

Polk County

Economic Profile

DEMOGRAPHICS

County Population	2020	2023	2024	2030	2040	2050
Total Population	44,977	45,327	45,555	42,815	39,520	35,050
Percent Change	0.0%	0.8%	1.3%	-6.4%	-8.3%	-12.8%
Male	22,807	23,074	23,183	21,810	20,175	18,000
Female	22,170	22,253	22,372	21,005	19,345	17,050
Minority	2,902	2,607	2,607	NA	NA	NA
Percent Minority	6.5%	5.8%	5.7%	(NA)	(NA)	(NA)
Age Distributions						
Under 5	2,107	2,079	2,061	1,740	1,380	970
5-9 years	2,538	2,334	2,371	1,875	1,480	1,125
10-14	2,976	2,899	2,756	2,280	1,915	1,520
15-19	2,669	2,700	2,743	2,360	1,770	1,405
20-24	1,880	2,081	2,064	1,890	1,470	1,240
25-34	4,341	4,541	4,630	4,040	3,905	3,000
35-44	5,183	5,340	5,345	4,700	4,430	4,285
45-54	5,709	5,709	5,625	5,220	4,810	4,555
55-59	3,798	3,781	3,653	2,725	2,845	2,585
60-64	3,792	3,928	4,002	3,120	2,600	2,455
65-75	5,945	6,113	6,342	7,085	5,550	5,220
75-84	2,998	2,984	3,149	4,515	5,505	4,310
85+	1,041	838	814	1,265	1,860	2,380



Source: U.S. Census Bureau (P1 and DPI), Wisconsin DOA 2025 Estimates.

Municipal Population	1980	1990	2000	2010	2020	2025	Percent Change				
							1980 - 1990	1990 - 2000	2000 - 2010	2010 - 2020	2020 - 2024
City of Amery	2,404	2,657	2,845	2,902	2,962	2,947	10.5%	7.1%	2.0%	2.1%	-0.5%
City of St. Croix Falls	1,497	1,640	2,033	2,133	2,208	2,360	9.6%	24.0%	4.9%	3.5%	6.9%
Village of Balsam Lake	749	792	950	1,009	934	954	5.7%	19.9%	6.2%	-7.4%	2.1%
Village of Centuria	711	790	865	948	891	881	11.1%	9.5%	9.6%	-6.0%	-1.1%
Village of Clayton	425	450	507	571	550	545	5.9%	12.7%	12.6%	-3.7%	-0.9%
Village of Clear Lake	899	932	1,051	1,070	1,099	1,107	3.7%	12.8%	1.8%	2.7%	0.7%
Village of Dresser	670	614	732	895	935	934	-8.4%	19.2%	22.3%	4.5%	-0.1%
Village of Frederic	1,039	1,124	1,262	1,137	1,154	1,141	8.2%	12.3%	-9.9%	1.5%	-1.1%
Village of Luck	997	1,022	1,210	1,119	1,093	1,078	2.5%	18.4%	-7.5%	-2.3%	-1.4%
Village of Milltown	732	786	888	917	948	937	7.4%	13.0%	3.3%	3.4%	-1.2%
Village of Osceola	1,581	2,075	2,421	2,568	2,765	2,890	31.2%	16.7%	6.1%	7.7%	4.5%
Village of Turtle Lake*	0	6	65	93	78	77	(NA)	983.3%	43.1%	-16.1%	-1.3%

Source: 1980, 1990, 2000, 2010, and 2020 U.S. Census Bureau, Wisconsin DOA Estimates. *Note: Includes portion in Polk County only.

Per Capita Personal Income	2021	2022	2023	2024	Percent Change		
					2021-22	2022-23	2023-24
Polk County	\$54,373	\$54,900	\$57,725	\$60,035	1.0%	2.2%	6.5%
Wisconsin	\$60,699	\$61,831	\$64,872	\$67,755	1.9%	4.9%	4.4%
United States	\$60,699	\$61,831	\$64,872	\$67,755	1.9%	4.9%	4.4%

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

HOUSING & ECONOMY

County Housing Metrics

2024 Housing Units	14,961
2024 Estimated Housing Units	15,174
Owner-Occupied Units	10,082
Renter-Occupied Units	2,757
Persons per Owner-Occupied Unit	2.8
Persons per Renter-Occupied Unit	2.4
Median Value of Housing	\$172,800
Median Monthly Gross Rent	\$823

Source: 2024 American Community Survey 5-Year Estimates, 2025 Wisconsin DOA Housing Estimates

Number of Building Permits

County Residential	2019	2023
Single Family	206	257
Total Units	214	257
Value	\$46,396,657	\$80,721,403

Source: U.S. Census Bureau Building Permit Survey, 2024

Consumer Expenditure (per household)

Commodity	Total
Tax and Retirement	\$22,465
Transportation	\$17,230
Shelter	\$14,716
Health Care	\$6,803
Grocery	\$6,241
Entertainment	\$5,498
Utilities	\$4,446
Food Away From Home	\$4,225
Contributions	\$3,080
Household Furnishings and Equipment	\$2,557
Education	\$2,192
Household Operations	\$1,780
Apparel	\$1,774
Miscellaneous Expenses	\$1,654
Personal Care	\$1,227
Alcoholic Beverages	\$589
Tobacco and Related	\$458
Total Expenditures	\$96,935

Source: Applied Geographic Solutions, 2024

Government Finances	County	State
Full Equalized County Valuation (\$000)	\$8,707,549	\$907,414,717
Net Property Tax (\$000)	\$94,124	\$12,362,610
Full Value Tax Rate per \$1,000 Valuation	\$12.14	\$15.03
Per Capita Property Tax	\$2,065.26	\$2,064.13

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

Civilian Labor Force	2020	2025
Total Employed	23,437	23,640
Total Unemployed	21,617	22,534
Total Labor Force	1,820	1,107
County Average Unemployment Rate	7.8%	4.6%
Wisconsin Average Unemployment Rate	6.4%	3.2%
U.S. Average Unemployment Rate	8.1%	4.3%

Source: Wisconsin Department of Workforce Development

Representative Wage Rates	2023 Hourly Rate	
	Mean	Median
Bartenders	\$11.58	\$10.65
Bookkeeping/Accounting/Auditing	\$23.00	\$22.99
Cashiers	\$14.78	\$14.46
Computer Programmers	\$46.26	\$39.58
Electricians	\$32.91	\$32.57
Healthcare Social Workers	\$29.76	\$29.17
Licensed Practical/Vocational Nurse	\$29.53	\$29.39
Machinery Maintenance Workers	\$30.71	\$30.14
Nursing Assistants	\$20.63	\$20.35
Office Clerk, General	\$21.24	\$21.21
Physical Therapists	\$48.20	\$48.85
Secretaries/Administrative Assistants	\$30.00	\$29.60
Tellers	\$20.13	\$19.61
Truck Drivers-Heavy/Tractor Trailer	\$26.36	\$27.68
Waiter and Waitresses	\$13.40	\$13.23
Welder/Cutter/Solderer/Brazer	\$25.26	\$24.36

Source: Bureau of Labor Statistics, 2024

Employment by Industry, 2024 Estimates

Industry	Employees	% of Total
Agriculture, Forestry, Fishing, Hunting, Mining	763	3.6%
Construction	2,236	10.6%
Manufacturing	5,177	24.4%
Wholesale Trade	470	2.2%
Retail Trade	2,336	11.0%
Transportation and Warehousing, and Utilities	868	4.1%
Information	250	1.2%
Finance, Insurance, Real Estate, Rental and Leasing	1,101	5.2%
Services (Professional, Educational, Entertainment, Other)	7,288	34.4%
Public Administration	699	3.3%
Total Employment	21,188	100.0%

Source: 2024 American Community Survey 5-Year Estimates.

* Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.

Industry Employment Projections (West Central WI)

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

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development (Dec. 2024)

*Note: Employment is a count of jobs rather than people, and includes all part and full-time nonfarm jobs.

Industry Employment Projections

Employer	Industry Type	Employees
Polaris Industries Inc	Transport Equipment-Mfrs	500-999
Amery Hospital & Clinic	Hospitals	250-499
St Croix Regional Medical Ctr	Hospitals	250-499
Administration Office	Schools	250-499
Scrmc/Counseling	Mental Health Services	250-499
Trollhaugen Outdoor Rec Area	Skiing Centers & Resorts	250-499
Walmart Supercenter	Department Stores	250-499
AFP Advanced Food Products	Food Products & Manufacturers	100-249
Specialty Coating Systems Inc	Coatings-Protective-Manufacturers	100-249
Golden Age Manor	Nursing & Convalescent Homes	100-249
Wood Goods Industries	Furniture-Manufacturers	100-249
Oxbo	Grain Handling Equipment (mfrs)	100-249
Northwire Nwi Lab360	Communications Equipment NEC (mfrs)	100-249
F & M Plastics	Plastics-Products-Finished-Manufacturers	100-249
United Pioneer Home	Apartment Finding & Rental Service	100-249
St Croix Falls School District	School Districts	100-249
Unity School District	School Districts	100-249
Clear Lake School District	School Districts	100-249
Marketplace Foods Grocery Store	Grocers-Retail	100-249
Unity Elementary School	Schools	100-249
Menards	Home Centers	100-249
Northwest Assessment Ctr	Mental Health Services	100-249
Tenere Inc	Sheet Metal Fabricators (mfrs)	100-249
Cardinal LG Co	Glass Prod Made-Purchased Glass (mfrs)	100-249
Foremost Farms USA	Dairy Products-Wholesale	50-99

Source: Wisconsin Department of Workforce Development; Major Employers extracted from Data Axle

Recreational Highlights

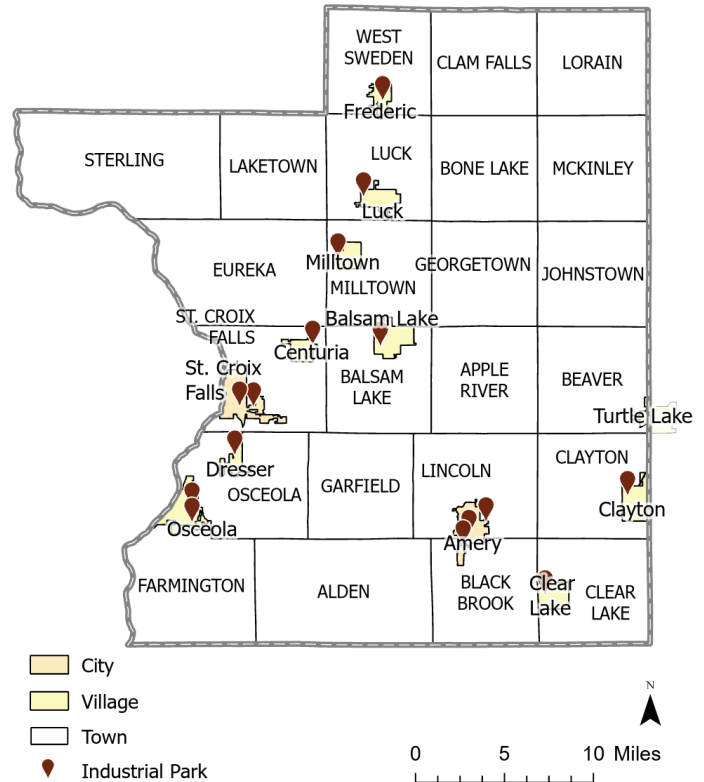
Polk County is characterized by plentiful forest and water resources. There are numerous lakes and streams which provide recreation seekers with multiple opportunities for swimming, fishing, kayaking, canoeing, boating and water skiing. Large numbers of picnic areas and parks are scattered throughout the County, as well as 24 licensed public, private, and group campgrounds. Trollhaugen Ski Area provides downhill skiing and snowboarding in Dresser. The County is bordered by the St. Croix River which is considered one of the nation's last "wild rivers". Because of the many lakes and its relative location, Polk County receives a lot of weekend visitors from the Minneapolis-St. Paul Metropolitan Area in addition to commuters and businesses servicing the Twin Cities Metropolitan Area.

One of the most scenic parks in the West Central Wisconsin region is Interstate Park at St. Croix Falls, located along the St. Croix River. Nature and multi-use trails are also abundant in Polk County, including the Apple River County Trail, Loraine County Forest, Gandy Dancer Trail, Cattail Trail and Sterling Forest. The County recently added 320 miles of county roads for ATV/UTV use in addition to the many snowmobiling, hiking, bicycling, and horseback riding trails. For more information: <https://www.polkcountywi.gov>

Source: Polk County Outdoor Recreation Plan, 2025-2029.

Industrial and Business Parks/Sites

Park or Site Name	Site Location (Municipality)
Amery Industrial Park	City of Amery
Amery North Industrial Park	City of Amery
Amery South Industrial Park	City of Amery
Balsam Lake Industrial Park	Village of Balsam Lake
Centuria Industrial Park	Village of Centuria
Clayton Industrial Park	Village of Clayton
Clear Lake Industrial Park	Village of Clear Lake
Dresser Industrial Park	Village of Dresser
Frederic Industrial Park	Village of Frederic
Luck Industrial Park	Village of Luck
Milltown Industrial Park	Village of Milltown
Osceola Airport Industrial Park	Village of Osceola
Osceola Industrial Park	Village of Osceola
St. Croix Falls East Industrial Park	City of St. Croix Falls
St. Croix Falls West Industrial Park	City of St. Croix Falls



For more information, contact the Polk County Economic Development Corporation website at polkcountyedc.com/business-parks or contact:

Terry Hauer, Executive Director
 Polk County Economic Development Corporation
 715-405-3400
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Community Facilities and Utilities

Highways	Polk County is served by a network of U.S. and State Highways. USH 63 and STH 35, 46, 65, and 87 run north-south through the County, while USH 8 and STH 48 run east-west. Polk County is 23 miles from Interstate 35 (in Minnesota) and 20 miles from Interstate 94.
Rail Service	The Canadian National (CN) Railroad connects Minneapolis-St. Paul with the Polk County communities of Osceola and Dresser.
Air Service	Polk County has two publicly-owned medium general aviation airports located in the communities of Osceola and Amery. The Amery Municipal Airport has an elevation of 1,088 ft. with a 4,000 foot primary runway (asphalt). The L.O. Simenstad Airport in Osceola has an elevation of 905 ft., a primary asphalt runway of 5,006 ft, and secondary turf runway of 2,192 feet. Due to Polk County's proximity to major air facilities in Minneapolis-St. Paul (MSP), many residents rely on these facilities for scheduled air passenger service.
Educational Facilities	Polk County is served by numerous four-year universities through the University of Wisconsin and University of Minnesota Systems, as well as a variety of local and surrounding technical colleges. UW-River Falls, UW-Stout, and UW-Eau Claire all provide four year degrees. The Northwoods Technical College is in Rice Lake (Barron County), though the Balsam Lake Outreach Center offers Northwood Tech course within the Village. In addition, there is a University of Wisconsin-Madison extension office in Balsam Lake. Across the Wisconsin border into Minnesota is the Pine Technical College.