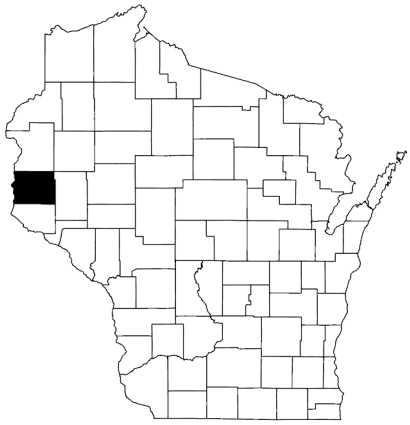
St. Croix County

ECONOMIC PROFILE

County Population Projections

	2020	2022	2023	20230	2040	2050
County Population	93,536	93,752	94,819	97,775	102,820	102,980
Percent Change		0.23	1.37	3.02	4.91	0.16
Male	46,854	47,359	47,727	48,785	51,105	51,165
Female	46,682	46,393	47,092	48,990	51,715	51,815
Minority	7,309	5,801	6,650	NA	NA	NA
Percent Minority	7.8	6.2	7.0	NA	NA	NA
Age Under 5	5,471	5,335	5,425	5,360	5,905	4,495
Age 5-9	6,392	6,257	6,439	5,180	5,805	4,830
Age 10-14	7,149	6,828	6,706	6,265	6,225	6,875
Age 15-19	6,248	6,344	6,385	5,875	4,835	5,425
Age 20-24	4,543	5,114	4,936	5,015	4,460	4,440
Age 25-34	10,607	10,297	10,609	12,145	12,675	10,940
Age 35-44	12,951	13,264	13,458	11,695	13,630	14,210
Age 45-54	12,655	12,892	12,744	12,775	11,730	13,700
Age 55-59	6,942	7,446	7,284	6,115	6,435	5,735
Age 60-64	6,203	5,993	6,302	5,880	5,910	5,615
Age 65-74	8,861	8,726	9,178	12,000	11,200	11,550
Age 75-84	3,990	3,654	3,881	7,335	10,240	9,560
Age 85+	1,524	1,602	1,472	2,135	3,770	5,605

Source: 2020 Census; 2022 and 2023 American Community Survey 5-Year Estimates; 2024 Wisconsin DOA Population Estimates



Prepared by the West Central Wisconsin Regional Planning Commission

June 2025

Municipal Population

							Percent Change				
	1980	1990	2000	2010	2020	2024	1980-90	1990-00	2000-10	2010-20	2020-24
Glenwood City	950	1,026	1,183	1,242	1,306	1,281	8.0	15.3	5.0	5.2	- 1.9
Hudson	5,434	6,378	8,775	12,719	14,755	15,439	17.4	37.6	44.9	16.0	4.6
New Richmond	4,306	5,106	6,310	8,375	10,079	11,050	18.6	23.6	32.7	20.3	9.6
River Falls *	1,498	1,769	2,318	3,149	3,636	5,010	18.1	31.0	35.8	15.5	37.8
Baldwin	1,620	2,022	2,667	3,957	4,291	4,411	24.8	31.9	48.4	8.4	2.8
Deer Park	232	237	227	216	249	245	2.2	- 4.2	- 4.8	15.3	- 1.6
Hammond	991	1,097	1,153	1,922	1,873	1,853	10.7	5.1	66.7	- 2.5	- 1.1
North Hudson	2,218	3,101	3,463	3,768	3,803	3,896	39.8	11.7	8.8	0.9	2.4
Roberts	833	1,043	969	1,651	1,919	2,243	25.2	- 7.1	70.4	16.2	16.9
Somerset	860	1,072	1,556	2,635	3,019	3,334	24.7	45.1	69.3	14.6	10.4
Star Prairie	420	507	574	561	678	668	20.7	13.2	- 2.3	20.9	- 1.5
Spring Valley *	0	0	2	6	11	11	NA	NA	200.0	83.3	0.0
Wilson	155	163	176	184	209	206	5.2	8.0	4.5	13.6	- 1.4
Woodville	725	942	1,104	1,344	1,386	1,426	29.9	17.2	21.7	3.1	2.9

+Includes portion in Polk County only. Source: 1980, 1990, 2000, 2010, and 2020 Census and Wisconsin DOA 2024 Estimates

Per Capita Personal Income

					Percent Change		
	2020	2021	2022	2023	2020-21	2021-22	2022-23
St. Croix County	$59,310	$65,134	$67,270	$70,354	9.8	3.3	4.6
Wisconsin	$55,435	$60,465	$61,992	$64,976	9.1	2.5	4.8
United States	$59,123	$64,460	$66,244	$69,810	9.0	2.8	5.4

Total personal income includes income from three sources: net earnings; dividends, interest and rent; and transfer receipts. Total personal income divided by the total population produces per capita personal income (PCPI).
Source: US Dept. of Commerce, Bureau of Economic Analysis

This Economic Profile is prepared by the West Central Wisconsin Regional Planning Commission

Consumer Expenditures *(per household)*

	Total		Total
Shelter	$17,065	Contributions	$2,806
Transportation	$14,847	Education	$2,649
Food and Beverages	$11,843	Gifts	$2,122
Health Care	$6,764	Miscellaneous Expenses	$1,556
Utilities	$5,735	Personal Care	$1,096
Entertainment	$4,732	Personal Insurance	$612
Household Operations	$3,254	Tobacco	$434
Household Furnishings	$2,936	Reading	$180
Apparel	$2,903		

Source: Applied Geographic Solutions, 2024

Government Finances

2023	County	State
Full Equalized County Valuation ($000)	$16,384,538	$842,653,653
Net Property Tax ($000)	$199,809	$11,891,743
Full Value Tax Rate per $1,000 Valuation	$13.68	$15.53
Per Capita Property Tax	$2,052.55	$1,998.14

Source: Town, Village and City Taxes, Wisconsin Dept. of Revenue

Civilian Labor Force

County Totals	2019	2024
Employed	49,244	53,145
Unemployed	1,634	1,822
Total Labor Force	50,877	54,966
Average County Unemployment Rate	3.2%	3.3%
Average State Unemployment Rate	3.2%	3.0%
Average U.S. Unemployment Rate	3.9%	3.7%

Source: Wisconsin Dept. of Workforce Development & Bureau of Labor Statistics

Housing

	County
2023 Housing Units	38,185
2024 Estimated Housing Units	40,416
Owner Occupied Units	28,992
Renter Occupied Units	7,737
Persons/Owner Occupied Unit	2.7
Persons/Renter Occupied Unit	2.2
Median Value of Housing	$349,700
Median Monthly Gross Rent	$1,238

Source: 2023 American Community Survey 5-Year Estimates; 2024 DOA Housing Estimates

Building Permits

County Residential	2019	2023
Single Family	525	370
Total Units	558	557
Value	$134,728,680	$139,981,774

Source: U.S. Census Bureau Building Permit Survey

Representative Wage Rates

	2023 Hourly Rate	
Position	Mean	Median
Bartenders	$13.57	$12.88
Bookkeeping/Accounting/Auditing	$26.26	$25.13
Cashiers	$15.92	$16.23
Computer Programmers	$49.77	$51.01
Electricians	$39.96	$39.51
Healthcare Social Workers	$33.73	$33.86
Licensed Practical/Vocational Nurse	$29.66	$28.79
Machinery Maintenance Workers	$33.66	$31.82
Nursing Assistants	$21.73	$21.42
Office Clerk, General	$23.71	$22.70
Physical Therapists	$46.92	$46.71
Secretaries/Administrative Assistants	$37.55	$36.88
Tellers	$21.94	$21.83
Truck Drivers-Heavy/Tractor Trailer	$29.81	$29.35
Waiter and Waitresses	$12.79	$11.64
Welder/Cutter/Solderer/Brazer	$28.37	$27.89

Source: Bureau of Labor Statistics, 2023

Employment by Industry

	2023 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	795	2.3
Construction	3,920	11.5
Manufacturing	9,725	28.5
Wholesale Trade	1,667	4.9
Retail Trade	5,148	15.1
Transportation and Warehousing, and Utilities	2,709	7.9
Information	446	1.3
Finance and Insurance/Real Estate/Rental and Leasing	3,356	9.8
Services (Professional/Educational/Entertainment/Other)	4,297	12.6
Public Administration	2,040	6.0
TOTAL*	**34,103**	**100.0**

**Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.*
Source: 2023 American Community Survey 5-Year Estimates

Industry Employment Projections (West Central WI)

	Estimated Employment*		
	2022	2032	% Change
Total, All Nonfarm Industries	**221,430**	**242,223**	**9.4**
Mining/Natural Resources	4,346	4,710	8.4
Manufacturing	37,331	39,901	6.9
Construction	8,800	10,035	14.0
Trade, Transportation and Utilities	43,355	47,310	9.1
Information	1,208	1,075	- 11.0
Financial Activities (finance/insurance/real estate/rental and leasing)	7,507	8,543	13.8
Professional and Business Services (professional/management/remediation)	15,034	16,906	12.5
Educational and Health Services (including State/Local Government)	48,084	52,353	8.9
Leisure and Hospitality	19,920	22,684	13.9
Other Services (except Government)	8,597	9,498	10.5
Government	11,585	11,636	0.4
Self-Employed and Unpaid Family Workers (all jobs)	15,663	17,572	12.2

**Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.*
Source: Office of Economic Advisors, Wisconsin Dept. of Workforce Development, December 2022

Largest Employers

Employer	Industry Type	Employees
Westfields Hospital	Hospitals	250-499
Mcmillan Electric Co	Electric Contractors	250-499
Hudson Hospital & Clinic	Hospitals	250-499
Western Wisconsin Health	Hospitals	250-499
St Croix County Emergency Cmms	Government Offices-County	250-499
St Croix Health & Human Svc	Government Offices-County	250-499
Lakeside Foods	Food Products & Manufacturers	250-499
Walmart Supercenter	Department Stores	250-499
Phillips-Medisize LLC	Hospital Equipment & Supplies-Mfrs	250-499
OEM Fabricators	Steel-Structural (mfrs)	250-499
Donaldson Co	Fans-Industrial & Commercial-Mfrs	100-249
Brunette Dairy	Cheese Processors (mfrs)	100-249
Park View Home	Nursing & Convalescent Homes	100-249
Syntegon Technology	Packaging Machinery-Manufacturers	100-249
County Market	Grocers-Retail	100-249
United Gear & Assembly Inc	Metal Goods-Manufacturers	100-249
Vibrant Health Family Clinic	Skin Treatments	100-249
Family Fresh Market	Grocers-Retail	100-249
Home Depot	Home Centers	100-249
New Richmond Area Ctr	Recreation Centers	100-249
Loparex LLC	Paper Products (whls)	100-249
Amplexor	Translators' Systems & Equipment (whls)	100-249
Christian Community Hms & Svc	Services NEC	100-249

Source: Wisconsin DWD; Major employers were extracted from Infogroup National Database 2022

Recreational Highlights

St. Croix County has an abundant supply of both public and private recreational opportunities available to its residents. There are federal, state, county, municipal, and private recreation facilities of one kind or another to be found in every community in the county. Activities include parks, playgrounds, ball fields, tennis and basketball courts, picnic areas, sight-seeing, pleasure driving, cross-country skiing trails, hiking trails, horse trails, horseback riding facilities, campgrounds, swimming beaches, tubing, sand volleyball, canoeing, water skiing, boating, fishing, hunting, snowtubing, ice skating, hockey, shooting and archery ranges, and golf courses.

The Apple River, in and around Somerset, is a well known location for water tubing. There are ten developed sites along the river where "tubers" may enter and begin their leisurely float down the river. The Willow River State Park is located in the western portion of the County and is a popular park among the many urban dwellers of the Minneapolis-St. Paul metropolitan area. The St. Croix River is one of the eight original rivers in the National Wild and Scenic Riverway, which was established in 1968 by the U.S. Congress. The Lower St. Croix River, part of which forms the western border of St. Croix County, was designated a National Scenic Riverway in 1972 and is well known for sight-seeing, canoeing, and sailing.

St Croix County: https://www.sccwi.gov/333/Parks

Source: St. Croix County Outdoor Recreation Plan, 2019-2023

Industrial Parks/Sites

The following is a list of industrial and business parks in St. Croix County:

- Baldwin East A Commercial & Light Industrial Park
- Baldwin I-94 Industrial Park
- Glenwood City Industrial Park
- Hammond Business Park
- Hammond Industrial Park
- Mann Valley Corporate Park-—River Falls
- New Richmond Business & Technical Park
- River Falls Industrial Park
- Roberts Business Park
- Roberts Industrial Park
- Roberts Rail Park
- Somerset Industrial Park
- St. Croix Business Park—Hudson
- Sterling Ponds Corporate Park—River Falls
- Thompson Industrial Park—Woodville
- Westland Meadows Business Park—Spring Valley
- Whitetail Ridge Corporate Park—River Falls

For more information, visit the St. Croix Economic Development Corporation website at stcroixedc.com or contact:

Melissa Meschke, Executive Director
St. Croix Economic Development Corporation
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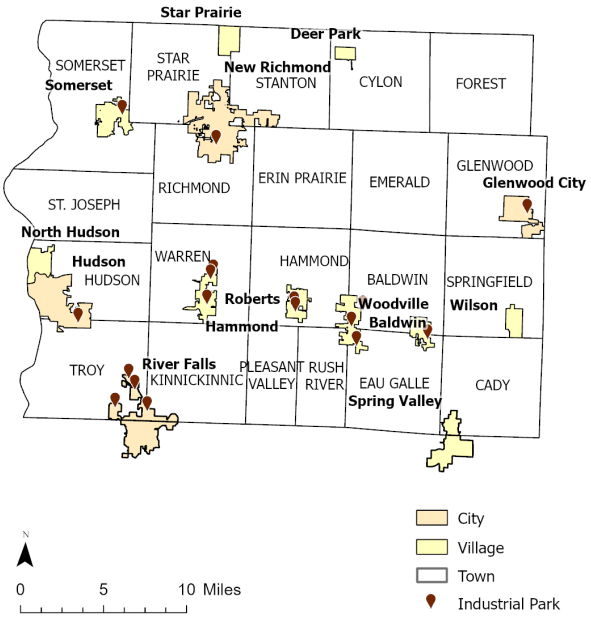
melissa@stcroixedc.com



Miscellaneous

HIGHWAYS—St. Croix County is served by a network of Interstate, U.S. and State Highways. USH 63, and STH 35, 46, 65 and 128 run north and south through the County. Interstate 94, USH 12, as well as STH 64 and 29 run east-west. I-94 provides direct connectivity into the Minneapolis-St. Paul metropolitan area.

RAIL SERVICE—Two freight railroad routes run through the County, serving seven communities by rail. A Union Pacific mainline, running between Minneapolis-St. Paul and Chicago, serves the communities of Baldwin, Hammond, Hudson, Roberts, Wilson, and Woodville. New Richmond and Somerset are served by a Canadian National branch line from the east, and making connections to other rail lines within Minnesota.

AIR SERVICE—The New Richmond Regional Airport is St. Croix County's publicly owned, large general aviation airport with an elevation of 998 ft. and two runways. Its primary runway is 5,507 ft. (asphalt) with a secondary 2,050 ft. turf runway. With easy access from western St. Croix County, the publicly-owned Lake Elmo airport is less than 10 miles Hudson, in Minnesota, and the Minneapolis -St. Paul (MSP) Airport provides readily available scheduled air service.

EDUCATIONAL FACILITIES—Most training needs among local businesses are met by the Northwood Technical College located in New Richmond. Associate degree and vocational education programs are offered in the areas of agriculture, service, healthcare, business and management, trade and industry, and general education, as well as apprenticeship trades. The University of Wisconsin-River Falls provides both bachelor and masters degree programs. Programs in pre-veterinary medicine and agriculture are especially popular on this campus. In addition, the St. Croix County has a UW-Madison extension office in the Village of Baldwin that offers access to programs in 4-H, agriculture, horticulture, community development, families and finance, health, and nutrition.