



St. Croix 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

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

91,612

Population (2020)

Population **grew by 4,483** over the last 5 years and is projected to **grow by 3,657** over the next 5 years.

37,640

Total Regional Employment

Jobs **grew by 512** over the last 5 years and are projected to **grow by 1,620** over the next 5 years.

\$84.8K

Median Household Income (2019)

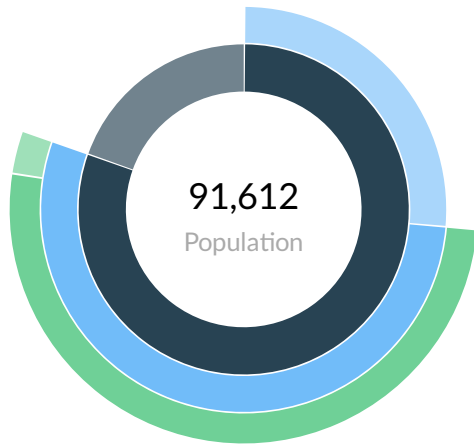
Median household income is **\$21.9K above** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 5.1%** since 2015, growing by 4,483. Population is expected to **increase by 4.0%** between 2020 and 2025, adding 3,657.
- From 2015 to 2020, jobs **increased by 1.4%** in St. Croix County, WI from 37,128 to **37,640**. This change **fell short of the national growth rate of 3.1% by 1.7%**. As the number of jobs increased, the **labor force participation rate decreased from 70.9% to 67.3% 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	91,612	49,531	37,640	101.5	\$3.80B	\$6.39B	\$3.76B
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

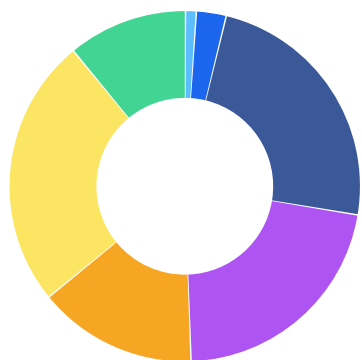
2020 Labor Force Breakdown



	Population
● Total Working Age Population	73,621
● Not in Labor Force (15+)	24,090
● Labor Force	49,531
● Employed	46,801
● Unemployed	2,730
● Under 15	17,991

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).

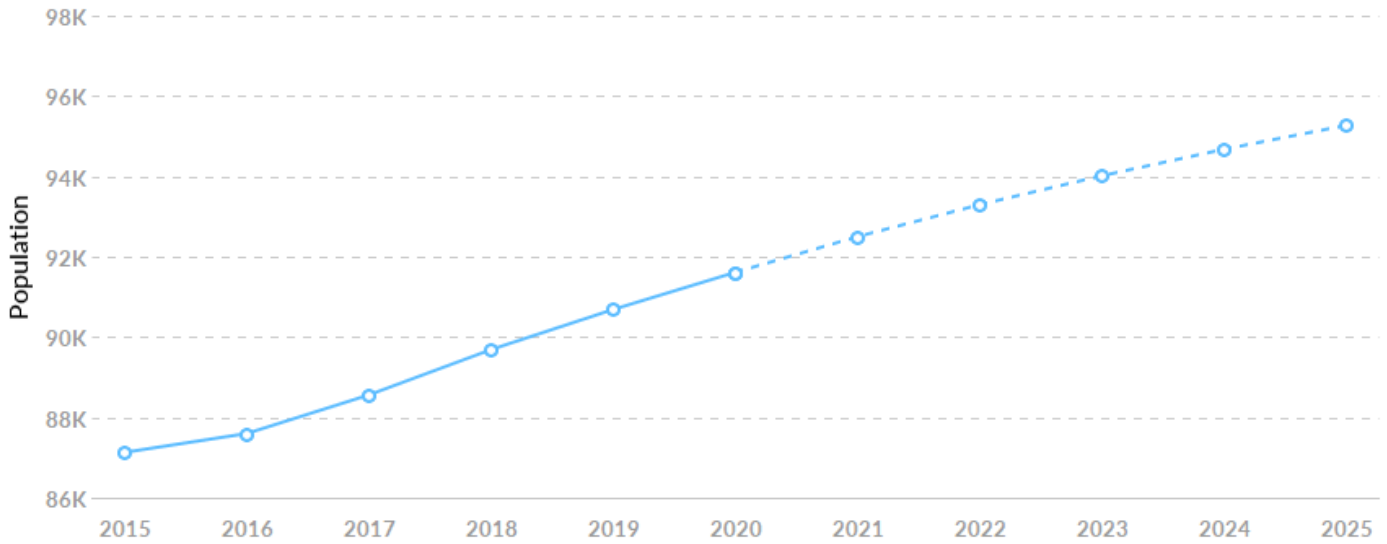


	% of Population	Population
● Less Than 9th Grade	1.0%	618
● 9th Grade to 12th Grade	2.7%	1,717
● High School Diploma	23.8%	14,887
● Some College	21.8%	13,635
● Associate's Degree	14.7%	9,185
● Bachelor's Degree	24.9%	15,587
● Graduate Degree and Higher	11.0%	6,892

Historic & Projected Trends

Population Trends

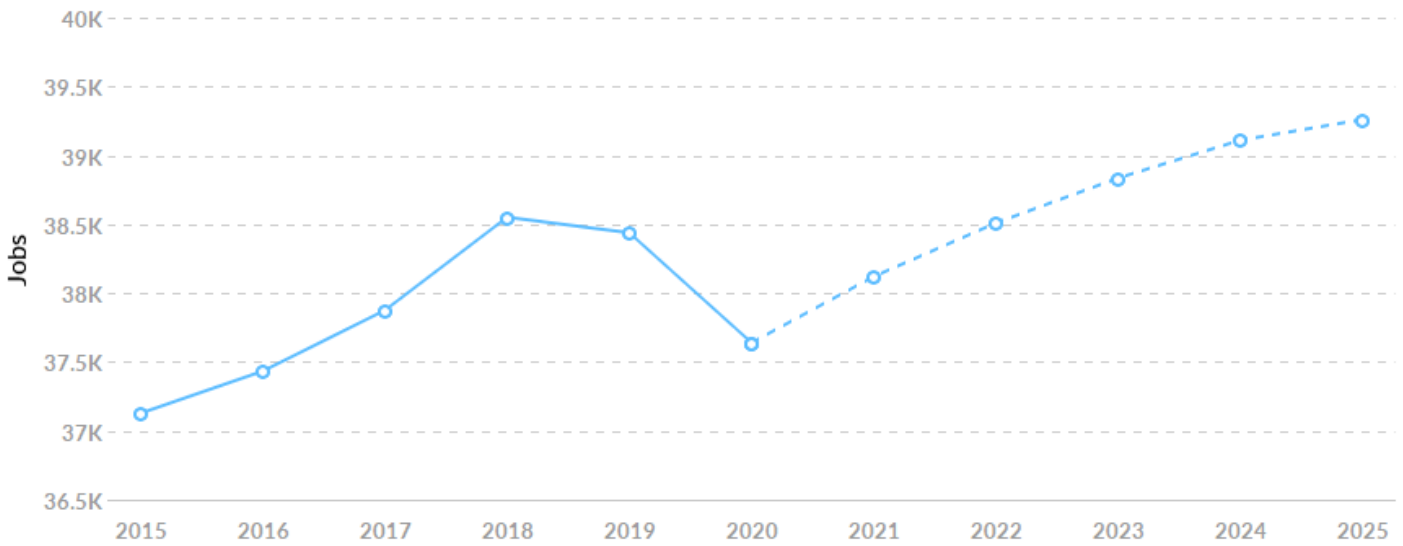
As of 2020 the region's population **increased by 5.1%** since 2015, growing by 4,483. Population is expected to **increase by 4.0%** between 2020 and 2025, adding 3,657.



Timeframe	Population
2015	87,129
2016	87,598
2017	88,560
2018	89,688
2019	90,687
2020	91,612
2021	92,500
2022	93,296
2023	94,015
2024	94,675
2025	95,269

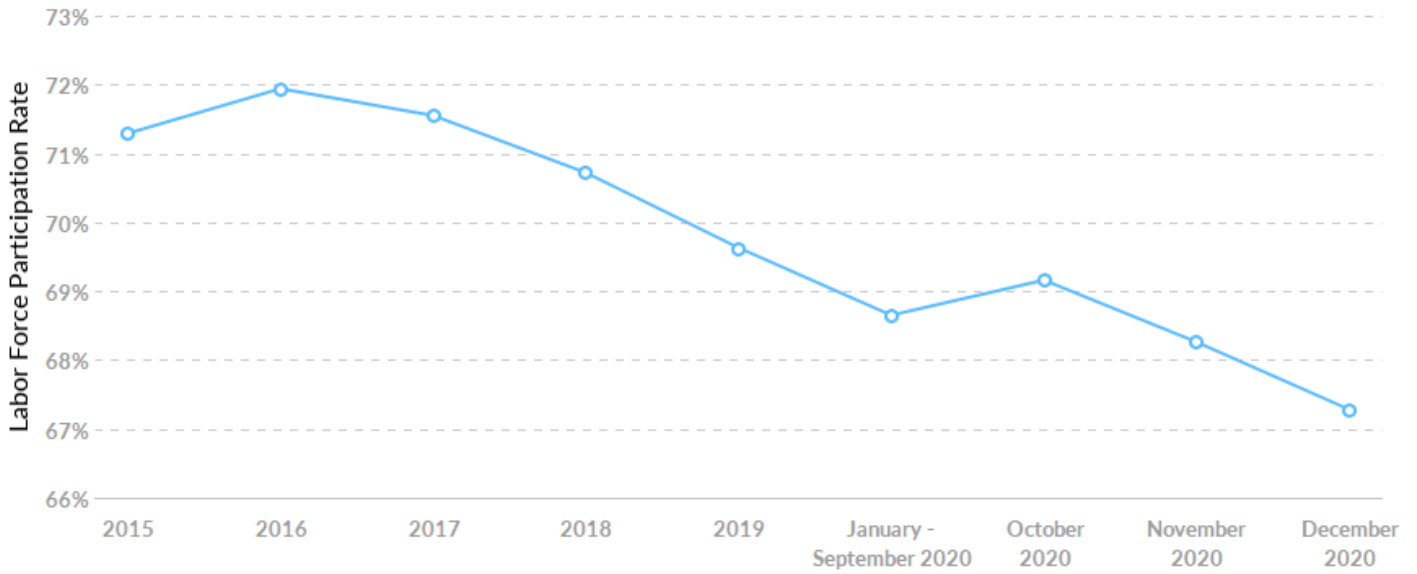
Job Trends

From 2015 to 2020, jobs increased by 1.4% in St. Croix County, WI from 37,128 to 37,640. This change fell short of the national growth rate of 3.1% by 1.7%.



Timeframe	Jobs
2015	37,128
2016	37,434
2017	37,876
2018	38,551
2019	38,438
2020	37,640
2021	38,120
2022	38,509
2023	38,835
2024	39,110
2025	39,260

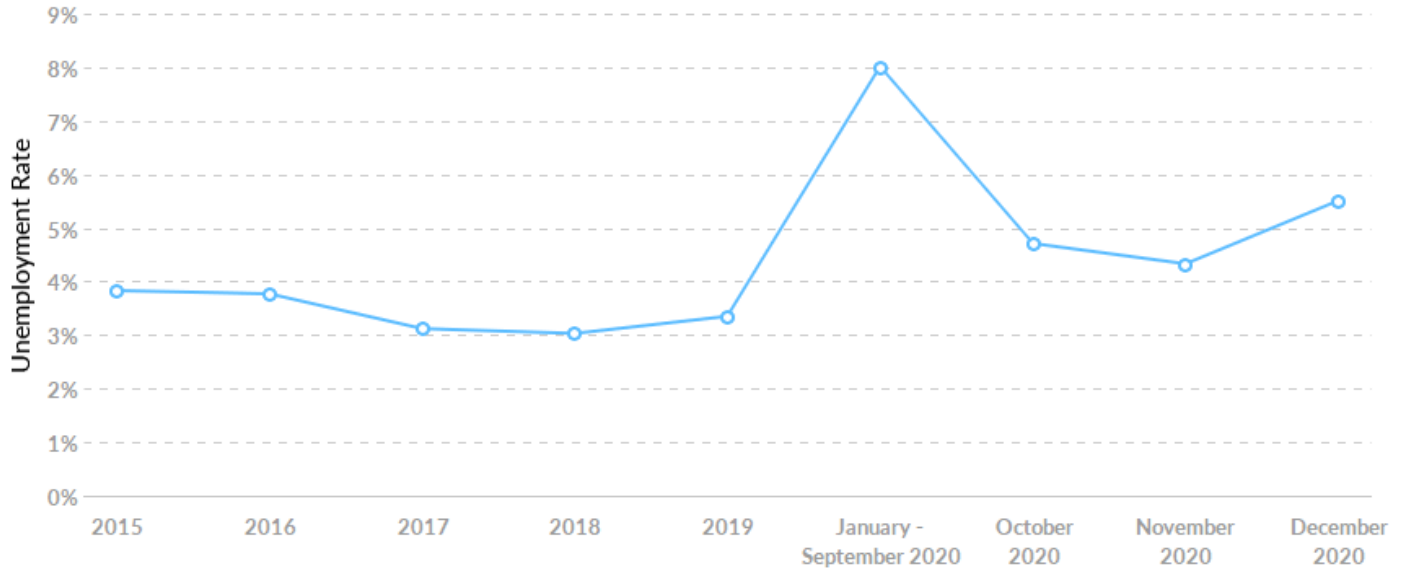
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	71.29%
2016	71.94%
2017	71.55%
2018	70.72%
2019	69.63%
January - September 2020	68.65%
October 2020	69.16%
November 2020	68.26%
December 2020	67.28%

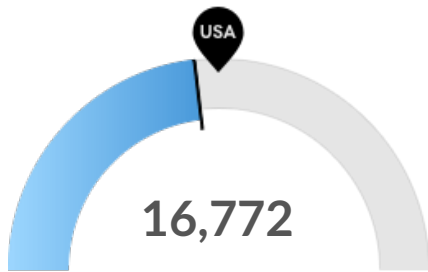
Unemployment Rate Trends

St. Croix County, WI had a December 2020 unemployment rate of 5.51%, **increasing from 3.83%** 5 years before.



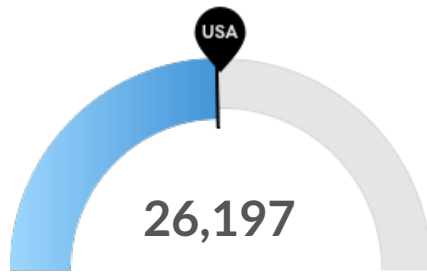
Timeframe	Unemployment Rate
2015	3.83%
2016	3.77%
2017	3.12%
2018	3.03%
2019	3.35%
January - September 2020	8.01%
October 2020	4.71%
November 2020	4.33%
December 2020	5.51%

Population Characteristics



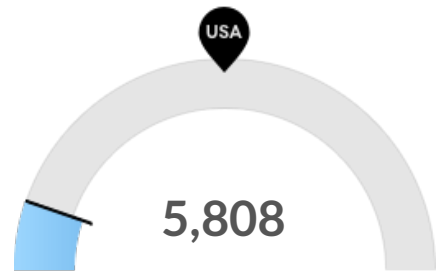
Millennials

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



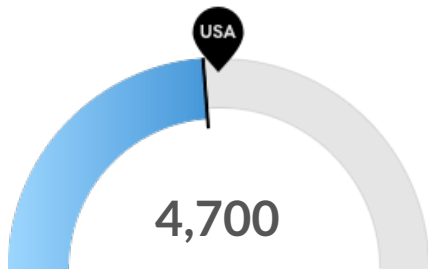
Retiring Soon

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.



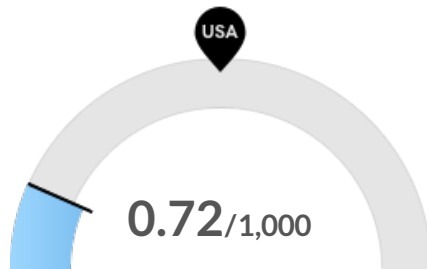
Racial Diversity

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.



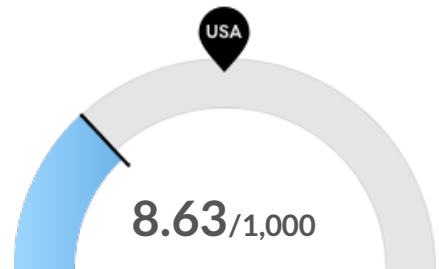
Veterans

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.

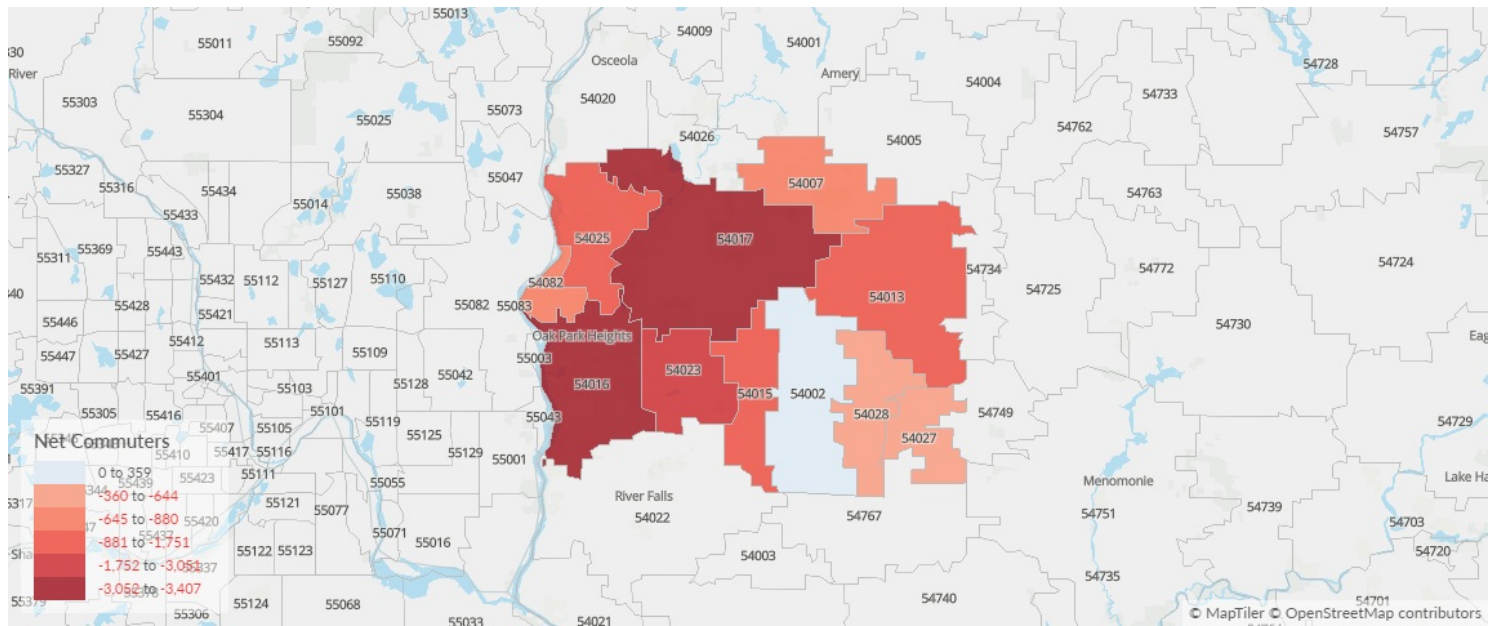


Property Crime

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

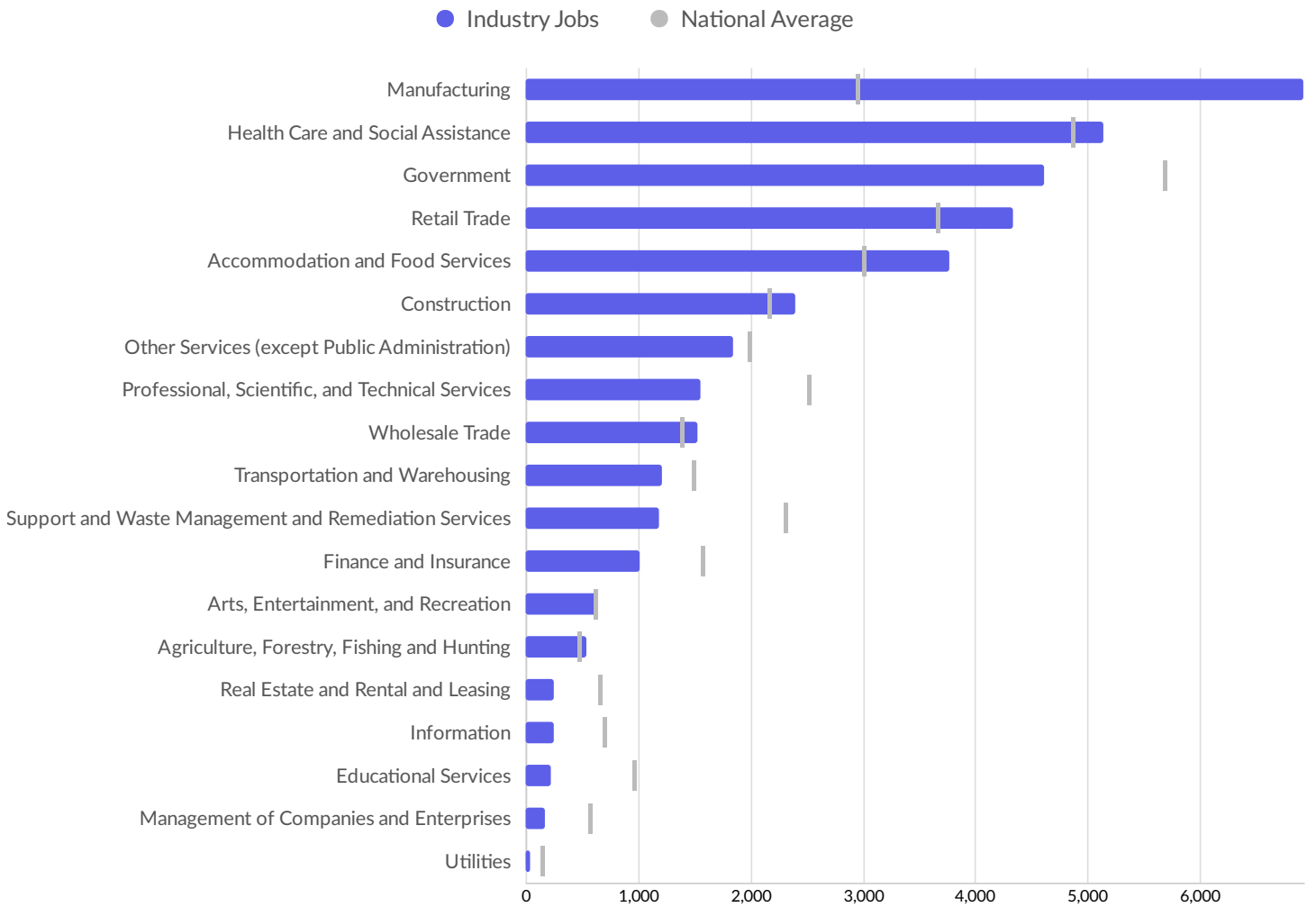
Where Talent Lives

ZIP	Name	2020 Employment
54016	Hudson, WI (in St. Croix...)	17,497
54017	New Richmond, WI (in ...)	7,751
54002	Baldwin, WI (in St. Croi...)	3,857
54025	Somerset, WI (in St. Cro...)	3,340
54015	Hammond, WI (in St. Cr...)	1,267

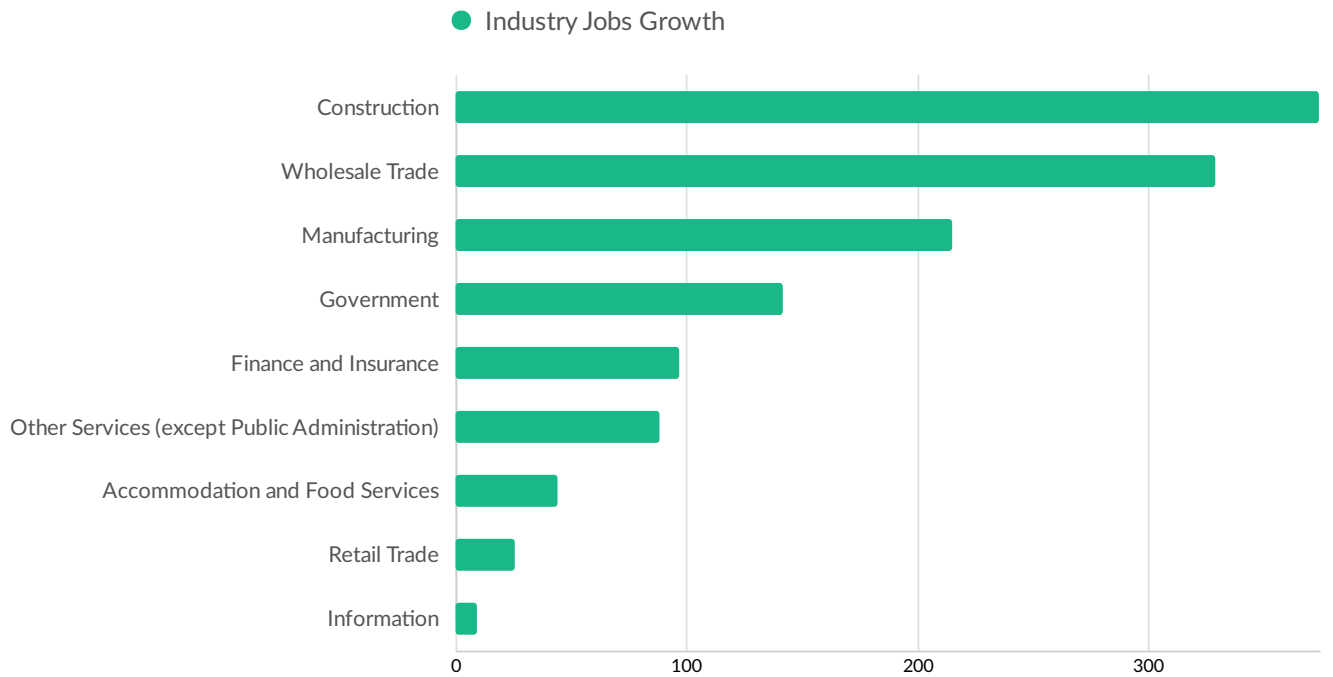
ZIP	Name	2020 Workers
54016	Hudson, WI (in St. Croix...)	20,549
54017	New Richmond, WI (in ...)	11,158
54025	Somerset, WI (in St. Cro...)	4,283
54002	Baldwin, WI (in St. Croi...)	3,804
54023	Roberts, WI (in St. Croix...)	2,882

Industry Characteristics

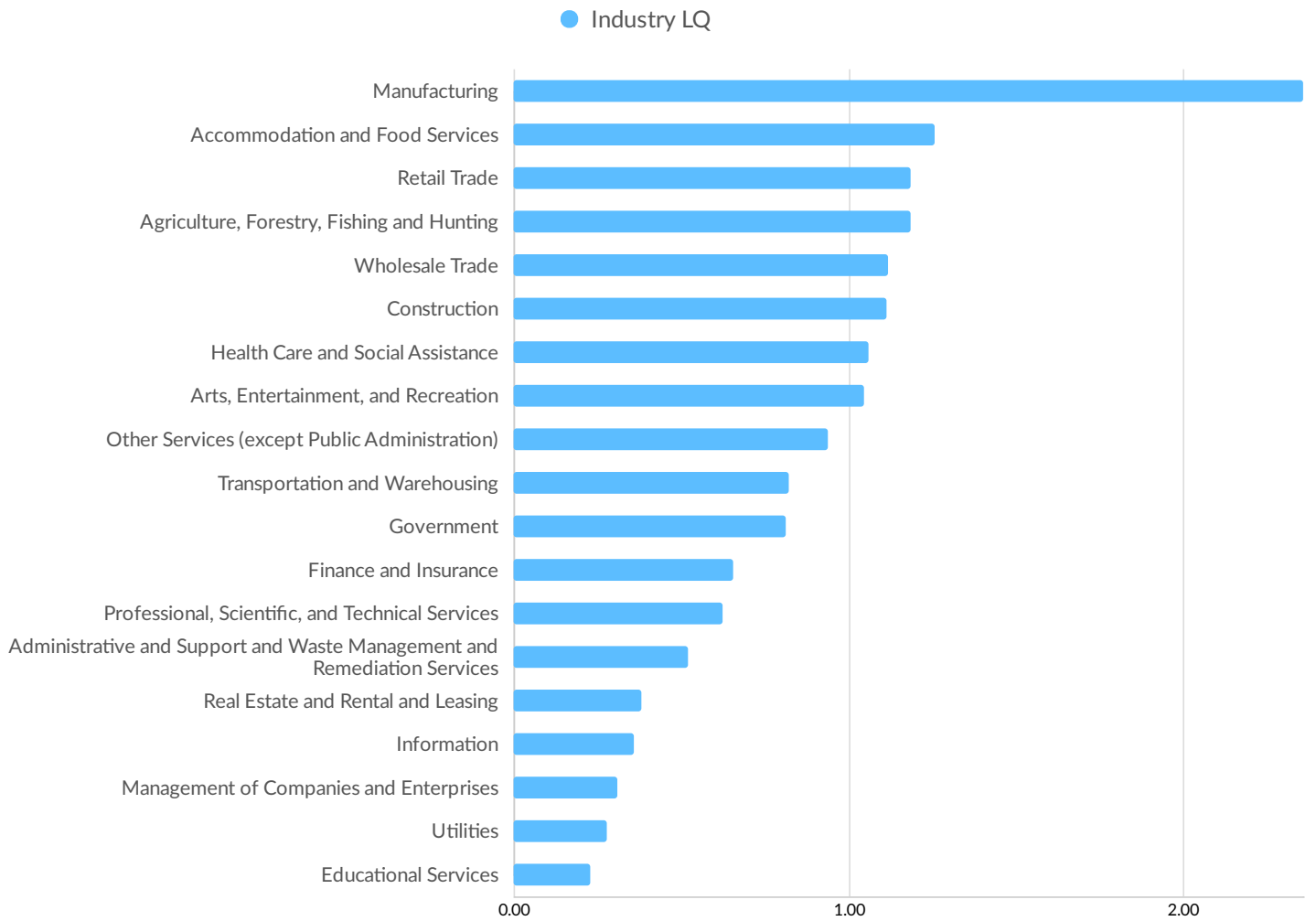
Largest Industries



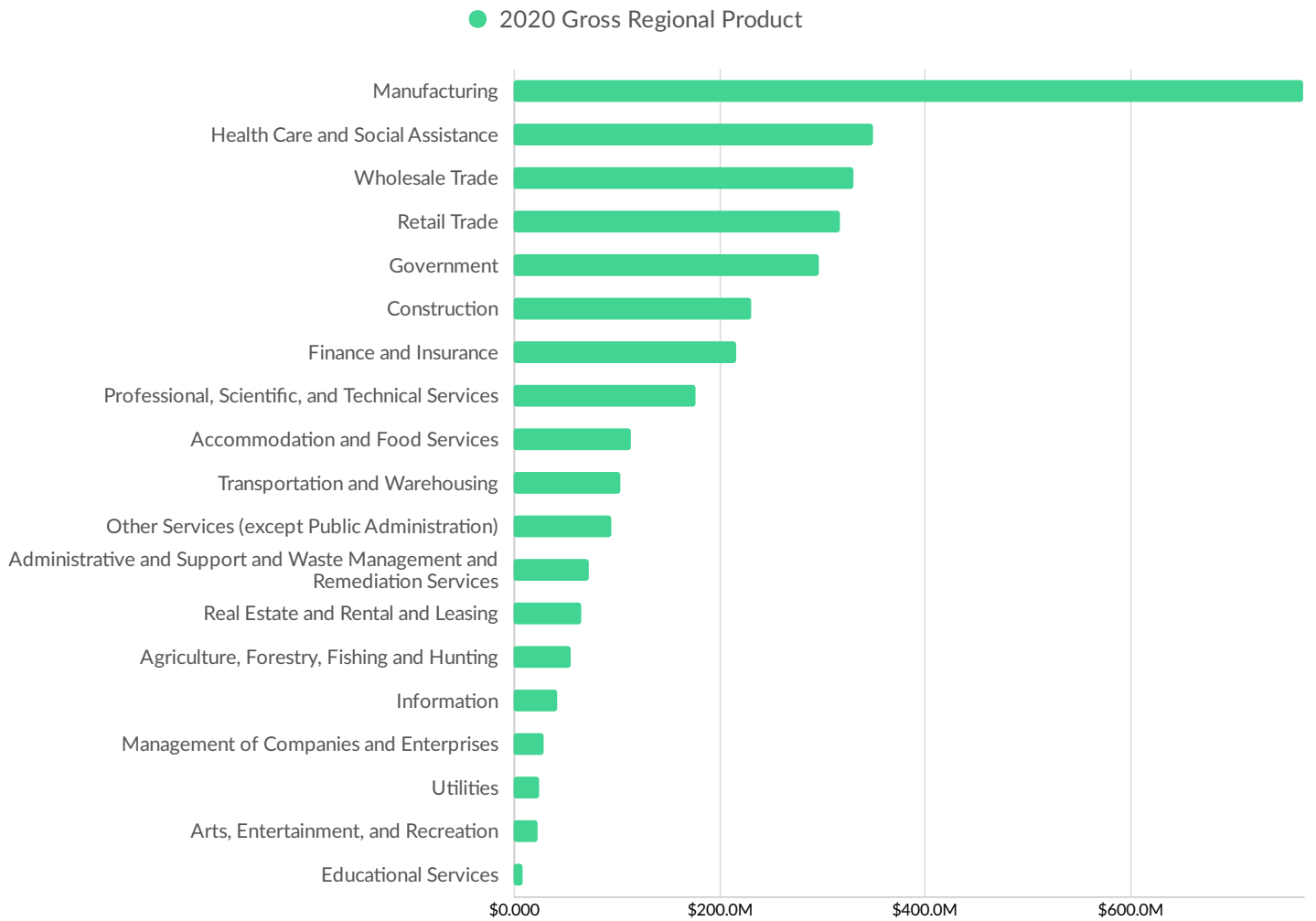
Top Growing Industries



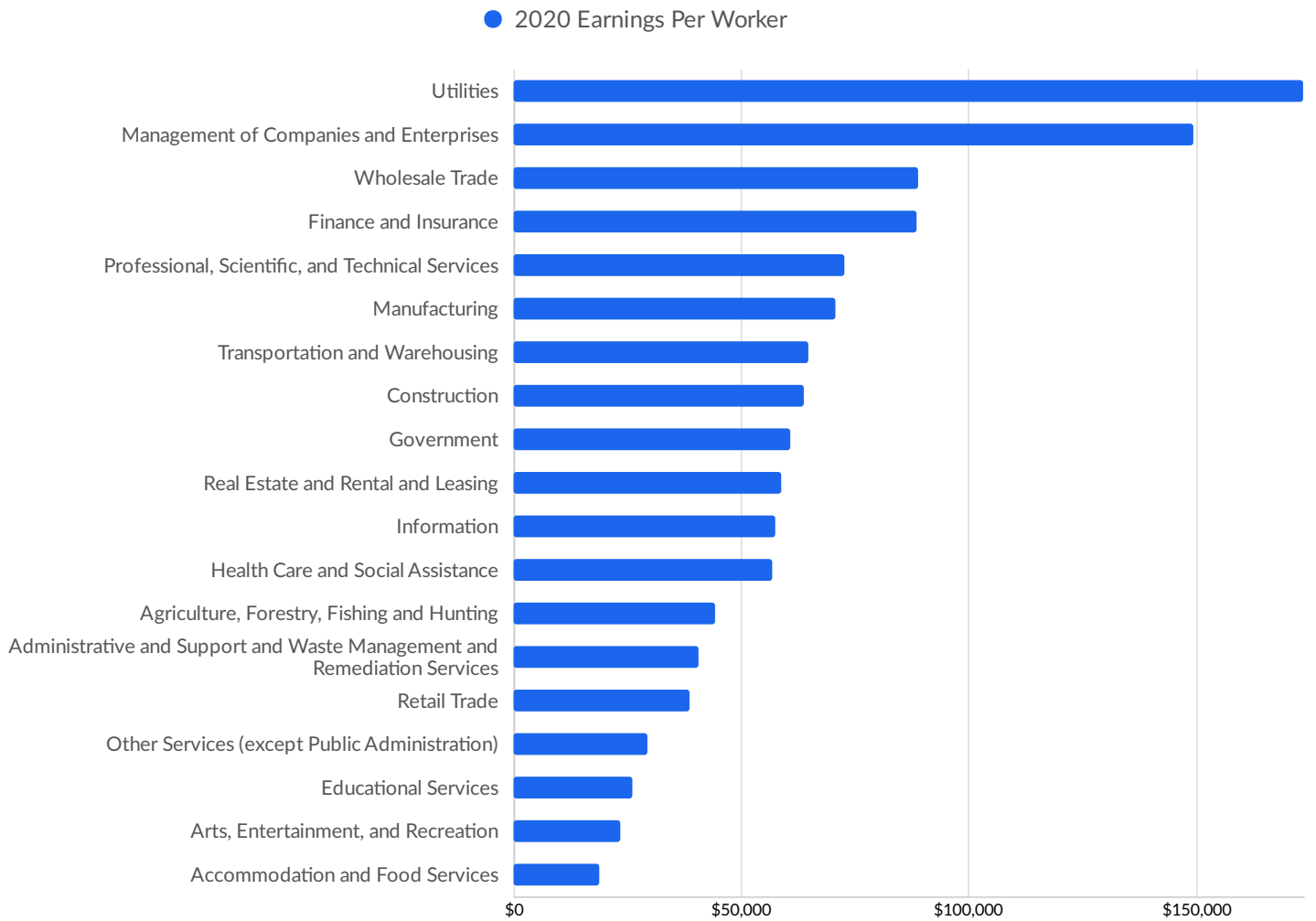
Top Industry LQ



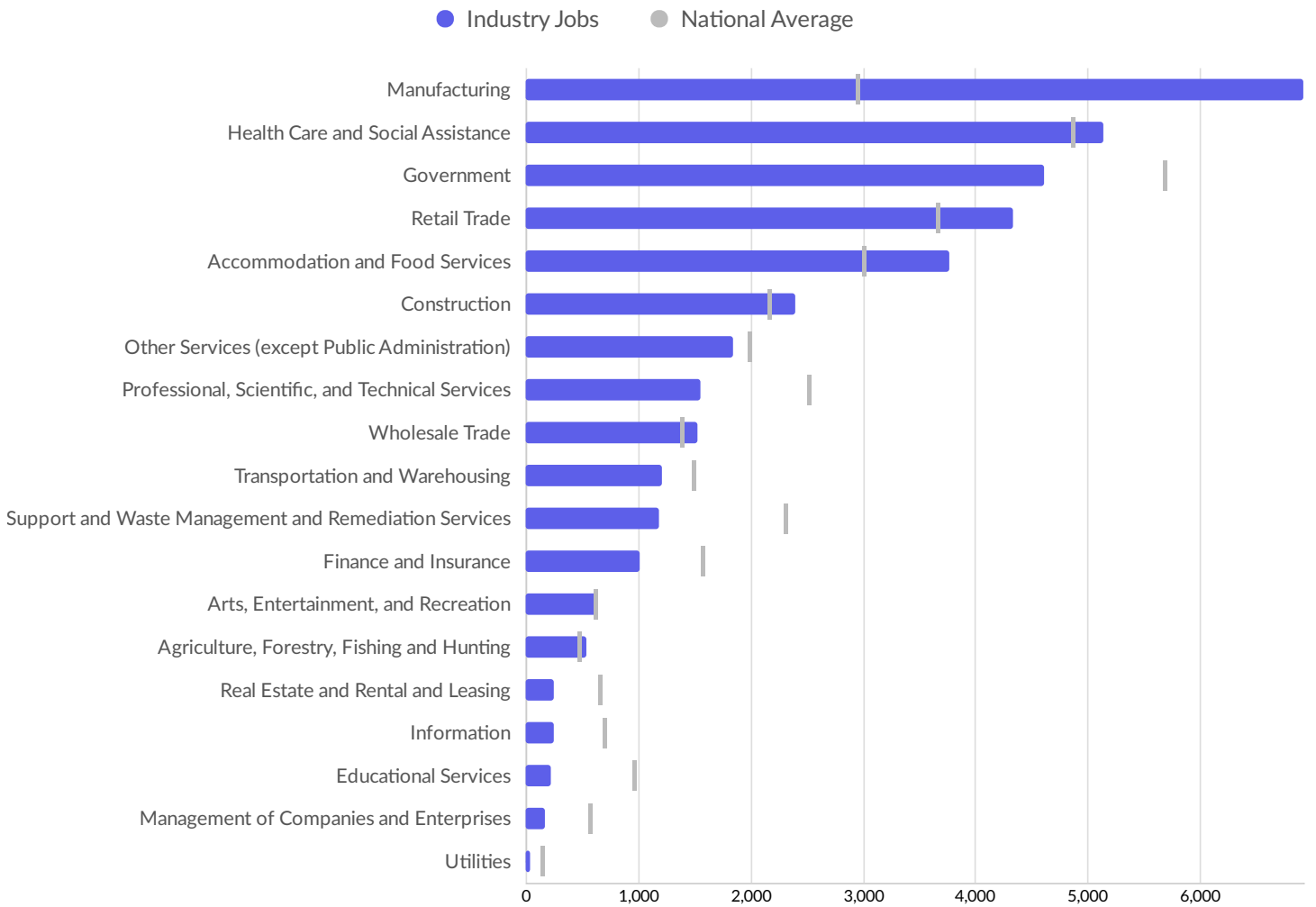
Top Industry GRP



Top Industry Earnings























Largest Industries



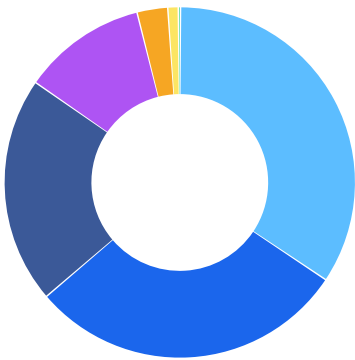
Business Characteristics

6,823 Companies Employ Your Workers

Online profiles for your workers mention 6,823 companies as employers, with the top 10 appearing below. In the last 12 months, 1,387 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	241 	Hudson Global, Inc.	247 
Andersen Corporation	215 	Aerotek, Inc.	231 
Hudson Global, Inc.	175 	Roehl Transport, Inc.	220 
Saint Croix Cleaners	92 	Wal-Mart, Inc.	203 
Phillips Plastics Corporation	87 	U.S. Xpress, Inc.	160 
The Specialty Mfg Co	68 	Kwik Trip, Inc.	150 
Allina Health System	61 	Presbyterian Homes and Services	150 
Wal-Mart, Inc.	57 	Dart Transit Co Inc	142 
University of Wisconsin-Madison	55 	Shipt, Inc.	136 
U.S. Bancorp	53 	SMC	123 

Business Size

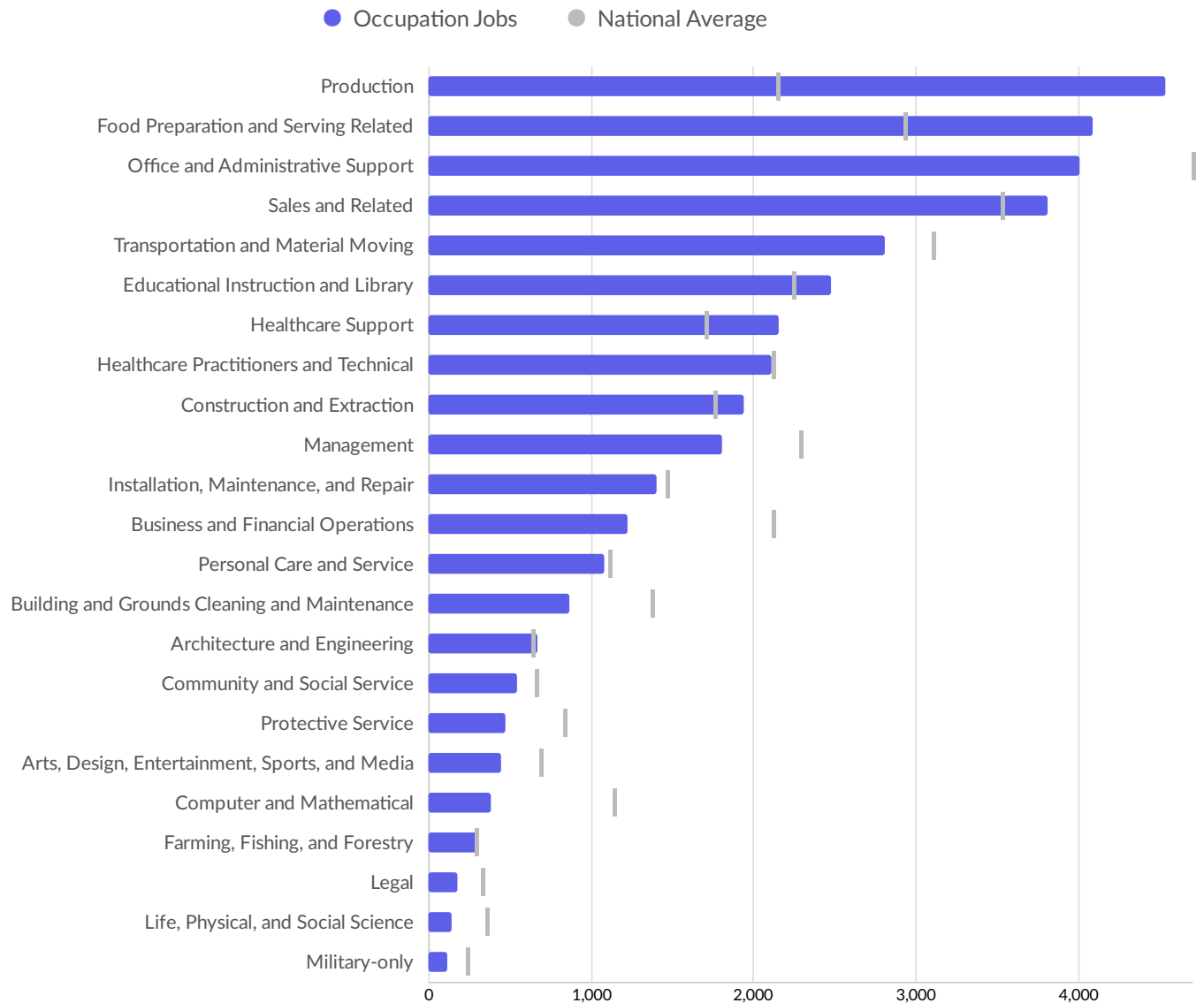


	Percentage	Business Count
● 1 to 4 employees	34.3%	1,176
● 5 to 9 employees	29.4%	1,008
● 10 to 19 employees	20.9%	717
● 20 to 49 employees	11.4%	392
● 50 to 99 employees	2.8%	97
● 100 to 249 employees	1.0%	33
● 250 to 499 employees	0.2%	7

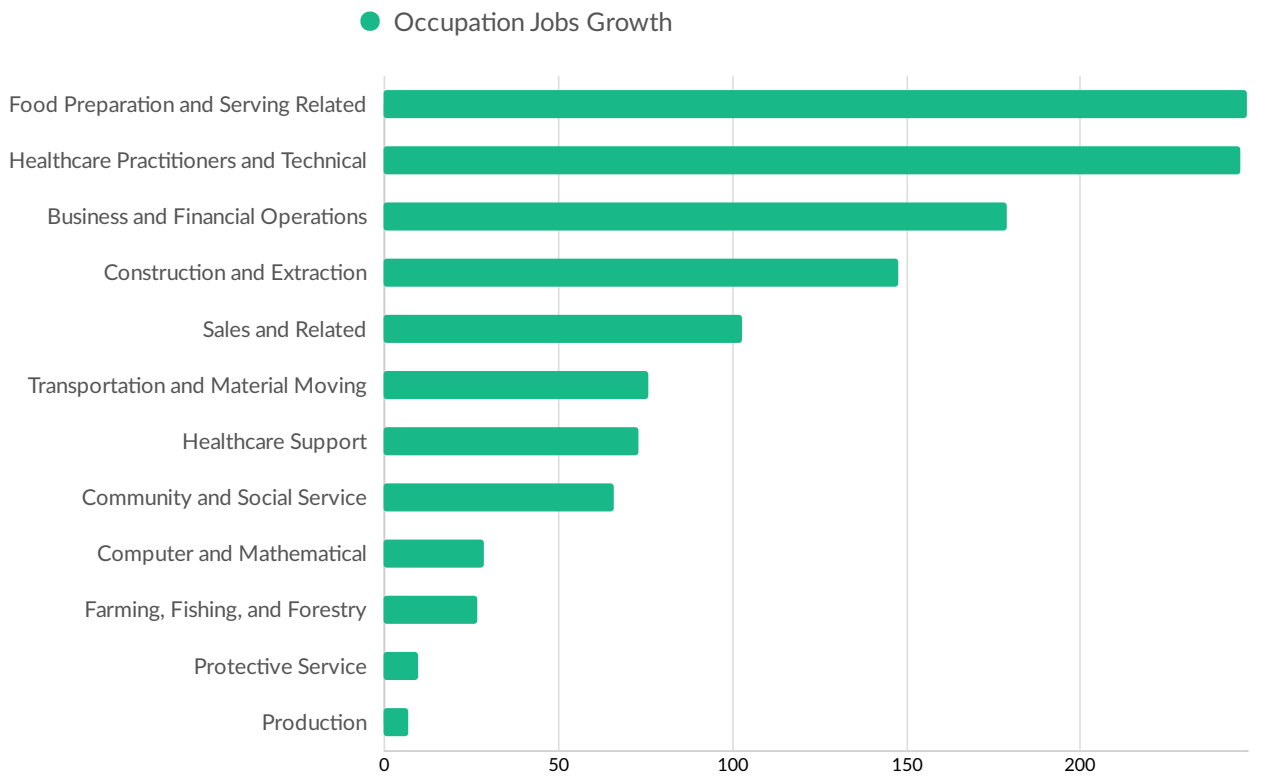
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

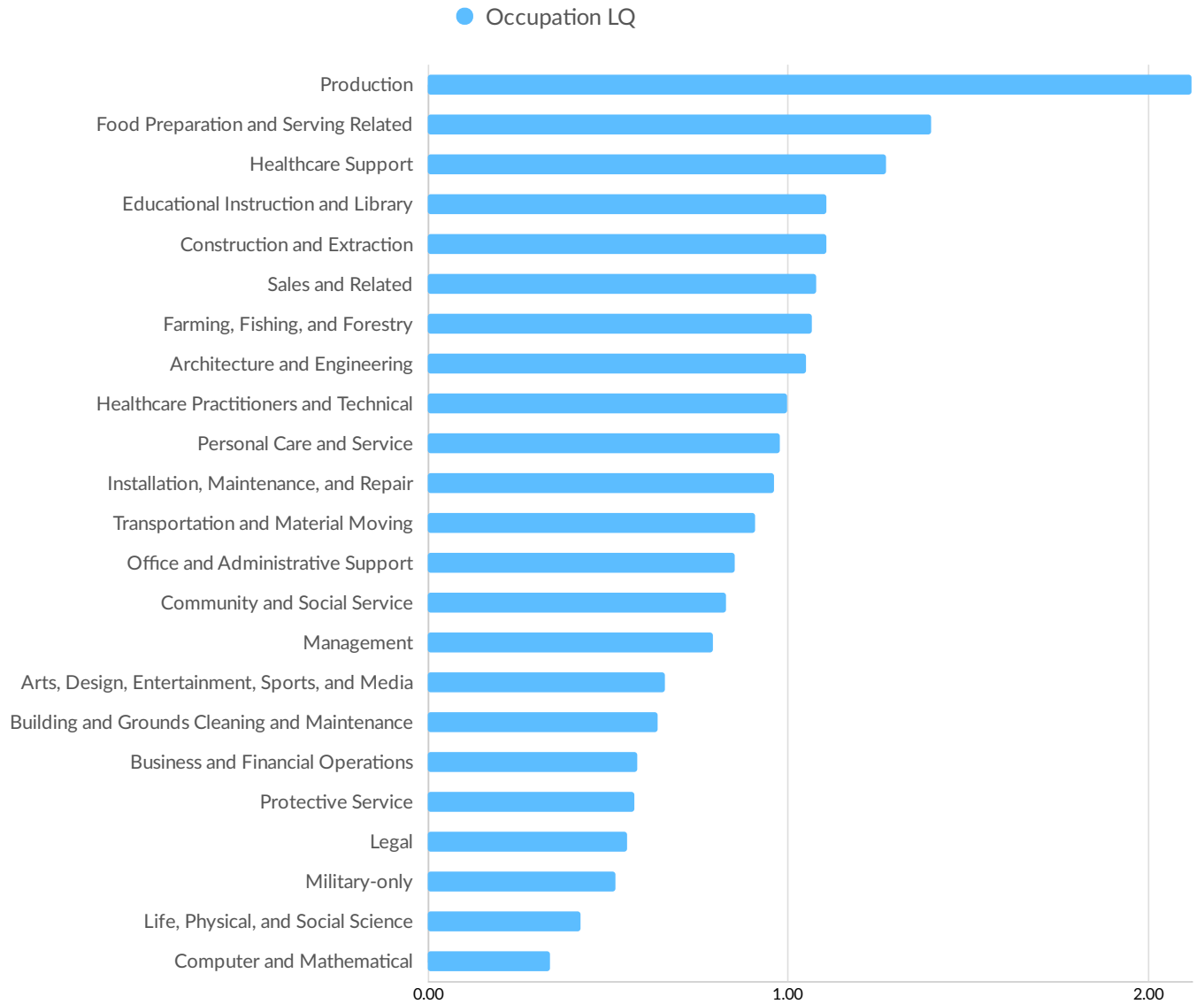
Largest Occupations



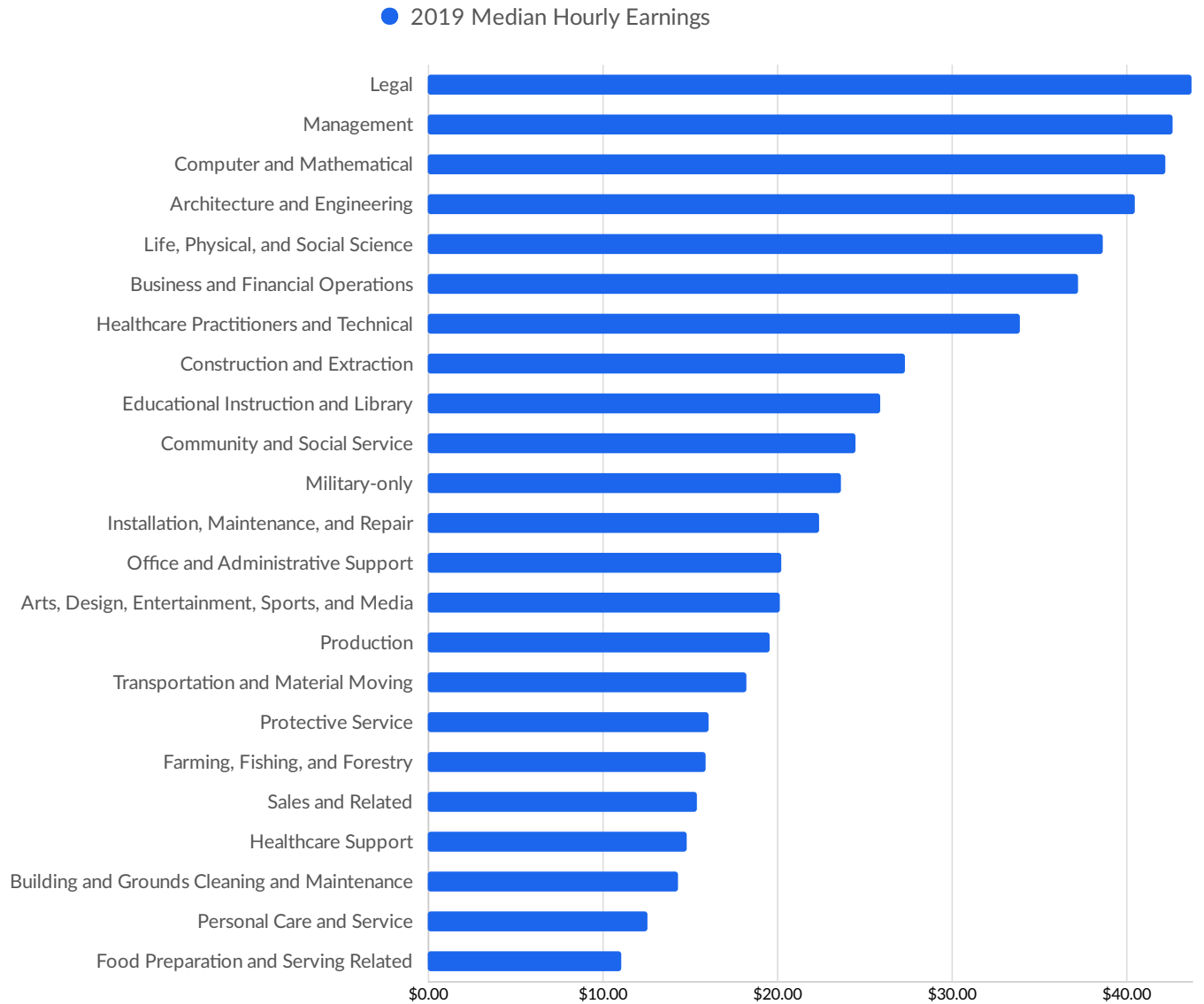
Top Growing Occupations



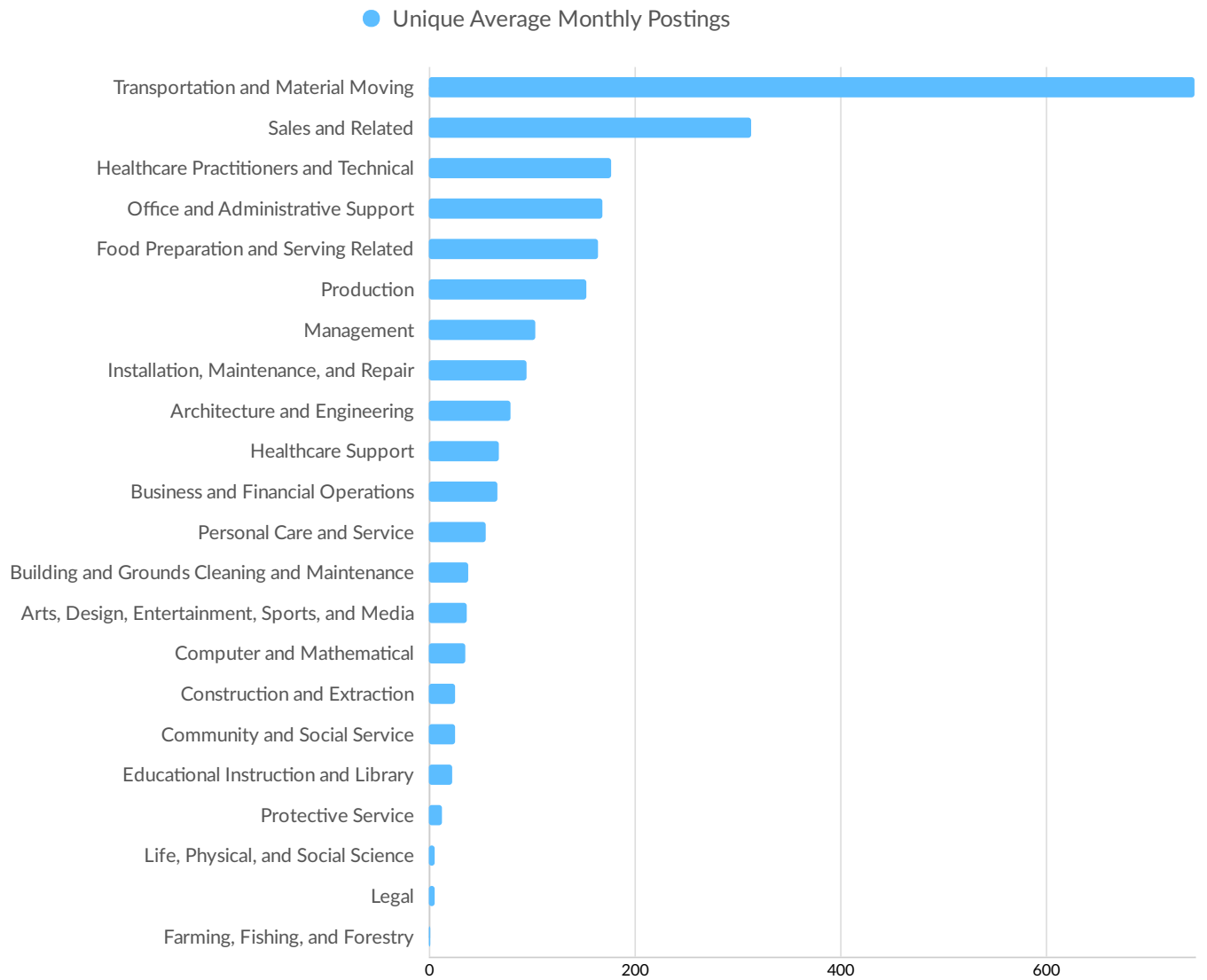
Top Occupation LQ



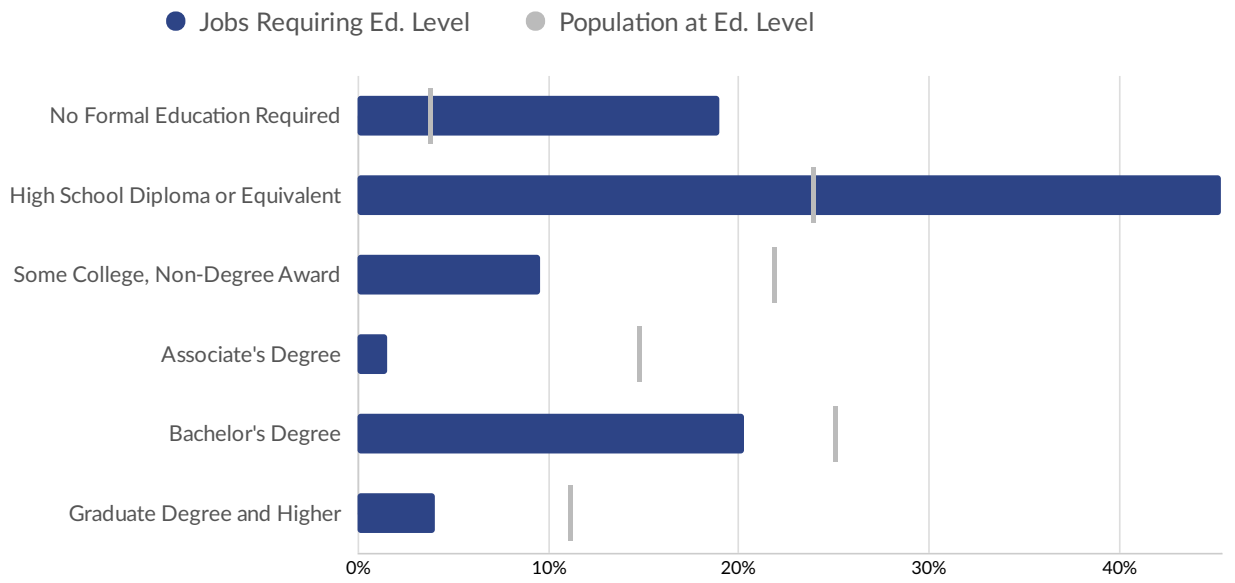
Top Occupation Earnings



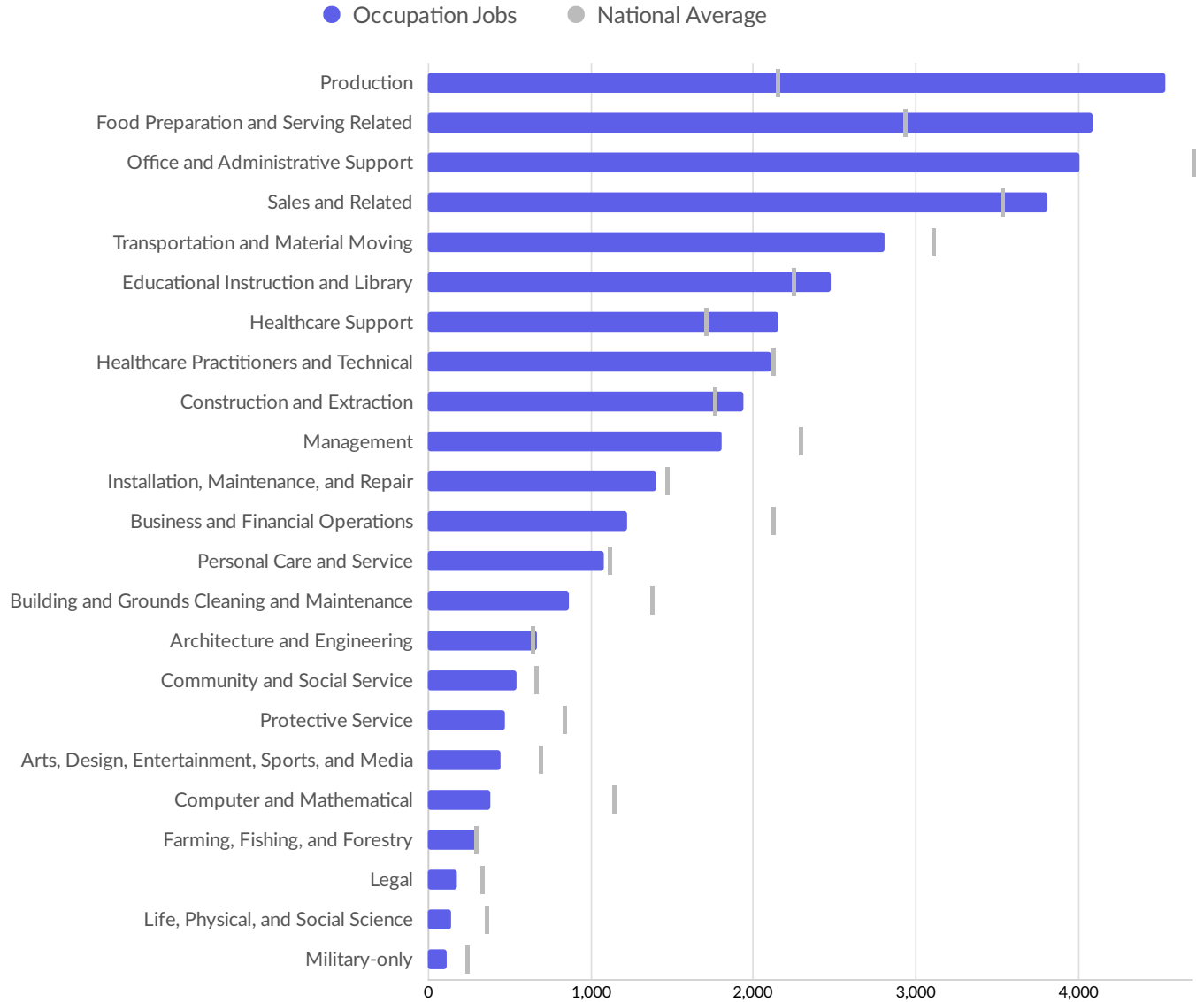
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills

