



St. Croix County Economic Profile

Population Estimates

Municipality	2007 Estimates	2000 Census	2020 Projection
Towns			
Baldwin	964	903	981
Cady	813	710	814
Cylon	675	629	643
Eau Galle	1,042	882	1,196
Emerald	801	691	950
Erin Prairie	683	658	672
Forest	640	590	597
Glenwood	868	755	895
Hammond	1,672	947	1,764
Hudson	7,821	6,213	11,285
Kinnickinnic	1,655	1,400	1,862
Pleasant Valley	490	430	581
Richmond	2,767	1,556	2,455
Rush River	531	498	675
St. Joseph	3,848	3,346	4,746
Somerset	3,429	2,644	4,171
Springfield	928	808	1,032
Stanton	1,009	1,003	1,001
Star Prairie	3,557	2,944	4,747
Troy	4,524	3,661	5,208
Warren	1,540	1,320	2,077
Villages			
Baldwin	3,555	2,667	4,651
Deer Park	222	227	223
Hammond	1,643	1,153	2,224
North Hudson	3,710	3,463	4,698
Roberts	1,555	969	1,441
Somerset	2,296	1,556	2,813
Spring Valley*	4	2	0
Star Prairie	644	574	860
Wilson	205	176	241
Woodville	1,318	1,104	1,538
Cities			
Glenwood City	1,222	1,183	1,424
Hudson	11,770	8,775	14,921
New Richmond	7,899	6,310	8,822
River Falls*	2,720	2,318	2,994
St. Croix	79,020	63,155	95,202

* Indicates the municipality crosses a county line
 Source: US Census Bureau, November 25, 2003 and
 WI Department of Administration, October 10, 2007

Per Capita Personal Income

Area	2006 Per Capita Personal Income
St. Croix	\$34,319
Eau Claire	\$31,314
Pierce	\$30,068
Barron	\$27,584
Polk	\$27,362
Dunn	\$25,748
13-County Twin Cities MSA	\$44,237
Wisconsin	\$34,405
Minnesota	\$38,859

Source: Bureau of Economic Analysis and
 St. Croix Economic Development Corp.

Median Family Income Estimate

Area	2008 Median Family Income
St. Croix/Pierce Counties*	\$80,900
Eau Claire/Chippewa Counties**	\$59,900
Polk	\$58,300
Dunn	\$57,000
Barron	\$52,200
13-County Twin Cities MSA	\$80,900
Wisconsin	\$63,700
Minnesota	\$70,200

*Included in the 13-county MN-WI MSA

**Included in the 2-county Eau Claire WI MSA

Source: Department of Housing and Urban Development (February 13, 2008)
 St. Croix Economic Development Corp.

Median Age

Location	2000	2005
St. Croix County	35.1	36.6

Source: 2000 US Census

Number of Households

Location	2000	2007	Change
St. Croix County	24,265	33,098	36.4%

Source: Wisconsin Department of Administration

Labor Force

St. Croix County	Employees
Employed	44,500
Unemployed	2,200
Total Labor Force	46,800
Unemployment Rate	4.8%

Source: Wisconsin Department of Workforce Development (April 2008)

Private Business Estimates

St. Croix County	Businesses
Less than 50 Employees	2,009
50 to 249 Employees	93
More than 250 Employees	9
Total Estimated Businesses	2,111

Source: US Census Bureau; 2006 County Business Patterns

St. Croix County Employment Estimates

St. Croix County	April 2008	April 2007	Change
Construction, Mining & Natural Resources	1,280	1,560	-280
Manufacturing	7,100	6,400	+700
Wholesale/Retail Trade	5,100	5,000	+100
Transportation & Utilities	1,220	1,090	+130
Financial Activities	1,440	1,500	-60
Education & Health Services	4,300	3,800	+500
Leisure & Hospitality	4,600	4,100	+500
Information, Professional Business Service	4,400	3,900	+500
Government	4,000	4,000	0
Total Non Farm Jobs	33,400	31,200	+2,200

Source: Wisconsin Department of Workforce Development (April 2008 Estimates)

Wage Estimates for Western Wisconsin

Occupation Code	Occupation Title	2007 Mean Hourly Wage
11-1021	General & Operations Managers	\$36.85
11-3051	Industrial Production Managers	\$33.72
13-2011	Accountants & Auditors	\$24.76
15-1041	Computer Support Specialist	\$19.31
17-2141	Mechanical Engineers	\$30.54
19-3000	Social Scientists & Related Workers	\$24.64
21-1021	Child, Family & School Social Workers	\$21.26
23-1011	Lawyers	\$43.35
25-2000	Teachers	\$21.27
27-1024	Graphic Designers	15.62
29-1111	Registered Nurses	\$27.94
29-2000	Health Technicians	\$16.40
31-1000	Nursing & Home Health Aids	\$11.39
33-3000	Law Enforcement Workers	\$18.94
35-3000	Food & Beverage Serving Workers	\$7.45
37-2000	Building Cleaning & Pest Control	\$10.10
39-0000	Personal Care Service Occupations	\$9.10
41-2000	Retail Sales Workers	\$8.46

Occupation Code	Occupation Title	2007 Mean Hourly Wage
43-3051	Payroll & Timekeeping Clerks	\$15.27
43-5071	Shipping & Receiving Clerks	\$14.32
43-6014	Secretaries	\$13.22
45-2000	Agricultural Workers	\$11.51
47-2061	Construction Laborers	\$21.99
47-2152	Plumbers & Pipefitters	\$27.16
47-2211	Sheet Metal Workers	\$21.49
49-3000	Vehicle Mechanics & Repairers	\$15.50
51-2099	Assemblers & Fabricators	\$11.51
51-4021	Metal & Plastic Machine Operators	\$10.73
51-4041	Machinists	\$17.04
51-4111	Tool & Die Makers	\$20.65
51-4121	Welders (Cutting, Soderers, Brazers)	\$15.86
51-7011	Cabinetmakers	\$12.91
51-9061	Inspectors, Testers, Samplers	\$15.22
53-3000	Motor Vehicle Operators	\$15.81

Source: Department of Workforce Development (OEA) 2007 Wage Data for Labor Supply Area (LSA#2: Barron, Buffalo, Dunn, Pierce, Polk, St. Croix & Trempealeau Counties)

2006 St. Croix County Sales & Use Tax by NAICS Group

NAICS Group	Number of Filers	2004 Sales Tax	Percent of Total
Restaurants & Bars	216	\$387,744	12.55%
Performing Arts, Spectator Sports & Related Businesses	24	\$28,127	0.91%
Amusement, Gambling, Recreation Industries	45	\$57,533	1.86%
Automobiles & Other Motor Vehicles	335	\$514,123	16.64%
Gasoline Stations & Convenience Stores	32	\$155,248	5.02%
Clothing & Accessories	90	\$27,368	0.89%
Electronic & Appliance Stores	52	\$26,477	0.86%
Food & Beverage Stores	61	\$259,871	8.41%
Furniture & Home Furnishings	250	\$565,009	18.28%
Health & Personal Care	22	\$3,443	0.11%
Sporting Goods, Hobby, Book & Music Stores	104	\$3,871	1.13%
General Merchandise Stores	46	\$446,769	14.46%
Other Store Retailers	1,213	\$556,469	18.01%
Nonstore Retailers	245	\$26,939	0.87%
Total	2,735	\$3,089,990	100%

Source: Wisconsin Department of Revenue Division of Research & Policy (July 16, 2007)

St. Croix County Business Characteristics

Type of Business	Number of Employees	2006 Annual Payroll (\$1,000)	Number of Establishments	Percent of Total Establishments
Forestry, Fishing, Hunting & Agriculture Support	14	227	7	0.33%
Mining	0-19	*	3	0.14%
Utilities	20-99	*	4	0.19%
Construction	1,669	84,049	344	16.30%
Manufacturing	5,773	233,265	164	7.77%
Wholesale Trade	1,002	44,441	97	4.60%
Retail Trade	3,897	84,188	246	11.65%
Transportation & Warehousing	1,251	45,390	73	3.46%
Information	194	6,320	32	1.52%
Finance & Insurance	860	33,467	122	5.78%
Real Estate, Rental & Leasing	256	5,850	103	4.88%
Professional, Scientific & Technical Services	3,109	221,981	206	9.76%
Management of Companies & Enterprises	99	3,786	6	0.28%
Admin, Support, Waste Mgt, Remediation Services	1,256	24,835	109	5.16%
Educational Services	82	1,083	22	1.04%
Health Care & Social Assistance	2,977	98,460	148	7.01%
Arts, Entertainment & Recreation	284	7,301	45	2.13%
Accommodation & Food Services	2,843	30,811	180	8.53%
Other Services	1,327	23,411	197	9.33%
Unclassified Establishments	1	43	3	0.14%
Total	25,878	941,114	2,111	100%

Source: US Census Bureau, 2006 County Business Patterns; 1st Quarter 2006 Estimates

* Suppressed Data

St. Croix County Large Employers (Public and Private)

	<i>Business</i>	<i>Location</i>	<i>Product</i>	<i>2008 Employees</i>
1	School District of Hudson	Hudson	Elementary & Secondary Schools	500-999
2	County of St Croix	Hudson	Executive & Legislative Offices	500-999
3	Wal-Mart	Hudson & New Richmond	Discount Department Store	500-999
4	New Richmond Public School	New Richmond	Elementary & Secondary Schools	250-499
5	Phillips Plastics Corp	Hudson & New Richmond	Plastic Injection Molding	250-499
6	YMCA	Hudson	Civic & Social Organization	250-499
7	Nor Lake Inc	Hudson	Commercial Refrigeration Equipment	250-499
8	Baldwin-Woodville Area School	Baldwin	Elementary & Secondary Schools	250-499
9	Mc Millan Electric Co	Woodville	Motor & Generator Manufacturing	250-499
10	OEM Fabricators Inc	Woodville	General Machine	250-499
11	Hudson Memorial Hospital	Hudson	General Medical & Surgical Hospital	250-499
12	Baldwin Hospital	Baldwin	General Medical & Surgical Hospital	250-499
13	Clopay Building Products	Baldwin	Garage Doors & Parts	100-249
13	Firstsite Staffing Inc	Baldwin	Temporary Help Services	100-249
15	Loparex	Hammond	Custom Coatings and Film Sheeting	100-249
16	Western WI Medical Associates	Hudson, New Richmond & River Falls	Offices of Physicians	100-249
17	Westfields Hospital	New Richmond	General Medical & Surgical Hospital	100-249
18	United Gear & Assembly	Hudson	Machine Gears	100-249
19	Doboy Inc	New Richmond	Packaging Machinery	100-249
20	Econo Foods	Hudson, New Richmond & Somerset	Supermarkets & Grocery Stores	100-249
21	Scientific Molding Corp Ltd	Somerset	Plastic Product Manufacturing	100-249
22	St Croix Central Schools	Hammond & Roberts	Elementary & Secondary Schools	100-249
23	MPS Staffing	New Richmond	Temporary Help Services	100-249
24	River Falls Area Hospital	River Falls	General Medical & Surgical Hospital	100-249
25	City of Hudson	Hudson	Executive & Legislative Offices	100-249
Source: Department of Workforce Development (OEA) January 2008				

Demographic Information Websites

Wisconsin Census Information:

www.census.gov/census2000/states/wi.html

Population Estimates & Projections:

www.doa.state.wi.us/section.asp?linkid=64&locid=9

Employment Information:

www.worknet.wisconsin.gov and www.bls.gov

County Sales and Retail Sales Estimates:

www.dor.state.wi.us/report/index.html
(select Sales Tax)

St. Croix County Government Center:

www.co.saint-croix.wi.us

WI State & County Demographic & Economic Profiles:

<http://quickfacts.census.gov/qfd/states/55/55109.html>

WCWRPC Community Profiles:

www.wcwrpc.org (under Profiles)

Labor Market Information & Employers Information:

www.dwd.state.wi.us/oea and
www.dwd.state.wi.us/dwd/employers.htm



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