



# Polk County

West Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

55095 Polk County, WI

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### Class of Worker

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

The information in this report pertains to the chosen geographical area.

## Economy Overview

45,431

Population (2021)

Population **grew by 2,170** over the last 5 years and is projected to **grow by 548** over the next 5 years.

16,791

Total Regional Employment

Jobs **decreased by 332** over the last 5 years but are projected to **grow by 834** over the next 5 years.

\$61.8K

Median Household Income (2020)

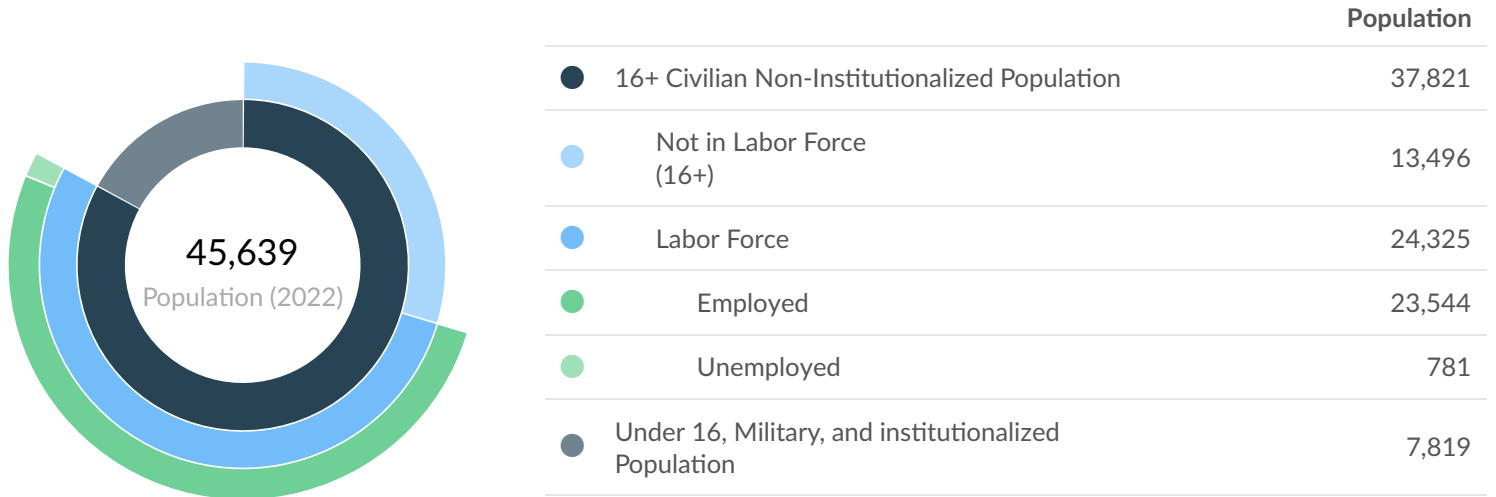
Median household income is **\$3.2K below** the national median household income of \$65.0K.

## Takeaways

- As of 2021 the region's population **increased by 5.0%** since 2016, growing by 2,170. Population is expected to **increase by 1.2%** between 2021 and 2026, adding 548.
- From 2016 to 2021, jobs **declined by 1.9%** in Polk County from 17,123 to **16,791**. This change **fell short of the national growth rate of 1.9% by 3.8%**. As the number of jobs declined, the **labor force participation rate decreased from 71.2% to 67.4% between 2016 and 2021**.
- Concerning educational attainment, **16.3% of Polk County residents possess a Bachelor's Degree** (4.1% below the national average), and **13.9% hold an Associate's Degree** (5.1% above the national average).
- The top three industries in 2021 are Education and Hospitals (Local Government), General Medical and Surgical Hospitals, and Local Government, Excluding Education and Hospitals.

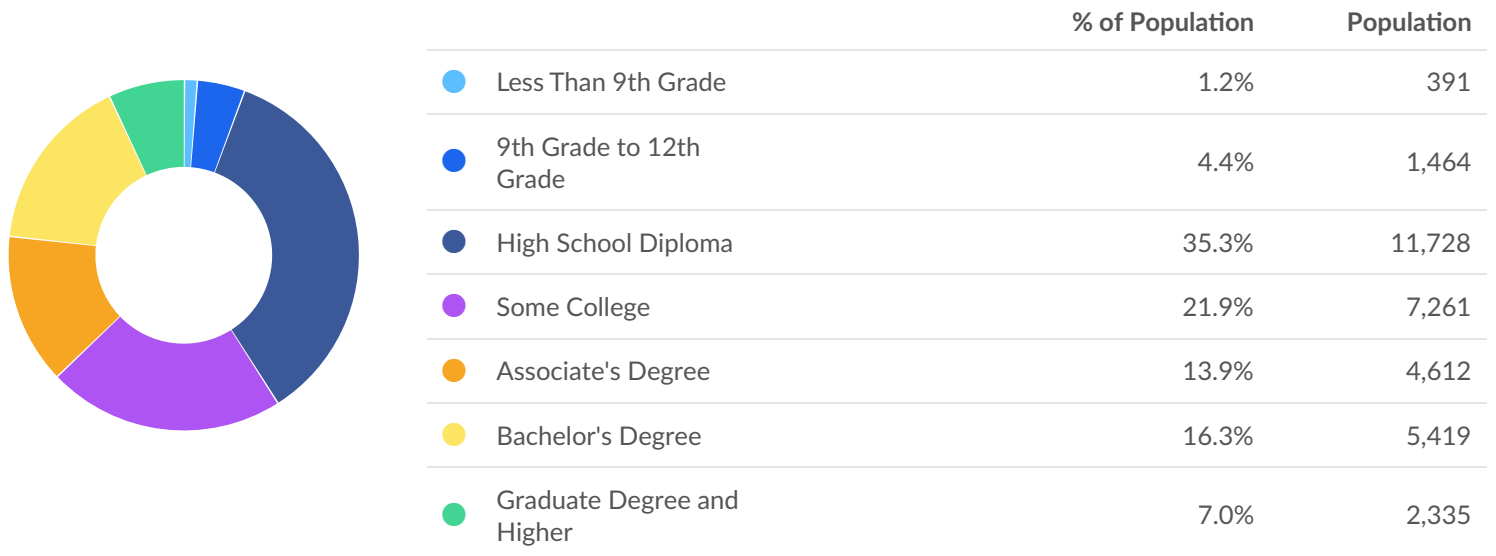
	Population (2022)	Labor Force (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	45,639	24,325	16,791	99.6	\$1.72B	\$3.12B	\$2.10B
Polk County	45,639	24,325	16,791	99.6	\$1.72B	\$3.12B	\$2.10B
West Central WI RPC	443,981	232,077	194,442	98.5	\$21.06B	\$28.90B	\$23.94B
Wisconsin	5,923,000	3,089,950	3,114,081	100.3	\$360.42B	\$331.46B	\$354.92B

## Sep 2022 Labor Force Breakdown



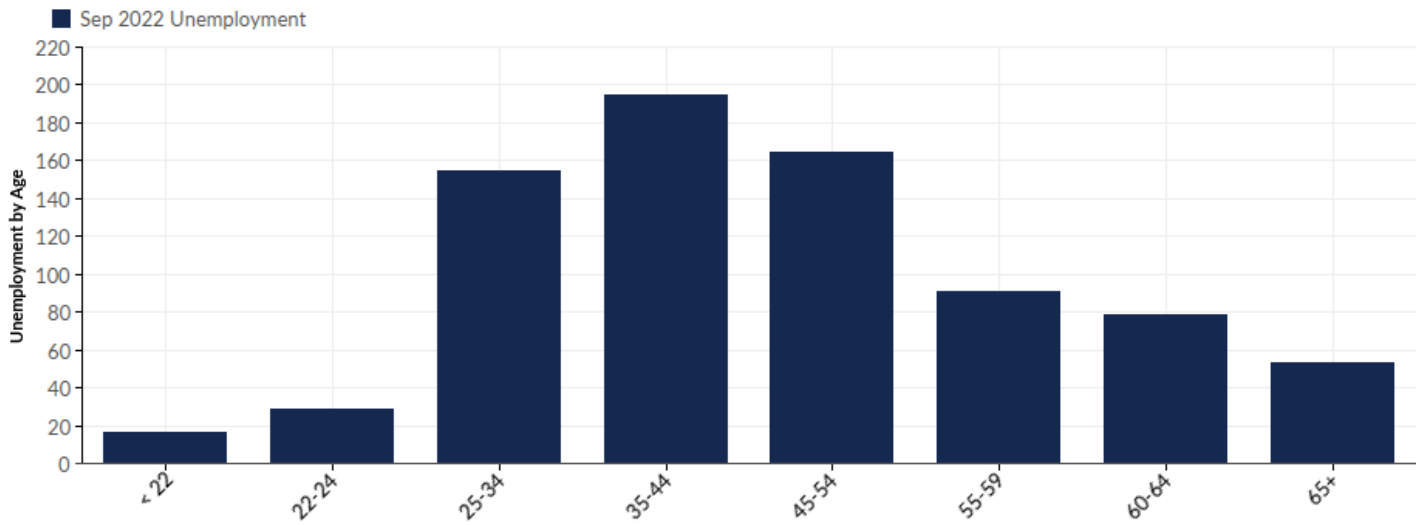
## Educational Attainment

Concerning educational attainment, **16.3% of Polk County residents possess a Bachelor's Degree** (4.1% below the national average), and **13.9% hold an Associate's Degree** (5.1% above the national average).



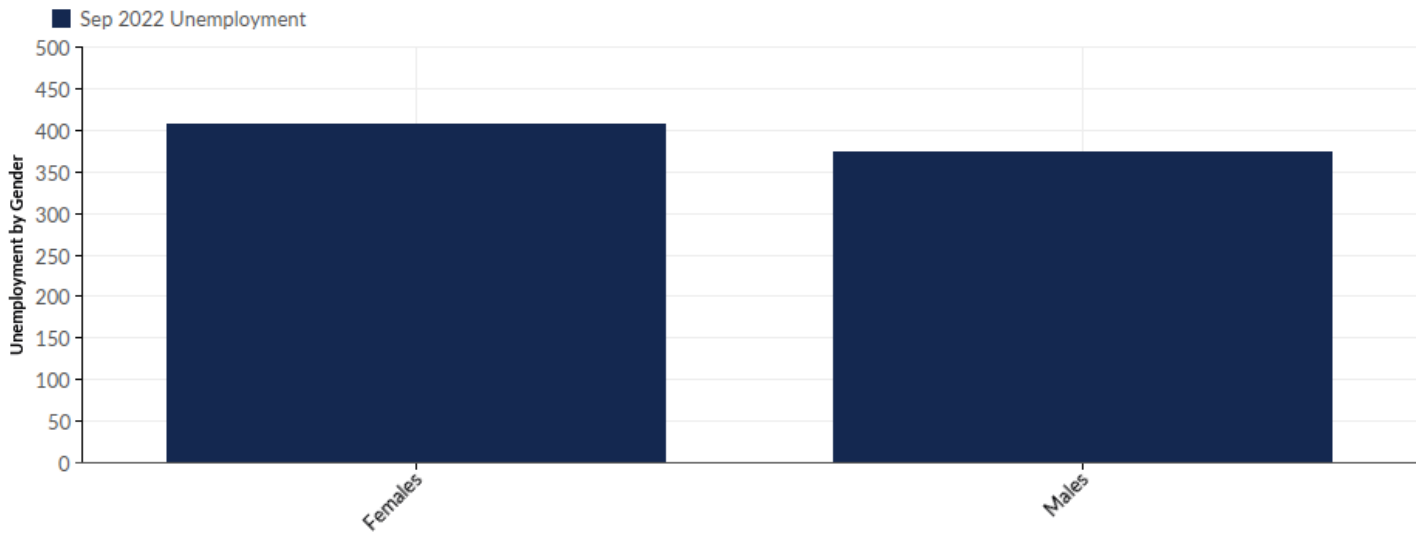
# Unemployment by Demographics

## Unemployment by Age



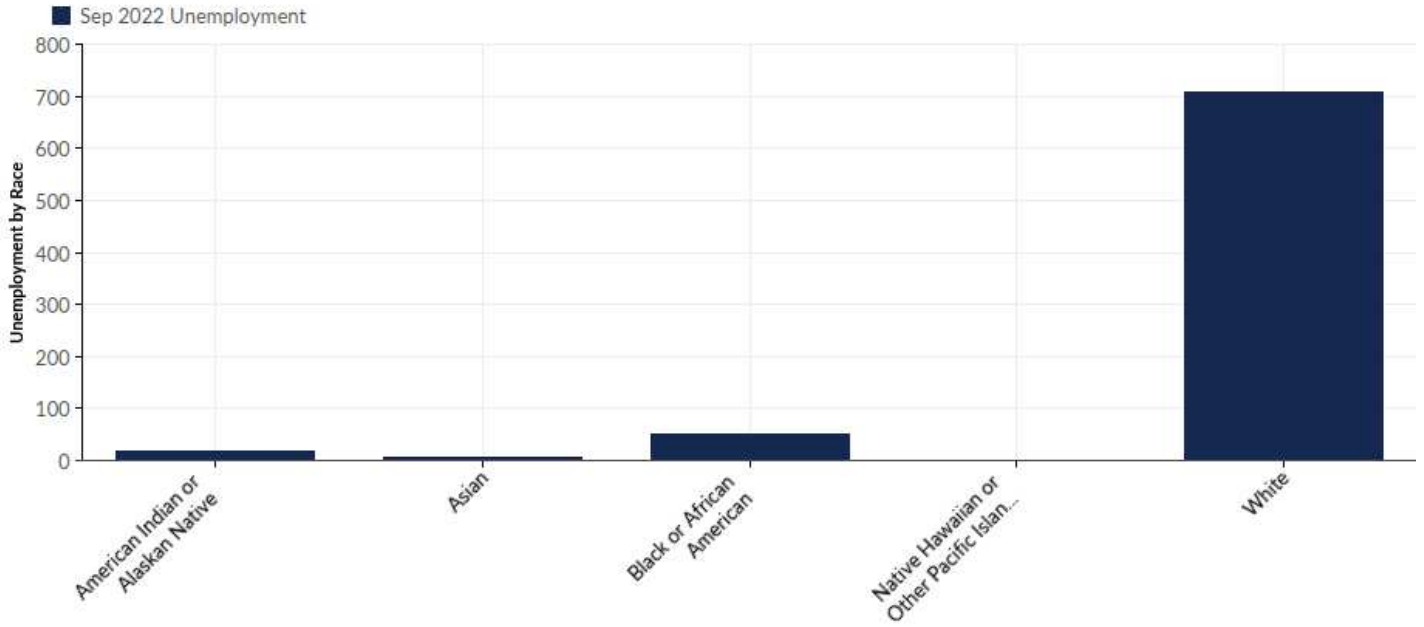
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	16	2.05%
22-24	29	3.71%
25-34	155	19.85%
35-44	194	24.84%
45-54	165	21.13%
55-59	91	11.65%
60-64	78	9.99%
65+	53	6.79%
<b>Total</b>	<b>781</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Sep 2022)	% of Unemployed
Females	408	52.24%
Males	373	47.76%
Total	781	100.00%

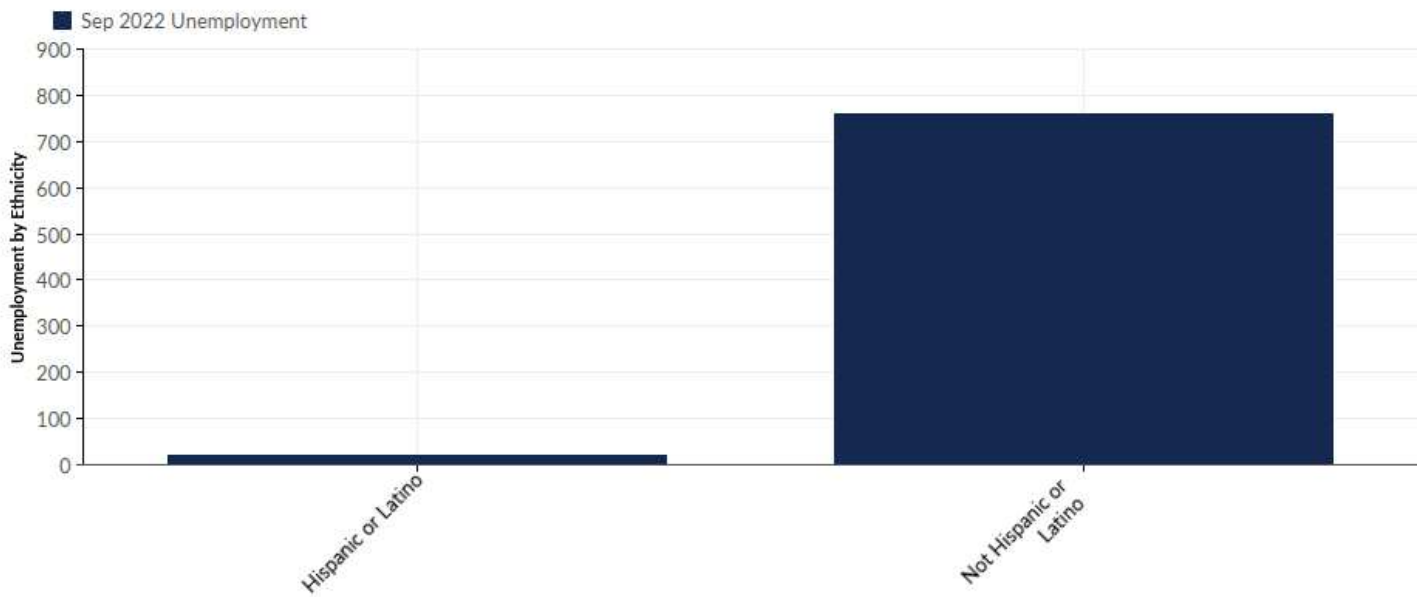
## Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	18	2.30%
Asian	6	0.77%
Black or African American	50	6.40%
Native Hawaiian or Other Pacific Islander	1	0.13%
White	707	90.52%
<b>Total</b>	<b>781</b>	<b>100.00%</b>



## Unemployment by Ethnicity

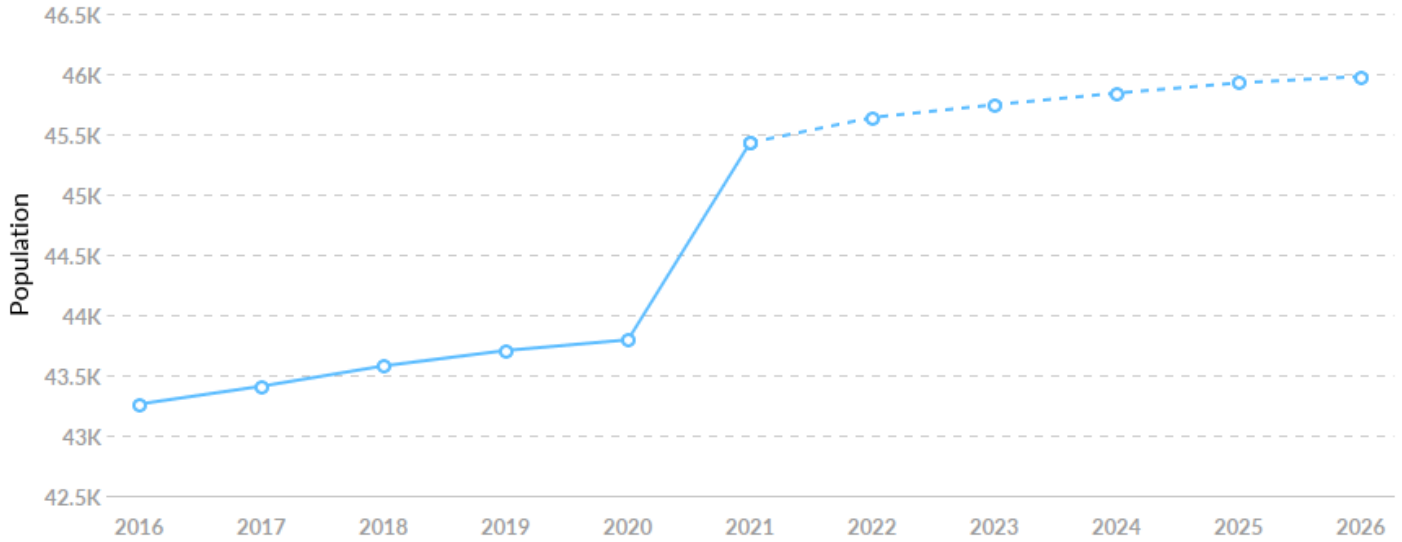


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	22	2.82%
Not Hispanic or Latino	759	97.18%
Total	781	100.00%

# Historic & Projected Trends

## Population Trends

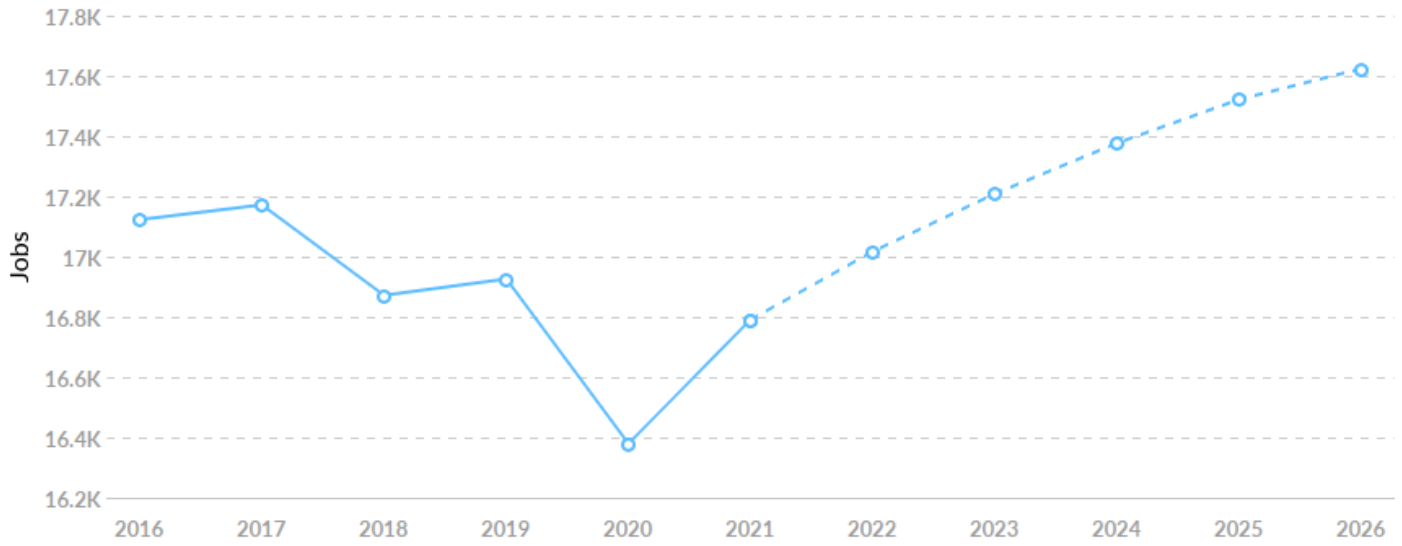
As of 2021 the region's population increased by 5.0% since 2016, growing by 2,170. Population is expected to increase by 1.2% between 2021 and 2026, adding 548.



Timeframe	Population
2016	43,261
2017	43,409
2018	43,578
2019	43,705
2020	43,794
2021	45,431
2022	45,639
2023	45,745
2024	45,841
2025	45,926
2026	45,979

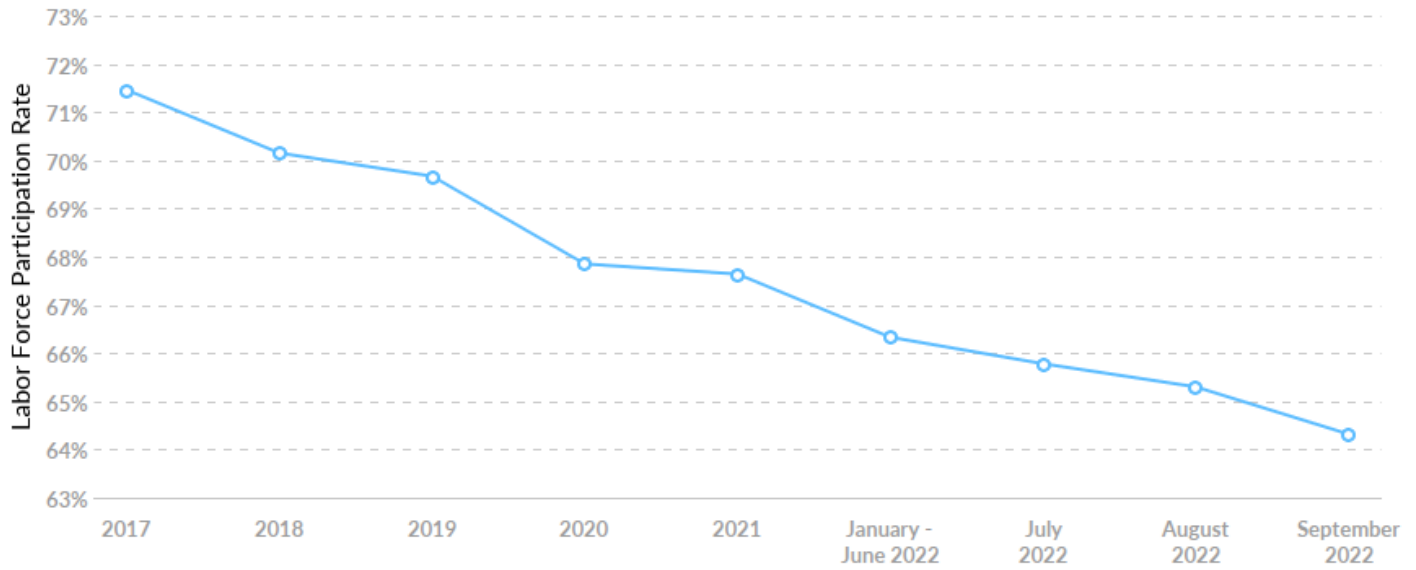
## Job Trends

From 2016 to 2021, jobs declined by 1.9% in Polk County from 17,123 to 16,791. This change fell short of the national growth rate of 1.9% by 3.8%.



Timeframe	Jobs
2016	17,123
2017	17,172
2018	16,872
2019	16,926
2020	16,379
2021	16,791
2022	17,017
2023	17,209
2024	17,377
2025	17,522
2026	17,624

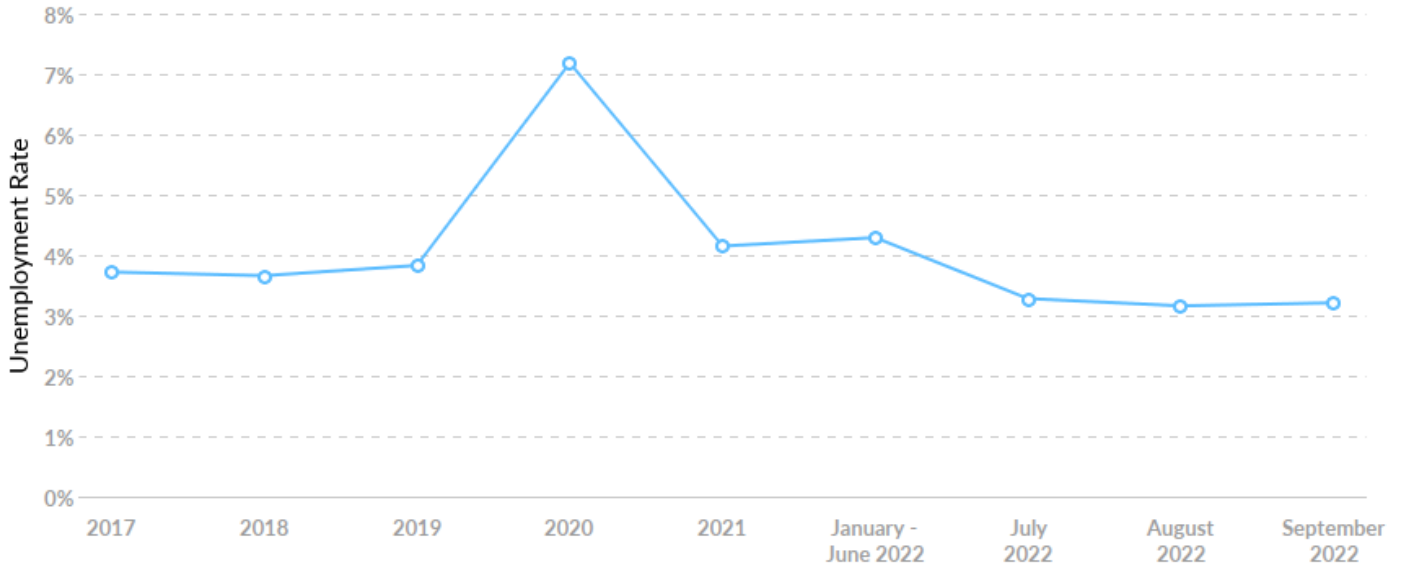
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	71.46%
2018	70.15%
2019	69.67%
2020	67.85%
2021	67.64%
January - June 2022	66.33%
July 2022	65.78%
August 2022	65.30%
September 2022	64.32%

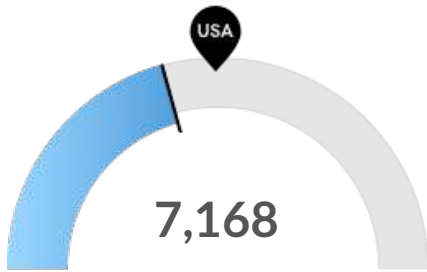
## Unemployment Rate Trends

Polk County had a September 2022 unemployment rate of 3.21%, **decreasing from 3.72%** 5 years before.



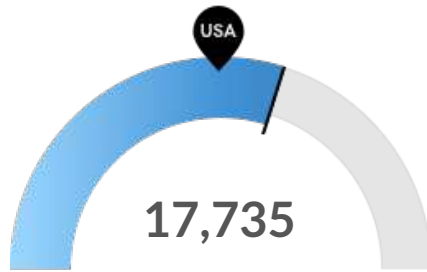
Timeframe	Unemployment Rate
2017	3.72%
2018	3.66%
2019	3.83%
2020	7.18%
2021	4.15%
January - June 2022	4.29%
July 2022	3.28%
August 2022	3.16%
September 2022	3.21%

## Population Characteristics



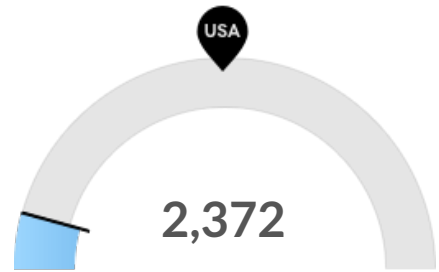
**Millennials**

Polk County has 7,168 millennials (ages 25-39). The national average for an area this size is 9,280.



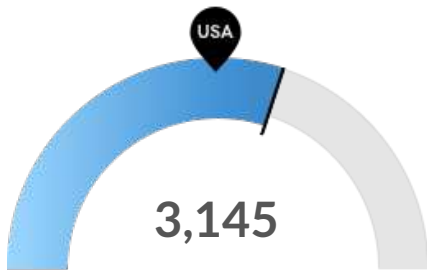
**Retiring Soon**

Retirement risk is high in Polk County. The national average for an area this size is 13,504 people 55 or older, while there are 17,735 here.



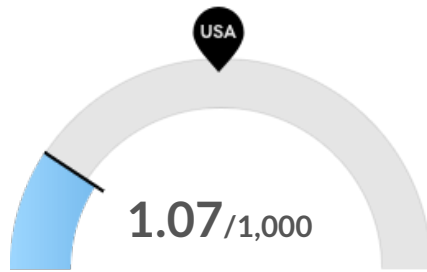
**Racial Diversity**

Racial diversity is low in Polk County. The national average for an area this size is 18,488 racially diverse people, while there are 2,372 here.



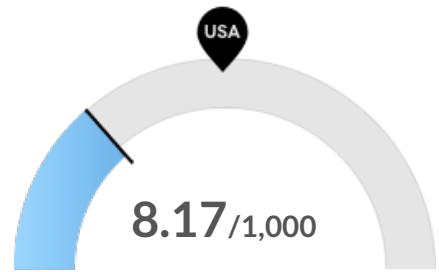
**Veterans**

Polk County has 3,145 veterans. The national average for an area this size is 2,371.



**Violent Crime**

Polk County has 1.07 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

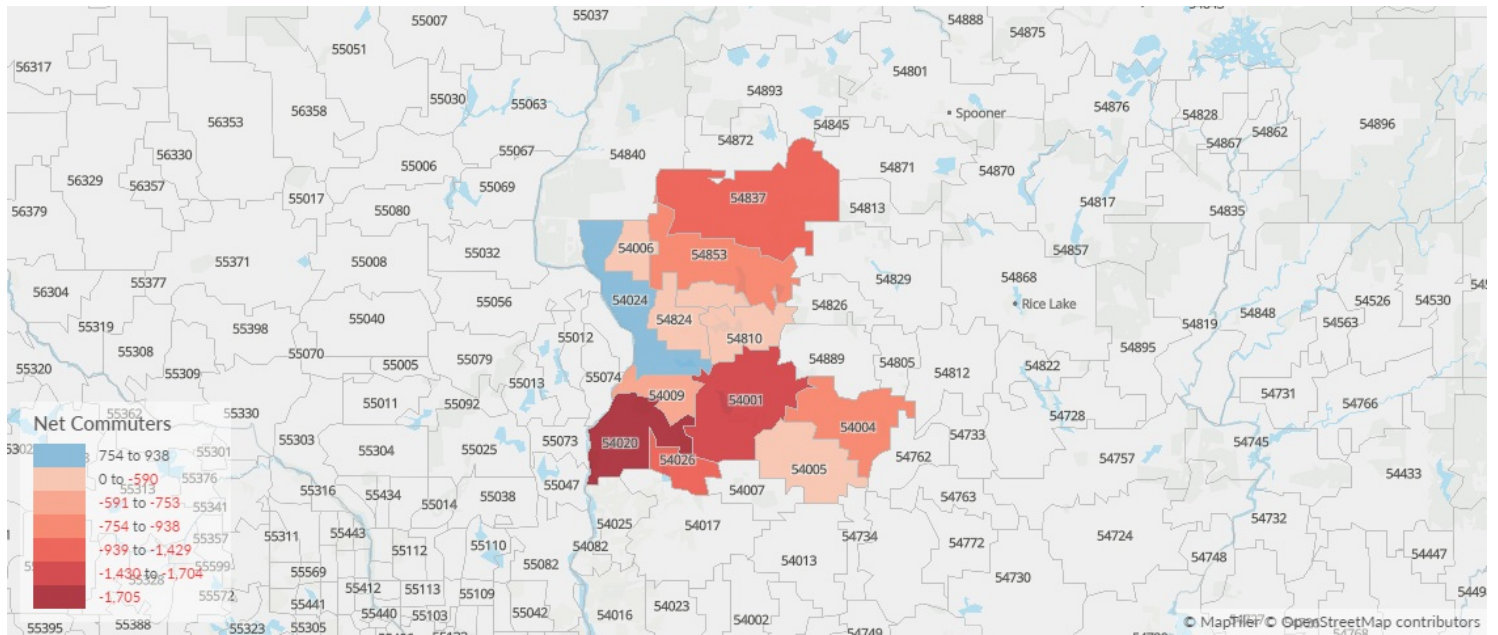


**Property Crime**

Polk County has 8.17 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 Polk County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 54001.



### Where Talent Works

ZIP	Name	2021 Employment
54024	Saint Croix Falls, WI, W...	3,375
54001	Amery, WI, WI (in Polk c...	3,165
54020	Osceola, WI, WI (in Polk...	2,306
54005	Clear Lake, WI, WI (in P...	1,559
54853	Luck, WI, WI (in Polk co...	1,448

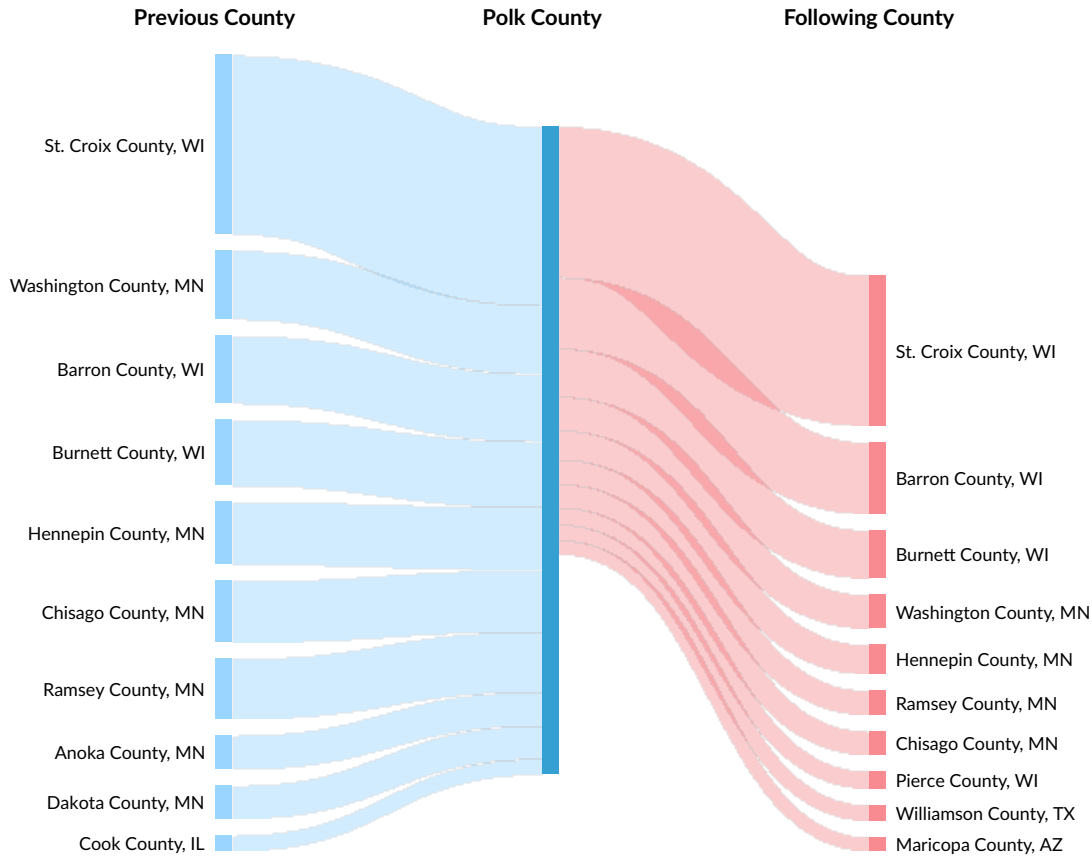
### Where Talent Lives

ZIP	Name	2021 Workers
54001	Amery, WI, WI (in Polk c...	4,595
54020	Osceola, WI, WI (in Polk...	4,011
54024	Saint Croix Falls, WI, W...	2,544
54853	Luck, WI, WI (in Polk co...	2,223
54837	Frederic, WI, WI (in Polk...	1,891

# Inbound and Outbound Migration

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

As of 2020, 400 people have migrated from St. Croix County, WI to Polk County. In the same year, 337 people left Polk County migrating to St. Croix County, WI. The total Net Migration for Polk County in 2020 was 616.



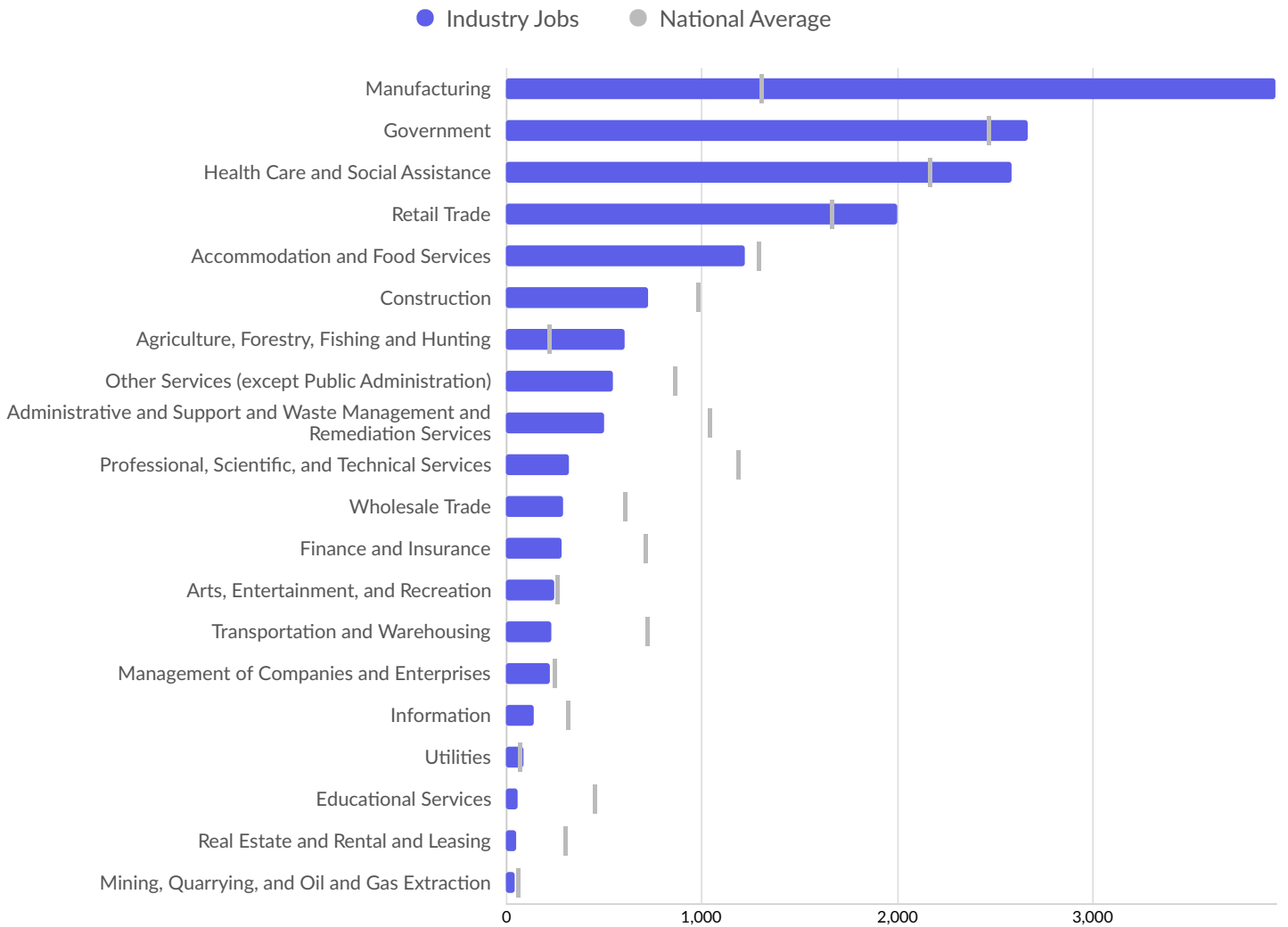
Top Previous Counties	Migrations
St. Croix County, WI	400
Washington County, MN	153
Barron County, WI	151
Burnett County, WI	147
Hennepin County, MN	140
Chisago County, MN	137



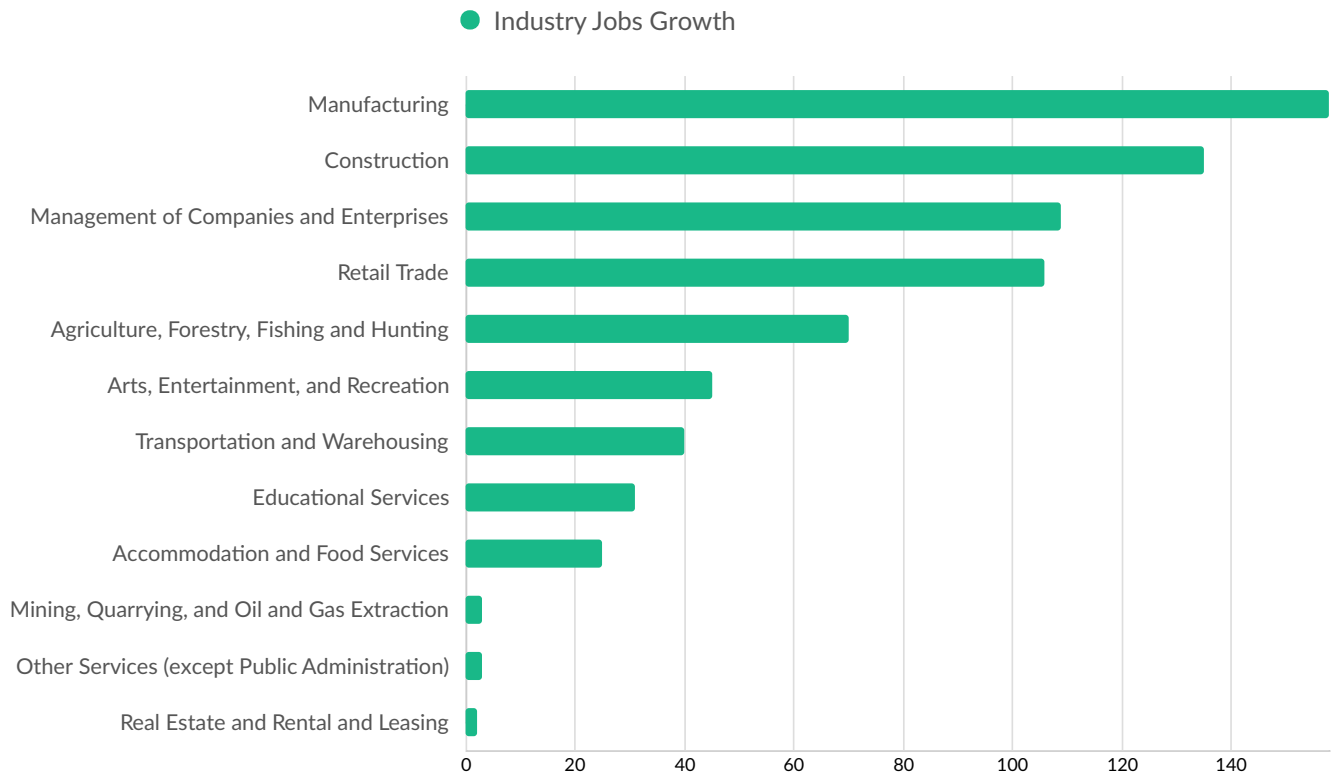
<b>Top Previous Counties</b>	<b>Migrations</b>
Ramsey County, MN	135
Anoka County, MN	76
Dakota County, MN	74
Cook County, IL	35
Pierce County, WI	33
Milwaukee County, WI	26
Kern County, CA	24
Clallam County, WA	20
Douglas County, CO	20
<b>Top Following Counties</b>	<b>Migrations</b>
St. Croix County, WI	337
Barron County, WI	160
Burnett County, WI	107
Washington County, MN	75
Hennepin County, MN	65
Ramsey County, MN	55
Chisago County, MN	53
Pierce County, WI	38
Williamson County, TX	35
Maricopa County, AZ	31
Dakota County, MN	30
Anoka County, MN	29
Dunn County, WI	27
Sawyer County, WI	17
Washington County, WI	17

# Industry Characteristics

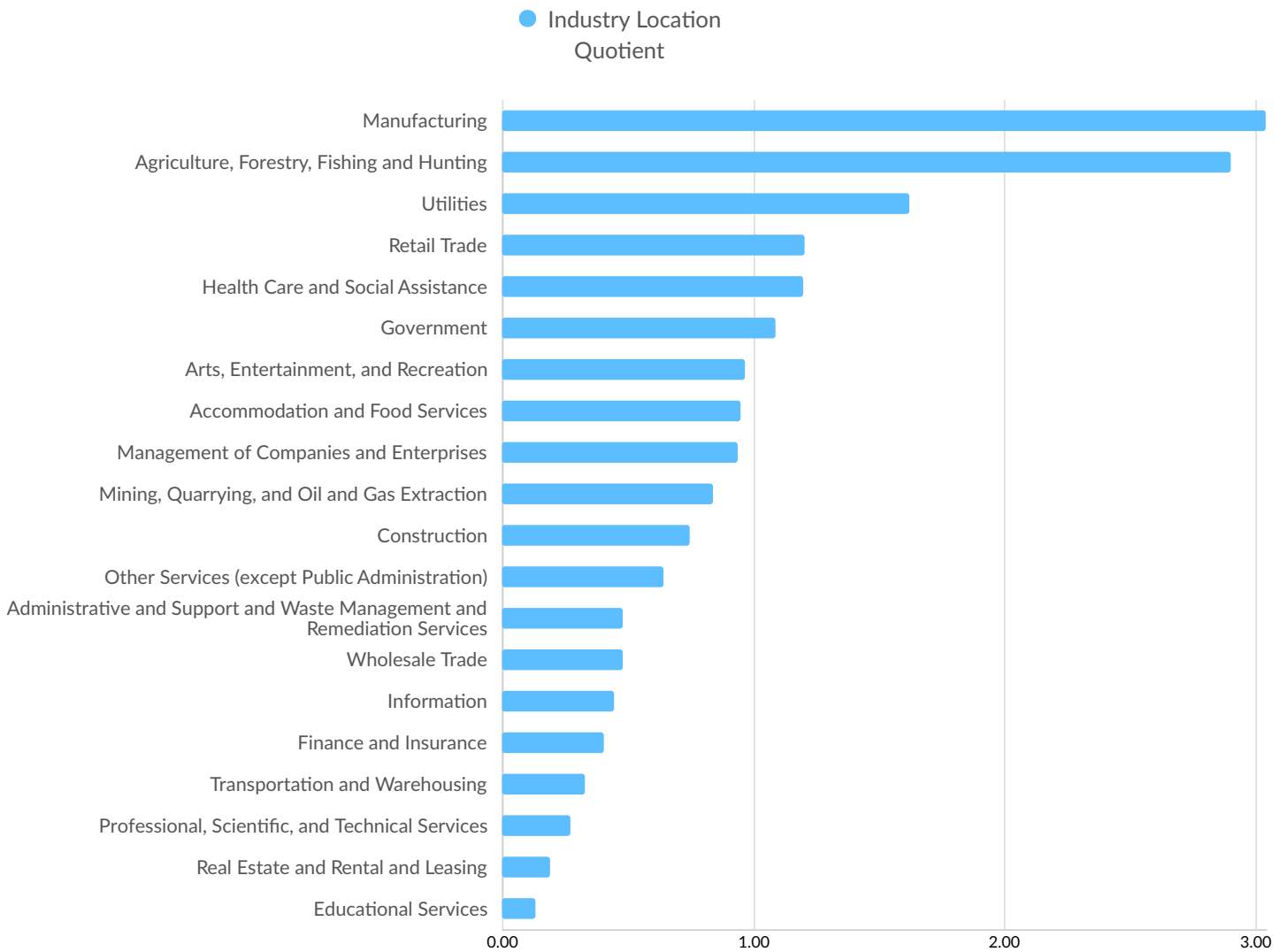
## Largest Industries



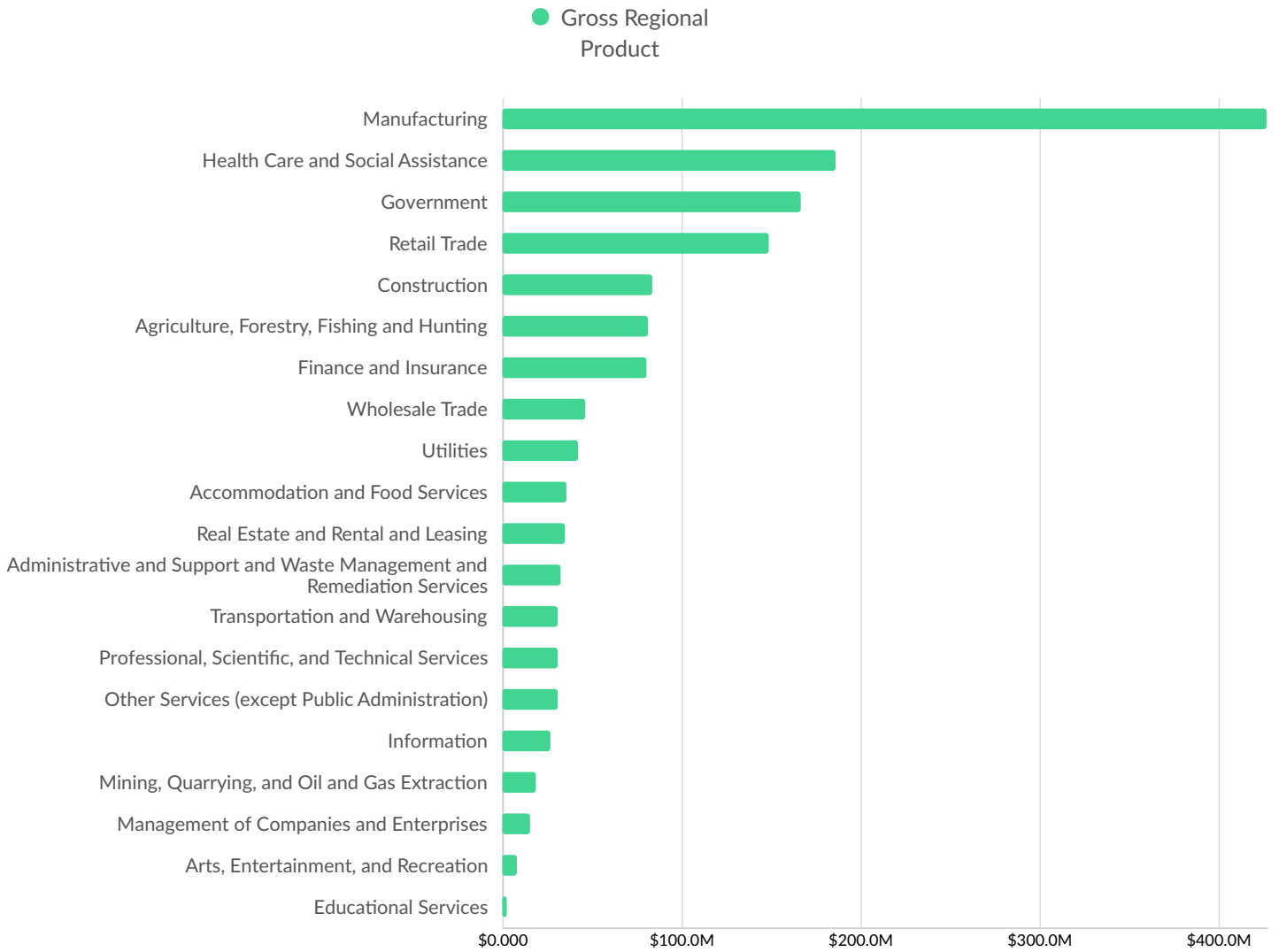
## Top Growing Industries



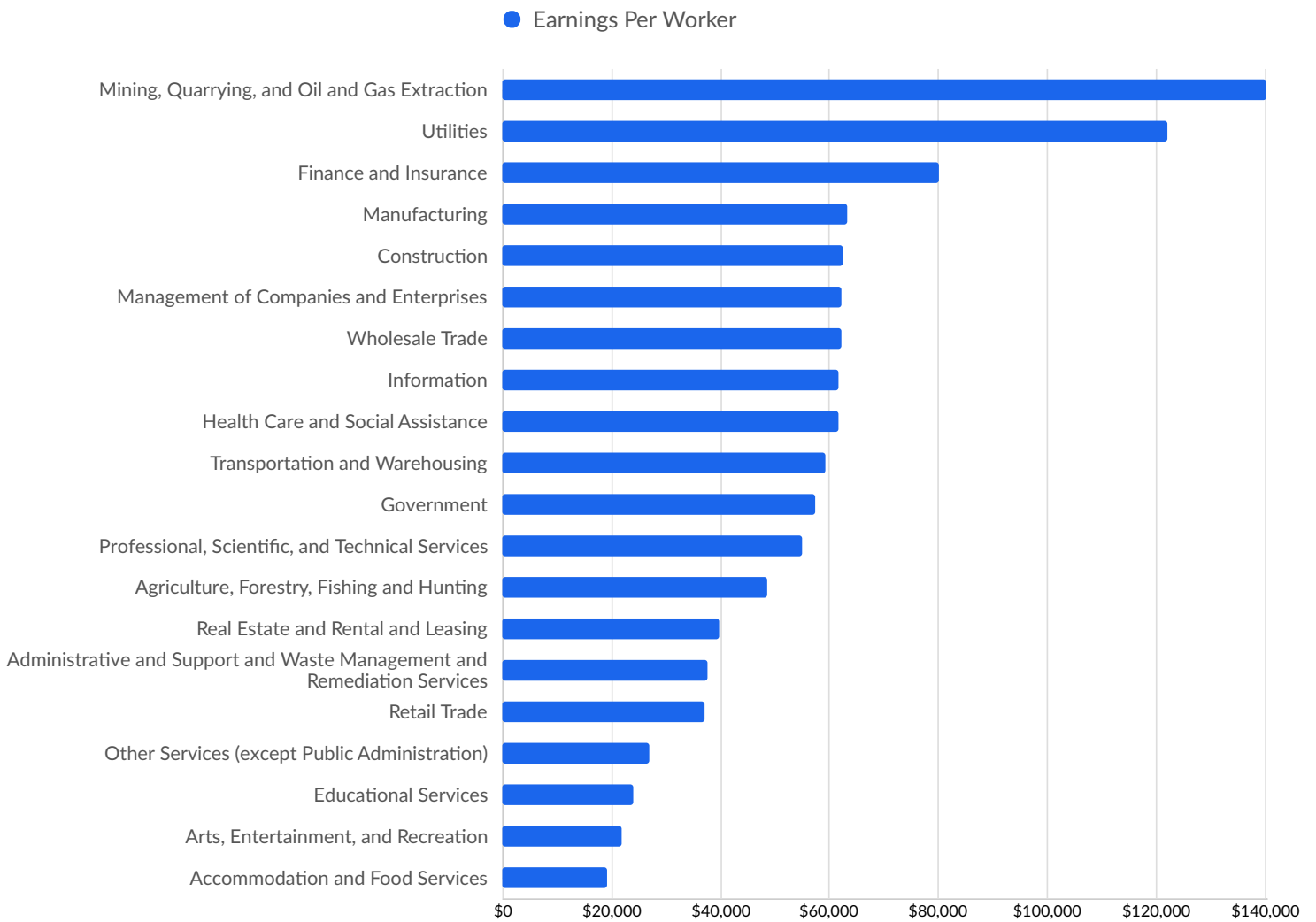
## Top Industry Location Quotient



## Top Industry GRP























## Top Industry Earnings



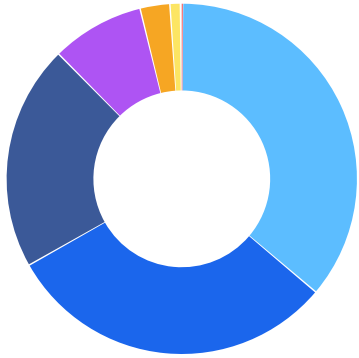
## Business Characteristics

### 2,459 Companies Employ Your Workers

Online profiles for your workers mention 2,459 companies as employers, with the top 10 appearing below. In the last 12 months, 307 companies in Polk County posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Polaris	121 	Polaris	99 
Amery Regional Medical Center	102 	Kwik Trip	86 
St. Croix Regional Medical Center	102 	Doherty Staffing Solutions	80 
Smc Group	80 	Coborn's	54 
Anderson Windows	79 	Sanmina	54 
Osceola Medical Center	77 	ManpowerGroup	53 
Hazelden Betty Ford Foundation	75 	Walmart	52 
Walmart	67 	CareInHomes	40 
Tenere	63 	Polk County	39 
Northwire	50 	Amery Regional Medical Center	36 

## Business Size



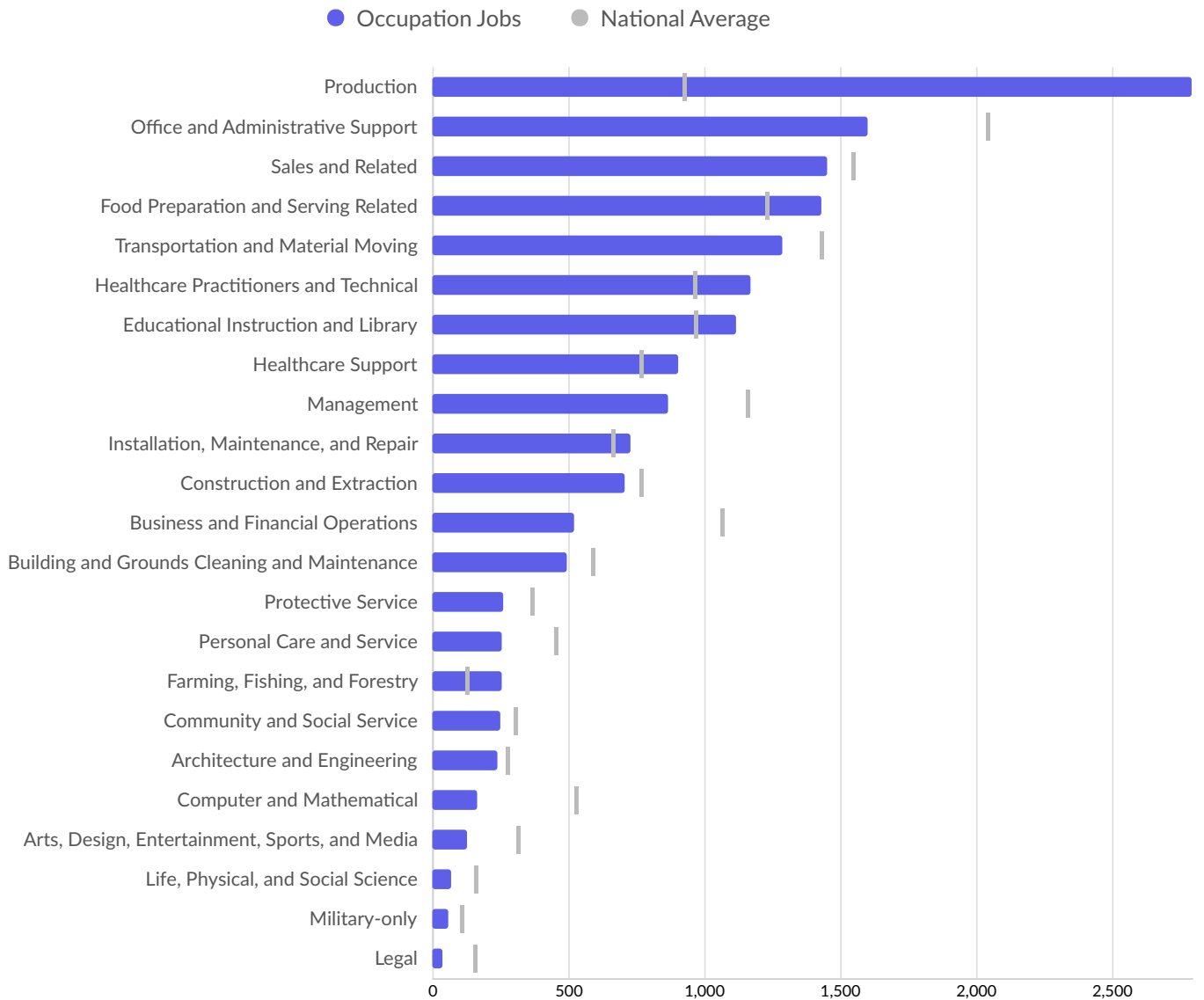
	Percentage	Business Count
● 1 to 4 employees	36.1%	750
● 5 to 9 employees	30.7%	637
● 10 to 19 employees	20.8%	432
● 20 to 49 employees	8.6%	178
● 50 to 99 employees	2.7%	57
● 100 to 249 employees	1.0%	20
● 250 to 499 employees	0.1%	3
● 500+ employees	0.0%	1

\*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.

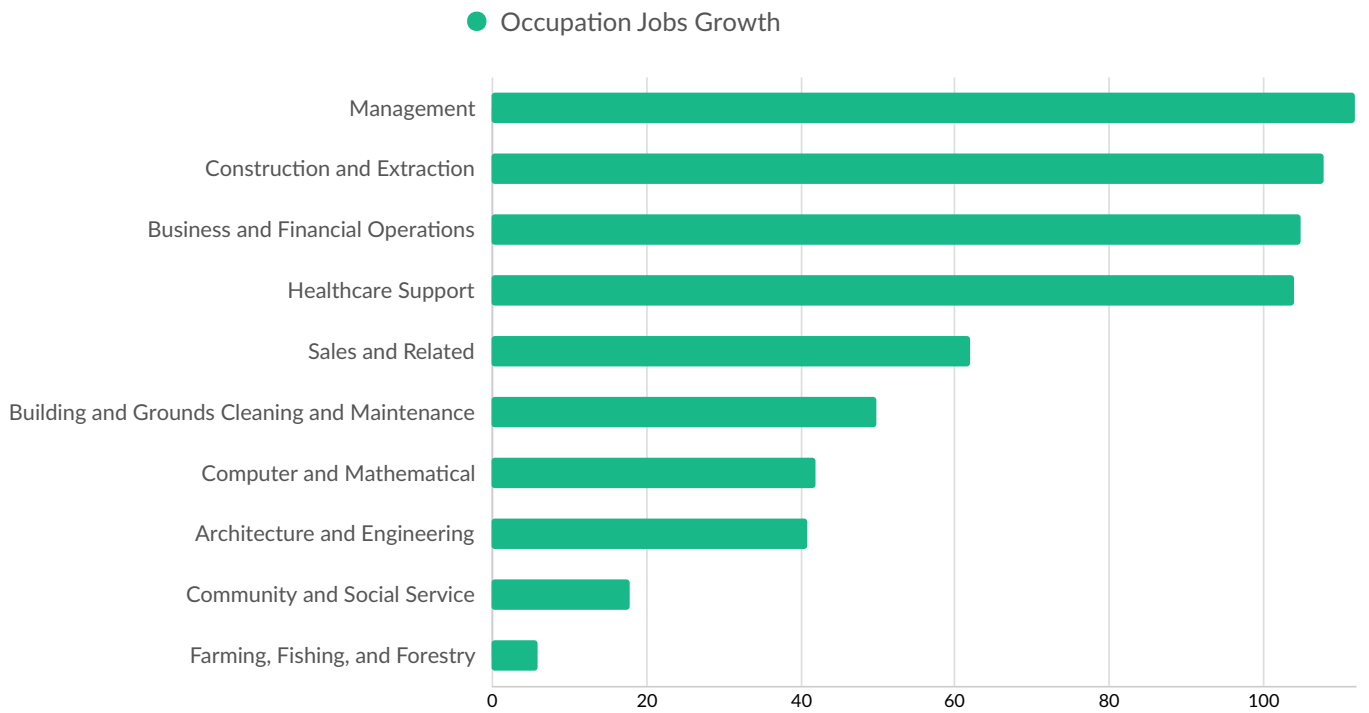


# Workforce Characteristics

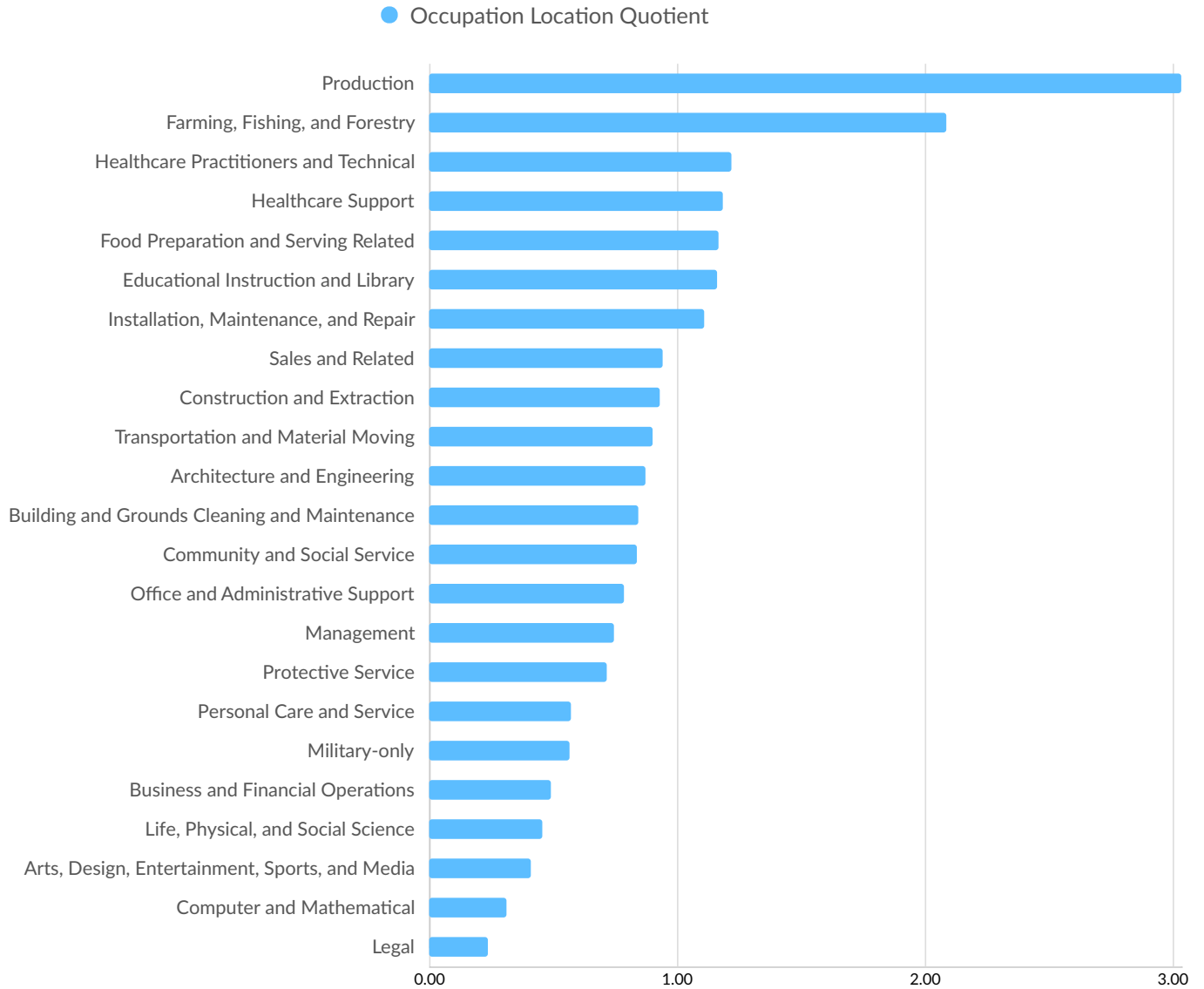
## Largest Occupations



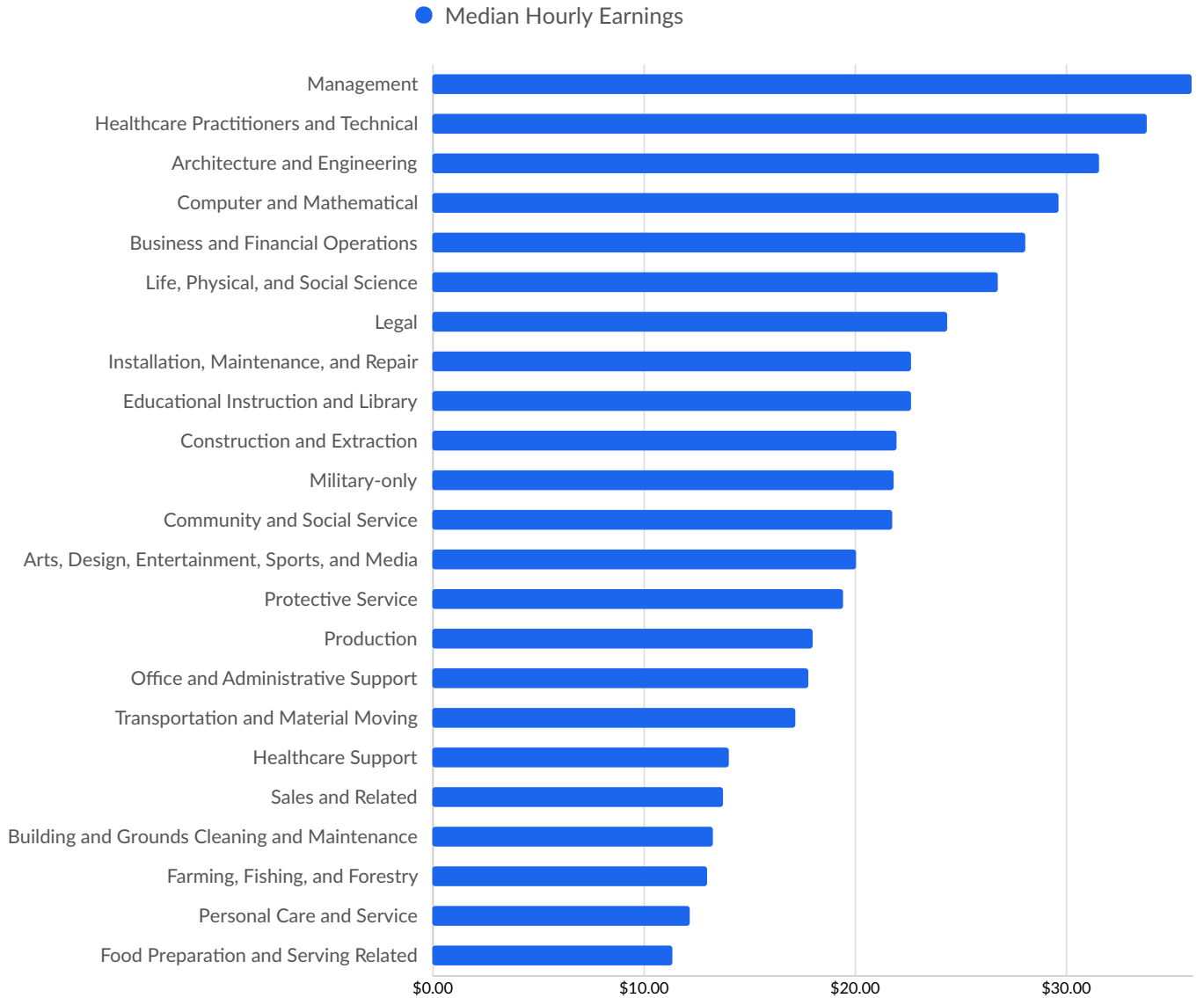
## Top Growing Occupations



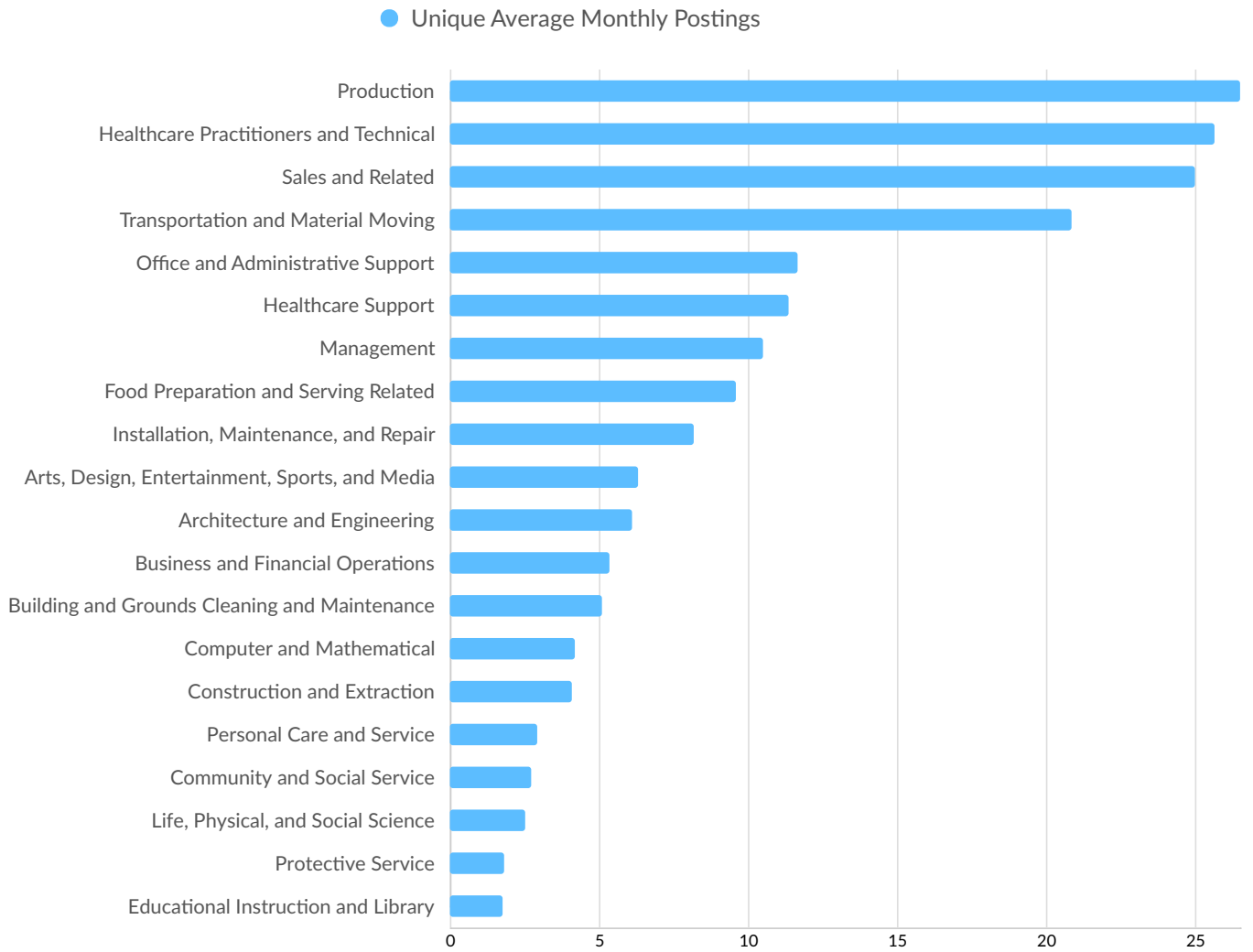
## Top Occupation Location Quotient



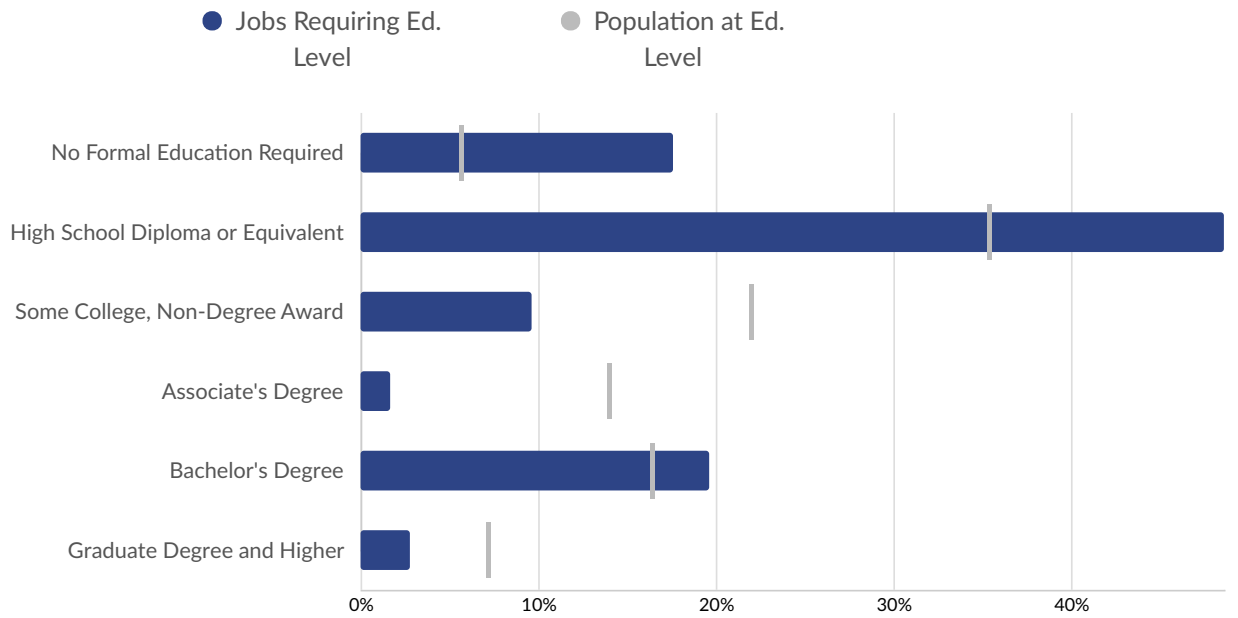
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

## In-Demand Skills

