



Pierce County, WI

Mississippi River Regional Planning Commission



811 Monitor St. Suite 201
La Crosse, Wisconsin 54603

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

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

43,579

Population (2025)

Population **grew by 1,350** over the last 5 years and is projected to **grow by 769** over the next 5 years.

12,826

Total Regional Employment

Jobs **grew by 666** over the last 5 years and are projected to **grow by 415** over the next 5 years.

\$88.8K

Median Household Income (2023)

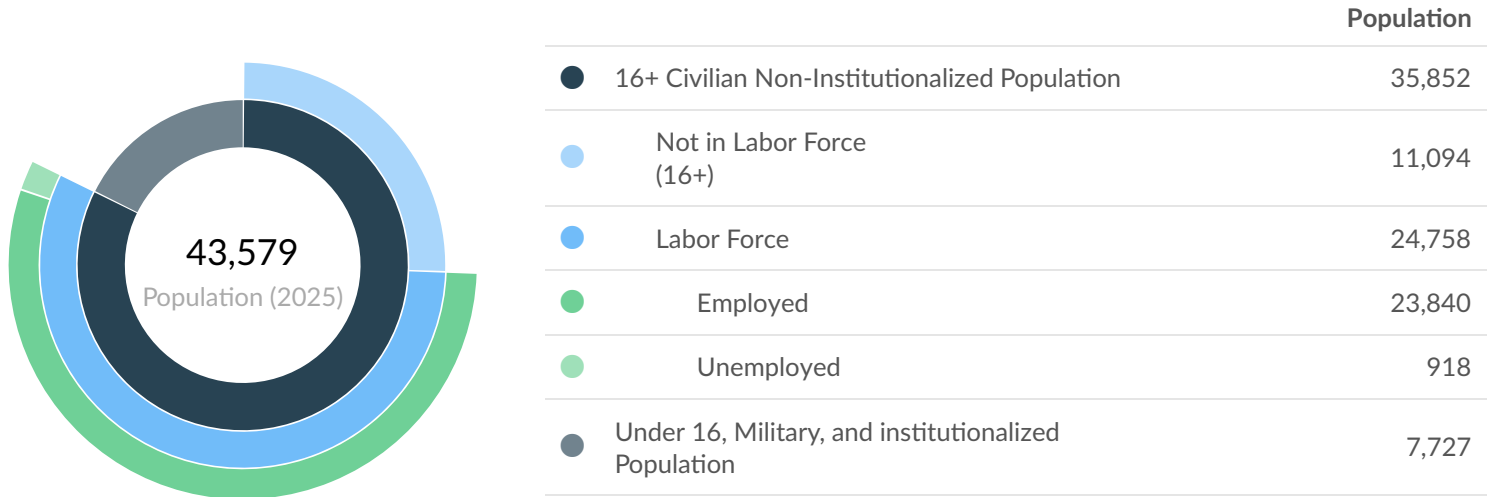
Median household income is **\$10.3K above** the national median household income of \$78.5K.

Takeaways

- As of 2025 the region's population **increased by 3.2%** since 2020, growing by 1,350. Population is expected to **increase by 1.8%** between 2025 and 2030, adding 769.
- From 2020 to 2025, jobs **increased by 5.5%** in Pierce County, WI from 12,160 to **12,826**. This change **fell short of the national growth rate of 10.6% by 5.1%**. As the number of jobs increased, the **labor force participation rate decreased from 70.8% to 69.1% between 2020 and 2025**.
- Concerning educational attainment, **21.7% of Pierce County, WI residents possess a Bachelor's Degree** (0.1% below the national average), and **12.7% hold an Associate's Degree** (3.8% above the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), Education and Hospitals (State Government), and Local Government, Excluding Education and Hospitals.

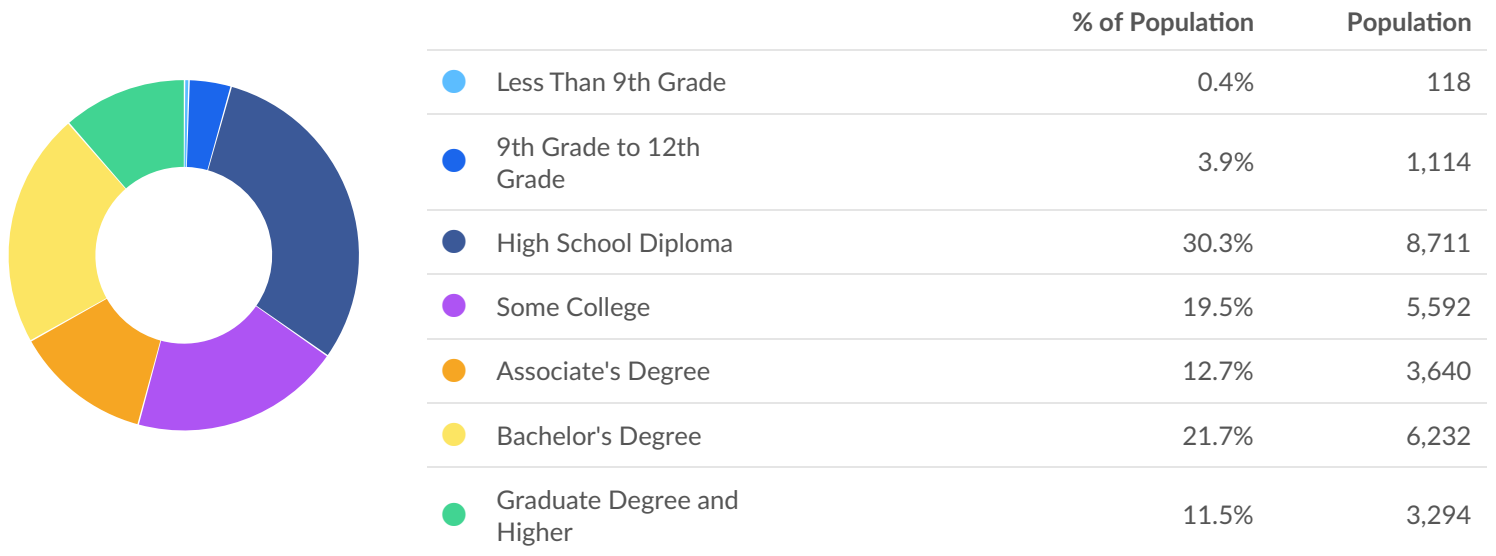
	Population (2025)	Labor Force (Dec 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	43,579	24,758	12,826	100.7	\$1.76B	\$3.11B	\$1.92B
State	5,980,718	3,123,278	3,272,214	100.3	\$457.86B	\$400.36B	\$432.85B

Dec 2025 Labor Force Breakdown



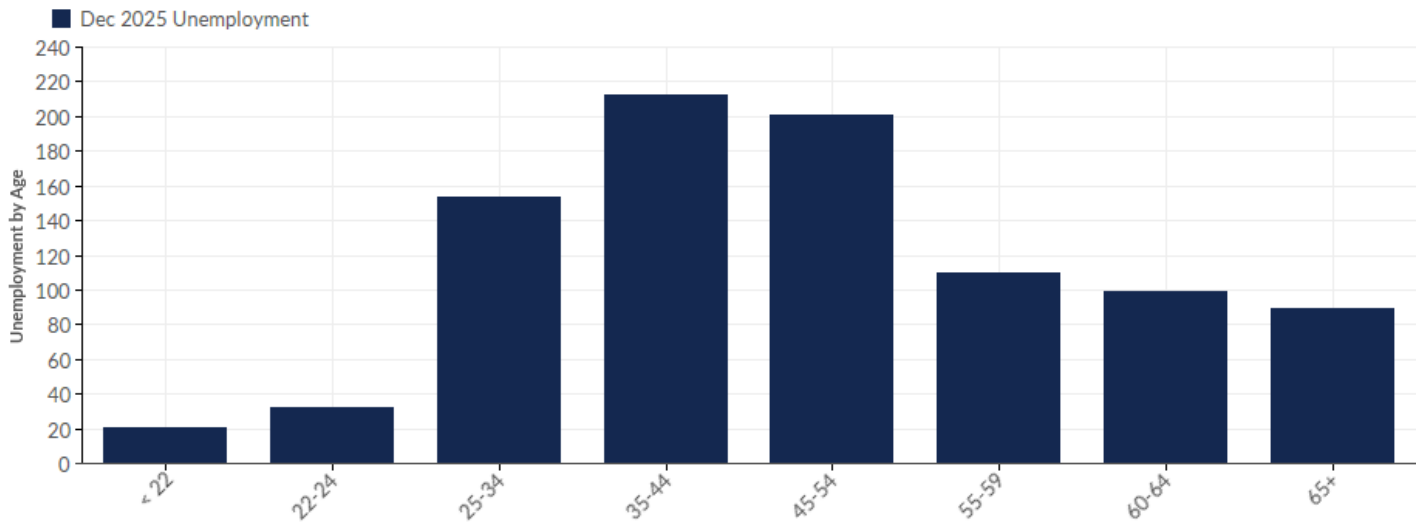
Educational Attainment

Concerning educational attainment, **21.7% of Pierce County, WI residents possess a Bachelor's Degree** (0.1% below the national average), and **12.7% hold an Associate's Degree** (3.8% above the national average).



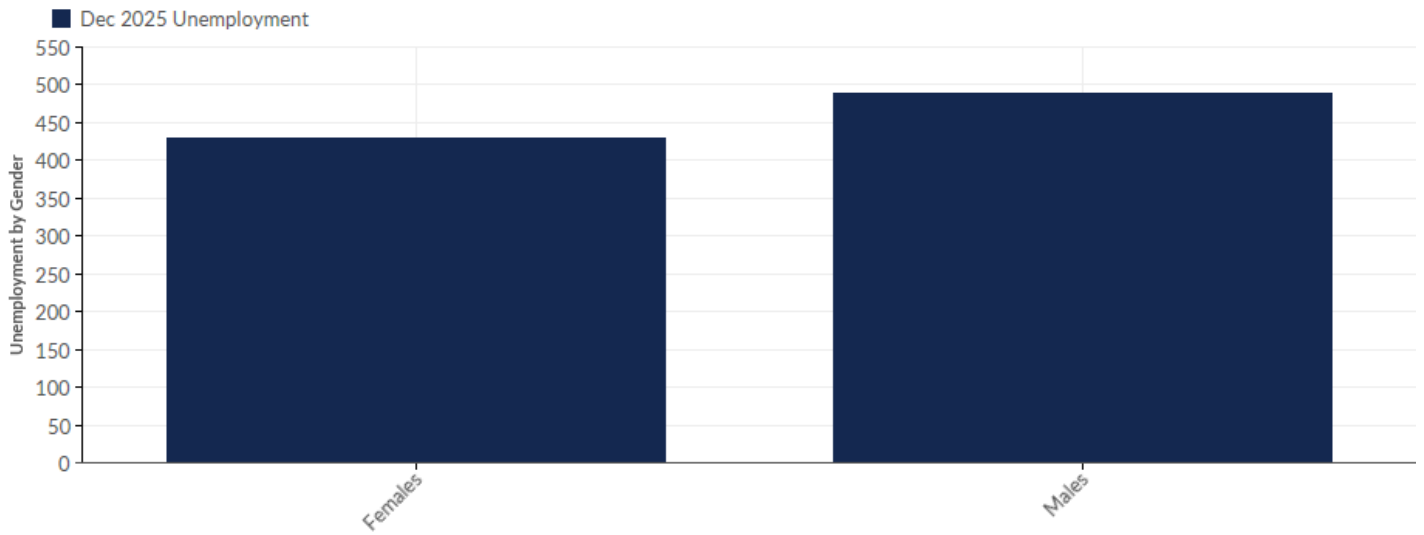
Unemployment by Demographics

Unemployment by Age



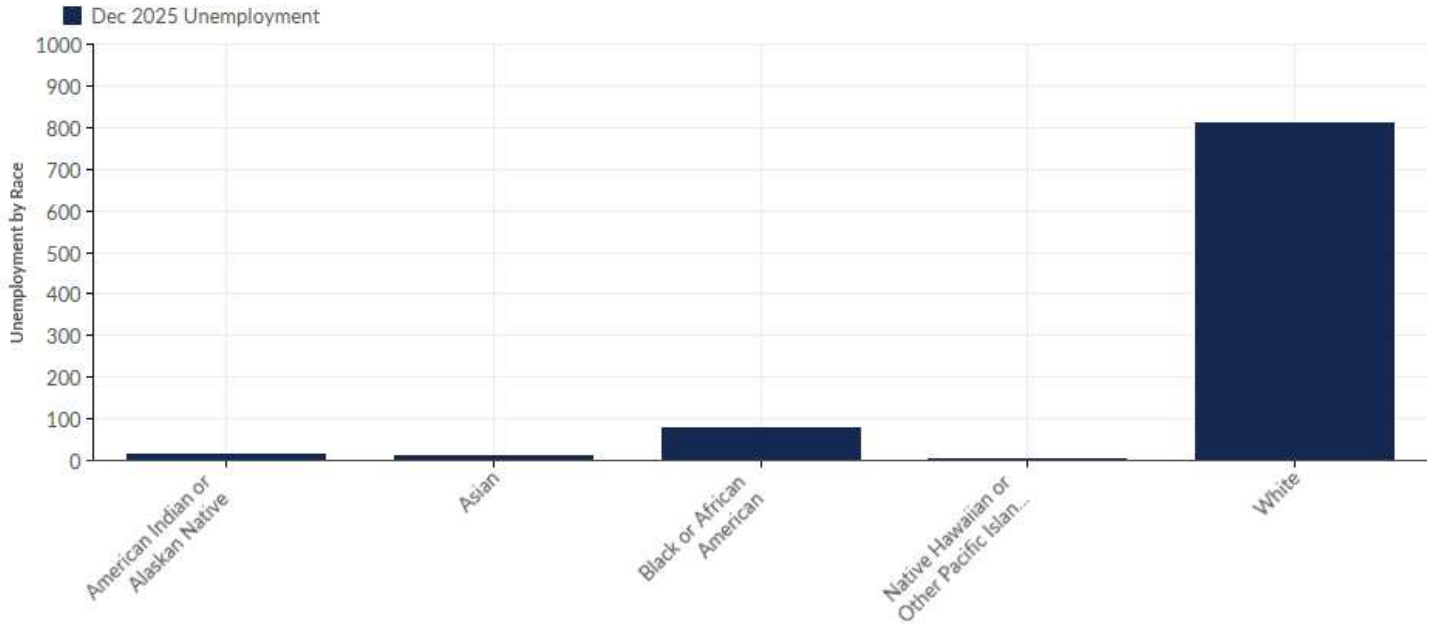
Age	Unemployment (Dec 2025)	% of Unemployed
< 22	21	2.29%
22-24	32	3.49%
25-34	153	16.67%
35-44	212	23.09%
45-54	201	21.90%
55-59	110	11.98%
60-64	99	10.78%
65+	89	9.69%
Total	918	100.00%

Unemployment by Gender



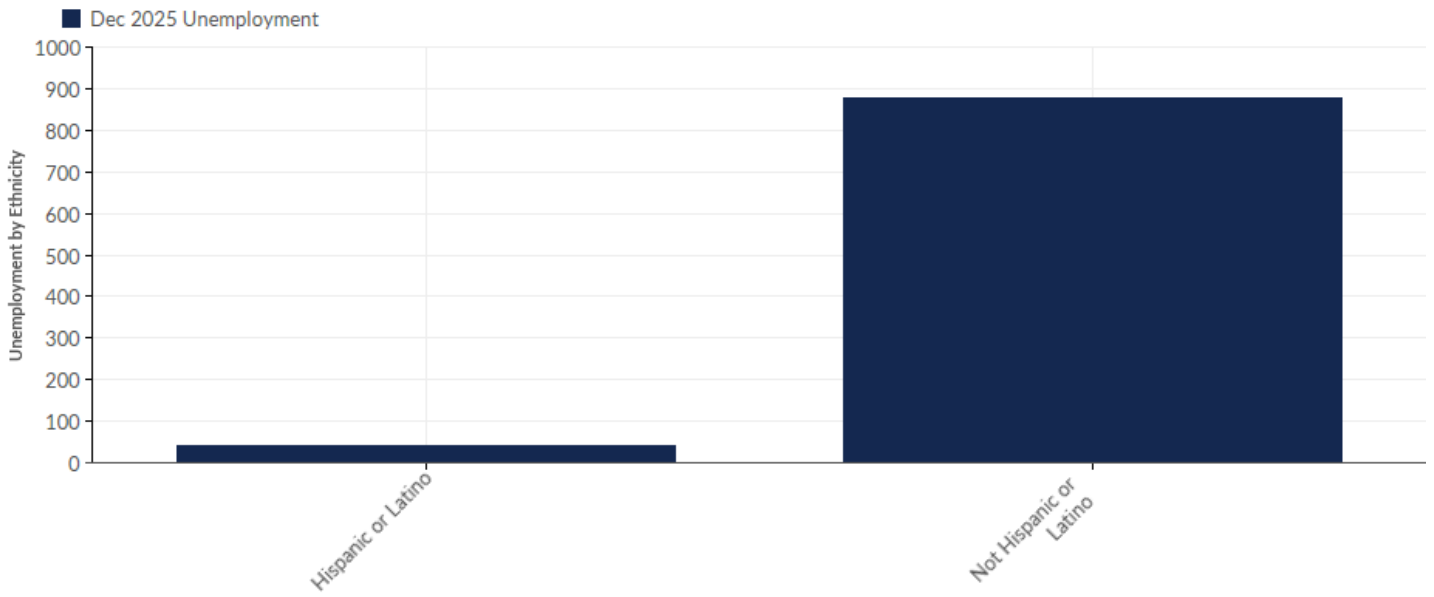
Gender	Unemployment (Dec 2025)	% of Unemployed
Females	429	46.73%
Males	489	53.27%
Total	918	100.00%

Unemployment by Race



Race	Unemployment (Dec 2025)	% of Unemployed
American Indian or Alaskan Native	15	1.63%
Asian	13	1.42%
Black or African American	77	8.39%
Native Hawaiian or Other Pacific Islander	3	0.33%
White	811	88.34%
Total	918	100.00%

Unemployment by Ethnicity

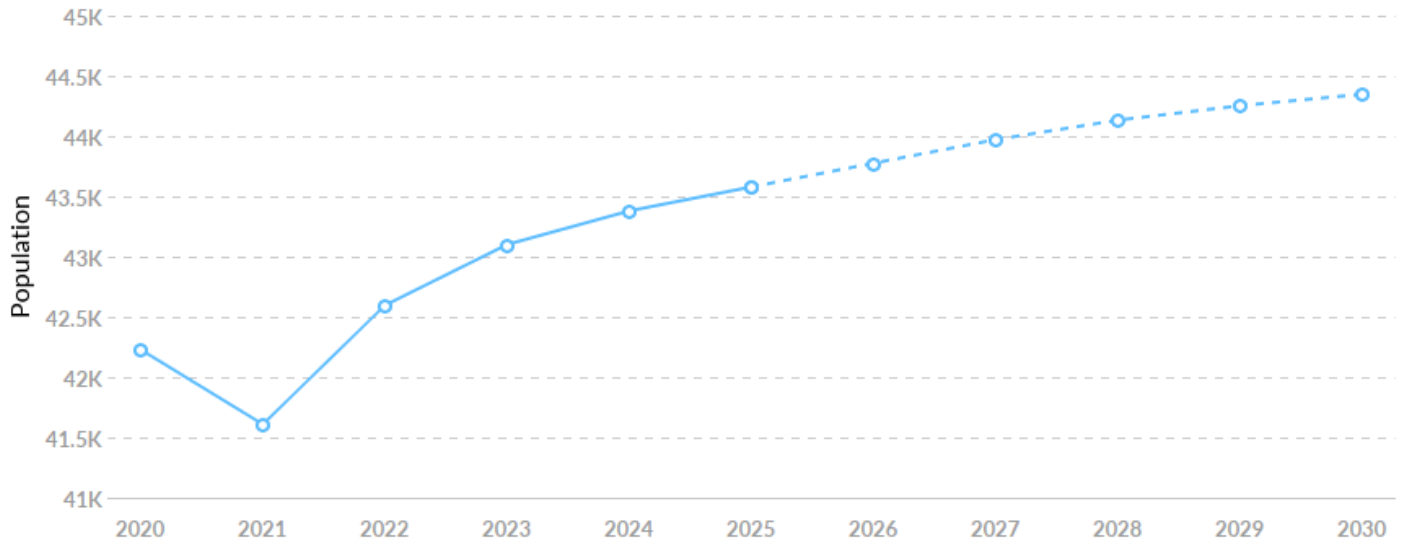


Ethnicity	Unemployment (Dec 2025)	% of Unemployed
Hispanic or Latino	39	4.25%
Not Hispanic or Latino	879	95.75%
Total	918	100.00%

Historic & Projected Trends

Population Trends

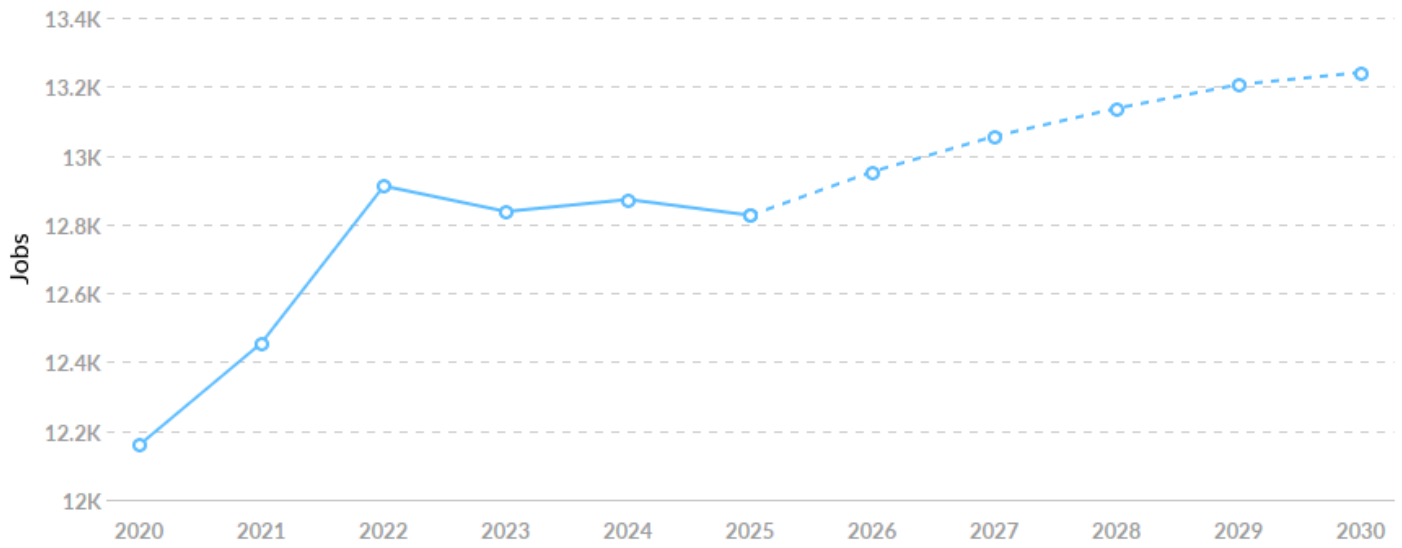
As of 2025 the region's population increased by 3.2% since 2020, growing by 1,350. Population is expected to increase by 1.8% between 2025 and 2030, adding 769.



Timeframe	Population
2020	42,229
2021	41,609
2022	42,597
2023	43,101
2024	43,380
2025	43,579
2026	43,776
2027	43,972
2028	44,133
2029	44,253
2030	44,348

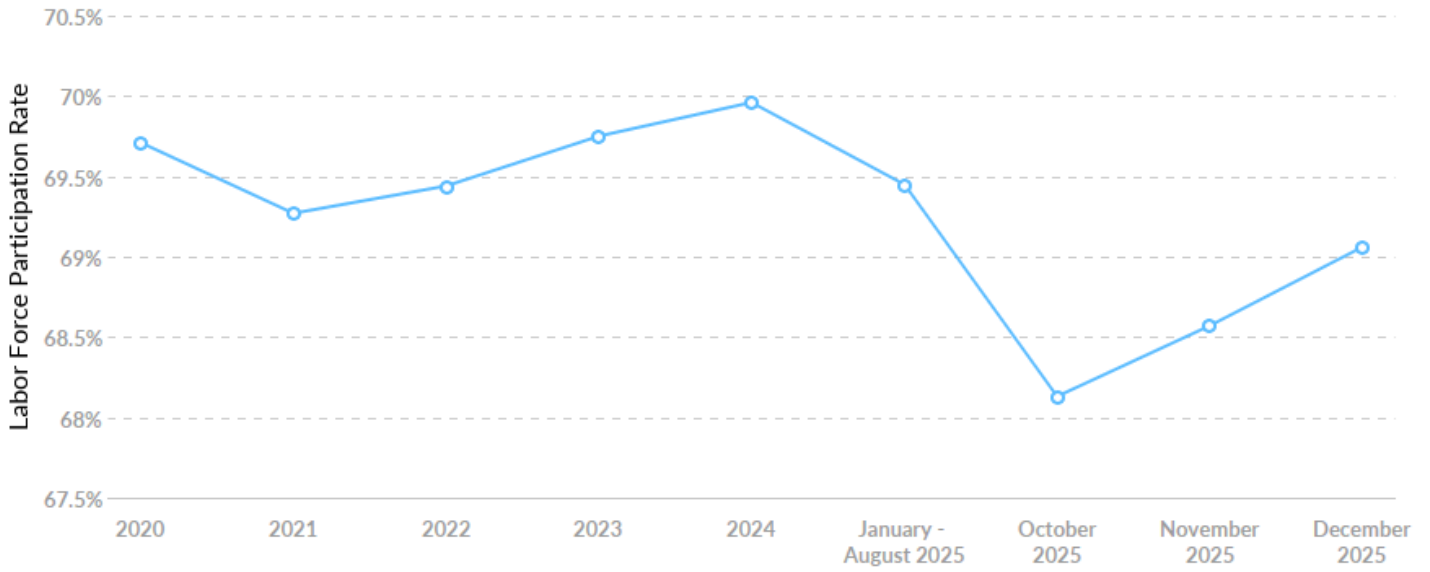
Job Trends

From 2020 to 2025, jobs increased by 5.5% in Pierce County, WI from 12,160 to **12,826**. This change fell short of the national growth rate of 10.6% by 5.1%.



Timeframe	Jobs
2020	12,160
2021	12,456
2022	12,911
2023	12,837
2024	12,872
2025	12,826
2026	12,953
2027	13,056
2028	13,137
2029	13,206
2030	13,241

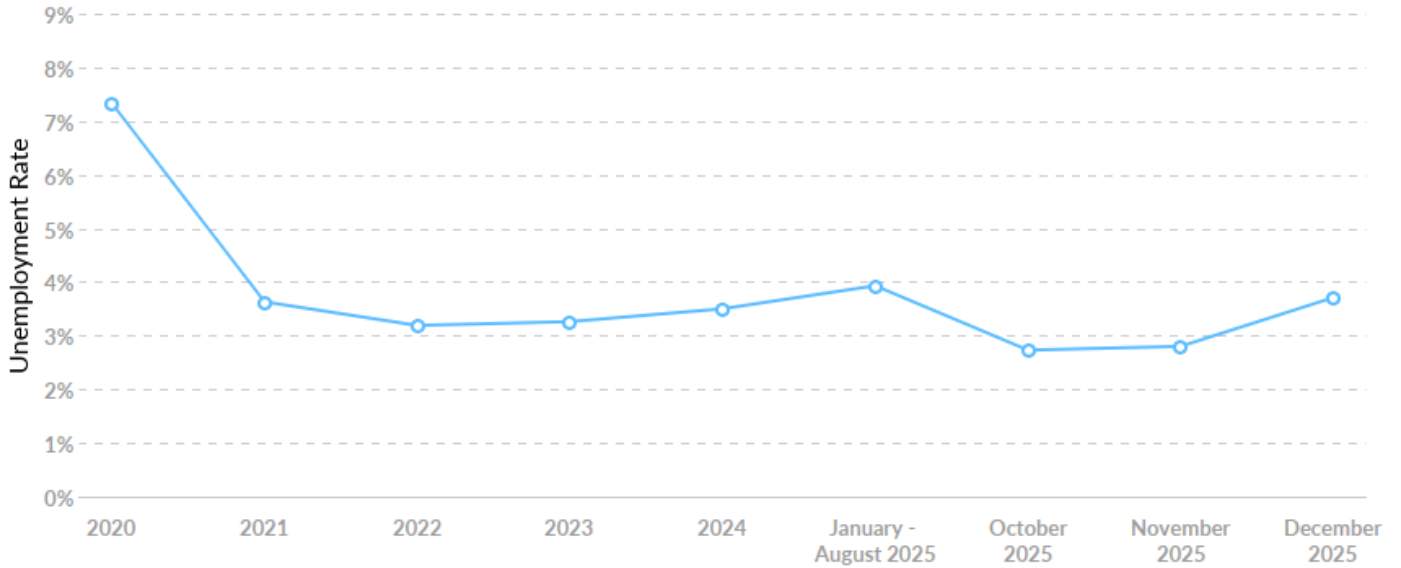
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	69.71%
2021	69.27%
2022	69.44%
2023	69.75%
2024	69.96%
January - August 2025	69.45%
October 2025	68.13%
November 2025	68.57%
December 2025	69.06%

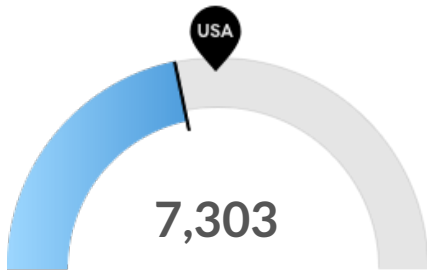
Unemployment Rate Trends

Pierce County, WI had a December 2025 unemployment rate of 3.71%, **decreasing from 7.33%** 5 years before.



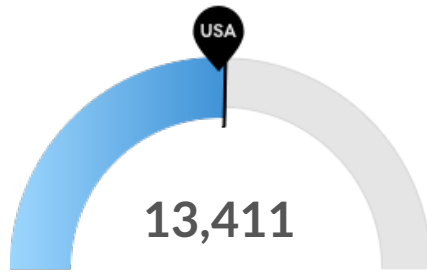
Timeframe	Unemployment Rate
2020	7.33%
2021	3.63%
2022	3.19%
2023	3.26%
2024	3.50%
January - August 2025	3.93%
October 2025	2.73%
November 2025	2.80%
December 2025	3.71%

Population Characteristics



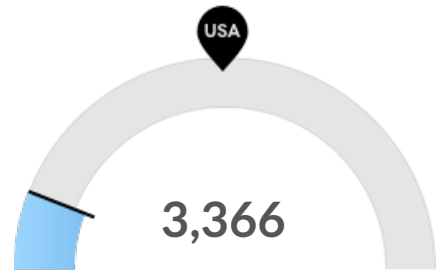
Millennials

Pierce County, WI has 7,303 millennials (ages 25-39). The national average for an area this size is 8,880.



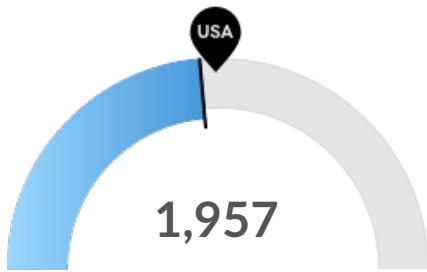
Retiring Soon

Retirement risk is about average in Pierce County, WI. The national average for an area this size is 13,117 people 55 or older, while there are 13,411 here.



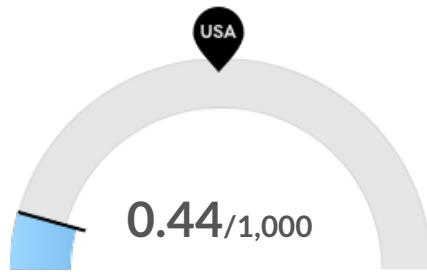
Racial Diversity

Racial diversity is low in Pierce County, WI. The national average for an area this size is 18,453 racially diverse people, while there are 3,366 here.



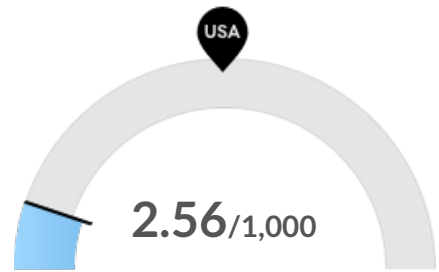
Veterans

Pierce County, WI has 1,957 veterans. The national average for an area this size is 2,120.



Violent Crime

Pierce County, WI has 0.44 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

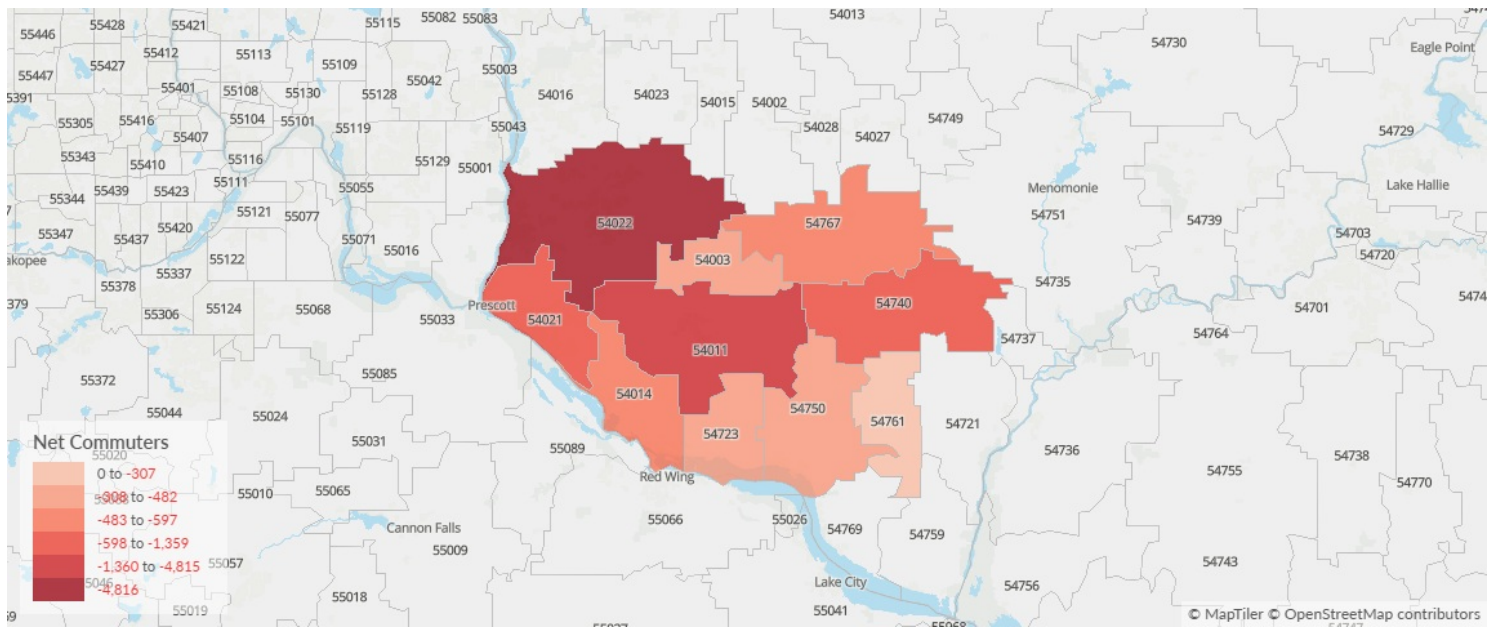


Property Crime

Pierce County, WI has 2.56 property crimes per 1,000 people. The national rate is 16.44 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

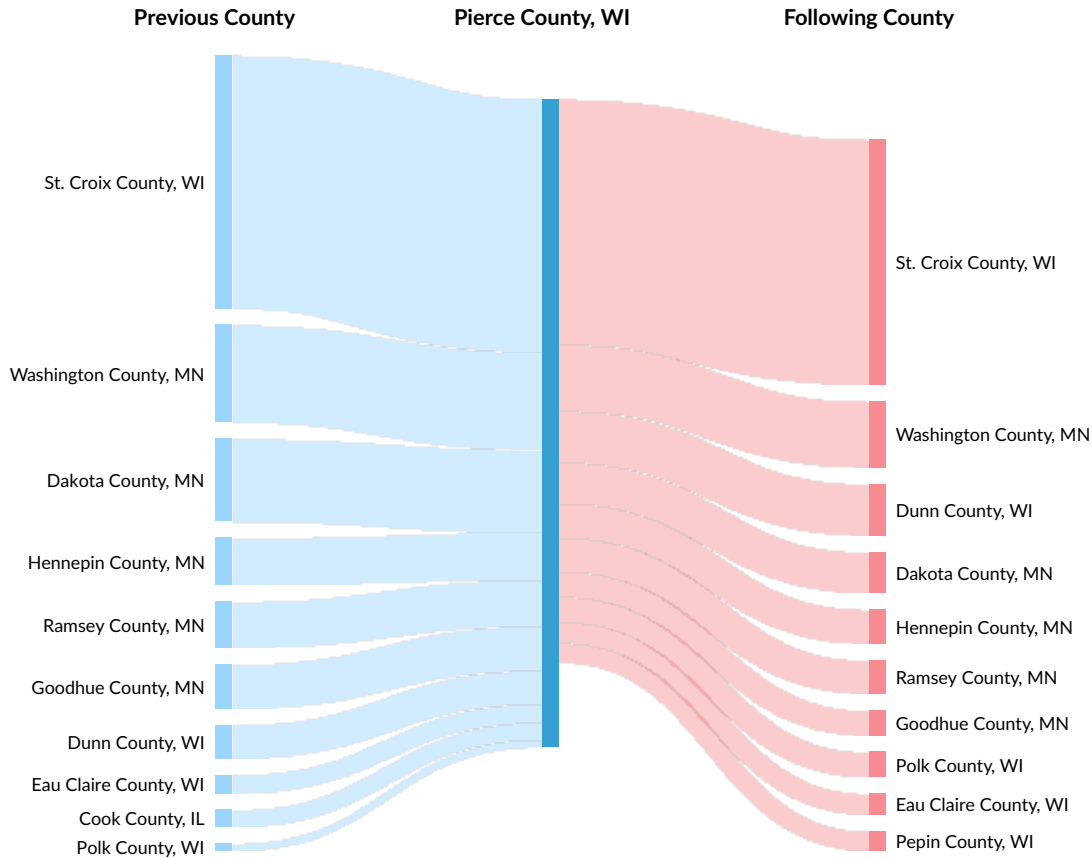
ZIP	Name	2025 Employment
54022	River Falls, WI (in Pierce...	5,764
54021	Prescott, WI (in Pierce c...	1,839
54011	Ellsworth, WI (in Pierce ...	1,773
54767	Spring Valley, WI (in Pie...	1,331
54740	Elmwood, WI (in Pierce ...	555

ZIP	Name	2025 Workers
54022	River Falls, WI (in Pierce...	10,580
54011	Ellsworth, WI (in Pierce ...	3,134
54021	Prescott, WI (in Pierce c...	2,535
54767	Spring Valley, WI (in Pie...	1,813
54740	Elmwood, WI (in Pierce ...	1,153

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 2022, **514** people have migrated from St. Croix County, WI to Pierce County, WI. In the same year, **498** people left Pierce County, WI migrating to St. Croix County, WI. The total Net Migration for Pierce County, WI in 2022 was **128**.

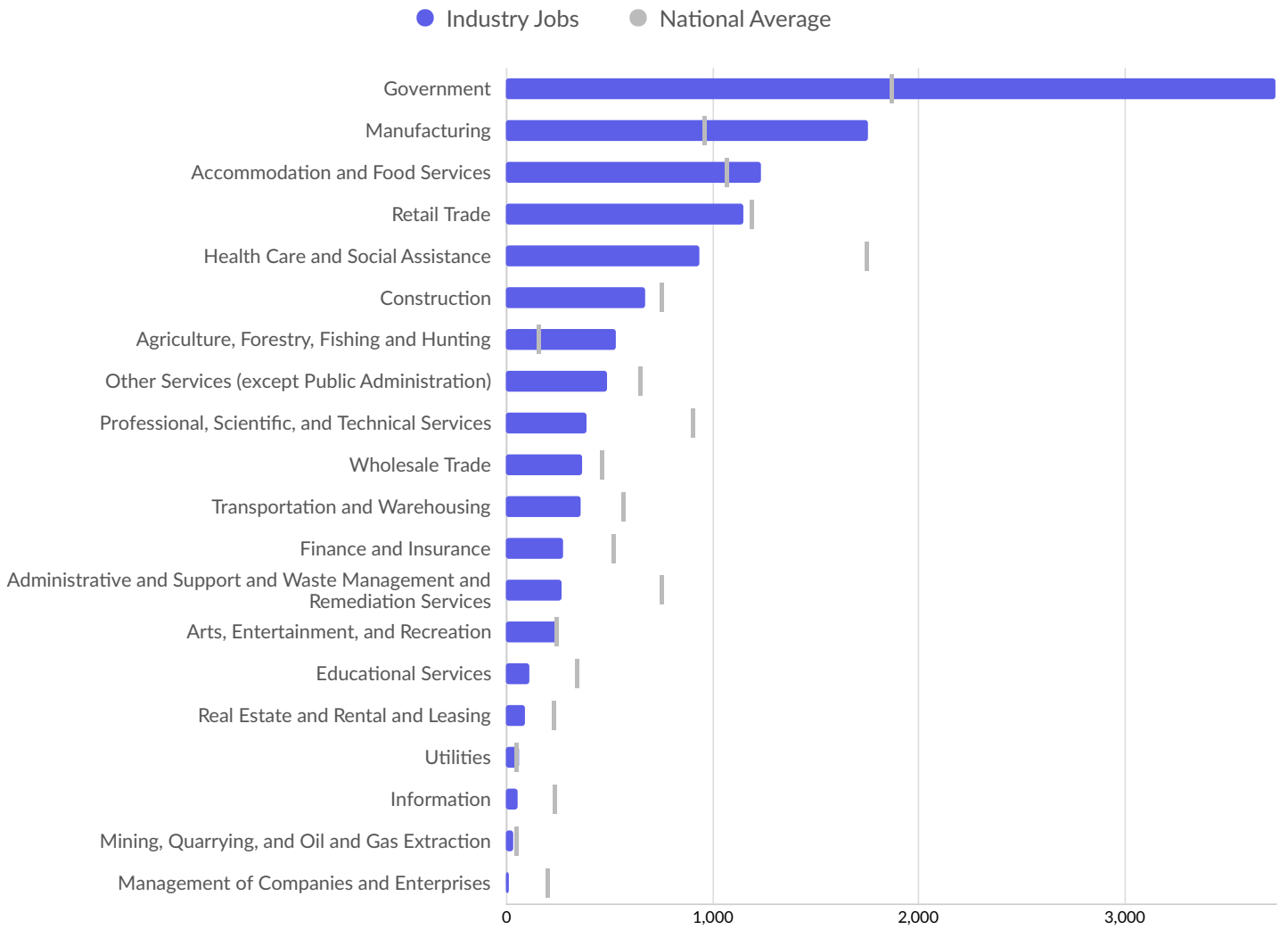


Top Previous Counties	Migrations
St. Croix County, WI	514
Washington County, MN	198
Dakota County, MN	168
Hennepin County, MN	96
Ramsey County, MN	94
Goodhue County, MN	90

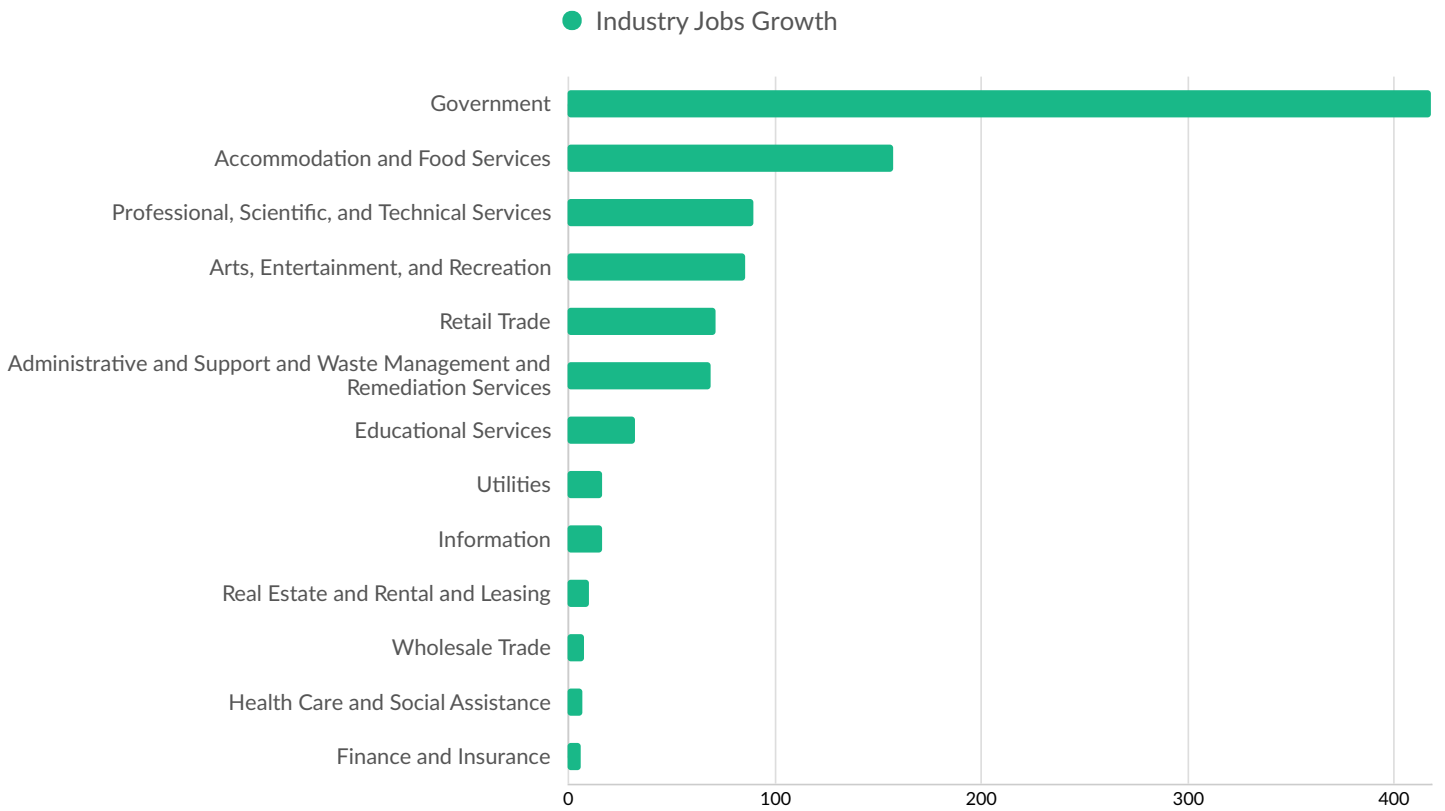
Top Previous Counties	Migrations
Dunn County, WI	68
Eau Claire County, WI	38
Cook County, IL	35
Polk County, WI	15
Dane County, WI	13
Maricopa County, AZ	13
Marion County, IA	11
Milwaukee County, WI	8
Black Hawk County, IA	7
Top Following Counties	Migrations
St. Croix County, WI	498
Washington County, MN	135
Dunn County, WI	105
Dakota County, MN	83
Hennepin County, MN	70
Ramsey County, MN	68
Goodhue County, MN	51
Polk County, WI	51
Eau Claire County, WI	43
Pepin County, WI	40
Guadalupe County, TX	21
Brown County, WI	19
Cook County, IL	18
Olmsted County, MN	15
El Paso County, CO	14

Industry Characteristics

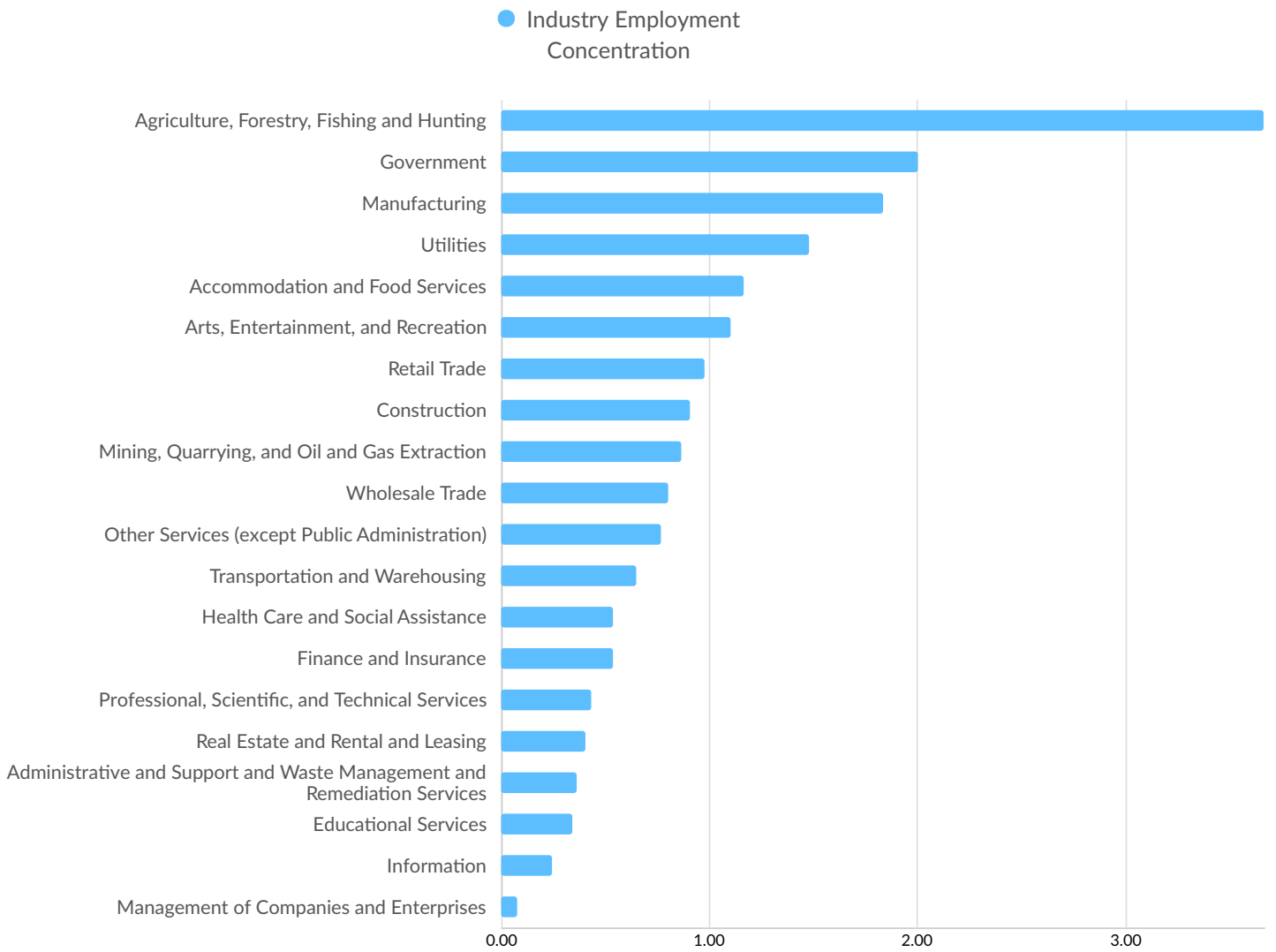
Largest Industries



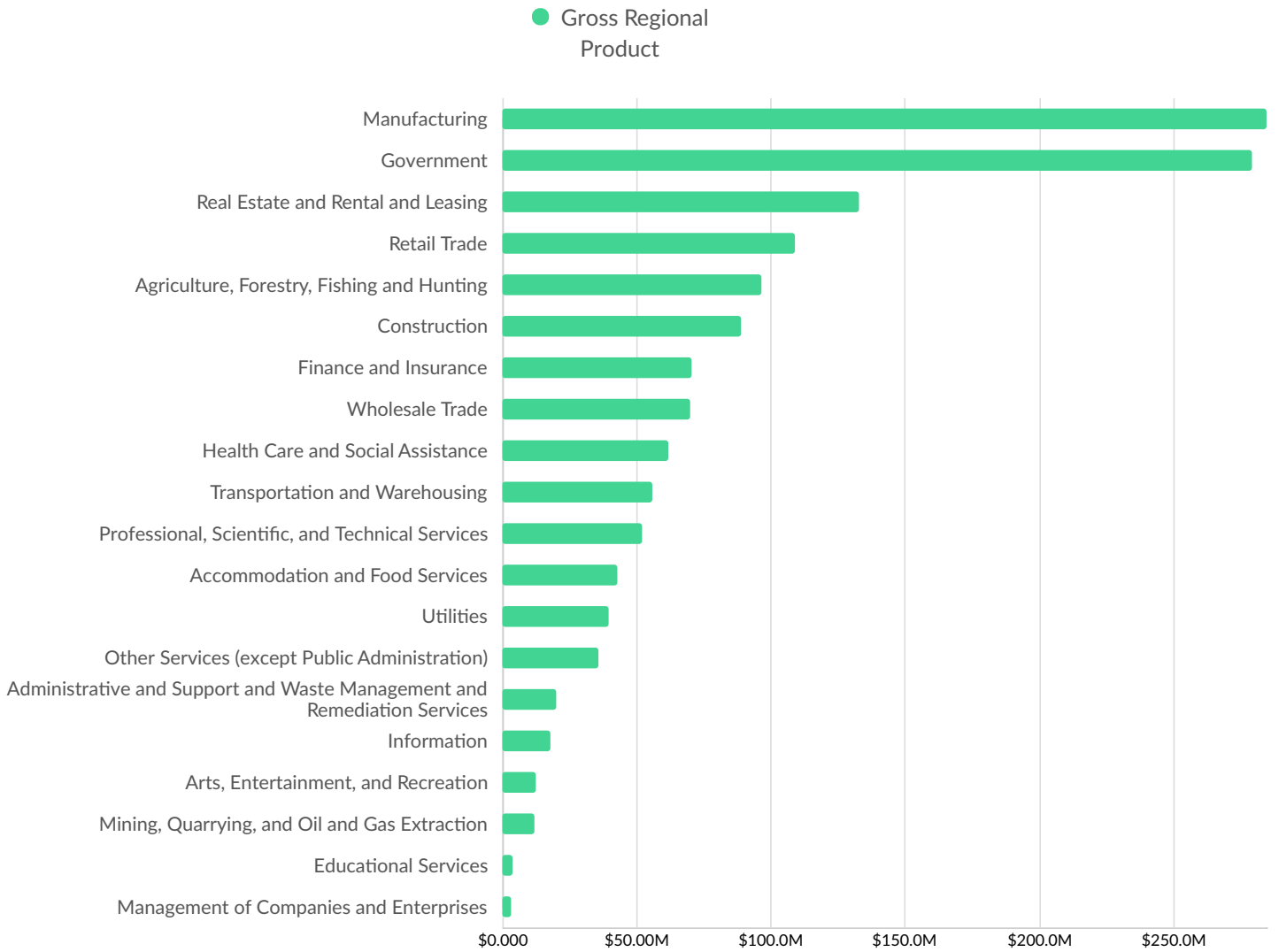
Top Growing Industries



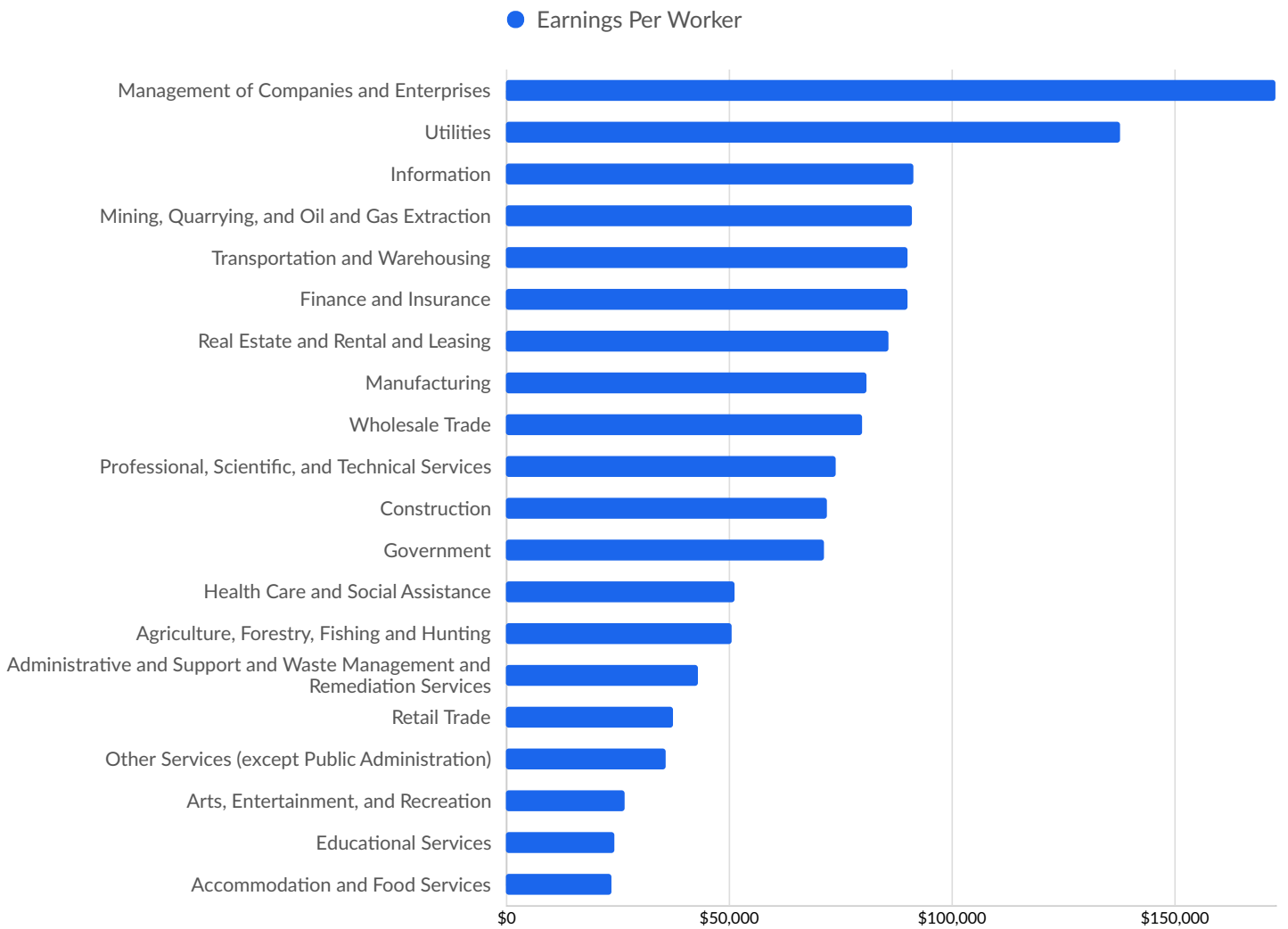
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



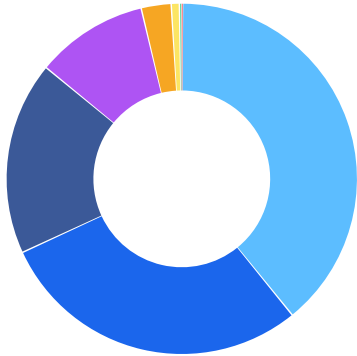
Business Characteristics

4,547 Companies Employ Your Workers

Online profiles for your workers mention 4,547 companies as employers, with the top 10 appearing below. In the last 12 months, 567 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...	650 	Treasure Island Resort & Casino	349 
3M	218 	University of Wisconsin-River F...	84 
Andersen Windows	128 	Allina Health	72 
Allina Health	110 	GPAC	71 
School District Of River Falls	103 	Express Employment Profession...	69 
State of Minnesota	70 	Ascension	64 
Xcel Energy	68 	Pierce County	62 
Red Wing Shoe Company	62 	ScionHealth	59 
Mayo Clinic	56 	Aerotek	50 
City Of River Falls	54 	Uline	49 

Business Size

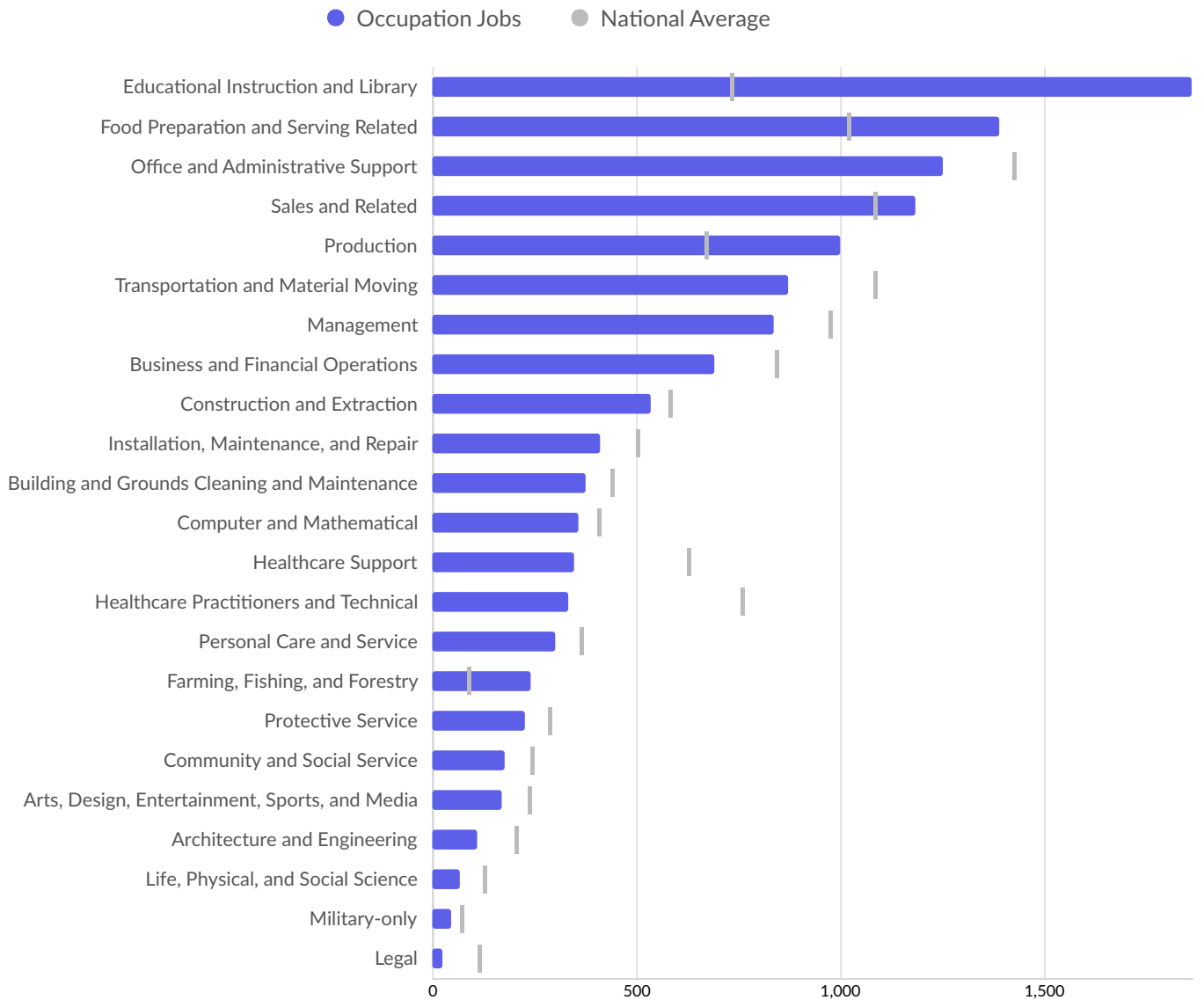


	Percentage	Business Count
● 1 to 4 employees	39.1%	680
● 5 to 9 employees	29.0%	504
● 10 to 19 employees	17.8%	310
● 20 to 49 employees	10.3%	180
● 50 to 99 employees	2.8%	48
● 100 to 249 employees	0.7%	13
● 250 to 499 employees	0.2%	4
● 500+ employees	0.1%	1

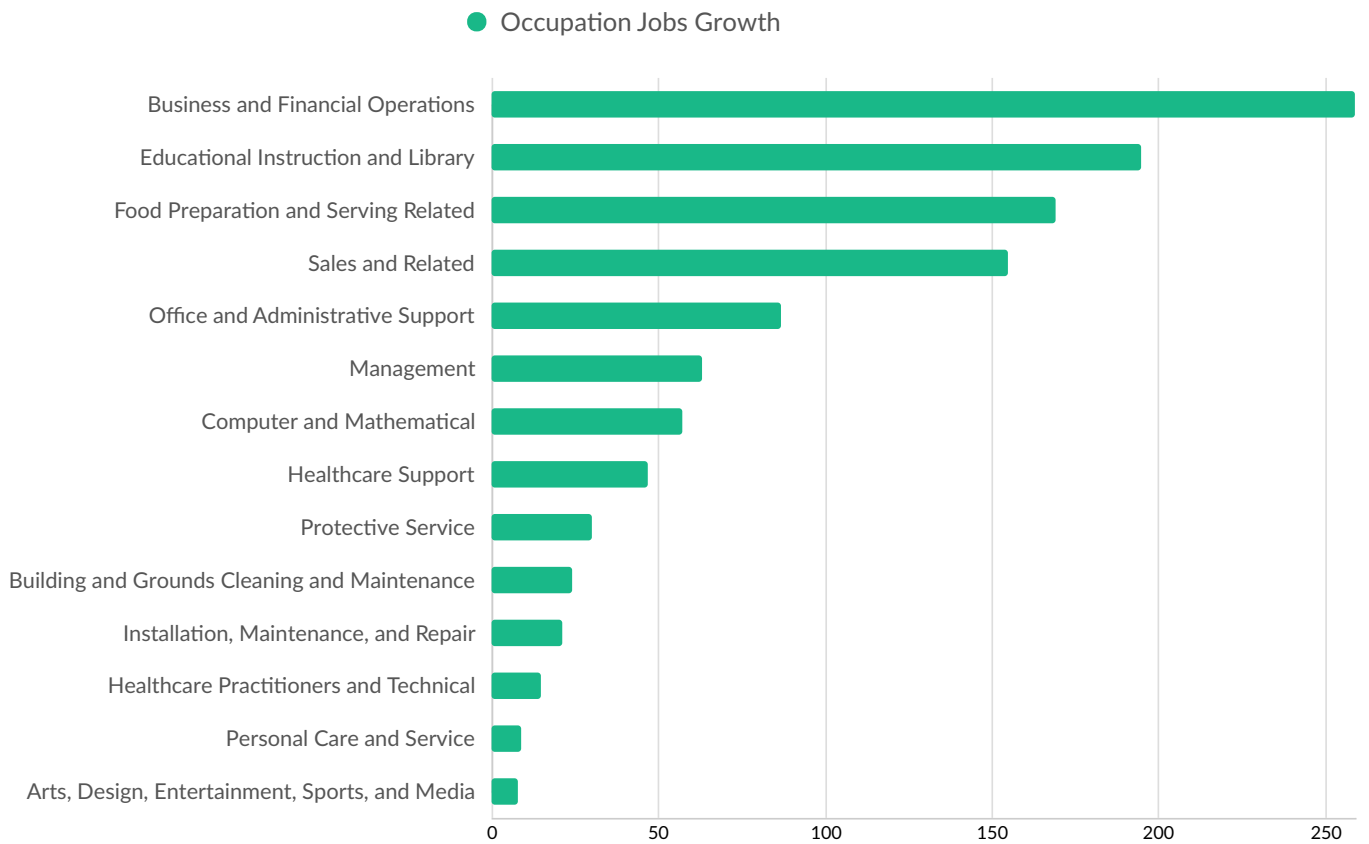
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

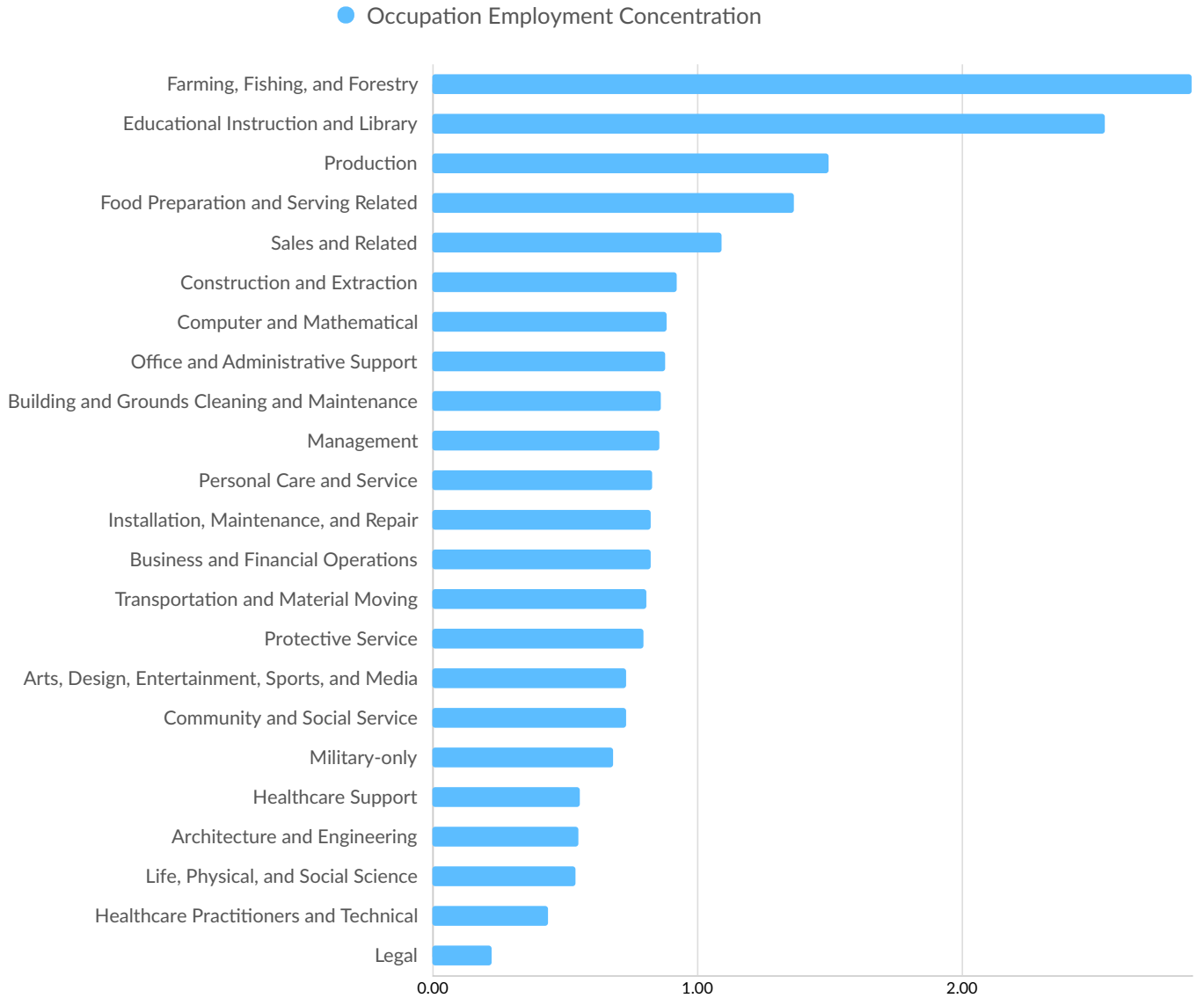
Largest Occupations



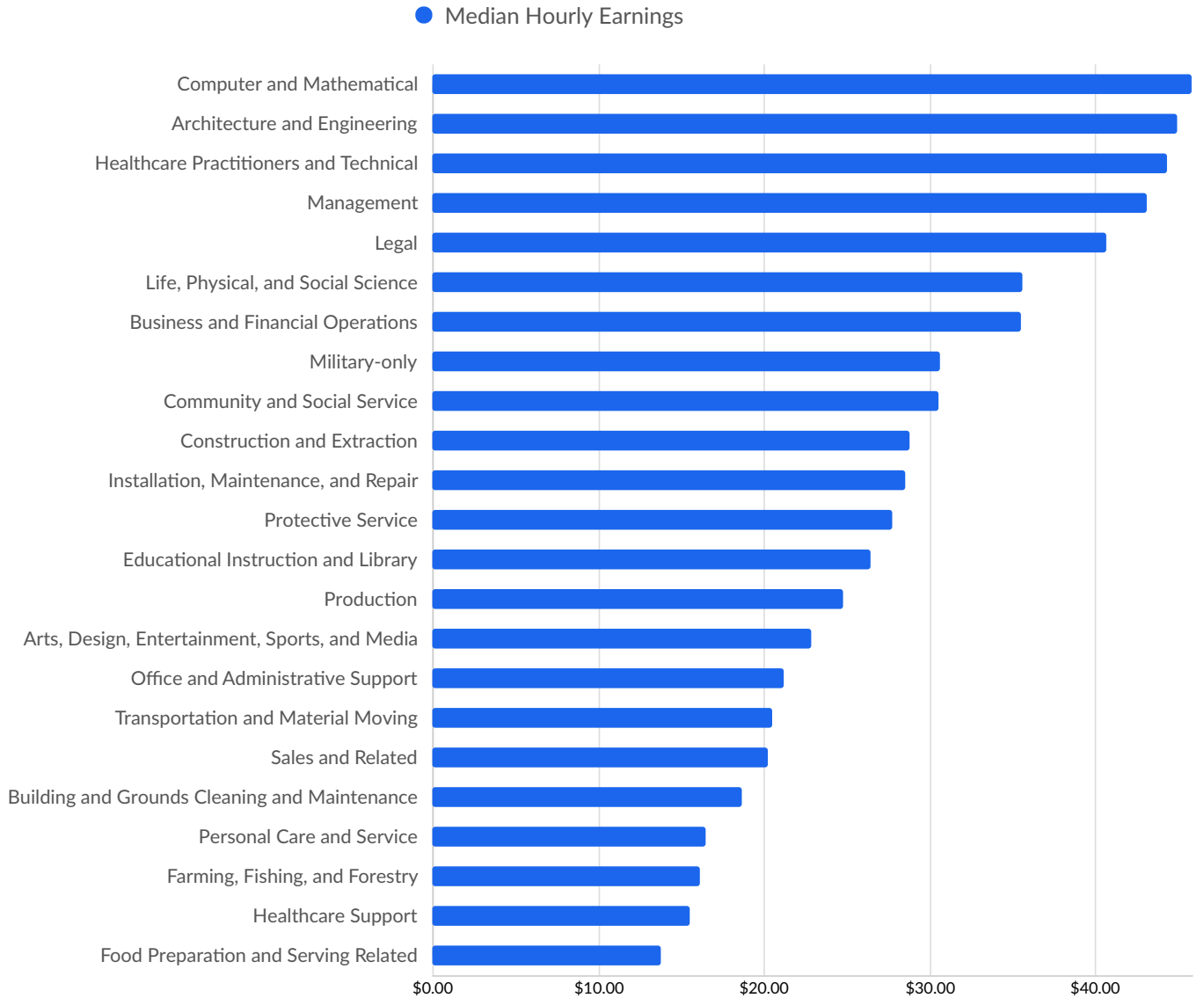
Top Growing Occupations



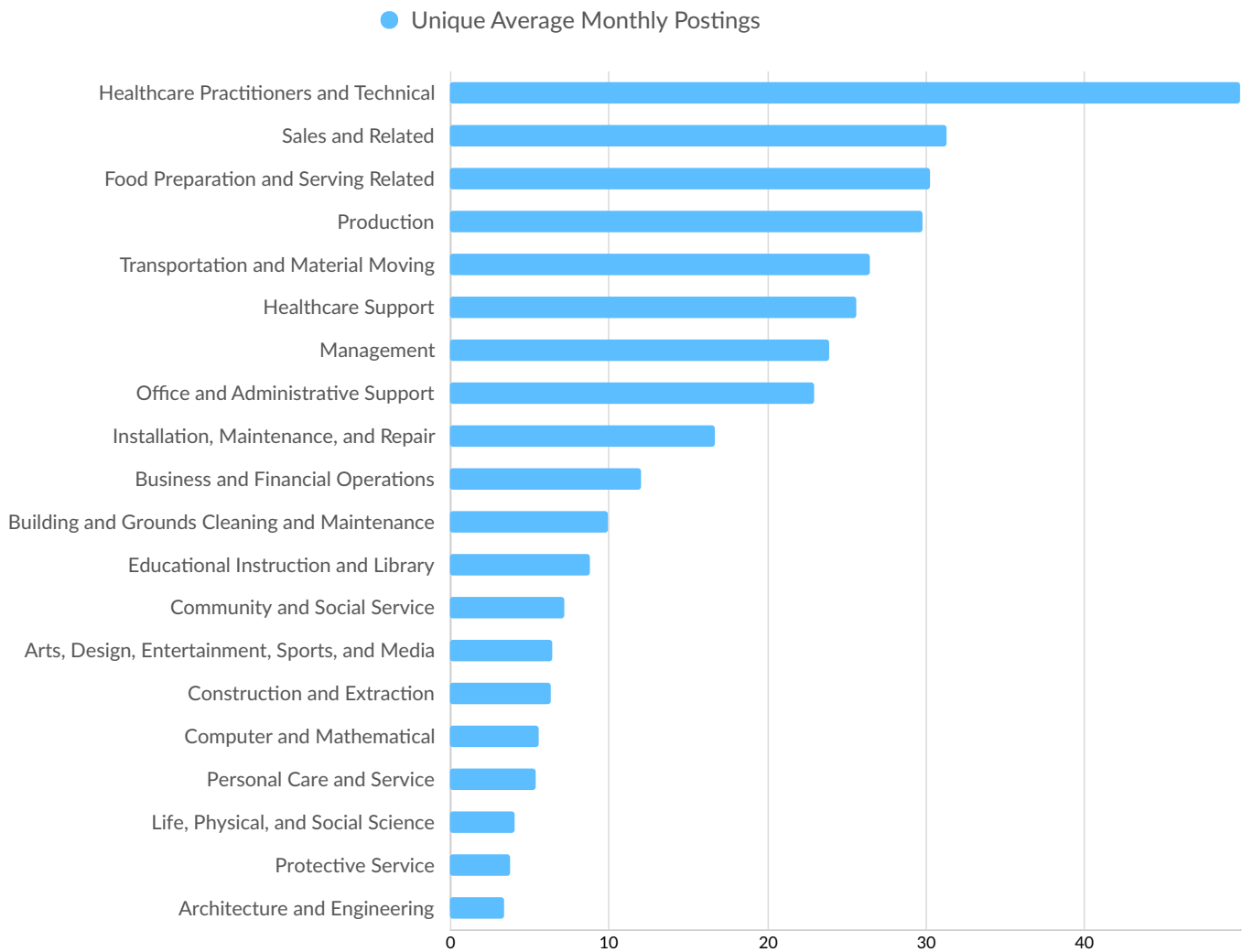
Top Occupation Employment Concentration



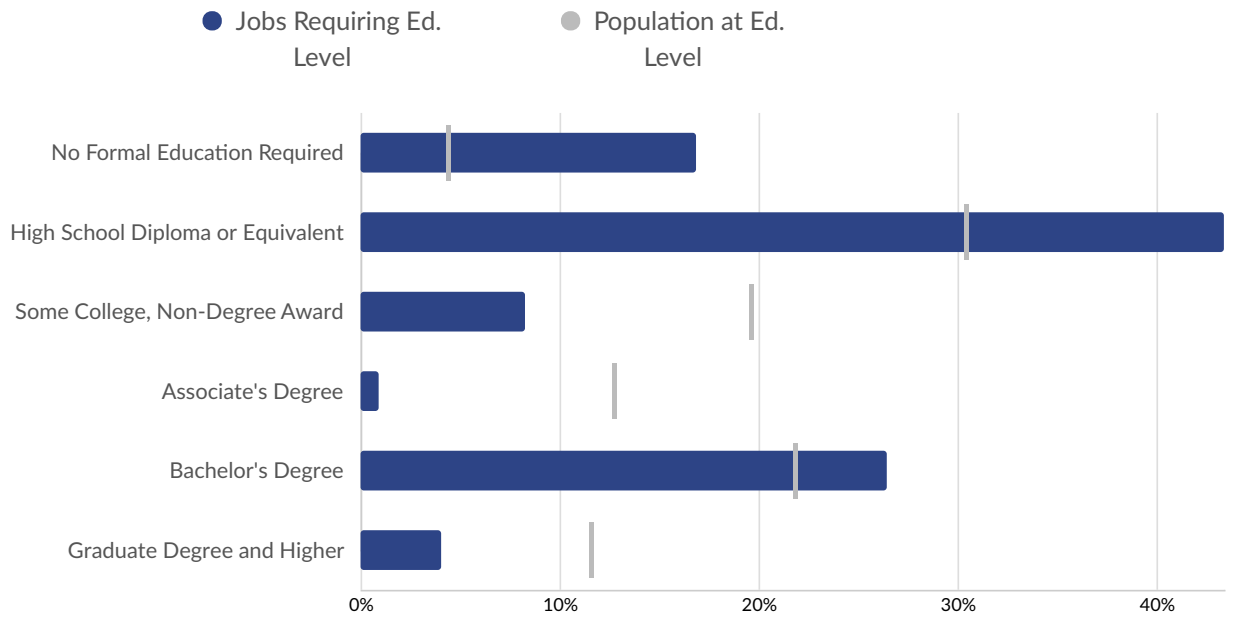
Top Occupation Earnings



Top Posted Occupations

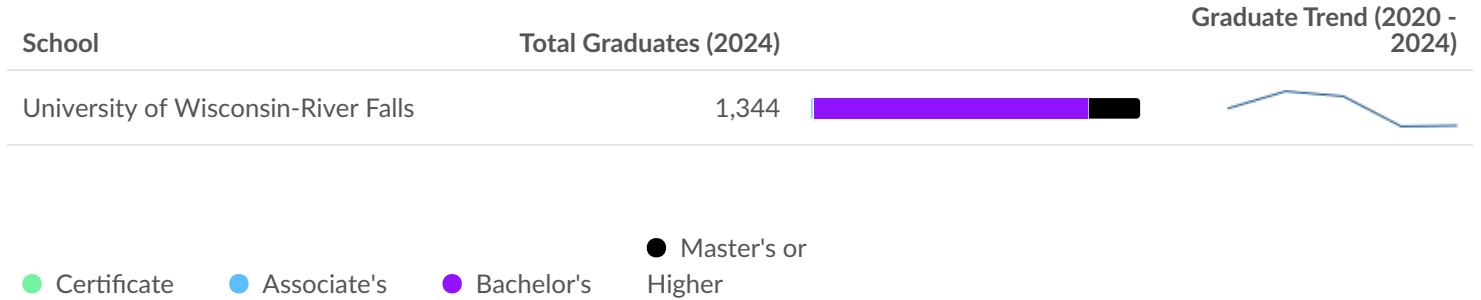


Underemployment



Educational Pipeline

In 2024, there were 1,344 graduates in Pierce County, WI. This pipeline has shrunk by 8% over the last 5 years. The highest share of these graduates come from "Animal Sciences, General" (Bachelor's), "Business Administration and Management, General" (Bachelor's), and "Elementary Education and Teaching" (Bachelor's).



In-Demand Skills

