Monroe County, WI

Mississippi River Regional Planning Commission

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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

46,649

Population (2020)

Population **grew by 1,327** over the last 5 years and is projected to **grow by 1,561** over the next 5 years.

23,107

Total Regional Employment

Jobs **grew by 598** over the last 5 years and are projected to **grow by 694** over the next 5 years.

$59.6K

Median Household Income (2019)

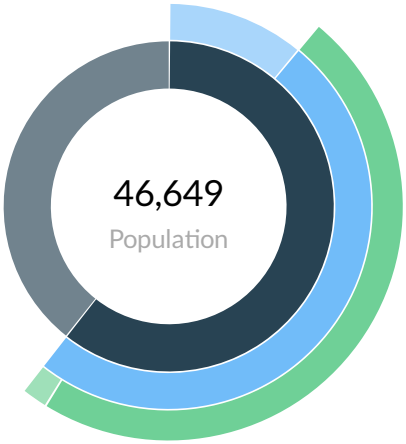
Median household income is **$3.3K below** the national median household income of $62.8K.

Takeaways

- As of 2020 the region's population **increased by 2.9%** since 2015, growing by 1,327. Population is expected to **increase by 3.3%** between 2020 and 2025, adding 1,561.
- From 2015 to 2020, jobs **increased by 2.7%** in Monroe County, WI from 22,509 to **23,107**. This change **outpaced the national growth rate of 1.3% by 1.4%**. As the number of jobs increased, the **labor force participation rate decreased from 63.0% to 62.9% between 2015 and 2020**.
- Concerning educational attainment, **14.7% of Monroe County, WI residents possess a Bachelor's Degree** (5.4% below the national average), and **11.5% hold an Associate's Degree** (2.9% above the national average).
- The top three industries in 2020 are Federal Government, Civilian, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	46,649	23,140	23,107	98.1	$2.26B	$4.74B	$6.71B
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

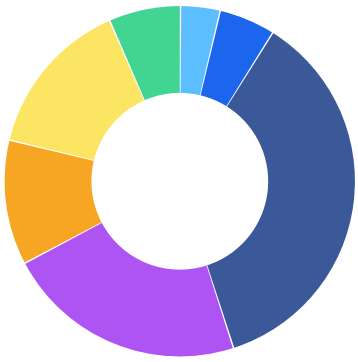
2020 Labor Force Breakdown



	Population
Total Working Age Population	28,247
Not in Labor Force (15+)	5,107
Labor Force	23,140
Employed	22,292
Unemployed	848
Under 15	18,402

Educational Attainment

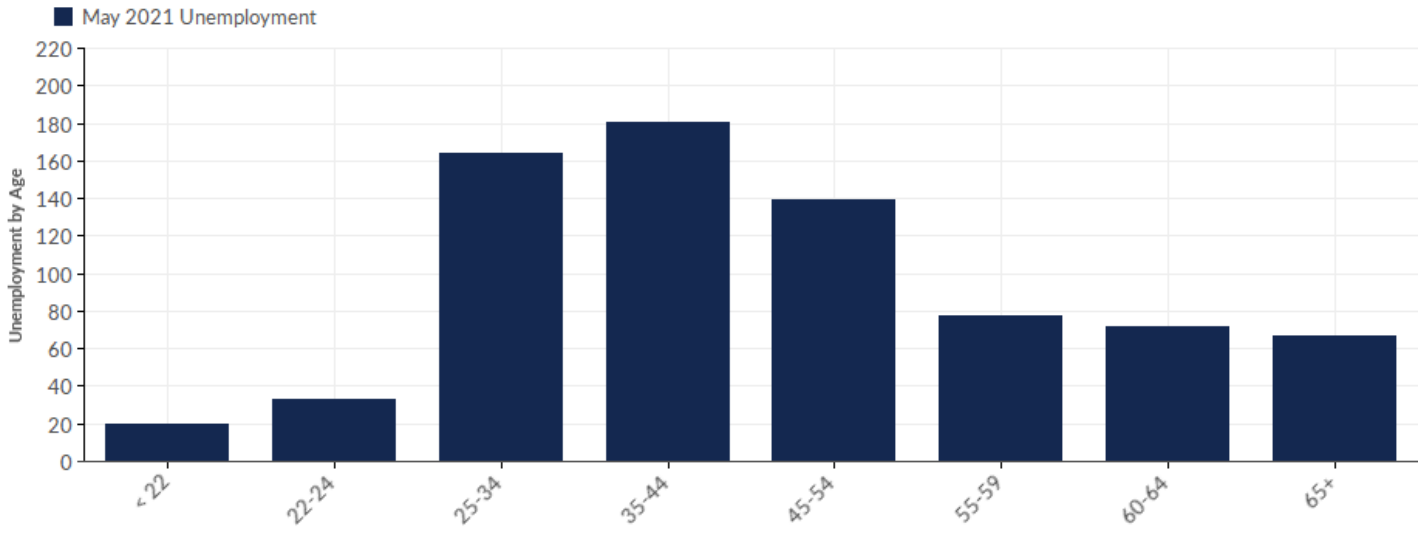
Concerning educational attainment, **14.7% of Monroe County, WI residents possess a Bachelor's Degree** (5.4% below the national average), and **11.5% hold an Associate's Degree** (2.9% above the national average).



	% of Population	Population
Less Than 9th Grade	3.6%	1,152
9th Grade to 12th Grade	5.2%	1,641
High School Diploma	36.1%	11,430
Some College	22.2%	7,029
Associate's Degree	11.5%	3,645
Bachelor's Degree	14.7%	4,642
Graduate Degree and Higher	6.6%	2,092

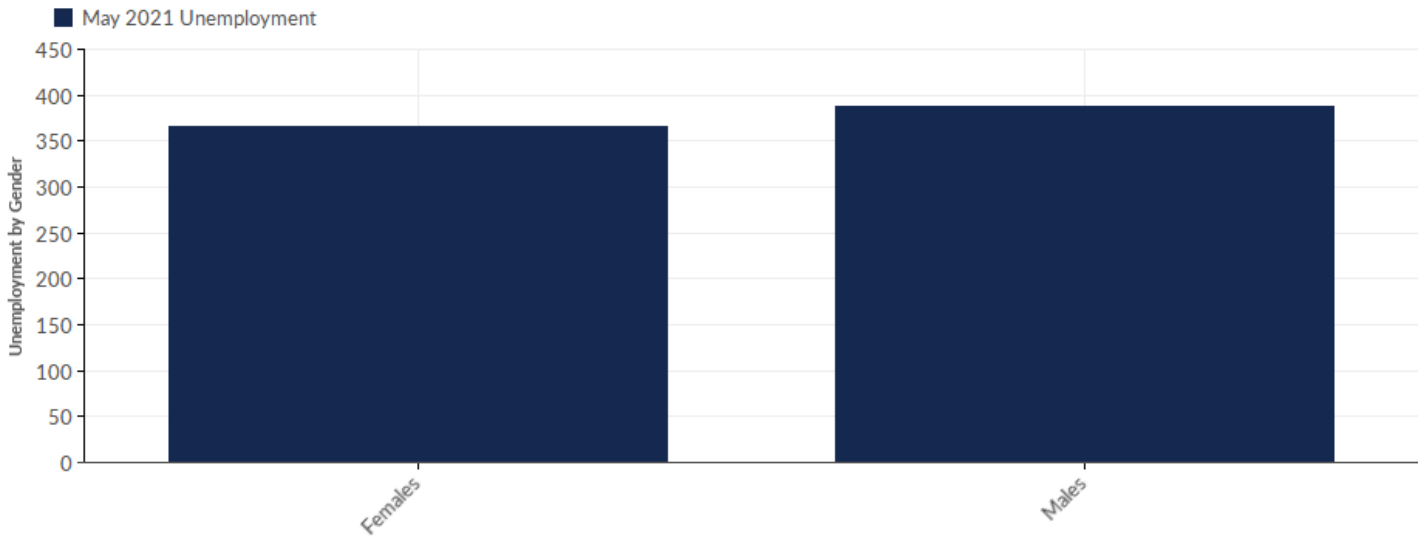
Unemployment by Demographics

Unemployment by Age



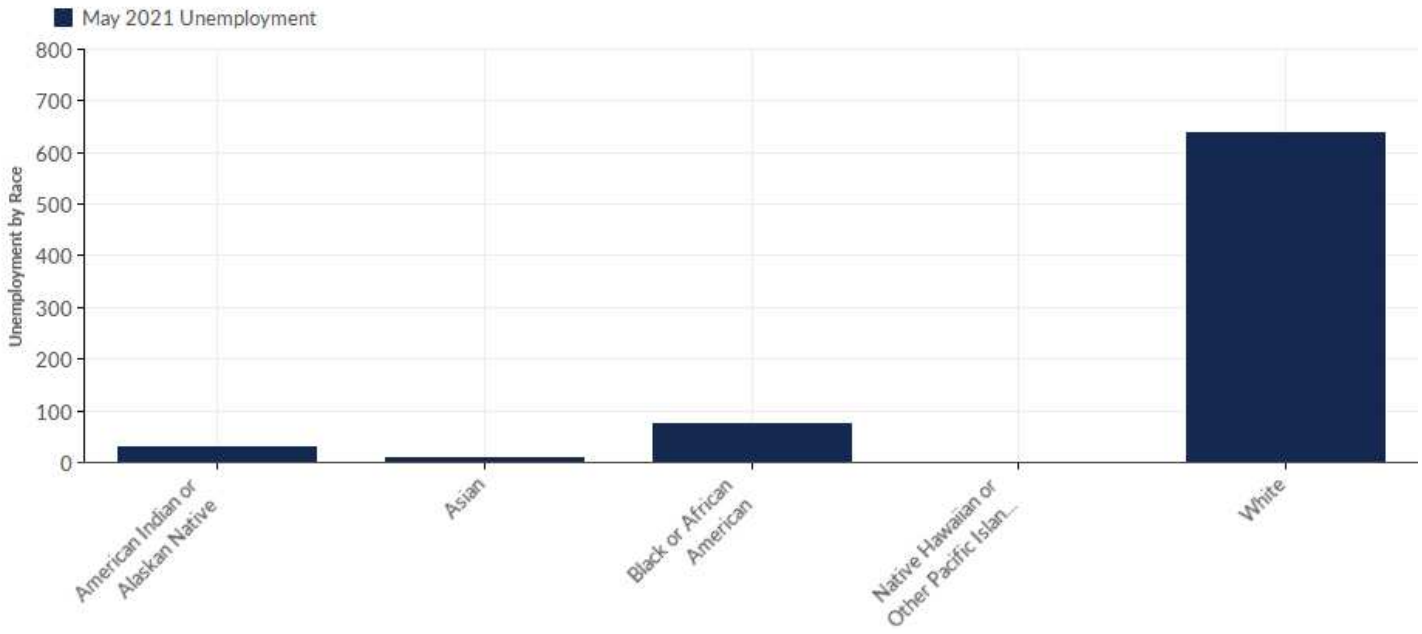
Age	Unemployment (May 2021)	% of Age Cohort
< 22	20	2.66%
22-24	33	4.38%
25-34	164	21.78%
35-44	180	23.90%
45-54	140	18.59%
55-59	78	10.36%
60-64	72	9.56%
65+	67	8.90%
Total	753	100.00%

Unemployment by Gender



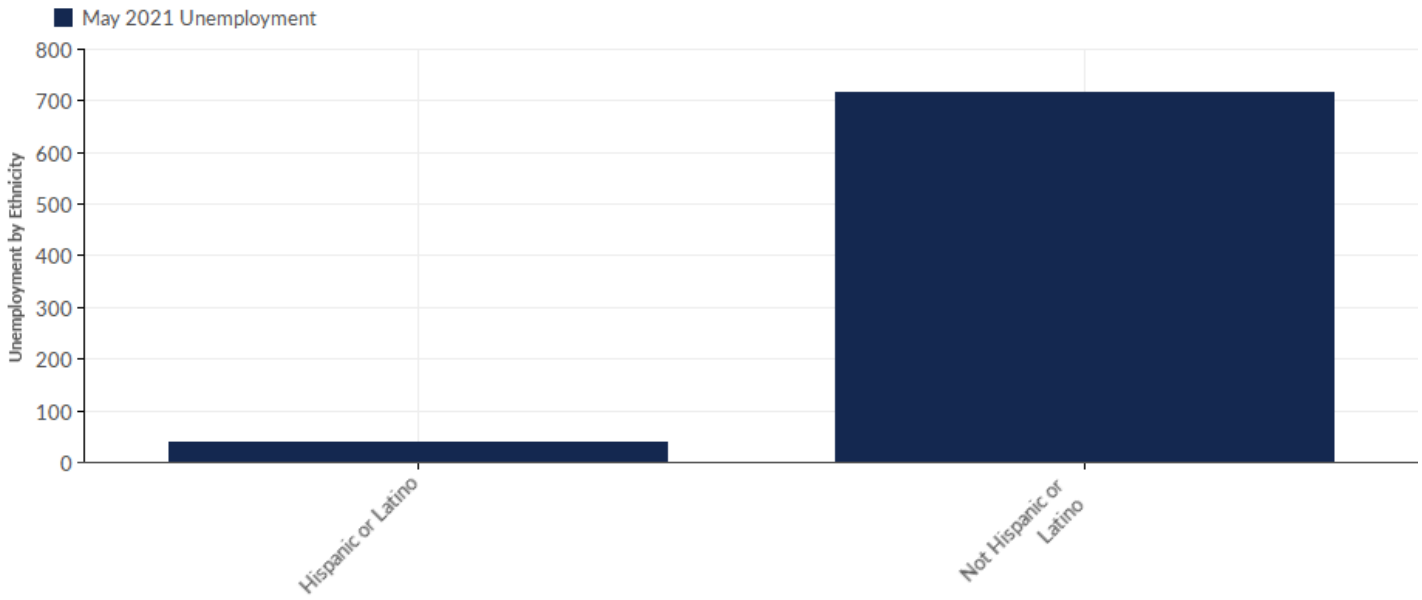
Gender		Unemployment (May 2021)	% of Age Cohort
Females		365	48.47%
Males		388	51.53%
	Total	753	100.00%

Unemployment by Race



Race	Unemployment (May 2021)	% of Age Cohort
American Indian or Alaskan Native	30	3.98%
Asian	9	1.20%
Black or African American	75	9.96%
Native Hawaiian or Other Pacific Islander	1	0.13%
White	638	84.73%
Total	753	100.00%

Unemployment by Ethnicity

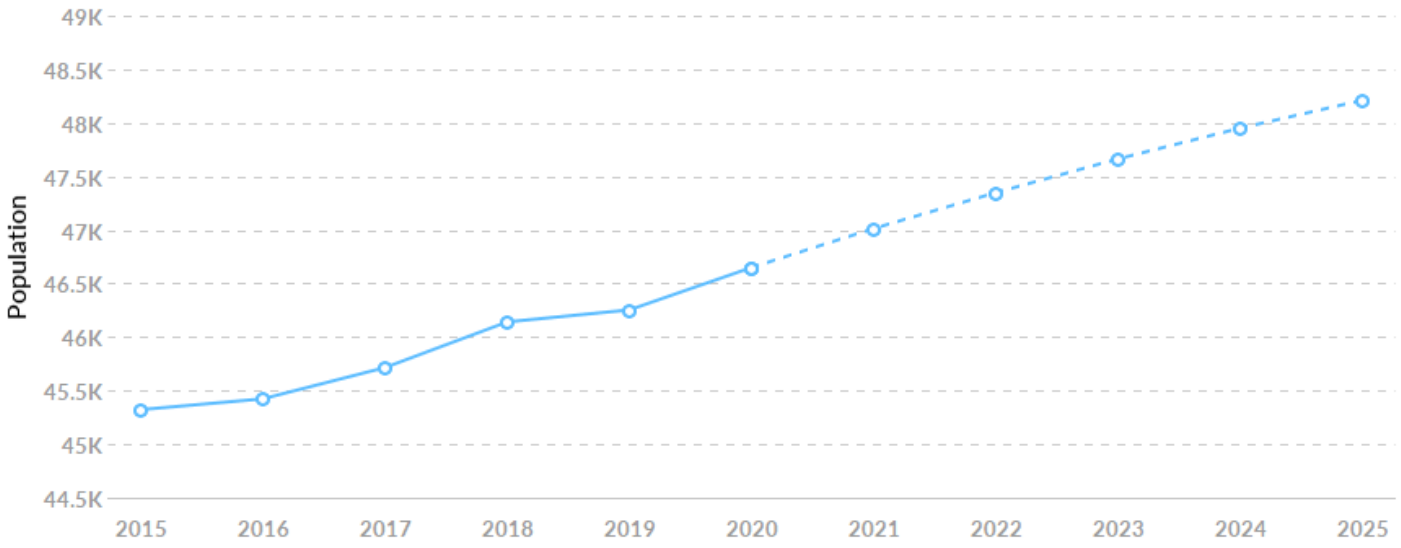


Ethnicity	Unemployment (May 2021)	% of Age Cohort
Hispanic or Latino	38	5.05%
Not Hispanic or Latino	715	94.95%
Total	753	100.00%

Historic & Projected Trends

Population Trends

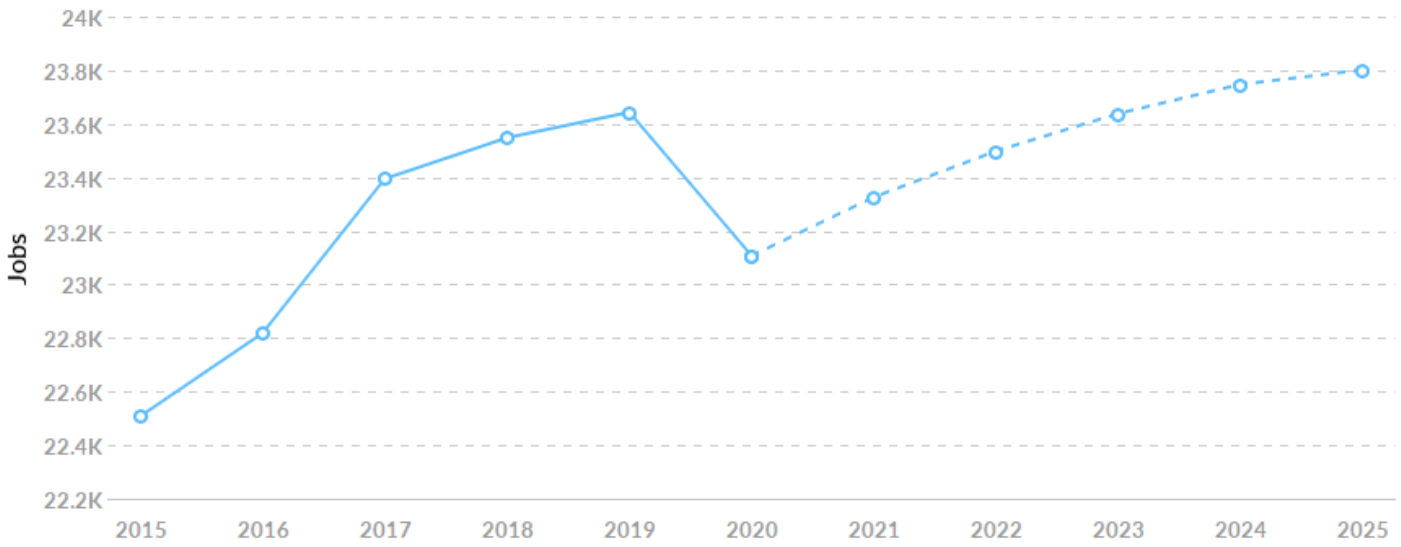
As of 2020 the region's population **increased by 2.9%** since 2015, growing by 1,327. Population is expected to **increase by 3.3%** between 2020 and 2025, adding 1,561.



Timeframe	Population
2015	45,322
2016	45,423
2017	45,715
2018	46,141
2019	46,253
2020	46,649
2021	47,013
2022	47,348
2023	47,663
2024	47,950
2025	48,210

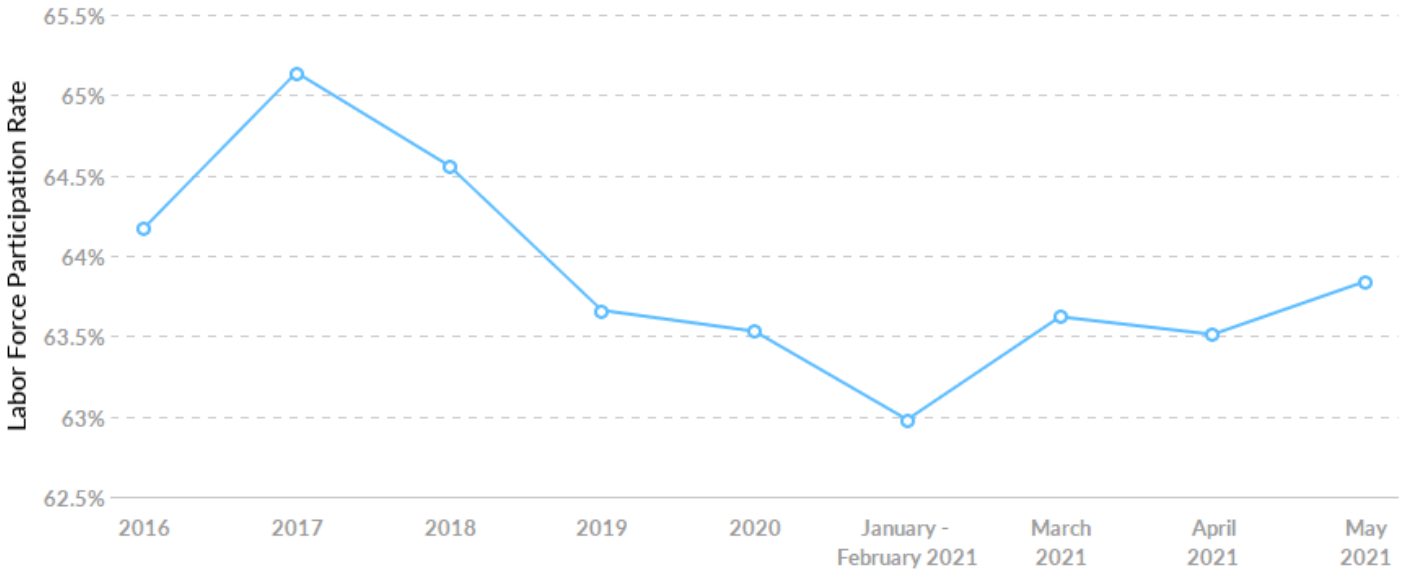
Job Trends

From 2015 to 2020, jobs **increased by 2.7%** in Monroe County, WI from 22,509 to **23,107**. This change **outpaced the national growth rate of 1.3% by 1.4%**.



Timeframe	Jobs
2015	22,509
2016	22,819
2017	23,395
2018	23,548
2019	23,643
2020	23,107
2021	23,326
2022	23,498
2023	23,638
2024	23,747
2025	23,801

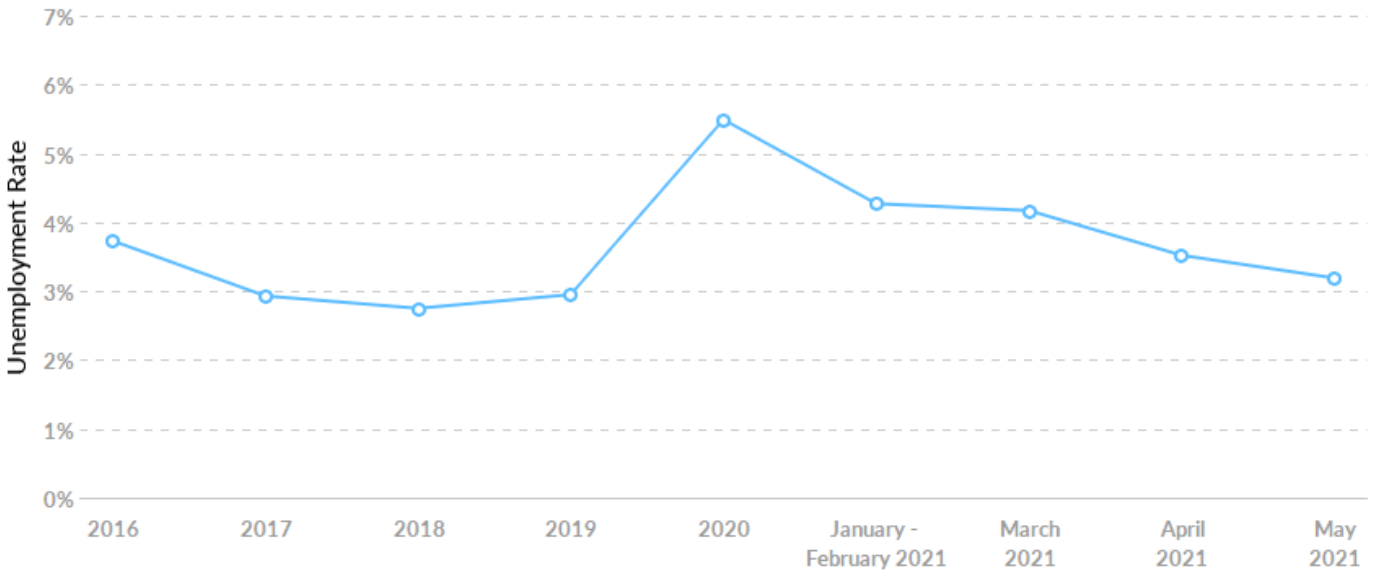
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	64.17%
2017	65.14%
2018	64.56%
2019	63.66%
2020	63.53%
January - February 2021	62.98%
March 2021	63.62%
April 2021	63.51%
May 2021	63.84%

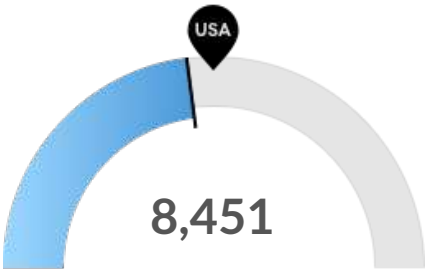
Unemployment Rate Trends

Monroe County, WI had a May 2021 unemployment rate of 3.19%, **decreasing from 3.73%** 5 years before.



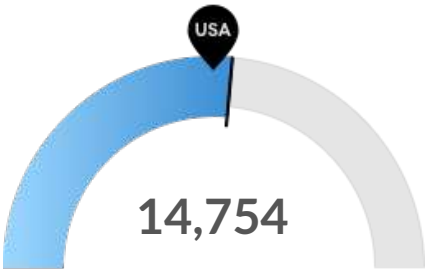
Timeframe	Unemployment Rate
2016	3.73%
2017	2.93%
2018	2.75%
2019	2.95%
2020	5.49%
January - February 2021	4.27%
March 2021	4.17%
April 2021	3.52%
May 2021	3.19%

Population Characteristics



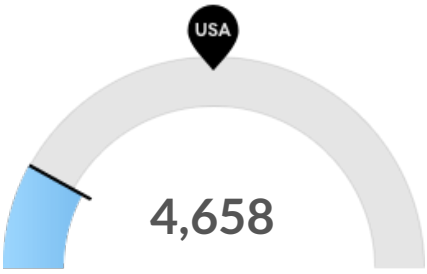
Millennials

Monroe County, WI has 8,451 millennials (ages 25-39). The national average for an area this size is 9,537.



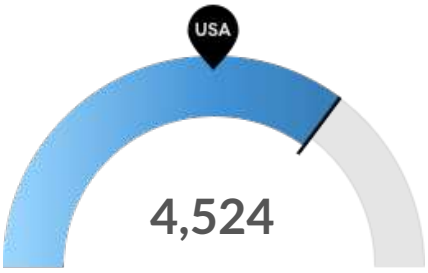
Retiring Soon

Retirement risk is about average in Monroe County, WI. The national average for an area this size is 13,599 people 55 or older, while there are 14,754 here.



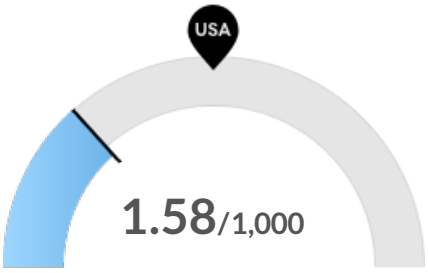
Racial Diversity

Racial diversity is low in Monroe County, WI. The national average for an area this size is 18,450 racially diverse people, while there are 4,658 here.



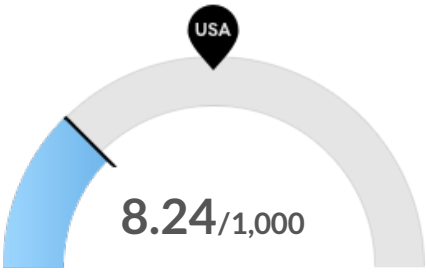
Veterans

Monroe County, WI has 4,524 veterans. The national average for an area this size is 2,569.



Violent Crime

Monroe County, WI has 1.58 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

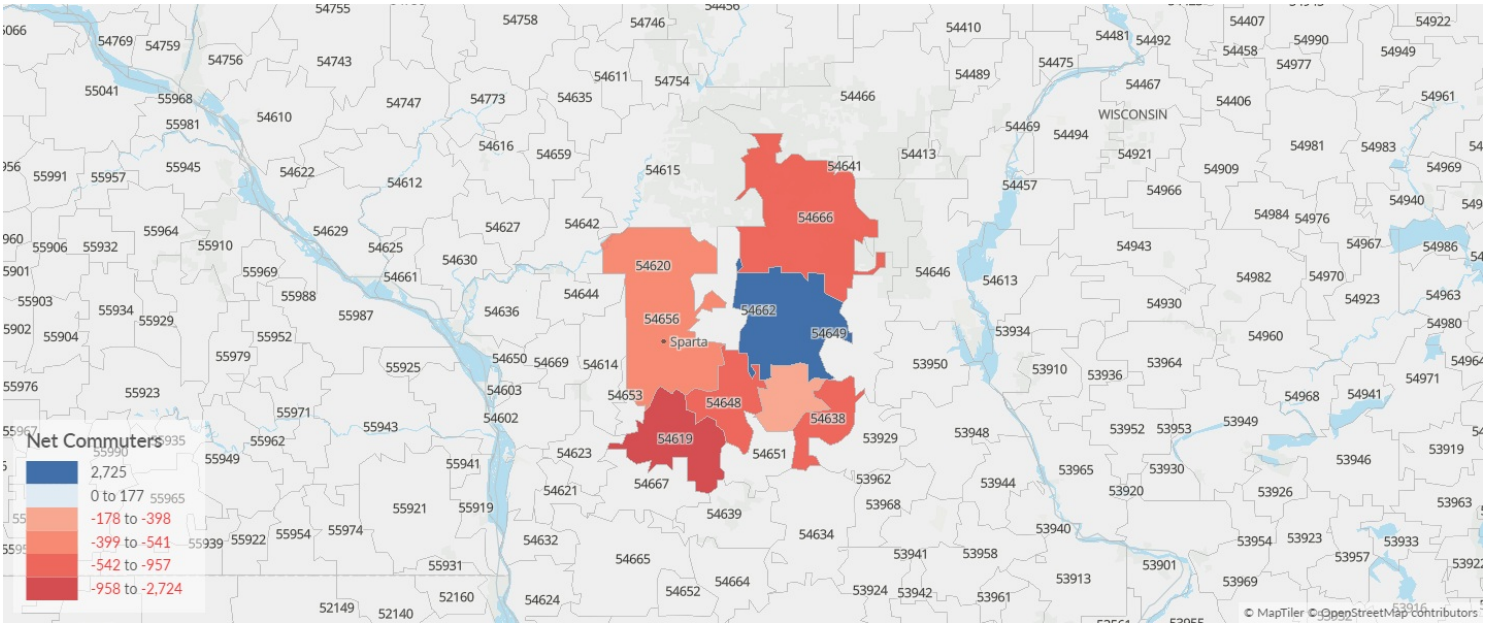


Property Crime

Monroe County, WI has 8.24 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 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	2020 Employment
54660	Tomah, WI (in Monroe c...	10,928
54656	Sparta, WI (in Monroe c...	9,028
54619	Cashton, WI (in Monroe...	1,179
54666	Warrens, WI (in Monroe...	944
54670	Wilton, WI (in Monroe ...	598

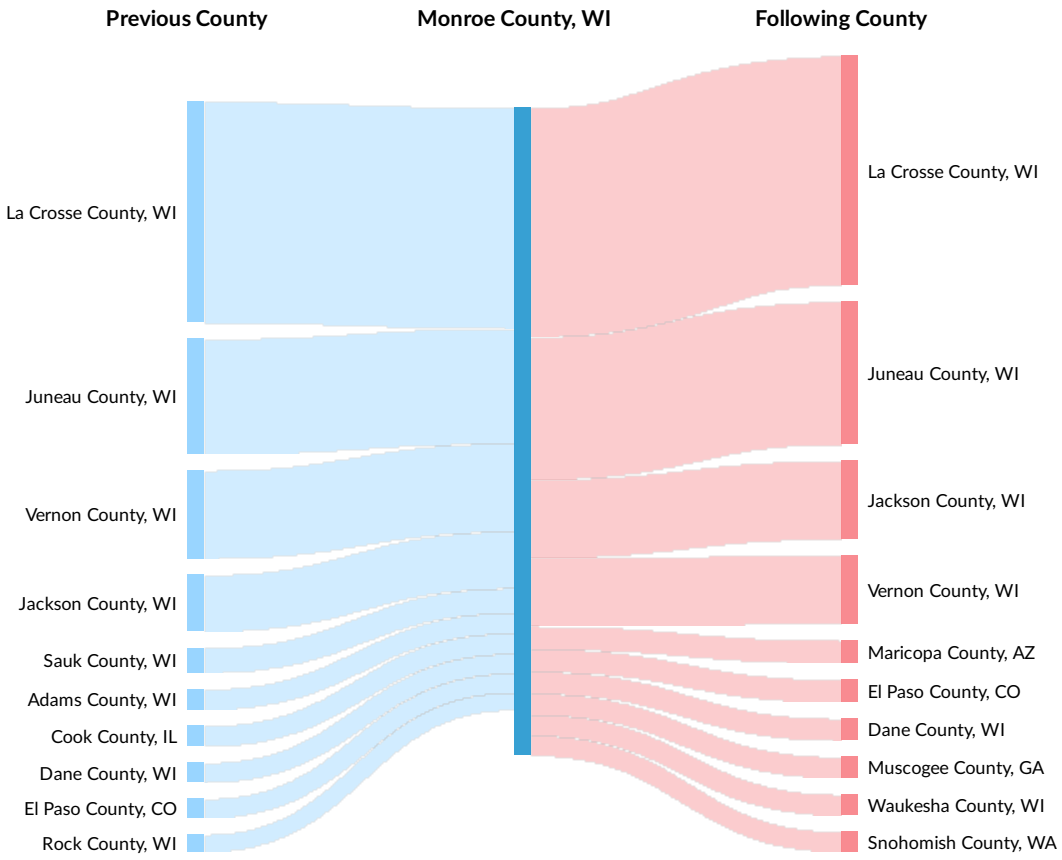
Where Talent Lives

ZIP	Name	2020 Workers
54656	Sparta, WI (in Monroe c...	9,426
54660	Tomah, WI (in Monroe c...	8,203
54619	Cashton, WI (in Monroe...	2,137
54666	Warrens, WI (in Monroe...	1,619
54648	Norwalk, WI (in Monroe...	798

Inbound and Outbound Migration

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

As of 2019, 339 people have migrated from La Crosse County, WI to Monroe County, WI. In the same year, 352 people left Monroe County, WI migrating to La Crosse County, WI. The total Net Migration for Monroe County, WI in 2018 was -95.



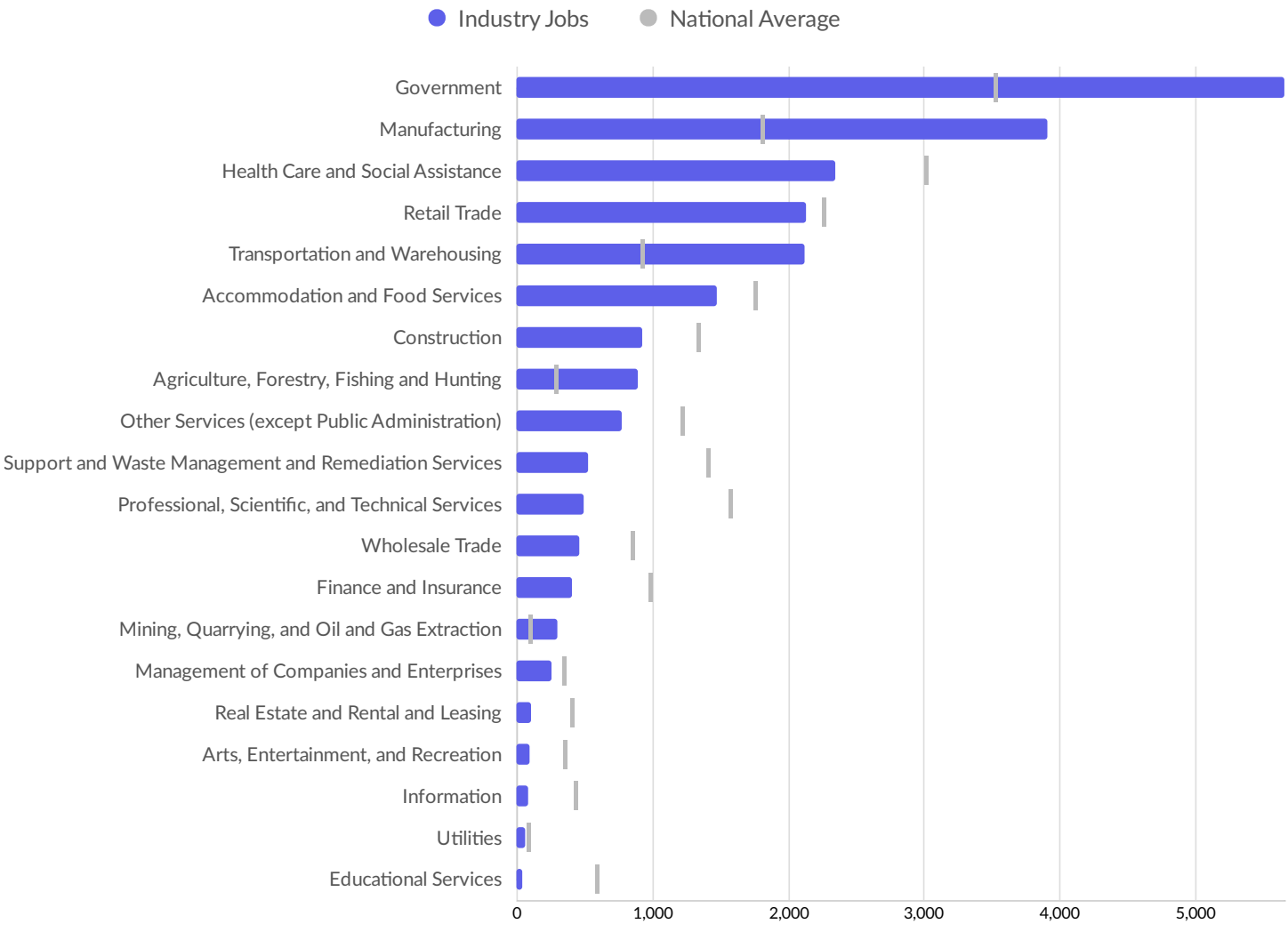
Top Previous Counties	Migrations
La Crosse County, WI	339
Juneau County, WI	177
Vernon County, WI	135
Jackson County, WI	87
Sauk County, WI	38
Adams County, WI	31

Top Previous Counties	Migrations
Cook County, IL	31
Dane County, WI	30
El Paso County, CO	29
Rock County, WI	27
Lapeer County, MI	26
Geary County, KS	25
Maricopa County, AZ	24
Virginia Beach City County, VA	23
Johnson County, IN	23

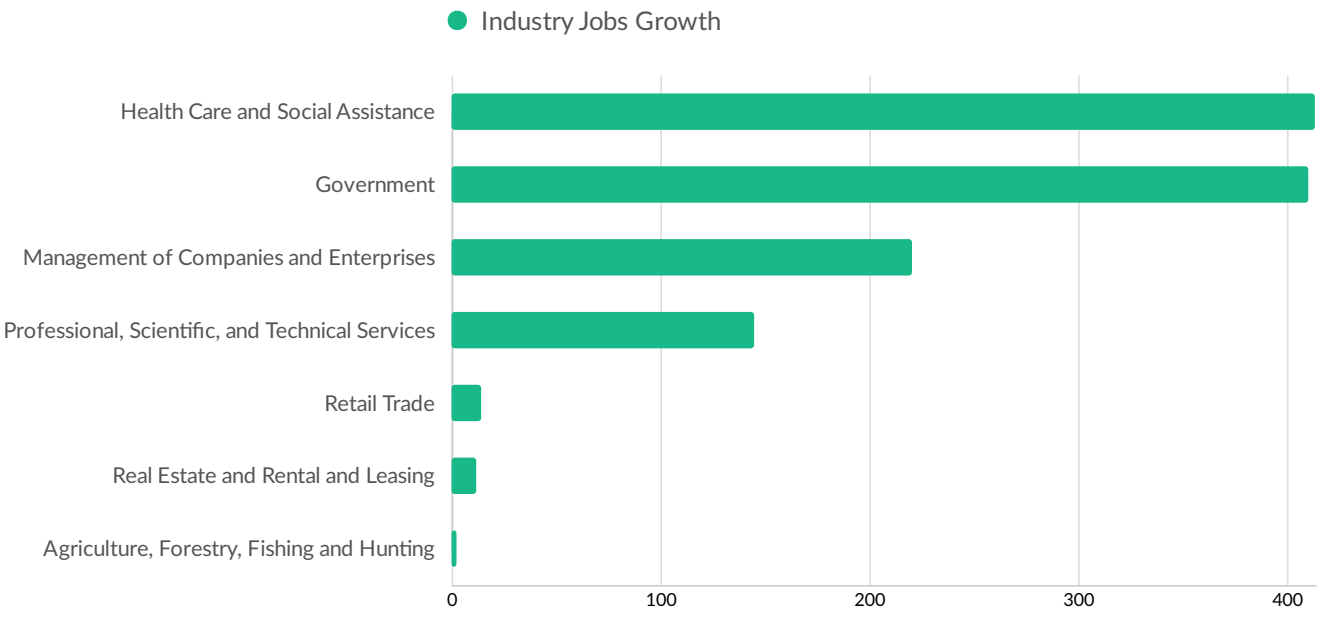
Top Following Counties	Migrations
La Crosse County, WI	352
Juneau County, WI	219
Jackson County, WI	120
Vernon County, WI	105
Maricopa County, AZ	35
El Paso County, CO	35
Dane County, WI	34
Muscogee County, GA	32
Waukesha County, WI	32
Snohomish County, WA	31
Greenville County, SC	30
Adams County, WI	25
Lucas County, OH	24
Anoka County, MN	23
McLennan County, TX	23

Industry Characteristics

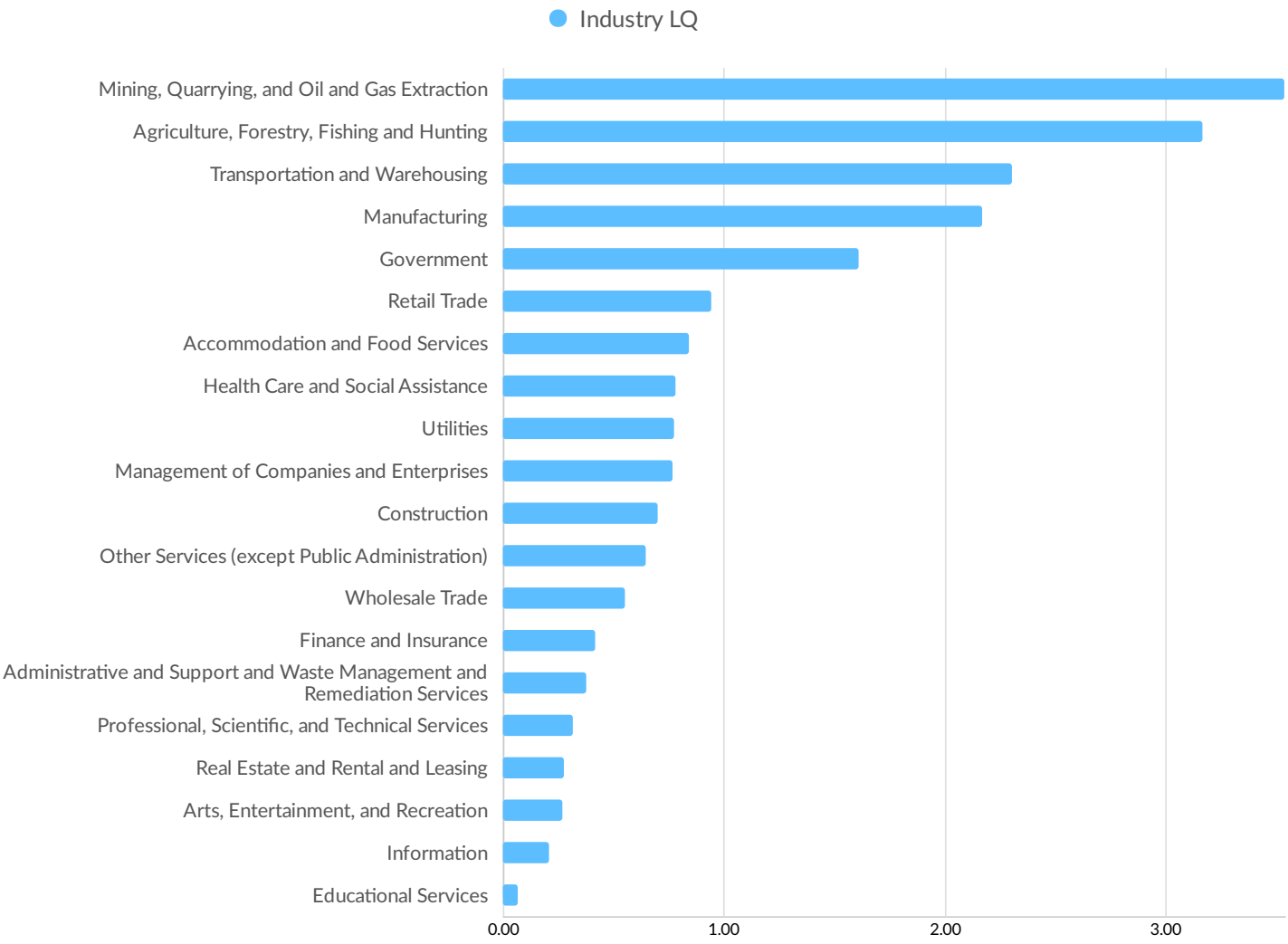
Largest Industries



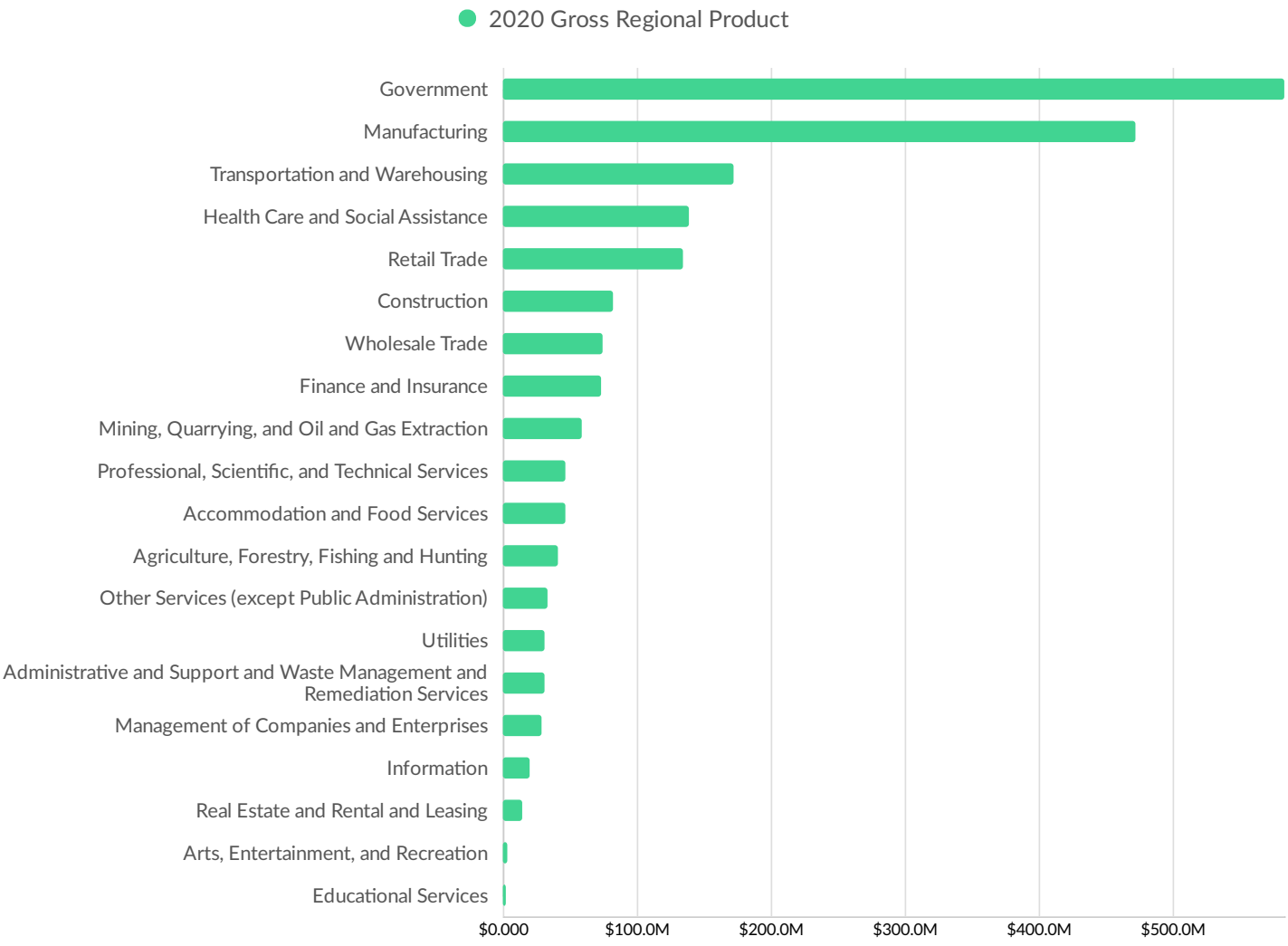
Top Growing Industries



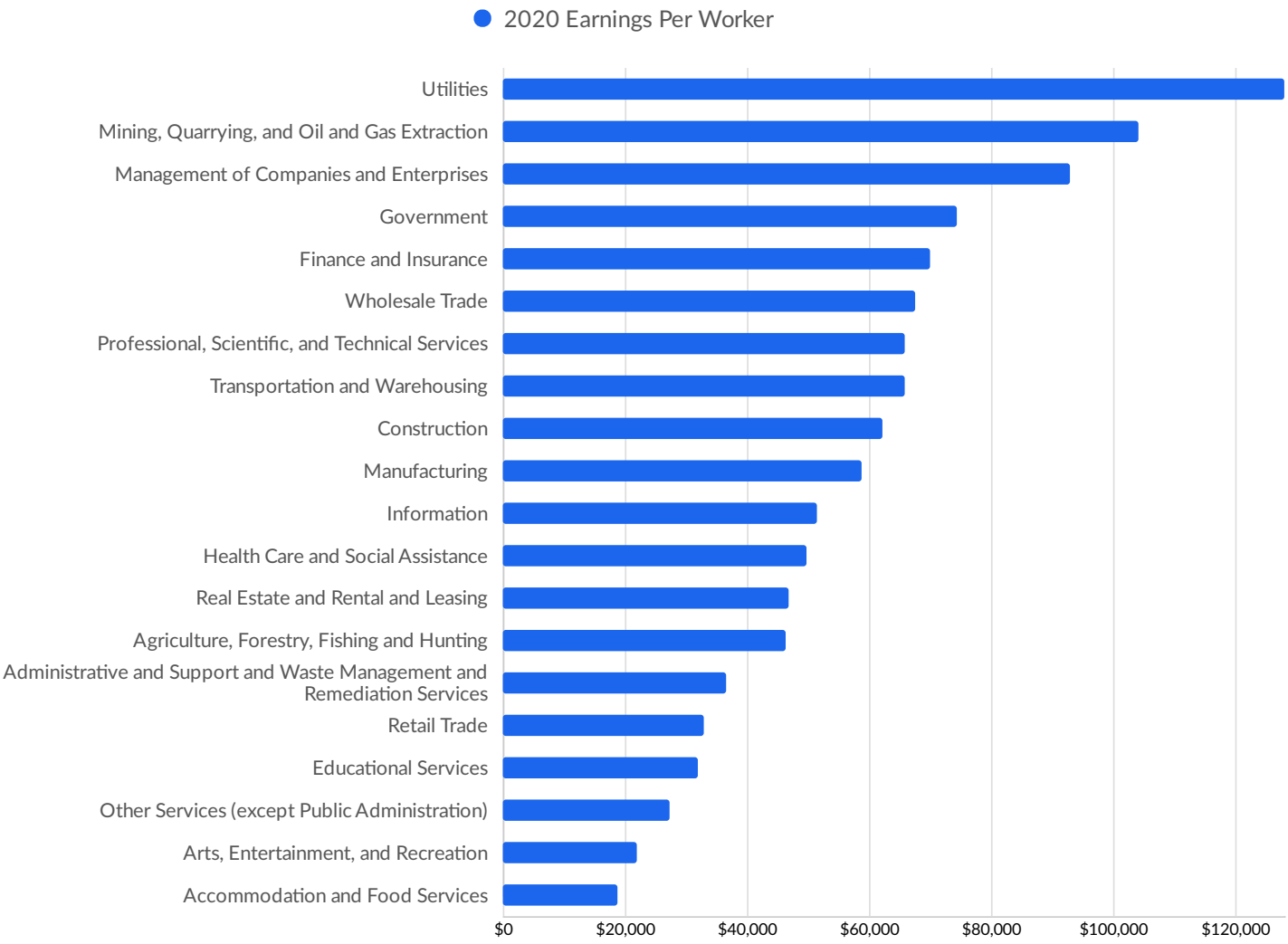
Top Industry LQ



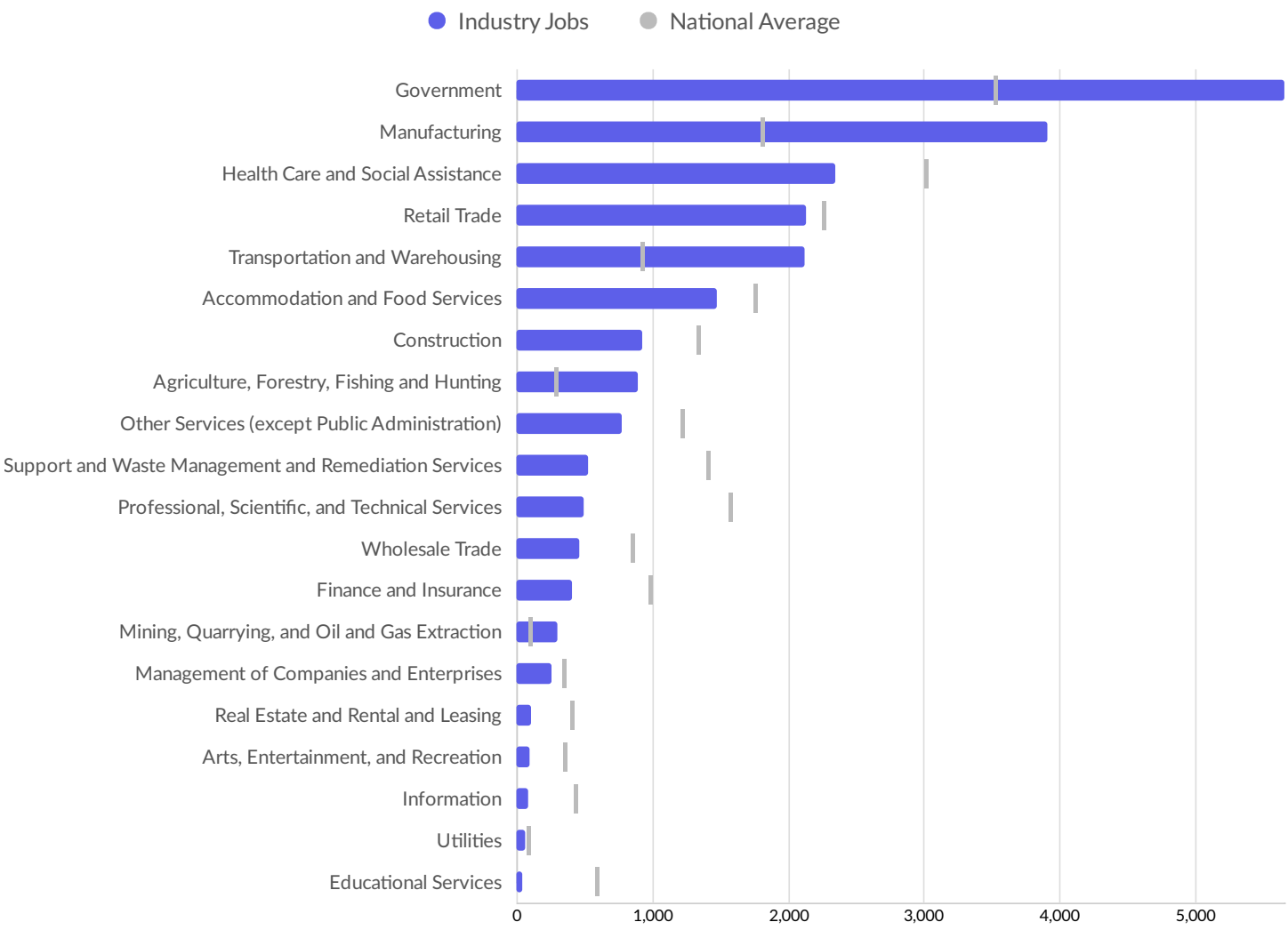
Top Industry GRP



Top Industry Earnings



Largest Industries



Business Characteristics

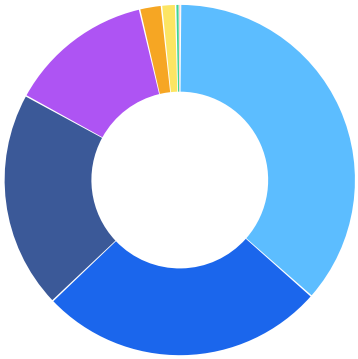
2,715 Companies Employ Your Workers

Online profiles for your workers mention 2,715 companies as employers, with the top 10 appearing below. In the last 12 months, 917 companies in Monroe County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
United States Department of th...	317
Department of Veterans Affairs	184
Wal-Mart, Inc.	118
Gundersen Health System	110
The Toro Company	99
Tomah Memorial Hospital, Inc.	90
Mayo Clinic	79
Mathews Inc	75
Tomah Area School District	75
Ho-Chunk Nation	73

Top Companies Posting	Unique Postings
Wal-Mart, Inc.	266
General Dynamics Corporation	258
Hormel Foods Corporation	206
U.S. Xpress, Inc.	181
Roehl Transport, Inc.	136
ManpowerGroup Global	134
Department of Veterans Affairs	125
C.R. England, Inc.	106
Love's Travel Stops & Country St...	104
Marten Transport, Ltd.	102

Business Size

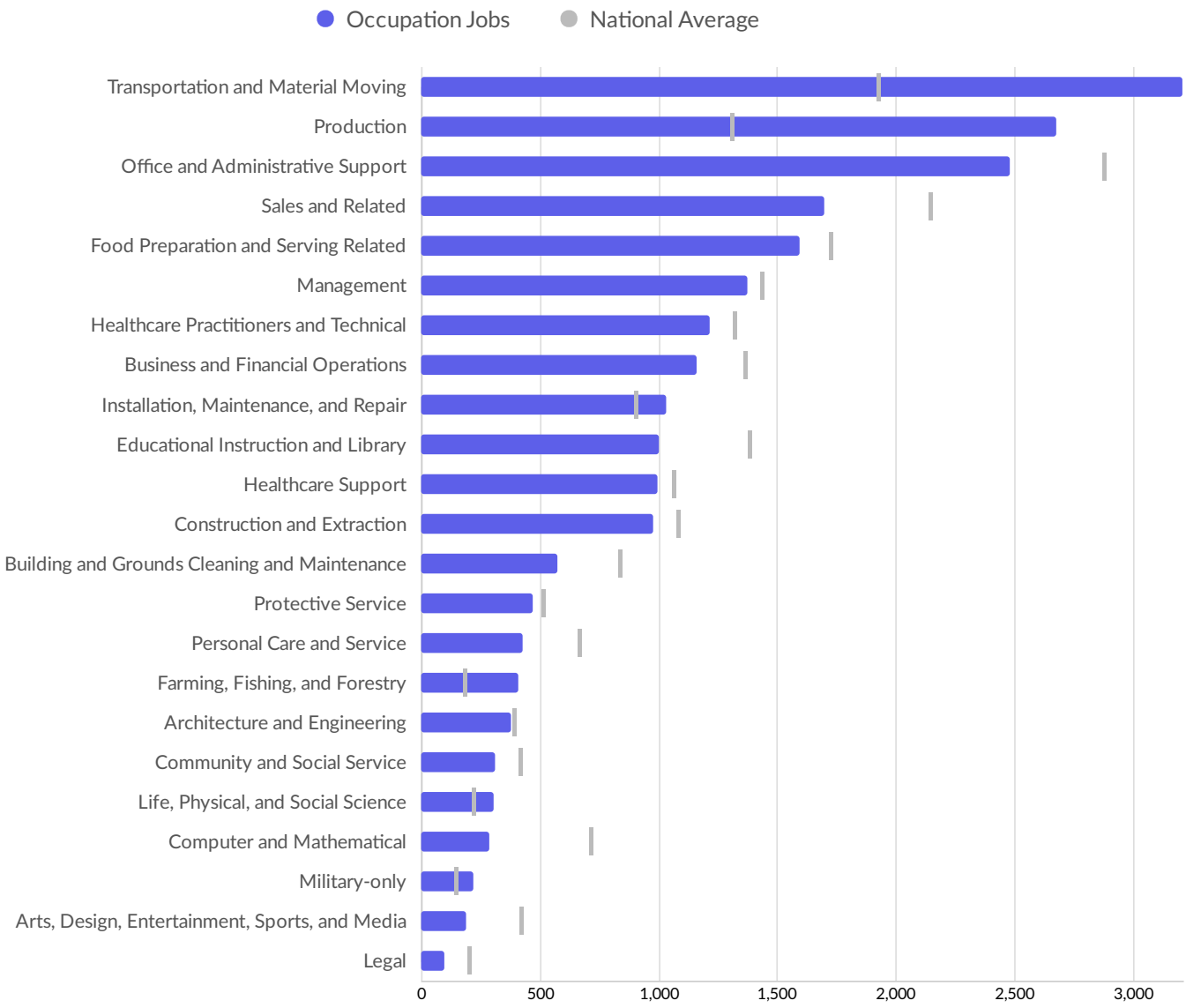


	Percentage	Business Count
1 to 4 employees	36.4%	650
5 to 9 employees	26.4%	471
10 to 19 employees	20.1%	358
20 to 49 employees	13.3%	238
50 to 99 employees	2.0%	36
100 to 249 employees	1.3%	23
250 to 499 employees	0.3%	6
500+ employees	0.1%	2

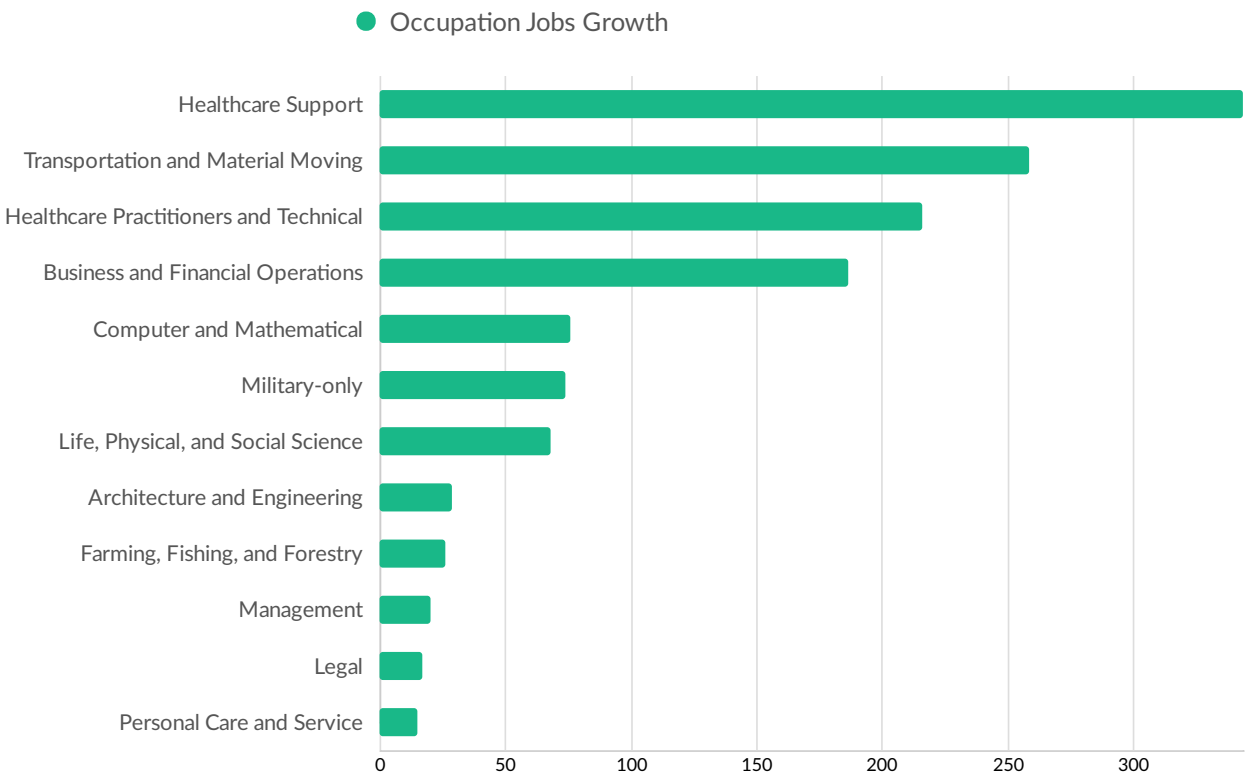
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

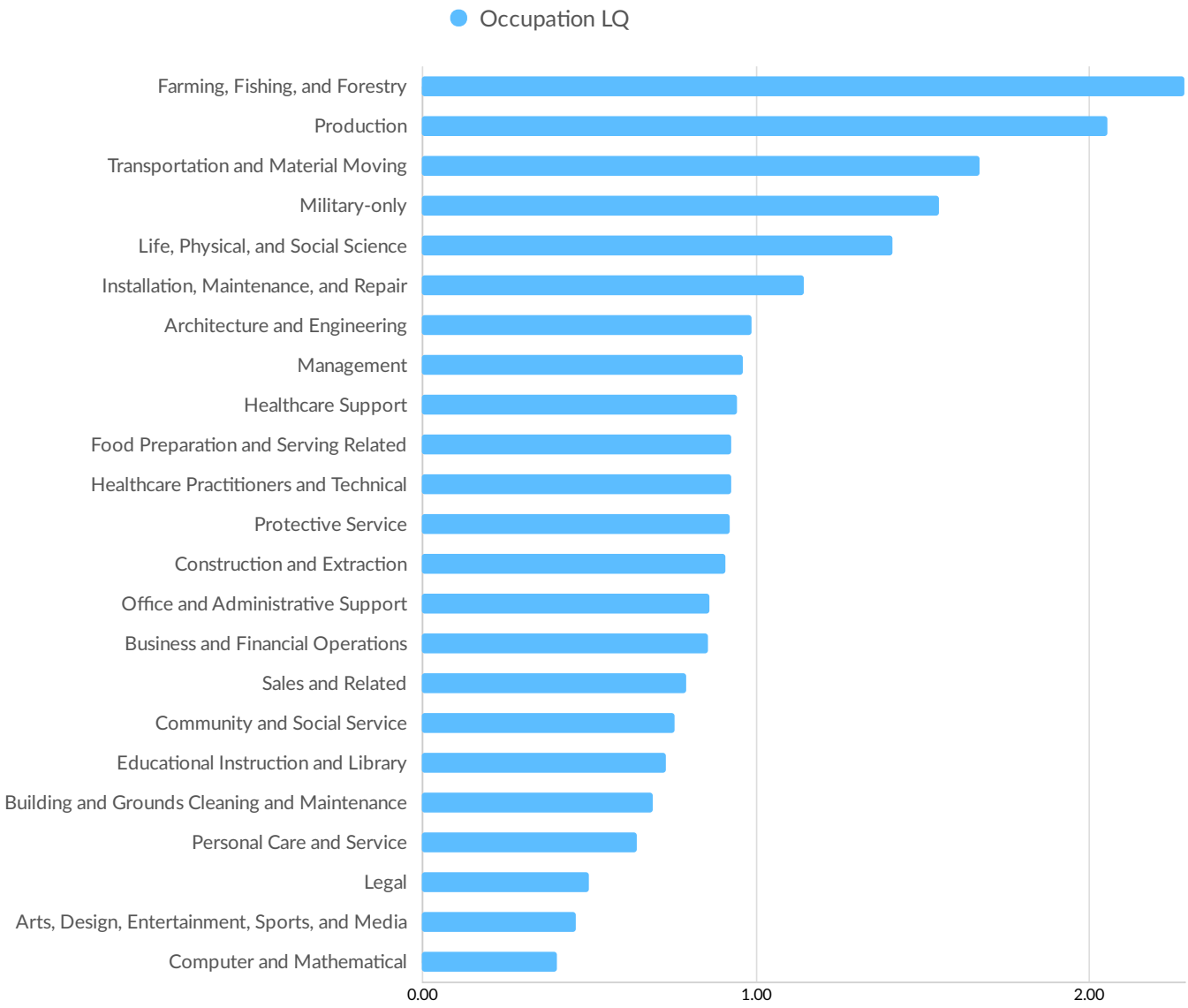
Largest Occupations



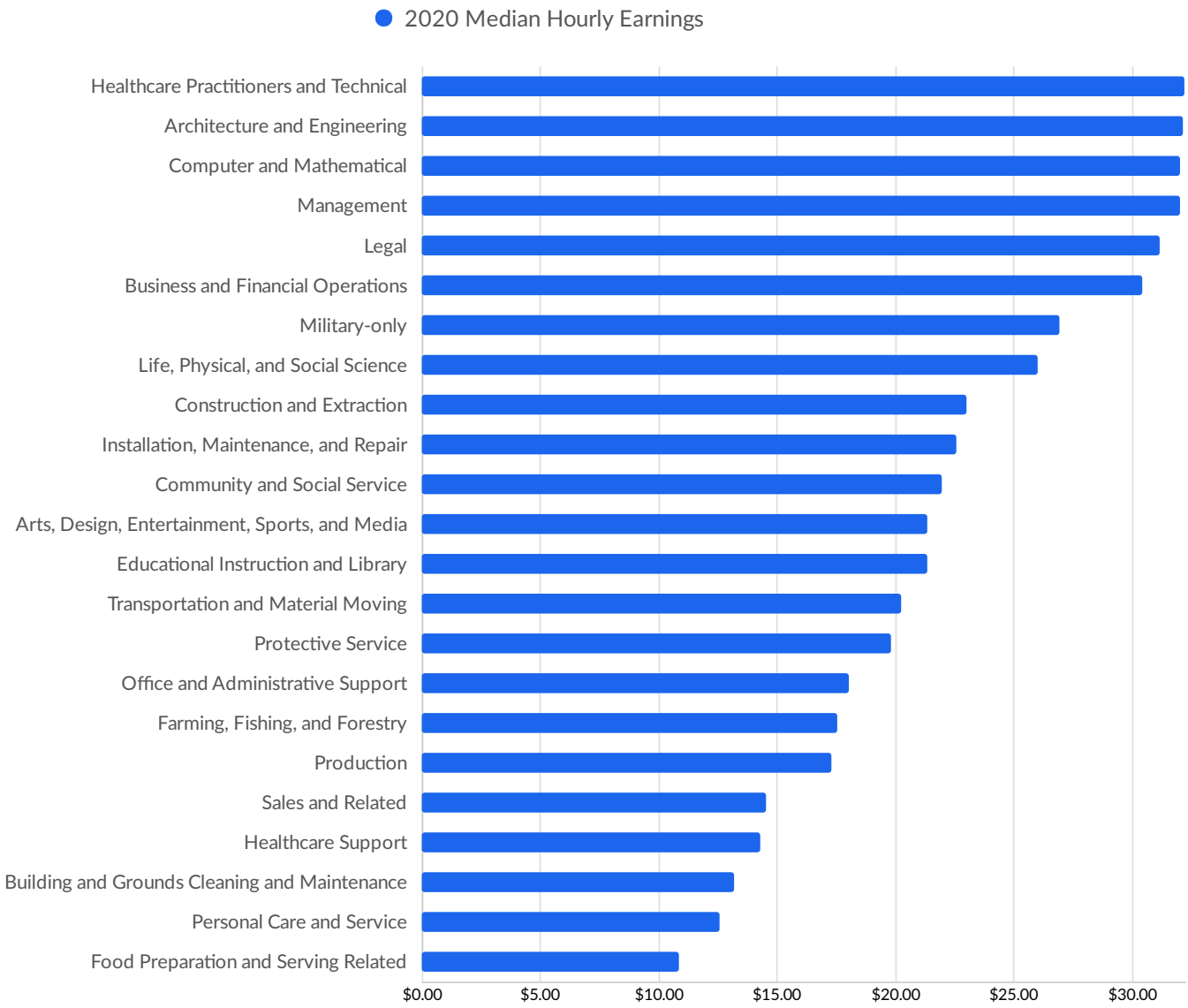
Top Growing Occupations



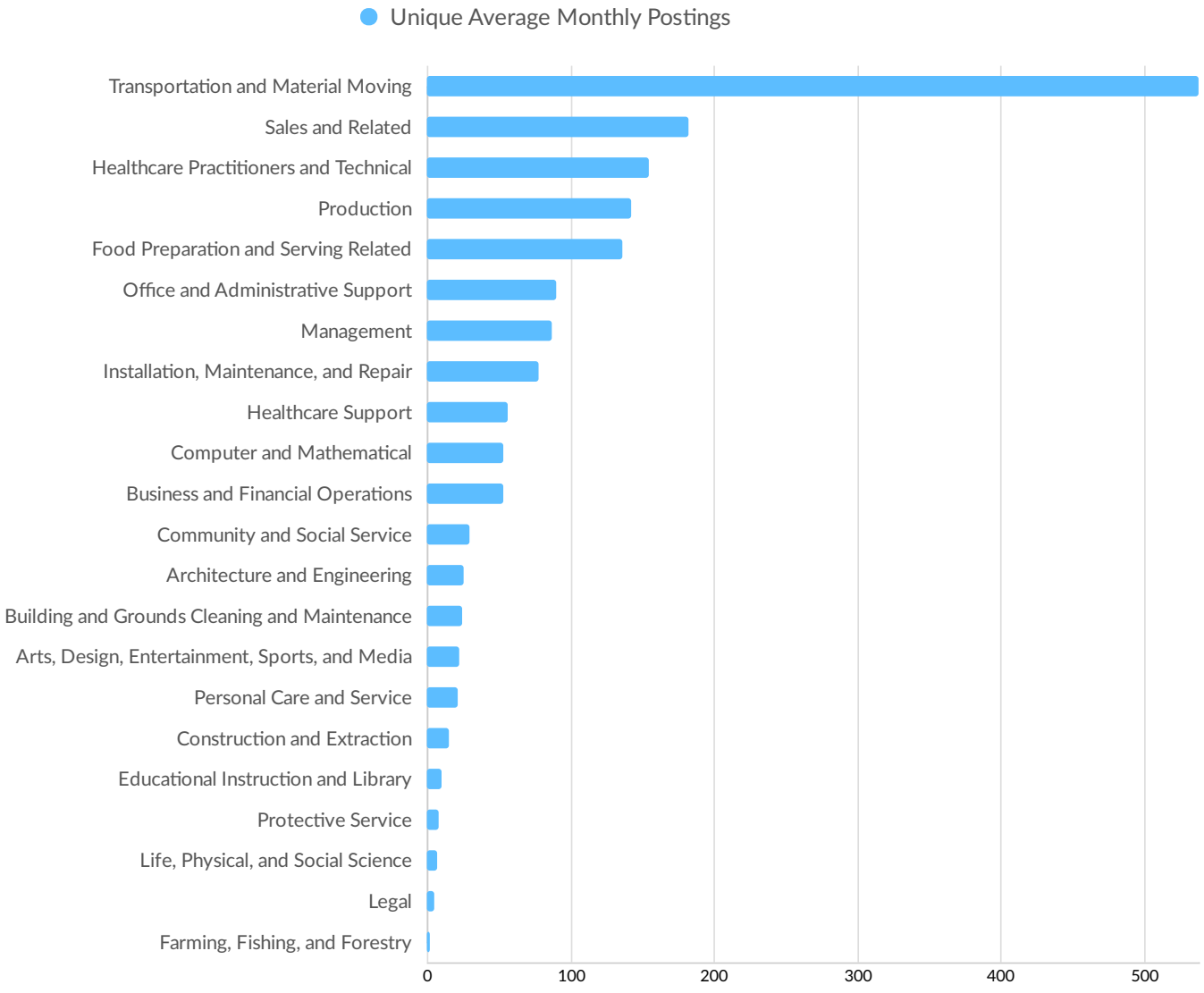
Top Occupation LQ



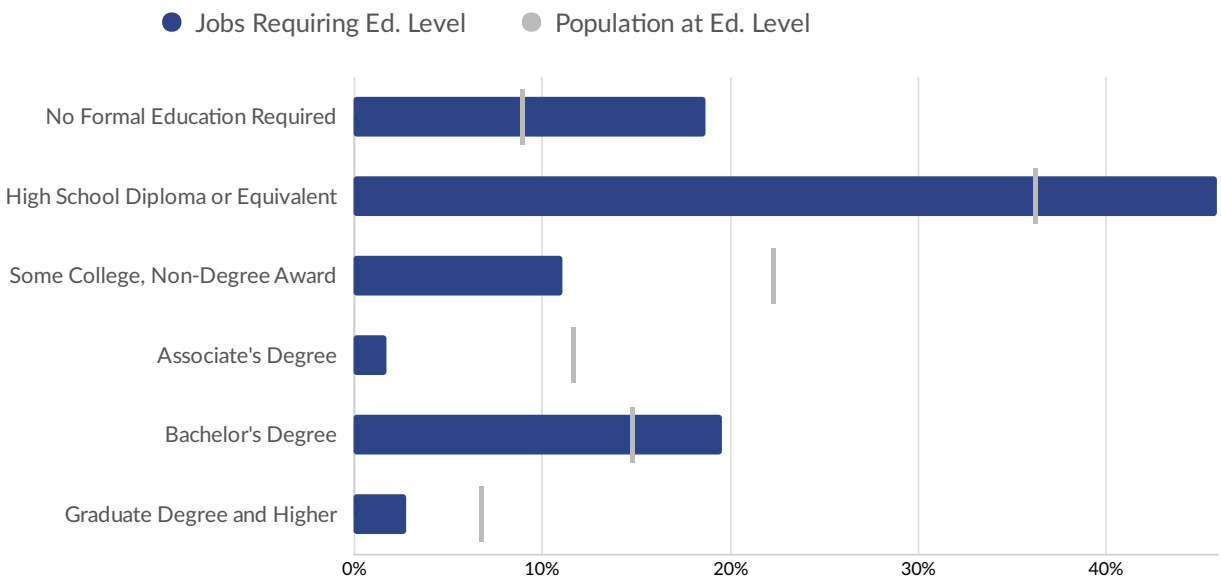
Top Occupation Earnings



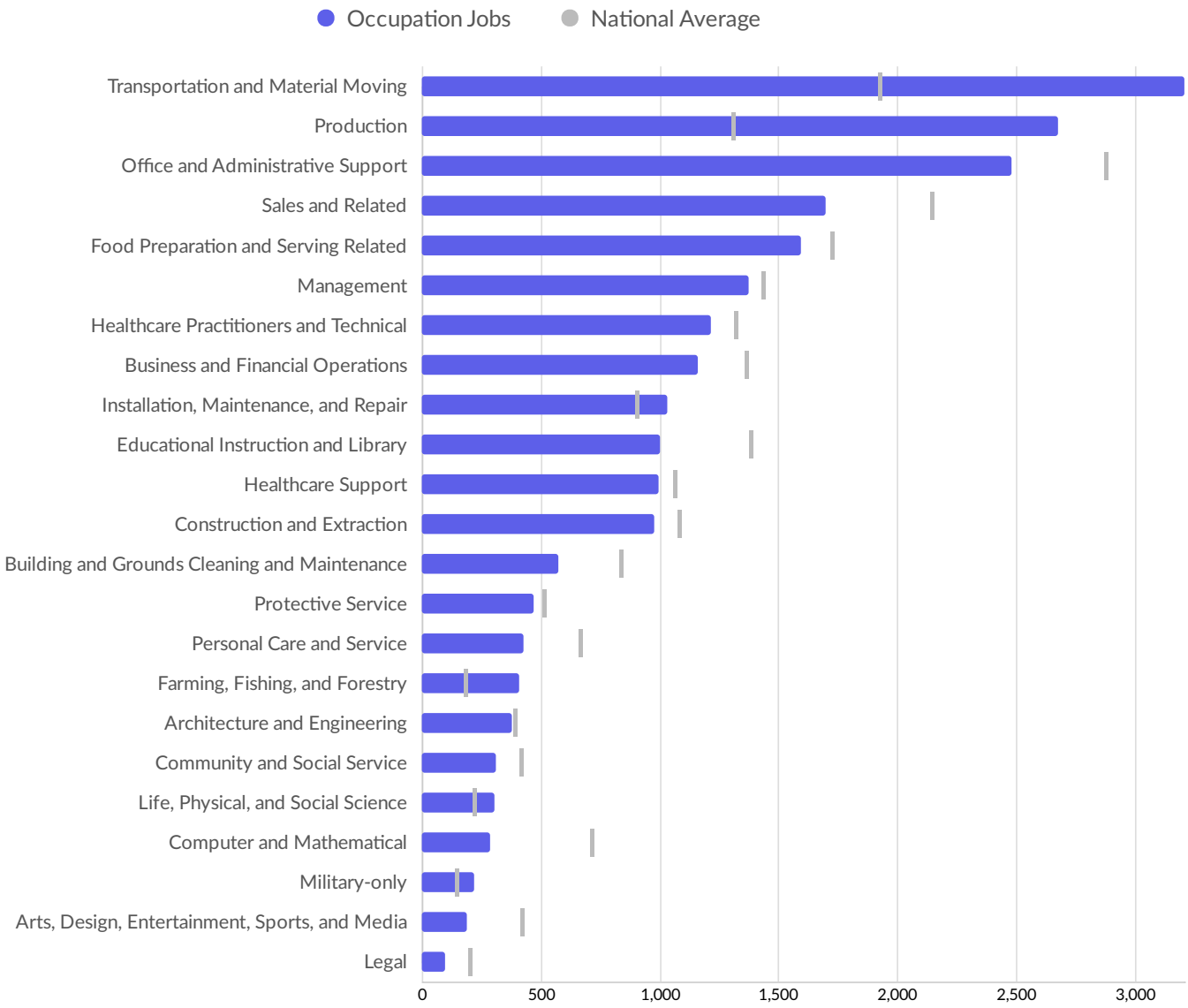
Top Posted Occupations



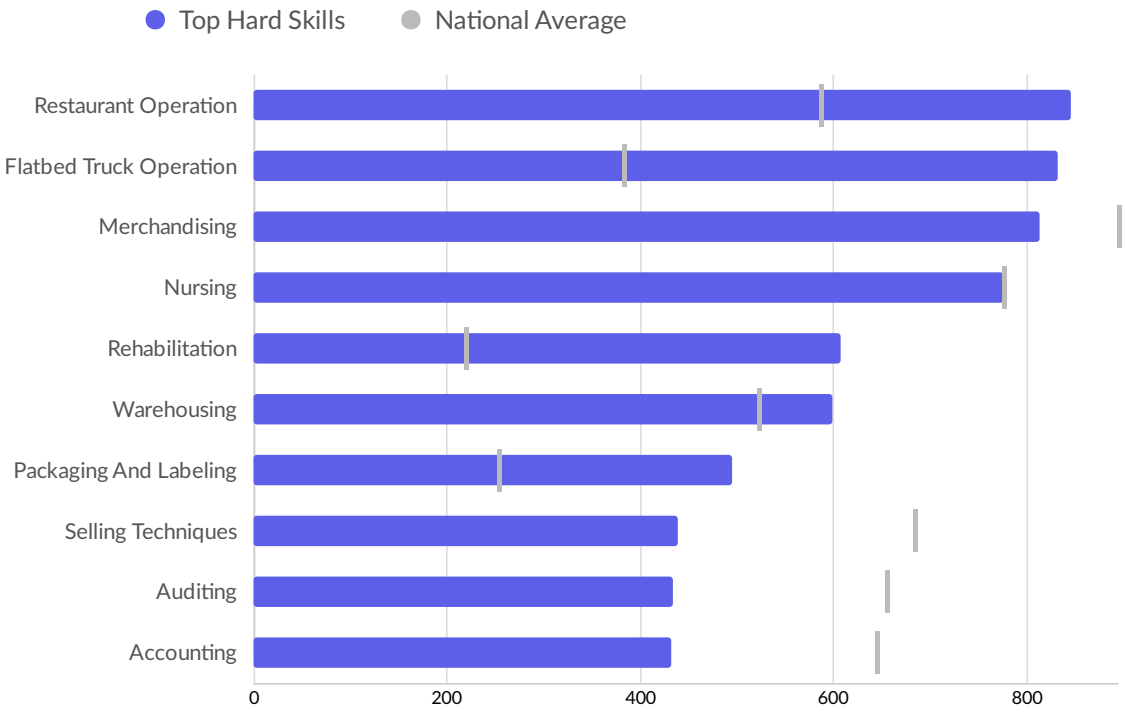
Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills