



Pierce County, WI

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Economy Overview

41,294

Population (2017)

Population **grew by 639** over the last 5 years and is projected to **grow by 609** over the next 5 years.

12,149

Jobs (2017)

Jobs **grew by 511** over the last 5 years and are projected to **grow by 834** over the next 5 years.

\$61.6K

Median Household Income (2015)

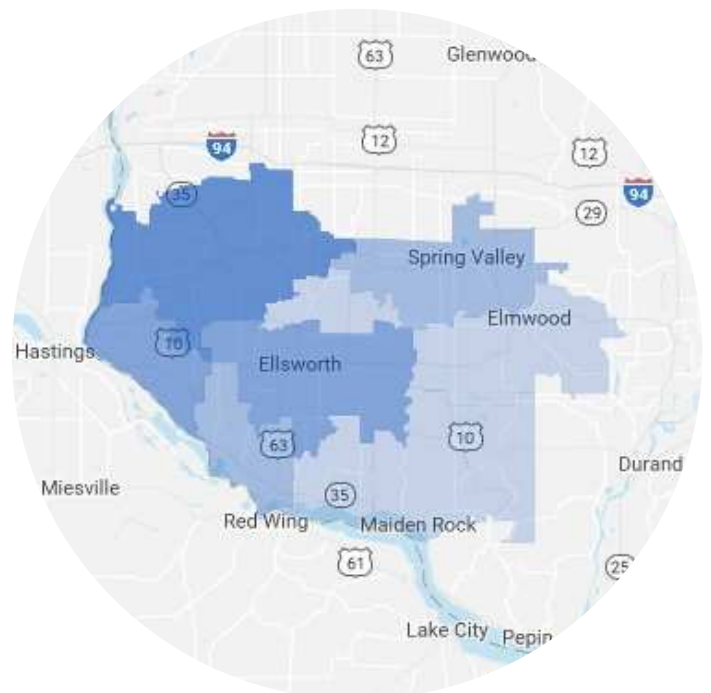
Median household income is **\$7.7K above** the national median household income of \$53.9K.

As of 2017 the region's population **increased by 1.6%** since 2012, growing by 639. Population is expected to **increase by 1.5%** between 2017 and 2022, adding 609.

From 2012 to 2017, jobs **increased by 4.4%** in Pierce County, WI from 11,637 to **12,149**. This change **fell short of the national growth rate of 7.2% by 2.8%**. As the number of jobs increased, the **labor force participation rate increased from 71.8% to 75.4% between 2012 and 2017**.

Concerning educational attainment, **18.9% of Pierce County, WI residents possess a Bachelor's Degree** (0.5% above the national average), and **10.7% hold an Associate's Degree** (2.7% above the national average).

The top three industries in 2017 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Education and Hospitals (State Government).

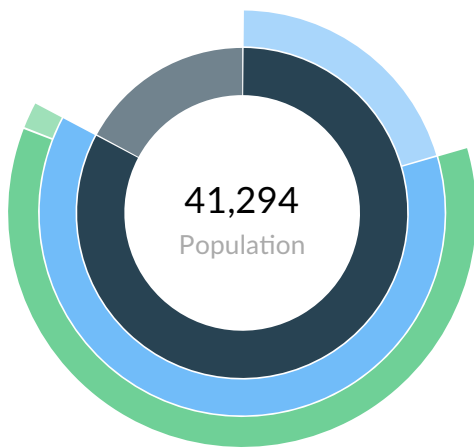


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	41,294	25,747	12,149	100.2	\$1.11B	\$2.06B	\$1.29B
MISSISSIPPI RIVER REGION	323,649	180,700	162,309	100.4	\$13.89B	\$20.79B	\$20.34B
State	5,795,388	3,204,002	3,114,900	103.9	\$293.75B	\$277.82B	\$296.97B

Economy Overview - Cont.

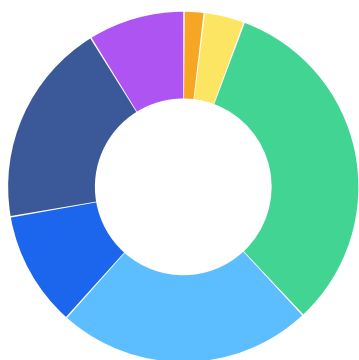
2017 Labor Force Breakdown



	Population
● Total Working Age Population	34,169
● Not in Labor Force (15+)	8,422
● Labor Force	25,747
● Employed	24,959
● Unemployed	788
● Under 15	7,125

Educational Attainment

Concerning educational attainment, **18.9% of Pierce County, WI residents possess a Bachelor's Degree** (0.5% above the national average), and **10.7% hold an Associate's Degree** (2.7% above the national average).

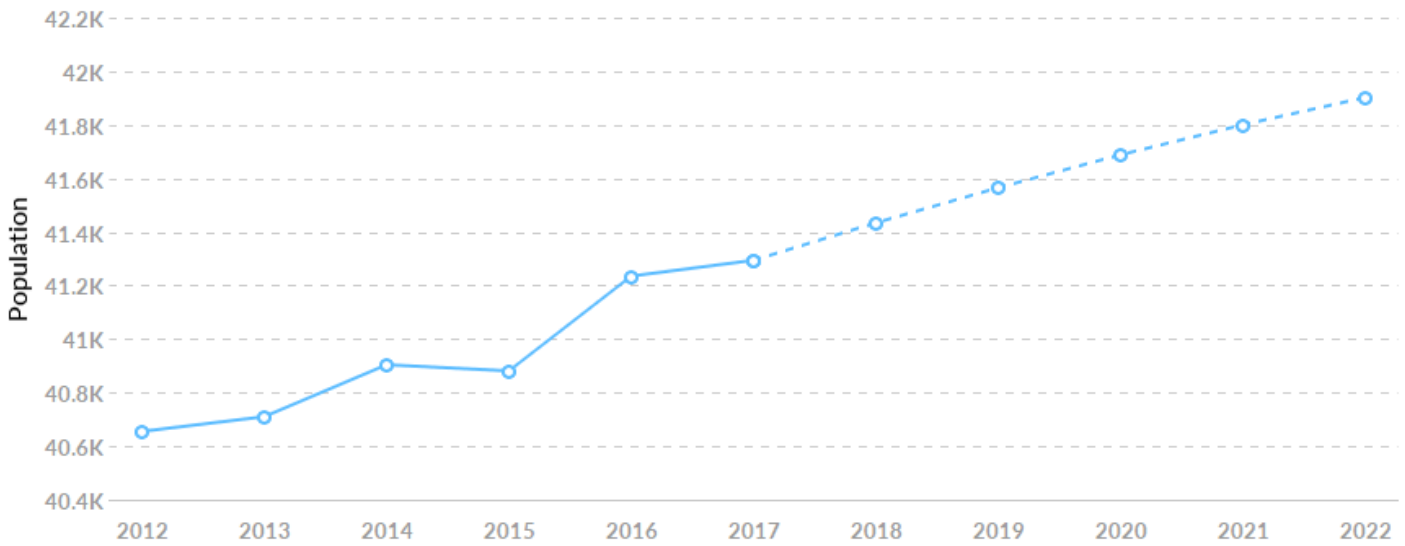


	% of Population	Population
● Less Than 9th Grade	1.9%	484
● 9th Grade to 12th Grade	3.7%	975
● High School Diploma	32.4%	8,480
● Some College	23.6%	6,164
● Associate's Degree	10.7%	2,789
● Bachelor's Degree	18.9%	4,945
● Graduate Degree and Higher	8.9%	2,331

Historic & Projected Trends

Population Trends

As of 2017 the region's population increased by 1.6% since 2012, growing by 639. Population is expected to increase by 1.5% between 2017 and 2022, adding 609.

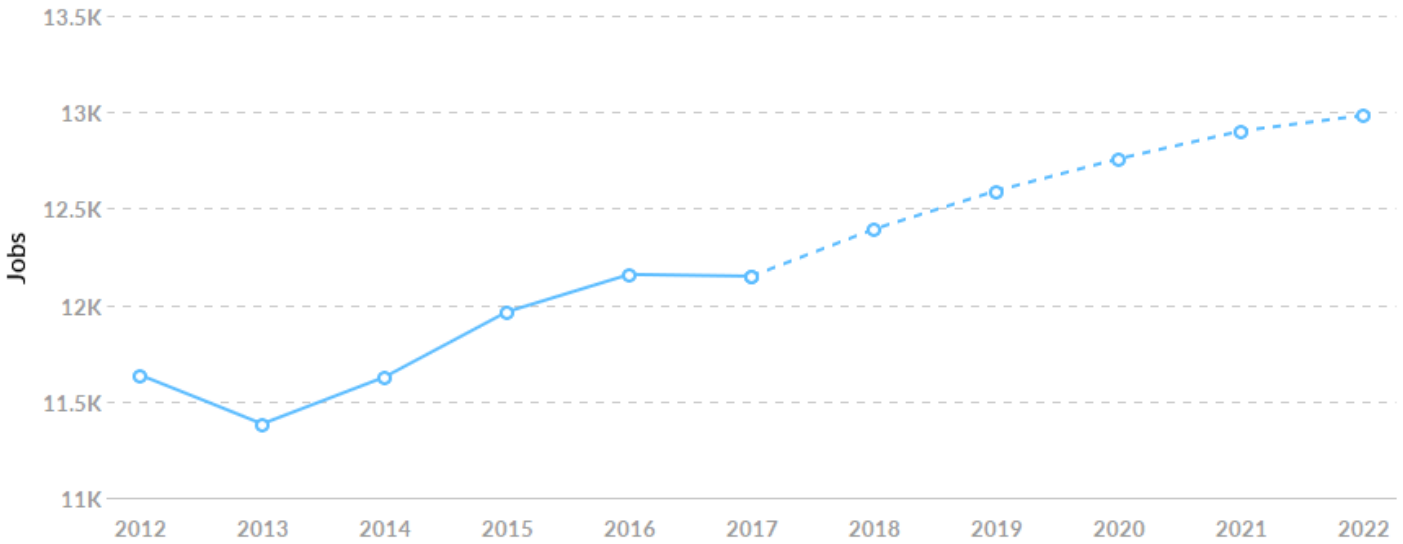


Timeframe	Population
2012	40,655
2013	40,710
2014	40,904
2015	40,881
2016	41,235
2017	41,294
2018	41,434
2019	41,565
2020	41,688
2021	41,800
2022	41,902

Historic & Projected Trends - Cont.

Job Trends

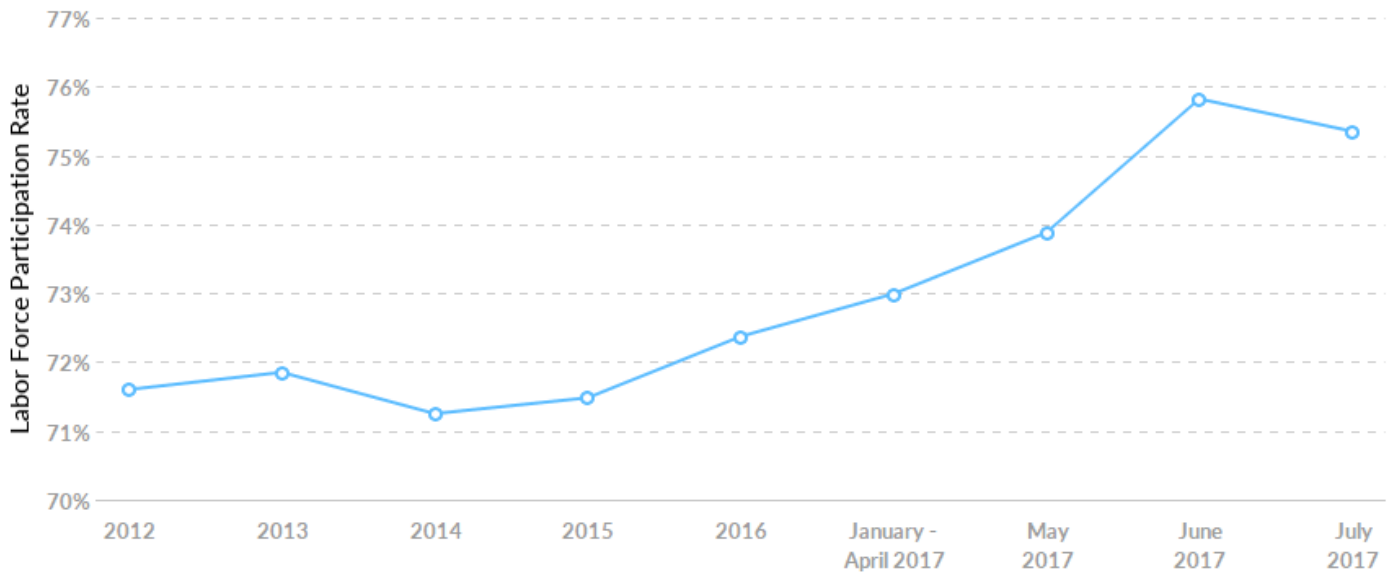
From 2012 to 2017, jobs increased by 4.4% in Pierce County, WI from 11,637 to 12,149. This change fell short of the national growth rate of 7.2% by 2.8%.



Timeframe	Jobs
2012	11,637
2013	11,383
2014	11,626
2015	11,964
2016	12,158
2017	12,149
2018	12,393
2019	12,592
2020	12,758
2021	12,902
2022	12,983

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

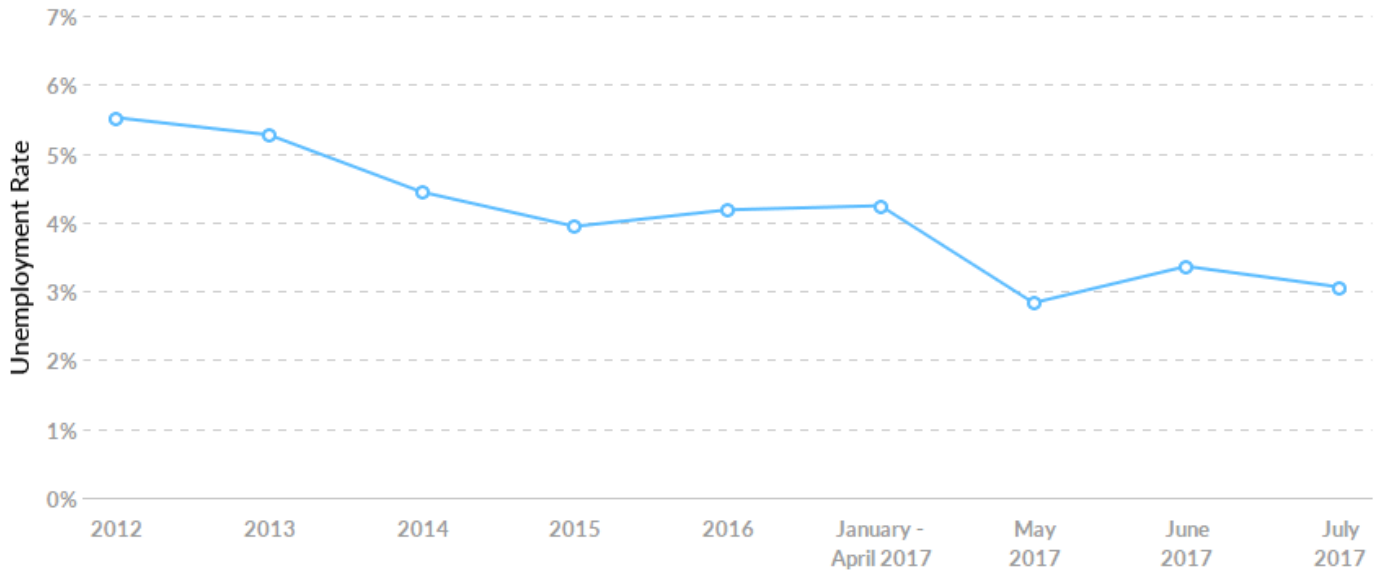


Timeframe	Labor Force Participation Rate
2012	71.60%
2013	71.85%
2014	71.25%
2015	71.48%
2016	72.37%
January - April 2017	72.99%
May 2017	73.88%
June 2017	75.82%
July 2017	75.35%

Historic & Projected Trends - Cont.

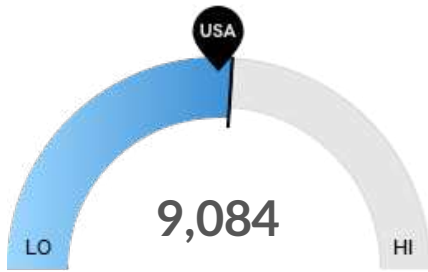
Unemployment Rate Trends

Pierce County, WI had a July 2017 unemployment rate of 3.06%, **decreasing from 5.52%** 5 years before.



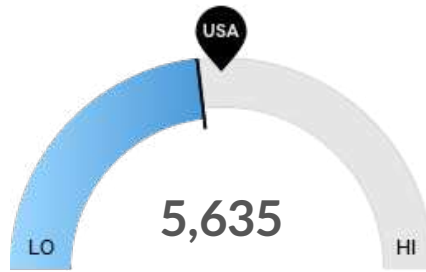
Timeframe	Unemployment Rate
2012	5.52%
2013	5.27%
2014	4.44%
2015	3.94%
2016	4.18%
January - April 2017	4.24%
May 2017	2.83%
June 2017	3.36%
July 2017	3.06%

Population Characteristics



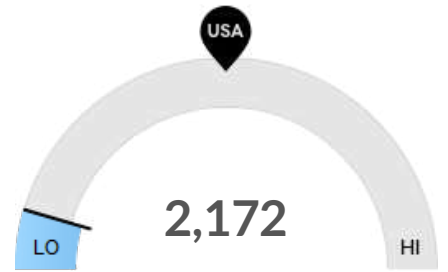
Millennials

Pierce County, WI has 9,084 millennials (ages 20-34). The national average for an area this size is 8,557.



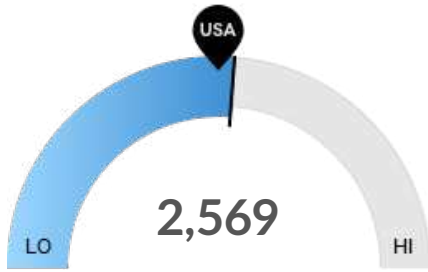
Retiring Soon

Retirement risk is low in Pierce County, WI. The national average for an area this size is 6,284 people 65 or older, while there are 5,635 here.



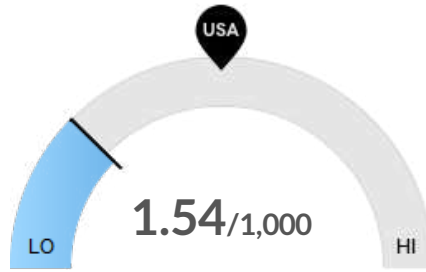
Racial Diversity

Racial diversity is low in Pierce County, WI. The national average for an area this size is 15,972 racially diverse people, while there are 2,172 here.



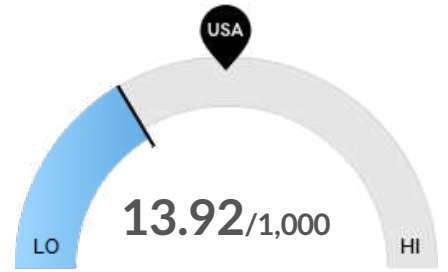
Veterans

Pierce County, WI has 2,569 veterans. The national average for an area this size is 2,399.



Violent Crime

Pierce County, WI has 1.54 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



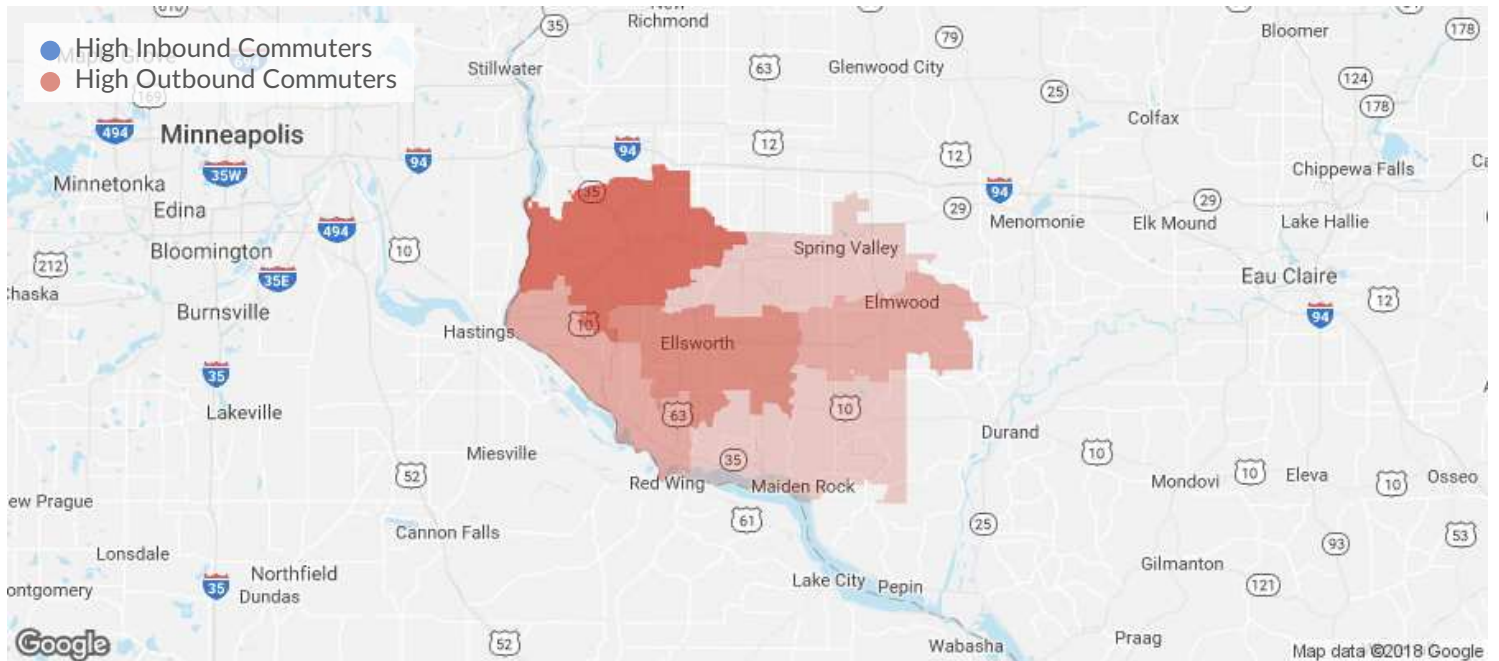
Property Crime

Pierce County, WI has 13.92 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Pierce County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

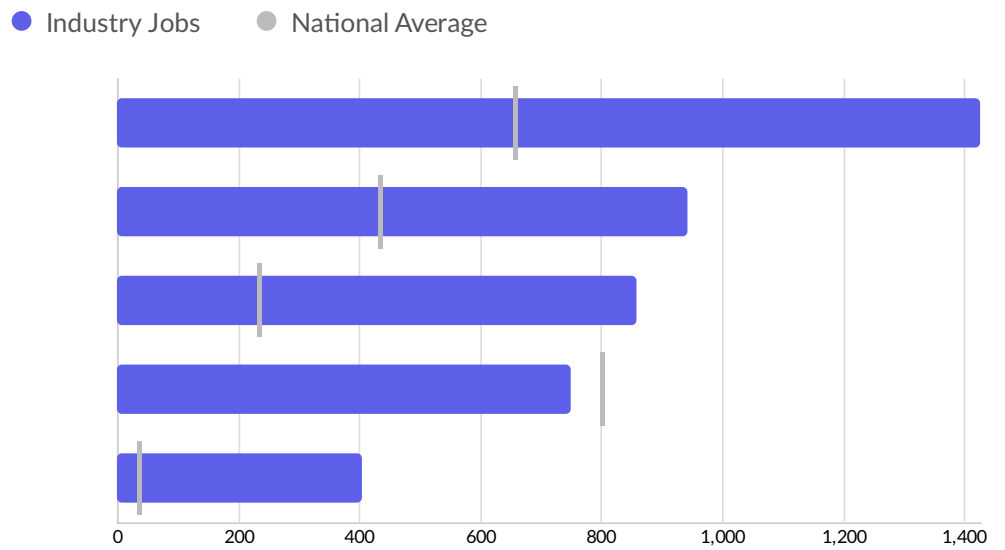
ZIP	Name	2017 Employment
54022	River Falls, WI (in Pierc...	5,680
54011	Ellsworth, WI (in Pierc...	1,785
54021	Prescott, WI (in Pierce ...	1,773
54767	Spring Valley, WI (in Pi...	1,309
54014	Hager City, WI (in Pier...	428

Where Talent Lives

ZIP	Name	2017 Workers
54022	River Falls, WI (in Pierc...	9,885
54011	Ellsworth, WI (in Pierc...	3,180
54021	Prescott, WI (in Pierce ...	2,375
54767	Spring Valley, WI (in Pi...	1,802
54740	Elmwood, WI (in Pierc...	1,113

Industry Characteristics

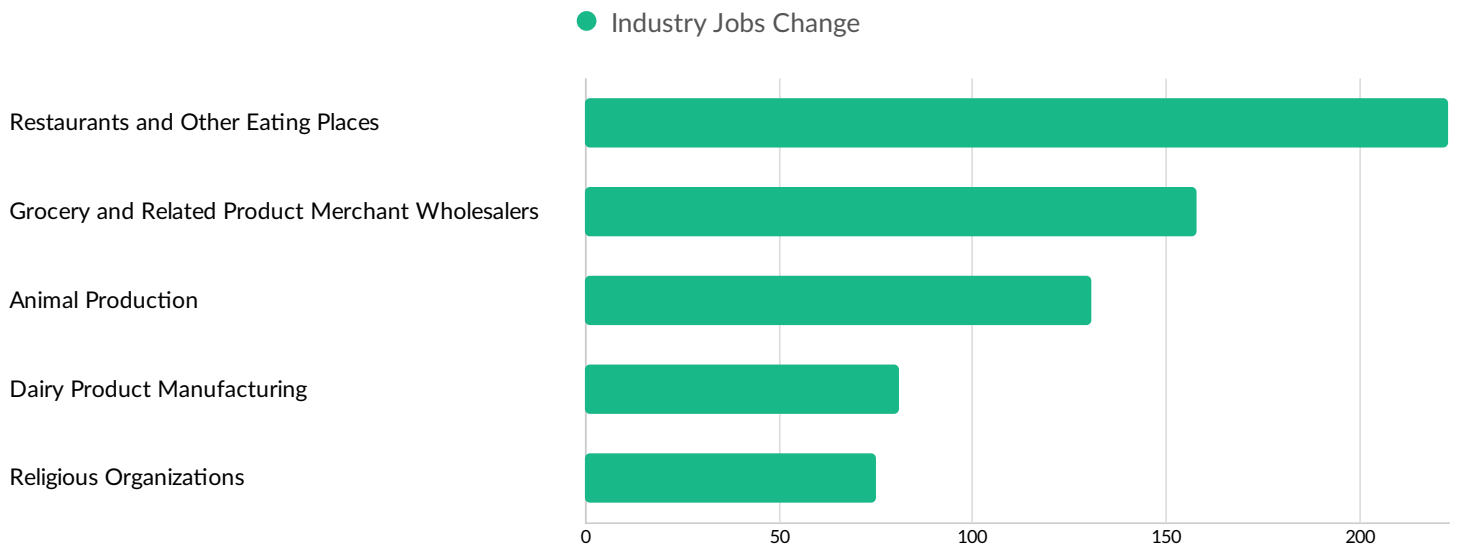
Largest Industries



Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Education and Hospitals (Local Government)	1,377	1,426	49	+4%	\$51,511
Local Government, Excluding Education and Hospitals	968	943	-25	-3%	\$52,531
Education and Hospitals (State Government)	850	858	8	+1%	\$67,081
Restaurants and Other Eating Places	527	750	223	+42%	\$14,000
Animal Production	275	406	131	+48%	\$33,094

Industry Characteristics - Cont

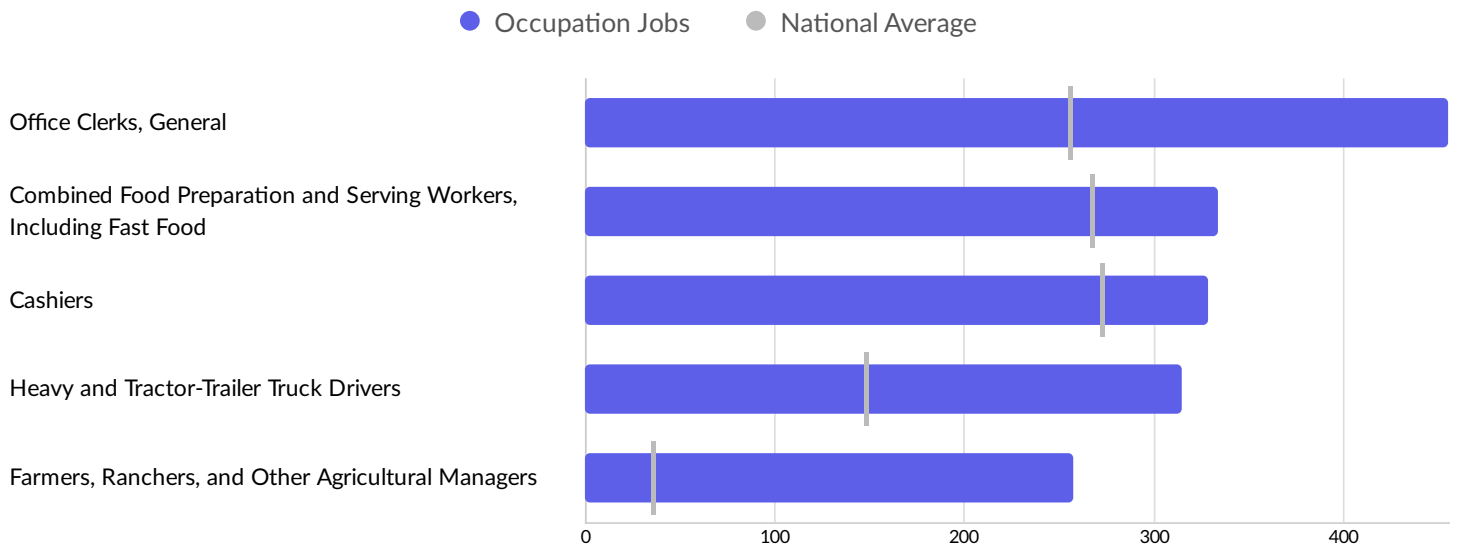
Top Growing Industries



Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Restaurants and Other Eating Places	527	750	223	+42%	\$14,000
Grocery and Related Product Merchant Wholesalers	26	184	158	+608%	\$59,774
Animal Production	275	406	131	+48%	\$33,094
Dairy Product Manufacturing	78	159	81	+104%	\$55,484
Religious Organizations	172	247	75	+44%	\$14,995

Workforce Characteristics

Largest Occupations

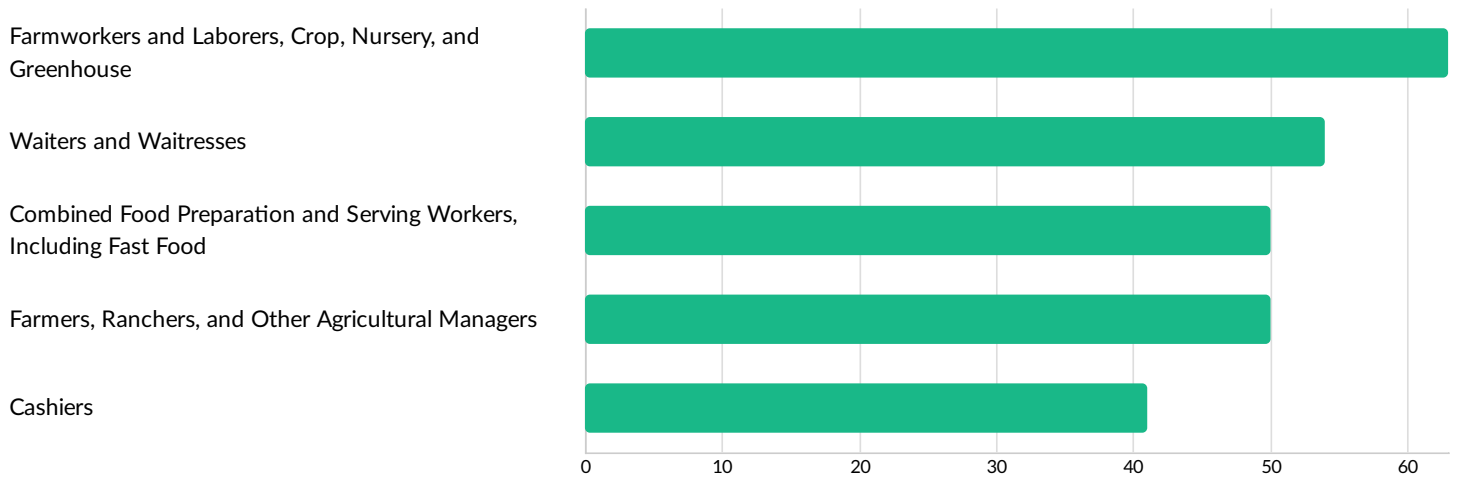


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Office Clerks, General	452	456	4	+1%	\$17.58
Combined Food Preparation and Serving Workers, Including Fast Food	284	334	50	+18%	\$9.94
Cashiers	288	329	41	+14%	\$10.60
Heavy and Tractor-Trailer Truck Drivers	345	315	-30	-9%	\$23.82
Farmers, Ranchers, and Other Agricultural Managers	208	258	50	+24%	\$14.54

Workforce Characteristics - Cont

Top Growing Occupations

● Occupation Jobs Change

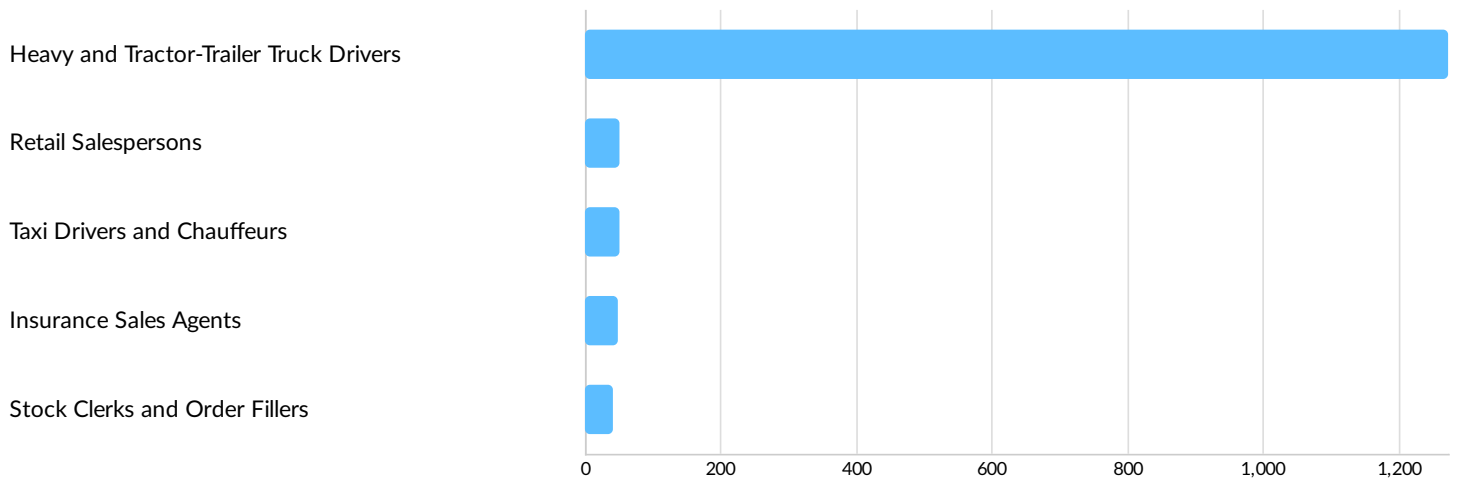


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	105	168	63	+60%	\$12.44
Waiters and Waitresses	151	205	54	+36%	\$10.38
Farmers, Ranchers, and Other Agricultural Managers	208	258	50	+24%	\$14.54
Combined Food Preparation and Serving Workers, Including Fast Food	284	334	50	+18%	\$9.94
Cashiers	288	329	41	+14%	\$10.60

Workforce Characteristics

Top Posted Occupations

● Occupation Jobs Change



Occupation	Jan 2017 Unique Postings	Dec 2017 Unique Postings	Jan 2017 - Dec 2017 Avg. Unique	2016 Avg. Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	351	1,273	610	\$23.82
Retail Salespersons	15	52	21	\$13.12
Taxi Drivers and Chauffeurs	175	50	81	\$10.58
Insurance Sales Agents	43	48	32	\$35.77
Stock Clerks and Order Fillers	19	41	20	\$13.15

Educational Pipeline

In 2016, there were 1,472 graduates in Pierce County, WI. This pipeline has shrunk by 5% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", "Biology/Biological Sciences, General", and "Animal Sciences, General".

