



# Vernon County, WI

Mississippi River Regional Planning Commission



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La Crosse, Wisconsin 54601

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## Report Parameters

### 1 County

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55123    Vernon County, WI

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### Class of Worker

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

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

## Economy Overview

31,106

Population (2020)

Population **grew by 789** over the last 5 years and is projected to **grow by 1,140** over the next 5 years.

10,144

Total Regional Employment

Jobs **decreased by 435** over the last 5 years but are projected to **grow by 410** over the next 5 years.

\$52.5K

Median Household Income (2019)

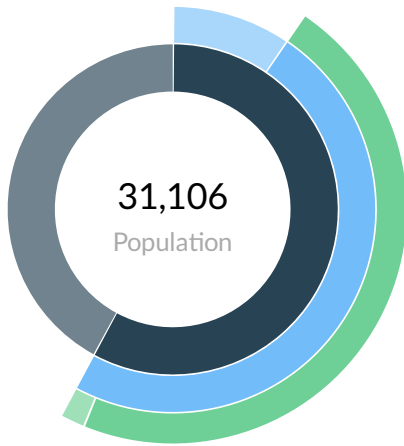
Median household income is **\$10.4K below** the national median household income of \$62.8K.

## Takeaways

- As of 2020 the region's population **increased by 2.6%** since 2015, growing by 789. Population is expected to **increase by 3.7%** between 2020 and 2025, adding 1,140.
- From 2015 to 2020, jobs **declined by 4.1%** in Vernon County, WI from 10,579 to **10,144**. This change **fell short of the national growth rate of 1.3% by 5.4%**. As the number of jobs declined, the **labor force participation rate decreased from 63.8% to 61.6% between 2015 and 2020**.
- Concerning educational attainment, **15.1% of Vernon County, WI residents possess a Bachelor's Degree** (5.0% below the national average), and **11.9% hold an Associate's Degree** (3.3% above the national average).
- The top three industries in 2020 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and General Medical and Surgical Hospitals.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	31,106	15,051	10,144	96.5	\$993.88M	\$1.81B	\$1.15B
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

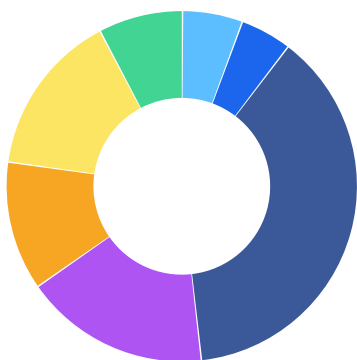
## 2020 Labor Force Breakdown



	Population
● Total Working Age Population	17,988
● Not in Labor Force (15+)	2,937
● Labor Force	15,051
● Employed	14,517
● Unemployed	534
● Under 15	13,118

## Educational Attainment

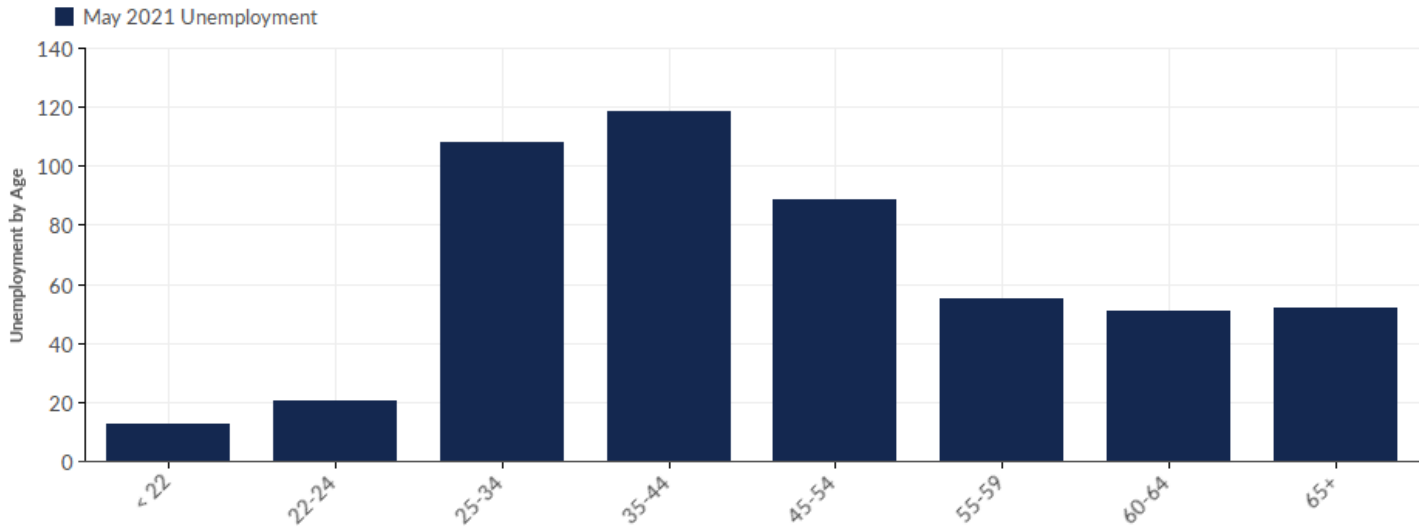
Concerning educational attainment, **15.1% of Vernon County, WI residents possess a Bachelor's Degree** (5.0% below the national average), and **11.9% hold an Associate's Degree** (3.3% above the national average).



	% of Population	Population
● Less Than 9th Grade	5.6%	1,160
● 9th Grade to 12th Grade	4.7%	991
● High School Diploma	37.8%	7,900
● Some College	17.1%	3,571
● Associate's Degree	11.9%	2,485
● Bachelor's Degree	15.1%	3,148
● Graduate Degree and Higher	7.8%	1,625

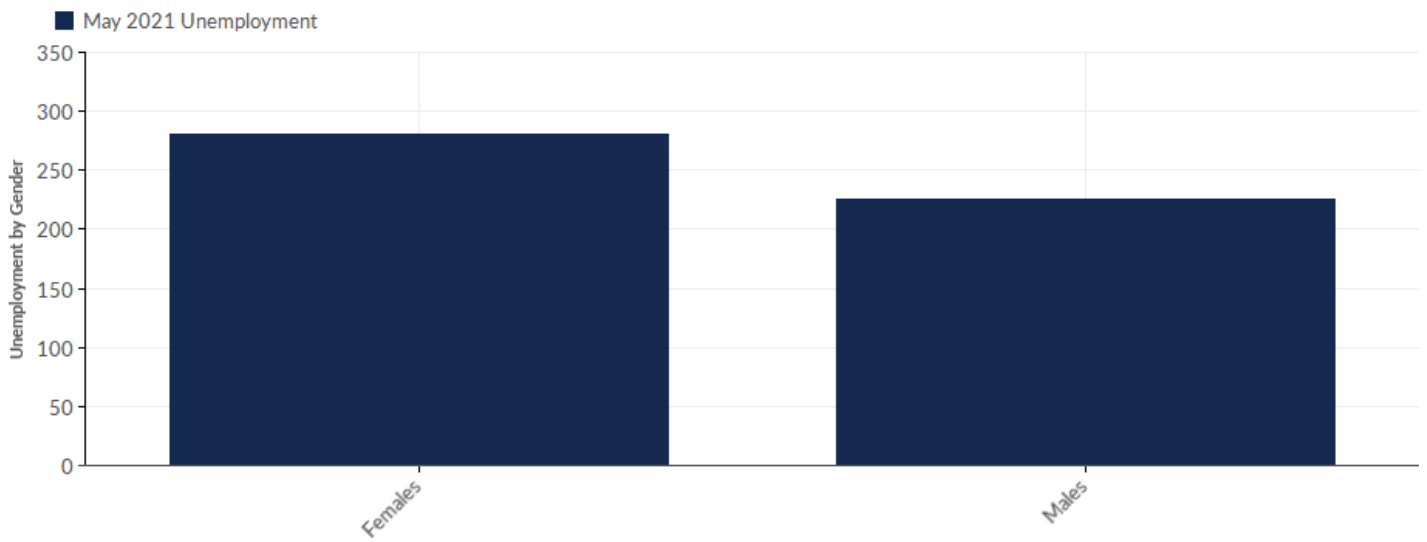
# Unemployment by Demographics

## Unemployment by Age



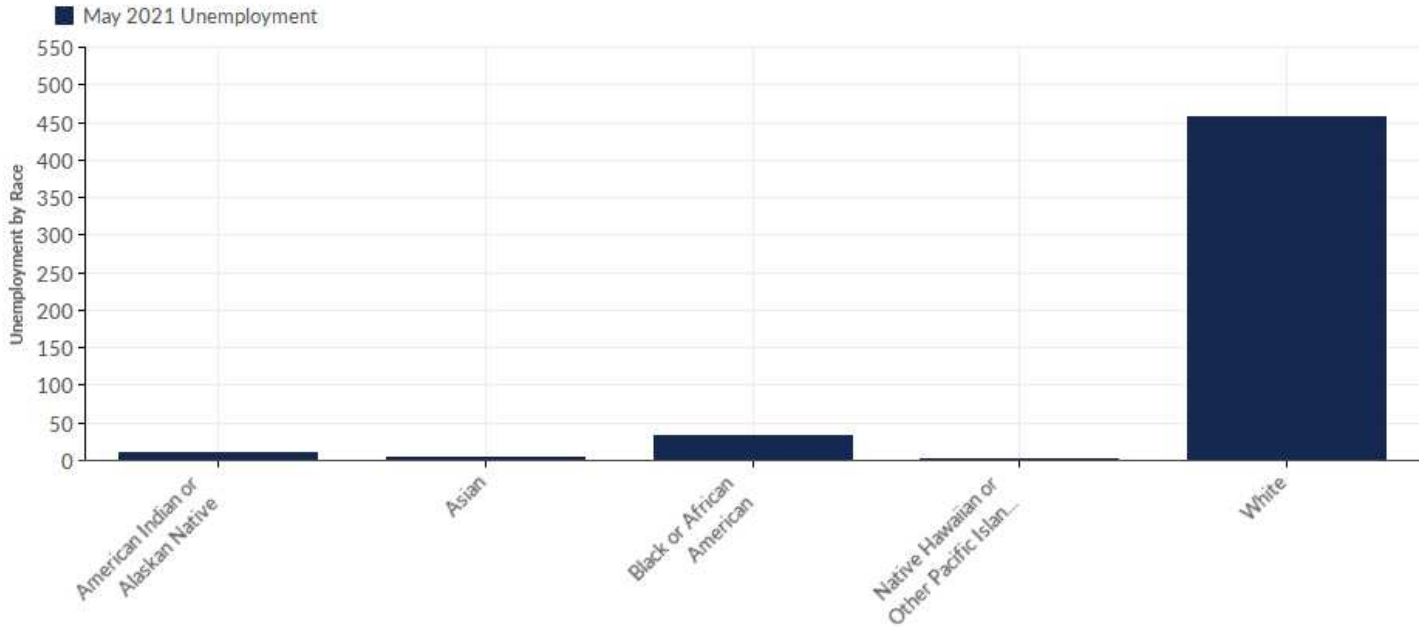
Age	Unemployment (May 2021)	% of Age Cohort
< 22	13	2.57%
22-24	20	3.95%
25-34	108	21.34%
35-44	118	23.32%
45-54	89	17.59%
55-59	55	10.87%
60-64	51	10.08%
65+	52	10.28%
<b>Total</b>	<b>506</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (May 2021)	% of Age Cohort
Females	281	55.53%
Males	225	44.47%
Total	506	100.00%

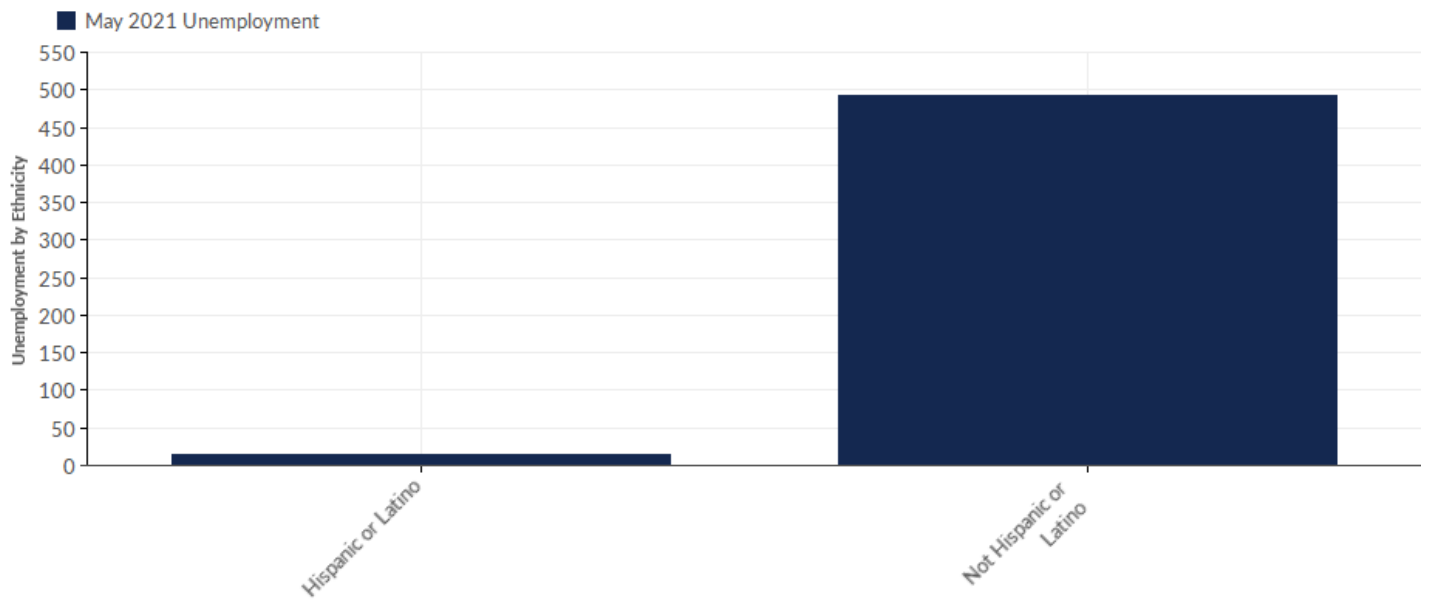
## Unemployment by Race



Race	Unemployment (May 2021)	% of Age Cohort
American Indian or Alaskan Native	10	1.98%
Asian	4	0.79%
Black or African American	33	6.52%
Native Hawaiian or Other Pacific Islander	3	0.59%
White	456	90.12%
Total	506	100.00%



## Unemployment by Ethnicity

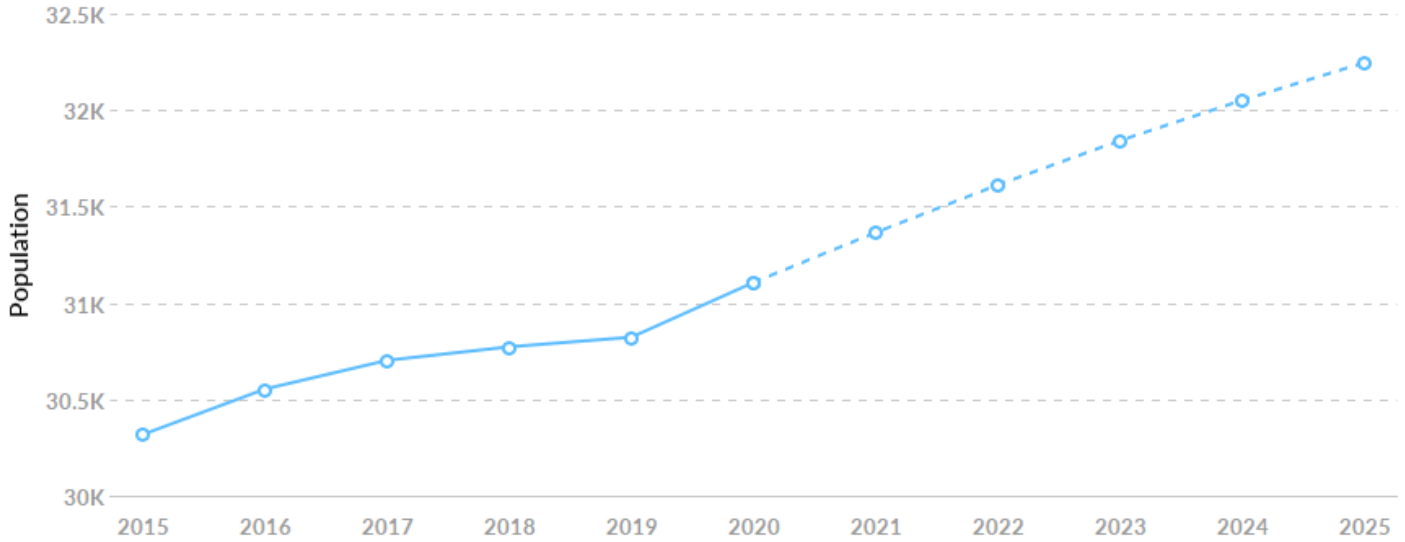


Ethnicity	Unemployment (May 2021)	% of Age Cohort
Hispanic or Latino	14	2.77%
Not Hispanic or Latino	492	97.23%
Total	506	100.00%

# Historic & Projected Trends

## Population Trends

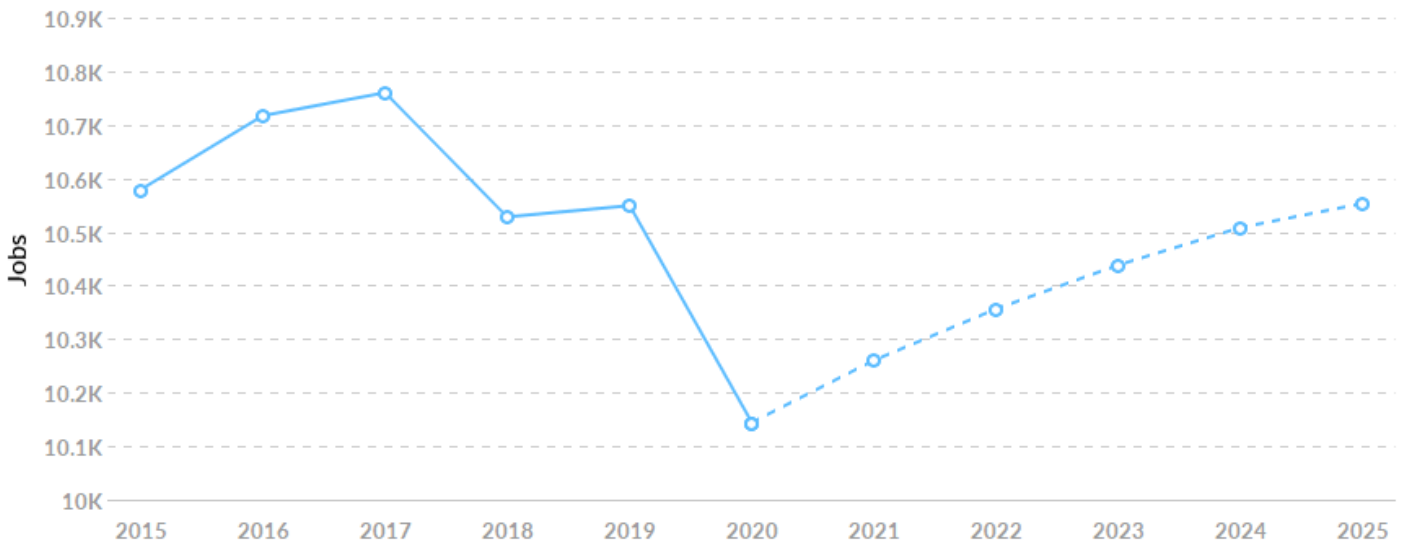
As of 2020 the region's population **increased by 2.6%** since 2015, growing by 789. Population is expected to **increase by 3.7%** between 2020 and 2025, adding 1,140.



Timeframe	Population
2015	30,317
2016	30,553
2017	30,702
2018	30,772
2019	30,822
2020	31,106
2021	31,365
2022	31,612
2023	31,842
2024	32,051
2025	32,246

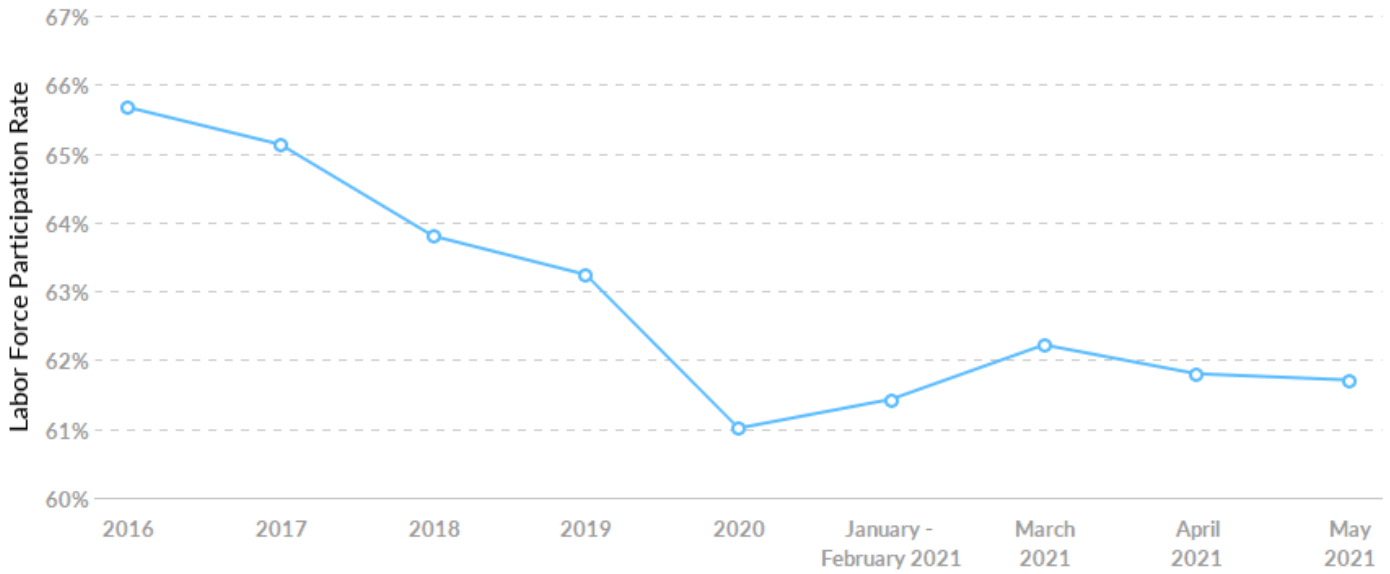
## Job Trends

From 2015 to 2020, jobs declined by 4.1% in Vernon County, WI from 10,579 to 10,144. This change fell short of the national growth rate of 1.3% by 5.4%.



Timeframe	Jobs
2015	10,579
2016	10,717
2017	10,760
2018	10,528
2019	10,549
2020	10,144
2021	10,260
2022	10,356
2023	10,438
2024	10,508
2025	10,553

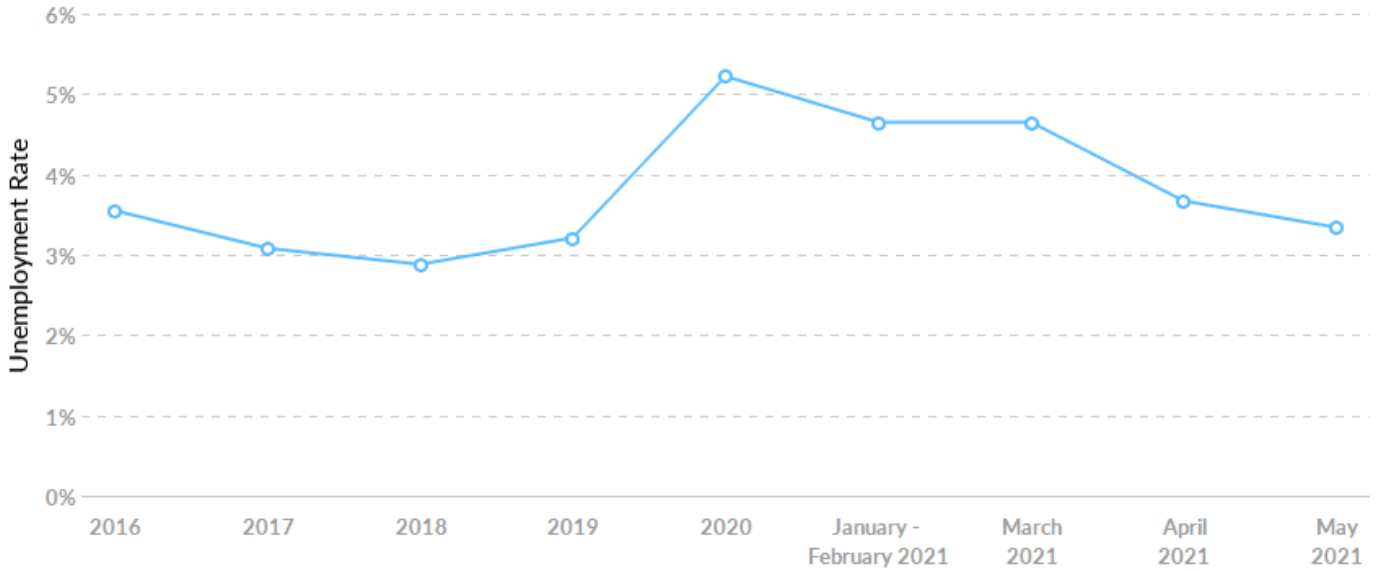
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	65.67%
2017	65.13%
2018	63.80%
2019	63.24%
2020	61.01%
January - February 2021	61.43%
March 2021	62.22%
April 2021	61.80%
May 2021	61.71%

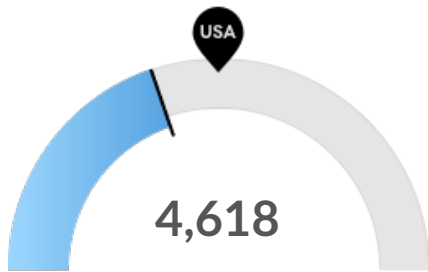
## Unemployment Rate Trends

Vernon County, WI had a May 2021 unemployment rate of 3.34%, decreasing from 3.55% 5 years before.



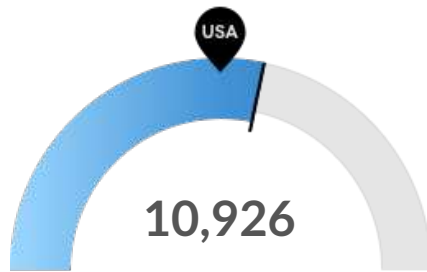
Timeframe	Unemployment Rate
2016	3.55%
2017	3.08%
2018	2.88%
2019	3.21%
2020	5.22%
January - February 2021	4.65%
March 2021	4.65%
April 2021	3.67%
May 2021	3.34%

## Population Characteristics



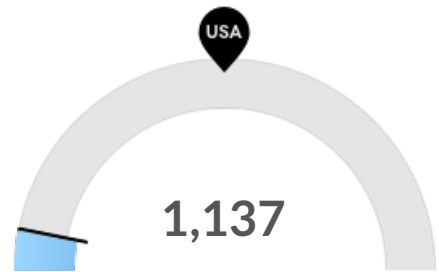
**Millennials**

Vernon County, WI has 4,618 millennials (ages 25-39). The national average for an area this size is 6,355.



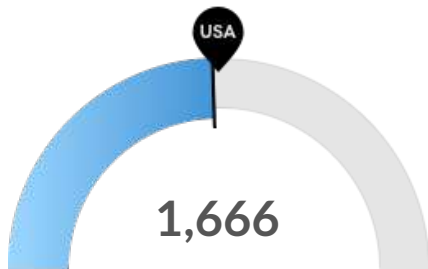
**Retiring Soon**

Retirement risk is high in Vernon County, WI. The national average for an area this size is 9,062 people 55 or older, while there are 10,926 here.



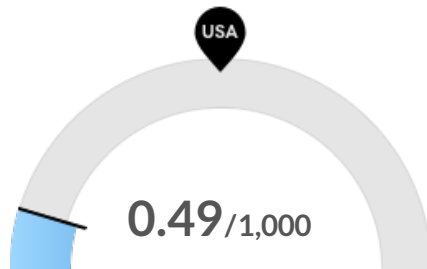
**Racial Diversity**

Racial diversity is low in Vernon County, WI. The national average for an area this size is 12,294 racially diverse people, while there are 1,137 here.



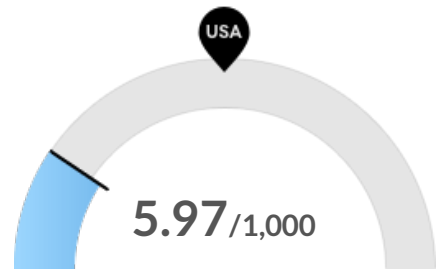
**Veterans**

Vernon County, WI has 1,666 veterans. The national average for an area this size is 1,712.



**Violent Crime**

Vernon County, WI has 0.49 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

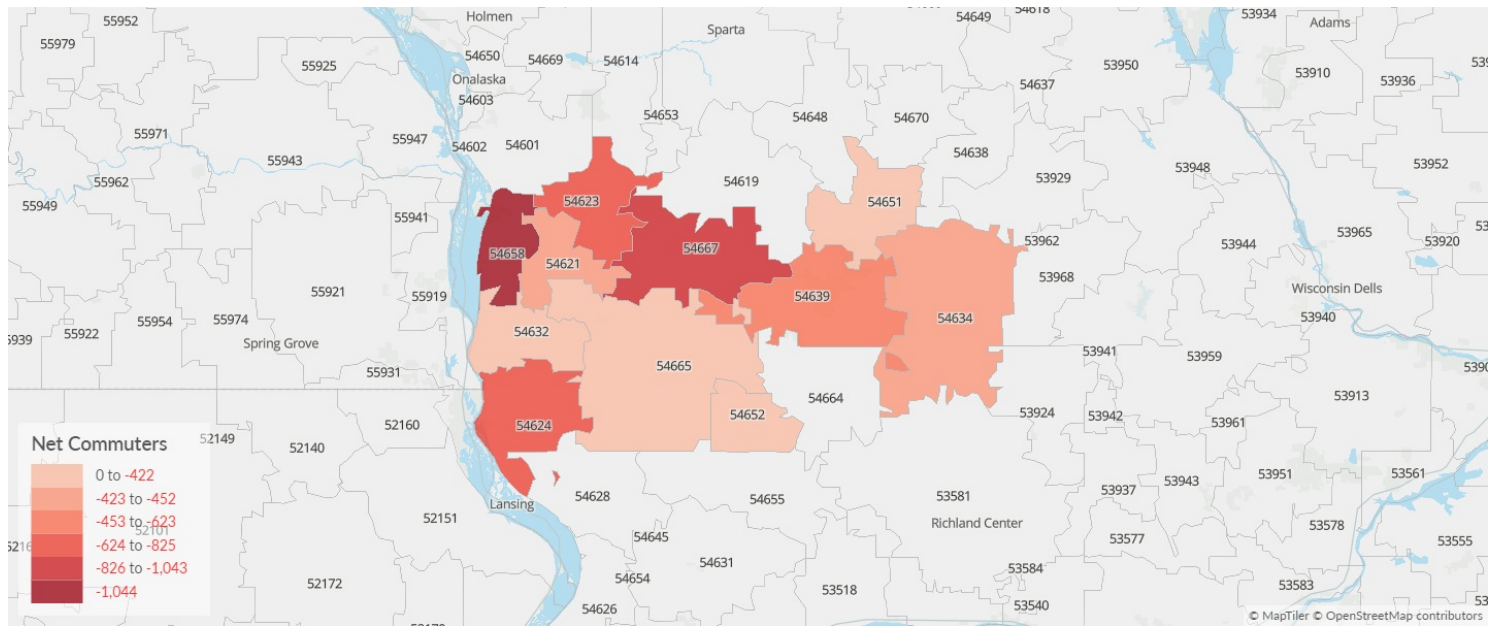


**Property Crime**

Vernon County, WI has 5.97 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 Vernon County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

ZIP	Name	2020 Employment
54665	Viroqua, WI (in Vernon ...	4,156
54667	Westby, WI (in Vernon ...	2,098
54634	Hillsboro, WI (in Vernon...	1,329
54639	La Farge, WI (in Vernon ...	557
54623	Coon Valley, WI (in Vern...	479

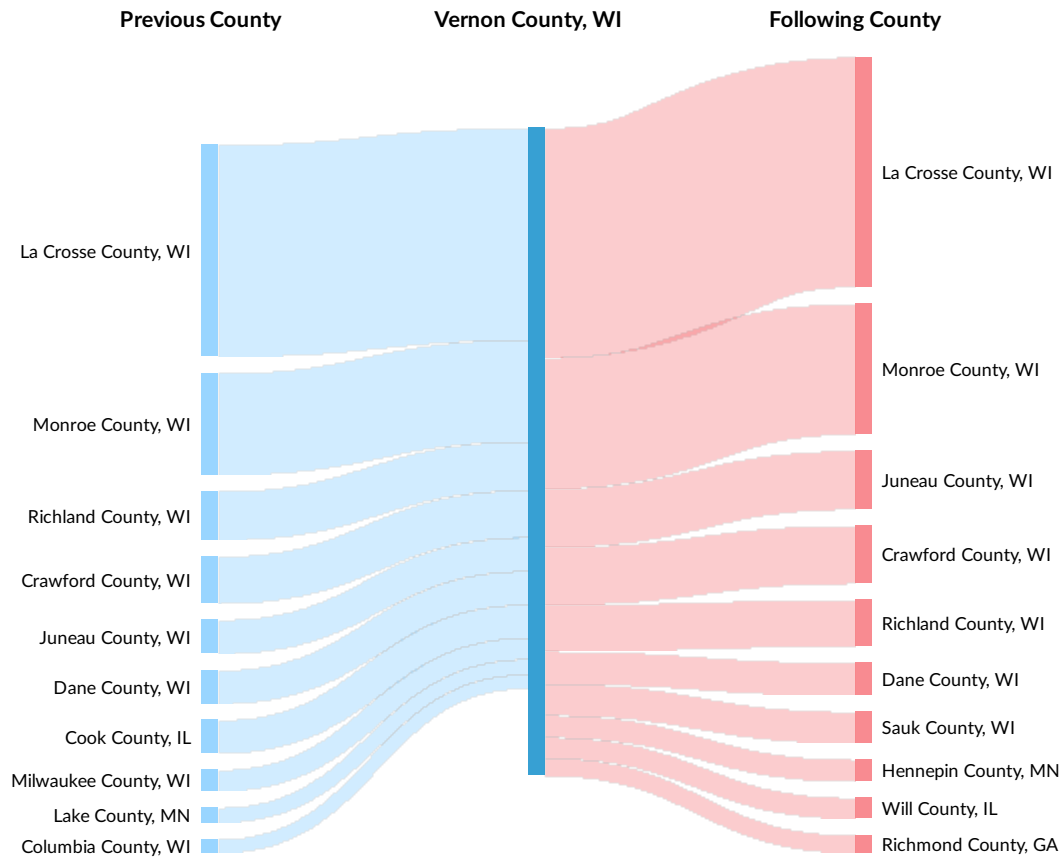
### Where Talent Lives

ZIP	Name	2020 Workers
54665	Viroqua, WI (in Vernon ...	4,467
54667	Westby, WI (in Vernon ...	2,925
54634	Hillsboro, WI (in Vernon...	1,755
54658	Stoddard, WI (in Vernon...	1,358
54623	Coon Valley, WI (in Vern...	1,131

# Inbound and Outbound Migration

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

As of 2019, 219 people have migrated from La Crosse County, WI to Vernon County, WI. In the same year, 238 people left Vernon County, WI migrating to La Crosse County, WI. The total Net Migration for Vernon County, WI in 2018 was -90.



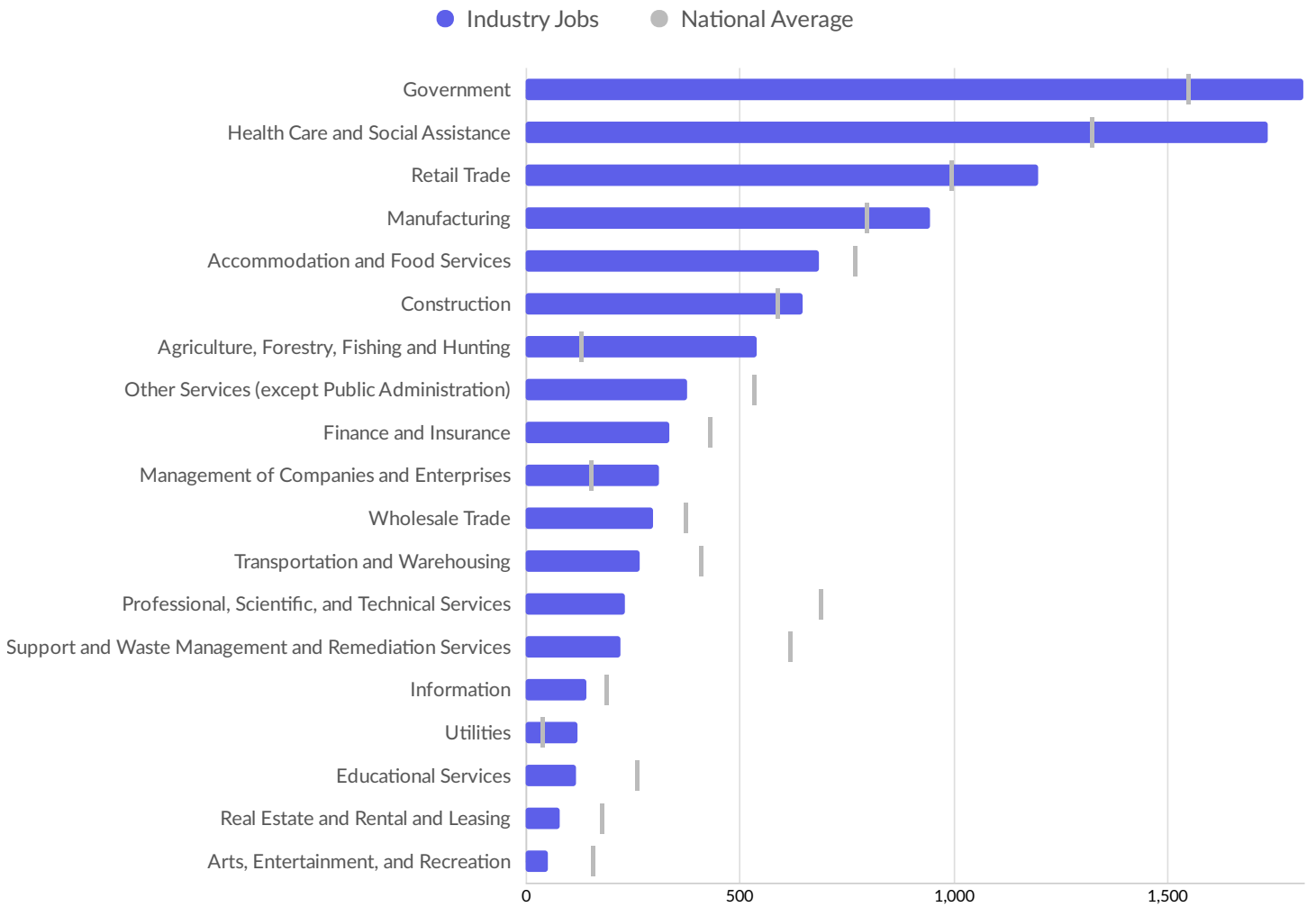
Top Previous Counties	Migrations
La Crosse County, WI	219
Monroe County, WI	105
Richland County, WI	50
Crawford County, WI	49
Juneau County, WI	35
Dane County, WI	35



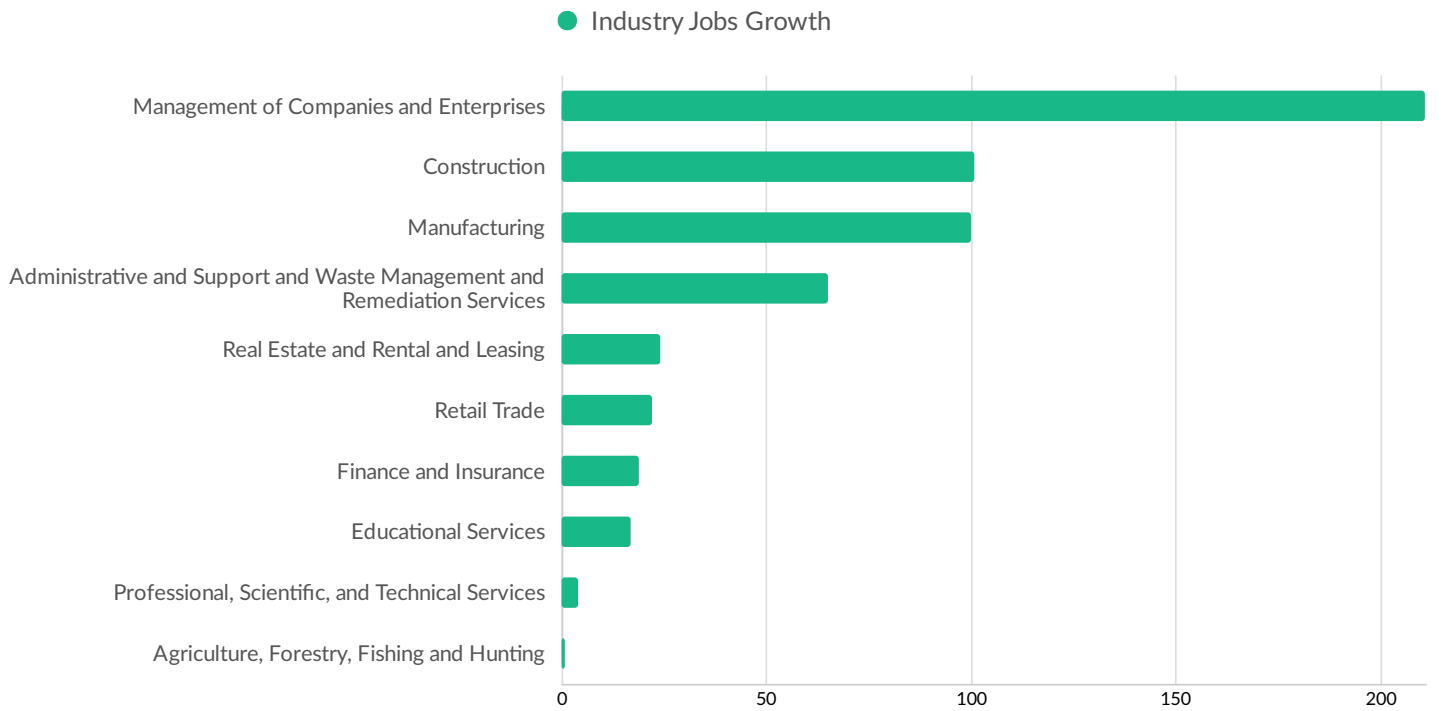
<b>Top Previous Counties</b>	<b>Migrations</b>
Cook County, IL	34
Milwaukee County, WI	22
Lake County, MN	16
Columbia County, WI	14
Knox County, TN	13
Iowa County, WI	10
Walworth County, WI	9
Clinton County, MI	8
Allamakee County, IA	6
<b>Top Following Counties</b>	<b>Migrations</b>
La Crosse County, WI	238
Monroe County, WI	135
Juneau County, WI	60
Crawford County, WI	60
Richland County, WI	48
Dane County, WI	34
Sauk County, WI	32
Hennepin County, MN	23
Will County, IL	22
Richmond County, GA	18
Racine County, WI	12
Rock County, WI	12
Waukesha County, WI	11
McLeod County, MN	10
San Diego County, CA	10

# Industry Characteristics

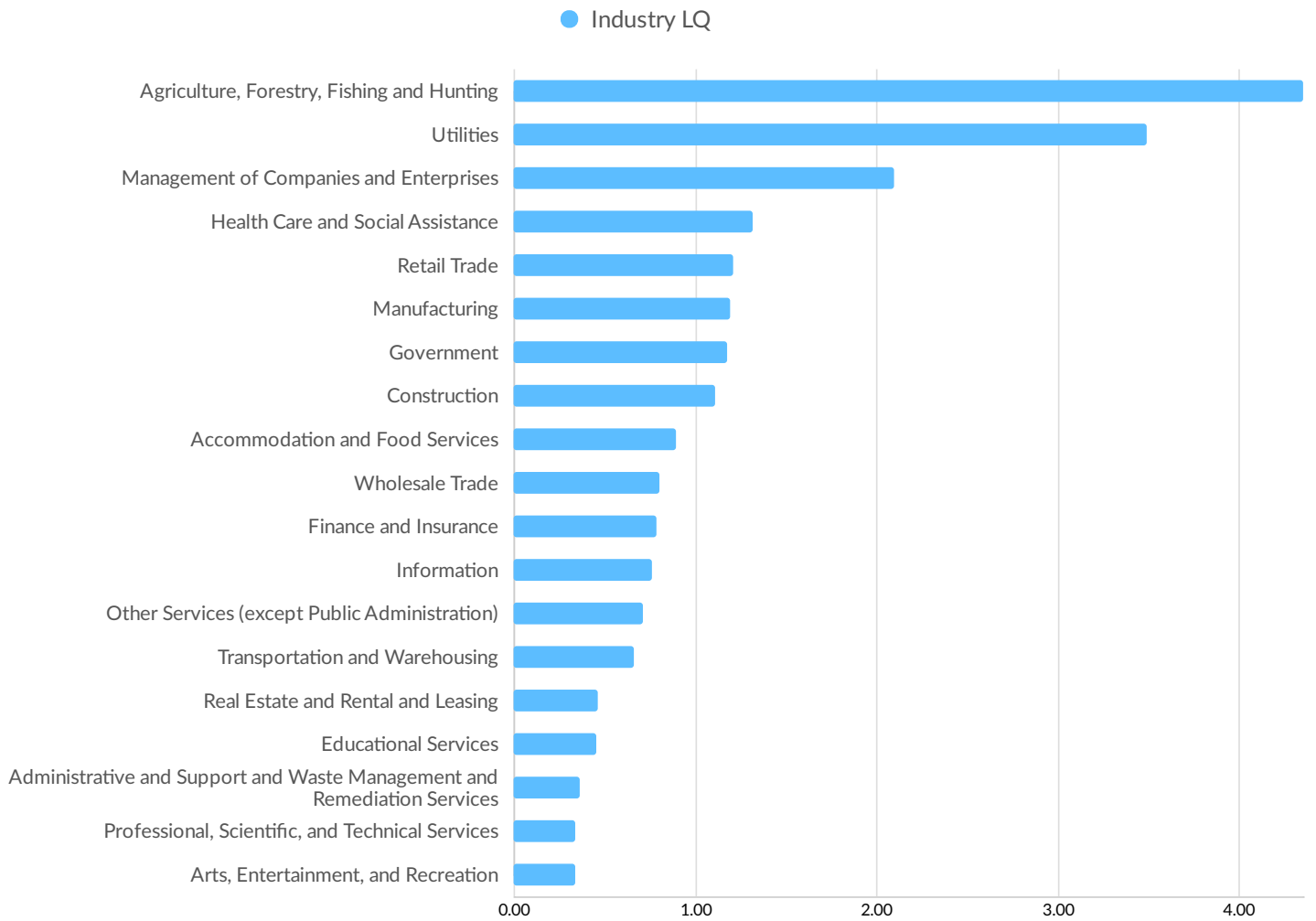
## Largest Industries



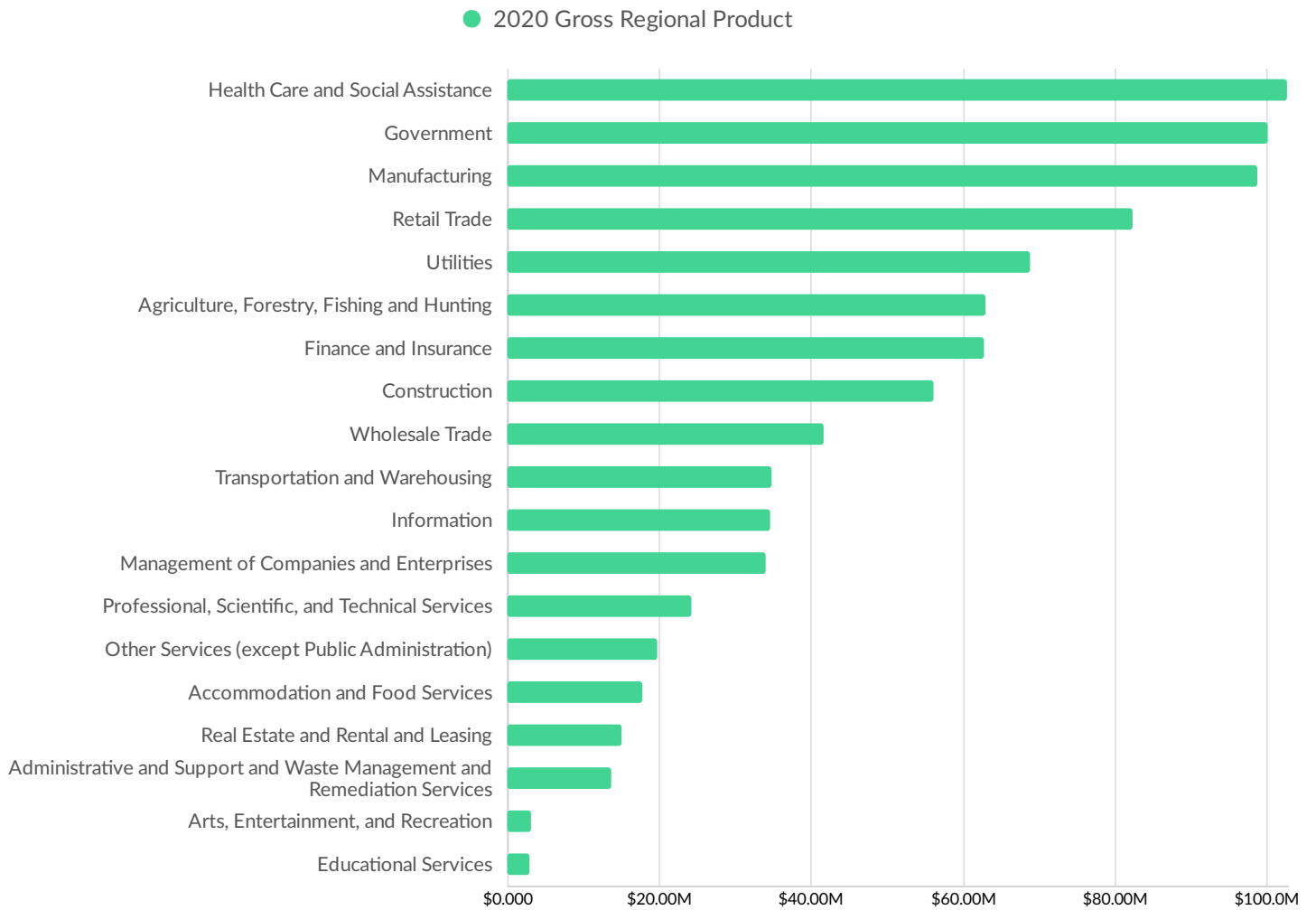
## Top Growing Industries



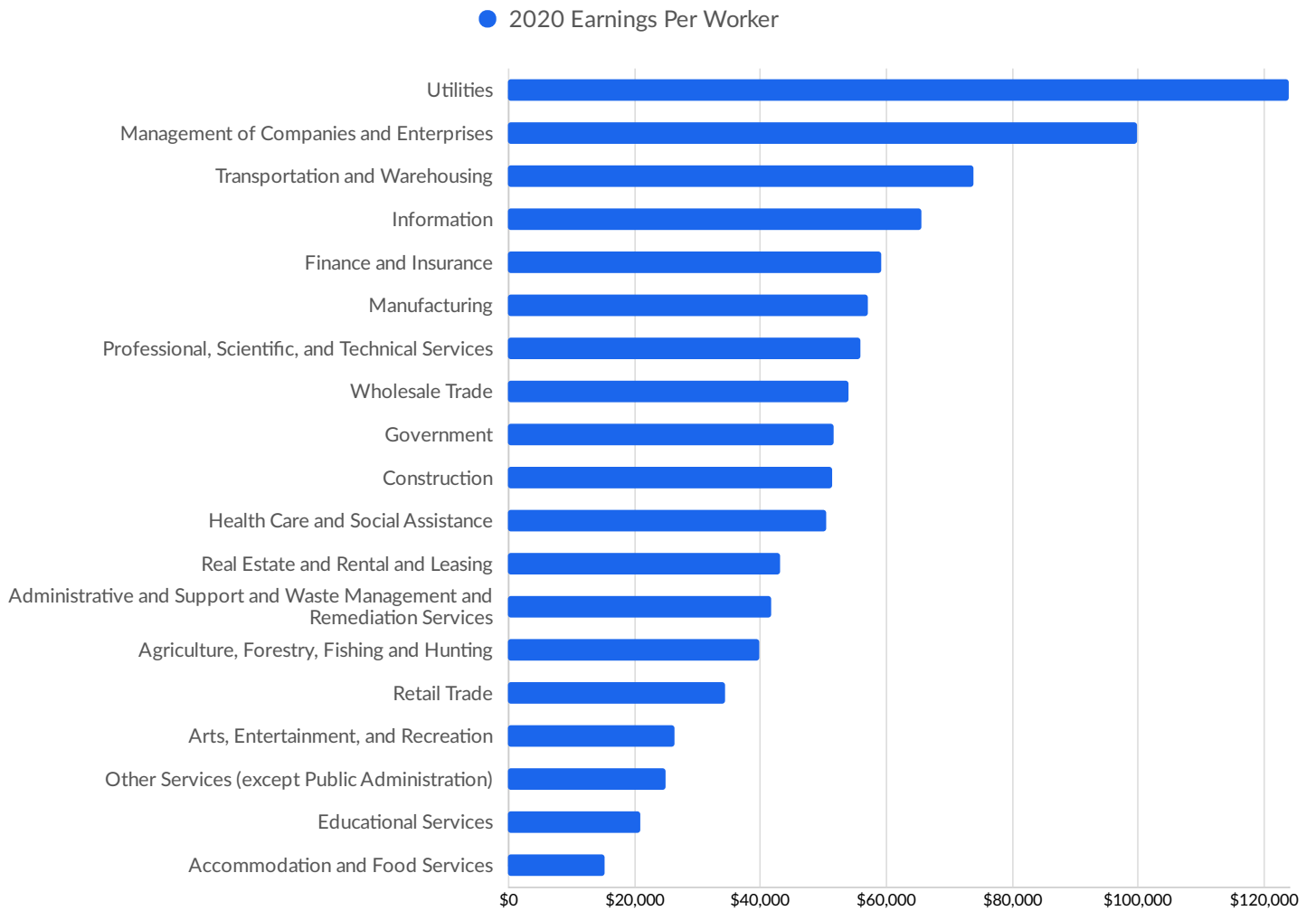
## Top Industry LQ



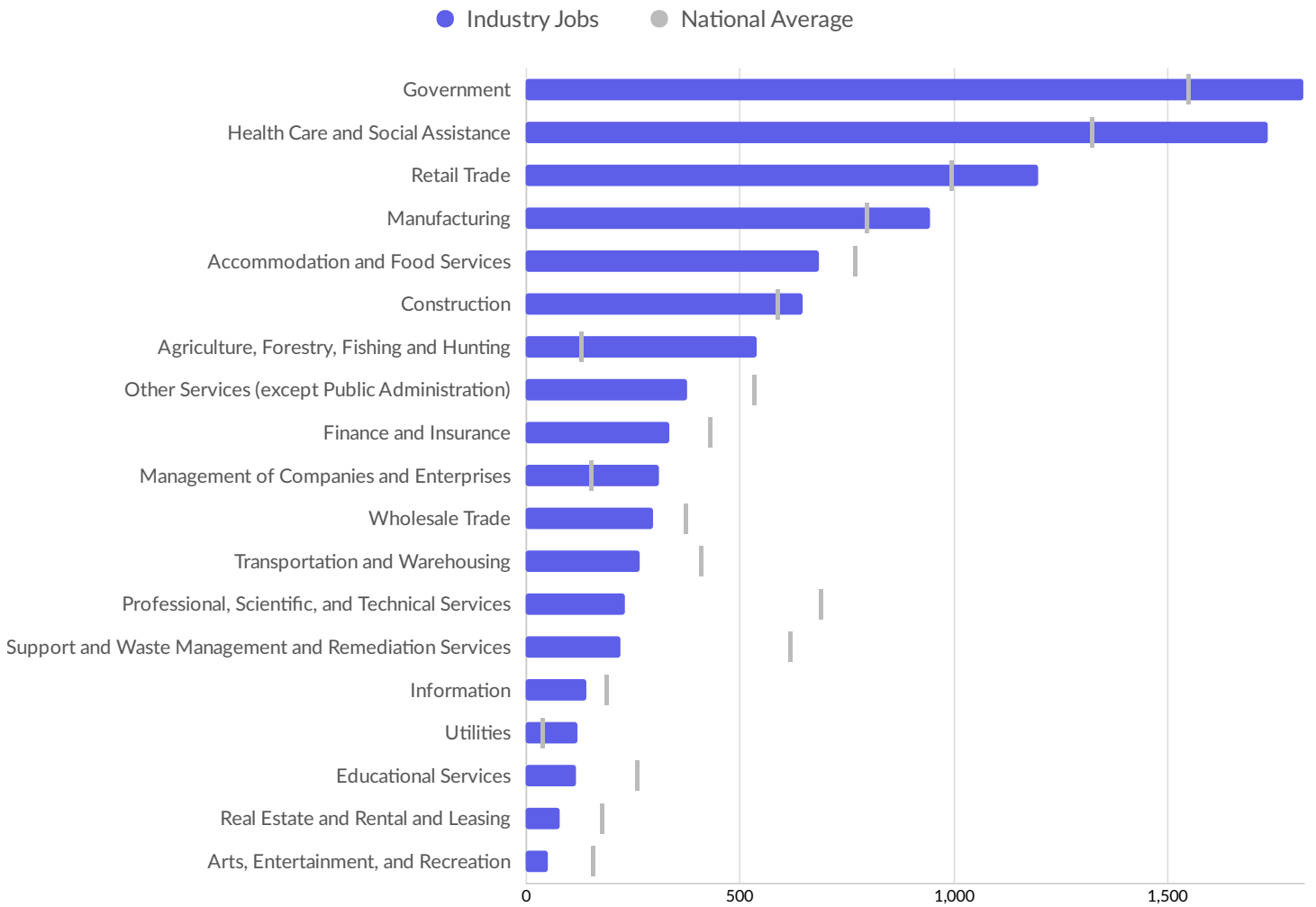
## Top Industry GRP



## Top Industry Earnings























## Largest Industries



## Business Characteristics

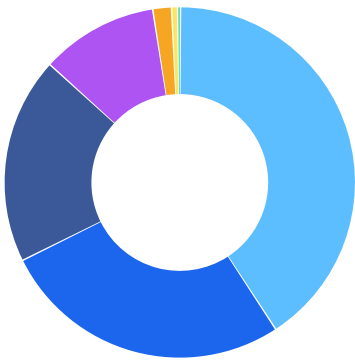
### 2,082 Companies Employ Your Workers

Online profiles for your workers mention 2,082 companies as employers, with the top 10 appearing below. In the last 12 months, 523 companies in Vernon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Organic Valley	227 	Roehl Transport, Inc.	375 
Gundersen Health System	146 	Vernon Memorial Healthcare, In...	165 
Vernon Memorial Healthcare, In...	111 	U.S. Xpress, Inc.	125 
Mayo Clinic	47 	Kwik Trip, Inc.	98 
Westby Area School District	43 	Uber Eats	95 
Viroqua Area School District	41 	Ashley Furniture Industries, Inc.	90 
L. A. D. Farms, Inc.	40 	Wal-Mart, Inc.	89 
Kwik Trip, Inc.	36 	System TWT Transportation, LLC	87 
Trane Inc.	34 	Marten Transport, Ltd.	81 
Wal-Mart, Inc.	29 	Army National Guard	79 



## Business Size

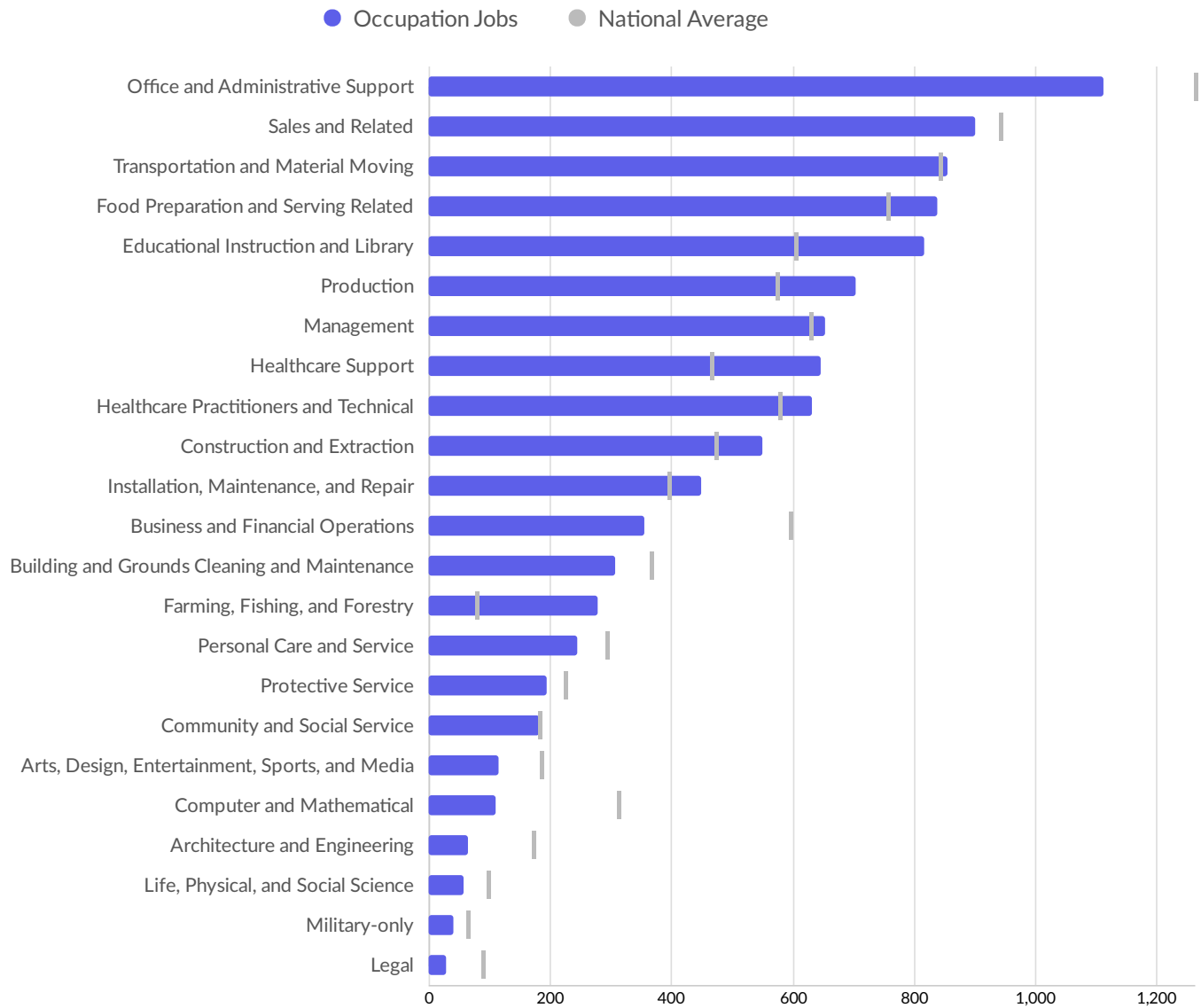


	Percentage	Business Count
1 to 4 employees	40.7%	592
5 to 9 employees	26.9%	391
10 to 19 employees	19.1%	277
20 to 49 employees	10.8%	157
50 to 99 employees	1.7%	25
100 to 249 employees	0.6%	8
250 to 499 employees	0.3%	4

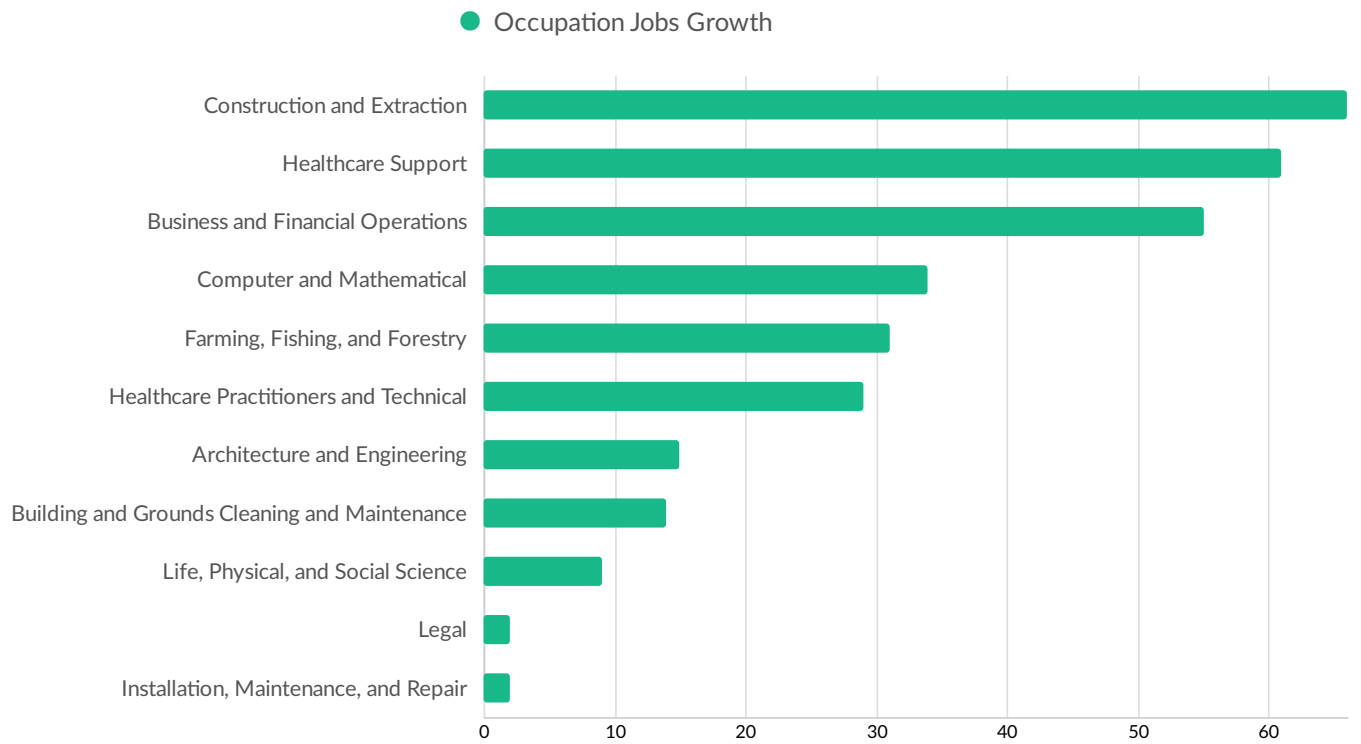
*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

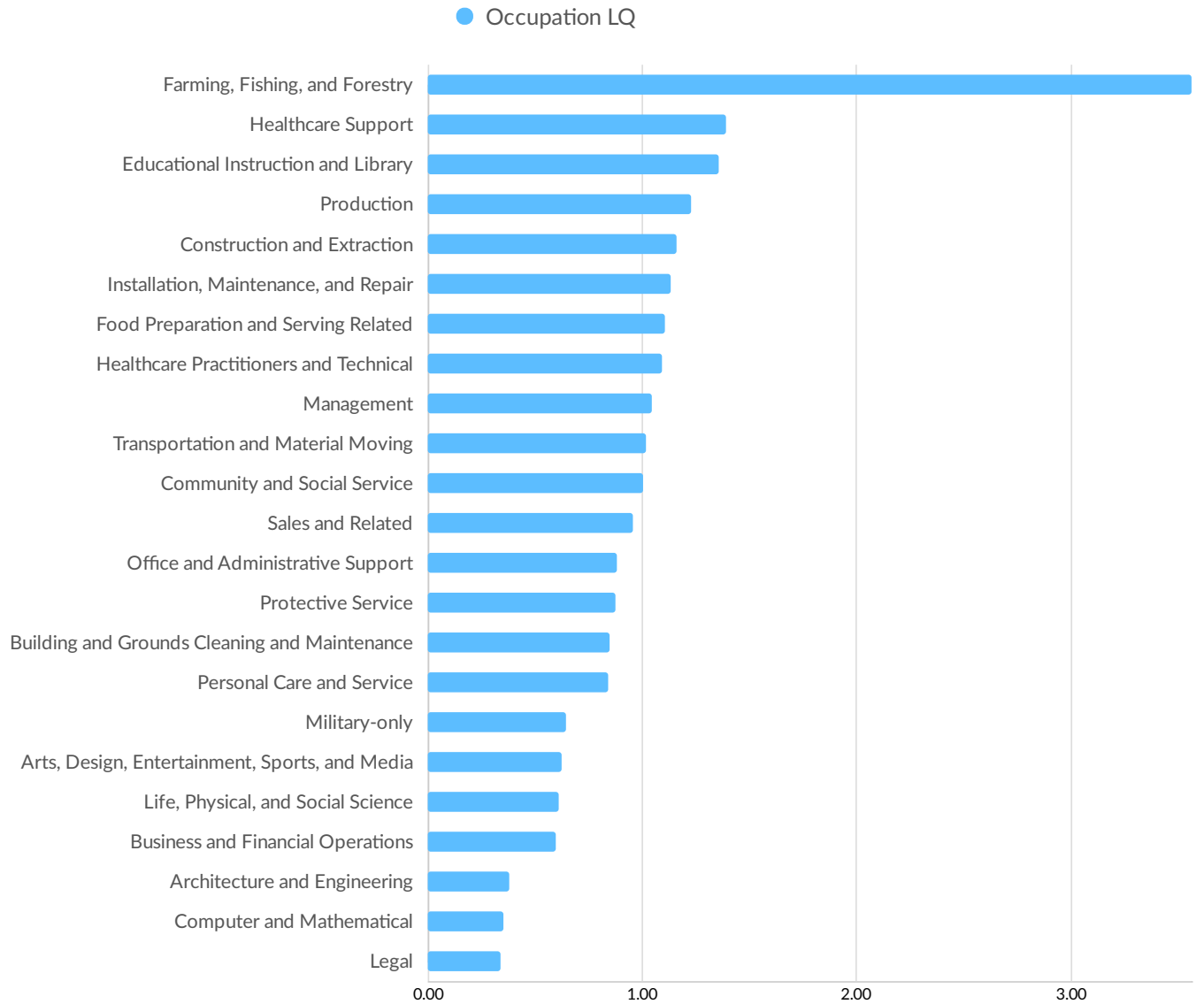
## Largest Occupations



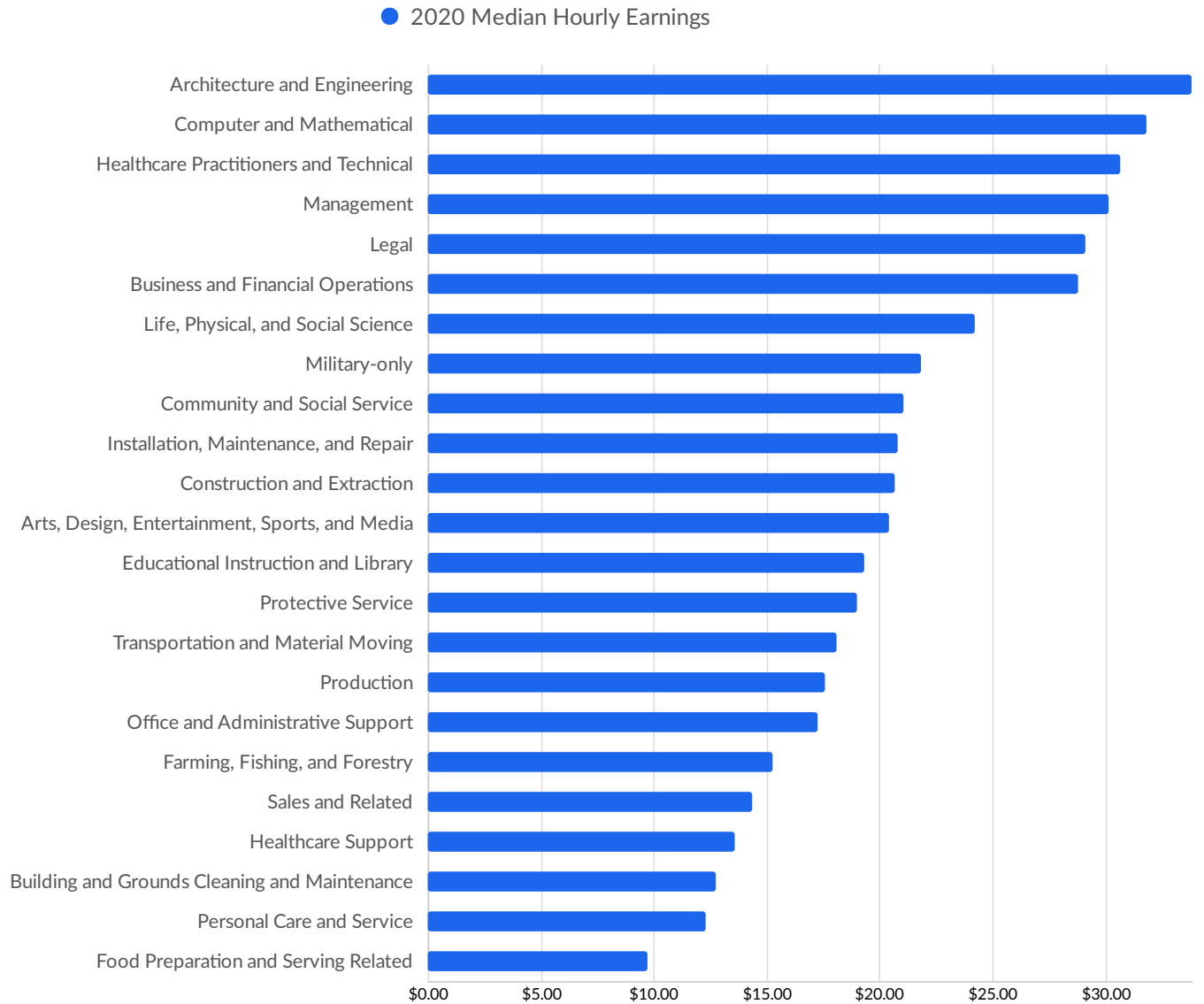
## Top Growing Occupations



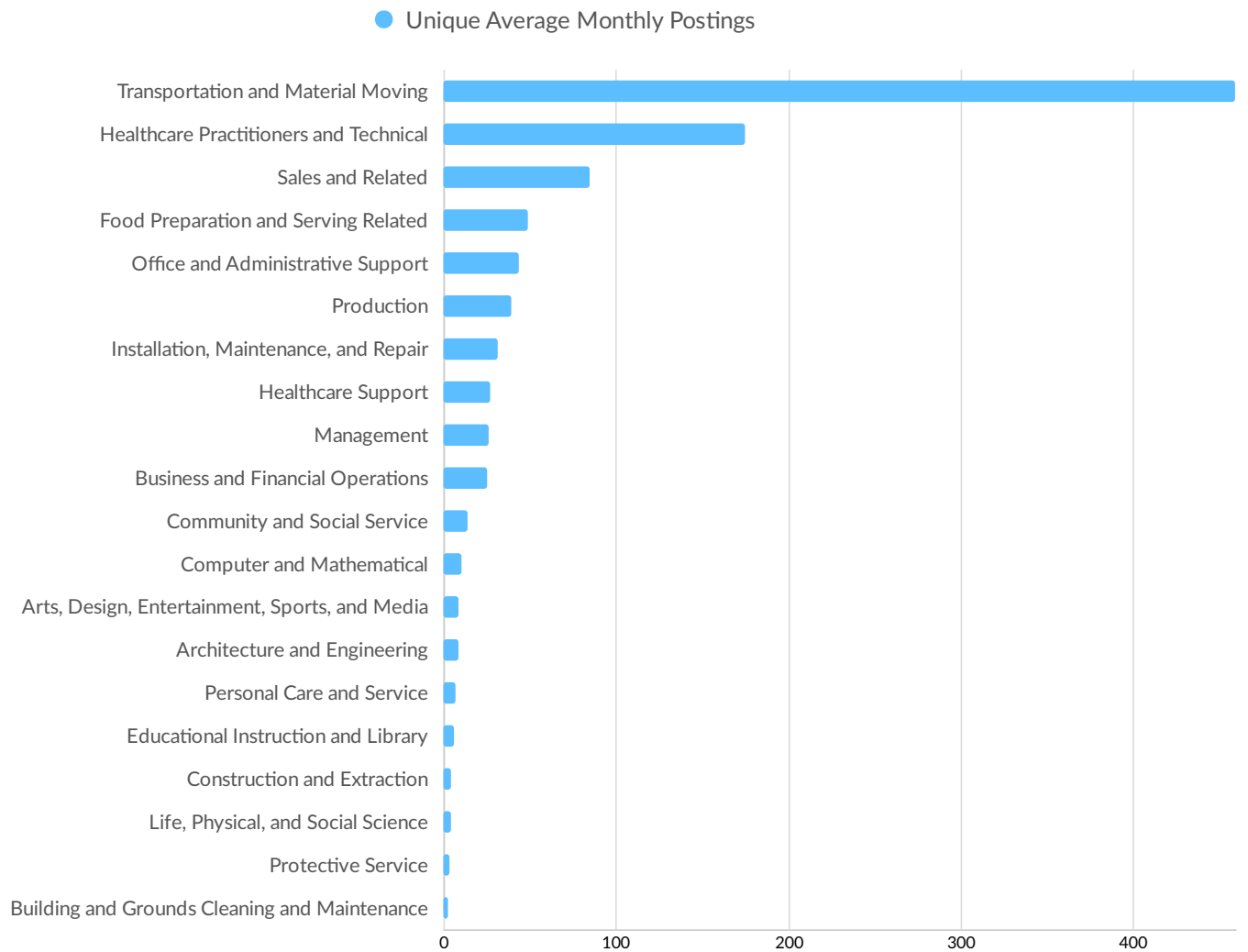
## Top Occupation LQ



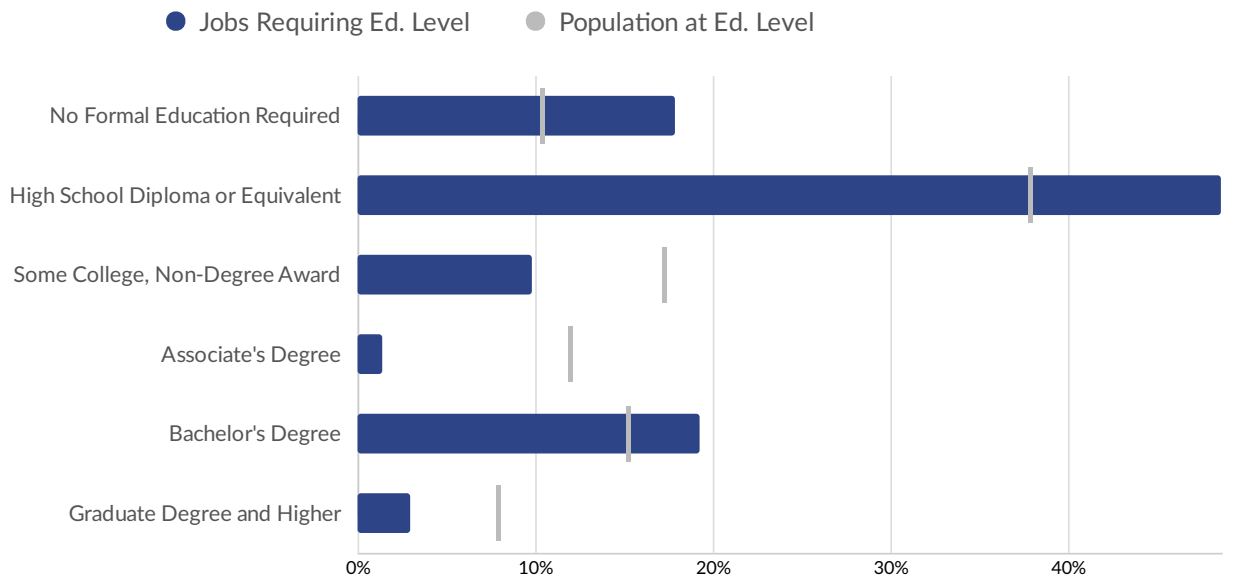
## Top Occupation Earnings



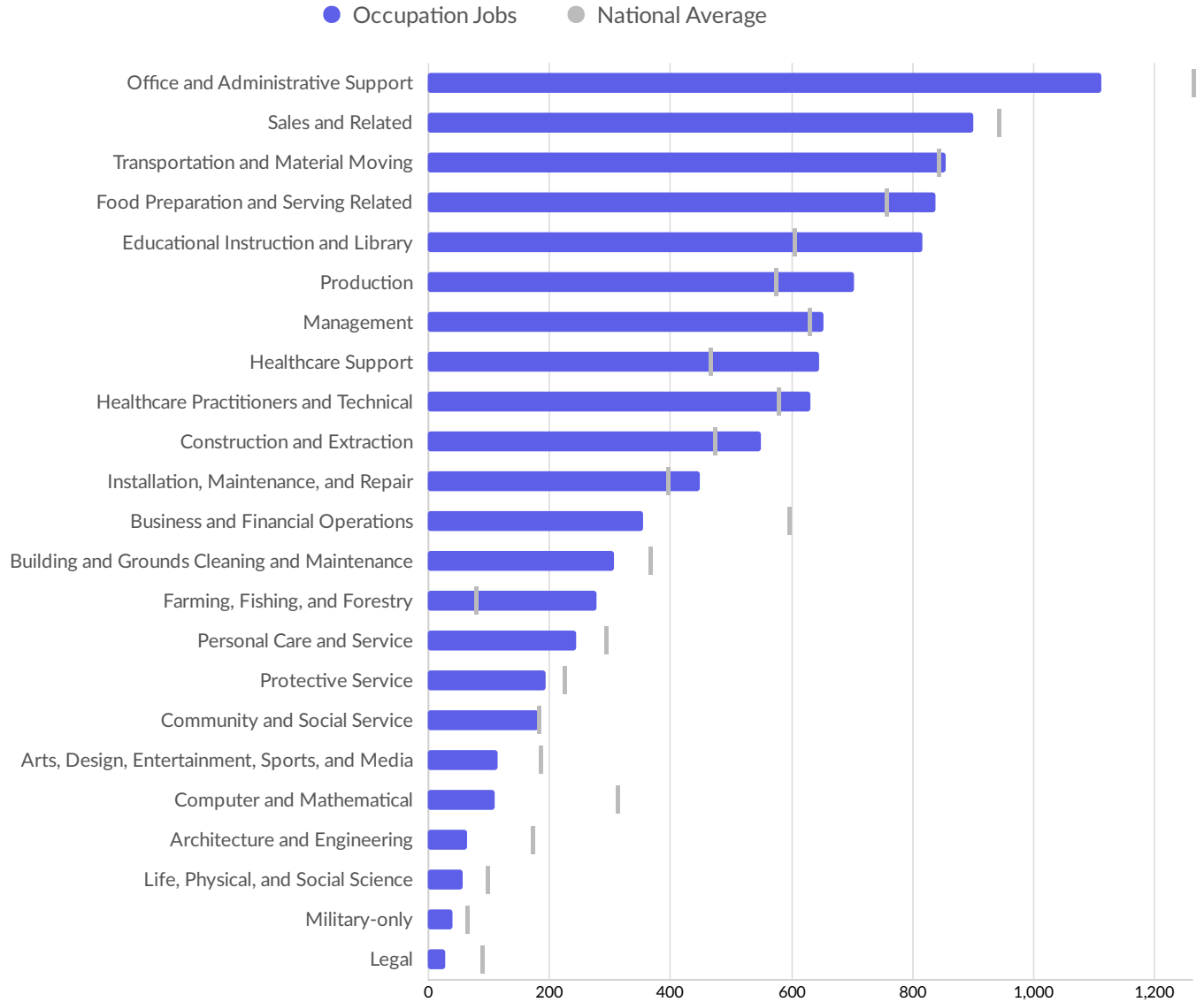
## Top Posted Occupations



## Underemployment



## Largest Occupations





## Educational Pipeline

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

# In-Demand Skills

