



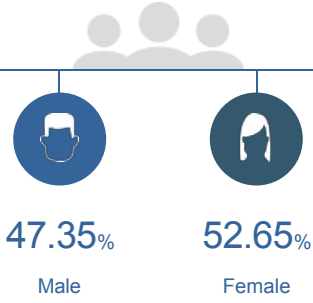
River Falls, Wisconsin

People

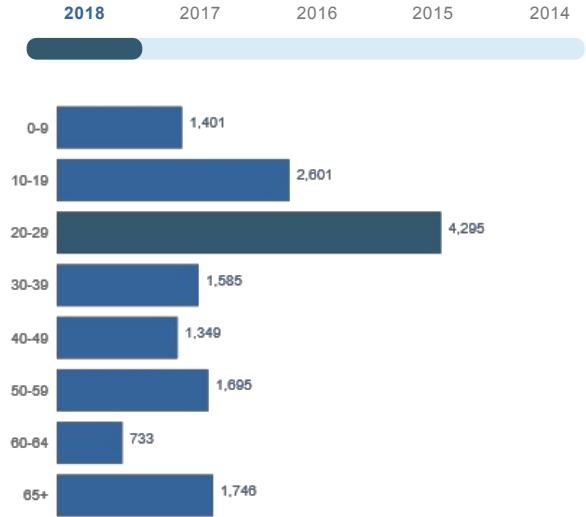
The total population of River Falls is 15,404. The median age is 26.33

15,404

Total Population



Age Distribution



Median Age

26

Educational Attainment

The majority of the population in River Falls has a bachelor degree, and 53.89% have a college degree.



< Grade 9
1.08%



Grade 9-12
3.27%



High School
21.26%



Some College
20.5%



Assoc Degree
13.42%



Bach Degree
25.65%



Grad Degree
14.82%



offer Associate's Degree or Certificate



offer Bachelor's Degree or Higher

Labor Force

River Falls has a labor force of 9,131 people.

9,131

Labor Force

Talent

Where are the top jobs by occupation?

Office and
Administrative
support



15.24%

942

Sales



10.01%

619

Executive,
Managers, and
Administrators



9.38%

580

Production
Workers



7.97%

493

Education,
Training/Library

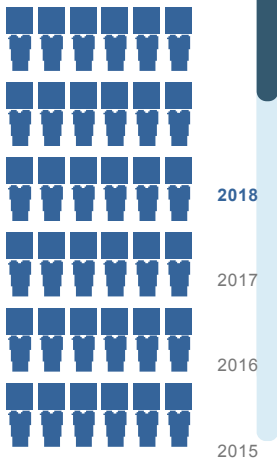


7.92%

490

Total Employees

6,183



The work distribution of total employees in River Falls is:



40%

Blue Collar



59%

White Collar

Total Establishments

667



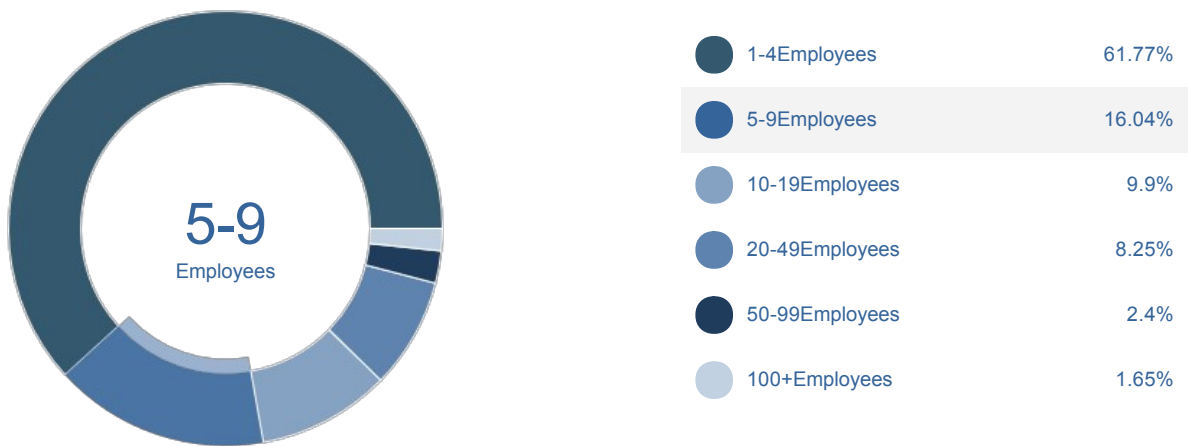
Businesses and Jobs

River Falls has a total of 667 businesses. In 2017, the leading industries in River Falls were Health Care and Social Services, Retail, Education, and Accommodation and Food Services.

What are the top industries by jobs?



How many employees do businesses in River Falls have?



Income and Spending

Households in River Falls earn a median yearly income of 61,893. 40.56% of the households earn more than the national average ea

Household expenditures average 62,517 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.



\$61,893

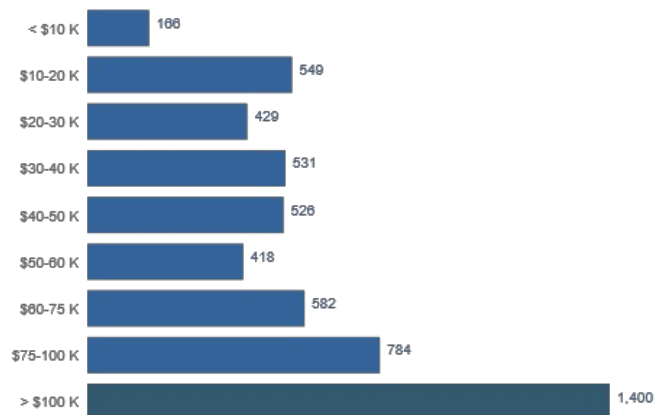
Median Household Income

12% less than the county

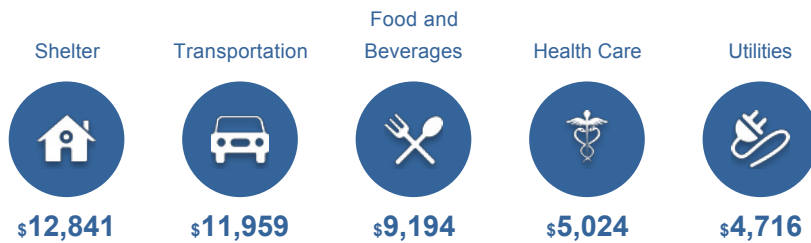
4% more than the state

2% more than the nation

Income Distribution



How do people spend most of their money?
PER HOUSEHOLD



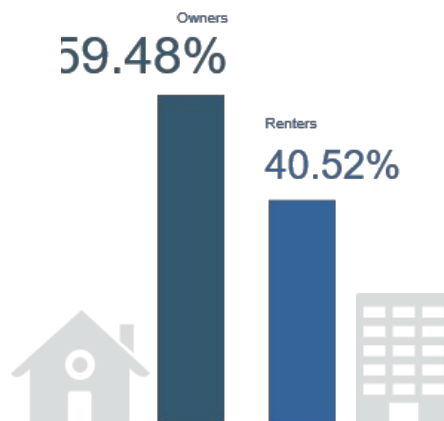
\$62,517

Median Household Expenditure

Housing

There are 47% more households who own their homes than there are renters.

Owners vs. Renters



Transportation

Residents spend an average of 24 minutes commuting to work. River Falls is served by 14 airports within 50 miles. Rail can be accessed within 6 miles. Interstates can be accessed 5 miles away.



24min

Commute Travel Time



0 + 14(+50 miles)

Airports in Community



5miles

Distance to Interstate



6

Distance to Freight Rail

Taxes

Top State Corporate Income Tax

7.9%

Top State Corporate Capital Gains Tax

7.9%

Top State Personal Income Tax

7.65%

Top State Personal Capital Gains Tax

7.7%

State Sales Tax

5%