



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

7,492

Population (2023)

Population **grew by 216** over the last 5 years and is projected to **grow by 311** over the next 5 years.

2,810

Total Regional Employment

Jobs **grew by 128** over the last 5 years and are projected to **grow by 186** over the next 5 years.

\$63.0K

Median Household Income (2022)

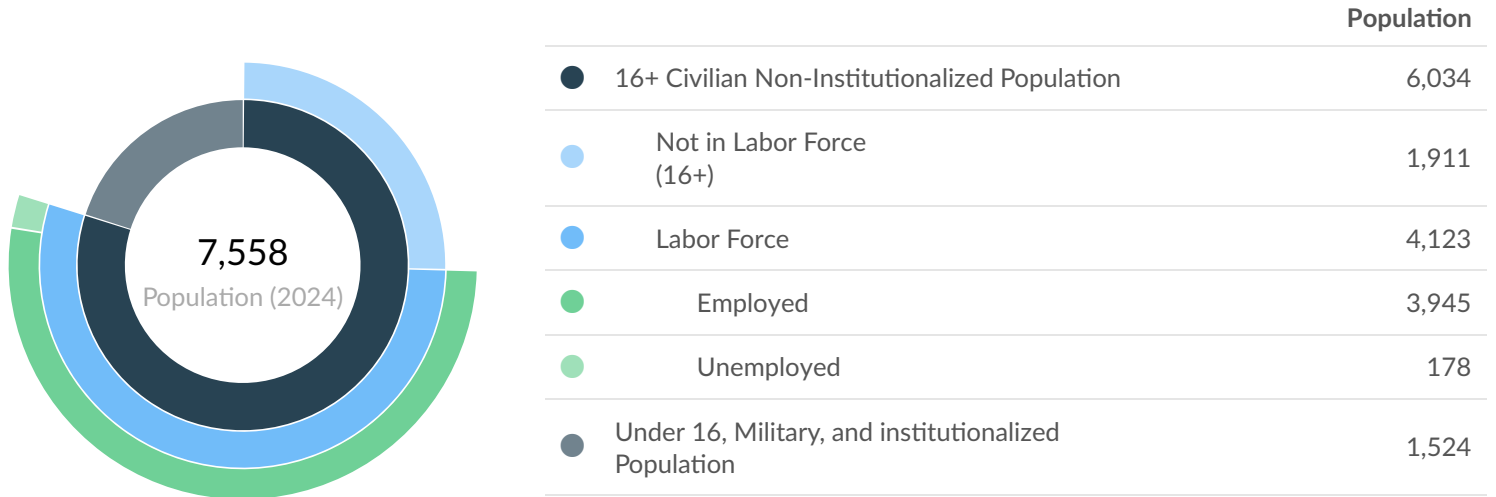
Median household income is **\$6.0K below** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **increased by 3.0%** since 2018, growing by 216. Population is expected to **increase by 4.2%** between 2023 and 2028, adding 311.
- From 2018 to 2023, jobs **increased by 4.8%** in Pepin County, WI from 2,682 to **2,810**. This change **outpaced the national growth rate of 3.9% by 0.9%**. As the number of jobs increased, the **labor force participation rate decreased from 71.5% to 66.5% between 2018 and 2023**.
- Concerning educational attainment, **17.7% of Pepin County, WI residents possess a Bachelor's Degree** (3.4% below the national average), and **13.3% hold an Associate's Degree** (4.4% above the national average).
- The top three industries in 2023 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

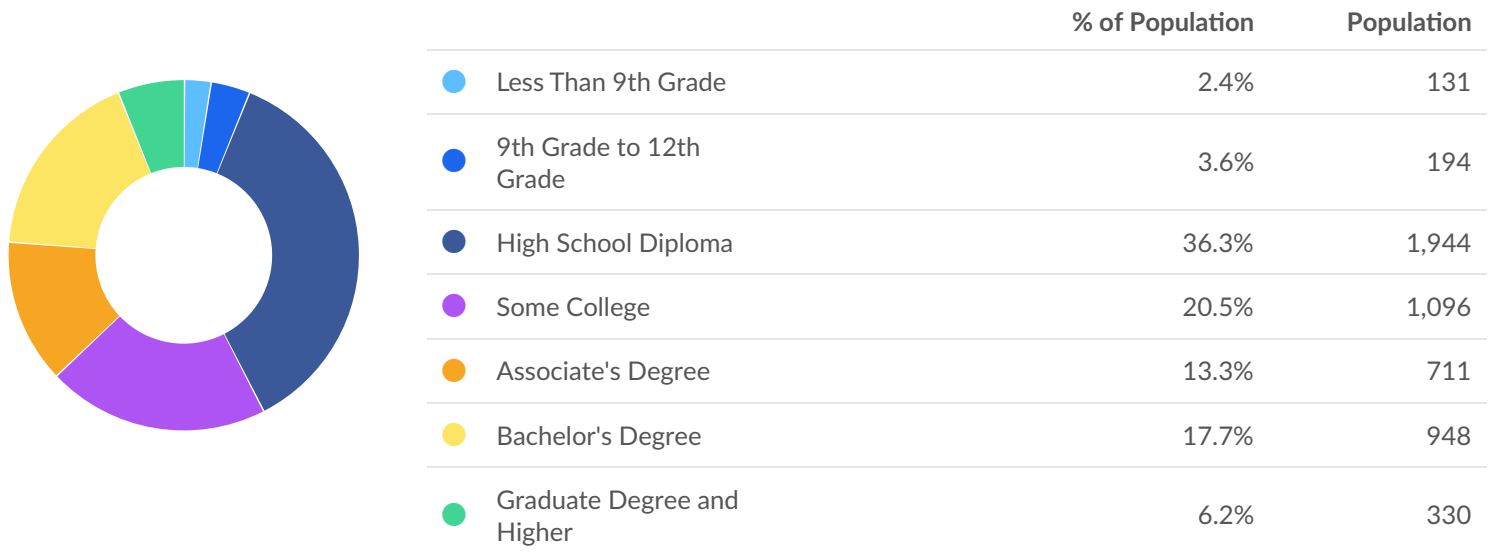
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	7,558	4,123	2,810	103.7	\$350.00M	\$649.64M	\$413.34M
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

Feb 2024 Labor Force Breakdown



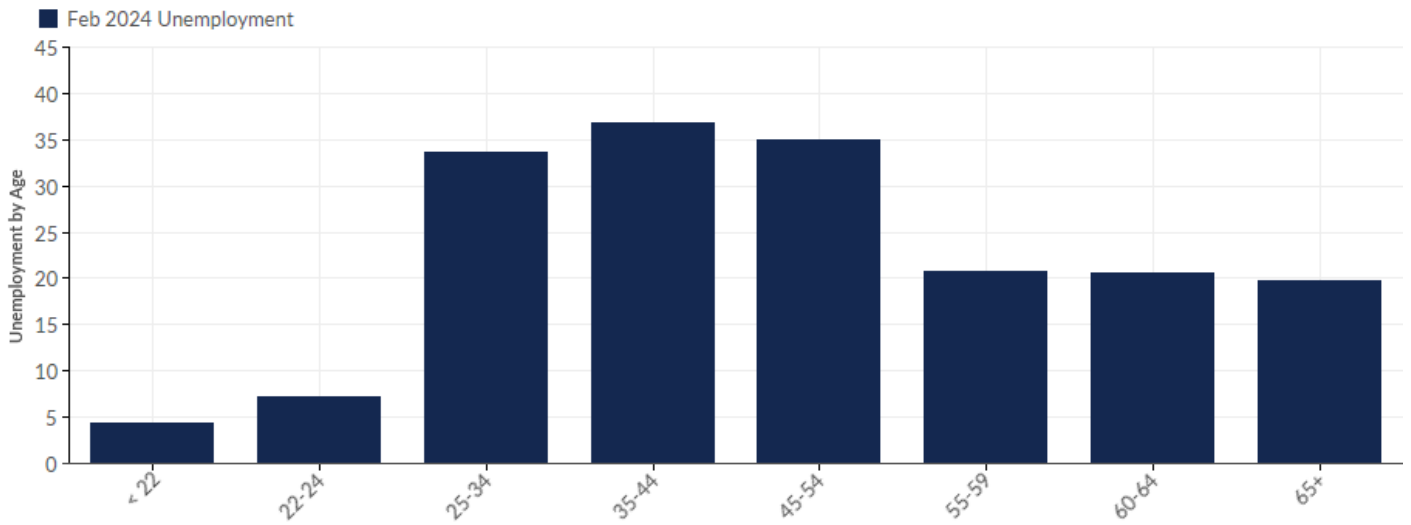
Educational Attainment

Concerning educational attainment, **17.7% of Pepin County, WI residents possess a Bachelor's Degree** (3.4% below the national average), and **13.3% hold an Associate's Degree** (4.4% above the national average).



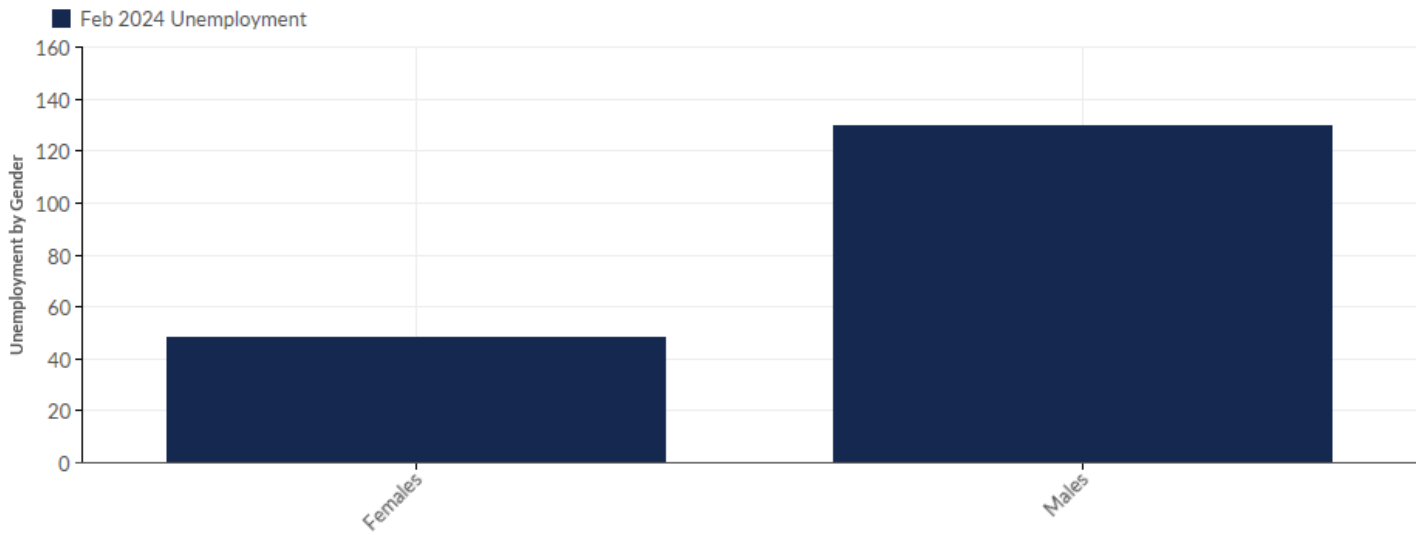
Unemployment by Demographics

Unemployment by Age



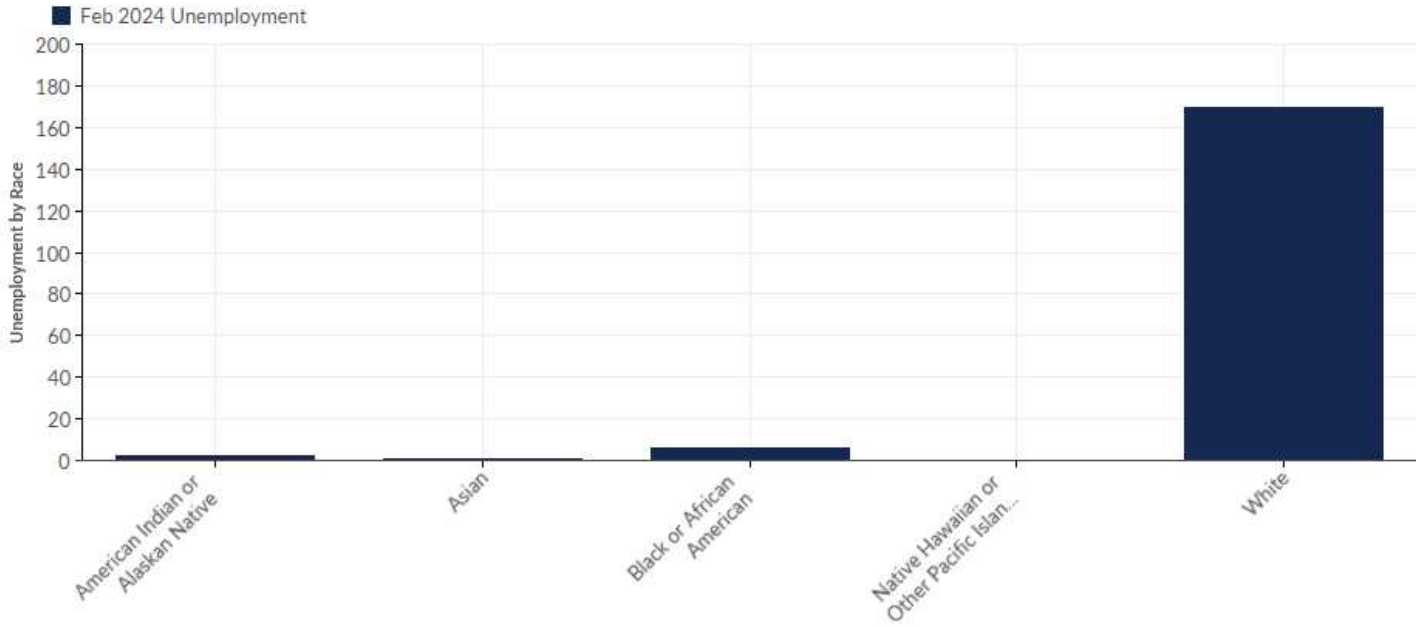
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	4	2.25%
22-24	7	3.93%
25-34	34	19.10%
35-44	37	20.79%
45-54	35	19.66%
55-59	21	11.80%
60-64	21	11.80%
65+	20	11.24%
Total	178	101.00%

Unemployment by Gender



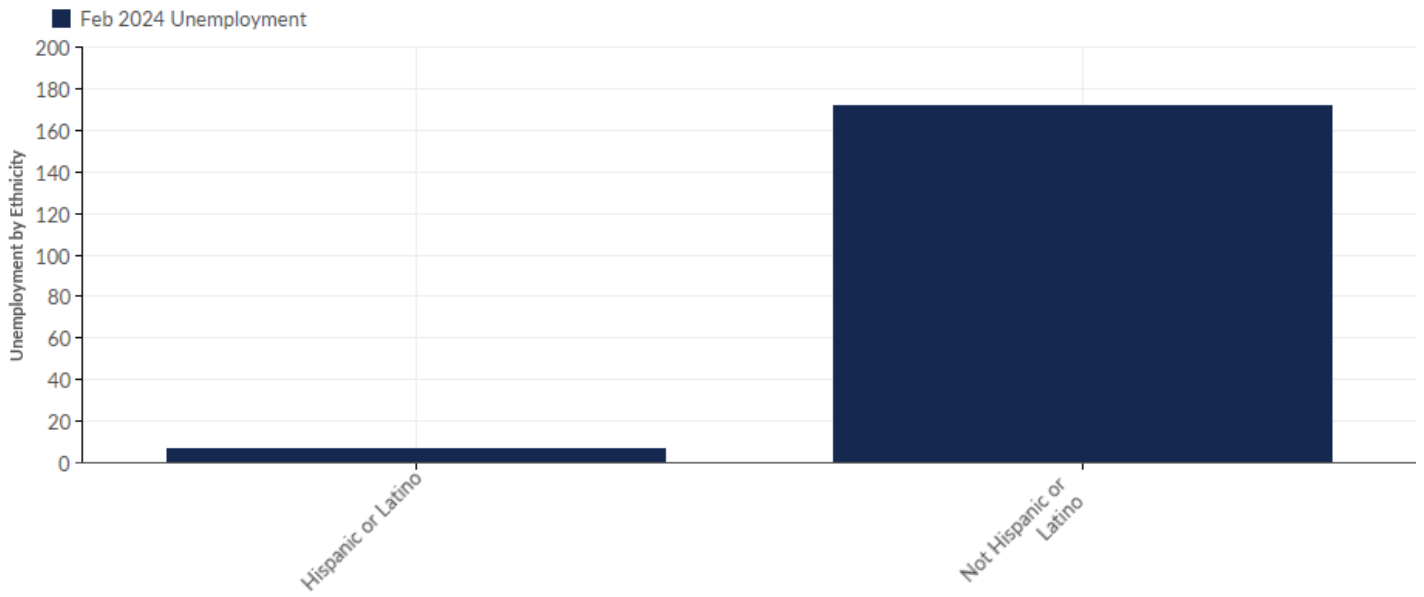
Gender	Unemployment (Feb 2024)	% of Unemployed
Females	48	26.97%
Males	130	73.03%
Total	178	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	2	1.12%
Asian	1	0.56%
Black or African American	6	3.37%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	169	94.94%
Total	178	100.00%

Unemployment by Ethnicity

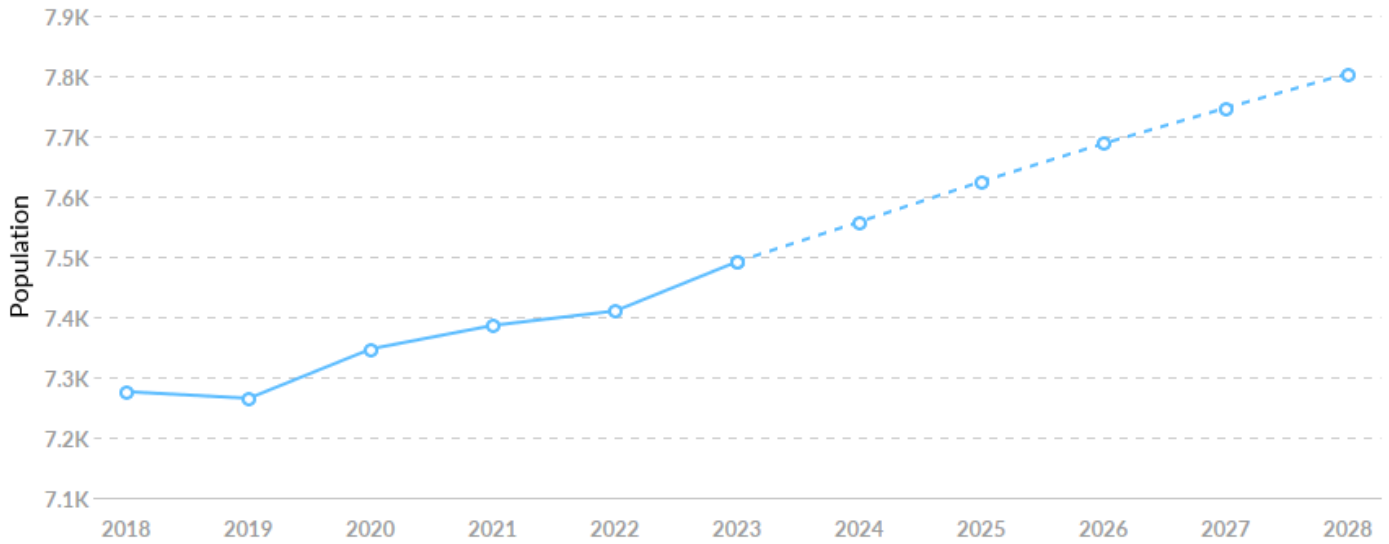


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	6	3.37%
Not Hispanic or Latino	172	96.63%
Total	178	100.00%

Historic & Projected Trends

Population Trends

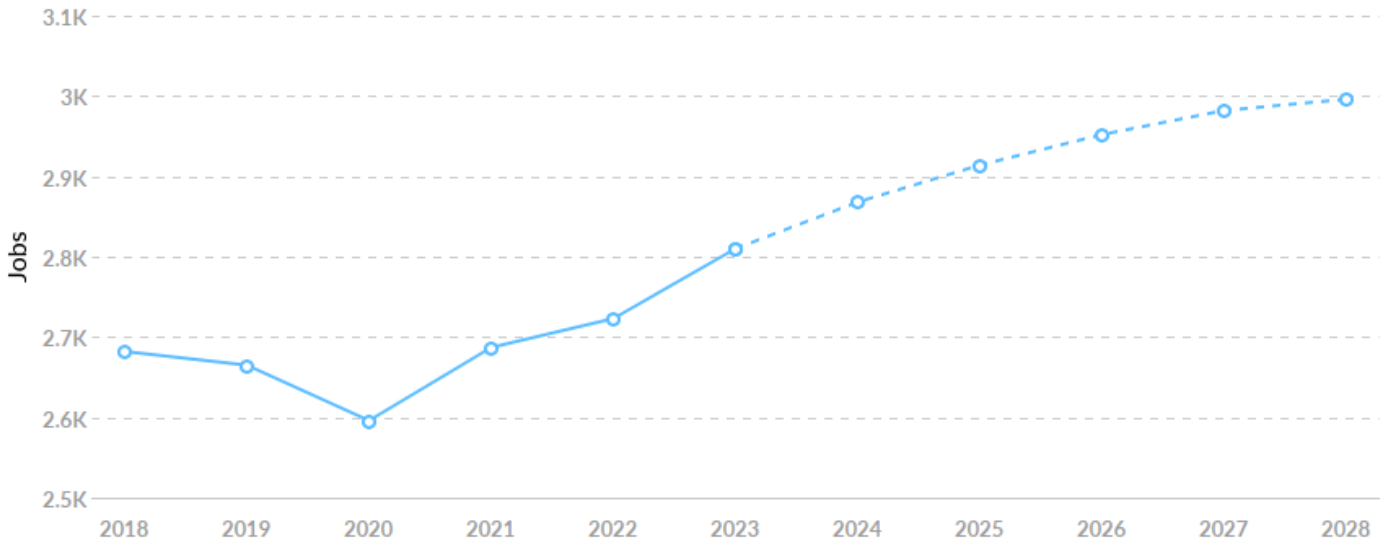
As of 2023 the region's population increased by 3.0% since 2018, growing by 216. Population is expected to increase by 4.2% between 2023 and 2028, adding 311.



Timeframe	Population
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
2028	7,804

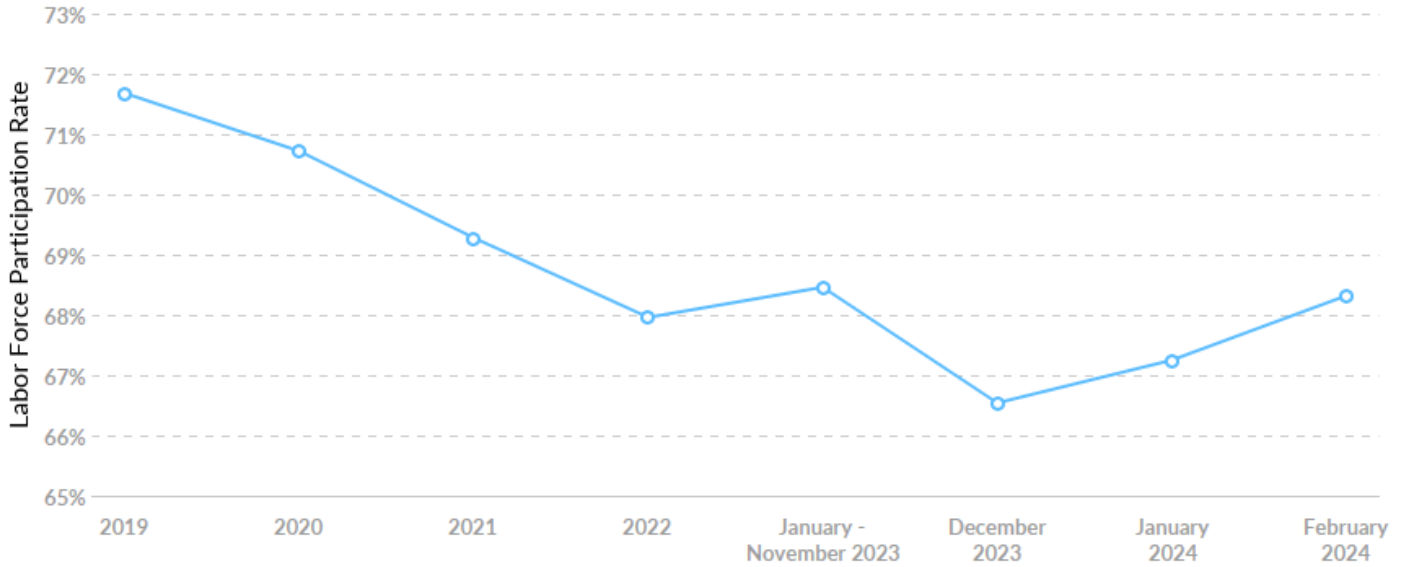
Job Trends

From 2018 to 2023, jobs increased by 4.8% in Pepin County, WI from 2,682 to 2,810. This change outpaced the national growth rate of 3.9% by 0.9%.



Timeframe	Jobs
2018	2,682
2019	2,665
2020	2,596
2021	2,687
2022	2,723
2023	2,810
2024	2,868
2025	2,914
2026	2,952
2027	2,982
2028	2,996

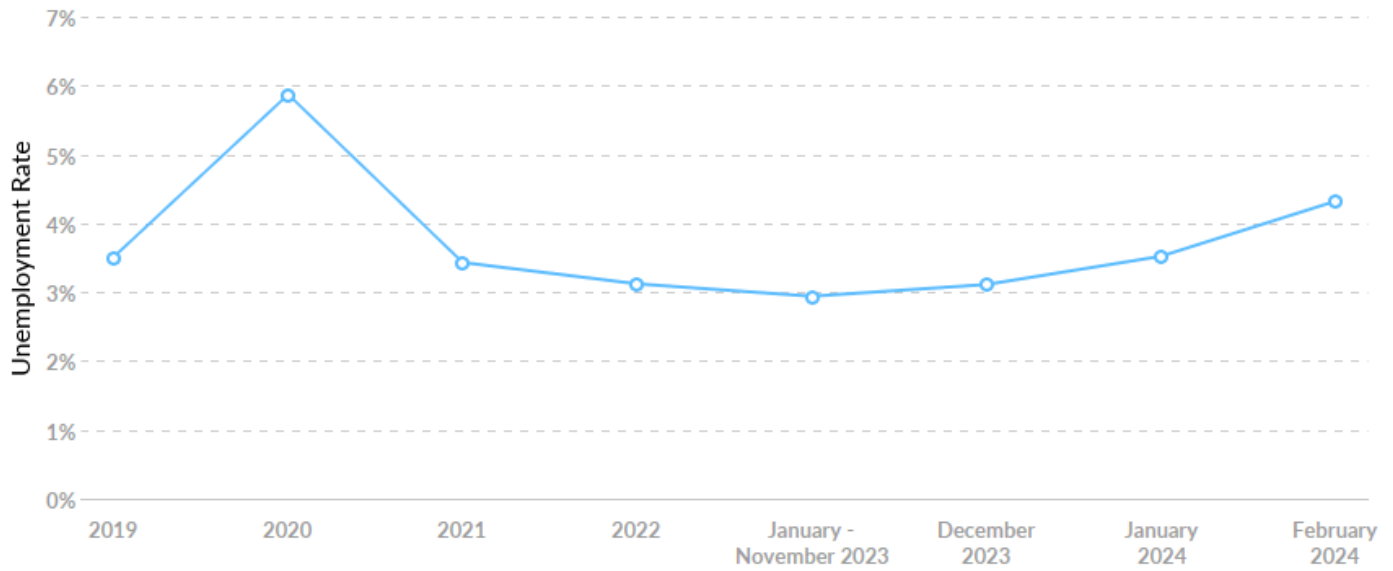
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	71.68%
2020	70.72%
2021	69.28%
2022	67.96%
January - November 2023	68.46%
December 2023	66.54%
January 2024	67.25%
February 2024	68.32%

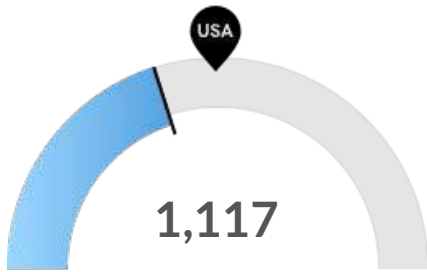
Unemployment Rate Trends

Pepin County, WI had a February 2024 unemployment rate of 4.32%, **increasing from 3.51%** 5 years before.



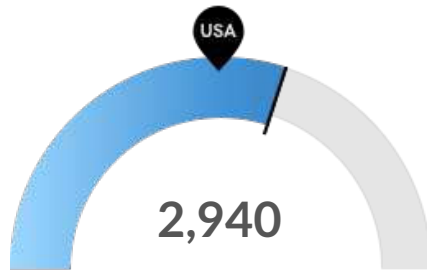
Timeframe	Unemployment Rate
2019	3.51%
2020	5.87%
2021	3.43%
2022	3.12%
January - November 2023	2.94%
December 2023	3.11%
January 2024	3.52%
February 2024	4.32%

Population Characteristics



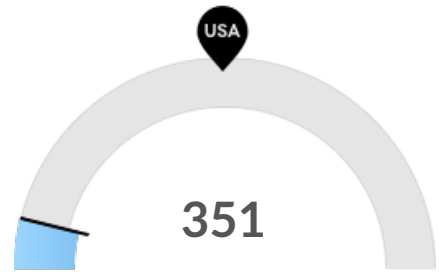
Millennials

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



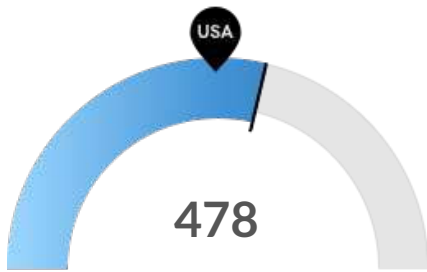
Retiring Soon

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.



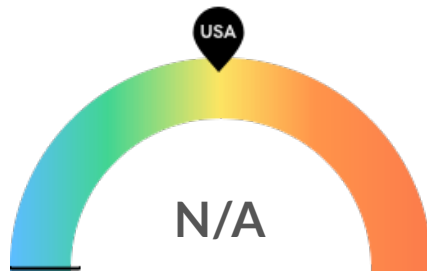
Racial Diversity

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.



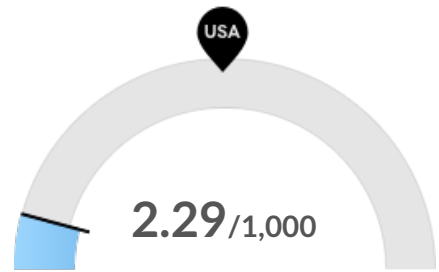
Veterans

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



Violent Crime

No crime information is available in Pepin County, WI.

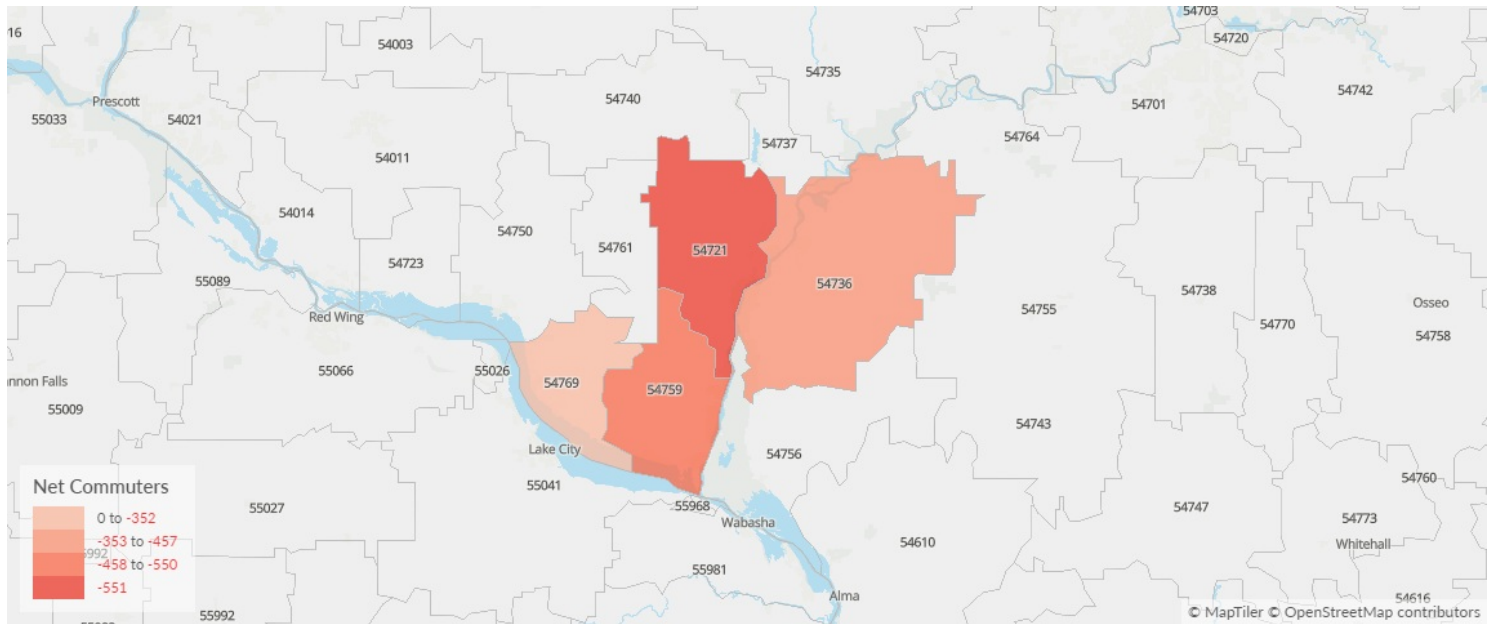


Property Crime

Pepin County, WI has 2.29 property crimes per 1,000 people. The national rate is 18.22 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	2023 Employment
54736	Durand, WI (in Pepin co...	1,984
54759	Pepin, WI (in Pepin coun...	318
54769	Stockholm, WI (in Pepin...	308
54721	Arkansaw, WI (in Pepin ...	200

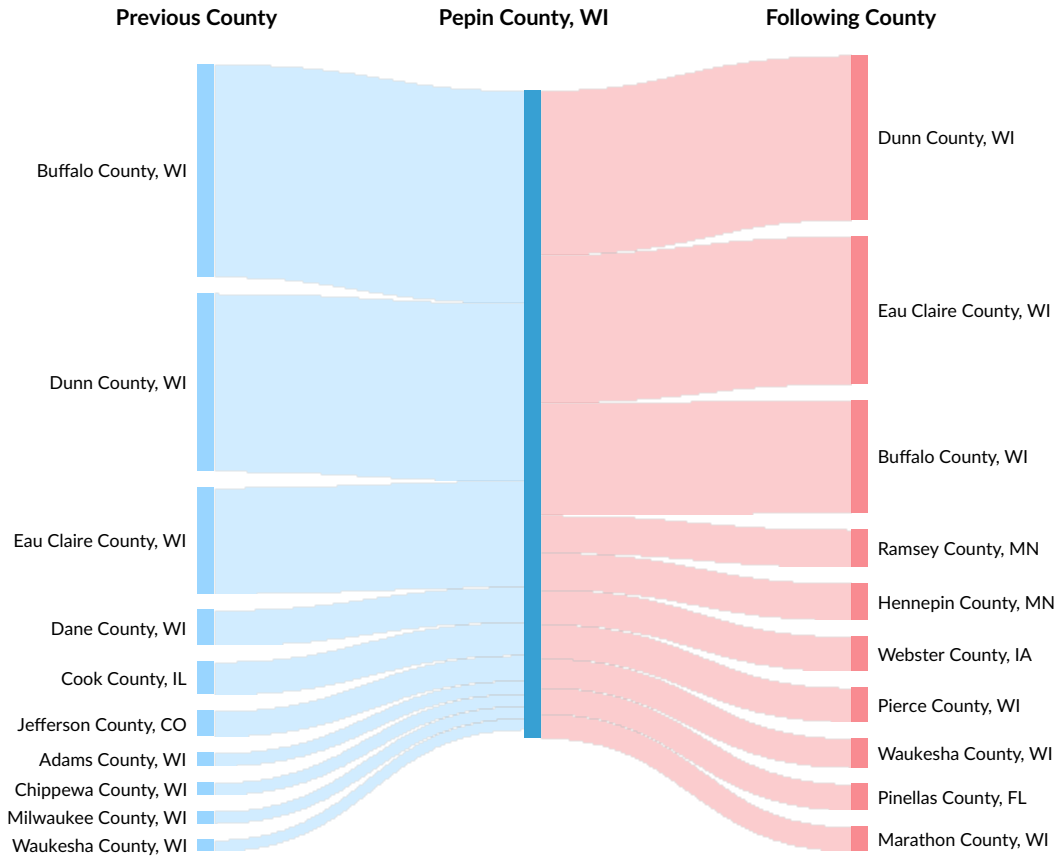
Where Talent Lives

ZIP	Name	2023 Workers
54736	Durand, WI (in Pepin co...	2,336
54759	Pepin, WI (in Pepin coun...	776
54721	Arkansaw, WI (in Pepin ...	752
54769	Stockholm, WI (in Pepin...	381

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 2021, 69 people have migrated from Buffalo County, WI to Pepin County, WI. In the same year, 54 people left Pepin County, WI migrating to Dunn County, WI. The total Net Migration for Pepin County, WI in 2021 was 40.

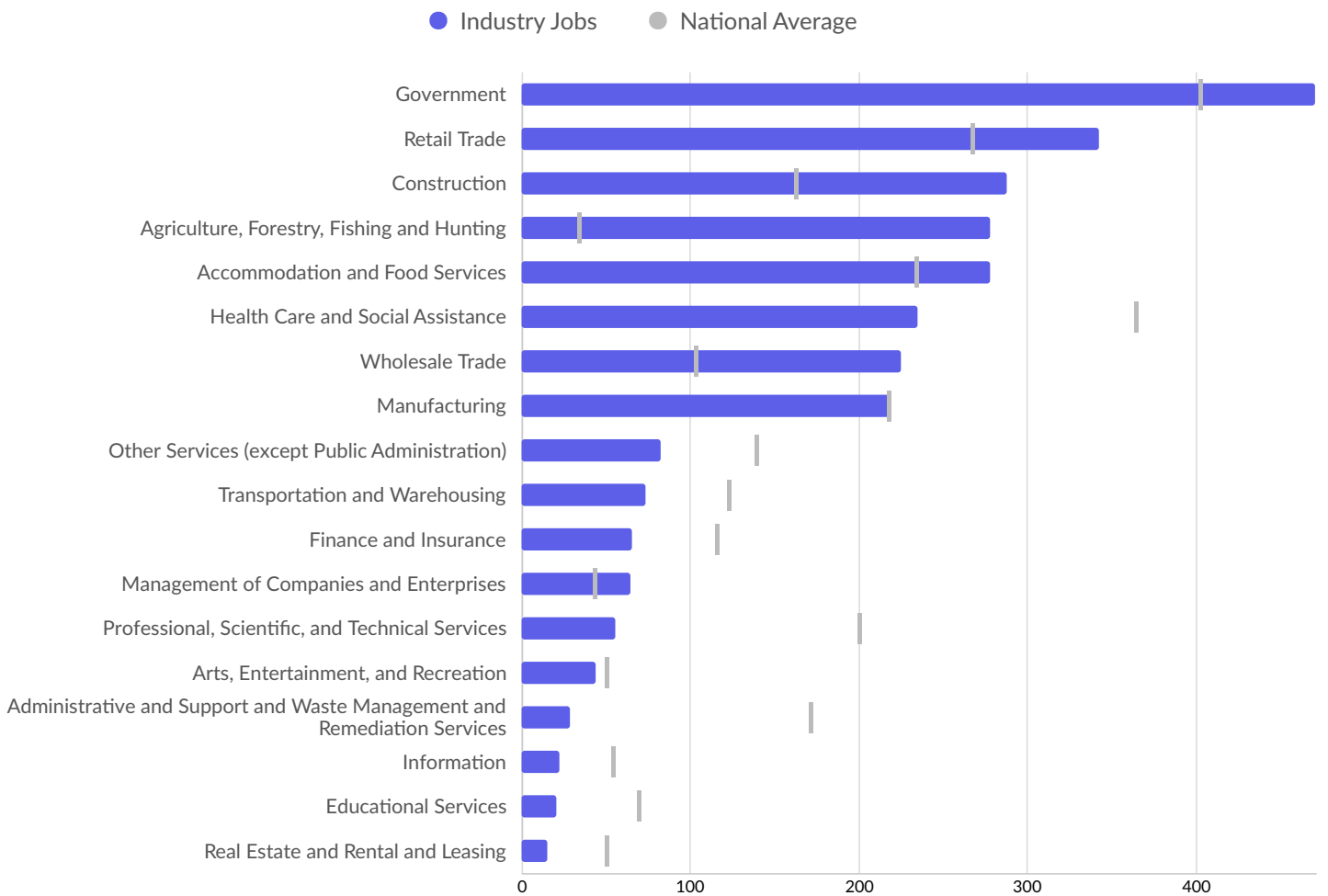


Top Previous Counties	Migrations
Buffalo County, WI	69
Dunn County, WI	58
Eau Claire County, WI	35
Dane County, WI	11
Cook County, IL	11
Jefferson County, CO	8

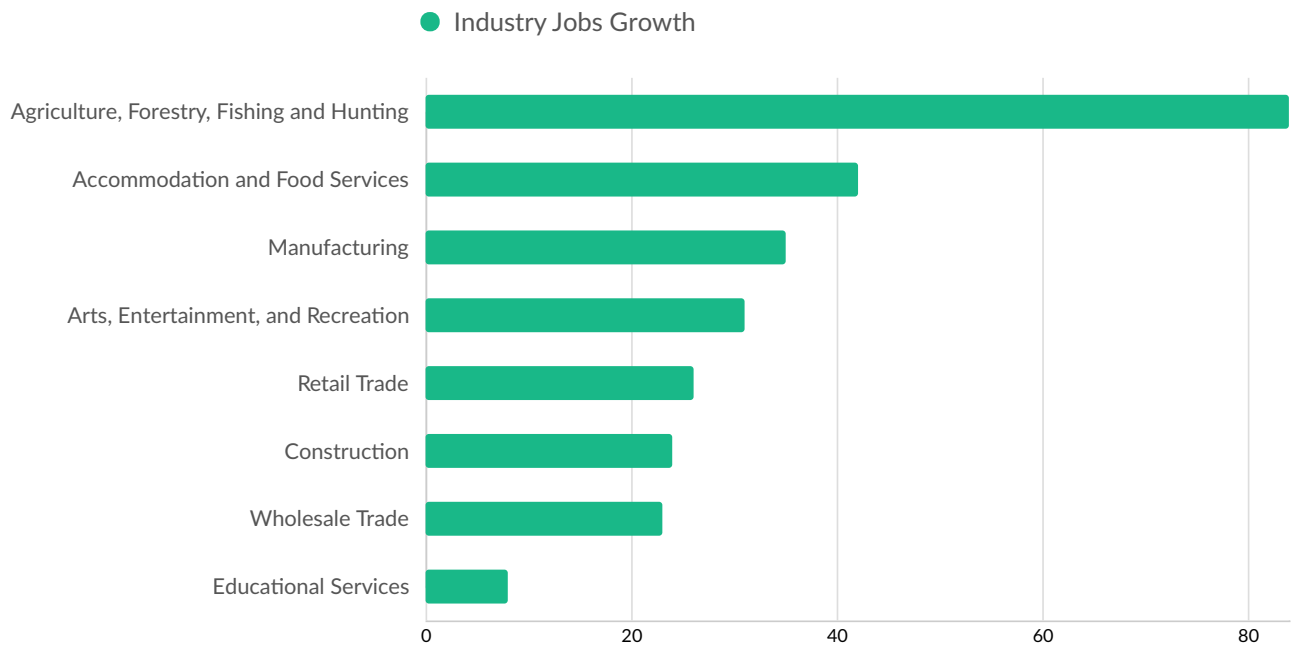
Top Previous Counties	Migrations
Adams County, WI	4
Chippewa County, WI	4
Milwaukee County, WI	4
Waukesha County, WI	4
Rock County, WI	3
Baxter County, AR	3
Wood County, WI	2
Tarrant County, TX	2
Outagamie County, WI	2
Top Following Counties	Migrations
Dunn County, WI	54
Eau Claire County, WI	48
Buffalo County, WI	37
Ramsey County, MN	12
Hennepin County, MN	12
Webster County, IA	11
Pierce County, WI	11
Waukesha County, WI	9
Pinellas County, FL	9
Marathon County, WI	8
Dane County, WI	7
Goodhue County, MN	6
Portage County, WI	5
Kandiyohi County, MN	4
Brown County, WI	4

Industry Characteristics

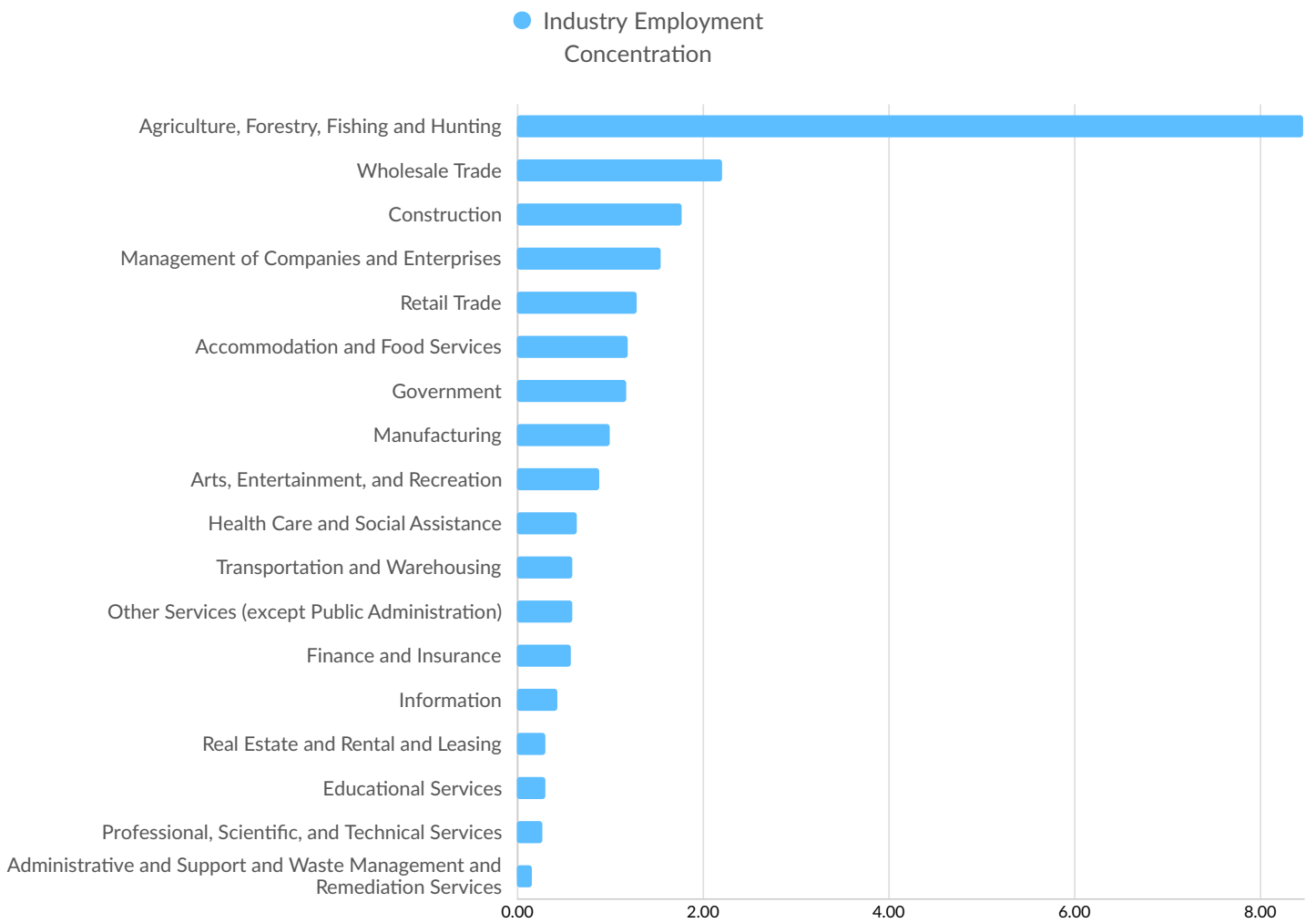
Largest Industries



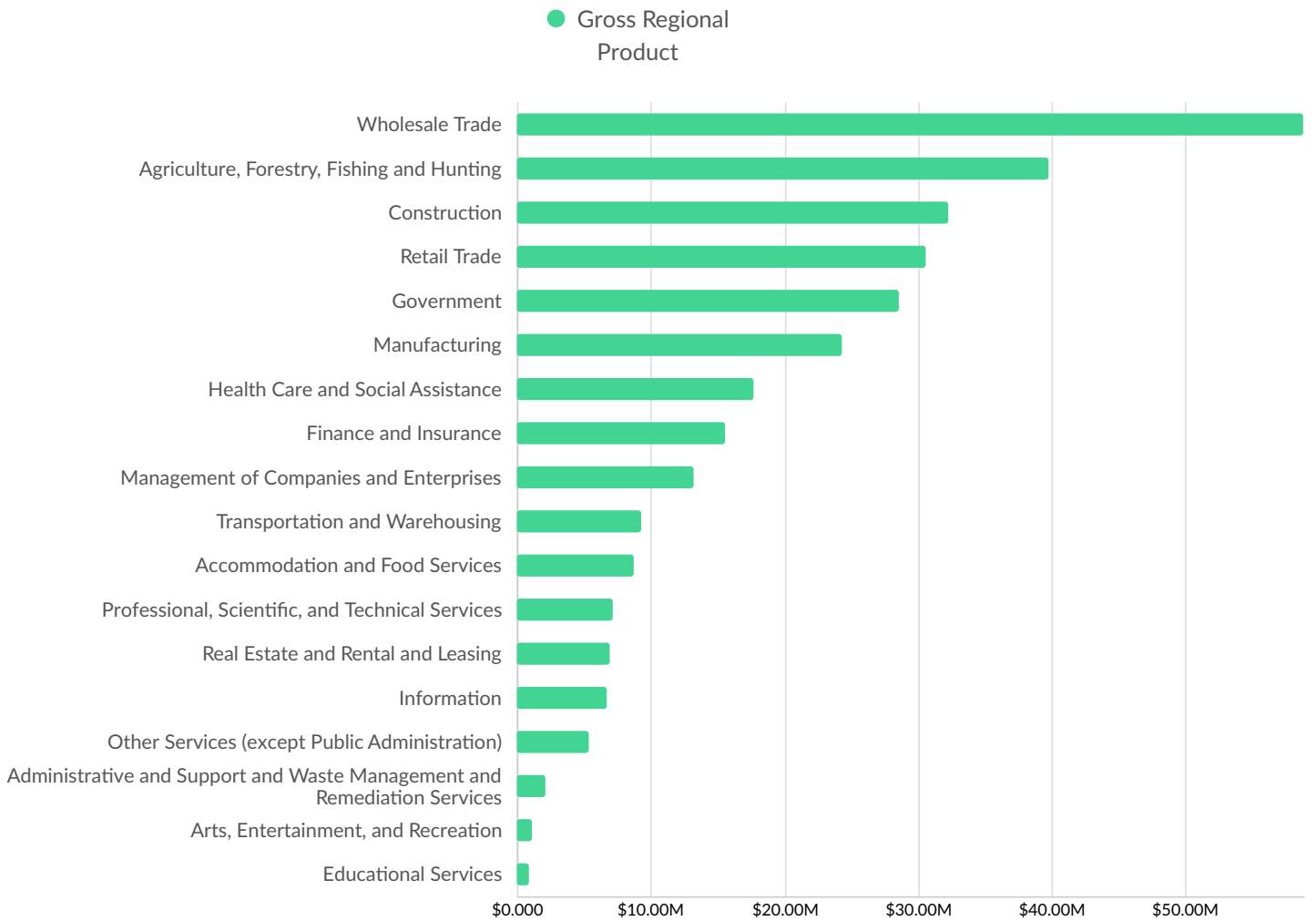
Top Growing Industries



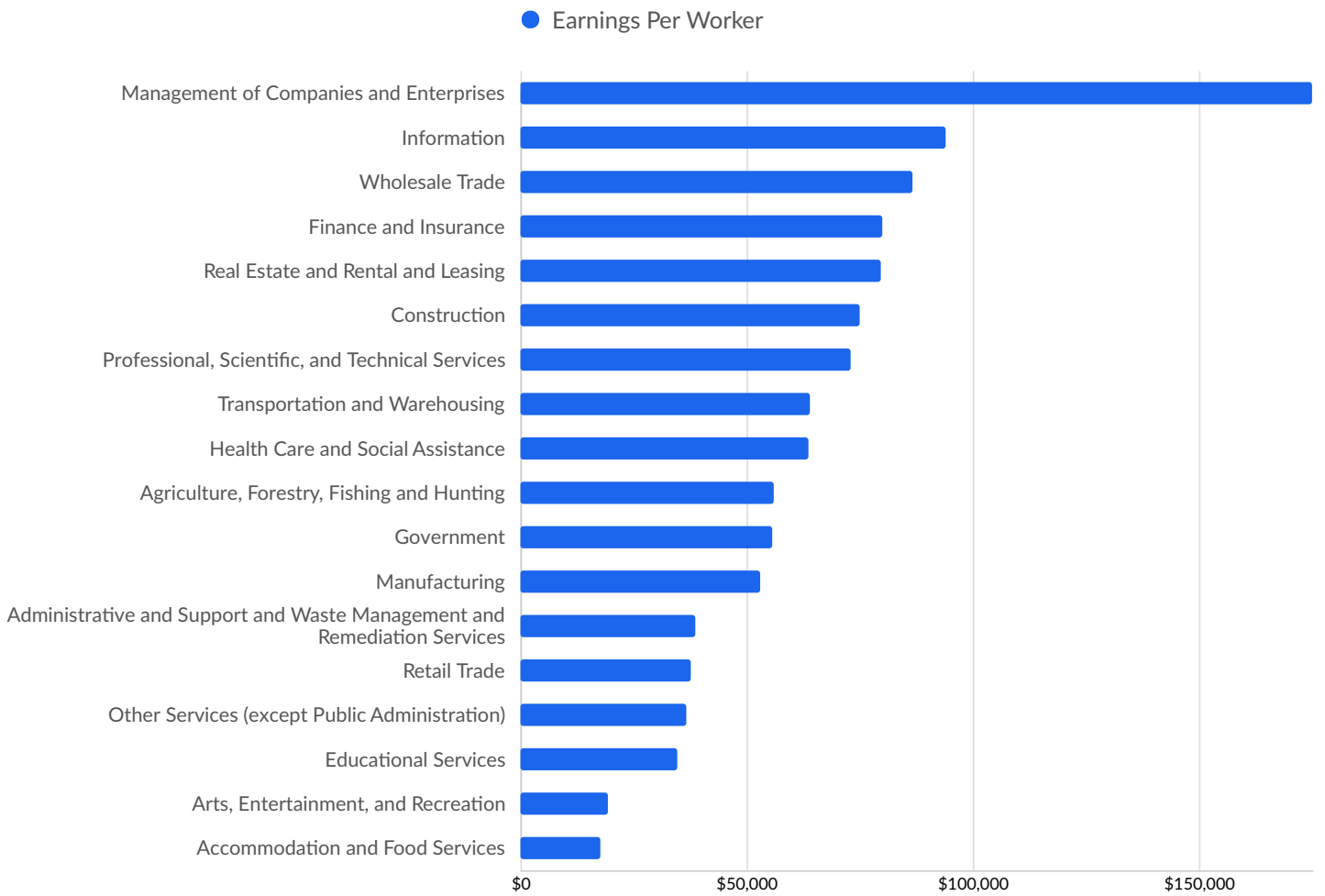
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



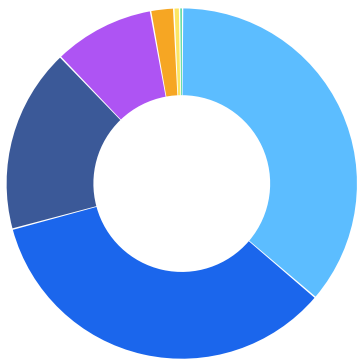
Business Characteristics

713 Companies Employ Your Workers

Online profiles for your workers mention 713 companies as employers, with the top 10 appearing below. In the last 12 months, 90 companies in Pepin County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Ntec	39 	AdventHealth	36 
Mayo Clinic	29 	Dollar General	31 
Bauer Built	20 	Hearth & Home Technologies	28 
Marten Transport	20 	Bauer Built	22 
University of Wisconsin System	15 	Bauer Built Tire & Service	21 
Pepin County Site	14 	Pepin County Site	19 
Security Financial Bank	12 	Landmark Services Cooperative	15 
UnitedHealth Group	12 	Encompass Health	14 
Durand School District	11 	Red Wing Family Ymca	12 
AdventHealth	10 	Komro Sales & Service	11 

Business Size

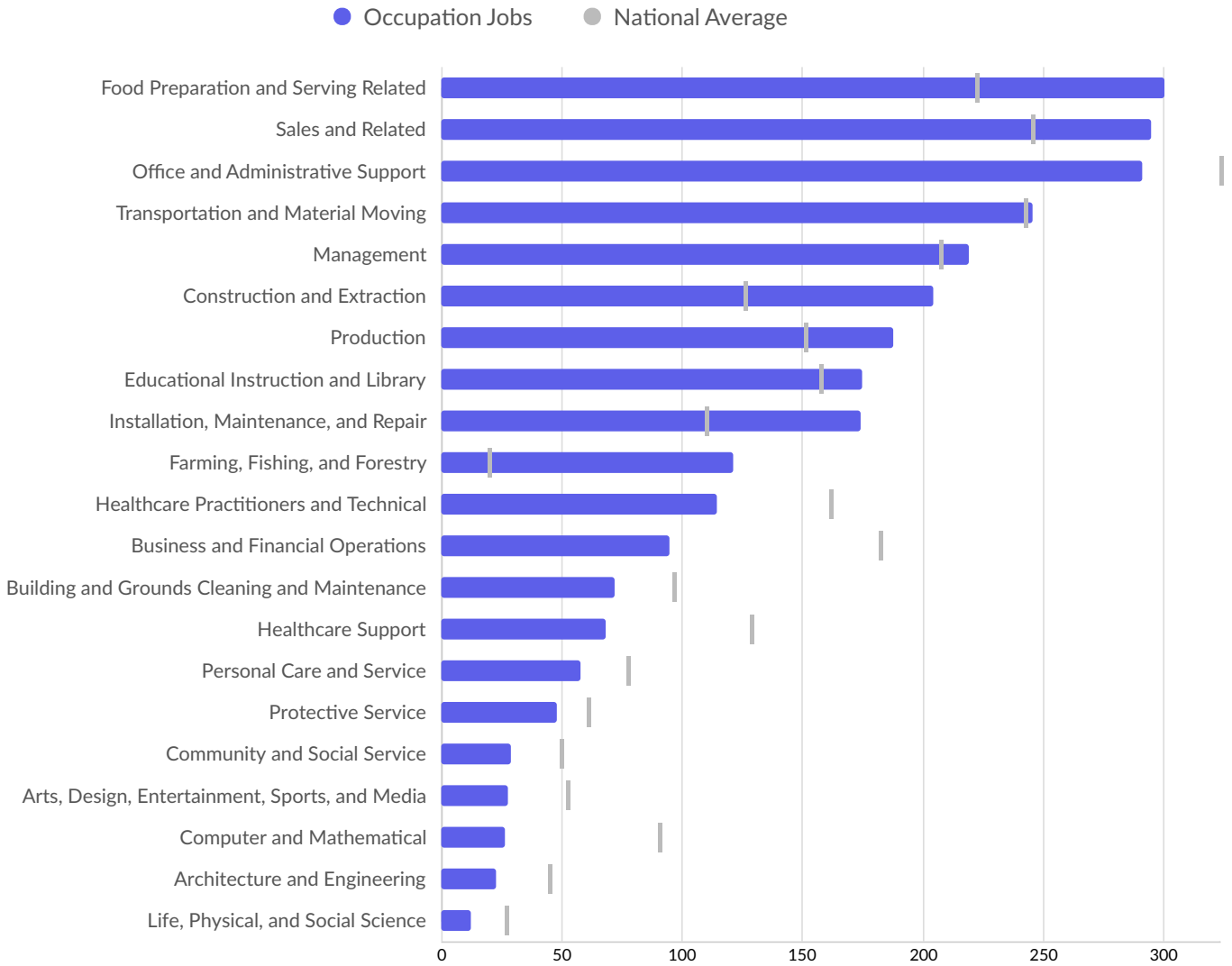


	Percentage	Business Count
1 to 4 employees	36.2%	136
5 to 9 employees	34.6%	130
10 to 19 employees	17.0%	64
20 to 49 employees	9.3%	35
50 to 99 employees	2.1%	8
100 to 249 employees	0.5%	2
250 to 499 employees	0.3%	1

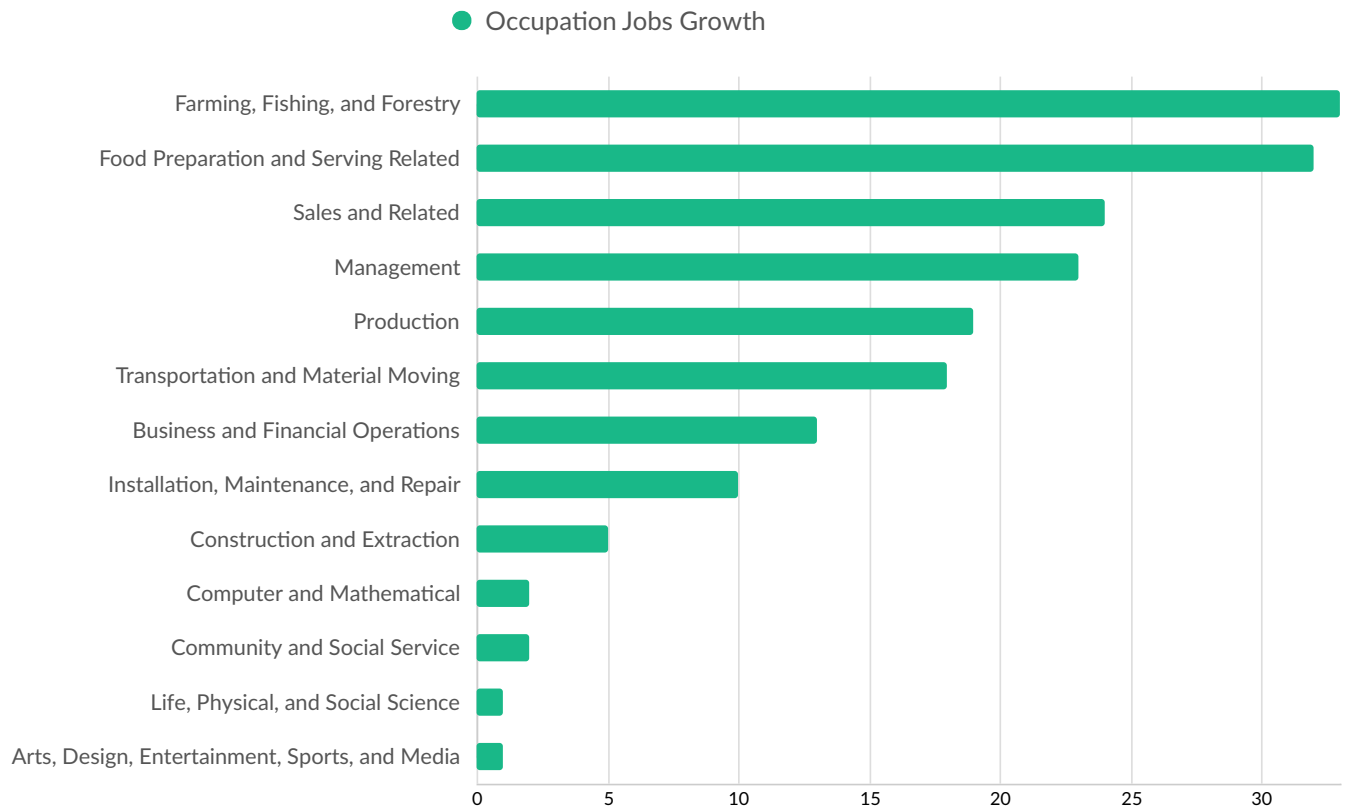
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations

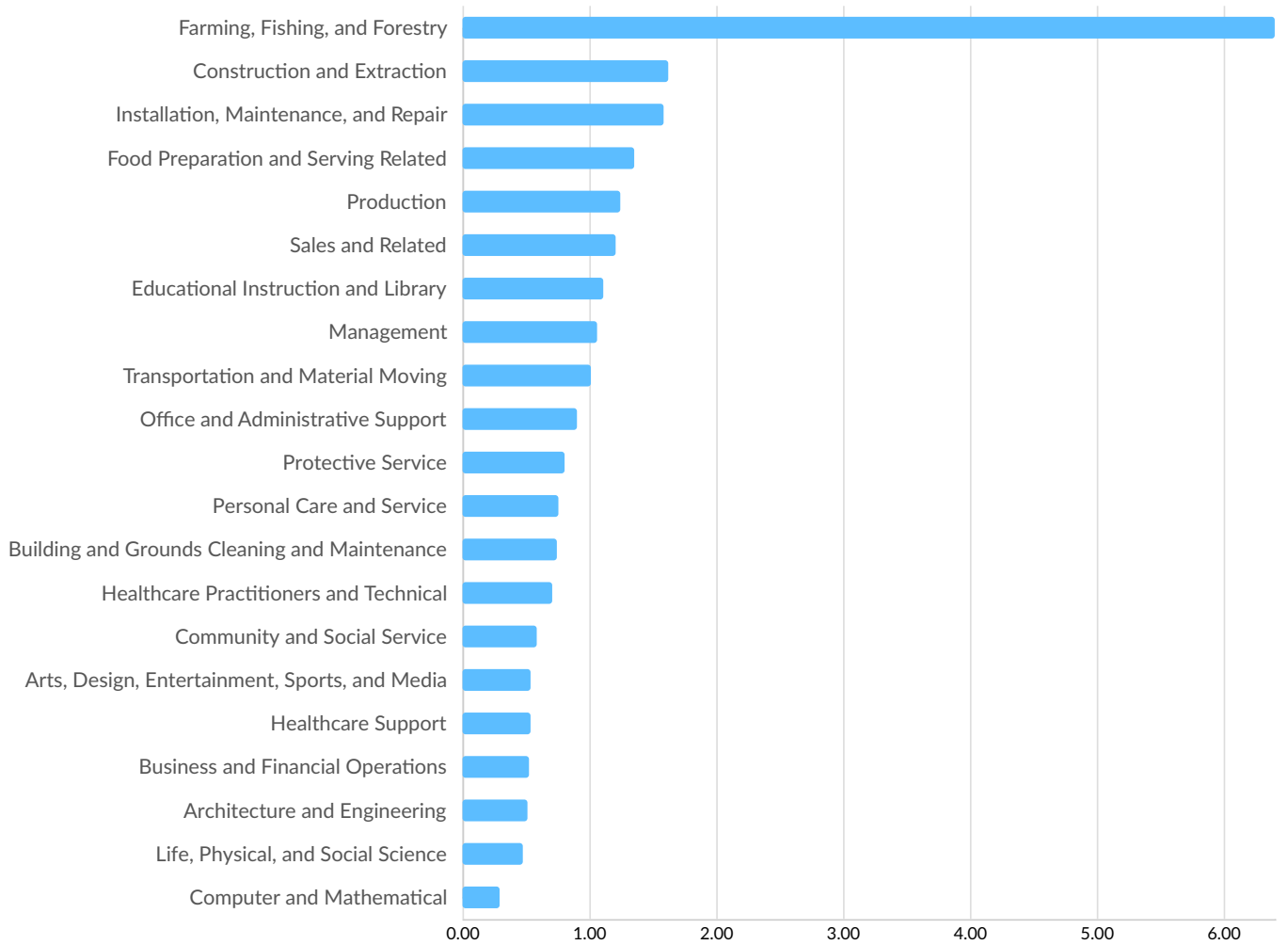


Top Growing Occupations



Top Occupation Employment Concentration

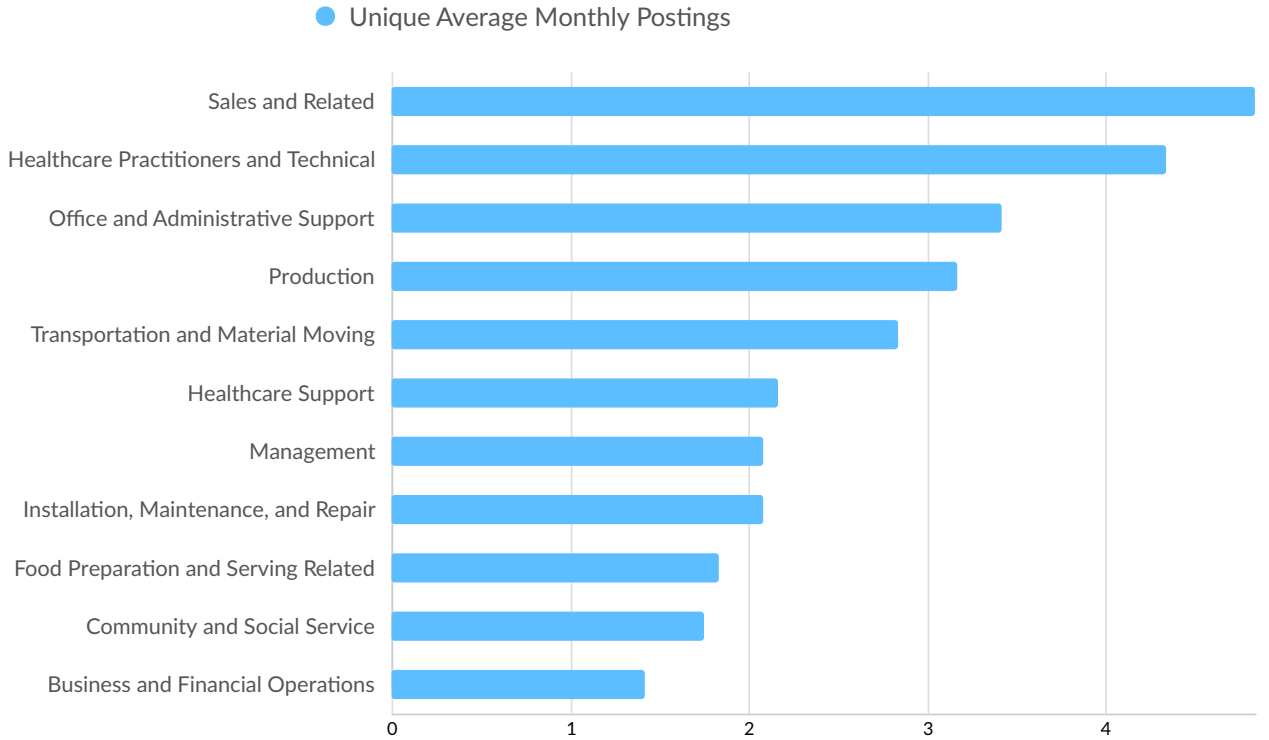
● Occupation Employment Concentration



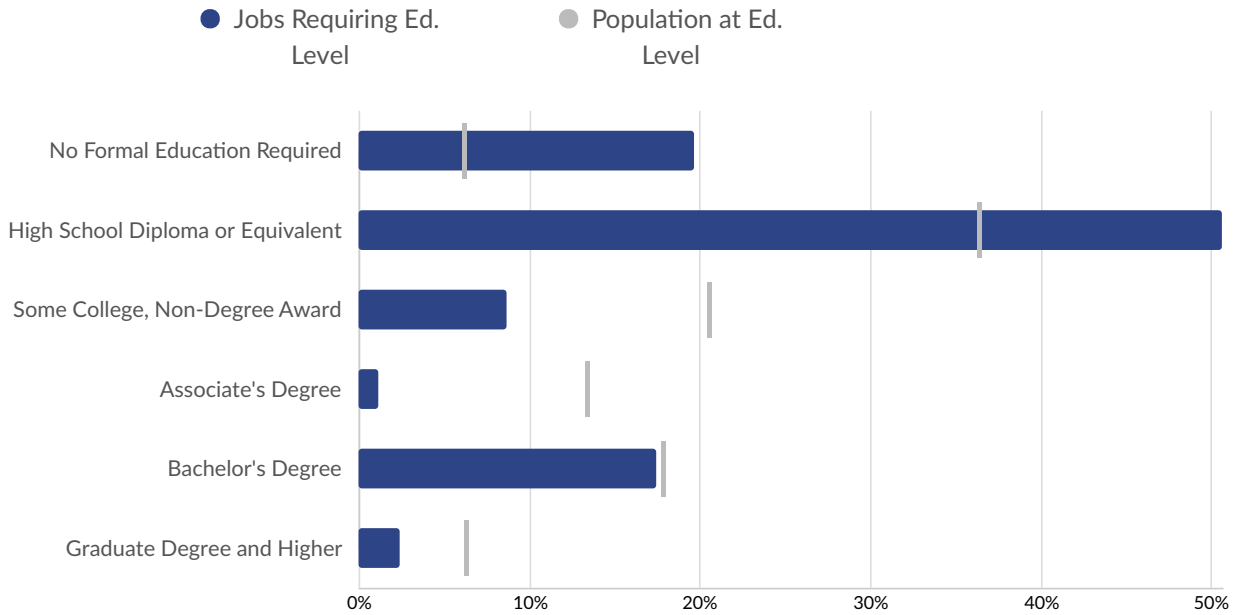
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

Over the last 4 years, no schools in Pepin County, WI produced graduates.

In-Demand Skills

