



Vernon County, WI

Mississippi River Regional Planning Commission



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Report Parameters

1 County

55123 Vernon 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

31,077

Population (2021)

Population **grew by 523** over the last 5 years and is projected to **grow by 714** over the next 5 years.

10,501

Total Regional Employment

Jobs **decreased by 218** over the last 5 years but are projected to **grow by 551** 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 2021 the region's population **increased by 1.7%** since 2016, growing by 523. Population is expected to **increase by 2.3%** between 2021 and 2026, adding 714.
- From 2016 to 2021, jobs **declined by 2.0%** in Vernon County, WI from 10,719 to **10,501**. This change **fell short of the national growth rate of 1.8% by 3.8%**. As the number of jobs declined, the **labor force participation rate decreased from 67.1% to 65.3% between 2016 and 2021**.
- Concerning educational attainment, **15.4% of Vernon County, WI residents possess a Bachelor's Degree** (4.9% below the national average), and **12.1% hold an Associate's Degree** (3.4% above the national average).
- The top three industries in 2021 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

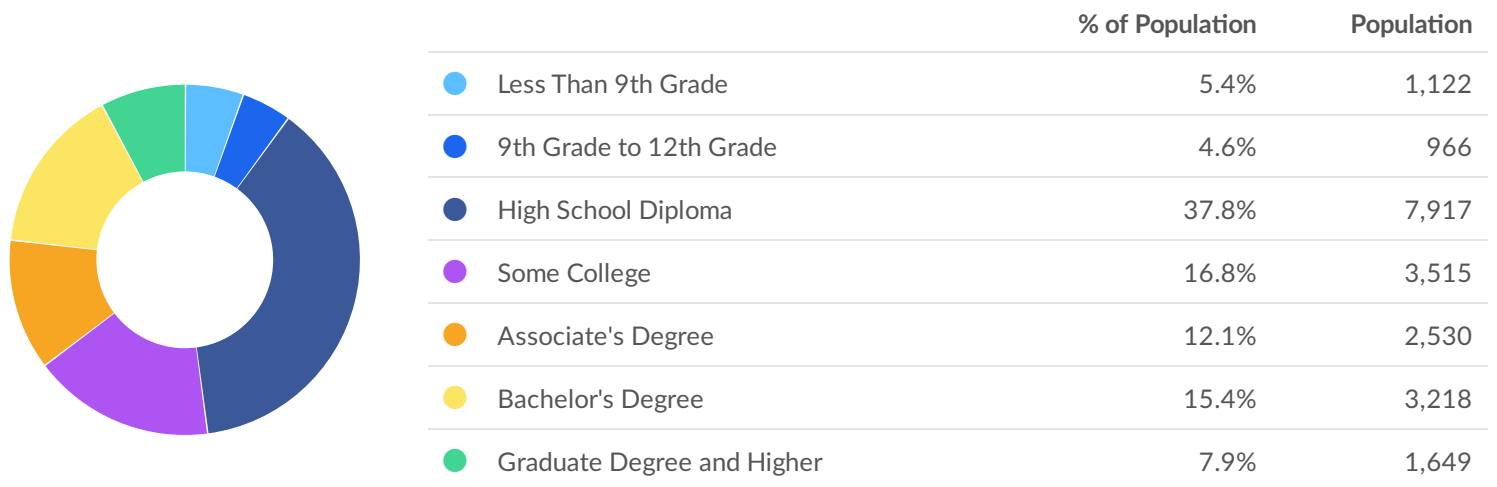
	Population (2022)	Labor Force (May 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	31,231	15,627	10,501	96.5	\$1.08B	\$1.86B	\$1.17B
Mississippi River Region	328,417	174,357	159,080	100.0	\$17.33B	\$24.34B	\$24.98B
Buffalo County, WI	12,913	6,241	4,653	102.2	\$515.21M	\$1.16B	\$882.19M
Dunn County, WI	46,191	24,084	19,534	96.1	\$2.07B	\$3.24B	\$2.75B
Eau Claire County, WI	106,024	59,750	62,126	98.2	\$6.55B	\$6.84B	\$7.01B
Wisconsin	5,881,227	3,115,847	3,110,882	100.3	\$360.23B	\$330.30B	\$353.71B
United States	333,523,253	164,157,172	163,553,353	100.0	\$22.75T	\$0	\$10.94T

May 2022 Labor Force Breakdown



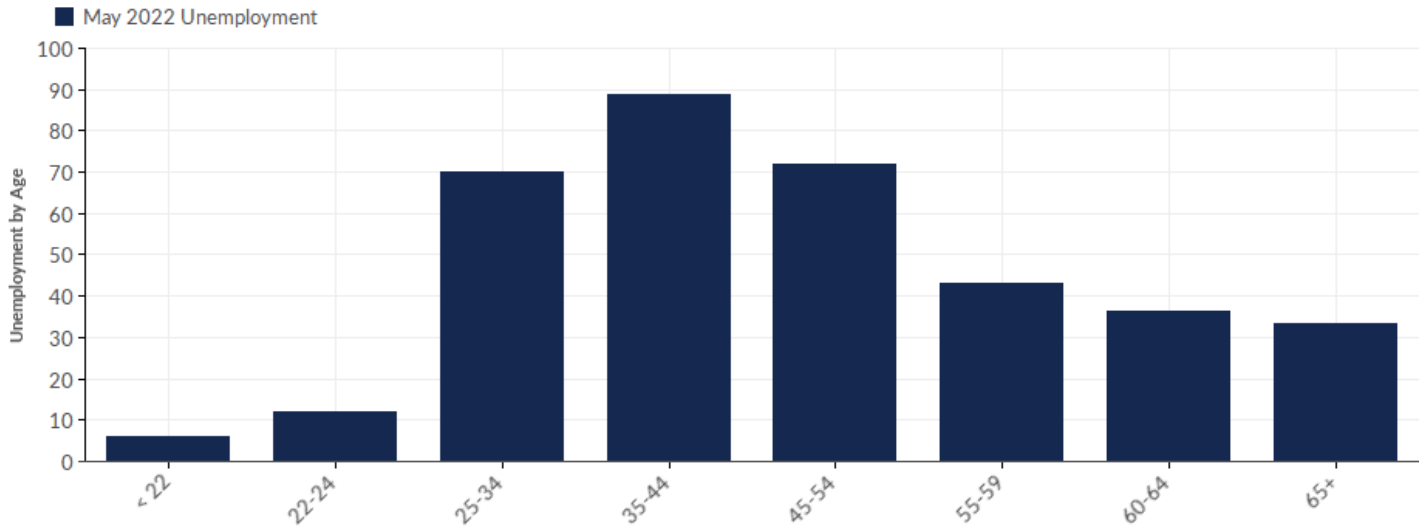
Educational Attainment

Concerning educational attainment, **15.4% of Vernon County, WI residents possess a Bachelor's Degree** (4.9% below the national average), and **12.1% hold an Associate's Degree** (3.4% above the national average).



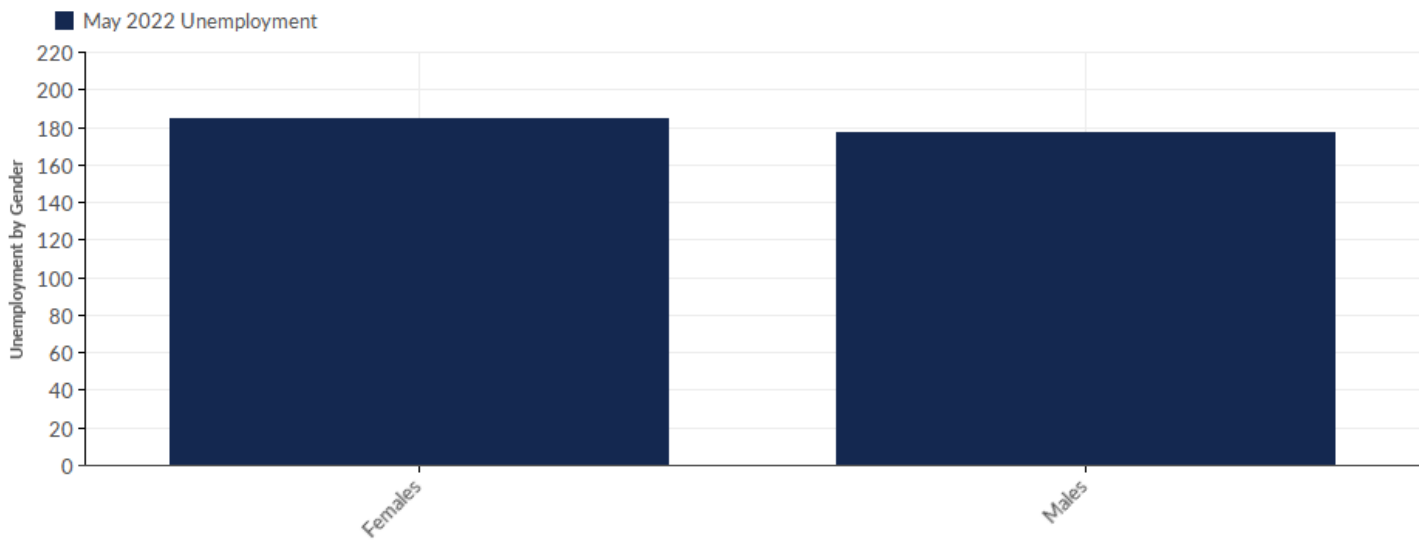
Unemployment by Demographics

Unemployment by Age



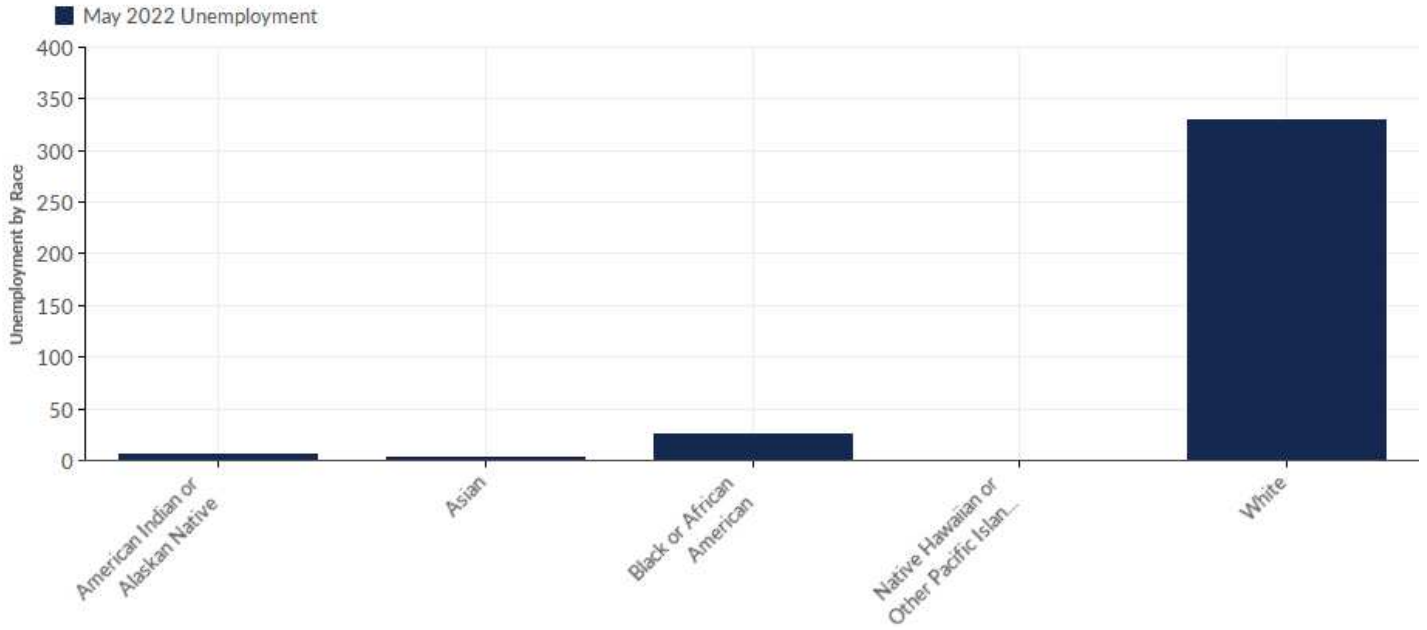
Age	Unemployment (May 2022)	% of Unemployed
< 22	6	1.66%
22-24	12	3.31%
25-34	70	19.34%
35-44	89	24.59%
45-54	72	19.89%
55-59	43	11.88%
60-64	36	9.94%
65+	33	9.12%
Total	362	100.00%

Unemployment by Gender



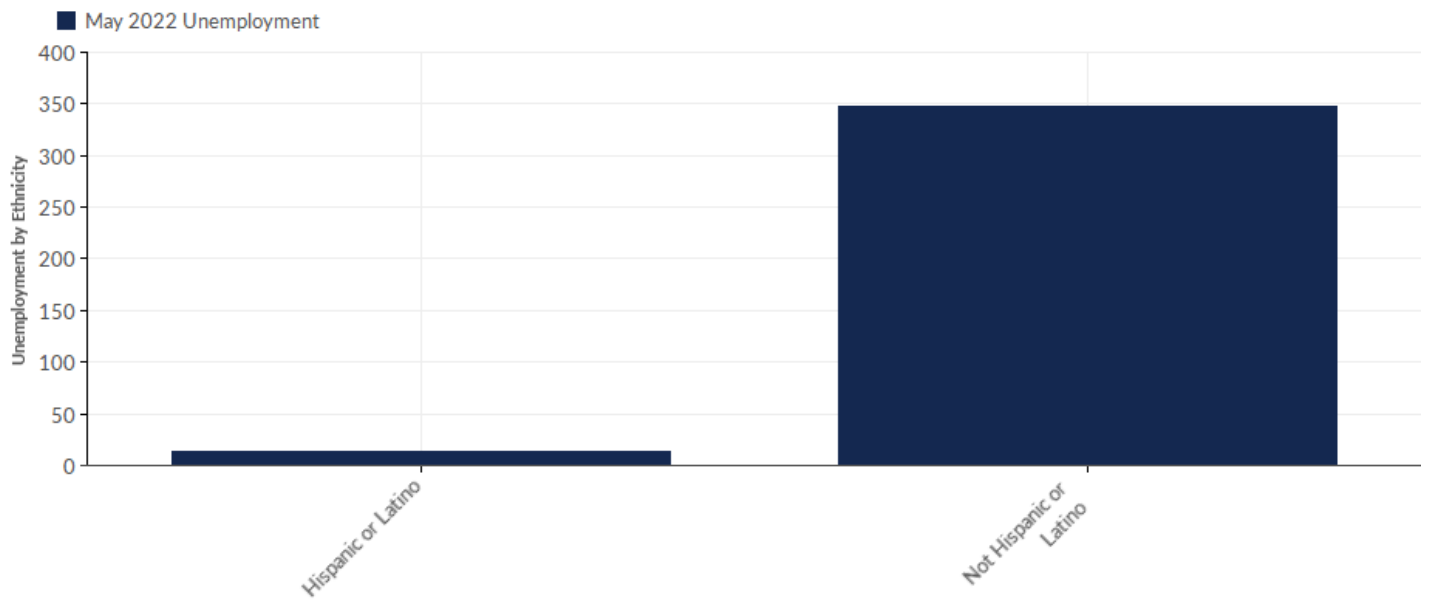
Gender	Unemployment (May 2022)	% of Unemployed
Females	184	50.83%
Males	178	49.17%
Total	362	100.00%

Unemployment by Race



Race	Unemployment (May 2022)	% of Unemployed
American Indian or Alaskan Native	6	1.66%
Asian	2	0.55%
Black or African American	25	6.91%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	329	90.88%
Total	362	100.00%

Unemployment by Ethnicity

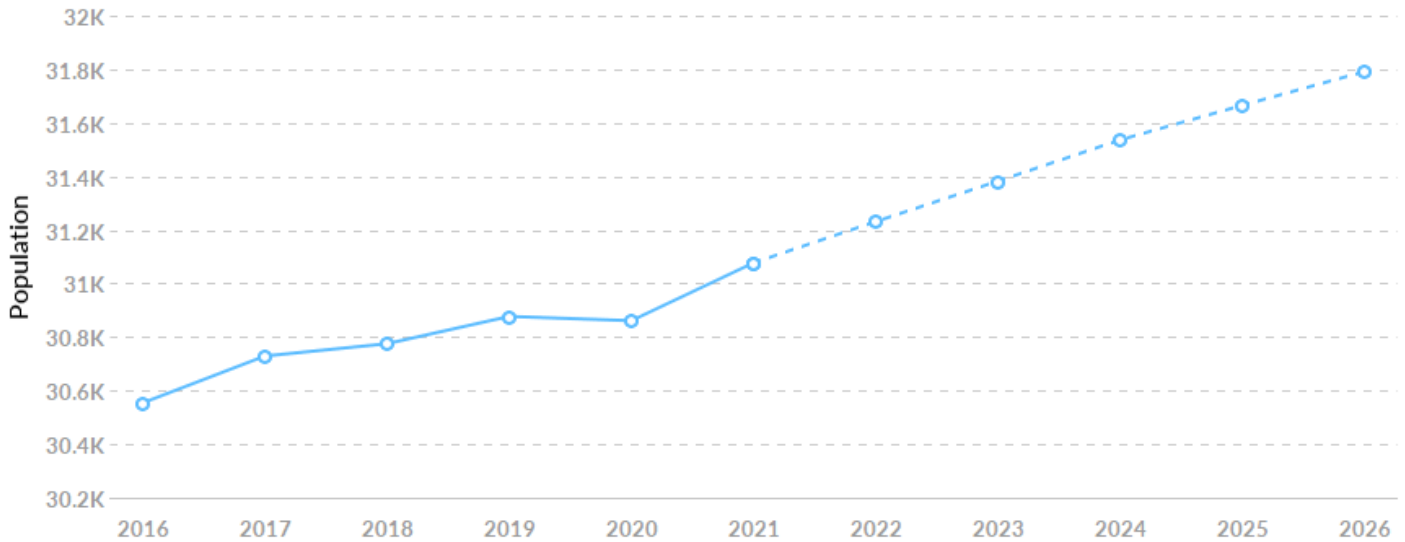


Ethnicity	Unemployment (May 2022)	% of Unemployed
Hispanic or Latino	14	3.87%
Not Hispanic or Latino	348	96.13%
Total	362	100.00%

Historic & Projected Trends

Population Trends

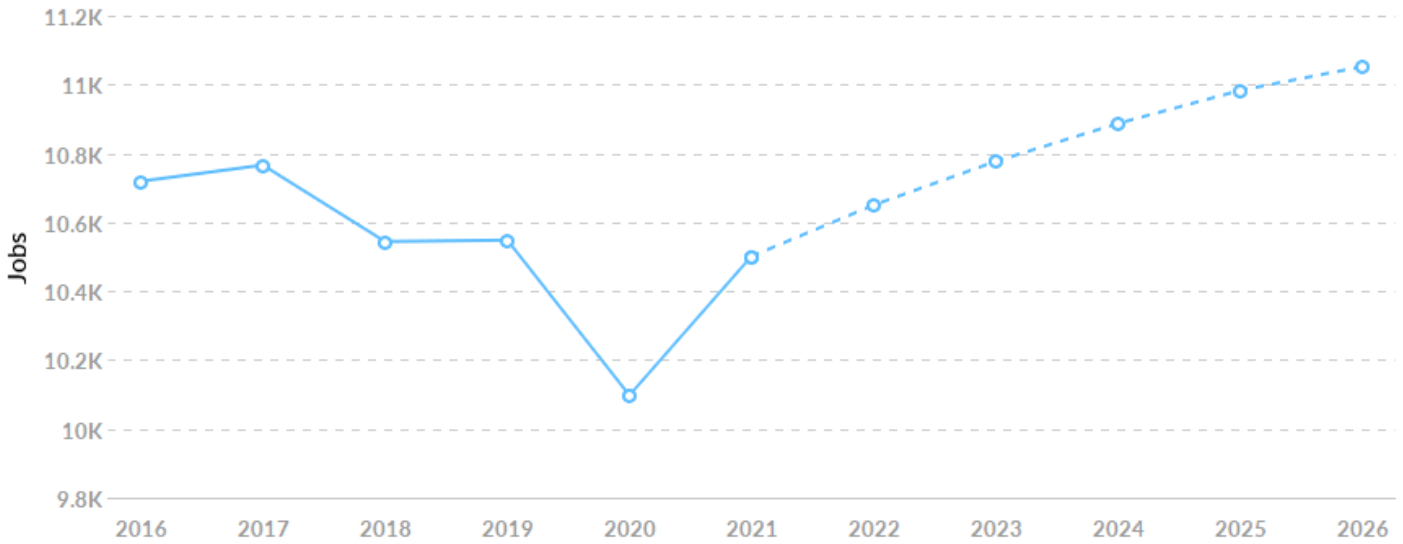
As of 2021 the region's population **increased by 1.7%** since 2016, growing by 523. Population is expected to **increase by 2.3%** between 2021 and 2026, adding 714.



Timeframe	Population
2016	30,554
2017	30,729
2018	30,775
2019	30,877
2020	30,861
2021	31,077
2022	31,231
2023	31,382
2024	31,536
2025	31,665
2026	31,791

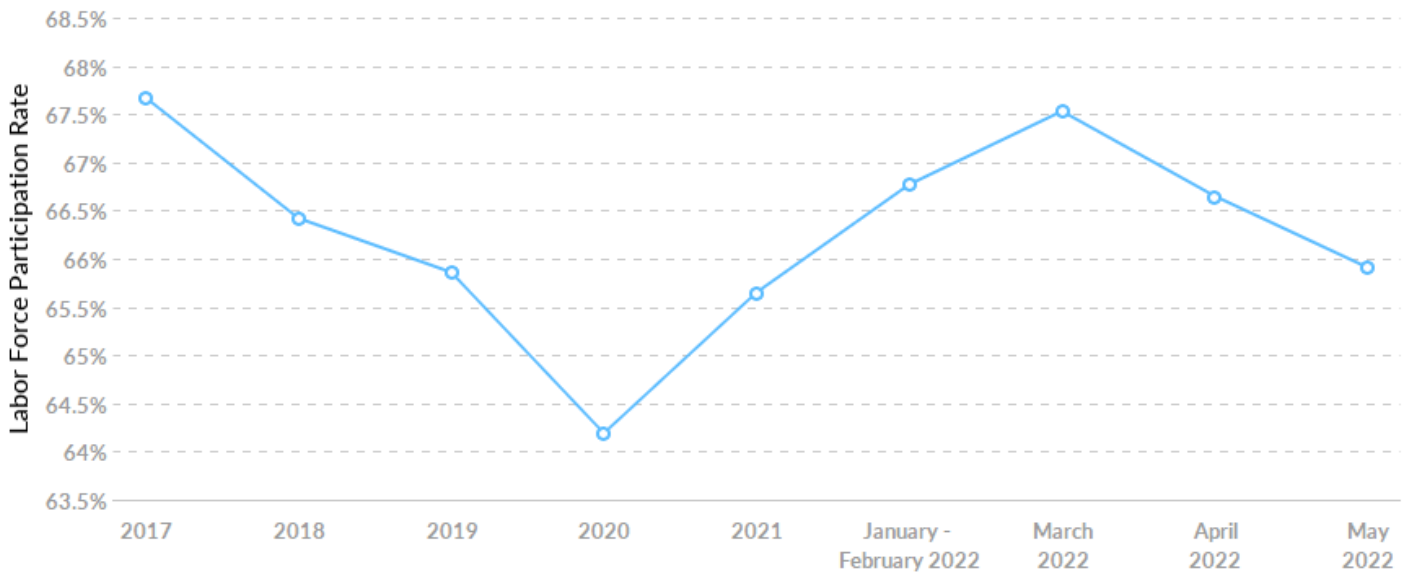
Job Trends

From 2016 to 2021, jobs declined by 2.0% in Vernon County, WI from 10,719 to 10,501. This change fell short of the national growth rate of 1.8% by 3.8%.



Timeframe	Jobs
2016	10,719
2017	10,766
2018	10,544
2019	10,548
2020	10,097
2021	10,501
2022	10,650
2023	10,777
2024	10,887
2025	10,983
2026	11,052

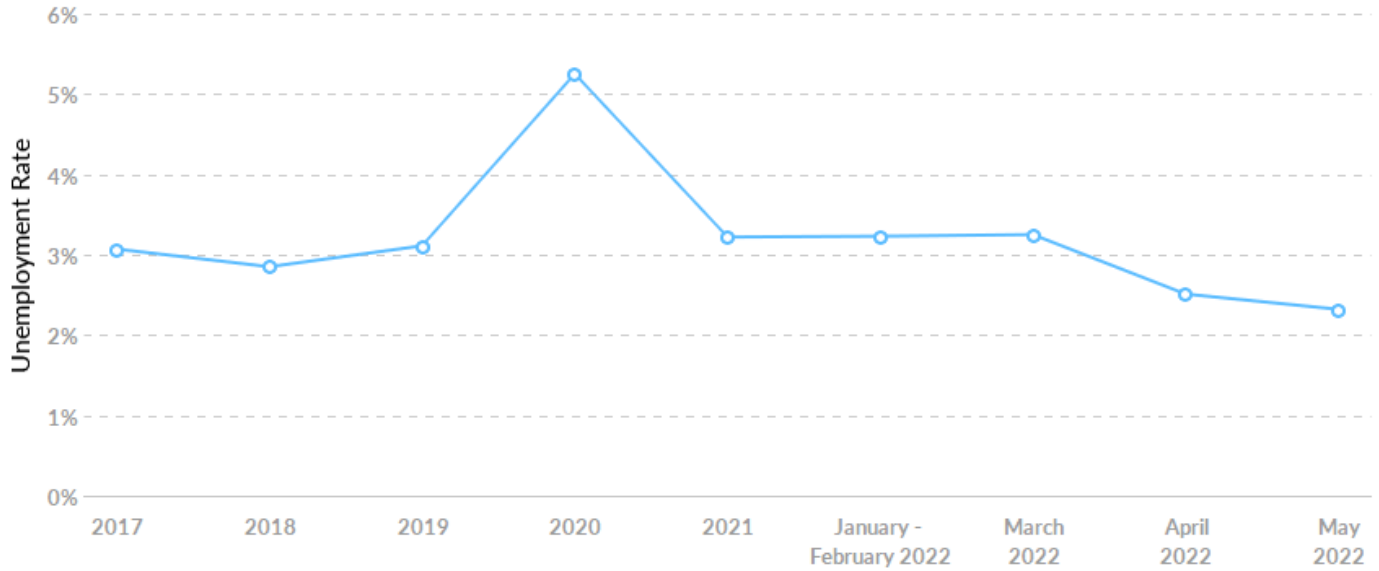
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	67.67%
2018	66.42%
2019	65.86%
2020	64.19%
2021	65.65%
January - February 2022	66.77%
March 2022	67.53%
April 2022	66.65%
May 2022	65.91%

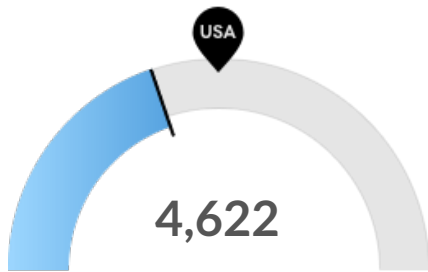
Unemployment Rate Trends

Vernon County, WI had a May 2022 unemployment rate of 2.32%, decreasing from 3.07% 5 years before.



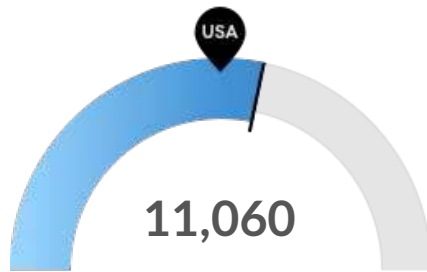
Timeframe	Unemployment Rate
2017	3.07%
2018	2.85%
2019	3.11%
2020	5.25%
2021	3.22%
January - February 2022	3.23%
March 2022	3.25%
April 2022	2.51%
May 2022	2.32%

Population Characteristics



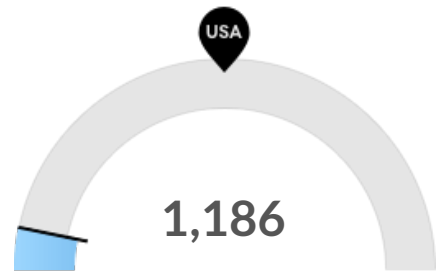
Millennials

Vernon County, WI has 4,622 millennials (ages 25-39). The national average for an area this size is 6,360.



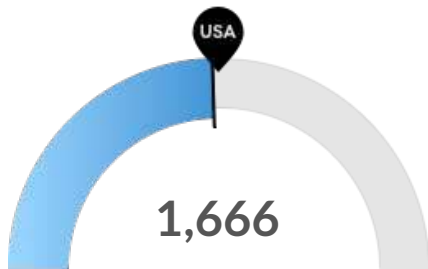
Retiring Soon

Retirement risk is high in Vernon County, WI. The national average for an area this size is 9,185 people 55 or older, while there are 11,060 here.



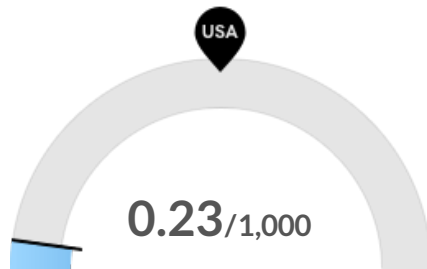
Racial Diversity

Racial diversity is low in Vernon County, WI. The national average for an area this size is 12,430 racially diverse people, while there are 1,186 here.



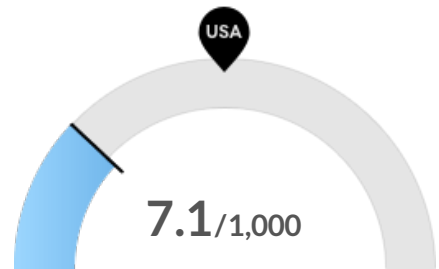
Veterans

Vernon County, WI has 1,666 veterans. The national average for an area this size is 1,714.



Violent Crime

Vernon County, WI has 0.23 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

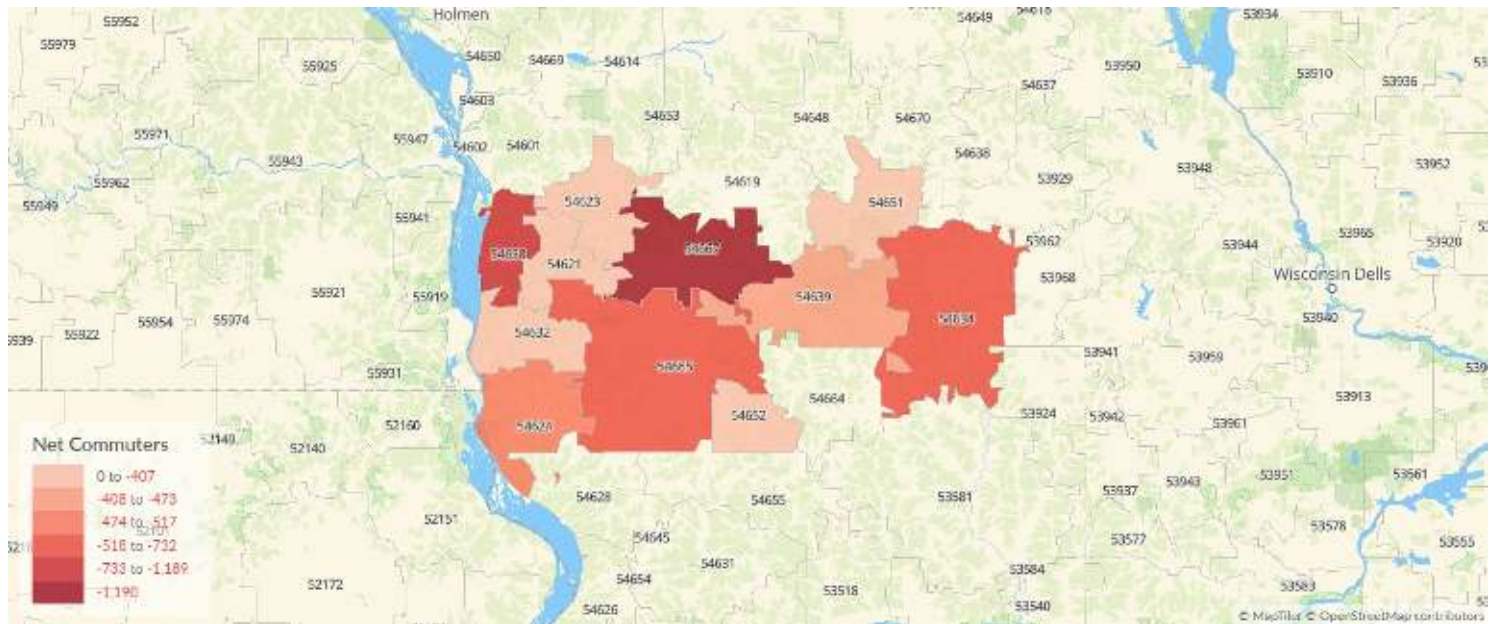


Property Crime

Vernon County, WI has 7.1 property crimes per 1,000 people. The national rate is 17.91 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

Where Talent Lives

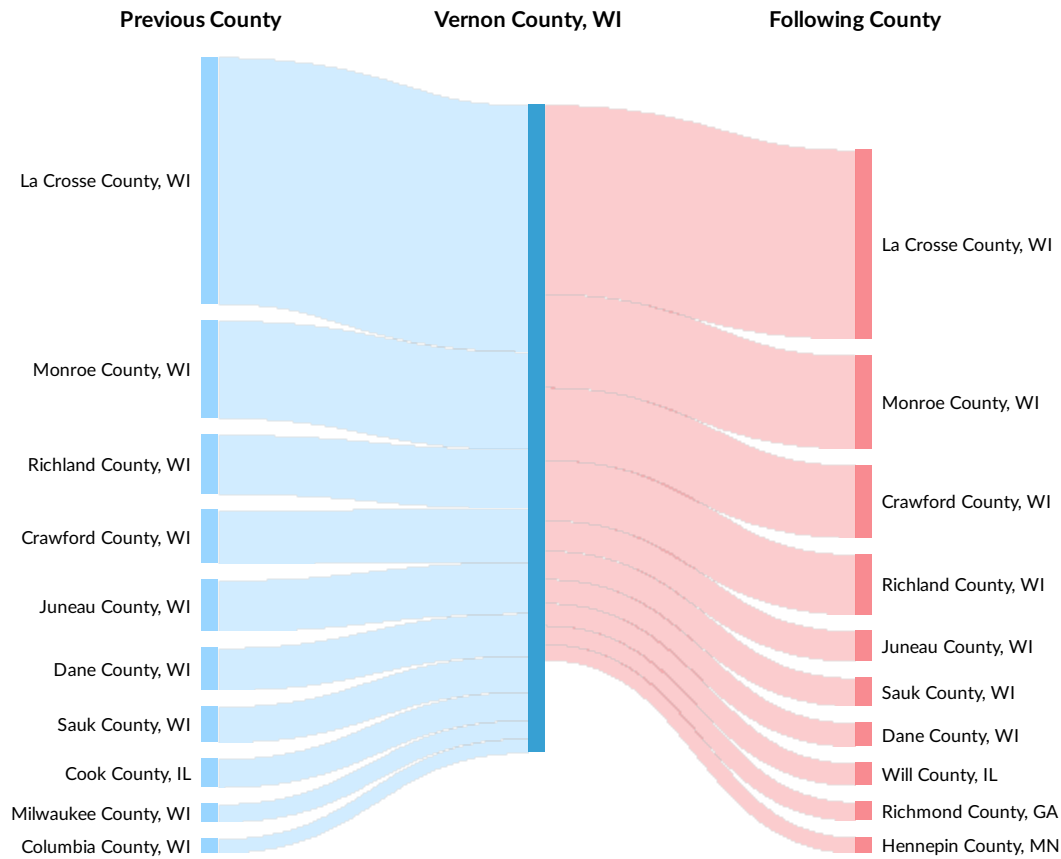
ZIP	Name	2021 Employment
54665	Viroqua, WI (in Vernon ...	4,038
54667	Westby, WI (in Vernon ...	1,526
54634	Hillsboro, WI (in Vernon...	1,188
54623	Coon Valley, WI (in Vern...	873
54658	Stoddard, WI (in Vernon...	671

ZIP	Name	2021 Workers
54665	Viroqua, WI (in Vernon ...	4,557
54667	Westby, WI (in Vernon ...	2,717
54634	Hillsboro, WI (in Vernon...	1,747
54658	Stoddard, WI (in Vernon...	1,404
54623	Coon Valley, WI (in Vern...	1,170

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 2020, 301 people have migrated from La Crosse County, WI to Vernon County, WI. In the same year, 231 people left Vernon County, WI migrating to La Crosse County, WI. The total Net Migration for Vernon County, WI in 2020 was 137.

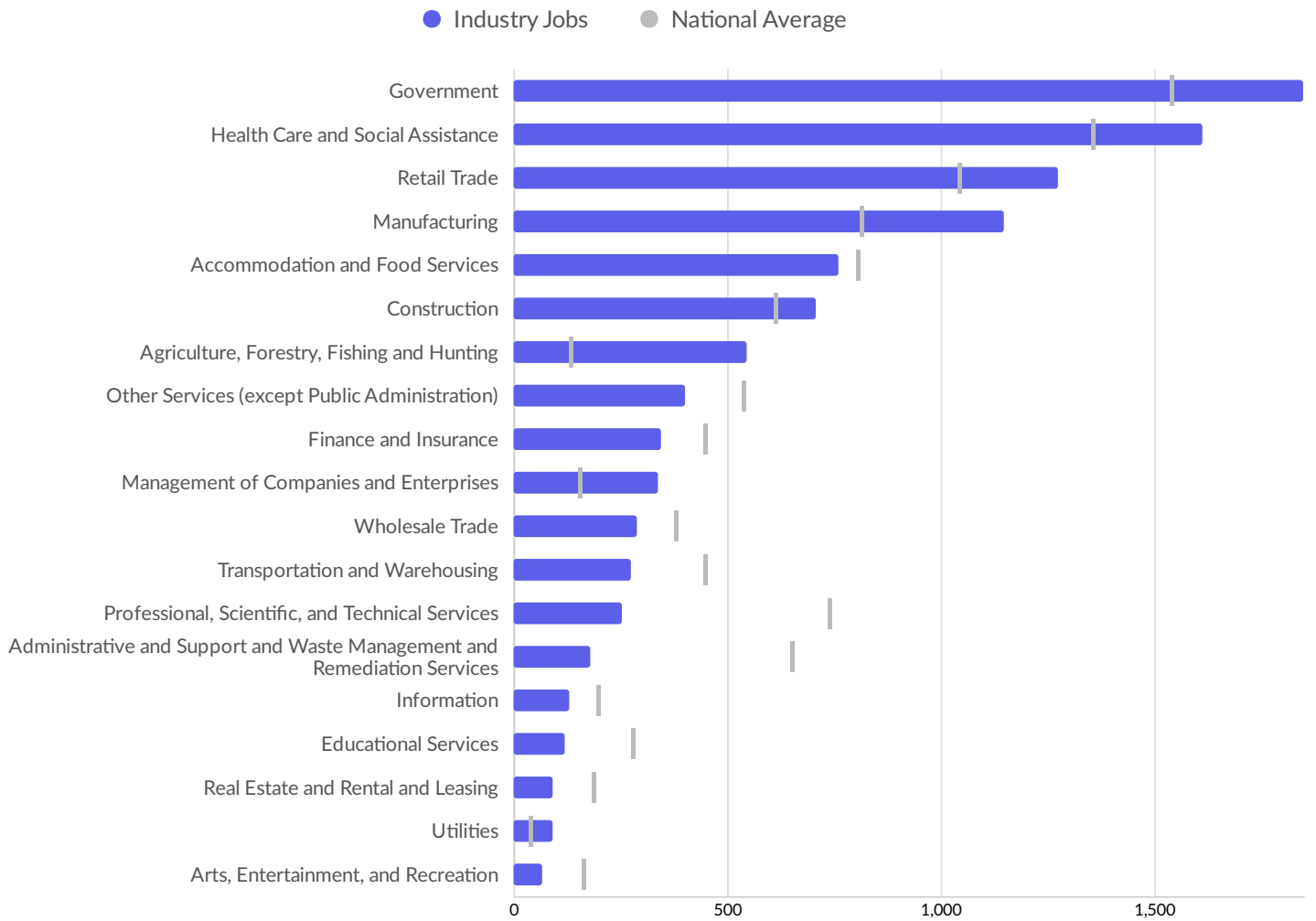


Top Previous Counties	Migrations
La Crosse County, WI	301
Monroe County, WI	119
Richland County, WI	72
Crawford County, WI	65
Juneau County, WI	62
Dane County, WI	52

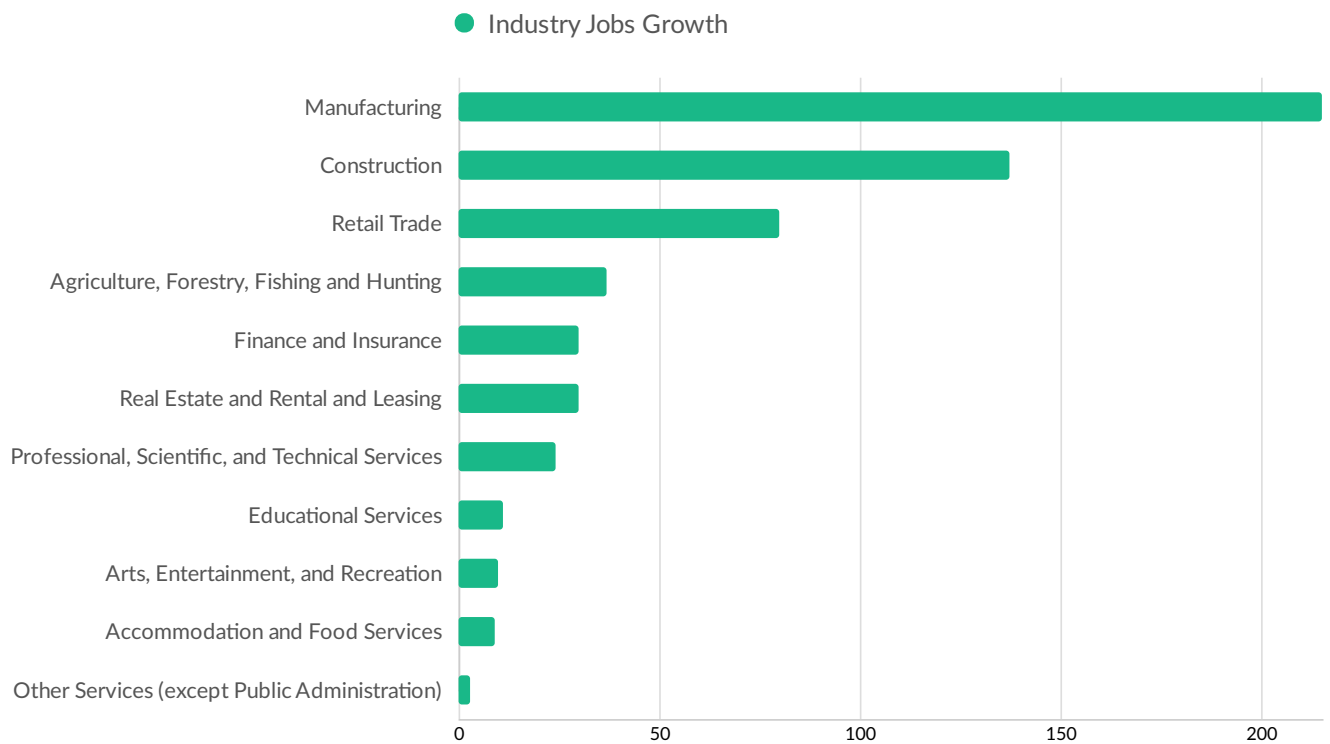
Top Previous Counties	Migrations
Sauk County, WI	44
Cook County, IL	35
Milwaukee County, WI	22
Columbia County, WI	17
Lake County, MN	15
Knox County, TN	15
Iowa County, WI	11
Walworth County, WI	10
Clinton County, MI	9
Top Following Counties	Migrations
La Crosse County, WI	231
Monroe County, WI	114
Crawford County, WI	89
Richland County, WI	74
Juneau County, WI	37
Sauk County, WI	35
Dane County, WI	29
Will County, IL	27
Richmond County, GA	23
Hennepin County, MN	19
Rock County, WI	15
McLeod County, MN	13
San Diego County, CA	12
Ramsey County, MN	12
Allamakee County, IA	11

Industry Characteristics

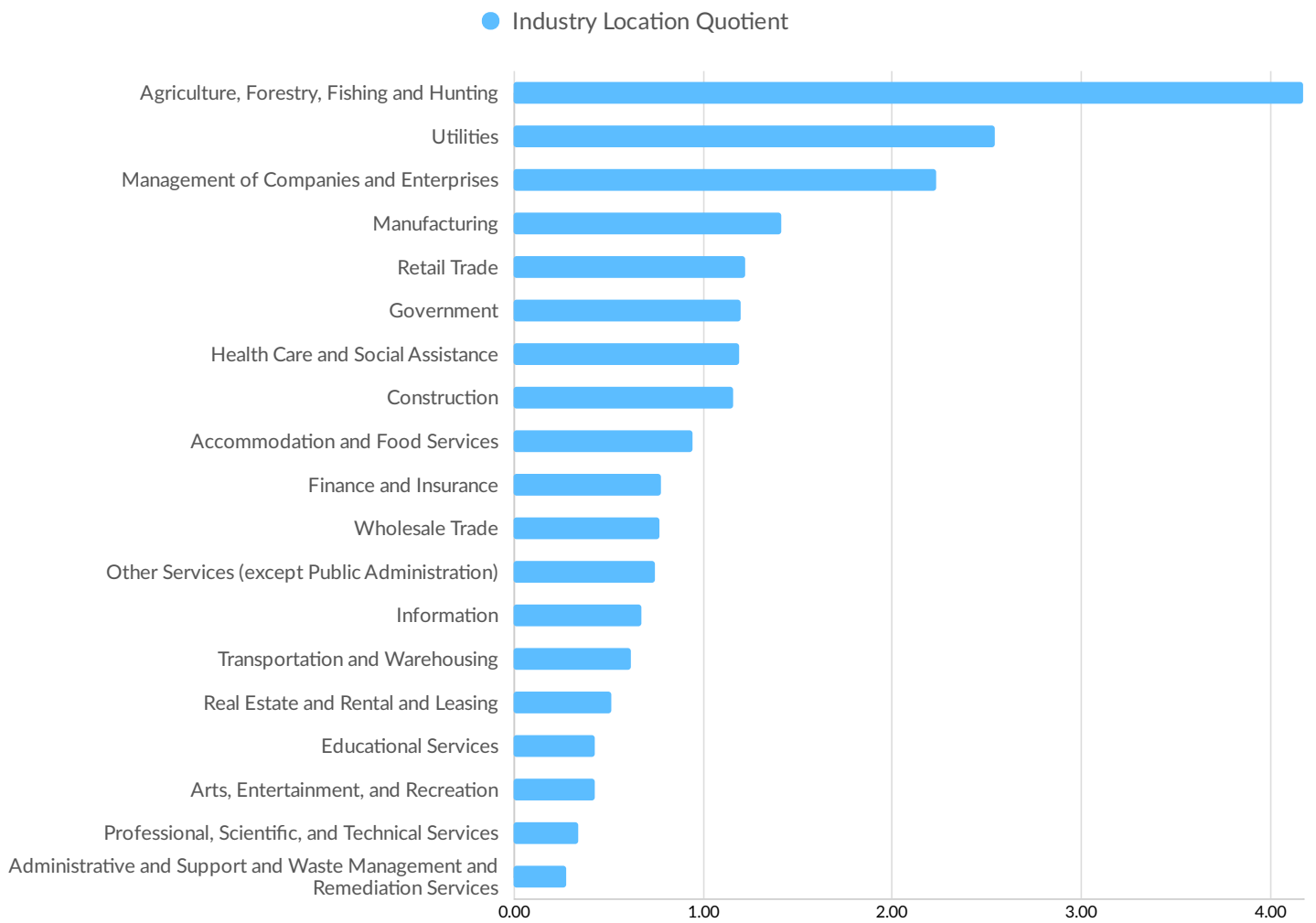
Largest Industries



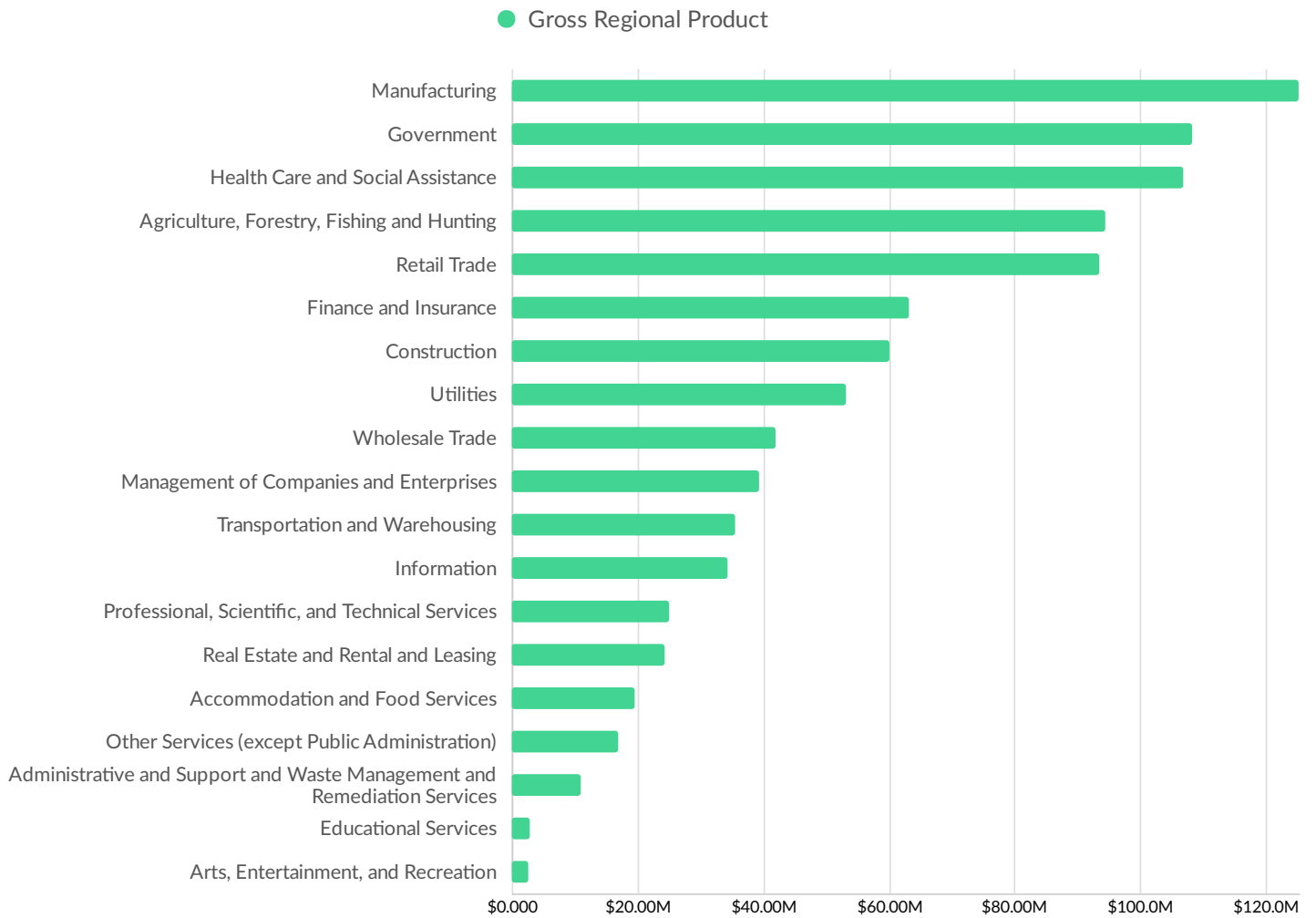
Top Growing Industries



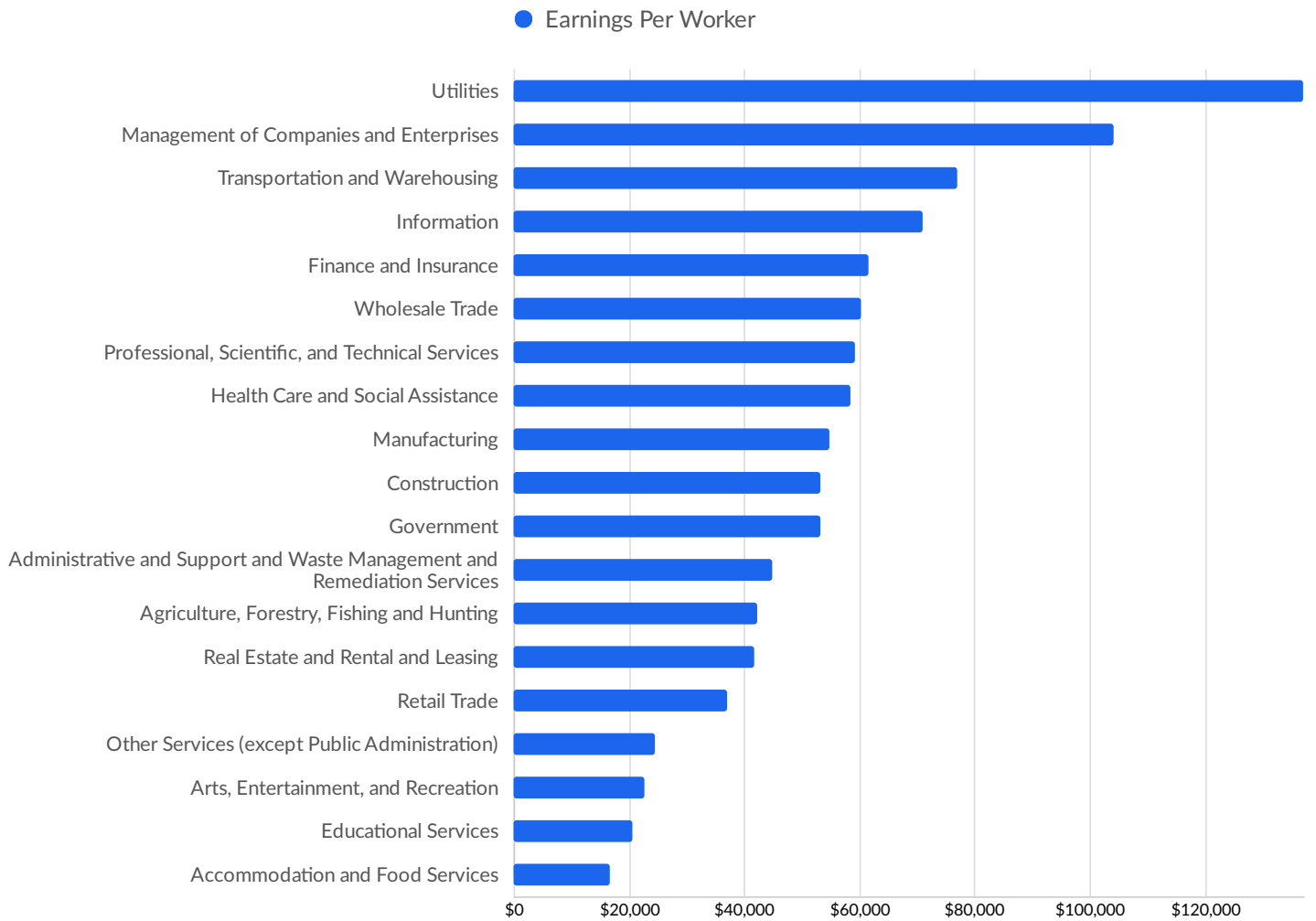
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



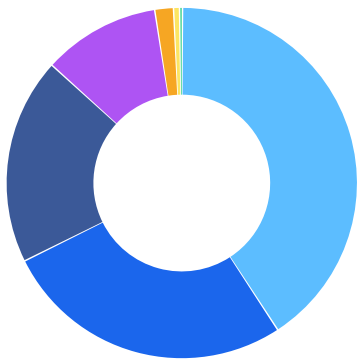
Business Characteristics

2,351 Companies Employ Your Workers

Online profiles for your workers mention 2,351 companies as employers, with the top 10 appearing below. In the last 12 months, 203 companies in Vernon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Organic Valley	249 	Ashley Furniture	118 
Gundersen Health System	182 	Organic Valley	78 
Vernon Memorial Healthcare	112 	Kwik Trip	64 
Glad Farms	53 	Walmart	50 
Kwik Trip	42 	EatStreet	49 
Mayo Clinic	41 	Gundersen Health System	46 
Walmart	39 	Nexthome Prime Real Estate	46 
Western Technical College	39 	Land O'Lakes	44 
Trane Commercial Systems	36 	Ace Hardware	41 
Westby Co Op Credit Union	34 	Gomacro	41 

Business Size

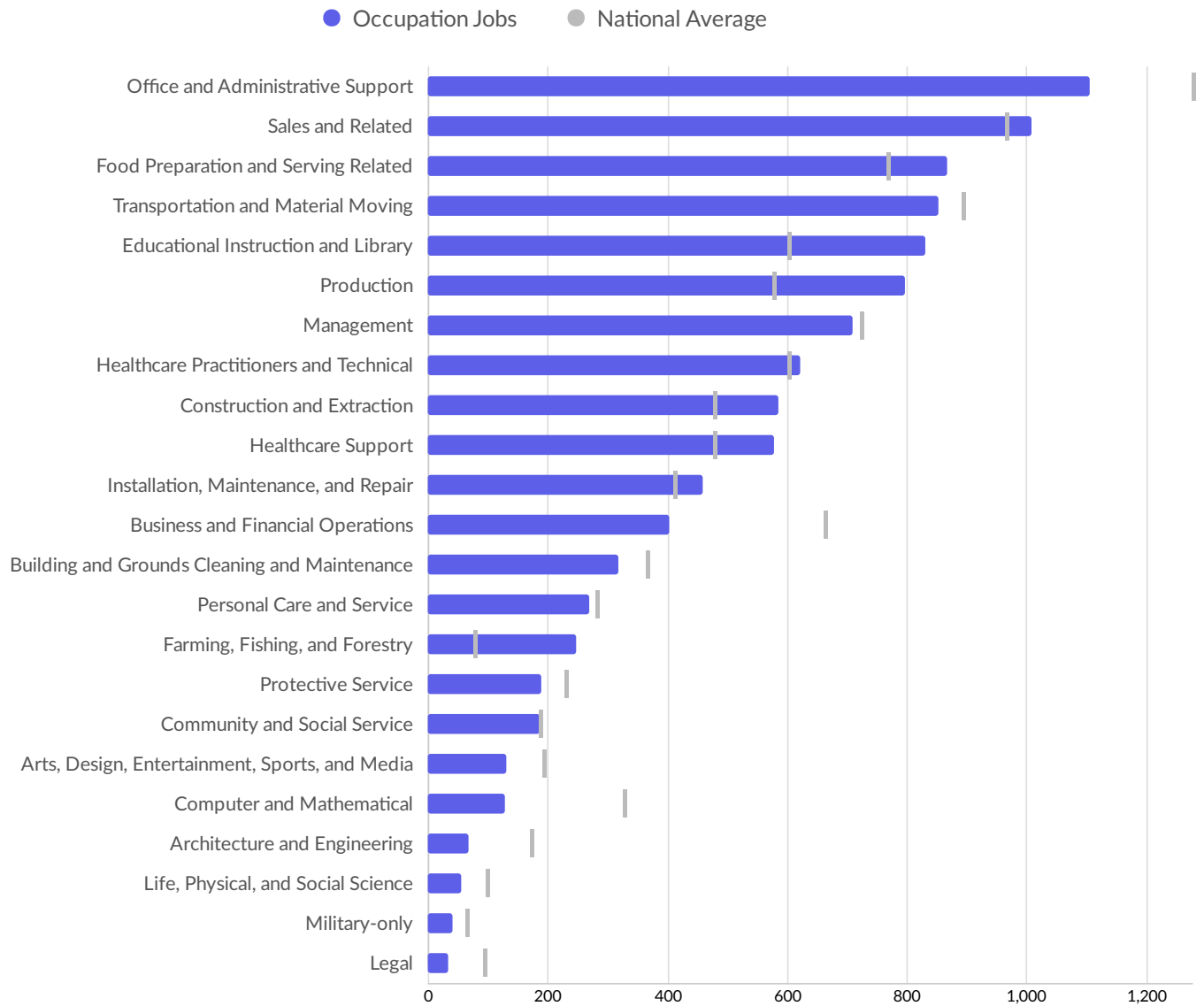


	Percentage	Business Count
1 to 4 employees	40.7%	592
5 to 9 employees	26.9%	391
10 to 19 employees	19.1%	277
20 to 49 employees	10.8%	157
50 to 99 employees	1.7%	25
100 to 249 employees	0.6%	8
250 to 499 employees	0.3%	4

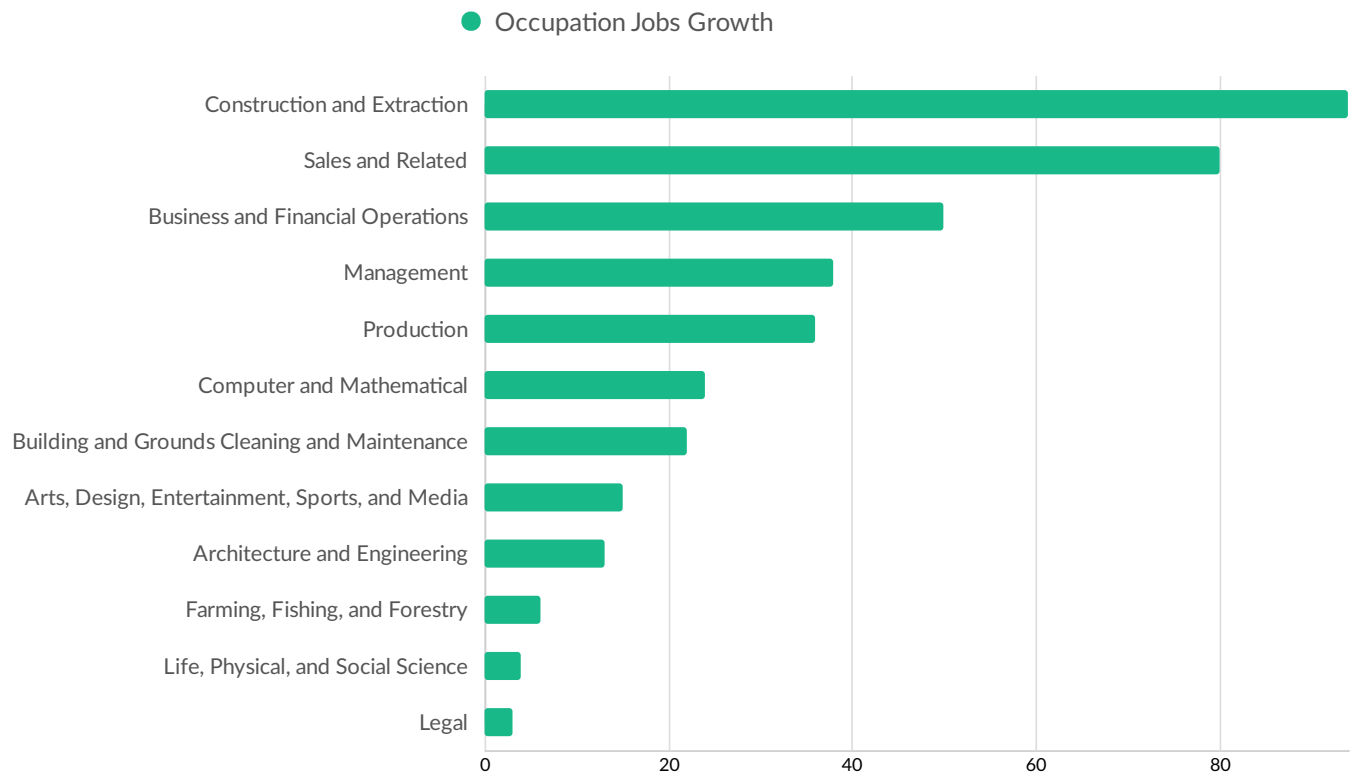
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

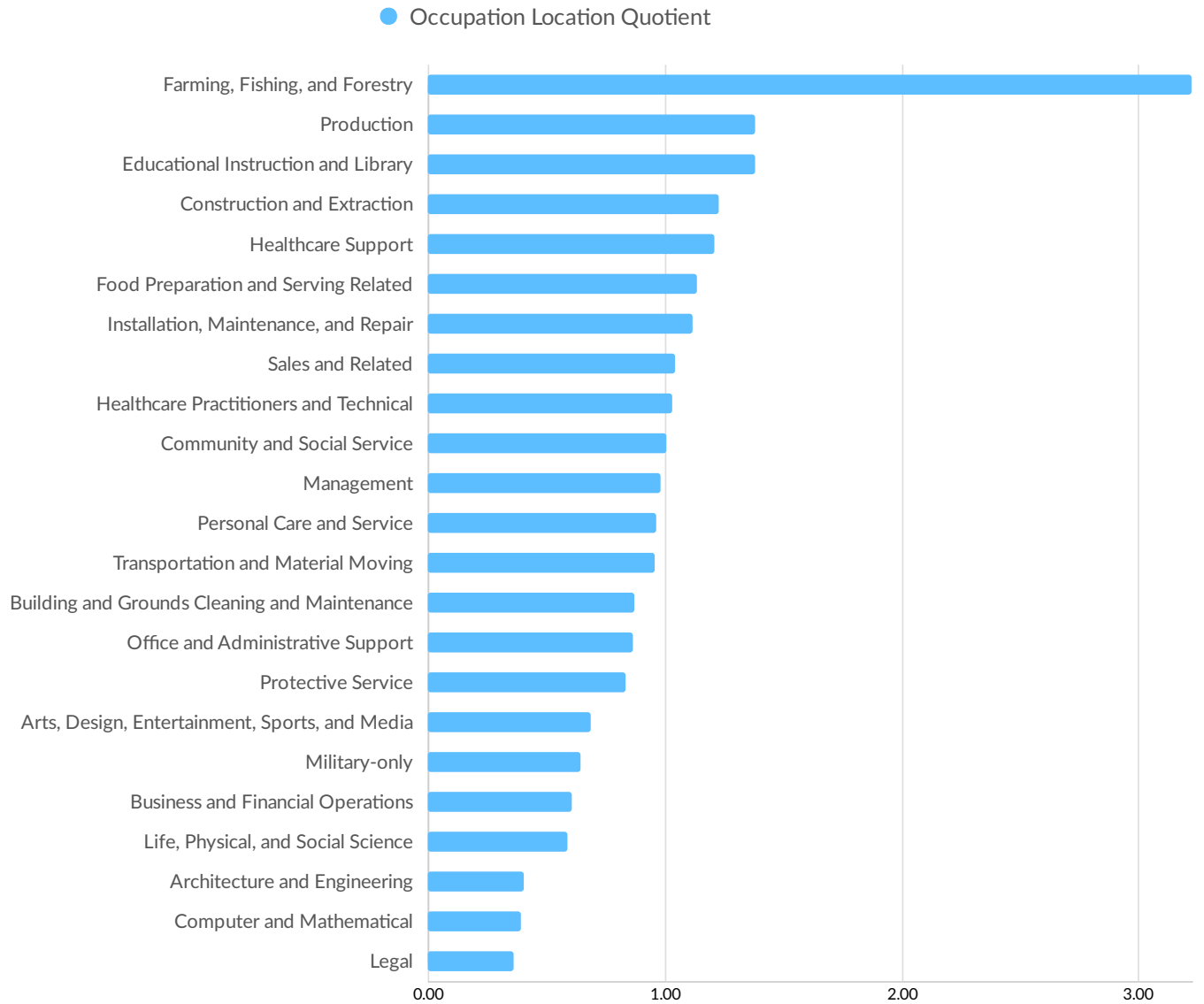
Largest Occupations



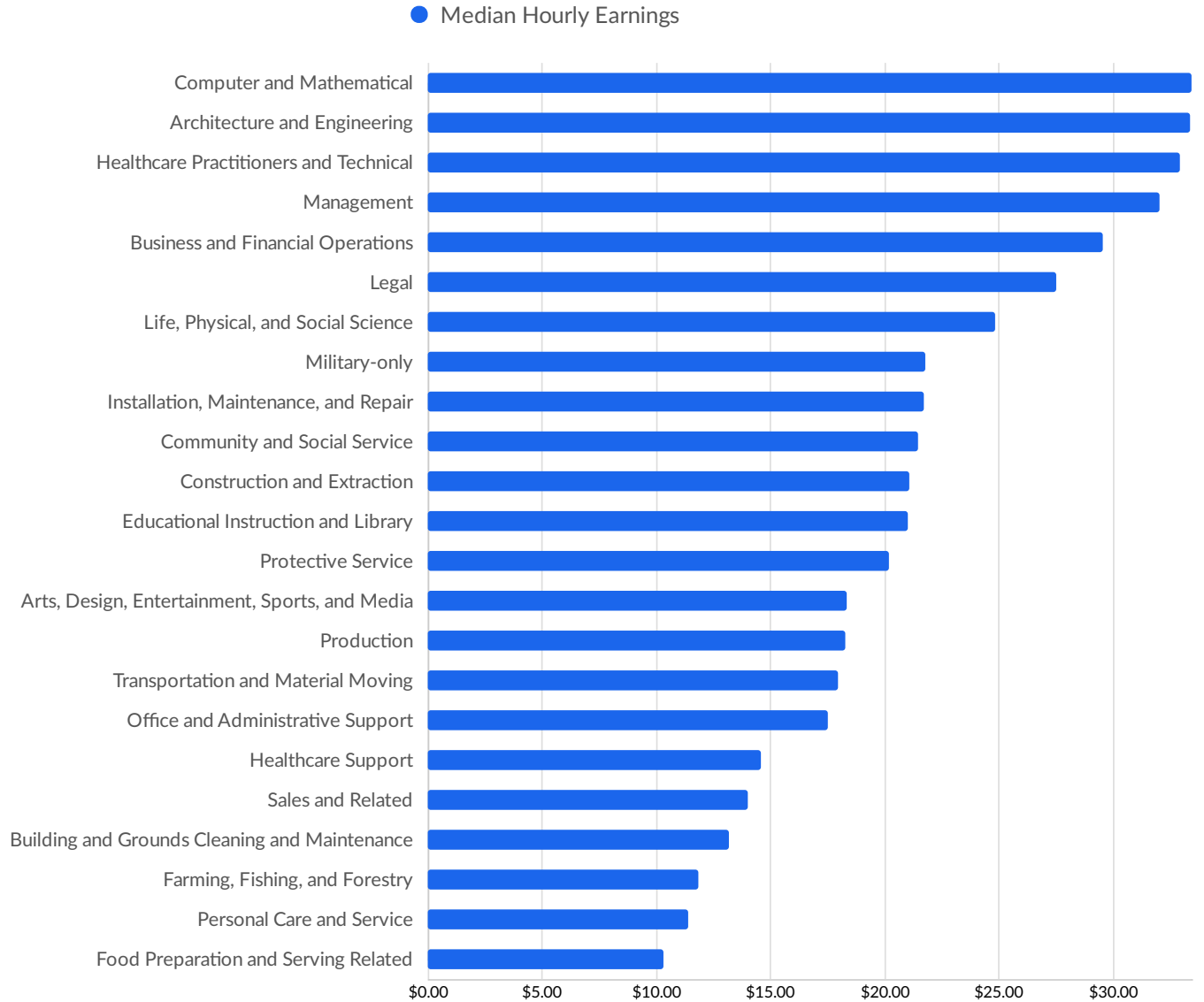
Top Growing Occupations



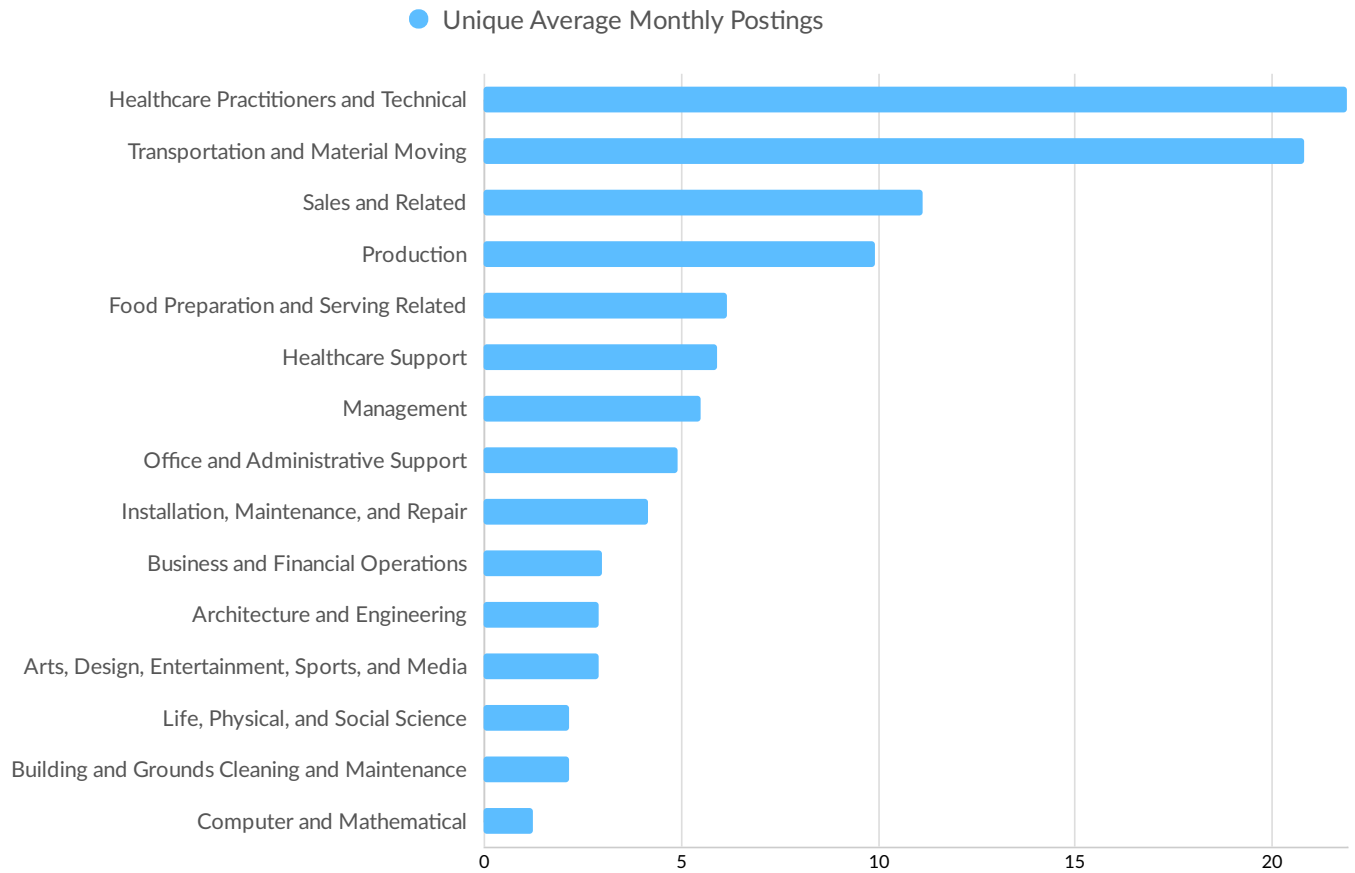
Top Occupation Location Quotient



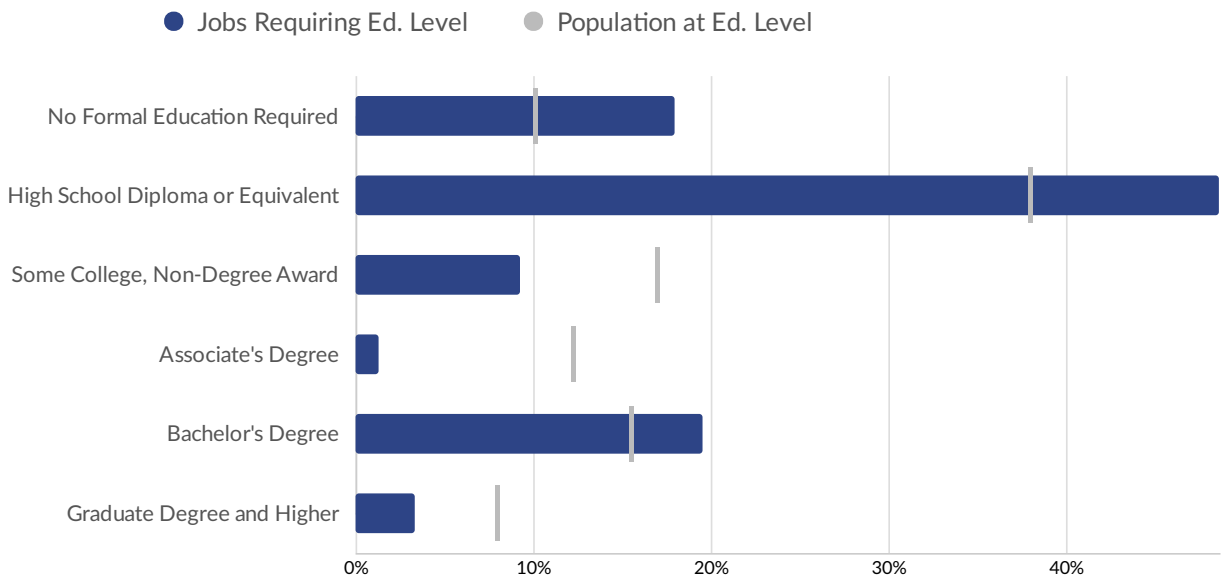
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

