



St. Croix County, WI

West Central Wisconsin Regional Planning Commission



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Report Parameters

1 County

55109 St. Croix 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

91,827

Population (2020)

Population **grew by 4,698** over the last 5 years and is projected to **grow by 4,961** over the next 5 years.

37,313

Total Regional Employment

Jobs **grew by 185** over the last 5 years and are projected to **grow by 1,892** over the next 5 years.

\$84.8K

Median Household Income (2019)

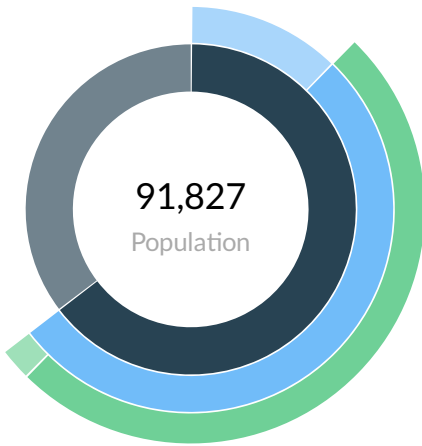
Median household income is **\$21.9K above** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 5.4%** since 2015, growing by 4,698. Population is expected to **increase by 5.4%** between 2020 and 2025, adding 4,961.
- From 2015 to 2020, jobs **increased by 0.5%** in St. Croix County, WI from 37,128 to **37,313**. This change **fell short of the national growth rate of 1.3% by 0.8%**. As the number of jobs increased, the **labor force participation rate decreased from 70.7% to 65.4% between 2015 and 2020**.
- Concerning educational attainment, **24.9% of St. Croix County, WI residents possess a Bachelor's Degree** (4.9% above the national average), and **14.7% hold an Associate's Degree** (6.1% above the national average).
- The top three industries in 2020 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	91,827	48,075	37,313	101.5	\$3.80B	\$6.38B	\$3.76B
State	5,848,151	3,038,273	3,074,986	100.0	\$331.57B	\$322.64B	\$342.03B

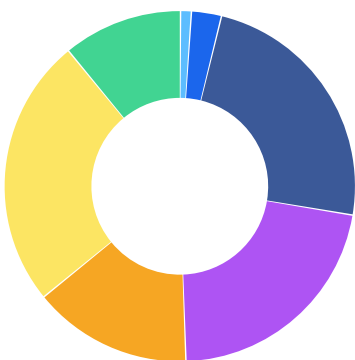
2020 Labor Force Breakdown



	Population
● Total Working Age Population	59,286
● Not in Labor Force (15+)	11,211
● Labor Force	48,075
● Employed	45,994
● Unemployed	2,081
● Under 15	32,541

Educational Attainment

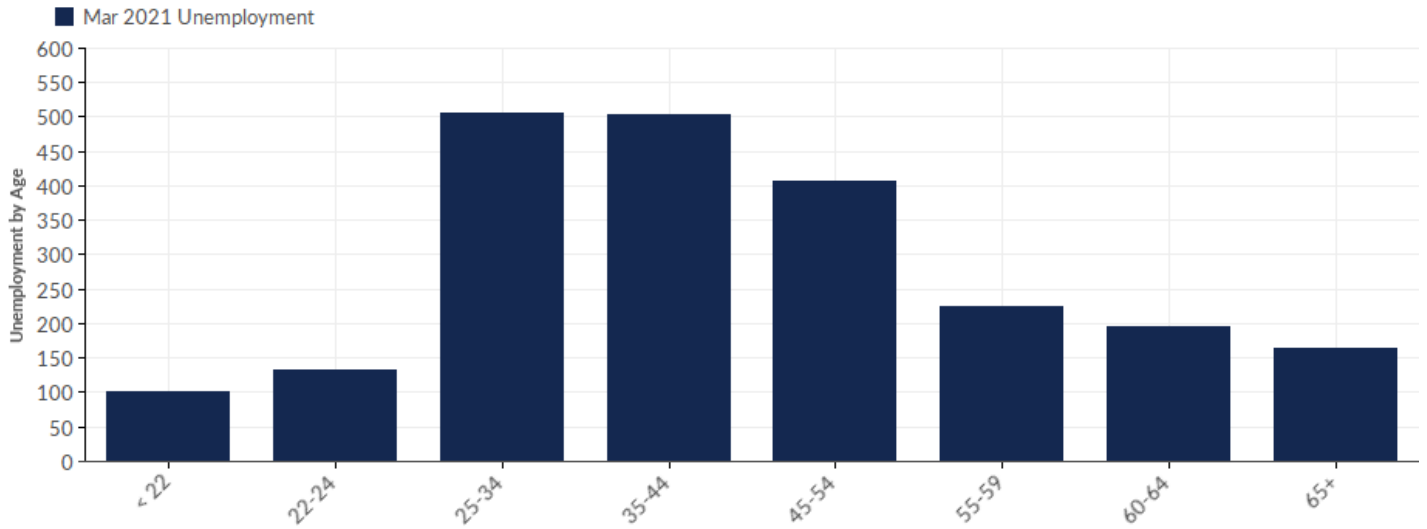
Concerning educational attainment, **24.9% of St. Croix County, WI residents possess a Bachelor's Degree** (4.9% above the national average), and **14.7% hold an Associate's Degree** (6.1% above the national average).



	% of Population	Population
● Less Than 9th Grade	1.0%	625
● 9th Grade to 12th Grade	2.8%	1,736
● High School Diploma	23.8%	14,938
● Some College	21.8%	13,685
● Associate's Degree	14.7%	9,219
● Bachelor's Degree	24.9%	15,642
● Graduate Degree and Higher	11.0%	6,916

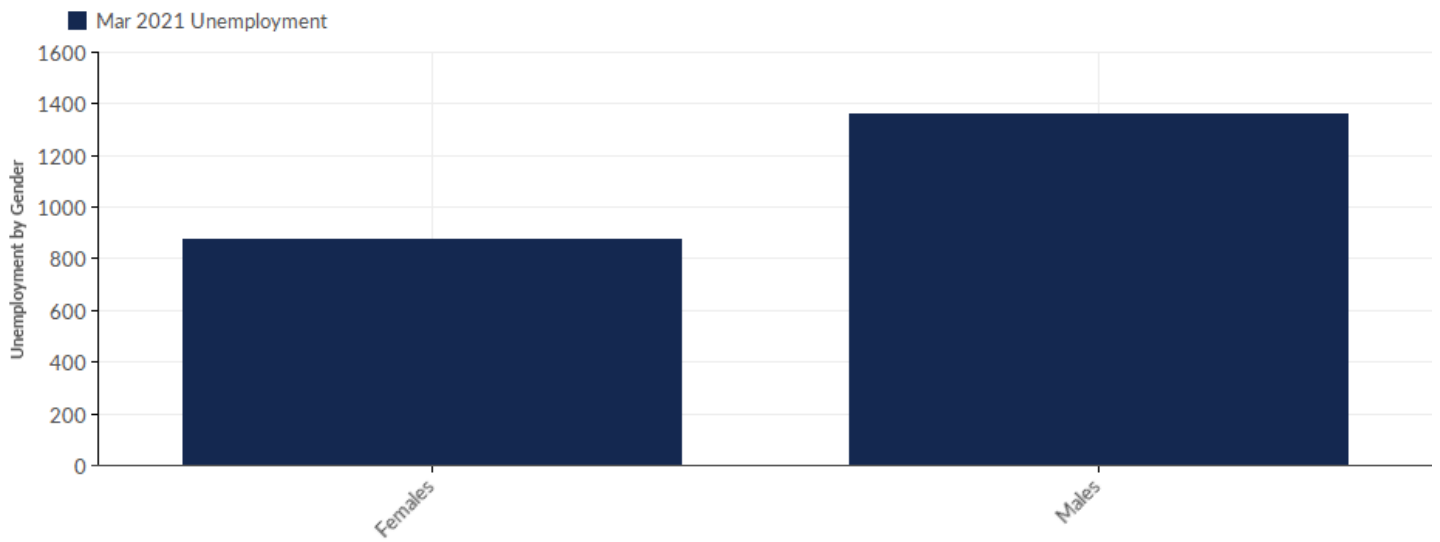
Unemployment by Demographics

Unemployment by Age



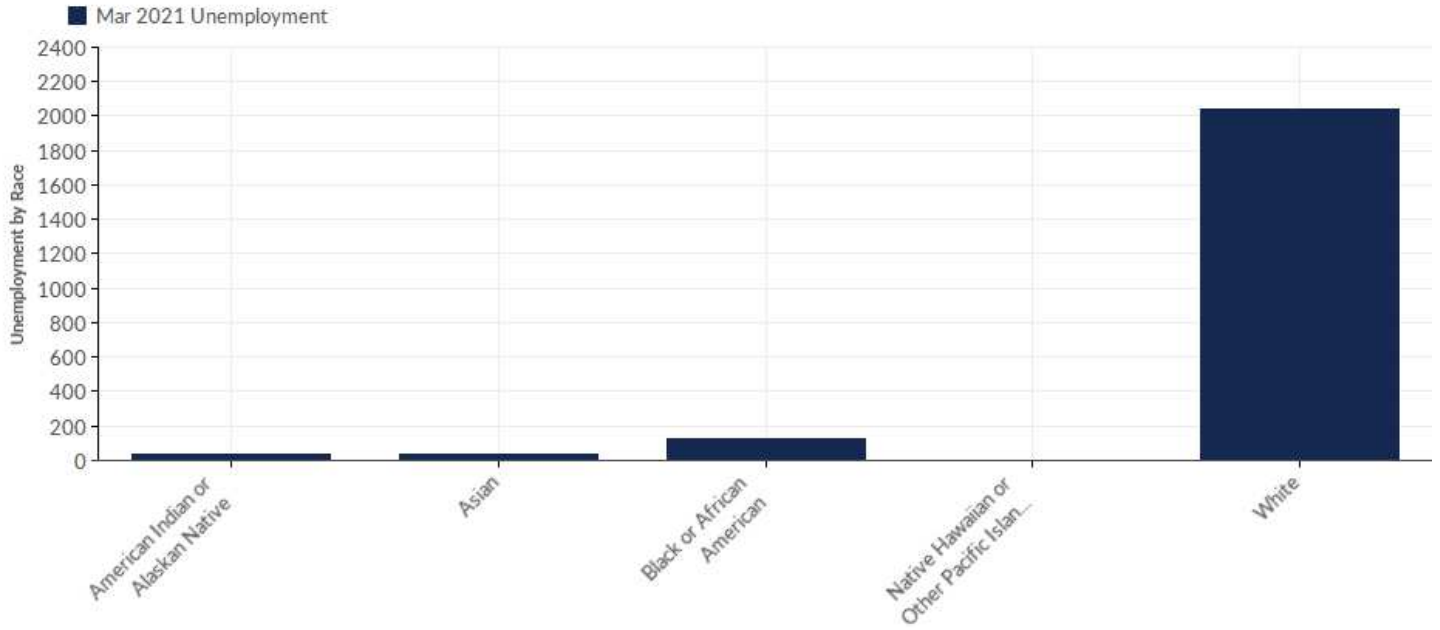
Age	Unemployment (Mar 2021)	% of Age Cohort
< 22	100	4.48%
22-24	132	5.91%
25-34	505	22.63%
35-44	503	22.54%
45-54	407	18.23%
55-59	225	10.08%
60-64	195	8.74%
65+	164	7.35%
Total	2,232	100.00%

Unemployment by Gender



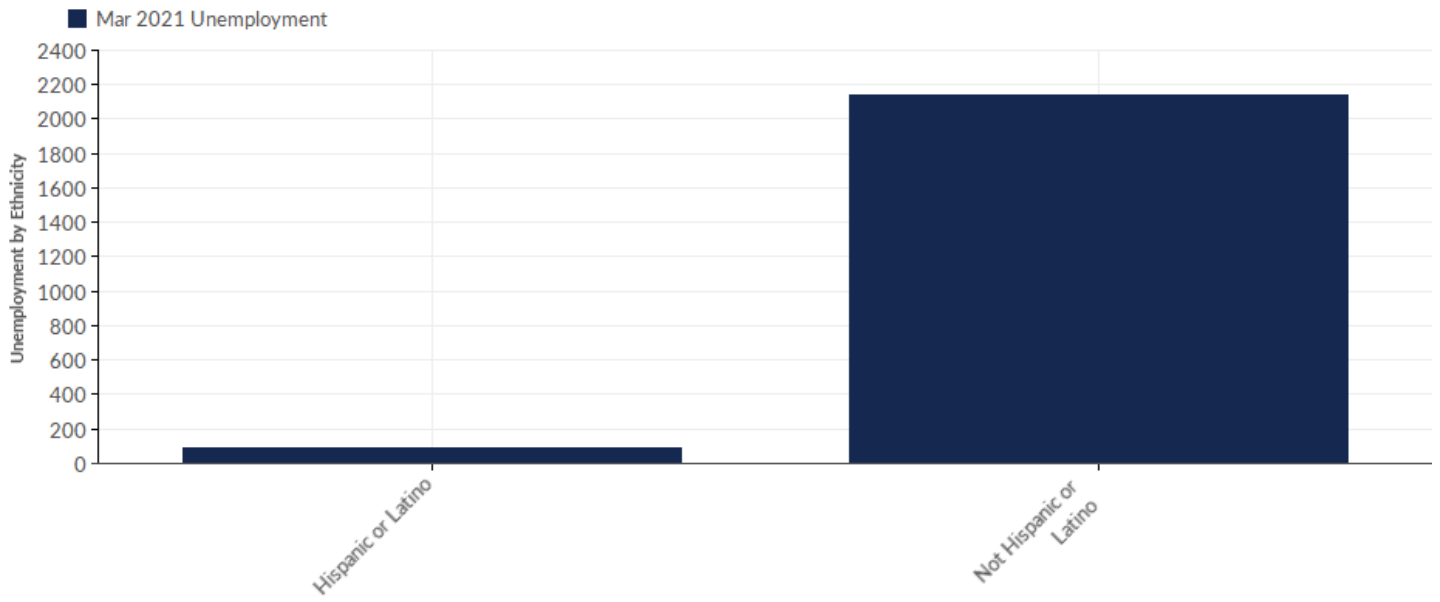
Gender	Unemployment (Mar 2021)	% of Age Cohort
Females	874	39.16%
Males	1,358	60.84%
Total	2,232	100.00%

Unemployment by Race



Race	Unemployment (Mar 2021)	% of Age Cohort
American Indian or Alaskan Native	34	1.52%
Asian	34	1.52%
Black or African American	125	5.60%
Native Hawaiian or Other Pacific Islander	2	0.09%
White	2,037	91.26%
Total	2,232	100.00%

Unemployment by Ethnicity

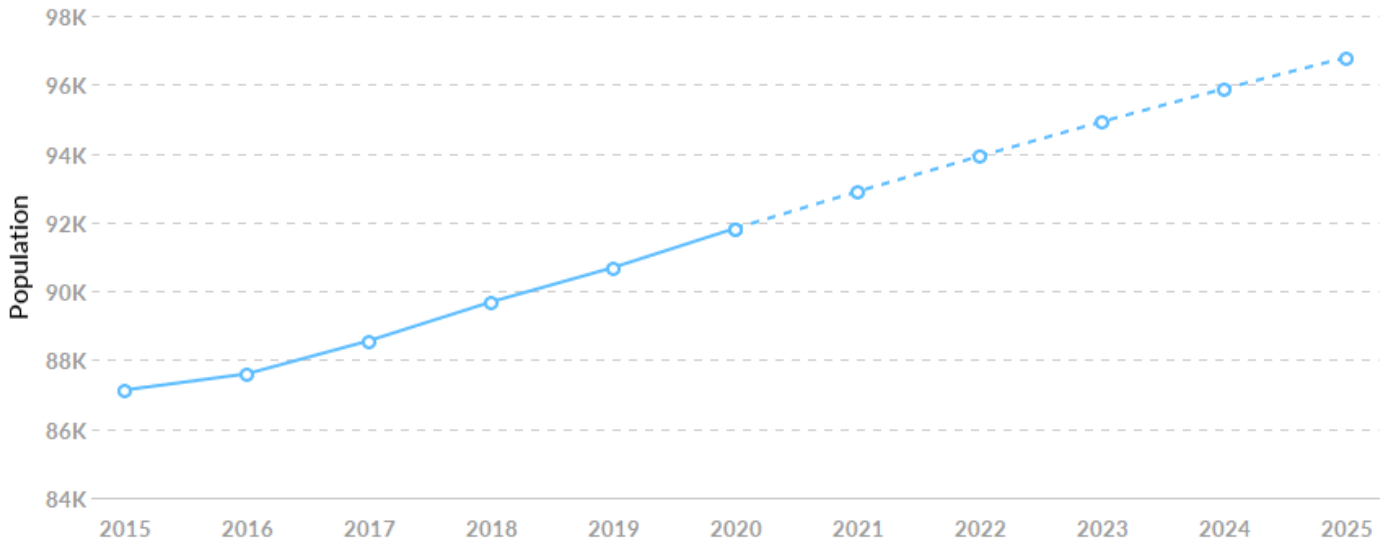


Ethnicity	Unemployment (Mar 2021)	% of Age Cohort
Hispanic or Latino	91	4.08%
Not Hispanic or Latino	2,141	95.92%
Total	2,232	100.00%

Historic & Projected Trends

Population Trends

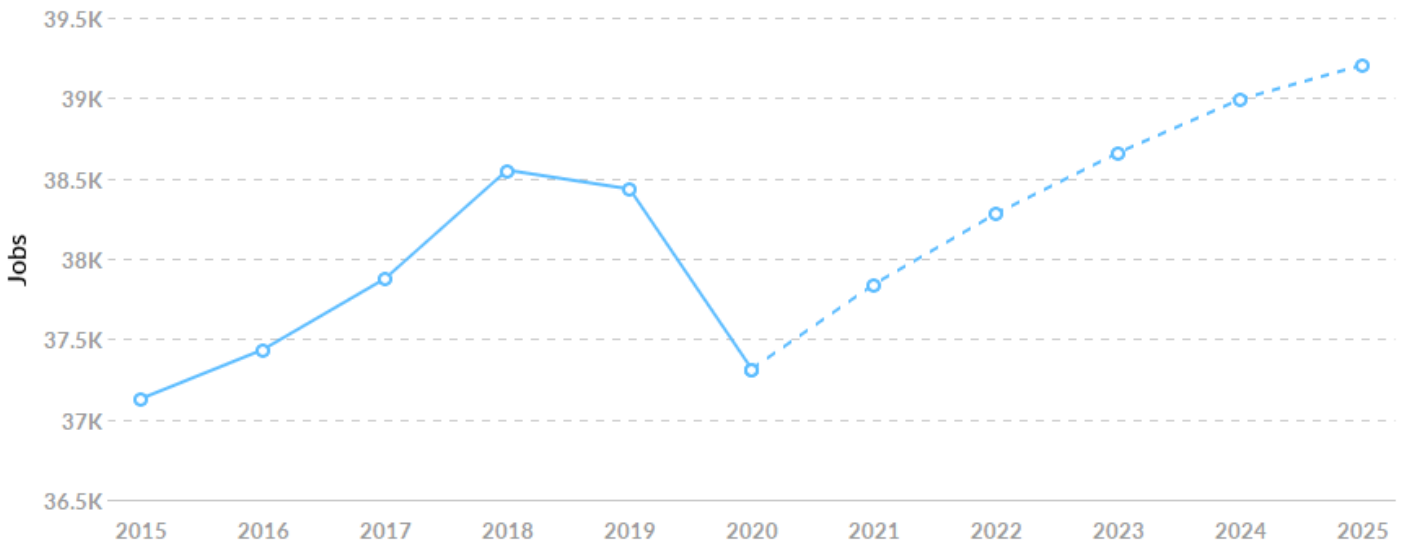
As of 2020 the region's population **increased by 5.4%** since 2015, growing by 4,698. Population is expected to **increase by 5.4%** between 2020 and 2025, adding 4,961.



Timeframe	Population
2015	87,129
2016	87,598
2017	88,560
2018	89,688
2019	90,687
2020	91,827
2021	92,894
2022	93,922
2023	94,923
2024	95,879
2025	96,788

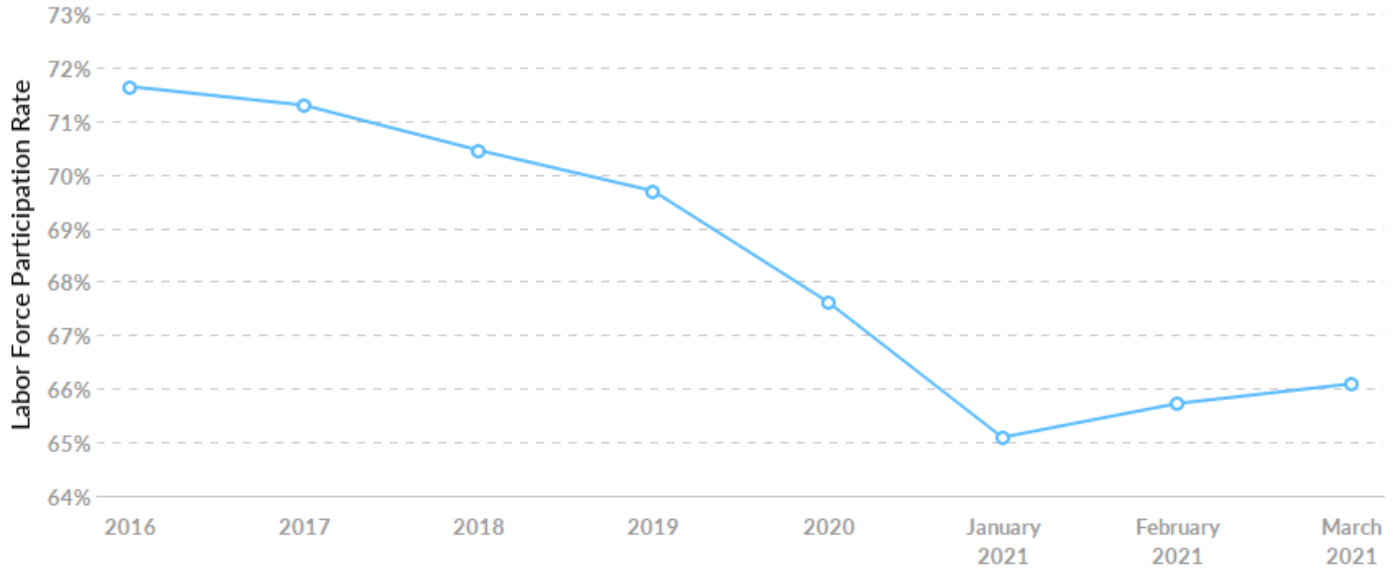
Job Trends

From 2015 to 2020, jobs increased by 0.5% in St. Croix County, WI from 37,128 to 37,313. This change fell short of the national growth rate of 1.3% by 0.8%.



Timeframe	Jobs
2015	37,128
2016	37,434
2017	37,876
2018	38,551
2019	38,434
2020	37,313
2021	37,840
2022	38,280
2023	38,659
2024	38,992
2025	39,205

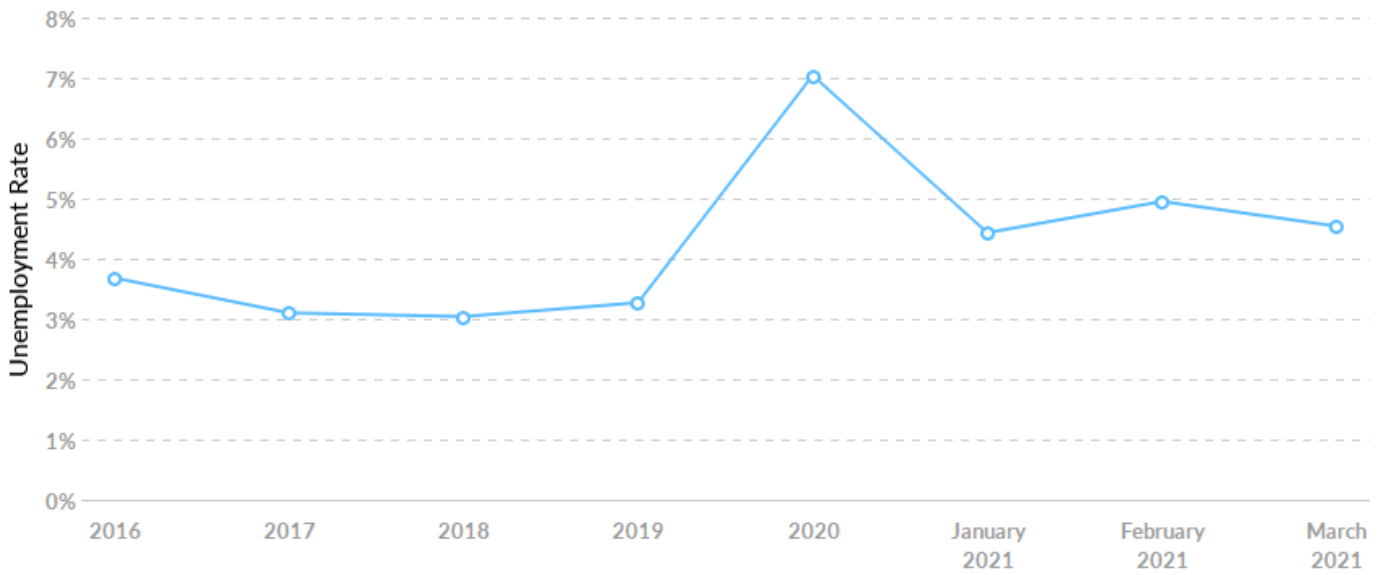
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	71.64%
2017	71.29%
2018	70.45%
2019	69.69%
2020	67.62%
January 2021	65.09%
February 2021	65.72%
March 2021	66.09%

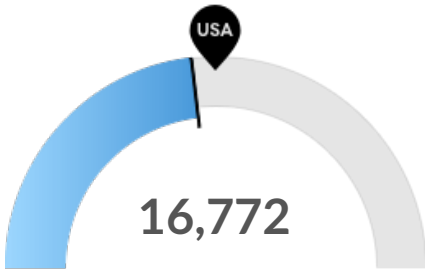
Unemployment Rate Trends

St. Croix County, WI had a March 2021 unemployment rate of 4.54%, **increasing from 3.68%** 5 years before.



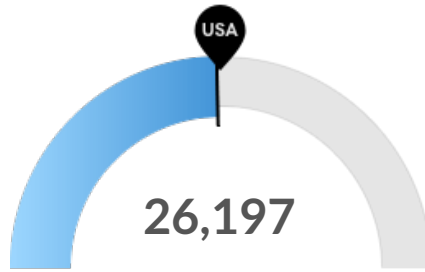
Timeframe	Unemployment Rate
2016	3.68%
2017	3.10%
2018	3.04%
2019	3.27%
2020	7.04%
January 2021	4.43%
February 2021	4.95%
March 2021	4.54%

Population Characteristics



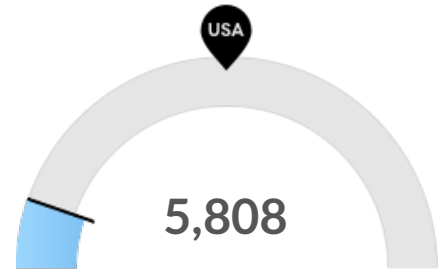
Millennials

St. Croix County, WI has 16,772 millennials (ages 25-39). The national average for an area this size is 18,698.



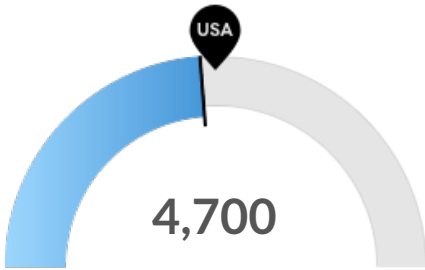
Retiring Soon

Retirement risk is about average in St. Croix County, WI. The national average for an area this size is 26,663 people 55 or older, while there are 26,197 here.



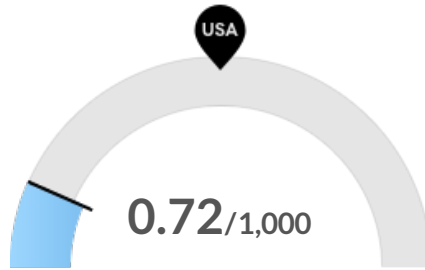
Racial Diversity

Racial diversity is low in St. Croix County, WI. The national average for an area this size is 36,174 racially diverse people, while there are 5,808 here.



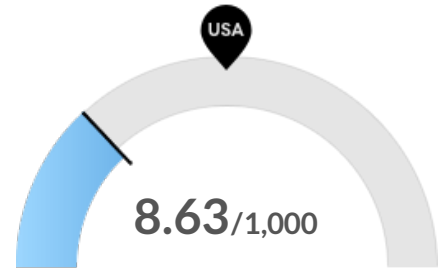
Veterans

St. Croix County, WI has 4,700 veterans. The national average for an area this size is 5,037.



Violent Crime

St. Croix County, WI has 0.72 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

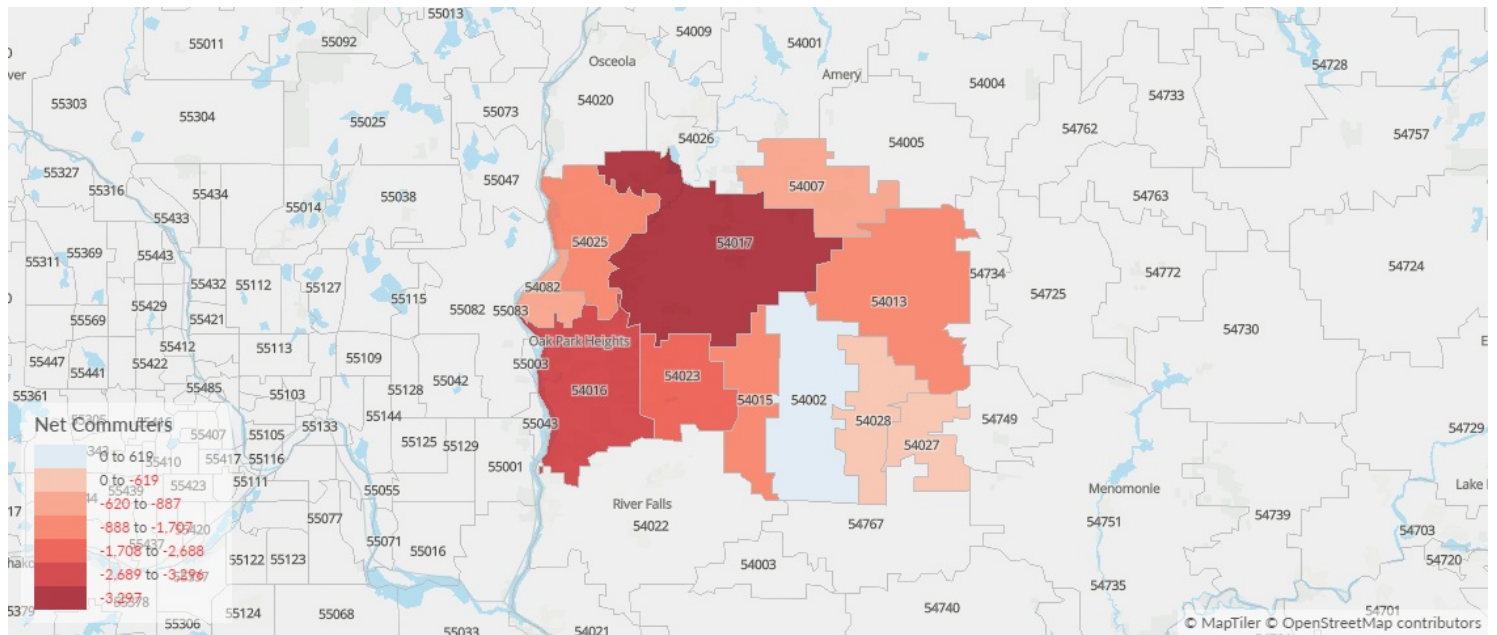


Property Crime

St. Croix County, WI has 8.63 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 St. Croix County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2020 Employment
54016	Hudson, WI (in St. Croix...)	17,310
54017	New Richmond, WI (in ...)	7,738
54002	Baldwin, WI (in St. Croi...)	3,820
54025	Somerset, WI (in St. Cro...)	3,295
54015	Hammond, WI (in St. Cr...)	1,236

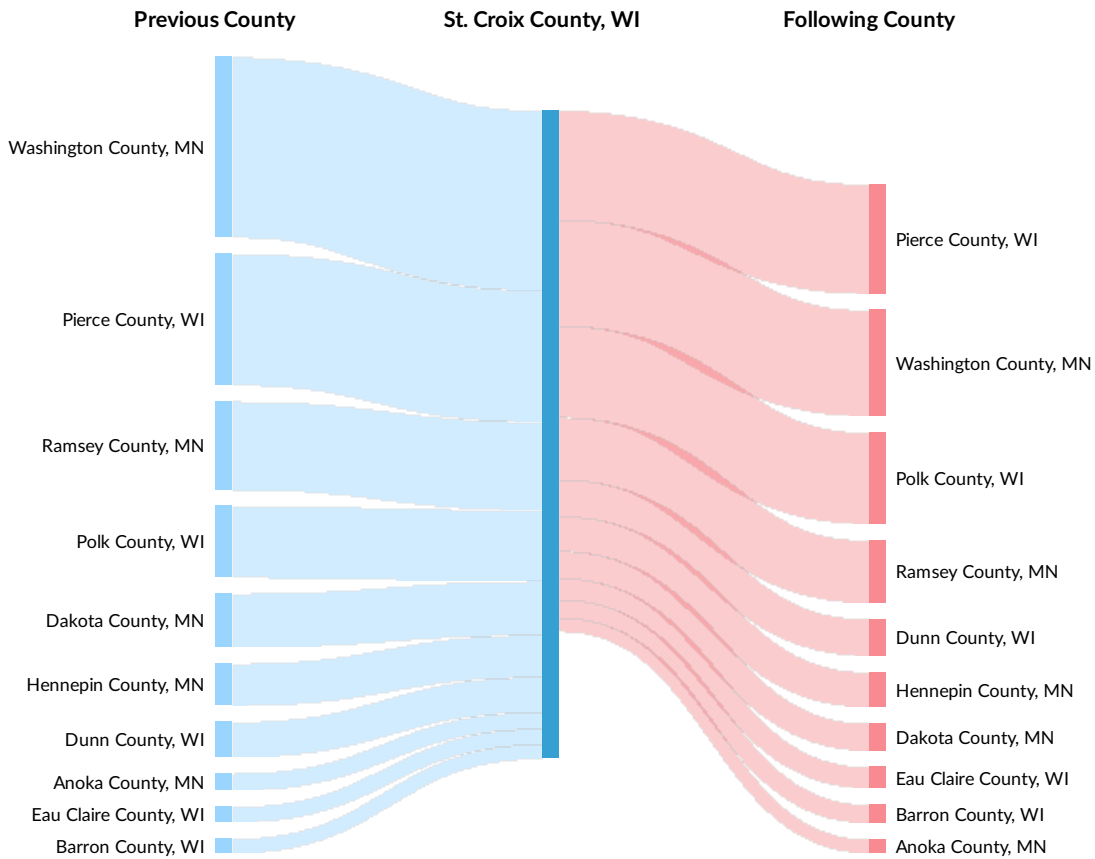
Where Talent Lives

ZIP	Name	2020 Workers
54016	Hudson, WI (in St. Croix...)	19,999
54017	New Richmond, WI (in ...)	11,035
54025	Somerset, WI (in St. Cro...)	4,233
54002	Baldwin, WI (in St. Croi...)	3,752
54023	Roberts, WI (in St. Croix...)	2,841

Inbound and Outbound Migration

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

As of 2019, **803** people have migrated from Washington County, MN to St. Croix County, WI. In the same year, **488** people left St. Croix County, WI migrating to Pierce County, WI. The total Net Migration for St. Croix County, WI in 2018 was **771**.

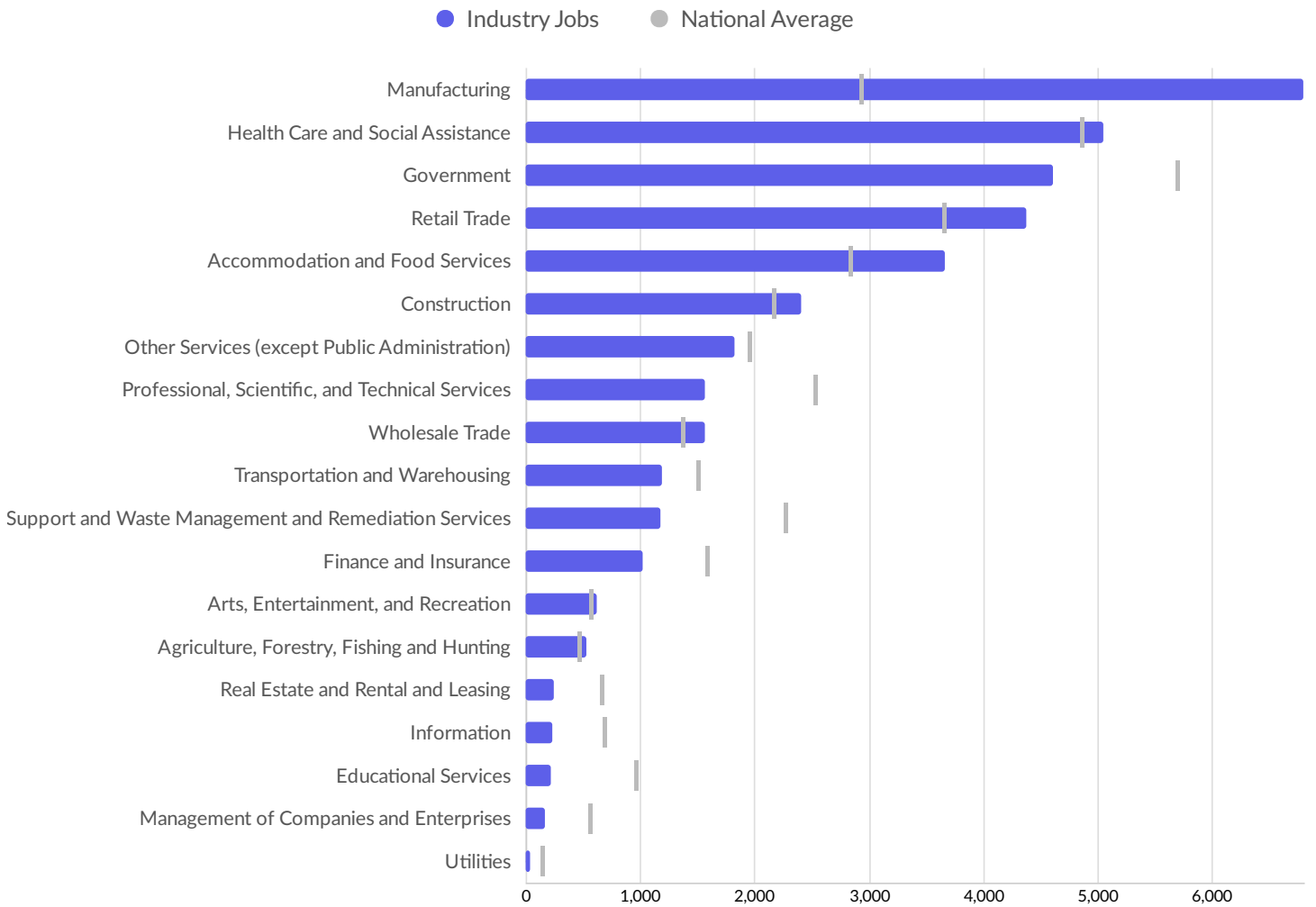


Top Previous Counties	Migrations
Washington County, MN	803
Pierce County, WI	586
Ramsey County, MN	393
Polk County, WI	318
Dakota County, MN	239
Hennepin County, MN	187

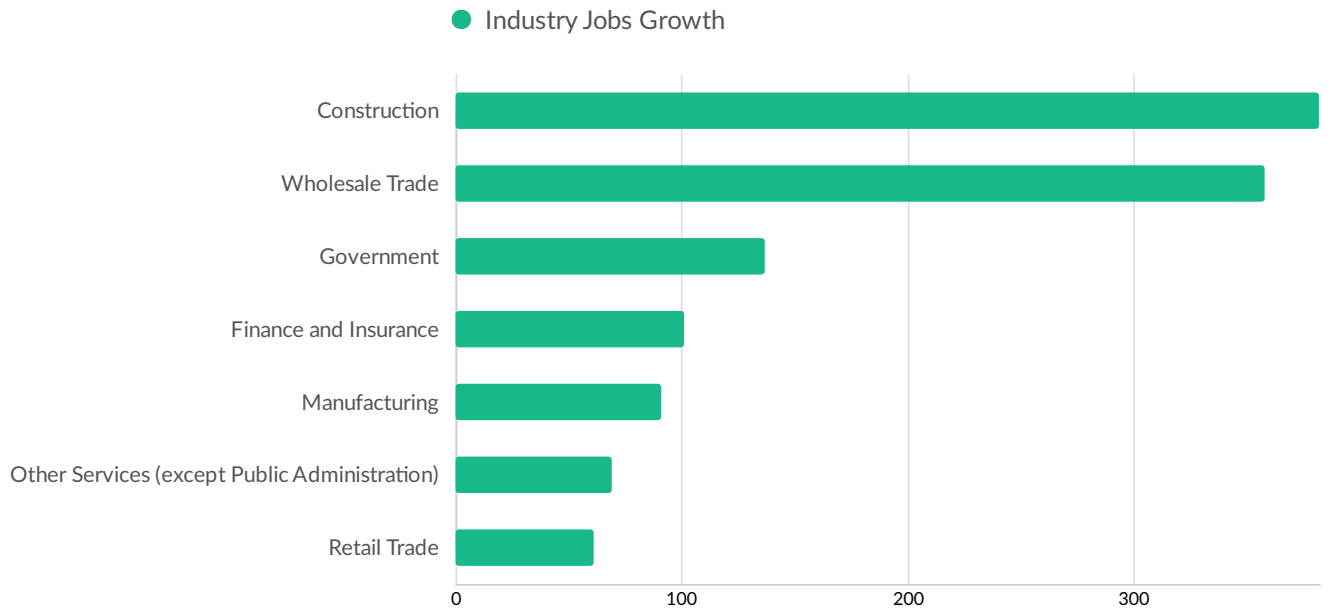
Top Previous Counties	Migrations
Dunn County, WI	156
Anoka County, MN	75
Eau Claire County, WI	69
Barron County, WI	64
Dane County, WI	36
Cook County, IL	35
Chippewa County, WI	35
Kenai Peninsula Borough County, AK	30
Nicollet County, MN	28
Top Following Counties	Migrations
Pierce County, WI	488
Washington County, MN	473
Polk County, WI	408
Ramsey County, MN	279
Dunn County, WI	163
Hennepin County, MN	155
Dakota County, MN	121
Eau Claire County, WI	95
Barron County, WI	81
Anoka County, MN	61
Maricopa County, AZ	44
Dane County, WI	41
Wright County, MN	35
Jefferson County, CO	35
Hidalgo County, TX	34

Industry Characteristics

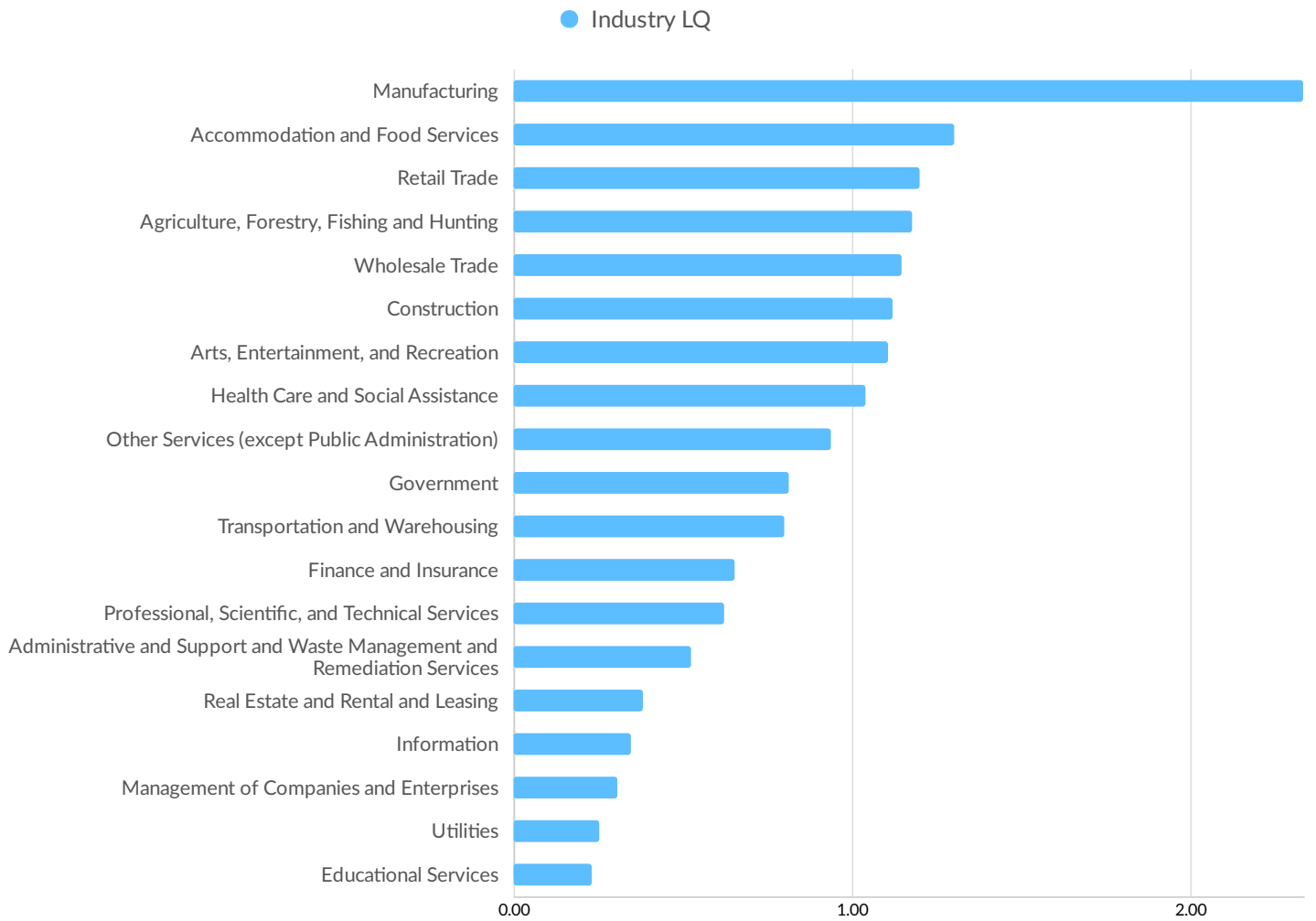
Largest Industries



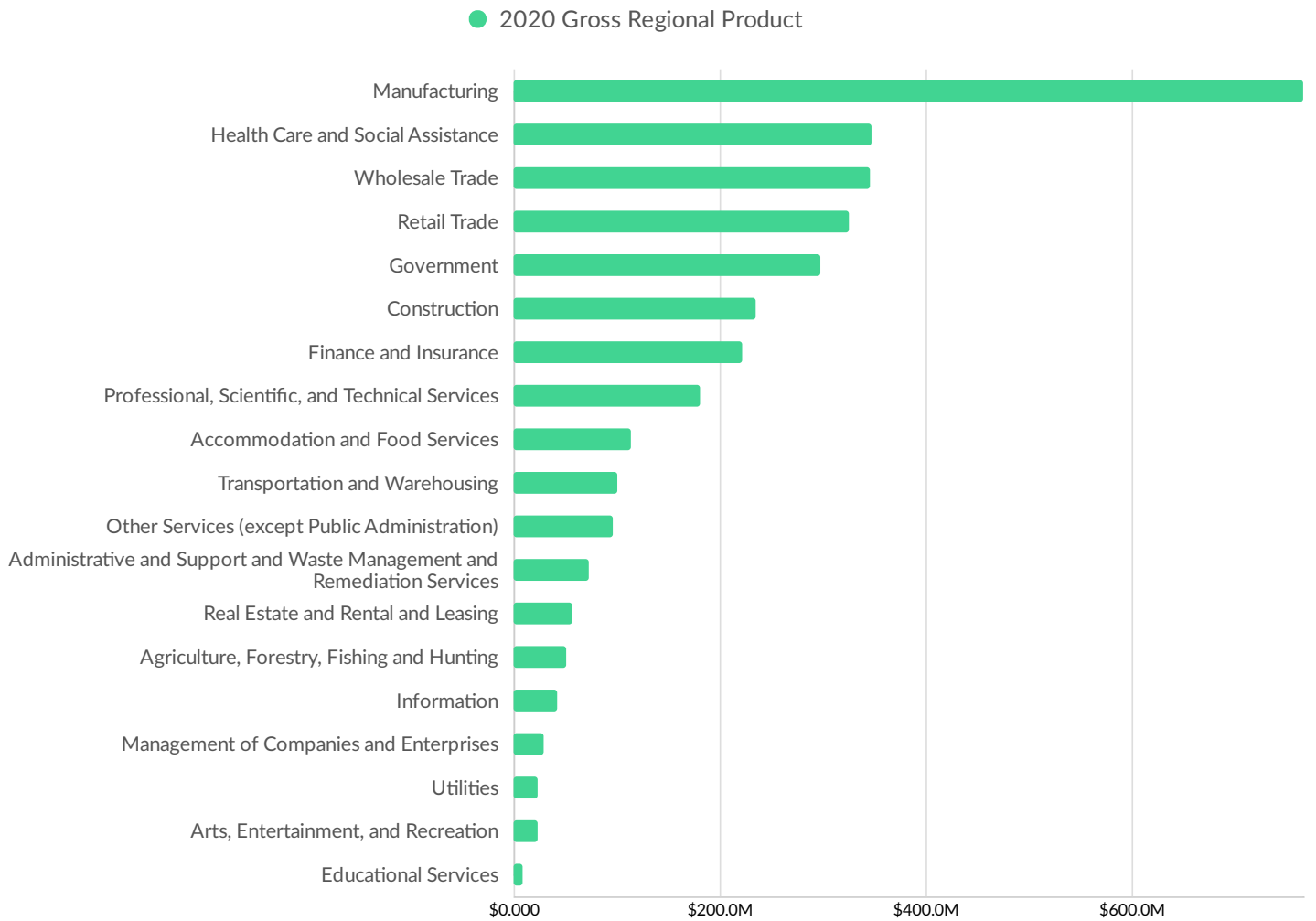
Top Growing Industries



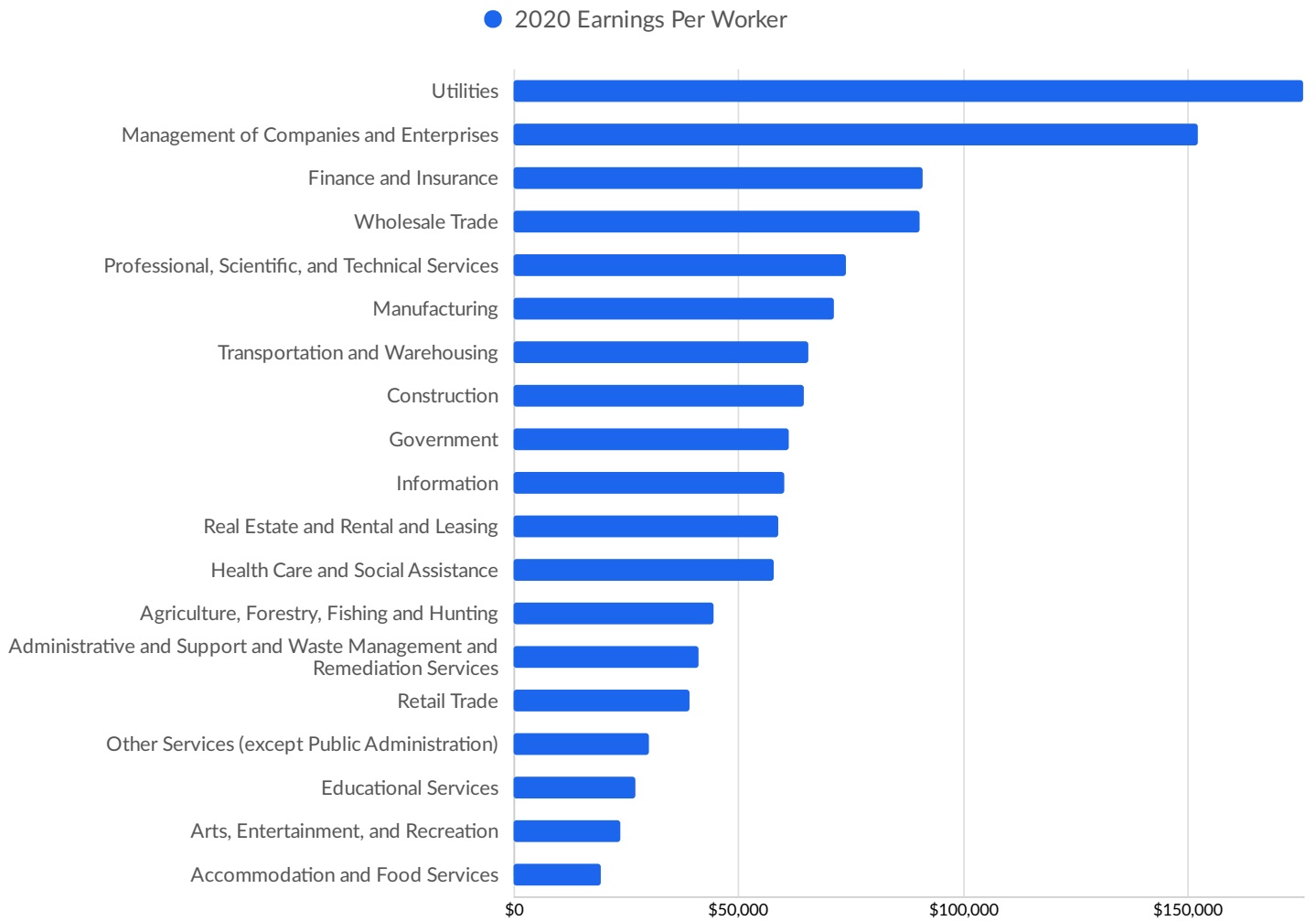
Top Industry LQ



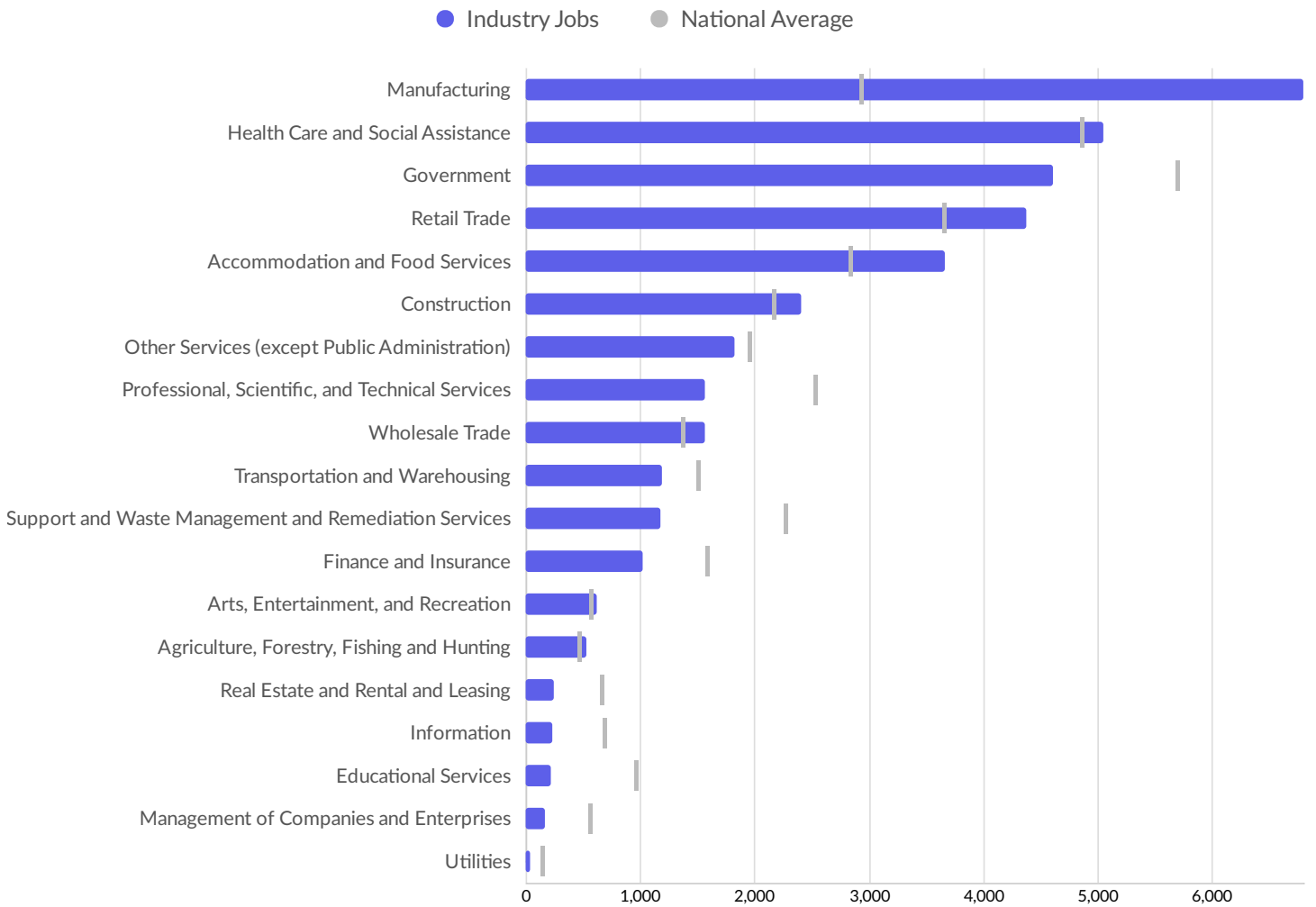
Top Industry GRP



Top Industry Earnings








Largest Industries



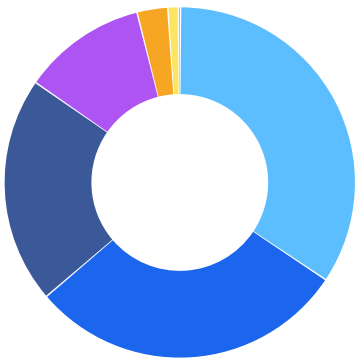
Business Characteristics

8,275 Companies Employ Your Workers

Online profiles for your workers mention 8,275 companies as employers, with the top 10 appearing below. In the last 12 months, 1,464 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	308 	Roehl Transport, Inc.	317 
Andersen Corporation	247 	Hudson Global, Inc.	256 
Hudson Global, Inc.	214 	Aerotek, Inc.	211 
Saint Croix Cleaners	114 	Wal-Mart, Inc.	199 
Phillips Plastics Corporation	108 	Kwik Trip, Inc.	163 
University of Wisconsin-Madison	78 	Koch Industries, Inc.	162 
The Specialty Mfg Co	74 	U.S. Xpress, Inc.	153 
State of Wisconsin	70 	Presbyterian Homes and Services	138 
Allina Health System	67 	SMC	136 
U.S. Bancorp	67 	Doordash	128 

Business Size

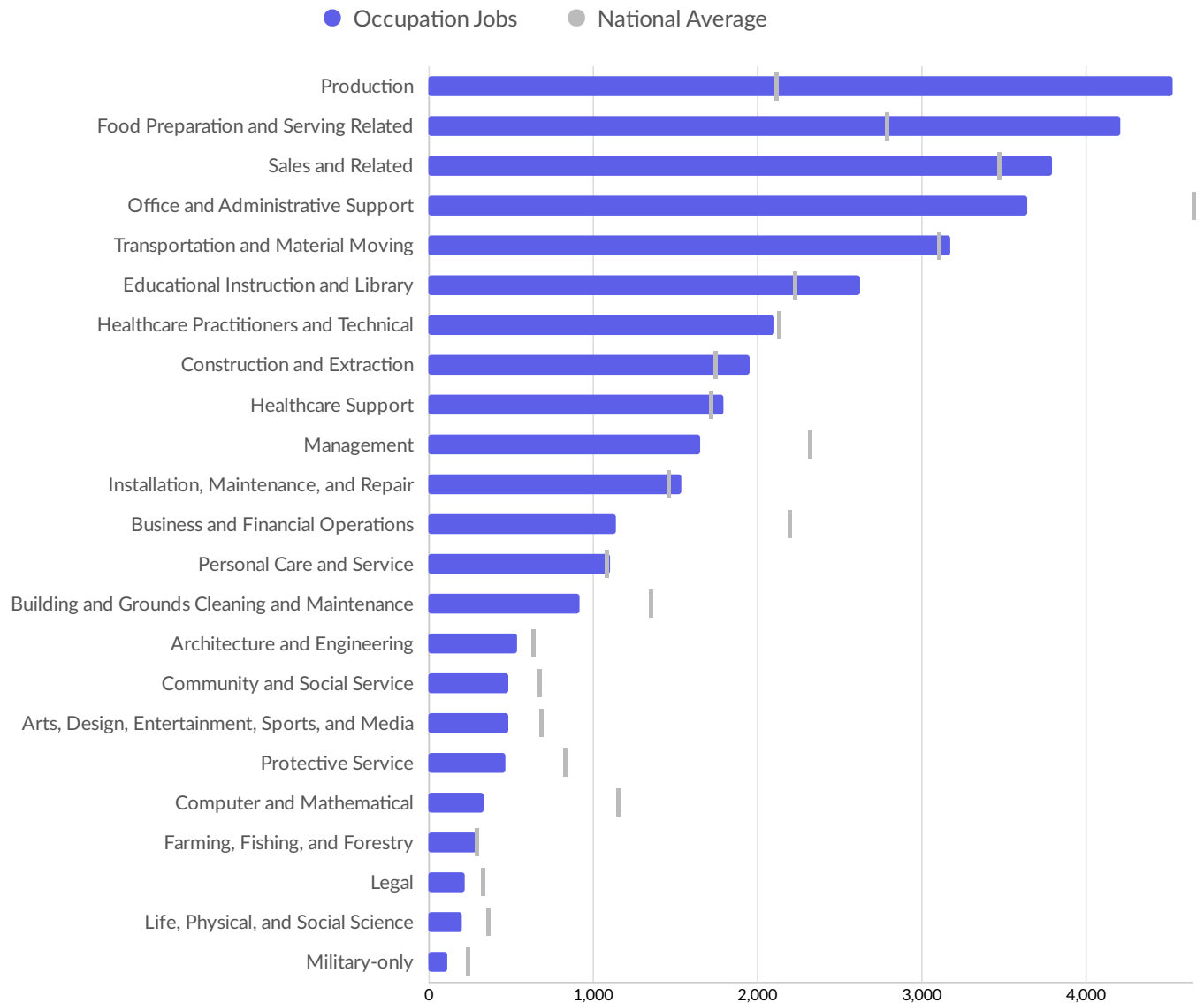


	Percentage	Business Count
● 1 to 4 employees	34.3%	1,176
● 5 to 9 employees	29.4%	1,008
● 10 to 19 employees	20.9%	717
● 20 to 49 employees	11.4%	392
● 50 to 99 employees	2.8%	97
● 100 to 249 employees	1.0%	33
● 250 to 499 employees	0.2%	7

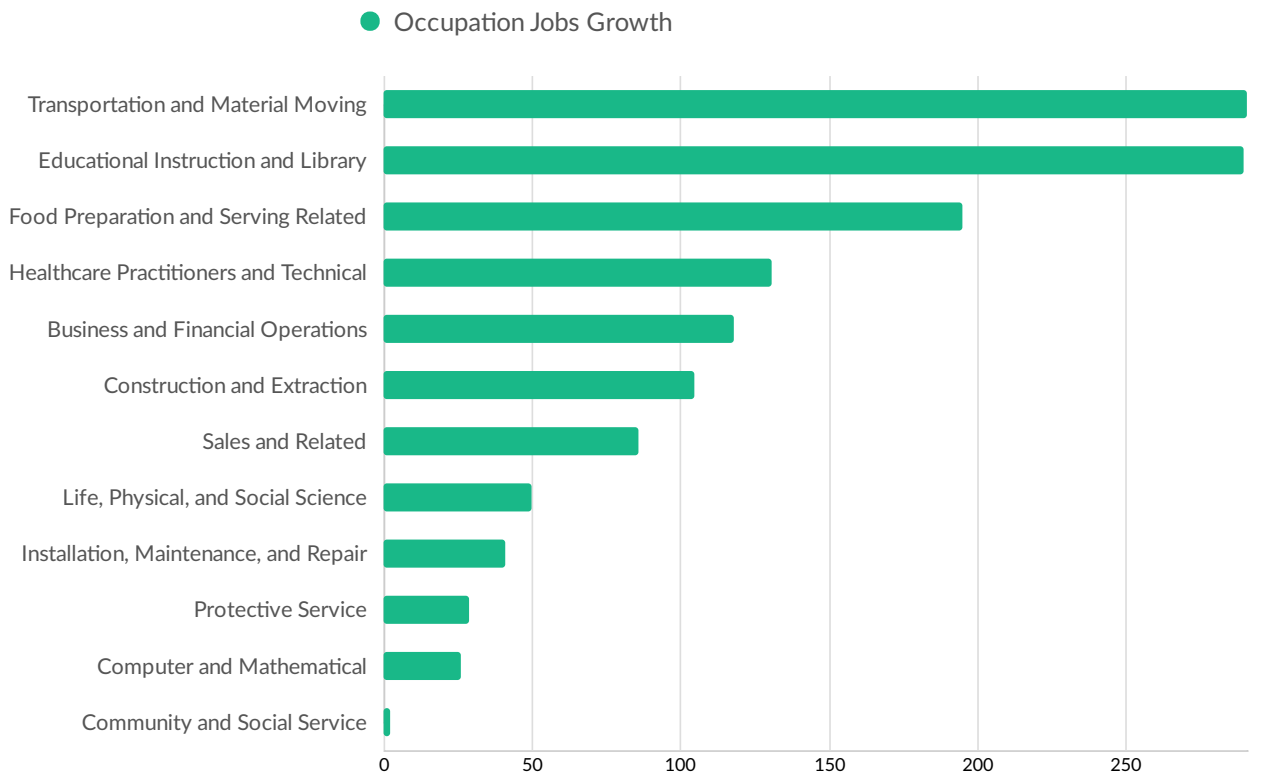
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

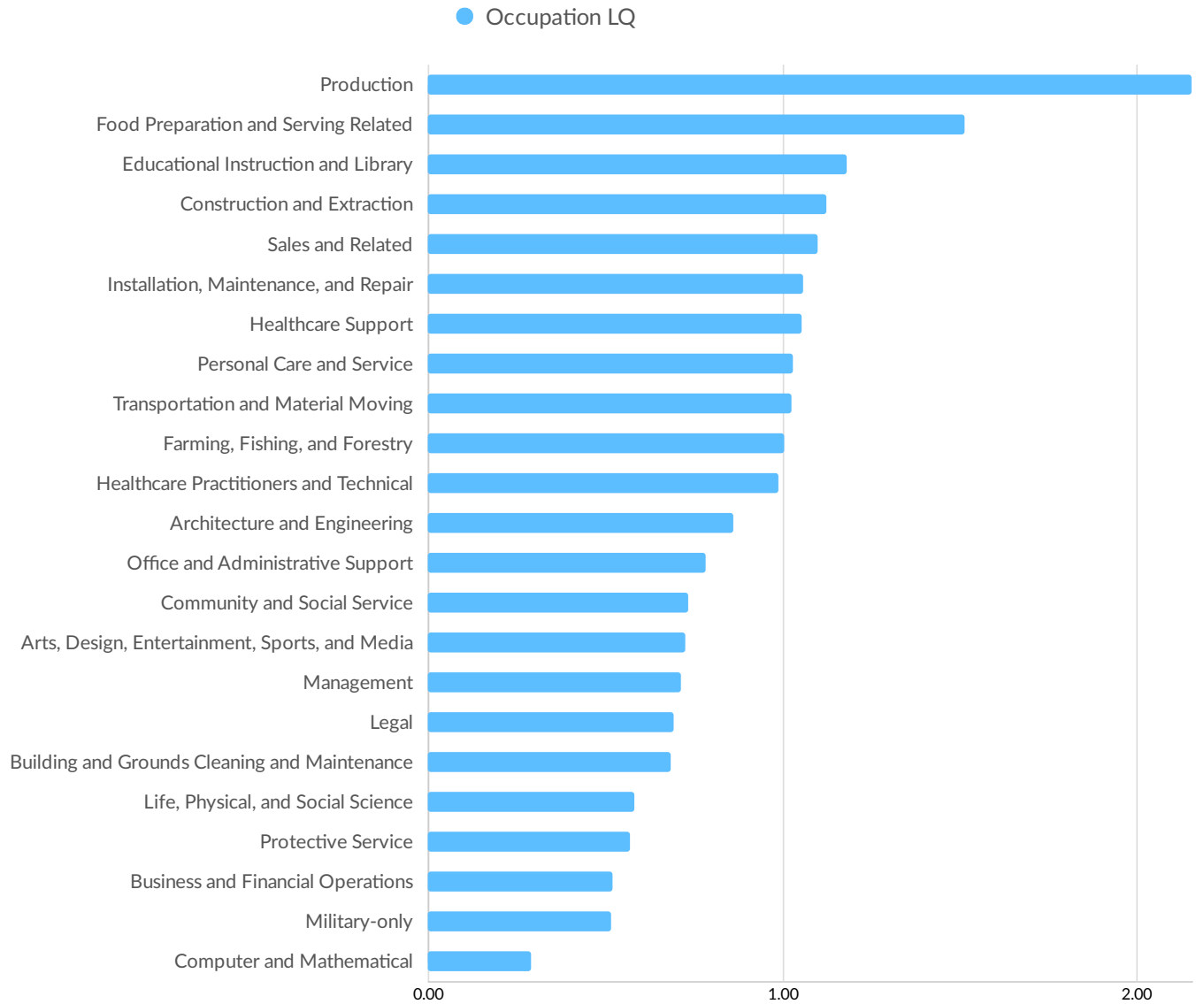
Largest Occupations



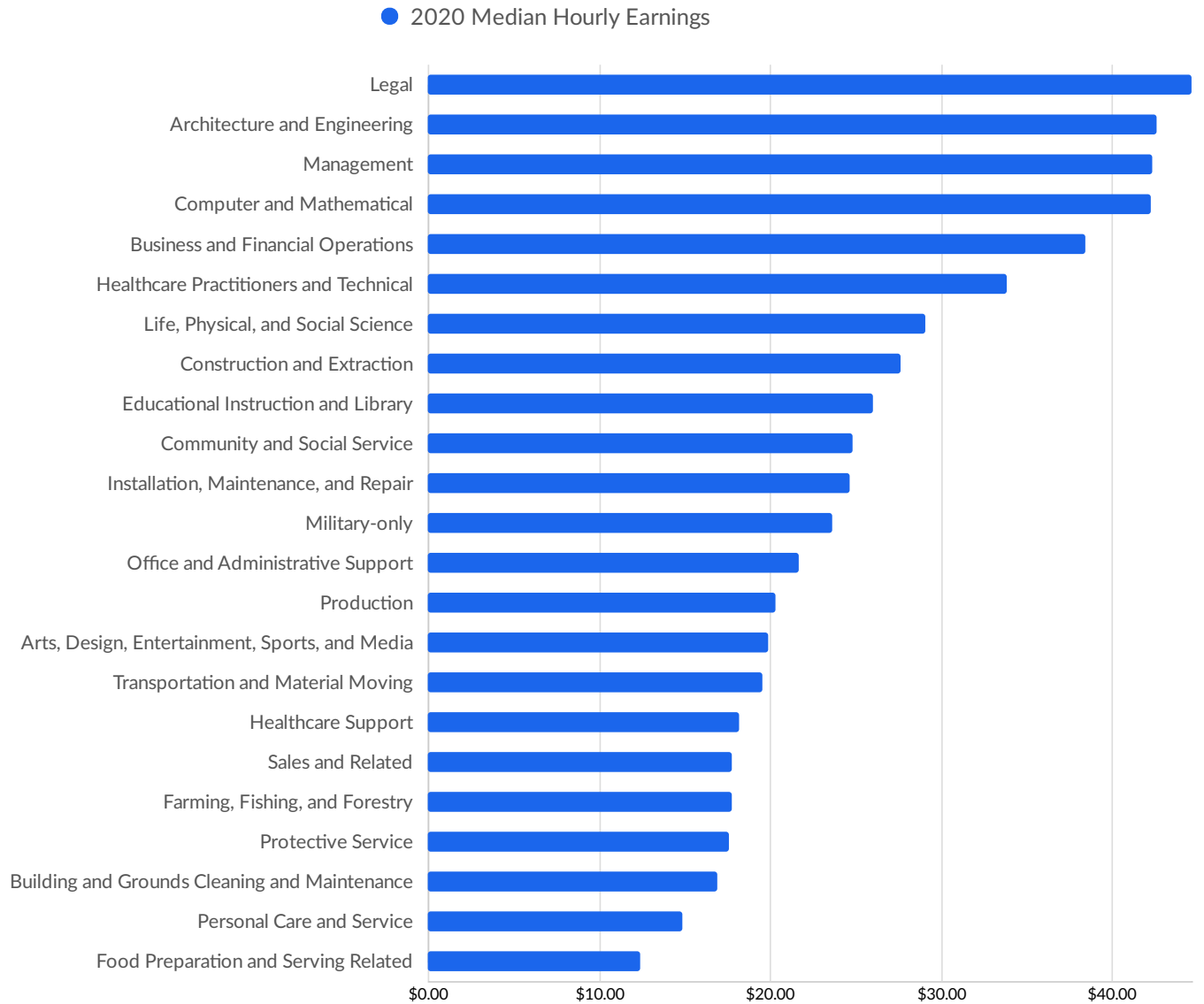
Top Growing Occupations



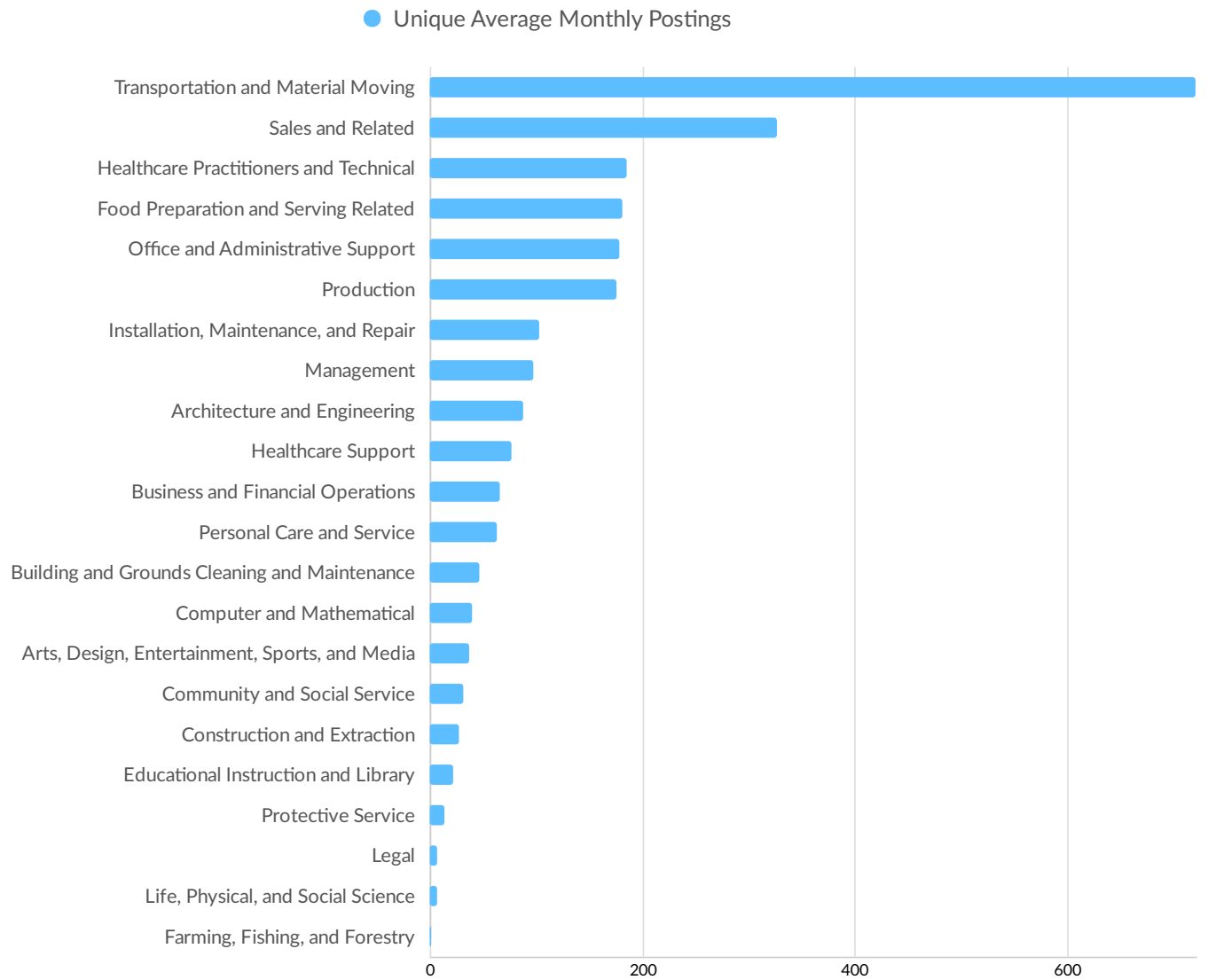
Top Occupation LQ



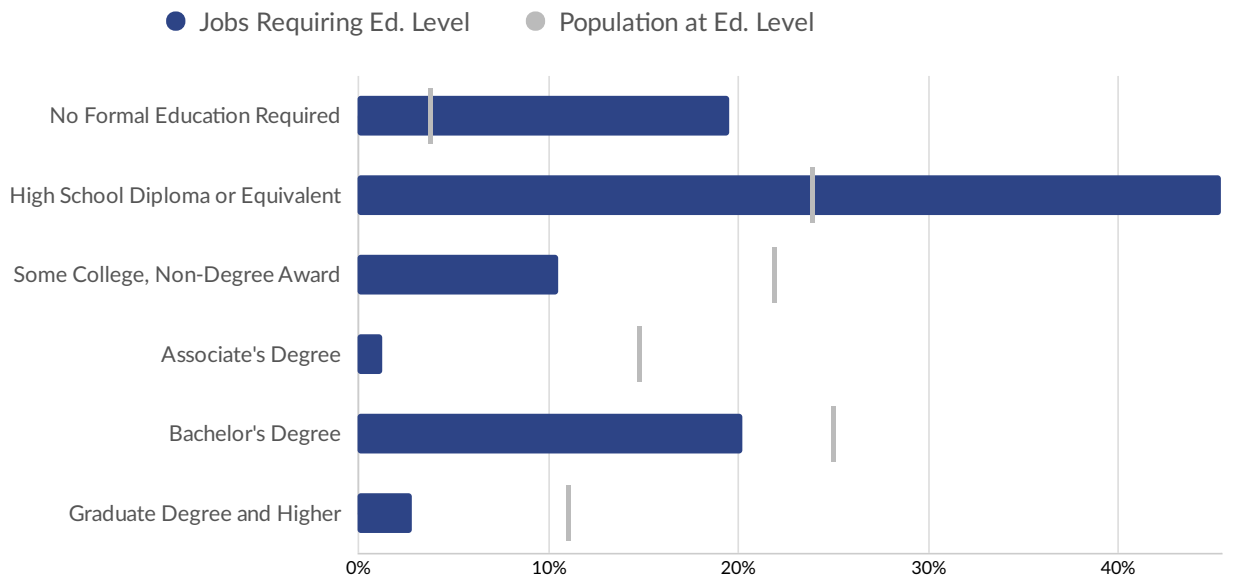
Top Occupation Earnings



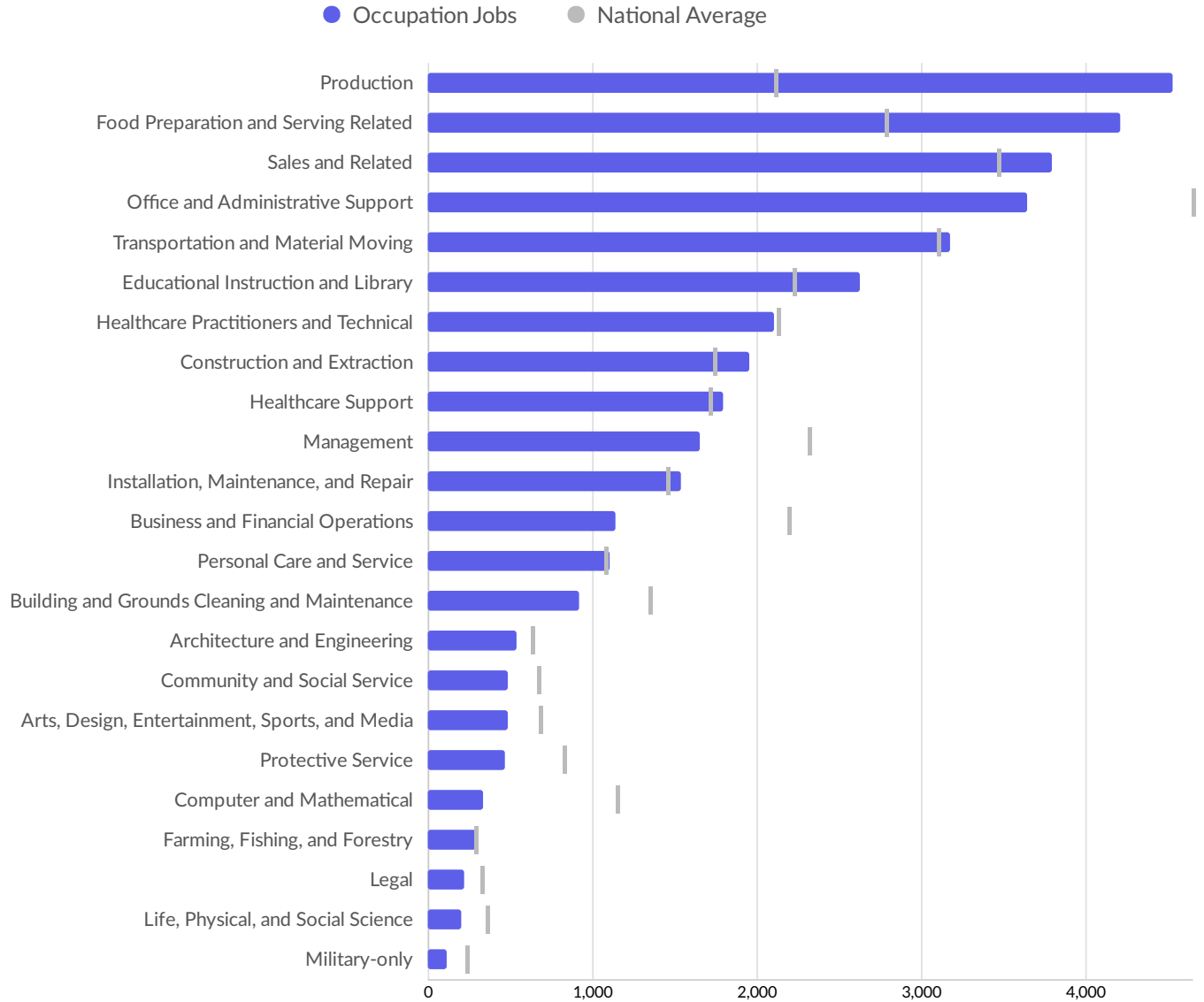
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills

