Economy Overview of 14 Counties in Southwest Wisconsin, Southeast Minnesota and Northeast Iowa

Presented Through Economic Modeling Specialists Internatioanl Software.

Counties Selected

19005	Allamakee County, IA
19043	Clayton County, IA
27055	Houston County, MN
27169	Winona County, MN
55011	Buffalo County, WI
55023	Crawford County, WI
55043	Grant County, WI
55053	Jackson County, WI
55057	Juneau County, WI
55063	La Crosse County, WI
55081	Monroe County, WI
55103	Richland County, WI
55121	Trempealeau County, WI
55123	Vernon County, WI

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Parameters

Regions

14 items selected. See Appendix A for details.

Timeframe

2004 - 2014

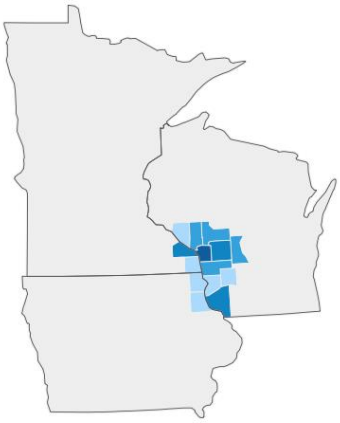
Datarun

2015.1 – QCEW Employees, Non-QCEW Employees, Self-Employed, and Extended Proprietors

Disclaimer

This information you requested is provided by the Mississippi River Regional Planning Commission (MRRPC) through an economic modeling software contract with Economic Modeling Specialists International (EMSI). EMSI is an economic analysis firm that provides data useful in the strategic planning and impact assessment to educational institutions, workforce development boards, and economic development organizations. It allows users to analyze economies, conduct input-output analysis to better understand the impacts of an industry's expansion or contraction or simulate the effects an event will have on other businesses and industries. The data, reports, forecasts, and/or services provided by EMSI are generated using government data and proprietary processes. EMSI uses estimates when there are missing data points, and such estimates are subject to varying degrees of error. EMSI's data, reports, forecasts, and services may differ significantly from actual outcomes and are provided "as is" without warranty for a particular purpose or project. As such MRRPC makes no warranty or representation as to the accuracy, usefulness or reliability of the EMSI information being provided to you. Furthermore the MRRPC shall assume no liabilities for any losses that may result from you using or not being able to use EMSI information or for any damages that may result from you using EMSI through the MRRPC.

Economy Overview



Population (2014)	473,395
Jobs (2014)	288,827
Average Earnings (2014)	$40,178
Unemployed (2/2015)	11,728
Completions (2013)	11,883
GRP (2013)	$18,430,656,038
Exports (2013)	$29,390,073,924
Imports (2013)	$29,996,845,728

Population

473,395	1.6%
2014 Population	**Population Growth for the Last 5 Years**
3.3% of State	State Growth 2.5%

Age Group	2014 Population	% of Population
Under 5 years	27,546	5.8%
5 to 9 years	29,178	6.2%
10 to 14 years	29,034	6.1%
15 to 19 years	33,347	7.0%
20 to 24 years	39,471	8.3%
25 to 29 years	27,318	5.8%
30 to 34 years	28,003	5.9%
35 to 39 years	24,355	5.1%
40 to 44 years	25,925	5.5%
45 to 49 years	29,245	6.2%
50 to 54 years	34,275	7.2%
55 to 59 years	35,063	7.4%
60 to 64 years	31,135	6.6%
65 to 69 years	24,747	5.2%
70 to 74 years	18,619	3.9%
75 to 79 years	13,877	2.9%
80 to 84 years	10,679	2.3%
85 years and over	11,579	2.4%

Jobs by Industry

288,827	54.0%	46.0%
Total Jobs (2014)	**Male**	**Female**
	(National: 52.7%)	(National: 47.3%)

NAICS	Industry	2014 Jobs
11	Crop and Animal Production	23,793
21	Mining, Quarrying, and Oil and Gas Extraction	1,046
22	Utilities	1,192
23	Construction	14,012
31	Manufacturing	37,907
42	Wholesale Trade	8,852
44	Retail Trade	31,199
48	Transportation and Warehousing	12,988
51	Information	3,123
52	Finance and Insurance	11,820
53	Real Estate and Rental and Leasing	7,824
54	Professional, Scientific, and Technical Services	7,565
55	Management of Companies and Enterprises	3,388
56	Administrative and Support and Waste Management and Remediation Services	9,346
61	Educational Services	4,517
62	Health Care and Social Assistance	33,651
71	Arts, Entertainment, and Recreation	4,374
72	Accommodation and Food Services	19,061
81	Other Services (except Public Administration)	13,340
90	Government	39,823
99	Unclassified Industry	4

Average Earnings by Industry

$40,178

Avg. Earnings (2014)

75% of Nation Avg.

NAICS	Industry	Avg. Earnings (2014)
11	Crop and Animal Production	$26,992
21	Mining, Quarrying, and Oil and Gas Extraction	$57,451
22	Utilities	$107,562
23	Construction	$42,576
31	Manufacturing	$55,409
42	Wholesale Trade	$53,318
44	Retail Trade	$25,759
48	Transportation and Warehousing	$48,361
51	Information	$56,282
52	Finance and Insurance	$48,396
53	Real Estate and Rental and Leasing	$26,942
54	Professional, Scientific, and Technical Services	$36,324
55	Management of Companies and Enterprises	$65,022
56	Administrative and Support and Waste Management and Remediation Services	$24,810
61	Educational Services	$29,520
62	Health Care and Social Assistance	$47,564
71	Arts, Entertainment, and Recreation	$16,037
72	Accommodation and Food Services	$14,260
81	Other Services (except Public Administration)	$20,331
90	Government	$53,744
99	Unclassified Industry	$41,457

Unemployment by Industry

11,728

Total Unemployment (2/2015)

NAICS	Industry	Unemployed (2/2015)	% of Regional Unemployment
11	Crop and Animal Production	223	2%
21	Mining, Quarrying, and Oil and Gas Extraction	247	2%
22	Utilities	62	1%
23	Construction	2,107	18%
31	Manufacturing	1,713	15%
42	Wholesale Trade	221	2%
44	Retail Trade	1,179	10%
48	Transportation and Warehousing	618	5%
51	Information	57	0%
52	Finance and Insurance	114	1%
53	Real Estate and Rental and Leasing	62	1%
54	Professional, Scientific, and Technical Services	110	1%
55	Management of Companies and Enterprises	30	0%
56	Administrative and Support and Waste Management and Remediation Services	647	6%
61	Educational Services	95	1%
62	Health Care and Social Assistance	591	5%
71	Arts, Entertainment, and Recreation	196	2%
72	Accommodation and Food Services	879	7%
81	Other Services (except Public Administration)	215	2%
90	Government	1,035	9%
99	No Previous Work Experience/Unspecified	1,328	11%

Top Program Completions

CIP	Program	Completions (2013)
51	Health professions and related programs	2,910
52	Business, management, marketing, and related support services	1,935
13	Education	1,908
26	Biological and biomedical sciences	511
42	Psychology	468
43	Homeland security, law enforcement, firefighting and related protective services	440
31	Parks, recreation, leisure, and fitness studies	437
14	Engineering	356
45	Social sciences	323
11	Computer and information sciences and support services	234

Gross Regional Product (GRP)

$11,377,390,146	$5,800,070,722	$1,253,195,170	$18,430,656,038
Earnings (2013)	Property Income (2013)	Taxes on Production (2013)	Total GRP (2013)

NAICS	Industry	GRP (2013)	% of Total
11	Crop and Animal Production	$1,275,536,563.07	7%
21	Mining, Quarrying, and Oil and Gas Extraction	$135,666,451.11	1%
22	Utilities	$439,554,643.42	2%
23	Construction	$741,628,467.24	4%
31	Manufacturing	$3,391,283,625.27	18%
42	Wholesale Trade	$971,221,124.62	5%
44	Retail Trade	$1,173,040,080.54	6%
48	Transportation and Warehousing	$780,846,064.75	4%
51	Information	$472,773,000.38	3%
52	Finance and Insurance	$917,896,868.52	5%
53	Real Estate and Rental and Leasing	$855,281,097.31	5%
54	Professional, Scientific, and Technical Services	$320,290,339.89	2%
55	Management of Companies and Enterprises	$260,654,186.86	1%
56	Administrative and Support and Waste Management and Remediation	$319,329,185.02	2%

NAICS	Industry	GRP (2013)	% of Total
	Services		
61	Educational Services	$151,223,911.10	1%
62	Health Care and Social Assistance	$1,696,370,076.43	9%
71	Arts, Entertainment, and Recreation	$104,213,815.30	1%
72	Accommodation and Food Services	$376,937,814.99	2%
81	Other Services (except Public Administration)	$306,284,581.27	2%
90	Government	$2,482,235,175.46	13%
	Other Non-Industries	$1,258,388,965.47	7%

Region Exports

$29,390,073,923.86

Exports (2013)

73% of Supply

NAICS	Industry	Exports (2013)
11	Crop and Animal Production	$2,937,834,058.80
21	Mining, Quarrying, and Oil and Gas Extraction	$169,971,125.06
22	Utilities	$440,020,988.15
23	Construction	$716,356,353.55
31	Manufacturing	$9,813,074,613.11
42	Wholesale Trade	$1,080,940,824.39
44	Retail Trade	$1,025,394,045.96
48	Transportation and Warehousing	$1,331,195,876.39
51	Information	$462,888,538.99
52	Finance and Insurance	$838,381,773.28
53	Real Estate and Rental and Leasing	$661,459,640.75
54	Professional, Scientific, and Technical Services	$180,901,045.78
55	Management of Companies and Enterprises	$375,044,014.18
56	Administrative and Support and Waste Management and Remediation Services	$255,441,867.70
61	Educational Services	$149,131,570.83
62	Health Care and Social Assistance	$1,733,236,107.50

NAICS	Industry	Exports (2013)
71	Arts, Entertainment, and Recreation	$96,758,917.88
72	Accommodation and Food Services	$323,159,896.30
81	Other Services (except Public Administration)	$246,509,140.41
90	Government	$6,552,373,524.86

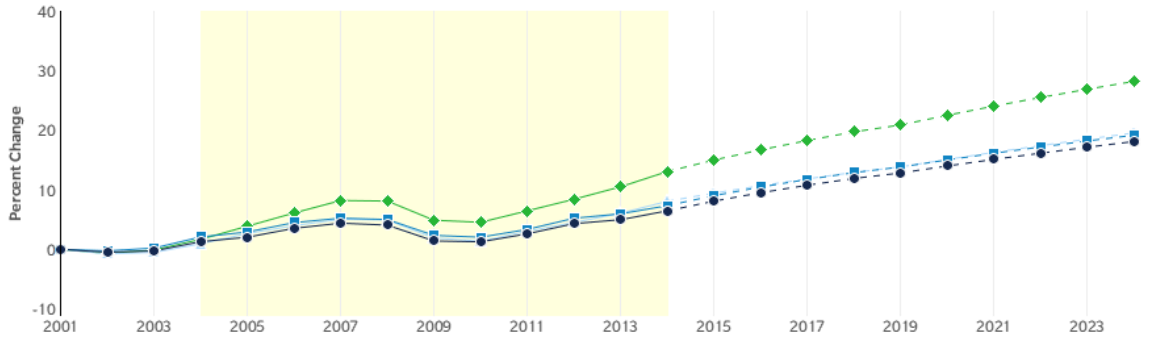
Region Imports

$29,996,845,727.9	$10,912,760,582.0
Imports (2013)	**Locally Produced & Consumed (2013)**
73% of Demand	27% of Demand

NAICS	Industry	Imports (2013)
11	Crop and Animal Production	$1,784,854,974.78
21	Mining, Quarrying, and Oil and Gas Extraction	$332,532,679.27
22	Utilities	$298,629,269.07
23	Construction	$800,521,665.09
31	Manufacturing	$6,799,707,706.23
42	Wholesale Trade	$1,660,846,980.61
44	Retail Trade	$866,124,215.47
48	Transportation and Warehousing	$904,455,555.07
51	Information	$1,050,043,981.82
52	Finance and Insurance	$1,737,527,872.73
53	Real Estate and Rental and Leasing	$1,397,515,796.94
54	Professional, Scientific, and Technical Services	$1,460,143,847.98
55	Management of Companies and Enterprises	$517,968,136.06
56	Administrative and Support and Waste Management and Remediation Services	$520,853,990.91
61	Educational Services	$284,582,514.44
62	Health Care and Social Assistance	$1,249,624,623.46

NAICS	Industry	Imports (2013)
71	Arts, Entertainment, and Recreation	$230,277,340.98
72	Accommodation and Food Services	$572,057,592.01
81	Other Services (except Public Administration)	$345,435,379.10
90	Government	$7,183,141,605.85

Regional Trends



	Region	2004 Jobs	2014 Jobs	% Change
●	Region	274,755	288,827	5.1%
●	Greater La Crosse Area Commuter Shed Region	220,308	231,694	5.2%
●	State	8,655,808	9,268,741	7.1%
●	Nation	168,247,193	187,132,062	11.2%

Growing & Declining Occupations

Occupation	Change in Jobs (2004-2014)
Real Estate Sales Agents	1,302
Registered Nurses	1,294
Personal Care Aides	950
Construction Managers	-286
Tellers	-288
Childcare Workers	-307

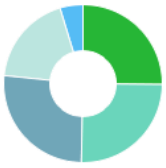
Growing & Declining Industries

Industry	Change in Jobs (2004-2014)
Animal Production and Aquaculture	3,056
General Medical and Surgical Hospitals	2,917
Warehouse Clubs and Supercenters	1,404
Discount Department Stores	-1,968
Crop Production	-1,969
Local Government, Excluding Education and Hospitals	-2,194

2014 Educational Attainment

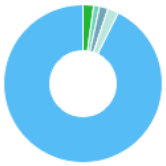
	Education Level	2014 Population	2014 Percent
●	Less Than 9th Grade	13,447	4.3%
●	9th Grade to 12th Grade	18,592	5.9%
●	High School Diploma	116,231	36.9%
●	Some College	65,593	20.8%
●	Associate's Degree	33,841	10.7%
●	Bachelor's Degree	44,759	14.2%
●	Graduate Degree and Higher	22,356	7.1%

2014 Age Demographics



	Age	2014 Population	2014 Percent
●	Under 20 years	119,104	25.2%
●	20 to 39 years	119,146	25.2%
●	40 to 59 years	124,508	26.3%
●	60 to 79 years	88,378	18.7%
●	80 years and over	22,258	4.7%

2014 Race Demographics



	Race	2014 Population	2014 Percent
●	All Other Races	10,335	2.2%
●	Black, Non-Hispanic	5,632	1.2%
●	Asian, Non-Hispanic	8,234	1.7%
●	White, Hispanic	10,540	2.2%
●	White, Non-Hispanic	438,654	92.7%

Top Regional Businesses

Business Name	Local Employees
Ashley Furniture Industries, Inc.	1,024
Quillin's Iga	860
Walmart Supercenter	805
Centurytel Of Wisconsin, Llc	800
Cabela's, Inc.	764

Source: Equifax Business-Level Data

DISCLAIMER: Business Data by Equifax is third-party data provided by EMSI to its customers as a convenience, and EMSI does not endorse or warrant its accuracy or consistency with other published EMSI data.

Appendix A - Regions

Code	Description
19005	Allamakee County, IA
19043	Clayton County, IA
27055	Houston County, MN
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Appendix B - Data Sources and Calculations

Input-Output Data

The input-output model in this report is EMSI's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several EMSI in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, birth and mortality rates from the US Health Department, and projected regional job growth.

Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

State Data Sources

This report uses state data from the following agencies: Iowa Workforce Development; Minnesota Department of Employment and Economic Development; Wisconsin Department of Workforce Development, Bureau of Workforce Information

Occupation Data

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

Educational Attainment Data

EMSI's educational attainment numbers are based on EMSI's demographic data and the American Community Survey. By combining these sources, EMSI interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

Equifax Business-Level Data

Data for individual businesses is provided by Equifax (http://www.equifax.com/commercial/), which maintains a database of more than 20 million U.S. business entities. Note that in aggregate it will not be consistent with EMSI labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.