



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

42,000

Population (2023)

Population **decreased by 608** over the last 5 years and is projected to **decrease by 2,123** over the next 5 years.

12,795

Total Regional Employment

Jobs **decreased by 74** over the last 5 years but are projected to **grow by 536** over the next 5 years.

\$78.3K

Median Household Income (2022)

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

Takeaways

- As of 2023 the region's population **declined by 1.4%** since 2018, falling by 608. Population is expected to **decrease by 5.1%** between 2023 and 2028, losing 2,123.
- From 2018 to 2023, jobs **declined by 0.6%** in Pierce County, WI from 12,869 to **12,795**. This change **fell short of the national growth rate of 3.9% by 4.5%**. As the number of jobs declined, the **labor force participation rate decreased from 73.8% to 71.1% between 2018 and 2023**.
- Concerning educational attainment, **21.2% of Pierce County, WI residents possess a Bachelor's Degree** (the same as the national average), and **12.7% hold an Associate's Degree** (3.8% above the national average).
- The top three industries in 2023 are Education and Hospitals (Local Government), Education and Hospitals (State Government), and Local Government, Excluding Education and Hospitals.

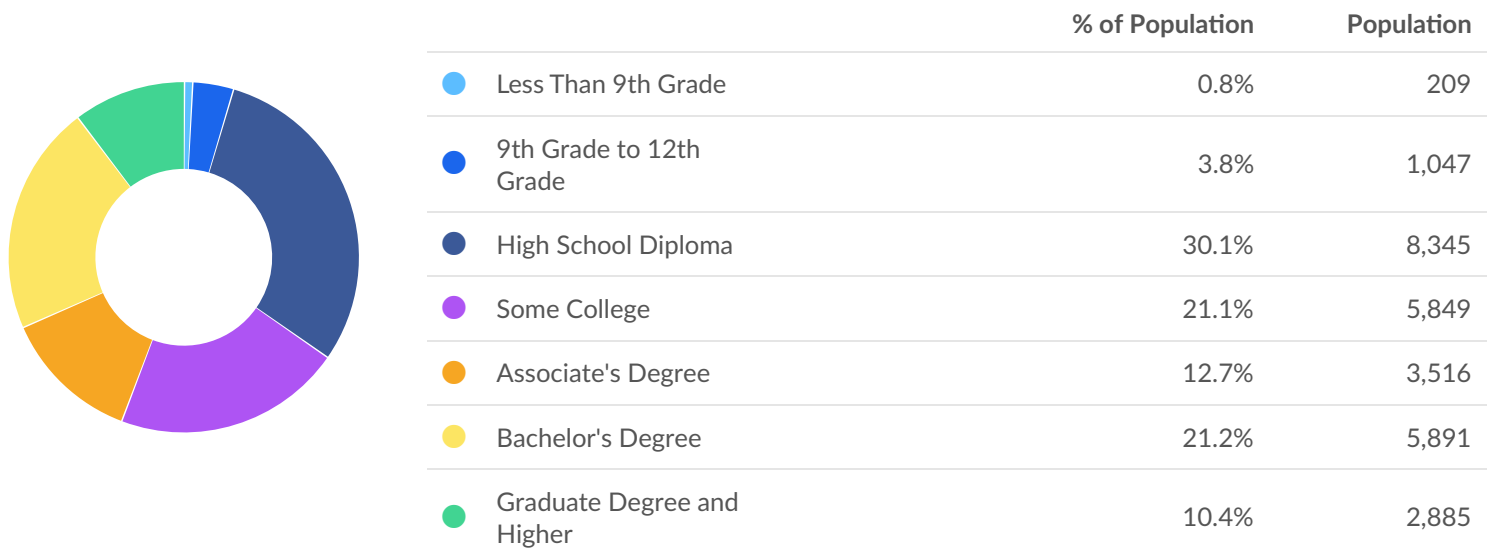
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	41,537	25,091	12,795	101.0	\$1.48B	\$2.79B	\$1.70B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

Feb 2024 Labor Force Breakdown



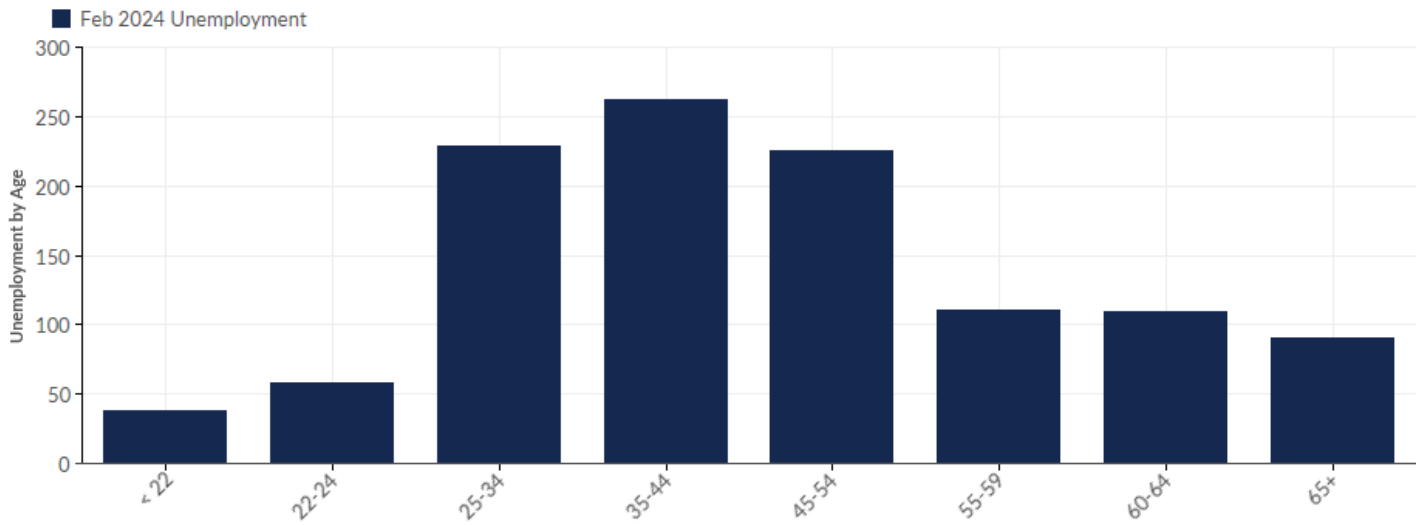
Educational Attainment

Concerning educational attainment, **21.2% of Pierce County, WI residents possess a Bachelor's Degree** (the same as the national average), and **12.7% hold an Associate's Degree** (3.8% above the national average).



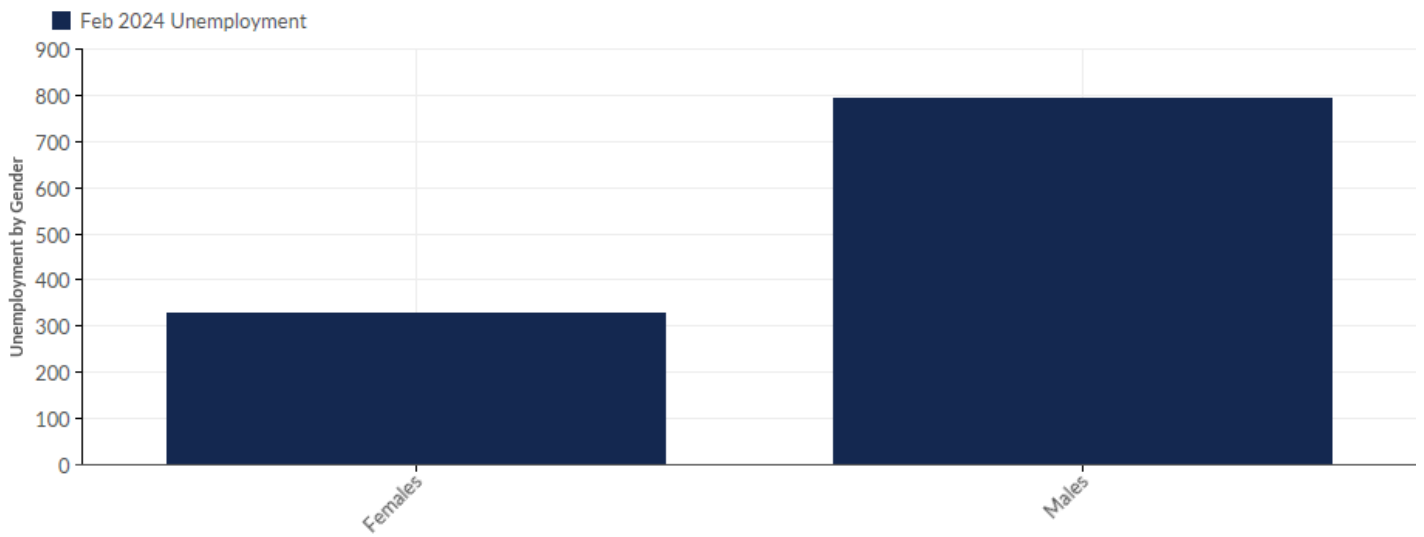
Unemployment by Demographics

Unemployment by Age



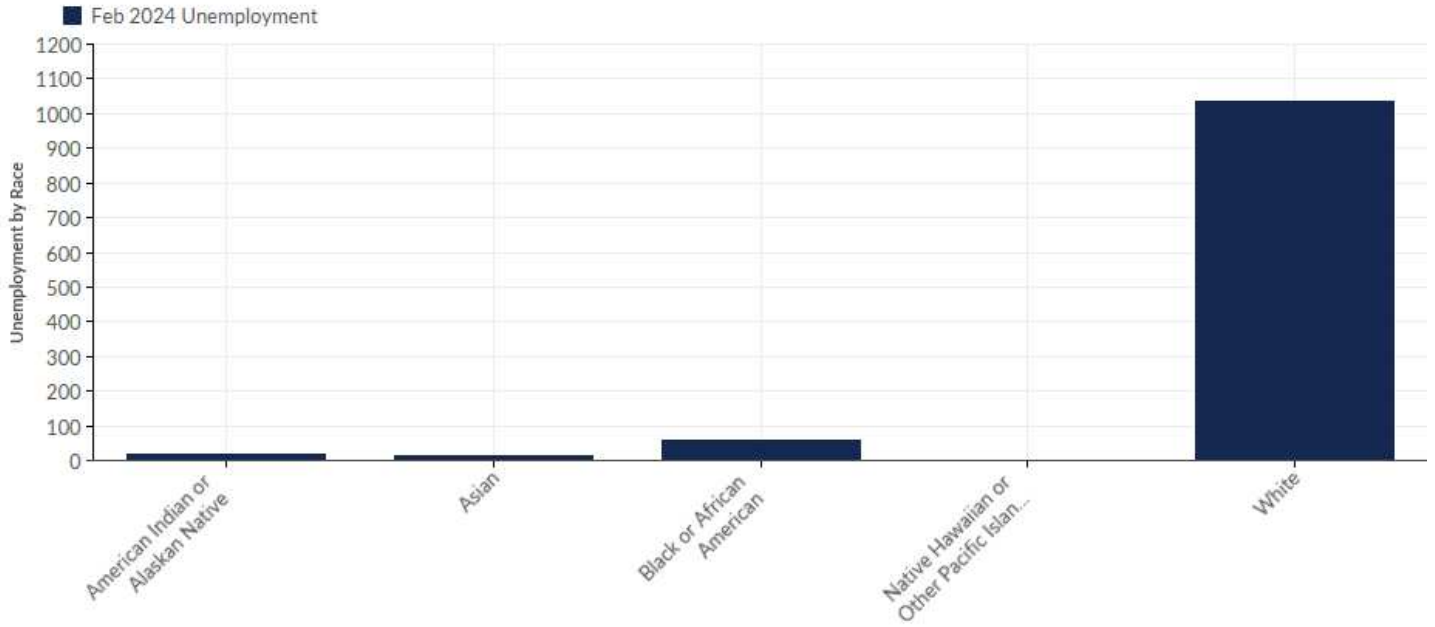
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	37	3.30%
22-24	58	5.17%
25-34	228	20.34%
35-44	262	23.37%
45-54	226	20.16%
55-59	110	9.81%
60-64	110	9.81%
65+	90	8.03%
Total	1,121	100.00%

Unemployment by Gender



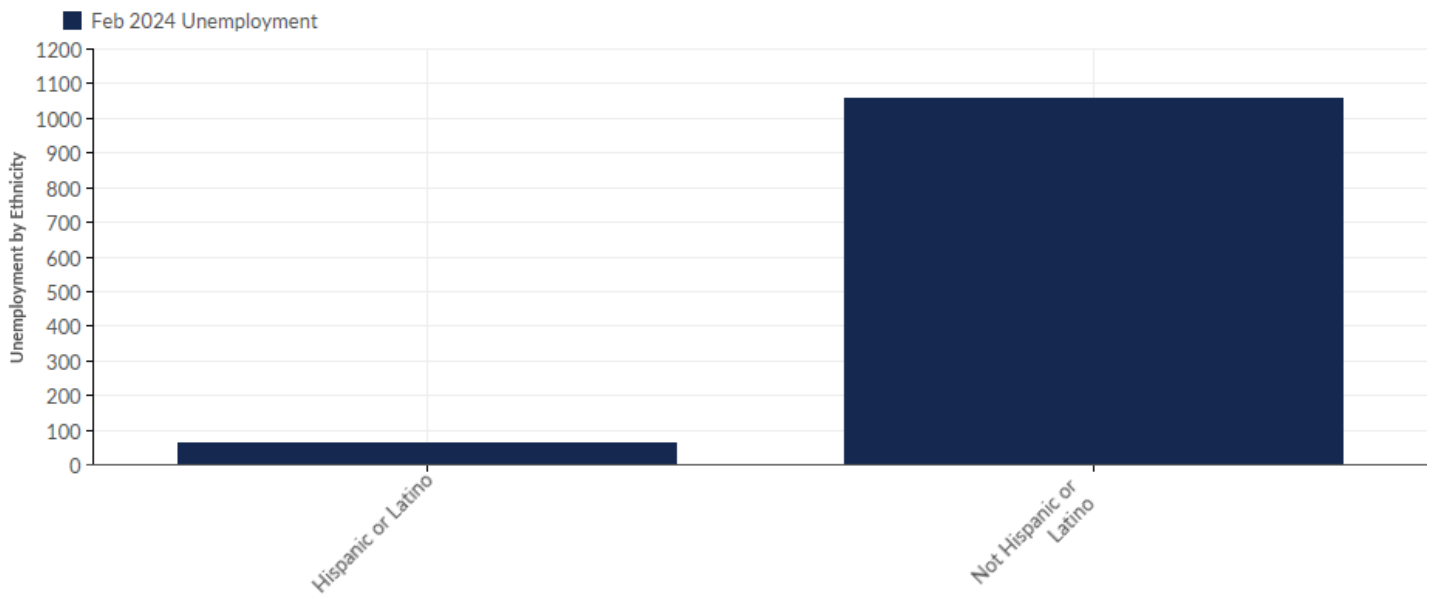
Gender	Unemployment (Feb 2024)	% of Unemployed
Females	329	29.35%
Males	792	70.65%
Total	1,121	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	17	1.52%
Asian	12	1.07%
Black or African American	57	5.08%
Native Hawaiian or Other Pacific Islander	2	0.18%
White	1,033	92.15%
Total	1,121	100.00%

Unemployment by Ethnicity

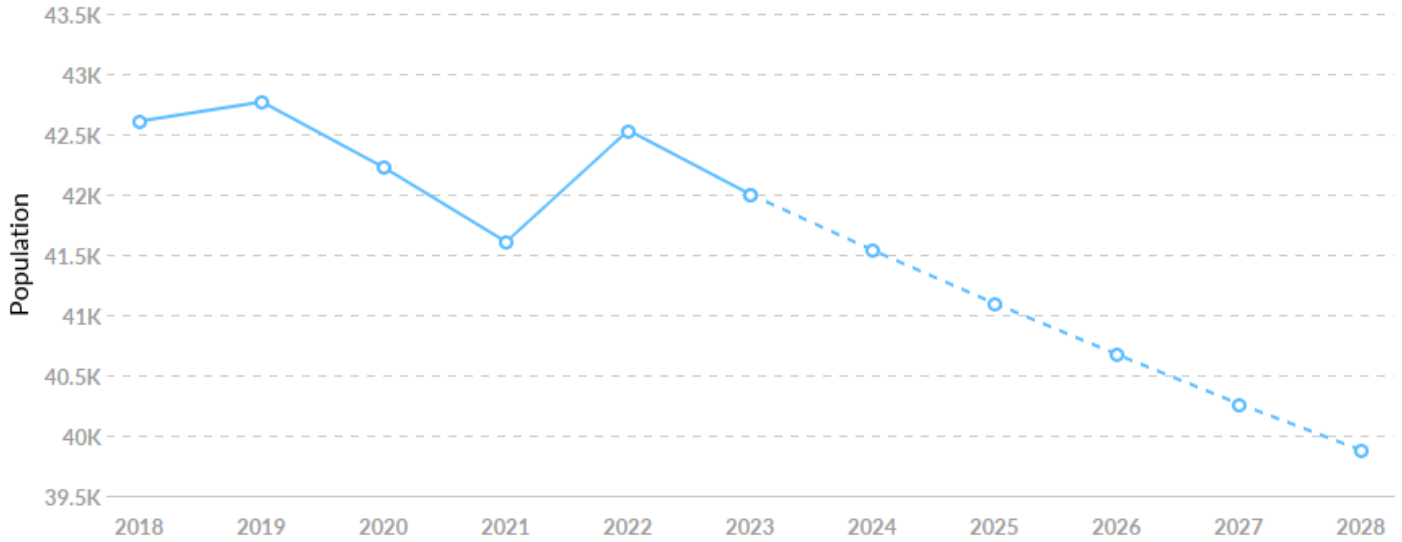


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	64	5.71%
Not Hispanic or Latino	1,057	94.29%
Total	1,121	100.00%

Historic & Projected Trends

Population Trends

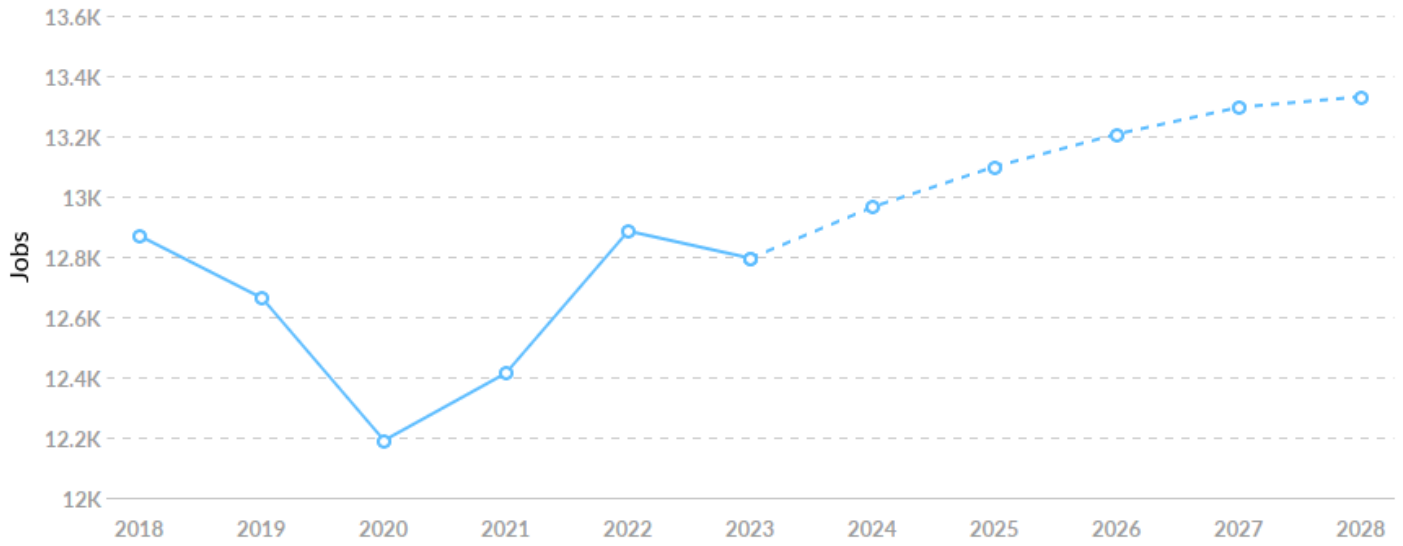
As of 2023 the region's population **declined by 1.4%** since 2018, falling by 608. Population is expected to **decrease by 5.1%** between 2023 and 2028, losing 2,123.



Timeframe	Population
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
2028	39,877

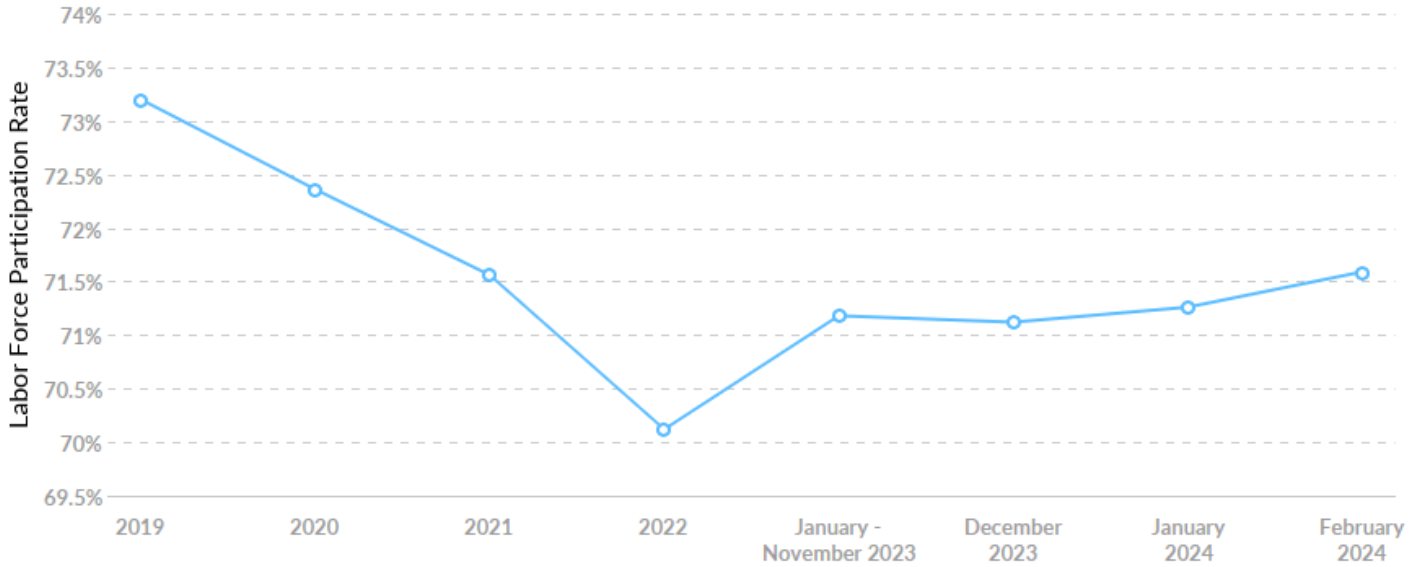
Job Trends

From 2018 to 2023, jobs declined by 0.6% in Pierce County, WI from 12,869 to 12,795. This change fell short of the national growth rate of 3.9% by 4.5%.



Timeframe	Jobs
2018	12,869
2019	12,663
2020	12,190
2021	12,414
2022	12,885
2023	12,795
2024	12,965
2025	13,099
2026	13,207
2027	13,296
2028	13,331

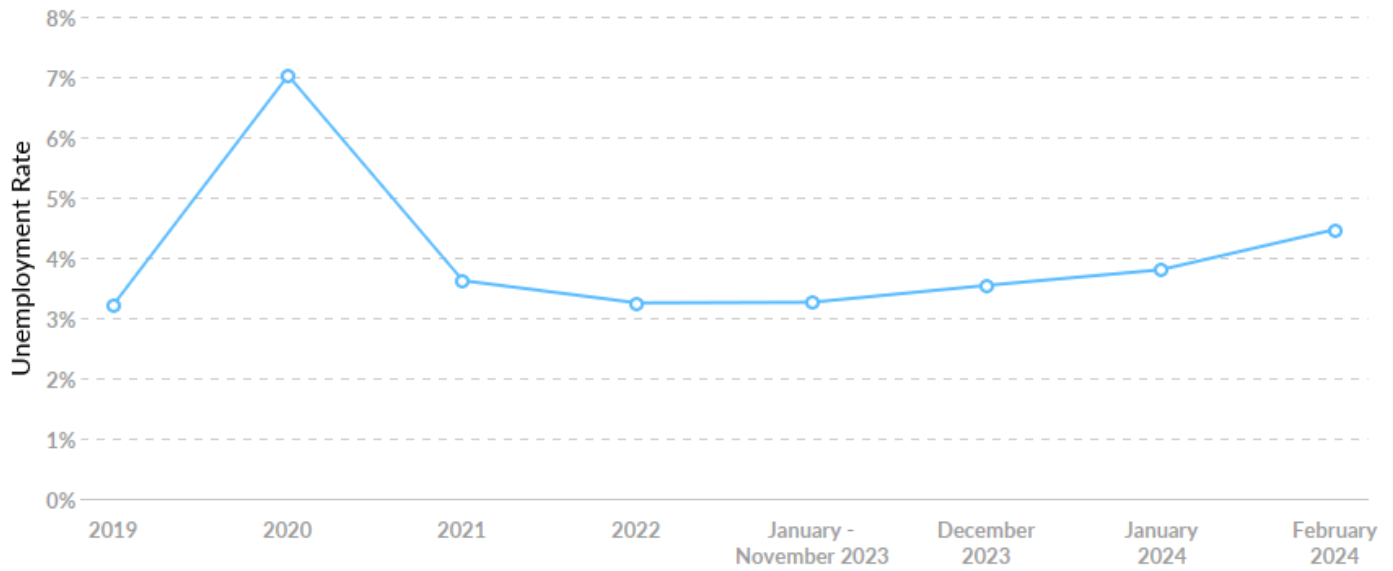
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	73.20%
2020	72.36%
2021	71.56%
2022	70.12%
January - November 2023	71.18%
December 2023	71.12%
January 2024	71.26%
February 2024	71.59%

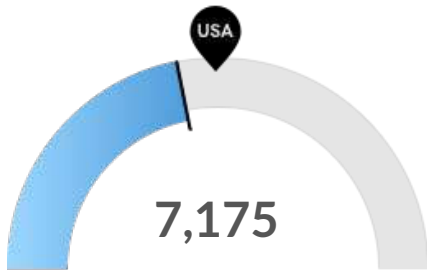
Unemployment Rate Trends

Pierce County, WI had a February 2024 unemployment rate of 4.47%, **increasing from 3.22%** 5 years before.



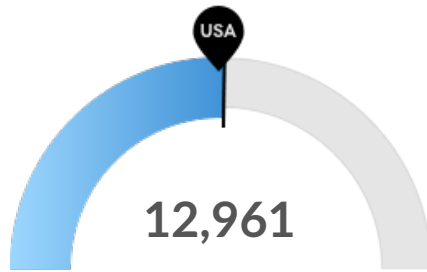
Timeframe	Unemployment Rate
2019	3.22%
2020	7.02%
2021	3.62%
2022	3.25%
January - November 2023	3.26%
December 2023	3.54%
January 2024	3.80%
February 2024	4.47%

Population Characteristics



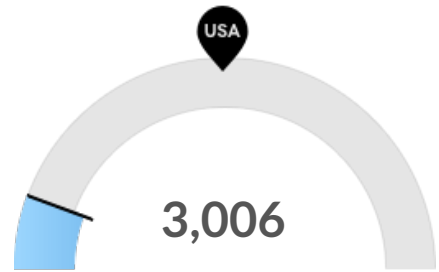
Millennials

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



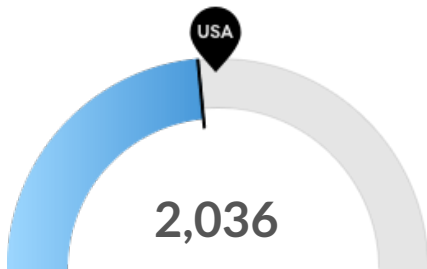
Retiring Soon

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.



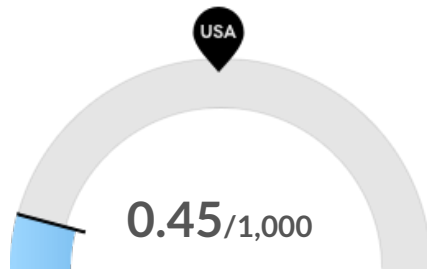
Racial Diversity

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.



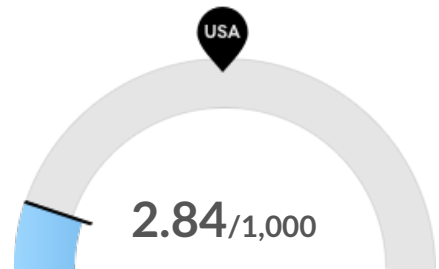
Veterans

Pierce County, WI has 2,036 veterans. The national average for an area this size is 2,224.



Violent Crime

Pierce County, WI has 0.45 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

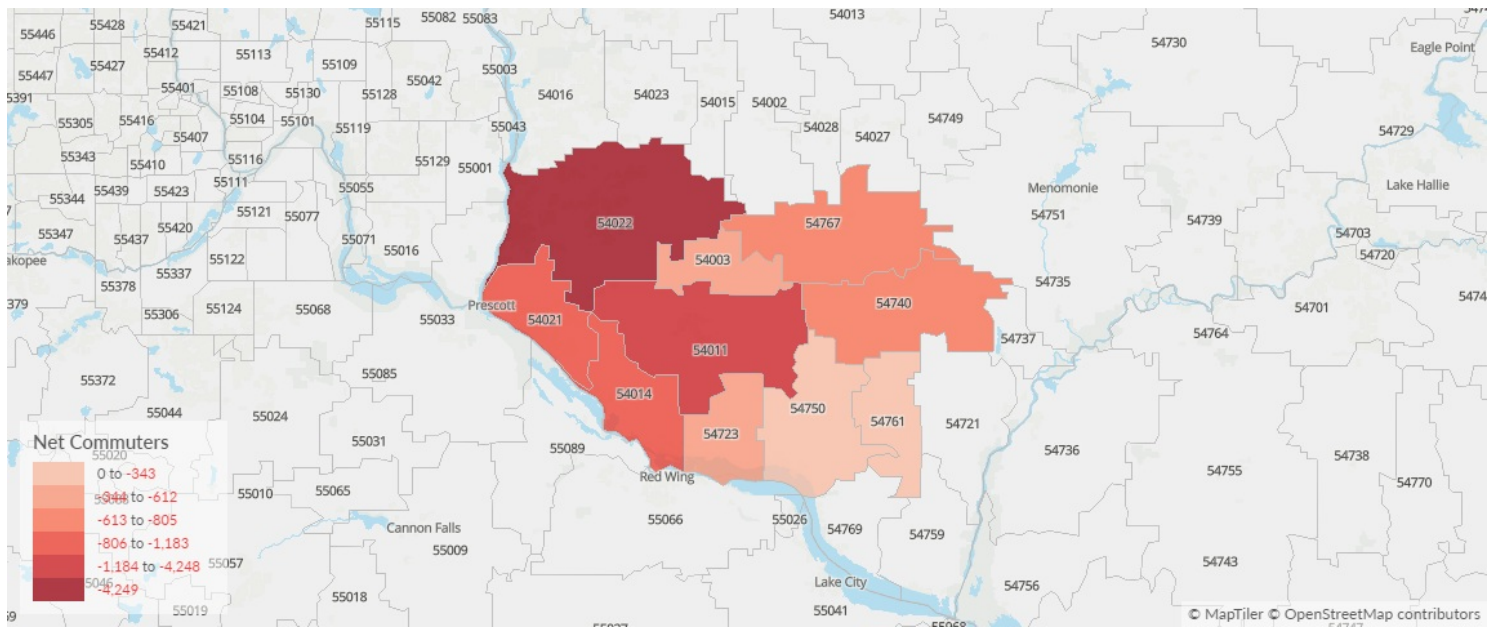


Property Crime

Pierce County, WI has 2.84 property crimes per 1,000 people. The national rate is 18.22 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

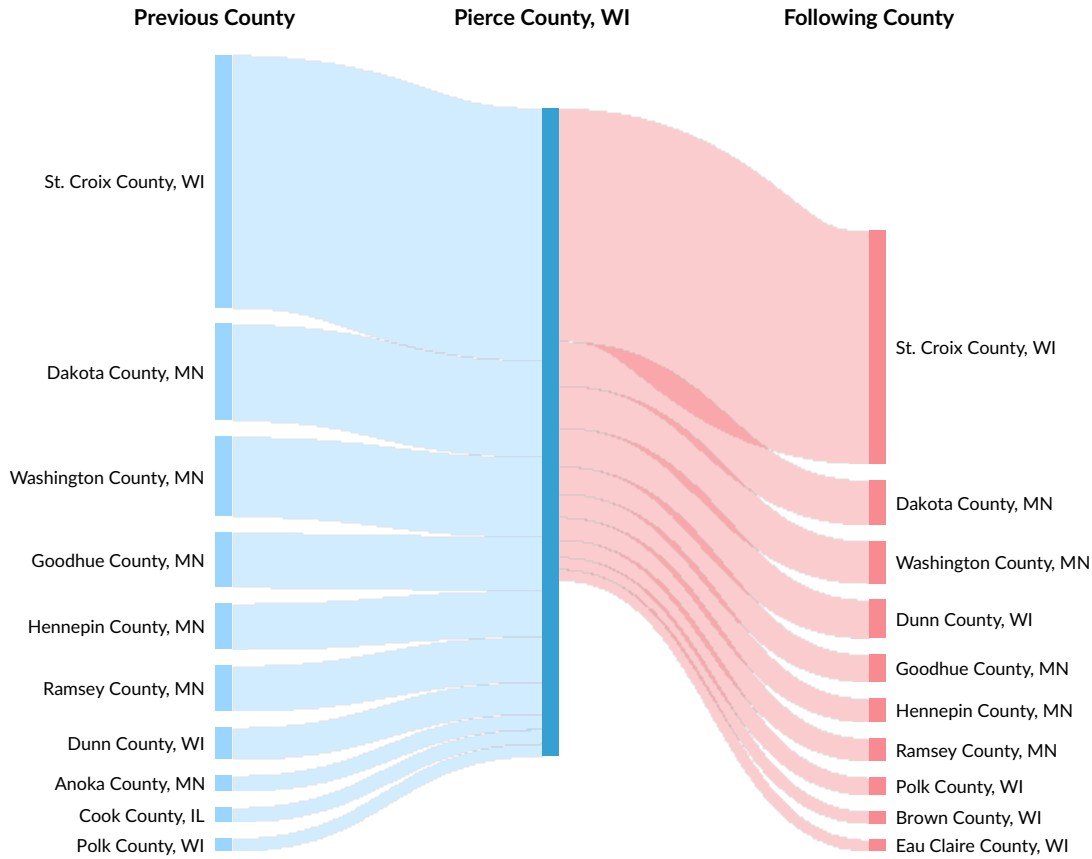
ZIP	Name	2023 Employment
54022	River Falls, WI (in Pierce...	5,797
54011	Ellsworth, WI (in Pierce ...	2,106
54021	Prescott, WI (in Pierce c...	1,882
54767	Spring Valley, WI (in Pie...	900
54014	Hager City, WI (in Pierc...	504

ZIP	Name	2023 Workers
54022	River Falls, WI (in Pierce...	10,046
54011	Ellsworth, WI (in Pierce ...	3,290
54021	Prescott, WI (in Pierce c...	2,779
54767	Spring Valley, WI (in Pie...	1,617
54014	Hager City, WI (in Pierc...	1,309

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 2021, **606** people have migrated from St. Croix County, WI to Pierce County, WI. In the same year, **559** people left Pierce County, WI migrating to St. Croix County, WI. The total Net Migration for Pierce County, WI in 2021 was **366**.

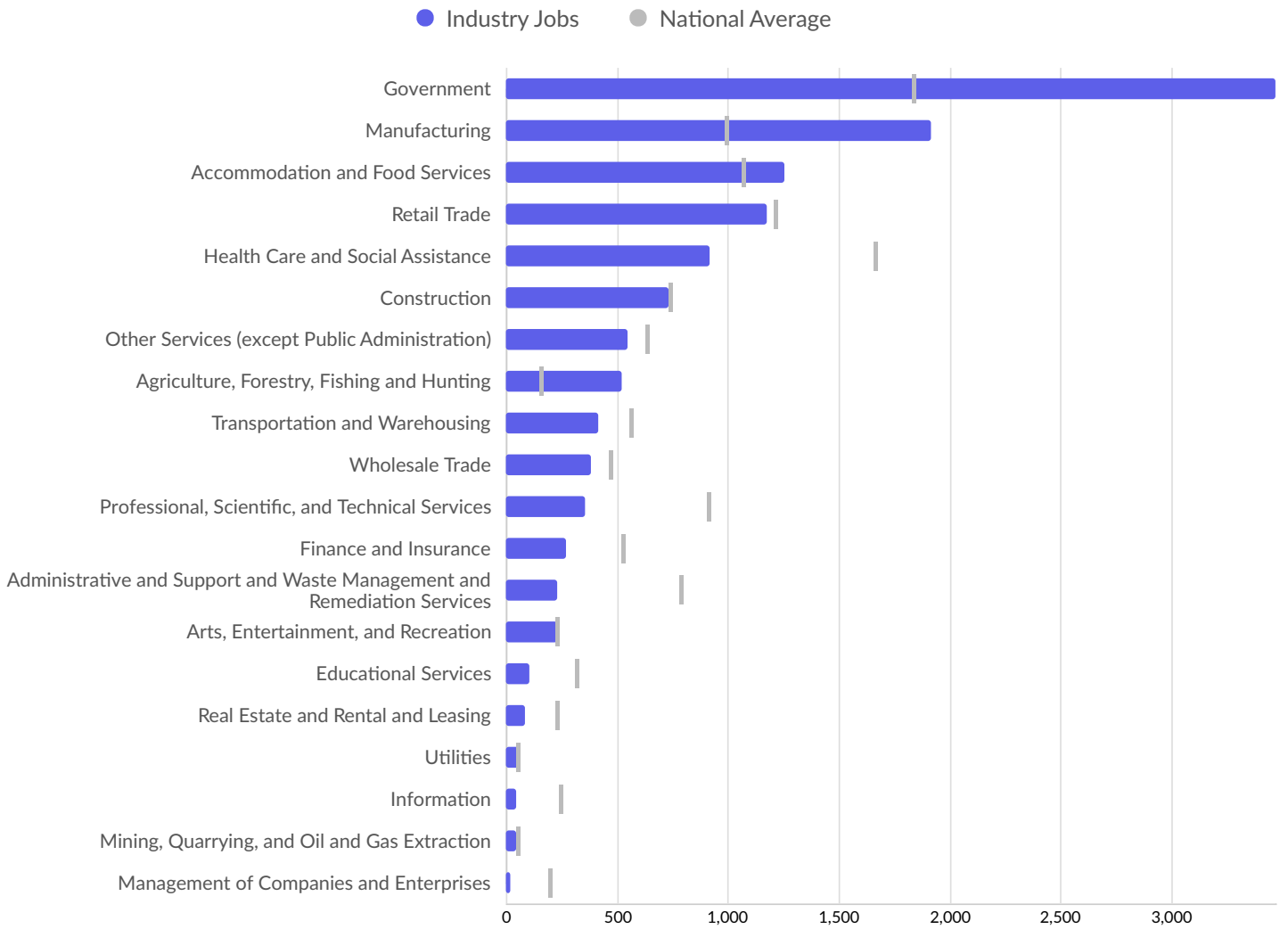


Top Previous Counties	Migrations
St. Croix County, WI	606
Dakota County, MN	231
Washington County, MN	191
Goodhue County, MN	130
Hennepin County, MN	110
Ramsey County, MN	109

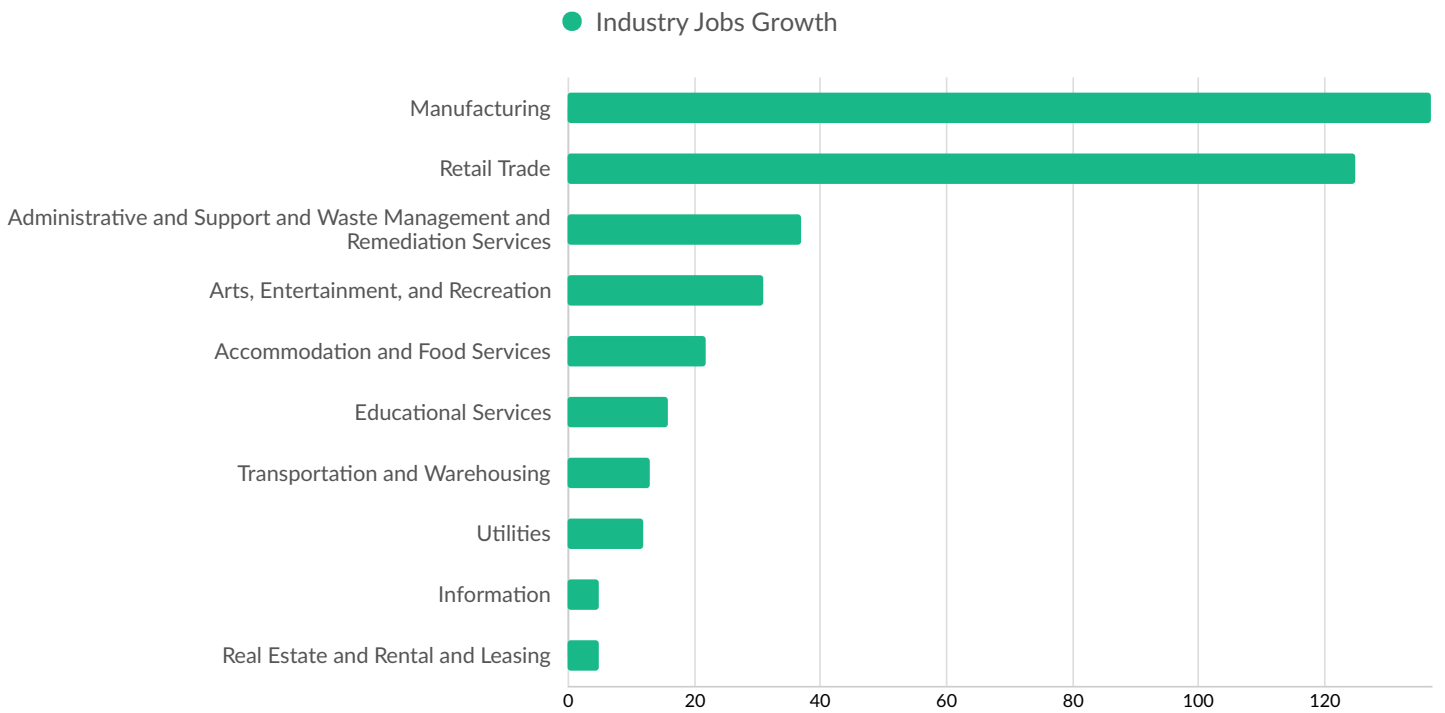
Top Previous Counties	Migrations
Dunn County, WI	76
Anoka County, MN	37
Cook County, IL	34
Polk County, WI	30
Eau Claire County, WI	27
Dane County, WI	19
Pima County, AZ	17
Allegany County, MD	16
Black Hawk County, IA	15
Top Following Counties	Migrations
St. Croix County, WI	559
Dakota County, MN	107
Washington County, MN	101
Dunn County, WI	92
Goodhue County, MN	66
Hennepin County, MN	57
Ramsey County, MN	54
Polk County, WI	42
Brown County, WI	29
Eau Claire County, WI	27
Guadalupe County, TX	18
Wright County, MN	18
Waukesha County, WI	18
Anoka County, MN	17
Olmsted County, MN	15

Industry Characteristics

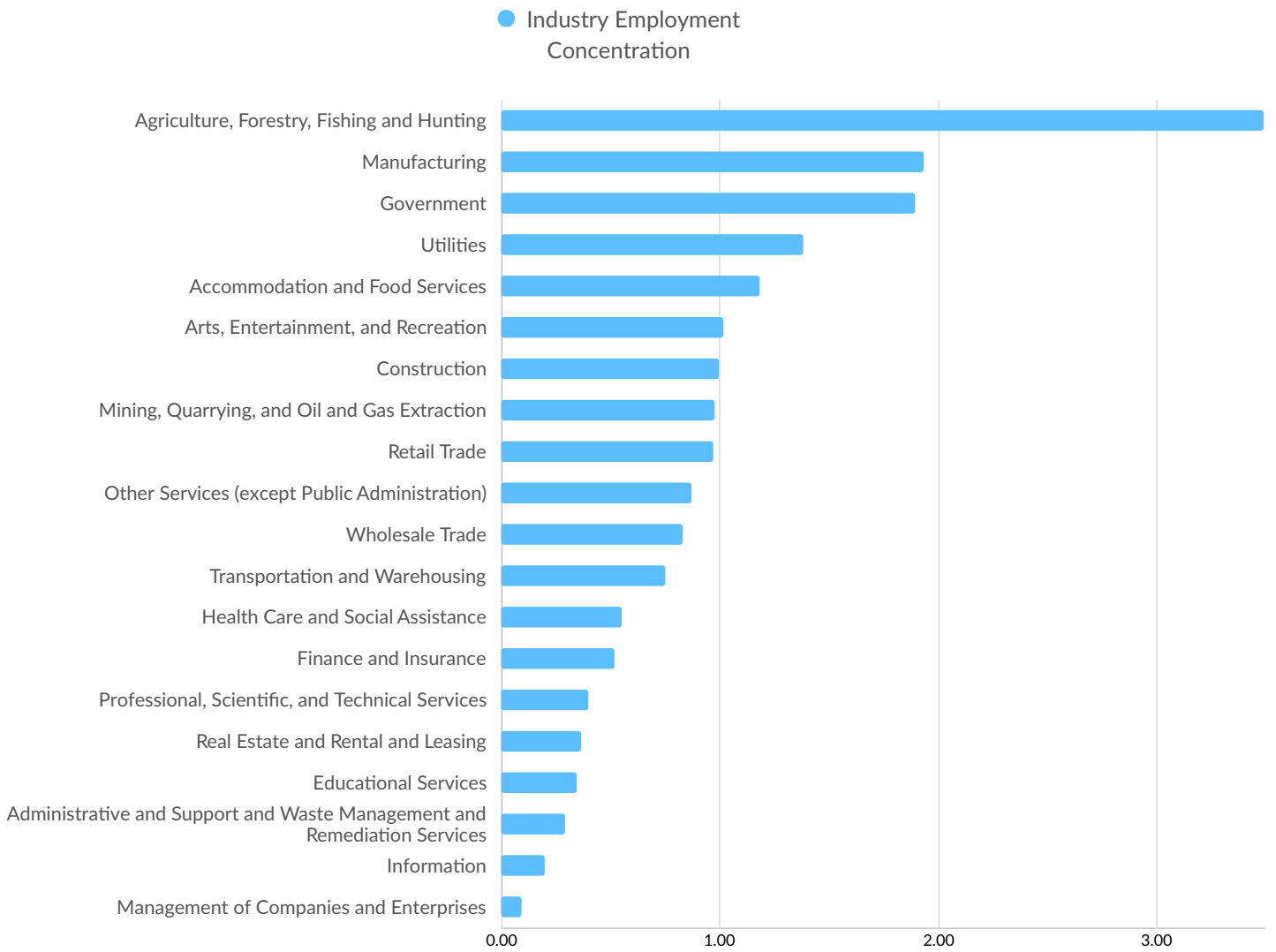
Largest Industries



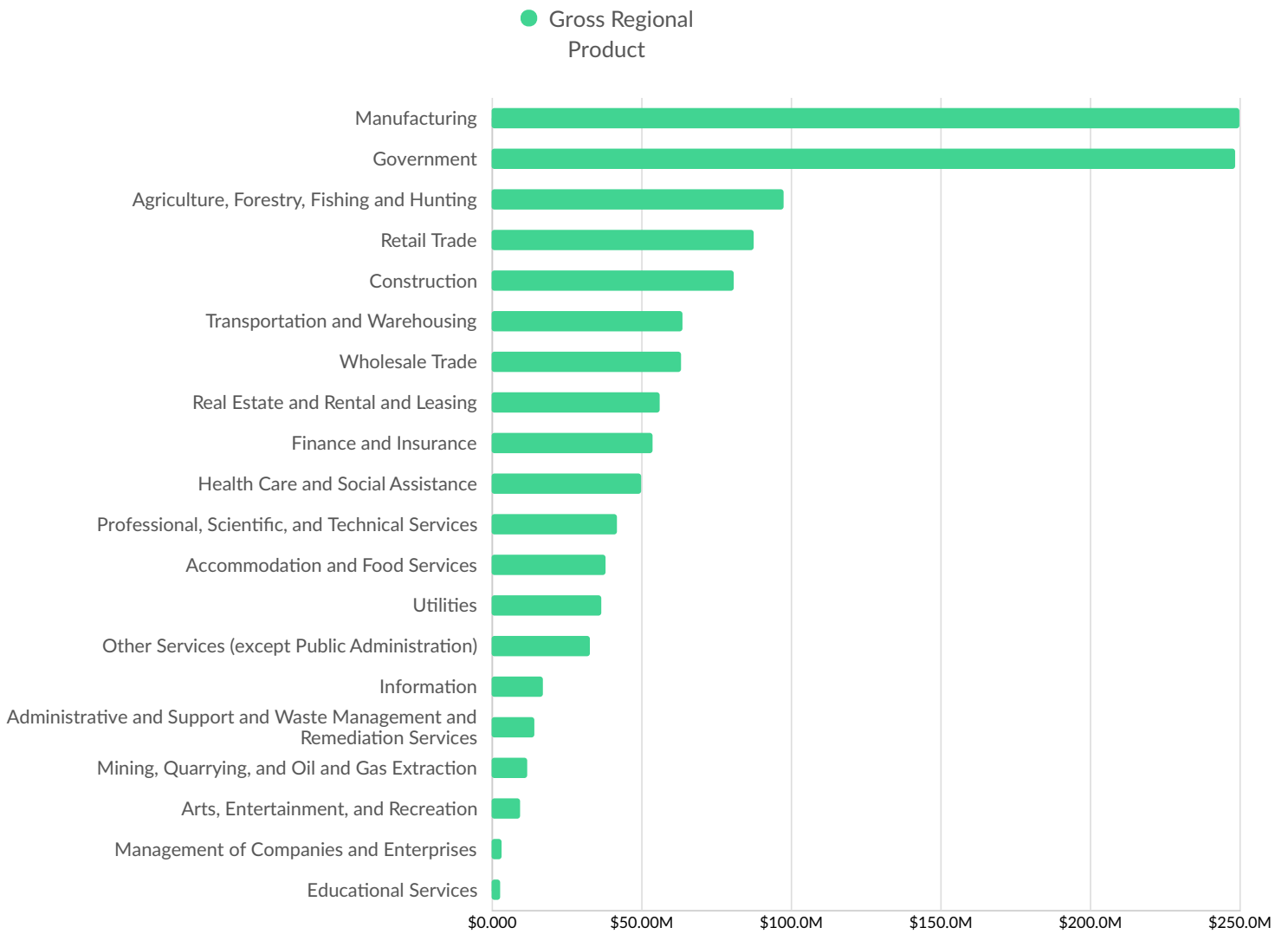
Top Growing Industries



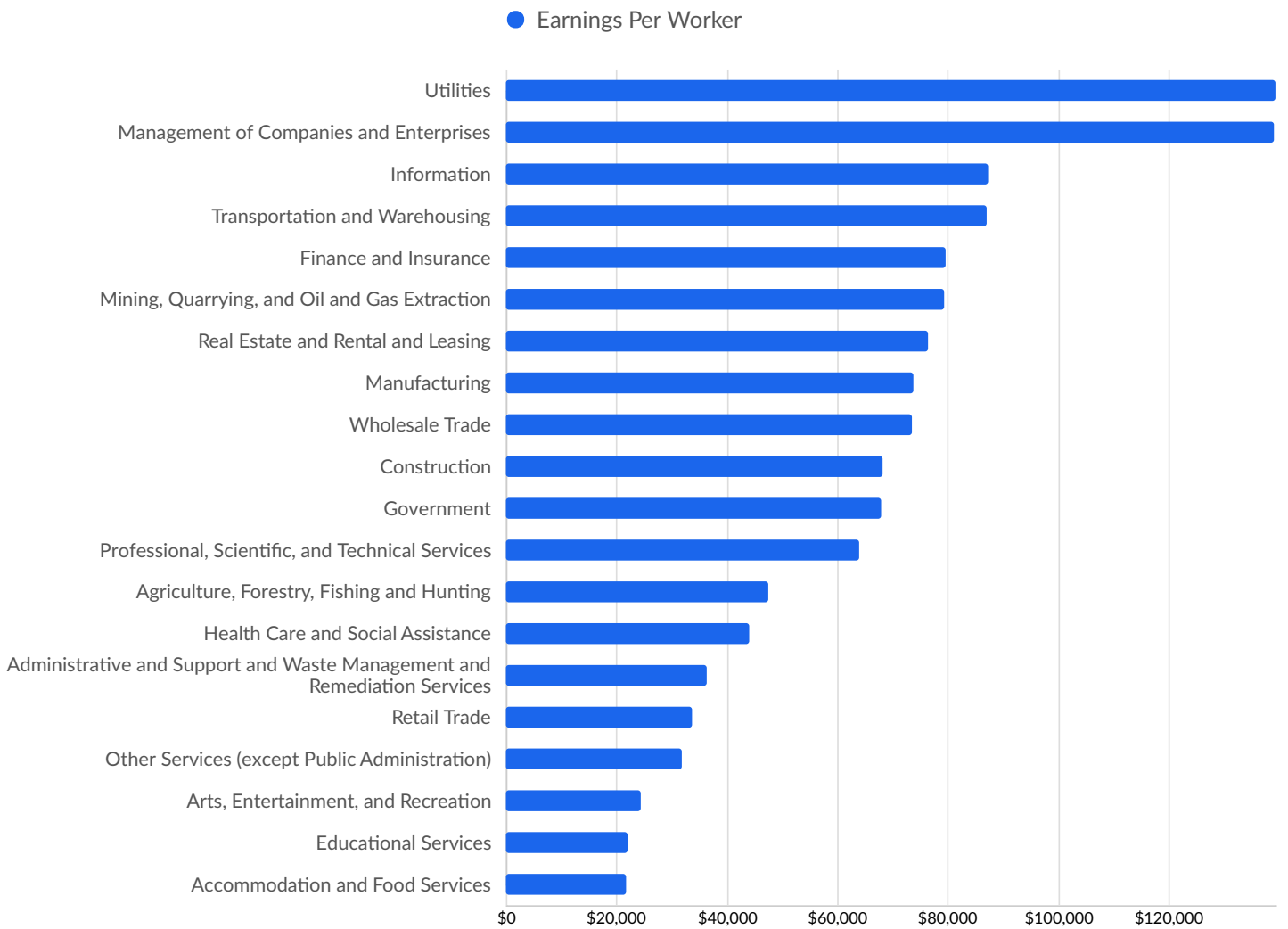
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



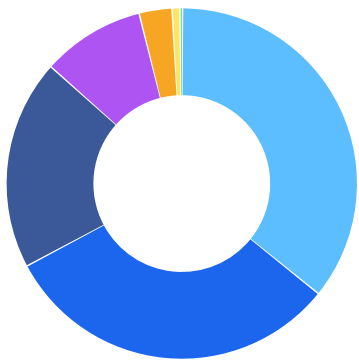
Business Characteristics

4,863 Companies Employ Your Workers

Online profiles for your workers mention 4,863 companies as employers, with the top 10 appearing below. In the last 12 months, 485 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	636 	University of Wisconsin System	79 
3M	264 	SpartanNash	59 
Allina Health	113 	Cleary Building Corp.	53 
Andersen Global	110 	Uline	52 
School District Of River Falls	83 	Atrium Centers	48 
State of Minnesota	75 	Family Fresh Market	48 
Xcel Energy	65 	U.n.f.i	41 
Red Wing Shoe Company	59 	Kwik Trip	40 
Target	57 	School District Of River Falls	40 
Thomson Reuters	51 	Circle K	38 

Business Size

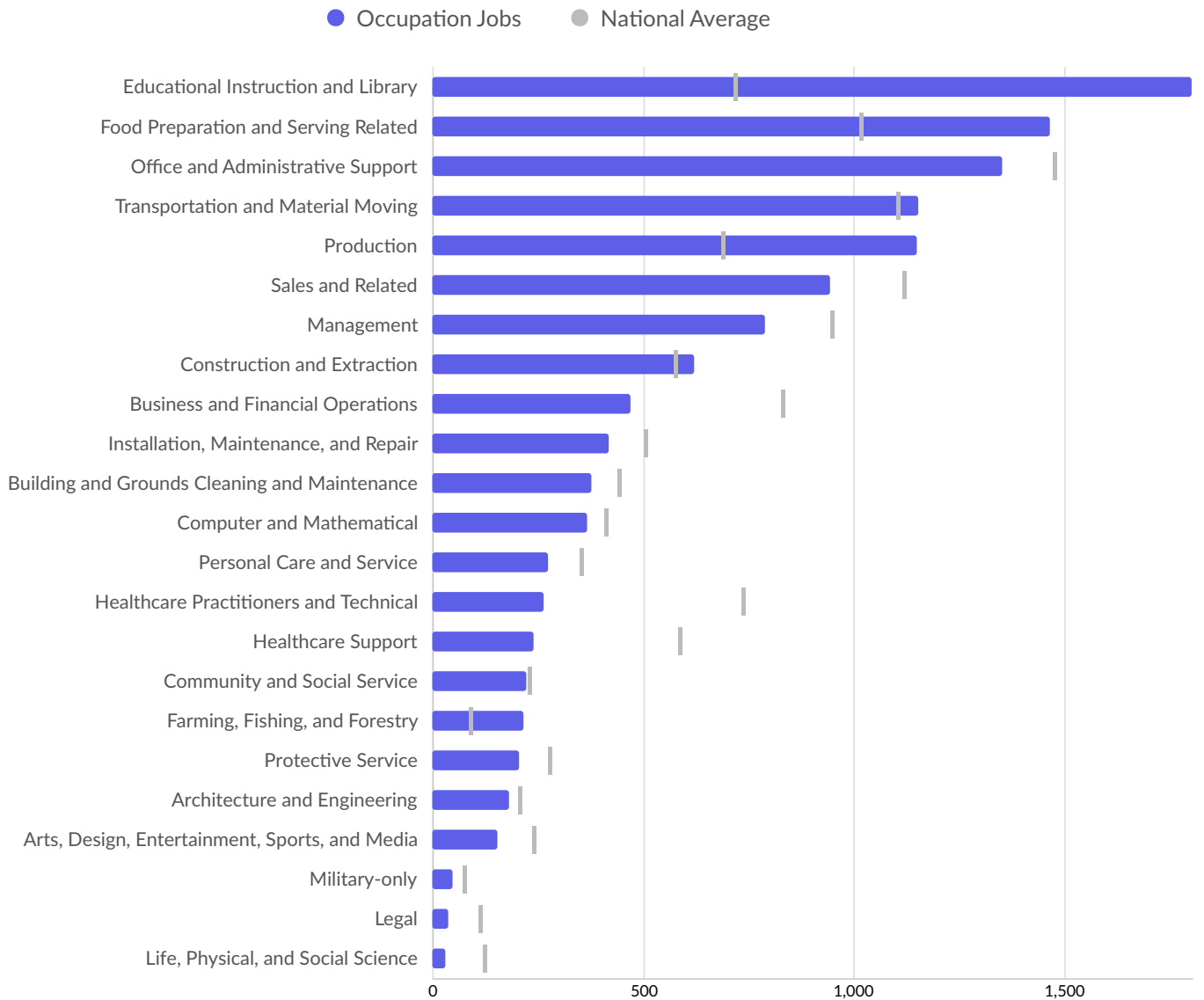


	Percentage	Business Count
1 to 4 employees	35.7%	448
5 to 9 employees	31.4%	394
10 to 19 employees	19.4%	243
20 to 49 employees	9.5%	119
50 to 99 employees	3.0%	38
100 to 249 employees	0.7%	9
250 to 499 employees	0.2%	3

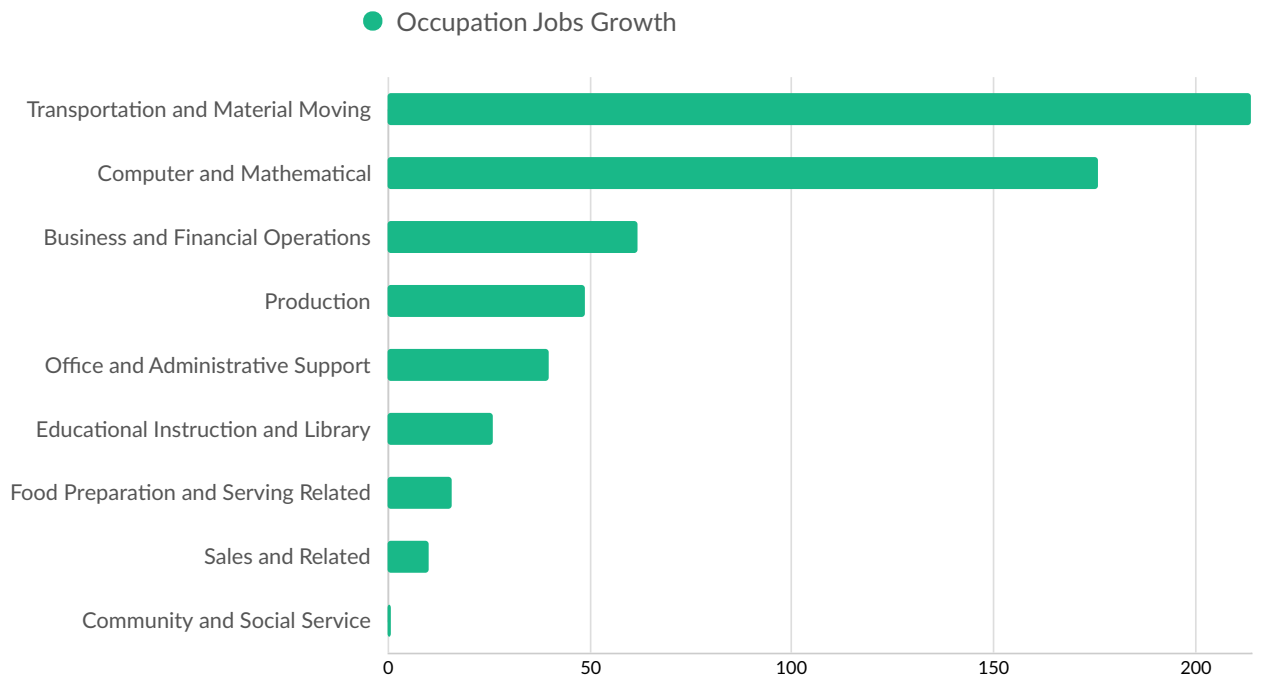
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

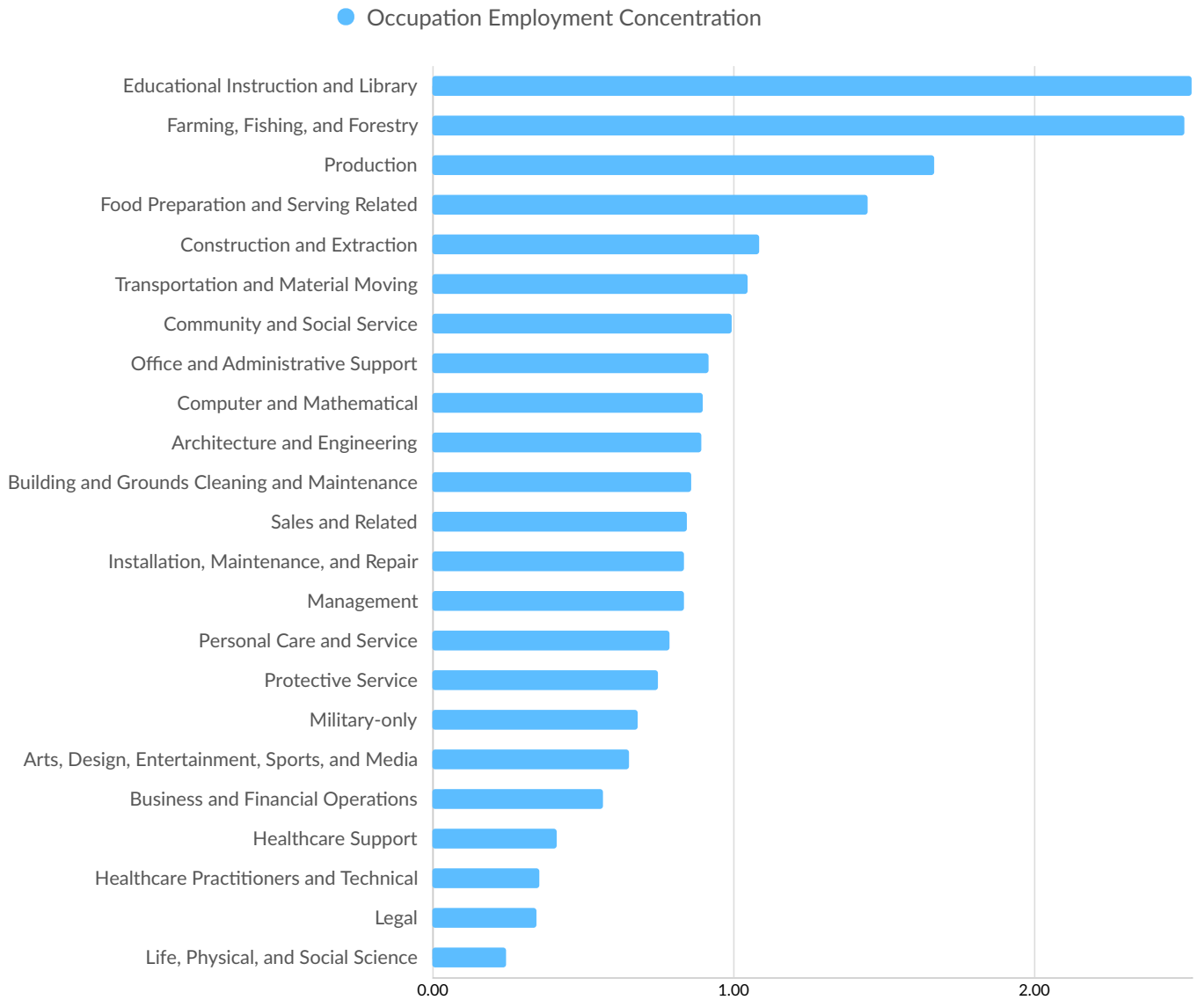
Largest Occupations



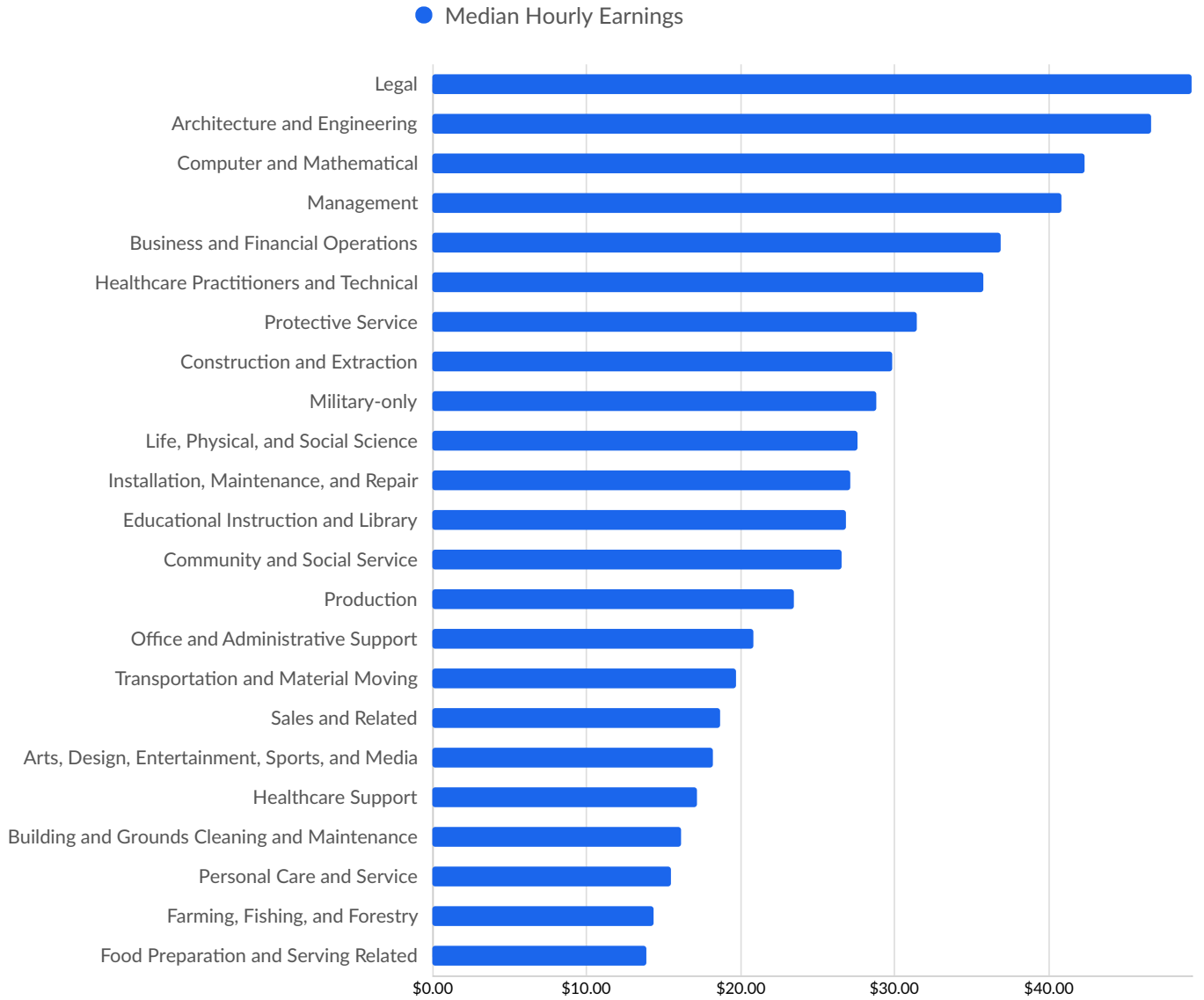
Top Growing Occupations



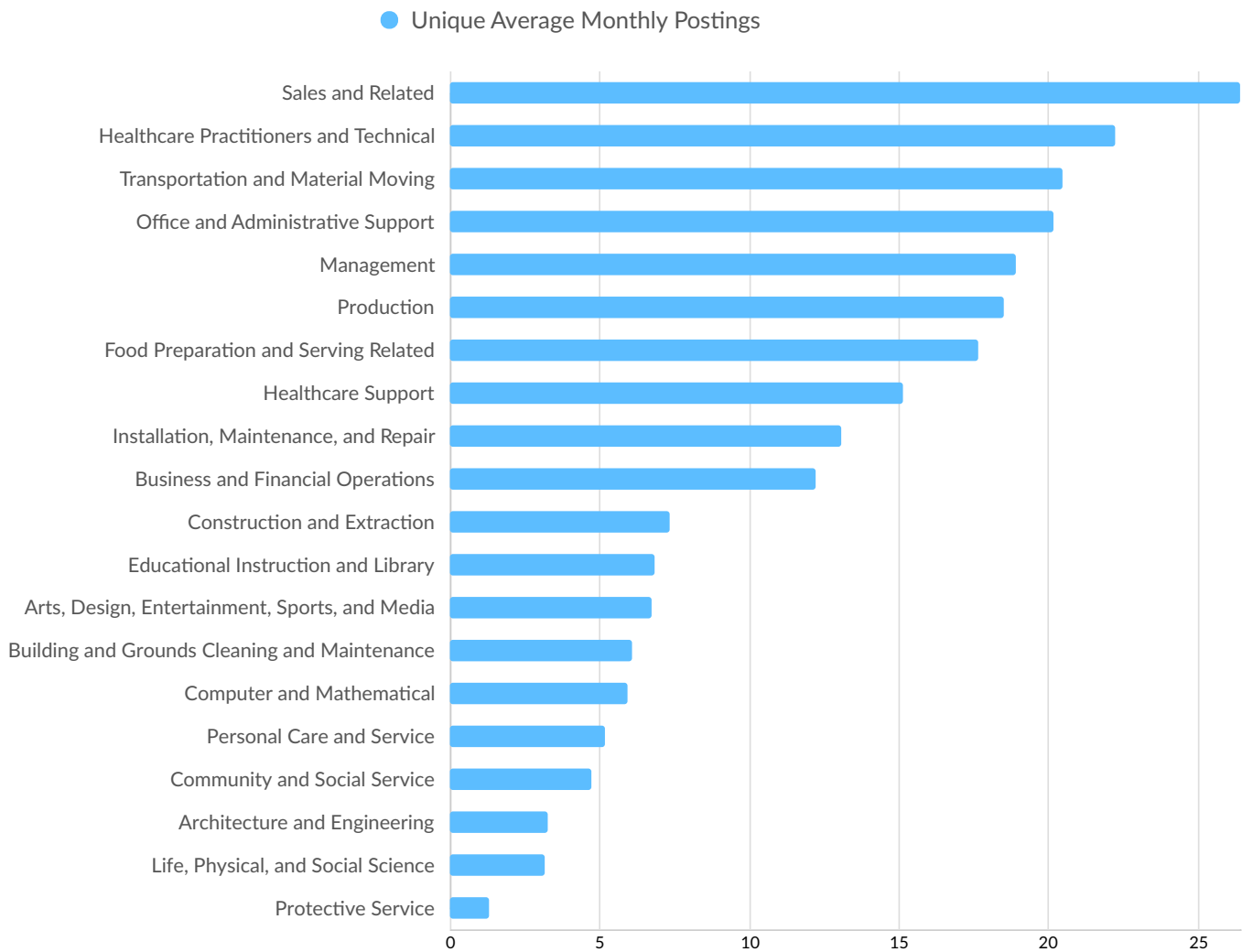
Top Occupation Employment Concentration



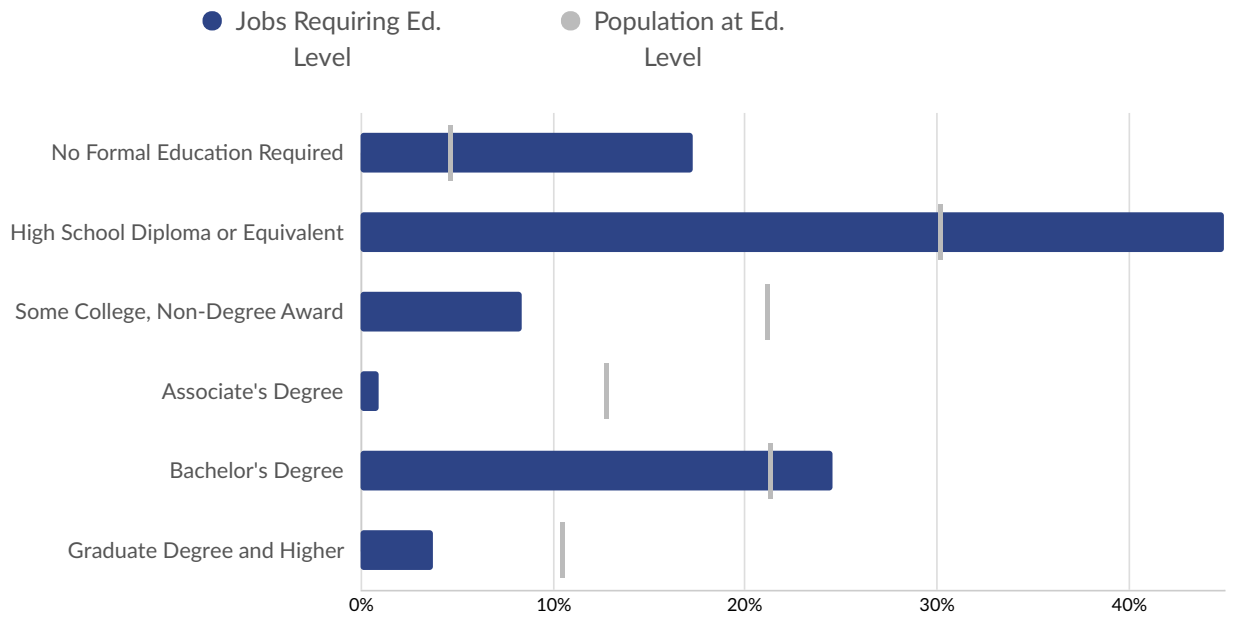
Top Occupation Earnings



Top Posted Occupations

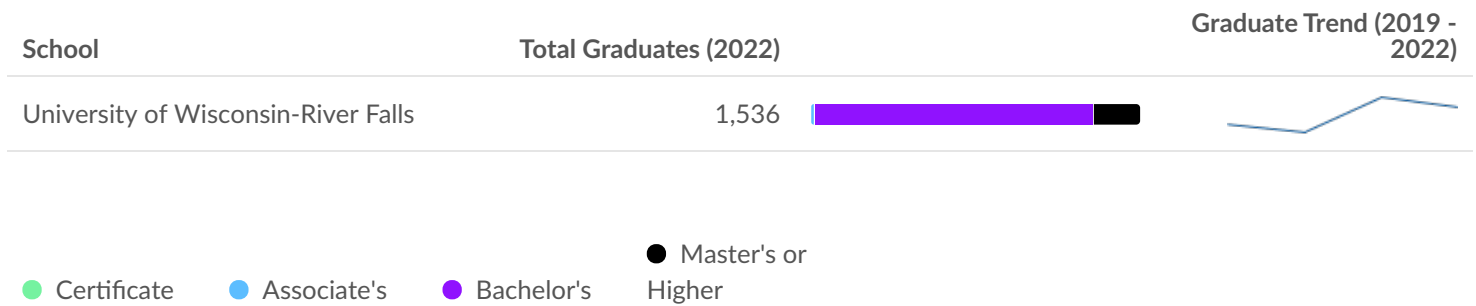


Underemployment



Educational Pipeline

In 2022, there were 1,536 graduates in Pierce County, WI. This pipeline has grown by 4% over the last 4 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

