

Town of River Falls Profile

Pierce County, WI

POPULATION

	1970	1980	1990	2000	2009 Est.
Town of River Falls	1,642	2,168	1,944	2,304	2,408
County of Pierce	26,652	31,149	32,765	36,804	40,704
State of Wisconsin	4,417,821	4,705,642	4,891,599	5,363,675	5,688,040

Source: U.S. Census Bureau; WI Dept. of Admin. Demographic Services Ctr 2008 Estimate

HOUSING UNITS

	1970	1980	1990	2000
Town of River Falls	477	742	644	821
County of Pierce	7,826	10,354	11,536	13,493
State of Wisconsin	1,472,332	1,863,897	2,055,676	2,321,144

Source: U.S. Census Bureau

REAL ESTATE EQUALIZED VALUES

Millions of Dollars

	2006	2007	2008	2009
Town of River Falls \$	237	246	254	253
County of Pierce \$	3,070	3,182	3,276	3,078
State of Wisconsin \$	458,541	486,959	502,446	499,856

Source: State of Wisconsin Department of Revenue

PER CAPITA PERSONAL INCOME

	2005	2006	2007	2008
County of Pierce \$	30,041	31,058	32,477	33,151
State of Wisconsin \$	33,673	35,644	36,990	37,770
United States \$	35,424	37,698	39,392	40,166

Source: U.S. Department of Commerce

UNEMPLOYMENT TRENDS

	2007	2008	2009
Pierce County Labor Force	23,859	23,949	23,704
Number Employed	22,849	22,923	21,944
Number Unemployed	1,010	1,026	1,760
Pierce County Unemployment Rate %	4.2	4.3	7.4
Wisconsin Unemployment Rate %	4.8	4.8	8.5
U.S. Unemployment Rate %	4.6	5.8	9.3

Source: State of Wisconsin Department of Workforce Development

EMPLOYMENT BY INDUSTRY - 2000

Agriculture, Forestry, Fishing/Hunting, Mining:	45
Construction:	101
Manufacturing:	202
Wholesale Trade:	36
Retail Trade:	98
Transportation and Warehousing and Utilities:	64
Information:	33
Finance, Ins, Real Estate, Rental/leasing:	82
Prof, Scientific, Mgt, Admin and Waste Mgt Serv:	109
Educational, Health Social Serv:	376
Arts, Entertain, Rec, Accom and Food Serv:	104
Other Services (except public admin):	65
Public Admin:	25
Total Employment by Industry	1340

Source: U.S. Census Bureau

2008 WAGE ESTIMATES

	Average	Experienced
Office clerks, general:	14.31	16.38
Welders, Cutters, Solderers and Brazers:	19.47	21.65
Truck Drivers, heavy and tractor trailer:	20.31	22.80
Computer Support Specialists:	24.06	27.59
Construction Laborers:	22.93	27.11
Managers, all other:	51.82	61.49
Maintenance Workers, Machinery:	18.88	21.82
Janitors and cleaners, except maids and hskkeeping:	12.28	13.92
Licensed Practical and Vocational Nurses:	20.29	21.72
Retail Salespersons:	11.76	13.59

Source: Wis. Dept. of Workforce Development

EDUCATION

2008-2009	County	State
High School Drop Out Rate %:	0.20	1.63

2009 TAXES

-Local Property Taxes-

2009 Effective Full Value Rate/\$1000:	16.25
2009 Real Pers Property Full Value:	254,383,700

-LOCAL CONTACT-

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-REGIONAL CONTACT-

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