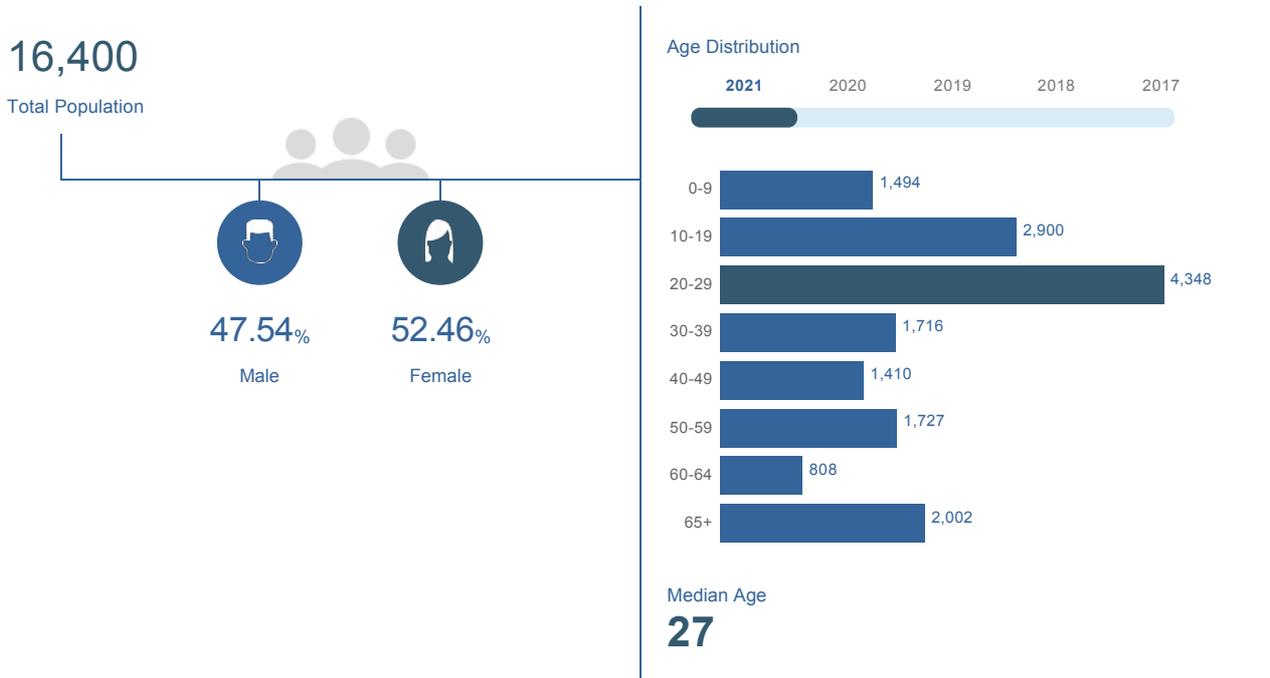




People

The total population of River Falls is 16,400. The median age is 26.61



Population Growth (in thousands)



Educational Attainment



53.9% of the population in River Falls have an Associate's degree or higher. 40.27% have a Bachelor's degree or higher.



Labor Force



River Falls has a labor force of 9,366 people.

9,366
Labor Force

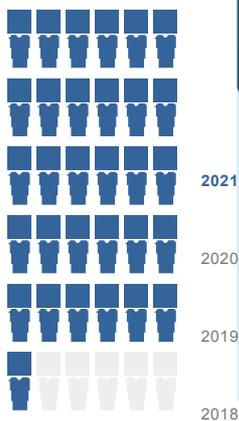
Talent

Where are the top jobs by occupation?



Total Employees

6,010



The work distribution of total employees in River Falls is:



Total Establishments

488



Businesses and Jobs

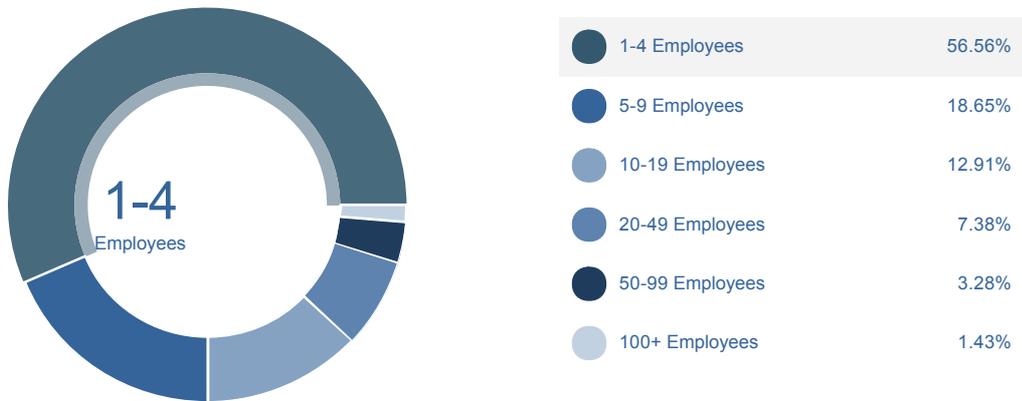


River Falls has a total of 488 businesses. In 2021, the leading industries in River Falls were Retail, Health Care and Social Services, Education, and Manufacturing.

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 \$68,381. 45.02% of the households earn more than the national average each year. Household expenditures average \$63,236 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.



\$68,381

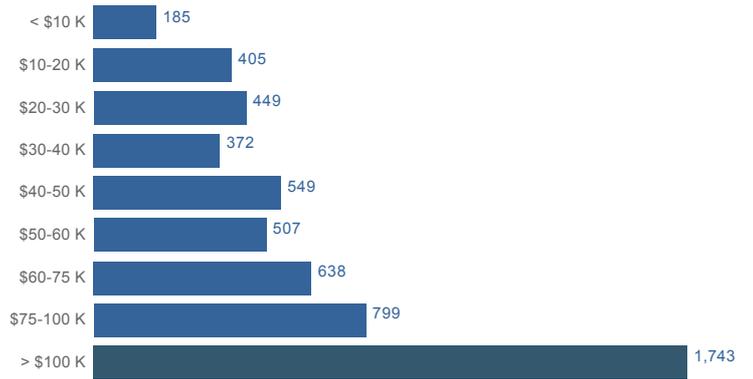
Median Household Income

11% 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



\$63,236

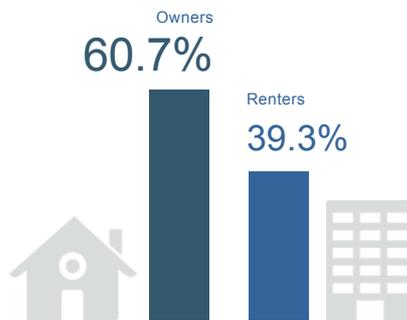
Median Household Expenditure

Housing



There are 54% 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%