

## La Crosse, WI-MN

Advanced industries employ

**2,900**

full-time workers. (2013)

These direct jobs supports an additional

**2,320**

indirect jobs in other industries in the region.

Advanced industries produce

**\$0.6**

billion dollars in output in the region.  
(2013, 2005 Chained)

Advanced industries pay, on average

**\$77,240**

dollars per year (2013).

Advanced industries directly account for

**3.7%**

of all jobs in the region.

This employment share is

**#234**

among all small metros.

This accounts for

**9.3%**

of all output in the region (2013).

This compares to average pay of

**\$38,570**

for all industries (2013).

Advanced industry annual average growth, 2010-2013

**JOBS**

2.7%

**OUTPUT**

3.8%

-2.7%

La Crosse, WI-MN

U.S.

1.4%

La Crosse, WI-MN

U.S.

### What are Advanced Industries?

The Metropolitan Policy Program at Brookings defines advanced industries as those that: 1) Spend at least \$450 per worker per year on R&D and 2) employ at least 20 percent of their workforce in STEM-intensive occupations. The definition identifies 50 4-digit NAICS industries across the manufacturing, energy, and services sectors that together constitute the advanced industries super-sector.

### Why do Advanced Industries Matter?

Advanced industries encompass the nation's "tech" sector at its broadest and most consequential. They represent a sizable economic anchor for the U.S. economy and have led the post-recession employment recovery. Their competitiveness and growth are prerequisites for any future broadly shared prosperity. As such, the sector encompasses the country's best shot at supporting innovative, inclusive, and sustainable growth. Advanced industries are present in nearly every U.S. region, but the sector's geography is uneven.

### For More Information

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### DATA NOTES

All figures reflect Brookings analysis of data from Moody's Analytics.

# La Crosse, WI-MN

## Twenty-Five Largest Advanced Industries (2013)

Industry 4-Digit NAICS Code	Industry Title	Industry Employment (2013)	Industry Location Quotient (LQ) † 2013	Industry Share of Total Advanced Industries Employment (2013)	Industry Employment Annual Growth 2010-2013	Industry Share of Total Advanced Industries Output (2013)	Industry Output Annual Growth 2010-2013
3333	Commercial & Service Machinery	530	10.84	18.1%	-5.1%	11.9%	-1.8%
2211	Power Generation & Supply	430	1.98	15.0%	1.8%	33.7%	4.7%
5413	Architecture & Engineering	330	0.45	11.5%	5.7%	6.0%	5.5%
5415	Computer Systems Design	240	0.25	8.1%	-13.1%	6.1%	-10.0%
5182	Data Processing & Hosting	180	1.21	6.2%	20.5%	3.8%	15.5%
5112	Software Products	160	0.97	5.5%	-4.0%	10.6%	3.5%
5179	Other telecommunications	130	2.79	4.5%	-3.5%	5.7%	-1.3%
3339	General Purpose Machinery	110	0.76	3.7%	-3.7%	2.3%	0.4%
5416	Management Consulting	110	0.16	3.7%	-5.6%	2.2%	-4.2%
3332	Industrial Machinery	110	1.78	3.6%	-4.9%	2.5%	-2.8%
3399	Misc. Manufacturing	100	0.64	3.4%	-27.6%	1.3%	-29.4%
3315	Foundries	80	1.19	2.9%	4.4%	1.0%	14.2%
3279	Stone & Mineral Products	50	1.25	1.7%	3.7%	1.0%	3.7%
3391	Medical Equipment & Supplies	40	0.25	1.4%	6.3%	1.0%	3.6%
5417	R&D Services	30	0.09	1.1%	-2.0%	1.2%	0.9%
3369	Misc. Transportation Equipment	30	1.69	1.0%	35.7%	1.1%	32.8%
3259	Misc. Chemicals	30	0.61	1.0%	1.2%	1.1%	-2.2%
3363	Motor Vehicle Parts	30	0.09	0.9%	-18.4%	0.6%	-15.0%
5152	Cable and Other Subscription Programming	20	0.58	0.8%	0.0%	1.0%	10.1%
3359	Misc. Electrical Equipment	20	0.31	0.8%	1.6%	0.5%	-1.5%
3366	Ships & Boats	20	0.31	0.8%	34.7%	1.0%	47.6%
2122	Metal Ore Mining	10	0.53	0.4%	13.0%	1.3%	8.7%
3344	Semiconductors	10	0.06	0.4%	9.1%	0.2%	2.2%
3362	Motor Vehicle Body & Trailers	10	0.15	0.4%	40.1%	0.2%	48.1%
3345	Precision Instruments	10	0.05	0.3%	7.7%	0.3%	11.8%
Advanced industries manufacturing		1,230	0.41	42.5%	-5.5%	28.0%	-1.8%
Advanced industries energy		450	1.27	15.4%	2.1%	35.0%	4.9%
Advanced industries services		1,220	0.36	42.1%	-1.4%	37.0%	0.8%
<b>ADVANCED INDUSTRIES TOTAL</b>		<b>2,900</b>	<b>0.43</b>	<b>100.0%</b>	<b>-2.7%</b>	<b>100.0%</b>	<b>1.4%</b>

† Location quotients are a measure of specialization for an industry using employment. A LQ of over 1 indicates that an industry employs more workers, as a share of total employment, than the nation as a whole.