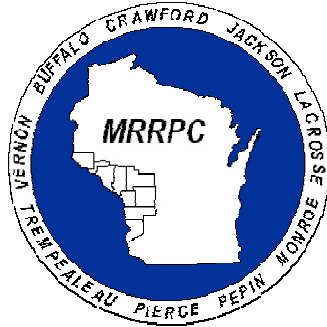


# Mississippi River Regional Planning Commission



1707 Main Street, Suite 435  
La Crosse, Wisconsin 54601

## Economy Overview 2014 – 1<sup>ST</sup> QTR

### Monroe 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	Monroe County
Region Description	Monroe County
Counties	

Monroe, WI (55081)



















## Monroe County



Population (2013)	45,736
Jobs (2013)	22,038
Average Earnings (2013)	\$44,616
Unemployed (11/2013)	1,294
Completions (2012)	0
GRP (2012)	\$1,638,749,724
Exports (2012)	\$4,869,314,429
Imports (2012)	\$3,756,809,452






















## Monroe County | Population

<b>45,736</b> 2013 Population 0.8% of State	<b>3.6%</b> Population Growth for the Last 5 Years State Growth 2.3%
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Age Group	2013 Population	% of Population	
Under 5 years	3,271	7.2%	
5 to 9 years	3,295	7.2%	
10 to 14 years	3,345	7.3%	
15 to 19 years	2,871	6.3%	
20 to 24 years	2,210	4.8%	
25 to 29 years	2,781	6.1%	
30 to 34 years	2,942	6.4%	
35 to 39 years	2,527	5.5%	
40 to 44 years	2,623	5.7%	
45 to 49 years	3,180	7.0%	
50 to 54 years	3,584	7.8%	
55 to 59 years	3,403	7.4%	
60 to 64 years	3,022	6.6%	
65 to 69 years	2,265	5.0%	
70 to 74 years	1,509	3.3%	
75 to 79 years	1,164	2.5%	
80 to 84 years	879	1.9%	
85 years and over	865	1.9%	

## Monroe County | Jobs by Industry

<b>22,038</b> Total Jobs (2013)	<b>53.9%</b> Male (National: 51.1%)	<b>46.1%</b> Female (National: 48.9%)
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NAICS	Industry	2013 Jobs	
11	Agriculture, Forestry, Fishing and Hunting	951	
21	Mining, Quarrying, and Oil and Gas Extraction	164	
22	Utilities	70	
23	Construction	973	
31	Manufacturing	3,799	
42	Wholesale Trade	581	
44	Retail Trade	1,990	
48	Transportation and Warehousing	2,044	
51	Information	112	
52	Finance and Insurance	465	
53	Real Estate and Rental and Leasing	96	
54	Professional, Scientific, and Technical Services	399	
55	Management of Companies and Enterprises	32	
56	Administrative and Support and Waste Management and Remediation Services	716	
61	Educational Services (Private)	90	
62	Health Care and Social Assistance	1,840	
71	Arts, Entertainment, and Recreation	177	
72	Accommodation and Food Services	1,668	
81	Other Services (except Public Administration)	772	
90	Government	5,099	
99	Unclassified Industry	0	

## Monroe County | Average Earnings by Industry






















<b>\$44,616</b> <b>Avg. Earnings (2013)</b> 77% of Nation Avg.	<b>\$51,560</b> <b>Male Avg. Earnings (2013)</b> 74% of Nation Avg.	<b>\$36,500</b> <b>Female Avg. Earnings (2013)</b> 80% of Nation Avg.
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NAICS	Industry	Avg. Earnings (2013)	
11	Agriculture, Forestry, Fishing and Hunting	\$33,742	
21	Mining, Quarrying, and Oil and Gas Extraction	\$68,787	
22	Utilities	\$97,169	
23	Construction	\$47,086	
31	Manufacturing	\$48,355	
42	Wholesale Trade	\$51,008	
44	Retail Trade	\$26,498	
48	Transportation and Warehousing	\$50,398	
51	Information	\$42,938	
52	Finance and Insurance	\$49,483	
53	Real Estate and Rental and Leasing	\$25,248	
54	Professional, Scientific, and Technical Services	\$52,236	
55	Management of Companies and Enterprises	\$44,043	
56	Administrative and Support and Waste Management and Remediation Services	\$31,784	
61	Educational Services (Private)	\$30,847	
62	Health Care and Social Assistance	\$40,717	
71	Arts, Entertainment, and Recreation	\$11,876	
72	Accommodation and Food Services	\$14,107	
81	Other Services (except Public Administration)	\$25,957	
90	Government	\$62,672	
99	Unclassified Industry		

## Monroe County | Unemployment by Industry






















**1,294**

Total Unemployment (11/2013)

NAICS	Industry	Unemployed (11/2013)	% of Unemployed	
11	Agriculture, Forestry, Fishing and Hunting	15	1%	
21	Mining, Quarrying, and Oil and Gas Extraction	10	1%	
22	Utilities	4	0%	
23	Construction	90	7%	
31	Manufacturing	226	17%	
42	Wholesale Trade	18	1%	
44	Retail Trade	133	10%	
48	Transportation and Warehousing	98	8%	
51	Information	4	0%	
52	Finance and Insurance	17	1%	
53	Real Estate and Rental and Leasing	4	0%	
54	Professional, Scientific, and Technical Services	18	1%	
55	Management of Companies and Enterprises	0	0%	
56	Administrative and Support and Waste Management and Remediation Services	55	4%	
61	Educational Services (Private)	3	0%	
62	Health Care and Social Assistance	73	6%	
71	Arts, Entertainment, and Recreation	18	1%	
72	Accommodation and Food Services	122	9%	
81	Other Services (except Public Administration)	28	2%	
90	Government	185	14%	
99	No Previous Work Experience/Unspecified	175	14%	

## Monroe County | Gross Regional Product (GRP)

<b>\$1,074,139,788</b>	<b>\$477,572,865</b>	<b>\$87,037,072</b>	<b>\$1,638,749,724</b>
Earnings (2012)	Property Income (2012)	Taxes on Production (2012)	Total GRP (2012)

NAICS	Industry	GRP (2012)	% of Total	
11	Agriculture, Forestry, Fishing and Hunting	\$104,059,707	6%	
21	Mining, Quarrying, and Oil and Gas Extraction	\$28,333,103	2%	
22	Utilities	\$29,318,173	2%	
23	Construction	\$50,354,123	3%	
31	Manufacturing	\$304,479,871	19%	
42	Wholesale Trade	\$63,479,947	4%	
44	Retail Trade	\$96,542,155	6%	
48	Transportation and Warehousing	\$141,414,884	9%	
51	Information	\$12,490,930	1%	
52	Finance and Insurance	\$62,981,992	4%	
53	Real Estate and Rental and Leasing	\$36,314,834	2%	
54	Professional, Scientific, and Technical Services	\$30,841,049	2%	
55	Management of Companies and Enterprises	\$1,855,360	0%	
56	Administrative and Support and Waste Management and Remediation Services	\$32,340,742	2%	
61	Educational Services (Private)	\$3,433,593	0%	
62	Health Care and Social Assistance	\$88,291,269	5%	
71	Arts, Entertainment, and Recreation	\$3,813,083	0%	
72	Accommodation and Food Services	\$39,223,499	2%	
81	Other Services (except Public Administration)	\$27,280,298	2%	
90	Government	\$376,315,869	23%	
	Other non-industries	\$105,585,244	6%	

## Monroe County | Region Exports

**\$4,869,314,429.34**

Exports (2012)

89% of Supply

NAICS	Industry	Exports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$314,954,031	
21	Mining, Quarrying, and Oil and Gas Extraction	\$42,716,123	
22	Utilities	\$25,536,944	
23	Construction	\$70,026,821	
31	Manufacturing	\$991,338,726	
42	Wholesale Trade	\$82,057,595	
44	Retail Trade	\$102,008,906	
48	Transportation and Warehousing	\$234,503,546	
51	Information	\$17,768,566	
52	Finance and Insurance	\$81,872,153	
53	Real Estate and Rental and Leasing	\$31,777,134	
54	Professional, Scientific, and Technical Services	\$25,954,306	
55	Management of Companies and Enterprises	\$2,364,409	
56	Administrative and Support and Waste Management and Remediation Services	\$44,446,349	
61	Educational Services (Private)	\$2,904,626	
62	Health Care and Social Assistance	\$89,849,574	
71	Arts, Entertainment, and Recreation	\$3,233,716	
72	Accommodation and Food Services	\$47,537,106	
81	Other Services (except Public Administration)	\$30,466,119	
90	Government	\$2,627,997,678	



## Monroe County | Region Imports

**\$3,756,809,452**

Imports (2012)

86% of Demand

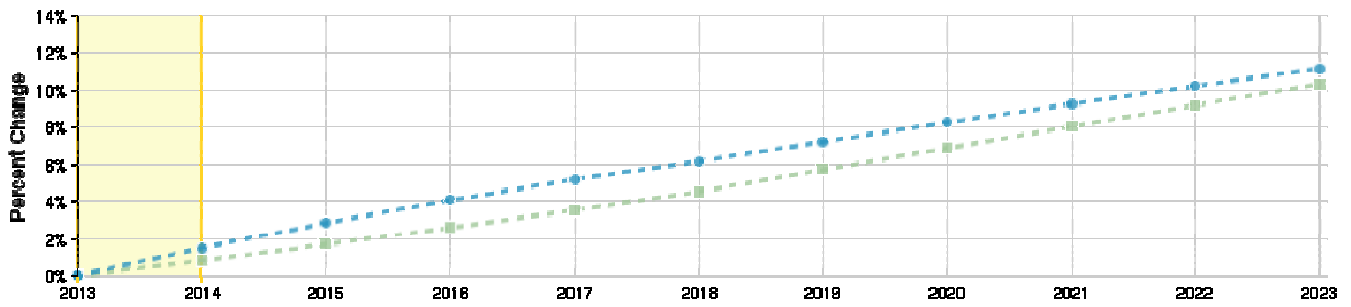
**\$612,210,487**

Locally Produced & Consumed (2012)

14% of Demand

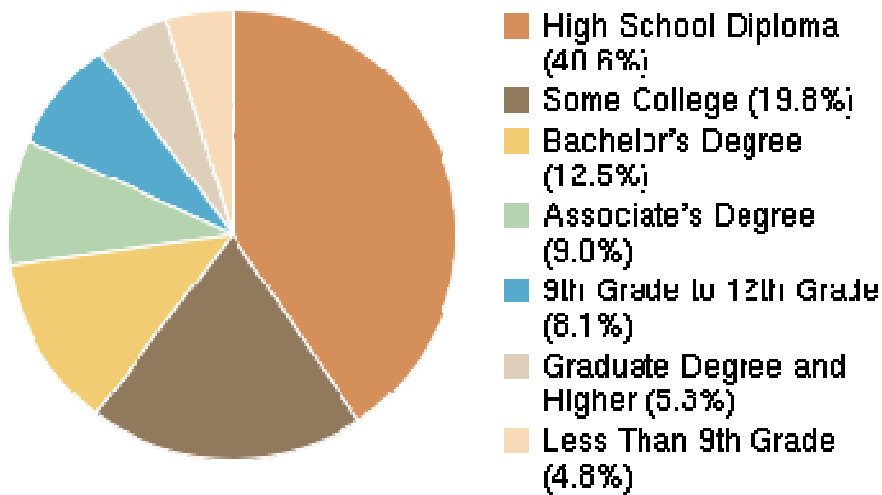
NAICS	Industry	Imports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$157,392,859	
21	Mining, Quarrying, and Oil and Gas Extraction	\$30,270,798	
22	Utilities	\$37,967,568	
23	Construction	\$83,378,864	
31	Manufacturing	\$711,699,323	
42	Wholesale Trade	\$171,481,037	
44	Retail Trade	\$117,863,612	
48	Transportation and Warehousing	\$94,031,938	
51	Information	\$113,455,575	
52	Finance and Insurance	\$205,900,247	
53	Real Estate and Rental and Leasing	\$132,631,835	
54	Professional, Scientific, and Technical Services	\$164,691,831	
55	Management of Companies and Enterprises	\$49,195,293	
56	Administrative and Support and Waste Management and Remediation Services	\$62,340,187	
61	Educational Services (Private)	\$28,507,499	
62	Health Care and Social Assistance	\$160,987,925	
71	Arts, Entertainment, and Recreation	\$20,794,779	
72	Accommodation and Food Services	\$62,526,432	
81	Other Services (except Public Administration)	\$43,531,702	
90	Government	\$1,308,160,146	

## Regional Trends



Region	2013 Jobs	2014 Jobs	% Change
● Monroe County	22,038	22,370	1.5%
● State	3,023,634	3,048,478	0.8%

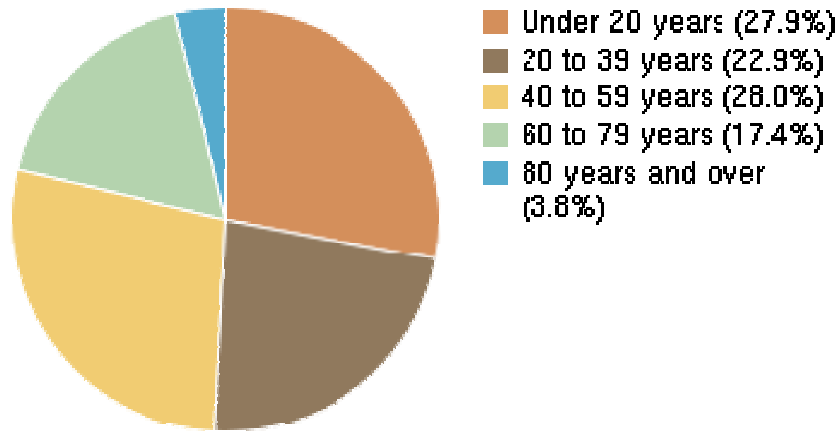
## 2013 Educational Attainment



## Largest Openings/Completions Gaps

Occupation	Related Completions (2012)	Annual Openings (2013)
Registered Nurses (29-1141)	0	14
General and Operations Managers (11-1021)	0	8
Elementary School Teachers, Except Special Education (25-2021)	0	8
Secondary School Teachers, Except Special and Career/Technical Education (25-2031)	0	6
Accountants and Auditors (13-2011)	0	6

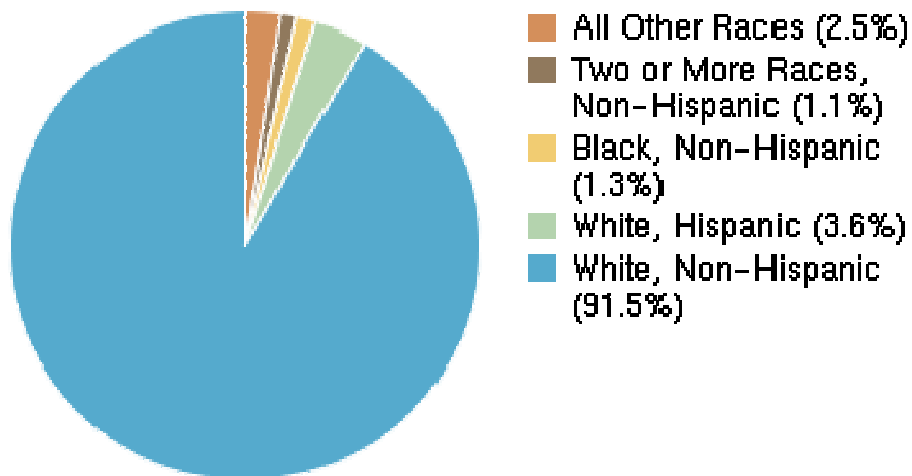
## 2013 Age Demographics



## Growing/Declining Occupations

Occupation	Change in Jobs (2013-2014)
Laborers and Freight, Stock, and Material Movers, Hand (53-7062)	31
Heavy and Tractor-Trailer Truck Drivers (53-3032)	18
Retail Salespersons (41-2031)	13
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	-3
Childcare Workers (39-9011)	-4
Sewing Machine Operators (51-6031)	-14

## 2013 Race Demographics



## Growing/Declining Industries

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Industry	Change in Jobs (2013-2014)
General Warehousing and Storage (493110)	84
Dry, Condensed, and Evaporated Dairy Product Manufacturing (311514)	43
Warehouse Clubs and Supercenters (452910)	38
Motor Vehicle Metal Stamping (336370)	-20
Men's and Boys' Cut and Sew Other Outerwear Manufacturing (315228)	-33
General Freight Trucking, Long-Distance, Truckload (484121)	-45

## Data Sources and Calculations

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### 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.