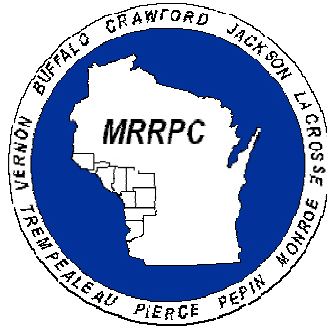


# Mississippi River Regional Planning Commission



1707 Main Street, Suite 435  
La Crosse, Wisconsin 54601

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

### Vernon 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.
























## Vernon County | Population

|   |  |
|---|--|
| <b>30,268</b><br>2013 Population<br>0.5% of State | <b>2.8%</b><br>Population Growth for the Last 5 Years<br>State Growth 2.3% |
|---|--|

| Age Group         | 2013 Population | % of Population |   |
|-------------------|-----------------|-----------------|---|
| Under 5 years     | 2,092           | 6.9%            |    |
| 5 to 9 years      | 2,336           | 7.7%            |    |
| 10 to 14 years    | 2,231           | 7.4%            |    |
| 15 to 19 years    | 1,932           | 6.4%            |    |
| 20 to 24 years    | 1,318           | 4.4%            |    |
| 25 to 29 years    | 1,446           | 4.8%            |    |
| 30 to 34 years    | 1,626           | 5.4%            |    |
| 35 to 39 years    | 1,543           | 5.1%            |    |
| 40 to 44 years    | 1,648           | 5.4%            |    |
| 45 to 49 years    | 1,976           | 6.5%            |  |
| 50 to 54 years    | 2,424           | 8.0%            |  |
| 55 to 59 years    | 2,413           | 8.0%            |  |
| 60 to 64 years    | 2,089           | 6.9%            |  |
| 65 to 69 years    | 1,584           | 5.2%            |  |
| 70 to 74 years    | 1,202           | 4.0%            |  |
| 75 to 79 years    | 911             | 3.0%            |  |
| 80 to 84 years    | 757             | 2.5%            |  |
| 85 years and over | 741             | 2.4%            |  |

## Vernon County | Jobs by Industry

|                                    |   |   |
|------------------------------------|---|---|
| <b>10,194</b><br>Total Jobs (2013) | <b>48.5%</b><br>Male<br>(National: 51.1%) | <b>51.5%</b><br>Female<br>(National: 48.9%) |
|------------------------------------|---|---|

| NAICS | Industry   | 2013 Jobs |   |
|-------|--|-----------|---|
| 11    | Agriculture, Forestry, Fishing and Hunting                               | 534       |    |
| 21    | Mining, Quarrying, and Oil and Gas Extraction                            | 0         |    |
| 22    | Utilities  | 111       |    |
| 23    | Construction   | 571       |    |
| 31    | Manufacturing  | 816       |    |
| 42    | Wholesale Trade  | 820       |    |
| 44    | Retail Trade   | 1,081     |    |
| 48    | Transportation and Warehousing   | 412       |    |
| 51    | Information  | 131       |    |
| 52    | Finance and Insurance  | 310       |   |
| 53    | Real Estate and Rental and Leasing                                       | 55        |  |
| 54    | Professional, Scientific, and Technical Services                         | 204       |  |
| 55    | Management of Companies and Enterprises                                  | 28        |  |
| 56    | Administrative and Support and Waste Management and Remediation Services | 240       |  |
| 61    | Educational Services (Private)   | 90        |  |
| 62    | Health Care and Social Assistance  | 1,712     |  |
| 71    | Arts, Entertainment, and Recreation                                      | 61        |  |
| 72    | Accommodation and Food Services  | 709       |  |
| 81    | Other Services (except Public Administration)                            | 397       |  |
| 90    | Government   | 1,912     |  |
| 99    | Unclassified Industry  | 0         |  |

## Vernon County | Average Earnings by Industry

|  |   |   |
|--|---|---|
| <b>\$35,895</b><br><b>Avg. Earnings (2013)</b><br>62% of Nation Avg. | <b>\$41,390</b><br><b>Male Avg. Earnings (2013)</b><br>59% of Nation Avg. | <b>\$30,693</b><br><b>Female Avg. Earnings (2013)</b><br>68% of Nation Avg. |
|--|---|---|

| NAICS | Industry   | Avg. Earnings (2013) |  |
|-------|--|----------------------|--|
| 11    | Agriculture, Forestry, Fishing and Hunting                               | \$23,975             |  |
| 21    | Mining, Quarrying, and Oil and Gas Extraction                            |                      |  |
| 22    | Utilities  | \$107,988            |  |
| 23    | Construction   | \$28,525             |  |
| 31    | Manufacturing  | \$48,764             |  |
| 42    | Wholesale Trade  | \$50,561             |  |
| 44    | Retail Trade   | \$26,705             |  |
| 48    | Transportation and Warehousing   | \$26,689             |  |
| 51    | Information  | \$54,486             |  |
| 52    | Finance and Insurance  | \$42,618             |  |
| 53    | Real Estate and Rental and Leasing                                       | \$18,089             |  |
| 54    | Professional, Scientific, and Technical Services                         | \$35,144             |  |
| 55    | Management of Companies and Enterprises                                  | \$50,786             |  |
| 56    | Administrative and Support and Waste Management and Remediation Services | \$36,717             |  |
| 61    | Educational Services (Private)   | \$18,494             |  |
| 62    | Health Care and Social Assistance  | \$38,827             |  |
| 71    | Arts, Entertainment, and Recreation                                      | \$15,553             |  |
| 72    | Accommodation and Food Services  | \$10,989             |  |
| 81    | Other Services (except Public Administration)                            | \$18,189             |  |
| 90    | Government   | \$42,289             |  |
| 99    | Unclassified Industry  |                      |  |

## Vernon County | Unemployment by Industry


















**722**

**Total Unemployment (11/2013)**

| NAICS | Industry   | Unemployed<br>(11/2013) | % of<br>Unemployed |  |
|-------|--|-------------------------|--------------------|--|
| 11    | Agriculture, Forestry, Fishing and Hunting                               | 11                      | 2%                 |  |
| 21    | Mining, Quarrying, and Oil and Gas Extraction                            | 0                       | 0%                 |  |
| 22    | Utilities  | 8                       | 1%                 |  |
| 23    | Construction   | 45                      | 6%                 |  |
| 31    | Manufacturing  | 59                      | 8%                 |  |
| 42    | Wholesale Trade  | 29                      | 4%                 |  |
| 44    | Retail Trade   | 99                      | 14%                |  |
| 48    | Transportation and Warehousing   | 23                      | 3%                 |  |
| 51    | Information  | 5                       | 1%                 |  |
| 52    | Finance and Insurance  | 15                      | 2%                 |  |
| 53    | Real Estate and Rental and Leasing                                       | 3                       | 0%                 |  |
| 54    | Professional, Scientific, and Technical Services                         | 9                       | 1%                 |  |
| 55    | Management of Companies and Enterprises                                  | 0                       | 0%                 |  |
| 56    | Administrative and Support and Waste Management and Remediation Services | 20                      | 3%                 |  |
| 61    | Educational Services (Private)   | 5                       | 1%                 |  |
| 62    | Health Care and Social Assistance  | 91                      | 13%                |  |
| 71    | Arts, Entertainment, and Recreation                                      | 5                       | 1%                 |  |
| 72    | Accommodation and Food Services  | 71                      | 10%                |  |
| 81    | Other Services (except Public Administration)                            | 11                      | 2%                 |  |
| 90    | Government   | 101                     | 14%                |  |
| 99    | No Previous Work Experience/Unspecified                                  | 110                     | 15%                |  |

## Vernon County | Gross Regional Product (GRP)

|                      |                        |                            |                      |
|----------------------|------------------------|----------------------------|----------------------|
| <b>\$444,775,149</b> | <b>\$236,715,748</b>   | <b>\$67,693,872</b>        | <b>\$749,184,770</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                               | \$105,076,667 | 14%        |    |
| 21    | Mining, Quarrying, and Oil and Gas Extraction                            | \$2,429,207   | 0%         |   |
| 22    | Utilities  | \$52,123,180  | 7%         |    |
| 23    | Construction   | \$20,865,481  | 3%         |    |
| 31    | Manufacturing  | \$64,329,886  | 9%         |    |
| 42    | Wholesale Trade  | \$78,306,015  | 10%        |    |
| 44    | Retail Trade   | \$55,857,105  | 7%         |    |
| 48    | Transportation and Warehousing   | \$17,031,066  | 2%         |    |
| 51    | Information  | \$21,104,874  | 3%         |   |
| 52    | Finance and Insurance  | \$36,895,041  | 5%         |  |
| 53    | Real Estate and Rental and Leasing                                       | \$12,875,158  | 2%         |  |
| 54    | Professional, Scientific, and Technical Services                         | \$14,021,142  | 2%         |  |
| 55    | Management of Companies and Enterprises                                  | \$2,220,450   | 0%         |   |
| 56    | Administrative and Support and Waste Management and Remediation Services | \$14,977,436  | 2%         |  |
| 61    | Educational Services (Private)   | \$2,434,073   | 0%         |   |
| 62    | Health Care and Social Assistance  | \$71,636,536  | 10%        |  |
| 71    | Arts, Entertainment, and Recreation                                      | \$1,599,449   | 0%         |   |
| 72    | Accommodation and Food Services  | \$13,635,843  | 2%         |  |
| 81    | Other Services (except Public Administration)                            | \$12,081,860  | 2%         |  |
| 90    | Government   | \$86,681,007  | 12%        |  |
|       | Other non-industries   | \$63,003,297  | 8%         |  |

## Vernon County | Region Exports

**\$1,153,617,175.47**

Exports (2012)

76% of Supply

| NAICS | Industry   | Exports (2012) |  |
|-------|--|----------------|--|
| 11    | Agriculture, Forestry, Fishing and Hunting                               | \$309,541,543  |  |
| 21    | Mining, Quarrying, and Oil and Gas Extraction                            | \$2,787,543    |  |
| 22    | Utilities  | \$51,884,510   |  |
| 23    | Construction   | \$25,219,343   |  |
| 31    | Manufacturing  | \$271,007,236  |  |
| 42    | Wholesale Trade  | \$108,079,646  |  |
| 44    | Retail Trade   | \$48,998,031   |  |
| 48    | Transportation and Warehousing   | \$26,532,029   |  |
| 51    | Information  | \$25,653,790   |  |
| 52    | Finance and Insurance  | \$39,722,610   |  |
| 53    | Real Estate and Rental and Leasing                                       | \$8,058,509    |  |
| 54    | Professional, Scientific, and Technical Services                         | \$11,452,428   |  |
| 55    | Management of Companies and Enterprises                                  | \$3,233,612    |  |
| 56    | Administrative and Support and Waste Management and Remediation Services | \$19,676,542   |  |
| 61    | Educational Services (Private)   | \$1,584,073    |  |
| 62    | Health Care and Social Assistance  | \$59,470,864   |  |
| 71    | Arts, Entertainment, and Recreation                                      | \$746,653      |  |
| 72    | Accommodation and Food Services  | \$12,206,340   |  |
| 81    | Other Services (except Public Administration)                            | \$9,891,385    |  |
| 90    | Government   | \$117,870,490  |  |



## Vernon County | Region Imports

**\$1,466,114,867**

Imports (2012)

80% of Demand

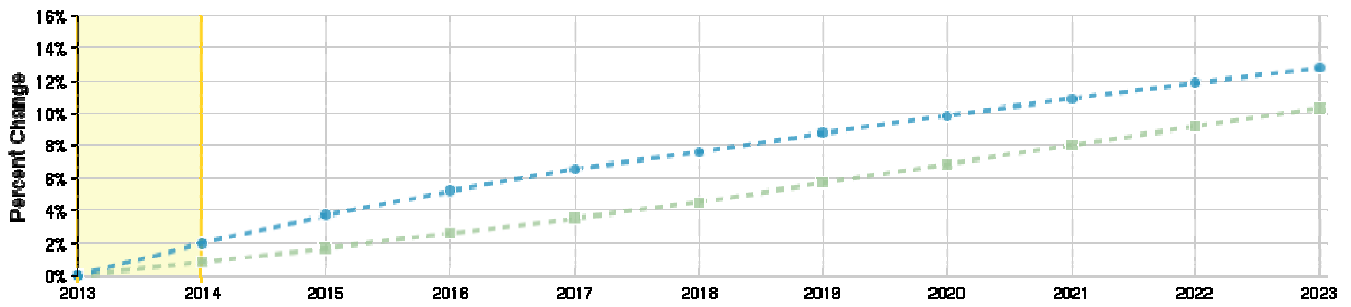
**\$368,825,950**

Locally Produced & Consumed (2012)

20% of Demand

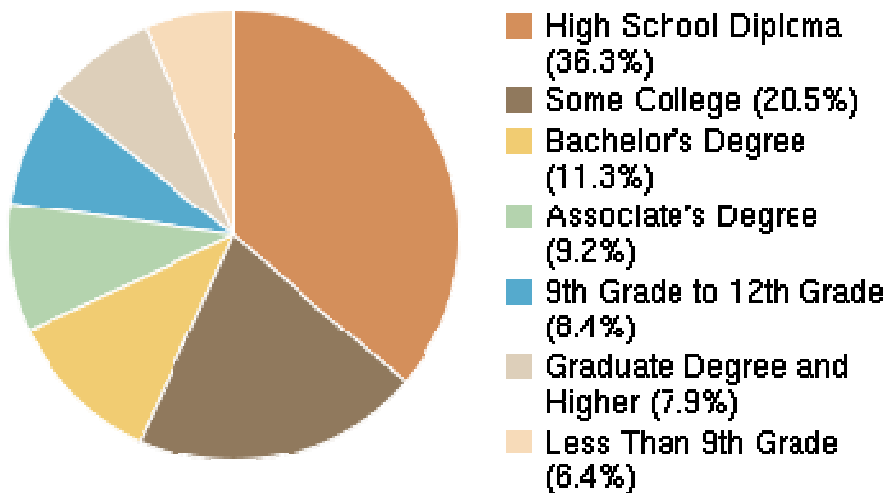
| NAICS | Industry   | Imports<br>(2012) |  |
|-------|--|-------------------|--|
| 11    | Agriculture, Forestry, Fishing and Hunting                               | \$125,019,350     |  |
| 21    | Mining, Quarrying, and Oil and Gas Extraction                            | \$16,326,374      |  |
| 22    | Utilities  | \$14,734,705      |  |
| 23    | Construction   | \$37,010,041      |  |
| 31    | Manufacturing  | \$307,024,017     |  |
| 42    | Wholesale Trade  | \$81,684,831      |  |
| 44    | Retail Trade   | \$55,920,649      |  |
| 48    | Transportation and Warehousing   | \$43,175,810      |  |
| 51    | Information  | \$46,271,575      |  |
| 52    | Finance and Insurance  | \$110,932,813     |  |
| 53    | Real Estate and Rental and Leasing                                       | \$71,336,900      |  |
| 54    | Professional, Scientific, and Technical Services                         | \$59,545,496      |  |
| 55    | Management of Companies and Enterprises                                  | \$17,358,708      |  |
| 56    | Administrative and Support and Waste Management and Remediation Services | \$25,213,959      |  |
| 61    | Educational Services (Private)   | \$15,034,727      |  |
| 62    | Health Care and Social Assistance  | \$63,506,888      |  |
| 71    | Arts, Entertainment, and Recreation                                      | \$11,618,110      |  |
| 72    | Accommodation and Food Services  | \$36,399,642      |  |
| 81    | Other Services (except Public Administration)                            | \$20,485,278      |  |
| 90    | Government   | \$307,514,995     |  |

## Regional Trends



| Region        | 2013 Jobs | 2014 Jobs | % Change |
|---------------|-----------|-----------|----------|
| Vernon County | 10,194    | 10,397    | 2.0%     |
| State         | 3,023,634 | 3,048,478 | 0.8%     |

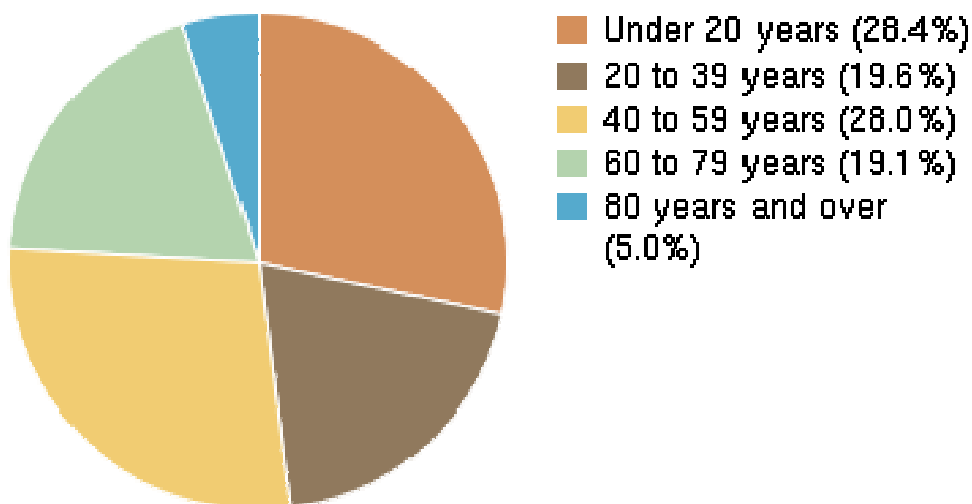
## 2013 Educational Attainment



## Largest Openings/Completions Gaps

| Occupation   | Related Completions (2012) | Annual Openings (2013) |
|--|----------------------------|------------------------|
| Elementary School Teachers, Except Special Education (25-2021)                     | 0                          | 9                      |
| Registered Nurses (29-1141)  | 0                          | 9                      |
| Secondary School Teachers, Except Special and Career/Technical Education (25-2031) | 0                          | 7                      |
| General and Operations Managers (11-1021)  | 0                          | 4                      |
| Middle School Teachers, Except Special and Career/Technical Education (25-2022)    | 0                          | 4                      |

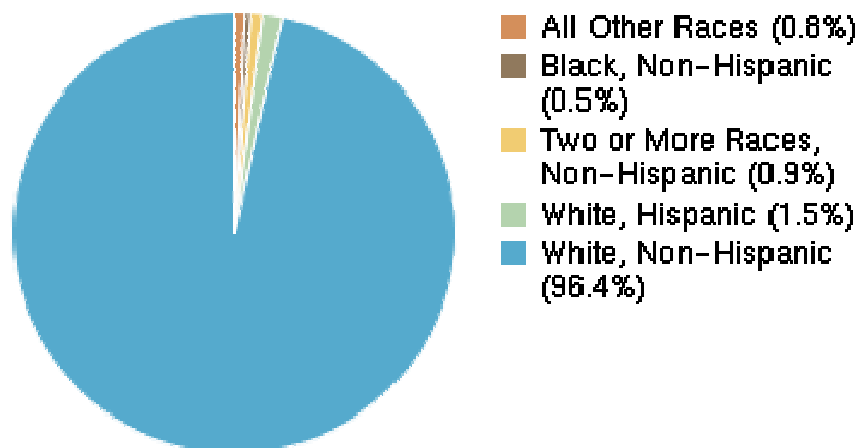
## 2013 Age Demographics



## Growing/Declining Occupations

| Occupation   | Change in Jobs (2013-2014) |
|--|----------------------------|
| Taxi Drivers and Chauffeurs (53-3041)                            | 11                         |
| Laborers and Freight, Stock, and Material Movers, Hand (53-7062) | 9                          |
| Heavy and Tractor-Trailer Truck Drivers (53-3032)                | 7                          |
| Woodworkers, All Other (51-7099)                                 | -1                         |
| Hairdressers, Hairstylists, and Cosmetologists (39-5012)         | -2                         |
| Electrical Power-Line Installers and Repairers (49-9051)         | -4                         |

## 2013 Race Demographics



## Growing/Declining Industries

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| Industry   | Change in Jobs (2013-2014) |
|--|----------------------------|
| Other Grocery and Related Products Merchant Wholesalers (424490) | 42                         |
| Taxi Service (485310)  | 19                         |
| Elementary and Secondary Schools (Local Government) (903611)     | 17                         |
| Commercial Banking (522110)                                      | -7                         |
| Fossil Fuel Electric Power Generation (221112)                   | -15                        |
| Vocational Rehabilitation Services (624310)                      | -17                        |

## 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.