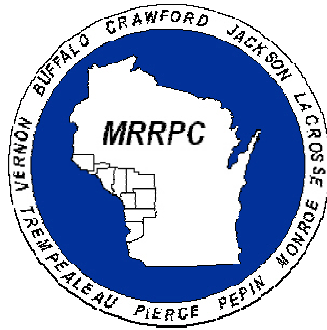


Mississippi River Regional Planning Commission



1707 Main Street, Suite 435
La Crosse, Wisconsin 54601

Economy Overview 2014 – 1ST QTR

La Crosse 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	La Crosse County
Region Description	La Crosse County Wisconsin
Counties	
La Crosse, WI (55063)	



















La Crosse County



Population (2013)	117,281
Jobs (2013)	73,619
Average Earnings (2013)	\$45,705
Unemployed (11/2013)	2,944
Completions (2012)	5,013
GRP (2012)	\$5,555,761,277
Exports (2012)	\$6,974,876,300
Imports (2012)	\$6,906,461,957

La Crosse County | Population

117,281 2013 Population 2.0% of State	4.0% Population Growth for the Last 5 Years State Growth 2.3%
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Age Group	2013 Population	% of Population	
Under 5 years	6,900	5.9%	
5 to 9 years	6,742	5.7%	
10 to 14 years	6,662	5.7%	
15 to 19 years	9,264	7.9%	
20 to 24 years	13,082	11.2%	
25 to 29 years	8,019	6.8%	
30 to 34 years	7,418	6.3%	
35 to 39 years	6,106	5.2%	
40 to 44 years	6,562	5.6%	
45 to 49 years	7,201	6.1%	
50 to 54 years	7,920	6.8%	
55 to 59 years	7,745	6.6%	
60 to 64 years	7,116	6.1%	
65 to 69 years	5,007	4.3%	
70 to 74 years	3,628	3.1%	
75 to 79 years	2,902	2.5%	
80 to 84 years	2,339	2.0%	
85 years and over	2,666	2.3%	






















La Crosse County | Jobs by Industry

73,619 Total Jobs (2013)	47.8% Male (National: 51.1%)	52.2% Female (National: 48.9%)
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NAICS	Industry	2013 Jobs
11	Agriculture, Forestry, Fishing and Hunting	151
21	Mining, Quarrying, and Oil and Gas Extraction	0
22	Utilities	382
23	Construction	3,093
31	Manufacturing	8,159
42	Wholesale Trade	2,824
44	Retail Trade	8,625
48	Transportation and Warehousing	2,229
51	Information	957
52	Finance and Insurance	3,005
53	Real Estate and Rental and Leasing	914
54	Professional, Scientific, and Technical Services	1,909
55	Management of Companies and Enterprises	1,720
56	Administrative and Support and Waste Management and Remediation Services	3,304
61	Educational Services (Private)	1,860
62	Health Care and Social Assistance	13,937
71	Arts, Entertainment, and Recreation	1,132
72	Accommodation and Food Services	6,923
81	Other Services (except Public Administration)	3,464
90	Government	9,032
99	Unclassified Industry	0

La Crosse County | Average Earnings by Industry



















\$45,705 Avg. Earnings (2013) 79% of Nation Avg.	\$55,793 Male Avg. Earnings (2013) 80% of Nation Avg.	\$36,458 Female Avg. Earnings (2013) 80% of Nation Avg.
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NAICS	Industry	Avg. Earnings (2013)	
11	Agriculture, Forestry, Fishing and Hunting	\$24,488	
21	Mining, Quarrying, and Oil and Gas Extraction	\$125,126	
22	Utilities	\$105,476	
23	Construction	\$52,225	
31	Manufacturing	\$56,337	
42	Wholesale Trade	\$57,694	
44	Retail Trade	\$26,107	
48	Transportation and Warehousing	\$55,621	
51	Information	\$66,000	
52	Finance and Insurance	\$59,667	
53	Real Estate and Rental and Leasing	\$33,396	
54	Professional, Scientific, and Technical Services	\$56,040	
55	Management of Companies and Enterprises	\$74,470	
56	Administrative and Support and Waste Management and Remediation Services	\$27,480	
61	Educational Services (Private)	\$34,192	
62	Health Care and Social Assistance	\$58,665	
71	Arts, Entertainment, and Recreation	\$16,729	
72	Accommodation and Food Services	\$14,023	
81	Other Services (except Public Administration)	\$21,947	
90	Government	\$57,073	
99	Unclassified Industry		











La Crosse County | Unemployment by Industry

2,944

Total Unemployment (11/2013)






















NAICS	Industry	Unemployed (11/2013)	% of Unemployed	
11	Agriculture, Forestry, Fishing and Hunting	2	0%	
21	Mining, Quarrying, and Oil and Gas Extraction	0	0%	
22	Utilities	11	0%	
23	Construction	253	9%	
31	Manufacturing	334	11%	
42	Wholesale Trade	68	2%	
44	Retail Trade	355	12%	
48	Transportation and Warehousing	74	3%	
51	Information	23	1%	
52	Finance and Insurance	76	3%	
53	Real Estate and Rental and Leasing	34	1%	
54	Professional, Scientific, and Technical Services	62	2%	
55	Management of Companies and Enterprises	15	1%	
56	Administrative and Support and Waste Management and Remediation Services	218	7%	
61	Educational Services (Private)	60	2%	
62	Health Care and Social Assistance	406	14%	
71	Arts, Entertainment, and Recreation	85	3%	
72	Accommodation and Food Services	325	11%	
81	Other Services (except Public Administration)	88	3%	
90	Government	170	6%	
99	No Previous Work Experience/Unspecified	285	10%	

La Crosse County | Top Program Completions

CIP	Program	Completions (2012)	
51	Health professions and related programs	1,484	
13	Education	850	
52	Business, management, marketing, and related support services	728	
26	Biological and biomedical sciences	270	
31	Parks, recreation, leisure, and fitness studies	216	
45	Social sciences	177	
42	Psychology	173	
50	Visual and performing arts	144	
16	Foreign languages, literatures, and linguistics	102	
43	Homeland security, law enforcement, firefighting and related protective services	83	

La Crosse County | Gross Regional Product (GRP)

\$3,605,410,881	\$1,458,586,510	\$491,763,885	\$5,555,761,277
Earnings (2012)	Property Income (2012)	Taxes on Production (2012)	Total GRP (2012)

NAICS	Industry	GRP (2012)	% of Total	
11	Agriculture, Forestry, Fishing and Hunting	\$43,359,563	1%	
21	Mining, Quarrying, and Oil and Gas Extraction	\$9,650,276	0%	
22	Utilities	\$171,297,262	3%	
23	Construction	\$183,886,651	3%	
31	Manufacturing	\$822,768,947	15%	
42	Wholesale Trade	\$359,214,818	6%	
44	Retail Trade	\$392,173,054	7%	
48	Transportation and Warehousing	\$180,972,510	3%	
51	Information	\$114,770,163	2%	
52	Finance and Insurance	\$418,941,602	8%	
53	Real Estate and Rental and Leasing	\$268,594,114	5%	
54	Professional, Scientific, and Technical Services	\$161,201,248	3%	
55	Management of Companies and Enterprises	\$157,073,198	3%	
56	Administrative and Support and Waste Management and Remediation Services	\$117,189,039	2%	
61	Educational Services (Private)	\$74,284,891	1%	
62	Health Care and Social Assistance	\$893,978,419	16%	
71	Arts, Entertainment, and Recreation	\$34,556,543	1%	
72	Accommodation and Food Services	\$151,356,799	3%	
81	Other Services (except Public Administration)	\$103,443,437	2%	
90	Government	\$577,002,101	10%	
	Other non-industries	\$320,046,641	6%	

La Crosse County | Region Exports

\$6,974,876,299.52

Exports (2012)

67% of Supply

NAICS	Industry	Exports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$113,243,175	■
21	Mining, Quarrying, and Oil and Gas Extraction	\$17,378,507	■
22	Utilities	\$167,114,048	■
23	Construction	\$176,295,388	■
31	Manufacturing	\$2,142,909,045	■
42	Wholesale Trade	\$412,553,226	■
44	Retail Trade	\$280,809,280	■
48	Transportation and Warehousing	\$270,597,972	■
51	Information	\$161,223,481	■
52	Finance and Insurance	\$453,765,181	■
53	Real Estate and Rental and Leasing	\$116,810,668	■
54	Professional, Scientific, and Technical Services	\$81,440,039	■
55	Management of Companies and Enterprises	\$195,486,742	■
56	Administrative and Support and Waste Management and Remediation Services	\$82,667,403	■
61	Educational Services (Private)	\$68,371,989	■
62	Health Care and Social Assistance	\$1,186,416,396	■
71	Arts, Entertainment, and Recreation	\$26,482,034	■
72	Accommodation and Food Services	\$109,126,766	■
81	Other Services (except Public Administration)	\$76,775,274	■
90	Government	\$835,409,686	■

La Crosse County | Region Imports

\$6,906,461,957

Imports (2012)

67% of Demand

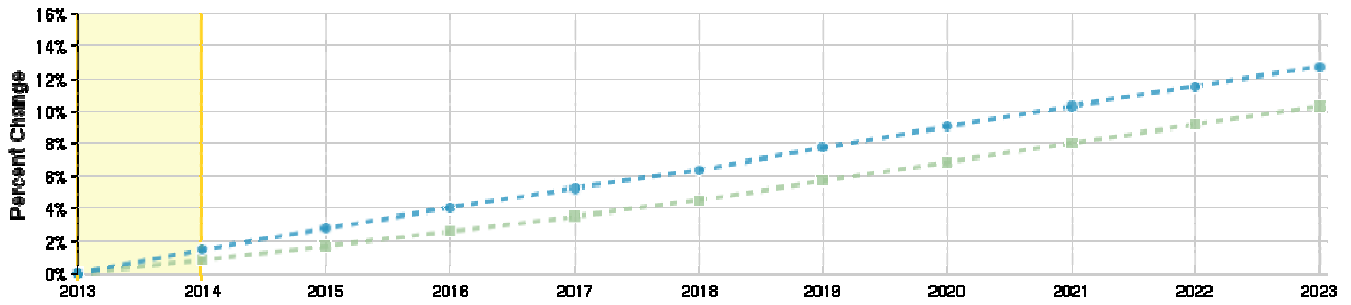
\$3,383,112,542

Locally Produced & Consumed (2012)

33% of Demand

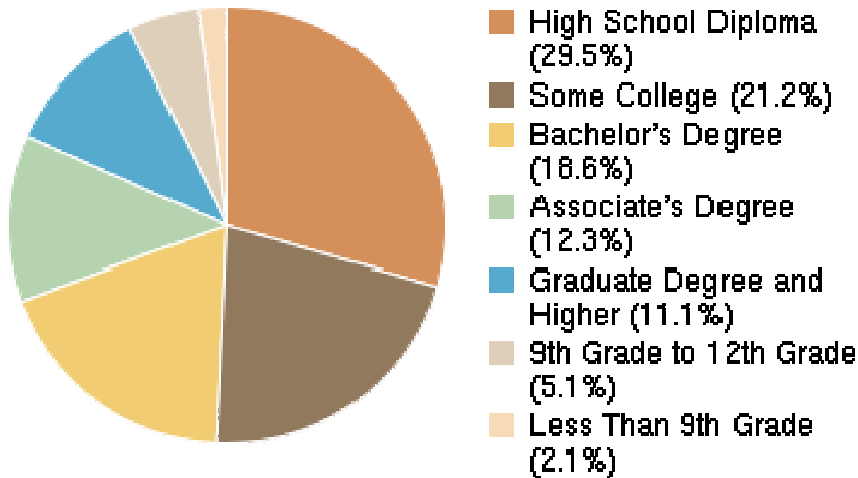
NAICS	Industry	Imports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$234,644,809	
21	Mining, Quarrying, and Oil and Gas Extraction	\$90,353,754	
22	Utilities	\$94,908,064	
23	Construction	\$149,293,908	
31	Manufacturing	\$1,636,330,141	
42	Wholesale Trade	\$333,600,395	
44	Retail Trade	\$169,245,160	
48	Transportation and Warehousing	\$170,068,597	
51	Information	\$272,999,640	
52	Finance and Insurance	\$537,304,106	
53	Real Estate and Rental and Leasing	\$372,516,526	
54	Professional, Scientific, and Technical Services	\$359,355,191	
55	Management of Companies and Enterprises	\$126,594,171	
56	Administrative and Support and Waste Management and Remediation Services	\$178,553,582	
61	Educational Services (Private)	\$54,535,776	
62	Health Care and Social Assistance	\$229,616,732	
71	Arts, Entertainment, and Recreation	\$51,811,049	
72	Accommodation and Food Services	\$103,078,163	
81	Other Services (except Public Administration)	\$86,954,411	
90	Government	\$1,654,697,785	

Regional Trends



Region	2013 Jobs	2014 Jobs	% Change
● La Crosse County	73,619	74,687	1.5%
● State	3,023,634	3,048,478	0.8%

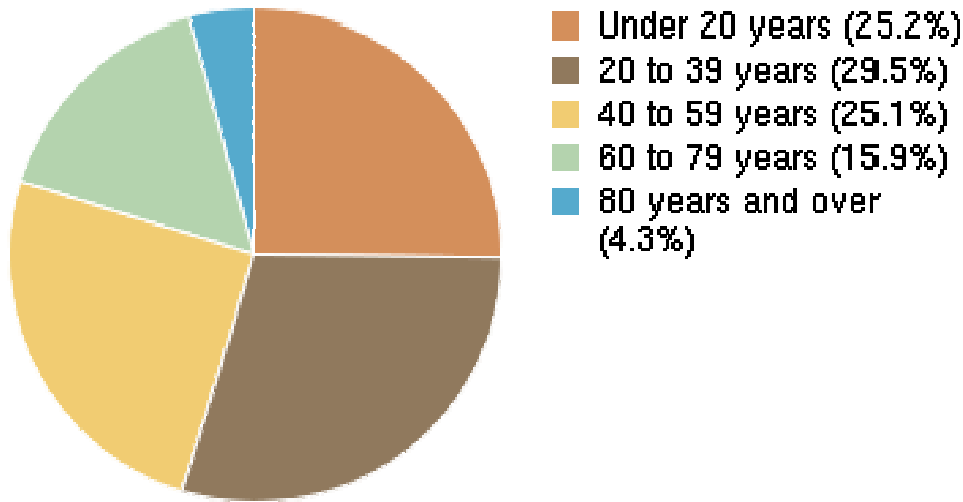
2013 Educational Attainment



Largest Openings/Completions Gaps

Occupation	Related Completions (2012)	Annual Openings (2013)
Healthcare Social Workers (21-1022)	0	18
Pharmacists (29-1051)	0	12
Family and General Practitioners (29-1062)	0	7
Diagnostic Medical Sonographers (29-2032)	0	7
Civil Engineers (17-2051)	0	6

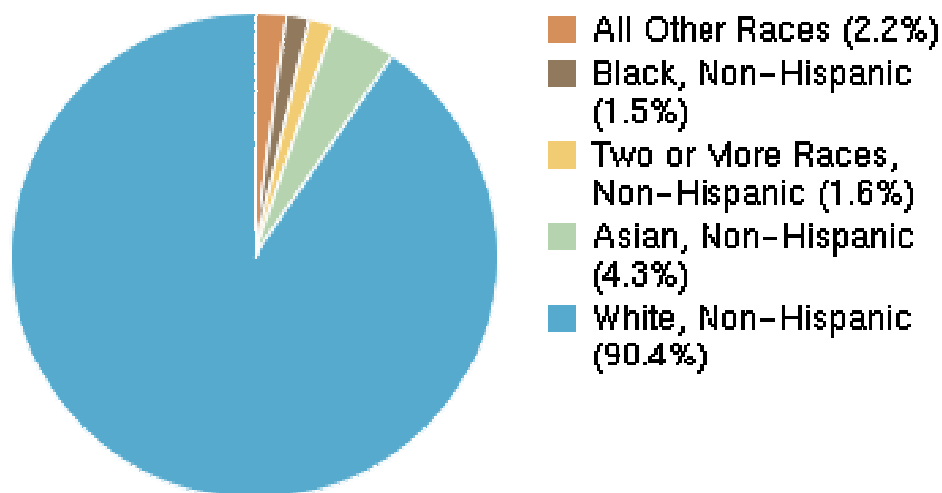
2013 Age Demographics



Growing/Declining Occupations

Occupation	Change in Jobs (2013-2014)
Registered Nurses (29-1141)	158
Nursing Assistants (31-1014)	50
Waiters and Waitresses (35-3031)	42
Team Assemblers (51-2092)	-13
Telemarketers (41-9041)	-15
Medical Assistants (31-9092)	-20

2013 Race Demographics



Growing/Declining Industries

Industry	Change in Jobs (2013-2014)
General Medical and Surgical Hospitals (Private) (622110)	583
Third Party Administration of Insurance and Pension Funds (524292)	107
Full-Service Restaurants (722110)	95
General Line Grocery Merchant Wholesalers (424410)	-69
Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing (333415)	-115
Offices of Physicians (except Mental Health Specialists) (621111)	-249

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.