# BEARFACTS 1996 – 2006
# La Crosse , Wisconsin [55063]

La Crosse is one of 72 counties in Wisconsin. It is part of the La Crosse, WI-MN (MSA). Its 2006 population of 110,394 ranked 13th in the state.

## PER CAPITA PERSONAL INCOME

In 2006 La Crosse had a per capita personal income (PCPI) of $31,640. This PCPI ranked 26th in the state and was 92 percent of the state average, $34,405, and 86 percent of the national average, $36,714. The 2006 PCPI reflected an increase of 5.2 percent from 2005. The 2005-2006 state change was 4.8 percent and the national change was 5.6 percent. In 1996 the PCPI of La Crosse was $21,670 and ranked 26th in the state. The 1996-2006 average annual growth rate of PCPI was 3.9 percent. The average annual growth rate for the state was 4.0 percent and for the nation was 4.3 percent.

## TOTAL PERSONAL INCOME

In 2006 La Crosse had a total personal income (TPI) of $3,492,820*. This TPI ranked 14th in the state and accounted for 1.8 percent of the state total. In 1996 the TPI of La Crosse was $2,266,190* and ranked 14th in the state. The 2006 TPI reflected an increase of 5.9 percent from 2005. The 2005-2006 state change was 5.4 percent and the national change was 6.7 percent. The 1996-2006 average annual growth rate of TPI was 4.4 percent. The average annual growth rate for the state was 4.6 percent and for the nation was 5.4 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 2006 net earnings accounted for 67.1 percent of TPI (compared with 67.4 in 1996); dividends, interest, and rent were 17.8 percent (compared with 19.4 in 1996); and personal current transfer receipts were 15.1 percent (compared with 13.2 in 1996). From 2005 to 2006 net earnings increased 4.9 percent; dividends, interest, and rent increased 10.6 percent; and personal current transfer receipts increased 5.3 percent. From 1996 to 2006 net earnings increased on average 4.4 percent each year; dividends, interest, and rent increased on average 3.5 percent; and personal current transfer receipts increased on average 5.8 percent.

## EARNINGS BY PLACE OF WORK

Earnings of persons employed in La Crosse increased from $2,875,499* in 2005 to $3,021,917* in 2006, an increase of 5.1 percent. The 2005-2006 state change was 4.0 percent and the national change was 5.7 percent. The average annual growth rate from the 1996 estimate of $1,989,884* to the 2006 estimate was 4.3 percent. The average annual growth rate for the state was 4.7 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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