

# Town of River Falls Profile

# Pierce County, WI

## POPULATION

	1970	1980	1990	2000	2010
Town of River Falls	1,642	2,168	1,944	2,304	2,271
County of Pierce	26,652	31,149	32,765	36,804	41,019
State of Wisconsin	4,417,821	4,705,642	4,891,599	5,363,675	5,686,986

Source: U.S. Census Bureau

## HOUSING UNITS

	1970	1980	1990	2000	2010
Town of River Falls	477	742	644	821	879
County of Pierce	7,826	10,354	11,536	13,493	16,132
State of Wisconsin	1,472,332	1,863,897	2,055,676	2,321,144	2,624,358

Source: U.S. Census Bureau

## REAL ESTATE EQUALIZED VALUES

Millions of Dollars

	2006	2007	2008	2009	2010
Town of River Falls \$	237	246	254	253	218
County of Pierce \$	3,070	3,182	3,276	3,078	2,907
State of Wisconsin \$	458,541	486,959	502,446	499,856	483,967

Source: State of Wisconsin Department of Revenue

## PER CAPITA PERSONAL INCOME

	2005	2006	2007	2008	2009
County of Pierce \$	29,875	30,895	32,293	33,035	32,226
State of Wisconsin \$	33,664	35,637	36,891	37,905	37,373
United States \$	35,424	37,698	39,461	40,674	39,635

Source: U.S. Department of Commerce

## UNEMPLOYMENT TRENDS

	2007	2008	2009	2010
Pierce County Labor Force	23,899	23,998	23,486	23,012
Number Employed	22,880	22,953	21,667	21,436
Number Unemployed	1,019	1,045	1,819	1,576
Pierce County Unemployment Rate %	4.3	4.4	7.7	6.8
Wisconsin Unemployment Rate %	4.8	4.9	8.7	8.3
U.S. Unemployment Rate %	4.6	5.8	9.3	9.6

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

## 2009 WAGE ESTIMATES

	Average	Experienced
Office clerks, general:	13.41	15.36
*Welders, Cutters, Solderers and Brazers:	19.23	21.55
Truck Drivers, heavy and tractor trailer:	19.24	21.91
Computer Support Specialists:	22.07	25.30
Construction Laborers:	21.96	25.42
Mgrs, all other (wide variety, wage estimates are variable):	48.45	57.43
Maintenance Workers, Machinery:	18.27	21.30
*Janitors and cleaners, except maids and hskkeeping:	11.51	13.12
Licensed Practical and Vocational Nurses:	18.79	20.15
Retail Salespersons:	11.01	12.65

\*Occupation data not available, data shown reflects nearest match to occupation.

Source: Wis. Dept. of Workforce Development

## EDUCATION

2009-2010	County	State
High School Drop Out Rate %:	0.26	1.60

Source: Wisconsin Department of Public Instruction

## 2010 TAXES

### -Local Property Taxes-

2010 Effective Full Value Rate/\$1000	17.59
2010 Real Pers Property Full Value:	219,242,900

Source: State of Wisconsin Department of Revenue

### -LOCAL CONTACT-

Name:	Ruth Stern, Town Clerk
Address:	W9015 770th Ave
City, State, and Zip	River Falls, WI 54022
Telephone:	(715) 425-7373
Email:	clerk@riverfallstown.com

### -REGIONAL CONTACT-

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