



Pierce County, WI

Mississippi River Regional Planning Commission



1707 Main Street, Suite 435
La Crosse, Wisconsin 54601

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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

42,553

Population (2022)

Population **grew by 478** over the last 5 years but is projected to **decrease by 355** over the next 5 years.

12,750

Total Regional Employment

Jobs **grew by 247** over the last 5 years and are projected to **grow by 965** over the next 5 years.

\$78.3K

Median Household Income (2021)

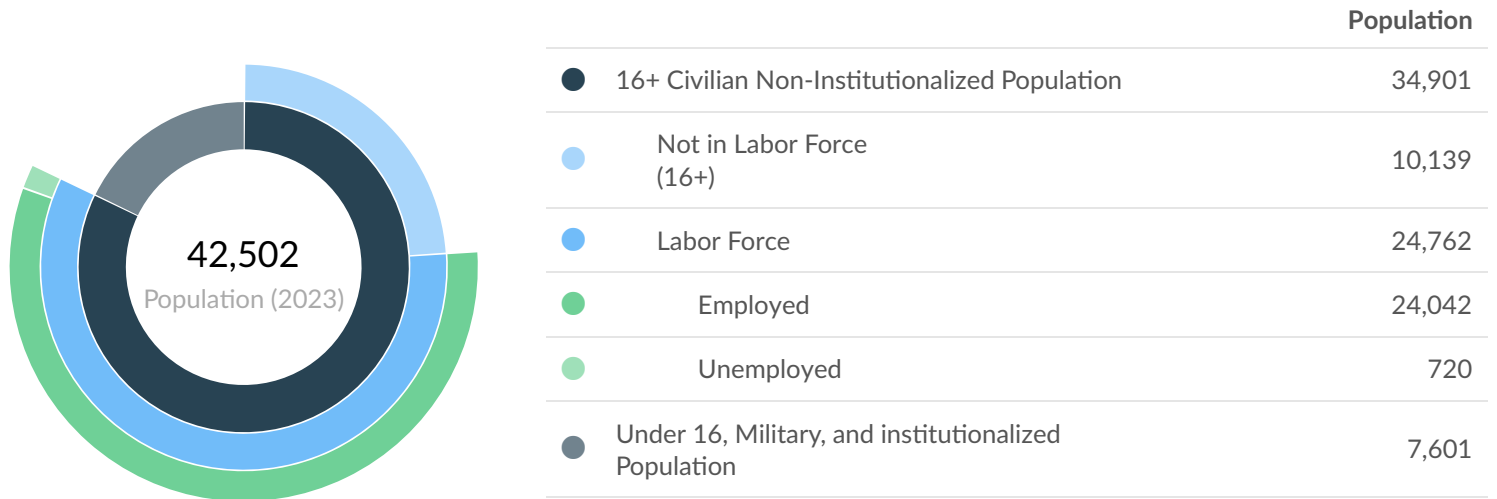
Median household income is **\$9.3K above** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 1.1%** since 2017, growing by 478. Population is expected to **decrease by 0.8%** between 2022 and 2027, losing 355.
- From 2017 to 2022, jobs **increased by 2.0%** in Pierce County, WI from 12,503 to **12,750**. This change **fell short of the national growth rate of 3.8% by 1.8%**. As the number of jobs increased, the **labor force participation rate decreased from 74.0% to 69.2% between 2017 and 2022**.
- Concerning educational attainment, **19.8% of Pierce County, WI residents possess a Bachelor's Degree** (1.0% below the national average), and **13.0% hold an Associate's Degree** (4.2% above the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Education and Hospitals (State Government).

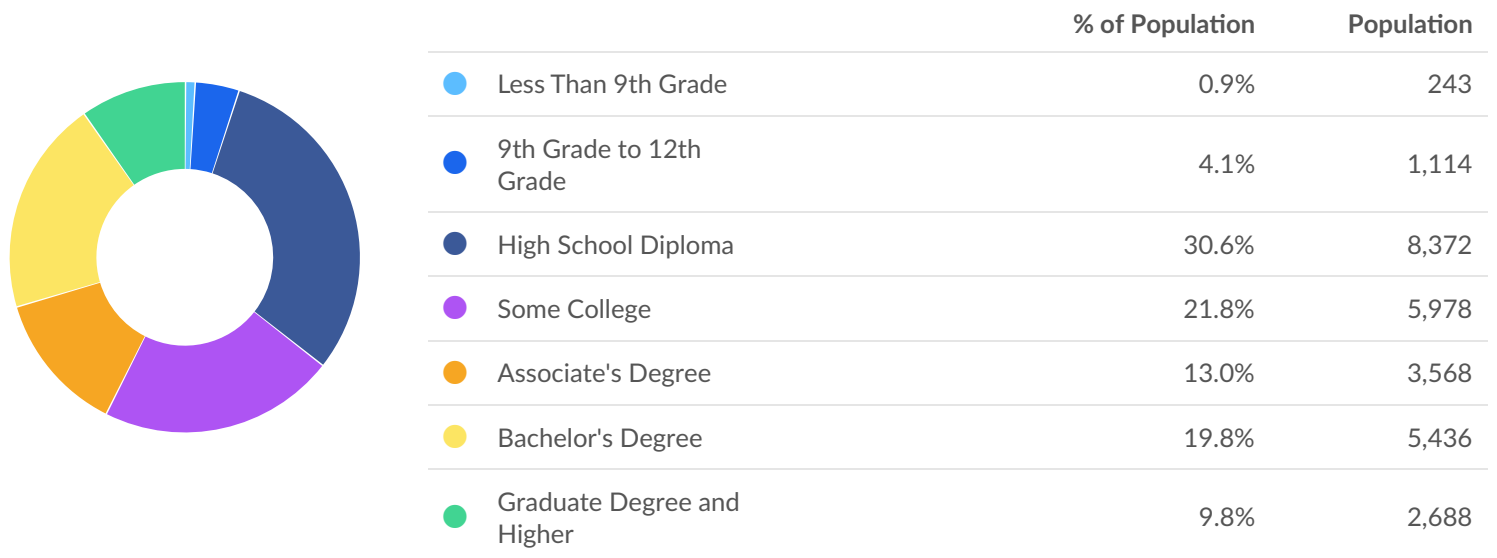
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	42,502	24,762	12,750	101.4	\$1.39B	\$2.64B	\$1.63B
Juneau County, WI	26,978	13,318	10,440	97.7	\$1.12B	\$2.10B	\$2.20B
Dane County, WI	578,313	334,794	379,374	104.7	\$57.46B	\$44.07B	\$65.02B
Milwaukee County, WI	913,266	454,383	509,429	104.6	\$67.68B	\$54.39B	\$67.03B

Apr 2023 Labor Force Breakdown



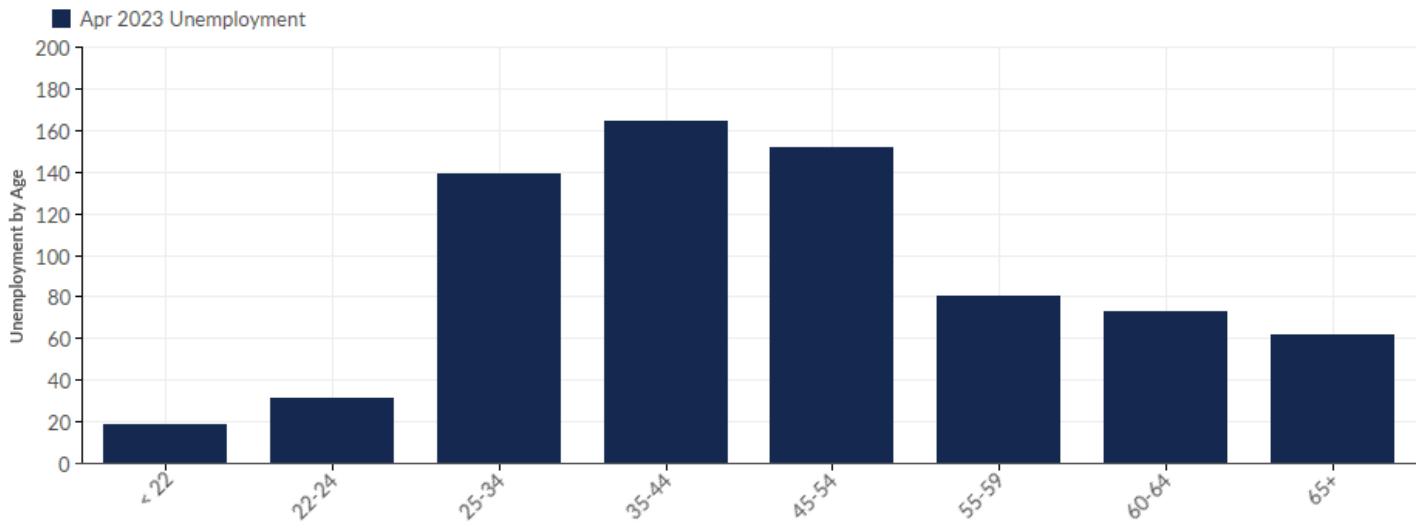
Educational Attainment

Concerning educational attainment, **19.8% of Pierce County, WI residents possess a Bachelor's Degree** (1.0% below the national average), and **13.0% hold an Associate's Degree** (4.2% above the national average).



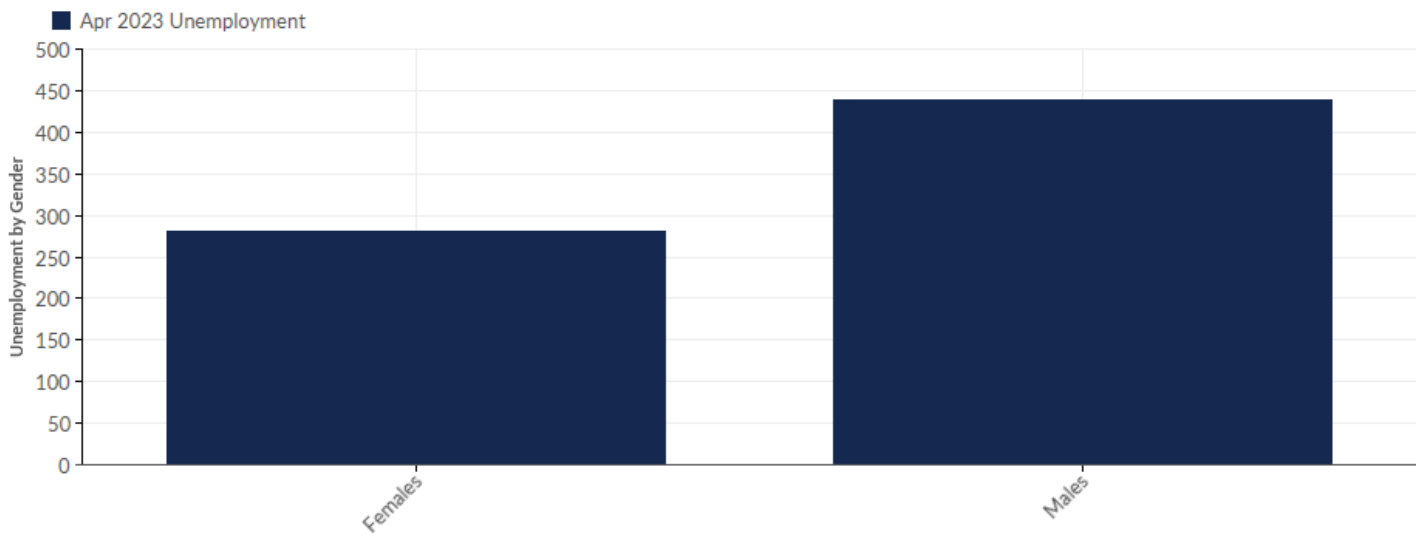
Unemployment by Demographics

Unemployment by Age



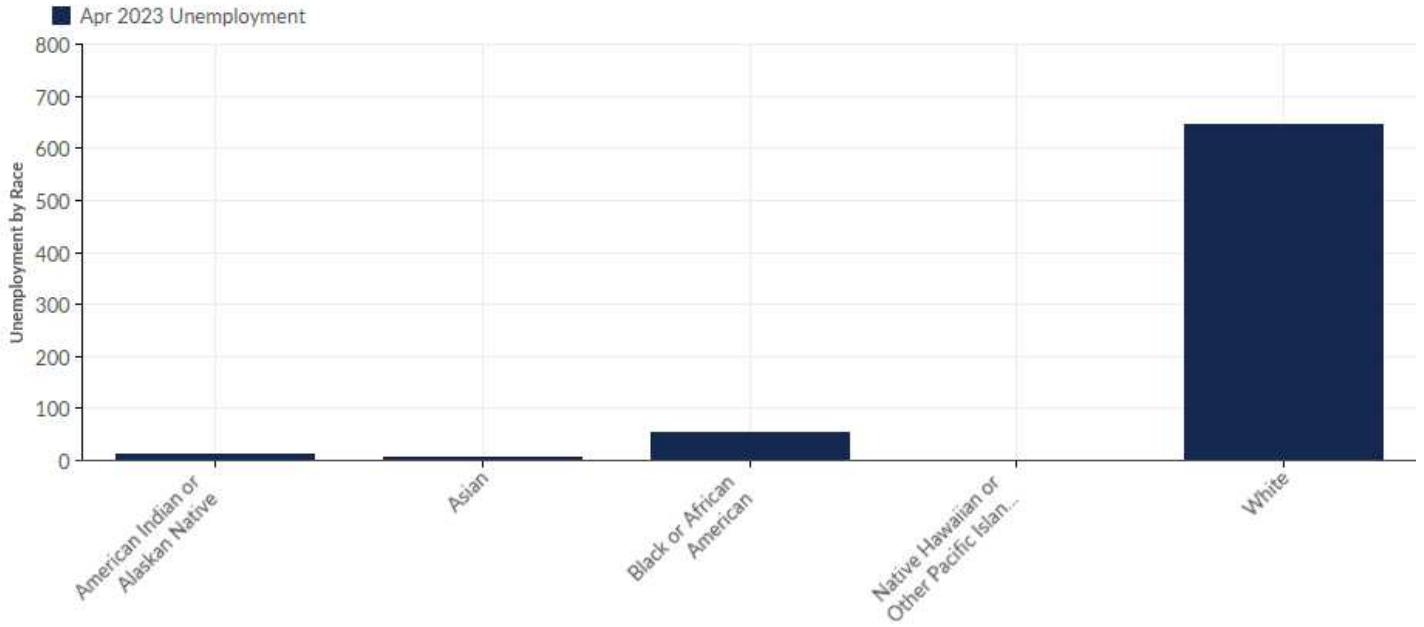
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	19	2.64%
22-24	31	4.31%
25-34	139	19.31%
35-44	164	22.78%
45-54	152	21.11%
55-59	81	11.25%
60-64	73	10.14%
65+	62	8.61%
Total	720	100.00%

Unemployment by Gender



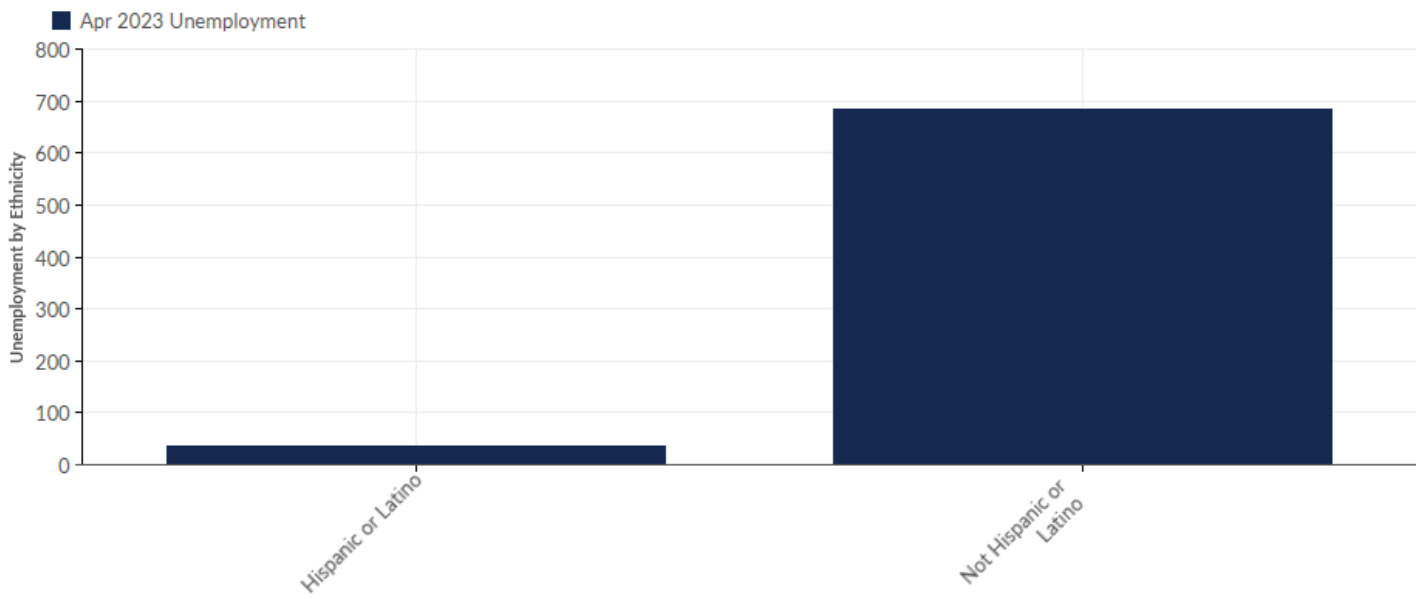
Gender	Unemployment (Apr 2023)	% of Unemployed
Females	281	39.03%
Males	439	60.97%
Total	720	100.00%

Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	13	1.81%
Asian	7	0.97%
Black or African American	53	7.36%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	646	89.72%
Total	720	100.00%

Unemployment by Ethnicity

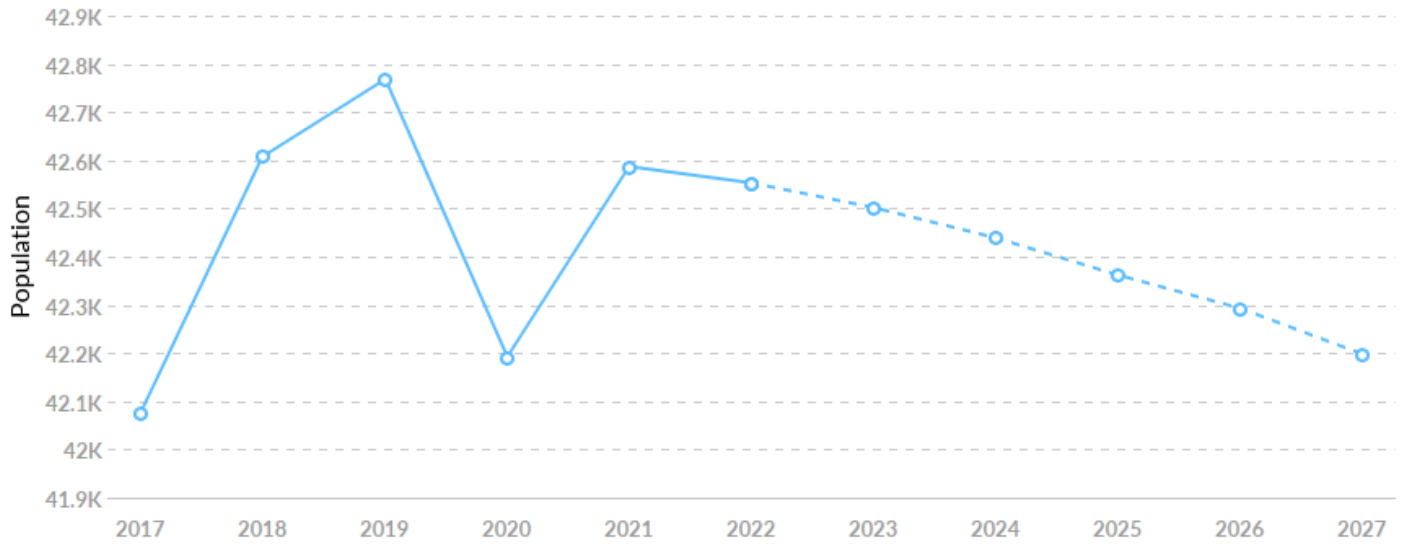


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	37	5.14%
Not Hispanic or Latino	683	94.86%
Total	720	100.00%

Historic & Projected Trends

Population Trends

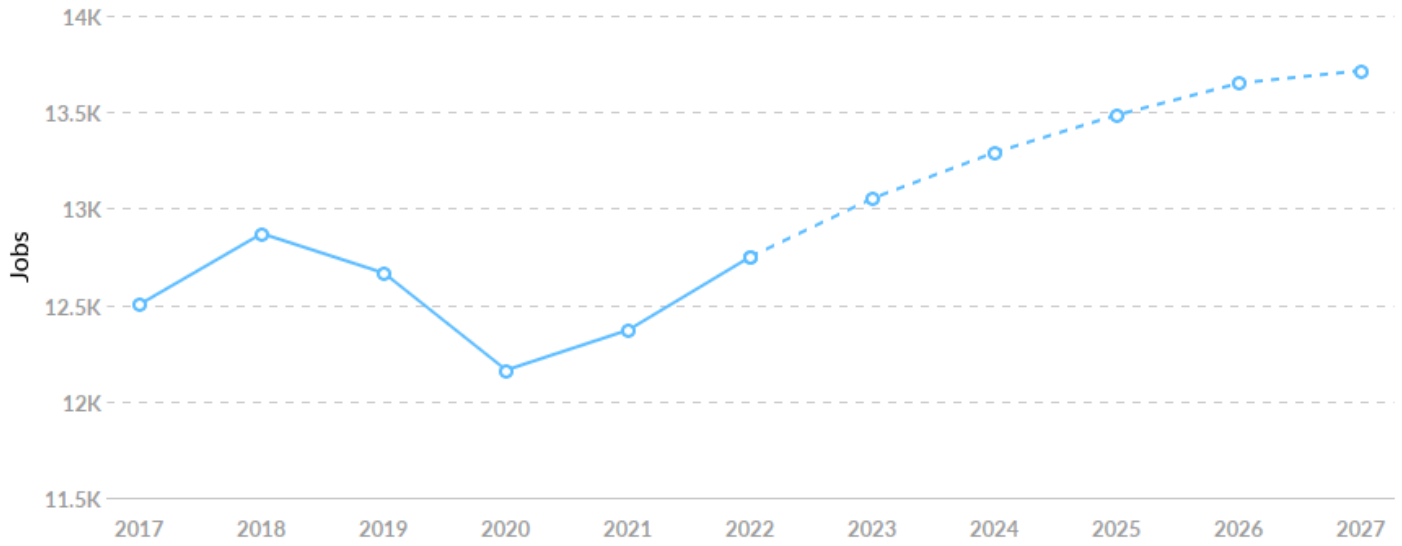
As of 2022 the region's population increased by 1.1% since 2017, growing by 478. Population is expected to decrease by 0.8% between 2022 and 2027, losing 355.



Timeframe	Population
2017	42,075
2018	42,608
2019	42,768
2020	42,191
2021	42,587
2022	42,553
2023	42,502
2024	42,439
2025	42,362
2026	42,293
2027	42,198

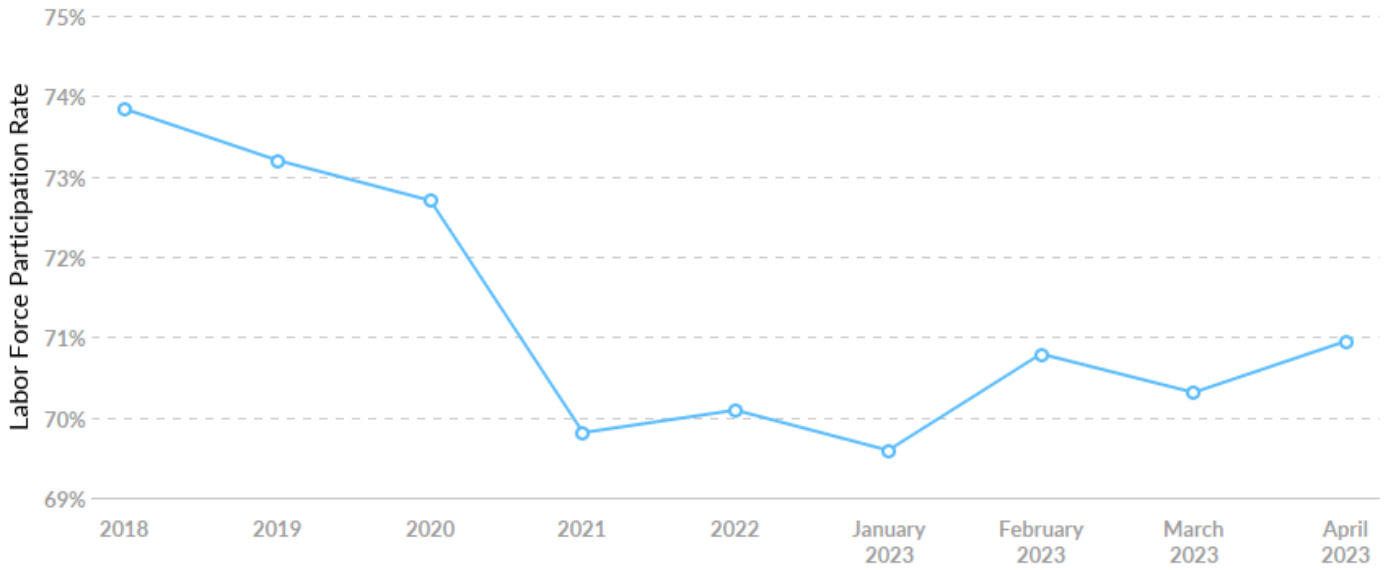
Job Trends

From 2017 to 2022, jobs increased by 2.0% in Pierce County, WI from 12,503 to 12,750. This change fell short of the national growth rate of 3.8% by 1.8%.



Timeframe	Jobs
2017	12,503
2018	12,870
2019	12,665
2020	12,162
2021	12,370
2022	12,750
2023	13,053
2024	13,291
2025	13,485
2026	13,650
2027	13,715

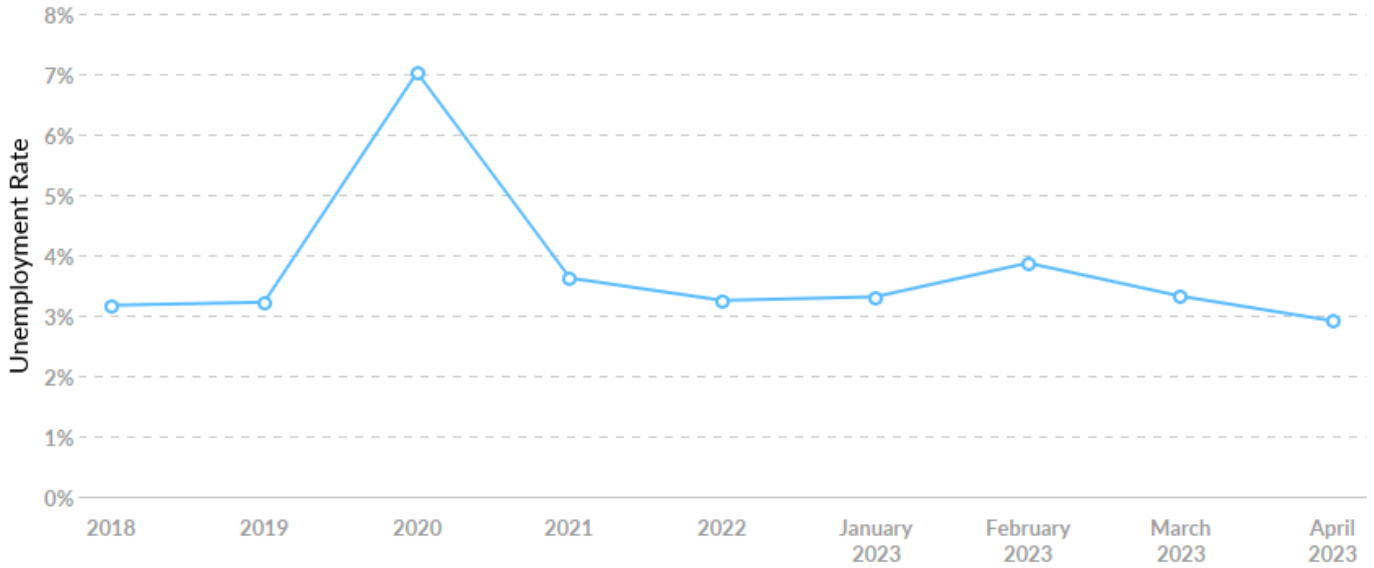
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	73.84%
2019	73.20%
2020	72.70%
2021	69.81%
2022	70.09%
January 2023	69.59%
February 2023	70.79%
March 2023	70.31%
April 2023	70.95%

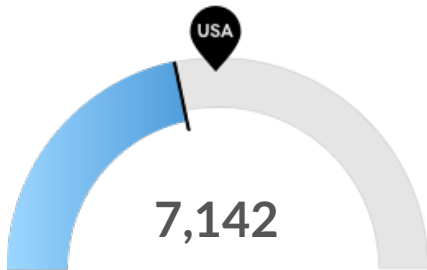
Unemployment Rate Trends

Pierce County, WI had an April 2023 unemployment rate of 2.91%, **decreasing from 3.17%** 5 years before.



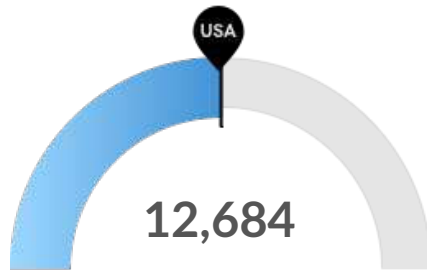
Timeframe	Unemployment Rate
2018	3.17%
2019	3.22%
2020	7.02%
2021	3.62%
2022	3.25%
January 2023	3.31%
February 2023	3.87%
March 2023	3.32%
April 2023	2.91%

Population Characteristics



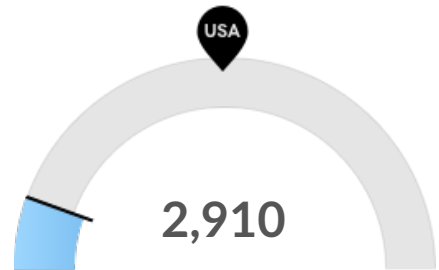
Millennials

Pierce County, WI has 7,142 millennials (ages 25-39). The national average for an area this size is 8,699.



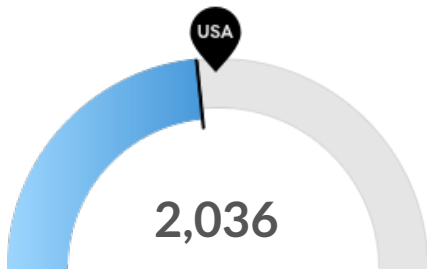
Retiring Soon

Retirement risk is about average in Pierce County, WI. The national average for an area this size is 12,658 people 55 or older, while there are 12,684 here.



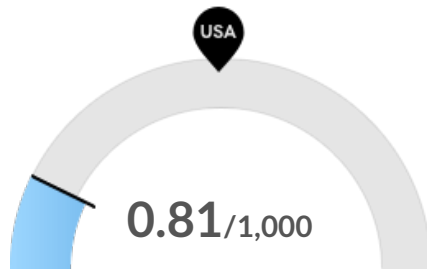
Racial Diversity

Racial diversity is low in Pierce County, WI. The national average for an area this size is 17,330 racially diverse people, while there are 2,910 here.



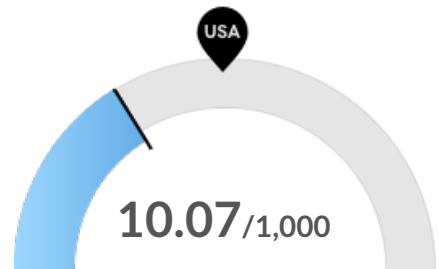
Veterans

Pierce County, WI has 2,036 veterans. The national average for an area this size is 2,237.



Violent Crime

Pierce County, WI has 0.81 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

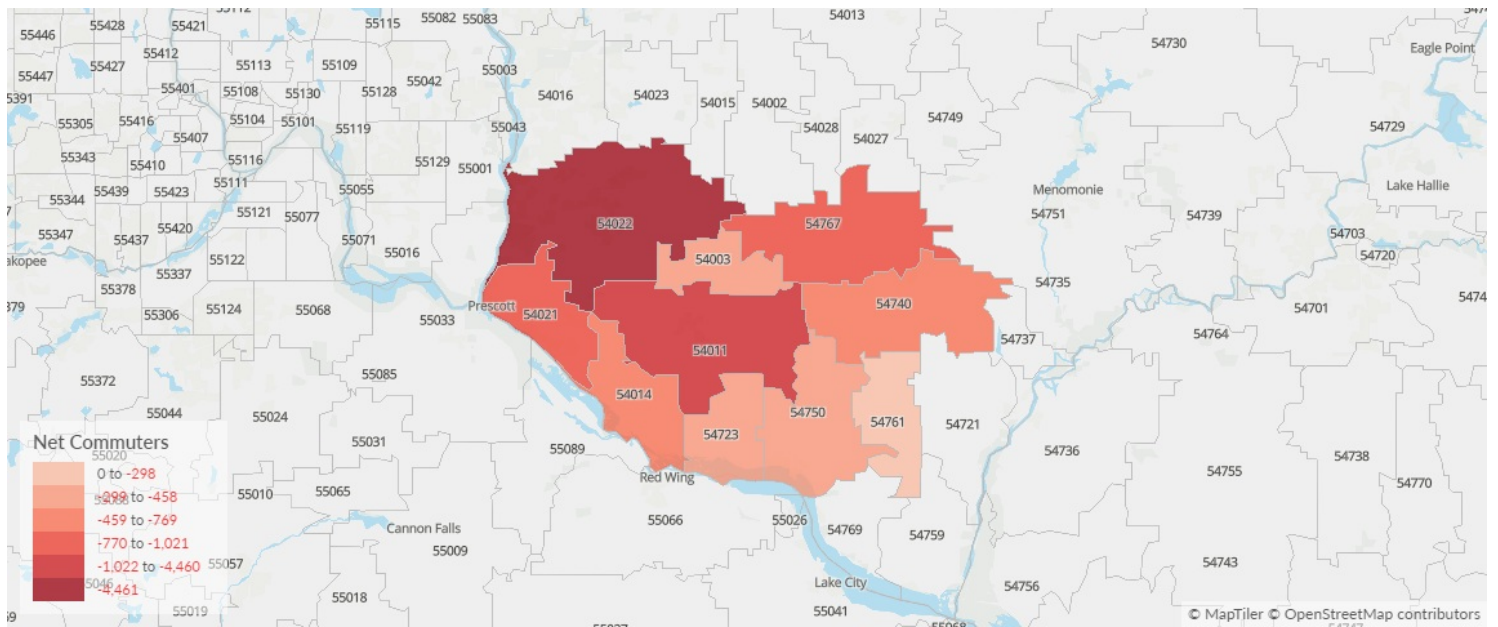


Property Crime

Pierce County, WI has 10.07 property crimes per 1,000 people. The national rate is 17.8 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

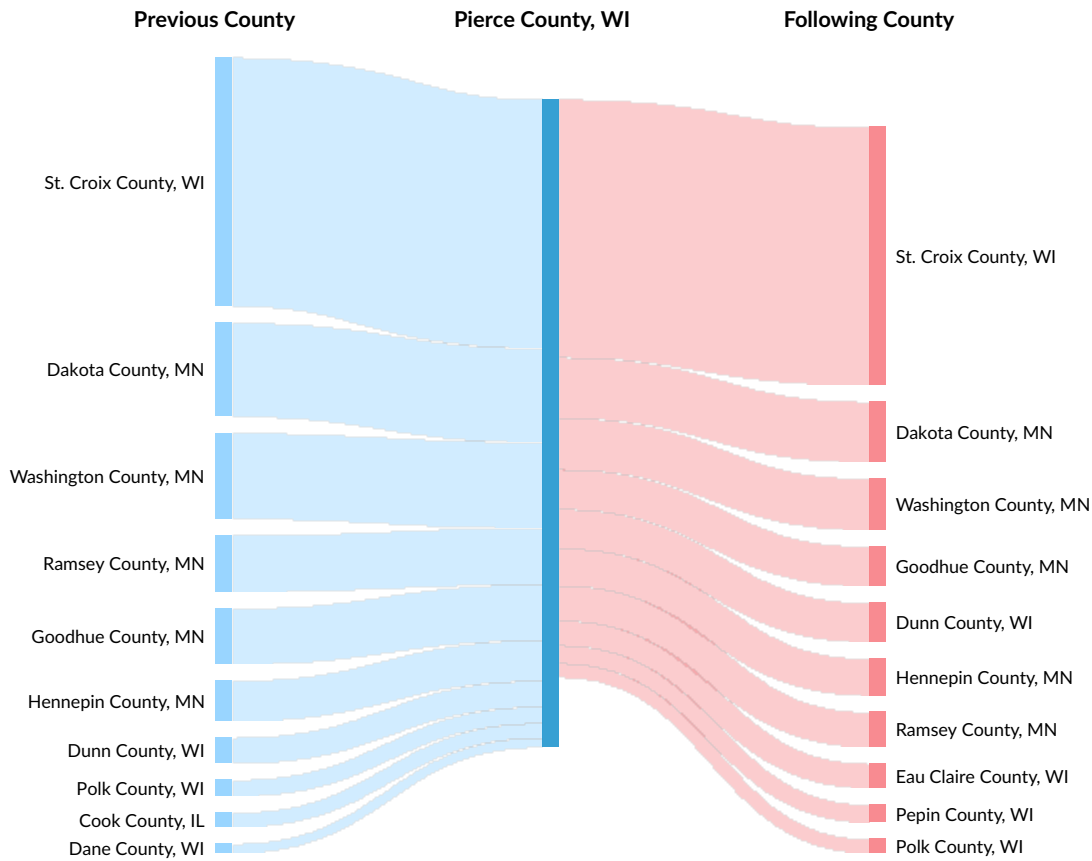
ZIP	Name	2022 Employment
54022	River Falls, WI (in Pierce...	5,693
54011	Ellsworth, WI (in Pierce ...	2,123
54021	Prescott, WI (in Pierce c...	1,675
54767	Spring Valley, WI (in Pie...	964
54740	Elmwood, WI (in Pierce ...	622

ZIP	Name	2022 Workers
54022	River Falls, WI (in Pierce...	10,154
54011	Ellsworth, WI (in Pierce ...	3,145
54021	Prescott, WI (in Pierce c...	2,484
54767	Spring Valley, WI (in Pie...	1,734
54740	Elmwood, WI (in Pierce ...	1,081

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**.

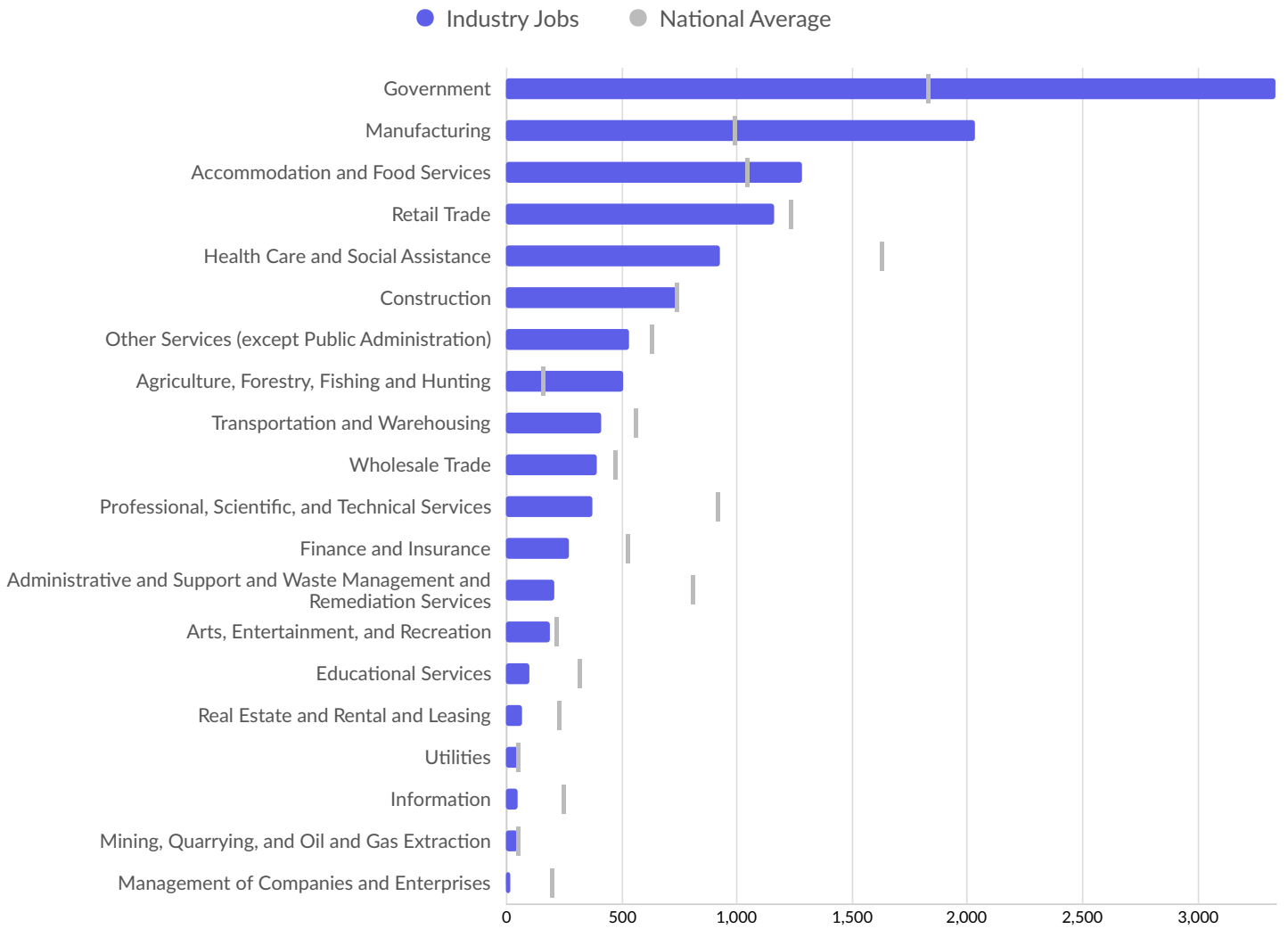


Top Previous Counties	Migrations
St. Croix County, WI	584
Dakota County, MN	220
Washington County, MN	201
Ramsey County, MN	133
Goodhue County, MN	131
Hennepin County, MN	95

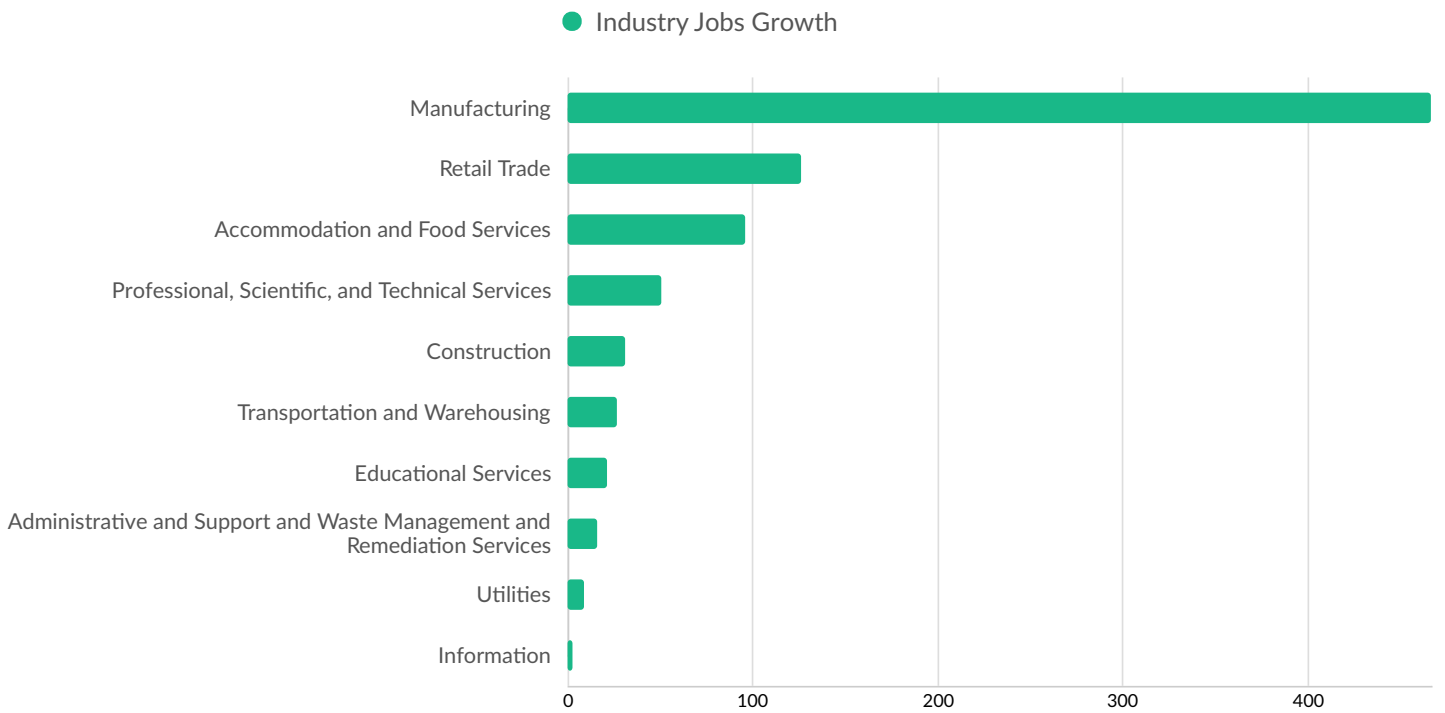
Top Previous Counties	Migrations
Dunn County, WI	61
Polk County, WI	38
Cook County, IL	34
Dane County, WI	22
Black Hawk County, IA	20
Marion County, IA	17
Pima County, AZ	15
Lamar County, TX	14
Wood County, WI	13
Top Following Counties	Migrations
St. Croix County, WI	605
Dakota County, MN	142
Washington 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

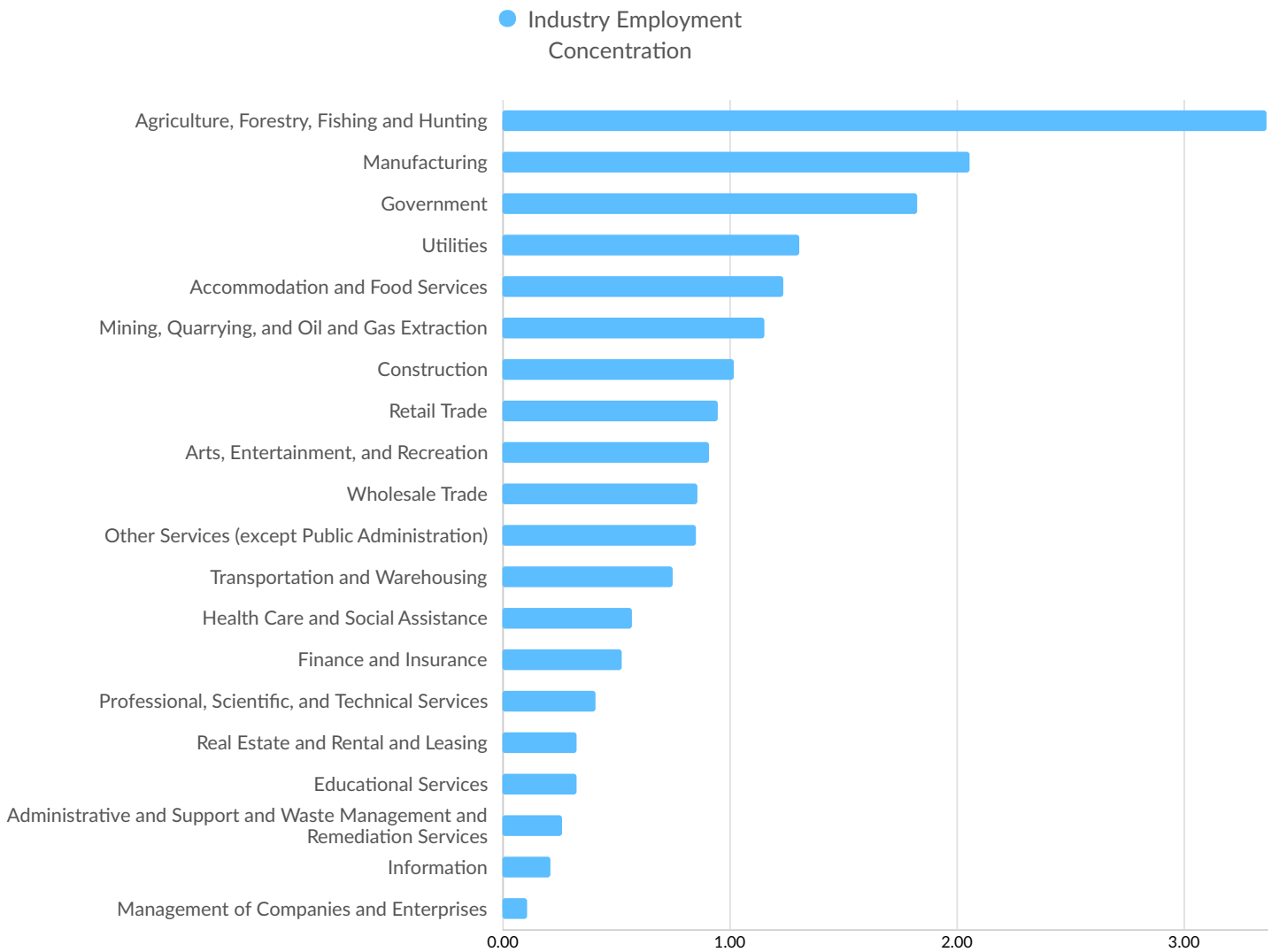
Largest Industries



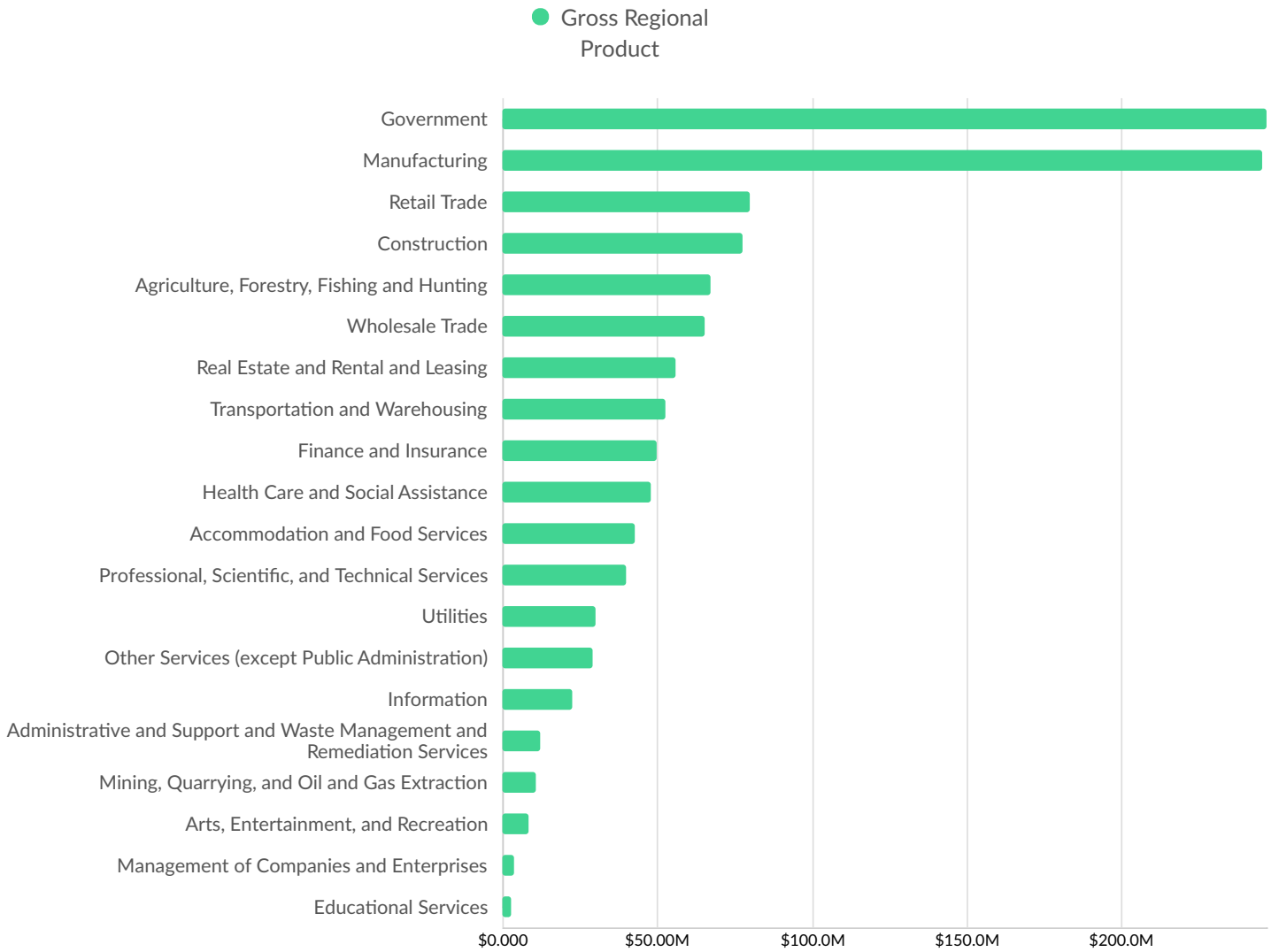
Top Growing Industries



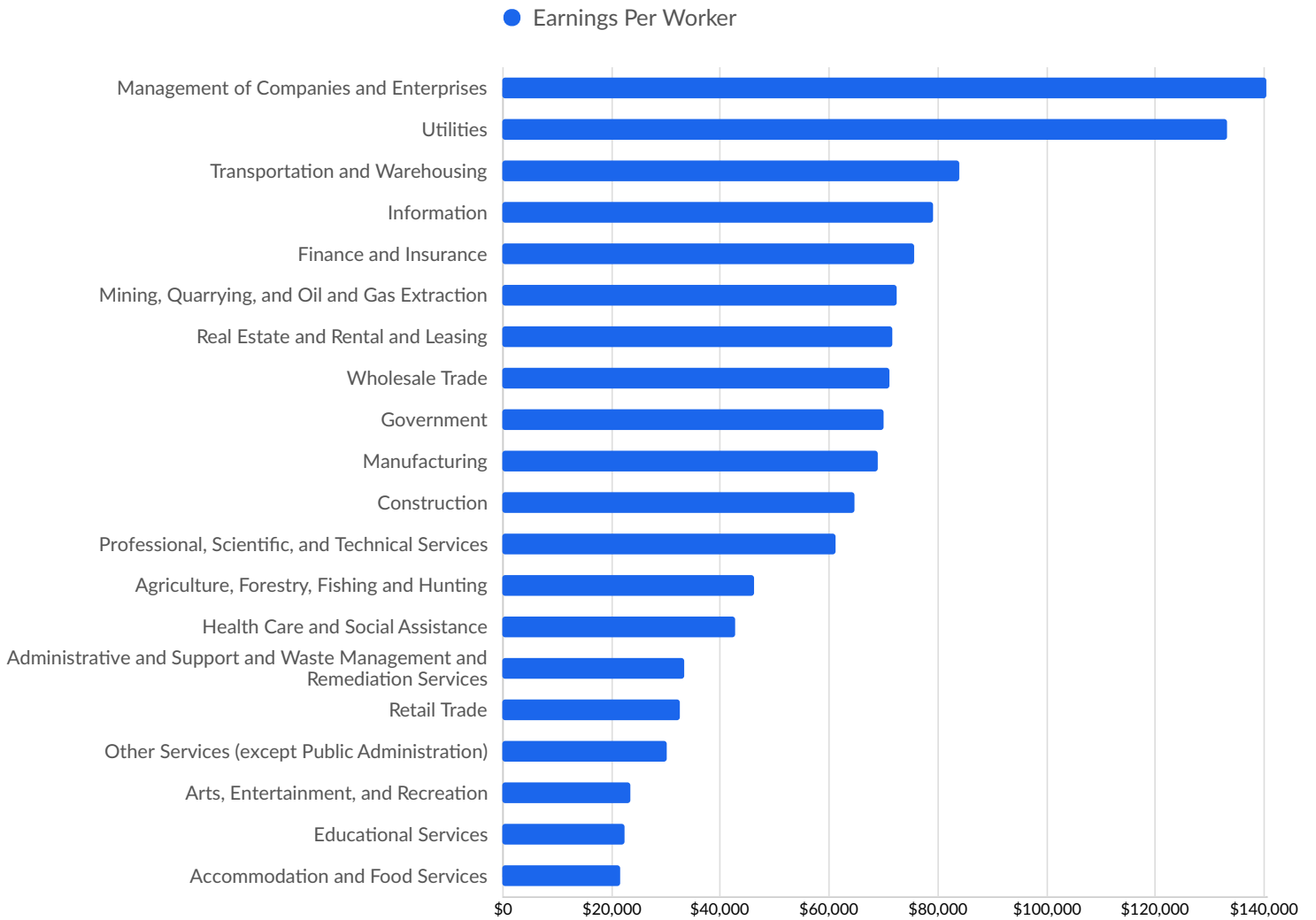
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



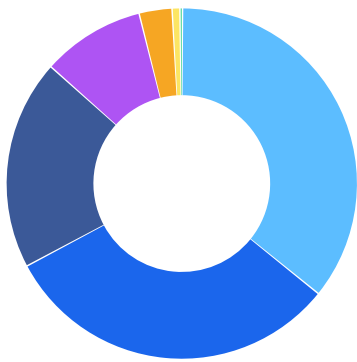
Business Characteristics

4,654 Companies Employ Your Workers

Online profiles for your workers mention 4,654 companies as employers, with the top 10 appearing below. In the last 12 months, 425 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-Madiso...	625 	University Of Wisconsin-Madiso...	265 
3M	204 	CareInHomes	241 
Allina Health	106 	Aerotek	61 
Andersen Global	99 	Kwik Trip	61 
School District Of River Falls	79 	SpartanNash	61 
State of Minnesota	74 	Arcosa	58 
Xcel Energy	56 	United Natural Foods	58 
City Of River Falls	55 	School District Of River Falls	55 
Red Wing Shoe Company	55 	Red Wing Aviation	53 
Mayo Clinic	50 	Allina Health	51 

Business Size

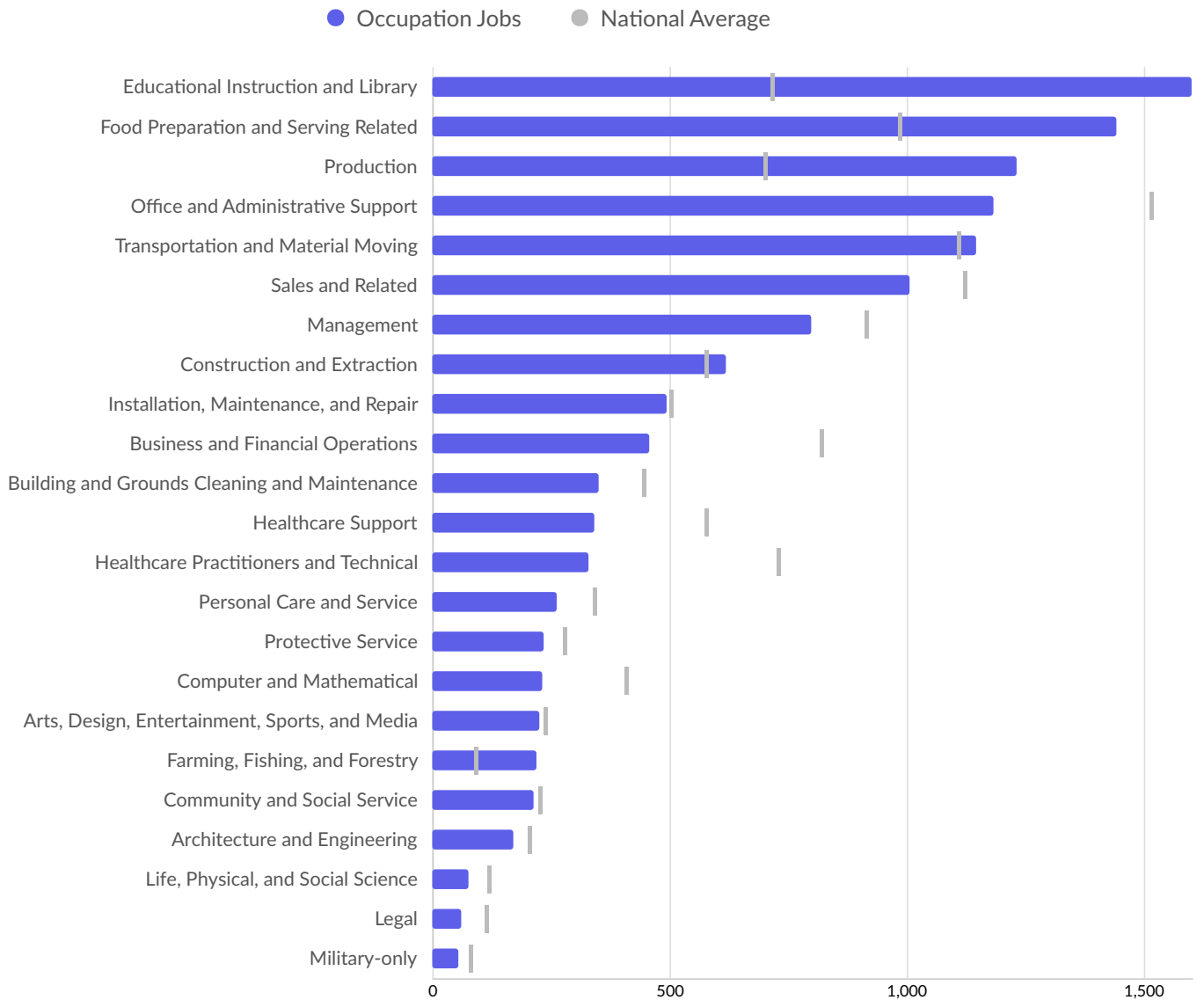


	Percentage	Business Count
● 1 to 4 employees	35.7%	448
● 5 to 9 employees	31.4%	394
● 10 to 19 employees	19.4%	243
● 20 to 49 employees	9.5%	119
● 50 to 99 employees	3.0%	38
● 100 to 249 employees	0.7%	9
● 250 to 499 employees	0.2%	3

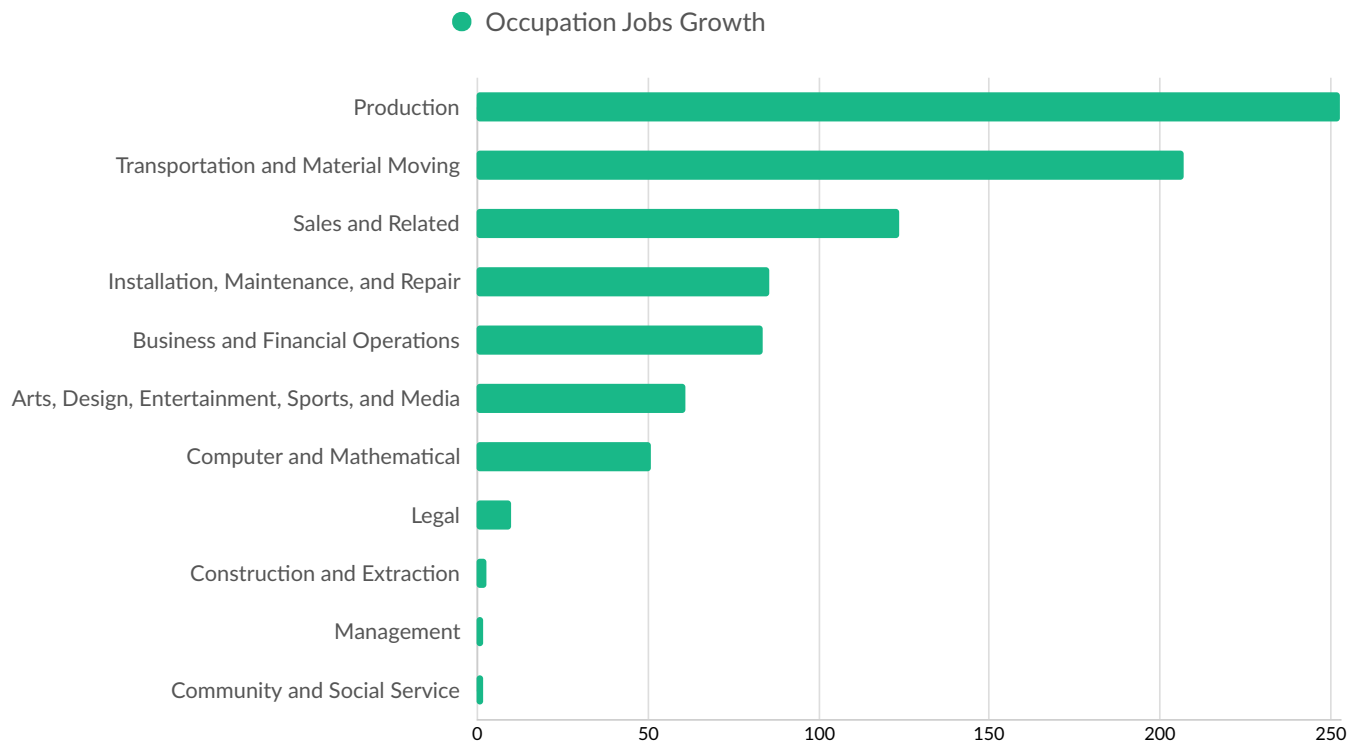
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

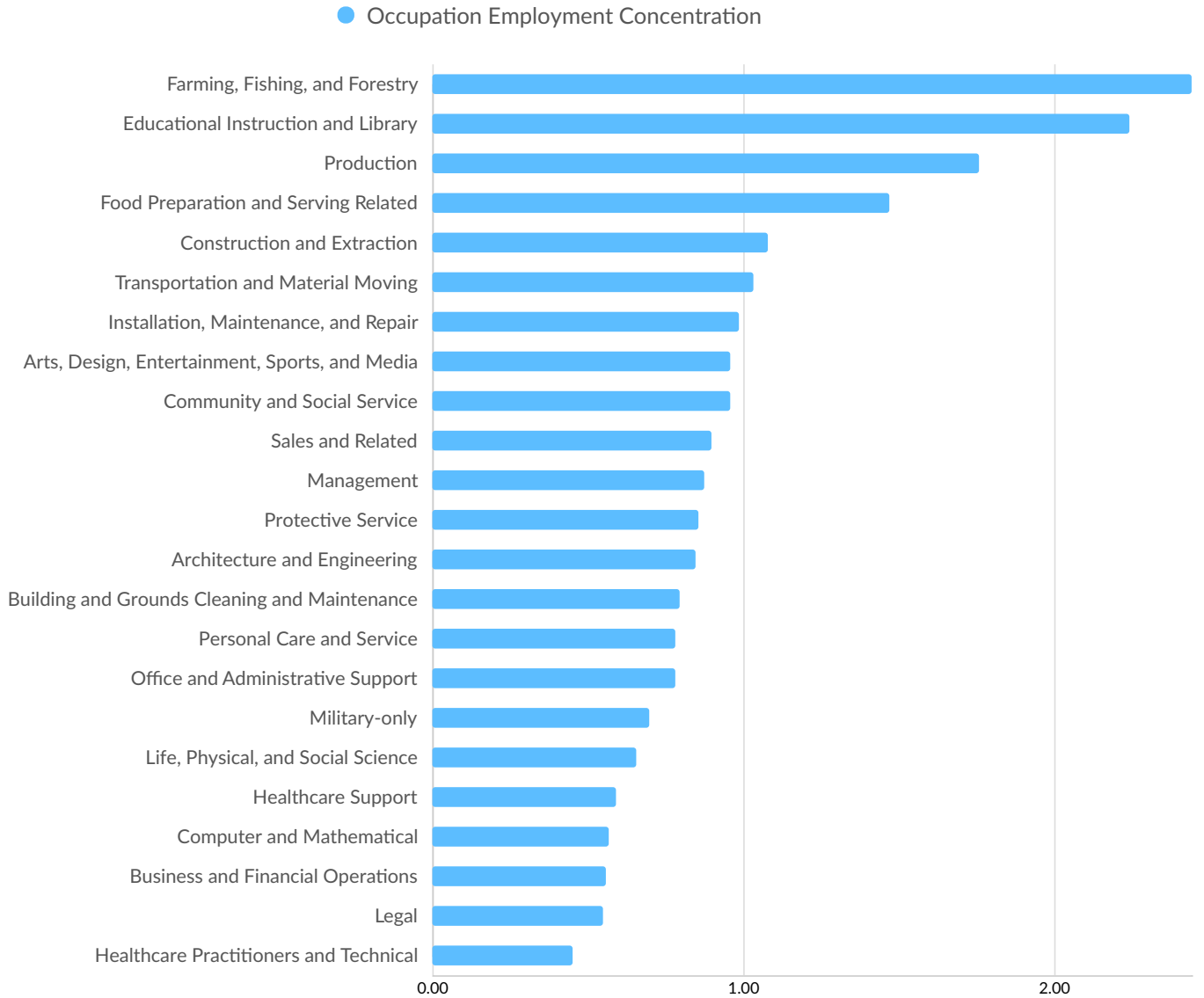
Largest Occupations



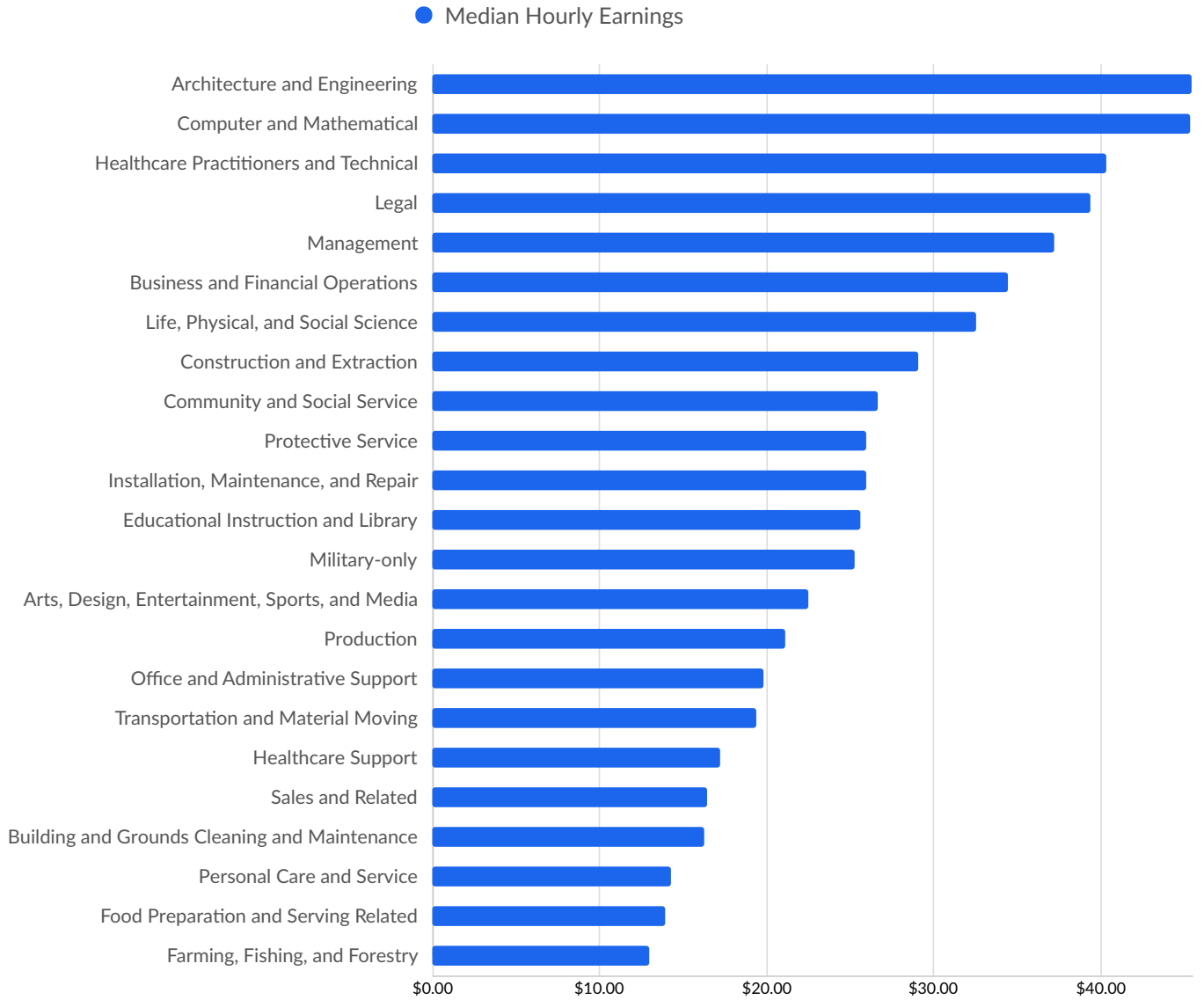
Top Growing Occupations



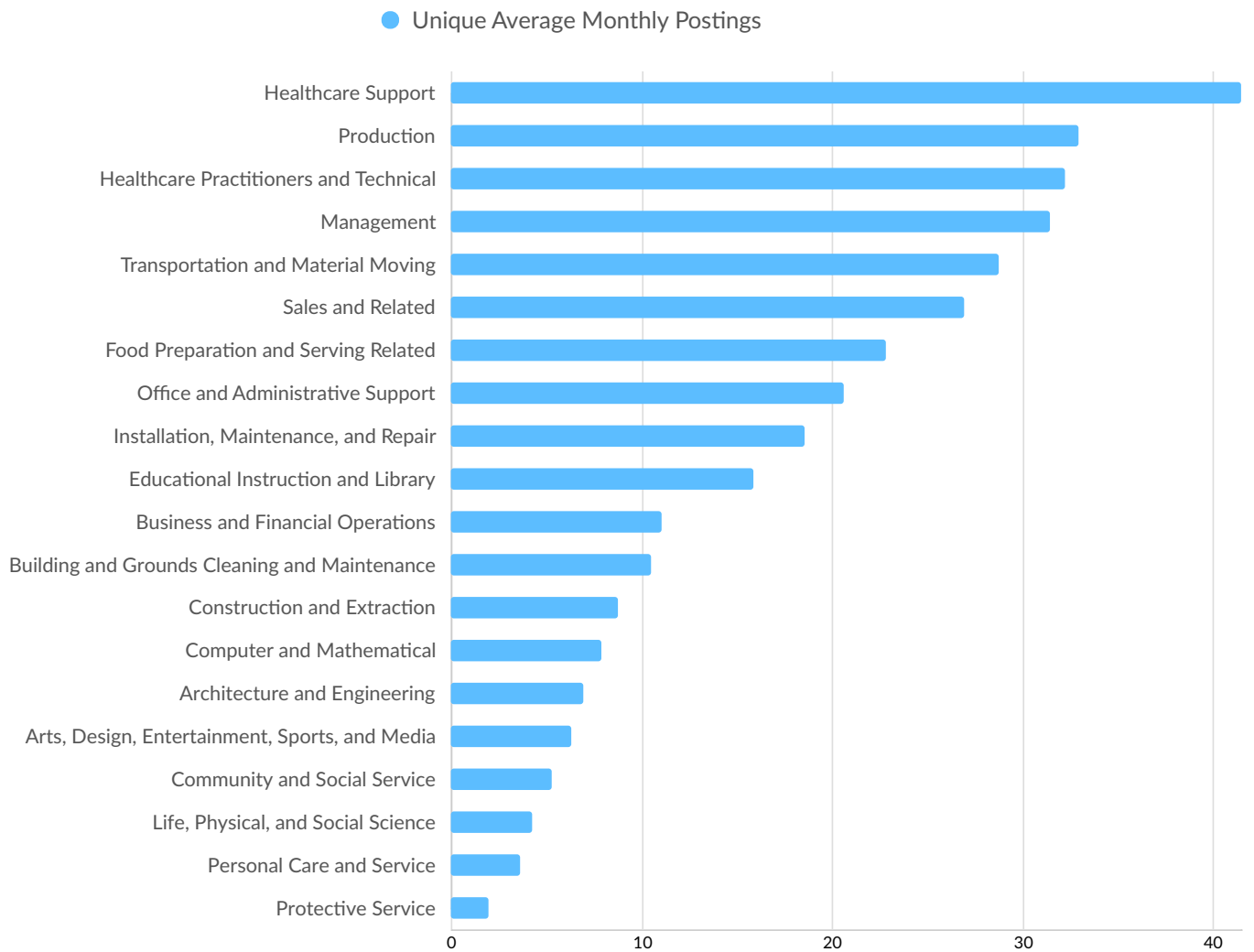
Top Occupation Employment Concentration



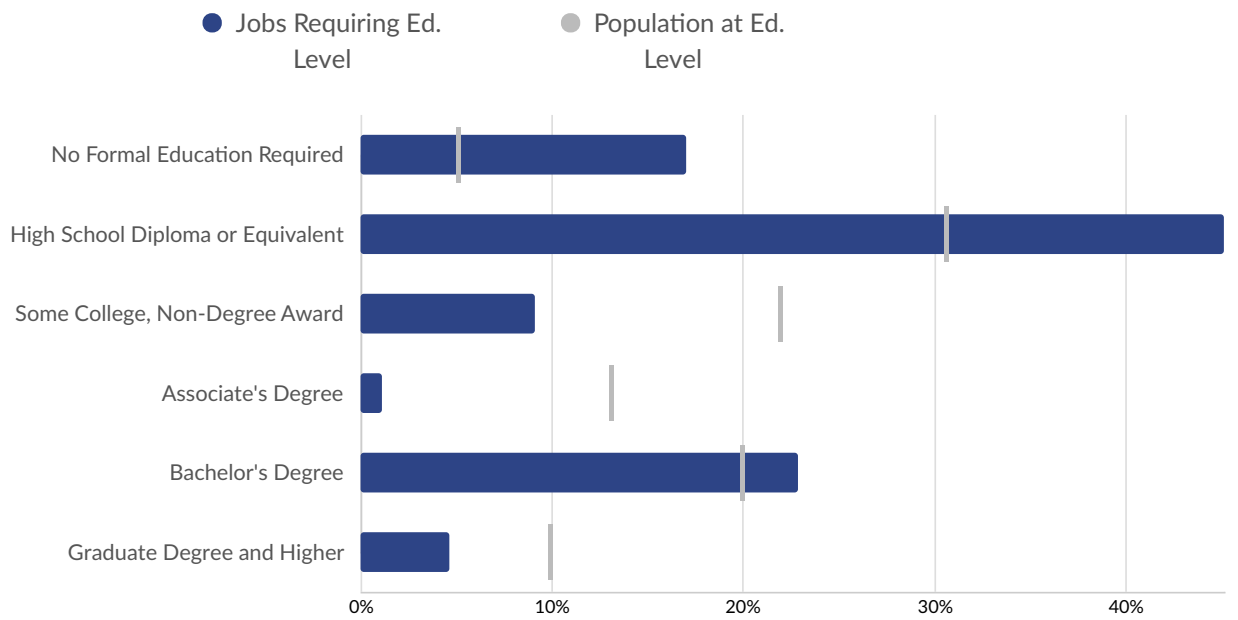
Top Occupation Earnings



Top Posted Occupations

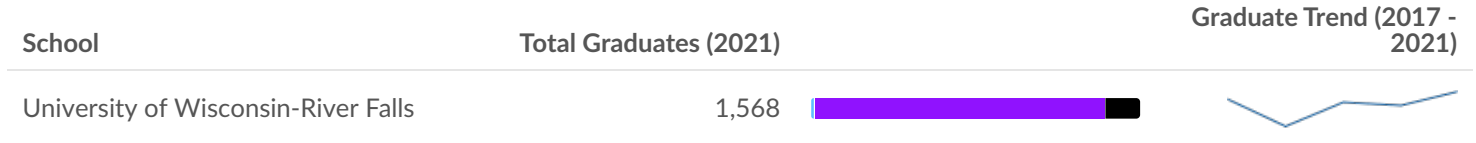


Underemployment



Educational Pipeline

In 2021, there were 1,568 graduates in Pierce County, WI. This pipeline has grown by 4% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General" (Bachelor's), "Animal Sciences, General" (Bachelor's), and "Biology/Biological Sciences, General" (Bachelor's).



- Certificate
- Associate's
- Bachelor's
- Master's or Higher

In-Demand Skills

