

People QuickFacts	Pepin County	Wisconsin
Population, 2014 estimate	7,335	5,757,564
Population, 2013 estimate	7,368	5,742,953
Population, 2010 (April 1) estimates base	7,469	5,687,289
Population, percent change - April 1, 2010 to July 1, 2014	-1.8%	1.2%
Population, percent change - April 1, 2010 to July 1, 2013	-1.4%	1.0%
Population, 2010	7,469	5,686,986
Persons under 5 years, percent, 2013	5.3%	6.0%
Persons under 18 years, percent, 2013	22.4%	22.8%
Persons 65 years and over, percent, 2013	20.1%	14.8%
Female persons, percent, 2013	49.5%	50.3%
White alone, percent, 2013 (a)	98.1%	88.1%
Black or African American alone, percent, 2013 (a)	0.5%	6.5%
American Indian and Alaska Native alone, percent, 2013 (a)	0.3%	1.1%
Asian alone, percent, 2013 (a)	0.3%	2.5%
Native Hawaiian and Other Pacific Islander alone, percent, 2013 (a)	Z	Z
Two or More Races, percent, 2013	0.7%	1.7%
Hispanic or Latino, percent, 2013 (b)	1.5%	6.3%
White alone, not Hispanic or Latino, percent, 2013	96.9%	82.5%
Living in same house 1 year & over, percent, 2009-2013	93.2%	85.8%
Foreign born persons, percent, 2009-2013	1.0%	4.7%
Language other than English spoken at home, pct age 5+, 2009-2013	5.8%	8.6%
High school graduate or higher, percent of persons age 25+, 2009-2013	90.0%	90.4%
Bachelor's degree or higher, percent of persons age 25+, 2009-2013	17.1%	26.8%
Veterans, 2009-2013	557	408,870
Mean travel time to work (minutes), workers age 16+, 2009-2013	25.5	21.7
Housing units, 2013	3,590	2,633,330
Homeownership rate, 2009-2013	77.4%	68.1%
Housing units in multi-unit structures, percent, 2009-2013	13.7%	25.4%
Median value of owner-occupied housing units, 2009-2013	\$134,800	\$167,100
Households, 2009-2013	3,085	2,288,332
Persons per household, 2009-2013	2.36	2.43
Per capita money income in past 12 months (2013 dollars), 2009-2013	\$24,367	\$27,523
Median household income, 2009-2013	\$47,701	\$52,413
Persons below poverty level, percent, 2009-2013	12.5%	13.0%

Business QuickFacts	Pepin County	Wisconsin
Private nonfarm establishments, 2013	219	137,983
Private nonfarm employment, 2013	1,656	2,401,032
Private nonfarm employment, percent change, 2012-2013	-1.4%	0.5%
Nonemployer establishments, 2012	569	336,059
Total number of firms, 2007	S	433,797
Black-owned firms, percent, 2007	S	2.6%
American Indian- and Alaska Native-owned firms, percent, 2007	S	0.6%
Asian-owned firms, percent, 2007	S	1.6%
Native Hawaiian and Other Pacific Islander-owned firms, percent, 2007	S	S
Hispanic-owned firms, percent, 2007	S	1.3%
Women-owned firms, percent, 2007	S	25.9%
Manufacturers shipments, 2007 (\$1000)	0	163,563,195
Merchant wholesaler sales, 2007 (\$1000)	134,675	59,996,244
Retail sales, 2007 (\$1000)	90,048	72,283,321
Retail sales per capita, 2007	\$12,207	\$12,904
Accommodation and food services sales, 2007 (\$1000)	D	9,247,311
Building permits, 2013	13	13,869

Geography QuickFacts	Pepin County	Wisconsin
Land area in square miles, 2010	231.98	54,157.80
Persons per square mile, 2010	32.2	105
FIPS Code	91	55
Metropolitan or Micropolitan Statistical Area	None	

(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

FN: Footnote on this item for this area in place of data

NA: Not available

D: Suppressed to avoid disclosure of confidential information

X: Not applicable

S: Suppressed; does not meet publication standards

Z: Value greater than zero but less than half unit of measure shown

F: Fewer than 100 firms

Source: US Census Bureau State & County QuickFacts



**Mississippi River Regional Planning Commission  
Community Profile**