

Pepin County, WI

Mississippi River Regional Planning Commission



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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

7,315

Population (2021)

Population **grew by 70** over the last 5 years and is projected to **grow by 142** over the next 5 years.

2,716

Total Regional Employment

Jobs **decreased by 18** over the last 5 years but are projected to **grow by 207** 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 2021 the region's population **increased by 1.0%** since 2016, growing by 70. Population is expected to **increase by 1.9%** between 2021 and 2026, adding 142.
- From 2016 to 2021, jobs **declined by 0.7%** in Pepin County, WI from 2,734 to **2,716**. This change **fell short of the national growth rate of 1.8% by 2.5%**. As the number of jobs declined, the **labor force participation rate decreased from 69.9% to 69.2% between 2016 and 2021**.
- Concerning educational attainment, **15.4% of Pepin County, WI residents possess a Bachelor's Degree** (4.9% below the national average), and **12.1% hold an Associate's Degree** (3.4% above the national average).
- The top three industries in 2021 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

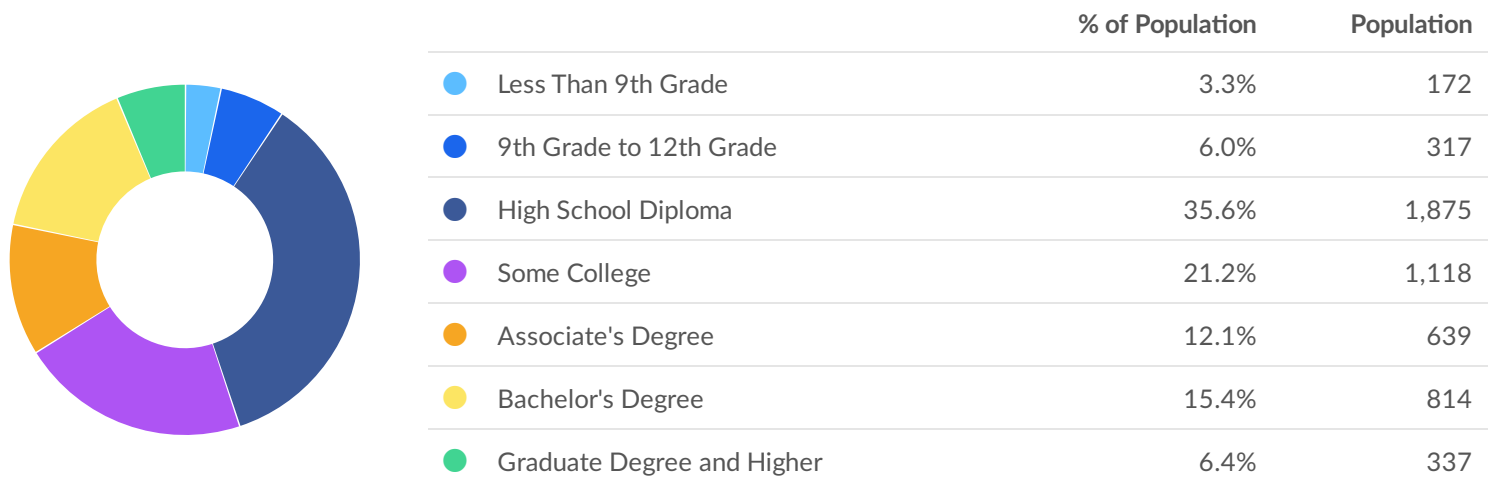
	Population (2022)	Labor Force (May 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	7,351	4,149	2,716	103.5	\$305.44M	\$564.32M	\$373.59M
Mississippi River Region	328,417	174,357	159,080	100.0	\$17.33B	\$24.34B	\$24.98B
Trempealeau County, WI	30,147	15,239	14,628	100.7	\$1.56B	\$2.59B	\$2.31B
Buffalo County, WI	12,913	6,241	4,653	102.2	\$515.21M	\$1.16B	\$882.19M
Dunn County, WI	46,191	24,084	19,534	96.1	\$2.07B	\$3.24B	\$2.75B
Eau Claire County, WI	106,024	59,750	62,126	98.2	\$6.55B	\$6.84B	\$7.01B
Wisconsin	5,881,227	3,115,847	3,110,882	100.3	\$360.23B	\$330.30B	\$353.71B
United States	333,523,253	164,157,172	163,553,353	100.0	\$22.75T	\$0	\$10.94T

May 2022 Labor Force Breakdown



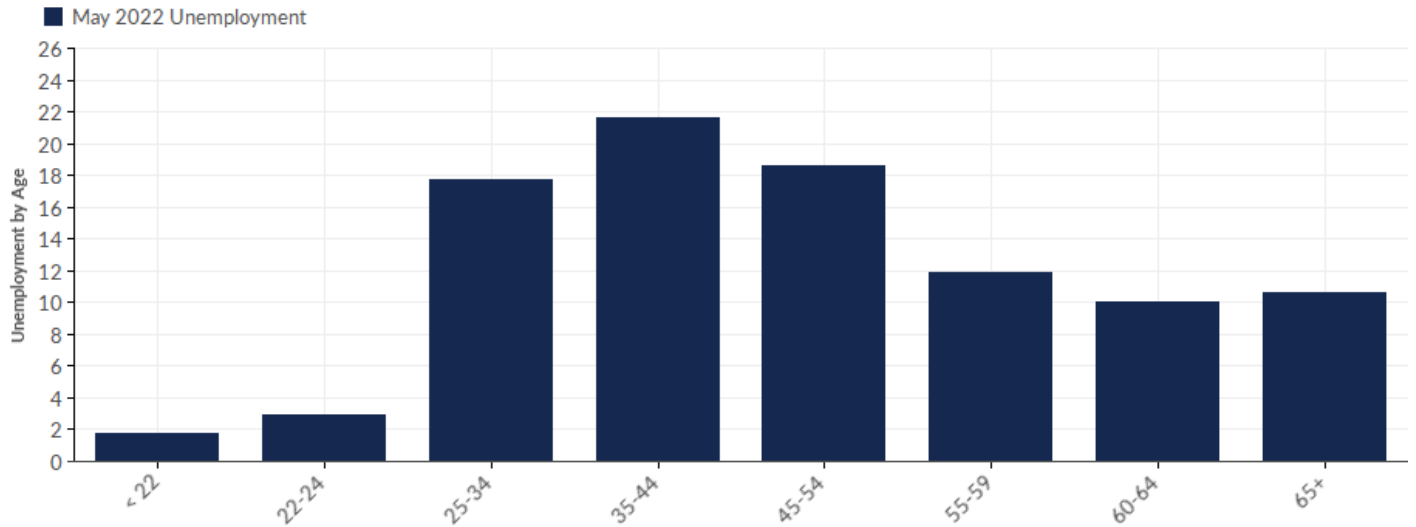
Educational Attainment

Concerning educational attainment, **15.4% of Pepin County, WI residents possess a Bachelor's Degree** (4.9% below the national average), and **12.1% hold an Associate's Degree** (3.4% above the national average).



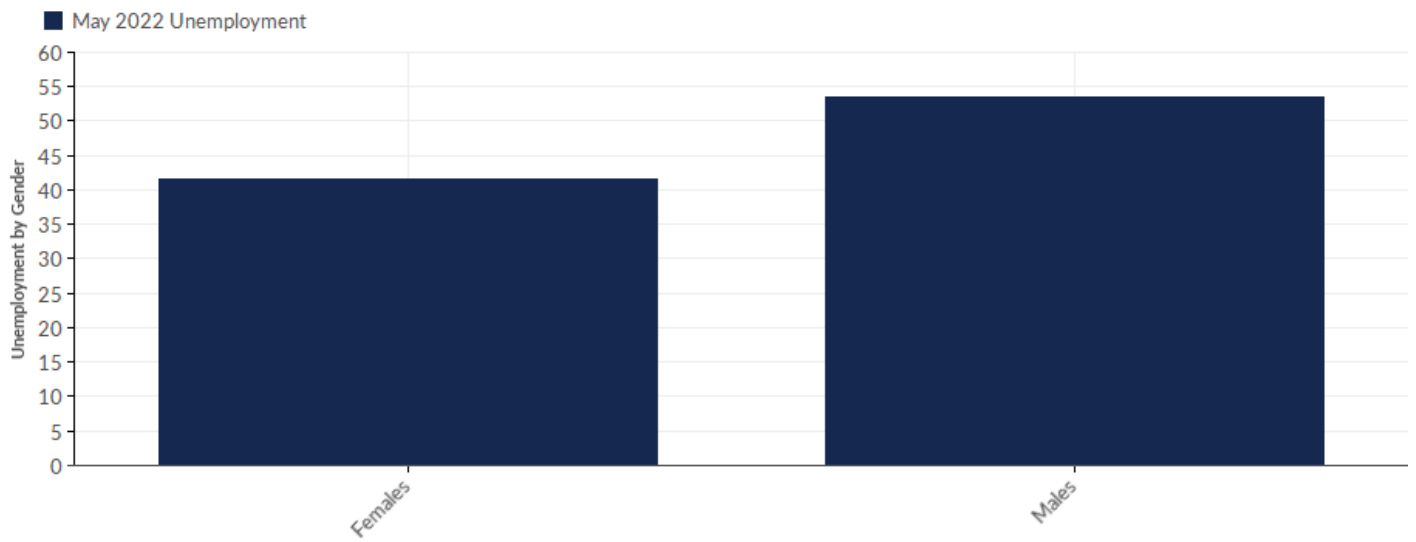
Unemployment by Demographics

Unemployment by Age



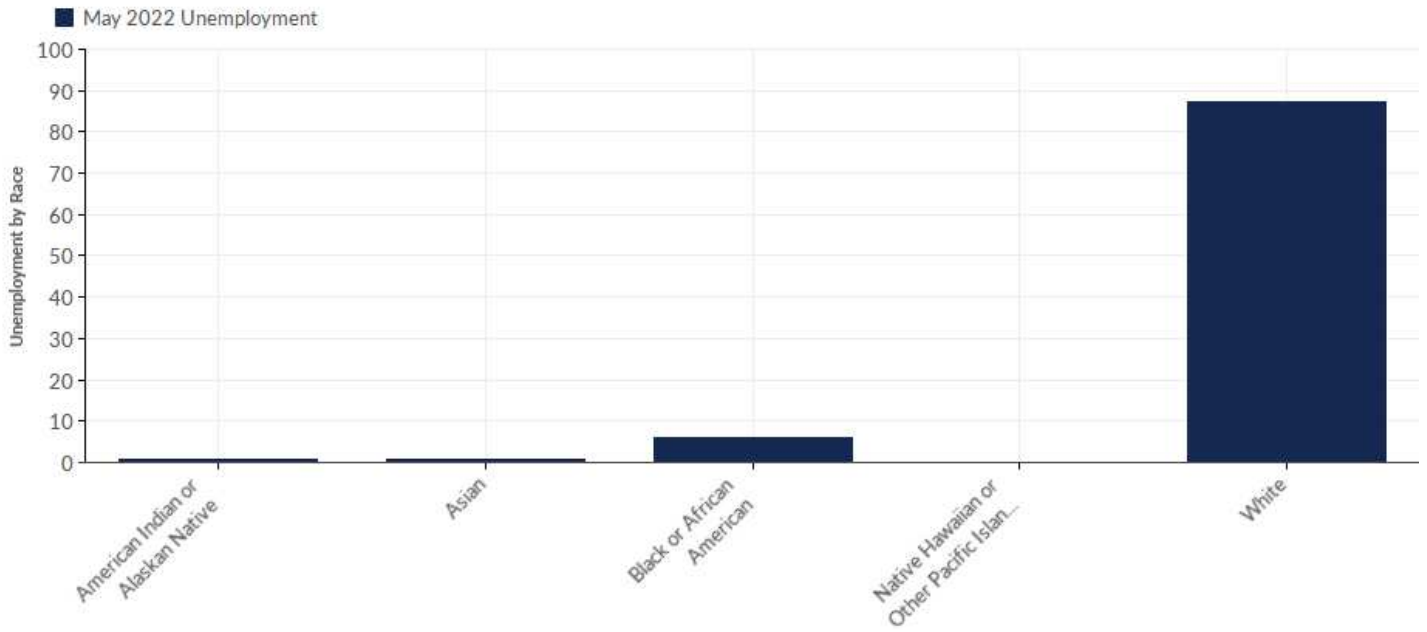
Age	Unemployment (May 2022)	% of Unemployed
< 22	2	2.11%
22-24	3	3.16%
25-34	18	18.95%
35-44	22	23.16%
45-54	19	20.00%
55-59	12	12.63%
60-64	10	10.53%
65+	11	11.58%
Total	95	102.00%

Unemployment by Gender



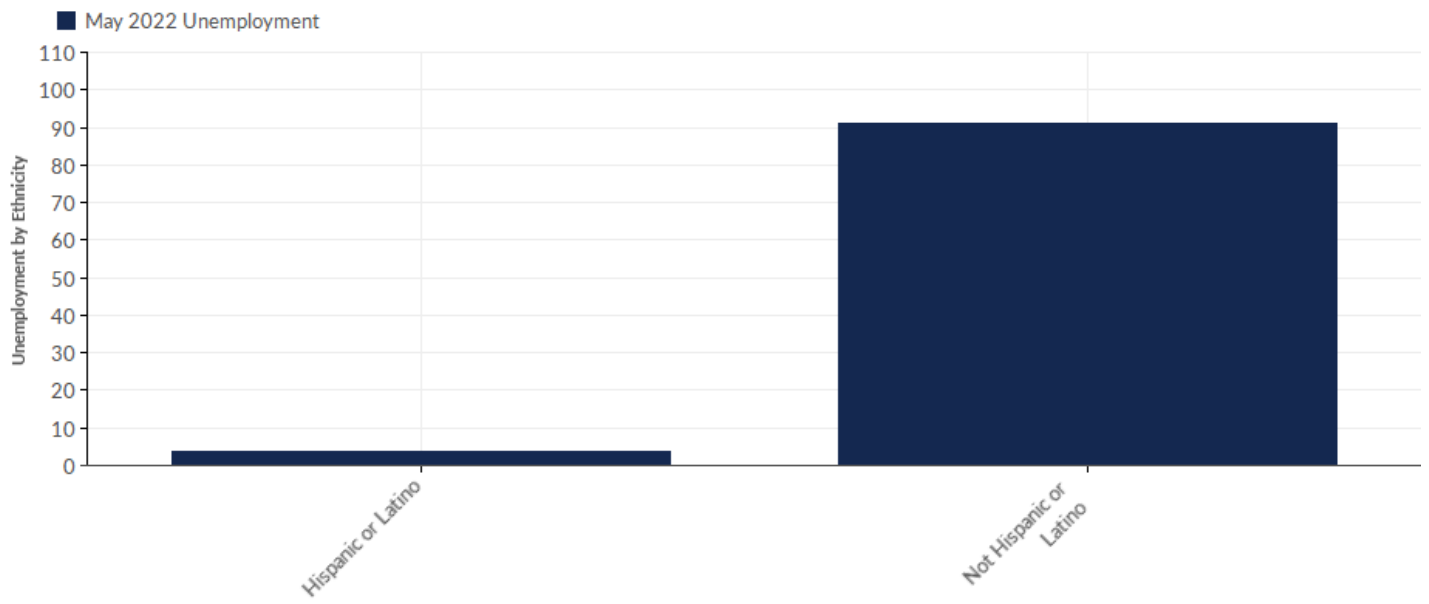
Gender	Unemployment (May 2022)	% of Unemployed
Females	41	43.16%
Males	54	56.84%
Total	95	100.00%

Unemployment by Race



Race	Unemployment (May 2022)	% of Unemployed
American Indian or Alaskan Native	1	1.05%
Asian	1	1.05%
Black or African American	6	6.32%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	87	91.58%
Total	95	100.00%

Unemployment by Ethnicity

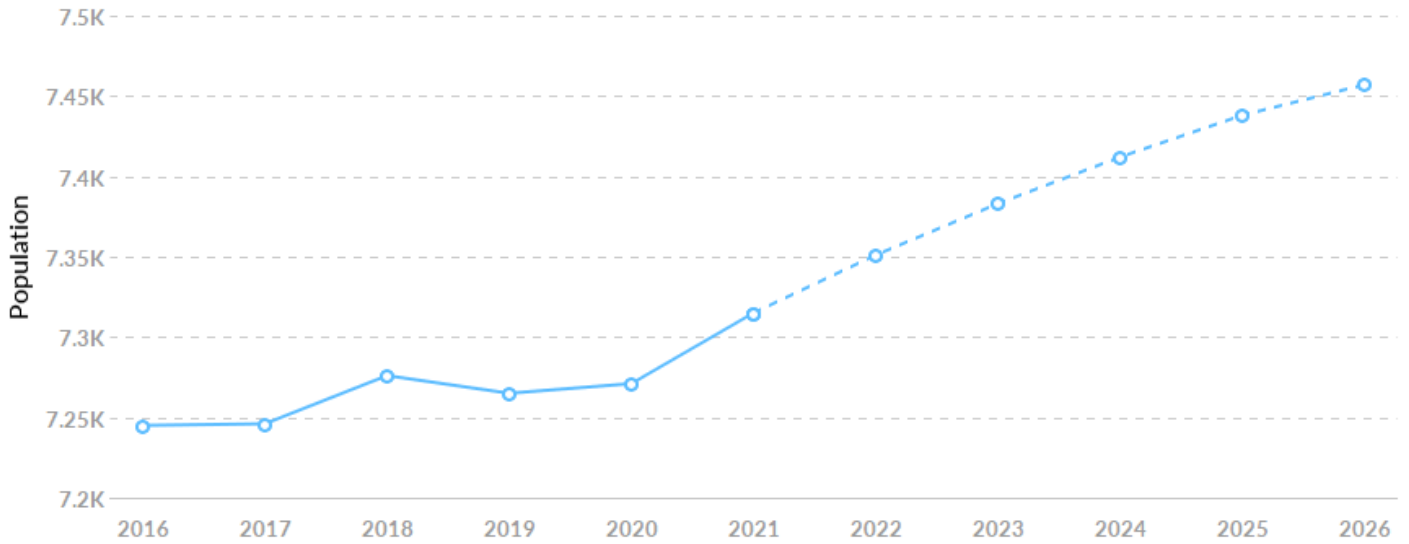


Ethnicity	Unemployment (May 2022)	% of Unemployed
Hispanic or Latino	4	4.21%
Not Hispanic or Latino	91	95.79%
Total	95	100.00%

Historic & Projected Trends

Population Trends

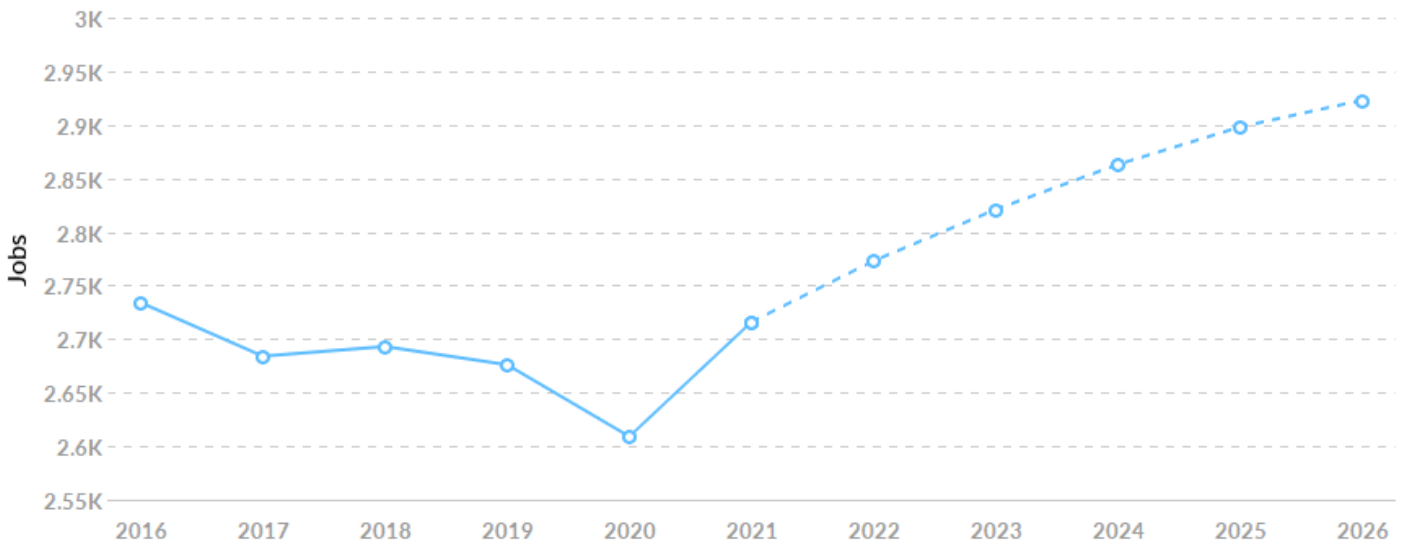
As of 2021 the region's population **increased by 1.0%** since 2016, growing by 70. Population is expected to **increase by 1.9%** between 2021 and 2026, adding 142.



Timeframe	Population
2016	7,245
2017	7,246
2018	7,276
2019	7,265
2020	7,271
2021	7,315
2022	7,351
2023	7,383
2024	7,412
2025	7,438
2026	7,457

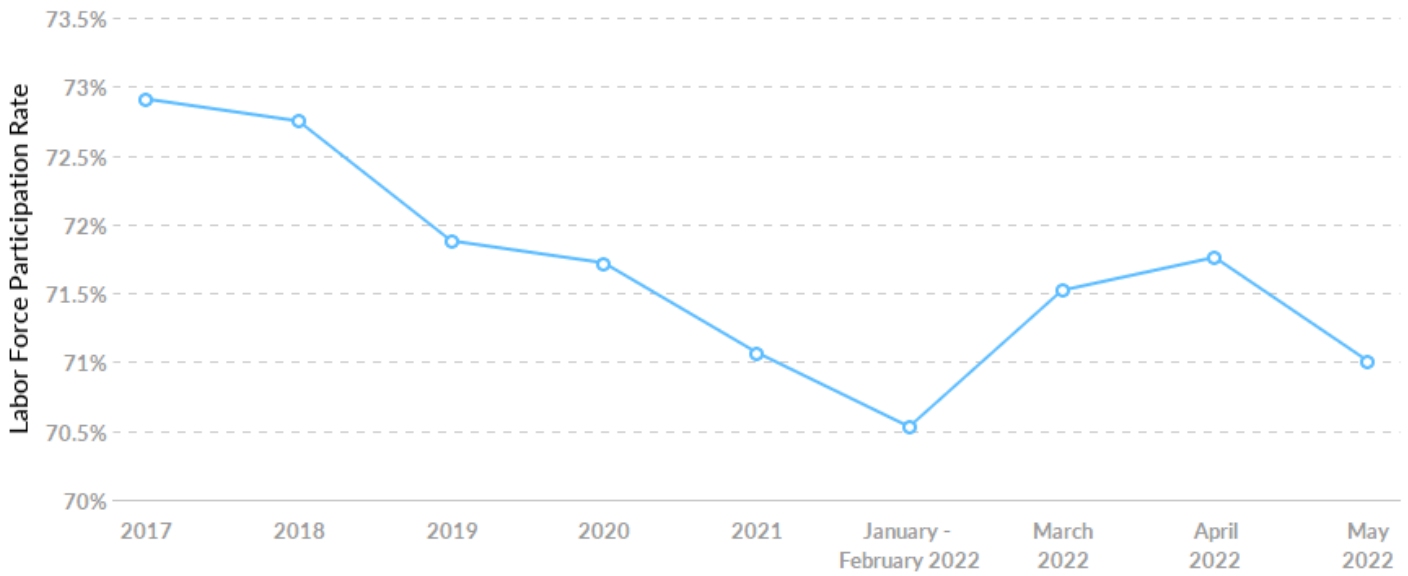
Job Trends

From 2016 to 2021, jobs declined by 0.7% in Pepin County, WI from 2,734 to 2,716. This change fell short of the national growth rate of 1.8% by 2.5%.



Timeframe	Jobs
2016	2,734
2017	2,684
2018	2,693
2019	2,676
2020	2,609
2021	2,716
2022	2,773
2023	2,821
2024	2,863
2025	2,898
2026	2,923

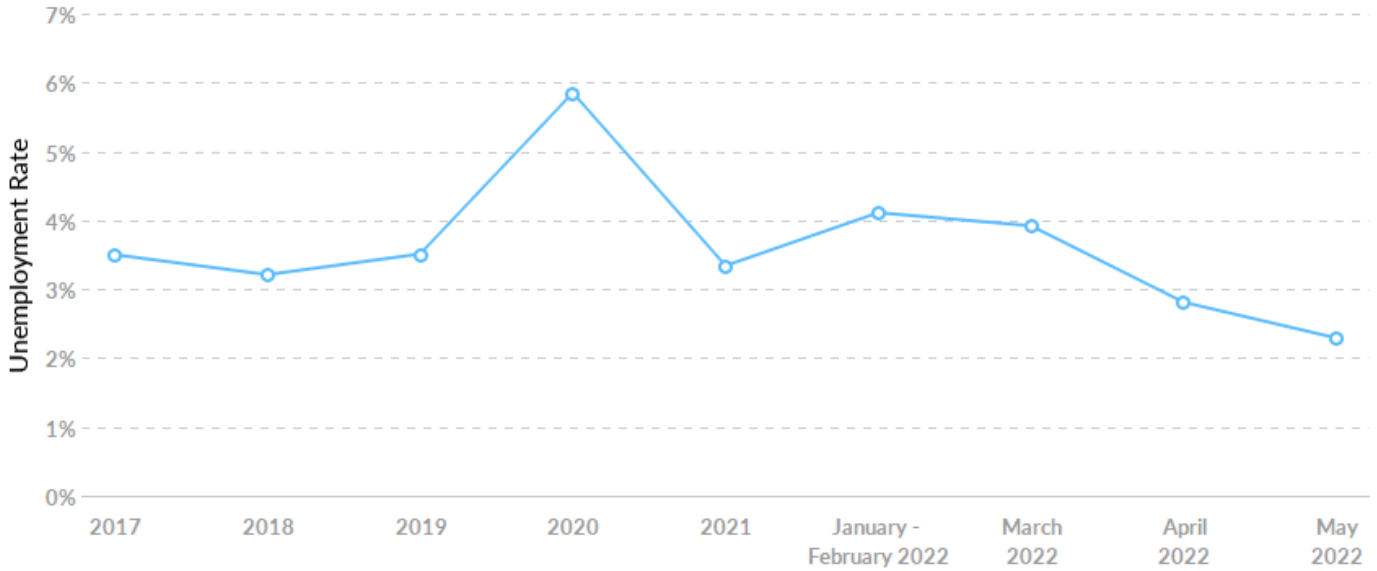
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	72.91%
2018	72.75%
2019	71.88%
2020	71.72%
2021	71.07%
January - February 2022	70.53%
March 2022	71.52%
April 2022	71.76%
May 2022	71.01%

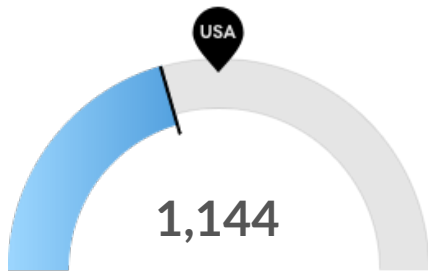
Unemployment Rate Trends

Pepin County, WI had a May 2022 unemployment rate of 2.29%, decreasing from 3.50% 5 years before.



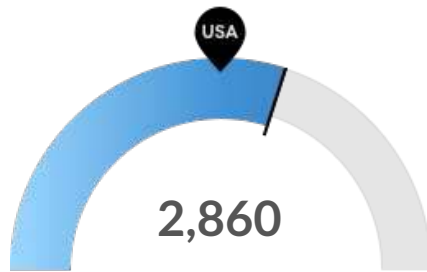
Timeframe	Unemployment Rate
2017	3.50%
2018	3.21%
2019	3.51%
2020	5.85%
2021	3.34%
January - February 2022	4.11%
March 2022	3.92%
April 2022	2.81%
May 2022	2.29%

Population Characteristics



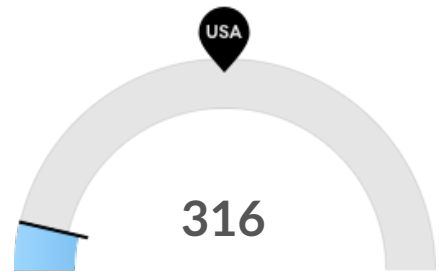
Millennials

Pepin County, WI has 1,144 millennials (ages 25-39). The national average for an area this size is 1,498.



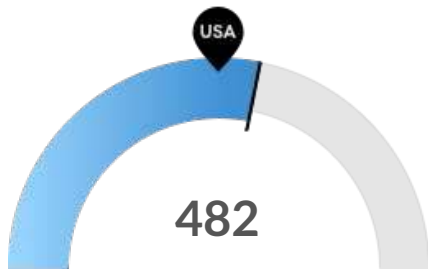
Retiring Soon

Retirement risk is high in Pepin County, WI. The national average for an area this size is 2,164 people 55 or older, while there are 2,860 here.



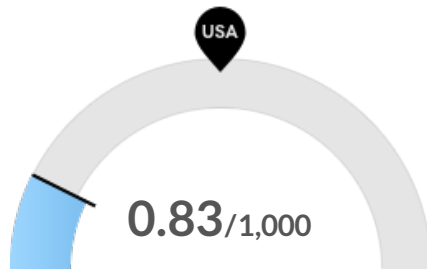
Racial Diversity

Racial diversity is low in Pepin County, WI. The national average for an area this size is 2,929 racially diverse people, while there are 316 here.



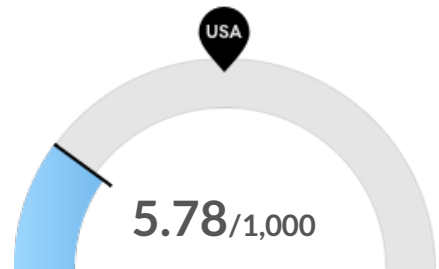
Veterans

Pepin County, WI has 482 veterans. The national average for an area this size is 403.



Violent Crime

Pepin County, WI has 0.83 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.



Property Crime

Pepin County, WI has 5.78 property crimes per 1,000 people. The national rate is 17.91 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	2021 Employment
54736	Durand, WI (in Pepin co...	1,869
54769	Stockholm, WI (in Pepin...	322
54759	Pepin, WI (in Pepin cou...	321
54721	Arkansaw, WI (in Pepin ...	203

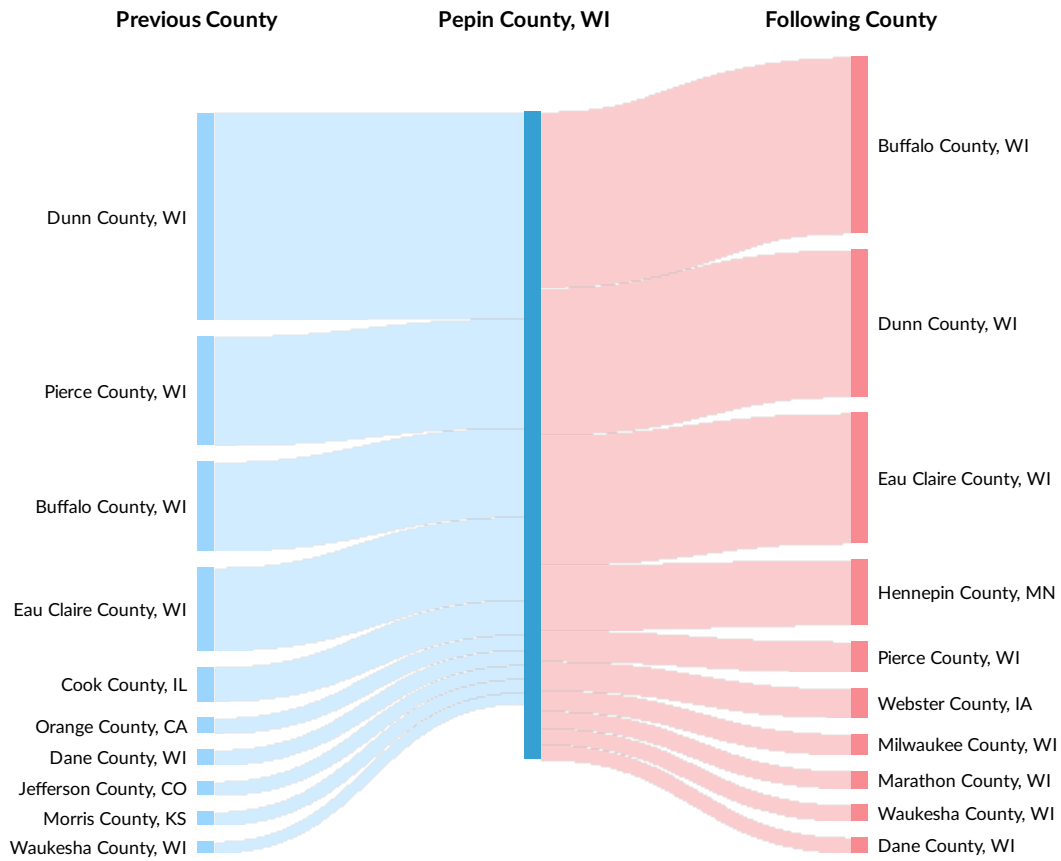
Where Talent Lives

ZIP	Name	2021 Workers
54736	Durand, WI (in Pepin co...	2,333
54759	Pepin, WI (in Pepin cou...	734
54721	Arkansaw, WI (in Pepin ...	638
54769	Stockholm, WI (in Pepin...	368

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 2020, 80 people have migrated from Dunn County, WI to Pepin County, WI. In the same year, 68 people left Pepin County, WI migrating to Buffalo County, WI. The total Net Migration for Pepin County, WI in 2020 was 45.

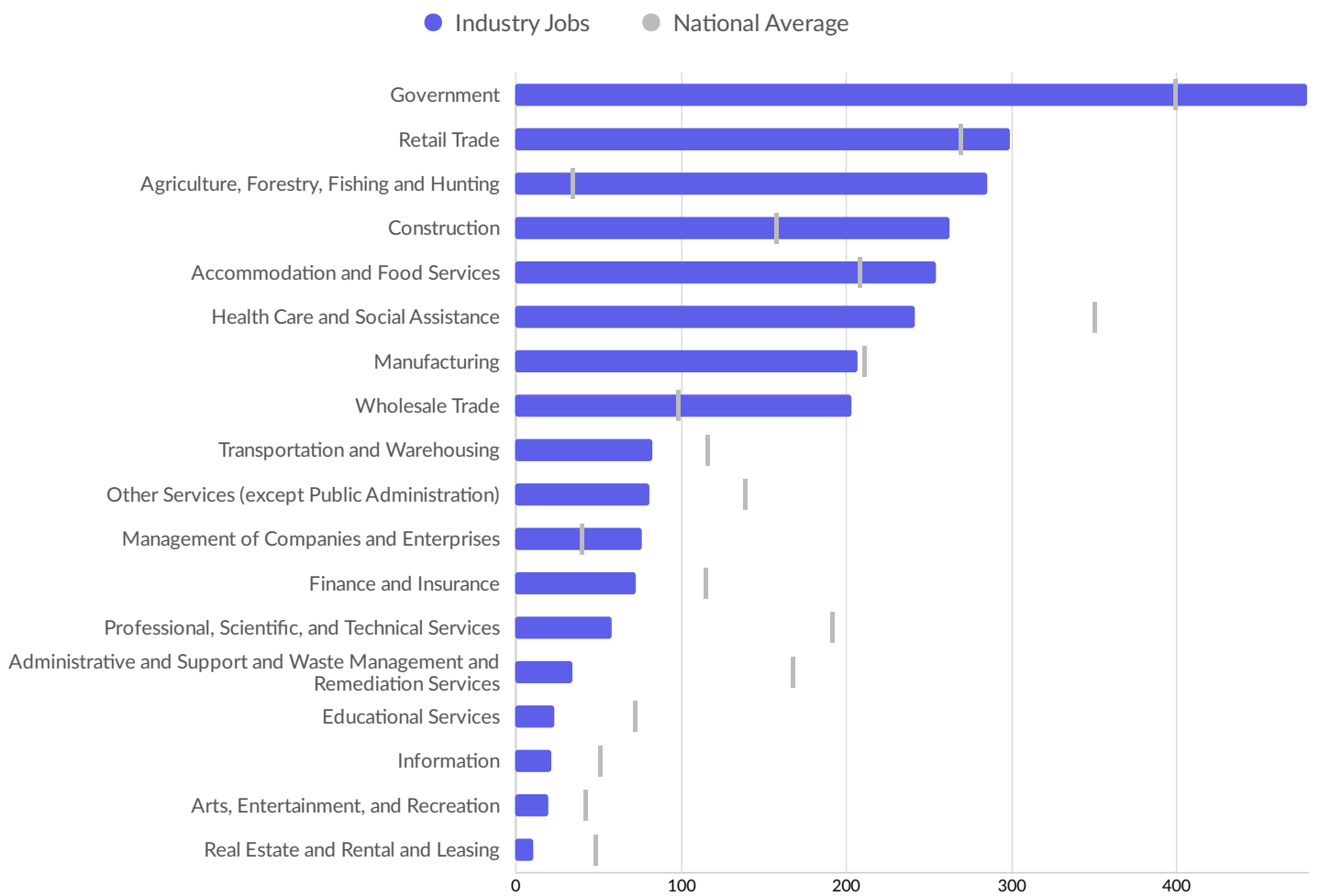


Top Previous Counties	Migrations
Dunn County, WI	80
Pierce County, WI	42
Buffalo County, WI	34
Eau Claire County, WI	32
Cook County, IL	13
Orange County, CA	6

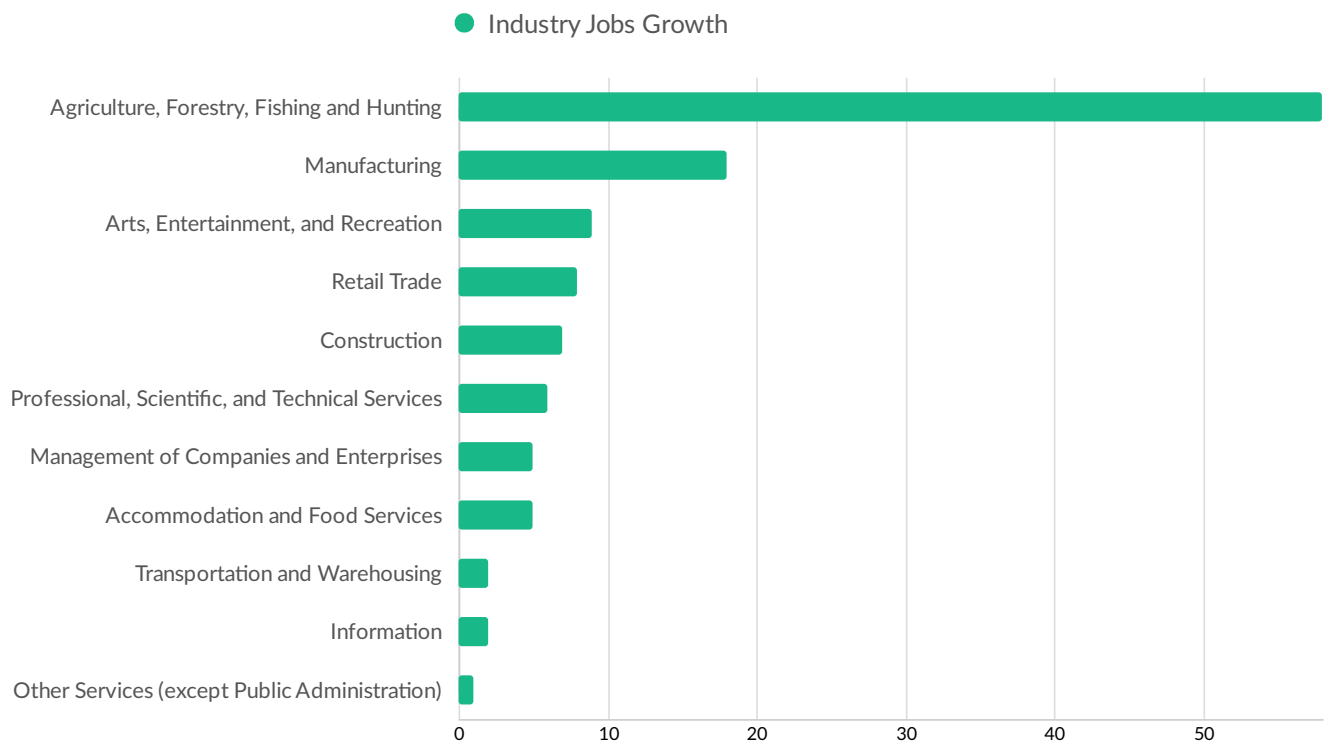
Top Previous Counties	Migrations
Dane County, WI	6
Jefferson County, CO	5
Morris County, KS	5
Waukesha County, WI	4
Morton County, KS	4
Milwaukee County, WI	4
Houston County, MN	3
Marathon County, WI	3
Racine County, WI	3
Top Following Counties	Migrations
Buffalo County, WI	68
Dunn County, WI	57
Eau Claire County, WI	50
Hennepin County, MN	25
Pierce County, WI	12
Webster County, IA	11
Milwaukee County, WI	8
Marathon County, WI	7
Waukesha County, WI	6
Dane County, WI	6
King County, WA	4
Portage County, WI	4
Goodhue County, MN	4
Williamson County, TX	3
Adams County, WI	3

Industry Characteristics

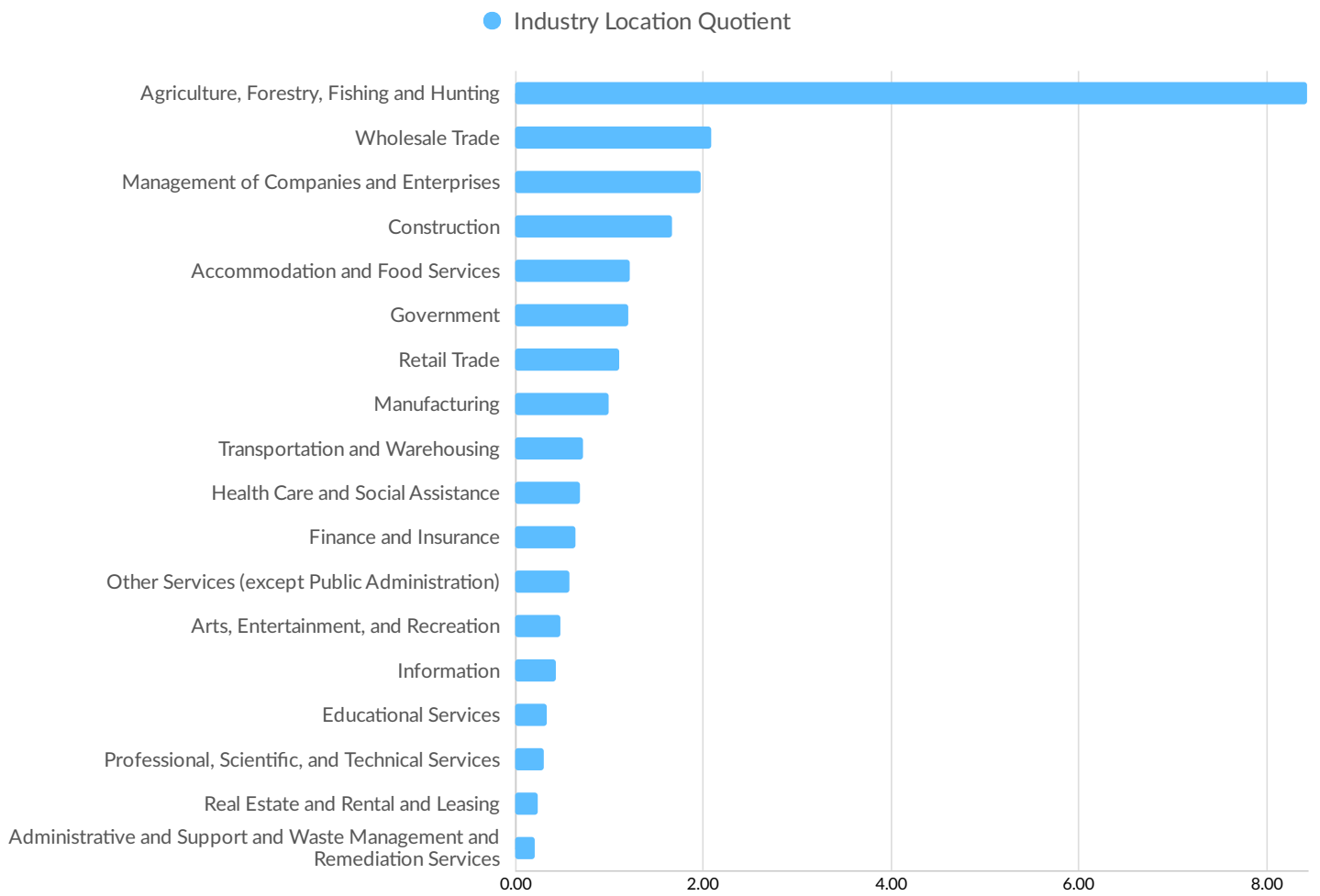
Largest Industries



Top Growing Industries



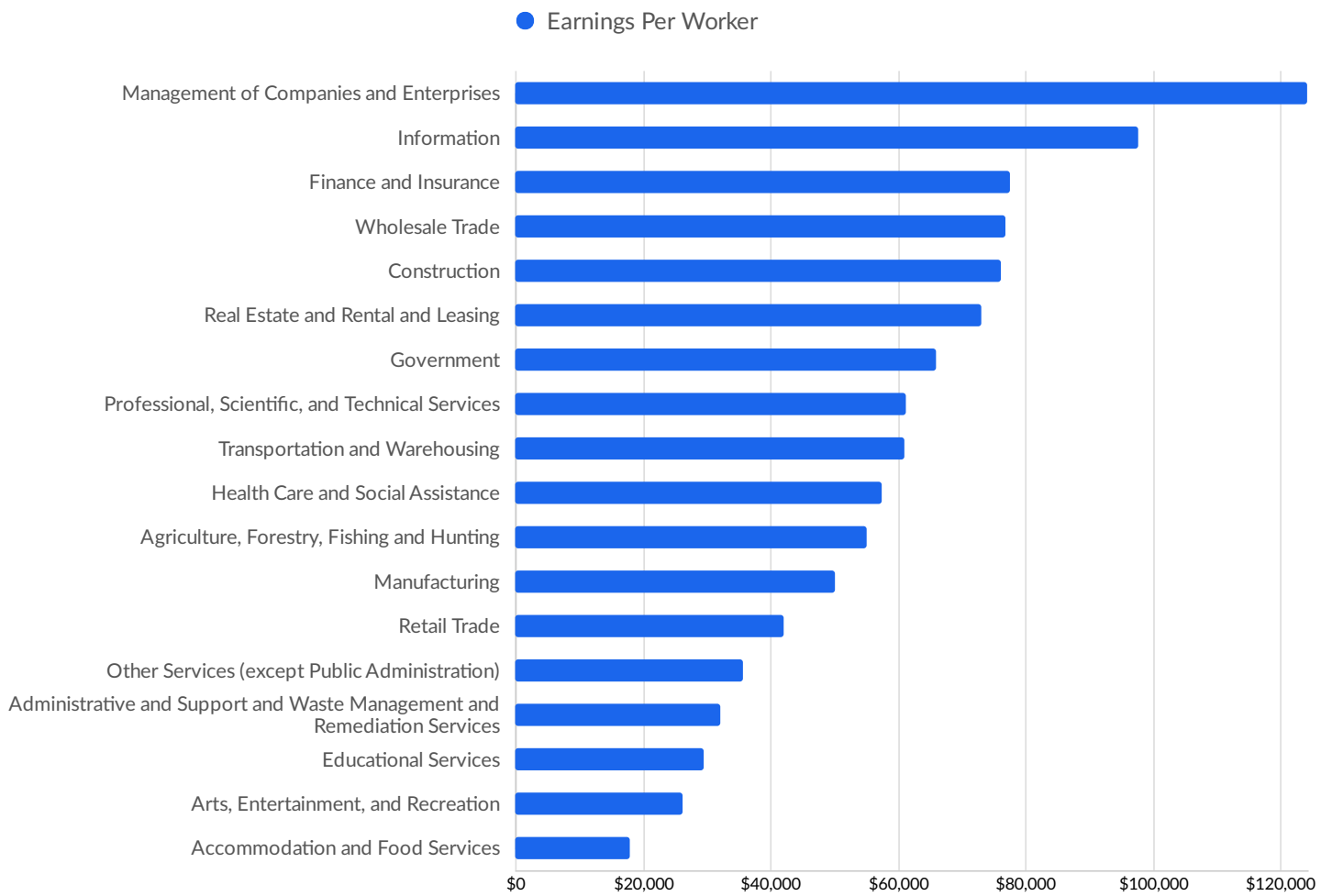
Top Industry Location Quotient



Top Industry GRP




















Top Industry Earnings



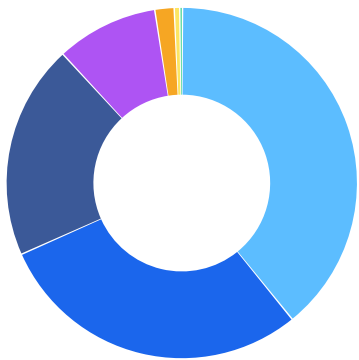
Business Characteristics

568 Companies Employ Your Workers

Online profiles for your workers mention 568 companies as employers, with the top 10 appearing below. In the last 12 months, 111 companies in Pepin County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Ntec	33 	Ashley Furniture	116 
Mayo Clinic	24 	Hearth & Home Technologies	34 
Marten Transport	22 	Bauer Built	25 
Bauer Built	20 	Pepin County Site	25 
Pepin Area School District	15 	AdventHealth	21 
Pepin County Site	13 	Adventhealth Durand	21 
Security Financial Bank	13 	Mayo Clinic	20 
Durand School District	11 	CareInHomes	17 
UnitedHealth Group	10 	Family Dollar	14 
Countryside Cooperative	9 	HNI	11 

Business Size

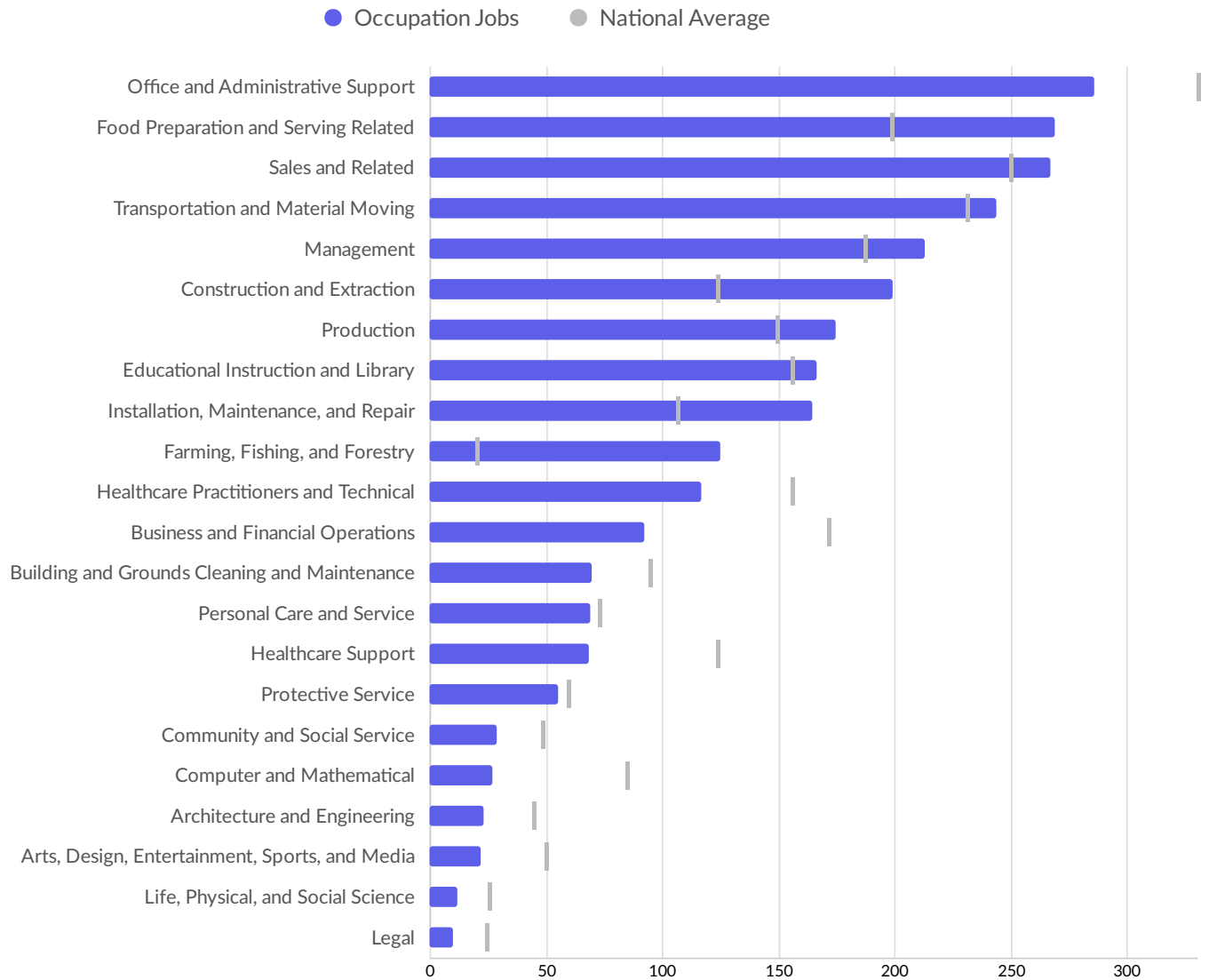


	Percentage	Business Count
● 1 to 4 employees	39.1%	154
● 5 to 9 employees	29.2%	115
● 10 to 19 employees	19.8%	78
● 20 to 49 employees	9.4%	37
● 50 to 99 employees	1.8%	7
● 100 to 249 employees	0.5%	2
● 250 to 499 employees	0.3%	1

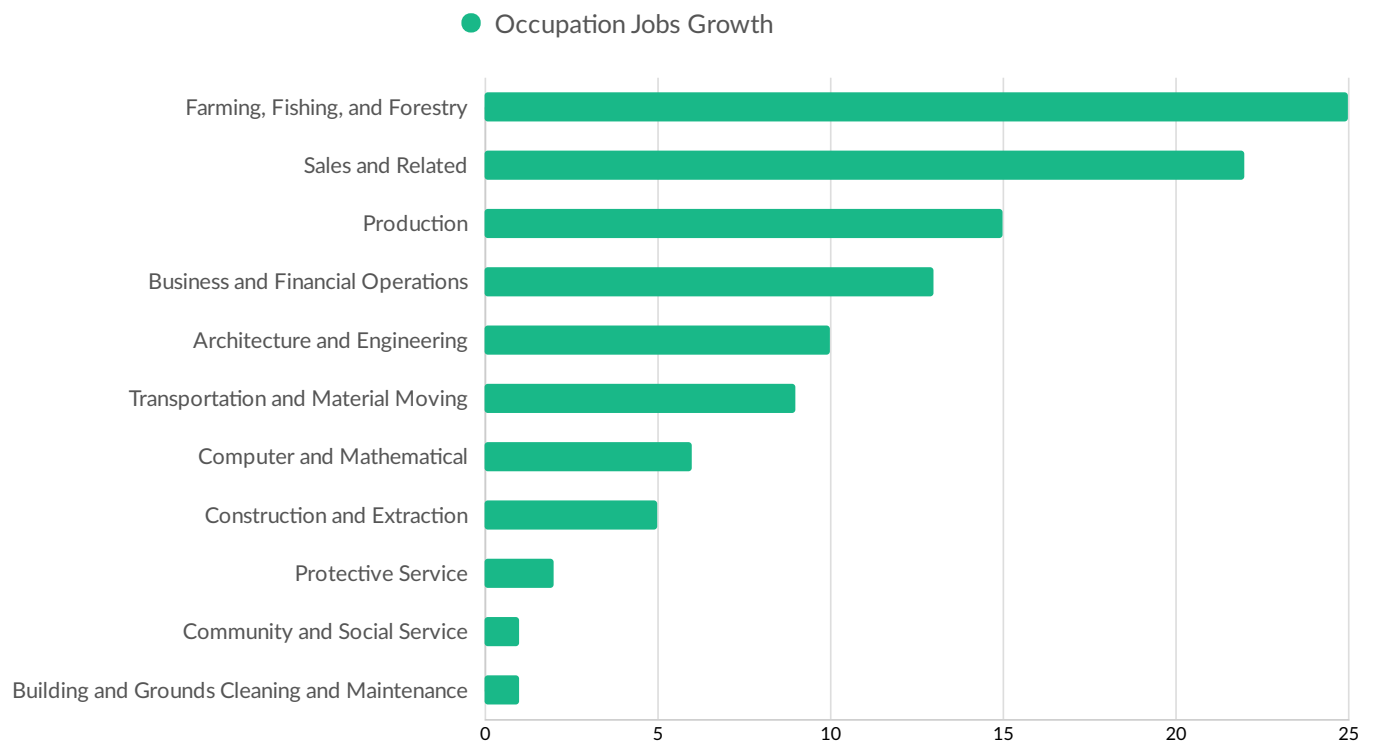
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

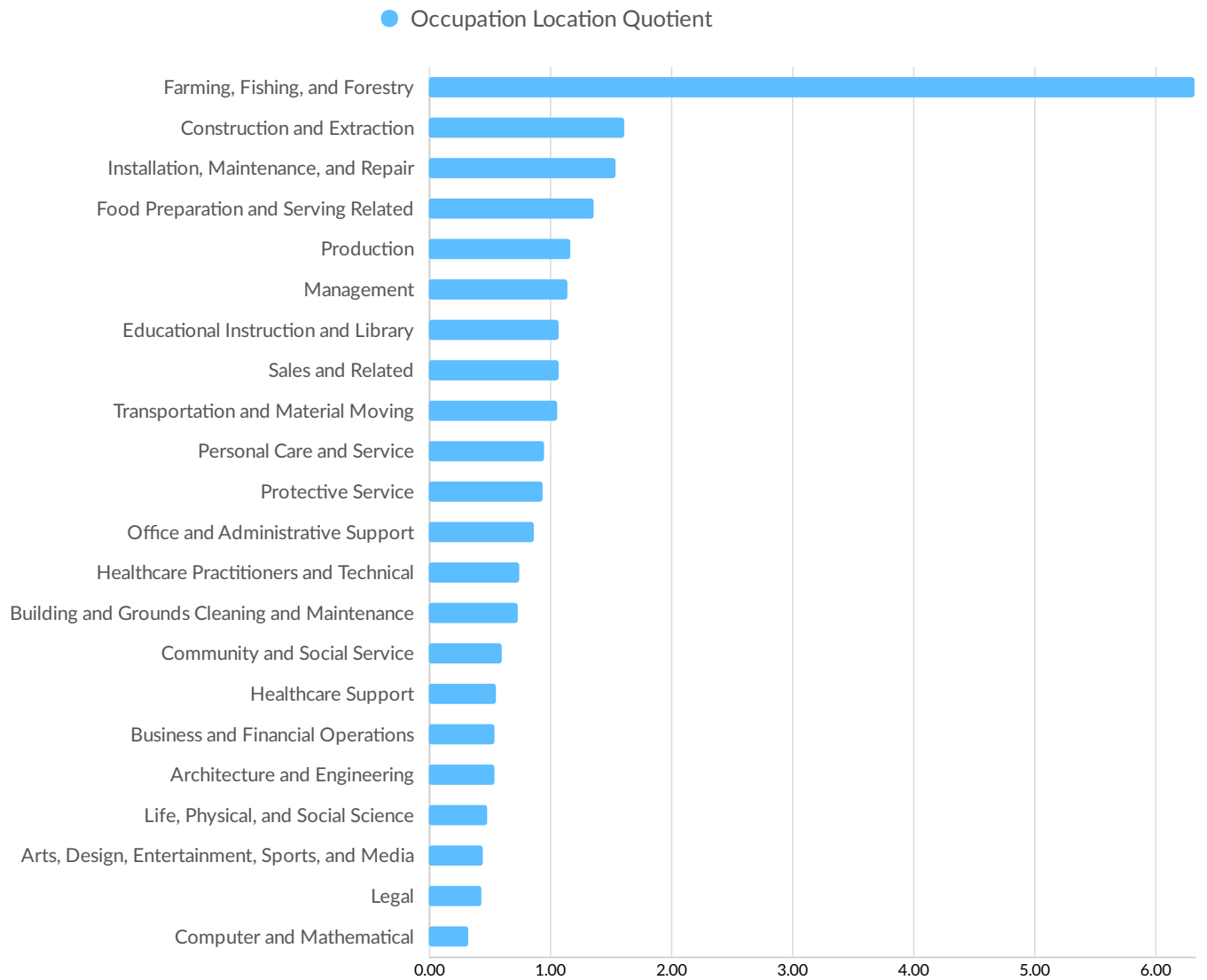
Largest Occupations



Top Growing Occupations



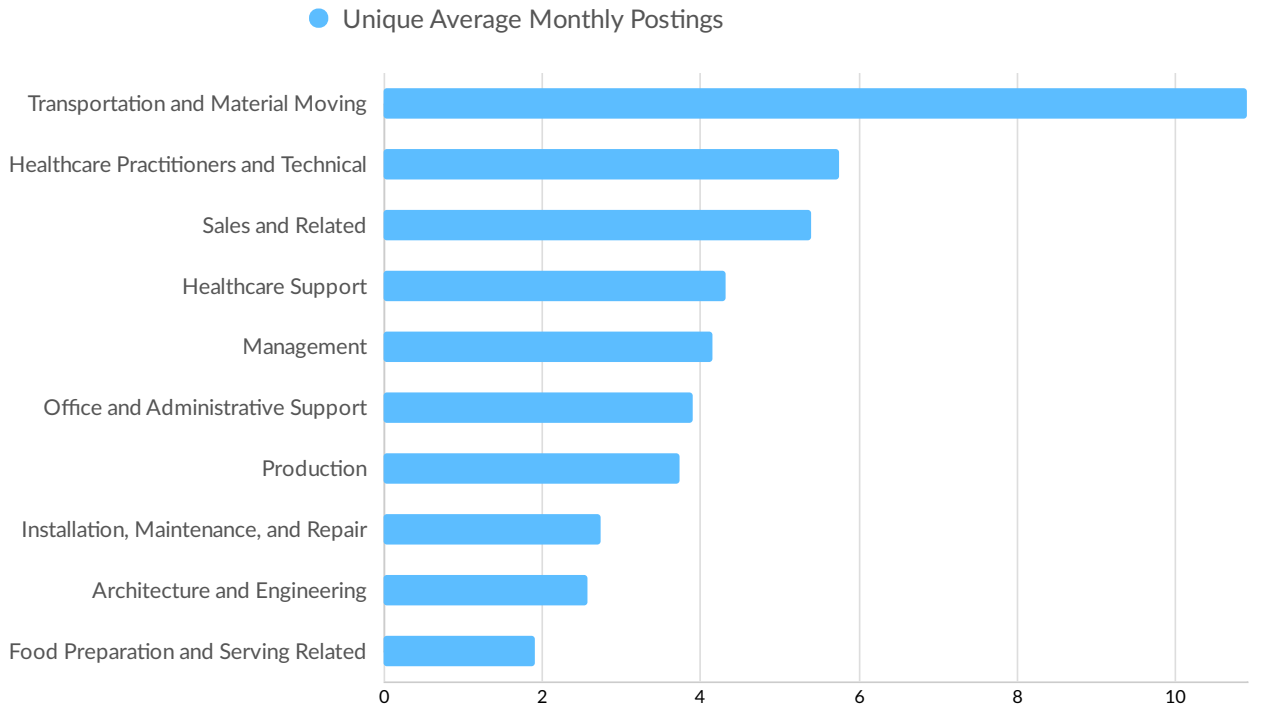
Top Occupation Location Quotient



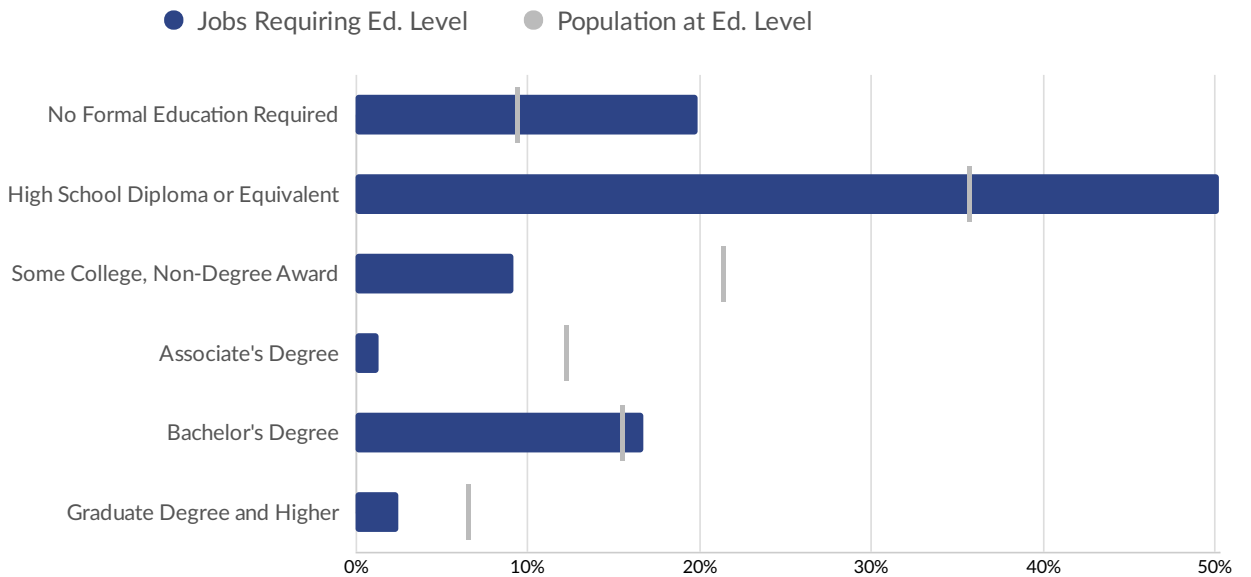
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

