceola, WI (in Polk co...	2,848
54009	Dresser, WI (in Polk cou...	1,490
54853	Luck, WI (in Polk county)	1,187

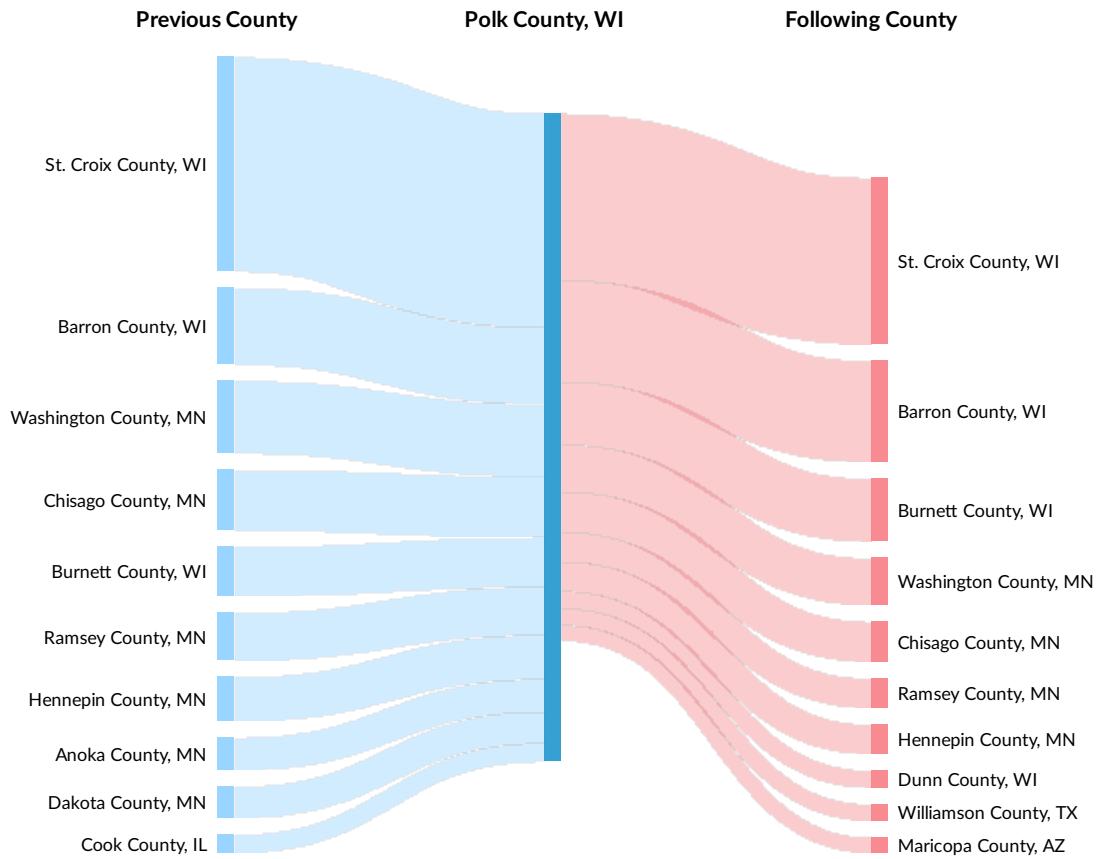
Where Talent Lives

ZIP	Name	2020 Workers
54001	Amery, WI (in Polk coun...	4,808
54020	Osceola, WI (in Polk co...	4,446
54024	Saint Croix Falls, WI (in ...	2,807
54853	Luck, WI (in Polk county)	2,207
54837	Frederic, WI (in Polk co...	1,926

Inbound and Outbound Migration

The table below analyzes past and current residents of Polk County, WI. The left column shows residents of other counties migrating to Polk County, WI. The right column shows residents migrating from Polk County, WI to other counties.

As of 2019, 408 people have migrated from St. Croix County, WI to Polk County, WI. In the same year, 318 people left Polk County, WI migrating to St. Croix County, WI. The total Net Migration for Polk County, WI in 2018 was 256.

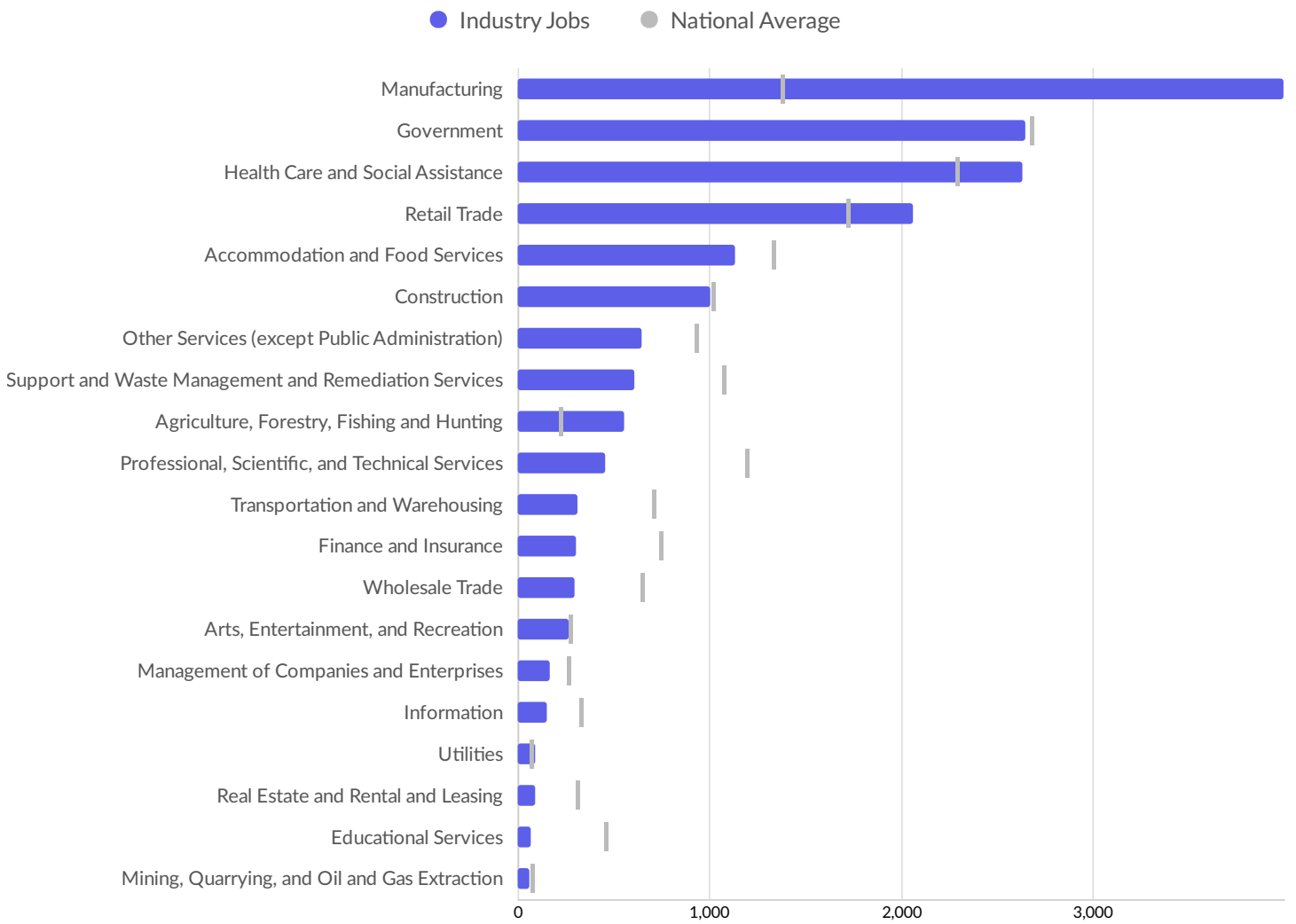


Top Previous Counties	Migrations
St. Croix County, WI	408
Barron County, WI	146
Washington County, MN	138
Chisago County, MN	116
Burnett County, WI	94
Ramsey County, MN	91

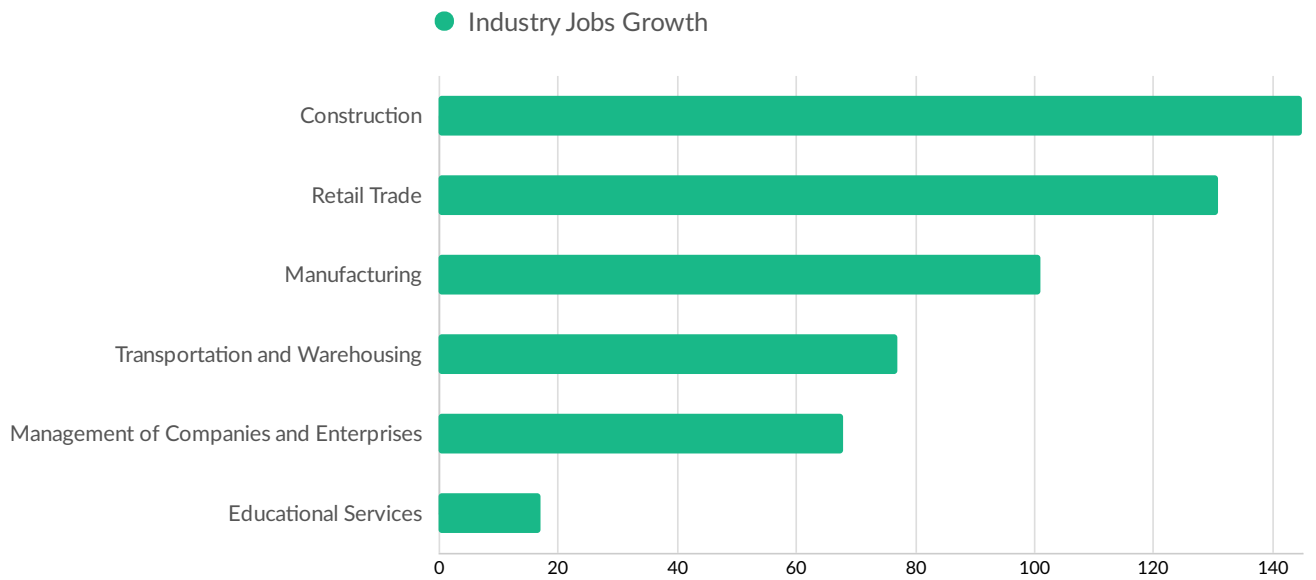
Top Previous Counties	Migrations
Hennepin County, MN	84
Anoka County, MN	62
Dakota County, MN	60
Cook County, IL	35
Eau Claire County, WI	32
Pierce County, WI	24
Kern County, CA	24
Milwaukee County, WI	21
Clallam County, WA	19
Top Following Counties	Migrations
St. Croix County, WI	318
Barron County, WI	193
Burnett County, WI	120
Washington County, MN	90
Chisago County, MN	77
Ramsey County, MN	56
Hennepin County, MN	56
Dunn County, WI	33
Williamson County, TX	32
Maricopa County, AZ	30
Anoka County, MN	28
Dakota County, MN	25
Washington County, WI	22
Chippewa County, WI	21
Sawyer County, WI	20

Industry Characteristics

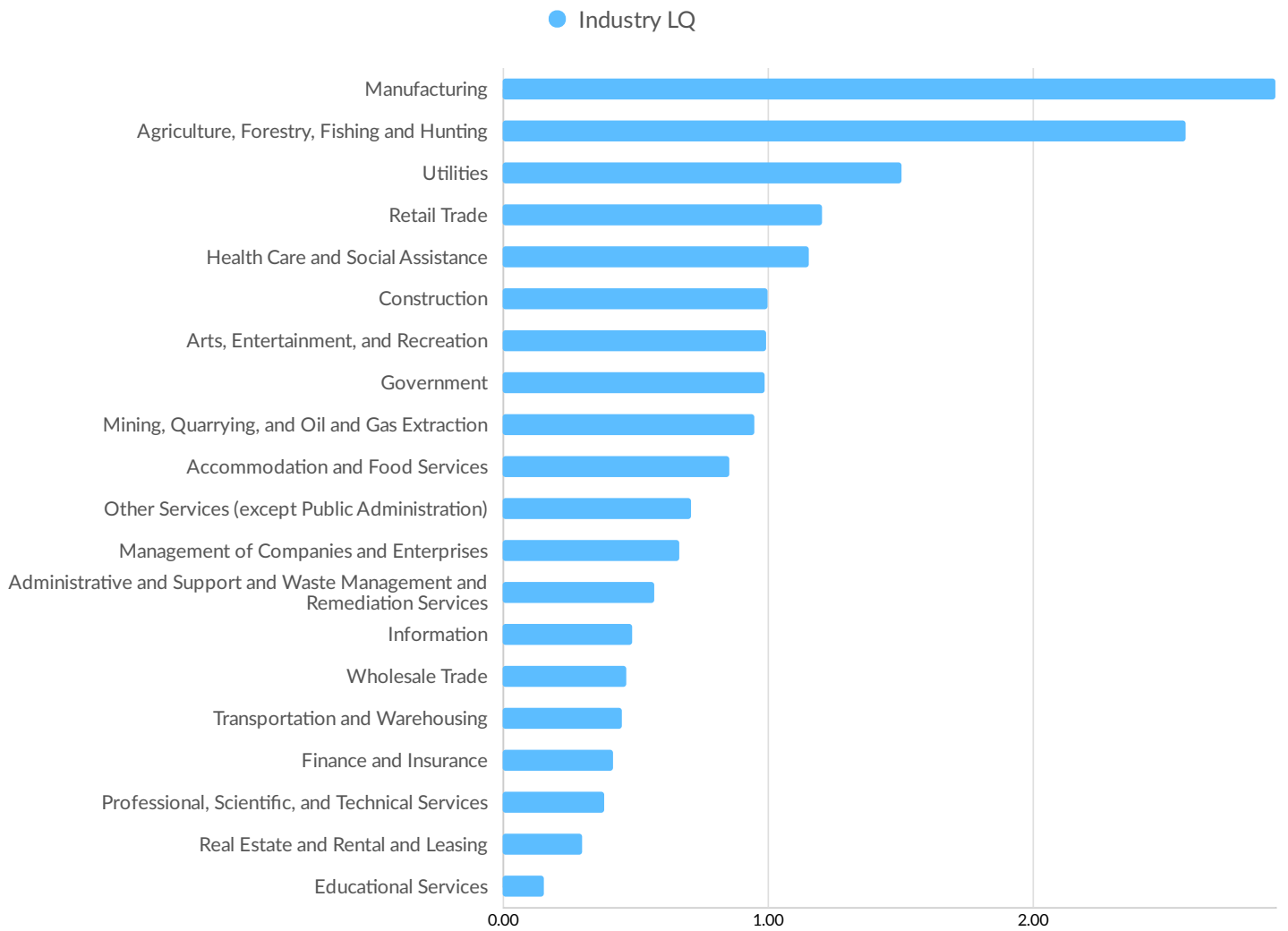
Largest Industries



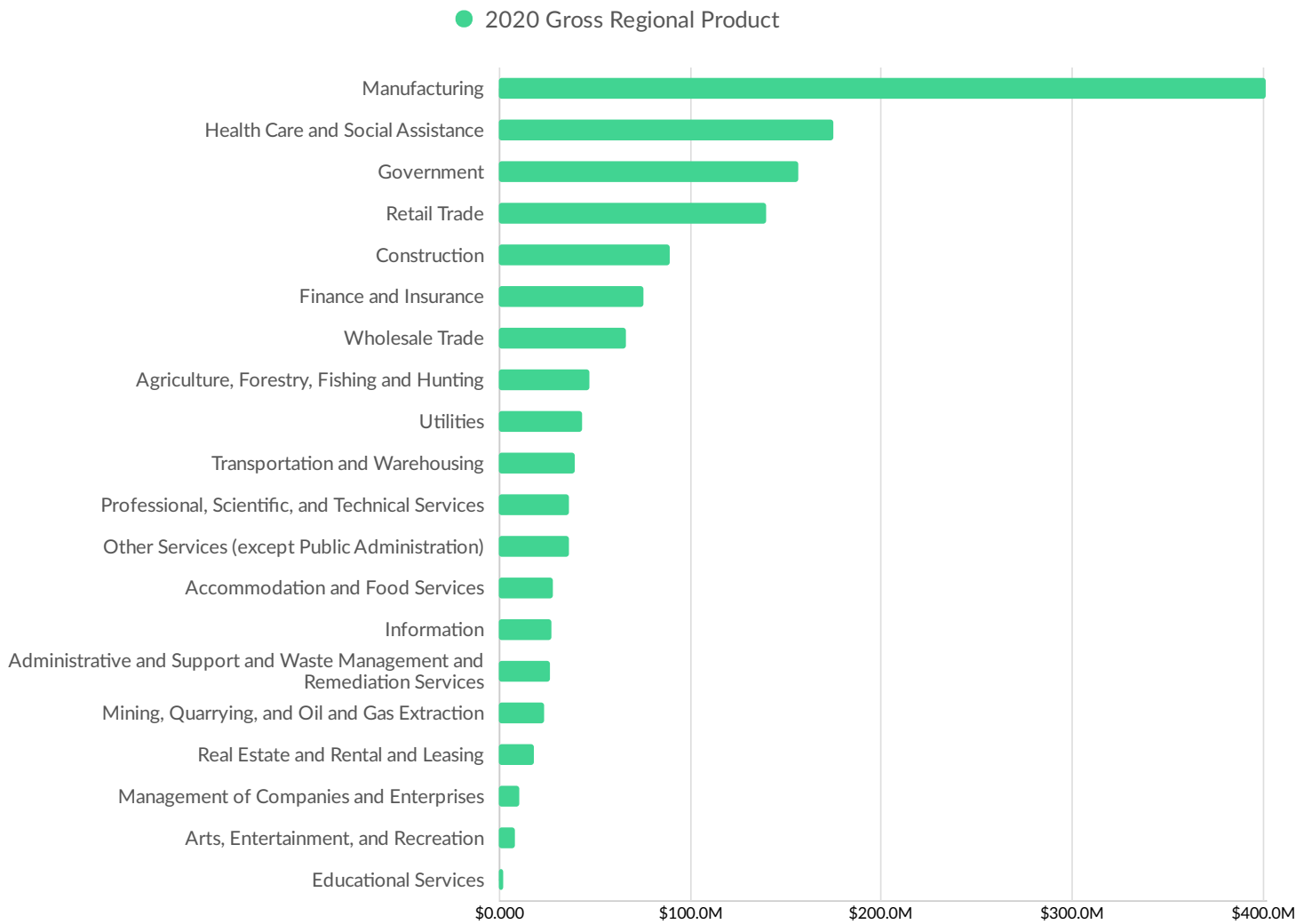
Top Growing Industries



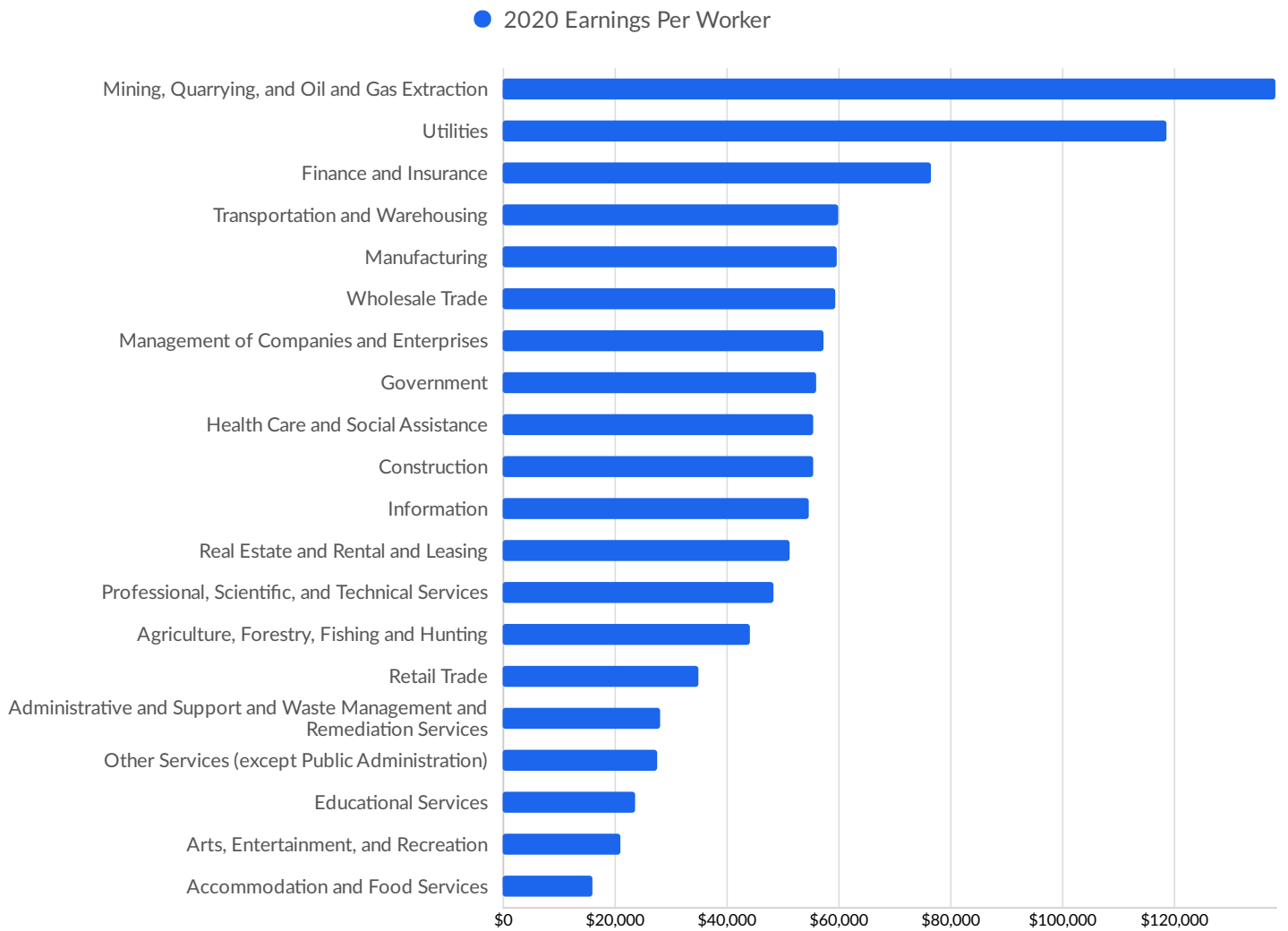
Top Industry LQ



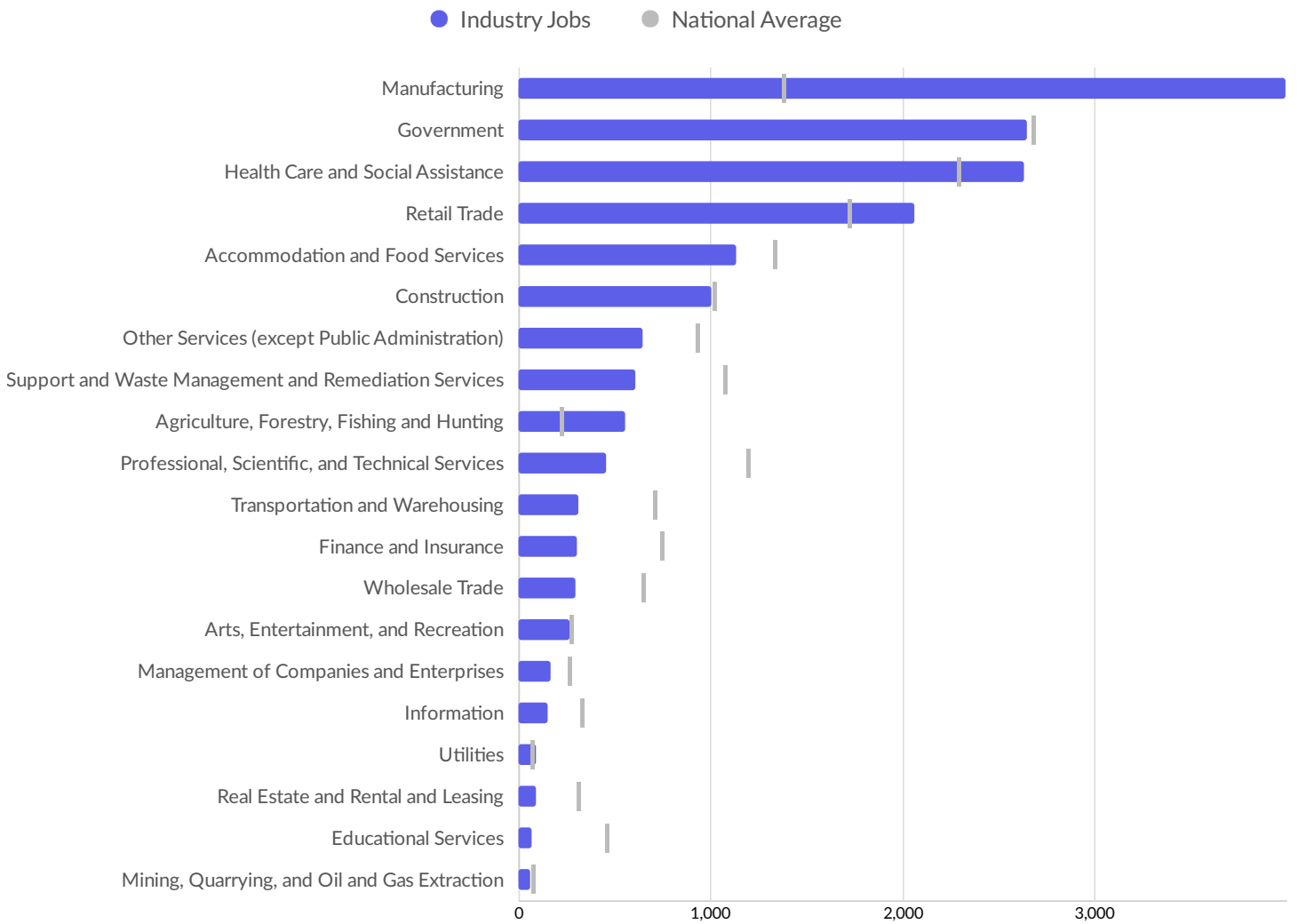
Top Industry GRP



Top Industry Earnings






















Largest Industries



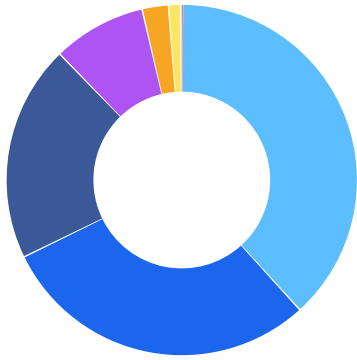
Business Characteristics

3,448 Companies Employ Your Workers

Online profiles for your workers mention 3,448 companies as employers, with the top 10 appearing below. In the last 12 months, 697 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...	95 	Wal-Mart, Inc.	235 
Polaris Industries Inc.	91 	St. Croix Regional Medical Cent...	172 
Hospital Clinic	88 	U.S. Xpress, Inc.	164 
Osceola Regional Medical Center	68 	Trueblue, Inc.	139 
Hazelden Foundation	67 	Uber Eats	90 
The Specialty Mfg Co	56 	C.R. England, Inc.	80 
Andersen Corporation	53 	Dollar General Corporation	77 
Tenere Inc.	46 	Marten Transport, Ltd.	73 
Northwire, Inc.	45 	Polk County	64 
Wal-Mart, Inc.	45 	Polaris Industries Inc.	59 

Business Size

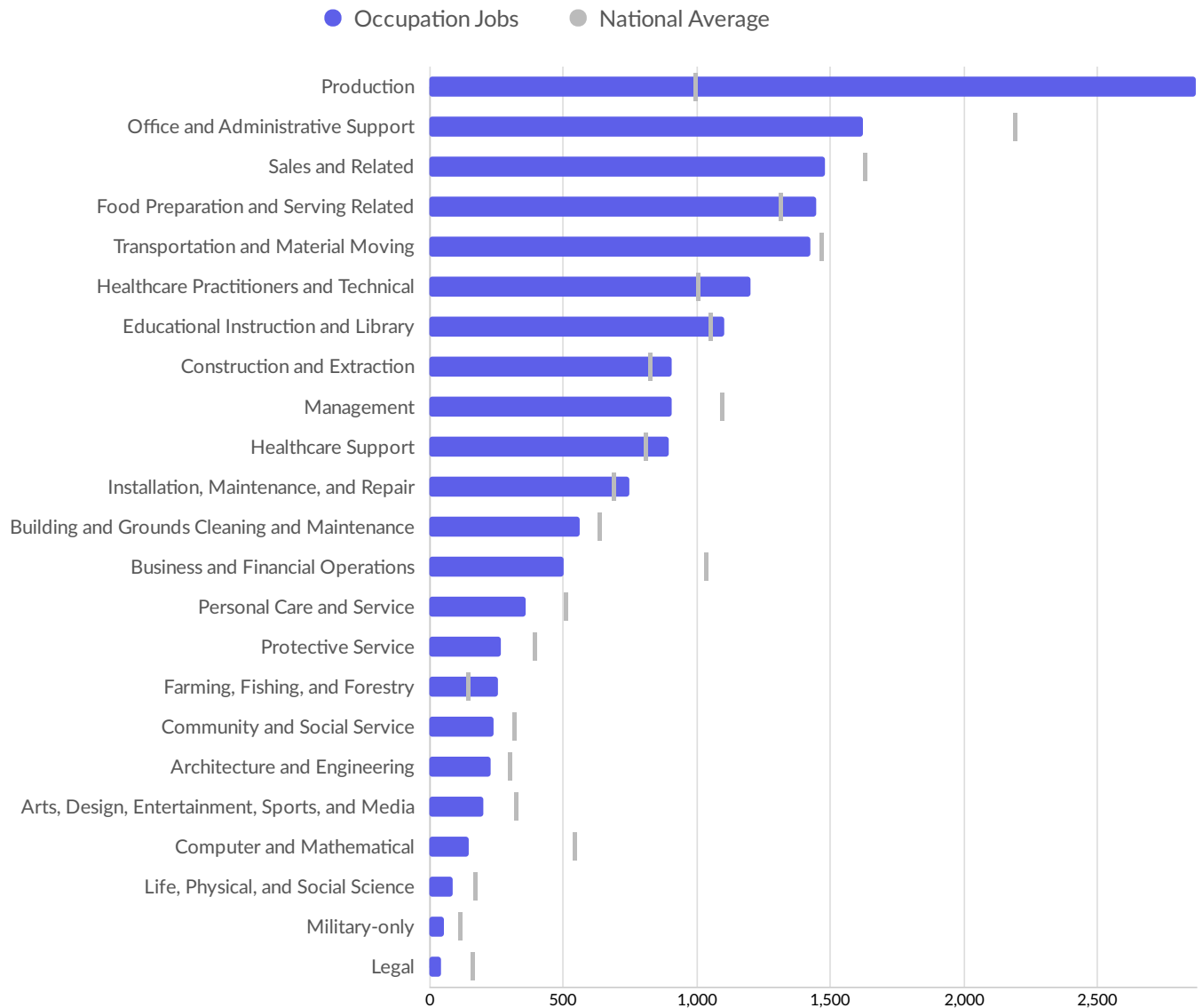


	Percentage	Business Count
1 to 4 employees	38.2%	803
5 to 9 employees	29.5%	621
10 to 19 employees	20.0%	420
20 to 49 employees	8.6%	181
50 to 99 employees	2.4%	51
100 to 249 employees	1.1%	23
250 to 499 employees	0.1%	3
500+ employees	0.0%	1

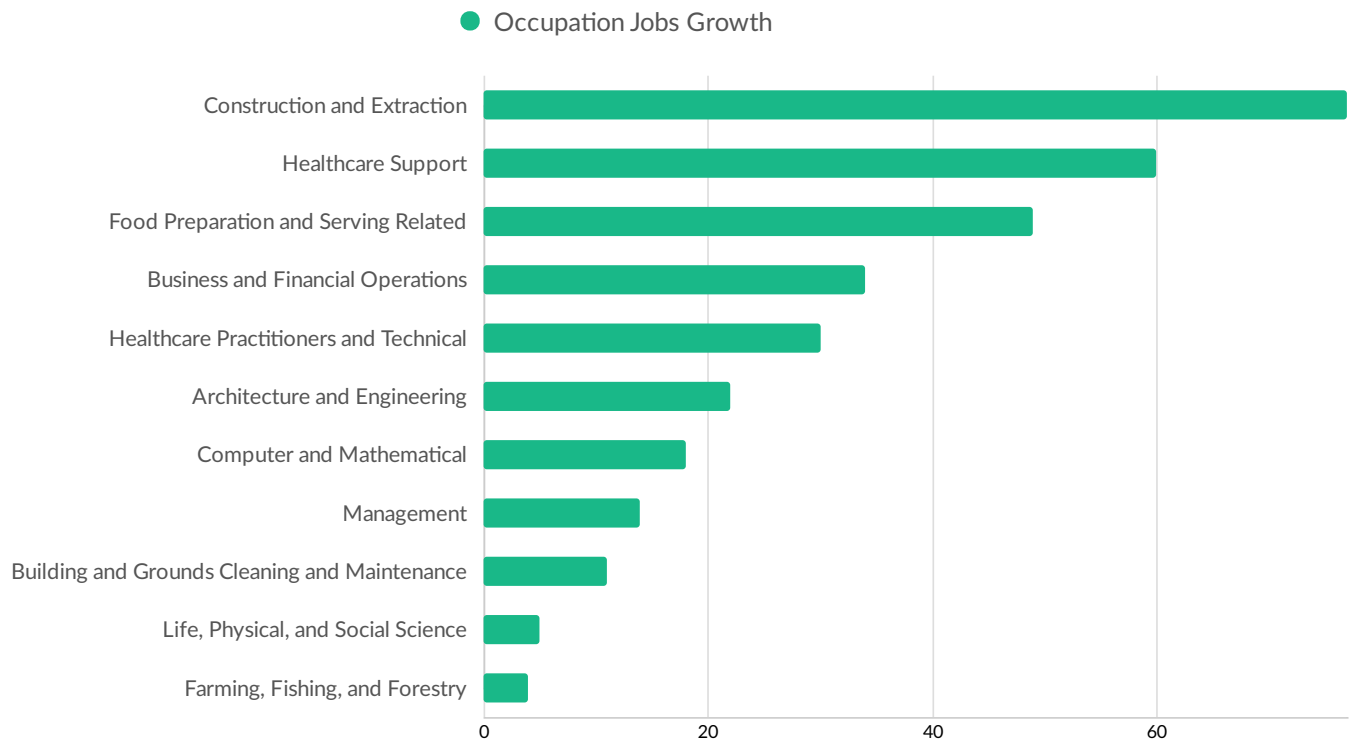
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

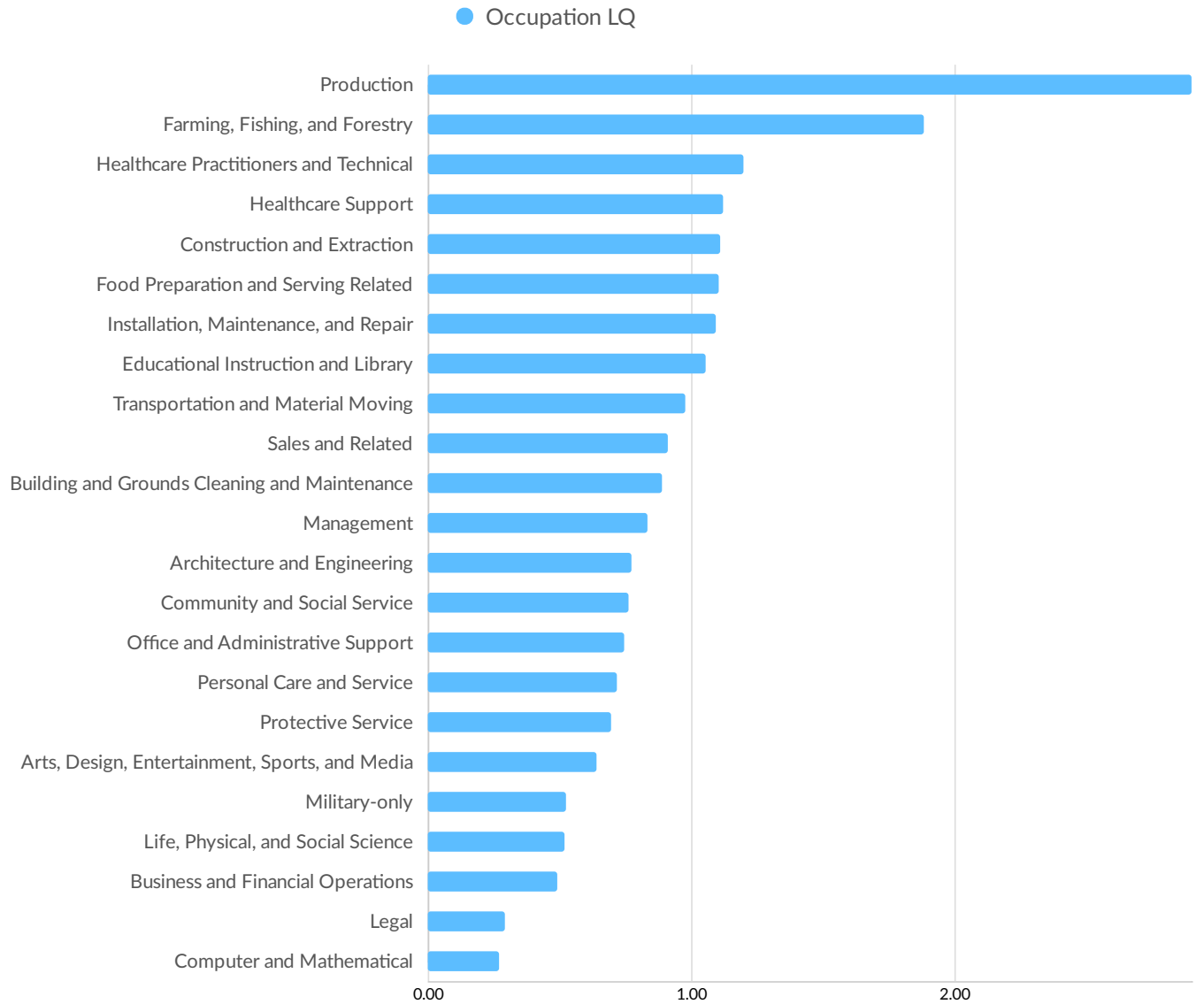
Largest Occupations



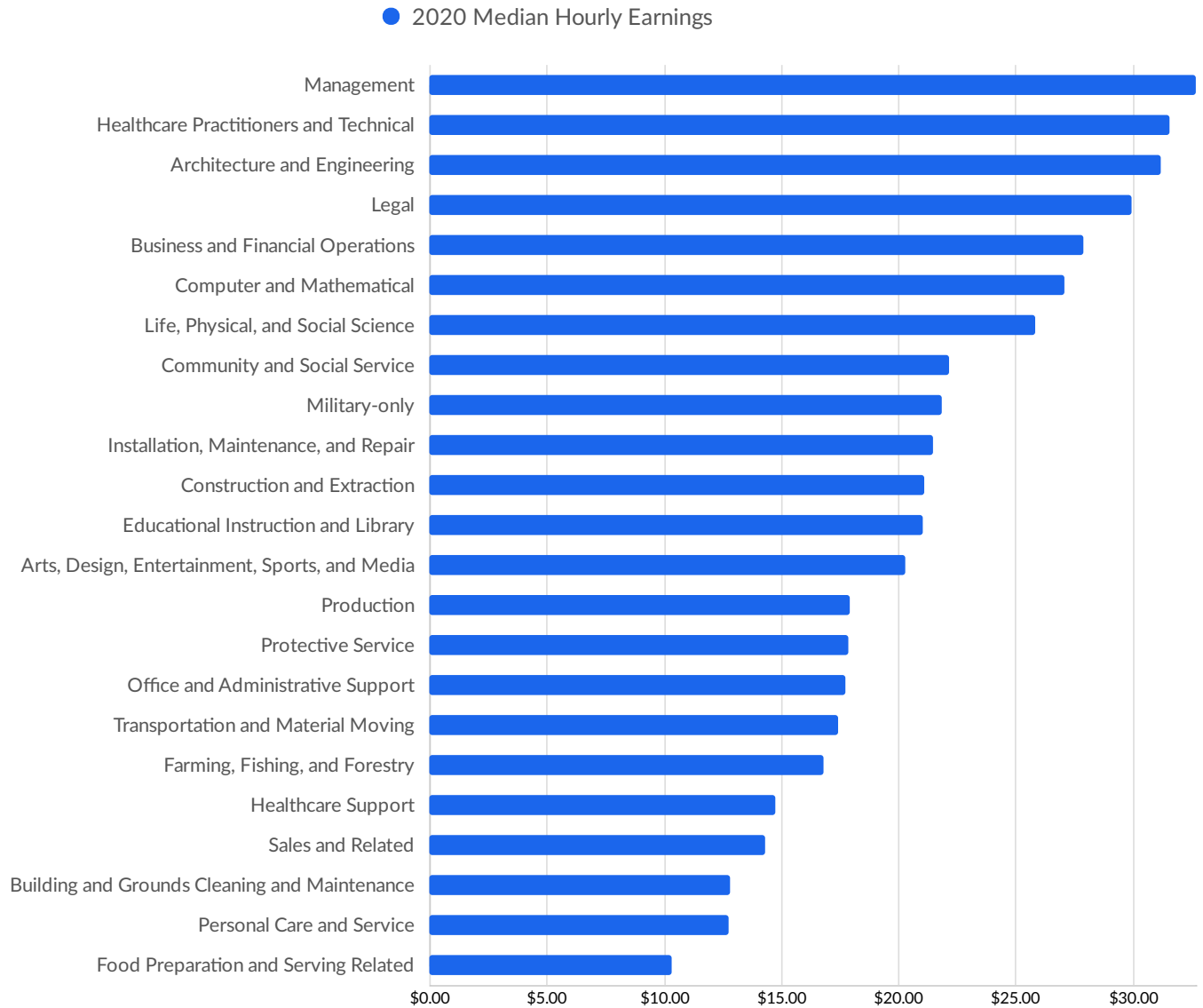
Top Growing Occupations



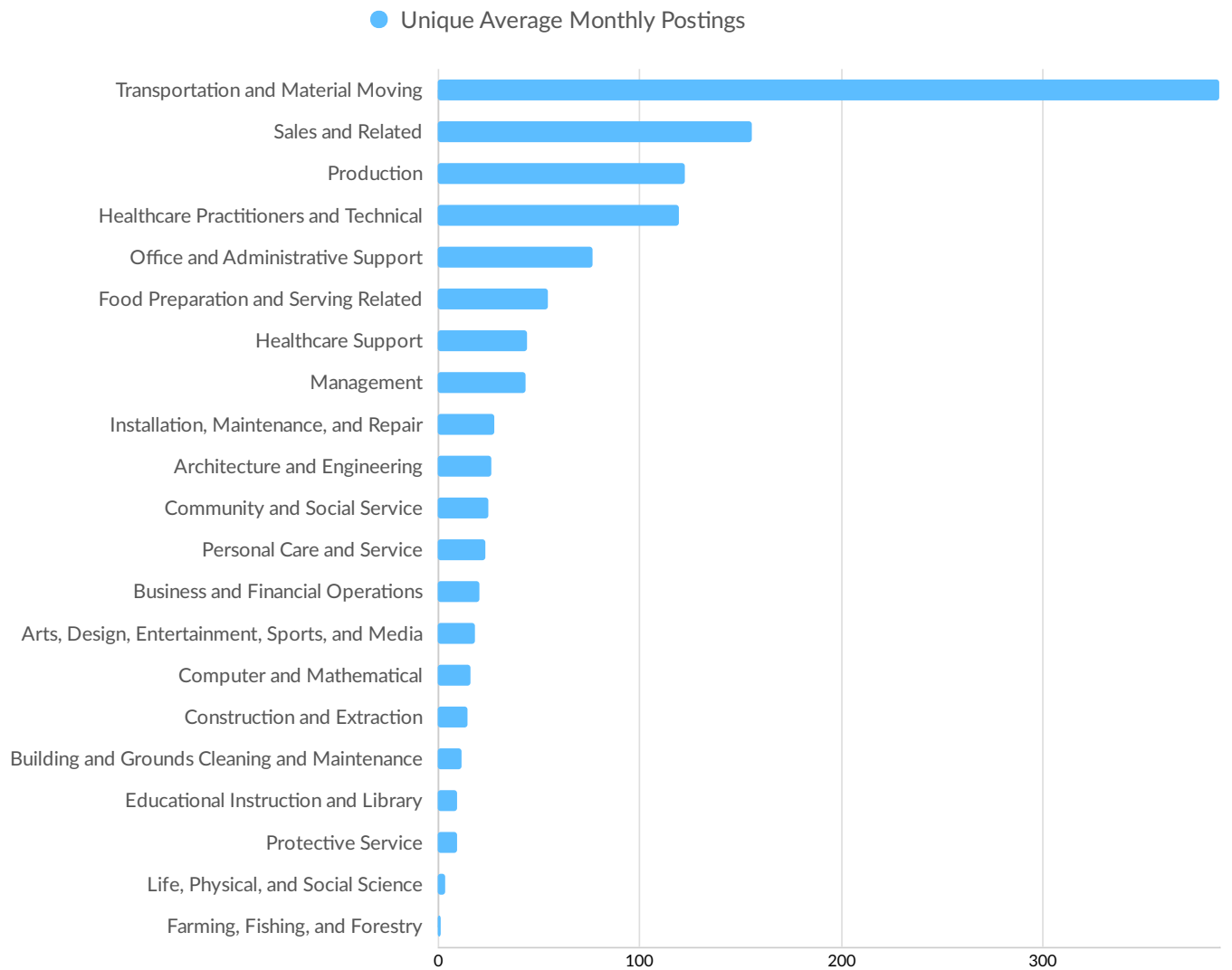
Top Occupation LQ



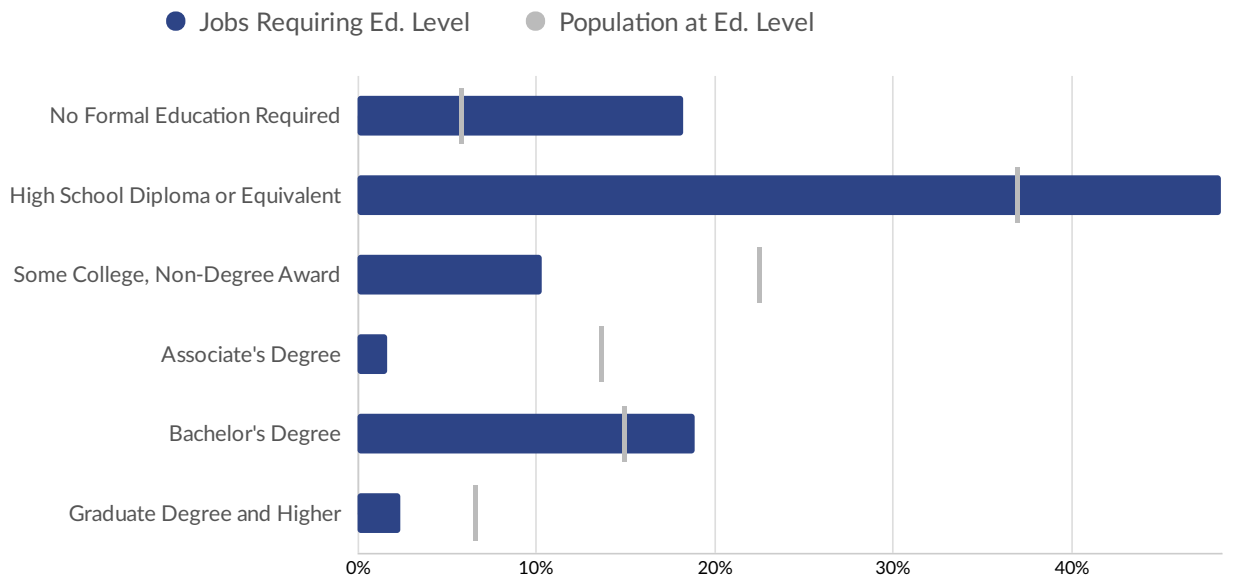
Top Occupation Earnings



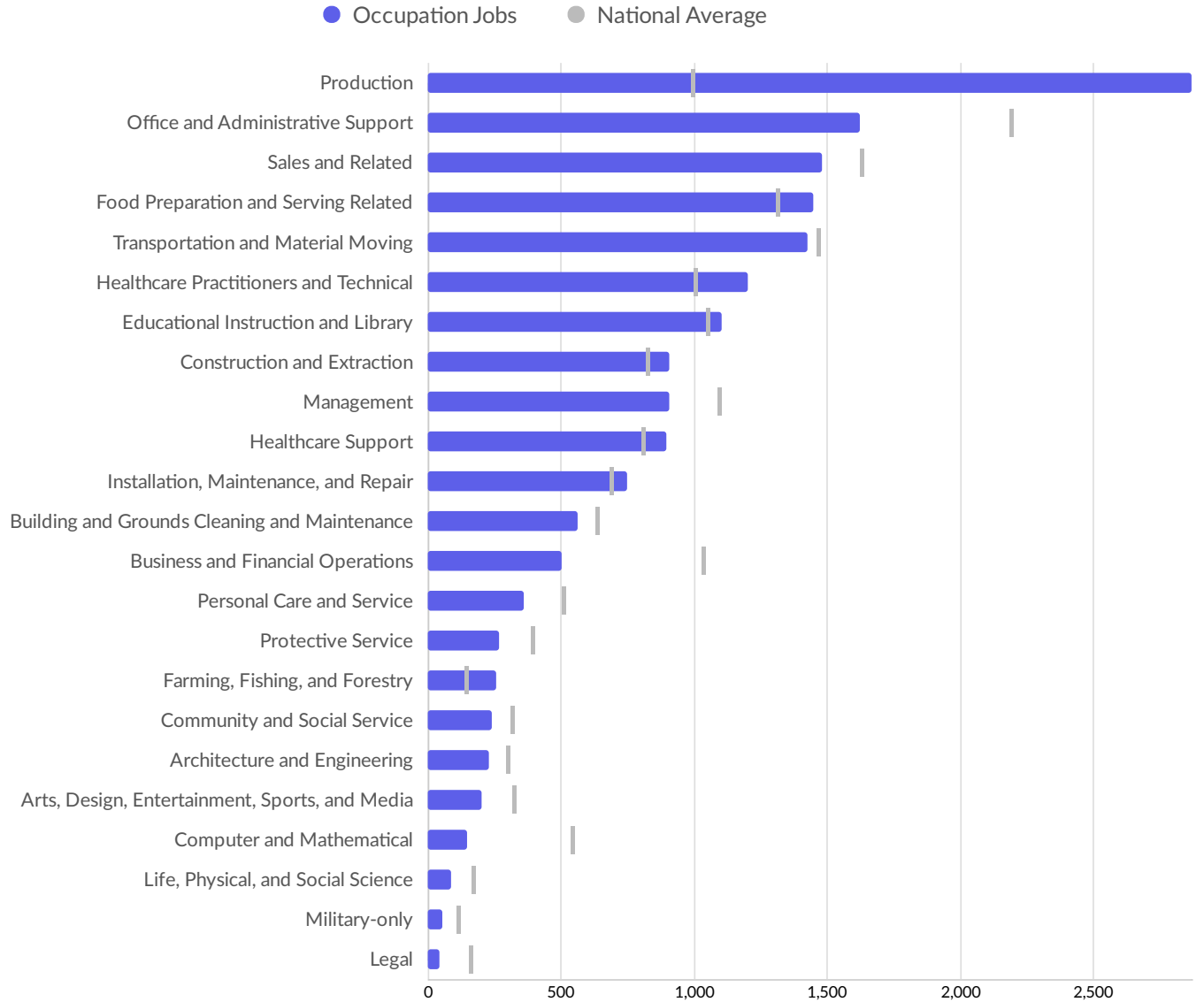
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills

