



Pierce County, WI

Mississippi River Regional Planning Commission



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Report Parameters

1 County

55093 Pierce County, WI

Class of Worker

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

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

Economy Overview

42,997

Population (2021)

Population **grew by 1,469** over the last 5 years and is projected to **grow by 1,013** over the next 5 years.

12,397

Total Regional Employment

Jobs **decreased by 4** over the last 5 years but are projected to **grow by 665** over the next 5 years.

\$72.3K

Median Household Income (2019)

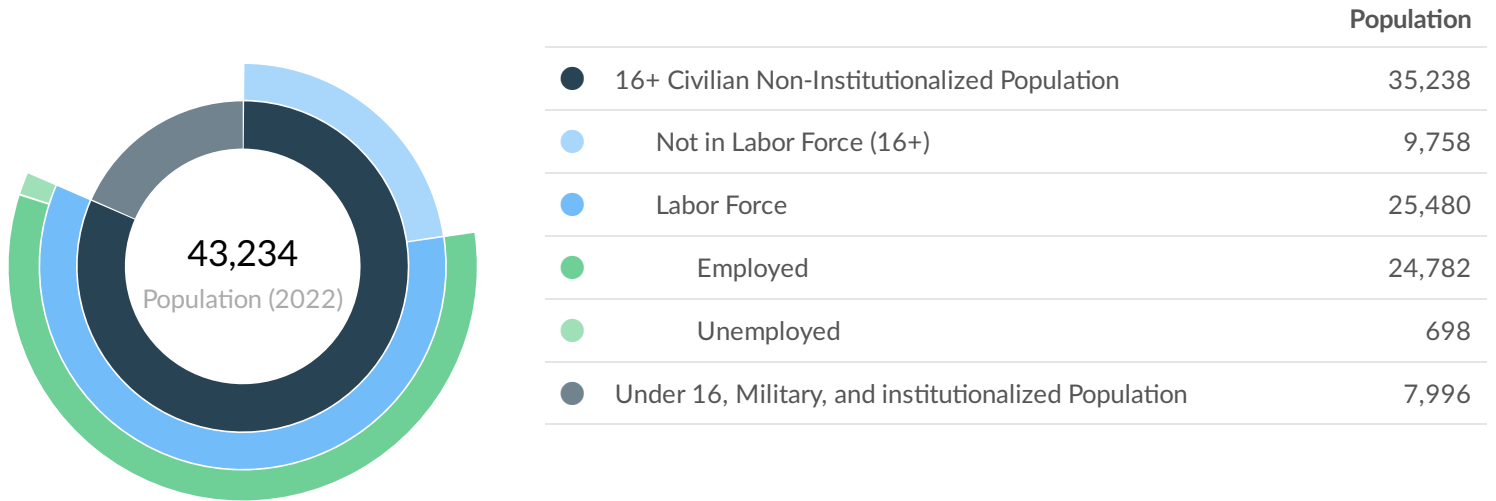
Median household income is **\$9.5K above** the national median household income of \$62.8K.

Takeaways

- As of 2021 the region's population **increased by 3.5%** since 2016, growing by 1,469. Population is expected to **increase by 2.4%** between 2021 and 2026, adding 1,013.
- From 2016 to 2021, jobs **declined by 0.0%** in Pierce County, WI from 12,401 to **12,397**. This change **fell short of the national growth rate of 1.8% by 1.8%**. As the number of jobs declined, the **labor force participation rate decreased from 72.5% to 71.7% between 2016 and 2021**.
- Concerning educational attainment, **19.8% of Pierce County, WI residents possess a Bachelor's Degree** (0.5% below the national average), and **12.6% hold an Associate's Degree** (3.9% above the national average).
- The top three industries in 2021 are Education and Hospitals (Local Government), Education and Hospitals (State Government), and Local Government, Excluding Education and Hospitals.

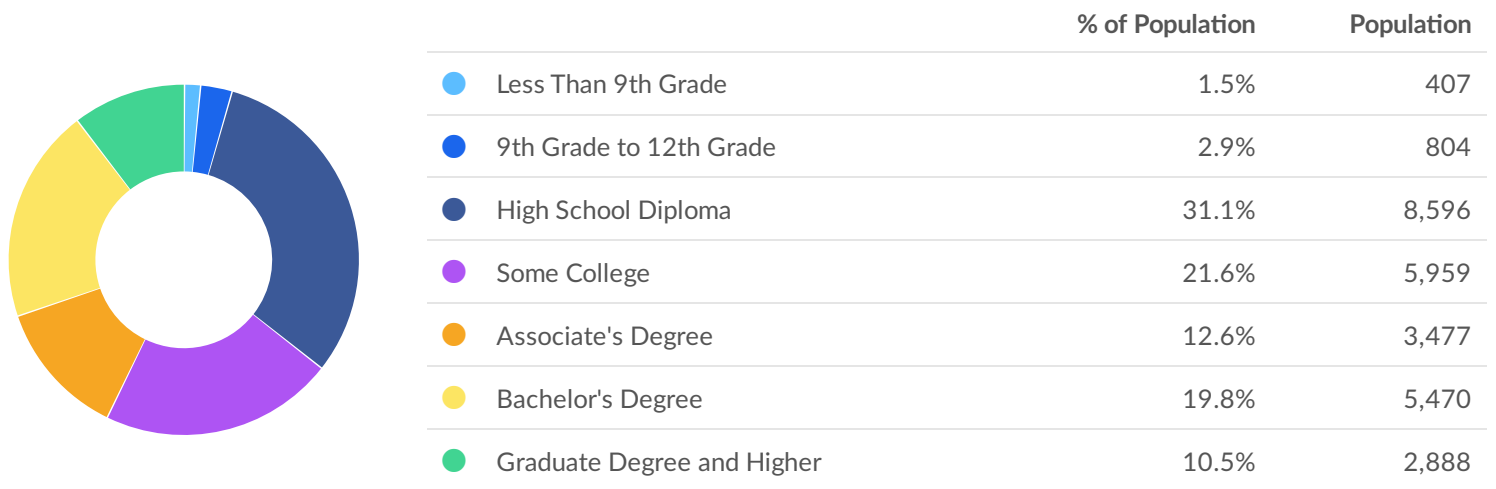
	Population (2022)	Labor Force (May 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	43,234	25,480	12,397	100.6	\$1.33B	\$2.38B	\$1.47B
Mississippi River Region	328,417	174,357	159,080	100.0	\$17.33B	\$24.34B	\$24.98B
Trempealeau County, WI	30,147	15,239	14,628	100.7	\$1.56B	\$2.59B	\$2.31B
Buffalo County, WI	12,913	6,241	4,653	102.2	\$515.21M	\$1.16B	\$882.19M
Dunn County, WI	46,191	24,084	19,534	96.1	\$2.07B	\$3.24B	\$2.75B
Eau Claire County, WI	106,024	59,750	62,126	98.2	\$6.55B	\$6.84B	\$7.01B
Wisconsin	5,881,227	3,115,847	3,110,882	100.3	\$360.23B	\$330.30B	\$353.71B
United States	333,523,253	164,157,172	163,553,353	100.0	\$22.75T	\$0	\$10.94T

May 2022 Labor Force Breakdown



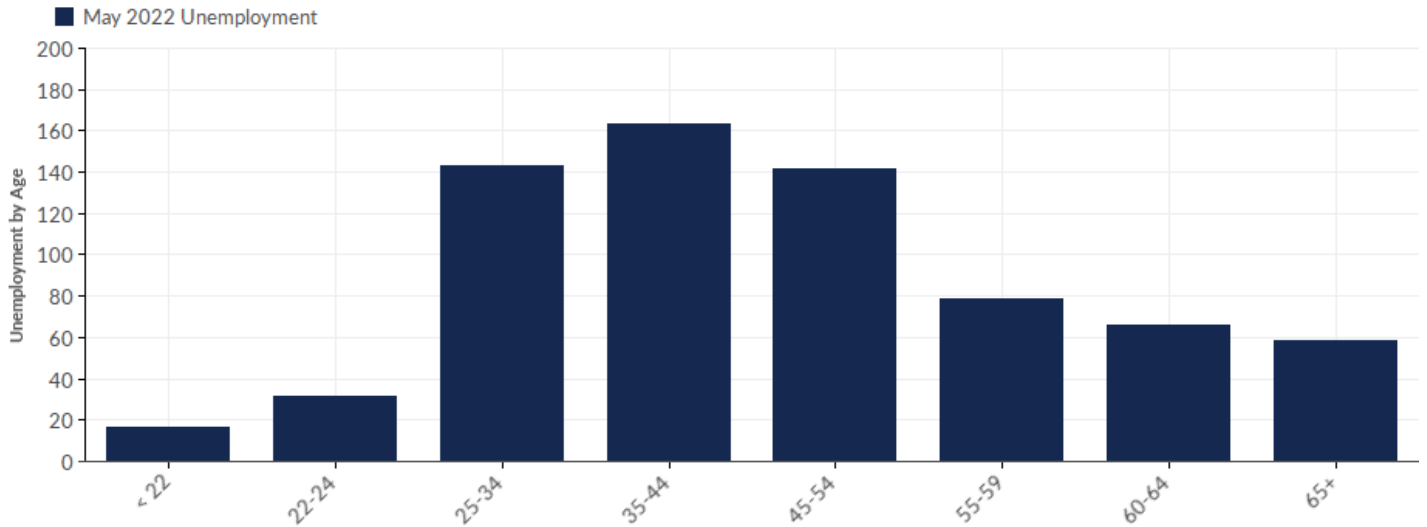
Educational Attainment

Concerning educational attainment, **19.8% of Pierce County, WI residents possess a Bachelor's Degree** (0.5% below the national average), and **12.6% hold an Associate's Degree** (3.9% above the national average).



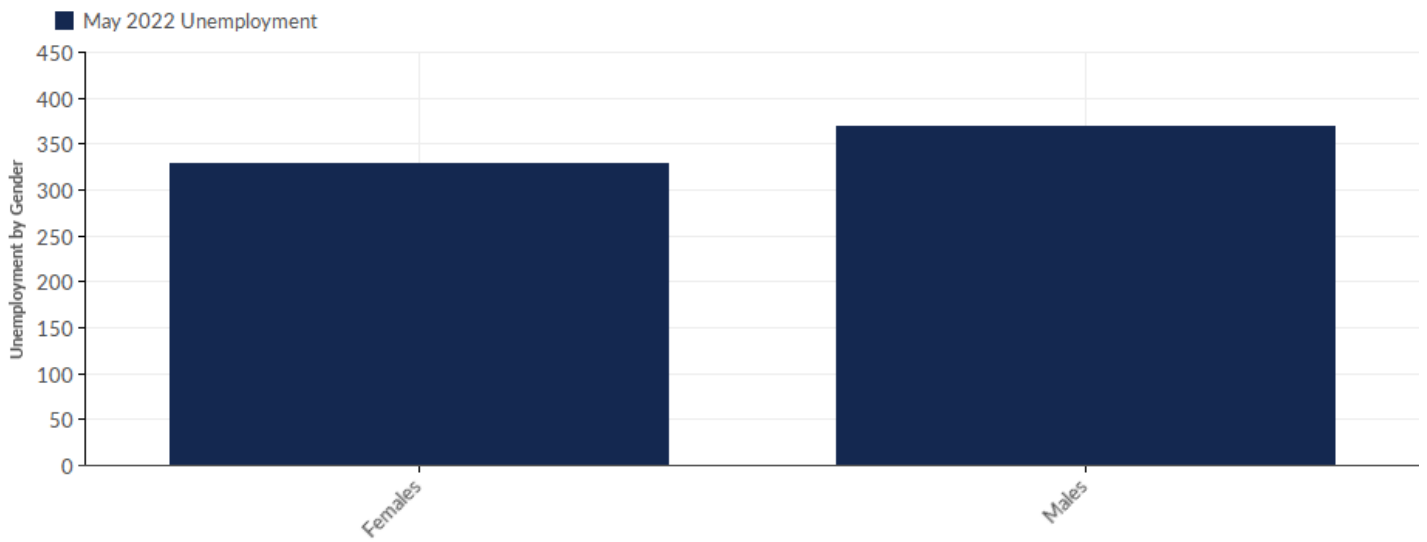
Unemployment by Demographics

Unemployment by Age



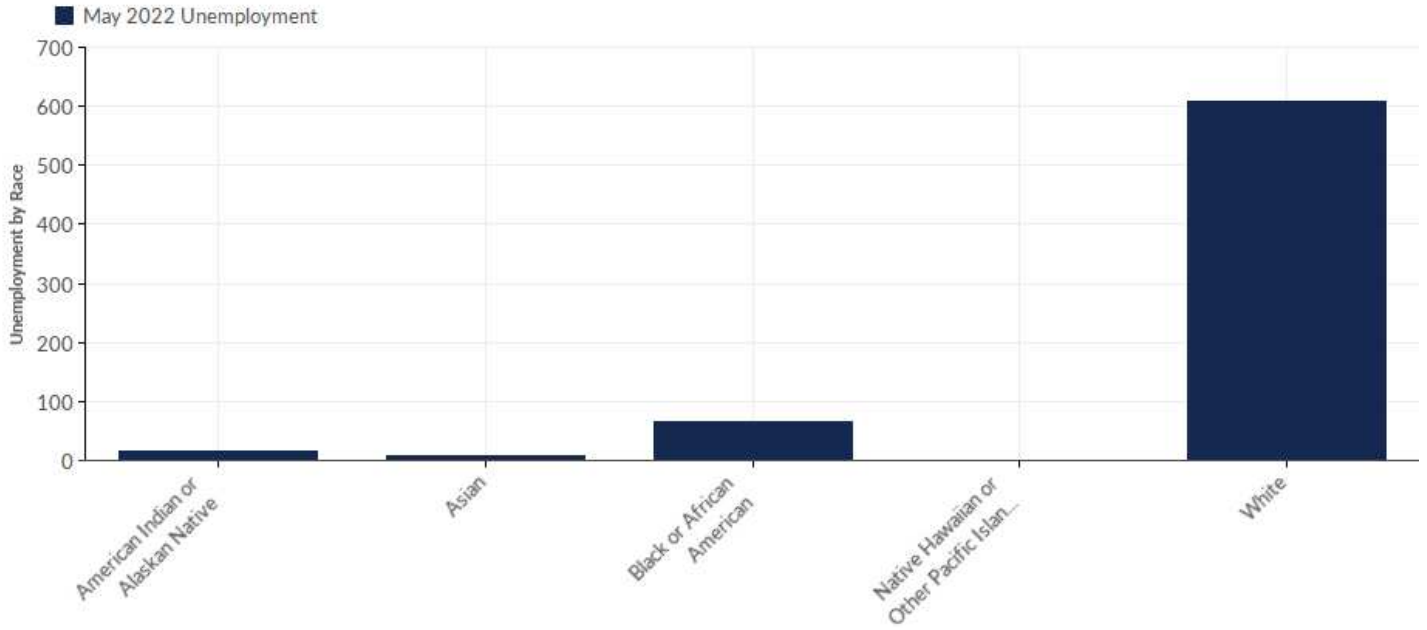
Age	Unemployment (May 2022)	% of Unemployed
< 22	16	2.29%
22-24	31	4.44%
25-34	143	20.49%
35-44	163	23.35%
45-54	141	20.20%
55-59	78	11.17%
60-64	66	9.46%
65+	58	8.31%
Total	698	100.00%

Unemployment by Gender



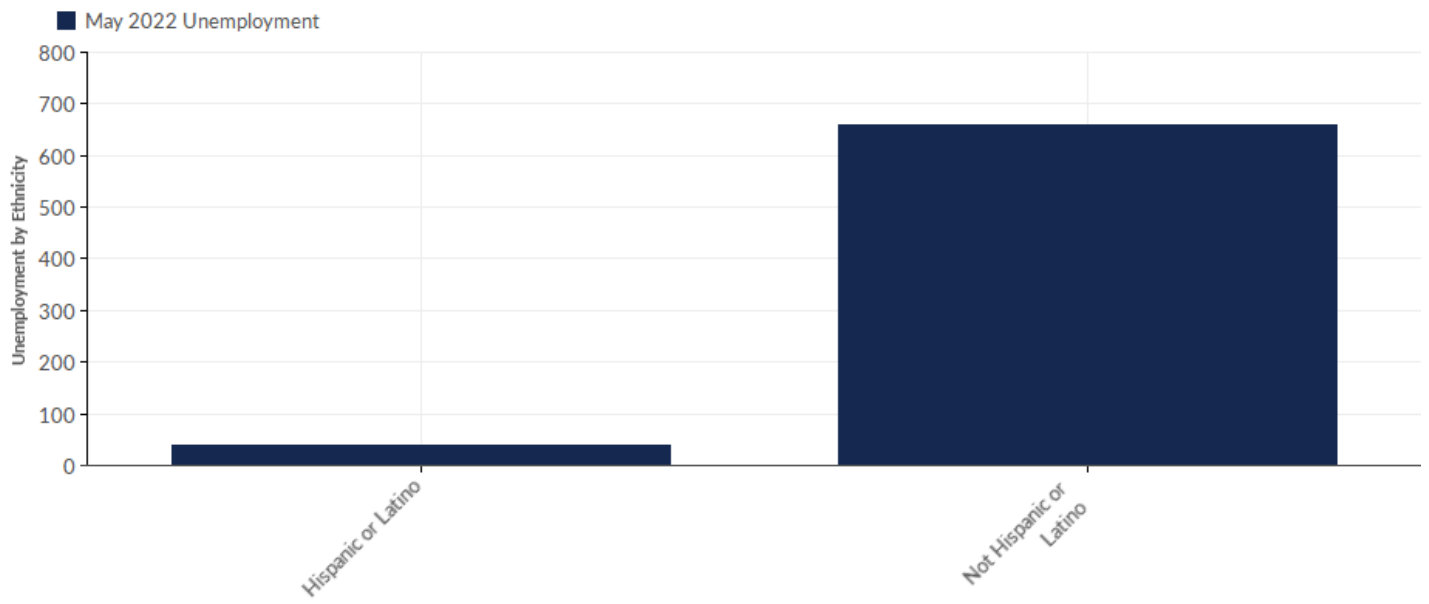
Gender	Unemployment (May 2022)	% of Unemployed
Females	329	47.13%
Males	369	52.87%
Total	698	100.00%

Unemployment by Race



Race	Unemployment (May 2022)	% of Unemployed
American Indian or Alaskan Native	15	2.15%
Asian	8	1.15%
Black or African American	66	9.46%
Native Hawaiian or Other Pacific Islander	1	0.14%
White	609	87.25%
Total	698	100.00%

Unemployment by Ethnicity

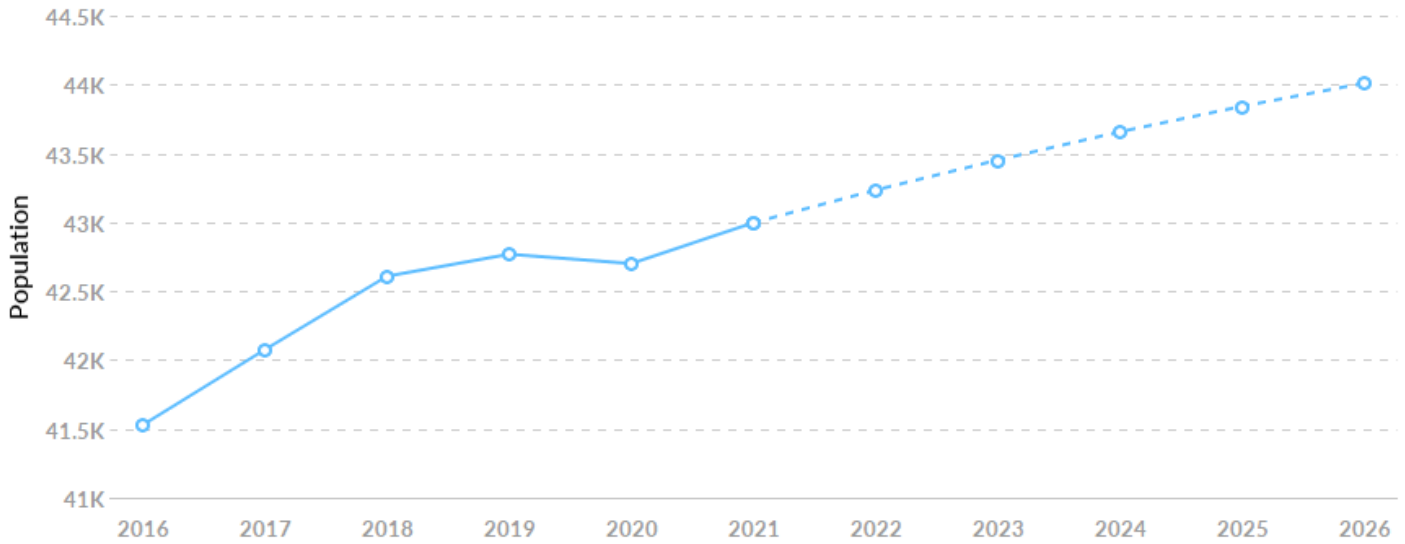


Ethnicity	Unemployment (May 2022)	% of Unemployed
Hispanic or Latino	38	5.44%
Not Hispanic or Latino	660	94.56%
Total	698	100.00%

Historic & Projected Trends

Population Trends

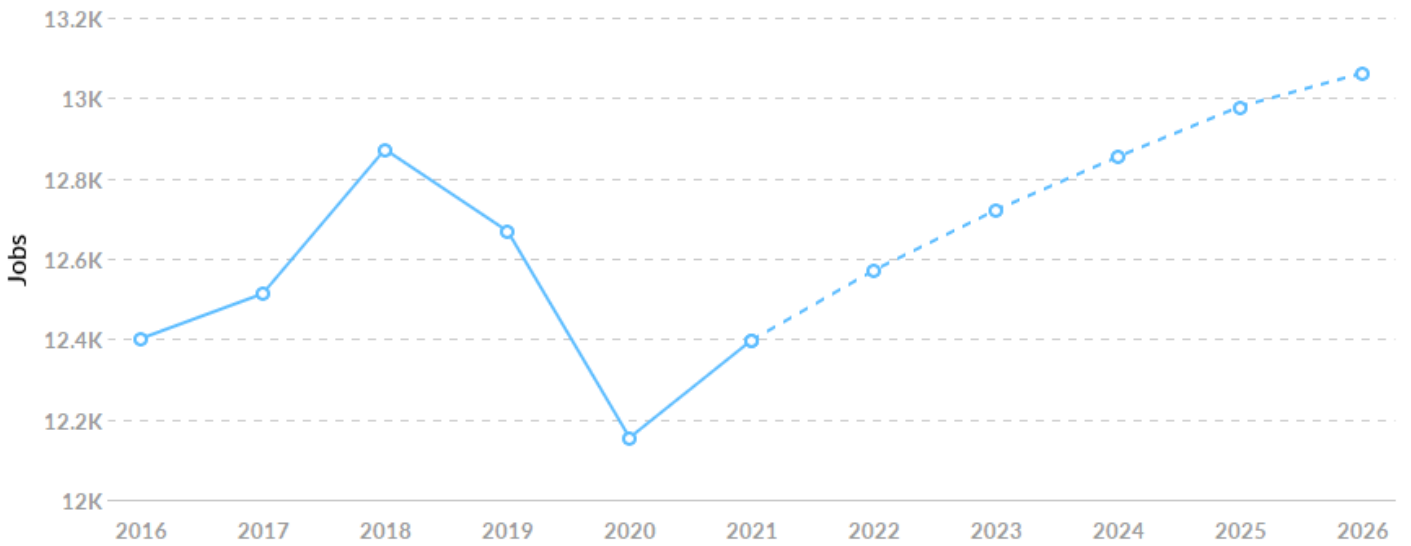
As of 2021 the region's population **increased by 3.5%** since 2016, growing by 1,469. Population is expected to **increase by 2.4%** between 2021 and 2026, adding 1,013.



Timeframe	Population
2016	41,528
2017	42,075
2018	42,608
2019	42,768
2020	42,700
2021	42,997
2022	43,234
2023	43,452
2024	43,657
2025	43,842
2026	44,010

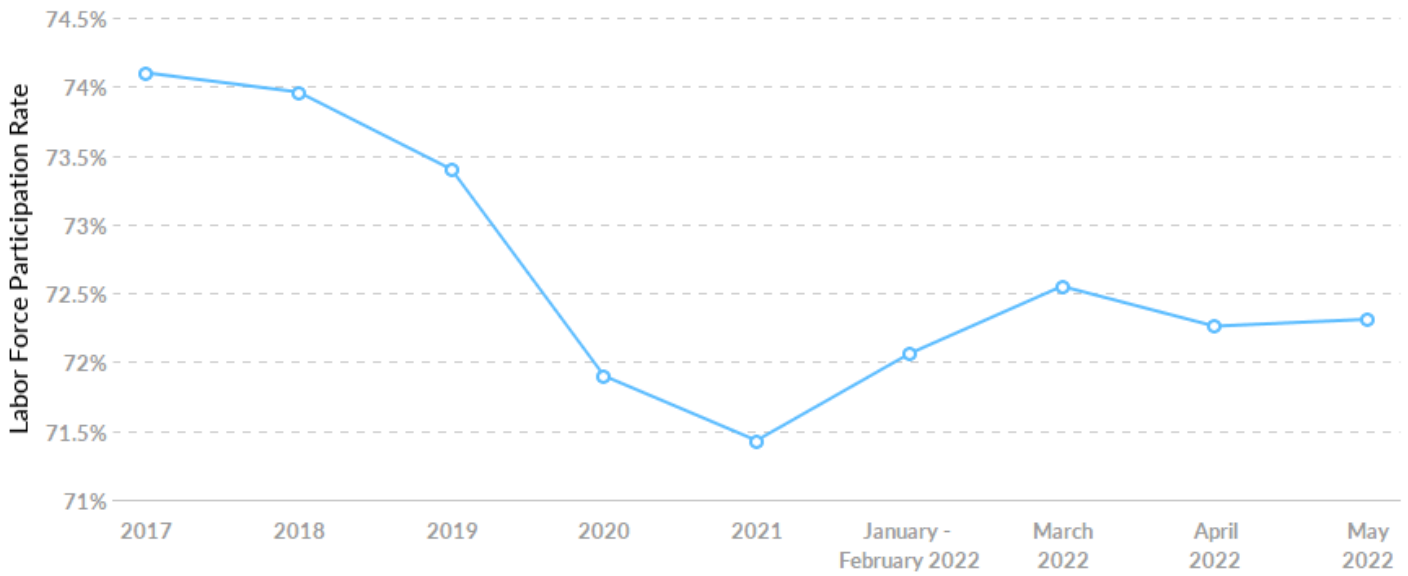
Job Trends

From 2016 to 2021, jobs declined by 0.0% in Pierce County, WI from 12,401 to 12,397. This change fell short of the national growth rate of 1.8% by 1.8%.



Timeframe	Jobs
2016	12,401
2017	12,513
2018	12,872
2019	12,669
2020	12,154
2021	12,397
2022	12,571
2023	12,721
2024	12,854
2025	12,979
2026	13,062

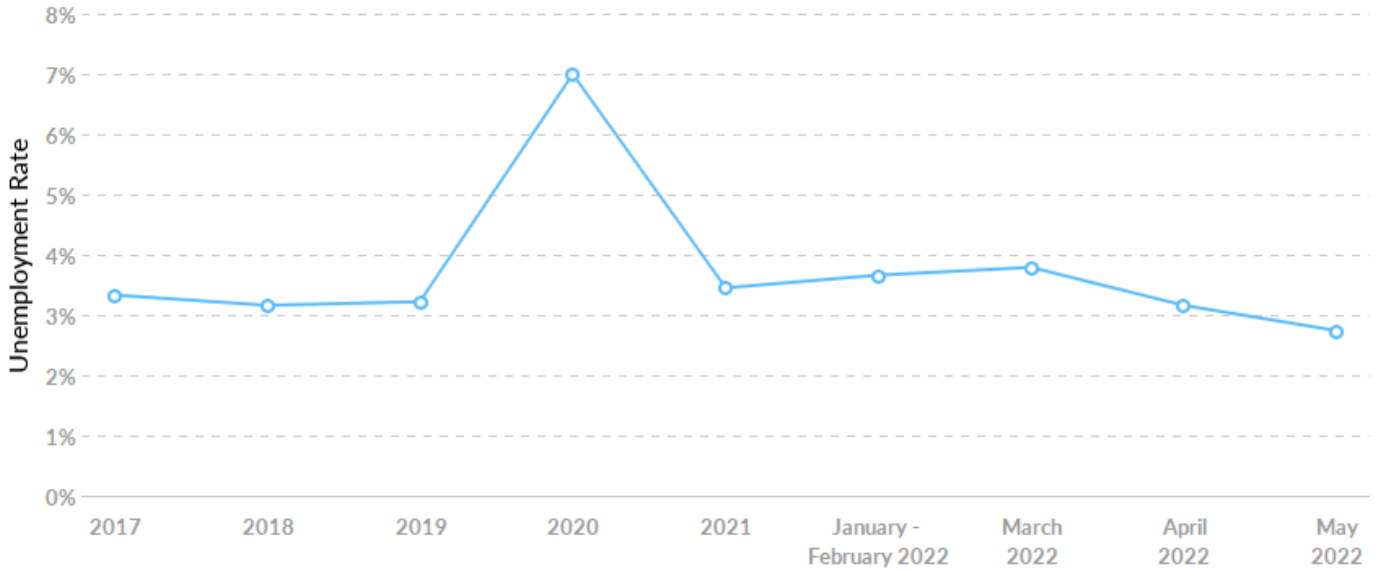
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	74.10%
2018	73.96%
2019	73.40%
2020	71.90%
2021	71.43%
January - February 2022	72.06%
March 2022	72.55%
April 2022	72.26%
May 2022	72.31%

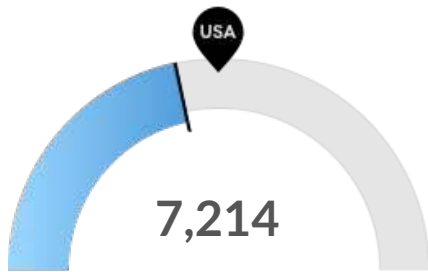
Unemployment Rate Trends

Pierce County, WI had a May 2022 unemployment rate of 2.74%, **decreasing from 3.33%** 5 years before.



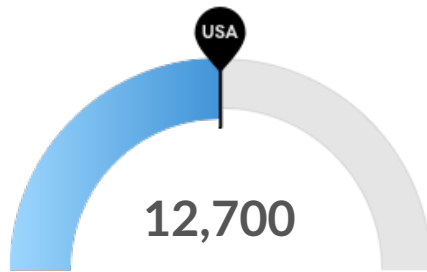
Timeframe	Unemployment Rate
2017	3.33%
2018	3.16%
2019	3.22%
2020	6.99%
2021	3.45%
January - February 2022	3.66%
March 2022	3.79%
April 2022	3.16%
May 2022	2.74%

Population Characteristics



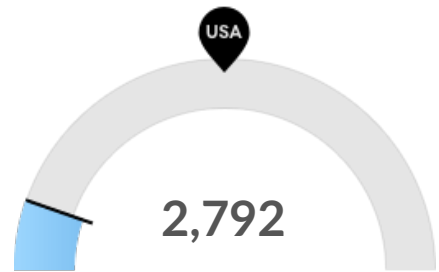
Millennials

Pierce County, WI has 7,214 millennials (ages 25-39). The national average for an area this size is 8,799.



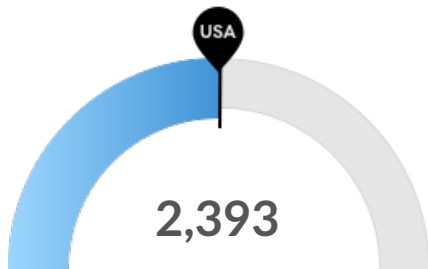
Retiring Soon

Retirement risk is about average in Pierce County, WI. The national average for an area this size is 12,709 people 55 or older, while there are 12,700 here.



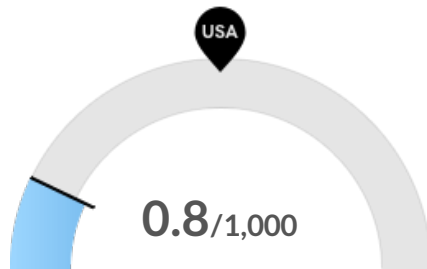
Racial Diversity

Racial diversity is low in Pierce County, WI. The national average for an area this size is 17,199 racially diverse people, while there are 2,792 here.



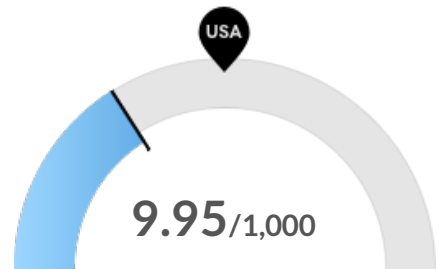
Veterans

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



Violent Crime

Pierce County, WI has 0.8 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

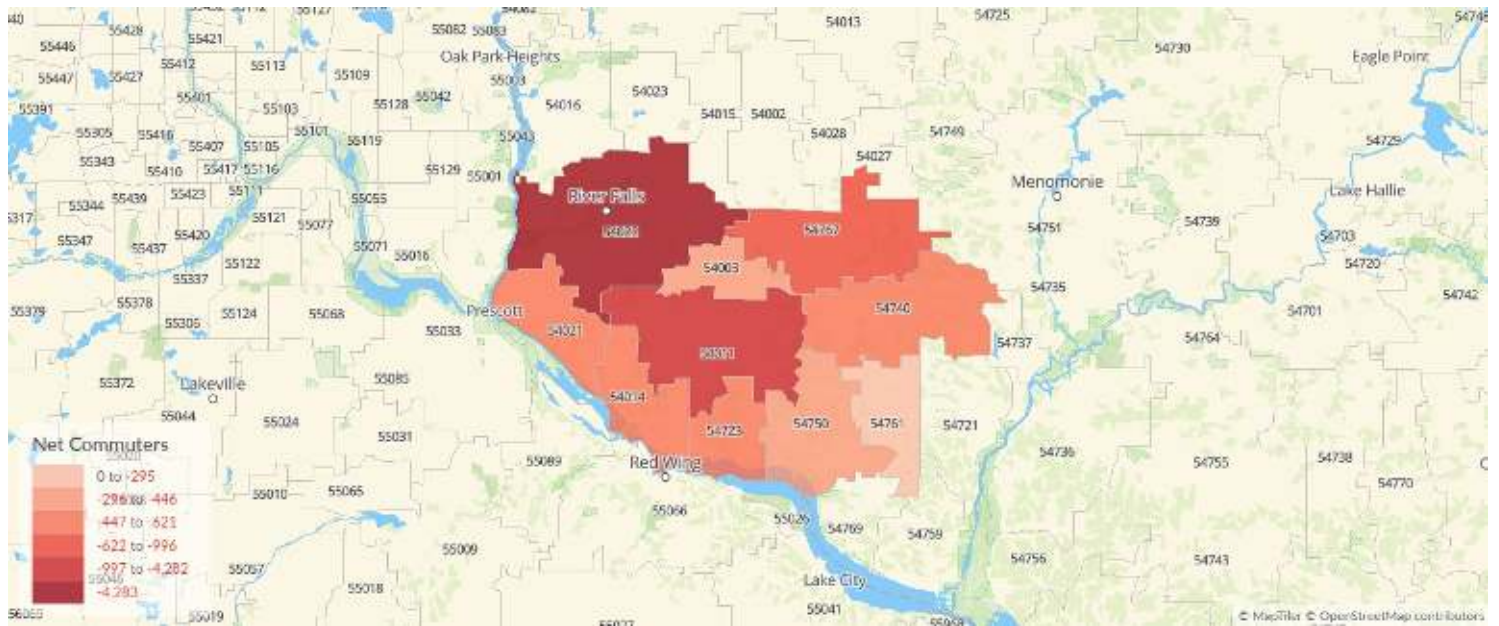


Property Crime

Pierce County, WI has 9.95 property crimes per 1,000 people. The national rate is 17.91 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	2021 Employment
54022	River Falls, WI (in Pierc...	5,235
54011	Ellsworth, WI (in Pierce...	1,961
54021	Prescott, WI (in Pierce ...	1,827
54767	Spring Valley, WI (in Pie...	988
54740	Elmwood, WI (in Pierce...	655

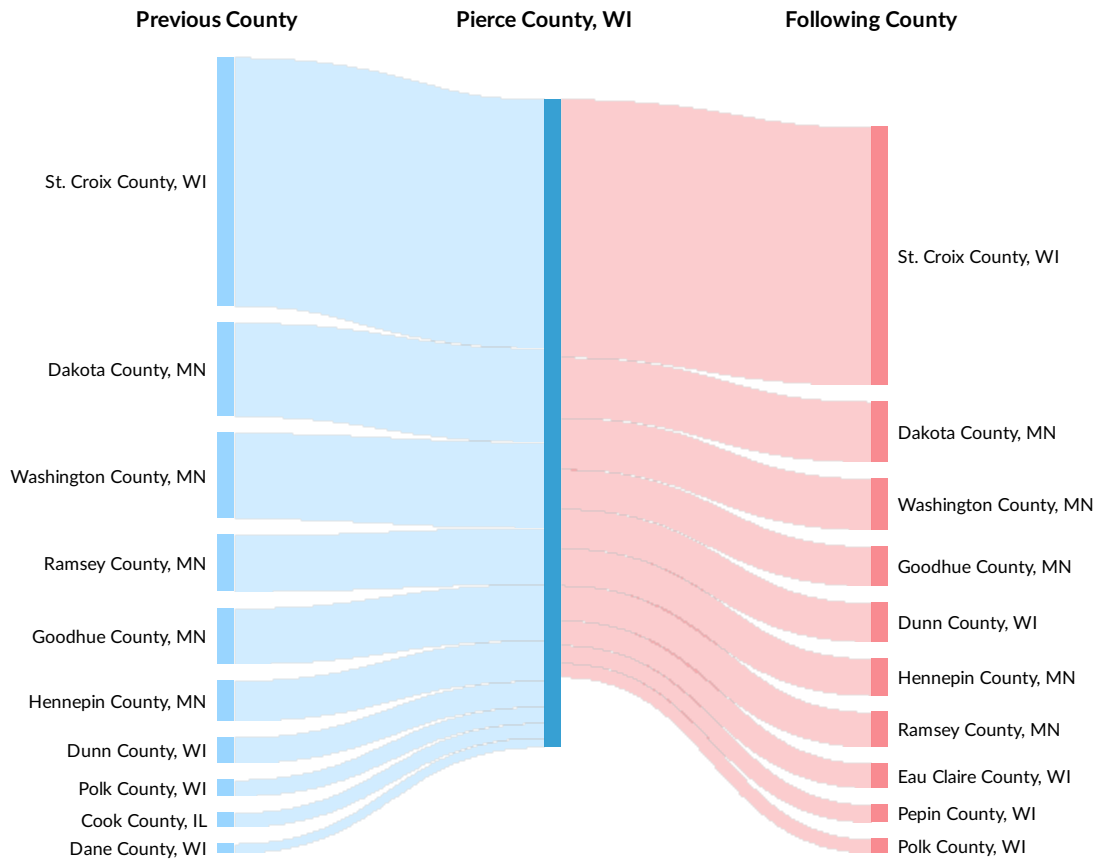
Where Talent Lives

ZIP	Name	2021 Workers
54022	River Falls, WI (in Pierc...	9,518
54011	Ellsworth, WI (in Pierce...	2,958
54021	Prescott, WI (in Pierce ...	2,363
54767	Spring Valley, WI (in Pie...	1,611
54740	Elmwood, WI (in Pierce...	1,152

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 2020, 584 people have migrated from St. Croix County, WI to Pierce County, WI. In the same year, 605 people left Pierce County, WI migrating to St. Croix County, WI. The total Net Migration for Pierce County, WI in 2020 was 128.

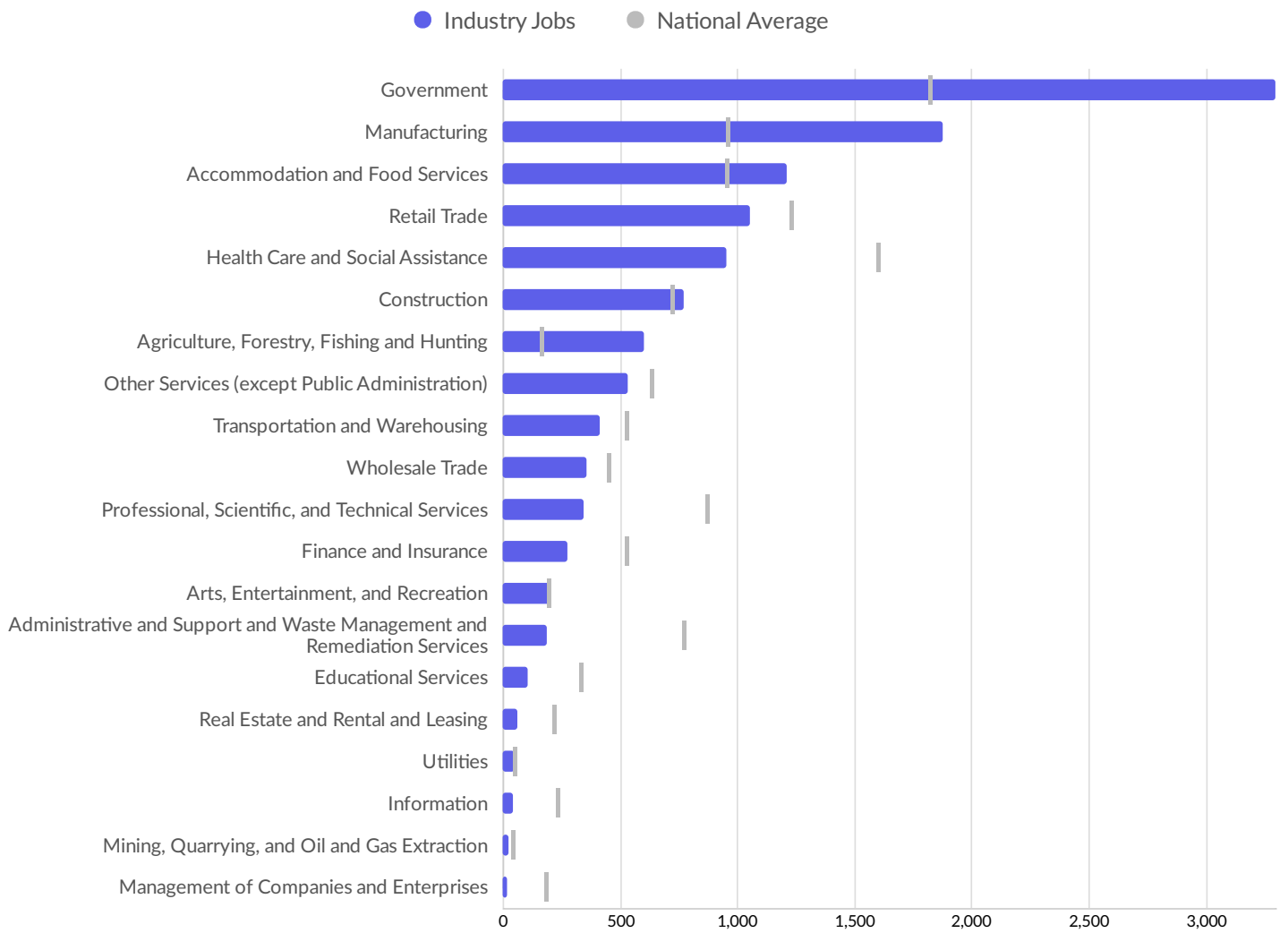


Top Previous Counties	Migrations
St. Croix County, WI	584
Dakota County, MN	220
Washington County, MN	201
Ramsey County, MN	133
Goodhue County, MN	131
Hennepin County, MN	95

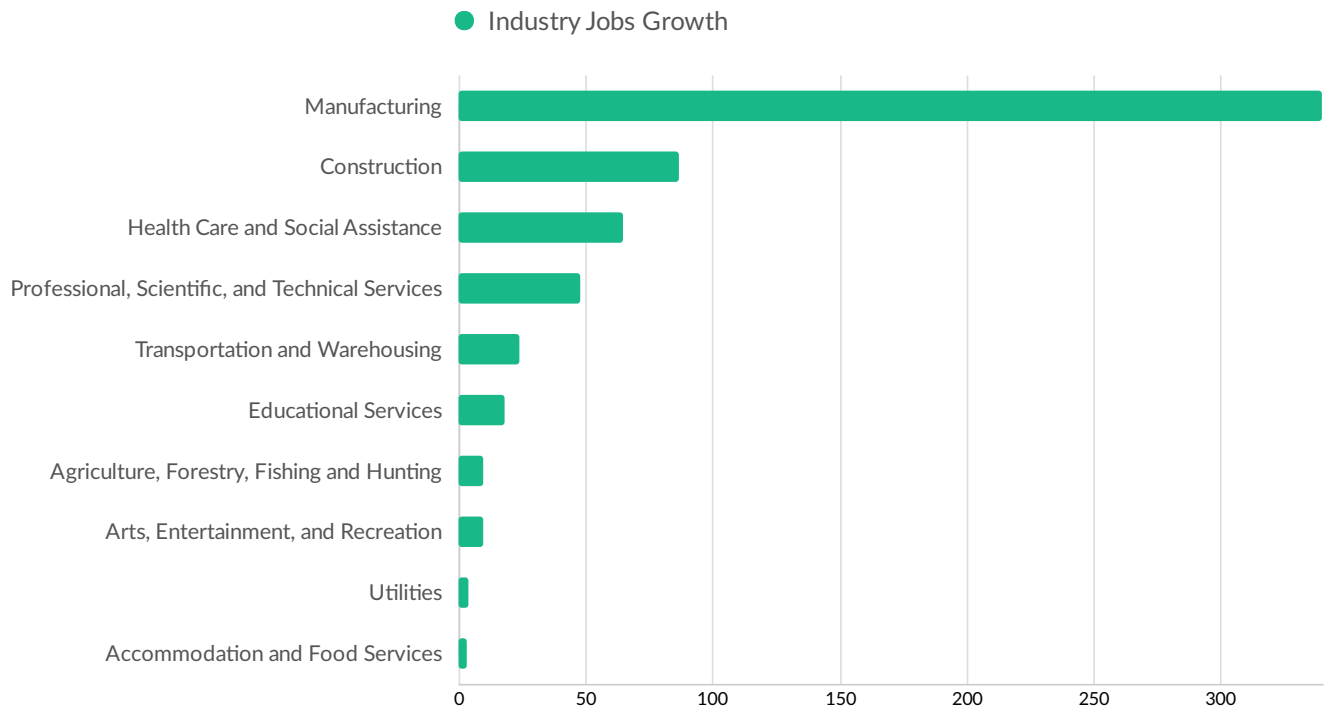
Top Previous Counties	Migrations
Dunn County, WI	61
Polk County, WI	38
Cook County, IL	34
Dane County, WI	22
Black Hawk County, IA	20
Marion County, IA	17
Pima County, AZ	15
Lamar County, TX	14
Wood County, WI	13
Top Following Counties	Migrations
St. Croix County, WI	605
Dakota County, MN	142
Washington County, MN	121
Goodhue County, MN	93
Dunn County, WI	92
Hennepin County, MN	87
Ramsey County, MN	82
Eau Claire County, WI	58
Pepin County, WI	42
Polk County, WI	33
Adams County, CO	24
Guadalupe County, TX	18
Anoka County, MN	18
Charlotte County, FL	15
Carver County, MN	14

Industry Characteristics

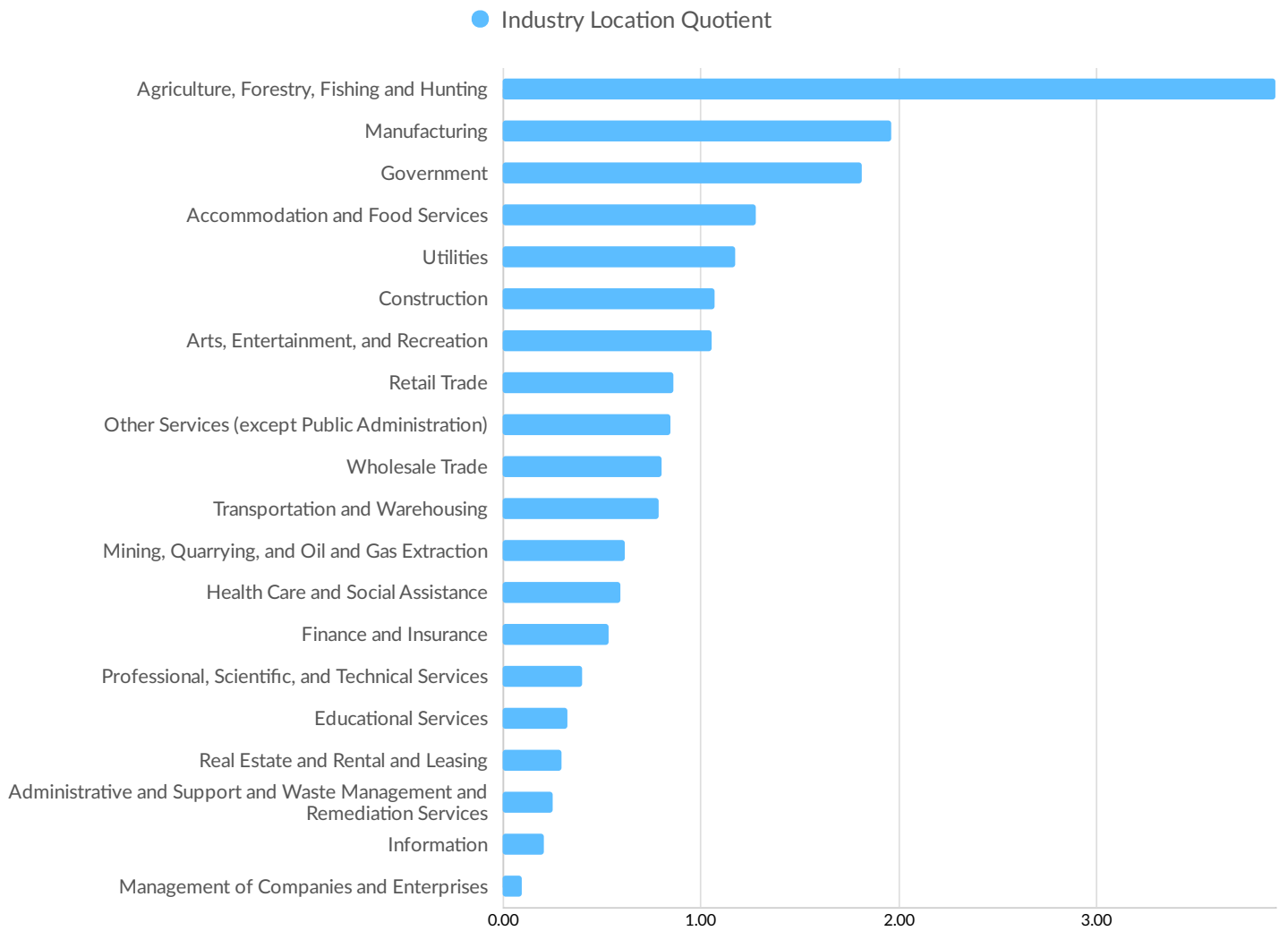
Largest Industries



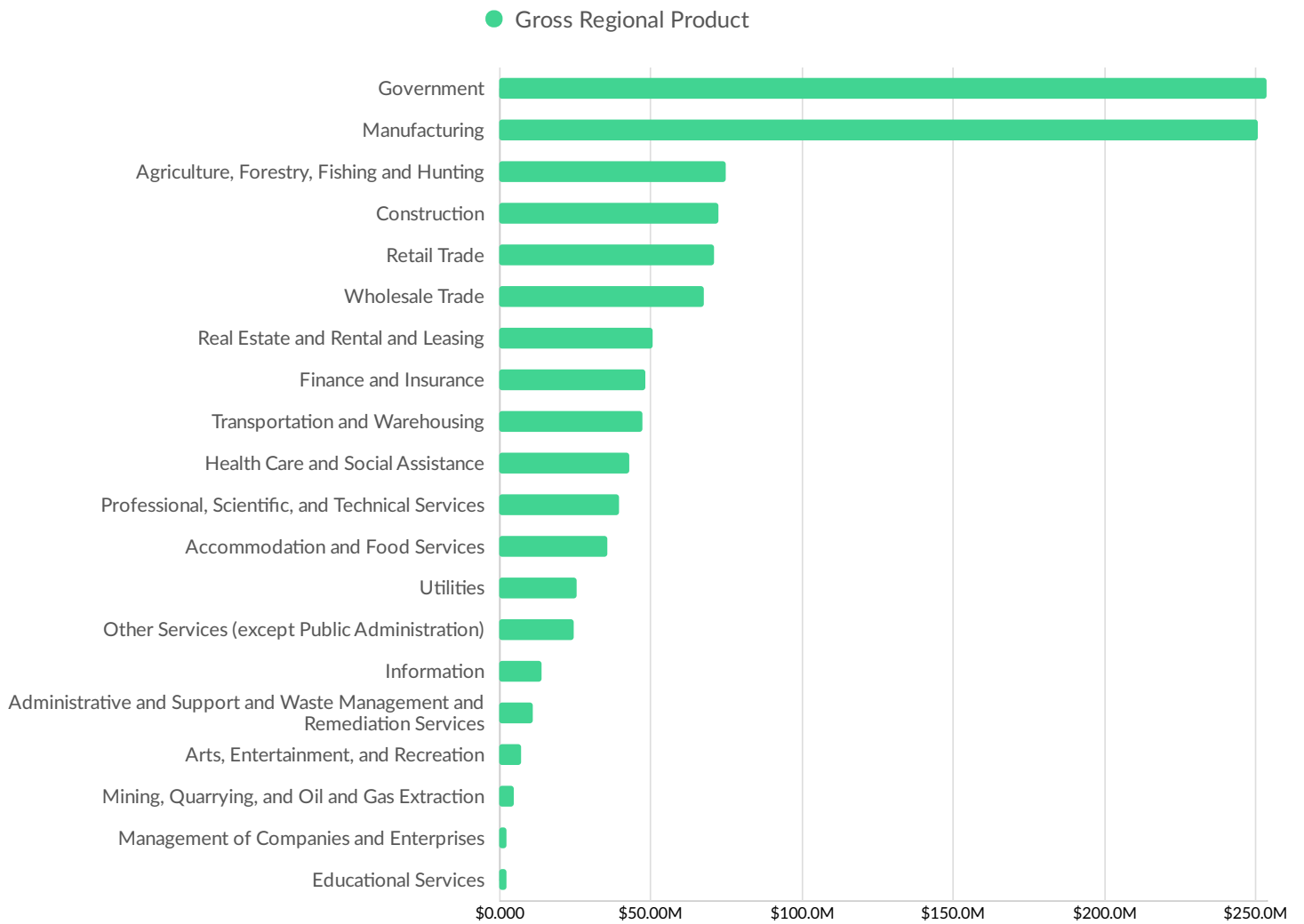
Top Growing Industries



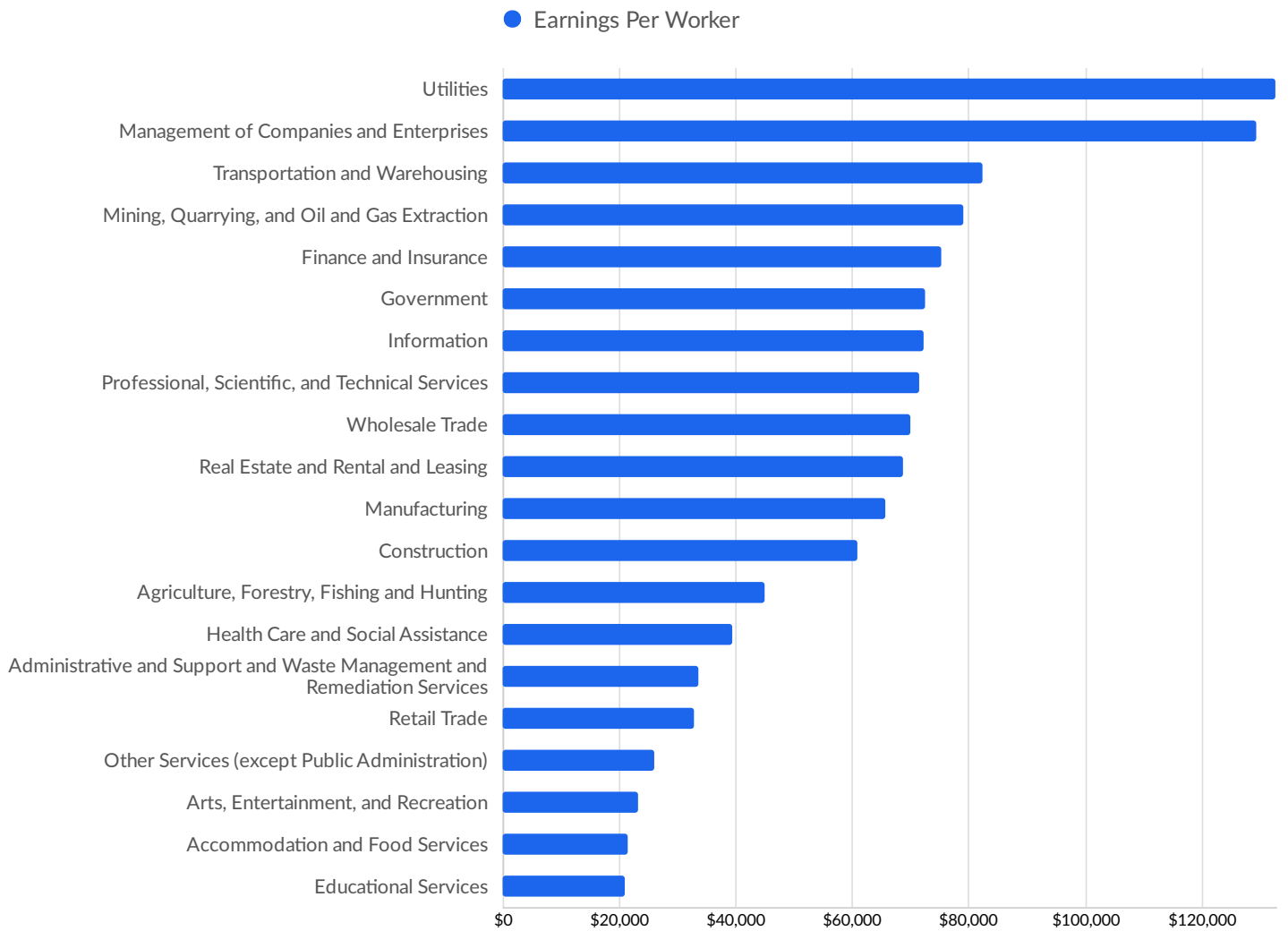
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



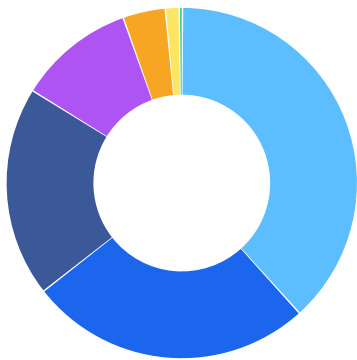
Business Characteristics

4,137 Companies Employ Your Workers

Online profiles for your workers mention 4,137 companies as employers, with the top 10 appearing below. In the last 12 months, 540 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-River F...	526 	CareInHomes	274 
3M	190 	The University Of Wisconsin	232 
Allina Health	104 	Treasure Island Resort & Casino	130 
Andersen Windows	83 	Kwik Trip	109 
School District Of River Falls	74 	Ashley Furniture	93 
Red Wing Shoe Company	56 	United Natural Foods	90 
Mukwonago Area School District	53 	Allina Health	83 
City Of River Falls	52 	SpartanNash	61 
Target	48 	Eurofins	57 
Xcel Energy	45 	University Of Wisconsin-River F...	55 

Business Size

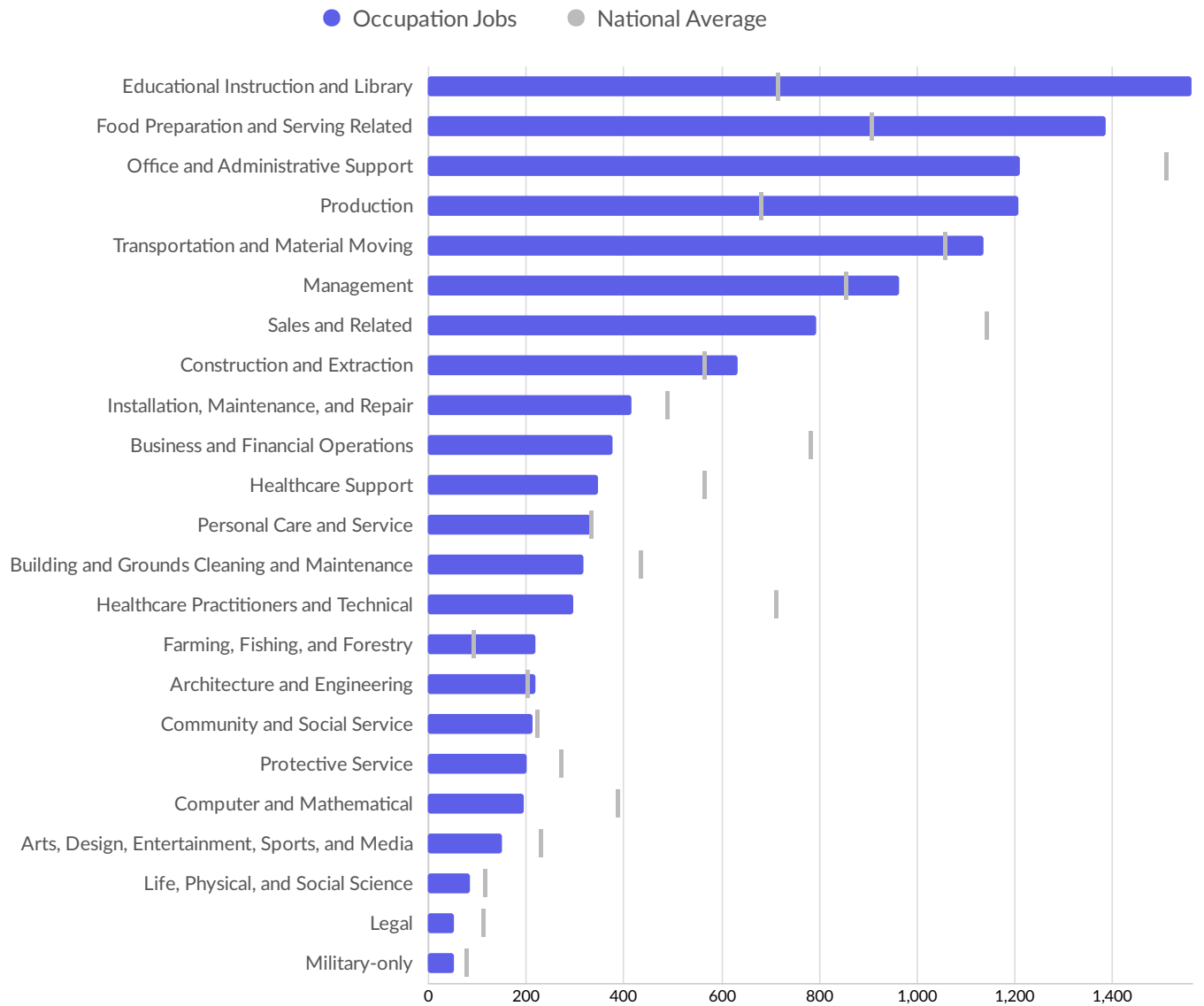


	Percentage	Business Count
● 1 to 4 employees	38.2%	487
● 5 to 9 employees	26.1%	333
● 10 to 19 employees	19.4%	247
● 20 to 49 employees	10.8%	137
● 50 to 99 employees	3.9%	50
● 100 to 249 employees	1.3%	16
● 250 to 499 employees	0.3%	4

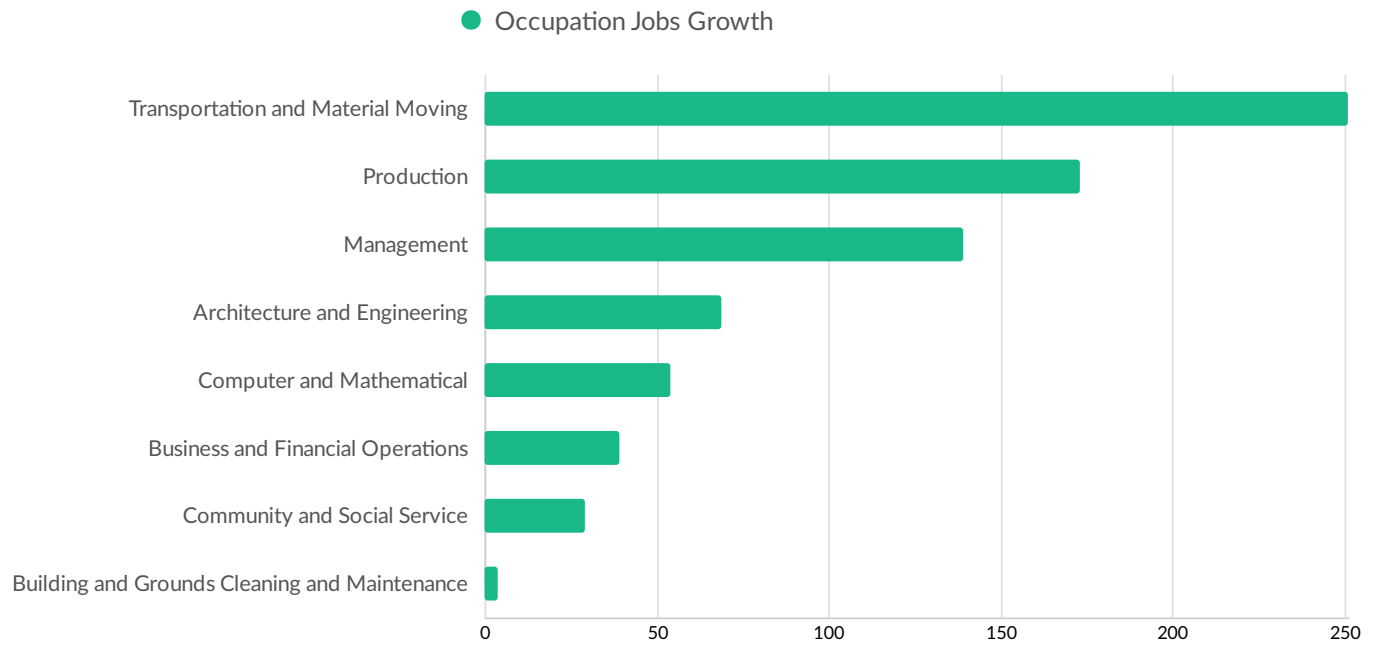
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

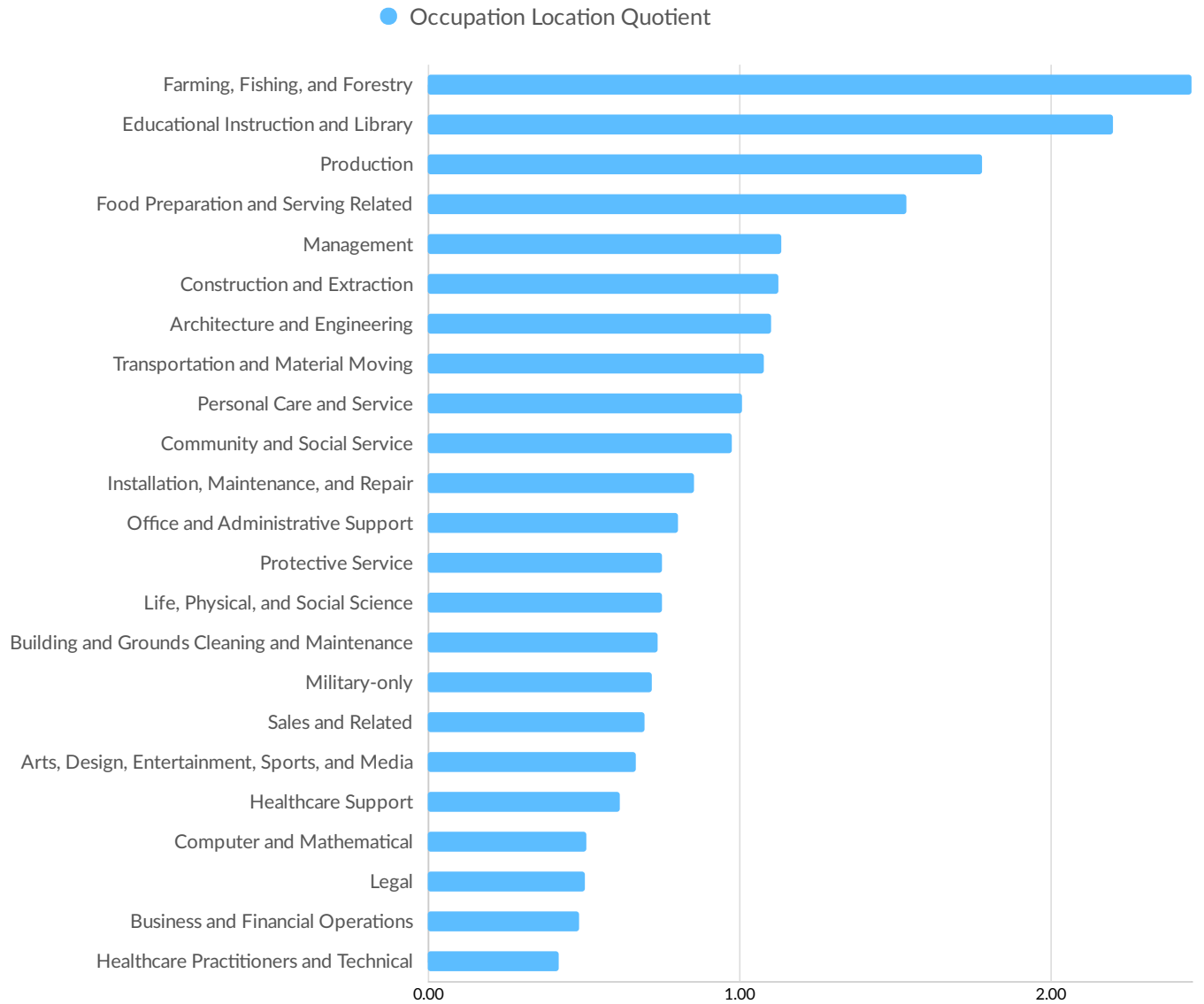
Largest Occupations



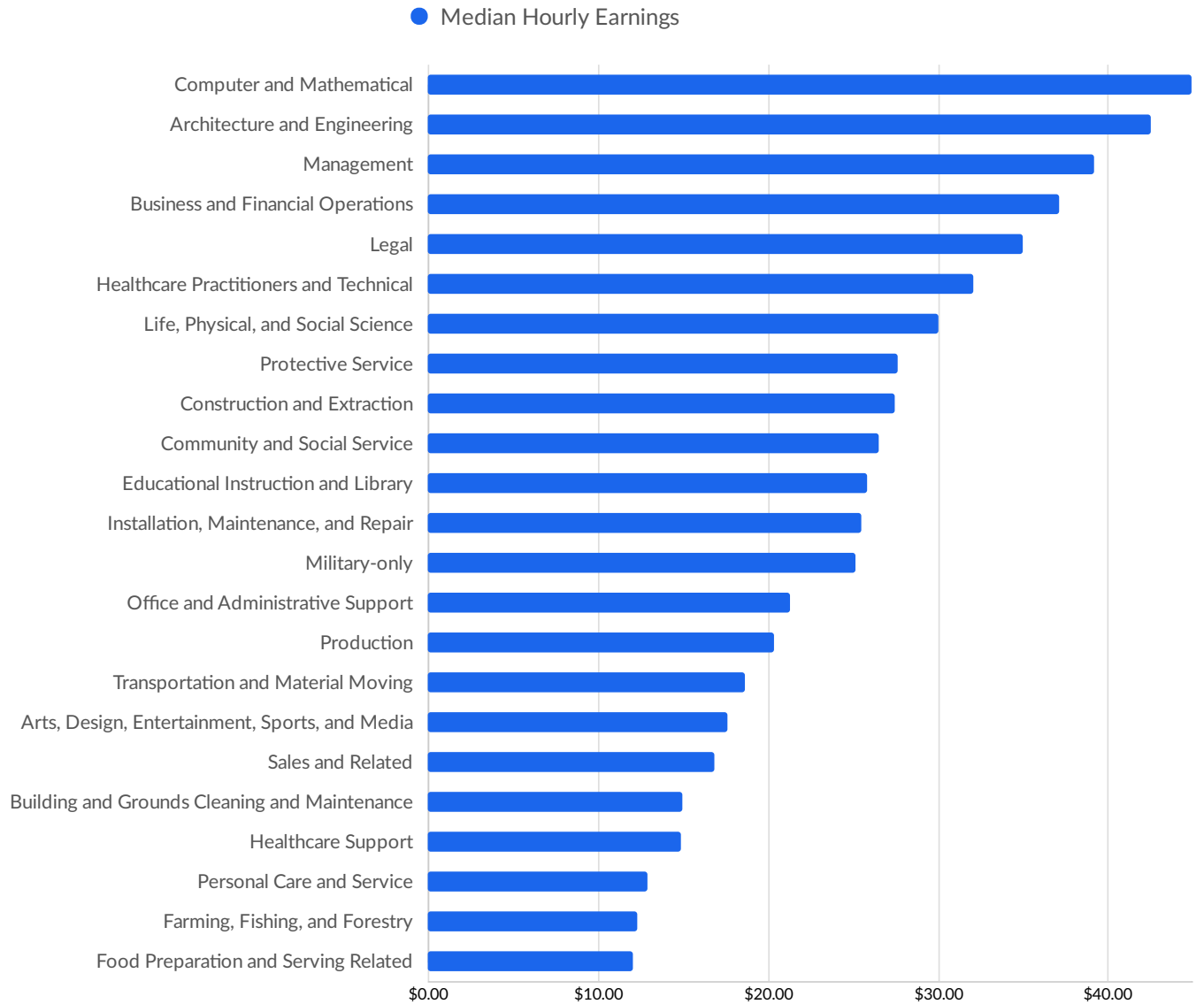
Top Growing Occupations



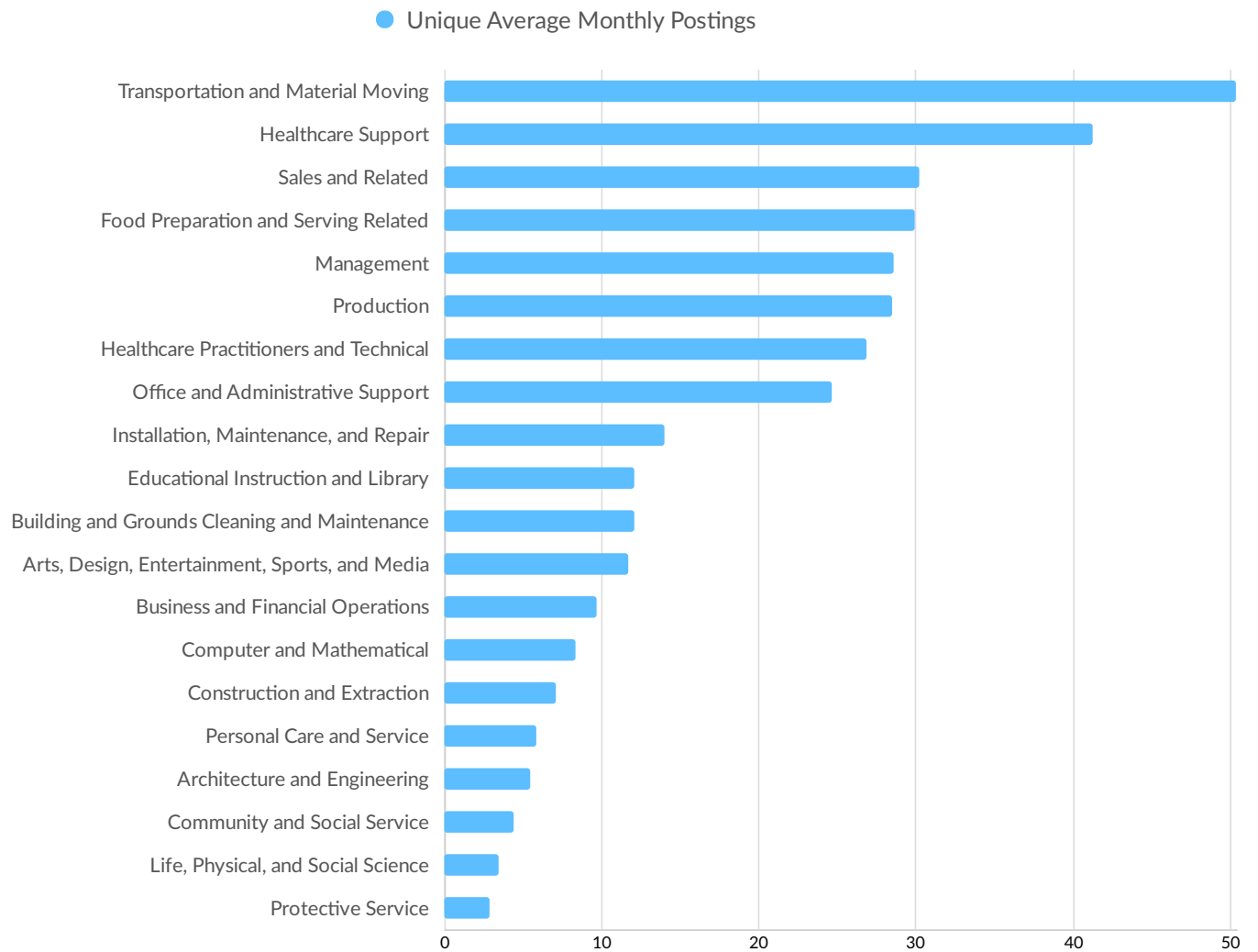
Top Occupation Location Quotient



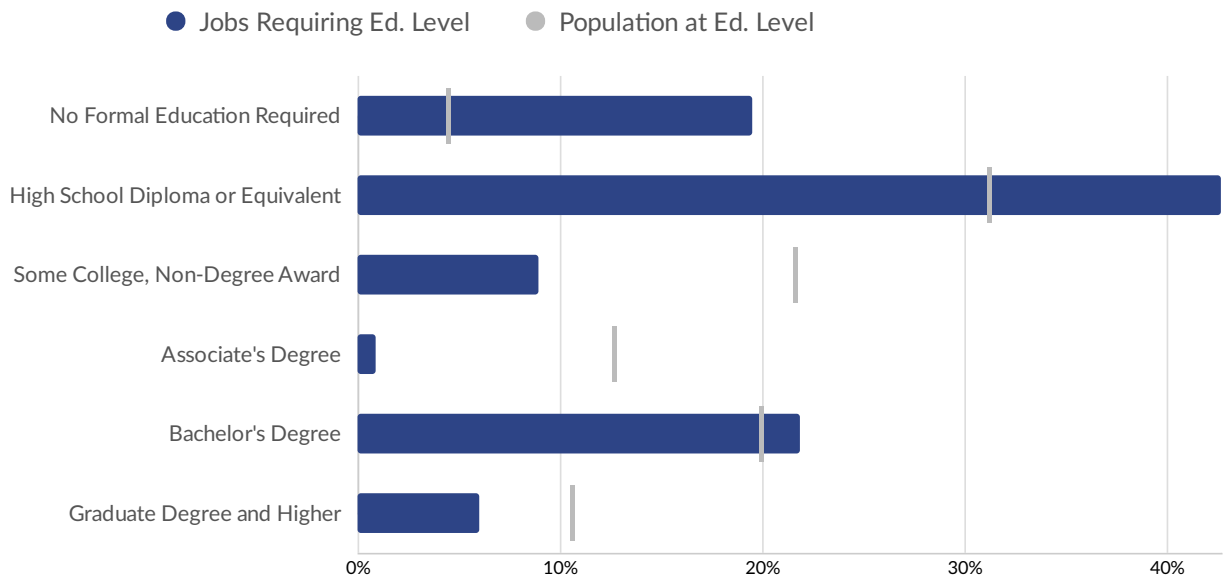
Top Occupation Earnings



Top Posted Occupations

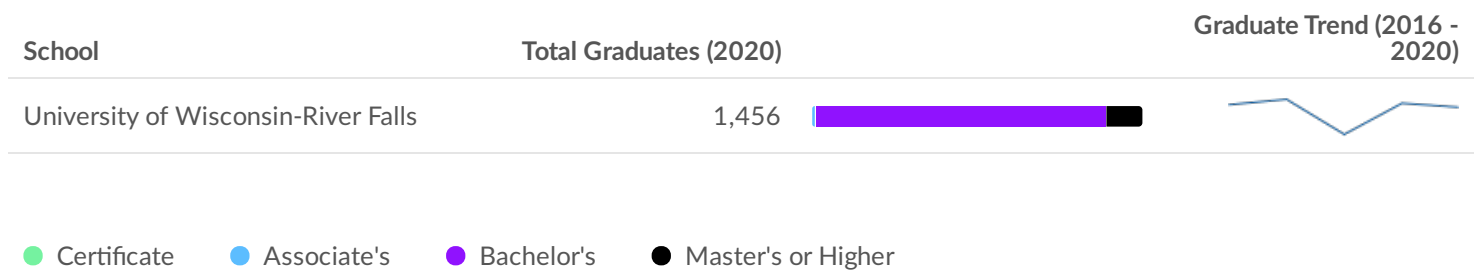


Underemployment



Educational Pipeline

In 2020, there were 1,456 graduates in Pierce County, WI. This pipeline has shrunk by 1% 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

