



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

Class of Worker

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

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

Economy Overview

42,532

Population (2022)

Population **grew by 457** over the last 5 years but is projected to **decrease by 2,270** over the next 5 years.

12,812

Total Regional Employment

Jobs **grew by 308** over the last 5 years and are projected to **grow by 941** over the next 5 years.

\$78.3K

Median Household Income (2021)

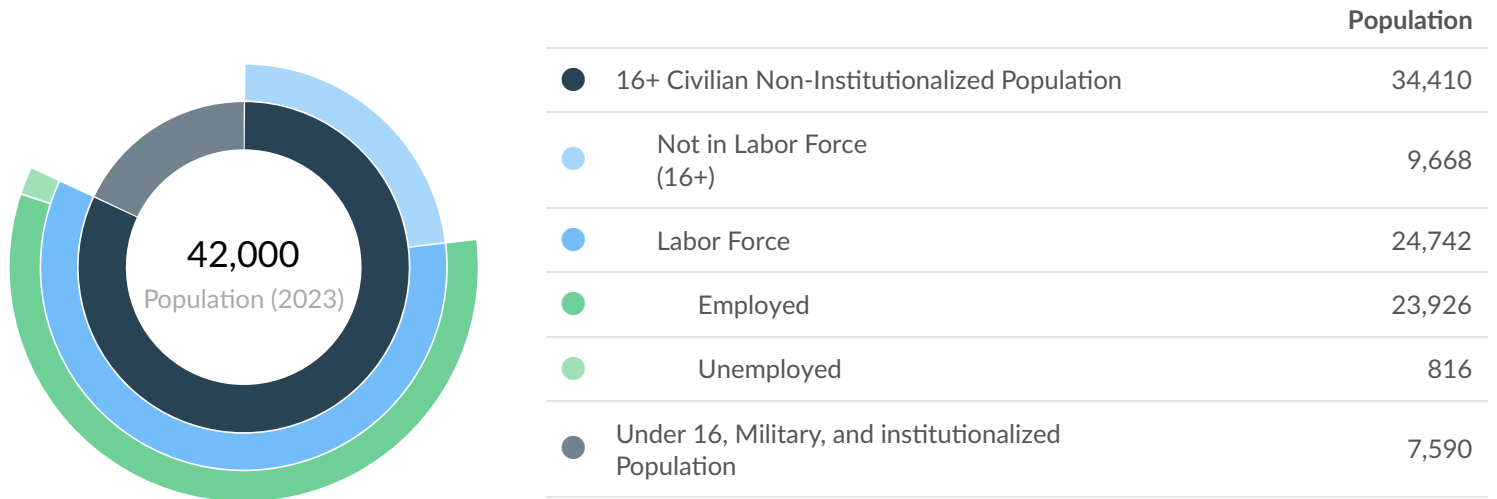
Median household income is **\$9.3K above** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 1.1%** since 2017, growing by 457. Population is expected to **decrease by 5.3%** between 2022 and 2027, losing 2,270.
- From 2017 to 2022, jobs **increased by 2.5%** in Pierce County, WI from 12,503 to **12,812**. This change **fell short of the national growth rate of 3.8% by 1.3%**. 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, **19.9% 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).

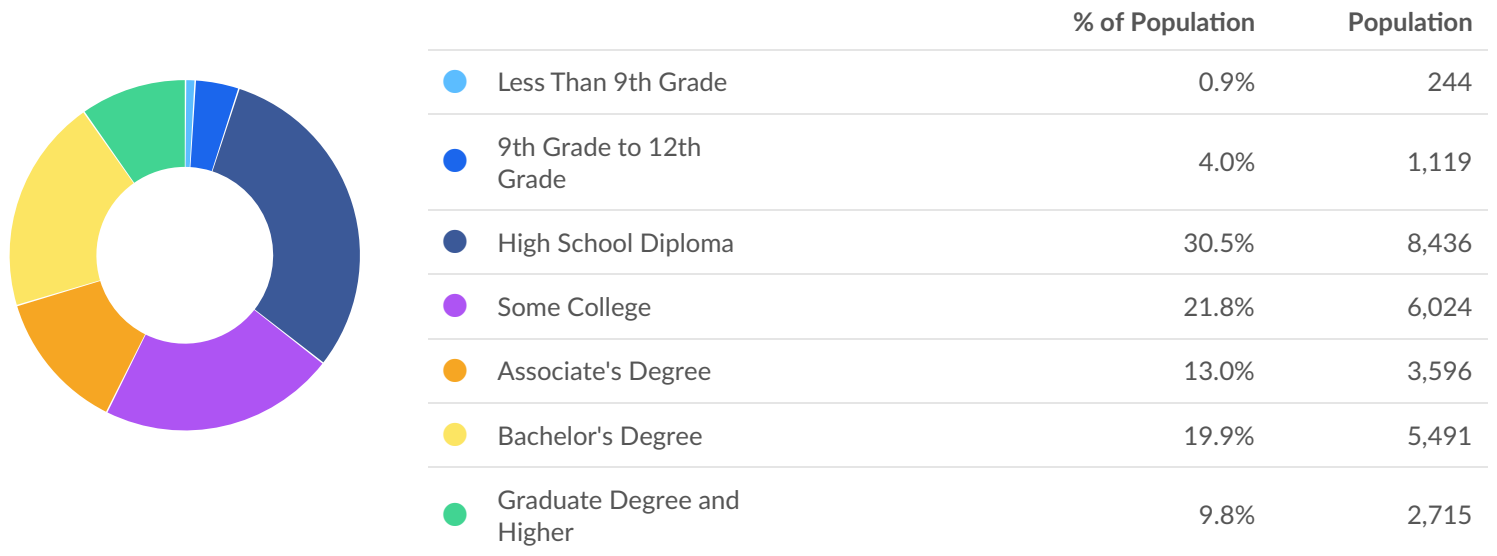
	Population (2023)	Labor Force (Sep 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	42,000	24,742	12,812	101.0	\$1.39B	\$2.62B	\$1.63B
State	5,921,135	3,145,490	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

Sep 2023 Labor Force Breakdown



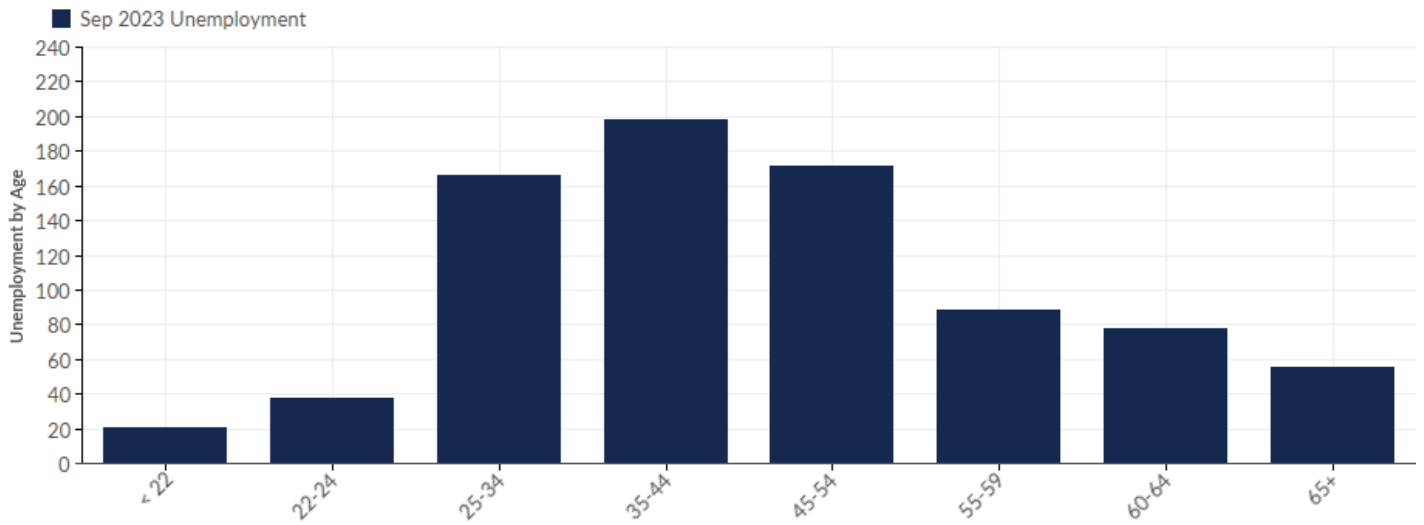
Educational Attainment

Concerning educational attainment, **19.9% 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).



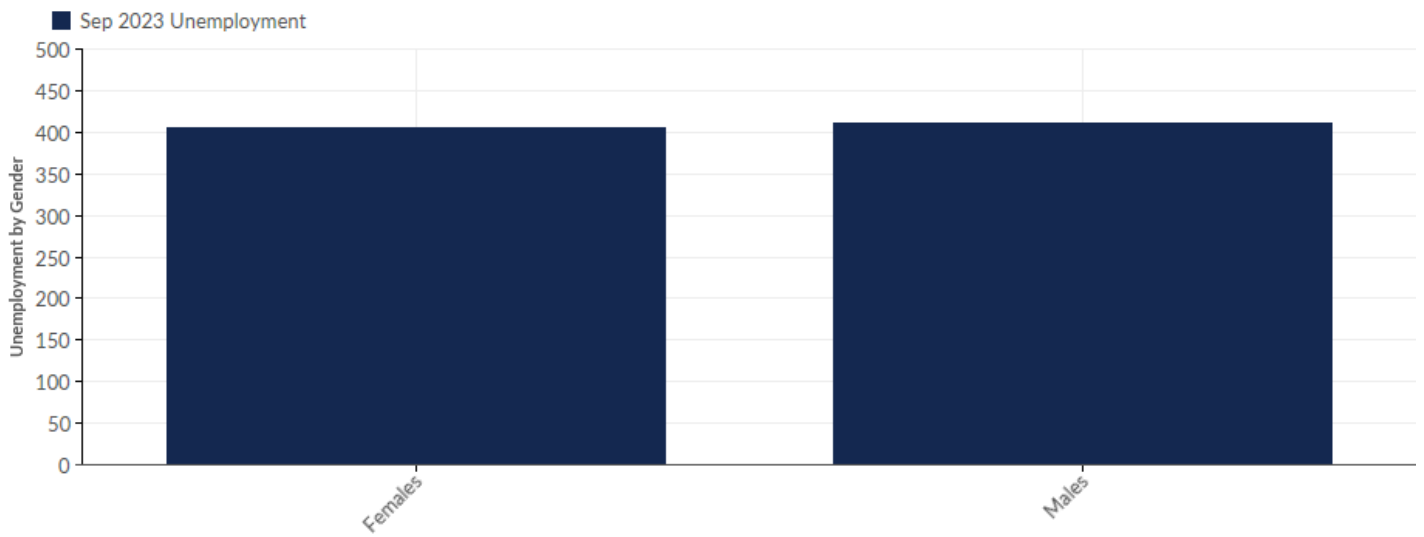
Unemployment by Demographics

Unemployment by Age



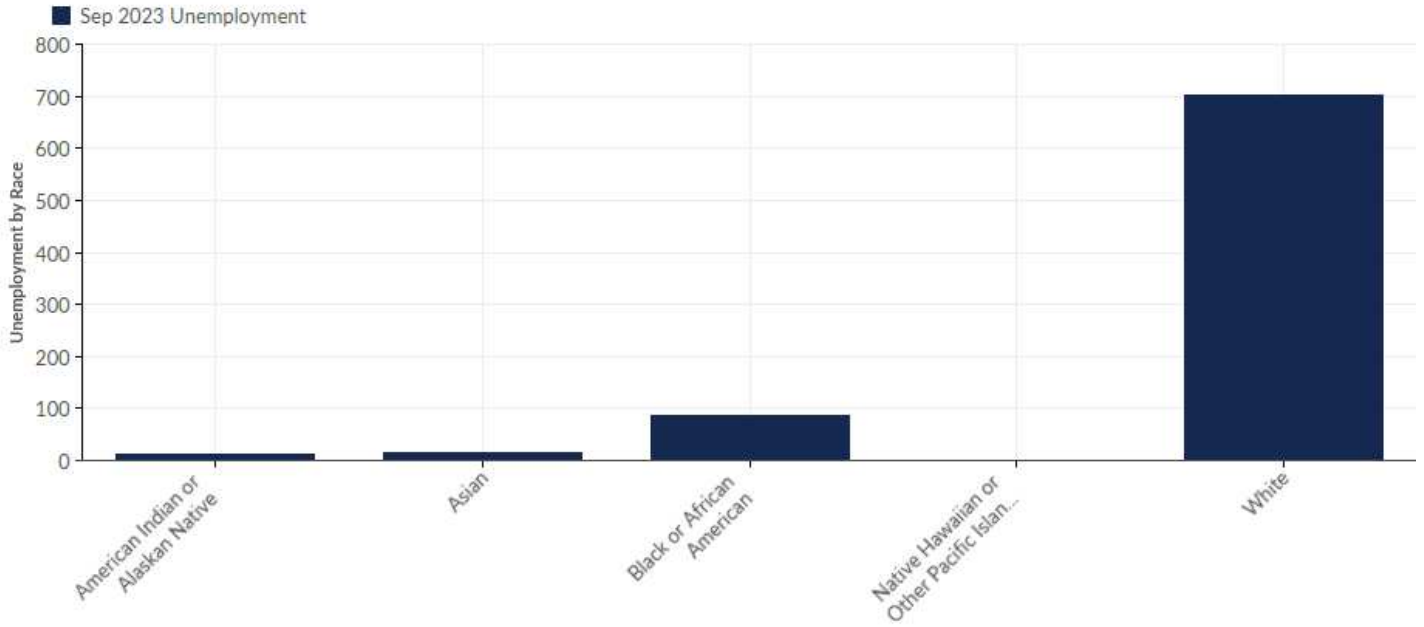
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	21	2.57%
22-24	38	4.66%
25-34	166	20.34%
35-44	198	24.26%
45-54	172	21.08%
55-59	89	10.91%
60-64	77	9.44%
65+	55	6.74%
Total	816	100.00%

Unemployment by Gender



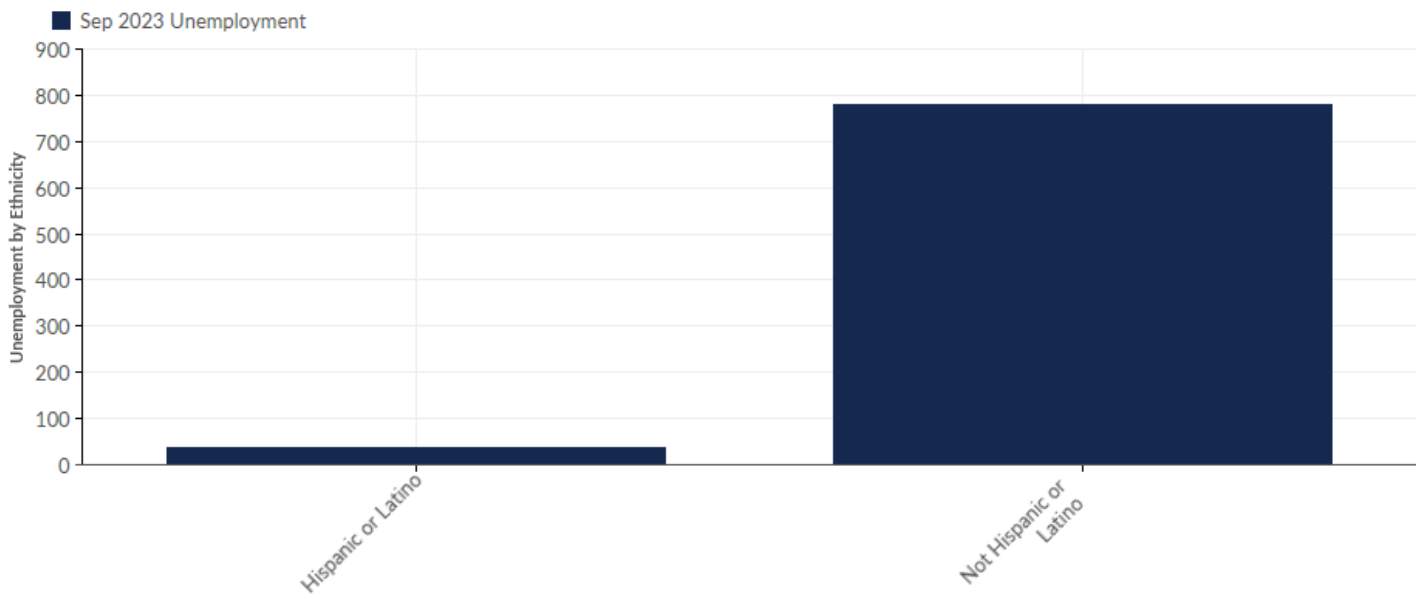
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	406	49.75%
Males	410	50.25%
Total	816	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	13	1.59%
Asian	14	1.72%
Black or African American	85	10.42%
Native Hawaiian or Other Pacific Islander	1	0.12%
White	703	86.15%
Total	816	100.00%

Unemployment by Ethnicity

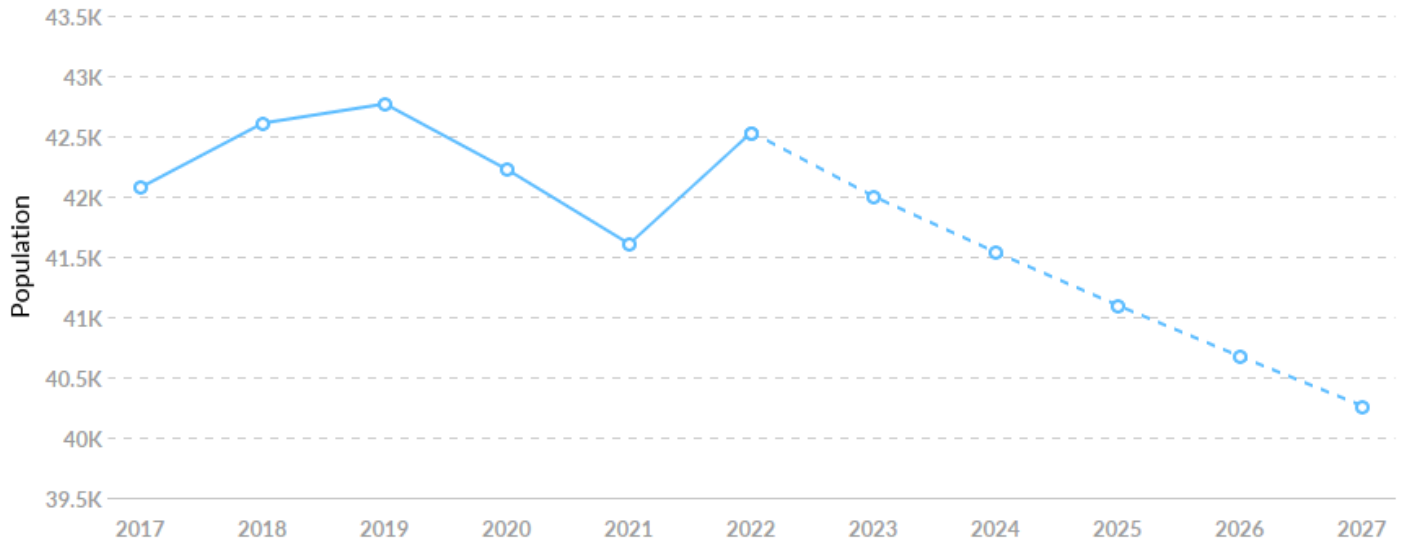


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	38	4.66%
Not Hispanic or Latino	778	95.34%
Total	816	100.00%

Historic & Projected Trends

Population Trends

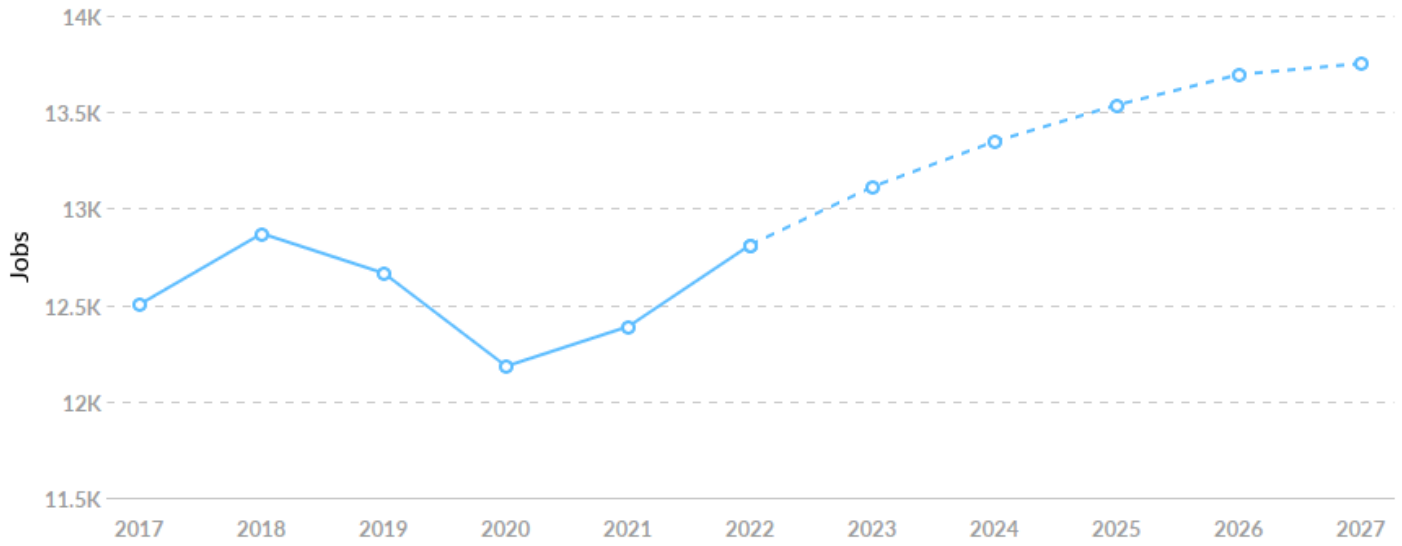
As of 2022 the region's population increased by 1.1% since 2017, growing by 457. Population is expected to decrease by 5.3% between 2022 and 2027, losing 2,270.



Timeframe	Population
2017	42,075
2018	42,608
2019	42,768
2020	42,223
2021	41,606
2022	42,532
2023	42,000
2024	41,537
2025	41,095
2026	40,672
2027	40,262

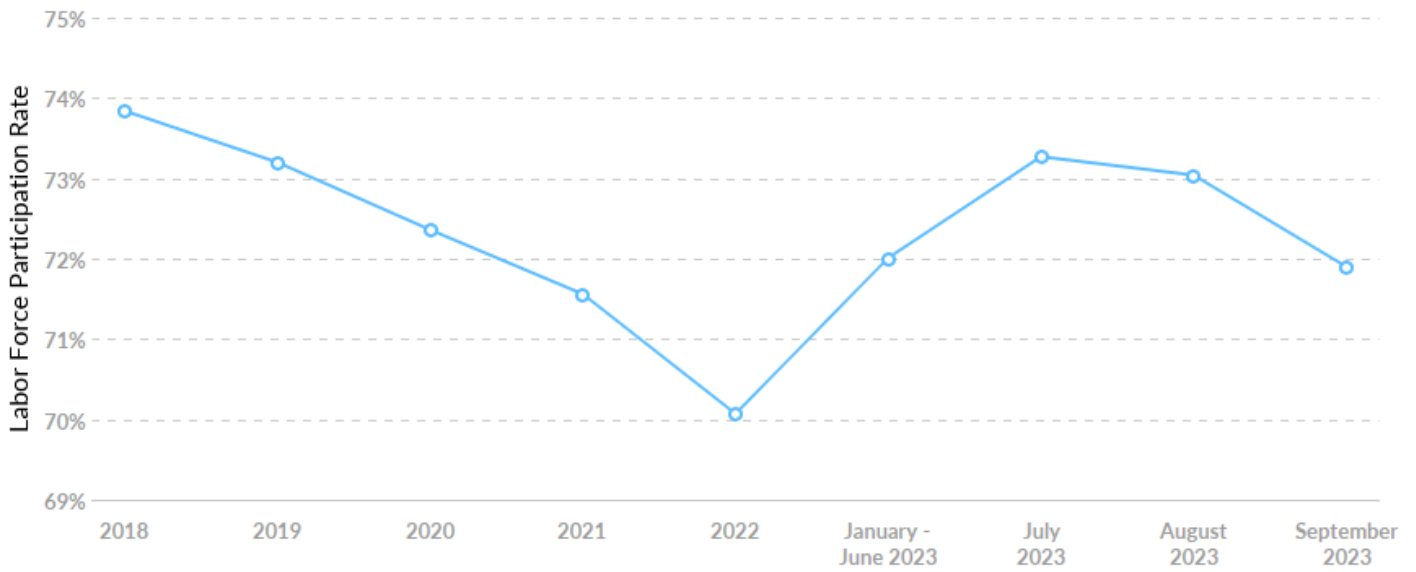
Job Trends

From 2017 to 2022, jobs increased by 2.5% in Pierce County, WI from 12,503 to **12,812**. This change fell short of the national growth rate of 3.8% by 1.3%.



Timeframe	Jobs
2017	12,503
2018	12,870
2019	12,664
2020	12,182
2021	12,388
2022	12,812
2023	13,113
2024	13,348
2025	13,537
2026	13,695
2027	13,752

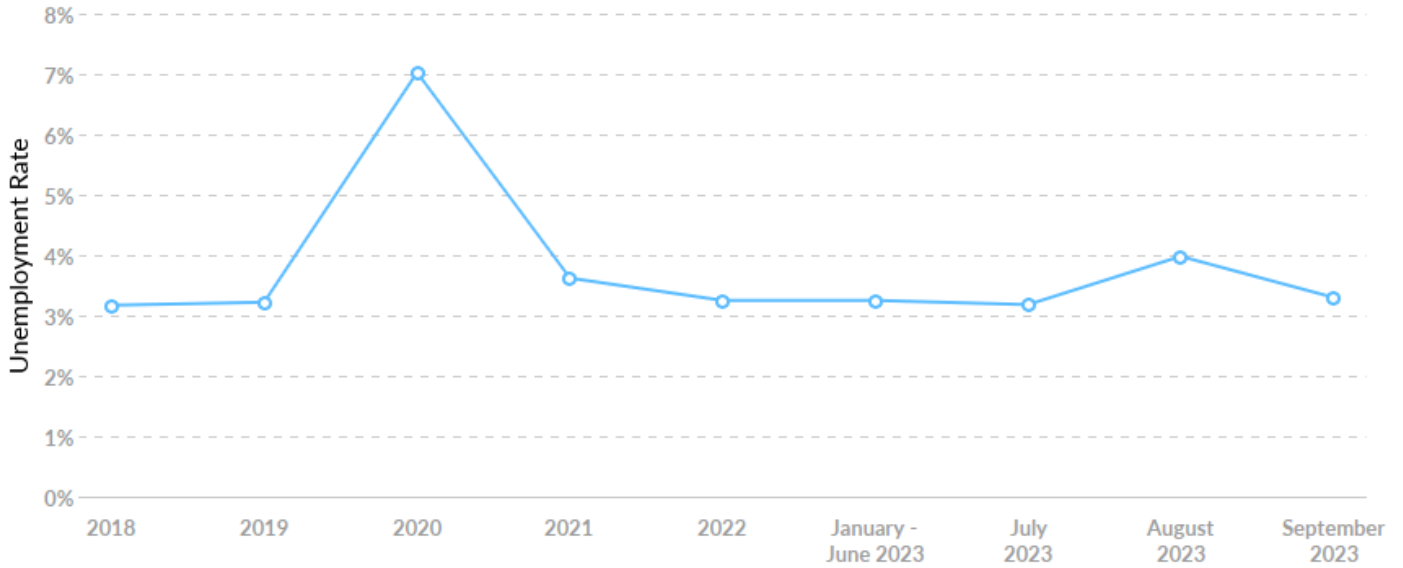
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	73.84%
2019	73.20%
2020	72.36%
2021	71.56%
2022	70.07%
January - June 2023	72.01%
July 2023	73.27%
August 2023	73.04%
September 2023	71.90%

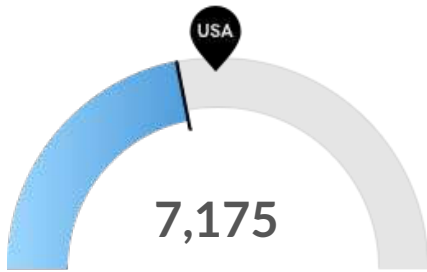
Unemployment Rate Trends

Pierce County, WI had a September 2023 unemployment rate of 3.30%, **increasing 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 - June 2023	3.25%
July 2023	3.18%
August 2023	3.98%
September 2023	3.30%

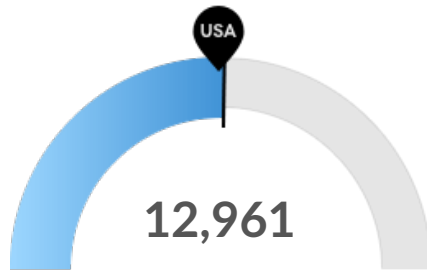
Population Characteristics



7,175

Millennials

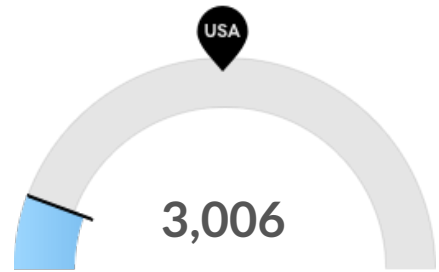
Pierce County, WI has 7,175 millennials (ages 25-39). The national average for an area this size is 8,648.



12,961

Retiring Soon

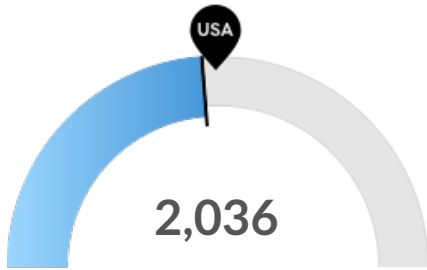
Retirement risk is about average in Pierce County, WI. The national average for an area this size is 12,746 people 55 or older, while there are 12,961 here.



3,006

Racial Diversity

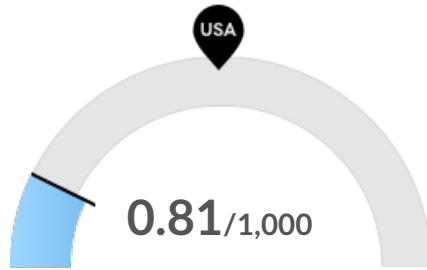
Racial diversity is low in Pierce County, WI. The national average for an area this size is 17,491 racially diverse people, while there are 3,006 here.



2,036

Veterans

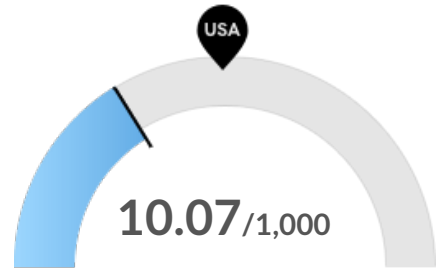
Pierce County, WI has 2,036 veterans. The national average for an area this size is 2,184.



0.81/1,000

Violent Crime

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



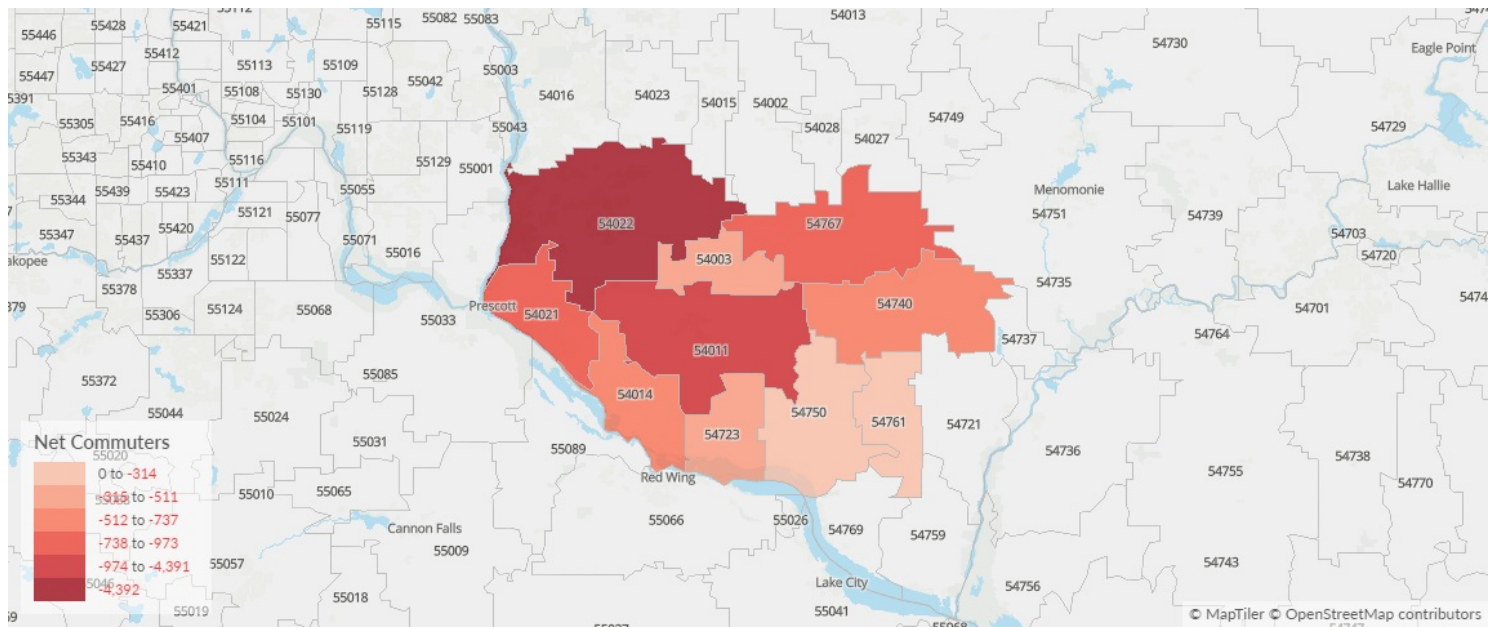
10.07/1,000

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

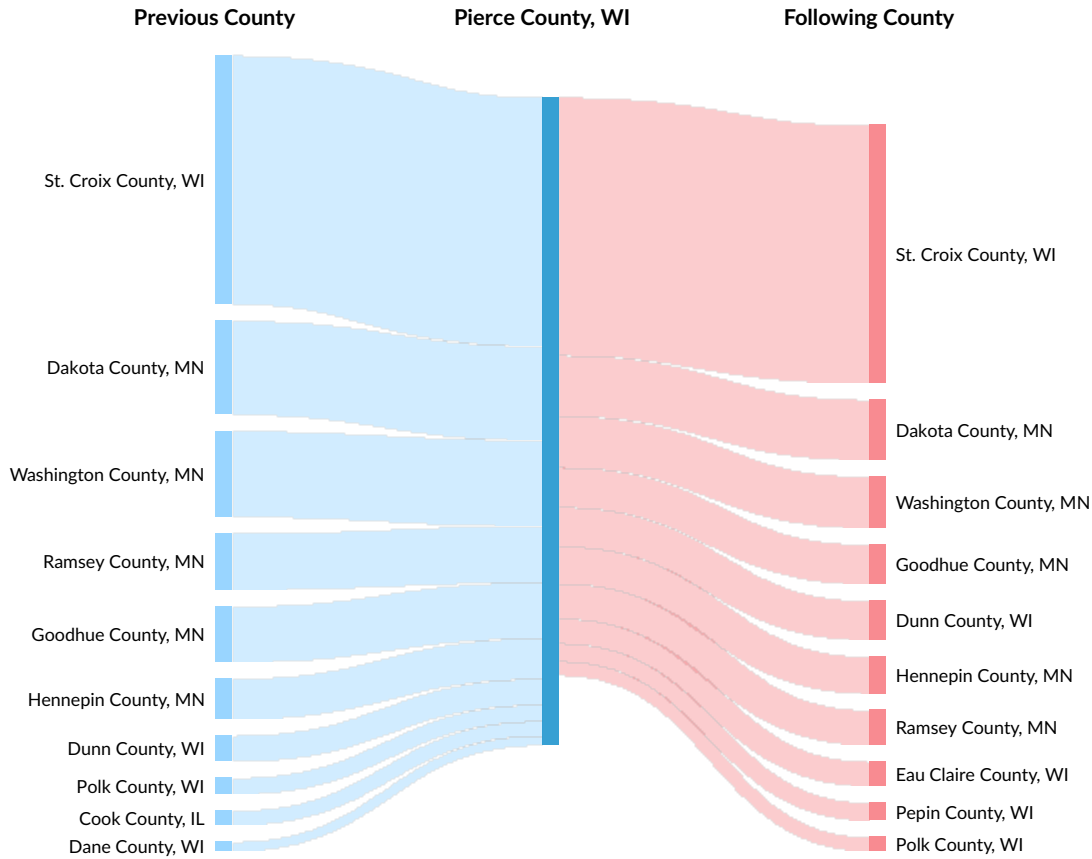
ZIP	Name	2022 Employment
54022	River Falls, WI (in Pierce...	5,708
54011	Ellsworth, WI (in Pierce ...	2,114
54021	Prescott, WI (in Pierce c...	1,680
54767	Spring Valley, WI (in Pie...	965
54740	Elmwood, WI (in Pierce ...	626

ZIP	Name	2022 Workers
54022	River Falls, WI (in Pierce...	10,099
54011	Ellsworth, WI (in Pierce ...	3,089
54021	Prescott, WI (in Pierce c...	2,439
54767	Spring Valley, WI (in Pie...	1,703
54740	Elmwood, WI (in Pierce ...	1,138

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**.

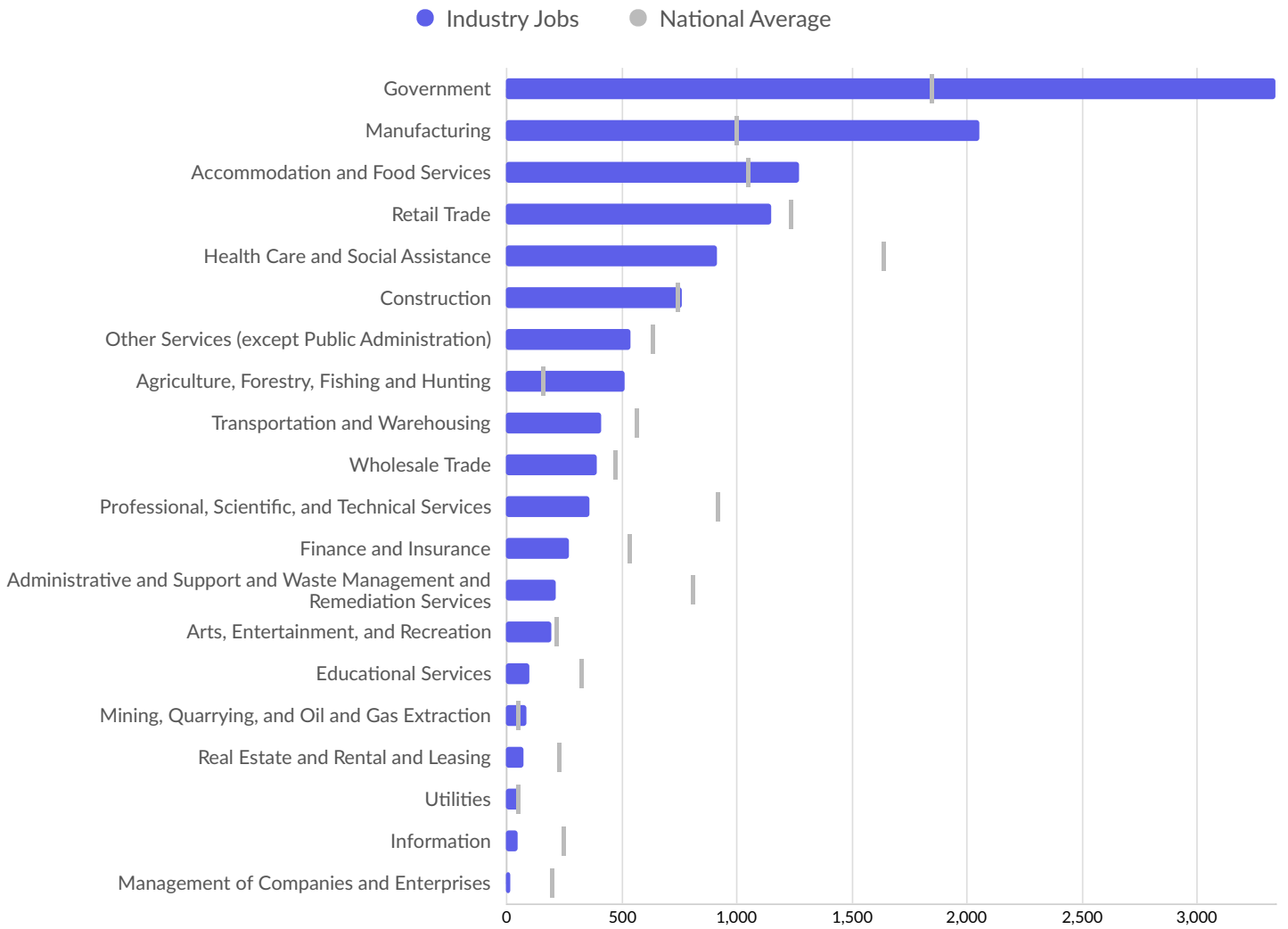


Top Previous Counties	Migrations
St. Croix County, WI	584
Dakota County, MN	220
Washington County, MN	201
Ramsey County, MN	133
Goodhue County, MN	131
Hennepin County, MN	95

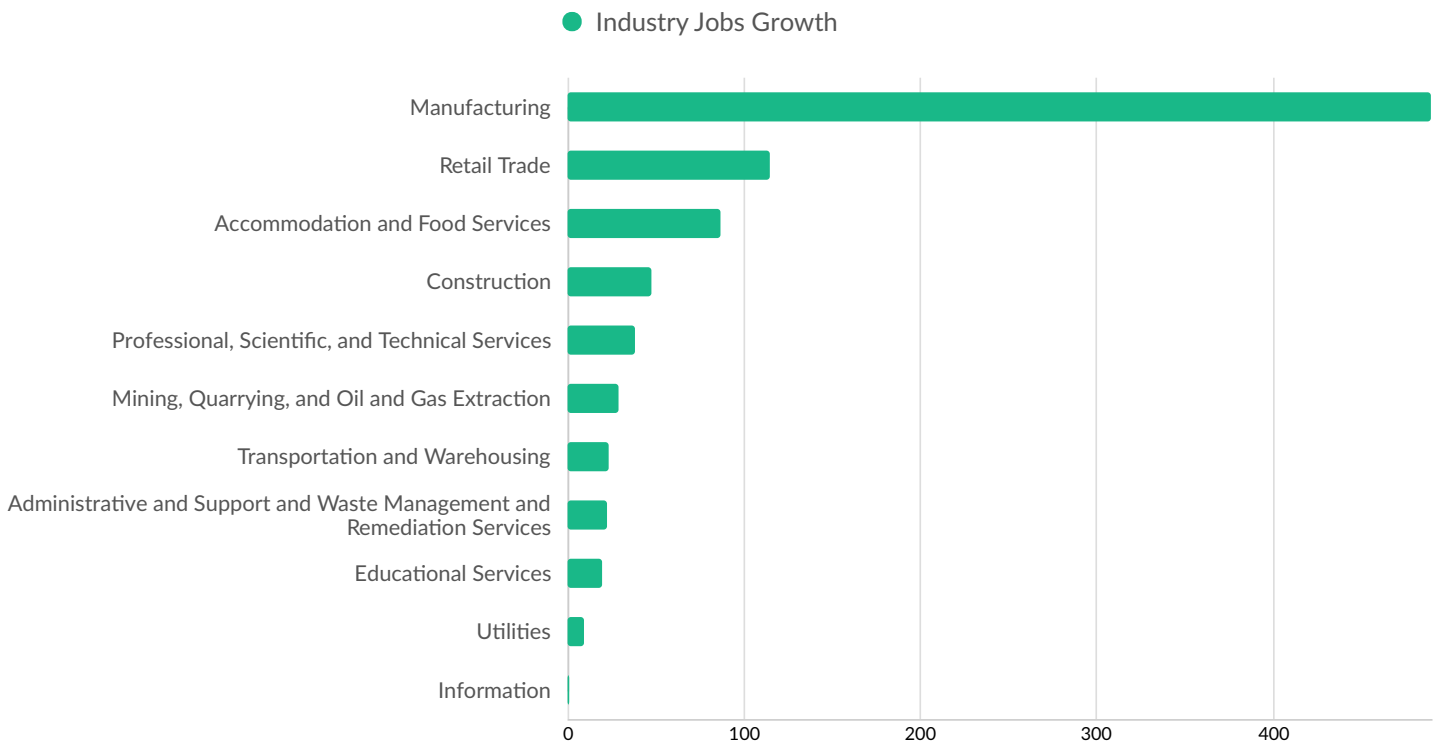
Top Previous Counties	Migrations
Dunn County, WI	61
Polk County, WI	38
Cook County, IL	34
Dane County, WI	22
Black Hawk County, IA	20
Marion County, IA	17
Pima County, AZ	15
Lamar County, TX	14
Wood County, WI	13
Top Following Counties	Migrations
St. Croix County, WI	605
Dakota County, MN	142
Washington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

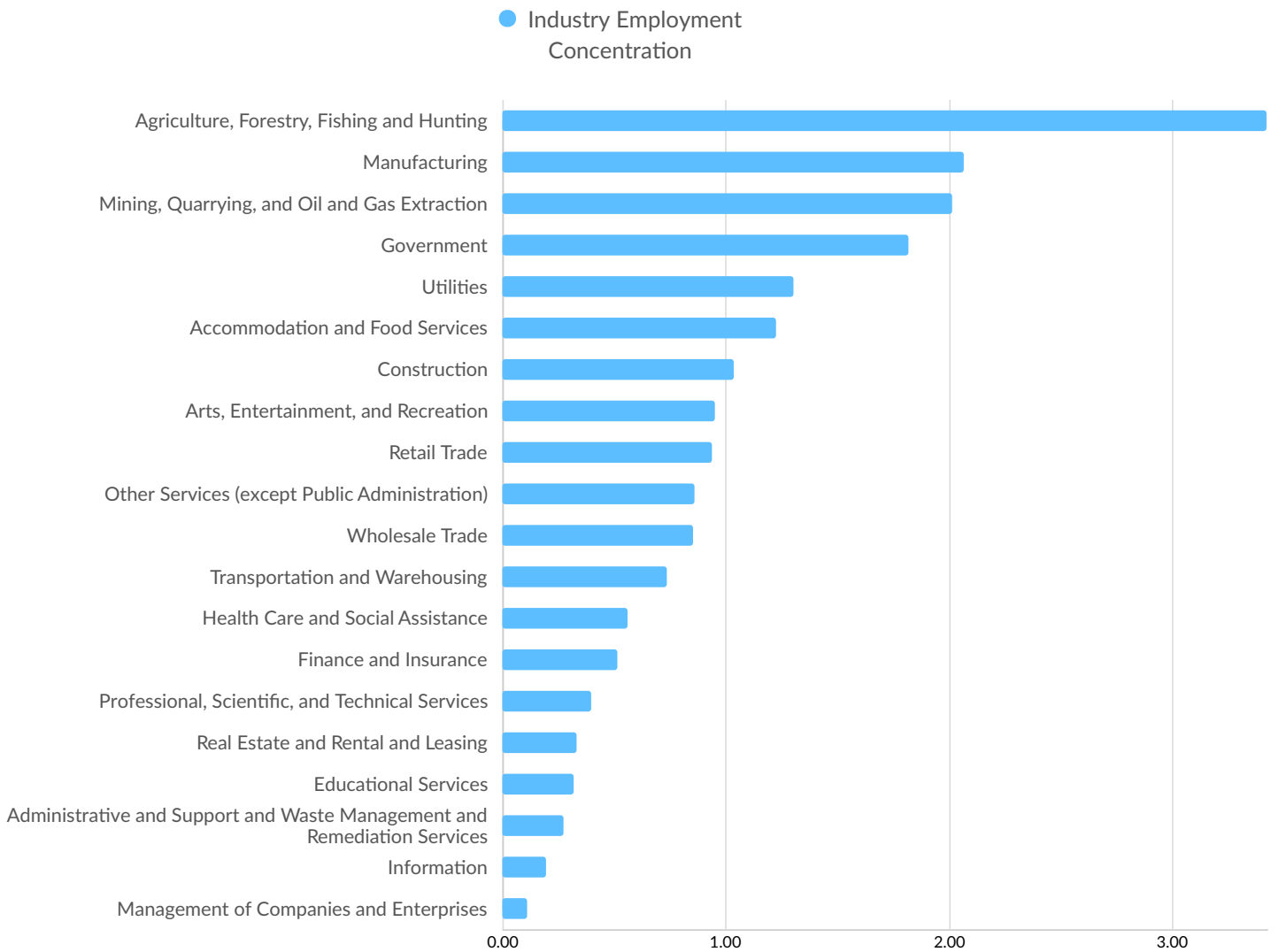
Largest Industries



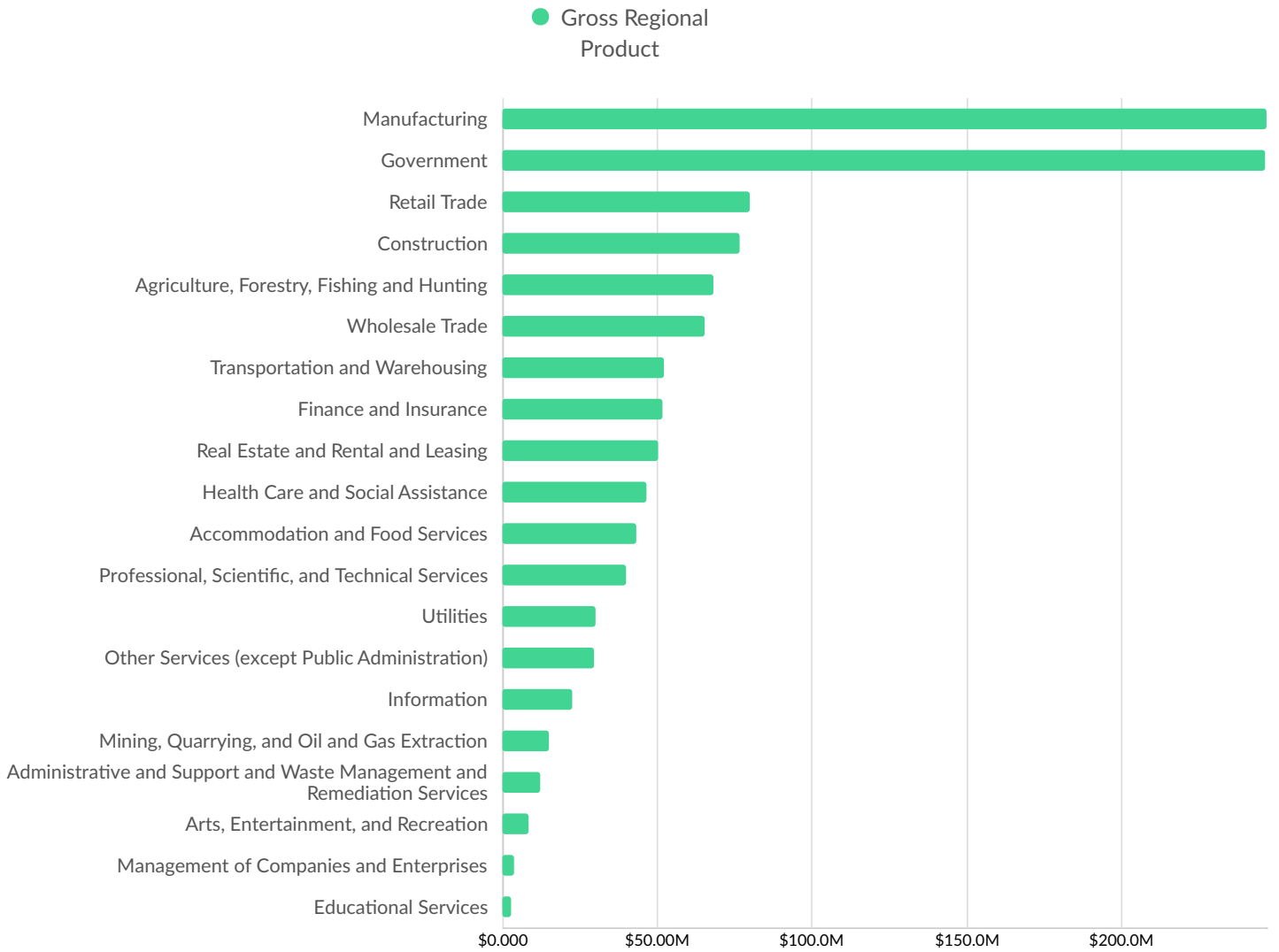
Top Growing Industries



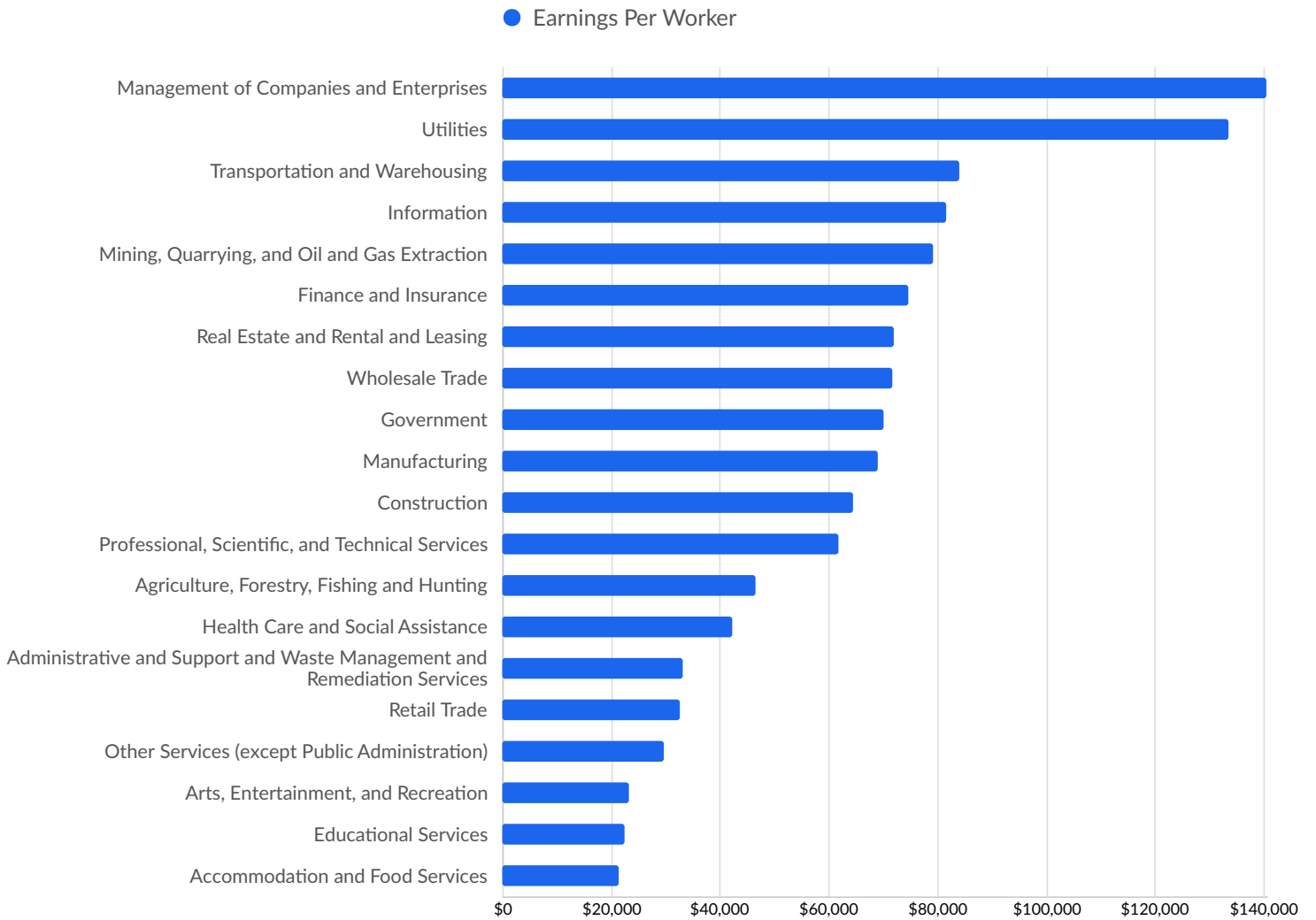
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



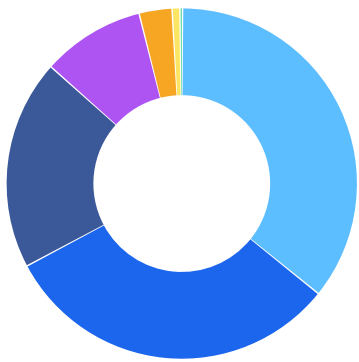
Business Characteristics

5,105 Companies Employ Your Workers

Online profiles for your workers mention 5,105 companies as employers, with the top 10 appearing below. In the last 12 months, 466 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 System	676 	University of Wisconsin System	138 
3M	275 	SpartanNash	59 
Allina Health	112 	Securian Financial	51 
Andersen Global	111 	Family Fresh Market	49 
School District Of River Falls	79 	Dollar General	48 
State of Minnesota	78 	Encompass Health	48 
Xcel Energy	61 	United Natural Foods	46 
City Of River Falls	59 	Cleary Building Corp.	44 
Red Wing Shoe Company	58 	School District Of River Falls	43 
Target	54 	Kwik Trip	40 

Business Size

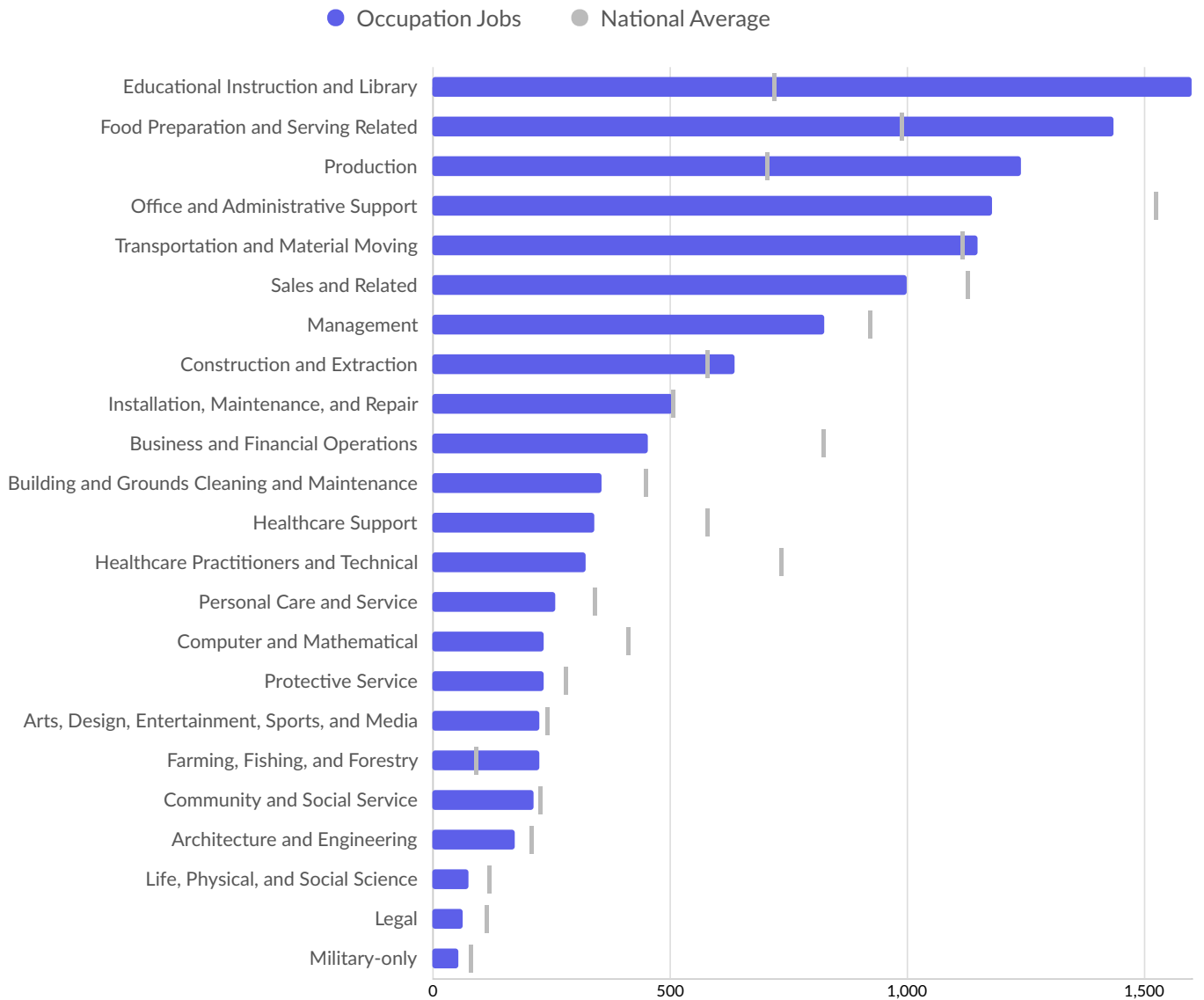


	Percentage	Business Count
1 to 4 employees	35.7%	448
5 to 9 employees	31.4%	394
10 to 19 employees	19.4%	243
20 to 49 employees	9.5%	119
50 to 99 employees	3.0%	38
100 to 249 employees	0.7%	9
250 to 499 employees	0.2%	3

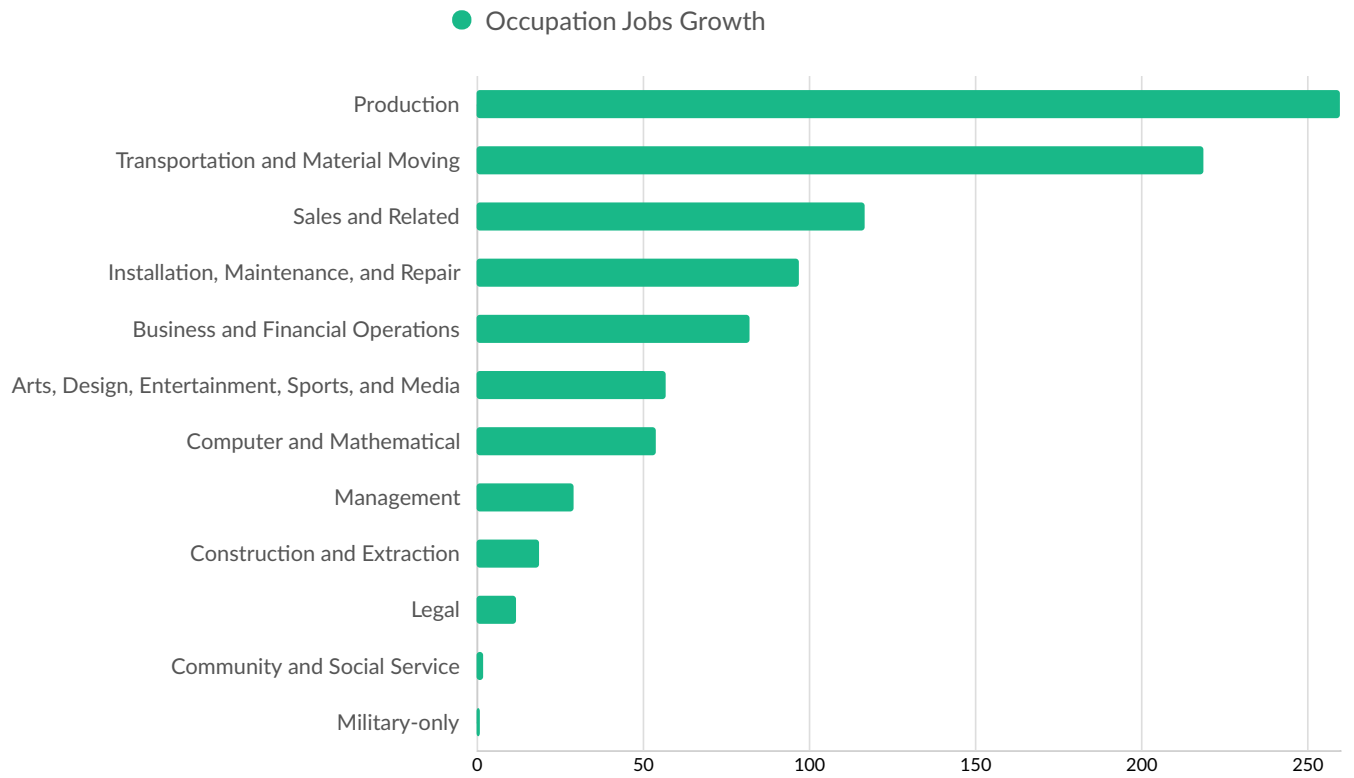
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations

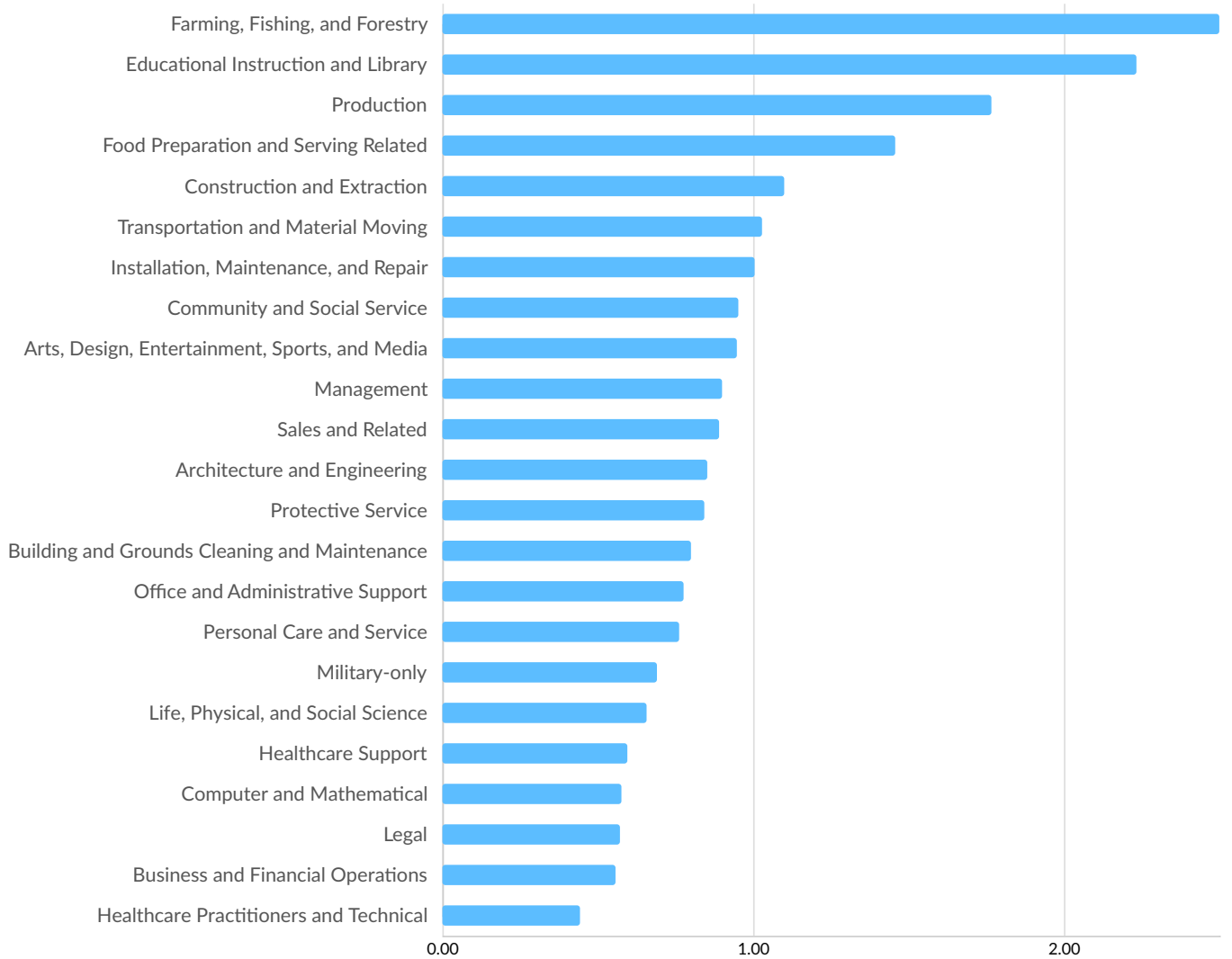


Top Growing Occupations

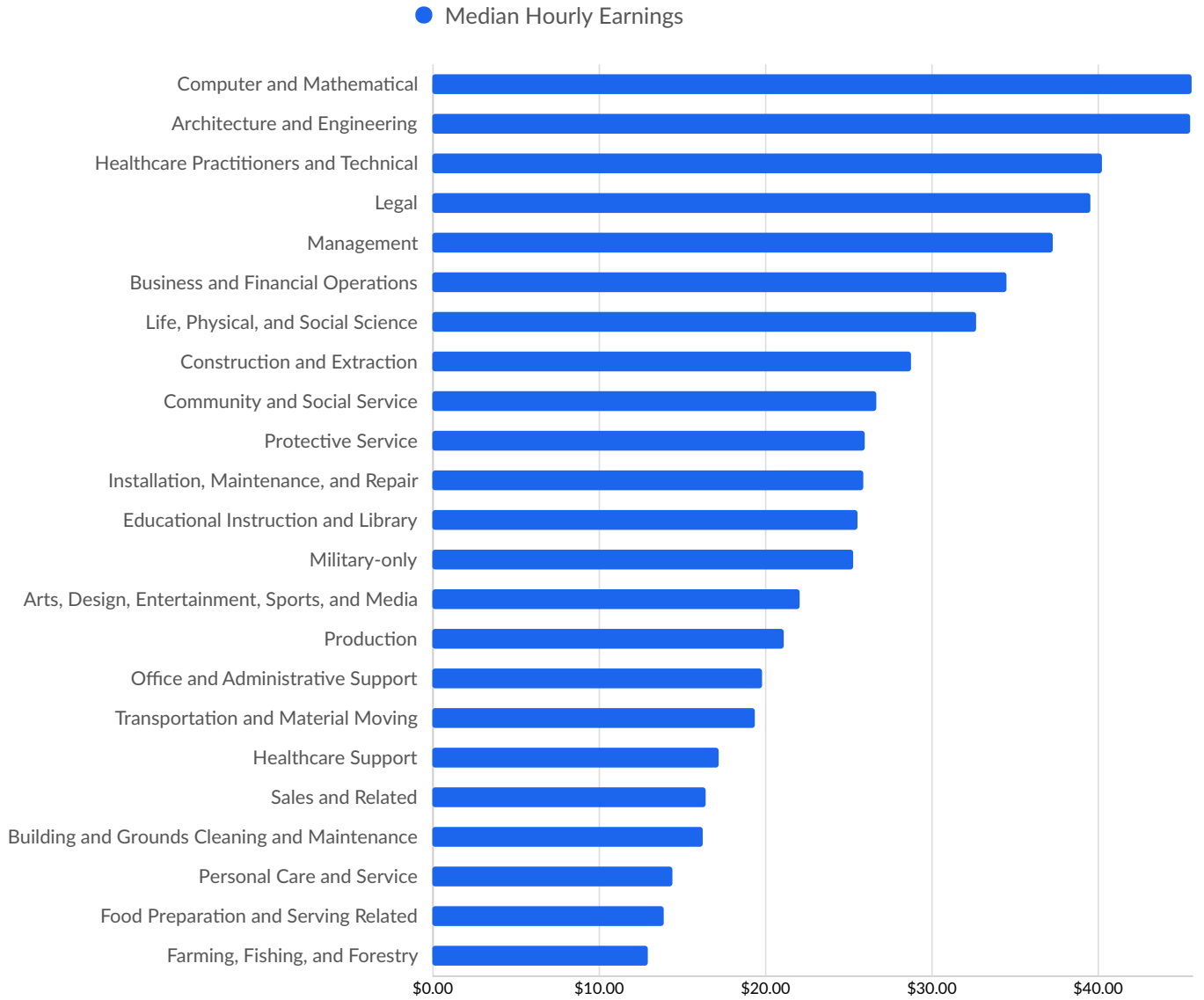


Top Occupation Employment Concentration

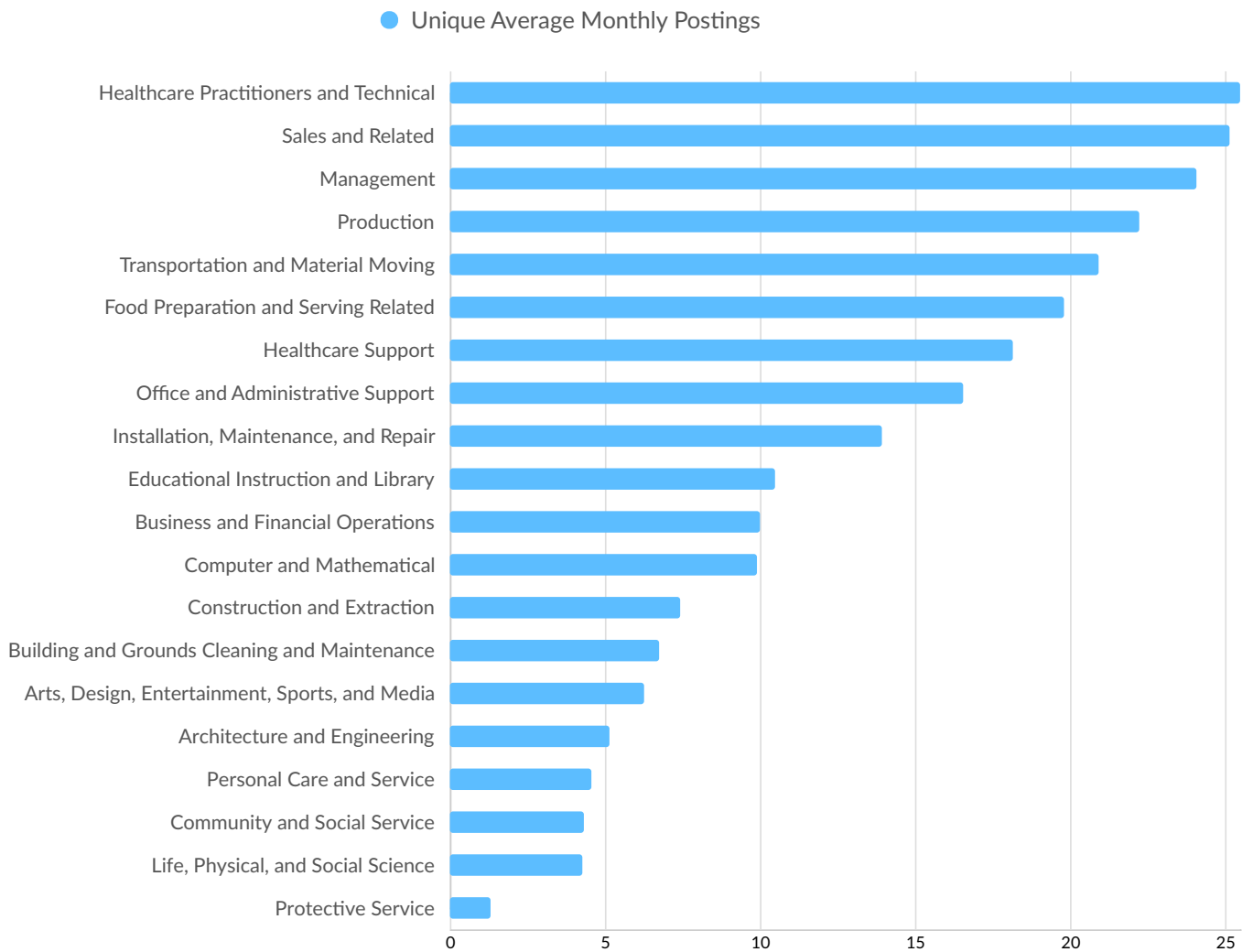
● Occupation Employment Concentration



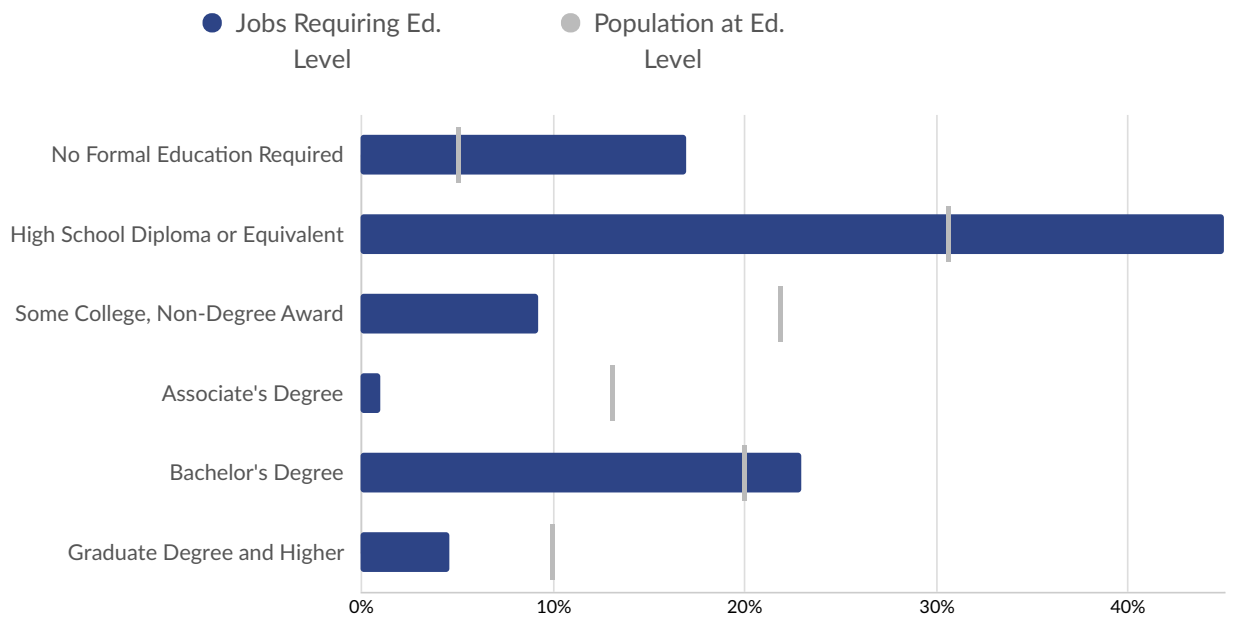
Top Occupation Earnings



Top Posted Occupations

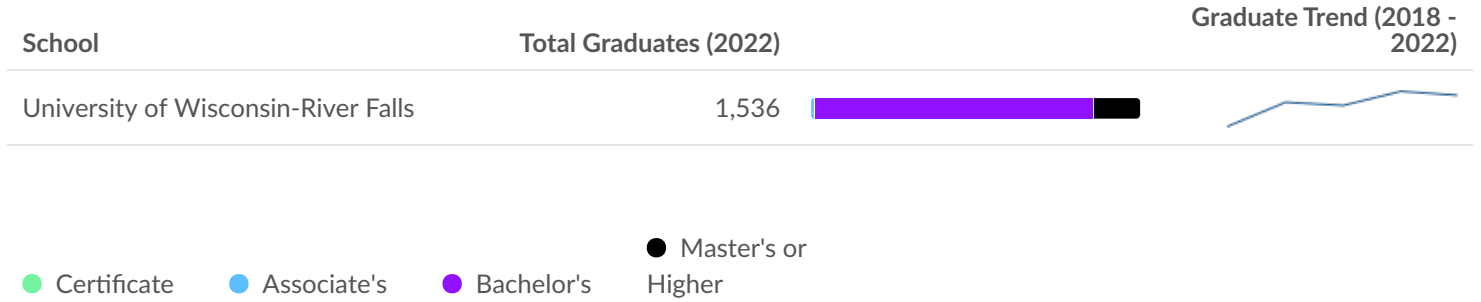


Underemployment



Educational Pipeline

In 2022, there were 1,536 graduates in Pierce County, WI. This pipeline has grown by 19% 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 "Elementary Education and Teaching" (Bachelor's).



In-Demand Skills

