



# Pepin County, WI

Mississippi River Regional Planning Commission



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## Report Parameters

### 1 County

55091 Pepin County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**7,634**

**Population (2025)**

Population **grew by 291** over the last 5 years and is projected to **grow by 218** over the next 5 years.

**2,897**

**Total Regional Employment**

Jobs **grew by 291** over the last 5 years and are projected to **grow by 204** over the next 5 years.

**\$74.5K**

**Median Household Income (2023)**

Median household income is **\$4.0K below** the national median household income of \$78.5K.

### Takeaways

- As of 2025 the region's population **increased by 4.0%** since 2020, growing by 291. Population is expected to **increase by 2.9%** between 2025 and 2030, adding 218.
- From 2020 to 2025, jobs **increased by 11.1%** in Pepin County, WI from 2,607 to **2,897**. This change **outpaced the national growth rate of 10.6% by 0.5%**. As the number of jobs increased, the **labor force participation rate decreased from 65.3% to 63.8% between 2020 and 2025**.
- Concerning educational attainment, **18.5% of Pepin County, WI residents possess a Bachelor's Degree** (3.3% below the national average), and **15.1% hold an Associate's Degree** (6.2% above the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

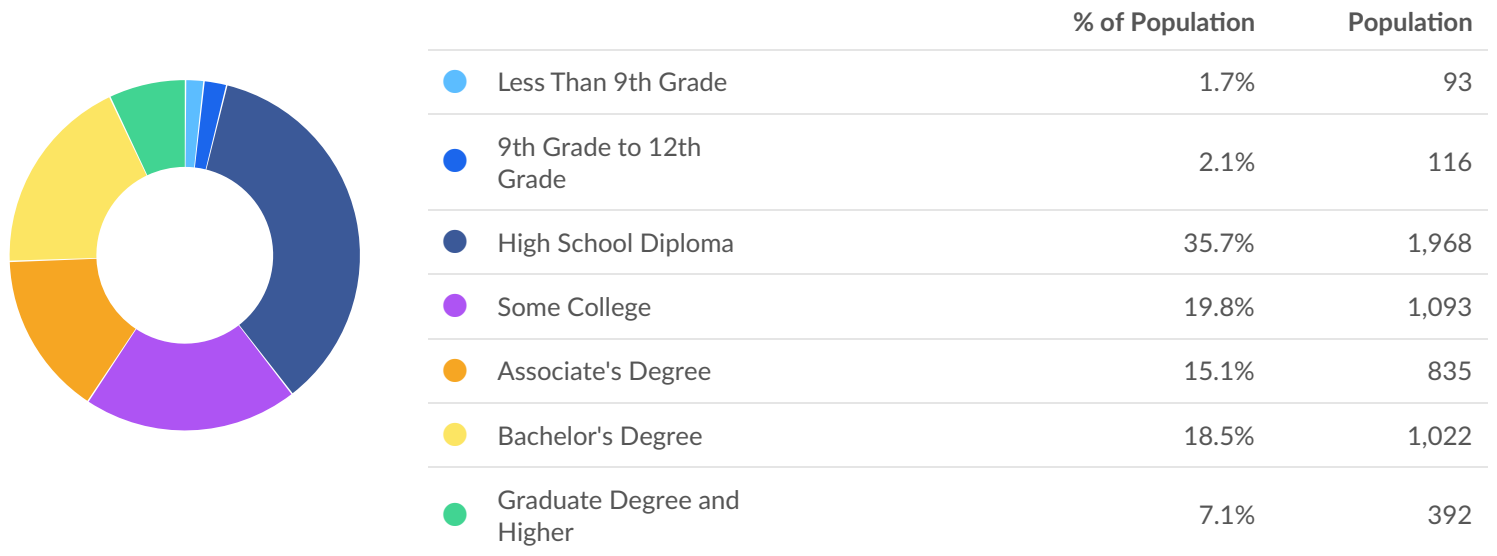
	Population (2025)	Labor Force (Dec 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	7,634	3,897	2,897	103.7	\$390.06M	\$712.54M	\$459.35M
State	5,980,718	3,123,278	3,272,214	100.3	\$457.86B	\$400.36B	\$432.85B

## Dec 2025 Labor Force Breakdown



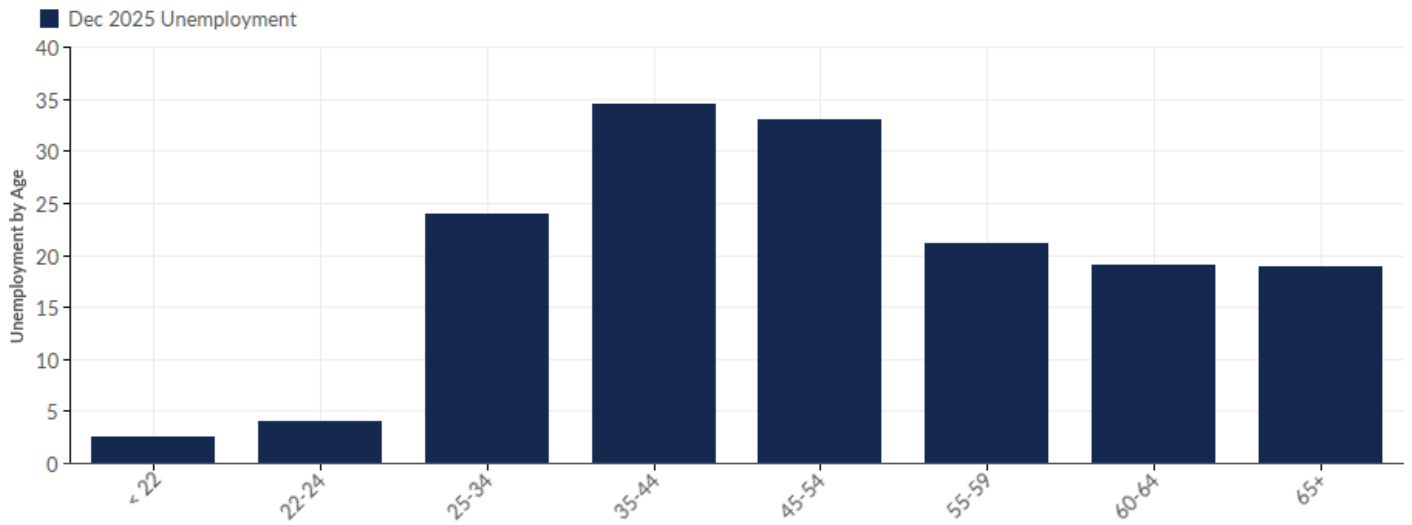
## Educational Attainment

Concerning educational attainment, **18.5% of Pepin County, WI residents possess a Bachelor's Degree** (3.3% below the national average), and **15.1% hold an Associate's Degree** (6.2% above the national average).



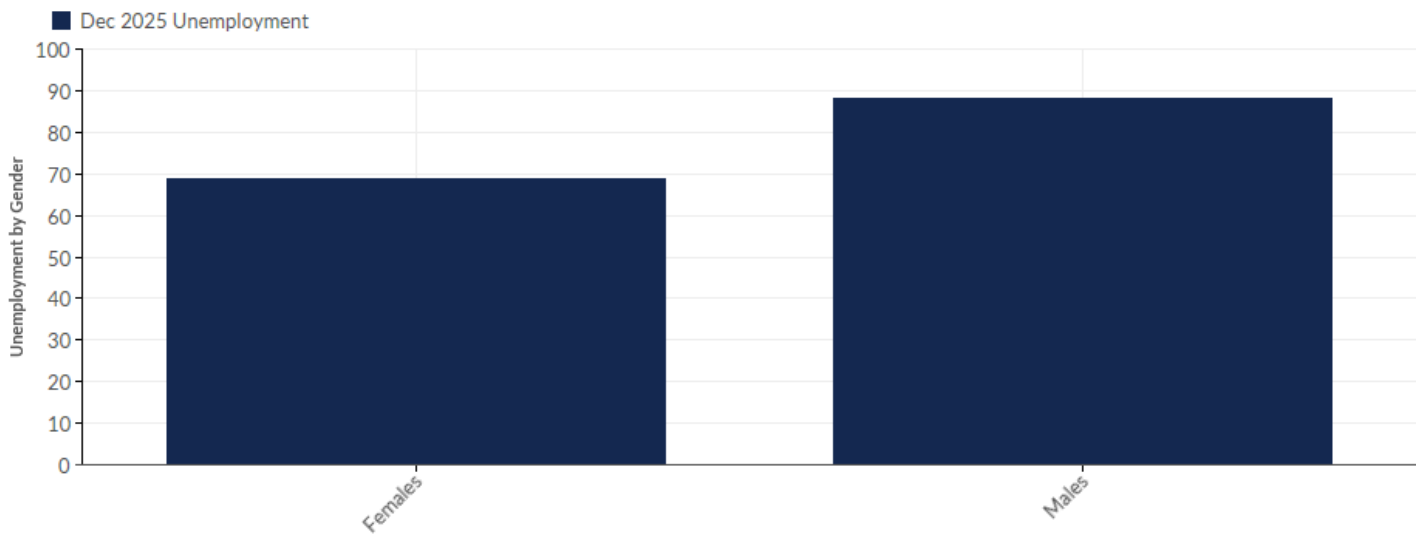
# Unemployment by Demographics

## Unemployment by Age



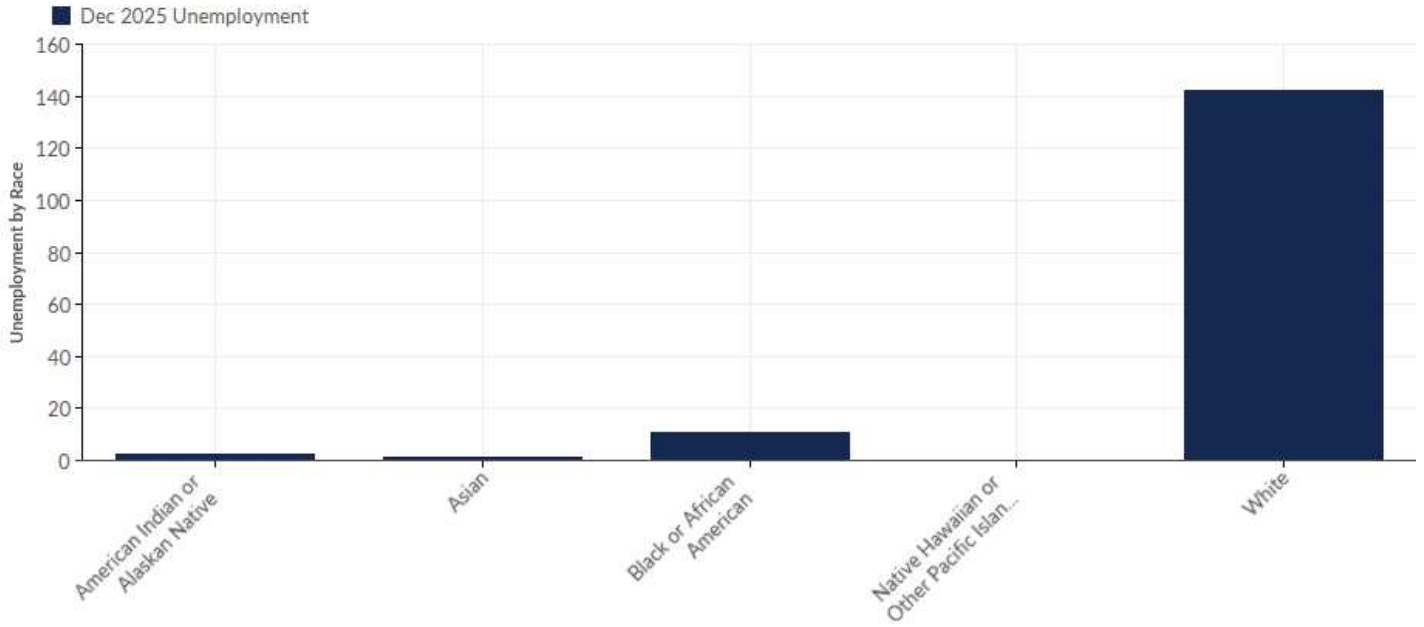
Age	Unemployment (Dec 2025)	% of Unemployed
< 22	3	1.91%
22-24	4	2.55%
25-34	24	15.29%
35-44	35	22.29%
45-54	33	21.02%
55-59	21	13.38%
60-64	19	12.10%
65+	19	12.10%
<b>Total</b>	<b>157</b>	<b>101.00%</b>

## Unemployment by Gender



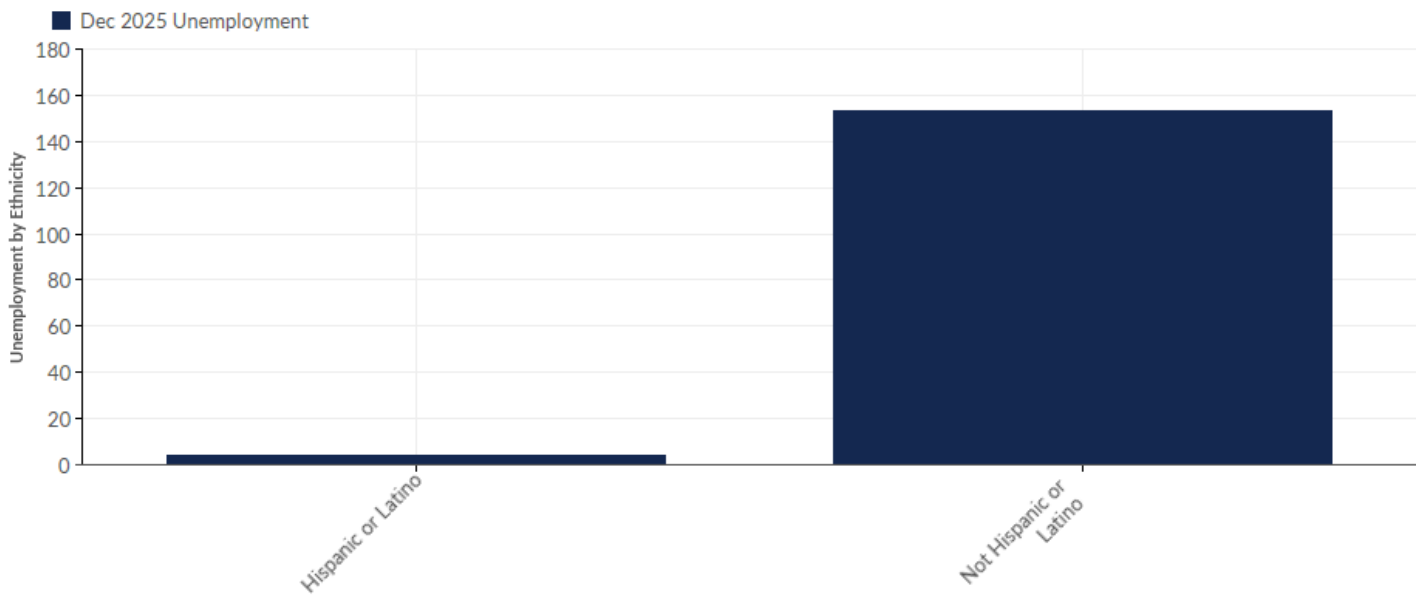
Gender	Unemployment (Dec 2025)	% of Unemployed
Females	69	43.95%
Males	88	56.05%
Total	157	100.00%

## Unemployment by Race



Race	Unemployment (Dec 2025)	% of Unemployed
American Indian or Alaskan Native	3	1.91%
Asian	1	0.64%
Black or African American	11	7.01%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	142	90.45%
<b>Total</b>	<b>157</b>	<b>100.00%</b>

## Unemployment by Ethnicity

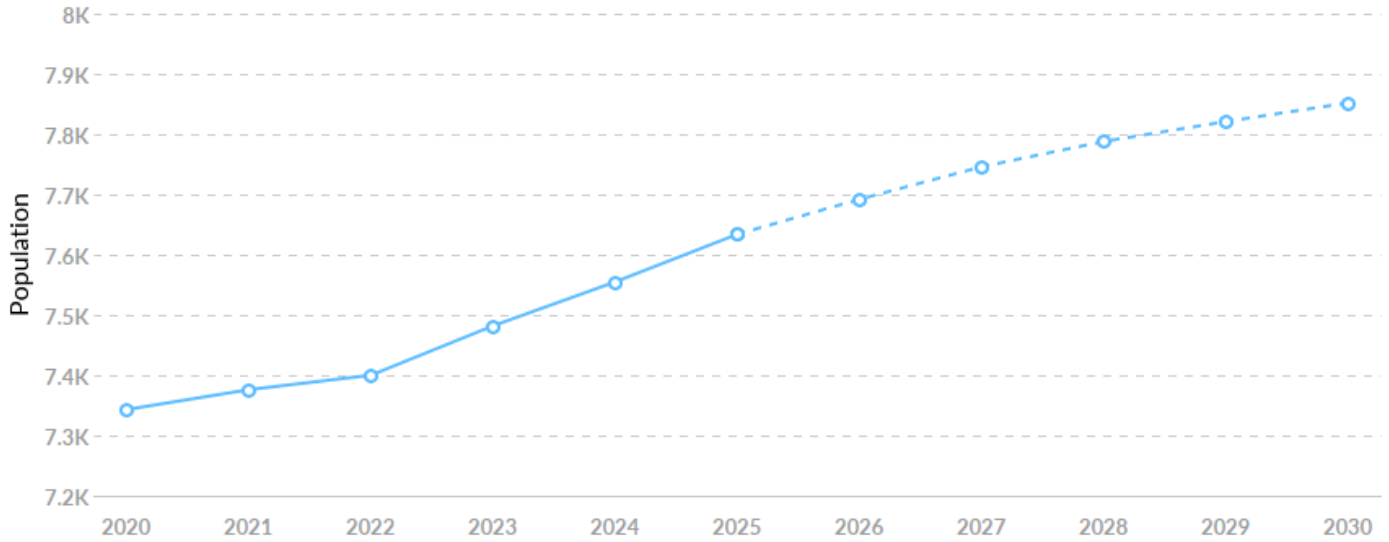


Ethnicity	Unemployment (Dec 2025)	% of Unemployed
Hispanic or Latino	4	2.55%
Not Hispanic or Latino	153	97.45%
Total	157	100.00%

# Historic & Projected Trends

## Population Trends

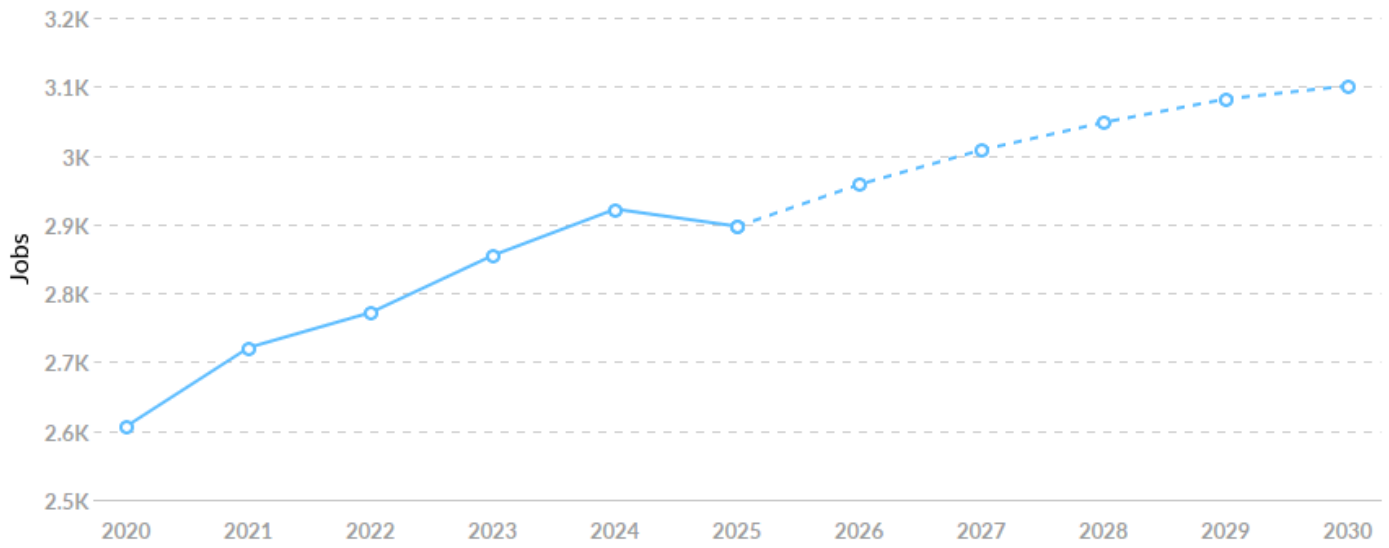
As of 2025 the region's population increased by 4.0% since 2020, growing by 291. Population is expected to increase by 2.9% between 2025 and 2030, adding 218.



Timeframe	Population
2020	7,343
2021	7,376
2022	7,400
2023	7,482
2024	7,555
2025	7,634
2026	7,692
2027	7,746
2028	7,788
2029	7,821
2030	7,852

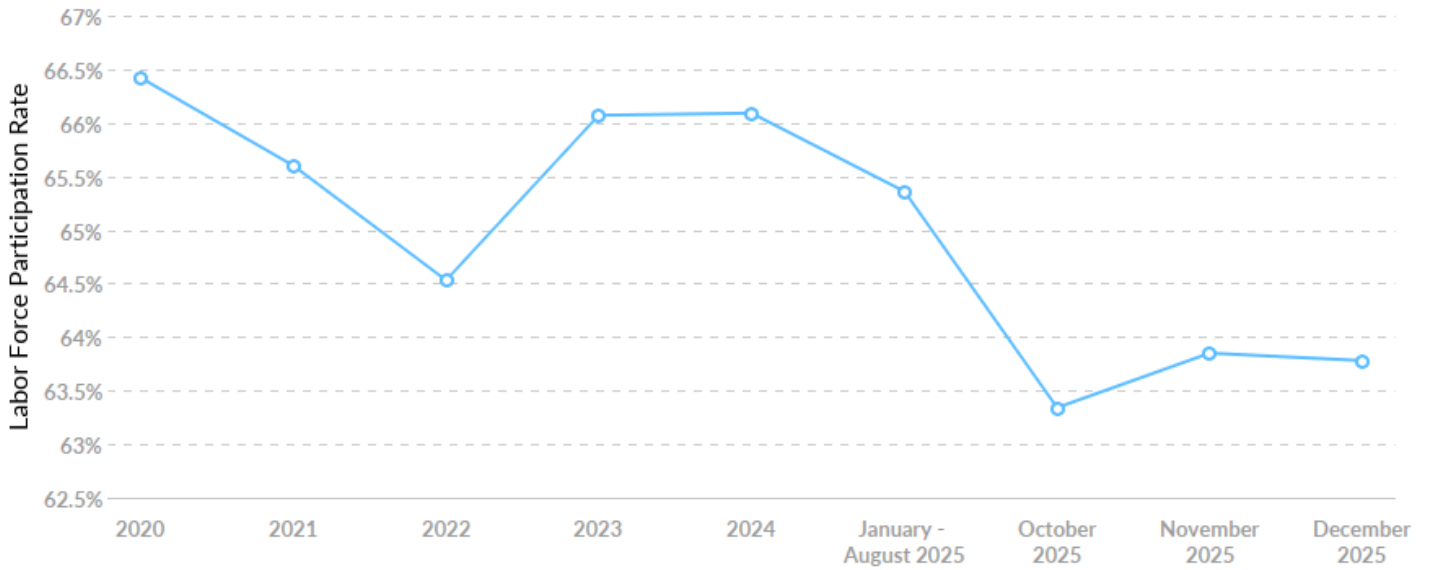
## Job Trends

From 2020 to 2025, jobs increased by **11.1%** in Pepin County, WI from 2,607 to **2,897**. This change **outpaced the national growth rate of 10.6%** by **0.5%**.



Timeframe	Jobs
2020	2,607
2021	2,721
2022	2,772
2023	2,855
2024	2,922
2025	2,897
2026	2,958
2027	3,008
2028	3,048
2029	3,082
2030	3,101

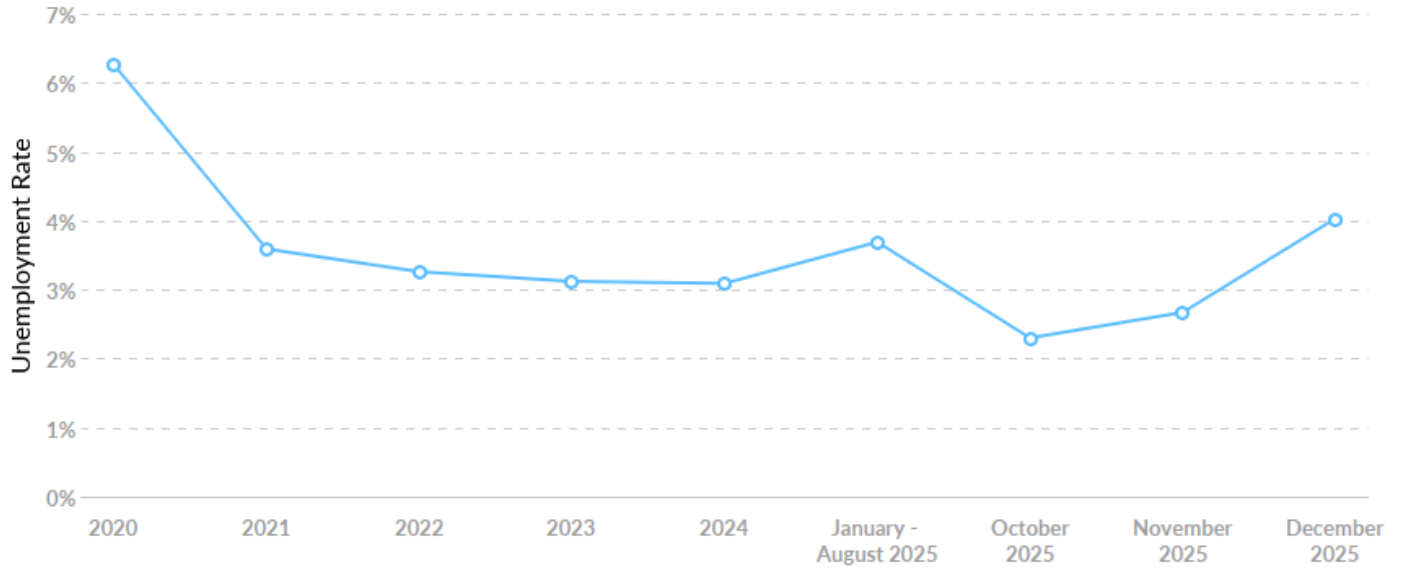
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	66.42%
2021	65.60%
2022	64.53%
2023	66.07%
2024	66.09%
January - August 2025	65.36%
October 2025	63.34%
November 2025	63.85%
December 2025	63.78%

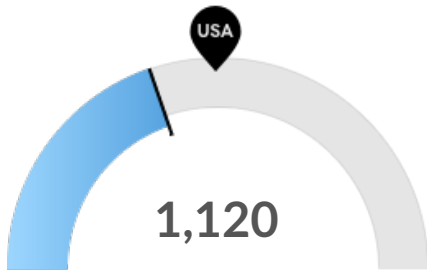
## Unemployment Rate Trends

Pepin County, WI had a December 2025 unemployment rate of 4.03%, **decreasing from 6.26%** 5 years before.



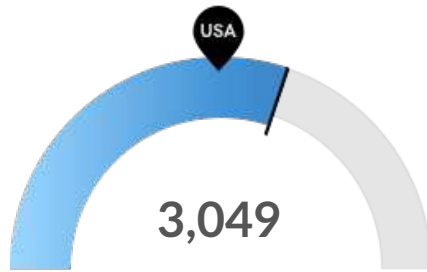
Timeframe	Unemployment Rate
2020	6.26%
2021	3.59%
2022	3.26%
2023	3.12%
2024	3.09%
January - August 2025	3.69%
October 2025	2.30%
November 2025	2.67%
December 2025	4.03%

## Population Characteristics



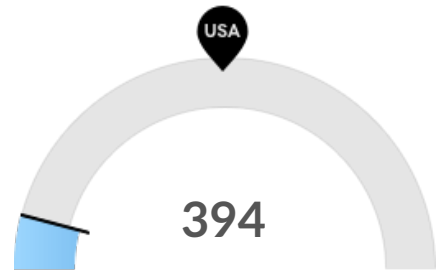
**Millennials**

Pepin County, WI has 1,120 millennials (ages 25-39). The national average for an area this size is 1,547.



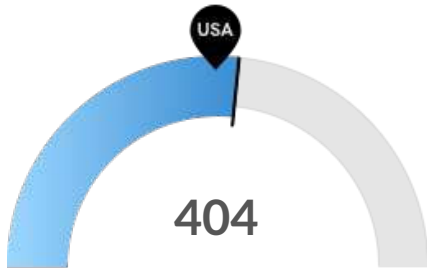
**Retiring Soon**

Retirement risk is high in Pepin County, WI. The national average for an area this size is 2,284 people 55 or older, while there are 3,049 here.



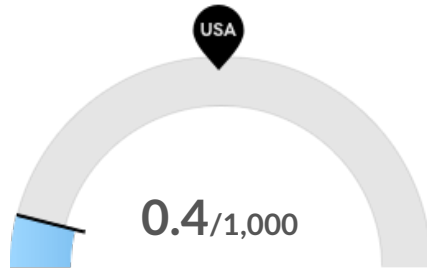
**Racial Diversity**

Racial diversity is low in Pepin County, WI. The national average for an area this size is 3,214 racially diverse people, while there are 394 here.



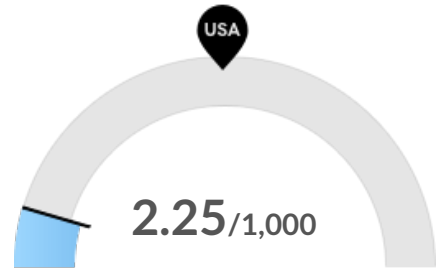
**Veterans**

Pepin County, WI has 404 veterans. The national average for an area this size is 368.



**Violent Crime**

Pepin County, WI has 0.4 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

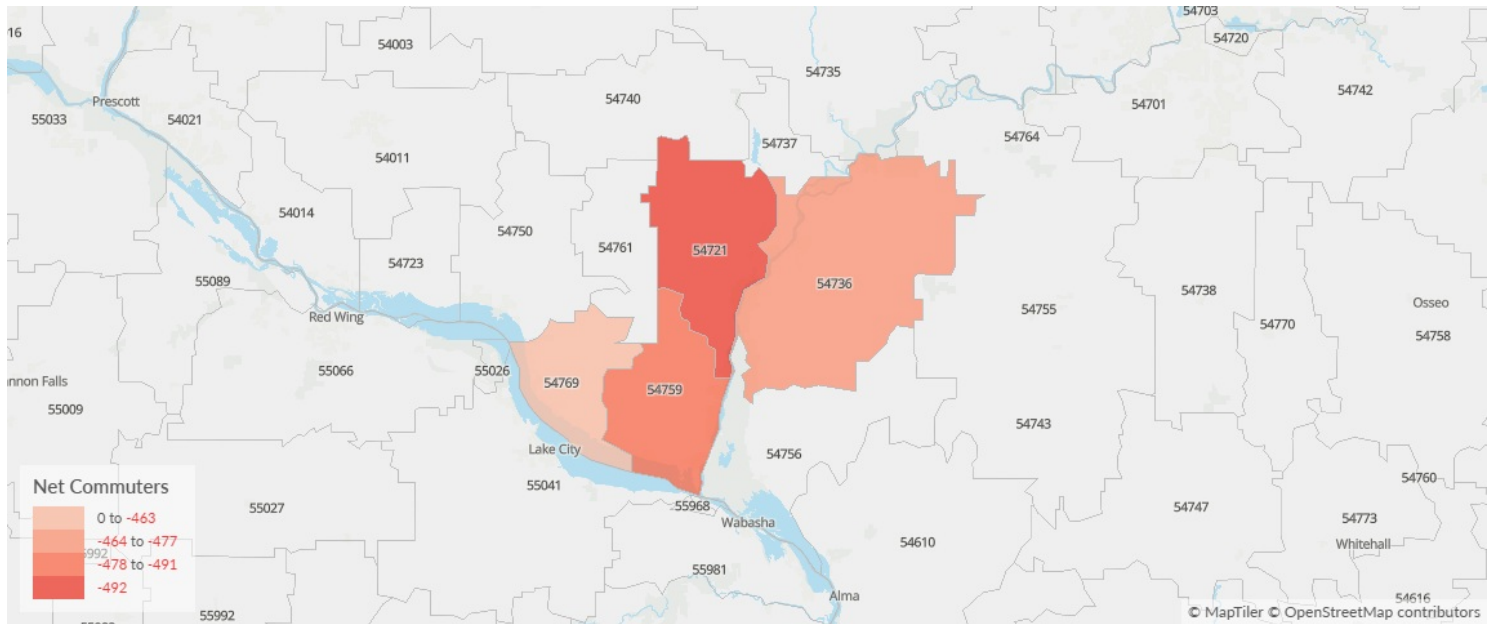


**Property Crime**

Pepin County, WI has 2.25 property crimes per 1,000 people. The national rate is 16.44 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	2025 Employment
54736	Durand, WI (in Pepin co...	1,922
54759	Pepin, WI (in Pepin coun...	417
54769	Stockholm, WI (in Pepin...	309
54721	Arkansaw, WI (in Pepin ...	249

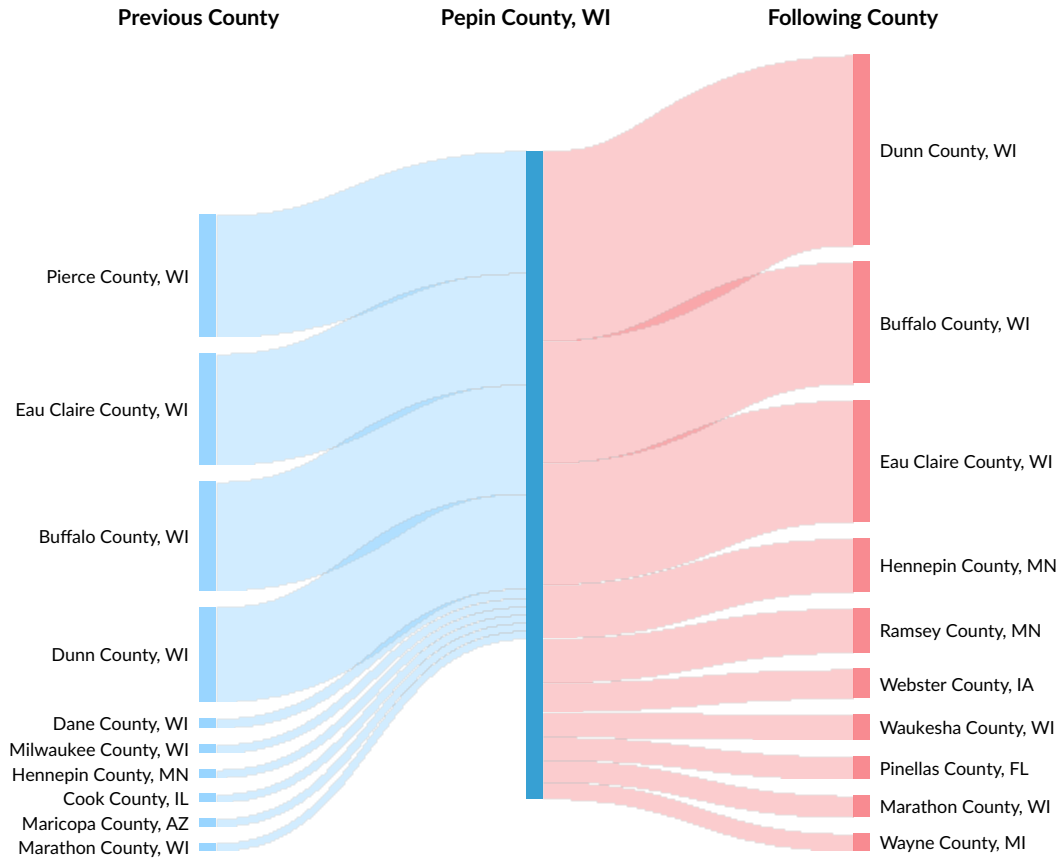
### Where Talent Lives

ZIP	Name	2025 Workers
54736	Durand, WI (in Pepin co...	2,386
54759	Pepin, WI (in Pepin coun...	895
54721	Arkansaw, WI (in Pepin ...	741
54769	Stockholm, WI (in Pepin...	338

# 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 2022, 40 people have migrated from Pierce County, WI to Pepin County, WI. In the same year, 63 people left Pepin County, WI migrating to Dunn County, WI. The total Net Migration for Pepin County, WI in 2022 was -52.

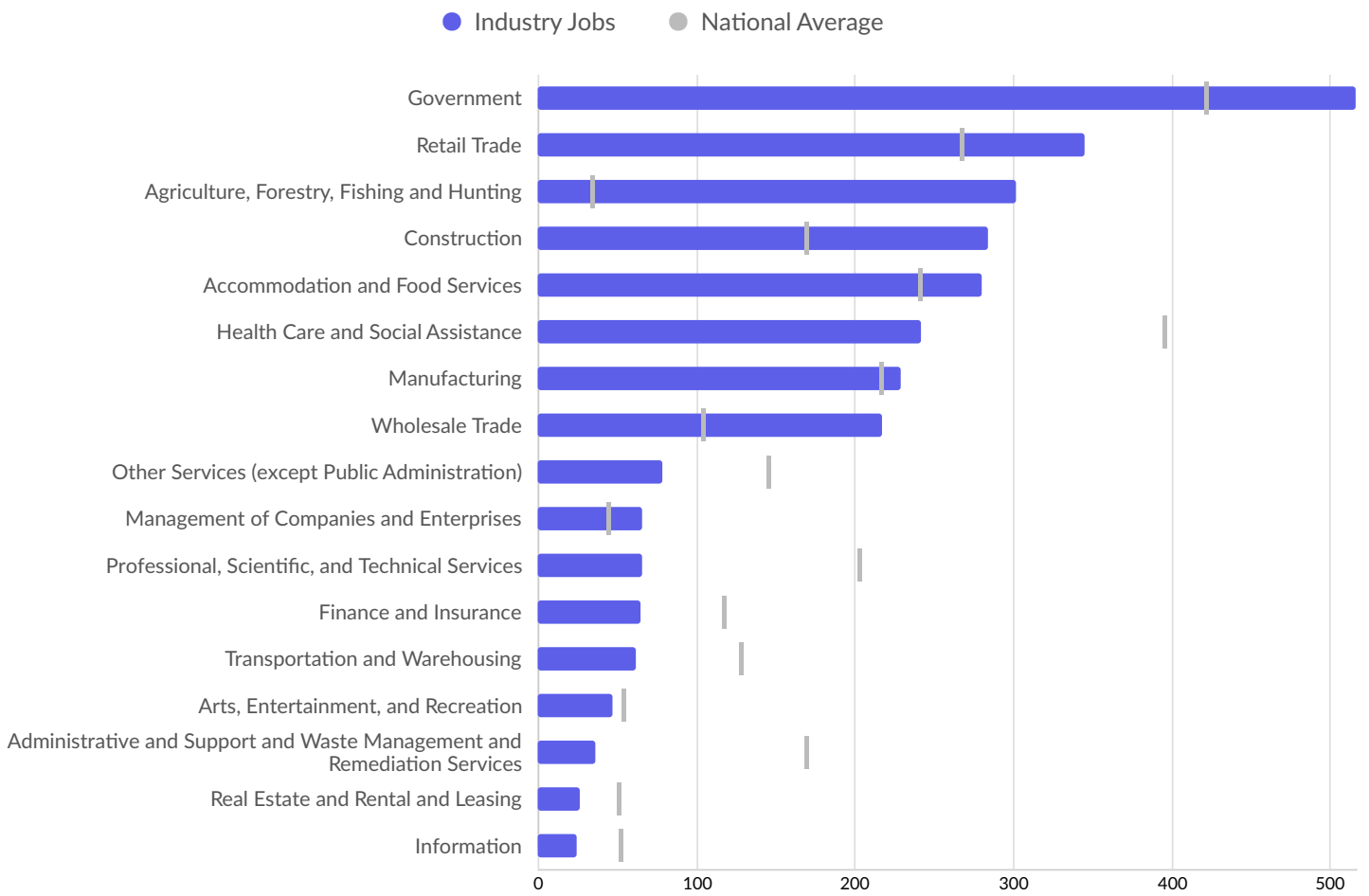


Top Previous Counties	Migrations
Pierce County, WI	40
Eau Claire County, WI	37
Buffalo County, WI	36
Dunn County, WI	31
Dane County, WI	3
Milwaukee County, WI	3

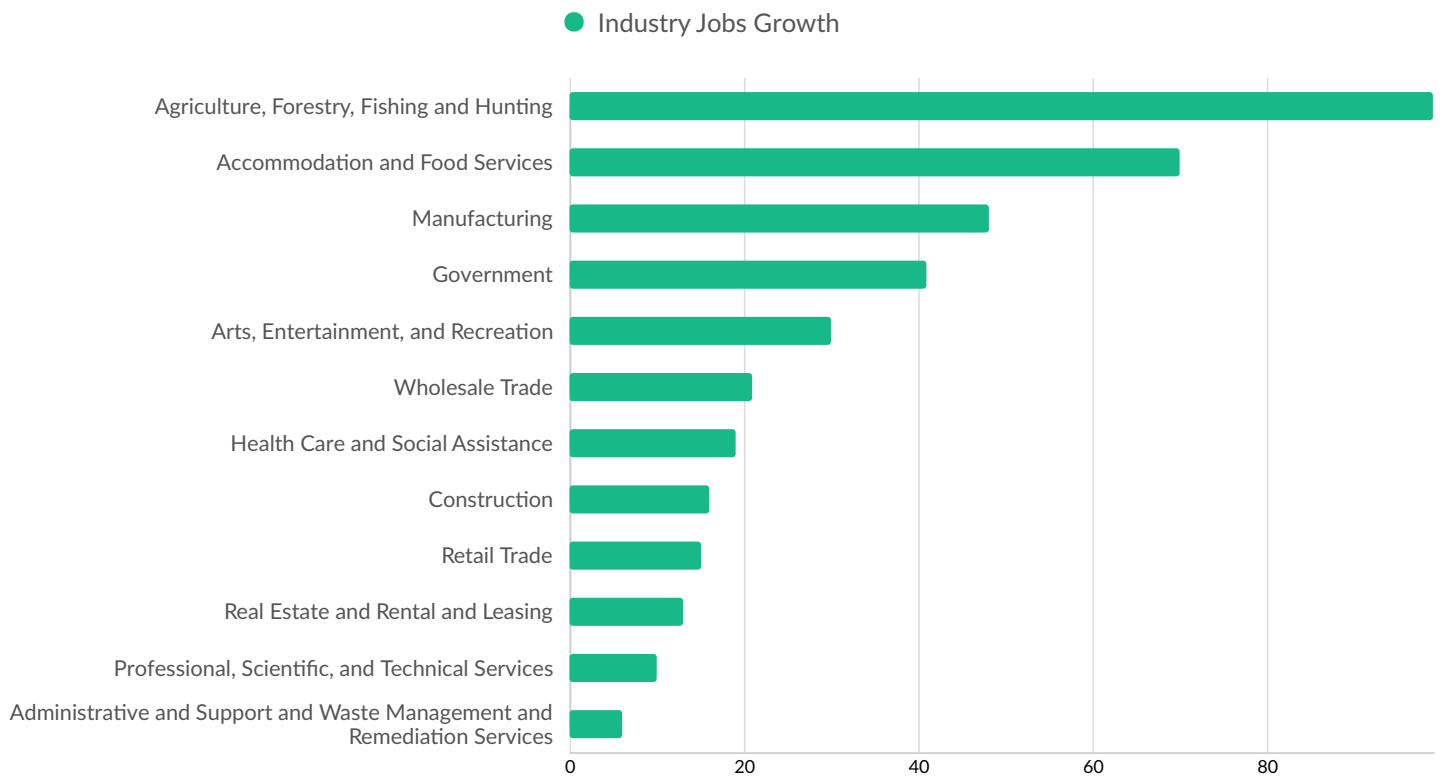
Top Previous Counties	Migrations
Hennepin County, MN	3
Cook County, IL	3
Maricopa County, AZ	3
Marathon County, WI	3
Tarrant County, TX	3
La Crosse County, WI	3
Adams County, WI	3
Outagamie County, WI	2
Jefferson County, WI	2
Top Following Counties	Migrations
Dunn County, WI	63
Buffalo County, WI	40
Eau Claire County, WI	40
Hennepin County, MN	18
Ramsey County, MN	15
Webster County, IA	10
Waukesha County, WI	8
Pinellas County, FL	7
Marathon County, WI	7
Wayne County, MI	6
Brown County, WI	5
Dane County, WI	5
St. Clair County, IL	5
Portage County, WI	4
St. Louis County, MN	4

# Industry Characteristics

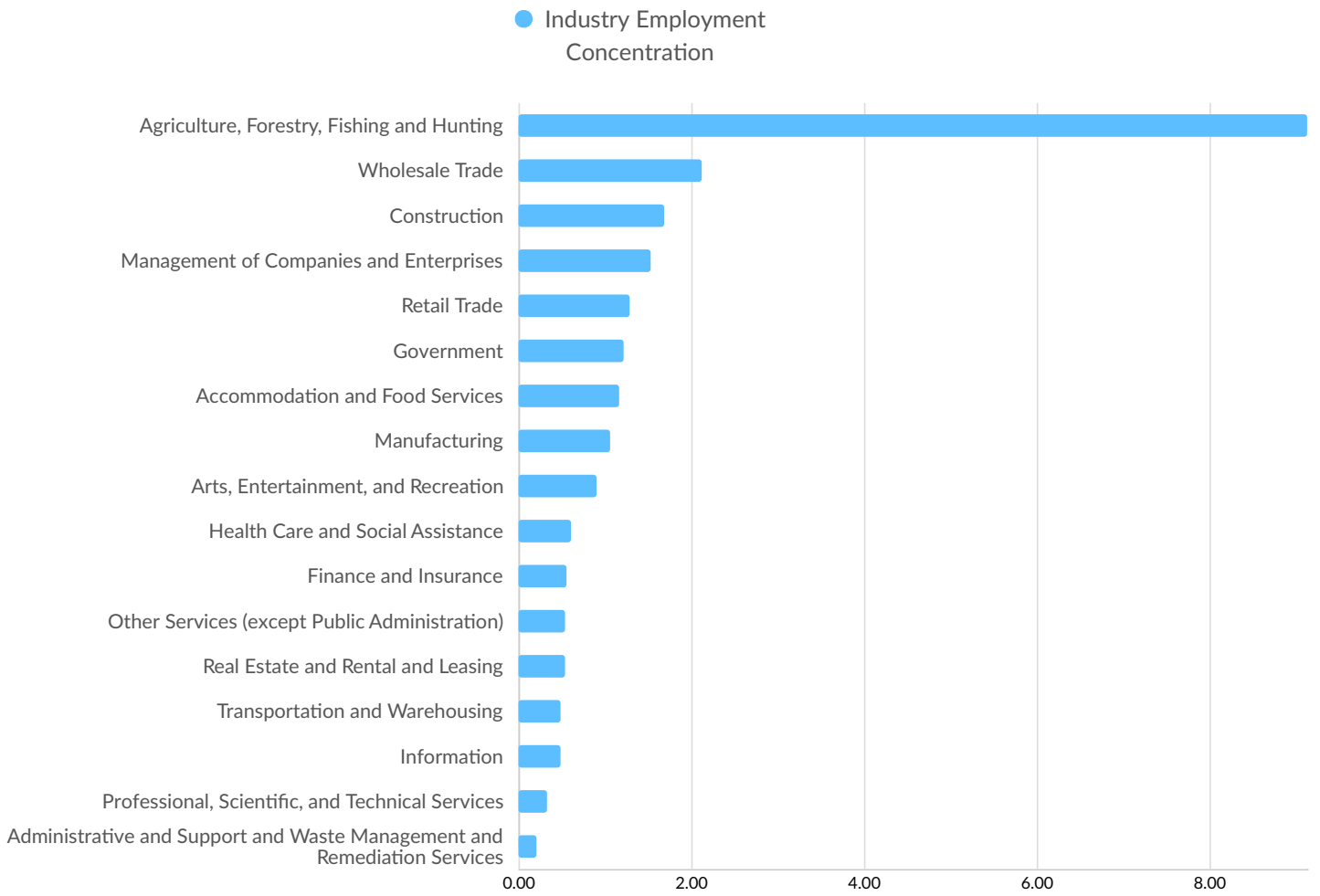
## Largest Industries



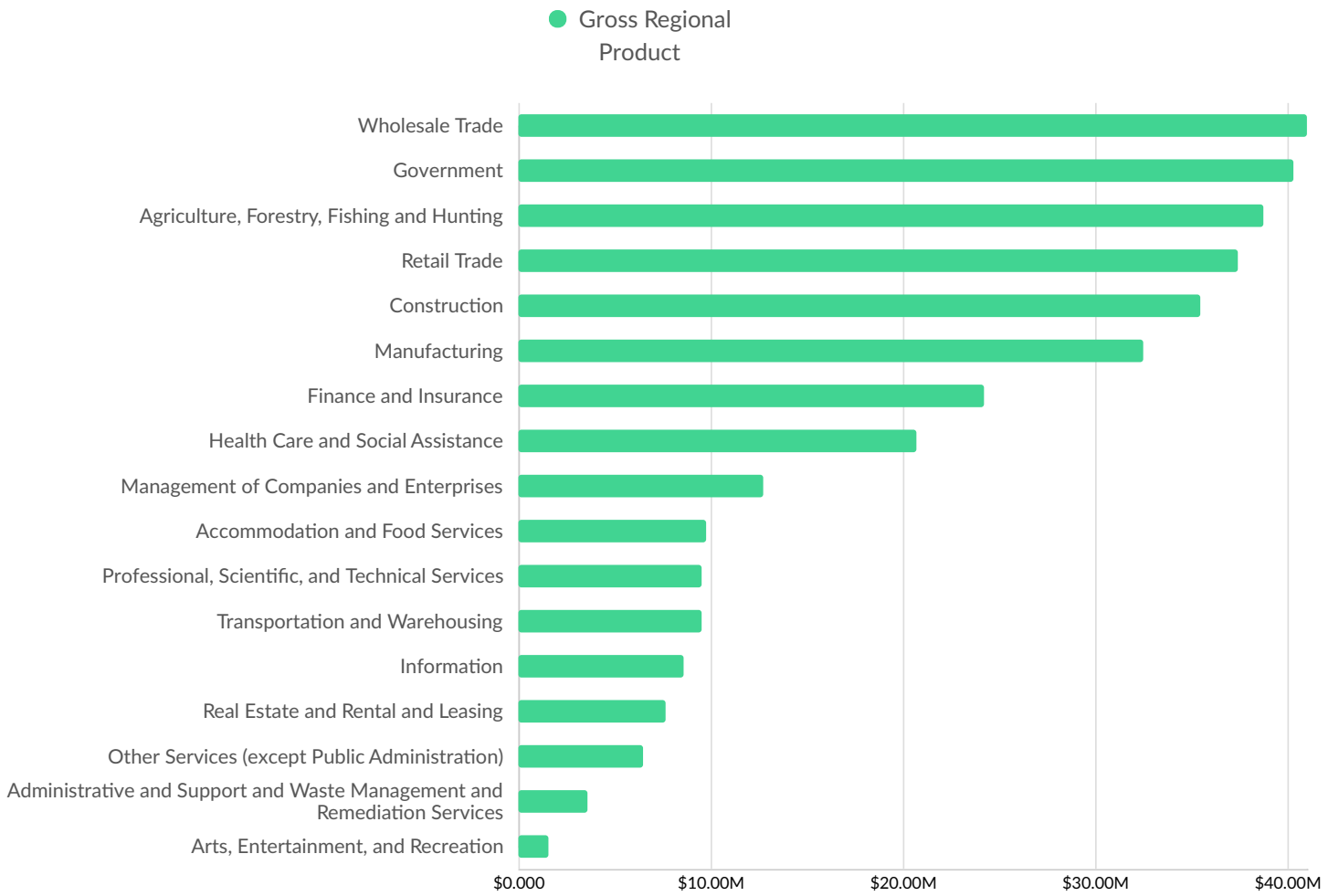
## Top Growing Industries



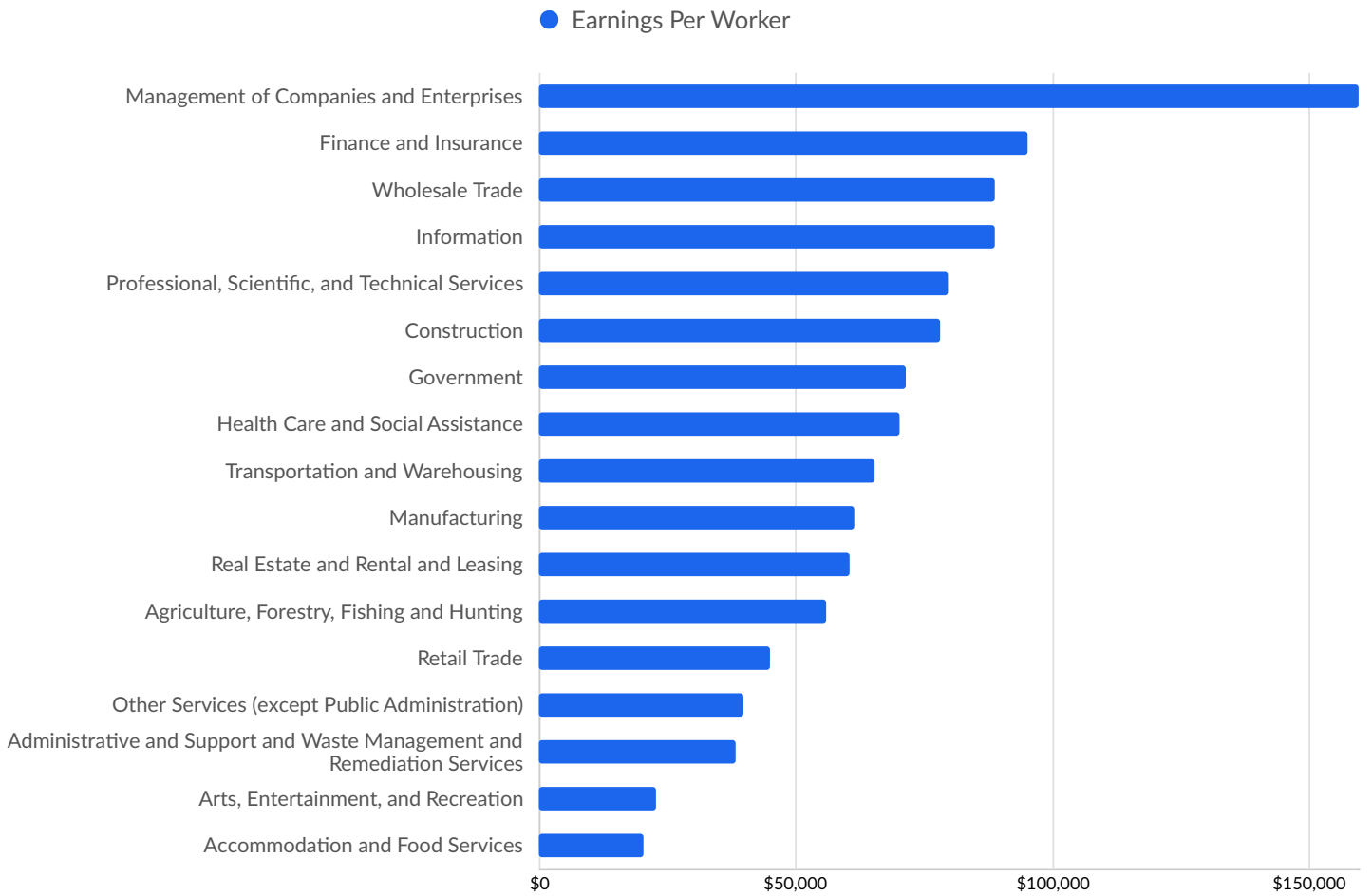
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



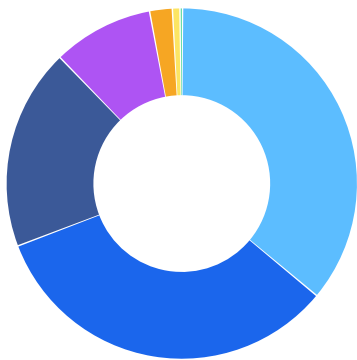
## Business Characteristics

### 809 Companies Employ Your Workers

Online profiles for your workers mention 809 companies as employers, with the top 10 appearing below. In the last 12 months, 118 companies in Pepin County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
N Tec	37 	Komro Sales & Service	25 
Mayo Clinic	31 	GPAC	23 
Bauer Built	23 	AdventHealth	21 
Security Financial Bank	21 	Bauer Built	20 
Marten Transport	16 	Pepin County Site	18 
Durand School District	13 	Dollar General	13 
Pepin County Site	13 	Club Ten	11 
AdventHealth	11 	Dick's Rv	11 
Countryside Cooperative	11 	Double J Transport	11 
Komro Sales & Service	10 	Bauer Built Tire & Service	10 

## Business Size

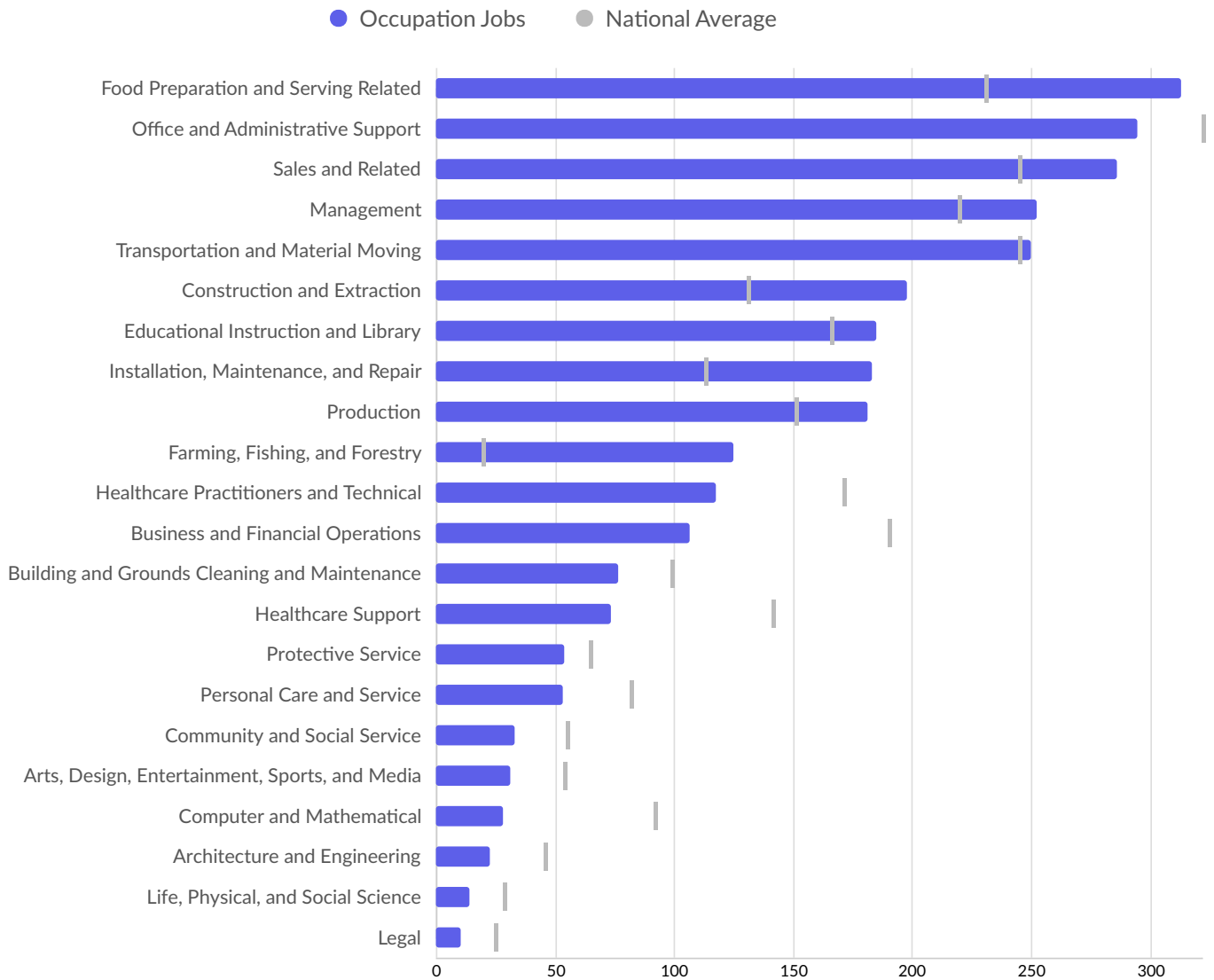


	Percentage	Business Count
1 to 4 employees	36.0%	155
5 to 9 employees	33.2%	143
10 to 19 employees	18.6%	80
20 to 49 employees	9.3%	40
50 to 99 employees	2.1%	9
100 to 249 employees	0.7%	3
250 to 499 employees	0.2%	1

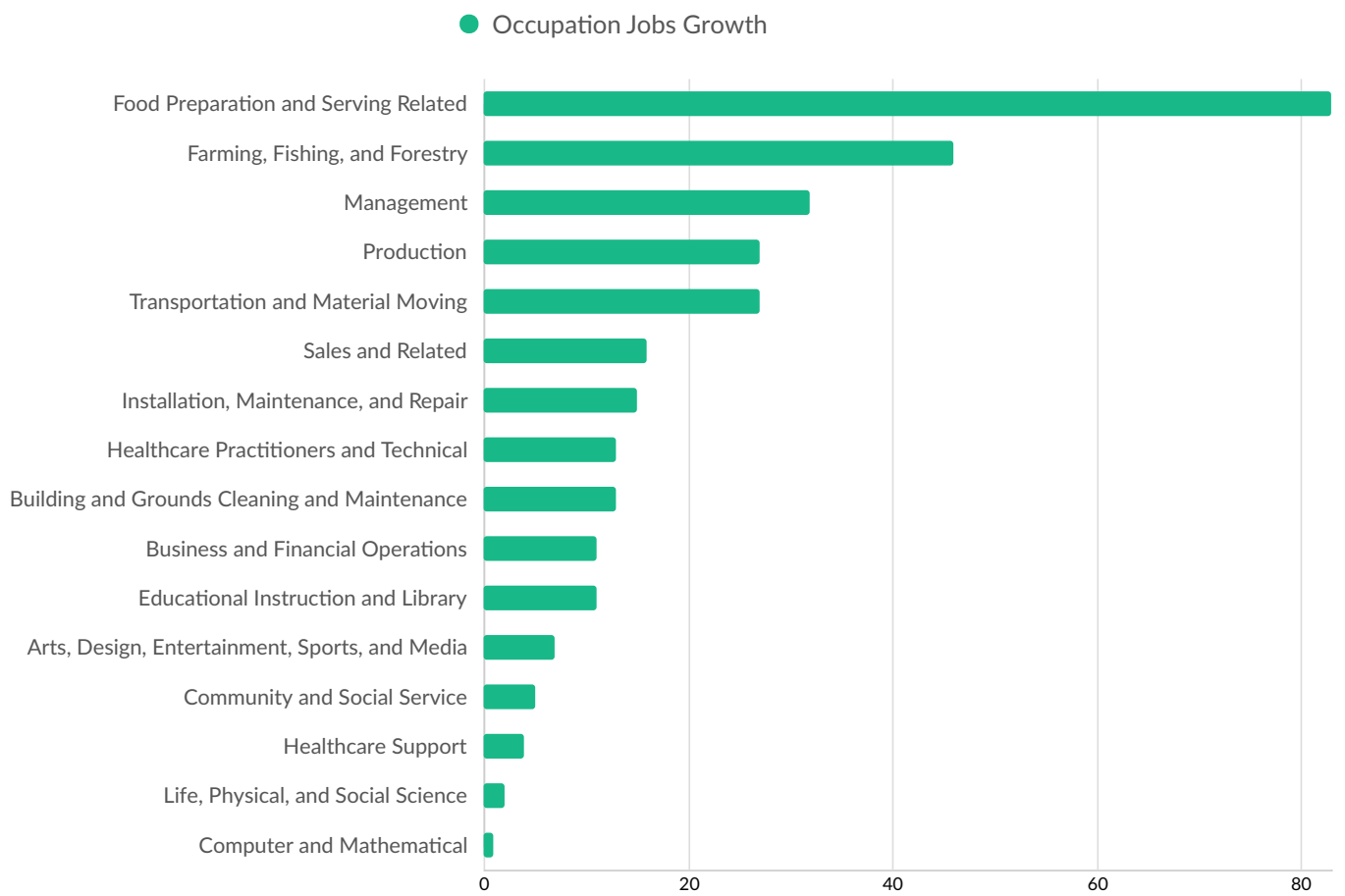
\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

## Largest Occupations

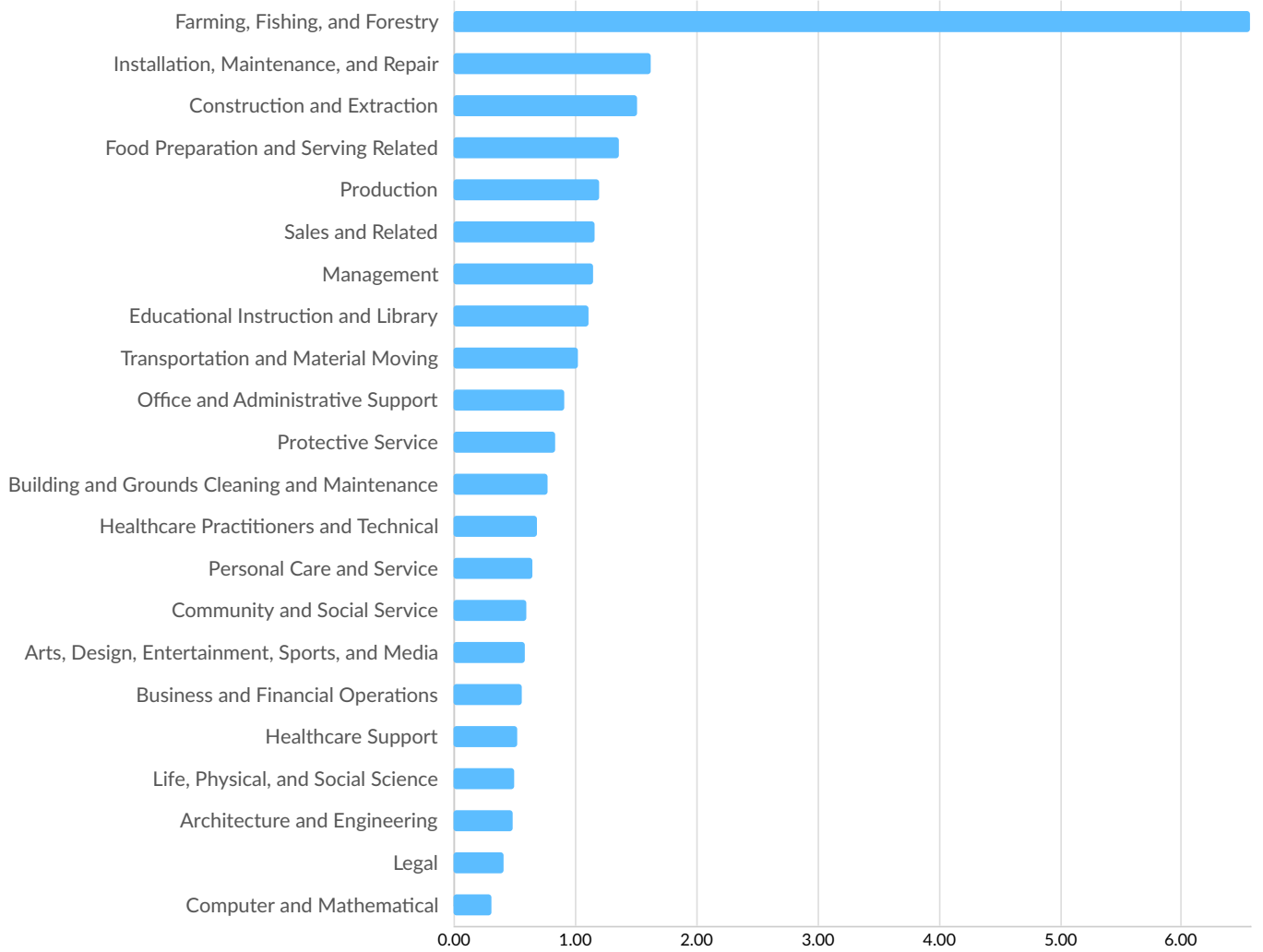


## Top Growing Occupations



## Top Occupation Employment Concentration

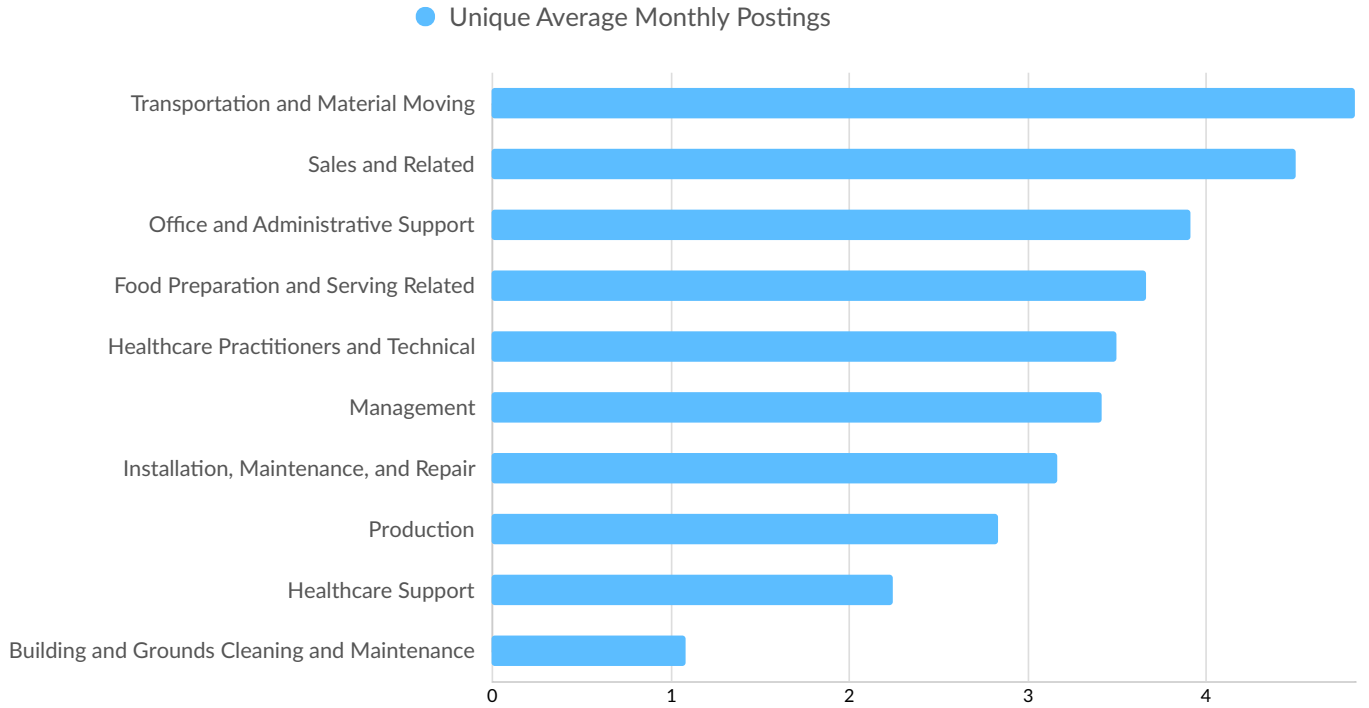
● Occupation Employment Concentration



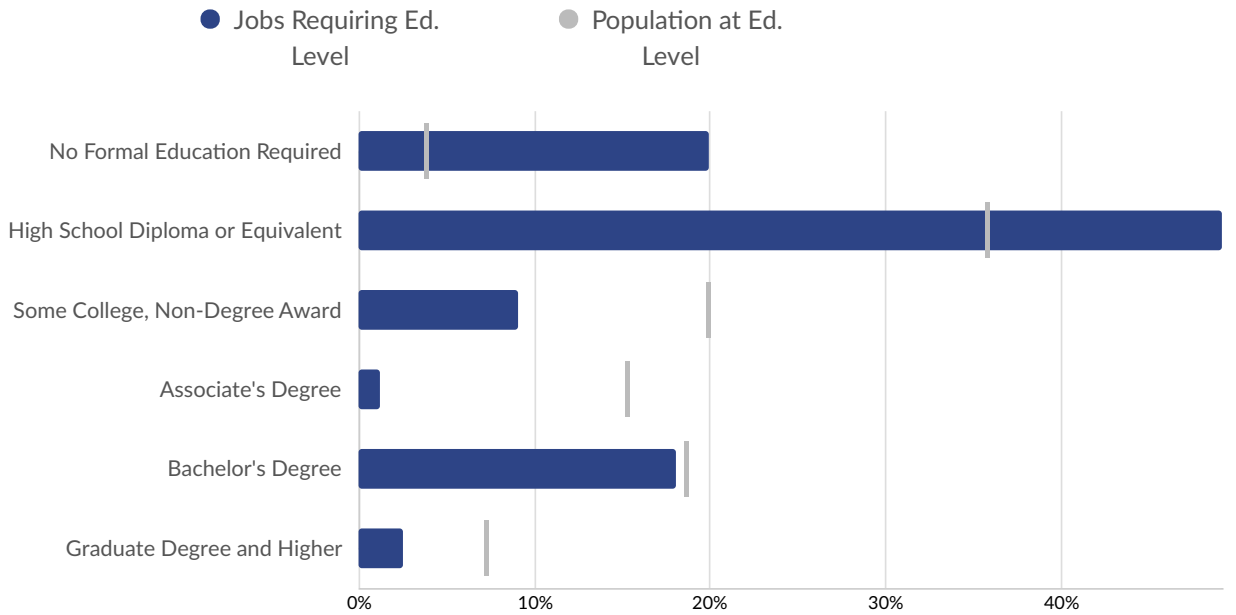
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

## In-Demand Skills

