



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

31,051

Population (2022)

Population **grew by 322** over the last 5 years and is projected to **grow by 374** over the next 5 years.

10,446

Total Regional Employment

Jobs **decreased by 304** over the last 5 years but are projected to **grow by 760** over the next 5 years.

\$57.9K

Median Household Income (2021)

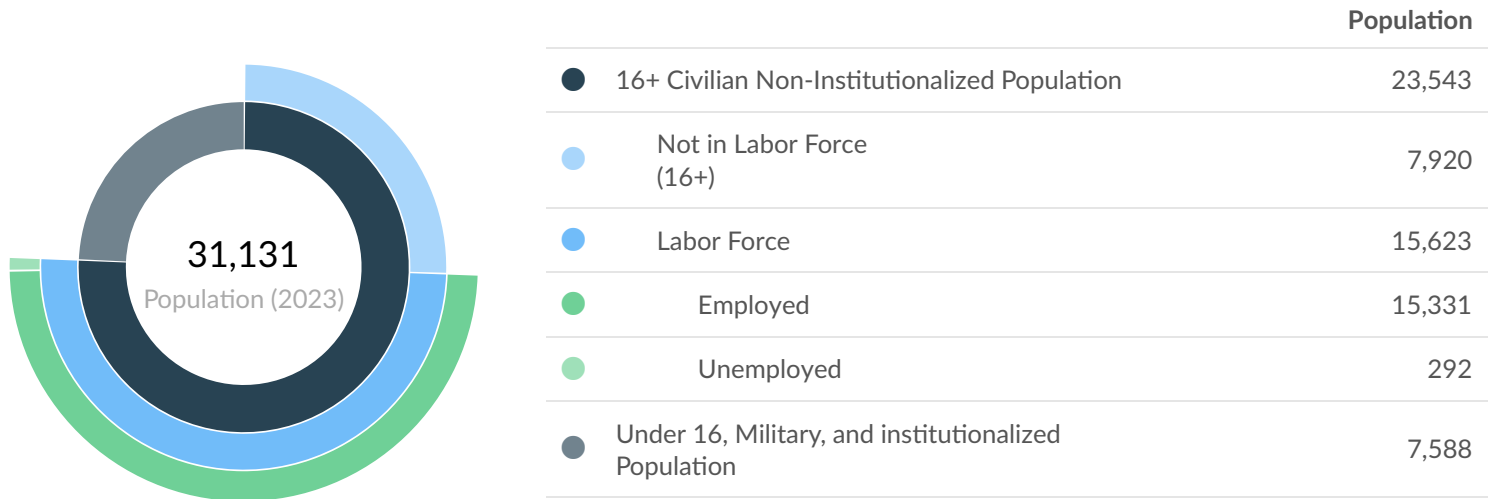
Median household income is **\$11.1K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 1.0%** since 2017, growing by 322. Population is expected to **increase by 1.2%** between 2022 and 2027, adding 374.
- From 2017 to 2022, jobs **declined by 2.8%** in Vernon County, WI from 10,749 to **10,446**. This change **fell short of the national growth rate of 3.8% by 6.6%**. As the number of jobs declined, the **labor force participation rate decreased from 66.7% to 63.0% between 2017 and 2022**.
- Concerning educational attainment, **16.1% of Vernon County, WI residents possess a Bachelor's Degree** (4.7% below the national average), and **11.7% hold an Associate's Degree** (2.9% above the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

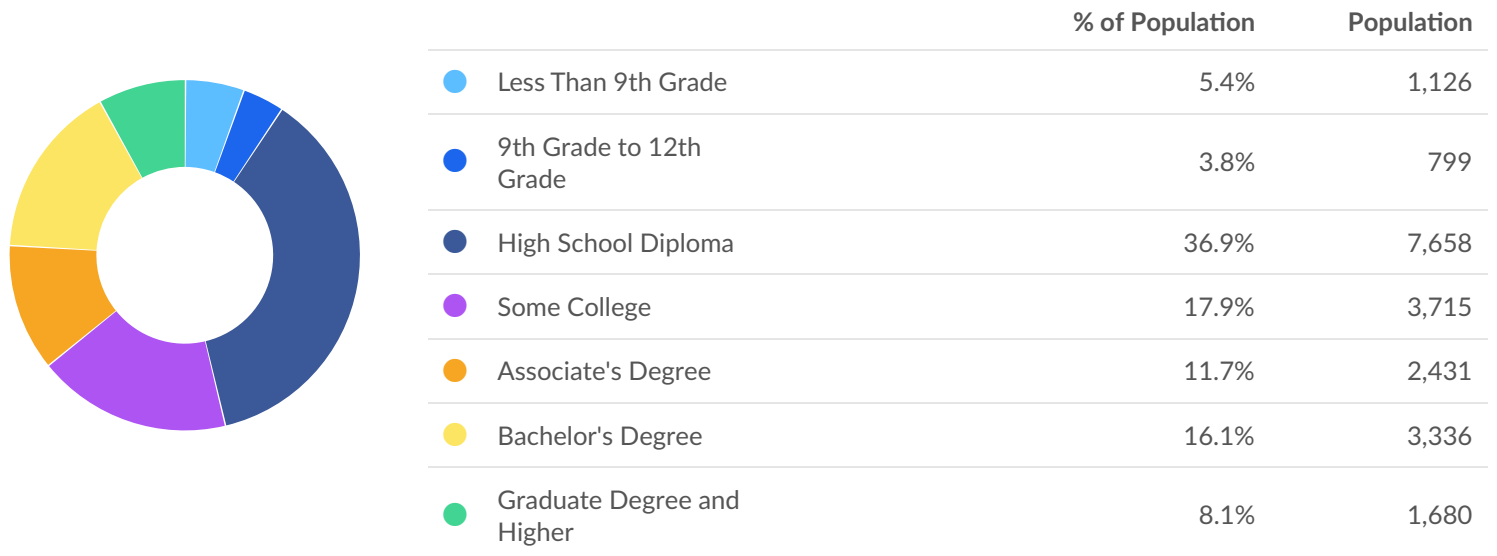
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	31,131	15,623	10,446	97.0	\$1.15B	\$1.99B	\$1.27B
Juneau County, WI	26,978	13,318	10,440	97.7	\$1.12B	\$2.10B	\$2.20B
Dane County, WI	578,313	334,794	379,374	104.7	\$57.46B	\$44.07B	\$65.02B
Milwaukee County, WI	913,266	454,383	509,429	104.6	\$67.68B	\$54.39B	\$67.03B

Apr 2023 Labor Force Breakdown



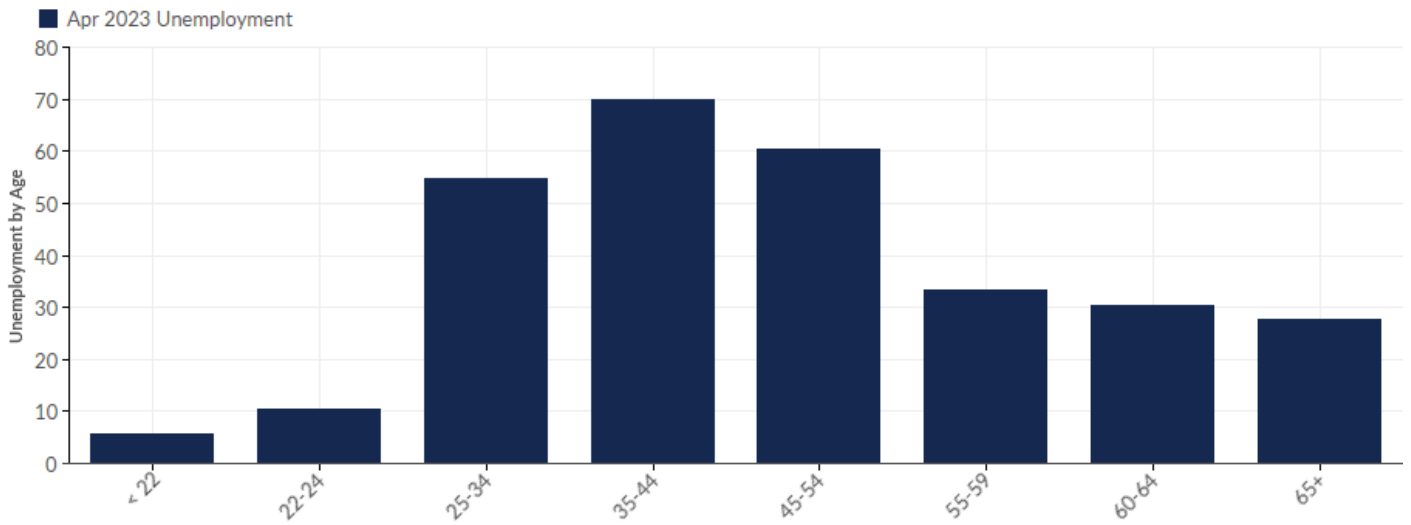
Educational Attainment

Concerning educational attainment, **16.1% of Vernon County, WI residents possess a Bachelor's Degree** (4.7% below the national average), and **11.7% hold an Associate's Degree** (2.9% above the national average).



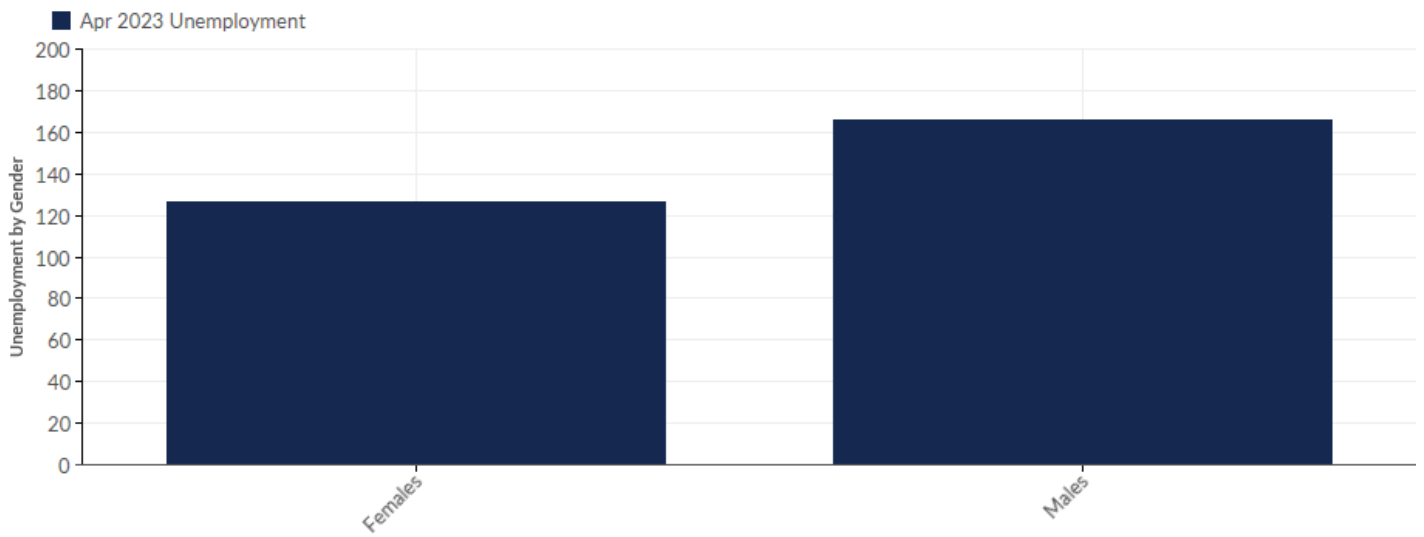
Unemployment by Demographics

Unemployment by Age



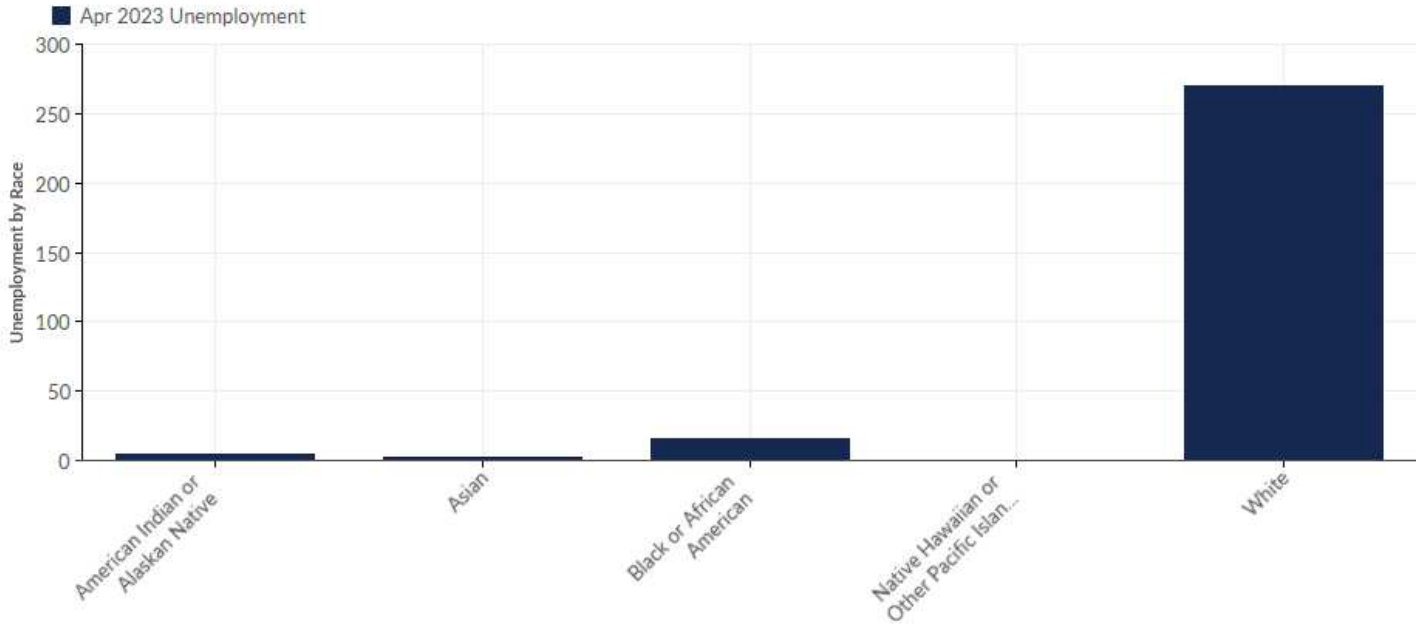
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	6	2.05%
22-24	10	3.42%
25-34	55	18.84%
35-44	70	23.97%
45-54	60	20.55%
55-59	33	11.30%
60-64	30	10.27%
65+	28	9.59%
Total	292	100.00%

Unemployment by Gender



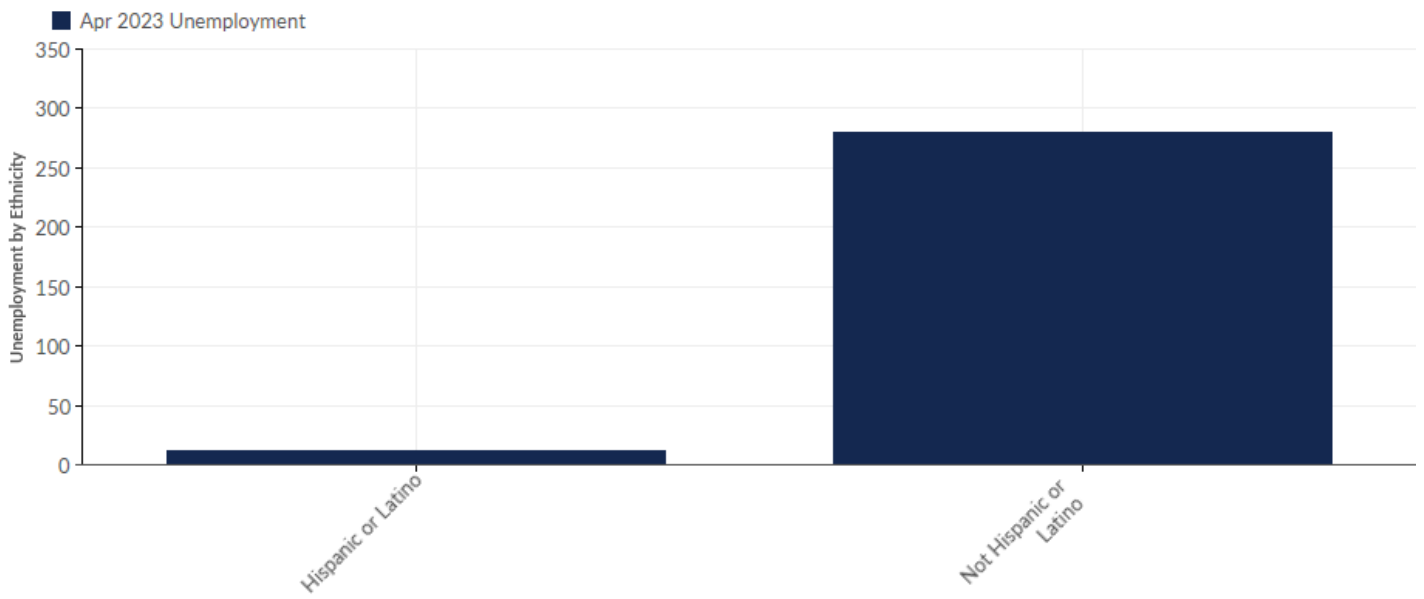
Gender	Unemployment (Apr 2023)	% of Unemployed
Females	127	43.49%
Males	165	56.51%
Total	292	100.00%

Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	5	1.71%
Asian	2	0.68%
Black or African American	16	5.48%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	270	92.47%
Total	292	100.00%

Unemployment by Ethnicity

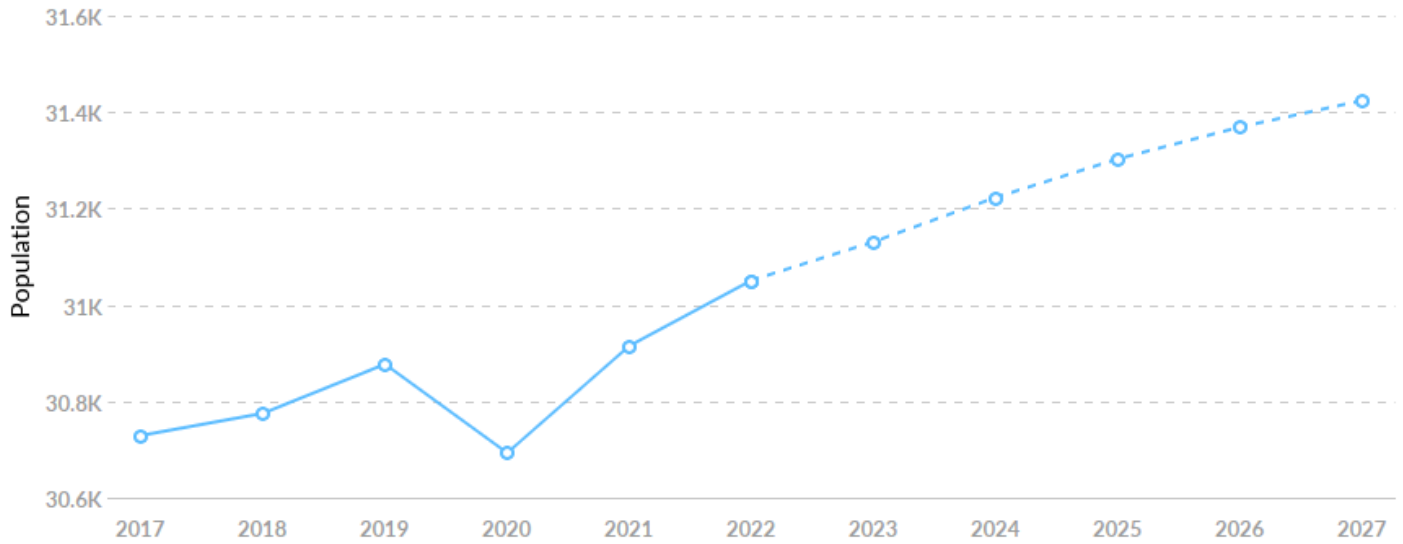


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	12	4.11%
Not Hispanic or Latino	280	95.89%
Total	292	100.00%

Historic & Projected Trends

Population Trends

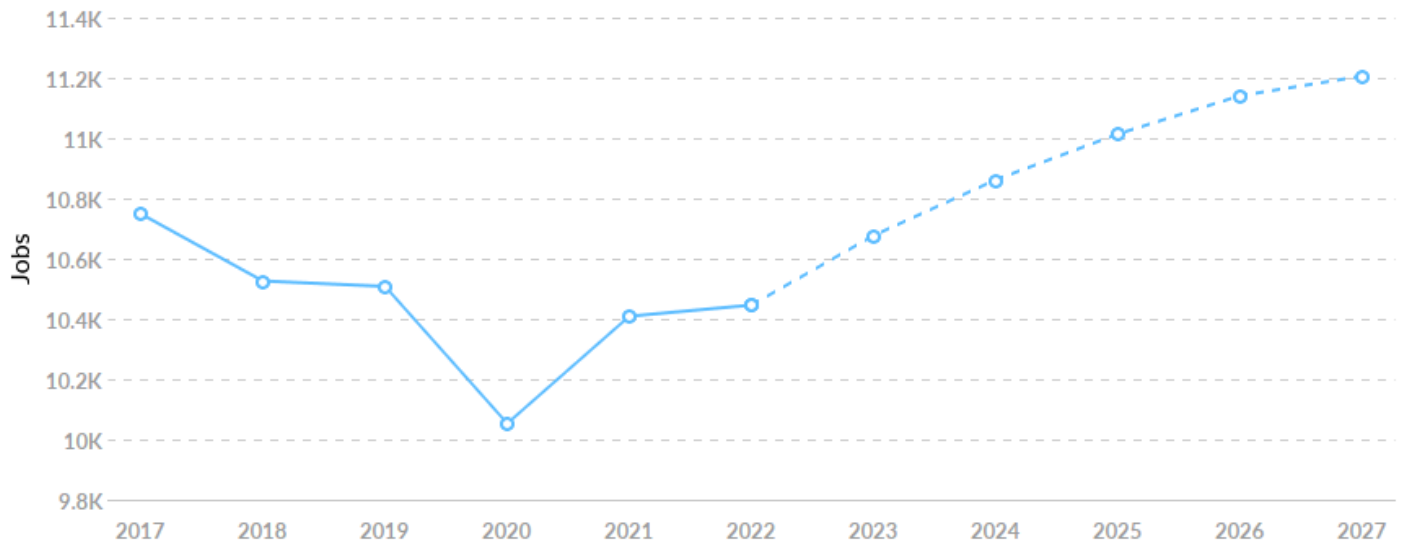
As of 2022 the region's population increased by 1.0% since 2017, growing by 322. Population is expected to increase by 1.2% between 2022 and 2027, adding 374.



Timeframe	Population
2017	30,729
2018	30,775
2019	30,877
2020	30,693
2021	30,915
2022	31,051
2023	31,131
2024	31,223
2025	31,303
2026	31,369
2027	31,424

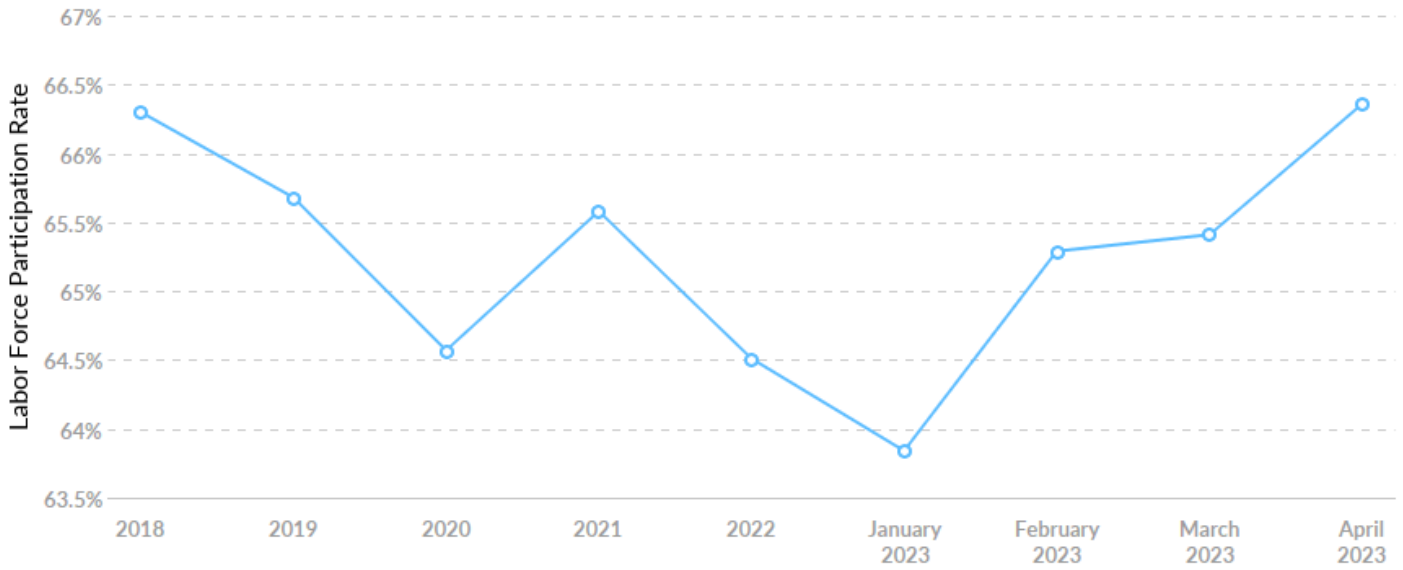
Job Trends

From 2017 to 2022, jobs declined by 2.8% in Vernon County, WI from 10,749 to 10,446. This change fell short of the national growth rate of 3.8% by 6.6%.



Timeframe	Jobs
2017	10,749
2018	10,526
2019	10,508
2020	10,053
2021	10,409
2022	10,446
2023	10,677
2024	10,862
2025	11,014
2026	11,141
2027	11,206

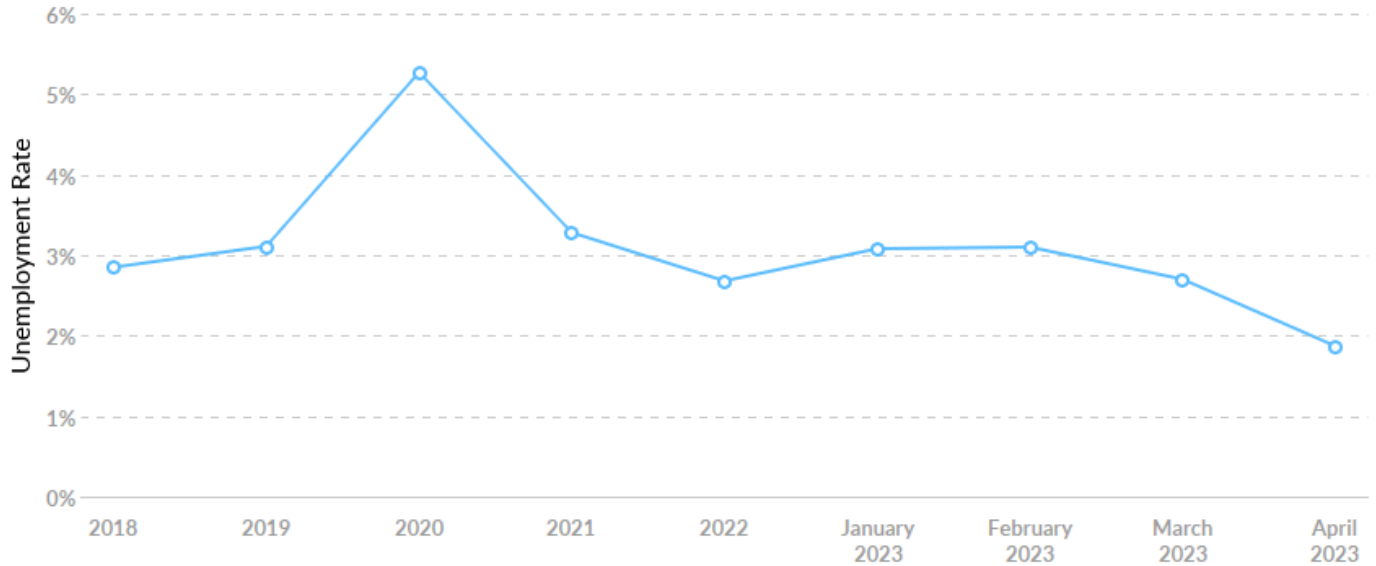
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	66.30%
2019	65.68%
2020	64.57%
2021	65.58%
2022	64.51%
January 2023	63.84%
February 2023	65.29%
March 2023	65.41%
April 2023	66.36%

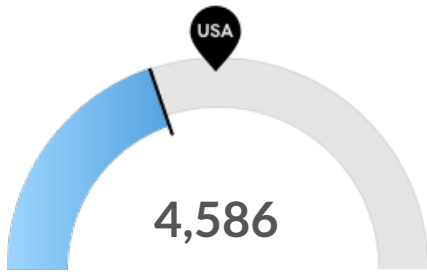
Unemployment Rate Trends

Vernon County, WI had an April 2023 unemployment rate of 1.87%, decreasing from 2.85% 5 years before.



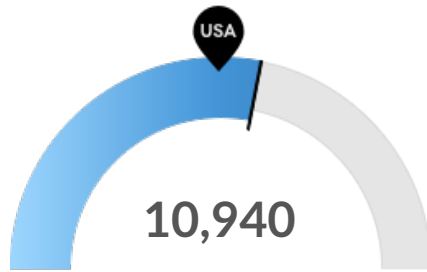
Timeframe	Unemployment Rate
2018	2.85%
2019	3.11%
2020	5.27%
2021	3.28%
2022	2.68%
January 2023	3.08%
February 2023	3.10%
March 2023	2.70%
April 2023	1.87%

Population Characteristics



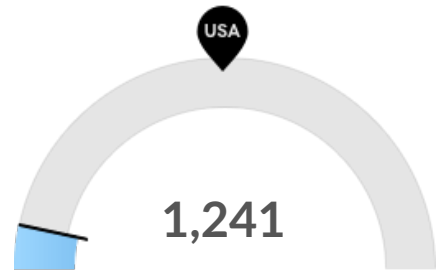
Millennials

Vernon County, WI has 4,586 millennials (ages 25-39). The national average for an area this size is 6,315.



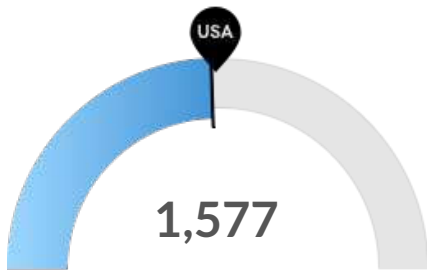
Retiring Soon

Retirement risk is high in Vernon County, WI. The national average for an area this size is 9,189 people 55 or older, while there are 10,940 here.



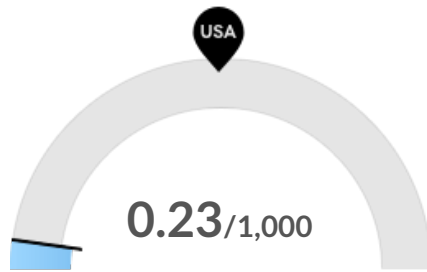
Racial Diversity

Racial diversity is low in Vernon County, WI. The national average for an area this size is 12,581 racially diverse people, while there are 1,241 here.



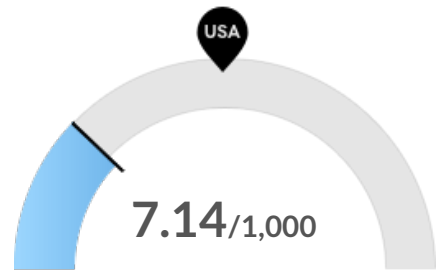
Veterans

Vernon County, WI has 1,577 veterans. The national average for an area this size is 1,624.



Violent Crime

Vernon County, WI has 0.23 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

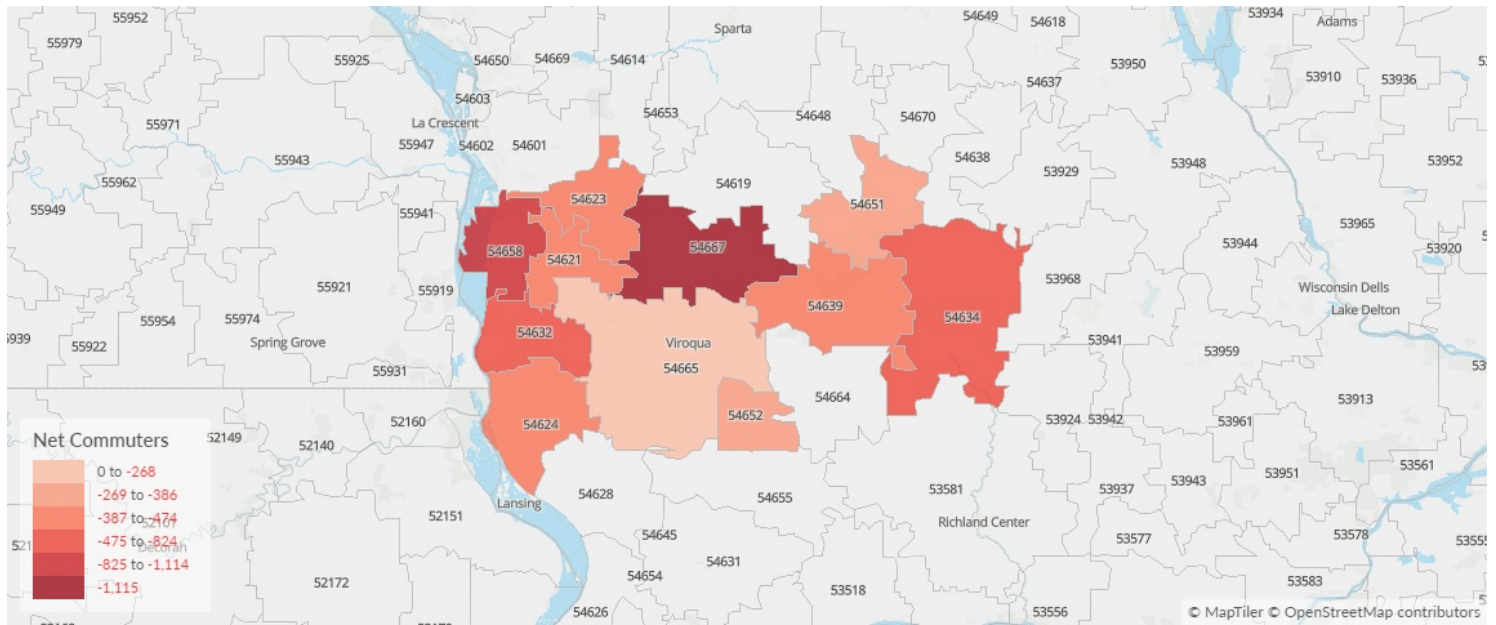


Property Crime

Vernon County, WI has 7.14 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 Vernon County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

Where Talent Lives

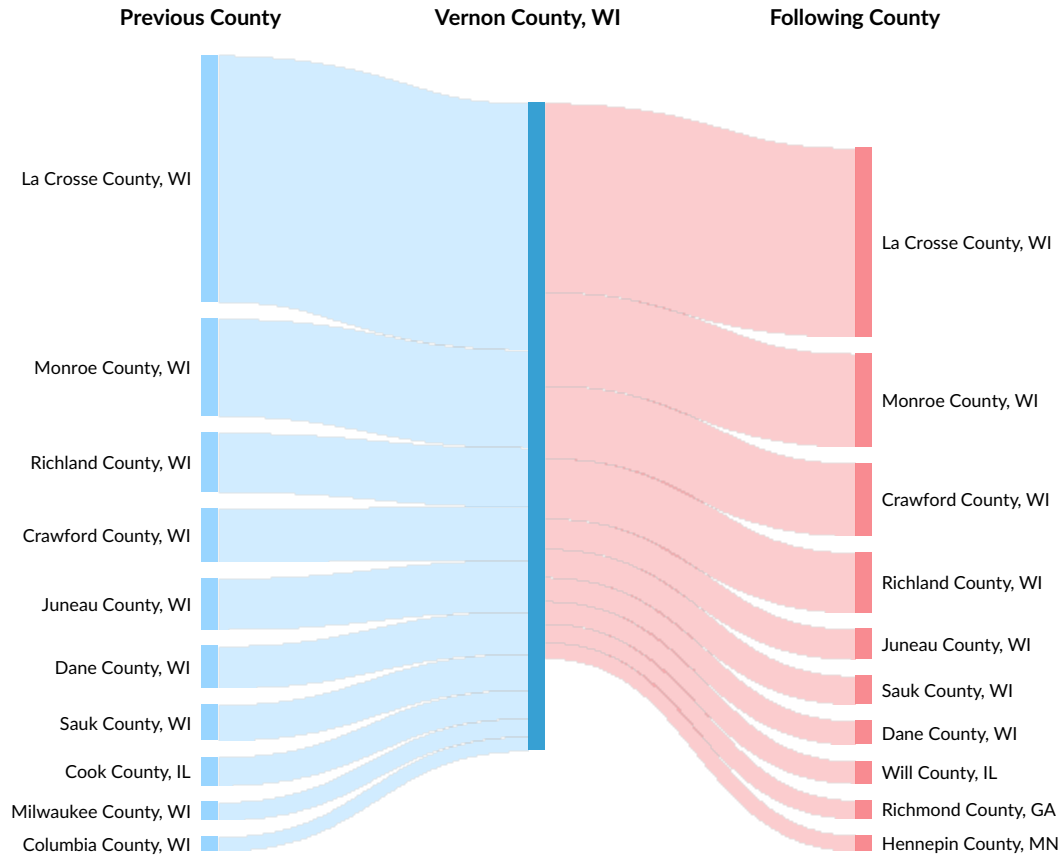
ZIP	Name	2022 Employment
54665	Viroqua, WI (in Vernon ...	4,330
54667	Westby, WI (in Vernon c...	1,439
54634	Hillsboro, WI (in Vernon...	1,323
54658	Stoddard, WI (in Vernon...	682
54623	Coon Valley, WI (in Vern...	672

ZIP	Name	2022 Workers
54665	Viroqua, WI (in Vernon ...	4,473
54667	Westby, WI (in Vernon c...	2,553
54634	Hillsboro, WI (in Vernon...	1,860
54658	Stoddard, WI (in Vernon...	1,507
54623	Coon Valley, WI (in Vern...	1,074

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**.

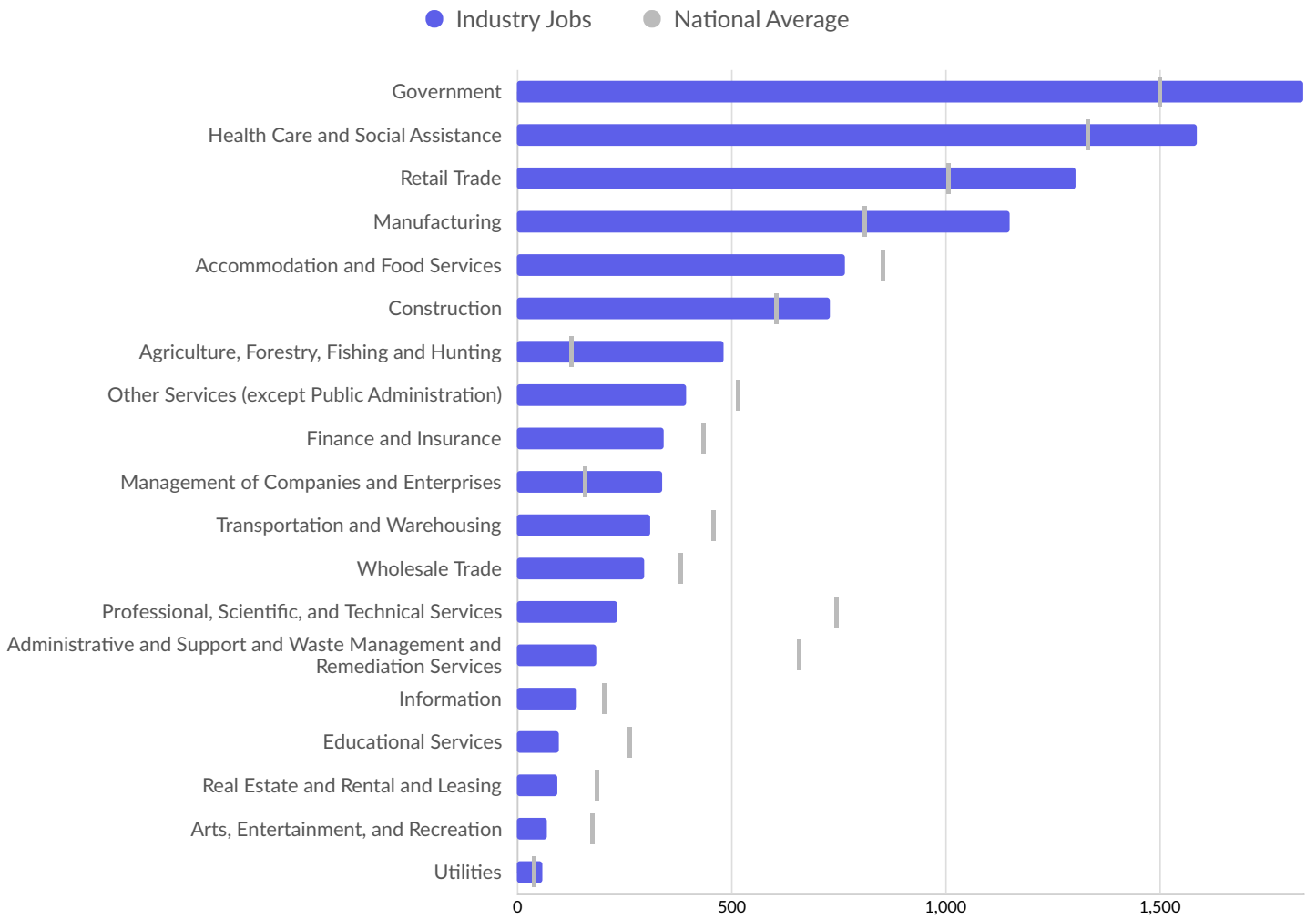


Top Previous Counties	Migrations
La Crosse County, WI	301
Monroe County, WI	119
Richland County, WI	72
Crawford County, WI	65
Juneau County, WI	62
Dane County, WI	52

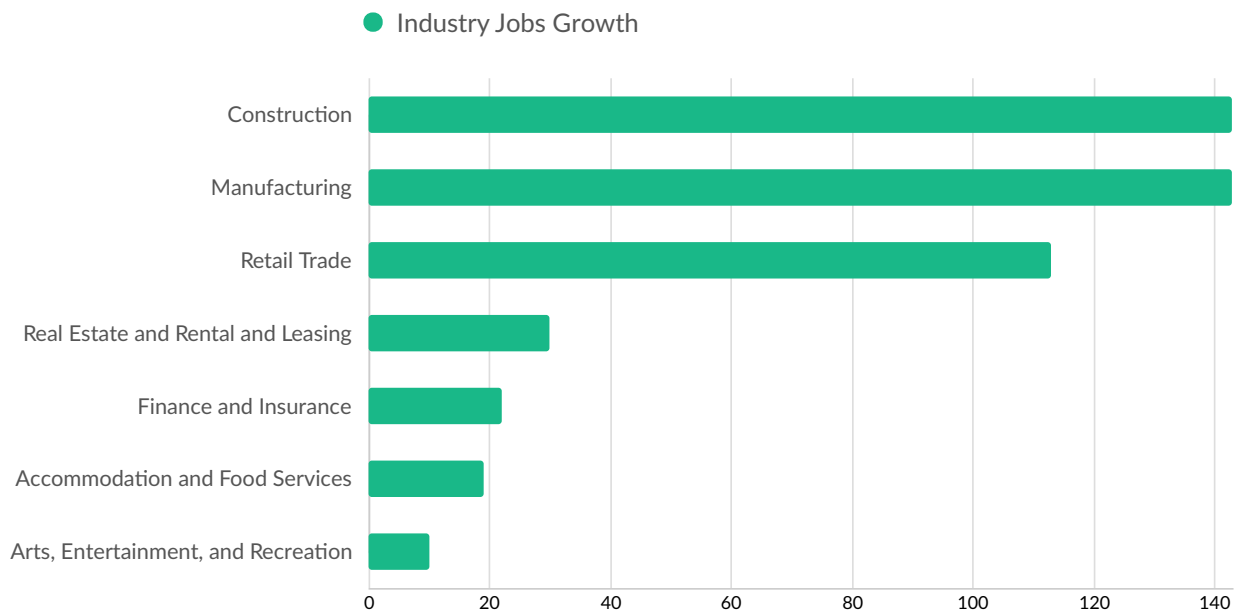
Top Previous Counties	Migrations
Sauk County, WI	44
Cook County, IL	35
Milwaukee County, WI	22
Columbia County, WI	17
Lake County, MN	15
Knox County, TN	15
Iowa County, WI	11
Walworth County, WI	10
Clinton County, MI	9
Top Following Counties	Migrations
La Crosse County, WI	231
Monroe County, WI	114
Crawford 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

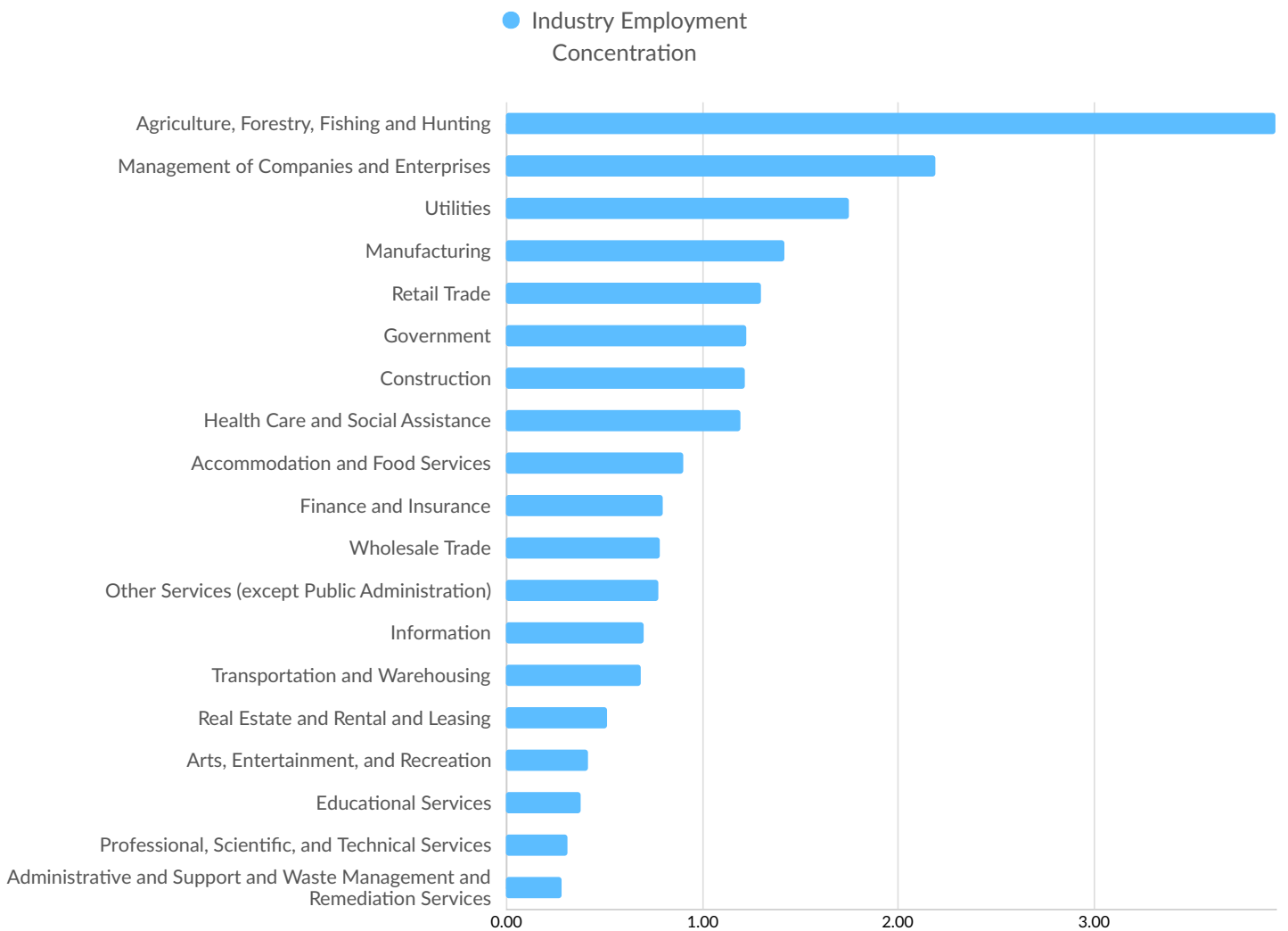
Largest Industries



Top Growing Industries



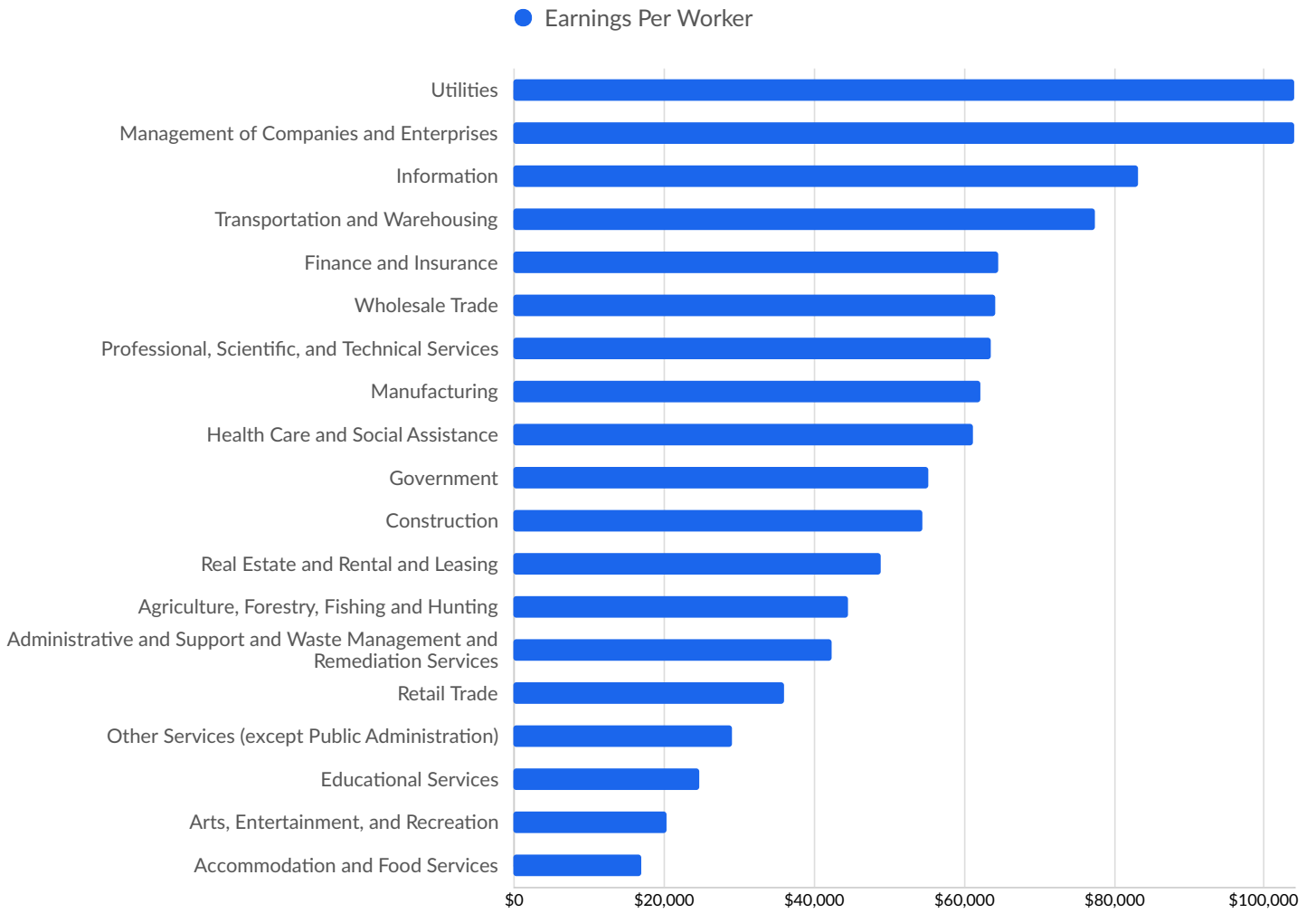
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



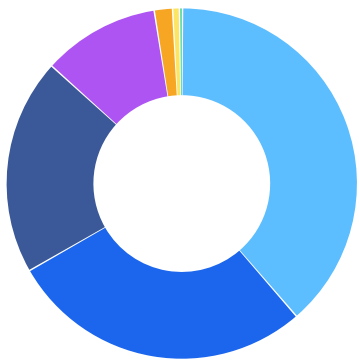
Business Characteristics

2,316 Companies Employ Your Workers

Online profiles for your workers mention 2,316 companies as employers, with the top 10 appearing below. In the last 12 months, 178 companies in Vernon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Organic Valley	247 	Land O'Lakes	69 
Gundersen Health System	207 	Organic Valley	64 
Vernon Memorial Healthcare	113 	Kwik Trip	60 
Glad Farms	55 	Ashley Furniture	51 
Kwik Trip	44 	Mayo Clinic	41 
Mayo Clinic	43 	Nexthome Prime Real Estate	40 
University Of Wisconsin-Madiso...	43 	Gundersen Health System	36 
Western Technical College	38 	Walmart	32 
Westby Co Op Credit Union	37 	Walgreens Boots Alliance	20 
Trane Commercial Systems	35 	UPS	14 

Business Size

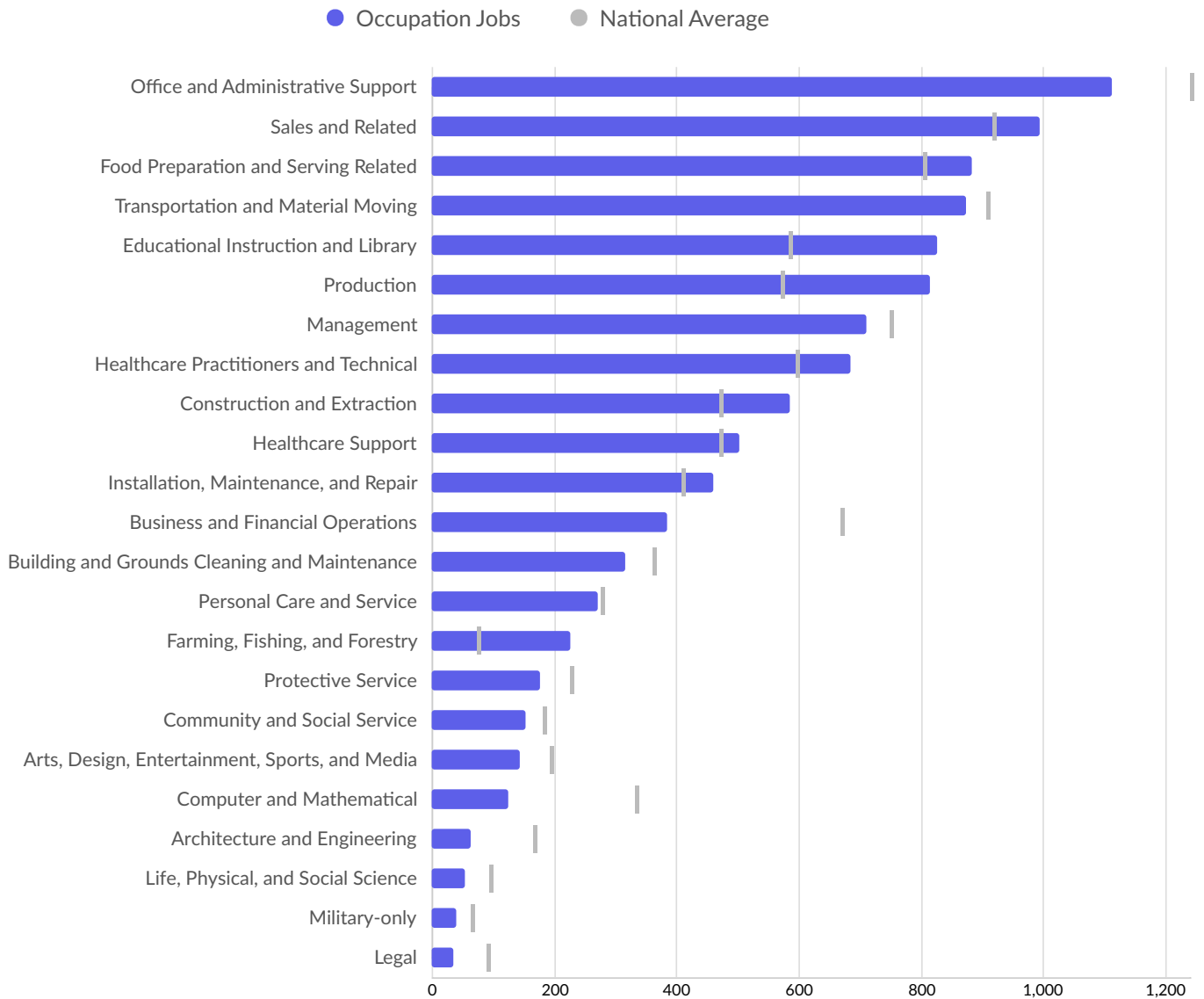


	Percentage	Business Count
1 to 4 employees	38.6%	551
5 to 9 employees	28.1%	401
10 to 19 employees	20.0%	285
20 to 49 employees	10.8%	154
50 to 99 employees	1.7%	24
100 to 249 employees	0.6%	9
250 to 499 employees	0.3%	4

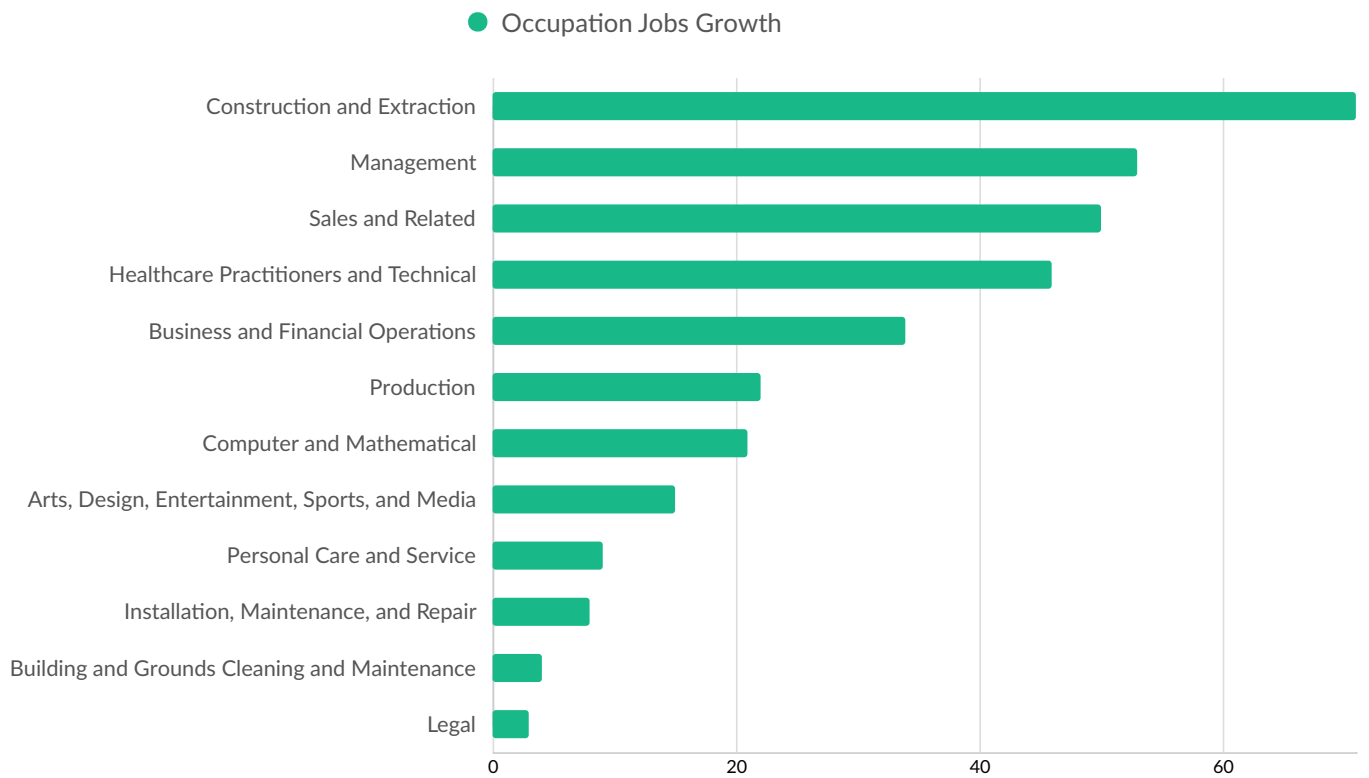
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

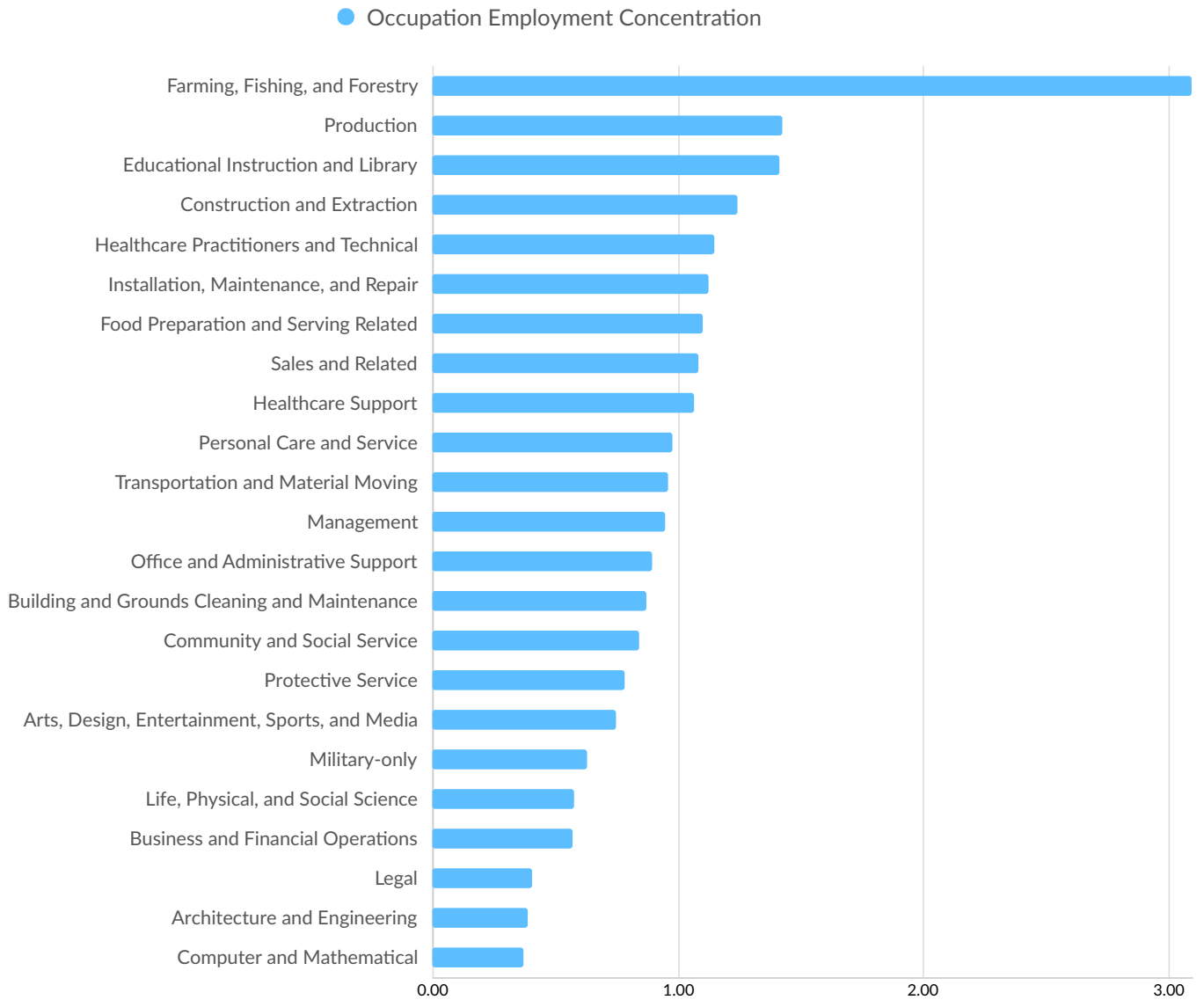
Largest Occupations



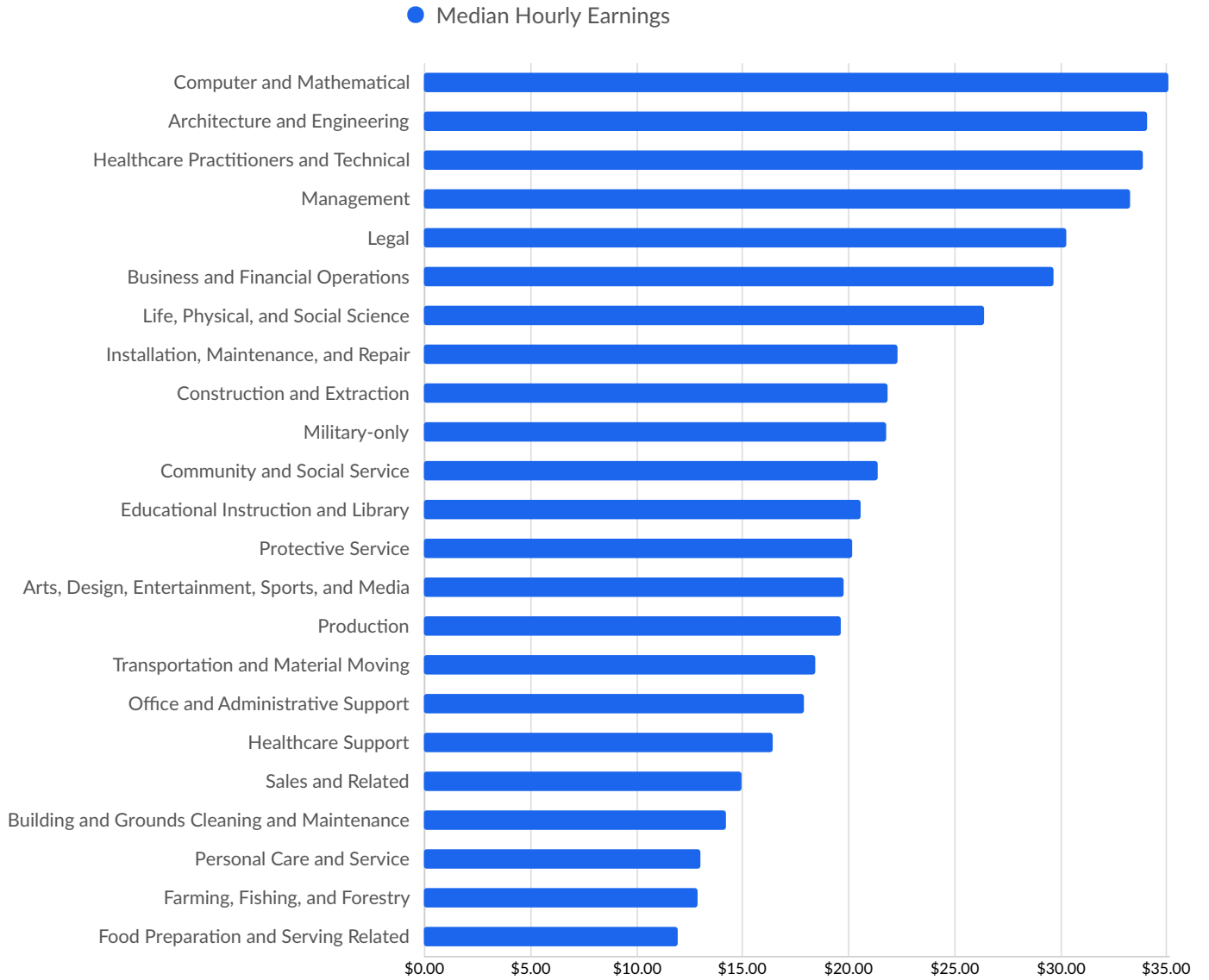
Top Growing Occupations



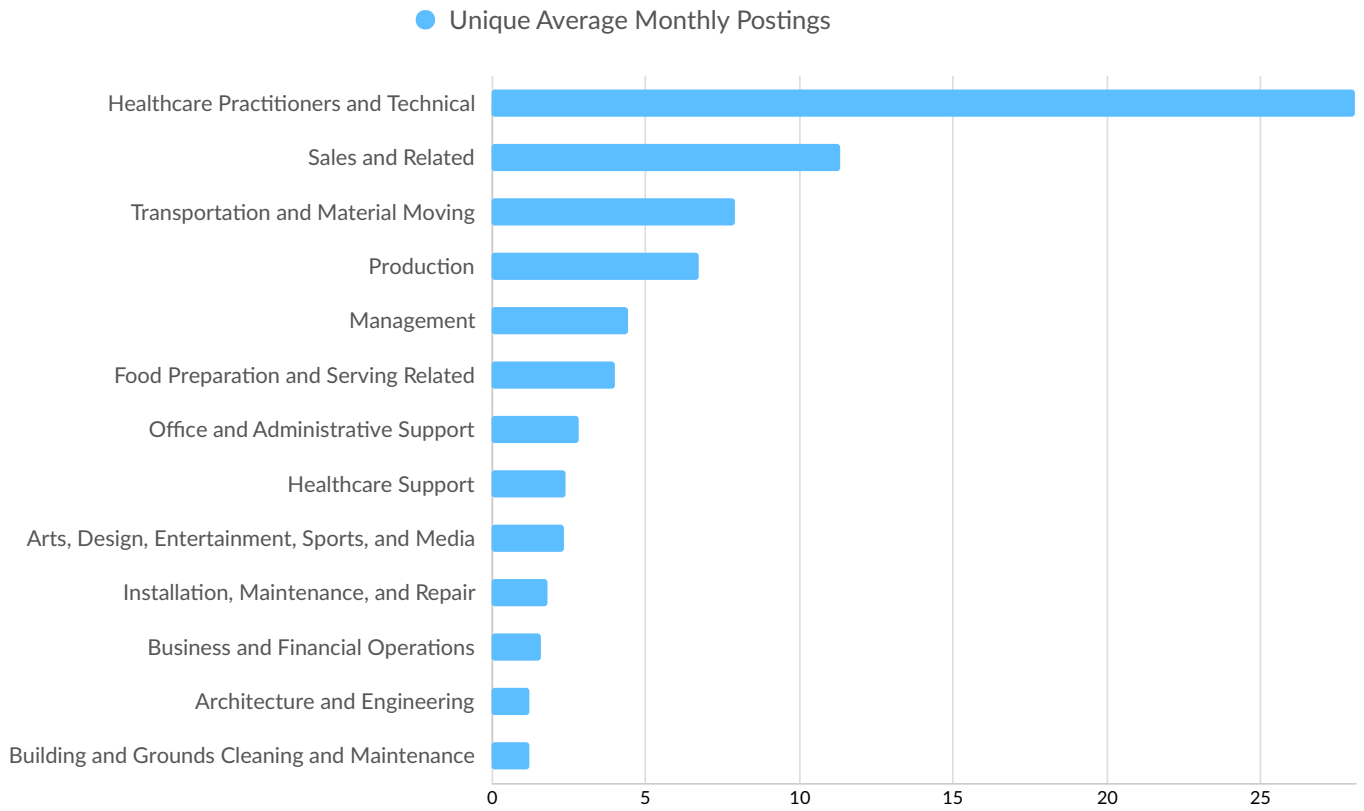
Top Occupation Employment Concentration



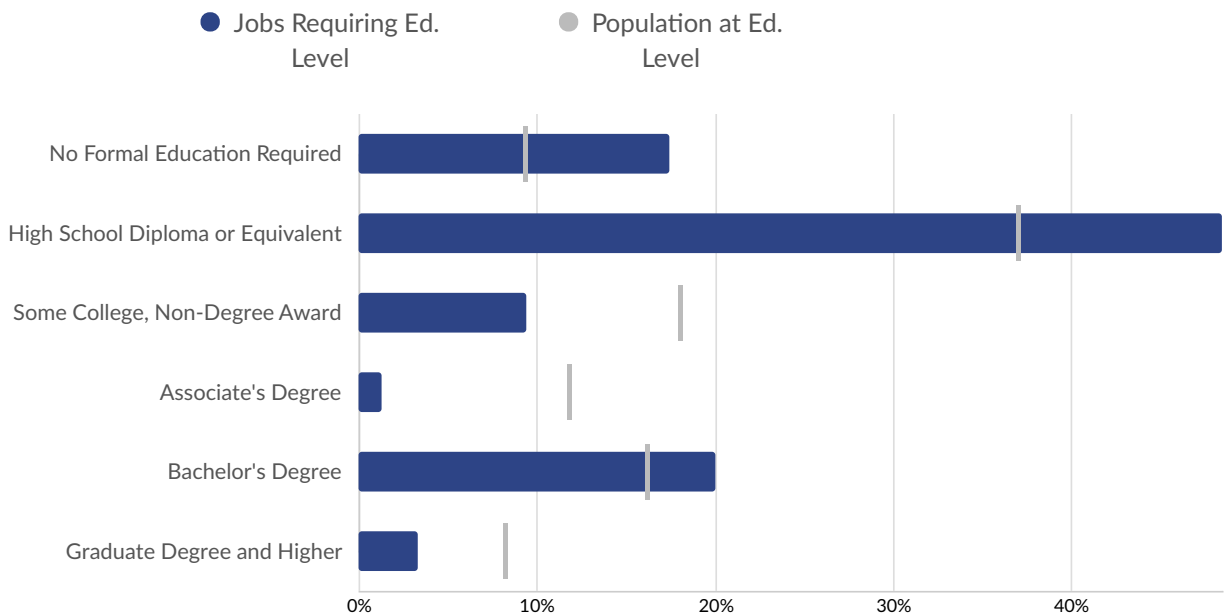
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

