



Polk County, WI

West Central Wisconsin Regional Planning Commission



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Report Parameters

1 County

55095 Polk 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

46,146

Population (2025)

Population **grew by 1,117** over the last 5 years and is projected to **grow by 848** over the next 5 years.

18,049

Total Regional Employment

Jobs **grew by 447** over the last 5 years and are projected to **grow by 400** over the next 5 years.

\$77.2K

Median Household Income (2024)

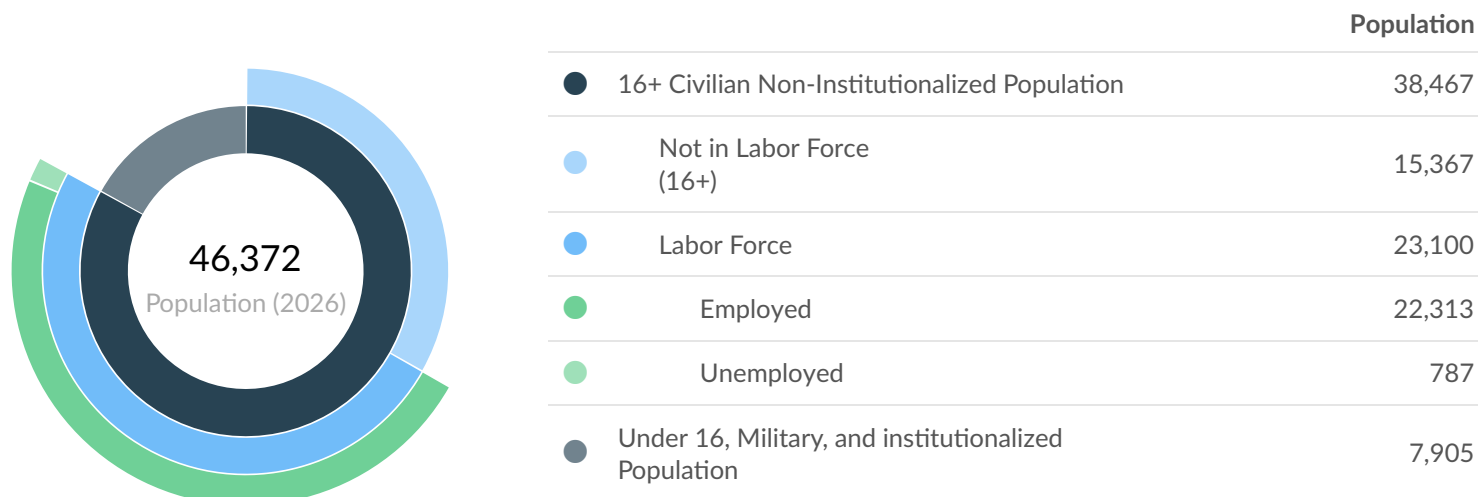
Median household income is **\$3.5K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **increased by 2.5%** since 2020, growing by 1,117. Population is expected to **increase by 1.8%** between 2025 and 2030, adding 848.
- From 2020 to 2025, jobs **increased by 2.5%** in Polk County, WI from 17,602 to **18,049**. This change **fell short of the national growth rate of 10.7% by 8.2%**. As the number of jobs increased, the **labor force participation rate decreased from 64.7% to 60.7% between 2020 and 2025**.
- Concerning educational attainment, **17.6% of Polk County, WI residents possess a Bachelor's Degree** (4.2% below the national average), and **14.1% hold an Associate's Degree** (5.3% above the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), General Medical and Surgical Hospitals, and Restaurants and Other Eating Places.

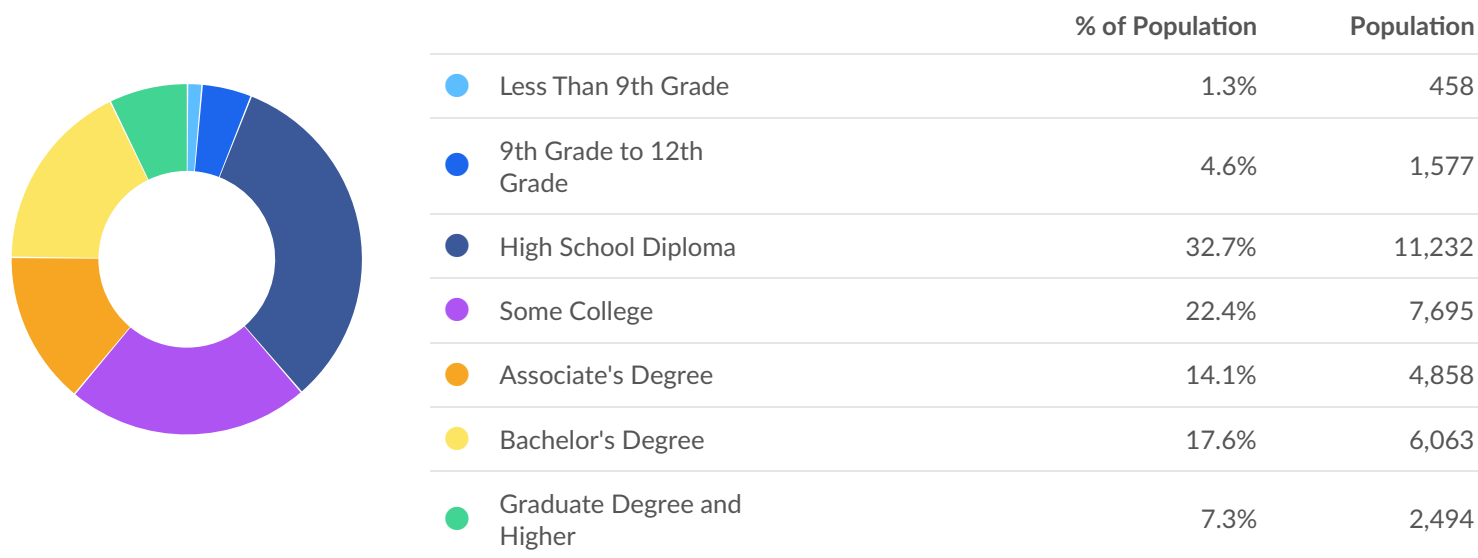
	Population (2026)	Labor Force (May 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	46,372	23,100	18,049	99.3	\$2.22B	\$3.94B	\$2.54B
State	5,996,794	3,116,888	3,271,903	100.3	\$465.78B	\$405.31B	\$440.34B

May 2026 Labor Force Breakdown



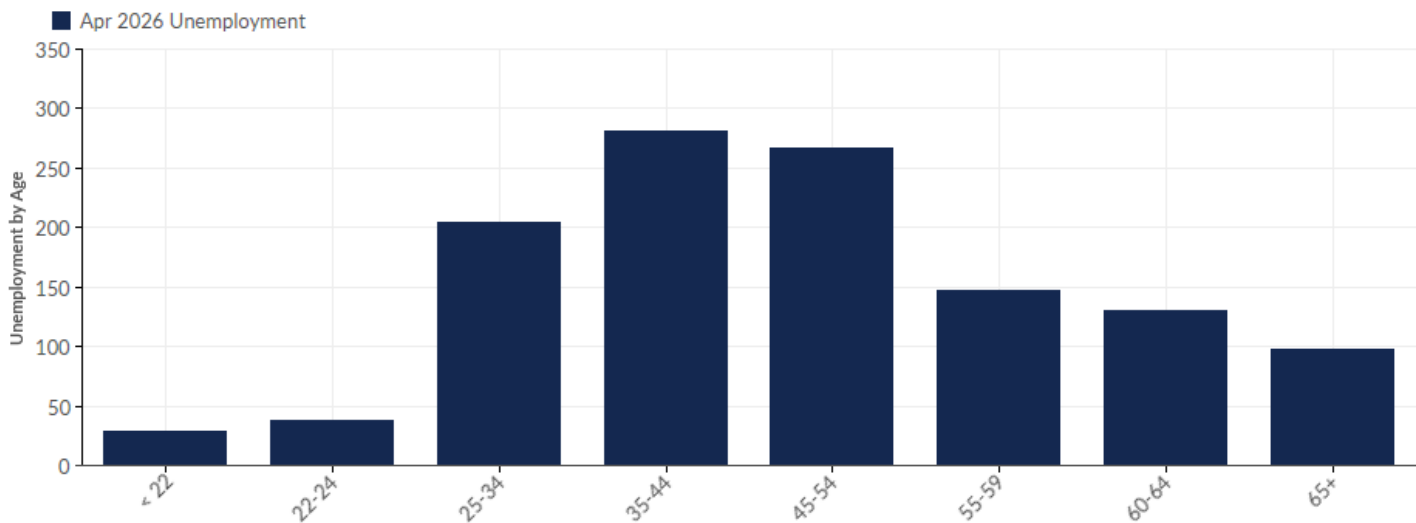
Educational Attainment

Concerning educational attainment, **17.6% of Polk County, WI residents possess a Bachelor's Degree** (4.2% below the national average), and **14.1% hold an Associate's Degree** (5.3% above the national average).



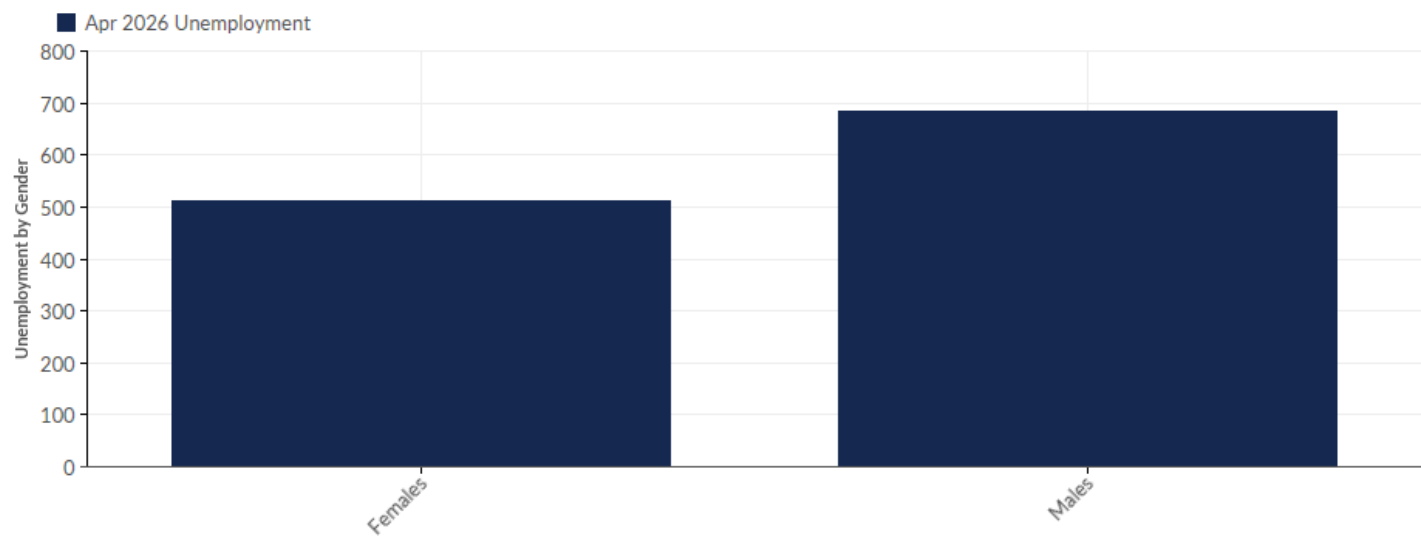
Unemployment by Demographics

Unemployment by Age



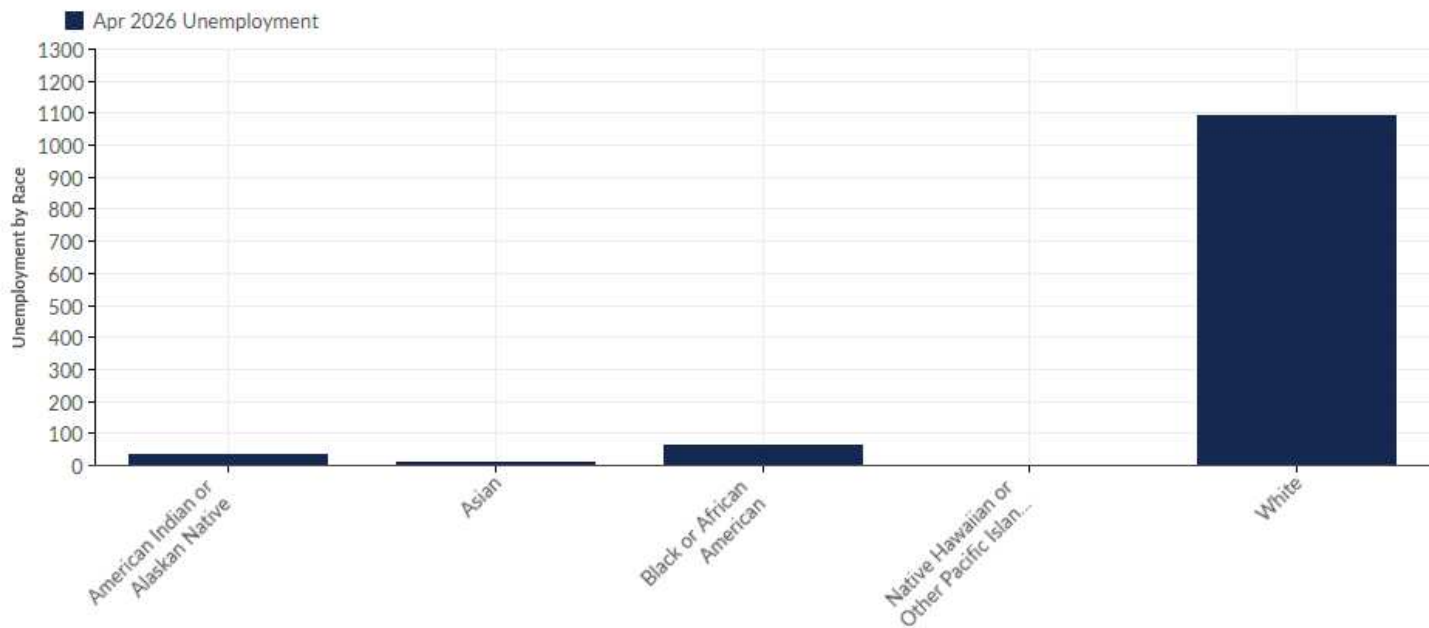
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	28	2.35%
22-24	38	3.18%
25-34	204	17.09%
35-44	281	23.53%
45-54	267	22.36%
55-59	148	12.40%
60-64	131	10.97%
65+	97	8.12%
Total	1,194	100.00%

Unemployment by Gender



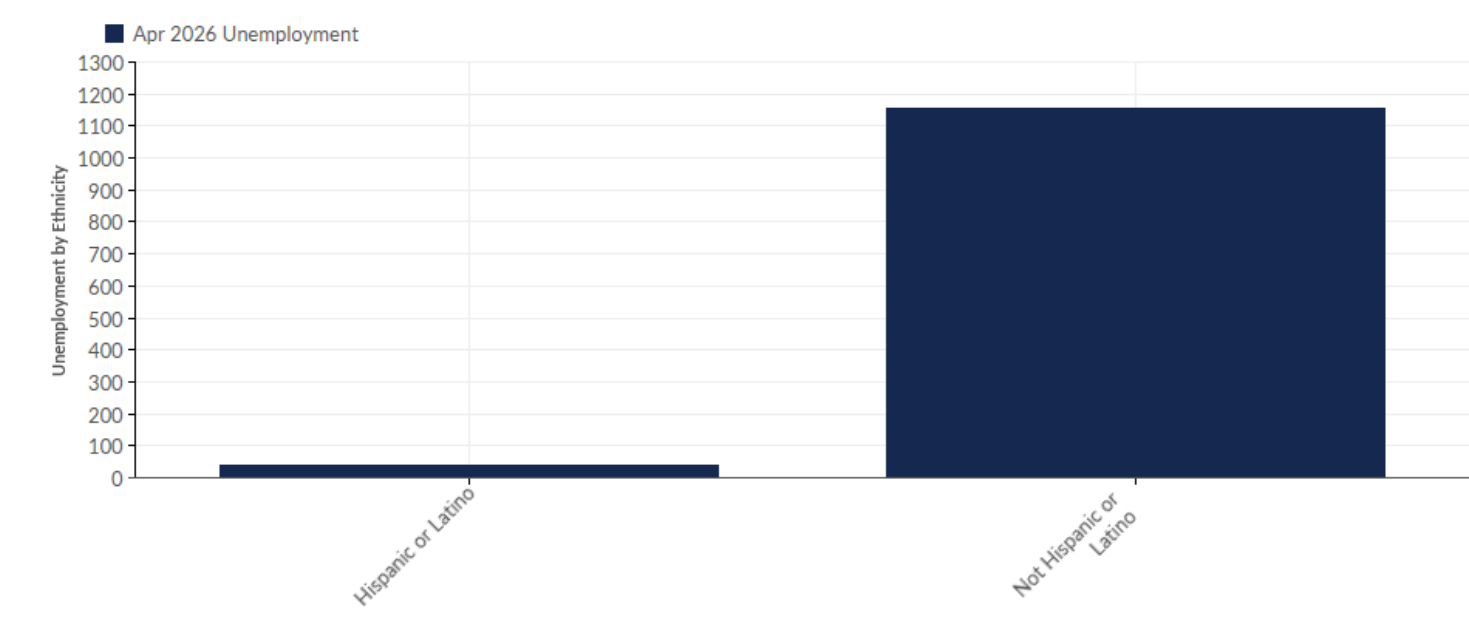
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	511	42.80%
Males	683	57.20%
Total	1,194	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	32	2.68%
Asian	9	0.75%
Black or African American	61	5.11%
Native Hawaiian or Other Pacific Islander	1	0.08%
White	1,090	91.29%
Total	1,194	100.00%

Unemployment by Ethnicity

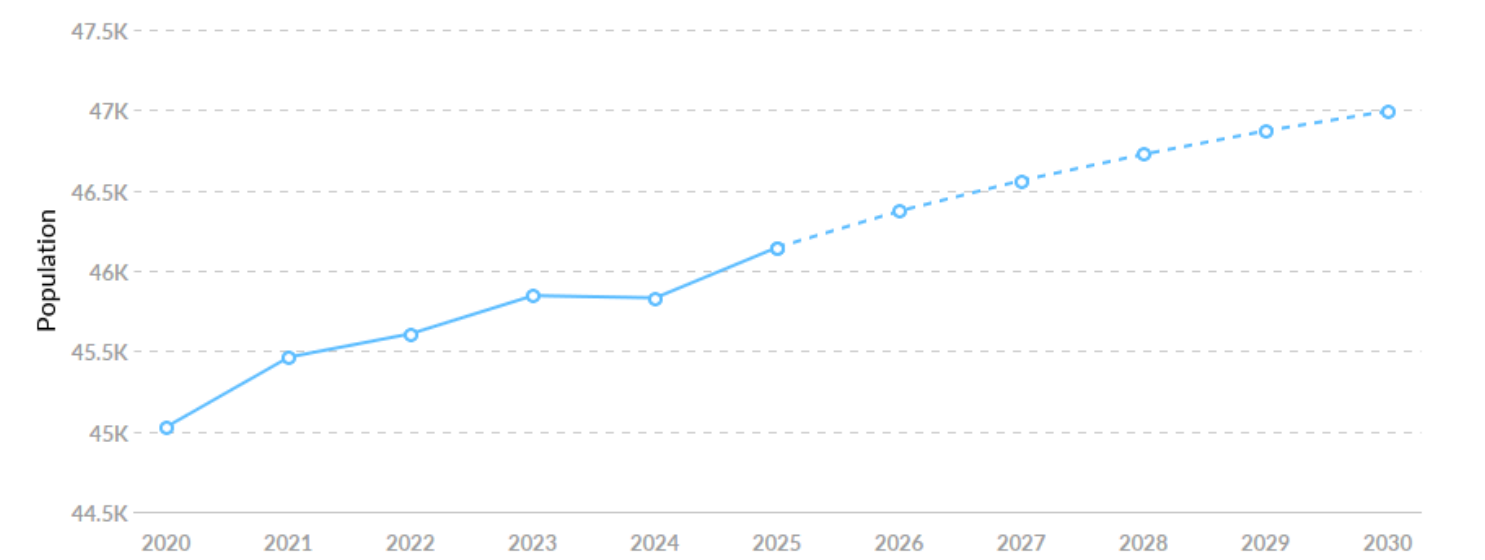


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	39	3.27%
Not Hispanic or Latino	1,155	96.73%
Total	1,194	100.00%

Historic & Projected Trends

Population Trends

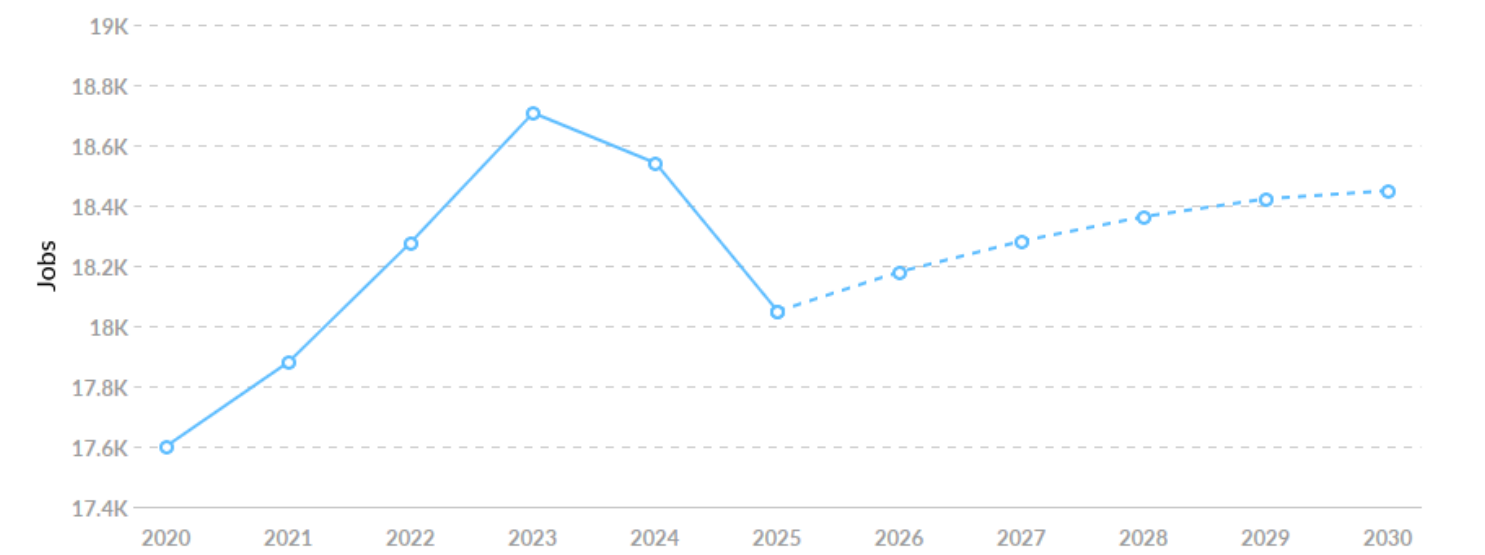
As of 2025 the region's population **increased by 2.5%** since 2020, growing by 1,117. Population is expected to **increase by 1.8%** between 2025 and 2030, adding 848.



Timeframe	Population
2020	45,029
2021	45,462
2022	45,608
2023	45,845
2024	45,831
2025	46,146
2026	46,372
2027	46,562
2028	46,725
2029	46,871
2030	46,994

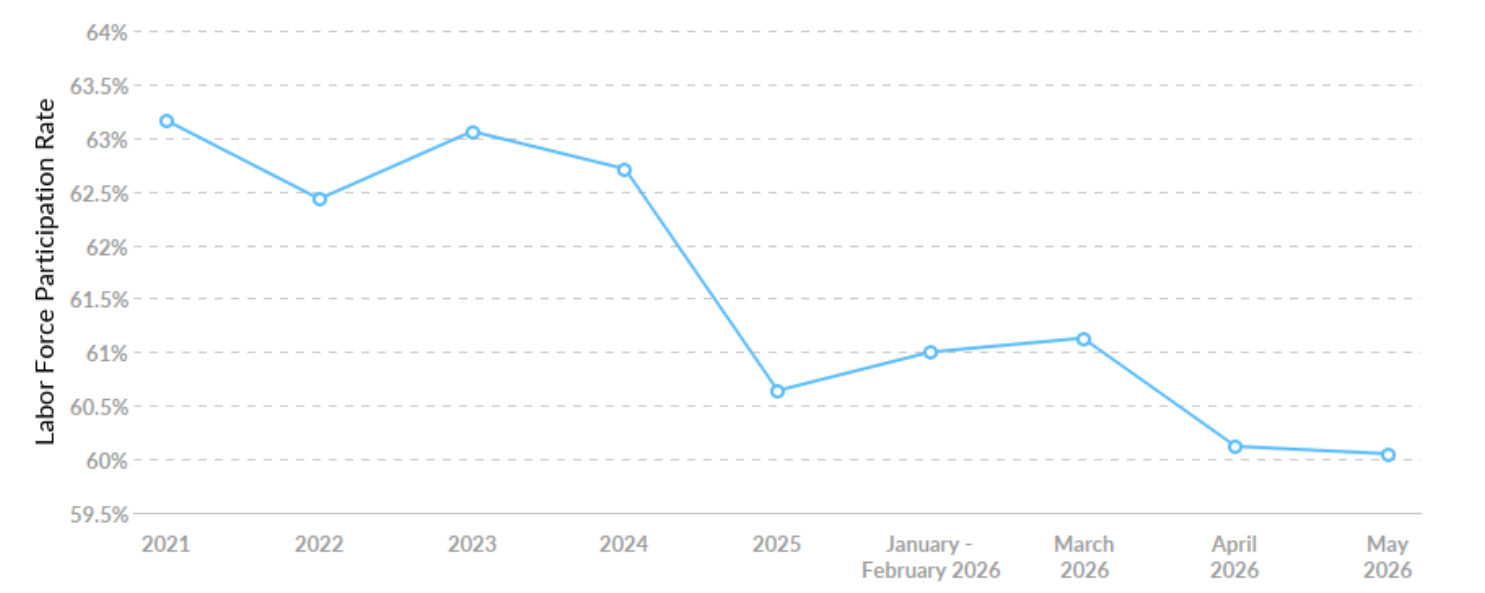
Job Trends

From 2020 to 2025, jobs increased by 2.5% in Polk County, WI from 17,602 to **18,049**. This change fell short of the national growth rate of 10.7% by 8.2%.



Timeframe	Jobs
2020	17,602
2021	17,881
2022	18,278
2023	18,707
2024	18,541
2025	18,049
2026	18,180
2027	18,282
2028	18,363
2029	18,422
2030	18,449

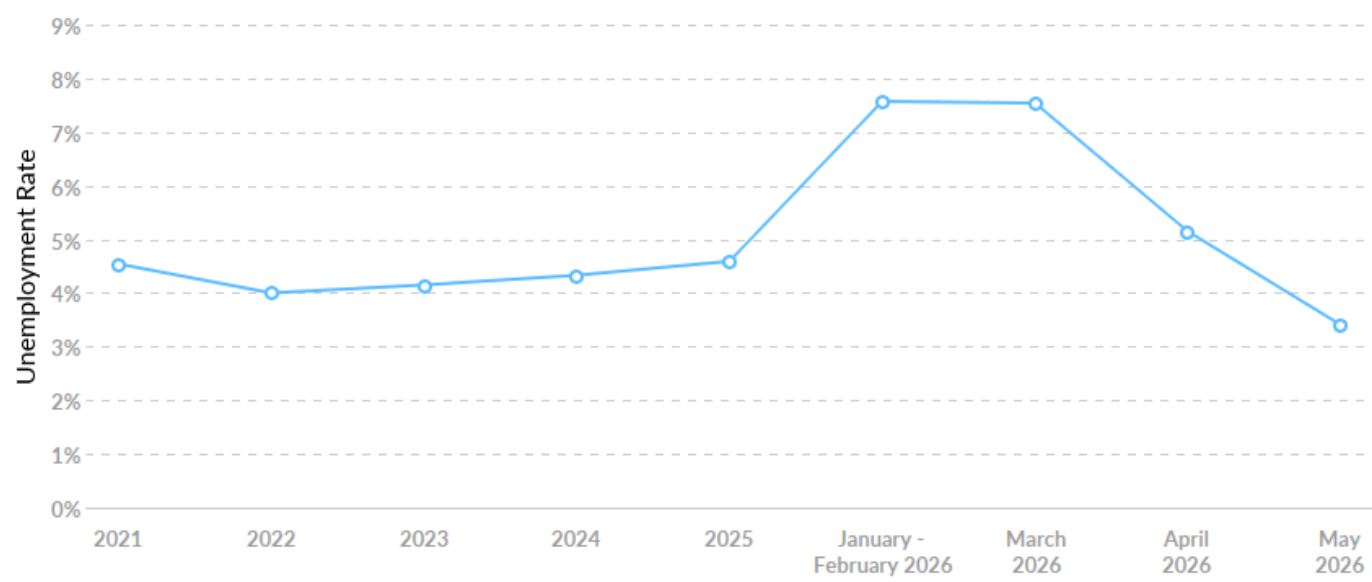
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	63.16%
2022	62.43%
2023	63.06%
2024	62.71%
2025	60.64%
January - February 2026	61.00%
March 2026	61.13%
April 2026	60.12%
May 2026	60.05%

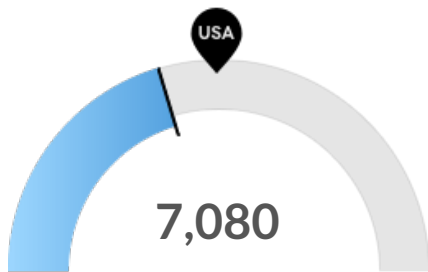
Unemployment Rate Trends

Polk County, WI had a May 2026 unemployment rate of 3.41%, **decreasing from 4.54%** 5 years before.



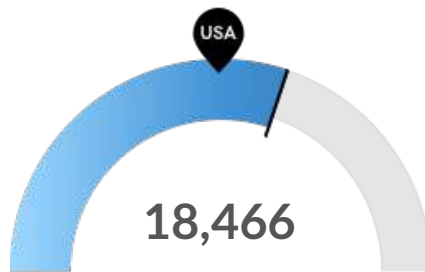
Timeframe	Unemployment Rate
2021	4.54%
2022	4.00%
2023	4.15%
2024	4.33%
2025	4.59%
January - February 2026	7.57%
March 2026	7.54%
April 2026	5.15%
May 2026	3.41%

Population Characteristics



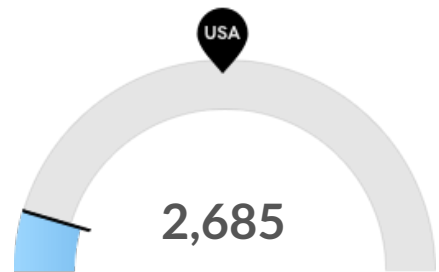
Millennials

Polk County, WI has 7,080 millennials (ages 25-39). The national average for an area this size is 9,382.



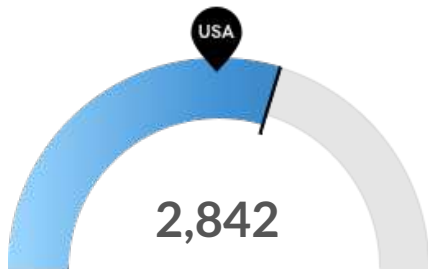
Retiring Soon

Retirement risk is high in Polk County, WI. The national average for an area this size is 13,858 people 55 or older, while there are 18,466 here.



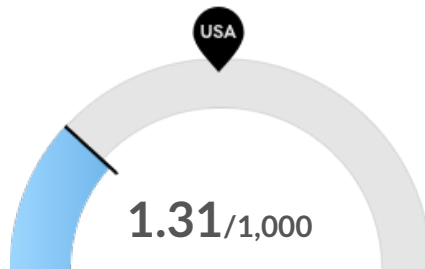
Racial Diversity

Racial diversity is low in Polk County, WI. The national average for an area this size is 19,496 racially diverse people, while there are 2,685 here.



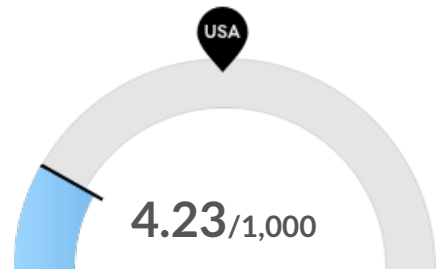
Veterans

Polk County, WI has 2,842 veterans. The national average for an area this size is 2,181.



Violent Crime

Polk County, WI has 1.31 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

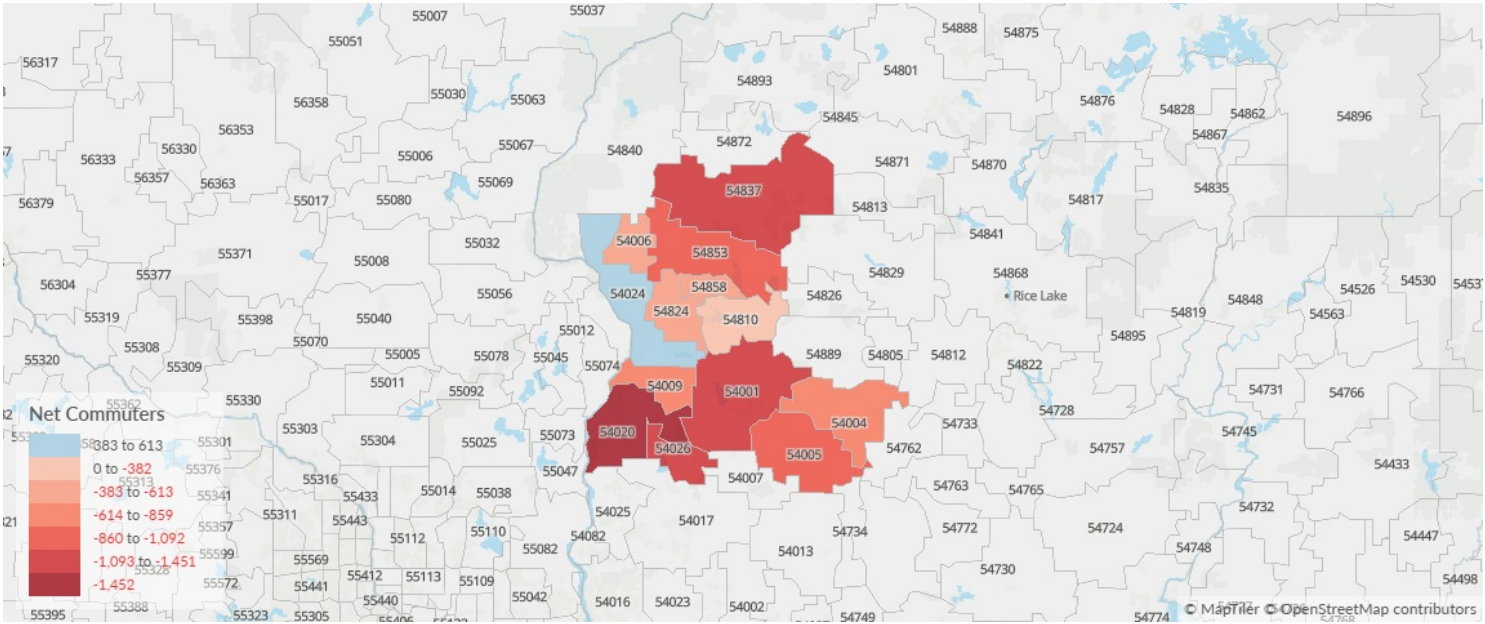


Property Crime

Polk County, WI has 4.23 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 Polk County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2025 Employment
54001	Amery, WI (in Polk coun...	3,793
54024	Saint Croix Falls, WI (in ...	3,443
54020	Osceola, WI (in Polk cou...	2,666
54853	Luck, WI (in Polk county)	1,440
54810	Balsam Lake, WI (in Polk...	1,424

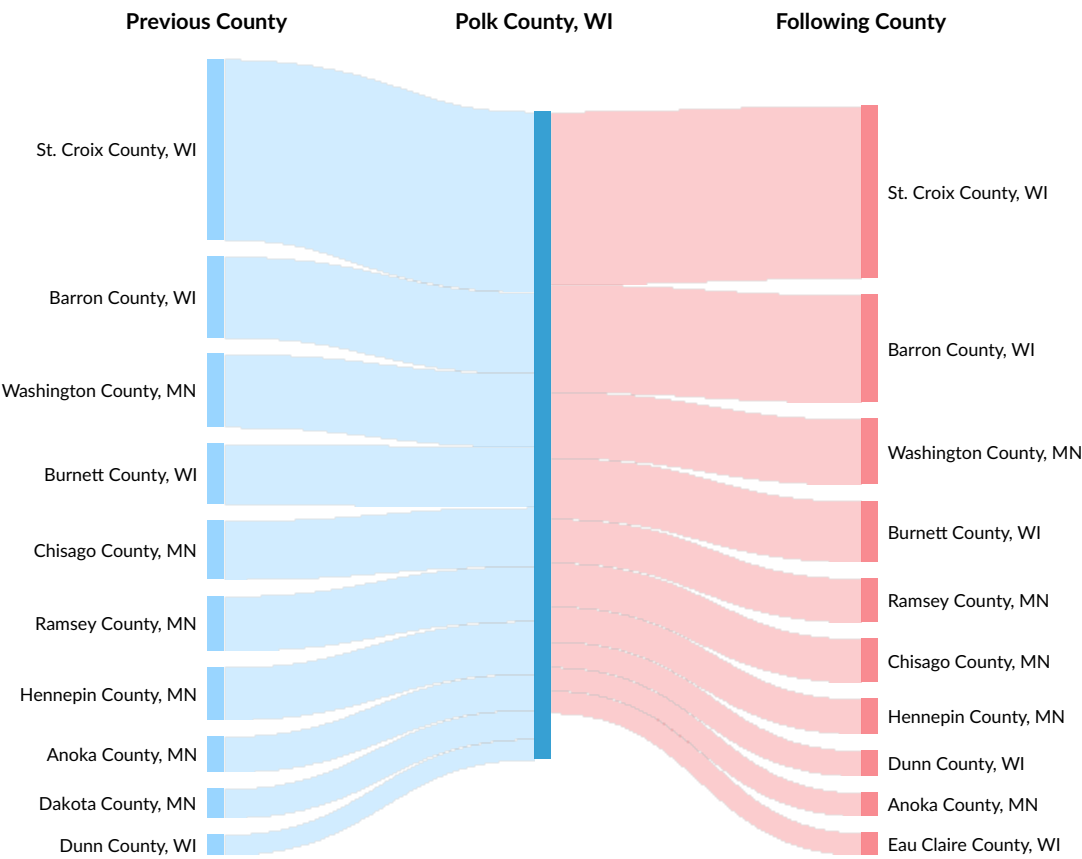
Where Talent Lives

ZIP	Name	2025 Workers
54001	Amery, WI (in Polk coun...	5,002
54020	Osceola, WI (in Polk cou...	4,118
54024	Saint Croix Falls, WI (in ...	2,957
54853	Luck, WI (in Polk county)	2,423
54837	Frederic, WI (in Polk cou...	2,153

Inbound and Outbound Migration

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

As of 2023, 313 people have migrated from St. Croix County, WI to Polk County, WI. In the same year, 300 people left Polk County, WI migrating to St. Croix County, WI. The total Net Migration for Polk County, WI in 2023 was 45.

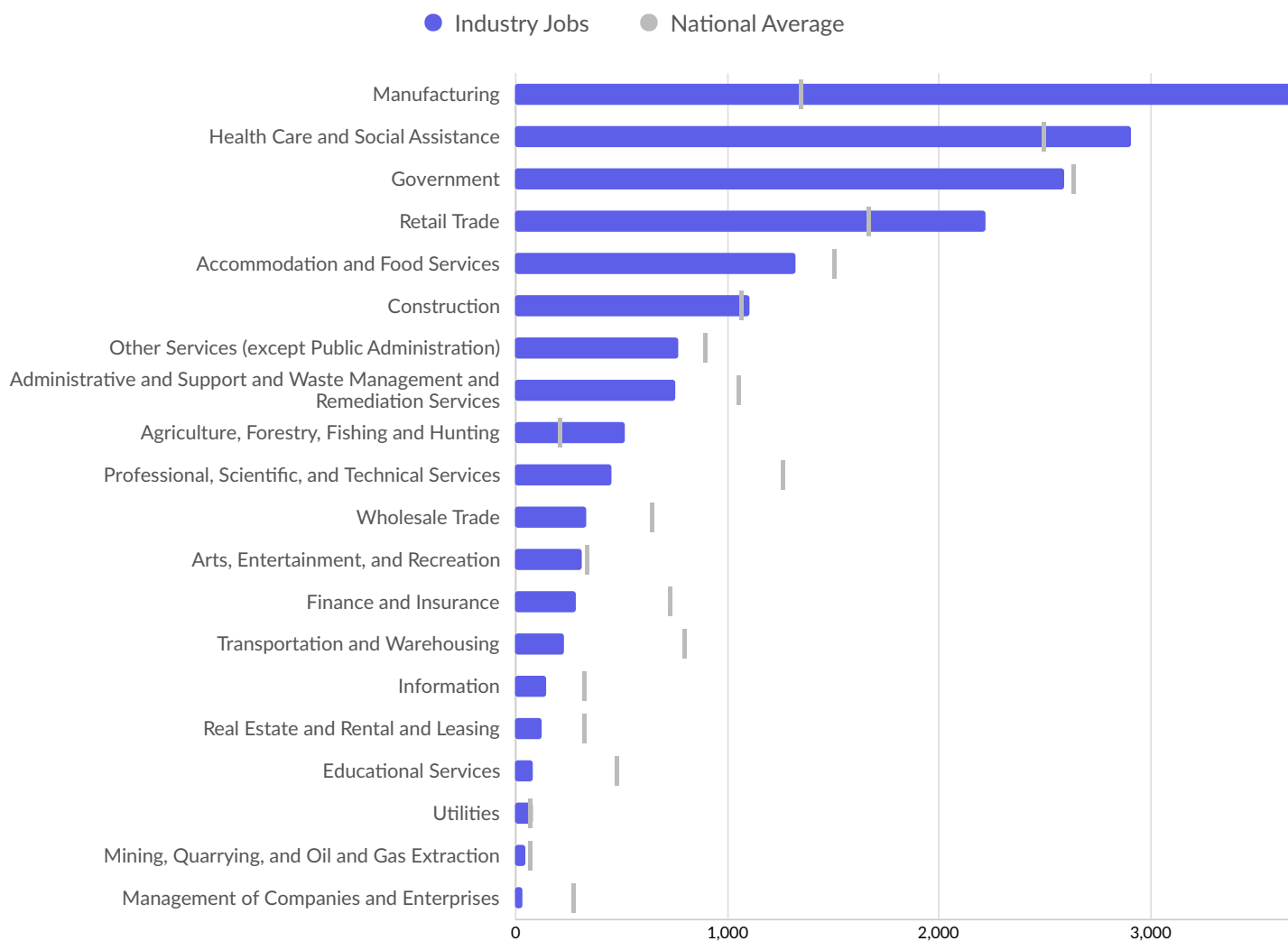


Top Previous Counties	Migrations
St. Croix County, WI	313
Barron County, WI	141
Washington County, MN	127
Burnett County, WI	105
Chisago County, MN	102
Ramsey County, MN	95

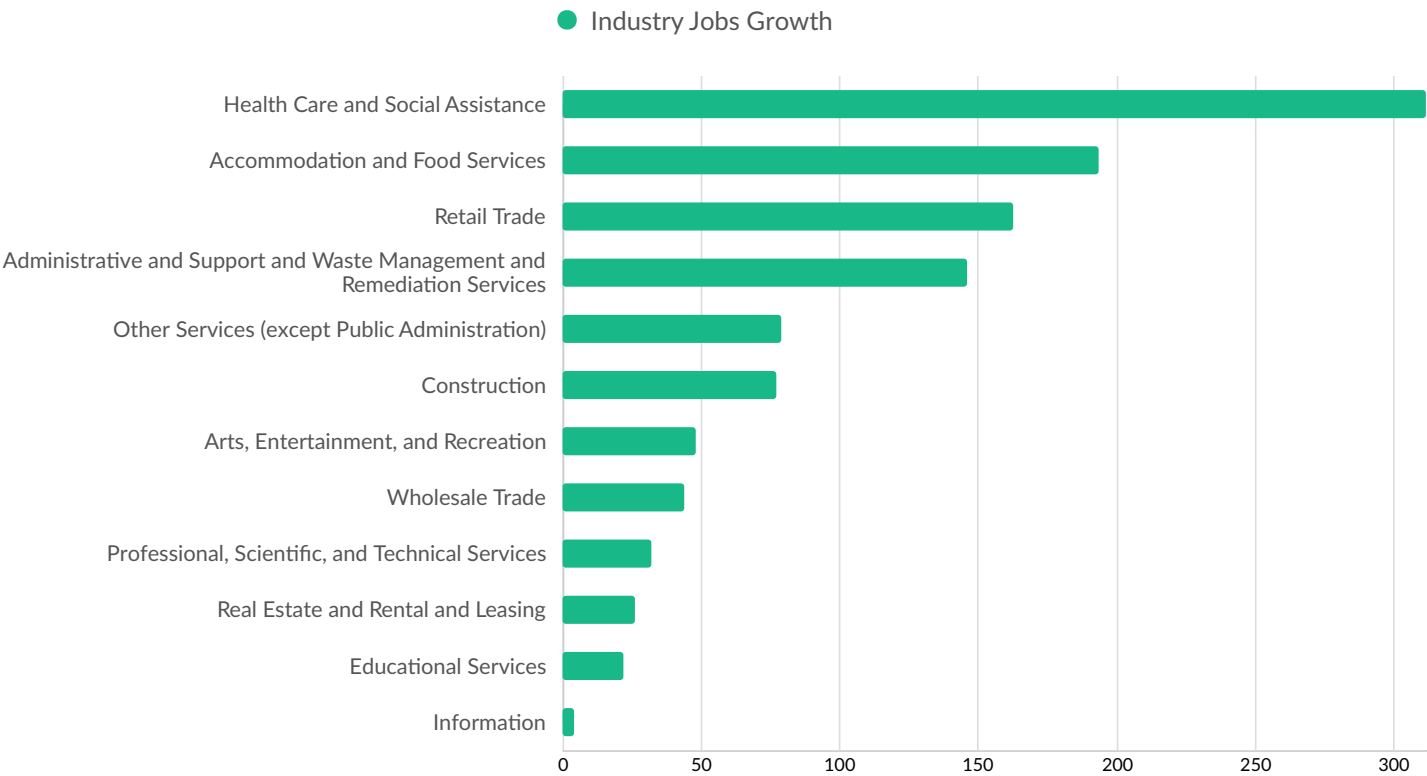
Top Previous Counties	Migrations
Hennepin County, MN	91
Anoka County, MN	62
Dakota County, MN	51
Dunn County, WI	36
Pierce County, WI	35
Cook County, IL	20
Milwaukee County, WI	13
Clallam County, WA	11
Dane County, WI	10
Top Following Counties	Migrations
St. Croix County, WI	300
Barron County, WI	187
Washington County, MN	114
Burnett County, WI	106
Ramsey County, MN	76
Chisago County, MN	76
Hennepin County, MN	61
Dunn County, WI	44
Anoka County, MN	41
Eau Claire County, WI	39
Dakota County, MN	36
DuPage County, IL	25
Washington County, WI	24
Pierce County, WI	23
Cook County, IL	17

Industry Characteristics

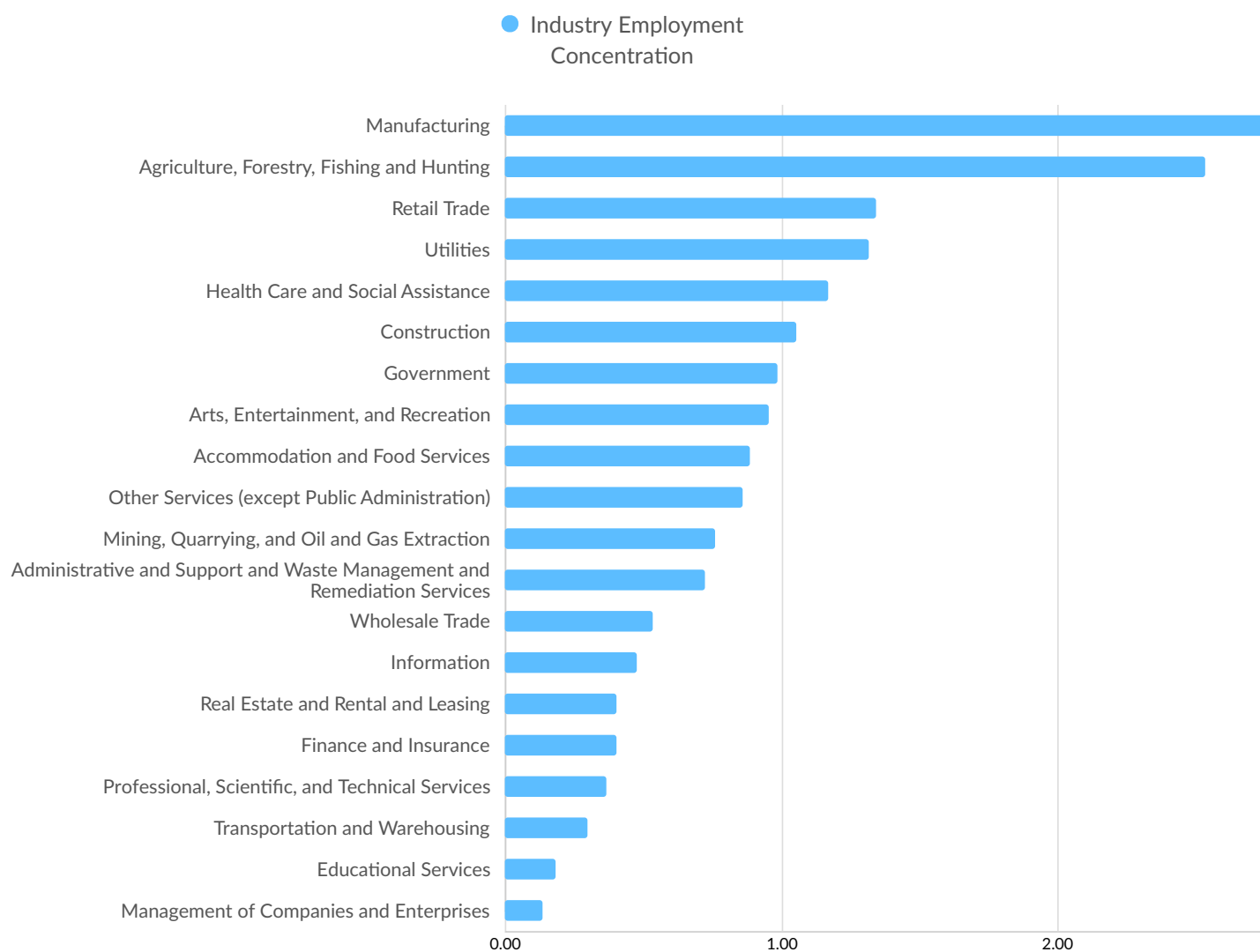
Largest Industries



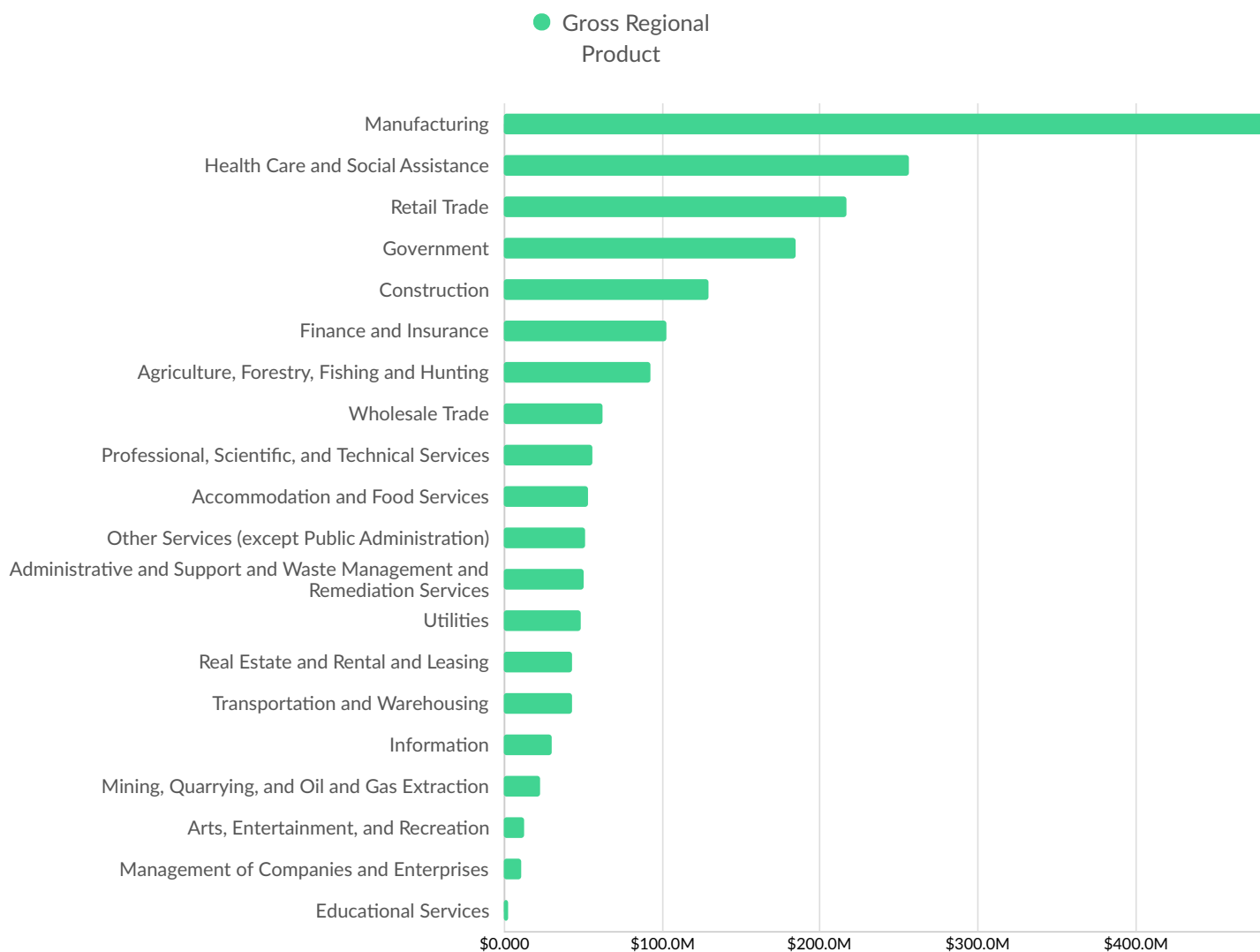
Top Growing Industries



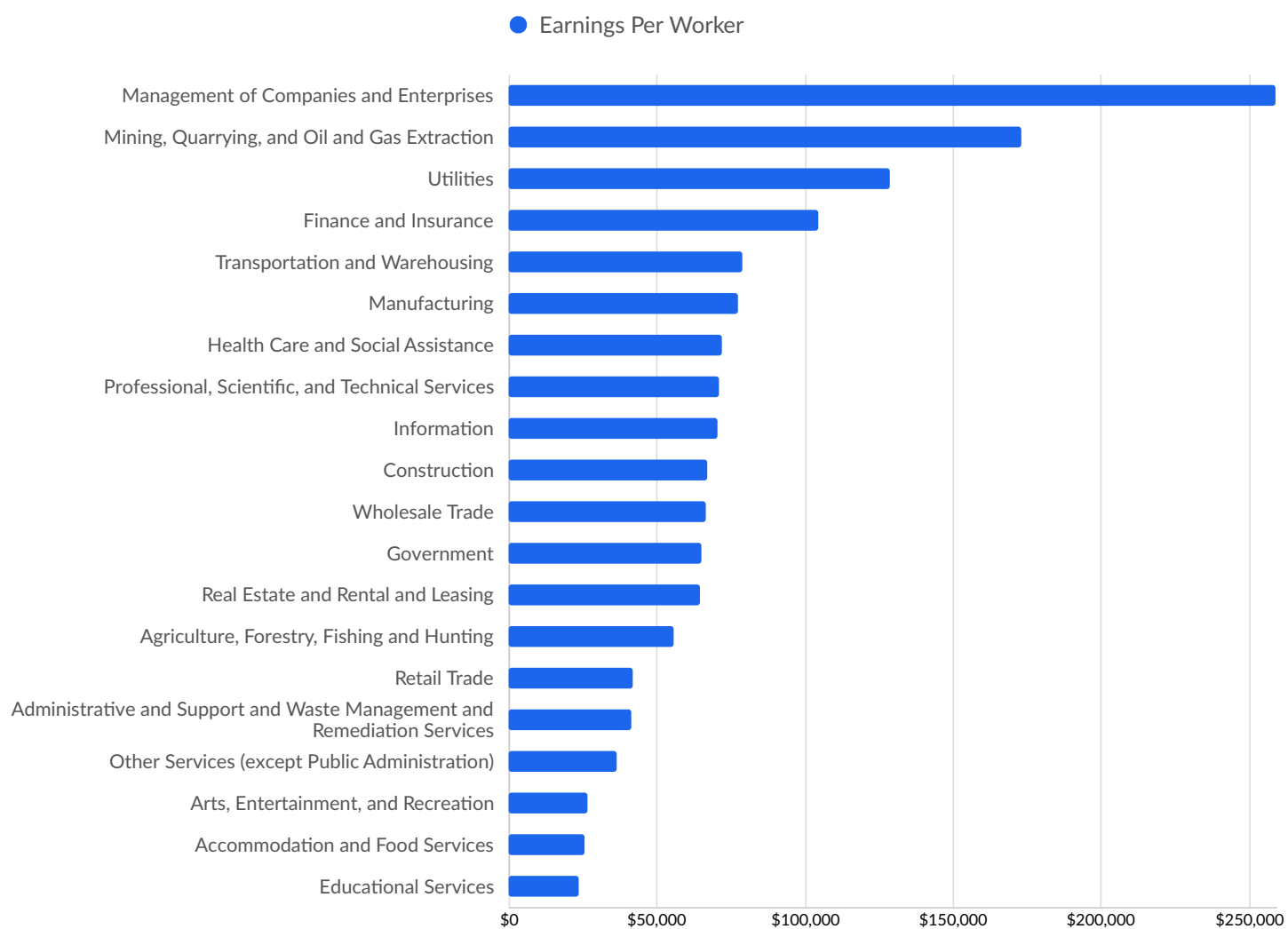
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



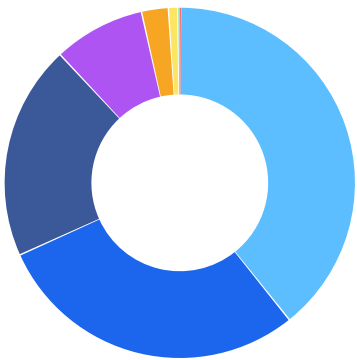
Business Characteristics

3,244 Companies Employ Your Workers

Online profiles for your workers mention 3,244 companies as employers, with the top 10 appearing below. In the last 12 months, 537 companies in Polk County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Polaris	148 	ManpowerGroup	413 
St Croix Health Center	142 	St Croix Health Center	152 
Andersen Windows	105 	Osceola Medical Center	108 
Amery Regional Medical Center	102 	Express Employment Profession...	96 
Osceola Medical Center	90 	GPAC	72 
Hazelden Betty Ford Foundation	85 	Polk County	60 
Smc Group	80 	Healthpartners	58 
Walmart	56 	Walmart	55 
3M	54 	Amery Regional Medical Center	49 
Northwire	51 	Sanmina	43 

Business Size

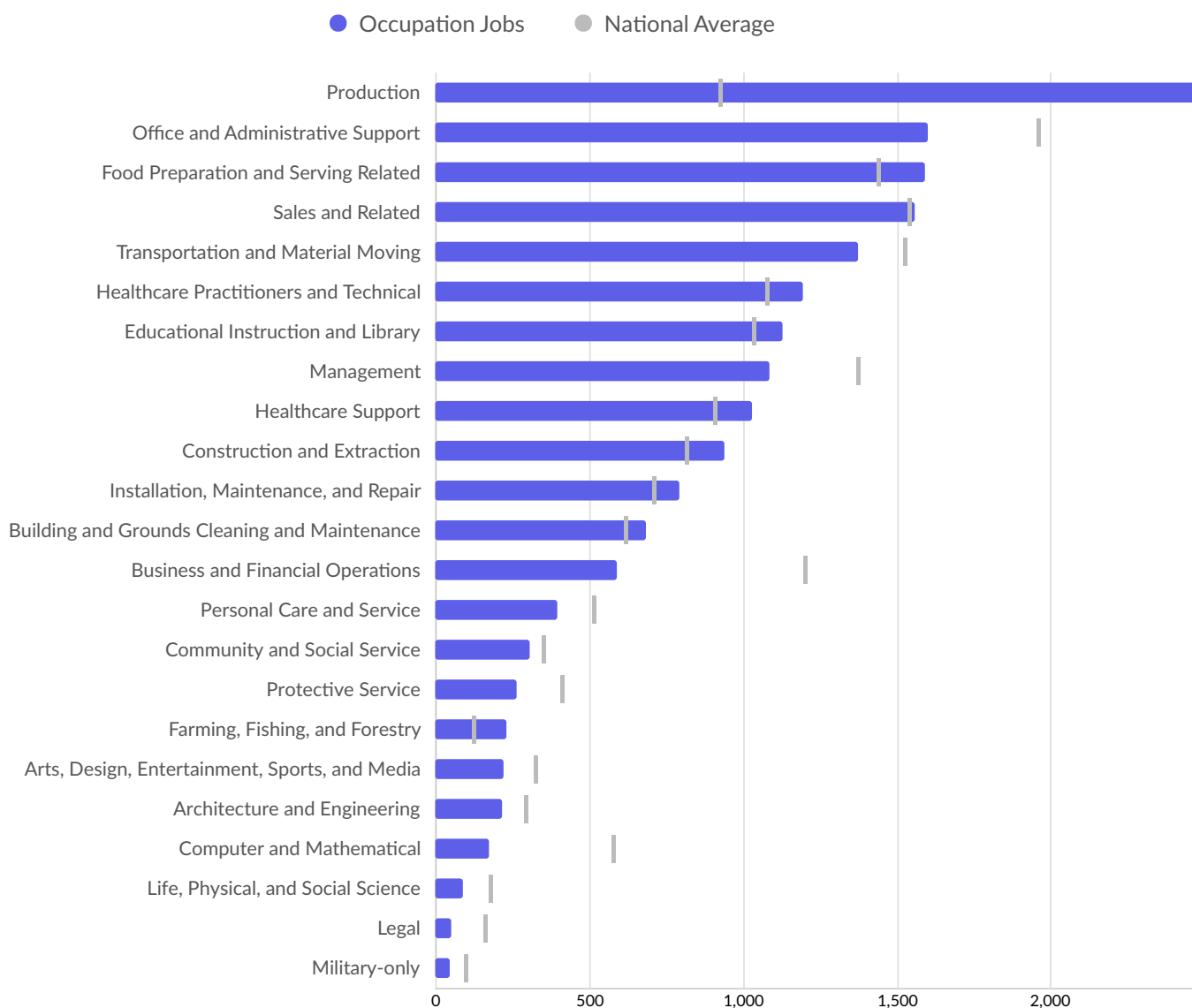


	Percentage	Business Count
1 to 4 employees	39.2%	919
5 to 9 employees	29.0%	680
10 to 19 employees	19.8%	464
20 to 49 employees	8.4%	198
50 to 99 employees	2.5%	58
100 to 249 employees	0.9%	20
250 to 499 employees	0.2%	5
500+ employees	0.0%	1

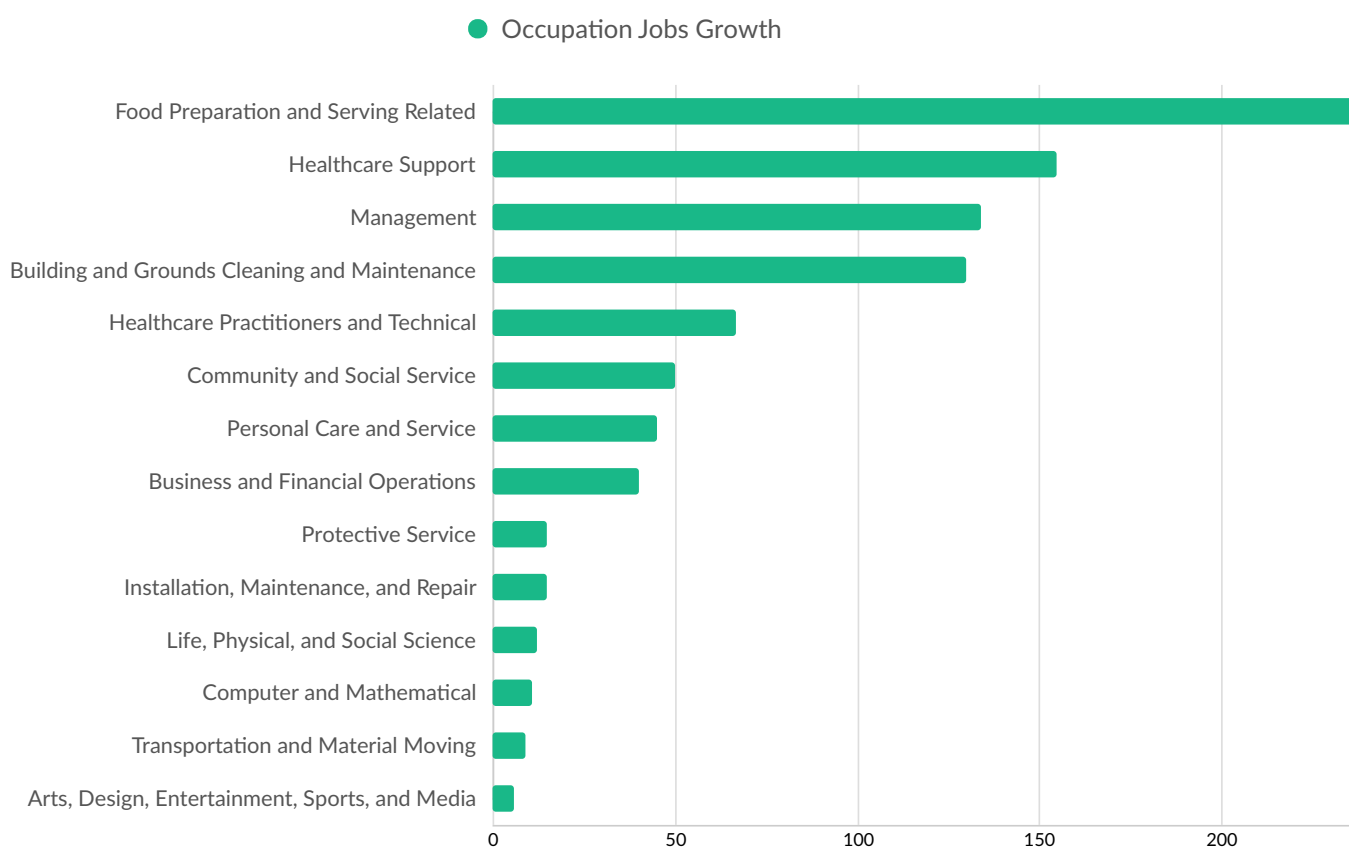
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

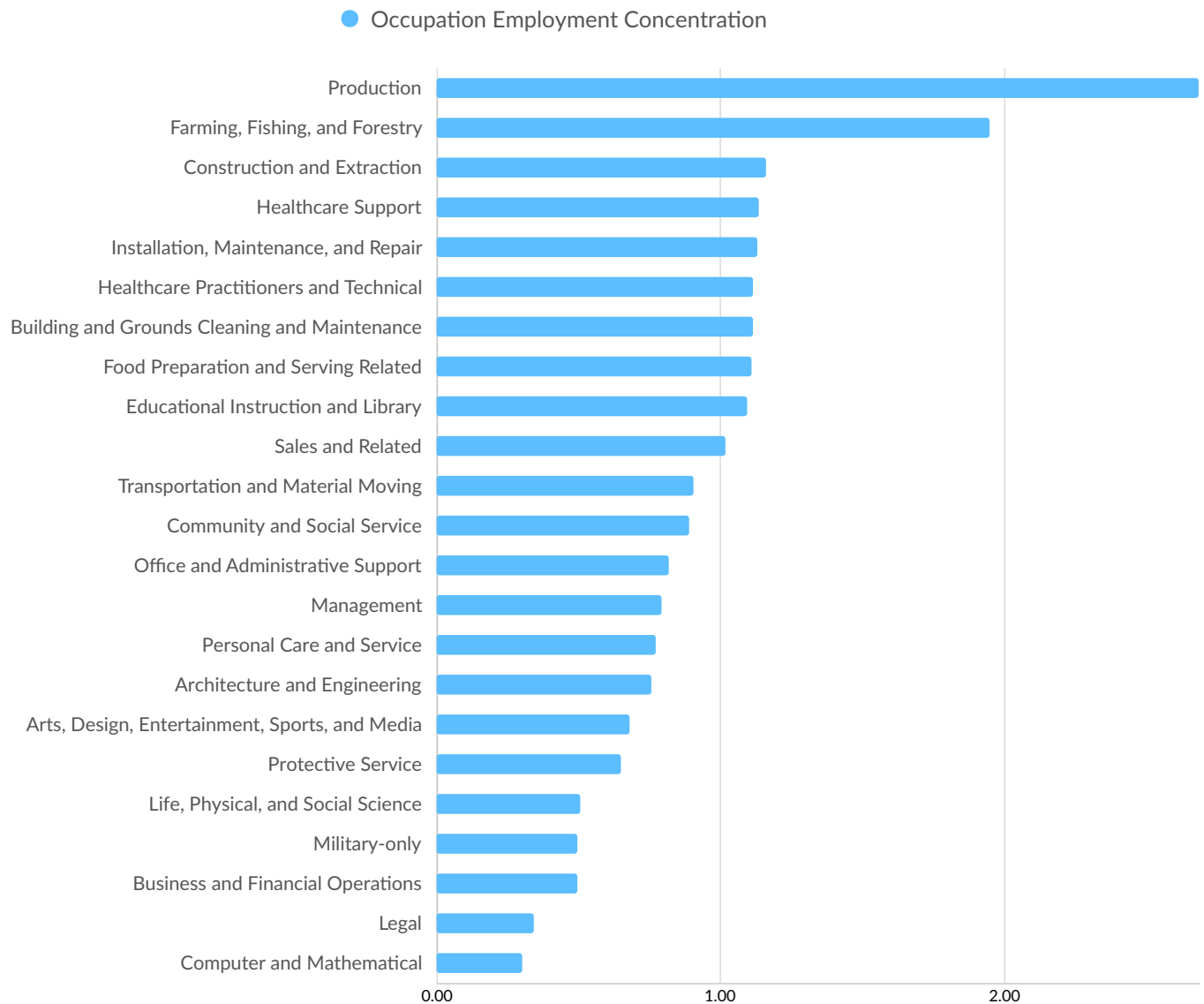
Largest Occupations



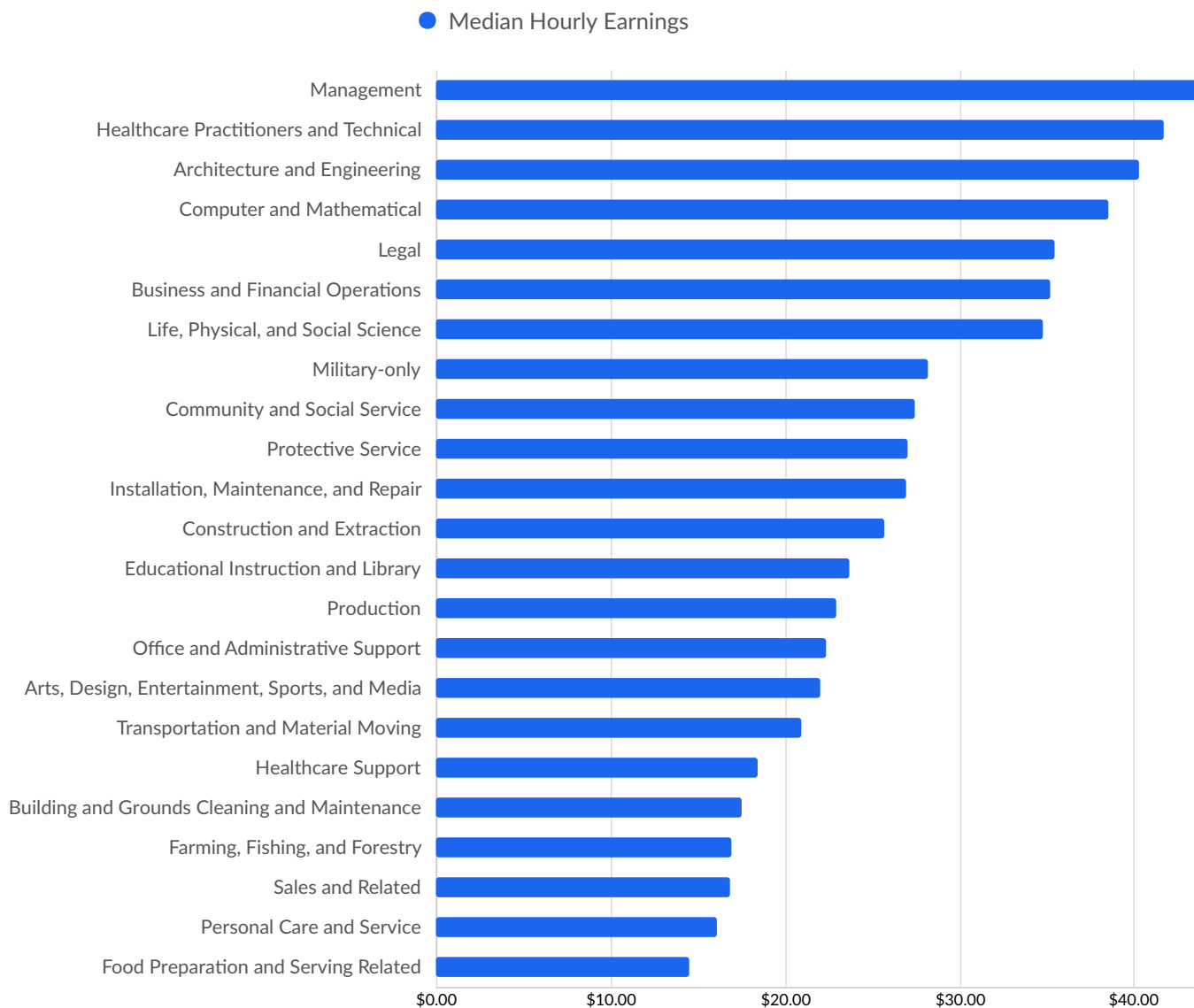
Top Growing Occupations



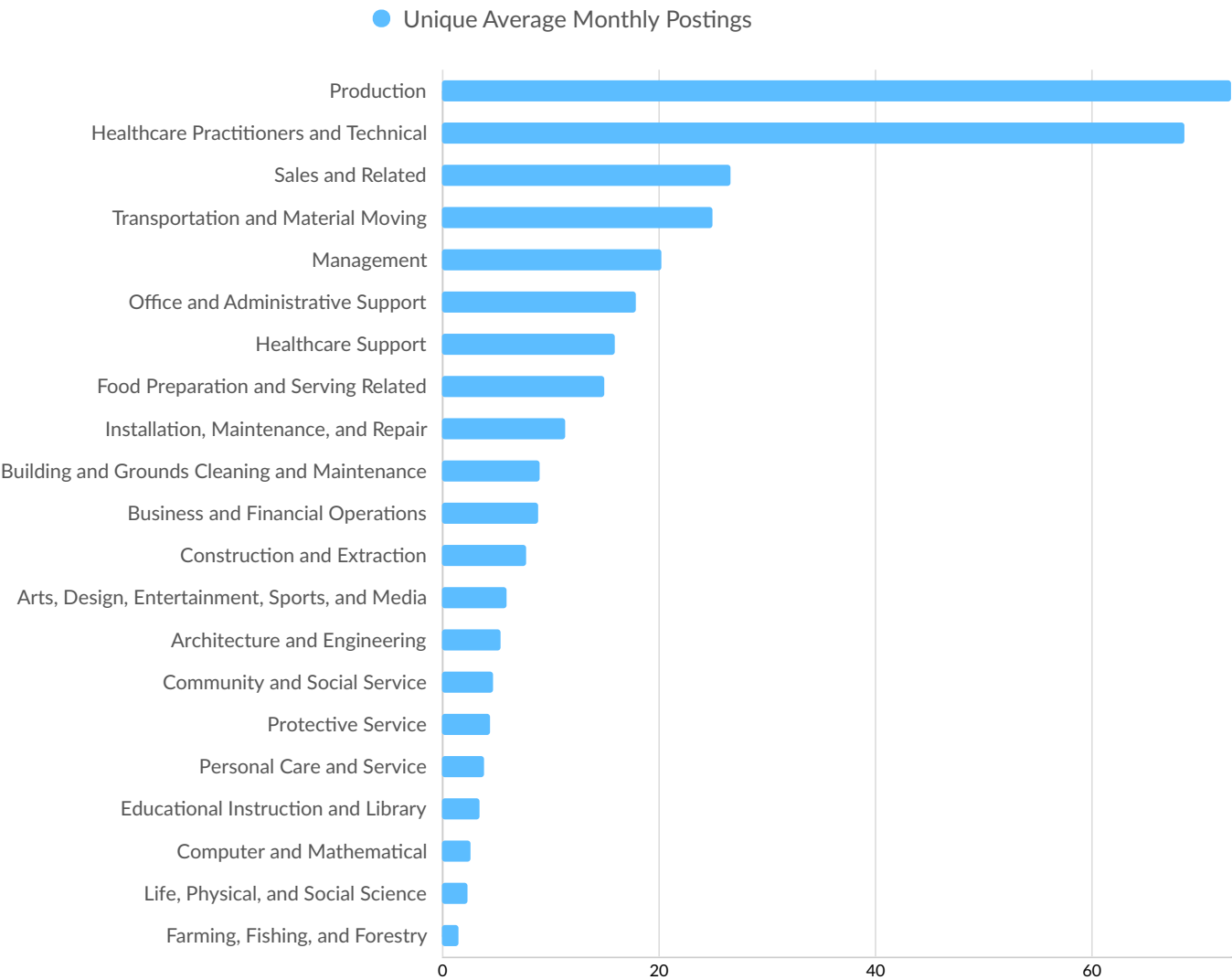
Top Occupation Employment Concentration



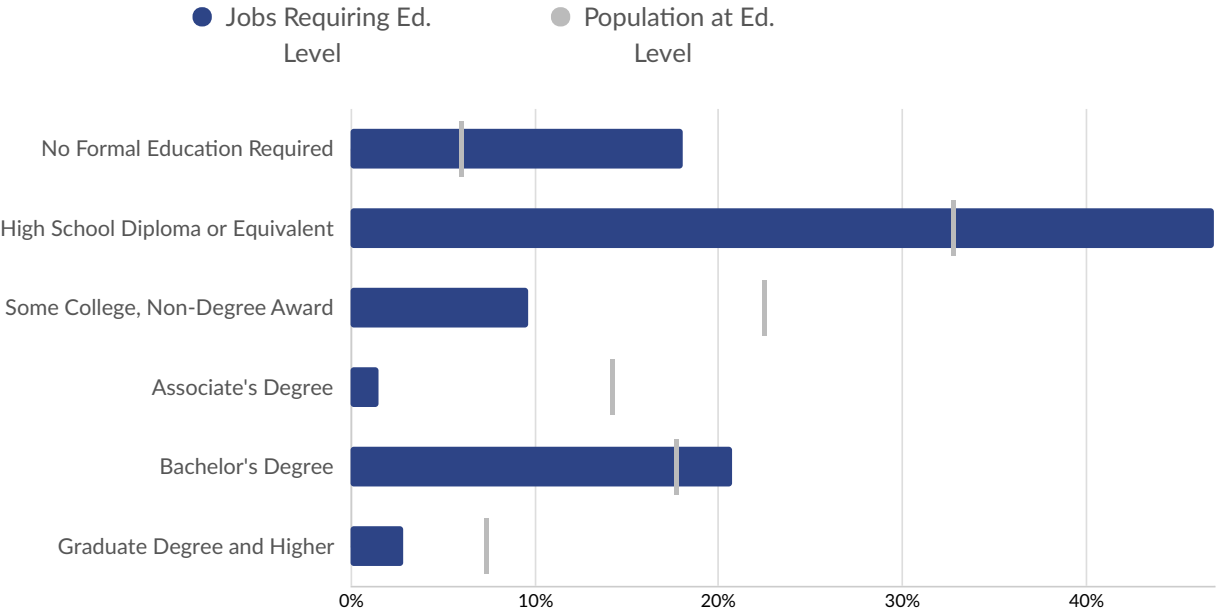
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

