



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

7,513

Population (2025)

Population **grew by 164** over the last 5 years and is projected to **grow by 289** over the next 5 years.

2,870

Total Regional Employment

Jobs **grew by 264** over the last 5 years and are projected to **grow by 177** over the next 5 years.

\$75.3K

Median Household Income (2024)

Median household income is **\$5.5K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **increased by 2.2%** since 2020, growing by 164. Population is expected to **increase by 3.8%** between 2025 and 2030, adding 289.
- From 2020 to 2025, jobs **increased by 10.1%** in Pepin County, WI from 2,606 to **2,870**. This change **fell short of the national growth rate of 10.7% by 0.6%**. As the number of jobs increased, the **labor force participation rate decreased from 65.6% to 65.2% between 2020 and 2025**.
- Concerning educational attainment, **17.2% of Pepin County, WI residents possess a Bachelor's Degree** (4.6% below the national average), and **14.7% hold an Associate's Degree** (5.9% 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.

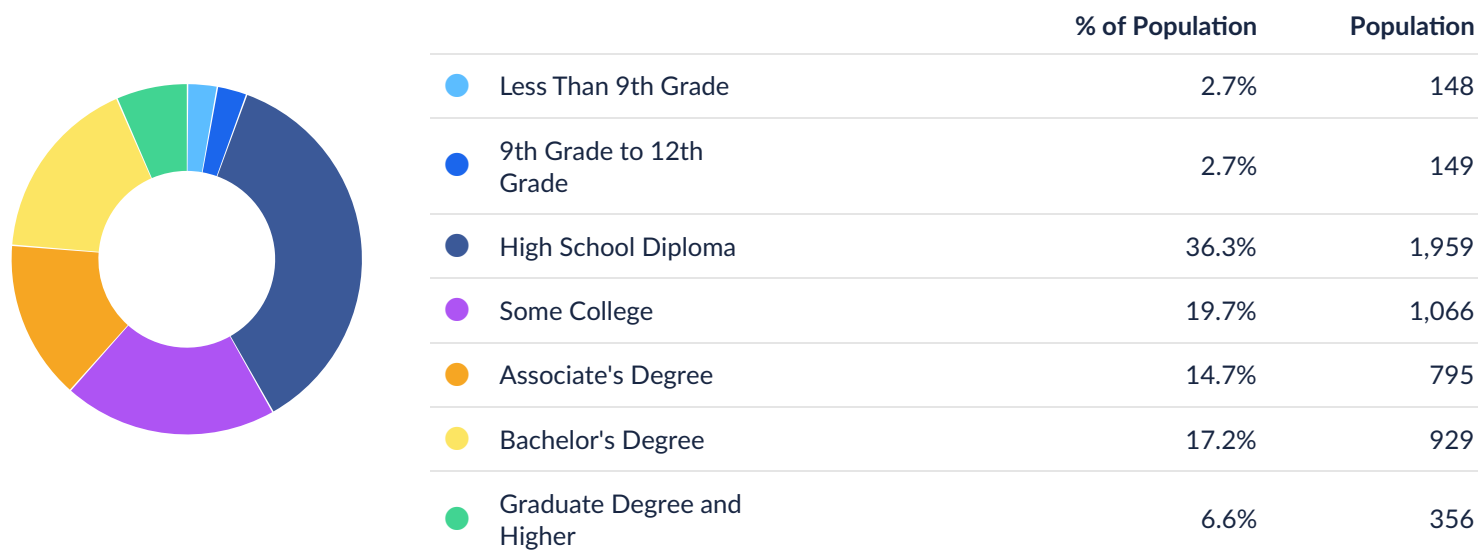
	Population (2026)	Labor Force (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	7,612	4,131	2,870	103.7	\$392.64M	\$732.88M	\$469.68M
State	5,995,935	3,191,892	3,272,992	100.3	\$465.83B	\$405.24B	\$440.26B

Jul 2026 Labor Force Breakdown



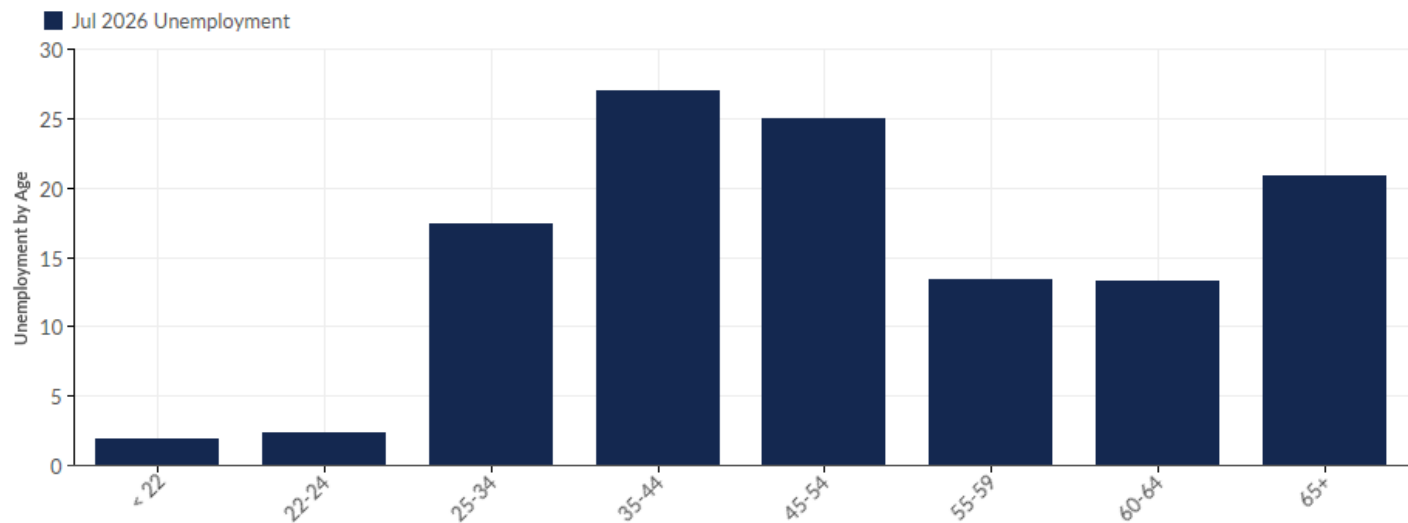
Educational Attainment

Concerning educational attainment, **17.2% of Pepin County, WI residents possess a Bachelor's Degree** (4.6% below the national average), and **14.7% hold an Associate's Degree** (5.9% above the national average).



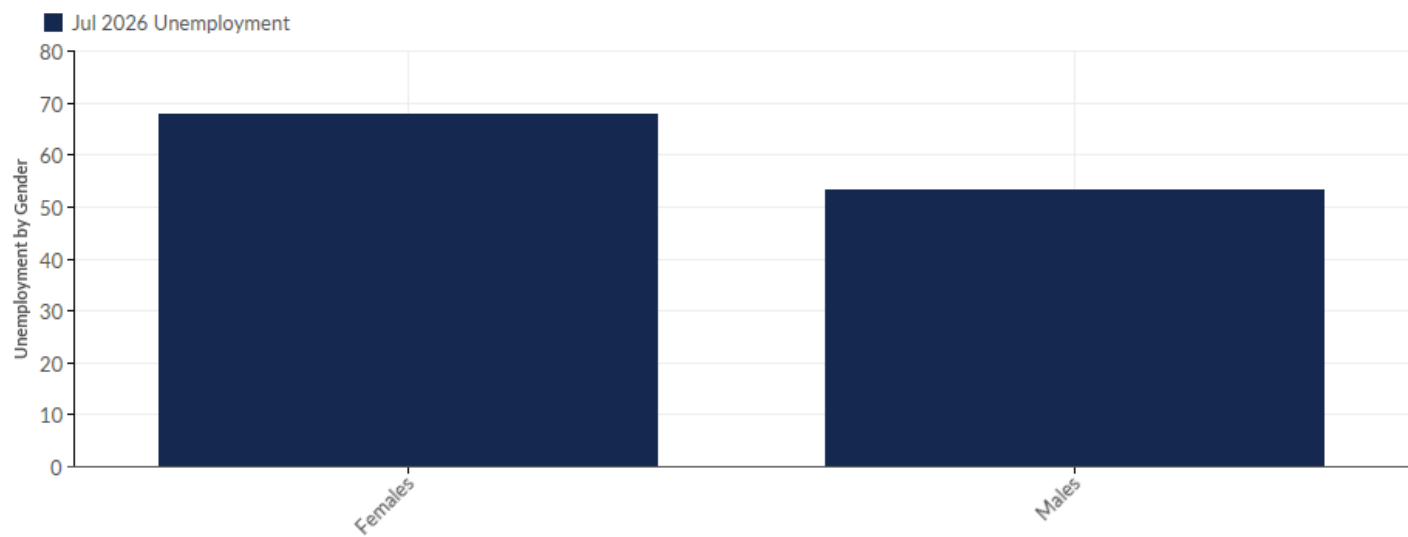
Unemployment by Demographics

Unemployment by Age



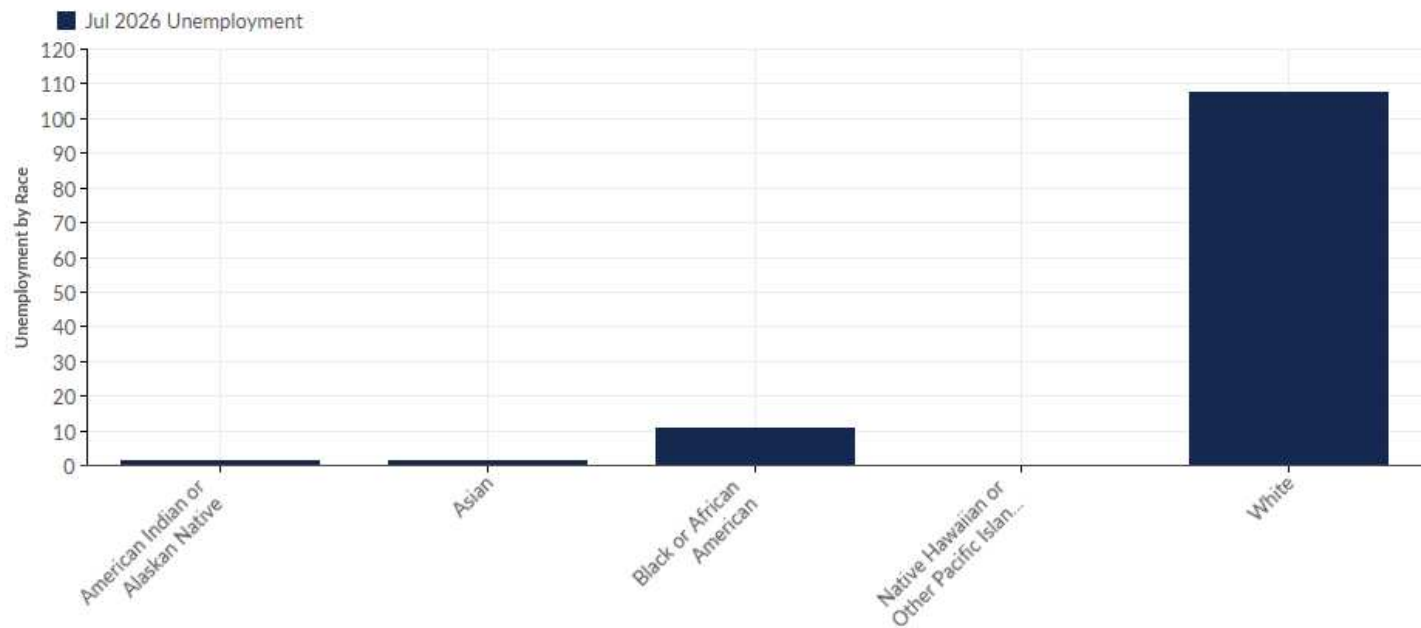
Age	Unemployment (Jul 2026)	% of Unemployed
< 22	2	1.65%
22-24	2	1.65%
25-34	17	14.05%
35-44	27	22.31%
45-54	25	20.66%
55-59	13	10.74%
60-64	13	10.74%
65+	21	17.36%
Total	121	99.00%

Unemployment by Gender



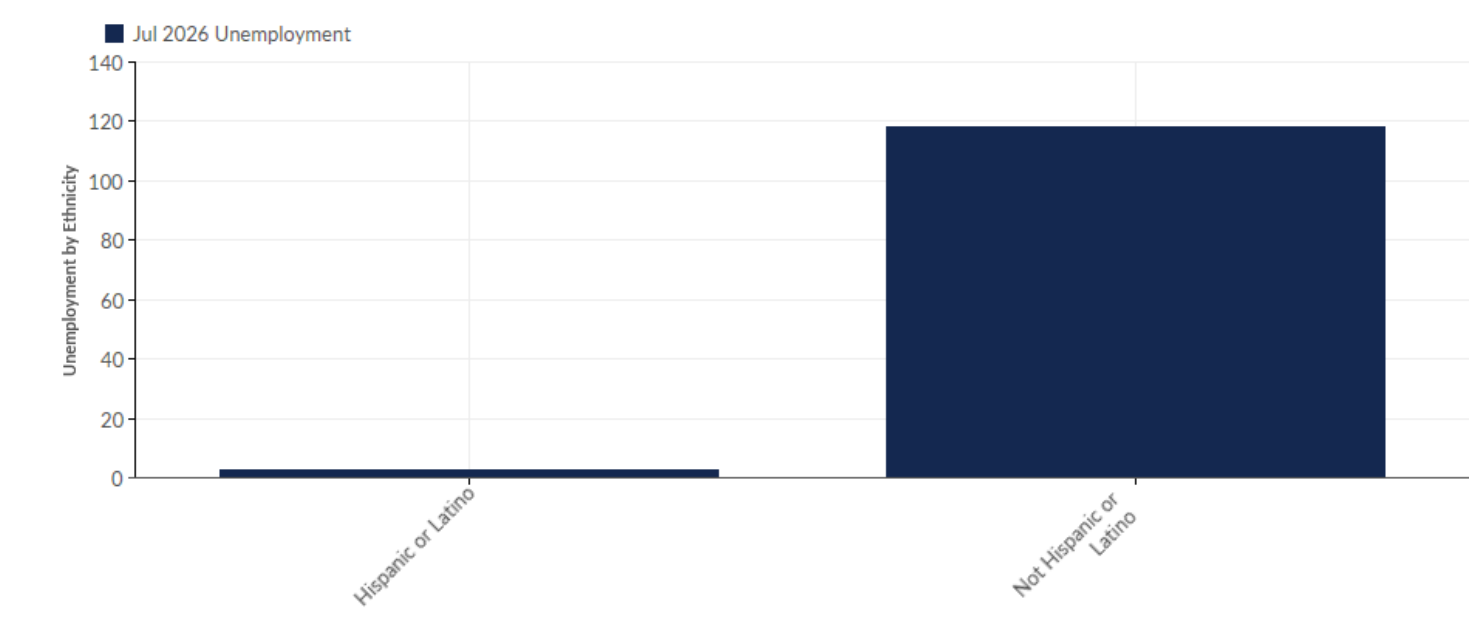
Gender	Unemployment (Jul 2026)	% of Unemployed
Females	68	56.20%
Males	53	43.80%
Total	121	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	1	0.83%
Asian	1	0.83%
Black or African American	11	9.09%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	108	89.26%
Total	121	100.00%

Unemployment by Ethnicity

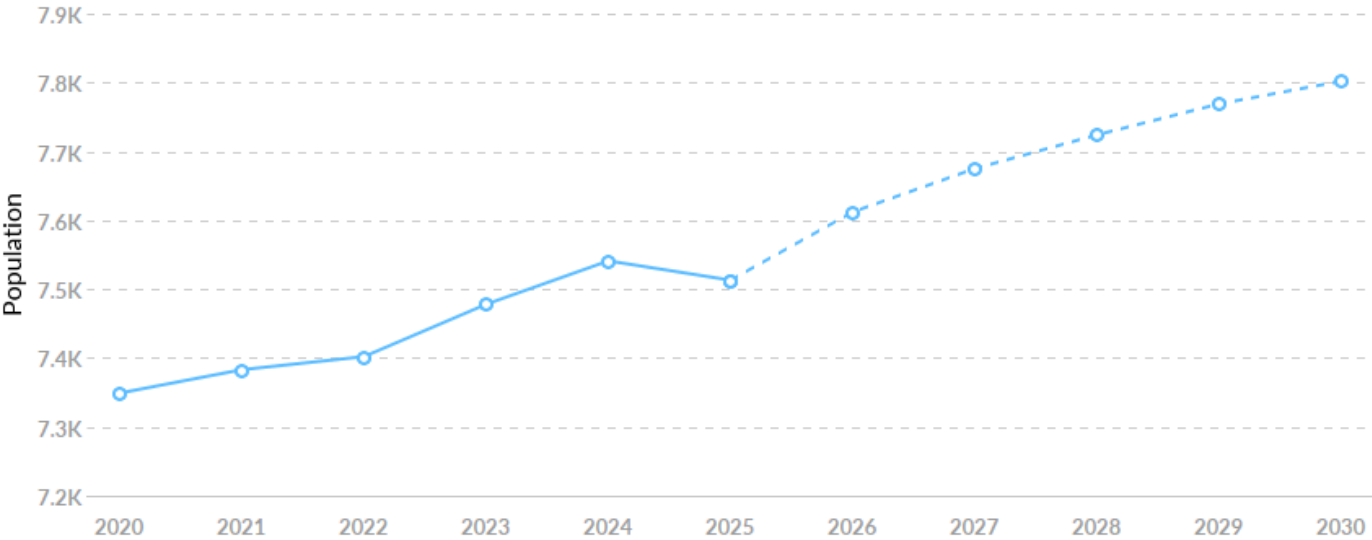


Ethnicity	Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino	3	2.48%
Not Hispanic or Latino	118	97.52%
Total	121	100.00%

Historic & Projected Trends

Population Trends

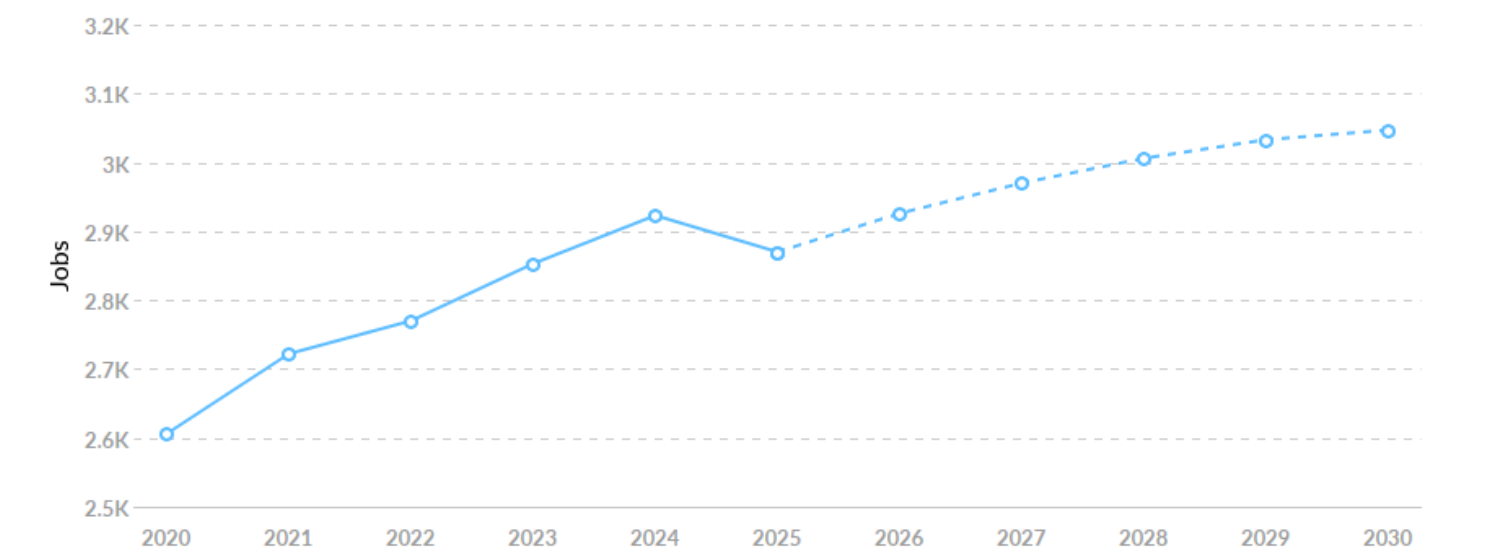
As of 2025 the region's population **increased by 2.2%** since 2020, growing by 164. Population is expected to **increase by 3.8%** between 2025 and 2030, adding 289.



Timeframe	Population
2020	7,349
2021	7,383
2022	7,402
2023	7,478
2024	7,541
2025	7,513
2026	7,612
2027	7,675
2028	7,724
2029	7,769
2030	7,802

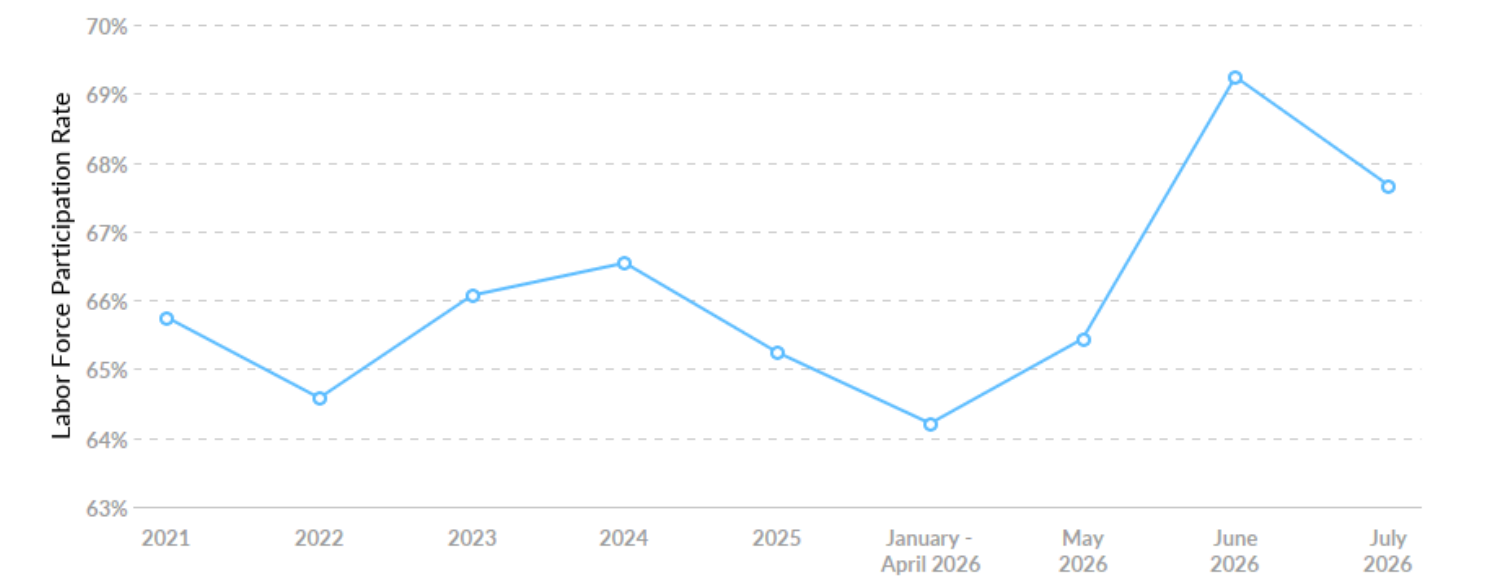
Job Trends

From 2020 to 2025, jobs increased by **10.1%** in Pepin County, WI from 2,606 to **2,870**. This change **fell short of the national growth rate of 10.7% by 0.6%**.



Timeframe	Jobs
2020	2,606
2021	2,722
2022	2,770
2023	2,853
2024	2,923
2025	2,870
2026	2,926
2027	2,970
2028	3,006
2029	3,033
2030	3,047

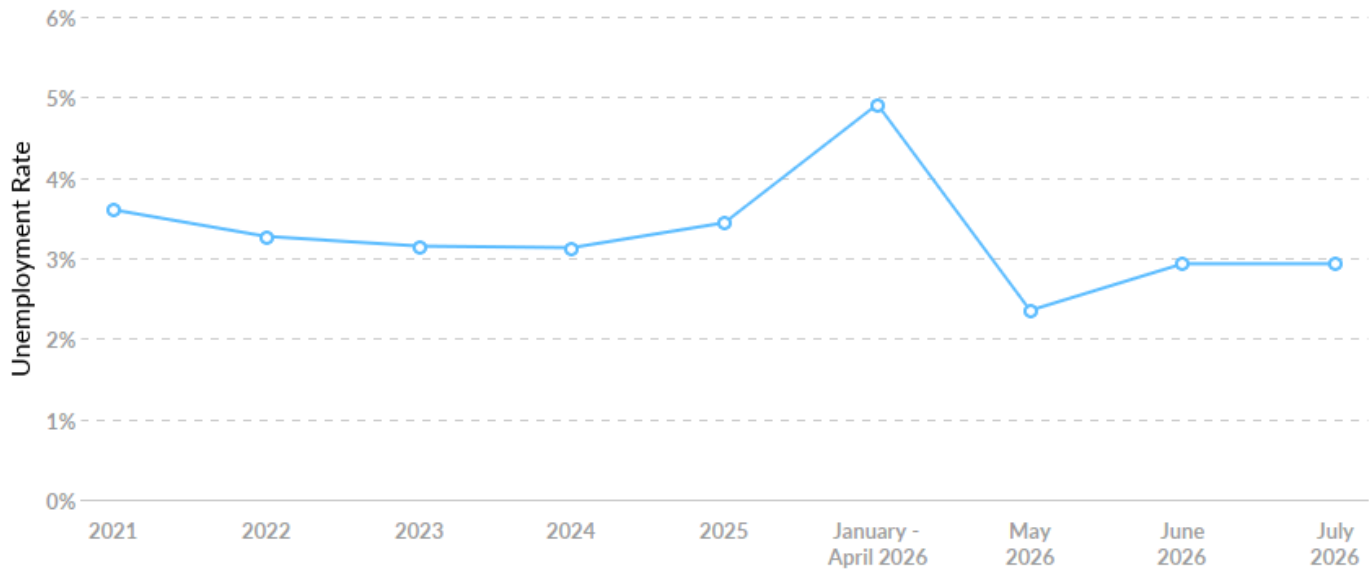
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	65.75%
2022	64.58%
2023	66.07%
2024	66.54%
2025	65.24%
January - April 2026	64.21%
May 2026	65.44%
June 2026	69.24%
July 2026	67.67%

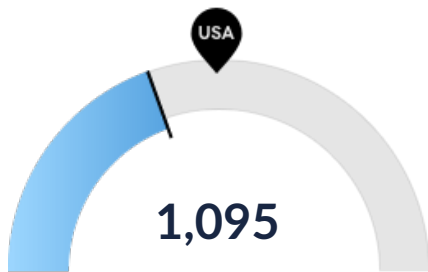
Unemployment Rate Trends

Pepin County, WI had a July 2026 unemployment rate of 2.93%, **decreasing from 3.60%** 5 years before.



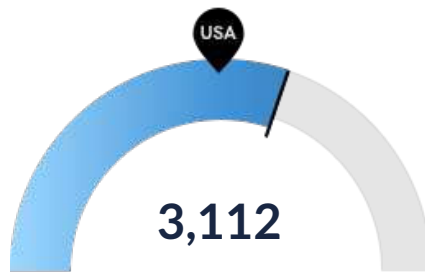
Timeframe	Unemployment Rate
2021	3.60%
2022	3.27%
2023	3.15%
2024	3.13%
2025	3.44%
January - April 2026	4.91%
May 2026	2.35%
June 2026	2.93%
July 2026	2.93%

Population Characteristics



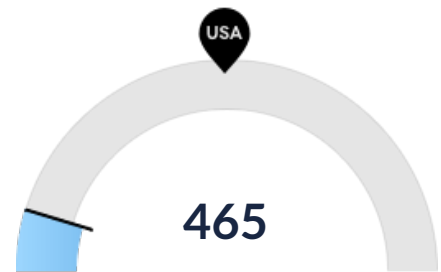
Millennials

Pepin County, WI has 1,095 millennials (ages 25-39). The national average for an area this size is 1,533.



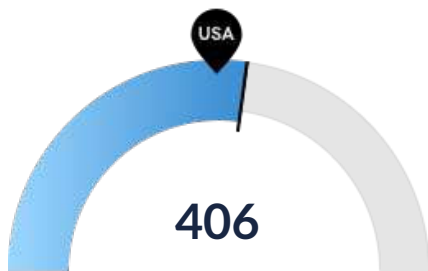
Retiring Soon

Retirement risk is high in Pepin County, WI. The national average for an area this size is 2,326 people 55 or older, while there are 3,112 here.



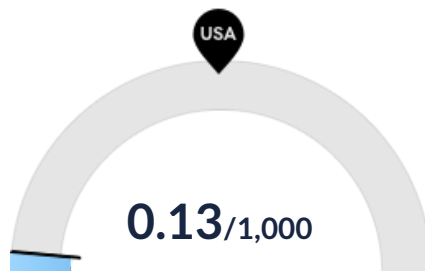
Racial Diversity

Racial diversity is low in Pepin County, WI. The national average for an area this size is 3,298 racially diverse people, while there are 465 here.



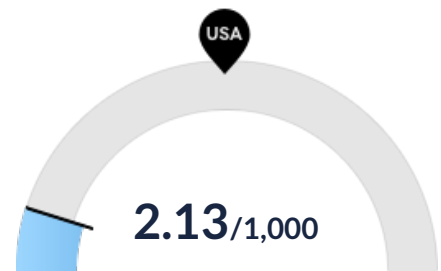
Veterans

Pepin County, WI has 406 veterans. The national average for an area this size is 359.



Violent Crime

Pepin County, WI has 0.13 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

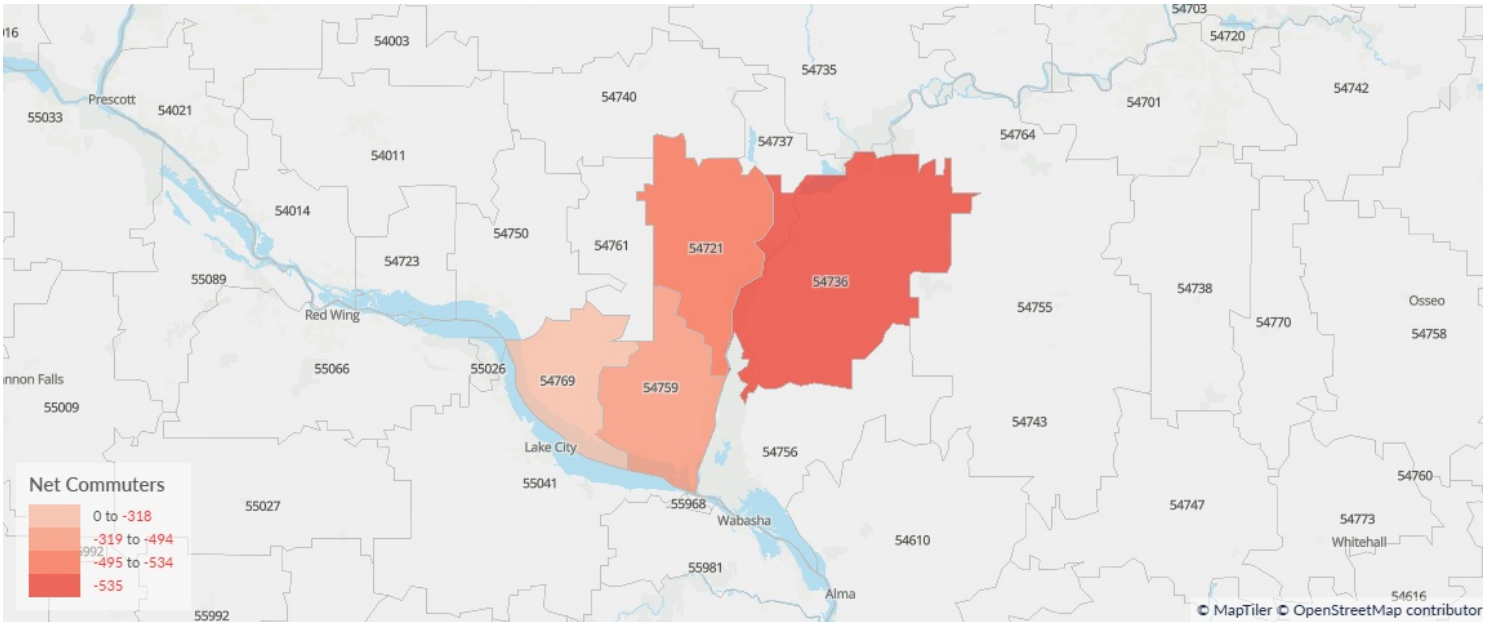


Property Crime

Pepin County, WI has 2.13 property crimes per 1,000 people. The national rate is 14.58 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...	1,896
54759	Pepin, WI (in Pepin coun...	454
54769	Stockholm, WI (in Pepin...	287
54721	Arkansaw, WI (in Pepin ...	234

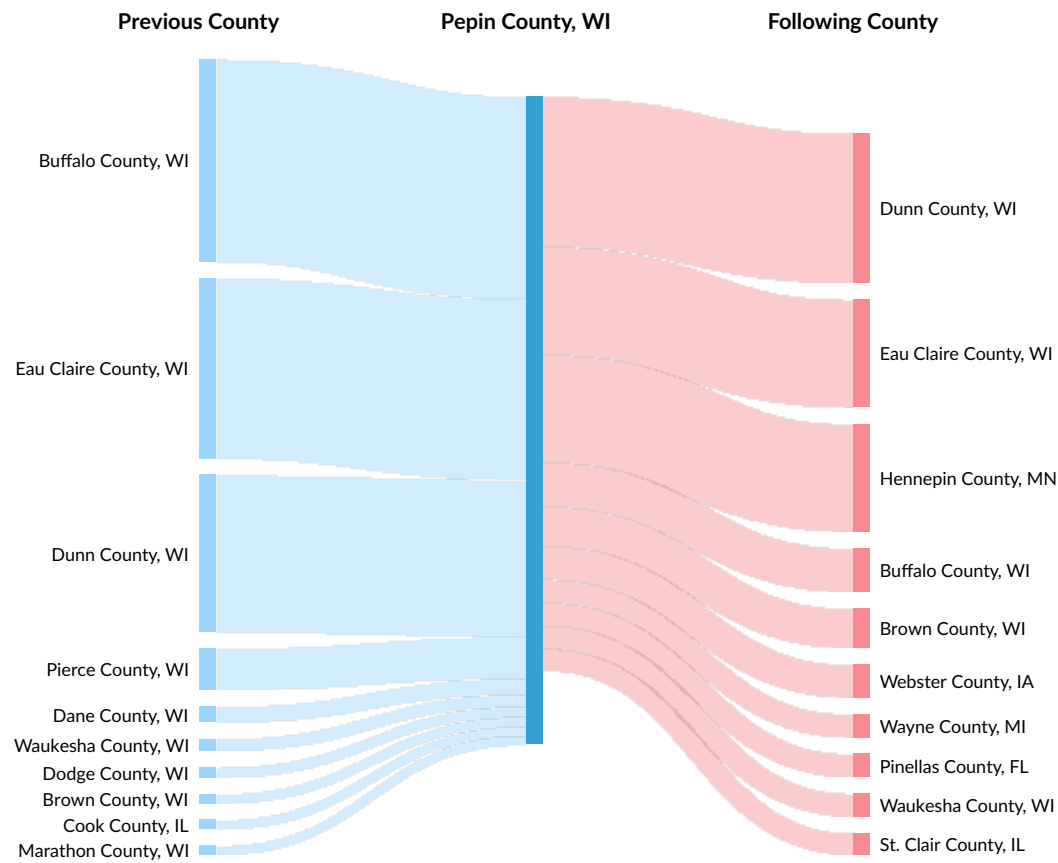
Where Talent Lives

ZIP	Name	2025 Workers
54736	Durand, WI (in Pepin co...	2,431
54759	Pepin, WI (in Pepin coun...	773
54721	Arkansaw, WI (in Pepin ...	729
54769	Stockholm, WI (in Pepin...	374

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 2023, 56 people have migrated from Buffalo County, WI to Pepin County, WI. In the same year, 42 people left Pepin County, WI migrating to Dunn County, WI. The total Net Migration for Pepin County, WI in 2023 was 57.

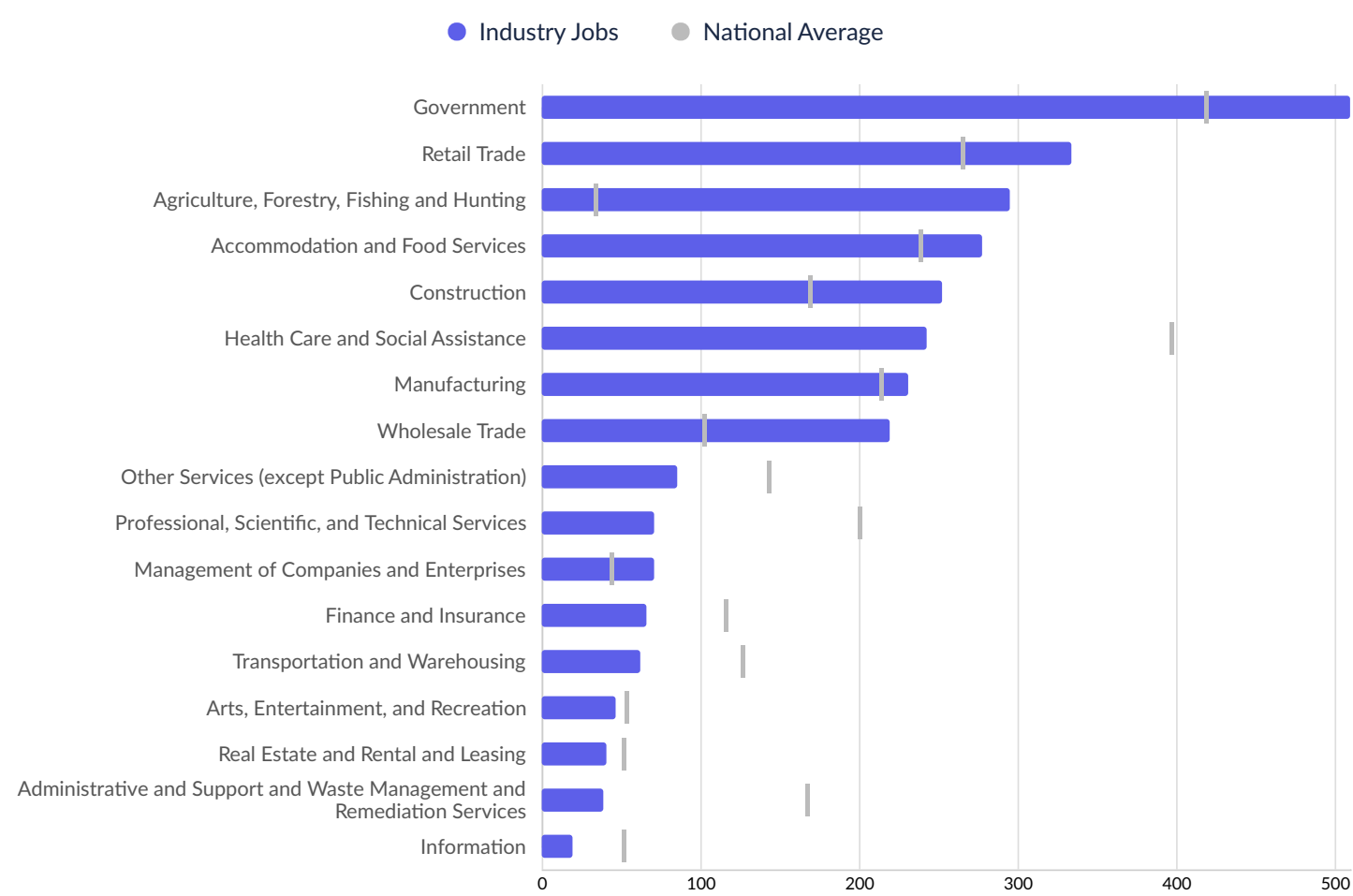


Top Previous Counties	Migrations
Buffalo County, WI	56
Eau Claire County, WI	50
Dunn County, WI	44
Pierce County, WI	12
Dane County, WI	4
Waukesha County, WI	3

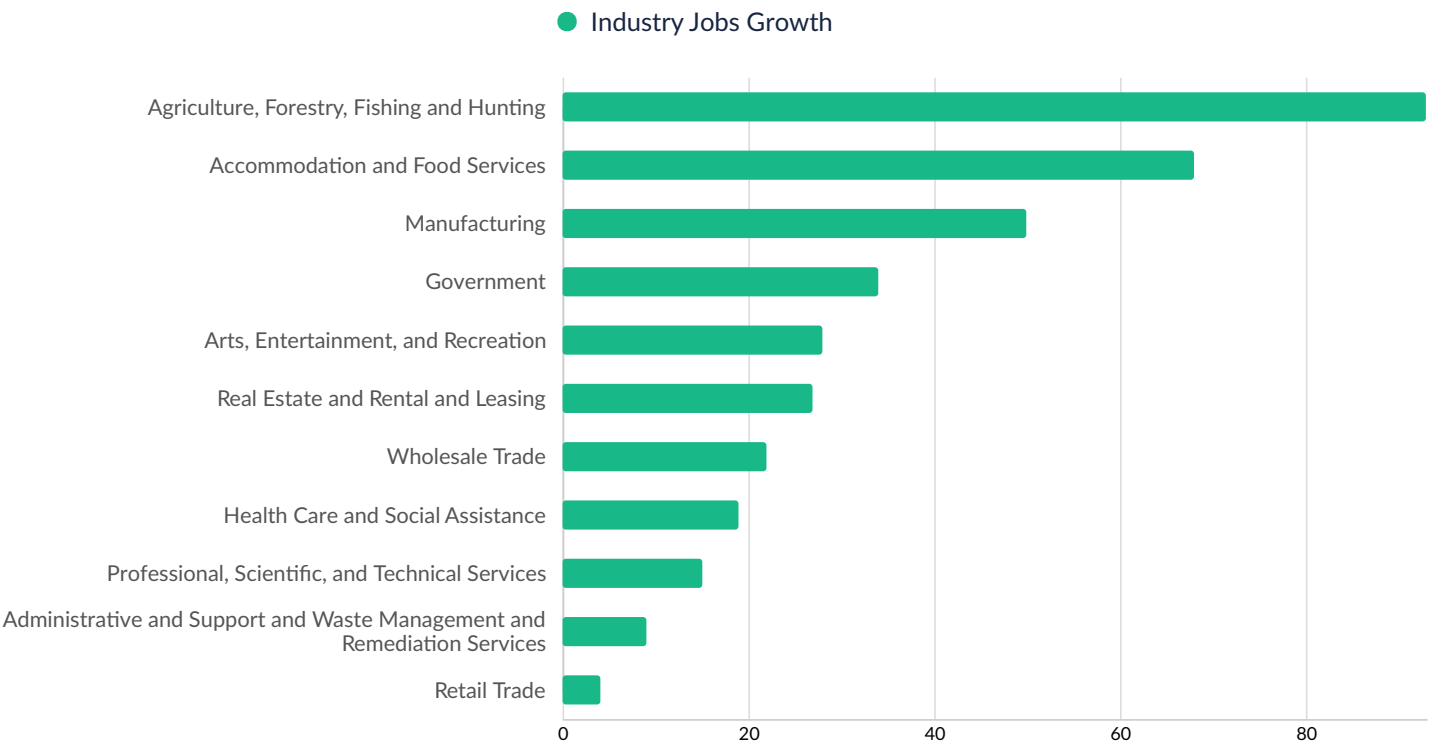
Top Previous Counties	Migrations
Dodge County, WI	3
Brown County, WI	3
Cook County, IL	3
Marathon County, WI	3
Wood County, WI	3
Winnebago County, WI	3
Rock County, WI	2
St. Charles County, MO	2
Milwaukee County, WI	2
Top Following Counties	Migrations
Dunn County, WI	42
Eau Claire County, WI	30
Hennepin County, MN	30
Buffalo County, WI	12
Brown County, WI	11
Webster County, IA	9
Wayne County, MI	7
Pinellas County, FL	6
Waukesha County, WI	6
St. Clair County, IL	6
Ramsey County, MN	5
Sangamon County, IL	5
Adams County, WI	5
Marathon County, WI	4
Monroe County, IN	4

Industry Characteristics

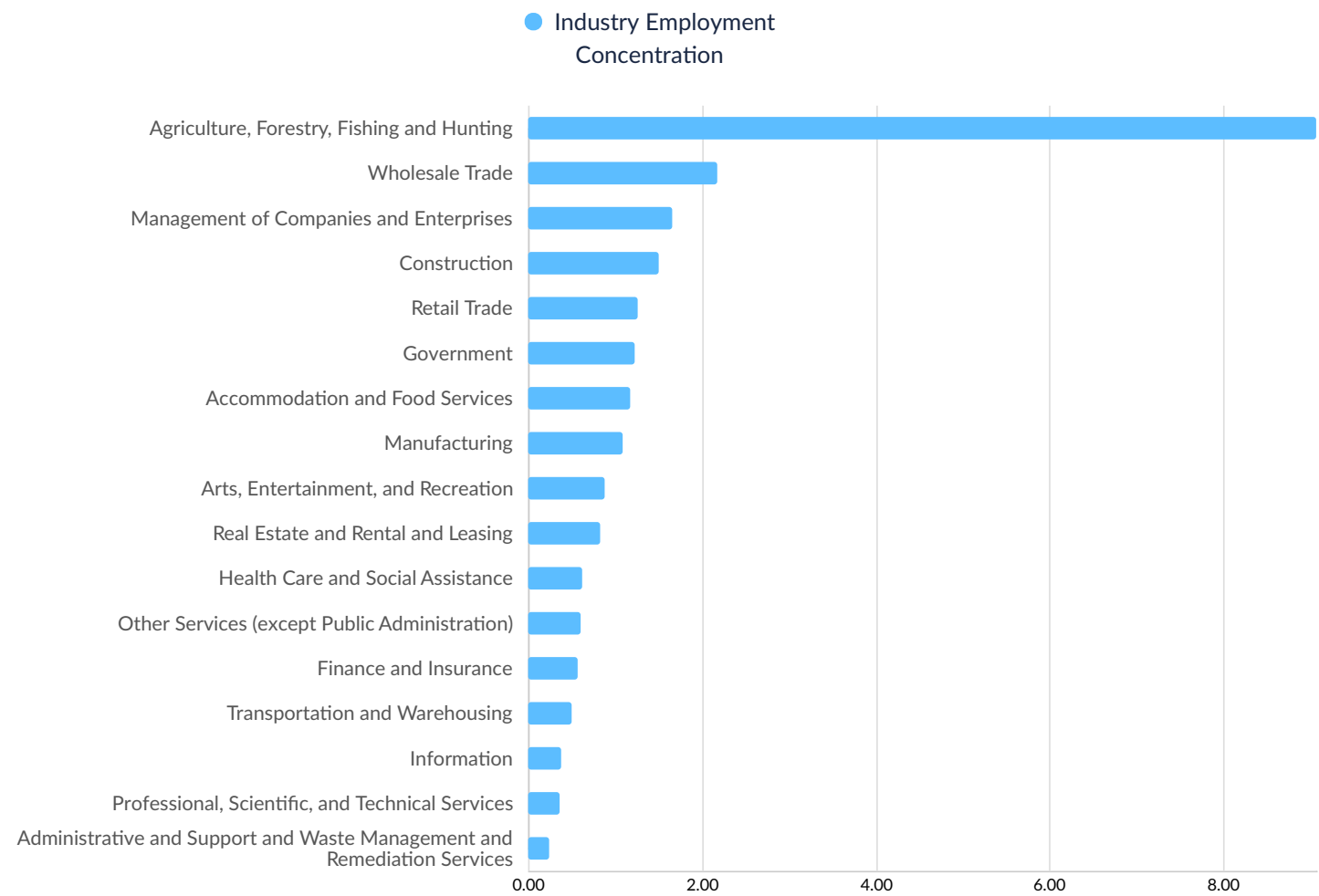
Largest Industries



Top Growing Industries

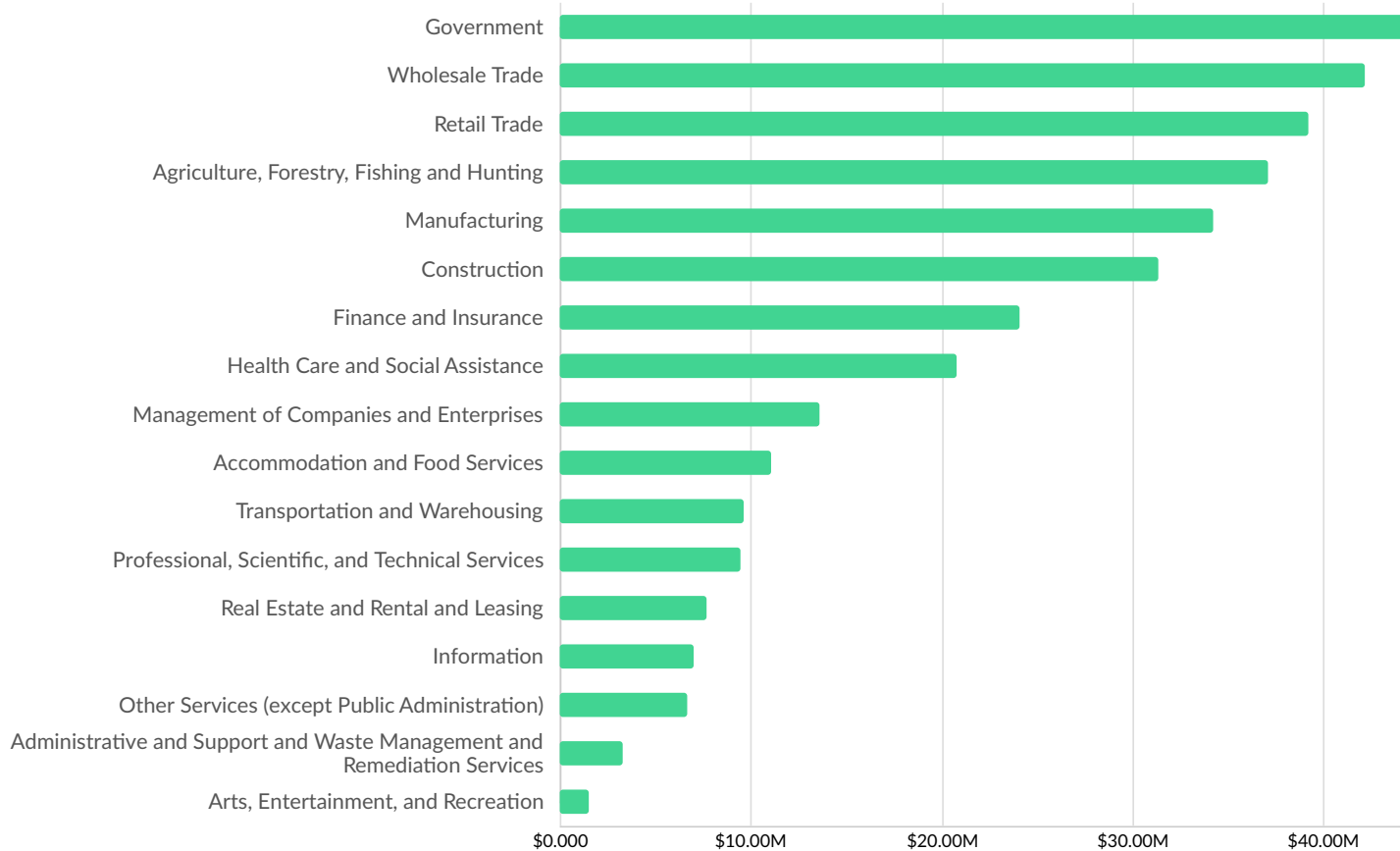


Top Industry Employment Concentration

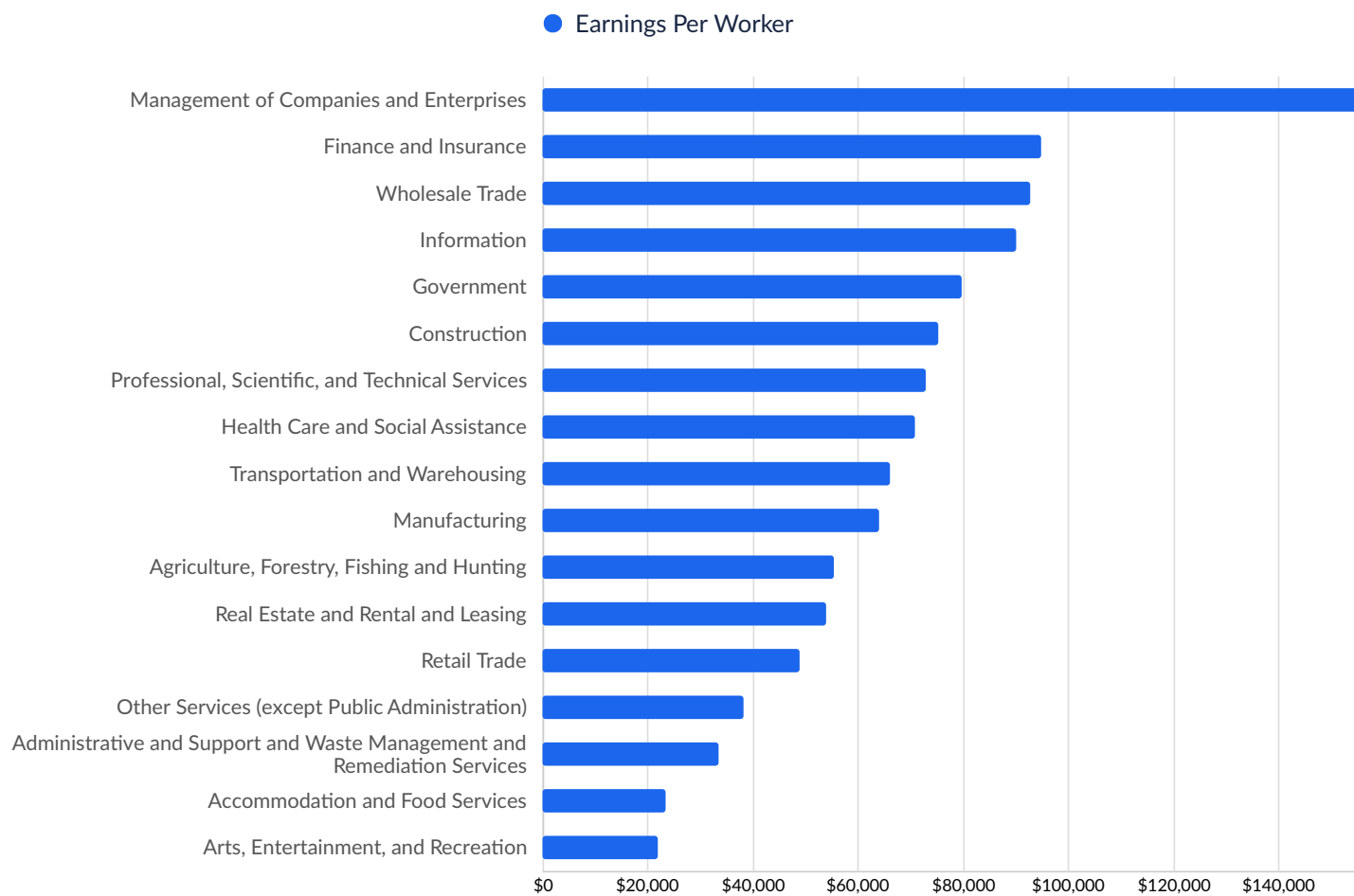


Top Industry GRP

● Gross Regional Product



Top Industry Earnings



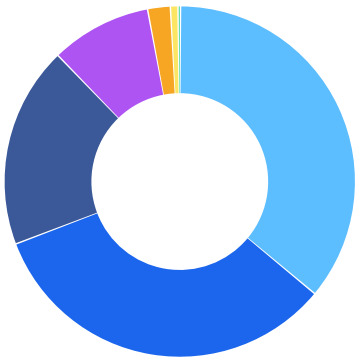
Business Characteristics

720 Companies Employ Your Workers

Online profiles for your workers mention 720 companies as employers, with the top 10 appearing below. In the last 12 months, 123 companies in Pepin County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Mayo Clinic	31 	Bauer Built	26 
N Tec	31 	Komro Sales & Service	23 
Bauer Built	24 	AdventHealth	21 
Security Financial Bank	22 	Amazon	20 
Marten Transport	16 	Pepin County Site	16 
Durand School District	13 	Dick's Rv	14 
Pepin County Site	13 	Double J Transport	11 
Komro Sales & Service	11 	Club Ten	9 
Countryside Cooperative	10 	Kwik Trip	9 
AdventHealth	9 	Villa Bellezza Winery & Vineyards	8 

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

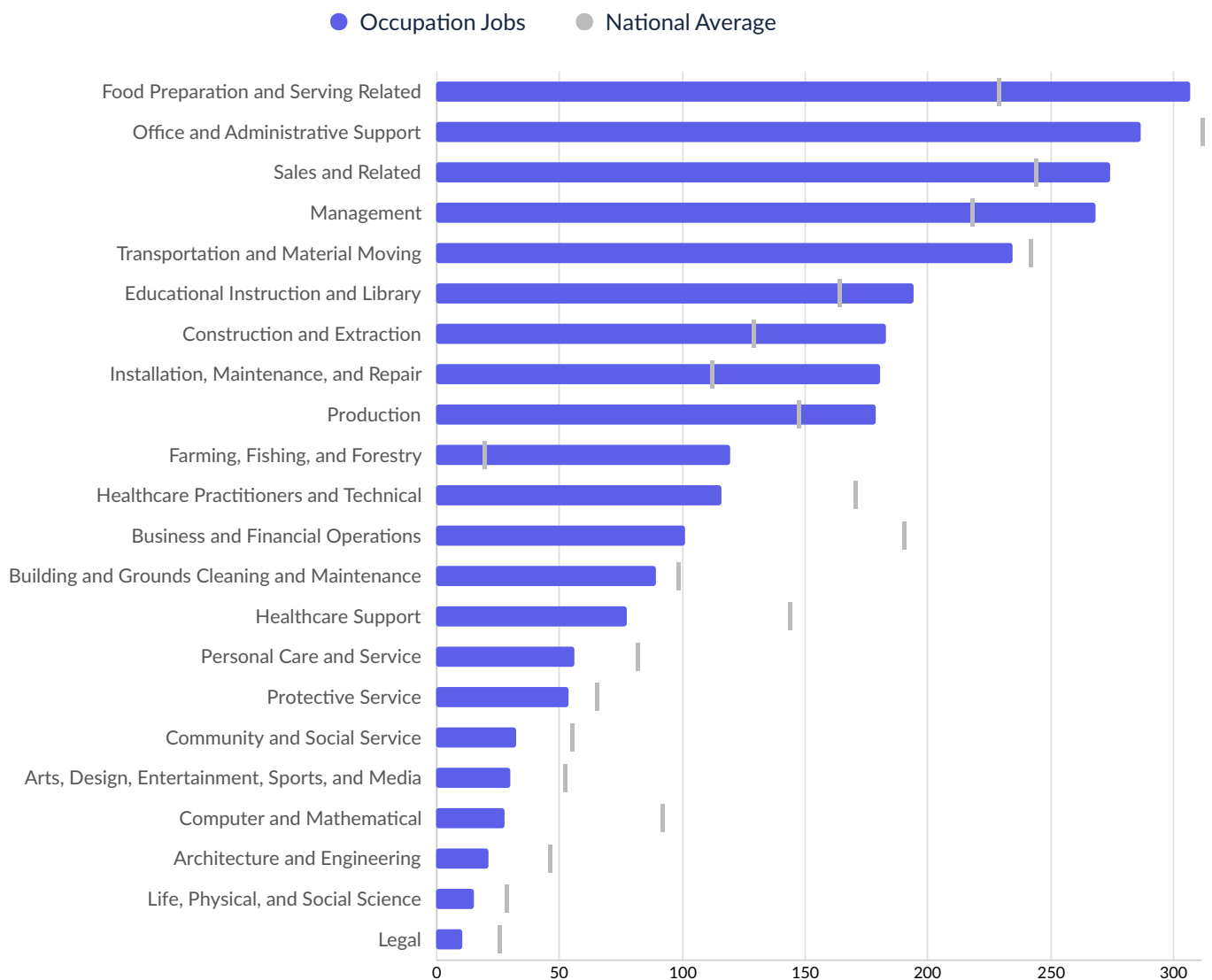
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Layoff Activity (Reported WARN Notices)

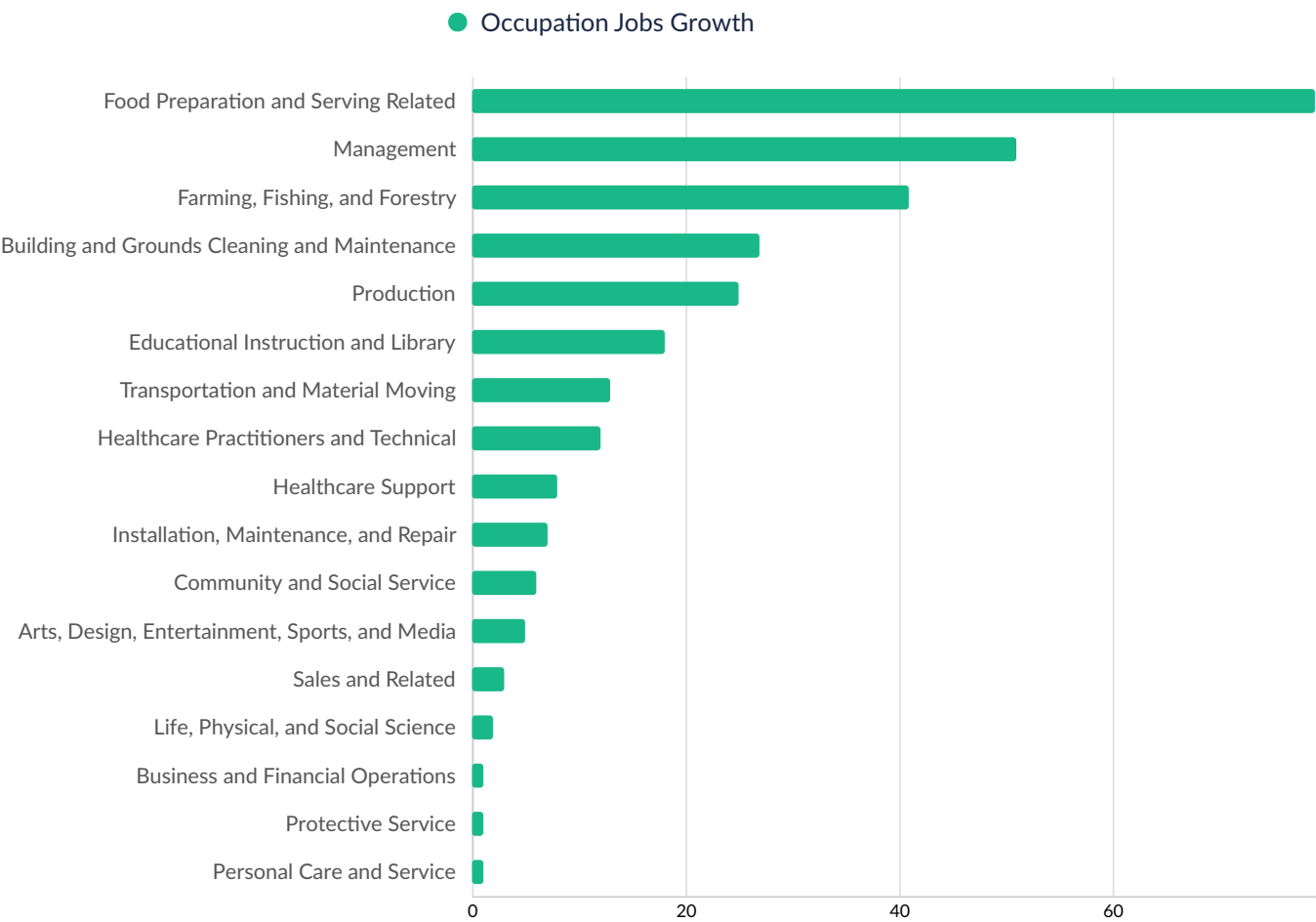
No WARN layoff events were found for the selected region and time period.

Workforce Characteristics

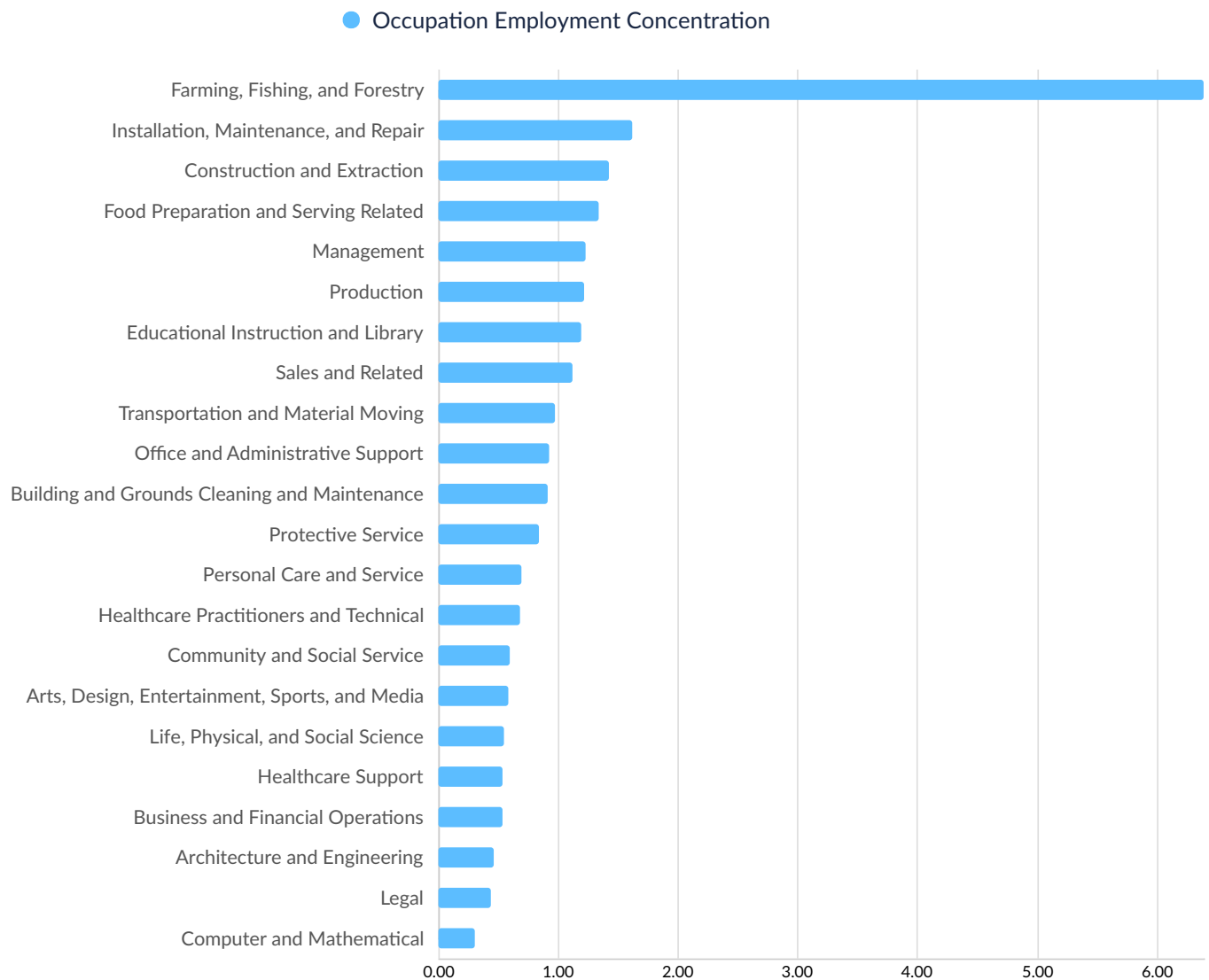
Largest Occupations



Top Growing Occupations



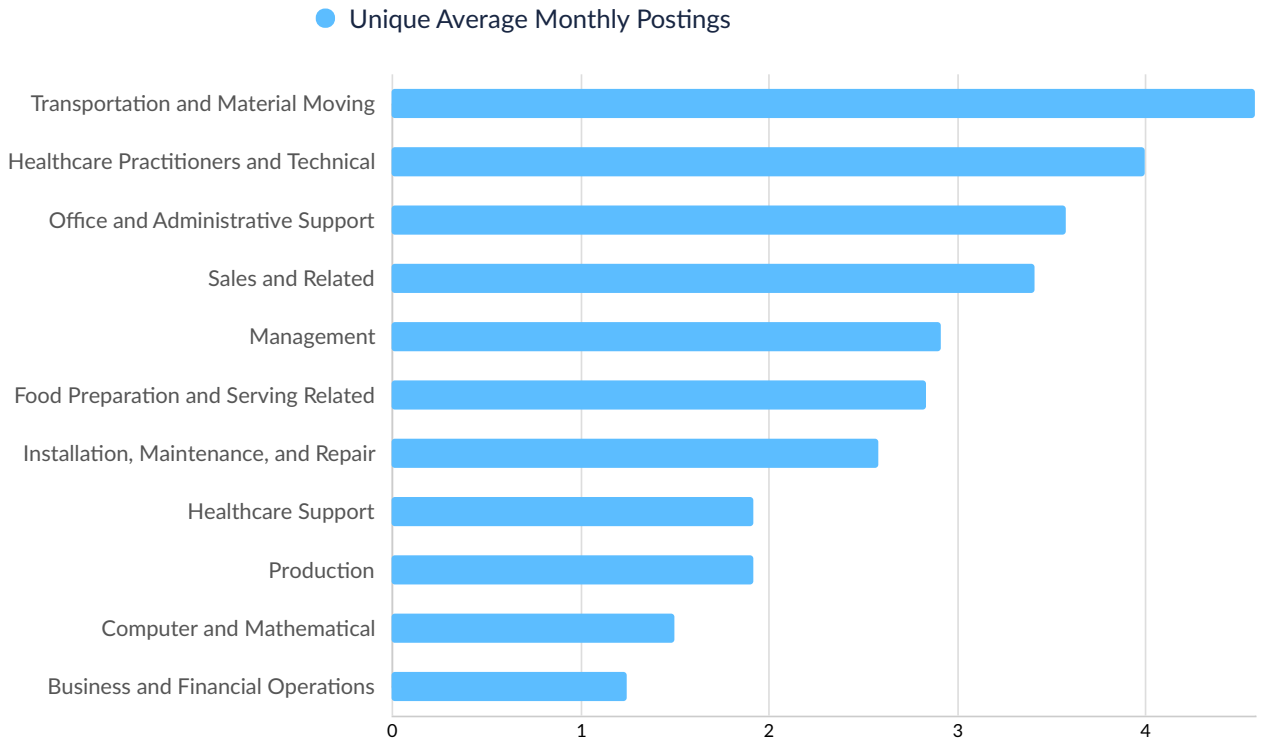
Top Occupation Employment Concentration



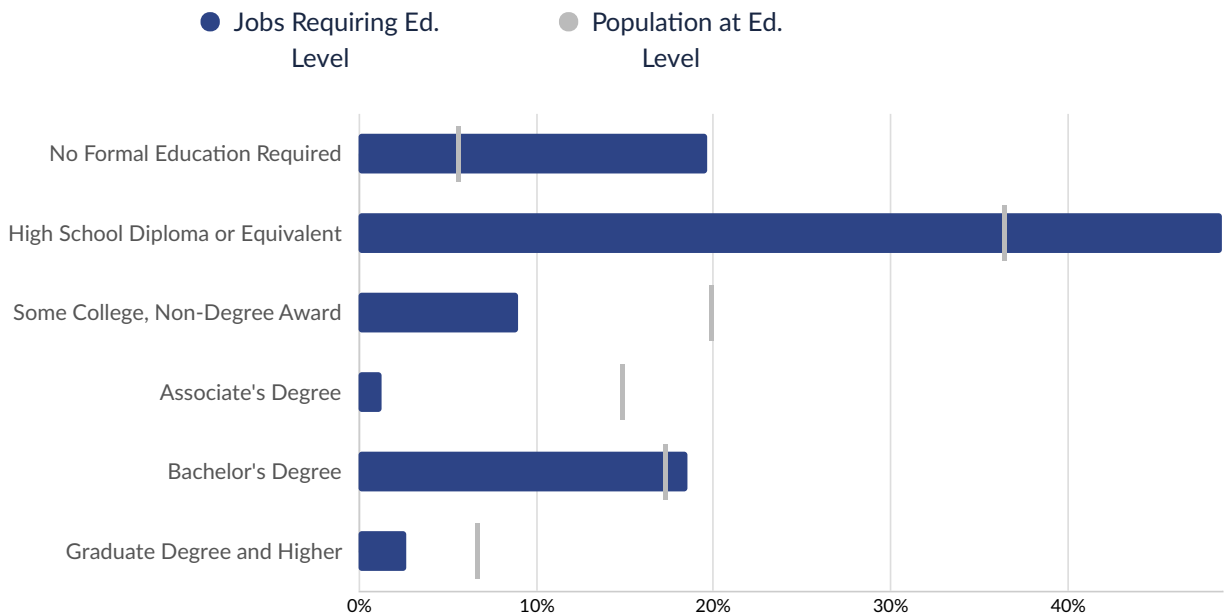
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

