



# Pepin County, WI

Mississippi River Regional Planning Commission



1707 Main Street, Suite 435  
La Crosse, Wisconsin 54601

# Contents

Report Parameters .....	1
Economy Overview .....	2
Unemployment by Demographics .....	4
Historic & Projected Trends .....	8
Population Characteristics .....	12
Inbound and Outbound Migration .....	14
Industry Characteristics .....	16
Business Characteristics .....	21
Workforce Characteristics .....	23
Educational Pipeline .....	28
In-Demand Skills .....	29

## 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

**7,410**

**Population (2022)**

Population **grew by 164** over the last 5 years and is projected to **grow by 337** over the next 5 years.

**2,716**

**Total Regional Employment**

Jobs **grew by 33** over the last 5 years and are projected to **grow by 268** over the next 5 years.

**\$63.0K**

**Median Household Income (2021)**

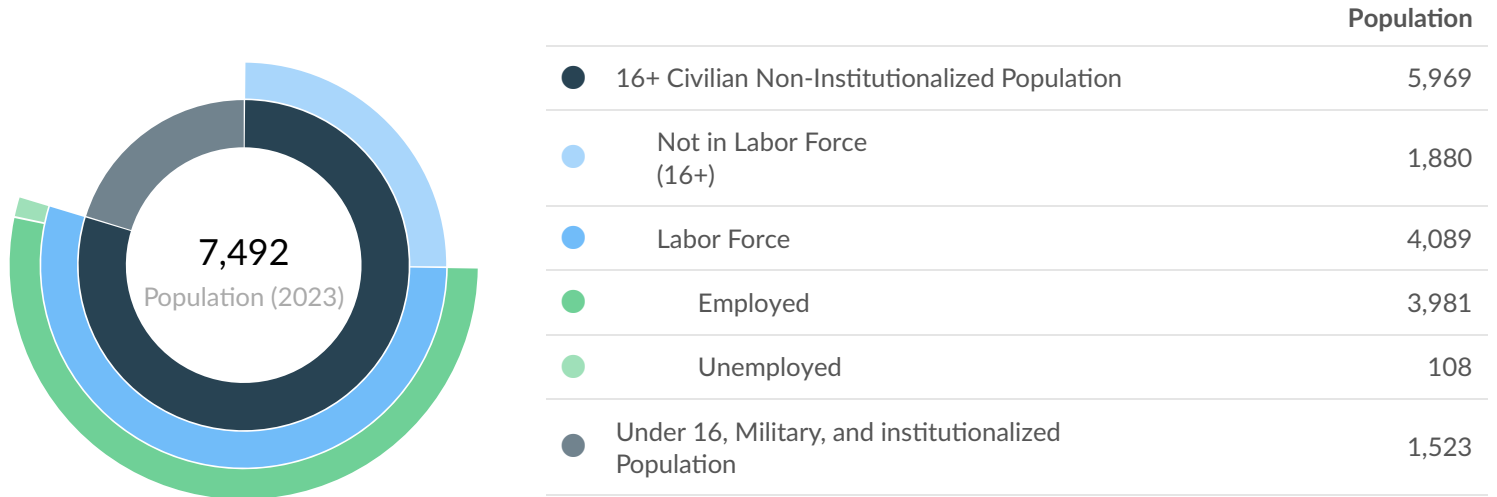
Median household income is **\$6.0K below** the national median household income of \$69.0K.

### Takeaways

- As of 2022 the region's population **increased by 2.3%** since 2017, growing by 164. Population is expected to **increase by 4.5%** between 2022 and 2027, adding 337.
- From 2017 to 2022, jobs **increased by 1.2%** in Pepin County, WI from 2,683 to **2,716**. This change **fell short of the national growth rate of 3.8% by 2.6%**. As the number of jobs increased, the **labor force participation rate decreased from 70.3% to 64.7% 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 **12.8% 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.

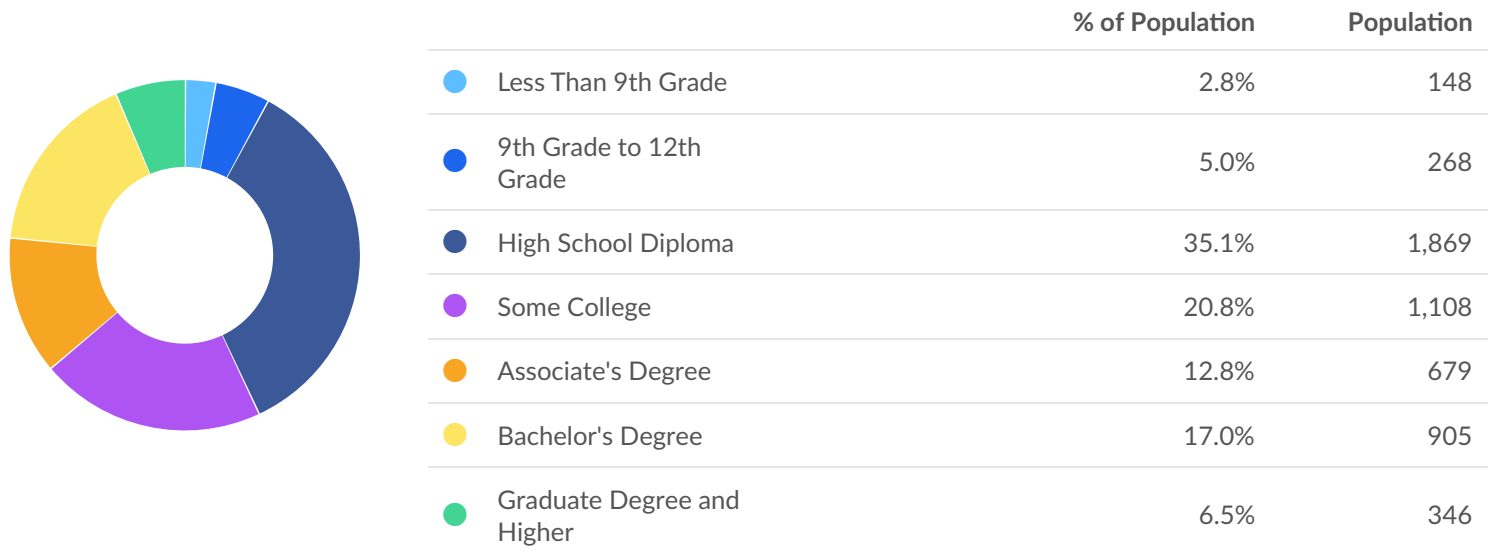
	Population (2023)	Labor Force (Sep 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	7,492	4,089	2,716	103.7	\$333.75M	\$622.57M	\$388.45M
State	5,921,135	3,145,490	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

## Sep 2023 Labor Force Breakdown



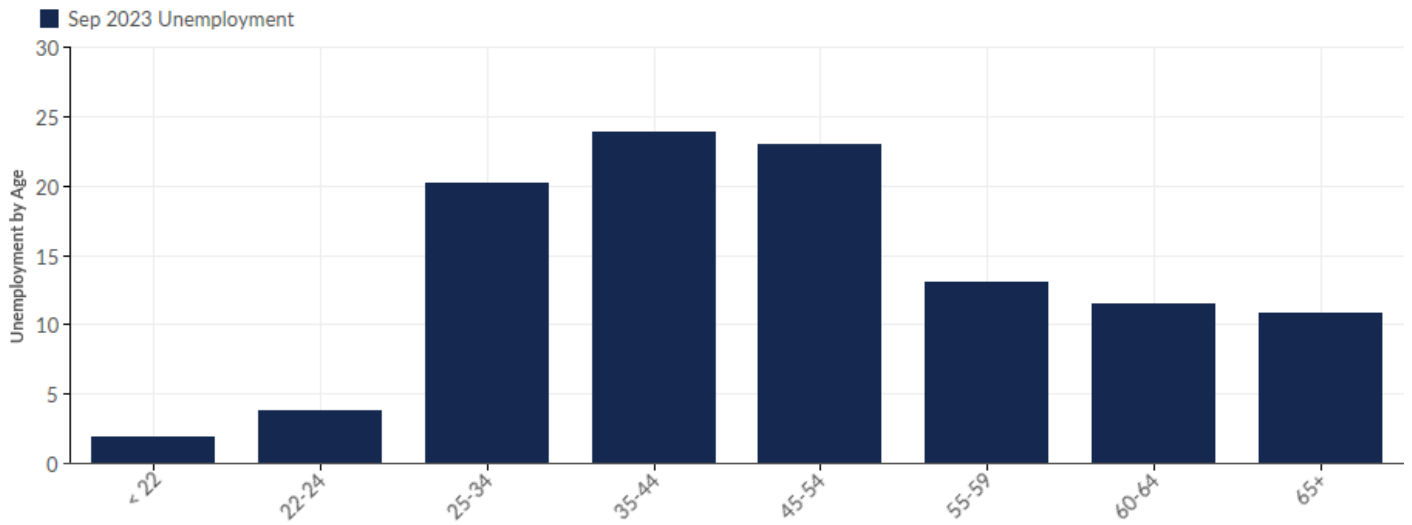
## Educational Attainment

Concerning educational attainment, **17.0% of Pepin County, WI residents possess a Bachelor's Degree** (3.8% below the national average), and **12.8% hold an Associate's Degree** (3.9% above the national average).



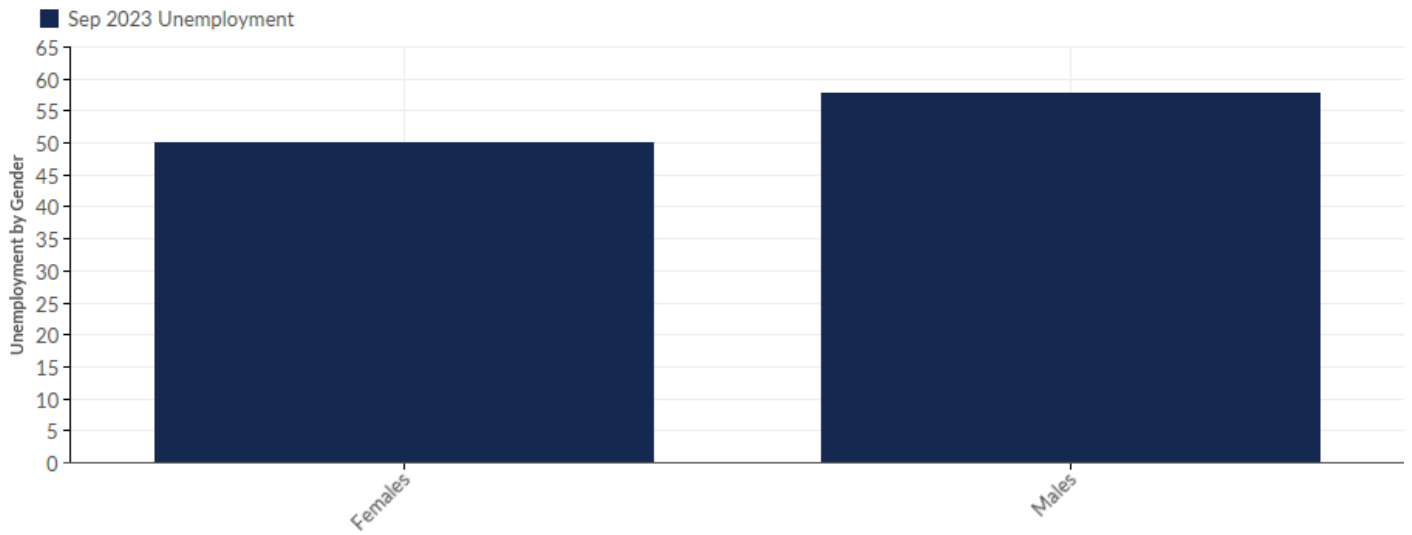
# Unemployment by Demographics

## Unemployment by Age



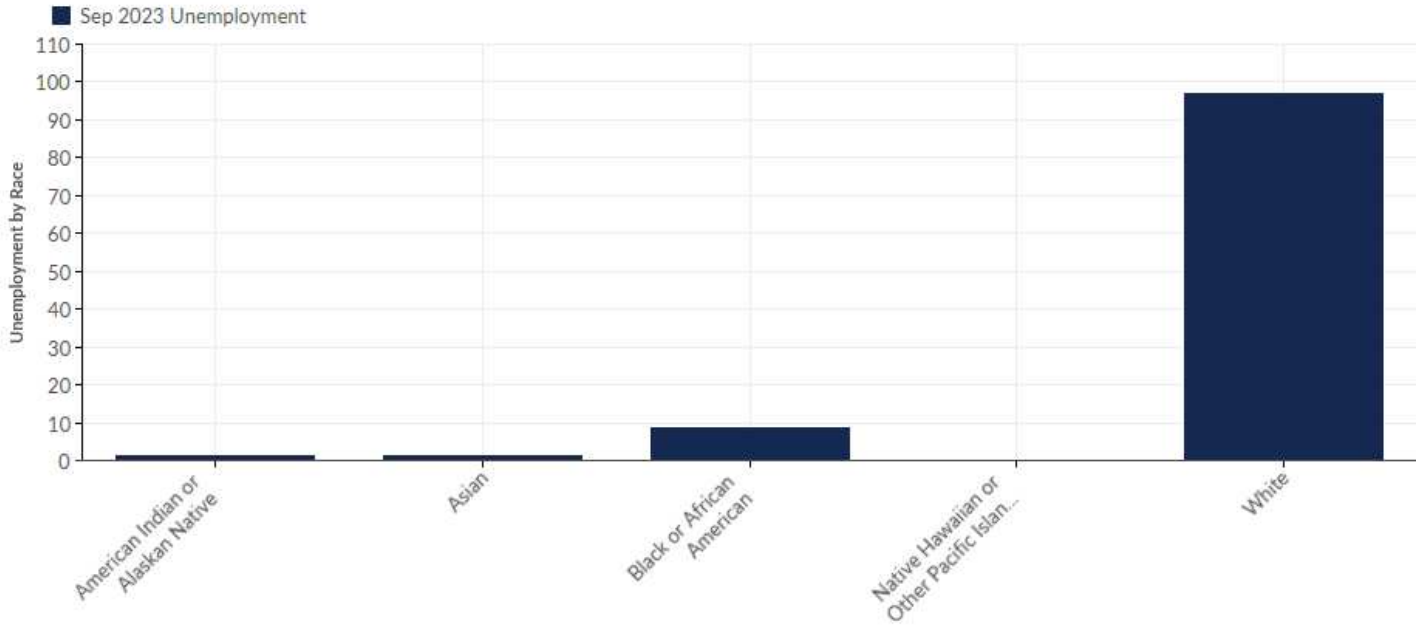
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	2	1.85%
22-24	4	3.70%
25-34	20	18.52%
35-44	24	22.22%
45-54	23	21.30%
55-59	13	12.04%
60-64	11	10.19%
65+	11	10.19%
<b>Total</b>	<b>108</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Sep 2023)	% of Unemployed
Females	50	46.30%
Males	58	53.70%
Total	108	100.00%

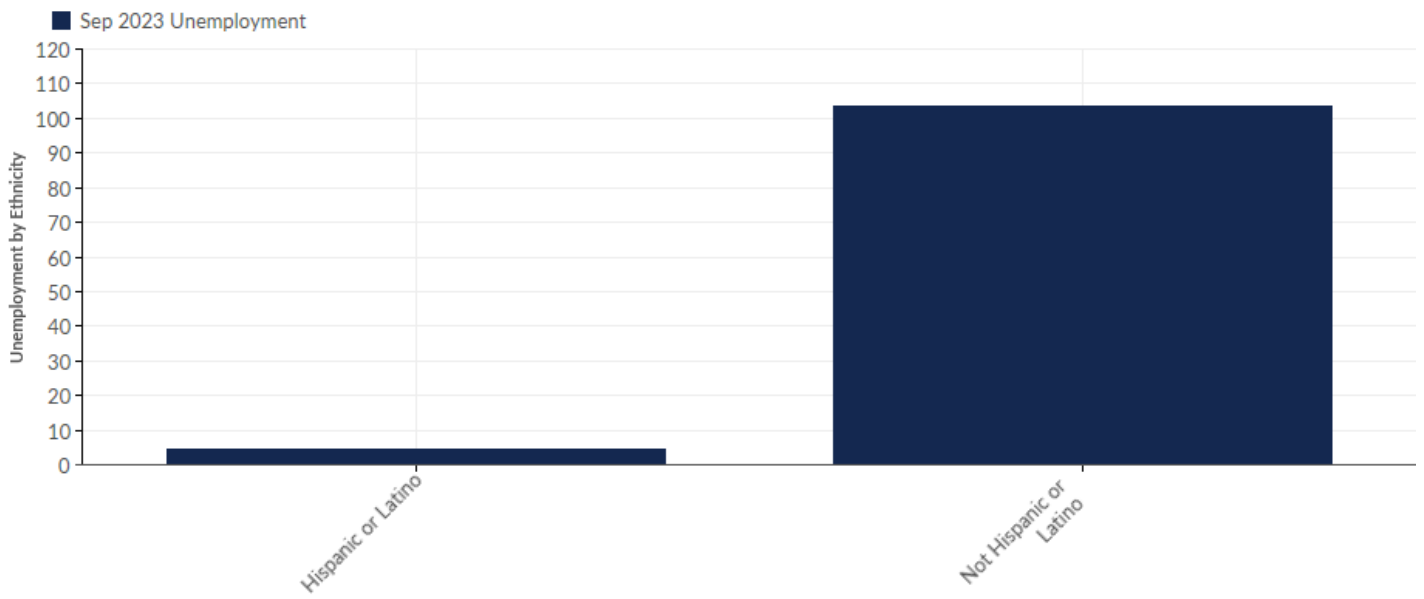
## Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	1	0.93%
Asian	1	0.93%
Black or African American	9	8.33%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	97	89.81%
<b>Total</b>	<b>108</b>	<b>100.00%</b>



## Unemployment by Ethnicity

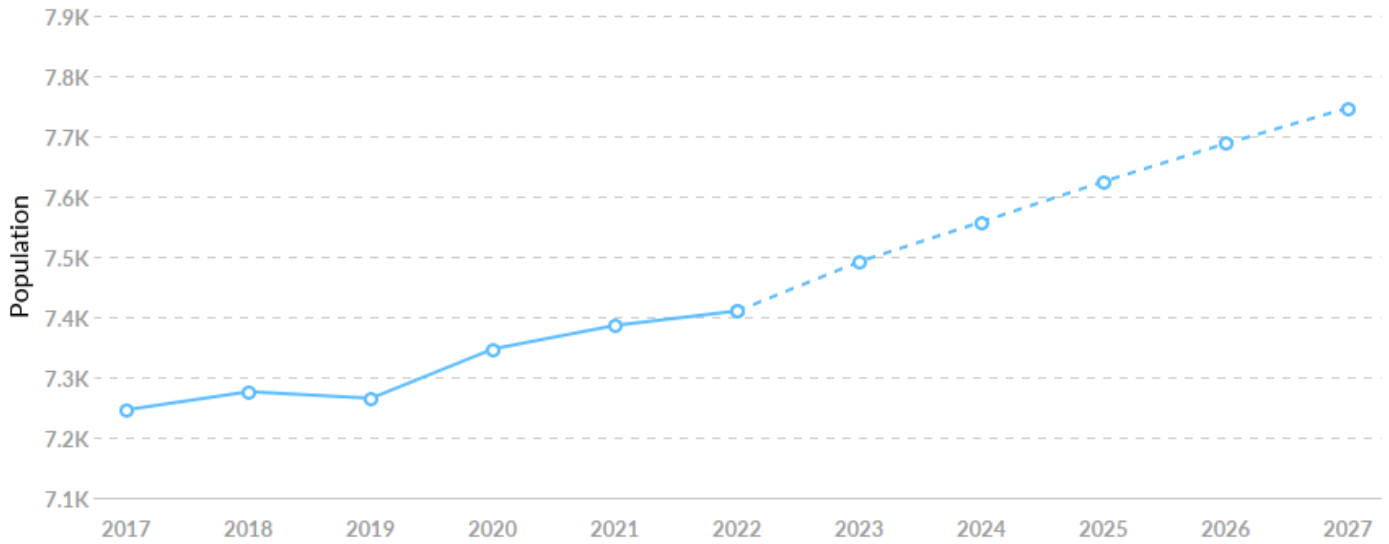


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	4	3.70%
Not Hispanic or Latino	104	96.30%
Total	108	100.00%

# Historic & Projected Trends

## Population Trends

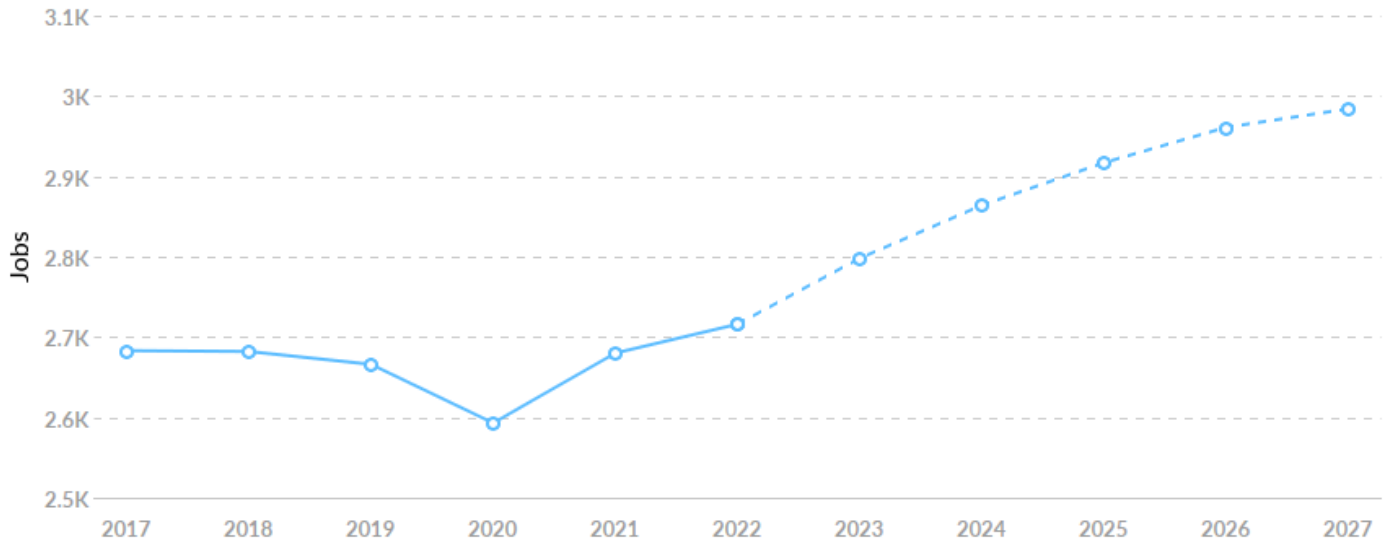
As of 2022 the region's population increased by 2.3% since 2017, growing by 164. Population is expected to increase by 4.5% between 2022 and 2027, adding 337.



Timeframe	Population
2017	7,246
2018	7,276
2019	7,265
2020	7,347
2021	7,386
2022	7,410
2023	7,492
2024	7,558
2025	7,625
2026	7,688
2027	7,747

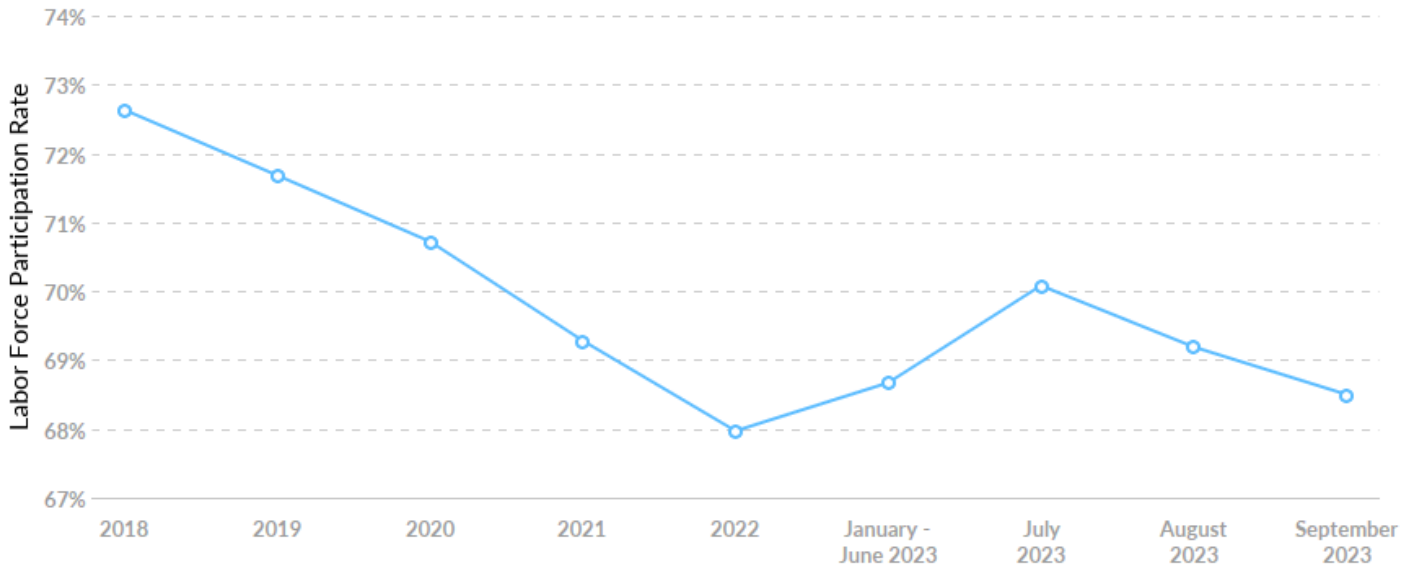
## Job Trends

From 2017 to 2022, jobs increased by 1.2% in Pepin County, WI from 2,683 to 2,716. This change fell short of the national growth rate of 3.8% by 2.6%.



Timeframe	Jobs
2017	2,683
2018	2,682
2019	2,666
2020	2,593
2021	2,680
2022	2,716
2023	2,798
2024	2,864
2025	2,917
2026	2,961
2027	2,984

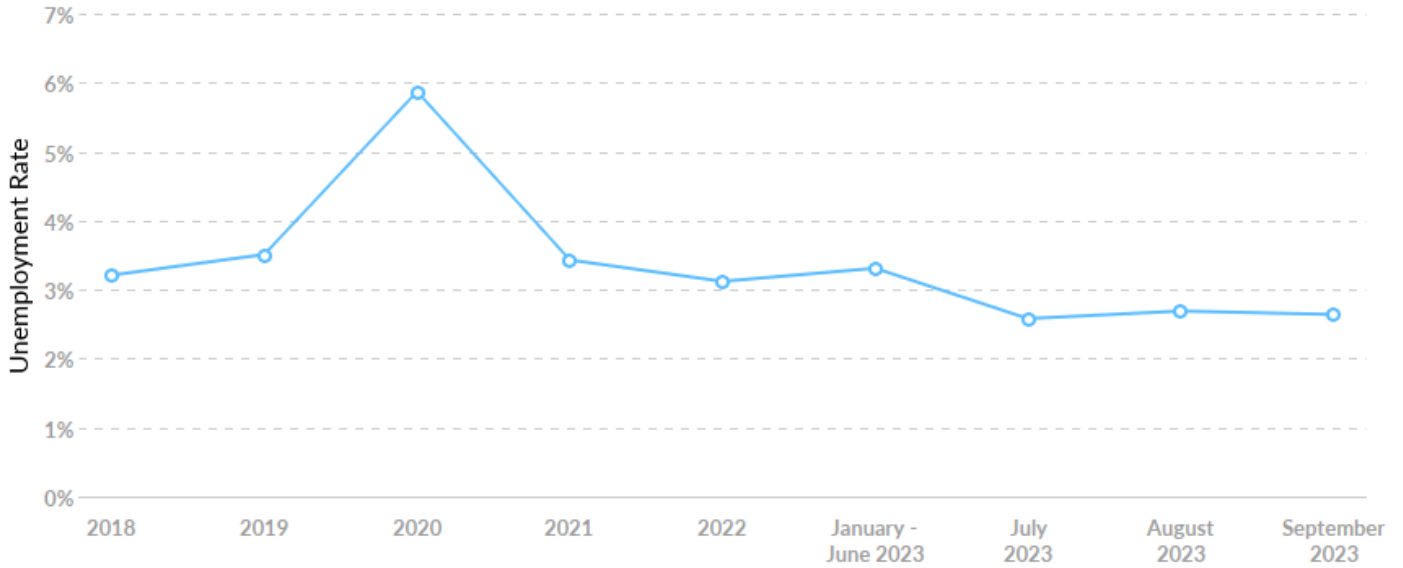
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	72.63%
2019	71.68%
2020	70.72%
2021	69.28%
2022	67.97%
January - June 2023	68.67%
July 2023	70.08%
August 2023	69.19%
September 2023	68.50%

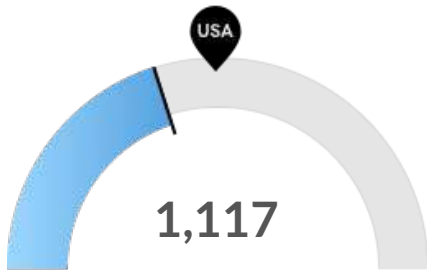
## Unemployment Rate Trends

Pepin County, WI had a September 2023 unemployment rate of 2.64%, **decreasing from 3.21%** 5 years before.



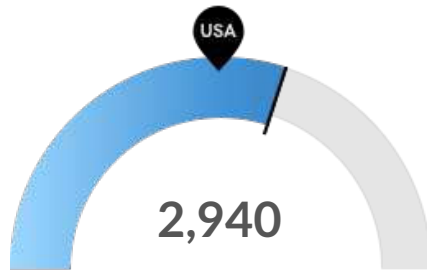
Timeframe	Unemployment Rate
2018	3.21%
2019	3.51%
2020	5.87%
2021	3.43%
2022	3.12%
January - June 2023	3.31%
July 2023	2.58%
August 2023	2.69%
September 2023	2.64%

## Population Characteristics



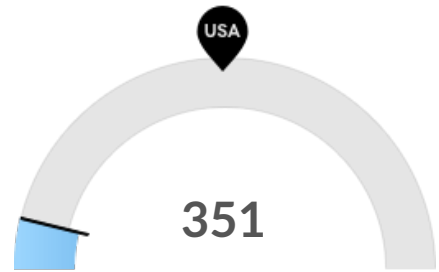
**Millennials**

Pepin County, WI has 1,117 millennials (ages 25-39). The national average for an area this size is 1,507.



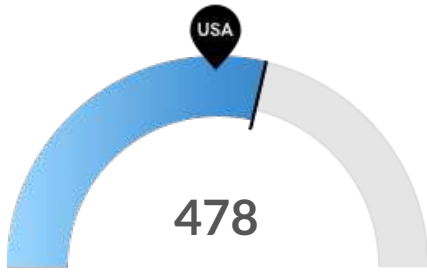
**Retiring Soon**

Retirement risk is high in Pepin County, WI. The national average for an area this size is 2,221 people 55 or older, while there are 2,940 here.



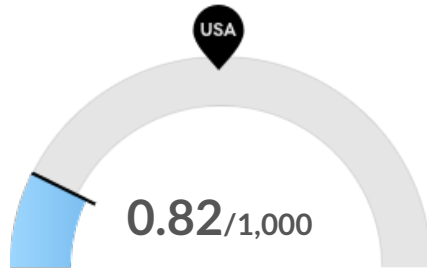
**Racial Diversity**

Racial diversity is low in Pepin County, WI. The national average for an area this size is 3,047 racially diverse people, while there are 351 here.



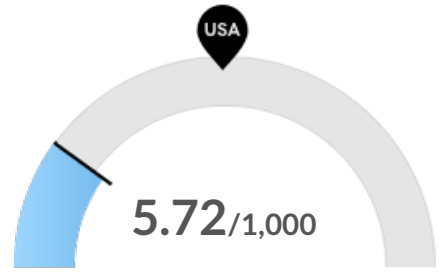
**Veterans**

Pepin County, WI has 478 veterans. The national average for an area this size is 388.



**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**

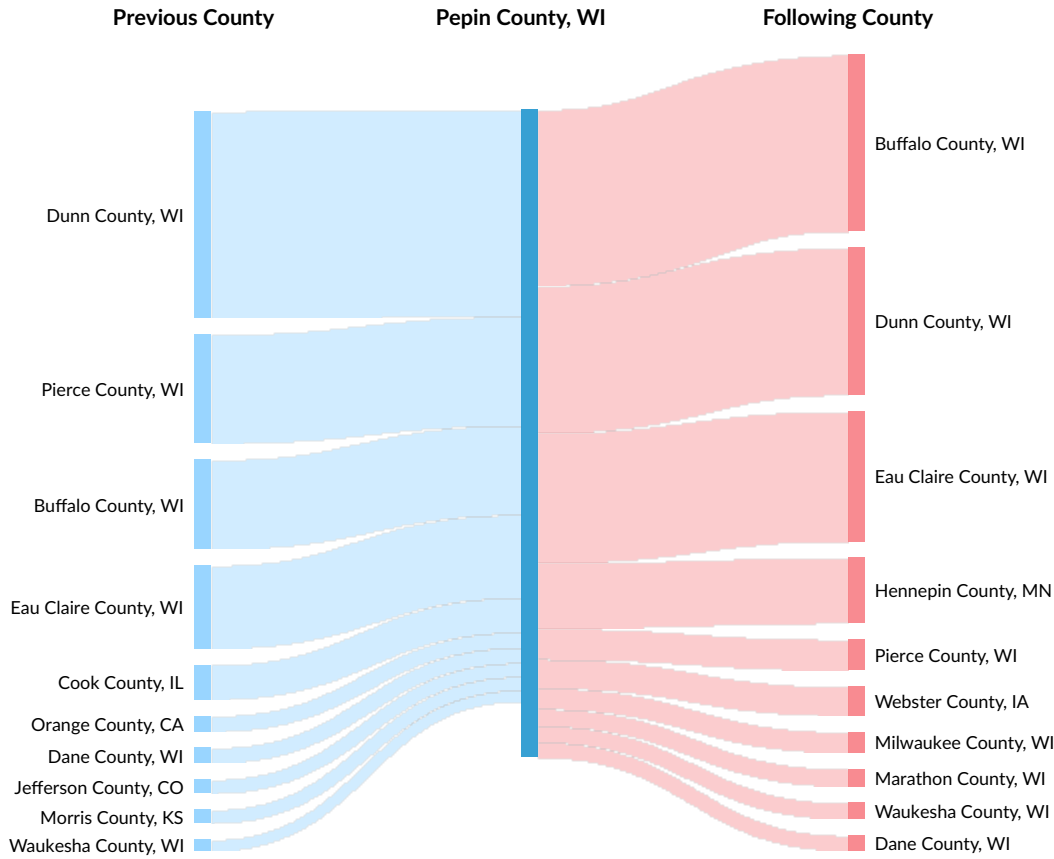
Pepin County, WI has 5.72 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.



# 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.



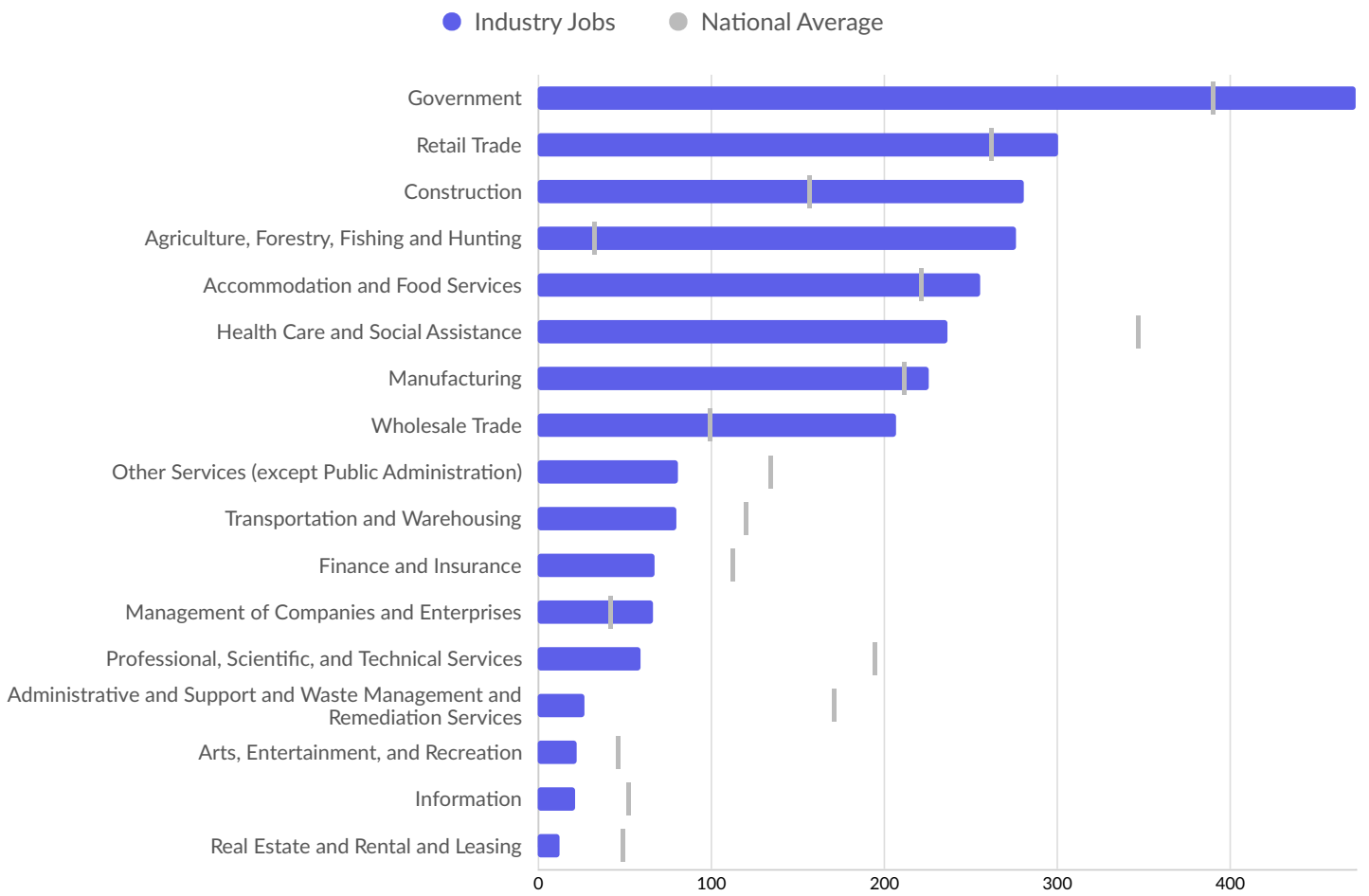
Top Previous Counties	Migrations
Dunn County, WI	80
Pierce County, WI	42
Buffalo County, WI	34
Eau Claire County, WI	32
Cook County, IL	13
Orange County, CA	6



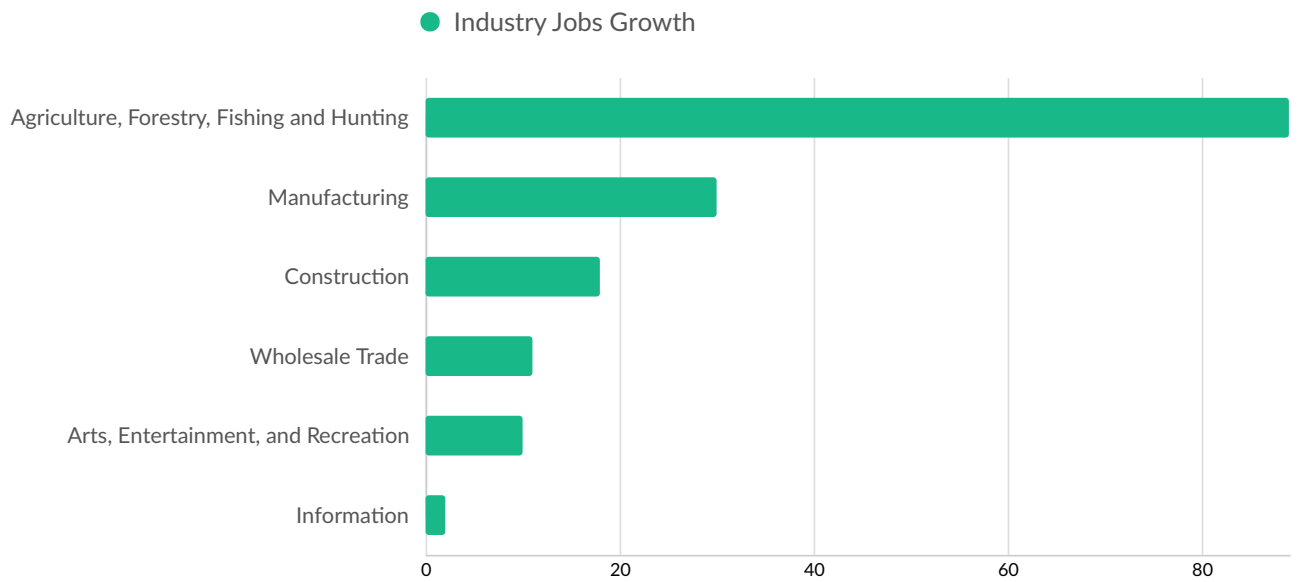
Top Previous Counties	Migrations
Dane County, WI	6
Jefferson County, CO	5
Morris County, KS	5
Waukesha County, WI	4
Morton County, KS	4
Milwaukee County, WI	4
Houston County, MN	3
Marathon County, WI	3
Racine County, WI	3
Top Following Counties	Migrations
Buffalo County, WI	68
Dunn County, WI	57
Eau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

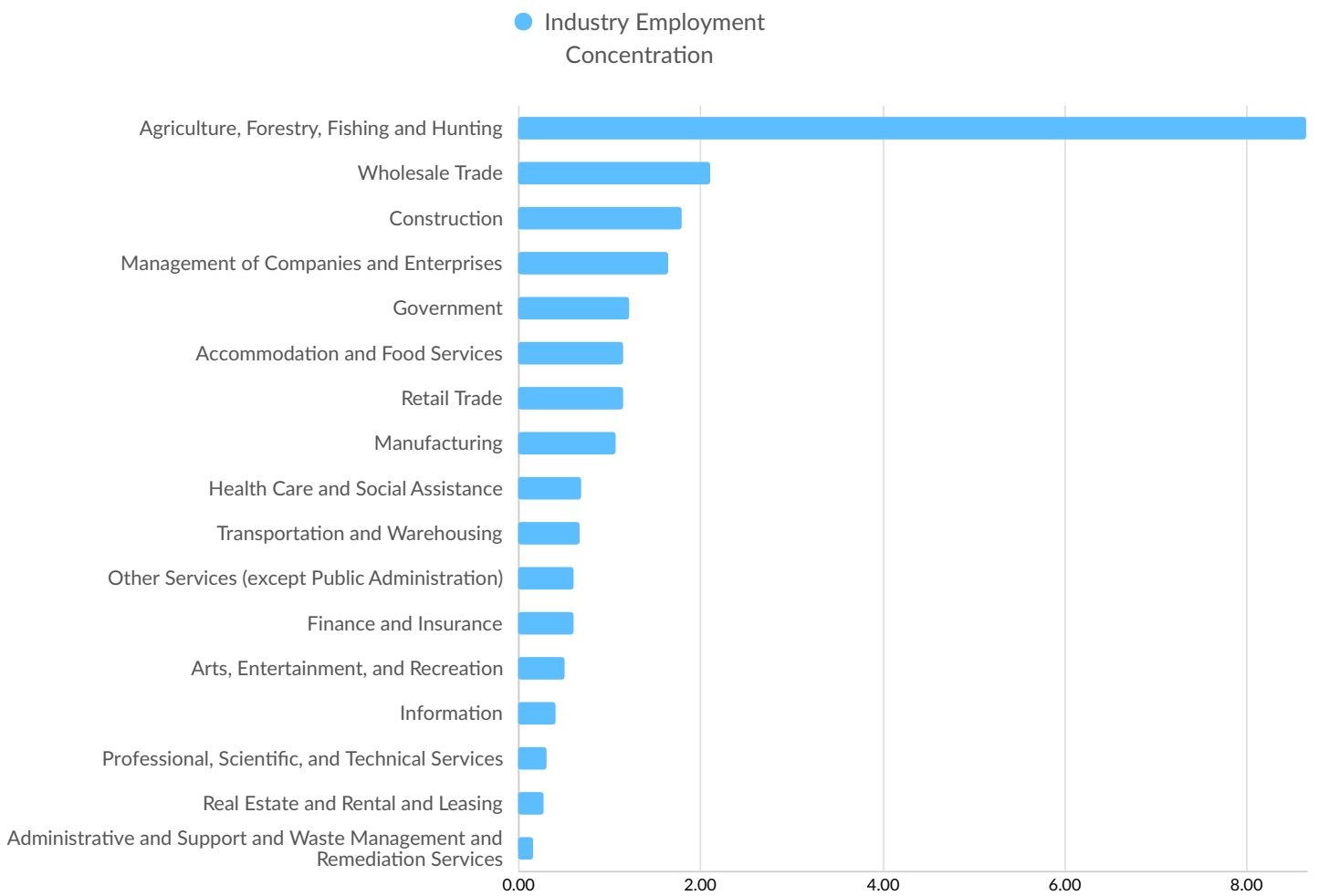
## Largest Industries



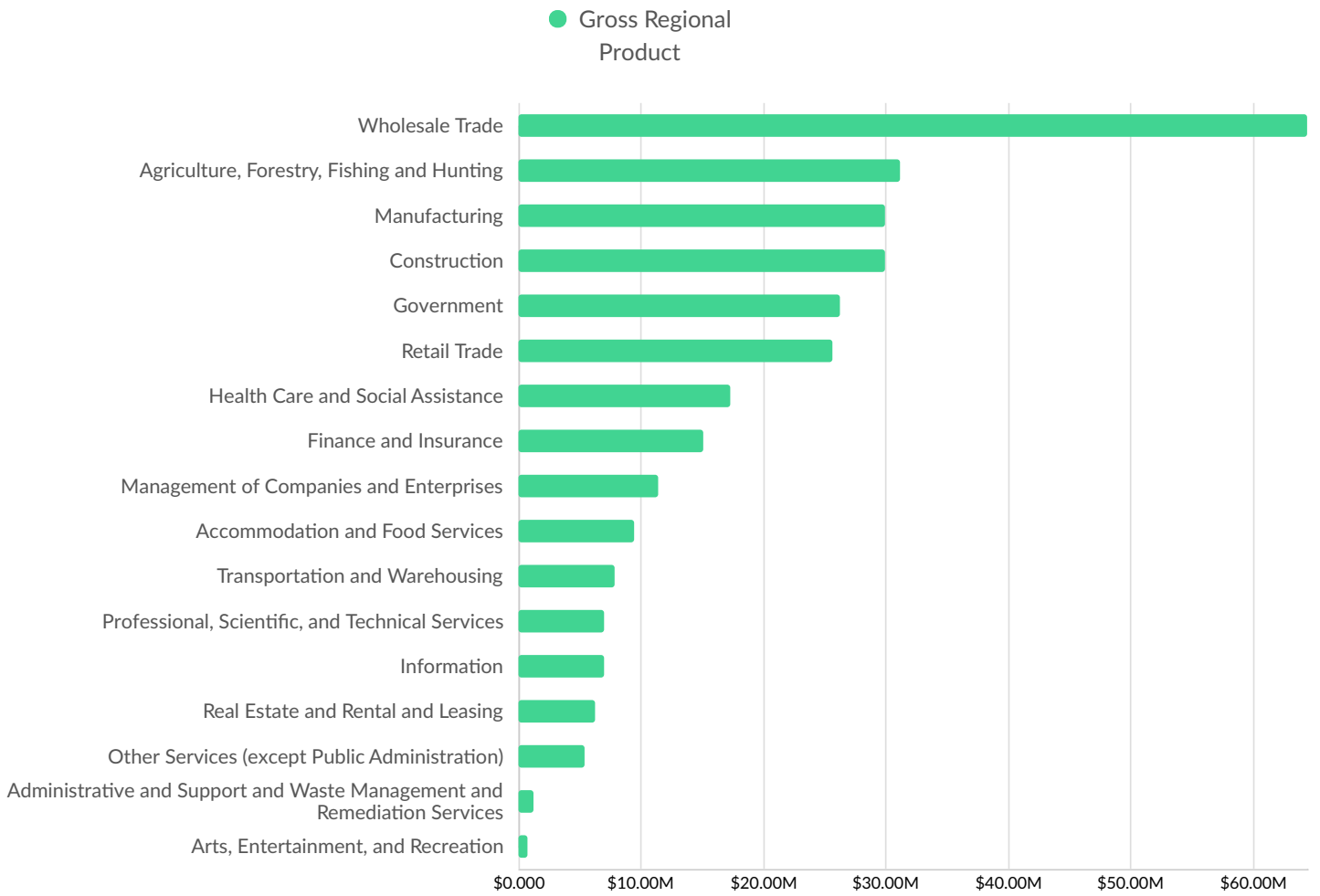
## Top Growing Industries



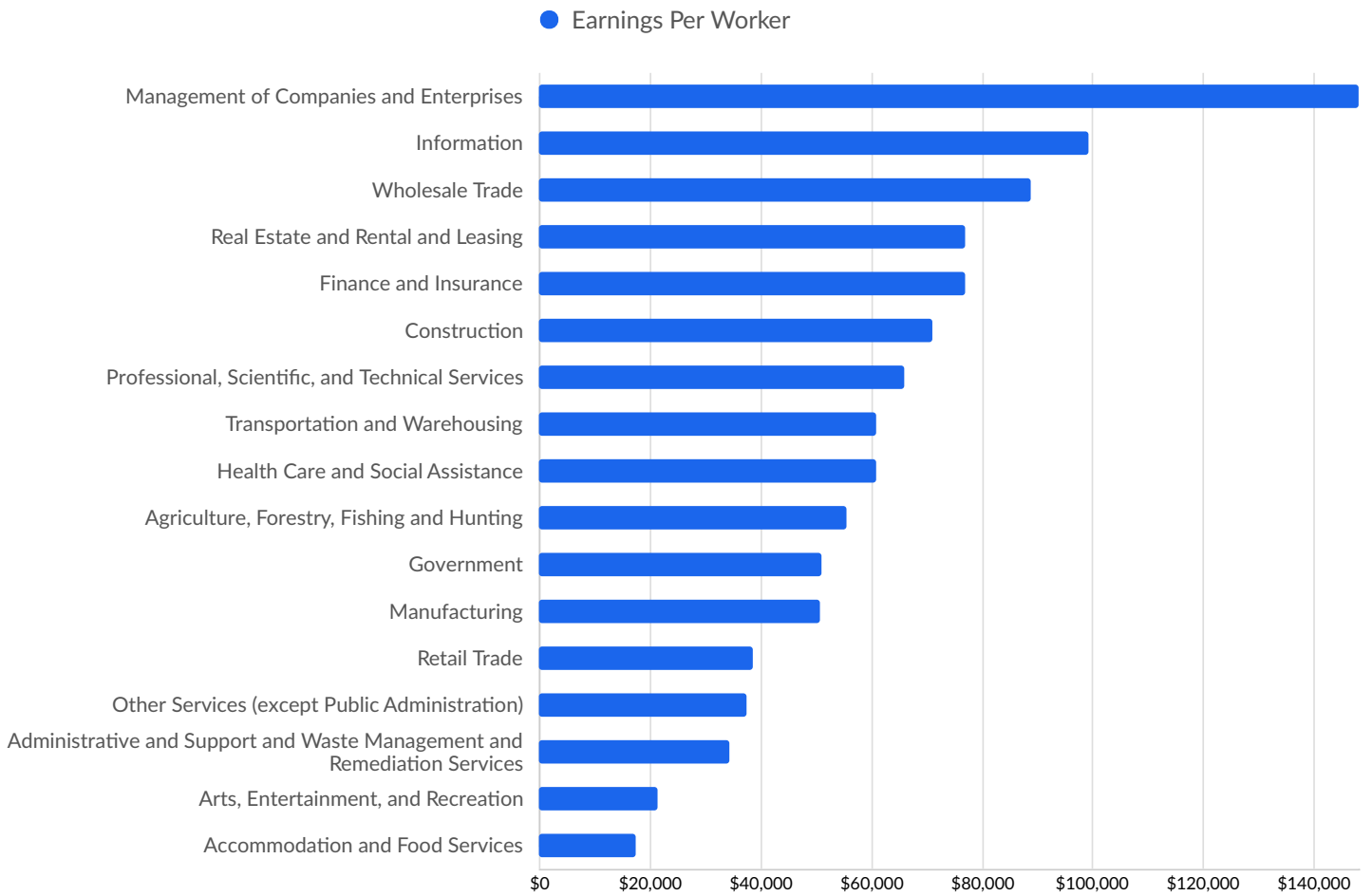
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



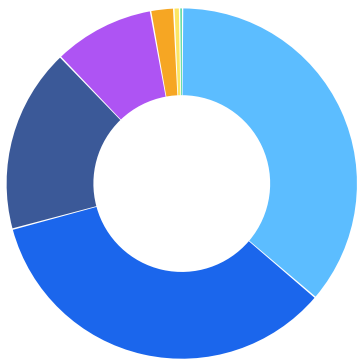
## Business Characteristics

### 688 Companies Employ Your Workers

Online profiles for your workers mention 688 companies as employers, with the top 10 appearing below. In the last 12 months, 97 companies in Pepin County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Ntec	38 	Encompass Health	46 
Mayo Clinic	26 	AdventHealth	33 
Bauer Built	23 	Dollar General	32 
Marten Transport	21 	Bauer Built	24 
University of Wisconsin System	15 	Pepin County Site	24 
Pepin County Site	14 	Hearth & Home Technologies	21 
Security Financial Bank	13 	Bauer Built Tire & Service	17 
Durand School District	10 	Landmark Services Cooperative	13 
UnitedHealth Group	10 	Family Dollar	10 
3M	9 	Amazon	8 

## Business Size



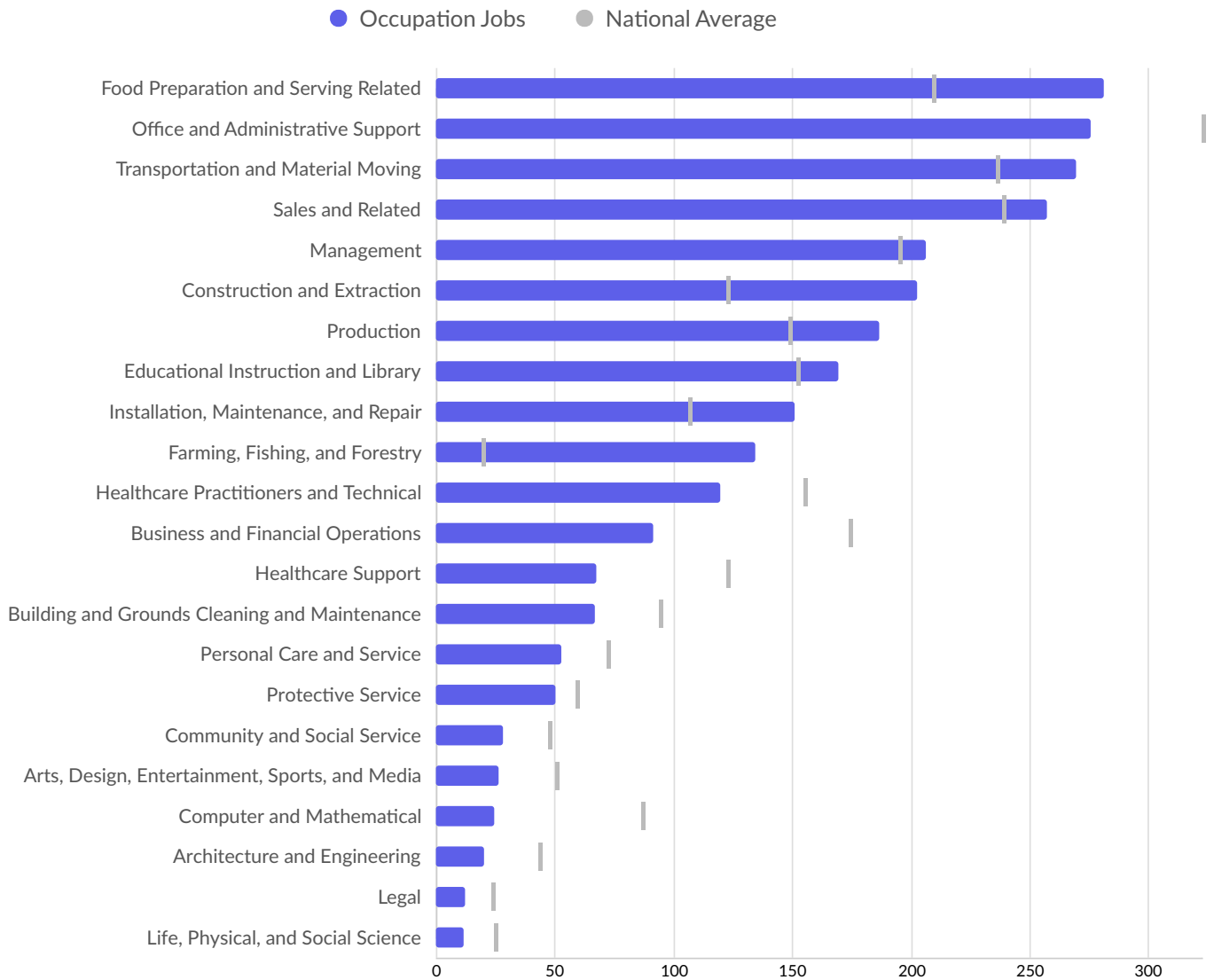
	Percentage	Business Count
● 1 to 4 employees	36.2%	136
● 5 to 9 employees	34.6%	130
● 10 to 19 employees	17.0%	64
● 20 to 49 employees	9.3%	35
● 50 to 99 employees	2.1%	8
● 100 to 249 employees	0.5%	2
● 250 to 499 employees	0.3%	1

*\*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.*

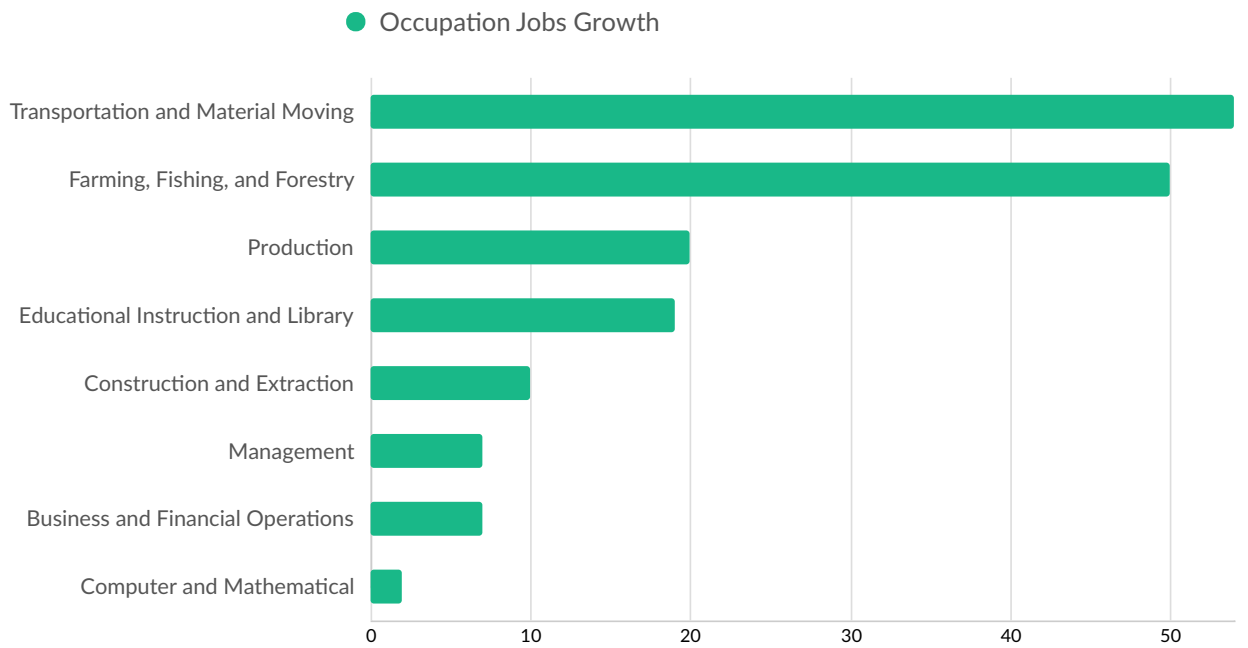


# Workforce Characteristics

## Largest Occupations

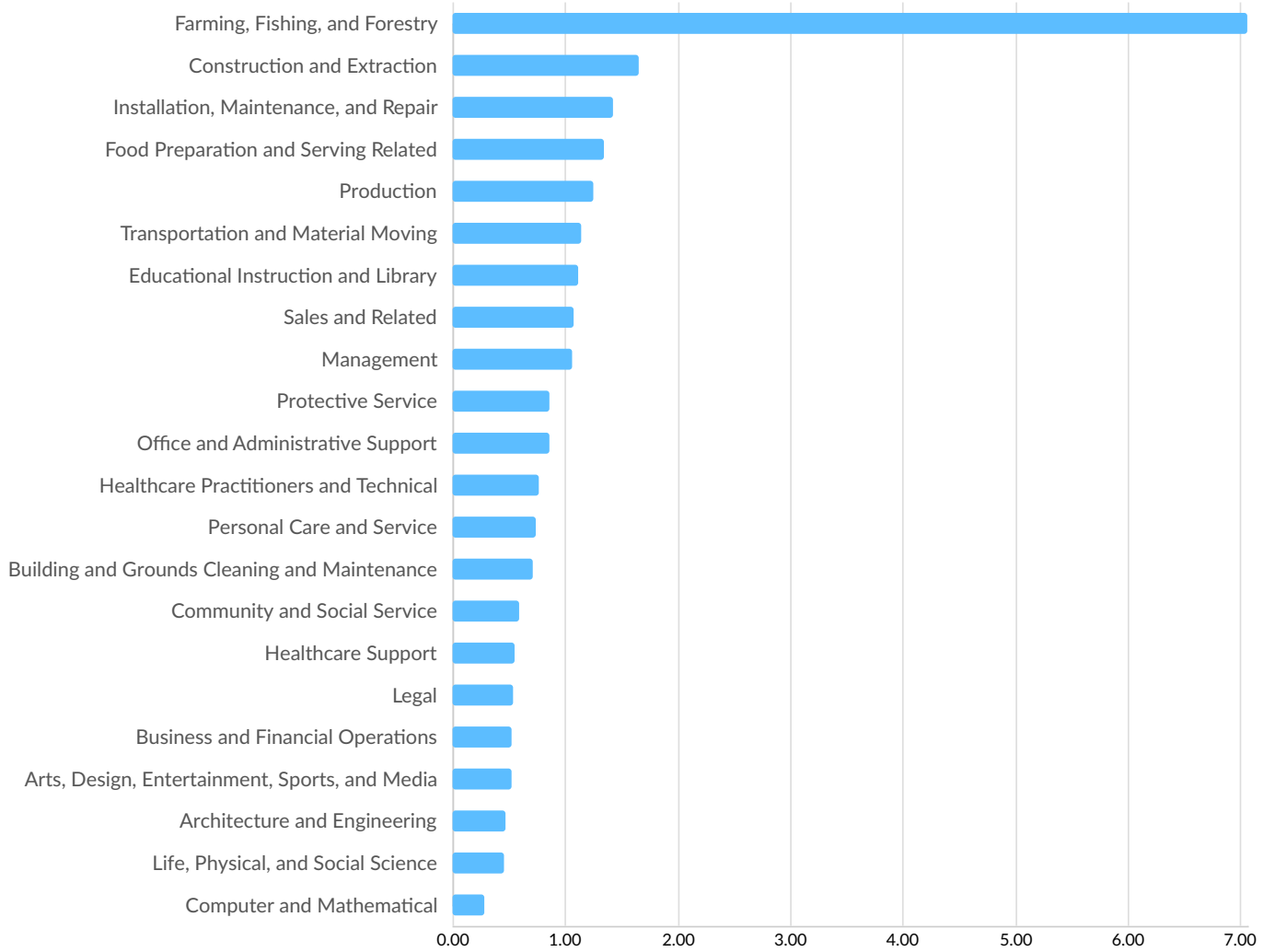


## Top Growing Occupations



## Top Occupation Employment Concentration

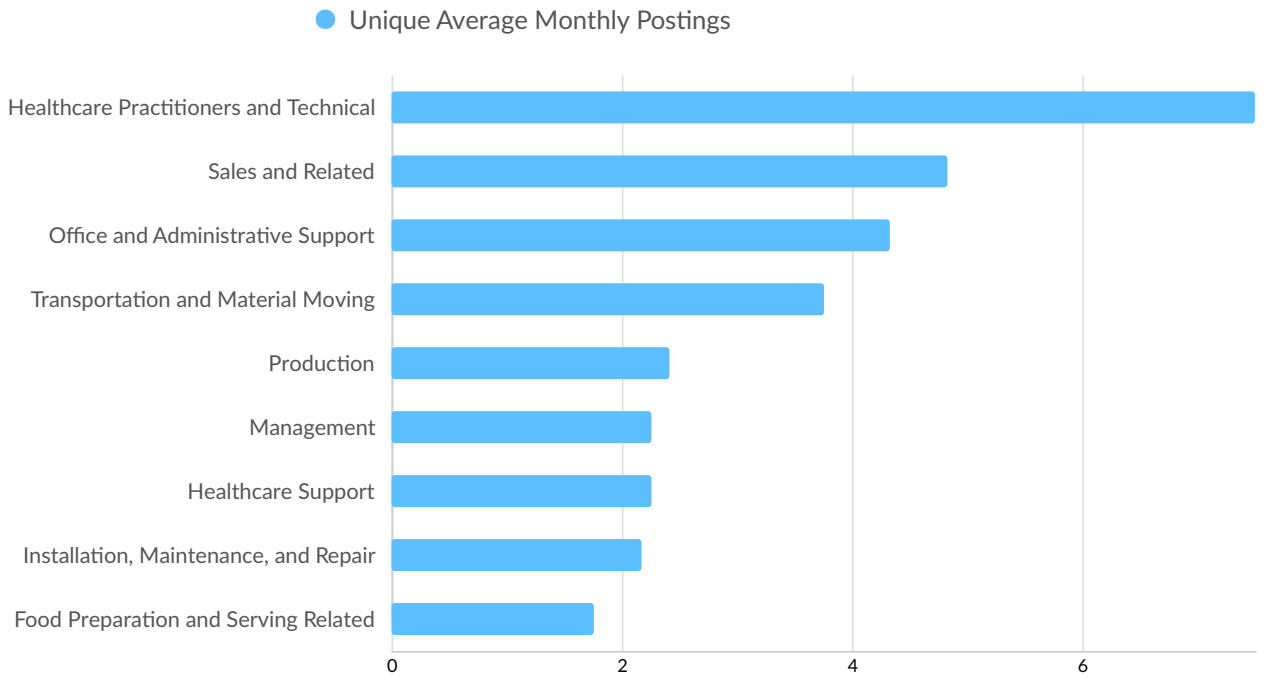
● Occupation Employment Concentration



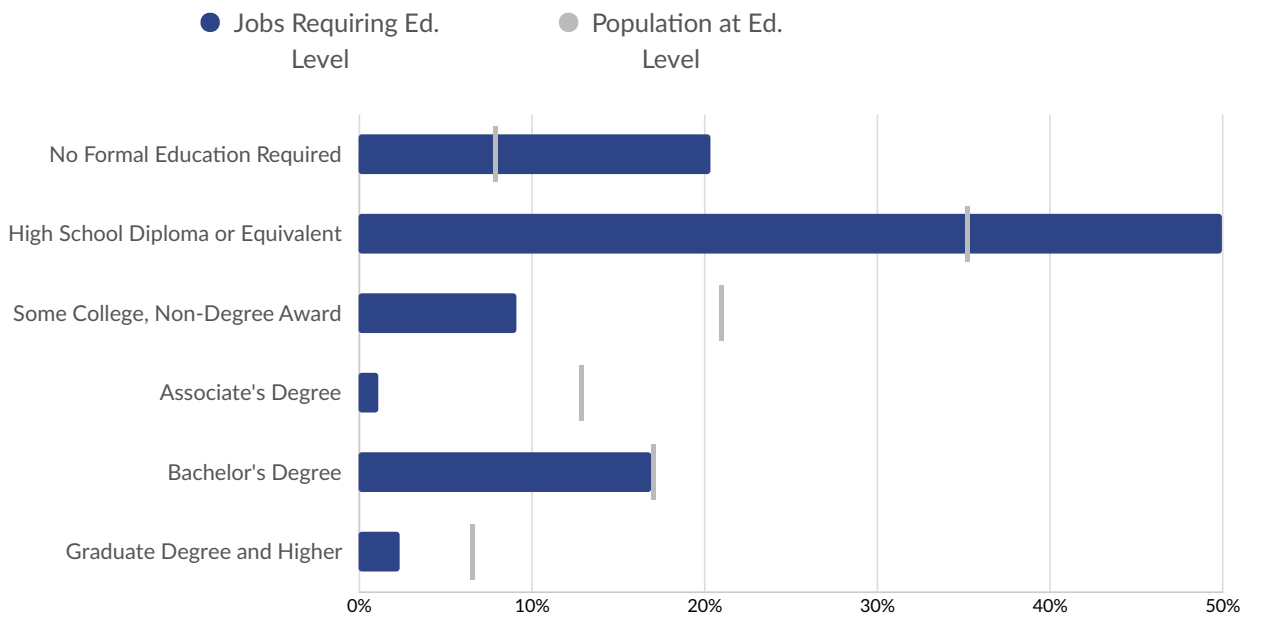
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

