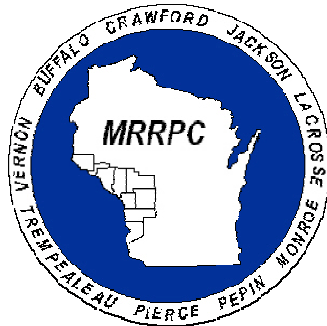


Mississippi River Regional Planning Commission



1707 Main Street, Suite 435
La Crosse, Wisconsin 54601

Economy Overview 2014 – 2nd Qtr

Jackson County



This information is provided to you from the Mississippi River Regional Planning Commission (MRRPC) through a contract with Economic Modeling Specialists Inc. (EMSI). EMSI is an economic analysis firm that provides data useful in the strategic planning and impact assessment to educational institutions, workforce development boards, and economic development organizations. It allows users to conduct input-output analysis to better understand the impacts of an industry's expansion or contraction or simulate the effects an event will have on other businesses and industries. The data, reports, forecasts, and/or services provided by EMSI are generated using government data and proprietary processes. EMSI uses estimates when there are missing data points, and such estimates are subject to varying degrees of error. EMSI's data, reports, forecasts, and services may differ significantly from actual outcomes and are provided "as is" without warranty for a particular purpose or project. As such MRRPC makes no warranty or representation as to the accuracy, usefulness or reliability of the EMSI information being provided to you. Furthermore the MRRPC shall assume no liabilities for any losses that may result from you using or not being able to use EMSI information or for any damages that may result from you using EMSI through the MRRPC.

Report Info

Dataset Version	2014.1 Class of Worker
Class of Worker Categories	QCEW Employees + Non-QCEW Employees + Self-Employed
Timeframe	2013 - 2014
Dataset Category	EMSI Complete
Region Name	Jackson County
Region Description	Jackson County, Wisconsin
Counties	
Jackson, WI (55053)	



















Jackson County



Population (2013)	20,784
Jobs (2013)	9,814
Average Earnings (2013)	\$45,369
Unemployed (11/2013)	627
Completions (2012)	0
GRP (2012)	\$722,452,445
Exports (2012)	\$1,497,731,155
Imports (2012)	\$1,564,863,422






















Jackson County | Population

20,784 2013 Population 0.4% of State	2.1% Population Growth for the Last 5 Years State Growth 2.3%
---	--

Age Group	2013 Population	% of Population	
Under 5 years	1,240	6.0%	
5 to 9 years	1,368	6.6%	
10 to 14 years	1,335	6.4%	
15 to 19 years	1,238	6.0%	
20 to 24 years	1,036	5.0%	
25 to 29 years	1,186	5.7%	
30 to 34 years	1,310	6.3%	
35 to 39 years	1,146	5.5%	
40 to 44 years	1,294	6.2%	
45 to 49 years	1,510	7.3%	
50 to 54 years	1,644	7.9%	
55 to 59 years	1,566	7.5%	
60 to 64 years	1,389	6.7%	
65 to 69 years	1,163	5.6%	
70 to 74 years	852	4.1%	
75 to 79 years	660	3.2%	
80 to 84 years	429	2.1%	
85 years and over	421	2.0%	

Jackson County | Jobs by Industry

9,814 Total Jobs (2013)	56.9% Male (National: 51.1%)	43.1% Female (National: 48.9%)
-----------------------------------	---	---

NAICS	Industry	2013 Jobs	
11	Agriculture, Forestry, Fishing and Hunting	798	
21	Mining, Quarrying, and Oil and Gas Extraction	104	
22	Utilities	29	
23	Construction	688	
31	Manufacturing	1,017	
42	Wholesale Trade	167	
44	Retail Trade	733	
48	Transportation and Warehousing	1,091	
51	Information	51	
52	Finance and Insurance	192	
53	Real Estate and Rental and Leasing	40	
54	Professional, Scientific, and Technical Services	99	
55	Management of Companies and Enterprises	10	
56	Administrative and Support and Waste Management and Remediation Services	73	
61	Educational Services (Private)	7	
62	Health Care and Social Assistance	1,034	
71	Arts, Entertainment, and Recreation	56	
72	Accommodation and Food Services	713	
81	Other Services (except Public Administration)	264	
90	Government	2,648	
99	Unclassified Industry	0	

Jackson County | Average Earnings by Industry






















\$45,369 Avg. Earnings (2013) 78% of Nation Avg.	\$53,327 Male Avg. Earnings (2013) 76% of Nation Avg.	\$34,877 Female Avg. Earnings (2013) 77% of Nation Avg.
--	---	---

NAICS	Industry	Avg. Earnings (2013)	
11	Agriculture, Forestry, Fishing and Hunting	\$35,097	
21	Mining, Quarrying, and Oil and Gas Extraction	\$141,767	
22	Utilities	\$82,526	
23	Construction	\$76,121	
31	Manufacturing	\$57,109	
42	Wholesale Trade	\$48,386	
44	Retail Trade	\$24,011	
48	Transportation and Warehousing	\$45,078	
51	Information	\$43,786	
52	Finance and Insurance	\$41,338	
53	Real Estate and Rental and Leasing	\$21,168	
54	Professional, Scientific, and Technical Services	\$25,477	
55	Management of Companies and Enterprises	\$50,613	
56	Administrative and Support and Waste Management and Remediation Services	\$13,281	
61	Educational Services (Private)	\$14,797	
62	Health Care and Social Assistance	\$46,135	
71	Arts, Entertainment, and Recreation	\$15,013	
72	Accommodation and Food Services	\$12,916	
81	Other Services (except Public Administration)	\$15,260	
90	Government	\$52,078	
99	Unclassified Industry		

Jackson County | Unemployment by Industry






















627

Total Unemployment (11/2013)

NAICS	Industry	Unemployed (11/2013)	% of Unemployed	
11	Agriculture, Forestry, Fishing and Hunting	14	2%	
21	Mining, Quarrying, and Oil and Gas Extraction	11	2%	
22	Utilities	2	0%	
23	Construction	101	16%	
31	Manufacturing	67	11%	
42	Wholesale Trade	4	1%	
44	Retail Trade	54	9%	
48	Transportation and Warehousing	55	9%	
51	Information	2	0%	
52	Finance and Insurance	8	1%	
53	Real Estate and Rental and Leasing	2	0%	
54	Professional, Scientific, and Technical Services	3	0%	
55	Management of Companies and Enterprises	0	0%	
56	Administrative and Support and Waste Management and Remediation Services	2	0%	
61	Educational Services (Private)	0	0%	
62	Health Care and Social Assistance	44	7%	
71	Arts, Entertainment, and Recreation	7	1%	
72	Accommodation and Food Services	57	9%	
81	Other Services (except Public Administration)	8	1%	
90	Government	100	16%	
99	No Previous Work Experience/Unspecified	87	14%	

Jackson County | Gross Regional Product (GRP)

\$499,749,252	\$187,423,400	\$35,279,792	\$722,452,445
Earnings (2012)	Property Income (2012)	Taxes on Production (2012)	Total GRP (2012)

NAICS	Industry	GRP (2012)	% of Total	
11	Agriculture, Forestry, Fishing and Hunting	\$61,313,659	8%	
21	Mining, Quarrying, and Oil and Gas Extraction	\$41,248,613	6%	
22	Utilities	\$9,694,669	1%	
23	Construction	\$66,475,812	9%	
31	Manufacturing	\$81,706,991	11%	
42	Wholesale Trade	\$14,369,582	2%	
44	Retail Trade	\$36,610,947	5%	
48	Transportation and Warehousing	\$69,753,306	10%	
51	Information	\$4,694,566	1%	
52	Finance and Insurance	\$21,645,857	3%	
53	Real Estate and Rental and Leasing	\$17,925,642	2%	
54	Professional, Scientific, and Technical Services	\$8,453,616	1%	
55	Management of Companies and Enterprises	\$874,923	0%	
56	Administrative and Support and Waste Management and Remediation Services	\$2,602,585	0%	
61	Educational Services (Private)	\$197,893	0%	
62	Health Care and Social Assistance	\$52,519,055	7%	
71	Arts, Entertainment, and Recreation	\$2,498,482	0%	
72	Accommodation and Food Services	\$17,620,614	2%	
81	Other Services (except Public Administration)	\$8,773,498	1%	
90	Government	\$153,925,658	21%	
	Other non-industries	\$49,546,476	7%	

Jackson County | Region Exports

\$1,497,731,155.23

Exports (2012)

83% of Supply

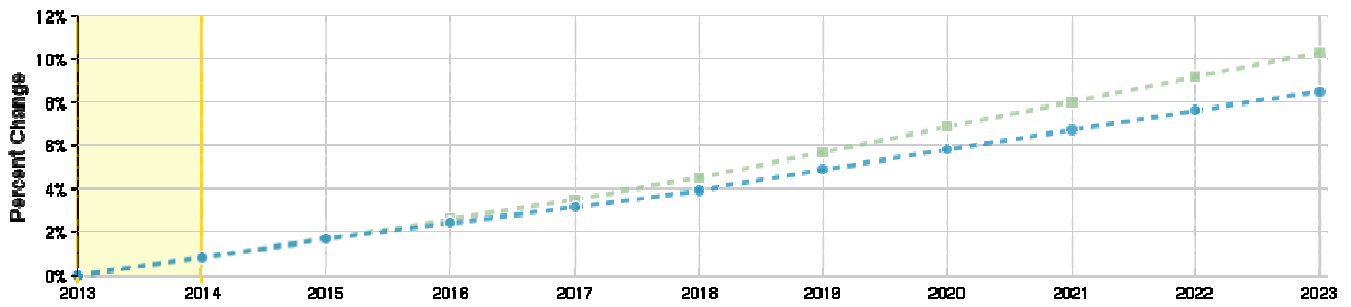
NAICS	Industry	Exports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$179,953,841	
21	Mining, Quarrying, and Oil and Gas Extraction	\$70,013,053	
22	Utilities	\$9,171,007	
23	Construction	\$115,159,540	
31	Manufacturing	\$304,353,707	
42	Wholesale Trade	\$19,061,076	
44	Retail Trade	\$41,737,436	
48	Transportation and Warehousing	\$148,212,667	
51	Information	\$7,168,341	
52	Finance and Insurance	\$28,742,504	
53	Real Estate and Rental and Leasing	\$16,824,524	
54	Professional, Scientific, and Technical Services	\$7,347,776	
55	Management of Companies and Enterprises	\$1,119,934	
56	Administrative and Support and Waste Management and Remediation Services	\$2,844,341	
61	Educational Services (Private)	\$133,977	
62	Health Care and Social Assistance	\$55,652,875	
71	Arts, Entertainment, and Recreation	\$2,332,583	
72	Accommodation and Food Services	\$23,774,311	
81	Other Services (except Public Administration)	\$8,472,744	
90	Government	\$455,654,918	

Jackson County | Region Imports

\$1,564,863,422 Imports (2012) 83% of Demand	\$312,807,412 Locally Produced & Consumed (2012) 17% of Demand
---	---

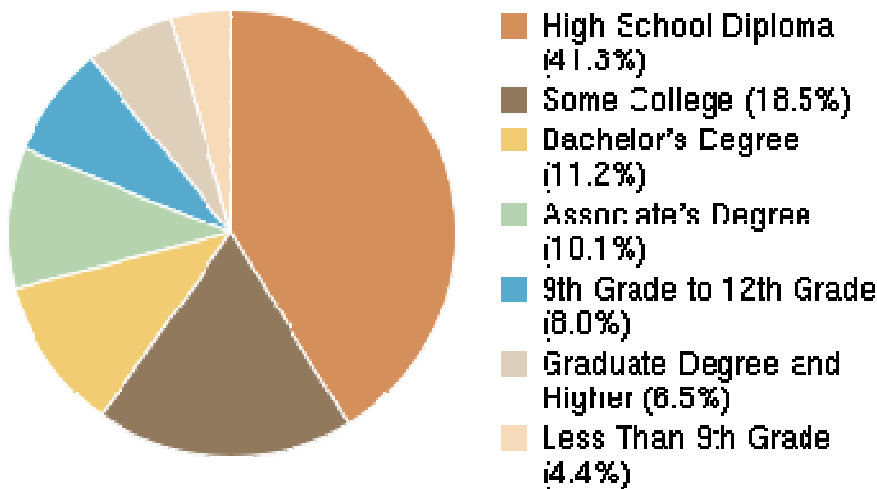
NAICS	Industry	Imports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$58,173,906	
21	Mining, Quarrying, and Oil and Gas Extraction	\$24,522,922	
22	Utilities	\$20,045,071	
23	Construction	\$67,506,320	
31	Manufacturing	\$346,625,045	
42	Wholesale Trade	\$77,868,793	
44	Retail Trade	\$68,746,331	
48	Transportation and Warehousing	\$49,879,166	
51	Information	\$53,124,628	
52	Finance and Insurance	\$103,410,967	
53	Real Estate and Rental and Leasing	\$68,396,700	
54	Professional, Scientific, and Technical Services	\$67,418,584	
55	Management of Companies and Enterprises	\$19,918,937	
56	Administrative and Support and Waste Management and Remediation Services	\$33,730,063	
61	Educational Services (Private)	\$14,517,446	
62	Health Care and Social Assistance	\$73,723,933	
71	Arts, Entertainment, and Recreation	\$9,555,643	
72	Accommodation and Food Services	\$32,859,011	
81	Other Services (except Public Administration)	\$22,087,330	
90	Government	\$352,752,625	

Regional Trends



Region	2013 Jobs	2014 Jobs	% Change
● Jackson County	9,814	9,900	0.9%
● State	3,023,634	3,048,478	0.8%

2013 Educational Attainment

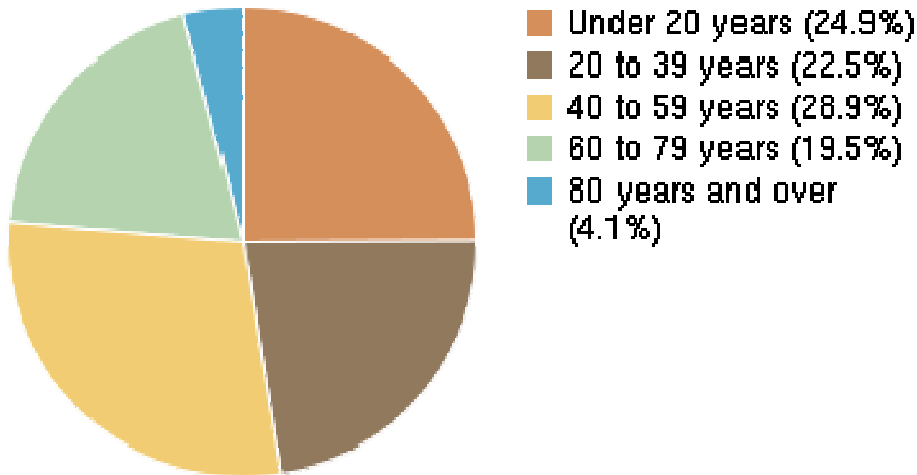


Largest

Openings/Completions Gaps

Occupation	Related Completions (2012)	Annual Openings (2013)
Registered Nurses (29-1141)	0	11
General and Operations Managers (11-1021)	0	3
Secondary School Teachers, Except Special and Career/Technical Education (25-2031)	0	2
Elementary School Teachers, Except Special Education (25-2021)	0	2
Lawyers (23-1011)	0	2

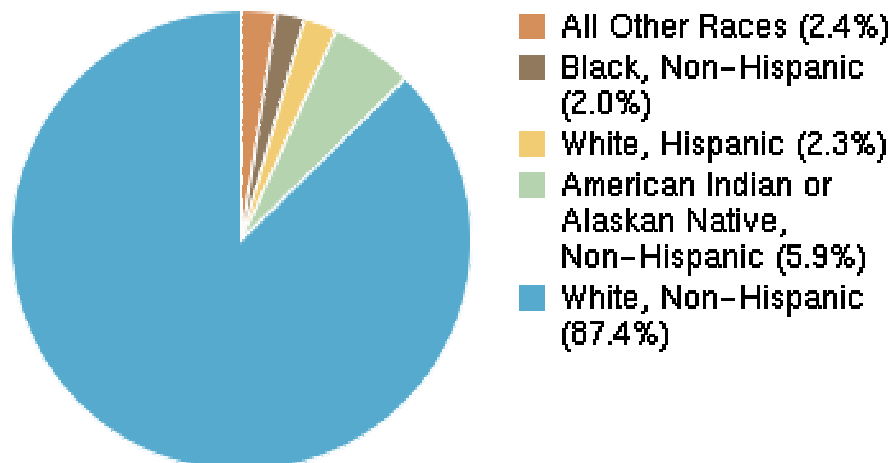
2013 Age Demographics



Growing/Declining Occupations

Occupation	Change in Jobs (2013-2014)
Heavy and Tractor-Trailer Truck Drivers (53-3032)	33
Nursing Assistants (31-1014)	11
Registered Nurses (29-1141)	8
Waiters and Waitresses (35-3031)	-3
Cashiers (41-2011)	-13
Farmers, Ranchers, and Other Agricultural Managers (11-9013)	-22

2013 Race Demographics



Growing/Declining Industries

Industry	Change in Jobs (2013-2014)
General Freight Trucking, Long-Distance, Truckload (484121)	45
General Medical and Surgical Hospitals (Private) (622110)	26
All Other General Merchandise Stores (452990)	26
All Other Miscellaneous General Purpose Machinery Manufacturing (333999)	-18
Gasoline Stations with Convenience Stores (447110)	-18
Local Government, Excluding Education and Hospitals (903999)	-21

Data Sources and Calculations

Input-Output Data

The input-output model in this report is EMSI's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several EMSI in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, birth and mortality rates from the US Health Department, and projected regional job growth.

Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information

Educational Attainment Data

EMSI's educational attainment numbers are based on EMSI's demographic data and the American Community Survey. By combining these sources, EMSI interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

Occupation Data

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

Equifax Business-Level Data

Data for individual businesses is provided by Equifax (<http://www.equifax.com/commercial/>), which maintains a database of more than 20 million U.S. business entities. Note that in aggregate it will not be consistent with EMSI labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.