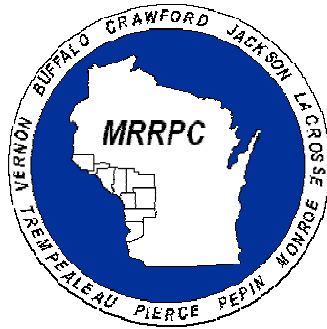


Mississippi River Regional Planning Commission



1707 Main Street, Suite 435
La Crosse, Wisconsin 54601

Economy Overview 2014 – 1ST QTR



















Pepin County



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Pepin County | Population

7,374 2013 Population 0.1% of State	-2.3% Population Growth for the Last 5 Years State Growth 2.3%
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Age Group	2013 Population	% of Population	
Under 5 years	444	6.0%	
5 to 9 years	440	6.0%	
10 to 14 years	478	6.5%	
15 to 19 years	463	6.3%	
20 to 24 years	297	4.0%	
25 to 29 years	325	4.4%	
30 to 34 years	399	5.4%	
35 to 39 years	376	5.1%	
40 to 44 years	426	5.8%	
45 to 49 years	502	6.8%	
50 to 54 years	607	8.2%	
55 to 59 years	646	8.8%	
60 to 64 years	575	7.8%	
65 to 69 years	414	5.6%	
70 to 74 years	338	4.6%	
75 to 79 years	251	3.4%	
80 to 84 years	202	2.7%	
85 years and over	192	2.6%	



















Pepin County | Jobs by Industry

2,743 Total Jobs (2013)	51.4% Male (National: 51.1%)	48.6% Female (National: 48.9%)
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NAICS	Industry	2013 Jobs	
11	Agriculture, Forestry, Fishing and Hunting	277	
21	Mining, Quarrying, and Oil and Gas Extraction	0	
22	Utilities	0	
23	Construction	208	
31	Manufacturing	153	
42	Wholesale Trade	215	
44	Retail Trade	287	
48	Transportation and Warehousing	92	
51	Information	23	
52	Finance and Insurance	77	
53	Real Estate and Rental and Leasing	13	
54	Professional, Scientific, and Technical Services	67	
55	Management of Companies and Enterprises	45	
56	Administrative and Support and Waste Management and Remediation Services	30	
61	Educational Services (Private)	36	
62	Health Care and Social Assistance	337	
71	Arts, Entertainment, and Recreation	19	
72	Accommodation and Food Services	279	
81	Other Services (except Public Administration)	77	
90	Government	507	
99	Unclassified Industry	0	

Pepin County | Average Earnings by Industry

\$37,804 Avg. Earnings (2013) 65% of Nation Avg.	\$45,643 Male Avg. Earnings (2013) 65% of Nation Avg.	\$29,506 Female Avg. Earnings (2013) 65% of Nation Avg.
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NAICS	Industry	Avg. Earnings (2013)	
11	Agriculture, Forestry, Fishing and Hunting	\$22,088	
21	Mining, Quarrying, and Oil and Gas Extraction	\$0	
22	Utilities	\$0	
23	Construction	\$43,335	
31	Manufacturing	\$46,333	
42	Wholesale Trade	\$51,600	
44	Retail Trade	\$30,287	
48	Transportation and Warehousing	\$38,238	
51	Information	\$75,179	
52	Finance and Insurance	\$56,345	
53	Real Estate and Rental and Leasing	\$28,229	
54	Professional, Scientific, and Technical Services	\$48,464	
55	Management of Companies and Enterprises	\$118,224	
56	Administrative and Support and Waste Management and Remediation Services	\$20,956	
61	Educational Services (Private)	\$31,131	
62	Health Care and Social Assistance	\$39,518	
71	Arts, Entertainment, and Recreation	\$27,359	
72	Accommodation and Food Services	\$11,854	
81	Other Services (except Public Administration)	\$25,279	
90	Government	\$43,925	
99	Unclassified Industry		

Pepin County | Unemployment by Industry



















181

Total Unemployment (11/2013)

NAICS	Industry	Unemployed (11/2013)	% of Unemployed	
11	Agriculture, Forestry, Fishing and Hunting	5	3%	
21	Mining, Quarrying, and Oil and Gas Extraction	0	0%	
22	Utilities	0	0%	
23	Construction	24	13%	
31	Manufacturing	11	6%	
42	Wholesale Trade	7	4%	
44	Retail Trade	25	14%	
48	Transportation and Warehousing	5	3%	
51	Information	1	0%	
52	Finance and Insurance	3	2%	
53	Real Estate and Rental and Leasing	1	0%	
54	Professional, Scientific, and Technical Services	3	2%	
55	Management of Companies and Enterprises	0	0%	
56	Administrative and Support and Waste Management and Remediation Services	1	1%	
61	Educational Services (Private)	0	0%	
62	Health Care and Social Assistance	16	9%	
71	Arts, Entertainment, and Recreation	1	1%	
72	Accommodation and Food Services	26	14%	
81	Other Services (except Public Administration)	3	2%	
90	Government	23	13%	
99	No Previous Work Experience/Unspecified	26	15%	

Pepin County | Gross Regional Product (GRP)

\$117,083,029	\$54,416,368	\$16,487,709	\$187,987,106
Earnings (2012)	Property Income (2012)	Taxes on Production (2012)	Total GRP (2012)

NAICS	Industry	GRP (2012)	% of Total	
11	Agriculture, Forestry, Fishing and Hunting	\$21,988,010	12%	
21	Mining, Quarrying, and Oil and Gas Extraction	\$0	0%	
22	Utilities	\$386,319	0%	
23	Construction	\$10,932,081	6%	
31	Manufacturing	\$12,168,631	6%	
42	Wholesale Trade	\$21,310,050	11%	
44	Retail Trade	\$19,014,231	10%	
48	Transportation and Warehousing	\$5,239,696	3%	
51	Information	\$6,142,680	3%	
52	Finance and Insurance	\$10,229,591	5%	
53	Real Estate and Rental and Leasing	\$2,301,969	1%	
54	Professional, Scientific, and Technical Services	\$5,037,930	3%	
55	Management of Companies and Enterprises	\$6,678,522	4%	
56	Administrative and Support and Waste Management and Remediation Services	\$975,131	1%	
61	Educational Services (Private)	\$1,225,019	1%	
62	Health Care and Social Assistance	\$15,212,711	8%	
71	Arts, Entertainment, and Recreation	\$820,758	0%	
72	Accommodation and Food Services	\$5,408,539	3%	
81	Other Services (except Public Administration)	\$3,097,846	2%	
90	Government	\$21,724,027	12%	
	Other non-industries	\$18,093,367	10%	

Pepin County | Region Exports

\$289,022,452.70

Exports (2012)

77% of Supply

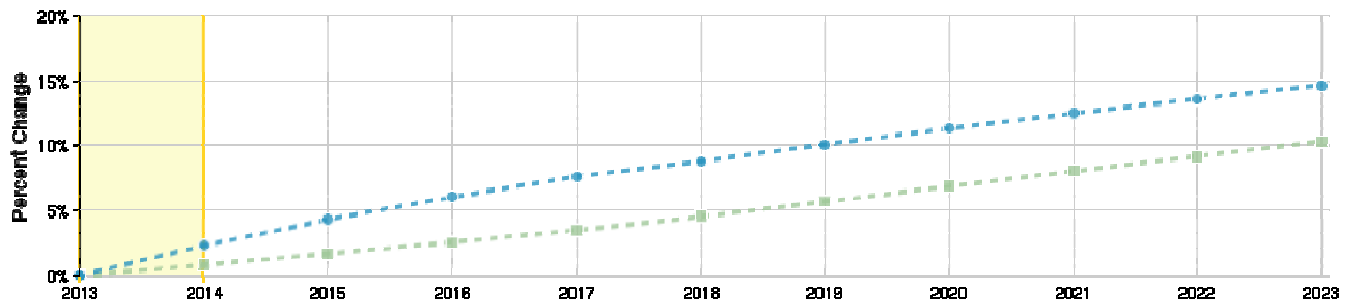
NAICS	Industry	Exports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$64,657,909	
21	Mining, Quarrying, and Oil and Gas Extraction	\$0	
22	Utilities	\$224,932	
23	Construction	\$15,176,412	
31	Manufacturing	\$56,109,844	
42	Wholesale Trade	\$30,186,059	
44	Retail Trade	\$21,873,934	
48	Transportation and Warehousing	\$10,041,914	
51	Information	\$7,417,592	
52	Finance and Insurance	\$11,831,334	
53	Real Estate and Rental and Leasing	\$1,601,055	
54	Professional, Scientific, and Technical Services	\$4,173,365	
55	Management of Companies and Enterprises	\$10,125,666	
56	Administrative and Support and Waste Management and Remediation Services	\$882,960	
61	Educational Services (Private)	\$1,074,298	
62	Health Care and Social Assistance	\$11,154,558	
71	Arts, Entertainment, and Recreation	\$712,596	
72	Accommodation and Food Services	\$6,045,357	
81	Other Services (except Public Administration)	\$2,719,501	
90	Government	\$33,013,167	

Pepin County | Region Imports

\$412,596,815 Imports (2012) 82% of Demand	\$87,869,989 Locally Produced & Consumed (2012) 18% of Demand
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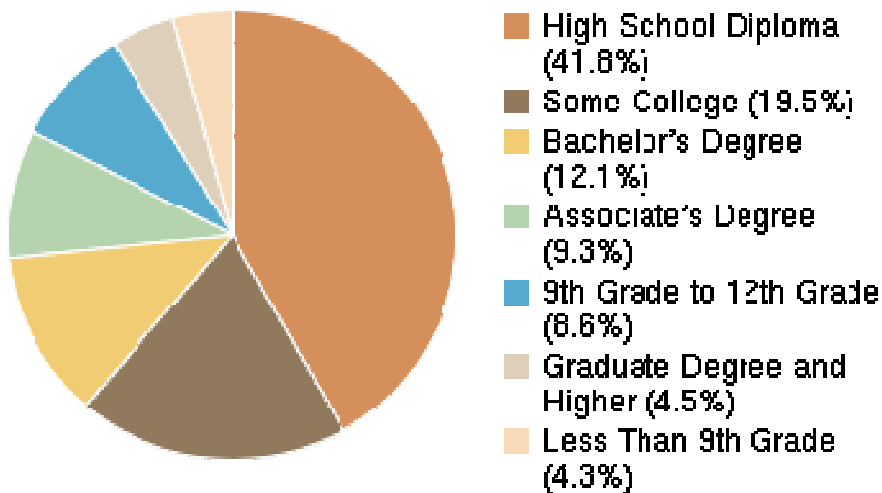
NAICS	Industry	Imports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$29,312,940	
21	Mining, Quarrying, and Oil and Gas Extraction	\$4,316,106	
22	Utilities	\$5,914,525	
23	Construction	\$9,579,650	
31	Manufacturing	\$80,889,784	
42	Wholesale Trade	\$22,375,046	
44	Retail Trade	\$19,666,563	
48	Transportation and Warehousing	\$10,893,243	
51	Information	\$13,740,012	
52	Finance and Insurance	\$31,400,274	
53	Real Estate and Rental and Leasing	\$20,076,421	
54	Professional, Scientific, and Technical Services	\$17,147,287	
55	Management of Companies and Enterprises	\$4,009,065	
56	Administrative and Support and Waste Management and Remediation Services	\$7,394,833	
61	Educational Services (Private)	\$4,014,847	
62	Health Care and Social Assistance	\$21,711,658	
71	Arts, Entertainment, and Recreation	\$3,265,675	
72	Accommodation and Food Services	\$9,834,431	
81	Other Services (except Public Administration)	\$6,590,767	
90	Government	\$90,463,687	

Regional Trends



Region	2013 Jobs	2014 Jobs	% Change
● Pepin County	2,743	2,807	2.3%
● State	3,023,634	3,048,478	0.8%

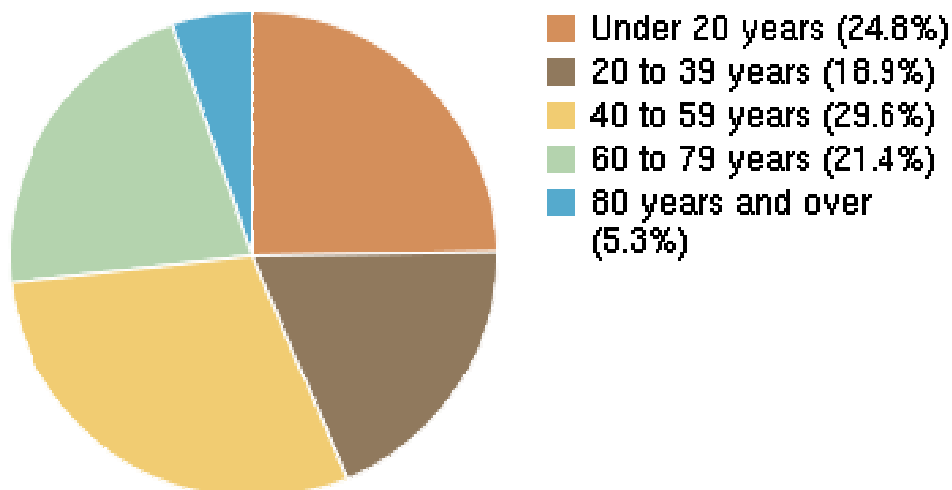
2013 Educational Attainment



Largest Openings/Completions Gaps

Occupation	Related Completions (2012)	Annual Openings (2013)
Elementary School Teachers, Except Special Education (25-2021)	0	1
Registered Nurses (29-1141)	0	1
Secondary School Teachers, Except Special and Career/Technical Education (25-2031)	0	1
Lawyers (23-1011)	0	1
General and Operations Managers (11-1021)	0	1

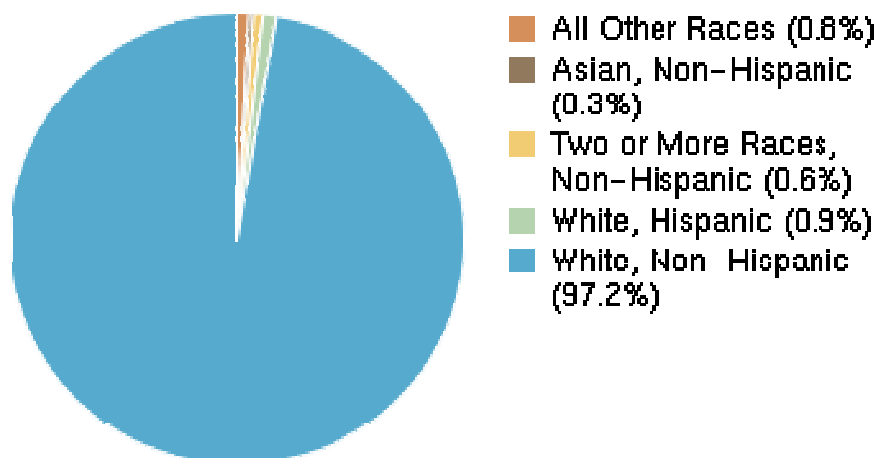
2013 Age Demographics



Growing/Declining Occupations

Occupation	Change in Jobs (2013-2014)
Farmers, Ranchers, and Other Agricultural Managers (11-9013)	12
Combined Food Preparation and Serving Workers, Including Fast Food (35-3021)	6
Farmworkers and Laborers, Crop, Nursery, and Greenhouse (45-2092)	4
Carpenters (47-2031)	-1
Childcare Workers (39-9011)	-1
Heavy and Tractor-Trailer Truck Drivers (53-3032)	-2

2013 Race Demographics



Growing/Declining Industries

Industry	Change in Jobs (2013-2014)
Animal Production (112000)	20
Nursing Care Facilities (623110)	10
Limited-Service Restaurants (722211)	9
Tire Dealers (441320)	-4
Sawmills (321113)	-4
Corporate, Subsidiary, and Regional Managing Offices (551114)	-5

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.