# BEARFACTS 1994 – 2004
# La Crosse , Wisconsin [55063]

La Crosse is one of 72 counties in Wisconsin. It is part of the La Crosse, WI-MN (MSA). Its 2004 population of 109,135 ranked 13th in the state.

## PER CAPITA PERSONAL INCOME

In 2004 La Crosse had a per capita personal income (PCPI) of $28,904. This PCPI ranked 27th in the state and was 91 percent of the state average, $31,705, and 87 percent of the national average, $33,157. The 2004 PCPI reflected an increase of 2.5 percent from 2003. The 2003-2004 state change was 3.2 percent and the national change was 5.2 percent. In 1994 the PCPI of La Crosse was $20,435 and ranked 20th in the state. The 1994-2004 average annual growth rate of PCPI was 3.5 percent. The average annual growth rate for the state was 4.0 percent and for the nation was 4.1 percent.

## TOTAL PERSONAL INCOME

In 2004 La Crosse had a total personal income (TPI) of $3,154,448*. This TPI ranked 14th in the state and accounted for 1.8 percent of the state total. In 1994 the TPI of La Crosse was $2,098,847* and ranked 14th in the state. The 2004 TPI reflected an increase of 2.8 percent from 2003. The 2003-2004 state change was 3.9 percent and the national change was 6.1 percent. The 1994-2004 average annual growth rate of TPI was 4.2 percent. The average annual growth rate for the state was 4.7 percent and for the nation was 5.2 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 2004 net earnings accounted for 68.3 percent of TPI (compared with 66.5 in 1994); dividends, interest, and rent were 16.8 percent (compared with 20.4 in 1994); and personal current transfer receipts were 14.8 percent (compared with 13.0 in 1994). From 2003 to 2004 net earnings increased 2.9 percent; dividends, interest, and rent increased 2.8 percent; and personal current transfer receipts increased 2.4 percent. From 1994 to 2004 net earnings increased on average 4.4 percent each year; dividends, interest, and rent increased on average 2.2 percent; and personal current transfer receipts increased on average 5.5 percent.

## EARNINGS BY PLACE OF WORK

Earnings of persons employed in La Crosse increased from $2,706,367* in 2003 to $2,772,182* in 2004, an increase of 2.4 percent. The 2003-2004 state change was 4.7 percent and the national change was 6.5 percent. The average annual growth rate from the 1994 estimate of $1,816,692* to the 2004 estimate was 4.3 percent. The average annual growth rate for the state was 4.9 percent and for the nation was 5.5 percent.

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

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