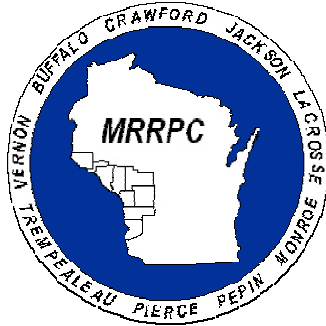


Mississippi River Regional Planning Commission



1707 Main Street, Suite 435
La Crosse, Wisconsin 54601

Economy Overview 2014 – 1ST QTR

MRRPC Region



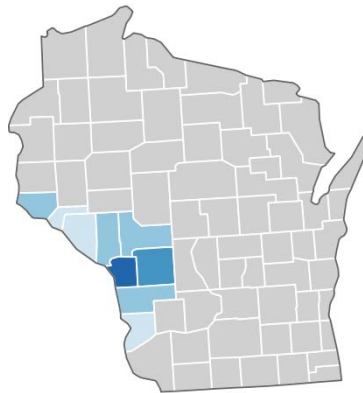
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Report Info

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	MRRPC Region
Region Description	9 county region in Western Wisconsin
Counties	

Buffalo, WI (55011)	Crawford, WI (55023)	Jackson, WI (55053)
La Crosse, WI (55063)	Monroe, WI (55081)	Pepin, WI (55091)
Pierce, WI (55093)	Trempealeau, WI (55121)	Vernon, WI (55123)



















MRRPC Region



Population (2013)	322,225
Jobs (2013)	160,365
Average Earnings (2013)	\$43,403
Unemployed (11/2013)	8,193
Completions (2012)	6,566
GRP (2012)	\$12,036,782,166
Exports (2012)	\$19,397,412,241
Imports (2012)	\$19,452,723,412






















MRRPC Region | Population

322,225 2013 Population 5.6% of State	2.6% Population Growth for the Last 5 Years State Growth 2.3%
----------------------------------------------------	----------------------------------------------------------------------------

Age Group	2013 Population	% of Population	
Under 5 years	19,781	6.1%	
5 to 9 years	20,566	6.4%	
10 to 14 years	20,351	6.3%	
15 to 19 years	22,966	7.1%	
20 to 24 years	25,533	7.9%	
25 to 29 years	19,360	6.0%	
30 to 34 years	19,468	6.0%	
35 to 39 years	17,058	5.3%	
40 to 44 years	18,596	5.8%	
45 to 49 years	21,541	6.7%	
50 to 54 years	24,006	7.5%	
55 to 59 years	23,305	7.2%	
60 to 64 years	20,865	6.5%	
65 to 69 years	15,338	4.8%	
70 to 74 years	11,256	3.5%	
75 to 79 years	8,576	2.7%	
80 to 84 years	6,613	2.1%	
85 years and over	7,045	2.2%	

MRRPC Region | Jobs by Industry

160,365 Total Jobs (2013)	51.0% Male (National: 51.1%)	48.9% Female (National: 48.9%)
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NAICS	Industry	2013 Jobs	
11	Agriculture, Forestry, Fishing and Hunting	5,003	
21	Mining, Quarrying, and Oil and Gas Extraction	460	
22	Utilities	801	
23	Construction	7,201	
31	Manufacturing	24,031	
42	Wholesale Trade	5,674	
44	Retail Trade	16,982	
48	Transportation and Warehousing	8,057	
51	Information	1,543	
52	Finance and Insurance	4,994	
53	Real Estate and Rental and Leasing	1,328	
54	Professional, Scientific, and Technical Services	3,435	
55	Management of Companies and Enterprises	1,940	
56	Administrative and Support and Waste Management and Remediation Services	5,645	
61	Educational Services (Private)	2,330	
62	Health Care and Social Assistance	22,458	
71	Arts, Entertainment, and Recreation	1,852	
72	Accommodation and Food Services	13,298	
81	Other Services (except Public Administration)	6,334	
90	Government	27,002	
99	Unclassified Industry	0	

MRRPC Region | Average Earnings by Industry



















\$43,403 Avg. Earnings (2013) 75% of Nation Avg.	\$51,558 Male Avg. Earnings (2013) 74% of Nation Avg.	\$34,900 Female Avg. Earnings (2013) 77% of Nation Avg.
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NAICS	Industry	Avg. Earnings (2013)	
11	Agriculture, Forestry, Fishing and Hunting	\$28,523	
21	Mining, Quarrying, and Oil and Gas Extraction	\$88,607	
22	Utilities	\$102,520	
23	Construction	\$46,920	
31	Manufacturing	\$53,486	
42	Wholesale Trade	\$52,705	
44	Retail Trade	\$26,294	
48	Transportation and Warehousing	\$50,510	
51	Information	\$60,128	
52	Finance and Insurance	\$54,409	
53	Real Estate and Rental and Leasing	\$30,914	
54	Professional, Scientific, and Technical Services	\$50,121	
55	Management of Companies and Enterprises	\$72,752	
56	Administrative and Support and Waste Management and Remediation Services	\$28,977	
61	Educational Services (Private)	\$32,086	
62	Health Care and Social Assistance	\$51,233	
71	Arts, Entertainment, and Recreation	\$16,125	
72	Accommodation and Food Services	\$13,422	
81	Other Services (except Public Administration)	\$21,598	
90	Government	\$54,301	
99	Unclassified Industry		






MRRPC Region | Unemployment by Industry

8,193

Total Unemployment (11/2013)






















NAICS	Industry	Unemployed (11/2013)	% of Unemployed	
11	Agriculture, Forestry, Fishing and Hunting	88	1%	
21	Mining, Quarrying, and Oil and Gas Extraction	37	0%	
22	Utilities	38	0%	
23	Construction	649	8%	
31	Manufacturing	1,217	15%	
42	Wholesale Trade	158	2%	
44	Retail Trade	942	12%	
48	Transportation and Warehousing	366	4%	
51	Information	42	1%	
52	Finance and Insurance	156	2%	
53	Real Estate and Rental and Leasing	51	1%	
54	Professional, Scientific, and Technical Services	127	2%	
55	Management of Companies and Enterprises	17	0%	
56	Administrative and Support and Waste Management and Remediation Services	399	5%	
61	Educational Services (Private)	75	1%	
62	Health Care and Social Assistance	780	10%	
71	Arts, Entertainment, and Recreation	157	2%	
72	Accommodation and Food Services	834	10%	
81	Other Services (except Public Administration)	174	2%	
90	Government	876	11%	
99	No Previous Work Experience/Unspecified	1,010	12%	

MRRPC Region | Top Program Completions

CIP	Program	Completions (2012)	
51	Health professions and related programs	1,514	
13	Education	1,183	
52	Business, management, marketing, and related support services	924	
26	Biological and biomedical sciences	375	
45	Social sciences	275	
42	Psychology	264	
01	Agriculture, agriculture operations, and related sciences	252	
31	Parks, recreation, leisure, and fitness studies	216	
09	Communication, journalism, and related programs	211	
50	Visual and performing arts	199	

MRRPC Region | Gross Regional Product (GRP)

\$7,648,680,186	\$3,487,011,334	\$901,090,646	\$12,036,782,166
Earnings (2012)	Property Income (2012)	Taxes on Production (2012)	Total GRP (2012)

NAICS	Industry	GRP (2012)	% of Total	
11	Agriculture, Forestry, Fishing and Hunting	\$595,562,952	5%	
21	Mining, Quarrying, and Oil and Gas Extraction	\$117,978,632	1%	
22	Utilities	\$356,074,044	3%	
23	Construction	\$407,678,453	3%	
31	Manufacturing	\$2,051,478,792	17%	
42	Wholesale Trade	\$640,487,345	5%	
44	Retail Trade	\$806,670,485	7%	
48	Transportation and Warehousing	\$585,066,816	5%	
51	Information	\$196,481,941	2%	
52	Finance and Insurance	\$695,520,474	6%	
53	Real Estate and Rental and Leasing	\$529,787,464	4%	
54	Professional, Scientific, and Technical Services	\$285,279,663	2%	
55	Management of Companies and Enterprises	\$174,653,514	1%	
56	Administrative and Support and Waste Management and Remediation Services	\$224,329,518	2%	
61	Educational Services (Private)	\$88,030,603	1%	
62	Health Care and Social Assistance	\$1,285,285,046	11%	
71	Arts, Entertainment, and Recreation	\$58,897,563	0%	
72	Accommodation and Food Services	\$298,361,417	2%	
81	Other Services (except Public Administration)	\$202,590,616	2%	
90	Government	\$1,632,842,587	14%	
	Other non-industries	\$803,724,241	7%	

MRRPC Region | Region Exports

\$19,397,412,240.62

Exports (2012)

74% of Supply

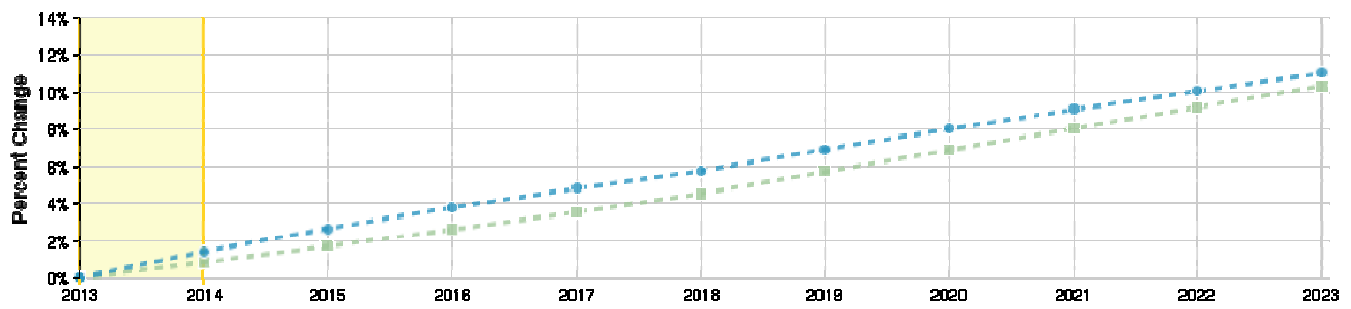
NAICS	Industry	Exports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$1,676,360,744	
21	Mining, Quarrying, and Oil and Gas Extraction	\$191,516,817	
22	Utilities	\$311,455,961	
23	Construction	\$441,751,867	
31	Manufacturing	\$5,841,080,960	
42	Wholesale Trade	\$748,519,641	
44	Retail Trade	\$648,726,153	
48	Transportation and Warehousing	\$978,559,444	
51	Information	\$243,312,295	
52	Finance and Insurance	\$724,864,439	
53	Real Estate and Rental and Leasing	\$352,907,560	
54	Professional, Scientific, and Technical Services	\$165,654,384	
55	Management of Companies and Enterprises	\$217,238,431	
56	Administrative and Support and Waste Management and Remediation Services	\$199,943,964	
61	Educational Services (Private)	\$73,109,695	
62	Health Care and Social Assistance	\$1,412,503,661	
71	Arts, Entertainment, and Recreation	\$41,404,822	
72	Accommodation and Food Services	\$253,132,098	
81	Other Services (except Public Administration)	\$154,904,158	
90	Government	\$4,720,465,147	

MRRPC Region | Region Imports

\$19,452,723,412 Imports (2012) 74% of Demand	\$6,818,632,430 Locally Produced & Consumed (2012) 26% of Demand
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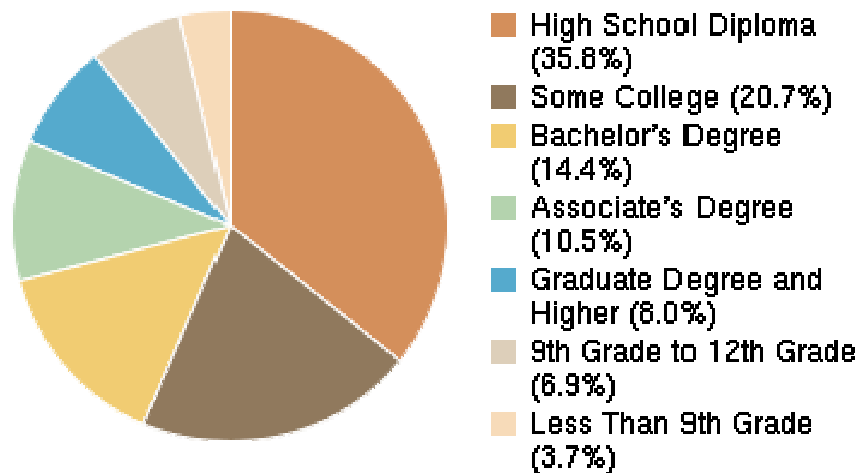
NAICS	Industry	Imports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$975,076,836	
21	Mining, Quarrying, and Oil and Gas Extraction	\$234,504,967	
22	Utilities	\$222,902,912	
23	Construction	\$457,653,259	
31	Manufacturing	\$4,325,663,985	
42	Wholesale Trade	\$995,257,921	
44	Retail Trade	\$634,364,579	
48	Transportation and Warehousing	\$528,181,935	
51	Information	\$682,559,575	
52	Finance and Insurance	\$1,361,104,077	
53	Real Estate and Rental and Leasing	\$885,594,635	
54	Professional, Scientific, and Technical Services	\$889,401,091	
55	Management of Companies and Enterprises	\$306,041,567	
56	Administrative and Support and Waste Management and Remediation Services	\$397,520,823	
61	Educational Services (Private)	\$176,849,184	
62	Health Care and Social Assistance	\$787,607,796	
71	Arts, Entertainment, and Recreation	\$132,820,763	
72	Accommodation and Food Services	\$364,410,532	
81	Other Services (except Public Administration)	\$250,846,274	
90	Government	\$4,844,360,703	

Regional Trends



Region	2013 Jobs	2014 Jobs	% Change
● MRRPC Region	160,365	162,622	1.4%
● State	3,023,634	3,048,478	0.8%

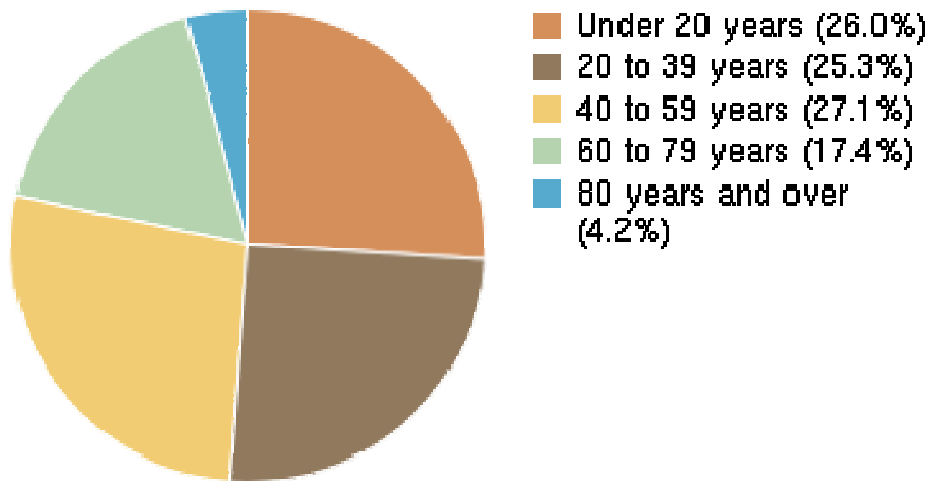
2013 Educational Attainment



Largest Openings/Completions Gaps

Occupation	Related Completions (2012)	Annual Openings (2013)
Healthcare Social Workers (21-1022)	0	21
Pharmacists (29-1051)	0	19
Substitute Teachers (25-3098)	3	18
Industrial Engineers (17-2112)	0	15
Family and General Practitioners (29-1062)	0	13

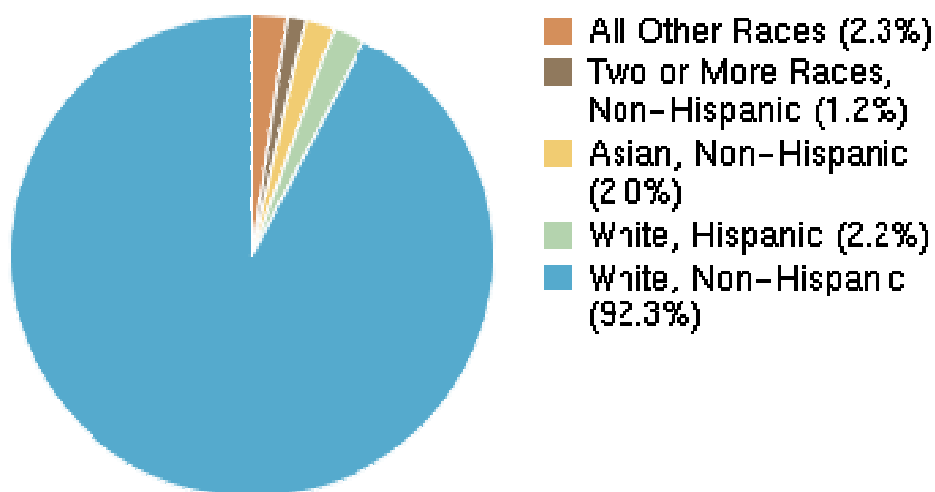
2013 Age Demographics



Growing/Declining Occupations

Occupation	Change in Jobs (2013-2014)
Registered Nurses (29-1141)	187
Nursing Assistants (31-1014)	82
Laborers and Freight, Stock, and Material Movers, Hand (53-7062)	74
Telemarketers (41-9041)	-14
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	-16
Childcare Workers (39-9011)	-19

2013 Race Demographics



Growing/Declining Industries

Industry	Change in Jobs (2013-2014)
General Medical and Surgical Hospitals (Private) (622110)	650
Warehouse Clubs and Supercenters (452910)	166
General Warehousing and Storage (493110)	131
Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing (333415)	-88
General Freight Trucking, Long-Distance, Truckload (484121)	-106
Offices of Physicians (except Mental Health Specialists) (621111)	-223

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.