



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

7,365

Population (2020)

Population **grew by 128** over the last 5 years and is projected to **grow by 299** over the next 5 years.

2,616

Total Regional Employment

Jobs **decreased by 110** over the last 5 years but are projected to **grow by 155** over the next 5 years.

\$54.6K

Median Household Income (2019)

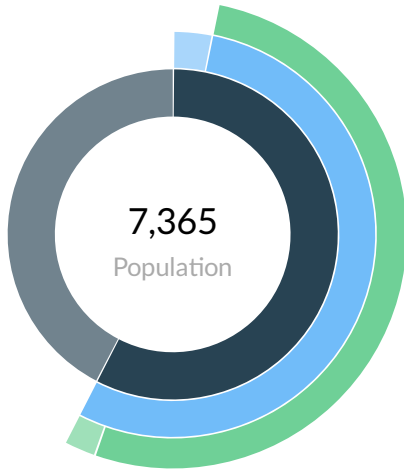
Median household income is **\$8.3K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 1.8%** since 2015, growing by 128. Population is expected to **increase by 4.1%** between 2020 and 2025, adding 299.
- From 2015 to 2020, jobs **declined by 4.0%** in Pepin County, WI from 2,726 to **2,616**. This change **fell short of the national growth rate of 1.3% by 5.3%**. As the number of jobs declined, the **labor force participation rate decreased from 66.9% to 66.4% between 2015 and 2020**.
- Concerning educational attainment, **15.0% of Pepin County, WI residents possess a Bachelor's Degree** (5.0% below the national average), and **12.0% hold an Associate's Degree** (3.4% above the national average).
- The top three industries in 2020 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Animal Production.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	7,365	4,011	2,616	103.5	\$269.82M	\$569.52M	\$357.76M
Mississippi River Region	326,454	170,469	158,070	100.0	\$15.74B	\$23.65B	\$24.04B
La Crosse, WI (in La Crosse county) (ZIP 54601)	49,579	N/A	38,339	100.2	\$3.89B	\$4.60B	\$5.47B

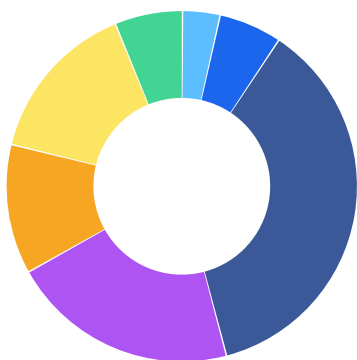
2020 Labor Force Breakdown



	Population
● Total Working Age Population	4,237
● Not in Labor Force (15+)	226
● Labor Force	4,011
● Employed	3,848
● Unemployed	163
● Under 15	3,127

Educational Attainment

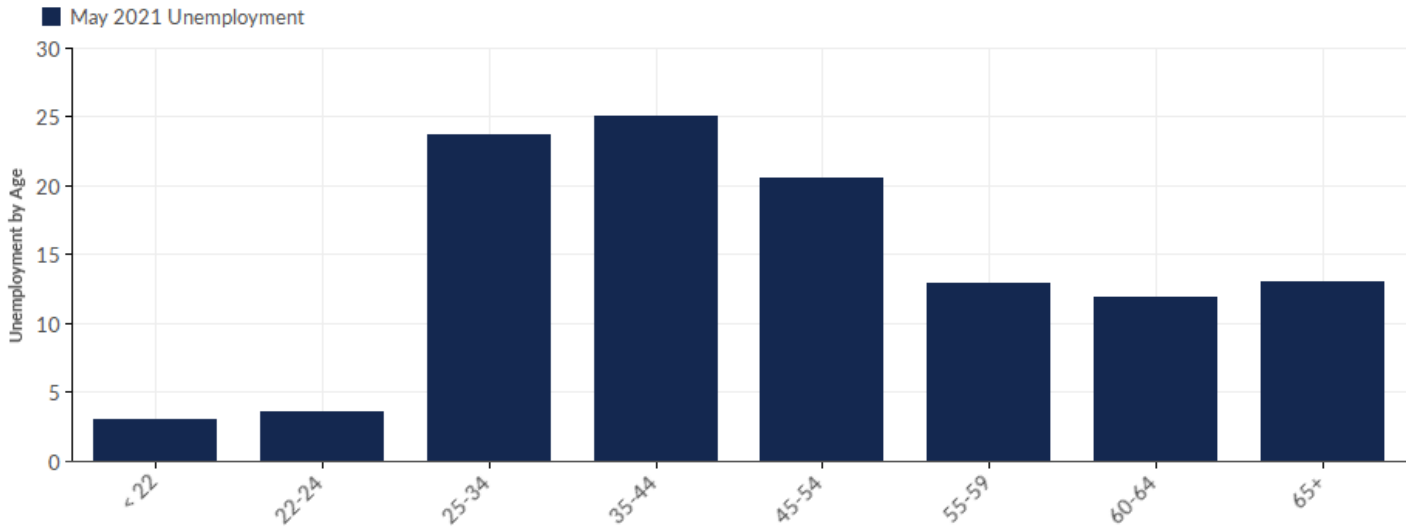
Concerning educational attainment, **15.0% of Pepin County, WI residents possess a Bachelor's Degree** (5.0% below the national average), and **12.0% hold an Associate's Degree** (3.4% above the national average).



	% of Population	Population
● Less Than 9th Grade	3.5%	186
● 9th Grade to 12th Grade	5.8%	312
● High School Diploma	36.6%	1,963
● Some College	21.0%	1,127
● Associate's Degree	12.0%	642
● Bachelor's Degree	15.0%	805
● Graduate Degree and Higher	6.2%	335

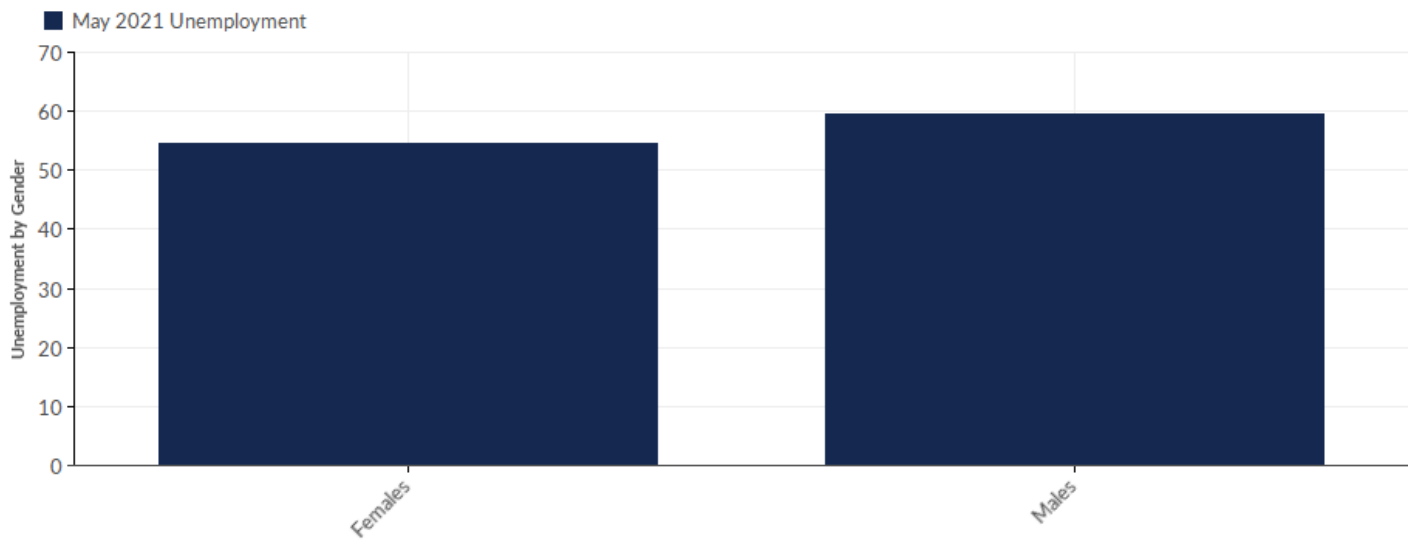
Unemployment by Demographics

Unemployment by Age



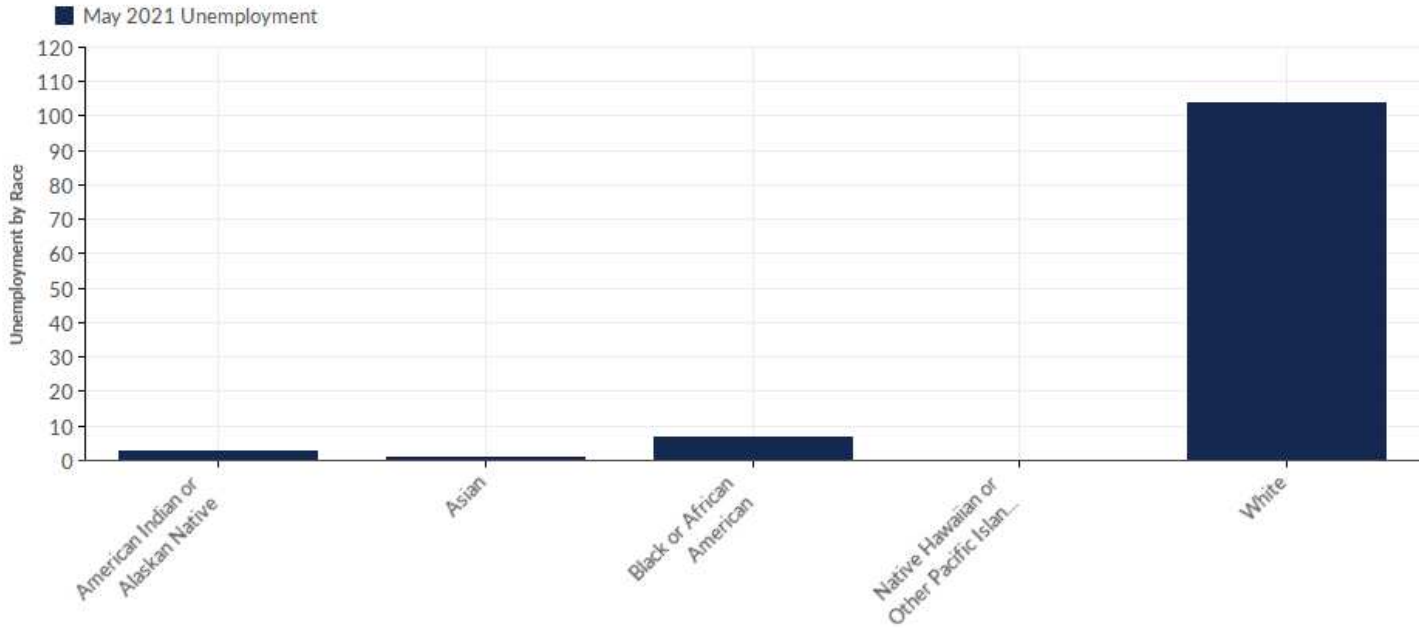
Age	Unemployment (May 2021)	% of Age Cohort
< 22	3	2.63%
22-24	4	3.51%
25-34	24	21.05%
35-44	25	21.93%
45-54	21	18.42%
55-59	13	11.40%
60-64	12	10.53%
65+	13	11.40%
Total	114	101.00%

Unemployment by Gender



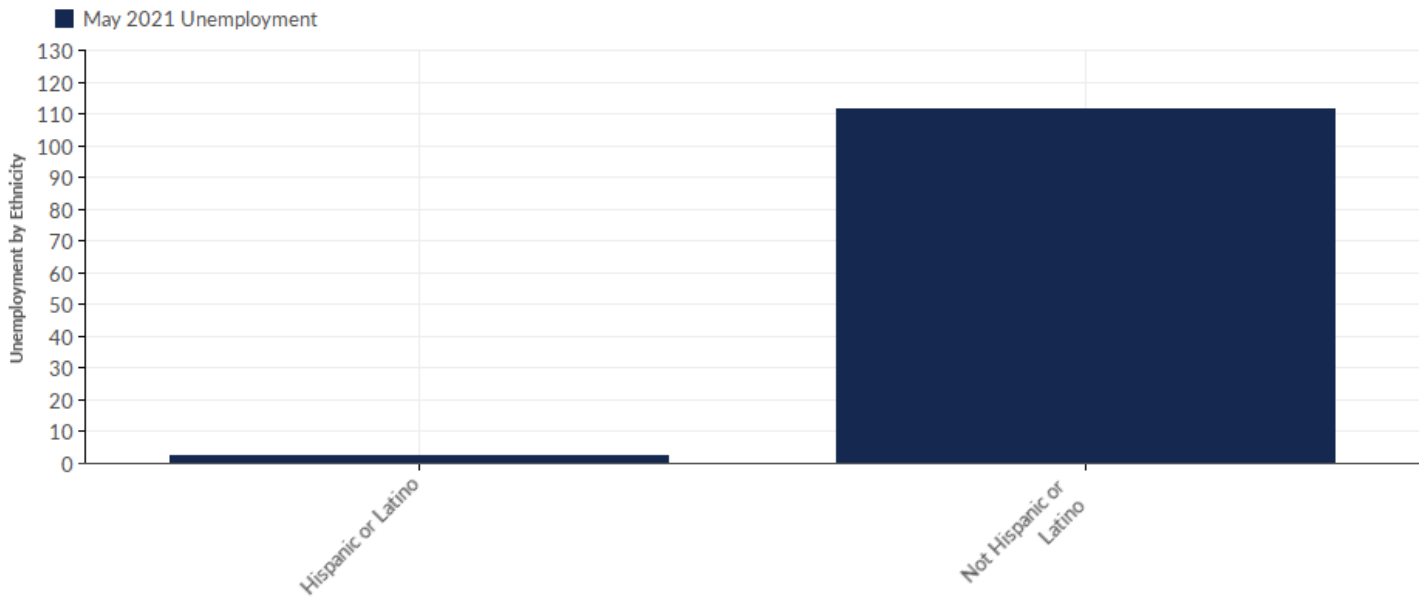
Gender	Unemployment (May 2021)	% of Age Cohort
Females	54	47.37%
Males	60	52.63%
Total	114	100.00%

Unemployment by Race



Race	Unemployment (May 2021)	% of Age Cohort
American Indian or Alaskan Native	3	2.63%
Asian	1	0.88%
Black or African American	7	6.14%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	104	91.23%
Total	114	101.00%

Unemployment by Ethnicity

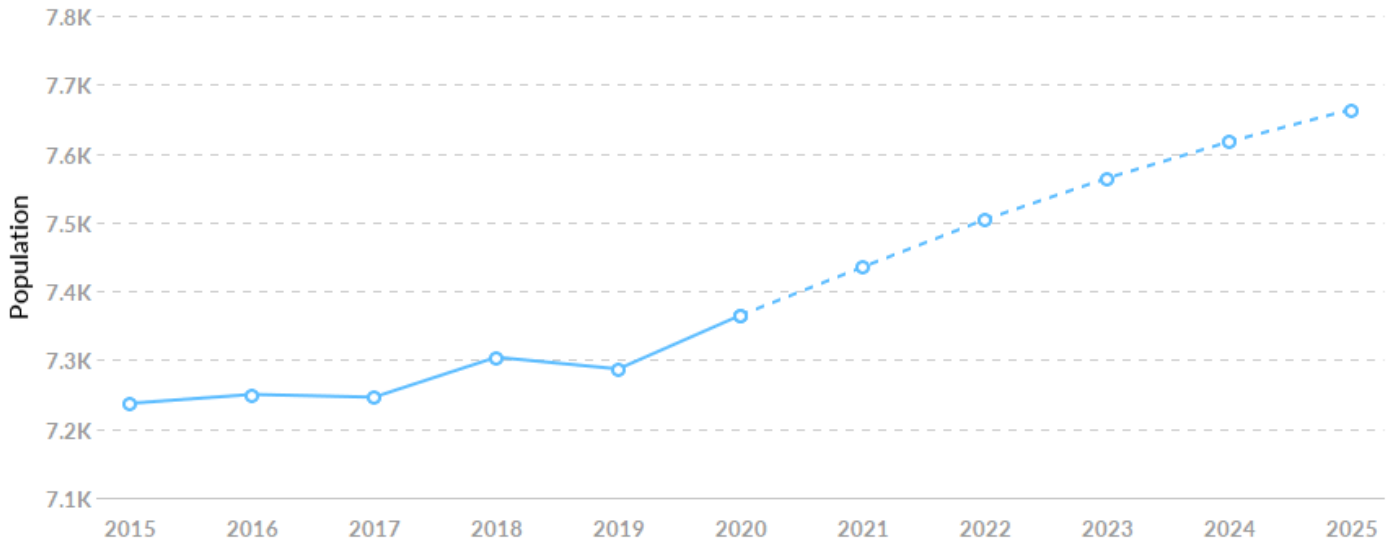


Ethnicity	Unemployment (May 2021)	% of Age Cohort
Hispanic or Latino	3	2.63%
Not Hispanic or Latino	111	97.37%
Total	114	100.00%

Historic & Projected Trends

Population Trends

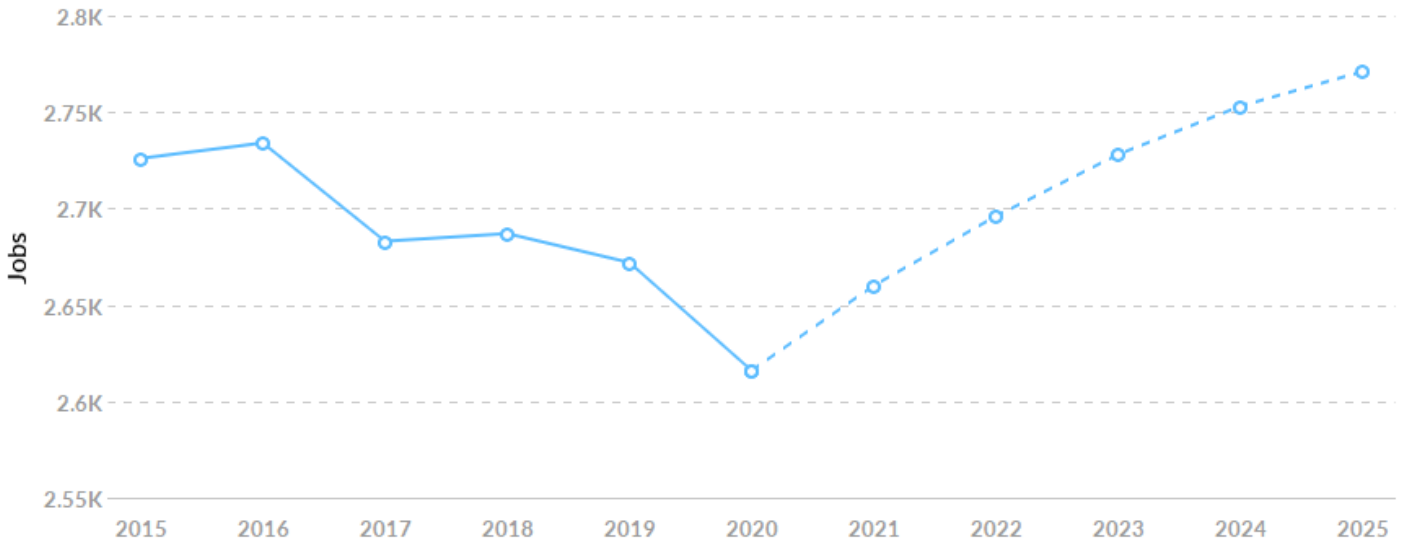
As of 2020 the region's population **increased by 1.8%** since 2015, growing by 128. Population is expected to **increase by 4.1%** between 2020 and 2025, adding 299.



Timeframe	Population
2015	7,237
2016	7,250
2017	7,246
2018	7,304
2019	7,287
2020	7,365
2021	7,435
2022	7,504
2023	7,564
2024	7,617
2025	7,664

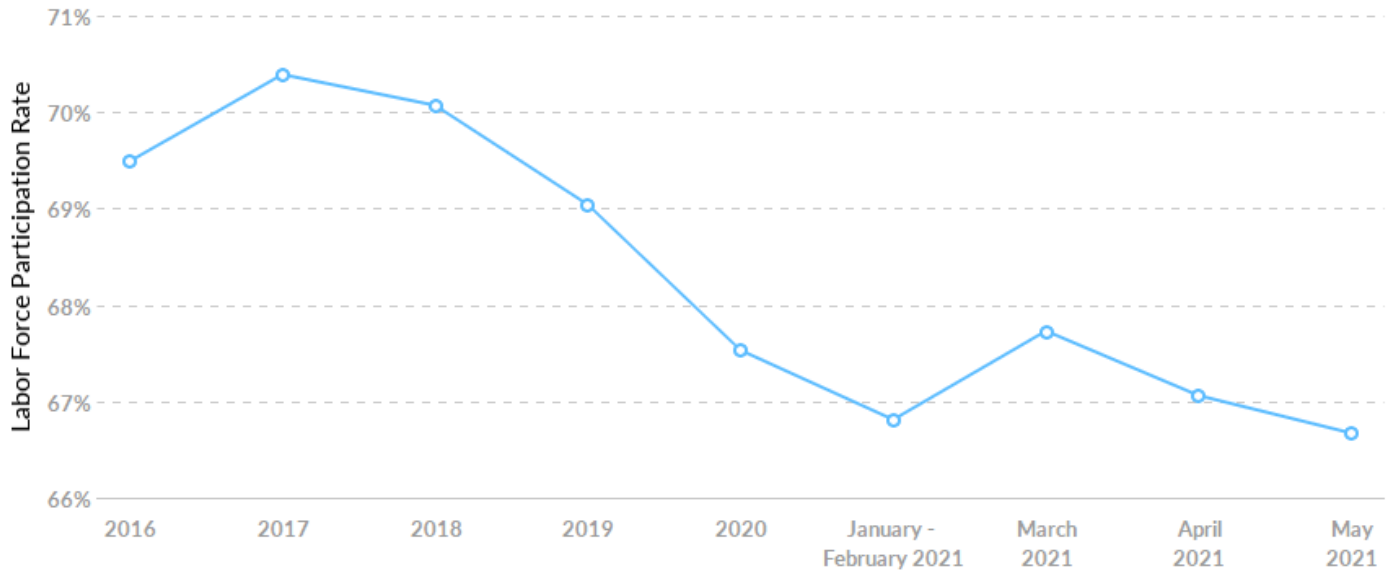
Job Trends

From 2015 to 2020, jobs **declined by 4.0%** in Pepin County, WI from 2,726 to **2,616**. This change **fell short of the national growth rate of 1.3% by 5.3%**.



Timeframe	Jobs
2015	2,726
2016	2,734
2017	2,683
2018	2,687
2019	2,672
2020	2,616
2021	2,660
2022	2,696
2023	2,728
2024	2,753
2025	2,771

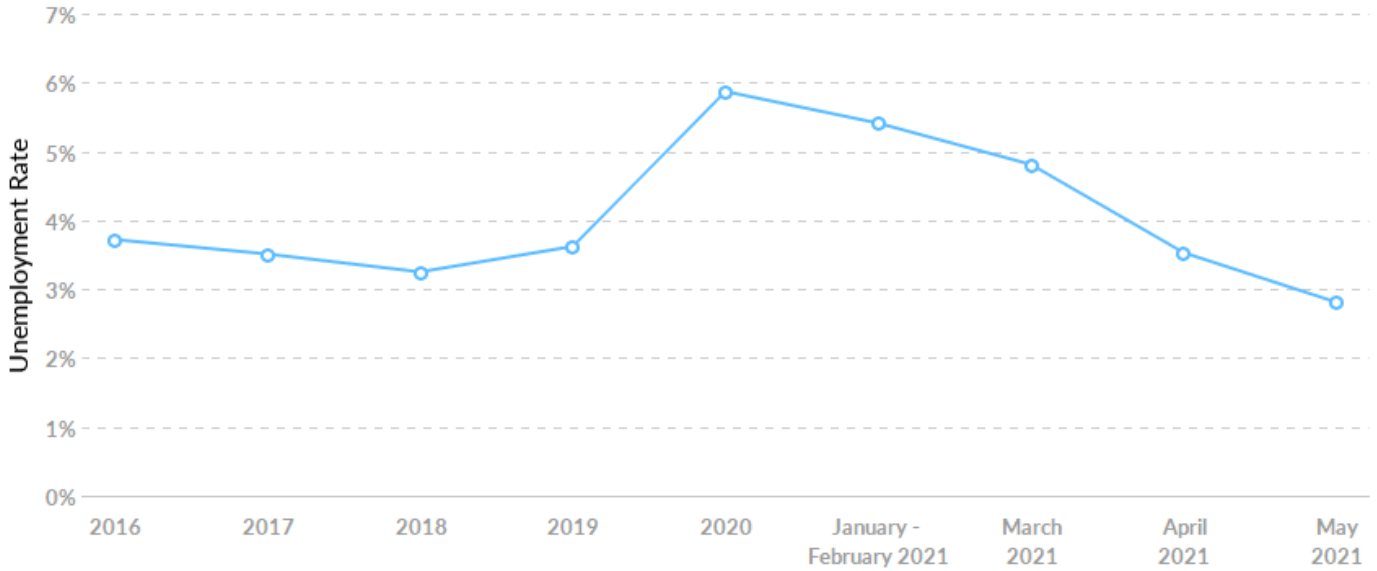
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	69.49%
2017	70.39%
2018	70.07%
2019	69.04%
2020	67.53%
January - February 2021	66.81%
March 2021	67.73%
April 2021	67.06%
May 2021	66.67%

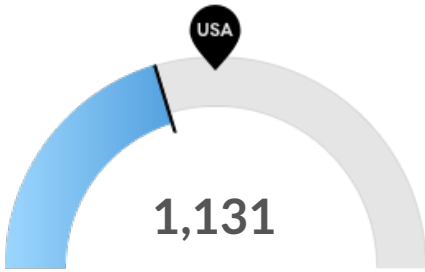
Unemployment Rate Trends

Pepin County, WI had a May 2021 unemployment rate of 2.81%, decreasing from 3.72% 5 years before.



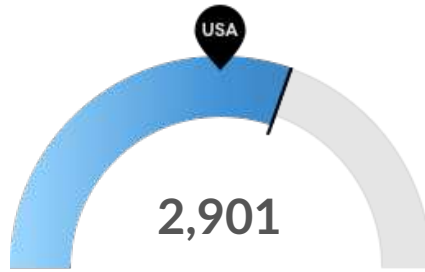
Timeframe	Unemployment Rate
2016	3.72%
2017	3.51%
2018	3.25%
2019	3.62%
2020	5.87%
January - February 2021	5.41%
March 2021	4.81%
April 2021	3.53%
May 2021	2.81%

Population Characteristics



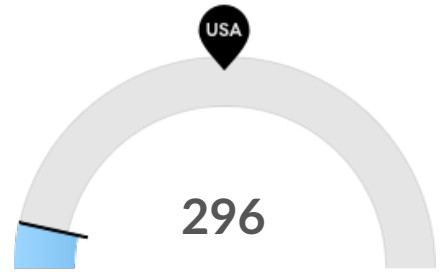
Millennials

Pepin County, WI has 1,131 millennials (ages 25-39). The national average for an area this size is 1,502.



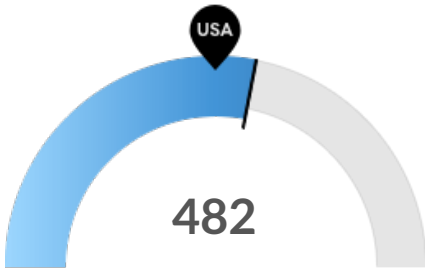
Retiring Soon

Retirement risk is high in Pepin County, WI. The national average for an area this size is 2,142 people 55 or older, while there are 2,901 here.



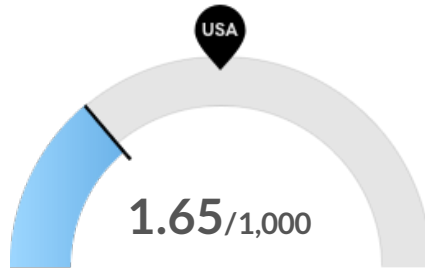
Racial Diversity

Racial diversity is low in Pepin County, WI. The national average for an area this size is 2,907 racially diverse people, while there are 296 here.



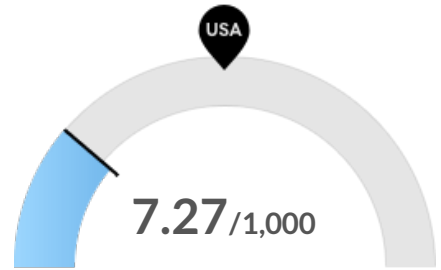
Veterans

Pepin County, WI has 482 veterans. The national average for an area this size is 405.



Violent Crime

Pepin County, WI has 1.65 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

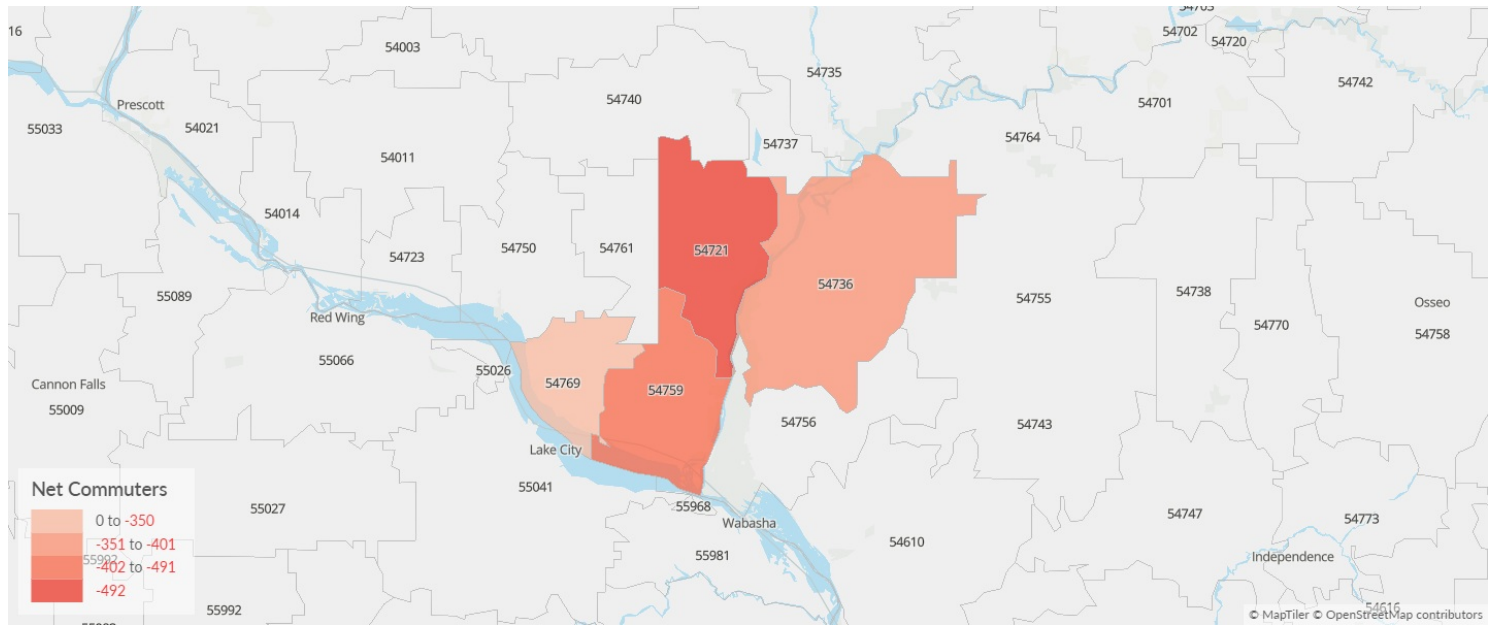


Property Crime

Pepin County, WI has 7.27 property crimes per 1,000 people. The national rate is 19.79 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	2020 Employment
54736	Durand, WI (in Pepin co...	1,986
54759	Pepin, WI (in Pepin cou...	363
54721	Arkansaw, WI (in Pepin ...	148
54769	Stockholm, WI (in Pepin...	119

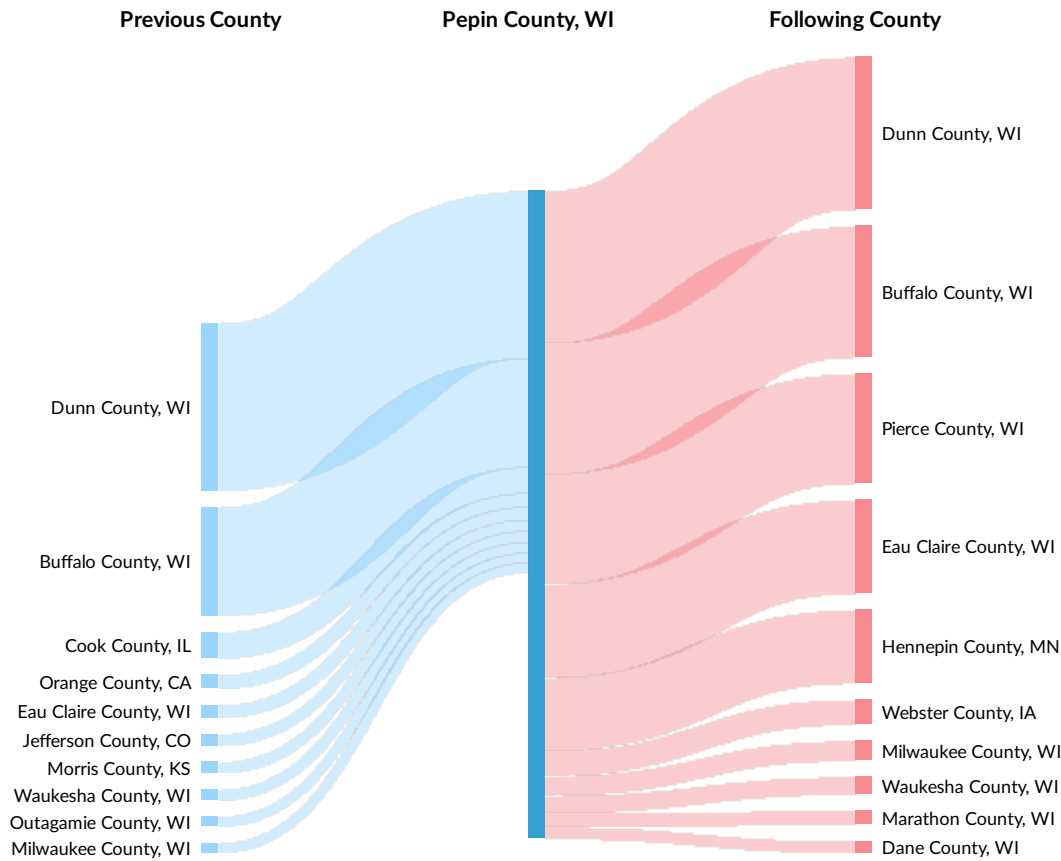
Where Talent Lives

ZIP	Name	2020 Workers
54736	Durand, WI (in Pepin co...	2,337
54759	Pepin, WI (in Pepin cou...	765
54721	Arkansaw, WI (in Pepin ...	640
54769	Stockholm, WI (in Pepin...	353

Inbound and Outbound Migration

The table below analyzes past and current residents of Pepin County, WI. The left column shows residents of other counties migrating to Pepin County, WI. The right column shows residents migrating from Pepin County, WI to other counties.

As of 2019, 72 people have migrated from Dunn County, WI to Pepin County, WI. In the same year, 65 people left Pepin County, WI migrating to Dunn County, WI. The total Net Migration for Pepin County, WI in 2018 was -53.

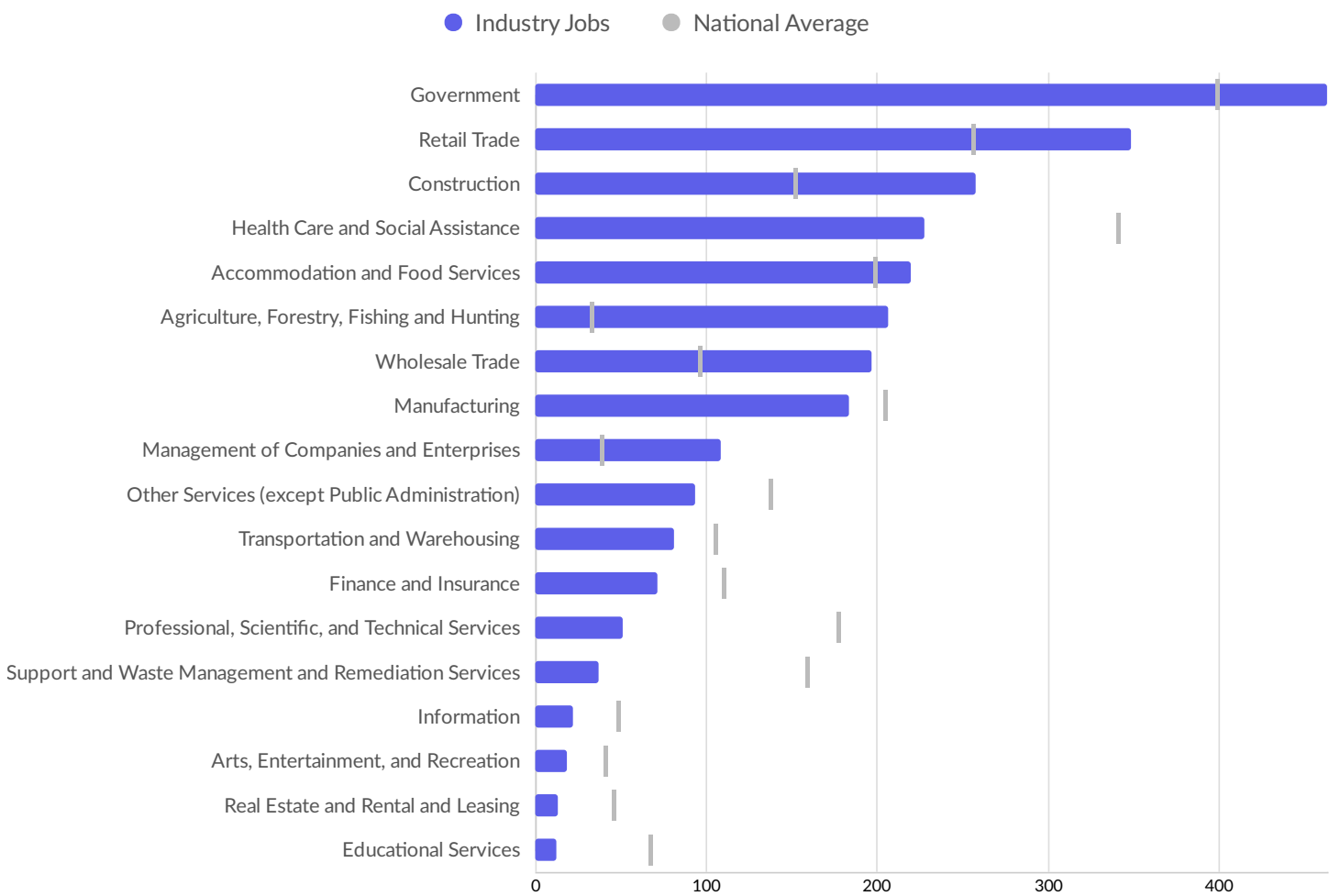


Top Previous Counties	Migrations
Dunn County, WI	72
Buffalo County, WI	47
Cook County, IL	11
Orange County, CA	6
Eau Claire County, WI	5
Jefferson County, CO	5

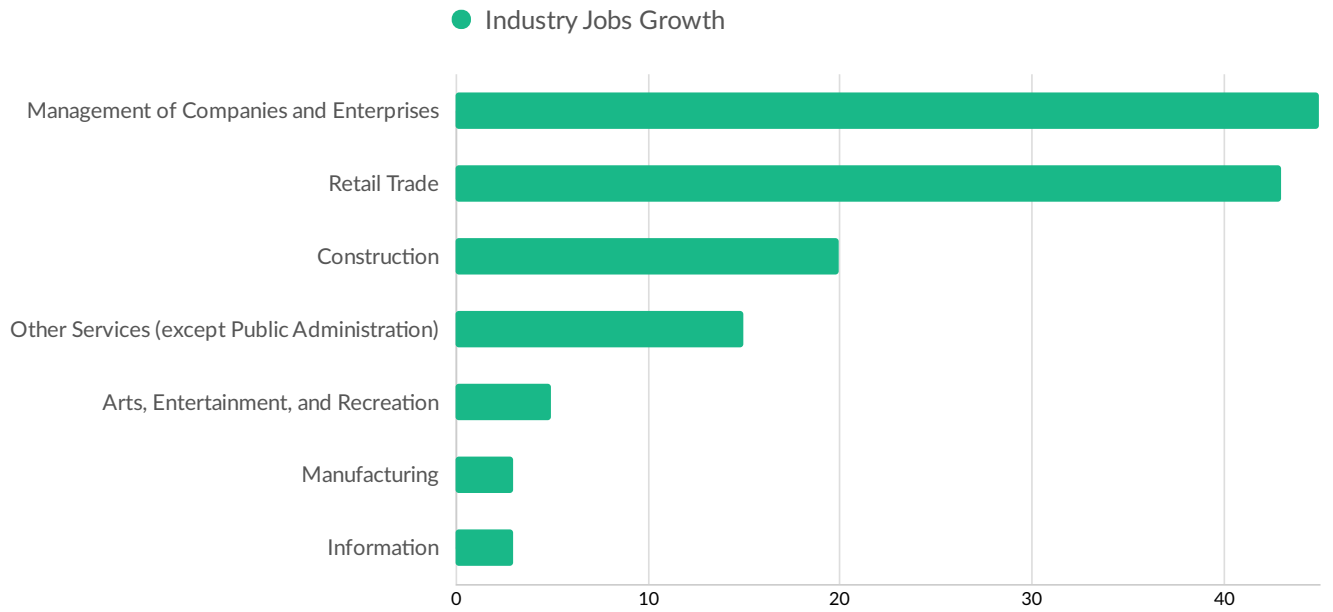
Top Previous Counties	Migrations
Morris County, KS	5
Waukesha County, WI	5
Outagamie County, WI	4
Milwaukee County, WI	4
Morton County, KS	4
Rock County, WI	4
Marathon County, WI	3
Racine County, WI	3
Pierce County, WI	3
Top Following Counties	Migrations
Dunn County, WI	65
Buffalo County, WI	56
Pierce County, WI	47
Eau Claire County, WI	40
Hennepin County, MN	31
Webster County, IA	11
Milwaukee County, WI	8
Waukesha County, WI	7
Marathon County, WI	6
Dane County, WI	5
Kings County, NY	4
King County, WA	4
Portage County, WI	4
Goodhue County, MN	3
Seneca County, NY	3

Industry Characteristics

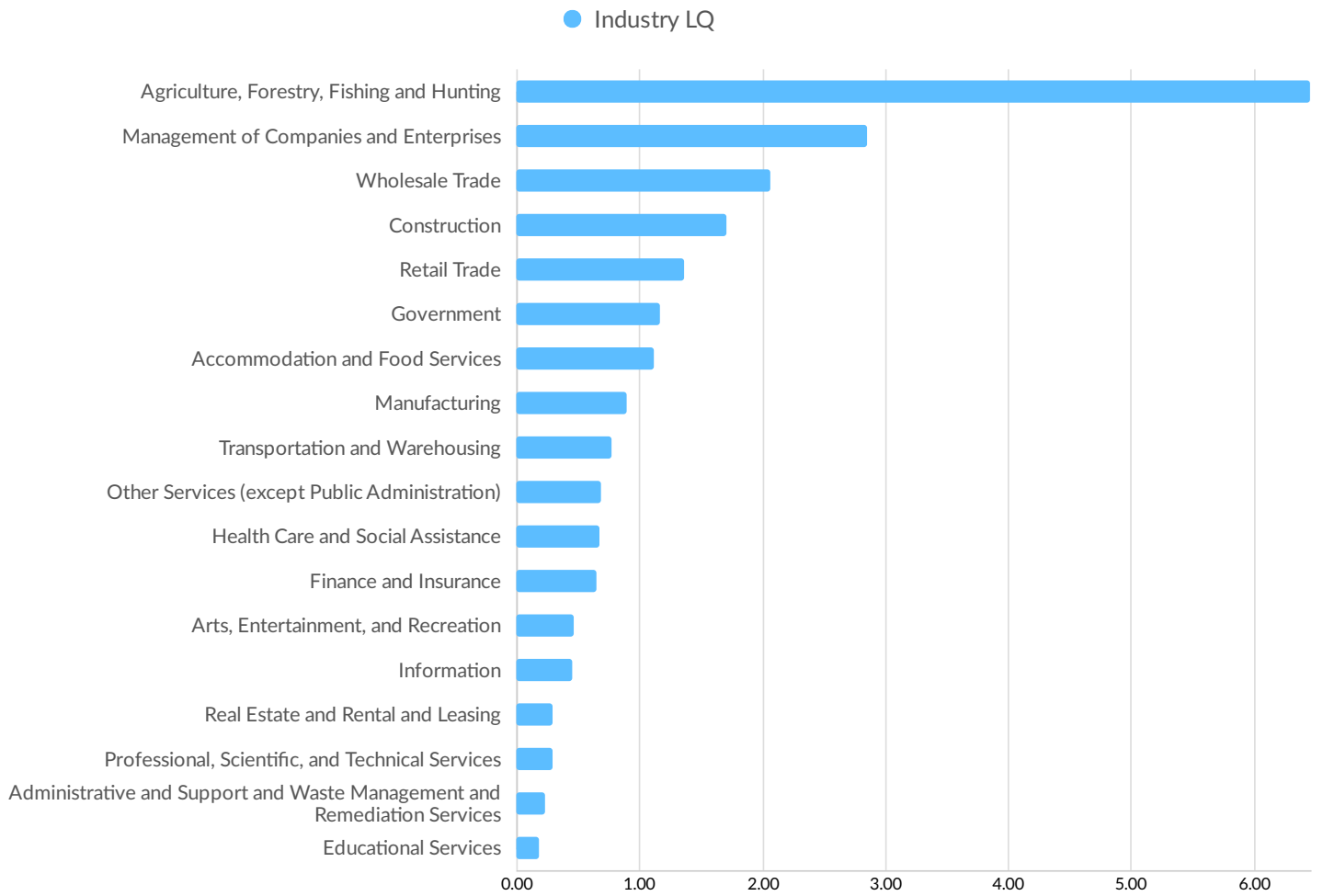
Largest Industries



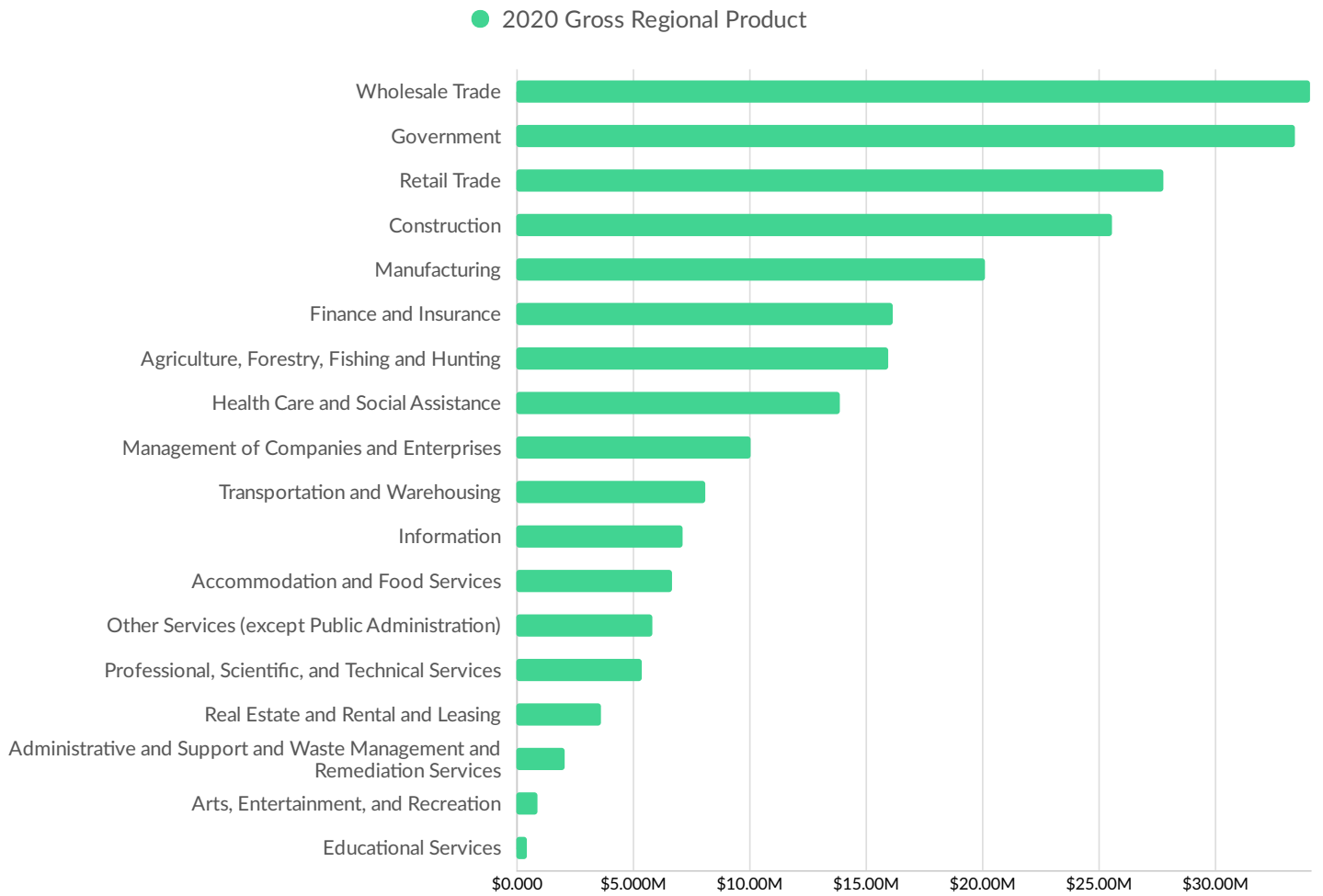
Top Growing Industries



Top Industry LQ



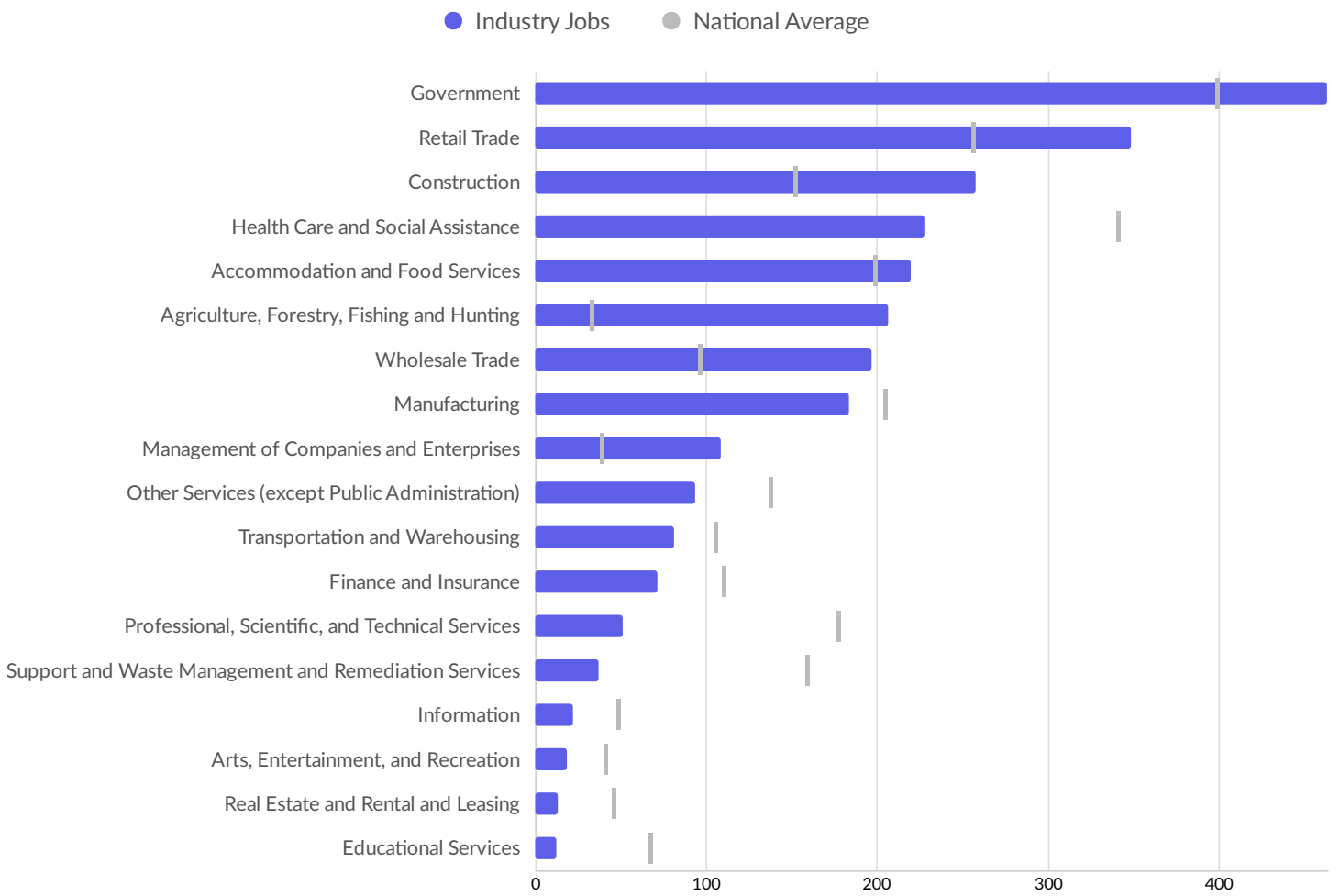
Top Industry GRP



Top Industry Earnings



Largest Industries



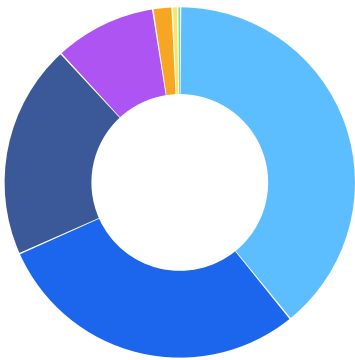
Business Characteristics

579 Companies Employ Your Workers

Online profiles for your workers mention 579 companies as employers, with the top 10 appearing below. In the last 12 months, 364 companies in Pepin County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Nelson, Inc.	28 	Ashley Furniture Industries, Inc.	85 
Mayo Clinic	21 	U.S. Xpress, Inc.	47 
Bauer Built, Inc.	17 	Swedbank AB	44 
Marten Transport, Ltd.	17 	Sam's Club	34 
Pepin Area School District	14 	Uber Eats	31 
Pepin County Birth To 3	12 	Adventa Health LLC	30 
Security Financial Bank	12 	Wal-Mart, Inc.	28 
Countryside Cooperative	11 	Marten Transport, Ltd.	25 
Komro Sales Service Inc	11 	CRST International, Inc.	24 
Durant School District 72	10 	United States Postal Service	22 

Business Size

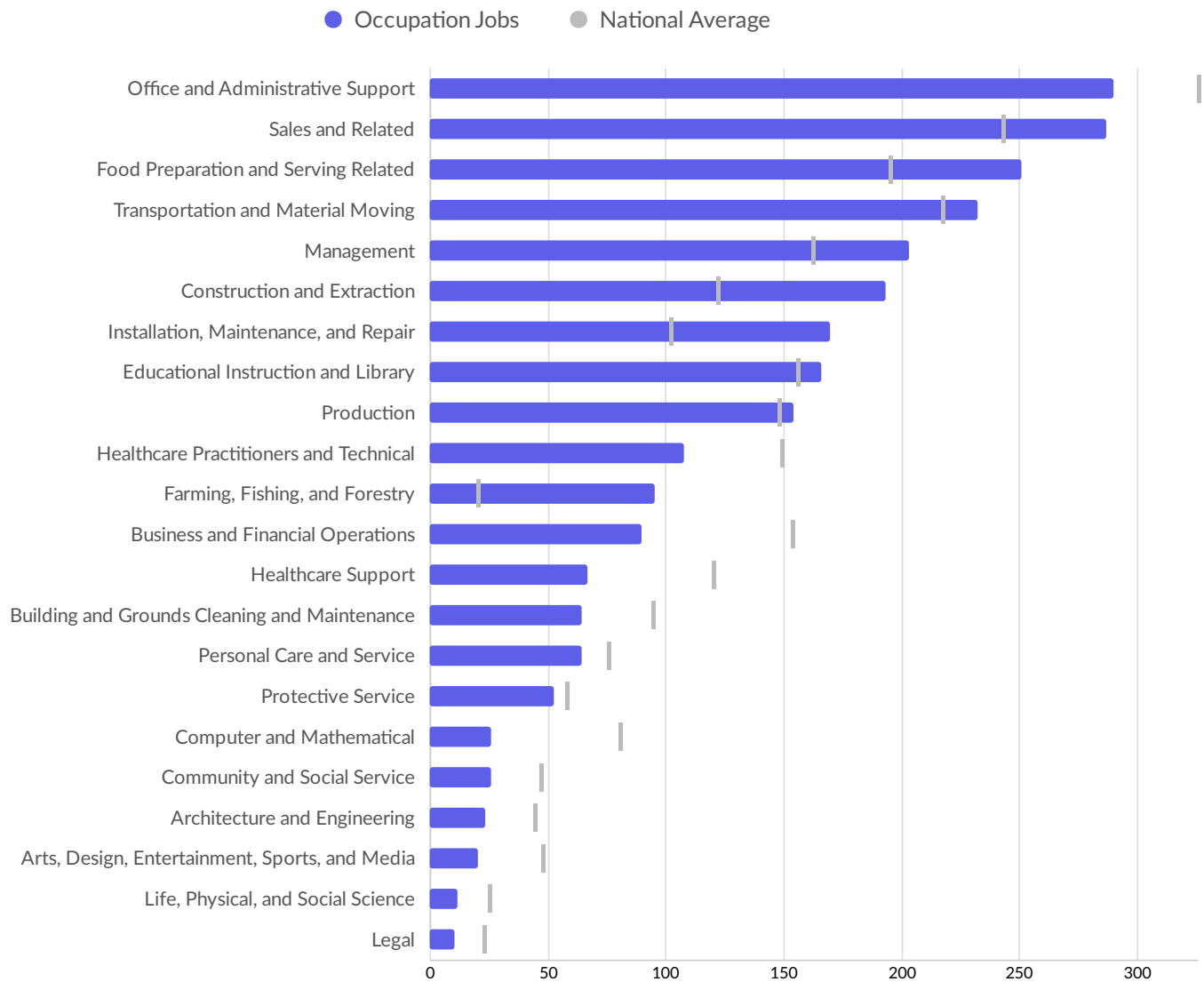


	Percentage	Business Count
● 1 to 4 employees	39.1%	154
● 5 to 9 employees	29.2%	115
● 10 to 19 employees	19.8%	78
● 20 to 49 employees	9.4%	37
● 50 to 99 employees	1.8%	7
● 100 to 249 employees	0.5%	2
● 250 to 499 employees	0.3%	1

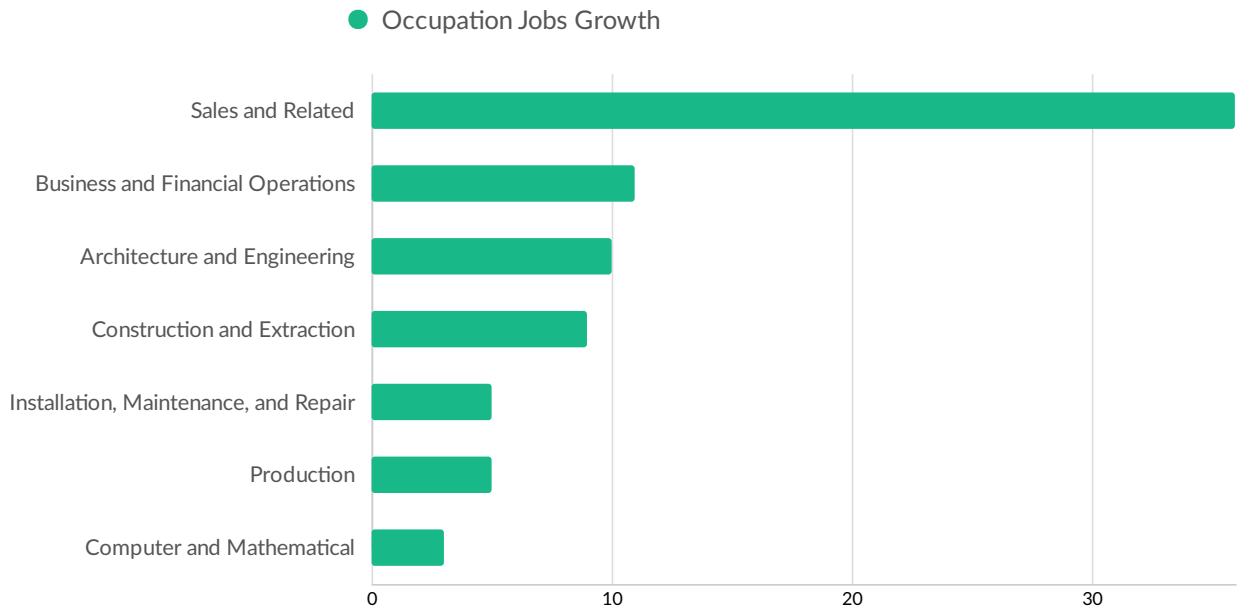
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

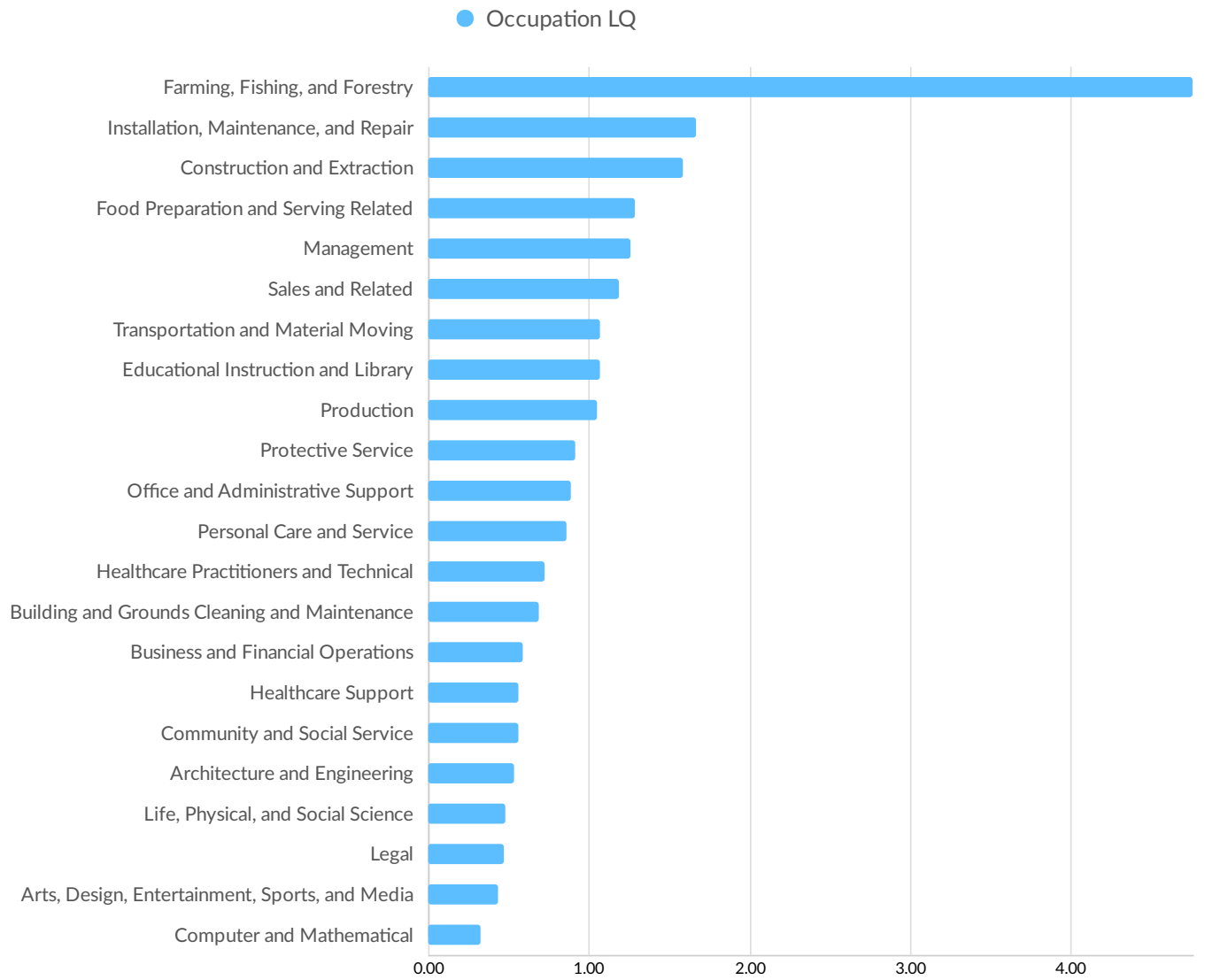
Largest Occupations



Top Growing Occupations



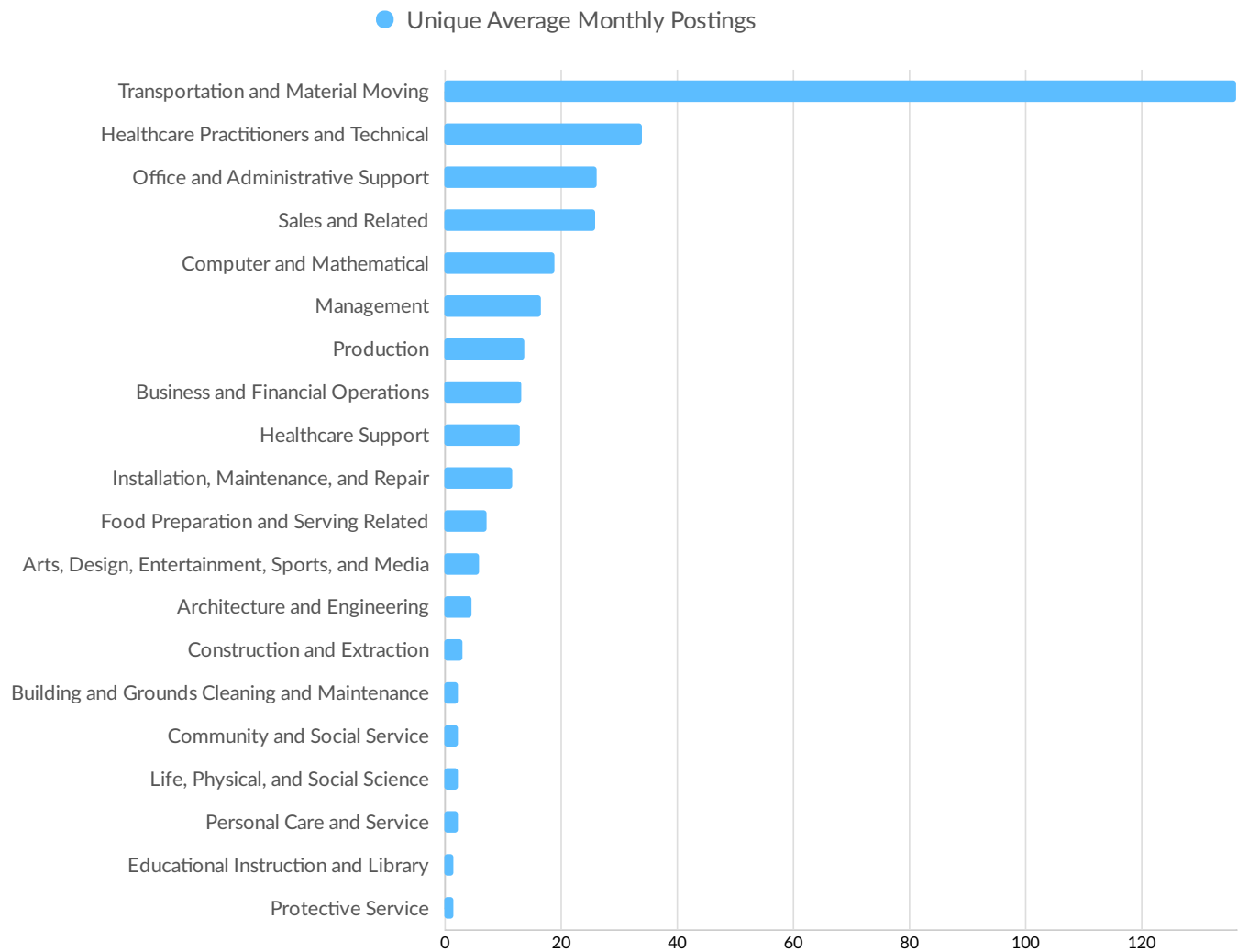
Top Occupation LQ



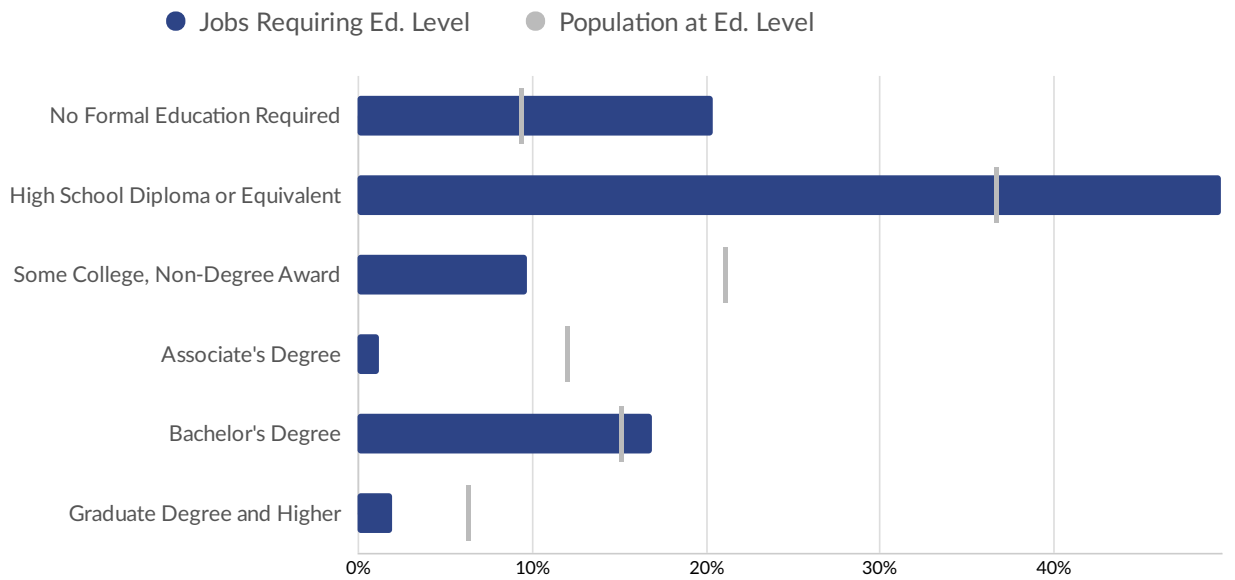
Top Occupation Earnings



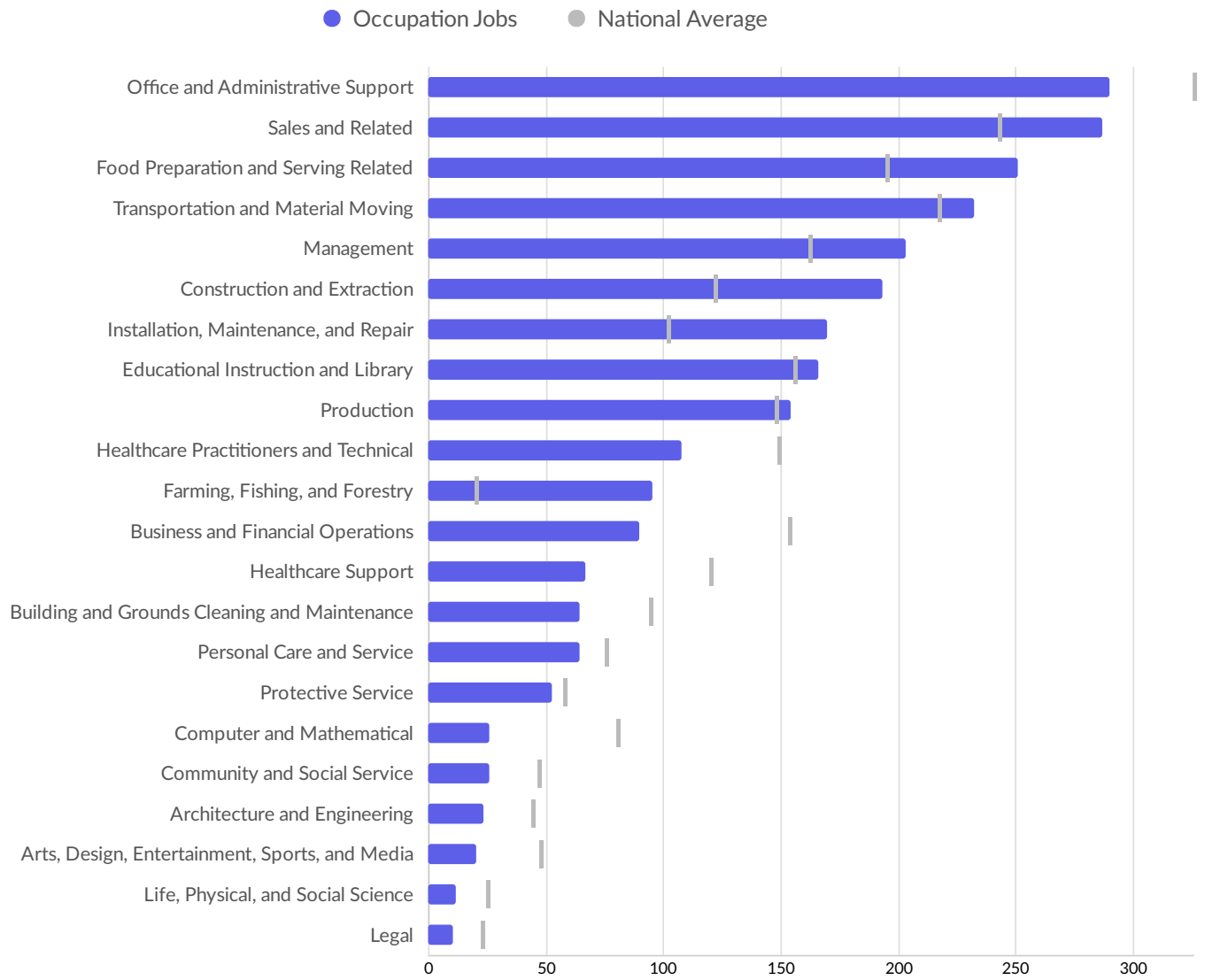
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills

