



Pepin County, WI

Mississippi River Regional Planning Commission



1707 Main Street, Suite 435
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

7,443

Population (2022)

Population **grew by 197** over the last 5 years and is projected to **grow by 262** over the next 5 years.

2,707

Total Regional Employment

Jobs **grew by 24** over the last 5 years and are projected to **grow by 257** over the next 5 years.

\$63.0K

Median Household Income (2021)

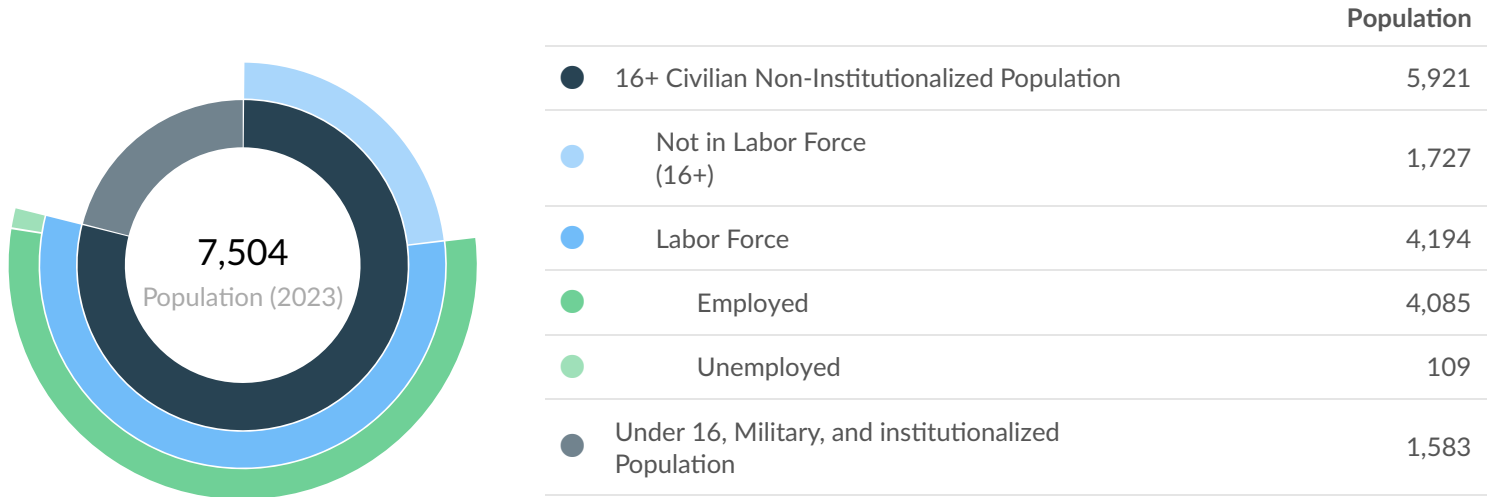
Median household income is **\$6.0K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 2.7%** since 2017, growing by 197. Population is expected to **increase by 3.5%** between 2022 and 2027, adding 262.
- From 2017 to 2022, jobs **increased by 0.9%** in Pepin County, WI from 2,683 to **2,707**. This change **fell short of the national growth rate of 3.8% by 2.9%**. As the number of jobs increased, the **labor force participation rate decreased from 70.3% to 65.2% between 2017 and 2022**.
- Concerning educational attainment, **17.0% of Pepin County, WI residents possess a Bachelor's Degree** (3.8% below the national average), and **12.7% hold an Associate's Degree** (3.9% above the national average).
- The top three industries in 2022 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

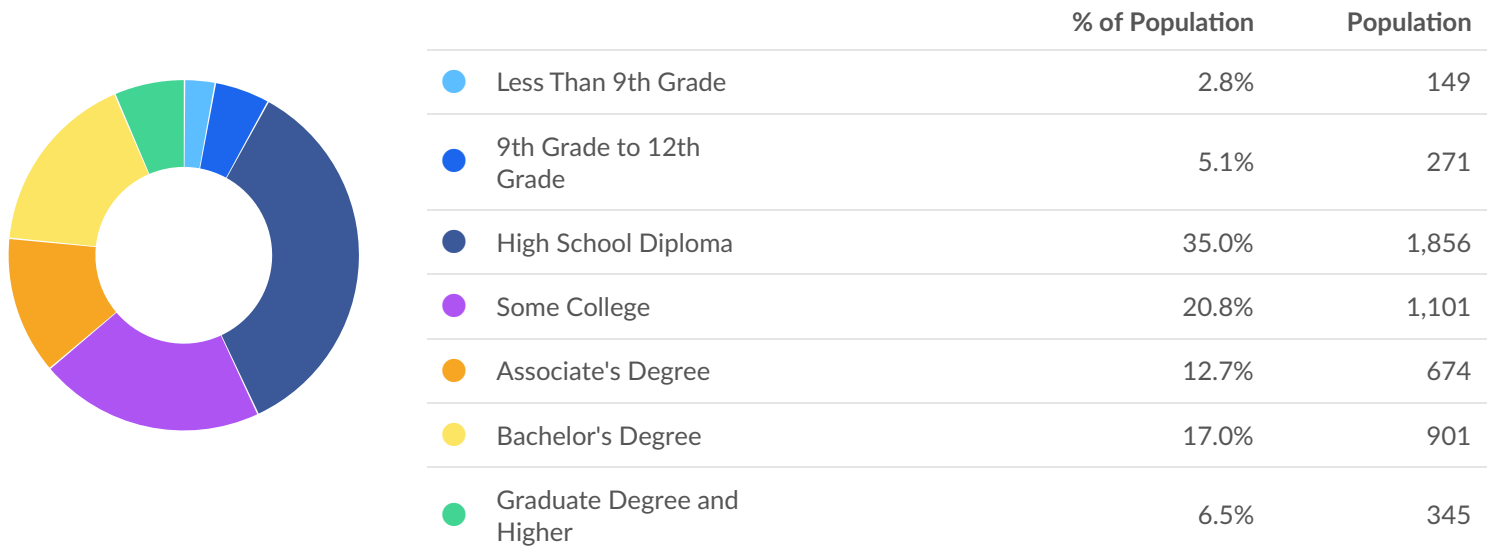
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	7,504	4,194	2,707	103.7	\$330.42M	\$593.55M	\$384.61M
Juneau County, WI	26,978	13,318	10,440	97.7	\$1.12B	\$2.10B	\$2.20B
Dane County, WI	578,313	334,794	379,374	104.7	\$57.46B	\$44.07B	\$65.02B
Milwaukee County, WI	913,266	454,383	509,429	104.6	\$67.68B	\$54.39B	\$67.03B

Apr 2023 Labor Force Breakdown



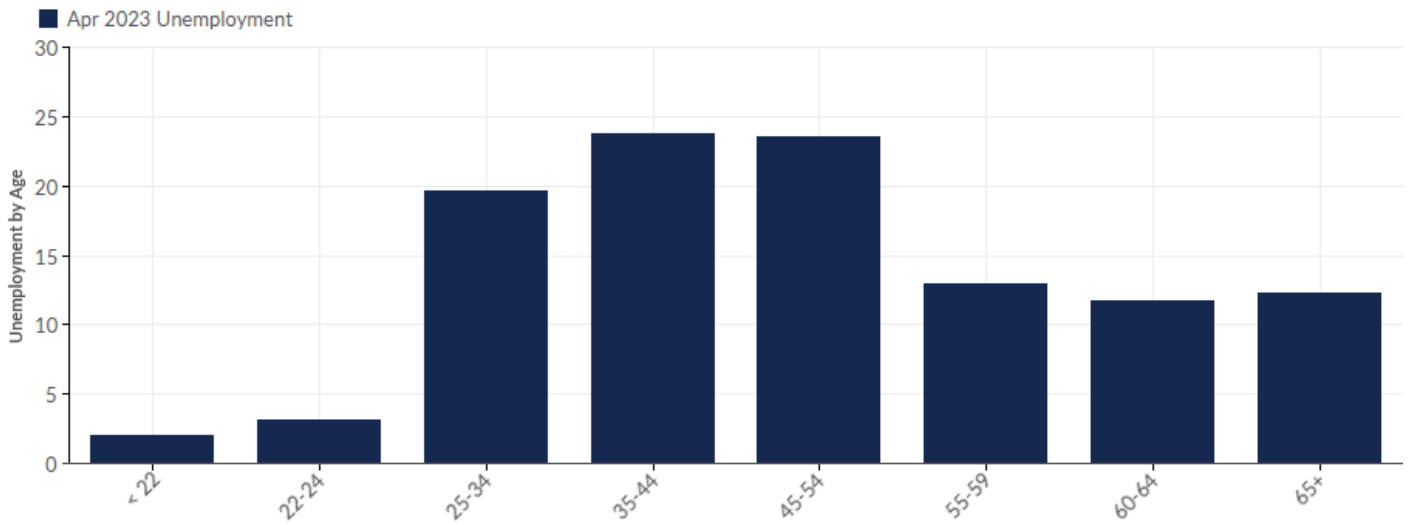
Educational Attainment

Concerning educational attainment, **17.0% of Pepin County, WI residents possess a Bachelor's Degree** (3.8% below the national average), and **12.7% hold an Associate's Degree** (3.9% above the national average).



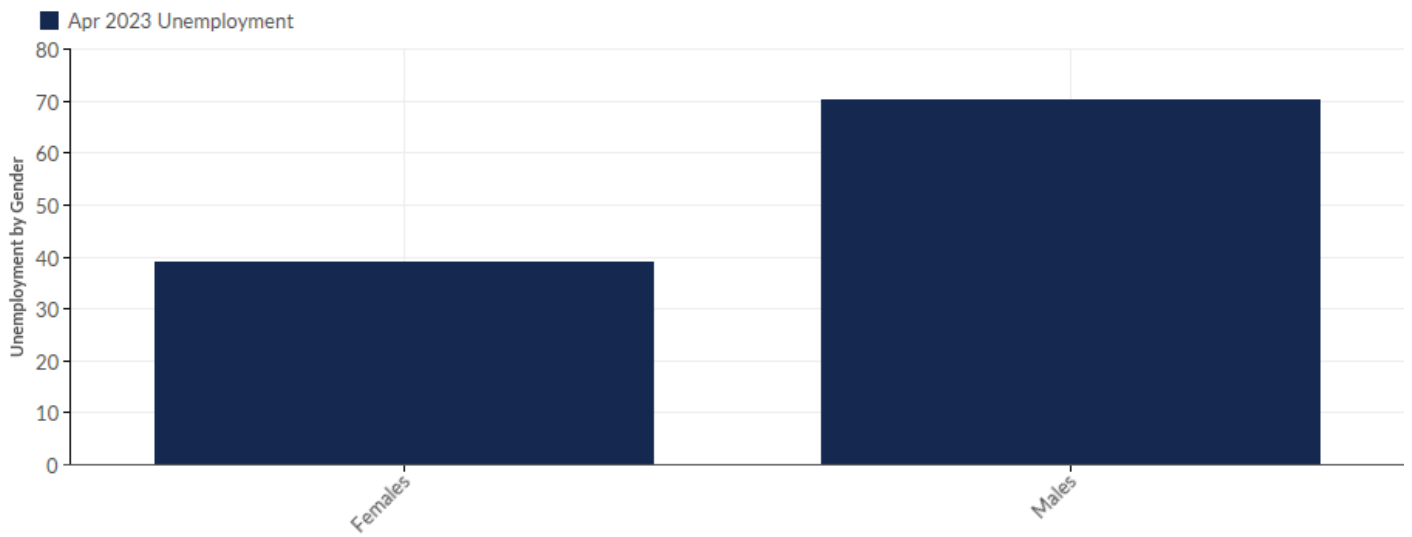
Unemployment by Demographics

Unemployment by Age



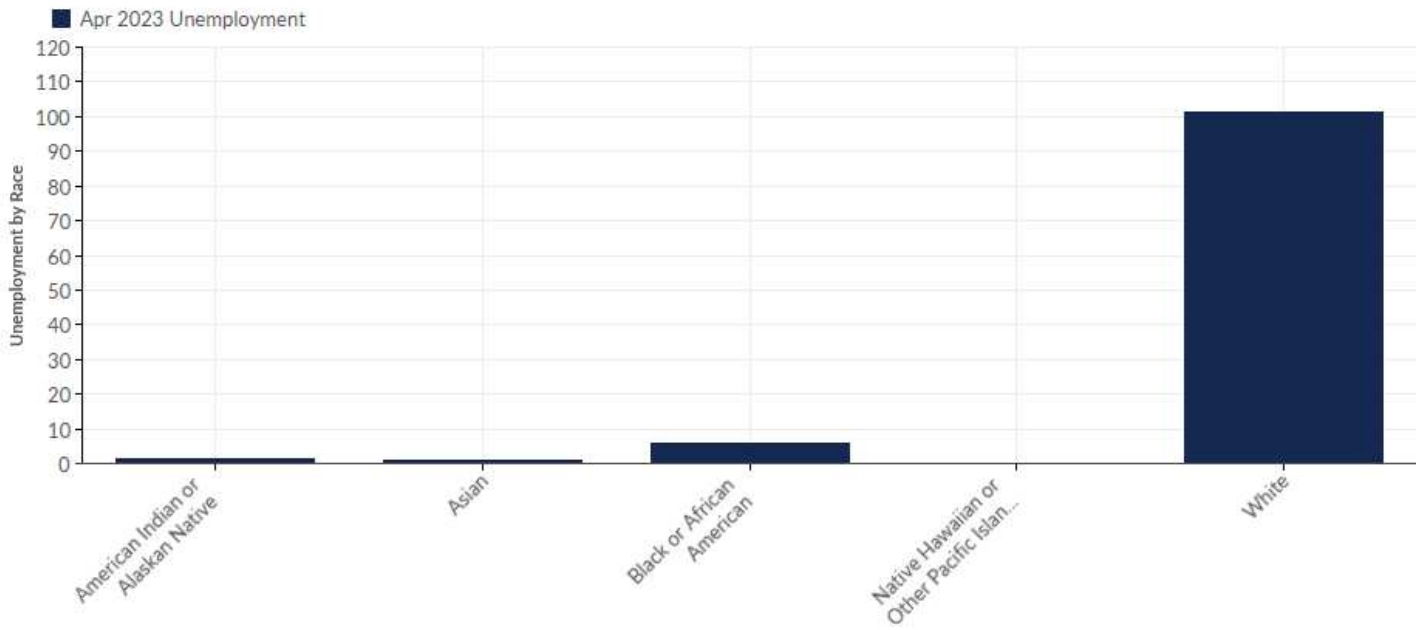
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	2	1.83%
22-24	3	2.75%
25-34	20	18.35%
35-44	24	22.02%
45-54	24	22.02%
55-59	13	11.93%
60-64	12	11.01%
65+	12	11.01%
Total	109	101.00%

Unemployment by Gender



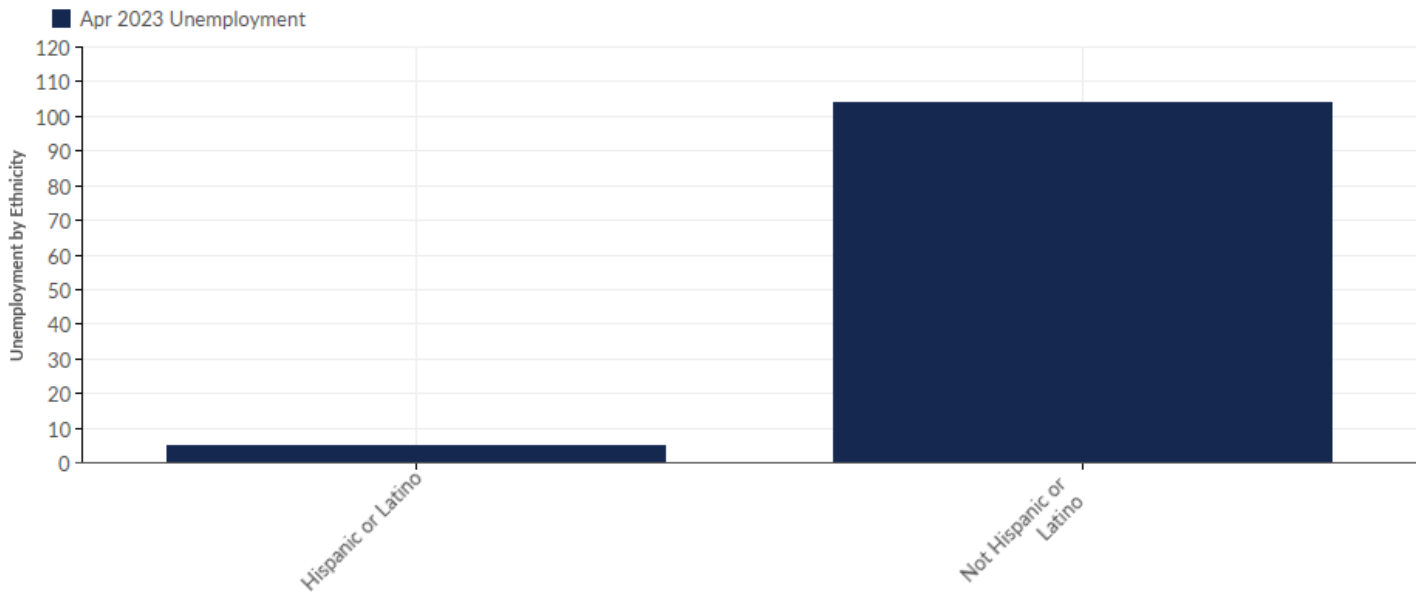
Gender	Unemployment (Apr 2023)	% of Unemployed
Females	39	35.78%
Males	70	64.22%
Total	109	100.00%

Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	1	0.92%
Asian	1	0.92%
Black or African American	6	5.50%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	101	92.66%
Total	109	100.00%

Unemployment by Ethnicity

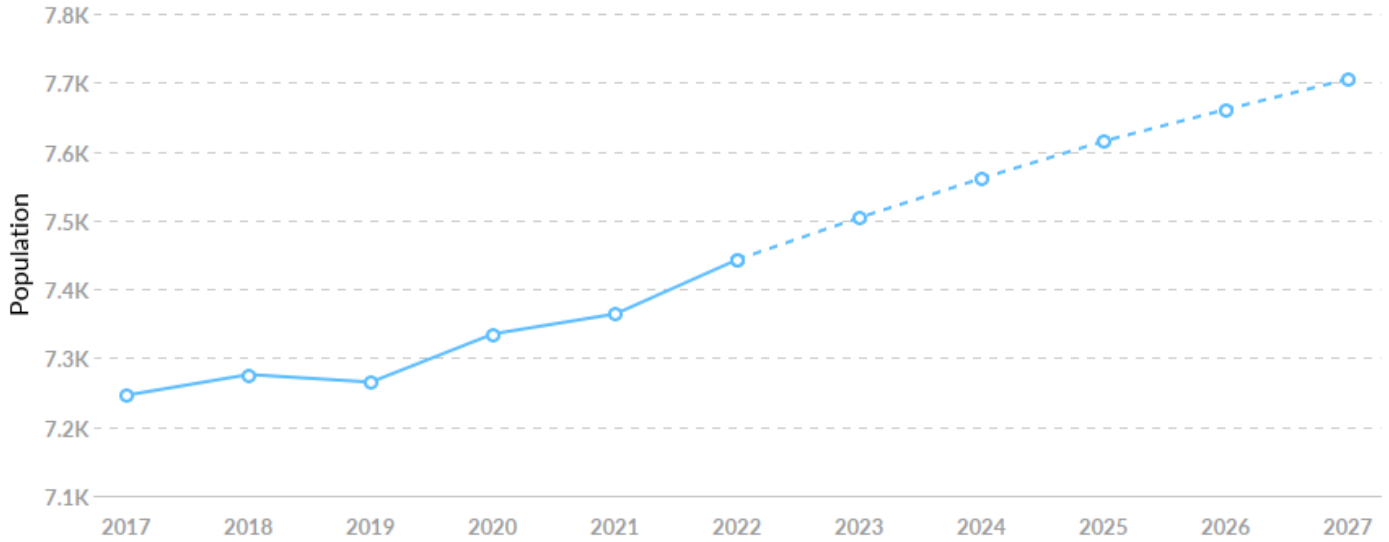


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	5	4.59%
Not Hispanic or Latino	104	95.41%
Total	109	100.00%

Historic & Projected Trends

Population Trends

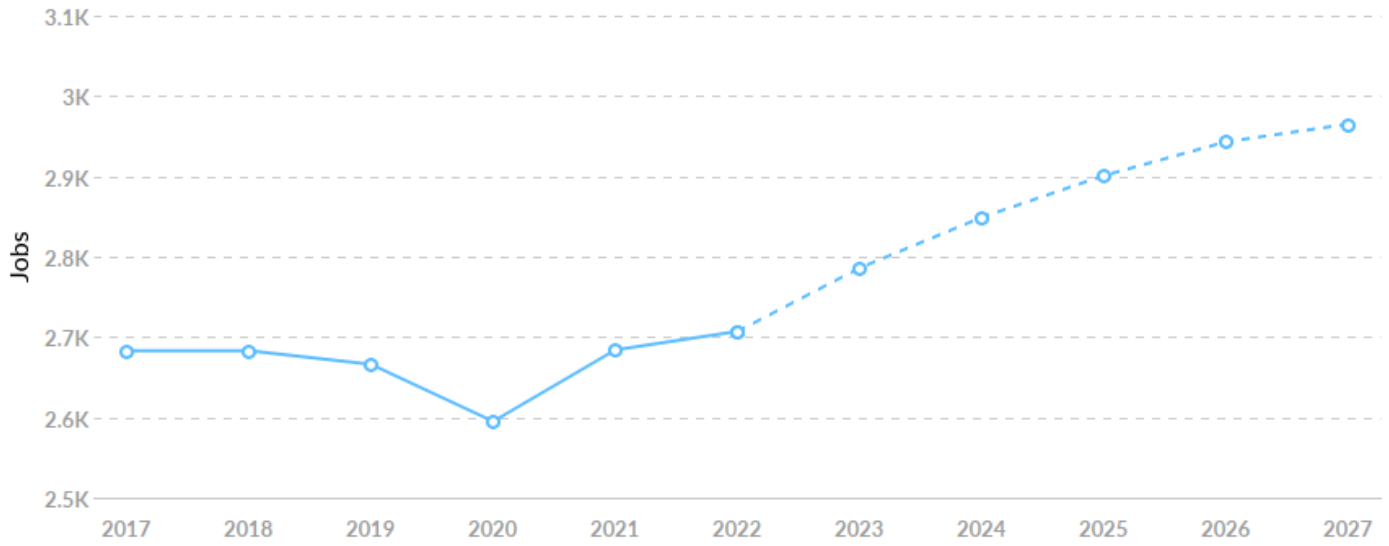
As of 2022 the region's population increased by 2.7% since 2017, growing by 197. Population is expected to increase by 3.5% between 2022 and 2027, adding 262.



Timeframe	Population
2017	7,246
2018	7,276
2019	7,265
2020	7,335
2021	7,364
2022	7,443
2023	7,504
2024	7,561
2025	7,615
2026	7,661
2027	7,705

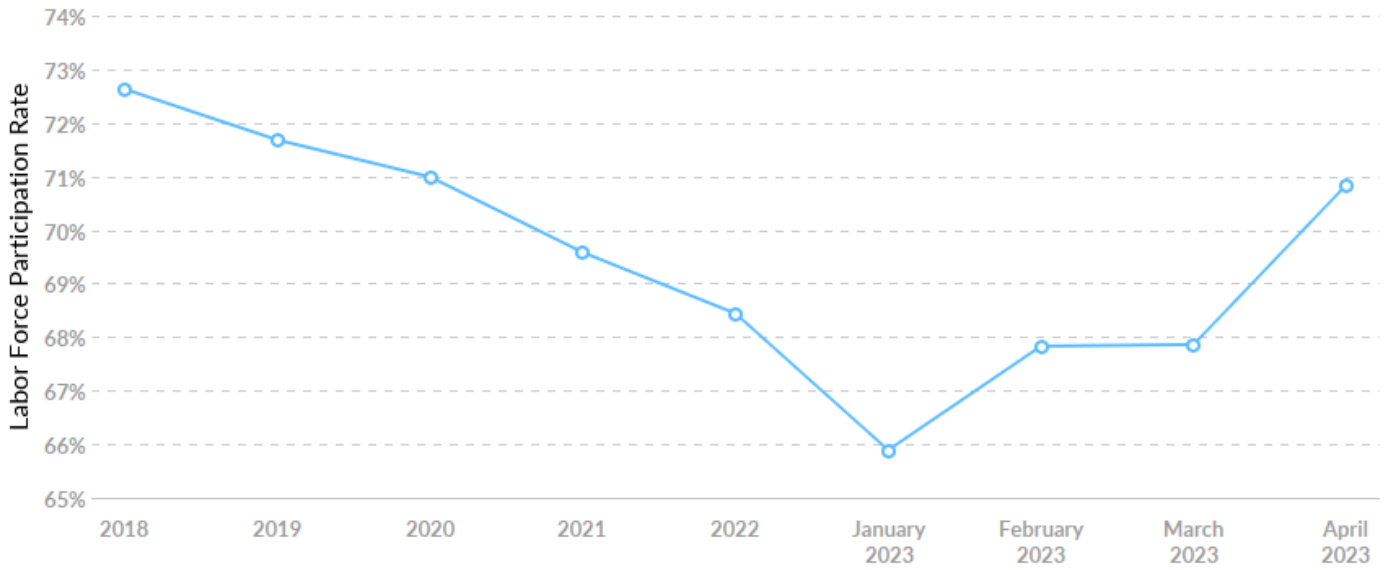
Job Trends

From 2017 to 2022, jobs increased by 0.9% in Pepin County, WI from 2,683 to 2,707. This change fell short of the national growth rate of 3.8% by 2.9%.



Timeframe	Jobs
2017	2,683
2018	2,683
2019	2,666
2020	2,595
2021	2,684
2022	2,707
2023	2,786
2024	2,849
2025	2,901
2026	2,943
2027	2,965

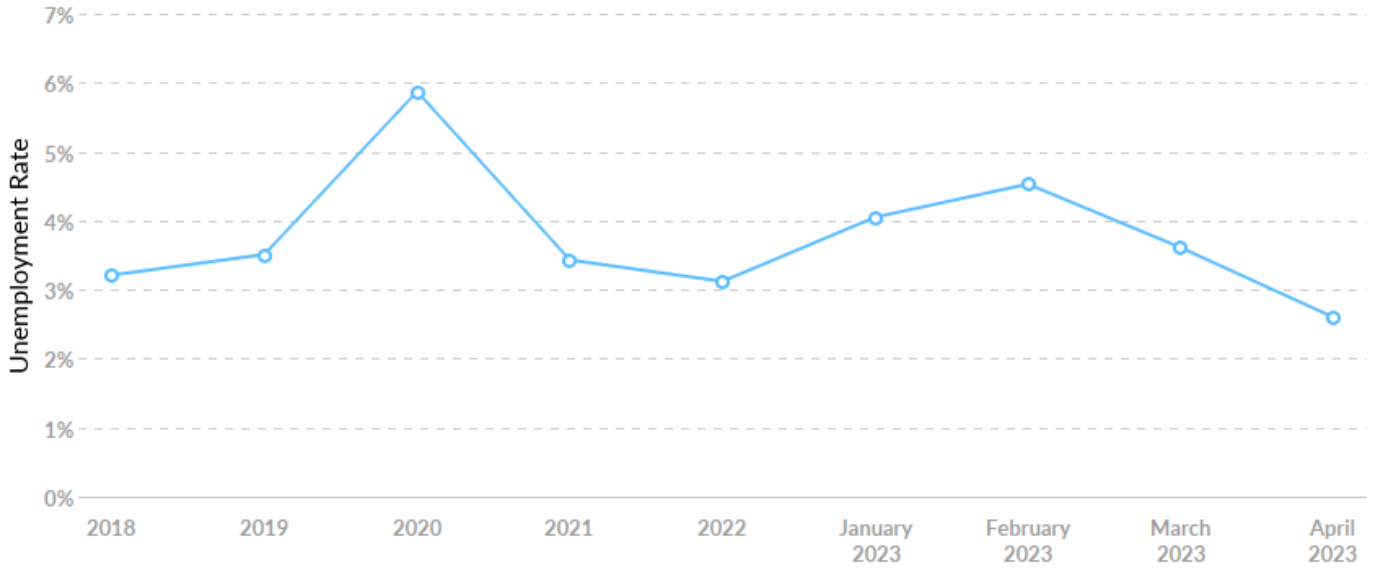
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	72.63%
2019	71.68%
2020	70.99%
2021	69.58%
2022	68.44%
January 2023	65.89%
February 2023	67.83%
March 2023	67.86%
April 2023	70.84%

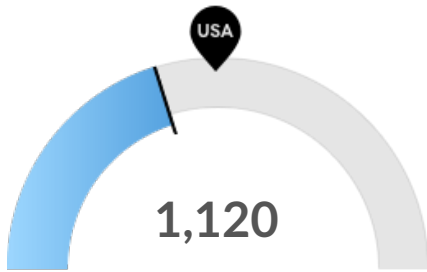
Unemployment Rate Trends

Pepin County, WI had an April 2023 unemployment rate of 2.60%, **decreasing from 3.21%** 5 years before.



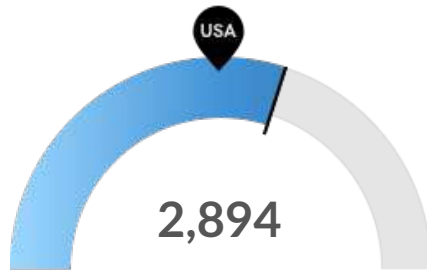
Timeframe	Unemployment Rate
2018	3.21%
2019	3.51%
2020	5.87%
2021	3.43%
2022	3.12%
January 2023	4.05%
February 2023	4.53%
March 2023	3.61%
April 2023	2.60%

Population Characteristics



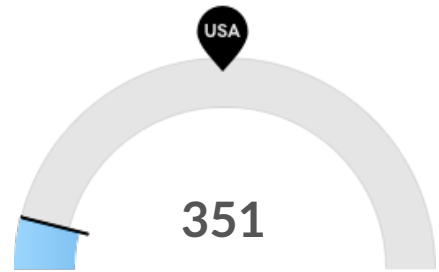
Millennials

Pepin County, WI has 1,120 millennials (ages 25-39). The national average for an area this size is 1,504.



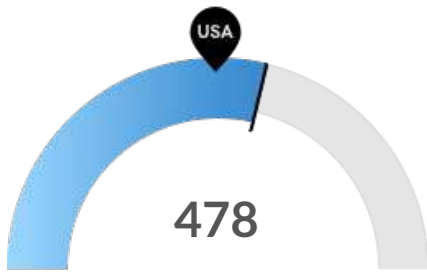
Retiring Soon

Retirement risk is high in Pepin County, WI. The national average for an area this size is 2,189 people 55 or older, while there are 2,894 here.



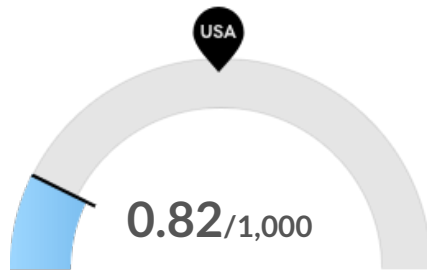
Racial Diversity

Racial diversity is low in Pepin County, WI. The national average for an area this size is 2,997 racially diverse people, while there are 351 here.



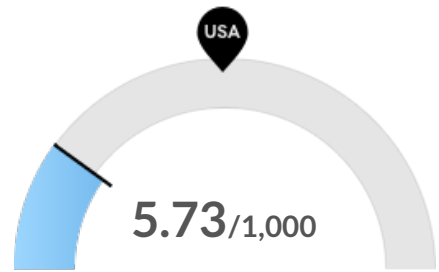
Veterans

Pepin County, WI has 478 veterans. The national average for an area this size is 387.



Violent Crime

Pepin County, WI has 0.82 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

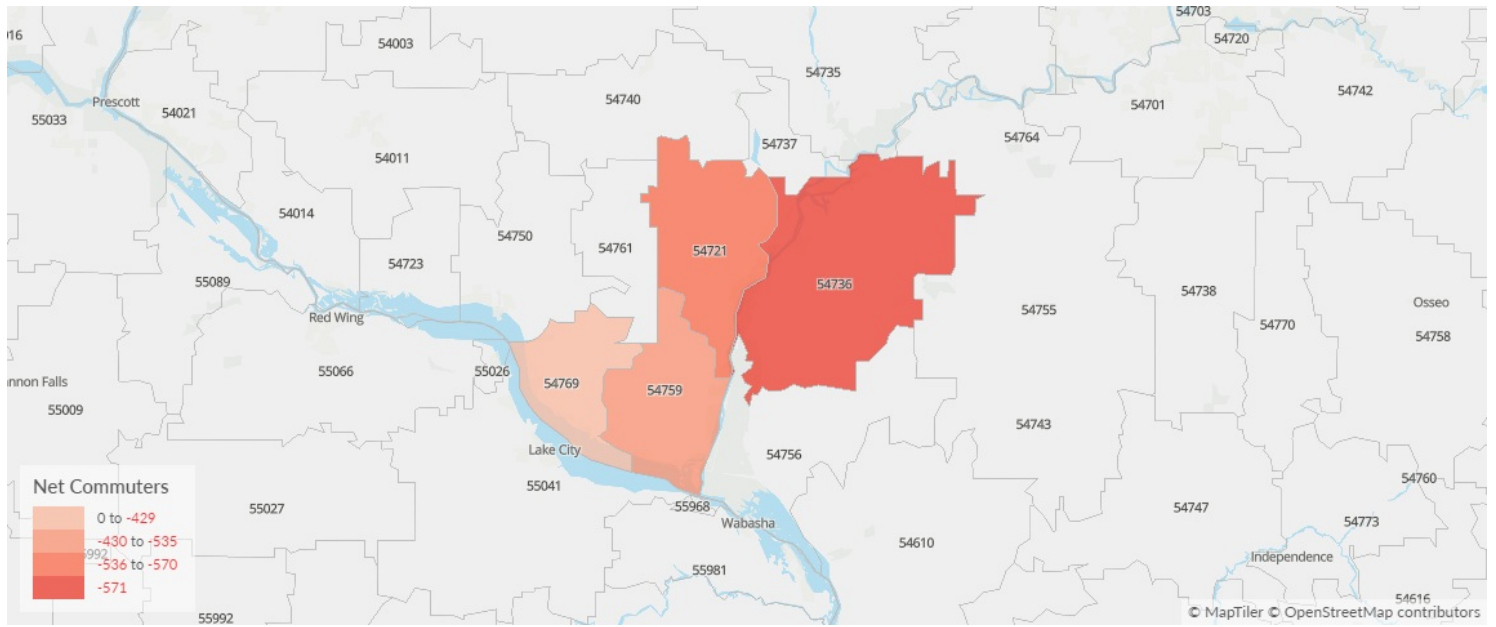


Property Crime

Pepin County, WI has 5.73 property crimes per 1,000 people. The national rate is 17.8 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	2022 Employment
54736	Durand, WI (in Pepin co...	1,883
54769	Stockholm, WI (in Pepin...	322
54759	Pepin, WI (in Pepin coun...	309
54721	Arkansaw, WI (in Pepin ...	194

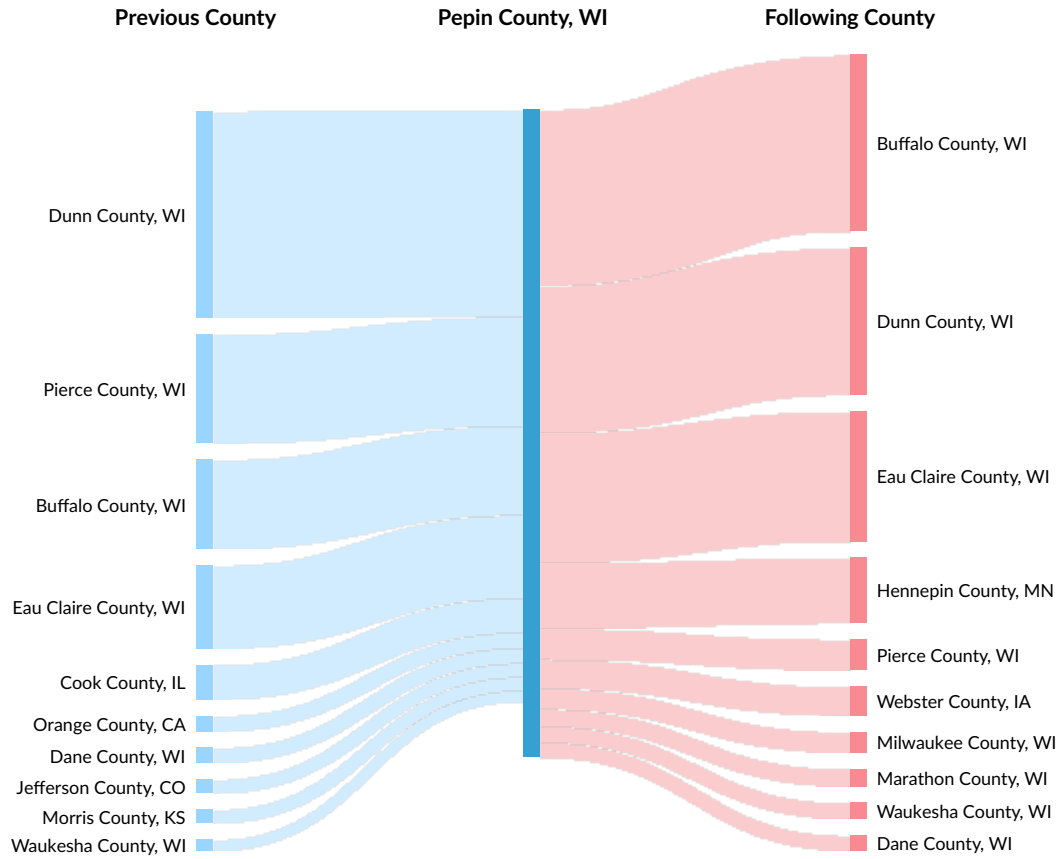
Where Talent Lives

ZIP	Name	2022 Workers
54736	Durand, WI (in Pepin co...	2,454
54759	Pepin, WI (in Pepin coun...	738
54721	Arkansaw, WI (in Pepin ...	731
54769	Stockholm, WI (in Pepin...	327

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.

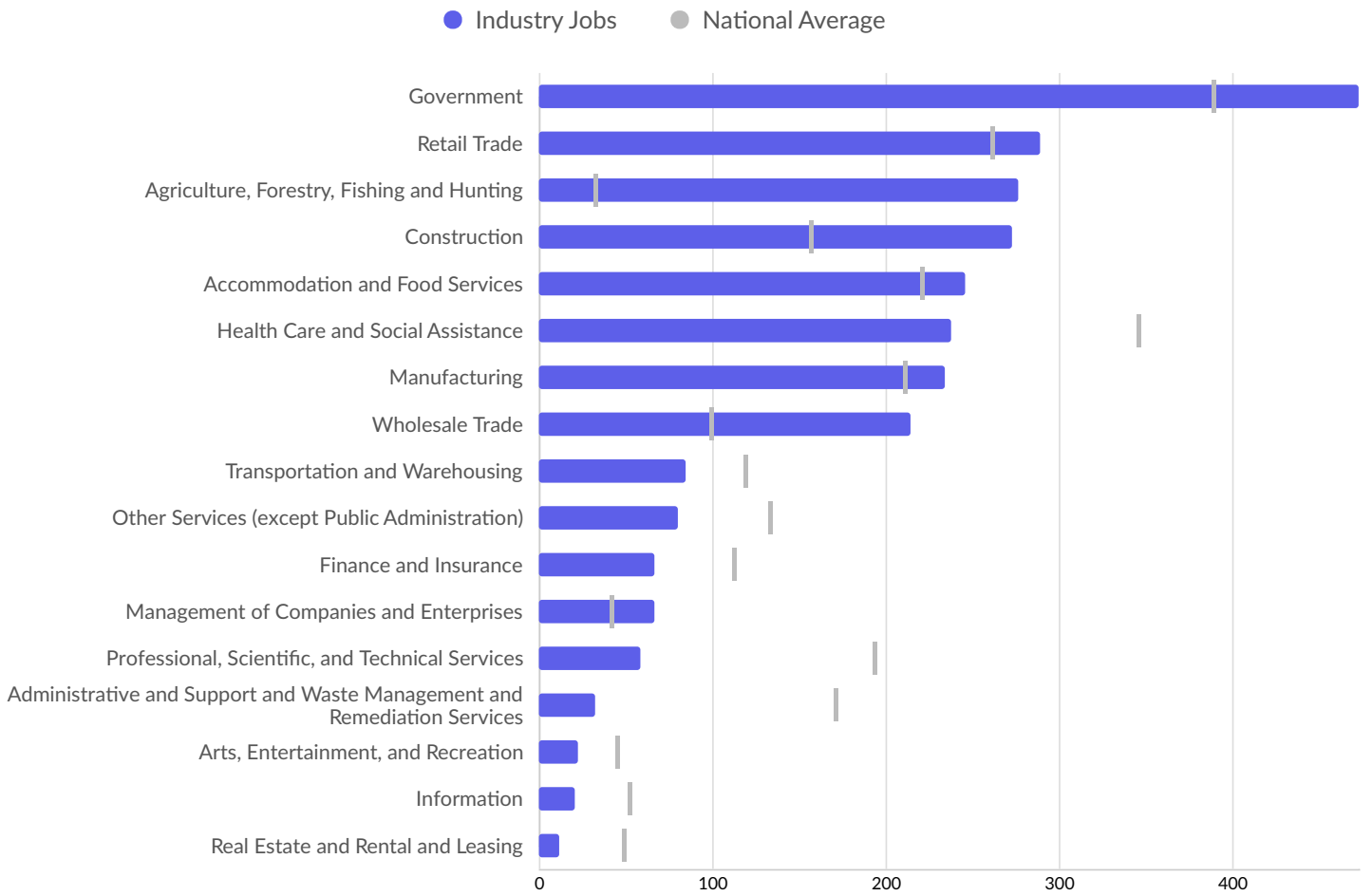


Top Previous Counties	Migrations
Dunn County, WI	80
Pierce County, WI	42
Buffalo County, WI	34
Eau Claire County, WI	32
Cook County, IL	13
Orange County, CA	6

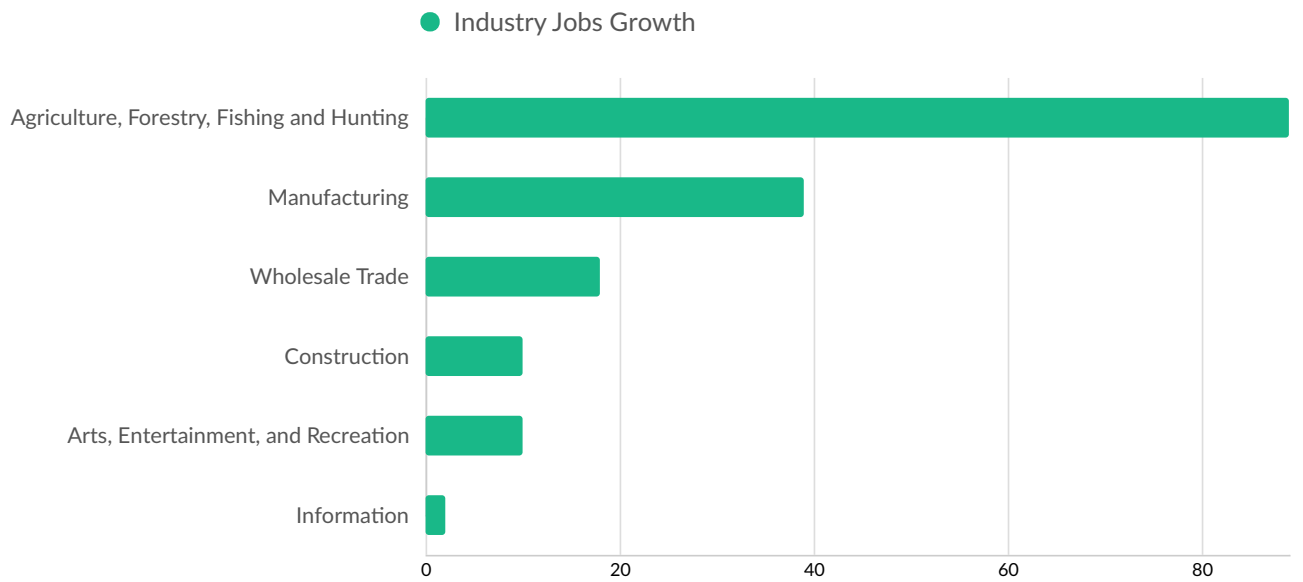
Top Previous Counties	Migrations
Dane County, WI	6
Jefferson County, CO	5
Morris County, KS	5
Waukesha County, WI	4
Morton County, KS	4
Milwaukee County, WI	4
Houston County, MN	3
Marathon County, WI	3
Racine County, WI	3
Top Following Counties	Migrations
Buffalo County, WI	68
Dunn County, WI	57
Eau 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

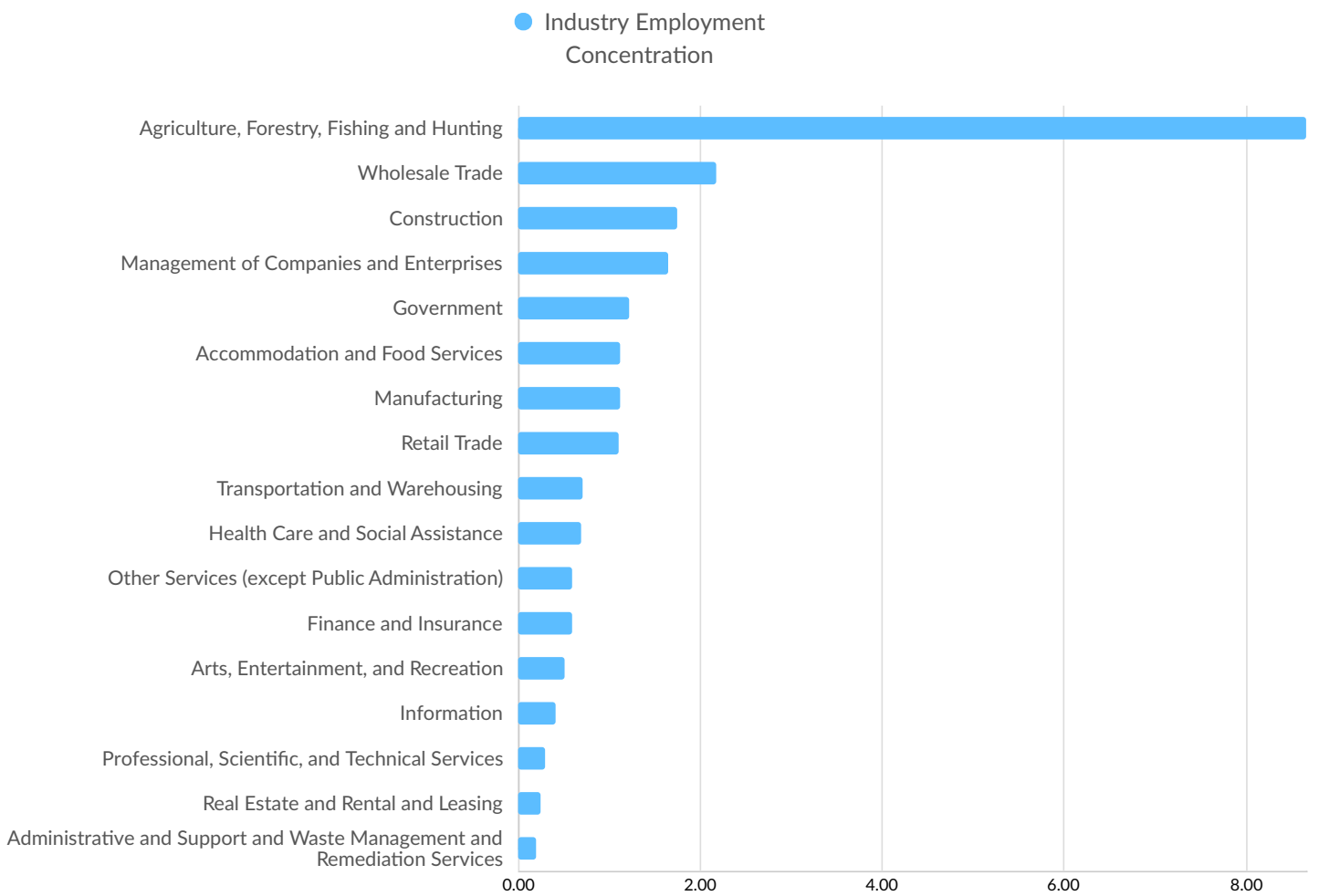
Largest Industries



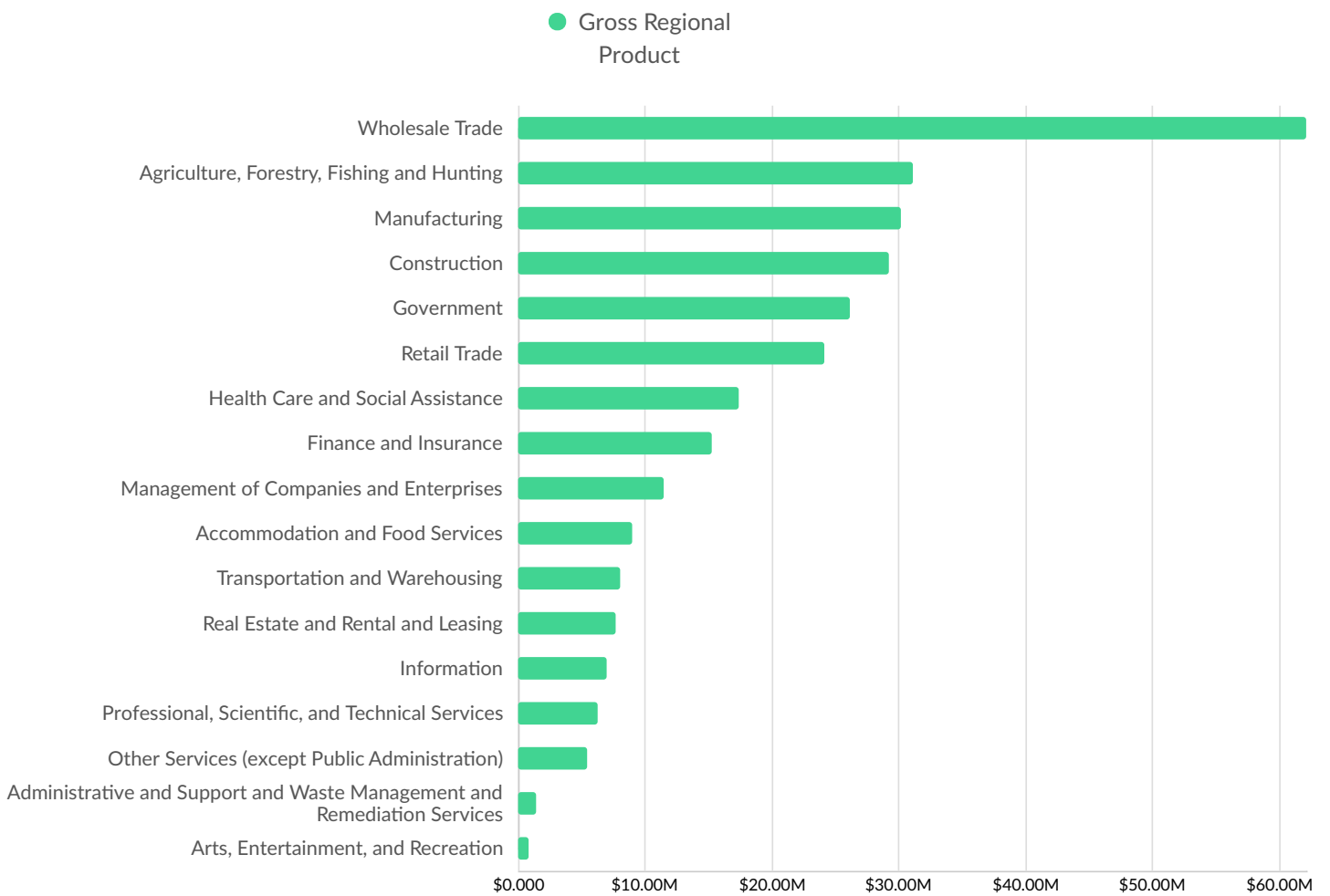
Top Growing Industries



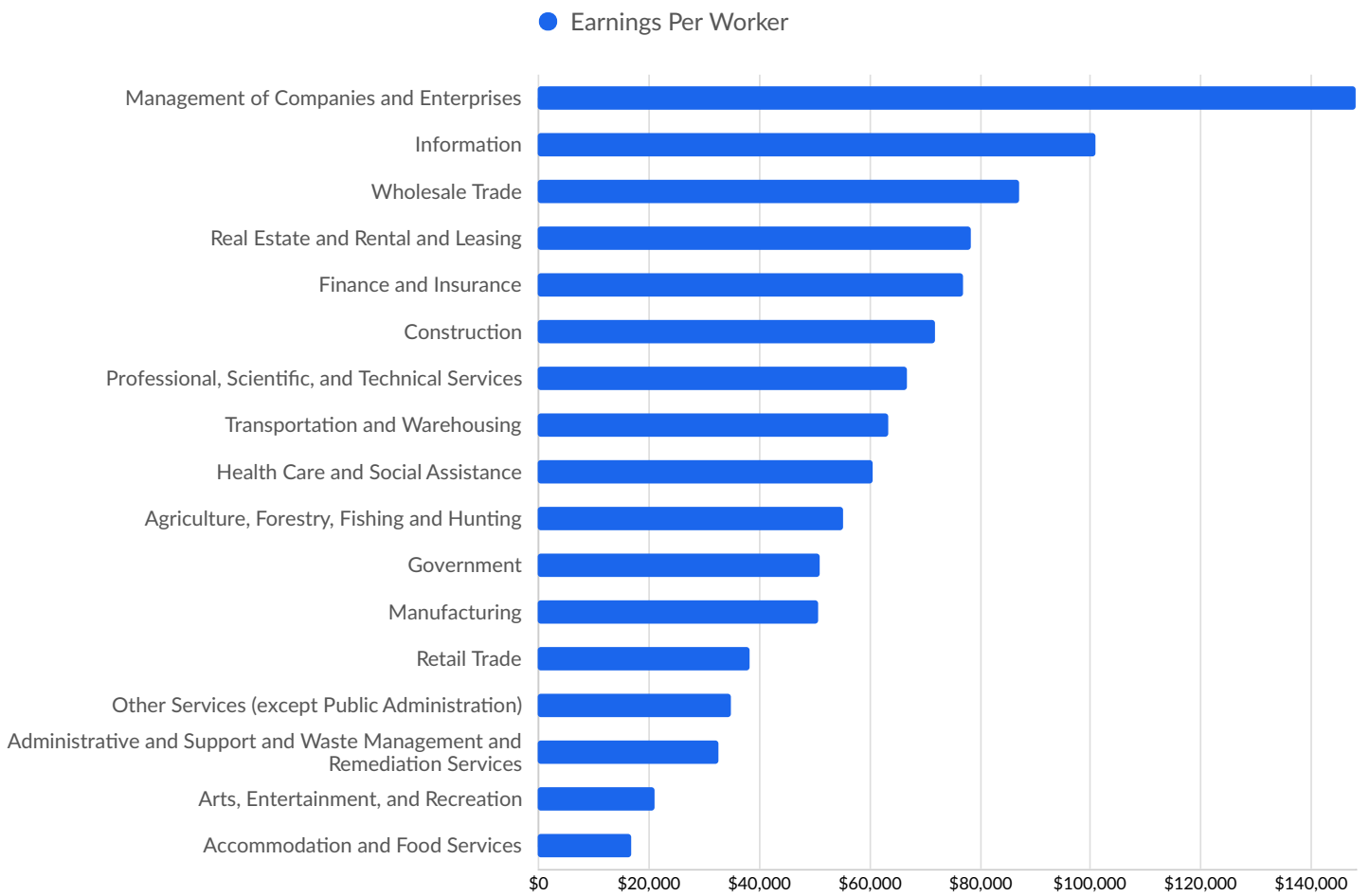
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



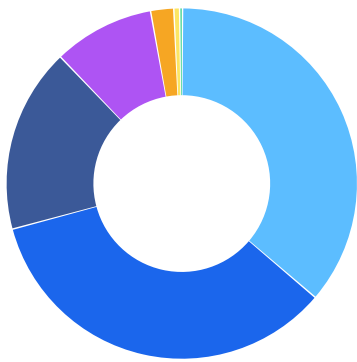
Business Characteristics

618 Companies Employ Your Workers

Online profiles for your workers mention 618 companies as employers, with the top 10 appearing below. In the last 12 months, 133 companies in Pepin County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Ntec	34 	Ashley Furniture	52 
Mayo Clinic	30 	AdventHealth	49 
Marten Transport	22 	Encompass Health	36 
Bauer Built	21 	Bauer Built	31 
Pepin Area School District	17 	Pepin County Site	29 
University Of Wisconsin-Madiso...	14 	Dollar General	23 
Pepin County Site	12 	Hearth & Home Technologies	23 
Durand School District	11 	Mayo Clinic	16 
Security Financial Bank	11 	Kwik Trip	15 
Menards	9 	UPS	14 

Business Size

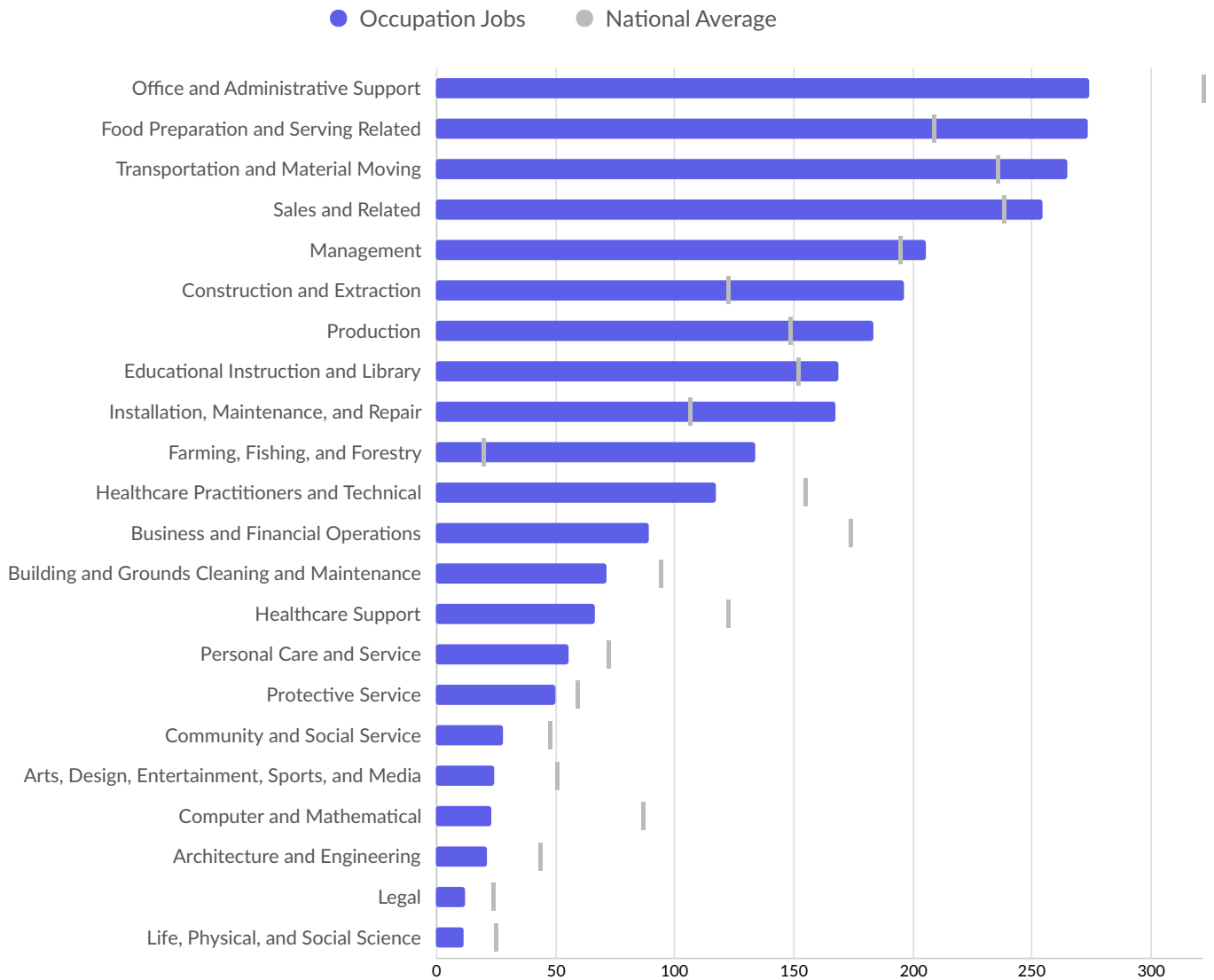


	Percentage	Business Count
1 to 4 employees	36.2%	136
5 to 9 employees	34.6%	130
10 to 19 employees	17.0%	64
20 to 49 employees	9.3%	35
50 to 99 employees	2.1%	8
100 to 249 employees	0.5%	2
250 to 499 employees	0.3%	1

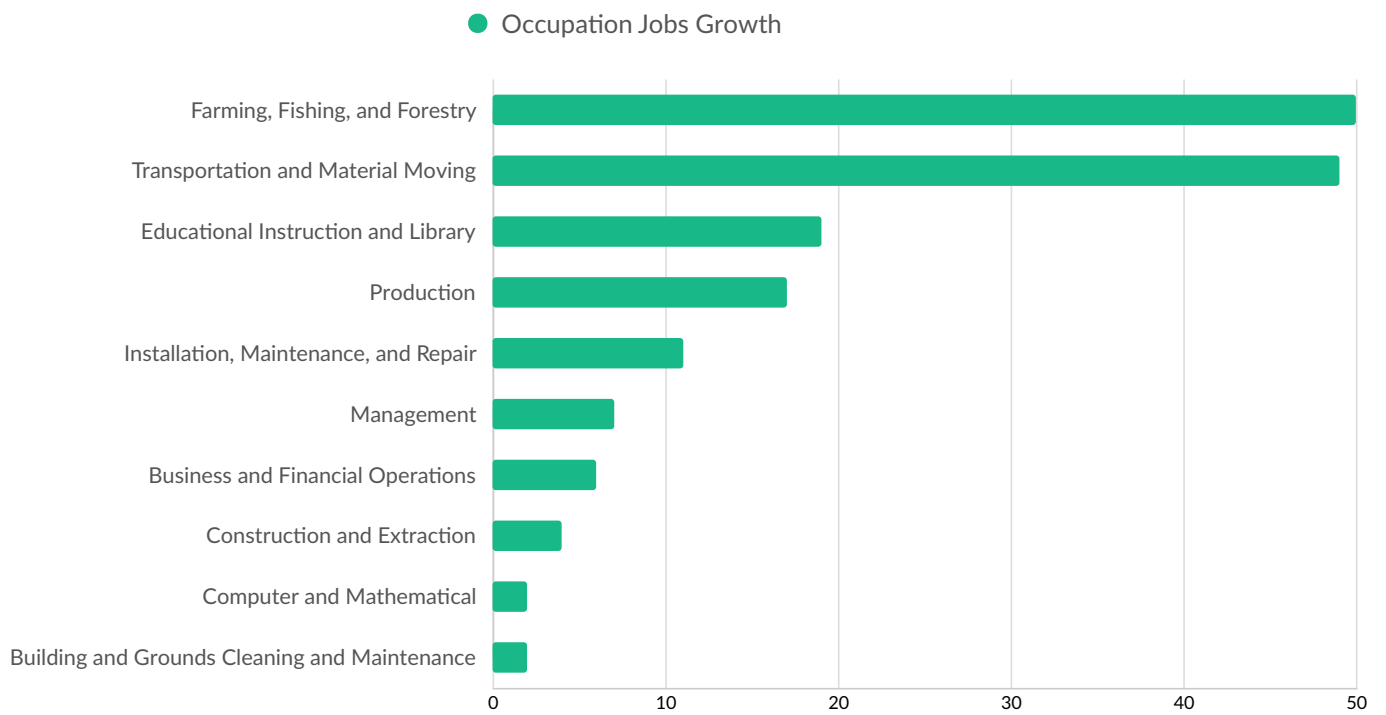
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

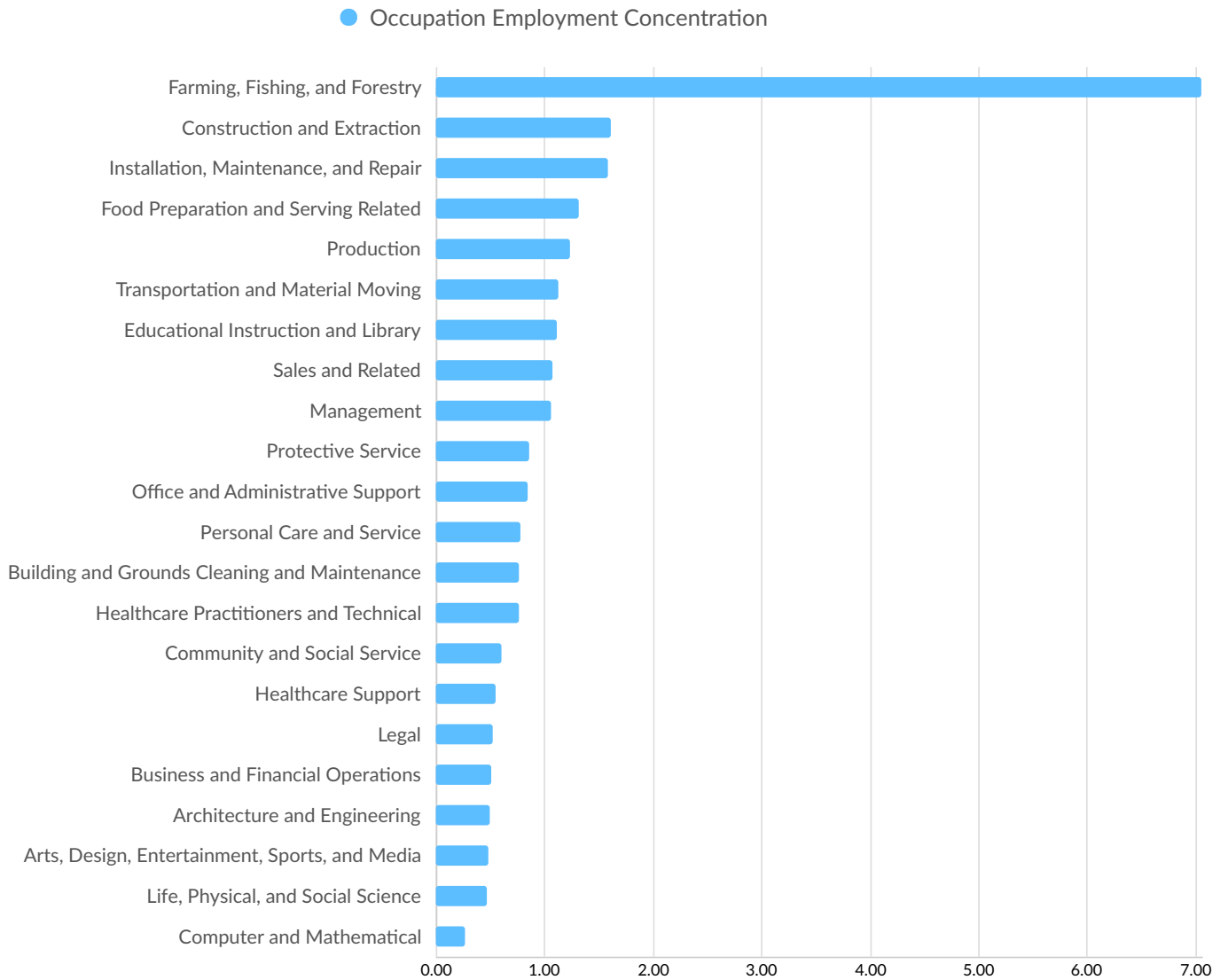
Largest Occupations



Top Growing Occupations



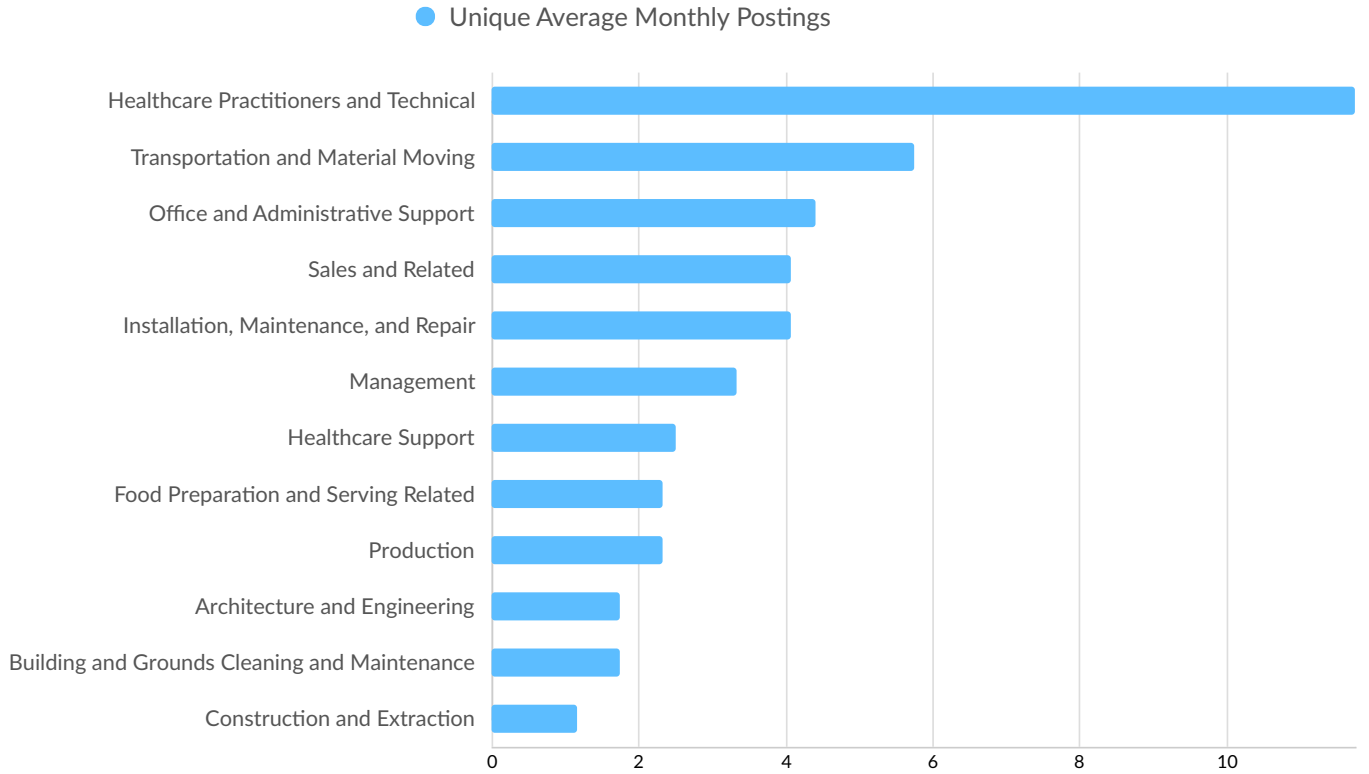
Top Occupation Employment Concentration



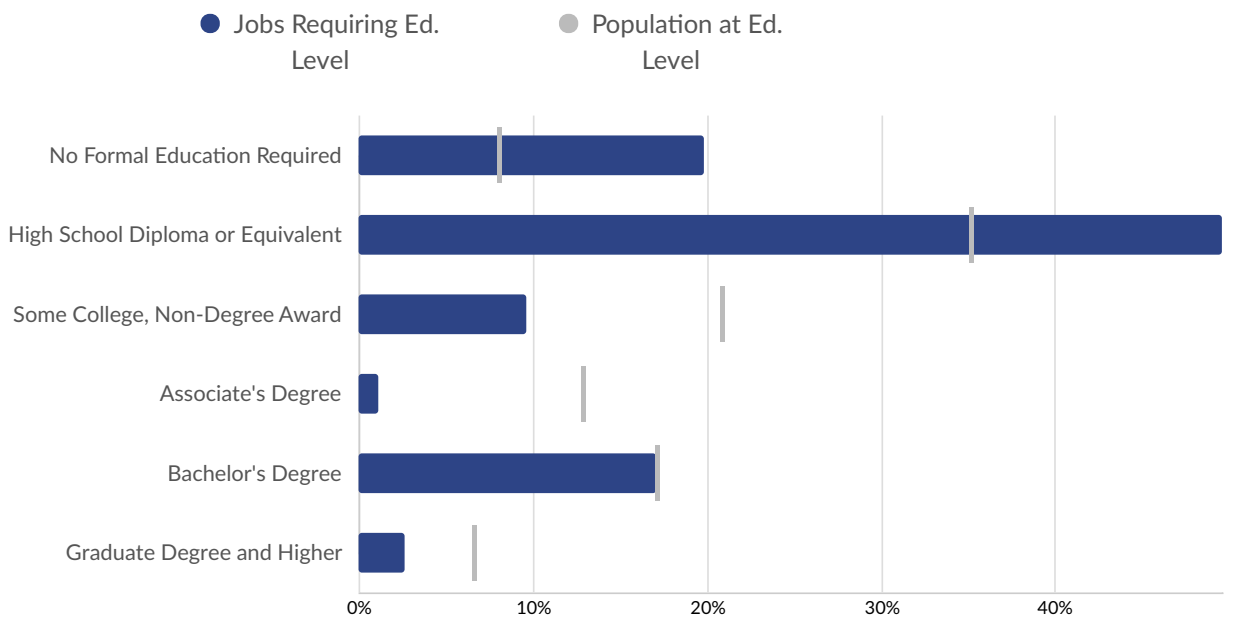
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

