



La Crosse County, WI

Mississippi River Regional Planning Commission



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La Crosse, Wisconsin 54601

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Report Parameters

1 County

55063 La Crosse 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

120,294

Population (2022)

Population grew by 2,133 over the last 5 years and is projected to grow by 598 over the next 5 years.

74,968

Total Regional Employment

Jobs decreased by 990 over the last 5 years but are projected to grow by 2,664 over the next 5 years.

\$62.8K

Median Household Income (2021)

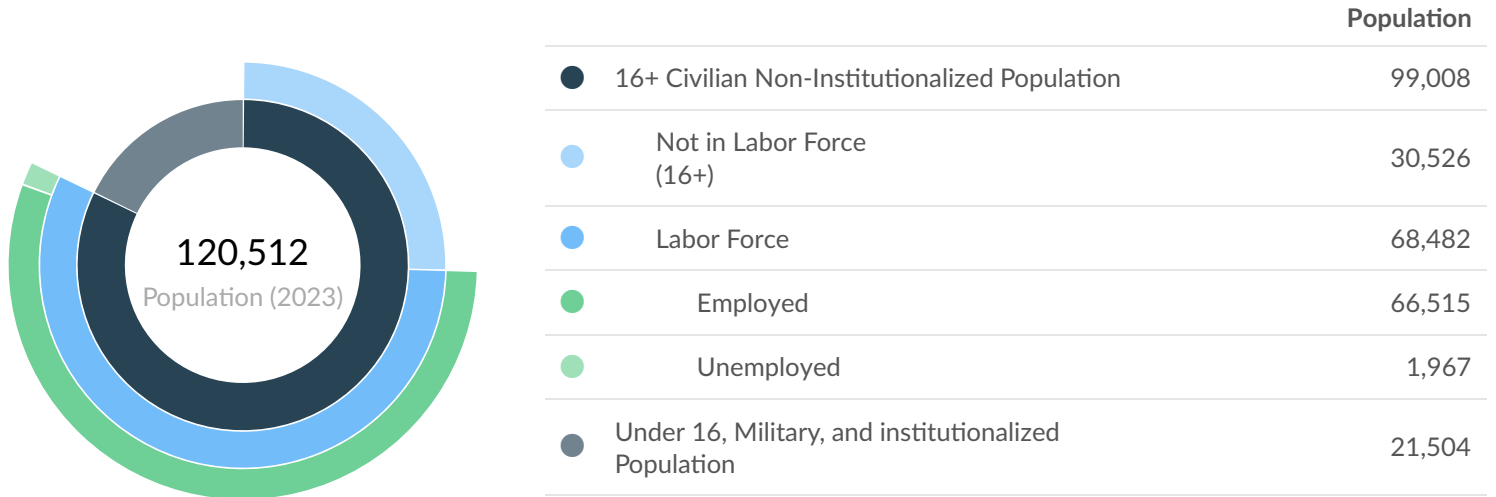
Median household income is \$6.2K below the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population increased by 1.8% since 2017, growing by 2,133. Population is expected to increase by 0.5% between 2022 and 2027, adding 598.
- From 2017 to 2022, jobs declined by 1.3% in La Crosse County, WI from 75,958 to 74,968. This change fell short of the national growth rate of 3.8% by 5.1%. As the number of jobs declined, the labor force participation rate decreased from 69.7% to 67.7% 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).

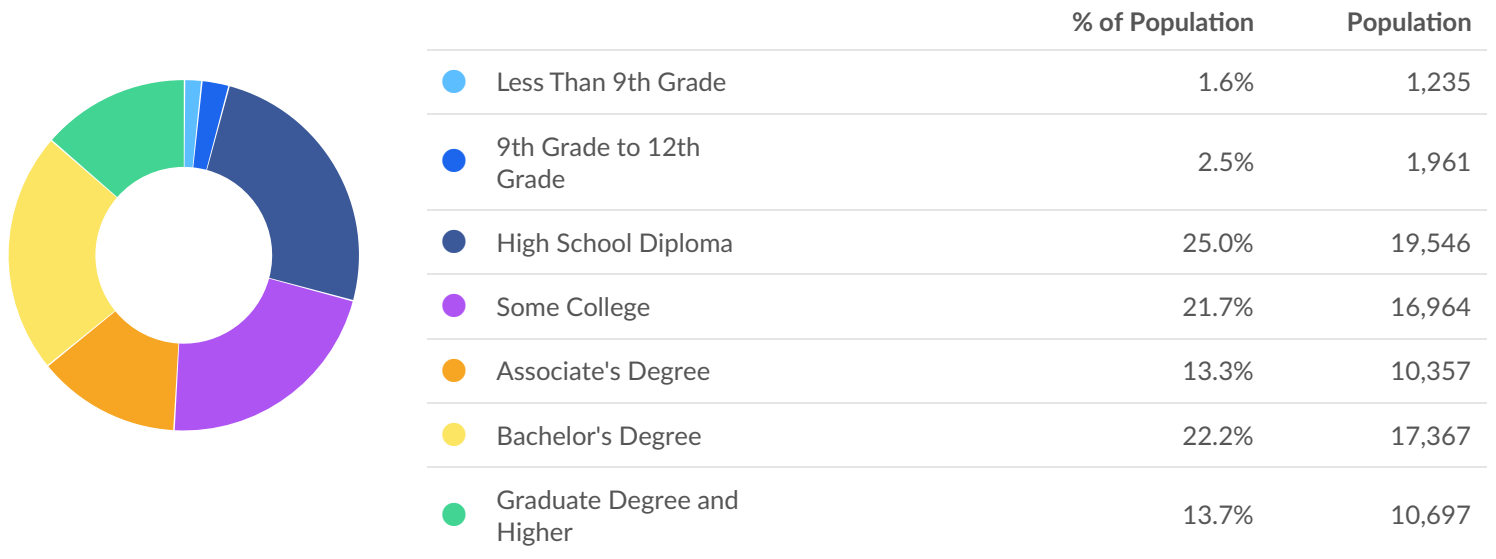
	Population (2023)	Labor Force (Sep 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	120,512	68,482	74,968	100.2	\$8.73B	\$8.79B	\$9.45B
State	5,921,135	3,145,490	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

Sep 2023 Labor Force Breakdown



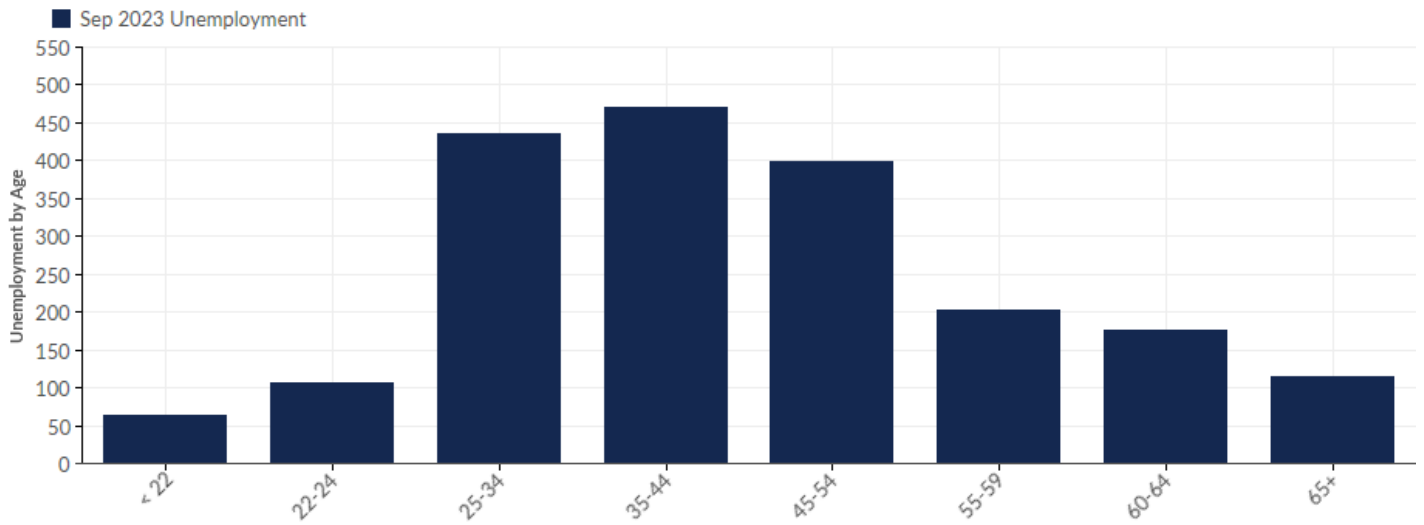
Educational Attainment

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).



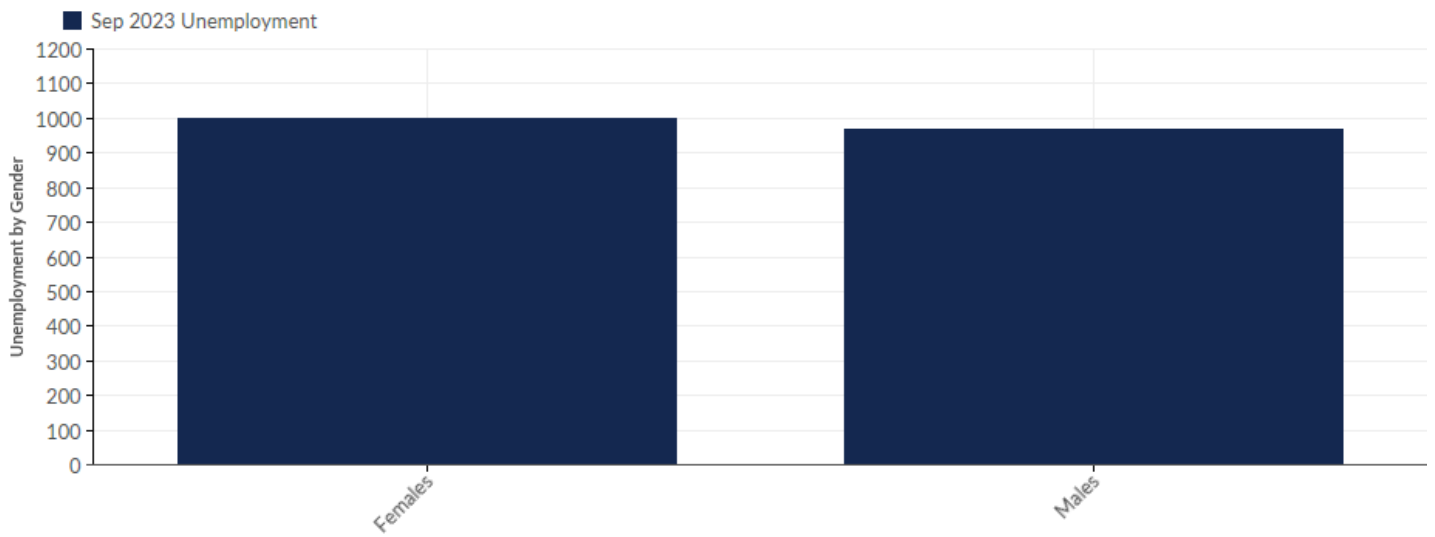
Unemployment by Demographics

Unemployment by Age



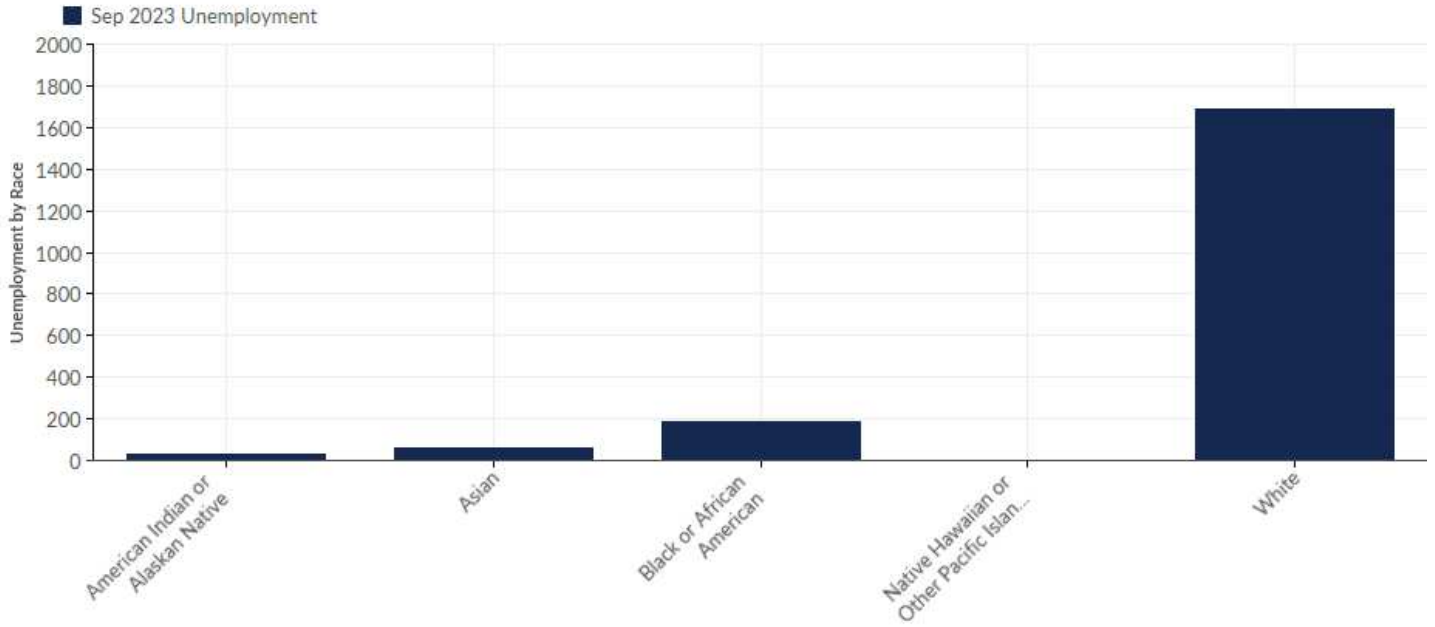
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	63	3.20%
22-24	107	5.44%
25-34	435	22.11%
35-44	470	23.89%
45-54	399	20.28%
55-59	202	10.27%
60-64	176	8.95%
65+	115	5.85%
Total	1,967	100.00%

Unemployment by Gender



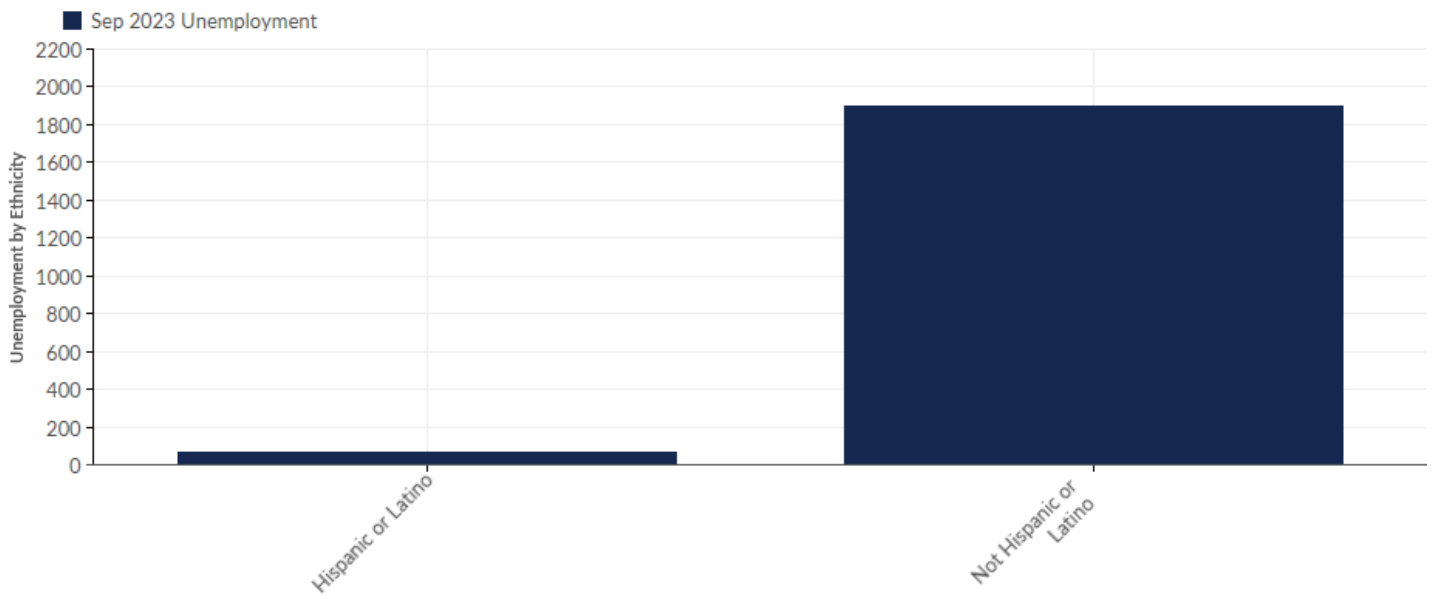
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	1,001	50.89%
Males	966	49.11%
Total	1,967	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	29	1.47%
Asian	61	3.10%
Black or African American	185	9.41%
Native Hawaiian or Other Pacific Islander	3	0.15%
White	1,690	85.92%
Total	1,967	100.00%

Unemployment by Ethnicity

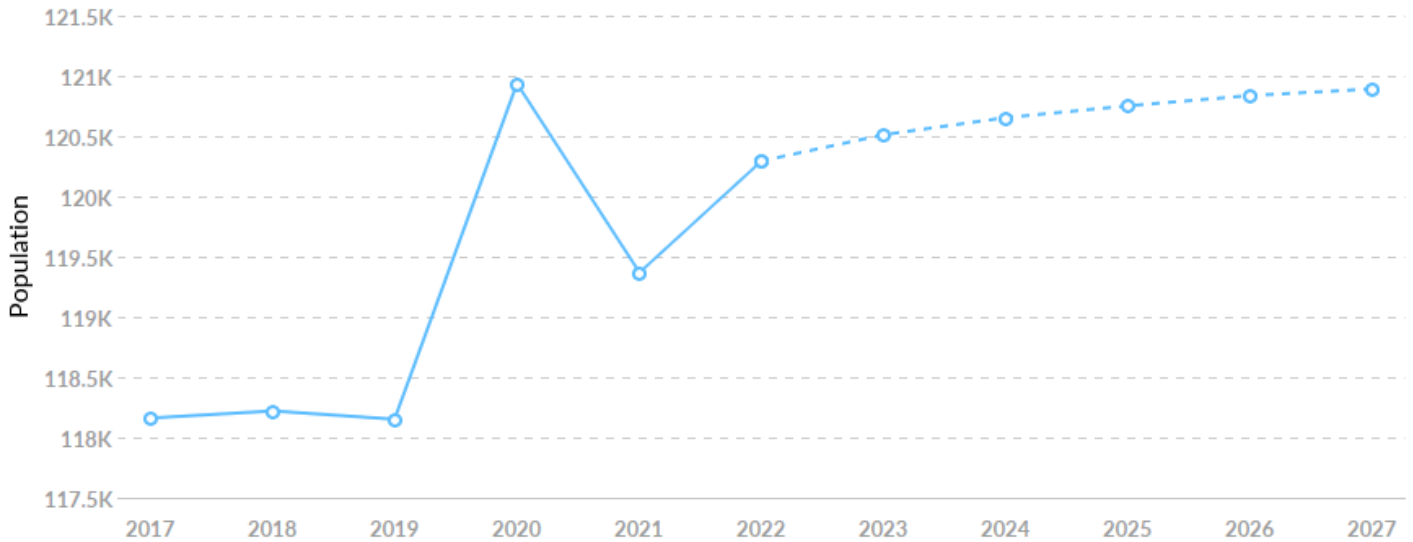


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	69	3.51%
Not Hispanic or Latino	1,898	96.49%
Total	1,967	100.00%

Historic & Projected Trends

Population Trends

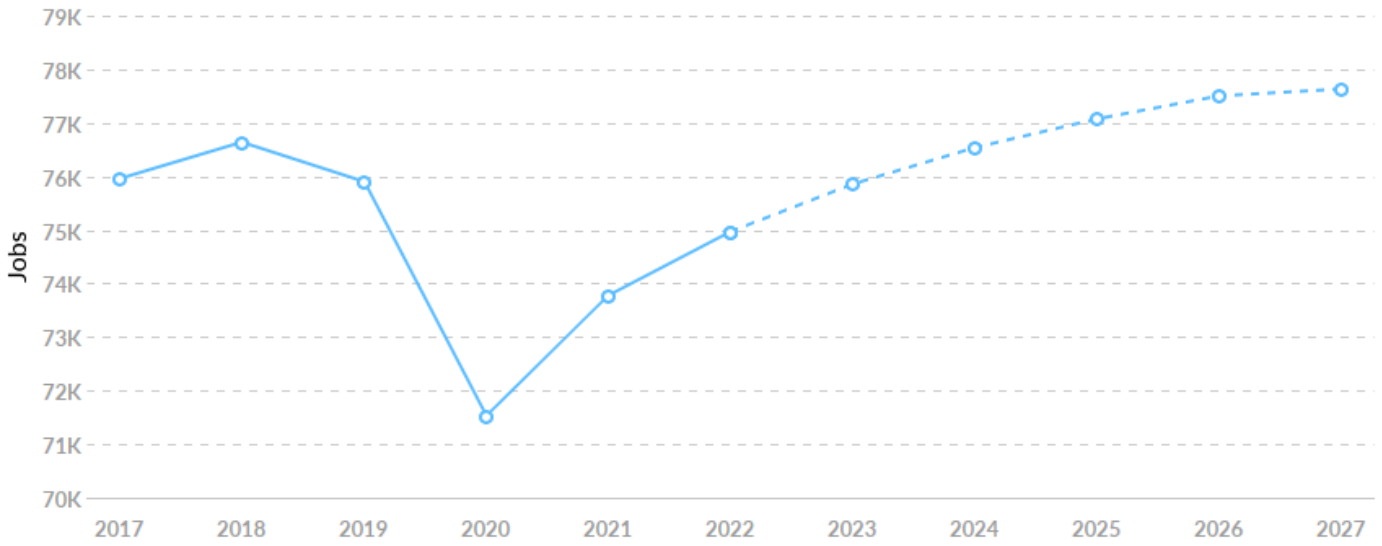
As of 2022 the region's population increased by 1.8% since 2017, growing by 2,133. Population is expected to increase by 0.5% between 2022 and 2027, adding 598.



Timeframe	Population
2017	118,161
2018	118,220
2019	118,151
2020	120,930
2021	119,367
2022	120,294
2023	120,512
2024	120,654
2025	120,752
2026	120,837
2027	120,892

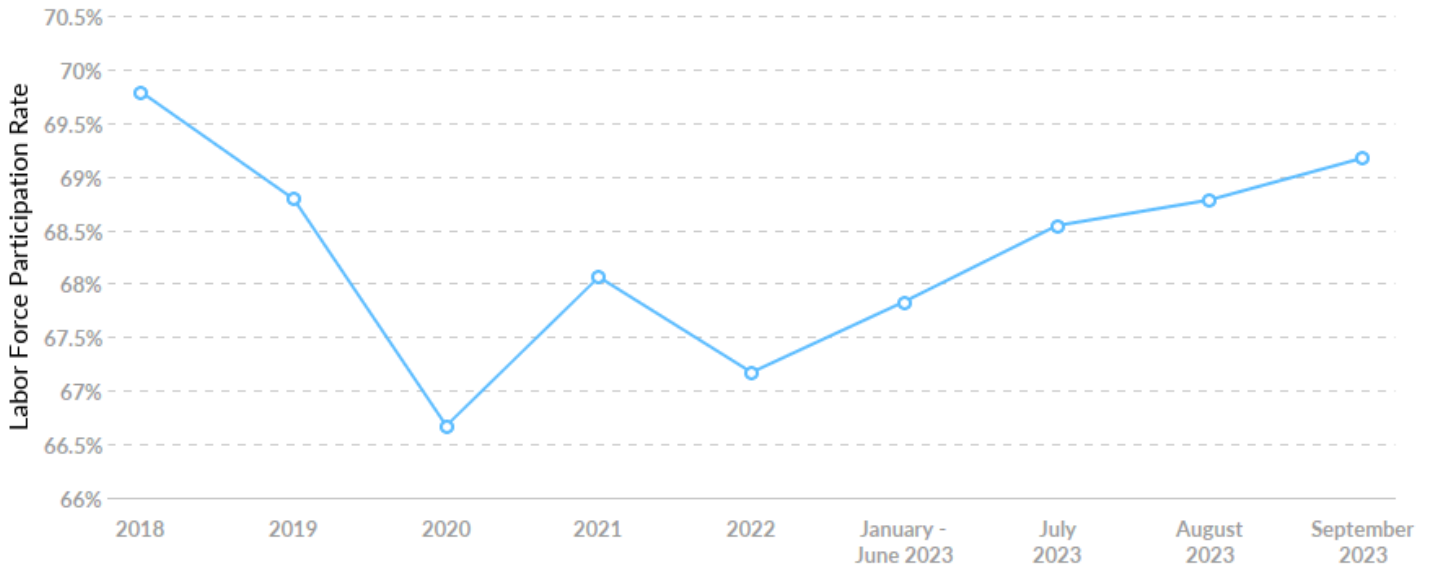
Job Trends

From 2017 to 2022, jobs declined by 1.3% in La Crosse County, WI from 75,958 to 74,968. This change fell short of the national growth rate of 3.8% by 5.1%.



Timeframe	Jobs
2017	75,958
2018	76,639
2019	75,903
2020	71,527
2021	73,777
2022	74,968
2023	75,856
2024	76,537
2025	77,072
2026	77,503
2027	77,631

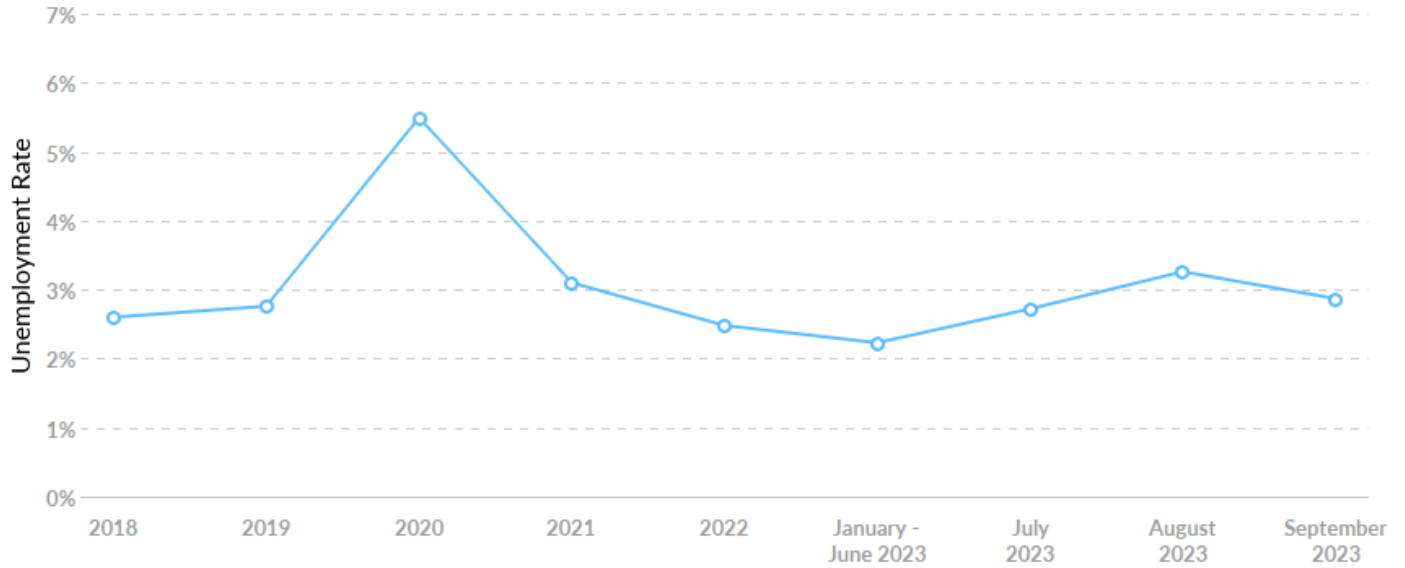
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	69.79%
2019	68.79%
2020	66.67%
2021	68.06%
2022	67.17%
January - June 2023	67.83%
July 2023	68.54%
August 2023	68.78%
September 2023	69.17%

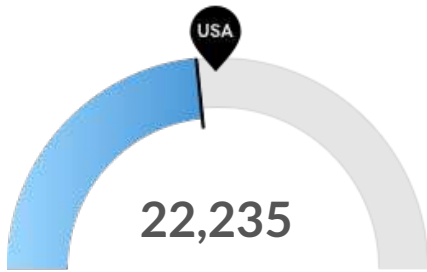
Unemployment Rate Trends

La Crosse County, WI had a September 2023 unemployment rate of 2.87%, **increasing from 2.60%** 5 years before.



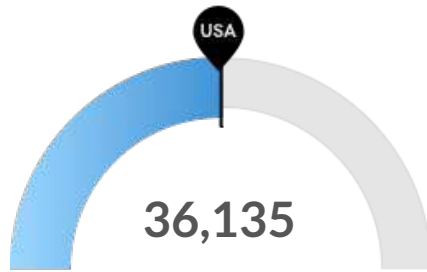
Timeframe	Unemployment Rate
2018	2.60%
2019	2.76%
2020	5.49%
2021	3.10%
2022	2.48%
January - June 2023	2.23%
July 2023	2.72%
August 2023	3.26%
September 2023	2.87%

Population Characteristics



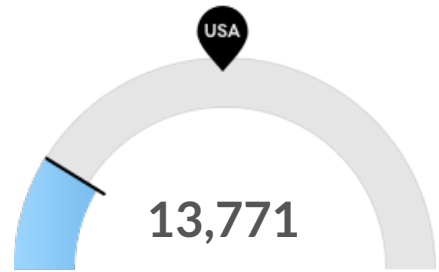
Millennials

La Crosse County, WI has 22,235 millennials (ages 25-39). The national average for an area this size is 24,460.



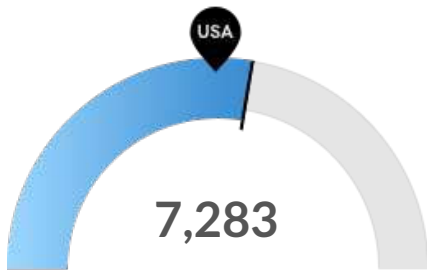
Retiring Soon

Retirement risk is about average in La Crosse County, WI. The national average for an area this size is 36,050 people 55 or older, while there are 36,135 here.



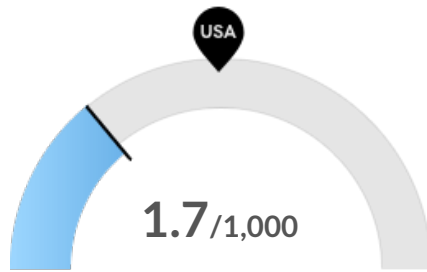
Racial Diversity

Racial diversity is low in La Crosse County, WI. The national average for an area this size is 49,470 racially diverse people, while there are 13,771 here.



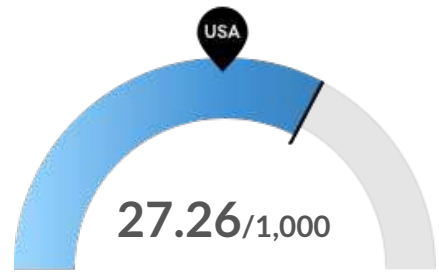
Veterans

La Crosse County, WI has 7,283 veterans. The national average for an area this size is 6,267.



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.

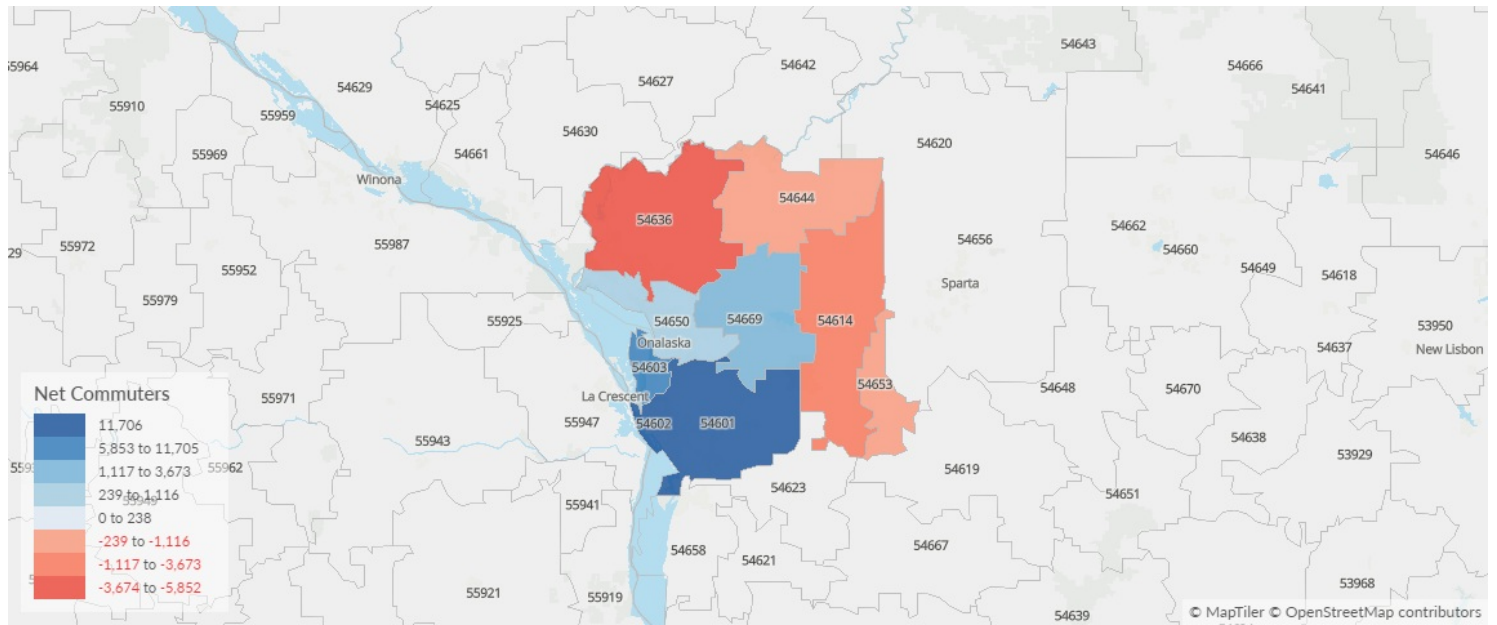


Property Crime

La Crosse County, WI has 27.26 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...	35,215
54603	La Crosse, WI (in La Cro...	13,442
54650	Onalaska, WI (in La Cro...	13,179
54669	West Salem, WI (in La C...	6,296
54636	Holmen, WI (in La Cross...	4,947

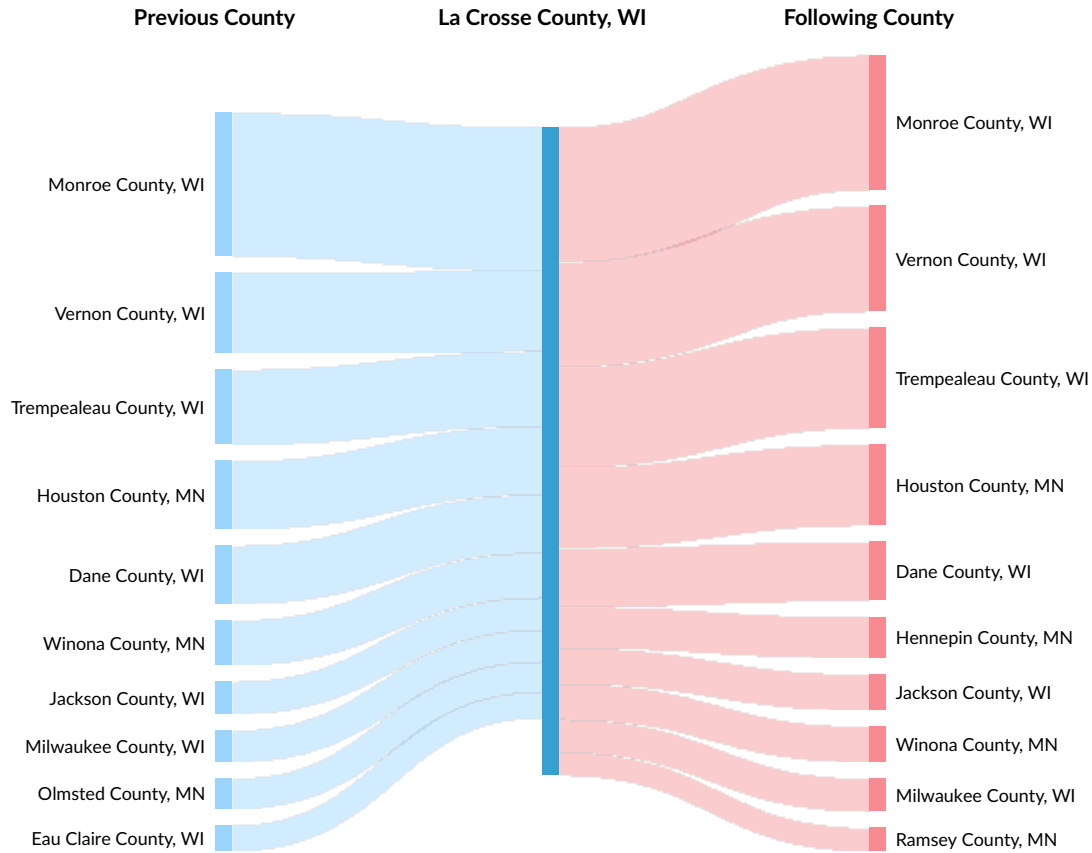
Where Talent Lives

ZIP	Name	2022 Workers
54601	La Crosse, WI (in La Cro...	23,509
54650	Onalaska, WI (in La Cro...	12,879
54636	Holmen, WI (in La Cross...	8,621
54603	La Crosse, WI (in La Cro...	7,589
54669	West Salem, WI (in La C...	4,897

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**.

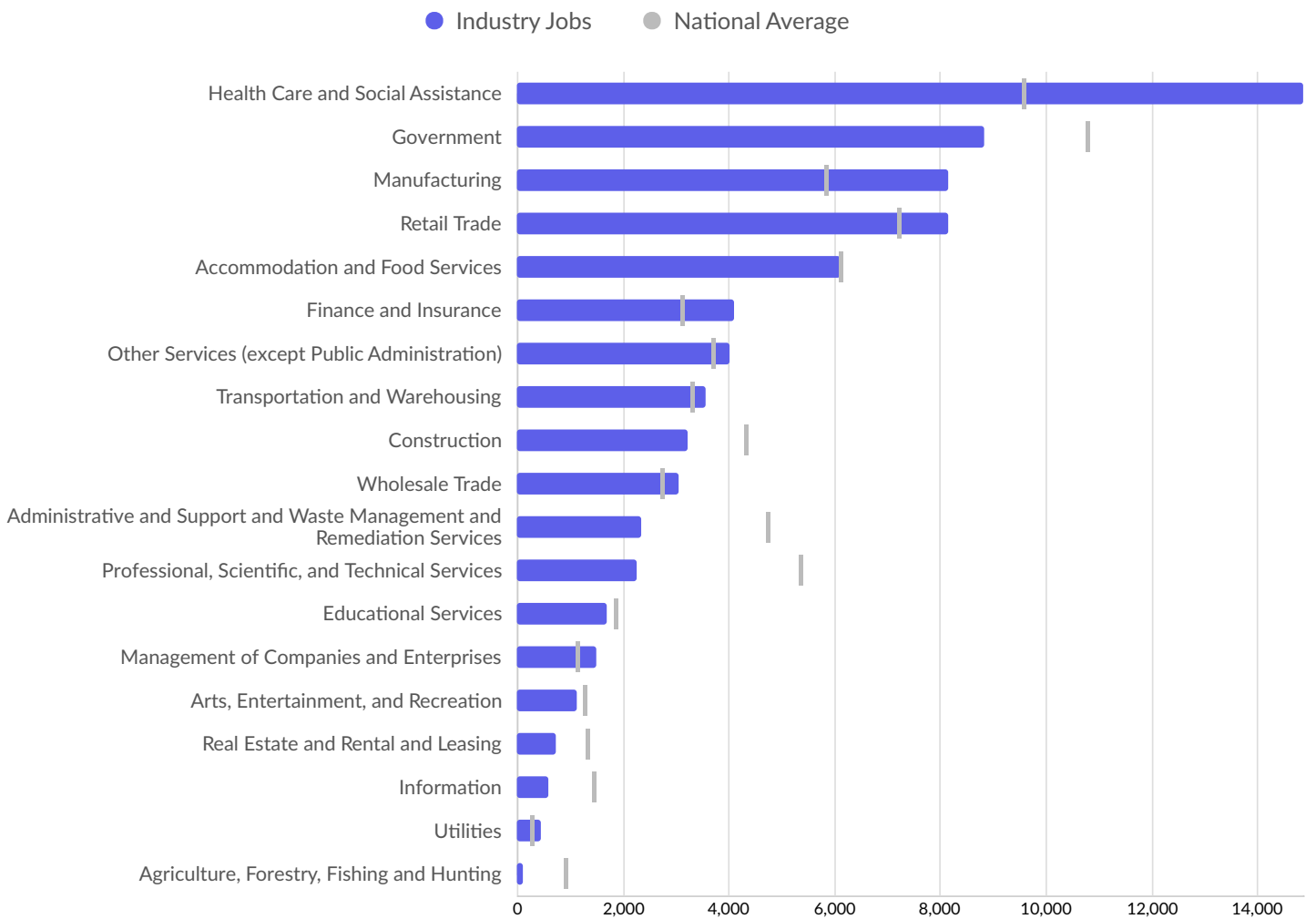


Top Previous Counties	Migrations
Monroe County, WI	411
Vernon County, WI	231
Trempealeau County, WI	215
Houston County, MN	195
Dane County, WI	167
Winona County, MN	128

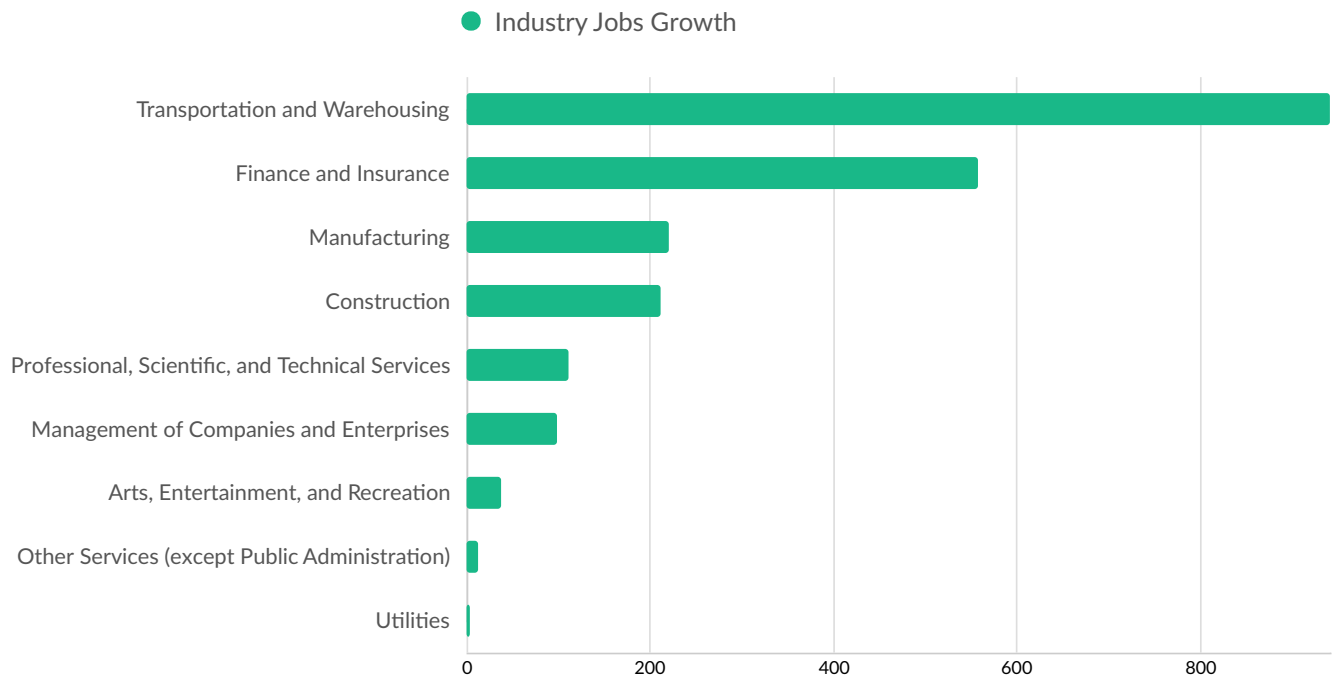
Top Previous Counties	Migrations
Jackson County, WI	93
Milwaukee County, WI	91
Olmsted County, MN	87
Eau Claire County, WI	74
Cook County, IL	73
Hennepin County, MN	68
Marathon County, WI	51
Ramsey County, MN	45
Waukesha County, WI	45
Top Following Counties	Migrations
Monroe County, WI	386
Vernon County, 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



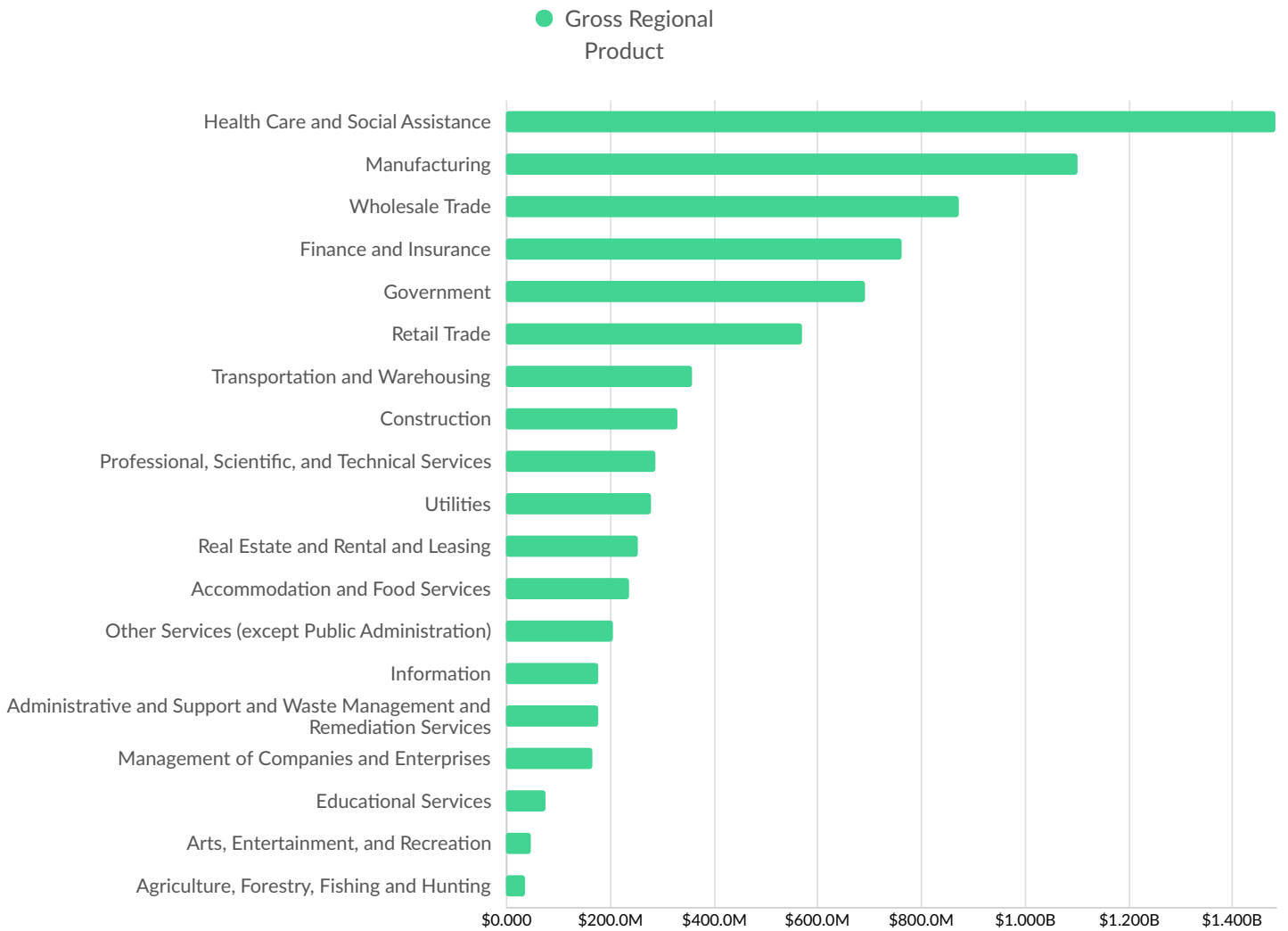
Top Growing Industries



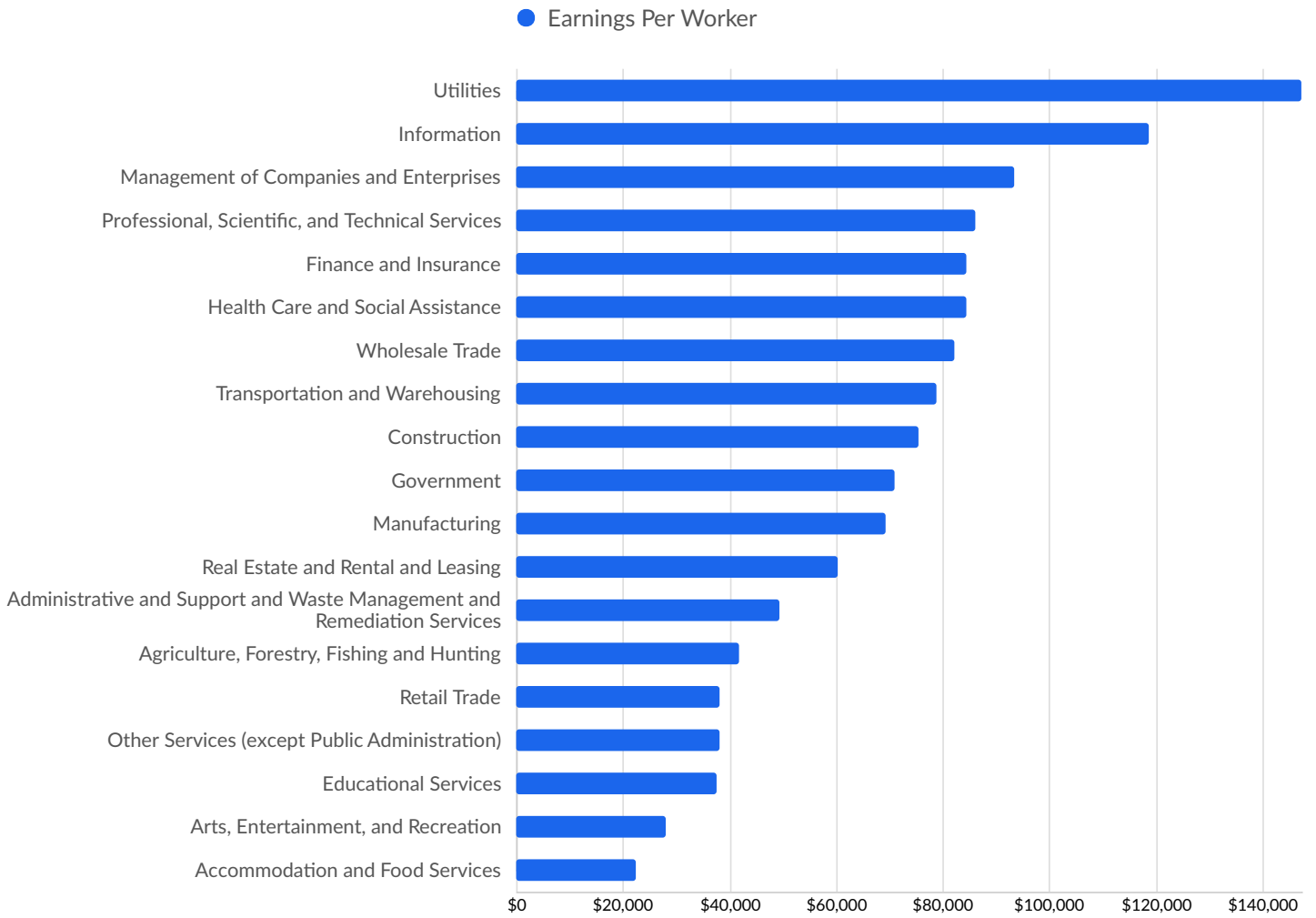
Top Industry Employment Concentration



Top Industry GRP













Top Industry Earnings



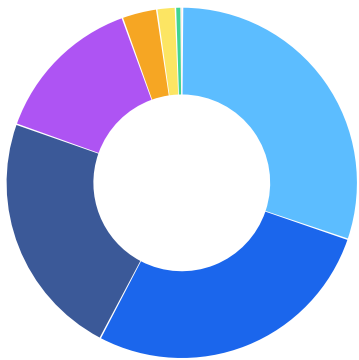
Business Characteristics

10,081 Companies Employ Your Workers

Online profiles for your workers mention 10,081 companies as employers, with the top 10 appearing below. In the last 12 months, 989 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	3,208 	Gundersen Health System	1,095 
Mayo Clinic	1,072 	Kwik Trip	478 
Kwik Trip	918 	Mayo Clinic	464 
Western Technical College	554 	University of Wisconsin System	366 
Trane Commercial Systems	505 	Festival Foods	299 
School District Of La Crosse	502 	Trane Technologies	257 
Viterbo University	472 	Hy-Vee	173 
Logistics Health Incorporated	391 	Performance Food Group	142 
Trane Technologies	333 	GPAC	129 
La Crosse County	268 	Viterbo University	129 

Business Size

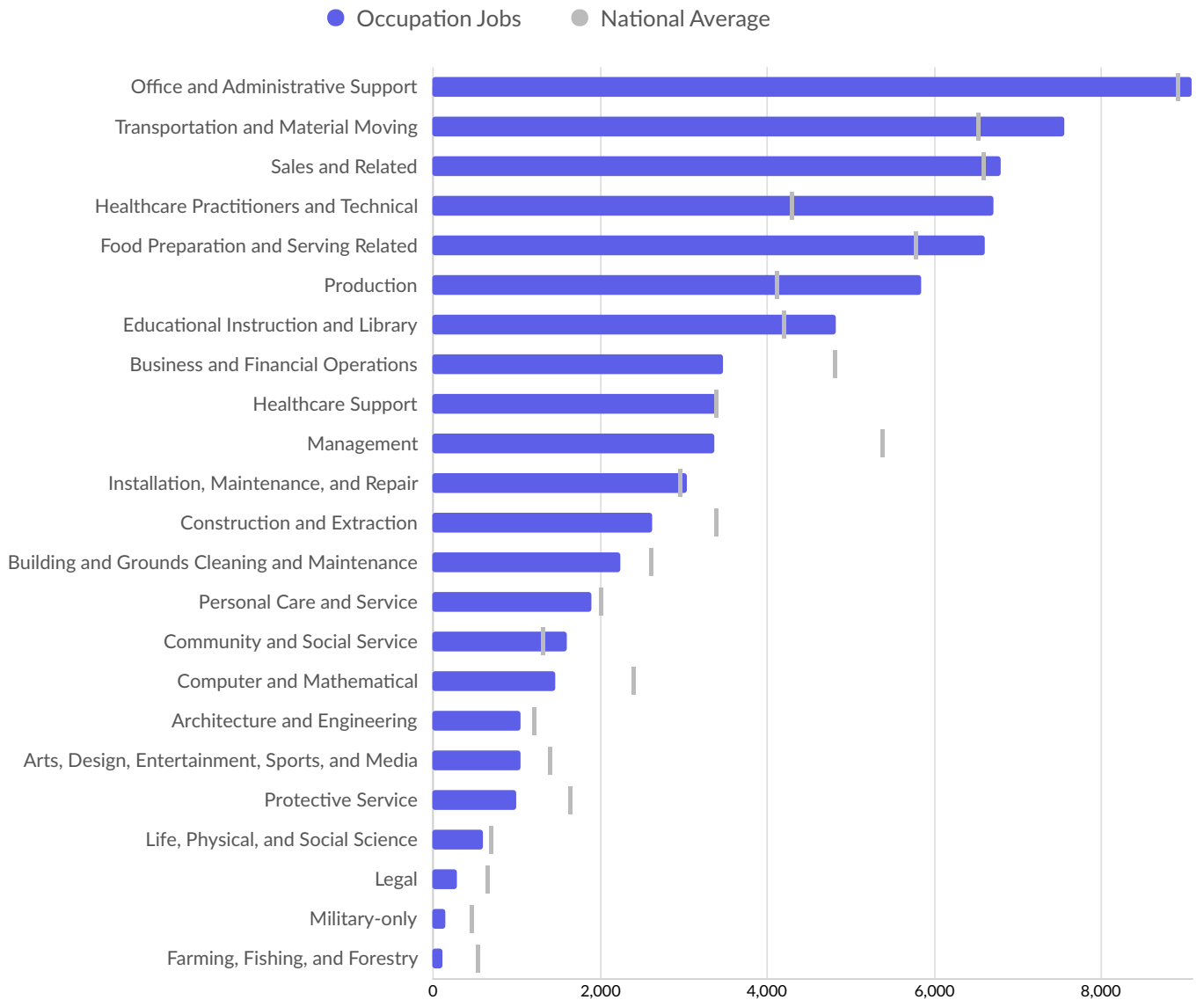


	Percentage	Business Count
● 1 to 4 employees	30.1%	1,395
● 5 to 9 employees	27.5%	1,272
● 10 to 19 employees	22.7%	1,052
● 20 to 49 employees	14.1%	651
● 50 to 99 employees	3.2%	149
● 100 to 249 employees	1.7%	79
● 250 to 499 employees	0.5%	24
● 500+ employees	0.1%	6

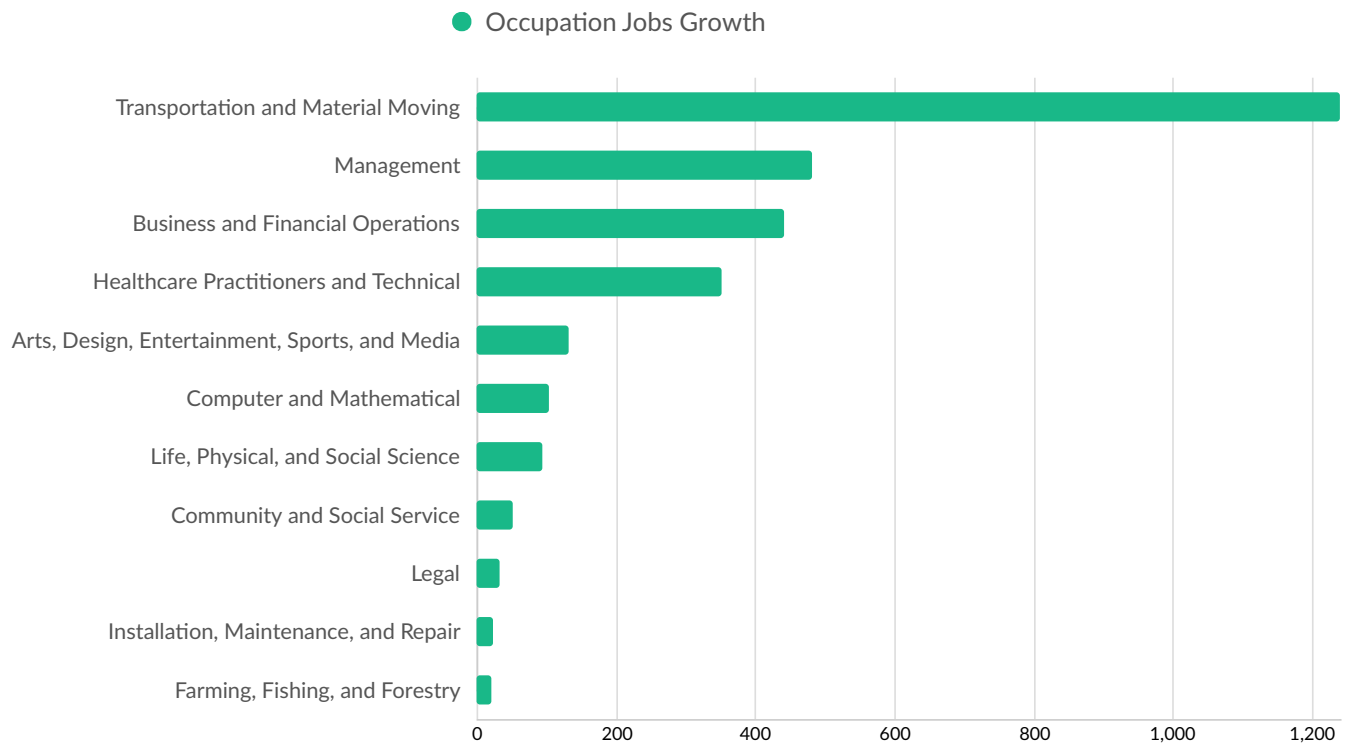
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

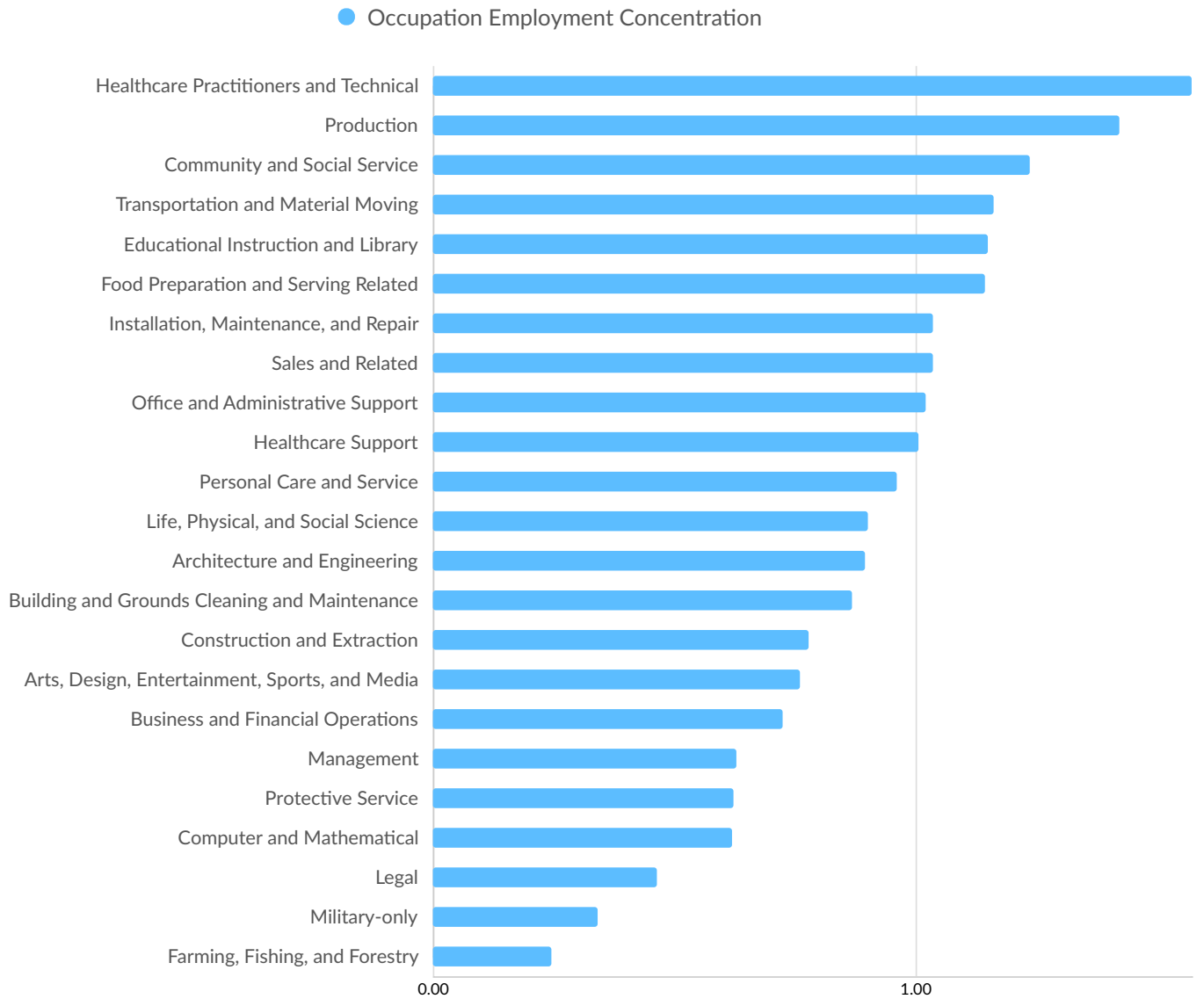
Largest Occupations



Top Growing Occupations



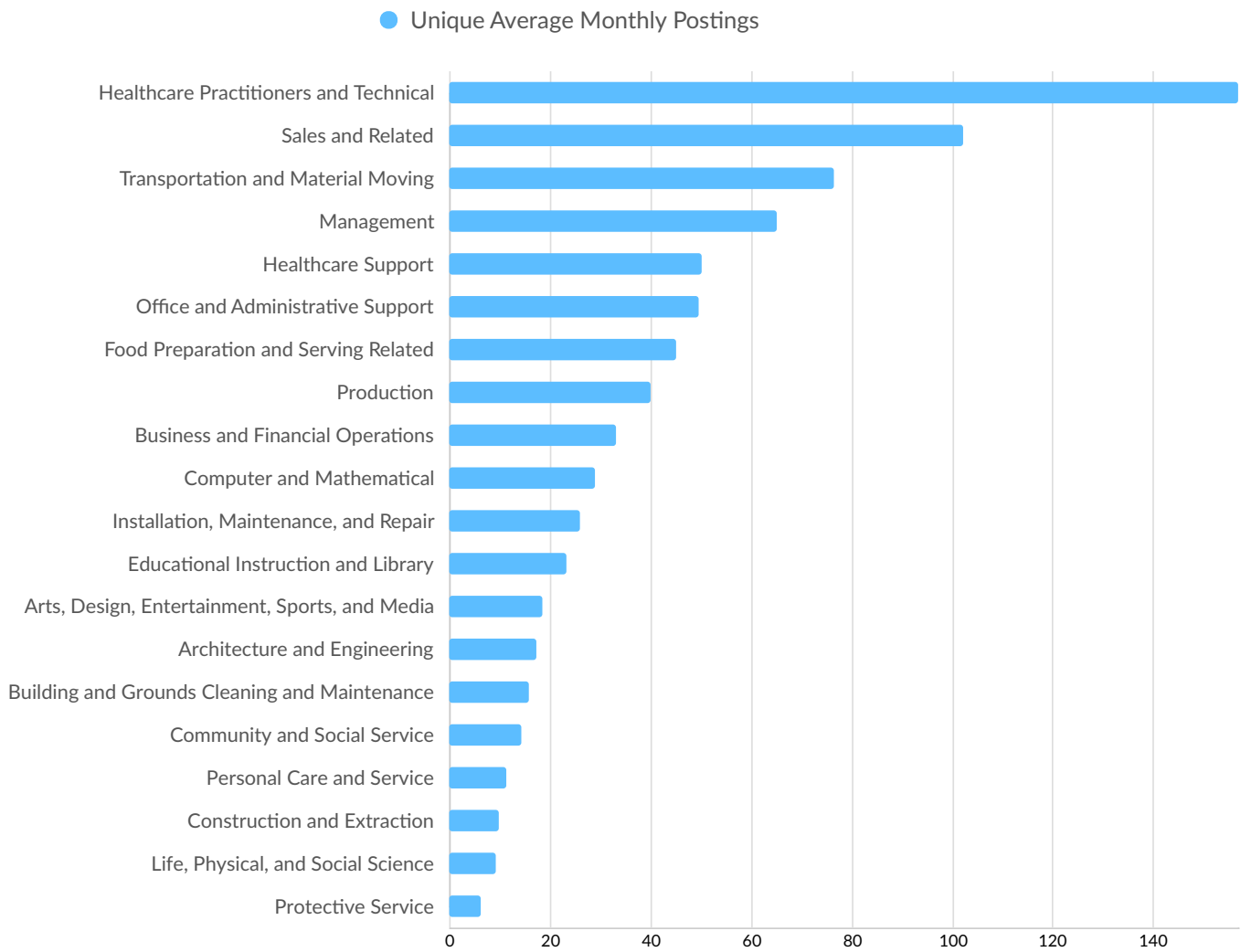
Top Occupation Employment Concentration



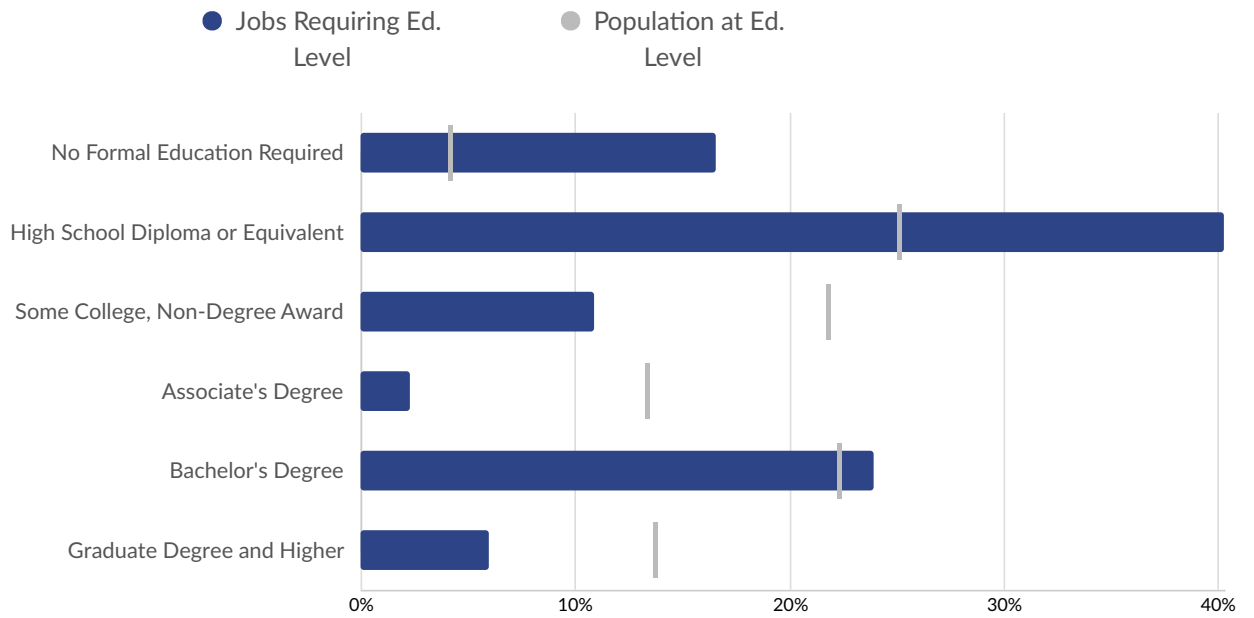
Top Occupation Earnings



Top Posted Occupations

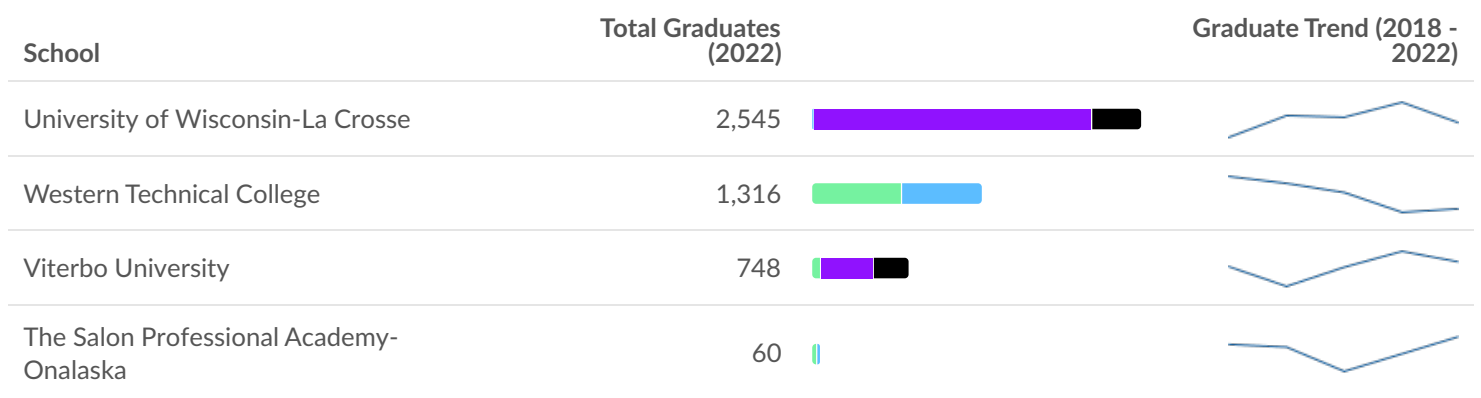


Underemployment



Educational Pipeline

In 2022, there were 4,669 graduates in La Crosse County, WI. This pipeline has shrunk by 5% 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

