

Jackson County, WI

Mississippi River Regional Planning Commission



1707 Main Street, Suite 435
La Crosse, Wisconsin 54601

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	22
Workforce Characteristics	24
Educational Pipeline	31
In-Demand Skills	32

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

20,649

Population (2020)

Population **grew by 125** over the last 5 years but is projected to **decrease by 53** over the next 5 years.

9,821

Total Regional Employment

Jobs **decreased by 307** over the last 5 years and are projected to **decrease by 85** over the next 5 years.

\$53.7K

Median Household Income (2019)

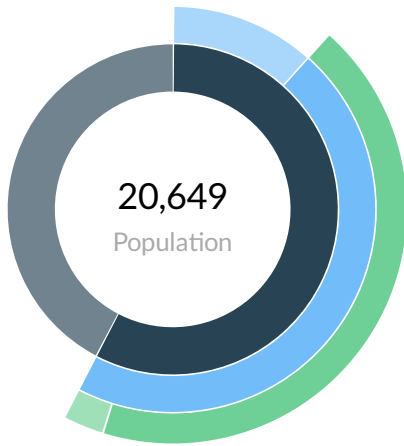
Median household income is **\$9.2K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 0.6%** since 2015, growing by 125. Population is expected to **decrease by 0.3%** between 2020 and 2025, losing 53.
- From 2015 to 2020, jobs **declined by 3.0%** in Jackson County, WI from 10,128 to **9,821**. This change **fell short of the national growth rate of 1.3% by 4.3%**. As the number of jobs declined, the **labor force participation rate decreased from 61.0% to 55.9% between 2015 and 2020**.
- Concerning educational attainment, **9.4% of Jackson County, WI residents possess a Bachelor's Degree** (10.6% below the national average), and **11.3% hold an Associate's Degree** (2.7% above the national average).
- The top three industries in 2020 are Local Government, Excluding Education and Hospitals, General Freight Trucking, and State Government, Excluding Education and Hospitals.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	20,649	9,508	9,821	99.7	\$851.20M	\$1.76B	\$1.68B
Mississippi River Region	326,454	170,469	158,070	100.0	\$15.74B	\$23.65B	\$24.04B
La Crosse, WI (in La Crosse county) (ZIP 54601)	49,579	N/A	38,339	100.2	\$3.89B	\$4.60B	\$5.47B

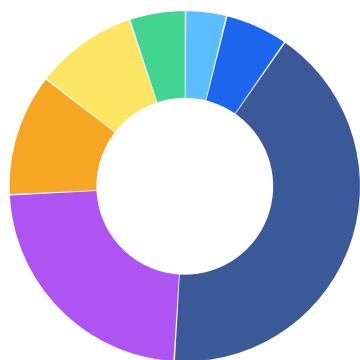
2020 Labor Force Breakdown



	Population
● Total Working Age Population	11,890
● Not in Labor Force (15+)	2,382
● Labor Force	9,508
● Employed	8,922
● Unemployed	586
● Under 15	8,759

Educational Attainment

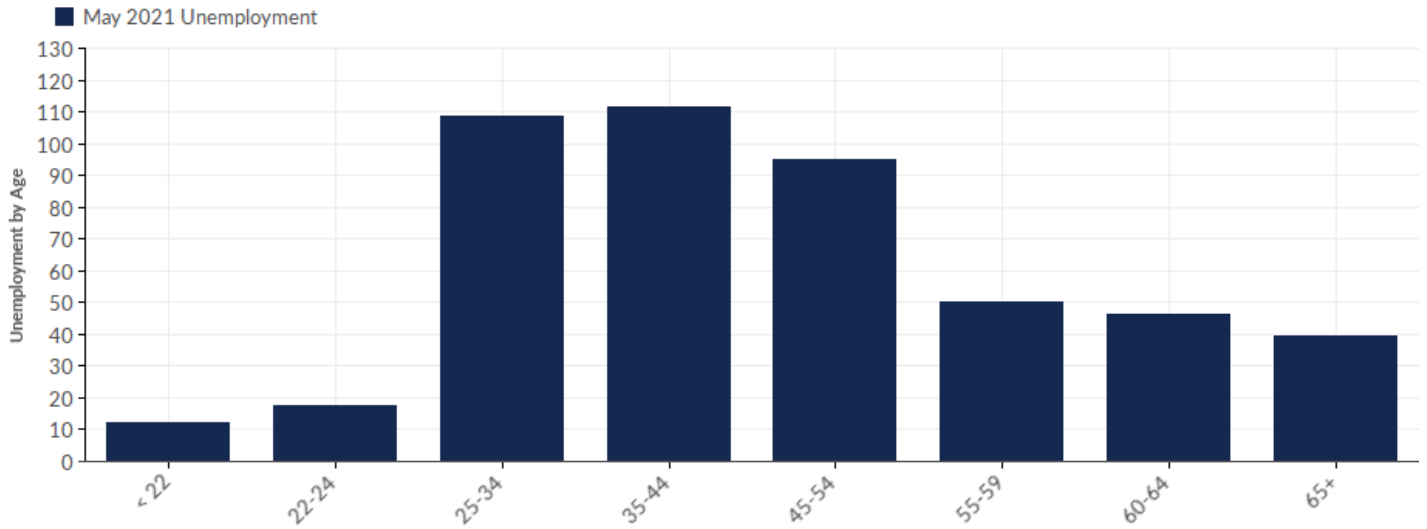
Concerning educational attainment, **9.4% of Jackson County, WI residents possess a Bachelor's Degree** (10.6% below the national average), and **11.3% hold an Associate's Degree** (2.7% above the national average).



	% of Population	Population
● Less Than 9th Grade	3.8%	556
● 9th Grade to 12th Grade	5.8%	856
● High School Diploma	41.3%	6,083
● Some College	23.3%	3,425
● Associate's Degree	11.3%	1,658
● Bachelor's Degree	9.4%	1,388
● Graduate Degree and Higher	5.2%	760

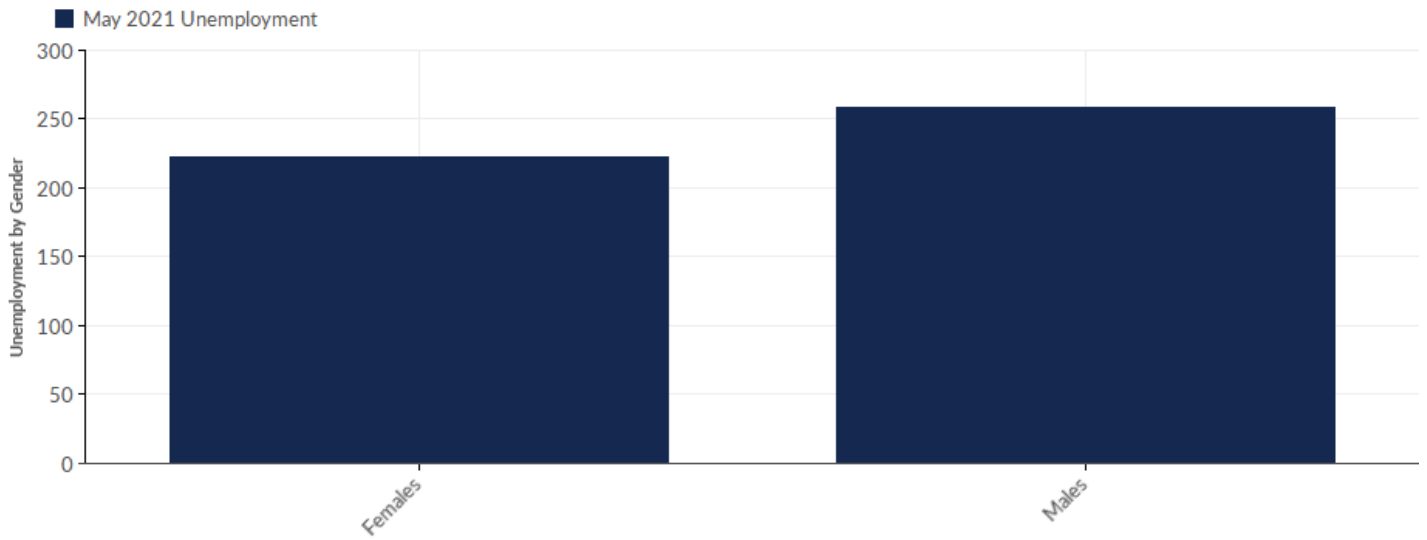
Unemployment by Demographics

Unemployment by Age



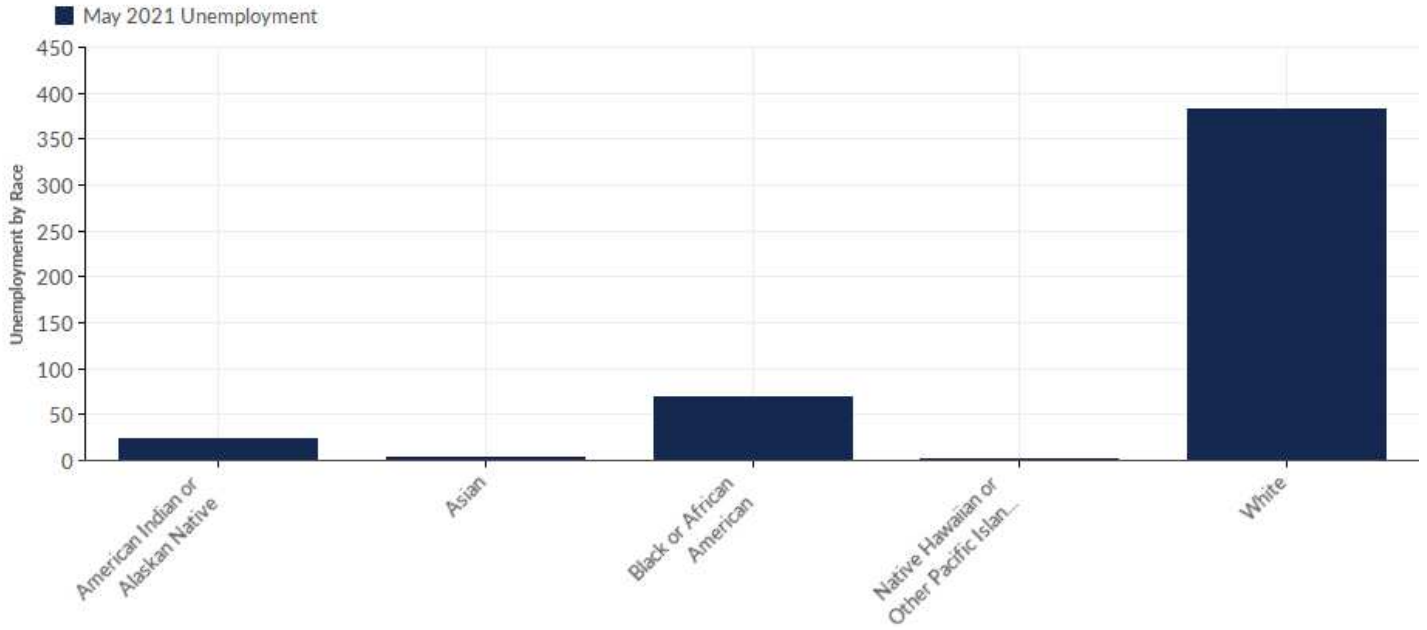
Age	Unemployment (May 2021)	% of Age Cohort
< 22	12	2.49%
22-24	17	3.53%
25-34	108	22.45%
35-44	112	23.28%
45-54	95	19.75%
55-59	50	10.40%
60-64	46	9.56%
65+	40	8.32%
Total	481	100.00%

Unemployment by Gender



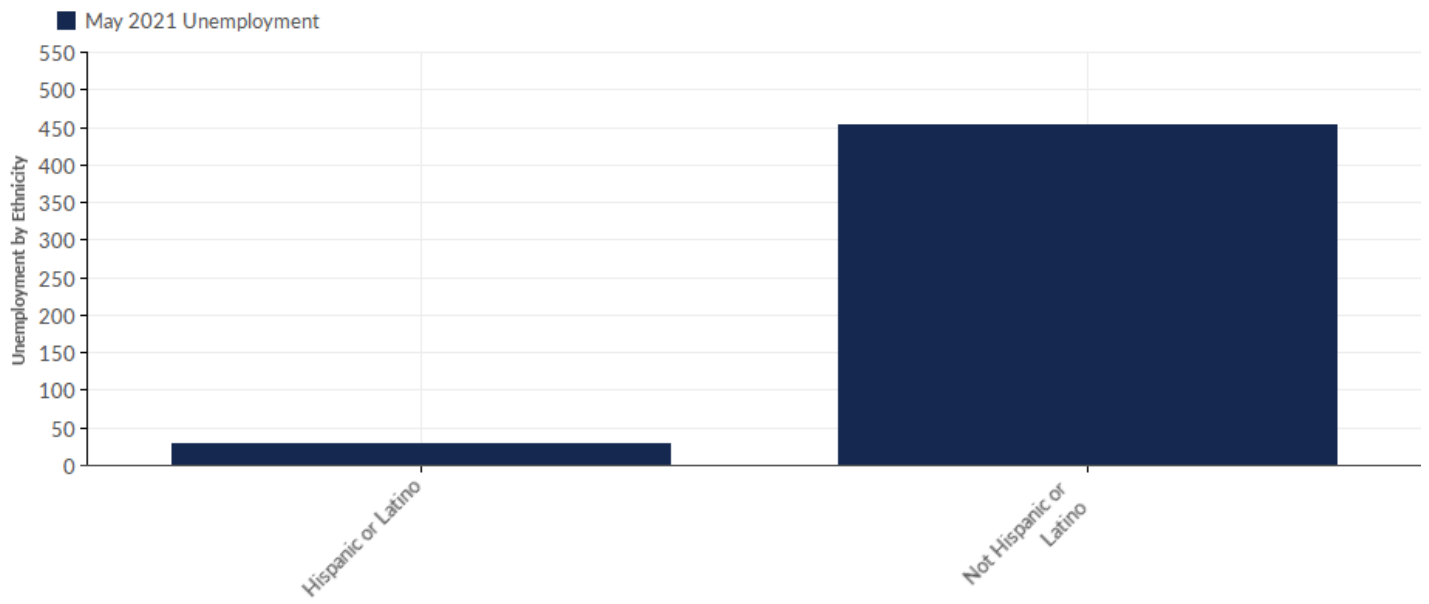
Gender	Unemployment (May 2021)	% of Age Cohort
Females	222	46.15%
Males	259	53.85%
Total	481	100.00%

Unemployment by Race



Race	Unemployment (May 2021)	% of Age Cohort
American Indian or Alaskan Native	24	4.99%
Asian	4	0.83%
Black or African American	69	14.35%
Native Hawaiian or Other Pacific Islander	1	0.21%
White	382	79.42%
Total	481	100.00%

Unemployment by Ethnicity

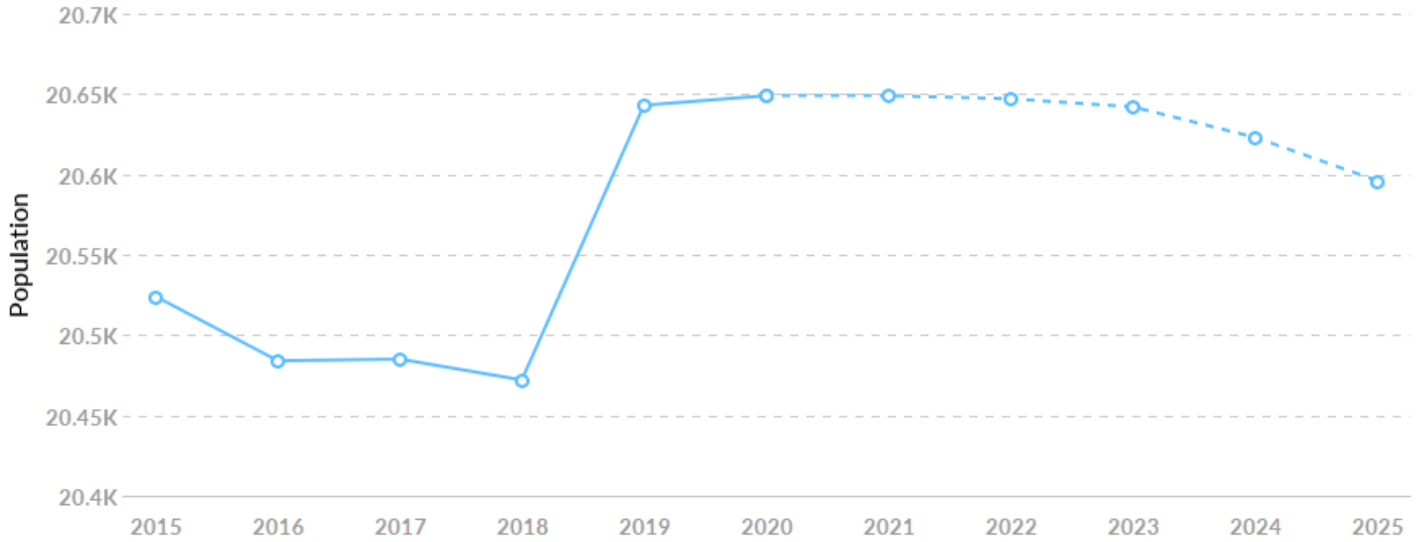


Ethnicity	Unemployment (May 2021)	% of Age Cohort
Hispanic or Latino	29	6.03%
Not Hispanic or Latino	452	93.97%
Total	481	100.00%

Historic & Projected Trends

Population Trends

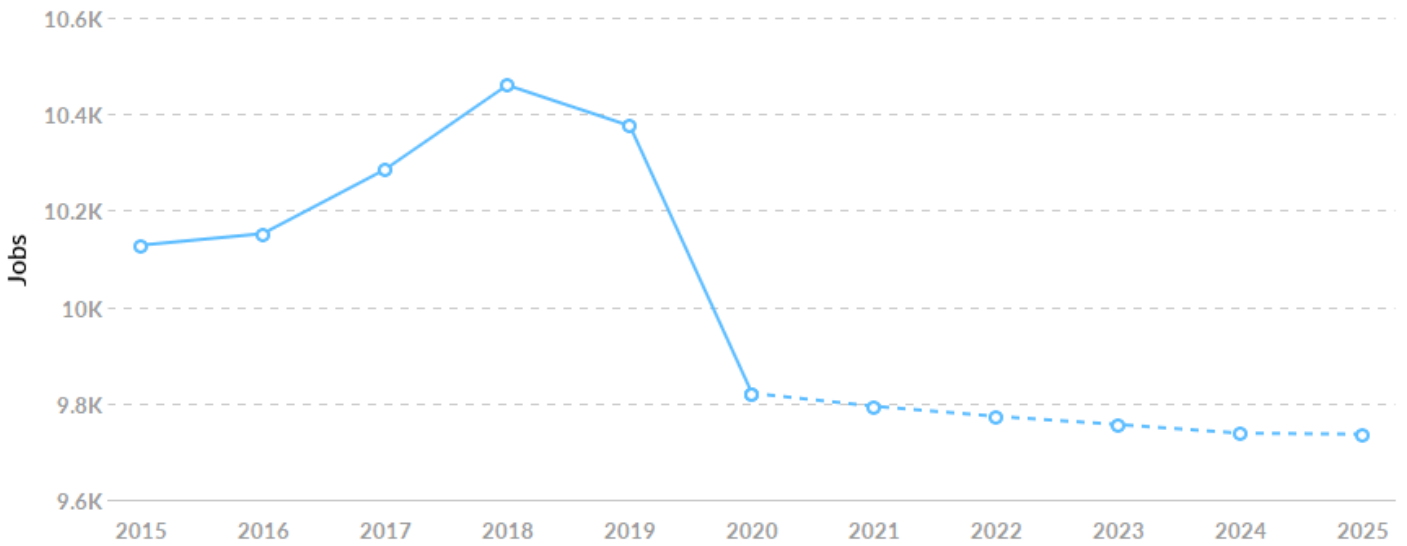
As of 2020 the region's population **increased by 0.6%** since 2015, growing by 125. Population is expected to **decrease by 0.3%** between 2020 and 2025, losing 53.



Timeframe	Population
2015	20,524
2016	20,484
2017	20,485
2018	20,472
2019	20,643
2020	20,649
2021	20,649
2022	20,647
2023	20,642
2024	20,623
2025	20,596

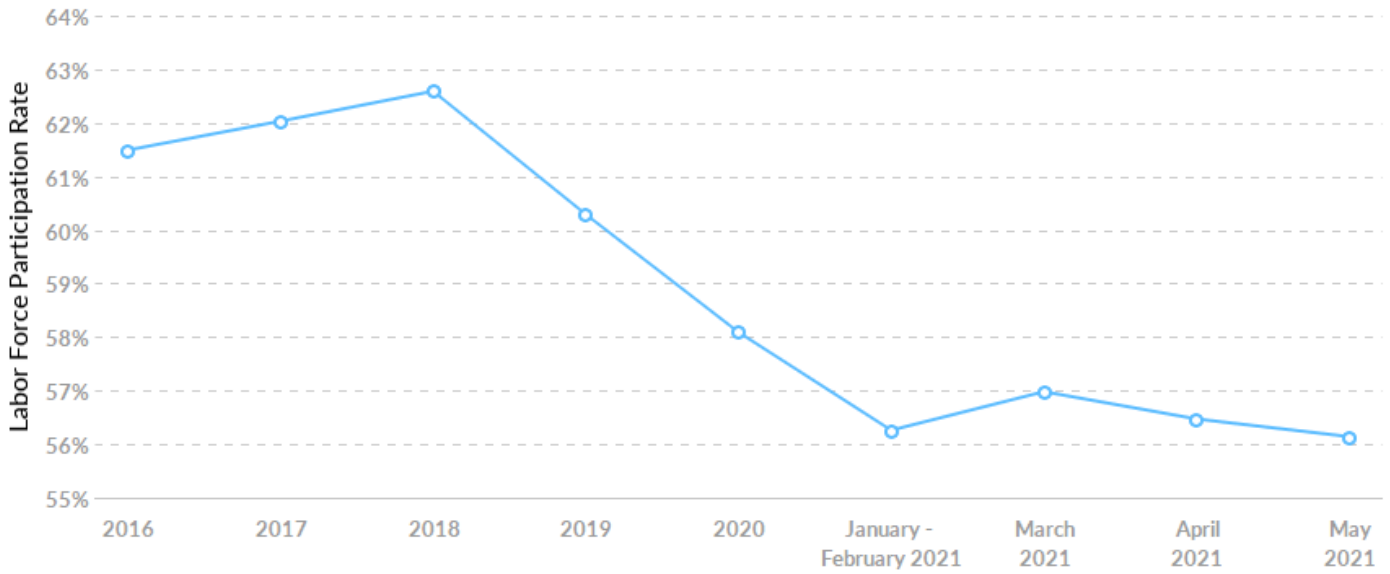
Job Trends

From 2015 to 2020, jobs declined by 3.0% in Jackson County, WI from 10,128 to 9,821. This change fell short of the national growth rate of 1.3% by 4.3%.



Timeframe	Jobs
2015	10,128
2016	10,152
2017	10,285
2018	10,460
2019	10,376
2020	9,821
2021	9,794
2022	9,773
2023	9,756
2024	9,738
2025	9,736

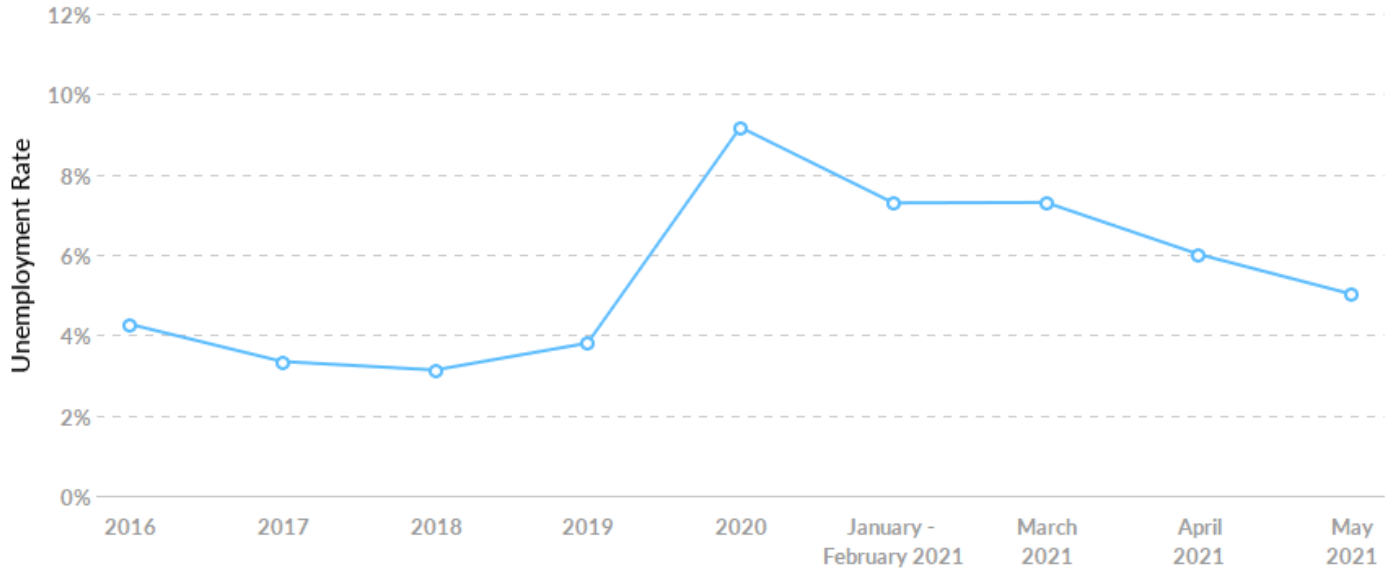
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	61.49%
2017	62.03%
2018	62.59%
2019	60.29%
2020	58.09%
January - February 2021	56.26%
March 2021	56.98%
April 2021	56.47%
May 2021	56.14%

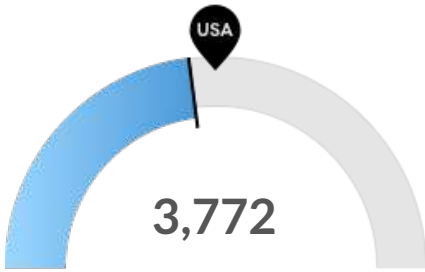
Unemployment Rate Trends

Jackson County, WI had a May 2021 unemployment rate of 5.02%, increasing from 4.27% 5 years before.



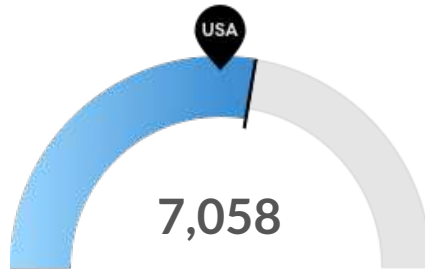
Timeframe	Unemployment Rate
2016	4.27%
2017	3.34%
2018	3.13%
2019	3.80%
2020	9.17%
January - February 2021	7.29%
March 2021	7.30%
April 2021	6.01%
May 2021	5.02%

Population Characteristics



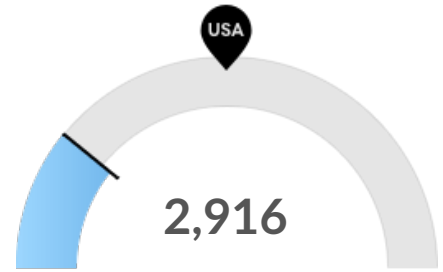
Millennials

Jackson County, WI has 3,772 millennials (ages 25-39). The national average for an area this size is 4,256.



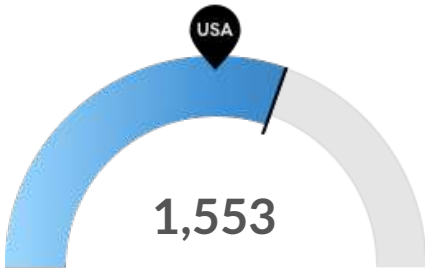
Retiring Soon

Retirement risk is high in Jackson County, WI. The national average for an area this size is 6,069 people 55 or older, while there are 7,058 here.



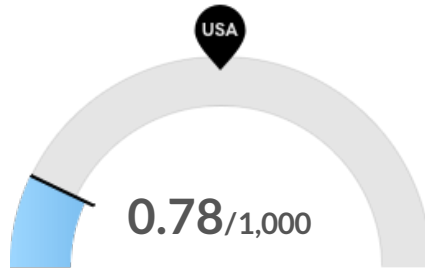
Racial Diversity

Racial diversity is low in Jackson County, WI. The national average for an area this size is 8,234 racially diverse people, while there are 2,916 here.



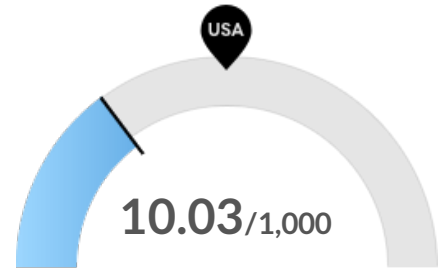
Veterans

Jackson County, WI has 1,553 veterans. The national average for an area this size is 1,147.



Violent Crime

Jackson County, WI has 0.78 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

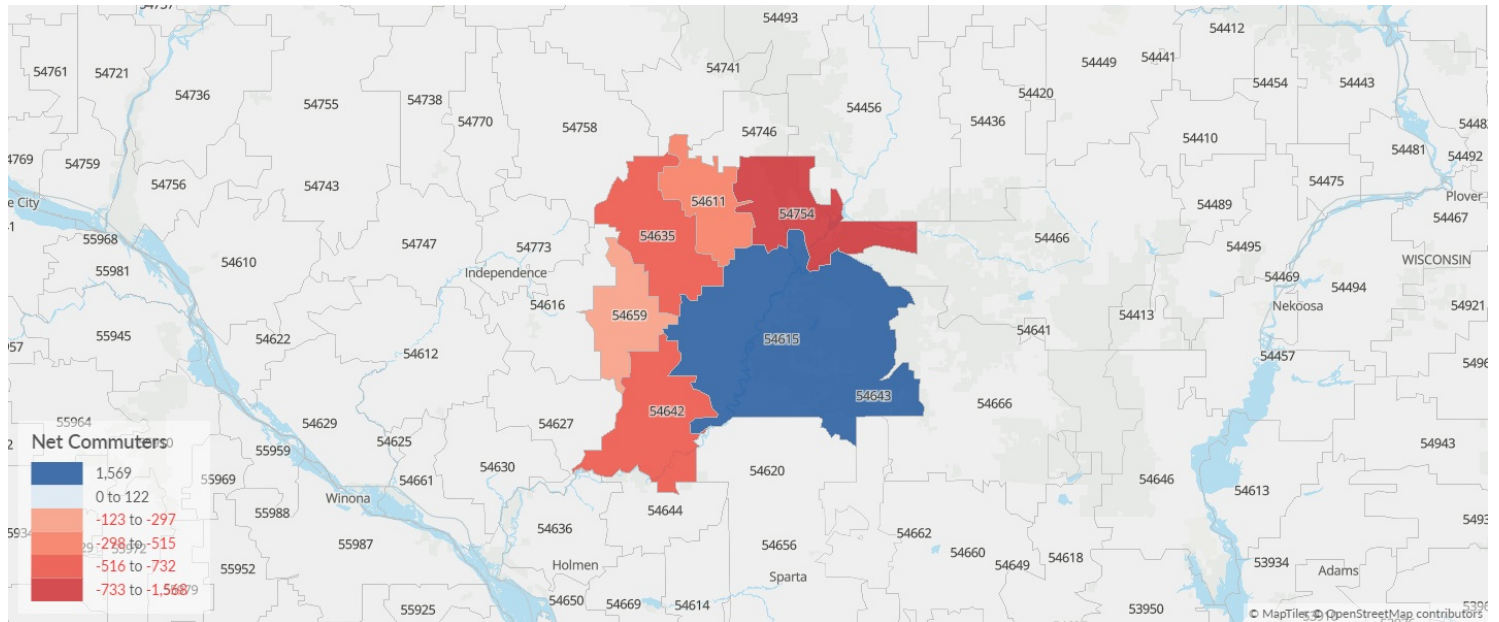


Property Crime

Jackson County, WI has 10.03 property crimes per 1,000 people. The national rate is 19.79 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

Where Talent Lives

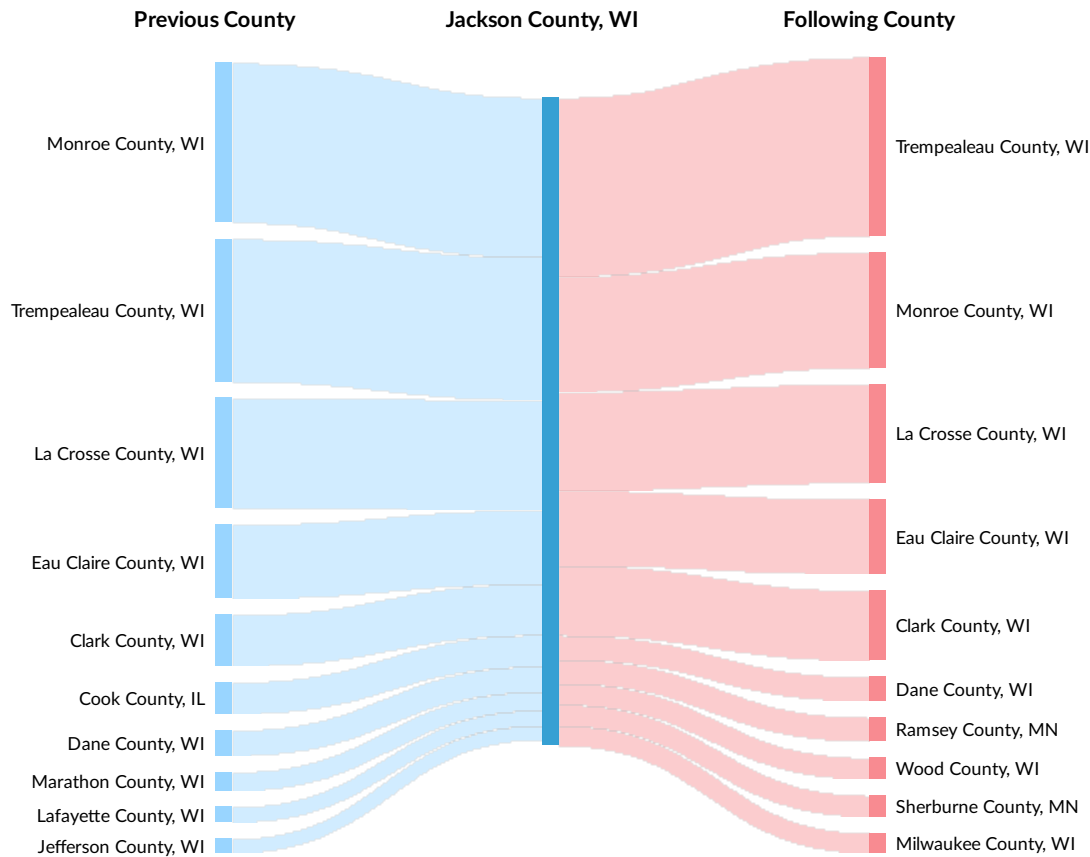
ZIP	Name	2020 Employment
54615	Black River Falls, WI (in...	7,227
54642	Melrose, WI (in Jackson...	736
54635	Hixton, WI (in Jackson c...	574
54754	Merrillan, WI (in Jackso...	465
54659	Taylor, WI (in Jackson c...	438

ZIP	Name	2020 Workers
54615	Black River Falls, WI (in...	5,658
54642	Melrose, WI (in Jackson...	1,328
54754	Merrillan, WI (in Jackso...	1,198
54635	Hixton, WI (in Jackson c...	1,090
54611	Alma Center, WI (in Jac...	650

Inbound and Outbound Migration

The table below analyzes past and current residents of Jackson County, WI. The left column shows residents of other counties migrating to Jackson County, WI. The right column shows residents migrating from Jackson County, WI to other counties.

As of 2019, 120 people have migrated from Monroe County, WI to Jackson County, WI. In the same year, 135 people left Jackson County, WI migrating to Trempealeau County, WI. The total Net Migration for Jackson County, WI in 2018 was -31.

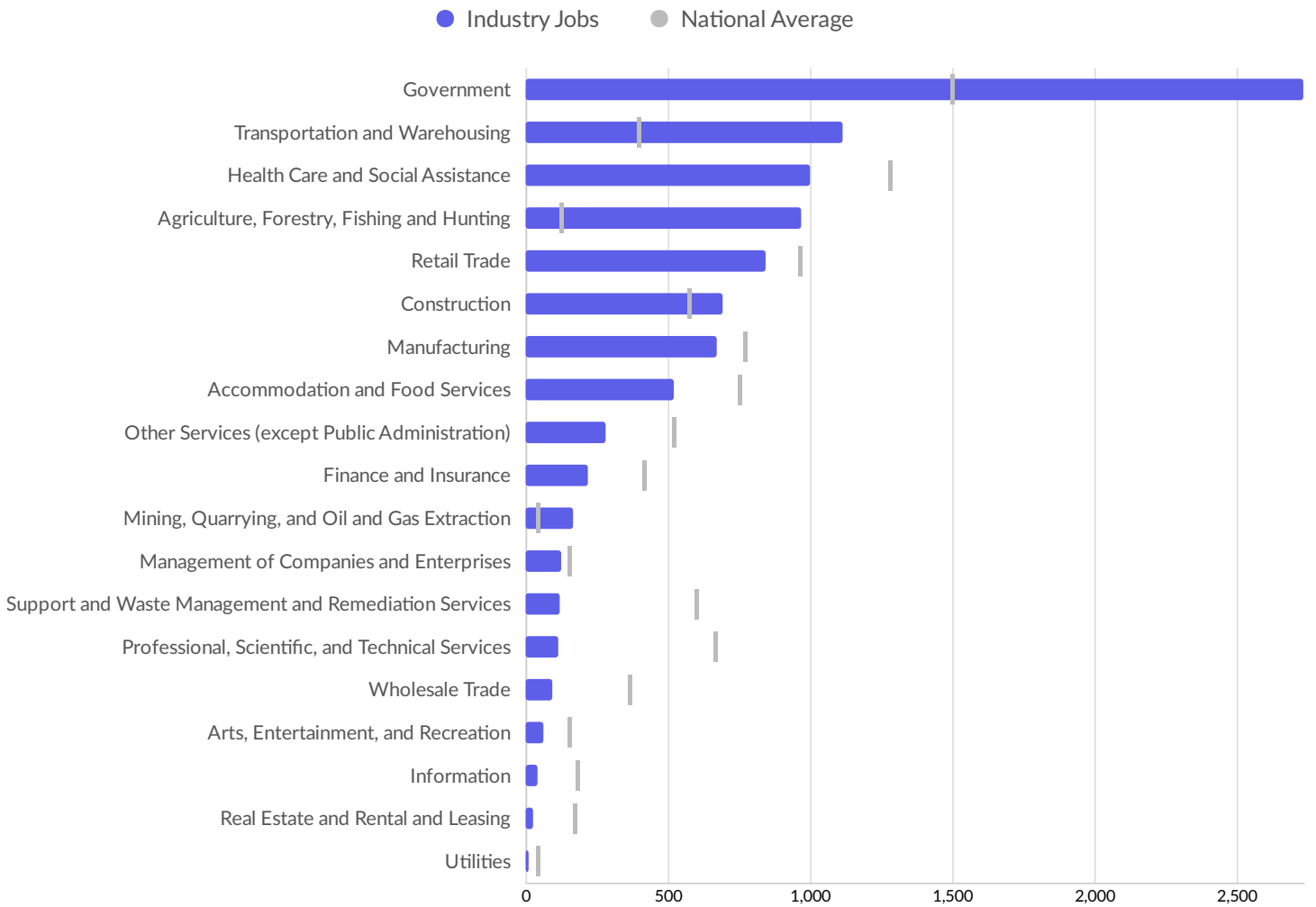


Top Previous Counties	Migrations
Monroe County, WI	120
Trempealeau County, WI	107
La Crosse County, WI	83
Eau Claire County, WI	56
Clark County, WI	38
Cook County, IL	24

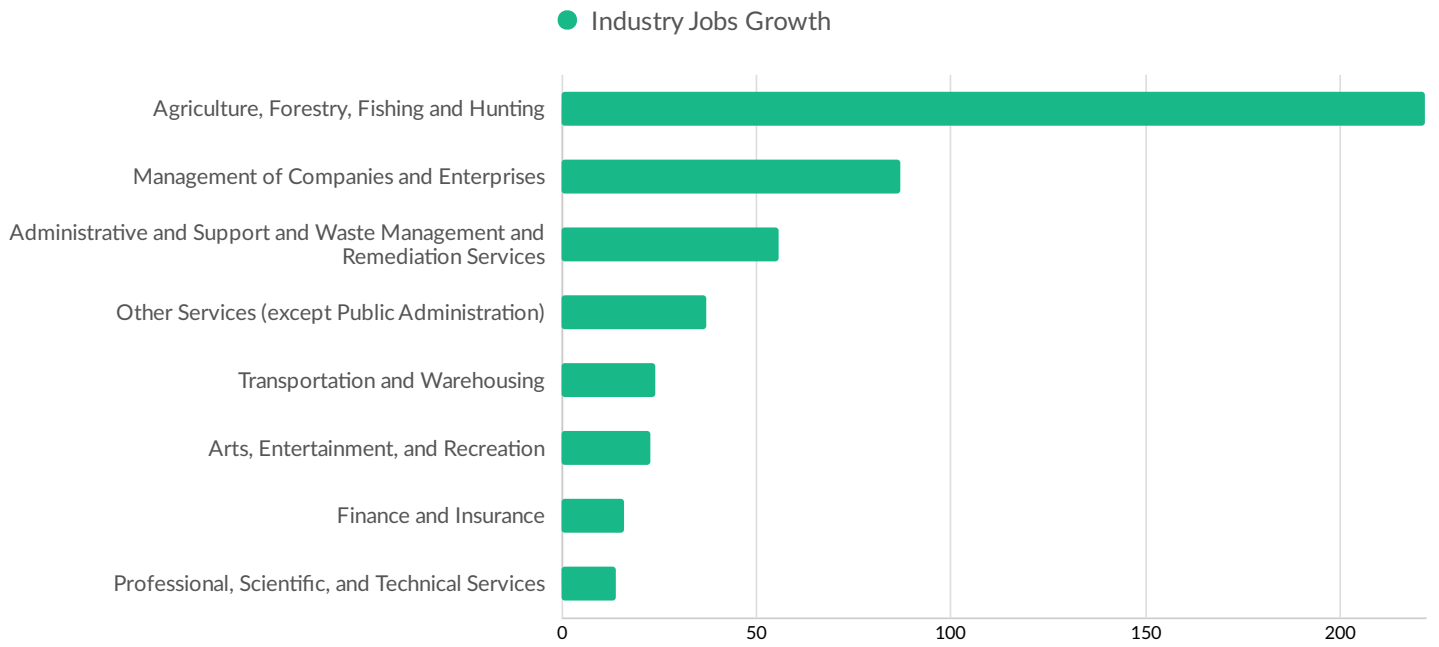
Top Previous Counties	Migrations
Dane County, WI	19
Marathon County, WI	14
Lafayette County, WI	11
Jefferson County, WI	11
Terrebonne Parish, LA	9
Fond du Lac County, WI	8
Portage County, WI	8
Wood County, WI	6
Winnebago County, WI	6
Top Following Counties	Migrations
Trempealeau County, WI	135
Monroe County, WI	87
La Crosse County, WI	74
Eau Claire County, WI	56
Clark County, WI	53
Dane County, WI	18
Ramsey County, MN	18
Wood County, WI	16
Sherburne County, MN	16
Milwaukee County, WI	15
Hennepin County, MN	15
Maricopa County, AZ	14
Chippewa County, WI	13
Ontonagon County, MI	12
Sheboygan County, WI	11

Industry Characteristics

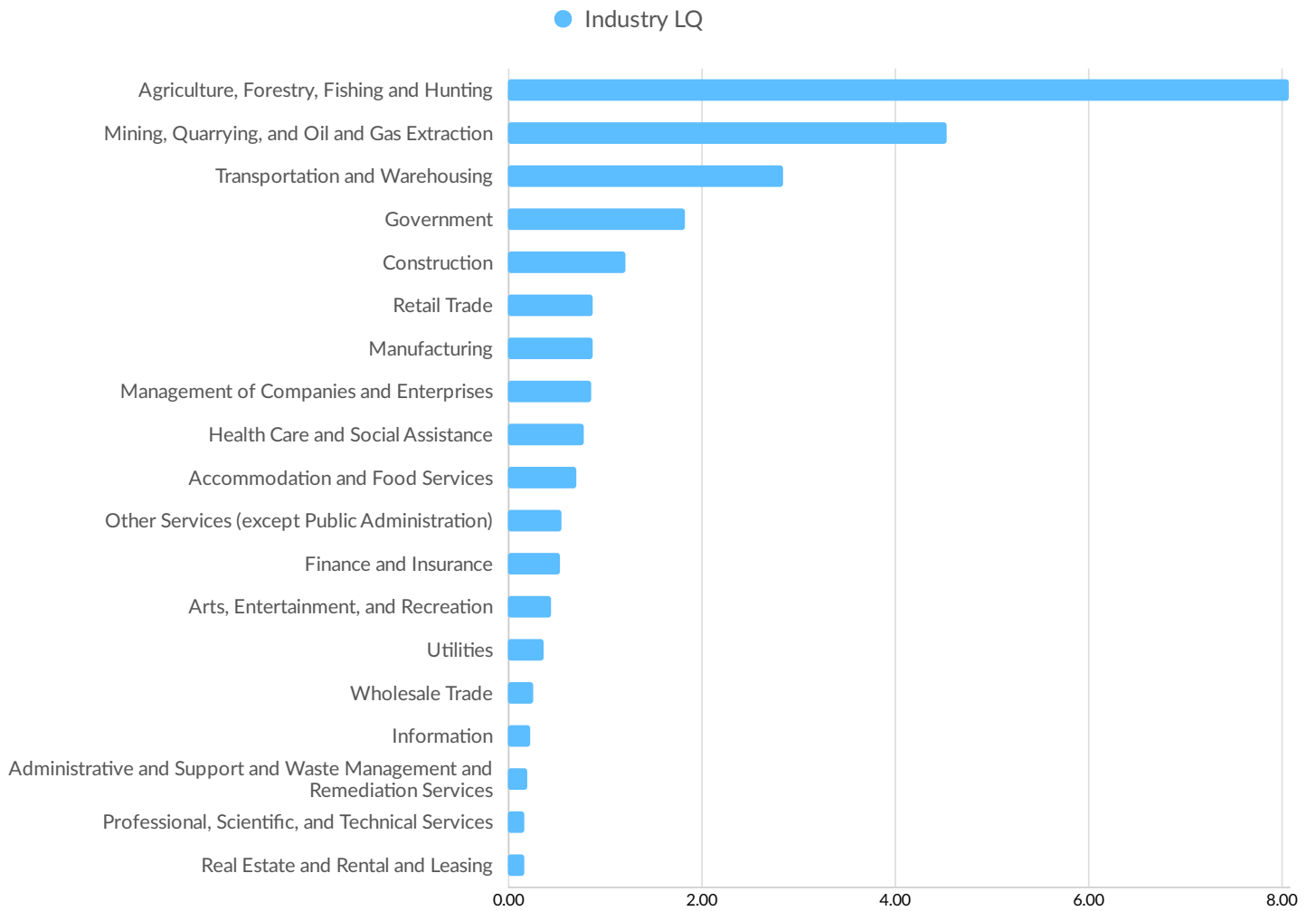
Largest Industries



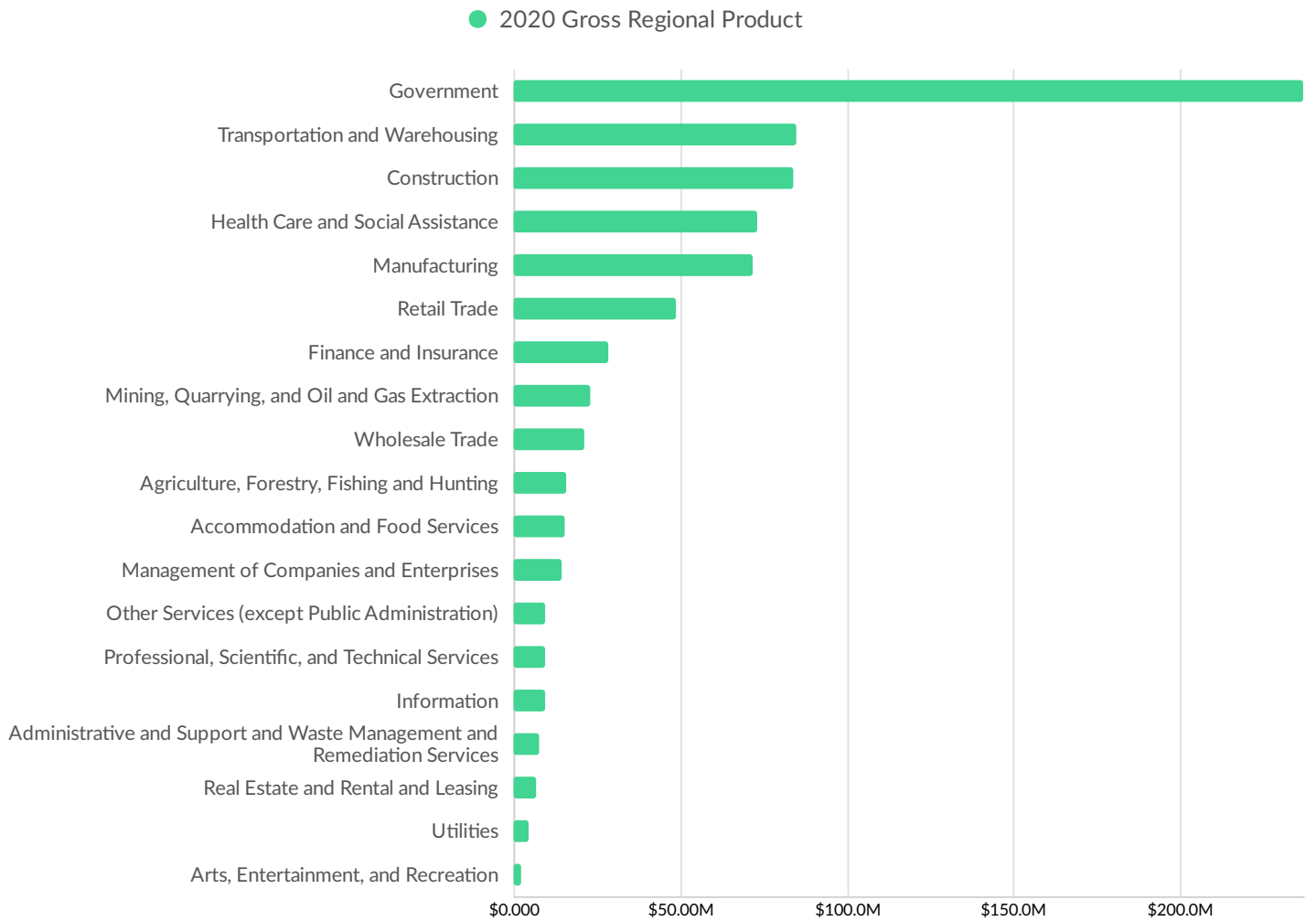
Top Growing Industries



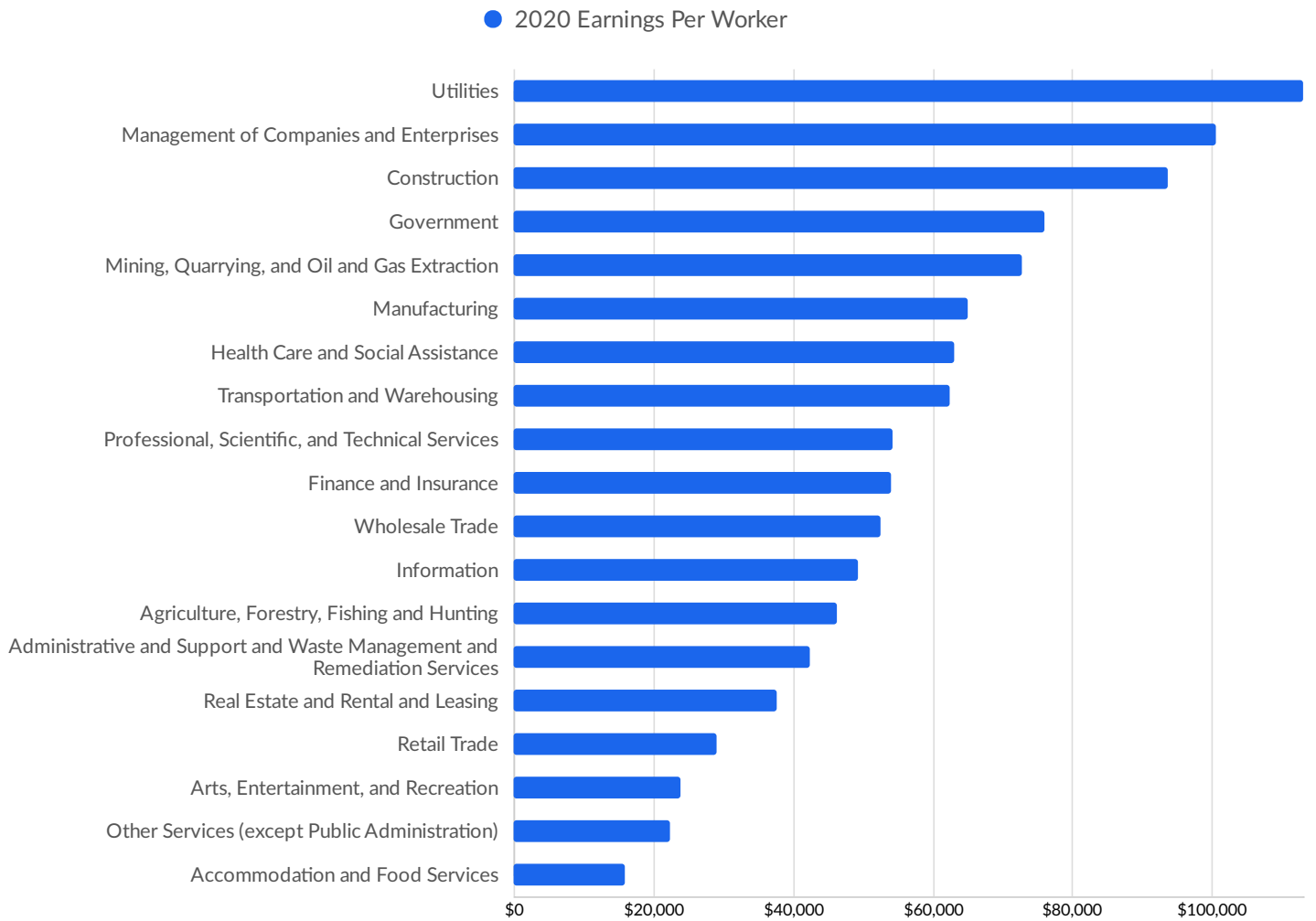
Top Industry LQ



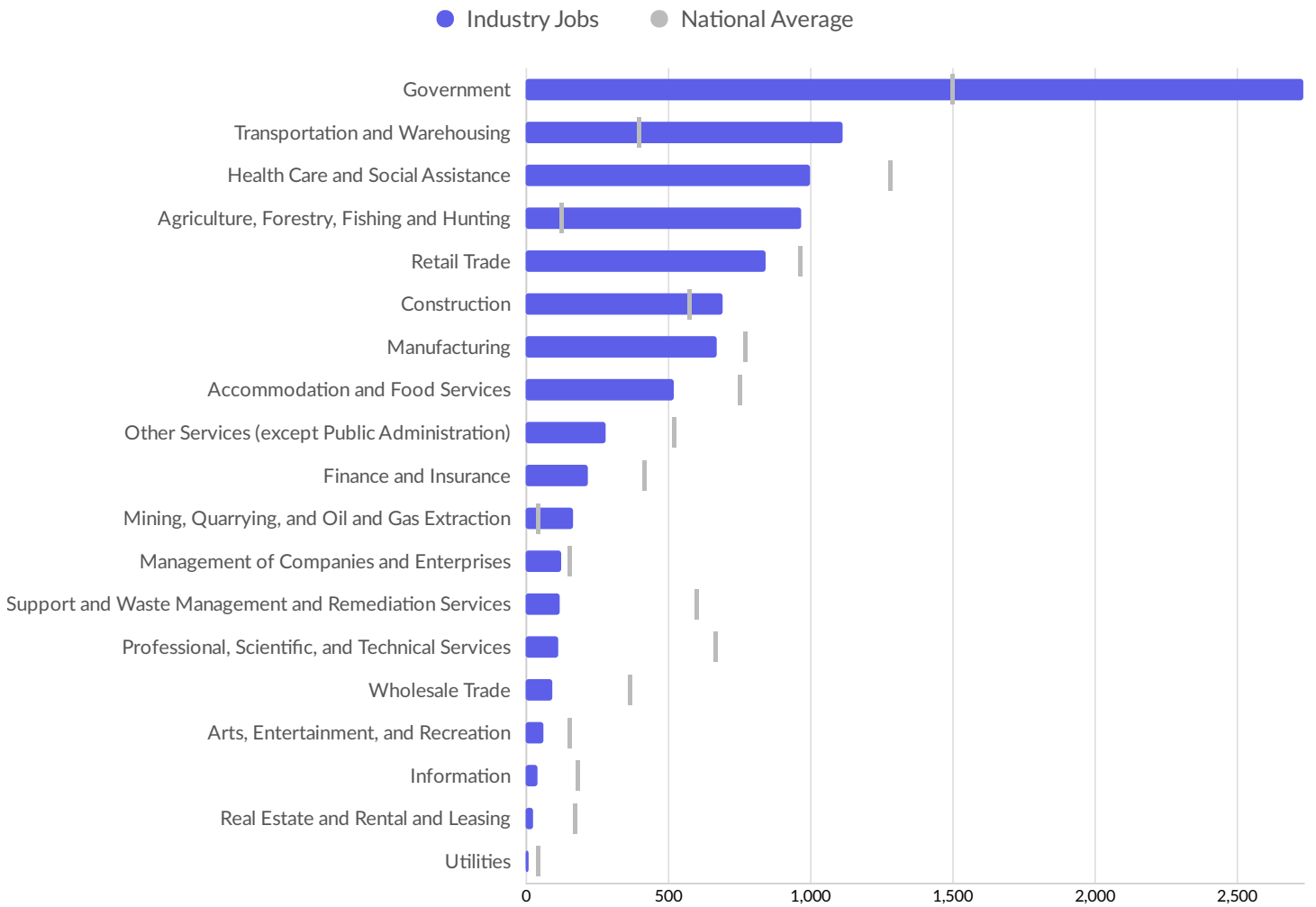
Top Industry GRP



Top Industry Earnings























Largest Industries



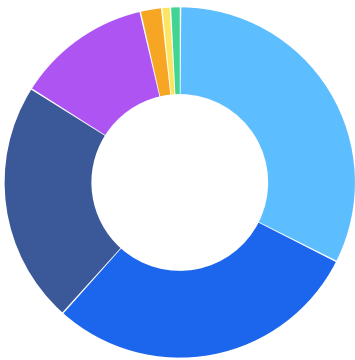
Business Characteristics

1,300 Companies Employ Your Workers

Online profiles for your workers mention 1,300 companies as employers, with the top 10 appearing below. In the last 12 months, 427 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	272 	Ashley Furniture Industries, Inc.	140 
Black River Memorial Hospital, I...	108 	Roehl Transport, Inc.	137 
State of Wisconsin	41 	Black River Memorial Hospital, I...	127 
Regal Beloit Corporation	40 	C.R. England, Inc.	108 
Jackson County	35 	Wal-Mart, Inc.	107 
School District of Black River Fa...	33 	U.S. Xpress, Inc.	87 
Alma Center Humbird Merrillan ...	31 	Uber Eats	58 
Ashley Furniture Industries, Inc.	31 	Dollar General Corporation	50 
Black River Local School District	29 	Pizza Hut, Inc.	44 
Krohn Clinic Ltd	29 	Lhc Group, Inc.	38 

Business Size

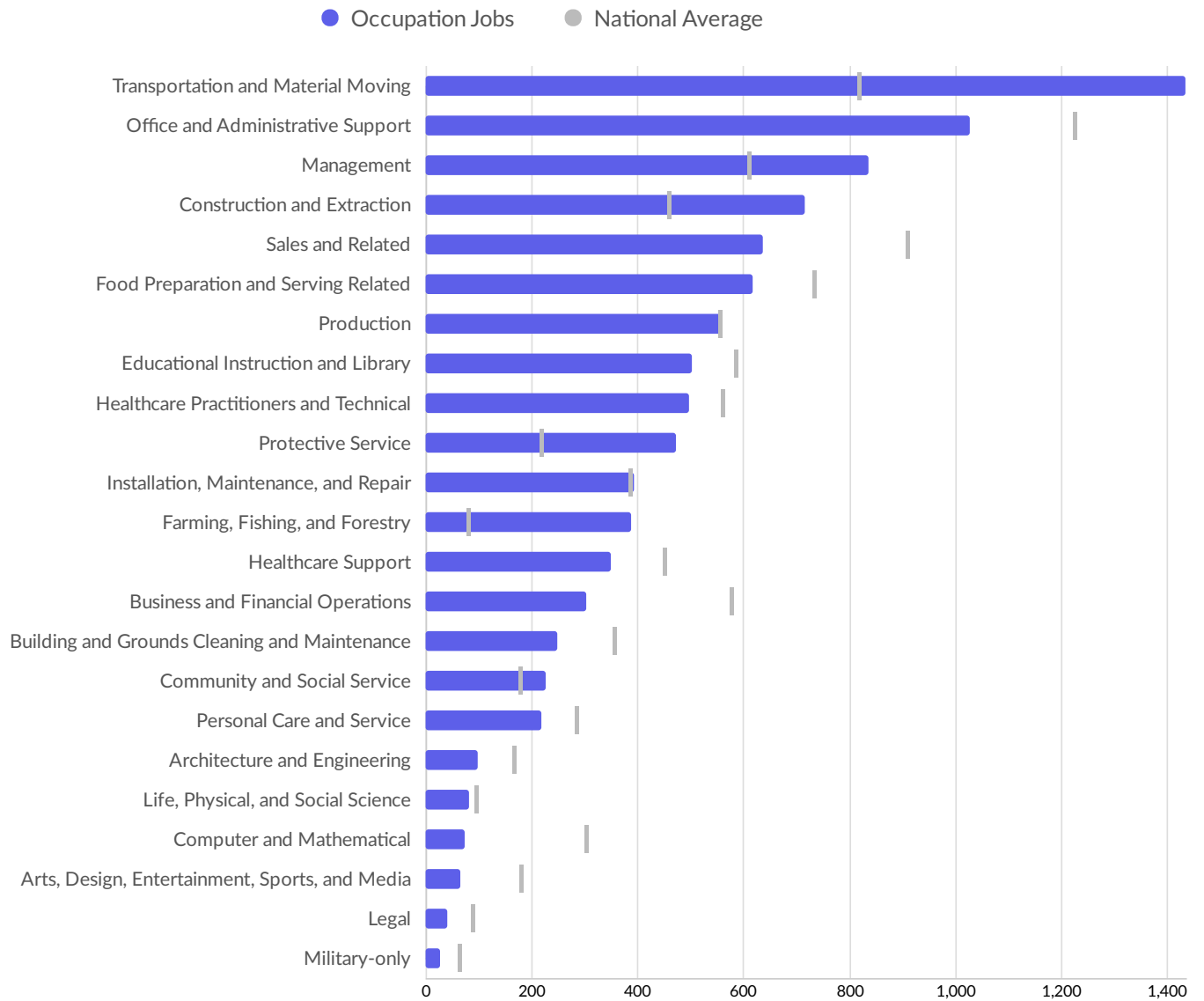


	Percentage	Business Count
1 to 4 employees	32.4%	245
5 to 9 employees	29.2%	221
10 to 19 employees	22.3%	169
20 to 49 employees	12.4%	94
50 to 99 employees	2.0%	15
100 to 249 employees	0.8%	6
250 to 499 employees	0.9%	7

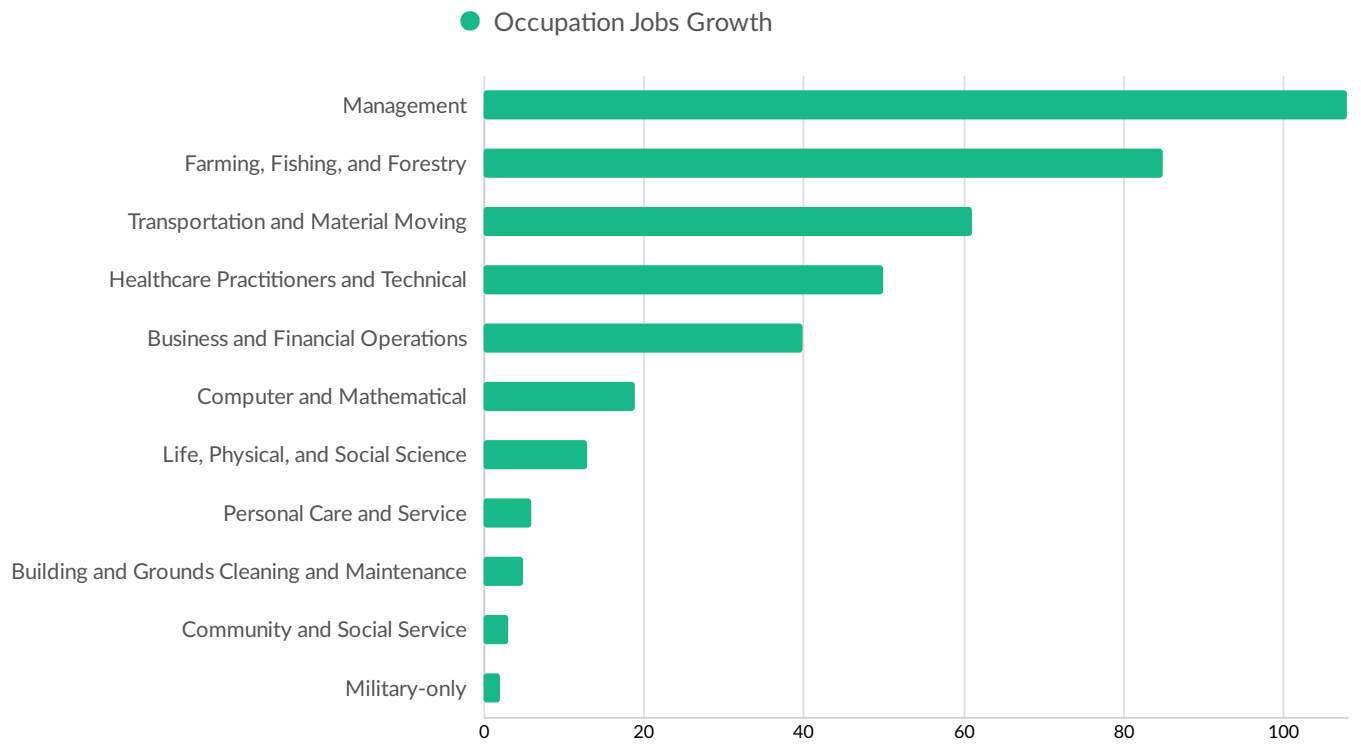
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

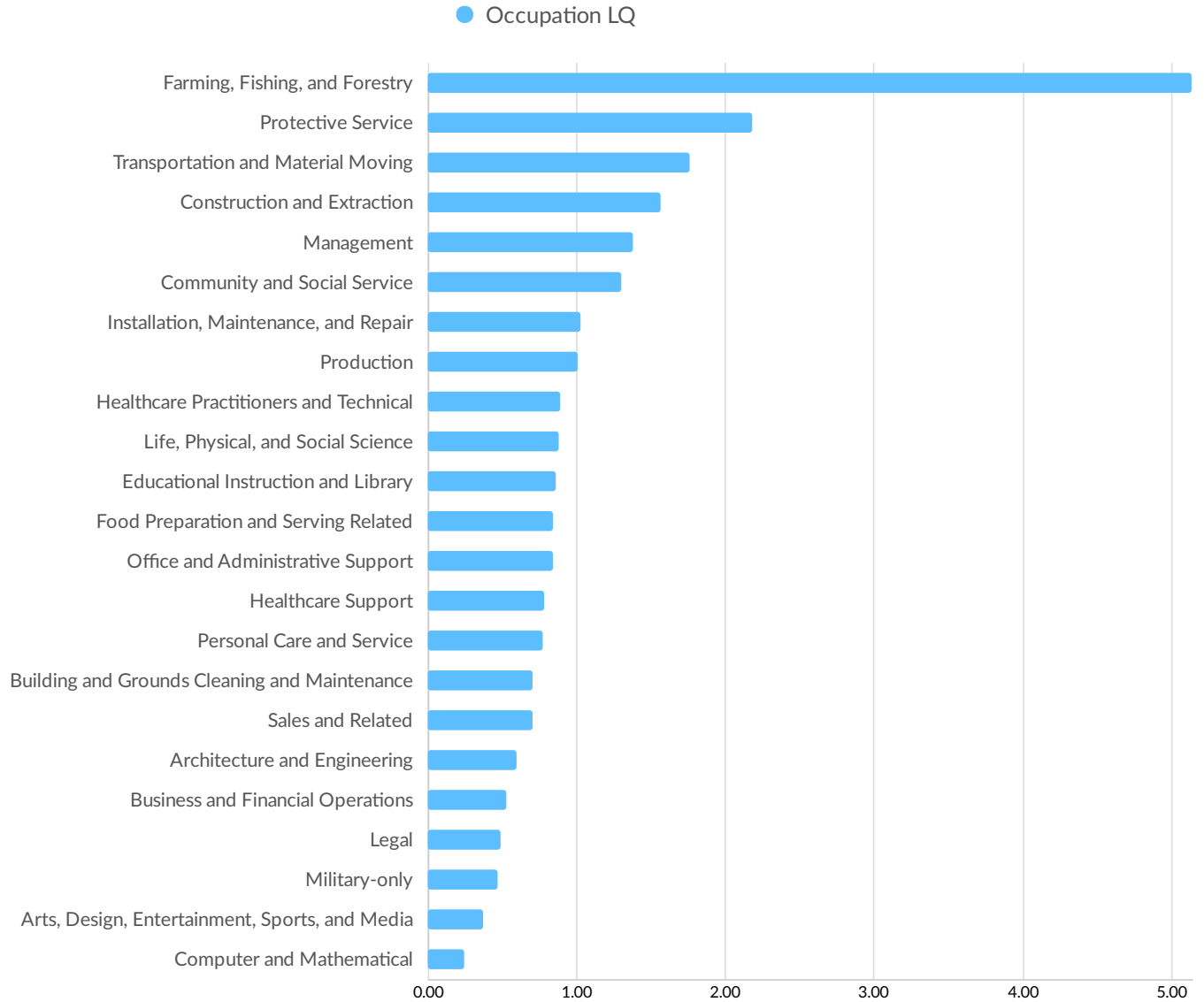
Largest Occupations



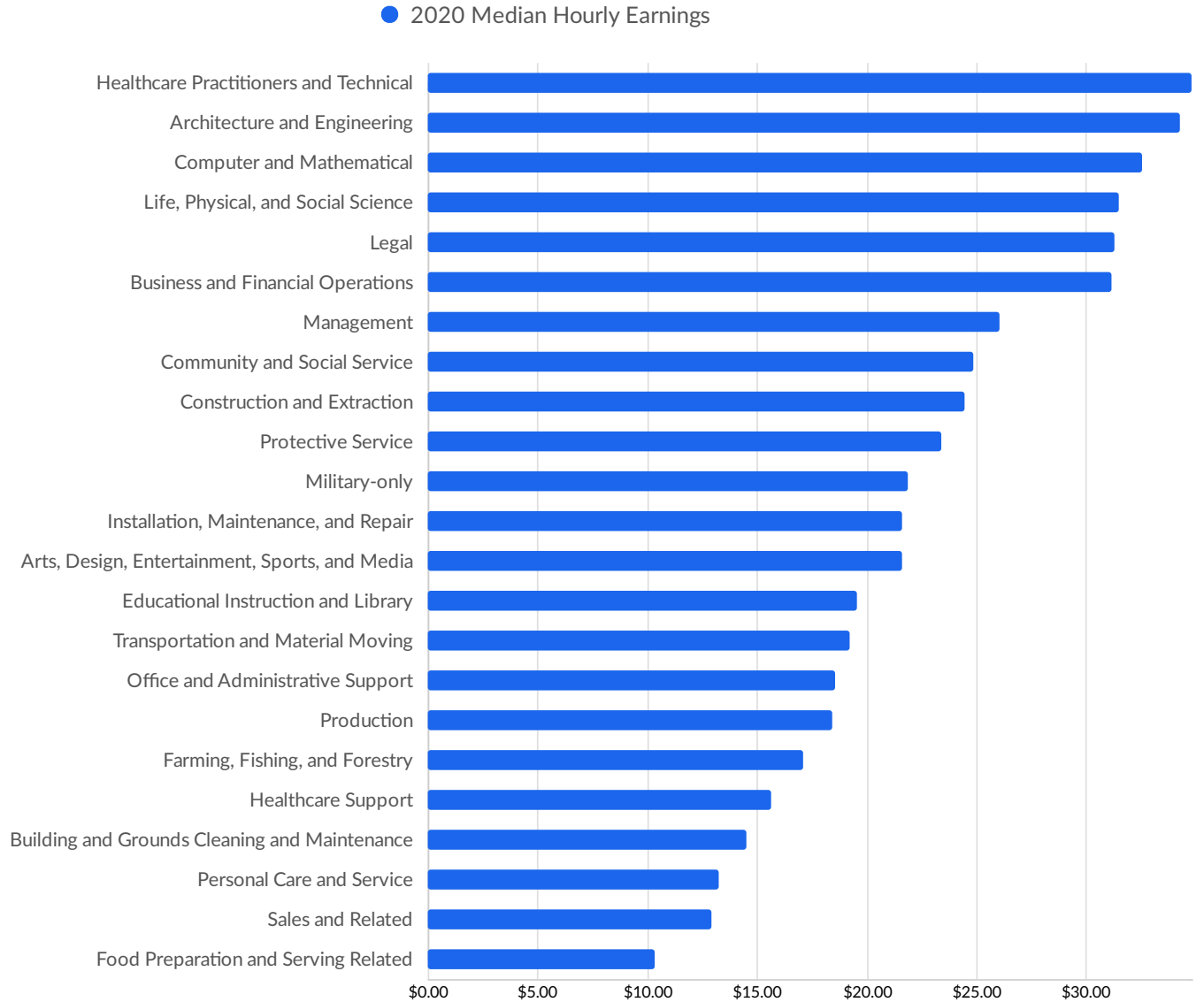
Top Growing Occupations



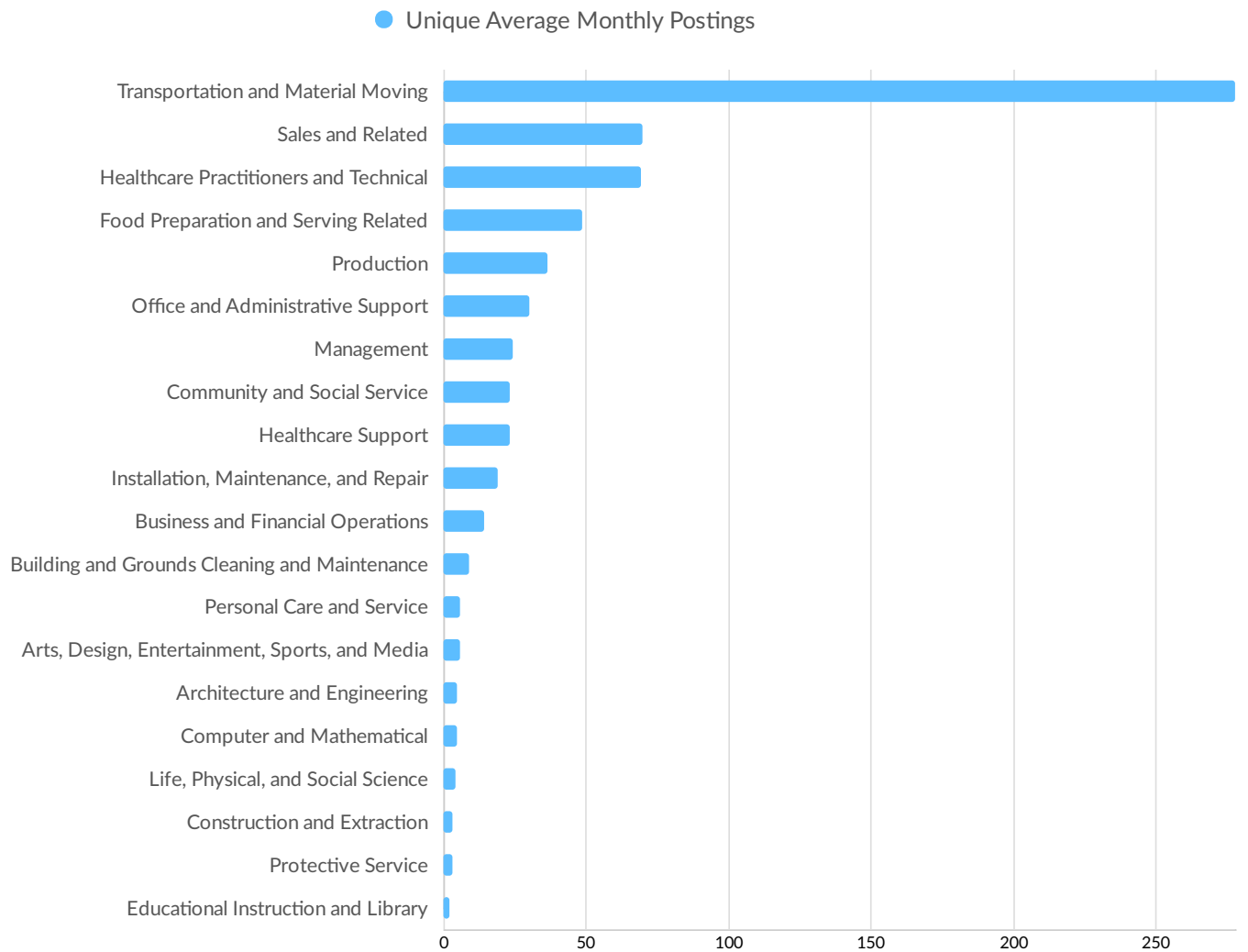
Top Occupation LQ



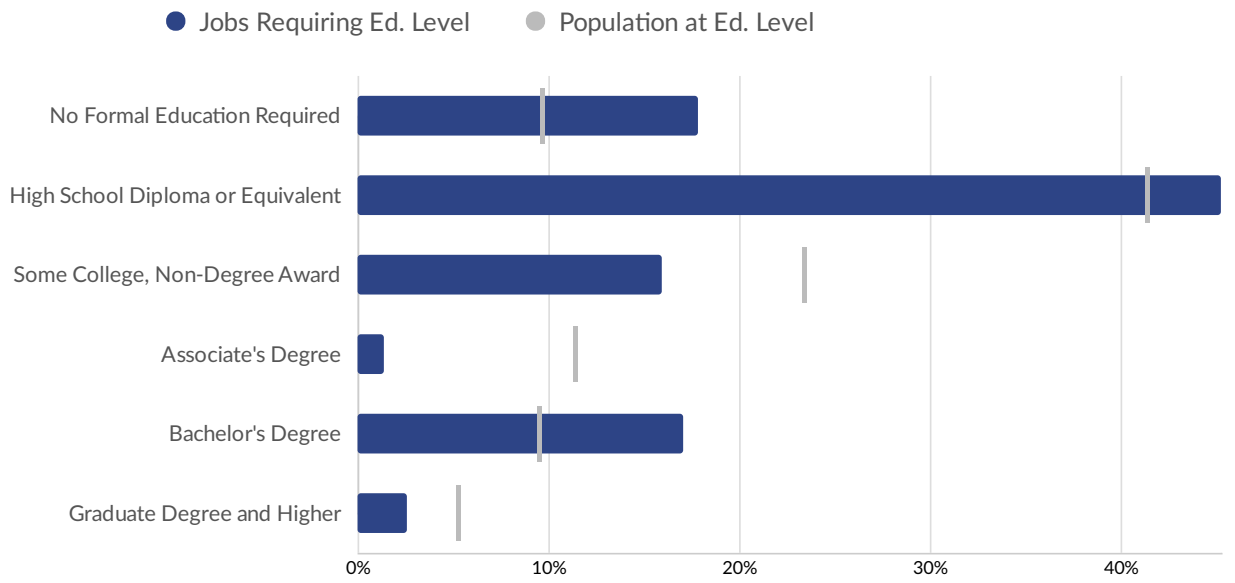
Top Occupation Earnings



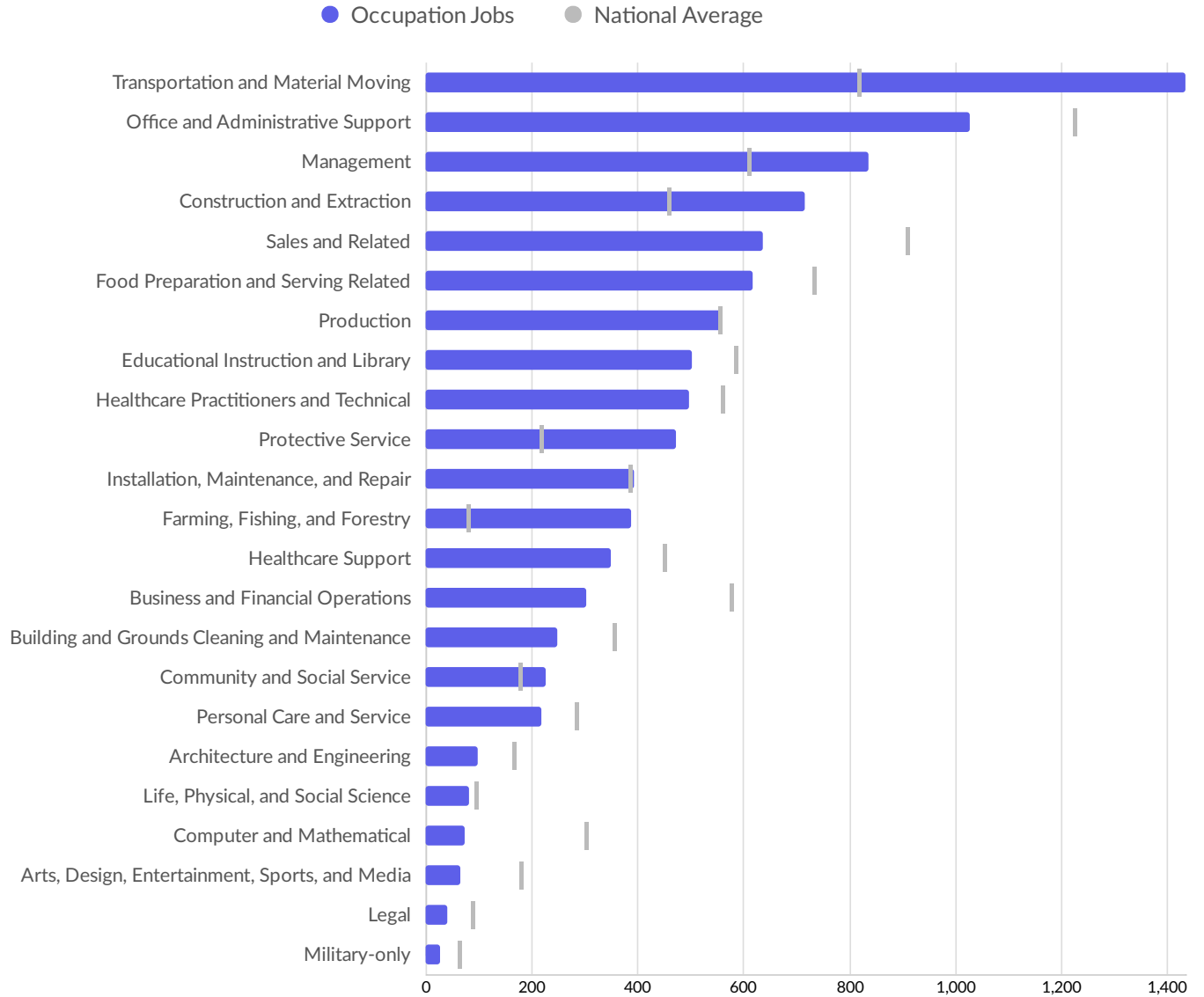
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills

