



Polk County, WI

West Central Wisconsin Regional Planning Commission



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Contents

Report Parameters	1
Economy Overview	2
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Business Characteristics	16
Workforce Characteristics	18
Educational Pipeline	25
In-Demand Skills	26

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

43,911

Population (2020)

Population **grew by 693** over the last 5 years and is projected to **grow by 480** over the next 5 years.

17,772

Total Regional Employment

Jobs **decreased by 432** over the last 5 years but are projected to **grow by 394** over the next 5 years.

\$60.0K

Median Household Income (2019)

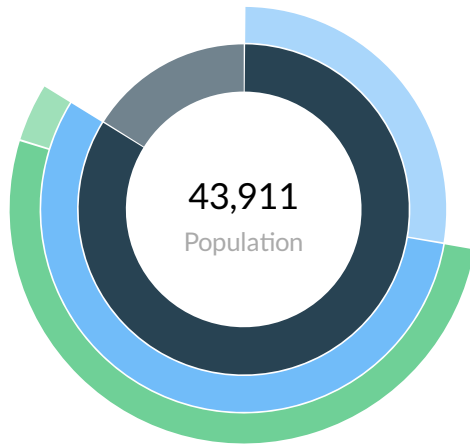
Median household income is **\$2.8K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 1.6%** since 2015, growing by 693. Population is expected to **increase by 1.1%** between 2020 and 2025, adding 480.
- From 2015 to 2020, jobs **declined by 2.4%** in Polk County, WI from 18,205 to 17,772. This change **fell short of the national growth rate of 3.1% by 5.5%**. As the number of jobs declined, the **labor force participation rate decreased from 69.3% to 67.1% 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	43,911	24,677	17,772	98.8	\$1.64B	\$3.12B	\$2.22B
WCWRPC Region	431,691	233,037	202,124	98.3	\$19.38B	\$28.01B	\$23.23B
United States	330,768,968	159,976,949	163,214,648	100.0	\$20.80T	\$0	\$9.84T

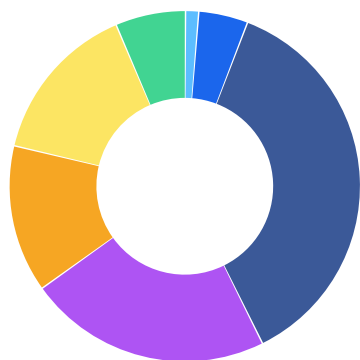
2020 Labor Force Breakdown



	Population
● Total Working Age Population	36,797
● Not in Labor Force (15+)	12,120
● Labor Force	24,677
● Employed	22,882
● Unemployed	1,795
● Under 15	7,114

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).

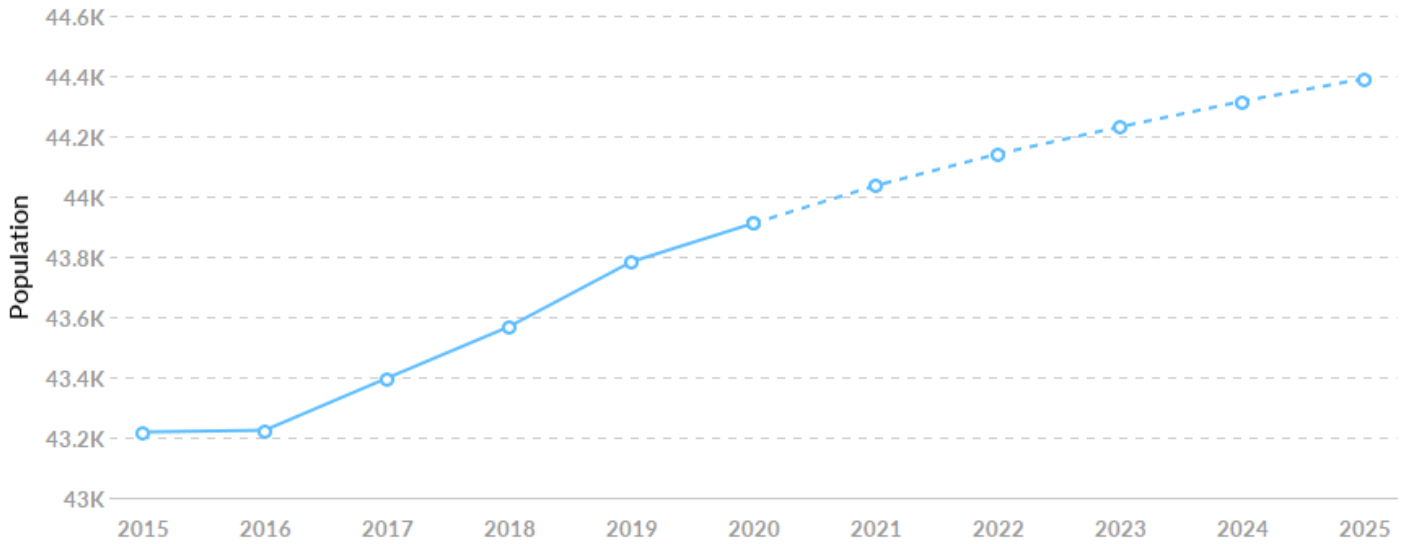


	% of Population	Population
● Less Than 9th Grade	1.2%	388
● 9th Grade to 12th Grade	4.5%	1,460
● High School Diploma	36.9%	11,831
● Some College	22.4%	7,200
● Associate's Degree	13.6%	4,363
● Bachelor's Degree	14.9%	4,777
● Graduate Degree and Higher	6.5%	2,077

Historic & Projected Trends

Population Trends

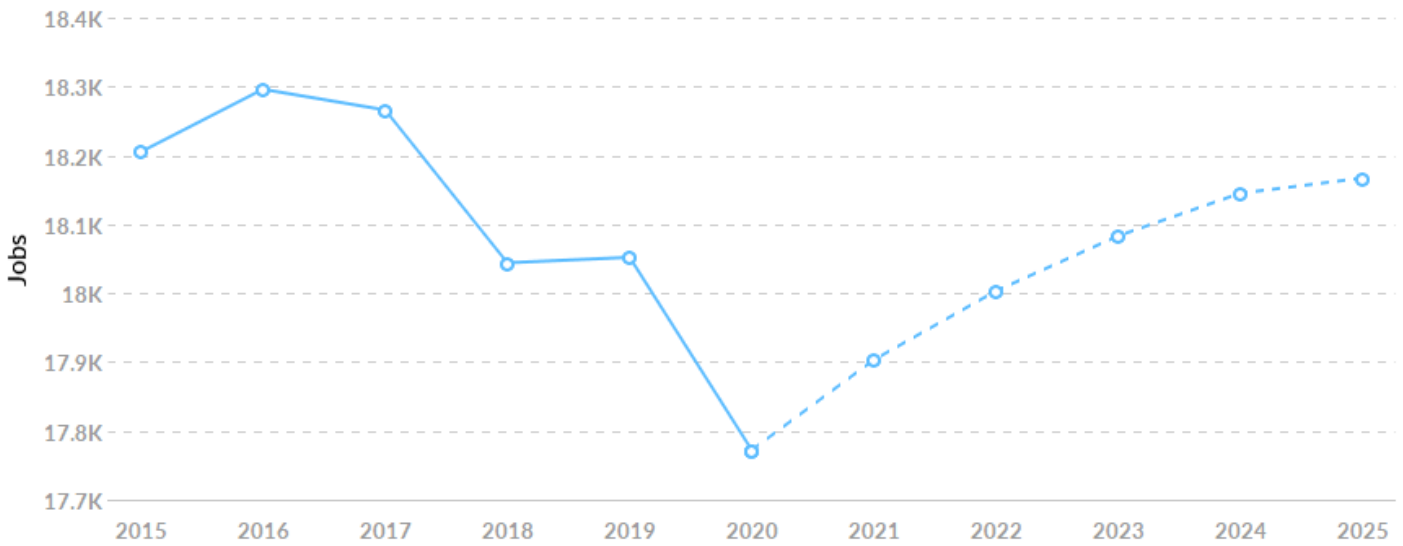
As of 2020 the region's population **increased by 1.6%** since 2015, growing by 693. Population is expected to **increase by 1.1%** between 2020 and 2025, adding 480.



Timeframe	Population
2015	43,218
2016	43,224
2017	43,397
2018	43,568
2019	43,783
2020	43,911
2021	44,036
2022	44,141
2023	44,231
2024	44,316
2025	44,391

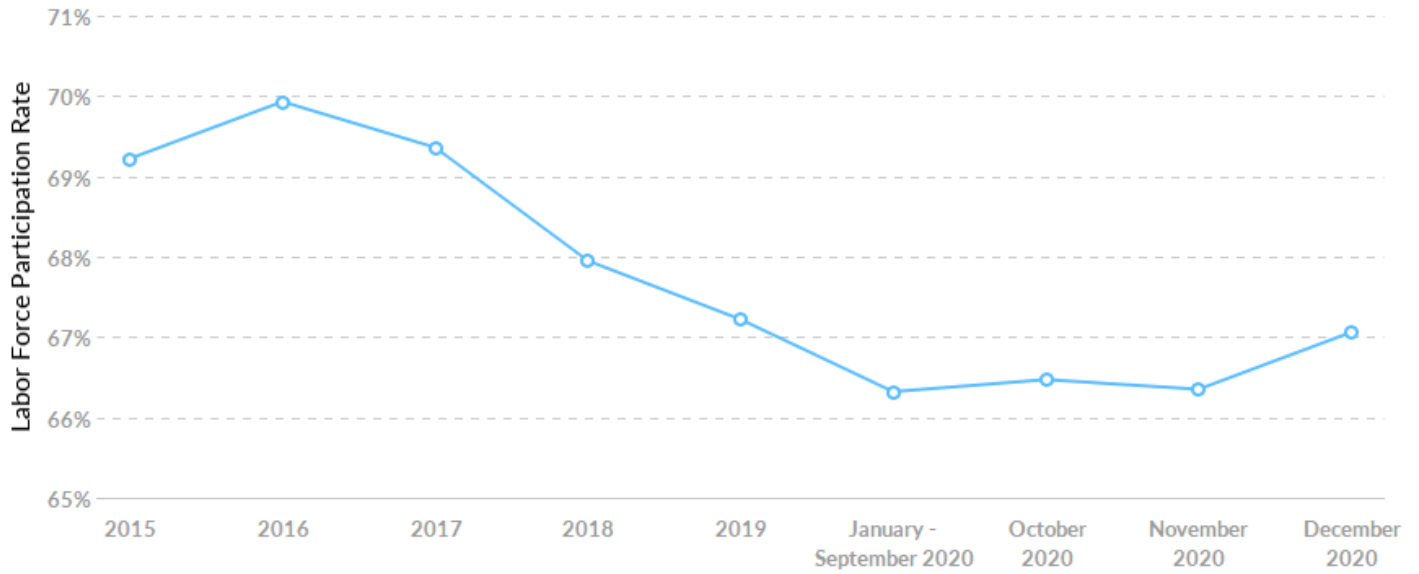
Job Trends

From 2015 to 2020, jobs declined by 2.4% in Polk County, WI from 18,205 to 17,772. This change fell short of the national growth rate of 3.1% by 5.5%.



Timeframe	Jobs
2015	18,205
2016	18,296
2017	18,266
2018	18,044
2019	18,052
2020	17,772
2021	17,903
2022	18,003
2023	18,083
2024	18,145
2025	18,167

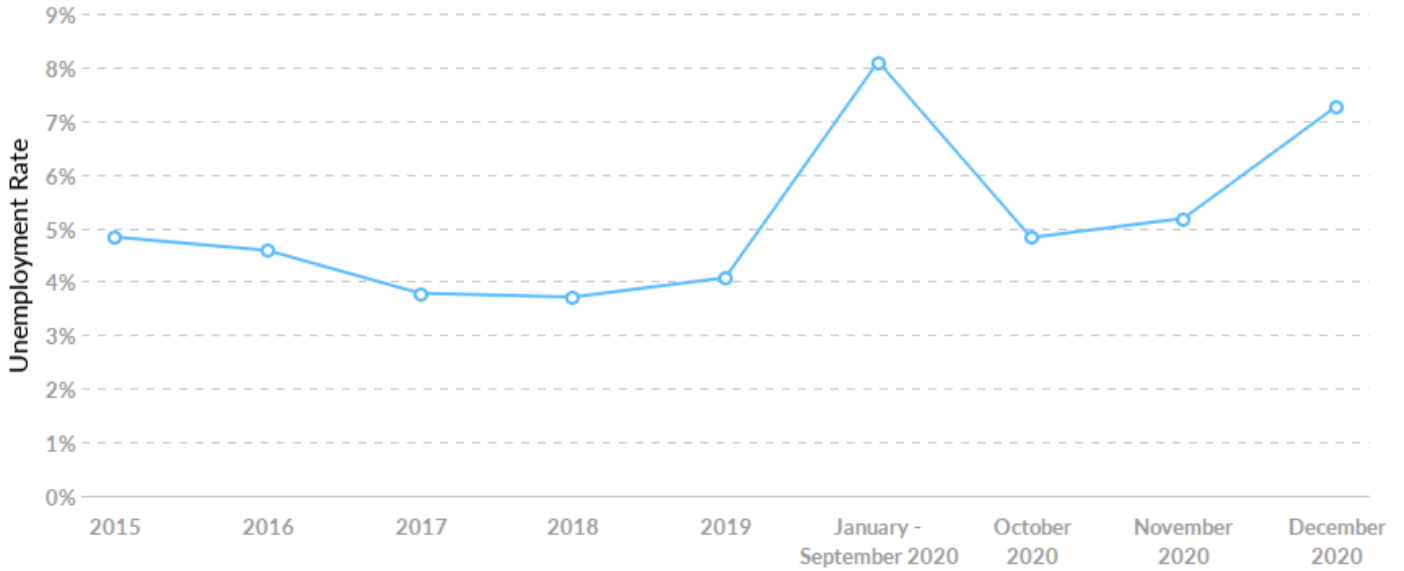
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	69.22%
2016	69.93%
2017	69.36%
2018	67.95%
2019	67.22%
January - September 2020	66.32%
October 2020	66.47%
November 2020	66.35%
December 2020	67.06%

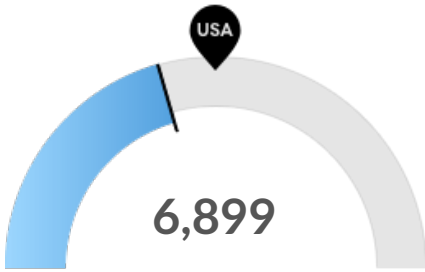
Unemployment Rate Trends

Polk County, WI had a December 2020 unemployment rate of 7.27%, **increasing from 4.83%** 5 years before.



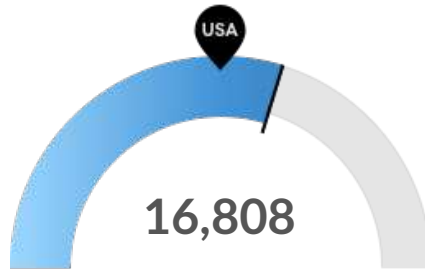
Timeframe	Unemployment Rate
2015	4.83%
2016	4.58%
2017	3.78%
2018	3.71%
2019	4.07%
January - September 2020	8.10%
October 2020	4.82%
November 2020	5.18%
December 2020	7.27%

Population Characteristics



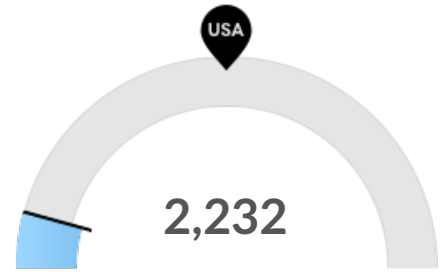
Millennials

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



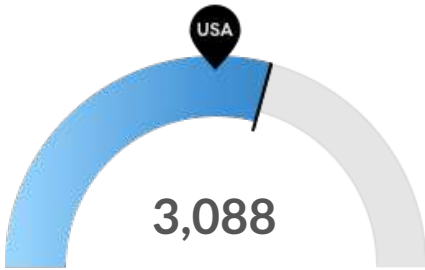
Retiring Soon

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.



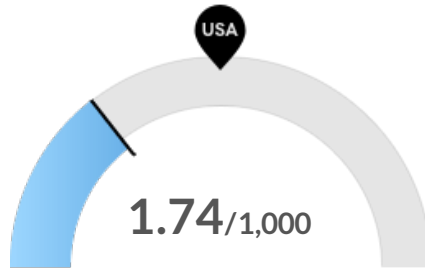
Racial Diversity

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.



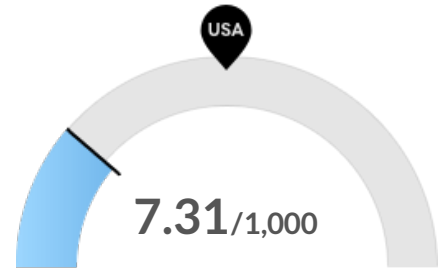
Veterans

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.

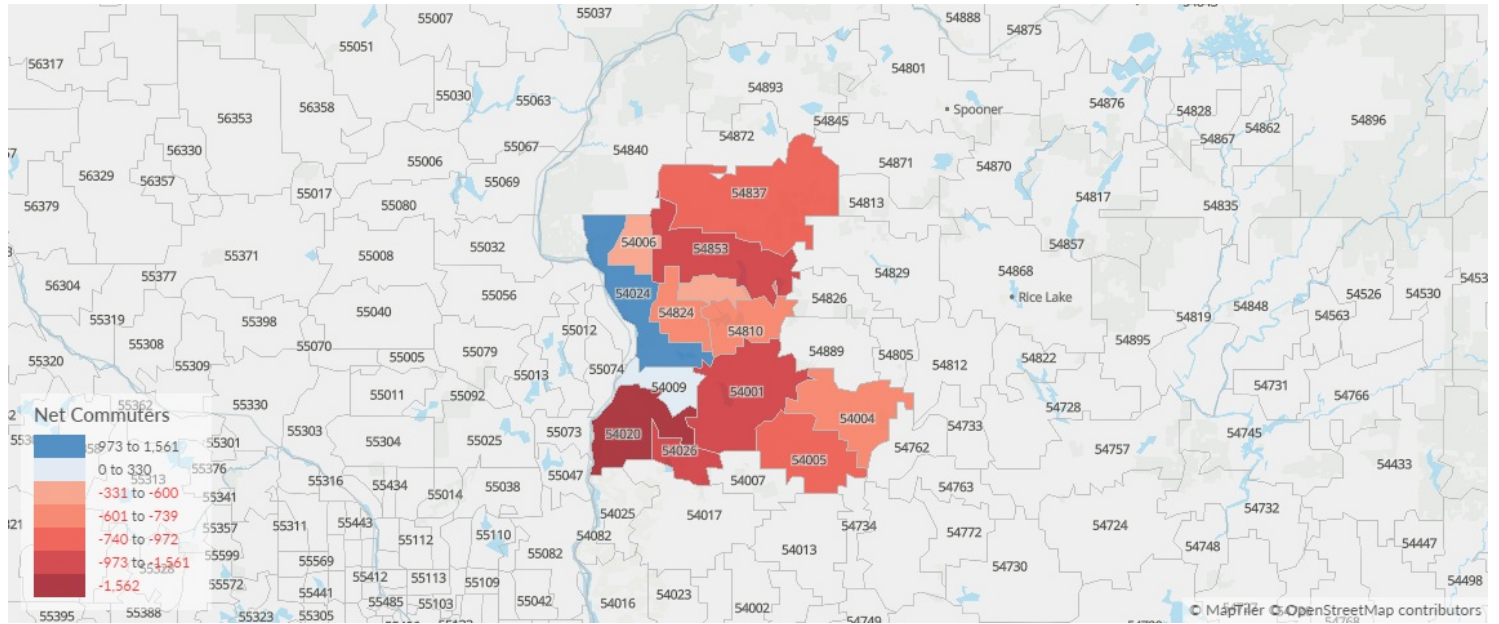


Property Crime

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

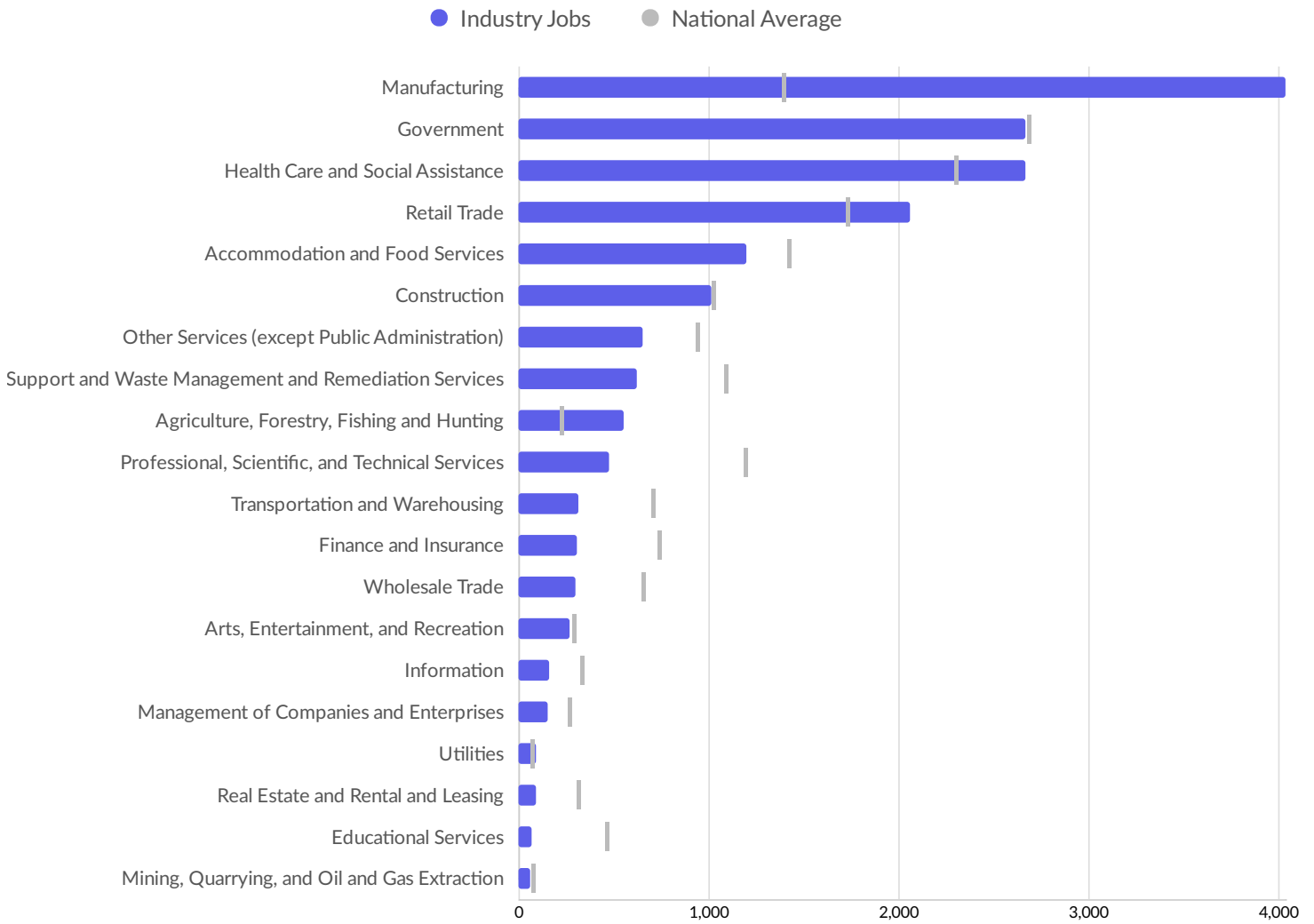
ZIP	Name	2020 Employment
54024	Saint Croix Falls, WI (in ...	3,785
54001	Amery, WI (in Polk coun...	3,658
54020	Osceola, WI (in Polk co...	2,882
54009	Dresser, WI (in Polk cou...	1,541
54853	Luck, WI (in Polk county)	1,187

Where Talent Lives

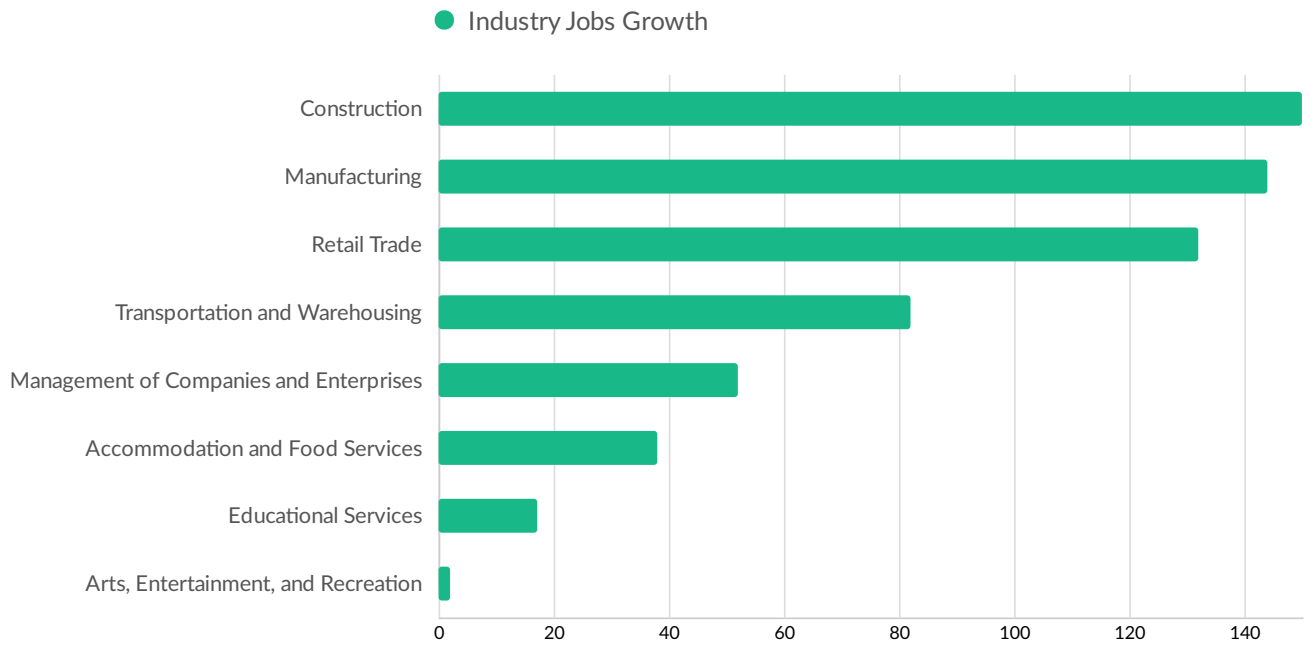
ZIP	Name	2020 Workers
54001	Amery, WI (in Polk coun...	4,711
54020	Osceola, WI (in Polk co...	4,444
54024	Saint Croix Falls, WI (in ...	2,642
54853	Luck, WI (in Polk county)	2,206
54837	Frederic, WI (in Polk co...	1,853

Industry Characteristics

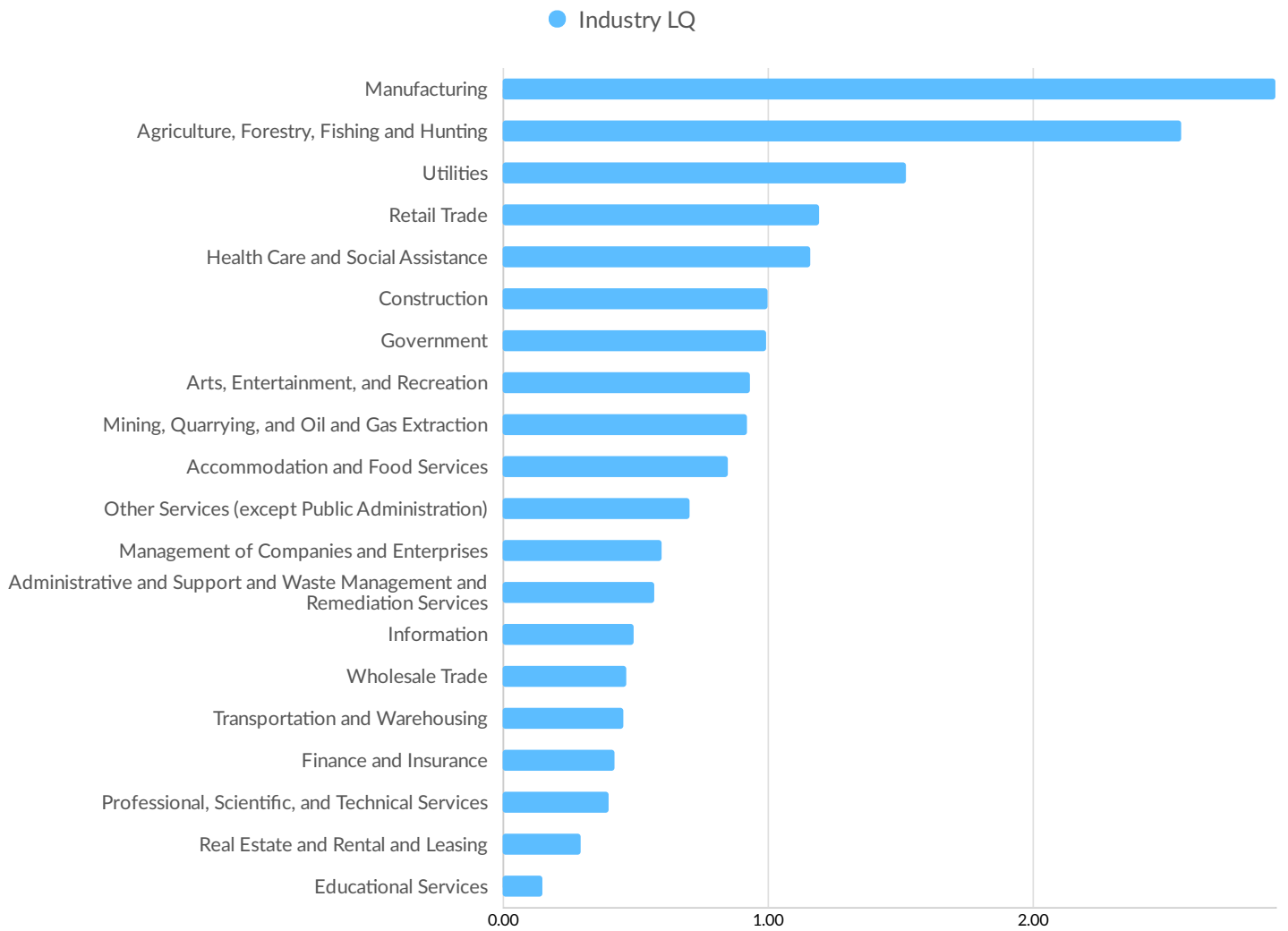
Largest Industries



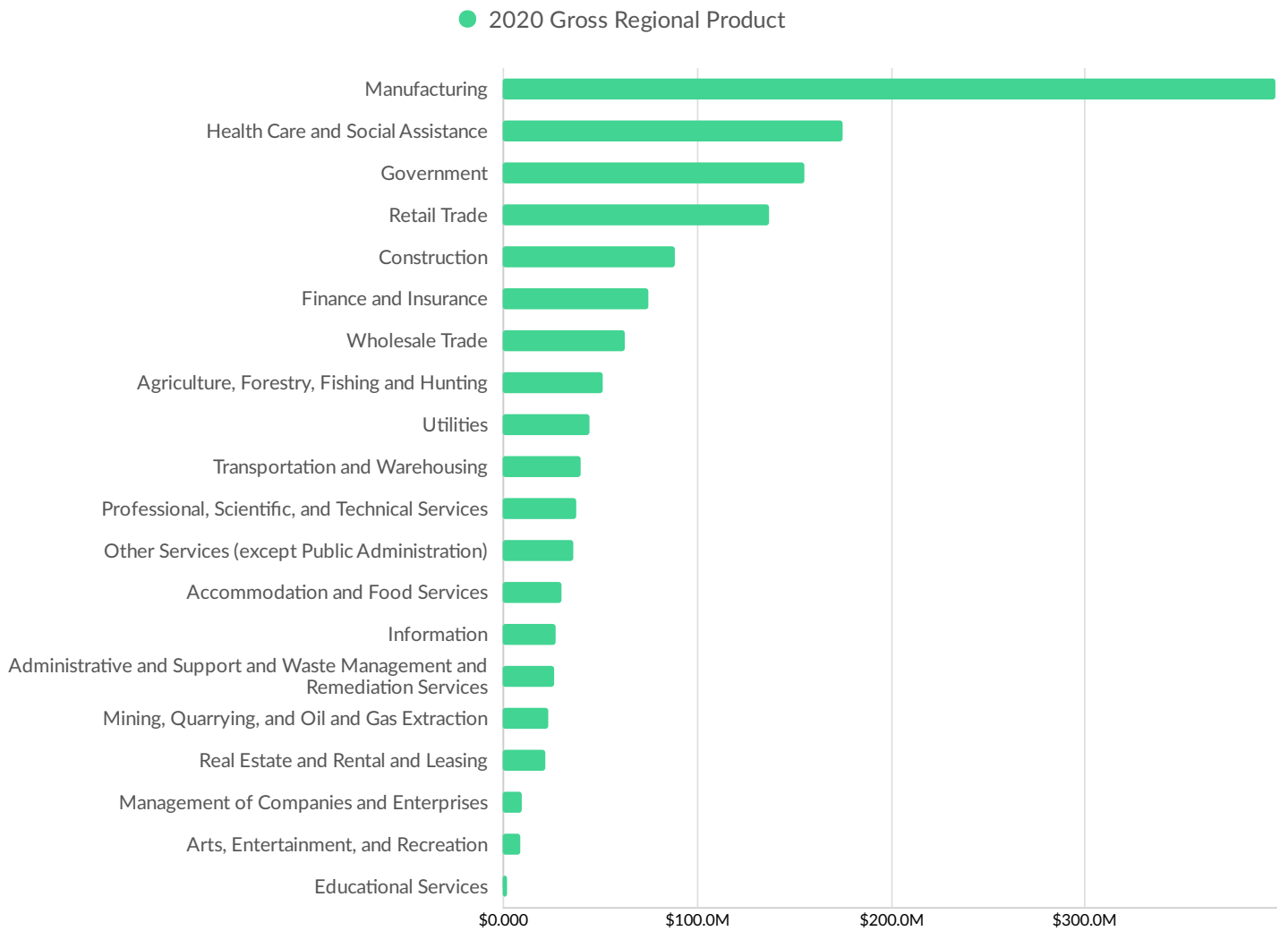
Top Growing Industries



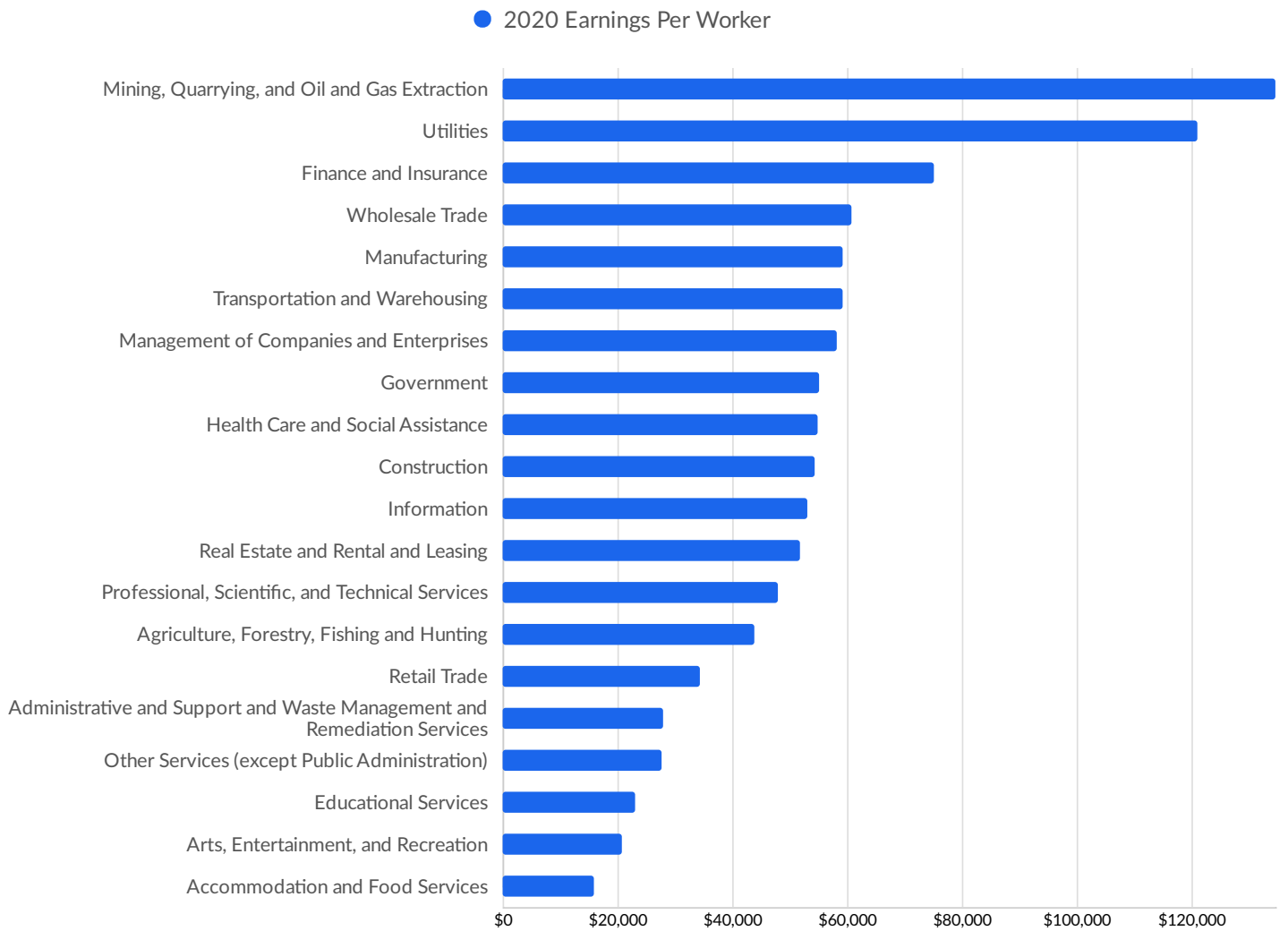
Top Industry LQ



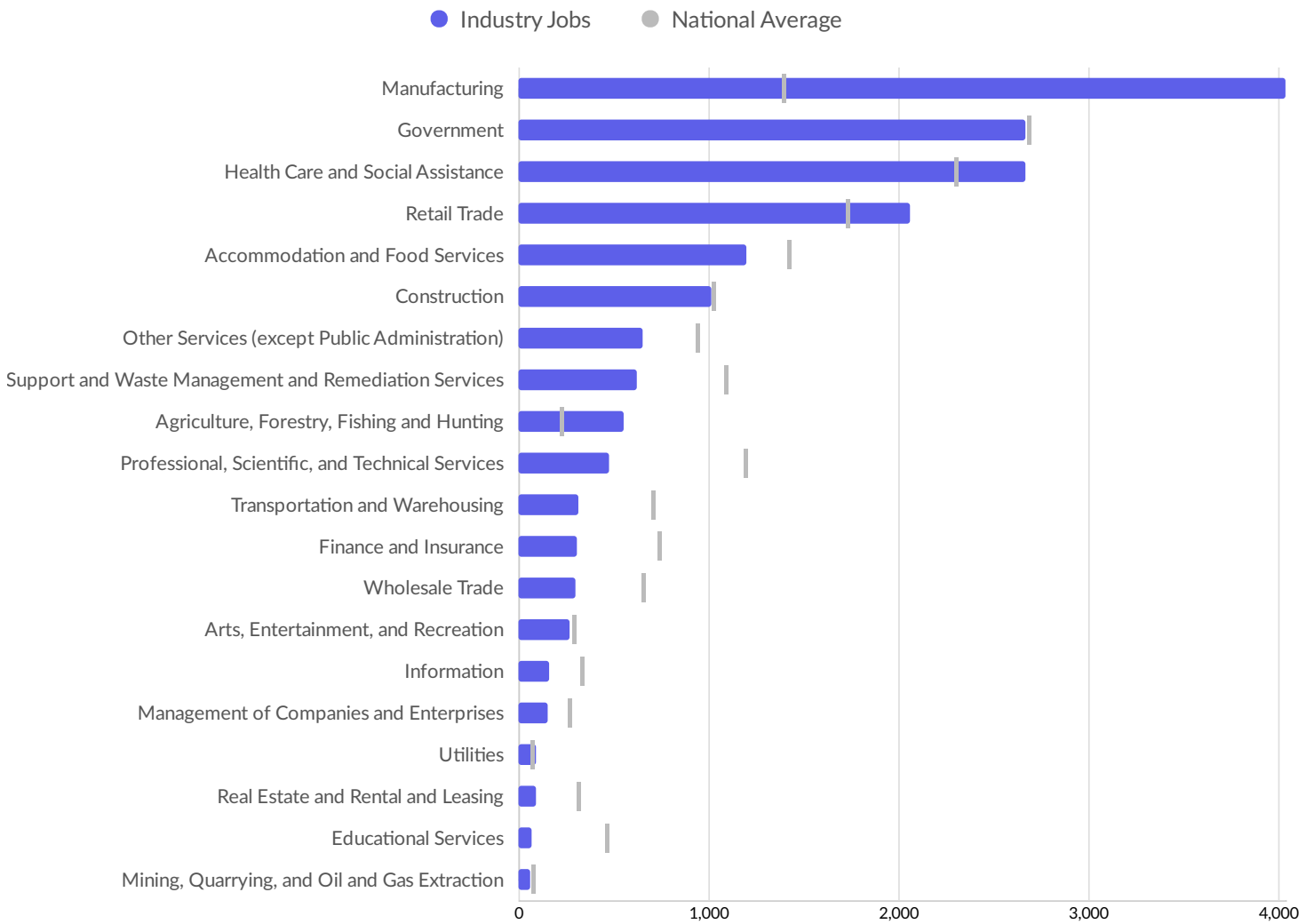
Top Industry GRP



Top Industry Earnings























Largest Industries



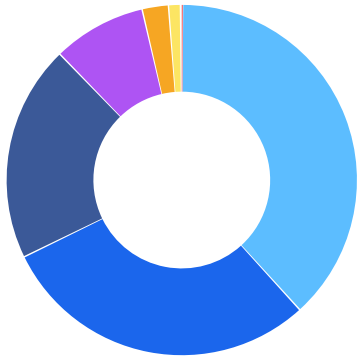
Business Characteristics

2,510 Companies Employ Your Workers

Online profiles for your workers mention 2,510 companies as employers, with the top 10 appearing below. In the last 12 months, 734 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...	75 	St. Croix Regional Medical Cent...	189 
Amery Regional Medical Center,...	71 	Wal-Mart, Inc.	177 
Polaris Industries Inc.	68 	U.S. Xpress, Inc.	145 
Osceola Regional Medical Center	63 	Trueblue, Inc.	98 
The Specialty Mfg Co	53 	C.R. England, Inc.	90 
Hazelden Foundation	49 	Dollar General Corporation	73 
Andersen Corporation	43 	Marten Transport, Ltd.	73 
Wal-Mart, Inc.	40 	Dart Transit Co Inc	66 
Tenere Inc.	37 	SMC	60 
Northwire, Inc.	32 	Polk County	59 

Business Size

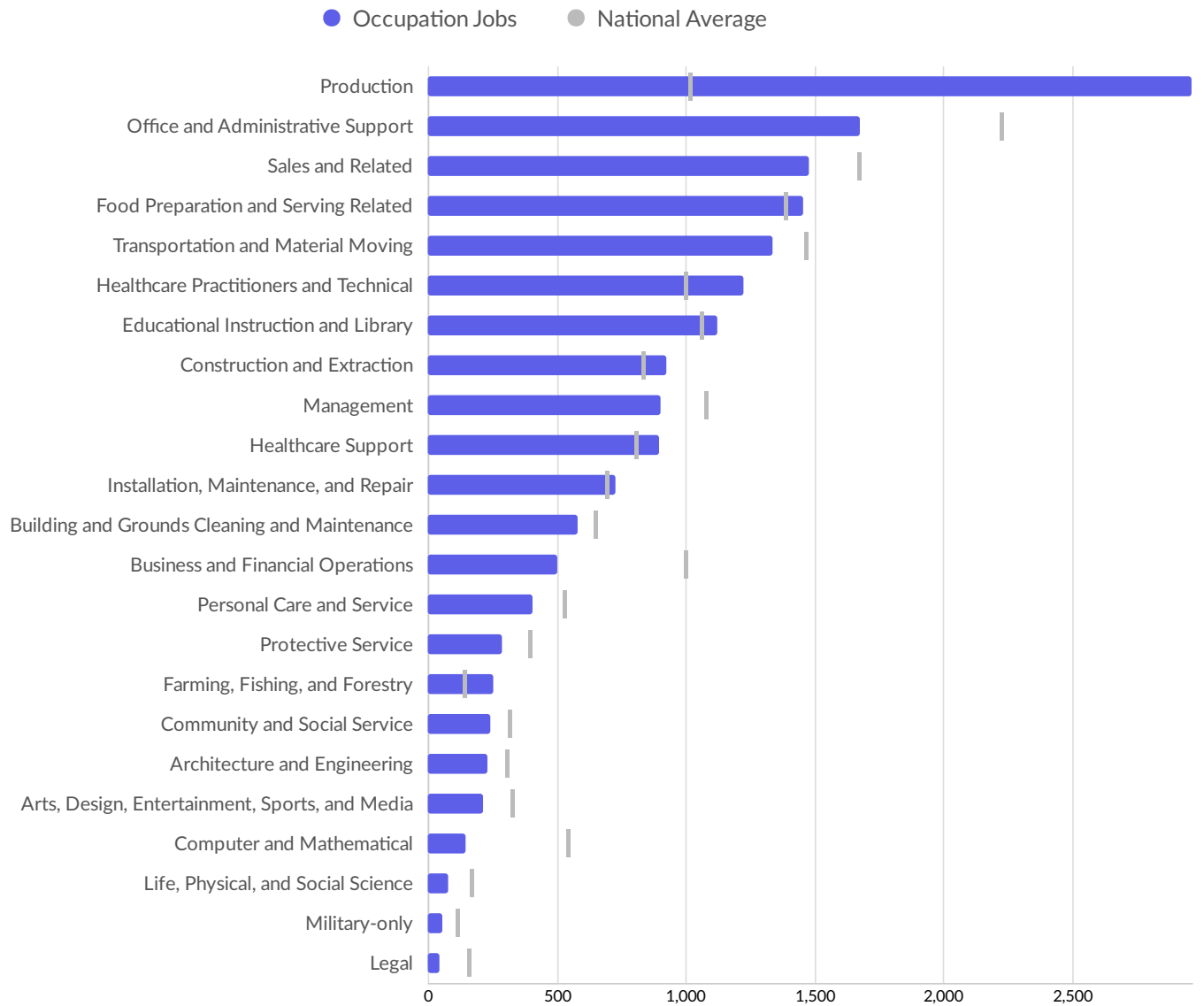


	Percentage	Business Count
1 to 4 employees	38.2%	803
5 to 9 employees	29.5%	621
10 to 19 employees	20.0%	420
20 to 49 employees	8.6%	181
50 to 99 employees	2.4%	51
100 to 249 employees	1.1%	23
250 to 499 employees	0.1%	3
500+ employees	0.0%	1

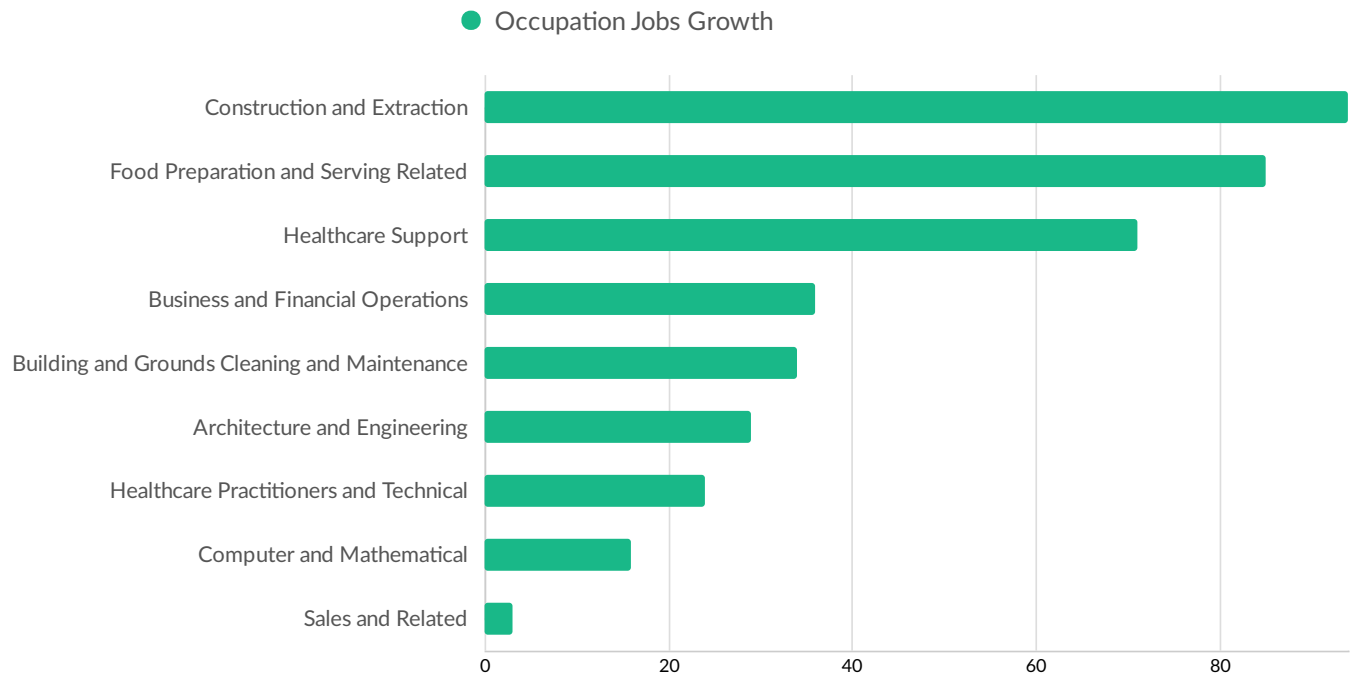
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

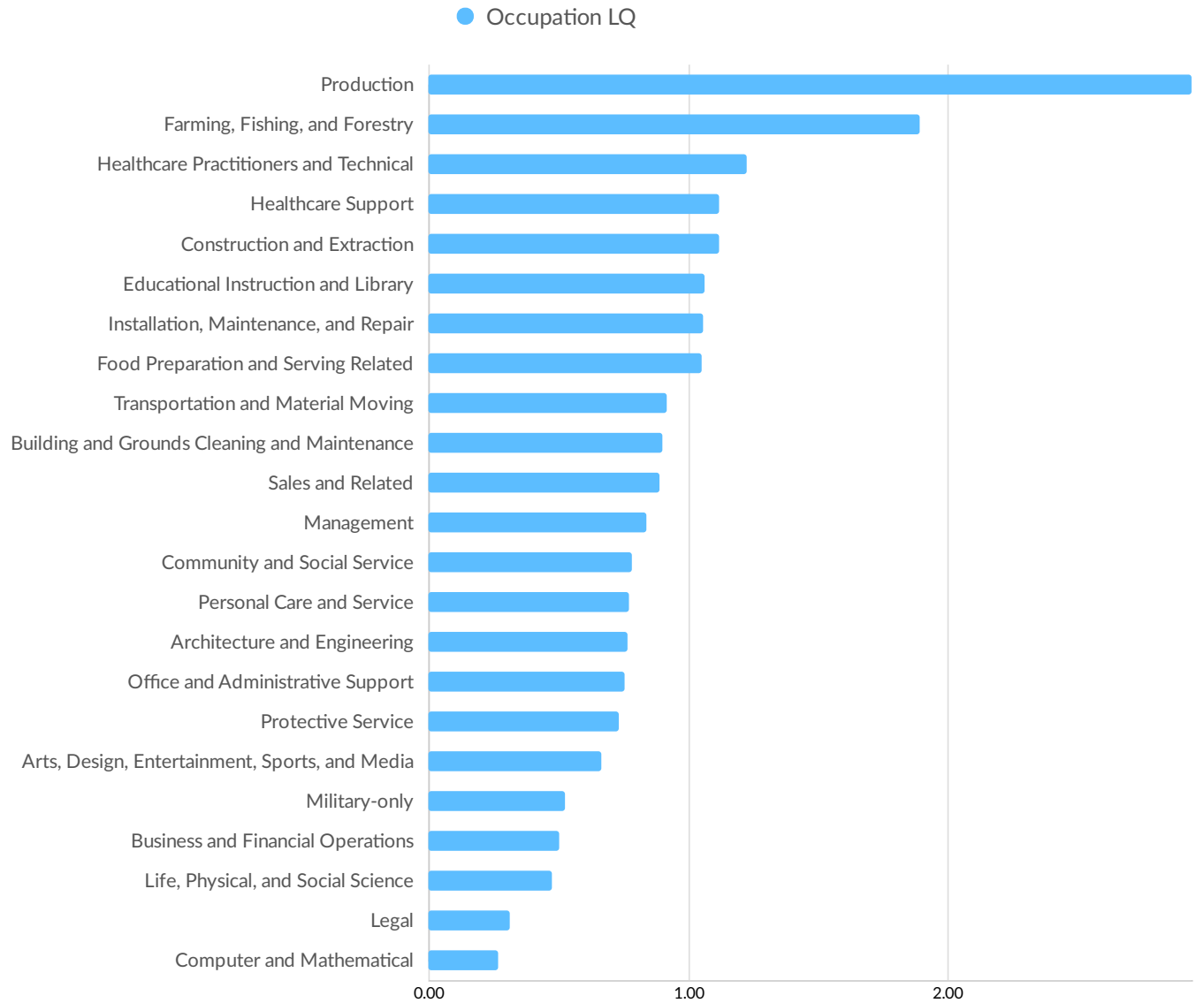
Largest Occupations



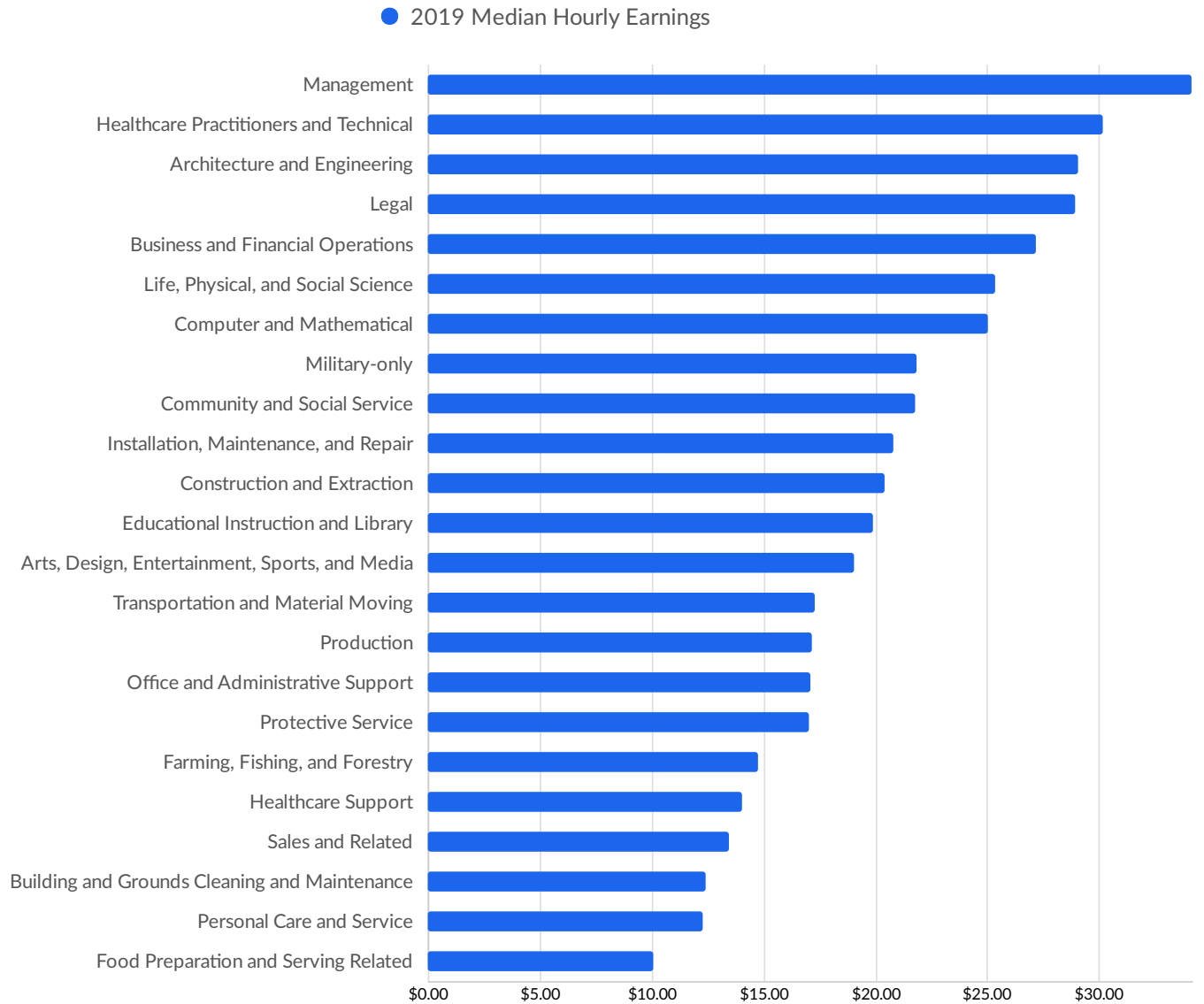
Top Growing Occupations



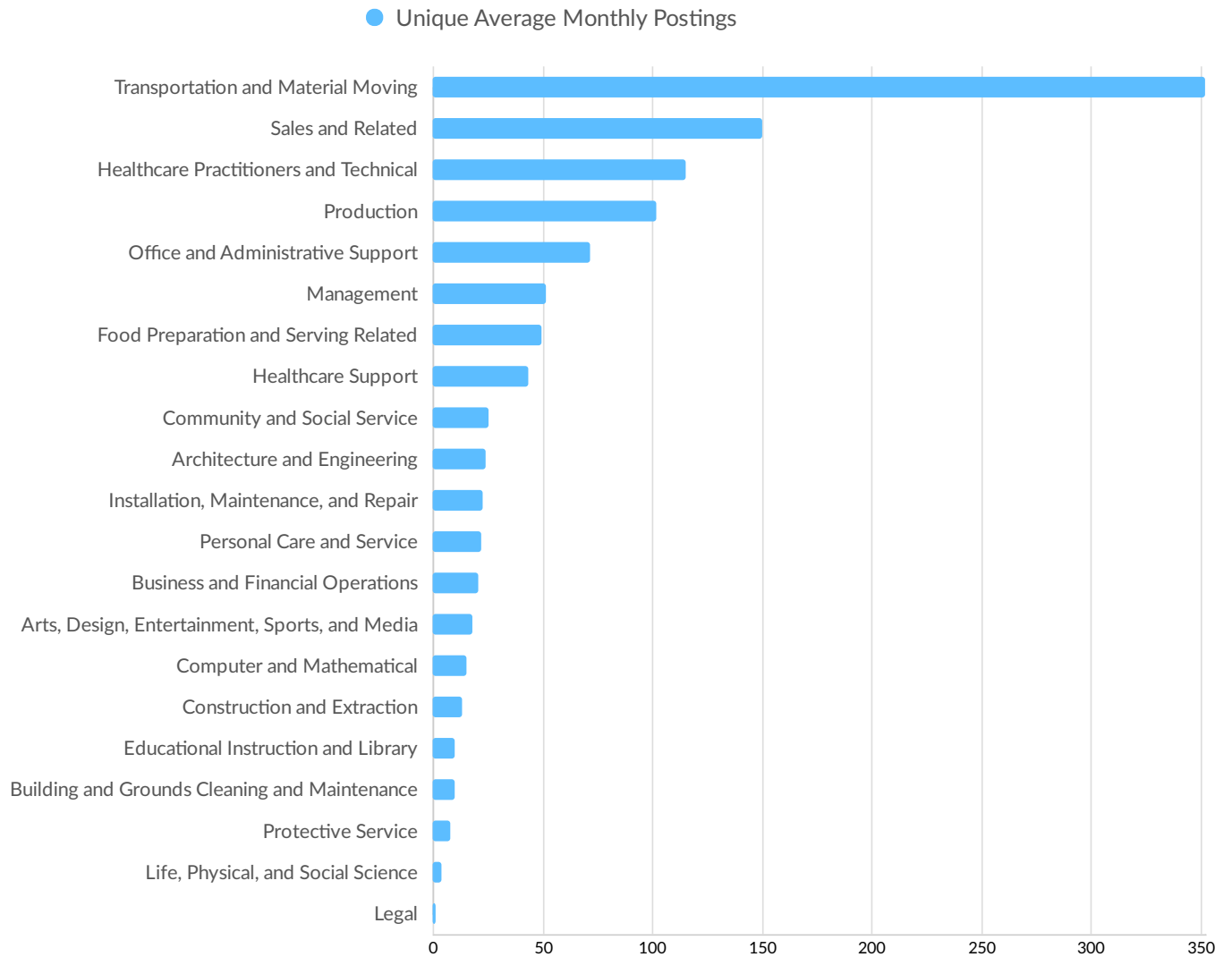
Top Occupation LQ



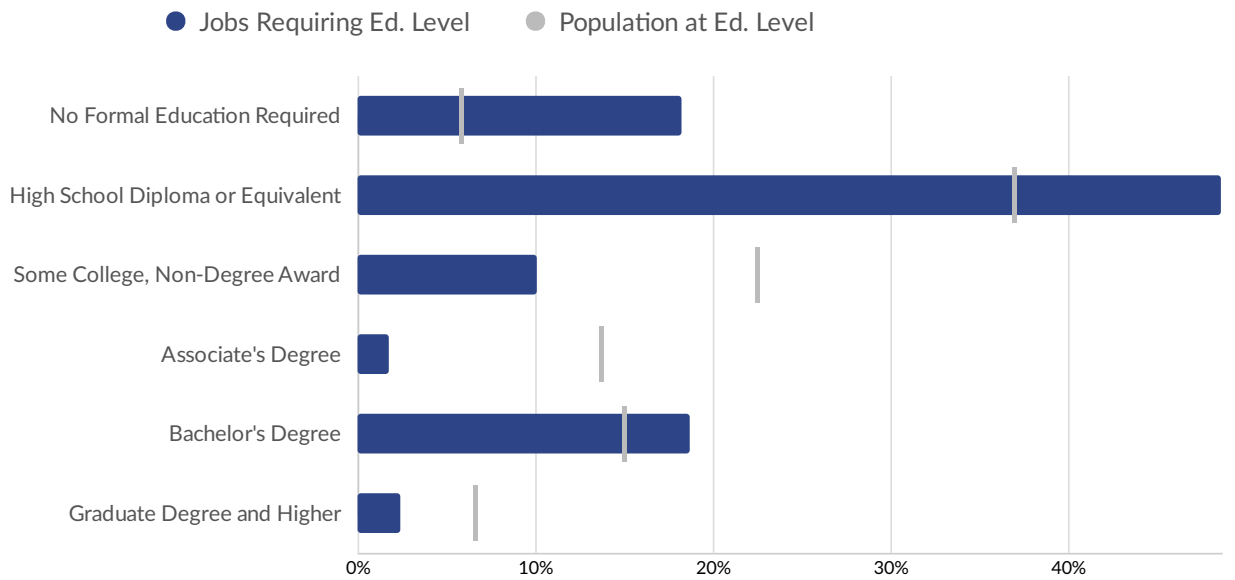
Top Occupation Earnings



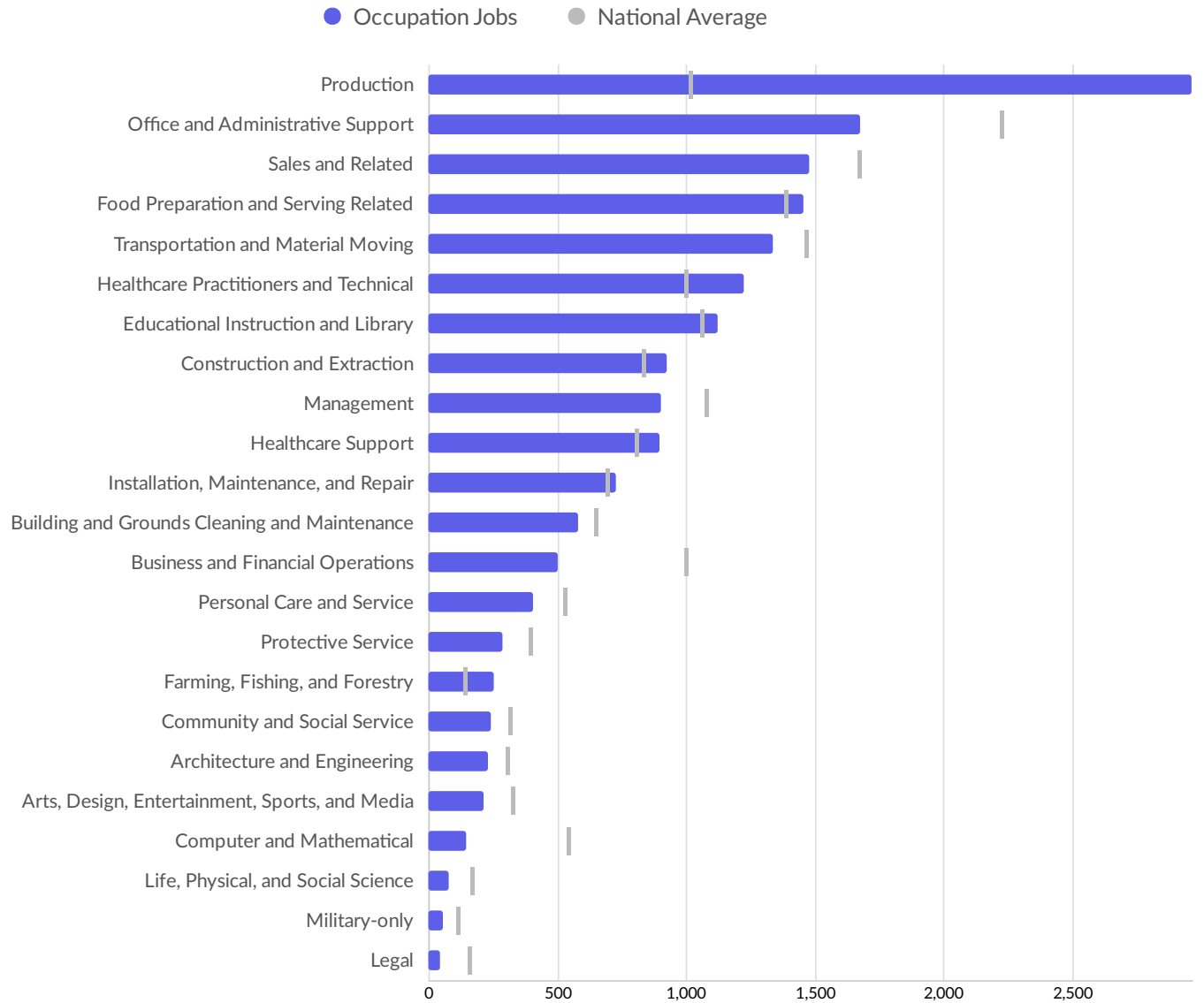
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills

