



Pierce County, WI

Mississippi River Regional Planning Commission



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La Crosse, Wisconsin 54601

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Report Parameters

1 County

55093	Pierce County, WI
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Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

42,836

Population (2019)

Population **grew by 1,812** over the last 5 years and is projected to **grow by 1,518** over the next 5 years.

12,464

Total Regional Employment

Jobs **grew by 828** over the last 5 years and are projected to **grow by 803** over the next 5 years.

\$66.8K

Median Household Income (2017)

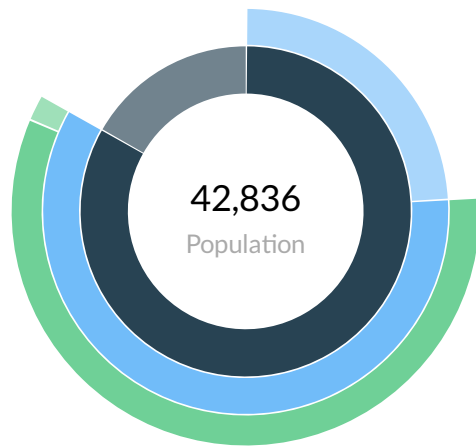
Median household income is **\$9.1K above** the national median household income of \$57.7K.

Takeaways

- As of 2019 the region's population **increased by 4.4%** since 2014, growing by 1,812. Population is expected to **increase by 3.5%** between 2019 and 2024, adding 1,518.
- From 2014 to 2019, jobs **increased by 7.1%** in Pierce County, WI from 11,636 to **12,464**. This change **outpaced the national growth rate of 6.9% by 0.2%**. As the number of jobs increased, the **labor force participation rate decreased from 71.2% to 71.1% between 2014 and 2019**.
- Concerning educational attainment, **18.0% of Pierce County, WI residents possess a Bachelor's Degree** (0.8% below the national average), and **11.7% hold an Associate's Degree** (3.6% above the national average).
- The top three industries in 2019 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Education and Hospitals (State Government).

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	42,836	25,340	12,464	99.8	\$1.19B	\$2.12B	\$1.29B
La Crosse, WI (in La Crosse county) (ZIP 54601)	50,333	N/A	40,144	99.5	\$3.81B	\$4.14B	\$5.02B
Vernon County, WI	30,942	15,432	10,499	97.5	\$975.45M	\$1.69B	\$1.09B

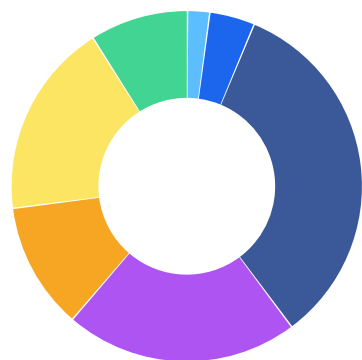
2019 Labor Force Breakdown



	Population
● Total Working Age Population	35,616
● Not in Labor Force (15+)	10,276
● Labor Force	25,340
● Employed	24,562
● Unemployed	778
● Under 15	7,219

Educational Attainment

Concerning educational attainment, **18.0% of Pierce County, WI residents possess a Bachelor's Degree** (0.8% below the national average), and **11.7% hold an Associate's Degree** (3.6% above the national average).

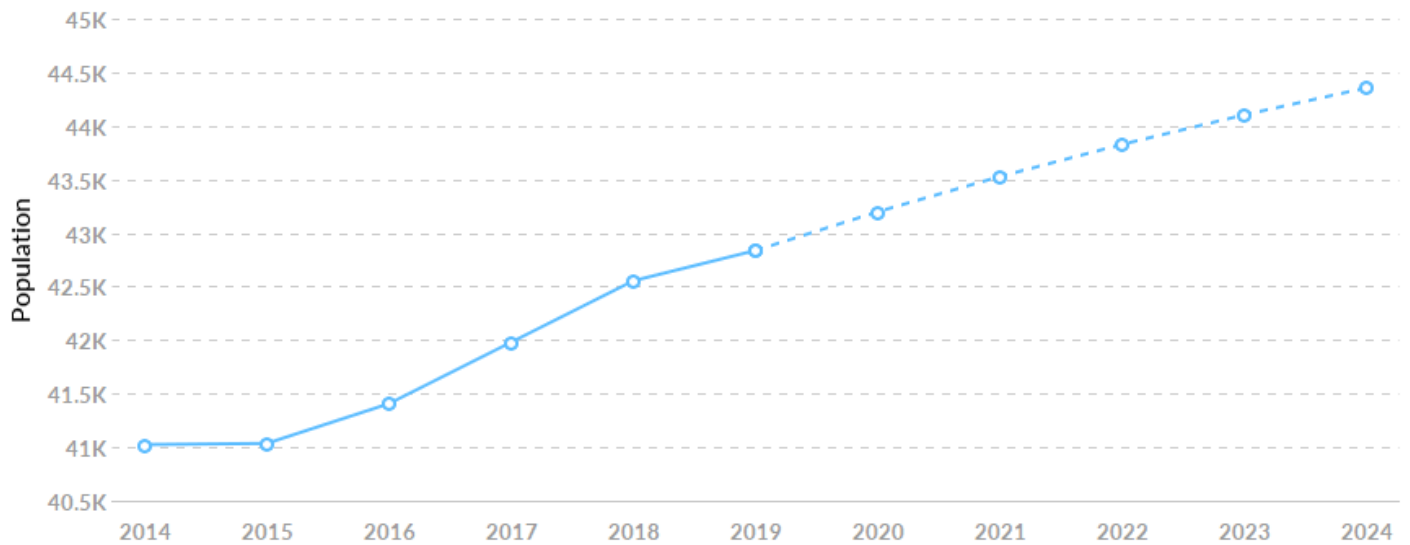


	% of Population	Population
● Less Than 9th Grade	2.0%	554
● 9th Grade to 12th Grade	4.2%	1,135
● High School Diploma	33.5%	9,111
● Some College	21.5%	5,847
● Associate's Degree	11.7%	3,177
● Bachelor's Degree	18.0%	4,905
● Graduate Degree and Higher	9.0%	2,459

Historic & Projected Trends

Population Trends

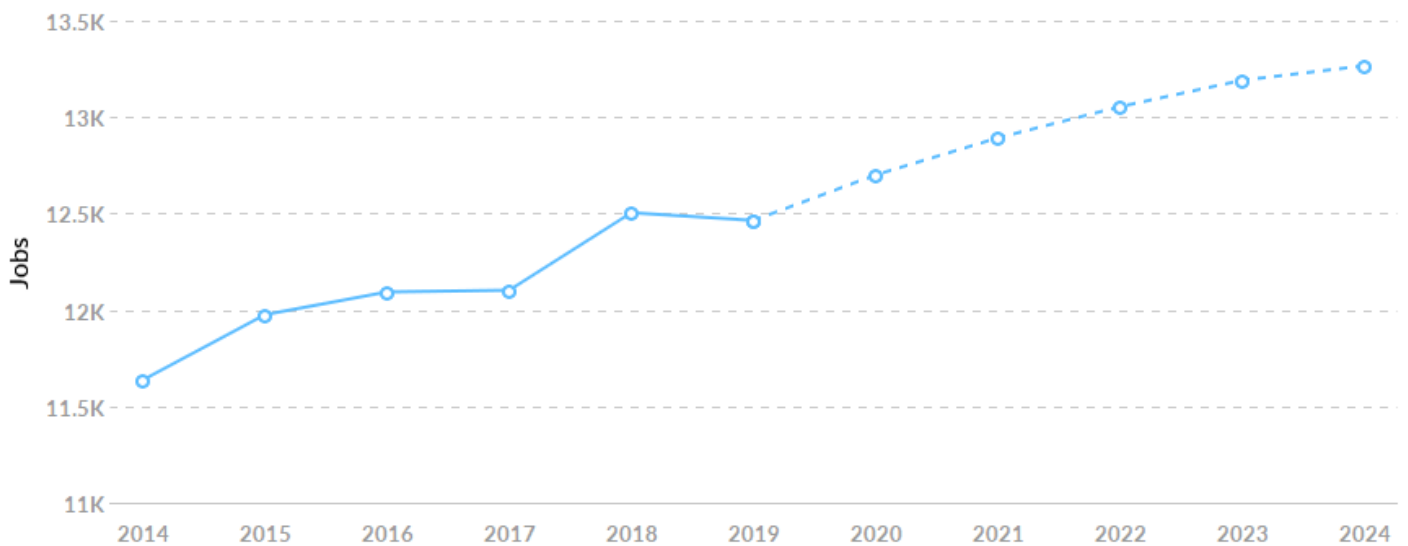
As of 2019 the region's population **increased by 4.4%** since 2014, growing by 1,812. Population is expected to **increase by 3.5%** between 2019 and 2024, adding 1,518.



Timeframe	Population
2014	41,024
2015	41,035
2016	41,406
2017	41,980
2018	42,553
2019	42,836
2020	43,197
2021	43,526
2022	43,826
2023	44,102
2024	44,354

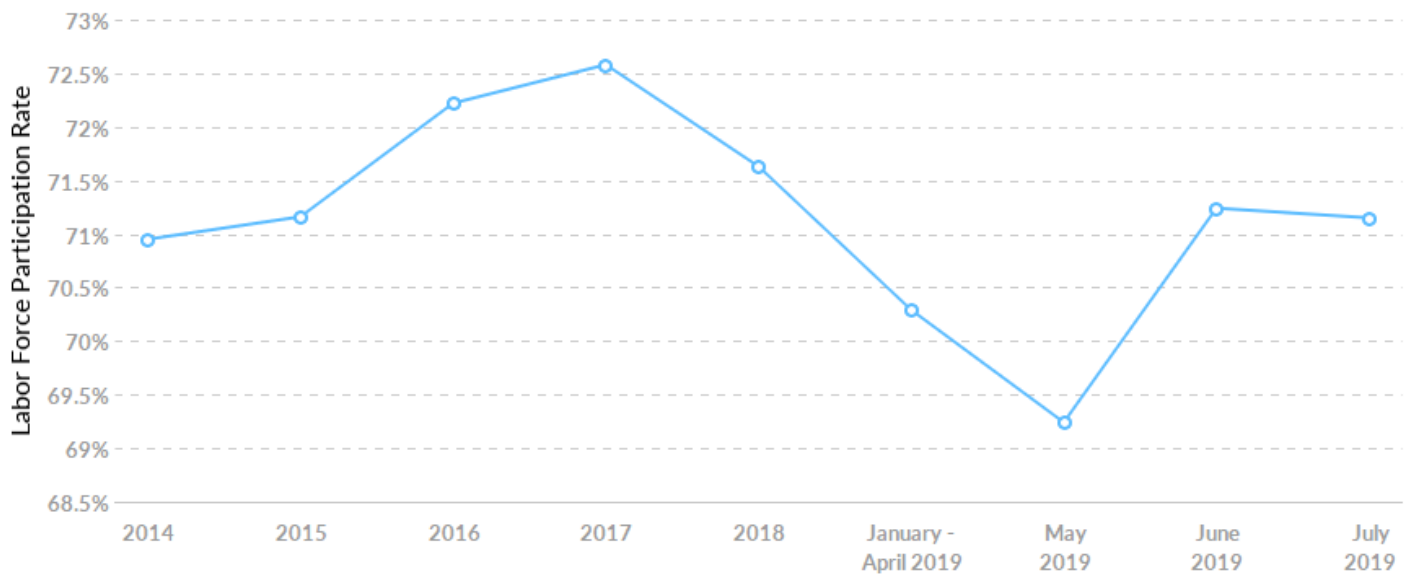
Job Trends

From 2014 to 2019, jobs increased by 7.1% in Pierce County, WI from 11,636 to 12,464. This change **outpaced the national growth rate of 6.9% by 0.2%.**



Timeframe	Jobs
2014	11,636
2015	11,975
2016	12,093
2017	12,102
2018	12,504
2019	12,464
2020	12,700
2021	12,892
2022	13,054
2023	13,191
2024	13,266

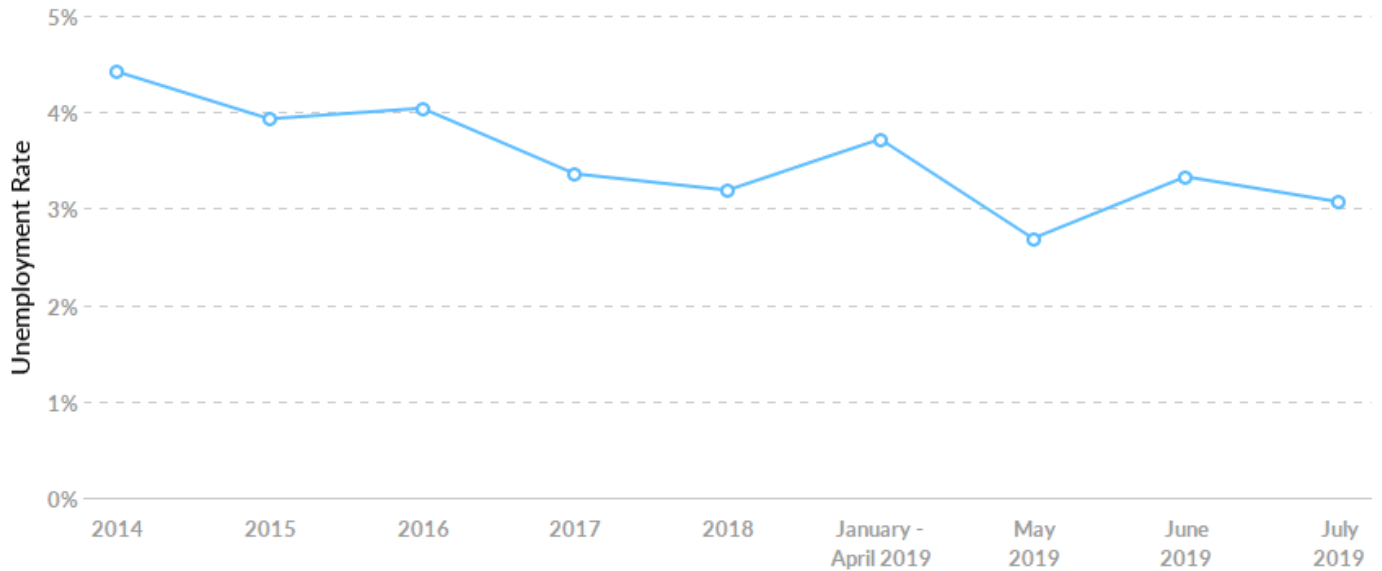
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	70.95%
2015	71.16%
2016	72.22%
2017	72.58%
2018	71.63%
January - April 2019	70.29%
May 2019	69.24%
June 2019	71.24%
July 2019	71.15%

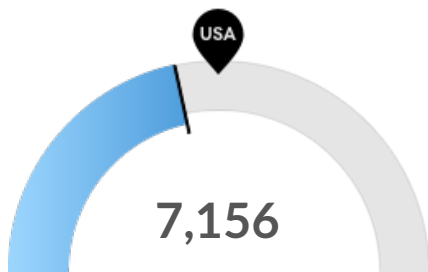
Unemployment Rate Trends

Pierce County, WI had a July 2019 unemployment rate of 3.07%, **decreasing from 4.42% 5 years before.**



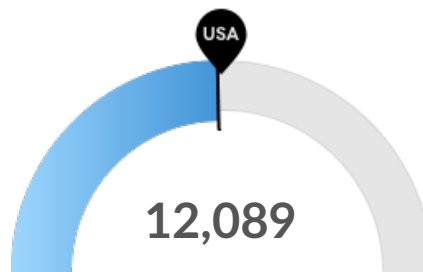
Timeframe	Unemployment Rate
2014	4.42%
2015	3.93%
2016	4.04%
2017	3.36%
2018	3.19%
January - April 2019	3.72%
May 2019	2.69%
June 2019	3.33%
July 2019	3.07%

Population Characteristics



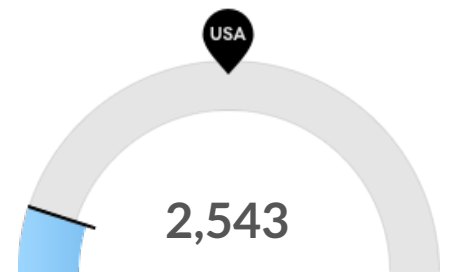
Millennials

Pierce County, WI has 7,156 millennials (ages 25-39). The national average for an area this size is 8,748.



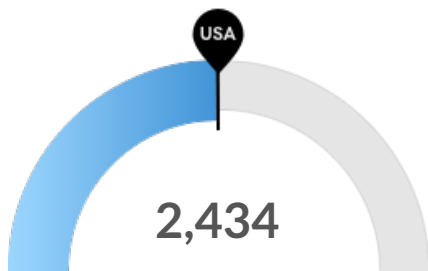
Retiring Soon

Retirement risk is about average in Pierce County, WI. The national average for an area this size is 12,318 people 55 or older, while there are 12,089 here.



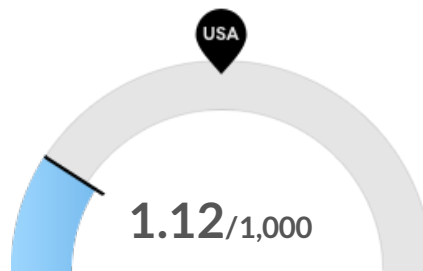
Racial Diversity

Racial diversity is low in Pierce County, WI. The national average for an area this size is 16,859 racially diverse people, while there are 2,543 here.



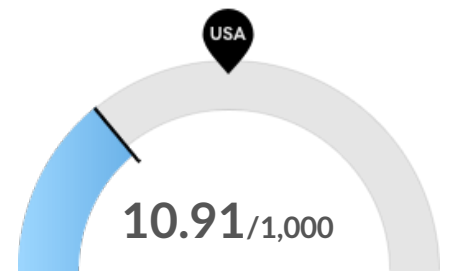
Veterans

Pierce County, WI has 2,434 veterans. The national average for an area this size is 2,445.



Violent Crime

Pierce County, WI has 1.12 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

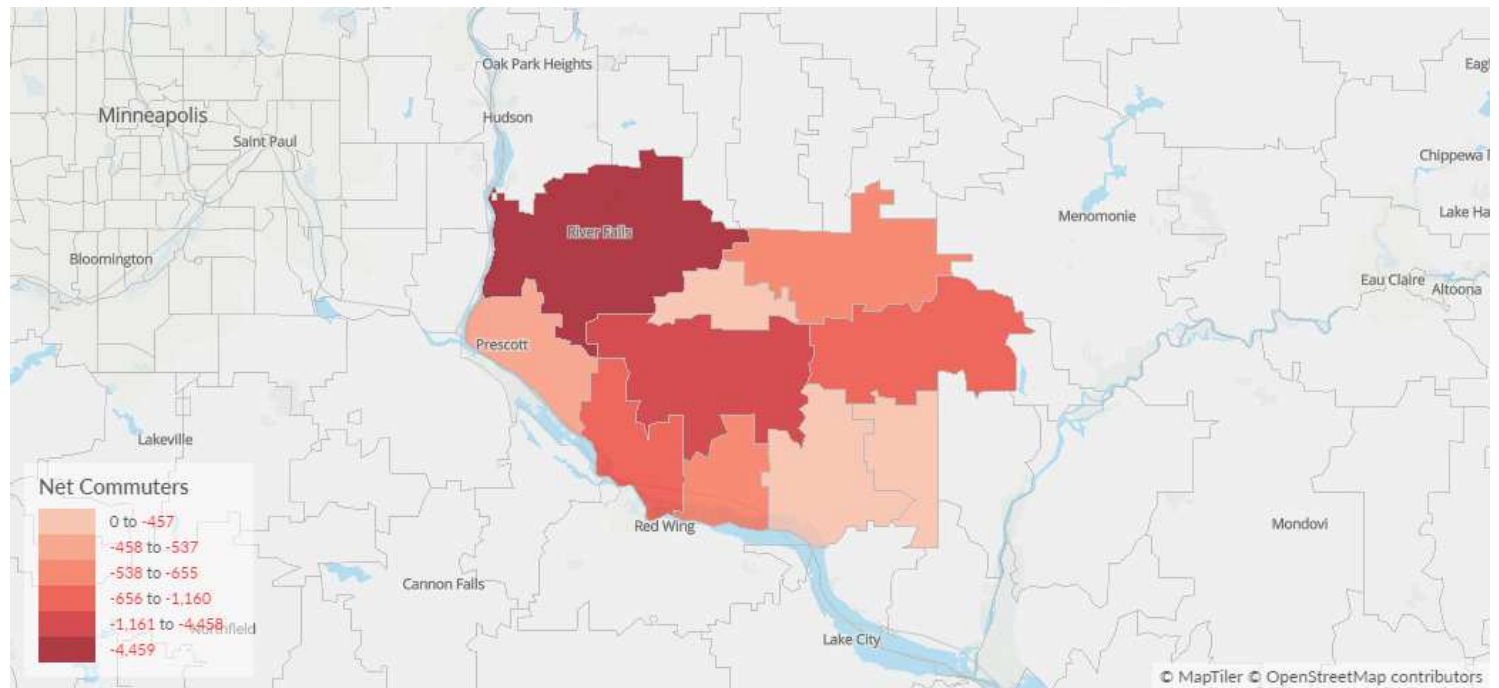


Property Crime

Pierce County, WI has 10.91 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

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

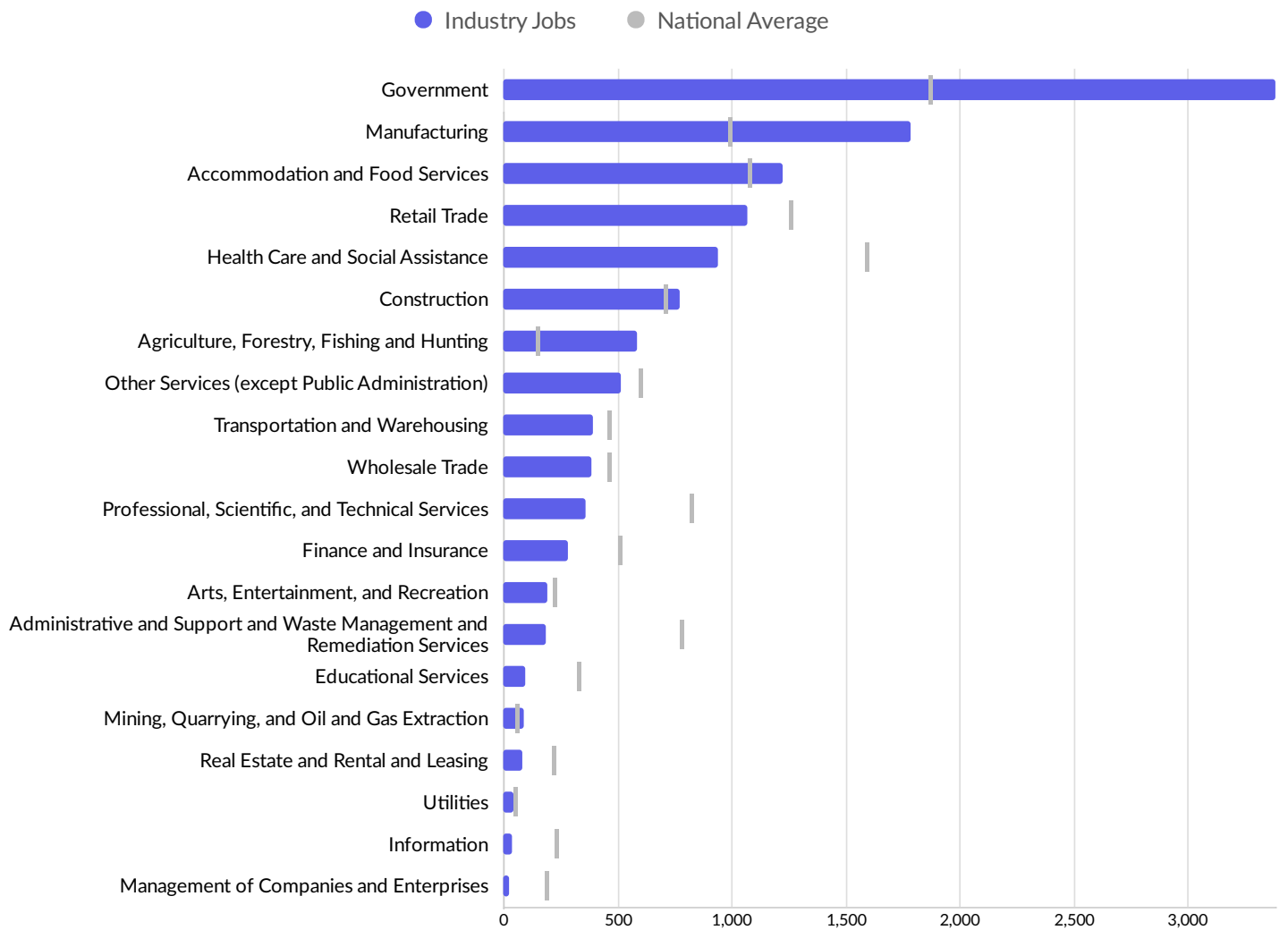
ZIP	Name	2019 Employment
54022	River Falls, WI (in Pierc...	5,613
54021	Prescott, WI (in Pierce ...	2,077
54011	Ellsworth, WI (in Pierce...	1,966
54767	Spring Valley, WI (in Pie...	1,236
54740	Elmwood, WI (in Pierce...	458

Where Talent Lives

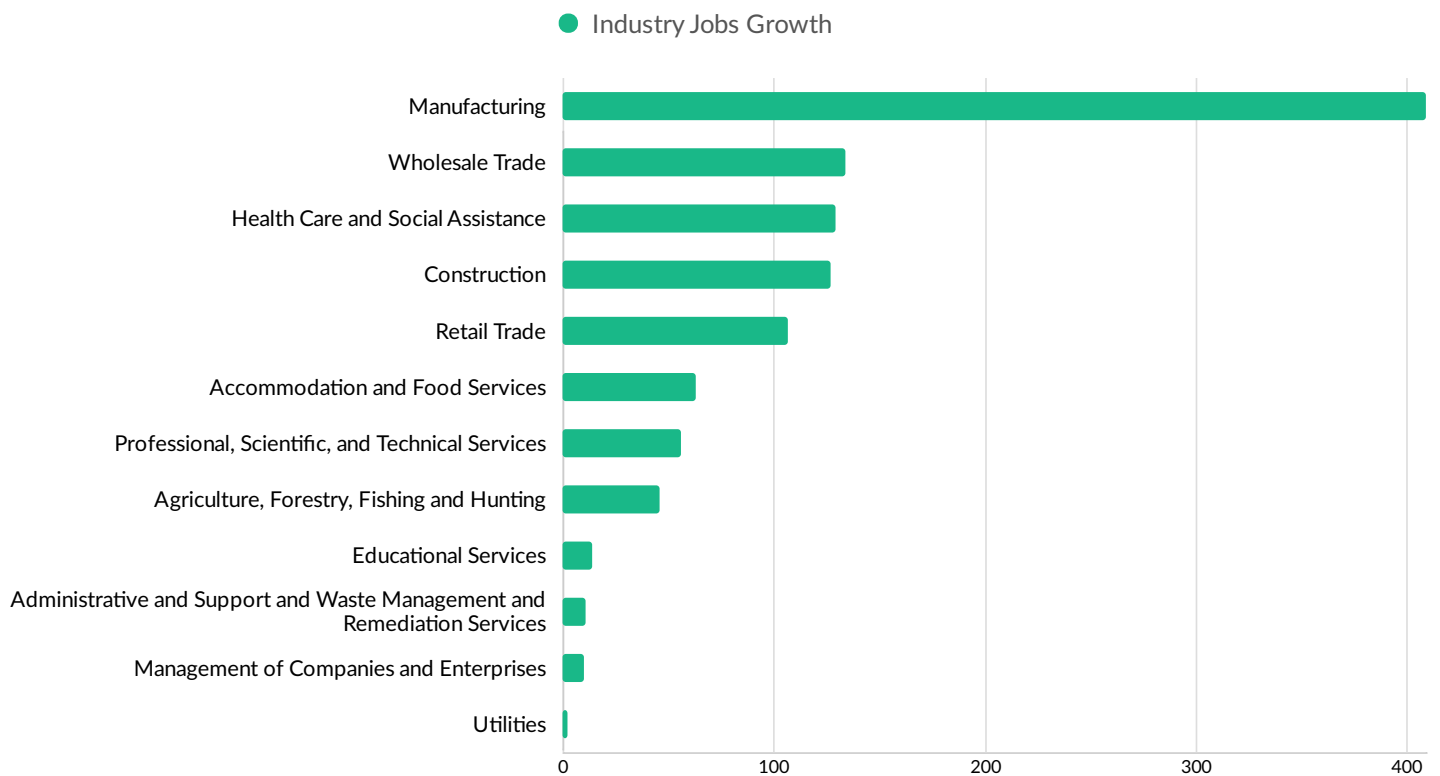
ZIP	Name	2019 Workers
54022	River Falls, WI (in Pierc...	10,071
54011	Ellsworth, WI (in Pierce...	3,127
54021	Prescott, WI (in Pierce ...	2,535
54767	Spring Valley, WI (in Pie...	1,806
54740	Elmwood, WI (in Pierce...	1,113

Industry Characteristics

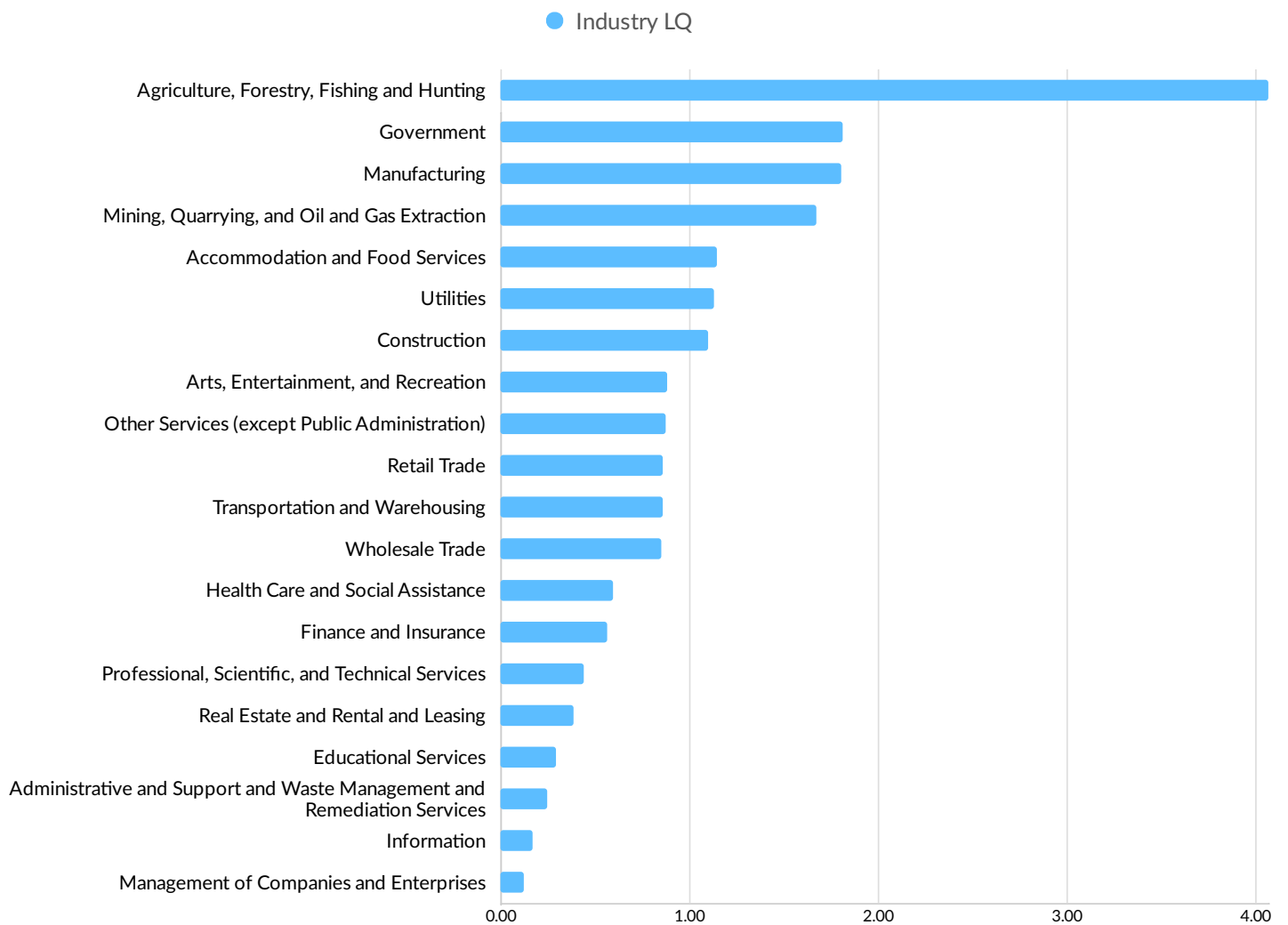
Largest Industries



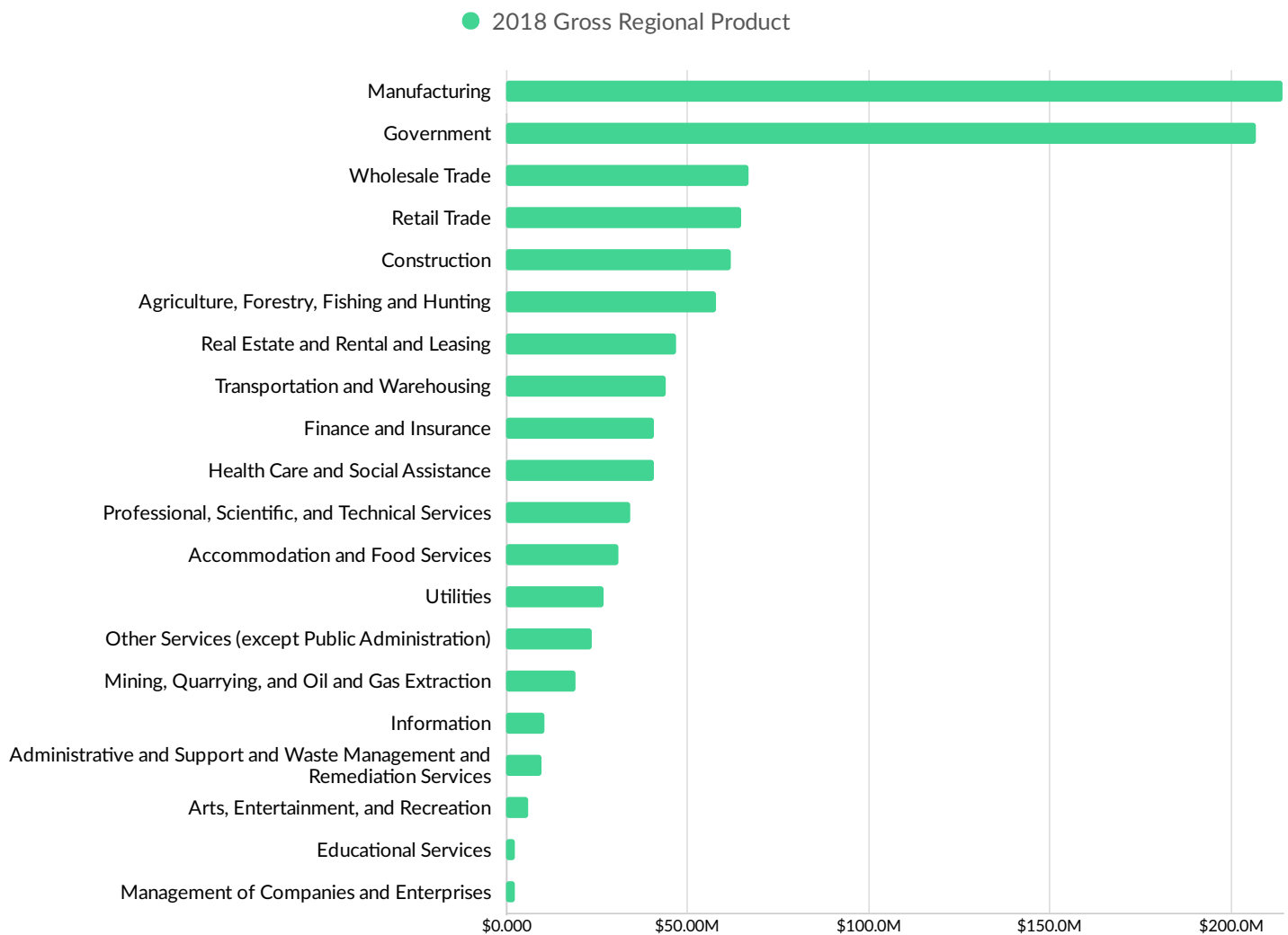
Top Growing Industries



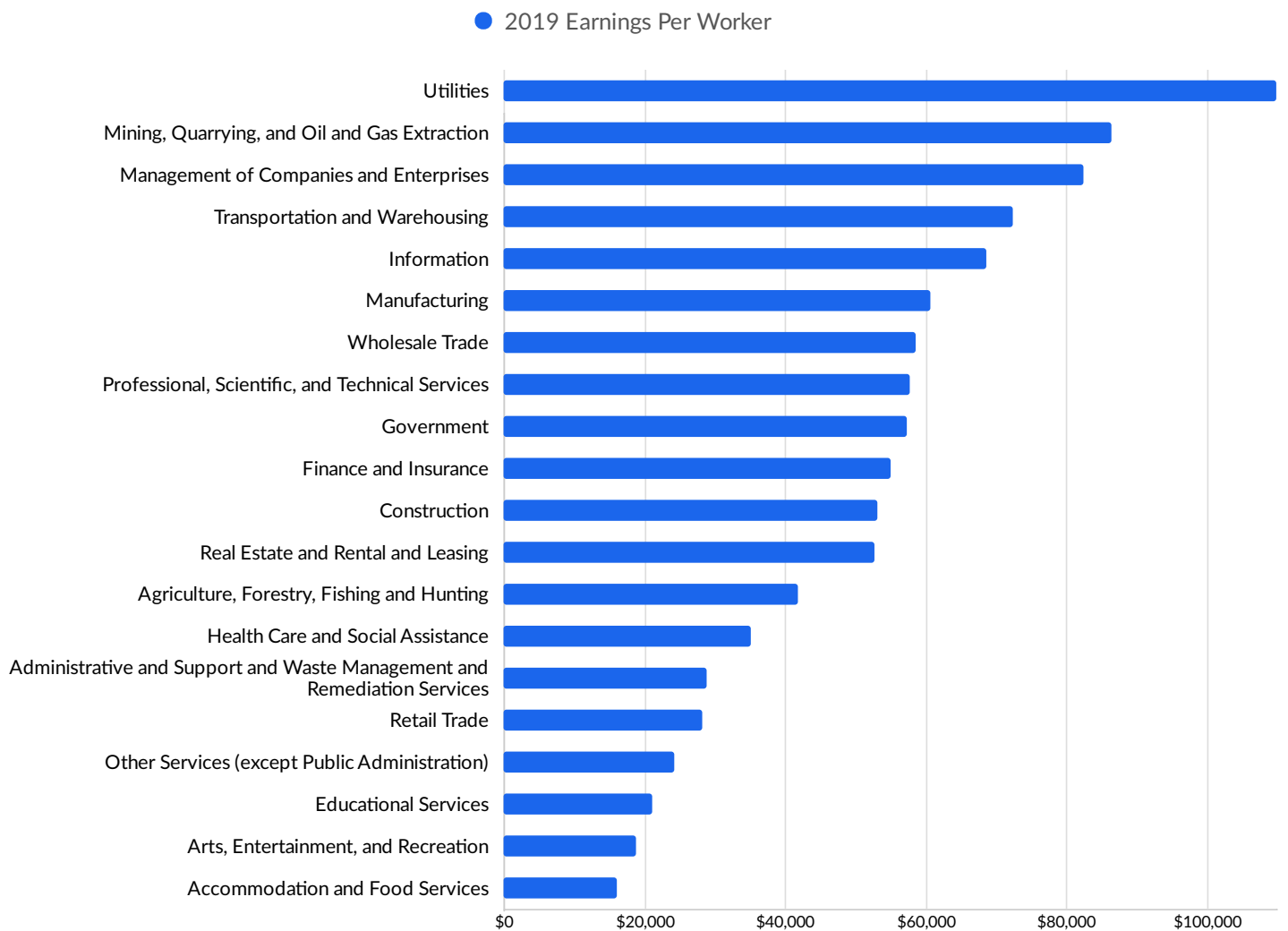
Top Industry LQ



Top Industry GRP



Top Industry Earnings
















Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2018 GRP
Government	3,468	3,385	-83	-2%	1.81	\$57,423	\$206.95M
Manufacturing	1,374	1,783	409	+30%	1.81	\$60,604	\$214.32M
Accommodation and Food Services	1,165	1,228	63	+5%	1.15	\$16,155	\$30.84M
Retail Trade	963	1,070	107	+11%	0.86	\$28,159	\$65.06M
Health Care and Social Assistance	813	942	129	+16%	0.59	\$35,142	\$40.70M
Construction	644	771	127	+20%	1.10	\$53,172	\$62.22M
Agriculture, Forestry, Fishing and Hunting	540	586	46	+9%	4.07	\$41,806	\$58.03M
Other Services (except Public Administration)	548	519	-29	-5%	0.88	\$24,271	\$23.55M
Transportation and Warehousing	445	393	-52	-12%	0.86	\$72,507	\$44.20M
Wholesale Trade	253	387	134	+53%	0.85	\$58,550	\$67.09M
Professional, Scientific, and Technical Services	306	362	56	+18%	0.44	\$57,702	\$34.25M
Finance and Insurance	317	283	-34	-11%	0.57	\$55,054	\$41.02M
Arts, Entertainment, and Recreation	192	191	-1	-1%	0.88	\$18,775	\$5.94M
Administrative and Support and Waste Management and Remediation Services	179	190	11	+6%	0.24	\$28,954	\$9.61M
Educational Services	82	96	14	+17%	0.30	\$21,057	\$2.32M
Mining, Quarrying, and Oil and Gas Extraction	148	88	-60	-41%	1.68	\$86,372	\$19.02M
Real Estate and Rental and Leasing	91	81	-10	-11%	0.38	\$52,719	\$46.87M
Utilities	46	48	2	+4%	1.13	\$109,886	\$26.74M
Information	50	39	-11	-22%	0.17	\$68,580	\$10.70M
Management of Companies and Enterprises	13	23	10	+77%	0.13	\$82,365	\$2.27M

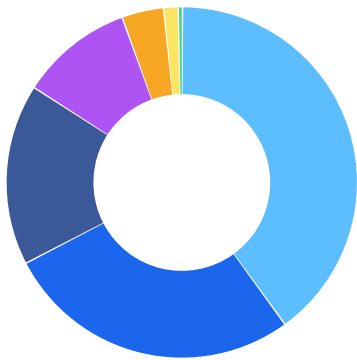
Business Characteristics

4,390 Companies Employ Your Workers

Online profiles for your workers mention 4,390 companies as employers, with the top 10 appearing below. In the last 12 months, 898 companies in Pierce County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Wisconsin-Madison	266 	CRST International, Inc.	480 
3M Company	109 	Treasure Island Resort & Casino	382 
Andersen Corporation	66 	HealthCare Employment Netwo...	370 
Allina Health System	50 	Roehl Transport, Inc.	240 
Mayo Clinic	40 	Ashley Furniture Industries, Inc.	232 
Red Wing Shoe Company, Inc.	37 	Wal-Mart Stores, Inc.	192 
River Falls Sch Dist	37 	Teach For America, Inc.	177 
Target Corporation	28 	Telereach Inc	174 
Biodiagnostics Inc	26 	VIPKID	162 
Menard, Inc.	26 	Platinum Supplemental Insuranc...	156 

Business Size



	Percentage	Business Count
1 to 4 employees	39.9%	507
5 to 9 employees	27.4%	348
10 to 19 employees	16.7%	212
20 to 49 employees	10.4%	132
50 to 99 employees	3.9%	49
100 to 249 employees	1.3%	17
250 to 499 employees	0.4%	5

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

Largest Occupations

● Occupation Jobs ● National Average

Top Growing Occupations

● Occupation Jobs Growth

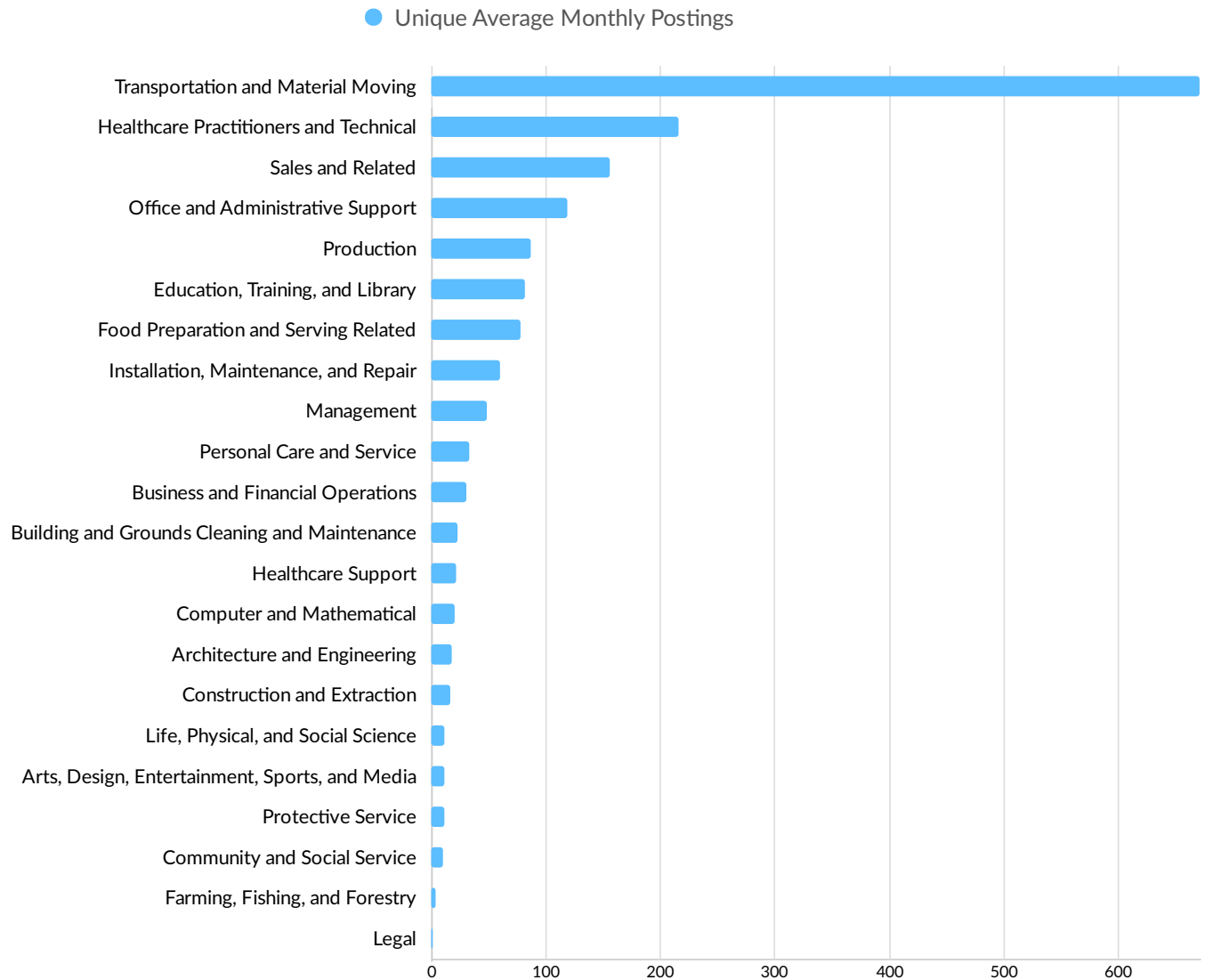
Top Occupation LQ

● Occupation LQ

Top Occupation Earnings

● 2018 Median Hourly Earnings

Top Posted Occupations



Underemployment

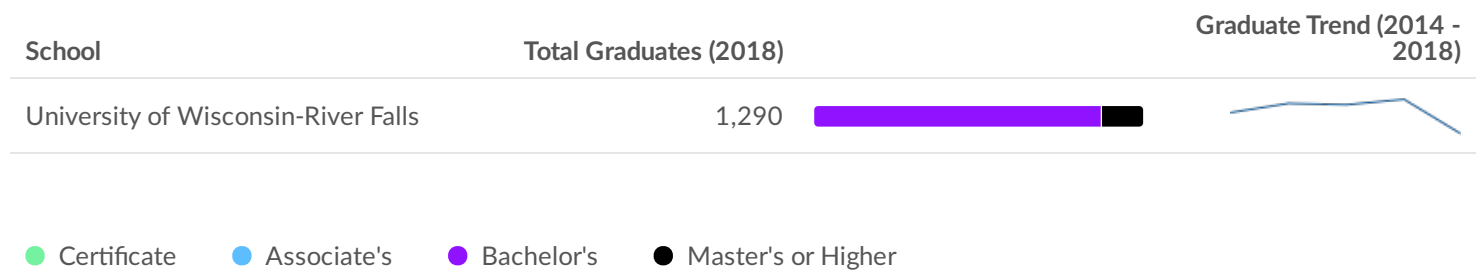
● Jobs Requiring Ed. Level ● Population at Ed. Level

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Education, Training, and Library	1,487	1,510	23	+2%	2.14	\$23.30	82
Office and Administrative Support	1,492	1,462	-30	-2%	0.82	\$17.56	119
Food Preparation and Serving Related	1,287	1,357	70	+5%	1.31	\$10.27	78
Production	1,014	1,248	234	+23%	1.72	\$17.59	87
Sales and Related	857	922	65	+8%	0.75	\$14.63	156
Management	745	805	60	+8%	1.12	\$36.27	49
Transportation and Material Moving	735	748	13	+2%	0.87	\$21.64	672
Construction and Extraction	603	669	66	+11%	1.16	\$23.62	17
Personal Care and Service	409	522	113	+28%	0.95	\$12.53	33
Installation, Maintenance, and Repair	431	460	29	+7%	0.95	\$22.42	61
Business and Financial Operations	334	396	62	+19%	0.61	\$31.71	31
Healthcare Practitioners and Technical	293	336	43	+15%	0.49	\$29.07	216
Building and Grounds Cleaning and Maintenance	285	287	2	+1%	0.64	\$13.60	23
Protective Service	294	287	-7	-2%	1.03	\$19.51	11
Farming, Fishing, and Forestry	226	263	37	+16%	2.84	\$12.89	3
Arts, Design, Entertainment, Sports, and Media	236	243	7	+3%	1.07	\$16.25	12
Healthcare Support	229	217	-12	-5%	0.65	\$14.22	22
Architecture and Engineering	142	213	71	+50%	1.02	\$39.57	18

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Community and Social Service	203	183	-20	-10%	0.87	\$23.58	10
Computer and Mathematical	136	152	16	+12%	0.42	\$33.36	21
Life, Physical, and Social Science	67	65	-2	-3%	0.65	\$40.42	12
Legal	76	65	-11	-14%	0.63	\$32.02	2
Military-only	54	53	-1	-2%	0.70	\$20.88	0

Educational Pipeline

In 2018, there were 1,290 graduates in Pierce County, WI. This pipeline has shrunk by 9% 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".



In-Demand Skills

