

Town of Genoa Profile

Vernon County, WI

POPULATION

	1970	1980	1990	2000	2010
Town of Genoa	728	787	661	705	789
County of Vernon	24,557	25,642	25,617	28,056	29,773
State of Wisconsin	4,417,821	4,705,642	4,891,599	5,363,675	5,686,986

Source: U.S. Census Bureau

HOUSING UNITS

	1970	1980	1990	2000	2010
Town of Genoa	180	283	332	392	401
County of Vernon	8,448	10,141	10,830	12,416	13,720
State of Wisconsin	1,472,332	1,863,897	2,055,676	2,321,144	2,624,358

Source: U.S. Census Bureau

REAL ESTATE EQUALIZED VALUES

Millions of Dollars

	2010	2011	2012	2013	2014
Town of Genoa \$	55	54	53	52	53
County of Vernon \$	1,758	1,734	1,732	1,744	1,770
State of Wisconsin \$	483,967	475,506	459,699	455,740	466,816

Source: State of Wisconsin Department of Revenue

PER CAPITA PERSONAL INCOME

	2009	2010	2011	2012	2013
County of Vernon \$	29,030	29,865	31,362	32,206	33,317
State of Wisconsin \$	38,380	38,728	40,780	42,475	43,244
United States \$	39,379	40,144	42,332	44,200	44,765

Source: U.S. Department of Commerce, Bureau of Economic Analysis

UNEMPLOYMENT TRENDS

	2011	2012	2013	2014
Vernon County Labor Force	15,182	15,044	15,165	15,083
Number Employed	14,123	14,084	14,257	14,337
Number Unemployed	1,059	960	908	746
Vernon County Unemployment Rate %	7.0	6.4	6.0	4.9
Wisconsin Unemployment Rate %	7.8	7.0	6.8	5.5
U.S. Unemployment Rate %	8.9	8.1	7.4	6.2

Source: State of Wisconsin Department of Workforce Development

EMPLOYMENT BY INDUSTRY - 2000

Agriculture, Forestry, Fishing/Hunting, Mining:	22
Construction:	36
Manufacturing:	70
Wholesale Trade:	15
Retail Trade:	27
Transportation and Warehousing and Utilities:	38
Information:	6
Finance, Ins, Real Estate, Rental/leasing:	15
Prof, Scientific, Mgt, Admin and Waste Mgt Serv:	12
Educational, Health Social Serv:	77
Arts, Entertain, Rec, Accom and Food Serv:	19
Other Services (except public admin):	20
Public Admin:	4
Total Employment by Industry	361

Source: U.S. Census Bureau

2012 WAGE ESTIMATES

	Average	Experienced
Office Clerks:	13.79	16.01
Welders, Cutters, Solderers and Brazers:	15.61	17.95
Heavy and Tractor Trailer Truck Driver:	19.65	22.19
Computer Programmer:	28.04	32.63
Construction Laborers:	18.87	21.76
*Financial Mgr, Branch or Dept:	32.97	41.15
Mtce Workers, Machinery:	19.79	22.05
Janitors and Cleaners, Except Maids:	12.43	14.22
Lic Prac Nurse:	18.52	19.70
Retail Salesperson:	11.66	13.45

*Occupation data not available, data shown reflects nearest match to occupation.

Source: Wis. Dept. of Workforce Development

EDUCATION

	County*	State**
*2013-2014 **2012-2013 High School Drop Out Rate %:	0.38	1.35

Source: Wisconsin Department of Public Instruction

2014 TAXES

-Local Property Taxes-

2014 Effective Full Value Rate/\$1000:	17.89
2014 Real and Pers Property Full Value:	53,739,800

Source: State of Wisconsin Department of Revenue

-LOCAL CONTACT-

Name:	Jerome Pedretti, Town Clerk
Address:	E860 Mundsack Rd
City, State, and Zip	Genoa, WI 54632
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-REGIONAL CONTACT-

Mississippi River Regional Planning Commission	1707 Main Street, Suite 435 La Crosse, WI 54601
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