



# La Crosse County, WI

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## Economy Overview

**118,671**

**Population (2017)**

Population **grew by 1,980** over the last 5 years and is projected to **grow by 1,451** over the next 5 years.

**74,939**

**Jobs (2017)**

Jobs **grew by 2,326** over the last 5 years and are projected to **grow by 2,804** over the next 5 years.

**\$50.5K**

**Median Household Income (2015)**

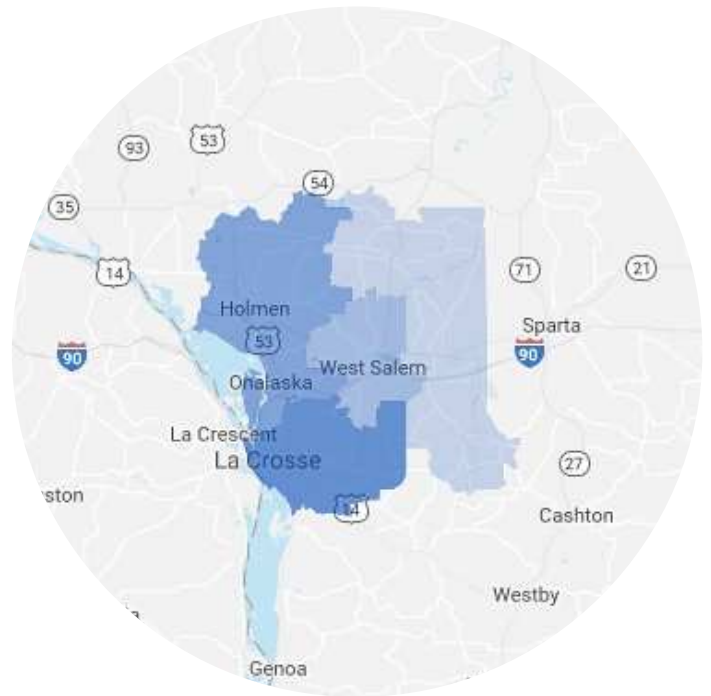
Median household income is **\$3.4K below** the national median household income of \$53.9K.

As of 2017 the region's population **increased by 1.7%** since 2012, growing by 1,980. Population is expected to **increase by 1.2%** between 2017 and 2022, adding 1,451.

From 2012 to 2017, jobs **increased by 3.2%** in La Crosse County, WI from 72,613 to **74,939**. This change **fell short of the national growth rate of 7.2% by 4.0%**. As the number of jobs increased, the **labor force participation rate increased from 68.1% to 69.7% between 2012 and 2017**.

Concerning educational attainment, **19.2% of La Crosse County, WI residents possess a Bachelor's Degree** (0.8% above the national average), and **13.8% hold an Associate's Degree** (5.9% above the national average).

The top three industries in 2017 are General Medical and Surgical Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

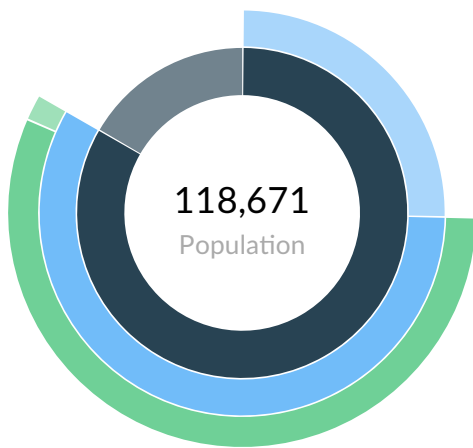


## Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	118,671	68,873	74,939	102.2	\$6.28B	\$7.18B	\$7.33B
MISSISSIPPI RIVER REGION	323,649	180,700	162,309	100.4	\$13.89B	\$20.79B	\$20.34B
State	5,795,388	3,204,002	3,114,900	103.9	\$293.75B	\$277.82B	\$296.97B

## Economy Overview - Cont.

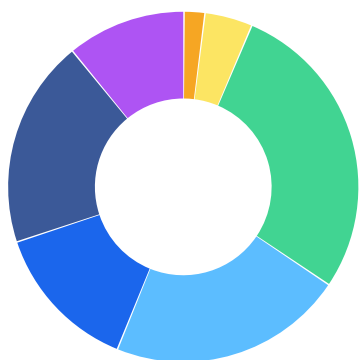
### 2017 Labor Force Breakdown



	Population
● Total Working Age Population	98,835
● Not in Labor Force (15+)	29,962
● Labor Force	68,873
● Employed	66,719
● Unemployed	2,154
● Under 15	19,836

### Educational Attainment

Concerning educational attainment, **19.2% of La Crosse County, WI residents possess a Bachelor's Degree** (0.8% above the national average), and **13.8% hold an Associate's Degree** (5.9% above the national average).

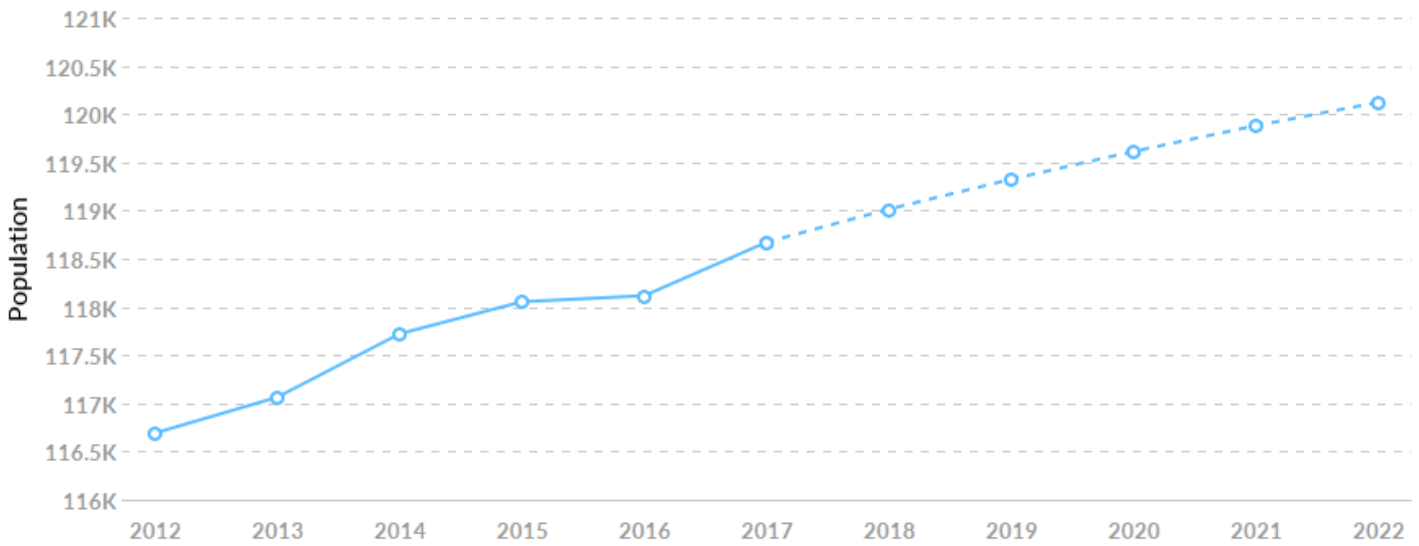


	% of Population	Population
● Less Than 9th Grade	1.9%	1,454
● 9th Grade to 12th Grade	4.4%	3,346
● High School Diploma	28.0%	21,259
● Some College	21.7%	16,475
● Associate's Degree	13.8%	10,447
● Bachelor's Degree	19.2%	14,567
● Graduate Degree and Higher	11.0%	8,317

# Historic & Projected Trends

## Population Trends

As of 2017 the region's population increased by 1.7% since 2012, growing by 1,980. Population is expected to increase by 1.2% between 2017 and 2022, adding 1,451.

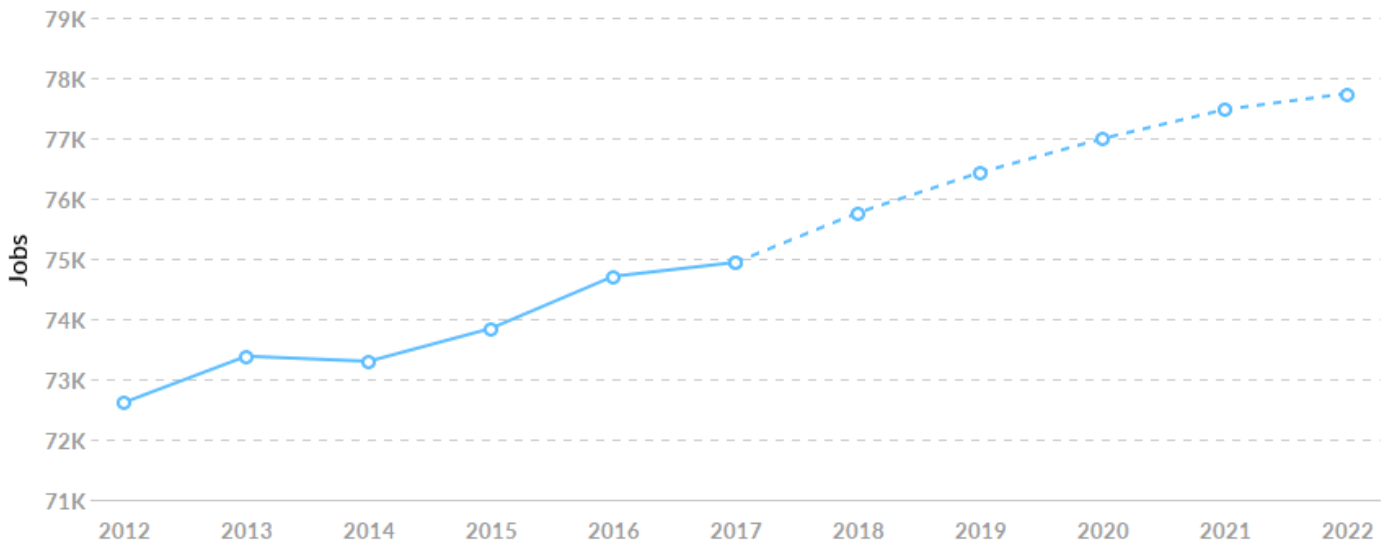


Timeframe	Population
2012	116,691
2013	117,063
2014	117,721
2015	118,053
2016	118,116
2017	118,671
2018	119,014
2019	119,324
2020	119,613
2021	119,880
2022	120,122

# Historic & Projected Trends - Cont.

## Job Trends

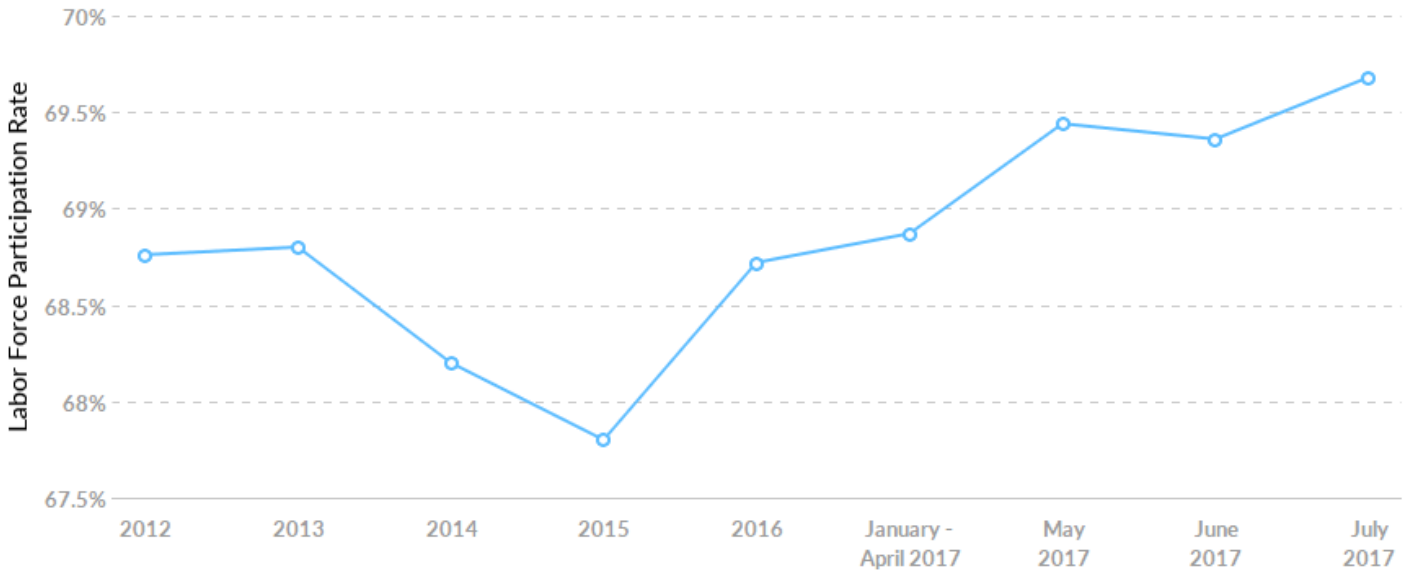
From 2012 to 2017, jobs increased by 3.2% in La Crosse County, WI from 72,613 to 74,939. This change fell short of the national growth rate of 7.2% by 4.0%.



Timeframe	Jobs
2012	72,613
2013	73,382
2014	73,297
2015	73,843
2016	74,707
2017	74,939
2018	75,763
2019	76,432
2020	76,993
2021	77,476
2022	77,742

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



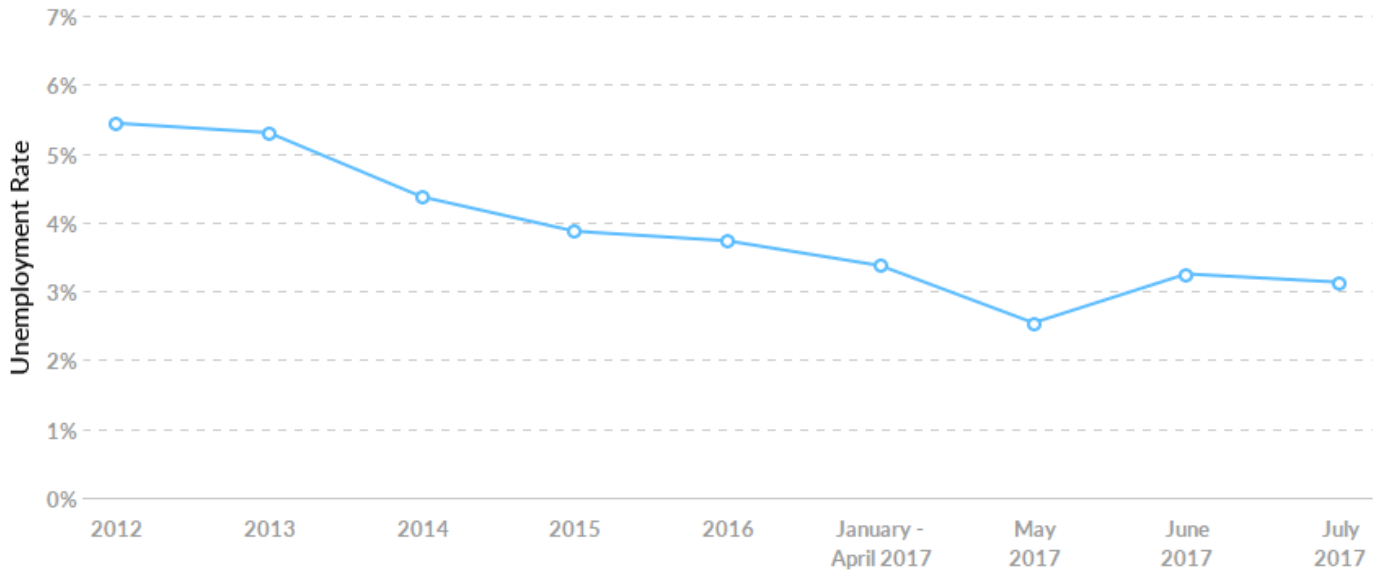
Timeframe	Labor Force Participation Rate
2012	68.76%
2013	68.80%
2014	68.20%
2015	67.80%
2016	68.72%
January - April 2017	68.87%
May 2017	69.44%
June 2017	69.36%
July 2017	69.68%



## Historic & Projected Trends - Cont.

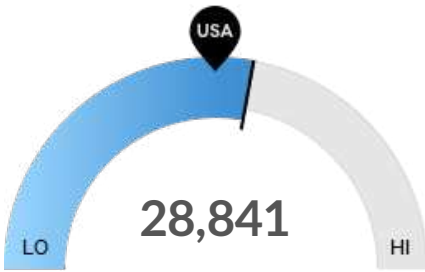
### Unemployment Rate Trends

La Crosse County, WI had a July 2017 unemployment rate of 3.13%, **decreasing from 5.44%** 5 years before.



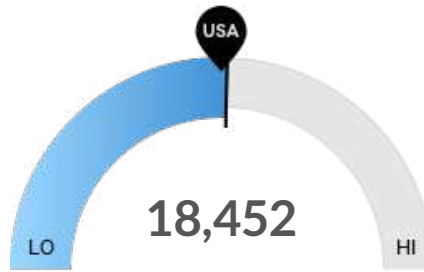
Timeframe	Unemployment Rate
2012	5.44%
2013	5.30%
2014	4.37%
2015	3.87%
2016	3.73%
January - April 2017	3.37%
May 2017	2.54%
June 2017	3.25%
July 2017	3.13%

## Population Characteristics



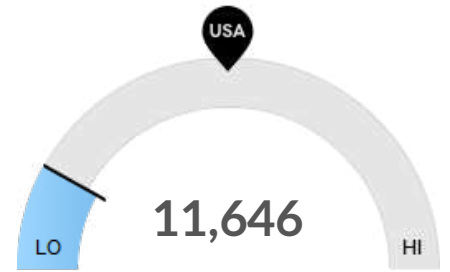
**Millennials**

La Crosse County, WI has 28,841 millennials (ages 20-34). The national average for an area this size is 24,512.



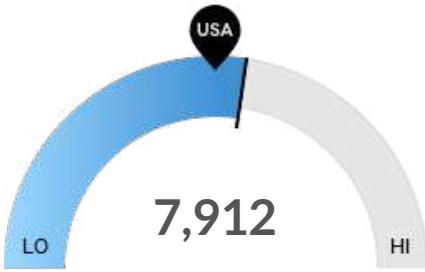
**Retiring Soon**

Retirement risk is about average in La Crosse County, WI. The national average for an area this size is 18,001 people 65 or older, while there are 18,452 here.



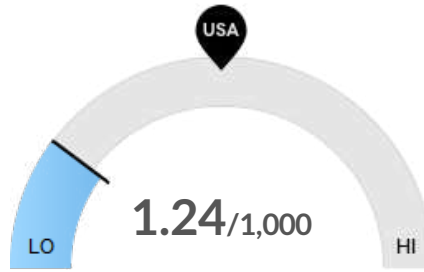
**Racial Diversity**

Racial diversity is low in La Crosse County, WI. The national average for an area this size is 45,750 racially diverse people, while there are 11,646 here.



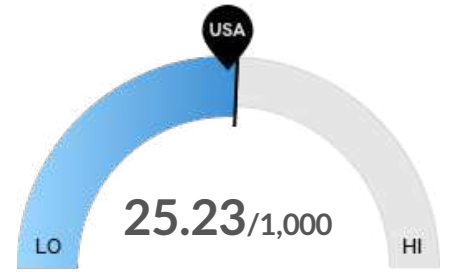
**Veterans**

La Crosse County, WI has 7,912 veterans. The national average for an area this size is 6,927.



**Violent Crime**

La Crosse County, WI has 1.24 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



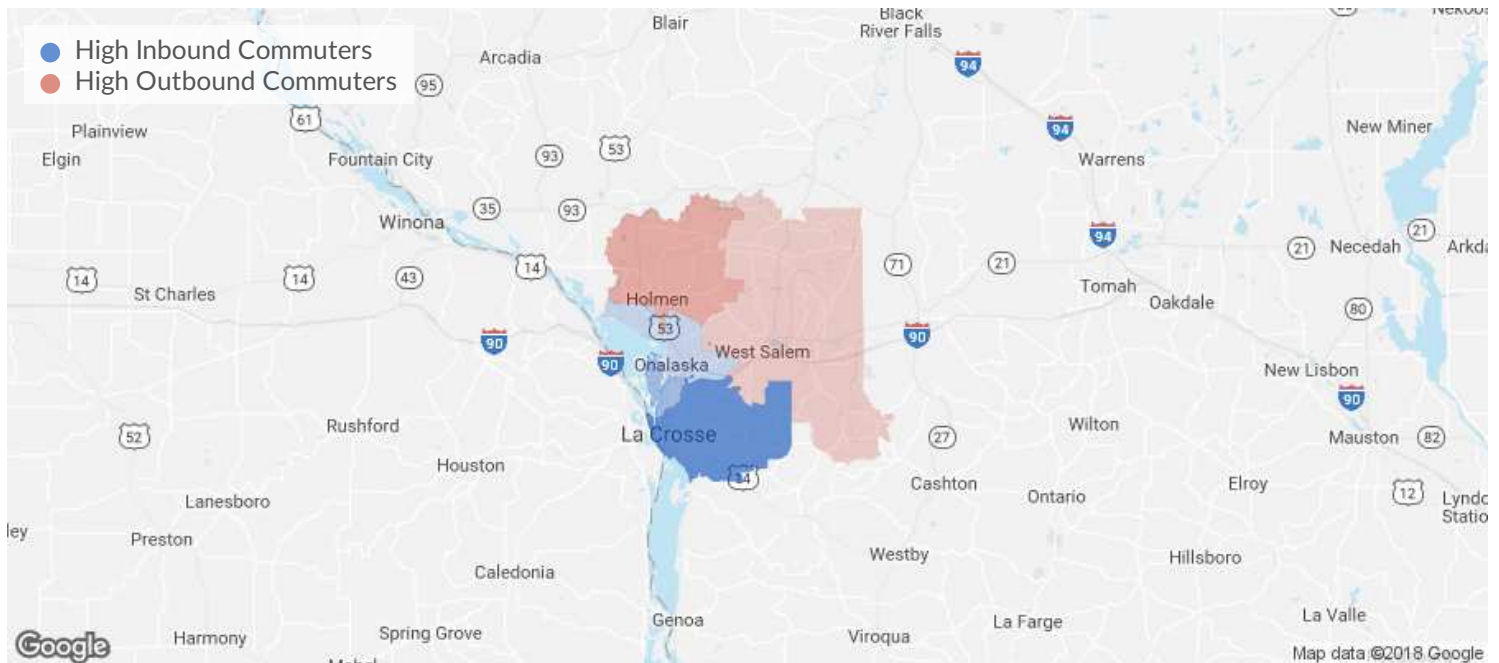
**Property Crime**

La Crosse County, WI has 25.23 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

# Population Characteristics - Cont.

## Place of Work vs Place of Residence

Understanding where talent in La Crosse County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

ZIP	Name	2017 Employment
54601	La Crosse, WI (in La Cr...	38,370
54650	Onalaska, WI (in La Cr...	14,760
54603	La Crosse, WI (in La Cr...	11,877
54669	West Salem, WI (in La ...	3,820
54636	Holmen, WI (in La Cros...	3,196

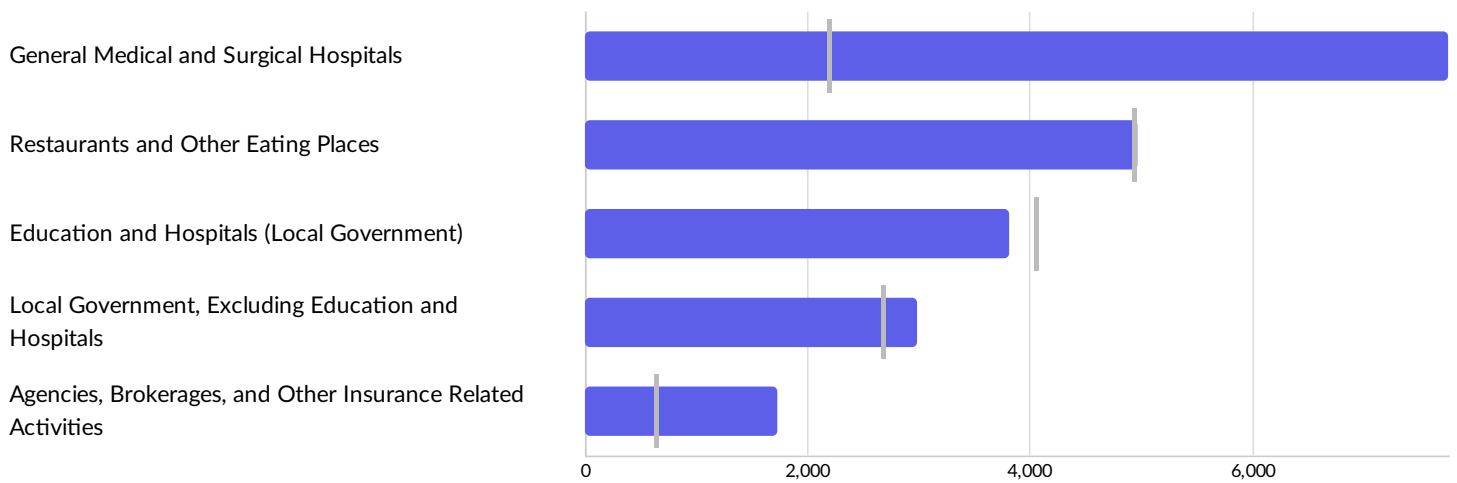
### Where Talent Lives

ZIP	Name	2017 Workers
54601	La Crosse, WI (in La Cr...	23,836
54650	Onalaska, WI (in La Cr...	12,997
54603	La Crosse, WI (in La Cr...	8,176
54636	Holmen, WI (in La Cros...	7,631
54669	West Salem, WI (in La ...	4,076

# Industry Characteristics

## Largest Industries

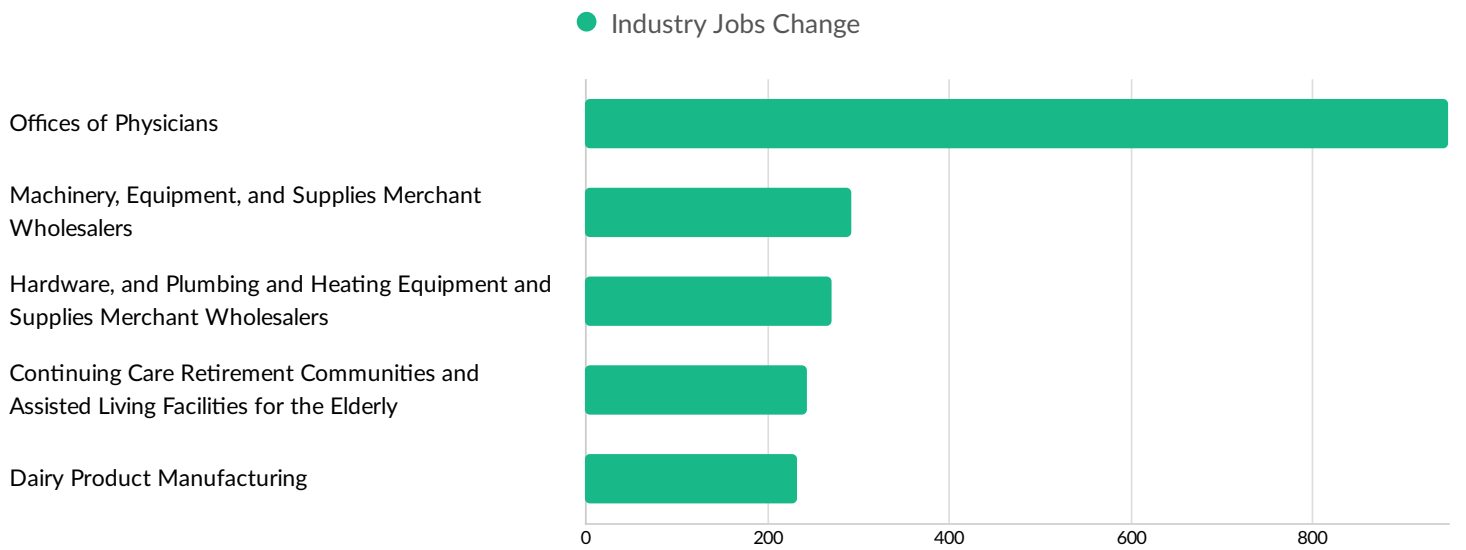
● Industry Jobs    ● National Average



Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
General Medical and Surgical Hospitals	7,627	7,766	139	+2%	\$84,236
Restaurants and Other Eating Places	4,773	4,972	199	+4%	\$15,799
Education and Hospitals (Local Government)	3,809	3,819	10	+0%	\$57,847
Local Government, Excluding Education and Hospitals	3,072	2,990	-82	-3%	\$62,101
Agencies, Brokerages, and Other Insurance Related Activities	1,537	1,738	201	+13%	\$59,100

## Industry Characteristics - Cont

### Top Growing Industries

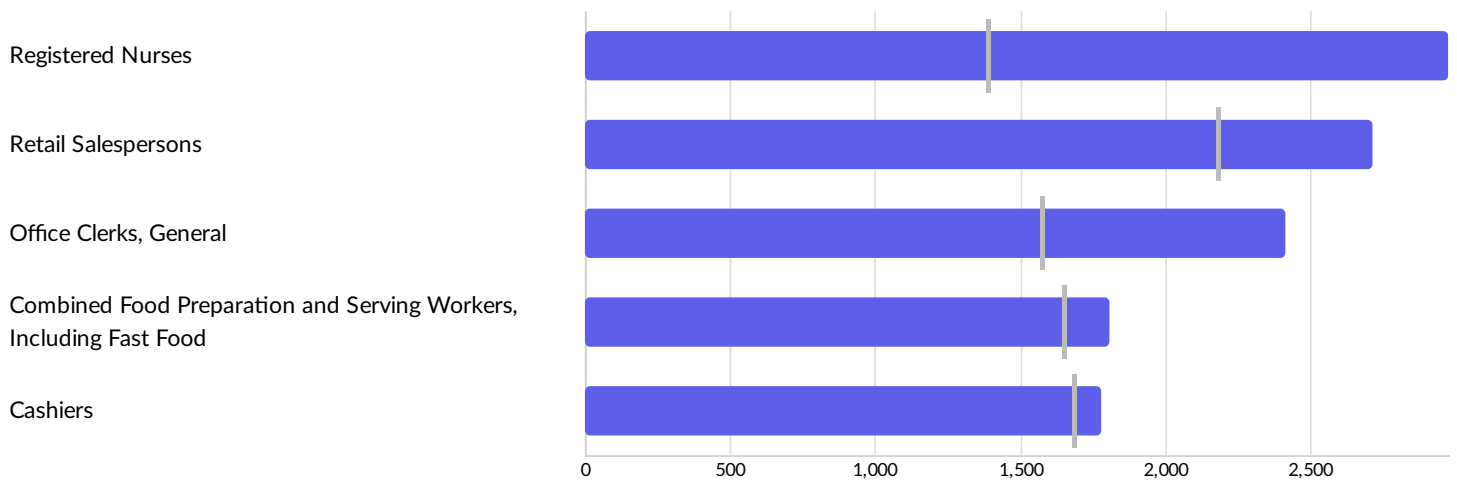


Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Offices of Physicians	673	1,623	950	+141%	\$74,060
Machinery, Equipment, and Supplies Merchant Wholesalers	280	573	293	+105%	\$83,244
Hardware, and Plumbing and Heating Equipment and Supplies Merchant Wholesalers	287	558	271	+94%	\$69,988
Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	324	569	245	+76%	\$24,688
Dairy Product Manufacturing	545	778	233	+43%	\$61,747

# Workforce Characteristics

## Largest Occupations

● Occupation Jobs ● National Average

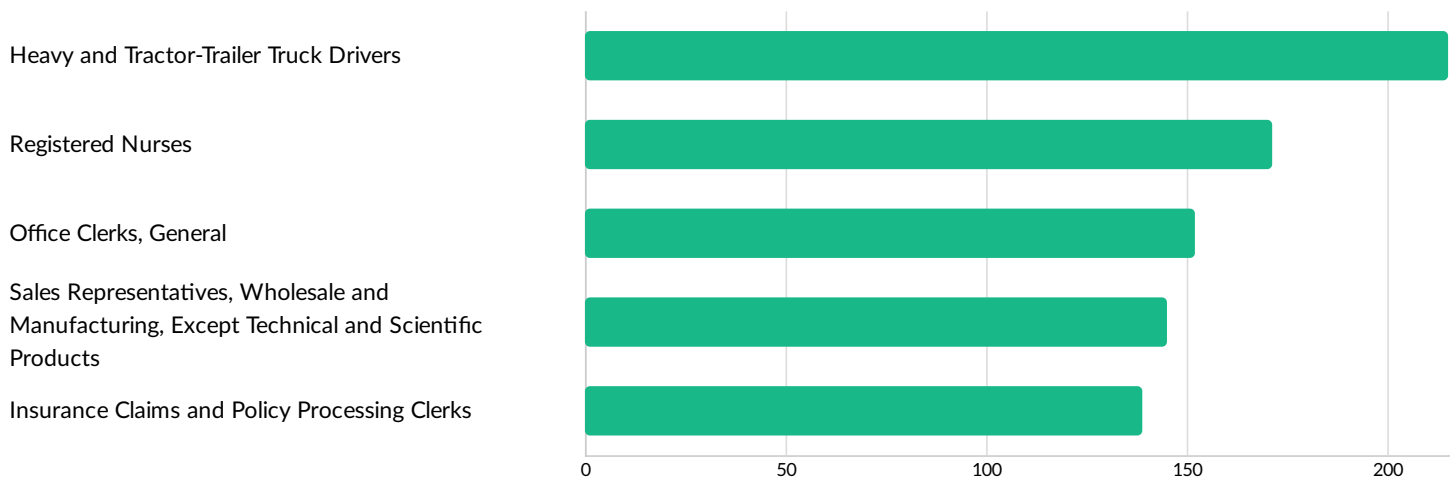


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Registered Nurses	2,806	2,977	171	+6%	\$33.47
Retail Salespersons	2,732	2,718	-14	-1%	\$11.64
Office Clerks, General	2,262	2,414	152	+7%	\$15.44
Combined Food Preparation and Serving Workers, Including Fast Food	1,761	1,810	49	+3%	\$8.62
Cashiers	1,726	1,783	57	+3%	\$9.80

## Workforce Characteristics - Cont

### Top Growing Occupations

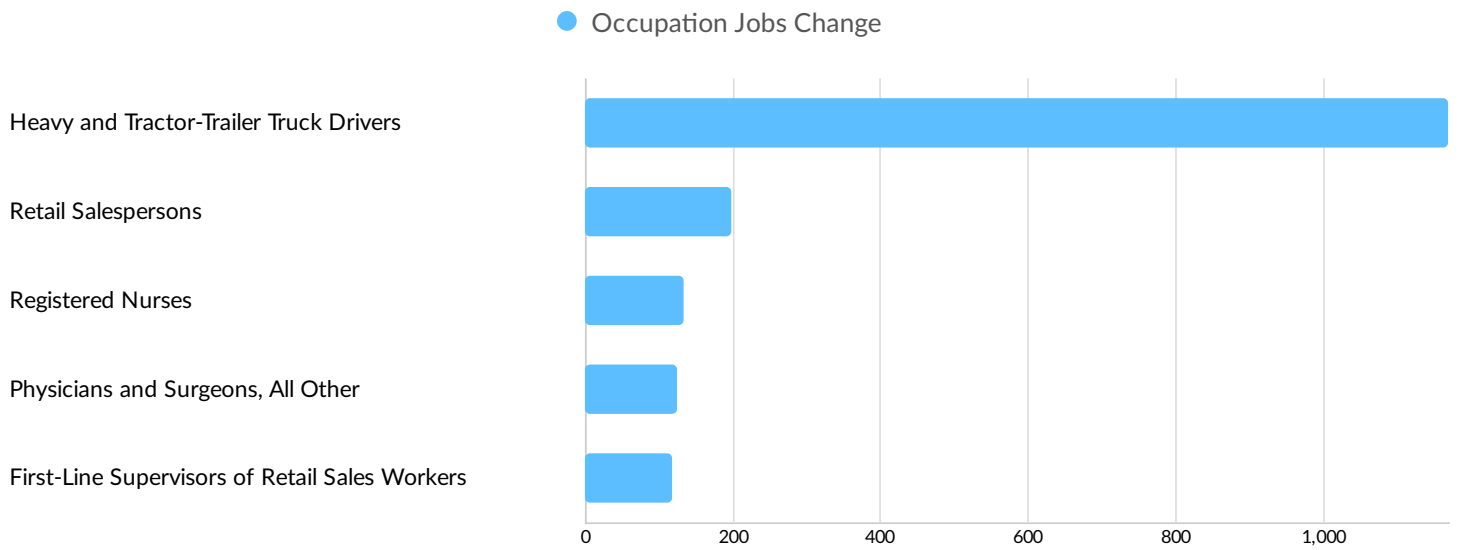
● Occupation Jobs Change



Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	1,199	1,414	215	+18%	\$21.64
Registered Nurses	2,806	2,977	171	+6%	\$33.47
Office Clerks, General	2,262	2,414	152	+7%	\$15.44
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	732	877	145	+20%	\$29.13
Insurance Claims and Policy Processing Clerks	476	615	139	+29%	\$15.27

## Workforce Characteristics

### Top Posted Occupations

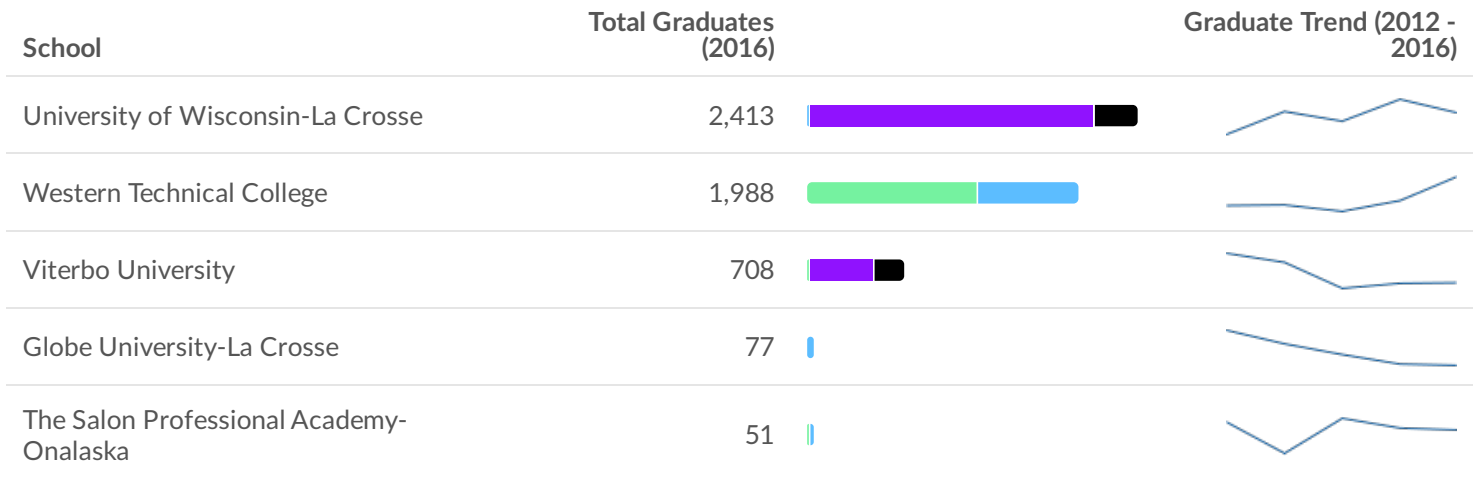


Occupation	Jan 2017 Unique Postings	Dec 2017 Unique Postings	Jan 2017 - Dec 2017 Avg. Unique	2016 Avg. Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	686	1,170	775	\$21.64
Retail Salespersons	153	198	194	\$11.64
Registered Nurses	164	134	147	\$33.47
Physicians and Surgeons, All Other	62	125	97	\$115.55
First-Line Supervisors of Retail Sales Workers	157	117	129	\$18.04



## Educational Pipeline

In 2016, there were 5,237 graduates in La Crosse County, WI. This pipeline has grown by 9% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, "Biology/Biological Sciences, General", and "Psychology, General".



● Certificate   
 ● Associate   
 ● Bachelor   
 ● Masters or Higher