



Pepin County, WI

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Economy Overview

7,276

Population (2017)

Population **decreased by 134** over the last 5 years and is projected to **decrease by 76** over the next 5 years.

2,719

Jobs (2017)

Jobs **grew by 18** over the last 5 years and are projected to **grow by 118** over the next 5 years.

\$49.5K

Median Household Income (2015)

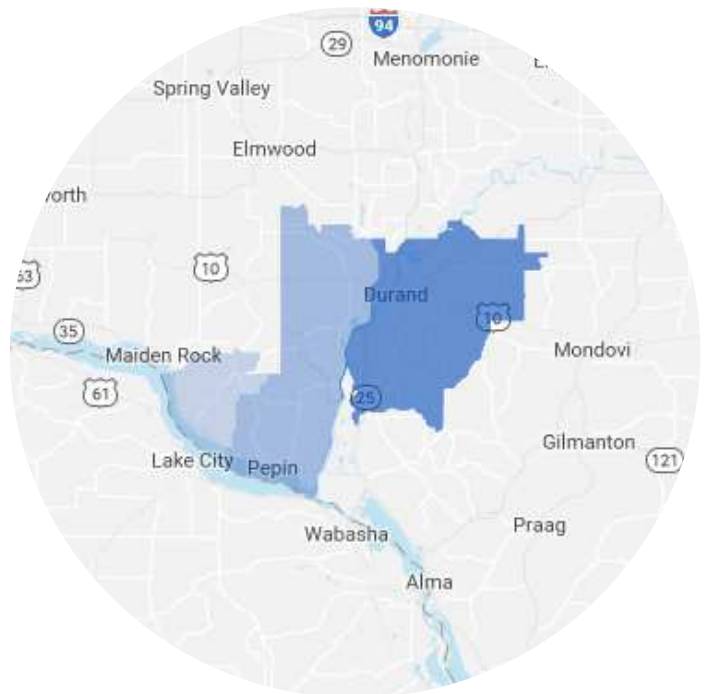
Median household income is **\$4.4K below** the national median household income of \$53.9K.

As of 2017 the region's population **declined by 1.8%** since 2012, falling by 134. Population is expected to **decrease by 1.0%** between 2017 and 2022, losing 76.

From 2012 to 2017, jobs **increased by 0.7%** in Pepin County, WI from 2,701 to **2,719**. This change **fell short of the national growth rate of 7.2% by 6.5%**. As the number of jobs increased, the **labor force participation rate increased from 68.7% to 71.7% between 2012 and 2017**.

Concerning educational attainment, **13.5% of Pepin County, WI residents possess a Bachelor's Degree** (4.9% below the national average), and **11.2% hold an Associate's Degree** (3.3% above the national average).

The top three industries in 2017 are Local Government, Excluding Education and Hospitals, Animal Production, and Education and Hospitals (Local Government).

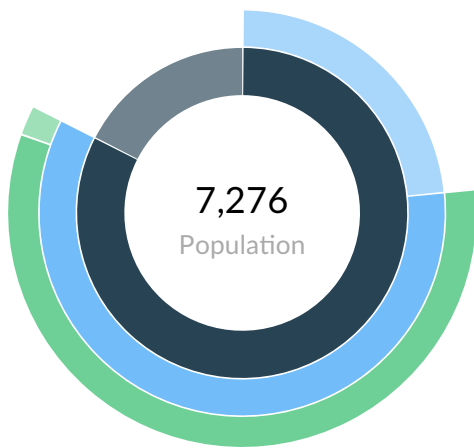


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	7,276	4,301	2,719	101.1	\$256.72M	\$484.15M	\$317.28M
MISSISSIPPI RIVER REGION	323,649	180,700	162,309	100.4	\$13.89B	\$20.79B	\$20.34B
State	5,795,388	3,204,002	3,114,900	103.9	\$293.75B	\$277.82B	\$296.97B

Economy Overview - Cont.

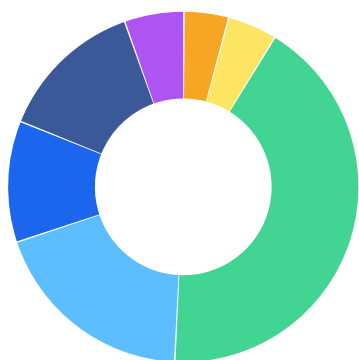
2017 Labor Force Breakdown



	Population
● Total Working Age Population	5,998
● Not in Labor Force (15+)	1,697
● Labor Force	4,301
● Employed	4,150
● Unemployed	151
● Under 15	1,277

Educational Attainment

Concerning educational attainment, **13.5% of Pepin County, WI residents possess a Bachelor's Degree** (4.9% below the national average), and **11.2% hold an Associate's Degree** (3.3% above the national average).

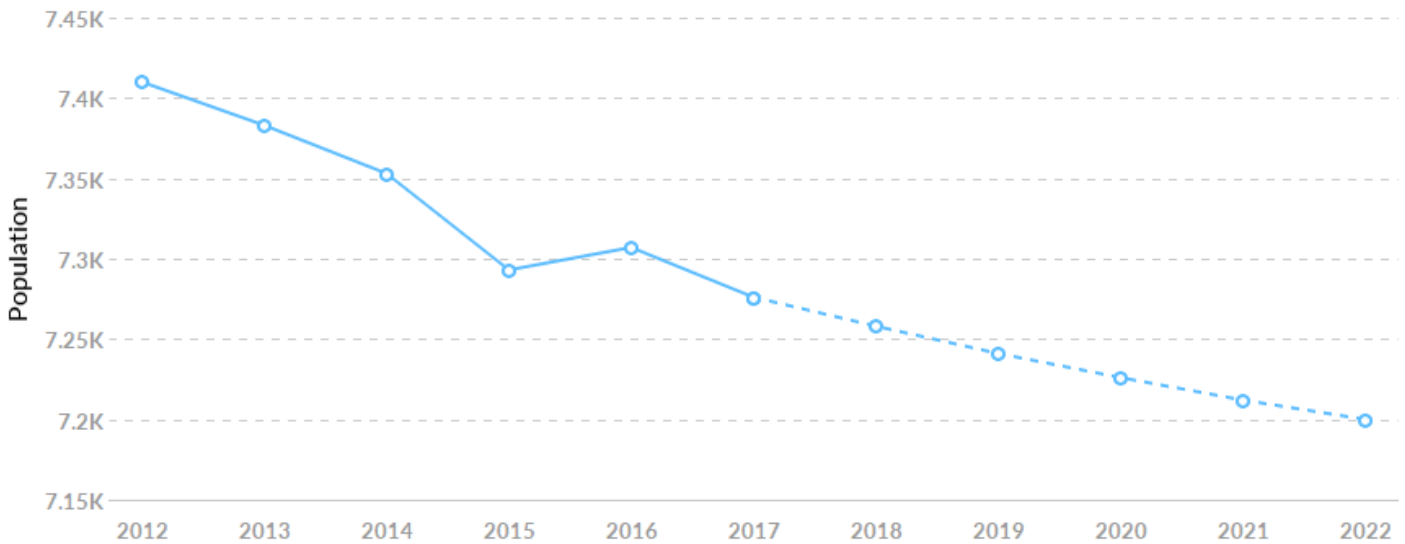


	% of Population	Population
● Less Than 9th Grade	4.1%	215
● 9th Grade to 12th Grade	4.6%	239
● High School Diploma	42.0%	2,199
● Some College	19.1%	1,001
● Associate's Degree	11.2%	586
● Bachelor's Degree	13.5%	706
● Graduate Degree and Higher	5.5%	288

Historic & Projected Trends

Population Trends

As of 2017 the region's population declined by 1.8% since 2012, falling by 134. Population is expected to decrease by 1.0% between 2017 and 2022, losing 76.

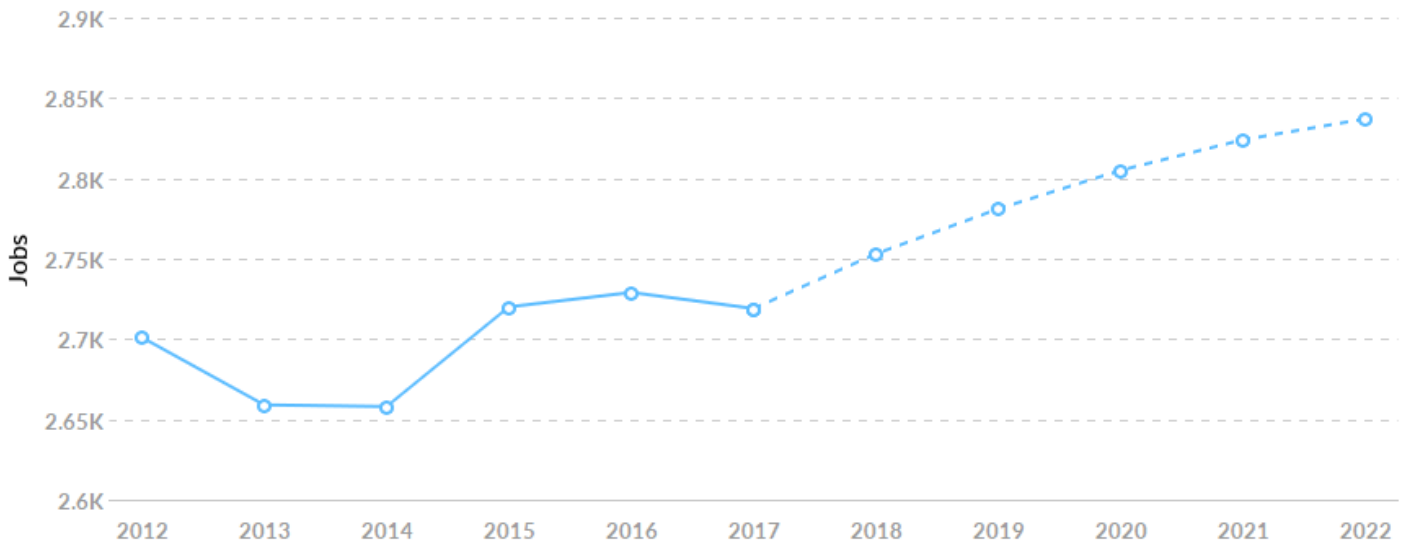


Timeframe	Population
2012	7,410
2013	7,383
2014	7,353
2015	7,293
2016	7,307
2017	7,276
2018	7,258
2019	7,241
2020	7,226
2021	7,212
2022	7,200

Historic & Projected Trends - Cont.

Job Trends

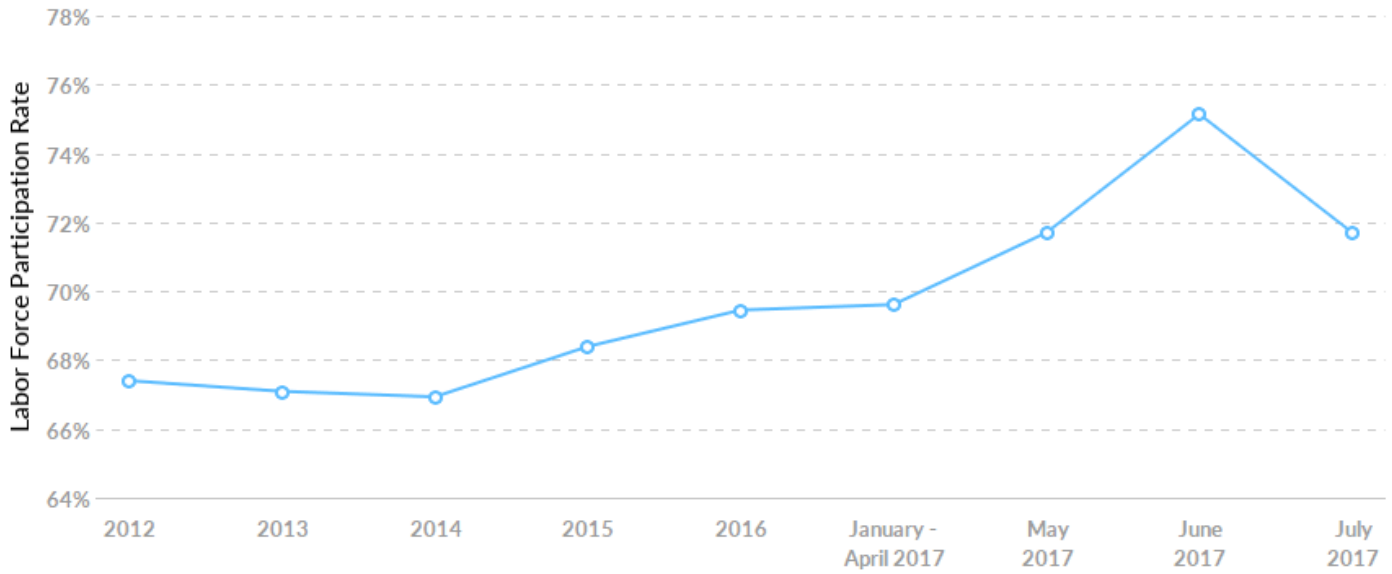
From 2012 to 2017, jobs increased by 0.7% in Pepin County, WI from 2,701 to 2,719. This change fell short of the national growth rate of 7.2% by 6.5%.



Timeframe	Jobs
2012	2,701
2013	2,659
2014	2,658
2015	2,720
2016	2,729
2017	2,719
2018	2,753
2019	2,781
2020	2,805
2021	2,824
2022	2,837

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

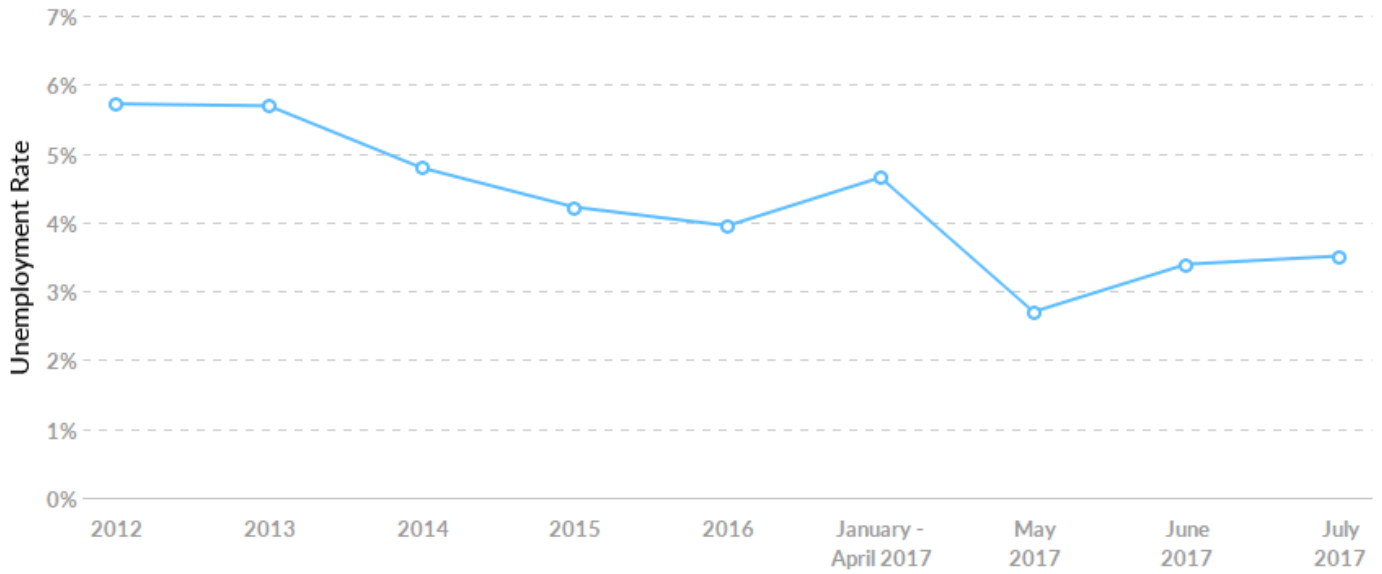


Timeframe	Labor Force Participation Rate
2012	67.40%
2013	67.09%
2014	66.93%
2015	68.39%
2016	69.45%
January - April 2017	69.61%
May 2017	71.70%
June 2017	75.14%
July 2017	71.70%

Historic & Projected Trends - Cont.

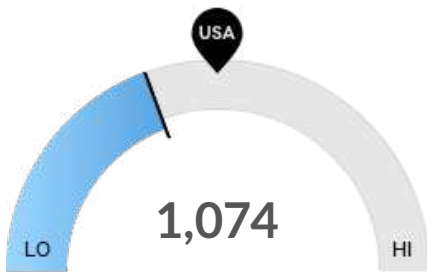
Unemployment Rate Trends

Pepin County, WI had a July 2017 unemployment rate of 3.51%, **decreasing from 5.72%** 5 years before.



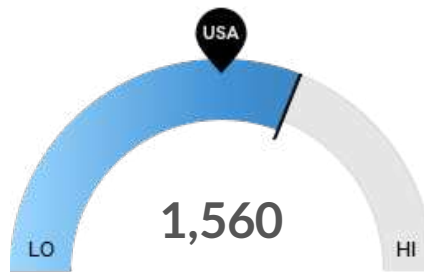
Timeframe	Unemployment Rate
2012	5.72%
2013	5.69%
2014	4.79%
2015	4.22%
2016	3.95%
January - April 2017	4.65%
May 2017	2.70%
June 2017	3.39%
July 2017	3.51%

Population Characteristics



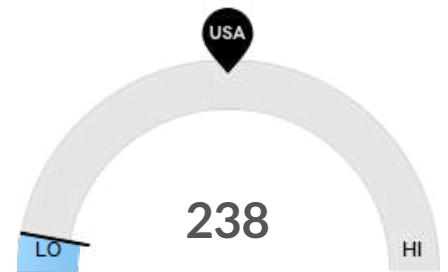
Millennials

Pepin County, WI has 1,074 millennials (ages 20-34). The national average for an area this size is 1,516.



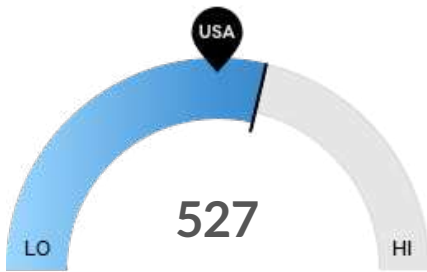
Retiring Soon

Retirement risk is high in Pepin County, WI. The national average for an area this size is 1,114 people 65 or older, while there are 1,560 here.



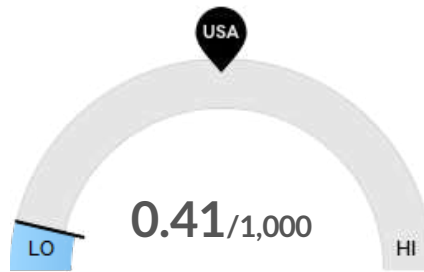
Racial Diversity

Racial diversity is low in Pepin County, WI. The national average for an area this size is 2,830 racially diverse people, while there are 238 here.



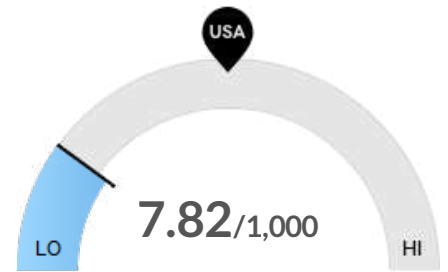
Veterans

Pepin County, WI has 527 veterans. The national average for an area this size is 428.



Violent Crime

Pepin County, WI has 0.41 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



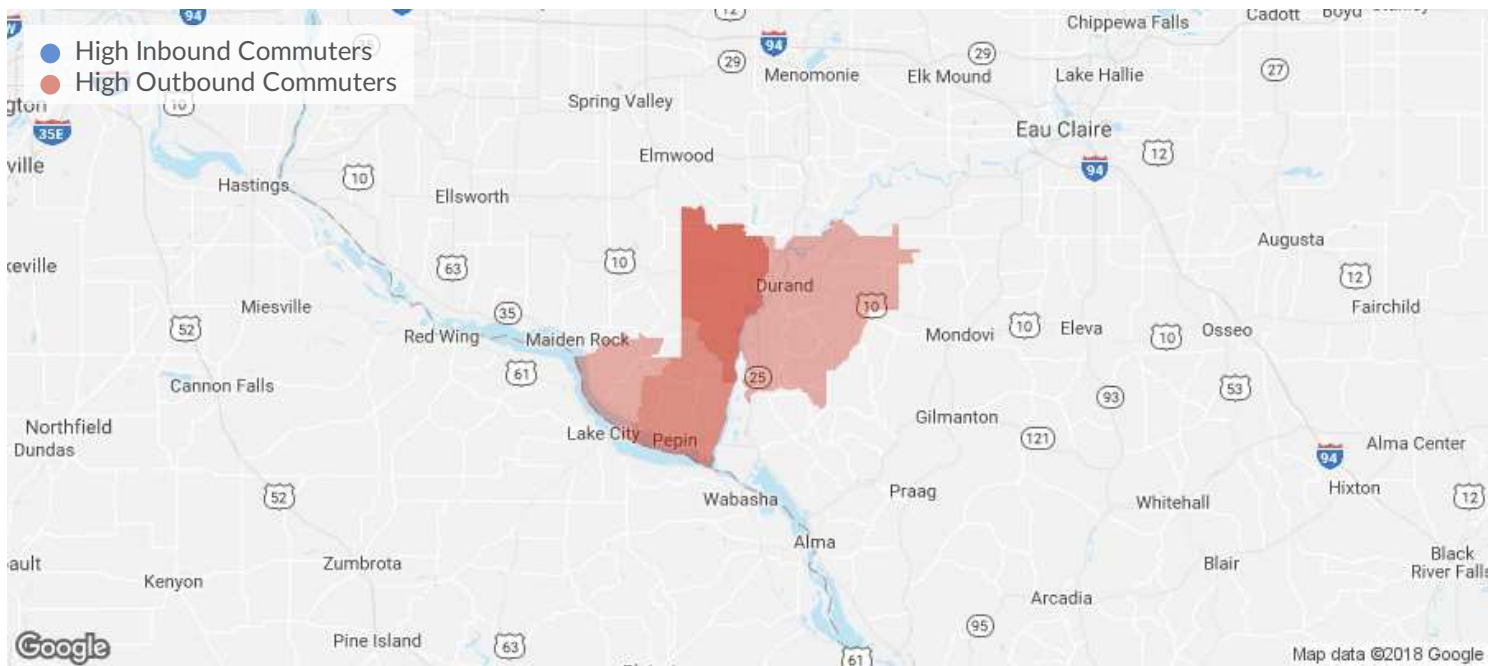
Property Crime

Pepin County, WI has 7.82 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Pepin County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2017 Employment
54736	Durand, WI (in Pepin c...	2,020
54759	Pepin, WI (in Pepin cou...	416
54721	Arkansaw, WI (in Pepin...	143
54769	Stockholm, WI (in Pepi...	140

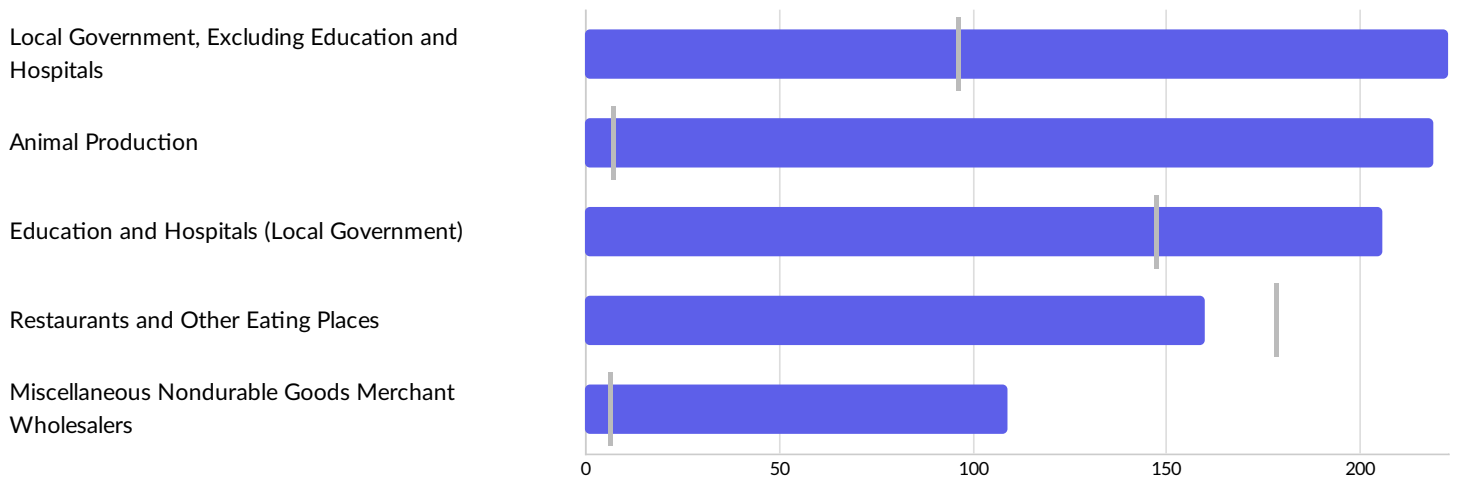
Where Talent Lives

ZIP	Name	2017 Workers
54736	Durand, WI (in Pepin c...	2,282
54759	Pepin, WI (in Pepin cou...	801
54721	Arkansaw, WI (in Pepin...	683
54769	Stockholm, WI (in Pepi...	361

Industry Characteristics

Largest Industries

● Industry Jobs ● National Average

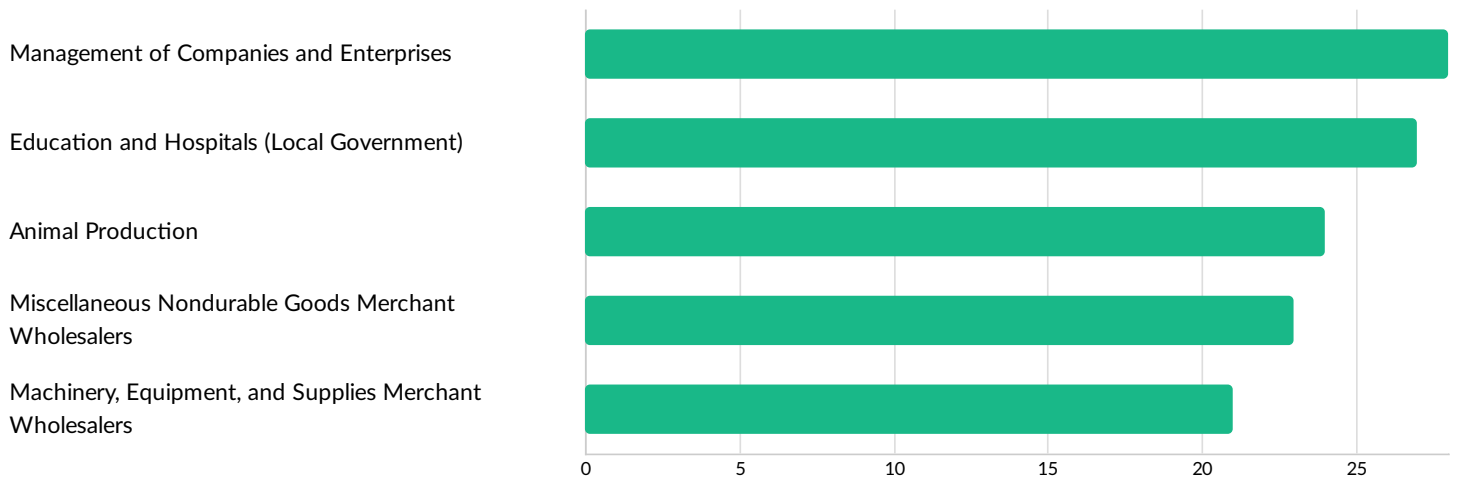


Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Local Government, Excluding Education and Hospitals	275	223	-52	-19%	\$42,624
Animal Production	195	219	24	+12%	\$30,468
Education and Hospitals (Local Government)	179	206	27	+15%	\$49,140
Restaurants and Other Eating Places	179	160	-19	-11%	\$14,037
Miscellaneous Nondurable Goods Merchant Wholesalers	86	109	23	+27%	\$53,199

Industry Characteristics - Cont

Top Growing Industries

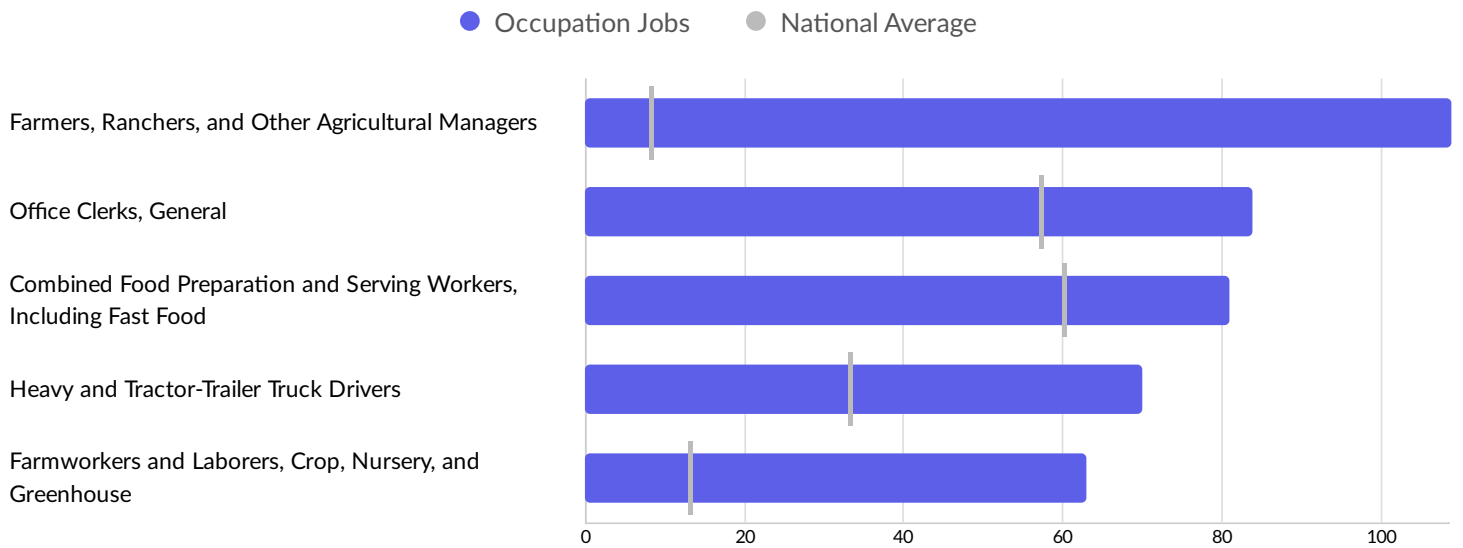
● Industry Jobs Change



Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Management of Companies and Enterprises	43	71	28	+65%	\$82,570
Education and Hospitals (Local Government)	179	206	27	+15%	\$49,140
Animal Production	195	219	24	+12%	\$30,468
Miscellaneous Nondurable Goods Merchant Wholesalers	86	109	23	+27%	\$53,199
Machinery, Equipment, and Supplies Merchant Wholesalers	72	93	21	+29%	\$67,607

Workforce Characteristics

Largest Occupations

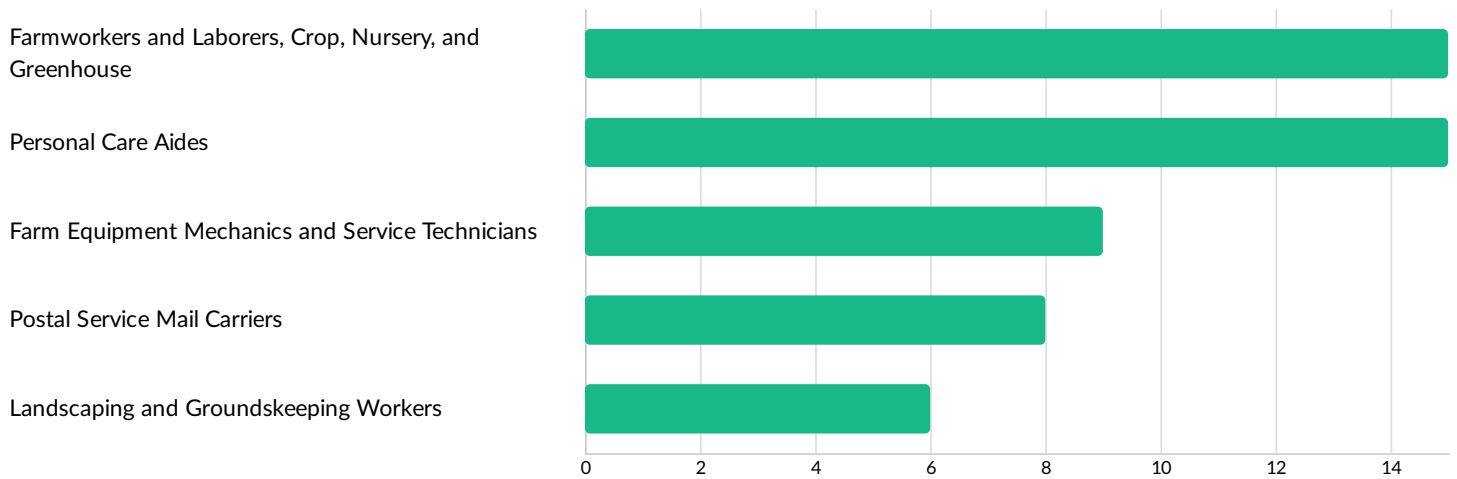


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Farmers, Ranchers, and Other Agricultural Managers	112	109	-3	-3%	\$13.24
Office Clerks, General	81	84	3	+4%	\$15.50
Combined Food Preparation and Serving Workers, Including Fast Food	79	81	2	+3%	\$8.55
Heavy and Tractor-Trailer Truck Drivers	69	70	1	+1%	\$20.47
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	48	63	15	+31%	\$13.37

Workforce Characteristics - Cont

Top Growing Occupations

● Occupation Jobs Change

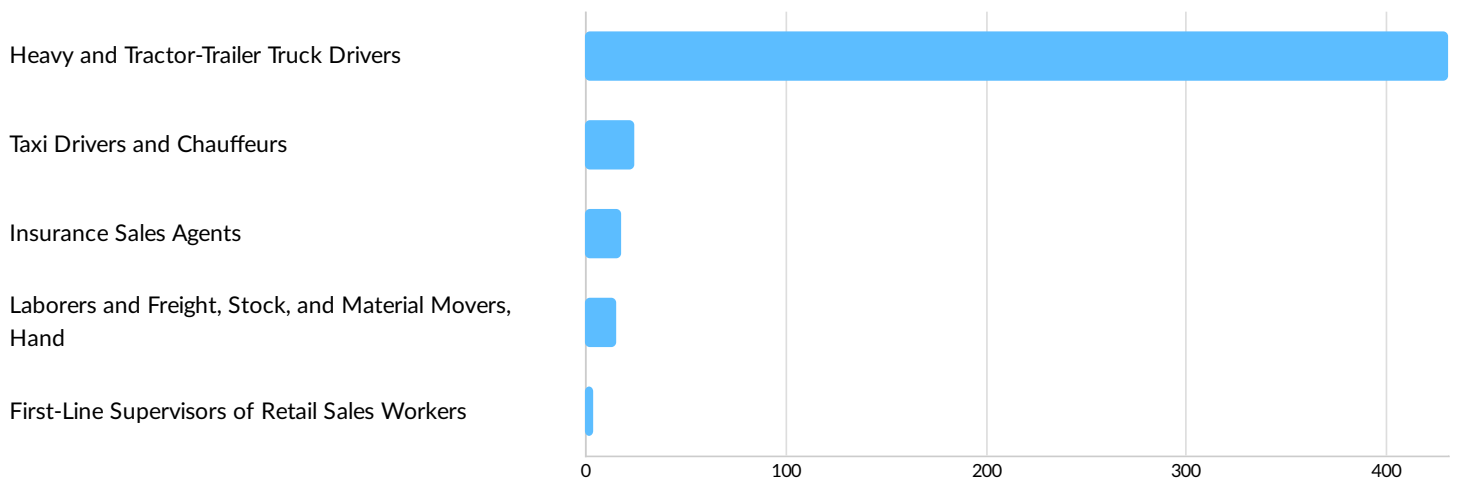


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Personal Care Aides	11	26	15	+136%	\$9.26
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	48	63	15	+31%	\$13.37
Farm Equipment Mechanics and Service Technicians	27	36	9	+33%	\$21.81
Postal Service Mail Carriers	12	20	8	+67%	\$22.27
Landscaping and Groundskeeping Workers	14	20	6	+43%	\$10.79

Workforce Characteristics

Top Posted Occupations

● Occupation Jobs Change



Occupation	Jan 2017 Unique Postings	Dec 2017 Unique Postings	Jan 2017 - Dec 2017 Avg. Unique	2016 Avg. Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	90	431	183	\$20.47
Taxi Drivers and Chauffeurs	3	25	23	\$10.06
Insurance Sales Agents	15	18	10	\$31.58
Laborers and Freight, Stock, and Material Movers, Hand	8	16	7	\$15.09
First-Line Supervisors of Retail Sales Workers	7	4	6	\$17.65

Educational Pipeline

Over the last 5 years, no schools in Pepin County, WI produced graduates.