



Pepin County, WI

Mississippi River Regional Planning Commission



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La Crosse, Wisconsin 54601

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Report Parameters

1 County

55091 Pepin County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

7,271

Population (2019)

Population **decreased by 26** over the last 5 years but is projected to **grow by 17** over the next 5 years.

2,717

Total Regional Employment

Jobs **grew by 54** over the last 5 years and are projected to **grow by 78** over the next 5 years.

\$51.5K

Median Household Income (2017)

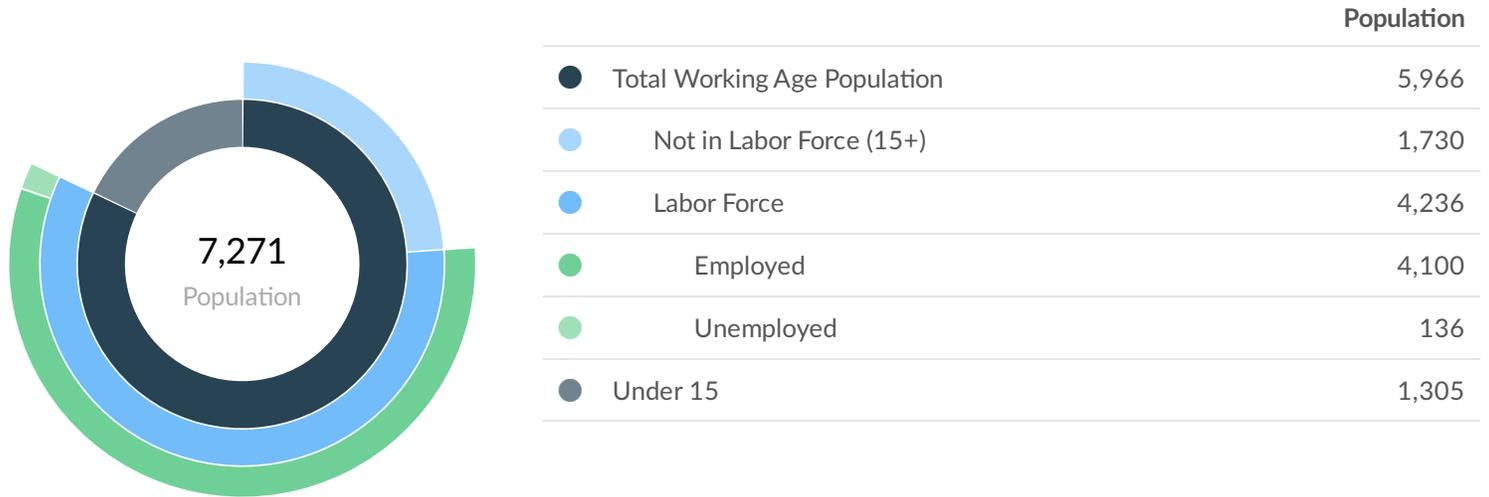
Median household income is **\$6.2K below** the national median household income of \$57.7K.

Takeaways

- As of 2019 the region's population **declined by 0.4%** since 2014, falling by 26. Population is expected to **increase by 0.2%** between 2019 and 2024, adding 17.
- From 2014 to 2019, jobs **increased by 2.0%** in Pepin County, WI from 2,664 to **2,717**. This change **fell short of the national growth rate of 6.9% by 4.9%**. As the number of jobs increased, the **labor force participation rate increased from 69.1% to 71.0% between 2014 and 2019**.
- Concerning educational attainment, **12.3% of Pepin County, WI residents possess a Bachelor's Degree** (6.5% below the national average), and **11.5% hold an Associate's Degree** (3.4% above the national average).
- The top three industries in 2019 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Animal Production.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	7,271	4,236	2,717	104.6	\$267.51M	\$504.92M	\$313.09M
La Crosse, WI (in La Crosse county) (ZIP 54601)	50,333	N/A	40,144	99.5	\$3.81B	\$4.14B	\$5.02B
Vernon County, WI	30,942	15,432	10,499	97.5	\$975.45M	\$1.69B	\$1.09B

2019 Labor Force Breakdown



Educational Attainment

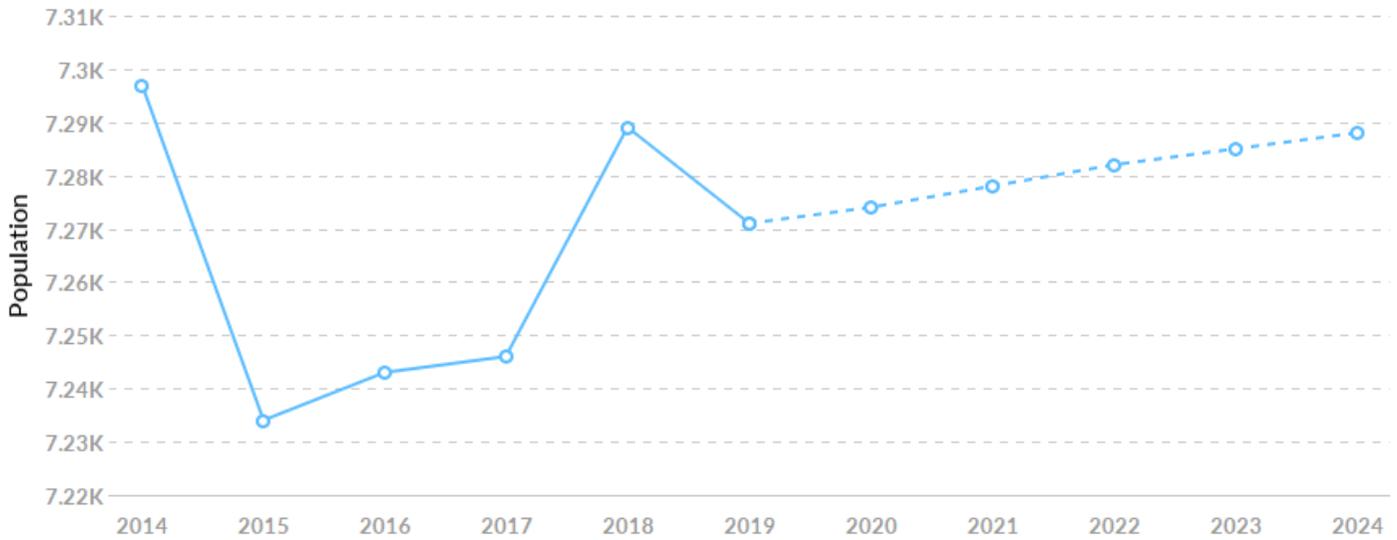
Concerning educational attainment, **12.3% of Pepin County, WI residents possess a Bachelor's Degree** (6.5% below the national average), and **11.5% hold an Associate's Degree** (3.4% above the national average).



Historic & Projected Trends

Population Trends

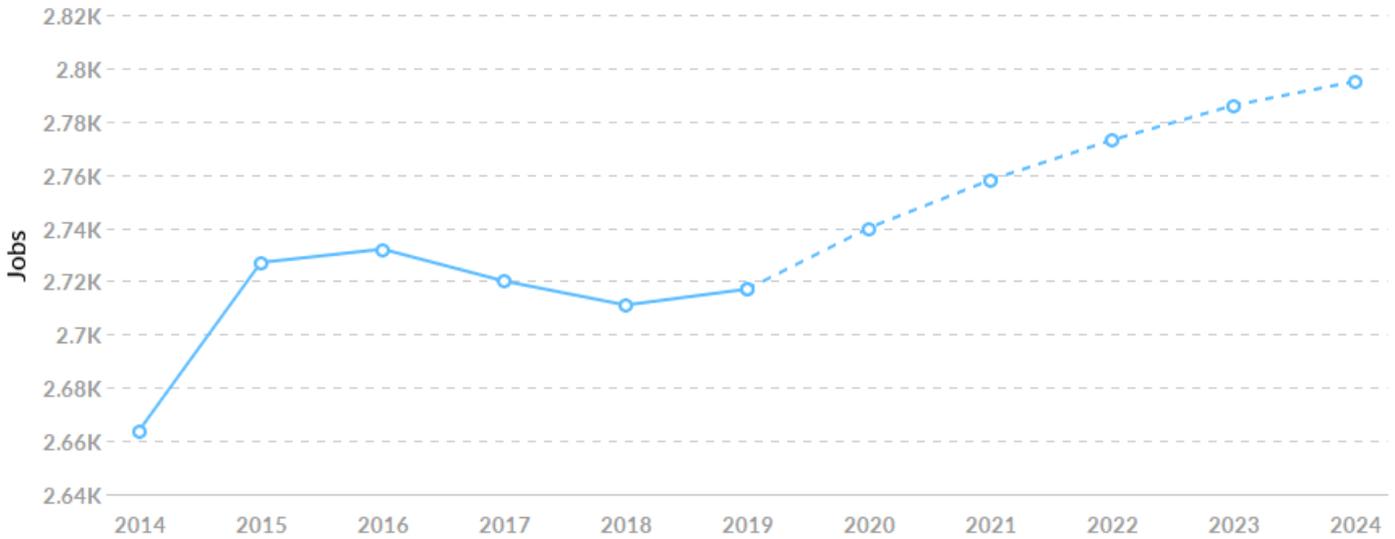
As of 2019 the region's population **declined by 0.4%** since 2014, falling by 26. Population is expected to **increase by 0.2%** between 2019 and 2024, adding 17.



Timeframe	Population
2014	7,297
2015	7,234
2016	7,243
2017	7,246
2018	7,289
2019	7,271
2020	7,274
2021	7,278
2022	7,282
2023	7,285
2024	7,288

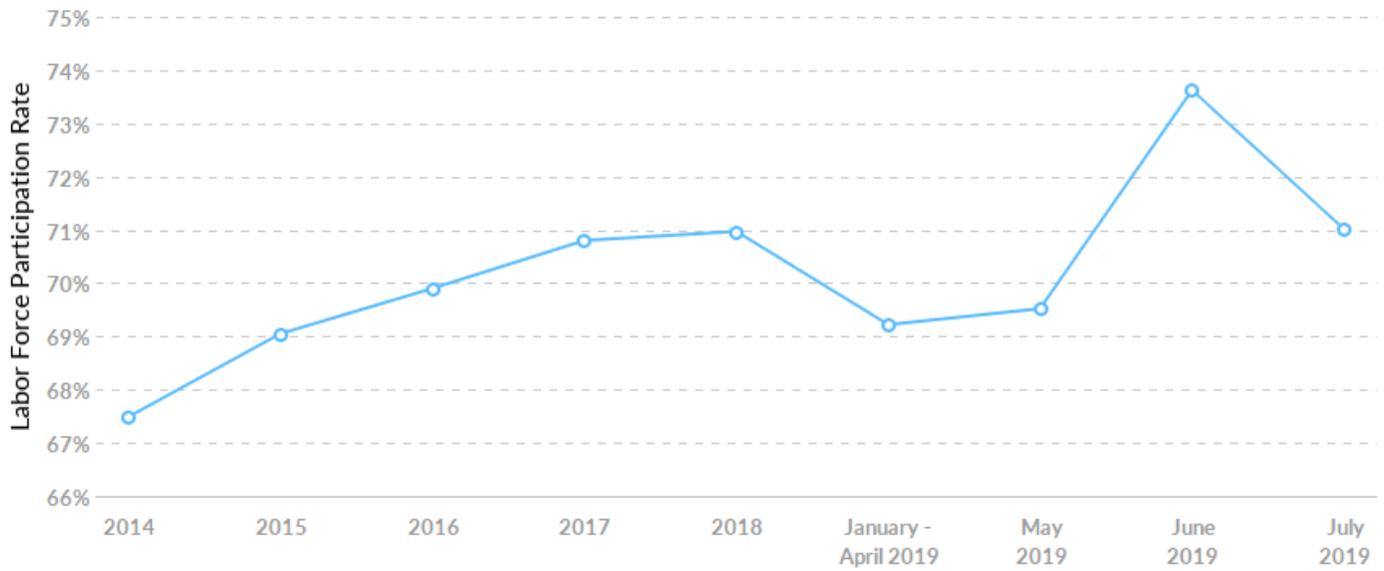
Job Trends

From 2014 to 2019, jobs increased by 2.0% in Pepin County, WI from 2,664 to 2,717. This change fell short of the national growth rate of 6.9% by 4.9%.



Timeframe	Jobs
2014	2,664
2015	2,727
2016	2,732
2017	2,720
2018	2,711
2019	2,717
2020	2,740
2021	2,758
2022	2,773
2023	2,786
2024	2,795

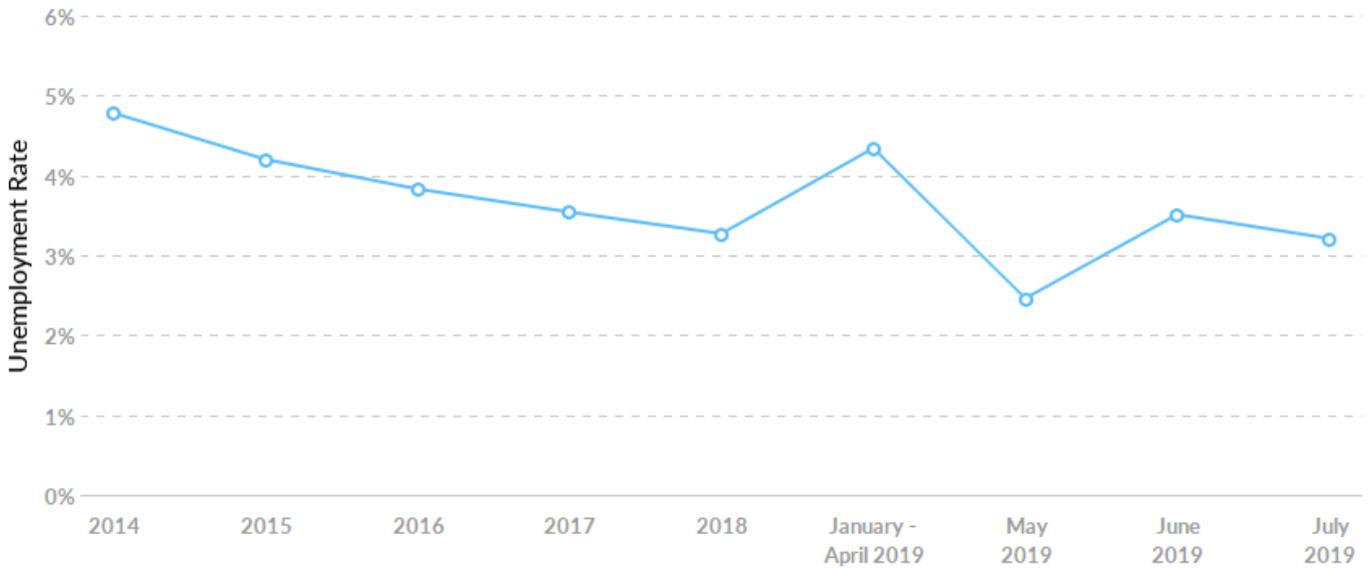
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	67.49%
2015	69.05%
2016	69.90%
2017	70.80%
2018	70.97%
January - April 2019	69.22%
May 2019	69.52%
June 2019	73.62%
July 2019	71.01%

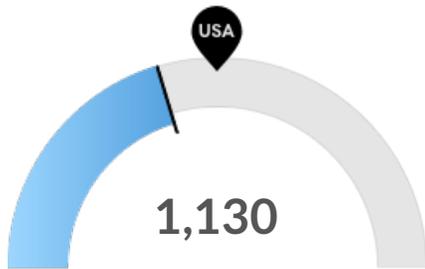
Unemployment Rate Trends

Pepin County, WI had a July 2019 unemployment rate of 3.21%, **decreasing from 4.78%** 5 years before.



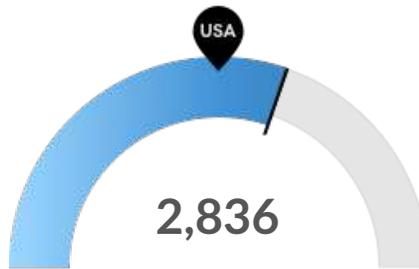
Timeframe	Unemployment Rate
2014	4.78%
2015	4.20%
2016	3.83%
2017	3.54%
2018	3.27%
January - April 2019	4.34%
May 2019	2.46%
June 2019	3.51%
July 2019	3.21%

Population Characteristics



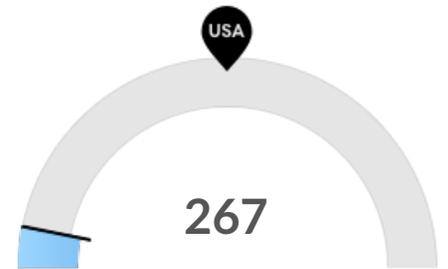
Millennials

Pepin County, WI has 1,130 millennials (ages 25-39). The national average for an area this size is 1,499.



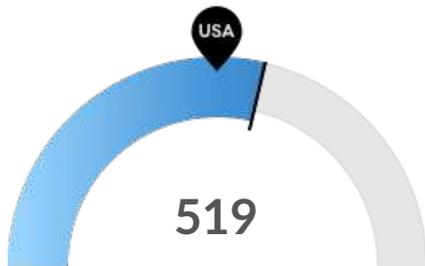
Retiring Soon

Retirement risk is high in Pepin County, WI. The national average for an area this size is 2,110 people 55 or older, while there are 2,836 here.



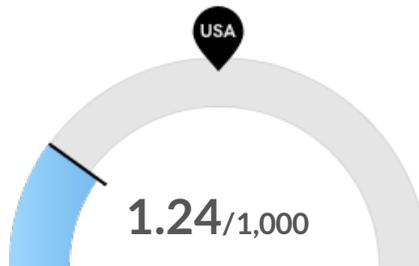
Racial Diversity

Racial diversity is low in Pepin County, WI. The national average for an area this size is 2,888 racially diverse people, while there are 267 here.



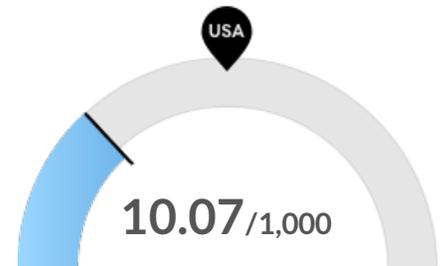
Veterans

Pepin County, WI has 519 veterans. The national average for an area this size is 422.



Violent Crime

Pepin County, WI has 1.24 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

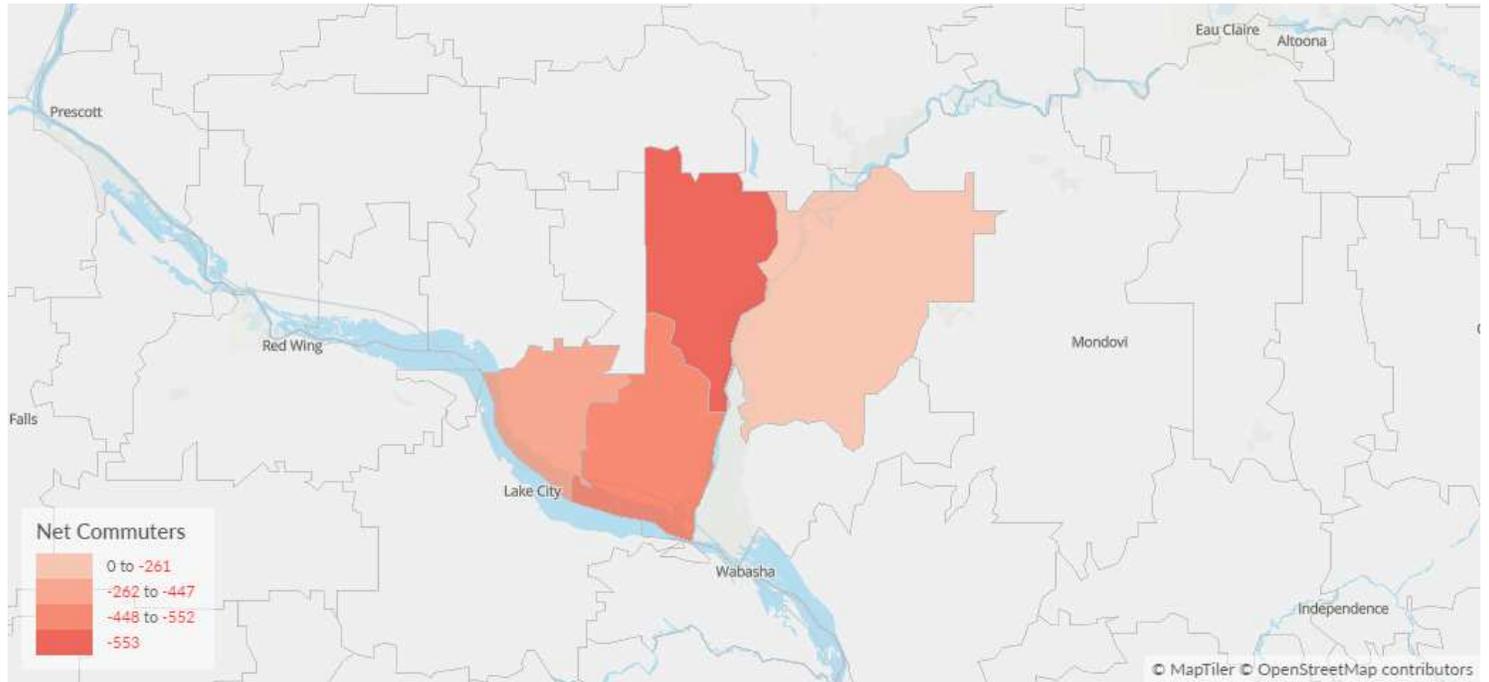


Property Crime

Pepin County, WI has 10.07 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

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

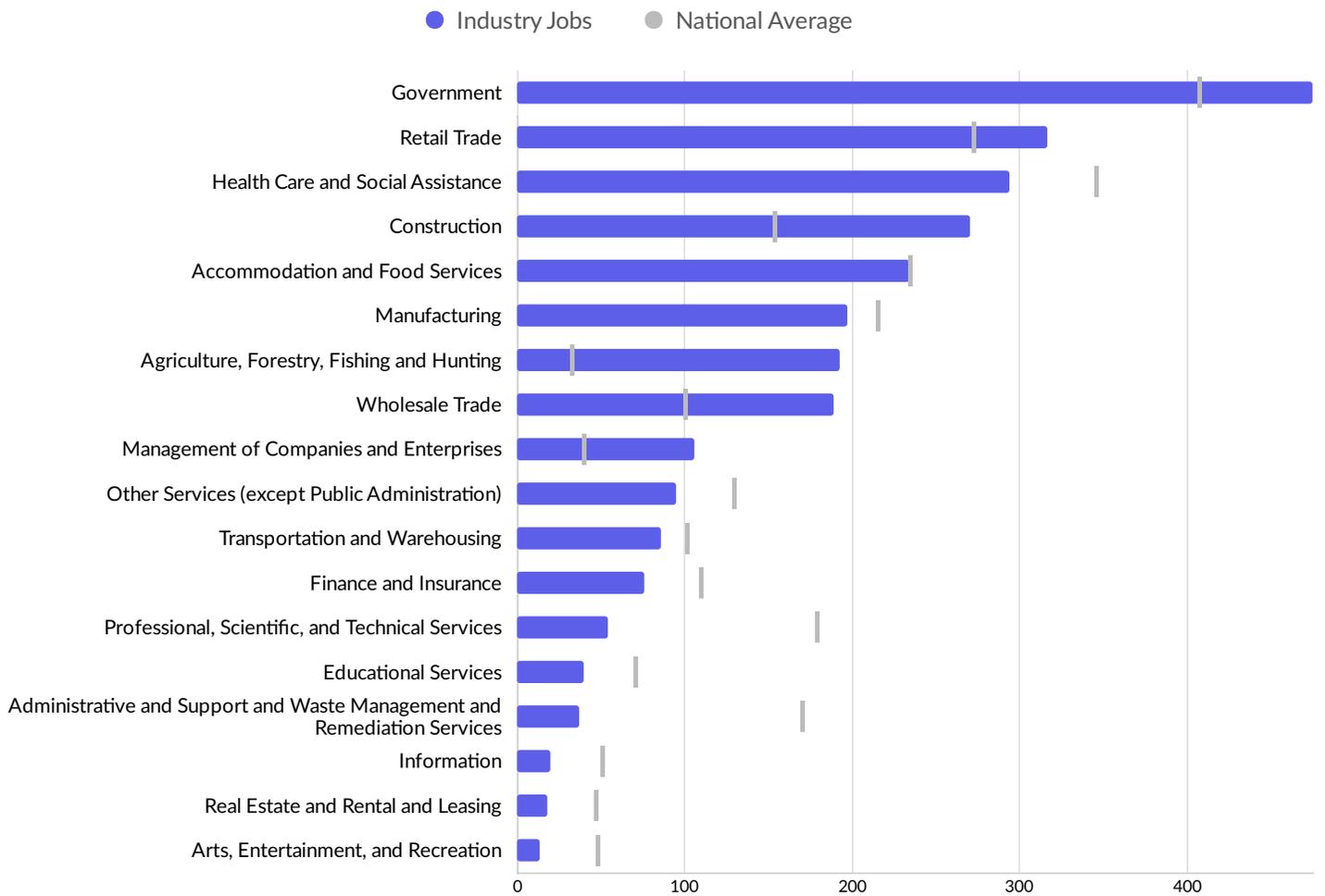
ZIP	Name	2019 Employment
54736	Durand, WI (in Pepin co...	2,077
54759	Pepin, WI (in Pepin cou...	387
54721	Arkansaw, WI (in Pepin ...	148
54769	Stockholm, WI (in Pepin...	104

Where Talent Lives

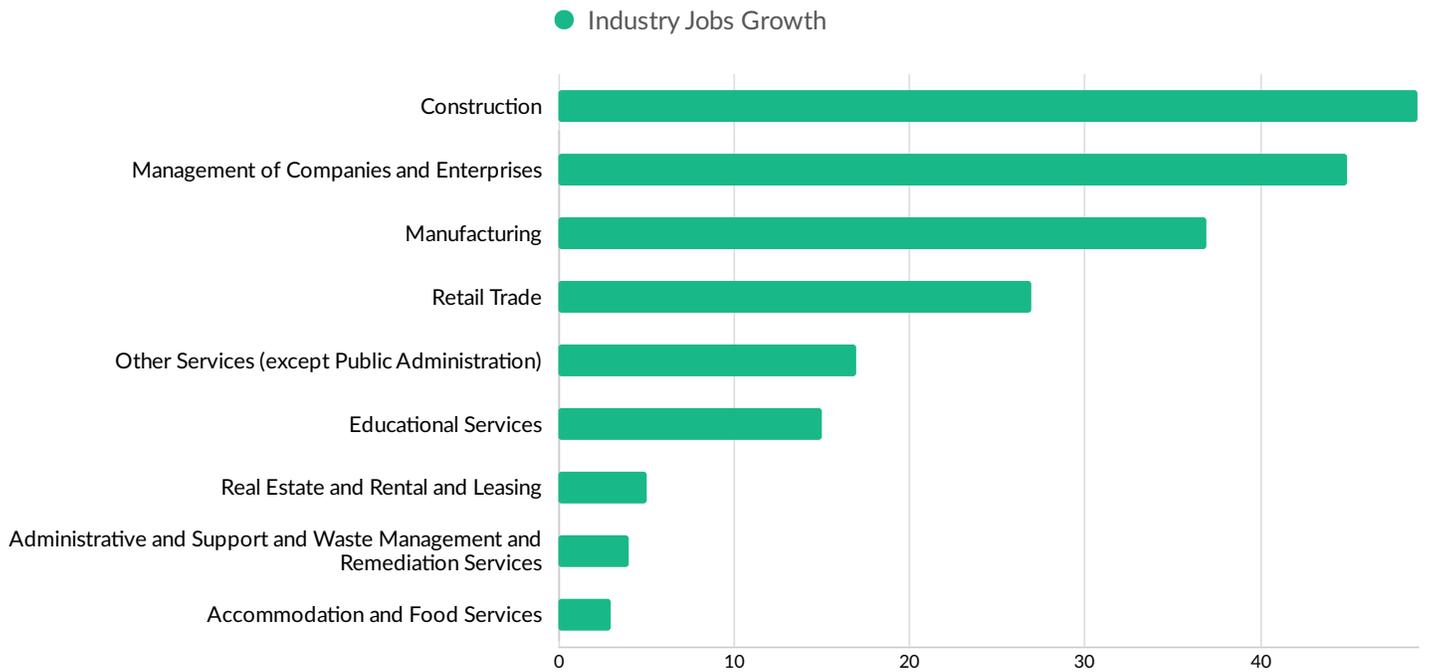
ZIP	Name	2019 Workers
54736	Durand, WI (in Pepin co...	2,336
54759	Pepin, WI (in Pepin cou...	835
54721	Arkansaw, WI (in Pepin ...	701
54769	Stockholm, WI (in Pepin...	366

Industry Characteristics

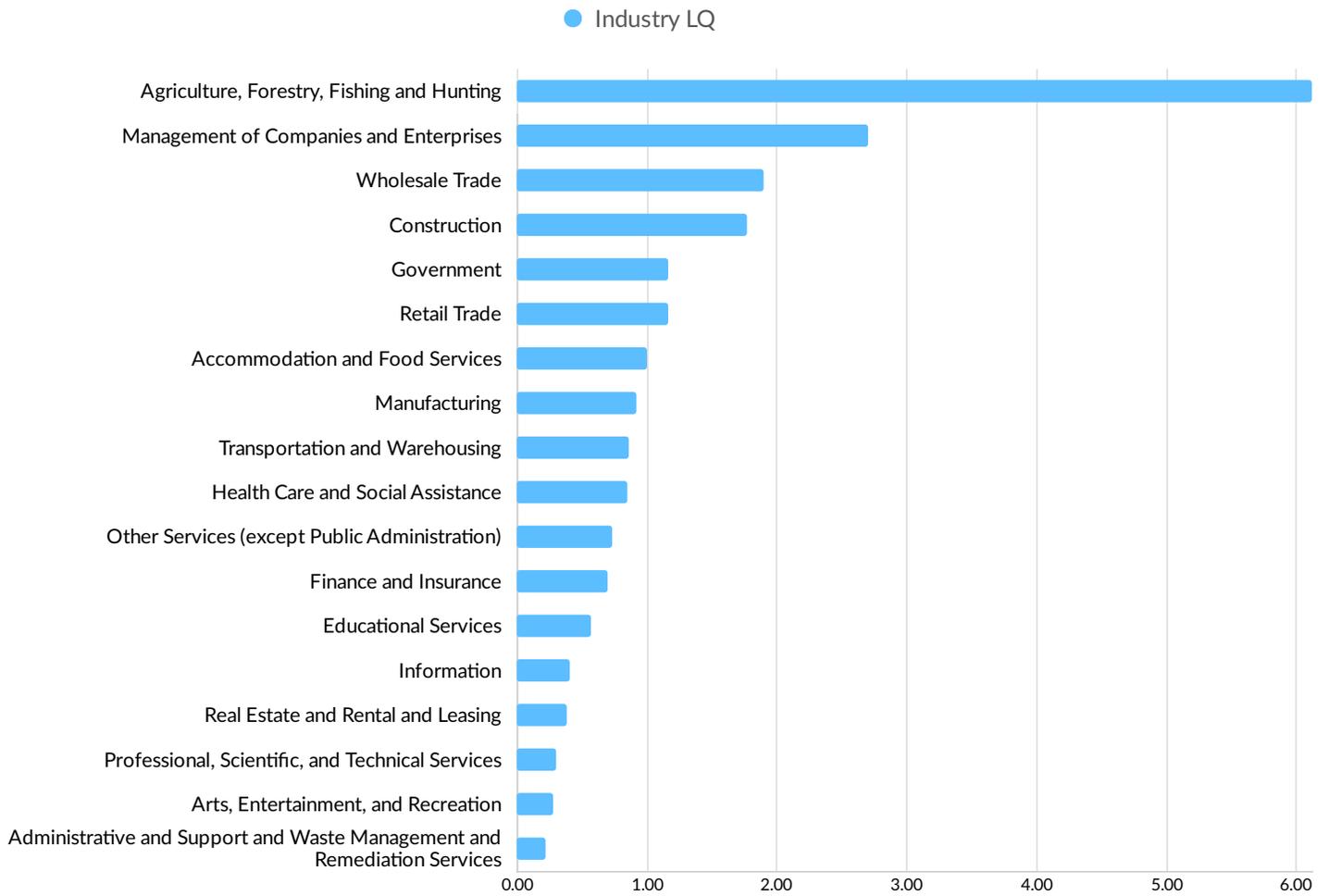
Largest Industries



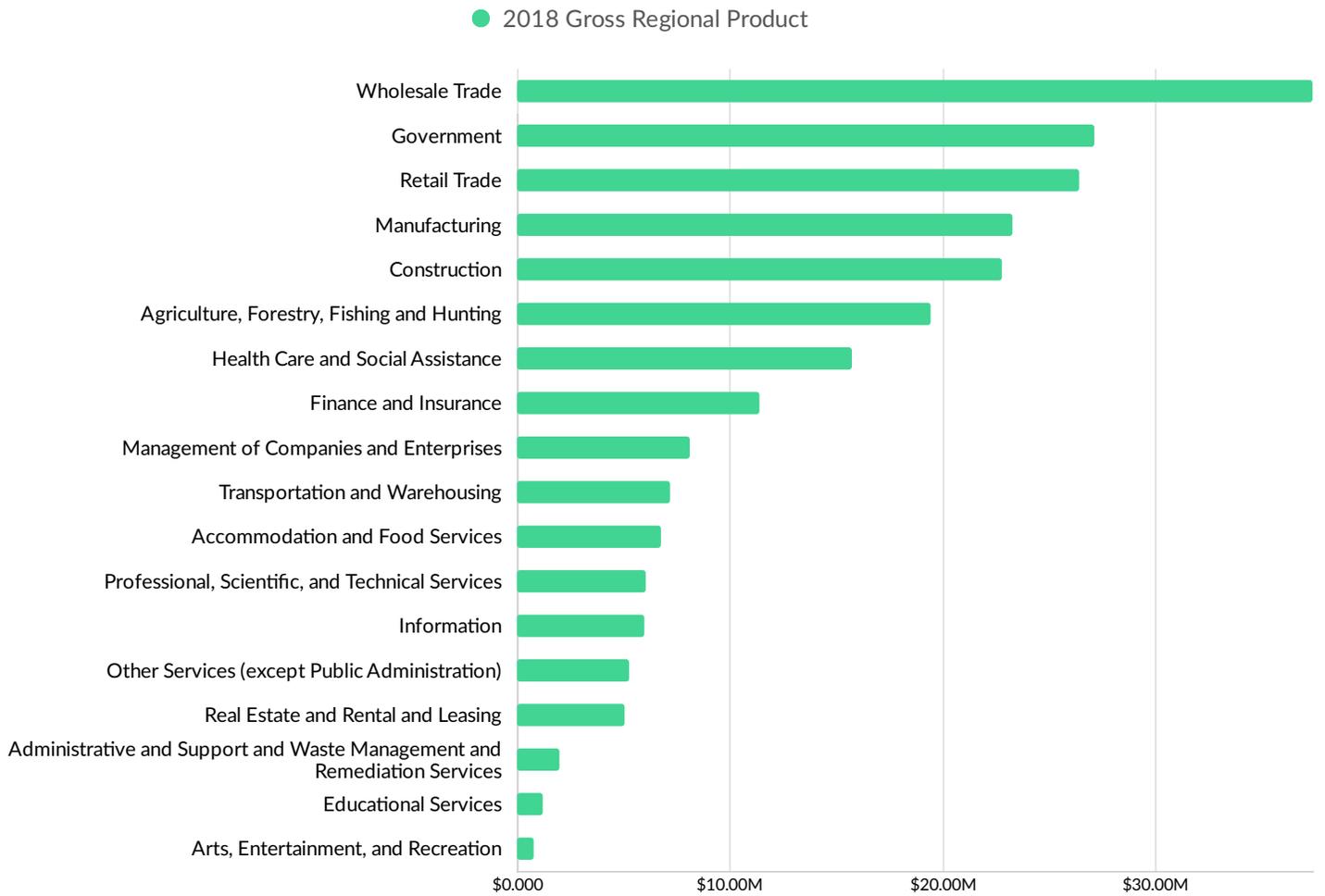
Top Growing Industries



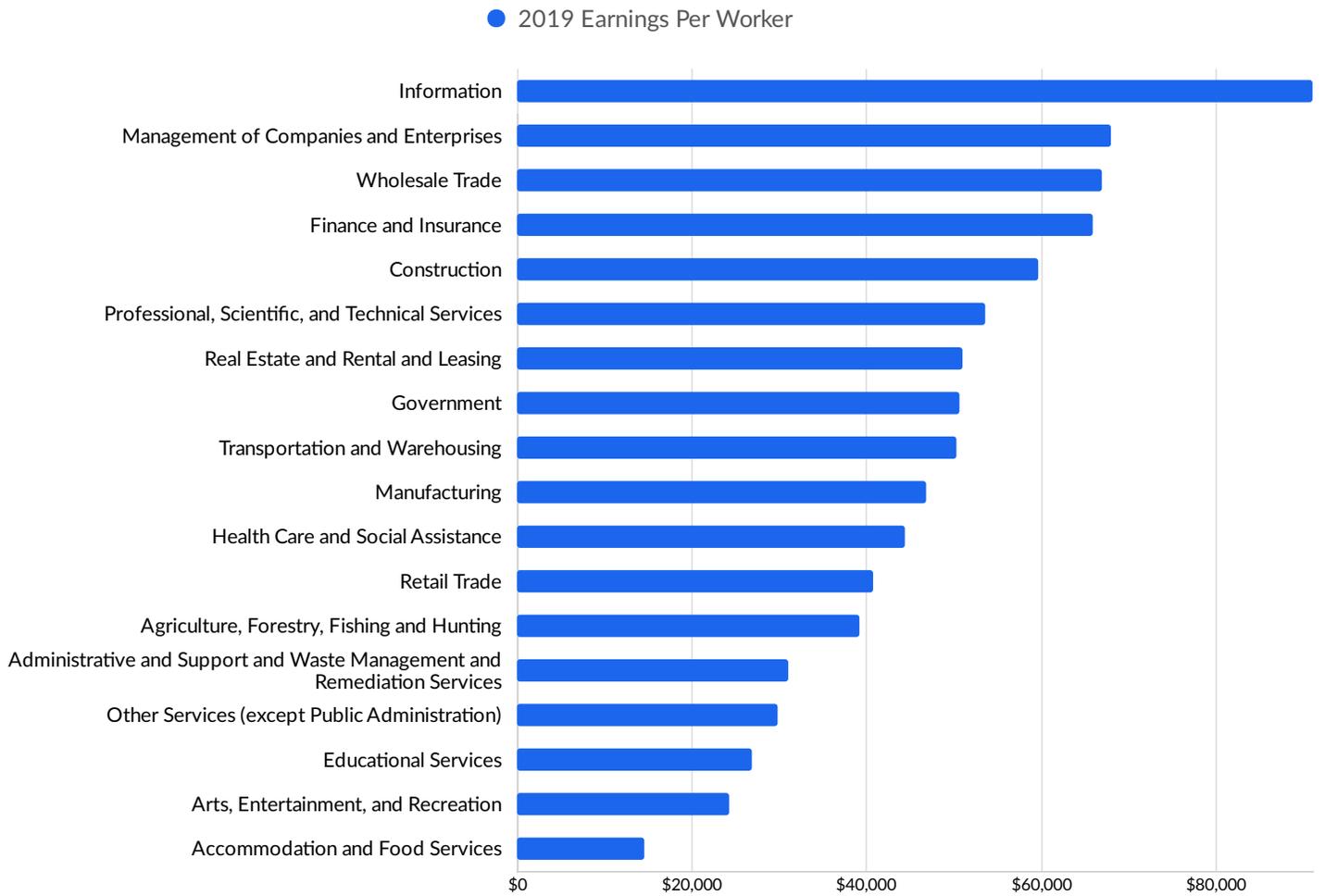
Top Industry LQ



Top Industry GRP



Top Industry Earnings



Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2018 GRP
Government	514	475	-39	-8%	1.17	\$50,659	\$27.16M
Retail Trade	290	317	27	+9%	1.17	\$40,760	\$26.43M
Health Care and Social Assistance	339	295	-44	-13%	0.85	\$44,493	\$15.71M
Construction	222	271	49	+22%	1.77	\$59,637	\$22.80M
Accommodation and Food Services	232	235	3	+1%	1.01	\$14,654	\$6.74M
Manufacturing	160	197	37	+23%	0.92	\$46,893	\$23.32M
Agriculture, Forestry, Fishing and Hunting	203	193	-10	-5%	6.13	\$39,278	\$19.42M
Wholesale Trade	220	189	-31	-14%	1.90	\$67,048	\$37.39M
Management of Companies and Enterprises	61	106	45	+74%	2.71	\$67,999	\$8.09M
Other Services (except Public Administration)	78	95	17	+22%	0.74	\$29,925	\$5.26M
Transportation and Warehousing	87	86	-1	-1%	0.86	\$50,315	\$7.17M
Finance and Insurance	87	76	-11	-13%	0.70	\$65,870	\$11.38M
Professional, Scientific, and Technical Services	62	54	-8	-13%	0.30	\$53,607	\$6.06M
Educational Services	25	40	15	+60%	0.57	\$26,980	\$1.18M
Administrative and Support and Waste Management and Remediation Services	33	37	4	+12%	0.22	\$31,119	\$2.02M
Information	22	20	-2	-9%	0.40	\$91,108	\$6.00M
Real Estate and Rental and Leasing	13	18	5	+38%	0.39	\$50,977	\$5.07M
Arts, Entertainment, and Recreation	15	13	-2	-13%	0.28	\$24,336	\$806.71K

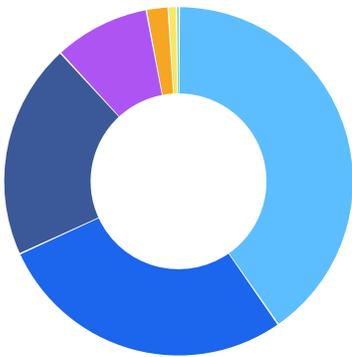
Business Characteristics

520 Companies Employ Your Workers

Online profiles for your workers mention 520 companies as employers, with the top 10 appearing below. In the last 12 months, 284 companies in Pepin County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	18 	Ashley Furniture Industries, Inc.	229 
Nelson	15 	CRST International, Inc.	148 
Bauer Built, Inc.	14 	Wal-Mart Stores, Inc.	122 
Pepin Area School District	14 	Platinum Supplemental Insuranc...	80 
Security Financial Bank	10 	Teach For America, Inc.	77 
Durant School District 72	9 	Westway Transportation Service...	48 
Marten Transport, Ltd.	9 	K.B. Transportation, Inc.	45 
Treasure Island Resort & Casino	8 	Roadrunner Transportation Syste...	44 
Countryside Cooperative	7 	McDonald's Corporation	42 
Phillips Plastics Corporation	7 	Telereach Inc	40 

Business Size



	Percentage	Business Count
1 to 4 employees	40.3%	159
5 to 9 employees	27.8%	110
10 to 19 employees	20.0%	79
20 to 49 employees	8.9%	35
50 to 99 employees	2.0%	8
100 to 249 employees	0.8%	3
250 to 499 employees	0.3%	1

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

Largest Occupations

● Occupation Jobs ● National Average

Top Growing Occupations

● Occupation Jobs Growth

Top Occupation LQ

● Occupation LQ

Top Occupation Earnings

● 2018 Median Hourly Earnings

Top Posted Occupations

● Unique Average Monthly Postings

Underemployment

● Jobs Requiring Ed. Level ● Population at Ed. Level

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Office and Administrative Support	335	334	-1	0%	0.86	\$17.50	18
Food Preparation and Serving Related	260	273	13	+5%	1.20	\$10.00	8
Sales and Related	250	258	8	+3%	0.96	\$14.98	38
Management	212	208	-4	-2%	1.33	\$28.47	6
Transportation and Material Moving	217	206	-11	-5%	1.10	\$17.16	184
Construction and Extraction	172	200	28	+16%	1.59	\$21.33	2
Education, Training, and Library	186	191	5	+3%	1.24	\$19.80	14
Installation, Maintenance, and Repair	151	168	17	+11%	1.58	\$22.09	23
Production	135	168	33	+24%	1.06	\$16.17	24
Healthcare Practitioners and Technical	155	129	-26	-17%	0.86	\$27.30	30
Personal Care and Service	80	96	16	+20%	0.79	\$10.90	4
Farming, Fishing, and Forestry	85	86	1	+1%	4.23	\$13.03	1
Business and Financial Operations	71	80	9	+13%	0.56	\$28.35	8
Healthcare Support	85	68	-17	-20%	0.94	\$14.80	2
Building and Grounds Cleaning and Maintenance	77	67	-10	-13%	0.68	\$12.81	1
Protective Service	59	56	-3	-5%	0.92	\$20.37	0
Community and Social Service	33	33	0	0%	0.71	\$21.07	2
Arts, Design, Entertainment, Sports, and Media	27	26	-1	-4%	0.52	\$15.55	1

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Computer and Mathematical	21	24	3	+14%	0.30	\$31.44	3
Legal	19	16	-3	-16%	0.72	\$21.94	0
Architecture and Engineering	12	13	1	+8%	0.30	\$31.77	3

Educational Pipeline

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

In-Demand Skills

