County Facts: Trempealeau County, WI
Population 29,000

The Local Economy

- Unemployment rate: 3.1% (Trempealeau County), 3.3% (WI), 4.4% (United States)
- Poverty rate: 11.5% (Trempealeau County), 12.7% (WI), 15.1% (United States)
- Median family income (000s): $57 (Trempealeau County), $56 (WI), $57 (United States)
- Population growth 2000-2017: 9% (Trempealeau County), 8% (WI), 16% (United States)
- Manufacturing share of workforce: 19% (Trempealeau County), 20% (WI), 20% (United States)
- Farming share of workforce: 7.0% (Trempealeau County), 10% (WI), 19% (United States)
- Great Recession unemployment spike (pp): 1.7% (Trempealeau County), 2.8% (WI), 3.7% (United States)

How Local Kids' Lives Turn Out

- Percent graduating any college: 49% (Trempealeau County), 50% (WI), 64% (United States)
- Percent reaching upper-middle class: 23% (Trempealeau County), 24% (WI), 32% (United States)
- Percent achieving American Dream: 20% (Trempealeau County), 22% (WI), 30% (United States)
- Percent giving birth as a teen: 0.3% (Trempealeau County), 1.1% (WI), 2.9% (United States)
- Percent landing in jail: 12% (Trempealeau County), 14% (WI), 18% (United States)
- Local school expenditure per student (000s): $7.2 (Trempealeau County), $7.4 (WI), $6.4 (United States)
Local Colleges and Upward Mobility

4-Year Colleges

- Low-income share of students: 9.3% (Saint Mary's U of Minnesota), 3.8% (Wisconsin 4-year-college average), 10.4% (U.S. 4-year-college average)
- Low-income student success rate: 48.6% (Saint Mary's U of Minnesota), 47.1% (Wisconsin 4-year-college average), 39.5% (U.S. 4-year-college average)

2-Year Colleges

- Low-income share of students: 15.6% (Chippewa Valley Tech College (public)), 10.4% (Wisconsin 2-year-college average), 29.5% (U.S. 2-year-college average)
- Low-income student success rate: 10.0% (Chippewa Valley Tech College (public)), 10.0% (Wisconsin 2-year-college average), 32.9% (U.S. 2-year-college average)

*: Data refers to the full college system, not just this campus. †: In nearby county

Local Demographics

- Percent Black: 1% (Trempealeau County), 6% (WI), 6% (United States)
- Percent Hispanic: 3% (Trempealeau County), 6% (WI), 6% (United States)
- Percent over age 65: 14% (Trempealeau County), 17% (WI), 15.8% (United States)
- Percent college grad: 20% (Trempealeau County), 14% (WI), 13.0% (United States)
- Crime rate (arrests per 10K residents): 0 (Trempealeau County), 0 (WI), 0 (United States)
- Life expectancy (years): 76 (Trempealeau County), 84.1 (WI), 83.5 (United States)
Trempealeau County, WI

Katie Donnelly, Clancy Green, and Danny Yagan

Definitions and Sources

The Local Economy
- Unemployment rate (August 2018, BLS)
- Poverty rate (2012-2016 ACS)
- Median family income (2016 ACS)
- Manufacturing share of workforce (2012-2016 ACS)
- Farming share of workforce (2012-2016 ACS)
- Great Recession unemployment spike (BLS LAUS)

How Local Kids’ Lives Turn Out
- Percent graduating any college (2-yr or 4-yr, Tax Data 2, N/A for some counties)
- Percent reaching upper middle-class (top 20% of the U.S. income distribution, Tax Data 1, N/A for some counties)
- Percent achieving American Dream (share of local low-income kids—i.e. those with 25th-income-percentile parents—who reach the top 20% of the U.S. income distribution as adults, Tax Data 1, N/A for some counties)
- Percent (of local female kids) giving birth as a teen (Tax Data 1, N/A for some counties)
- Percent landing in jail (percent of local kids in jail on 1 April 2010, Tax Data 1 and 2010 Census, N/A for some counties)
- Local school expenditure per student (in public schools, NCES, N/A for some counties)

Local Colleges and Upward Mobility
- Low-income share of students (share of age-18-22 students with bottom-20% parents, Tax Data 2)
- Low-income student success rate (share of low-income age-18-22 students who reach the top 40% of the U.S. income distribution as adults, Tax Data 2)

Local Demographics
- Percent Black (2012-2016 ACS)
- Percent Hispanic (2012-2016 ACS)
- Percent over age 65 (2010 Census)
- Percent college grad (4-yr college, 2012-2016 ACS)
- Crime rate (serious violent and property arrests per 10,000 residents, FBI Uniform Crime Reports, N/A for some counties)
- Life expectancy (at age 40, Tax Data 3, N/A for some counties)
- Opioid deaths (per 10,000 residents in 2017, CDC, N/A for some counties and some counties report population weighted commuting zone average)

Sources Legend
- ACS: U.S. Census Bureau American Community Surveys, 2012-2016
- CDC: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2017 on CDC WONDER Online Database.
- Census: U.S. Census Bureau