

2. ISSUES & OPPORTUNITIES – POPULATION & DEMOGRAPHICS

INTRODUCTION

This section is a primary source for the necessary background information for the Issues and Opportunities Element of the comprehensive plan for St. Croix County. A socio-economic profile for all of St. Croix County is provided.

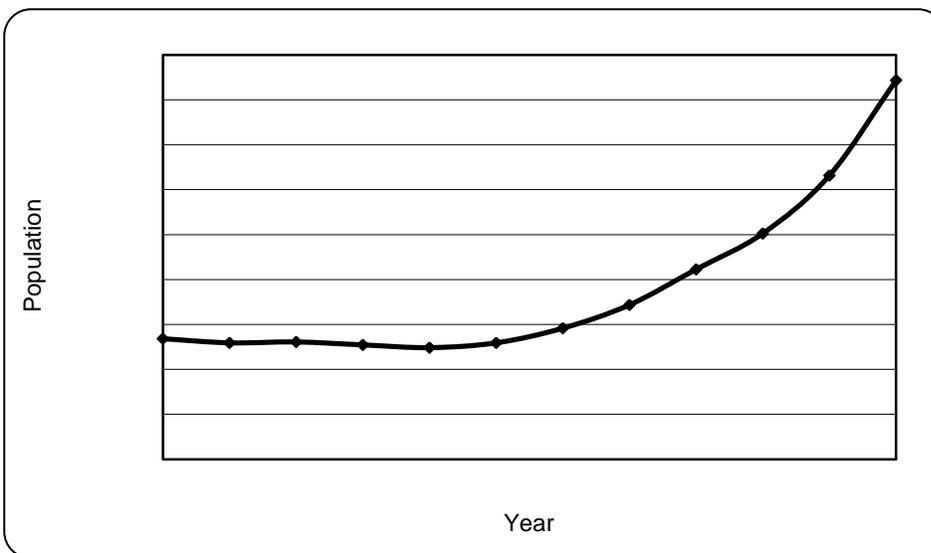
Overall comprehensive planning goals and objectives for the County are not provided in this section; instead, the comprehensive plan will contain the vision, goals and objectives. Existing governmental programs and policies are also not provided here, but are reviewed in the Addendum: Inventory of Existing Plans, Programs, & Land Use Policies in West Central Wisconsin.

SOCIO-ECONOMIC PROFILE

Population

Analyzing population size, growth, density, characteristics and distribution trends reveals important facts about the most important component of growth and development in St. Croix County — its residents. Reviewing population characteristics will reveal important indicators of change that must be recognized to effectively prepare for change.

Figure 2.2 – St. Croix County Historical Population 1990 to 2010



source: U.S. Census Bureau; Wisconsin Department of Administration 2008 estimate

Between 1900 and 1950, St. Croix County's population has remained fairly steady, with small declines in decades of the 1900s, 1920s and 1930s, and small increases in the decades of the 1910s and 1940s. In the decades between 1940 and 1980, the county's population increased at an accelerating rate, ultimately resulting in the county's highest growth decade in the 1970s (26%). The population growth rate declined somewhat in the 1980s (16.2%) only

to have the 1990s (25.7%) almost match the growth of the 1970s. Recently between 2000 and 2010, the County's population increased by 21,190 people, or 33.6 percent. See Figure 2.2 and 2.3.

FIGURE 2.3 – ST. CROIX COUNTY HISTORICAL POPULATION – 1900 TO 2010

YEAR	POPULATION	NUMERICAL CHANGE	PERCENT CHANGE
1900	26,830	---	---
1910	25,910	-920	-3.4
1920	26,106	196	7.6
1930	25,455	-651	-2.5
1940	24,842	-613	-2.4
1950	25,905	1,063	4.3
1960	29,164	3,259	12.6
1970	34,354	5,190	17.8
1980	43,262	8,908	25.9
1990	50,251	6,989	16.2
2000	63,155	12,904	25.7
2010	84,345	21,190	33.6

source: U.S. Census Bureau

FIGURE 2.4 - ST. CROIX COUNTY & AREA COUNTIES HISTORICAL POPULATION CHANGE 1960 TO 2010

COUNTY	1960 TO 1970		1970 TO 1980		1980 TO 1990		1990 TO 2000		2000 TO 2010	
	No.	PCT.								
St. Croix County	5,190	17.8	8,908	25.9	6,989	16.2	12,904	25.7	21,190	33.6
Barron County	-315	-0.9	4,775	14.1	2,020	5.2	4,213	10.3	907	2.0
Dunn County	2,998	11.5	5,160	17.8	1,595	4.7	3,949	11.0	3,999	10.0
Pierce County	4,149	18.4	4,497	16.9	1,616	5.9	4,039	12.3	4,215	11.5
Polk County	1,698	6.8	5,685	21.3	2,422	7.5	6,546	18.8	2,886	7.0
Washington County	30,516	58.2	30,623	36.8	32,289	28.4	55,270	37.9	14,391	12.2

source: U.S. Census Bureau

From 2000 to 2010, the Town of Hammond had the highest rate of population growth as a percentage of its population in St. Croix County at 122 percent; see Figure 2.5. The following communities also had significant population growth:

Towns of Richmond	110%
Somerset	53%
Hudson	36%
Village of Roberts	70%
Village of Somerset	69%
Village of Hammond	67%
Village of Baldwin	48%
City of Hudson	45%
City of River Falls	36% (portion within St. Croix County)
City of New Richmond	33%

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FIGURE 2.5 - ST. CROIX COUNTY HISTORICAL POPULATION CHANGE 1960 TO 2010, BY MCD

	YEAR						PERCENT CHANGE				
	1960	1970	1980	1990	2000	2010	'60-'70	'70-'80	'80-'90	'90-'00	'00-'10
Towns											
Baldwin	833	890	943	911	903	928	7%	6%	-3%	-1%	3%
Cady	762	670	724	643	710	821	-12%	8%	-11%	10%	16%
Cylon	614	620	717	639	629	683	1%	16%	-11%	-2%	9%
Eau Galle	717	720	897	756	882	1,139	0%	25%	-16%	17%	29%
Emerald	647	588	638	630	691	853	-9%	9%	-1%	10%	23%
Erin Prairie	499	516	661	647	658	688	3%	28%	-2%	2%	5%
Forest	674	649	631	614	590	629	-4%	-3%	-3%	-4%	7%
Glenwood	835	764	715	700	755	785	-9%	-6%	-2%	8%	4%
Hammond	773	764	822	819	947	2,102	-1%	8%	0%	16%	122%
Hudson	649	925	2,012	3,692	6,213	8,461	43%	118%	83%	68%	36%
Kinnickinnic	667	755	1,051	1,139	1,400	1,722	13%	39%	8%	23%	23%
Pleasant Valley	310	330	360	384	430	515	6%	9%	7%	12%	20%
Richmond	701	1,091	1,338	1,400	1,556	3,272	56%	23%	5%	11%	110%
Rush River	403	439	476	419	498	508	9%	8%	-12%	19%	2%
St. Joseph/Houlton	1,068	1,357	2,180	2,657	3,436	3,842	27%	61%	22%	29%	12%
Somerset	976	1,185	1,833	1,975	2,644	4,036	21%	55%	8%	34%	53%
Springfield	814	811	816	772	808	932	0%	1%	-5%	5%	15%
Stanton	640	975	1,083	1,042	1,003	900	52%	11%	-4%	-4%	-10%
Star Prairie	1,015	1,390	1,900	2,098	2,944	3,504	37%	37%	10%	40%	19%
Troy	845	1,517	2,326	2,850	3,661	4,705	80%	53%	23%	28%	29%
Warren	614	622	897	1,008	1,320	1,591	1%	44%	12%	31%	21%
sub-total	15,056	17,578	23,020	25,795	32,678	42,616	17%	31%	12%	27%	30%
Villages											
Baldwin	1,184	1,399	1,620	2,022	2,667	3,957	18%	16%	25%	32%	48%
Deer Park	221	217	232	237	227	216	-2%	7%	2%	-4%	-5%
Hammond	645	768	991	1,097	1,153	1,922	19%	29%	11%	5%	67%
North Hudson	1,019	1,547	2,218	3,101	3,463	3,768	52%	43%	40%	12%	9%
Roberts	308	484	833	1,043	969	1,651	57%	72%	25%	-7%	70%
Somerset	729	778	860	1,065	1,556	2,635	7%	11%	24%	46%	69%
Spring Valley*	0	0	0	0	2	6	-	-	-	-	200%
Star Prairie	331	362	420	507	574	561	9%	16%	21%	13%	-2%
Wilson	140	130	155	163	176	184	-7%	19%	5%	8%	5%
Woodville	430	522	725	942	1,104	1,344	21%	39%	30%	17%	22%
sub-total	5,007	6,207	8,054	10,177	11,891	16,244	24%	30%	26%	17%	37%
Cities											
Glenwood City	835	822	950	1,026	1,183	1,242	-2%	16%	8%	15%	5%
Hudson	4,325	5,049	5,434	6,378	8,775	12,719	17%	8%	17%	38%	45%
New Richmond	3,316	3,707	4,306	5,106	6,310	8,375	12%	16%	19%	24%	33%
River Falls*	625	991	1,498	1,769	2,318	3,149	59%	51%	18%	31%	36%
sub-total	9,101	10,569	12,188	14,279	18,586	25,485	16%	15%	17%	30%	37%
TOTAL	29,164	34,354	43,262	50,251	63,155	84,345	18%	26%	16%	26%	34%

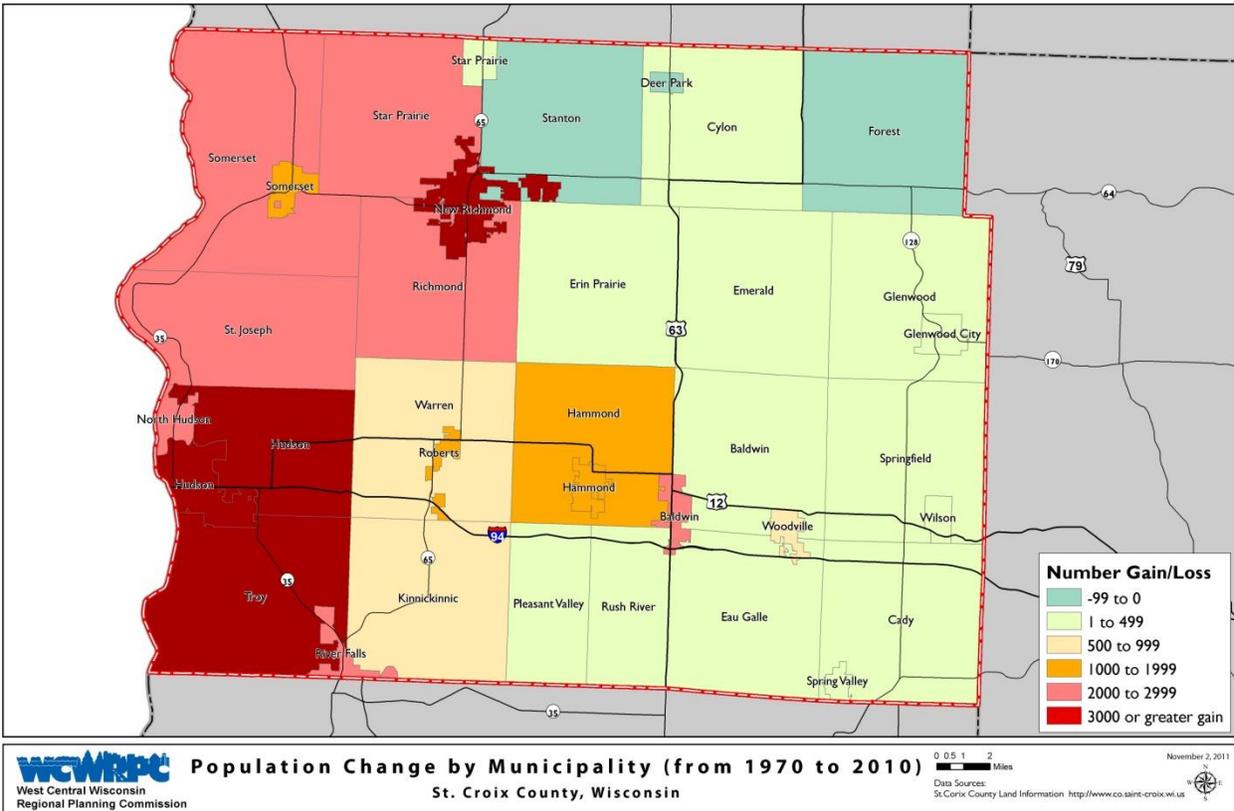
source: U.S. Census Bureau

*Portion of Spring Valley and River Falls located in St. Croix County only.

In terms of actual population increases, the Town and City of Hudson had the largest number of new residents, 2,248 and 3,944, respectively between 2000 and 2010. Two villages and one town — Deer Park, Star Prairie, and Stanton — saw population decreases between 2000 and 2010 of -5 percent, -2 percent, and -10 percent, respectively.

Figure 2.6 shows the population change for St. Croix County communities between 1970 and 2010. The highest growth during this period occurred in the Towns of Hudson and Troy and the Cities of Hudson and New Richmond. The Towns of Somerset, St. Joseph, Star Prairie and Richmond, as well as the portion of River Falls within St. Croix County, the Villages of North Hudson and Baldwin also saw significant growth. The Towns of Forest, Stanton and the Village of Deer Park lost population overall during the period.

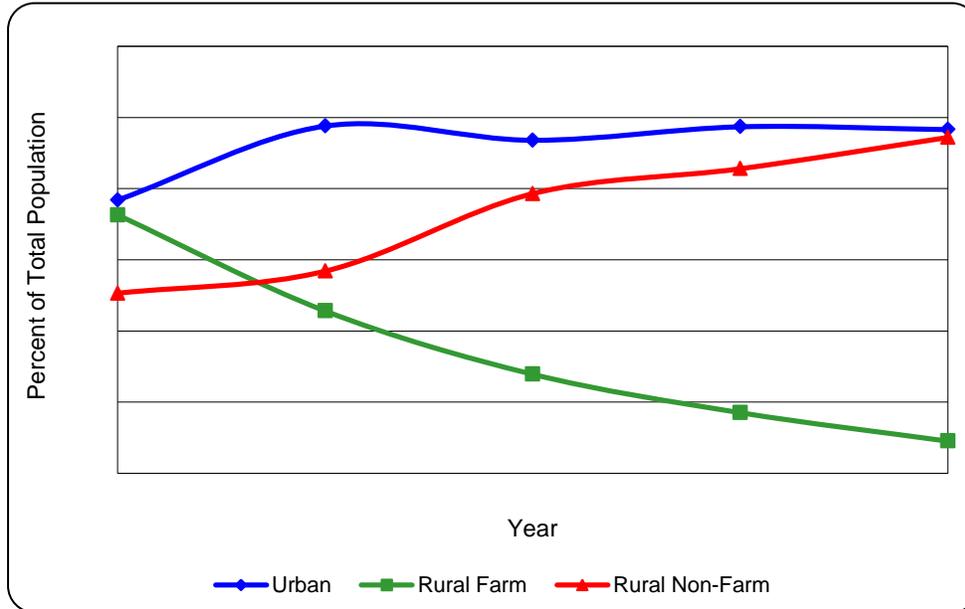
Figure 2.6 - St. Croix County Population Change, 1970 to 2010



In the 1960s, the percentage urban or rural non-farm residents surpassed the percentage rural farm residents (see Figure 2.7).

The number of rural farm residents continued to decrease, constituting only 4.5 percent of the County's population in 2000, a decrease of approximately 76.8 percent (or 9,530 farm residents) since 1960. Since 1980, the urban population has been increasing in its percentage of the total population indicating more people may be choosing city and small town life over rural living.

Figure 2.7 - St. Croix County Population Distribution by Urban & Rural Residents, 1960 to 2000



source: U.S. Census Bureau

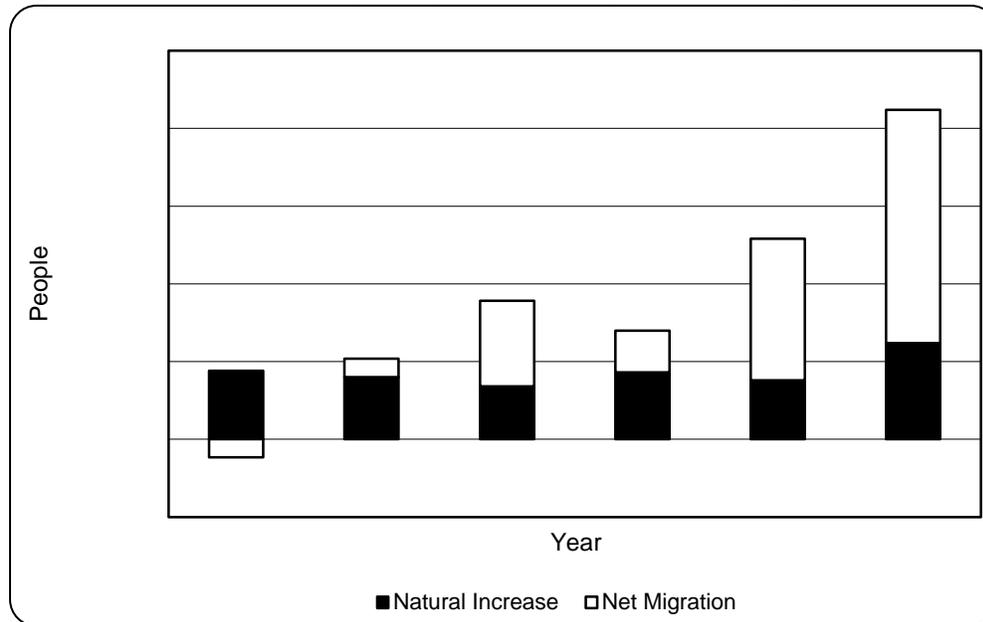
The 1970s and 1990s are the only recent decades in which the population increase in St. Croix County has been more from in-migration of new residents than natural increase (see Figure 2.8 and Figure 2.9). The natural increase rate for the 1990s was at a 50-year low for the county.

FIGURE 2.8 - ST. CROIX COUNTY COMPONENTS OF POPULATION CHANGE 1950 TO 2010

	1950 TO 1960	1960 TO 1970	1970 TO 1980	1980 TO 1990	1990 TO 2000	2000 TO 2010
Births	7,016	6,872	6,544	7,859	7,838	10,719
Deaths	2,606	2,880	3,136	3,542	4,035	4,537
Total Natural Increase	4,410	3,992	3,408	4,317	3,803	6,182
Natural Increase Rate	15.1%	11.6%	7.9%	8.6%	6.9%	9.8%
Net Migration	-1,151	1,198	5,500	2,671	9,101	15,008
Net Migration Rate	-3.9%	3.5%	12.7%	5.3%	14.4%	23.8%
Total Population Change	3,259	5,190	8,908	6,989	12,904	21,190
Percent Population Change	12.6%	17.8%	25.9%	16.2%	25.7%	33.6%

source: Wisconsin Department of Health and Human Services and WisDOA Demographic Services

Figure 2.9 - St. Croix County Components of Population Change 1950 to 2010



source: U.S. Census Bureau

The average age of St. Croix County residents increased almost nine years from 1980 to 2010 to 36.7 years (see Figure 2.10). Population increased in every age group between 2000 and 2010 (see Figure 2.10 and Figure 2.11). The middle-age groups (45-64) increased substantially during 2000s, with a very large population increase of 107 percent in the 60-64 age group.

FIGURE 2.10 - ST. CROIX COUNTY HISTORICAL POPULATION BY AGE AND SEX 1980 TO 2010

AGE	MALE				FEMALE				TOTAL			
	1980	1990	2000	2010	1980	1990	2000	2010	1980	1990	2000	2010
0-4	1,885	2,115	2,275	3,125	1,803	2,025	2,148	3,041	3,688	4,140	4,423	6,166
5-9	1,851	2,244	2,539	3,438	1,816	2,124	2,382	3,267	3,667	4,368	4,921	6,705
10-14	3,943	2,229	2,573	3,245	1,880	2,089	2,551	3,151	5,823	4,318	5,124	6,396
15-19	2,236	1,805	2,491	2,779	2,127	1,721	2,250	2,582	4,363	3,526	4,741	5,361
20-24	1,858	1,524	1,857	2,024	1,896	1,502	1,711	1,900	3,754	3,026	3,568	3,924
25-29	1,868	2,060	2,067	2,796	1,777	2,006	2,045	2,750	3,645	4,066	4,112	5,546
30-34	1,819	2,394	2,377	3,003	1,714	2,472	2,355	2,993	3,533	4,866	4,732	5,996
35-44	2,568	4,298	5,752	6,345	2,511	4,112	5,753	6,111	5,079	8,410	11,505	12,640
45-54	1,994	2,572	4,630	6,783	1,940	2,372	4,288	6,833	3,934	4,944	8,918	13,616
55-59	914	908	1,472	2,725	881	878	1,417	2,654	1,795	1,786	2,889	5,379
60-64	698	863	1,005	2,168	729	838	996	1,980	1,427	1,701	2,001	4,148
65-74	1,055	1,230	1,506	2,298	1,258	1,440	1,666	2,374	2,313	2,670	3,172	4,672
75+	819	820	1,064	1,489	1,302	1,610	1,985	2,307	2,121	2,430	3,049	3,796
	Median Age								28.0	31.6	35.0	36.7

source: U.S. Census Bureau

FIGURE 2.11 - ST. CROIX COUNTY CHANGE IN AGE-SEX STRUCTURE 1990 TO 2010

AGE	CHANGE – MALE		CHANGE – FEMALE		TOTAL CHANGE		TOTAL PCT CHANGE	
	1990-00	2000-10	1990-00	2000-10	1990-00	2000-10	1990-00	2000-10
0-4	160	850	123	893	283	1,743	6%	39%
5-9	295	899	258	885	553	1,784	11%	36%
10-14	344	672	462	600	806	1,272	16%	25%
15-19	686	288	529	332	1,215	620	26%	13%
20-24	333	167	209	189	542	356	15%	10%
25-29	7	729	39	705	46	1,434	11%	35%
30-34	-17	626	-117	638	-134	1,264	-3%	27%
35-44	1,454	593	1,641	358	3,095	1,135	27%	10%
45-54	2,058	2,153	1,916	2,545	3,974	4,698	45%	53%
55-59	564	1,253	539	1,237	1,103	2,490	38%	86%
60-64	142	1,163	158	984	300	2,147	15%	107%
65-74	276	792	226	708	502	1,500	16%	47%
75+	244	425	375	322	619	747	20%	24%

source: U.S. Census Bureau

The 2000 and 2010 age-by-sex breakdowns for each municipality in St. Croix County are included in Figures 2.12 and 2.13 below. Also, Figure 2.14 shows the percentage change from 2000 to 2010 for each municipality by age-sex group.

FIGURE 2.12 – POPULATION BY AGE AND SEX BY MUNICIPALITY – 2010 ST. CROIX COUNTY

	BALDWIN (T)	CADY (T)	CYLON (T)	EAU GALLE (T)	EMERALD (T)	ERIN PRAIRIE (T)	FOREST (T)	GLENWOOD (T)	HAMMOND (T)	HUDSON (T)	KINNICKINNIC (T)	PLEASANT VALLEY (T)	RICHMOND (T)	RUSH RIVER (T)
Total	928	821	683	1139	853	688	629	785	2,102	8,461	1,722	515	3,272	508
Median Age	44.2	43.0	40.2	40.4	39.3	43.9	42.1	40.0	33.8	38.1	42.2	38.1	34.2	43.2
Male	469	438	360	584	444	359	333	414	1,080	4,313	891	260	1,689	259
Female	459	383	323	555	409	329	296	371	1,022	4,148	831	255	1,583	249
Male														
Under 5 years	24	18	19	33	35	23	22	60	99	250	56	13	167	10
5 to 9 years	34	30	23	50	34	28	23	37	87	420	67	21	147	19
10 to 14 years	33	38	27	42	29	27	19	58	102	435	67	19	136	14
15 to 19 years	29	27	20	55	19	27	20	72	70	399	58	16	110	28
20 to 24 years	21	14	21	18	22	17	12	36	42	147	44	19	62	15
25 to 29 years	23	20	19	22	19	16	20	43	74	142	26	15	100	10
30 to 34 years	30	23	26	25	24	15	21	43	98	186	32	17	141	12
35 to 39 years	17	32	23	37	40	13	19	44	104	325	54	16	149	13
40 to 44 years	30	29	19	45	31	21	24	71	99	410	74	17	152	23
45 to 49 years	42	45	31	61	40	55	24	66	91	454	96	27	124	26
50 to 54 years	56	32	34	53	40	37	33	84	54	395	83	24	142	24
55 to 59 years	41	46	32	43	42	24	30	63	48	300	72	24	89	21
60 to 64 years	37	33	19	36	16	21	22	36	41	199	75	12	64	12
65 to 69 years	20	21	16	28	18	16	14	22	24	123	42	5	42	10
70 to 74 years	16	6	12	14	13	12	13	16	20	66	20	8	21	8
75 to 79 years	7	12	10	14	8	4	9	25	12	42	11	3	26	8
80 to 84 years	5	8	5	4	5	2	5	6	9	12	11	2	9	5
85 years and over	4	4	4	4	9	1	3	3	6	8	3	2	8	1
Female														
Under 5 years	31	17	27	31	28	17	22	26	84	260	51	21	135	10
5 to 9 years	26	25	18	50	35	16	27	20	104	370	59	20	154	13
10 to 14 years	24	23	20	51	36	24	14	29	90	415	60	23	147	16
15 to 19 years	36	23	22	43	33	26	10	36	66	342	57	21	92	16
20 to 24 years	13	12	13	17	11	10	17	15	31	156	37	9	46	13
25 to 29 years	21	19	16	16	16	16	14	19	63	139	27	10	118	11
30 to 34 years	29	28	21	35	23	18	21	18	94	207	51	18	131	13
35 to 39 years	26	20	25	37	31	20	16	28	106	332	56	8	142	12
40 to 44 years	29	31	22	47	28	28	21	30	86	428	70	23	148	22
45 to 49 years	41	34	28	53	34	32	24	33	80	444	77	30	120	27
50 to 54 years	49	43	31	56	42	36	29	33	63	394	73	22	131	31
55 to 59 years	51	27	29	33	34	33	27	29	46	264	76	22	84	20
60 to 64 years	22	28	19	26	19	19	17	17	36	175	57	10	53	13
65 to 69 years	21	27	14	23	21	15	12	14	27	104	30	6	30	10
70 to 74 years	14	9	9	14	7	9	10	5	18	60	16	7	22	5
75 to 79 years	12	10	4	16	2	3	6	15	11	29	15	3	11	9
80 to 84 years	10	7	2	4	4	2	6	3	9	16	12	1	13	5
85 years and over	4	0	3	3	5	5	3	1	8	13	7	1	6	3

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FIGURE 2.12 CONTINUED
POPULATION BY AGE AND SEX BY MUNICIPALITY – 2010 ST. CROIX COUNTY

	ST. JOSEPH (T)	SOMERSET (T)	SPRINGFIELD (T)	STANTON (T)	STAR PRAIRIE (T)	TROY (T)	WARREN (T)	BALDWIN (V)	DEER PARK (V)	HAMMOND (V)	NORTH HUDSON (V)	ROBERTS (V)	SOMERSET (V)*
Total	3,842	4,036	932	900	3,504	4,705	1,591	3,957	216	1,922	3,768	1,651	2,635
Median Age	42.9	38.5	42.3	43.4	37.9	41.0	39.7	32.3	43.3	33.1	38.9	31.3	29.6
Male	1,984	2,083	491	467	1,774	2,392	802	1,915	109	955	1,856	834	1,289
Female	1,858	1,953	441	433	1,730	2,313	789	2,042	107	967	1,912	817	1,346
Male													
Under 5 years	99	134	31	26	114	145	45	200	9	105	113	88	148
5 to 9 years	139	173	31	35	140	195	61	155	5	90	142	81	105
10 to 14 years	158	173	33	24	134	213	63	134	3	68	140	64	115
15 to 19 years	150	147	27	38	118	183	61	103	5	37	111	34	82
20 to 24 years	71	99	25	21	77	80	33	112	3	48	83	43	70
25 to 29 years	96	77	33	20	63	76	40	192	9	69	123	78	136
30 to 34 years	85	113	25	20	145	103	53	170	7	108	133	89	149
35 to 39 years	126	157	27	36	135	154	48	140	10	80	124	78	122
40 to 44 years	151	202	33	34	146	207	62	133	5	61	157	51	85
45 to 49 years	183	195	47	35	158	237	79	120	6	60	154	54	74
50 to 54 years	213	176	48	53	173	240	76	96	10	55	162	46	59
55 to 59 years	166	161	41	27	142	173	64	103	12	55	133	49	50
60 to 64 years	151	113	29	38	91	165	52	75	4	50	105	35	30
65 to 69 years	84	74	28	27	53	104	30	43	8	21	81	23	27
70 to 74 years	53	39	16	14	43	59	14	29	2	16	44	10	16
75 to 79 years	30	28	6	12	25	28	11	39	5	9	19	4	6
80 to 84 years	23	15	11	6	12	20	5	36	4	14	20	2	8
85 years and over	6	7	0	1	5	10	5	35	2	9	12	5	7
Female													
Under 5 years	105	129	30	17	116	140	60	182	6	98	130	84	130
5 to 9 years	137	170	35	34	140	176	63	151	5	81	132	69	134
10 to 14 years	131	164	23	23	135	221	61	144	6	64	160	56	102
15 to 19 years	120	138	22	33	135	156	45	107	6	47	106	44	93
20 to 24 years	59	73	26	19	58	79	32	116	7	51	87	40	95
25 to 29 years	78	85	21	12	105	62	33	213	7	72	114	94	134
30 to 34 years	79	121	24	22	120	100	54	177	5	94	123	80	143
35 to 39 years	121	175	26	30	145	188	51	138	10	89	119	73	110
40 to 44 years	166	166	24	30	127	200	61	115	5	57	168	47	78
45 to 49 years	193	193	57	40	156	239	86	110	13	55	158	62	82
50 to 54 years	209	168	41	51	167	223	71	118	4	64	176	38	70
55 to 59 years	146	129	41	29	113	194	58	97	4	51	125	42	58
60 to 64 years	130	97	17	26	76	127	47	66	4	39	104	38	35
65 to 69 years	71	69	26	19	46	102	25	51	6	20	91	24	15
70 to 74 years	52	22	10	18	41	48	15	44	5	10	49	9	25
75 to 79 years	30	32	10	18	23	32	13	64	6	19	27	8	10
80 to 84 years	22	14	6	8	16	16	7	70	6	22	27	4	17
85 years and over	9	8	2	4	11	10	7	79	2	34	16	5	15

Figure 2.12 continued on next page

FIGURE 2.12 CONTINUED
POPULATION BY AGE AND SEX BY MUNICIPALITY – 2010 ST. CROIX COUNTY

	SPRING VALLEY (V) *	STAR PRAIRIE (V)	WILSON (V)	WOODVILLE (V)	GLENWOOD CITY (C)	HUDSON (C)	NEW RICHMOND (C)	RIVER FALLS (C)
Total	6	561	184	1,344	1,242	12,719	8,375	3,149
Median Age	67.0	36.1	39.5	34.2	37.7	35.4	33.9	35.2
Male	3	285	93	676	598	6,165	4,097	1,457
Female	3	276	91	668	644	6,554	4,278	1,692
Male								
Under 5 years	0	28	5	53	56	490	314	119
5 to 9 years	0	21	7	54	55	512	340	97
10 to 14 years	0	18	10	58	47	433	278	62
15 to 19 years	0	17	5	46	36	332	272	61
20 to 24 years	0	8	4	35	32	342	253	110
25 to 29 years	0	20	2	57	47	559	406	163
30 to 34 years	1	24	8	56	26	510	347	156
35 to 39 years	0	19	13	43	48	500	275	92
40 to 44 years	0	22	4	51	32	462	258	89
45 to 49 years	0	30	9	49	35	405	305	90
50 to 54 years	0	24	12	41	41	387	240	99
55 to 59 years	0	12	5	36	33	316	219	82
60 to 64 years	1	4	3	25	30	299	187	75
65 to 69 years	0	13	2	18	25	189	124	39
70 to 74 years	0	10	4	12	11	143	85	38
75 to 79 years	0	7	0	13	14	113	78	25
80 to 84 years	1	5	0	14	15	95	64	36
85 years and over	0	3	0	15	15	78	52	24
Female								
Under 5 years	0	18	8	50	51	468	343	116
5 to 9 years	0	20	6	47	50	483	296	101
10 to 14 years	0	27	4	54	29	418	279	78
15 to 19 years	0	14	2	47	31	297	243	73
20 to 24 years	0	18	2	36	33	311	242	116
25 to 29 years	1	14	1	50	54	525	394	176
30 to 34 years	0	24	11	43	21	585	323	137
35 to 39 years	0	12	9	47	43	496	272	105
40 to 44 years	0	19	5	57	42	444	258	95
45 to 49 years	0	25	12	41	44	437	297	102
50 to 54 years	0	27	10	34	39	446	265	120
55 to 59 years	0	10	4	26	34	388	236	94
60 to 64 years	0	16	4	30	36	309	195	73
65 to 69 years	1	11	4	19	21	249	130	51
70 to 74 years	0	6	3	12	16	190	126	63
75 to 79 years	0	11	3	26	19	144	120	52
80 to 84 years	1	3	1	16	26	147	108	54
85 years and over	0	1	2	33	55	217	151	86

source: U.S. Census, 2000 *Portion of Spring Valley located in St. Croix County only

FIGURE 2.13 - POPULATION BY AGE AND SEX BY MUNICIPALITY – 2000 ST. CROIX COUNTY

POPULATION & DEMOGRAPHICS VOL. 2-2

	BALDWIN (T)	CADY (T)	CYLON (T)	EAU GALLE (T)	EMERALD (T)	ERIN PRAIRIE (T)	FOREST (T)	GLENWOOD (T)	HAMMOND (T)	HUDSON (T)	KINNICKINNI C (T)	PLEASANT VALLEY (T)	RICHMOND (T)	RUSH RIVER (T)
Total	903	710	629	882	691	658	590	755	947	6,213	1,400	430	1,556	498
Median Age	39.0	36.5	37.3	37.8	35.3	36.6	36.8	34.9	37.1	34.2	37.0	34.0	35.1	38.7
Male	444	365	339	459	356	334	318	404	489	3,188	694	218	799	259
Female	459	345	290	423	335	324	272	351	458	3,025	706	212	757	239
Male														
Under 5 years	19	24	31	18	25	19	21	23	26	242	44	19	58	14
5 to 9 years	22	25	25	42	24	27	27	32	40	296	61	16	63	20
10 to 14 years	39	30	22	36	30	26	23	43	47	314	68	23	79	21
15 to 17 years	37	20	17	32	21	15	27	29	31	213	26	11	51	18
18 and 19 years	10	12	7	11	10	14	6	17	17	96	18	5	18	11
20 years	4	7	1	6	5	3	4	0	3	23	8	3	6	4
21 years	6	1	7	2	5	6	4	4	7	20	2	4	8	1
22 to 24 years	11	10	14	9	8	9	10	6	8	70	17	6	27	3
25 to 29 years	19	24	15	19	19	18	15	20	19	144	20	10	40	5
30 to 34 years	16	16	23	29	23	12	20	27	22	228	45	15	50	15
35 to 39 years	43	38	26	43	32	41	25	29	51	336	68	15	76	24
40 to 44 years	57	26	26	35	32	35	27	51	37	335	66	19	77	35
45 to 49 years	43	39	28	41	39	25	22	37	54	295	70	26	66	19
50 to 54 years	40	22	28	31	17	25	21	19	31	251	76	12	64	16
55 to 59 years	19	25	17	34	18	25	17	13	26	155	39	6	32	12
60 and 61 years	9	2	8	6	8	6	5	8	10	42	8	3	10	6
62 to 64 years	12	4	10	16	11	5	10	9	6	38	9	4	13	5
65 to 69 years	12	11	14	22	9	8	13	11	20	53	18	7	31	11
70 to 74 years	13	13	10	11	6	7	7	12	15	17	17	7	14	10
75 to 79 years	10	9	7	10	8	4	6	5	12	10	8	4	11	3
80 to 84 years	2	4	3	4	4	2	7	5	4	5	4	3	2	5
85 years and over	1	3	0	2	2	2	1	4	3	5	2	0	3	1
Female														
Under 5 years	19	21	13	25	25	20	17	17	23	229	46	15	47	14
5 to 9 years	36	33	14	34	31	30	22	27	29	279	49	17	55	15
10 to 14 years	39	24	27	44	29	30	18	43	56	328	70	21	77	23
15 to 17 years	33	19	19	24	17	22	14	30	37	160	45	13	46	14
18 and 19 years	22	8	4	8	9	7	8	7	16	63	23	6	23	6
20 years	3	2	3	3	6	6	1	6	0	24	7	2	8	1
21 years	3	5	1	1	1	2	2	0	4	22	10	3	13	1
22 to 24 years	15	11	9	8	5	5	7	1	9	52	16	4	14	7
25 to 29 years	14	15	19	15	21	20	14	21	16	123	20	14	38	6
30 to 34 years	23	21	21	33	27	19	20	26	26	285	42	14	55	19
35 to 39 years	34	29	27	41	25	25	16	32	47	333	73	17	73	26
40 to 44 years	55	35	23	42	37	39	32	31	34	346	65	24	76	25
45 to 49 years	54	22	25	30	32	19	15	29	50	274	75	23	71	17
50 to 54 years	24	21	23	27	20	23	23	11	26	209	57	9	49	11
55 to 59 years	24	26	20	26	19	18	13	16	24	141	34	9	25	17
60 and 61 years	9	6	6	11	2	5	9	3	8	39	7	2	12	4
62 to 64 years	5	6	11	5	7	6	8	6	8	32	13	3	14	2
65 to 69 years	18	15	9	20	4	7	8	18	18	35	16	8	25	13
70 to 74 years	13	12	5	11	9	6	10	10	8	21	14	3	13	10
75 to 79 years	8	5	5	5	6	6	12	9	6	10	14	3	15	3
80 to 84 years	3	6	4	9	1	6	2	5	9	12	7	1	2	3
85 years and over	5	3	2	1	2	3	1	3	4	8	3	1	6	2

Figure 2.13 continued on next page

FIGURE 2.13 CONTINUED POPULATION BY AGE AND SEX BY MUNICIPALITY – 2000 ST. CROIX COUNTY

POPULATION & DEMOGRAPHICS VOL. 2-2

	ST. JOSEPH (T)	SOMERSET (T)	SPRINGFIELD (T)	STANTON (T)	STAR PRAIRIE (T)	TROY (T)	WARREN (T)	BALDWIN (V)	DEER PARK (V)	HAMMOND (V)	NORTH HUDSON (V)	ROBERTS (V)	SOMERSET (V)
Total	3,436	2,644	808	1,003	2,944	3,661	1,320	2,667	227	1,153	3,463	969	1,556
Median Age	37.4	36.0	38.0	36.0	31.9	36.5	35.9	35.4	35.8	33.9	34.6	31.8	27.4
Male	1,811	1,381	422	509	1,573	1,884	1,270	109	541	1,754	484	751	1,270
Female	1,625	1,263	386	494	1,371	1,777	1,397	118	612	1,709	485	805	1,397
Male													
Under 5 years	125	98	22	31	106	135	88	10	37	149	31	63	88
5 to 9 years	173	94	27	31	119	167	84	6	36	136	32	67	84
10 to 14 years	175	134	42	37	152	167	81	3	34	126	23	44	81
15 to 17 years	78	74	22	32	69	99	62	1	36	72	33	48	62
18 and 19 years	48	31	12	18	49	52	41	3	15	37	18	35	41
20 years	14	14	5	7	35	21	13	1	13	22	10	9	13
21 years	12	10	6	6	27	15	21	1	6	23	5	6	21
22 to 24 years	26	33	17	18	62	54	59	3	19	62	26	57	59
25 to 29 years	68	59	16	25	130	64	98	14	46	144	42	95	98
30 to 34 years	122	112	23	35	127	127	114	11	50	129	53	60	114
35 to 39 years	179	142	32	47	123	185	97	7	42	157	34	75	97
40 to 44 years	212	136	46	46	149	196	82	9	50	161	42	56	82
45 to 49 years	139	127	39	46	124	159	84	8	36	136	36	42	84
50 to 54 years	157	98	34	40	104	150	68	5	44	135	24	28	68
55 to 59 years	96	80	26	30	65	117	57	6	16	89	32	18	57
60 and 61 years	29	22	3	11	18	35	15	0	4	29	8	7	15
62 to 64 years	42	27	9	7	31	41	21	3	4	35	12	3	21
65 to 69 years	48	30	13	17	33	40	39	6	7	40	8	11	39
70 to 74 years	34	27	18	14	33	30	43	6	13	37	6	8	43
75 to 79 years	23	18	5	6	12	17	39	2	12	18	7	11	39
80 to 84 years	7	12	5	4	3	10	34	4	9	12	1	4	34
85 years and over	4	3	0	1	2	3	30	0	12	5	1	4	30
Female													
Under 5 years	115	85	13	35	90	142	110	6	37	116	31	82	110
5 to 9 years	132	111	30	36	139	155	82	6	49	125	32	79	82
10 to 14 years	145	114	37	40	121	141	82	12	50	133	31	65	82
15 to 17 years	62	58	27	41	70	96	54	13	27	80	28	21	54
18 and 19 years	23	26	8	16	32	40	26	2	18	39	13	18	26
20 years	7	8	7	3	12	15	21	2	3	15	8	8	21
21 years	12	9	3	6	14	14	15	0	10	14	7	15	15
22 to 24 years	28	33	9	14	38	23	72	1	26	59	25	60	72
25 to 29 years	73	70	14	24	113	89	97	11	41	119	47	87	97
30 to 34 years	115	97	23	30	113	122	99	6	42	154	31	60	99
35 to 39 years	194	131	47	40	129	193	98	11	48	154	47	84	98
40 to 44 years	195	131	35	49	135	197	89	5	51	177	46	55	89
45 to 49 years	149	102	34	41	94	164	82	11	42	138	24	41	82
50 to 54 years	137	93	19	27	86	137	55	2	35	124	45	30	55
55 to 59 years	85	64	21	23	61	101	51	5	18	95	22	10	51
60 and 61 years	29	15	5	11	12	25	15	1	7	27	3	10	15
62 to 64 years	30	20	10	14	23	33	31	5	5	35	4	11	31
65 to 69 years	37	35	16	20	32	39	60	6	16	32	12	15	60
70 to 74 years	33	31	12	12	26	25	67	5	22	27	9	21	67
75 to 79 years	10	13	12	7	17	15	66	4	20	16	6	10	66
80 to 84 years	6	14	2	3	9	7	64	2	15	14	9	13	64
85 years and over	8	3	2	2	5	4	61	2	30	16	5	10	61

Figure 2.13 continued on next page

FIGURE 2.13 CONTINUED
POPULATION BY AGE AND SEX BY MUNICIPALITY – 2000 ST. CROIX COUNTY

	SPRING VALLEY (V) *	STAR PRAIRIE (V)	WILSON (V)	WOODVILLE (V)	GLENWOOD CITY (C)	HUDSON (C)	NEW RICHMOND (C)	RIVER FALLS (C)
Total	2	574	176	1,104	1,183	8,775	6,310	2,318
Median Age	67.0	32.1	36.5	33.7	35.7	33.3	34.5	37.9
Male	1	285	93	538	558	4,240	3,018	1,034
Female	1	289	83	566	625	4,535	3,292	1,284
Male								
Under 5 years	0	25	9	46	36	351	225	64
5 to 9 years	0	25	5	47	48	316	277	71
10 to 14 years	0	18	10	36	58	283	207	76
15 to 19 years	0	8	6	21	33	164	132	37
20 to 24 years	0	16	1	27	30	217	126	56
25 to 29 years	0	25	11	40	29	441	225	87
30 to 34 years	0	28	5	39	41	405	246	70
35 to 39 years	0	25	6	52	41	358	264	82
40 to 44 years	0	27	9	47	46	322	239	81
45 to 49 years	0	14	5	30	36	277	202	68
50 to 54 years	0	7	3	21	34	274	173	52
55 to 59 years	0	12	5	19	23	174	103	31
60 to 64 years	0	8	3	8	8	65	43	27
65 to 69 years	1	10	3	8	15	121	75	28
70 to 74 years	0	9	4	22	18	91	80	33
75 to 79 years	0	4	4	10	12	66	78	29
80 to 84 years	0	0	2	9	8	37	67	24
85 years and over	0	0	1	19	9	51	46	42
Female								
Under 5 years	0	23	8	44	38	311	226	62
5 to 9 years	0	23	2	45	44	285	223	62
10 to 14 years	0	28	3	37	50	279	223	67
15 to 19 years	0	11	1	18	31	158	147	48
20 to 24 years	0	14	3	32	17	245	120	65
25 to 29 years	0	19	6	44	33	471	222	87
30 to 34 years	0	19	5	43	37	360	245	78
35 to 39 years	0	35	11	43	46	344	260	71
40 to 44 years	0	23	4	32	42	352	244	97
45 to 49 years	0	16	6	23	38	322	201	68
50 to 54 years	0	11	4	29	33	232	166	62
55 to 59 years	0	15	4	18	18	200	117	45
60 to 64 years	0	2	3	11	10	82	71	24
65 to 69 years	1	9	6	21	22	120	109	36
70 to 74 years	0	7	4	21	29	140	109	36
75 to 79 years	0	4	4	27	38	125	147	59
80 to 84 years	0	1	1	18	27	96	116	71
85 years and over	0	5	1	36	41	154	126	154

source: U.S. Census, 2000 *Portion of Spring Valley located in St. Croix County only

FIGURE 2.14 - PERCENT CHANGE IN AGE BY MUNICIPALITY – 2000 TO 2010 – ST. CROIX COUNTY

	BALDWIN (T)	CADY (T)	CYLON (T)	EAU GALLE (T)	EMERALD (T)	ERIN PRAIRIE (T)	FOREST (T)	GLENWOOD (T)	HAMMOND (T)	HUDSON (T)	KINNICKINIC (T)	PLEASANT VALLEY (T)	RICHMOND (T)	RUSH RIVER (T)
Under 5 years	45%	-22%	5%	-28%	-34%	62%	5%	10%	76%	-61%	467%	215%	-68%	979%
5 to 9 years	3%	-5%	5%	-34%	-9%	21%	-10%	-15%	-17%	-67%	618%	282%	-65%	760%
10 to 14 years	-27%	13%	-4%	-36%	-29%	16%	24%	-62%	-16%	-70%	516%	189%	-73%	543%
15 to 19 years	-36%	-15%	-11%	-43%	-4%	-10%	-4%	-64%	7%	-74%	562%	229%	-73%	312%
20 to 24 years	-19%	-28%	-3%	-41%	-40%	6%	-4%	71%	65%	-65%	405%	268%	-63%	535%
25 to 29 years	33%	0%	3%	-53%	-45%	-8%	10%	-17%	77%	-49%	603%	121%	-68%	1882%
30 to 34 years	51%	38%	7%	-44%	-50%	52%	-18%	-21%	27%	-63%	352%	186%	-67%	700%
35 to 39 years	-44%	-22%	-9%	-56%	-35%	8%	-20%	-43%	-27%	-69%	366%	244%	-84%	482%
40 to 44 years	-47%	-2%	-16%	-39%	-35%	-20%	-17%	-45%	42%	-73%	540%	235%	-74%	400%
45 to 49 years	-14%	30%	11%	-25%	-14%	68%	135%	-27%	-5%	-70%	519%	253%	-58%	578%
50 to 54 years	64%	74%	27%	-3%	43%	71%	66%	107%	105%	-75%	493%	643%	-59%	911%
55 to 59 years	114%	43%	65%	-45%	16%	77%	90%	97%	84%	-68%	673%	887%	-19%	497%
60 to 64 years	69%	239%	9%	-32%	29%	59%	25%	50%	66%	-49%	911%	1000%	-55%	588%
65 to 69 years	37%	85%	30%	-45%	115%	160%	48%	-10%	-5%	-42%	568%	380%	-80%	200%
70 to 74 years	15%	-40%	40%	-36%	-7%	54%	24%	5%	-9%	0%	306%	260%	-44%	115%
75 to 79 years	6%	57%	17%	7%	0%	0%	-61%	7%	122%	15%	223%	271%	-77%	517%
80 to 84 years	200%	50%	0%	-69%	-20%	13%	-56%	10%	-31%	6%	155%	475%	-25%	175%
85 years and	33%	-33%	250%	0%	0%	180%	200%	-14%	-43%	8%	320%	900%	-67%	367%

Figure 2.14 continued on next page

FIGURE 2.14 CONTINUED
PERCENT CHANGE IN AGE BY MUNICIPALITY – 2000 TO 2010 – ST. CROIX COUNTY

	ST. JOSEPH (T)	SOMERSET (T)	SPRINGFIELD (T)	STANTON (T)	STAR PRAIRIE (T)	TROY (T)	WARREN (T)	BALDWIN (V)	DEER PARK (V)	HAMMOND (V)	NORTH HUDSON (V)	ROBERTS (V)	SOMERSET (V)*
Under 5 years	-15%	44%	74%	-35%	17%	3%	-47%	2288%	-80%	-23%	292%	19%	40%
5 to 9 years	-10%	67%	16%	3%	9%	15%	-25%	2450%	-88%	-34%	328%	3%	44%
10 to 14 years	-10%	36%	-29%	-39%	-1%	41%	-24%	1753%	-89%	-49%	456%	10%	33%
15 to 19 years	28%	51%	-29%	-34%	15%	18%	-42%	1005%	-89%	-63%	136%	-36%	-4%
20 to 24 years	31%	61%	9%	-26%	-28%	12%	-68%	2750%	-87%	-49%	110%	-46%	-18%
25 to 29 years	23%	26%	80%	-35%	-31%	-10%	-63%	1520%	-82%	-46%	166%	-5%	38%
30 to 34 years	-31%	12%	7%	-35%	10%	-18%	-50%	1941%	-87%	-29%	205%	41%	37%
35 to 39 years	-34%	22%	-33%	-24%	11%	-10%	-49%	1444%	-78%	-46%	200%	-5%	19%
40 to 44 years	-22%	38%	-30%	-33%	-4%	4%	-28%	1671%	-90%	-65%	269%	-12%	-5%
45 to 49 years	31%	69%	42%	-14%	44%	47%	-1%	1111%	-76%	-58%	420%	40%	-6%
50 to 54 years	44%	80%	68%	55%	79%	61%	20%	2957%	-82%	-54%	390%	45%	5%
55 to 59 years	72%	101%	74%	6%	102%	68%	13%	1718%	-53%	-42%	378%	225%	0%
60 to 64 years	116%	150%	70%	49%	99%	118%	21%	1467%	-60%	-29%	674%	135%	-21%
65 to 69 years	82%	120%	86%	24%	52%	161%	-44%	683%	-39%	-43%	760%	81%	-58%
70 to 74 years	57%	5%	-13%	23%	42%	95%	-74%	564%	-80%	-59%	520%	-34%	-63%
75 to 79 years	82%	94%	-6%	131%	66%	88%	-77%	1617%	-66%	-18%	254%	-43%	-85%
80 to 84 years	246%	12%	143%	100%	133%	112%	-88%	1667%	-58%	38%	370%	-65%	-74%
85 years and	25%	150%	0%	67%	129%	186%	-87%	5600%	-90%	105%	367%	-29%	-76%

Figure 2.14 continued on next page

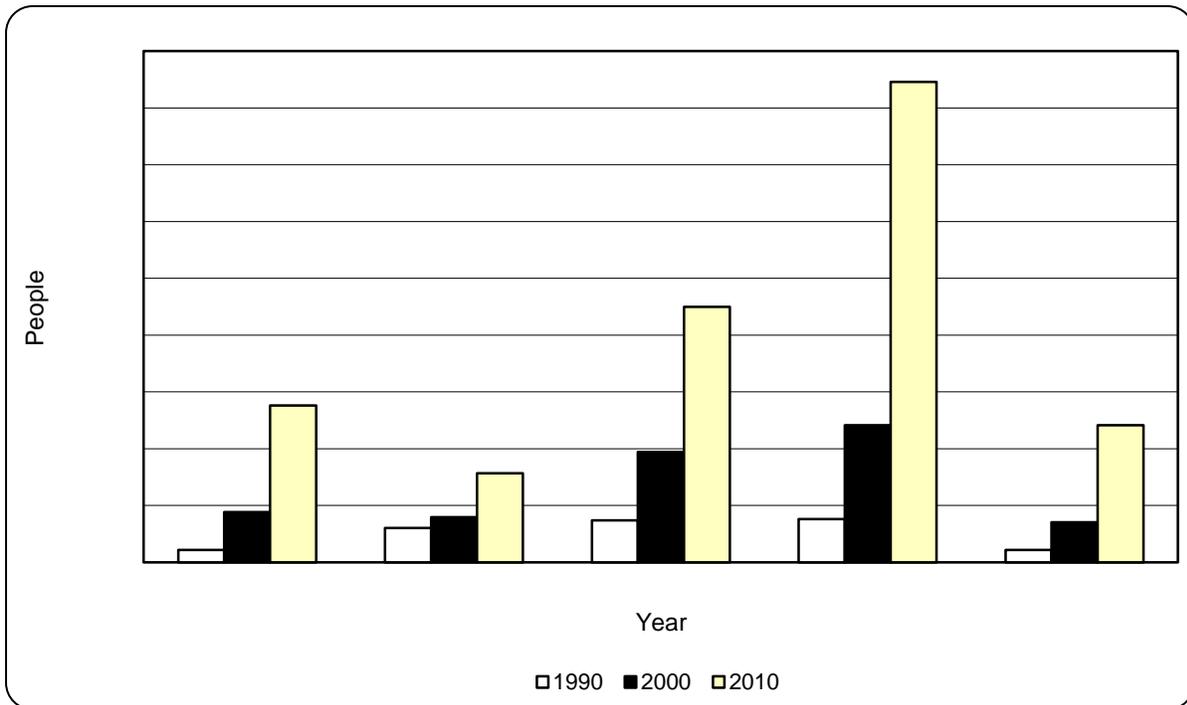
FIGURE 2.14 CONTINUED
PERCENT CHANGE IN AGE BY MUNICIPALITY – 2000 TO 2010 –
ST. CROIX COUNTY

	SPRING VALLEY (V *)	STAR PRAIRIE (V)	WILSON (V)	WOODVILLE (V)	GLENWOOD CITY (C)	HUDSON (C)	NEW RICHMOND (C)	RIVER FALLS (C)
Under 5 years	--	-4%	-24%	14%	45%	45%	46%	87%
5 to 9 years	--	-15%	86%	10%	14%	66%	27%	49%
10 to 14 years	--	-2%	8%	53%	-30%	51%	30%	-2%
15 to 19 years	--	-6%	-30%	43%	-26%	27%	14%	-5%
20 to 24 years	--	-49%	-25%	-15%	-12%	1%	16%	13%
25 to 29 years	--	-23%	-82%	27%	63%	19%	79%	95%
30 to 34 years	--	2%	90%	21%	-40%	43%	36%	98%
35 to 39 years	--	-48%	29%	-5%	5%	42%	4%	29%
40 to 44 years	--	-18%	-31%	37%	-16%	34%	7%	3%
45 to 49 years	--	83%	91%	70%	7%	41%	49%	41%
50 to 54 years	--	183%	214%	50%	19%	65%	49%	92%
55 to 59 years	--	-19%	0%	68%	63%	88%	107%	132%
60 to 64 years	--	-13%	0%	90%	128%	124%	102%	76%
65 to 69 years	--	26%	-33%	28%	24%	82%	38%	41%
70 to 74 years	--	0%	-13%	-44%	-43%	44%	12%	46%
75 to 79 years	--	125%	-63%	5%	-34%	35%	-12%	-13%
80 to 84 years	--	700%	-67%	11%	17%	82%	-6%	-5%
85 years and	--	-20%	0%	-13%	40%	44%	18%	-44%

source: U.S. Census Bureau *Portion of Spring Valley located in St. Croix County only

Overall, St. Croix County’s population is relatively homogenous, with 95.9 percent of the population in the white, non-Hispanic ethnic group. Figure 2.15 shows the distribution of the population by race for the other 4.1 percent of the population (representing 3,431 persons in 2010) for 1990 to 2010. During the past decades, the population in all racial groups increased, with the Asian and Hispanic or Latino groups increasing most to become the largest minority populations in St. Croix County. Figure 2.16 shows the race characteristics of St. Croix County in 2010.

Figure 2.15 - St. Croix County Racial Population Characteristics 1990 to 2010



source: U.S. Census Bureau

FIGURE 2.16 - ST. CROIX COUNTY RACE CHARACTERISTICS - 2010

MUNICIPALITY	TOTAL POPULATION	WHITE	% WHITE	BLACK/AFRICAN AMERICAN	AMERICAN INDIAN & ALASKA NATIVE	ASIAN	NATIVE HAWAIIAN & OTHER PACIFIC ISLANDER	OTHER RACE	TWO OR MORE RACES	% OTHER RACE
Towns										
Baldwin	928	909	98	5	5	2	0	3	4	2.0
Cady	821	798	97	2	1	8	2	7	3	2.8
Cylon	683	662	97	0	5	4	0	4	8	3.1
Eau Galle	1,139	1,100	97	9	1	22	0	2	5	3.4
Emerald	853	816	96	3	1	9	0	14	10	4.3
Erin Prairie	688	660	96	1	2	8	0	4	13	4.1
Forest	629	615	98	1	0	1	0	7	5	2.2
Glenwood	785	756	96	2	1	10	0	11	5	3.7
Hammond	2,102	2,046	97	7	3	21	0	8	17	2.7
Hudson	8,461	8,096	96	34	29	169	1	23	109	4.3
Kinnickinnic	1,722	1,654	96	8	6	41	0	1	12	3.9
Pleasant Valley	515	485	94	4	0	2	0	19	5	5.8
Richmond	3,272	3,190	98	8	6	14	1	11	42	2.5
Rush River	508	492	97	2	2	10	0	1	1	3.1
St. Joseph/Houlton	3,842	3,691	96	12	13	29	7	40	50	3.9
Somerset	4,036	3,905	97	17	19	27	0	19	49	3.2
Springfield	932	897	96	1	4	21	0	0	9	3.8
Stanton	900	878	98	0	2	10	0	2	8	2.4
Star Prairie	3,504	3,406	97	13	15	23	0	10	37	2.8
Troy	4,705	4,519	96	18	11	73	0	17	67	4.0
Warren	1,591	1,525	96	19	2	16	0	1	28	4.1
Villages										
Baldwin	3,957	3,800	96	34	15	22	0	24	62	4.0
Deer Park	216	211	98	1	0	3	0	1	0	2.3
Hammond	1,922	1,845	96	10	7	14	1	11	34	4.0
North Hudson	3,768	3,624	96	33	23	13	2	34	39	3.8
Roberts	1,651	1,560	95	23	6	25	3	12	22	5.5
Somerset	2,635	2,452	93	26	17	20	1	52	67	6.9
Spring Valley	6	6	100	0	0	0	0	0	0	0.0
Star Prairie	561	542	97	0	8	5	0	0	6	3.4
Wilson	184	180	98	0	1	0	0	0	3	2.2
Woodville	1,344	1,292	96	1	2	7	0	13	29	3.9
Cities										
Glenwood City	1,242	1,213	98	1	1	6	0	7	14	2.3
Hudson	12,719	12,057	95	119	43	175	4	88	233	5.2
New Richmond	8,375	7,994	96	108	52	60	1	26	134	4.5
River Falls*	3,149	3,038	97	30	10	30	0	11	30	3.5
St. Croix County	84,345	80,914	3,380	552	313	900	23	483	1,160	4.1

source: U.S. Census

*Portion of River Falls located in St. Croix County only.

Educational Attainment

The Decennial Census provides information on educational attainment levels, which are listed in Figure 2.17. All St. Croix County communities saw a greater percentage of residents 25 years or older with high school or higher education levels in 2000 than in 1990. These indicators certainly demonstrate a well-educated population.

It should be no surprise with the large investments in education and the increasing requirement for technical or post-secondary degrees for job placement that larger numbers of people are pursuing higher education. St. Croix County communities have had a significant percentage of people who have attained high school or higher educational levels (91.6 percent in 2000). Since 1990, more St. Croix County residents have pursued post-secondary education. In 2000, 58.3 percent of St. Croix County residents 25 years or older had attended a post-secondary institution, with 35.2 percent achieving a degree.

FIGURE 2.17 - EDUCATIONAL ATTAINMENT LEVELS – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS

EDUCATIONAL LEVEL	1990		2000		
	NUMBER	PERCENT	NUMBER	PERCENT	
Town of Baldwin	Persons 25 Years and Over	537	100.0	561	100.0
	Less than high school diploma	79	14.7	37	6.6
	High school graduate	279	52.0	274	48.8
	Some college, no degree	86	16.0	138	24.6
	Associate degree	46	8.6	31	5.5
	Bachelor's degree or higher	47	8.8	47	8.4
	High school graduate or higher	458	85.3	524	93.4
Town of Cady	Persons 25 Years and Over	409	100.0	452	100.0
	Less than high school diploma	113	27.6	39	8.6
	High school graduate	196	47.9	213	47.1
	Some college, no degree	55	13.4	91	20.1
	Associate degree	16	3.9	37	8.2
	Bachelor's degree or higher	29	7.1	72	15.9
	High school graduate or higher	296	72.4	413	91.4
Town of Cylon	Persons 25 Years and Over	394	100.0	389	100.0
	Less than high school diploma	81	21.0	38	9.8
	High school graduate	210	53.3	166	42.7
	Some college, no degree	47	11.9	77	19.8
	Associate degree	33	8.4	41	10.5
	Bachelor's degree or higher	23	5.8	67	17.2
	High school graduate or higher	313	79.4	351	90.2
Town of Eau Galle	Persons 25 Years and Over	472	100.0	576	100.0
	Less than high school diploma	114	24.2	57	9.9
	High school graduate	197	41.7	235	40.8
	Some college, no degree	82	17.4	145	25.2
	Associate degree	18	3.8	35	6.1
	Bachelor's degree or higher	61	12.9	104	18.1
	High school graduate or higher	358	75.8	519	90.1
Town of Emerald	Persons 25 Years and Over	405	100.0	462	100.0
	Less than high school diploma	84	20.7	60	13.0
	High school graduate	210	51.9	198	42.9
	Some college, no degree	65	16.0	114	24.7
	Associate degree	15	3.7	32	6.9
	Bachelor's degree or higher	31	7.7	58	12.6
	High school graduate or higher	321	79.3	402	87.0

Figure 2.17 continued on next page

FIGURE 2.17 CONTINUED
EDUCATIONAL ATTAINMENT LEVELS – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL
UNITS

EDUCATIONAL LEVEL		1990		2000	
		NUMBER	PERCENT	NUMBER	PERCENT
Town of Erin Prairie	Persons 25 Years and Over	386	100.0	415	100.0
	Less than high school diploma	54	14.0	41	9.9
	High school graduate	156	40.4	155	37.3
	Some college, no degree	81	21.0	94	22.7
	Associate degree	34	8.8	32	7.7
	Bachelor's degree or higher	61	15.8	93	22.1
	High school graduate or higher	332	86.0	374	90.1
Town of Forest	Persons 25 Years and Over	346	100.0	360	100.0
	Less than high school diploma	79	22.8	43	11.9
	High school graduate	181	52.3	181	50.3
	Some college, no degree	36	10.4	79	21.9
	Associate degree	30	8.7	25	6.9
	Bachelor's degree or higher	20	5.8	32	8.9
	High school graduate or higher	267	77.2	317	88.1
Town of Glenwood	Persons 25 Years and Over	424	100.0	467	100.0
	Less than high school diploma	100	23.6	82	17.6
	High school graduate	219	51.7	216	46.3
	Some college, no degree	55	13.0	79	16.9
	Associate degree	20	4.7	40	8.6
	Bachelor's degree or higher	30	7.1	50	10.7
	High school graduate or higher	324	76.4	385	82.4
Town of Hammond	Persons 25 Years and Over	528	100.0	619	100.0
	Less than high school diploma	69	13.1	32	5.2
	High school graduate	243	46.0	230	37.2
	Some college, no degree	90	17.0	161	26.0
	Associate degree	37	7.0	42	6.8
	Bachelor's degree or higher	89	16.9	137	22.1
	High school graduate or higher	459	86.9	570	92.1
Town of Hudson	Persons 25 Years and Over	2,153	100.0	3,943	100.0
	Less than high school diploma	102	4.7	116	2.9
	High school graduate	741	34.4	972	24.7
	Some college, no degree	460	21.4	983	24.9
	Associate degree	209	9.7	408	10.3
	Bachelor's degree or higher	641	29.8	1,464	37.1
	High school graduate or higher	2,051	95.3	3,827	97.1

Figure 2.17 continued on next page

FIGURE 2.17 CONTINUED
EDUCATIONAL ATTAINMENT LEVELS – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS

EDUCATIONAL LEVEL		1990		2000	
		NUMBER	PERCENT	NUMBER	PERCENT
Town of Kinnickinnic	Persons 25 Years and Over	744	100.0	890	100.0
	Less than high school diploma	102	13.7	36	4.0
	High school graduate	255	34.3	268	30.1
	Some college, no degree	164	22.0	218	24.5
	Associate degree	34	4.6	98	11.0
	Bachelor's degree or higher	189	25.4	296	33.3
	High school graduate or higher	642	86.3	854	96.0
Town of Pleasant Valley	Persons 25 Years and Over	205	100.0	253	100.0
	Less than high school diploma	25	12.2	23	9.1
	High school graduate	77	37.6	88	34.8
	Some college, no degree	40	19.5	48	19.0
	Associate degree	18	8.8	36	14.2
	Bachelor's degree or higher	45	22.0	72	28.5
	High school graduate or higher	180	87.8	230	90.9
Town of Richmond	Persons 25 Years and Over	795	100.0	973	100.0
	Less than high school diploma	130	16.4	97	10.0
	High school graduate	348	43.8	367	37.7
	Some college, no degree	136	17.1	247	25.4
	Associate degree	58	7.3	72	7.4
	Bachelor's degree or higher	123	15.5	190	19.5
	High school graduate or higher	665	83.6	876	90.9
Town of Rush River	Persons 25 Years and Over	291	100.0	328	100.0
	Less than high school diploma	46	15.8	30	9.1
	High school graduate	138	47.4	137	41.8
	Some college, no degree	57	19.6	97	29.6
	Associate degree	23	7.9	35	10.7
	Bachelor's degree or higher	27	9.3	29	8.8
	High school graduate or higher	245	84.2	298	90.0
Town of St. Joseph/Houlton	Persons 25 Years and Over	1,632	100.0	2,268	100.0
	Less than high school diploma	54	3.3	83	3.7
	High school graduate	574	35.2	669	29.5
	Some college, no degree	307	18.8	575	25.4
	Associate degree	160	9.8	202	8.9
	Bachelor's degree or higher	407	24.9	739	32.6
	High school graduate or higher	1,448	88.7	2,185	96.3

Figure 2.17 continued on next page

FIGURE 2.17 CONTINUED

EDUCATIONAL ATTAINMENT LEVELS – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS

EDUCATION LEVEL	1990		2000		
	NUMBER	PERCENT	NUMBER	PERCENT	
Town of Somerset	Persons 25 Years and Over	1,197	100.0	1,761	100.0
	Less than high school diploma	199	16.6	141	8.0
	High school graduate	515	43.0	575	32.7
	Some college, no degree	189	15.8	443	25.2
	Associate degree	94	7.9	171	9.7
	Bachelor's degree or higher	200	16.7	431	24.5
	High school graduate or higher	998	83.4	1,620	92.0
Town of Lake Springfield	Persons 25 Years and Over	465	100.0	532	100.0
	Less than high school diploma	118	25.4	80	15.0
	High school graduate	237	51.0	246	46.2
	Some college, no degree	53	11.4	92	17.3
	Associate degree	6	1.3	30	5.6
	Bachelor's degree or higher	51	11.0	84	15.8
	High school graduate or higher	347	74.6	452	85.0
Town of Stanton	Persons 25 Years and Over	586	100.0	659	100.0
	Less than high school diploma	72	12.3	51	7.7
	High school graduate	256	43.7	238	36.1
	Some college, no degree	118	20.1	193	29.3
	Associate degree	52	8.9	52	7.9
	Bachelor's degree or higher	88	15.0	125	19.0
	High school graduate or higher	514	87.7	608	92.3
Town of Star Prairie	Persons 25 Years and Over	1,301	100.0	1,867	100.0
	Less than high school diploma	280	21.5	229	12.3
	High school graduate	553	42.5	761	40.8
	Some college, no degree	214	16.4	430	23.0
	Associate degree	99	7.6	147	7.9
	Bachelor's degree or higher	155	11.9	300	16.1
	High school graduate or higher	1,021	78.5	1,638	87.7
Town of Troy	Persons 25 Years and Over	1,793	100.0	2,352	100.0
	Less than high school diploma	90	5.0	93	4.0
	High school graduate	436	24.3	480	20.4
	Some college, no degree	382	21.3	543	23.1
	Associate degree	227	12.7	253	10.8
	Bachelor's degree or higher	658	36.7	984	41.8
	High school graduate or higher	1,703	95.0	2,259	96.0

Figure 2.17 continued on next page

FIGURE 2.17 CONTINUED

EDUCATIONAL ATTAINMENT LEVELS – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS

EDUCATIONAL LEVEL	1990		2000		
	Number	Percent	Number	Percent	
Town of Warren	Persons 25 Years and Over	575	100.0	817	100.0
	Less than high school diploma	60	10.4	57	7.0
	High school graduate	279	48.5	337	41.2
	Some college, no degree	94	16.3	149	18.2
	Associate degree	42	7.3	69	8.4
	Bachelor's degree or higher	100	17.4	205	25.1
	High school graduate or higher	515	89.6	760	93.0
Village of Baldwin	Persons 25 Years and Over	1,327	100.0	1,765	100.0
	Less than high school diploma	366	27.6	201	11.4
	High school graduate	493	37.2	652	36.9
	Some college, no degree	197	14.8	355	20.1
	Associate degree	103	7.8	179	10.1
	Bachelor's degree or higher	168	12.7	378	21.4
	High school graduate or higher	961	72.4	1,564	88.6
Village of Deer Park	Persons 25 Years and Over	134	100.0	188	100.0
	Less than high school diploma	29	21.6	18	9.6
	High school graduate	80	59.7	75	39.9
	Some college, no degree	22	16.4	64	34.0
	Associate degree	3	2.2	19	10.1
	Bachelor's degree or higher	0	0	49	26.1
	High school graduate or higher	105	78.4	170	90.4
Village of Hammond	Persons 25 Years and Over	694	100.0	732	100.0
	Less than high school diploma	131	18.9	85	11.6
	High school graduate	342	49.3	281	38.4
	Some college, no degree	94	13.5	168	23.0
	Associate degree	43	6.2	71	9.7
	Bachelor's degree or higher	84	12.1	127	17.3
	High school graduate or higher	563	81.1	647	88.4
Village of North Hudson	Persons 25 Years and Over	1,868	100.0	2,206	100.0
	Less than high school diploma	171	9.2	110	5.0
	High school graduate	654	35.0	529	24.0
	Some college, no degree	324	17.3	595	27.0
	Associate degree	178	9.5	292	13.2
	Bachelor's degree or higher	541	29.0	785	35.6
	High school graduate or higher	1,697	90.8	2,096	95.0

Figure 2.17 continued on next page

FIGURE 2.17 CONTINUED

EDUCATIONAL ATTAINMENT LEVELS – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS

EDUCATIONAL LEVEL		1990		2000	
		Number	Percent	Number	Percent
Village of Roberts	Persons 25 Years and Over	592	100.0	632	100.0
	Less than high school diploma	98	16.6	64	10.1
	High school graduate	282	47.6	278	44.0
	Some college, no degree	83	14.0	168	26.6
	Associate degree	54	9.1	49	7.8
	Bachelor's degree or higher	75	12.7	73	11.6
	High school graduate or higher	494	83.4	568	89.9
Village of Somerset	Persons 25 Years and Over	611	100.0	817	100.0
	Less than high school diploma	121	19.8	118	14.4
	High school graduate	298	48.8	362	44.3
	Some college, no degree	66	10.8	171	20.9
	Associate degree	57	9.3	77	9.4
	Bachelor's degree or higher	69	11.3	90	11.0
	High school graduate or higher	490	80.2	699	85.6
Village of Spring Valley*	Persons 25 Years and Over	0	0	0	0
	Less than high school diploma	0	0	0	0
	High school graduate	0	0	0	0
	Some college, no degree	0	0	0	0
	Associate degree	0	0	0	0
	Bachelor's degree or higher	0	0	0	0
	High school graduate or higher	0	0	0	0
Village of Star Prairie	Persons 25 Years and Over	303	100.0	318	100.0
	Less than high school diploma	71	23.4	45	14.2
	High school graduate	130	42.9	102	32.1
	Some college, no degree	33	10.9	100	31.4
	Associate degree	37	12.2	21	6.6
	Bachelor's degree or higher	32	10.6	41	12.9
	High school graduate or higher	232	76.6	273	85.8
Village of Wilson	Persons 25 Years and Over	113	100.0	126	100.0
	Less than high school diploma	24	21.2	16	12.7
	High school graduate	70	61.9	69	54.8
	Some college, no degree	10	8.8	18	14.3
	Associate degree	2	1.8	13	10.3
	Bachelor's degree or higher	7	6.2	10	7.9
	High school graduate or higher	89	78.8	110	87.3

Figure 2.17 continued on next page

FIGURE 2.17 CONTINUED

EDUCATIONAL ATTAINMENT LEVELS – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS

EDUCATIONAL LEVEL		1990		2000	
		Number	Percent	Number	Percent
Village of Woodville	Persons 25 Years and Over	610	100.0	704	100.0
	Less than high school diploma	192	31.5	115	16.3
	High school graduate	245	40.2	274	38.9
	Some college, no degree	70	11.5	146	20.7
	Associate degree	36	5.9	30	4.3
	Bachelor's degree or higher	67	11.0	139	19.7
	High school graduate or higher	418	68.5	589	83.7
City of Glenwood	Persons 25 Years and Over	644	100.0	751	100.0
	Less than high school diploma	197	30.6	161	21.4
	High school graduate	269	41.8	323	43.0
	Some college, no degree	65	10.1	125	16.6
	Associate degree	37	5.7	39	5.2
	Bachelor's degree or higher	76	11.8	103	13.7
	High school graduate or higher	447	69.4	590	78.6
City of Hudson	Persons 25 Years and Over	4,088	100.0	5,617	100.0
	Less than high school diploma	466	11.4	270	4.8
	High school graduate	1,229	30.1	1,454	25.9
	Some college, no degree	831	20.3	1,263	22.5
	Associate degree	345	8.4	510	9.1
	Bachelor's degree or higher	1,217	29.8	2,120	37.7
	High school graduate or higher	3,622	88.6	5,347	95.2
City of New Richmond	Persons 25 Years and Over	3,159	100.0	3,981	100.0
	Less than high school diploma	540	17.1	480	12.1
	High school graduate	1,185	37.5	1,570	39.4
	Some college, no degree	511	16.2	825	20.7
	Associate degree	325	10.3	411	10.3
	Bachelor's degree or higher	598	18.9	695	17.5
	High school graduate or higher	2,619	82.9	3,501	88.0
City of River Falls	Persons 25 Years and Over	1,092	100.0	1,576	100.0
	Less than high school diploma	222	20.3	229	14.5
	High school graduate	343	31.4	450	28.6
	Some college, no degree	201	18.4	318	20.2
	Associate degree	60	5.5	149	9.5
	Bachelor's degree or higher	266	24.4	430	27.3
	High school graduate or higher	870	79.7	1,347	85.5

source: U.S. Census

Employment

The area's current economic growth is a major contributor to the employment opportunities available to St. Croix County residents. The principal economic factors that influence an individual's quality of life and provide a choice of residential options are employment opportunities and income. A comparison of labor force and employment statistics for 1990 to 2000 provides some insight into the economic well-being of St. Croix County community residents.

Personal income is derived primarily from employment wages. An individual's occupation determines the range of that wage scale and influences the personal standard of living. A comparison of the occupations of those employed in the labor force helps to determine the economic affect of the employment opportunities available to area residents, and the ability to increase their standard of living.

While the segment of the population eligible for the labor force in St. Croix County grew by nearly 30 percent between 1990 and 2000 (Figure 2.18), the actual number in the labor force increased by 33.8 percent. The employed residents in the labor force increased by 35.8 percent over the same period, while the percentage of unemployed residents decreased by one and a half percentage points. Based on these statistics, it appears that a growing number of County residents had been finding employment opportunities in the 1990s. The economic downturn early in the decade starting in 2000 makes it uncertain how the labor force and employment has been affected in St. Croix County; however, in Figure 2.19 we can see indicators in employment for St. Croix County that may reveal the recent economic slowdown, but not the present apparent economic recovery.

FIGURE 2.18 - LABOR FORCE – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS						
	PERSONS 16 AND OVER	# IN LABOR FORCE	% IN LABOR FORCE	EMPLOYED	UNEMPLOYED	% UNEMPLOYED
Town of Baldwin						
1990	621	501	80.7	491	10	2.0
2000	682	543	79.6	531	12	2.2
Town of Cady						
1990	479	344	71.8	328	16	4.7
2000	532	418	78.6	411	7	1.7
Town of Cylon						
1990	474	329	69.4	317	12	3.6
2000	471	350	74.3	331	19	5.4
Town of Eau Galle						
1990	520	360	69.2	344	16	4.4
2000	667	528	79.2	518	10	1.9
Town of Emerald						
1990	473	341	72.1	326	15	4.4
2000	533	409	76.7	398	11	2.7
Town of Erin Prairie						
1990	455	348	76.5	336	12	3.4
2000	518	410	79.2	394	16	3.9
Town of Forest						
1990	413	314	76.0	303	11	3.5
2000	446	348	78.0	332	16	4.6
Town of Glenwood						
1990	501	367	73.3	349	18	4.9
2000	544	396	72.8	377	19	4.8
Town of Hammond						
1990	599	475	79.3	466	9	1.9
2000	716	560	78.2	552	8	1.4
Town of Hudson						
1990	2,558	2,053	80.3	1,984	69	3.4
2000	4,627	3,756	81.2	3,709	47	1.3
Town of Kinnickinnic						
1990	844	593	70.3	564	29	4.9
2000	1,038	791	76.2	771	20	2.5

Figure 2.18 continued on next page

FIGURE 2.18 CONTINUED
LABOR FORCE – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS

	PERSONS 16 AND OVER	# IN LABOR FORCE	% IN LABOR FORCE	EMPLOYED	UNEMPLOYED	% UNEMPLOYED
Town of Pleasant Valley						
1990	264	195	73.9	193	2	1.0
2000	295	233	79.0	224	9	3.9
Town of Richmond						
1990	994	818	82.3	785	33	4.0
2000	1,186	913	77.0	895	18	2.0
Town of Rush River						
1990	318	226	71.1	217	9	4.0
2000	400	305	76.3	297	8	2.6
Town of St. Joseph/Houlton						
1990	1,919	1,515	78.9	1,459	56	3.7
2000	2,497	1,997	80.0	1,918	79	4.0
Town of Somerset						
1990	1,423	1,078	75.8	1,022	56	5.2
2000	2,054	1,605	78.1	1,540	65	4.0
Town of Springfield						
1990	543	392	72.2	373	19	4.8
2000	616	474	76.9	450	24	5.1
Town of Stanton						
1990	730	580	79.5	554	26	4.5
2000	787	607	77.1	591	16	2.6
Town of Star Prairie						
1990	1,537	1,009	65.6	949	60	5.9
2000	2,273	1,633	71.8	1,592	41	2.5
Town of Troy						
1990	2,206	1,819	82.5	1,777	42	2.3
2000	2,684	2,094	78.0	2,068	26	1.2
Town of Warren						
1990	707	564	79.8	549	15	2.7
2000	969	784	80.9	772	12	1.5
Village of Baldwin						
1990	1,549	1,000	64.6	947	53	5.3
2000	2,091	1,466	70.1	1,407	59	4.0

Figure 2.18 continued on next page

FIGURE 2.18 CONTINUED
LABOR FORCE – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS

	PERSONS 16 AND OVER	# IN LABOR FORCE	% IN LABOR FORCE	EMPLOYED	UNEMPLOYED	% UNEMPLOYED
Village of Deer Park						
1990	165	108	65.5	89	19	17.6
2000	213	155	72.8	153	2	1.3
Village of Hammond						
1990	836	531	63.5	515	16	3.0
2000	879	651	74.1	635	16	2.5
Village of North Hudson						
1990	2,226	1,788	80.3	1,732	56	3.1
2000	2,569	2,108	82.1	2,059	49	2.3
Village of Roberts						
1990	730	572	78.4	538	34	5.9
2000	776	595	76.7	583	12	2.0
Village of Somerset						
1990	772	595	77.1	568	27	4.5
2000	1,067	821	76.9	790	31	3.8
Village of Spring Valley*						
1990	0	0	0	0	0	0
2000	0	0	0	0	0	0
Village of Star Prairie						
1990	361	240	66.5	229	11	4.6
2000	374	283	75.7	281	2	0.7
Village of Wilson						
1990	130	100	76.9	90	10	10.0
2000	150	114	76.0	111	3	2.6
Village of Woodville						
1990	695	439	63.2	402	37	8.4
2000	831	560	67.4	548	12	2.1
City of Glenwood						
1990	753	433	57.5	410	23	5.3
2000	902	575	63.7	561	14	2.4
City of Hudson						
1990	4,792	3,489	72.8	3,371	118	3.4
2000	6,590	4,753	72.1	4,700	53	1.1
City of New Richmond						
1990	3,762	2,509	66.7	2,390	119	4.7
2000	4,666	3,348	71.8	3,187	161	4.8
City of River Falls**						
1990	1,239	770	62.1	738	32	4.2
2000	1,892	1,259	66.5	1,219	40	3.2
St. Croix County						
1990	36,588	26,795	73.2	25,705	1,090	4.1
2000	47,535	35,842	75.4	34,905	937	2.6

source: U.S. Census

FIGURE 2.19 - ST. CROIX COUNTY EMPLOYMENT – 1990 TO 2010

INDUSTRY CATEGORY	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	% CHG '90- '10
Ag Forestry Fishing & Hunting	156	S	S	S	S	S	270	262	271	S	291	87%
Mining Quarrying & Oil & Gas Extraction	6	S	S	S	S	S	20	27	29	S	15	150%
Utilities	46	51	52	58	56	90	66	71	97	96	94	104%
Construction	627	684	769	903	1,070	1,334	1,586	1,771	1,631	1,362	1,018	62%
Manufacturing	4,005	5,229	6,118	6,551	6,490	7,317	6,040	5,654	6,159	6,408	5,338	33%
Wholesale Trade	494	448	437	395	429	469	586	632	756	745	788	60%
Retail Trade	2,435	2,327	2,478	2,667	2,819	3,225	3,656	3,841	4,040	3,945	3,731	53%
Transportation & Warehousing	893	985	858	842	984	954	984	1,100	1,165	1,214	1,098	23%
Information	207	S	198	192	S	302	285	279	290	S	279	35%
Finance & Insurance	427	404	450	500	519	613	680	895	899	857	767	80%
Real Estate & Rental & Leasing	110	117	132	127	140	199	284	272	279	225	173	57%
Professional & Technical Services	423	508	487	572	661	774	858	883	976	1,096	1,062	151%
Management Of Companies & Enterprises	75	102	114	136	200	142	162	304	292	205	181	141%
Admin & Waste Services	318	399	506	814	1166	1000	1031	878	825	836	667	110%
Educational Services	1,117	1,329	1,391	1,435	1,596	1,737	1,794	1,929	2,092	2,298	2,432	118%
Health Care & Social Assistance	1,830	1,928	2,104	2,133	2,174	2,298	2,486	2,551	2,856	3,175	4,108	124%
Arts Entertainment & Recreation	172	481	350	428	416	573	438	455	539	461	430	150%
Accommodation & Food Services	1,666	2,136	2,158	2,087	2,327	2,577	2,714	2,796	3,033	3,110	3,091	86%
Other Services, except Public Admin	434	439	489	625	637	717	744	789	840	913	934	115%
Public Administration	1,020	1,029	1,088	1,100	1,160	1,266	1,305	1,248	1,296	1,360	1,394	37%
Unclassified	0	S	8	8	S	0	0	0	0	S	4	--
Total	16,461	18,596	20,187	21,573	22,844	25,587	25,989	26,637	28,365	28,925	27,894	69%

note: Only includes employers participating in the State unemployment insurance program.

source: Wisconsin Department of Workforce Development, WORKnet

Figure 2.19 shows St. Croix County non-farm employment. As previously mentioned, these data could indicate whether the economic downturn in the early part of the decade starting in the year 2000 is having an impact on St. Croix County communities. Although one cannot see what is happening in each municipality, one could infer that the trend defined for St. Croix County is likely to show changes in employment opportunities for the residents of most St. Croix County communities. After steady employment growth in the 1990s, a decrease in employment is evident since 2000, most likely reflecting the national economic downturn. The 2006 and 2008 data show a slight rebound but 2010 figures show an overall decrease in employment in St. Croix County.

The Census Bureau collects place-of-residence employment data. This means these data can tell us in what industries or occupations the residents of St. Croix County communities work, but not where they work. Figure 2.20 compares the industries in which St. Croix County residents worked between 1990 and 2000. Between 1990 and 2000, St. Croix County residents were increasingly employed in construction and educational, health and social services industries. Manufacturing employment, while increasing in number, decreased slightly as a percentage of total employment. Perhaps surprising is the steady decrease in County residents' employment in the retail trade industry found in the Census. As seen in Figure 2.19, retail trade employment within St. Croix County increased steadily throughout the 1990s. It is likely that there is either a discrepancy between the data sources, or workers outside of the County are increasingly filling much of the retail employment in St. Croix County. Figure 2.21 shows in what occupations St. Croix County residents were employed as opposed to the industries depicted in Figure 2.20. St. Croix County communities experienced very little change in residents' occupations, except for farming, forestry and fishing, which decreased by 80 percent between 1990 and 2000; and sales, administrative support and service occupations, which increased by 32 percent.

FIGURE 2.20 - EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS

(YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Baldwin				
Agriculture, forestry, fishing, hunting & mining	83	16.9	70	13.2
Construction	24	4.9	55	10.4
Manufacturing	137	27.9	130	24.5
Wholesale trade	16	3.3	23	4.3
Retail trade	71	14.5	47	8.9
Transportation, warehousing and utilities	25	5.1	24	4.5
Information	5	1.0	15	2.8
Finance, insurance, real estate, rental & leasing	14	2.9	21	4.0
Professional, scientific, management, administrative and waste management services	16	3.3	18	3.4
Educational, health and social services	67	13.6	81	15.3
Arts, entertainment, recreation, accommodation and food services	21	4.3	11	2.1
Other services, except public administration			21	4.0
Public administration	12	2.4	15	2.8
Total Employment (16 years and over)	491	100.0	531	100.0
Town of Cady				
Agriculture, forestry, fishing, hunting & mining	86	26.2	60	14.6
Construction	14	4.3	36	8.8
Manufacturing	75	22.9	118	28.7
Wholesale trade	20	6.1	4	1.0
Retail trade	32	9.8	31	7.5
Transportation, warehousing and utilities	27	8.2	18	4.4
Information	0	0	2	0.5
Finance, insurance, real estate, rental & leasing	10	3.0	19	4.6
Professional, scientific, management, administrative and waste management services	19	5.8	21	5.1
Educational, health and social services	37	11.3	69	16.8
Arts, entertainment, recreation, accommodation and food services	6	1.8	9	2.2
Other services, except public administration			13	3.2
Public administration	2	0.6	11	2.7
Total Employment (16 years and over)	328	100.0	411	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
(YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Cylon				
Agriculture, forestry, fishing, hunting & mining	68	21.5	34	10.3
Construction	23	7.3	30	9.1
Manufacturing	101	31.9	105	31.7
Wholesale trade	3	0.9	10	3.0
Retail trade	28	8.8	24	7.3
Transportation, warehousing and utilities	11	3.5	11	3.3
Information	8	2.5	0	0
Finance, insurance, real estate, rental & leasing	8	2.5	17	5.1
Professional, scientific, management, administrative and waste management services	14	4.4	22	6.6
Educational, health and social services	32	10.1	35	10.6
Arts, entertainment, recreation, accommodation and food services	18	5.7	11	3.3
Other services, except public administration			24	7.3
Public administration	3	0.9	8	2.4
Total Employment (16 years and over)	317	100.0	331	100.0
Town of Eau Galle				
Agriculture, forestry, fishing, hunting & mining	72	20.9	53	10.2
Construction	29	8.4	48	9.3
Manufacturing	79	23.0	104	20.1
Wholesale trade	3	0.9	2	0.4
Retail trade	48	14.0	40	7.7
Transportation, warehousing and utilities	28	8.1	35	6.8
Information	4	1.2	7	1.4
Finance, insurance, real estate, rental & leasing	12	3.5	27	5.2
Professional, scientific, management, administrative and waste management services	16	4.7	32	6.2
Educational, health and social services	36	10.5	107	20.7
Arts, entertainment, recreation, accommodation and food services	13	3.8	30	5.8
Other services, except public administration			23	4.4
Public administration	4	1.2	10	1.9
Total Employment (16 years and over)	344	100.0	518	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
(YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Emerald				
Agriculture, forestry, fishing, hunting & mining	87	26.7	62	15.6
Construction	18	5.5	30	7.5
Manufacturing	77	23.6	102	25.6
Wholesale trade	8	2.5	6	1.5
Retail trade	27	8.3	32	8.0
Transportation, warehousing and utilities	25	7.7	28	7.0
Information	4	1.2	5	1.3
Finance, insurance, real estate, rental & leasing	7	2.1	9	2.3
Professional, scientific, management, administrative and waste management services	10	3.1	14	3.5
Educational, health and social services	40	12.3	76	19.1
Arts, entertainment, recreation, accommodation and food services	10	3.1	15	3.8
Other services, except public administration			12	3.0
Public administration	13	4.0	7	1.8
Total Employment (16 years and over)	326	100.0	398	100.0
Town of Erin Prairie				
Agriculture, forestry, fishing, hunting & mining	52	15.5	38	9.6
Construction	10	3.0	35	8.9
Manufacturing	89	24.3	113	28.7
Wholesale trade	12	3.6	7	1.8
Retail trade	45	13.4	47	11.9
Transportation, warehousing and utilities	13	3.9	15	3.8
Information	6	1.8	2	0.5
Finance, insurance, real estate, rental & leasing	7	2.1	10	2.5
Professional, scientific, management, administrative and waste management services	11	3.3	35	8.9
Educational, health and social services	73	21.7	52	13.2
Arts, entertainment, recreation, accommodation and food services	14	4.2	27	6.9
Other services, except public administration			5	1.3
Public administration	4	1.2	8	2.0
Total Employment (16 years and over)	336	100.0	394	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
(YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Forest				
Agriculture, forestry, fishing, hunting & mining	141	46.5	90	27.1
Construction	8	2.6	18	5.4
Manufacturing	55	18.2	80	24.1
Wholesale trade	9	3.0	11	3.3
Retail trade	14	4.6	30	9.0
Transportation, warehousing and utilities	12	4.0	25	7.5
Information	2	0.6	0	0
Finance, insurance, real estate, rental & leasing	7	2.3	9	2.7
Professional, scientific, management, administrative and waste management services	20	6.6	14	4.2
Educational, health and social services	20	6.6	28	8.4
Arts, entertainment, recreation, accommodation and food services	9	3.0	12	3.6
Other services, except public administration			10	3.0
Public administration	6	2.0	5	1.5
Total Employment (16 years and over)	303	100.0	332	100.0
Town of Glenwood				
Agriculture, forestry, fishing, hunting & mining	105	30.1	57	15.1
Construction	12	3.4	11	2.9
Manufacturing	60	17.2	81	21.5
Wholesale trade	4	1.1	12	3.2
Retail trade	62	17.8	62	16.4
Transportation, warehousing and utilities	19	5.4	22	5.8
Information	0	0	0	0
Finance, insurance, real estate, rental & leasing	13	3.7	4	1.1
Professional, scientific, management, administrative and waste management services	12	3.4	17	4.5
Educational, health and social services	35	10.0	56	14.9
Arts, entertainment, recreation, accommodation and food services	15	4.3	28	7.4
Other services, except public administration			27	7.2
Public administration	12	3.4	0	0
Total Employment (16 years and over)	349	100.0	377	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Hammond				
Agriculture, forestry, fishing, hunting & mining	89	19.1	49	8.9
Construction	36	7.7	43	7.8
Manufacturing	69	14.8	126	22.8
Wholesale trade	18	3.9	10	1.8
Retail trade	48	10.2	49	8.9
Transportation, warehousing and utilities	18	3.9	38	6.9
Information	9	1.9	9	1.6
Finance, insurance, real estate, rental & leasing	45	9.7	33	6.0
Professional, scientific, management, administrative and waste management services	13	2.8	34	6.2
Educational, health and social services	74	15.9	102	18.5
Arts, entertainment, recreation, accommodation and food services	28	6.0	19	3.4
Other services, except public administration			26	4.7
Public administration	19	4.1	14	2.5
Total Employment (16 years and over)	466	100.0	552	100.0
Town of Hudson				
Agriculture, forestry, fishing, hunting & mining	31	1.6	18	0.5
Construction	107	5.4	260	7.0
Manufacturing	513	25.9	827	22.3
Wholesale trade	58	2.9	68	1.8
Retail trade	341	17.2	425	11.5
Transportation, warehousing and utilities	125	6.3	356	9.6
Information	61	3.1	56	1.5
Finance, insurance, real estate, rental & leasing	189	9.5	387	10.4
Professional, scientific, management, administrative and waste management services	144	7.3	271	7.3
Educational, health and social services	270	13.6	621	16.7
Arts, entertainment, recreation, accommodation and food services	97	4.9	164	4.4
Other services, except public administration			150	4.0
Public administration	48	2.4	106	2.9
Total Employment (16 years and over)	1,984	100.0	3,709	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Kinnickinnic				
Agriculture, forestry, fishing, hunting & mining	62	11.0	25	3.2
Construction	14	2.5	61	7.9
Manufacturing	129	22.9	178	23.1
Wholesale trade	14	2.5	18	2.3
Retail trade	84	14.9	102	13.2
Transportation, warehousing and utilities	40	7.1	43	5.6
Information	7	1.2	14	1.8
Finance, insurance, real estate, rental & leasing	43	7.6	50	6.5
Professional, scientific, management, administrative and waste management services	33	5.9	44	5.7
Educational, health and social services	94	16.7	162	21.0
Arts, entertainment, recreation, accommodation and food services	28	5.0	25	3.2
Other services, except public administration			18	2.3
Public administration	16	2.8	31	4.0
Total Employment (16 years and over)	564	100.0	771	100.0
Town of Pleasant Valley				
Agriculture, forestry, fishing, hunting & mining	53	27.5	37	16.5
Construction	0	0	16	7.1
Manufacturing	41	21.2	30	13.4
Wholesale trade	10	5.2	6	2.7
Retail trade	6	3.1	19	8.5
Transportation, warehousing and utilities	14	7.3	11	4.9
Information	0	0	1	0.4
Finance, insurance, real estate, rental & leasing	14	7.3	7	3.1
Professional, scientific, management, administrative and waste management services	8	4.1	21	9.4
Educational, health and social services	27	14.0	42	18.8
Arts, entertainment, recreation, accommodation and food services	20	10.4	11	4.9
Other services, except public administration			12	5.4
Public administration	0	0	11	4.9
Total Employment (16 years and over)	193	100.0	224	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Richmond				
Agriculture, forestry, fishing, hunting & mining	95	12.1	69	7.7
Construction	49	6.2	46	5.1
Manufacturing	247	31.5	231	25.8
Wholesale trade	26	3.3	22	2.5
Retail trade	85	10.8	72	8.0
Transportation, warehousing and utilities	34	4.3	55	6.1
Information	1	0.1	5	0.6
Finance, insurance, real estate, rental & leasing	35	4.5	54	6.0
Professional, scientific, management, administrative and waste management services	42	5.4	55	6.1
Educational, health and social services	115	14.6	158	17.7
Arts, entertainment, recreation, accommodation and food services	42	5.4	74	8.3
Other services, except public administration			21	2.3
Public administration	14	1.8	33	3.7
Total Employment (16 years and over)	785	100.0	895	100.0
Town of Rush River				
Agriculture, forestry, fishing, hunting & mining	54	24.9	32	10.8
Construction	4	1.8	23	7.7
Manufacturing	51	23.5	73	24.6
Wholesale trade	4	1.8	8	2.7
Retail trade	31	14.3	13	4.4
Transportation, warehousing and utilities	13	6.0	21	7.1
Information	1	0.5	3	1.0
Finance, insurance, real estate, rental & leasing	10	4.6	23	7.7
Professional, scientific, management, administrative and waste management services	12	5.5	11	3.7
Educational, health and social services	18	8.3	44	14.8
Arts, entertainment, recreation, accommodation and food services	7	3.2	21	7.1
Other services, except public administration			13	4.4
Public administration	12	5.5	12	4.0
Total Employment (16 years and over)	217	100.0	297	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of St. Joseph/Houlton				
Agriculture, forestry, fishing, hunting & mining	66	4.5	18	0.9
Construction	112	7.7	189	9.9
Manufacturing	415	28.4	415	21.6
Wholesale trade	68	4.7	59	3.1
Retail trade	211	14.5	187	9.7
Transportation, warehousing and utilities	49	3.4	147	7.7
Information	23	1.6	54	2.8
Finance, insurance, real estate, rental & leasing	67	4.6	158	8.2
Professional, scientific, management, administrative and waste management services	97	6.6	214	11.2
Educational, health and social services	176	12.1	242	12.6
Arts, entertainment, recreation, accommodation and food services	114	7.8	73	3.8
Other services, except public administration			96	5.0
Public administration	61	4.2	66	3.4
Total Employment (16 years and over)	1,459	100.0	1,918	100.0
Town of Somerset				
Agriculture, forestry, fishing, hunting & mining	39	3.8	61	4.0
Construction	83	8.1	172	11.2
Manufacturing	337	33.0	467	30.3
Wholesale trade	25	24.5	7	0.5
Retail trade	141	13.8	120	7.8
Transportation, warehousing and utilities	45	4.4	66	4.3
Information	40	3.9	27	1.8
Finance, insurance, real estate, rental & leasing	43	4.2	56	3.6
Professional, scientific, management, administrative and waste management services	70	6.8	129	8.4
Educational, health and social services	105	10.3	263	17.1
Arts, entertainment, recreation, accommodation and food services	55	5.4	72	4.7
Other services, except public administration			55	3.6
Public administration	39	3.8	45	2.9
Total Employment (16 years and over)	1,022	100.0	1,540	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Springfield				
Agriculture, forestry, fishing, hunting & mining	94	25.2	48	10.7
Construction	23	6.2	28	6.2
Manufacturing	84	22.5	144	32.0
Wholesale trade	9	2.4	23	5.1
Retail trade	42	11.3	32	7.1
Transportation, warehousing and utilities	17	4.6	25	5.6
Information	5	1.3	2	0.4
Finance, insurance, real estate, rental & leasing	4	1.1	34	7.6
Professional, scientific, management, administrative and waste management services	13	3.5	17	3.8
Educational, health and social services	50	13.4	63	14.0
Arts, entertainment, recreation, accommodation and food services	28	7.5	16	3.6
Other services, except public administration			12	2.7
Public administration	4	1.1	6	1.3
Total Employment (16 years and over)	373	100.0	450	100.0
Town of Stanton				
Agriculture, forestry, fishing, hunting & mining	117	21.1	27	4.6
Construction	29	5.2	41	6.9
Manufacturing	127	22.9	167	28.3
Wholesale trade	24	4.3	21	3.6
Retail trade	90	16.2	74	12.5
Transportation, warehousing and utilities	20	3.6	32	5.4
Information	10	1.8	12	2.0
Finance, insurance, real estate, rental & leasing	14	2.5	27	4.6
Professional, scientific, management, administrative and waste management services	30	5.4	37	6.3
Educational, health and social services	45	8.1	81	13.7
Arts, entertainment, recreation, accommodation and food services	38	6.9	48	8.1
Other services, except public administration			14	2.4
Public administration	10	1.8	10	1.7
Total Employment (16 years and over)	554	100.0	591	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Star Prairie				
Agriculture, forestry, fishing, hunting & mining	61	6.4	17	1.1
Construction	60	6.3	164	10.3
Manufacturing	339	35.7	492	30.9
Wholesale trade	30	3.2	35	2.2
Retail trade	145	15.3	194	12.2
Transportation, warehousing and utilities	25	2.6	59	3.7
Information	10	1.1	23	1.4
Finance, insurance, real estate, rental & leasing	36	3.8	36	2.3
Professional, scientific, management, administrative and waste management services	41	4.3	74	4.6
Educational, health and social services	120	12.6	237	14.9
Arts, entertainment, recreation, accommodation and food services	50	5.3	103	6.5
Other services, except public administration			96	6.0
Public administration	32	3.4	62	3.9
Total Employment (16 years and over)	949	100.0	1,592	100.0
Town of Troy				
Agriculture, forestry, fishing, hunting & mining	126	7.1	30	1.5
Construction	64	3.6	105	5.1
Manufacturing	378	21.3	449	21.7
Wholesale trade	62	3.5	28	1.4
Retail trade	270	15.2	189	9.1
Transportation, warehousing and utilities	116	6.5	135	6.5
Information	17	1.0	47	2.3
Finance, insurance, real estate, rental & leasing	153	8.6	227	11.0
Professional, scientific, management, administrative and waste management services	106	6.0	201	9.7
Educational, health and social services	327	18.4	408	19.7
Arts, entertainment, recreation, accommodation and food services	78	4.4	129	6.2
Other services, except public administration			69	3.3
Public administration	80	4.5	51	2.5
Total Employment (16 years and over)	1,777	100.0	2,068	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Warren				
Agriculture, forestry, fishing, hunting & mining	73	13.3	51	6.6
Construction	24	4.4	53	6.9
Manufacturing	151	27.5	189	24.5
Wholesale trade	21	3.8	23	3.0
Retail trade	90	16.4	87	11.3
Transportation, warehousing and utilities	34	6.2	34	4.4
Information	13	2.4	11	1.4
Finance, insurance, real estate, rental & leasing	23	4.2	72	9.3
Professional, scientific, management, administrative and waste management services	22	4.0	52	6.7
Educational, health and social services	61	11.1	105	13.6
Arts, entertainment, recreation, accommodation and food services	31	5.6	54	7.0
Other services, except public administration			16	2.1
Public administration	6	1.1	25	3.2
Total Employment (16 years and over)	549	100.0	772	100.0
Village of Baldwin				
Agriculture, forestry, fishing, hunting & mining	26	2.7	26	1.8
Construction	41	4.3	66	4.7
Manufacturing	267	28.2	320	22.7
Wholesale trade	37	3.9	39	2.8
Retail trade	142	15.0	182	12.9
Transportation, warehousing and utilities	65	6.9	66	4.7
Information	13	13.7	25	1.8
Finance, insurance, real estate, rental & leasing	35	3.7	70	5.0
Professional, scientific, management, administrative and waste management services	51	5.4	72	5.1
Educational, health and social services	171	18.1	297	21.1
Arts, entertainment, recreation, accommodation and food services	77	8.1	114	8.1
Other services, except public administration			77	5.5
Public administration	22	2.3	53	3.8
Total Employment (16 years and over)	947	100.0	1,407	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Village of Deer Park				
Agriculture, forestry, fishing, hunting & mining	0	0	1	0.7
Construction	2	2.2	6	3.9
Manufacturing	38	42.7	58	37.9
Wholesale trade	0	0	5	3.3
Retail trade	10	11.2	20	13.1
Transportation, warehousing and utilities	5	5.6	0	0
Information	0	0	3	2.0
Finance, insurance, real estate, rental & leasing	1	1.1	8	5.2
Professional, scientific, management, administrative and waste management services	11	12.4	4	2.6
Educational, health and social services	12	13.5	21	13.7
Arts, entertainment, recreation, accommodation and food services	10	11.2	14	9.2
Other services, except public administration			9	5.9
Public administration	0	0	4	2.6
Total Employment (16 years and over)	89	100.0	153	100.0
Village of Hammond				
Agriculture, forestry, fishing, hunting & mining	12	2.3	6	0.9
Construction	28	5.4	62	9.8
Manufacturing	149	28.9	123	19.4
Wholesale trade	15	2.9	16	2.5
Retail trade	76	14.8	97	15.3
Transportation, warehousing and utilities	27	5.2	24	3.8
Information	6	1.2	8	1.3
Finance, insurance, real estate, rental & leasing	33	6.4	43	6.8
Professional, scientific, management, administrative and waste management services	31	6.0	31	4.9
Educational, health and social services	89	17.3	111	17.5
Arts, entertainment, recreation, accommodation and food services	36	7.0	64	10.1
Other services, except public administration			17	2.7
Public administration	13	2.5	33	5.2
Total Employment (16 years and over)	515	100.0	635	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Village of North Hudson				
Agriculture, forestry, fishing, hunting & mining	32	1.8	6	0.3
Construction	93	5.4	131	6.4
Manufacturing	476	27.5	454	22.0
Wholesale trade	47	2.7	48	2.3
Retail trade	229	13.2	157	7.6
Transportation, warehousing and utilities	66	3.8	115	5.6
Information	28	1.6	54	2.6
Finance, insurance, real estate, rental & leasing	194	11.2	192	9.3
Professional, scientific, management, administrative and waste management services	117	6.8	165	8.0
Educational, health and social services	279	16.1	392	19.0
Arts, entertainment, recreation, accommodation and food services	120	16.4	193	9.4
Other services, except public administration			76	3.7
Public administration	51	2.9	76	3.7
Total Employment (16 years and over)	1,732	100.0	2,059	100.0
Village of Roberts				
Agriculture, forestry, fishing, hunting & mining	6	1.1	0	0
Construction	27	5.0	33	5.7
Manufacturing	164	30.5	183	31.4
Wholesale trade	20	3.7	17	2.9
Retail trade	72	13.4	67	11.5
Transportation, warehousing and utilities	35	6.5	43	7.4
Information	6	1.1	23	3.9
Finance, insurance, real estate, rental & leasing	53	9.9	49	8.4
Professional, scientific, management, administrative and waste management services	19	3.5	19	3.3
Educational, health and social services	69	12.8	73	12.5
Arts, entertainment, recreation, accommodation and food services	47	8.7	51	8.7
Other services, except public administration			11	1.9
Public administration	20	3.7	14	2.4
Total Employment (16 years and over)	538	100.0	583	100.0

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FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Village of Somerset				
Agriculture, forestry, fishing, hunting & mining	14	2.5	2	0.3
Construction	31	5.5	72	9.1
Manufacturing	154	27.1	224	28.4
Wholesale trade	16	2.8	13	1.6
Retail trade	127	22.4	105	13.3
Transportation, warehousing and utilities	26	4.6	43	5.4
Information	4	0.7	8	1.0
Finance, insurance, real estate, rental & leasing	43	7.6	32	4.1
Professional, scientific, management, administrative and waste management services	26	4.6	46	5.8
Educational, health and social services	74	13.0	121	15.3
Arts, entertainment, recreation, accommodation and food services	41	7.2	72	9.1
Other services, except public administration			33	4.2
Public administration	12	2.1	19	2.4
Total Employment (16 years and over)	568	100.0	790	100.0
Village of Spring Valley*				
Agriculture, forestry, fishing, hunting & mining	0	0	0	0
Construction	0	0	0	0
Manufacturing	0	0	0	0
Wholesale trade	0	0	0	0
Retail trade	0	0	0	0
Transportation, warehousing and utilities	0	0	0	0
Information	0	0	0	0
Finance, insurance, real estate, rental & leasing	0	0	0	0
Professional, scientific, management, administrative and waste management services	0	0	0	0
Educational, health and social services	0	0	0	0
Arts, entertainment, recreation, accommodation and food services	0	0	0	0
Other services, except public administration			0	0
Public administration	0	0	0	0
Total Employment (16 years and over)	0	0	0	0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Village of Star Prairie				
Agriculture, forestry, fishing, hunting & mining	12	5.2	6	2.1
Construction	23	10.0	43	15.3
Manufacturing	88	38.4	93	33.1
Wholesale trade	10	4.4	4	1.4
Retail trade	38	16.6	31	11.0
Transportation, warehousing and utilities	4	1.7	5	1.8
Information	0	0	2	0.7
Finance, insurance, real estate, rental & leasing	4	1.7	15	5.3
Professional, scientific, management, administrative and waste management services	6	2.6	12	4.3
Educational, health and social services	21	9.2	29	10.3
Arts, entertainment, recreation, accommodation and food services	16	7.0	16	5.7
Other services, except public administration			17	6.0
Public administration	7	3.1	8	2.8
Total Employment (16 years and over)	229	100.0	281	100.0
Village of Wilson				
Agriculture, forestry, fishing, hunting & mining	9	10.0	5	4.5
Construction	7	7.8	12	10.8
Manufacturing	18	20.0	25	22.5
Wholesale trade	2	2.2	3	2.7
Retail trade	23	25.6	10	9.0
Transportation, warehousing and utilities	4	4.4	7	6.3
Information	5	5.6	3	2.7
Finance, insurance, real estate, rental & leasing	4	4.4	5	4.5
Professional, scientific, management, administrative and waste management services	8	8.9	0	0
Educational, health and social services	8	8.9	16	14.4
Arts, entertainment, recreation, accommodation and food services	0	0	17	15.3
Other services, except public administration			6	5.4
Public administration	2	2.2	2	1.8
Total Employment (16 years and over)	90	100.0	111	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Village of Woodville				
Agriculture, forestry, fishing, hunting & mining	4	1.0	0	0
Construction	31	7.7	59	10.8
Manufacturing	134	33.3	156	28.5
Wholesale trade	17	4.2	15	2.7
Retail trade	63	15.7	64	11.7
Transportation, warehousing and utilities	11	2.7	36	6.6
Information	5	1.2	0	0
Finance, insurance, real estate, rental & leasing	18	4.5	26	4.7
Professional, scientific, management, administrative and waste management services	26	6.5	28	5.1
Educational, health and social services	50	12.4	85	15.5
Arts, entertainment, recreation, accommodation and food services	28	7.0	24	4.4
Other services, except public administration			41	7.5
Public administration	15	3.7	14	2.6
Total Employment (16 years and over)	402	100.0	548	100.0
City of Glenwood				
Agriculture, forestry, fishing, hunting & mining	12	2.9	22	3.9
Construction	8	2.0	36	6.4
Manufacturing	101	24.6	167	29.8
Wholesale trade	14	3.4	10	1.8
Retail trade	76	18.5	69	12.3
Transportation, warehousing and utilities	17	4.1	44	7.8
Information	1	0.2	7	1.2
Finance, insurance, real estate, rental & leasing	23	5.6	23	4.1
Professional, scientific, management, administrative and waste management services	31	7.6	8	1.4
Educational, health and social services	87	21.2	109	19.4
Arts, entertainment, recreation, accommodation and food services	29	7.1	27	4.8
Other services, except public administration			27	4.8
Public administration	11	2.7	12	2.1
Total Employment (16 years and over)	410	100.0	561	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
City of Hudson				
Agriculture, forestry, fishing, hunting & mining	29	0.9	26	0.6
Construction	150	4.4	250	5.3
Manufacturing	774	23.0	831	17.7
Wholesale trade	153	4.5	158	3.4
Retail trade	625	18.5	535	11.4
Transportation, warehousing and utilities	198	5.9	338	7.2
Information	59	1.8	133	2.8
Finance, insurance, real estate, rental & leasing	303	9.0	466	9.9
Professional, scientific, management, administrative and waste management services	297	8.8	417	8.9
Educational, health and social services	449	13.3	787	16.7
Arts, entertainment, recreation, accommodation and food services	195	5.8	374	8.0
Other services, except public administration			156	3.3
Public administration	139	4.1	229	4.9
Total Employment (16 years and over)	3,371	100.0	4,700	100.0
City of New Richmond				
Agriculture, forestry, fishing, hunting & mining	45	1.9	42	1.3
Construction	135	5.6	252	7.9
Manufacturing	696	29.1	798	25.0
Wholesale trade	47	2.0	87	2.7
Retail trade	357	14.9	385	12.1
Transportation, warehousing and utilities	43	1.8	170	5.3
Information	45	1.9	42	1.3
Finance, insurance, real estate, rental & leasing	121	5.1	218	6.8
Professional, scientific, management, administrative and waste management services	200	8.4	166	5.2
Educational, health and social services	485	20.3	649	20.4
Arts, entertainment, recreation, accommodation and food services	156	6.5	172	5.4
Other services, except public administration			117	3.7
Public administration	60	2.5	89	2.8
Total Employment (16 years and over)	2,390	100.0	3,187	100.0

Figure 2.20 continued on next page

FIGURE 2.20 CONTINUED
EMPLOYMENT BY INDUSTRY – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
City of River Falls**				
Agriculture, forestry, fishing, hunting & mining	15	2.0	42	1.3
Construction	33	4.5	252	7.9
Manufacturing	199	30.0	798	25.0
Wholesale trade	16	2.2	87	2.7
Retail trade	116	15.7	385	12.1
Transportation, warehousing and utilities	24	3.3	170	5.3
Information	14	1.9	42	1.3
Finance, insurance, real estate, rental & leasing	81	11.0	218	6.8
Professional, scientific, management, administrative and waste management services	36	4.9	166	5.2
Educational, health and social services	155	21.0	649	20.4
Arts, entertainment, recreation, accommodation and food services	22	3.0	172	5.4
Other services, except public administration			117	3.7
Public administration	27	3.7	89	2.8
Total Employment (16 years and over)	738	100.0	3,187	100.0
St. Croix County				
Agriculture, forestry, fishing, hunting & mining	1,870	7.3	1,093	3.1
Construction	1,352	5.3	2,581	7.4
Manufacturing	6,812	26.5	8,268	23.7
Wholesale trade	838	3.3	837	2.4
Retail trade	3,865	15.0	3,761	10.8
Transportation, warehousing and utilities	1,235	4.8	2,131	6.1
Information	412	1.6	610	1.7
Finance, insurance, real estate, rental & leasing	1,667	6.5	2,471	7.1
Professional, scientific, management, administrative and waste management services	1,608	6.3	2,357	6.8
Educational, health and social services	3,771	14.7	6,125	17.5
Arts, entertainment, recreation, accommodation and food services	1,499	5.8	2,209	6.3
Other services, except public administration			1,345	3.9
Public administration	776	3.0	1,117	3.2
Total Employment (16 years and over)	25,705	100.0	34,905	100.0

source: U.S. Census

FIGURE 2.21
EMPLOYMENT BY OCCUPATION – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW AND GREEN SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Baldwin				
Executive, administrative and managerial	38	7.7	161	30.3
Professional	33	6.7		
Technician	10	2.0		
Sales	38	7.7	126	23.7
Administrative support, including clerical	68	13.8		
Service	57	11.6	50	9.4
Farming, forestry, fishing	73	14.9	17	3.2
Construction, extraction and maintenance			65	12.2
Precision production, craft and repair	82	16.7	112	21.1
Machine operators, assemblers and inspectors	58	11.8		
Transportation and material moving	17	3.5		
Handlers, equipment cleaners, helpers & laborers	17	3.5		
Total Employment (16 years and over)	491	100.0	531	100.0
Town of Cady				
Executive, administrative and managerial	22	6.7	117	28.5
Professional	23	7.0		
Technician	10	3.0		
Sales	26	7.9	72	17.5
Administrative support, including clerical	29	8.8		
Service	38	11.6	44	10.7
Farming, forestry, fishing	80	24.4	10	2.4
Construction, extraction and maintenance			60	14.6
Precision production, craft and repair	28	8.5	108	26.3
Machine operators, assemblers and inspectors	31	9.5		
Transportation and material moving	23	7.0		
Handlers, equipment cleaners, helpers & laborers	18	5.5		
Total Employment (16 years and over)	328	100.0	411	100.0
Town of Cylon				
Executive, administrative and managerial	24	7.6	86	26.0
Professional	15	4.7		
Technician	2	0.6		
Sales	17	5.4	71	21.5
Administrative support, including clerical	31	9.8		
Service	33	10.4	43	13.0
Farming, forestry, fishing	67	21.1	10	3.0
Construction, extraction and maintenance			46	13.9
Precision production, craft and repair	53	16.7	75	22.7
Machine operators, assemblers and inspectors	42	13.2		
Transportation and material moving	12	3.8		
Handlers, equipment cleaners, helpers & laborers	21	6.6		
Total Employment (16 years and over)	317	100.0	331	100.0

Figure 2.21 continued on next page

FIGURE 2.21 CONTINUED
EMPLOYMENT BY OCCUPATION – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW AND GREEN SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Eau Galle				
Executive, administrative and managerial	26	7.6	174	33.6
Professional	29	8.4		
Technician	6	1.7		
Sales	31	9.0	93	18.0
Administrative support, including clerical	39	11.3		
Service	22	6.4	67	12.9
Farming, forestry, fishing	66	19.2	9	1.7
Construction, extraction and maintenance			64	12.4
Precision production, craft and repair	42	12.2	111	21.4
Machine operators, assemblers and inspectors	37	10.8		
Transportation and material moving	24	7.0		
Handlers, equipment cleaners, helpers & laborers	22	6.4		
Total Employment (16 years and over)	344	100.0	518	100.0
Town of Emerald				
Executive, administrative and managerial	8	2.5	109	27.4
Professional	18	5.5		
Technician	7	2.1		
Sales	16	4.9	74	18.6
Administrative support, including clerical	25	7.7		
Service	51	15.6	45	11.3
Farming, forestry, fishing	80	24.5	15	3.8
Construction, extraction and maintenance			47	11.8
Precision production, craft and repair	41	12.6	108	27.1
Machine operators, assemblers and inspectors	45	13.8		
Transportation and material moving	25	7.7		
Handlers, equipment cleaners, helpers & laborers	10	3.1		
Total Employment (16 years and over)	326	100.0	398	100.0
Town of Erin Prairie				
Executive, administrative and managerial	24	7.2	130	33.0
Professional	45	13.4		
Technician	12	3.6		
Sales	36	10.7	85	21.6
Administrative support, including clerical	41	12.2		
Service	33	9.9	40	10.2
Farming, forestry, fishing	49	14.6	14	3.6
Construction, extraction and maintenance			56	14.2
Precision production, craft and repair	53	15.8	69	17.5
Machine operators, assemblers and inspectors	30	9.0		
Transportation and material moving	10	3.0		
Handlers, equipment cleaners, helpers & laborers	2	0.6		
Total Employment (16 years and over)	335	100.0	394	100.0

Figure 2.21 continued on next page

FIGURE 2.21 CONTINUED
EMPLOYMENT BY OCCUPATION – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW AND GREEN SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Forest				
Executive, administrative and managerial	14	4.6	109	32.8
Professional	29	9.6		
Technician	2	0.7		
Sales	12	4.0	42	12.7
Administrative support, including clerical	27	8.9		
Service	26	8.6	37	11.1
Farming, forestry, fishing	135	44.6	28	8.4
Construction, extraction and maintenance			34	10.2
Precision production, craft and repair	23	7.6	82	24.7
Machine operators, assemblers and inspectors	17	5.6		
Transportation and material moving	12	4.0		
Handlers, equipment cleaners, helpers & laborers	6	2.0		
Total Employment (16 years and over)	303	100.0	332	100.0
Town of Glenwood				
Executive, administrative and managerial	8	2.3	105	27.9
Professional	18	5.2		
Technician	10	2.9		
Sales	21	6.0	88	23.3
Administrative support, including clerical	51	14.6		
Service	49	14.0	47	12.5
Farming, forestry, fishing	101	28.9	15	4.0
Construction, extraction and maintenance			27	7.2
Precision production, craft and repair	34	9.7	95	25.2
Machine operators, assemblers and inspectors	28	8.0		
Transportation and material moving	17	4.9		
Handlers, equipment cleaners, helpers & laborers	12	3.4		
Total Employment (16 years and over)	349	100.0	377	100.0
Town of Hammond				
Executive, administrative and managerial	43	9.2	193	35.0
Professional	48	10.3		
Technician	15	3.2		
Sales	39	8.4	117	21.2
Administrative support, including clerical	64	13.7		
Service	59	12.7	57	10.3
Farming, forestry, fishing	76	16.3	15	2.7
Construction, extraction and maintenance			53	9.6
Precision production, craft and repair	50	10.7	117	21.2
Machine operators, assemblers and inspectors	27	5.8		
Transportation and material moving	34	7.3		
Handlers, equipment cleaners, helpers & laborers	11	2.4		
Total Employment (16 years and over)	466	100.0	552	100.0

Figure 2.21 continued on next page

FIGURE 2.21 CONTINUED
EMPLOYMENT BY OCCUPATION – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW AND GREEN SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Hudson				
Executive, administrative and managerial	355	17.9	1,519	41.0
Professional	270	13.6		
Technician	89	4.5		
Sales	272	13.7	1,019	27.5
Administrative support, including clerical	319	16.1		
Service	173	8.7	324	8.7
Farming, forestry, fishing	24	1.2	0	0
Construction, extraction and maintenance			301	8.1
Precision production, craft and repair	205	10.3	546	14.7
Machine operators, assemblers and inspectors	154	7.8		
Transportation and material moving	72	3.6		
Handlers, equipment cleaners, helpers & laborers	51	2.6		
Total Employment (16 years and over)	1,984	100.0	3,709	100.0
Town of Kinnickinnic				
Executive, administrative and managerial	72	12.8	275	35.7
Professional	93	16.5		
Technician	25	4.4		
Sales	58	10.3	184	23.9
Administrative support, including clerical	69	12.2		
Service	59	10.5	77	10.0
Farming, forestry, fishing	59	10.5	4	0.5
Construction, extraction and maintenance			88	11.4
Precision production, craft and repair	52	9.2	143	18.5
Machine operators, assemblers and inspectors	44	7.8		
Transportation and material moving	15	2.7		
Handlers, equipment cleaners, helpers & laborers	18	3.2		
Total Employment (16 years and over)	564	100.0	771	100.0
Town of Pleasant Valley				
Executive, administrative and managerial	13	6.7	107	47.8
Professional	21	10.9		
Technician	9	4.7		
Sales	6	3.1	30	13.4
Administrative support, including clerical	32	16.6		
Service	23	11.9	25	11.2
Farming, forestry, fishing	51	26.4	14	6.3
Construction, extraction and maintenance			20	8.9
Precision production, craft and repair	17	8.8	28	12.5
Machine operators, assemblers and inspectors	12	6.2		
Transportation and material moving	2	1.0		
Handlers, equipment cleaners, helpers & laborers	7	3.6		
Total Employment (16 years and over)	193	100.0	224	100.0

Figure 2.21 continued on next page

FIGURE 2.21 CONTINUED
EMPLOYMENT BY OCCUPATION – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW AND GREEN SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Richmond				
Executive, administrative and managerial	67	8.5	278	31.1
Professional	84	10.7		
Technician	16	2.0		
Sales	72	9.2	217	24.2
Administrative support, including clerical	89	11.3		
Service	99	12.6	96	10.7
Farming, forestry, fishing	82	10.4	25	2.8
Construction, extraction and maintenance			100	11.2
Precision production, craft and repair	96	12.2	179	20.0
Machine operators, assemblers and inspectors	96	12.2		
Transportation and material moving	41	5.2		
Handlers, equipment cleaners, helpers & laborers	43	5.5		
Total Employment (16 years and over)	785	100.0	895	100.0
Town of Rush River				
Executive, administrative and managerial	31	14.3	86	29.0
Professional	10	4.6		
Technician	8	3.7		
Sales	12	5.5	73	24.6
Administrative support, including clerical	23	10.6		
Service	27	12.4	42	14.1
Farming, forestry, fishing	46	21.2	10	3.4
Construction, extraction and maintenance			22	7.4
Precision production, craft and repair	21	9.7	64	21.5
Machine operators, assemblers and inspectors	16	7.4		
Transportation and material moving	13	6.0		
Handlers, equipment cleaners, helpers & laborers	10	4.6		
Total Employment (16 years and over)	217	100.0	297	100.0
Town of St. Joseph/Houlton				
Executive, administrative and managerial	191	13.1	763	39.8
Professional	225	15.4		
Technician	50	3.4		
Sales	144	9.9	485	25.3
Administrative support, including clerical	196	13.4		
Service	176	12.1	186	9.7
Farming, forestry, fishing	61	4.2	0	0
Construction, extraction and maintenance			214	11.2
Precision production, craft and repair	212	14.5	270	14.1
Machine operators, assemblers and inspectors	119	8.2		
Transportation and material moving	44	3.0		
Handlers, equipment cleaners, helpers & laborers	41	2.8		
Total Employment (16 years and over)	1,459	100.0	1,918	100.0

Figure 2.21 continued on next page

FIGURE 2.21 CONTINUED
EMPLOYMENT BY OCCUPATION – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW AND GREEN SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
Town of Somerset				
Executive, administrative and managerial	99	9.7	543	35.3
Professional	99	9.7		
Technician	25	2.4		
Sales	67	6.6	354	23.0
Administrative support, including clerical	144	14.1		
Service	144	14.1	123	8.0
Farming, forestry, fishing	27	2.6	14	0.9
Construction, extraction and maintenance			196	12.7
Precision production, craft and repair	170	16.6	310	20.1
Machine operators, assemblers and inspectors	132	12.9		
Transportation and material moving	64	6.3		
Handlers, equipment cleaners, helpers & laborers	51	5.0		
Total Employment (16 years and over)	1,022	100.0	1,540	100.0
Town of Springfield				
Executive, administrative and managerial	15	4.0	117	26.0
Professional	33	8.8		
Technician	10	2.7		
Sales	16	4.3	95	21.1
Administrative support, including clerical	43	11.5		
Service	31	8.3	46	10.2
Farming, forestry, fishing	91	24.4	20	4.4
Construction, extraction and maintenance			39	8.7
Precision production, craft and repair	56	15.0	133	29.6
Machine operators, assemblers and inspectors	40	10.7		
Transportation and material moving	23	6.2		
Handlers, equipment cleaners, helpers & laborers	15	4.0		
Total Employment (16 years and over)	373	100.0	450	100.0
Town of Stanton				
Executive, administrative and managerial	36	6.5	152	25.7
Professional	42	7.6		
Technician	9	1.6		
Sales	72	13.0	148	25.0
Administrative support, including clerical	70	12.6		
Service	74	13.4	54	9.1
Farming, forestry, fishing	109	19.7	2	0.3
Construction, extraction and maintenance			66	11.2
Precision production, craft and repair	62	11.2	169	28.6
Machine operators, assemblers and inspectors	42	7.6		
Transportation and material moving	10	1.8		
Handlers, equipment cleaners, helpers & laborers	28	5.1		
Total Employment (16 years and over)	554	100.0	591	100.0

Figure 2.21 continued on next page

FIGURE 2.21 CONTINUED
EMPLOYMENT BY OCCUPATION – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW AND GREEN SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Town of Star Prairie				
Executive, administrative and managerial	77	8.1	378	23.7
Professional	104	11.0		
Technician	35	3.7		
Sales	83	8.7	408	25.6
Administrative support, including clerical	103	10.9		
Service	126	13.3	232	14.6
Farming, forestry, fishing	48	5.1	11	0.7
Construction, extraction and maintenance			211	13.3
Precision production, craft and repair	152	16.0	352	22.1
Machine operators, assemblers and inspectors	134	14.1		
Transportation and material moving	35	3.7		
Handlers, equipment cleaners, helpers & laborers	52	5.5		
Total Employment (16 years and over)	949	100.0	1,592	100.0
Town of Troy				
Executive, administrative and managerial	190	10.7	937	45.3
Professional	372	21.1		
Technician	88	5.0		
Sales	233	13.1	479	23.2
Administrative support, including clerical	226	12.7		
Service	148	8.3	206	10.0
Farming, forestry, fishing	111	6.2	11	0.5
Construction, extraction and maintenance			177	8.6
Precision production, craft and repair	142	8.0	258	12.5
Machine operators, assemblers and inspectors	102	5.7		
Transportation and material moving	99	5.6		
Handlers, equipment cleaners, helpers & laborers	66	3.7		
Total Employment (16 years and over)	1,777	100.0	2,068	100.0
Town of Warren				
Executive, administrative and managerial	39	7.1	270	35.0
Professional	57	10.4		
Technician	28	5.1		
Sales	53	9.7	193	25.0
Administrative support, including clerical	80	14.6		
Service	66	12.0	80	10.4
Farming, forestry, fishing	69	12.6	11	1.4
Construction, extraction and maintenance			67	8.7
Precision production, craft and repair	71	12.9	151	19.6
Machine operators, assemblers and inspectors	44	8.0		
Transportation and material moving	14	2.6		
Handlers, equipment cleaners, helpers & laborers	28	5.1		
Total Employment (16 years and over)	549	100.0	772	100.0

Figure 2.21 continued on next page

FIGURE 2.21 CONTINUED
EMPLOYMENT BY OCCUPATION – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW AND GREEN SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Village of Baldwin				
Executive, administrative and managerial	60	6.3	382	27.1
Professional	95	10.0		
Technician	25	2.6		
Sales	61	6.4	368	26.2
Administrative support, including clerical	138	14.6		
Service	174	18.4	227	16.1
Farming, forestry, fishing	23	2.4	21	1.5
Construction, extraction and maintenance			143	10.2
Precision production, craft and repair	90	9.5	266	18.9
Machine operators, assemblers and inspectors	143	15.1		
Transportation and material moving	79	8.3		
Handlers, equipment cleaners, helpers & laborers	59	6.2		
Total Employment (16 years and over)	947	100.0	1,407	100.0
Village of Deer Park				
Executive, administrative and managerial	9	10.1	28	18.3
Professional	6	6.7		
Technician	3	3.4		
Sales	2	2.2	37	24.2
Administrative support, including clerical	21	23.6		
Service	13	14.6	26	17.0
Farming, forestry, fishing	0	0	1	0.7
Construction, extraction and maintenance			10	6.5
Precision production, craft and repair	14	15.7	51	33.3
Machine operators, assemblers and inspectors	15	16.9		
Transportation and material moving	4	15.7		
Handlers, equipment cleaners, helpers & laborers	2	2.2		
Total Employment (16 years and over)	89	100.0	153	100.0
Village of Hammond				
Executive, administrative and managerial	51	9.9	151	23.8
Professional	62	12.0		
Technician	17	3.3		
Sales	32	6.2	182	28.7
Administrative support, including clerical	77	15.0		
Service	89	17.3	123	19.4
Farming, forestry, fishing	6	1.2	0	0
Construction, extraction and maintenance			73	11.5
Precision production, craft and repair	64	12.4	106	16.7
Machine operators, assemblers and inspectors	56	10.9		
Transportation and material moving	28	5.4		
Handlers, equipment cleaners, helpers & laborers	33	6.4		
Total Employment (16 years and over)	515	100.0	635	100.0

Figure 2.21 continued on next page

FIGURE 2.21 CONTINUED
EMPLOYMENT BY OCCUPATION – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW AND GREEN SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Village of North Hudson				
Executive, administrative and managerial	164	9.5	801	38.9
Professional	327	18.9		
Technician	106	6.1		
Sales	168	9.7	486	23.6
Administrative support, including clerical	369	21.3		
Service	159	9.2	377	18.3
Farming, forestry, fishing	23	1.3	0	0
Construction, extraction and maintenance			134	6.5
Precision production, craft and repair	219	12.6	261	12.7
Machine operators, assemblers and inspectors	115	6.6		
Transportation and material moving	33	1.9		
Handlers, equipment cleaners, helpers & laborers	49	2.8		
Total Employment (16 years and over)	1,732	100.0	2,059	100.0
Village of Roberts				
Executive, administrative and managerial	48	8.9	98	16.8
Professional	34	6.3		
Technician	22	4.1		
Sales	44	8.2	156	26.8
Administrative support, including clerical	115	21.4		
Service	58	10.8	90	15.4
Farming, forestry, fishing	4	0.7	0	0
Construction, extraction and maintenance			68	11.7
Precision production, craft and repair	78	14.5	171	29.3
Machine operators, assemblers and inspectors	73	13.6		
Transportation and material moving	23	4.3		
Handlers, equipment cleaners, helpers & laborers	39	7.2		
Total Employment (16 years and over)	538	100.0	583	100.0
Village of Somerset				
Executive, administrative and managerial	52	9.2	167	21.1
Professional	68	12.0		
Technician	18	3.2		
Sales	65	11.4	211	26.7
Administrative support, including clerical	79	13.9		
Service	87	15.3	113	14.3
Farming, forestry, fishing	7	1.2	0	0
Construction, extraction and maintenance			103	13.0
Precision production, craft and repair	76	13.4	196	24.8
Machine operators, assemblers and inspectors	60	10.6		
Transportation and material moving	39	6.9		
Handlers, equipment cleaners, helpers & laborers	17	3.0		
Total Employment (16 years and over)	568	100.0	79	100.0

Figure 2.21 continued on next page

FIGURE 2.21 CONTINUED
EMPLOYMENT BY OCCUPATION – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW AND GREEN SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Village of Spring Valley (St. Croix County only)				
Executive, administrative and managerial	0	0	0	0
Professional	0	0		
Technician	0	0		
Sales	0	0	0	0
Administrative support, including clerical	0	0		
Service	0	0	0	0
Farming, forestry, fishing	0	0	0	0
Construction, extraction and maintenance			0	0
Precision production, craft and repair	0	0	0	0
Machine operators, assemblers and inspectors	0	0		
Transportation and material moving	0	0		
Handlers, equipment cleaners, helpers & laborers	0	0		
Total Employment (16 years and over)	0	0	0	0
Village of Star Prairie				
Executive, administrative and managerial	15	6.6	61	21.7
Professional	13	5.7		
Technician	12	5.2		
Sales	22	9.6	66	23.5
Administrative support, including clerical	33	14.4		
Service	34	14.8	33	11.7
Farming, forestry, fishing	3	1.3	0	0
Construction, extraction and maintenance			58	20.6
Precision production, craft and repair	44	19.2	63	22.4
Machine operators, assemblers and inspectors	36	15.7		
Transportation and material moving	4	1.7		
Handlers, equipment cleaners, helpers & laborers	13	5.7		
Total Employment (16 years and over)	229	100.0	281	100.0
Village of Wilson				
Executive, administrative and managerial	8	8.9	16	14.4
Professional	5	5.6		
Technician	2	2.2		
Sales	13	14.4	6	5.4
Administrative support, including clerical	6	6.7		
Service	12	13.3	34	30.6
Farming, forestry, fishing	9	10.0	2	1.8
Construction, extraction and maintenance			19	17.1
Precision production, craft and repair	9	10.0	34	30.6
Machine operators, assemblers and inspectors	7	7.8		
Transportation and material moving	11	12.2		
Handlers, equipment cleaners, helpers & laborers	8	8.9		
Total Employment (16 years and over)	90	100.0	111	100.0

Figure 2.21 continued on next page

FIGURE 2.21 CONTINUED
EMPLOYMENT BY OCCUPATION – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
 (YELLOW AND GREEN SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
Village of Woodville				
Executive, administrative and managerial	30	7.5	129	23.5
Professional	26	6.5		
Technician	10	2.5		
Sales	44	10.9	120	21.9
Administrative support, including clerical	45	11.2		
Service	60	14.9	79	14.4
Farming, forestry, fishing	3	0.7	0	0
Construction, extraction and maintenance			75	13.7
Precision production, craft and repair	67	16.7	145	26.5
Machine operators, assemblers and inspectors	68	16.9		
Transportation and material moving	21	5.2		
Handlers, equipment cleaners, helpers & laborers	28	7.0		
Total Employment (16 years and over)	402	100.0	548	100.0
City of Glenwood				
Executive, administrative and managerial	22	5.4	126	22.5
Professional	60	14.6		
Technician	10	2.4		
Sales	38	9.3	102	18.2
Administrative support, including clerical	51	12.4		
Service	84	20.5	74	13.2
Farming, forestry, fishing	9	2.2	11	2.0
Construction, extraction and maintenance			58	10.3
Precision production, craft and repair	41	10.0	190	33.9
Machine operators, assemblers and inspectors	42	10.2		
Transportation and material moving	33	8.0		
Handlers, equipment cleaners, helpers & laborers	20	4.9		
Total Employment (16 years and over)	410	100.0	561	100.0
City of Hudson				
Executive, administrative and managerial	493	14.6	1,953	41.6
Professional	471	14.0		
Technician	113	3.4		
Sales	548	16.3	1,254	26.7
Administrative support, including clerical	611	18.1		
Service	437	13.0	624	13.3
Farming, forestry, fishing	11	0.3	0	0
Construction, extraction and maintenance			333	7.1
Precision production, craft and repair	278	8.2	536	11.4
Machine operators, assemblers and inspectors	195	5.8		
Transportation and material moving	86	2.6		
Handlers, equipment cleaners, helpers & laborers	128	3.8		
Total Employment (16 years and over)	3,371	100.0	4,700	100.0

Figure 2.21 continued on next page

FIGURE 2.21 CONTINUED

EMPLOYMENT BY OCCUPATION – 1990 AND 2000 – ST. CROIX COUNTY MUNICIPAL UNITS
(YELLOW AND GREEN SHADING INDICATES COMBINED CATEGORIES)

	1990		2000	
	Number	Percent	Number	Percent
City of New Richmond				
Executive, administrative and managerial	255	10.7	779	32.4
Professional	375	15.7		
Technician	86	3.6		
Sales	208	8.7	832	28.3
Administrative support, including clerical	384	16.1		
Service	321	13.4	463	18.8
Farming, forestry, fishing	36	1.5	20	1.1
Construction, extraction and maintenance			364	6.0
Precision production, craft and repair	311	13.0	729	13.5
Machine operators, assemblers and inspectors	284	11.9		
Transportation and material moving	46	1.9		
Handlers, equipment cleaners, helpers & laborers	84	3.5		
Total Employment (16 years and over)	2,390	100.0	3,187	100.0
City of River Falls				
Executive, administrative and managerial	128	17.3	2,520	32.4
Professional	73	9.9		
Technician	28	3.8		
Sales	55	7.5	2,200	28.3
Administrative support, including clerical	117	15.9		
Service	108	14.6	1,458	18.8
Farming, forestry, fishing	7	0.9	82	1.1
Construction, extraction and maintenance			463	6.0
Precision production, craft and repair	113	15.3	1,051	13.5
Machine operators, assemblers and inspectors	67	9.1		
Transportation and material moving	24	3.3		
Handlers, equipment cleaners, helpers & laborers	18	2.4		
Total Employment (16 years and over)	738	100.0	7,774	100.0
St. Croix County				
Executive, administrative and managerial	2,727	10.6	11,744	33.6
Professional	3,283	12.8		
Technician	918	3.6		
Sales	2,624	10.2	8,521	24.4
Administrative support, including clerical	3,815	14.9		
Service	3,150	12.3	4,378	12.5
Farming, forestry, fishing	1,646	6.4	321	0.9
Construction, extraction and maintenance			3,509	10.1
Precision production, craft and repair	3,066	11.9	6,432	18.4
Machine operators, assemblers and inspectors	2,411	9.4		
Transportation and material moving	1,037	4.0		
Handlers, equipment cleaners, helpers & laborers	1,028	4.0		
Total Employment (16 years and over)	25,705	100.0	34,905	100.0

source: U.S. Census

Although the Decennial Census’s standard available information limits employment information to place of residence, it also provides information that can indicate St. Croix County’s commuting characteristics. Figure 2.22 shows how long it took St. Croix County residents to get to work in 1990, 2000, and 2010. During this period, the percentage of residents who worked at home or commuted less than 10 minutes decreased while the percentage of residents who commuted between 10 to 19 minutes slightly increased. The percentage of residents who commuted 20 minutes or more increased from 1990 to 2000 and again, from 2000 to 2010.

FIGURE 2.22 - TRAVEL TIME TO WORK – 1990, 2000 AND 2010 – ST. CROIX COUNTY

	1990		2000		2010	
	Number	Percent	Number	Percent	Number	Percent
Worked at home	1,892	7.5	1,625	4.7	1,755	4.2
Less than 5 minutes	1,580	6.2	1,517	4.4	1,952	4.7
5 to 9 minutes	3,942	15.6	4,584	13.3	4,232	10.2
10 to 19 minutes	5,764	22.8	8,037	23.3	10,631	25.6
20 to 29 minutes	4,093	16.2	5,696	16.5	8,494	20.5
30 to 44 minutes	4,657	18.4	6,735	19.6	8,174	19.7
45 to 59 minutes	2,185	8.6	3,765	10.9	4,623	11.1
60 minutes or longer	1,213	4.8	2,469	7.2	3,421	8.2
TOTAL	25,326	100.0	34,428	100.0	41,527	100.0

source: 1990 and 2000 U.S. Census; 2010 American Community Survey

In general, St. Croix County residents are experiencing longer commutes to work. This is important, in part because it is one indicator of the use of the existing transportation infrastructure. For example, growing commute times, coupled with a growing population, results in an increased demand for road maintenance and expansion. It is uncertain if this trend will continue with recent increases in energy prices.

Studying the special distribution of workers and employment centers is helpful with economic development efforts and transportation infrastructure management. The Census information that reveals actual commuting patterns is called Place of Residence / Place of Work shown in Figure 2.23.

In 2000, about 42 percent of the workers living in the County worked in the seven-county Minneapolis/St. Paul metro core, 12 percent in the City of Hudson and about 35 percent in the remainder of St. Croix County.

FIGURE 2.23 - PLACE OF WORK – 2000 – ST. CROIX COUNTY RESIDENTS

	2000	
	Number	Percent
Village of Baldwin	1,159	3.2
Village of Hammond	471	1.3
Village of North Hudson	253	0.7
Village of Roberts	264	0.7
Village of Somerset	684	1.9
Village of Woodville	598	1.7
City of Glenwood	421	1.2
City of Hudson	4,303	12.0
City of New Richmond	3,207	9.0
City of River Falls (St. Croix County portion)	820	2.3
Elsewhere in St. Croix County	4,579	12.8
Barron County	90	0.3
Dunn County	304	0.8
Pierce County	2,289	6.4
Polk County	662	1.8
Other Wisconsin Counties	274	0.8
Seven County St. Paul/Mpls. Metro Area	14,989	41.9
Other Minnesota Counties	341	1.0
States other than Wisconsin or Minnesota	104	0.3
TOTAL	35,812	100.0

source: U.S. Census

Income

The combined effect of advanced education and increased employment opportunities, and evidence of well-paying occupations, is also reflected in the earning capability and increasing incomes of St. Croix County residents. Figure 2.24 shows household income distribution for St. Croix County households in 1989, 1999, and 2010. Figure 2.25 shows the changes in income of St. Croix County and surrounding County residents between 1989 and 2010. Finally, Figure 2.26 shows the median household income for all St. Croix County communities in 1989 and 1999.

FIGURE 2.24 - HOUSEHOLDS BY HOUSEHOLD INCOME – 1989, 1999 AND 2010 – ST. CROIX COUNTY

Household Income	1989		1999		2010		CHANGE FROM 1989 TO 2010	
	# of Households	% of Total Households	# of Households	% of Total Households	# of Households	% of Total Households	Number Change	Percent Change
Less than \$10,000	1,652	9.4	940	4.0	1,436	4.5	-216	-13.1
\$10,000 to \$14,999	1,121	6.4	971	4.1	787	2.5	-334	-29.8
\$15,000 to \$24,999	2,652	15.0	2,026	8.6	1,989	6.2	-663	-25.0
\$25,000 to \$34,999	2,851	16.2	2,213	9.4	2,788	8.7	-63	-2.2
\$35,000 to \$49,999	3,769	21.4	4,125	17.6	3,962	12.4	193	5.1
\$50,000 to \$74,999	3,790	21.5	5,810	24.8	7,140	22.3	3,350	88.4
\$75,000 or greater	1,788	10.1	7,343	31.3	13,895	43.4	12,107	677.1
TOTAL	17,623	100	23,428	100	31,997	100.0	14,374	81.6

source: U.S. Census, 2008-2010 American Community Survey

Household income is the sum of money income received in the calendar year before the Decennial Census is collected by all household members 15 years old and over, including household members not related to the householder, people living alone, and other non-family

FIGURE 2.25 - MEDIAN HOUSEHOLD INCOME – 1989, 1999, AND 2010 – ST. CROIX AND SURROUNDING WISCONSIN COUNTIES

County				CHANGE FROM 1989 TO 2010	
	1989	1999	2010*	Number	Percent
Barron County	\$22,570	\$37,275	\$42,371	19,801	88%
Dunn County	24,452	38,753	46,952	22,500	92%
Pierce County	30,520	49,551	60,049	29,529	97%
Polk County	24,267	41,183	48,428	24,161	100%
St. Croix County	36,716	54,930	66,120	29,404	80%

source: U.S. Census, *2008-2010 American Community Survey

household members. Included in the total are amounts reported separately for wage or salary income; net self-employment income; interest, dividends, or net rental or royalty

income or income from estates and trusts; Social Security or Railroad Retirement income;

Supplemental Security Income (SSI); public assistance or welfare payments; retirement, survivor, or disability pensions; and all other income. The median is the mathematically derived middle value with 50 percent above and 50 percent below that number.

FIGURE 2.26 - MEDIAN HOUSEHOLD INCOME – 1989 AND 1999 – ST. CROIX COUNTY				
	DOLLARS		CHANGE	
	1989	1999	DOLLARS	PERCENT
Towns				
Baldwin	\$37,500	\$40,313	\$2,813	7.5
Cady	26,477	53,250	26,773	101.1
Cylon	36,071	56,250	20,179	55.9
Eau Galle	26,944	47,500	20,556	76.3
Emerald	38,889	65,938	27,049	69.6
Erin Prairie	27,937	50,833	22,896	82.0
Forest	23,125	47,222	24,097	104.2
Glenwood	36,250	45,789	9,539	26.3
Hammond	55,509	81,733	26,224	47.2
Hudson	43,750	62,727	18,977	43.4
Kinnickinnic	40,000	58,750	18,750	46.9
Pleasant Valley	39,261	59,688	20,427	52.0
Richmond	38,409	58,333	19,924	51.9
Rush River	52,021	81,277	29,256	56.2
St. Joseph/Houlton	42,798	45,194	2,396	5.6
Somerset	27,054	54,886	27,832	102.9
Springfield	36,250	52,604	16,354	45.1
Stanton	35,603	48,750	13,147	36.9
Star Prairie	44,718	73,125	28,407	63.5
Troy	44,861	68,452	23,591	52.6
Warren	37,500	40,313	2,813	7.5
Villages				
Baldwin	27,143	52,188	25,045	92.3
Deer Park	22,000	51,000	29,000	131.8
Hammond	30,114	53,438	23,324	77.5
North Hudson	44,595	60,848	16,253	36.4
Roberts	30,750	42,258	11,508	37.4
Somerset	29,032	62,063	33,031	113.8
Spring Valley*	-	-	-	-
Star Prairie	28,125	53,468	25,343	90.1
Wilson	24,063	35,893	11,830	49.2
Woodville	23,906	38,828	14,922	62.4
Cities				
Glenwood City	22,670	36,964	14,294	63.1
Hudson	38,037	50,991	12,954	34.1
New Richmond	30,330	43,475	13,145	43.3
River Falls*	33,239	38,576	5,337	16.1
St. Croix County	36,716	54,930	18,214	49.6
State of Wisconsin	29,442	43,791	14,349	47.1

source: U.S. Census.

*Portions of Spring Valley and River Falls located in St. Croix County only.

It can be seen from Figure 2.25 that St. Croix County is above average when compared to the incomes of surrounding counties. Certainly counties with, or closer to, larger urban centers have a greater “economic engine” that provides employment opportunities and resultant higher income. Those counties with lower incomes all have smaller urban centers or are further away from significant employment centers such as the Twin Cities.

The data indicate that between 1990 and 2000 incomes for St. Croix County community residents increased faster than inflation; indeed, the County median household income is above that of the State of Wisconsin as a whole. It can also be seen that the median household income in 22 communities is below the County median household income, including almost all cities and villages, while 26 communities have median household incomes higher than that of the state as a whole.

Population Projections

Population projections have long been used to assess development prospects and community facility needs created by population growth. Small area population forecasts can be used to evaluate potential residential development and economic conditions, and the level of demand for public facilities and services. Businesses, schools and government frequently use these forecasts to determine the future needs or design of public facilities or services. This estimate of future growth is also valuable information for establishing management techniques to guide orderly growth and development.

Projecting population is not a science in which absolutes can be placed. Consequently, there are limitations that should be remembered when reviewing and evaluating these forecasts. These limitations include:

- Population projections are based on historical trends of population growth that are extended into the future, and the assumption that those trends, and the factors behind them, will continue to some point in time.
- Forecasts of large area populations (e.g., states or counties) are more reliable. The smaller the area for which a projection is produced, like an individual community, the greater the possibility for error.
- The closer the projection year is to the base year; the more likely the population for that projection will be close to the true population.
- Population projections are, at best, guides and their limitations must be considered. Intimate knowledge of local conditions can help build local variables into population projections to enhance their validity.

The Wisconsin Department of Administration (DOA) population projections are, by state statute, the official population projections for Wisconsin. Over the about next 22 years, the DOA projections predict a 117.5 percent increase in the St. Croix County population (about 58,000 more residents). The percentage increases within the cities are anticipated to be a bit higher on average than the villages and towns (see Figure 2.27 and Figure 2.28). The largest rates of increase are expected in the Towns of Hammond, Richmond, Hudson and Somerset, the Villages of Somerset, Hammond, Roberts, and Baldwin, and the Cities of Hudson and New Richmond.

Figure 2.27 - St. Croix County Population Projections 2000 to 2030

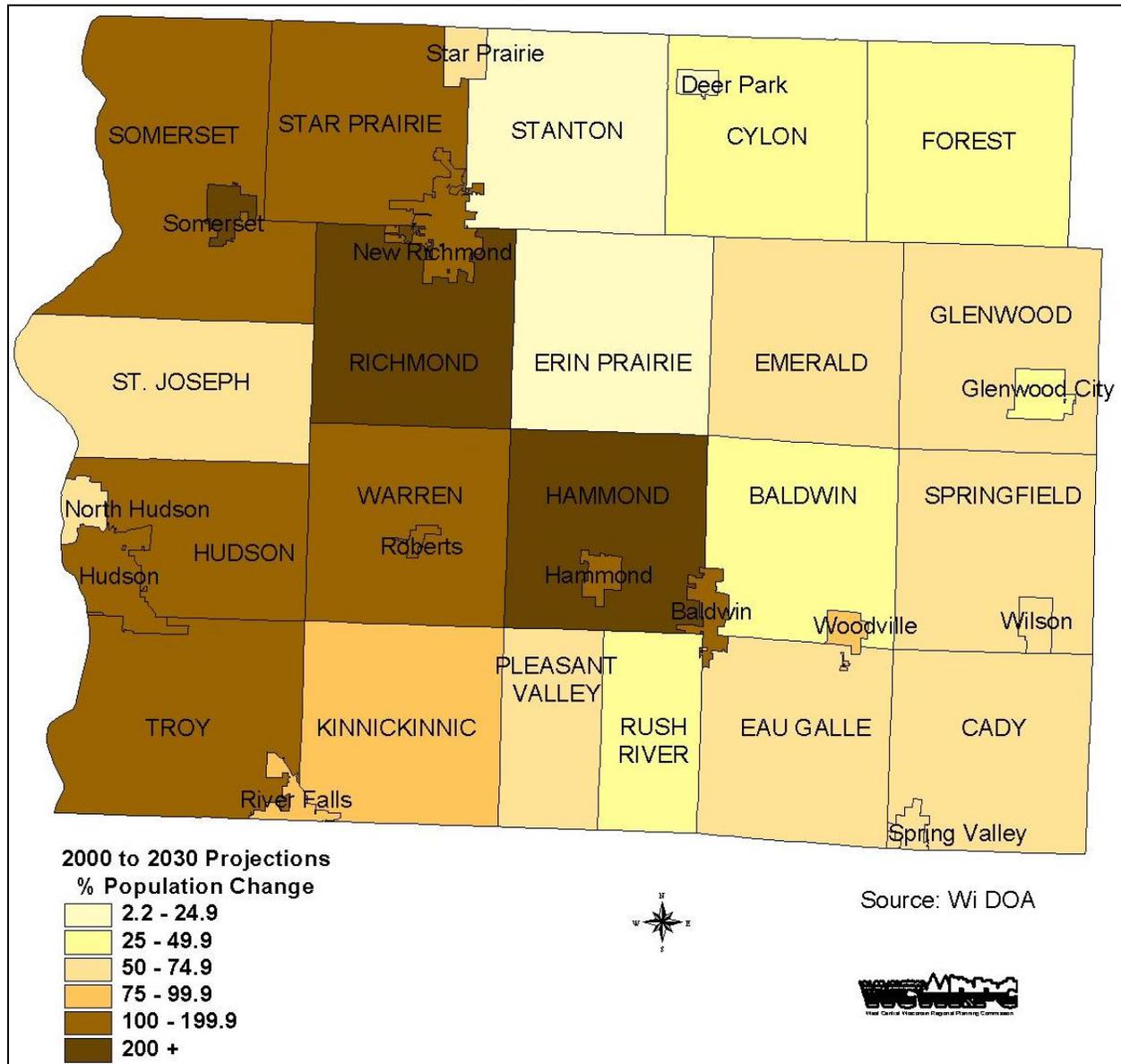


FIGURE 2.28 - POPULATION PROJECTIONS – 2000 TO 2030 – ST. CROIX COUNTY BY MINOR CIVIL DIVISION

MUNICIPALITY	CENSUS ESTIMATE			2010	PROJECTIONS				% CHANGE 2000-2030
	2000	2005	2010**		2015	2020	2025	2030	
Towns									
Baldwin	903	958	928	999	1,058	1,116	1,164	1,202	33.1%
Cady	710	785	821	846	921	997	1,064	1,124	58.3%
Cylon	629	671	683	696	735	772	803	826	31.3%
Eau Galle	882	995	1,139	1,100	1,209	1,318	1,419	1,507	70.9%
Emerald	691	781	853	851	939	1,027	1,109	1,182	71.1%
Erin Prairie	658	672	688	691	723	754	777	793	20.5%
Forest	590	627	629	651	687	722	750	773	31.0%
Glenwood	755	856	785	931	1,026	1,121	1,210	1,287	70.5%
Hammond	947	1,523	2,102	1,871	2,265	2,675	3,074	3,453	264.6%
Hudson	6,213	7,533	8,461	8,941	10,533	12,178	13,767	15,259	145.6%
Kinnickinnic	1,400	1,629	1,722	1,829	2,068	2,312	2,542	2,752	96.6%
Pleasant Valley	430	480	515	523	579	634	684	730	69.8%
Richmond	1,556	2,441	3,272	2,974	3,580	4,210	4,822	5,401	247.1%
Rush River	498	526	508	560	604	649	688	721	44.8%
St. Joseph	3,436	3,716	3,842	4,095	4,561	5,035	5,477	5,873	70.9%
Somerset	2,644	3,252	4,036	3,750	4,334	4,936	5,513	6,048	128.7%
Springfield	808	916	932	991	1,085	1,181	1,268	1,344	66.3%
Stanton	1,003	1,014	900	1,033	1,062	1,087	1,101	1,105	10.2%
Star Prairie	2,944	3,495	3,504	3,973	4,539	5,121	5,675	6,185	110.1%
Troy	3,661	4,385	4,705	5,011	5,748	6,503	7,224	7,889	115.5%
Warren	1,320	1,540	1,591	1,747	1,990	2,238	2,474	2,691	103.9%
Subtotal:	32,678	38,795	42,616	44,063	50,246	56,586	62,605	68,145	108.5%
Villages									
Baldwin	2,667	3,441	3,957	4,044	4,746	5,470	6,170	6,824	155.9%
Deer Park	227	224	216	225	229	232	234	232	2.2%
Hammond	1,153	1,649	1,922	1,951	2,300	2,661	3,009	3,337	189.4%
North Hudson	3,463	3,693	3,768	3,988	4,374	4,763	5,120	5,432	56.9%
Roberts	969	1,362	1,651	1,585	1,849	2,123	2,386	2,631	171.5%
Somerset	1,556	2,204	2,635	2,681	3,225	3,790	4,339	4,860	212.3%
Spring Valley*	574	634	6	693	768	842	912	974	69.7%
Star Prairie	2	3	561	3	3	2	3	3	50.0%
Wilson	176	194	184	209	229	249	267	282	60.2%
Woodville	1,104	1,292	1,344	1,436	1,630	1,830	2,018	2,191	98.5%
Subtotal:	11,891	14,696	16,244	16,815	19,353	21,962	24,458	26,766	125.1%
Cities									
Glenwood City	1,183	1,227	1,242	1,303	1,405	1,506	1,597	1,672	41.3%
Hudson	8,775	11,432	12,719	13,473	15,865	18,337	20,725	22,967	161.7%
New Richmond	6,310	7,566	8,375	8,638	9,917	11,230	12,485	13,643	116.2%
River Falls*	2,318	2,549	3,149	2,831	3,179	3,533	3,866	4,167	79.8%
Subtotal:	18,586	22,774	25,485	26,245	30,366	34,606	38,673	42,449	128.4%
St. Croix County	63,155	76,265	84,345	87,123	99,965	113,154	125,736	137,360	117.5%

source: U.S. Census Bureau & Wisconsin Department of Administration, Demographic Services Center, January 2008.

*Portion located in St. Croix County only.

** Projections are not based on 2010 Census figures

Household Projections

A household forecast is used to help develop housing and land use forecasts. The Wisconsin Department of Administration, Demographic Services has prepared household projections for year 2000 to 2030 in five-year increments found in Figure 2.29.

FIGURE 2.29 - HOUSEHOLD PROJECTIONS - 2000 TO 2030 – ST. CROIX COUNTY BY MINOR CIVIL DIVISION

MUNICIPALITY	CENSUS	ESTIMATE	CENSUS	PROJECTIONS					% CHANGE
	2000	2005	2010**	2010	2015	2020	2025	2030	2000-2030
Towns									
Baldwin	307	327	354	345	368	392	411	430	40.1
Cady	255	283	317	308	338	370	397	425	66.7
Cylon	227	243	255	255	271	287	301	314	38.3
Eau Galle	307	347	401	389	431	473	513	553	80.1
Emerald	236	267	303	295	328	362	394	425	80.1
Erin Prairie	227	233	258	242	255	268	278	288	26.9
Forest	203	217	243	227	242	256	268	280	37.9
Glenwood	254	289	288	318	353	389	422	456	79.5
Hammond	314	507	698	630	769	915	1,059	1,206	284.1
Hudson	1,925	2,349	2,703	2,822	3,349	3,903	4,443	4,994	159.4
Kinnickinnic	483	564	609	641	730	822	911	1,000	107.0
Pleasant Valley	145	163	184	180	199	220	239	259	78.6
Richmond	524	827	1,105	1,019	1,236	1,466	1,691	1,920	266.4
Rush River	171	182	194	196	212	230	245	261	52.6
St. Joseph	1,193	1,295	1,388	1,445	1,621	1,804	1,977	2,149	80.1
Somerset	927	1,145	1,391	1,336	1,554	1,785	2,007	2,233	140.9
Springfield	285	324	350	355	392	430	464	499	75.1
Stanton	352	357	347	368	381	394	401	408	15.9
Star Prairie	1,006	1,205	1,296	1,387	1,596	1,815	2,025	2,239	122.6
Troy	1,250	1,503	1,665	1,738	2,008	2,290	2,561	2,837	127.0
Warren	426	499	548	573	657	744	829	914	114.6
Subtotal:	11,017	13,126	14,897	15,069	17,290	19,615	21,836	24,090	118.7
Villages									
Baldwin	1,115	1,454	1,572	1,729	2,045	2,375	2,698	3,026	171.4
Deer Park	91	90	100	92	94	96	98	98	7.7
Hammond	433	627	715	750	891	1,039	1,184	1,332	207.6
North Hudson	1,315	1,407	1,471	1,538	1,699	1,866	2,019	2,172	65.2
Roberts	392	553	625	651	766	886	1,002	1,120	185.7
Somerset	635	903	990	1,111	1,347	1,596	1,839	2,089	229.0
Spring Valley*	212	235	3	260	290	321	350	378	78.3
Star Prairie	1	2	230	2	2	2	2	2	100.0
Wilson	66	73	72	80	88	97	104	112	69.7
Woodville	446	525	525	590	675	763	848	933	109.2
Subtotal:	4,706	5,869	6,303	6,803	7,897	9,041	10,144	11,262	139.3
Cities									
Glenwood City	460	479	509	515	559	604	646	685	48.9
Hudson	3,687	4,826	5,287	5,758	6,830	7,952	9,053	10,175	176.0
New Richmond	2,561	3,105	3,421	3,588	4,151	4,737	5,303	5,876	129.44
River Falls*	979	1,101	1,382	1,237	1,399	1,568	1,727	1,887	92.7
Subtotal:	7,687	9,511	10,599	11,098	12,939	14,861	16,729	18,623	142.3
St. Croix County	23,410	28,506	31,799	32,970	38,126	43,517	48,709	53,975	130.6

source: U.S. Census Bureau & Wisconsin Department of Administration, Demographic Services Center, January 2008.

*Portion located in St. Croix County only.

** Projections are not based on 2010 Census figures

Employment Projections

In April 2011, the Wisconsin Department of Workforce Development (WDWD) Office of Economic Advisors (OEA) released a series of publications entitled *OEA 2008-2018 Statewide Long-term Projections*. In addition, a WDWD, OEA report entitled *OEA – West Central WI Employment Projections* was also released in April 2011. These reports make economic projections regarding the state’s labor force, industries and occupations.

Municipal units within St. Croix County have employment patterns that are similar to the state. It is expected that during the next several years, Wisconsin’s population is projected to grow slower and older than the nation as a whole, therefore leading to lower participation rates in the workforce. Wisconsin is also having difficulty attracting domestic migrants and retaining its own citizens. However, international immigrants are increasing significantly. Wisconsin will continue to face the challenge of filling job openings. The industries that are projected to add the most jobs from 2008-2018 are ambulatory health care services; hospitals; social assistance; administrative and support services; food services and drinking places; nursing and residential care facilities; professional, scientific and technical services; religious, grantmaking, civic, professional and similar organizations; local government, excluding education and hospitals; and management of companies and enterprises. The top six occupations in Wisconsin with the greatest expected job growth for 2008-2018 are registered nurses (10,570 new jobs); home health aides (7,940 new jobs); personal and home care aides (7,380 new jobs); combined food preparation/serving workers (7,260 new jobs); customer service representatives (5,960 new jobs); and nursing aides, orderlies, and attendants (5,090 new jobs). For further labor force and economic base indicators refer to Section 6, Economic Development Element.

Figure 2.30 presents employment and wage projections by the top 10 occupations for the Wisconsin Department of Workforce Development West Central Wisconsin Region. This

FIGURE 2.30 - WEST CENTRAL WISCONSIN REGION OCCUPATION PROJECTIONS – 2008-2018

	TOP 10 OCCUPATIONS	TYPICALLY REQUIRED EDUCATION/TRAINING	AVERAGE WAGE
Fastest Growth	Financial Examiners	Bachelor’s degree	\$41.66
	Personal and Home Care Aides	Short-term on-the-job training	\$9.32
	Home Health Aides	Short-term on-the-job training	\$10.36
	Network Systems and Data Com. Analysts	Bachelor’s degree	\$28.98
	Optometrists	First professional degree	\$46.03
	Physician Assistants	Master’s degree	n/a
	Cardiovascular Technologists and Techs.	Associate degree	\$19.41
	Athletic Trainers	Bachelor’s degree	n/a
	Physical Therapist Aides	Short-term on-the-job training	\$12.00
	Helpers—Pipelayers, Plumbers, Pipefitters,	Short-term on-the-job training	\$14.72
Most Openings	Cashiers	Short-term on-the-job training	\$8.20
	Waiters/Waitresses	Short-term on-the-job training	\$8.07
	Comb Food Prep/Serv Wrk/Incl Fast	Short-term on-the-job training	\$7.80
	Retail Salespersons	Short-term on-the-job training	\$9.44
	Customer Service Representatives	Moderate-term on-the-job training	\$14.55
	Labrs/Frght/Stock/Matrl Movers/Handlers	Short-term on-the-job training	\$10.93
	Stock Clerks/Order Fillers	Short-term on-the-job training	\$10.00
	Truck Drivers, Heavy and Tractor-Trailer	Short-term on-the-job training	\$17.49
	Office Clerks, General	Short-term on-the-job training	\$12.54
	Team Assemblers	1-12 mo. on-the-job training	\$13.26

West Central WDA includes Barron, Chippewa Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix Counties. source: Office of Economic Advisors, Wisconsin Dept. of Workforce Development, April 2011

represents the occupation opportunities available for St. Croix County residents. The greatest demand for workers is in the occupations on the ‘Most Openings’ list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turnover is high and wages are low. There is one exception on the list: registered nurses which requires a greater degree of education or training and reflects a higher wage scale.

The ‘Fastest Growth’ occupations are often referred to as hot jobs, with more training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent, whereas an occupation that increases from 2,000 to 2,200 jobs increased only 10 percent.

Figure 2.31 shows employment projections by industry for the West Central Wisconsin Region. The greatest potential growth for employment appears to be in health and education related fields, while manufacturing appears to be at risk of losing employment. Information and professional services, and the leisure and hospitality industry have the potential to add significant employment by 2018.

FIGURE 2.31 - WEST CENTRAL WISCONSIN REGION INDUSTRY PROJECTIONS – 2008-2018

INDUSTRY TITLE	2008 ESTIMATED EMPLOYMENT	2018 PROJECTED EMPLOYMENT	2008-2018 EMPLOYMENT CHANGE	2008-2018 PERCENTAGE CHANGE
Total Non-Farm Employment	181,180	187,090	5,910	3.3%
Construction/Mining/Natural Resources	7,460	7,840	380	5.1%
Manufacturing	33,370	30,210	- 3,160	- 9.5%
Food Manufacturing	5,670	5,670	10	0.1%
Fabricated Metal Product	5,130	4,620	- 510	- 10.0%
Plastics and Rubber Products	3,970	3,730	- 240	- 6.0%
Trade	29,280	29,170	- 100	- 0.4%
General Merchandise Stores	5,580	5,820	250	4.4%
Transportation and Utilities (Including US Postal)	8,290	8,690	410	4.9%
Financial Activities	7,720	7,870	150	2.0%
Education and Health Services (Including State and Local Gov Educ and Hosp)	40,560	45,510	4,950	12.2%
Educational Services (Including State and Local Government)	16,480	16,700	220	1.3%
Hospitals (Incl. State and Local Gov't)	8,340	9,390	1,050	12.6%
Leisure and Hospitality	17,450	18,510	1,060	6.1%
Information/Prof Services/Other Services	23,970	25,780	1,810	7.5%
Government (Excluding US Postal, State and Local Educ and Hosp)	13,080	13,490	410	3.2%

West Central WDA includes Barron, Chippewa Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix Counties.
 source: Office of Economic Advisors, Wisconsin Dept. of Workforce Development, April 2011

SUMMARY

Certain trends become apparent after reviewing the countywide demographic and economic information. Studying these trends and their implications on local quality of life will be useful in guiding public decision making. Since 1970, St. Croix County has experienced some of the fastest population growth in the state; however, being part of the Minneapolis/St. Paul metropolitan area it is clear its future is somehow linked to the vitality of the area.

Since 1960, there has been an explosion of rural non-farm residents. Indeed, amongst the rural population there has been a transformation from a largely farm population to a rural non-farm population. Significant rural development may be curtailed because of the developing energy situation with a continuing shift occurring in the urban/rural mix, with an increasing percentage of the County's inhabitants living in or near the urban areas.

Since 1960 St. Croix County has seen fairly constant natural increase in population with two periods where in-migration exceeded natural increase (1970-1980 and 1990-2000).

It is clear that the national trend of an aging population is reflected in St. Croix County. Large numbers of people will be achieving retirement age over the next 20 years. While the St. Croix County population will be aging, it will also be changing its racial and ethnic characteristics. The County's Asian and Hispanic populations can be expected to continue to increase significantly.

St. Croix County residents have become more educated over the past several decades. Without adequate employment opportunities this can lead to the loss of increasingly well-qualified individuals moving to other areas offering those opportunities. While about 42 percent of St. Croix County workers commute to the Twin Cities local employment is fairly strong, especially in the manufacturing sector.

Overall, the previously analyzed trends reveal that St. Croix County will continue to be vigorous with continued dramatic growth in population and employment, and its communities will face several challenges as a result. Over the next several sections of the Conditions and Trends Report, other factors that affect St. Croix County communities will be explored. With further analysis of these following sections it is hoped that a clear picture of where St. Croix County has been, and is now, will emerge. This will help communities frame the issues that face them, the changes that are likely to impact them and the ways they can address those changes to achieve the community character they desire.