



Jackson County, WI

Mississippi River Regional Planning Commission



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La Crosse, Wisconsin 54601

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Report Parameters

1 County

55053 Jackson County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

20,475

Population (2019)

Population **decreased by 101** over the last 5 years but is projected to **grow by 20** over the next 5 years.

10,214

Total Regional Employment

Jobs **grew by 386** over the last 5 years and are projected to **grow by 228** over the next 5 years.

\$51.1K

Median Household Income (2017)

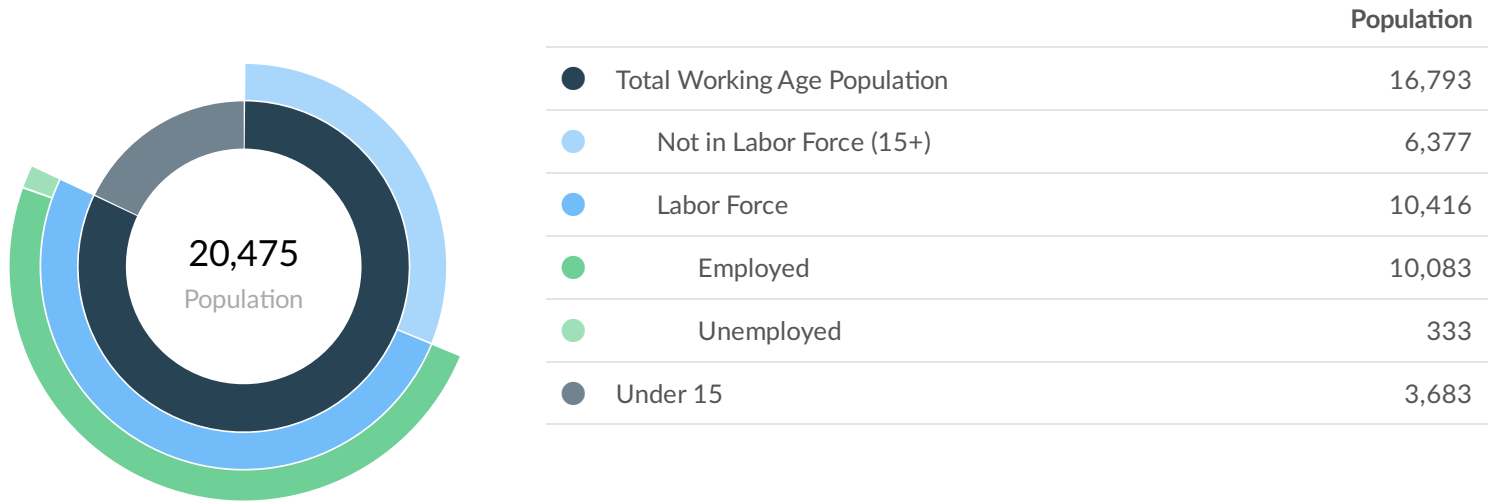
Median household income is **\$6.5K below** the national median household income of \$57.7K.

Takeaways

- As of 2019 the region's population **declined by 0.5%** since 2014, falling by 101. Population is expected to **increase by 0.1%** between 2019 and 2024, adding 20.
- From 2014 to 2019, jobs **increased by 3.9%** in Jackson County, WI from 9,828 to **10,214**. This change **fell short of the national growth rate of 6.9% by 3.0%**. As the number of jobs increased, the **labor force participation rate increased from 61.6% to 62.0% between 2014 and 2019**.
- Concerning educational attainment, **9.5% of Jackson County, WI residents possess a Bachelor's Degree** (9.4% below the national average), and **9.6% hold an Associate's Degree** (1.5% above the national average).
- The top three industries in 2019 are Local Government, Excluding Education and Hospitals, General Freight Trucking, and Highway, Street, and Bridge Construction.

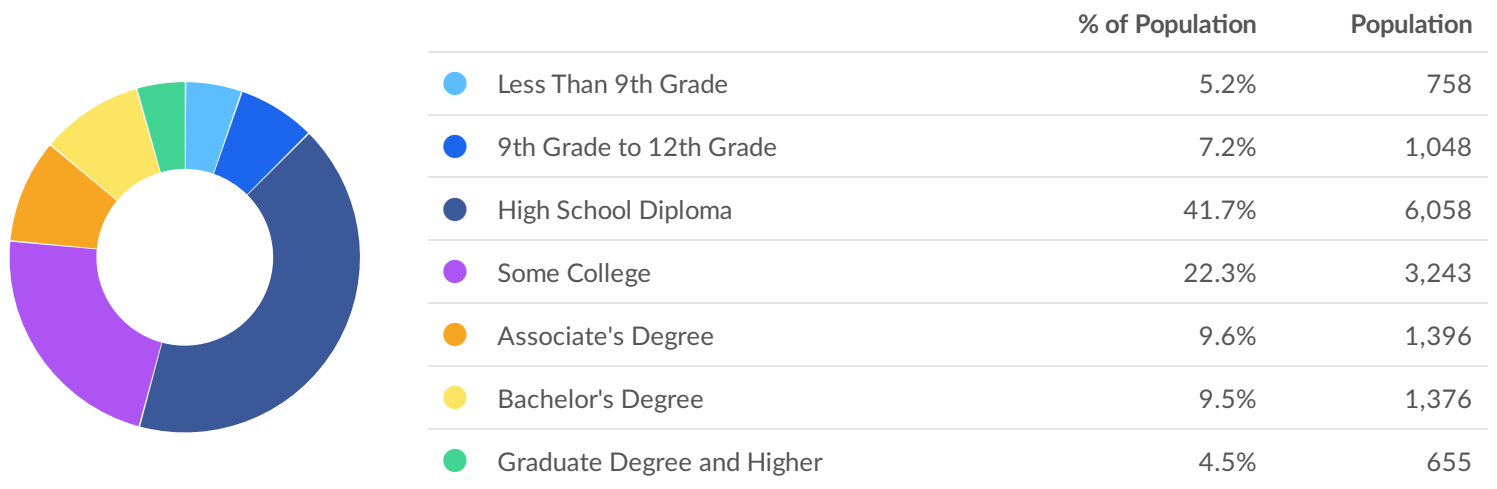
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	20,475	10,416	10,214	99.4	\$926.17M	\$1.59B	\$1.54B
La Crosse, WI (in La Crosse county) (ZIP 54601)	50,333	N/A	40,144	99.5	\$3.81B	\$4.14B	\$5.02B
Vernon County, WI	30,942	15,432	10,499	97.5	\$975.45M	\$1.69B	\$1.09B

2019 Labor Force Breakdown



Educational Attainment

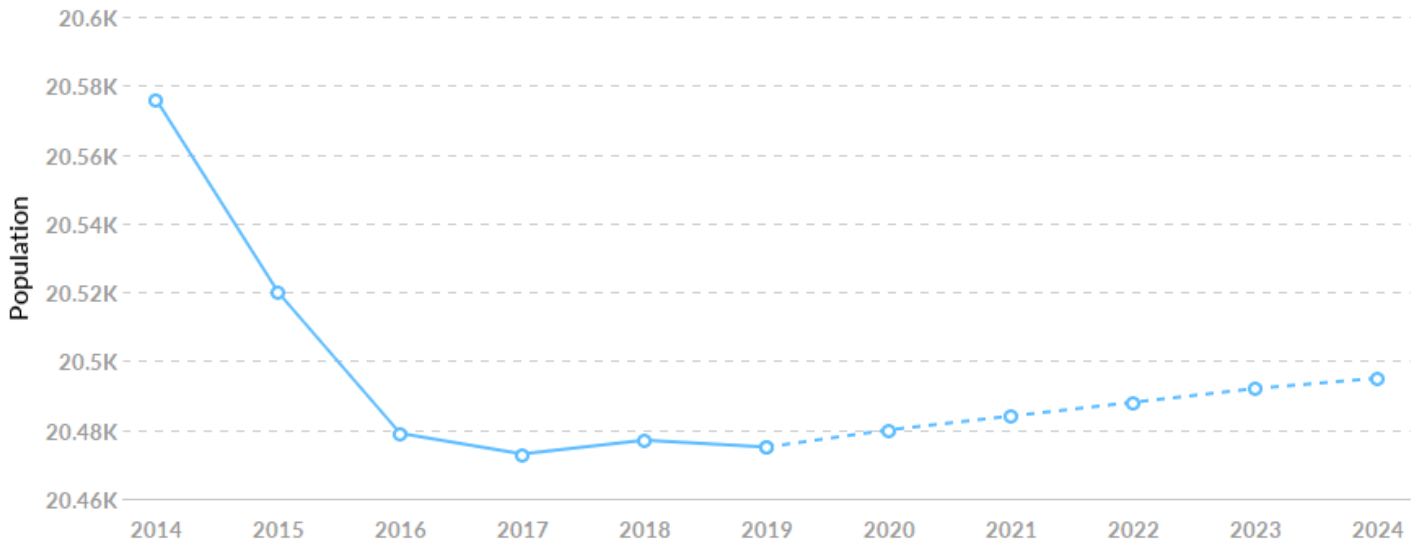
Concerning educational attainment, **9.5% of Jackson County, WI residents possess a Bachelor's Degree** (9.4% below the national average), and **9.6% hold an Associate's Degree** (1.5% above the national average).



Historic & Projected Trends

Population Trends

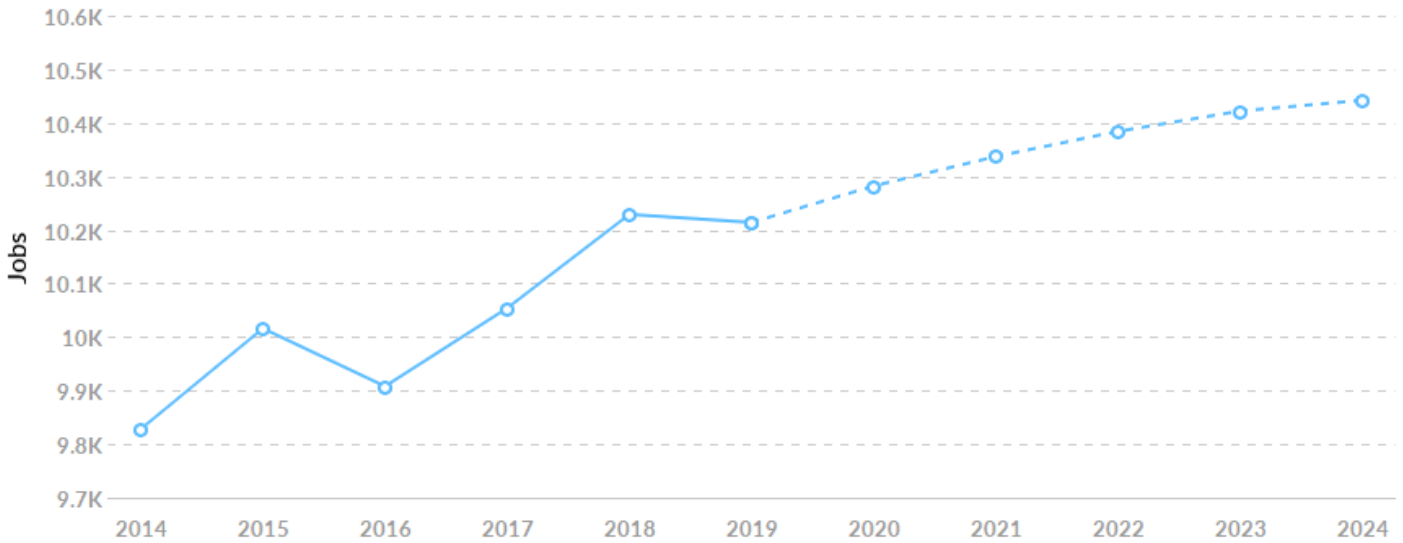
As of 2019 the region's population **declined by 0.5%** since 2014, falling by 101. Population is expected to **increase by 0.1%** between 2019 and 2024, adding 20.



Timeframe	Population
2014	20,576
2015	20,520
2016	20,479
2017	20,473
2018	20,477
2019	20,475
2020	20,480
2021	20,484
2022	20,488
2023	20,492
2024	20,495

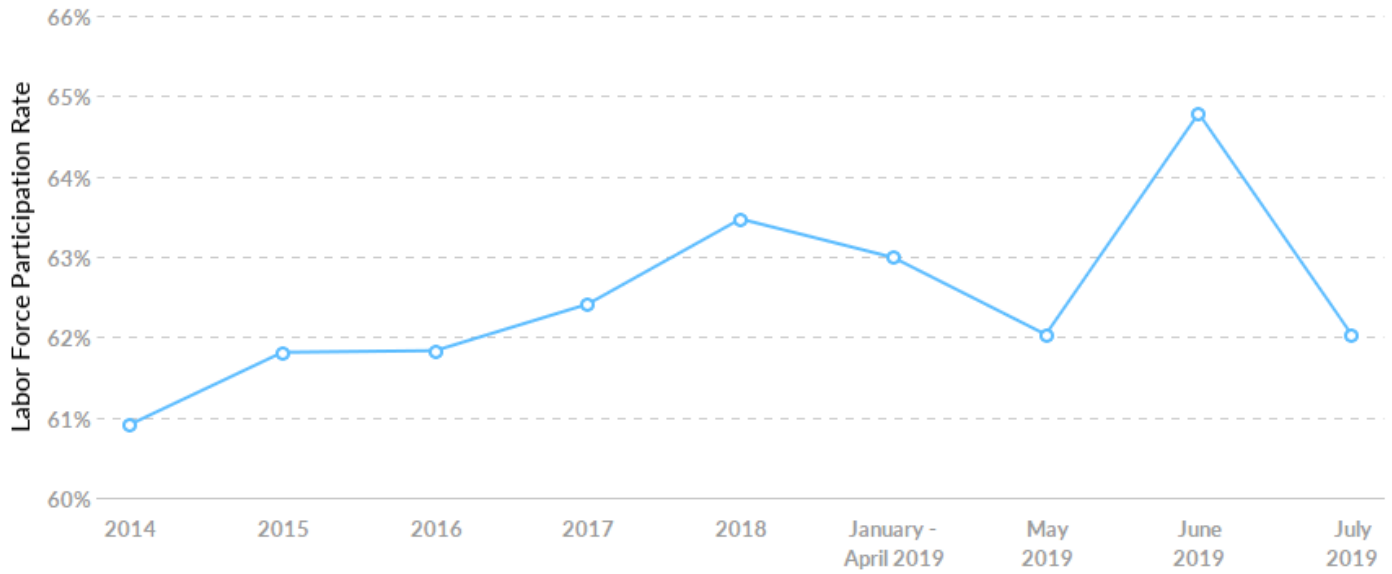
Job Trends

From 2014 to 2019, jobs increased by 3.9% in Jackson County, WI from 9,828 to 10,214. This change fell short of the national growth rate of 6.9% by 3.0%.



Timeframe	Jobs
2014	9,828
2015	10,016
2016	9,908
2017	10,054
2018	10,229
2019	10,214
2020	10,282
2021	10,337
2022	10,384
2023	10,422
2024	10,442

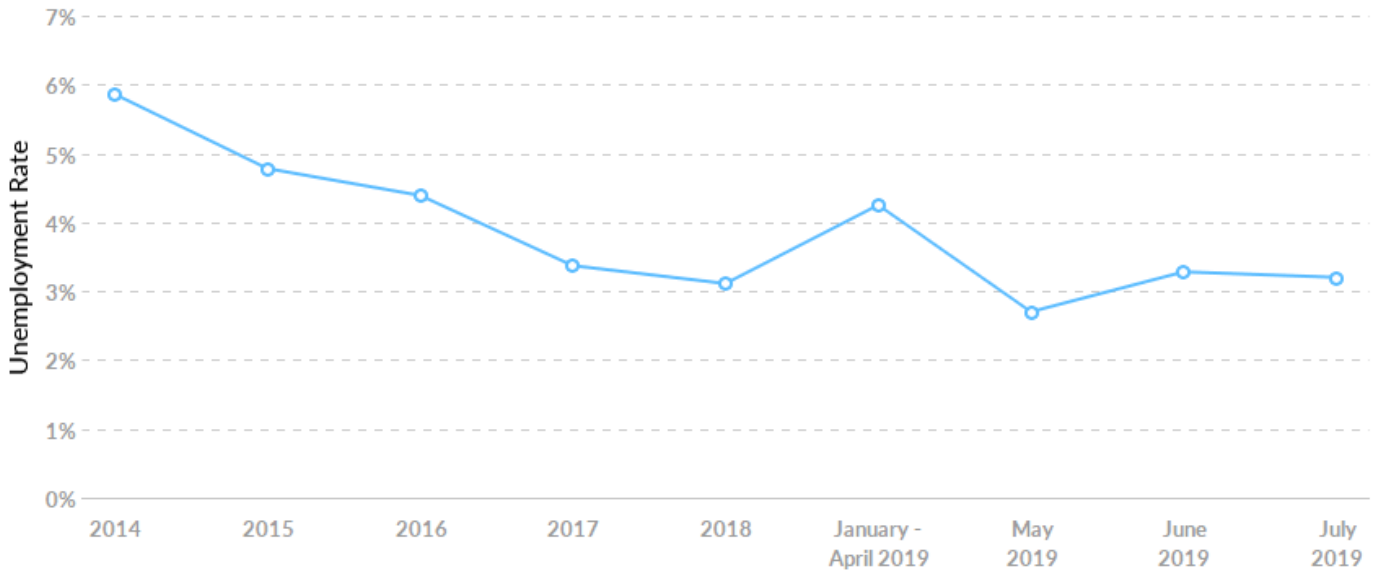
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	60.91%
2015	61.81%
2016	61.83%
2017	62.41%
2018	63.47%
January - April 2019	62.99%
May 2019	62.03%
June 2019	64.78%
July 2019	62.03%

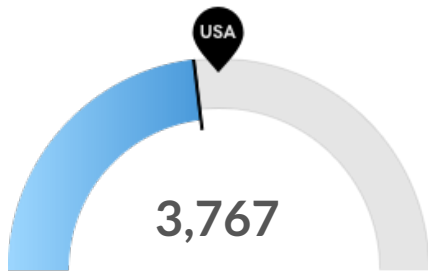
Unemployment Rate Trends

Jackson County, WI had a July 2019 unemployment rate of 3.20%, **decreasing from 5.86%** 5 years before.



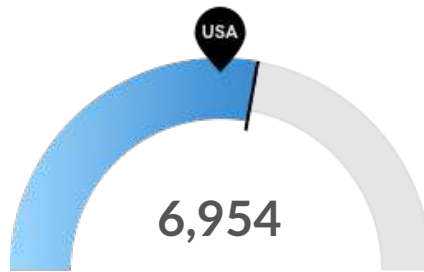
Timeframe	Unemployment Rate
2014	5.86%
2015	4.78%
2016	4.39%
2017	3.37%
2018	3.11%
January - April 2019	4.25%
May 2019	2.70%
June 2019	3.28%
July 2019	3.20%

Population Characteristics



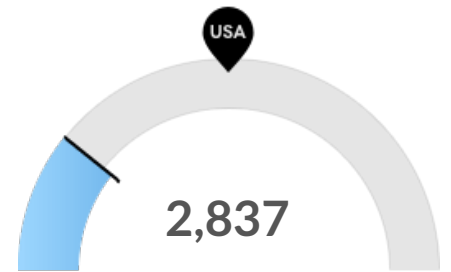
Millennials

Jackson County, WI has 3,767 millennials (ages 25-39). The national average for an area this size is 4,210.



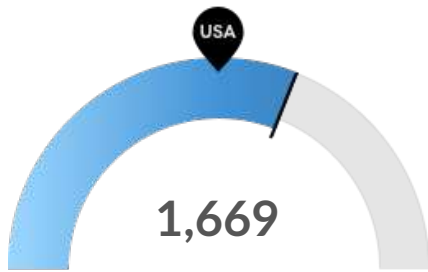
Retiring Soon

Retirement risk is high in Jackson County, WI. The national average for an area this size is 5,927 people 55 or older, while there are 6,954 here.



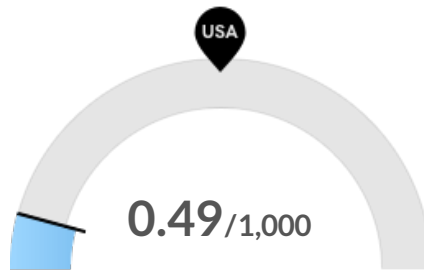
Racial Diversity

Racial diversity is low in Jackson County, WI. The national average for an area this size is 8,113 racially diverse people, while there are 2,837 here.



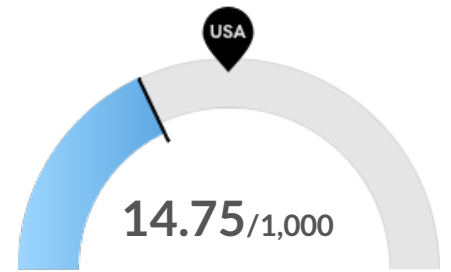
Veterans

Jackson County, WI has 1,669 veterans. The national average for an area this size is 1,193.



Violent Crime

Jackson County, WI has 0.49 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

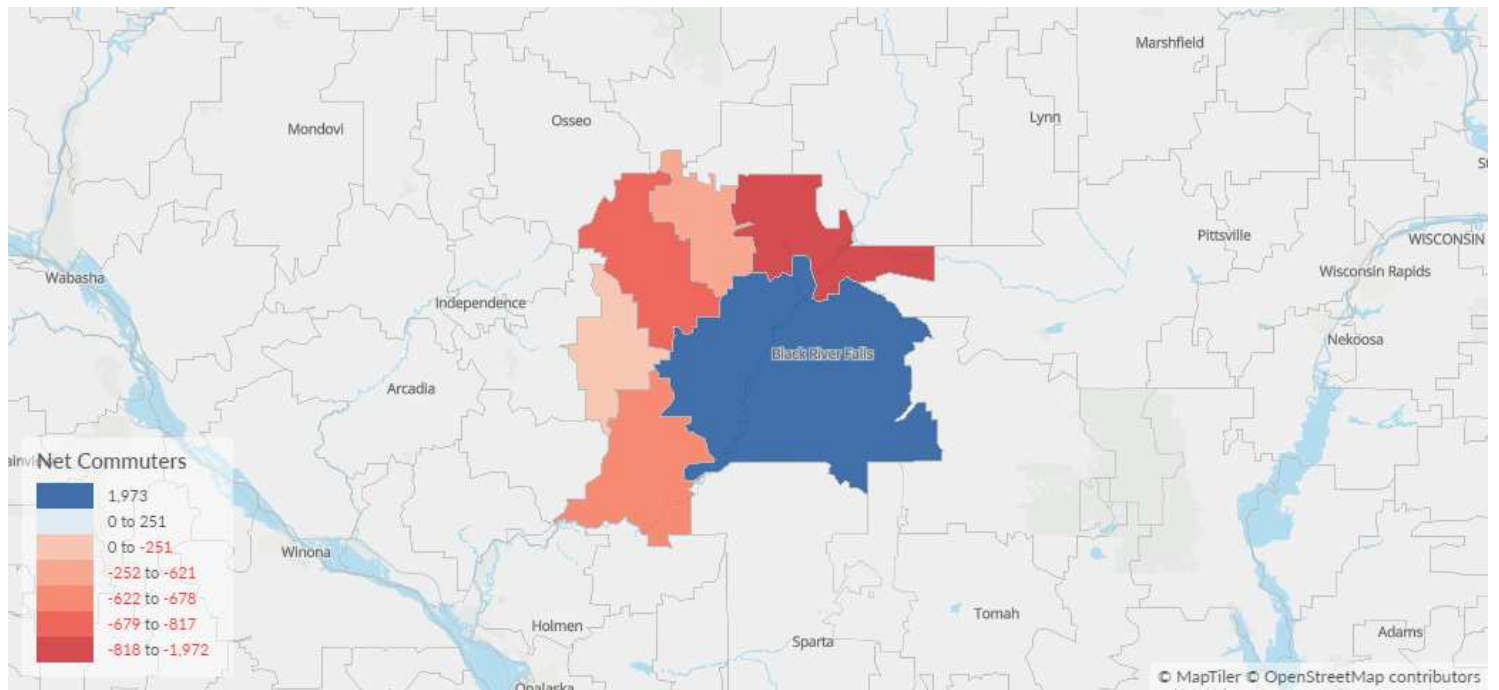


Property Crime

Jackson County, WI has 14.75 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Place of Work vs Place of Residence

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



Where Talent Works

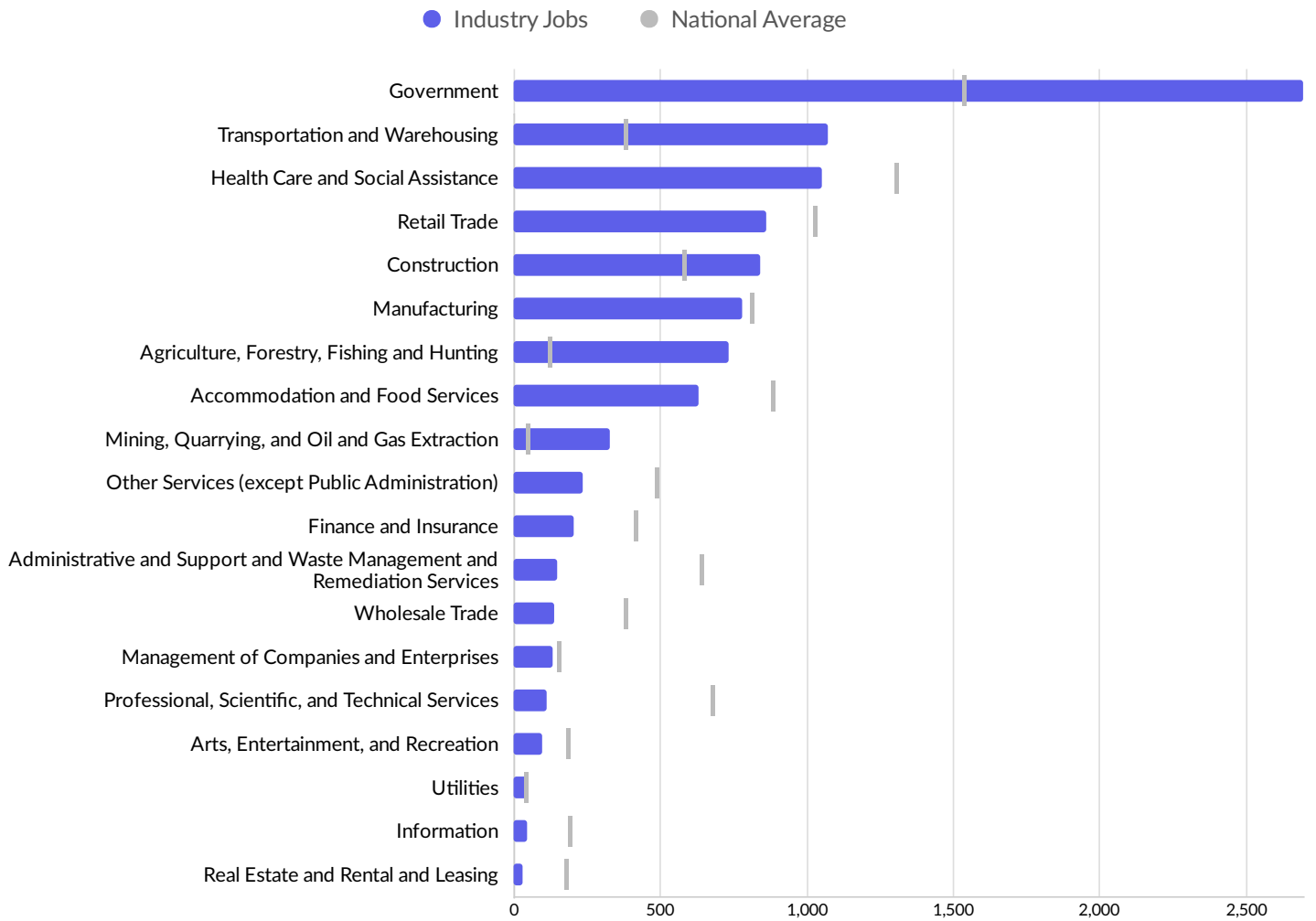
ZIP	Name	2019 Employment
54615	Black River Falls, WI (in...	7,613
54642	Melrose, WI (in Jackson...	701
54659	Taylor, WI (in Jackson c...	565
54635	Hixton, WI (in Jackson c...	478
54611	Alma Center, WI (in Jac...	421

Where Talent Lives

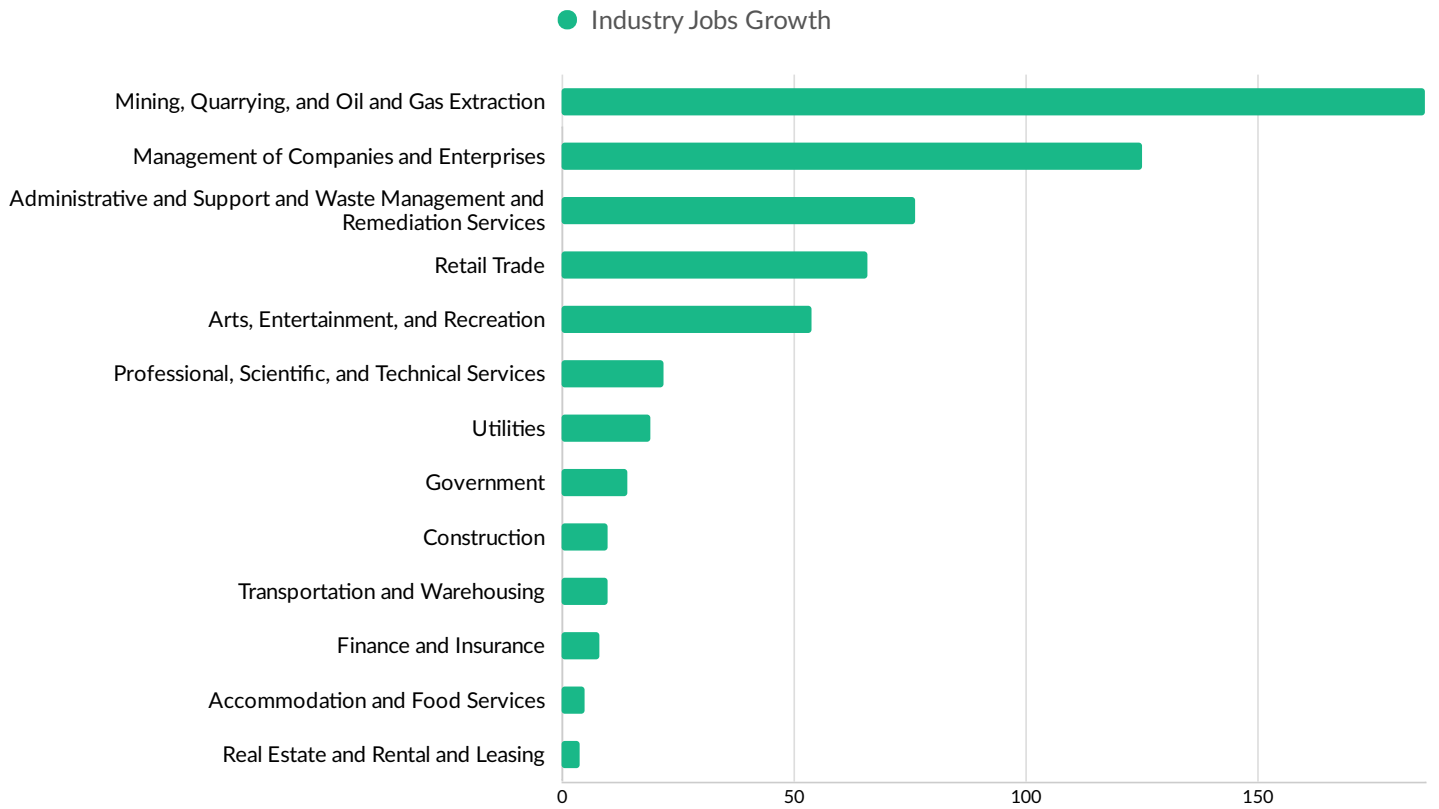
ZIP	Name	2019 Workers
54615	Black River Falls, WI (in...	5,641
54642	Melrose, WI (in Jackson...	1,323
54754	Merrillan, WI (in Jackso...	1,200
54635	Hixton, WI (in Jackson c...	1,157
54611	Alma Center, WI (in Jac...	672

Industry Characteristics

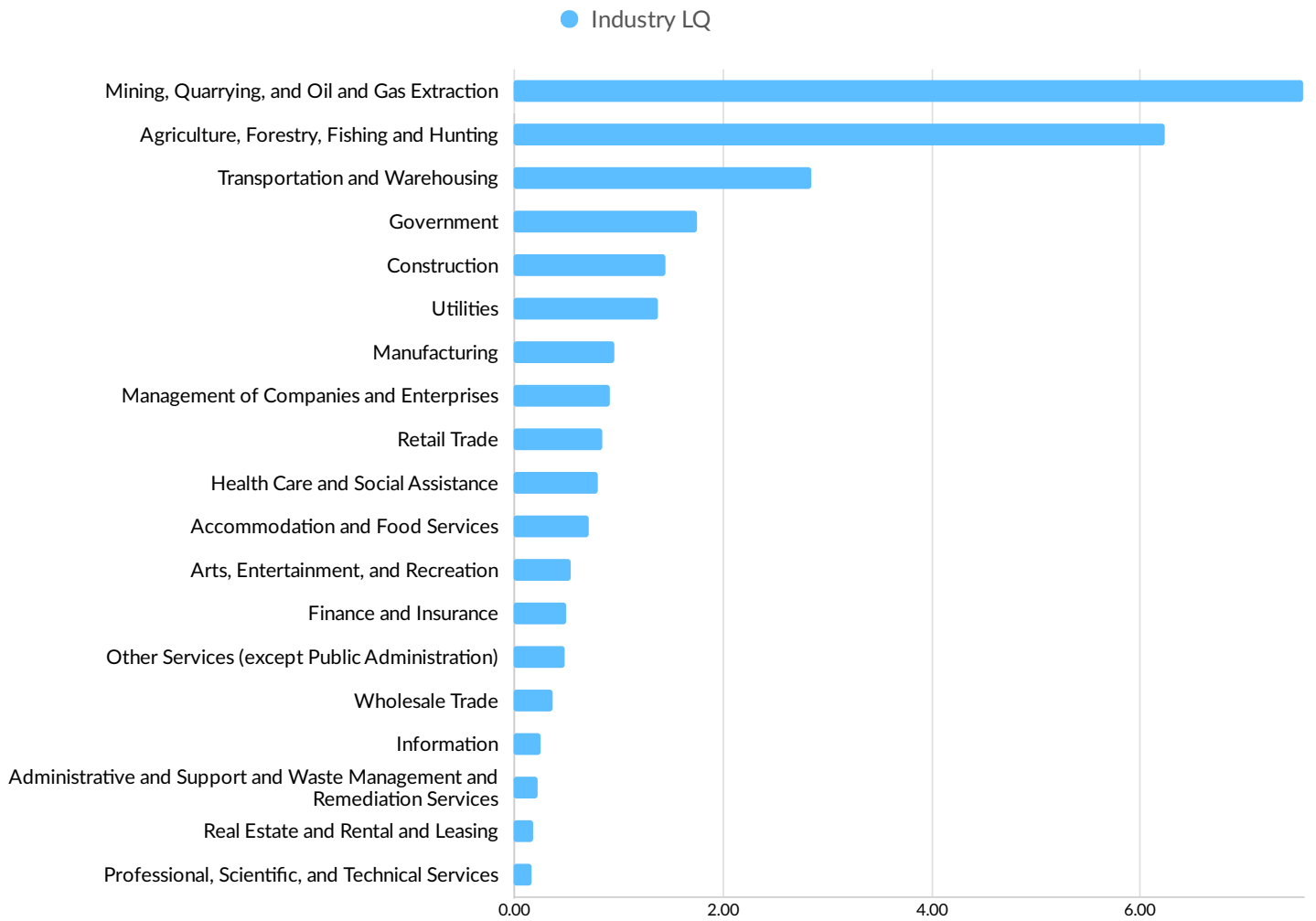
Largest Industries



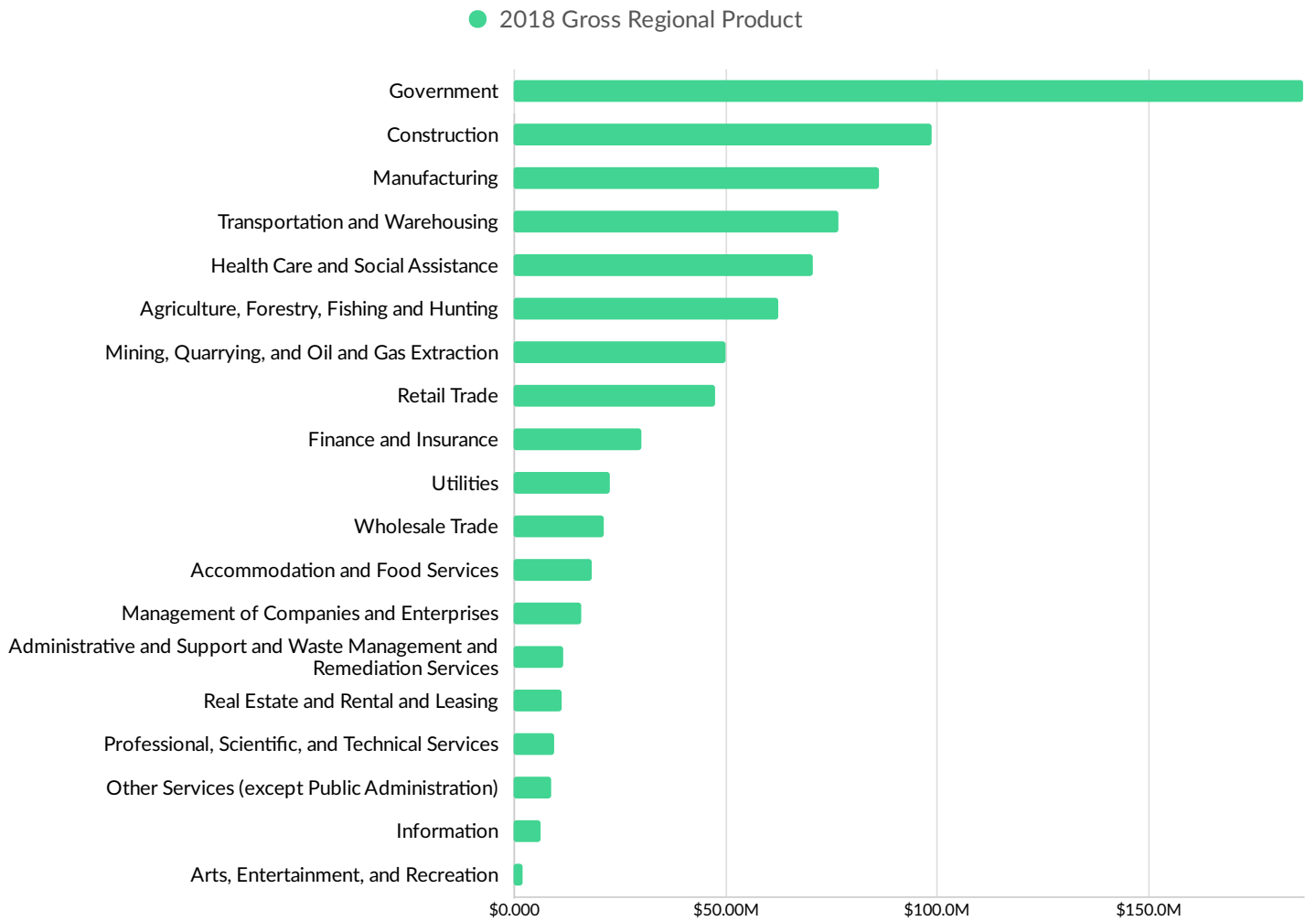
Top Growing Industries



Top Industry LQ



Top Industry GRP



Top Industry Earnings



Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2018 GRP
Government	2,683	2,697	14	+1%	1.76	\$59,197	\$186.59M
Transportation and Warehousing	1,066	1,076	10	+1%	2.86	\$56,323	\$76.82M
Health Care and Social Assistance	1,059	1,051	-8	-1%	0.81	\$57,840	\$70.61M
Retail Trade	797	863	66	+8%	0.84	\$27,226	\$47.74M
Construction	831	841	10	+1%	1.46	\$90,804	\$98.83M
Manufacturing	920	782	-138	-15%	0.97	\$65,189	\$86.37M
Agriculture, Forestry, Fishing and Hunting	749	737	-12	-2%	6.24	\$44,407	\$62.71M
Accommodation and Food Services	625	630	5	+1%	0.72	\$15,346	\$18.34M
Mining, Quarrying, and Oil and Gas Extraction	140	326	186	+133%	7.56	\$76,451	\$50.28M
Other Services (except Public Administration)	238	238	0	0%	0.49	\$21,568	\$8.99M
Finance and Insurance	197	205	8	+4%	0.50	\$51,488	\$30.34M
Administrative and Support and Waste Management and Remediation Services	74	150	76	+103%	0.24	\$41,909	\$11.71M
Wholesale Trade	185	138	-47	-25%	0.37	\$48,999	\$21.18M
Management of Companies and Enterprises	10	135	125	+1,250%	0.92	\$112,786	\$15.87M
Professional, Scientific, and Technical Services	91	113	22	+24%	0.17	\$50,580	\$9.49M
Arts, Entertainment, and Recreation	44	98	54	+123%	0.55	\$14,143	\$2.23M
Utilities	29	48	19	+66%	1.38	\$105,311	\$22.84M
Information	49	47	-2	-4%	0.25	\$60,509	\$6.32M
Real Estate and Rental and Leasing	27	31	4	+15%	0.18	\$33,922	\$11.47M

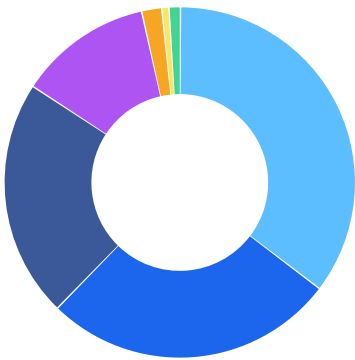
Business Characteristics

1,093 Companies Employ Your Workers

Online profiles for your workers mention 1,093 companies as employers, with the top 10 appearing below. In the last 12 months, 489 companies in Jackson County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Ho-Chunk Nation	210 	Ashley Furniture Industries, Inc.	418 
Black River Memorial Hospital, I...	94 	CRST International, Inc.	203 
Regal Beloit Corporation	41 	Platinum Supplemental Insuranc...	113 
Ashley Furniture Industries, Inc.	35 	Roehl Transport, Inc.	112 
Wal-Mart Stores, Inc.	34 	U.S. Xpress, Inc.	86 
School District of Black River Fa...	29 	HomeAdvisor, Inc.	84 
Krohn Clinic Ltd	28 	Perkins & Marie Callender's, LLC	74 
Alma Center Humbird Merrilan ...	27 	Marten Transport, Ltd.	70 
Badger Mining Corporation	25 	Carrier One Inc	69 
Jackson County	25 	Wal-Mart Stores, Inc.	66 

Business Size



	Percentage	Business Count
● 1 to 4 employees	35.3%	267
● 5 to 9 employees	26.9%	204
● 10 to 19 employees	21.9%	166
● 20 to 49 employees	12.3%	93
● 50 to 99 employees	1.8%	14
● 100 to 249 employees	0.7%	5
● 250 to 499 employees	1.1%	8

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

Largest Occupations

- Occupation Jobs
- National Average

Top Growing Occupations

- Occupation Jobs Growth

Top Occupation LQ

- Occupation LQ

Top Occupation Earnings

- 2018 Median Hourly Earnings

Top Posted Occupations

- Unique Average Monthly Postings

Underemployment

- Jobs Requiring Ed. Level
- Population at Ed. Level

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Transportation and Material Moving	1,330	1,389	59	+4%	1.98	\$18.55	308
Office and Administrative Support	1,149	1,193	44	+4%	0.82	\$16.90	35
Construction and Extraction	760	818	58	+8%	1.73	\$22.04	6
Management	747	736	-11	-1%	1.25	\$28.10	19
Food Preparation and Serving Related	701	724	23	+3%	0.85	\$9.63	73
Sales and Related	648	679	31	+5%	0.67	\$11.09	75
Production	715	676	-39	-5%	1.14	\$17.43	54
Education, Training, and Library	525	515	-10	-2%	0.89	\$18.92	15
Healthcare Practitioners and Technical	455	489	34	+7%	0.86	\$30.61	43
Protective Service	468	470	2	+0%	2.07	\$22.58	5
Installation, Maintenance, and Repair	395	418	23	+6%	1.05	\$20.49	25
Personal Care and Service	328	355	27	+8%	0.79	\$11.34	11
Farming, Fishing, and Forestry	288	319	31	+11%	4.19	\$15.37	1
Business and Financial Operations	225	289	64	+28%	0.54	\$29.04	15
Building and Grounds Cleaning and Maintenance	262	282	20	+8%	0.76	\$13.19	9
Community and Social Service	227	244	17	+7%	1.42	\$23.18	10
Healthcare Support	263	238	-25	-10%	0.87	\$14.95	6
Architecture and Engineering	102	106	4	+4%	0.62	\$32.06	9

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Computer and Mathematical	52	74	22	+42%	0.25	\$31.24	3
Arts, Design, Entertainment, Sports, and Media	63	70	7	+11%	0.37	\$18.18	5
Life, Physical, and Social Science	49	53	4	+8%	0.64	\$27.72	3
Legal	49	50	1	+2%	0.59	\$27.24	1
Military-only	27	28	1	+4%	0.46	\$19.15	0

Educational Pipeline

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

In-Demand Skills

