

**7 Rivers Region WI/MN/IA: Jackson, Oakdale, Riverland & Vernon Electric Service Territories (Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Pepin, Trempealeau & Vernon WI; Allamakee & Winneshiek IA; Houston & Winona MN)**

# Contents

Economy Overview .....	1
Historic & Projected Trends .....	3
Population Characteristics .....	7
Industry Characteristics .....	8
Business Characteristics .....	15
Workforce Characteristics .....	17
Educational Pipeline .....	24

## Economy Overview

**411,755**

**Population (2018)**

Population **grew by 999** over the last 5 years and is projected to **grow by 1,877** over the next 5 years.

**214,920**

**Jobs (2018)**

Jobs **grew by 4,321** over the last 5 years and are projected to **grow by 7,976** over the next 5 years.

**\$49.4K**

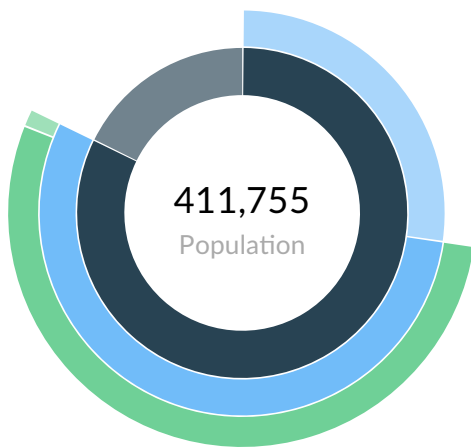
**Avg. Earnings Per Job (2018)**

Regional average earnings per job are **\$15.8K below** the national average earnings of \$65.1K per job.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	411,755	226,497	214,920	99.8	\$20.46B	\$28.17B	\$28.57B
State	14,579,772	7,930,915	8,037,823	99.9	\$885.94B	\$658.78B	\$780.40B
Nation	328,038,851	162,722,799	162,139,168	100.0	\$19.94T	\$0	\$8.59T

## Economy Overview - Cont.

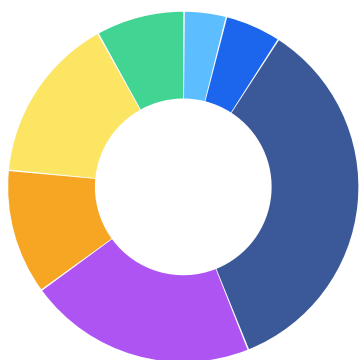
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	338,483
● Not in Labor Force (15+)	111,986
● Labor Force	226,497
● Employed	221,485
● Unemployed	5,012
● Under 15	73,272

### Educational Attainment

Concerning educational attainment, **15.4% of the selected regions' residents possess a Bachelor's Degree** (3.2% below the national average), and **11.5% hold an Associate's Degree** (3.5% above the national average).

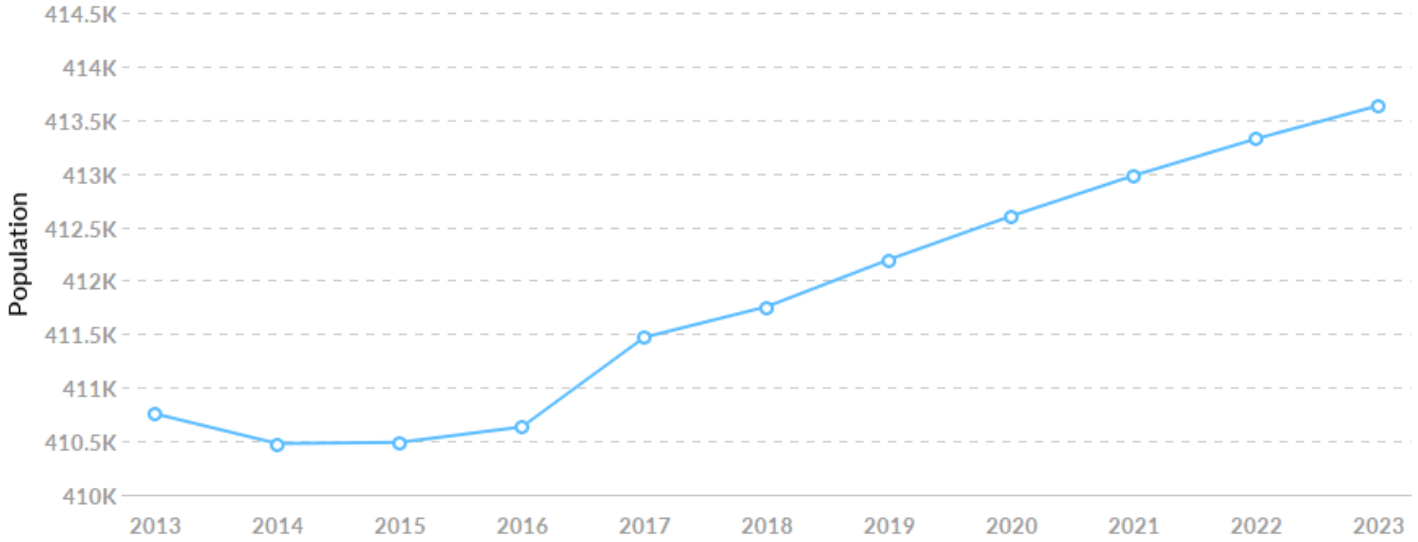


	% of Population	Population
● Less Than 9th Grade	3.9%	10,745
● 9th Grade to 12th Grade	5.2%	14,256
● High School Diploma	34.8%	96,086
● Some College	21.0%	58,043
● Associate's Degree	11.5%	31,819
● Bachelor's Degree	15.4%	42,562
● Graduate Degree and Higher	8.1%	22,458

# Historic & Projected Trends

## Population Trends

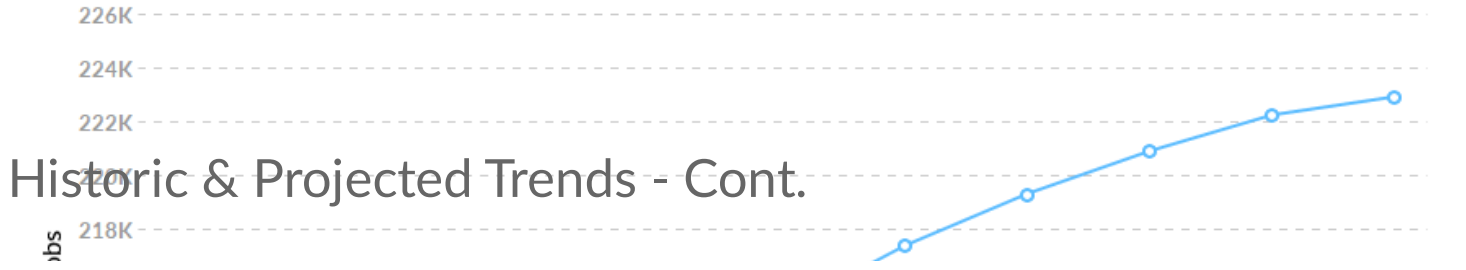
As of 2018 the region's population increased by 0.2% since 2013, growing by 999. Population is expected to increase by 0.5% between 2018 and 2023, adding 1,877.



Timeframe	Population
2013	410,756
2014	410,478
2015	410,489
2016	410,633
2017	411,469
2018	411,755
2019	412,195
2020	412,602
2021	412,979
2022	413,322
2023	413,632

## Job Trends

From 2013 to 2018, jobs **increased by 2.1%** in 7 Rivers Region WI/MN/IA: Jackson, Oakdale, Riverland & Vernon Electric Service Territories (Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Pepin, Trempealeau & Vernon WI; Allamakee & Winneshiek IA; Houston & Winona MN) from 210,599 to **214,920**. This change **fell short of the national growth rate of 7.8% by 5.7%**.

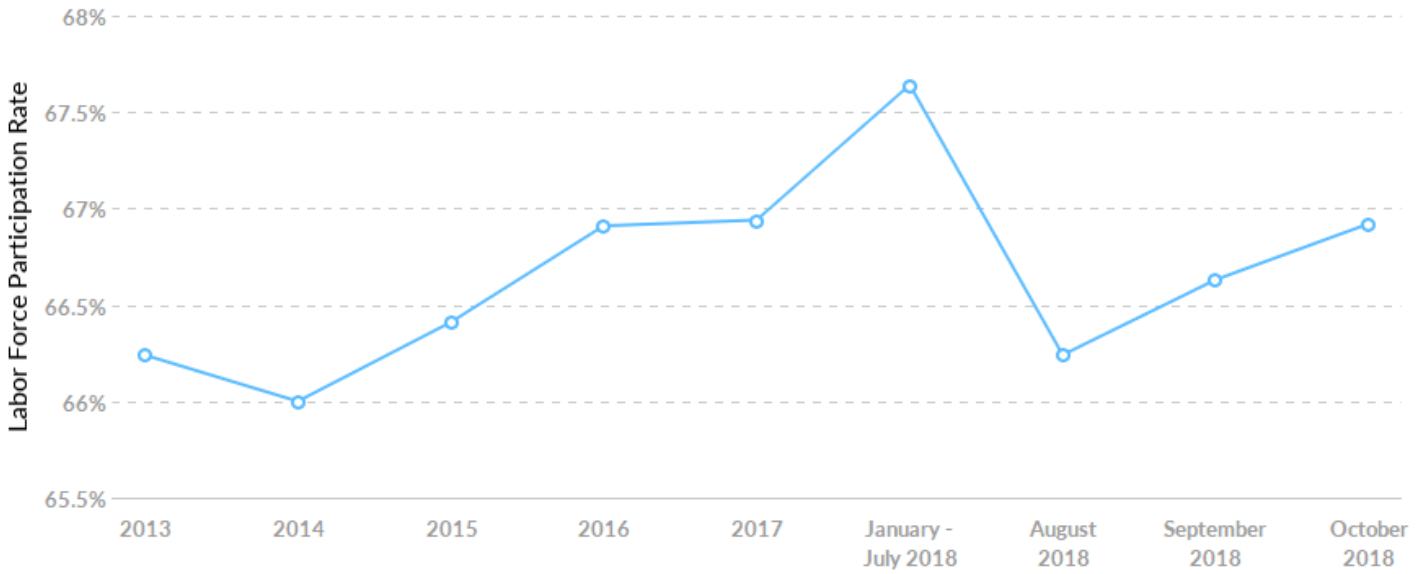


## Historic & Projected Trends - Cont.

Timeframe	Jobs
2013	210,599
2014	211,347
2015	213,352
2016	213,942
2017	214,614
2018	214,920
2019	217,340
2020	219,275
2021	220,870
2022	222,216
2023	222,895

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

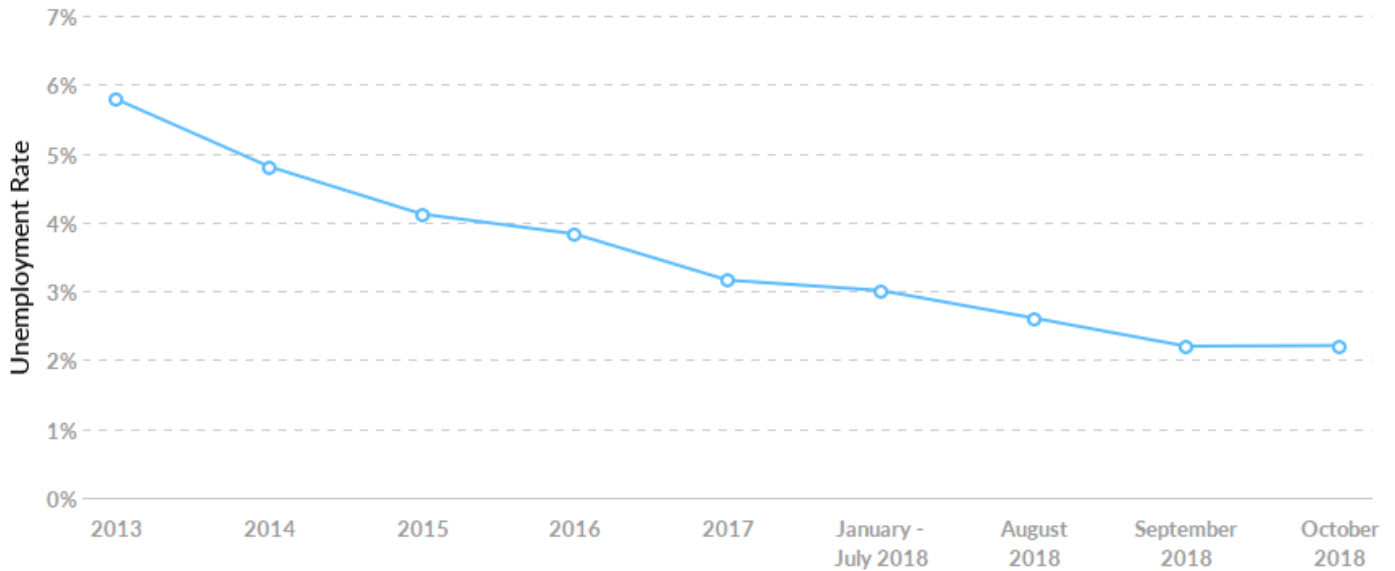


Timeframe	Labor Force Participation Rate
2013	66.24%
2014	66.00%
2015	66.41%
2016	66.91%
2017	66.94%
January - July 2018	67.64%
August 2018	66.24%
September 2018	66.63%
October 2018	66.92%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

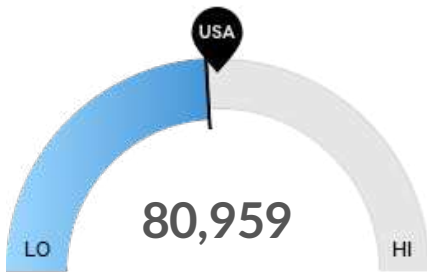
Your areas had an October 2018 unemployment rate of 2.21%, **decreasing from 5.79%** 5 years before.



Timeframe	Unemployment Rate
2013	5.79%
2014	4.81%
2015	4.12%
2016	3.83%
2017	3.16%
January - July 2018	3.01%
August 2018	2.61%
September 2018	2.20%
October 2018	2.21%

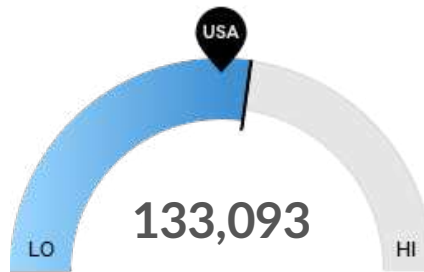


## Population Characteristics



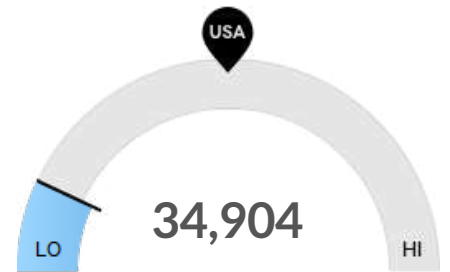
**Millennials**

Your area has 80,959 millennials (ages 20-34). The national average for an area this size is 85,221.



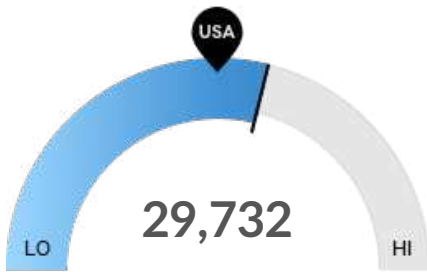
**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 117,299 people 55 or older, while there are 133,093 here.



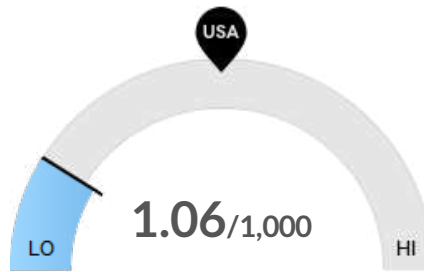
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 161,592 racially diverse people, while there are 34,904 here.



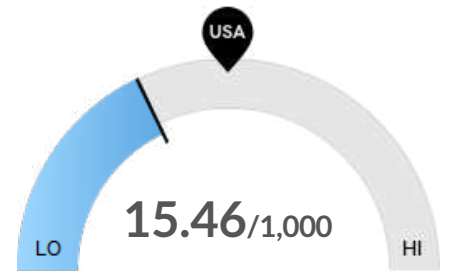
**Veterans**

Your area has 29,732 veterans. The national average for an area this size is 23,925.



**Violent Crime**

Your area has 1.06 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.

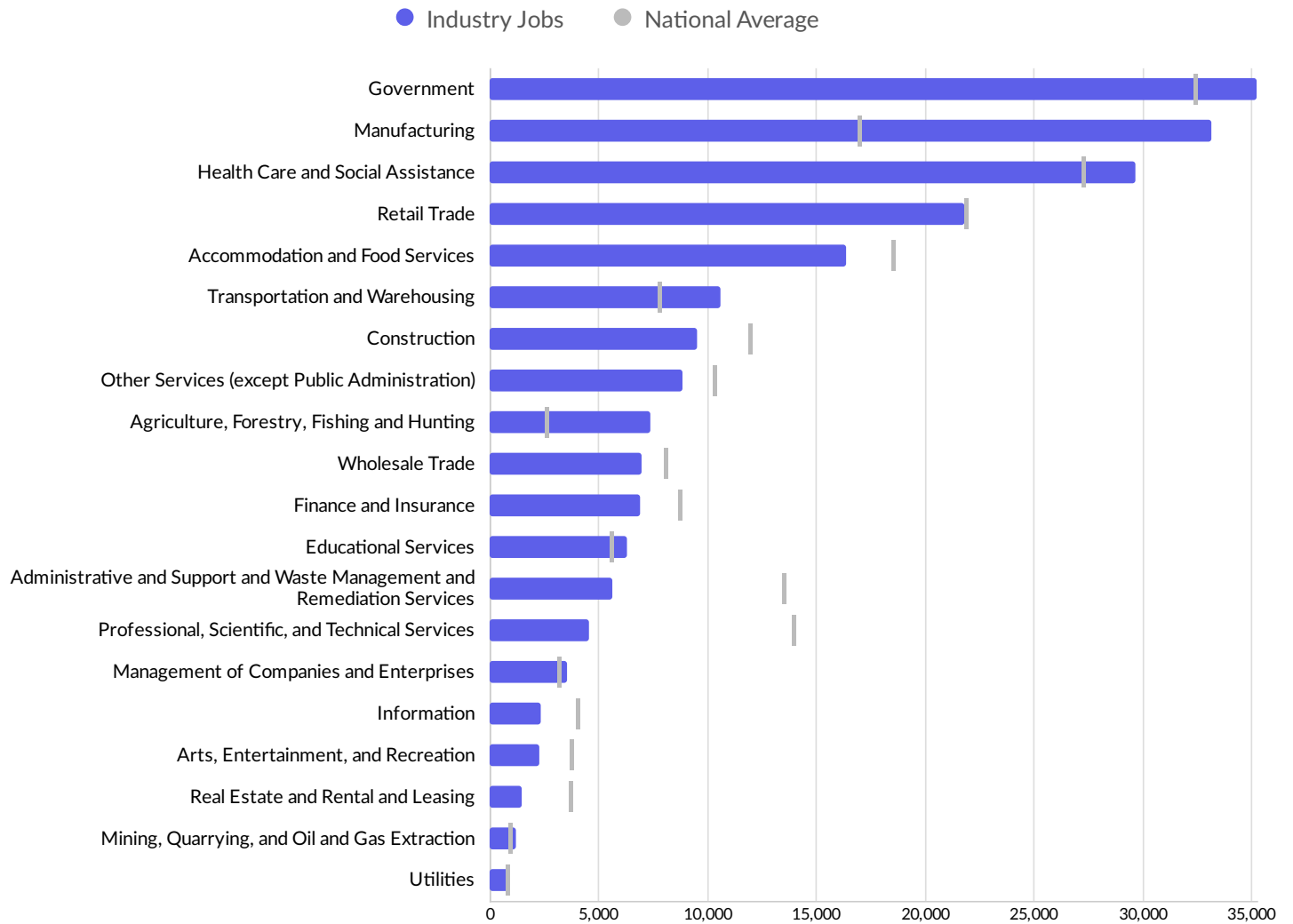


**Property Crime**

Your area has 15.46 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

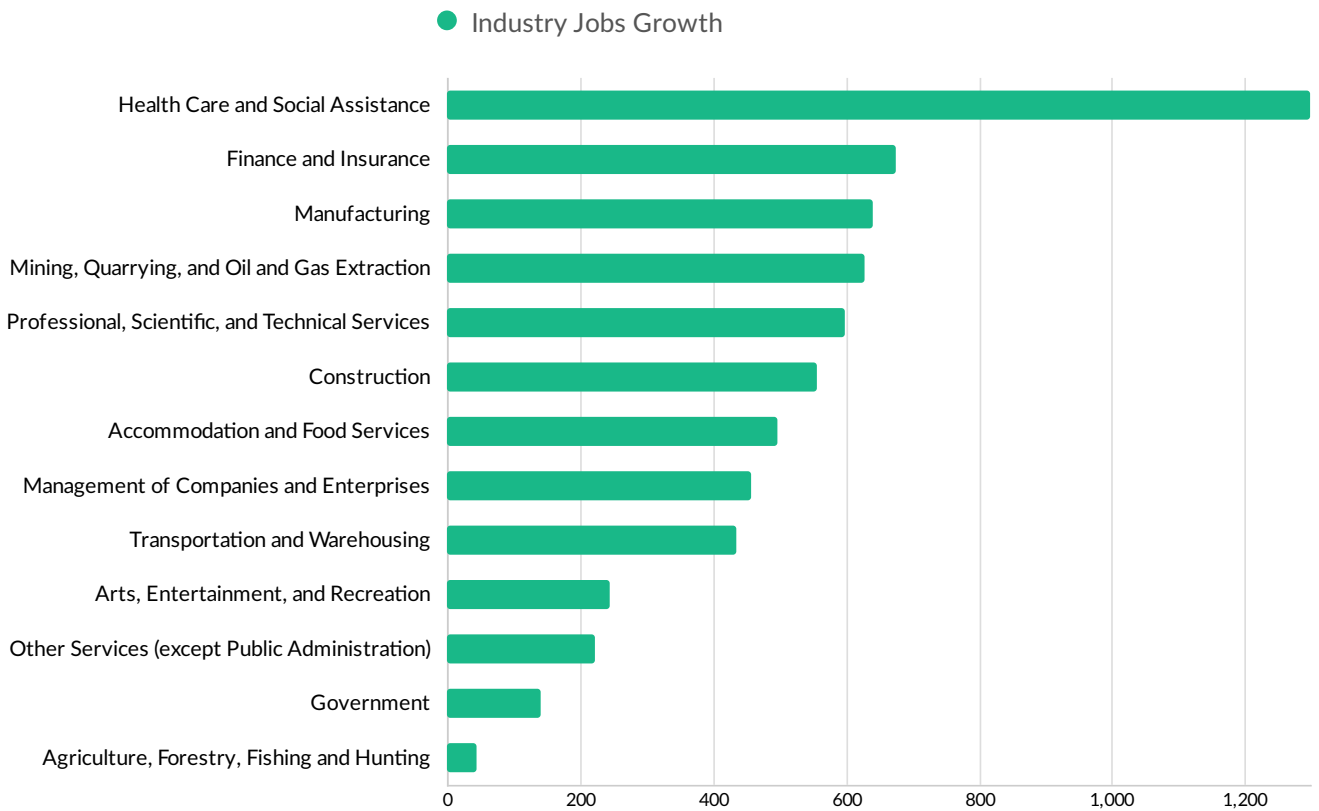
# Industry Characteristics

## Largest Industries



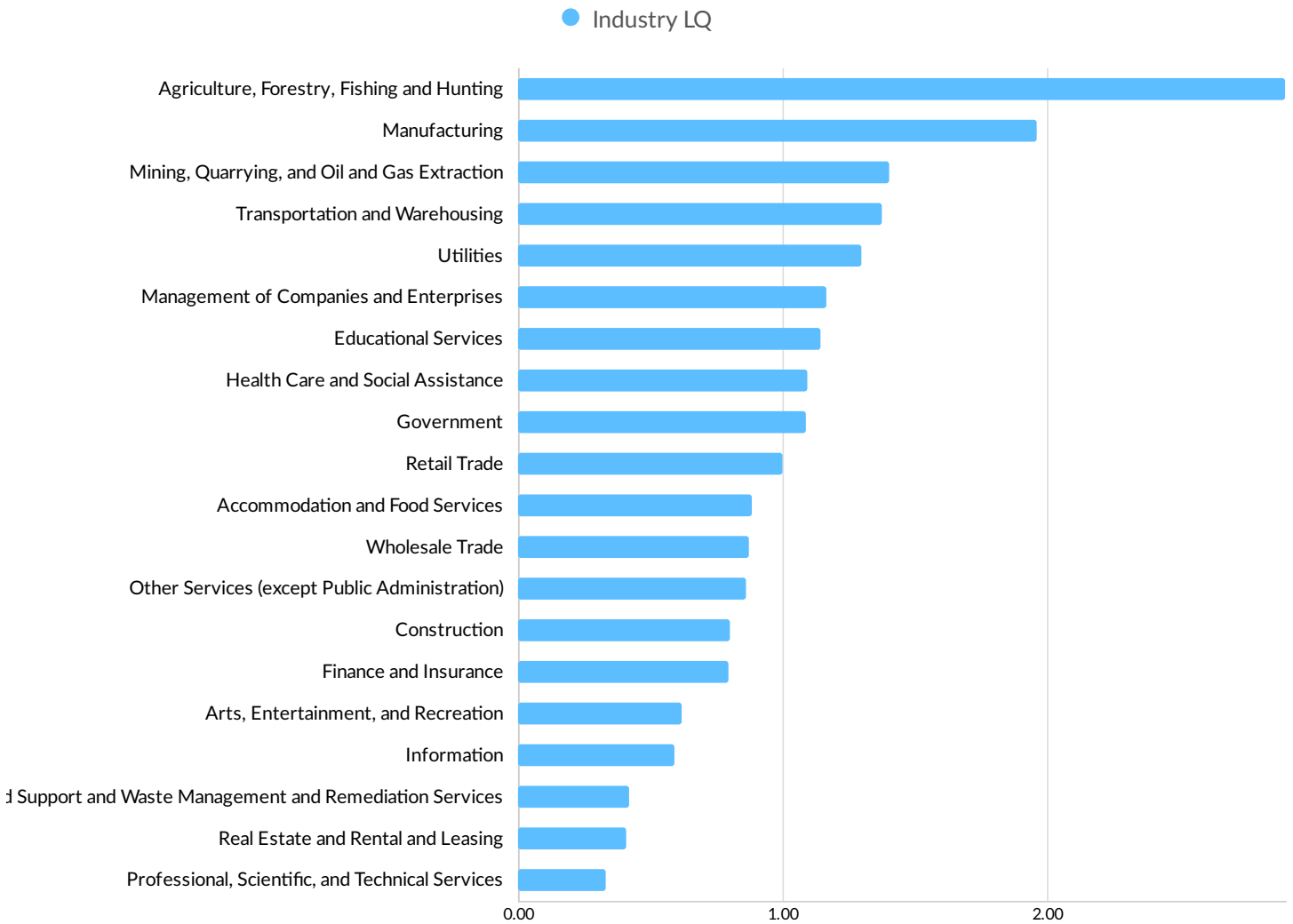
# Industry Characteristics - Cont.

## Top Growing Industries



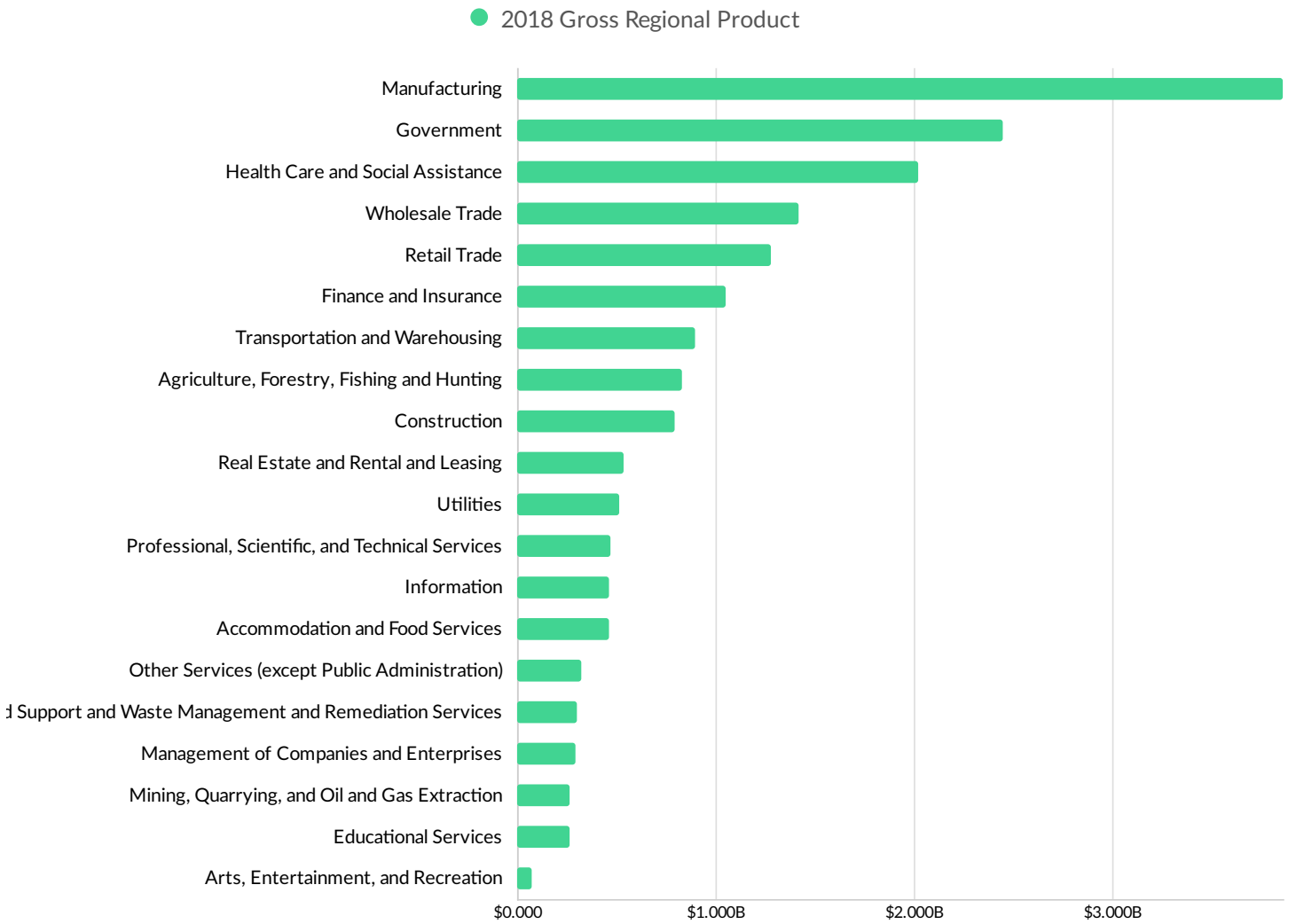
## Industry Characteristics - Cont.

### Top Industry LQ



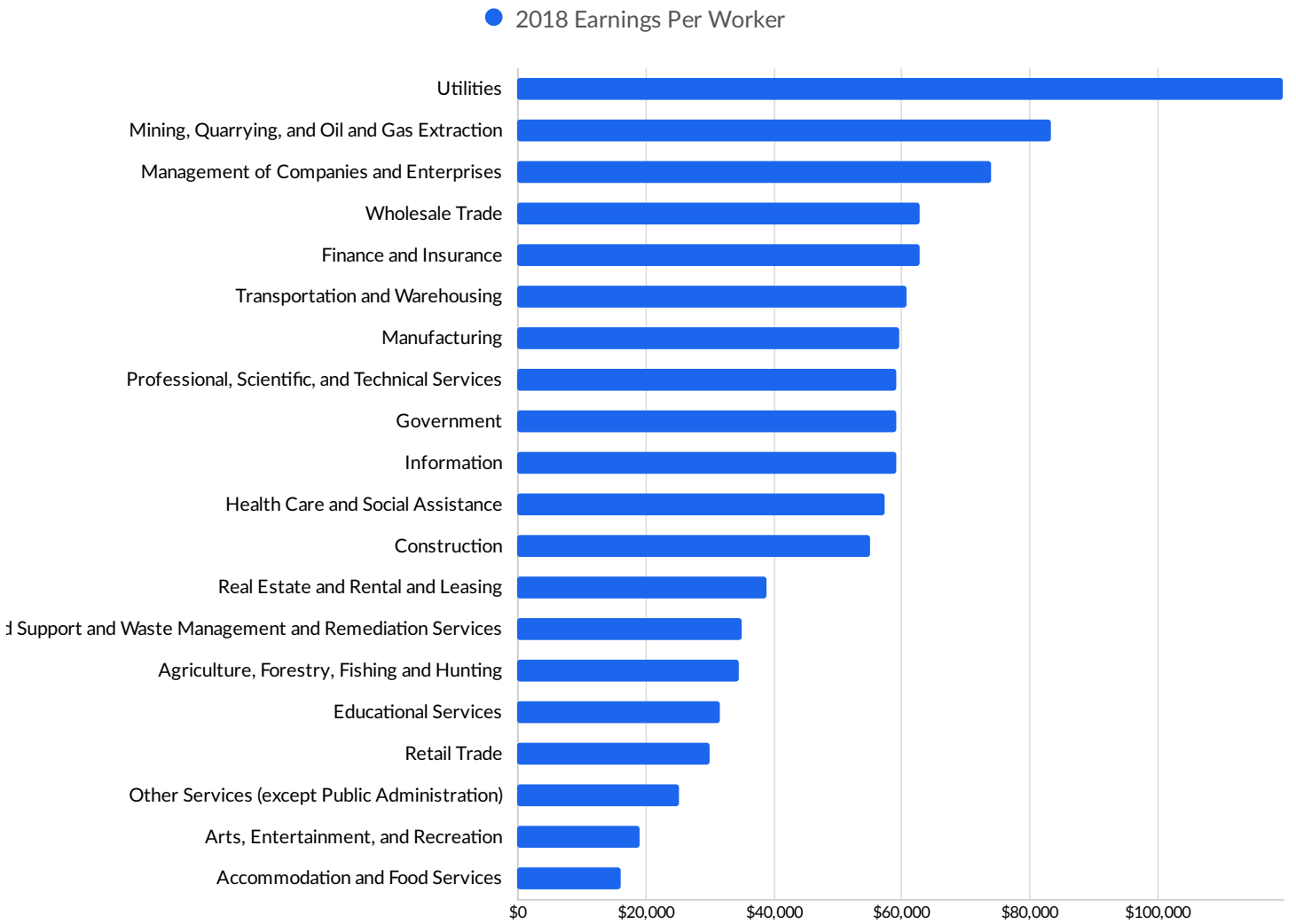
# Industry Characteristics - Cont.

## Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings



## Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Government	35,111	35,251	140	+0%	1.09	\$59,173	\$2.45B
Manufacturing	32,561	33,202	641	+2%	1.96	\$59,655	\$3.86B
Health Care and Social Assistance	28,402	29,700	1,298	+5%	1.09	\$57,475	\$2.02B
Retail Trade	22,278	21,819	-459	-2%	1.00	\$30,126	\$1.28B
Accommodation and Food Services	15,876	16,374	498	+3%	0.89	\$16,167	\$463.33M
Transportation and Warehousing	10,142	10,577	435	+4%	1.37	\$60,937	\$893.05M
Construction	8,962	9,519	557	+6%	0.80	\$55,052	\$795.58M
Other Services (except Public Administration)	8,622	8,845	223	+3%	0.86	\$25,285	\$324.67M
Agriculture, Forestry, Fishing and Hunting	7,315	7,359	44	+1%	2.90	\$34,556	\$829.18M
Wholesale Trade	7,298	6,966	-332	-5%	0.87	\$62,986	\$1.42B
Finance and Insurance	6,215	6,891	676	+11%	0.80	\$62,905	\$1.05B
Educational Services	6,386	6,301	-85	-1%	1.14	\$31,784	\$262.35M
Administrative and Support and Waste Management and Remediation Services	6,688	5,638	-1,050	-16%	0.42	\$35,174	\$298.22M
Professional, Scientific, and Technical Services	3,998	4,596	598	+15%	0.33	\$59,342	\$470.21M
Management of Companies and Enterprises	3,113	3,570	457	+15%	1.17	\$74,031	\$295.10M
Information	2,411	2,333	-78	-3%	0.59	\$59,134	\$466.26M
Arts, Entertainment, and Recreation	2,056	2,300	244	+12%	0.62	\$19,150	\$73.85M
Real Estate and Rental and Leasing	1,573	1,481	-92	-6%	0.41	\$38,893	\$535.83M
Mining, Quarrying, and Oil and Gas Extraction	606	1,234	628	+104%	1.40	\$83,283	\$263.97M

## Industry Characteristics - Cont.





















Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Utilities	986	963	-23	-2%	1.30	\$119,620	\$515.36M



## Business Characteristics

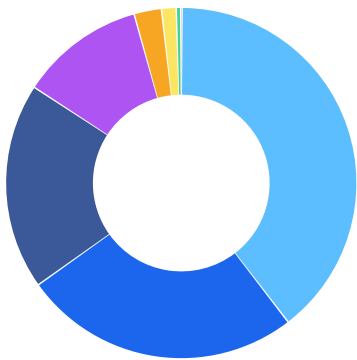
### 18,532 Companies Employ Your Workers

Online profiles for your workers mention 18,532 companies as employers, with the top 10 appearing below. In the last 12 months, 4,889 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Gundersen Health System	2,689 	CRST International, Inc.	4,730 
Mayo Clinic	1,156 	Ashley Furniture Industries, Inc.	4,642 
University of Wisconsin-La Cro...	1,046 	Oracle Corporation	2,527 
Winona State University	627 	Koch Trucking, Inc.	1,663 
Ashley Furniture Industries, Inc.	499 	Gundersen Health System	1,628 
Fastenal Company	496 	C.R. England, Inc.	1,268 
Trane Inc.	496 	Kwik Trip, Inc.	1,221 
Kwik Trip, Inc.	479 	Tutree, Inc.	1,205 
Western Technical College	444 	Roehl Transport, Inc.	1,186 
United States Department of t...	386 	Platinum Supplemental Insuran...	1,074 

## Business Characteristics - Cont.

### Business Size

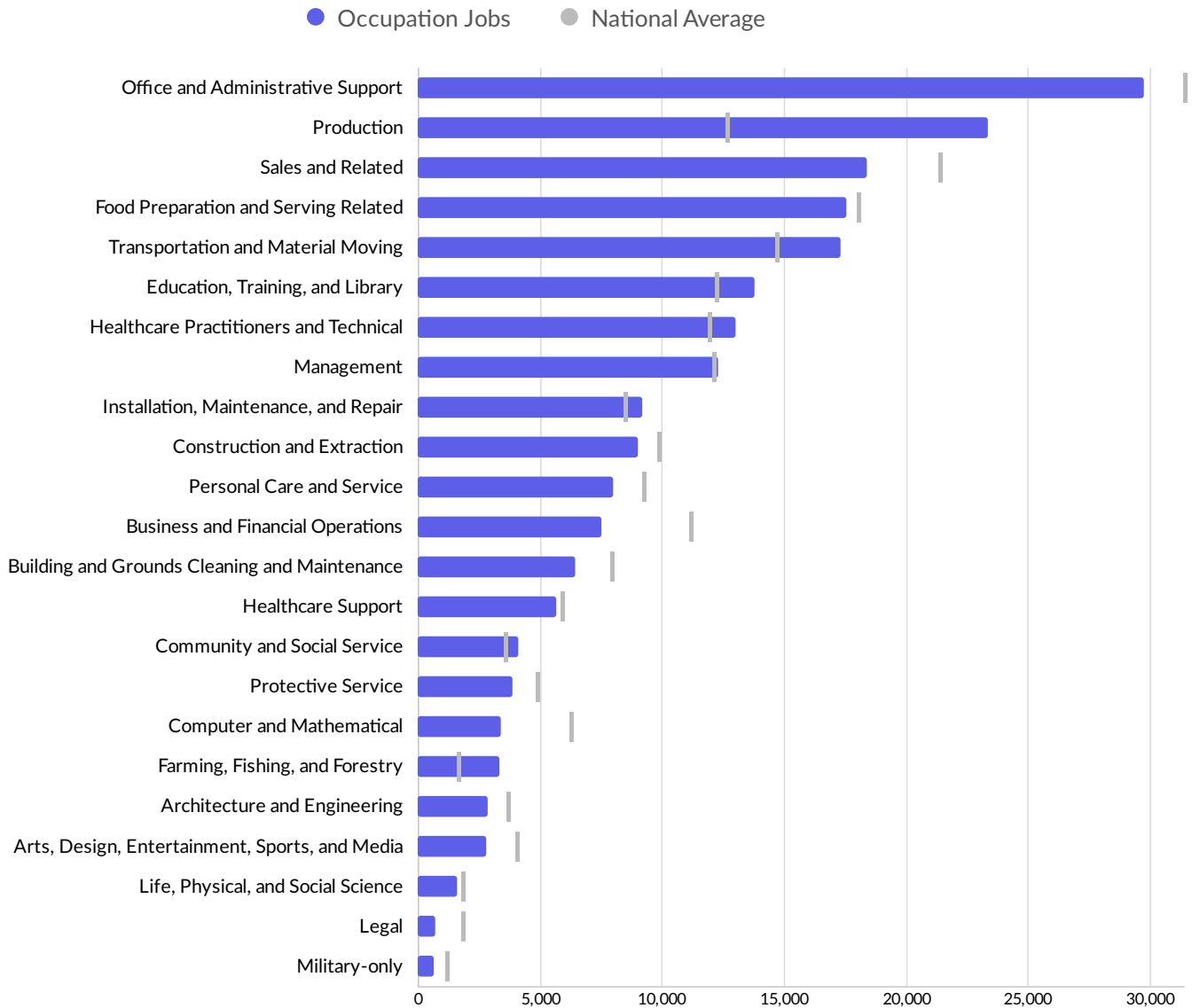


	Percentage	Business Count
1 to 4 employees	39.5%	7,144
5 to 9 employees	25.6%	4,628
10 to 19 employees	19.0%	3,443
20 to 49 employees	11.5%	2,076
50 to 99 employees	2.5%	457
100 to 249 employees	1.4%	245
250 to 499 employees	0.4%	74
500+ employees	0.1%	21

*\*Business Data by DatabaseUSA.com 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. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

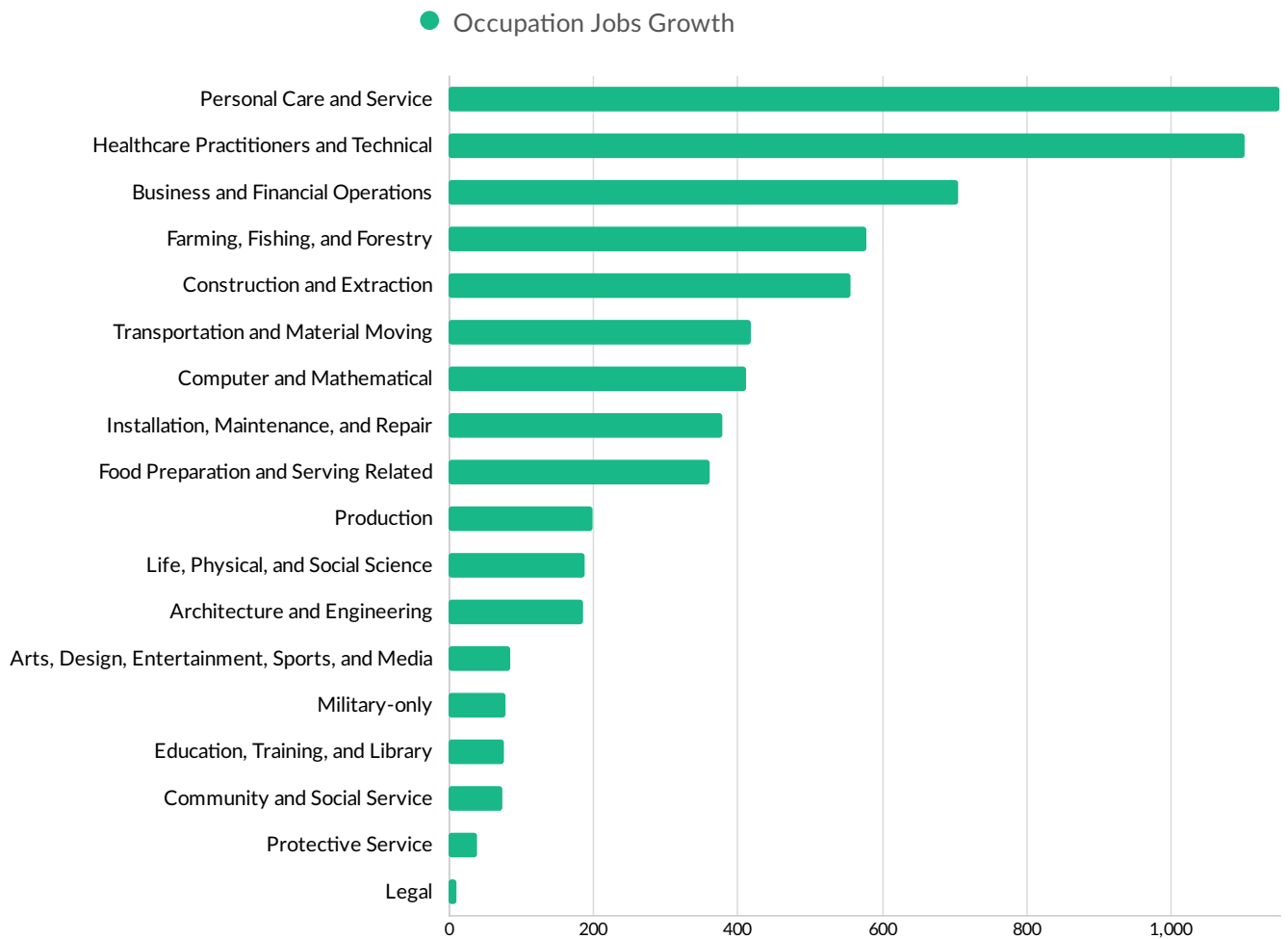
# Workforce Characteristics

## Largest Occupations



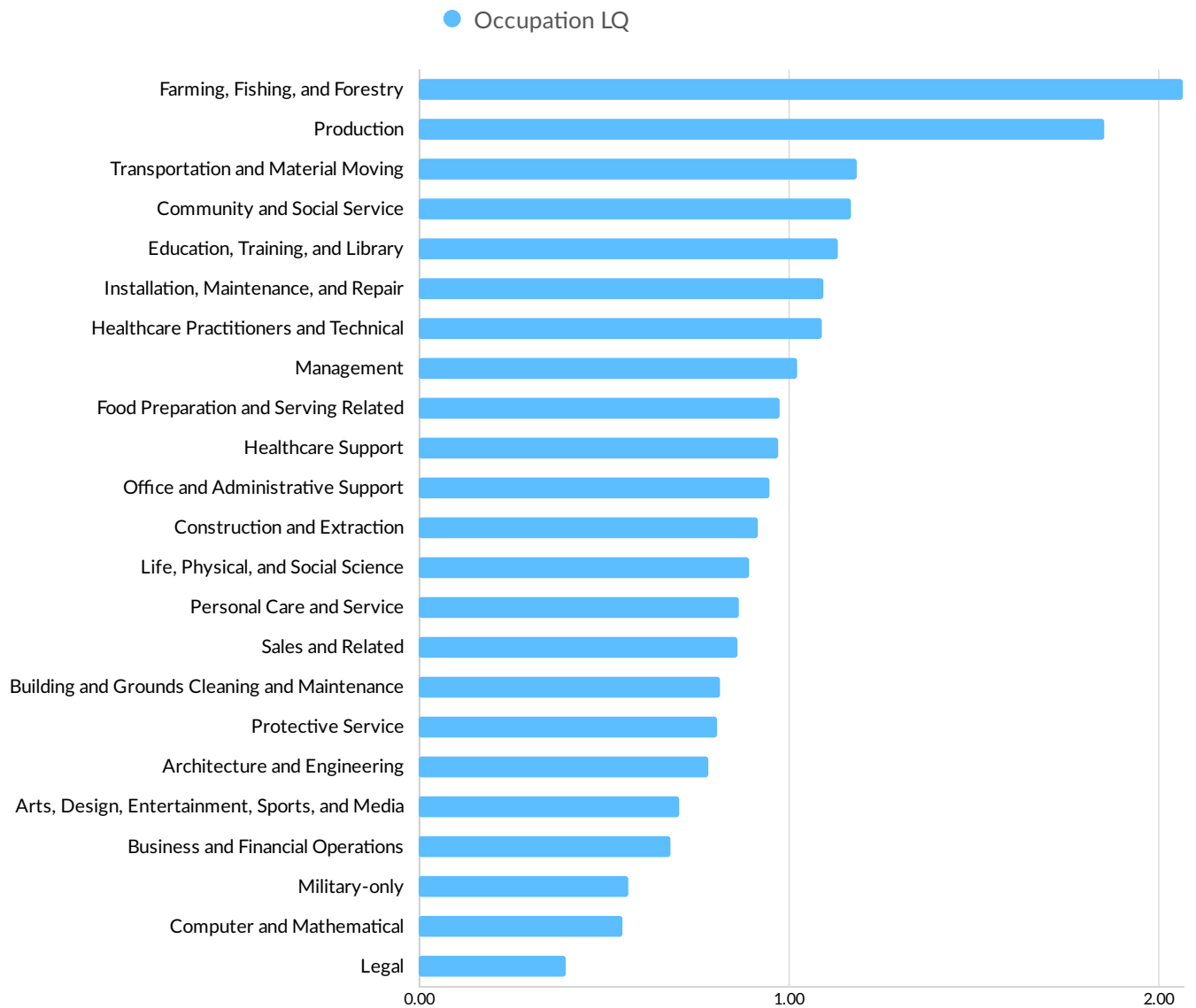
## Workforce Characteristics - Cont.

### Top Growing Occupations



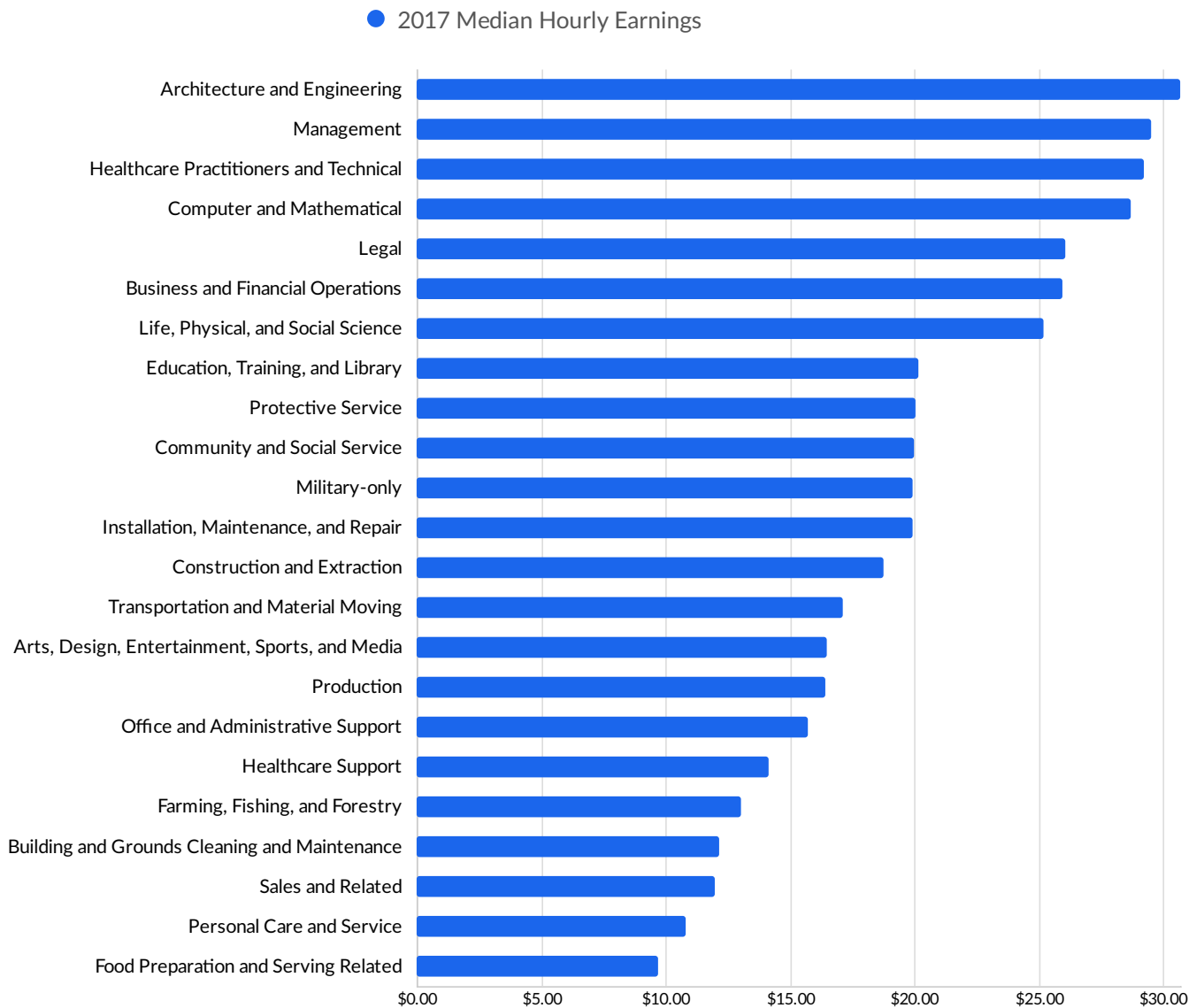
# Workforce Characteristics - Cont.

## Top Occupation LQ



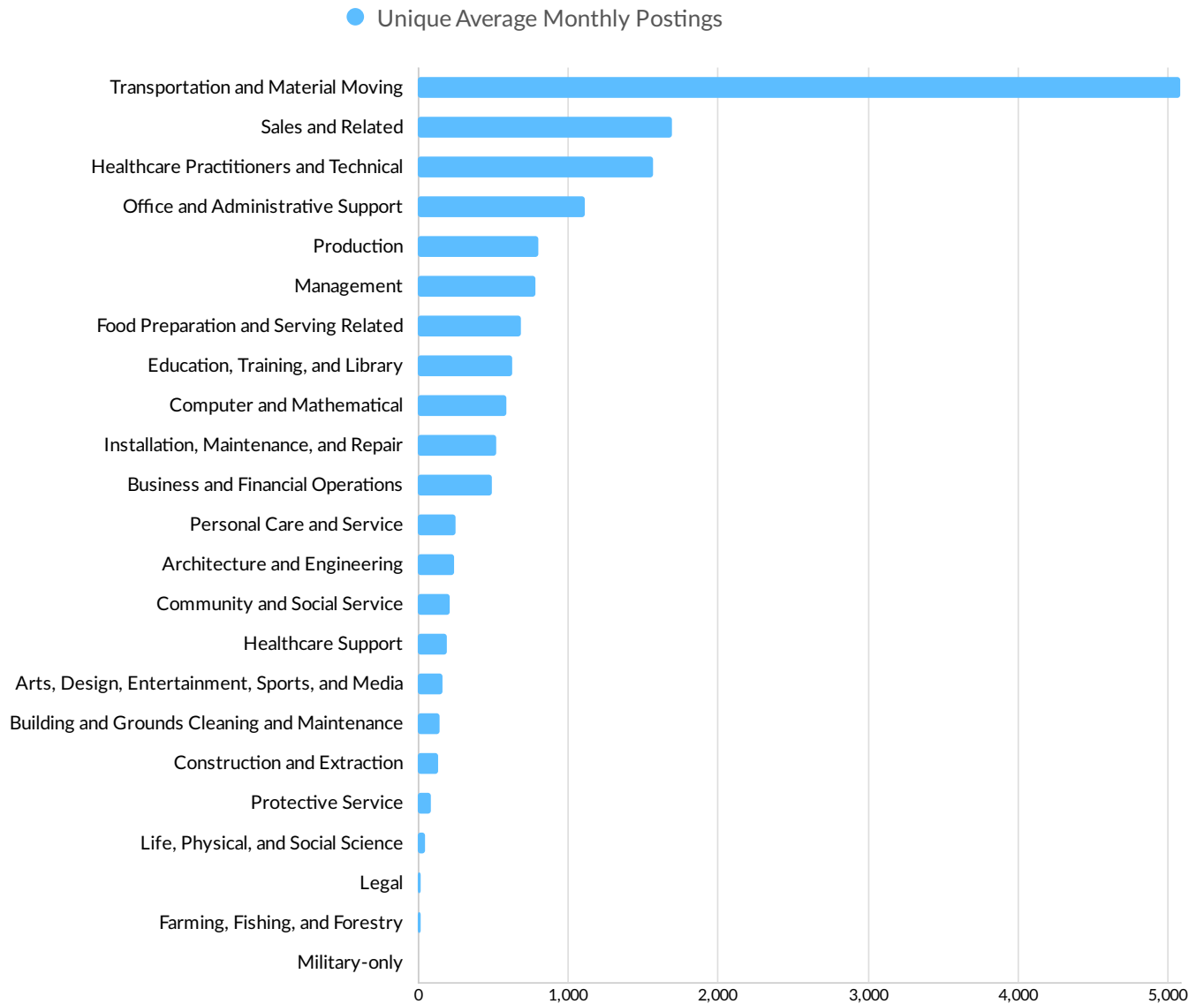
# Workforce Characteristics - Cont.

## Top Occupation Earnings



# Workforce Characteristics - Cont.

## Top Posted Occupations



## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Office and Administrative Support	30,502	29,786	-716	-2%	0.95	\$15.75	1,114
Production	23,152	23,352	200	+1%	1.85	\$16.45	799
Sales and Related	19,260	18,437	-823	-4%	0.86	\$11.96	1,692
Food Preparation and Serving Related	17,210	17,572	362	+2%	0.98	\$9.70	690
Transportation and Material Moving	16,907	17,326	419	+2%	1.18	\$17.11	5,085
Education, Training, and Library	13,741	13,818	77	+1%	1.13	\$20.17	628
Healthcare Practitioners and Technical	11,915	13,018	1,103	+9%	1.09	\$29.24	1,567
Management	12,517	12,339	-178	-1%	1.02	\$29.51	789
Installation, Maintenance, and Repair	8,818	9,198	380	+4%	1.09	\$19.93	519
Construction and Extraction	8,443	9,000	557	+7%	0.92	\$18.78	133
Personal Care and Service	6,853	8,004	1,151	+17%	0.87	\$10.81	254
Business and Financial Operations	6,855	7,561	706	+10%	0.68	\$25.93	490
Building and Grounds Cleaning and Maintenance	6,648	6,441	-207	-3%	0.82	\$12.16	145
Healthcare Support	6,042	5,677	-365	-6%	0.97	\$14.16	192
Community and Social Service	4,072	4,147	75	+2%	1.17	\$19.97	218
Protective Service	3,841	3,880	39	+1%	0.81	\$20.08	88
Computer and Mathematical	3,005	3,417	412	+14%	0.55	\$28.71	591

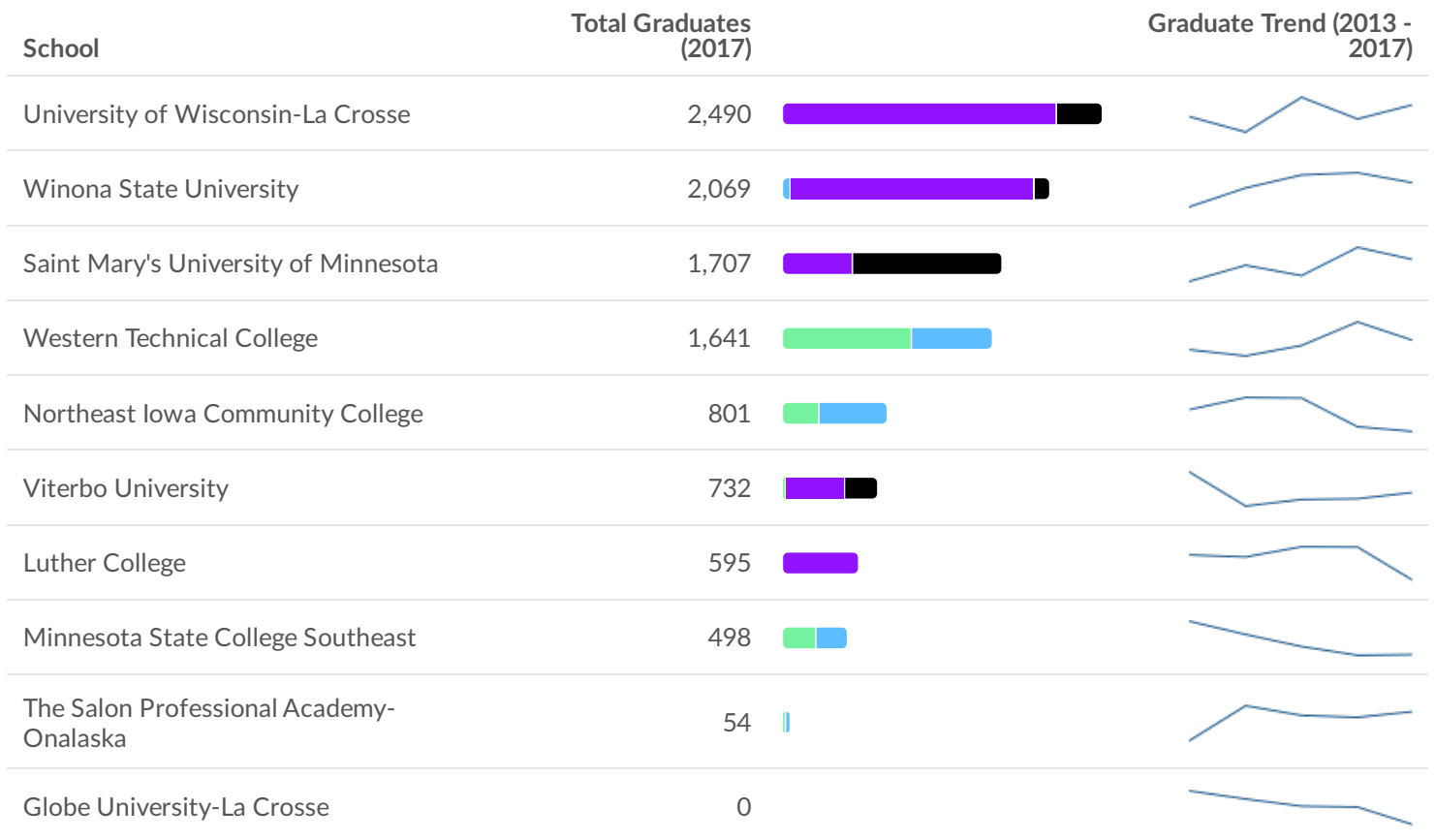


## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Farming, Fishing, and Forestry	2,784	3,363	579	+21%	2.07	\$13.05	18
Architecture and Engineering	2,673	2,859	186	+7%	0.78	\$30.69	239
Arts, Design, Entertainment, Sports, and Media	2,714	2,799	85	+3%	0.70	\$16.47	160
Life, Physical, and Social Science	1,399	1,588	189	+14%	0.89	\$25.18	51
Legal	698	708	10	+1%	0.40	\$26.05	21
Military-only	550	630	80	+15%	0.56	\$19.95	2

## Educational Pipeline

In 2017, there were 10,587 graduates in 7 Rivers Region WI/MN/IA: Jackson, Oakdale, Riverland & Vernon Electric Service Territories (Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Pepin, Trempealeau & Vernon WI; Allamakee & Winneshiek IA; Houston & Winona MN). This pipeline has remained stable (neither grown nor shrunk) over the last 5 years. The highest share of these graduates come from Registered Nursing/Registered Nurse, "Biology/Biological Sciences, General", and Nursing Assistant/Aide and Patient Care Assistant/Aide.



● Certificate   
 ● Associate's   
 ● Bachelor's   
 ● Master's or Higher