BEARFACTS 1993 – 2003
La Crosse , Wisconsin [55063]

La Crosse is one of 72 counties in Wisconsin. It is part of the La Crosse, WI-MN (MSA). Its 2003 population of 108,845 ranked 13th in the state.

PER CAPITA PERSONAL INCOME

In 2003 La Crosse had a per capita personal income (PCPI) of $28,196. This PCPI ranked 25th in the state and was 92 percent of the state average, $30,710, and 89 percent of the national average, $31,530. The 2003 PCPI reflected an increase of 2.8 percent from 2002. The 2002-2003 state change was 2.4 percent and the national change was 2.2 percent. In 1993 the PCPI of La Crosse was $19,601 and ranked 18th in the state. The 1993-2003 average annual growth rate of PCPI was 3.7 percent. The average annual growth rate for the state was 4.2 percent and for the nation was 4.0 percent.

TOTAL PERSONAL INCOME

In 2003 La Crosse had a total personal income (TPI) of $3,068,956*. This TPI ranked 14th in the state and accounted for 1.8 percent of the state total. In 1993 the TPI of La Crosse was $1,990,169* and ranked 14th in the state. The 2003 TPI reflected an increase of 3.2 percent from 2002. The 2002-2003 state change was 2.9 percent and the national change was 3.1 percent. The 1993-2003 average annual growth rate of TPI was 4.4 percent. The average annual growth rate for the state was 5.0 percent and for the nation was 5.1 percent.

COMPONENTS OF TOTAL PERSONAL INCOME

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of La Crosse. In 2003 net earnings accounted for 68.3 percent of TPI (compared with 66.5 in 1993); dividends, interest, and rent were 16.8 percent (compared with 20.0 in 1993); and personal current transfer receipts were 14.9 percent (compared with 13.5 in 1993). From 2002 to 2003 net earnings increased 4.6 percent; dividends, interest, and rent decreased 1.1 percent; and personal current transfer receipts increased 2.3 percent. From 1993 to 2003 net earnings increased on average 4.7 percent each year; dividends, interest, and rent increased on average 2.6 percent; and personal current transfer receipts increased on average 5.4 percent.

EARNINGS BY PLACE OF WORK

Earnings of persons employed in La Crosse increased from $2,599,380* in 2002 to $2,706,367* in 2003, an increase of 4.1 percent. The 2002-2003 state change was 4.3 percent and the national change was 3.8 percent. The average annual growth rate from the 1993 estimate of $1,718,624* to the 2003 estimate was 4.6 percent. The average annual growth rate for the state was 5.1 percent and for the nation was 5.3 percent.

**Note: All income estimates with the exception of PCPI are in thousands of dollars, not adjusted for inflation.*

USDOC, Bureau of Economic Analysis, April 23, 2009