



St. Croix County, WI

West Central Wisconsin Regional Planning Commission



800 Wisconsin Street
Banbury Place
Mailbox 9, Bldg. D2-401
Eau Claire, Wisconsin 54703-3606

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

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

99,064

Population (2025)

Population **grew by 5,171** over the last 5 years and is projected to **grow by 4,763** over the next 5 years.

42,265

Total Regional Employment

Jobs **grew by 5,019** over the last 5 years and are projected to **grow by 2,947** over the next 5 years.

\$103.0K

Median Household Income (2024)

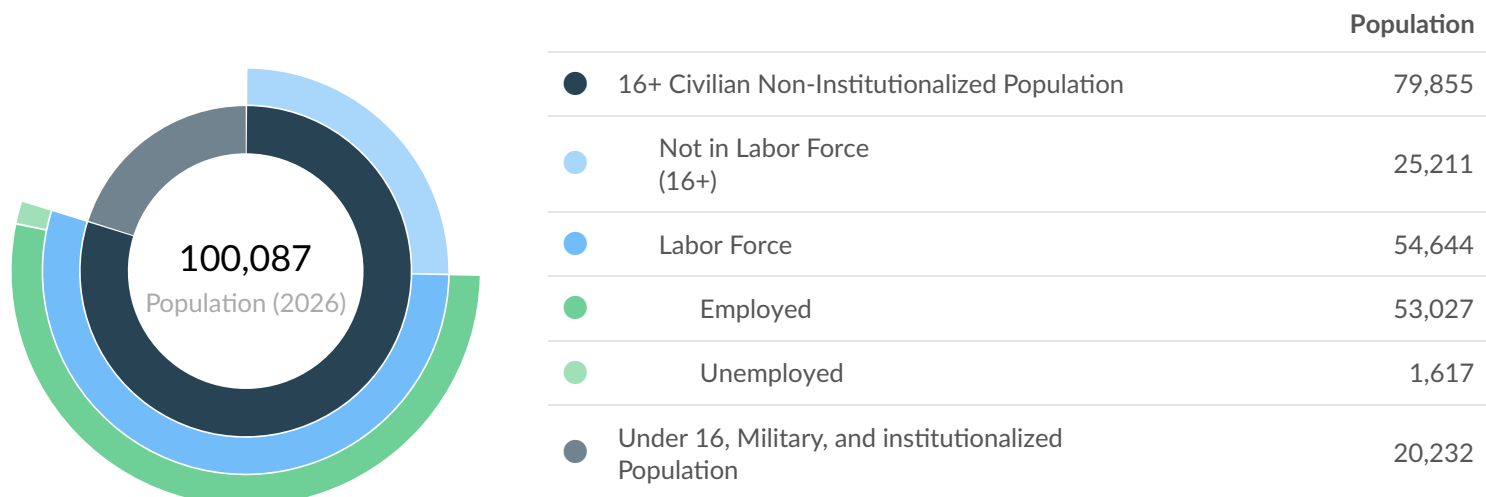
Median household income is **\$22.3K above** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **increased by 5.5%** since 2020, growing by 5,171. Population is expected to **increase by 4.8%** between 2025 and 2030, adding 4,763.
- From 2020 to 2025, jobs **increased by 13.5%** in St. Croix County, WI from 37,246 to **42,265**. This change **outpaced the national growth rate of 10.7% by 2.8%**. As the number of jobs increased, the **labor force participation rate decreased from 72.3% to 69.1% between 2020 and 2025**.
- Concerning educational attainment, **27.7% of St. Croix County, WI residents possess a Bachelor's Degree** (5.8% above the national average), and **12.8% hold an Associate's Degree** (3.9% above the national average).
- The top three industries in 2025 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and General Medical and Surgical Hospitals.

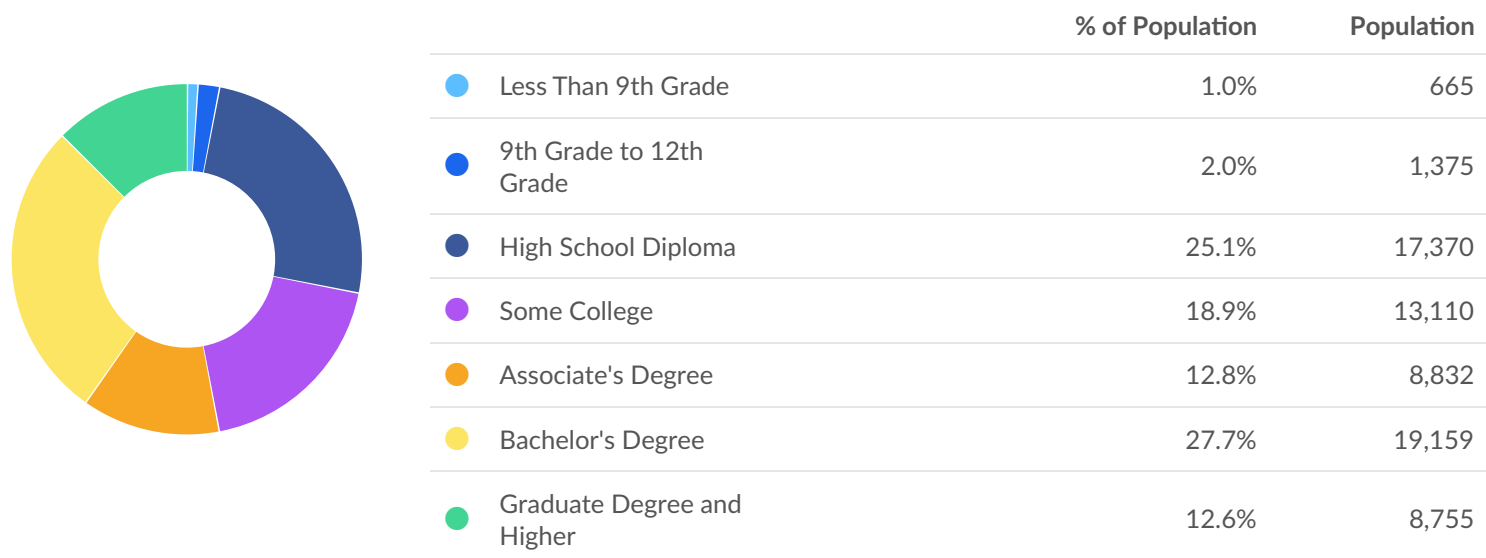
	Population (2026)	Labor Force (May 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	100,087	54,644	42,265	102.7	\$5.82B	\$8.36B	\$5.30B
State	5,996,794	3,116,888	3,271,903	100.3	\$465.78B	\$405.31B	\$440.34B

May 2026 Labor Force Breakdown



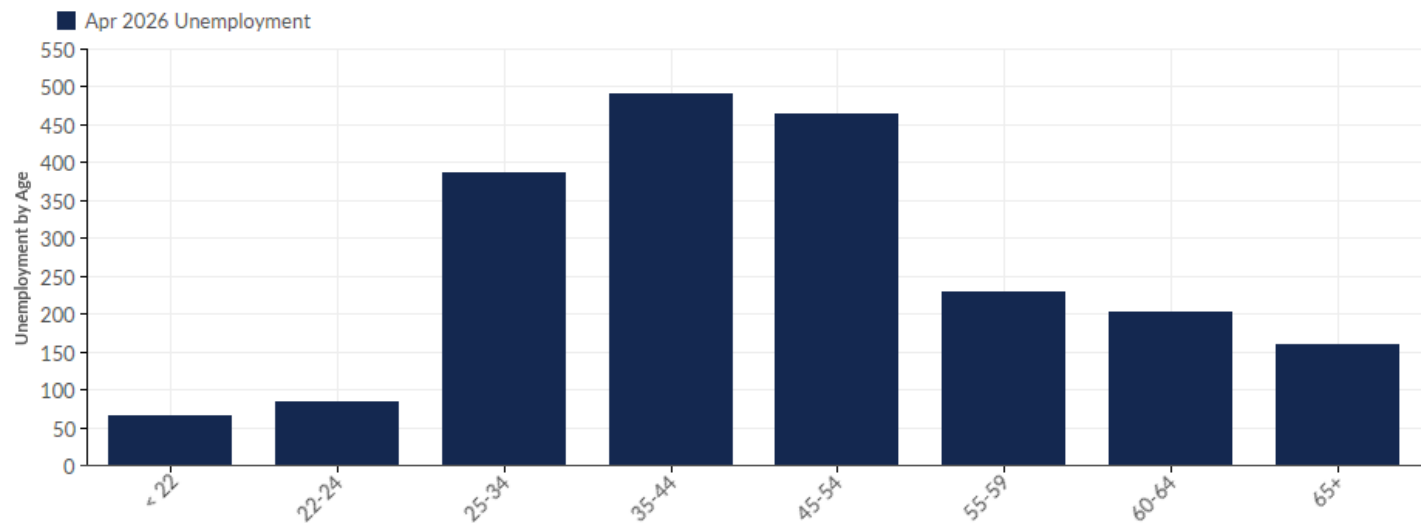
Educational Attainment

Concerning educational attainment, **27.7% of St. Croix County, WI residents possess a Bachelor's Degree** (5.8% above the national average), and **12.8% hold an Associate's Degree** (3.9% above the national average).



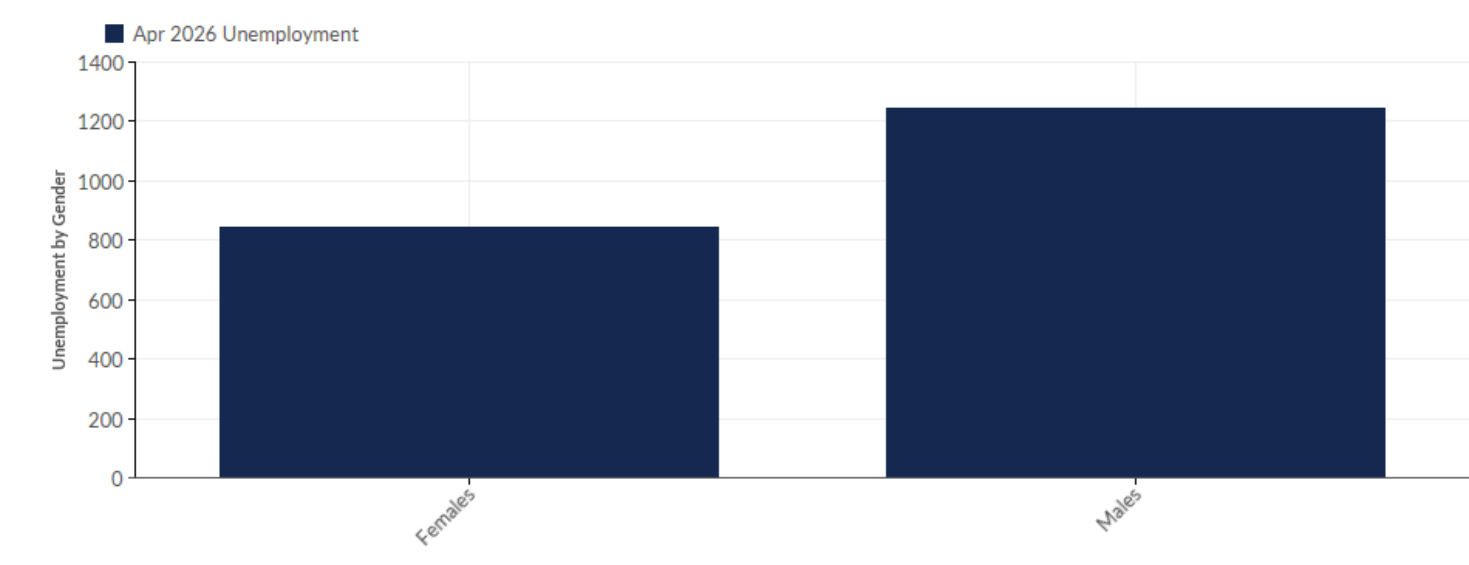
Unemployment by Demographics

Unemployment by Age



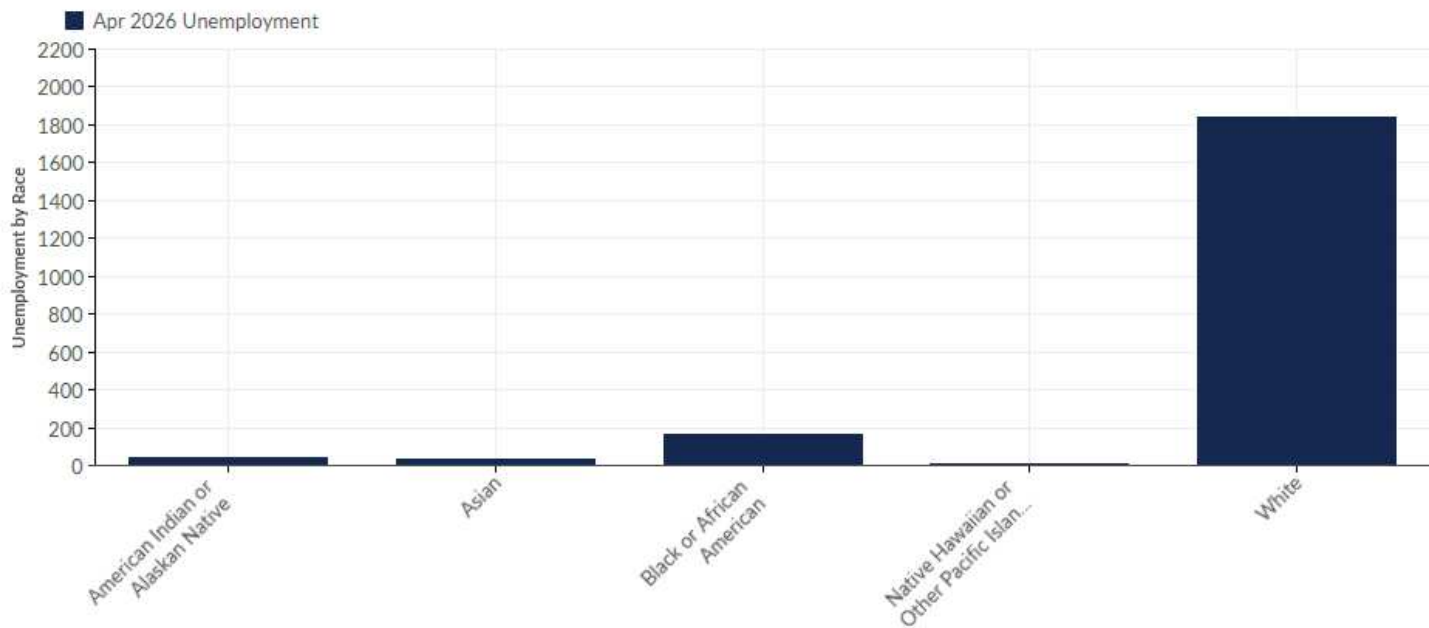
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	65	3.12%
22-24	84	4.03%
25-34	386	18.53%
35-44	490	23.52%
45-54	465	22.32%
55-59	230	11.04%
60-64	203	9.75%
65+	160	7.68%
Total	2,083	100.00%

Unemployment by Gender



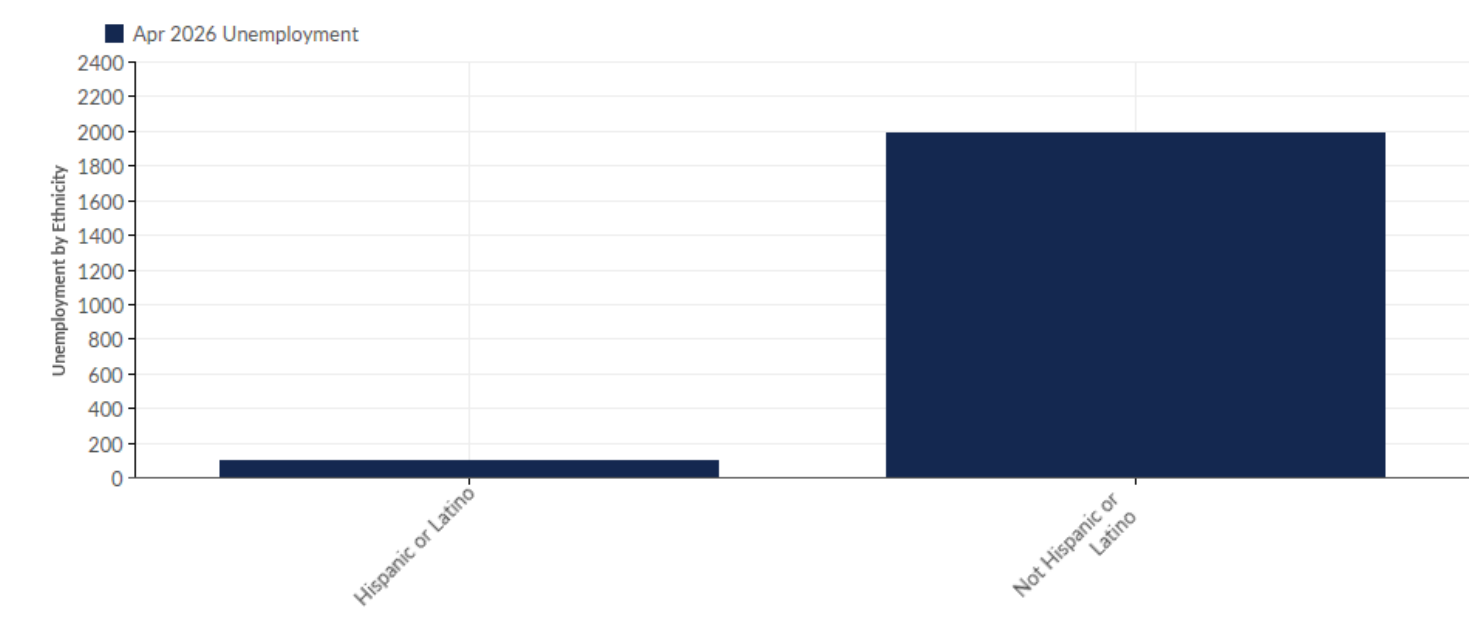
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	841	40.37%
Males	1,242	59.63%
Total	2,083	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	43	2.06%
Asian	37	1.78%
Black or African American	162	7.78%
Native Hawaiian or Other Pacific Islander	4	0.19%
White	1,837	88.19%
Total	2,083	100.00%

Unemployment by Ethnicity

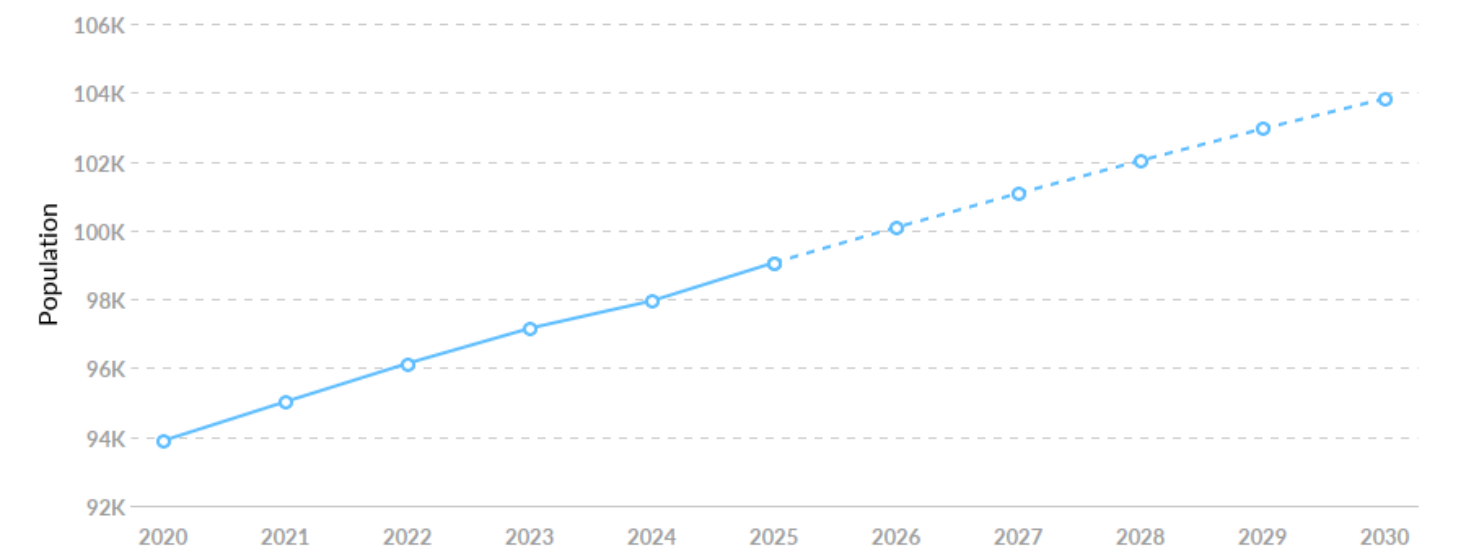


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	94	4.51%
Not Hispanic or Latino	1,989	95.49%
Total	2,083	100.00%

Historic & Projected Trends

Population Trends

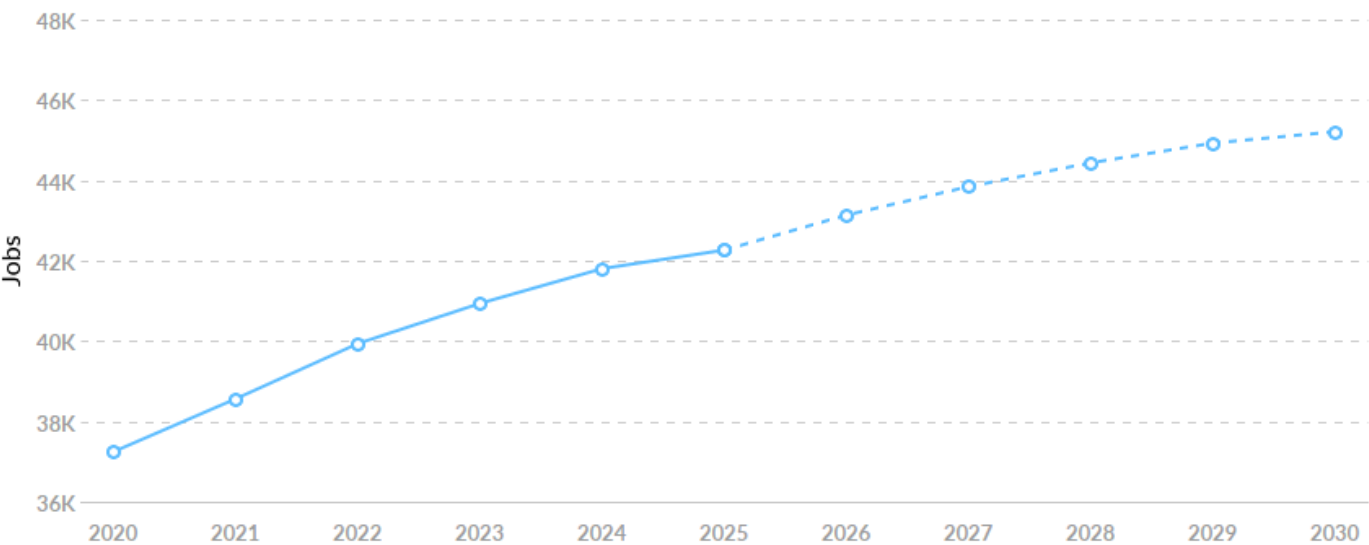
As of 2025 the region's population **increased by 5.5%** since 2020, growing by 5,171. Population is expected to **increase by 4.8%** between 2025 and 2030, adding 4,763.



Timeframe	Population
2020	93,893
2021	95,025
2022	96,138
2023	97,156
2024	97,954
2025	99,064
2026	100,087
2027	101,077
2028	102,027
2029	102,952
2030	103,826

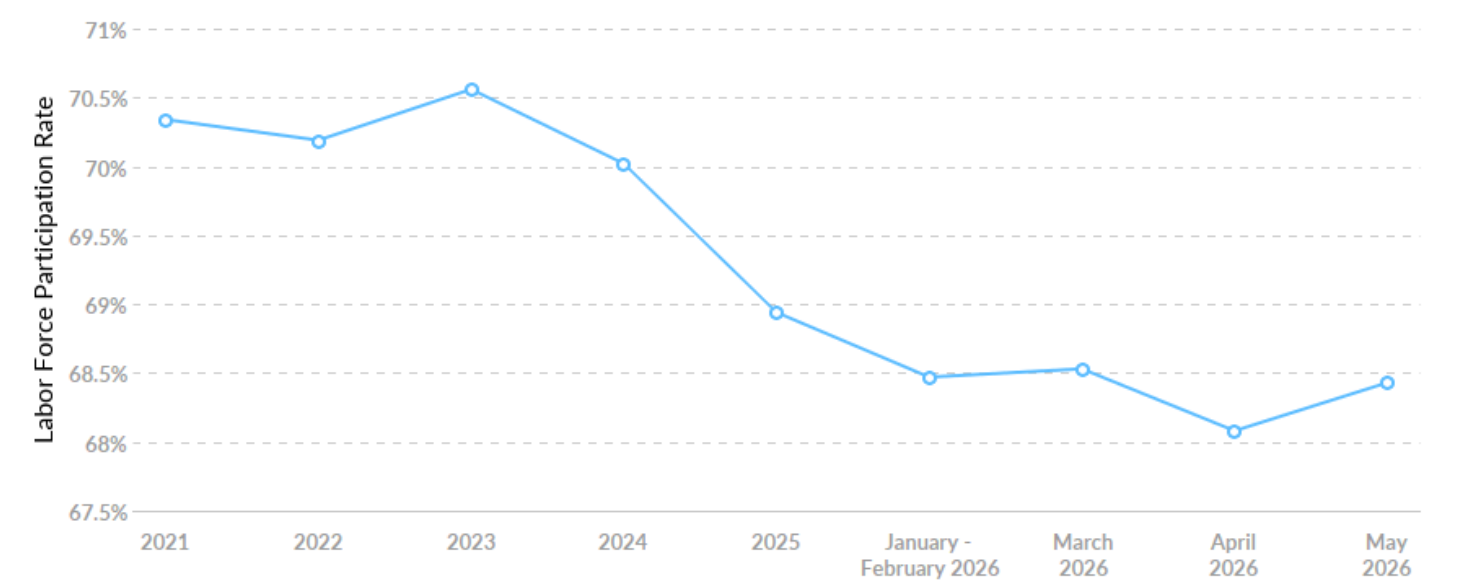
Job Trends

From 2020 to 2025, jobs increased by **13.5%** in St. Croix County, WI from 37,246 to **42,265**. This change **outpaced the national growth rate of 10.7% by 2.8%**.



Timeframe	Jobs
2020	37,246
2021	38,563
2022	39,938
2023	40,938
2024	41,803
2025	42,265
2026	43,137
2027	43,845
2028	44,437
2029	44,928
2030	45,212

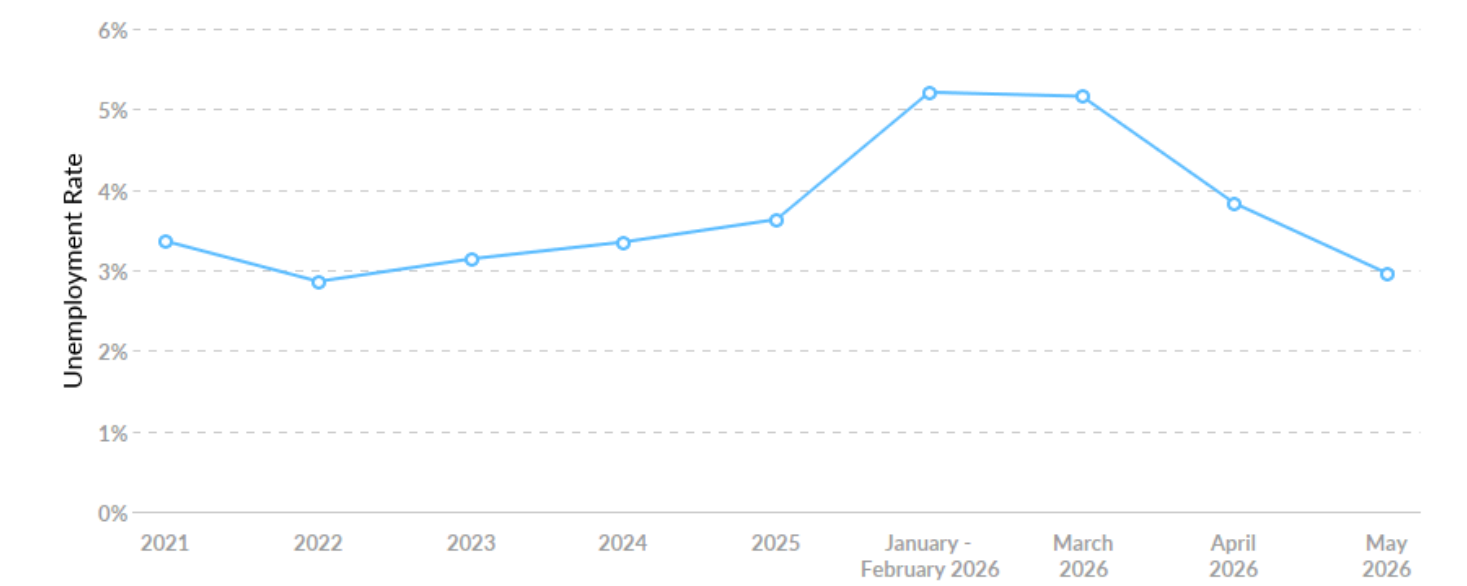
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	70.34%
2022	70.19%
2023	70.56%
2024	70.02%
2025	68.94%
January - February 2026	68.47%
March 2026	68.53%
April 2026	68.08%
May 2026	68.43%

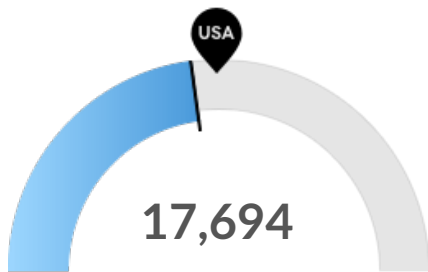
Unemployment Rate Trends

St. Croix County, WI had a May 2026 unemployment rate of 2.96%, decreasing from 3.36% 5 years before.



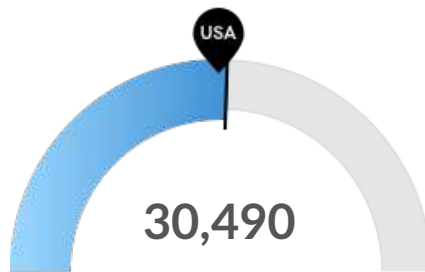
Timeframe	Unemployment Rate
2021	3.36%
2022	2.86%
2023	3.14%
2024	3.35%
2025	3.63%
January - February 2026	5.21%
March 2026	5.16%
April 2026	3.83%
May 2026	2.96%

Population Characteristics



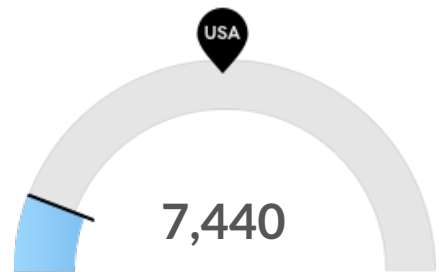
Millennials

St. Croix County, WI has 17,694 millennials (ages 25-39). The national average for an area this size is 20,052.



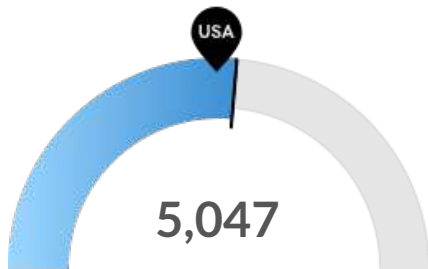
Retiring Soon

Retirement risk is about average in St. Croix County, WI. The national average for an area this size is 29,619 people 55 or older, while there are 30,490 here.



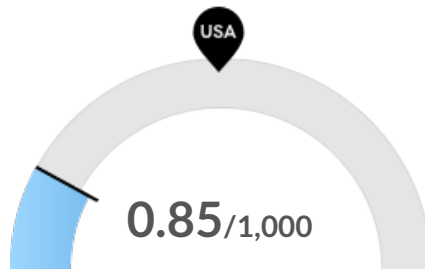
Racial Diversity

Racial diversity is low in St. Croix County, WI. The national average for an area this size is 41,668 racially diverse people, while there are 7,440 here.



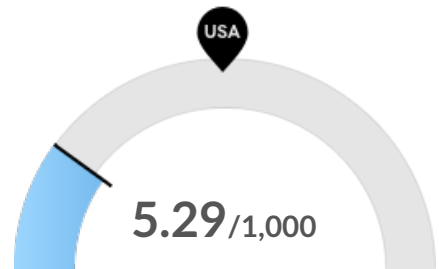
Veterans

St. Croix County, WI has 5,047 veterans. The national average for an area this size is 4,662.



Violent Crime

St. Croix County, WI has 0.85 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

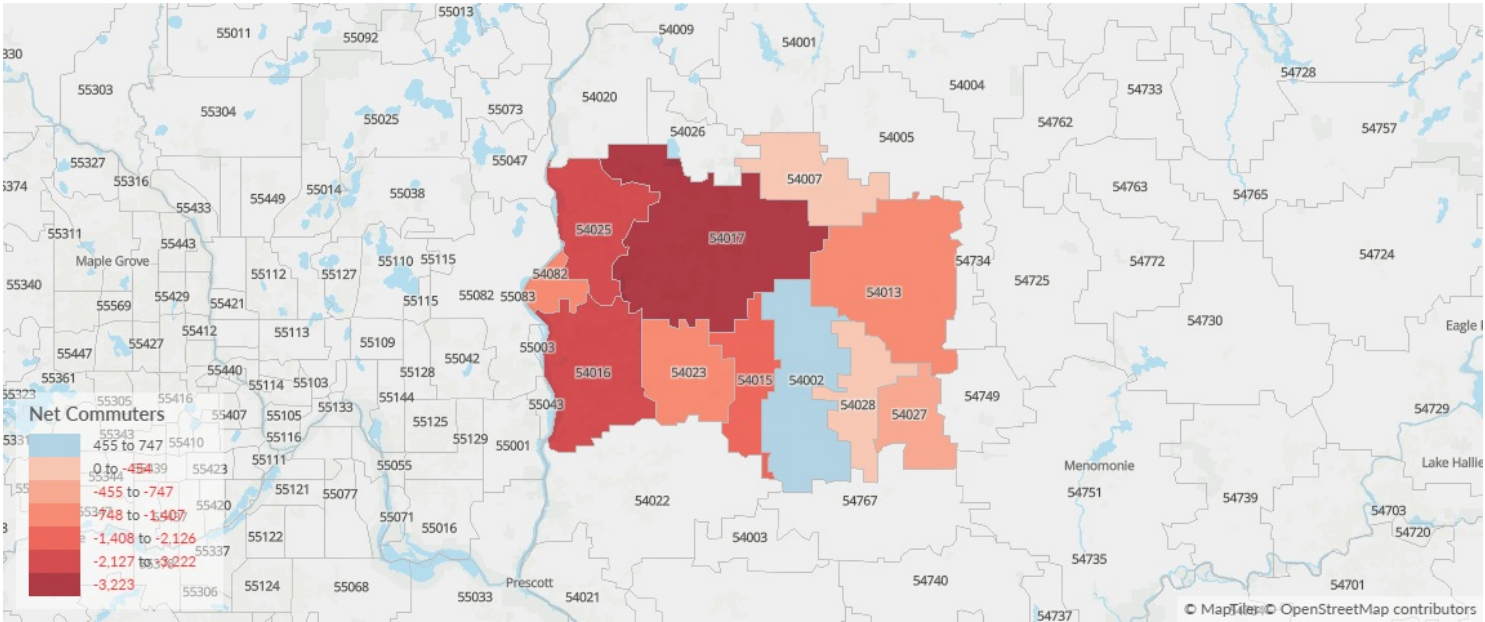


Property Crime

St. Croix County, WI has 5.29 property crimes per 1,000 people. The national rate is 16.44 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	2025 Employment
54016	Hudson, WI (in St. Croix...	17,108
54017	New Richmond, WI (in S...	10,207
54002	Baldwin, WI (in St. Croix...	4,985
54025	Somerset, WI (in St. Cro...	2,693
54023	Roberts, WI (in St. Croix...	2,211

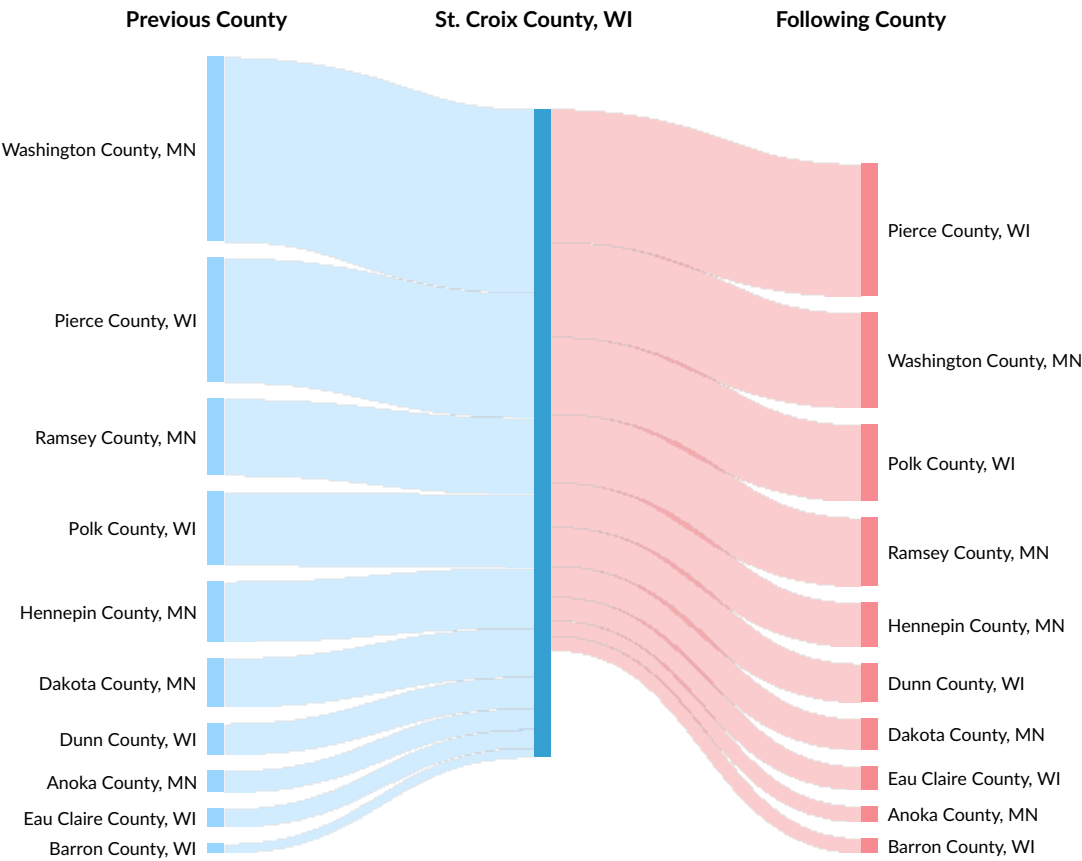
Where Talent Lives

ZIP	Name	2025 Workers
54016	Hudson, WI (in St. Croix...	19,536
54017	New Richmond, WI (in S...	13,430
54025	Somerset, WI (in St. Cro...	4,819
54002	Baldwin, WI (in St. Croix...	4,443
54023	Roberts, WI (in St. Croix...	3,035

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 2023, 752 people have migrated from Washington County, MN to St. Croix County, WI. In the same year, 542 people left St. Croix County, WI migrating to Pierce County, WI. The total Net Migration for St. Croix County, WI in 2023 was 281.

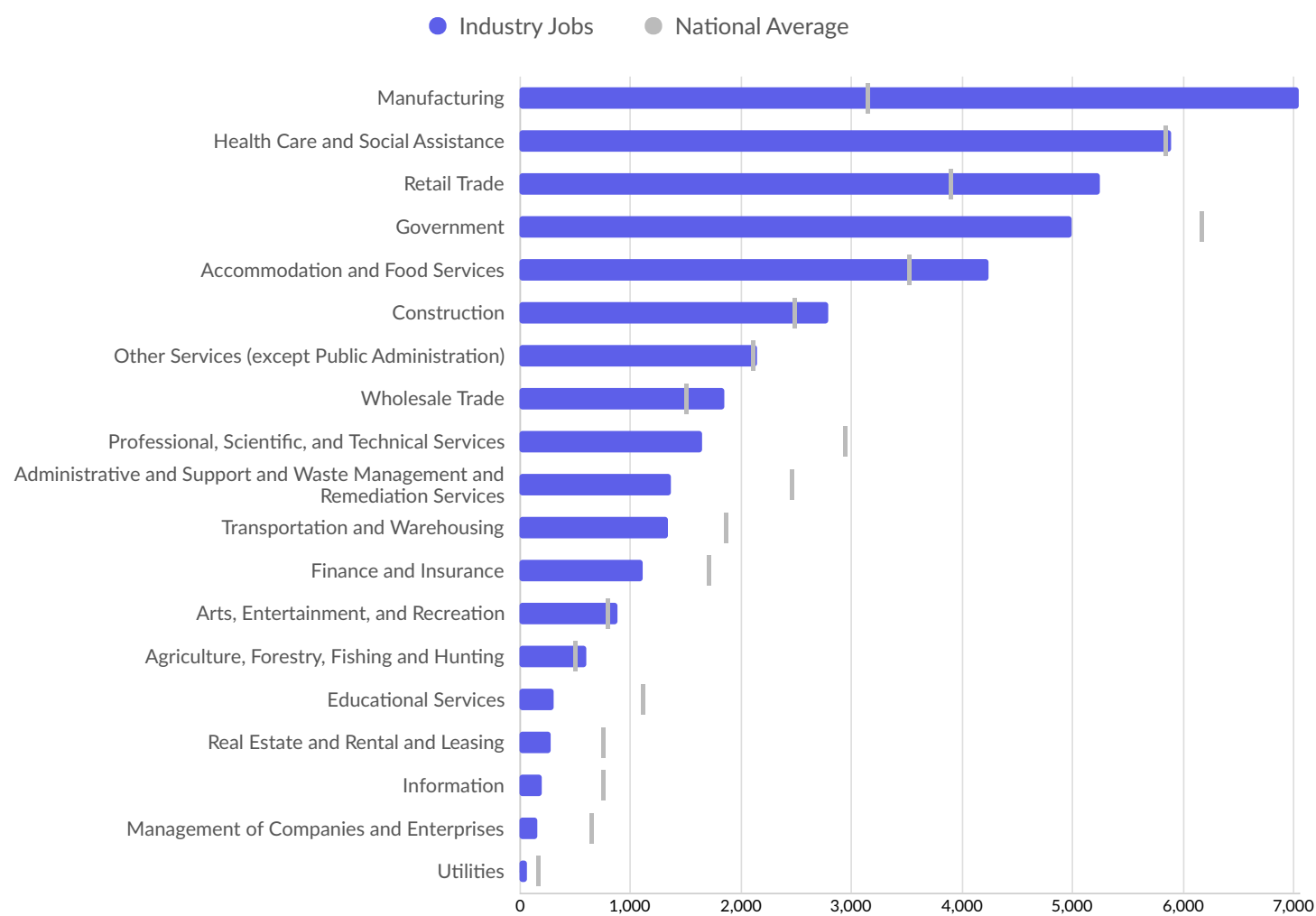


Top Previous Counties	Migrations
Washington County, MN	752
Pierce County, WI	508
Ramsey County, MN	312
Polk County, WI	300
Hennepin County, MN	246
Dakota County, MN	199

Top Previous Counties	Migrations
Dunn County, WI	127
Anoka County, MN	87
Eau Claire County, WI	75
Barron County, WI	38
Cook County, IL	35
Dane County, WI	32
Chippewa County, WI	29
Maricopa County, AZ	28
Milwaukee County, WI	25
Top Following Counties	Migrations
Pierce County, WI	542
Washington County, MN	388
Polk County, WI	313
Ramsey County, MN	281
Hennepin County, MN	180
Dunn County, WI	159
Dakota County, MN	127
Eau Claire County, WI	96
Anoka County, MN	63
Barron County, WI	60
Burnett County, WI	42
Maricopa County, AZ	40
Champaign County, IL	34
Chippewa County, WI	33
Dane County, WI	33

Industry Characteristics

Largest Industries



Top Growing Industries

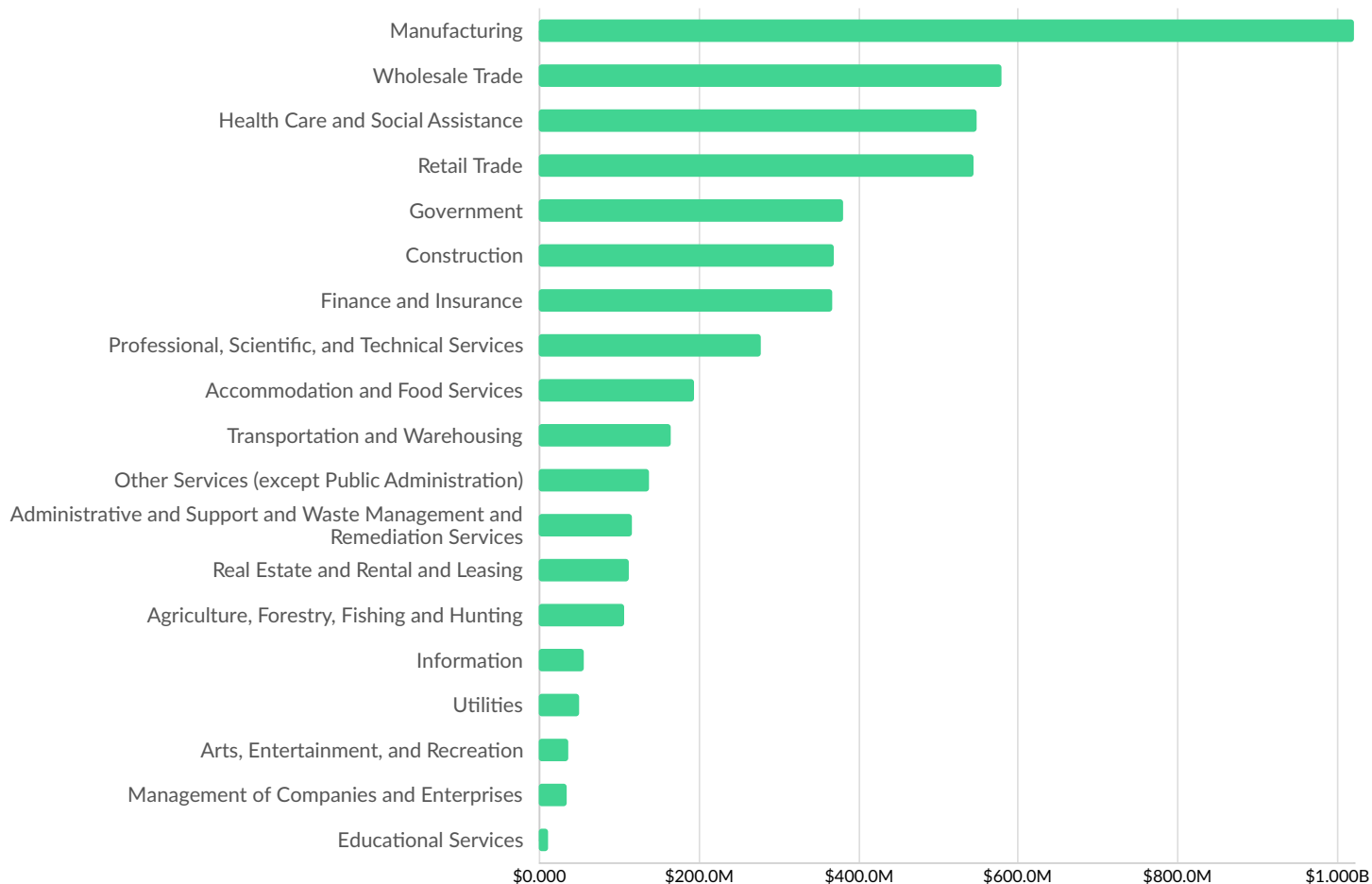


Top Industry Employment Concentration

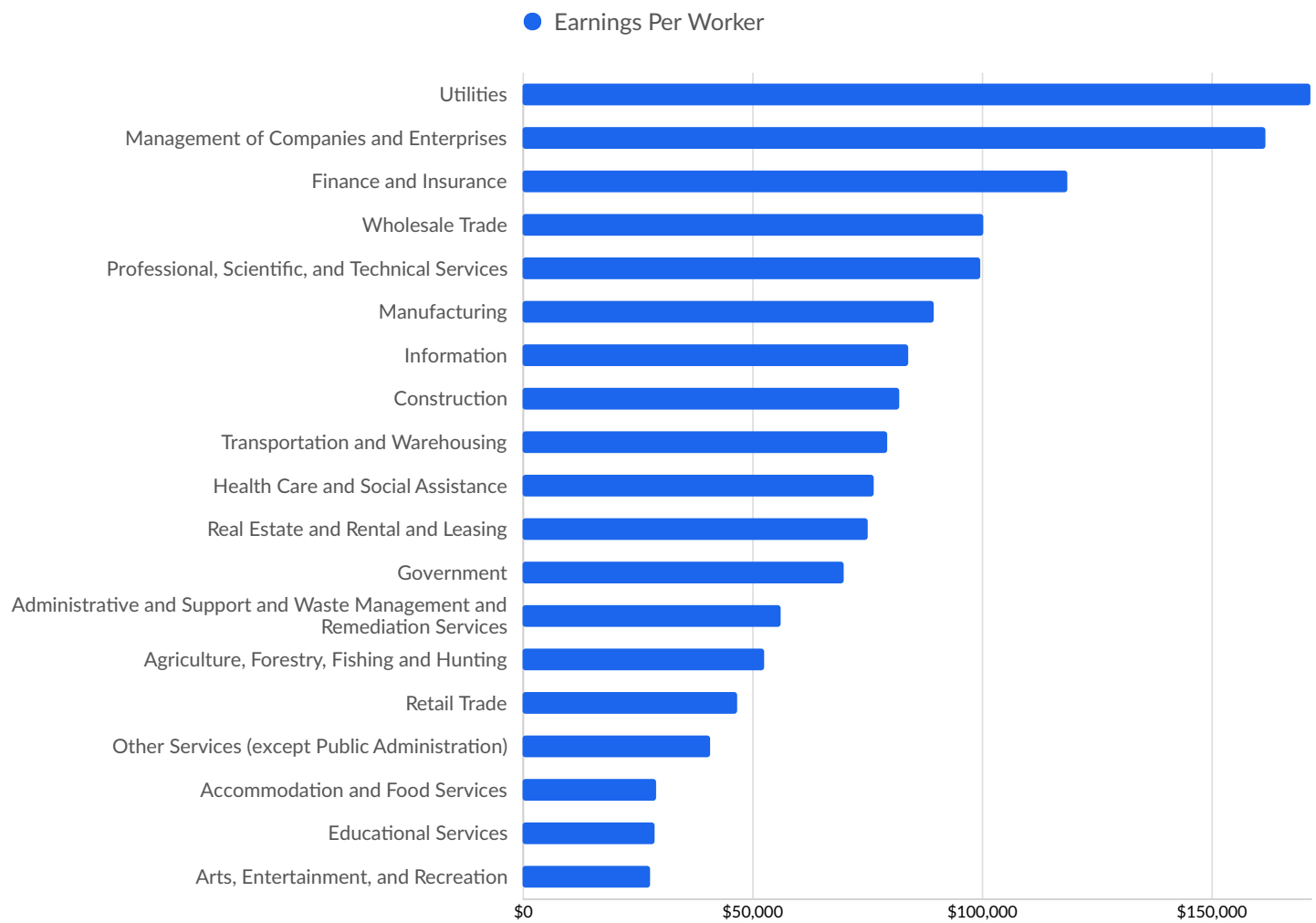


Top Industry GRP

● Gross Regional Product



Top Industry Earnings



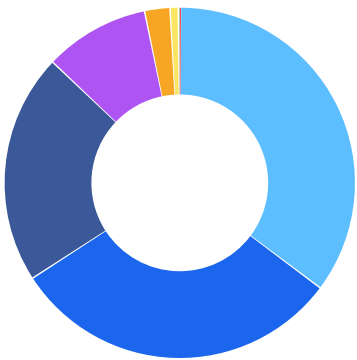
Business Characteristics

6,386 Companies Employ Your Workers

Online profiles for your workers mention 6,386 companies as employers, with the top 10 appearing below. In the last 12 months, 1,113 companies in St. Croix County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Andersen Windows	318	Aerotek	265
3M	299	Molex	225
Molex	191	ManpowerGroup	221
Smc Group	142	Government Of The Virgin Islan...	165
Baldwin Area Medical Center	125	GPAC	161
St. Croix County	119	Healthpartners	123
State of Minnesota	116	Domino's Pizza	117
Healthpartners	92	Walmart	100
Walmart	83	Koch Industries	92
Allina Health	79	Koch Capabilities	90

Business Size

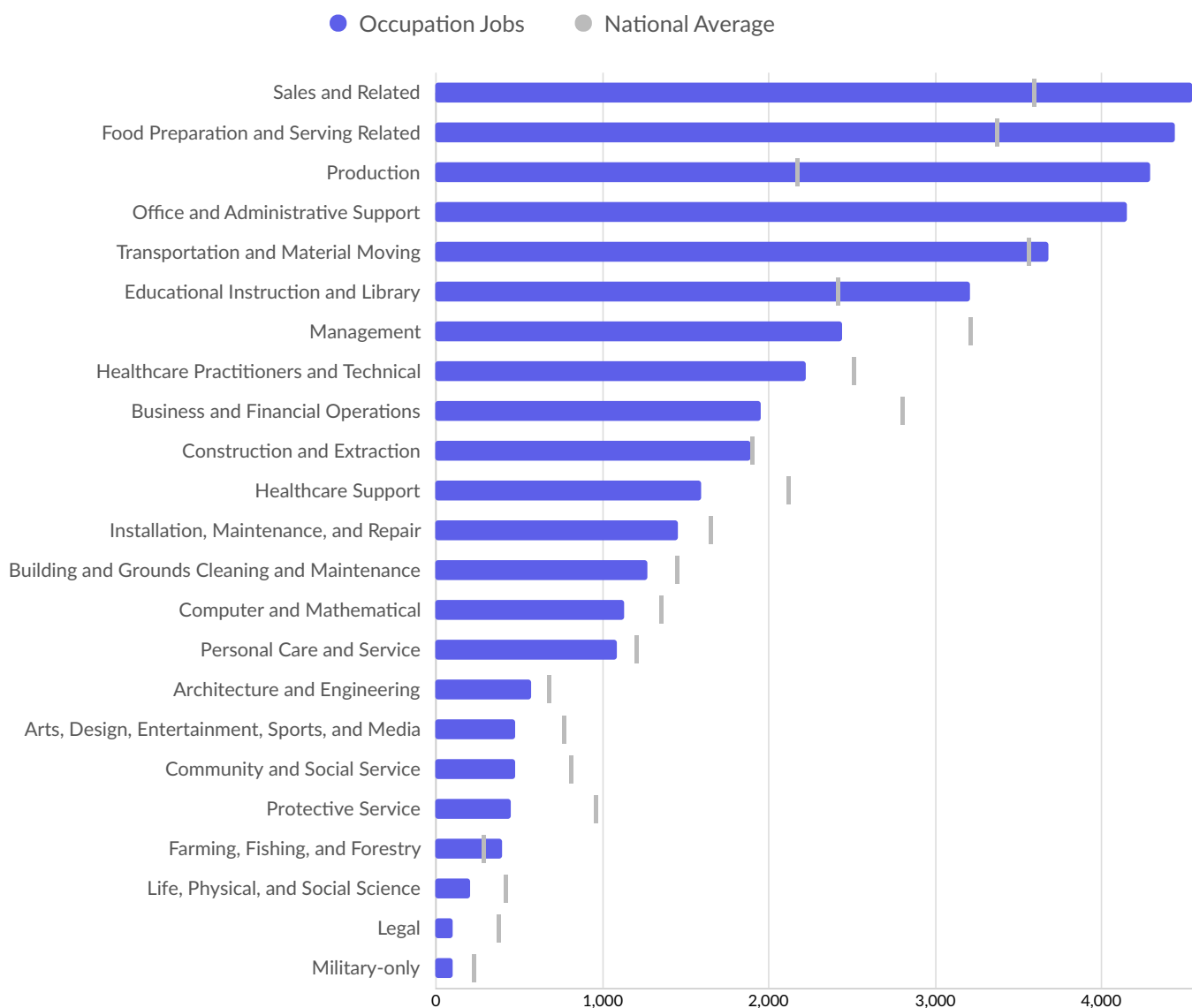


	Percentage	Business Count
1 to 4 employees	35.2%	1,354
5 to 9 employees	30.6%	1,180
10 to 19 employees	21.2%	818
20 to 49 employees	9.7%	373
50 to 99 employees	2.3%	90
100 to 249 employees	0.8%	29
250 to 499 employees	0.2%	7
500+ employees	0.0%	1

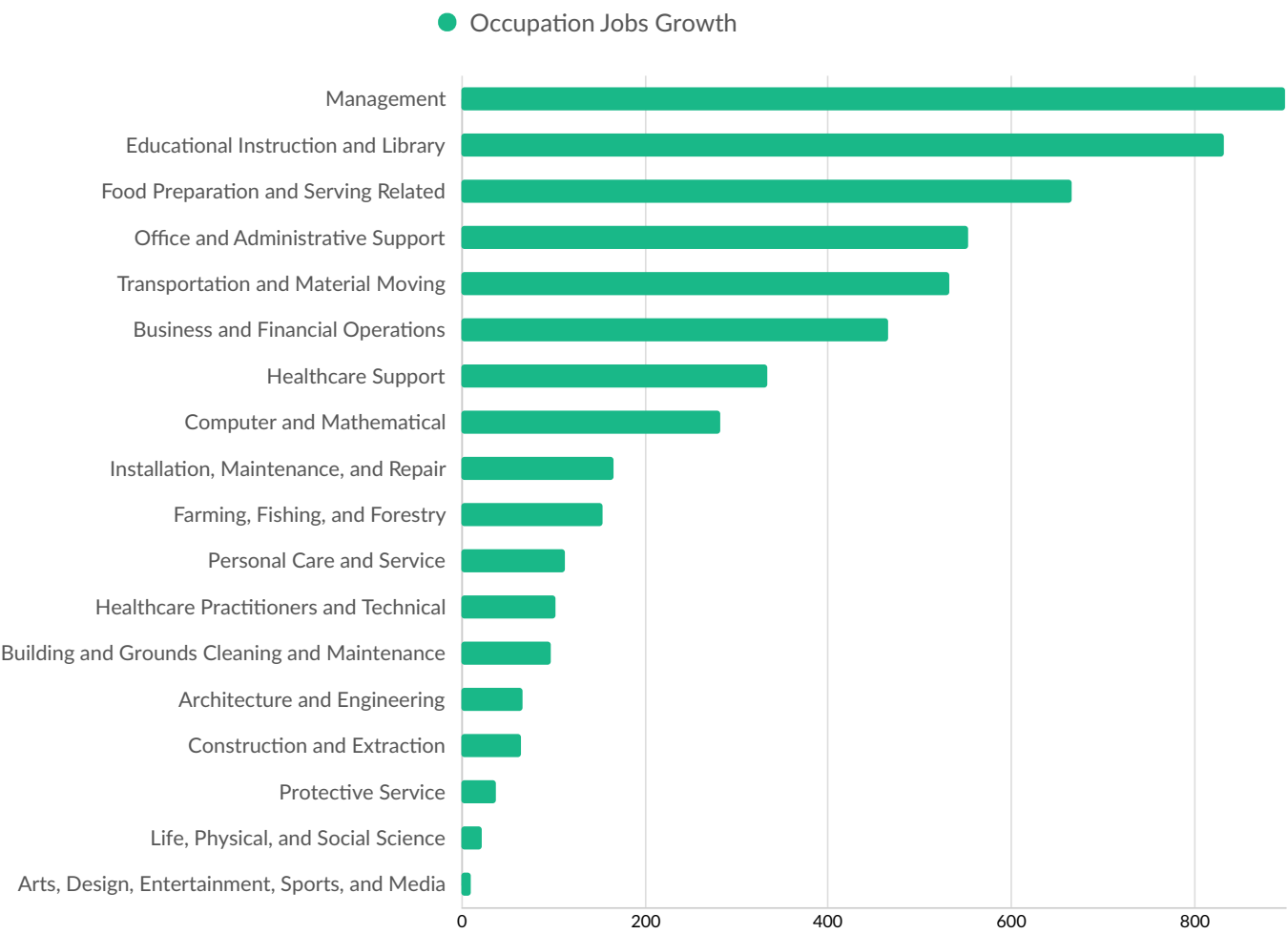
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

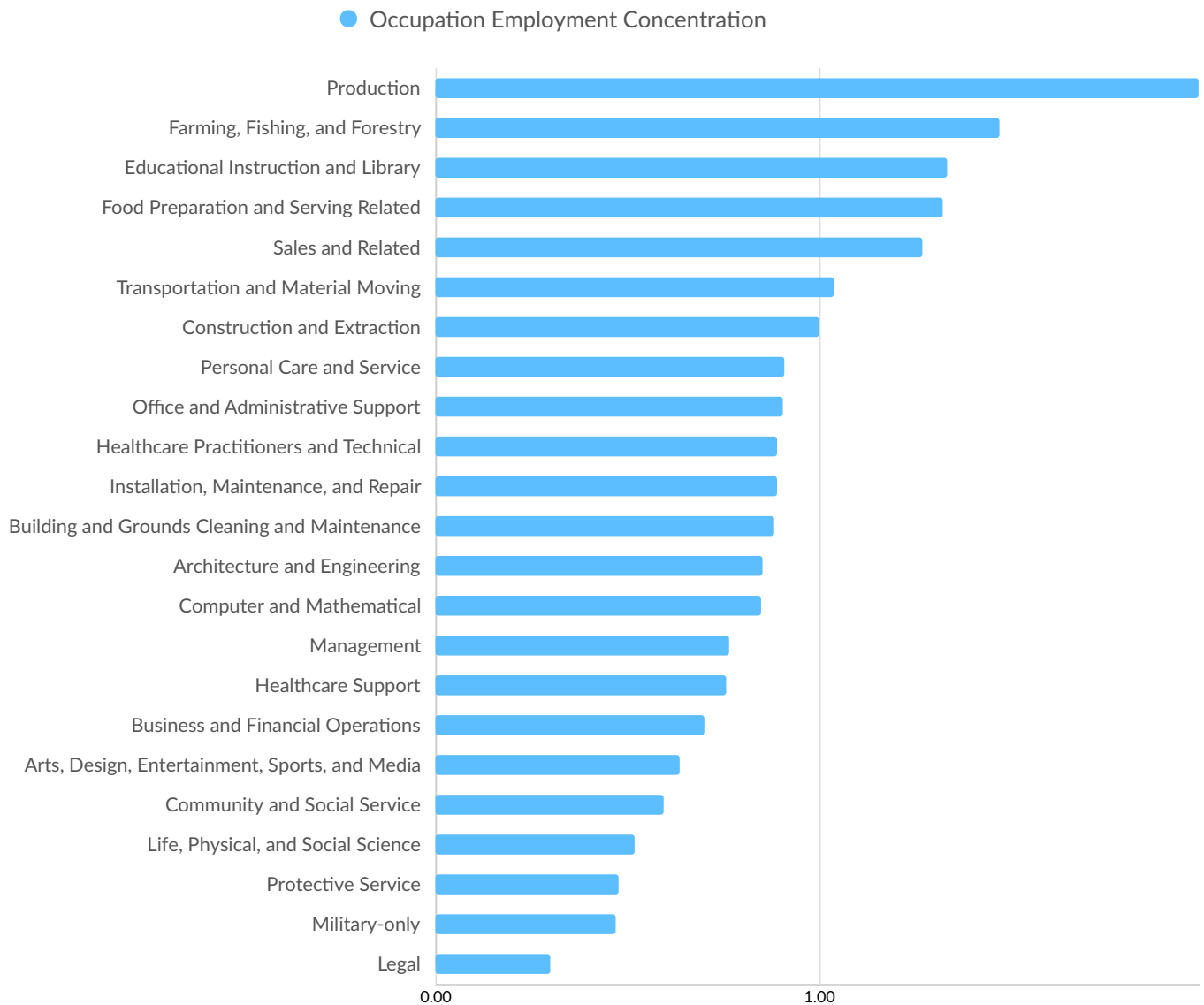
Largest Occupations



Top Growing Occupations



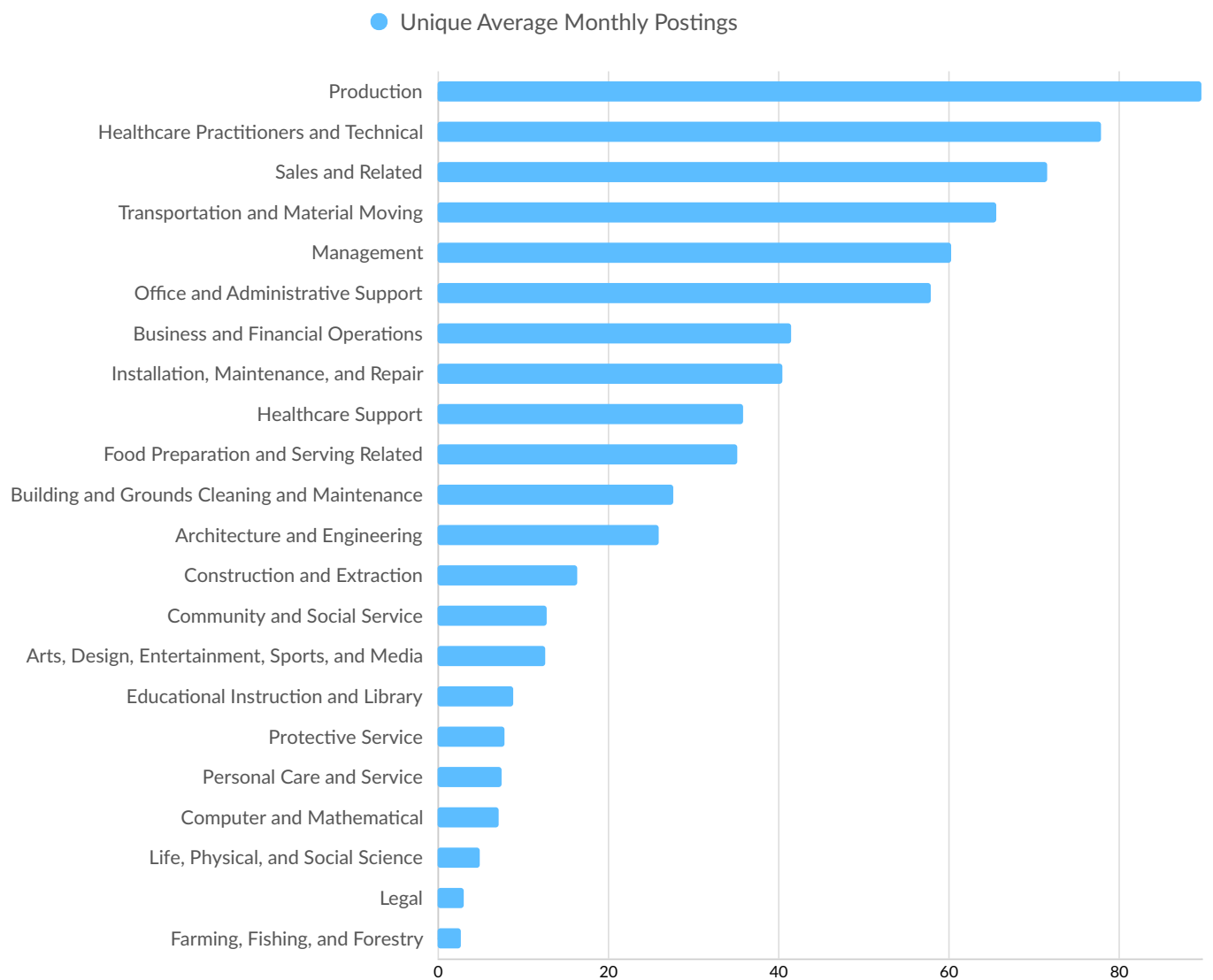
Top Occupation Employment Concentration



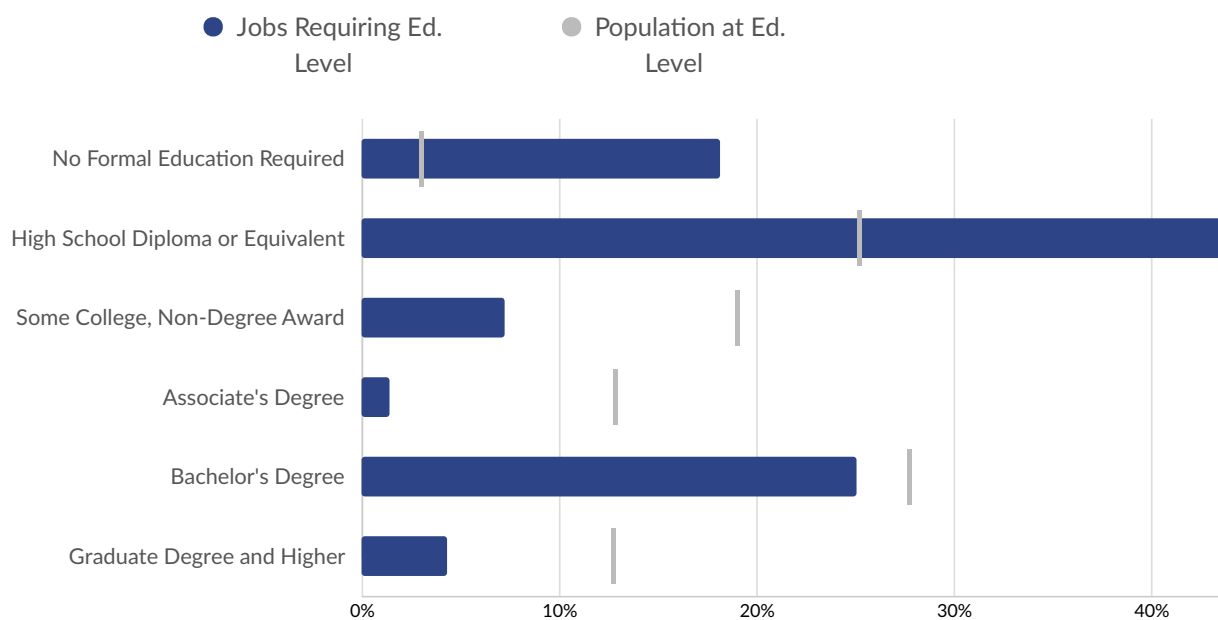
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

