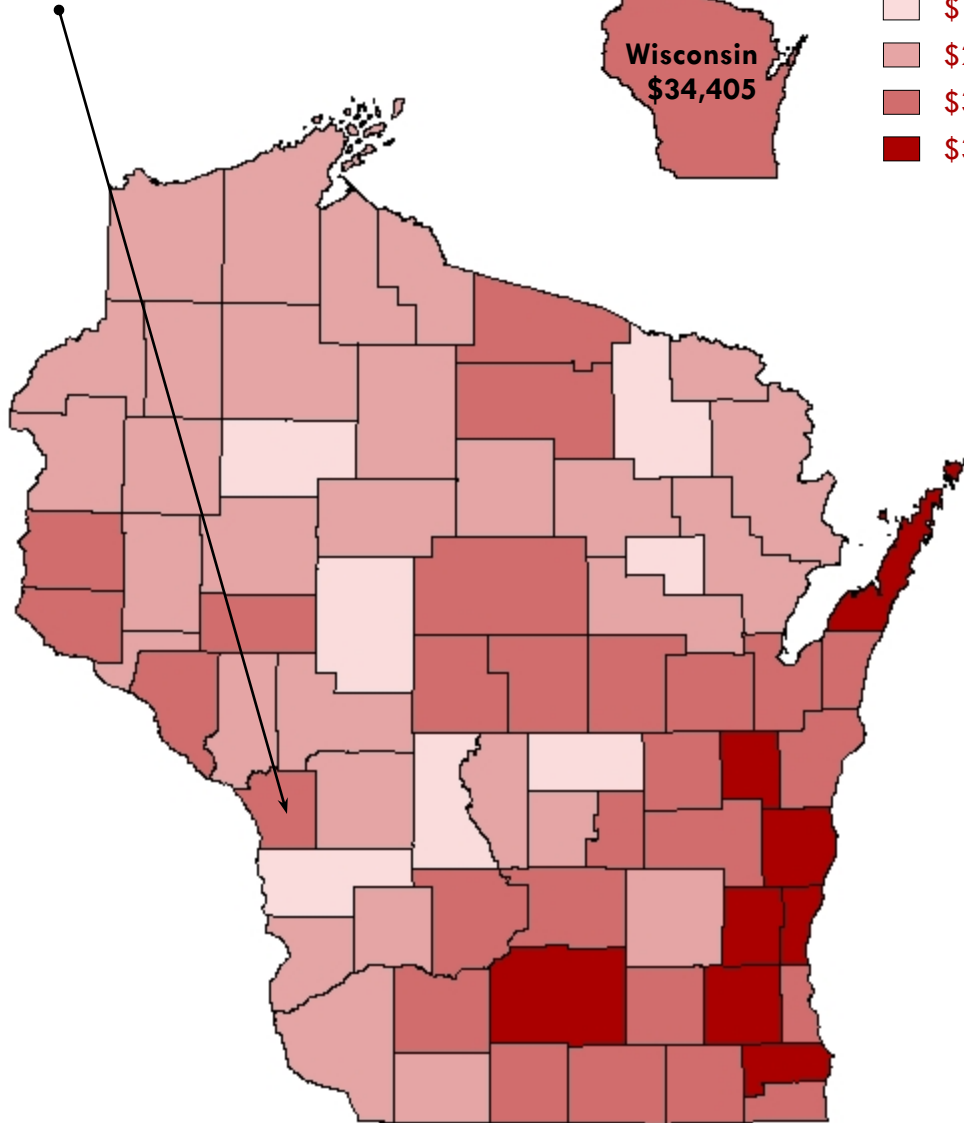


La Crosse County Workforce Profile

Per Capita Personal Income in 2006

La Crosse County
\$31,640



2008

Office of Economic Advisors

Wisconsin Department of Workforce Development
OEA-10624-P

Bill Brockmiller
402 North 8th Street
La Crosse, WI 54601
608.785.9337
william.brockmiller@dwd.wisconsin.gov

Population

People both drive the demand for goods and services as well as supply the labor to provide goods and services, so this profile opens with a discussion of population trends. La Crosse County's population grew by 4,671 people or 4.4 percent between 2000 and 2007. This reflects a slower population growth than Wisconsin's (5.3 percent) and the nation's (6.9 percent). The 4.4 percent increase from 2000 ranked 42nd highest among the state's 72 counties.

Natural increase, or births minus deaths, accounted for 56 percent of La Crosse County's increase, adding 2,620 residents. The remainder of new residents to the county came from net migration, more individuals moving to the county than leaving. Like most metropolitan areas in Wisconsin, La Crosse is adding more residents from natural increase than from net migration, and this is only one reason why the median age in La Crosse County of 35.5 years is ninth youngest among the state's 72 counties. The other reason for La Crosse's lower than statewide average age is the presence of three postsecondary institutions in the county.

On the other hand, the county's largest municipality, the City of La Crosse, was the only municipality of the county's 18 to lose population since Census 2000. The greatest increases occurred in the nearby City of Onalaska and Village of Holman. Nearly two-thirds of the increase in population occurred in these two municipalities. The Village of Holman, with an increase in population of 22.5

La Crosse County's Ten Most Populous Municipalities

| | April 2000 Census | Jan.1, 2007 Estimate | Numeric Change | Percent Change |
|-------------------------|----------------------|-------------------------|-------------------|-------------------|
| United States | 281,421,906 | 300,888,812 | 19,466,906 | 6.9% |
| Wisconsin | 5,363,715 | 5,647,000 | 283,285 | 5.3% |
| La Crosse County | 107,120 | 111,791 | 4,671 | 4.4% |
| La Crosse, City | 51,818 | 51,580 | -238 | -0.5% |
| Onalaska, City | 14,839 | 16,425 | 1,586 | 10.7% |
| Holmen, Village | 6,200 | 7,594 | 1,394 | 22.5% |
| Onalaska, Town | 5,210 | 5,475 | 265 | 5.1% |
| Shelby, Town | 4,687 | 4,842 | 155 | 3.3% |
| West Salem, Village | 4,738 | 4,823 | 85 | 1.8% |
| Campbell, Town | 4,410 | 4,420 | 10 | 0.2% |
| Holland, Town | 3,042 | 3,378 | 336 | 11.0% |
| Hamilton, Town | 2,103 | 2,432 | 329 | 15.6% |
| Farmington, Town | 1,733 | 1,927 | 194 | 11.2% |

Source: WI Dept. of Administration, Demographic Services, Population Est., July 2008

percent, is also the fastest growing of the 18 municipalities in the county.

Since growth is hampered to the east by bluffs and to the west by the Mississippi River, growth is spreading northward from the City of La Crosse. Even southward movement is restricted by water and hills.

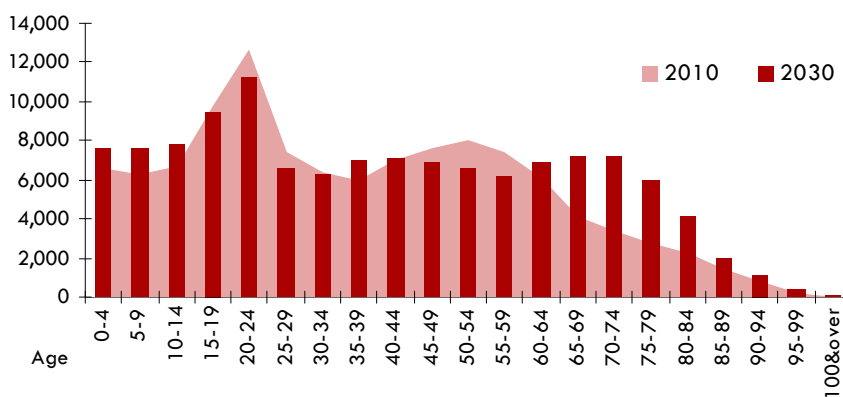
New residents, especially younger ones attending classes at one of the three postsecondary institutions in the area, provide new talent and workforce recruits. However, this infusion of young residents is ephemeral since many are students and tend not stay in the area after graduation.

Beyond the short-lived bubble of younger residents, the remaining population in La Crosse County shows little difference from other counties in Wisconsin. The baby boomer population, commonly defined as the generation born from 1946 to 1964, has dominated the workforce since they first began entering it and their work preferences have greatly impacted the business landscape.

The graph on the left illustrates that La Crosse is not immune to the effects of the aging boomer workforce. For example; moderate decreases in the 20-29 age cohorts, noticeable decreases in the 45-59 year old age cohorts, and sizable increases in the 60+ population will be realized by 2030 in La Crosse.

The impact of an aging population will dramatically change the types of services and goods purchased, as well as the available workforce in La Crosse County.

Population by Age Cohorts in La Crosse County



In 2010, the average La Crosse County resident will be 37.4 years old.
 In 2020, the average La Crosse County resident will be 39 years old.
 In 2030, the average La Crosse County resident will be 40.4 years old.

Source: WI Dept. of Administration, Demographic Services, & WI DWD, OEA

Population & Labor Force

| Population Projections for La Crosse County | | | | | | |
|---|------------|--------|--------|--------|-----------------------------|------------------|
| Age Group: | 0-15 | 16-34 | 35-54 | 55+ | Labor-Force-Aged Population | Total Population |
| Years | Population | | | | | |
| 2010 | 21,507 | 34,313 | 28,774 | 28,595 | 91,682 | 113,189 |
| 2020 | 23,376 | 33,070 | 26,610 | 36,727 | 96,407 | 119,783 |
| 2030 | 24,983 | 31,697 | 27,538 | 41,016 | 100,251 | 125,234 |
| Distribution of Labor-Force-Aged Population | | | | | | |
| 2010 | | 37.4% | 31.4% | 31.2% | 100.0% | |
| 2020 | | 34.3% | 27.6% | 38.1% | 100.0% | |
| 2030 | | 31.6% | 27.5% | 40.9% | 100.0% | |

Source: WI Dept. of Administration, Demographic Services

The relationship between the population and the labor force has entered a new era. The previous era was defined by the large size of the Baby Boomer generation (those born from 1946 to 1964) plus the propensity of women to enter the workforce. This combination immensely swelled the workforce beginning in the late 1960s. Forty years later, that workforce expansion is on the cusp of deflating. The first Baby Boomers entered the workforce around 1964 and the rest followed *en masse*. The first Boomers are now eligible for reduced Social Security benefits (the '46ers turned 62 years of age in 2008).

The above table delineates the population by selected age groups over the next three decades. Note that even though the size of the population in the youngest age group increases over the 20-year span, that increase pales in comparison the 43 percent increase in the eldest group. Meanwhile, both of the middle age groups diminish in size, both numerically and proportionately. Additionally, the population aged 55 years and older is projected to increase from 31.6 percent of the labor force aged population (the population aged 16 years and older) to 40.9 percent in 2030. This is a population projection, not a labor force projection.

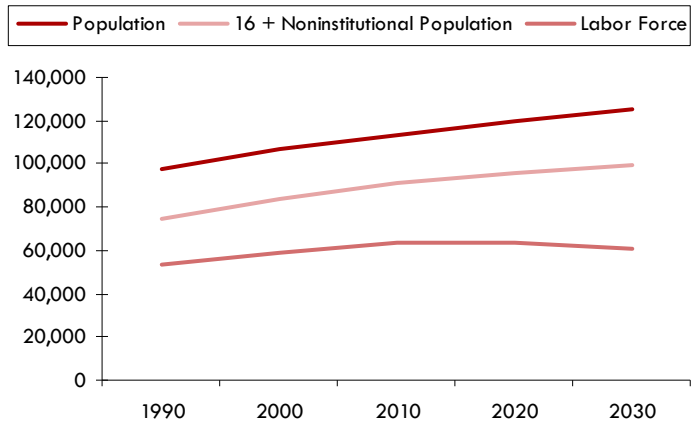
The labor force includes only that share of the population 16 years of age and older that is engaged in either working or actively looking for work. Beginning near age 55 the rate at which people participate in the labor force begins to drastically decline. As more of the labor force aged population reaches 55 years, the number of departures from the labor force increases and seriously impedes workforce growth.

In fact, the 16 plus aged population (potential labor force) is projected to add roughly 8,569 residents from 2010 to 2030, but the actual labor force is expected to decline; with a projected loss of 2,645 participants (table at right).

The graph below shows La Crosse County's total population; labor force aged population, and labor force. The top two lines, representing the total population and the labor-force-aged population respectively, in fact indicate continued growth through 2030, albeit somewhat slower than during the 1990s. The bottom line, representing the county's labor force, peaks by 2020. After 2020 La Crosse County's labor force will decline.

Competition to fill openings for replacements (workers leaving the occupation entirely, whether due to retirement or other reasons) will be fierce, not to mention the competition to fill additional openings generated from business expansions.

La Crosse County Historic and Projected Population and Labor Force



Source: WI DWD, OEA

| Labor Force Projections for La Crosse County | | | | |
|--|-------------|--------|--------|-------------------|
| Age Group: | 16-34 | 35-54 | 55+ | Total Labor Force |
| Years | Labor Force | | | |
| 2010 | 27,133 | 25,052 | 11,198 | 63,382 |
| 2020 | 25,947 | 23,361 | 13,870 | 63,178 |
| 2030 | 24,810 | 24,145 | 11,782 | 60,737 |
| Distribution of Labor Force | | | | |
| 2010 | 42.8% | 39.5% | 17.7% | 100.0% |
| 2020 | 41.1% | 37.0% | 22.0% | 100.0% |
| 2030 | 40.8% | 39.8% | 19.4% | 100.0% |

Source: WI DWD, OEA

Labor Force

Looking at the labor force in more detail requires the introduction of the Labor Force Participation Rate (LFPR) concept. LFPR is the share of the eligible population (essentially the non-institutionalized population aged 16 years and older) that is working or looking for work. Readers should bear in mind that not all persons aged 16 and over are working or looking for work. Among the reasons for not working are; school attendance, retirement, inability to work, and self-removal from the labor market by individuals who believe that there are no available job opportunities for them.

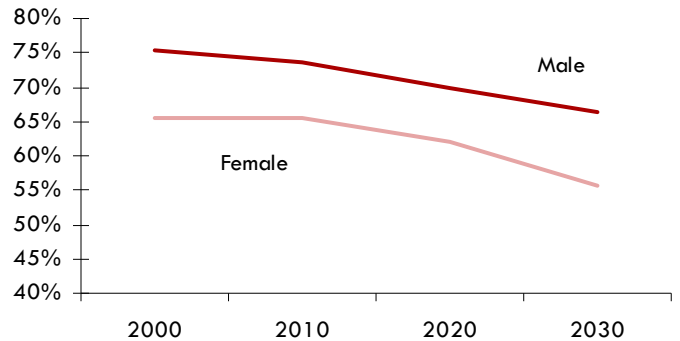
The chart at top right indicates that, on the whole, the LFPR for women is lower than for men. For most young and old age cohorts, women's LFPRs are similar to men's. Female participation rates are lower than males' during the child-bearing ages 20 to 45. Thereafter, men's LFPRs fall to the same level of the women's. The combined affect leaves overall women's LFPRs lower than men's.

La Crosse County's LFPR for men is just a shadow above the state average. The men's LFPR in La Crosse County for 2000 was 75.4 percent, compared to 74.3 percent for the state. Through time, however, La Crosse County men's LFPR is projected decline a bit faster than the comparable state average. In 2030, the male projected LFPR for La Crosse is 66.4 percent, lower than the 66.9 percent for the state. La Crosse County women's LFPR is also slightly higher than the state average, 65.7 per cent vs. 64.2 percent, and also like the La Crosse County male LFPR, the female LFPR will dip below the state average. In 2030, the female LFPR for La Crosse will be 55.6 percent compared to 56.7 percent for the state.

La Crosse County's aggregate LFPR dips modestly in the age cohorts between 30 and 45 years of age. This coincides with the primary childbearing years. The county's LFPR rises again for the 45 to 55 age cohort before it drops rapidly for older cohorts.

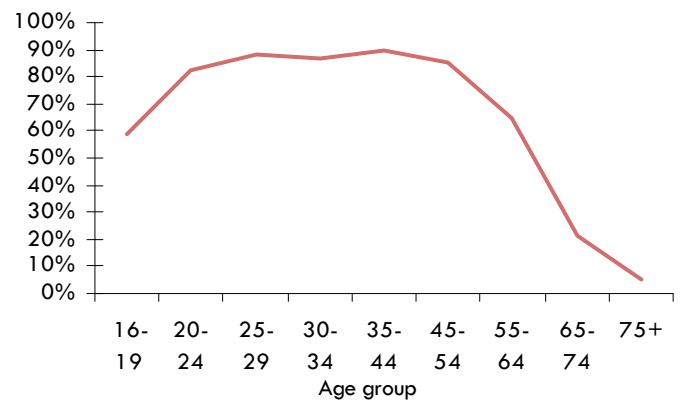
What can also be seen in the top right chart is that LFPRs for men and women are expected to decrease over time. Recent evidence indicates that LFPRs for older working men and women (aged 55 and older) have been rising.

Labor Force Participation Rates by Sex: 2000-2030



Source: WI DWD, OEA

Labor Force Participation Rates by Age in 2000



Source: Census 2000, SF-3

This should raise the curve and contribute to a boost in the workforce as Baby Boomers stay in the workforce longer. However, as one can see in the graph directly above, LFPRs for those 55 years of age and older drop precipitously. Despite projections that the LFPR for older workers will slowly increase in the future, it won't be enough to have a material impact on the overall LFPR or available workforce in La Crosse.

The chart on the left details unemployment rates for La Crosse County over the last five years. While as of this writing (Fall 2008), an economic downturn appears to be on the horizon, the fact remains that after recovery and in the future, unemployment rates will stabilize and labor shortages will continue. These shortages will be due to the continuing shift in age demographics in La Crosse County.

La Crosse County Civilian Labor Force Data

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|-------------------|--------|--------|--------|--------|--------|
| Labor Force | 61,955 | 61,985 | 61,625 | 63,875 | 63,777 |
| Employed | 59,139 | 59,435 | 59,114 | 61,462 | 61,267 |
| Unemployed | 2,816 | 2,550 | 2,511 | 2,413 | 2,510 |
| Unemployment Rate | 4.5% | 4.1% | 4.1% | 3.8% | 3.9% |

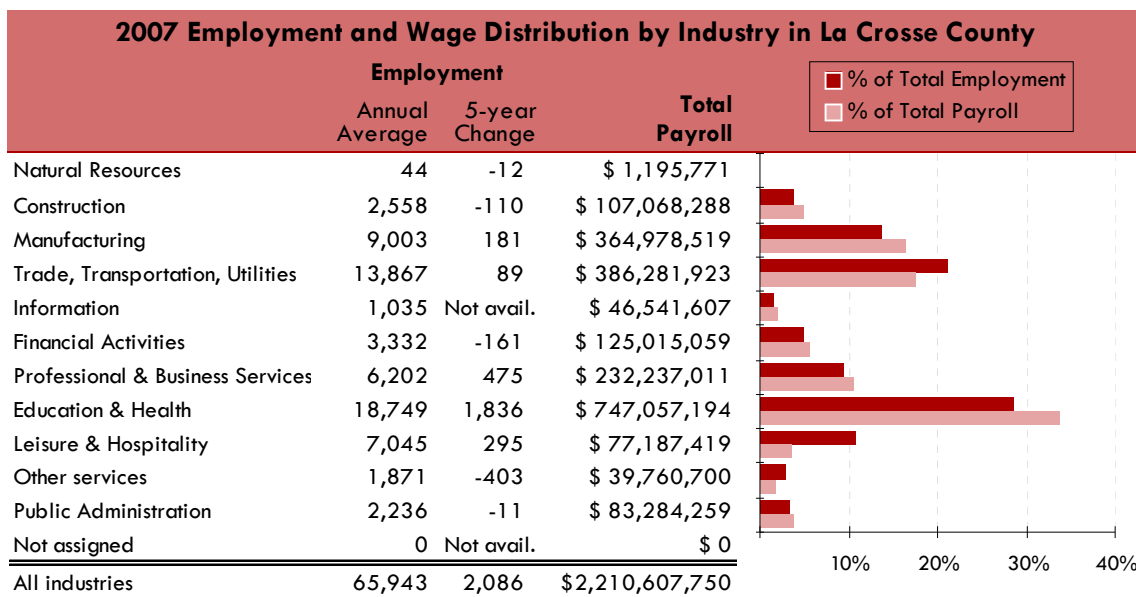
Source: WI DWD, Bur. of Workforce Training, Local Area Unemployment Statistics, 2008

Jobs & Wages

Jobs and wages are the lifeblood of any economy. The more good-paying jobs in a region, the better the prospects for its economy; and the more diverse the county's industry sectors, the more insulated it is from major losses. In La Crosse County, however, 28.4 percent of county jobs are in the industry super-sector of education & health; and another 21 percent are in the trade, transportation, & utilities super-sector.

Within La Crosse County's super-sector of trade, transportation, & utilities; wholesale trade comprises 22.1 percent of the jobs in this large grouping, retail trade comprises 61.7 percent, utilities comprises 1.2 percent and transportation & warehousing comprises 15.1 percent.

As previously noted, employers in education and health services provide the greatest share of jobs in the county as well as the highest total payroll. Due to the number of



Source: WI DWD, Bureau of Workforce Training, Quarterly Census Employment and Wages, June 2008

postsecondary education institutions and specialized medical facilities that employ workers in highly-skilled occupations, the average annual wage in the industry super-sector of \$39,845 is slightly higher than this industry's average wage statewide.

Employment in education and health care increased by more than 1,800 jobs in the last five years, dwarfing increases in other major industry sectors. This increase accounted for more than 85 percent of La Crosse County's total increase in employment in the last five years.

The annual average wages that an industry sector pays can depend upon many factors such as its geographic location, seasonal activity, the presence of workers under collective bargaining agreements, and others. But the most crucial wage structure component is an industry's occupational composition. Even two companies in the same industry and the same county could show differing average wages if their occupational compositions are significantly different.

Average Annual Wage by Industry Division in 2007

| | Average Annual Wage | | La Crosse County as a Share of Wisconsin | La Crosse County 5-year % Change | Wisconsin 5-year % Change |
|-----------------------------------|---------------------|-----------|--|----------------------------------|---------------------------|
| | La Crosse County | Wisconsin | | | |
| All industries | \$33,523 | \$38,070 | 88.1% | 14.8% | 17.4% |
| Natural Resources | \$27,177 | \$29,235 | 93.0% | 1.6% | 14.7% |
| Construction | \$41,856 | \$47,489 | 88.1% | 6.2% | 19.8% |
| Manufacturing | \$40,540 | \$47,106 | 86.1% | 9.1% | 16.1% |
| Trade, Transportation & Utilities | \$27,856 | \$32,762 | 85.0% | 7.2% | 15.3% |
| Information | \$44,968 | \$48,483 | 92.8% | Not avail. | 24.7% |
| Financial Activities | \$37,520 | \$50,749 | 73.9% | 8.3% | 25.8% |
| Professional & Business Services | \$37,446 | \$44,328 | 84.5% | 28.5% | 22.0% |
| Education & Health | \$39,845 | \$39,606 | 100.6% | 18.2% | 17.3% |
| Leisure & Hospitality | \$10,956 | \$13,589 | 80.6% | 16.7% | 14.8% |
| Other Services | \$21,251 | \$22,073 | 96.3% | 24.7% | 13.2% |
| Public Administration | \$37,247 | \$39,879 | 93.4% | 20.7% | 18.1% |

Source: WI DWD, Workforce Training, QCEW, June 2008

Jobs & Wages

| Prominent Industries in La Crosse County | | | | | | | |
|--|--------------------|-----------------------|-----------|------------------|-----------|-----------------------|-----------|
| Industry Sub-sectors (3-digit NAICS) | Average Employment | | | Average Wages | | | |
| | 2007 Avg. | 5-year Percent Change | | 2007 Average | | 5-year Percent Change | |
| | La Crosse County | La Crosse County | Wisconsin | La Crosse County | Wisconsin | La Crosse County | Wisconsin |
| Hospitals | 7,883 | not avail. | 12.6% | \$ 51,515 | \$ 43,750 | not avail. | 24.1% |
| Food services & drinking places | 5,288 | 3.7% | 9.1% | \$ 10,061 | \$ 10,859 | 16.9% | 14.5% |
| Educational services | 5,050 | -0.3% | 2.0% | \$ 37,406 | \$ 39,753 | 12.5% | 15.0% |
| Administrative & support services | 2,725 | 1.6% | 15.8% | \$ 20,208 | \$ 23,144 | 22.3% | 15.4% |
| Machinery manufacturing | 2,638 | -11.0% | -4.5% | \$ 55,672 | \$ 53,720 | 6.9% | 19.1% |
| General merchandise stores | 2,380 | 14.5% | 7.1% | \$ 18,563 | \$ 17,914 | 17.4% | 16.3% |
| Social assistance | 2,172 | not avail. | 17.0% | \$ 20,143 | \$ 19,100 | not avail. | 9.2% |
| Nursing & residential care facilities | 1,986 | 7.1% | 3.6% | \$ 21,852 | \$ 23,295 | 12.8% | 12.0% |
| Management of companies & enterprises | 1,749 | 19.9% | 33.1% | \$ 56,568 | \$ 82,145 | 26.4% | 25.0% |
| Merchant wholesalers, durable goods | 1,734 | 26.1% | 6.8% | \$ 40,774 | \$ 52,130 | 13.8% | 15.4% |

Note: * data suppressed for confidentiality and not available for calculations
Source: WI DWD, Bureau of Workforce Training, QCEW, OEA special request, June 2008

The data on the previous page showed that employers in the industry super-sector of education and health provided the largest share of jobs and greatest payroll. The above table also reflects the significance of the super-sector with the inclusion of four of the industry's sub-sectors: hospitals, educational services, social assistance (family services and home care), and nursing and residential care facilities. The highly-skilled occupations found in hospitals, and the wages they demand, produced an annual average wages of \$51,515 in La Crosse, almost 18 percent higher than the statewide average wage of \$43,750 in that sub-sector. Wages in the hospital sub-sector are generally greater than found in most other industries. Not only are these prominent industry sub-sectors in La Crosse County, but the county's

two largest employers are hospitals.

However, the annual average wage for workers in machinery manufacturing exceeds that of healthcare workers. All too often manufacturing jobs are slighted for their lack of skill and earning potential, but that is not the case here and in several other manufacturing sub-sectors in the state. The sub-sector includes 18 establishments in La Crosse County, including one of the county's largest employers, American Standard Inc. (Trane). Trane is the only manufacturing employer included on the bottom list.

The sixth largest employer in the county (fourth largest private sector employer), Kwik Trip, is often associated with its network of gasoline and convenience stores throughout the Upper Midwest, but its headquarters is in La Crosse. The county is the location of its managing

offices and is home to its distribution and warehouse facilities, food production and bakery, and computer services and programming operations.

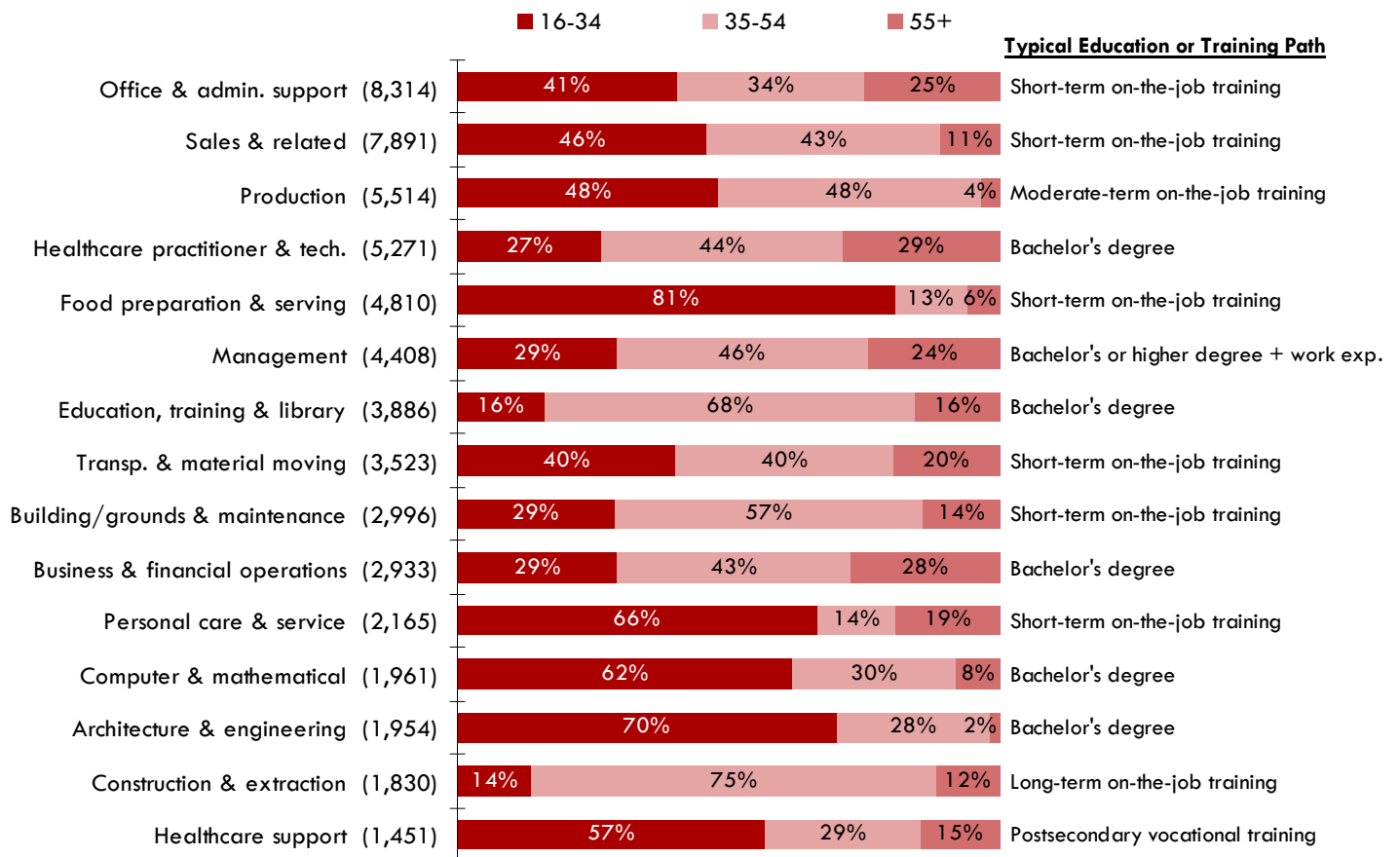
| Prominent Public and Private Sector Employers in La Crosse County | | |
|---|---|----------------------------------|
| Establishment | Service or Product | Number of Employees (March 2007) |
| Gundersen Lutheran Administrative | General medical & surgical hospitals | 1000+ employees |
| Franciscan Skemp Medical Center | General medical & surgical hospitals | 1000+ employees |
| American Standard Inc | AC, refrigeration, & forced air heating | 1000+ employees |
| La Crosse Public Schools | Elementary & secondary schools | 1000+ employees |
| County of La Crosse | Executive & legislative offices, combined | 1000+ employees |
| University of Wisconsin- La Crosse | Colleges & universities | 1000+ employees |
| Kwik Trip | Gasoline stations with convenience stores | 1000+ employees |
| Centurytel Service Group | Managing offices | 500-999 employees |
| Wal-Mart | Discount department stores | 500-999 employees |
| City of La Crosse | Executive & legislative offices, combined | 500-999 employees |

Source: WI DWD, Bureau of Workforce Training, QCEW, OEA special request, April 2008

Occupations & Typical Education or Training

Age Distribution of Workers in Selected Occupational Groups

Data includes residents of La Crosse County.



Note: Occupation groups are in descending order based on the number of workers in each group.
Source: 2006 U.S. Census, ACS PUMS & WIDWD, OEA

Information on jobs by industry (pages 4-5) is readily available because the data is collected from employers' quarterly reports on total payroll and jobs. However, industry reports lack information on the occupations and the training required of the workers who fill those jobs. One source of occupational information is the American Community Survey (ACS) conducted by the U.S. Census Bureau. The ACS provides economic, social, demographic, and housing information about America and her communities every year. Generally a greater level of detail and more frequent updates are available from ACS for metropolitan counties like La Crosse, then for non-metropolitan counties.

The chart includes the 15 largest occupational groups, listed in descending order by employment (number of workers in parenthesis), and shows the age demographics

of area workers in each group. The three age categories represent all workers in each occupation group while the typical training path represents the dominant path for the occupations within the group. This does **not** mean that every occupation within that group requires that education or training path.

Many of the occupation groups listed are heavily weighted with workers in the prime working years (35-54 years old). Others have obvious deviations. For example, the occupational grouping of food preparation is skewed to younger workers. It's not surprising that this occupational group, with many part-time and seasonal jobs, low wages, and low training requirements employ a high proportion of young workers. This kind of work is also popular with students, both high school and post
(Continued on page 7)

Occupations & Typical Education or Training

(Continued from page 6)

secondary, because of the large number of frequent job openings and low training requirements. Many of the occupations in these groups are with employers in the industry sectors of leisure & hospitality or the retail trade segment of the trade, transportation, & utilities sector.

Young workers also dominate two other occupational groupings; healthcare support, and personal care services. A substantial number of occupations in these two groupings are more physical, requiring lifting and standing. Examples of physical jobs within these groupings include nurses aide, orderly, laboratory animal caretaker, and psychiatric aide from healthcare support; and nonfarm/non-laboratory animal caretaker, bellhop, personal home care aide, and child care worker from personal care services. In addition to the physical requirements of many jobs in these two groupings, one finds that most occupations in these groupings pay less than overall average wages and require only short-term training. These factors account for the predominance of younger workers in these occupational groupings.

Another group, architects and engineering, also has a preponderance of young workers. Most of the young

workers in this group are in mechanical engineering, drafting, and engineering technician occupations. With declines in the number of younger workers, employers may experience difficulties filling these positions in the future.

Of particular interest are occupation groups with a prevalence of workers aged 55 years or more. Management occupations naturally tend to have an older age breakout simply because these occupations typically require work experience in addition to post-secondary education. This is reflected in the typical education path in this group, and explains the high wages paid. But the higher barriers to entry, coupled with 29 percent of this group being over the age of 55, means that there could be significant problems filling all the positions vacated by the upcoming boomer retirees.

Skilled healthcare occupations also have a low proportion of younger workers. High education and work experience requirements for doctors and nurses play a major role here. With more and more new openings due to demand from aging baby boomers, and a high number of upcoming retirements, healthcare will need a tremendous number of new workers in the future.

Income

La Crosse County's total personal income (TPI) has grown by 20 percent in the five-year period from 2001 to 2006, slower than statewide and national growth in TPI.

Total personal income includes income from three main sources: net earnings; dividends, interest and rent; and transfer receipts. Net earnings make up the vast majority of income, with the remaining percentage divided between the other two components. However, despite this common pattern, the exact distribution can tell us a lot about an area.

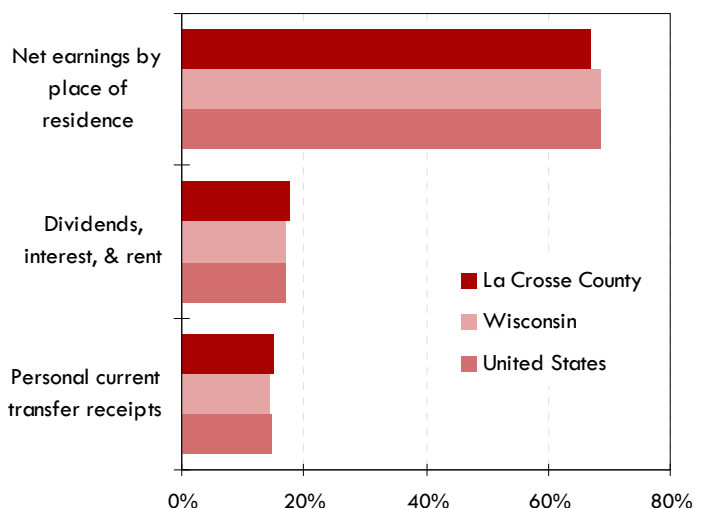
In La Crosse County, 67.1 percent of TPI is from net earnings, slightly less than comparable numbers for state and nation (68.5 percent for the state, and 68.4 percent for the nation). Net earnings includes wages earned from employers, as well as earnings of self-employed workers and proprietors, and adjustments for wages earned by residents who work outside the county.

The adjustment for residency is an interesting piece of net earnings to analyze, as it can tell us a lot about a county's commuting situation. Personal income is a place of residence measure, so to make sure that incomes are attributed to the county where the worker lives, regardless of where their job is, an adjustment for residency is used.

As shown on the graph on the bottom of page eight, it's basically the earnings from La Crosse residents working in other counties (inflow), minus the earnings of residents of

(Continued on page 8)

Components of 2006 Total Personal Income



Source: US Dept. of Commerce, Bur. of Economic Analysis, 2008

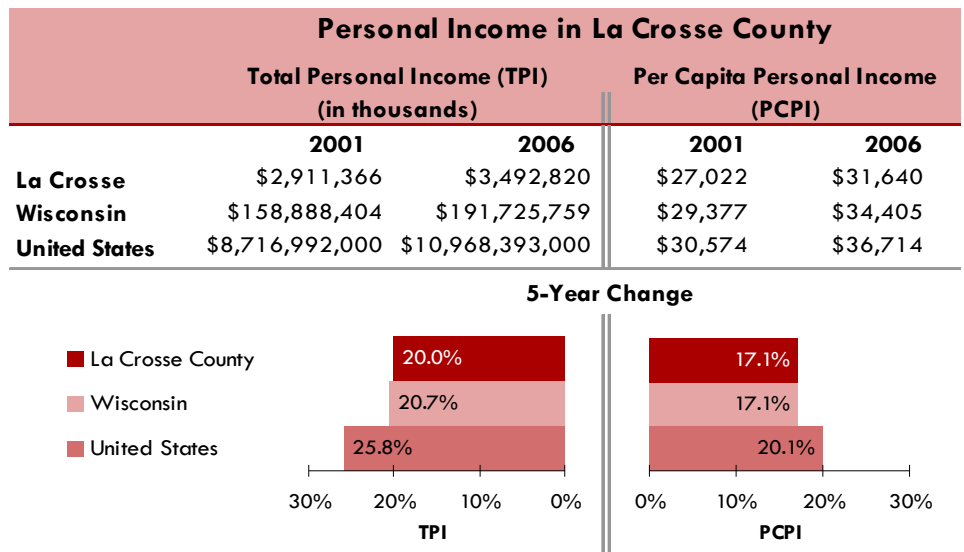
Income

other counties working in La Crosse (outflow). In 2006 it was almost minus \$325 million. This indicates that La Crosse County is a net importer of labor, with many workers from surrounding counties commuting to La Crosse for the higher paying jobs found in an urban area, and with those workers taking those wages back home.

The second major component of TPI is dividends, interest and rent. While this label is fairly self-explanatory, it's important to note that it includes income from both retirement savings programs like 401(k)s and IRAs, as well as defined pensions. It accounts for 17.8 percent of TPI in La Crosse County, nominally higher than both the statewide and national percent.

The third component of TPI is income from transfer receipts. Transfer receipts refer to benefits like Social Security, unemployment insurance, Medicaid, Medicare, and public assistance program payments. About 15.1 percent of TPI in La Crosse County is from transfer receipts, fairly close to the state and national averages, about 14.3 and 14.7 percent respectively.

Total personal income divided by the total population produces per capita personal income (PCPI). This is a very useful indicator for comparing income dynamics in



Source: US Dept. of Commerce, Bureau of Economic Analysis, April 2007

geographic areas. While counties with a high population will, not surprisingly, also have a high level of total personal income, turning it into a per capita measure gives us an estimate of income per resident. La Crosse's per capita personal income of \$31,640 ranks somewhat low for one of the state's metropolitan counties, 26th among Wisconsin's 72 counties; and it is below the average Wisconsin and national PCPI levels.

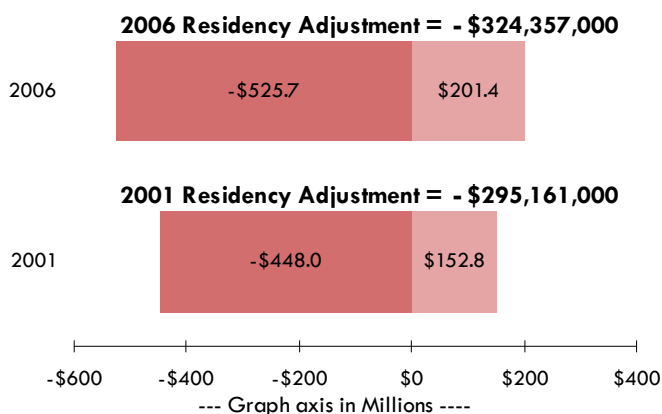
The lower industry wages (88 percent of the statewide average) seen on page four play a role in La Crosse's low PCPI, especially since net earnings are such a high proportion of total personal income. However, having the University of Wisconsin-La Crosse, Viterbo University, and Western Technical College located in the county also have an effect on PCPI. Of the students that do work, many work only part-time, often in low paying jobs. But regardless of that fact, students are still included in the total population, and are used as the denominator in determining PCPI. This contributes to a lower per capita income, which can be misleading when assessing income in an area. This is especially true in a county like La Crosse, where the students will make up a higher proportion of the population than they would in some of the more populous urban counties around the state.

The average PCPI in Wisconsin's metropolitan counties in 2006 was \$36,430. La Crosse County's PCPI was 87 percent of the state average for metropolitan counties.

The PCPI in Wisconsin's nonmetropolitan counties averaged \$29,022 in 2006.

La Crosse County Commuting Impact

- Earnings of workers living in another county (outflow)
- Earnings of residents working in other counties (inflow)



Source: US Dept. of Commerce, Bureau of Economic Analysis, April 2007