



# Pierce County, WI

Mississippi River Regional Planning Commission



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La Crosse, Wisconsin 54601

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## Report Parameters

### 1 County

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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

43,500

Population (2020)

Population **grew by 2,431** over the last 5 years and is projected to **grow by 3,181** over the next 5 years.

12,362

Total Regional Employment

Jobs **decreased by 23** over the last 5 years but are projected to **grow by 439** over the next 5 years.

\$72.3K

Median Household Income (2019)

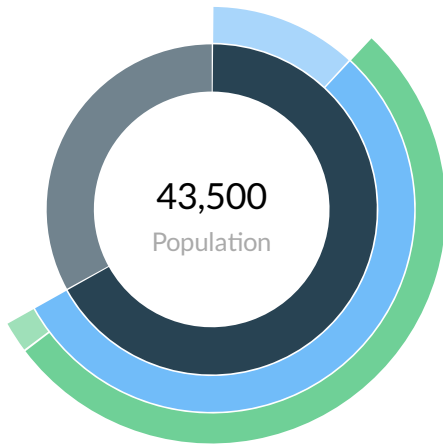
Median household income is **\$9.5K above** the national median household income of \$62.8K.

## Takeaways

- As of 2020 the region's population **increased by 5.9%** since 2015, growing by 2,431. Population is expected to **increase by 7.3%** between 2020 and 2025, adding 3,181.
- From 2015 to 2020, jobs **declined by 0.2%** in Pierce County, WI from 12,385 to **12,362**. This change **fell short of the national growth rate of 1.3% by 1.5%**. As the number of jobs declined, the **labor force participation rate decreased from 70.4% to 66.6% between 2015 and 2020**.
- Concerning educational attainment, **19.6% of Pierce County, WI residents possess a Bachelor's Degree** (0.5% below the national average), and **12.4% hold an Associate's Degree** (3.8% above the national average).
- The top three industries in 2020 are Education and Hospitals (Local Government), Education and Hospitals (State Government), and Local Government, Excluding Education and Hospitals.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	43,500	23,949	12,362	100.6	\$1.23B	\$2.35B	\$1.44B
Mississippi River Region	326,454	170,469	158,070	100.0	\$15.74B	\$23.65B	\$24.04B
La Crosse, WI (in La Crosse county) (ZIP 54601)	49,579	N/A	38,339	100.2	\$3.89B	\$4.60B	\$5.47B

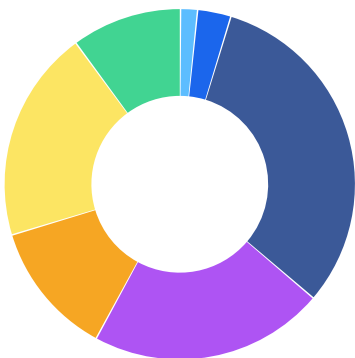
## 2020 Labor Force Breakdown



	Population
● Total Working Age Population	29,092
● Not in Labor Force (15+)	5,143
● Labor Force	23,949
● Employed	22,977
● Unemployed	972
● Under 15	14,409

## Educational Attainment

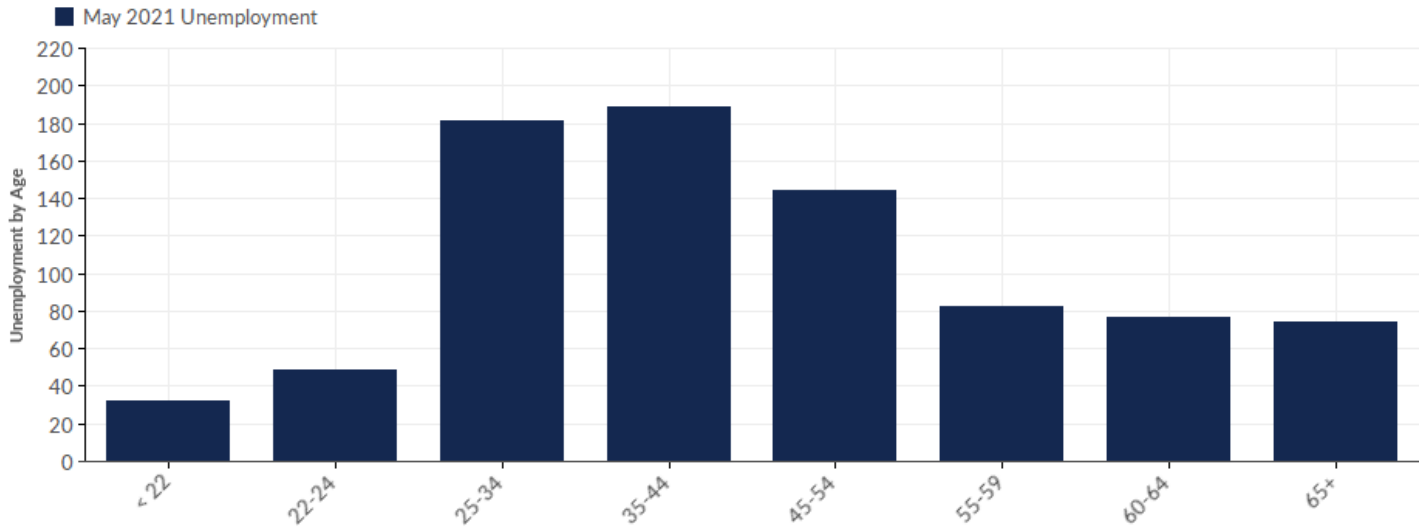
Concerning educational attainment, **19.6% of Pierce County, WI residents possess a Bachelor's Degree** (0.5% below the national average), and **12.4% hold an Associate's Degree** (3.8% above the national average).



	% of Population	Population
● Less Than 9th Grade	1.6%	431
● 9th Grade to 12th Grade	3.1%	850
● High School Diploma	31.5%	8,701
● Some College	21.7%	5,984
● Associate's Degree	12.4%	3,428
● Bachelor's Degree	19.6%	5,405
● Graduate Degree and Higher	10.2%	2,806

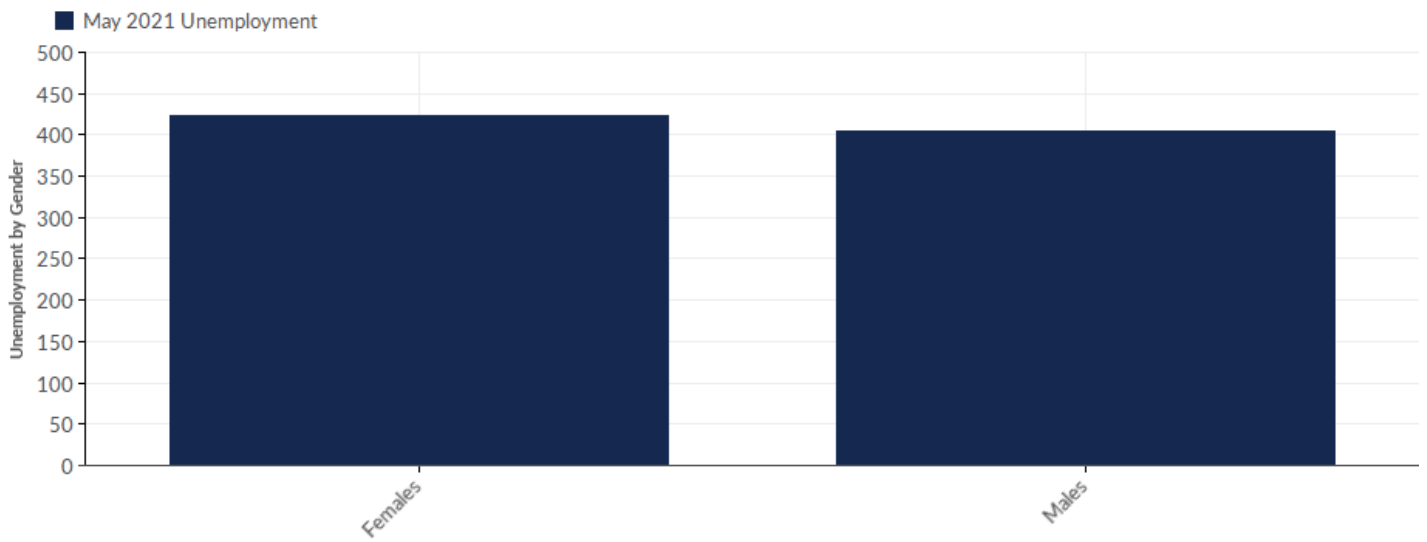
# Unemployment by Demographics

## Unemployment by Age



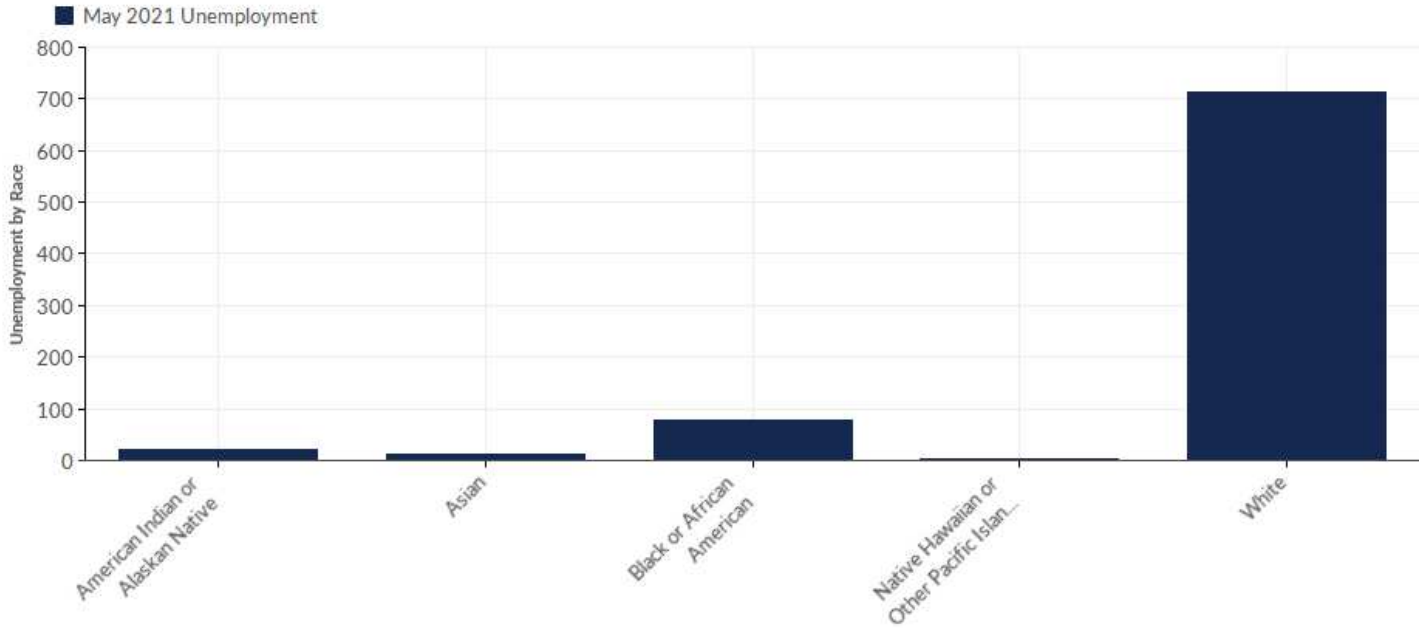
Age	Unemployment (May 2021)	% of Age Cohort
< 22	32	3.86%
22-24	49	5.92%
25-34	181	21.86%
35-44	189	22.83%
45-54	144	17.39%
55-59	83	10.02%
60-64	76	9.18%
65+	74	8.94%
Total	828	100.00%

## Unemployment by Gender



Gender	Unemployment (May 2021)	% of Age Cohort
Females	423	51.09%
Males	405	48.91%
Total	828	100.00%

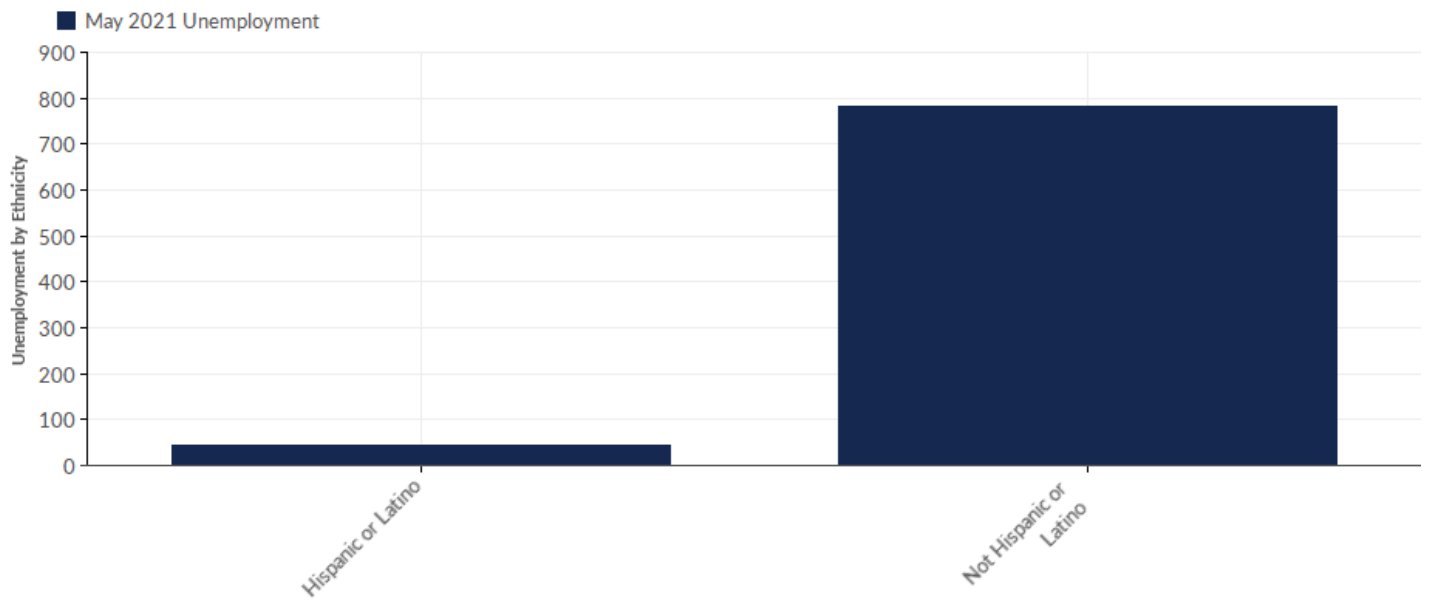
## Unemployment by Race



Race	Unemployment (May 2021)	% of Age Cohort
American Indian or Alaskan Native	22	2.66%
Asian	13	1.57%
Black or African American	77	9.30%
Native Hawaiian or Other Pacific Islander	2	0.24%
White	714	86.23%
Total	828	100.00%



## Unemployment by Ethnicity

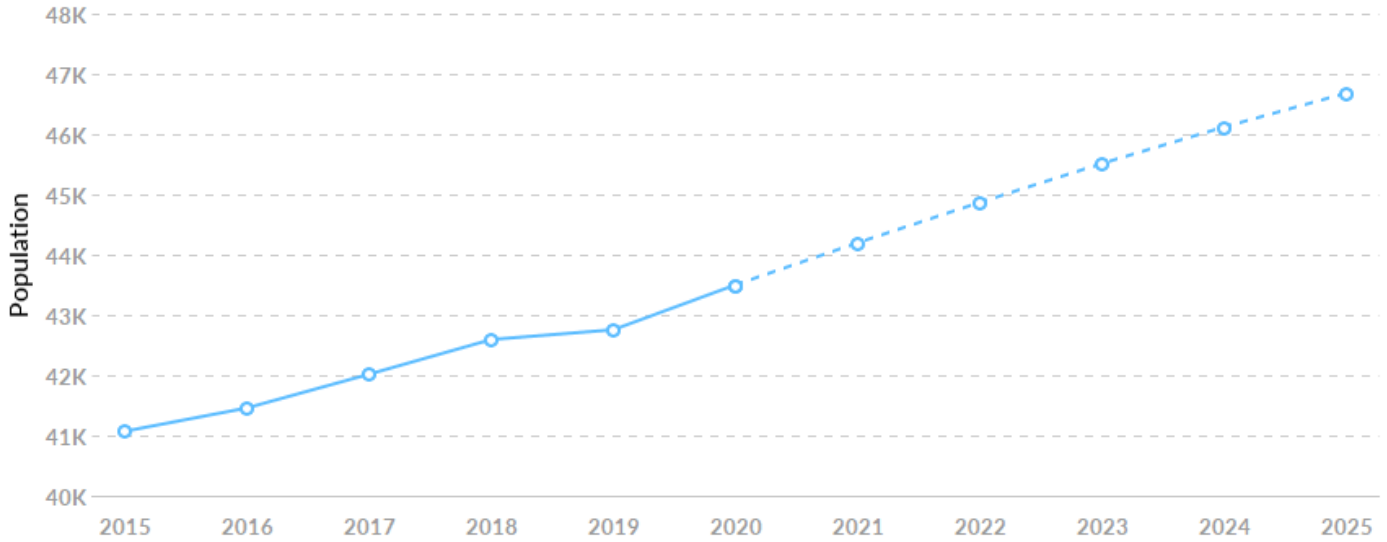


Ethnicity	Unemployment (May 2021)	% of Age Cohort
Hispanic or Latino	45	5.43%
Not Hispanic or Latino	783	94.57%
Total	828	100.00%

# Historic & Projected Trends

## Population Trends

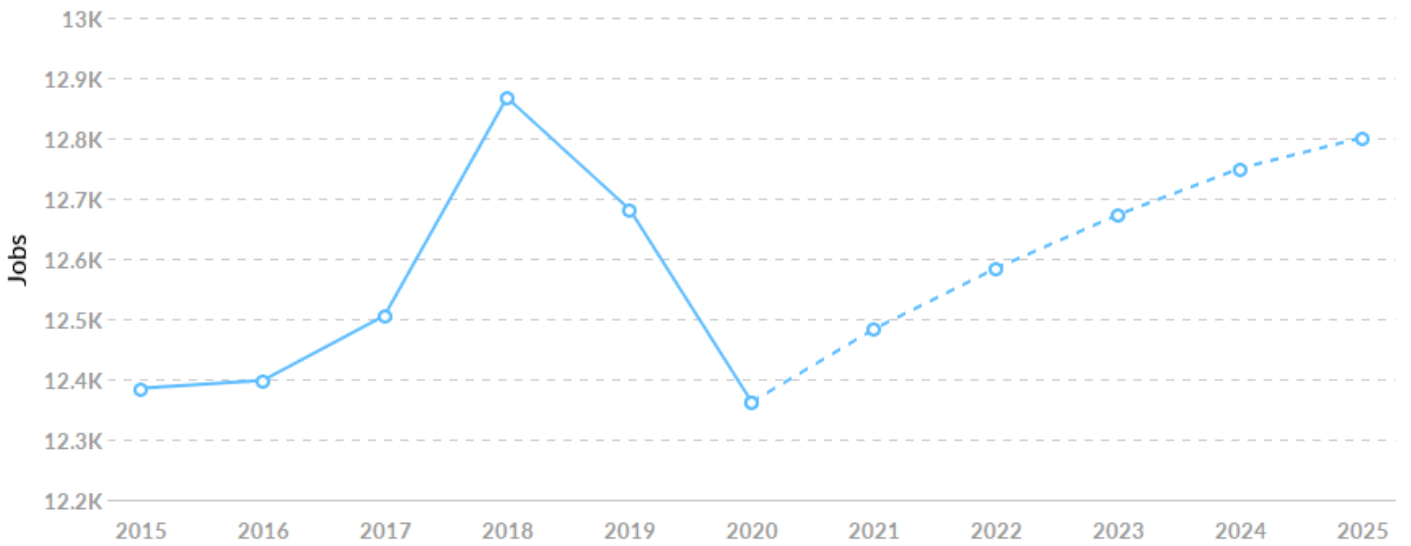
As of 2020 the region's population **increased by 5.9%** since 2015, growing by 2,431. Population is expected to **increase by 7.3%** between 2020 and 2025, adding 3,181.



Timeframe	Population
2015	41,069
2016	41,456
2017	42,016
2018	42,592
2019	42,754
2020	43,500
2021	44,198
2022	44,868
2023	45,514
2024	46,120
2025	46,681

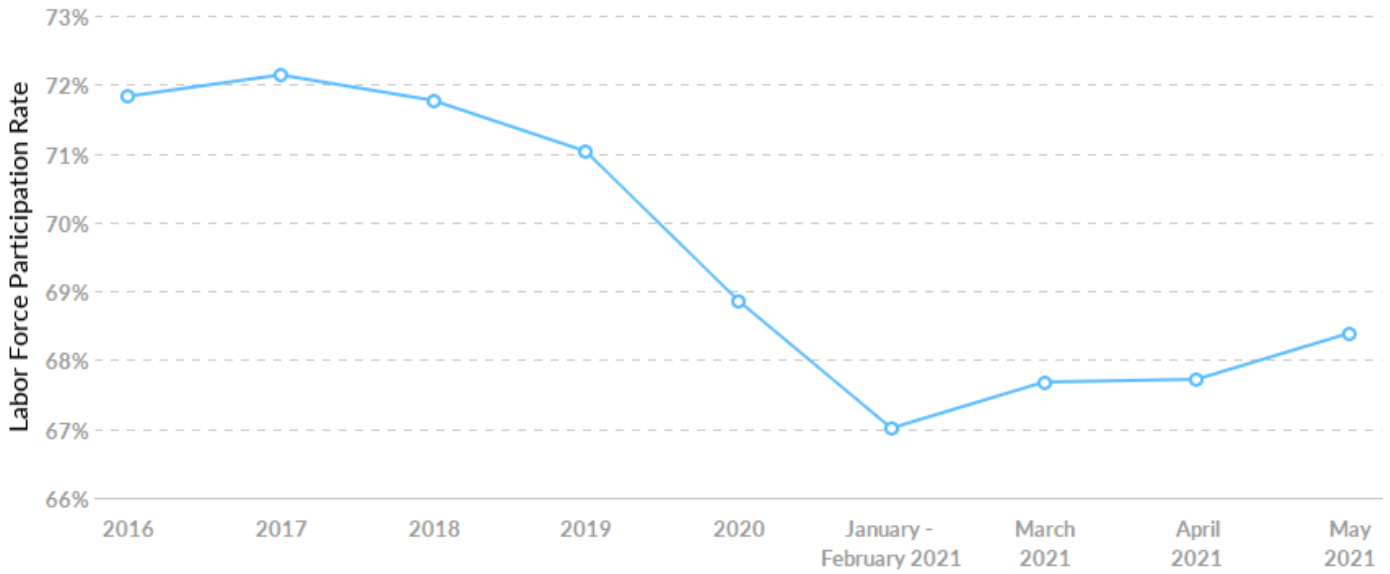
## Job Trends

From 2015 to 2020, jobs declined by 0.2% in Pierce County, WI from 12,385 to 12,362. This change fell short of the national growth rate of 1.3% by 1.5%.



Timeframe	Jobs
2015	12,385
2016	12,398
2017	12,506
2018	12,867
2019	12,682
2020	12,362
2021	12,483
2022	12,584
2023	12,673
2024	12,750
2025	12,801

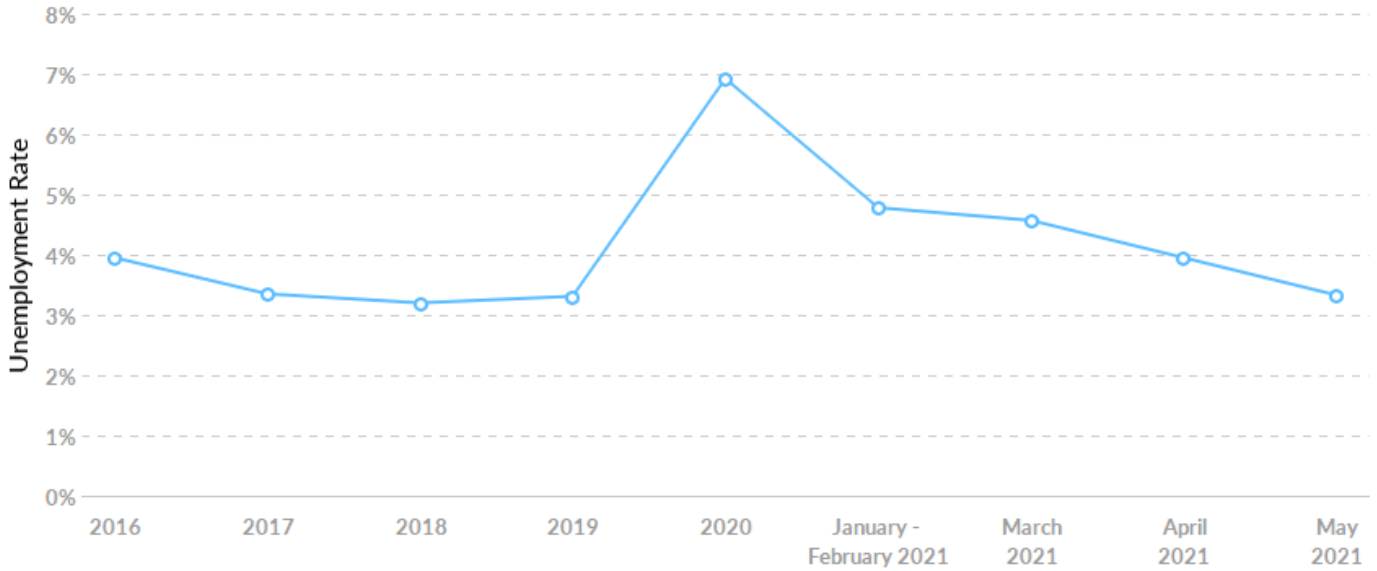
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	71.83%
2017	72.14%
2018	71.77%
2019	71.03%
2020	68.86%
January - February 2021	67.01%
March 2021	67.68%
April 2021	67.72%
May 2021	68.39%

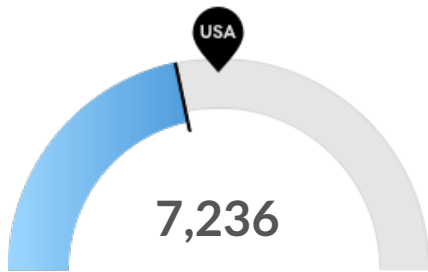
## Unemployment Rate Trends

Pierce County, WI had a May 2021 unemployment rate of 3.33%, **decreasing from 3.95%** 5 years before.



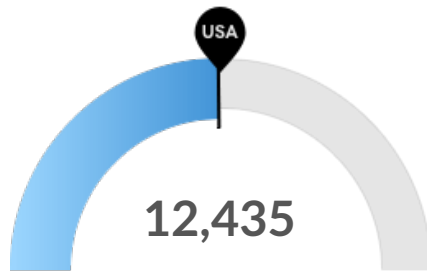
Timeframe	Unemployment Rate
2016	3.95%
2017	3.35%
2018	3.20%
2019	3.31%
2020	6.92%
January - February 2021	4.78%
March 2021	4.57%
April 2021	3.95%
May 2021	3.33%

## Population Characteristics



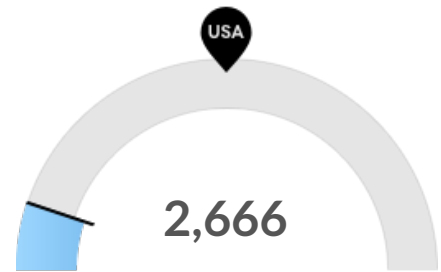
**Millennials**

Pierce County, WI has 7,236 millennials (ages 25-39). The national average for an area this size is 8,815.



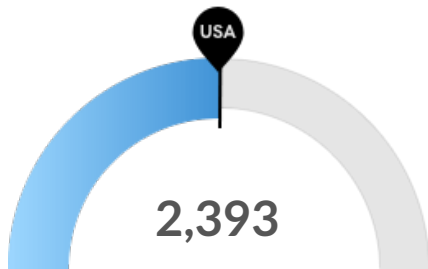
**Retiring Soon**

Retirement risk is about average in Pierce County, WI. The national average for an area this size is 12,570 people 55 or older, while there are 12,435 here.



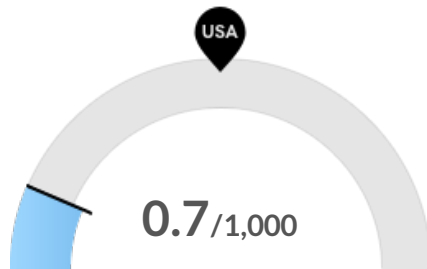
**Racial Diversity**

Racial diversity is low in Pierce County, WI. The national average for an area this size is 17,054 racially diverse people, while there are 2,666 here.



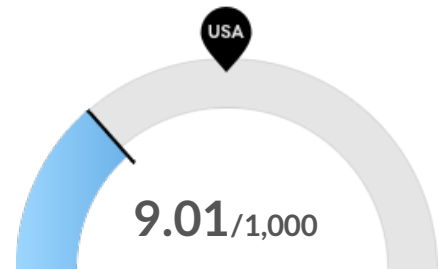
**Veterans**

Pierce County, WI has 2,393 veterans. The national average for an area this size is 2,375.



**Violent Crime**

Pierce County, WI has 0.7 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

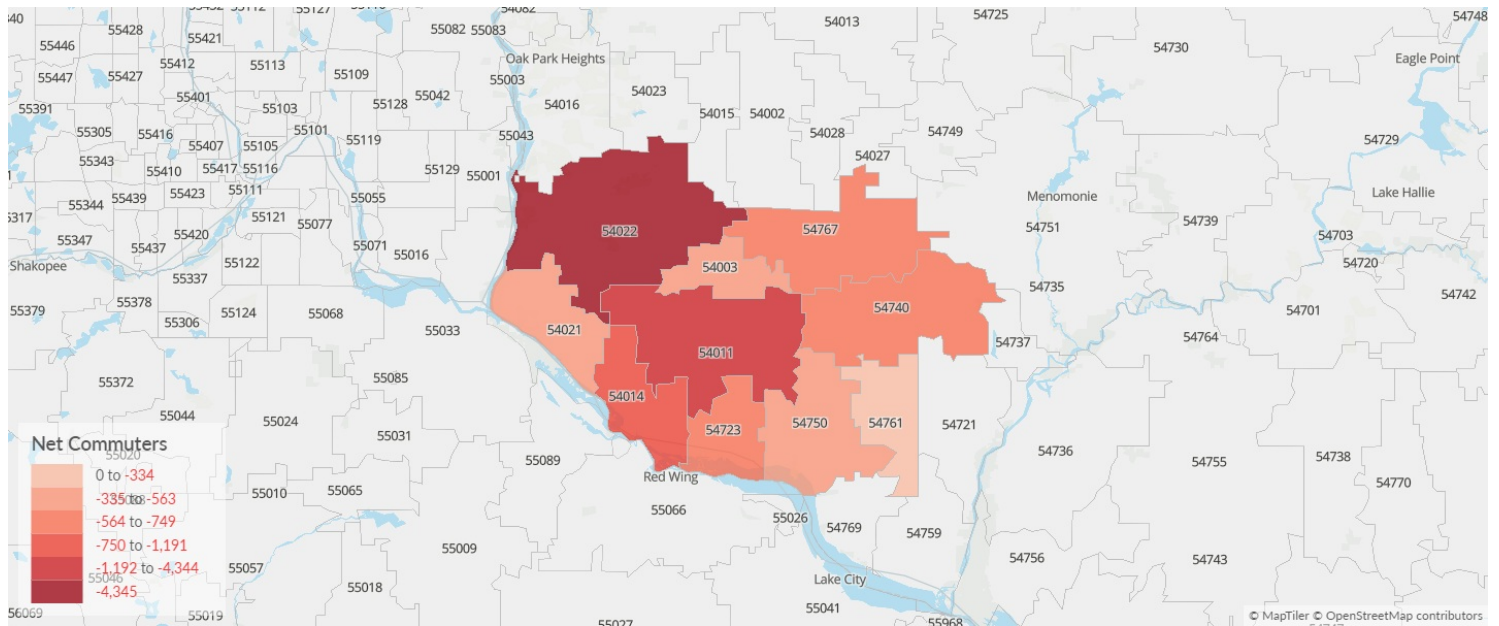


**Property Crime**

Pierce County, WI has 9.01 property crimes per 1,000 people. The national rate is 19.79 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

Where Talent Lives

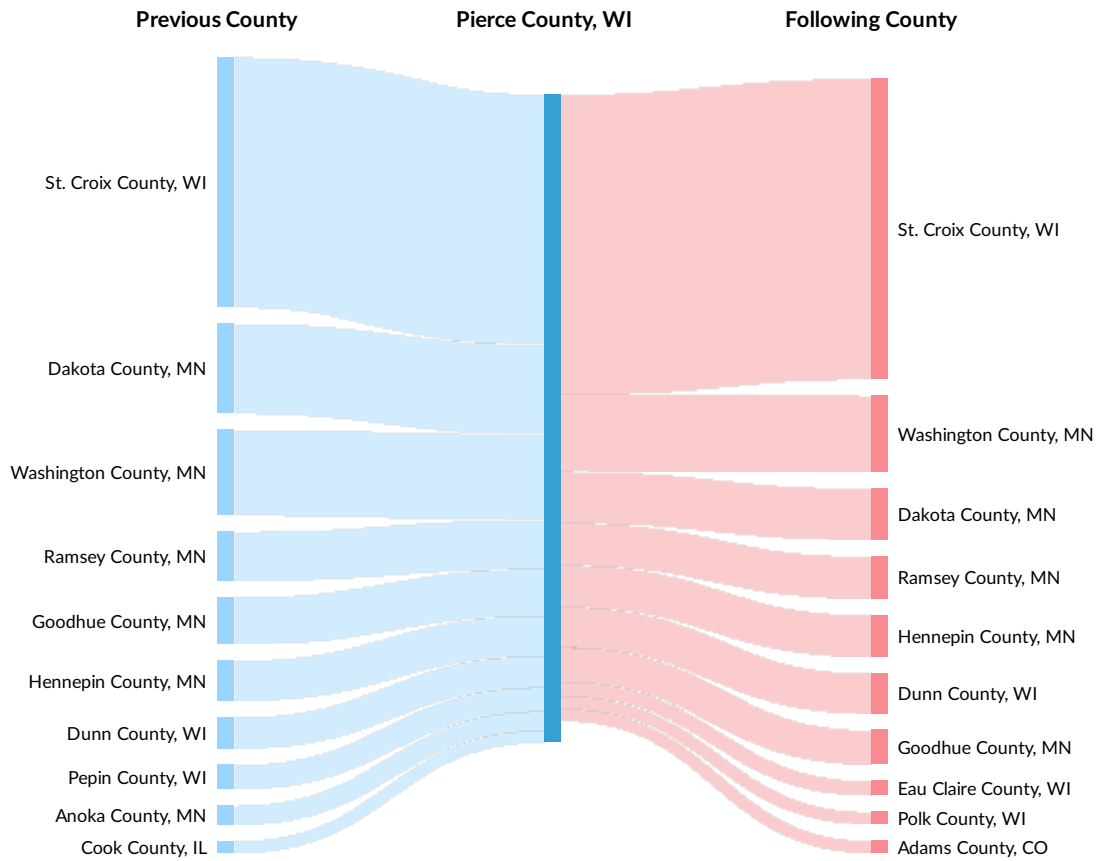
ZIP	Name	2020 Employment
54022	River Falls, WI (in Pierc...	5,620
54021	Prescott, WI (in Pierce ...	1,934
54011	Ellsworth, WI (in Pierce...	1,915
54767	Spring Valley, WI (in Pie...	1,141
54740	Elmwood, WI (in Pierce...	551

ZIP	Name	2020 Workers
54022	River Falls, WI (in Pierc...	9,965
54011	Ellsworth, WI (in Pierce...	3,106
54021	Prescott, WI (in Pierce ...	2,296
54767	Spring Valley, WI (in Pie...	1,731
54740	Elmwood, WI (in Pierce...	1,120

# Inbound and Outbound Migration

The table below analyzes past and current residents of Pierce County, WI. The left column shows residents of other counties migrating to Pierce County, WI. The right column shows residents migrating from Pierce County, WI to other counties.

As of 2019, 488 people have migrated from St. Croix County, WI to Pierce County, WI. In the same year, 586 people left Pierce County, WI migrating to St. Croix County, WI. The total Net Migration for Pierce County, WI in 2018 was -22.



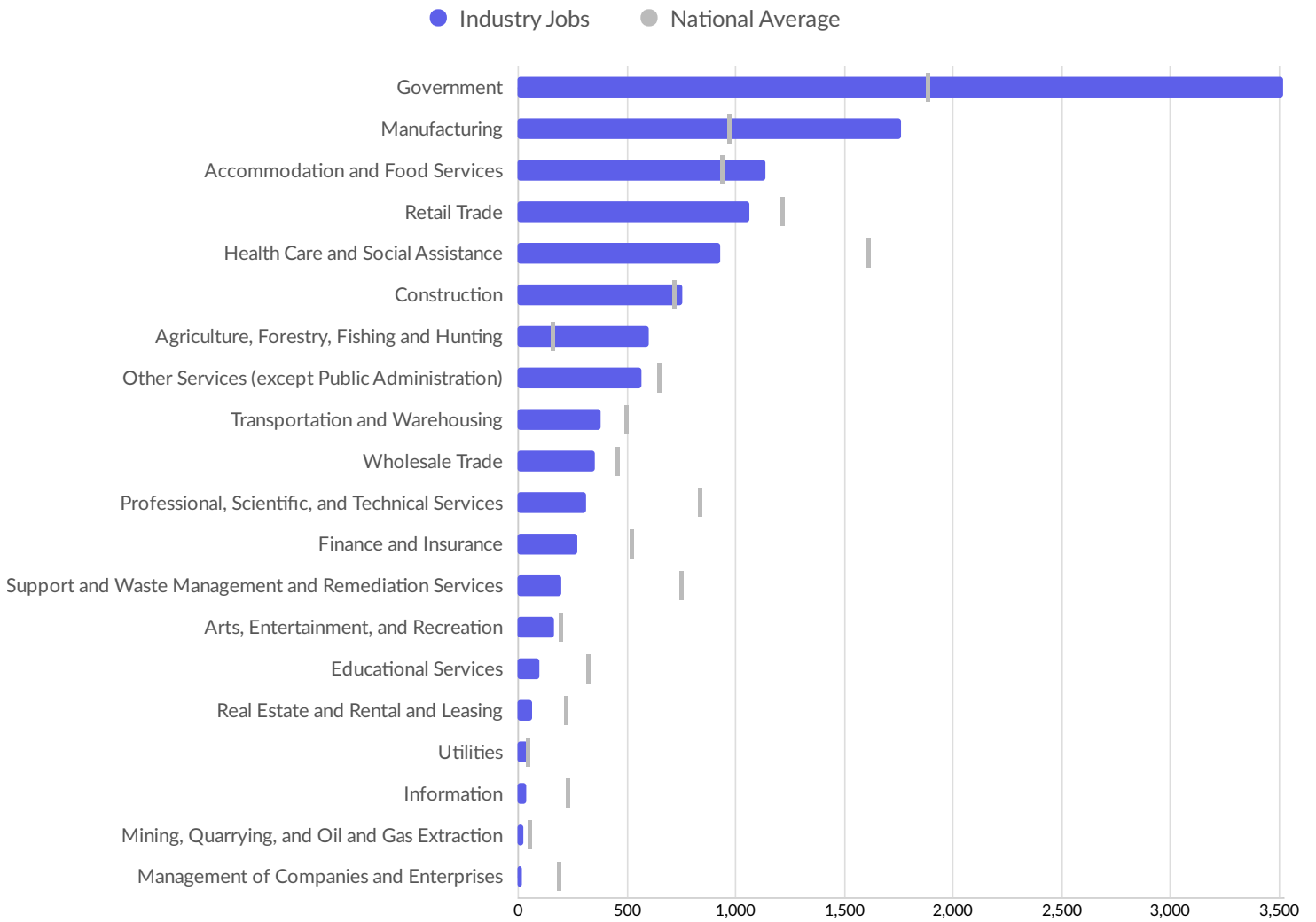
Top Previous Counties	Migrations
St. Croix County, WI	488
Dakota County, MN	175
Washington County, MN	167
Ramsey County, MN	96
Goodhue County, MN	91
Hennepin County, MN	79



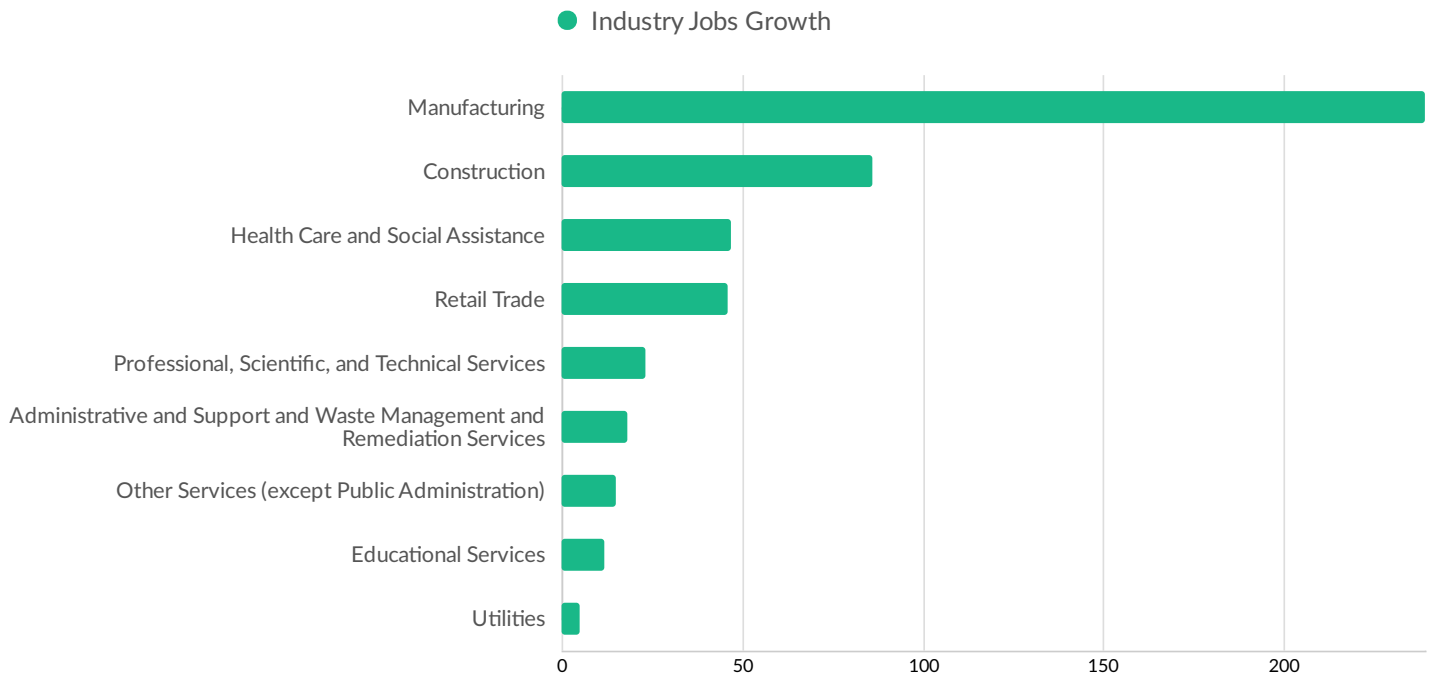
Top Previous Counties	Migrations
Dunn County, WI	61
Pepin County, WI	47
Anoka County, MN	37
Cook County, IL	23
Dane County, WI	16
Black Hawk County, IA	16
Marion County, IA	15
Wood County, WI	12
Champaign County, IL	12
Top Following Counties	Migrations
St. Croix County, WI	586
Washington County, MN	149
Dakota County, MN	100
Ramsey County, MN	82
Hennepin County, MN	82
Dunn County, WI	79
Goodhue County, MN	67
Eau Claire County, WI	28
Polk County, WI	24
Adams County, CO	24
Charlotte County, FL	17
Guadalupe County, TX	17
Anoka County, MN	16
Carver County, MN	14
Douglas County, CO	12

# Industry Characteristics

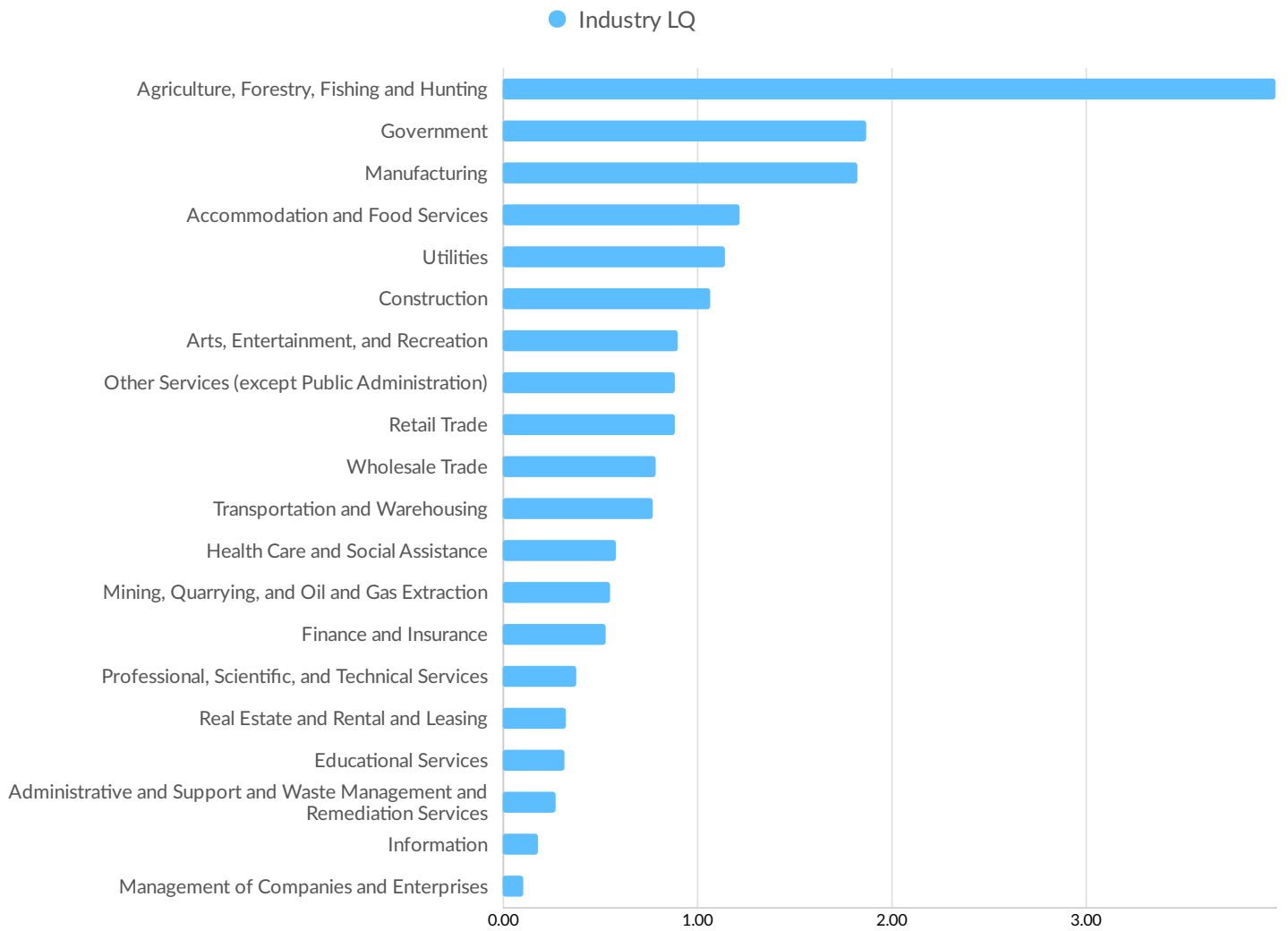
## Largest Industries



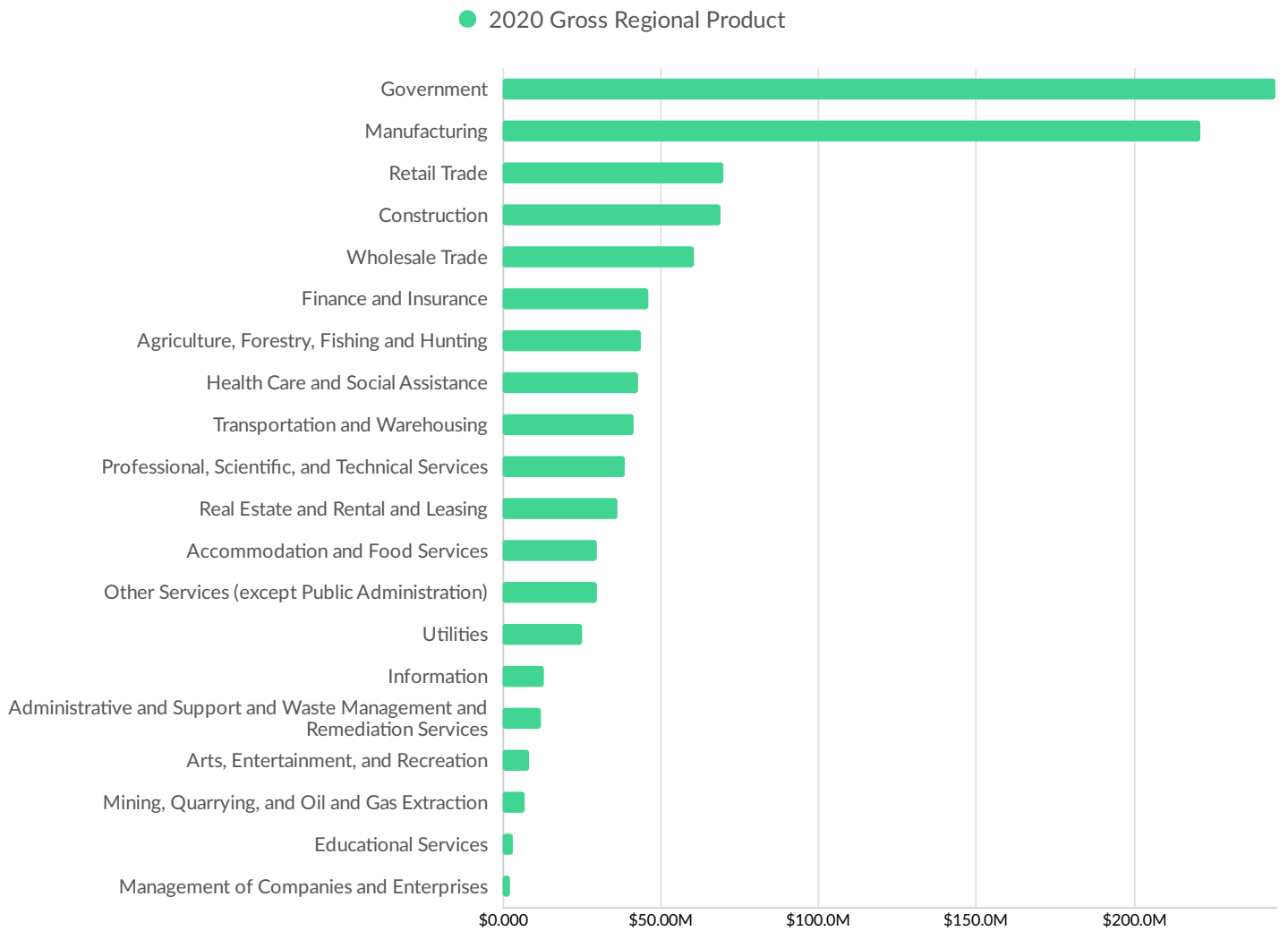
## Top Growing Industries



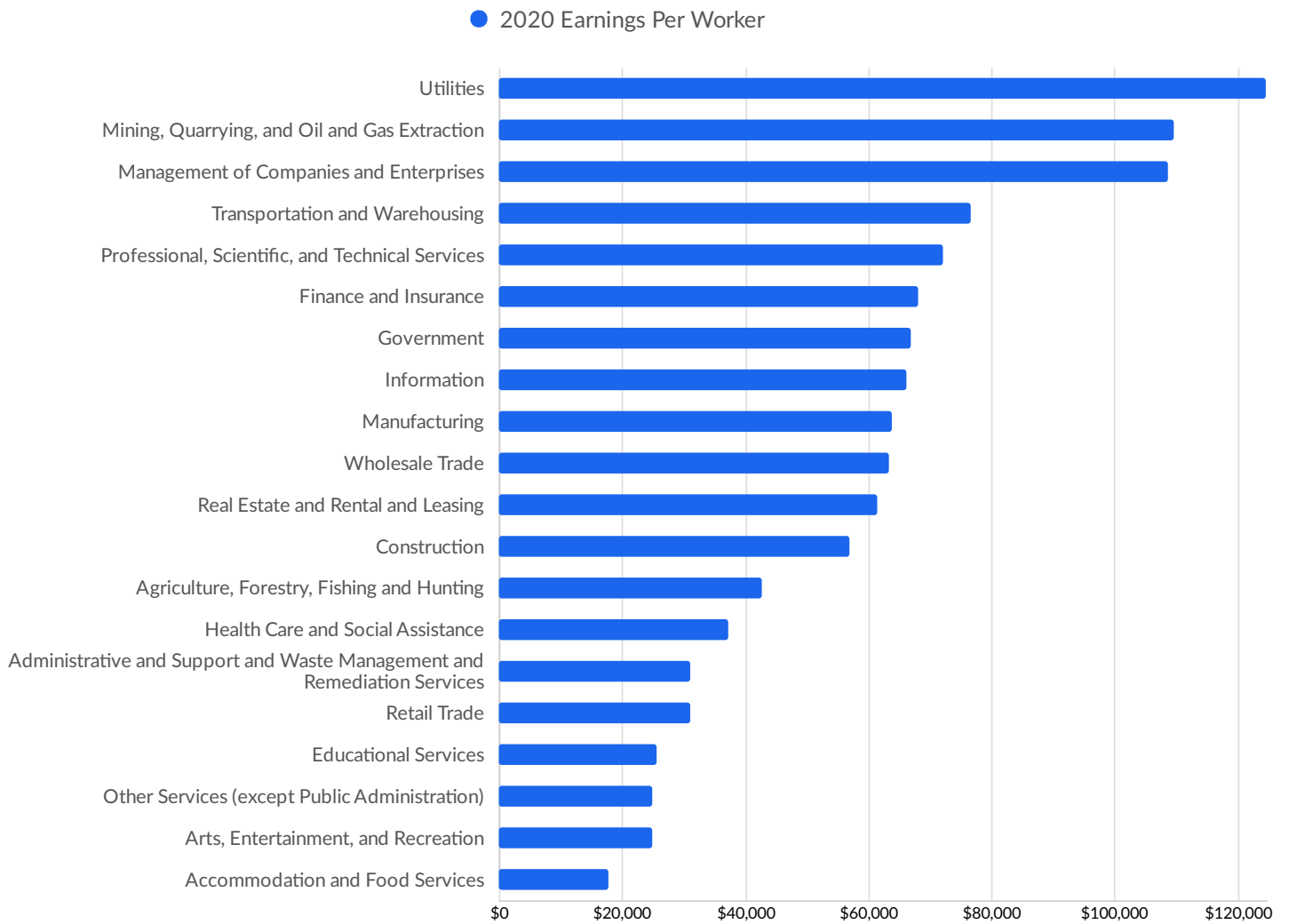
## Top Industry LQ



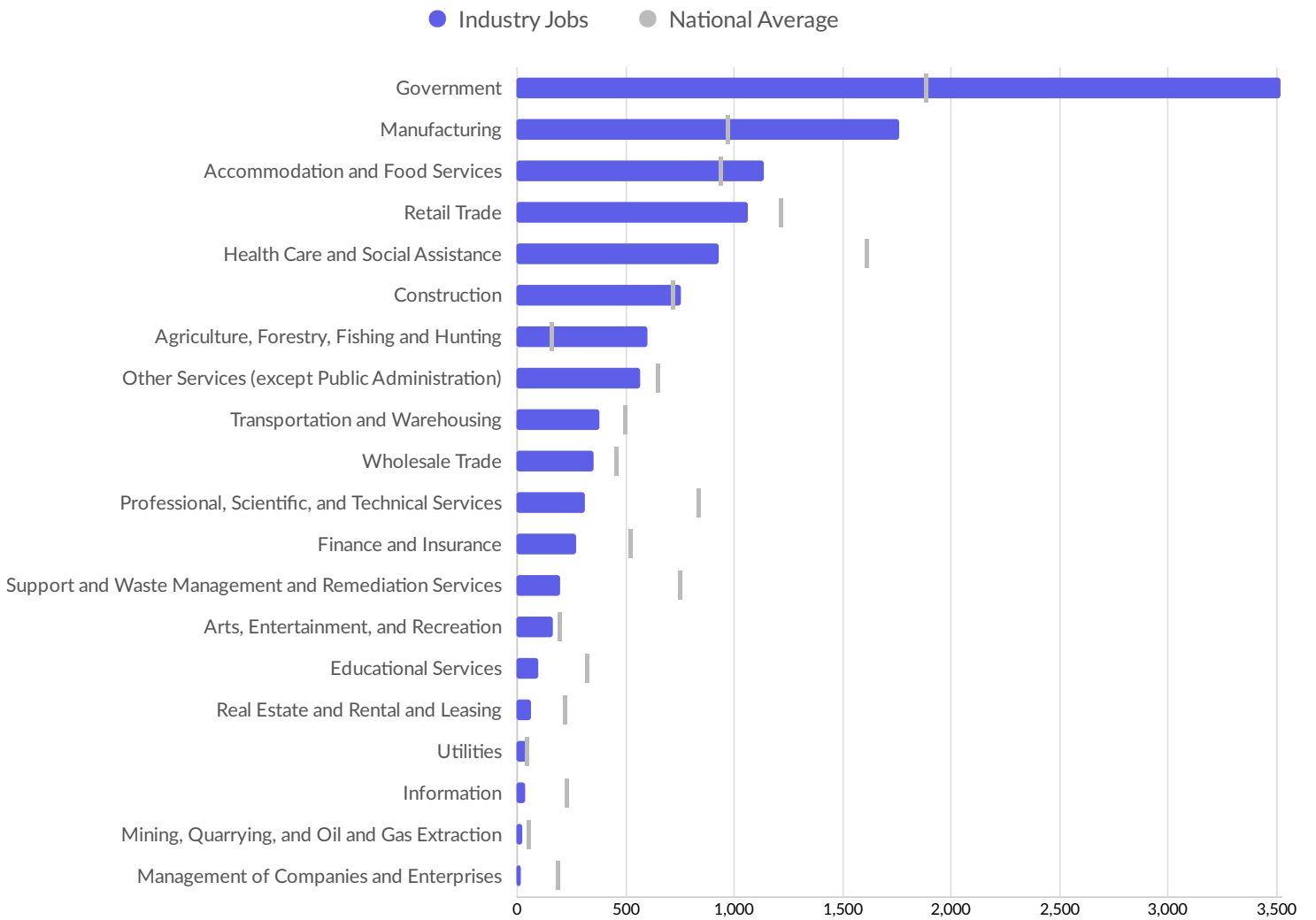
## Top Industry GRP



## Top Industry Earnings






















## Largest Industries



## Business Characteristics

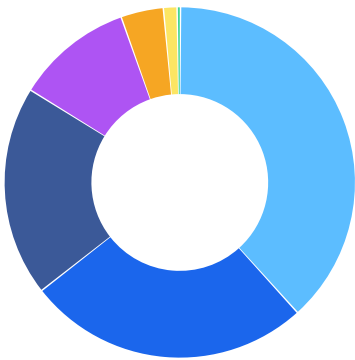
### 4,155 Companies Employ Your Workers

Online profiles for your workers mention 4,155 companies as employers, with the top 10 appearing below. In the last 12 months, 830 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	352 	Roehl Transport, Inc.	314 
3M Company	132 	U.S. Xpress, Inc.	138 
Allina Health System	86 	Dart Transit Co Inc	93 
Andersen Corporation	81 	U. S. Millwork, Incorporated	78 
School District of Black River Fa...	67 	United Natural Foods, Inc.	78 
Hudson Global, Inc.	56 	Wal-Mart, Inc.	75 
Mayo Clinic	53 	Ashley Furniture Industries, Inc.	71 
Mmsd Corporation	50 	Express Employment Profession...	69 
XCEL Energy Inc.	47 	Dollar General Corporation	62 
State of Minnesota	45 	Marten Transport, Ltd.	58 



## Business Size

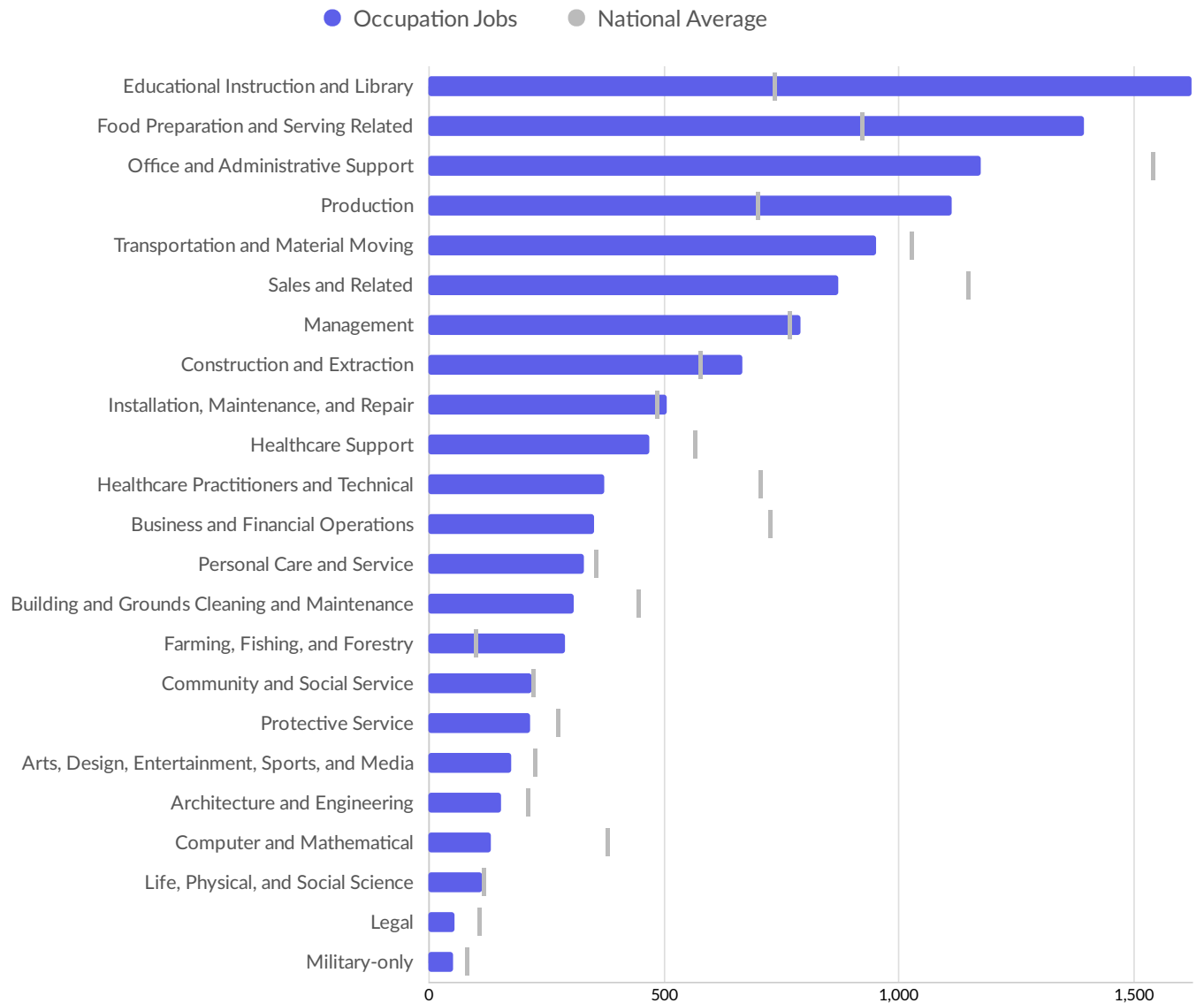


	Percentage	Business Count
1 to 4 employees	38.2%	487
5 to 9 employees	26.1%	333
10 to 19 employees	19.4%	247
20 to 49 employees	10.8%	137
50 to 99 employees	3.9%	50
100 to 249 employees	1.3%	16
250 to 499 employees	0.3%	4

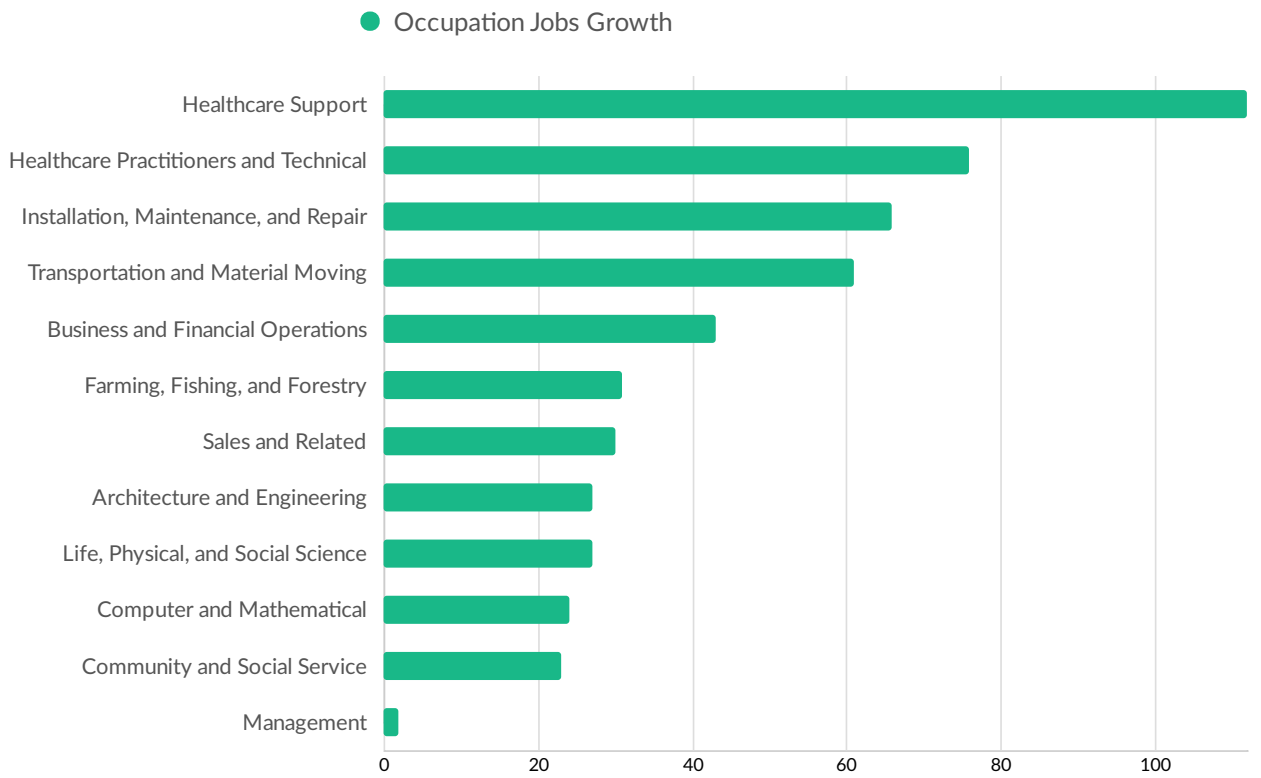
*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

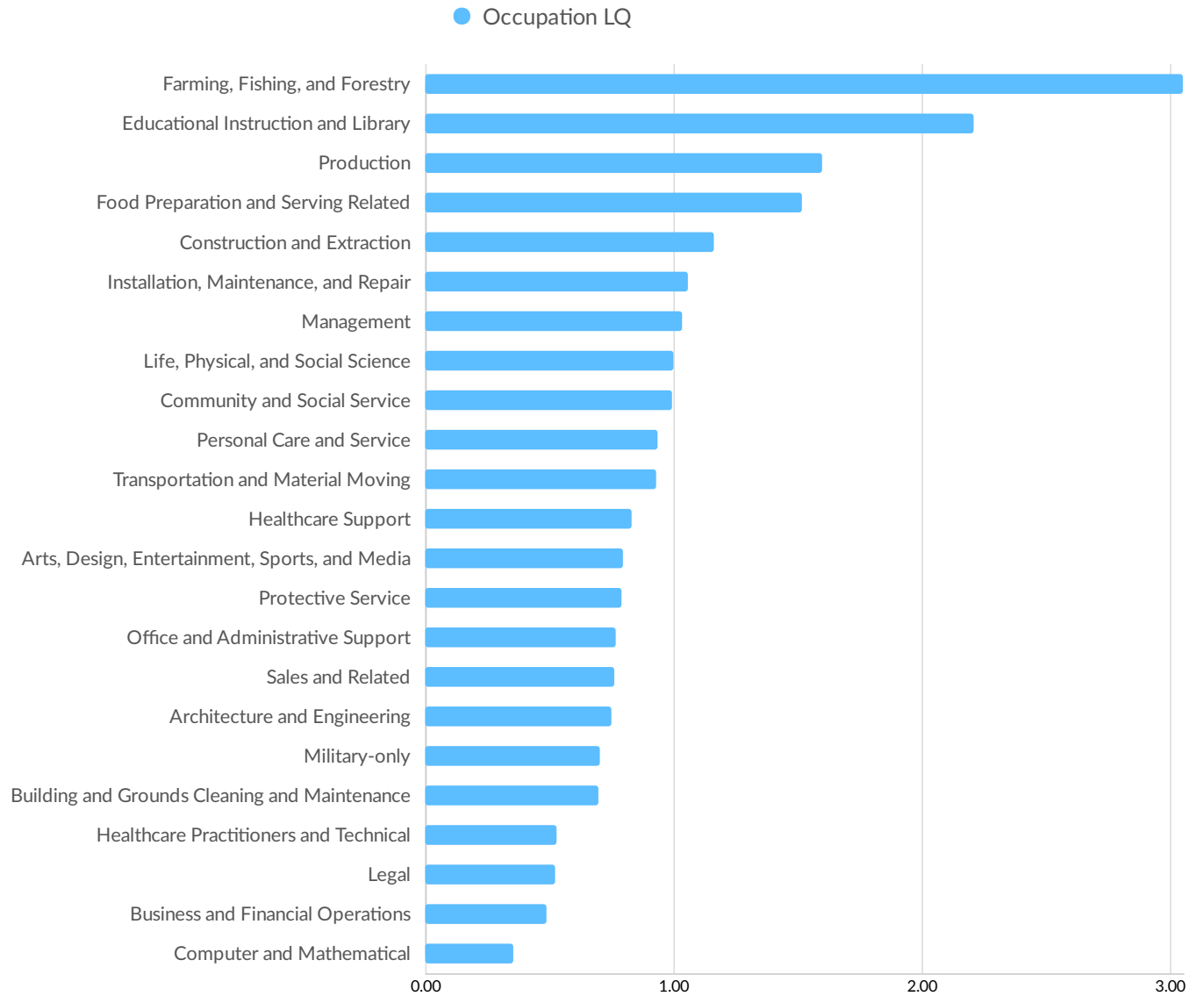
## Largest Occupations



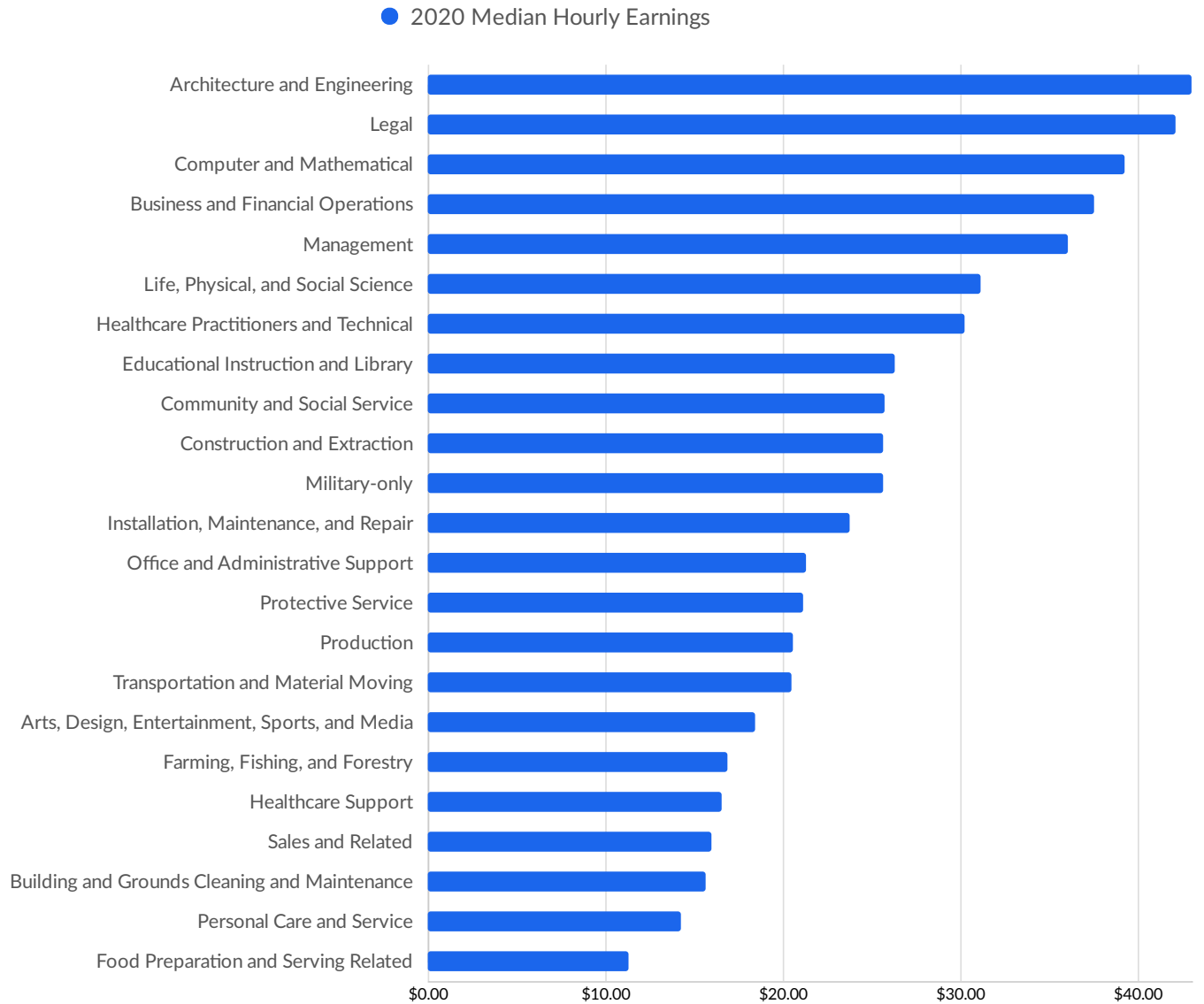
## Top Growing Occupations



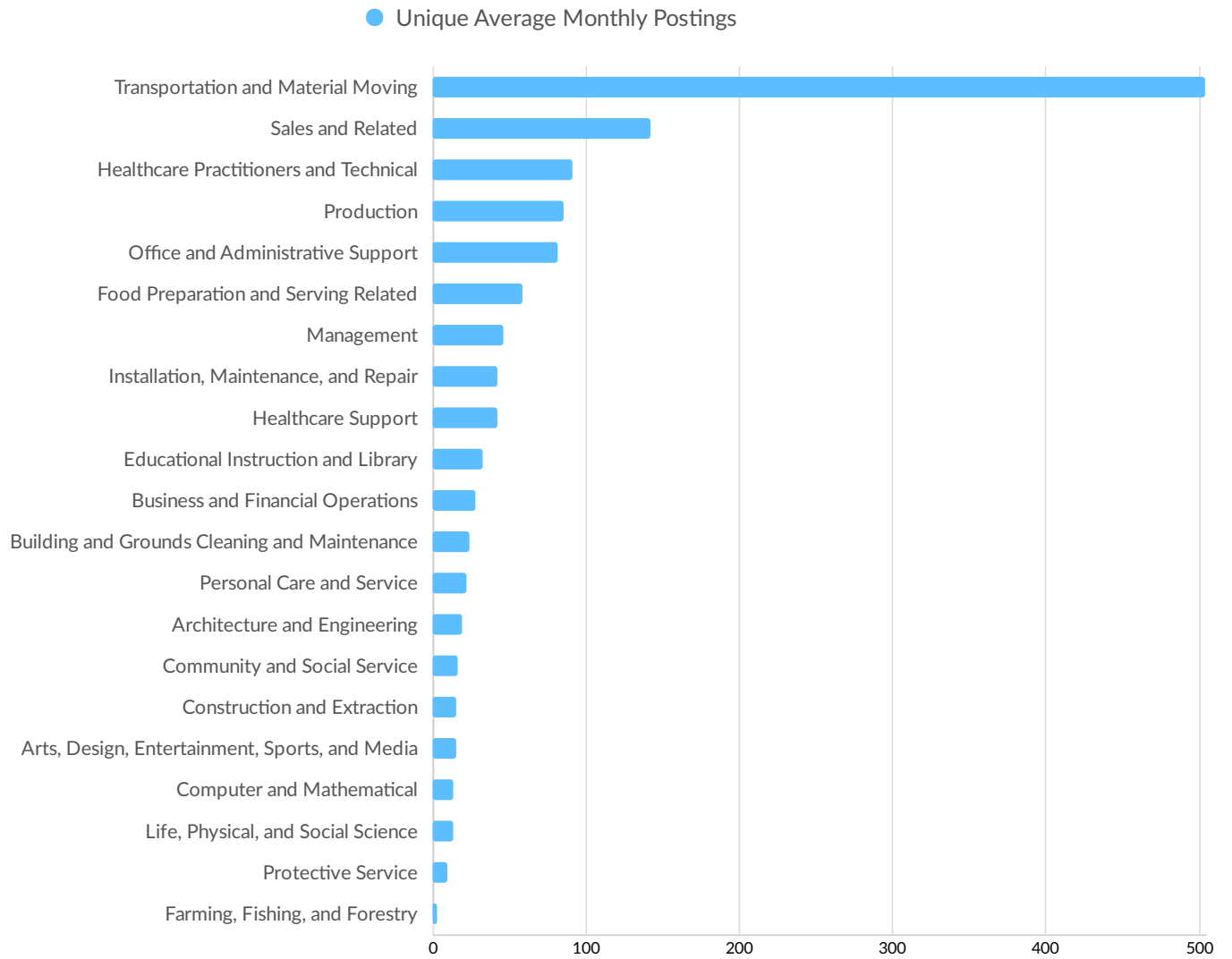
## Top Occupation LQ



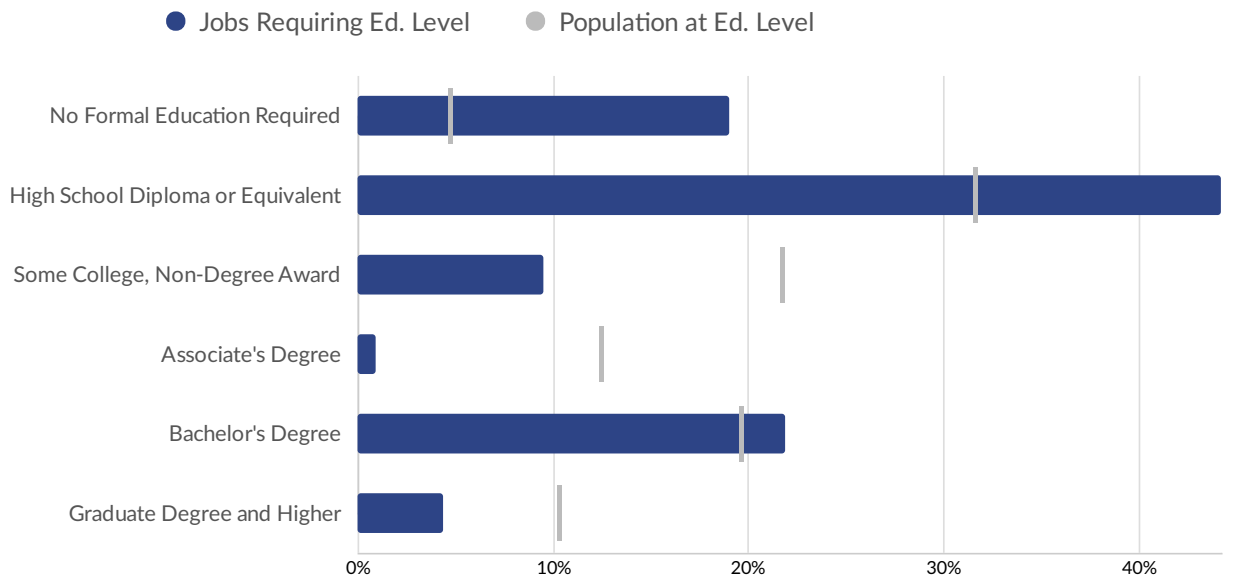
## Top Occupation Earnings



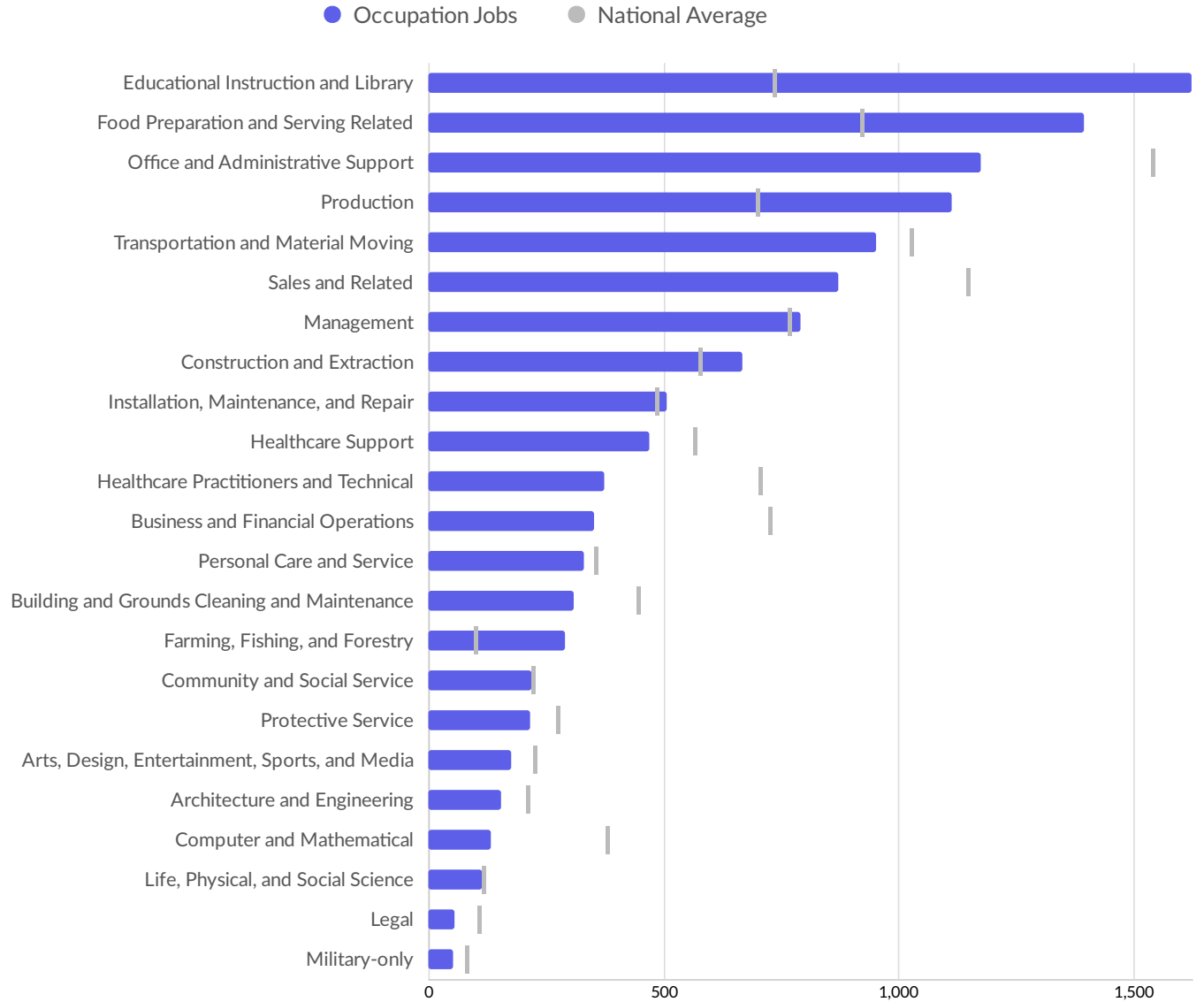
## Top Posted Occupations



## Underemployment



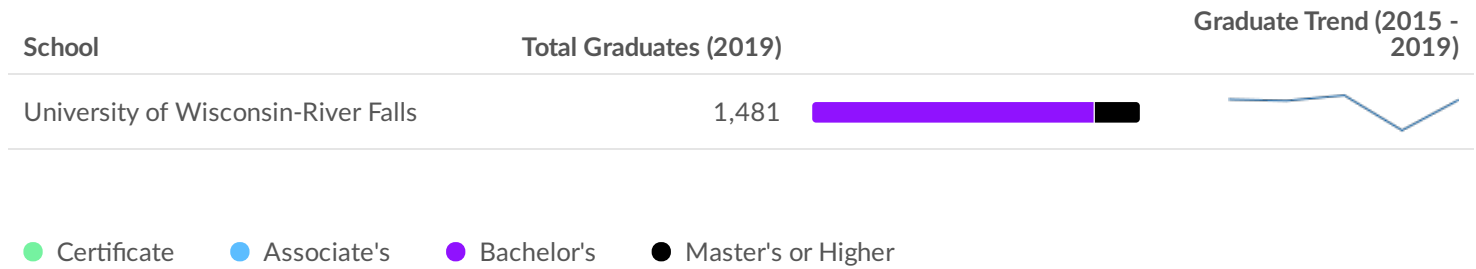
## Largest Occupations





## Educational Pipeline

In 2019, there were 1,481 graduates in Pierce County, WI. This pipeline has remained stable (neither grown nor shrunk) over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", "Animal Sciences, General", and "Biology/Biological Sciences, General".



# In-Demand Skills

