



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

43,519

Population (2025)

Population **grew by 1,298** over the last 5 years and is projected to **grow by 458** over the next 5 years.

12,755

Total Regional Employment

Jobs **grew by 599** over the last 5 years and are projected to **grow by 261** over the next 5 years.

\$92.1K

Median Household Income (2024)

Median household income is **\$11.4K above** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **increased by 3.1%** since 2020, growing by 1,298. Population is expected to **increase by 1.1%** between 2025 and 2030, adding 458.
- From 2020 to 2025, jobs **increased by 4.9%** in Pierce County, WI from 12,156 to **12,755**. This change **fell short of the national growth rate of 10.7% by 5.8%**. As the number of jobs increased, the **labor force participation rate decreased from 71.0% to 68.7% between 2020 and 2025**.
- Concerning educational attainment, **23.3% of Pierce County, WI residents possess a Bachelor's Degree** (1.5% above the national average), and **13.1% hold an Associate's Degree** (4.3% 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.

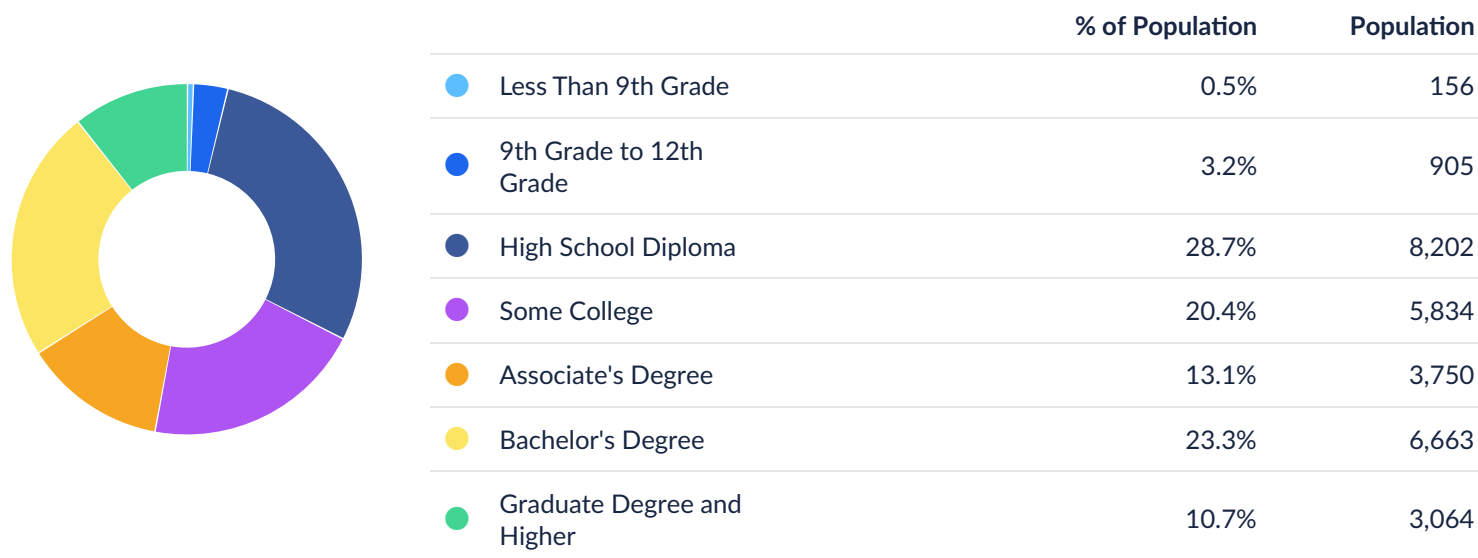
	Population (2026)	Labor Force (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	43,743	25,466	12,755	100.7	\$1.78B	\$3.11B	\$1.95B
State	5,995,935	3,191,892	3,272,992	100.3	\$465.83B	\$405.24B	\$440.26B

Jul 2026 Labor Force Breakdown



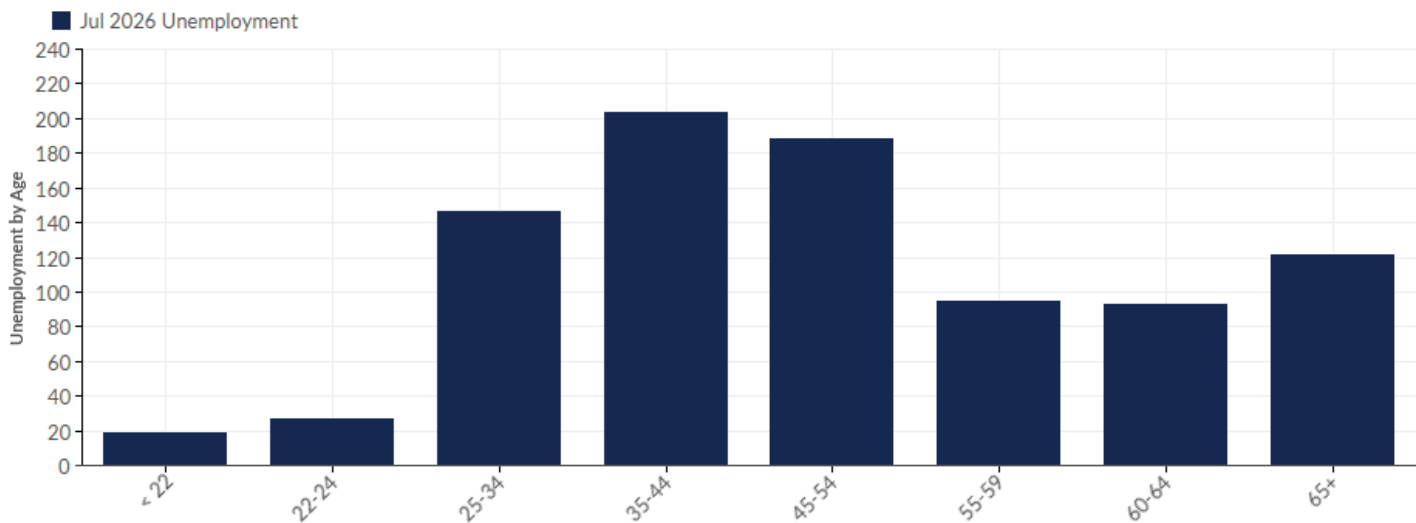
Educational Attainment

Concerning educational attainment, **23.3% of Pierce County, WI residents possess a Bachelor's Degree** (1.5% above the national average), and **13.1% hold an Associate's Degree** (4.3% above the national average).



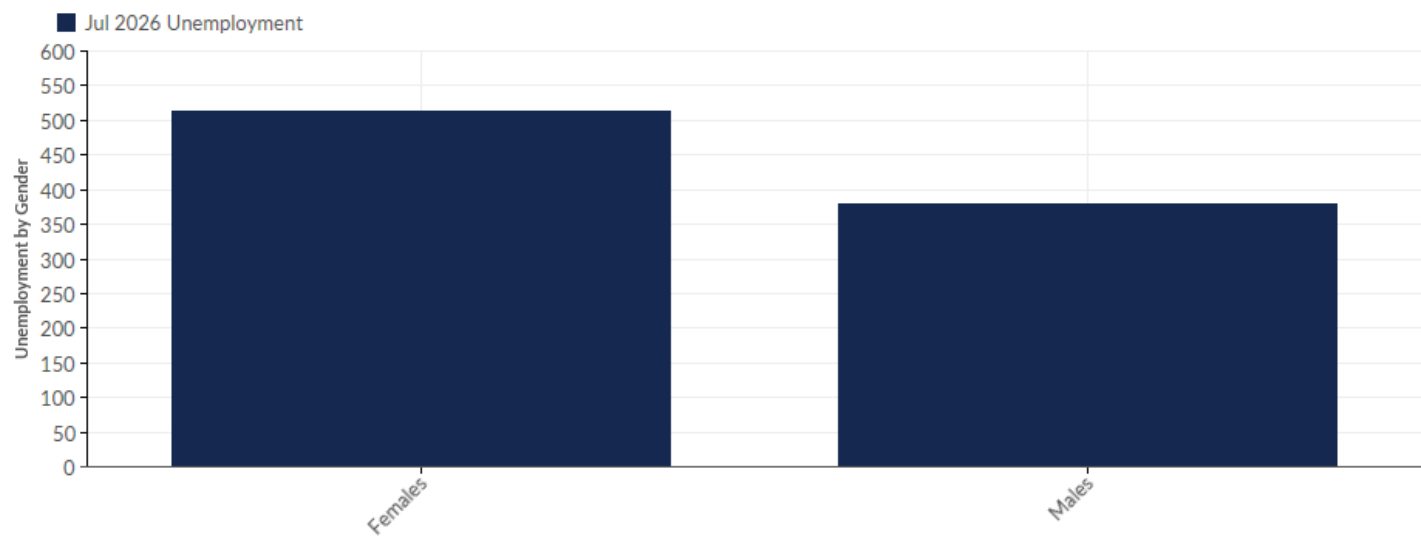
Unemployment by Demographics

Unemployment by Age



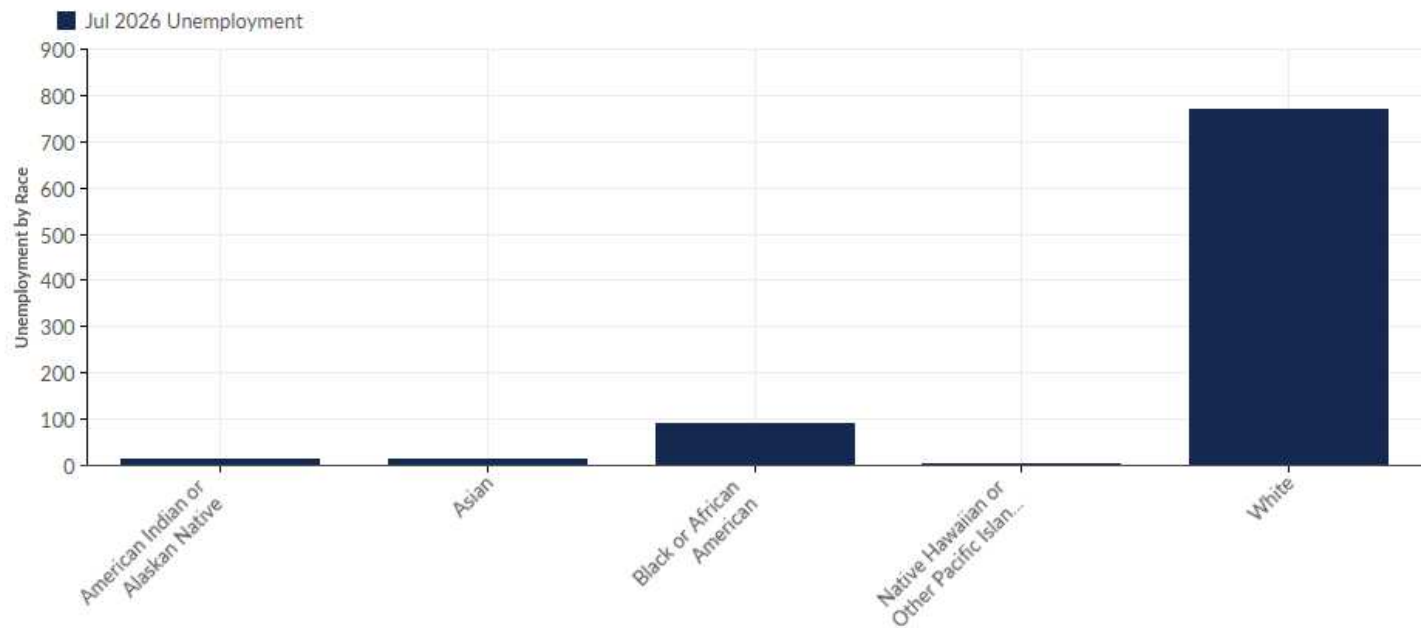
Age	Unemployment (Jul 2026)	% of Unemployed
< 22	19	2.13%
22-24	26	2.91%
25-34	146	16.37%
35-44	203	22.76%
45-54	188	21.08%
55-59	94	10.54%
60-64	93	10.43%
65+	122	13.68%
Total	892	100.00%

Unemployment by Gender



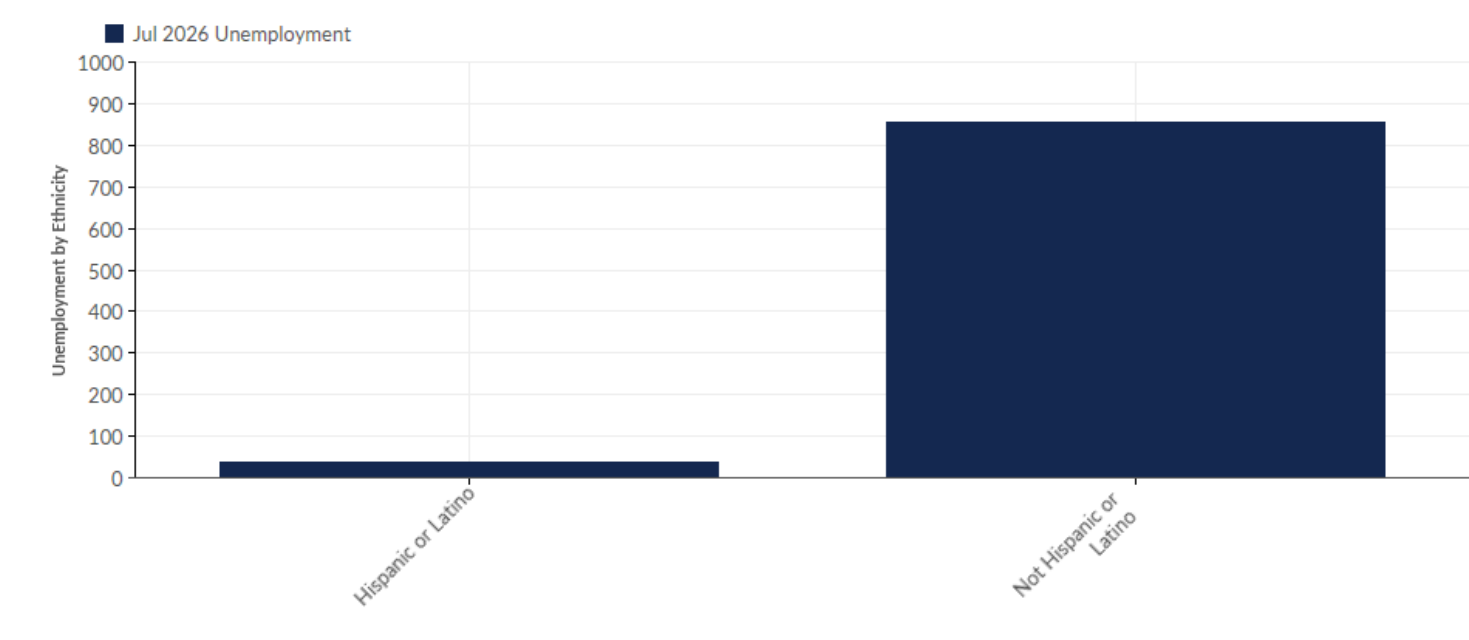
Gender	Unemployment (Jul 2026)	% of Unemployed
Females	512	57.40%
Males	380	42.60%
Total	892	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	14	1.57%
Asian	13	1.46%
Black or African American	91	10.20%
Native Hawaiian or Other Pacific Islander	4	0.45%
White	770	86.32%
Total	892	100.00%

Unemployment by Ethnicity

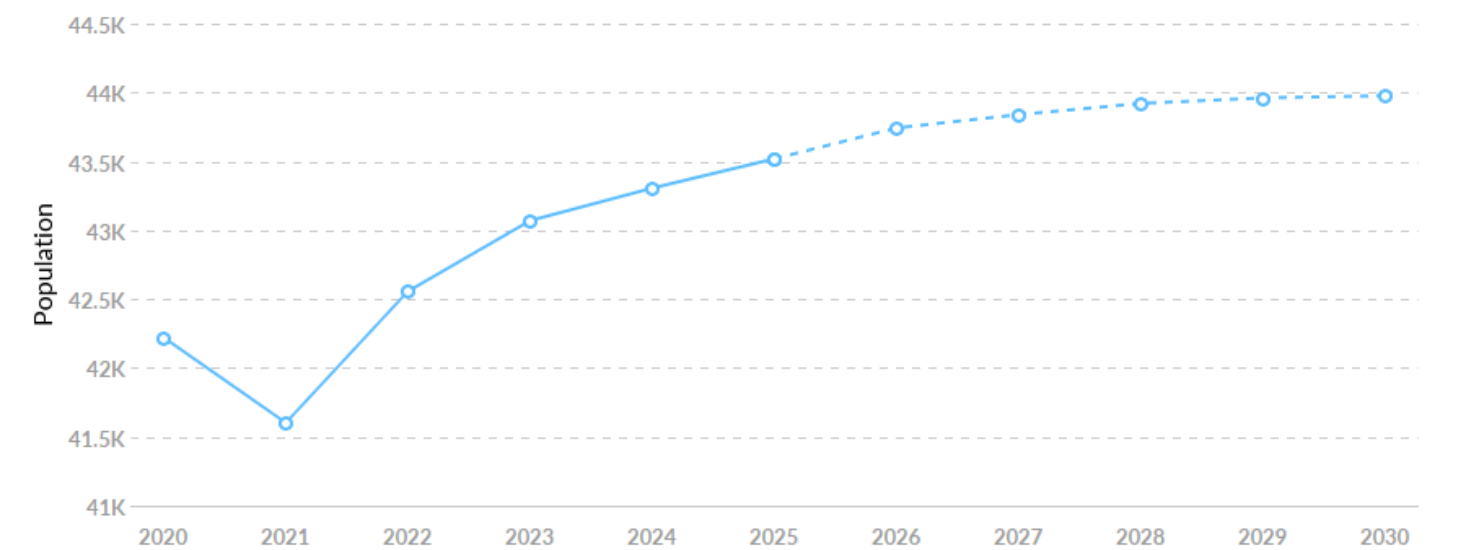


Ethnicity	Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino	37	4.15%
Not Hispanic or Latino	855	95.85%
Total	892	100.00%

Historic & Projected Trends

Population Trends

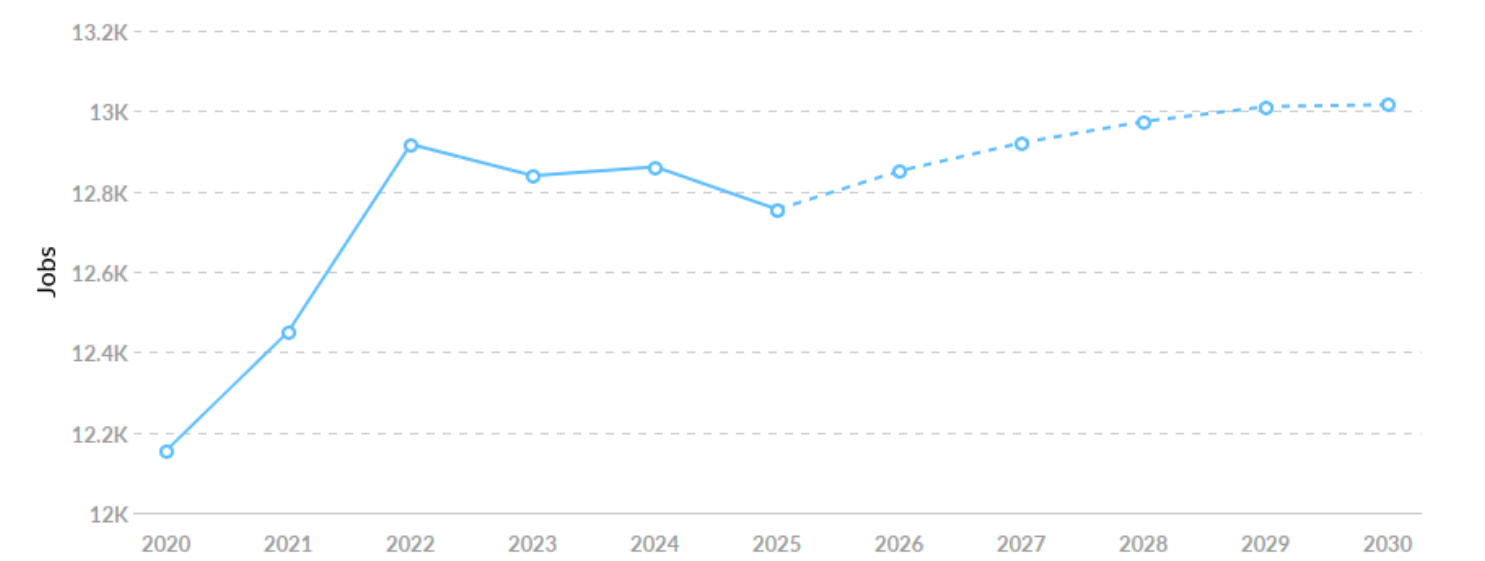
As of 2025 the region's population **increased by 3.1%** since 2020, growing by 1,298. Population is expected to **increase by 1.1%** between 2025 and 2030, adding 458.



Timeframe	Population
2020	42,221
2021	41,602
2022	42,557
2023	43,070
2024	43,306
2025	43,519
2026	43,743
2027	43,840
2028	43,921
2029	43,961
2030	43,977

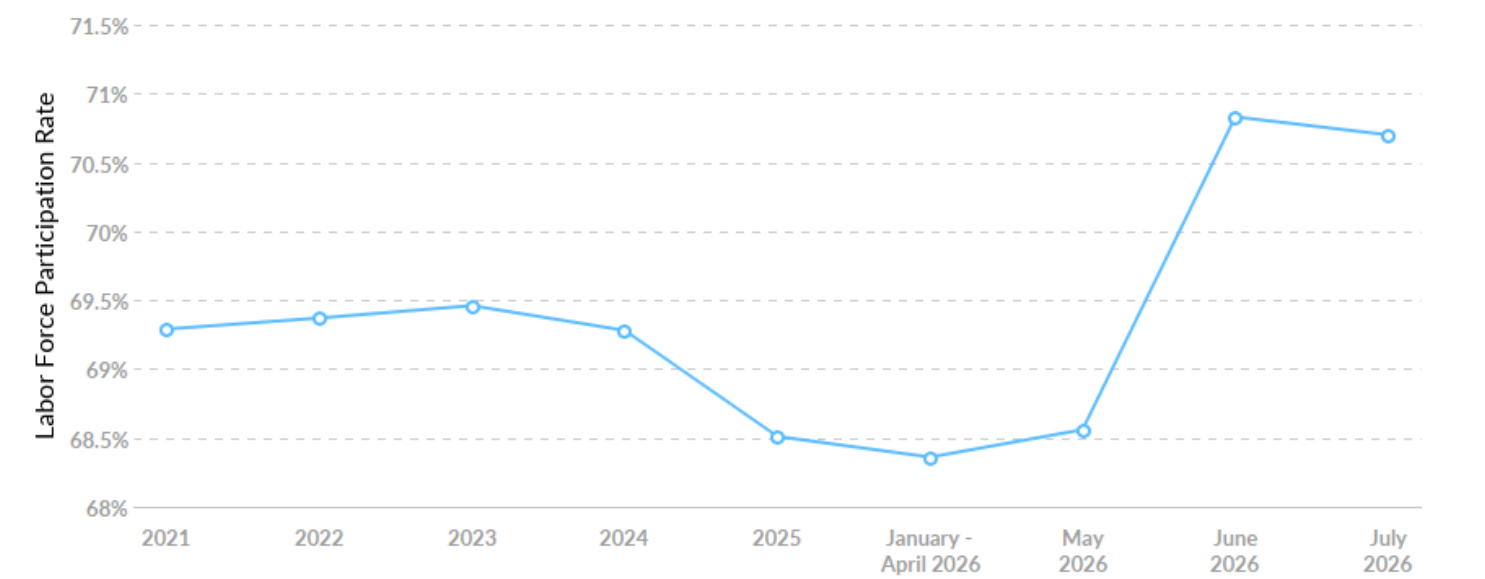
Job Trends

From 2020 to 2025, jobs increased by 4.9% in Pierce County, WI from 12,156 to 12,755. This change fell short of the national growth rate of 10.7% by 5.8%.



Timeframe	Jobs
2020	12,156
2021	12,452
2022	12,917
2023	12,839
2024	12,861
2025	12,755
2026	12,851
2027	12,921
2028	12,974
2029	13,011
2030	13,016

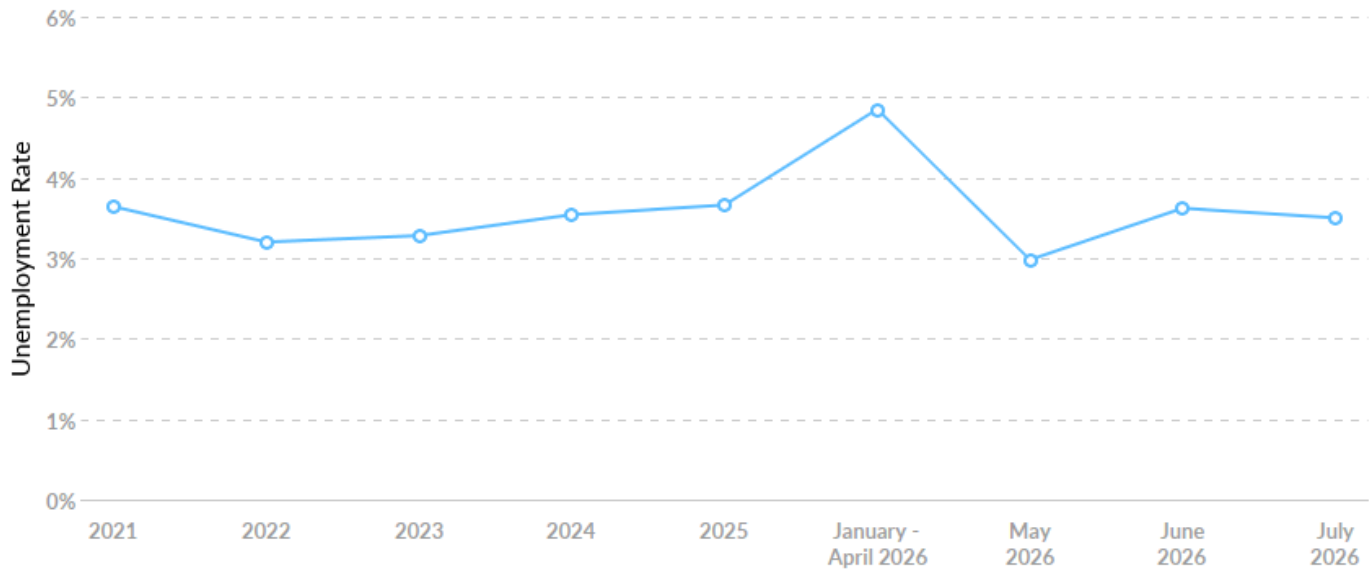
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	69.29%
2022	69.37%
2023	69.46%
2024	69.28%
2025	68.51%
January - April 2026	68.36%
May 2026	68.56%
June 2026	70.83%
July 2026	70.70%

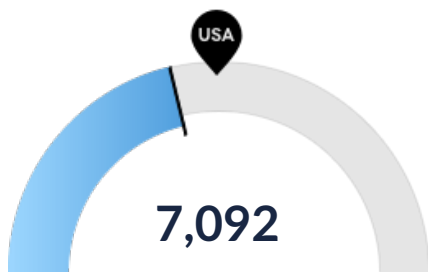
Unemployment Rate Trends

Pierce County, WI had a July 2026 unemployment rate of 3.50%, **decreasing from 3.64%** 5 years before.



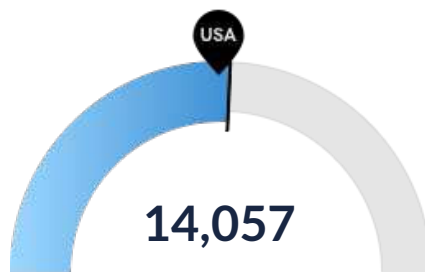
Timeframe	Unemployment Rate
2021	3.64%
2022	3.20%
2023	3.28%
2024	3.54%
2025	3.66%
January - April 2026	4.85%
May 2026	2.98%
June 2026	3.62%
July 2026	3.50%

Population Characteristics



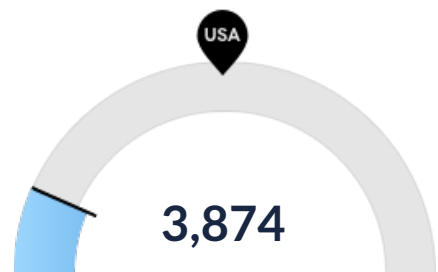
Millennials

Pierce County, WI has 7,092 millennials (ages 25-39). The national average for an area this size is 8,879.



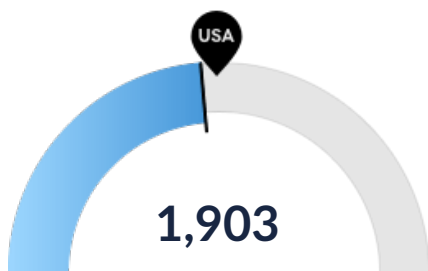
Retiring Soon

Retirement risk is about average in Pierce County, WI. The national average for an area this size is 13,472 people 55 or older, while there are 14,057 here.



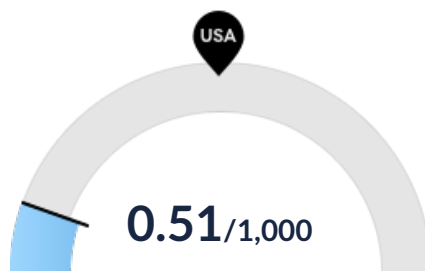
Racial Diversity

Racial diversity is low in Pierce County, WI. The national average for an area this size is 19,102 racially diverse people, while there are 3,874 here.



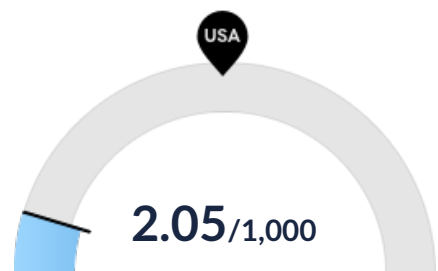
Veterans

Pierce County, WI has 1,903 veterans. The national average for an area this size is 2,062.



Violent Crime

Pierce County, WI has 0.51 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

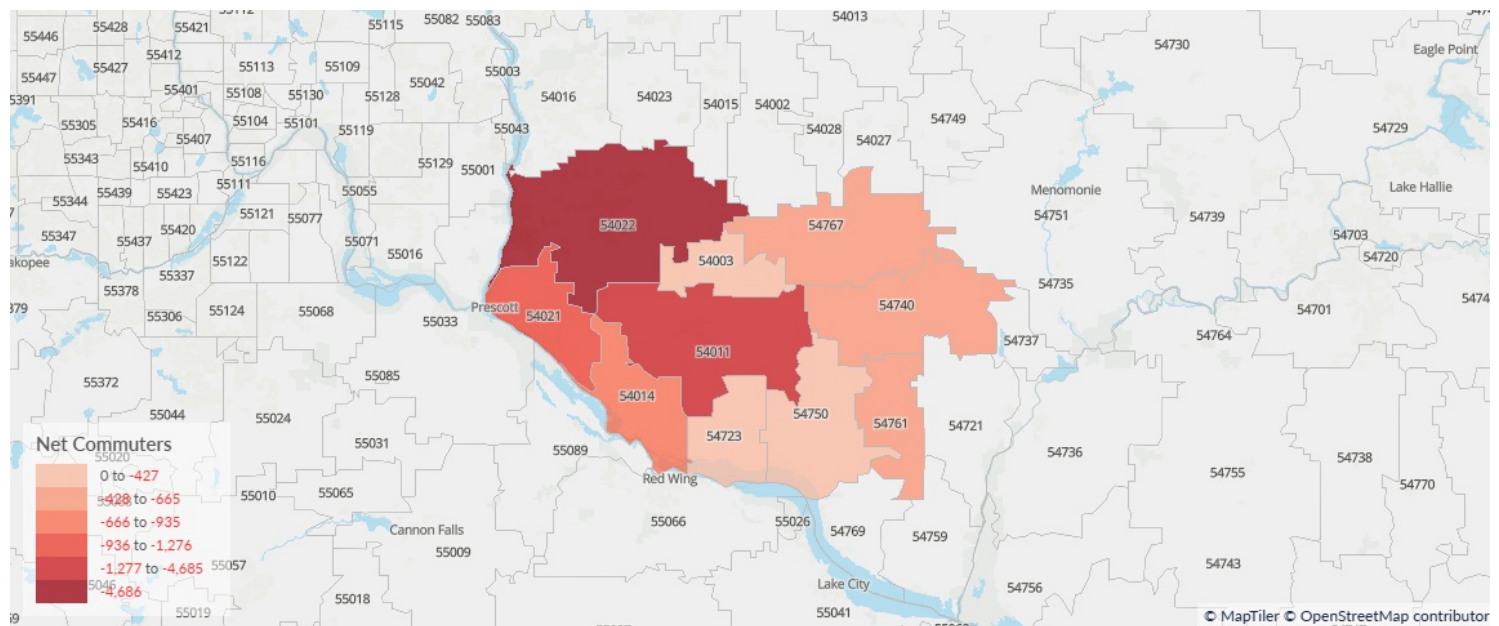


Property Crime

Pierce County, WI has 2.05 property crimes per 1,000 people. The national rate is 14.58 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	2025 Employment
54022	River Falls, WI (in Pierce...	5,740
54011	Ellsworth, WI (in Pierce ...	1,871
54021	Prescott, WI (in Pierce c...	1,745
54767	Spring Valley, WI (in Pie...	1,344
54740	Elmwood, WI (in Pierce ...	698

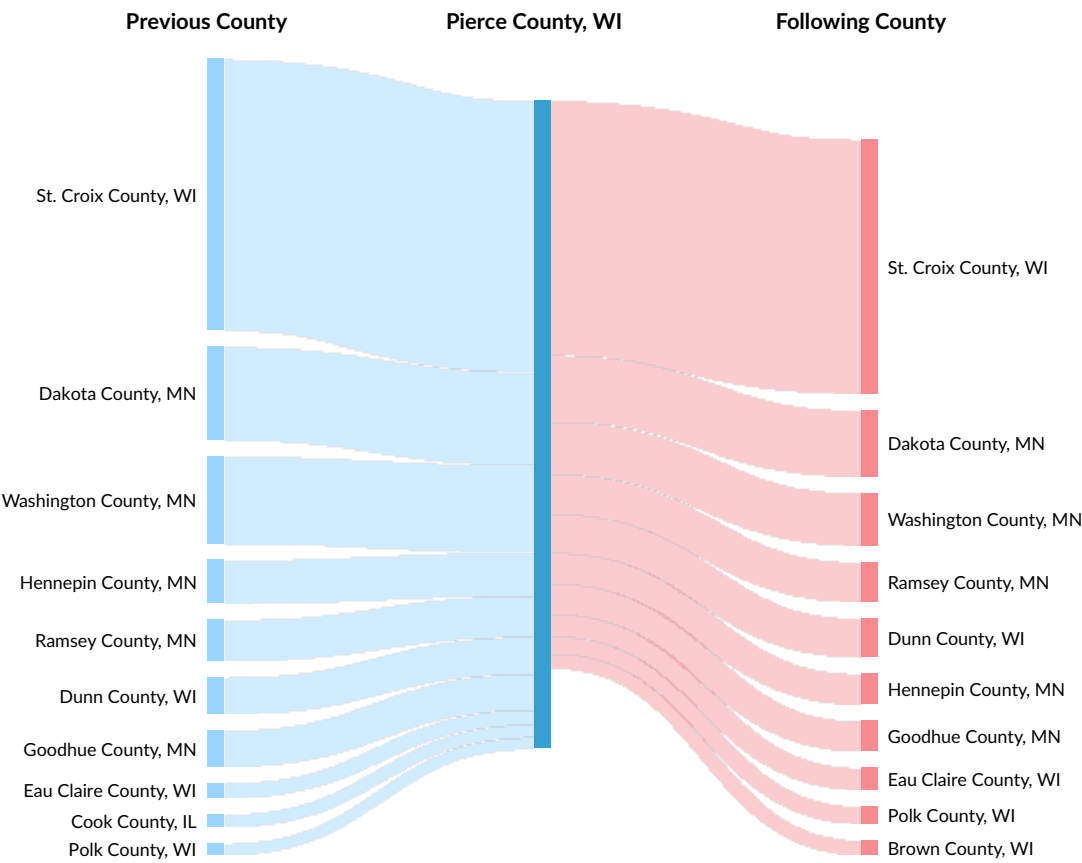
Where Talent Lives

ZIP	Name	2025 Workers
54022	River Falls, WI (in Pierce...	10,426
54011	Ellsworth, WI (in Pierce ...	3,148
54021	Prescott, WI (in Pierce c...	2,680
54767	Spring Valley, WI (in Pie...	1,772
54740	Elmwood, WI (in Pierce ...	1,199

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 2023, 542 people have migrated from St. Croix County, WI to Pierce County, WI. In the same year, 508 people left Pierce County, WI migrating to St. Croix County, WI. The total Net Migration for Pierce County, WI in 2023 was 199.

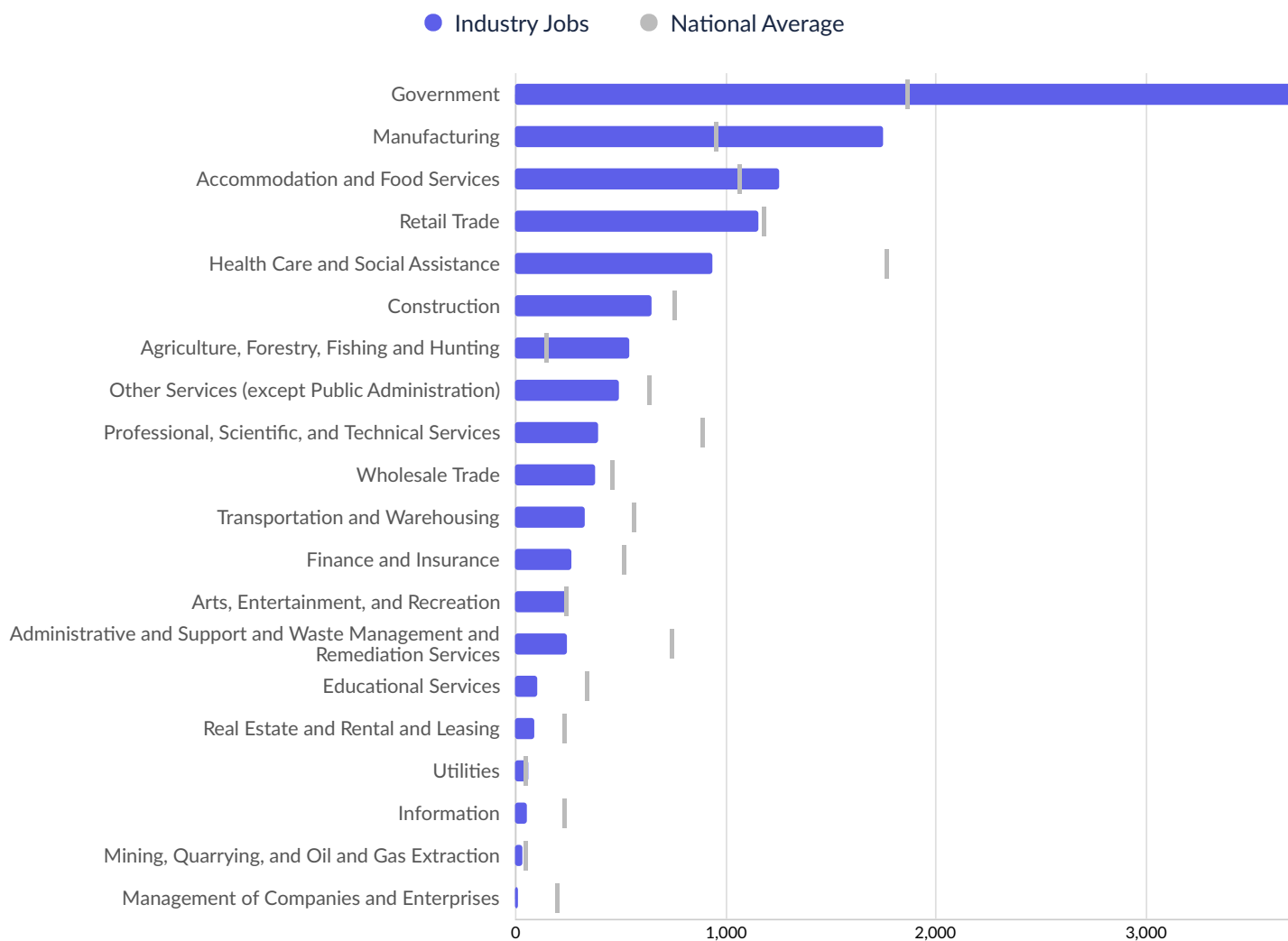


Top Previous Counties	Migrations
St. Croix County, WI	542
Dakota County, MN	186
Washington County, MN	174
Hennepin County, MN	87
Ramsey County, MN	82
Dunn County, WI	73

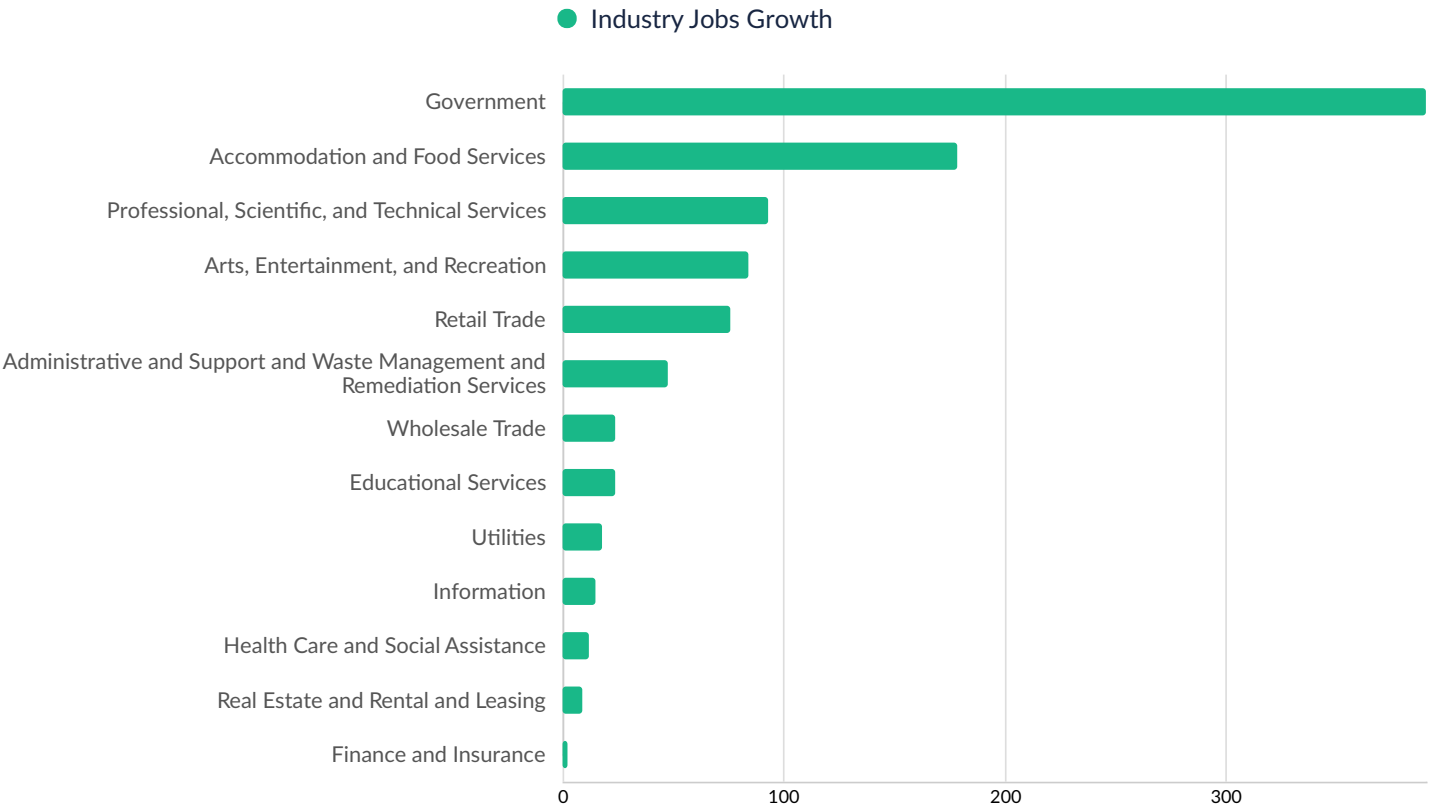
Top Previous Counties	Migrations
Goodhue County, MN	72
Eau Claire County, WI	30
Cook County, IL	26
Polk County, WI	23
Chippewa County, WI	20
Marion County, IA	14
Dane County, WI	13
Waukesha County, WI	10
Milwaukee County, WI	8
Top Following Counties	Migrations
St. Croix County, WI	508
Dakota County, MN	133
Washington County, MN	105
Ramsey County, MN	80
Dunn County, WI	78
Hennepin County, MN	62
Goodhue County, MN	60
Eau Claire County, WI	44
Polk County, WI	35
Brown County, WI	30
Cook County, IL	25
Guadalupe County, TX	19
El Paso County, CO	13
Waukesha County, WI	13
Williamson County, TN	12

Industry Characteristics

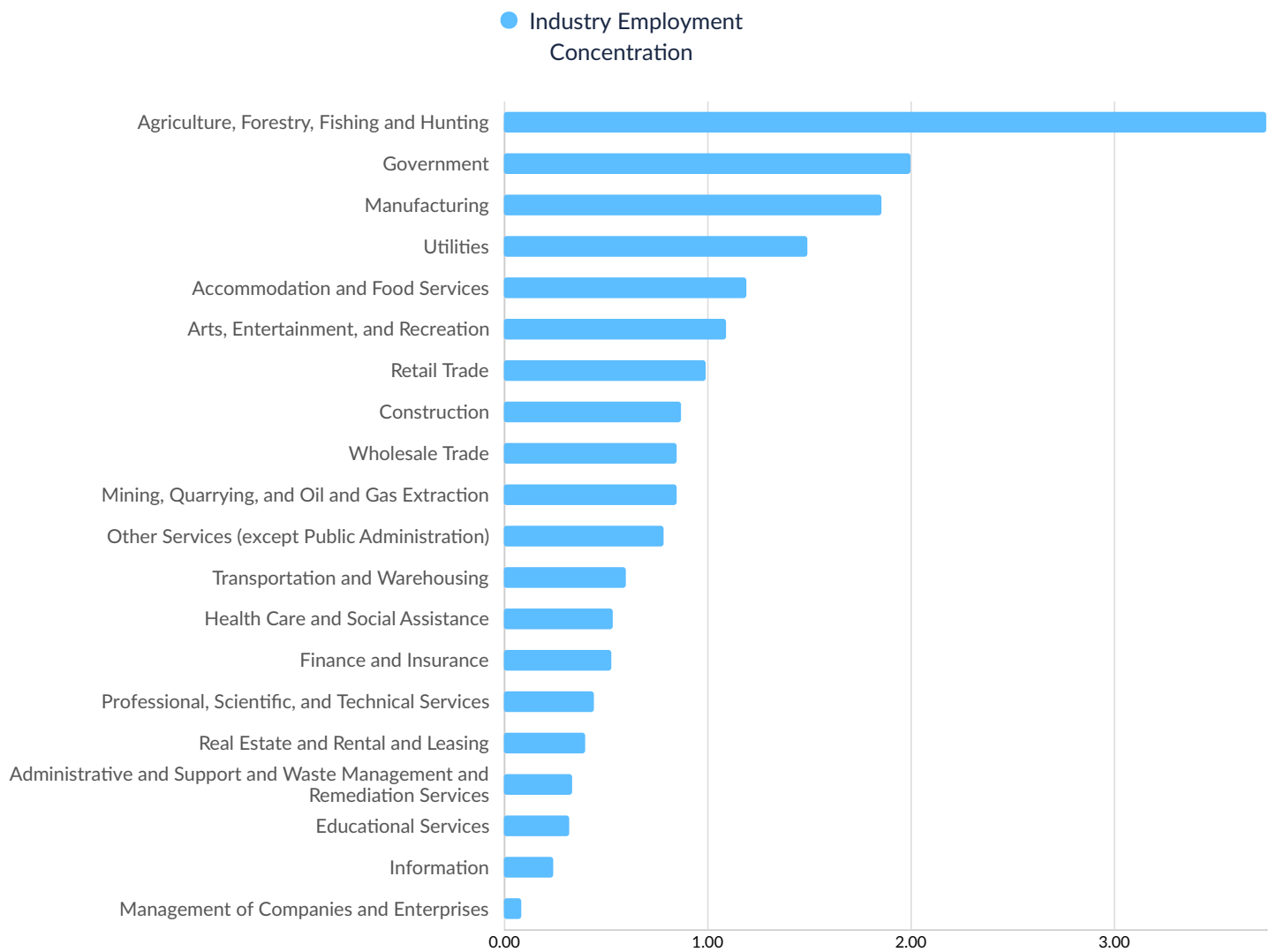
Largest Industries



Top Growing Industries

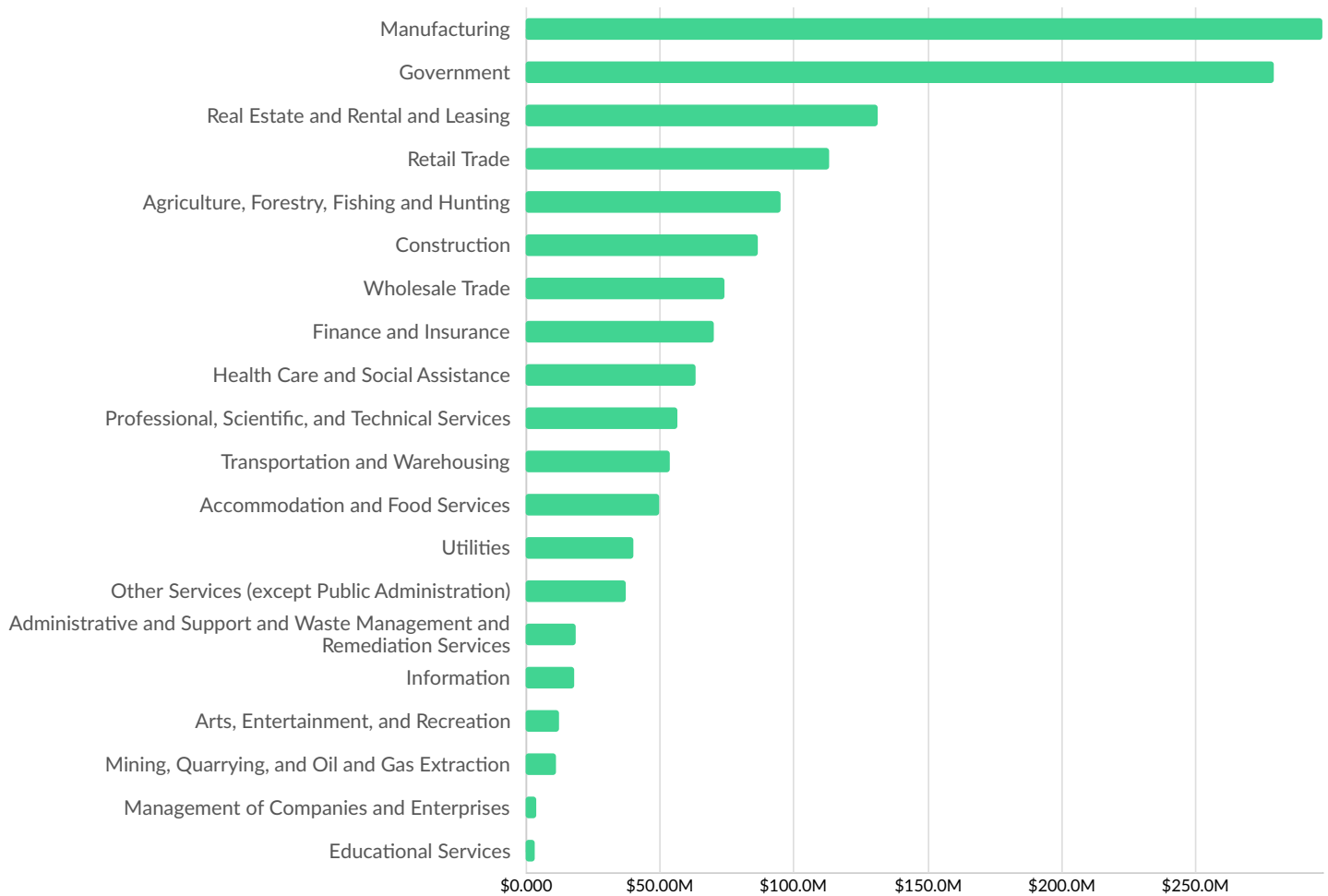


Top Industry Employment Concentration



Top Industry GRP

● Gross Regional Product



Top Industry Earnings



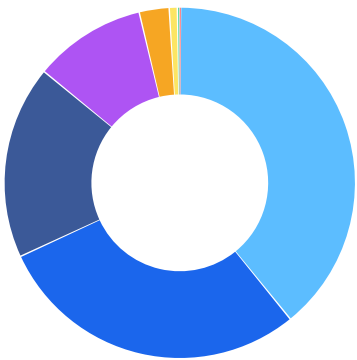
Business Characteristics

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, 555 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...	622	Treasure Island Resort & Casino	253
3M	197	Allina Health	90
Andersen Windows	128	Ascension	78
Allina Health	107	Pierce County	65
School District Of River Falls	97	University of Wisconsin-River F...	62
Red Wing Shoe Company	66	Express Employment Profession...	46
Southwestern Public Service	66	GPAC	41
State of Minnesota	64	Aerotek	38
City Of River Falls	50	Rise Baking Company	38
Kwik Trip	47	U.n.f.i	36

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

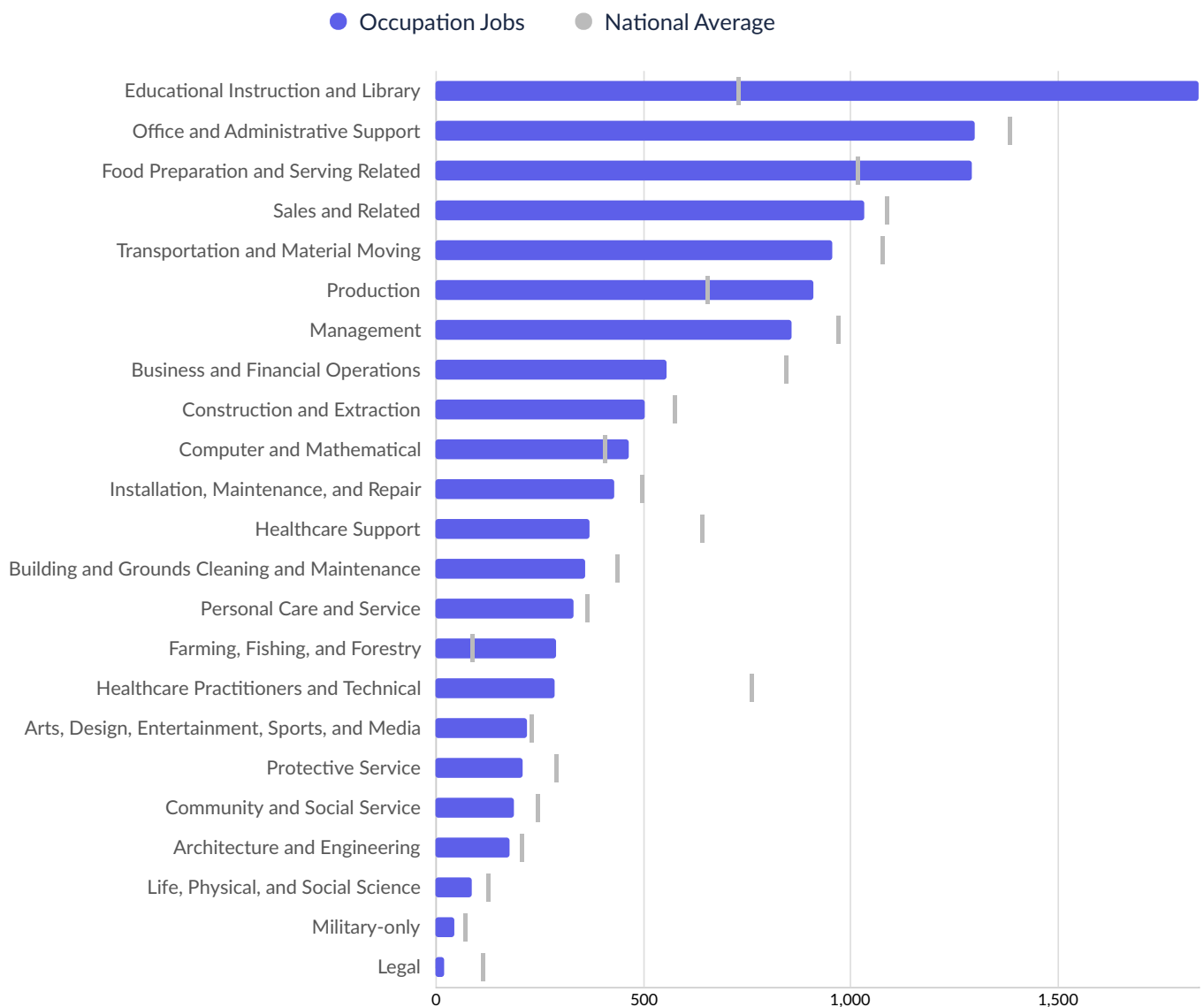
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Layoff Activity (Reported WARN Notices)

No WARN layoff events were found for the selected region and time period.

Workforce Characteristics

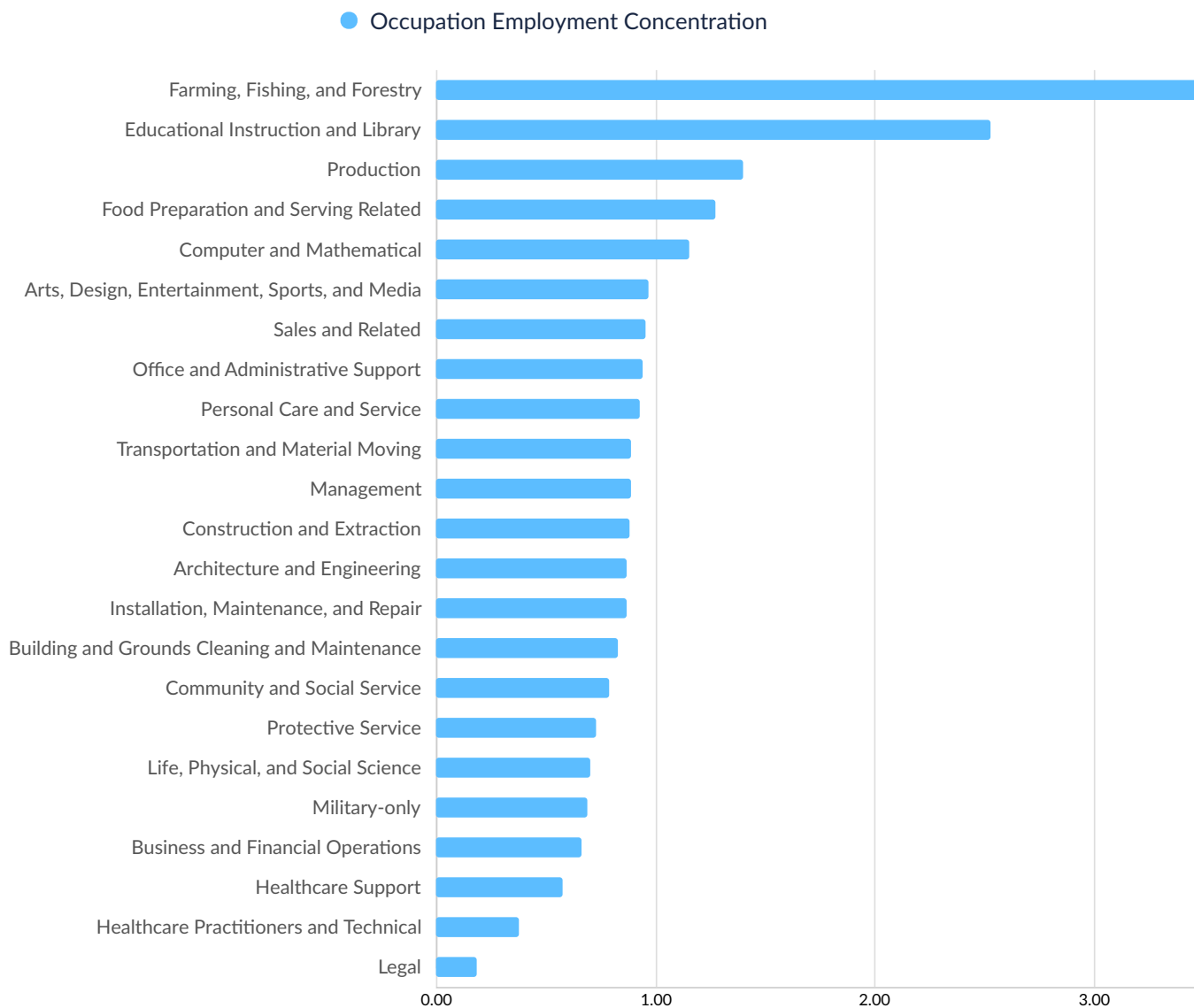
Largest Occupations



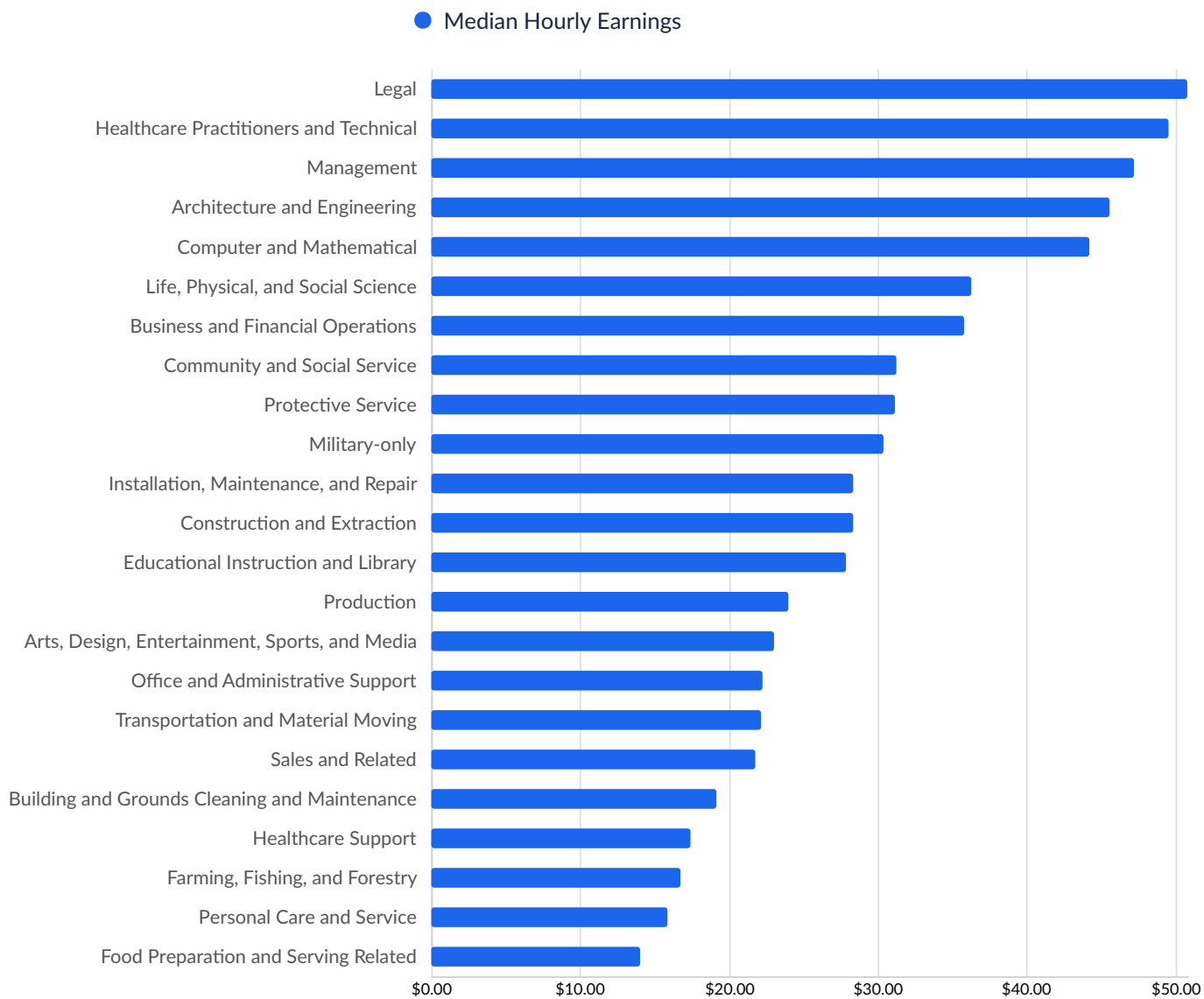
Top Growing Occupations



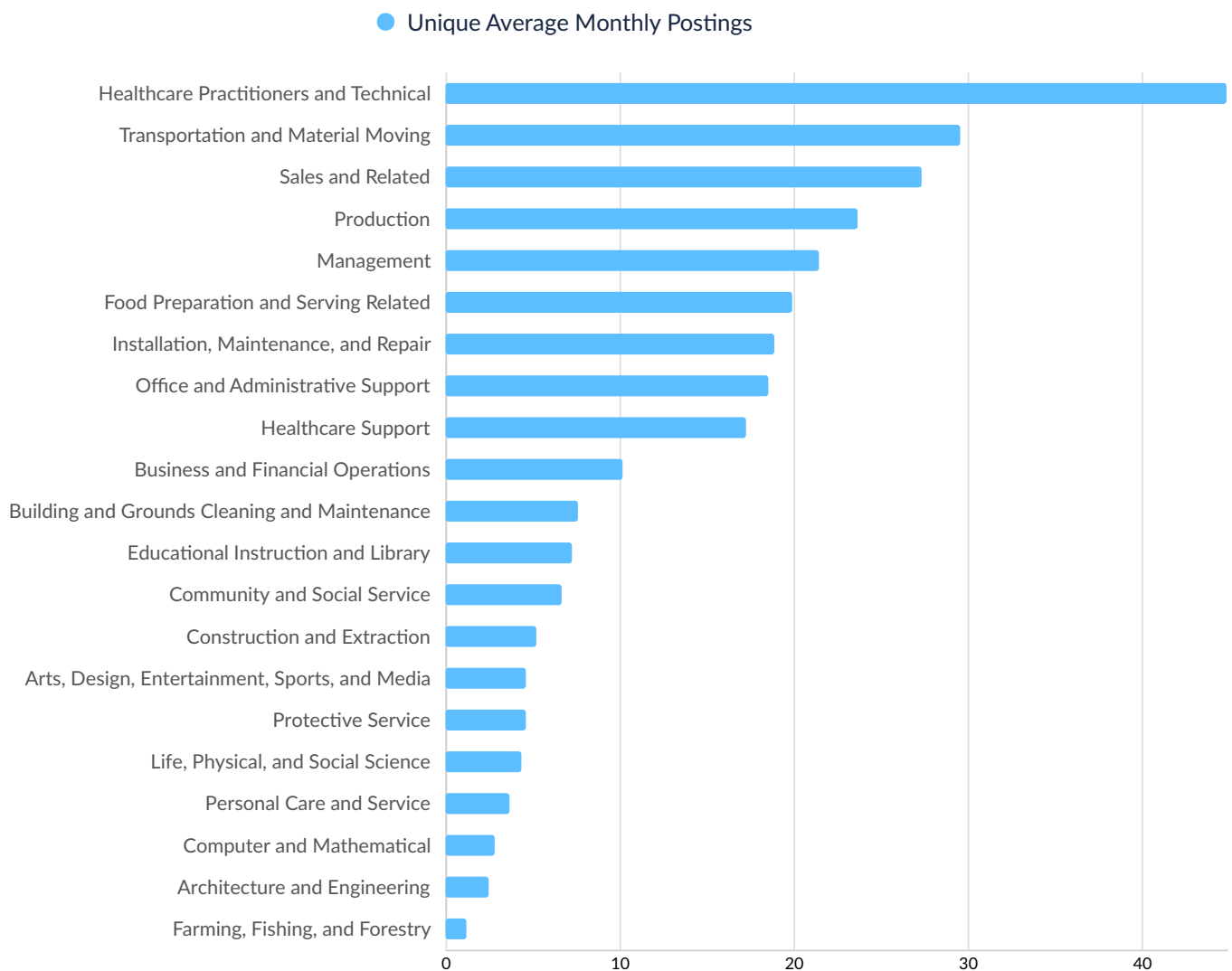
Top Occupation Employment Concentration



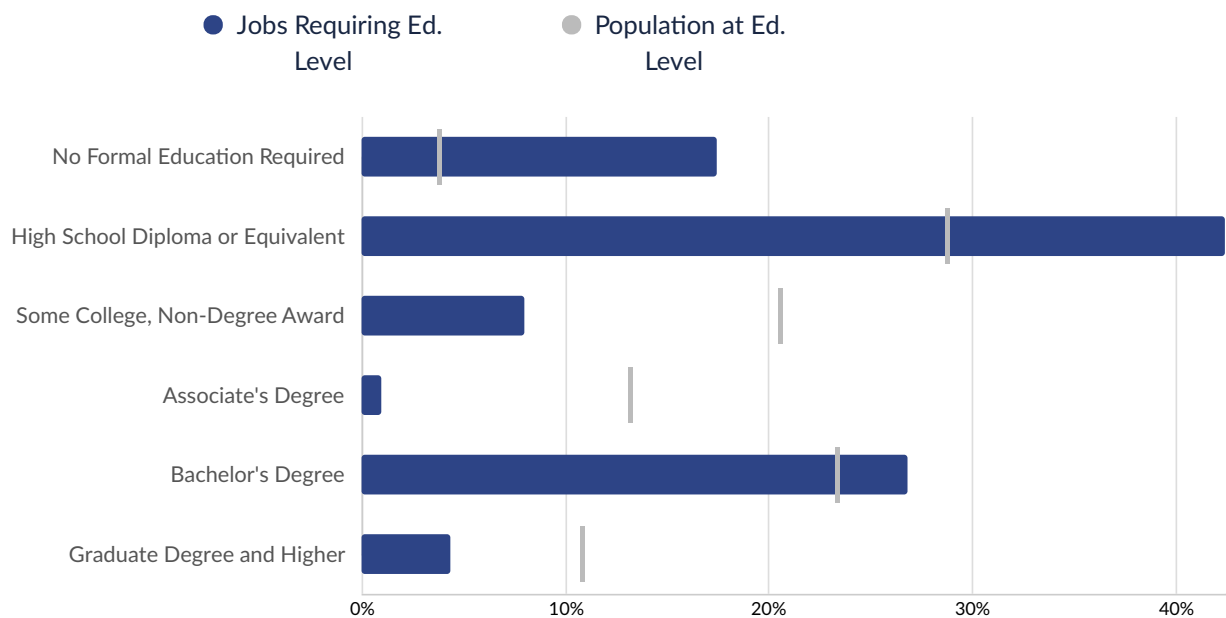
Top Occupation Earnings



Top Posted Occupations

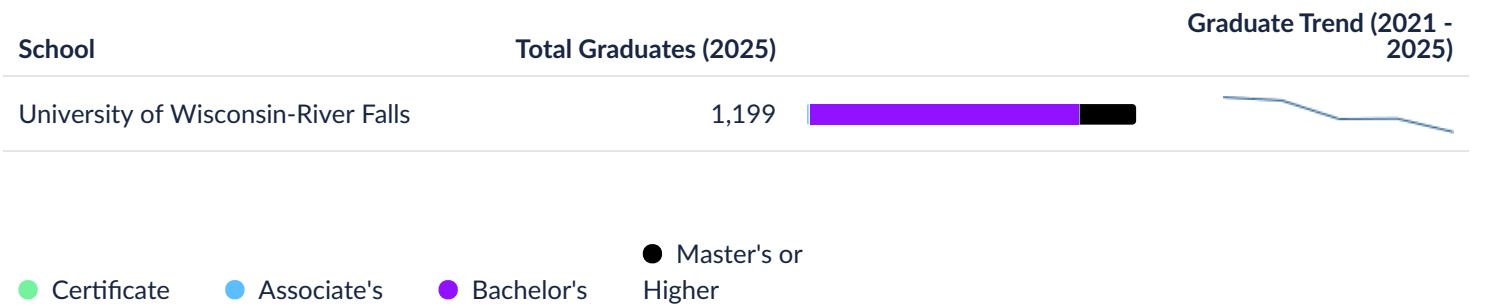


Underemployment



Educational Pipeline

In 2025, there were 1,199 graduates in Pierce County, WI. This pipeline has shrunk by 24% 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

