



Demographic Report

25 miles radius around River Falls, Wisconsin

Population	2021	2026
	TOTAL	TOTAL
Population	741,116	771,799

Age Distribution	2021		2026	
	TOTAL	%	TOTAL	%
0-4	45,172	6.1	47,746	6.19
5-9	49,213	6.64	47,331	6.13
10-19	100,973	13.62	102,352	13.26
20-29	93,010	12.55	96,531	12.51
30-39	99,297	13.4	97,132	12.59
40-49	90,483	12.21	96,025	12.44
50-59	96,597	13.03	92,504	11.99
60-64	47,045	6.35	46,523	6.03
65+	119,326	16.1	145,655	18.87
Average Median Age	38.096	0.01	39.18	0.01

Sex	2021		2026	
	TOTAL	%	TOTAL	%
Male	366,618	49.47	381,523	49.43
Female	374,498	50.53	390,276	50.57

Ethnicity Distribution		2021		2026	
	TOTAL	%	TOTAL	%	
White (non-hispanic)	536,969	72.45	550,480	71.32	
Black (non-hispanic)	55,147	7.44	59,870	7.76	
American Indian (non-hispanic)	3,922	0.53	4,079	0.53	
Asian (non-hispanic)	70,490	9.51	79,761	10.33	
Pacific Islander (non-hispanic)	245	0.03	265	0.03	
Other (non-hispanic)	826	0.11	1,153	0.15	
Multirace (non-hispanic)	18,510	2.5	19,340	2.51	
Hispanic	55,028	7.43	56,893	7.37	

Race Distribution		2021		2026	
	TOTAL	%	TOTAL	%	
White	563,198	75.99	577,745	74.86	
Black	57,278	7.73	62,302	8.07	
American Indian	4,850	0.65	5,020	0.65	
Asian	71,440	9.64	81,030	10.5	
Pacific Islander	308	0.04	324	0.04	
Other	20,022	2.7	20,341	2.64	
Multirace	24,020	3.24	25,037	3.24	

Total Households		2021		2026	
	TOTAL	%	TOTAL	%	
Households	279,634	59.81	292,325	60.1	
Families	187,900	67.19	194,099	66.4	

Average Household Income		2021		2026	
	TOTAL		TOTAL		
Average Household Income	105,322.557		121,530.679		

Household Income Distribution	2021		2026	
	TOTAL	%	TOTAL	%
<\$10 K	10,633	3.8	9,231	3.16
\$10-\$20K	15,061	5.39	14,095	4.82
\$20-\$30K	17,225	6.16	13,795	4.72
\$30-\$40K	18,503	6.62	16,885	5.78
\$40-\$50K	19,273	6.89	16,510	5.65
\$50-\$60K	22,681	8.11	18,038	6.17
\$60-\$75K	28,094	10.05	28,874	9.88
\$75-\$100K	42,357	15.15	40,371	13.81
> \$100K	105,807	37.84	134,526	46.02

Labor Force Status	2021		2026	
	TOTAL	%	TOTAL	%
Labor Force	388,180	n/a	429,479	n/a
Employed	369,297	95.14	413,849	96.36
Unemployed	18,256	4.7	15,161	3.53
In Armed Forces	627	n/a	469	n/a
Not In Labor Force	197,038	n/a	187,017	n/a

Total Number of Housing	2021		2026	
	TOTAL	%	TOTAL	%
Total Dwellings	291,679	n/a	305,392	n/a
Owner-Occupied Dwellings	197,544	70.64	206,345	70.59
Renter-Occupied Dwellings	82,090	29.36	85,980	29.41
Housing Units Occupied	279,634	n/a	292,325	n/a

Education Attainment	2021		2026	
	TOTAL	%	TOTAL	%
< Grade 9	18,101	3.62	18,561	3.53
Grade 9-12	17,466	3.49	18,060	3.44
High School	119,913	23.96	124,985	23.8
Some College	101,864	20.35	106,637	20.3
Assoc Degree	54,710	10.93	57,419	10.93
Bach Degree	124,480	24.87	131,621	25.06
Grad Degree	63,968	12.78	67,926	12.93

Size of Household	2021		2026	
	TOTAL	%	TOTAL	%
1 Person	73,463	26.27	80,182	27.43
2 Person	91,044	32.56	95,106	32.53
3 Person	43,930	15.71	45,176	15.45
4 Person	39,688	14.19	40,675	13.91
5 Person	18,415	6.59	18,567	6.35
6+ Person	7,047	2.52	7,022	2.4

Data Source: Applied Geographic Solutions 2021