

PIERCE COUNTY AND STATE OF WISCONSIN QUICK FACTS

People QuickFacts	Pierce County	Wisconsin
Population, 2010	41,019	5,686,986
Population, percent change, 2000 to 2010	11.5%	6.0%
Population, 2000	36,804	5,363,708
Persons under 5 years old, percent, 2009	5.6%	6.4%
Persons under 18 years old, percent, 2009	21.1%	23.2%
Persons 65 years old and over, percent, 2009	10.3%	13.5%
Female persons, percent, 2009	50.8%	50.3%
White persons, percent, 2010 (a)	96.6%	86.2%
Black persons, percent, 2010 (a)	0.6%	6.3%
American Indian and Alaska Native persons, percent, 2010 (a)	0.4%	1.0%
Asian persons, percent, 2010 (a)	0.7%	2.3%
Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	Z	Z
Persons reporting two or more races, percent, 2010	1.3%	1.8%
Persons of Hispanic or Latino origin, percent, 2010 (b)	1.5%	5.9%
White persons not Hispanic, persons, 2010	95.7%	83.3%
Living in same house 1 year ago, pct 1 yr old & over, 2005-2009	80.7%	84.7%
Foreign born persons, percent, 2005-2009	1.4%	4.4%
Language other than English spoken at home, pct age 5+, 2005-2009	2.9%	8.2%
High school graduates, percent of persons age 25+, 2005-2009	92.2%	89.0%
Bachelor's degree or higher, pct of persons age 25+, 2005-2009	25.2%	25.5%
Veterans, 2005-2009	2,612	442,545
Mean travel time to work (minutes), workers age 16+, 2005-2009	26.5	21.1
Housing units, 2009	15,799	2,587,350
Homeownership rate, 2005-2009	75.5%	69.9%
Housing units in multi-unit structures, percent, 2005-2009	17.8%	25.4%
Median value of owner-occupied housing units, 2005-2009	\$203,200	\$166,100
Households, 2005-2009	14,538	2,246,512
Persons per household, 2005-2009	2.54	2.42
Per capita money income in past 12 months (2009 dollars) 2005-2009	\$25,704	\$26,447
Median household income, 2009	\$56,006	\$49,994
Persons below poverty level, percent, 2009	10.1%	12.4%

Business QuickFacts	Pierce County	Wisconsin
Private nonfarm establishments, 2008	816	144,081
Private nonfarm employment, 2008	6,554	2,496,850
Private nonfarm employment, percent change 2000-2008	-4.1%	3.4%
Nonemployer establishments, 2008	2,777	318,541
Total number of firms, 2007	3,519	433,841
Black-owned firms, percent, 2007	F	2.6%
American Indian and Alaska Native owned firms, percent, 2007	F	0.6%
Asian-owned firms, percent, 2002	F	1.3%
Native Hawaiian and Other Pacific Islander owned firms, percent, 2007	F	S
Hispanic-owned firms, percent, 2007	F	1.3%
Women-owned firms, percent, 2007	28.9%	25.9%
Manufacturers shipments, 2007 (\$1000)	529,045	163,563,195
Merchant wholesaler sales, 2007 (\$1000)	D	59,996,244
Retail sales, 2007 (\$1000)	208,532	72,283,321
Retail sales per capita, 2007	\$5,243	\$12,904
Accommodation and food services sales, 2007 (\$1000)	32,888	9,247,311
Building permits, 2009	75	10,780
Federal spending, 2008	189,140	40,136,671

Geography QuickFacts	County	Wisconsin
Land area, 2000 (square miles)	576.49	54,310.10
Persons per square mile, 2010	71.2	104.7
FIPS Code	93	55
Metropolitan or Micropolitan Statistical Area	Minneapolis-S	

(a) Includes persons reporting only one race.
race categories.

FN: Footnote on this item for this area in place of data

NA: Not available

D: Suppressed to avoid disclosure of confidential information

X: Not applicable

S: Suppressed; does not meet publication standards

Z: Value greater than zero but less than half unit of measure shown

F: Fewer than 100 firms

Source: US Census Bureau State & County QuickFacts

