



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)

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Report Parameters

13 Counties

19005	Allamakee County, IA	55023	Crawford County, WI
19191	Winneshiek County, IA	55053	Jackson County, WI
27055	Houston County, MN	55057	Juneau County, WI
27169	Winona County, MN	55063	La Crosse County, WI
55011	Buffalo County, WI	<i>See Appendix A for all 13 Counties</i>	

Class of Worker

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

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

Economy Overview

411,735

Population (2019)

Population **grew by 1,256** over the last 5 years and is projected to **grow by 1,732** over the next 5 years.

214,452

Total Regional Employment

Jobs **grew by 2,804** over the last 5 years and are projected to **grow by 5,984** over the next 5 years.

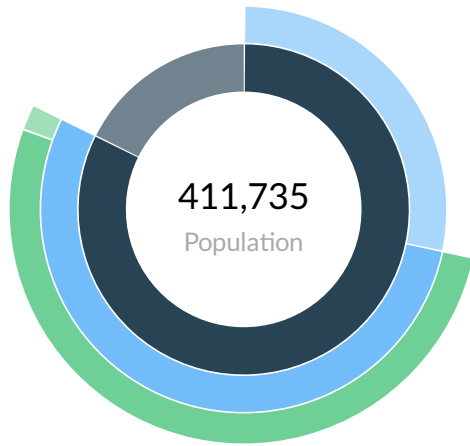
\$52.3K

Avg. Earnings Per Job (2019)

Regional average earnings per job are **\$16.7K below** the national average earnings of \$69.1K per job.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	411,735	222,441	214,452	100.3	\$20.58B	\$28.96B	\$28.69B
State	14,645,113	7,959,395	8,142,852	100.2	\$911.42B	\$703.51B	\$810.19B
United States	329,399,330	163,493,315	165,694,988	100.0	\$21.12T	\$0	\$8.96T

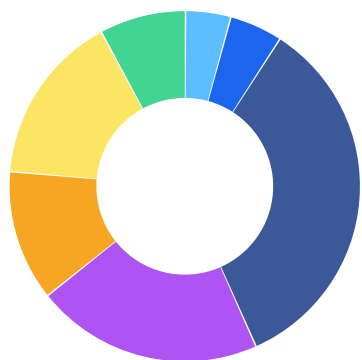
2019 Labor Force Breakdown



	Population
● Total Working Age Population	338,714
● Not in Labor Force (15+)	116,273
● Labor Force	222,441
● Employed	215,058
● Unemployed	7,383
● Under 15	73,021

Educational Attainment

Concerning educational attainment, **15.8% of the selected regions' residents possess a Bachelor's Degree** (3.0% below the national average), and **12.0% hold an Associate's Degree** (4.0% above the national average).

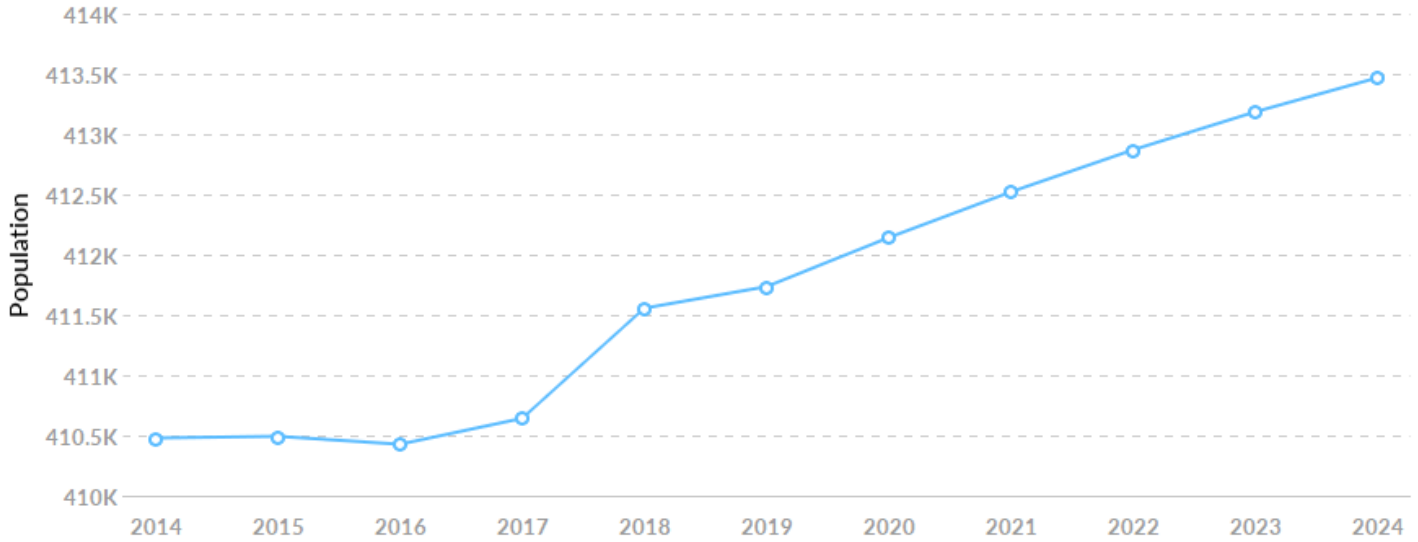


	% of Population	Population
● Less Than 9th Grade	4.2%	11,543
● 9th Grade to 12th Grade	4.9%	13,525
● High School Diploma	34.2%	94,643
● Some College	20.9%	57,968
● Associate's Degree	12.0%	33,329
● Bachelor's Degree	15.8%	43,669
● Graduate Degree and Higher	8.0%	22,037

Historic & Projected Trends

Population Trends

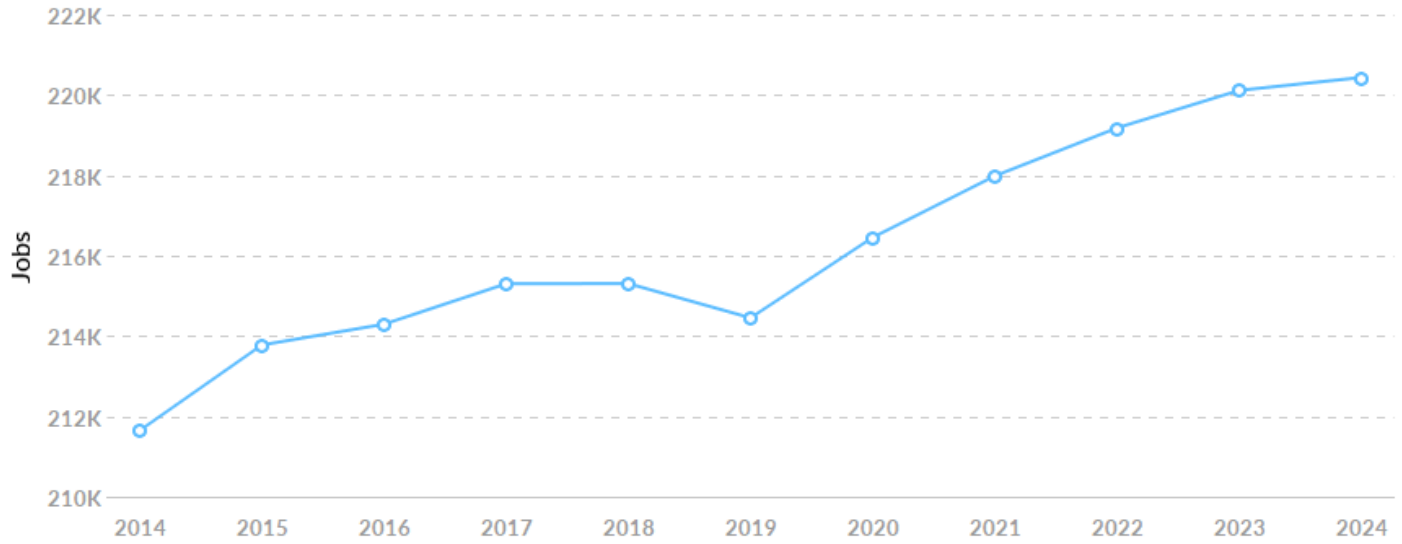
As of 2019 the region's population increased by 0.3% since 2014, growing by 1,256. Population is expected to increase by 0.4% between 2019 and 2024, adding 1,732.



Timeframe	Population
2014	410,479
2015	410,493
2016	410,427
2017	410,642
2018	411,556
2019	411,735
2020	412,142
2021	412,521
2022	412,870
2023	413,185
2024	413,468

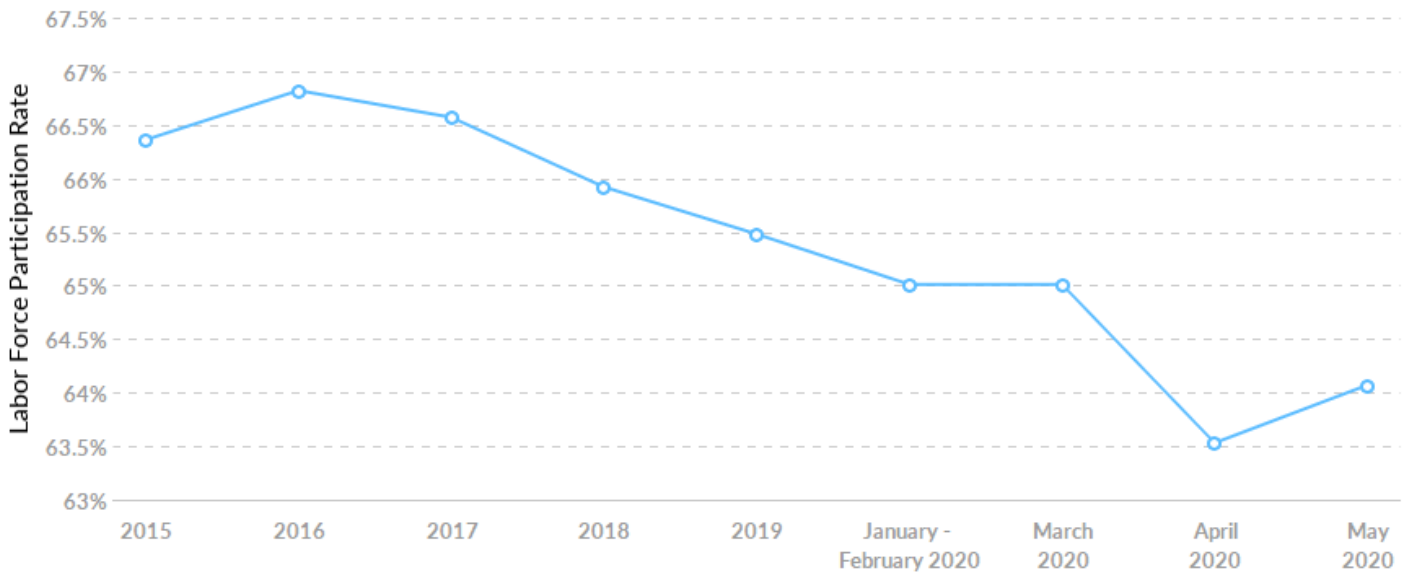
Job Trends

From 2014 to 2019, jobs **increased by 1.3%** 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 211,648 to **214,452**. This change **fell short of the national growth rate of 7.9% by 6.6%**.



Timeframe	Jobs
2014	211,648
2015	213,777
2016	214,294
2017	215,302
2018	215,306
2019	214,452
2020	216,454
2021	217,985
2022	219,180
2023	220,115
2024	220,436

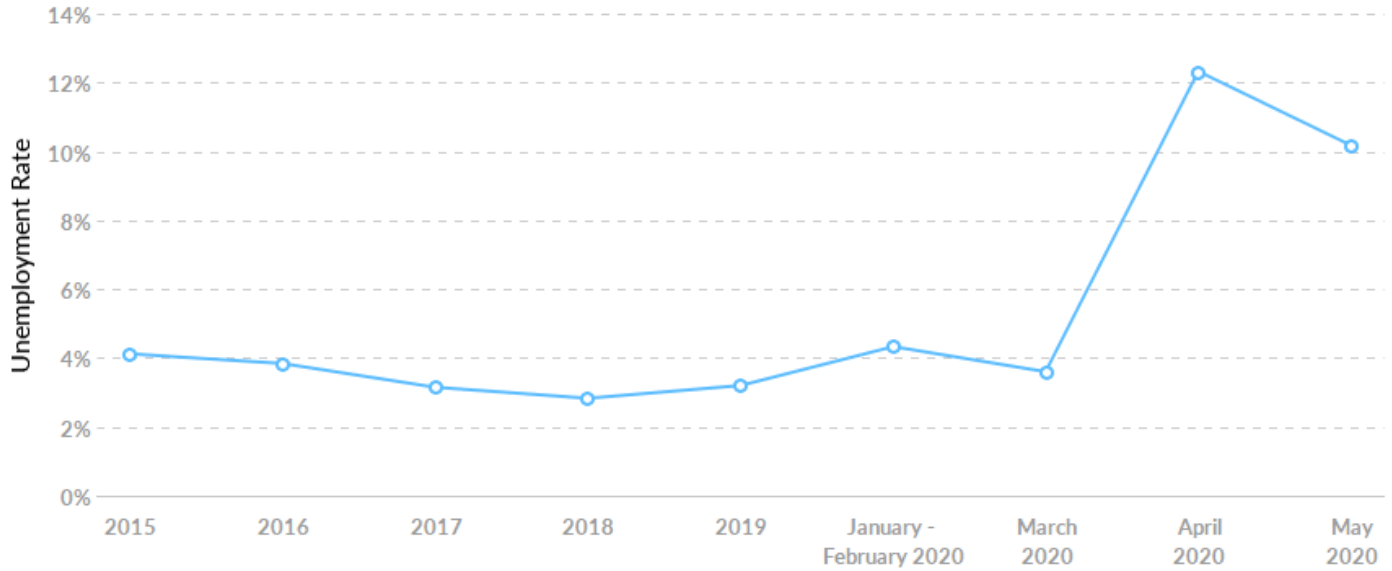
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	66.36%
2016	66.82%
2017	66.57%
2018	65.92%
2019	65.48%
January - February 2020	65.01%
March 2020	65.01%
April 2020	63.53%
May 2020	64.07%

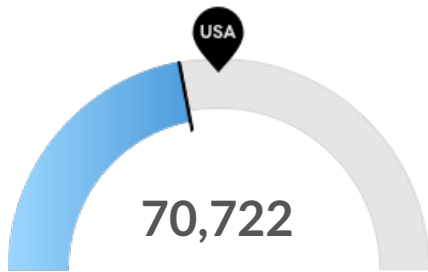
Unemployment Rate Trends

Your areas had a May 2020 unemployment rate of 10.17%, increasing from 4.12% 5 years before.



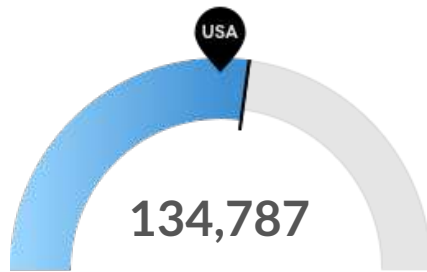
Timeframe	Unemployment Rate
2015	4.12%
2016	3.84%
2017	3.15%
2018	2.83%
2019	3.20%
January - February 2020	4.33%
March 2020	3.60%
April 2020	12.32%
May 2020	10.17%

Population Characteristics



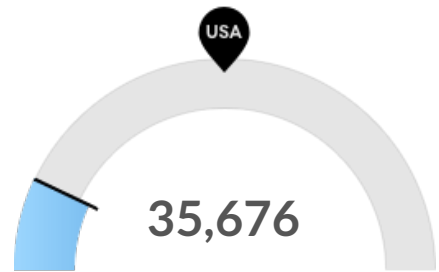
Millennials

Your area has 70,722 millennials (ages 25-39). The national average for an area this size is 84,611.



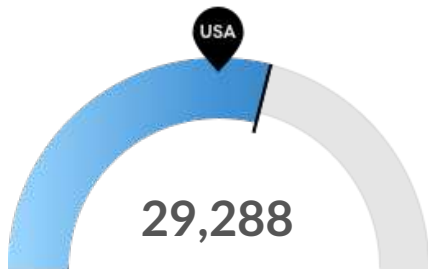
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 119,131 people 55 or older, while there are 134,787 here.



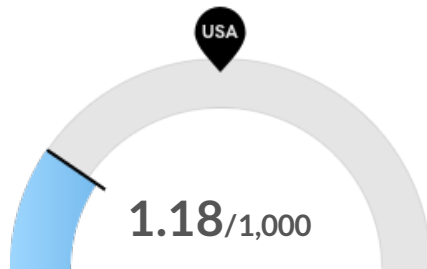
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 163,055 racially diverse people, while there are 35,676 here.



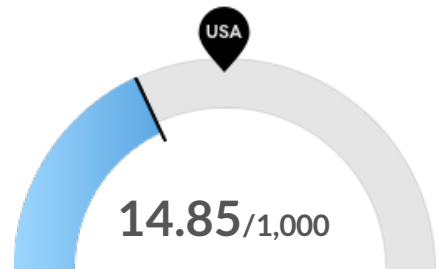
Veterans

Your area has 29,288 veterans. The national average for an area this size is 23,412.



Violent Crime

Your area has 1.18 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

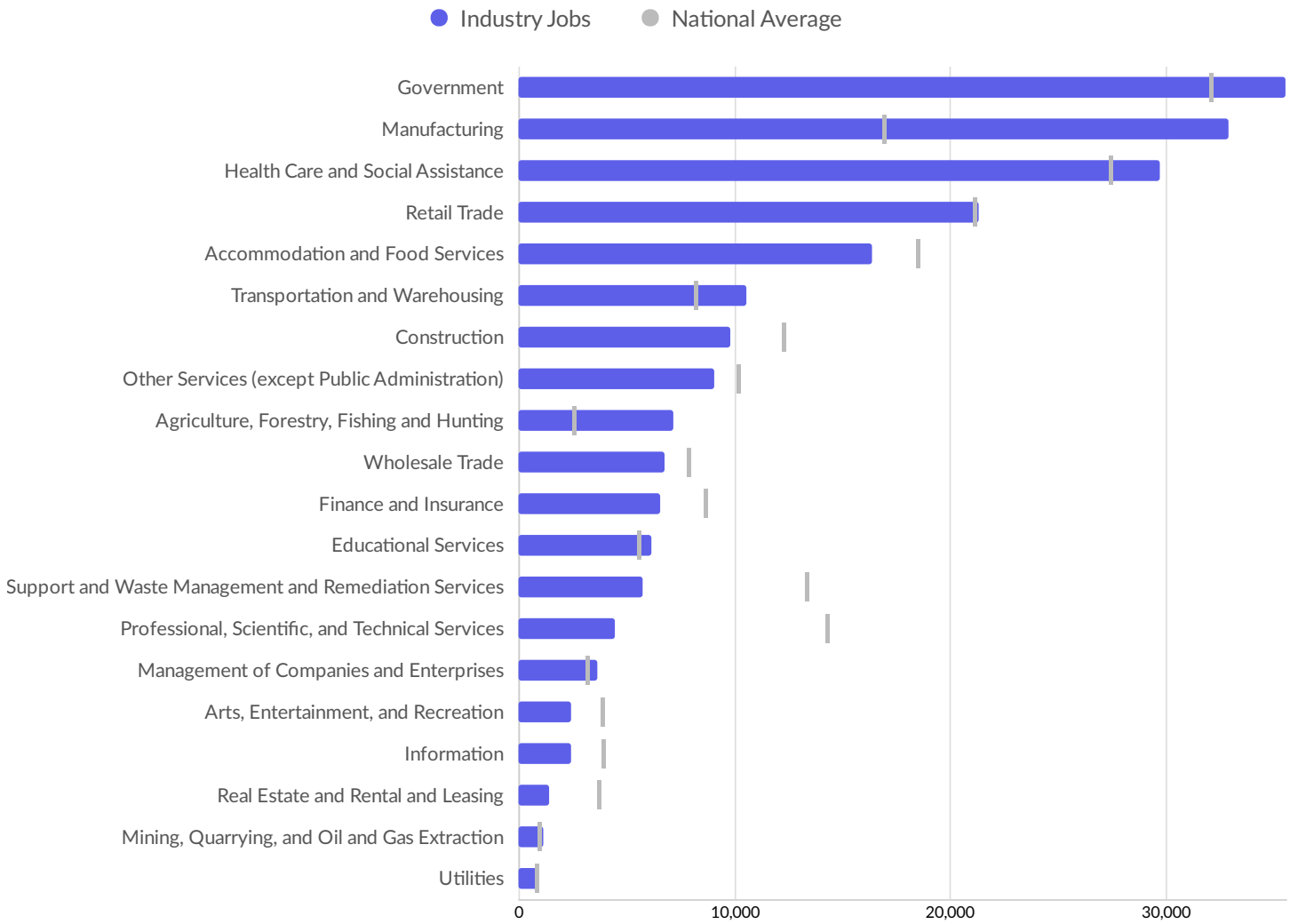


Property Crime

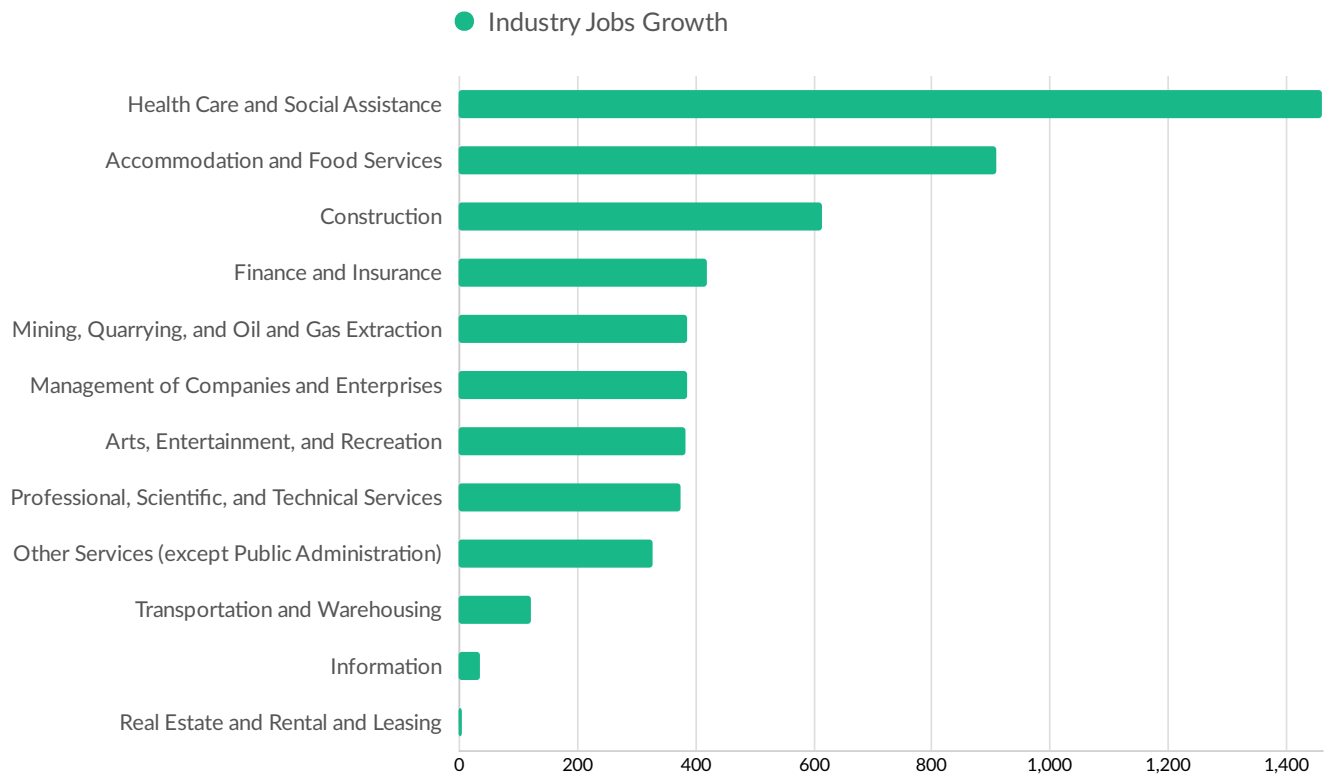
Your area has 14.85 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Industry Characteristics

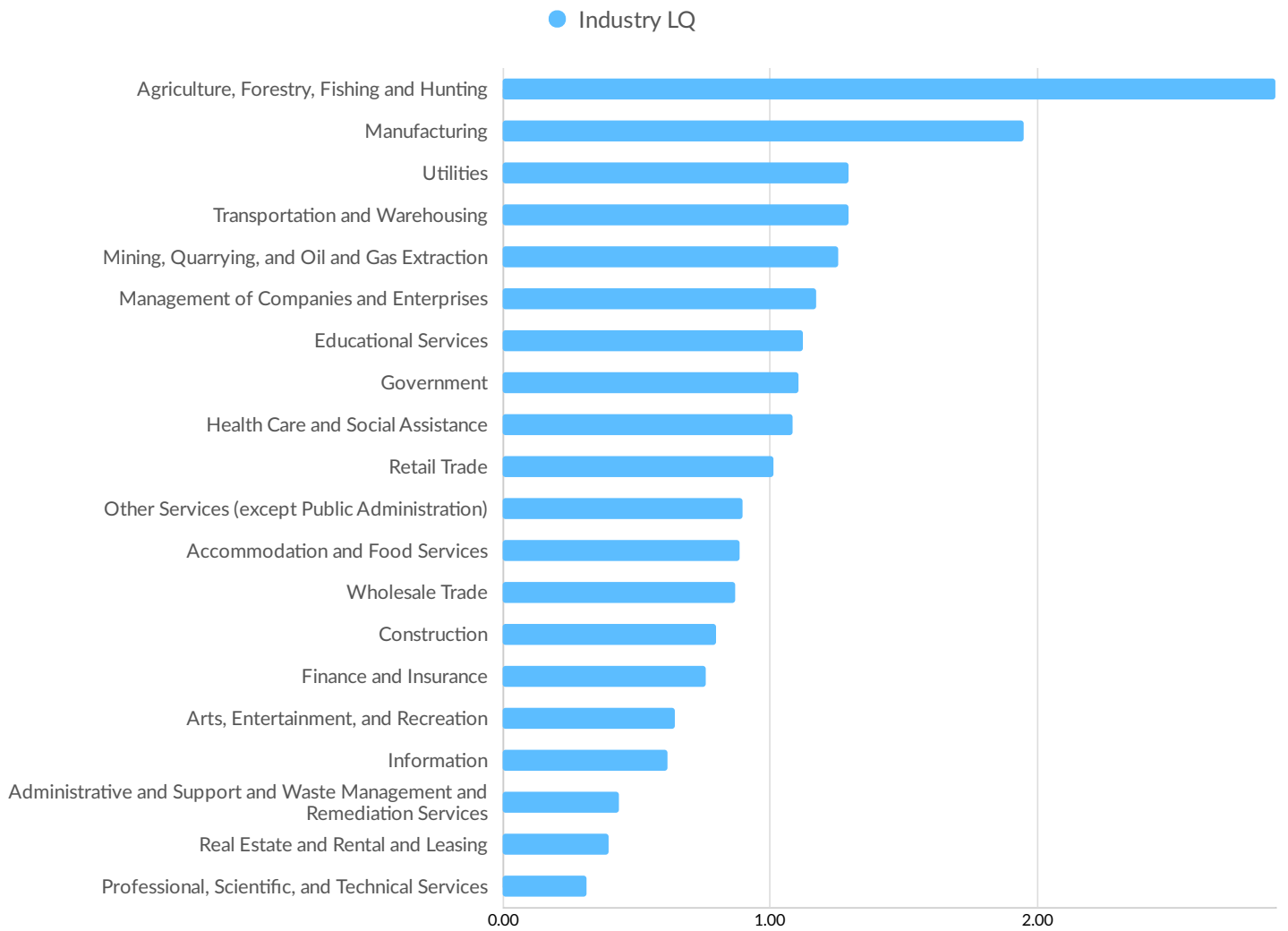
Largest Industries



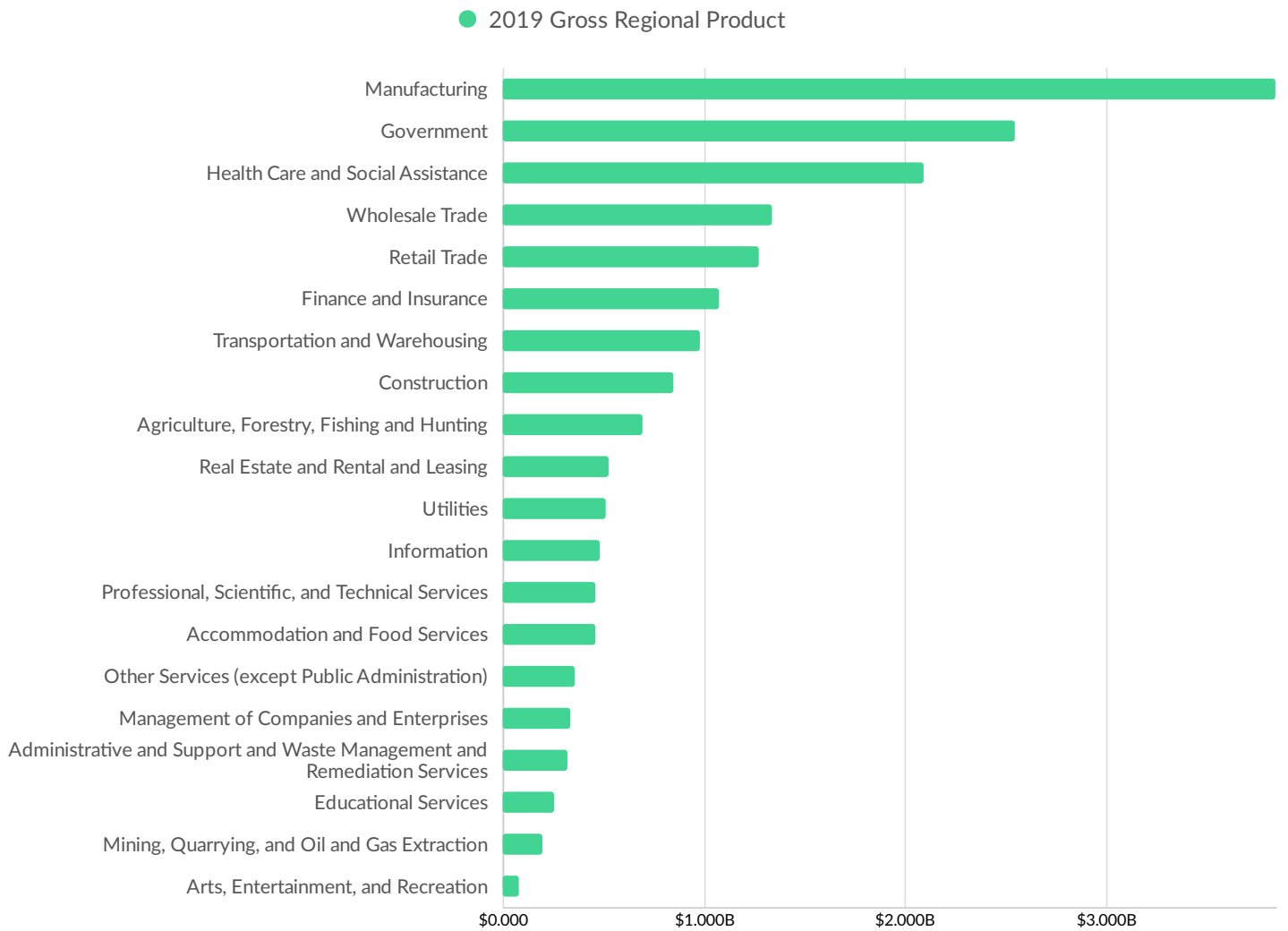
Top Growing Industries



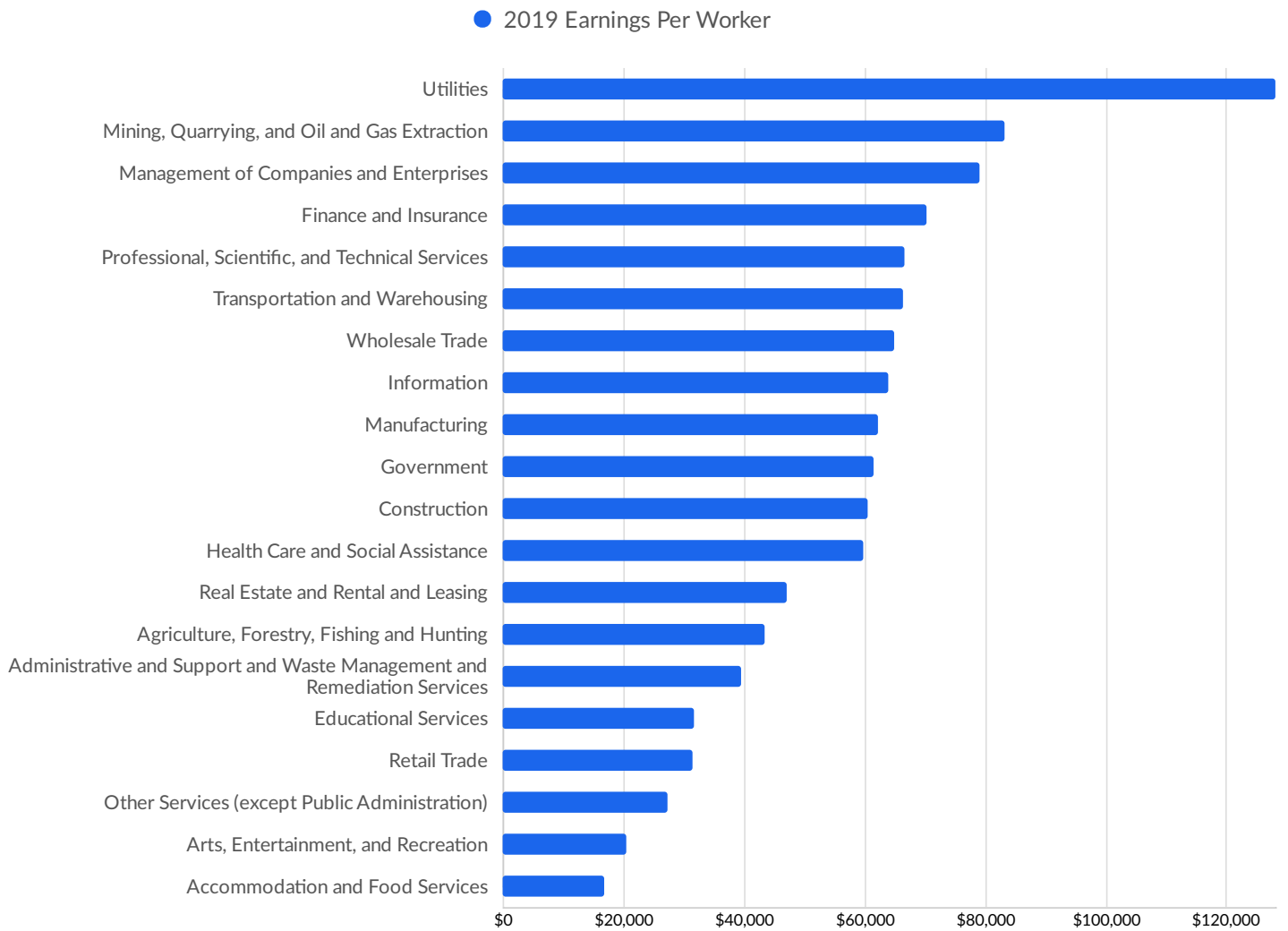
Top Industry LQ



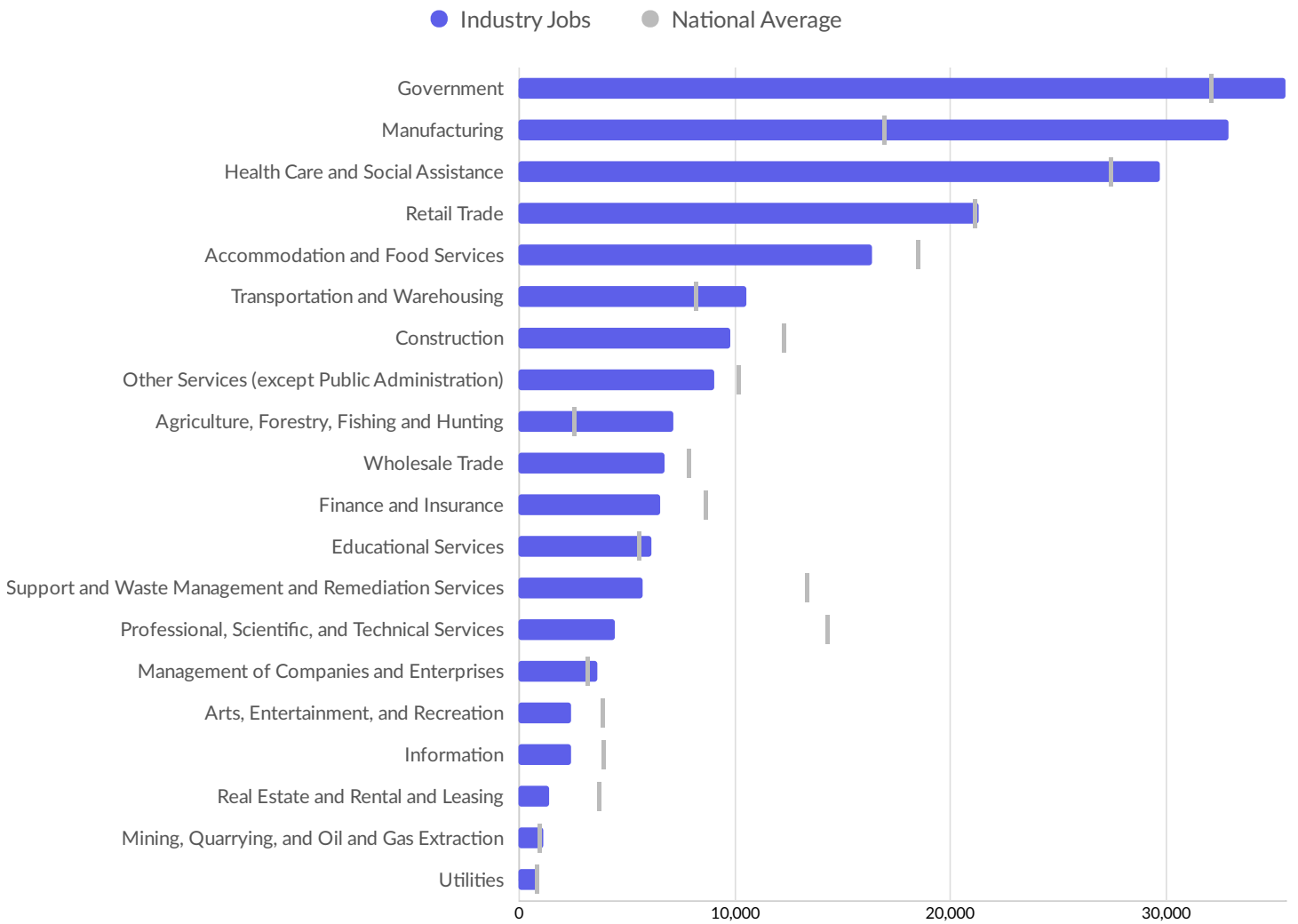
Top Industry GRP



Top Industry Earnings























Largest Industries



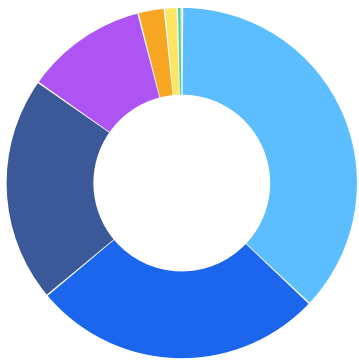
Business Characteristics

18,991 Companies Employ Your Workers

Online profiles for your workers mention 18,991 companies as employers, with the top 10 appearing below. In the last 12 months, 4,002 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Gundersen Health System	2,662 	CRST International, Inc.	3,974 
Mayo Clinic	1,174 	Platinum Supplemental Insuranc...	2,546 
University of Wisconsin-La Cros...	948 	Oracle Corporation	2,244 
Winona State University	563 	Ashley Furniture Industries, Inc.	2,172 
Kwik Trip, Inc.	546 	Gundersen Health System	1,745 
Ashley Furniture Industries, Inc.	539 	Kwik Trip, Inc.	1,327 
Fastenal Company	538 	Roehl Transport, Inc.	1,115 
Trane Inc.	513 	Wal-Mart, Inc.	972 
Western Technical College	464 	U.S. Xpress, Inc.	873 
United States Department of th...	421 	Pegasus Transportation, Inc.	819 

Business Size

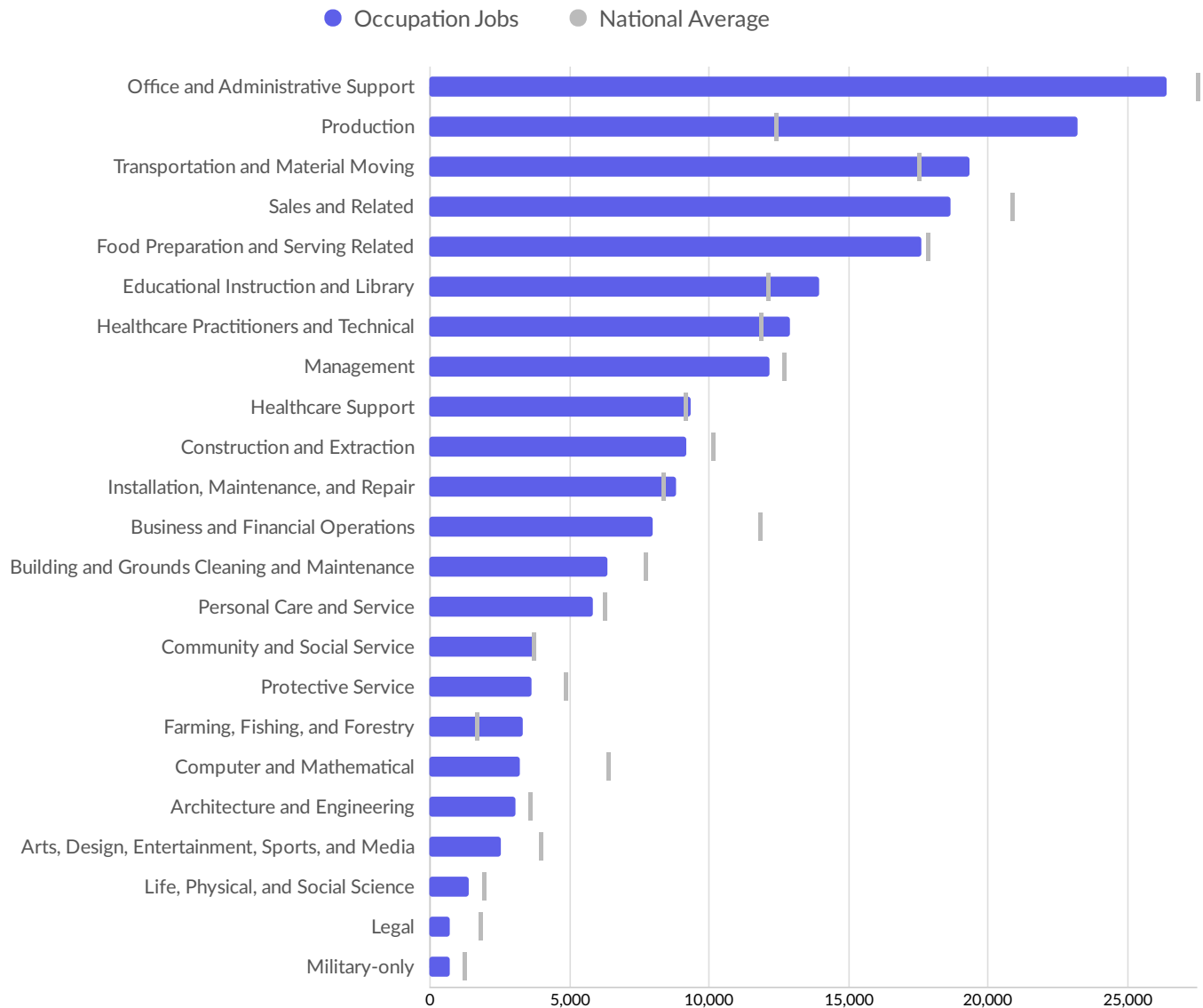


	Percentage	Business Count
1 to 4 employees	37.0%	6,454
5 to 9 employees	26.9%	4,696
10 to 19 employees	20.8%	3,629
20 to 49 employees	11.3%	1,965
50 to 99 employees	2.4%	424
100 to 249 employees	1.2%	205
250 to 499 employees	0.4%	64
500+ employees	0.1%	20

**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

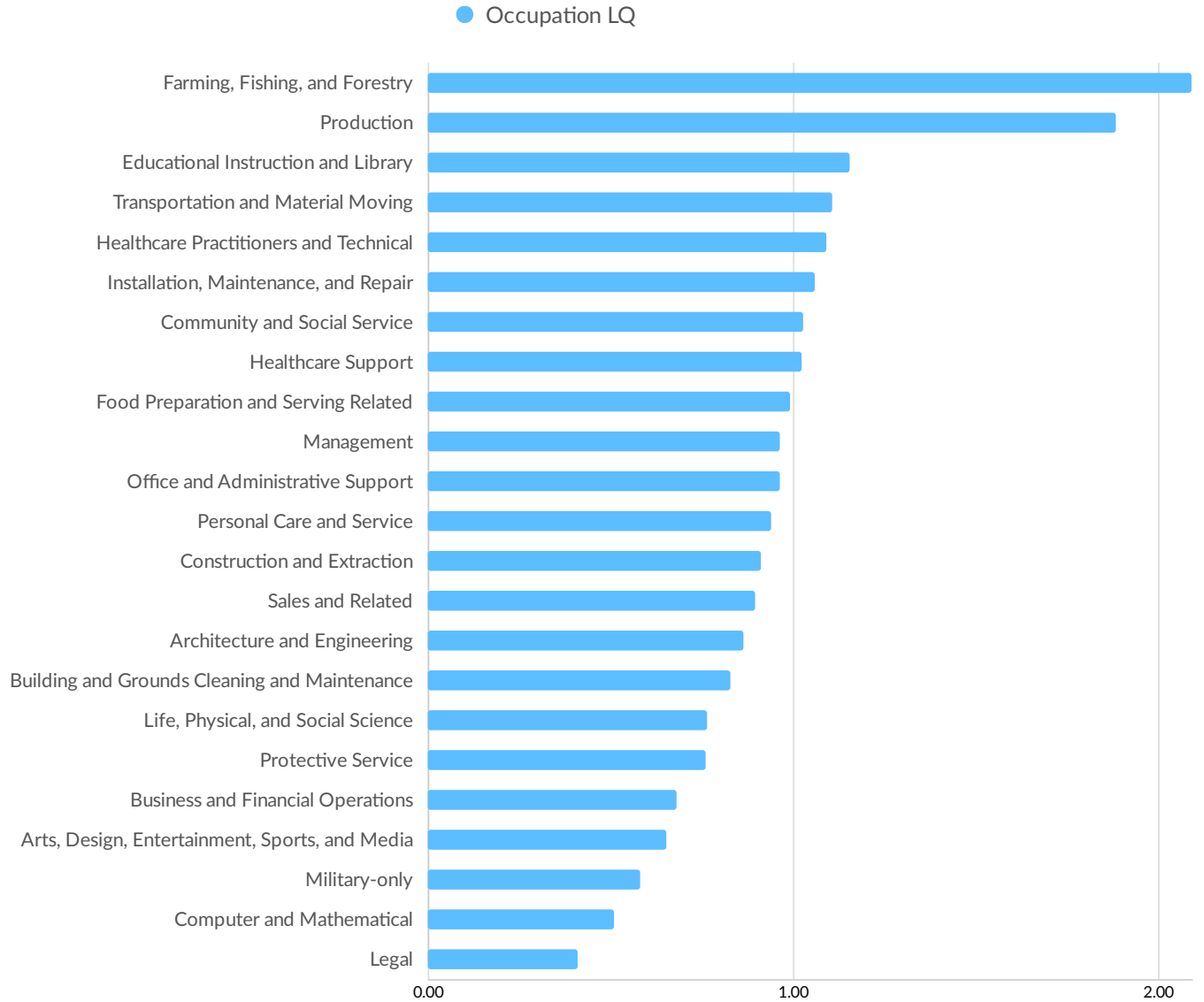
Largest Occupations



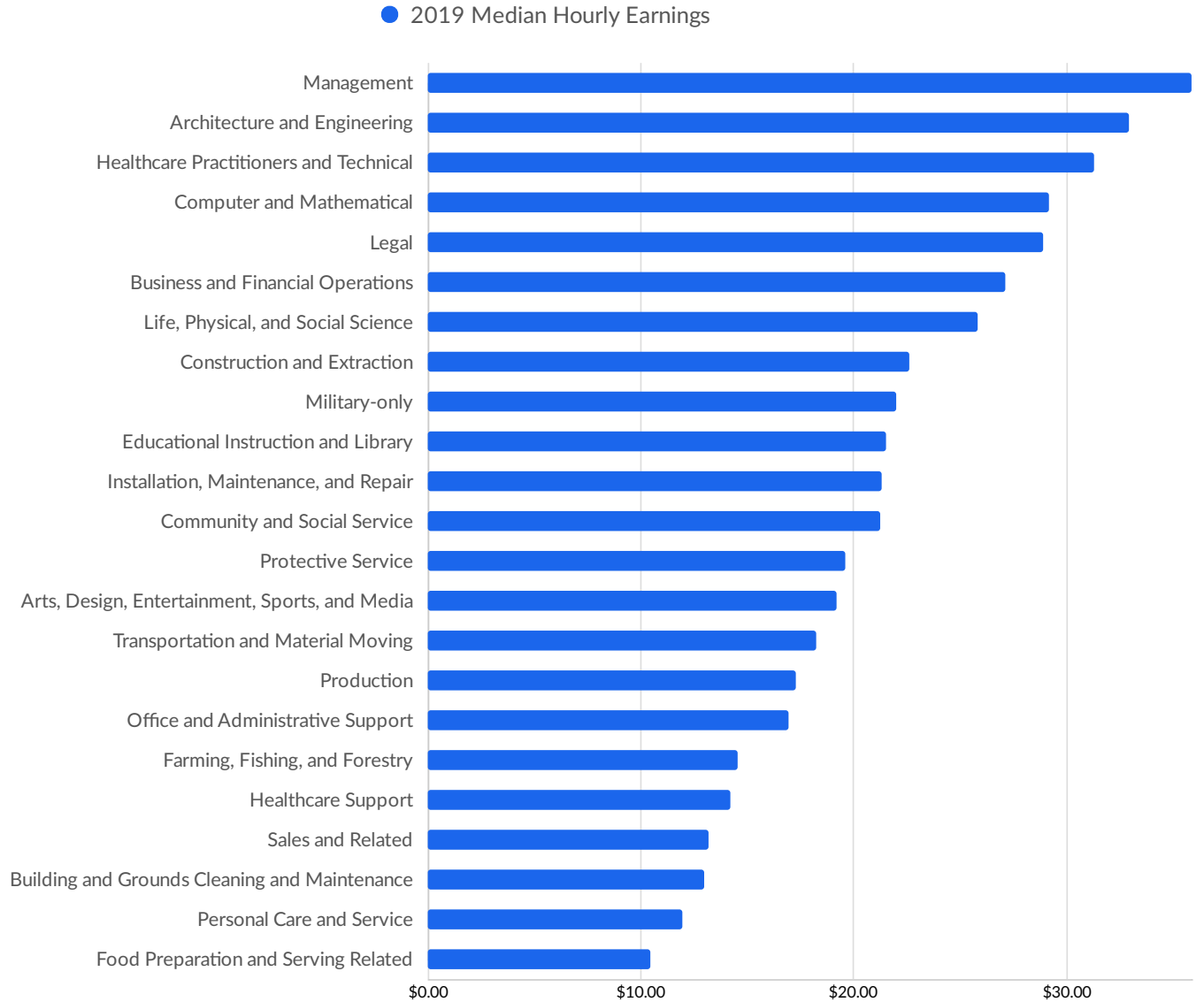
Top Growing Occupations



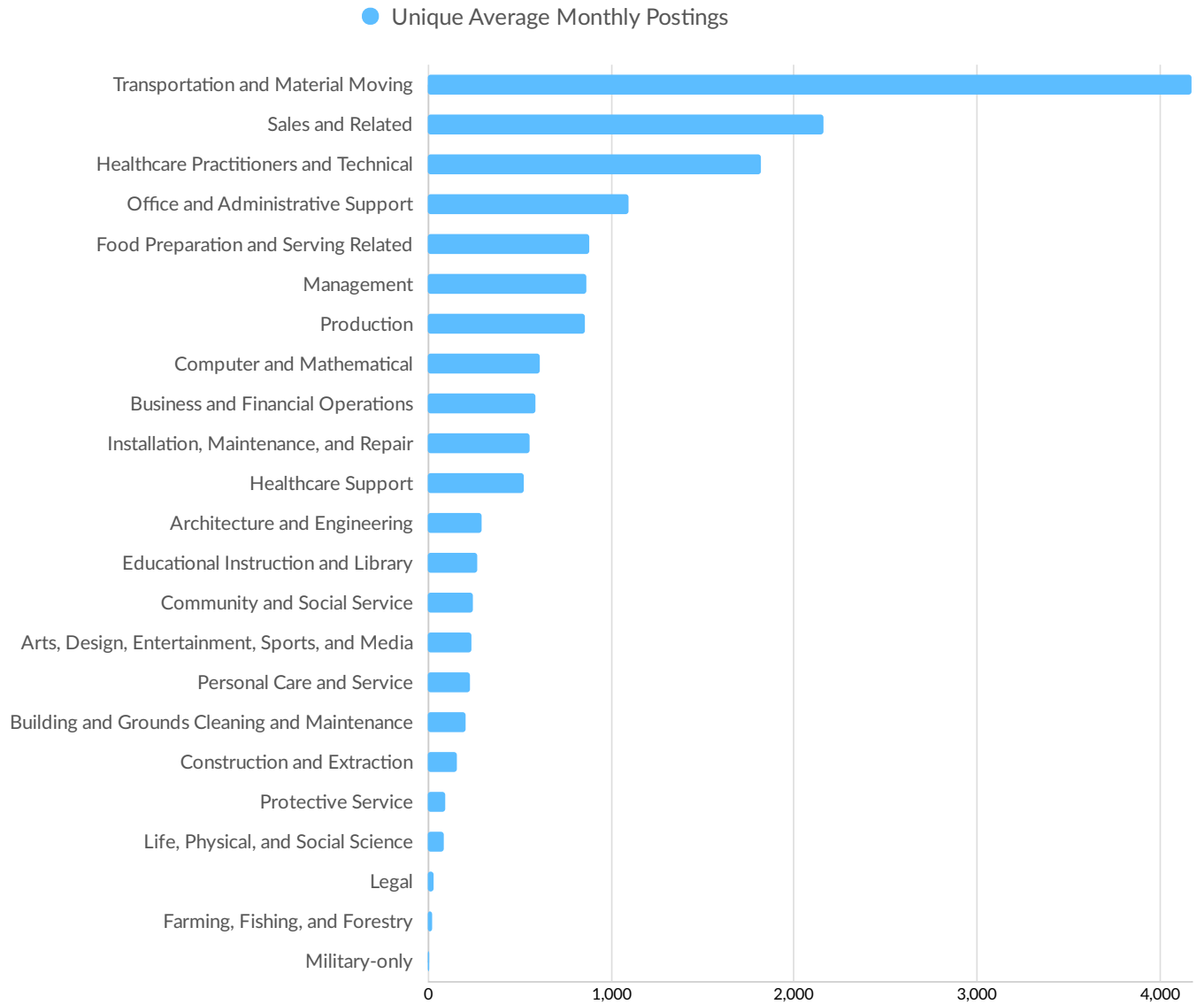
Top Occupation LQ



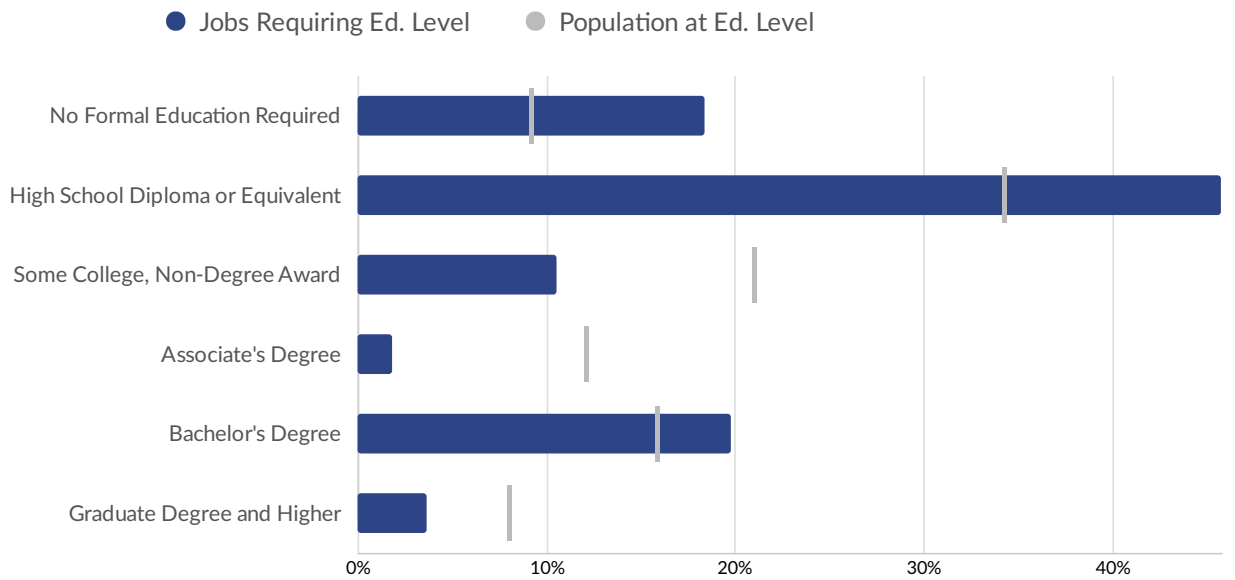
Top Occupation Earnings



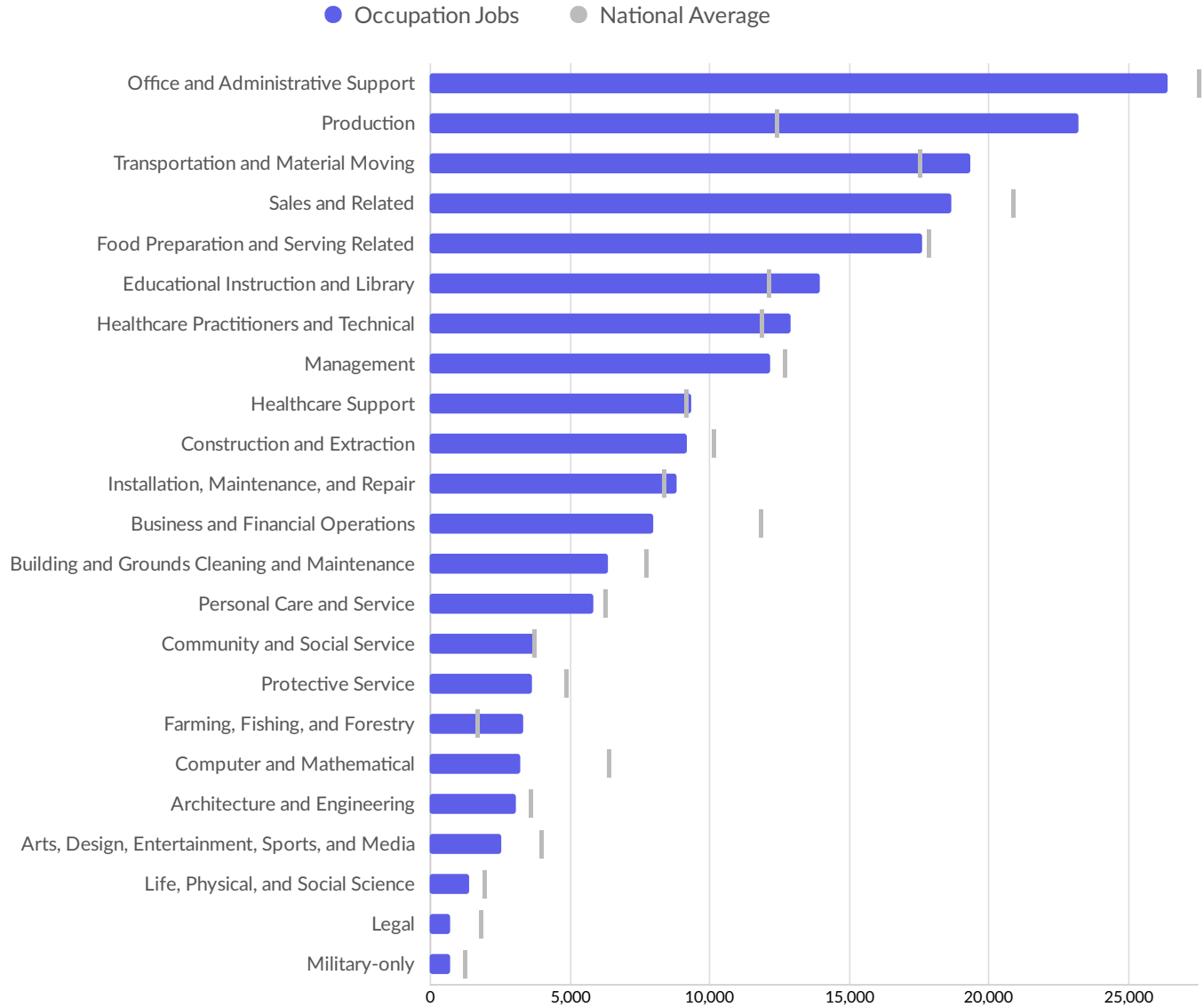
Top Posted Occupations



Underemployment



Largest Occupations



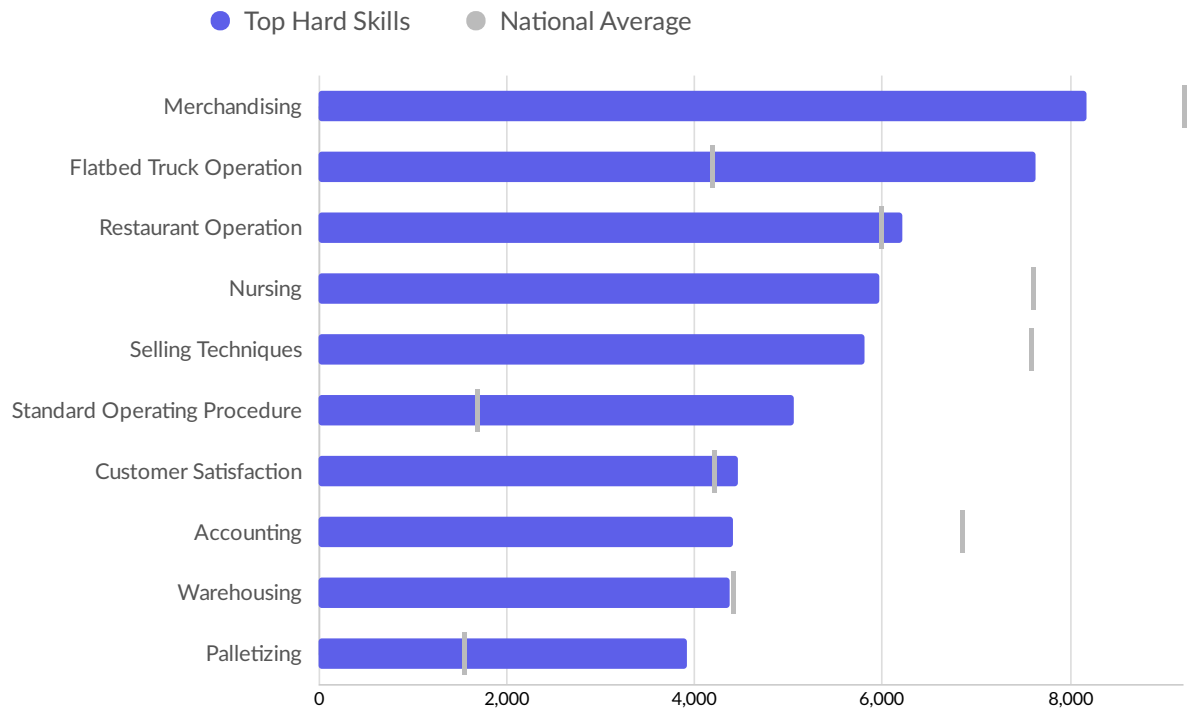
Educational Pipeline

In 2019, there were 10,347 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 shrunk by 3% over the last 5 years. The highest share of these graduates come from Registered Nursing/Registered Nurse, "Biology/Biological Sciences, General", and "Business Administration and Management, General".

School	Total Graduates (2019)	Graduate Trend (2015 - 2019)
University of Wisconsin-La Crosse	2,597	
Winona State University	1,982	
Saint Mary's University of Minnesota	1,705	
Western Technical College	1,623	
Northeast Iowa Community College	722	
Viterbo University	624	
Luther College	591	
Minnesota State College Southeast	451	
The Salon Professional Academy-Onalaska	52	
Globe University-La Crosse	0	

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

In-Demand Skills



Appendix A (Geographies)

Code	Description
19005	Allamakee County, IA
19191	Winneshiek County, IA
27055	Houston County, MN
27169	Winona County, MN
55011	Buffalo County, WI
55023	Crawford County, WI
55053	Jackson County, WI

Code	Description
55057	Juneau County, WI
55063	La Crosse County, WI
55081	Monroe County, WI
55091	Pepin County, WI
55121	Trempealeau County, WI
55123	Vernon County, WI