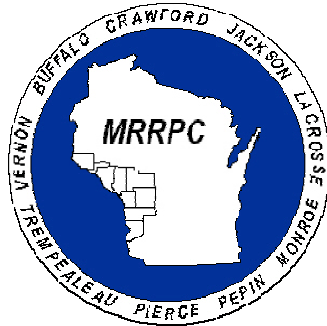


Mississippi River Regional Planning Commission



1707 Main Street, Suite 435
La Crosse, Wisconsin 54601

Economy Overview 2014 – 1ST QTR

Pierce 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	Pierce County
Region Description	Pierce County, Wisconsin
Counties	
Pierce, WI (55093)	



















Pierce County



Population (2013)	41,393
Jobs (2013)	11,784
Average Earnings (2013)	\$40,275
Unemployed (11/2013)	820
Completions (2012)	1,553
GRP (2012)	\$920,610,329
Exports (2012)	\$1,327,861,986
Imports (2012)	\$2,024,506,635






















Pierce County | Population

41,393 2013 Population 0.7% of State	1.6% Population Growth for the Last 5 Years State Growth 2.3%
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Age Group	2013 Population	% of Population	
Under 5 years	2,320	5.6%	
5 to 9 years	2,551	6.2%	
10 to 14 years	2,502	6.0%	
15 to 19 years	3,660	8.8%	
20 to 24 years	4,830	11.7%	
25 to 29 years	2,377	5.7%	
30 to 34 years	2,326	5.6%	
35 to 39 years	2,284	5.5%	
40 to 44 years	2,482	6.0%	
45 to 49 years	2,873	6.9%	
50 to 54 years	3,124	7.5%	
55 to 59 years	2,849	6.9%	
60 to 64 years	2,445	5.9%	
65 to 69 years	1,617	3.9%	
70 to 74 years	1,124	2.7%	
75 to 79 years	831	2.0%	
80 to 84 years	580	1.4%	
85 years and over	616	1.5%	

Pierce County | Jobs by Industry

11,784 Total Jobs (2013)	51.0% Male (National: 51.1%)	49.0% Female (National: 48.9%)
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NAICS	Industry	2013 Jobs	
11	Agriculture, Forestry, Fishing and Hunting	499	
21	Mining, Quarrying, and Oil and Gas Extraction	147	
22	Utilities	46	
23	Construction	646	
31	Manufacturing	1,362	
42	Wholesale Trade	258	
44	Retail Trade	936	
48	Transportation and Warehousing	433	
51	Information	57	
52	Finance and Insurance	299	
53	Real Estate and Rental and Leasing	70	
54	Professional, Scientific, and Technical Services	340	
55	Management of Companies and Enterprises	1	
56	Administrative and Support and Waste Management and Remediation Services	311	
61	Educational Services (Private)	98	
62	Health Care and Social Assistance	961	
71	Arts, Entertainment, and Recreation	180	
72	Accommodation and Food Services	1,169	
81	Other Services (except Public Administration)	483	
90	Government	3,489	
99	Unclassified Industry	0	

Pierce County | Average Earnings by Industry






















\$40,275 Avg. Earnings (2013) 70% of Nation Avg.	\$47,983 Male Avg. Earnings (2013) 69% of Nation Avg.	\$32,267 Female Avg. Earnings (2013) 71% of Nation Avg.
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NAICS	Industry	Avg. Earnings (2013)	
11	Agriculture, Forestry, Fishing and Hunting	\$30,226	
21	Mining, Quarrying, and Oil and Gas Extraction	\$78,884	
22	Utilities	\$86,664	
23	Construction	\$32,050	
31	Manufacturing	\$59,677	
42	Wholesale Trade	\$33,025	
44	Retail Trade	\$24,182	
48	Transportation and Warehousing	\$50,036	
51	Information	\$48,702	
52	Finance and Insurance	\$50,547	
53	Real Estate and Rental and Leasing	\$27,157	
54	Professional, Scientific, and Technical Services	\$49,829	
55	Management of Companies and Enterprises	\$312,894	
56	Administrative and Support and Waste Management and Remediation Services	\$28,613	
61	Educational Services (Private)	\$13,123	
62	Health Care and Social Assistance	\$38,333	
71	Arts, Entertainment, and Recreation	\$16,662	
72	Accommodation and Food Services	\$12,211	
81	Other Services (except Public Administration)	\$18,385	
90	Government	\$51,319	
99	Unclassified Industry		











Pierce County | Unemployment by Industry

820

Total Unemployment (11/2013)






















NAICS	Industry	Unemployed (11/2013)	% of Unemployed	
11	Agriculture, Forestry, Fishing and Hunting	10	1%	
21	Mining, Quarrying, and Oil and Gas Extraction	13	2%	
22	Utilities	3	0%	
23	Construction	59	7%	
31	Manufacturing	95	12%	
42	Wholesale Trade	9	1%	
44	Retail Trade	76	9%	
48	Transportation and Warehousing	20	2%	
51	Information	2	0%	
52	Finance and Insurance	13	2%	
53	Real Estate and Rental and Leasing	2	0%	
54	Professional, Scientific, and Technical Services	17	2%	
55	Management of Companies and Enterprises	0	0%	
56	Administrative and Support and Waste Management and Remediation Services	28	3%	
61	Educational Services (Private)	3	0%	
62	Health Care and Social Assistance	52	6%	
71	Arts, Entertainment, and Recreation	21	3%	
72	Accommodation and Food Services	100	12%	
81	Other Services (except Public Administration)	16	2%	
90	Government	159	19%	
99	No Previous Work Experience/Unspecified	120	15%	

Pierce County | Top Program Completions

CIP	Program	Completions (2012)	
13	Education	333	
01	Agriculture, agriculture operations, and related sciences	219	
52	Business, management, marketing, and related support services	196	
09	Communication, journalism, and related programs	133	
26	Biological and biomedical sciences	105	
45	Social sciences	98	
42	Psychology	91	
50	Visual and performing arts	55	
40	Physical sciences	50	
23	English language and literature/letters	46	

Pierce County | Gross Regional Product (GRP)

\$569,474,561	\$291,146,801	\$59,988,967	\$920,610,329
Earnings (2012)	Property Income (2012)	Taxes on Production (2012)	Total GRP (2012)

NAICS	Industry	GRP (2012)	% of Total	
11	Agriculture, Forestry, Fishing and Hunting	\$67,177,007	7%	
21	Mining, Quarrying, and Oil and Gas Extraction	\$25,416,219	3%	
22	Utilities	\$17,703,616	2%	
23	Construction	\$27,687,085	3%	
31	Manufacturing	\$123,673,733	13%	
42	Wholesale Trade	\$25,247,787	3%	
44	Retail Trade	\$47,698,911	5%	
48	Transportation and Warehousing	\$34,380,147	4%	
51	Information	\$8,607,228	1%	
52	Finance and Insurance	\$48,036,958	5%	
53	Real Estate and Rental and Leasing	\$48,455,250	5%	
54	Professional, Scientific, and Technical Services	\$37,530,843	4%	
55	Management of Companies and Enterprises	\$626,738	0%	
56	Administrative and Support and Waste Management and Remediation Services	\$15,565,322	2%	
61	Educational Services (Private)	\$1,546,409	0%	
62	Health Care and Social Assistance	\$55,056,158	6%	
71	Arts, Entertainment, and Recreation	\$5,755,930	1%	
72	Accommodation and Food Services	\$24,697,833	3%	
81	Other Services (except Public Administration)	\$16,717,164	2%	
90	Government	\$190,113,428	21%	
	Other non-industries	\$98,916,563	11%	

Pierce County | Region Exports

\$1,327,861,986.37

Exports (2012)

79% of Supply

NAICS	Industry	Exports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$193,122,956	
21	Mining, Quarrying, and Oil and Gas Extraction	\$43,193,455	
22	Utilities	\$15,501,832	
23	Construction	\$35,646,747	
31	Manufacturing	\$384,967,764	
42	Wholesale Trade	\$31,190,886	
44	Retail Trade	\$43,990,007	
48	Transportation and Warehousing	\$64,658,343	
51	Information	\$10,950,723	
52	Finance and Insurance	\$62,389,516	
53	Real Estate and Rental and Leasing	\$47,186,533	
54	Professional, Scientific, and Technical Services	\$38,014,554	
55	Management of Companies and Enterprises	\$953,793	
56	Administrative and Support and Waste Management and Remediation Services	\$18,091,171	
61	Educational Services (Private)	\$1,066,842	
62	Health Care and Social Assistance	\$51,696,898	
71	Arts, Entertainment, and Recreation	\$5,001,645	
72	Accommodation and Food Services	\$30,374,315	
81	Other Services (except Public Administration)	\$16,114,128	
90	Government	\$233,749,881	

Pierce County | Region Imports

\$2,024,506,635

Imports (2012)

85% of Demand

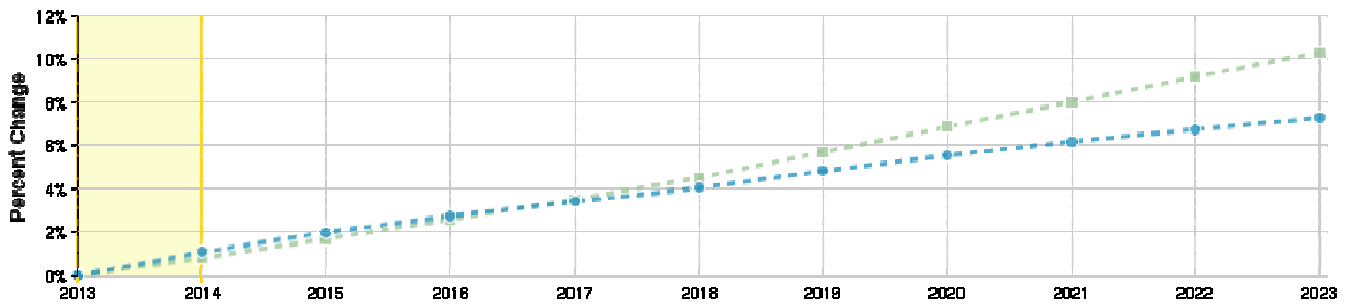
\$362,089,287

Locally Produced & Consumed (2012)

15% of Demand

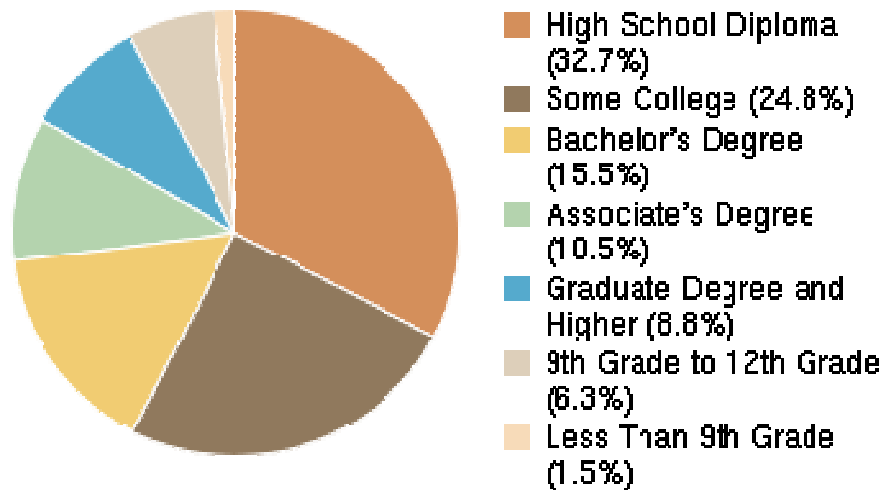
NAICS	Industry	Imports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$70,884,815	
21	Mining, Quarrying, and Oil and Gas Extraction	\$26,144,007	
22	Utilities	\$30,639,575	
23	Construction	\$59,037,107	
31	Manufacturing	\$396,319,322	
42	Wholesale Trade	\$99,901,048	
44	Retail Trade	\$109,346,685	
48	Transportation and Warehousing	\$56,408,964	
51	Information	\$74,545,343	
52	Finance and Insurance	\$154,154,057	
53	Real Estate and Rental and Leasing	\$80,001,060	
54	Professional, Scientific, and Technical Services	\$70,327,989	
55	Management of Companies and Enterprises	\$18,664,656	
56	Administrative and Support and Waste Management and Remediation Services	\$31,362,802	
61	Educational Services (Private)	\$29,039,982	
62	Health Care and Social Assistance	\$160,385,400	
71	Arts, Entertainment, and Recreation	\$15,565,595	
72	Accommodation and Food Services	\$60,013,274	
81	Other Services (except Public Administration)	\$34,446,011	
90	Government	\$447,318,942	

Regional Trends



Region	2013 Jobs	2014 Jobs	% Change
● Pierce County	11,784	11,913	1.1%
● State	3,023,634	3,048,478	0.8%

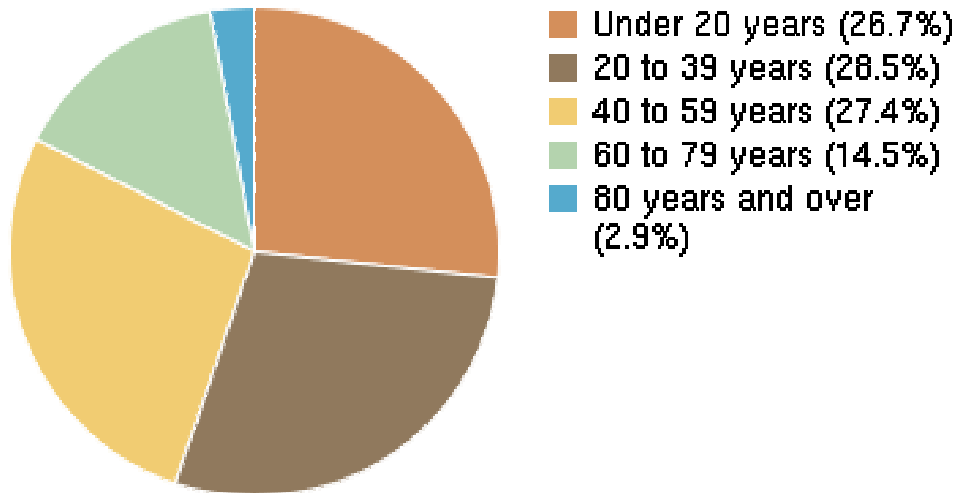
2013 Educational Attainment



Largest Openings/Completions Gaps

Occupation	Related Completions (2012)	Annual Openings (2013)
Substitute Teachers (25-3098)	0	6
Registered Nurses (29-1141)	0	3
Family and General Practitioners (29-1062)	0	2
Recreation Workers (39-9032)	0	2
Legislators (11-1031)	0	2

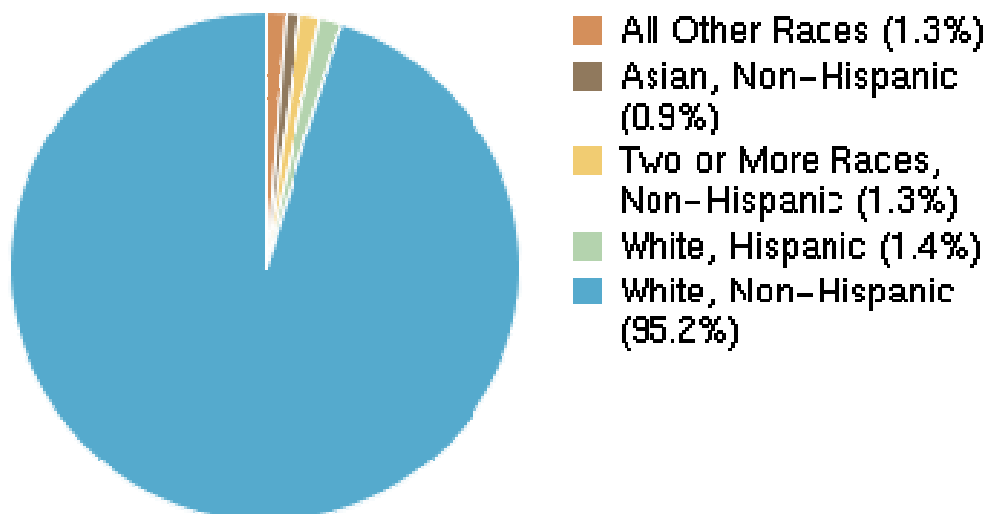
2013 Age Demographics



Growing/Declining Occupations

Occupation	Change in Jobs (2013-2014)
Laborers and Freight, Stock, and Material Movers, Hand (53-7062)	6
Postsecondary Teachers (25-1099)	6
Heavy and Tractor-Trailer Truck Drivers (53-3032)	5
Childcare Workers (39-9011)	-4
Farmers, Ranchers, and Other Agricultural Managers (11-9013)	-6
Waiters and Waitresses (35-3031)	-7

2013 Race Demographics



Growing/Declining Industries

Industry	Change in Jobs (2013-2014)
Temporary Help Services (561320)	22
Elementary and Secondary Schools (Local Government) (903611)	13
Custom Computer Programming Services (541511)	13
New Single-Family Housing Construction (except Operative Builders) (236115)	-9
Fertilizer (Mixing Only) Manufacturing (325314)	-14
Full-Service Restaurants (722110)	-24

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.