



BEARFACTS 1995 – 2005

La Crosse (MSA) [29100]

La Crosse is one of 363 Metropolitan Statistical Areas (MSAs) in the nation. Its 2005 population of 129,279 ranked 283rd in the nation.

PER CAPITA PERSONAL INCOME

In 2005 La Crosse had a per capita personal income (PCPI) of \$30,086. This PCPI ranked 181st in the United States and was 87 percent of the national average, \$34,690. The 2005 PCPI reflected an increase of 3.7 percent from 2004. The 2004-2005 national change was 4.6 percent. In 1995 the PCPI of La Crosse was \$20,581 and ranked 177th in the United States. The 1995-2005 average annual growth rate of PCPI was 3.9 percent. The average annual growth rate for the nation was 4.2 percent.

TOTAL PERSONAL INCOME

In 2005 La Crosse had a total personal income (TPI) of \$3,889,512*. This TPI ranked 270th in the United States. In 1995 the TPI of La Crosse was \$2,529,632* and ranked 264th in the United States. The 2005 TPI reflected an increase of 4.1 percent from 2004. The 2004-2005 national change was 5.6 percent. The 1995-2005 average annual growth rate of TPI was 4.4 percent. The average annual growth rate for the nation was 5.3 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 2005 net earnings accounted for 68.1 percent of TPI (compared with 66.1 in 1995); dividends, interest, and rent were 16.5 percent (compared with 20.0 in 1995); and personal current transfer receipts were 15.4 percent (compared with 13.9 in 1995). From 2004 to 2005 net earnings increased 4.3 percent; dividends, interest, and rent increased 1.0 percent; and personal current transfer receipts increased 6.8 percent. From 1995 to 2005 net earnings increased on average 4.7 percent each year; dividends, interest, and rent increased on average 2.4 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 \$2,986,771* in 2004 to \$3,116,313* in 2005, an increase of 4.3 percent. The 2004-2005 national change was 5.3 percent. The average annual growth rate from the 1995 estimate of \$1,995,548* to the 2005 estimate was 4.6 percent. The average annual growth rate 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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