



# La Crosse County, WI

Mississippi River Regional Planning Commission



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## Report Parameters

### 1 County

55063 La Crosse 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

121,404

Population (2022)

Population **grew by 3,243** over the last 5 years and is projected to **grow by 3,520** over the next 5 years.

75,300

Total Regional Employment

Jobs **decreased by 659** over the last 5 years but are projected to **grow by 2,929** over the next 5 years.

\$62.8K

Median Household Income (2021)

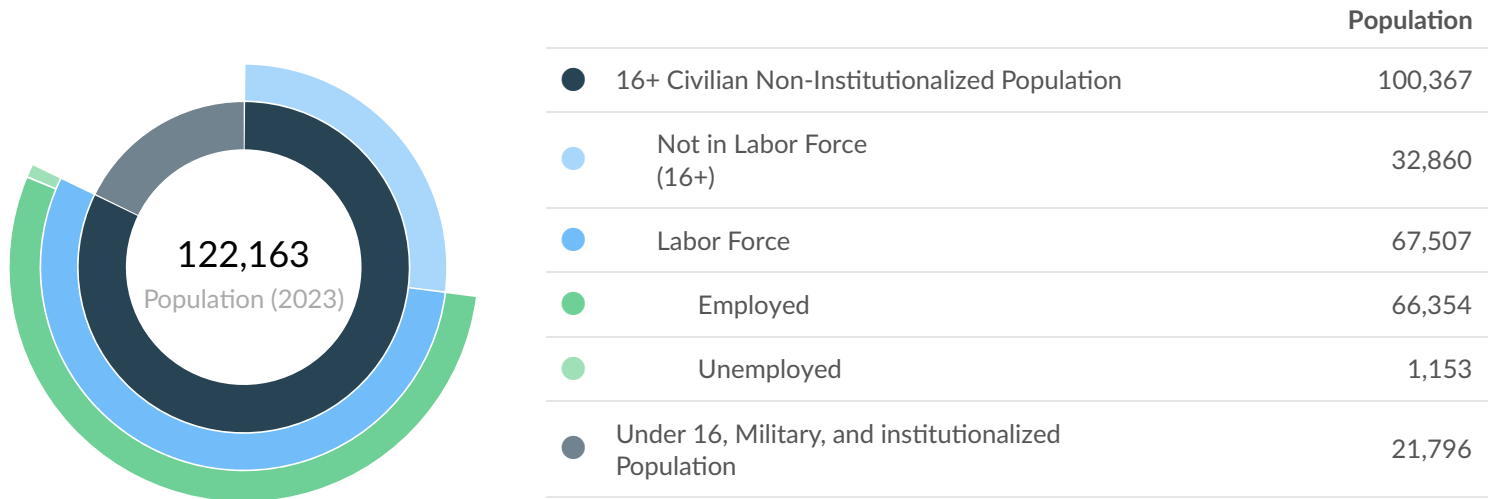
Median household income is **\$6.2K below** the national median household income of \$69.0K.

## Takeaways

- As of 2022 the region's population **increased by 2.7%** since 2017, growing by 3,243. Population is expected to **increase by 2.9%** between 2022 and 2027, adding 3,520.
- From 2017 to 2022, jobs **declined by 0.9%** in La Crosse County, WI from 75,959 to **75,300**. This change **fell short of the national growth rate of 3.8% by 4.7%**. As the number of jobs declined, the **labor force participation rate decreased from 69.7% to 67.2% between 2017 and 2022**.
- Concerning educational attainment, **22.2% of La Crosse County, WI residents possess a Bachelor's Degree** (1.4% above the national average), and **13.3% hold an Associate's Degree** (4.4% above the national average).
- The top three industries in 2022 are General Medical and Surgical Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

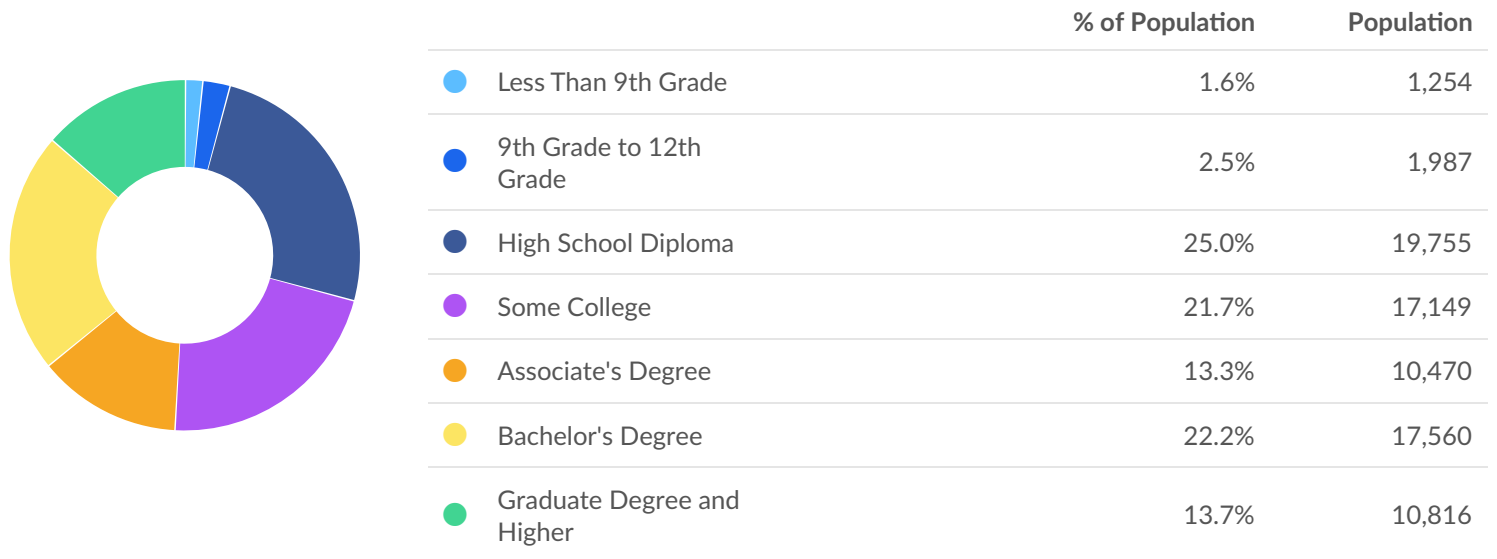
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	122,163	67,507	75,300	100.3	\$8.73B	\$8.86B	\$9.48B
Juneau County, WI	26,978	13,318	10,440	97.7	\$1.12B	\$2.10B	\$2.20B
Dane County, WI	578,313	334,794	379,374	104.7	\$57.46B	\$44.07B	\$65.02B
Milwaukee County, WI	913,266	454,383	509,429	104.6	\$67.68B	\$54.39B	\$67.03B

## Apr 2023 Labor Force Breakdown



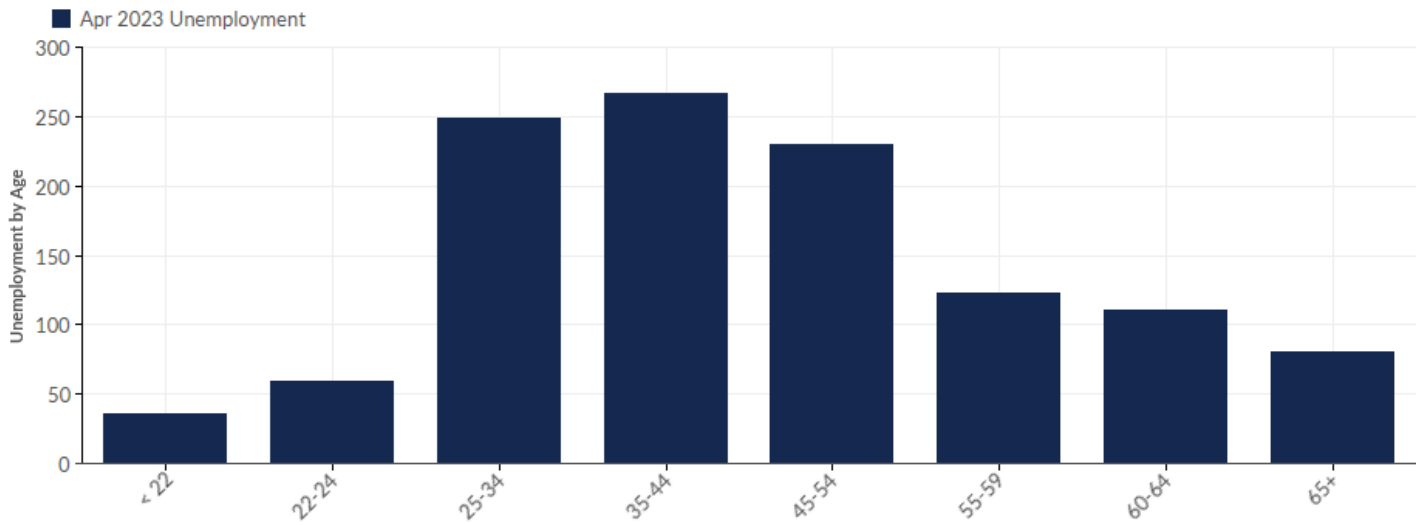
## Educational Attainment

Concerning educational attainment, **22.2% of La Crosse County, WI residents possess a Bachelor's Degree** (1.4% above the national average), and **13.3% hold an Associate's Degree** (4.4% above the national average).



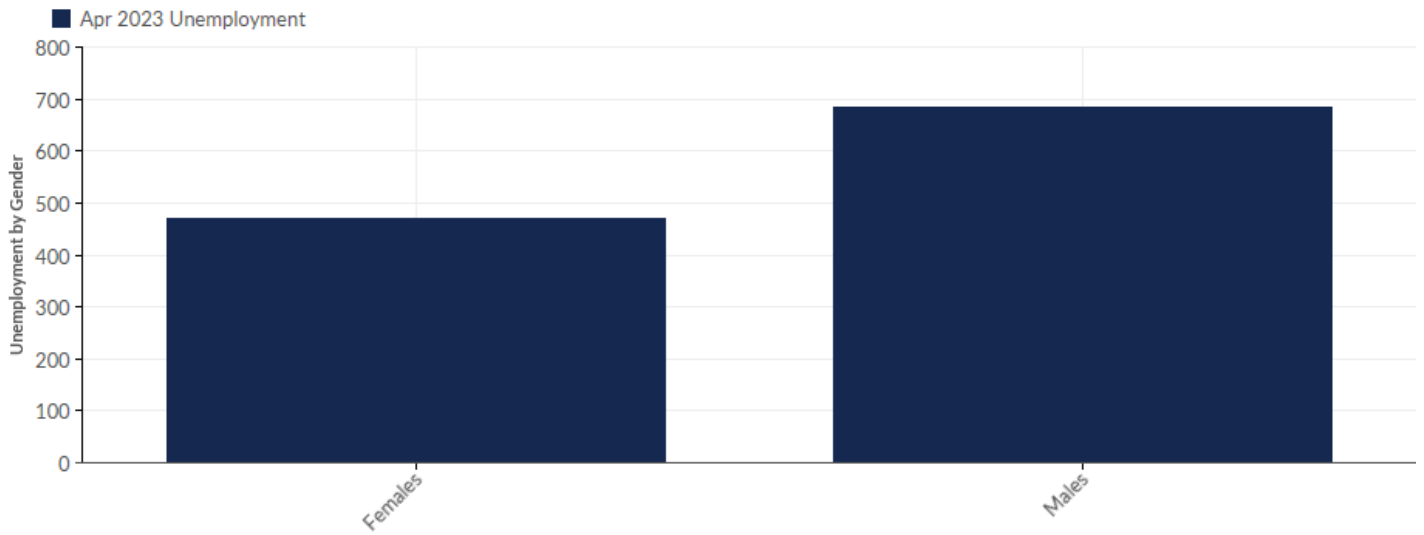
# Unemployment by Demographics

## Unemployment by Age



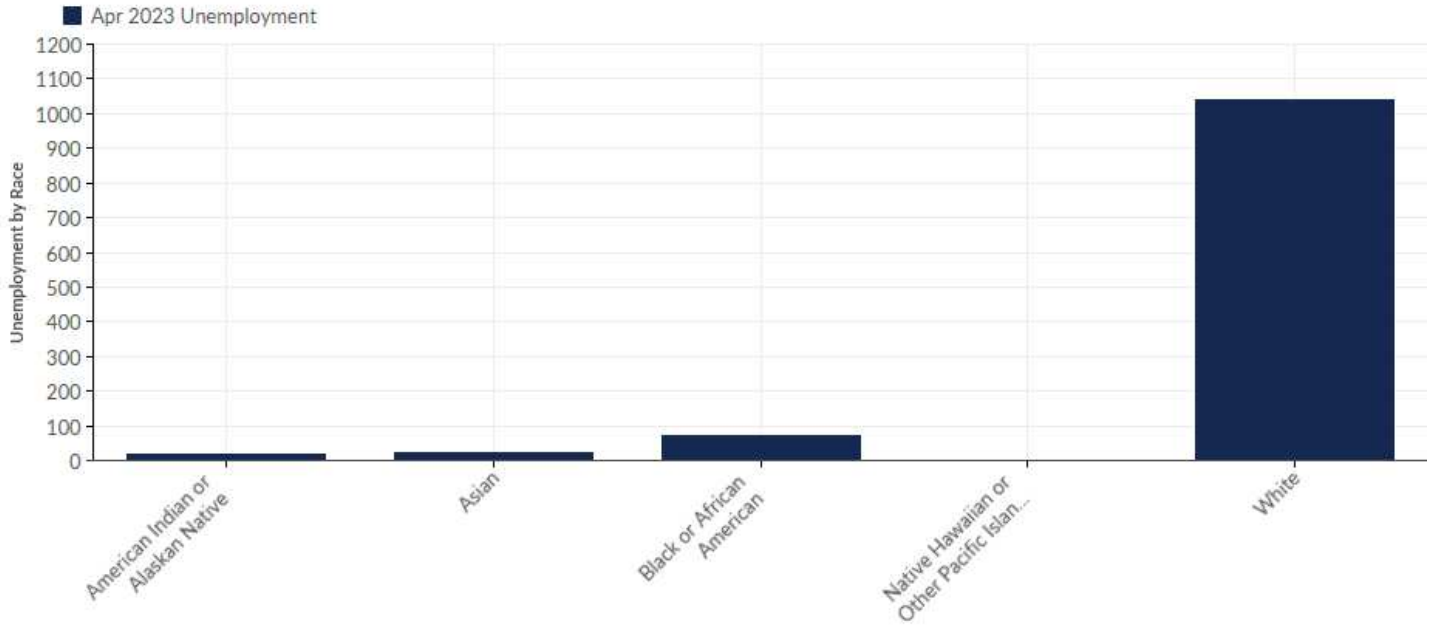
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	36	3.12%
22-24	59	5.12%
25-34	248	21.51%
35-44	267	23.16%
45-54	229	19.86%
55-59	123	10.67%
60-64	111	9.63%
65+	80	6.94%
Total	1,153	100.00%

## Unemployment by Gender



Gender	Unemployment (Apr 2023)	% of Unemployed
Females	468	40.59%
Males	685	59.41%
Total	1,153	100.00%

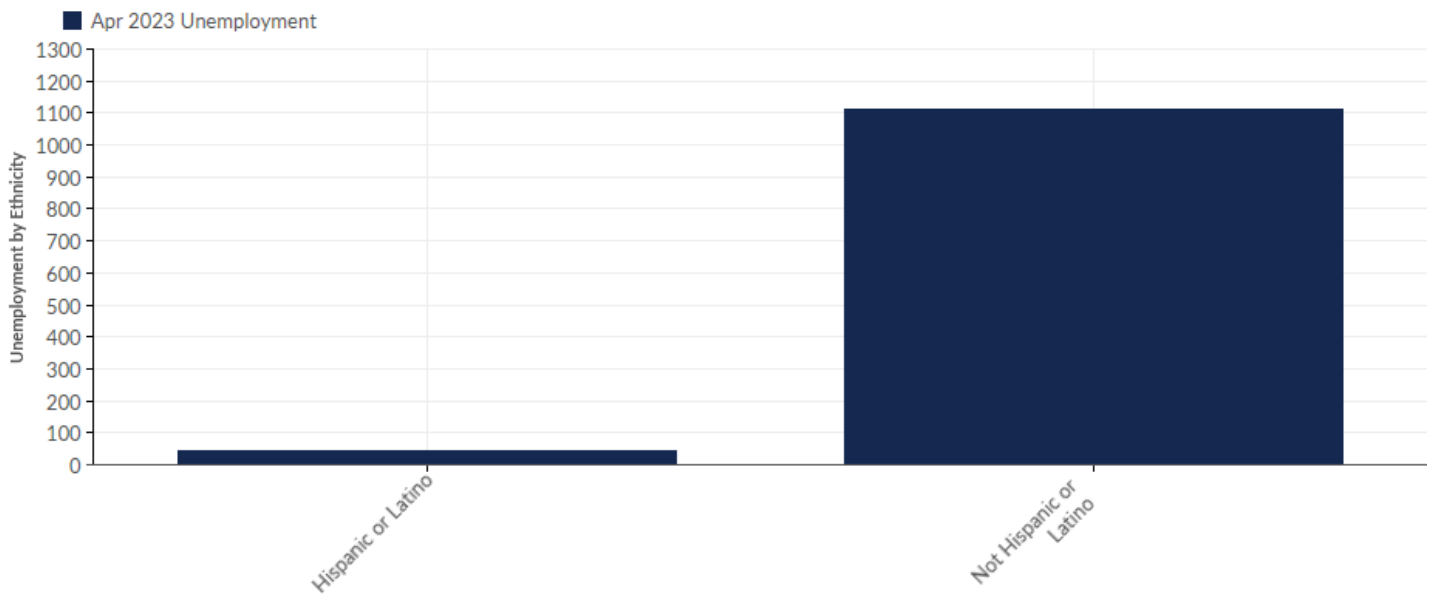
## Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	18	1.56%
Asian	21	1.82%
Black or African American	73	6.33%
Native Hawaiian or Other Pacific Islander	1	0.09%
White	1,040	90.20%
<b>Total</b>	<b>1,153</b>	<b>100.00%</b>



## Unemployment by Ethnicity

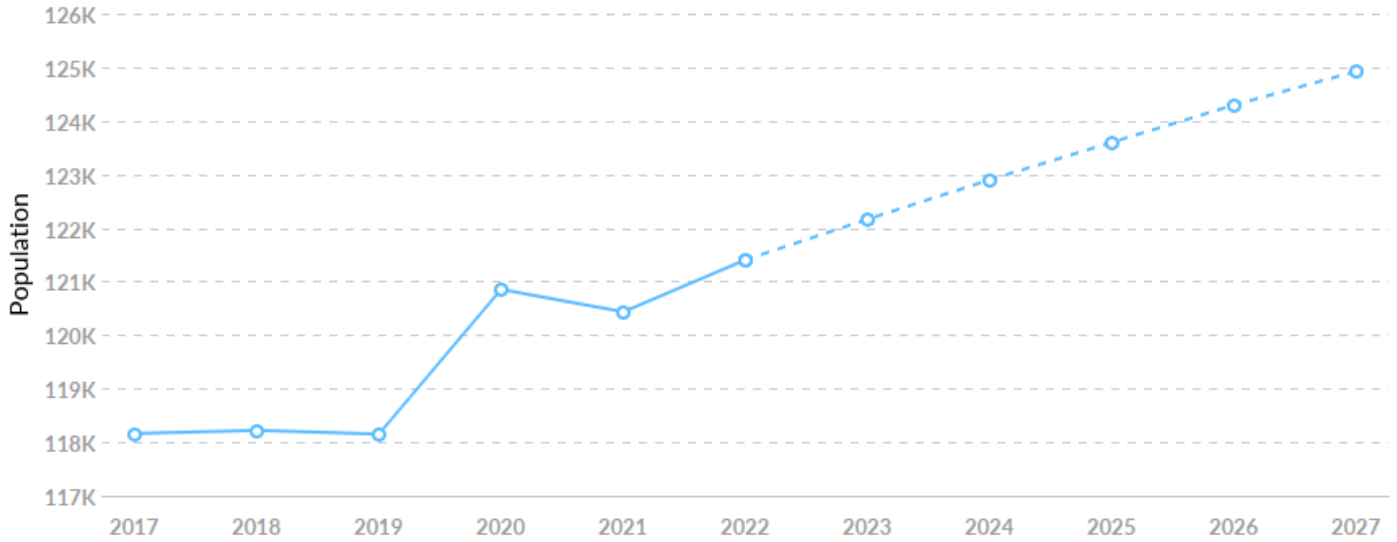


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	44	3.82%
Not Hispanic or Latino	1,109	96.18%
Total	1,153	100.00%

# Historic & Projected Trends

## Population Trends

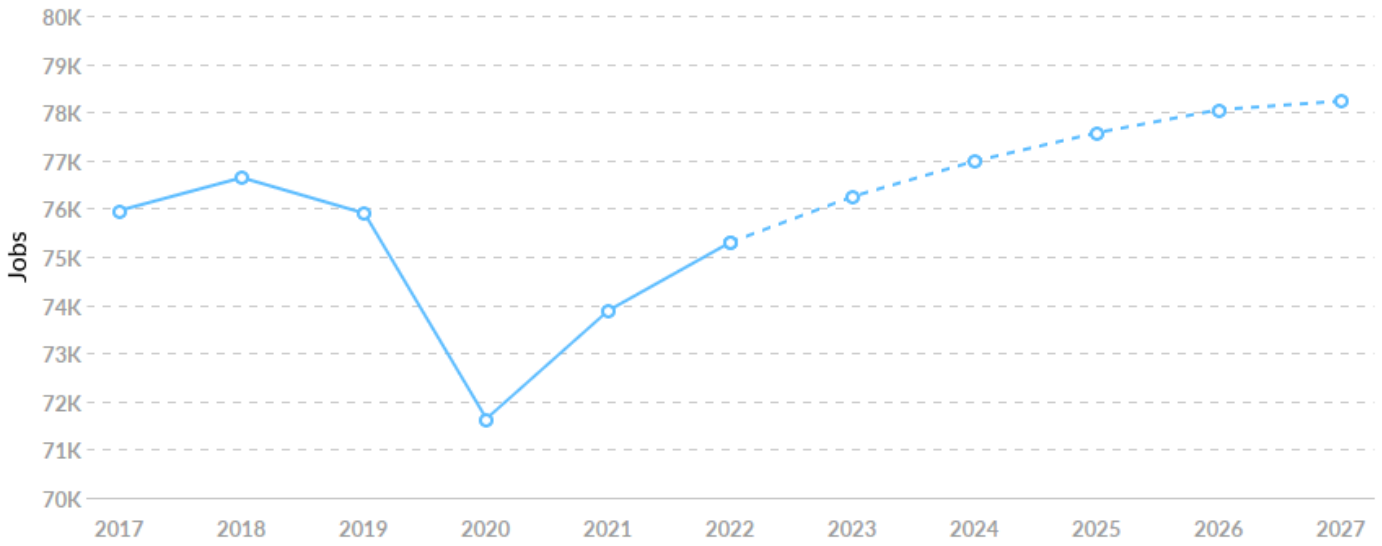
As of 2022 the region's population increased by 2.7% since 2017, growing by 3,243. Population is expected to increase by 2.9% between 2022 and 2027, adding 3,520.



Timeframe	Population
2017	118,161
2018	118,220
2019	118,151
2020	120,852
2021	120,433
2022	121,404
2023	122,163
2024	122,899
2025	123,598
2026	124,295
2027	124,924

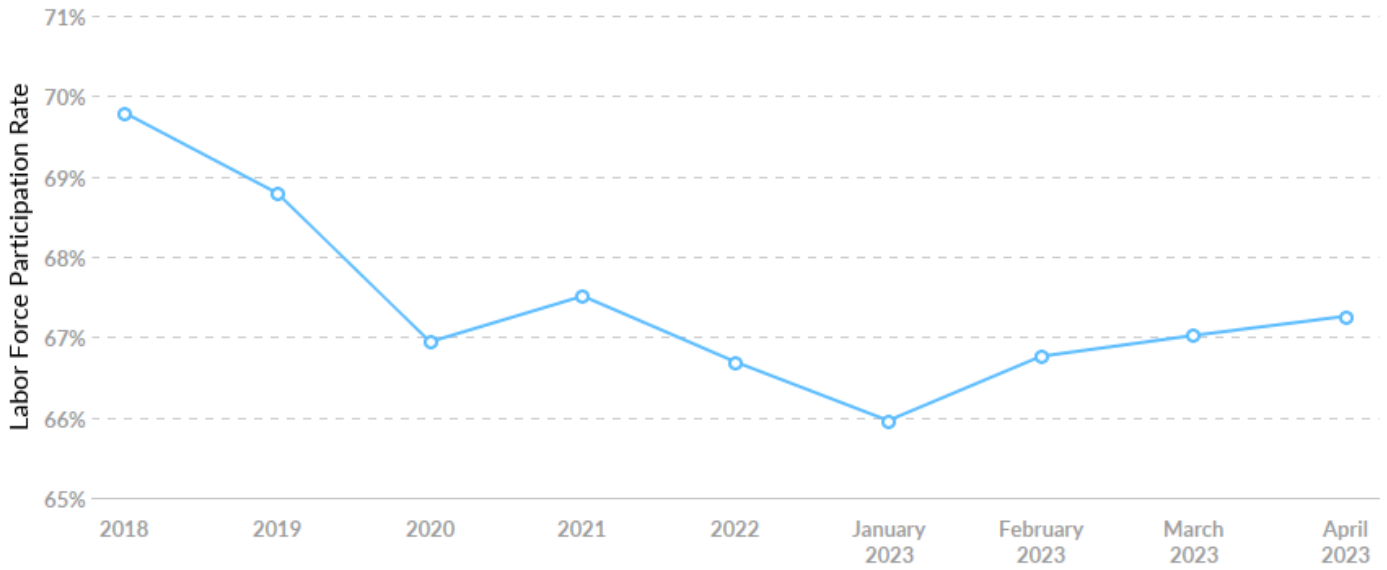
## Job Trends

From 2017 to 2022, jobs declined by 0.9% in La Crosse County, WI from 75,959 to 75,300. This change fell short of the national growth rate of 3.8% by 4.7%.



Timeframe	Jobs
2017	75,959
2018	76,640
2019	75,903
2020	71,634
2021	73,883
2022	75,300
2023	76,248
2024	76,984
2025	77,571
2026	78,049
2027	78,229

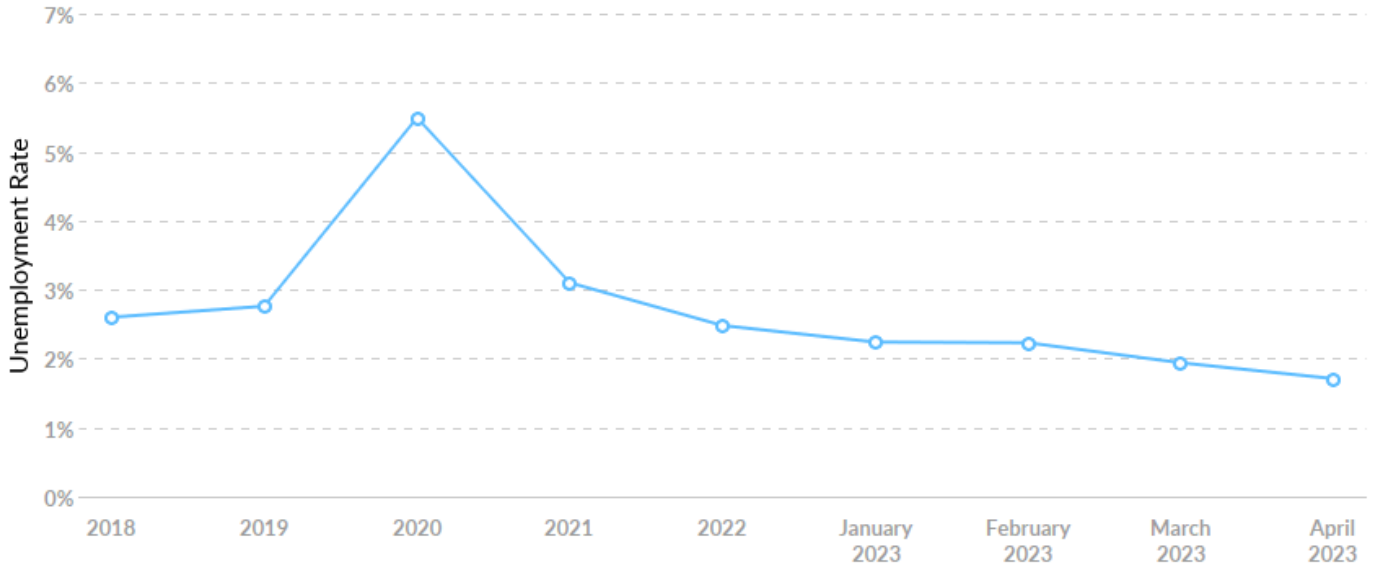
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	69.79%
2019	68.79%
2020	66.94%
2021	67.51%
2022	66.69%
January 2023	65.96%
February 2023	66.76%
March 2023	67.02%
April 2023	67.26%

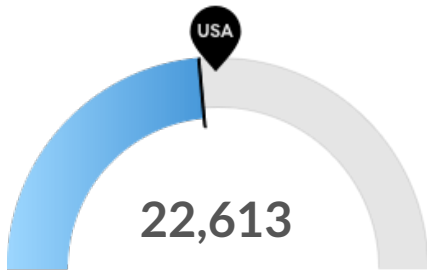
## Unemployment Rate Trends

La Crosse County, WI had an April 2023 unemployment rate of 1.71%, **decreasing from 2.60%** 5 years before.



Timeframe	Unemployment Rate
2018	2.60%
2019	2.76%
2020	5.49%
2021	3.10%
2022	2.48%
January 2023	2.24%
February 2023	2.23%
March 2023	1.94%
April 2023	1.71%

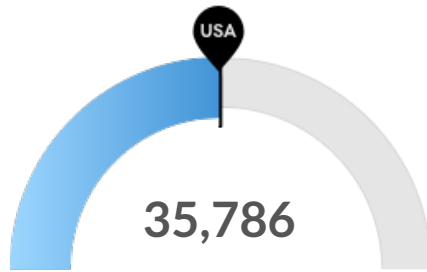
## Population Characteristics



**22,613**

**Millennials**

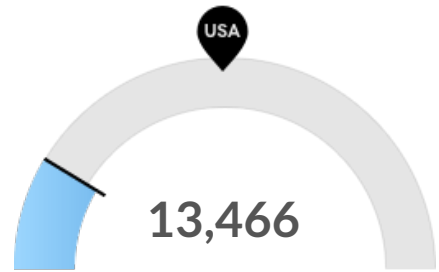
La Crosse County, WI has 22,613 millennials (ages 25-39). The national average for an area this size is 24,600.



**35,786**

**Retiring Soon**

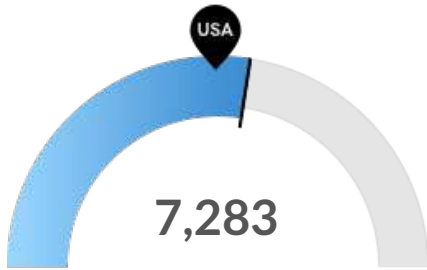
Retirement risk is about average in La Crosse County, WI. The national average for an area this size is 35,797 people 55 or older, while there are 35,786 here.



**13,466**

**Racial Diversity**

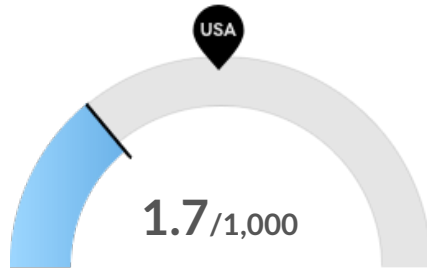
Racial diversity is low in La Crosse County, WI. The national average for an area this size is 49,009 racially diverse people, while there are 13,466 here.



**7,283**

**Veterans**

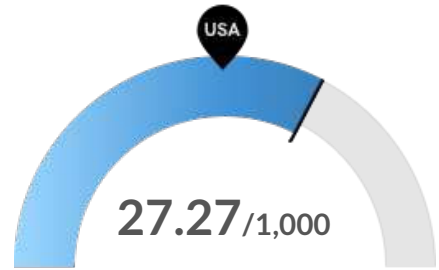
La Crosse County, WI has 7,283 veterans. The national average for an area this size is 6,325.



**1.7/1,000**

**Violent Crime**

La Crosse County, WI has 1.7 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.



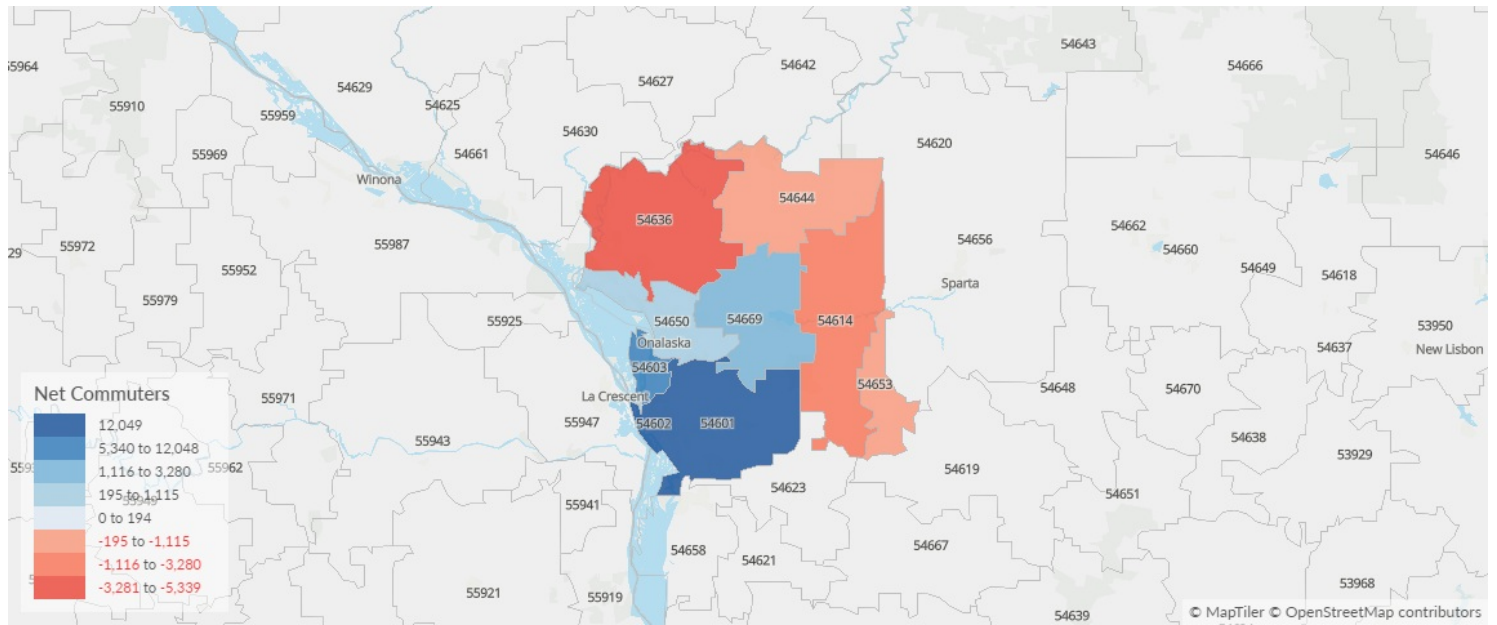
**27.27/1,000**

**Property Crime**

La Crosse County, WI has 27.27 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

## Place of Work vs Place of Residence

Understanding where talent in La Crosse County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

ZIP	Name	2022 Employment
54601	La Crosse, WI (in La Cro...	35,730
54603	La Crosse, WI (in La Cro...	13,253
54650	Onalaska, WI (in La Cro...	13,215
54669	West Salem, WI (in La C...	6,430
54636	Holmen, WI (in La Cross...	5,096

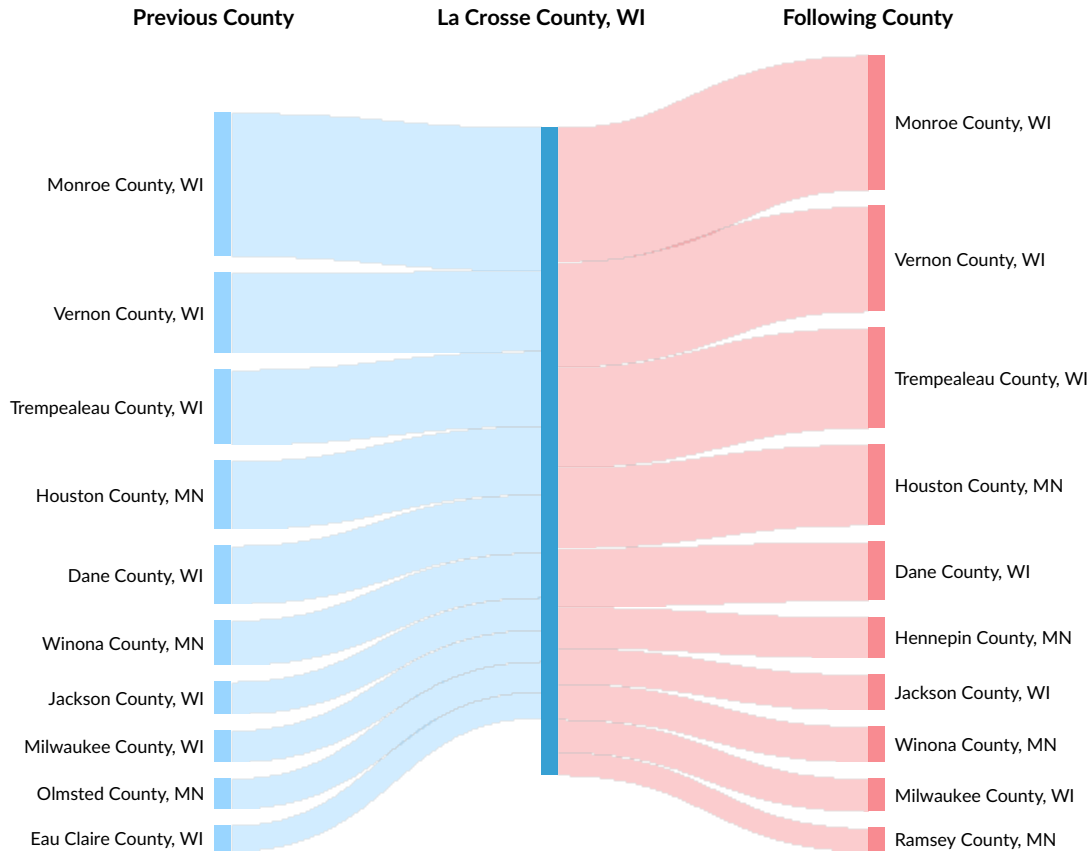
### Where Talent Lives

ZIP	Name	2022 Workers
54601	La Crosse, WI (in La Cro...	23,681
54650	Onalaska, WI (in La Cro...	13,021
54636	Holmen, WI (in La Cross...	8,377
54603	La Crosse, WI (in La Cro...	7,913
54669	West Salem, WI (in La C...	5,075

# Inbound and Outbound Migration

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

As of 2020, **411** people have migrated from Monroe County, WI to La Crosse County, WI. In the same year, **386** people left La Crosse County, WI migrating to Monroe County, WI. The total Net Migration for La Crosse County, WI in 2020 was **-249**.



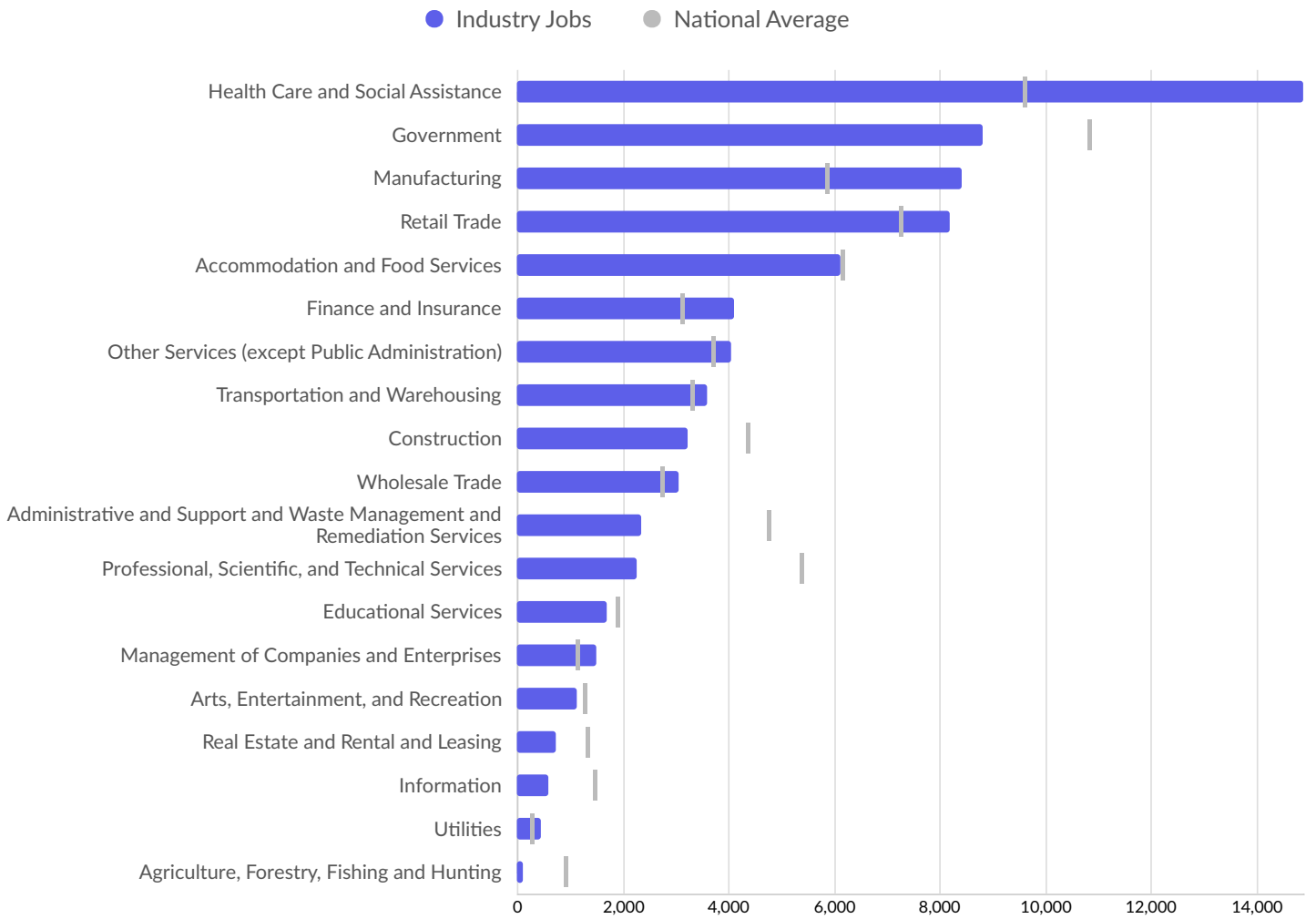
Top Previous Counties	Migrations
Monroe County, WI	411
Vernon County, WI	231
Trempealeau County, WI	215
Houston County, MN	195
Dane County, WI	167
Winona County, MN	128



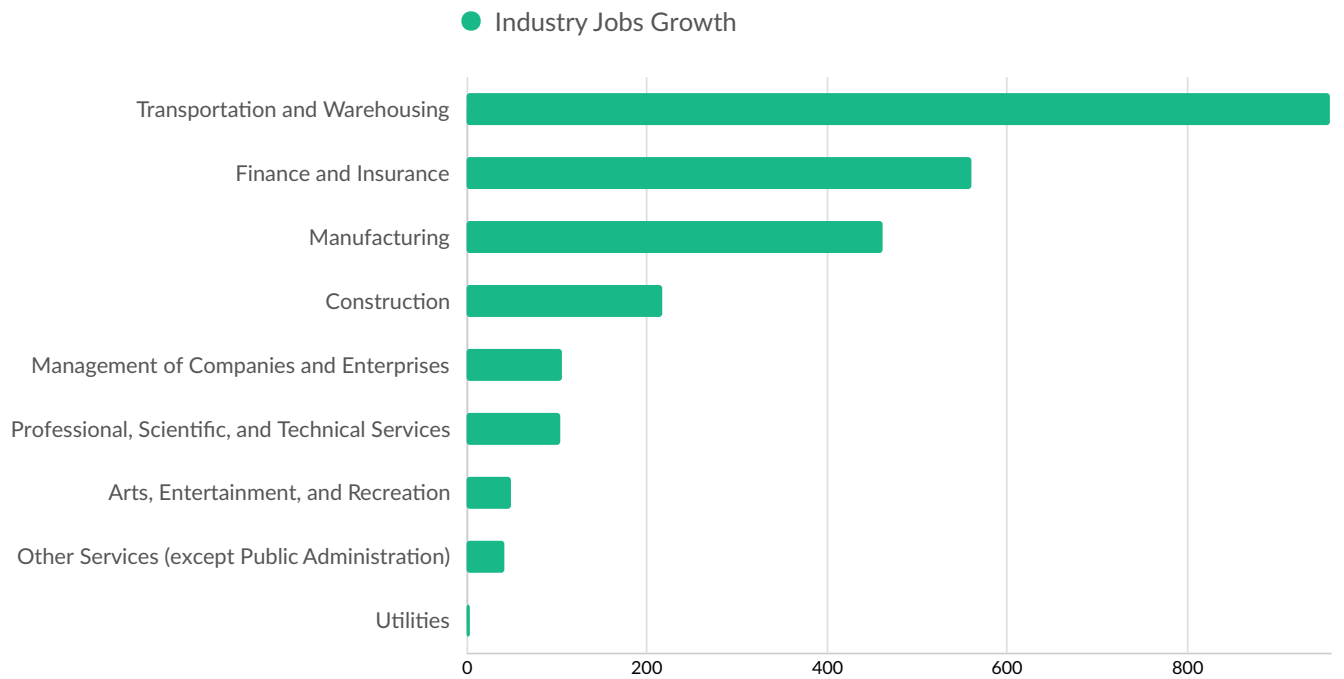
Top Previous Counties	Migrations
Jackson County, WI	93
Milwaukee County, WI	91
Olmsted County, MN	87
Eau Claire County, WI	74
Cook County, IL	73
Hennepin County, MN	68
Marathon County, WI	51
Ramsey County, MN	45
Waukesha County, WI	45
Top Following Counties	Migrations
Monroe County, WI	386
Vernon County, WI	301
Trempealeau County, WI	288
Houston County, MN	231
Dane County, WI	169
Hennepin County, MN	117
Jackson County, WI	102
Winona County, MN	102
Milwaukee County, WI	94
Ramsey County, MN	66
Olmsted County, MN	64
Maricopa County, AZ	63
Eau Claire County, WI	57
Brown County, WI	52
Juneau County, WI	51

# Industry Characteristics

## Largest Industries



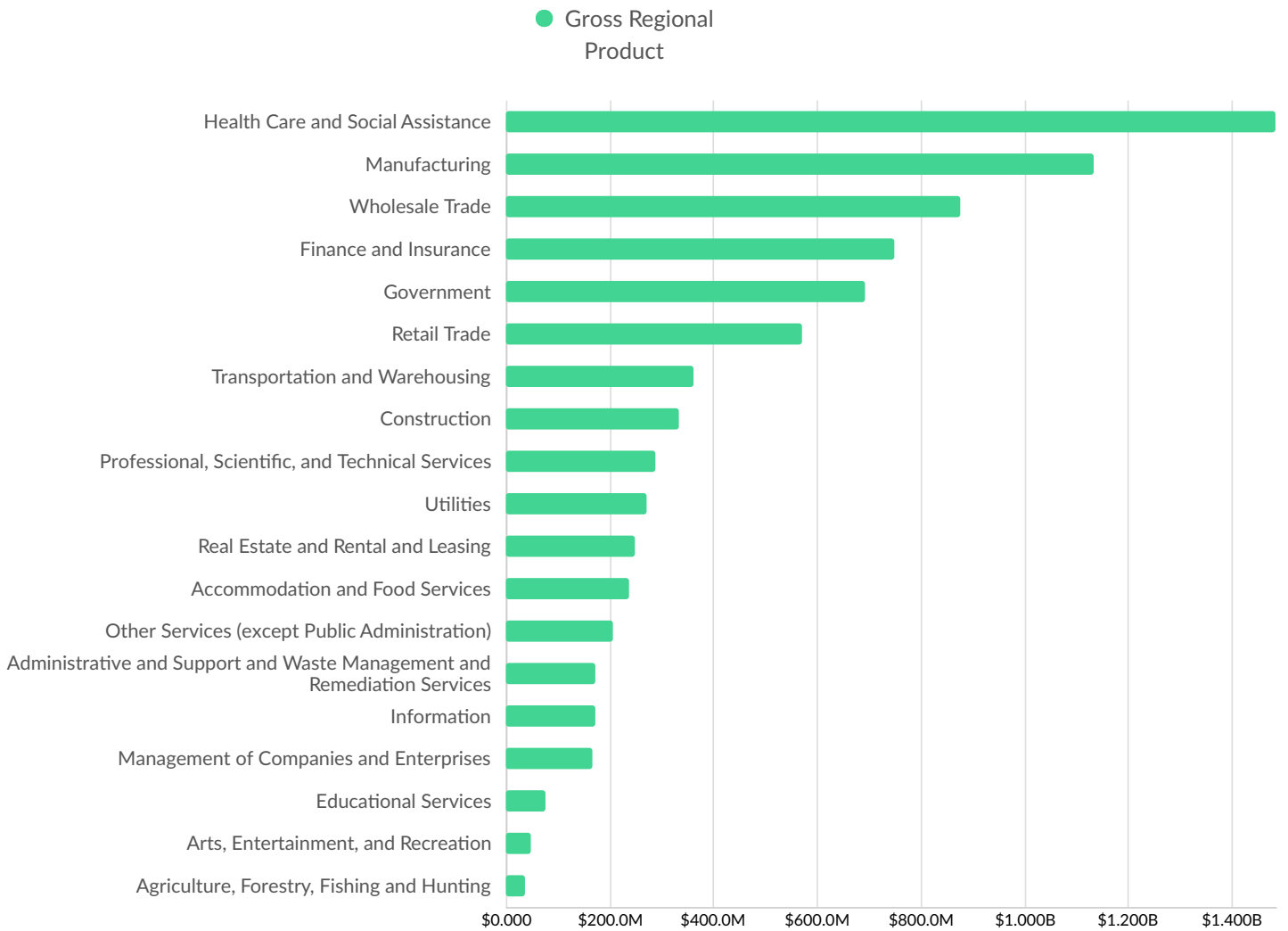
## Top Growing Industries



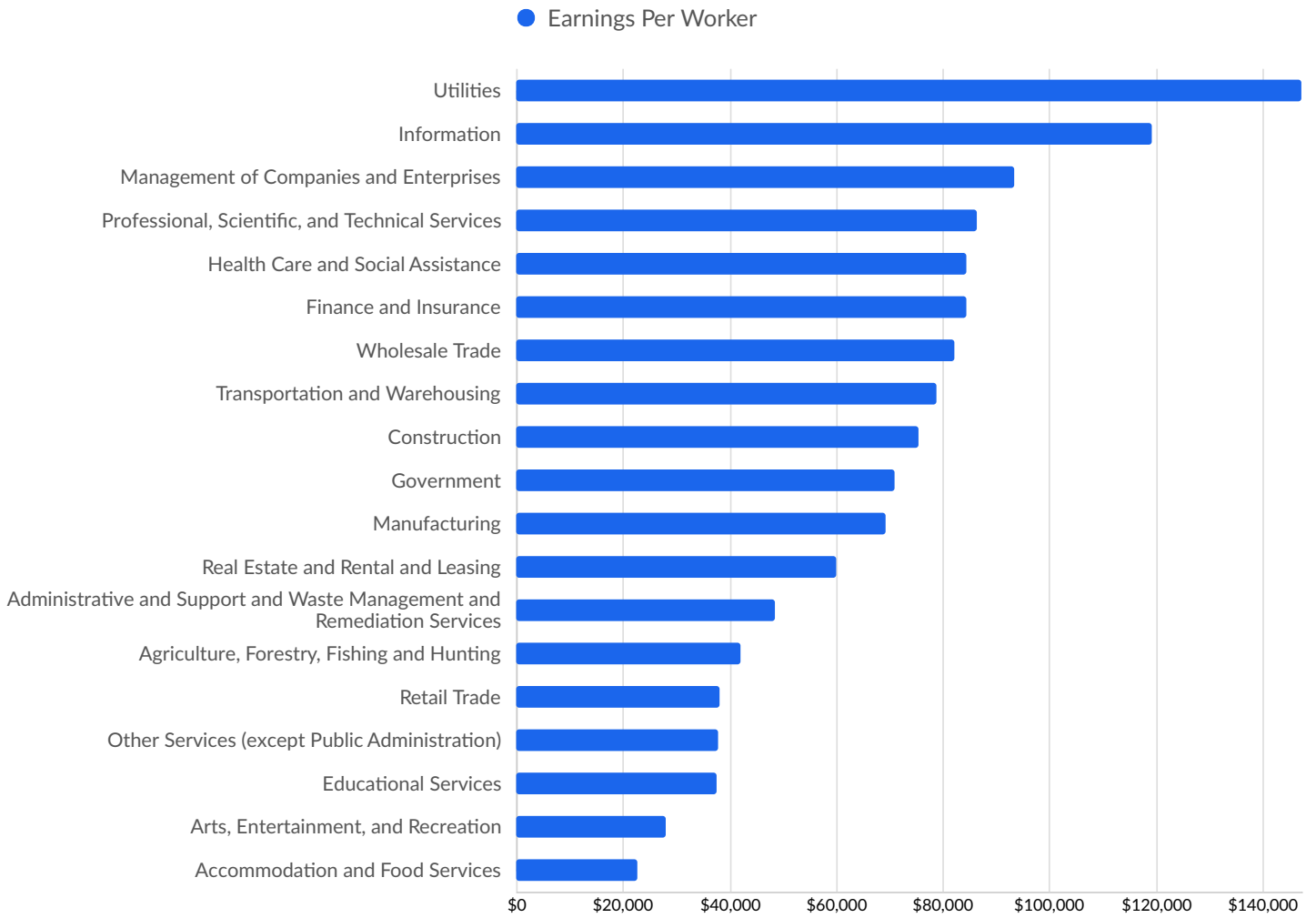
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



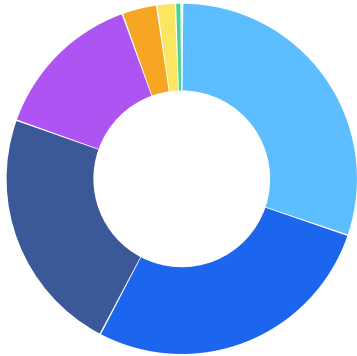
## Business Characteristics

### 9,687 Companies Employ Your Workers

Online profiles for your workers mention 9,687 companies as employers, with the top 10 appearing below. In the last 12 months, 749 companies in La Crosse County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Gundersen Health System	2,990 	Gundersen Health System	1,036 
University Of Wisconsin-Madiso...	1,689 	Kwik Trip	689 
Mayo Clinic	981 	Mayo Clinic	535 
Kwik Trip	851 	University Of Wisconsin-Madiso...	461 
Trane Commercial Systems	527 	Hy-Vee	353 
Western Technical College	523 	Festival Foods	231 
School District Of La Crosse	491 	Trane Technologies	229 
Viterbo University	448 	UnitedHealth Group	151 
Logistics Health Incorporated	411 	Viterbo University	142 
Trane Technologies	267 	Performance Food Group	128 

## Business Size



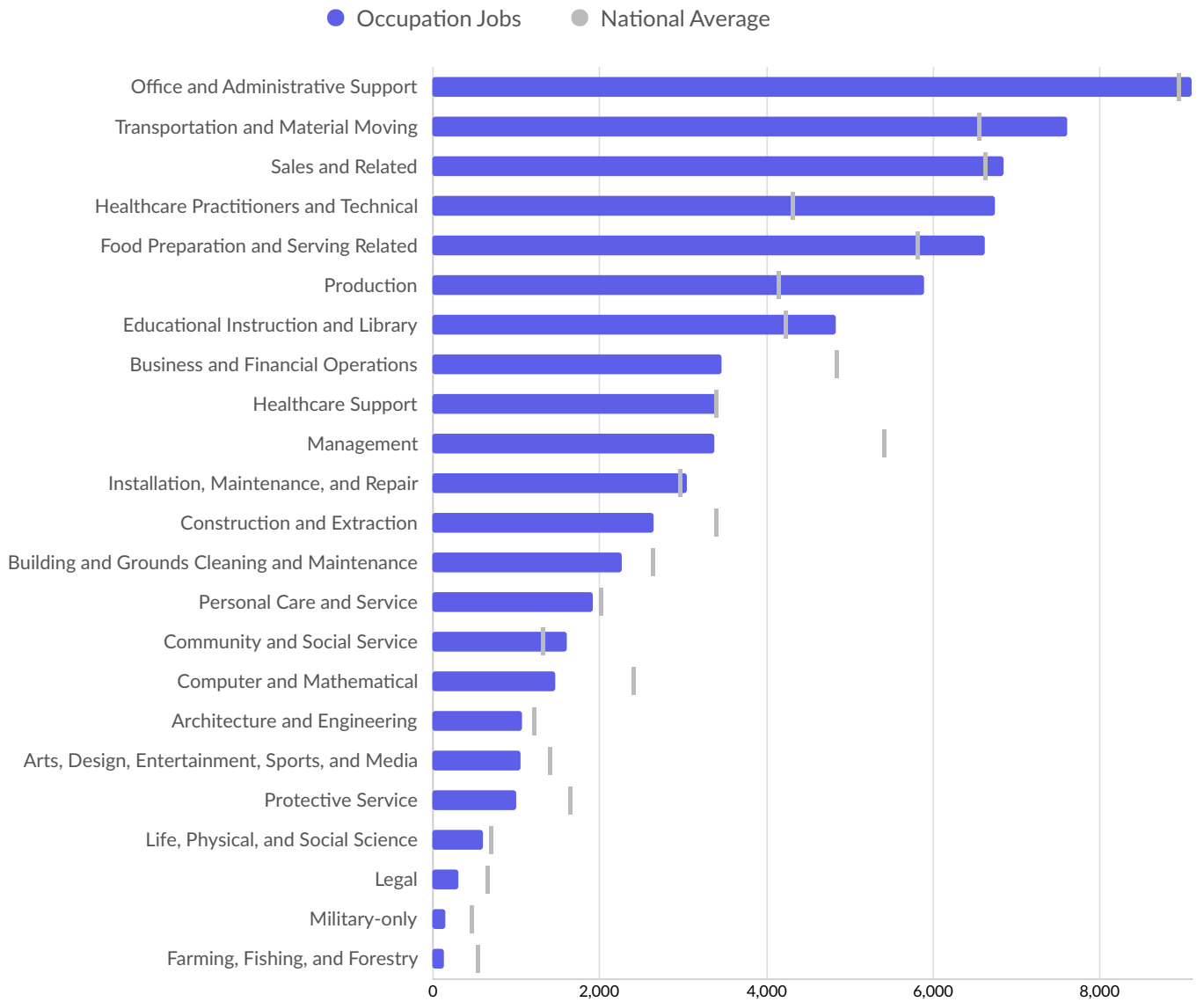
	Percentage	Business Count
● 1 to 4 employees	30.1%	1,395
● 5 to 9 employees	27.5%	1,272
● 10 to 19 employees	22.7%	1,052
● 20 to 49 employees	14.1%	651
● 50 to 99 employees	3.2%	149
● 100 to 249 employees	1.7%	79
● 250 to 499 employees	0.5%	24
● 500+ employees	0.1%	6

\*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.

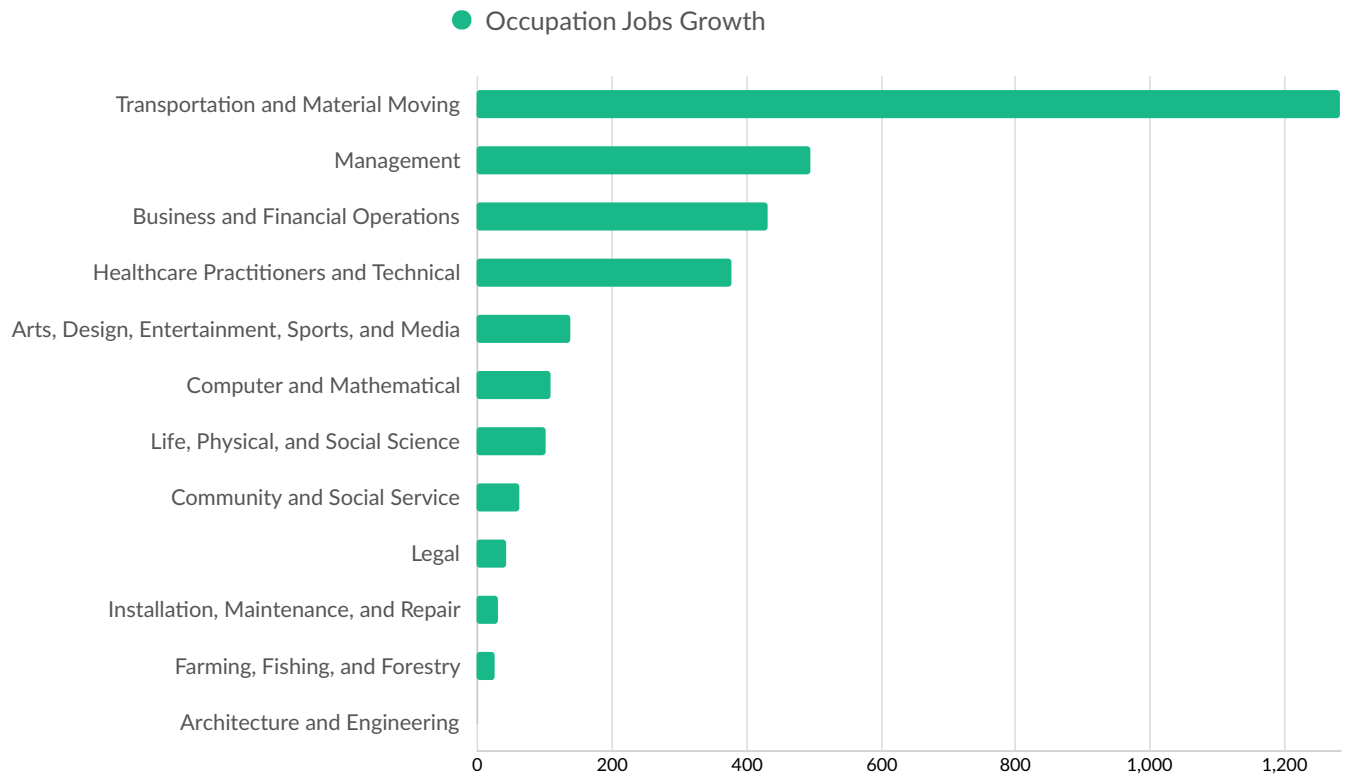


# Workforce Characteristics

## Largest Occupations



## Top Growing Occupations



## Top Occupation Employment Concentration

● Occupation Employment Concentration



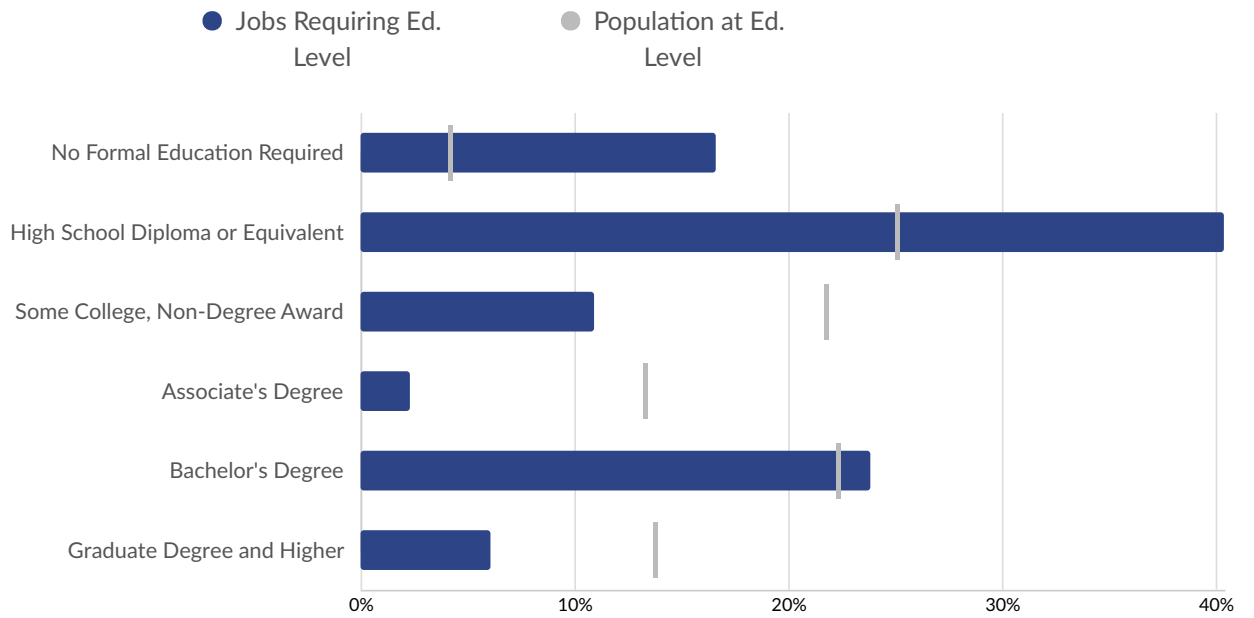
## Top Occupation Earnings



## Top Posted Occupations

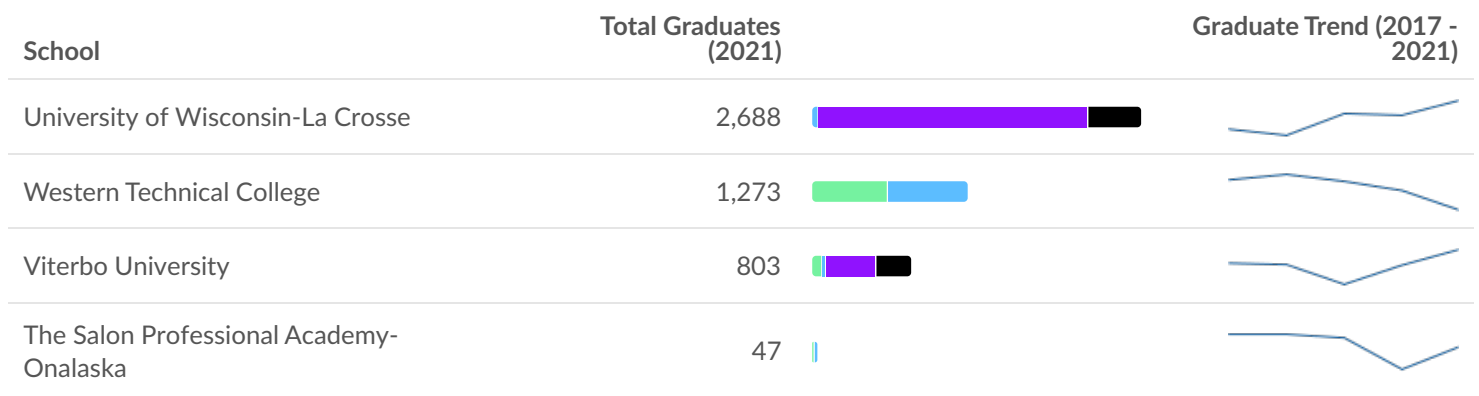


## Underemployment



## Educational Pipeline

In 2021, there were 4,811 graduates in La Crosse County, WI. This pipeline has shrunk by 2% over the last 5 years. The highest share of these graduates come from "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), "Biology/Biological Sciences, General" (Bachelor's), and "Psychology, General" (Bachelor's).



# In-Demand Skills

