



Monroe County, WI

Mississippi River Regional Planning Commission



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La Crosse, Wisconsin 54601

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Report Parameters

1 County

55081 Monroe 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

46,060

Population (2023)

Population **decreased by 137** over the last 5 years and is projected to **decrease by 617** over the next 5 years.

23,965

Total Regional Employment

Jobs **grew by 430** over the last 5 years and are projected to **grow by 870** over the next 5 years.

\$63.1K

Median Household Income (2022)

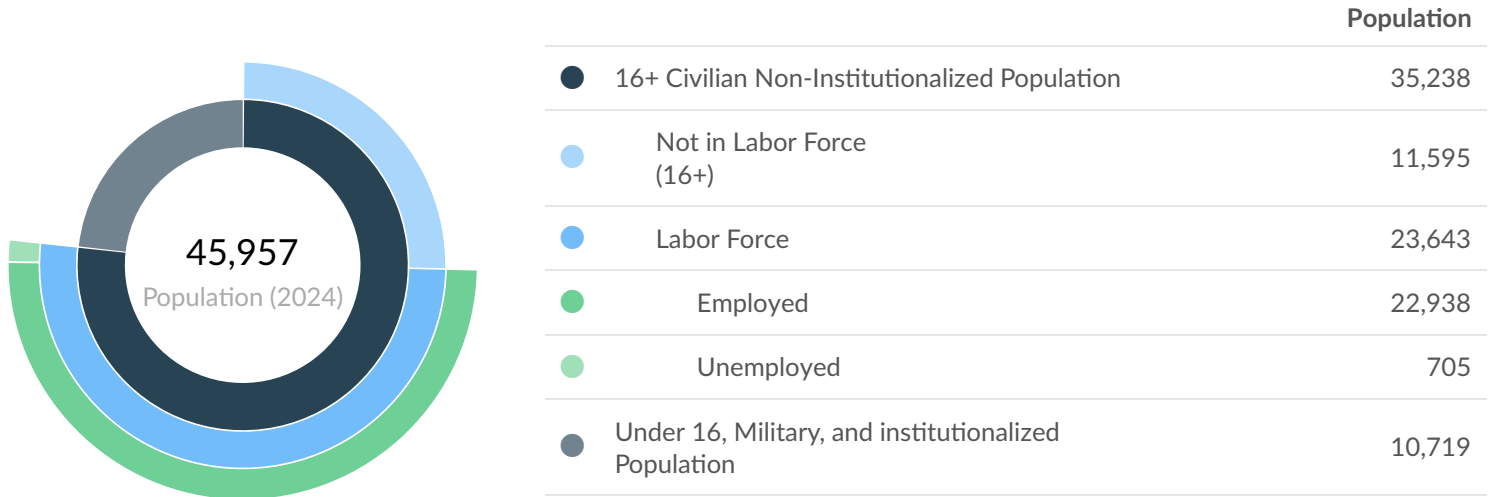
Median household income is **\$6.0K below** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **declined by 0.3%** since 2018, falling by 137. Population is expected to **decrease by 1.3%** between 2023 and 2028, losing 617.
- From 2018 to 2023, jobs **increased by 1.8%** in Monroe County, WI from 23,535 to **23,965**. This change **fell short of the national growth rate of 3.9% by 2.1%**. As the number of jobs increased, the **labor force participation rate decreased from 66.9% to 66.1% between 2018 and 2023**.
- Concerning educational attainment, **14.0% of Monroe County, WI residents possess a Bachelor's Degree** (7.2% below the national average), and **12.0% hold an Associate's Degree** (3.1% above the national average).
- The top three industries in 2023 are Federal Government, Civilian, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

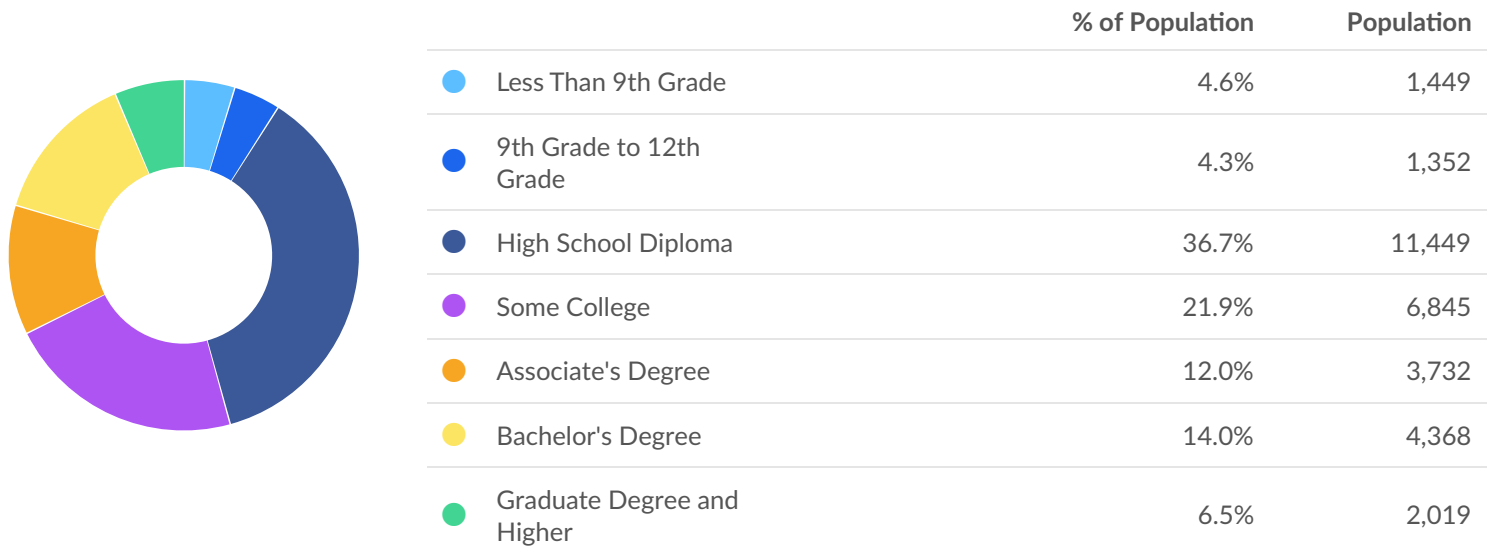
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	45,957	23,643	23,965	98.4	\$2.81B	\$5.51B	\$7.29B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

Feb 2024 Labor Force Breakdown



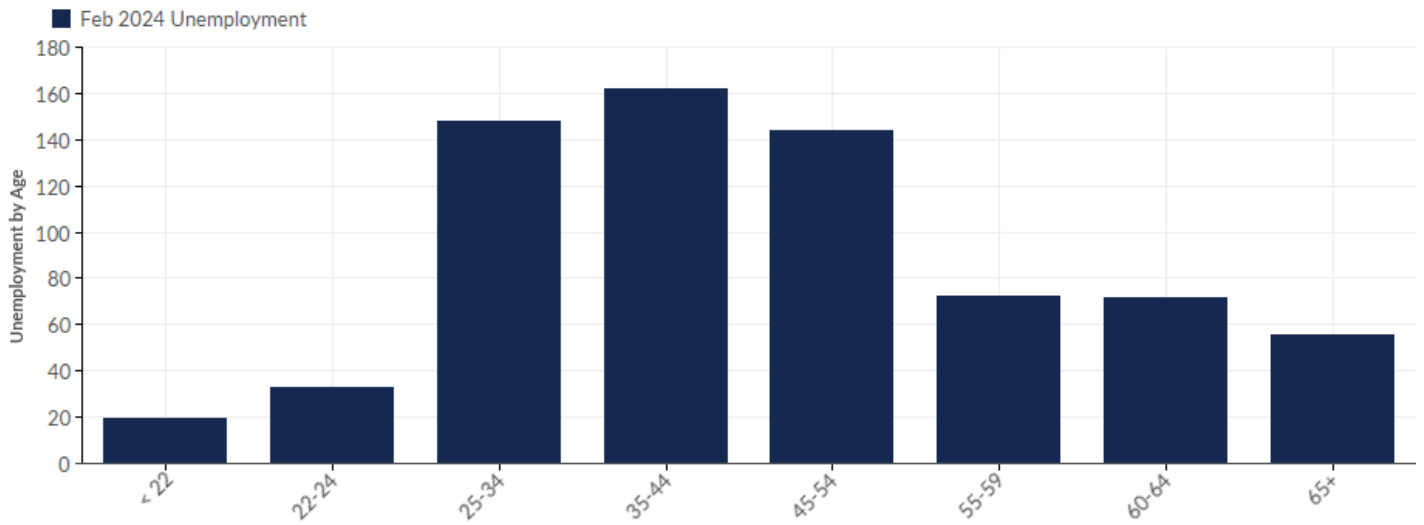
Educational Attainment

Concerning educational attainment, **14.0% of Monroe County, WI residents possess a Bachelor's Degree** (7.2% below the national average), and **12.0% hold an Associate's Degree** (3.1% above the national average).



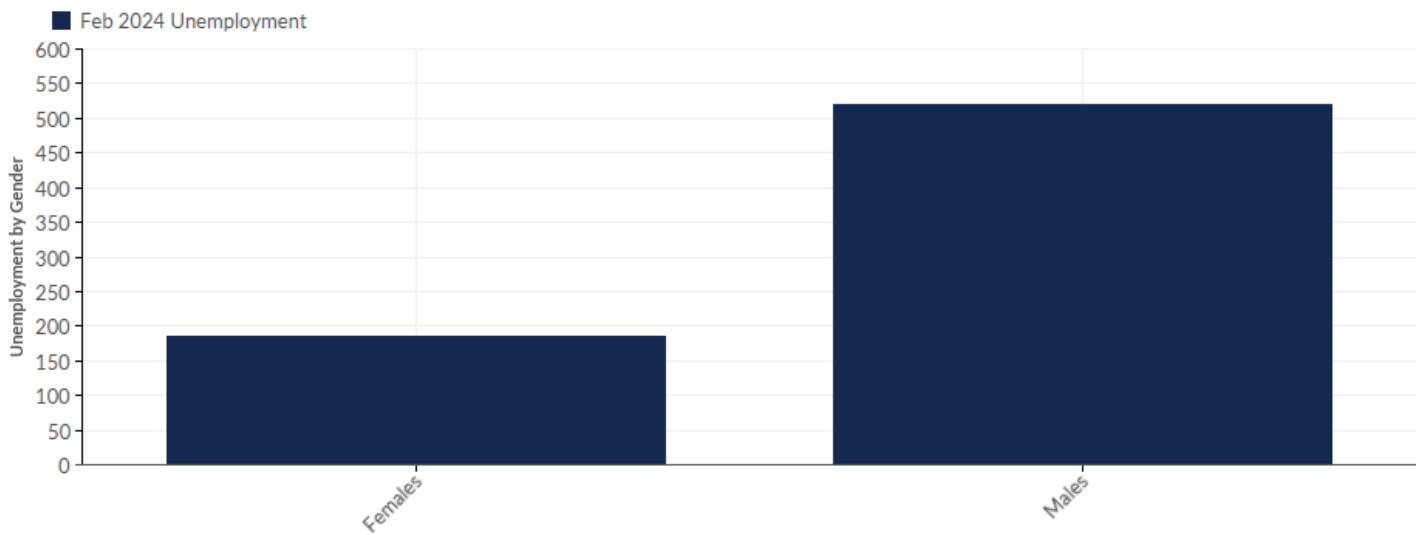
Unemployment by Demographics

Unemployment by Age



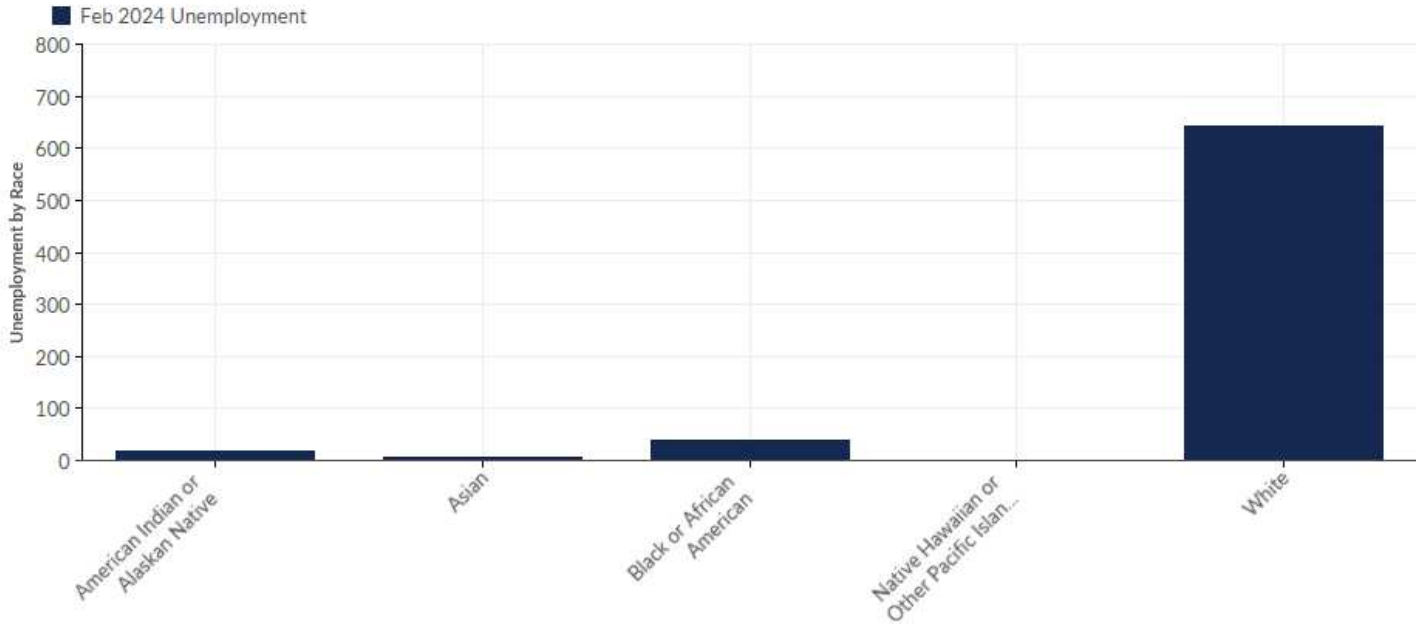
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	19	2.70%
22-24	33	4.68%
25-34	148	20.99%
35-44	162	22.98%
45-54	144	20.43%
55-59	72	10.21%
60-64	72	10.21%
65+	56	7.94%
Total	705	100.00%

Unemployment by Gender



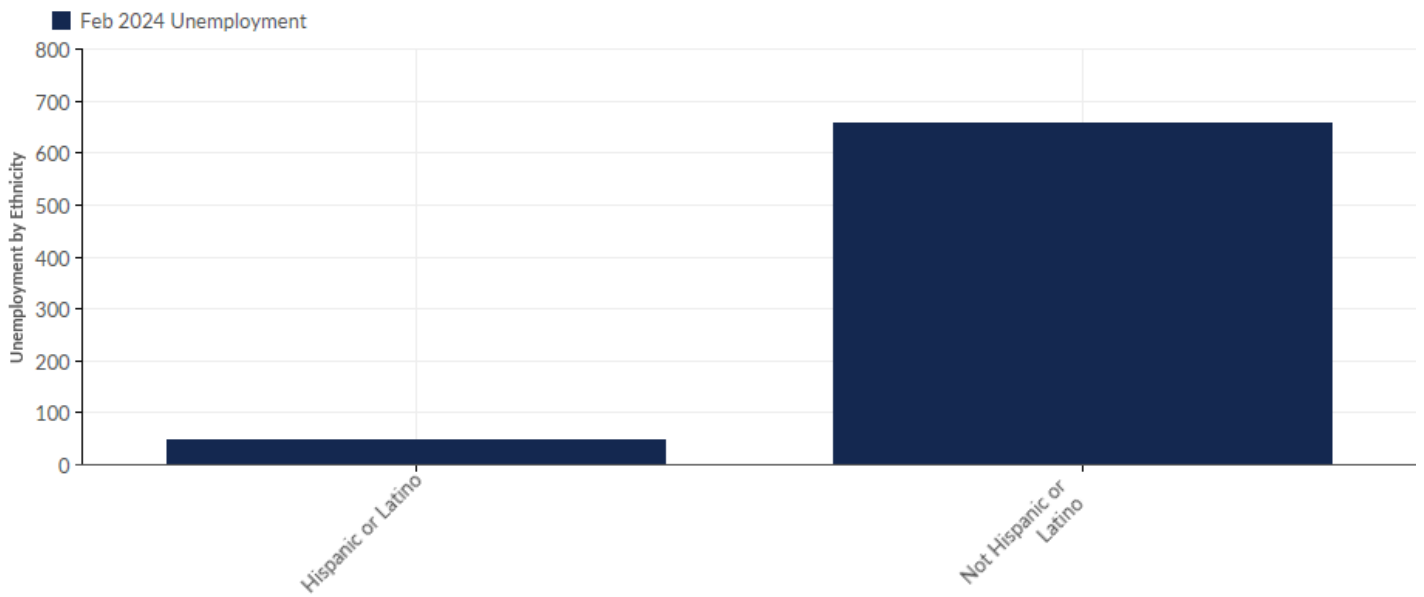
Gender	Unemployment (Feb 2024)	% of Unemployed
Females	185	26.24%
Males	520	73.76%
Total	705	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	17	2.41%
Asian	7	0.99%
Black or African American	39	5.53%
Native Hawaiian or Other Pacific Islander	1	0.14%
White	642	91.06%
Total	705	100.00%

Unemployment by Ethnicity

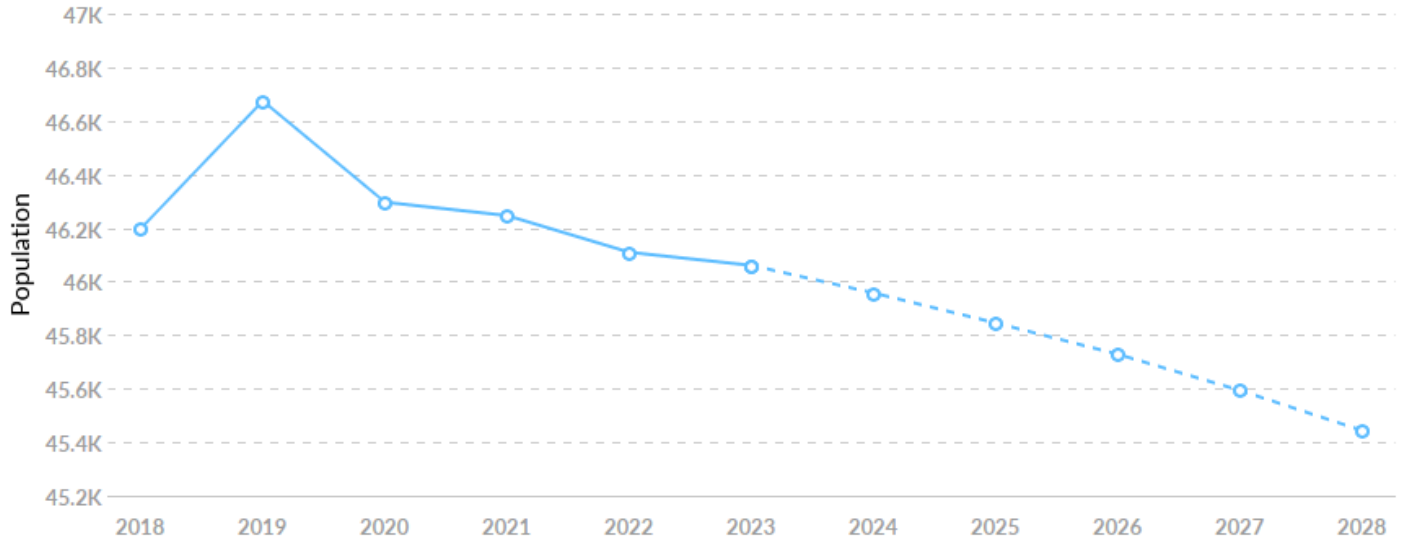


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	47	6.67%
Not Hispanic or Latino	658	93.33%
Total	705	100.00%

Historic & Projected Trends

Population Trends

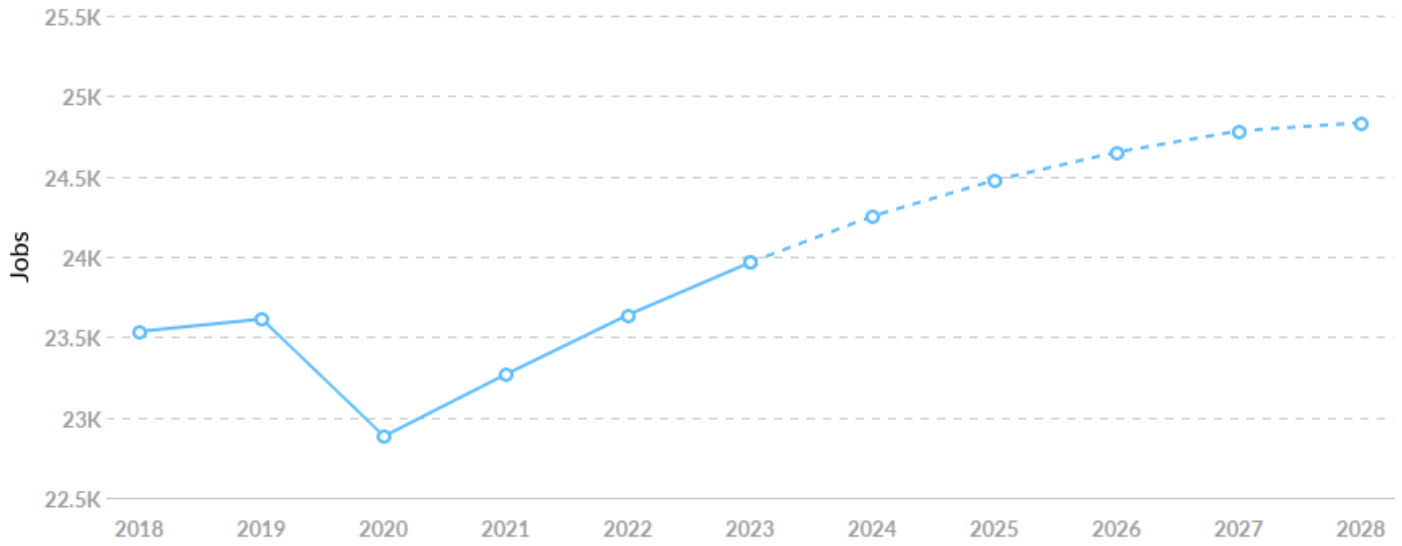
As of 2023 the region's population **declined by 0.3%** since 2018, falling by 137. Population is expected to **decrease by 1.3%** between 2023 and 2028, losing 617.



Timeframe	Population
2018	46,197
2019	46,674
2020	46,296
2021	46,246
2022	46,109
2023	46,060
2024	45,957
2025	45,845
2026	45,728
2027	45,593
2028	45,443

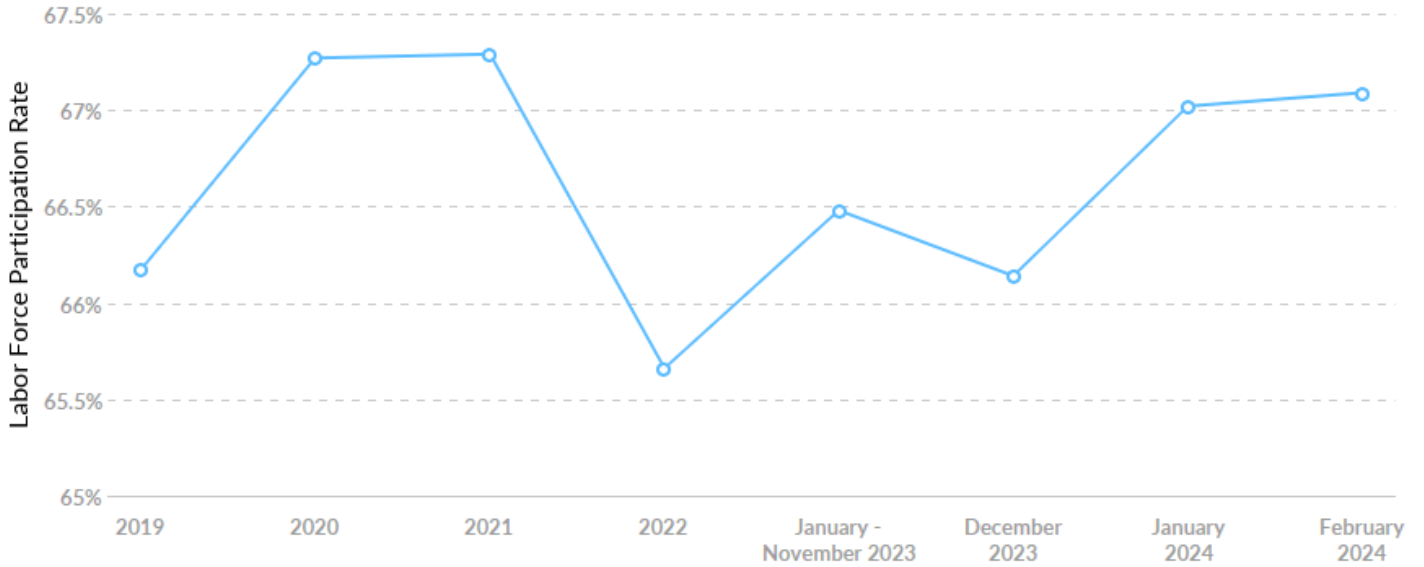
Job Trends

From 2018 to 2023, jobs increased by 1.8% in Monroe County, WI from 23,535 to 23,965. This change fell short of the national growth rate of 3.9% by 2.1%.



Timeframe	Jobs
2018	23,535
2019	23,612
2020	22,883
2021	23,269
2022	23,639
2023	23,965
2024	24,253
2025	24,476
2026	24,651
2027	24,783
2028	24,834

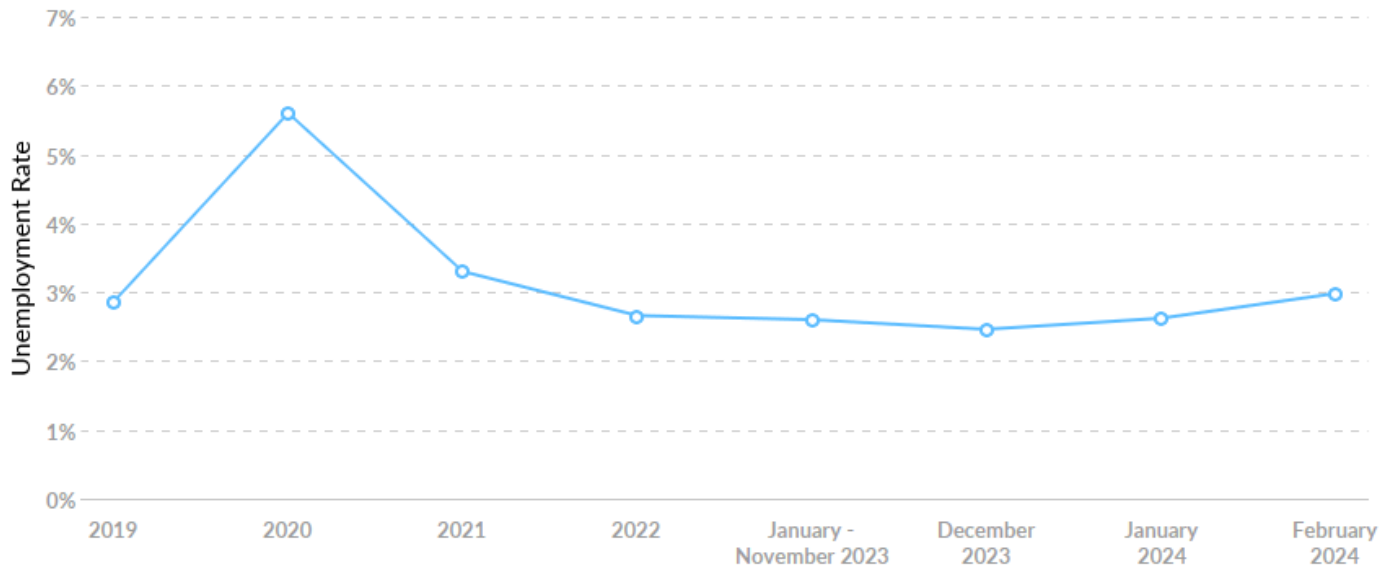
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	66.17%
2020	67.27%
2021	67.29%
2022	65.66%
January - November 2023	66.48%
December 2023	66.14%
January 2024	67.02%
February 2024	67.09%

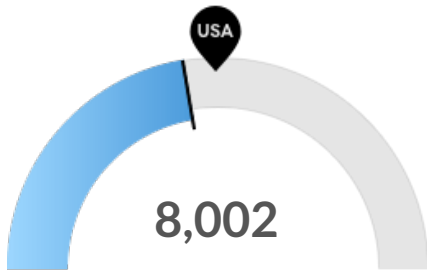
Unemployment Rate Trends

Monroe County, WI had a February 2024 unemployment rate of 2.98%, **increasing from 2.86%** 5 years before.



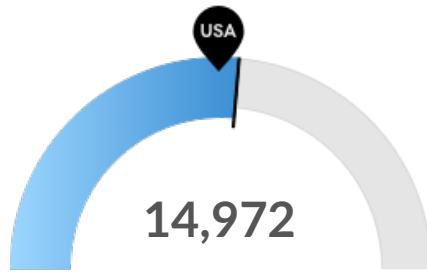
Timeframe	Unemployment Rate
2019	2.86%
2020	5.60%
2021	3.30%
2022	2.66%
January - November 2023	2.60%
December 2023	2.46%
January 2024	2.62%
February 2024	2.98%

Population Characteristics



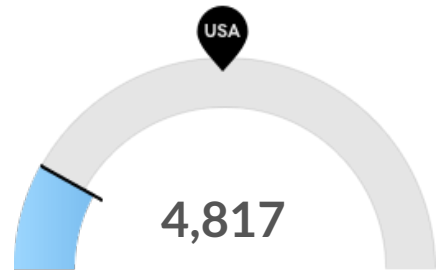
Millennials

Monroe County, WI has 8,002 millennials (ages 25-39). The national average for an area this size is 9,376.



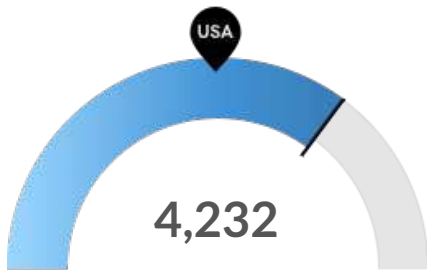
Retiring Soon

Retirement risk is about average in Monroe County, WI. The national average for an area this size is 13,818 people 55 or older, while there are 14,972 here.



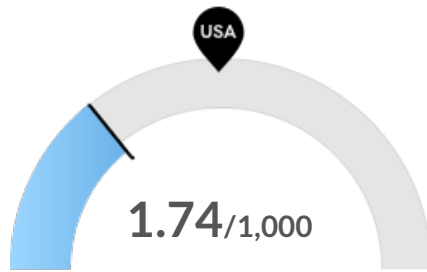
Racial Diversity

Racial diversity is low in Monroe County, WI. The national average for an area this size is 18,962 racially diverse people, while there are 4,817 here.



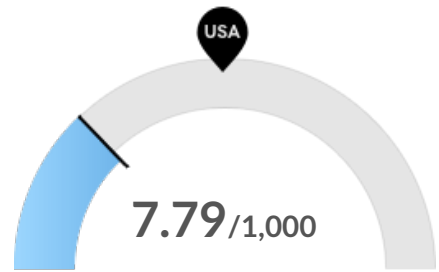
Veterans

Monroe County, WI has 4,232 veterans. The national average for an area this size is 2,412.



Violent Crime

Monroe County, WI has 1.74 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

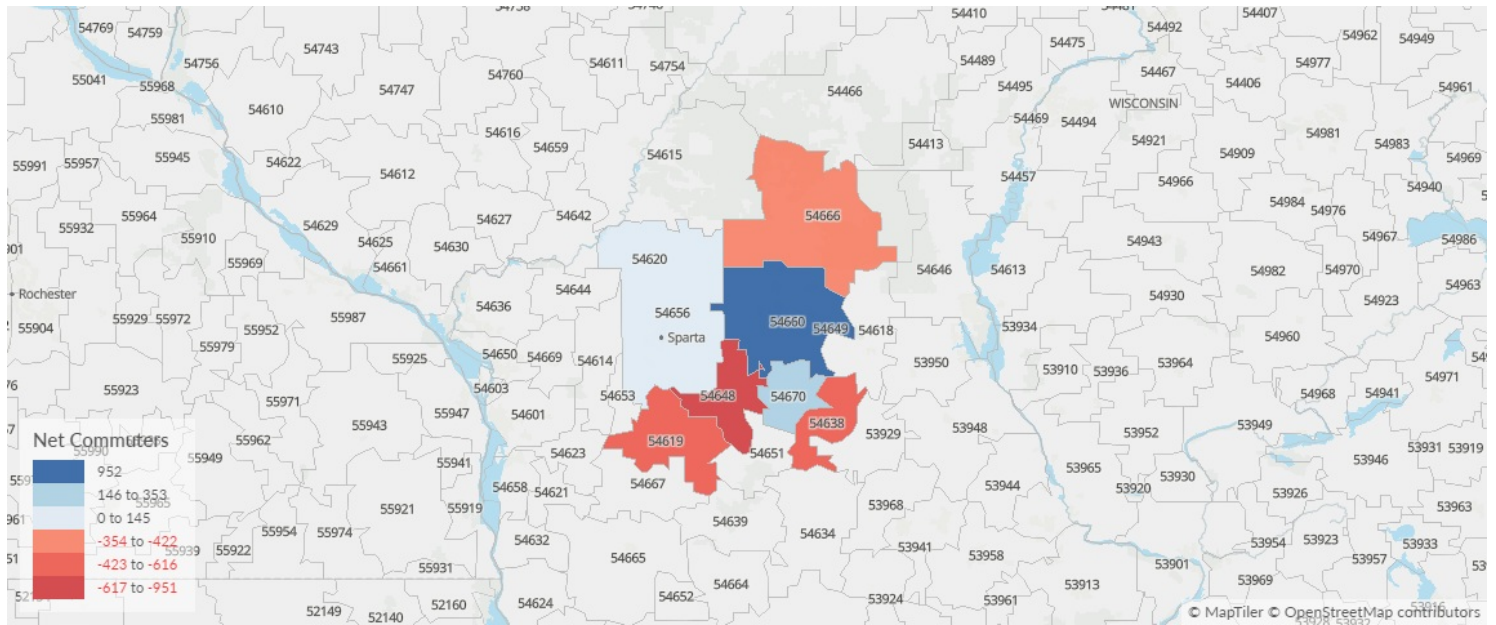


Property Crime

Monroe County, WI has 7.79 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 Monroe County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2023 Employment
54656	Sparta, WI (in Monroe c...	10,315
54660	Tomah, WI (in Monroe c...	9,262
54619	Cashton, WI (in Monroe...	1,554
54666	Warrens, WI (in Monroe...	1,139
54670	Wilton, WI (in Monroe c...	1,104

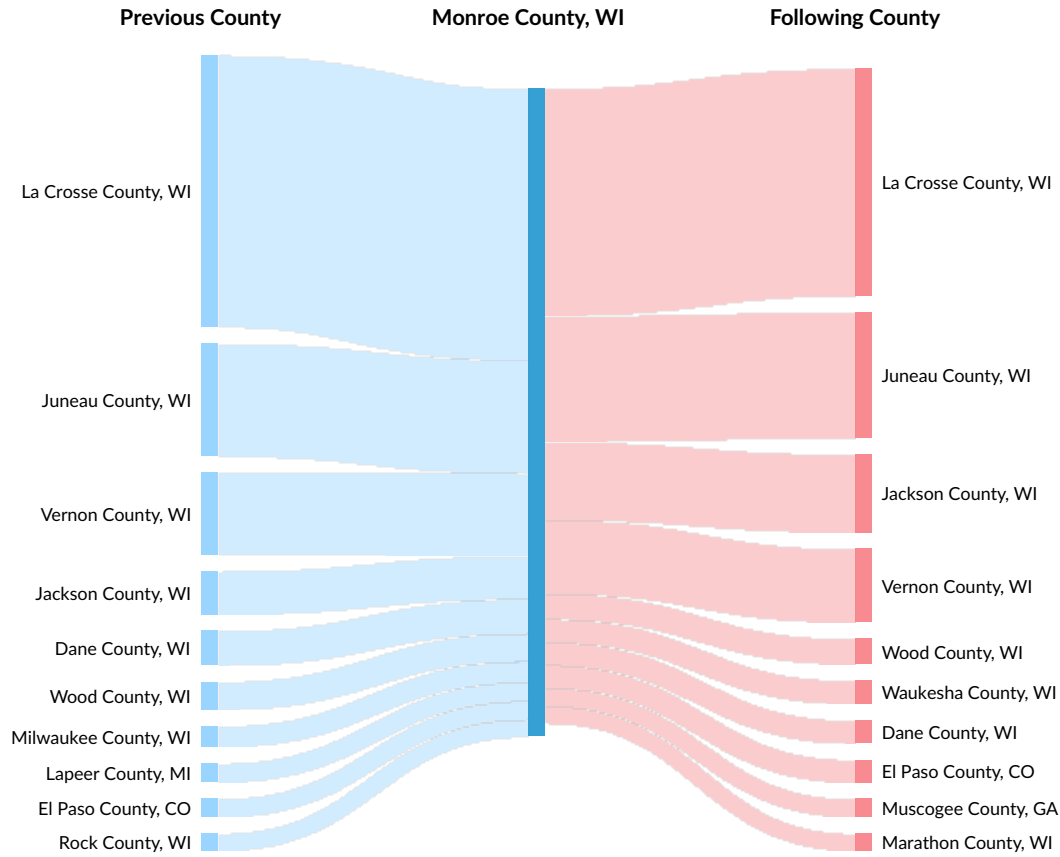
Where Talent Lives

ZIP	Name	2023 Workers
54656	Sparta, WI (in Monroe c...	10,274
54660	Tomah, WI (in Monroe c...	8,310
54619	Cashton, WI (in Monroe...	1,990
54666	Warrens, WI (in Monroe...	1,493
54670	Wilton, WI (in Monroe c...	958

Inbound and Outbound Migration

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

As of 2021, 400 people have migrated from La Crosse County, WI to Monroe County, WI. In the same year, 334 people left Monroe County, WI migrating to La Crosse County, WI. The total Net Migration for Monroe County, WI in 2021 was -39.

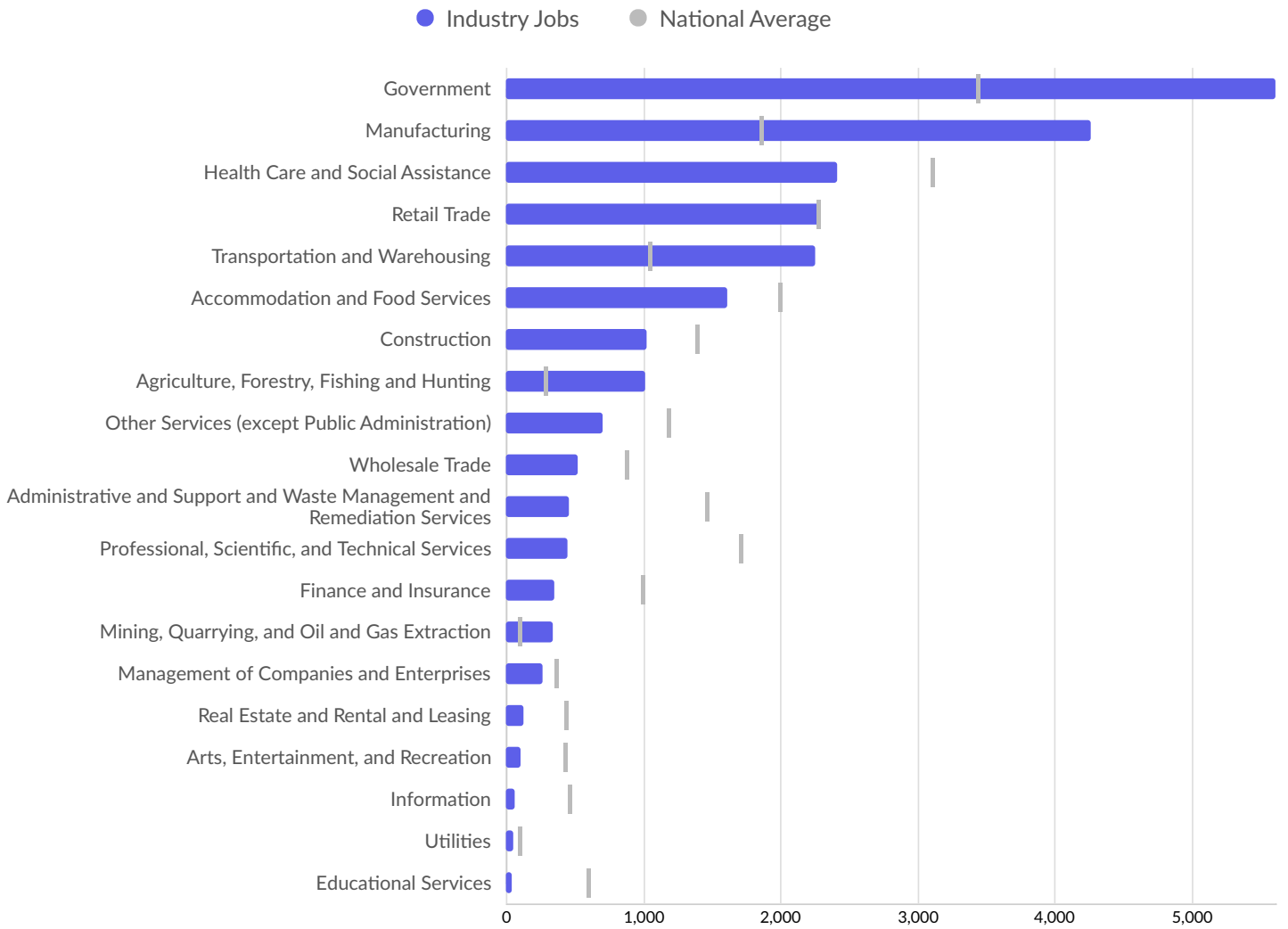


Top Previous Counties	Migrations
La Crosse County, WI	400
Juneau County, WI	166
Vernon County, WI	121
Jackson County, WI	64
Dane County, WI	51
Wood County, WI	41

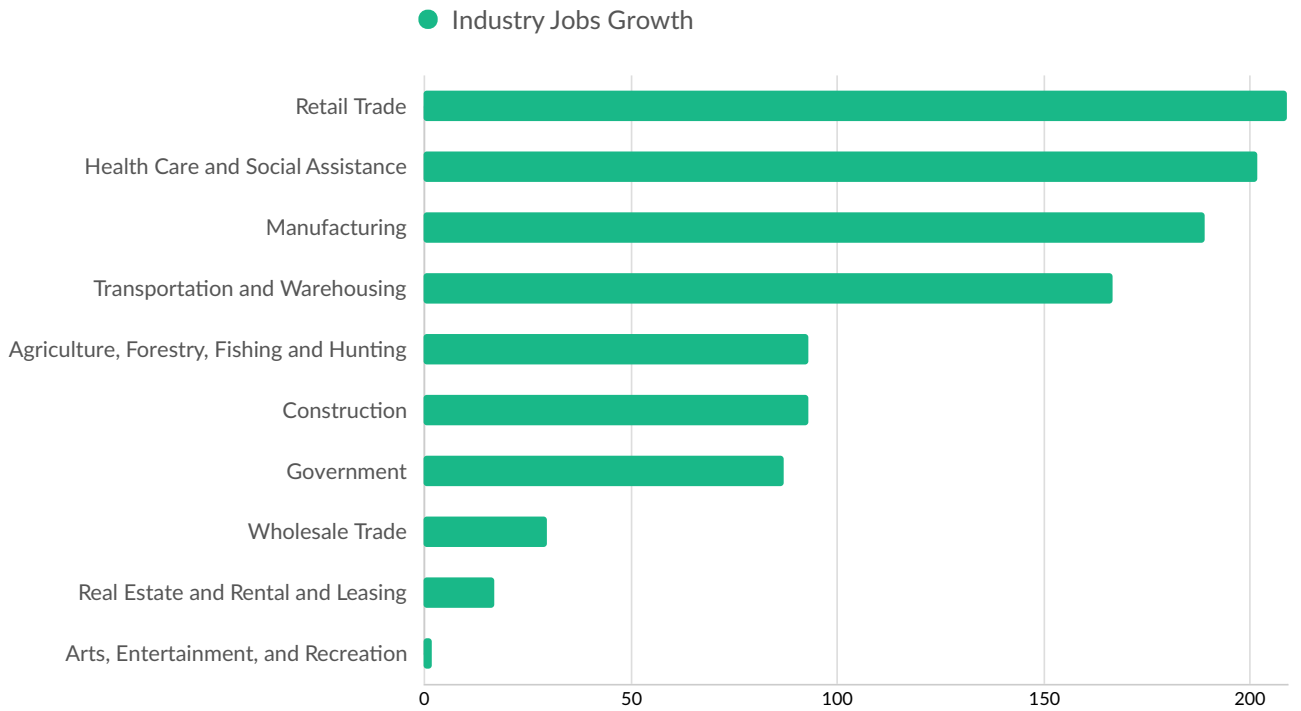
Top Previous Counties	Migrations
Milwaukee County, WI	31
Lapeer County, MI	28
El Paso County, CO	27
Rock County, WI	26
Maricopa County, AZ	25
Bonneville County, ID	21
Columbia County, GA	20
Ozaukee County, WI	20
Adams County, WI	20
Top Following Counties	Migrations
La Crosse County, WI	334
Juneau County, WI	185
Jackson County, WI	115
Vernon County, WI	108
Wood County, WI	38
Waukesha County, WI	34
Dane County, WI	34
El Paso County, CO	33
Muscogee County, GA	27
Marathon County, WI	26
Maricopa County, AZ	24
Eau Claire County, WI	24
Orange County, FL	21
Knox County, TN	20
Milwaukee County, WI	19

Industry Characteristics

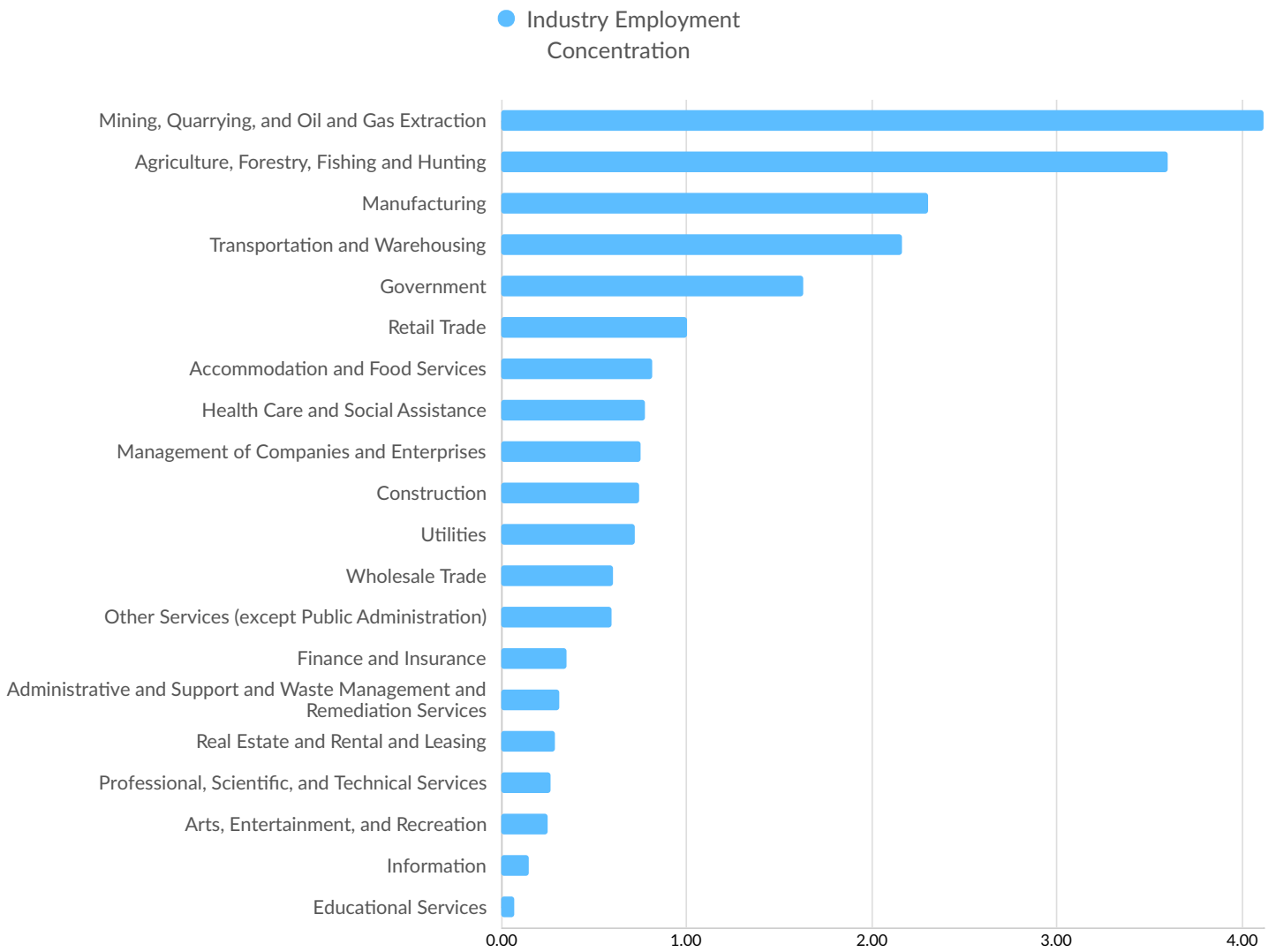
Largest Industries



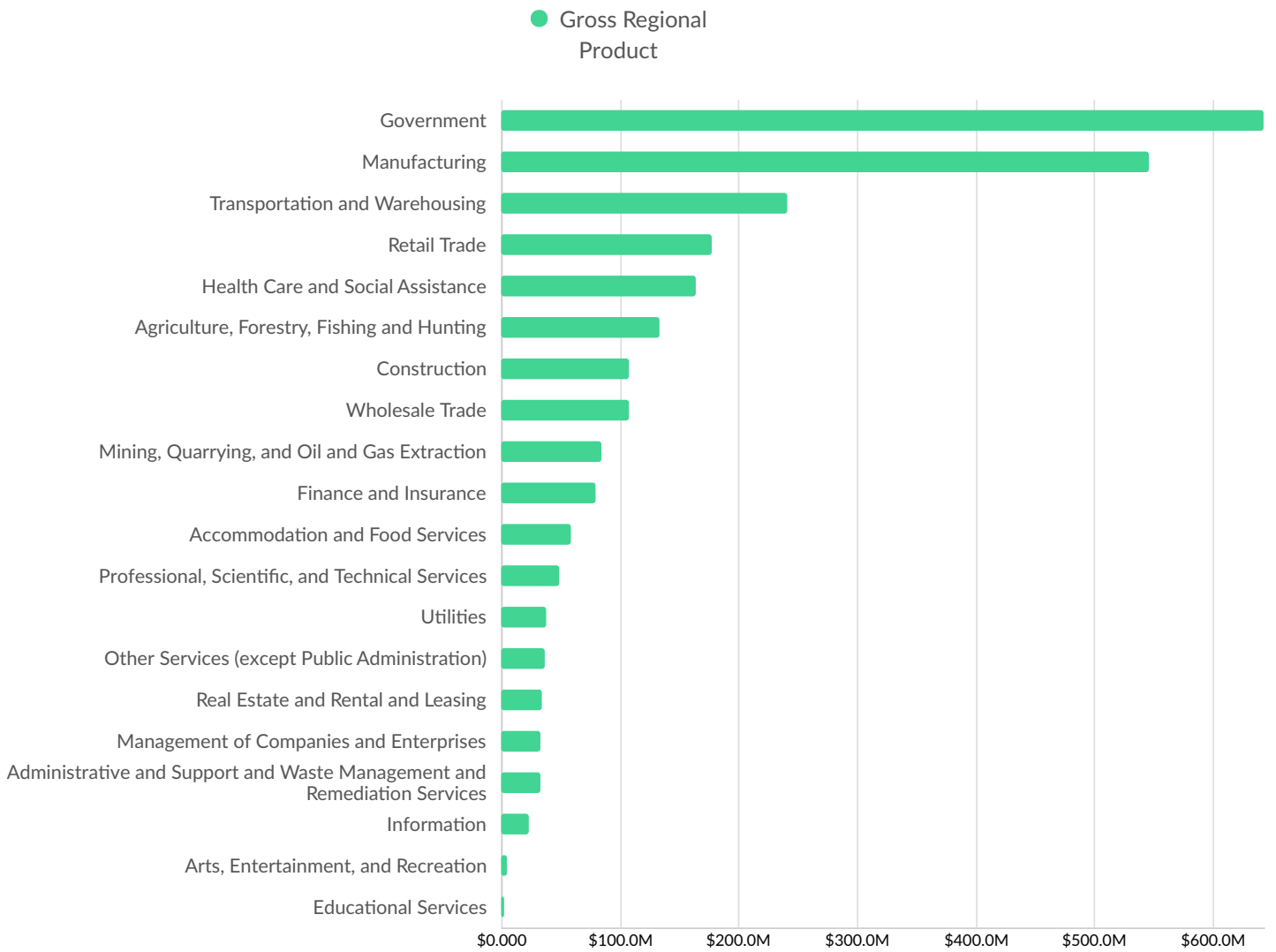
Top Growing Industries



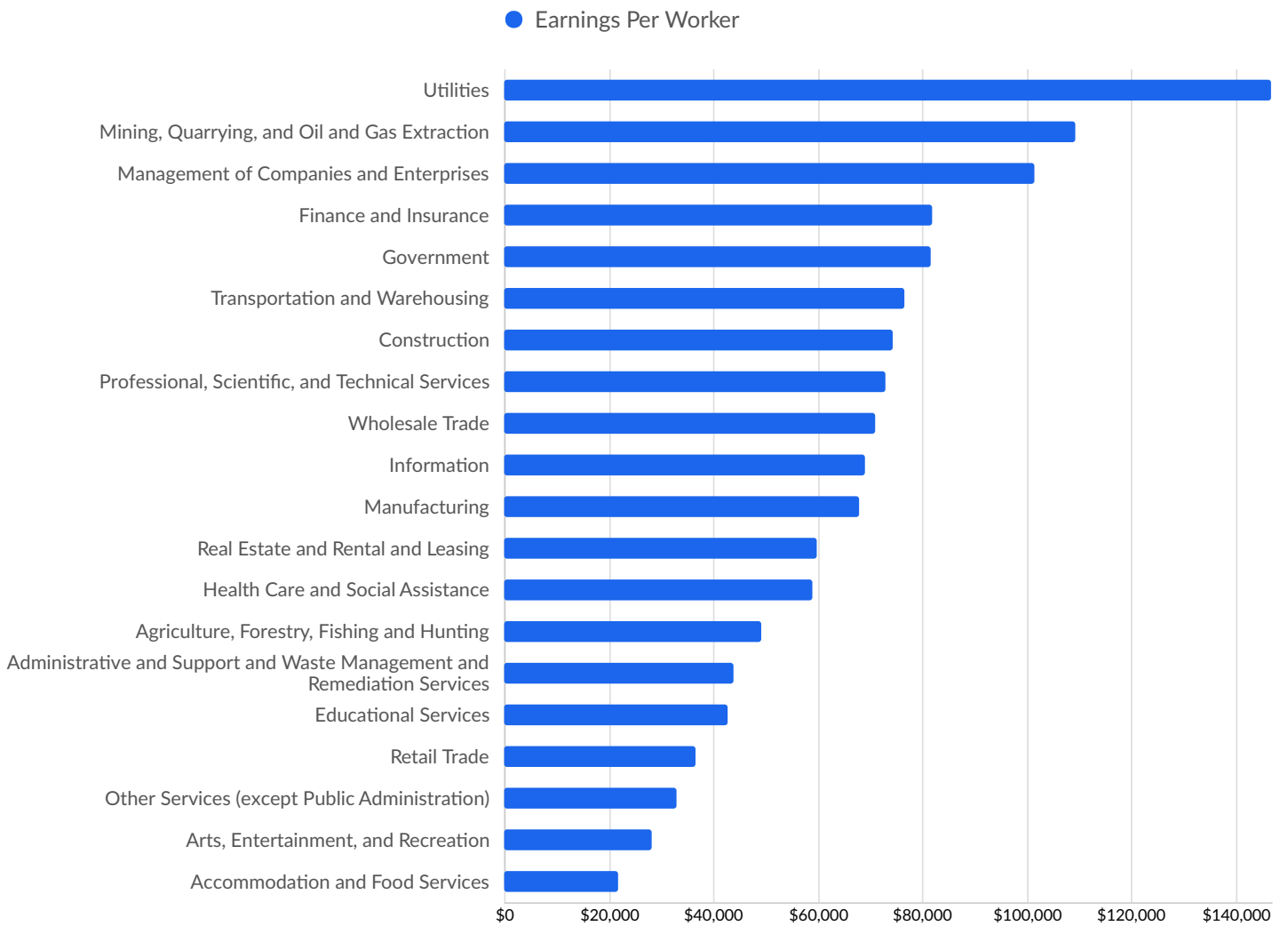
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



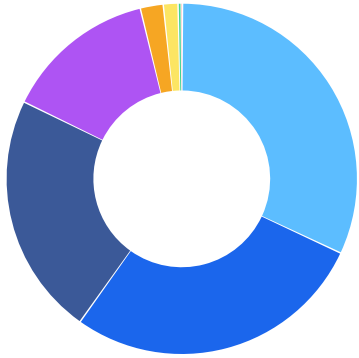
Business Characteristics

3,498 Companies Employ Your Workers

Online profiles for your workers mention 3,498 companies as employers, with the top 10 appearing below. In the last 12 months, 221 companies in Monroe County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
United States Army	465 	United States Department of Ve...	183 
United States Department of Ve...	240 	Century International Foods	114 
Gundersen Health System	163 	Walmart	82 
Walmart	159 	Mayo Clinic	71 
Toro	112 	Organic Valley	63 
Tomah Memorial Hospital	97 	Gundersen Health System	49 
Sparta Area School District	86 	Tomah Memorial Hospital	46 
Mayo Clinic	83 	Drm International	36 
Mathews & Co Ltd	80 	Toro	36 
Century International Foods	72 	Arby's	34 

Business Size

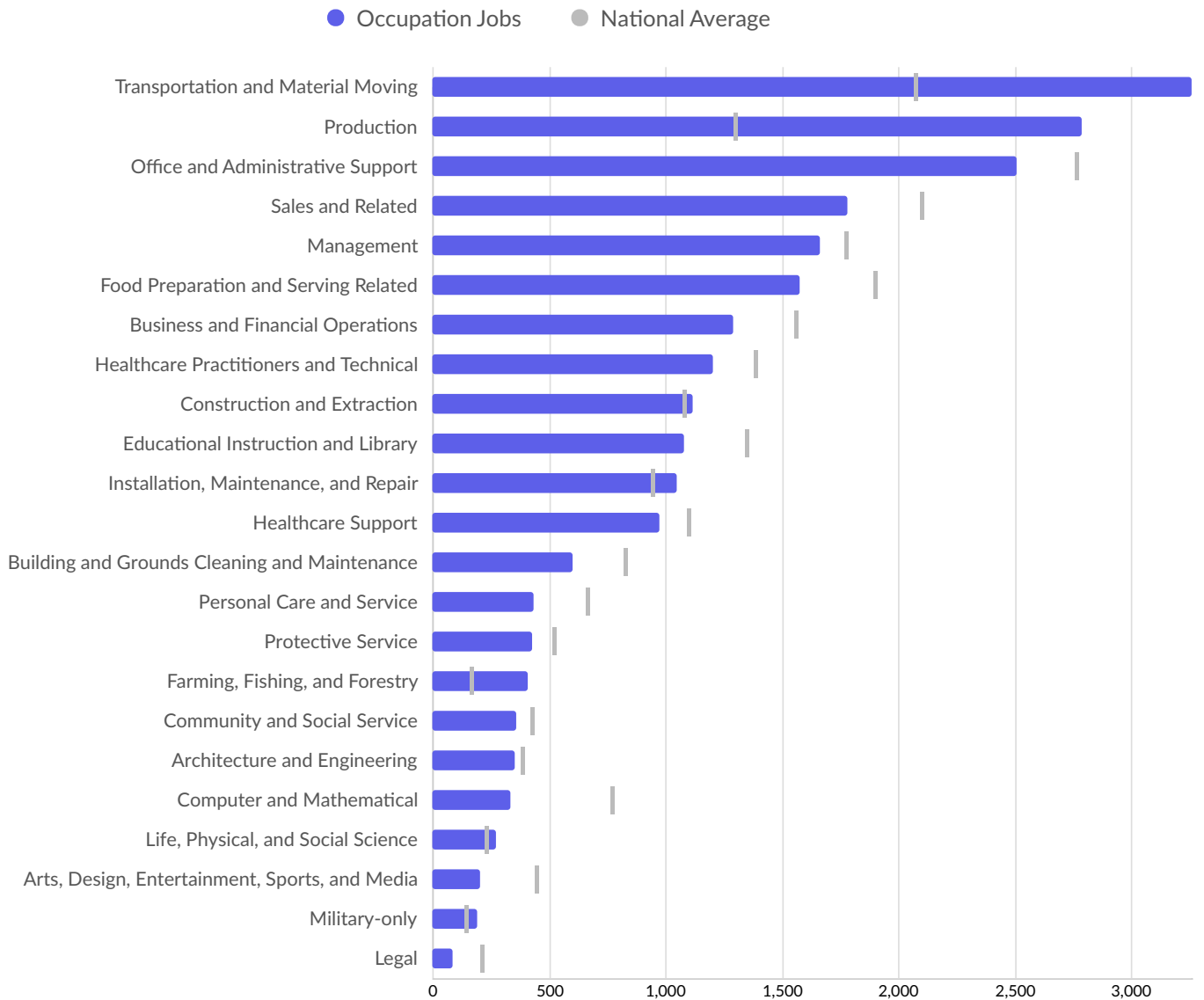


	Percentage	Business Count
● 1 to 4 employees	31.9%	543
● 5 to 9 employees	27.9%	475
● 10 to 19 employees	22.4%	381
● 20 to 49 employees	14.0%	238
● 50 to 99 employees	2.1%	36
● 100 to 249 employees	1.4%	23
● 250 to 499 employees	0.3%	5
● 500+ employees	0.1%	2

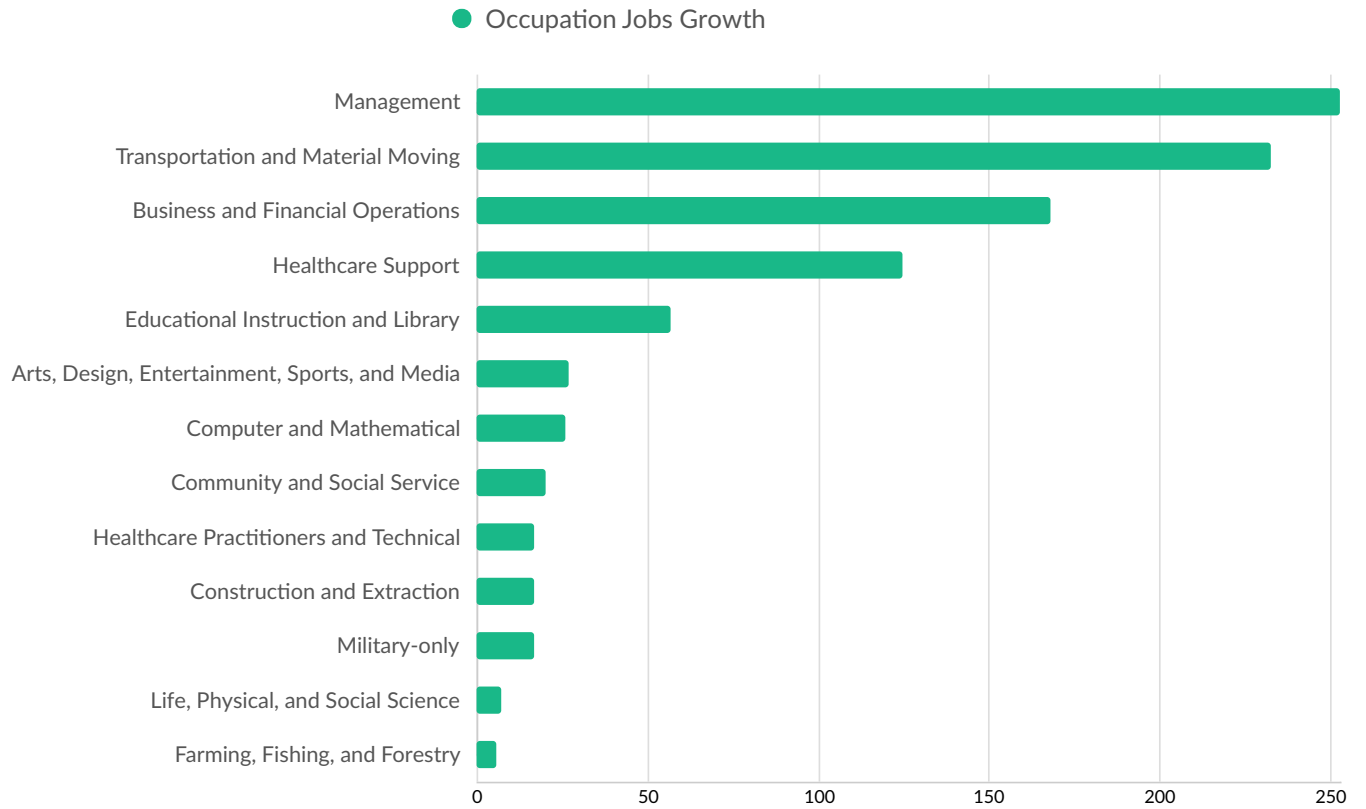
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations

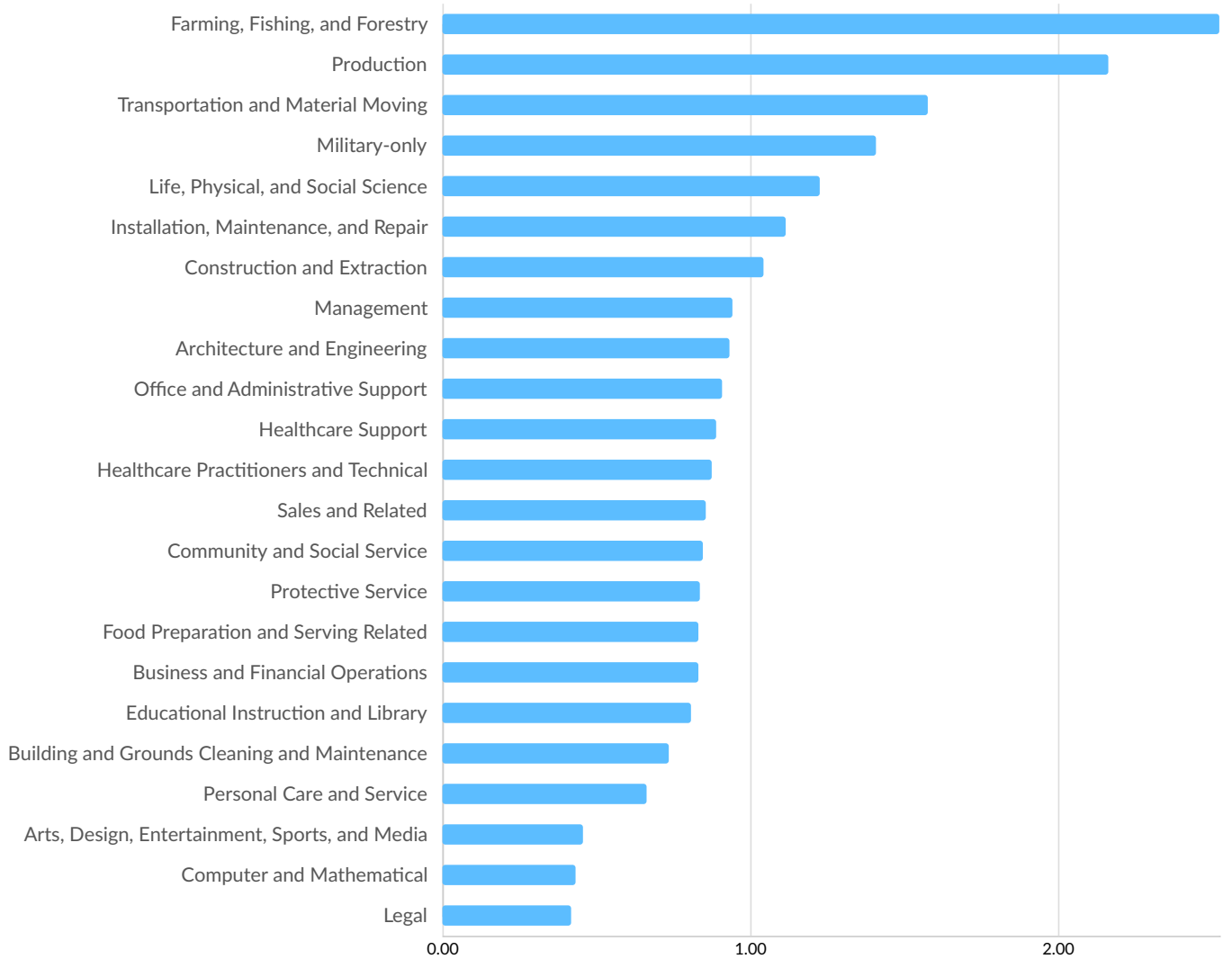


Top Growing Occupations

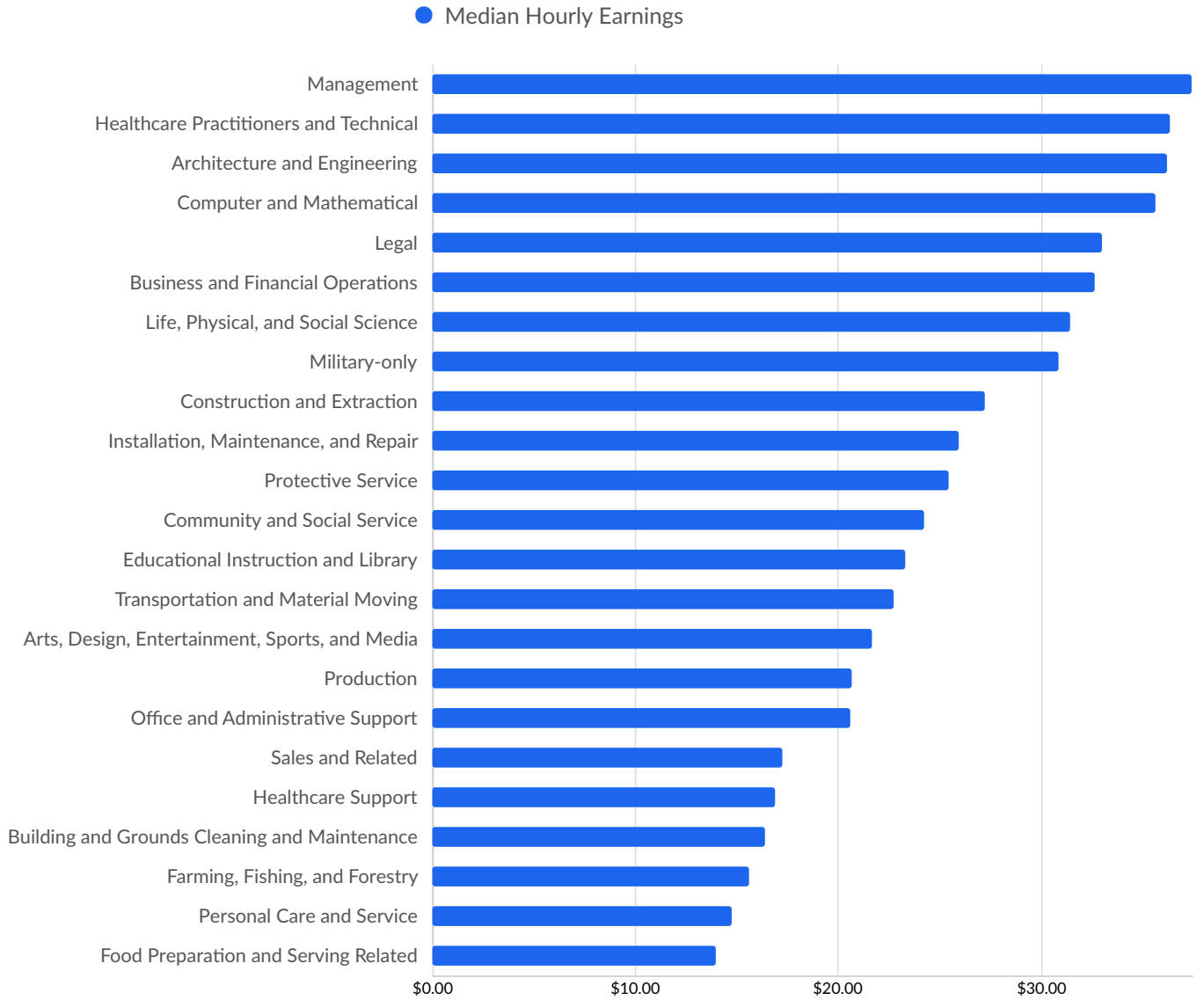


Top Occupation Employment Concentration

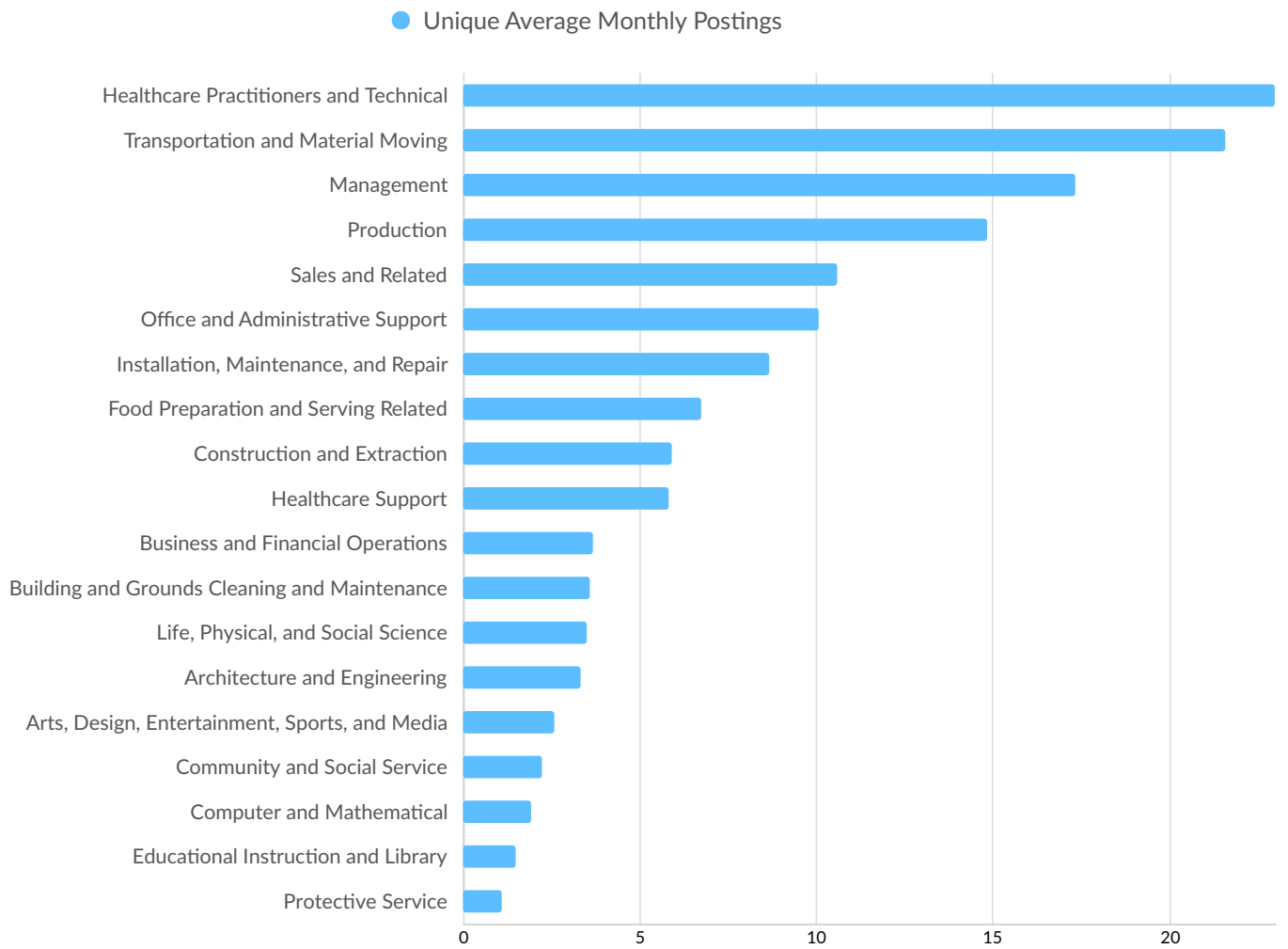
● Occupation Employment Concentration



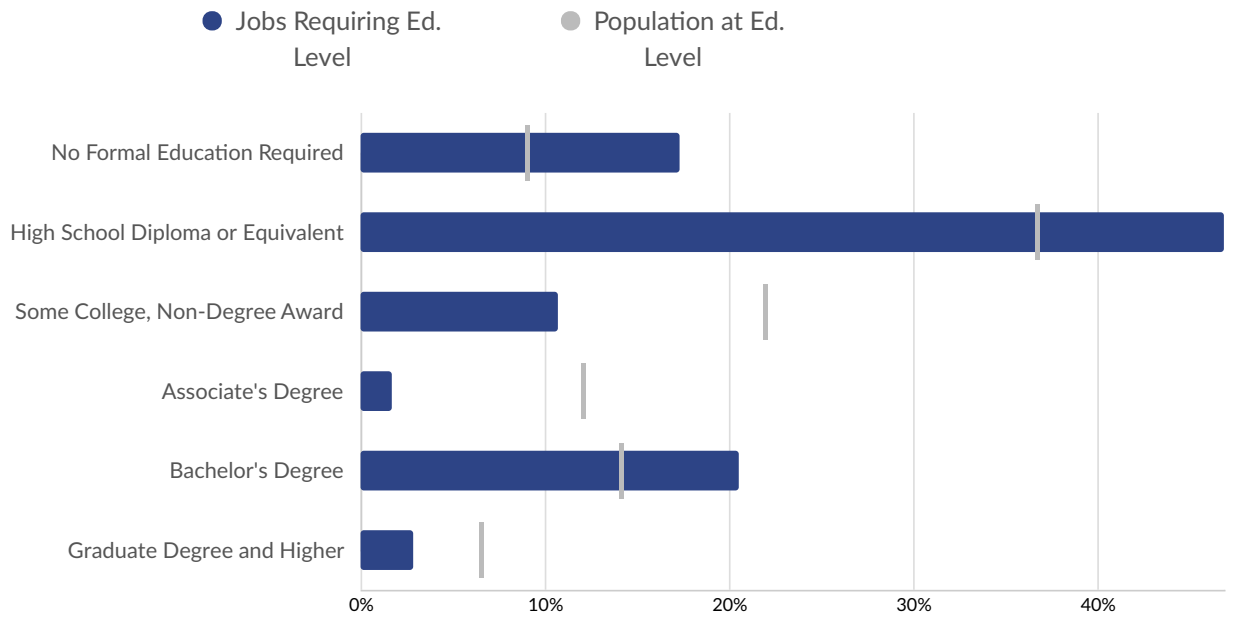
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

Over the last 4 years, no schools in Monroe County, WI produced graduates.

In-Demand Skills

