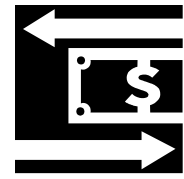


3. THE STATE OF THE MISSISSIPPI RIVER REGION'S ECONOMY



INTRODUCTION

This chapter presents the state of the Mississippi River Region's economy by providing an overview of economic and demographic conditions that have occurred in the region. The chapter compares the Region's demographic and economic data to comparable state and national data trends when data is available and applicable. Emphasis is placed upon updating the key data used in past CEDS reports and to identify significant trends which have taken place in western Wisconsin. The chapter underscores current economic and demographic trends and highlights implications for local economic development strategies.

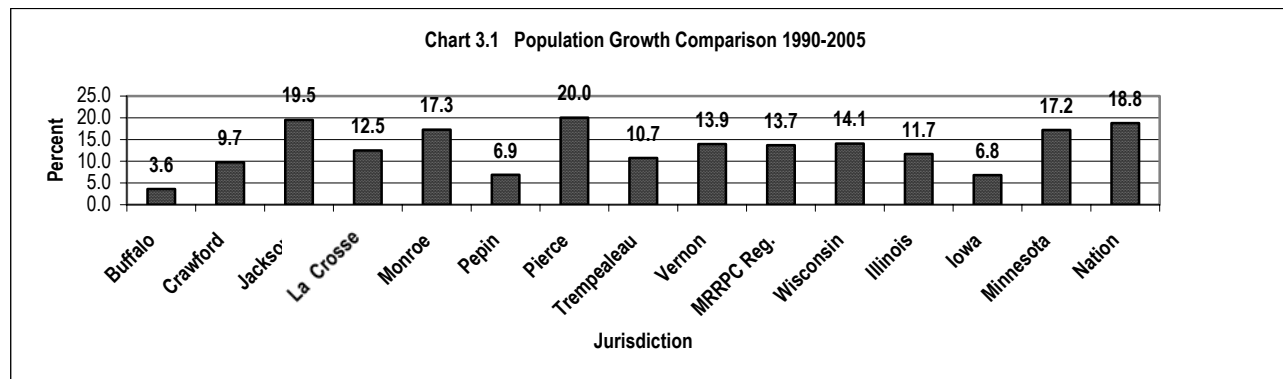
POPULATION TRENDS

Our Region's population is growing at a slower rate than the State or Nation. From 1990 through 2005 the Region's total population grew from 271,401 to 308,566 or 13.7%. This was a lower rate of growth than the State of Wisconsin and the Nation who experienced growth rates of 14.1% and 18.8% over this same time period. **Table 3.1** and **Chart 3.1** below provides a comparison of population growth between the region, State of Wisconsin, neighboring states and the Nation. Detailed population trends and projections for all municipalities can be found in the county profiles in Chapter 8 of this report.

Table 3.1 Population Trends and Projections

Jurisdiction	1970 ⁽¹⁾	1980 ⁽¹⁾	1990 ⁽¹⁾	2000 ⁽¹⁾	2005 ⁽²⁾	2010 ⁽³⁾	2020 ⁽³⁾	2030 ⁽³⁾	% Chge 90-2005	% Chge 2005-2030
Buffalo	13,743	14,309	13,584	13,804	14,076	14,364	14,872	14,951	3.6	6.2
Crawford	15,252	16,556	15,940	17,243	17,493	17,838	18,285	18,495	9.7	5.7
Jackson	15,325	16,831	16,588	19,100	19,828	20,293	21,339	22,168	19.5	11.8
La Crosse	80,468	91,056	97,904	107,120	110,126	113,211	118,246	125,652	12.5	14.1
Monroe	31,610	35,074	36,633	40,899	42,954	44,684	47,994	50,322	17.3	17.2
Pepin	7,319	7,477	7,107	7,213	7,596	8,121	8,737	8,940	6.9	17.7
Pierce	26,652	31,149	32,765	36,804	39,329	39,818	42,655	45,850	20.0	16.6
Trempealeau	23,344	26,158	25,263	27,010	27,975	28,326	29,612	30,402	10.7	8.7
Vernon	24,557	25,642	25,617	28,056	29,189	30,232	32,425	34,095	13.9	16.8
MRRPC Reg.	238,270	264,252	271,401	297,249	308,566	316,887	334,165	350,875	13.7	13.7
Wisconsin	4,417,731	4,705,767	4,891,769	5,363,675	5,580,000	5,751,470	6,110,878	6,415,923	14.1	15.0
Illinois	11,113,976	11,426,518	11,430,602	12,419,293	12,765,427	13,279,091	14,316,487	15,138,849	11.7	18.6
Iowa	2,824,376	2,913,808	2,776,755	2,926,324	2,965,524	3,009,907	3,020,496	2,955,172	6.8	-0.3
Minnesota	3,804,971	4,075,970	4,375,099	4,919,479	5,126,739	5,452,500	5,909,400	6,268,200	17.2	22.3
Nation	203,302,031	226,545,805	249,632,692	281,421,906	296,507,061	308,935,581	335,804,546	363,584,435	18.8	-3.0

(1) Bureau of the Census - 1970, 1980, 1990, 2000; (2) Neighboring States and Nat'l Population = 2005 Annual Population Est., Bureau of the Census and Wis. & MRRPC Region = State of Wis. DOA Demographic Services Ctr.; (3) State and Nat'l Populations = Inte

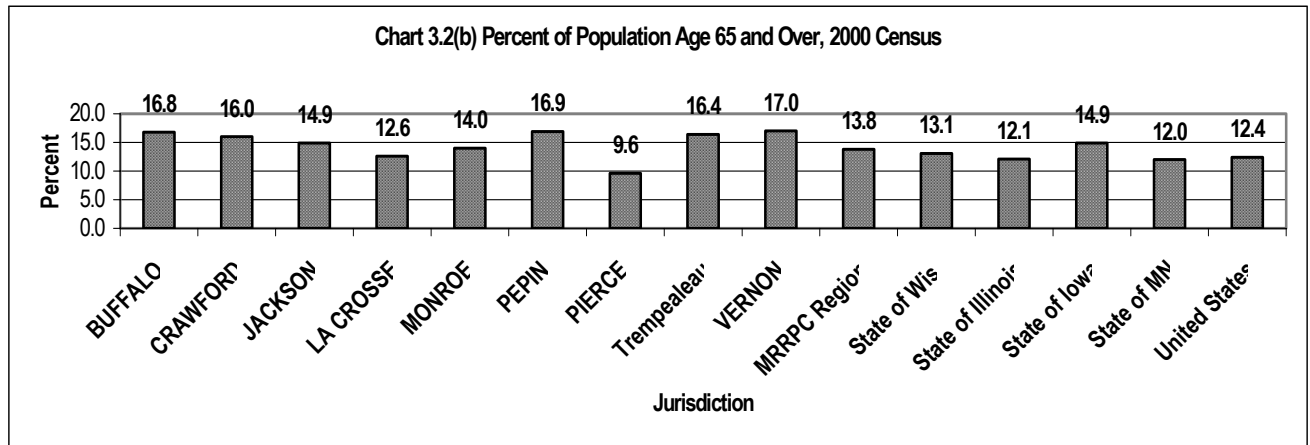
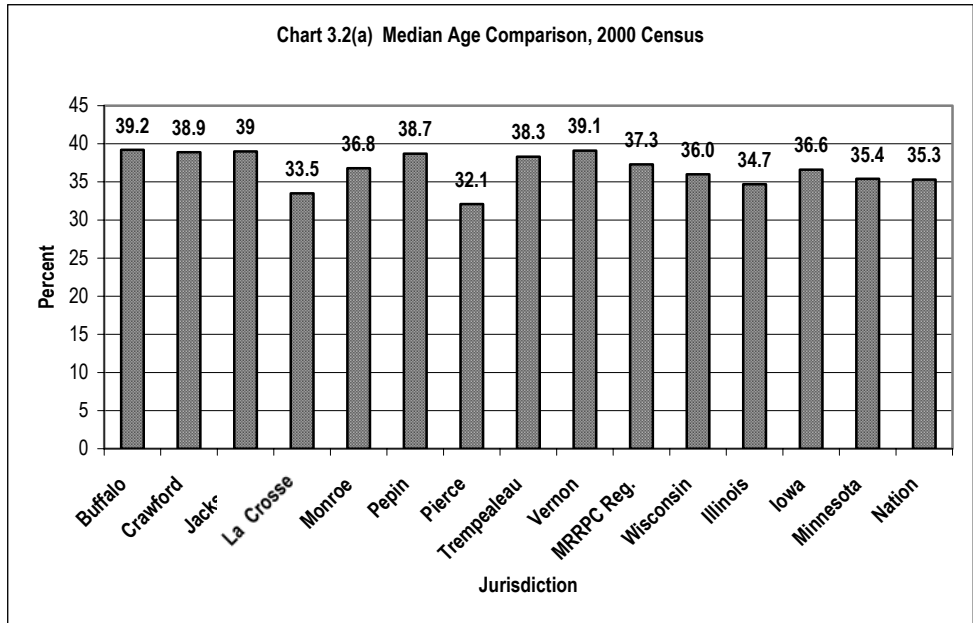


Our Region’s population is older than that State and Nation. The median age of our region has been older than the State and Nation over the past four decennial censuses (1970-2000). In 2000 the region’s median age was 37.3 compared to the State and Nation with median ages of 36 and 35.3 respectively. The percentage of our region’s 2000 population 65 years and older was 13.8% compared with 13.1% and 12.4% for the State and Nation. **Table 3.2** and **Charts 3.2(a) and 3.2(b)** below compare the region’s median age and percent of population over age 65 with the State of Wisconsin, neighboring states of Illinois, Iowa and Minnesota, and the Nation. Detailed age data can be found for all MRRPC municipalities in the county profiles in Chapter 8.

Table 3.2 Median Age 1970-2000

Jurisdiction	1970	1980	1990	2000
Buffalo	30.5	31.7	34.9	39.2
Crawford	30.3	30.8	34.9	38.9
Jackson	31.4	32.3	35.5	39
La Crosse	26.4	27.7	31.1	33.5
Monroe	30.6	31.2	33.7	36.8
Pepin	28.6	30.4	35.1	38.7
Pierce	24.1	25.7	29.4	32.1
Trempealeau	32.5	31.9	35.6	38.3
Vernon	34.3	34	36.1	39.1
MRRPC Reg.	29.9	30.6	34.0	37.3
Wisconsin	27.2	29.4	32.9	36
Illinois	NA	NA	32.7	34.7
Iowa	NA	NA	34.0	36.6
Minnesota	NA	NA	32.4	35.4
Nation	28.1	30	32.9	35.3

Source: U.S. Census 1970-2000



Most of our Region’s population growth occurs from more people moving into the Region than moving out not from a natural increase (births over deaths) like the State and Nation. During the decennial census periods for 1990 through 2000, 65% of the region’s growth was from net migration and 35% was from natural increase-births over deaths. During this same period the State of Wisconsin’s population growth was split more evenly, 48% from net migration and 52% from natural increase, **Table 3.3**.

TABLE 3.3
COMPONENTS OF TOTAL POPULATION CHANGE FOR MRRPC REGION & STATE 1990-2000

County	April 1990 Census	April 2000 Census	1990-2000		Numeric Change –1990-2000			Percent Change – 1990/2000		
			Total Births	Total Deaths	Natural Increase	Net Migration	Total	Natural Increase	Net Migration	Total
Buffalo	13,584	13,804	1,591	1,464	127	93	220	0.93	0.68	1.62
Crawford	15,940	17,243	2,002	1,790	211	1,092	1,303	1.33	6.85	8.17
Jackson	16,588	19,100	2,057	1,867	190	2,322	2,512	1.15	14	15.14
La Crosse	97,904	107,120	13,166	8,718	4,448	4,768	9,216	4.54	4.87	9.41
Monroe	36,633	40,899	5,411	3,757	1,654	2,612	4,266	4.51	7.13	11.65
Pepin	7,107	7,213	856	846	10	97	107	0.13	1.36	1.49
Pierce	32,765	36,804	4,047	2,324	1,723	2,316	4,039	5.26	7.07	12.33
Trempealeau	25,263	27,010	3,357	2,993	364	1,383	1,747	1.44	5.47	6.92
Vernon	25,617	28,056	3,420	3,039	381	2,058	2,439	1.49	8.03	9.52
MRRPC Region	271,401	297,249	35,907	26,798	9,108	16,741	25,849	2.31	6.16	8.47
Wisconsin	4,891,769	5,363,675	688,968	445,281	243,687	228,219	471,906	4.98	4.67	9.65

Source: Wisconsin Department of Administration – Demographic Services Center

The White Race comprises 96% of our regions population followed by Southeast Asians, Native Americans, and African Americans. The white race with a population of 285,420 or 96% was the largest racial group in 2000. The next largest racial group was Asian Pacific Islanders with a population of 3,586 or 1.2% of the population. The Hmong, a ethnic group from Southeast Asia makes up most of this population. The Hmong immigrated to our region over the last two and half decades due to political persecution in their homeland for siding with the U.S. during the Viet Nam War. Native Americans are the third largest racial groups with 2,508 inhabitants or .8% of the region's population. African Americans totaled 2,048 in 2000 or .7% of the region's population. Other racial groups with a combined population of 1.2% make up the remaining share of the population, **Table 3.4.** Detailed Race data is included for all MRRPC municipalities in the county profiles in Chapter 8 of this report.

Table 3.4 Race Comparison, Census 2000

	Total Population	White alone	%	Black or African American alone	%	American Indian and Alaska Native alone	%	Asian and Native Hawaiian and Other Pacific Islander alone	%	Some other race alone	%	Two or more races	%
Buffalo County	13,804	13,650	98.9	34	0.2	35	0.3	27	0.2	14	0.1	44	0.3
Crawford County	17,243	16,739	97.1	267	1.5	61	0.4	49	0.3	26	0.2	101	0.6
Jackson County	19,100	17,082	89.4	440	2.3	1,095	5.7	95	0.5	184	1.0	204	1.1
La Crosse County	107,120	100,964	94.3	934	0.9	652	0.6	2,882	2.7	365	0.3	1,323	1.2
Monroe County	40,899	39,391	96.3	209	0.5	336	0.8	231	0.6	430	1.1	302	0.7
Pepin County	7,213	7,133	98.9	7	0.1	17	0.2	20	0.3	2	0.0	34	0.5
Pierce County	36,804	36,000	97.8	108	0.3	161	0.4	219	0.6	73	0.2	243	0.7
County	27,010	26,710	98.9	24	0.1	71	0.3	27	0.1	64	0.2	114	0.4
Vernon County	28,056	27,751	98.9	25	0.1	80	0.3	36	0.1	58	0.2	106	0.4
MRRPC Region	297,249	285,420	96.0	2,048	0.7	2,508	0.8	3,586	1.2	1,216	0.4	2,471	0.8
Wisconsin	5,363,675	4,773,553	89.0	300,355	5.6	49,661	0.9	84,654	1.6	84,281	1.6	71,171	1.3
Illinois	12,419,293	9,123,564	73.5	1,864,619	15.0	30,407	0.2	427,251	3.4	724,021	5.8	249,431	2.0
Iowa	2,926,324	2,749,737	94.0	59,758	2.0	9,263	0.3	35,978	1.2	37,964	1.3	33,624	1.1
Minnesota	4,919,479	4,402,124	89.5	167,857	3.4	54,568	1.1	140,969	2.9	65,184	1.3	88,777	1.8
United States	281,421,906	211,353,725	75.1	34,361,740	12.2	2,447,989	0.9	10,550,602	3.7	15,436,924	5.5	7,270,926	2.6

U.S. Census Bureau, Census 2000

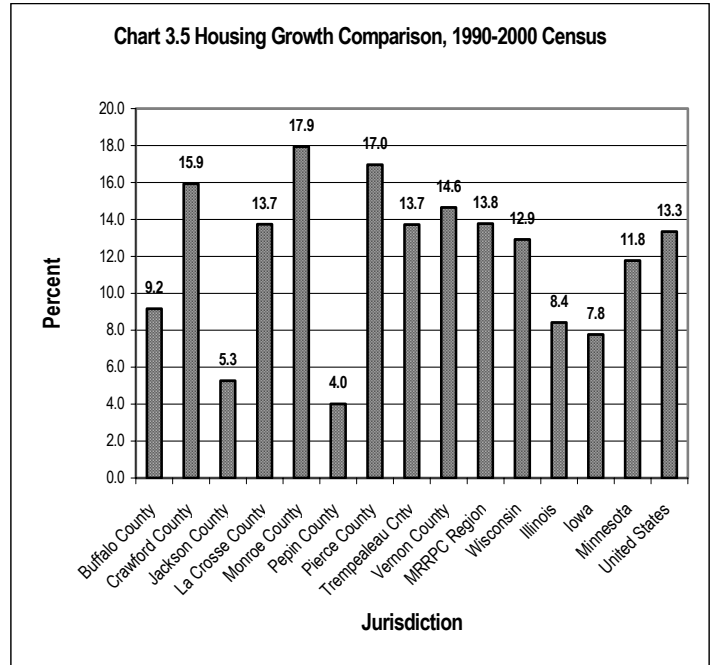
HOUSING TRENDS

From 1990 through 2000 Our Region's housing growth rate exceeded both the State and Nation's. The region's 1990 – 2000 housing growth of 14,913 units was a 13.8% increase slightly more than the State's 12.9% increase and the Nation's 13.3% increase, **Table 3.5 and Chart 3.5**. In some of the Region's communities housing unit growth exceeded the communities' population growth. From 2000 to 2006 state estimates show the Region's housing stock increased by 10,755 units or 8.7% while the state's housing stock increased by 9.1%. Figures were not available for the Nation for 2006. Census housing counts for all municipalities in the MRRPC region can be found in Chapter 8.

Table 3.5 Housing Units 1990-2000-2006

Jurisdiction	1990 Hsing Units	2000 Hsing Units	2006 Hsing Unit Est.	Hsng Unit Chg 90-00	Hsng Unit Chg 00-06	% Inc 90-00	% Inc 00-06
Buffalo	5,586	6,098	6,570	512	472	9.2	7.7
Crawford	7,315	8,480	8,990	1,165	510	15.9	6.0
Jackson	7,627	8,029	8,850	402	821	5.3	10.2
La Crosse	38,227	43,479	46,360	5,252	2,881	13.7	6.6
Monroe County	14,135	16,672	18,550	2,537	1,878	17.9	11.3
Pepin County	2,919	3,036	3,320	117	284	4.0	9.4
Pierce County	11,536	13,493	15,340	1,957	1,847	17.0	13.7
Trempealeau	10,097	11,482	12,440	1,385	958	13.7	8.3
Vernon	10,830	12,416	13,520	1,586	1,104	14.6	8.9
MRRPC Reg	108,272	123,185	133,940	14,913	10,755	13.8	8.7
Wisconsin	2,055,676	2,321,144	2,531,430	265,468	210,286	12.9	9.1
Illinois	4,506,275	4,885,615	NA	379,340	NA	8.4	NA
Iowa	1,143,669	1,232,511	NA	88,842	NA	7.8	NA
Minnesota	1,848,445	2,065,946	NA	217,501	NA	11.8	NA
United States	102,263,678	115,904,641	NA	13,640,963	NA	13.3	NA

Source: U.S. Census Bureau 1990-2000 & WI DOA-Demographic Services Ctr

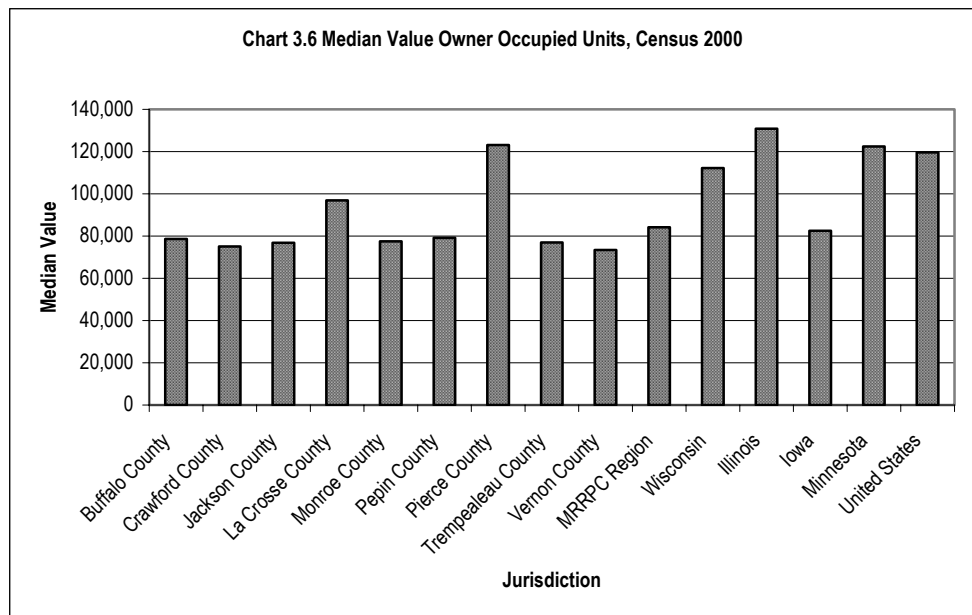


The region's median home value of \$84,178 in 2000 was less than the state (\$112,200) and Nation (\$119,600), **Table 3.6 and Chart 3.6**.

Table 3.6 Median Value Owner Occupied Units

Jurisdiction	2000
Buffalo County	78,600
Crawford County	75,100
Jackson County	76,800
La Crosse County	96,900
Monroe County	77,500
Pepin County	79,200
Pierce County	123,100
Trempealeau County	77,000
Vernon County	73,400
MRRPC Region	84,178
Wisconsin	112,200
Illinois	130,800
Iowa	82,500
Minnesota	122,400
United States	119,600

Source: Bureau of the Census



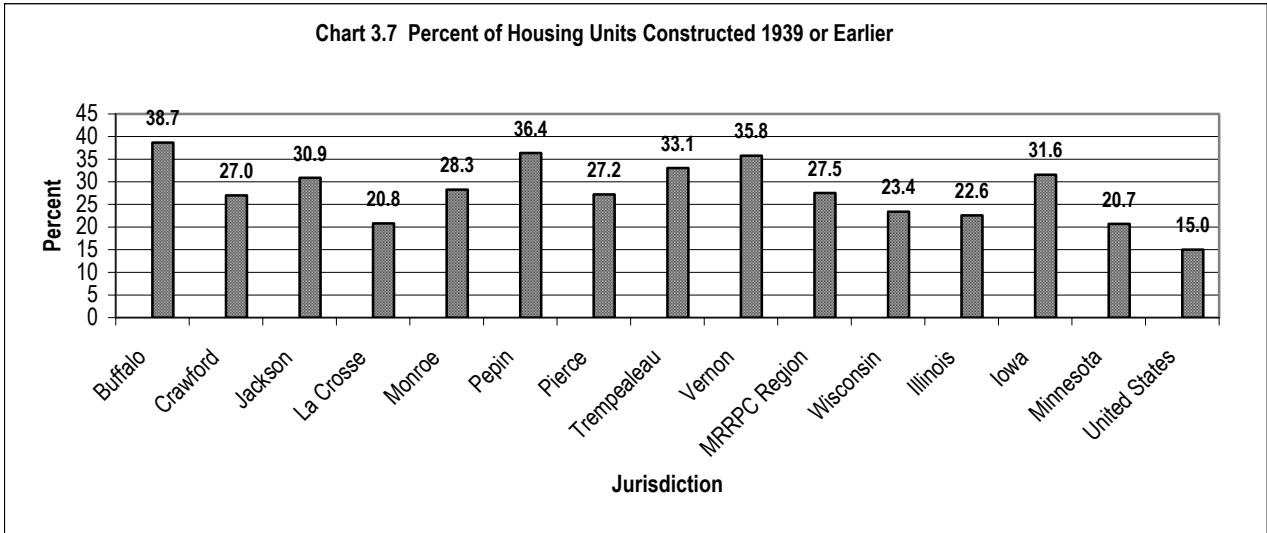
The region's housing stock is older than the State or Nation with 27.5% of our units constructed in 1939 or earlier. The State and Nation reported 23% and 15% respectively. The percent of the region's housing units lacking adequate plumbing facilities of .9% exceeded the State and Nation percentages of .5% and .6% respectively, **Table 3.7 and Chart 3.7.**

Table 3.7 Housing Condition , 2000 Census

Jurisdiction	Total Housing Units	1939 or earlier	1940 to 1979	1980 to 2000	% Constructed 1939 or earlier	% Constructed 1940-1979	% Constructed 1980-2000	% Lacking Complete Adequate Plumbing Facilities
Buffalo County	6,098	2,357	2,405	1,336	38.7	39.4	21.9	1.1
Crawford County	8,480	2,288	3,822	2,370	27.0	45.1	27.9	1.3
Jackson County	8,029	2,479	3,240	2,310	30.9	40.4	28.8	0.9
La Crosse County	43,479	9,044	21,178	13,257	20.8	48.7	30.5	0.3
Monroe County	16,672	4,714	6,354	5,604	28.3	38.1	33.6	1.9
Pepin County	3,036	1,104	1,274	658	36.4	42.0	21.7	0.9
Pierce County	13,493	3,669	5,251	4,573	27.2	38.9	33.9	0.4
Trempealeau Cnty	11,482	3,795	4,888	2,799	33.1	42.6	24.4	0.8
Vernon County	12,416	4,440	4,645	3,331	35.8	37.4	26.8	0.4
MRRPC Region	123,185	33,890	53,057	36,238	27.5	43.1	29.4	0.9
Wisconsin	2,321,144	543,164	1,138,399	639,581	23.4	49.0	27.6	0.5
Illinois	4,885,615	1,103,376	2,703,816	1,078,423	22.6	55.3	22.1	0.5
Iowa	1,232,511	389,154	592,796	250,561	31.6	48.1	20.3	0.4
Minnesota	2,065,946	427,275	1,006,332	632,339	20.7	48.7	30.6	0.5
United States	115,904,641	17,380,053	60,496,683	38,027,905	15.0	52.2	32.8	0.6

Source: U.S. Census Bureau

Chart 3.7 Percent of Housing Units Constructed 1939 or Earlier



EMPLOYMENT TRENDS

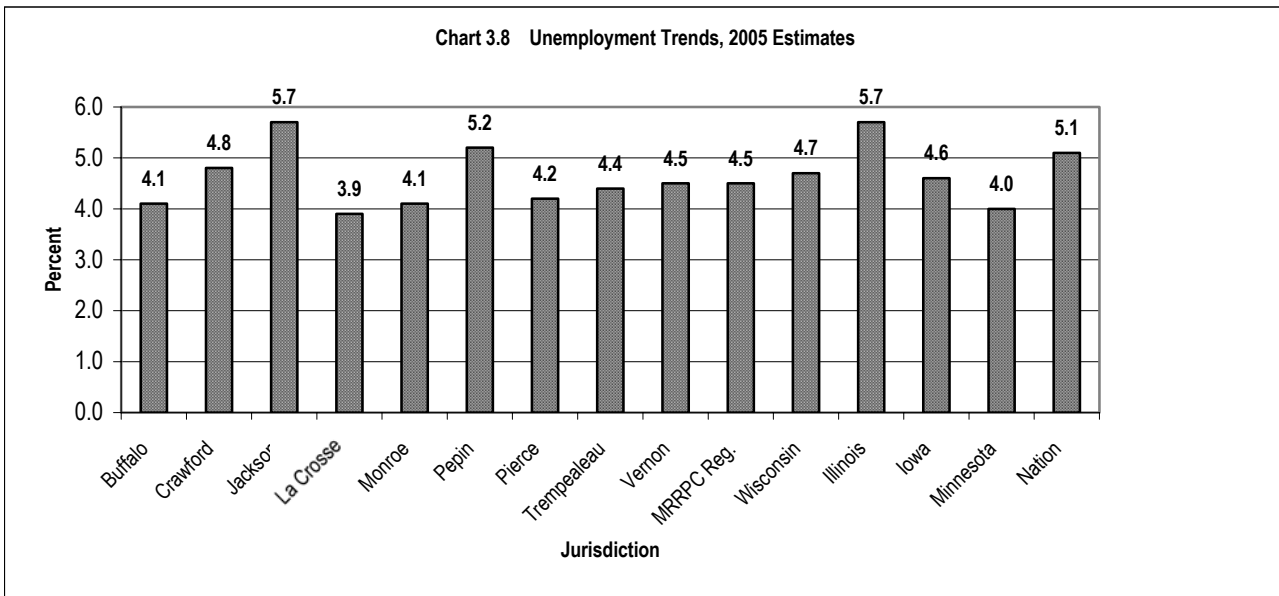
Our Region’s unemployment rate is usually below the State and National unemployment rates. 2005 estimates show that 4.5% of the Region’s labor force was unemployed. This compares to the 4.7% and 5.1% for the State and nation respectively. **Table 3.8** and **Chart 3.8** compare the MRRPC region with the neighboring states of Illinois, Iowa, and Minnesota and the Nation.

Table 3.8 Unemployment Rate Trends

Jurisdiction	1970		1980		1990		2000		2005 Estimates*	
	Civilian Labor Force	% Unemp	Civilian Labor Force	% Unemp	Civilian Labor Force	% Unemp	Civilian Labor Force	% Unemp	Civilian Labor Force	% Unemp
Buffalo	5,130	3.1	6,408	7.4	6,773	4	7,493	3.8	8,297	4.1
Crawford	5,871	5.1	7,243	6.9	7,566	5.6	8,670	4.8	9,691	4.8
Jackson	5,938	8.5	7,281	9.4	7,870	7.7	9,689	8.3	9,765	5.7
La Crosse	31,816	5.7	45,751	5.5	52,515	4.8	59,516	4.1	62,487	3.9
Monroe	11,861	9	15,339	7	17,433	4.7	20,802	4.8	23,675	4.1
Pepin	2,531	3.1	3,236	6.2	3,283	4.8	3,748	4.4	3,967	5.2
Pierce	10,328	2.8	14,999	5.8	18,148	5.3	22,125	4.7	23,235	4.2
Trempealeau	8,644	4.8	11,659	7.7	12,625	4.6	14,538	3.5	15,833	4.4
Vernon	9,389	5.6	11,631	6.5	12,152	4.7	13,682	4.2	14,406	4.5
MRRPC Reg	91,508	5.3	123,547	6.9	138,365	5.1	160,263	4.7	171,356	4.5
Wisconsin	1,774,008	4	2,263,413	6.6	2,517,238	5.2	2,869,236	4.7	3,041,470	4.7
Illinois	NA	NA	NA	NA	5,803,007	6.6	6,208,597	6	6,469,338	5.7
Iowa	NA	NA	NA	NA	1,403,883	4.5	1,554,722	4.2	1,659,800	4.6
Minnesota	NA	NA	NA	NA	2,311,336	5.1	2,689,115	4.1	2,947,198	4.0
Nation	82,771,000	4.9	106,940,000	7.1	123,473,450	6.3	137,668,798	5.8	149,320,000	5.1

Source: U.S. Department of Commerce-Bureau of the Census

*Source: Wisconsin Department of Workforce Development & U.S. Bureau of Labor Statistics (not seasonally adjusted)



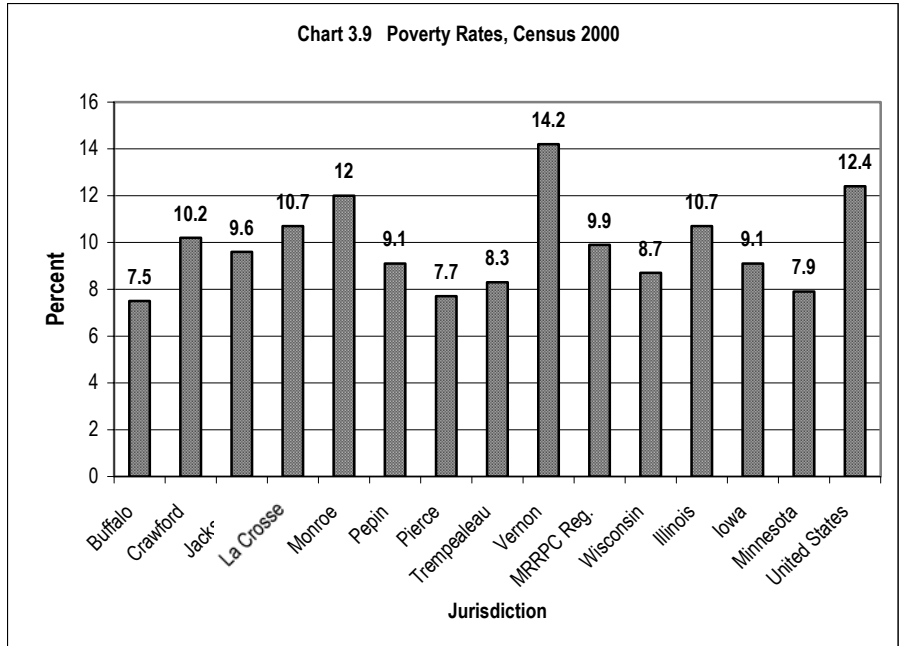
Source: Wisconsin Dept. of Workforce Development & U.S. Bureau of Labor Statistics (not seasonally adjusted)

POVERTY AND INCOME TRENDS

In 1999 our Region's poverty rate was higher than the State's but lower than the Nation's. Poverty rates reported in the 2000 census for 1999 showed a regional rate of 9.9 %. This was higher than the State poverty rate of 8.7% and lower than the National poverty rate of 12.4%. **Table 3.9** and **Chart 3.9** on the following page compare MRRPC region poverty rates with the State of Wisconsin, neighboring states and the Nation.

TABLE 3.9 Poverty Trends 1989-1999

Jurisdiction	1989		1999	
	No. in Poverty	% in Poverty	No. in Poverty	% in Poverty
Buffalo	1,588	11.9	1,012	7.5
Crawford	2,278	14.6	1,681	10.2
Jackson	2,381	14.7	1,725	9.6
La Crosse	12,504	13.4	10,841	10.7
Monroe	4,614	13	4,774	12
Pepin	876	12.6	646	9.1
Pierce	3,183	10.4	2,652	7.7
Trempealeau	2,619	10.7	2,186	8.3
Vernon	3,970	15.8	3,918	14.2
MRRPC Reg.	34,013	13	29,435	9.9
Wisconsin	508,545	10.7	451,538	8.7
Illinois	1,326,731	11.9	1,291,958	10.7
Iowa	307,420	11.5	258,008	9.1
Minnesota	435,331	10.2	380,476	7.9
United States	31,742,864	13.1	33,899,812	12.4



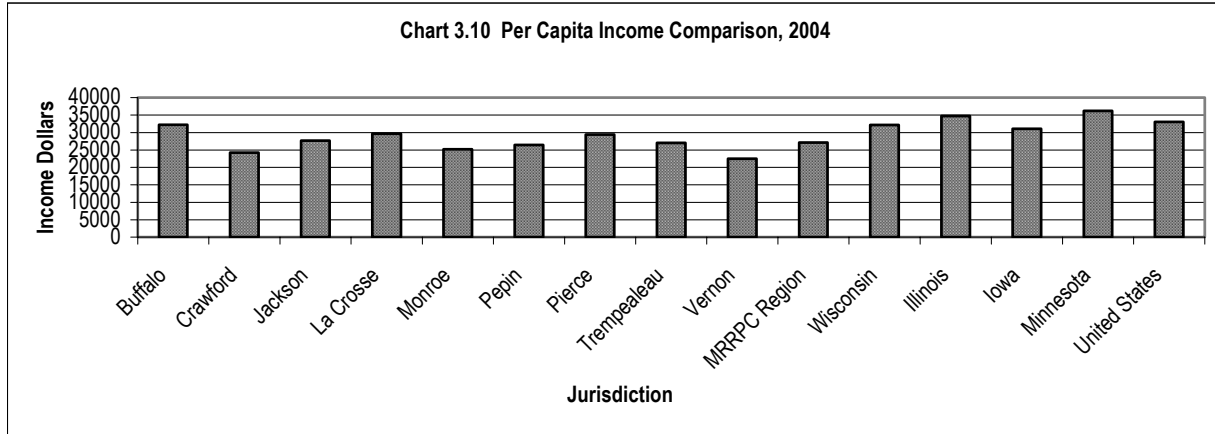
Source: U.S. Department of The Census

Our Region's per capita personal income is below the State's and Nation's. Per capita personal income figures going back to 1970 indicate lower income levels for our region's residents. In 2004 the U.S. Department of Commerce, Bureau of Economic Analysis reports a regional per capita income of \$27,144 while the State and Nation had income levels of \$32,166 and \$33,050. If the Region could reach the State of Wisconsin's per capita income level of \$32,166 it would generate more than \$1.5 billion more of additional income for the Regional economy. **Table 3.10** and **Chart 3.10** compare MRRPC region per capita income levels with the State of Wisconsin, neighboring states, and the Nation.

Table 3.10 Per Capita Personal Income Trends

Jurisdiction	1970	1980	1990	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	Rank State/Nat'l
Buffalo	3364	8709	15660	18767	19551	22233	22198	24819	25903	27225	28220	28262	29274	32203	15th
Crawford	2912	7370	13289	15566	15718	16817	17630	18723	19641	20722	21604	21901	22484	24240	60th
Jackson	2905	7910	14182	18013	18468	19879	20548	21402	22529	22877	24749	25130	26414	27658	34th
La Crosse	3596	9565	17766	20435	20774	21670	22715	24220	25014	26015	27079	27526	28353	29637	25th
Monroe	3170	8360	14010	16462	16932	18252	19087	20099	20496	21666	22228	22681	23686	25161	50th
Pepin	3199	7994	14282	17313	17720	19589	19980	21607	22115	23109	23551	23947	24614	26471	42nd
Pierce	3726	9201	15939	18747	19673	21001	22161	23572	24590	25770	27136	27412	27889	29431	26th
Trempealeau	3240	8088	14750	17084	17536	19399	19845	21265	22476	23274	24102	24553	24890	27018	38th
Vernon	2954	8129	13321	14817	15073	16142	17013	18109	18636	19235	19987	20547	21045	22479	69th
MRRPC Region	3230	8370	14800	17467	17938	19442	20131	21535	22378	23321	24295	24662	25405	27144	
Wisconsin	3979	10107	18072	21413	22215	23273	24514	26175	27135	28570	29400	30025	30664	32166	21st
Illinois	4570	11005	20824	23969	25123	26449	27729	29343	30212	32185	32532	32869	33755	34721	13th
Iowa	3865	9585	17389	20301	20929	22521	23623	24701	25118	26554	27106	28081	28576	31058	27th
Minnesota	4039	10256	19891	22985	24078	25716	26953	28993	30106	32017	32616	33237	34256	36184	7th
United States	4085	10114	19477	22172	23076	24175	25334	26883	27939	29845	30574	30810	31484	33050	

Source: U. S. Department of Commerce-Economic Statistics Administration-Bureau of Economic Analysis



Source: U.S. Department of Commerce-Economic Statistics Administration-Bureau of Economic Analysis

MAJOR EMPLOYMENT SECTORS

The top three employment sectors in the Region in 1999 were: (1) Education, Health and Social Services, (2) Manufacturing and (3) Retail Trade. The census of 2000 reported that education, health and social services were the largest employment sectors in the Region with 33,527 employees or 20.5% of total employment. Manufacturing was the second largest employment sector with 29,033 employees or 19.9% of the Regions' employed workforce. Retail trade was the third largest employment sector with 18,803 employees or 11.3% of all employment. Arts, entertainment, recreation, accommodation and food services was the fourth largest with 12,369 employees making up 7.5% of the employed workforce. Table 3.11(a) below shows employment by industry for the MRRPC region and Table 3.11(b) on the following page shows employment by industry for the State of Wisconsin, neighboring states and the Nation as of the 2000 Census.

Table 3.11(a) Employment by Industry, Census 2000

Industry	Buffalo		Crawford		Jackson		La Crosse		Monroe		Pepin		Pierce		Trempealeau		Vernon		Region	
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%
Agriculture, forestry, fishing & hunting, & mining	1,025	14.2	815	9.9	882	9.9	745	1.3	1,532	7.7	382	10.7	1,050	5.0	1,196	8.5	1,526	11.6	9,153	8.8
Construction	428	5.9	500	6.1	673	7.6	3026	5.3	1169	5.9	342	9.5	1420	6.7	870	6.2	910	6.9	9338	6.7
Manufacturing	1,540	21.4	1,878	22.8	1,438	16.2	9,204	16.1	3,994	20.2	612	17.1	4,128	19.6	4,010	28.6	2,229	17.0	29,033	19.9
Wholesale trade	256	3.6	164	2.0	193	2.2	2390	4.2	396	2.0	144	4.0	437	2.1	420	3.0	470	3.6	4870	3.0
Retail trade	646	9.0	1029	12.5	962	10.8	8210	14.4	2244	11.3	402	11.2	2467	11.7	1309	9.3	1534	11.7	18803	11.3
Transportation & warehousing, & utilities	531	7.4	354	4.3	472	5.3	2410	4.2	1105	5.6	191	5.3	1050	5.0	644	4.6	645	4.9	7402	5.2
Information	102	1.4	95	1.2	79	0.9	1335	2.3	370	1.9	49	1.4	390	1.8	226	1.6	152	1.2	2798	1.5
leasing	329	4.6	184	2.2	335	3.8	2976	5.2	659	3.3	124	3.5	994	4.7	543	3.9	477	3.6	6621	3.9
Professional, scientific, mgt, admin, & waste mgt services	231	3.2	351	4.3	280	3.2	3348	5.9	622	3.1	102	2.8	1189	5.6	455	3.2	554	4.2	7132	3.9
Educational, health & social services	1,280	17.8	1,580	19.2	1,667	18.8	14,255	25.0	3,808	19.2	763	21.3	4,568	21.7	2,734	19.5	2,872	21.9	33,527	20.5
Arts, entertainment, recreation, accommodation & food services	372	5.2	650	7.9	955	10.8	5323	9.3	1462	7.4	241	6.7	1903	9.0	721	5.1	742	5.7	12369	7.5
Other services (except public admin)	238	3.3	261	3.2	321	3.6	2023	3.5	851	4.3	131	3.7	815	3.9	504	3.6	548	4.2	5692	3.7
Public administration	229	3.2	389	4.7	624	7.0	1828	3.2	1592	8.0	99	2.8	684	3.2	396	2.8	454	3.5	6295	4.3

Source: U.S. Census Bureau, 2000 Census

Table 3.11(b) Employment by Industry, Census 2000

Industry	Wisconsin		Illinois		Iowa		Minnesota		U.S.	
	NO.	%	NO.	%	NO.	%	NO.	%	NO.	%
Agriculture, forestry, fishing & hunting, & mining	75,418	2.8	66,481	1.1	65,903	4.4	67,883	2.6	2,426,053	1.9
Construction	161,625	5.9	334,176	5.7	91,824	6.2	153,267	5.9	880,150	6.8
Manufacturing	606,845	22.2	931,162	16.0	253,444	17.0	419,271	16.3	18,286,005	14.1
Wholesale trade	87,979	3.2	222,990	3.8	53,267	3.6	92,854	3.6	466,675	3.6
Retail trade	317,881	11.6	643,472	11.0	179,381	12.0	307,714	11.9	15,221,716	11.7
Transportation & warehousing, & utilities	123,657	4.5	352,193	6.0	73,170	4.9	131,683	5.1	6,740,102	5.2
Information	60,142	2.2	172,629	3.0	41,970	2.8	65,460	2.5	3,996,564	3.1
Leasing	168,060	6.1	462,169	7.9	100,395	6.7	184,874	7.2	893,497	6.9
Professional, scientific, mgt, admin, & waste mgt services	179,503	6.6	590,913	10.1	90,157	6.1	227,064	8.8	1,206,186	9.3
Educational, health & social services	548,111	20.0	1,131,987	19.4	324,142	21.8	539,111	20.9	25,843,029	19.9
Arts, entertainment, recreation, accommodation & food services	198,528	7.3	417,406	7.2	98,819	6.6	186,001	7.2	1,021,029	7.9
Other services (except public admin)	111,028	4.1	275,901	4.7	66,286	4.4	118,322	4.6	6,320,632	4.9
Public administration	96,148	3.5	231,706	4.0	51,058	3.4	86,542	3.4	6,212,015	4.8

Source: U.S. Census Bureau, 2000 Census

TOP JOB PROSPECTS IN WESTERN WISCONSIN

The Region has a demand for a diverse line of top job prospects. Job prospect projections for 2005-2007 released by the State of Wisconsin-Department of Workforce Development indicate that the top job prospects for Western Wisconsin during this period are: registered nurses; truck drivers, heavy and tractor-trailer; sales representatives, wholesale and manufacturing, except technical and scientific products; general and operations managers; and elementary school teachers.

Table 3.12 Top Job Prospects in Western Wisconsin

	Estimated Employment	2005	2007	Change	Percent Change	Total Annual Openings
More Than a Bachelor's Degree	General and Operations Managers	1,290	1,320	30	2.33%	40
	Child, Family, and School Social Workers	320	330	10	3.13%	20
	Medical and Health Services Managers	280	290	10	3.57%	20
	Pharmacists	260	270	10	3.85%	20
	Clergy	420	420	0	0.00%	10
	Lawyers	270	280	10	3.70%	10
	Financial Managers	250	260	10	4.00%	10
	Industrial Production Managers	220	230	10	4.55%	10
	Physical Therapists	220	230	10	4.55%	10
	Sales Managers	190	200	10	5.26%	10
Bachelor's Degree	Registered Nurses	3,410	3,580	170	4.99%	150
	Elementary School Teachers, Except Special Ed	1,240	1,270	30	2.42%	40
	Secondary School Teachers, Except Special & Voc Ed	1,050	1,070	20	1.90%	40
	Accountants & Auditors	840	860	20	2.38%	30
	Middle School Teachers, Except Special & Voc Ed	650	660	10	1.54%	20
	Purchasing Agents, Except Wholesale, Retail, & Farm Products	330	340	10	3.03%	20
	Mechanical Engineers	310	320	10	3.23%	20
	Medical & Clinical Laboratory Technologists	210	220	10	4.76%	20

Table 3.12 Top Job Prospects in Western Wisconsin

		Estimated Employment		Change	Percent Change	Total Annual Openings	Average Annual Salary
		2005	2007				
Associate's Degree	Radiologic Technologists and Technicians	330	340	10	3.03%	20	\$45,053
	Computer Support Specialists	330	340	10	3.03%	10	\$36,920
	Dental Hygienists	230	240	10	4.35%	10	\$52,303
	Medical and Clinical Laboratory Technicians	130	140	10	7.69%	10	\$34,287
	Physical Therapist Assistants	80	90	10	12.50%	10	\$36,791
	Diagnostic Medical Sonographers	50	60	10	20.00%	10	\$64,978
	Occupational Therapist Assistants	40	50	10	25.00%	10	\$33,077
	Respiratory Therapists	110	110	0	0.00%	<5	\$43,915
	Civil Engineering Technicians	70	70	0	0.00%	<5	\$43,349
	Mechanical Engineering Technicians	*	*	*	*	<5	\$53,908
Postsecondary Prof. Training	Bus and Truck Mechanics and Diesel Engine Specialists	320	330	10	3.13%	20	\$36,955
	Licensed Practical and Licensed Vocational Nurses	710	710	0	0.00%	10	\$33,572
	Mechanical Drafters	170	170	0	0.00%	10	\$39,489
	Surgical Technologists	*	*	*	*	10	\$38,724
	Mobile Heavy Equipment Mechanics, Except Engines	120	120	0	0.00%	<5	\$40,824
	Telecom Equipment Installers & Repairers, Ex Line Installers	*	*	*	*	<5	\$37,627
	Electric Motor, Power Tool, and Related Repairers	70	70	0	0.00%	<5	\$35,946
	Appraisers and Assessors of Real Estate	*	*	*	*	<5	\$55,616
	Computer, Automated Teller, and Office Machine Repairers	50	50	0	0.00%	<5	\$37,187
	Real Estate Sales Agents	40	40	0	0.00%	<5	\$103,606
Job Experience in Related Occupati	First-Line Supr/Mngrs of Office & Admin Support Wrkrs	1,190	1,200	10	0.84%	30	\$40,531
	First-Line Supr/Mngrs of Production & Operating Wrkrs	1,130	1,150	20	1.77%	30	\$43,964
	First-Line Supr/Mngrs of Retail Sales Wrkrs	990	990	0	0.00%	20	\$36,683
	First-Line Supr/Mngrs of Const Trades & Extraction Wrkrs	360	370	10	2.78%	20	\$53,957
	First-Line Supr/Mngrs of Mechanics, Installers, & Repairers	400	400	0	0.00%	10	\$48,033
	First-Line Supr/Mngrs of Transportation & Material-Moving Machine & Vehicle	310	310	0	0.00%	10	\$44,877
	First-Line Supr/Mngrs of Helpers, Laborers, & Material Movers, Hand	220	220	0	0.00%	10	\$42,775
	First-Line Supr/Mngrs of Housekeeping & Janitorial Wrkrs	180	190	10	5.56%	10	\$34,323
	Food Service Managers	170	180	10	5.88%	10	\$37,437
	Detectives & Criminal Investigators	100	110	10	10.00%	10	\$51,407
Long-Term on-the-job Training	Police and Sheriff's Patrol Officers	690	700	10	1.45%	30	\$38,078
	Machinists	460	470	10	2.17%	20	\$34,291
	Electricians	430	450	20	4.65%	20	\$42,625
	Plumbers, Pipefitters, and Steamfitters	290	300	10	3.45%	20	\$45,752
	Industrial Machinery Mechanics	240	250	10	4.17%	20	\$41,267
	Sheet Metal Workers	230	240	10	4.35%	20	\$37,729
	Water & Liquid Waste Treatment Plant & System Operators	*	*	*	*	20	\$38,463
	Heating, A/C, and Refrigeration Mechanics and Installers	190	200	10	5.26%	10	\$40,265
	Tool and Die Makers	170	180	10	5.88%	10	\$44,327
	Brickmasons and Blockmasons	100	110	10	10.00%	10	\$41,150

Table 3.12 Top Job Prospects in Western Wisconsin

		Estimated Employment		Change	Percent Change	Total Annual Openings	Average Annual Salary
		2005	2007				
Moderate-Term on-the-job Training	Truck Drivers, Heavy & Tractor-Trailer	4,680	4,790	110	2.35%	130	\$34,160
	Sales Reps, Wholesale & Mfg, Except Tech & Scientific Products	1,490	1,530	40	2.68%	60	\$47,386
	Operating Engineers & Other Const Equipment Operators	470	490	20	4.26%	20	\$42,673
	Sales Reps, Wholesale & Mfg, Tech & Scientific Products	230	240	10	4.35%	20	\$68,984
	Correctional Officers & Jailers	370	360	-10	-2.70%	10	\$33,454
	Cement Masons & Concrete Finishers	180	190	10	5.56%	10	\$46,702
	Bus Drivers, Transit & Intercity	140	140	0	0.00%	<5	\$32,427
	Advertising Sales Agents	120	120	0	0.00%	<5	\$40,813
	Paving, Surfacing, & Tamping Equipment Operators	100	100	0	0.00%	<5	\$43,462
	Separating, Filtering, Clarifying, Precipitating, & Still Machine Setters, Operators, &	100	100	0	0.00%	<5	\$33,912
Short-Term on-the-job Training	Production, Planning, and Expediting Clerks	360	370	10	2.78%	20	\$38,082
	Postal Service Mail Carriers	330	330	0	0.00%	10	\$41,808
	Postal Service Mail Sorters/Processors/Processing Machine Oprs	180	180	0	0.00%	10	\$39,674
	Maintenance Workers, Machinery	90	90	0	0.00%	<5	\$33,965
	Procurement Clerks	90	80	-10	-11.11%	<5	\$34,490
	Postal Service Clerks	60	60	0	0.00%	<5	\$47,285
	Helpers--Brick/Block/Stonemasons, & Tile/Marble Setters	40	40	0	0.00%	<5	\$34,966
	Bridge and Lock Tenders	*	*	*	*	<5	\$48,031

Western Wisconsin Projections 2005-2007 - <http://dwd.wisconsin.gov/oea>

TOURISM TRENDS

Tourism expenditures in the region in 2005 were 3% lower than tourism dollars for 2004. State tourism dollars increased by 1% during this same time period. In 2005 it was projected that 14,707 of the region's residents were employed in the tourism industry which is approximately 8.6% of the region's labor force, Table 3.13.

Table 3.13 Tourism Impact: Visitor, Employment and Income Impact 2004:2005

Jurisdiction	Total Visitor Expenditure			Total Employment Impact			Total Resident Income Impact		
	2004	2005	% Chg	2004	2005	% Chg	2004	2005	% Chg
Buffalo	19,621,827	18,152,372	-7.5	519	466	-10.2	12,154,236	11,179,674	-8.0
Crawford	49,866,224	50,364,153	1.0	1,316	1,290	-2.0	30,888,349	31,018,255	0.4
Jackson	76,260,278	71,673,993	-6.0	1,674	1,574	-6.0	27,487,000	25,833,000	-6.0
La Crosse	212,464,287	205,187,373	-3.4	5,829	5,630	-3.4	102,052,000	98,558,000	-3.4
Monroe	108,354,273	103,414,639	-4.6	2,859	2,652	-7.2	67,117,266	63,690,963	-5.1
Pepin	8,135,868	8,035,216	-1.2	213	206	-3.3	5,039,552	4,948,724	-1.8
Pierce	32,393,430	33,346,427	2.9	855	853	-0.2	20,065,273	20,537,382	2.4
Trempealeau	38,247,980	37,783,656	-1.2	1,010	969	-4.1	23,691,728	23,270,181	-1.8
Vernon	41,591,257	41,682,258	0.2	1,097	1,067	-2.7	25,762,633	25,671,251	-0.4
Region	586,935,424	569,640,087	-2.9	15,372	14,707	-4.3	314,258,037	304,707,430	-3.0
State	11,781,228,510	11,950,050,300	1.4	309,207	308,174	-0.3	6,651,375,000	6,719,948,099	1.0

Source: Wisconsin Department of Tourism

REGION'S STRONG MANUFACTURING BASE

The Region has a strong and diverse manufacturing base comprised of over 430 companies. The types of manufacturers that make up the Region's manufacturing base in 2004 included: food products - 68 firms, wood products - 66 firms, fabricated metal products - 48 firms, printing - 40 firms, machinery products - 38 firms, non-metallic mineral products - 30 firms, furniture and related product manufacturing - 29 firms, transportation equipment products - 19 firms, and all other manufacturers - 97 firms, Source U.S. Census Bureau, County Business Patterns 2004.

Comprehensive Economic Development Strategy (CEDS)

The strength and diversity of manufacturing is further evidenced by the fact that it is one of only a few of the 21 economic sectors that are reported on by the U.S. Department of Commerce for each of our counties due to confidentiality reasons. Other evidence that illustrates manufacturing's strength are show in tables 3.14(a), 3.14(b), and 3.14(c). These tables show that manufacturing is the only sector ranked in the top 3 reporting the highest earnings, most number of jobs, and the highest earnings per job. Table 3.15 shows that over the 2001 through 2004 three year period the region faired much better than the State or Nation in regards to loss of manufacturing jobs. The region's loss of 2.4% of manufacturing jobs was much less that the State and Nation that reported losses of 9.2% and 12.5% respectively. Contradicting this trend were Crawford, Jackson and Monroe counties who experienced gains in manufacturing employment during this time period.

Table 3.14(a) Economic Sectors in Region Reporting Greatest Personal Income and Detailed Earnings by Industry in 2004 (thousands of \$)

Economic Sector	Buffalo	Crawford	Jackson	La Crosse	Monroe	Pepin	Pierce	Trempealeau	Vernon	Total	Rank
Total Earnings	308005	294164	402992	2871044	813902	94538	425193	543346	345152	6098336	
Farm earnings	25096	10116	28537	16183	35798	11212	15771	30690	24215	197618	9
Forestry, fishing, related activities, and other 7/	2833	(D)	(D)	(D)	(D)	(D)	(D)	1765	(D)	4598	20
Mining	120	(D)	(D)	120	(D)	0	(D)	120	(D)	360	21
Utilities	(D)	(D)	(D)	(D)	(D)	1098	4885	(D)	(D)	5983	19
Construction	15753	14508	59889	149409	34565	8942	36638	16475	15666	351845	5
Manufacturing	15361	72186	38784	485965	153826	6118	42138	243745	29682	1087805	2
Wholesale trade	9098	9077	(D)	153252	(D)	8643	6450	(D)	28035	214555	8
Retail trade	9234	50637	23077	211775	50216	9153	24795	22600	26533	428020	4
Transportation and warehousing	(D)	(D)	41133	109536	82640	2364	20878	32615	(D)	289166	6
Information	1836	1070	1053	62455	9368	1252	8695	6418	4767	96914	15
Finance and insurance	6152	8343	8370	174136	17198	(D)	15402	11827	12559	253987	7
Real estate and rental and leasing	2928	2559	2039	39167	6906	(D)	7318	4927	20548	86392	16
Professional and technical services	5483	(D)	5162	88980	(D)	1864	20564	6432	6472	134957	12
Management of companies and enterprises	0	0	(D)	106686	(D)	(D)	0	(D)	(D)	106686	14
Administrative and waste services	3407	(D)	(D)	69653	32590	(D)	7025	(D)	(D)	112675	13
Educational services	708	(D)	(D)	28470	(D)	932	1874	1104	(D)	33088	17
Health care and social assistance	16696	(D)	(D)	541967	(D)	8772	33957	30129	(D)	631521	3
Arts, entertainment, and recreation	1034	789	519	19994	1479	(D)	2963	1566	817	29161	18
Accommodation and food services	3699	10489	7615	78102	20511	2514	11548	7437	6562	148477	11
Other services, except public administration	7730	8853	8611	90689	24386	3393	17428	14103	10642	185835	10
Government and government enterprises	40746	41537	133689	426665	236371	19841	142368	83794	67506	1192517	1

Source: Bureau of Economic Analysis, Economic Statistics Division, U.S. Department of Commerce

Table 3.14(b) Economic Sectors in Region Reporting the Most Employees in 2004

Economic Sector	Buffalo	Crawford	Jackson	La Crosse	Monroe	Pepin	Pierce	Trempealeau	Vernon	Total	Rank
Total employment	10278	12049	12962	82010	25635	3470	17039	16595	14321	194359	
Farm employment	1587	1347	1385	1172	2190	597	1787	2051	2708	14824	5
Forestry, fishing, related activities, and other 3/	195 (D)	(D)	(D)	(D)	(D)	(D)	(D)	106 (D)	(D)	301	19
Mining	10 (D)	(D)	(D)	10 (D)	(D)	0 (D)	(D)	10 (D)	(D)	30	21
Utilities	(D)	(D)	(D)	(D)	(D)	0	65 (D)	(D)	(D)	65	20
Construction	643	591	1144	3734	1090	248	1125	585	730	9890	7
Manufacturing	384	1771	963	9188	3895	168	1003	5056	875	23303	2
Wholesale trade	260	250 (D)	(D)	3196 (D)	(D)	240	248 (D)	(D)	730	4924	12
Retail Trade	757	2311	1304	10000	2715	415	1685	1327	1527	22041	3
Transportation and warehousing	(D)	(D)	924	2347	1974	122	550	620 (D)	(D)	6537	10
Information	63	50	58	1273	203	32	192	176	138	2185	16
Finance and insurance	297	267	322	3937	544 (D)	(D)	591	397	463	6818	9
Real estate and rental and leasing	247	237	180	1973	394 (D)	(D)	466	186	267	3950	14
Professional and technical services	250 (D)	(D)	241	2578 (D)	(D)	69	720	229	325	4412	13
Management of companies and enterprises	0	0 (D)	(D)	1732 (D)	(D)	(D)	15 (D)	(D)	(D)	1747	17
Administrative and waste services	253 (D)	(D)	(D)	3834	1290 (D)	(D)	558 (D)	(D)	(D)	5935	11
Educational services	64 (D)	(D)	(D)	1279 (D)	(D)	43	191	50 (D)	(D)	1627	18
Health care and social assistance	797 (D)	(D)	(D)	13431 (D)	(D)	314	1418	1227 (D)	(D)	17187	4
Arts, entertainment, and recreation	165	90	65	1632	155 (D)	(D)	344	165	127	2743	15
Accommodation and food services	471	918	847	6450	1887	238	1208	760	753	13532	6
Other services, except public administration	510	538	524	4081	1264	167	1019	564	635	9302	8
Government and government enterprises	983	1091	3543	9882	4419	564	3703	2191	1923	28299	1

Source: Bureau of Economic Analysis, Economic Statistics Division, U.S. Department of Commerce

Table 3.14(c) Economic Sectors in the Region Paying the Highest Personal Income and Detailed Earnings by Industry per Employee in 2004

Economic Sector	Buffalo	Crawford	Jackson	La Crosse	Monroe	Pepin	Pierce	Trempealeau	Vernon	Total	Rank
Farm earnings	\$15,813	\$7,510	\$20,604	\$13,808	\$16,346	\$18,781	\$8,825	\$14,963	\$8,942	\$13,955	18
Forestry, fishing, related activities, and other 3/	\$14,528	NA	NA	NA	NA	NA	NA	\$16,651	NA	\$15,590	17
Mining	\$12,000	NA	NA	\$12,000	NA	NA	NA	\$12,000	NA	\$12,000	19
Utilities	NA	NA	NA	NA	NA	NA	\$75,154	NA	NA	\$75,154	1
Construction	\$24,499	\$24,548	\$52,351	\$40,013	\$31,711	\$36,056	\$32,567	\$28,162	\$21,460	\$32,374	8
Manufacturing	\$40,003	\$40,760	\$40,274	\$52,891	\$39,493	\$36,417	\$42,012	\$48,209	\$33,922	\$41,553	3
Wholesale trade	\$34,992	\$36,308	NA	\$47,951	NA	\$36,013	\$26,008	NA	\$38,404	\$36,613	6
Retail Trade	\$12,198	\$21,911	\$17,697	\$21,178	\$18,496	\$22,055	\$14,715	\$17,031	\$17,376	\$18,073	14
Transportation and warehousing	NA	NA	\$44,516	\$46,671	\$41,864	\$19,377	\$37,960	\$52,605	NA	\$40,499	4
Information	\$29,143	\$21,400	\$18,155	\$49,061	\$46,148	\$39,125	\$45,286	\$36,466	\$34,543	\$35,481	7
Finance and insurance	\$20,714	\$31,247	\$25,994	\$44,231	\$31,614	NA	\$26,061	\$29,791	\$27,125	\$29,597	9
Real estate and rental and leasing	\$11,854	\$10,797	\$11,328	\$19,851	\$17,528	NA	\$15,704	\$26,489	\$76,959	\$23,814	12
Professional and technical services	\$21,932	NA	\$21,419	\$34,515	NA	\$27,014	\$28,561	\$28,087	\$19,914	\$25,920	11
Management of companies and enterprises	NA	NA	NA	\$61,597	NA	NA	\$0	NA	NA	\$61,597	2
Administrative and waste services	\$13,466	NA	NA	\$18,167	\$25,264	NA	\$12,590	NA	NA	\$17,372	16
Educational services	\$11,063	NA	NA	\$22,260	NA	\$21,674	\$9,812	\$22,080	NA	\$17,378	15
Health care and social assistance	\$20,949	NA	NA	\$40,352	NA	\$27,936	\$23,947	\$24,555	NA	\$27,548	10
Arts, entertainment, and recreation	\$6,267	\$8,767	\$7,985	\$12,251	\$9,542	NA	\$8,613	\$9,491	\$6,433	\$8,669	21
Accommodation and food services	\$7,854	\$11,426	\$8,991	\$12,109	\$10,870	\$10,563	\$9,560	\$9,786	\$8,714	\$9,986	20
Other services, except public administration	\$15,157	\$16,455	\$16,433	\$22,222	\$19,293	\$20,317	\$17,103	\$25,005	\$16,759	\$18,749	13
Government and government enterprises	\$41,451	\$38,072	\$37,733	\$43,176	\$53,490	\$35,179	\$38,447	\$38,245	\$35,105	\$40,100	5

Source: Bureau of Economic Analysis, Economic Statistics Division, U.S. Department of Commerce

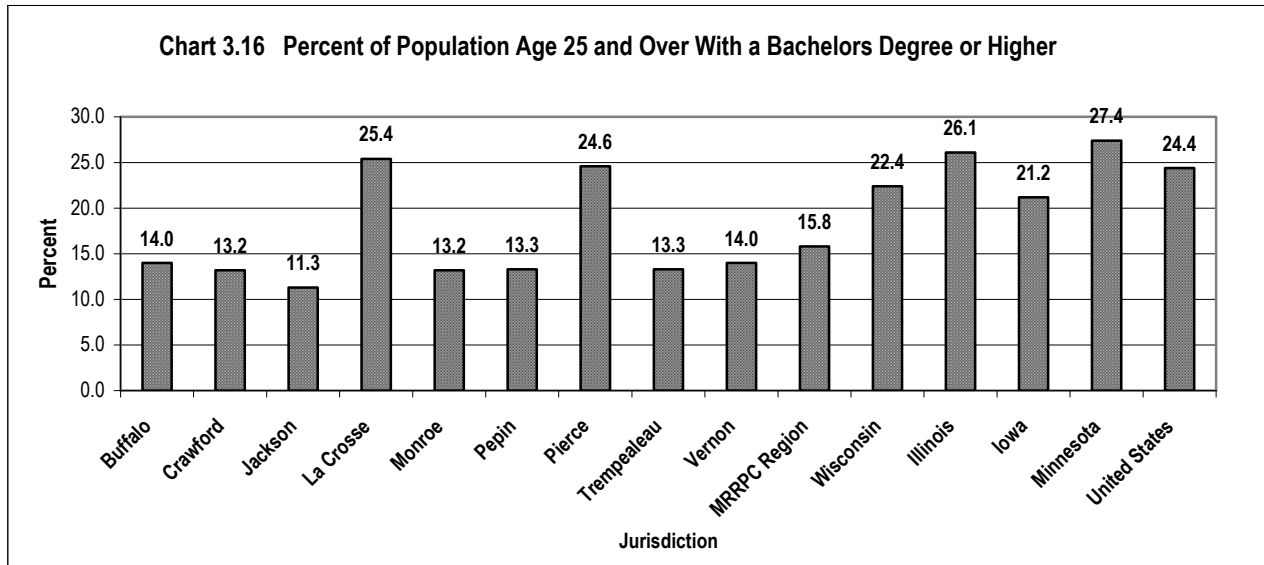
Table 3.15 Mississippi River Region Manufacturing Employment Trends (2001-2004)

Jurisdiction	2001	2002	% Chge 2001-2002	2003	% Chge 2002-2003	2004	% Chge 2003-2004	No. Emp. Chge 2001- 2004	% Chge 2001-2004
Buffalo	392	364	-7.1	377	3.6	384	1.9	-8	-2.0
Crawford	1762	1693	-4.0	1701	0.5	1771	4.1	9	0.5
Jackson	833	875	5.0	946	8.1	963	1.8	130	15.6
La Crosse	9944	9081	-8.7	8998	-0.9	9188	2.1	-756	-7.6
Monroe	3586	3511	-2.1	3523	0.3	3895	10.6	309	8.6
Pepin	209	191	-8.6	169	-11.5	168	-0.6	-41	-19.6
Pierce	1019	974	-4.4	956	-1.8	1003	4.9	-16	-1.6
Trempealeau	5180	5283	2.0	4886	-7.5	5056	3.5	-124	-2.4
Vernon	954	989	3.7	910	-8.0	875	-3.8	-79	-8.3
Region	23879	22960	-3.8	22466	-2.2	23303	3.7	-576	-2.4
State	573370	540713	-5.7	520921	-3.7	520639	-0.1	-52731	-9.2
US	16994600	15819700	-6.9	15058000	-4.8	14876100	-1.2	-2118500	-12.5

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Information System (REIS)

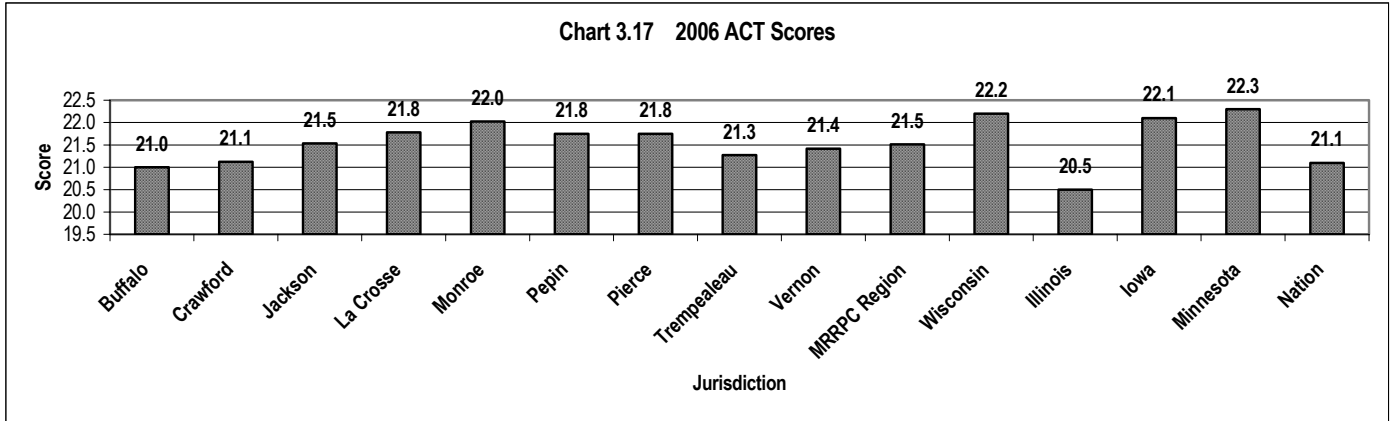
EDUCATIONAL ATTAINMENT

The percent of the Region’s population age 25 and over with a bachelors degree or higher is lower than the State and Nation. As of the 2000 Census, 15.8% of the region’s population age 25 and over showed an educational attainment of a bachelor’s degree or higher. This was lower than the State and Nation who recorded 22.4% and 24.4% respectively. **Chart 3.16** below provides a comparison between the region, State of Wisconsin, neighboring states of Iowa, Illinois, and Minnesota, and the Nation.



EDUCATION TRENDS

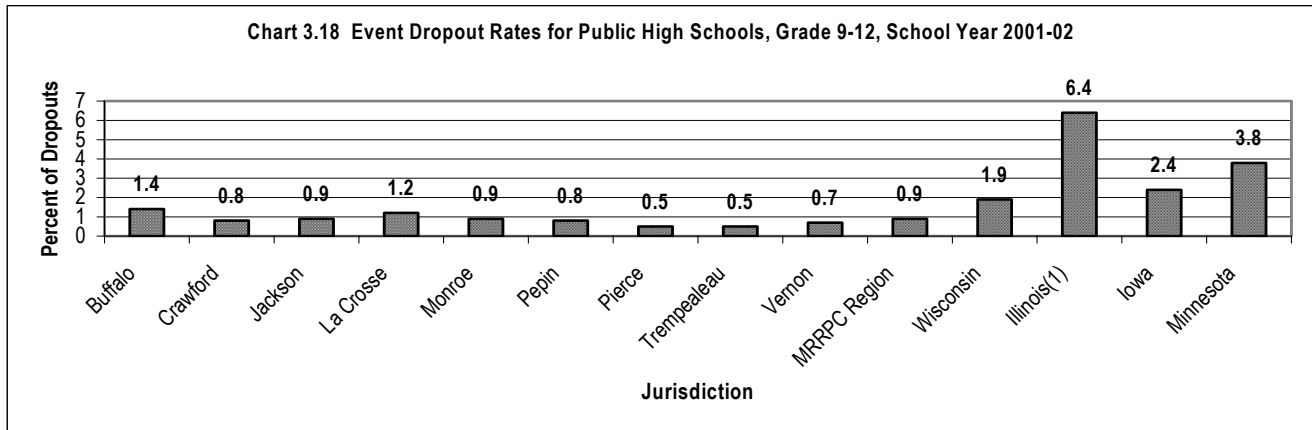
The Region's composite 2006 ACT score is lower than the State and higher than the Nation. Sixty-eight percent of Wisconsin's 2006 graduates took the ACT during their sophomore, junior or senior years with an average ACT of 22.2. The Region's 2006 ACT score of 21.5 ranked below the State average but higher than the national average, **Chart 3.17**.



Source: Wisconsin Department of Public Instruction and ACT.org

Note: The state of Illinois has adopted statewide testing. All students in this state take the ACT.

The Region's dropout rate is lower than Wisconsin and neighboring states. The MRRPC region's dropout rate for the 2001-2002 school year was .9% as compared to the State of Wisconsin at 1.9%. The neighboring states of Illinois, Iowa, and Minnesota recorded higher drop out rates of 6.4%, 2.4% and 3.8% respectively, **Chart 3.18**.



Source: National Center for Education Statistics and State of Wisconsin Department of Public Instruction

(1) Illinois used an alternative calendar year, showing students who drop out between one July and the next.