



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

120,512

Population (2023)

Population **grew by 2,292** over the last 5 years and is projected to **grow by 428** over the next 5 years.

75,696

Total Regional Employment

Jobs **decreased by 946** over the last 5 years but are projected to **grow by 1,979** over the next 5 years.

\$62.8K

Median Household Income (2022)

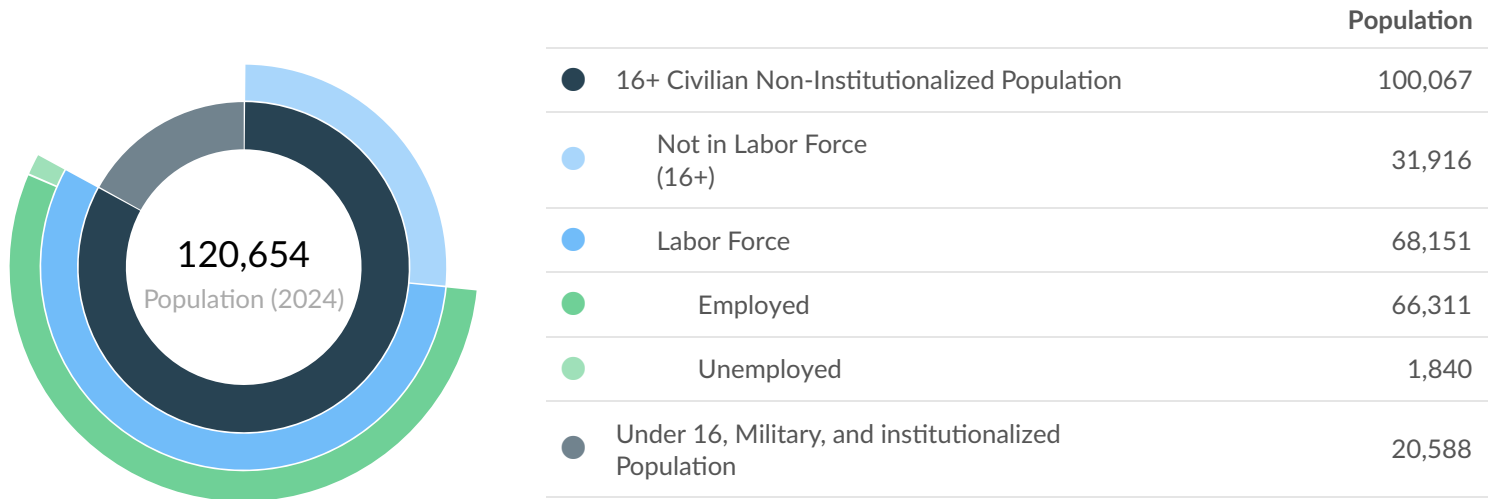
Median household income is **\$6.2K below** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **increased by 1.9%** since 2018, growing by 2,292. Population is expected to **increase by 0.4%** between 2023 and 2028, adding 428.
- From 2018 to 2023, jobs **declined by 1.2%** in La Crosse County, WI from 76,642 to **75,696**. This change **fell short of the national growth rate of 3.9% by 5.1%**. As the number of jobs declined, the **labor force participation rate increased from 69.1% to 69.3% between 2018 and 2023**.
- Concerning educational attainment, **22.1% of La Crosse County, WI residents possess a Bachelor's Degree** (0.9% above the national average), and **13.1% hold an Associate's Degree** (4.3% above the national average).
- The top three industries in 2023 are General Medical and Surgical Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

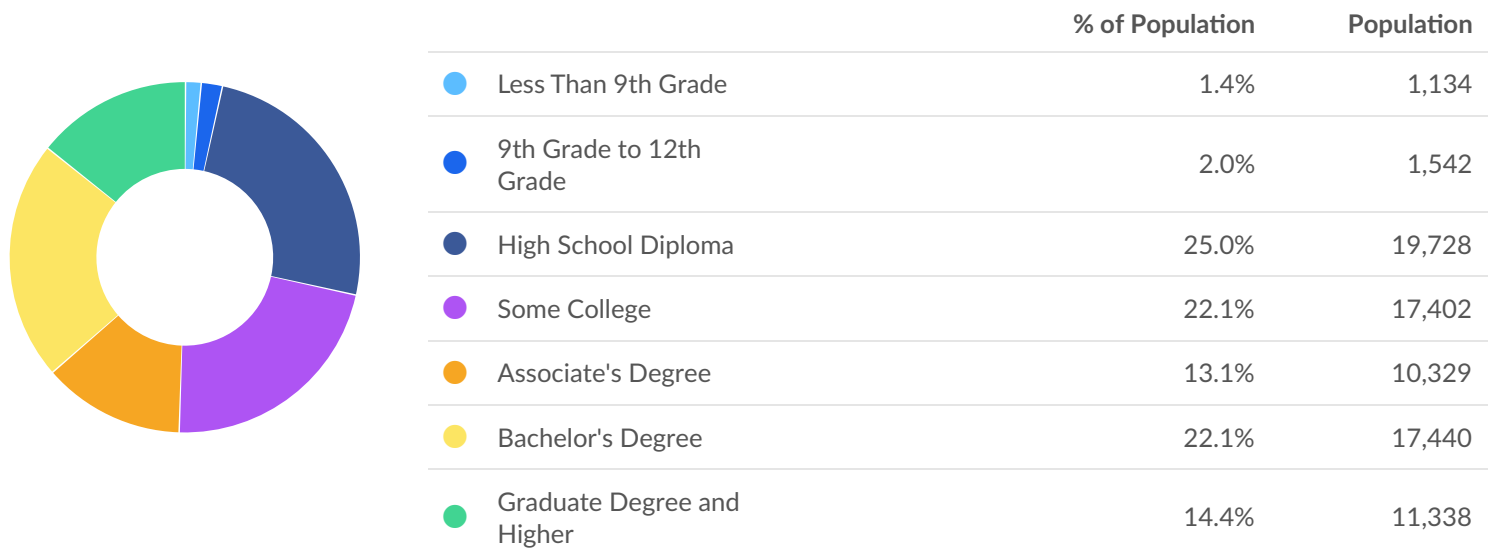
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	120,654	68,151	75,696	100.2	\$9.07B	\$9.51B	\$10.12B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

Feb 2024 Labor Force Breakdown



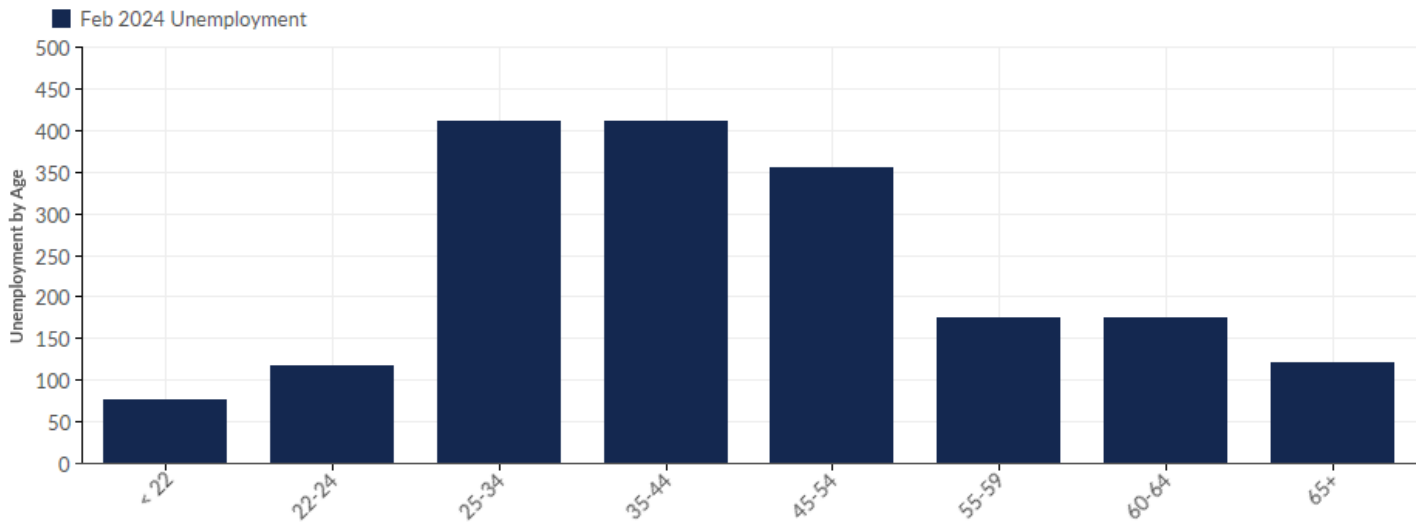
Educational Attainment

Concerning educational attainment, **22.1% of La Crosse County, WI residents possess a Bachelor's Degree** (0.9% above the national average), and **13.1% hold an Associate's Degree** (4.3% above the national average).



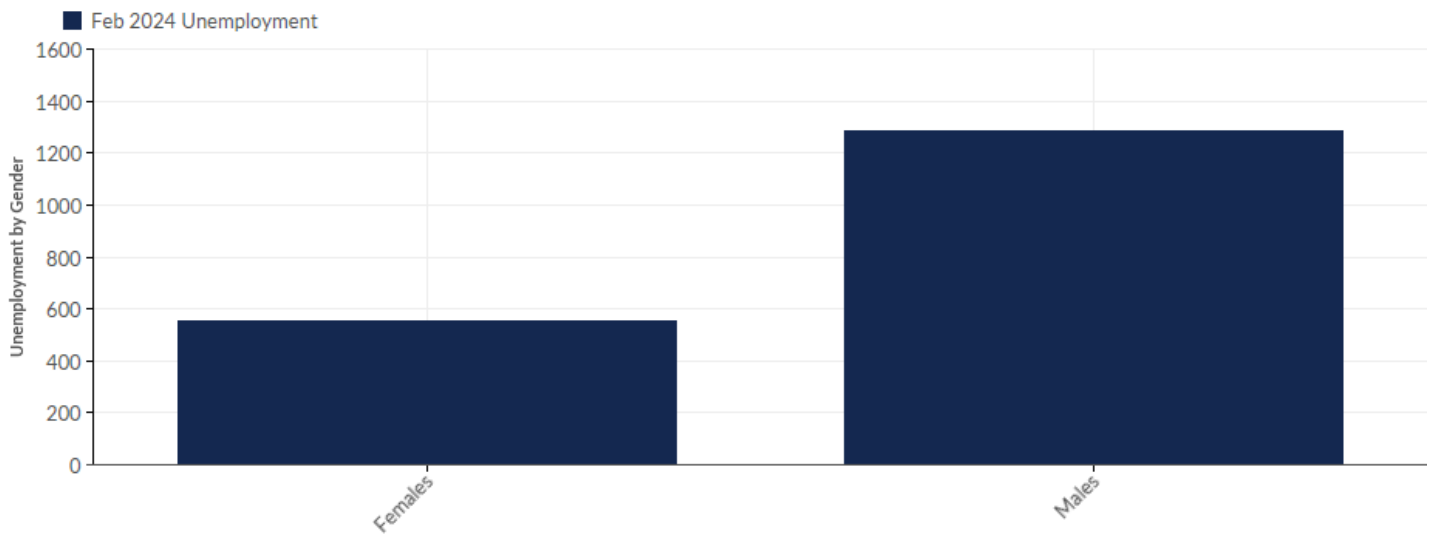
Unemployment by Demographics

Unemployment by Age



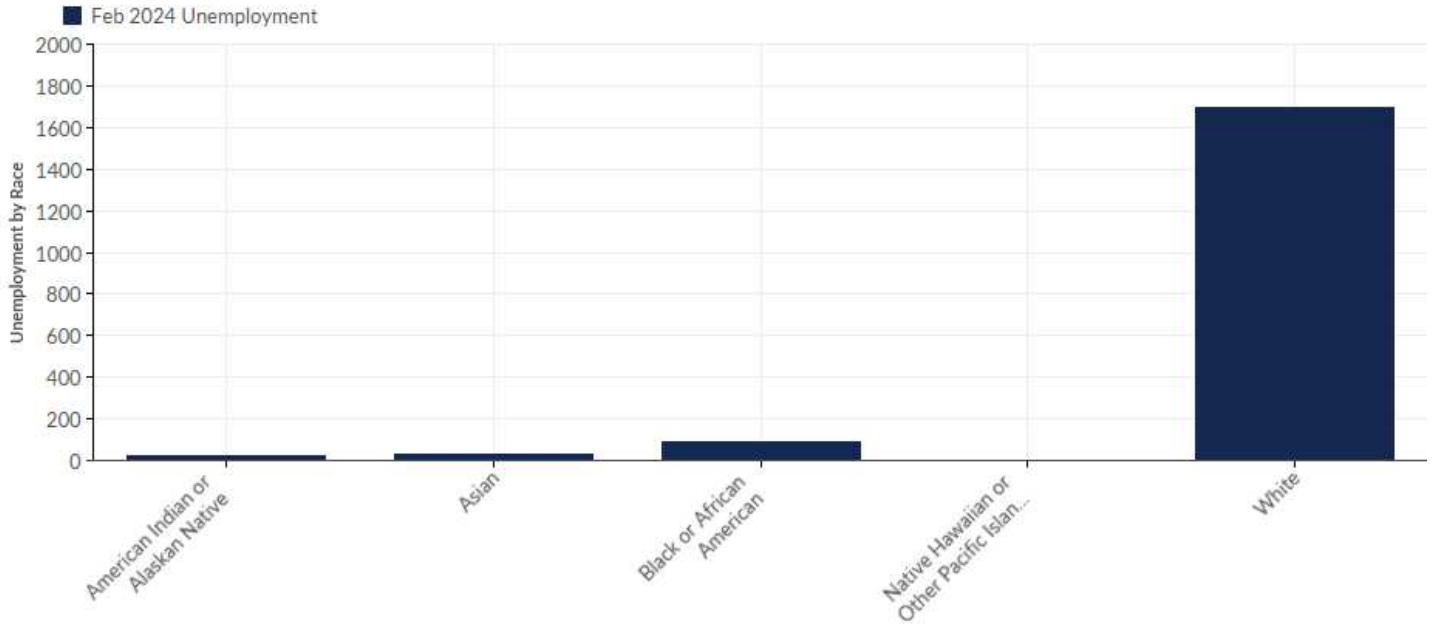
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	77	4.18%
22-24	117	6.36%
25-34	411	22.34%
35-44	410	22.28%
45-54	354	19.24%
55-59	175	9.51%
60-64	174	9.46%
65+	122	6.63%
Total	1,840	100.00%

Unemployment by Gender



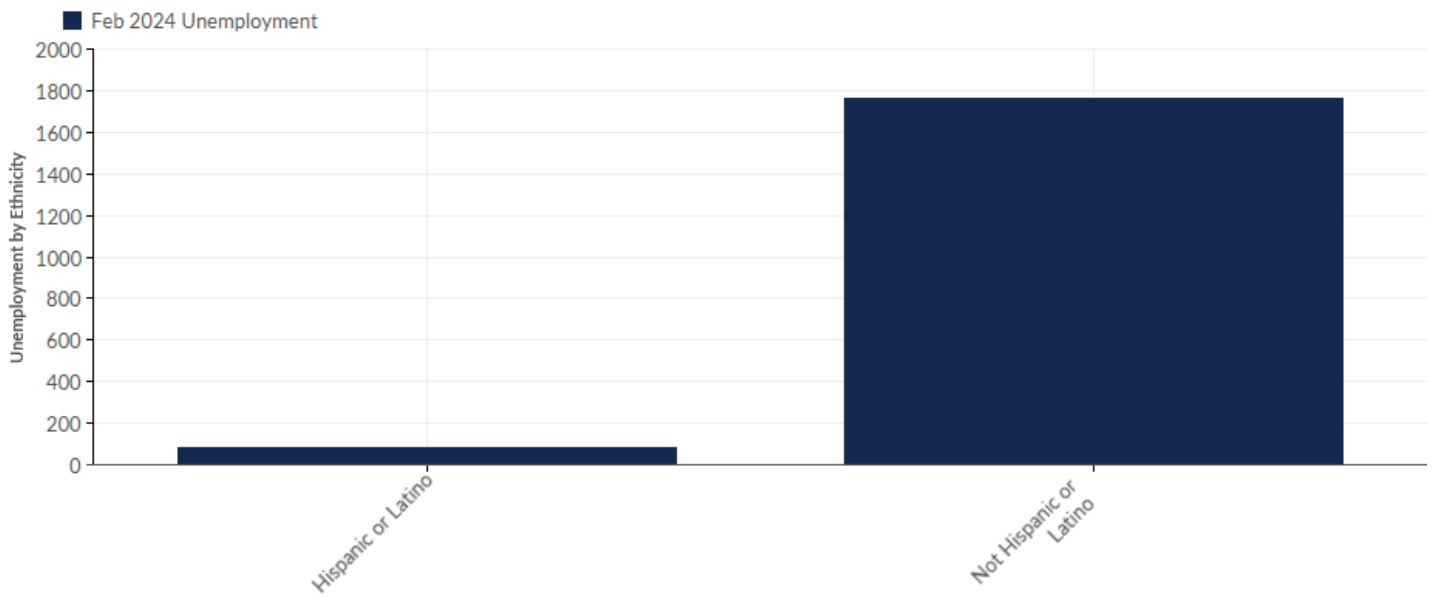
Gender	Unemployment (Feb 2024)	% of Unemployed
Females	553	30.05%
Males	1,287	69.95%
Total	1,840	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	22	1.20%
Asian	33	1.79%
Black or African American	86	4.67%
Native Hawaiian or Other Pacific Islander	2	0.11%
White	1,697	92.23%
Total	1,840	100.00%

Unemployment by Ethnicity

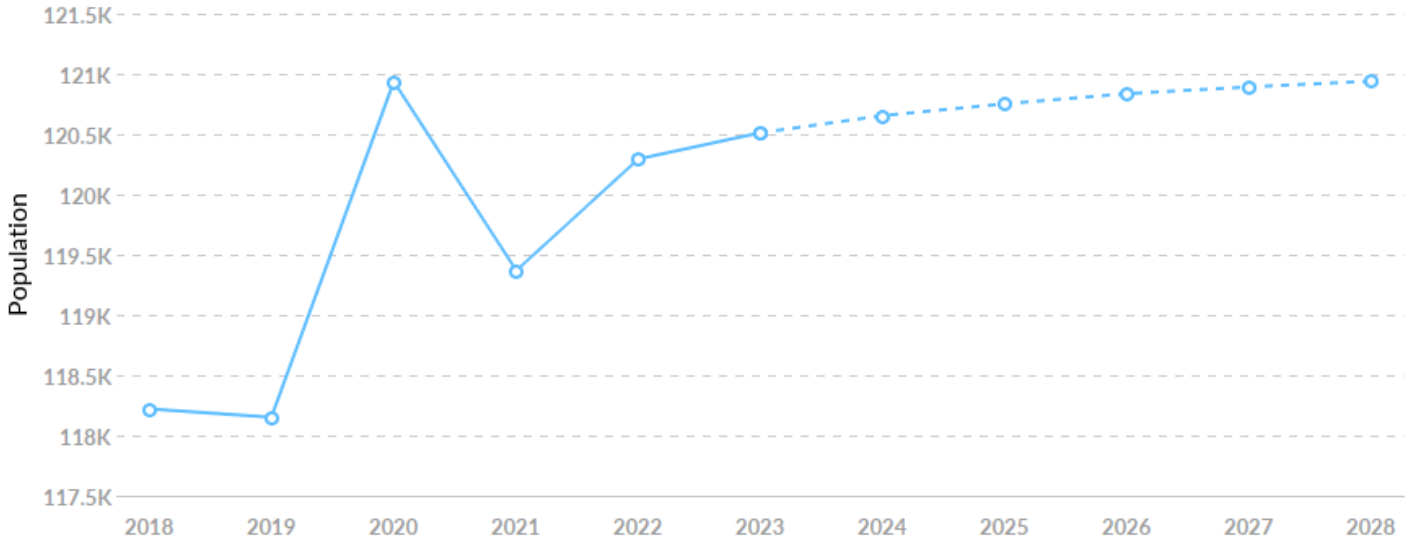


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	79	4.29%
Not Hispanic or Latino	1,761	95.71%
Total	1,840	100.00%

Historic & Projected Trends

Population Trends

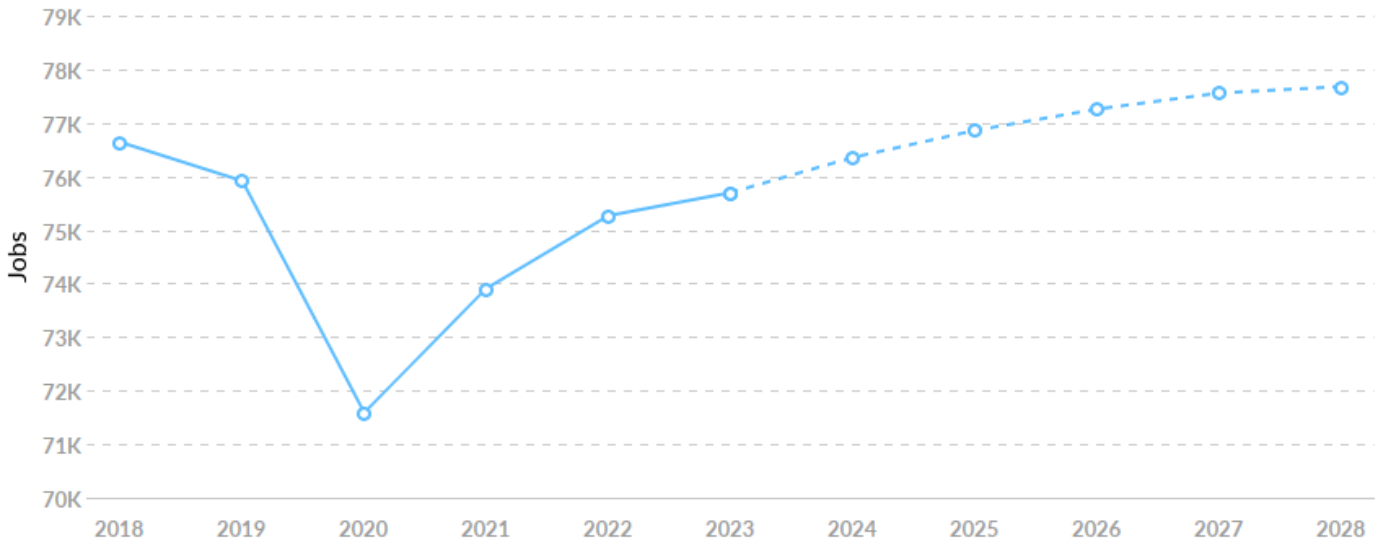
As of 2023 the region's population increased by 1.9% since 2018, growing by 2,292. Population is expected to increase by 0.4% between 2023 and 2028, adding 428.



Timeframe	Population
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	120,836
2027	120,892
2028	120,940

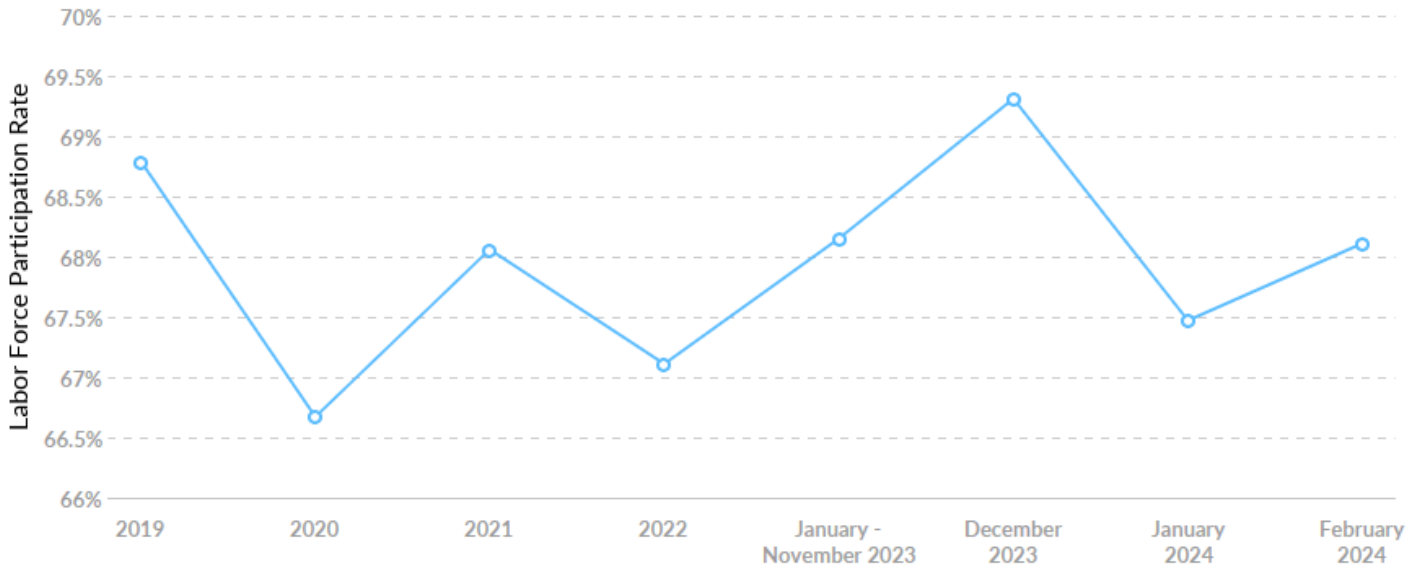
Job Trends

From 2018 to 2023, jobs **declined by 1.2%** in La Crosse County, WI from 76,642 to **75,696**. This change **fell short of the national growth rate of 3.9%** by 5.1%.



Timeframe	Jobs
2018	76,642
2019	75,917
2020	71,584
2021	73,905
2022	75,266
2023	75,696
2024	76,352
2025	76,857
2026	77,255
2027	77,556
2028	77,675

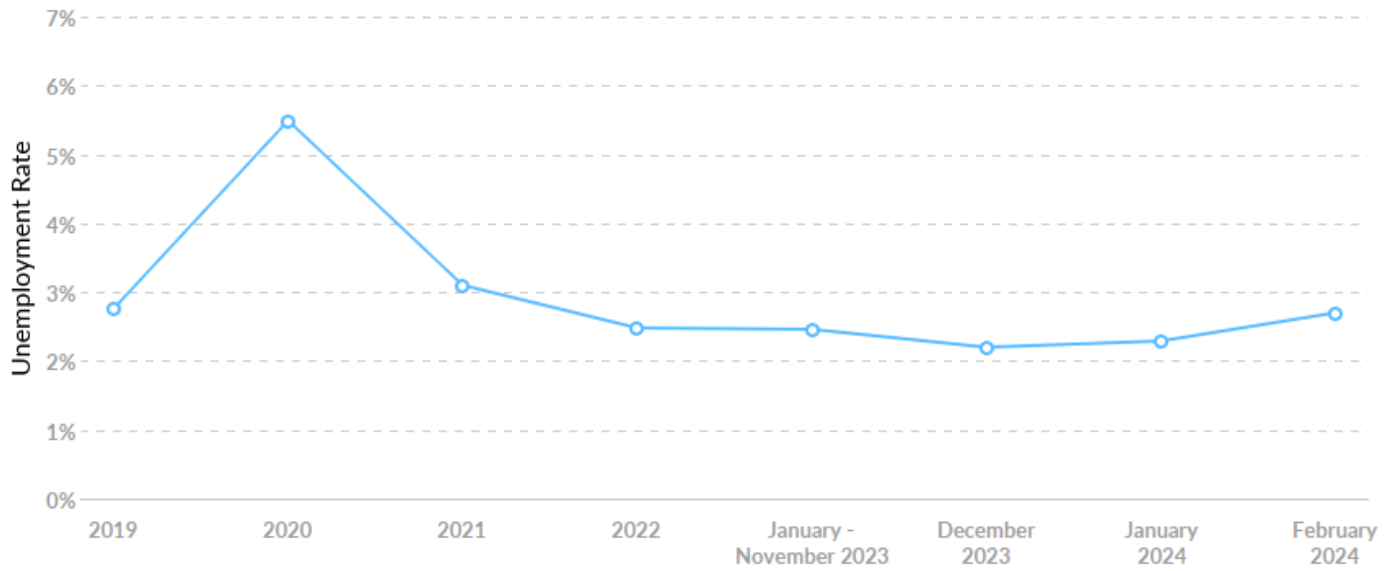
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	68.79%
2020	66.67%
2021	68.06%
2022	67.11%
January - November 2023	68.15%
December 2023	69.31%
January 2024	67.47%
February 2024	68.11%

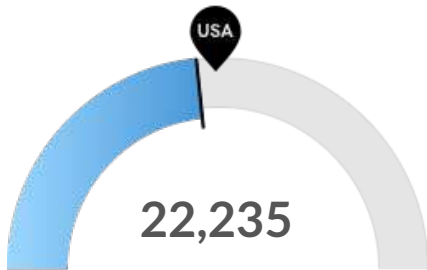
Unemployment Rate Trends

La Crosse County, WI had a February 2024 unemployment rate of 2.70%, decreasing from 2.76% 5 years before.



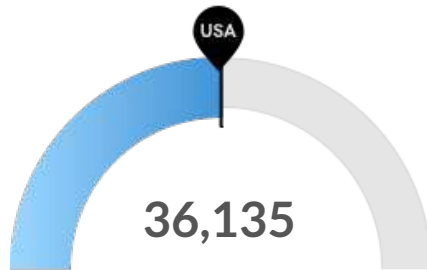
Timeframe	Unemployment Rate
2019	2.76%
2020	5.49%
2021	3.10%
2022	2.48%
January - November 2023	2.46%
December 2023	2.20%
January 2024	2.29%
February 2024	2.70%

Population Characteristics



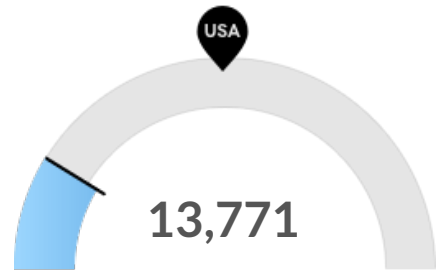
Millennials

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



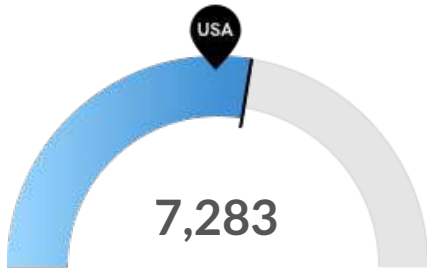
Retiring Soon

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.



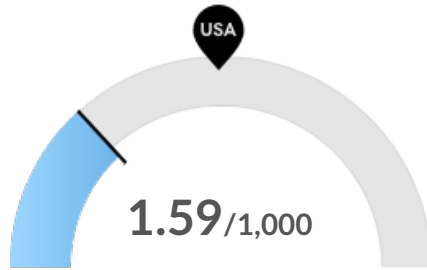
Racial Diversity

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.



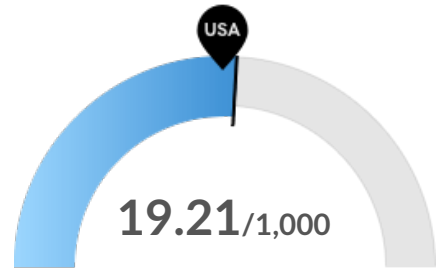
Veterans

La Crosse County, WI has 7,283 veterans. The national average for an area this size is 6,292.



Violent Crime

La Crosse County, WI has 1.59 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

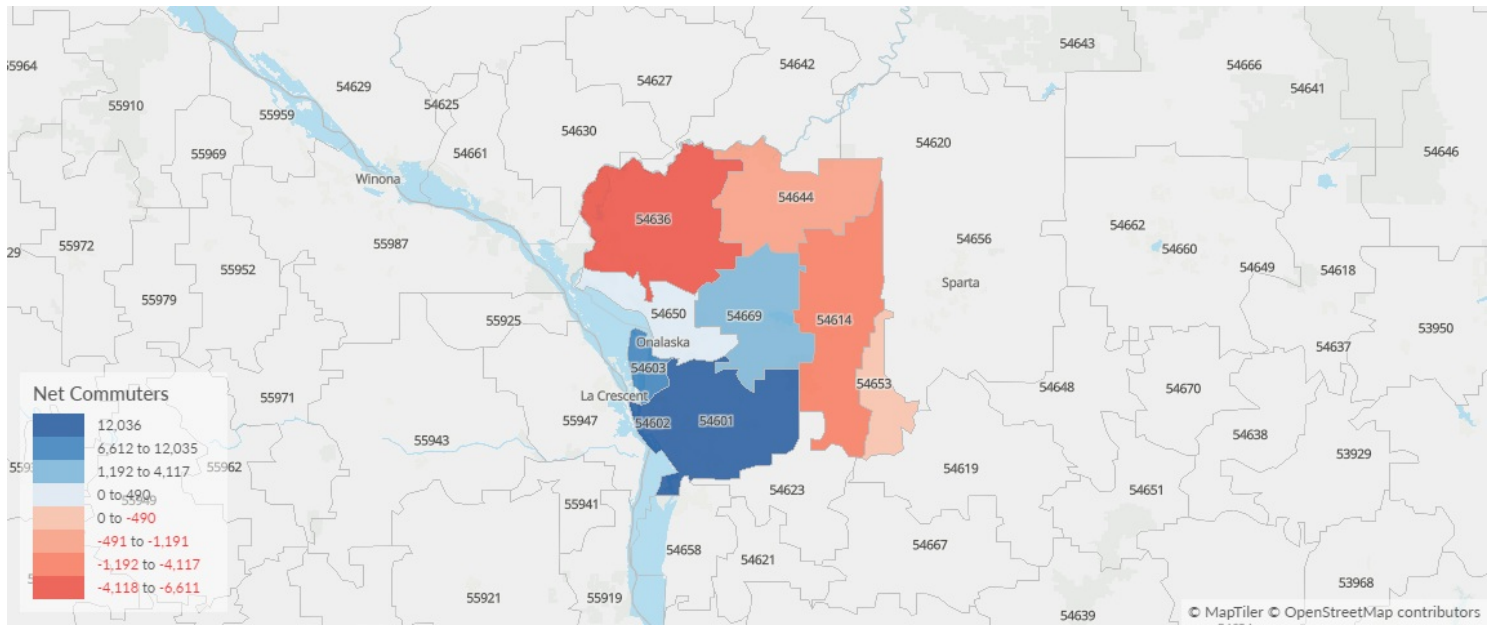


Property Crime

La Crosse County, WI has 19.21 property crimes per 1,000 people. The national rate is 18.22 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	2023 Employment
54601	La Crosse, WI (in La Cro...	35,964
54603	La Crosse, WI (in La Cro...	14,066
54650	Onalaska, WI (in La Cro...	13,118
54669	West Salem, WI (in La C...	6,185
54636	Holmen, WI (in La Cross...	4,683

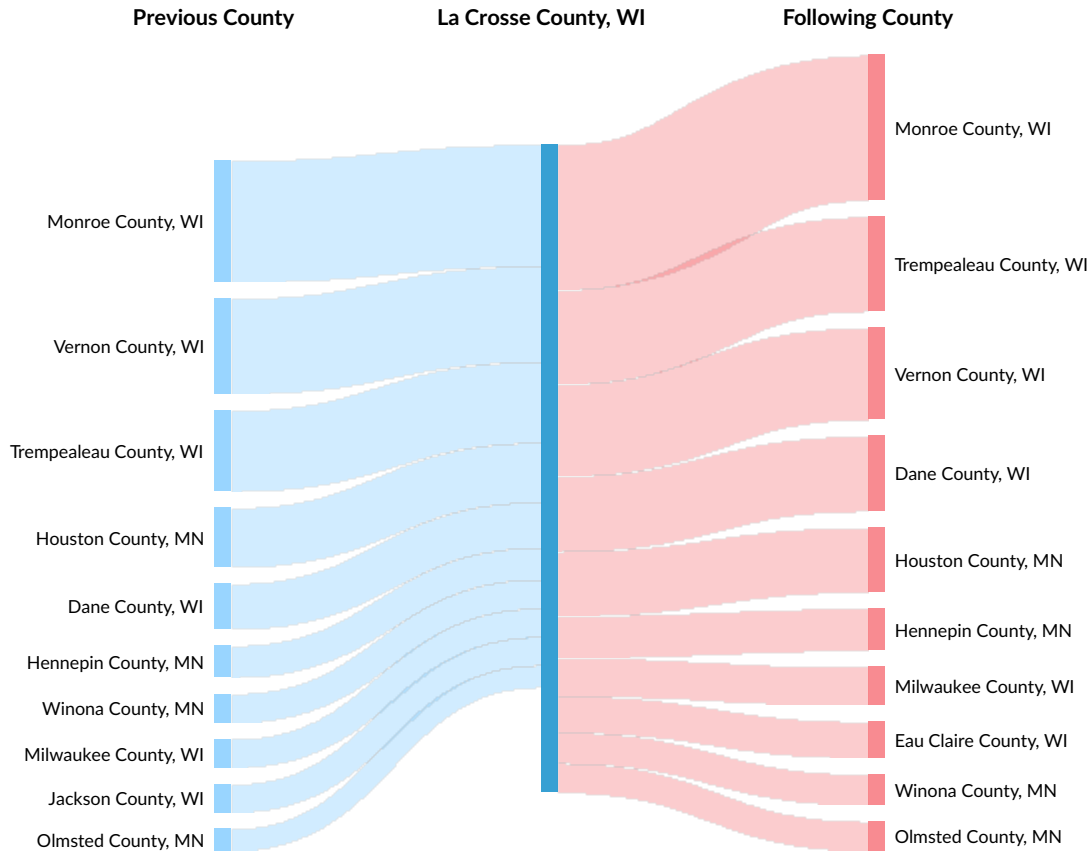
Where Talent Lives

ZIP	Name	2023 Workers
54601	La Crosse, WI (in La Cro...	23,927
54650	Onalaska, WI (in La Cro...	13,026
54636	Holmen, WI (in La Cross...	8,800
54603	La Crosse, WI (in La Cro...	7,455
54669	West Salem, WI (in La C...	4,762

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 2021, 334 people have migrated from Monroe County, WI to La Crosse County, WI. In the same year, 400 people left La Crosse County, WI migrating to Monroe County, WI. The total Net Migration for La Crosse County, WI in 2021 was -365.



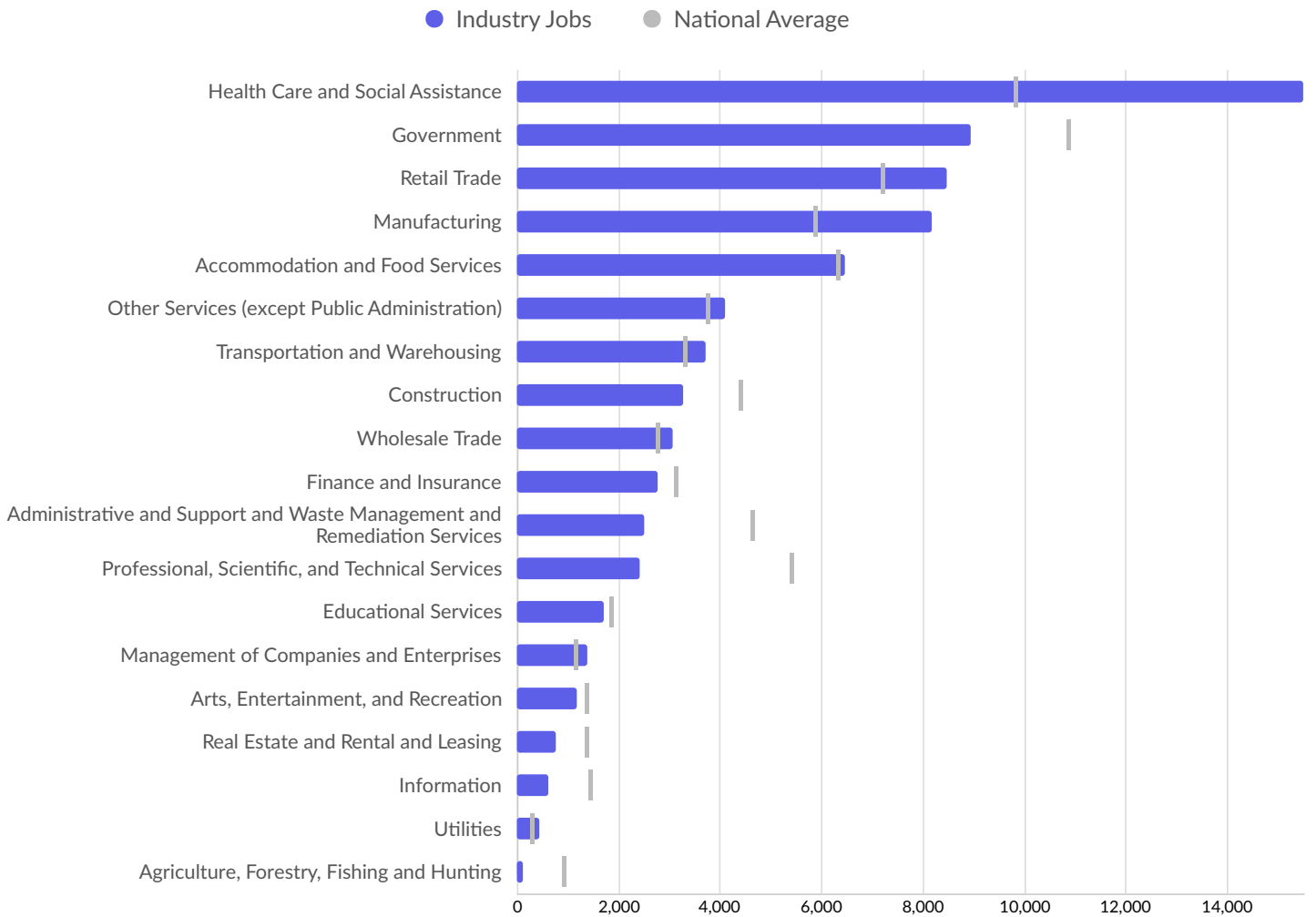
Top Previous Counties	Migrations
Monroe County, WI	334
Vernon County, WI	263
Trempealeau County, WI	223
Houston County, MN	163
Dane County, WI	126
Hennepin County, MN	87

Top Previous Counties	Migrations
Winona County, MN	80
Milwaukee County, WI	79
Jackson County, WI	78
Olmsted County, MN	61
Eau Claire County, WI	54
Waukesha County, WI	53
Crawford County, WI	52
Brown County, WI	49
Cook County, IL	46

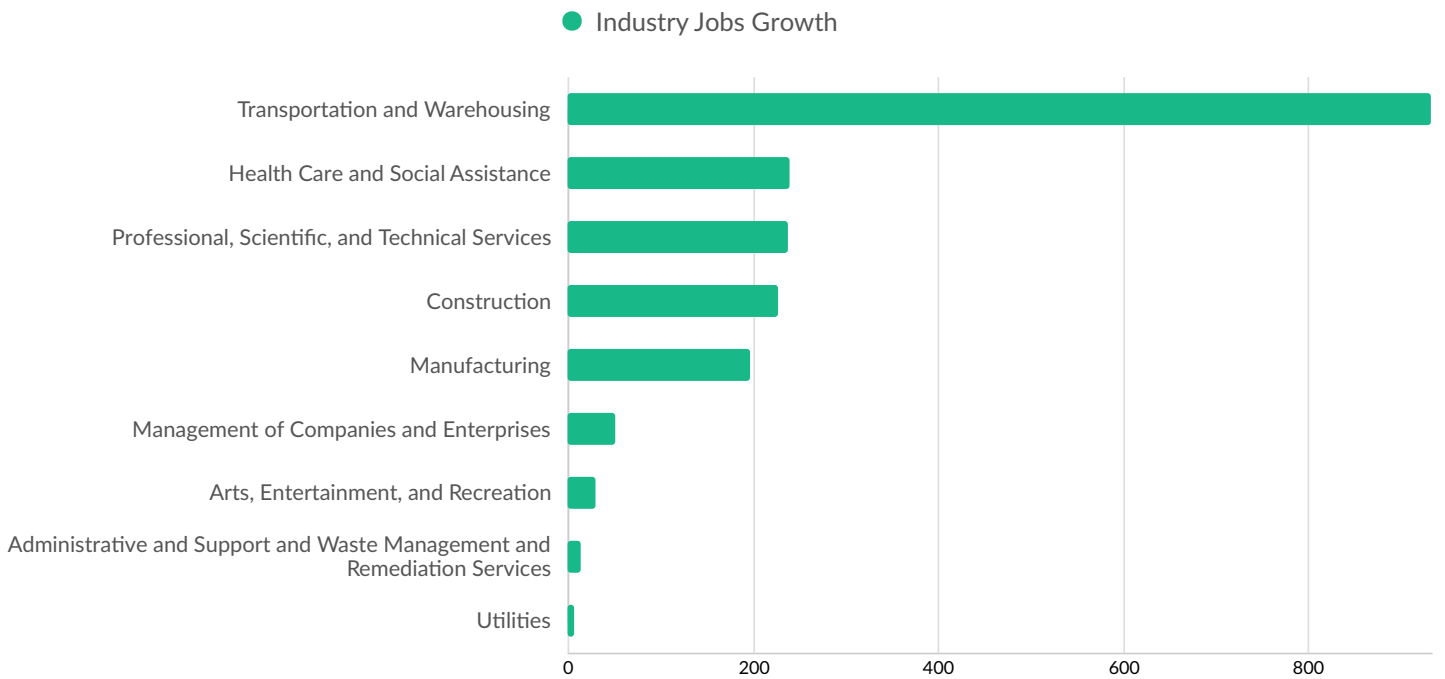
Top Following Counties	Migrations
Monroe County, WI	400
Trempealeau County, WI	260
Vernon County, WI	253
Dane County, WI	207
Houston County, MN	178
Hennepin County, MN	116
Milwaukee County, WI	105
Eau Claire County, WI	100
Winona County, MN	84
Olmsted County, MN	81
Brown County, WI	70
Jackson County, WI	67
Ramsey County, MN	53
Waukesha County, WI	52
Maricopa County, AZ	47

Industry Characteristics

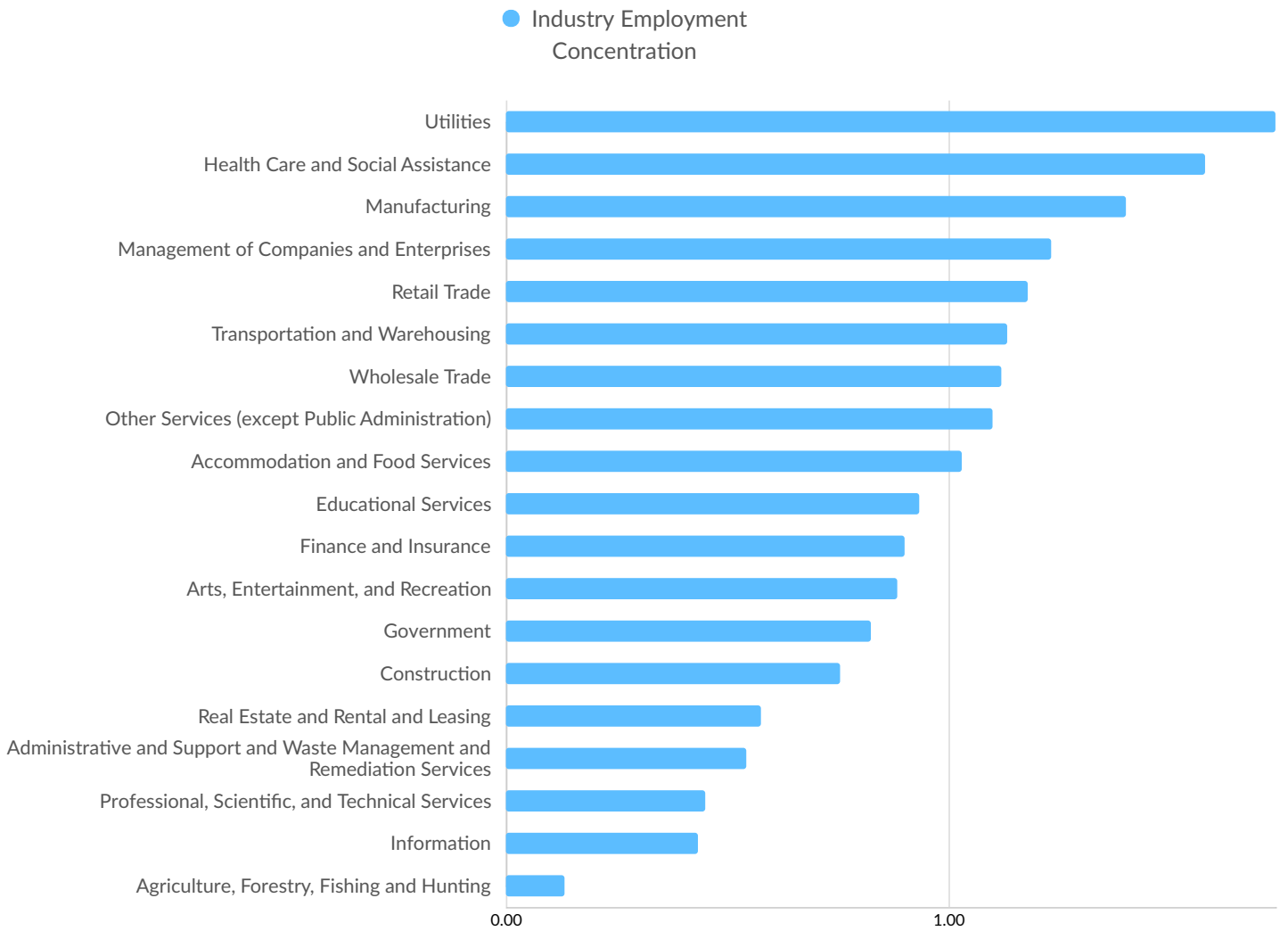
Largest Industries



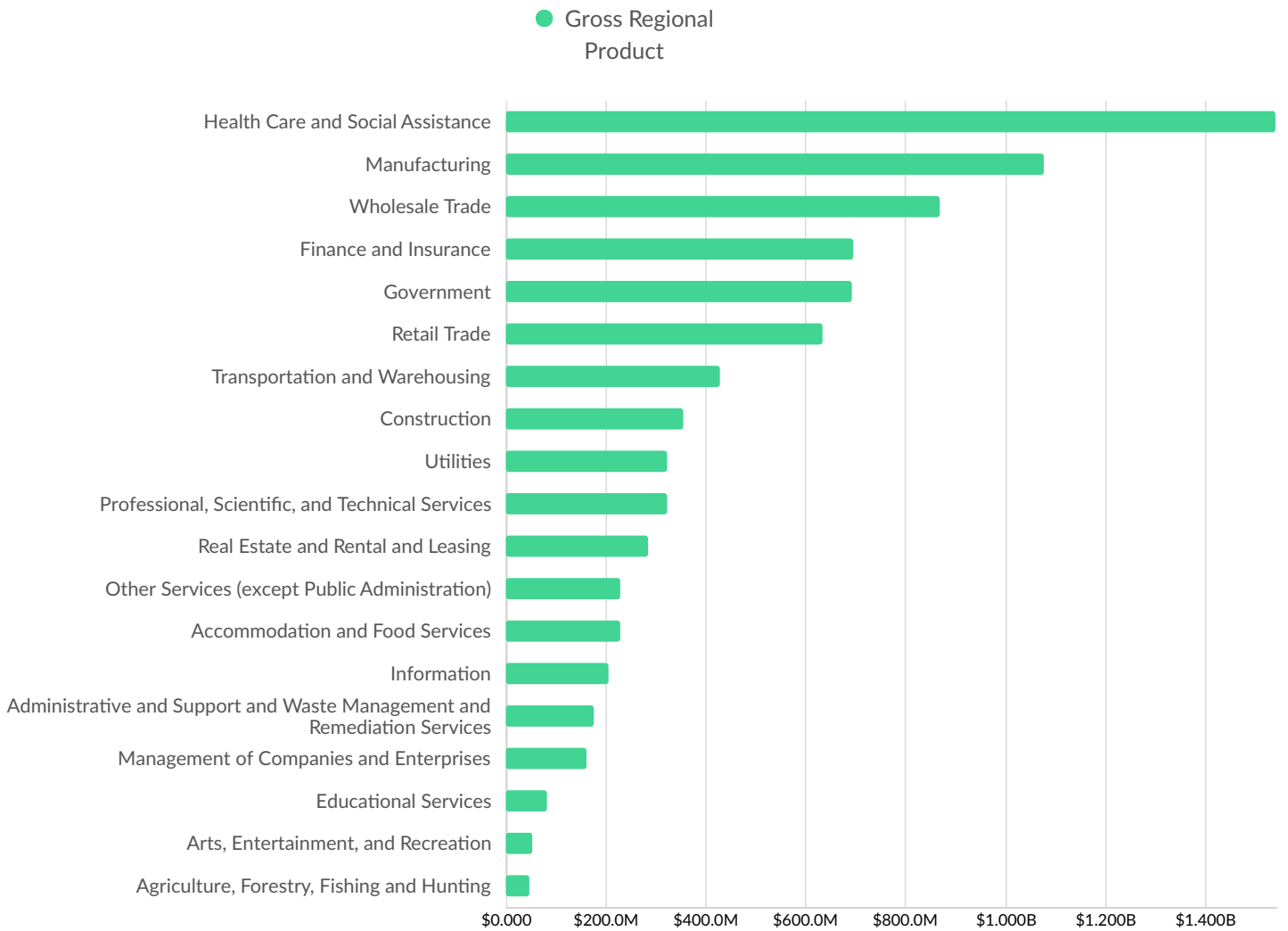
Top Growing Industries



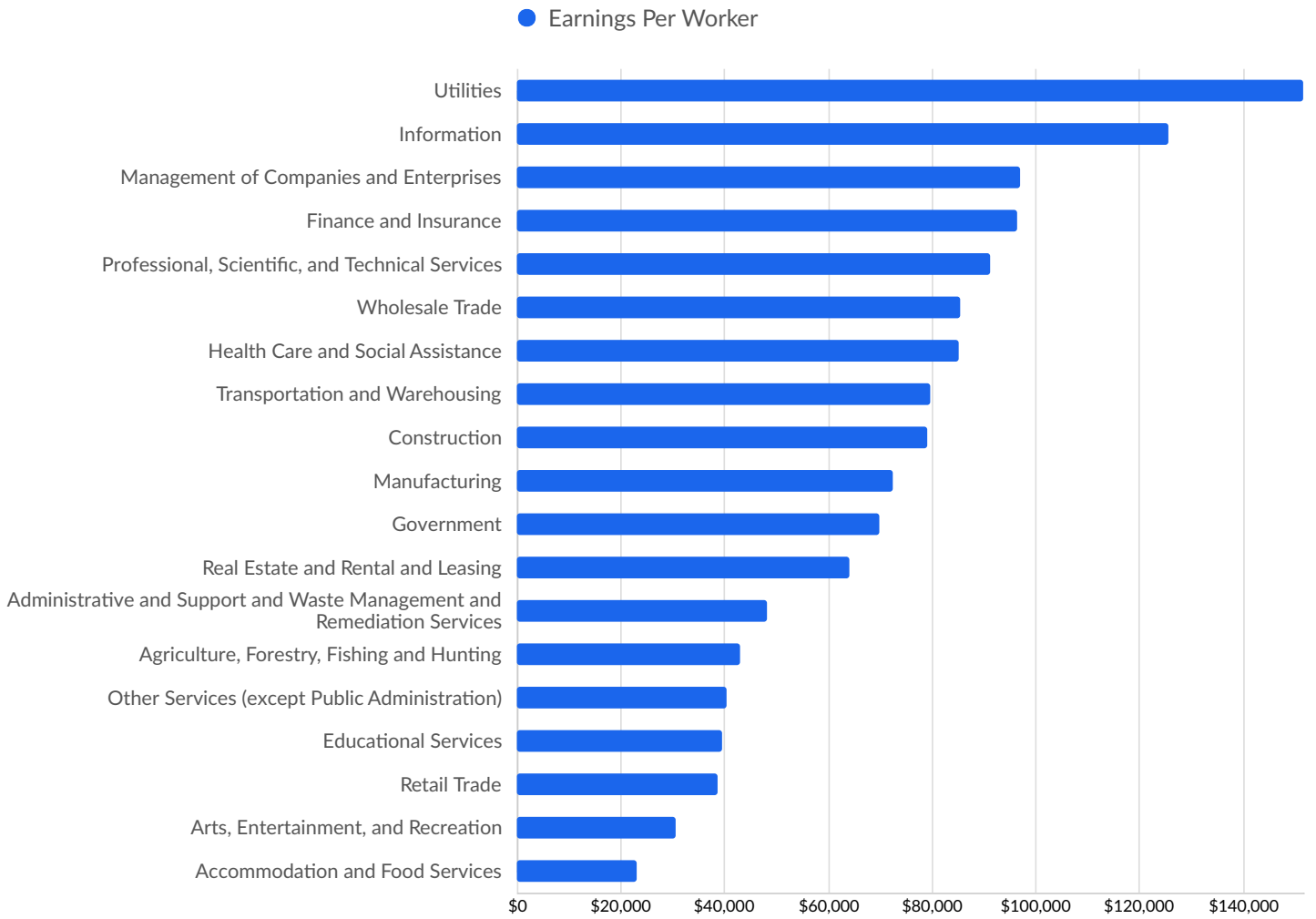
Top Industry Employment Concentration



Top Industry GRP










Top Industry Earnings



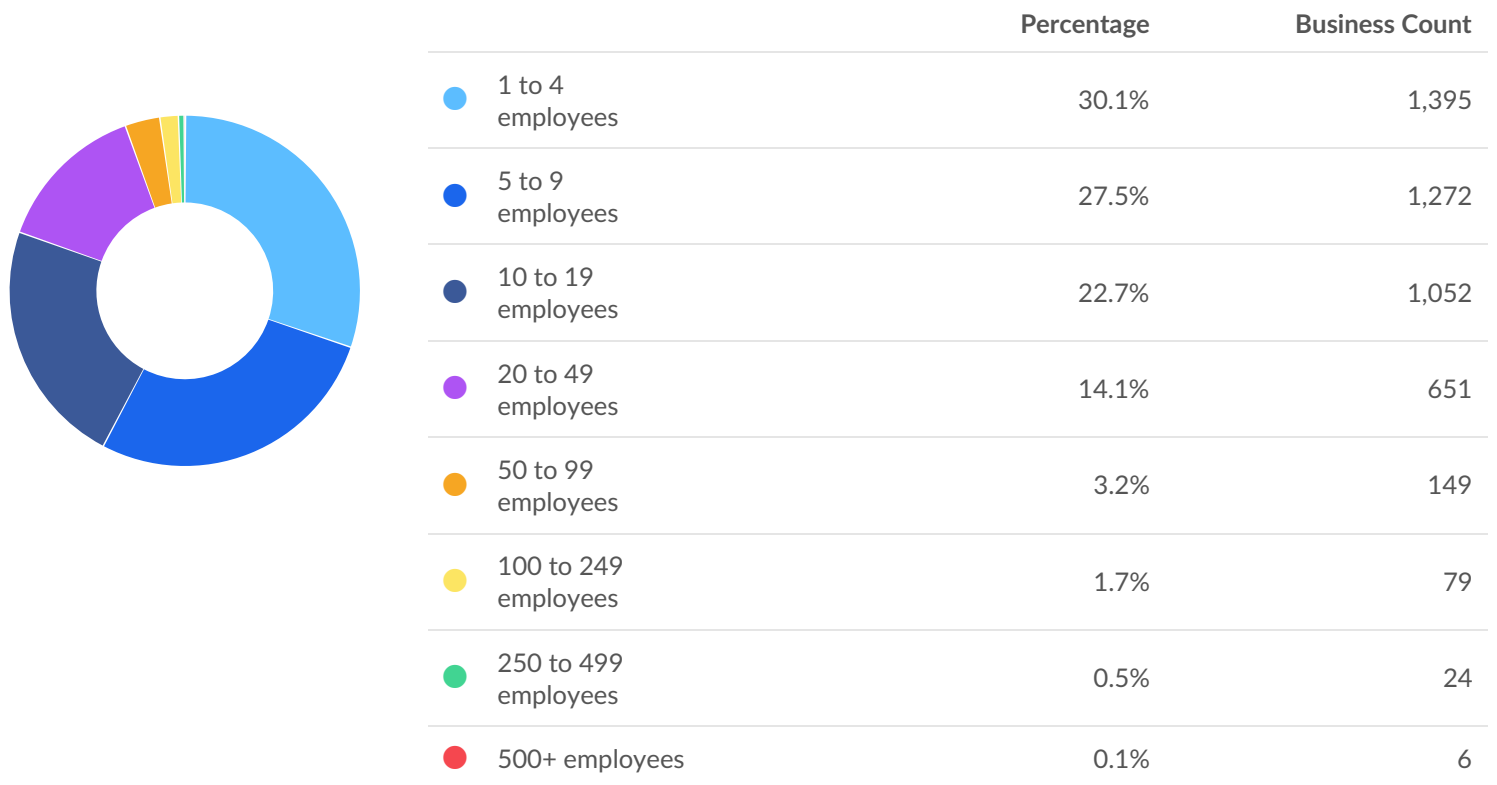
Business Characteristics

9,988 Companies Employ Your Workers

Online profiles for your workers mention 9,988 companies as employers, with the top 10 appearing below. In the last 12 months, 1,056 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	3,121 	Gundersen Health System	1,188 
University of Wisconsin System	1,727 	Kwik Trip	495 
Mayo Clinic	1,018 	Mayo Clinic	485 
Kwik Trip	890 	University of Wisconsin System	338 
Western Technical College	525 	Festival Foods	299 
School District Of La Crosse	492 	Trane Technologies	243 
Trane Commercial Systems	478 	Hy-Vee	162 
Viterbo University	460 	Britt Medical Search	145 
Logistics Health Incorporated	359 	Performance Food Group	134 
Trane Technologies	340 	GPAC	128 

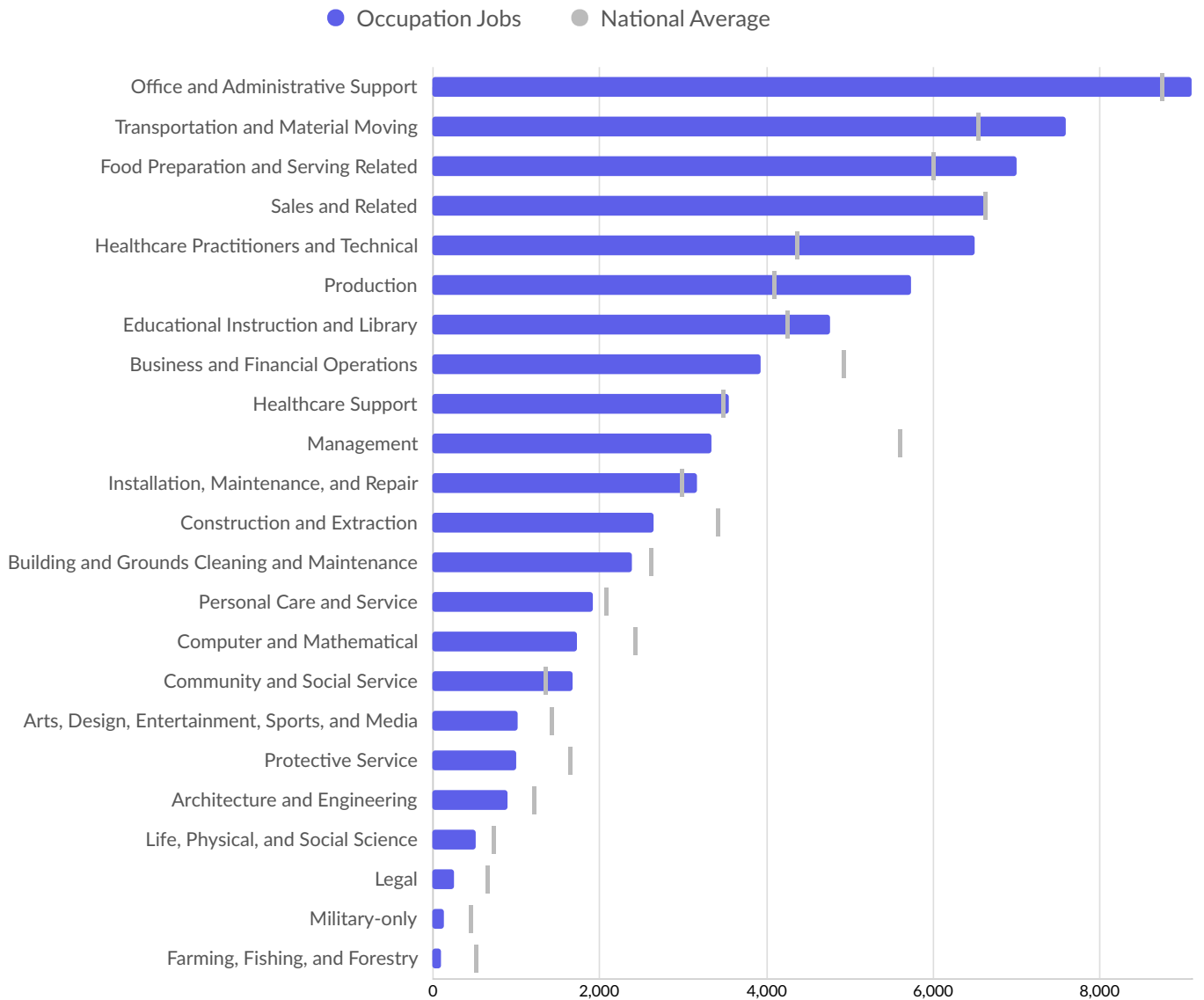
Business Size



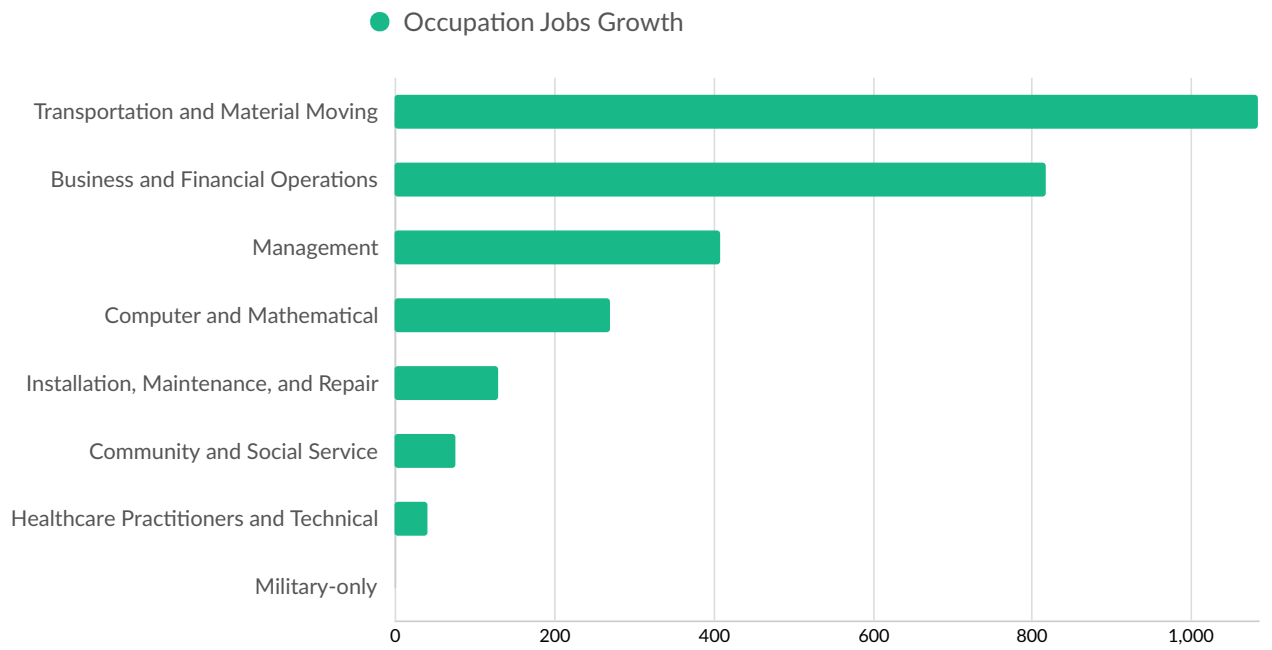
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

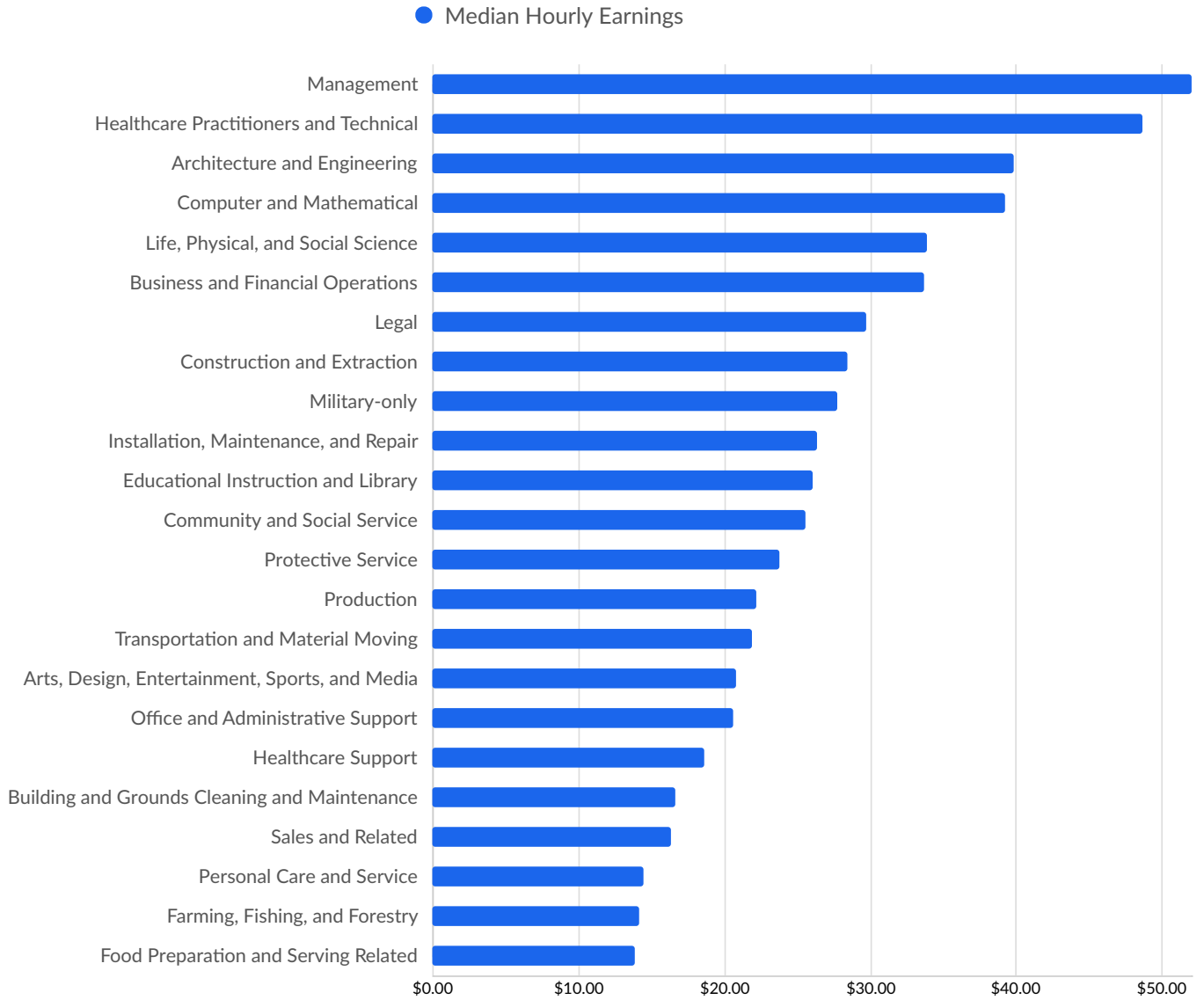


Top Occupation Employment Concentration

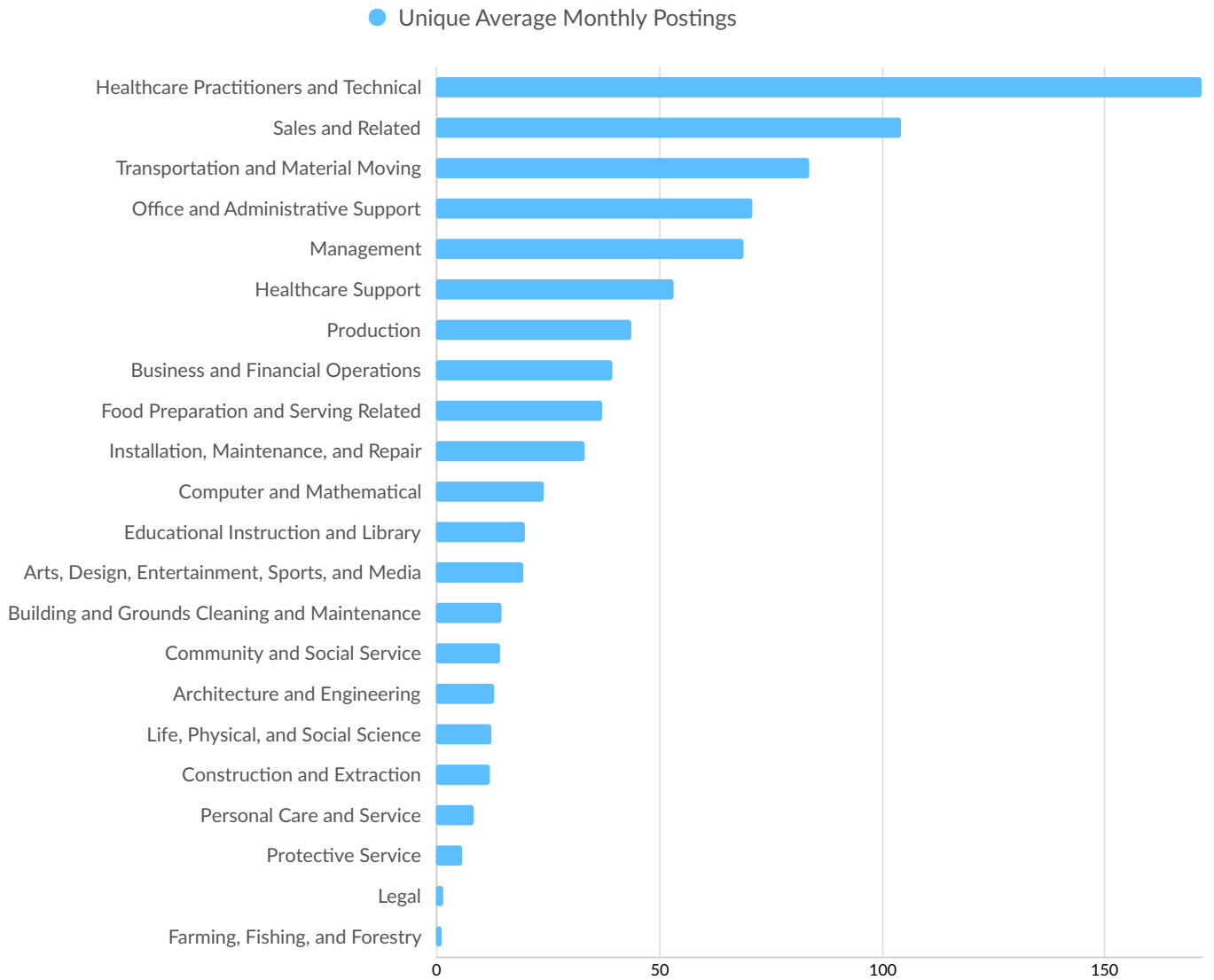
● Occupation Employment Concentration



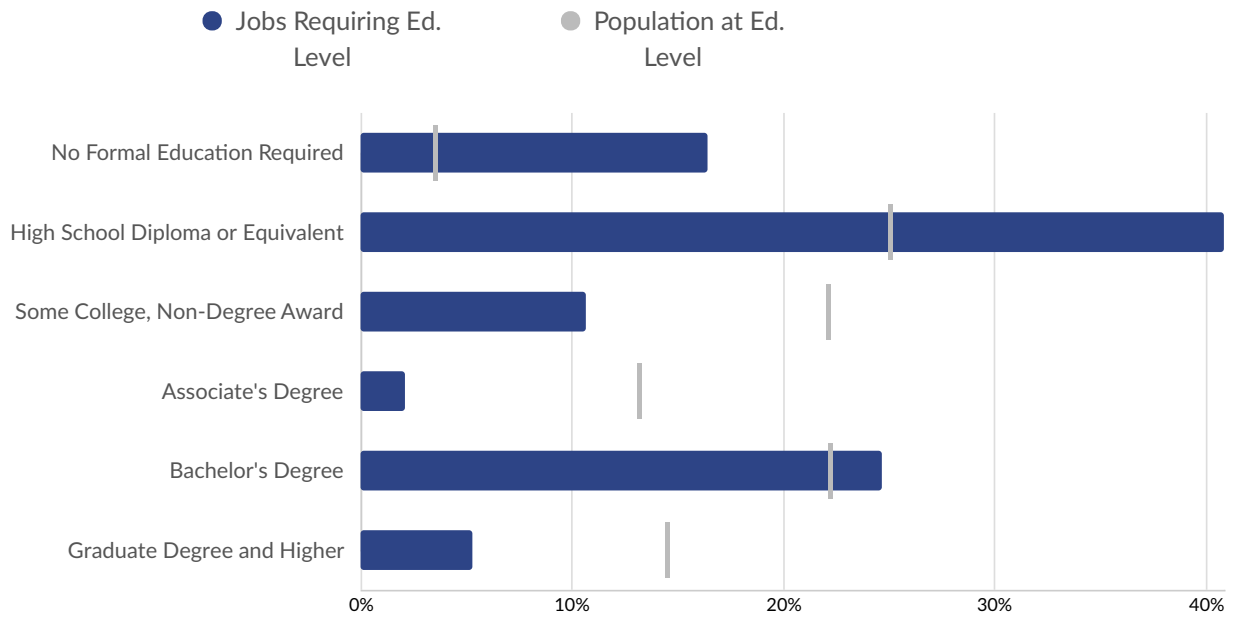
Top Occupation Earnings



Top Posted Occupations

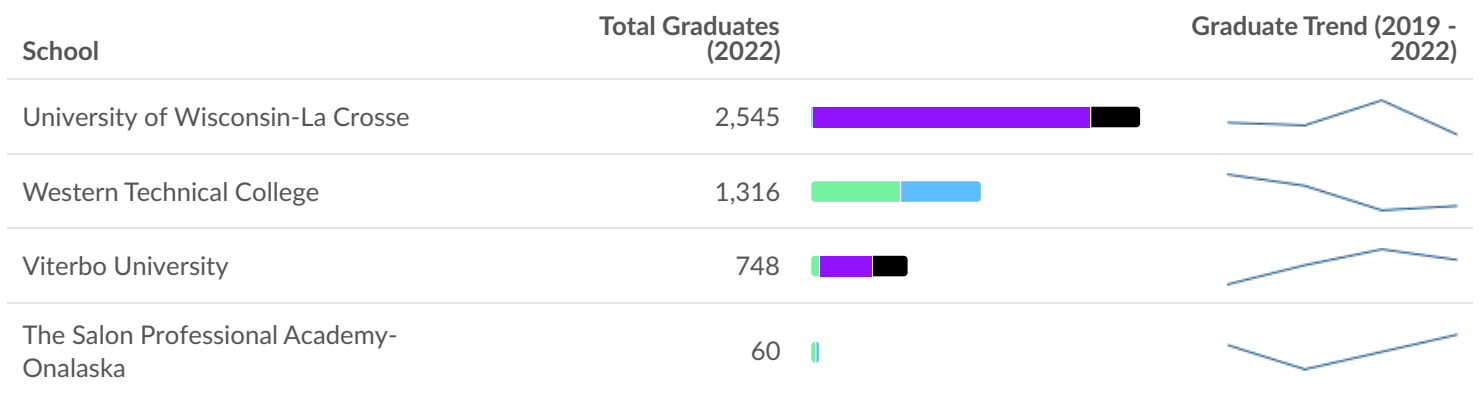


Underemployment



Educational Pipeline

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

