



Vernon County, WI

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Economy Overview

30,934

Population (2017)

Population **grew by 720** over the last 5 years and is projected to **grow by 653** over the next 5 years.

10,622

Jobs (2017)

Jobs **grew by 541** over the last 5 years and are projected to **grow by 744** over the next 5 years.

\$47.7K

Median Household Income (2015)

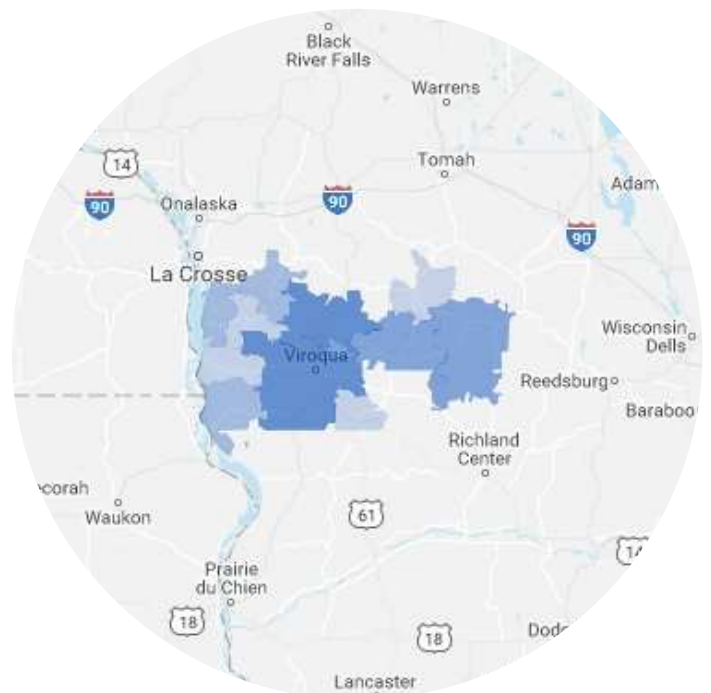
Median household income is **\$6.2K below** the national median household income of \$53.9K.

As of 2017 the region's population **increased by 2.4%** since 2012, growing by 720. Population is expected to **increase by 2.1%** between 2017 and 2022, adding 653.

From 2012 to 2017, jobs **increased by 5.4%** in Vernon County, WI from 10,081 to **10,622**. This change **fell short of the national growth rate of 7.2% by 1.8%**. As the number of jobs increased, the **labor force participation rate increased from 63.2% to 66.0% between 2012 and 2017**.

Concerning educational attainment, **13.0% of Vernon County, WI residents possess a Bachelor's Degree** (5.4% below the national average), and **11.1% hold an Associate's Degree** (3.2% above the national average).

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

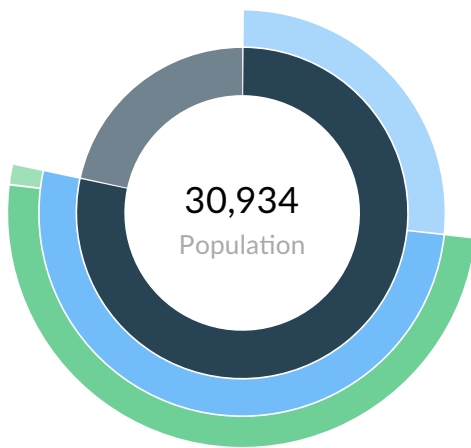


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	30,934	15,986	10,622	98.0	\$952.91M	\$1.66B	\$1.12B
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.

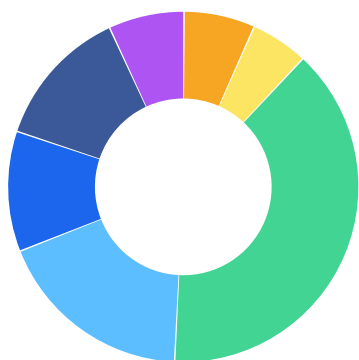
2017 Labor Force Breakdown



	Population
● Total Working Age Population	24,221
● Not in Labor Force (15+)	8,235
● Labor Force	15,986
● Employed	15,542
● Unemployed	444
● Under 15	6,714

Educational Attainment

Concerning educational attainment, **13.0% of Vernon County, WI residents possess a Bachelor's Degree** (5.4% below the national average), and **11.1% hold an Associate's Degree** (3.2% above the national average).

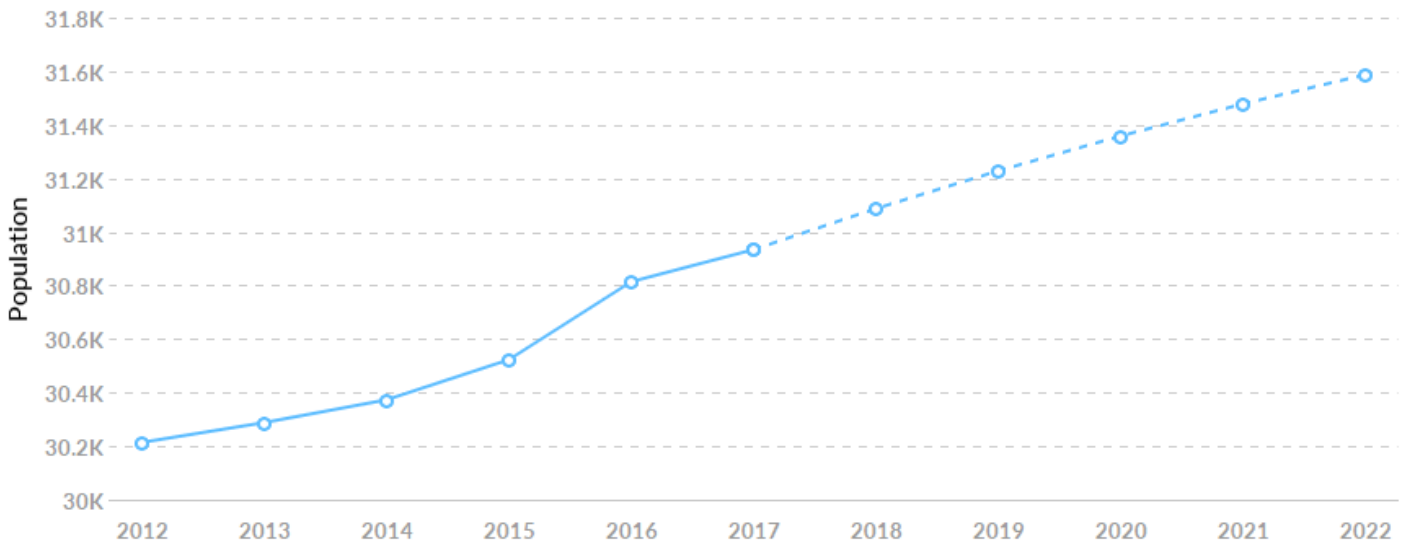


	% of Population	Population
● Less Than 9th Grade	6.6%	1,360
● 9th Grade to 12th Grade	5.3%	1,101
● High School Diploma	38.8%	8,046
● Some College	18.2%	3,780
● Associate's Degree	11.1%	2,299
● Bachelor's Degree	13.0%	2,687
● Graduate Degree and Higher	7.0%	1,445

Historic & Projected Trends

Population Trends

As of 2017 the region's population increased by 2.4% since 2012, growing by 720. Population is expected to increase by 2.1% between 2017 and 2022, adding 653.

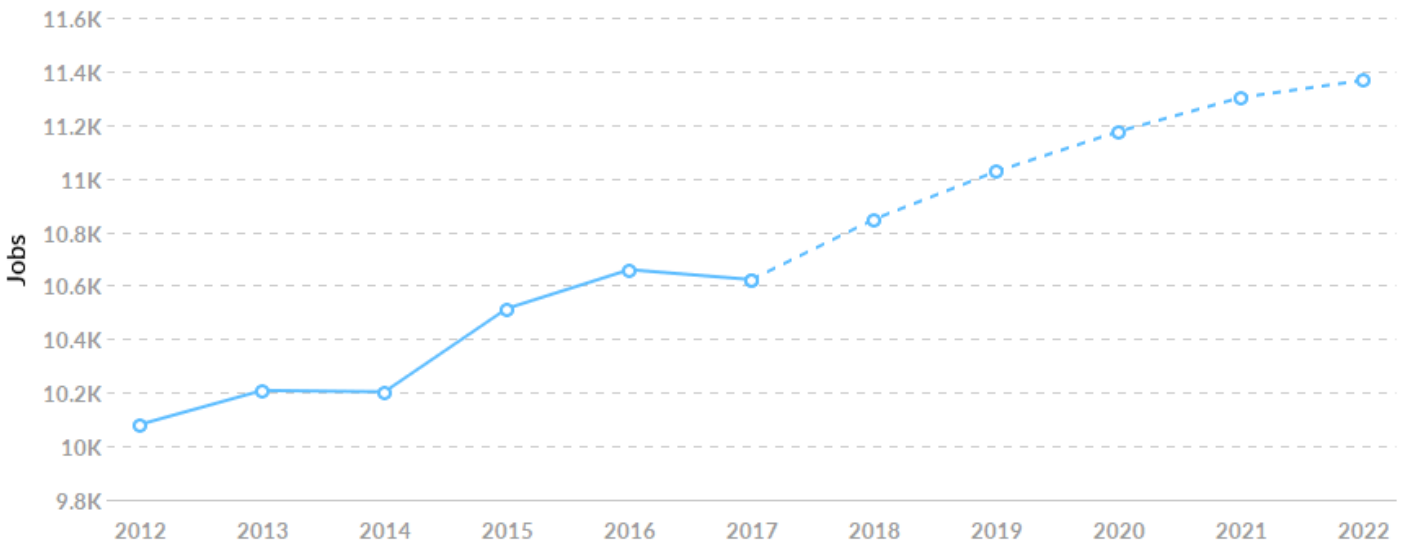


Timeframe	Population
2012	30,214
2013	30,288
2014	30,373
2015	30,523
2016	30,814
2017	30,934
2018	31,087
2019	31,228
2020	31,358
2021	31,478
2022	31,587

Historic & Projected Trends - Cont.

Job Trends

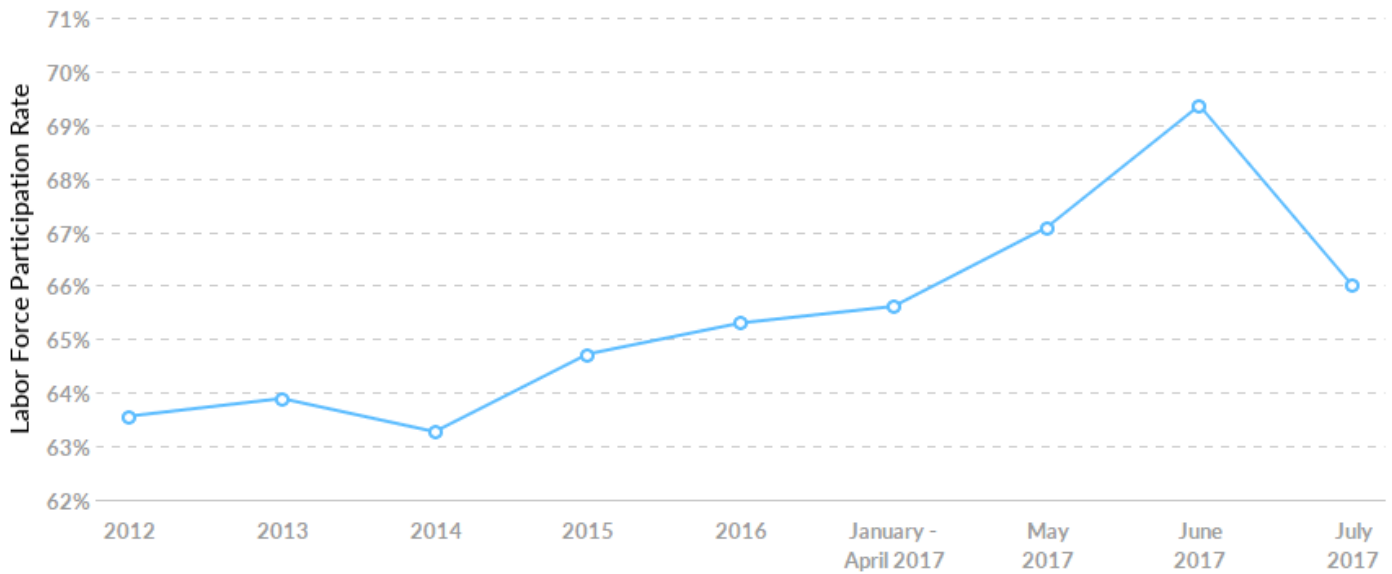
From 2012 to 2017, jobs increased by 5.4% in Vernon County, WI from 10,081 to 10,622. This change fell short of the national growth rate of 7.2% by 1.8%.



Timeframe	Jobs
2012	10,081
2013	10,208
2014	10,203
2015	10,514
2016	10,659
2017	10,622
2018	10,847
2019	11,026
2020	11,175
2021	11,302
2022	11,366

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

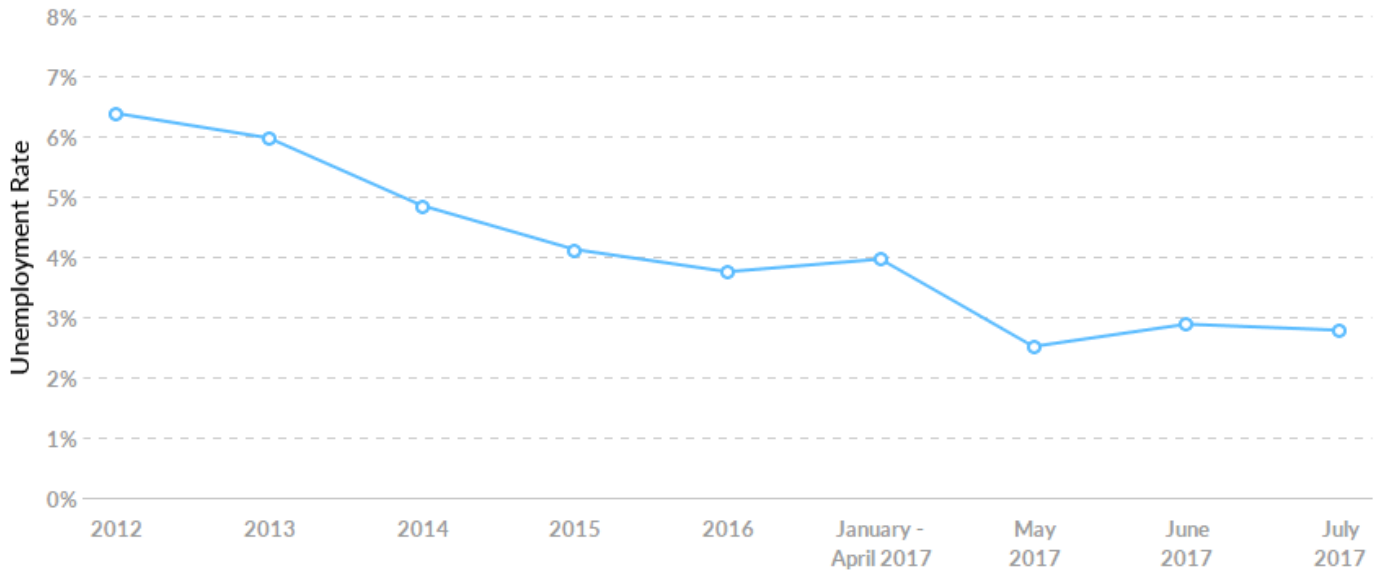


Timeframe	Labor Force Participation Rate
2012	63.56%
2013	63.89%
2014	63.27%
2015	64.72%
2016	65.30%
January - April 2017	65.61%
May 2017	67.08%
June 2017	69.36%
July 2017	66.00%

Historic & Projected Trends - Cont.

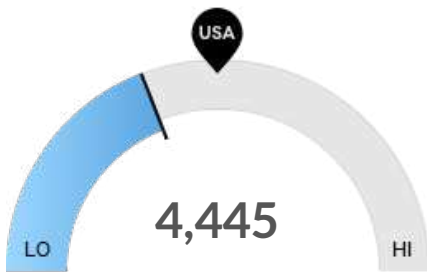
Unemployment Rate Trends

Vernon County, WI had a July 2017 unemployment rate of 2.78%, **decreasing from 6.38%** 5 years before.



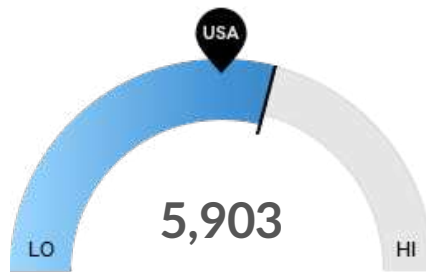
Timeframe	Unemployment Rate
2012	6.38%
2013	5.97%
2014	4.85%
2015	4.12%
2016	3.75%
January - April 2017	3.96%
May 2017	2.51%
June 2017	2.88%
July 2017	2.78%

Population Characteristics



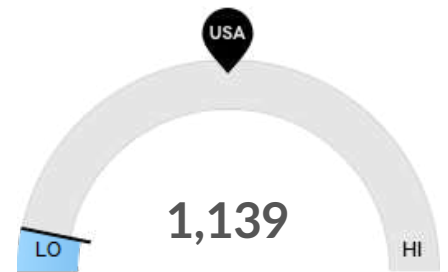
Millennials

Vernon County, WI has 4,445 millennials (ages 20-34). The national average for an area this size is 6,395.



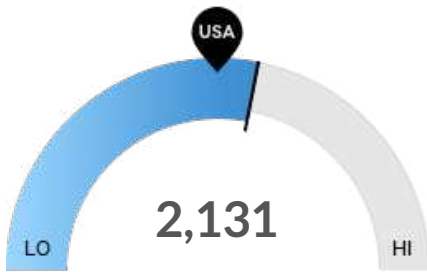
Retiring Soon

Retirement risk is high in Vernon County, WI. The national average for an area this size is 4,696 people 65 or older, while there are 5,903 here.



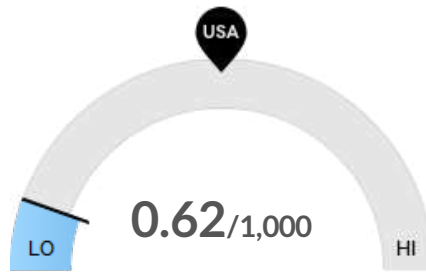
Racial Diversity

Racial diversity is low in Vernon County, WI. The national average for an area this size is 11,935 racially diverse people, while there are 1,139 here.



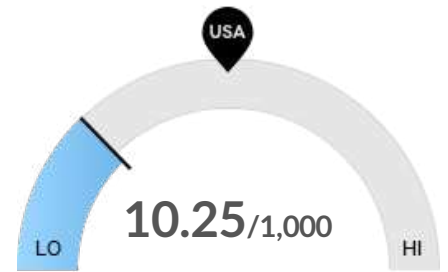
Veterans

Vernon County, WI has 2,131 veterans. The national average for an area this size is 1,791.



Violent Crime

Vernon County, WI has 0.62 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



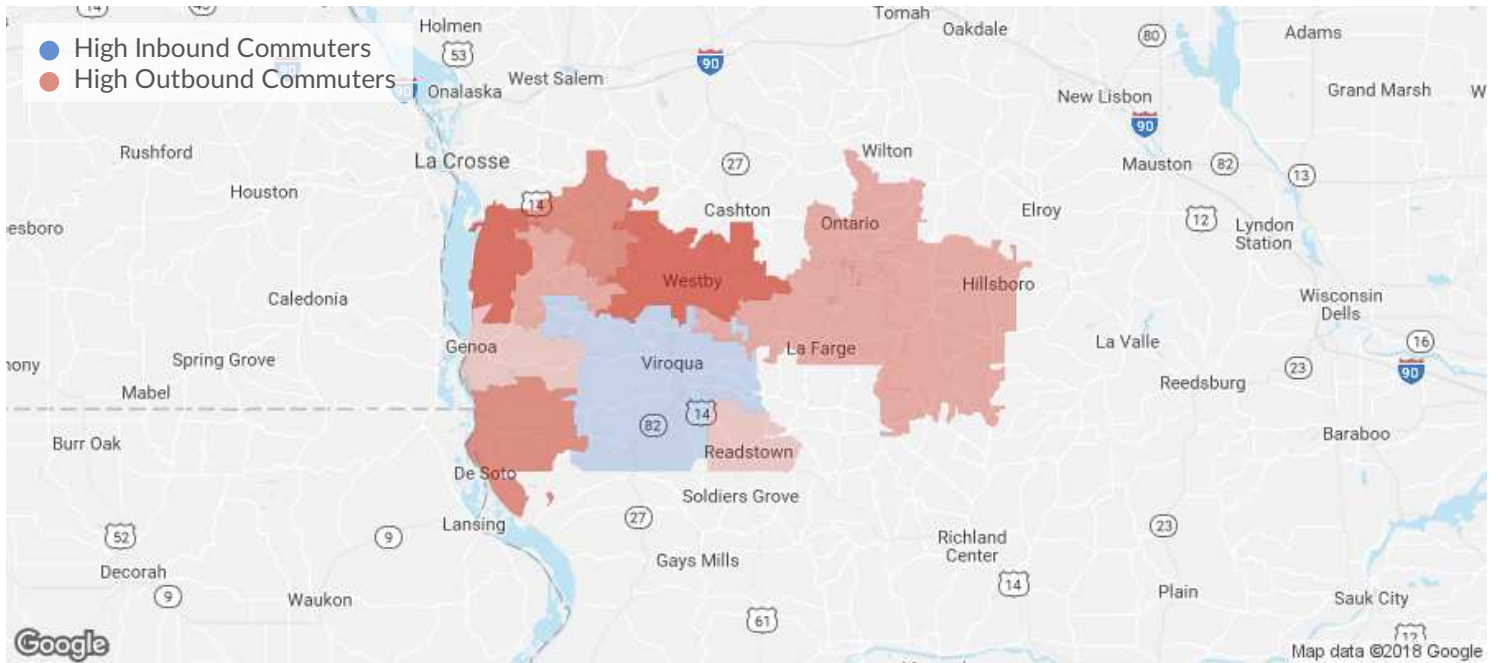
Property Crime

Vernon County, WI has 10.25 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 Vernon County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

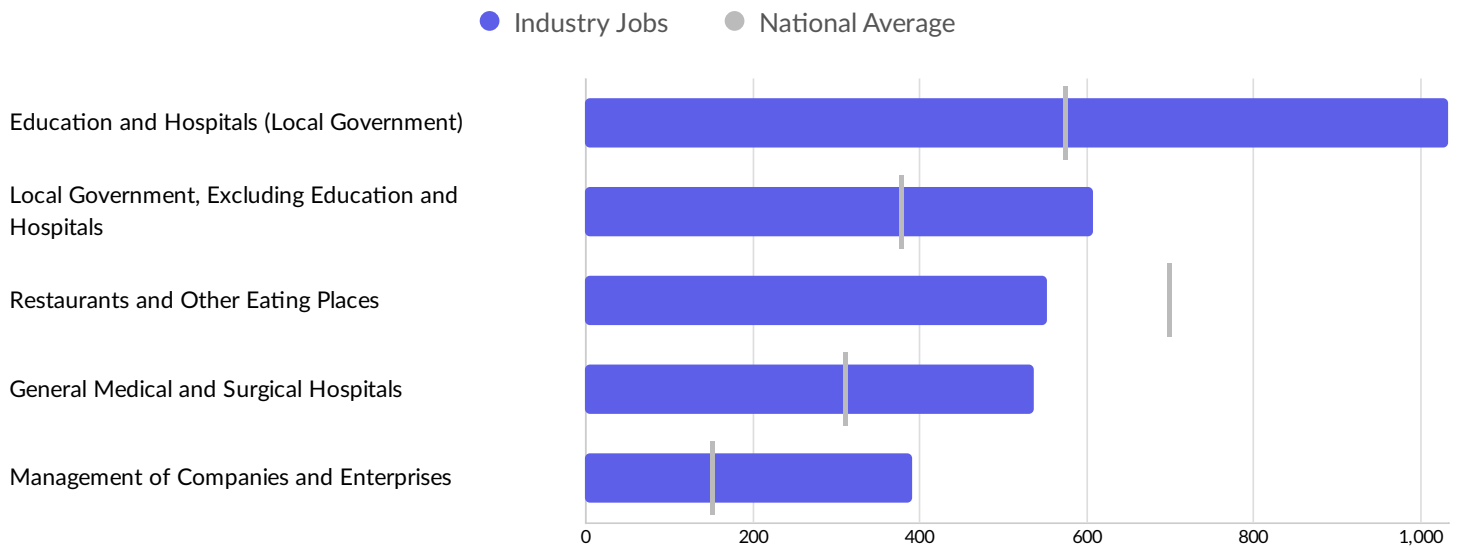
ZIP	Name	2017 Employment
54665	Viroqua, WI (in Vernon...	4,799
54667	Westby, WI (in Vernon ...	2,007
54634	Hillsboro, WI (in Verno...	1,460
54639	La Farge, WI (in Vernon...	563
54623	Coon Valley, WI (in Ver...	387

Where Talent Lives

ZIP	Name	2017 Workers
54665	Viroqua, WI (in Vernon...	4,584
54667	Westby, WI (in Vernon ...	3,024
54634	Hillsboro, WI (in Verno...	1,855
54658	Stoddard, WI (in Verno...	1,348
54623	Coon Valley, WI (in Ver...	1,130

Industry Characteristics

Largest Industries

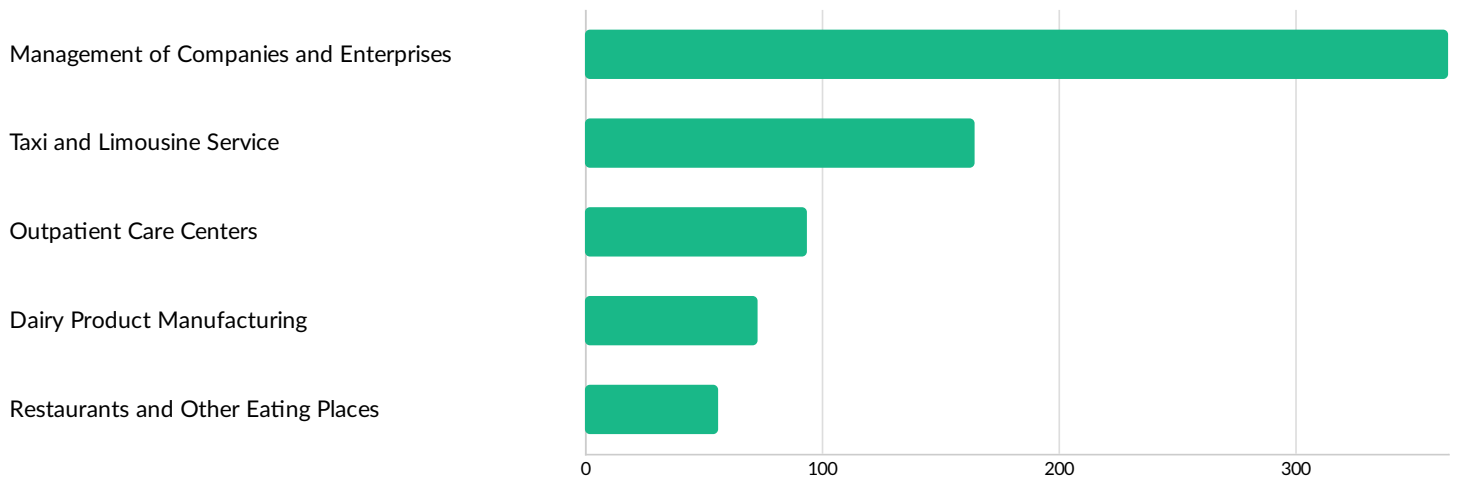


Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Education and Hospitals (Local Government)	1,048	1,034	-14	-1%	\$46,652
Local Government, Excluding Education and Hospitals	625	608	-17	-3%	\$44,066
Restaurants and Other Eating Places	498	554	56	+11%	\$12,097
General Medical and Surgical Hospitals	533	537	4	+1%	\$60,525
Management of Companies and Enterprises	27	392	365	+1,352%	\$70,427

Industry Characteristics - Cont

Top Growing Industries

● Industry Jobs Change

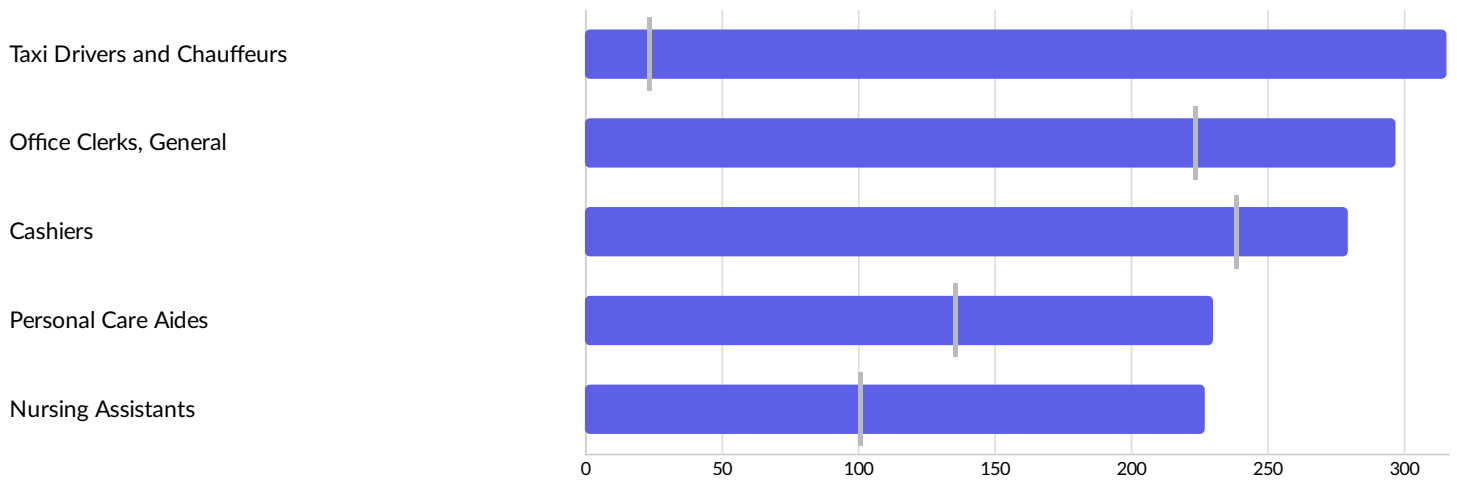


Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Management of Companies and Enterprises	27	392	365	+1,352%	\$70,427
Taxi and Limousine Service	190	355	165	+87%	\$21,891
Outpatient Care Centers	14	108	94	+671%	\$28,145
Dairy Product Manufacturing	250	323	73	+29%	\$41,949
Restaurants and Other Eating Places	498	554	56	+11%	\$12,097

Workforce Characteristics

Largest Occupations

● Occupation Jobs ● National Average

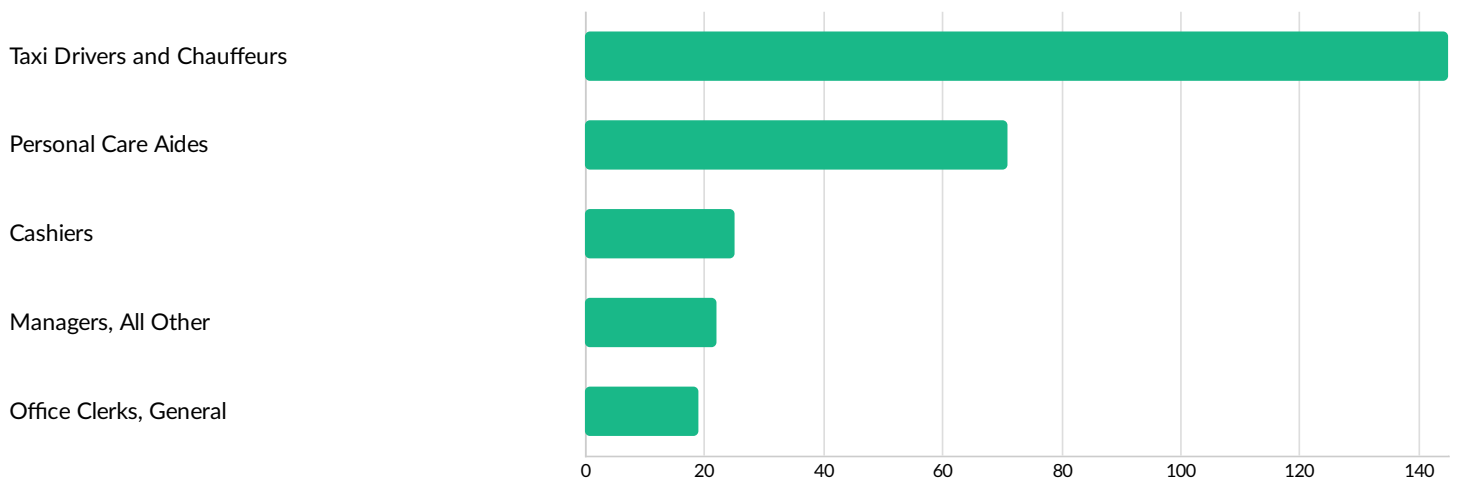


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Taxi Drivers and Chauffeurs	171	316	145	+85%	\$9.23
Office Clerks, General	278	297	19	+7%	\$13.85
Cashiers	255	280	25	+10%	\$9.71
Personal Care Aides	159	230	71	+45%	\$10.45
Nursing Assistants	209	227	18	+9%	\$14.06

Workforce Characteristics - Cont

Top Growing Occupations

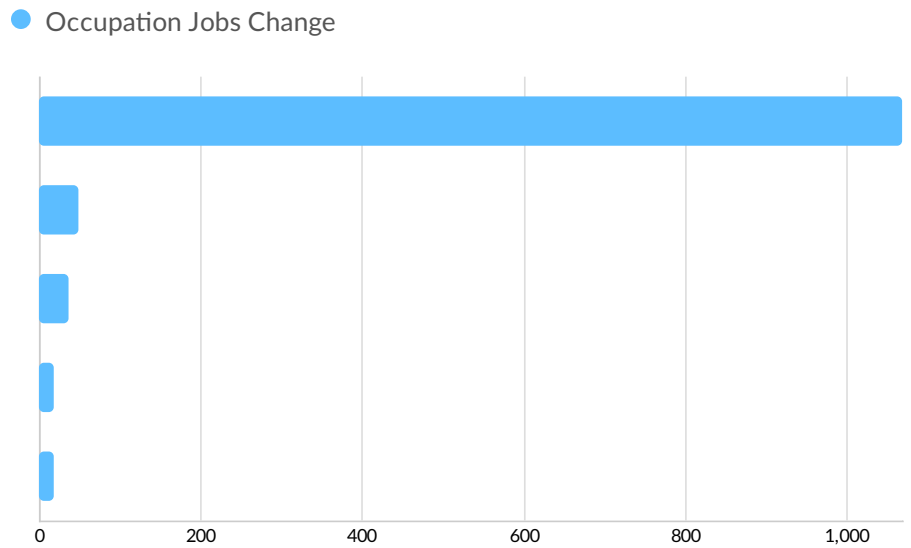
● Occupation Jobs Change



Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Taxi Drivers and Chauffeurs	171	316	145	+85%	\$9.23
Personal Care Aides	159	230	71	+45%	\$10.45
Cashiers	255	280	25	+10%	\$9.71
Managers, All Other	71	93	22	+31%	\$20.11
Office Clerks, General	278	297	19	+7%	\$13.85

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	249	1,069	475	\$18.24
Insurance Sales Agents	40	49	29	\$26.32
Retail Salespersons	7	36	13	\$13.33
Combined Food Preparation and Serving Workers, Including Fast Food	15	19	18	\$8.68
First-Line Supervisors of Retail Sales Workers	10	18	16	\$16.50

Educational Pipeline

Over the last 5 years, no schools in Vernon County, WI produced graduates.