

# Town of River Falls Profile

# Pierce County, WI

## POPULATION

	1970	1980	1990	2000	2010
Town of River Falls	1,642	2,168	1,944	2,304	2,271
County of Pierce	26,652	31,149	32,765	36,804	41,019
State of Wisconsin	4,417,821	4,705,642	4,891,599	5,363,675	5,686,986

Source: U.S. Census Bureau

## HOUSING UNITS

	1970	1980	1990	2000	2010
Town of River Falls	477	742	644	821	879
County of Pierce	7,826	10,354	11,536	13,493	16,132
State of Wisconsin	1,472,332	1,863,897	2,055,676	2,321,144	2,624,358

Source: U.S. Census Bureau

## REAL ESTATE EQUALIZED VALUES

Millions of Dollars

	2010	2011	2012	2013	2014
Town of River Falls \$	218	201	202	201	212
County of Pierce \$	2,907	2,792	2,710	2,681	2,758
State of Wisconsin \$	483,967	475,506	459,699	455,740	466,816

Source: State of Wisconsin Department of Revenue

## PER CAPITA PERSONAL INCOME

	2009	2010	2011	2012	2013
County of Pierce \$	32,752	32,899	35,048	36,698	36,788
State of Wisconsin \$	38,380	38,728	40,780	42,475	43,244
United States \$	39,379	40,144	42,332	44,200	44,765

Source: U.S. Department of Commerce, Bureau of Economic Analysis

## UNEMPLOYMENT TRENDS

	2011	2012	2013	2014
Pierce County Labor Force	24,005	23,900	24,046	24,371
Number Employed	22,552	22,577	22,772	23,276
Number Unemployed	1,453	1,323	1,274	1,095
Pierce County Unemployment Rate %	6.1	5.5	5.3	4.5
Wisconsin Unemployment Rate %	7.8	7.0	6.8	5.5
U.S. Unemployment Rate %	8.9	8.1	7.4	6.2

Source: State of Wisconsin Department of Workforce Development

## EMPLOYMENT BY INDUSTRY - 2000

Agriculture, Forestry, Fishing/Hunting, Mining:	45
Construction:	101
Manufacturing:	202
Wholesale Trade:	36
Retail Trade:	98
Transportation and Warehousing and Utilities:	64
Information:	33
Finance, Ins, Real Estate, Rental/leasing:	82
Prof, Scientific, Mgt, Admin and Waste Mgt Serv:	109
Educational, Health Social Serv:	376
Arts, Entertain, Rec, Accom and Food Serv:	104
Other Services (except public admin):	65
Public Admin:	25
Total Employment by Industry	1340

Source: U.S. Census Bureau

## 2012 WAGE ESTIMATES

	Average	Experienced
Office Clerks:	15.09	17.36
Welders, Cutters, Solderers and Brazers:	20.37	22.73
Heavy and Tractor Trailer Truck Driver:	21.96	24.90
Computer Programmer:	38.23	44.88
Construction Laborers:	22.99	26.79
*Financial Mgr, Branch or Dept:	59.03	70.12
Mtce Workers, Machinery:	21.76	24.54
Janitors and Cleaners, Except Maids:	12.42	14.31
Lic Prac Nurse:	20.67	22.50
Retail Salesperson:	11.46	13.12

\*Occupation data not available, data shown reflects nearest match to occupation.

Source: Wis. Dept. of Workforce Development

## EDUCATION

	County*	State**
*2013-2014 **2012-2013 High School Drop Out Rate %:	0.49	1.35

Source: Wisconsin Department of Public Instruction

## 2014 TAXES

### -Local Property Taxes-

2014 Effective Full Value Rate/\$1000:	17.97
2014 Real and Pers Property Full Value:	212,495,700

Source: State of Wisconsin Department of Revenue

### -LOCAL CONTACT-

Name:	Ruth Stern, Town Clerk
Address:	W8378 770th Ave
City, State, and Zip	River Falls, WI 54022
Telephone:	(715) 425-7373 clerk@riverfallstown.com

### -REGIONAL CONTACT-

Mississippi River Regional Planning Commission	1707 Main Street, Suite 435 La Crosse, WI 54601
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