



St. Croix County

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

95,044

Population (2021)

Population **grew by 7,401** over the last 5 years and is projected to **grow by 4,973** over the next 5 years.

36,392

Total Regional Employment

Jobs **grew by 768** over the last 5 years and are projected to **grow by 2,666** over the next 5 years.

\$85.0K

Median Household Income (2020)

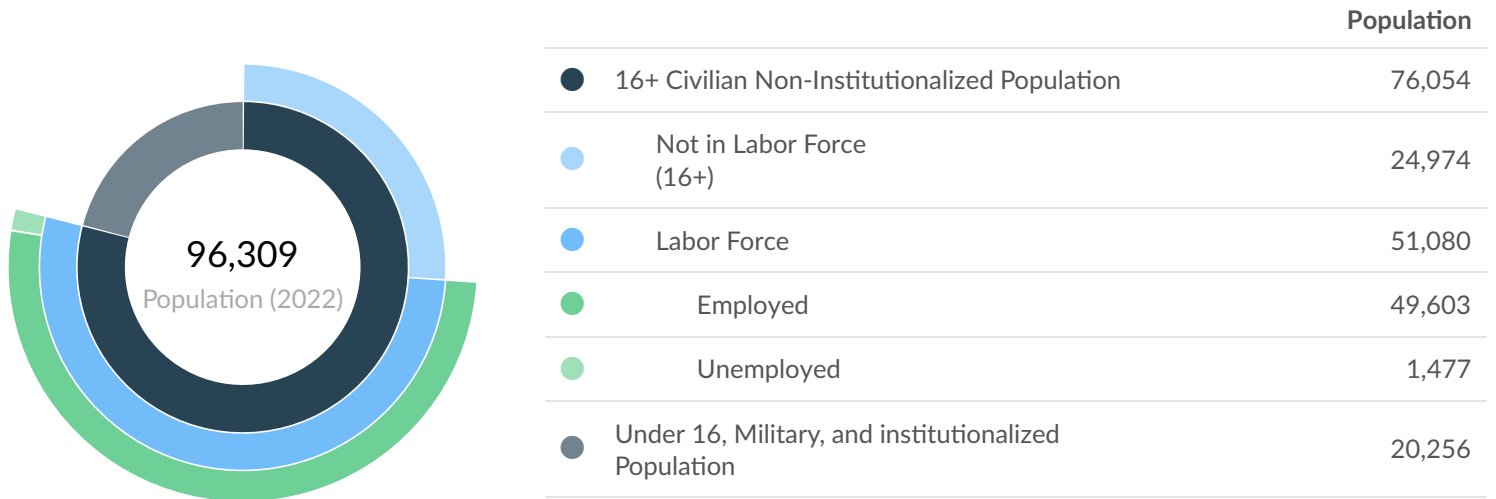
Median household income is **\$20.0K above** the national median household income of \$65.0K.

Takeaways

- As of 2021 the region's population **increased by 8.4%** since 2016, growing by 7,401. Population is expected to **increase by 5.2%** between 2021 and 2026, adding 4,973.
- From 2016 to 2021, jobs **increased by 2.2%** in St. Croix County from 35,625 to **36,392**. This change **outpaced the national growth rate of 1.9% by 0.3%**. As the number of jobs increased, the **labor force participation rate decreased from 73.1% to 68.9% between 2016 and 2021**.
- Concerning educational attainment, **25.9% of St. Croix County residents possess a Bachelor's Degree** (5.4% above the national average), and **14.6% hold an Associate's Degree** (5.8% above the national average).
- The top three industries in 2021 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Plastics Product Manufacturing.

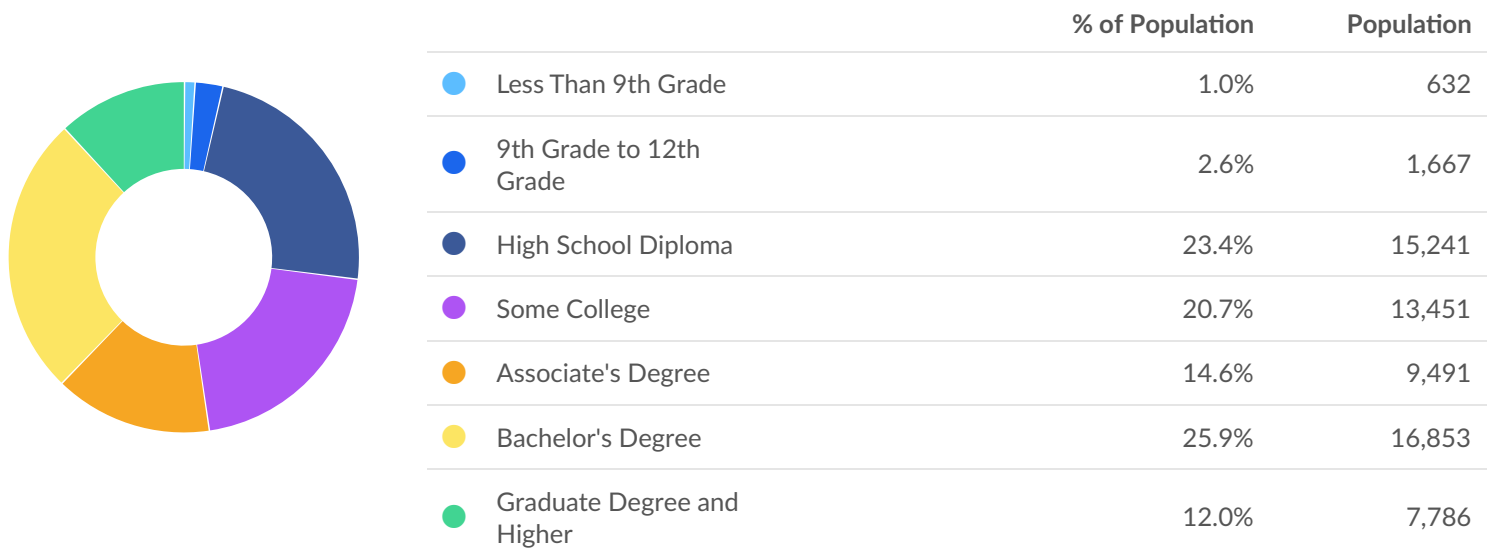
	Population (2022)	Labor Force (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	96,309	51,080	36,392	102.8	\$4.24B	\$6.75B	\$4.08B
Clark County	34,850	17,020	12,405	96.5	\$1.38B	\$2.47B	\$2.22B
Eau Claire County	107,299	59,029	60,655	98.2	\$6.54B	\$6.84B	\$7.04B
Dunn County	45,819	24,038	18,621	96.1	\$2.03B	\$3.24B	\$2.74B
Chippewa County	67,264	32,805	26,852	97.2	\$2.88B	\$4.17B	\$3.68B
Barron County	46,800	23,780	22,727	99.4	\$2.27B	\$3.37B	\$2.95B
Polk County	45,639	24,325	16,791	99.6	\$1.72B	\$3.12B	\$2.10B
West Central WI RPC	443,981	232,077	194,442	98.5	\$21.06B	\$28.90B	\$23.94B
Wisconsin	5,923,000	3,089,950	3,114,081	100.3	\$360.42B	\$331.46B	\$354.92B

Sep 2022 Labor Force Breakdown



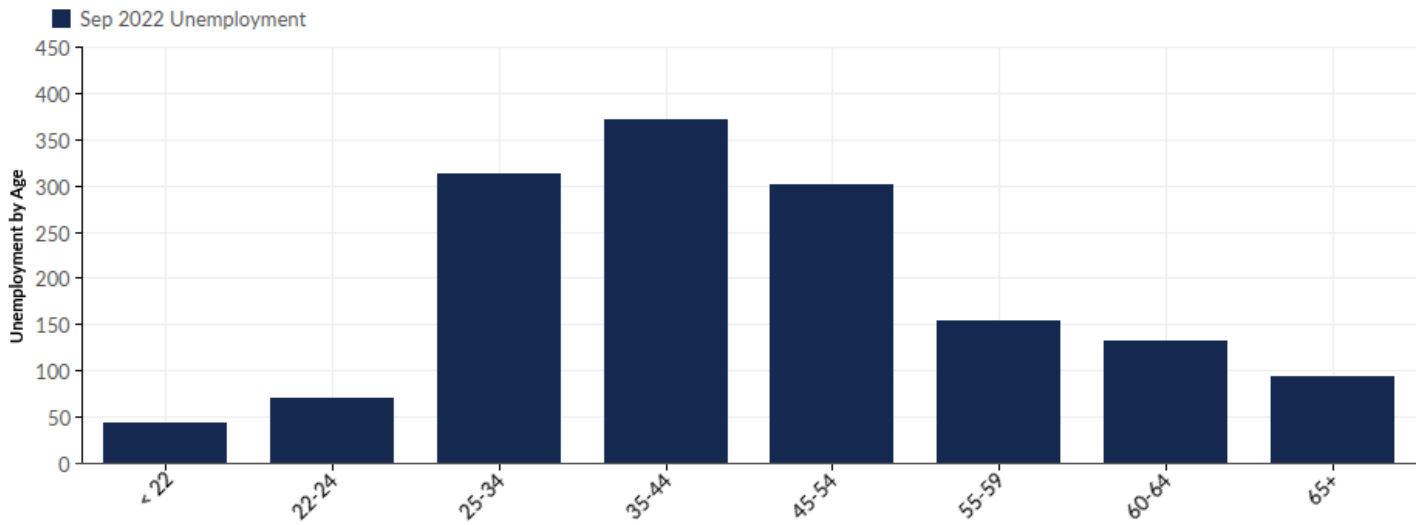
Educational Attainment

Concerning educational attainment, **25.9% of St. Croix County residents possess a Bachelor's Degree** (5.4% above the national average), and **14.6% hold an Associate's Degree** (5.8% above the national average).



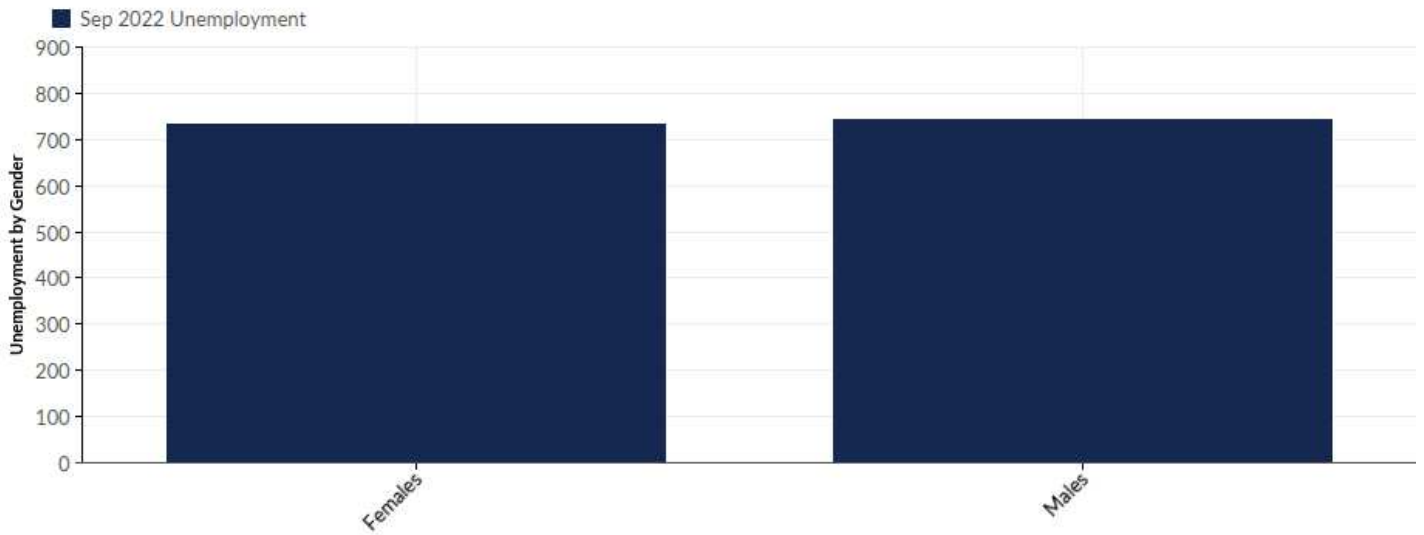
Unemployment by Demographics

Unemployment by Age



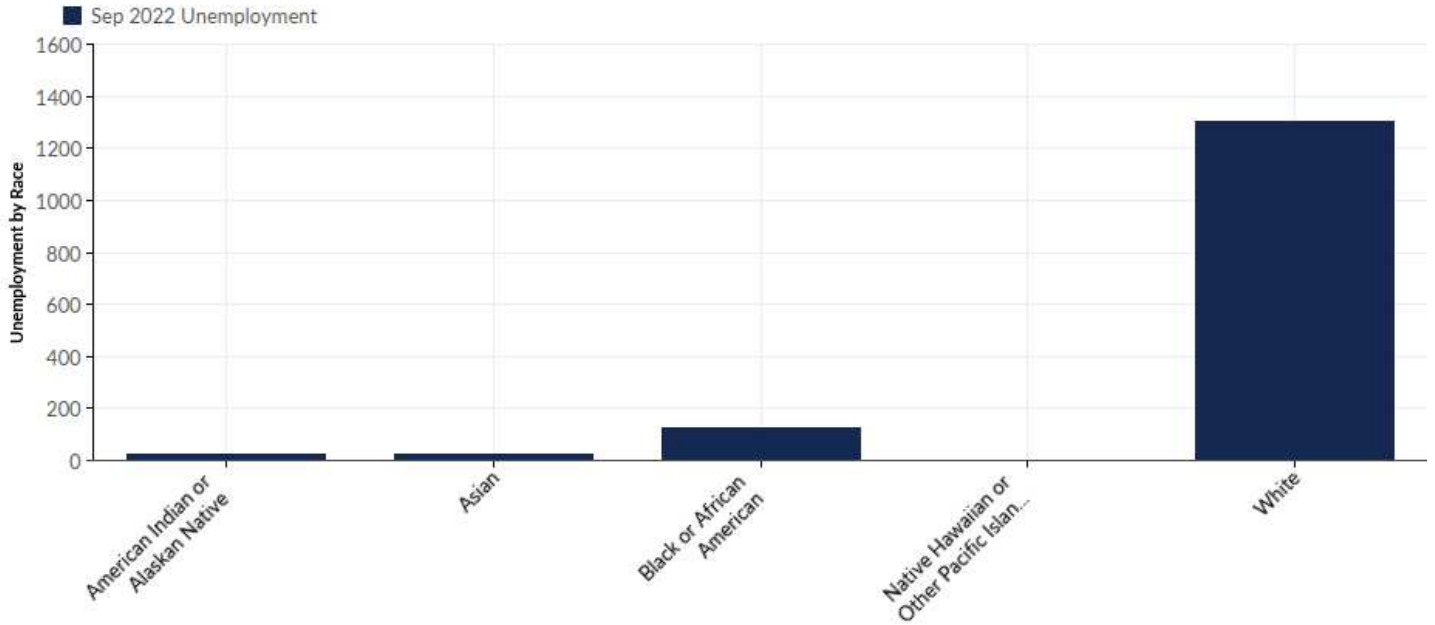
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	44	2.98%
22-24	70	4.74%
25-34	312	21.12%
35-44	371	25.12%
45-54	300	20.31%
55-59	154	10.43%
60-64	133	9.00%
65+	94	6.36%
Total	1,477	100.00%

Unemployment by Gender



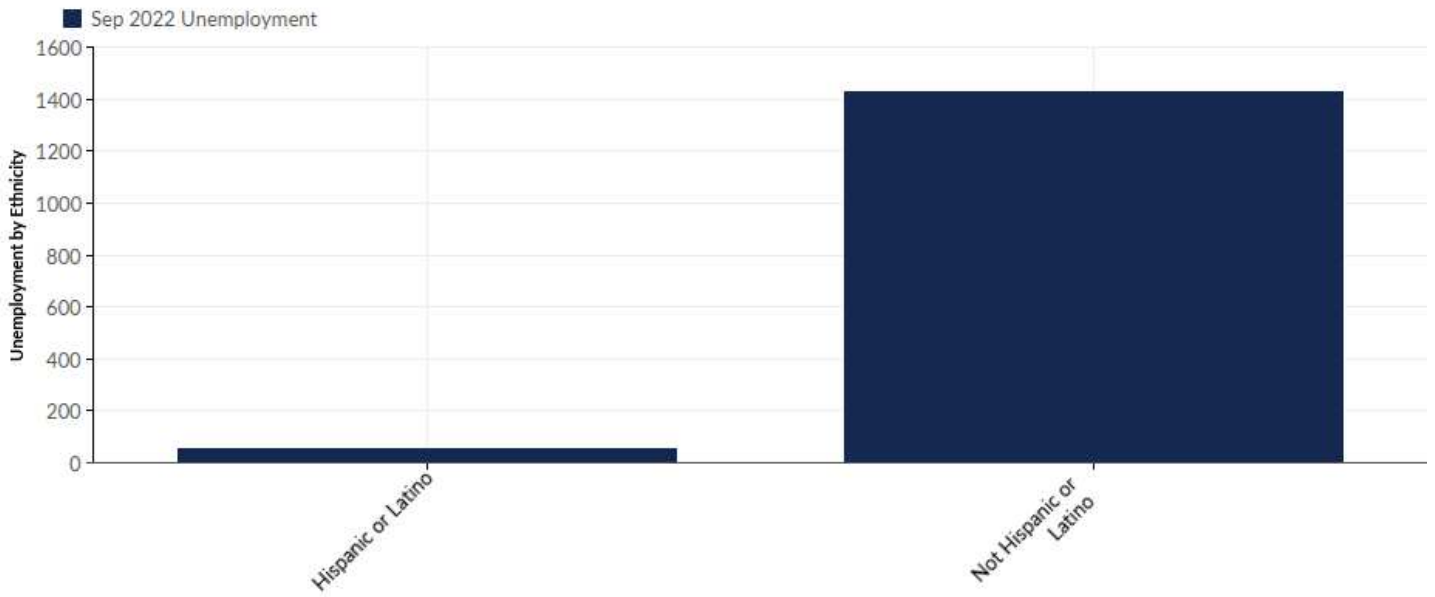
Gender	Unemployment (Sep 2022)	% of Unemployed
Females	733	49.63%
Males	744	50.37%
Total	1,477	100.00%

Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	25	1.69%
Asian	21	1.42%
Black or African American	126	8.53%
Native Hawaiian or Other Pacific Islander	2	0.14%
White	1,302	88.15%
Total	1,477	100.00%

Unemployment by Ethnicity

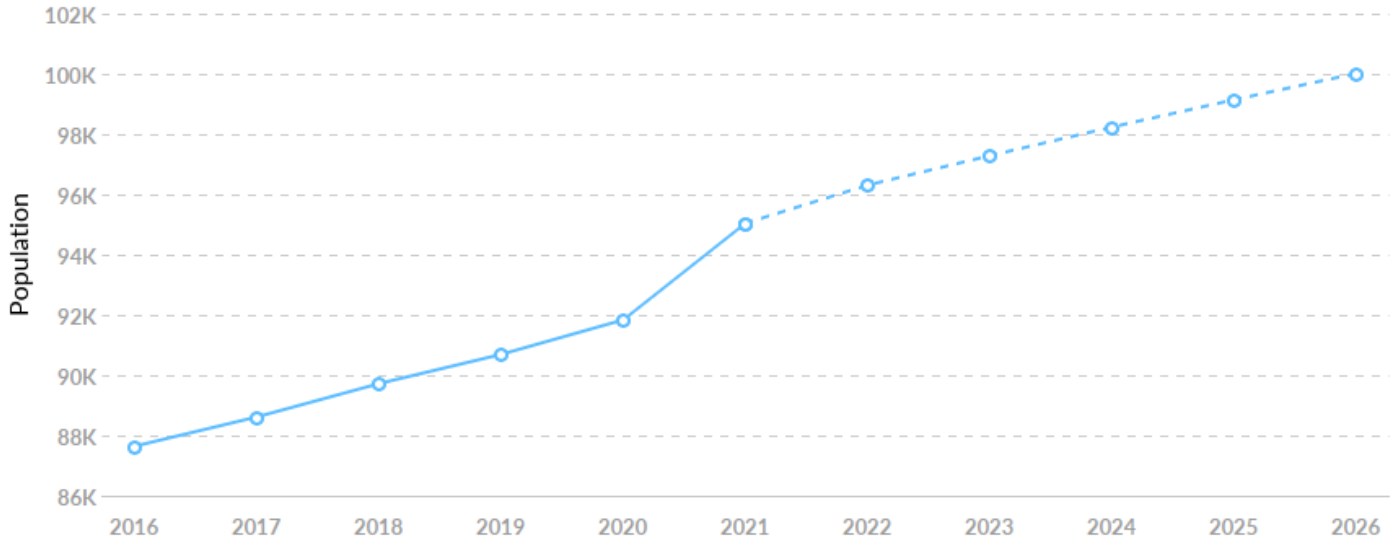


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	51	3.45%
Not Hispanic or Latino	1,426	96.55%
Total	1,477	100.00%

Historic & Projected Trends

Population Trends

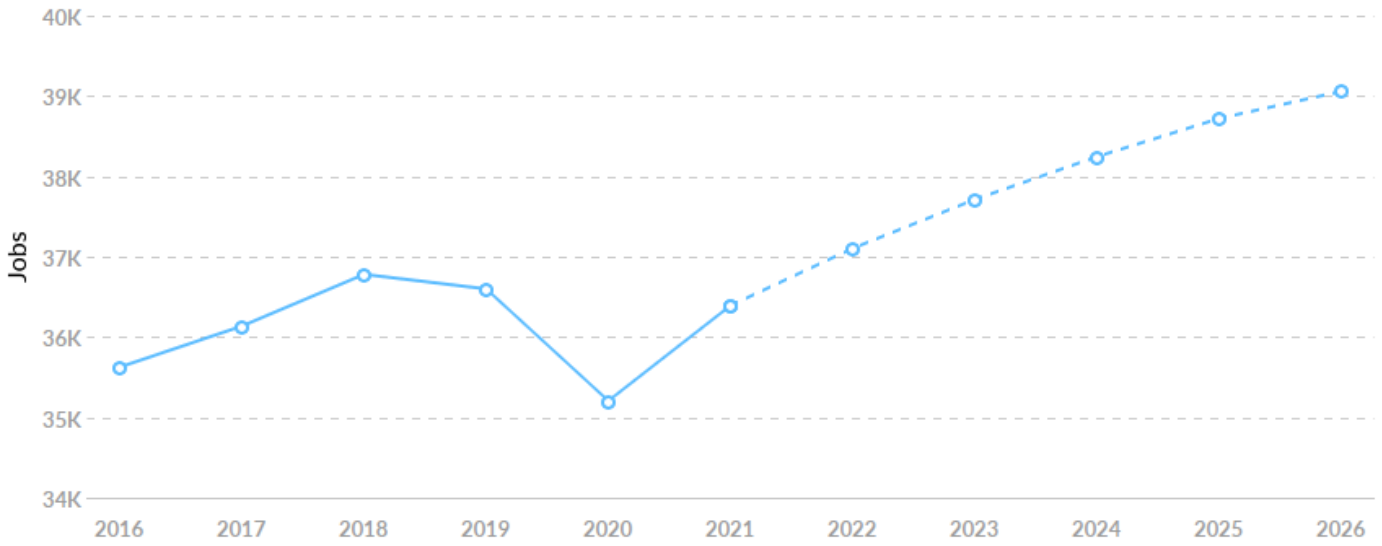
As of 2021 the region's population increased by 8.4% since 2016, growing by 7,401. Population is expected to increase by 5.2% between 2021 and 2026, adding 4,973.



Timeframe	Population
2016	87,643
2017	88,615
2018	89,721
2019	90,691
2020	91,838
2021	95,044
2022	96,309
2023	97,285
2024	98,236
2025	99,143
2026	100,017

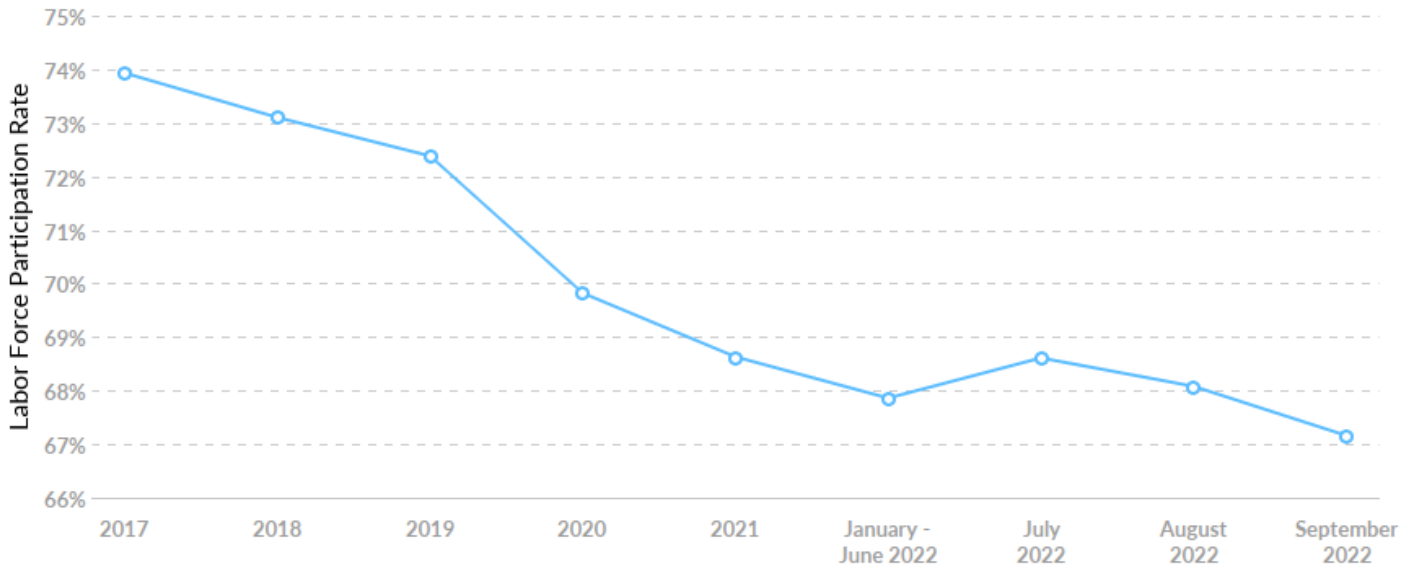
Job Trends

From 2016 to 2021, jobs increased by 2.2% in St. Croix County from 35,625 to 36,392. This change outpaced the national growth rate of 1.9% by 0.3%.



Timeframe	Jobs
2016	35,625
2017	36,136
2018	36,780
2019	36,599
2020	35,206
2021	36,392
2022	37,104
2023	37,712
2024	38,245
2025	38,720
2026	39,058

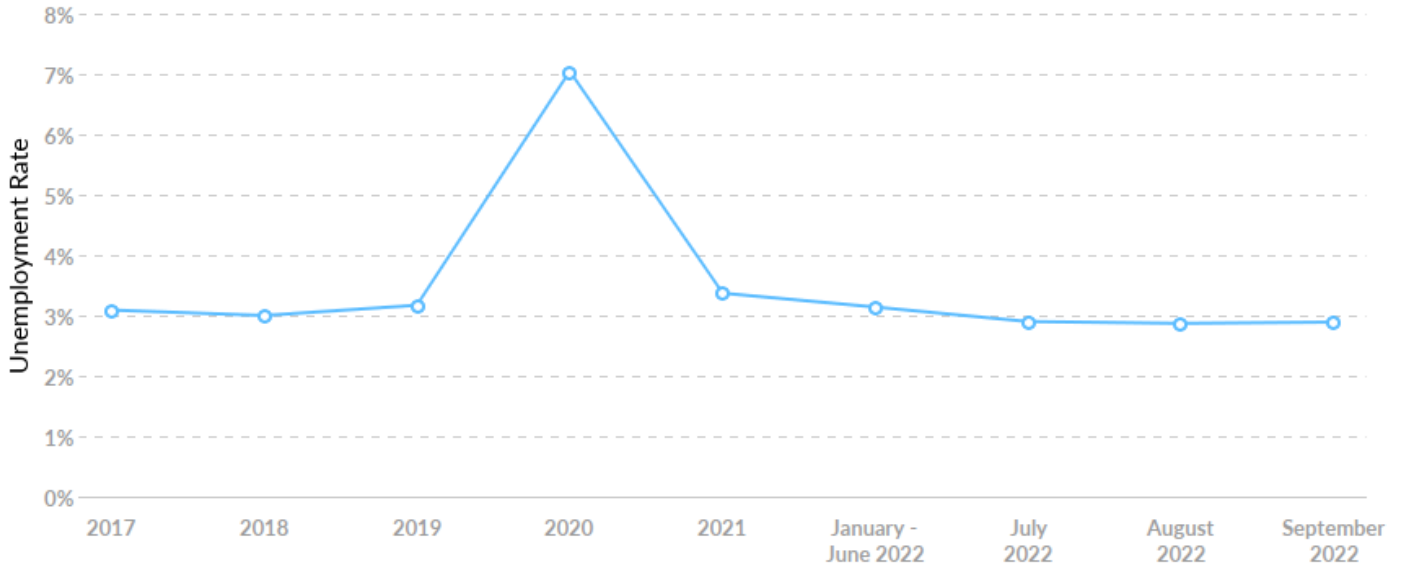
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	73.93%
2018	73.10%
2019	72.38%
2020	69.82%
2021	68.63%
January - June 2022	67.86%
July 2022	68.61%
August 2022	68.08%
September 2022	67.16%

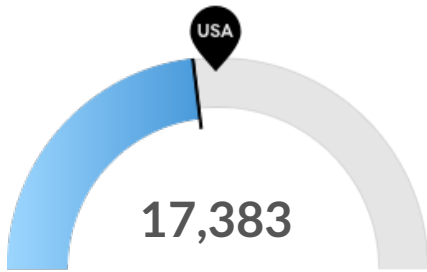
Unemployment Rate Trends

St. Croix County had a September 2022 unemployment rate of 2.89%, **decreasing from 3.09%** 5 years before.



Timeframe	Unemployment Rate
2017	3.09%
2018	3.00%
2019	3.17%
2020	7.04%
2021	3.37%
January - June 2022	3.14%
July 2022	2.90%
August 2022	2.87%
September 2022	2.89%

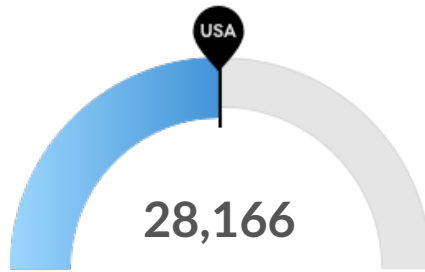
Population Characteristics



17,383

Millennials

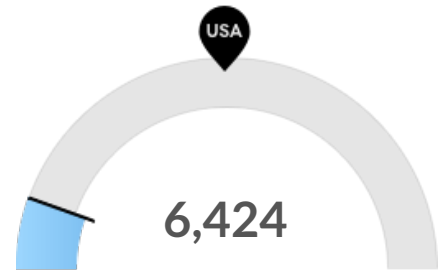
St. Croix County has 17,383 millennials (ages 25-39). The national average for an area this size is 19,414.



28,166

Retiring Soon

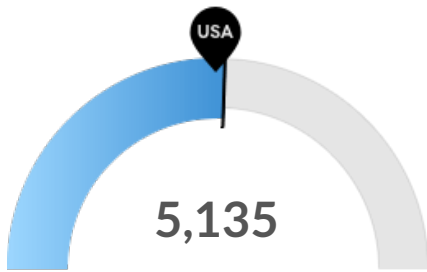
Retirement risk is about average in St. Croix County. The national average for an area this size is 28,251 people 55 or older, while there are 28,166 here.



6,424

Racial Diversity

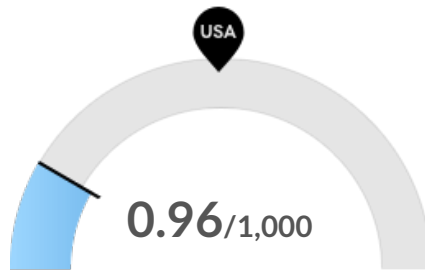
Racial diversity is low in St. Croix County. The national average for an area this size is 38,677 racially diverse people, while there are 6,424 here.



5,135

Veterans

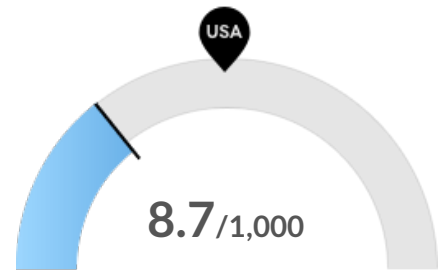
St. Croix County has 5,135 veterans. The national average for an area this size is 4,971.



0.96/1,000

Violent Crime

St. Croix County has 0.96 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.



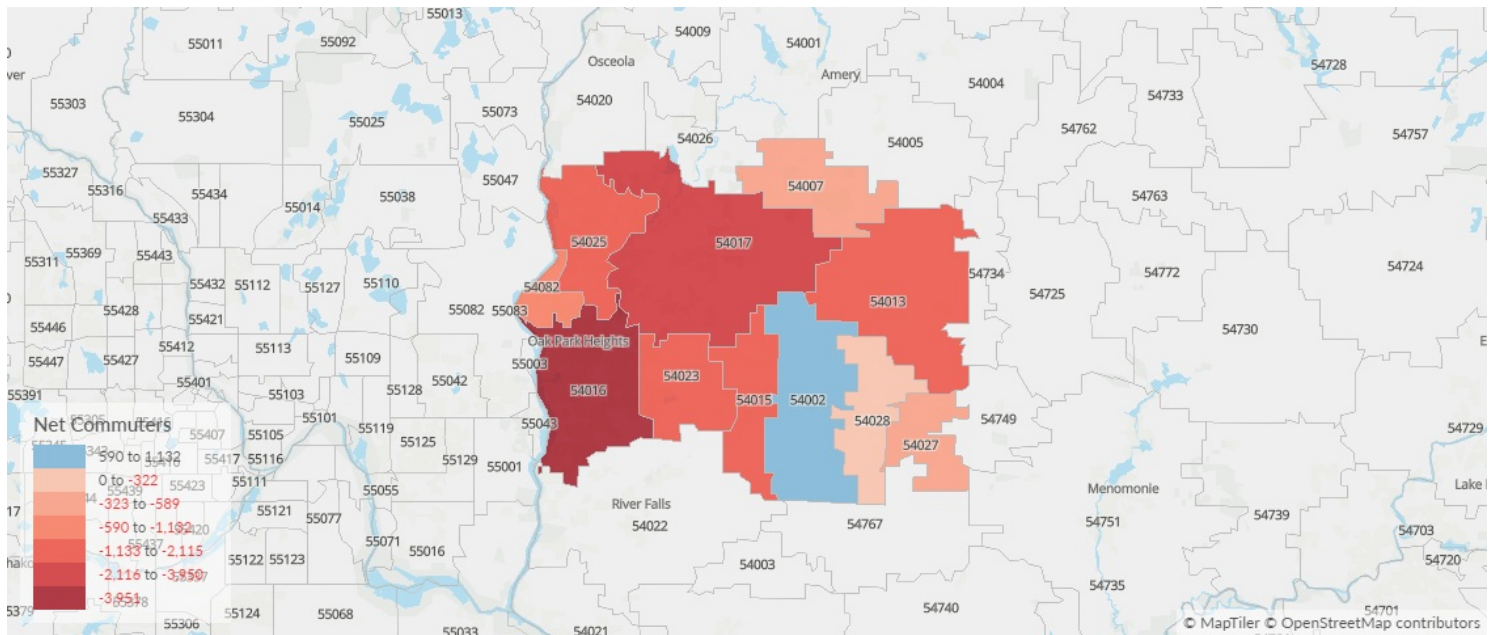
8.7/1,000

Property Crime

St. Croix County has 8.7 property crimes per 1,000 people. The national rate is 17.91 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

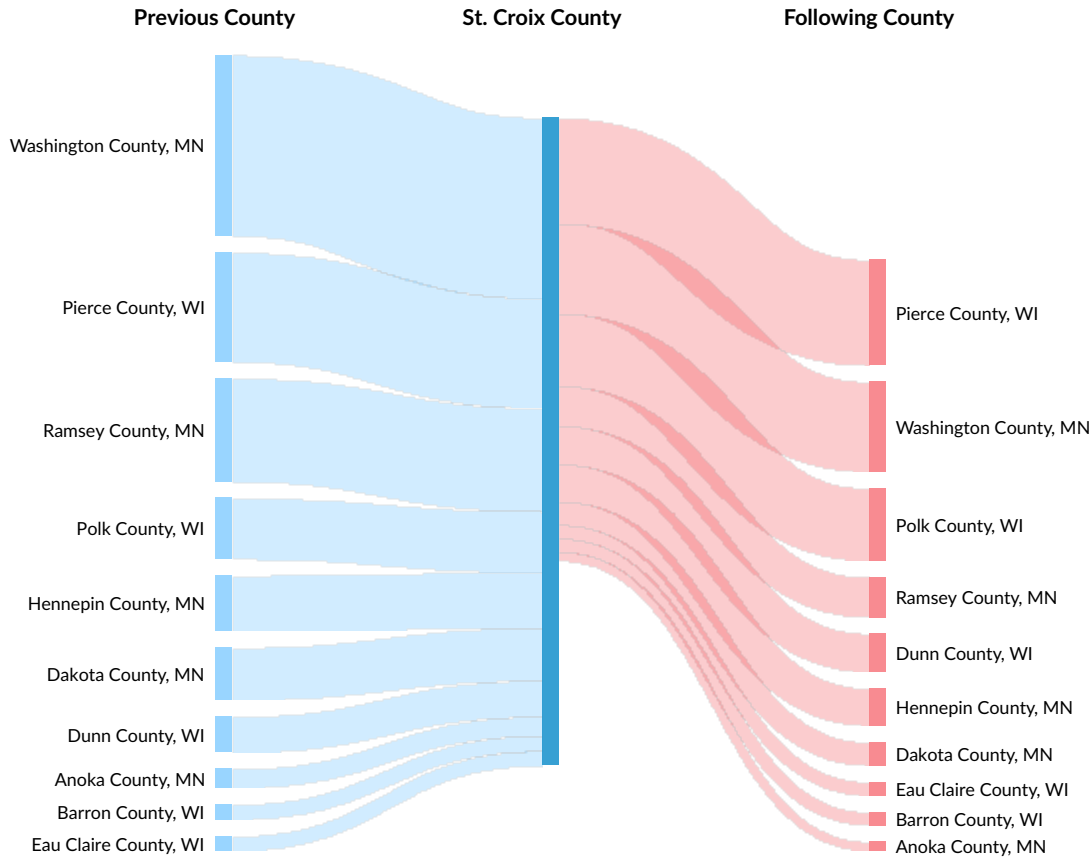
ZIP	Name	2021 Employment
54016	Hudson, WI, WI (in St. C...	14,039
54017	New Richmond, WI, WI...	9,058
54002	Baldwin, WI, WI (in St. ...	4,563
54025	Somerset, WI, WI (in St....	2,737
54028	Woodville, WI, WI (in St...	1,560

ZIP	Name	2021 Workers
54016	Hudson, WI, WI (in St. C...	17,990
54017	New Richmond, WI, WI...	11,175
54025	Somerset, WI, WI (in St....	4,201
54002	Baldwin, WI, WI (in St. ...	3,973
54023	Roberts, WI, WI (in St. C...	2,965

Inbound and Outbound Migration

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

As of 2020, 999 people have migrated from Washington County, MN to St. Croix County. In the same year, 584 people left St. Croix County migrating to Pierce County, WI. The total Net Migration for St. Croix County in 2020 was 1,303.

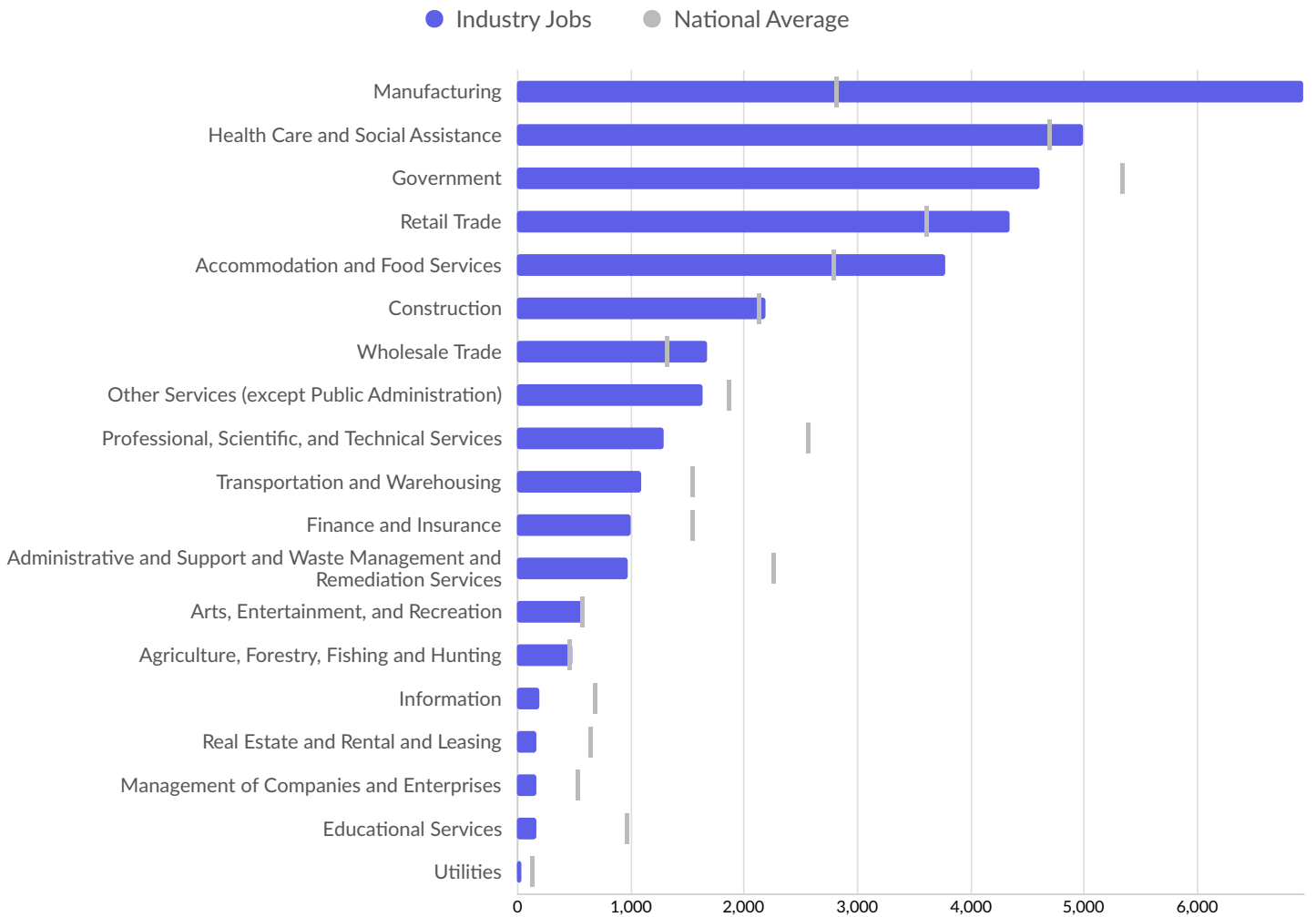


Top Previous Counties	Migrations
Washington County, MN	999
Pierce County, WI	605
Ramsey County, MN	570
Polk County, WI	337
Hennepin County, MN	308
Dakota County, MN	290

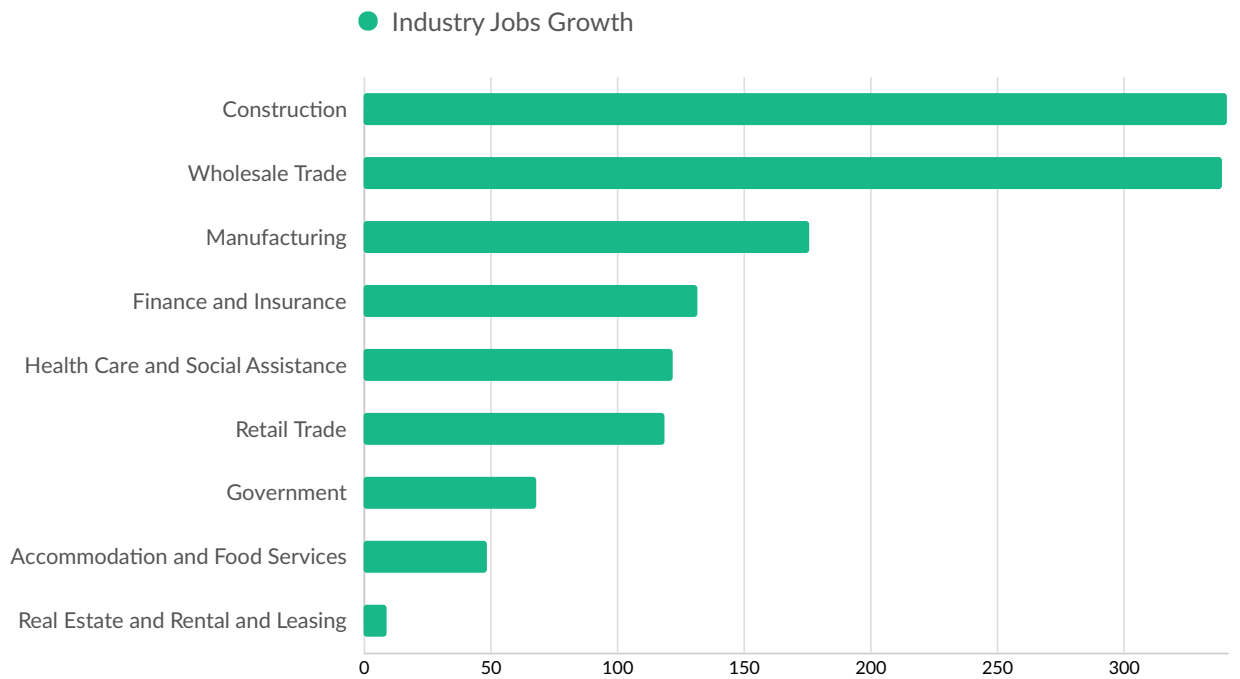
Top Previous Counties	Migrations
Dunn County, WI	199
Anoka County, MN	105
Barron County, WI	84
Eau Claire County, WI	82
Dane County, WI	67
Chippewa County, WI	58
Chisago County, MN	48
Scott County, MN	43
Maricopa County, AZ	36
Top Following Counties	Migrations
Pierce County, WI	584
Washington County, MN	497
Polk County, WI	400
Ramsey County, MN	221
Dunn County, WI	212
Hennepin County, MN	206
Dakota County, MN	129
Eau Claire County, WI	76
Barron County, WI	73
Anoka County, MN	51
Maricopa County, AZ	45
Burnett County, WI	40
Dane County, WI	38
Sawyer County, WI	37
Washburn County, WI	37

Industry Characteristics

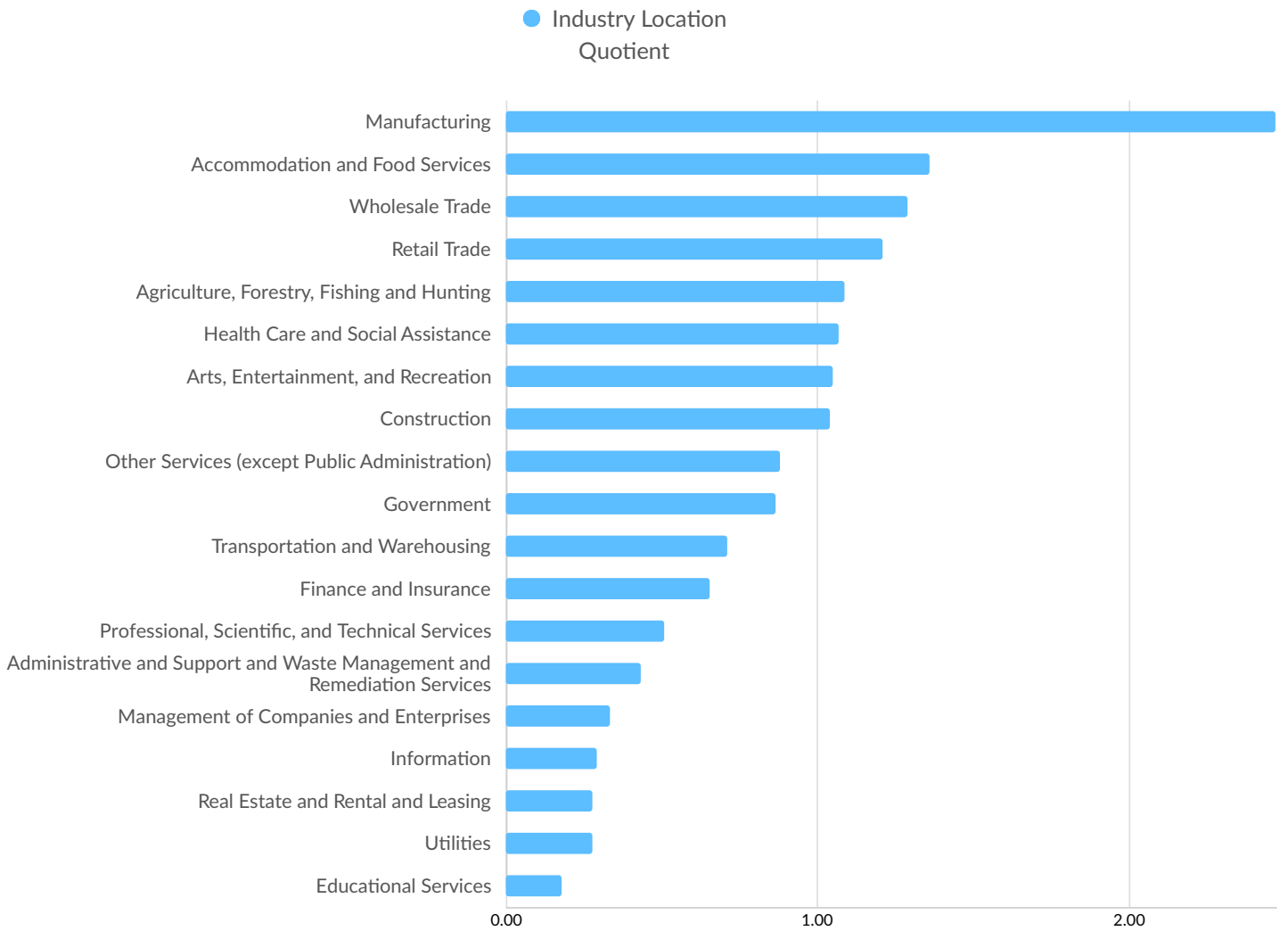
Largest Industries



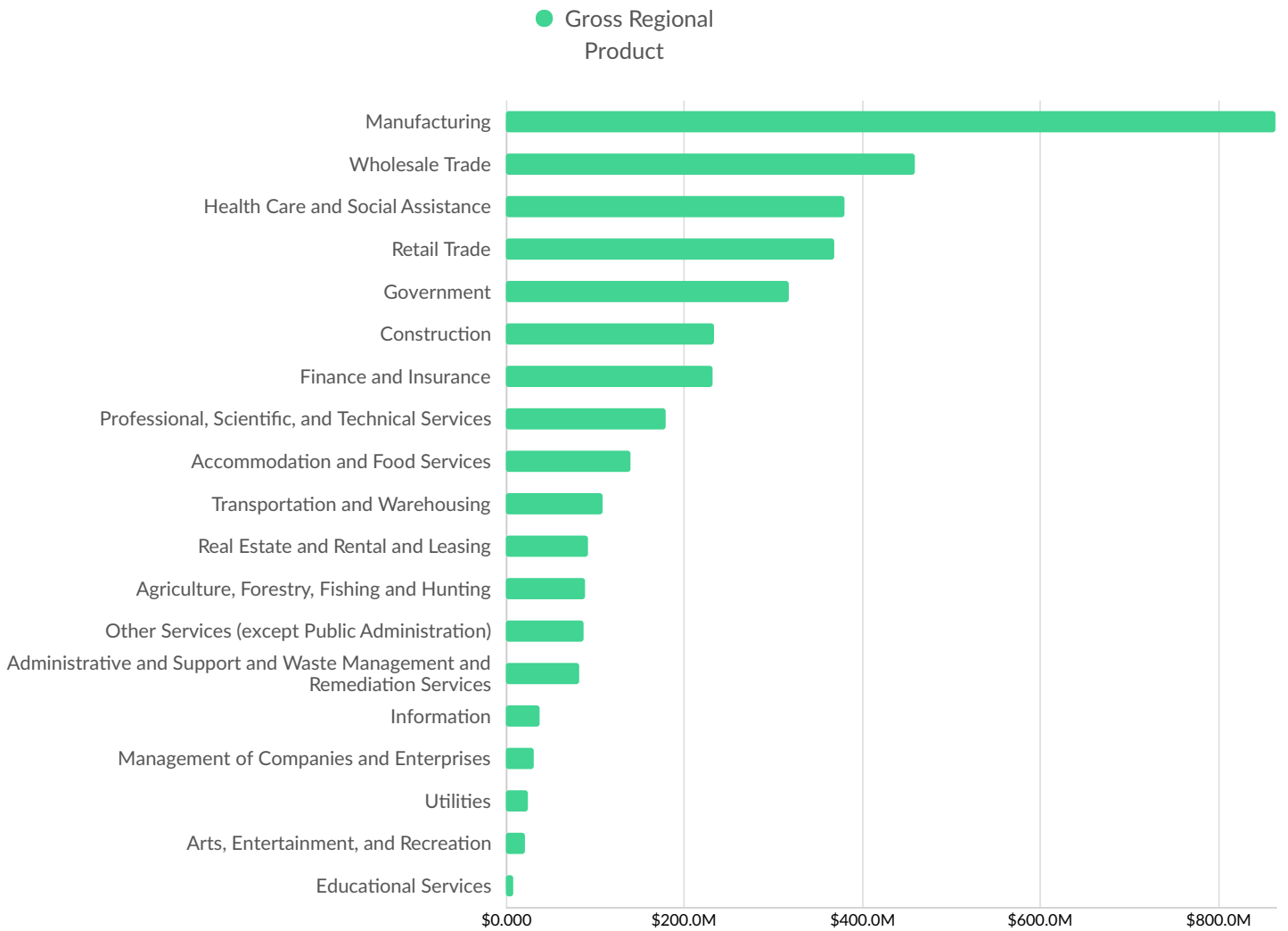
Top Growing Industries



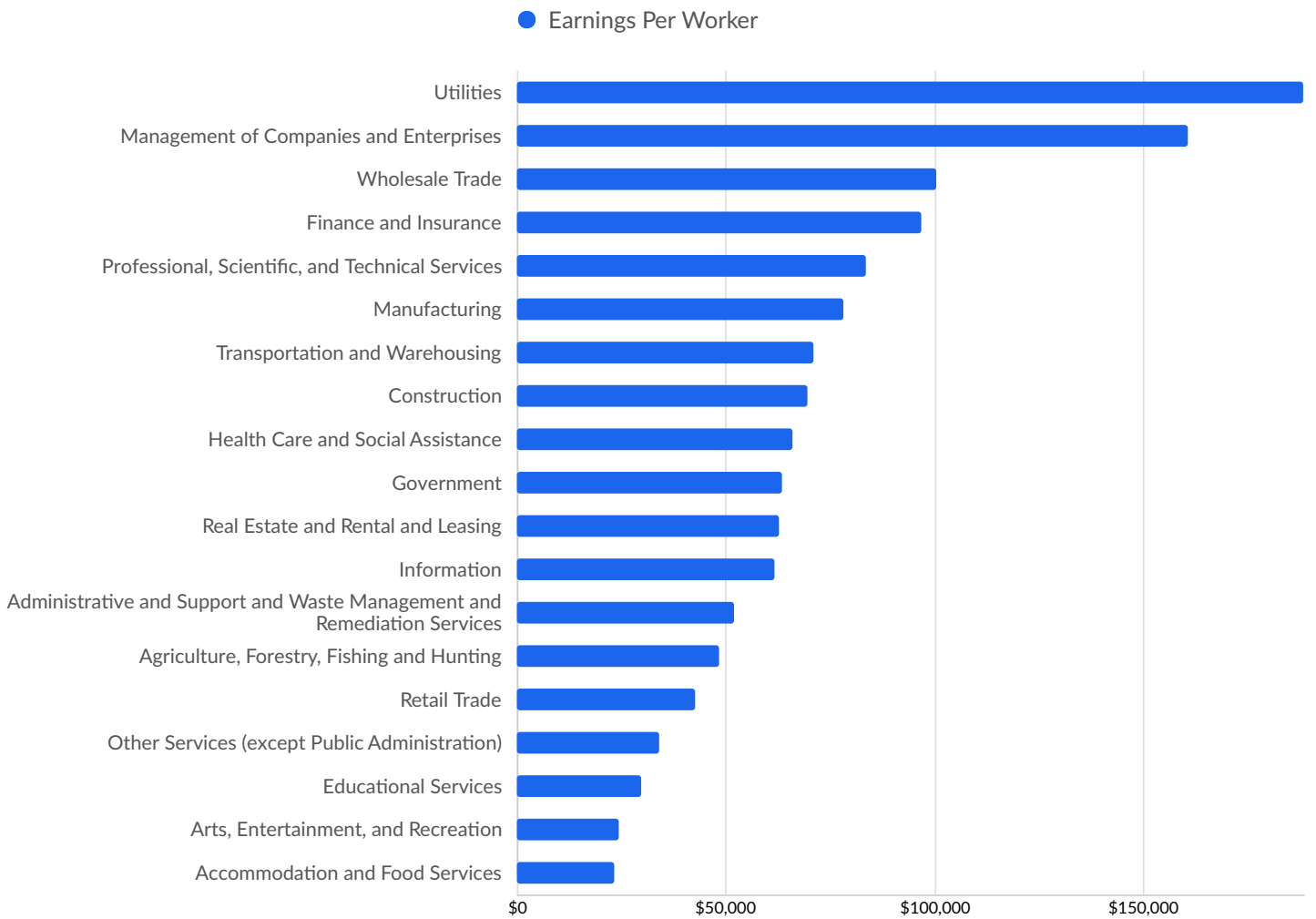
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



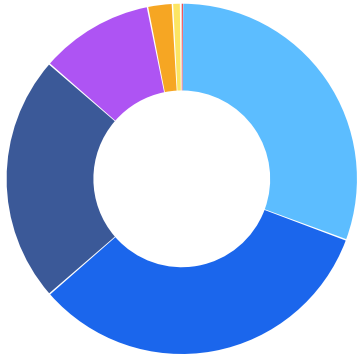
Business Characteristics

7,015 Companies Employ Your Workers

Online profiles for your workers mention 7,015 companies as employers, with the top 10 appearing below. In the last 12 months, 1,050 companies in St. Croix County posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
3M	428 	CareInHomes	535 
Anderson Windows	327 	Koch Industries	357 
Koch Industries	207 	Macomb Community College	356 
St. Croix County	142 	Kwik Trip	231 
Smc Group	133 	Health Care Service Corporation	206 
University Of Wisconsin-Madiso...	120 	Aerotek	183 
US Bank	114 	Walmart	139 
Target	104 	Fleet Farm	124 
Walmart	103 	Uline	120 
Allina Health	102 	Presbyterian Homes	105 

Business Size

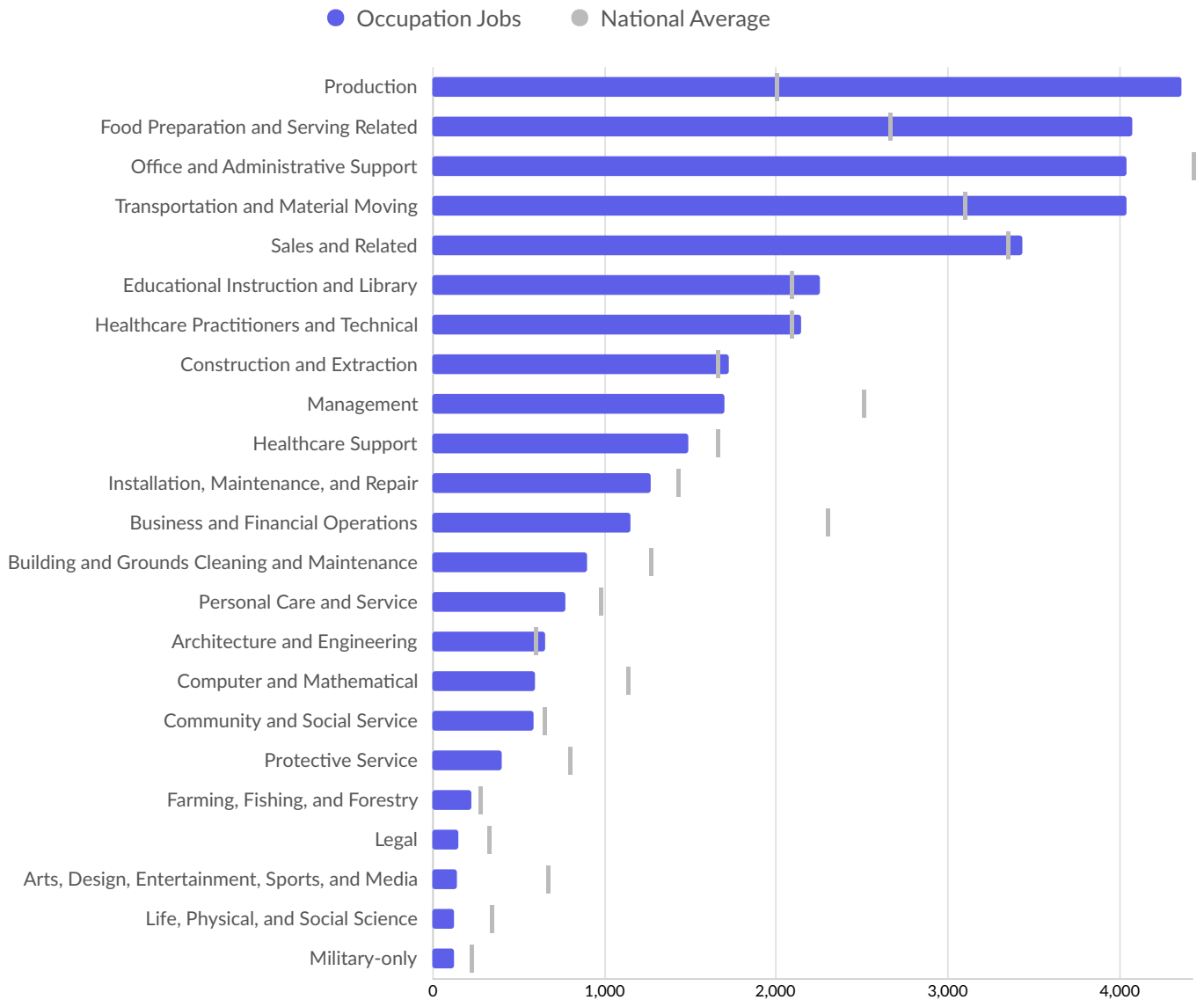


	Percentage	Business Count
● 1 to 4 employees	30.6%	1,030
● 5 to 9 employees	32.9%	1,109
● 10 to 19 employees	22.8%	767
● 20 to 49 employees	10.5%	353
● 50 to 99 employees	2.3%	77
● 100 to 249 employees	0.7%	25
● 250 to 499 employees	0.1%	5
● 500+ employees	0.0%	1

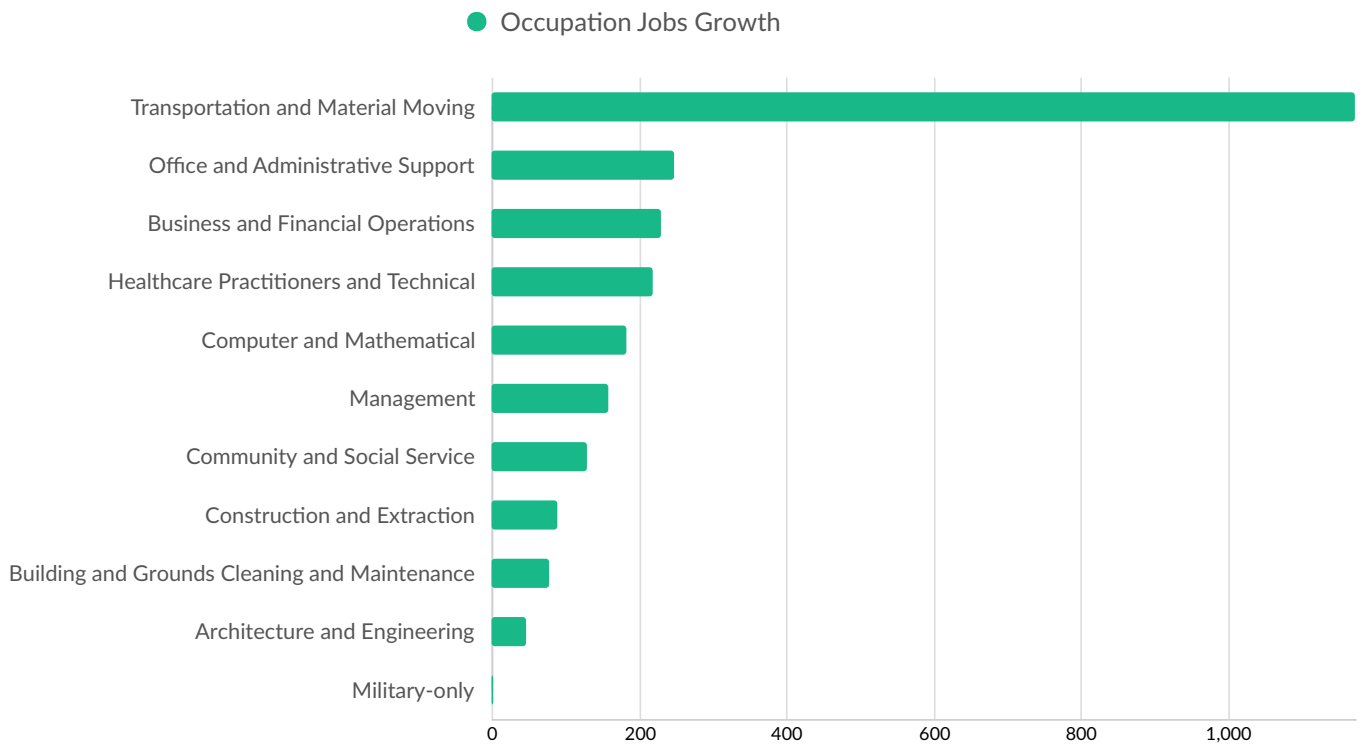
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

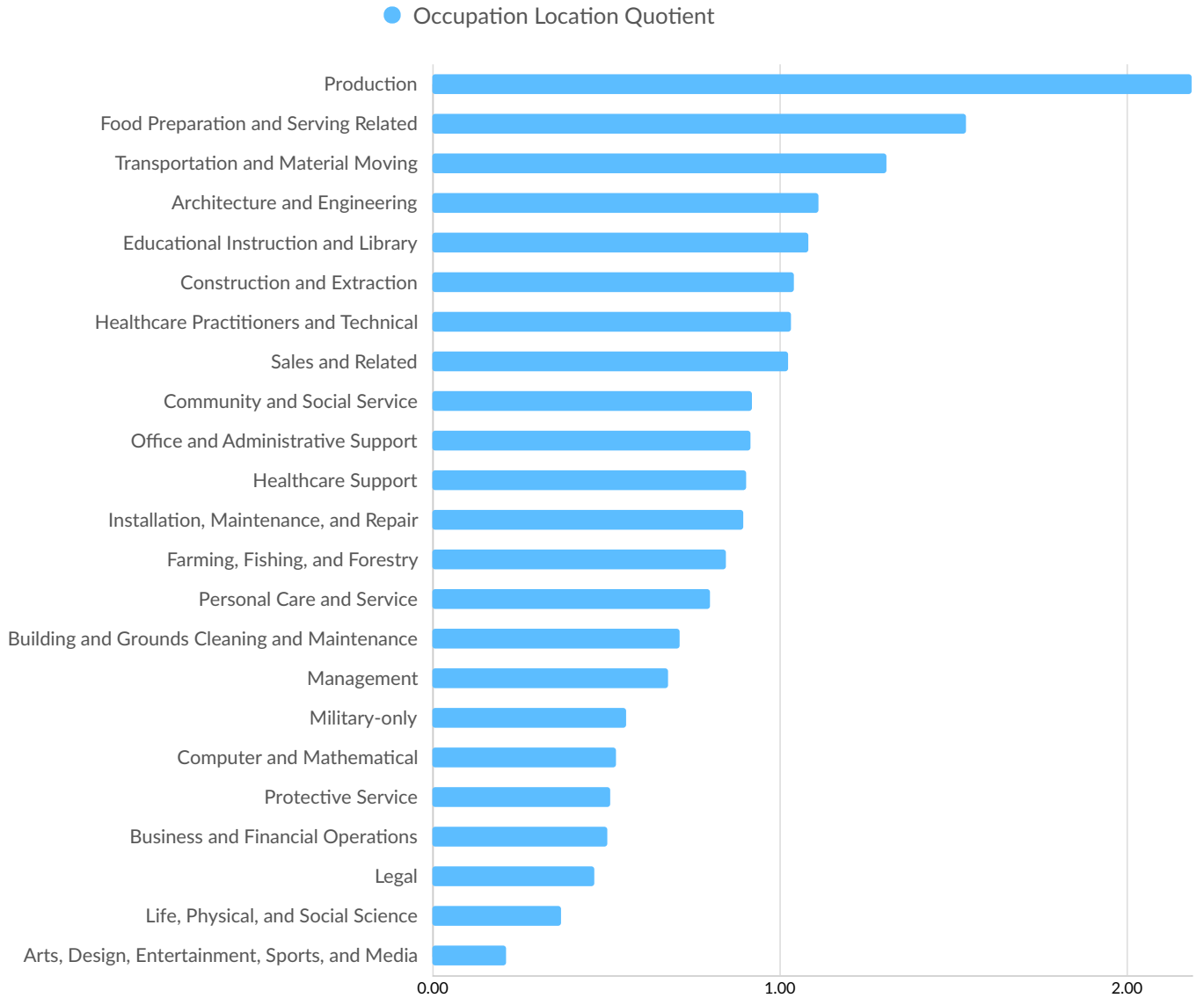
Largest Occupations



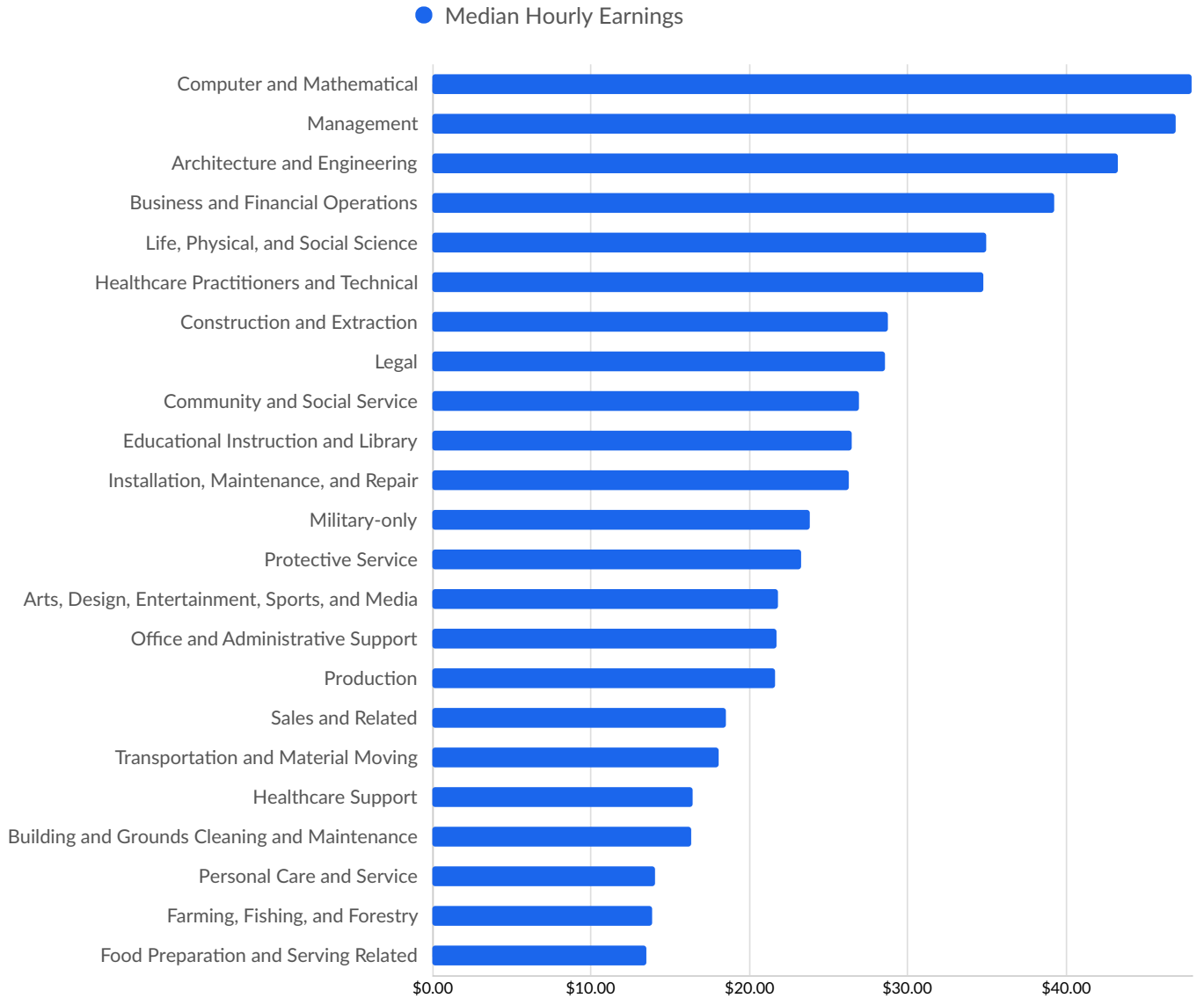
Top Growing Occupations



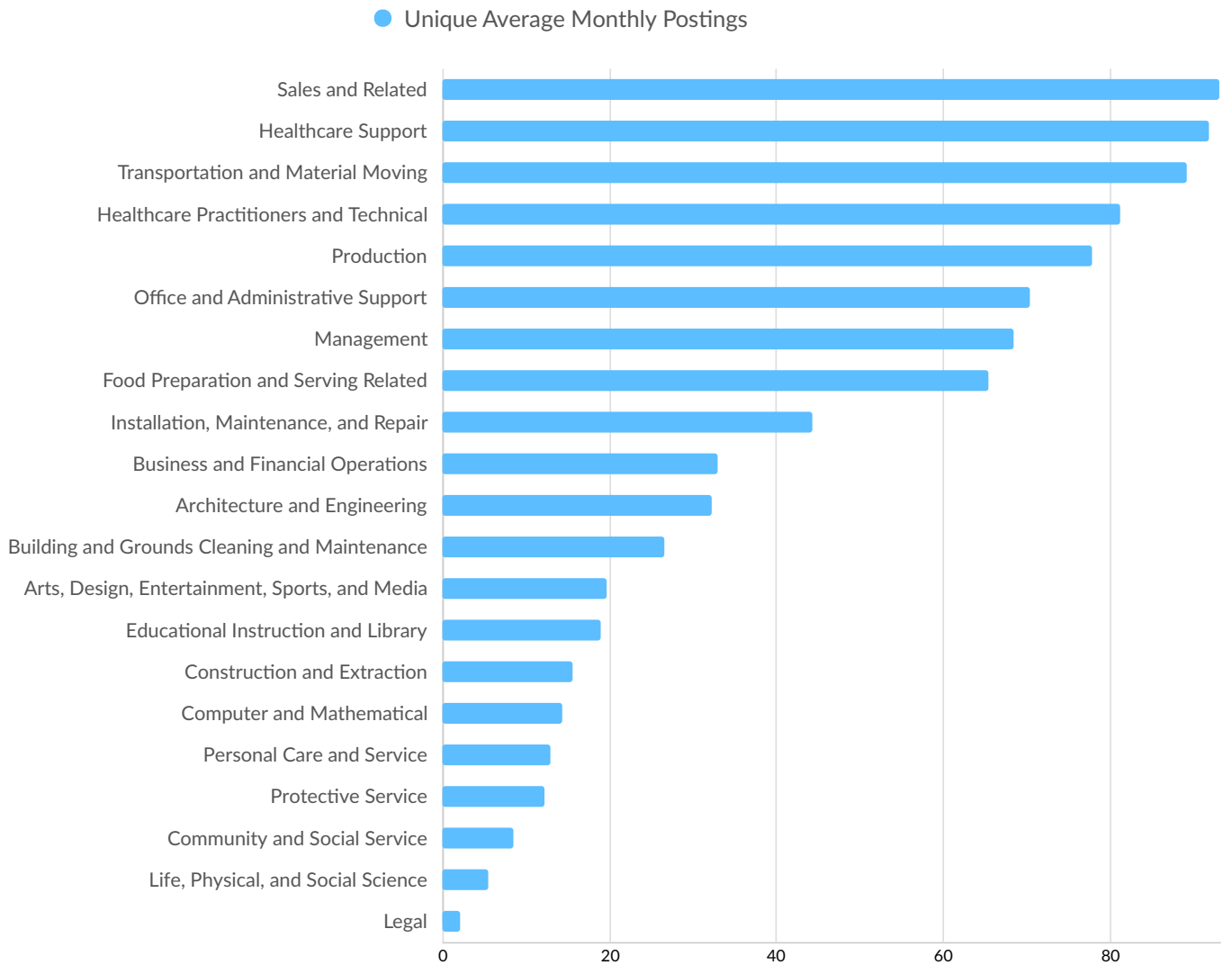
Top Occupation Location Quotient



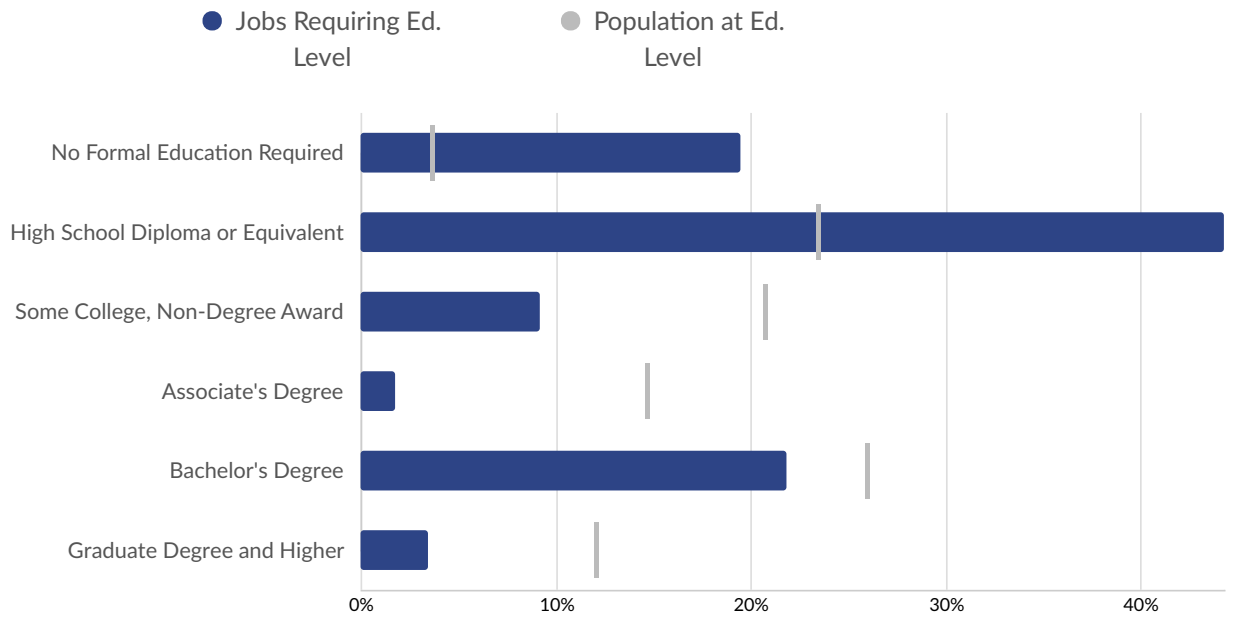
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

