



Monroe County, WI

Mississippi River Regional Planning Commission



1707 Main Street, Suite 435
La Crosse, Wisconsin 54601

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Report Parameters

1 County

55081 Monroe 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

46,205

Population (2019)

Population **grew by 1,047** over the last 5 years and is projected to **grow by 982** over the next 5 years.

23,613

Total Regional Employment

Jobs **grew by 1,605** over the last 5 years and are projected to **grow by 1,167** over the next 5 years.

\$56.5K

Median Household Income (2017)

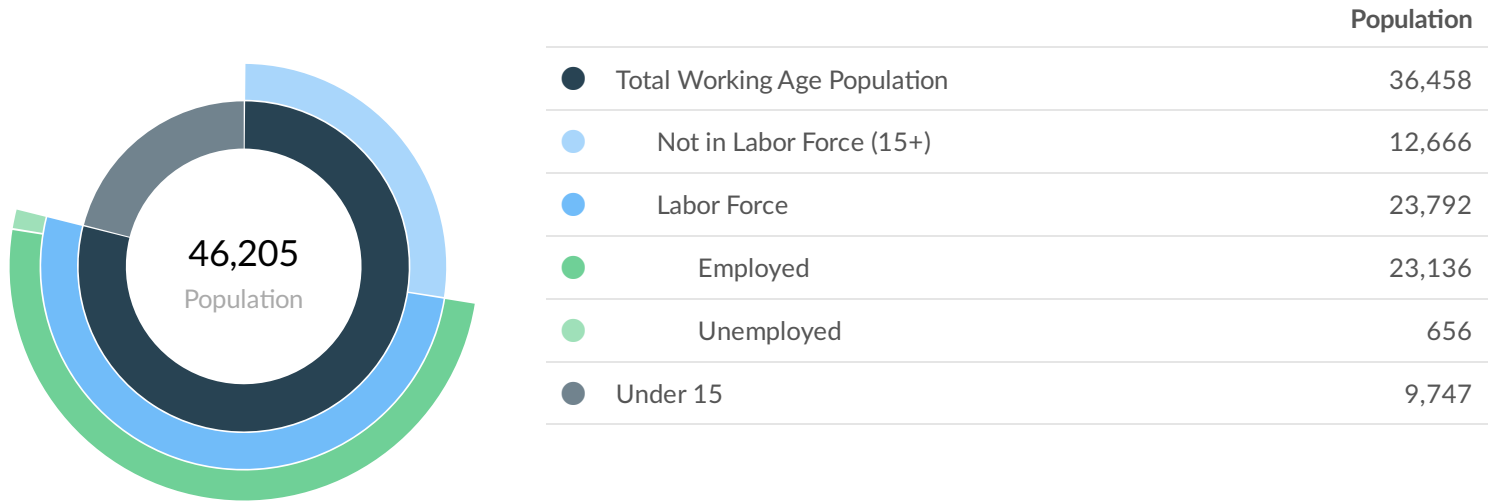
Median household income is **\$1.2K below** the national median household income of \$57.7K.

Takeaways

- As of 2019 the region's population **increased by 2.3%** since 2014, growing by 1,047. Population is expected to **increase by 2.1%** between 2019 and 2024, adding 982.
- From 2014 to 2019, jobs **increased by 7.3%** in Monroe County, WI from 22,008 to **23,613**. This change **outpaced the national growth rate of 6.9% by 0.4%**. As the number of jobs increased, the **labor force participation rate increased from 63.6% to 65.3% between 2014 and 2019**.
- Concerning educational attainment, **14.1% of Monroe County, WI residents possess a Bachelor's Degree** (4.8% below the national average), and **10.2% hold an Associate's Degree** (2.1% above the national average).
- The top three industries in 2019 are Federal Government, Civilian, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

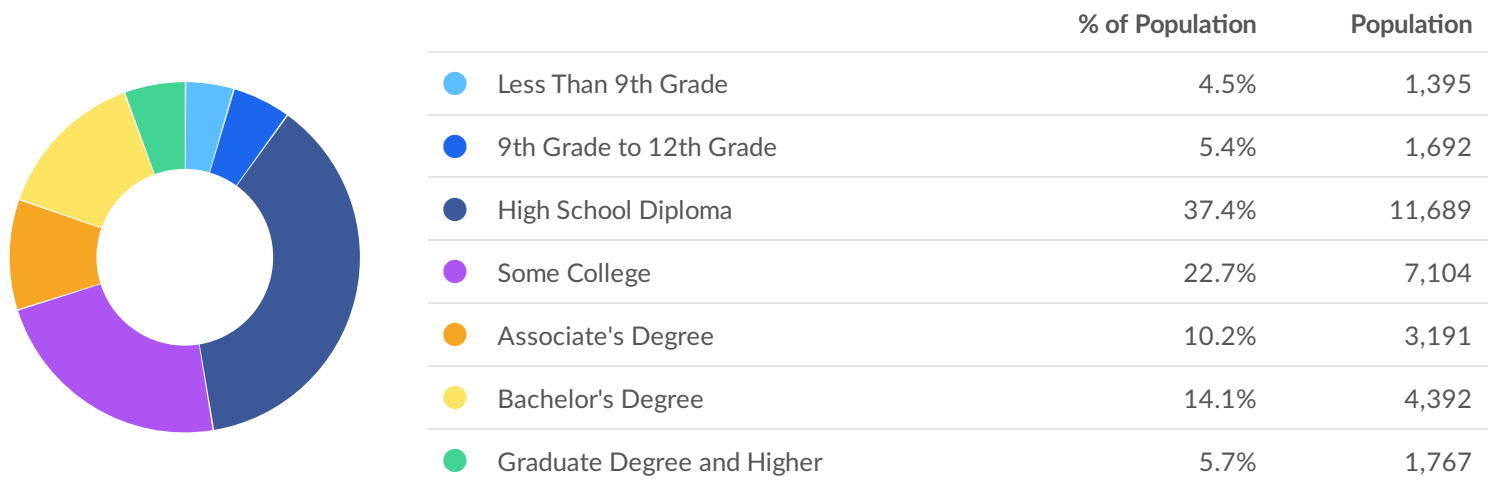
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	46,205	23,792	23,613	97.9	\$2.35B	\$4.30B	\$5.58B
La Crosse, WI (in La Crosse county) (ZIP 54601)	50,333	N/A	40,144	99.5	\$3.81B	\$4.14B	\$5.02B
Vernon County, WI	30,942	15,432	10,499	97.5	\$975.45M	\$1.69B	\$1.09B

2019 Labor Force Breakdown



Educational Attainment

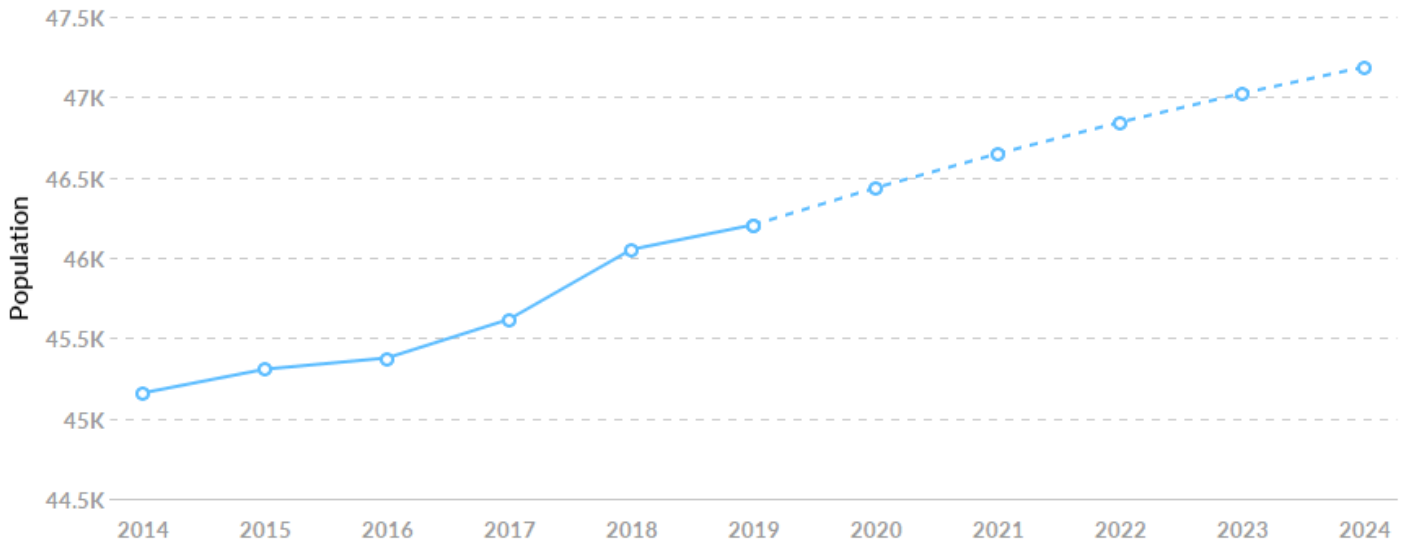
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Historic & Projected Trends

Population Trends

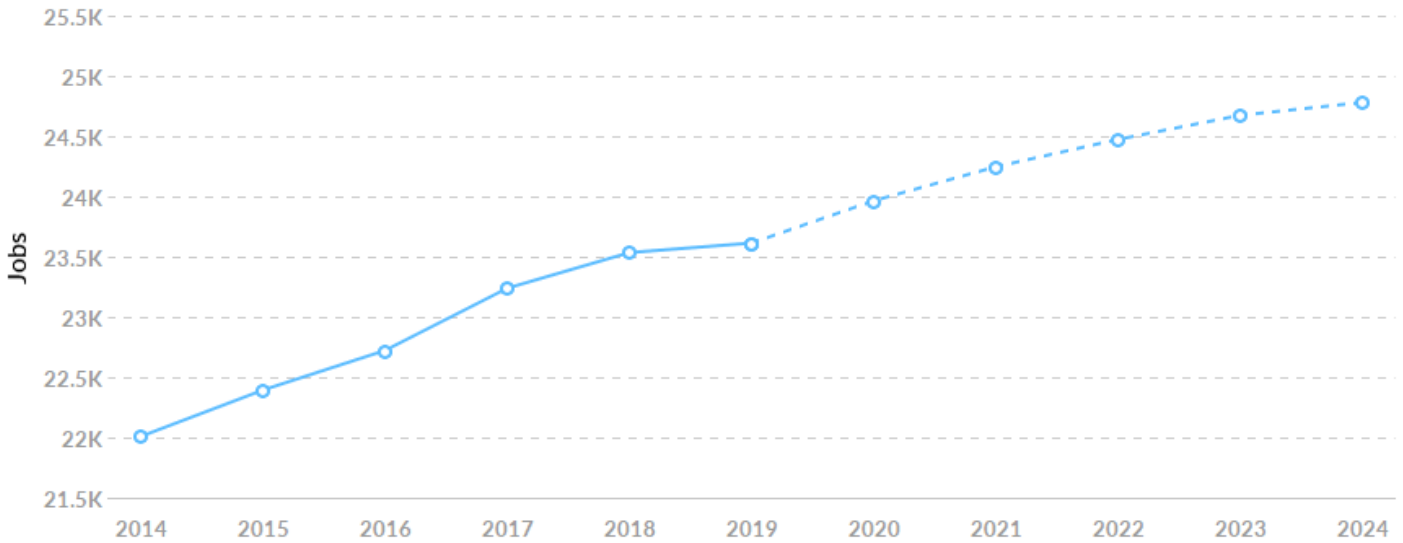
As of 2019 the region's population increased by 2.3% since 2014, growing by 1,047. Population is expected to increase by 2.1% between 2019 and 2024, adding 982.



Timeframe	Population
2014	45,158
2015	45,306
2016	45,376
2017	45,617
2018	46,051
2019	46,205
2020	46,435
2021	46,648
2022	46,843
2023	47,023
2024	47,187

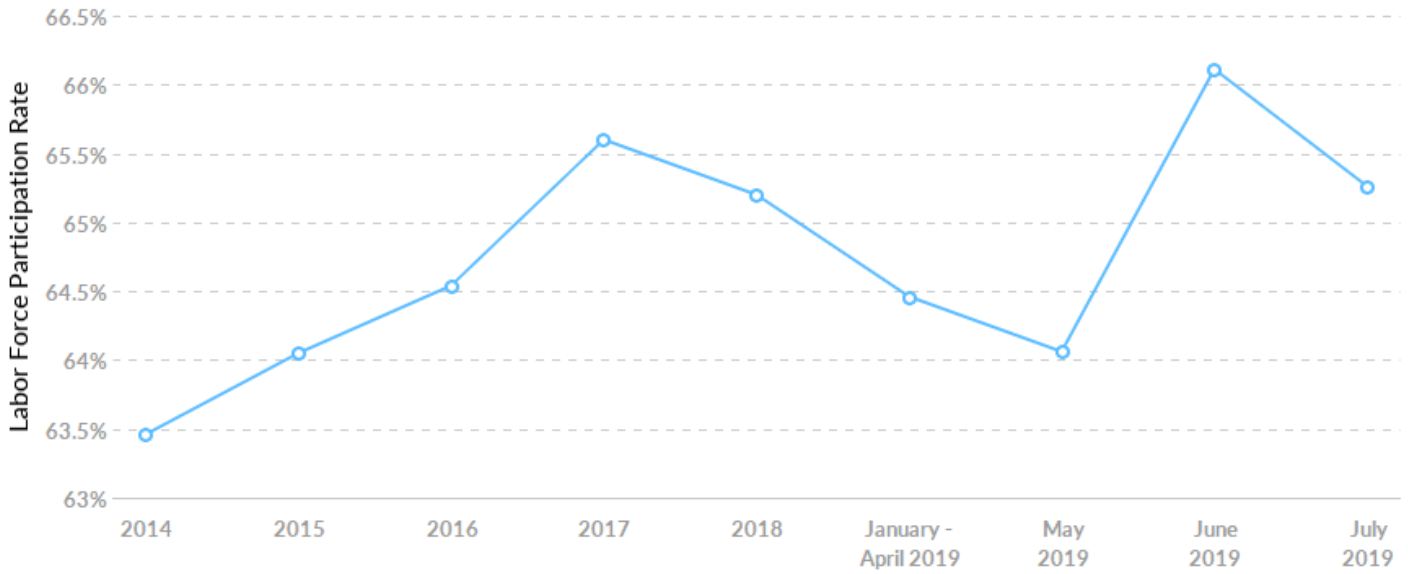
Job Trends

From 2014 to 2019, jobs increased by 7.3% in Monroe County, WI from 22,008 to 23,613. This change **outpaced the national growth rate of 6.9% by 0.4%.**



Timeframe	Jobs
2014	22,008
2015	22,393
2016	22,722
2017	23,238
2018	23,534
2019	23,613
2020	23,964
2021	24,246
2022	24,473
2023	24,673
2024	24,780

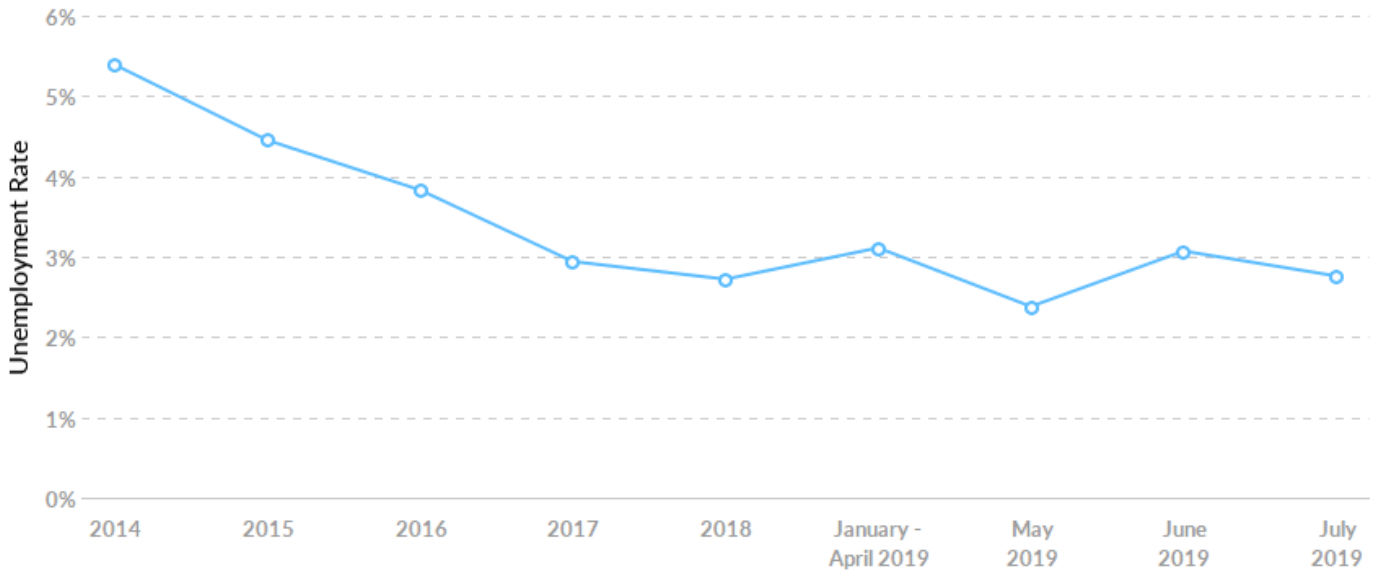
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	63.46%
2015	64.05%
2016	64.54%
2017	65.60%
2018	65.20%
January - April 2019	64.46%
May 2019	64.06%
June 2019	66.11%
July 2019	65.26%

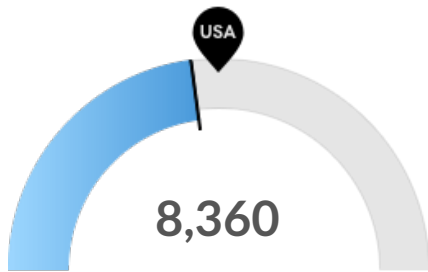
Unemployment Rate Trends

Monroe County, WI had a July 2019 unemployment rate of 2.76%, **decreasing from 5.39%** 5 years before.



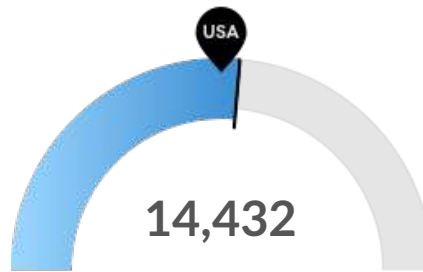
Timeframe	Unemployment Rate
2014	5.39%
2015	4.45%
2016	3.83%
2017	2.94%
2018	2.72%
January - April 2019	3.11%
May 2019	2.38%
June 2019	3.07%
July 2019	2.76%

Population Characteristics



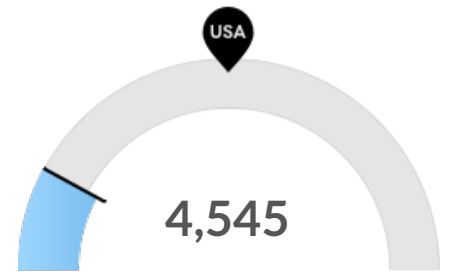
Millennials

Monroe County, WI has 8,360 millennials (ages 25-39). The national average for an area this size is 9,467.



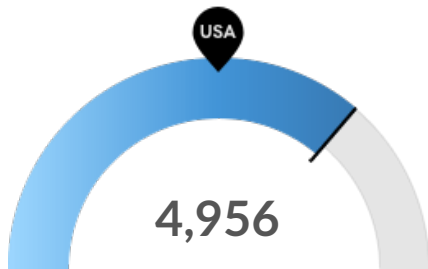
Retiring Soon

Retirement risk is about average in Monroe County, WI. The national average for an area this size is 13,330 people 55 or older, while there are 14,432 here.



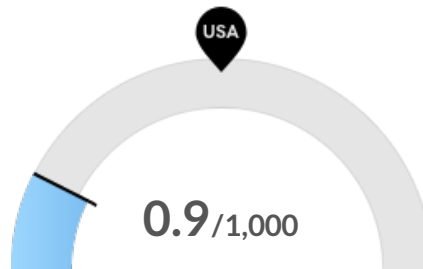
Racial Diversity

Racial diversity is low in Monroe County, WI. The national average for an area this size is 18,245 racially diverse people, while there are 4,545 here.



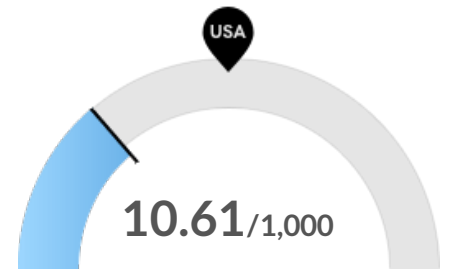
Veterans

Monroe County, WI has 4,956 veterans. The national average for an area this size is 2,657.



Violent Crime

Monroe County, WI has 0.9 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

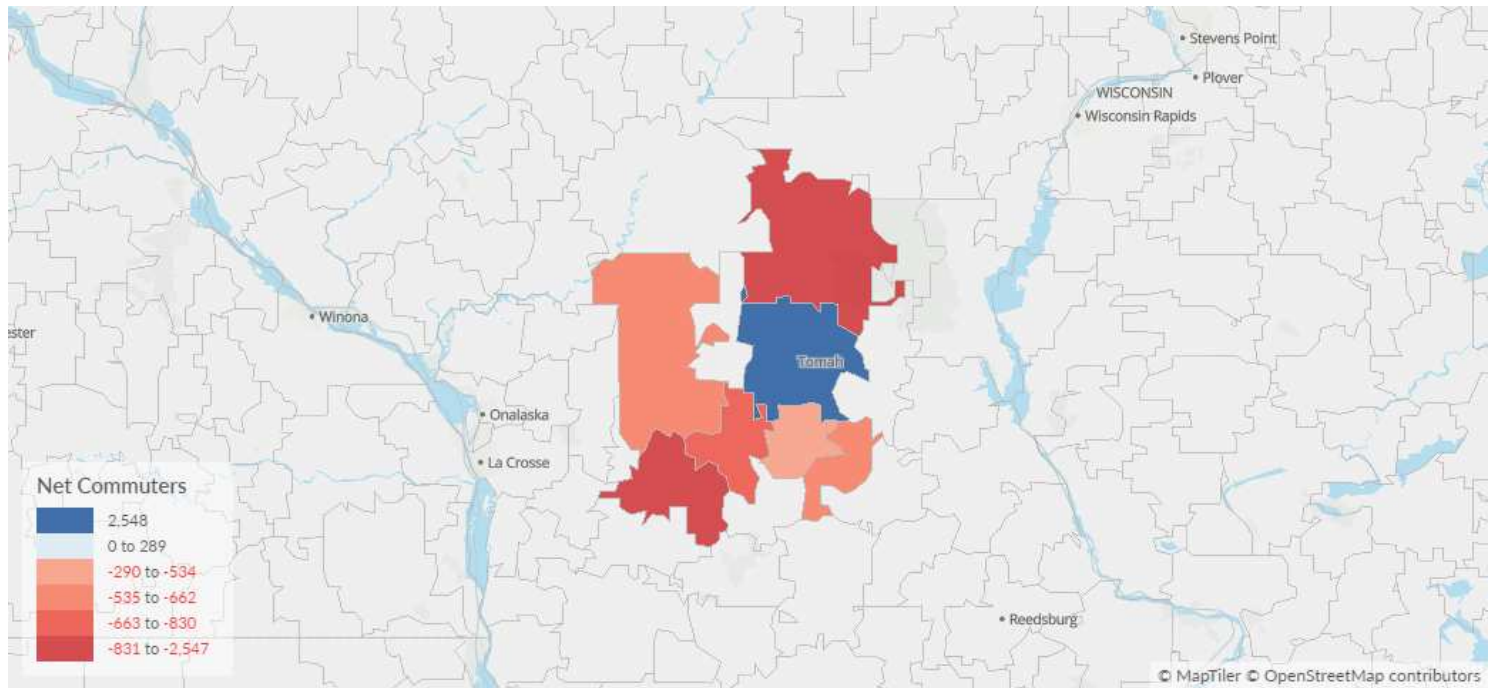


Property Crime

Monroe County, WI has 10.61 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 Monroe County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 54656.



Where Talent Works

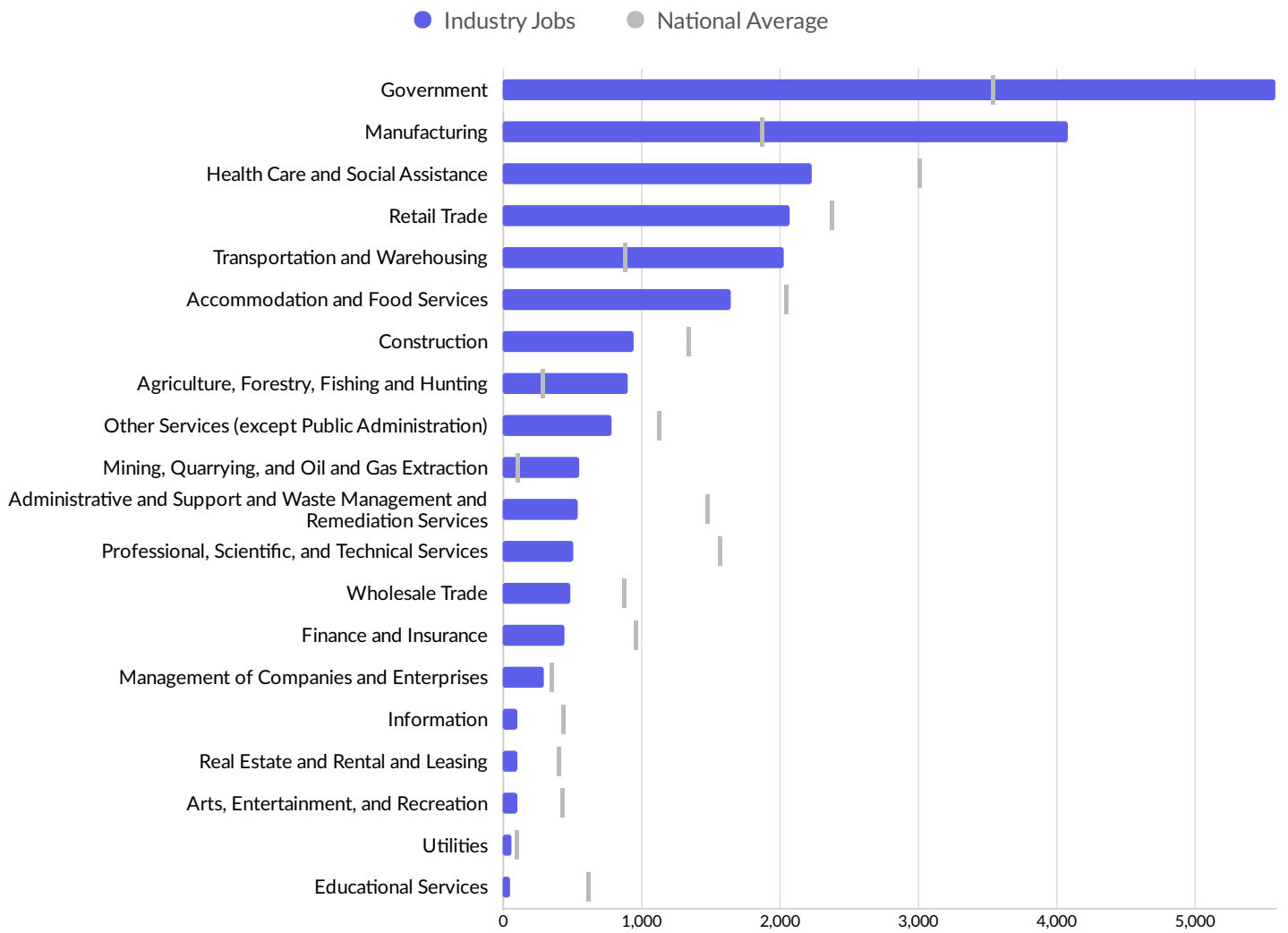
ZIP	Name	2019 Employment
54660	Tomah, WI (in Monroe c...	11,196
54656	Sparta, WI (in Monroe c...	9,368
54619	Cashton, WI (in Monroe...	1,214
54666	Warrens, WI (in Monroe...	882
54670	Wilton, WI (in Monroe ...	546

Where Talent Lives

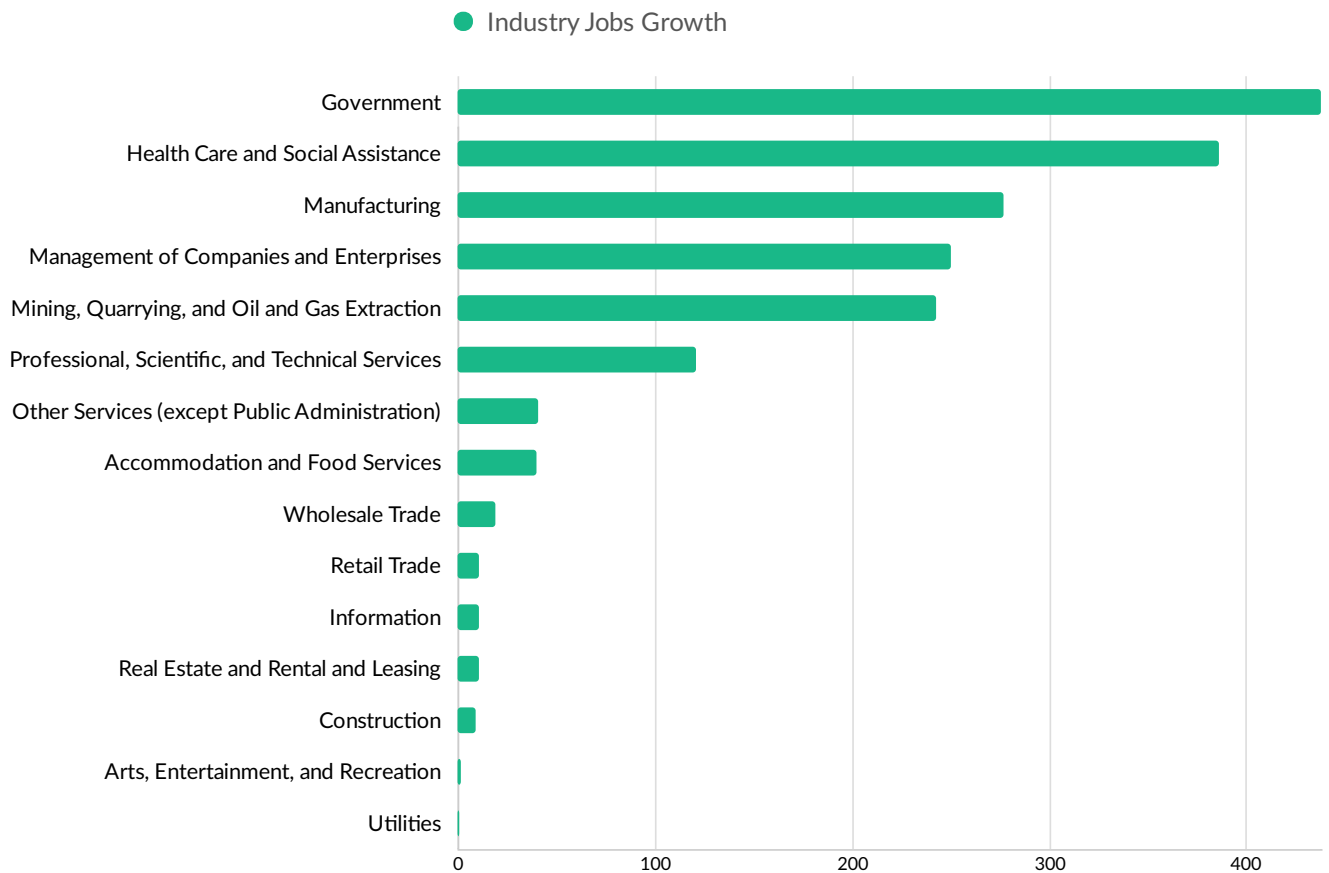
ZIP	Name	2019 Workers
54656	Sparta, WI (in Monroe c...	9,903
54660	Tomah, WI (in Monroe c...	8,647
54619	Cashton, WI (in Monroe...	2,159
54666	Warrens, WI (in Monroe...	1,713
54648	Norwalk, WI (in Monroe...	870

Industry Characteristics

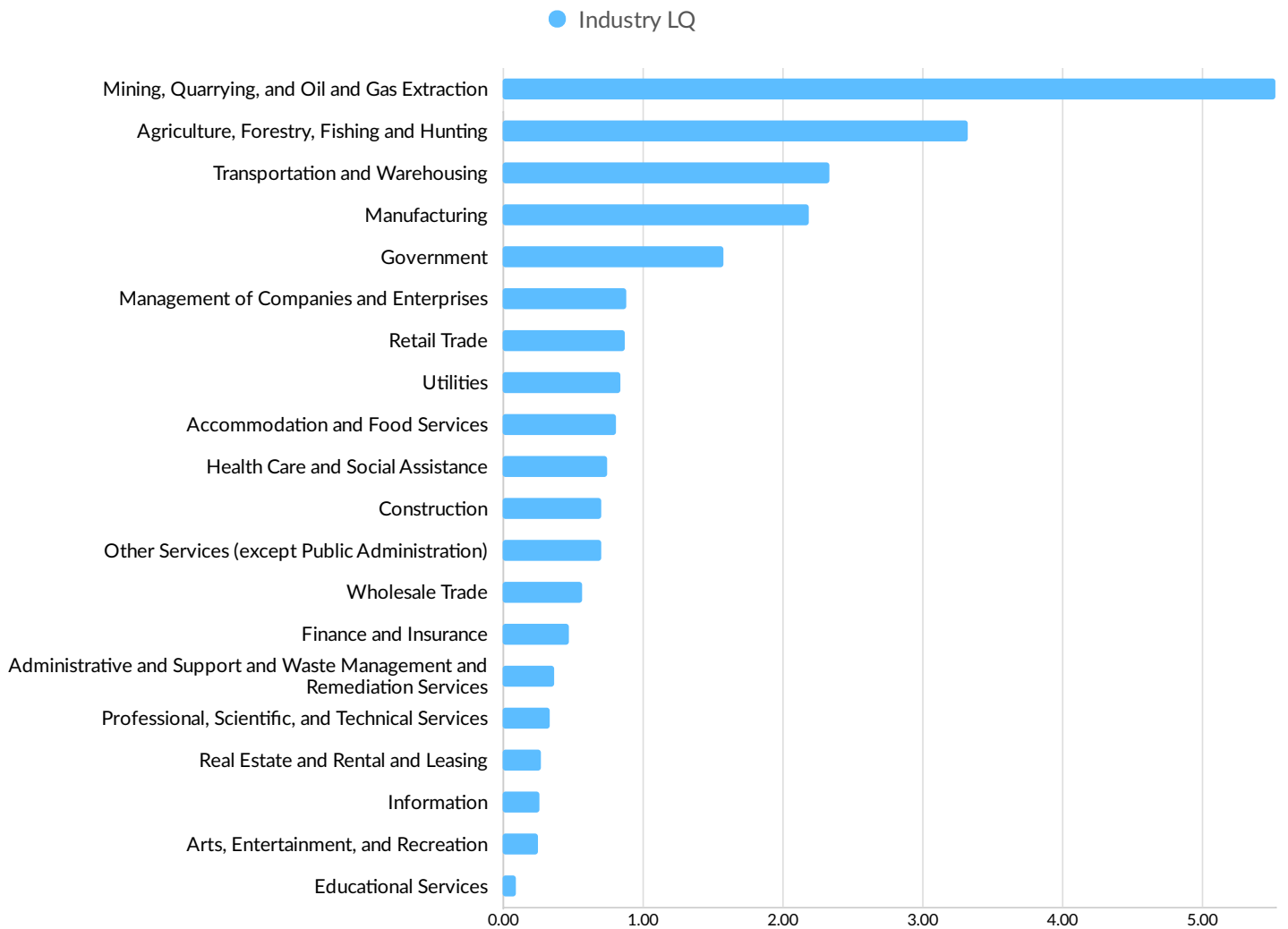
Largest Industries



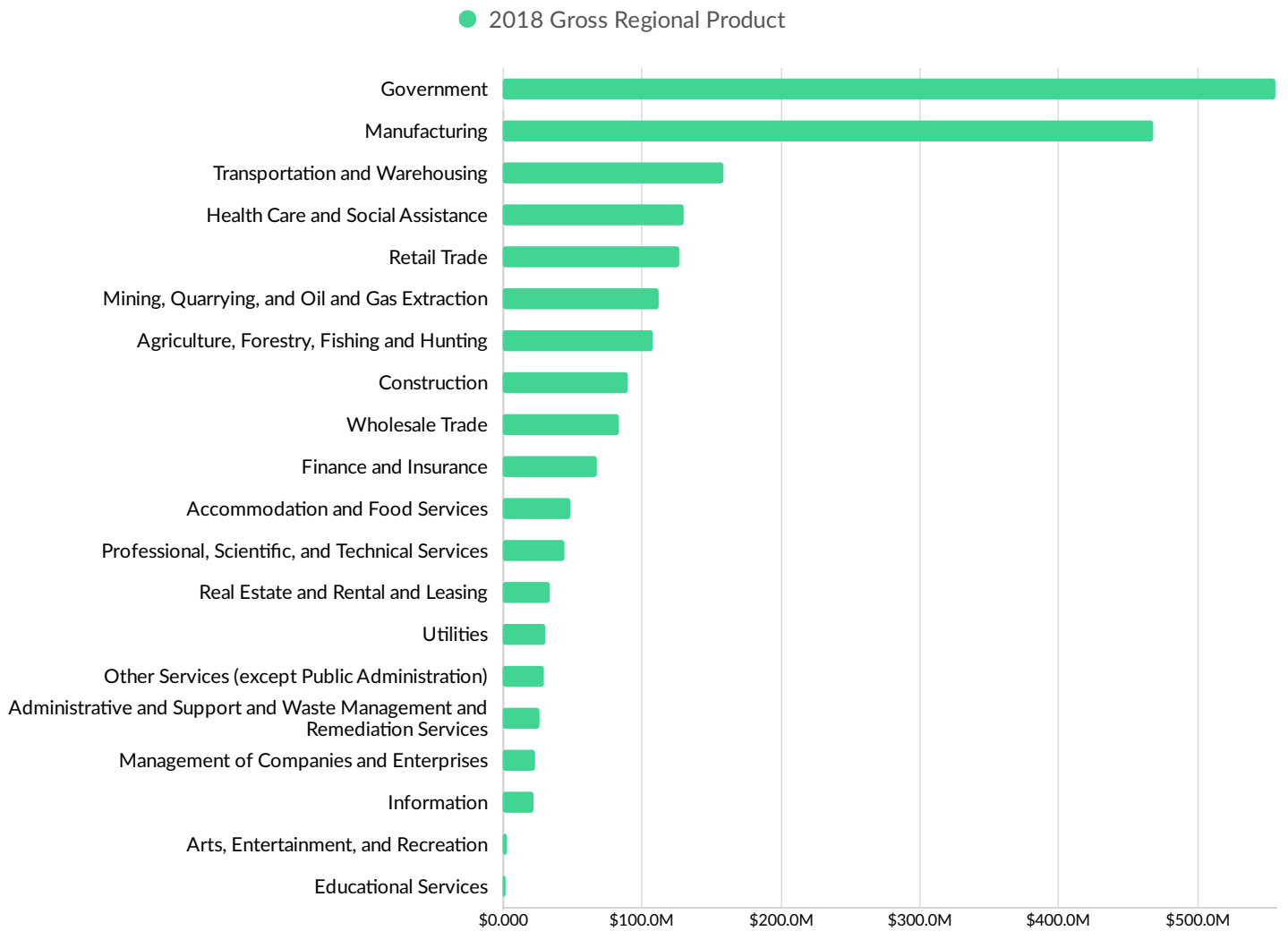
Top Growing Industries



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	5,153	5,591	438	+8%	1.58	\$72,223	\$556.42M
Manufacturing	3,812	4,089	277	+7%	2.19	\$55,506	\$468.16M
Health Care and Social Assistance	1,851	2,237	386	+21%	0.75	\$48,670	\$130.40M
Retail Trade	2,066	2,077	11	+1%	0.88	\$30,949	\$127.38M
Transportation and Warehousing	2,075	2,034	-41	-2%	2.34	\$61,465	\$159.00M
Accommodation and Food Services	1,612	1,652	40	+2%	0.81	\$17,688	\$48.69M
Construction	934	943	9	+1%	0.71	\$67,085	\$90.46M
Agriculture, Forestry, Fishing and Hunting	935	908	-27	-3%	3.33	\$44,541	\$108.19M
Other Services (except Public Administration)	744	785	41	+6%	0.70	\$25,485	\$29.36M
Mining, Quarrying, and Oil and Gas Extraction	309	552	243	+79%	5.53	\$93,348	\$112.29M
Administrative and Support and Waste Management and Remediation Services	662	539	-123	-19%	0.37	\$34,119	\$26.95M
Professional, Scientific, and Technical Services	394	515	121	+31%	0.33	\$59,754	\$45.00M
Wholesale Trade	475	494	19	+4%	0.57	\$60,333	\$84.07M
Finance and Insurance	491	450	-41	-8%	0.48	\$57,582	\$67.97M
Management of Companies and Enterprises	51	301	250	+490%	0.88	\$65,901	\$22.97M
Information	100	111	11	+11%	0.26	\$46,146	\$22.77M
Real Estate and Rental and Leasing	99	110	11	+11%	0.27	\$39,030	\$33.65M
Arts, Entertainment, and Recreation	101	103	2	+2%	0.25	\$18,750	\$3.41M
Utilities	67	68	1	+1%	0.84	\$115,905	\$30.41M
Educational Services	79	55	-24	-30%	0.09	\$23,899	\$1.64M

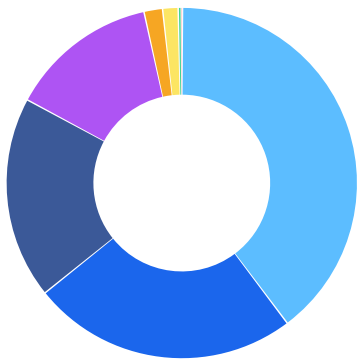
Business Characteristics

2,986 Companies Employ Your Workers

Online profiles for your workers mention 2,986 companies as employers, with the top 10 appearing below. In the last 12 months, 1,125 companies in Monroe County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
United States Department of th...	204 	Wal-Mart Stores, Inc.	365 
Department of Veterans Affairs	140 	CRST International, Inc.	308 
Gundersen Health System	101 	Ashley Furniture Industries, Inc.	282 
Wal-Mart Stores, Inc.	87 	Marten Transport, Ltd.	231 
The Toro Company	77 	Platinum Supplemental Insuranc...	229 
Mayo Clinic	63 	Express Employment Profession...	187 
Tomah Memorial Hospital, Inc.	56 	ManpowerGroup Global	170 
Century Foods International LLC	49 	Roehl Transport, Inc.	170 
Northern Engraving Corporation	49 	Department of Veterans Affairs	142 
Tomah Area School District	46 	Tomah Memorial Hospital, Inc.	136 

Business Size



	Percentage	Business Count
1 to 4 employees	39.7%	696
5 to 9 employees	24.5%	430
10 to 19 employees	18.6%	327
20 to 49 employees	13.7%	240
50 to 99 employees	1.7%	30
100 to 249 employees	1.4%	25
250 to 499 employees	0.3%	5
500+ employees	0.1%	2

*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
Production	2,791	2,940	149	+5%	2.14	\$15.62	147
Office and Administrative Support	2,833	2,923	90	+3%	0.87	\$16.40	119
Transportation and Material Moving	2,621	2,788	167	+6%	1.72	\$18.66	553
Sales and Related	1,749	1,753	4	+0%	0.75	\$12.89	204
Food Preparation and Serving Related	1,652	1,704	52	+3%	0.87	\$10.35	94
Management	1,408	1,467	59	+4%	1.08	\$31.83	89
Healthcare Practitioners and Technical	1,041	1,199	158	+15%	0.91	\$28.29	204
Business and Financial Operations	897	1,089	192	+21%	0.88	\$27.46	46
Installation, Maintenance, and Repair	1,013	1,087	74	+7%	1.18	\$20.87	104
Education, Training, and Library	997	1,037	40	+4%	0.78	\$20.37	29
Construction and Extraction	910	995	85	+9%	0.91	\$22.34	14
Personal Care and Service	568	810	242	+43%	0.78	\$11.84	30
Building and Grounds Cleaning and Maintenance	638	599	-39	-6%	0.70	\$12.18	27
Healthcare Support	492	520	28	+6%	0.82	\$14.75	29
Protective Service	500	490	-10	-2%	0.93	\$20.12	5
Farming, Fishing, and Forestry	398	415	17	+4%	2.36	\$15.66	1
Architecture and Engineering	358	393	35	+10%	0.99	\$30.25	26
Community and Social Service	317	366	49	+15%	0.92	\$21.14	35

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	219	280	61	+28%	0.41	\$30.09	28
Military-only	128	234	106	+83%	1.65	\$22.03	0
Life, Physical, and Social Science	215	234	19	+9%	1.22	\$24.10	9
Arts, Design, Entertainment, Sports, and Media	171	189	18	+11%	0.44	\$18.86	16
Legal	94	100	6	+6%	0.51	\$27.40	3

Educational Pipeline

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

In-Demand Skills

