

# Economy Overview

St. Croix County, WI

EMSI Q3 2015 Data Set

January 2016

**West Central Wisconsin Regional Planning Commission**



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# Parameters

## Regions

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Code	Description
55109	St. Croix County, WI

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## Timeframe

2001 - 2015

## Datarun

2015.3 – QCEW Employees, Non-QCEW Employees, and Self-Employed

## Economy Overview

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Population (2015)	87,486
Jobs (2015)	37,841
Average Earnings (2015)	\$44,339
Unemployed (7/2015)	1,738
Completions (2014)	0
GRP (2013)	\$3,074,271,916
Exports (2013)	\$4,363,569,209
Imports (2013)	\$5,547,565,449

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# Population

<b>87,486</b> <b>2015 Population</b> 1.5% of State	<b>3.7%</b> <b>Population Growth for the Last 5 Years</b> State Growth 1.6%
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Age Group	2015 Population	% of Population	
Under 5 years	5,432	6.2%	
5 to 9 years	6,479	7.4%	
10 to 14 years	6,704	7.7%	
15 to 19 years	5,833	6.7%	
20 to 24 years	4,432	5.1%	
25 to 29 years	4,731	5.4%	
30 to 34 years	5,859	6.7%	
35 to 39 years	6,058	6.9%	
40 to 44 years	6,253	7.1%	
45 to 49 years	6,299	7.2%	
50 to 54 years	6,866	7.8%	
55 to 59 years	6,448	7.4%	
60 to 64 years	5,084	5.8%	
65 to 69 years	3,965	4.5%	
70 to 74 years	2,680	3.1%	
75 to 79 years	1,801	2.1%	
80 to 84 years	1,252	1.4%	
85 years and over	1,312	1.5%	

## Jobs by Industry






















<b>37,841</b> Total Jobs (2015)		<b>50.8%</b> Male (National: 51.4%)		<b>49.2%</b> Female (National: 48.6%)	
NAICS	Industry	2015 Jobs			
11	Crop and Animal Production	523			
21	Mining, Quarrying, and Oil and Gas Extraction	<10			
22	Utilities	42			
23	Construction	2,120			
31	Manufacturing	6,929			
42	Wholesale Trade	1,199			
44	Retail Trade	4,103			
48	Transportation and Warehousing	1,283			
51	Information	224			
52	Finance and Insurance	959			
53	Real Estate and Rental and Leasing	223			
54	Professional, Scientific, and Technical Services	1,783			
55	Management of Companies and Enterprises	183			
56	Administrative and Support and Waste Management and Remediation Services	1,472			
61	Educational Services	214			
62	Health Care and Social Assistance	5,794			
71	Arts, Entertainment, and Recreation	632			
72	Accommodation and Food Services	3,951			
81	Other Services (except Public Administration)	1,587			
90	Government	4,618			
99	Unclassified Industry	0			

## Average Earnings by Industry

**\$44,339**

**Avg. Earnings (2015)**















74% of Nation Avg.

NAICS	Industry	Avg. Earnings (2015)	
11	Crop and Animal Production	\$32,857	
21	Mining, Quarrying, and Oil and Gas Extraction	\$42,481	
22	Utilities	\$108,859	
23	Construction	\$47,744	
31	Manufacturing	\$63,471	
42	Wholesale Trade	\$74,472	
44	Retail Trade	\$30,497	
48	Transportation and Warehousing	\$54,840	
51	Information	\$48,047	
52	Finance and Insurance	\$64,174	
53	Real Estate and Rental and Leasing	\$35,446	
54	Professional, Scientific, and Technical Services	\$59,780	
55	Management of Companies and Enterprises	\$77,663	
56	Administrative and Support and Waste Management and Remediation Services	\$27,833	
61	Educational Services	\$14,095	
62	Health Care and Social Assistance	\$39,483	
71	Arts, Entertainment, and Recreation	\$16,311	
72	Accommodation and Food Services	\$15,029	
81	Other Services (except Public Administration)	\$22,495	
90	Government	\$54,362	
99	Unclassified Industry	\$0	

# Unemployment by Industry






















**1,738**

**Total Unemployment (7/2015)**

NAICS	Industry	Unemployed (7/2015)	% of Regional Unemployment	
11	Crop and Animal Production	6	0%	
21	Mining, Quarrying, and Oil and Gas Extraction	0	0%	
22	Utilities	1	0%	
23	Construction	68	4%	
31	Manufacturing	310	18%	
42	Wholesale Trade	23	1%	
44	Retail Trade	195	11%	
48	Transportation and Warehousing	132	8%	
51	Information	6	0%	
52	Finance and Insurance	22	1%	
53	Real Estate and Rental and Leasing	6	0%	
54	Professional, Scientific, and Technical Services	52	3%	
55	Management of Companies and Enterprises	1	0%	
56	Administrative and Support and Waste Management and Remediation Services	72	4%	
61	Educational Services	7	0%	
62	Health Care and Social Assistance	166	10%	
71	Arts, Entertainment, and Recreation	24	1%	
72	Accommodation and Food Services	245	14%	
81	Other Services (except Public Administration)	48	3%	
90	Government	106	6%	
99	No Previous Work Experience/Unspecified	250	14%	

## Gross Regional Product (GRP)

<b>\$1,828,674,347</b>	<b>\$1,007,410,688</b>	<b>\$238,186,882</b>	<b>\$3,074,271,916</b>
Earnings (2013)	Property Income (2013)	Taxes on Production (2013)	Total GRP (2013)

NAICS	Industry	GRP (2013)	% of Total	
11	Crop and Animal Production	\$153,182,777.17	5%	
21	Mining, Quarrying, and Oil and Gas Extraction	\$211,075,859.78	7%	
22	Utilities	\$13,716,316.08	0%	
23	Construction	\$130,157,034.92	4%	
31	Manufacturing	\$589,922,712.90	19%	
42	Wholesale Trade	\$196,514,221.35	6%	
44	Retail Trade	\$200,607,690.85	7%	
48	Transportation and Warehousing	\$97,009,591.34	3%	
51	Information	\$31,466,134.86	1%	
52	Finance and Insurance	\$166,253,317.11	5%	
53	Real Estate and Rental and Leasing	\$65,186,172.45	2%	
54	Professional, Scientific, and Technical Services	\$130,426,590.77	4%	
55	Management of Companies and Enterprises	\$16,419,874.17	1%	
56	Administrative and Support and Waste Management and Remediation Services	\$54,992,854.82	2%	
61	Educational Services	\$5,512,065.28	0%	
62	Health Care and Social Assistance	\$241,072,645.63	8%	
71	Arts, Entertainment, and Recreation	\$18,255,027.26	1%	
72	Accommodation and Food Services	\$73,158,953.75	2%	
81	Other Services (except Public Administration)	\$51,261,914.06	2%	
90	Government	\$257,793,870.16	8%	
	Other Non-Industries	\$370,286,291.79	12%	



## Region Exports

**\$4,363,569,209.29**

Exports (2013)

77% of Supply

NAICS	Industry	Exports (2013)
11	Crop and Animal Production	\$339,341,851.17
21	Mining, Quarrying, and Oil and Gas Extraction	\$321,772,690.25
22	Utilities	\$15,995,346.24
23	Construction	\$166,706,824.87
31	Manufacturing	\$1,687,219,013.53
42	Wholesale Trade	\$264,581,071.42
44	Retail Trade	\$195,558,929.72
48	Transportation and Warehousing	\$183,128,814.66
51	Information	\$39,749,331.67
52	Finance and Insurance	\$204,238,085.39
53	Real Estate and Rental and Leasing	\$101,263,079.08
54	Professional, Scientific, and Technical Services	\$142,009,628.77
55	Management of Companies and Enterprises	\$26,858,558.16
56	Administrative and Support and Waste Management and Remediation Services	\$56,759,251.26
61	Educational Services	\$4,025,883.02
62	Health Care and Social Assistance	\$210,984,147.83
71	Arts, Entertainment, and Recreation	\$17,670,520.43
72	Accommodation and Food Services	\$81,594,529.59
81	Other Services (except Public Administration)	\$49,720,029.71
90	Government	\$254,391,622.51

## Region Imports

**\$5,547,565,449.0**





















**Imports (2013)**

81% of Demand

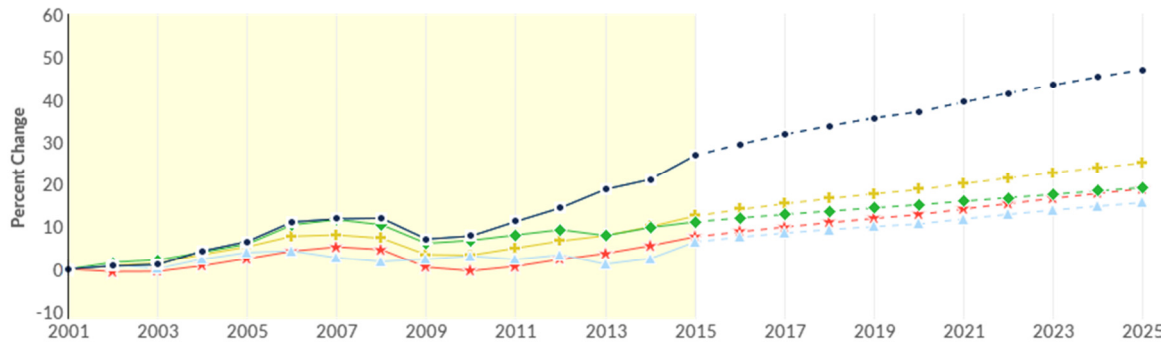
**\$1,288,620,985.8**

**Locally Produced & Consumed (2013)**

19% of Demand







NAICS	Industry	Imports (2013)
11	Crop and Animal Production	\$119,094,599.35 
21	Mining, Quarrying, and Oil and Gas Extraction	\$81,028,834.56 
22	Utilities	\$82,012,473.90 
23	Construction	\$148,977,313.08 
31	Manufacturing	\$1,305,000,234.88 
42	Wholesale Trade	\$312,149,304.61 
44	Retail Trade	\$241,891,365.07 
48	Transportation and Warehousing	\$167,289,444.79 
51	Information	\$227,412,379.35 
52	Finance and Insurance	\$376,328,416.13 
53	Real Estate and Rental and Leasing	\$174,139,885.12 
54	Professional, Scientific, and Technical Services	\$221,050,599.27 
55	Management of Companies and Enterprises	\$122,056,643.17 
56	Administrative and Support and Waste Management and Remediation Services	\$97,047,904.95 
61	Educational Services	\$76,691,669.25 
62	Health Care and Social Assistance	\$345,279,491.27 
71	Arts, Entertainment, and Recreation	\$50,572,756.29 
72	Accommodation and Food Services	\$137,484,354.80 
81	Other Services (except Public Administration)	\$85,013,792.86 
90	Government	\$1,177,043,986.27 

## Regional Trends




	Region	2001 Jobs	2015 Jobs	Change	% Change
●	Region	29,850	37,841	7,991	26.8%
●	St. Croix County	29,850	37,841	7,991	26.8%
●	Pierce County	11,307	12,035	728	6.4%
●	Eau Claire County	55,391	61,568	6,177	11.2%
●	West Central Wisconsin	178,238	200,540	22,302	12.5%
●	United States	145,028,963	156,106,469	11,077,506	7.6%

## Growing & Declining Occupations

Occupation	Change in Jobs (2001-2015)	
Personal Care Aides	1,261	
Combined Food Preparation and Serving Workers, Including Fast Food	590	
Registered Nurses	339	
Food Batchmakers	-37	
Packaging and Filling Machine Operators and Tenders	-49	
Farmers, Ranchers, and Other Agricultural Managers	-379	

## Growing & Declining Industries

Industry	Change in Jobs (2001-2015)	
Home Health Care Services	953	
Limited-Service Restaurants	772	
Elementary and Secondary Schools (Local Government)	734	
Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	-285	
All Other Miscellaneous General Purpose Machinery Manufacturing	-289	
Animal Production and Aquaculture	-352	

## 2015 Educational Attainment



	Education Level	2015 Population	2015 Percent
●	Less Than 9th Grade	1,379	2.4%
●	9th Grade to 12th Grade	2,345	4.0%
●	High School Diploma	16,314	27.8%
●	Some College	11,901	20.3%
●	Associate's Degree	7,602	13.0%
●	Bachelor's Degree	13,452	23.0%
●	Graduate Degree and Higher	5,614	9.6%

## 2015 Age Cohort Demographics



	Age Cohort	2015 Population	2015 Percent
●	Under 20 years	24,447	27.9%
●	20 to 39 years	21,080	24.1%
●	40 to 59 years	25,865	29.6%
●	60 to 79 years	13,530	15.5%
●	80 years and over	2,564	2.9%

## 2015 Race/Ethnicity Demographics



	Race/Ethnicity	2015 Population	2015 Percent
●	All Other Race/Ethnicities	1,205	1.4%
●	Asian, Non-Hispanic	868	1.0%
●	Two or More Races, Non-Hispanic	1,124	1.3%
●	White, Hispanic	1,769	2.0%
●	White, Non-Hispanic	82,519	94.3% ██████████

## Top Regional Businesses

Business Name	Employees
OEM Fabricators	489
St Croix County Government Center	400
St Croix Health & Human Svc	350
Phillips-Medisize Corp	350
Walmart Supercenter	350

# Appendix A - Data Sources and Calculations

## Input-Output Data

The input-output model in this report is EMSI's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several EMSI in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

## Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, birth and mortality rates from the US Health Department, and projected regional job growth.

## Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

## Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

## Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

## Occupation Data

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of

worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

## Educational Attainment Data

EMSI's educational attainment numbers are based on EMSI's demographic data and the American Community Survey. By combining these sources, EMSI interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

## Infogroup Business-Level Data

Data for individual businesses is provided by Infogroup, which maintains a database of more than 16 million U.S. business entities. Note that in aggregate it will not be consistent with EMSI labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.

## State Data Sources

This report uses state data from the following agencies: Alabama Department of Industrial Relations; Alaska Department of Labor and Workforce Development; Arizona Department of Administration, Office of Employment and Population Statistics; Arkansas Department of Workforce Services; California Labor Market Information Department; Colorado Department of Labor and Employment; Connecticut did not provide us with a data source; Delaware Office of Occupational and Labor Market Information, Delaware Wages 2004; District of Columbia Department of Employment Services; Florida Department of Economic Opportunity; Georgia Department of Labor, Workforce Information and Analysis, Occupational Information Services Unit; Hawaii Department of Labor and Industrial Relations, Research and Statistics Office; Idaho Department of Labor; Illinois Department of Employment Security, Employment Projections; Indiana Department of Workforce Development; Iowa Workforce Development; Kansas Department of Labor, Labor Market Information Services, Kansas Wage Survey; Kentucky Office of Employment and Training; Louisiana Department of Labor; Maine did not provide us with a data source; Maryland Department of Labor, Licensing and Regulation, Office of Labor Market Analysis and Information; Massachusetts Executive Office of Labor and Workforce Development; Michigan Department of Labor and Economic Growth, Bureau of Labor Market Information and Strategic Initiatives; Minnesota Department of Employment and Economic Development; Mississippi Department of Employment Security; Missouri Department of Economic Development; Montana Department of Labor and Industry, Research and Analysis Bureau; Nebraska Workforce Development; Nevada Department of Employment, Training and Rehabilitation, Information Development and Processing Division, Research and Analysis Bureau; New Hampshire Department of Employment Security; New Jersey Department of Labor and Workforce Development; New Mexico Department of Labor, Bureau of Economic Research and Analysis; New York Department of Labor, Division of Research and Statistics; North Carolina Department of Commerce, Labor and Economic Analysis Division; North Dakota Job Service, Labor Market Information Center; Ohio Department of Job and Family Services, Labor Market Information Division; Oklahoma Employment Security Commission; Oregon Employment Department, Oregon Labor Market Information System; Pennsylvania Department of Labor and Industry, Center for Workforce Information and Analysis; Rhode Island did not provide us with a data source; South Carolina Employment Security Commission, Labor Market Information Department; South Dakota Department of Labor, Labor Market Information Division; Tennessee Department of Labor and Workforce Development, Research and Statistics Division; Texas Workforce Commission; Utah Department of Workforce Services; Vermont did not provide us with a data source; Virginia Employment Commission, Economic Information Services; Washington State Employment Security Department, Labor Market and Economic Analysis Branch; West Virginia Bureau of Employment Programs, Research Information & Analysis Division; Wisconsin Department of Workforce Development, Bureau of Workforce Information; Wyoming Department of Employment, Research and Planning