



Vernon County, WI

Mississippi River Regional Planning Commission



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La Crosse, Wisconsin 54601

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	28
In-Demand Skills	29

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

31,060

Population (2022)

Population **grew by 331** over the last 5 years and is projected to **grow by 472** over the next 5 years.

10,482

Total Regional Employment

Jobs **decreased by 268** over the last 5 years but are projected to **grow by 748** over the next 5 years.

\$57.9K

Median Household Income (2021)

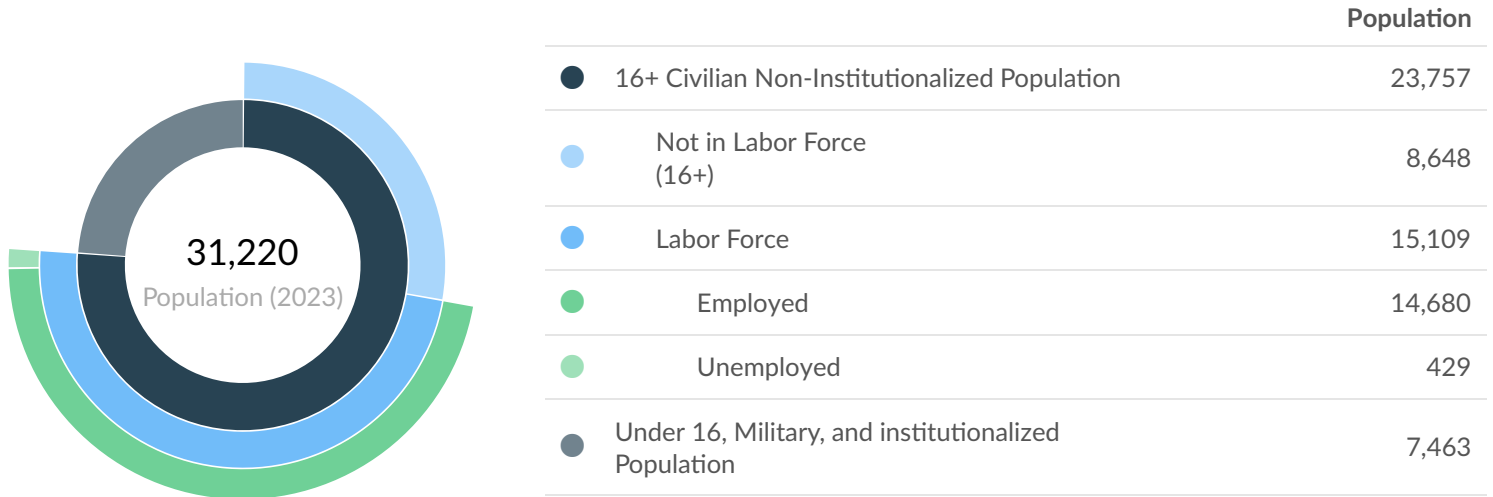
Median household income is **\$11.1K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 1.1%** since 2017, growing by 331. Population is expected to **increase by 1.5%** between 2022 and 2027, adding 472.
- From 2017 to 2022, jobs **declined by 2.5%** in Vernon County, WI from 10,749 to **10,482**. This change **fell short of the national growth rate of 3.8% by 6.3%**. As the number of jobs declined, the **labor force participation rate decreased from 66.7% to 62.6% between 2017 and 2022**.
- Concerning educational attainment, **16.0% of Vernon County, WI residents possess a Bachelor's Degree** (4.8% 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.

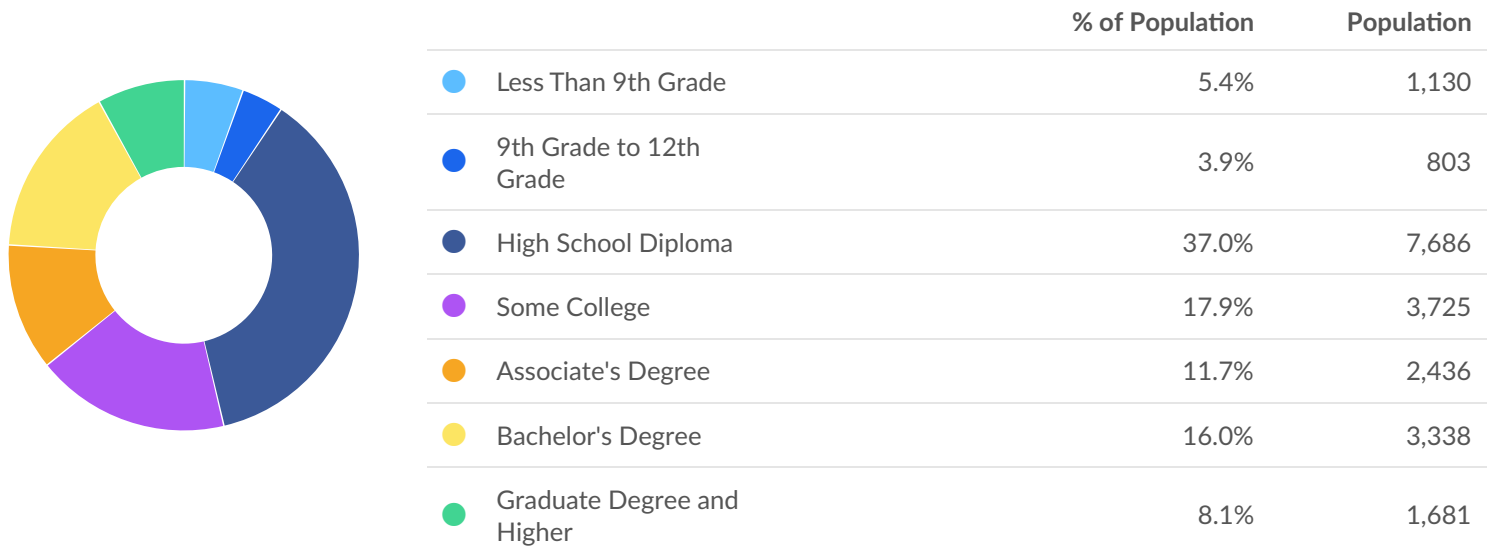
	Population (2023)	Labor Force (Sep 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	31,220	15,109	10,482	97.1	\$1.16B	\$2.03B	\$1.28B
State	5,921,135	3,145,490	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

Sep 2023 Labor Force Breakdown



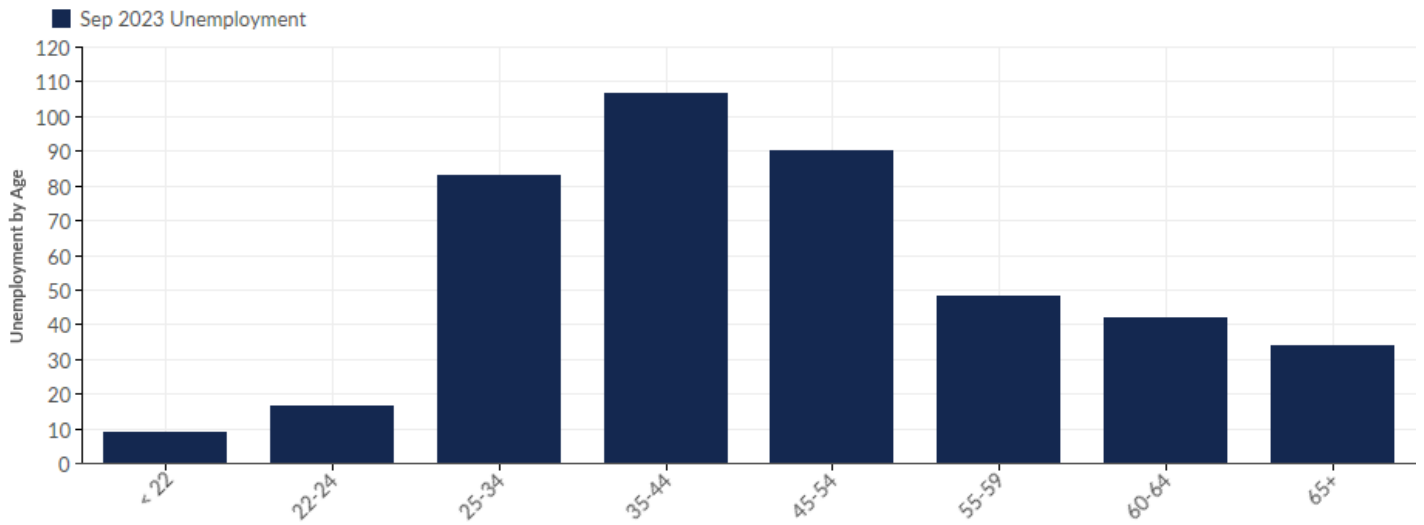
Educational Attainment

Concerning educational attainment, **16.0% of Vernon County, WI residents possess a Bachelor's Degree** (4.8% below the national average), and **11.7% hold an Associate's Degree** (2.9% above the national average).



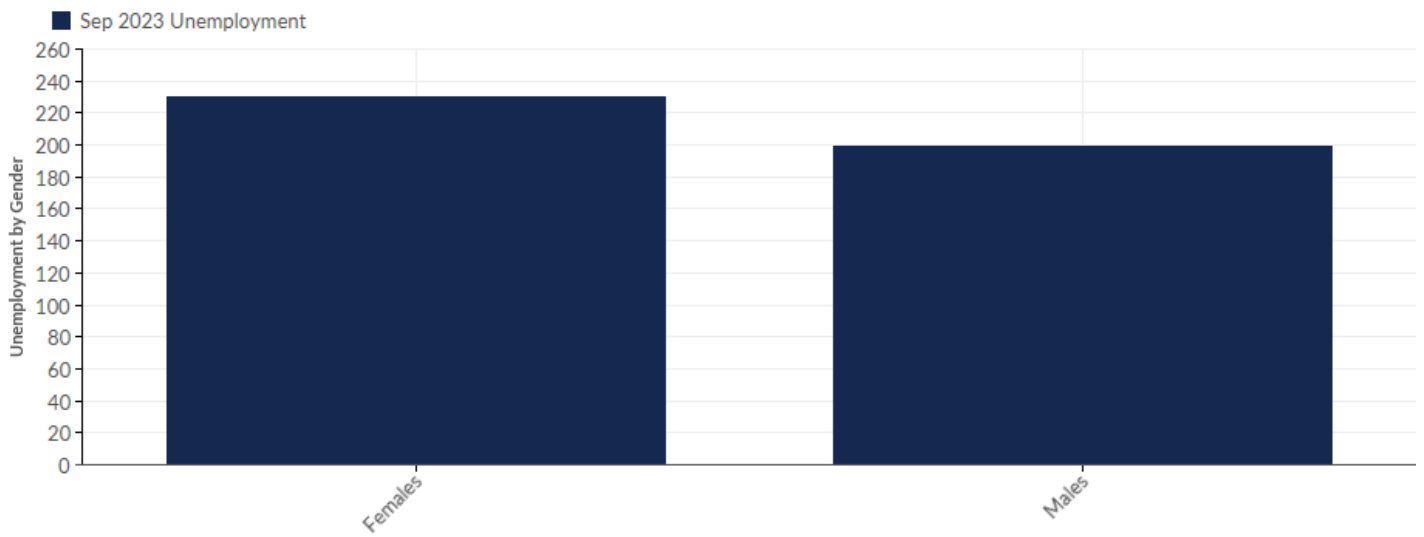
Unemployment by Demographics

Unemployment by Age



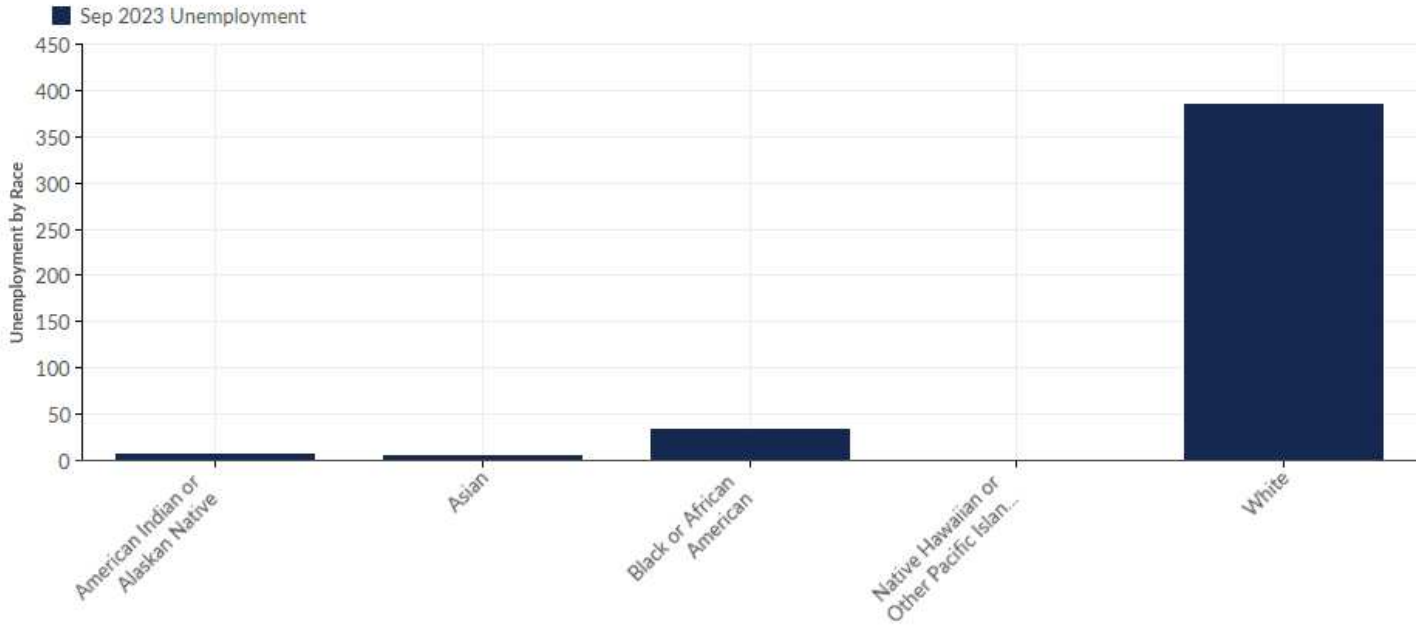
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	9	2.10%
22-24	16	3.73%
25-34	83	19.35%
35-44	107	24.94%
45-54	90	20.98%
55-59	48	11.19%
60-64	42	9.79%
65+	34	7.93%
Total	429	100.00%

Unemployment by Gender



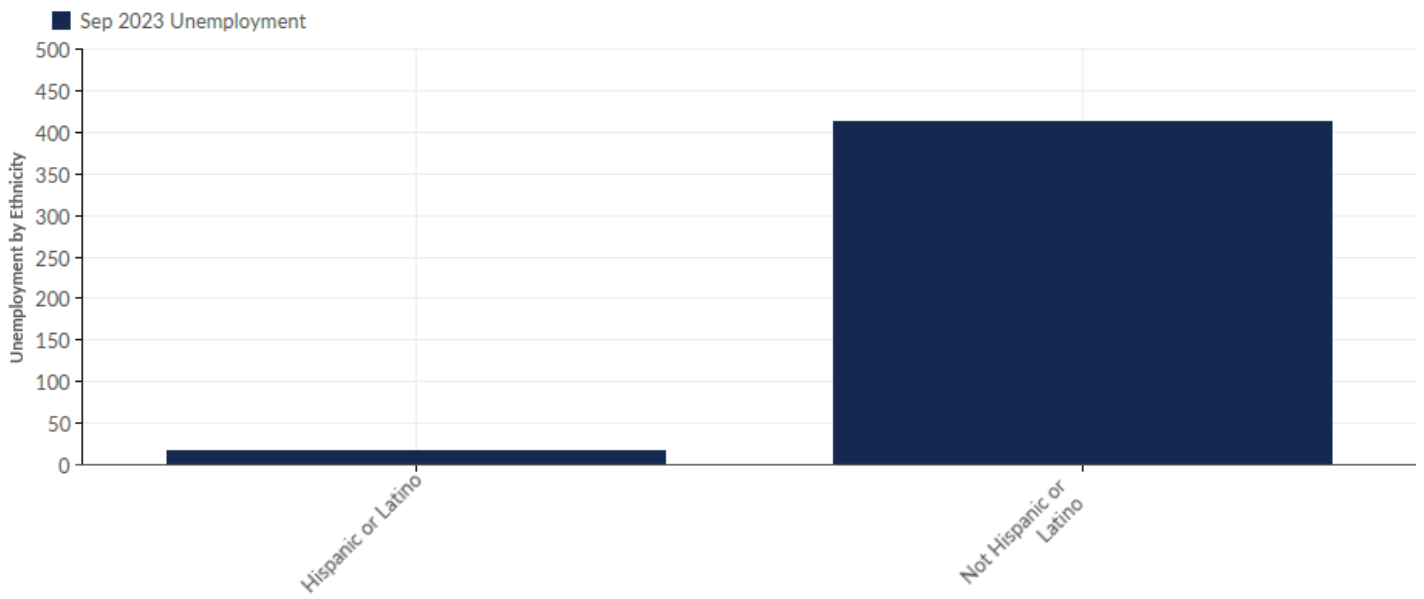
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	230	53.61%
Males	199	46.39%
Total	429	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	6	1.40%
Asian	5	1.17%
Black or African American	34	7.93%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	384	89.51%
Total	429	100.00%

Unemployment by Ethnicity

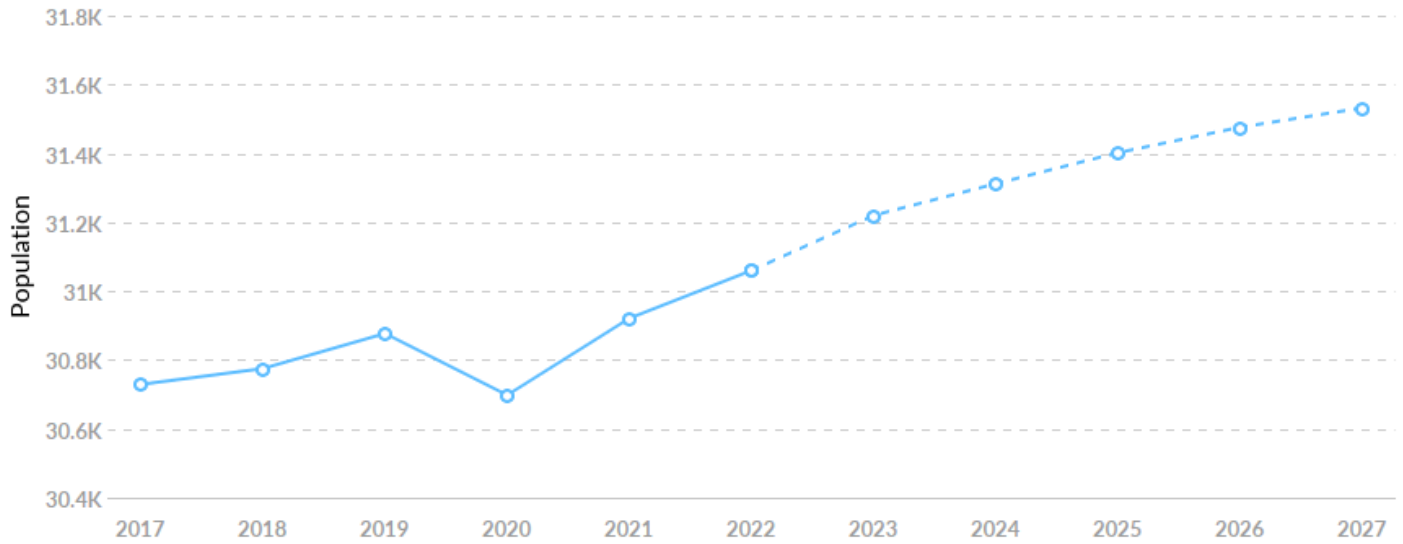


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	16	3.73%
Not Hispanic or Latino	413	96.27%
Total	429	100.00%

Historic & Projected Trends

Population Trends

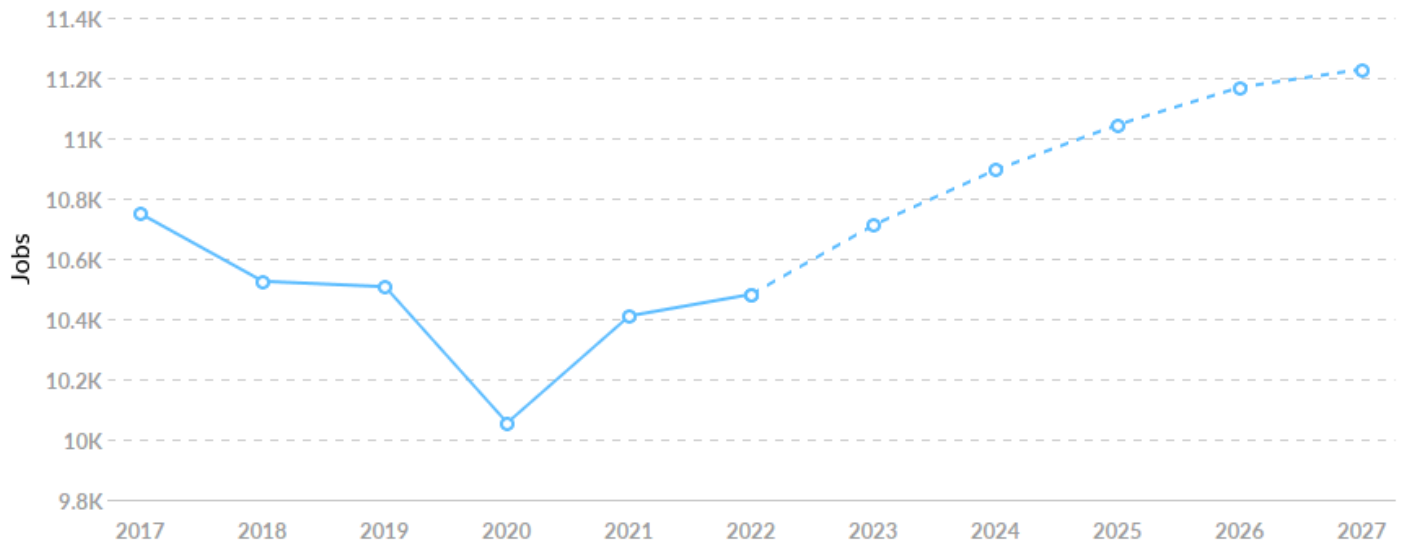
As of 2022 the region's population increased by 1.1% since 2017, growing by 331. Population is expected to increase by 1.5% between 2022 and 2027, adding 472.



Timeframe	Population
2017	30,729
2018	30,775
2019	30,877
2020	30,698
2021	30,921
2022	31,060
2023	31,220
2024	31,312
2025	31,402
2026	31,476
2027	31,532

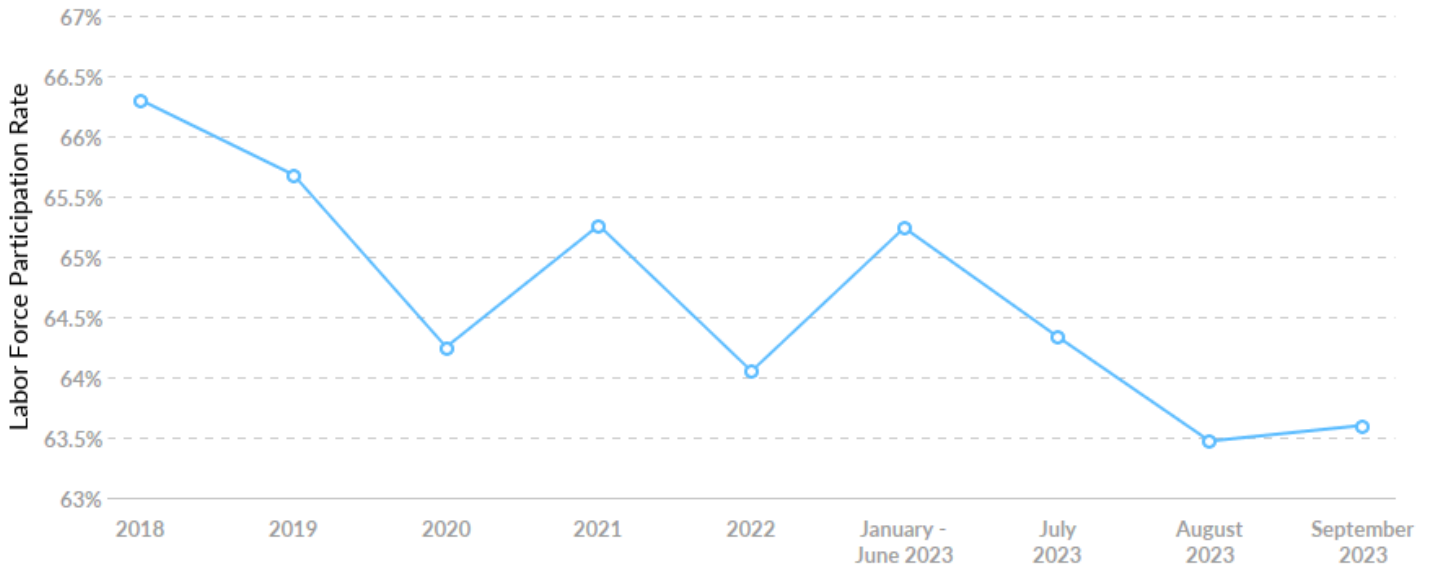
Job Trends

From 2017 to 2022, jobs declined by 2.5% in Vernon County, WI from 10,749 to 10,482. This change fell short of the national growth rate of 3.8% by 6.3%.



Timeframe	Jobs
2017	10,749
2018	10,525
2019	10,507
2020	10,055
2021	10,410
2022	10,482
2023	10,712
2024	10,895
2025	11,045
2026	11,169
2027	11,229

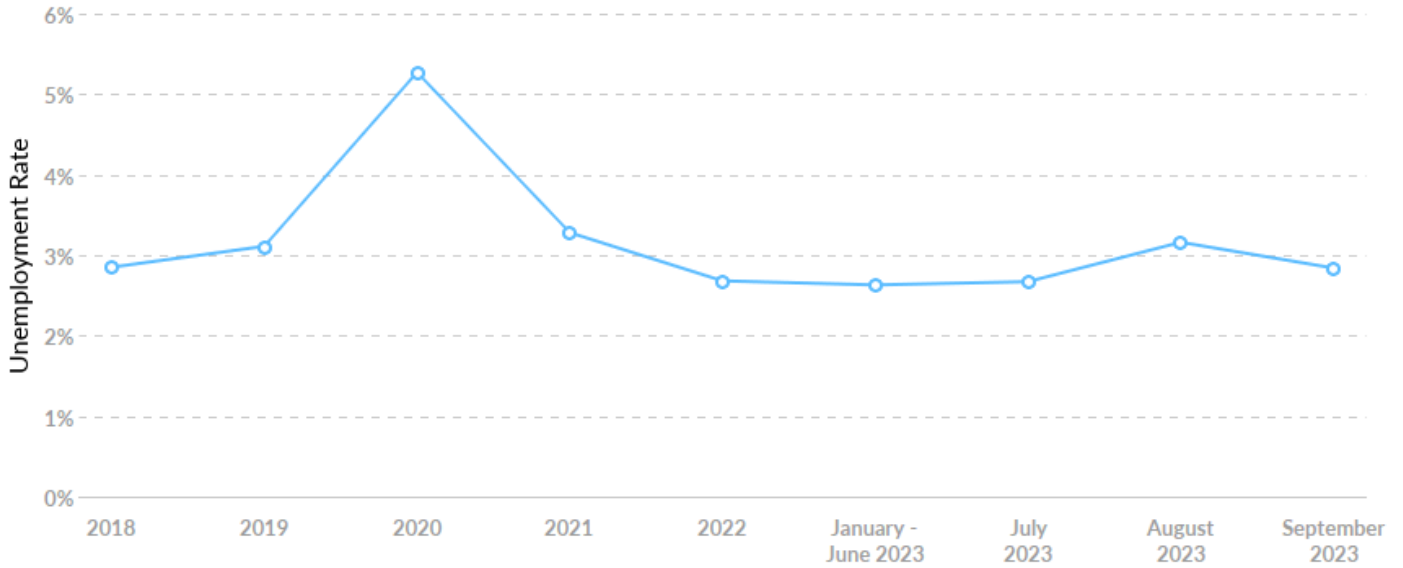
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	66.30%
2019	65.68%
2020	64.25%
2021	65.26%
2022	64.05%
January - June 2023	65.24%
July 2023	64.34%
August 2023	63.47%
September 2023	63.60%

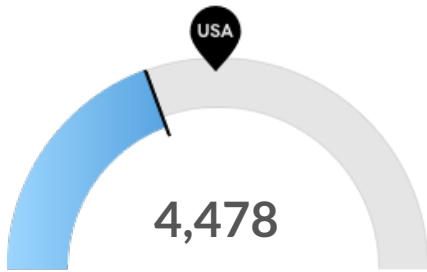
Unemployment Rate Trends

Vernon County, WI had a September 2023 unemployment rate of 2.84%, **decreasing from 2.85%** 5 years before.



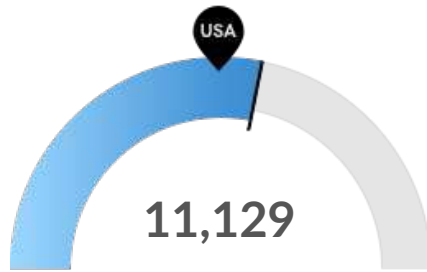
Timeframe	Unemployment Rate
2018	2.85%
2019	3.11%
2020	5.27%
2021	3.28%
2022	2.68%
January - June 2023	2.63%
July 2023	2.67%
August 2023	3.16%
September 2023	2.84%

Population Characteristics



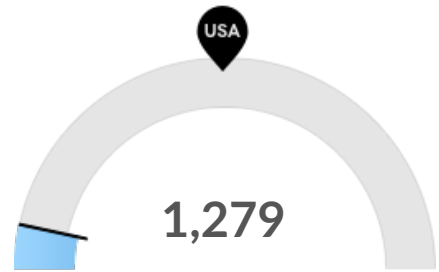
Millennials

Vernon County, WI has 4,478 millennials (ages 25-39). The national average for an area this size is 6,316.



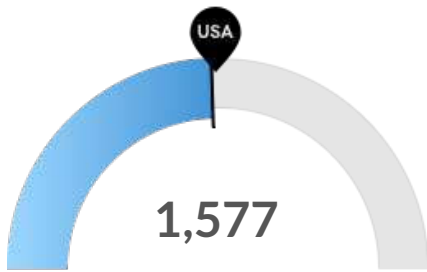
Retiring Soon

Retirement risk is high in Vernon County, WI. The national average for an area this size is 9,308 people 55 or older, while there are 11,129 here.



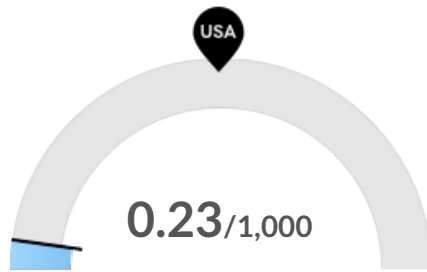
Racial Diversity

Racial diversity is low in Vernon County, WI. The national average for an area this size is 12,773 racially diverse people, while there are 1,279 here.



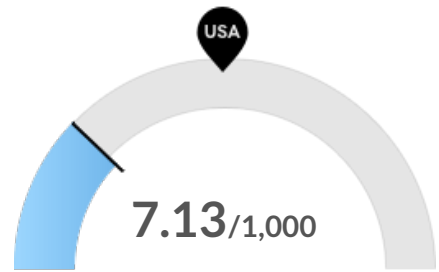
Veterans

Vernon County, WI has 1,577 veterans. The national average for an area this size is 1,623.



Violent Crime

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

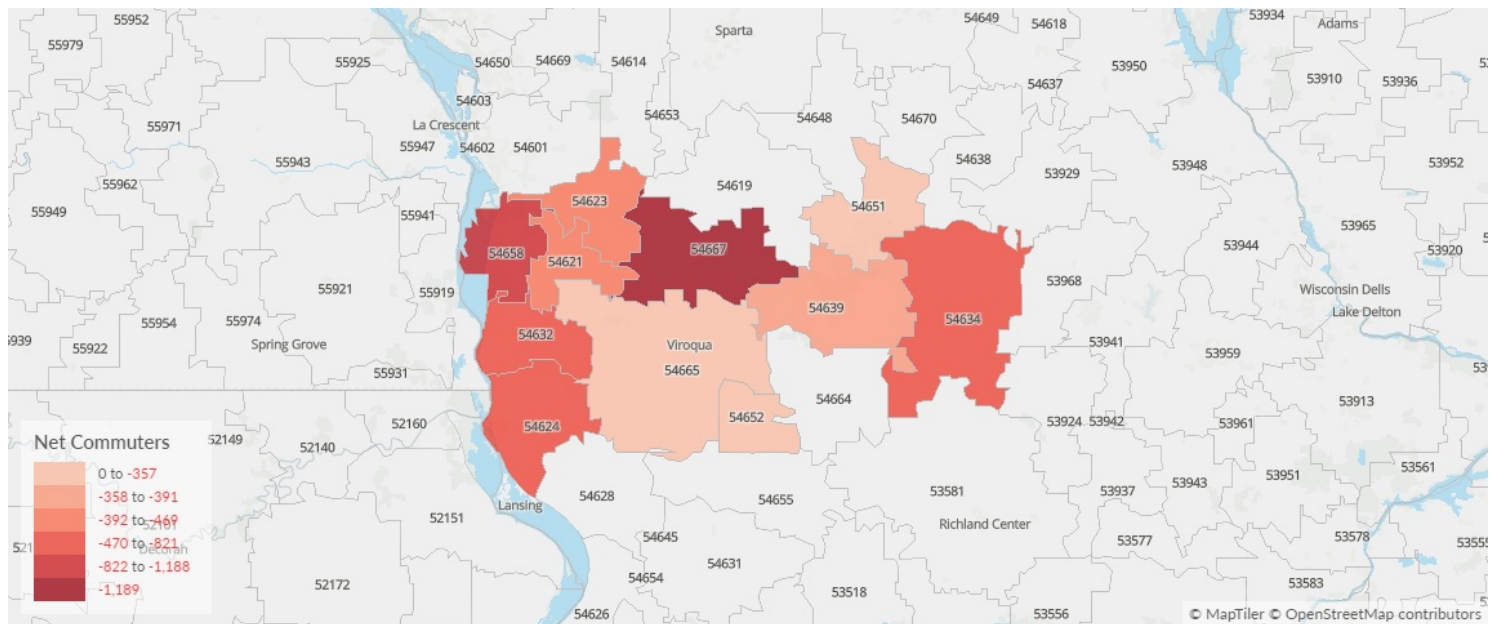


Property Crime

Vernon County, WI has 7.13 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

ZIP	Name	2022 Employment
54665	Viroqua, WI (in Vernon ...	4,349
54667	Westby, WI (in Vernon c...	1,429
54634	Hillsboro, WI (in Vernon...	1,316
54658	Stoddard, WI (in Vernon...	680
54623	Coon Valley, WI (in Vern...	679

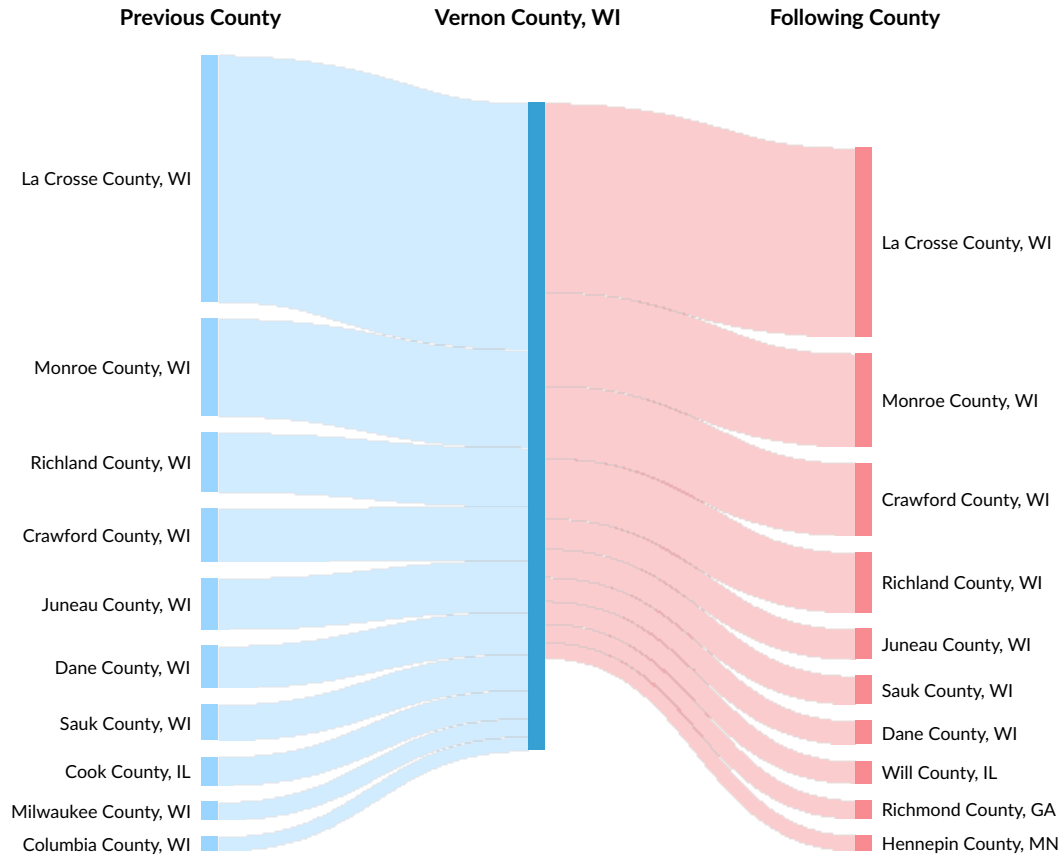
Where Talent Lives

ZIP	Name	2022 Workers
54665	Viroqua, WI (in Vernon ...	4,669
54667	Westby, WI (in Vernon c...	2,618
54634	Hillsboro, WI (in Vernon...	1,789
54658	Stoddard, WI (in Vernon...	1,502
54623	Coon Valley, WI (in Vern...	1,071

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**.

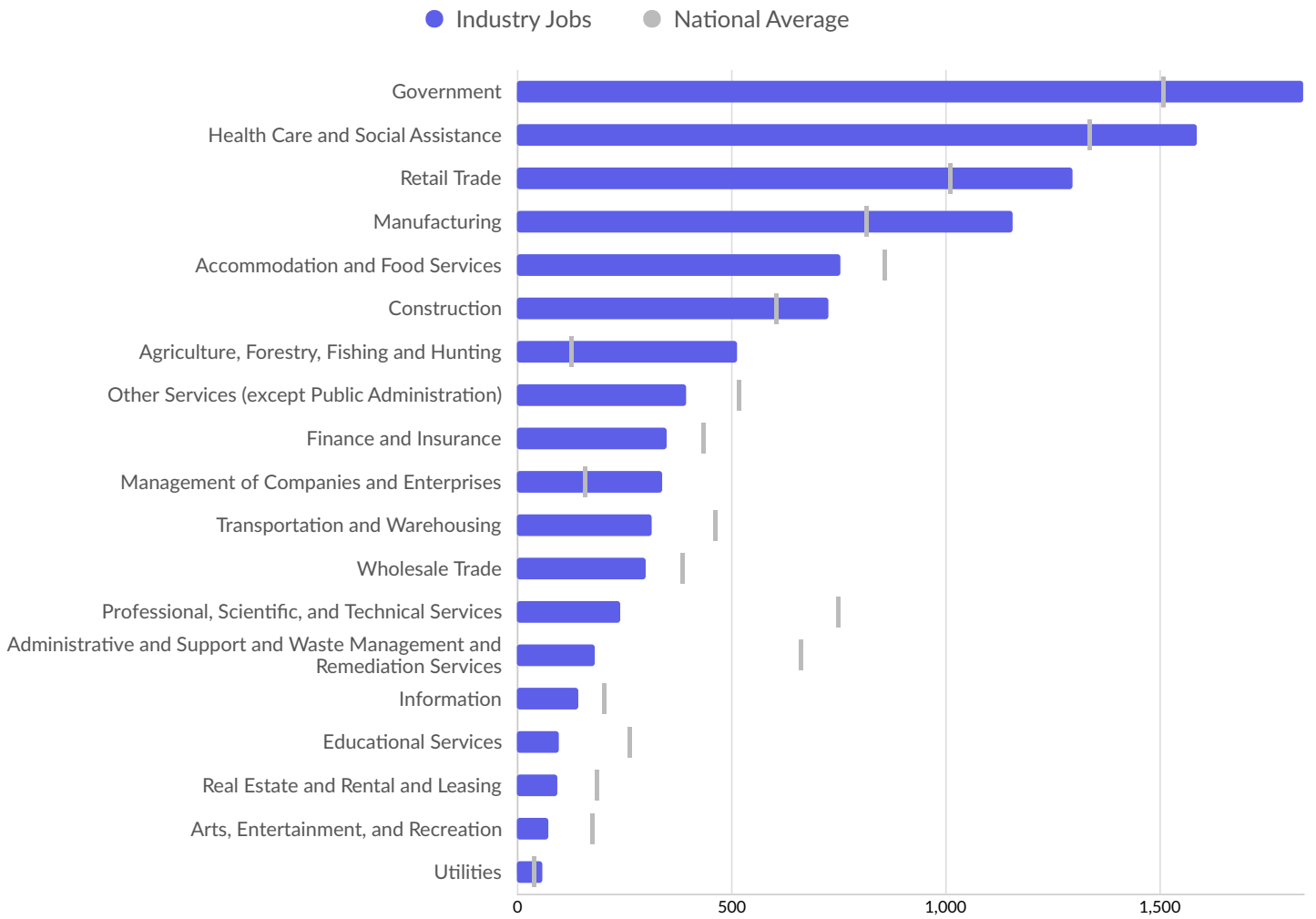


Top Previous Counties	Migrations
La Crosse County, WI	301
Monroe County, WI	119
Richland County, WI	72
Crawford County, WI	65
Juneau County, WI	62
Dane County, WI	52

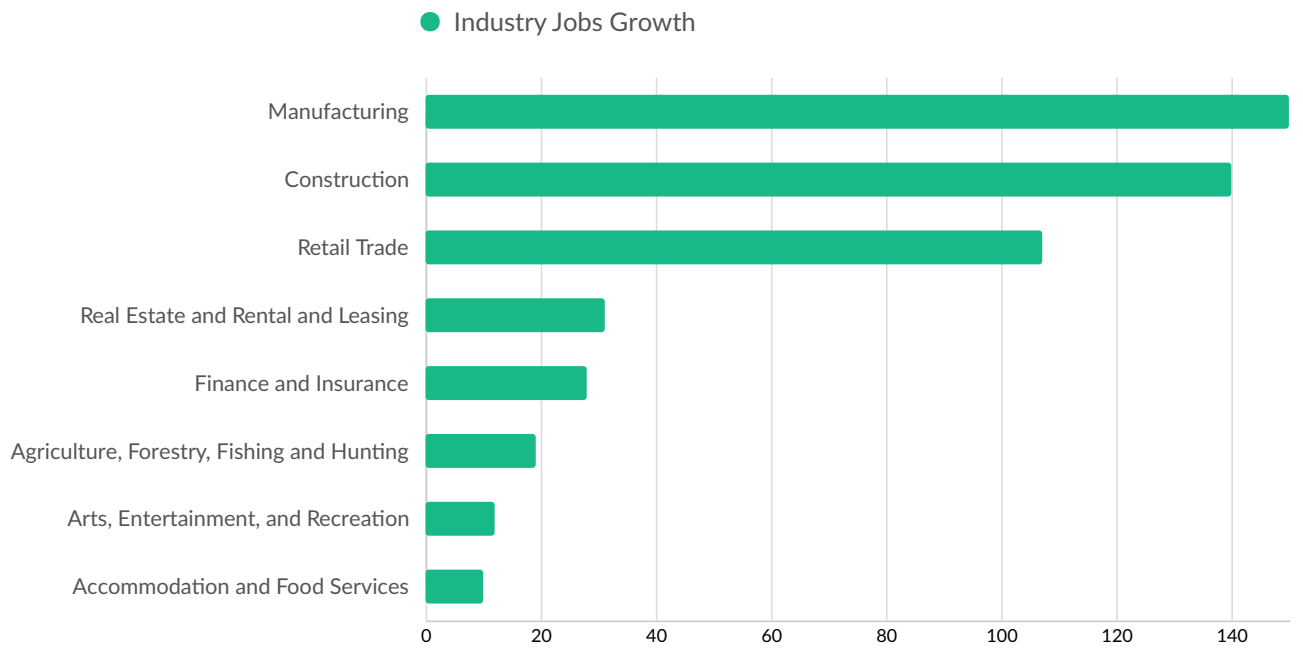
Top Previous Counties	Migrations
Sauk County, WI	44
Cook County, IL	35
Milwaukee County, WI	22
Columbia County, WI	17
Lake County, MN	15
Knox County, TN	15
Iowa County, WI	11
Walworth County, WI	10
Clinton County, MI	9
Top Following Counties	Migrations
La Crosse County, WI	231
Monroe County, WI	114
Crawford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

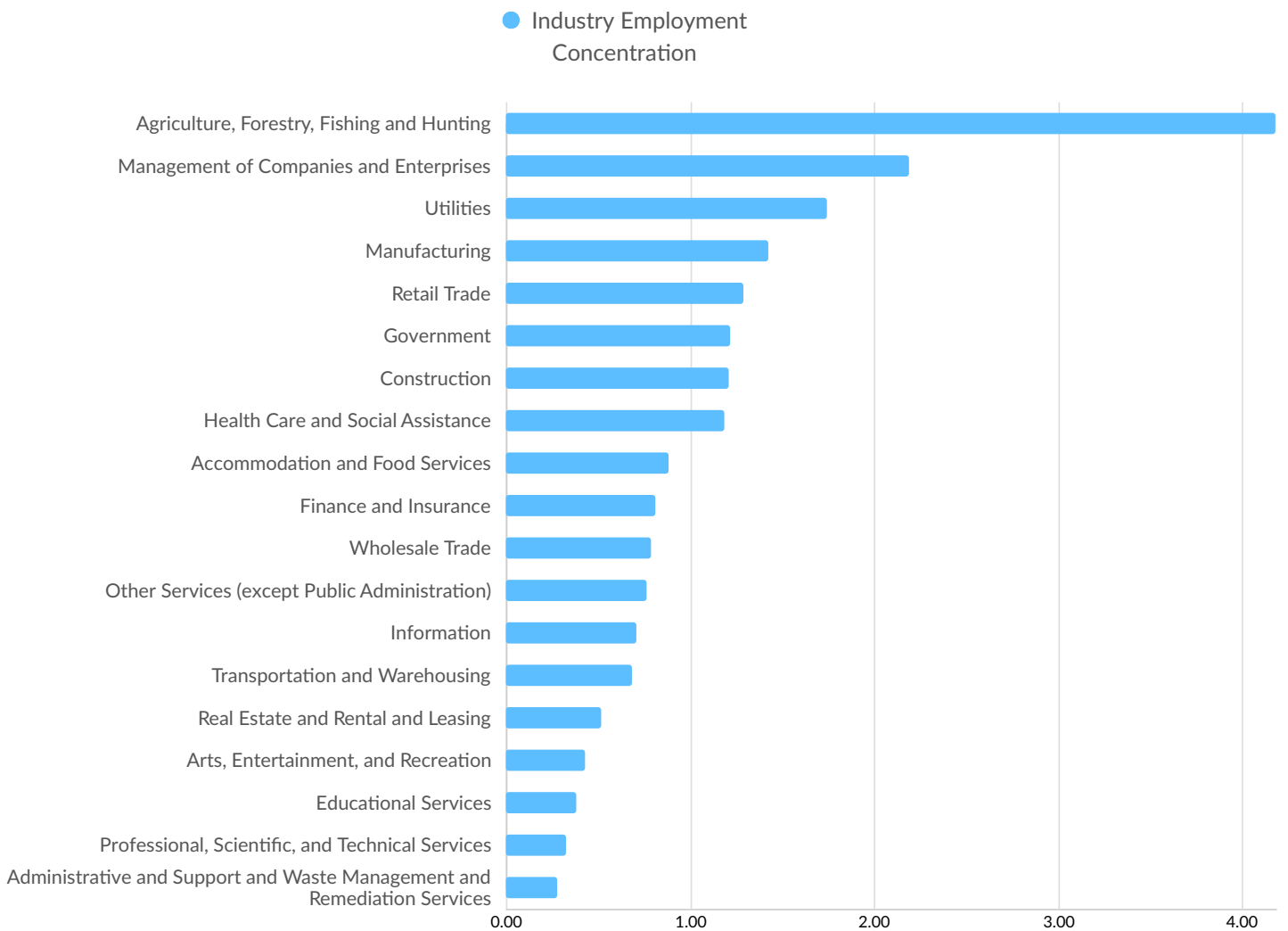
Largest Industries



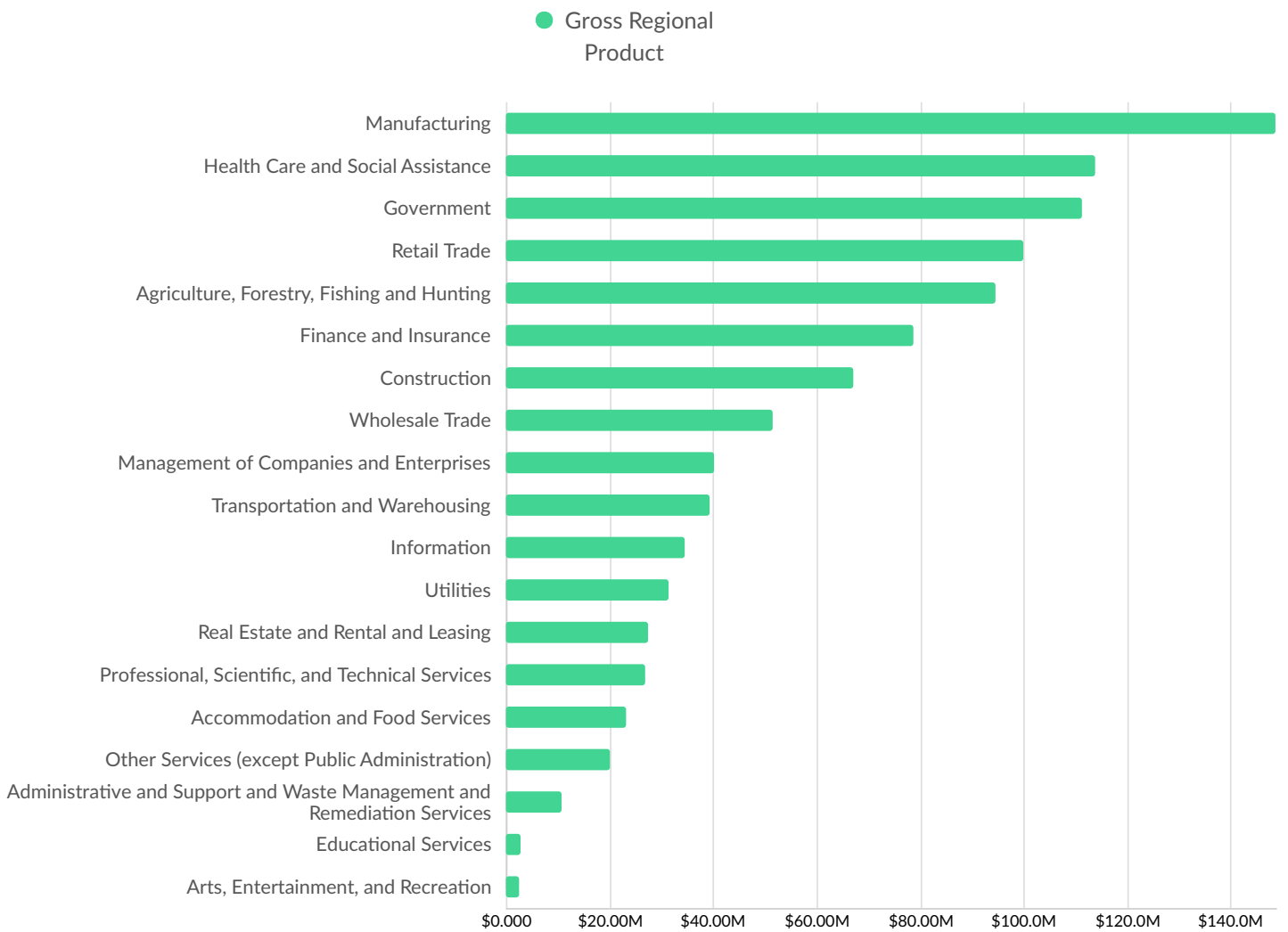
Top Growing Industries



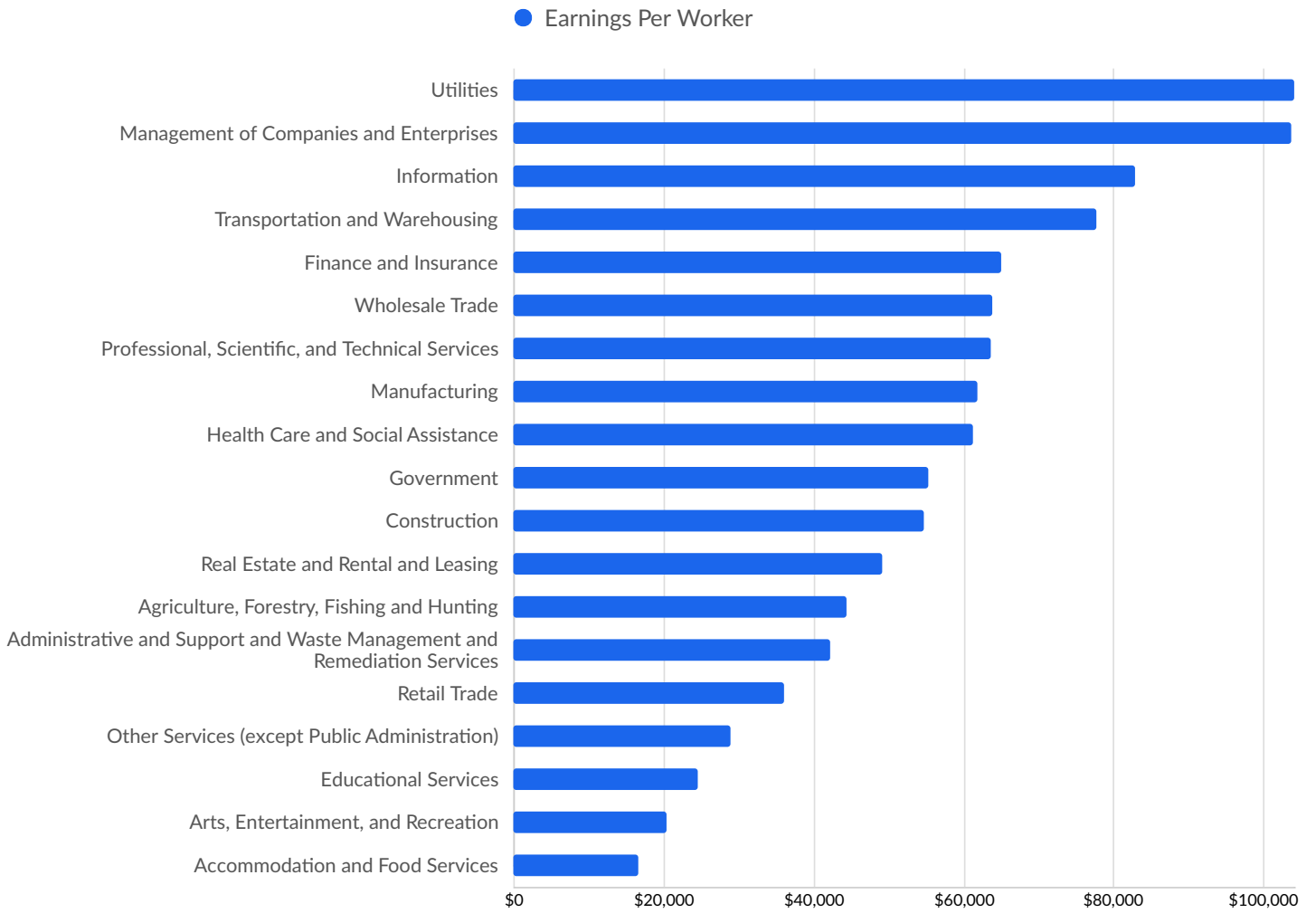
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



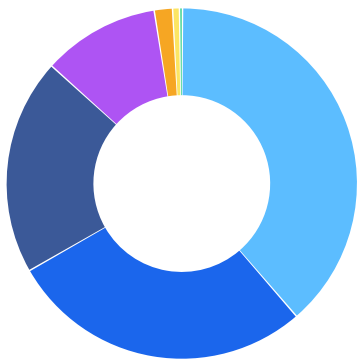
Business Characteristics

2,474 Companies Employ Your Workers

Online profiles for your workers mention 2,474 companies as employers, with the top 10 appearing below. In the last 12 months, 177 companies in Vernon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Organic Valley	252 	Gundersen Health System	58 
Gundersen Health System	228 	Organic Valley	53 
Vernon Memorial Healthcare	120 	Land O'Lakes	49 
Glad Farms	56 	Kwik Trip	39 
Mayo Clinic	48 	Walgreens Boots Alliance	32 
Kwik Trip	47 	Walmart	30 
Western Technical College	40 	Dollar General	24 
Trane Commercial Systems	39 	Sam's Club	21 
S&S Cycle	37 	Lamar Advertising Company	20 
Walmart	36 	GPAC	19 

Business Size

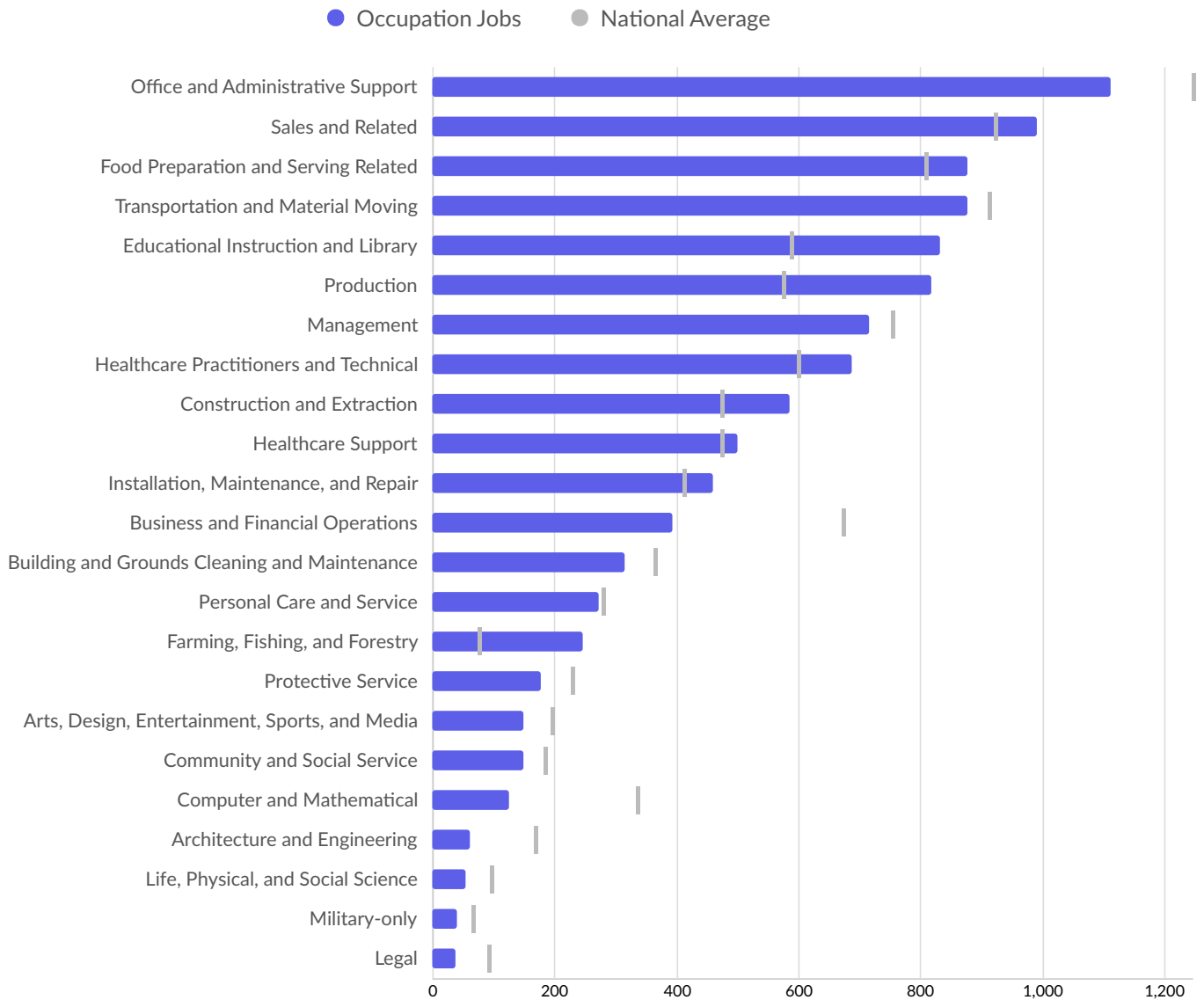


	Percentage	Business Count
● 1 to 4 employees	38.6%	551
● 5 to 9 employees	28.1%	401
● 10 to 19 employees	20.0%	285
● 20 to 49 employees	10.8%	154
● 50 to 99 employees	1.7%	24
● 100 to 249 employees	0.6%	9
● 250 to 499 employees	0.3%	4

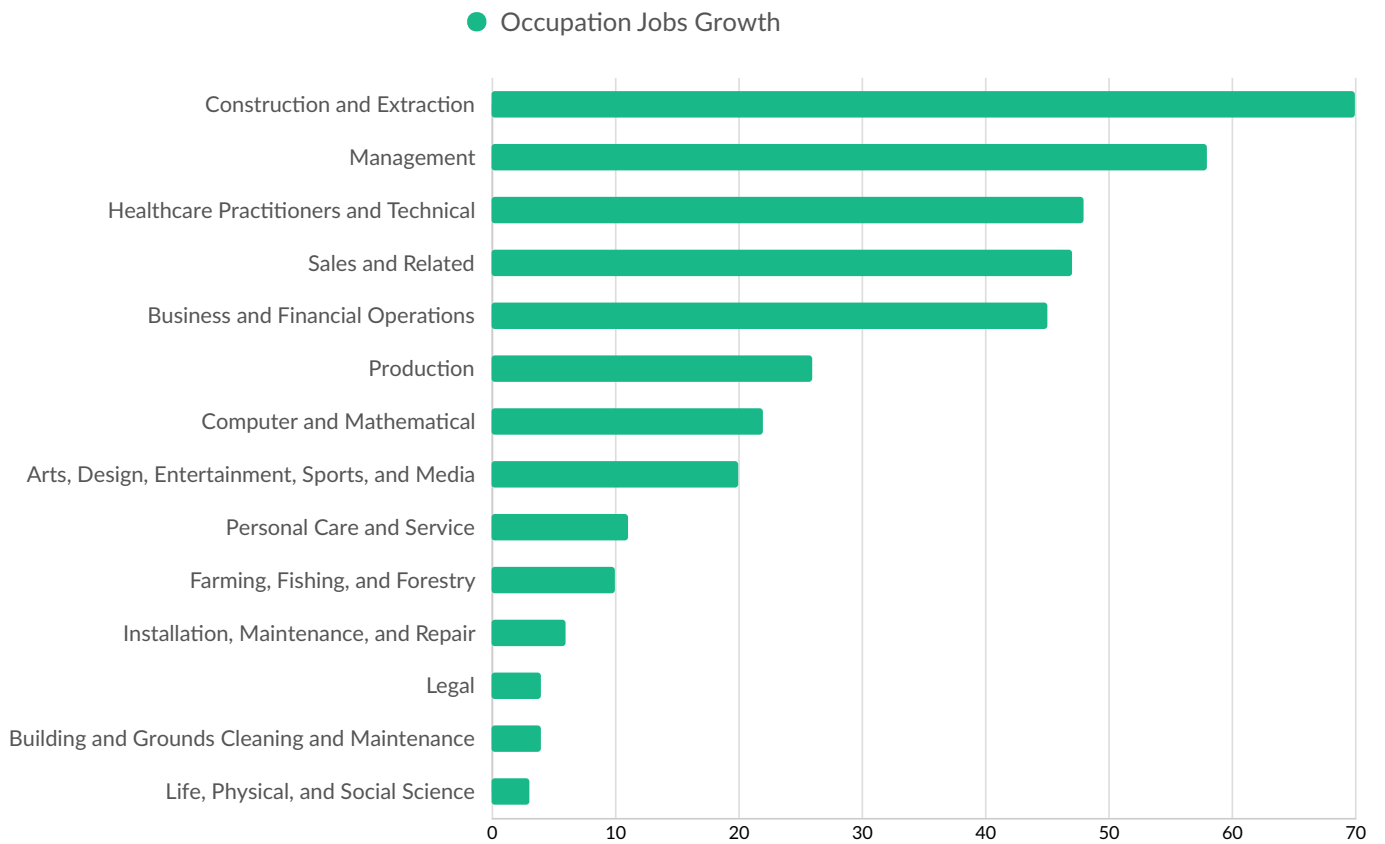
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

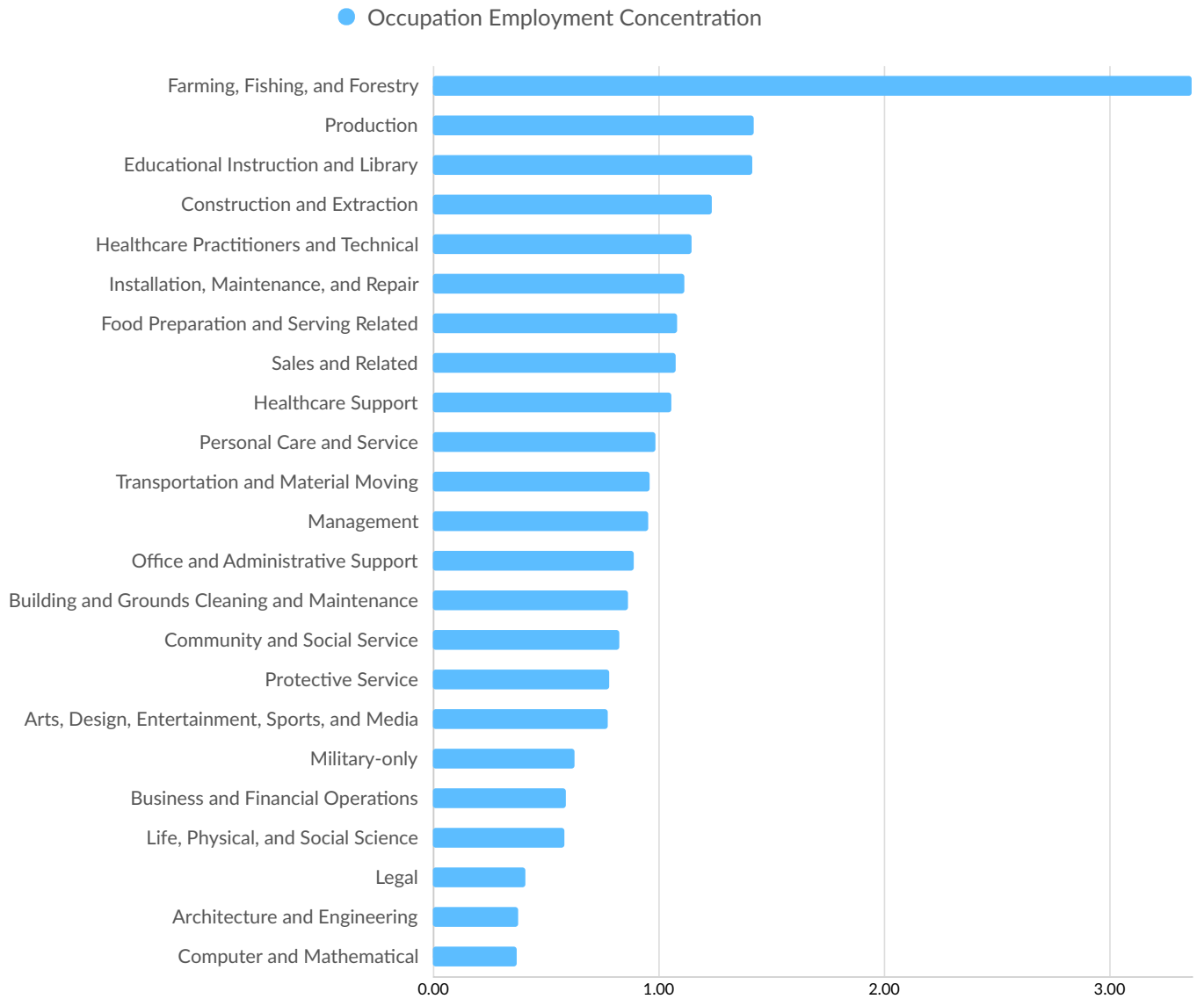
Largest Occupations



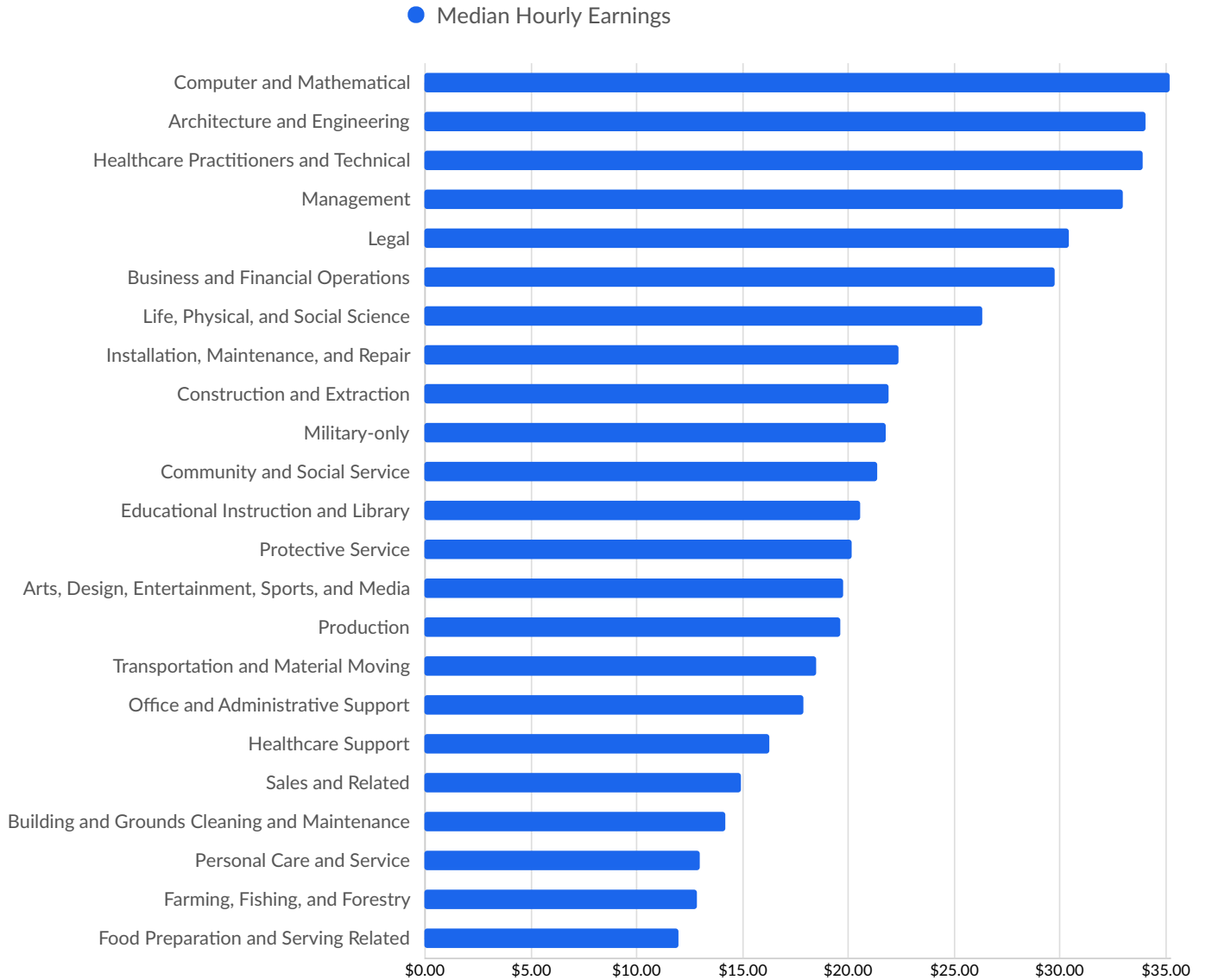
Top Growing Occupations



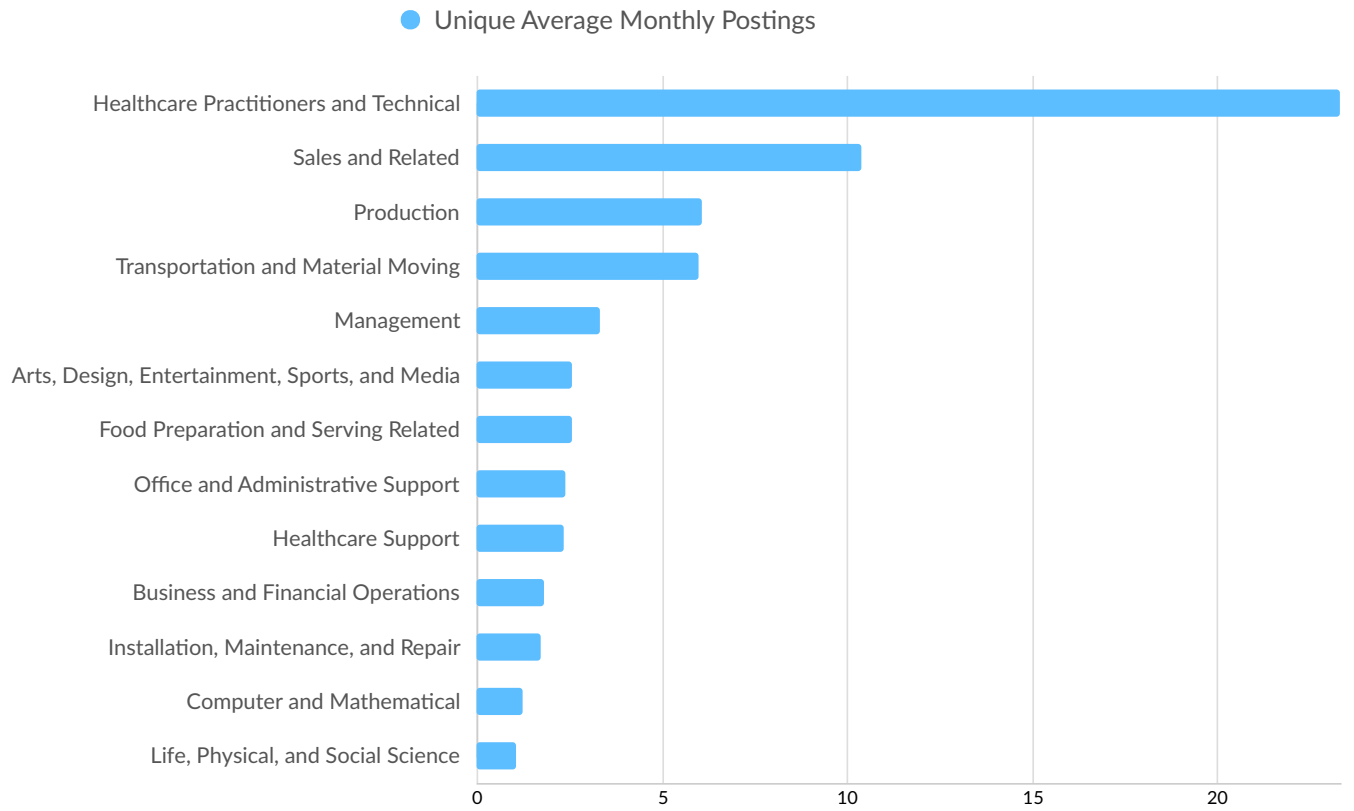
Top Occupation Employment Concentration



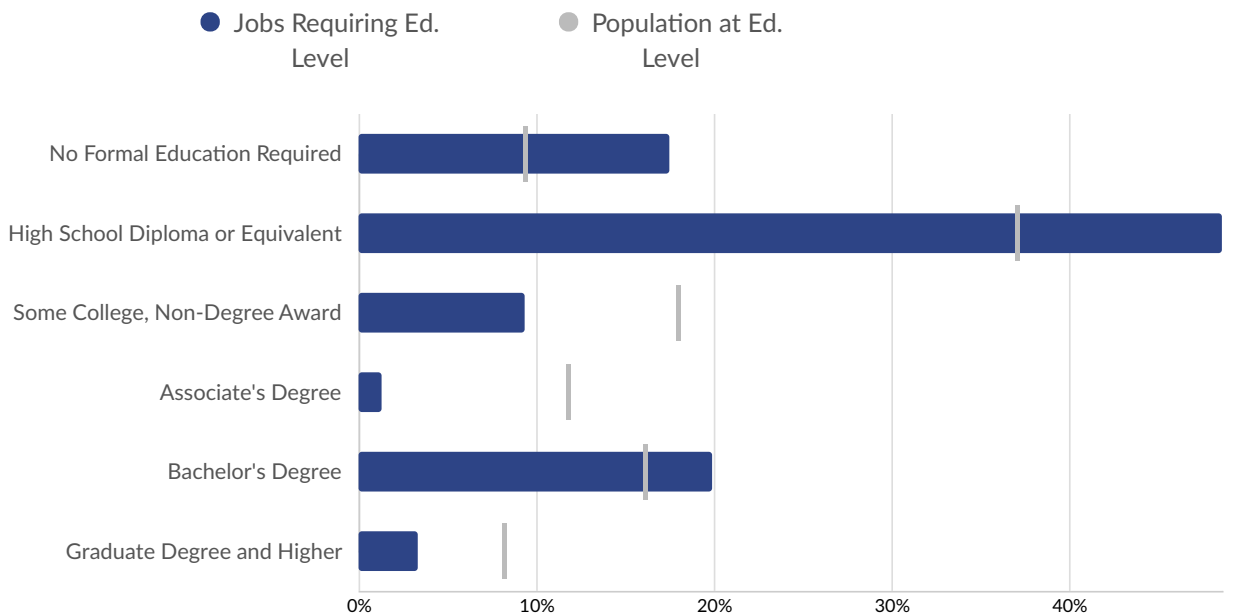
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

