

People QuickFacts	Pierce County	Wisconsin
Population, 2014 estimate	40,958	5,757,564
Population, 2013 estimate	40,733	5,742,953
Population, 2010 (April 1) estimates base	41,019	5,687,289
Population, percent change - April 1, 2010 to July 1, 2014	-0.1%	1.2%
Population, percent change - April 1, 2010 to July 1, 2013	-0.7%	1.0%
Population, 2010	41,019	5,686,986
Persons under 5 years, percent, 2013	5.5%	6.0%
Persons under 18 years, percent, 2013	21.5%	22.8%
Persons 65 years and over, percent, 2013	12.0%	14.8%
Female persons, percent, 2013	50.6%	50.3%
White alone, percent, 2013 (a)	96.7%	88.1%
Black or African American alone, percent, 2013 (a)	0.6%	6.5%
American Indian and Alaska Native alone, percent, 2013 (a)	0.4%	1.1%
Asian alone, percent, 2013 (a)	0.9%	2.5%
Native Hawaiian and Other Pacific Islander alone, percent, 2013 (a)	Z	Z
Two or More Races, percent, 2013	1.3%	1.7%
Hispanic or Latino, percent, 2013 (b)	1.8%	6.3%
White alone, not Hispanic or Latino, percent, 2013	95.1%	82.5%
Living in same house 1 year & over, percent, 2009-2013	83.3%	85.8%
Foreign born persons, percent, 2009-2013	1.4%	4.7%
Language other than English spoken at home, pct age 5+, 2009-2013	3.2%	8.6%
High school graduate or higher, percent of persons age 25+, 2009-2013	93.5%	90.4%
Bachelor's degree or higher, percent of persons age 25+, 2009-2013	25.7%	26.8%
Veterans, 2009-2013	2,696	408,870
Mean travel time to work (minutes), workers age 16+, 2009-2013	27.3	21.7
Housing units, 2013	16,186	2,633,330
Homeownership rate, 2009-2013	73.7%	68.1%
Housing units in multi-unit structures, percent, 2009-2013	16.8%	25.4%
Median value of owner-occupied housing units, 2009-2013	\$191,300	\$167,100
Households, 2009-2013	15,069	2,288,332
Persons per household, 2009-2013	2.53	2.43
Per capita money income in past 12 months (2013 dollars), 2009-2013	\$27,462	\$27,523
Median household income, 2009-2013	\$59,226	\$52,413
Persons below poverty level, percent, 2009-2013	12.4%	13.0%

Business QuickFacts	Pierce County	Wisconsin
Private nonfarm establishments, 2013	788	137,983
Private nonfarm employment, 2013	6,442	2,401,032
Private nonfarm employment, percent change, 2012-2013	1.7%	0.5%
Nonemployer establishments, 2012	2,694	336,059
Total number of firms, 2007	3,519	433,797
Black-owned firms, percent, 2007	F	2.6%
American Indian- and Alaska Native-owned firms, percent, 2007	F	0.6%
Asian-owned firms, percent, 2007	1.7%	1.6%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	F	S
Hispanic-owned firms, percent, 2007	F	1.3%
Women-owned firms, percent, 2007	28.9%	25.9%
Manufacturers shipments, 2007 (\$1000)	529,045	163,563,195
Merchant wholesaler sales, 2007 (\$1000)	D	59,996,244
Retail sales, 2007 (\$1000)	208,532	72,283,321
Retail sales per capita, 2007	\$5,243	\$12,904
Accommodation and food services sales, 2007 (\$1000)	32,888	9,247,311
Building permits, 2013	106	13,869

Geography QuickFacts	Pierce County	Wisconsin
Land area in square miles, 2010	573.75	54,157.80
Persons per square mile, 2010	71.5	105
FIPS Code	93	55
Metropolitan or Micropolitan Statistical Area	Minneapolis- <del>St. Paul</del>	

(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

FN: Footnote on this item for this area in place of data

NA: Not available

D: Suppressed to avoid disclosure of confidential information

X: Not applicable

S: Suppressed; does not meet publication standards

Z: Value greater than zero but less than half unit of measure shown

F: Fewer than 100 firms

Source: US Census Bureau State & County QuickFacts



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