



Vernon County, WI

Mississippi River Regional Planning Commission



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La Crosse, Wisconsin 54601

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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

31,220

Population (2023)

Population **grew by 445** over the last 5 years and is projected to **grow by 356** over the next 5 years.

10,602

Total Regional Employment

Jobs **grew by 76** over the last 5 years and are projected to **grow by 313** over the next 5 years.

\$57.9K

Median Household Income (2022)

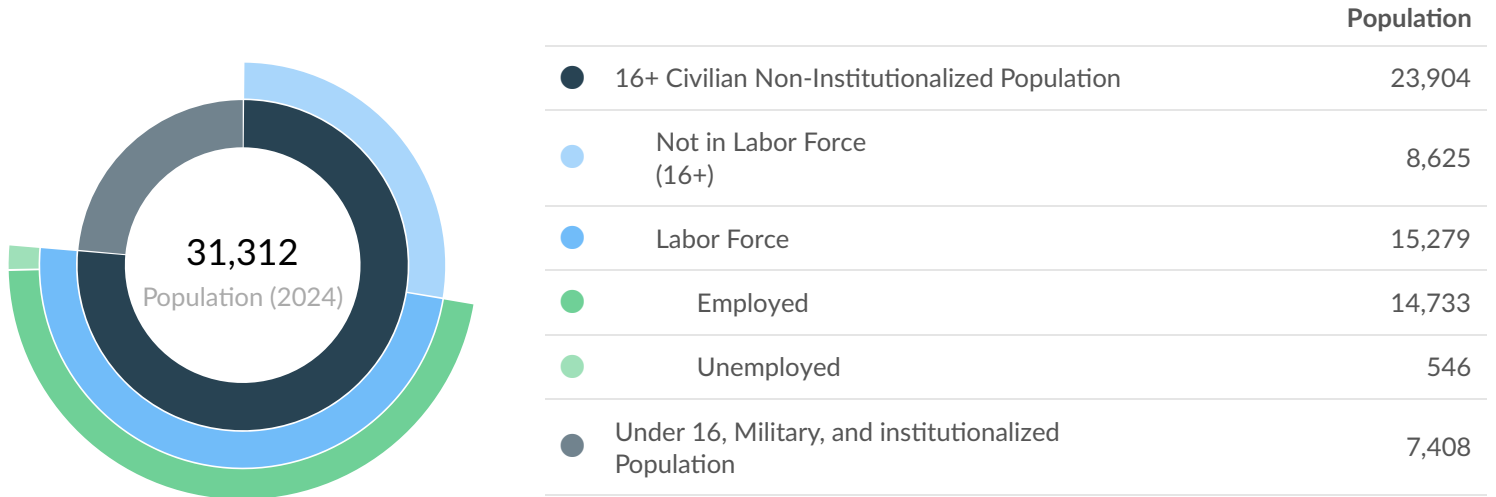
Median household income is **\$11.1K below** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **increased by 1.4%** since 2018, growing by 445. Population is expected to **increase by 1.1%** between 2023 and 2028, adding 356.
- From 2018 to 2023, jobs **increased by 0.7%** in Vernon County, WI from 10,525 to **10,602**. This change **fell short of the national growth rate of 3.9% by 3.2%**. As the number of jobs increased, the **labor force participation rate decreased from 66.1% to 63.3% between 2018 and 2023**.
- Concerning educational attainment, **16.6% of Vernon County, WI residents possess a Bachelor's Degree** (4.6% below the national average), and **12.0% hold an Associate's Degree** (3.2% above the national average).
- The top three industries in 2023 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

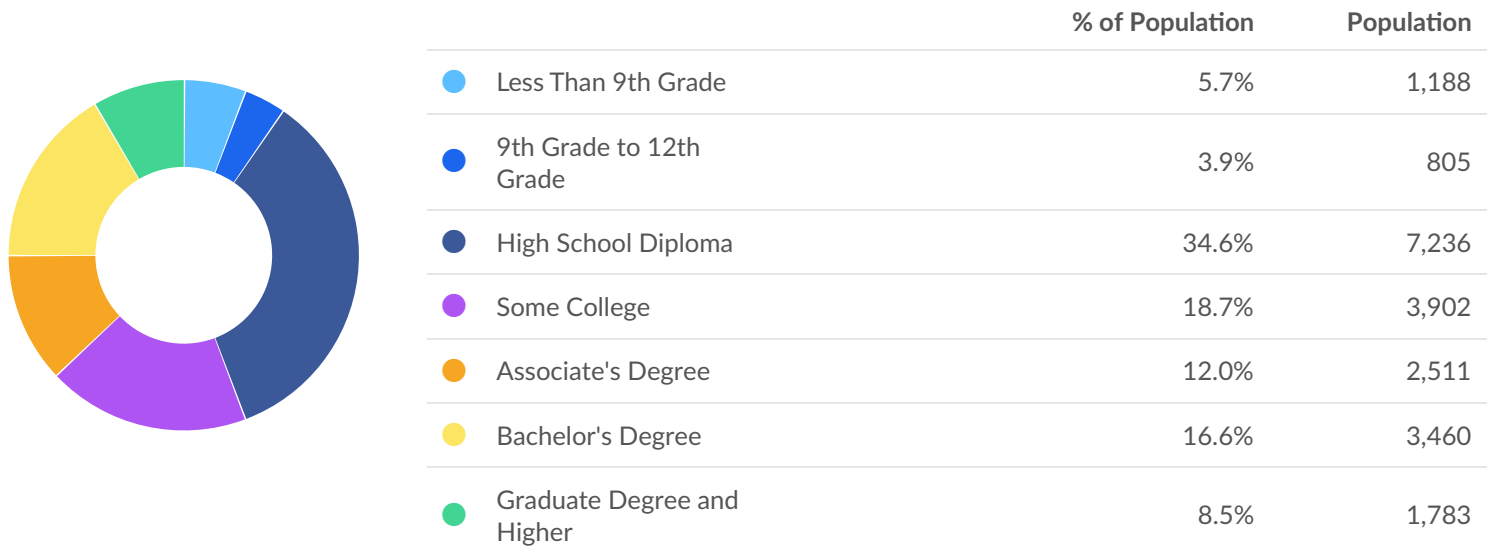
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	31,312	15,279	10,602	97.1	\$1.24B	\$2.21B	\$1.44B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

Feb 2024 Labor Force Breakdown



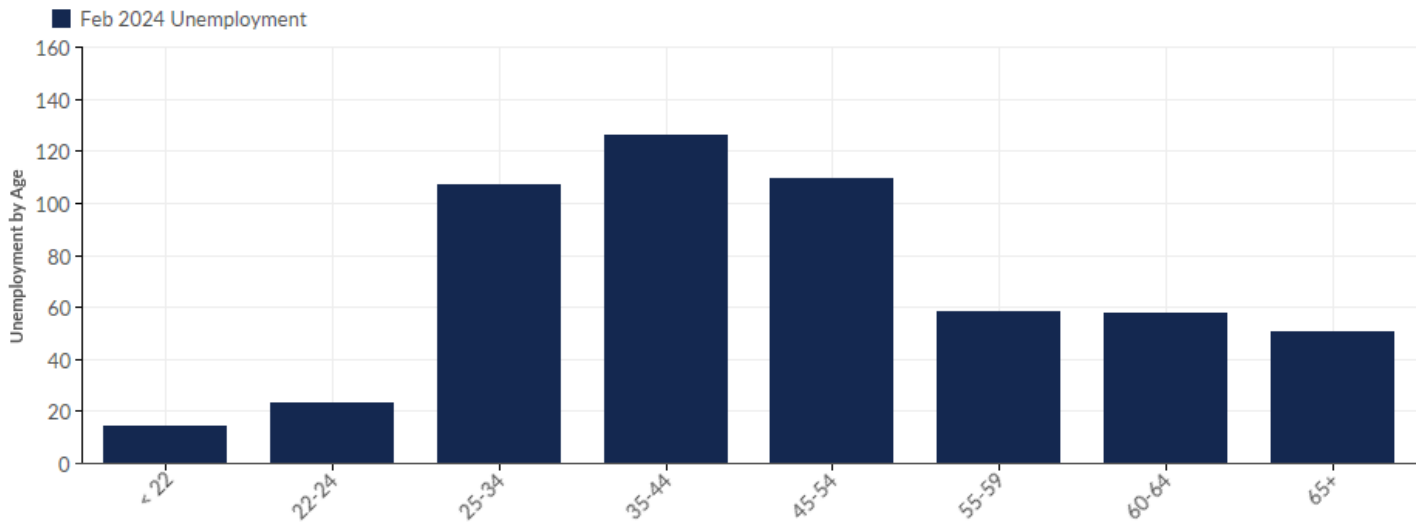
Educational Attainment

Concerning educational attainment, **16.6% of Vernon County, WI residents possess a Bachelor's Degree** (4.6% below the national average), and **12.0% hold an Associate's Degree** (3.2% above the national average).



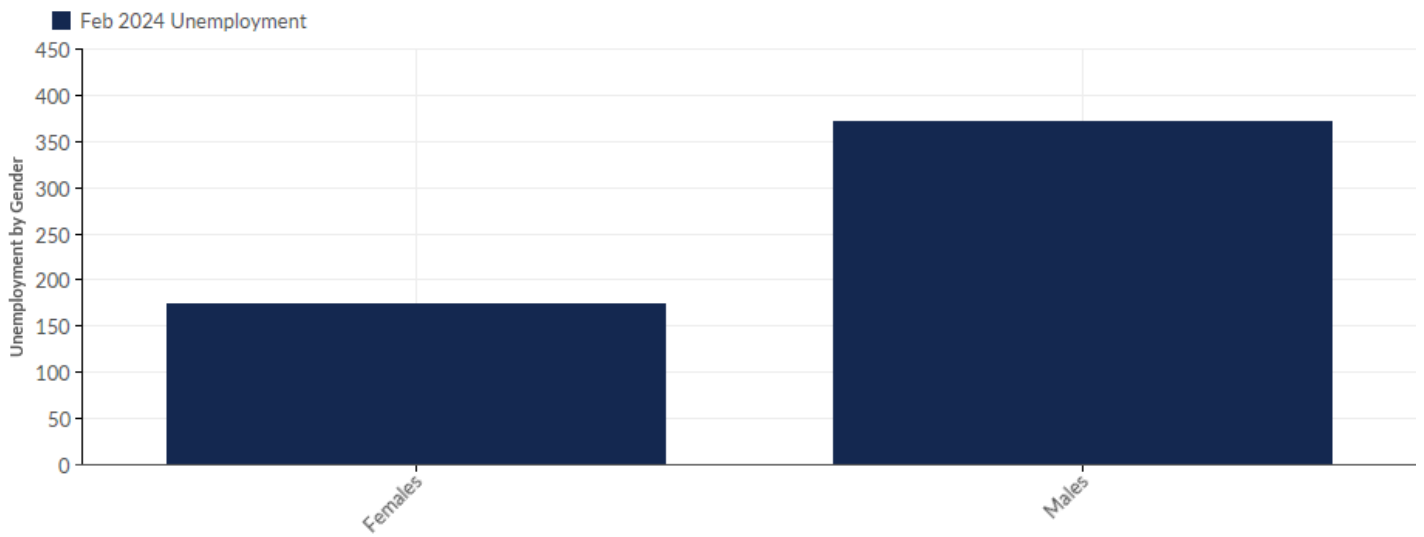
Unemployment by Demographics

Unemployment by Age



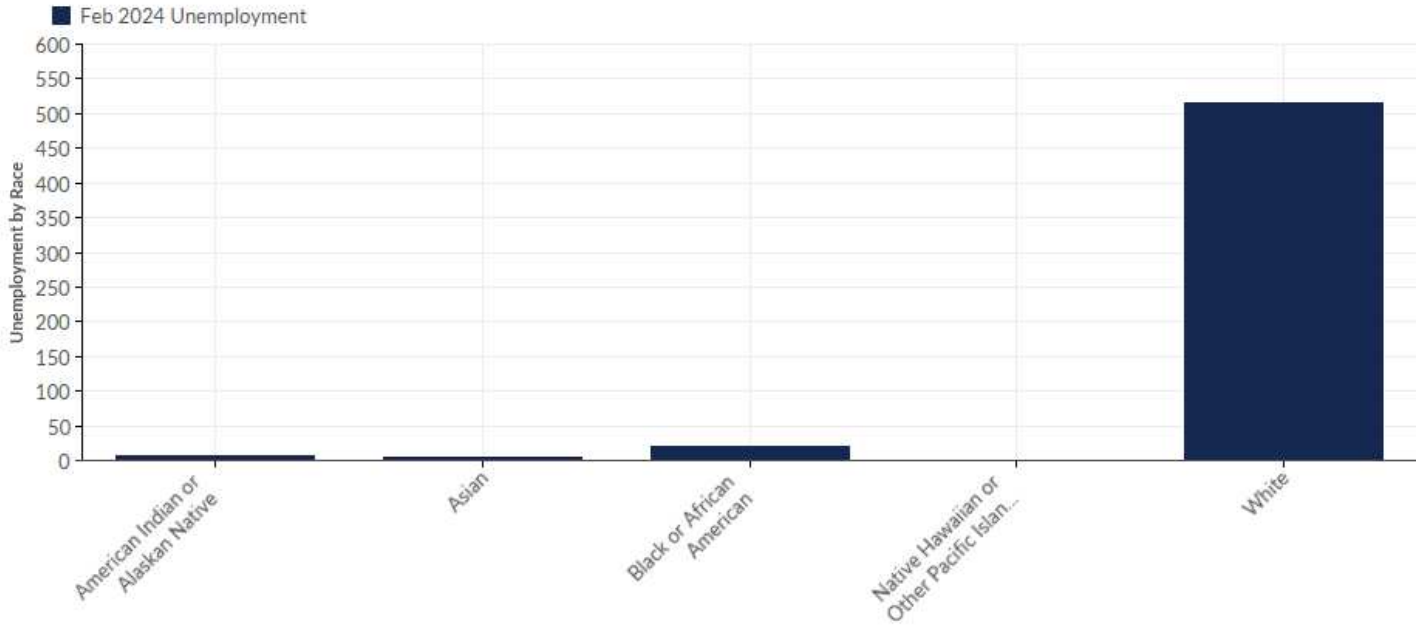
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	14	2.56%
22-24	23	4.21%
25-34	107	19.60%
35-44	126	23.08%
45-54	110	20.15%
55-59	58	10.62%
60-64	58	10.62%
65+	50	9.16%
Total	546	100.00%

Unemployment by Gender



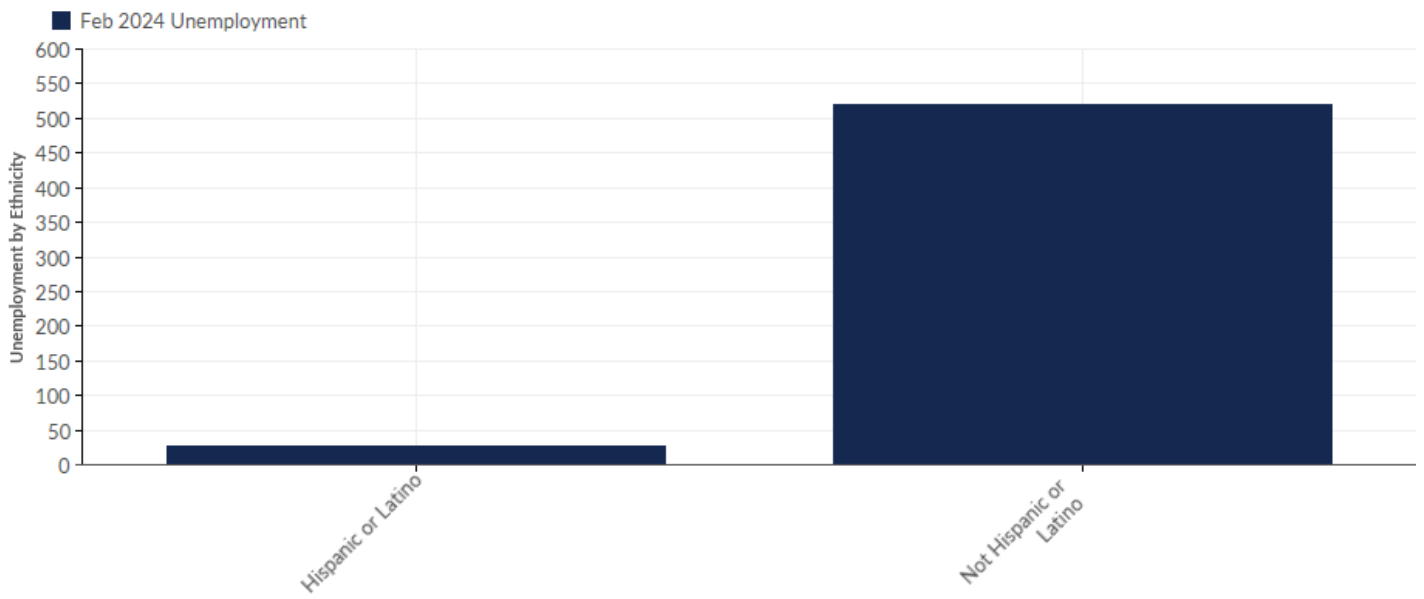
Gender	Unemployment (Feb 2024)	% of Unemployed
Females	174	31.87%
Males	372	68.13%
Total	546	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	7	1.28%
Asian	4	0.73%
Black or African American	20	3.66%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	515	94.32%
Total	546	100.00%

Unemployment by Ethnicity

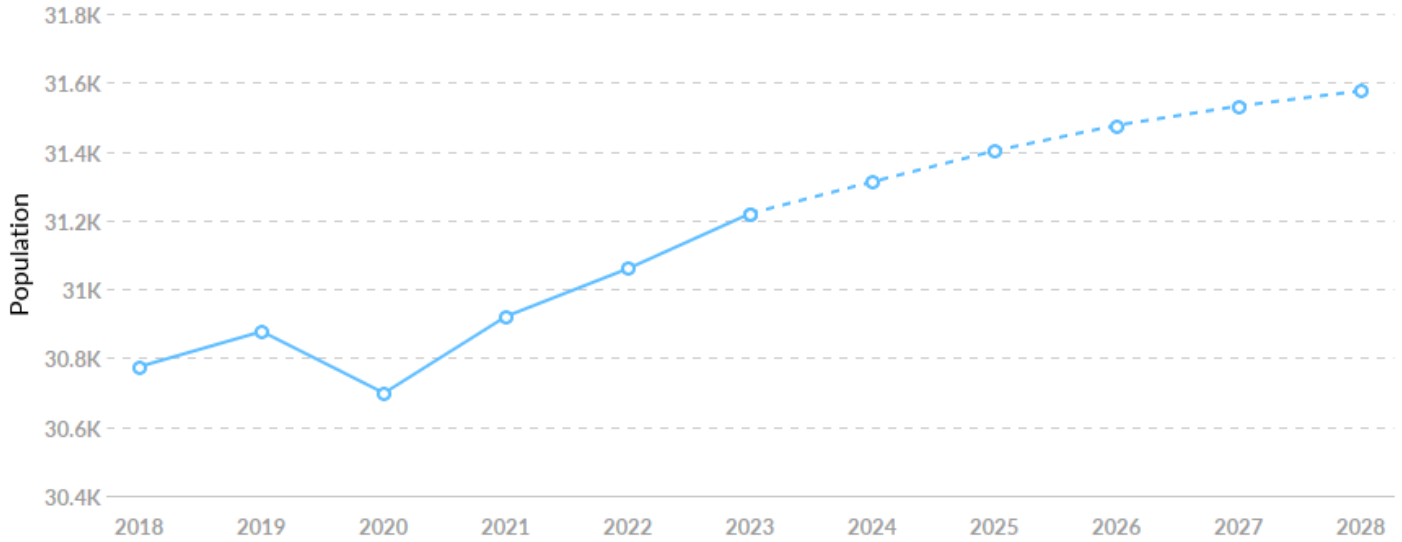


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	26	4.76%
Not Hispanic or Latino	520	95.24%
Total	546	100.00%

Historic & Projected Trends

Population Trends

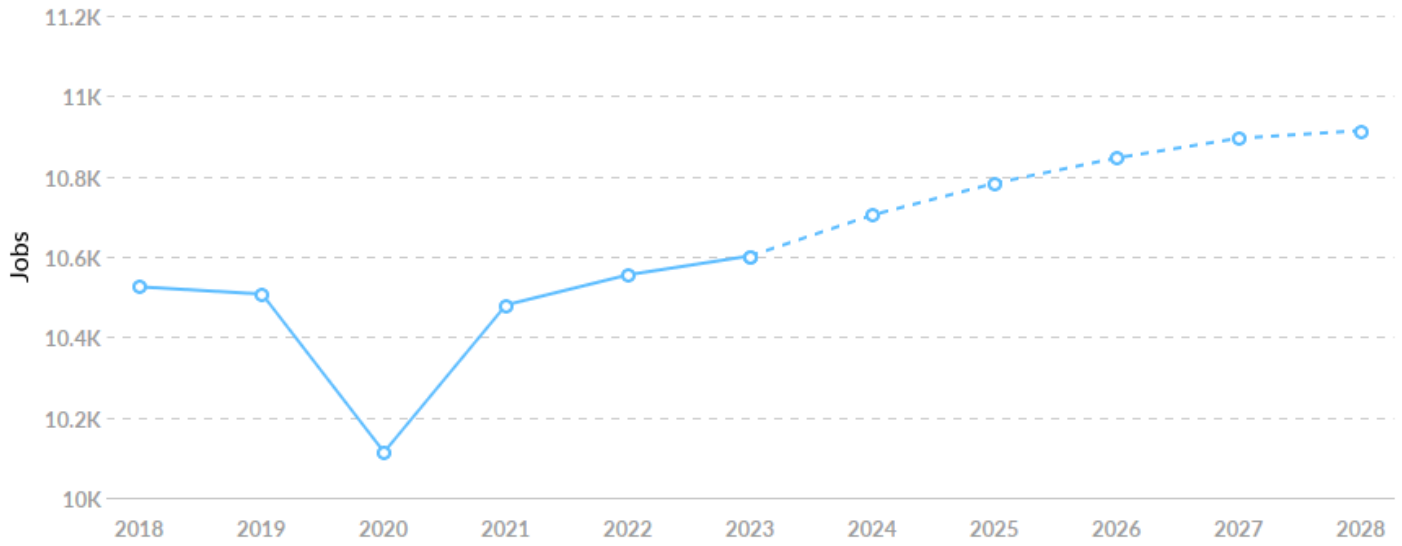
As of 2023 the region's population increased by 1.4% since 2018, growing by 445. Population is expected to increase by 1.1% between 2023 and 2028, adding 356.



Timeframe	Population
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
2028	31,576

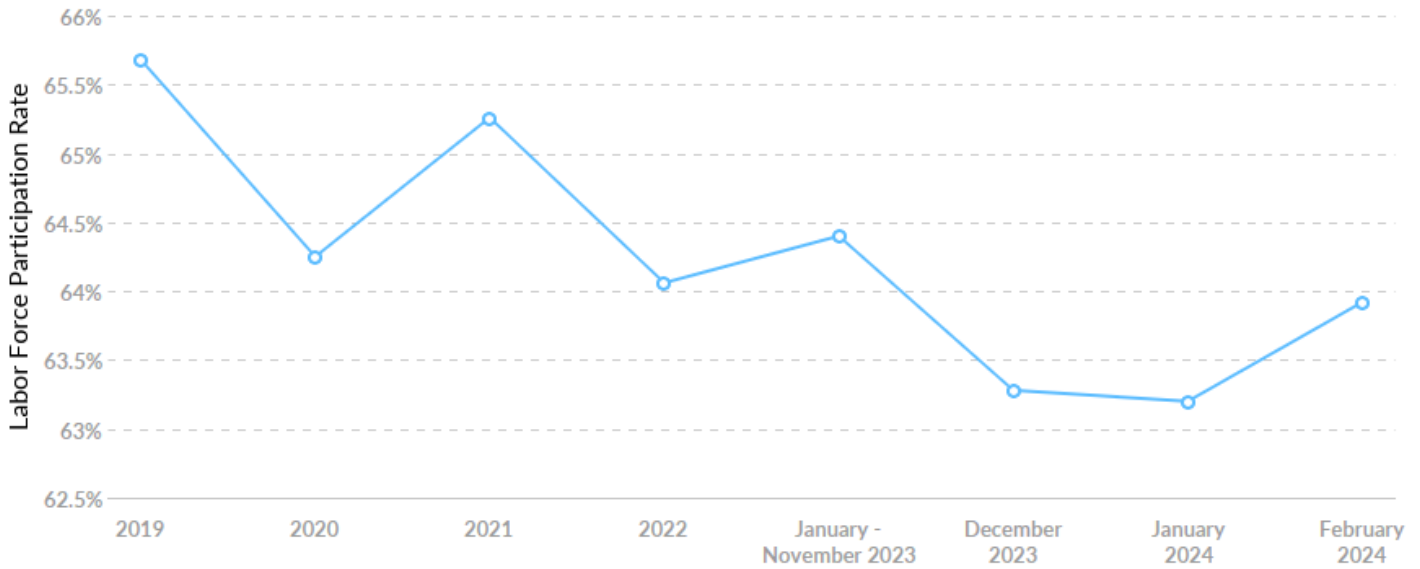
Job Trends

From 2018 to 2023, jobs increased by 0.7% in Vernon County, WI from 10,525 to 10,602. This change fell short of the national growth rate of 3.9% by 3.2%.



Timeframe	Jobs
2018	10,525
2019	10,507
2020	10,113
2021	10,480
2022	10,555
2023	10,602
2024	10,704
2025	10,783
2026	10,846
2027	10,895
2028	10,914

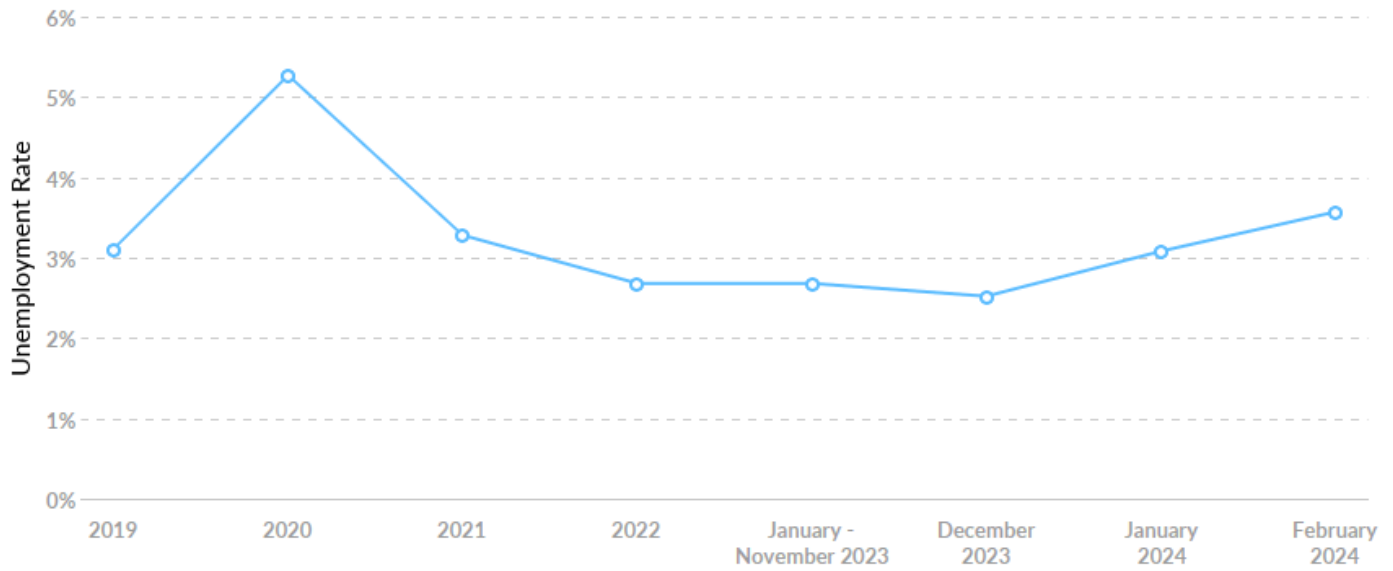
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	65.68%
2020	64.25%
2021	65.26%
2022	64.06%
January - November 2023	64.40%
December 2023	63.28%
January 2024	63.20%
February 2024	63.92%

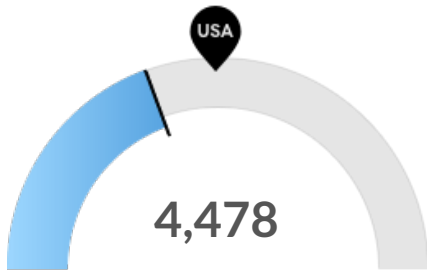
Unemployment Rate Trends

Vernon County, WI had a February 2024 unemployment rate of 3.57%, **increasing from 3.11% 5 years before.**



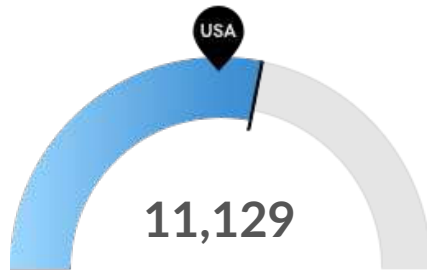
Timeframe	Unemployment Rate
2019	3.11%
2020	5.27%
2021	3.28%
2022	2.68%
January - November 2023	2.68%
December 2023	2.52%
January 2024	3.08%
February 2024	3.57%

Population Characteristics



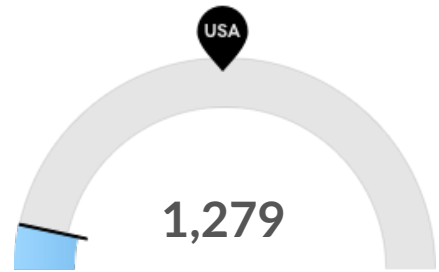
Millennials

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



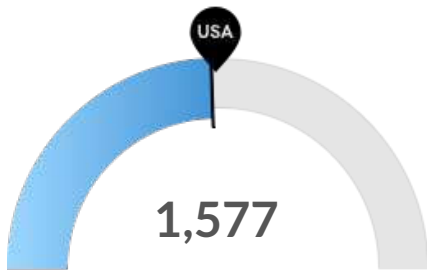
Retiring Soon

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.



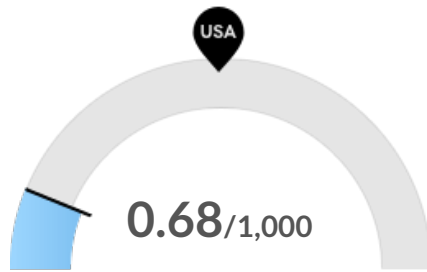
Racial Diversity

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.



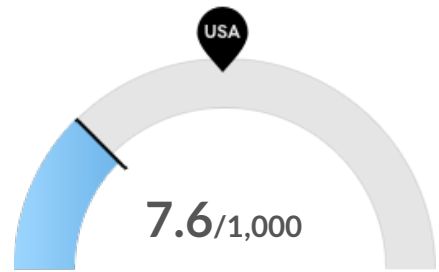
Veterans

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



Violent Crime

Vernon County, WI has 0.68 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

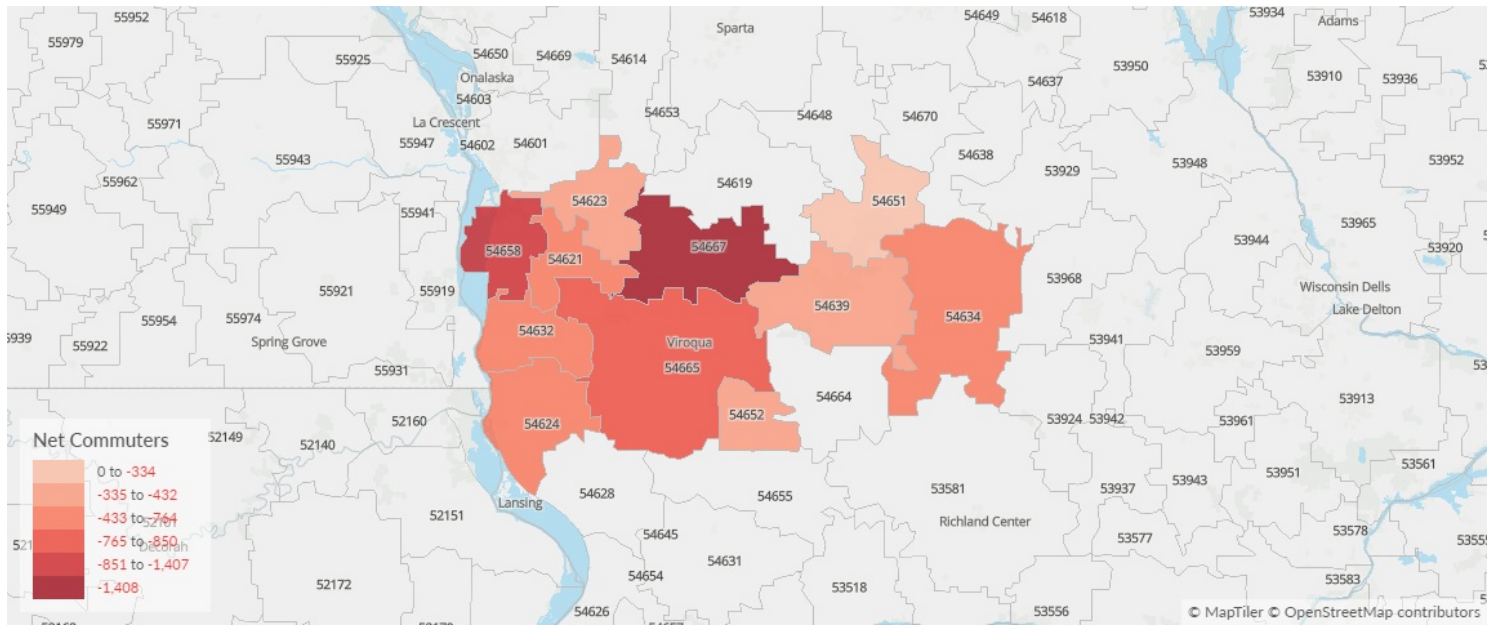


Property Crime

Vernon County, WI has 7.6 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 Vernon County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2023 Employment
54665	Viroqua, WI (in Vernon ...	4,276
54667	Westby, WI (in Vernon c...	1,482
54634	Hillsboro, WI (in Vernon...	1,316
54623	Coon Valley, WI (in Vern...	698
54658	Stoddard, WI (in Vernon...	624

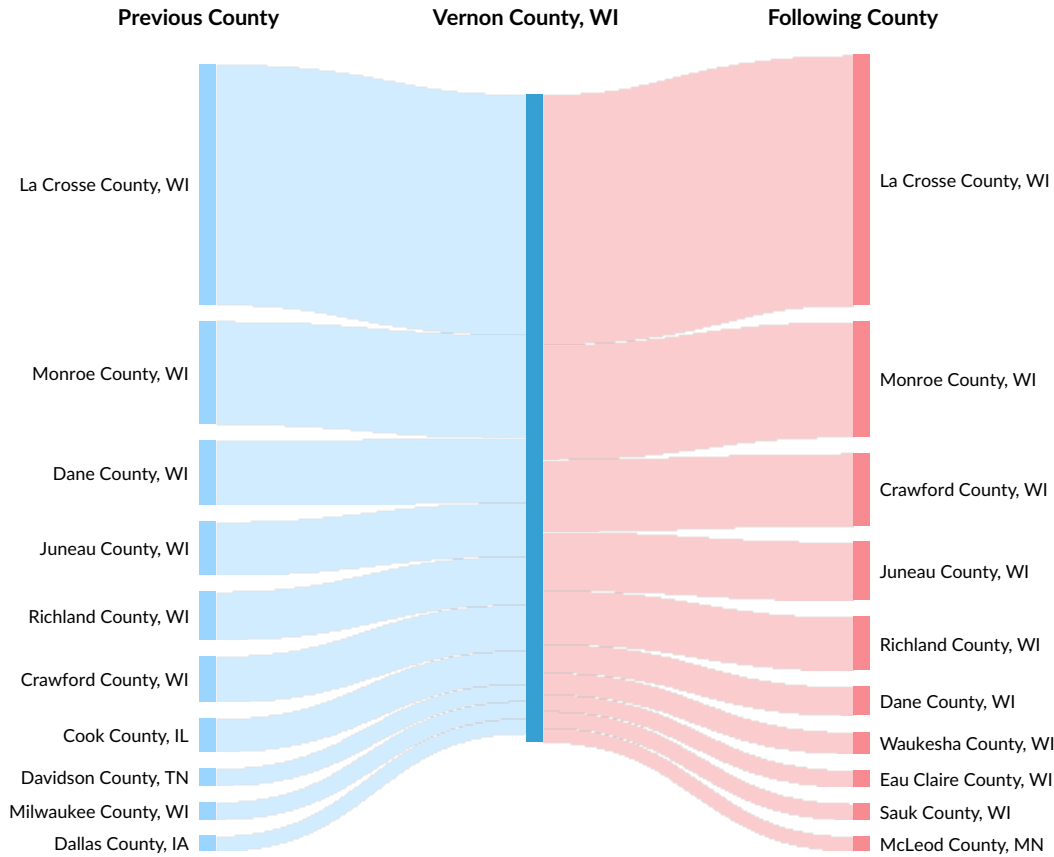
Where Talent Lives

ZIP	Name	2023 Workers
54665	Viroqua, WI (in Vernon ...	5,041
54667	Westby, WI (in Vernon c...	2,891
54634	Hillsboro, WI (in Vernon...	1,826
54658	Stoddard, WI (in Vernon...	1,475
54623	Coon Valley, WI (in Vern...	1,033

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 2021, 253 people have migrated from La Crosse County, WI to Vernon County, WI. In the same year, 263 people left Vernon County, WI migrating to La Crosse County, WI. The total Net Migration for Vernon County, WI in 2021 was 48.

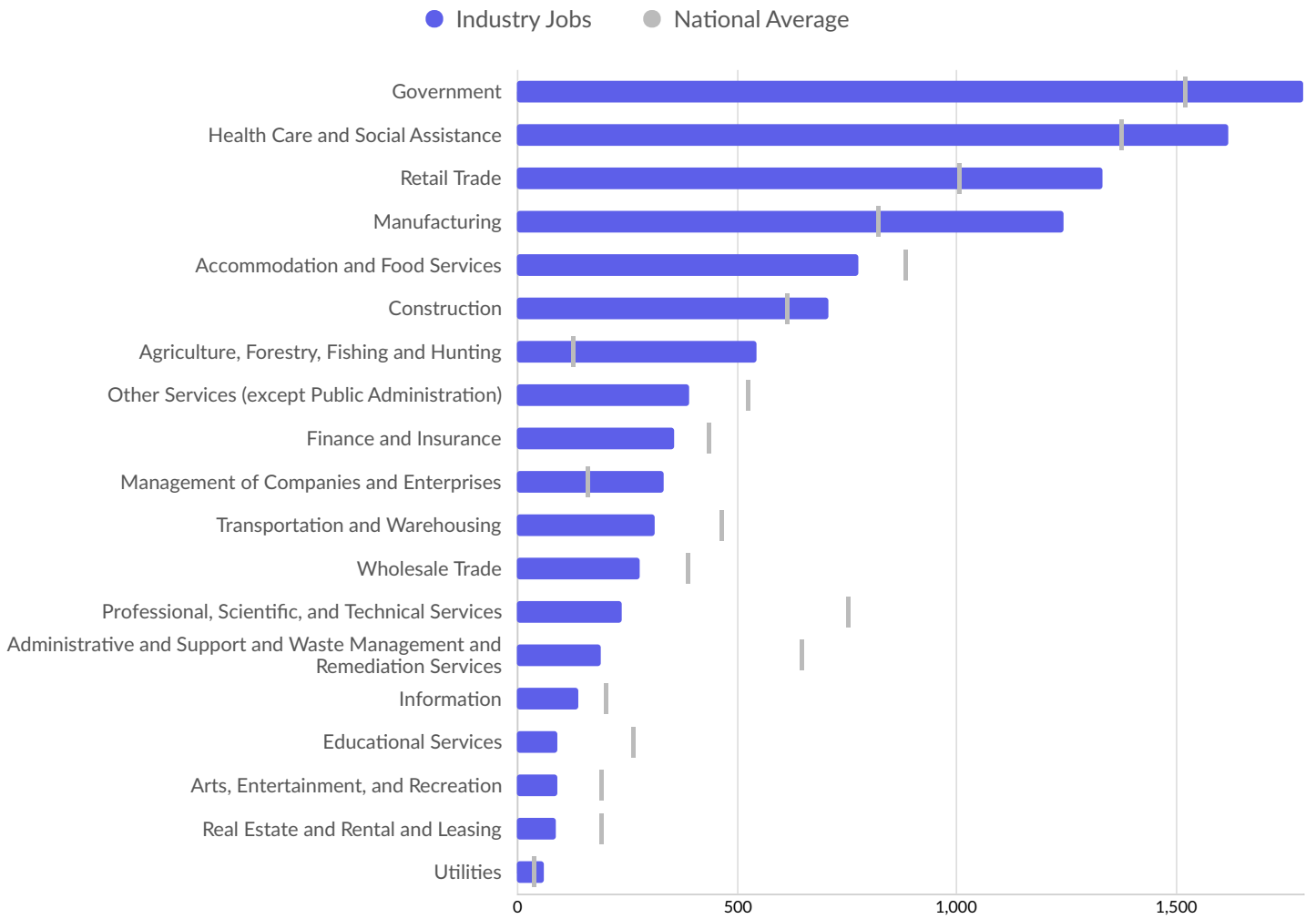


Top Previous Counties	Migrations
La Crosse County, WI	253
Monroe County, WI	108
Dane County, WI	68
Juneau County, WI	56
Richland County, WI	51
Crawford County, WI	48

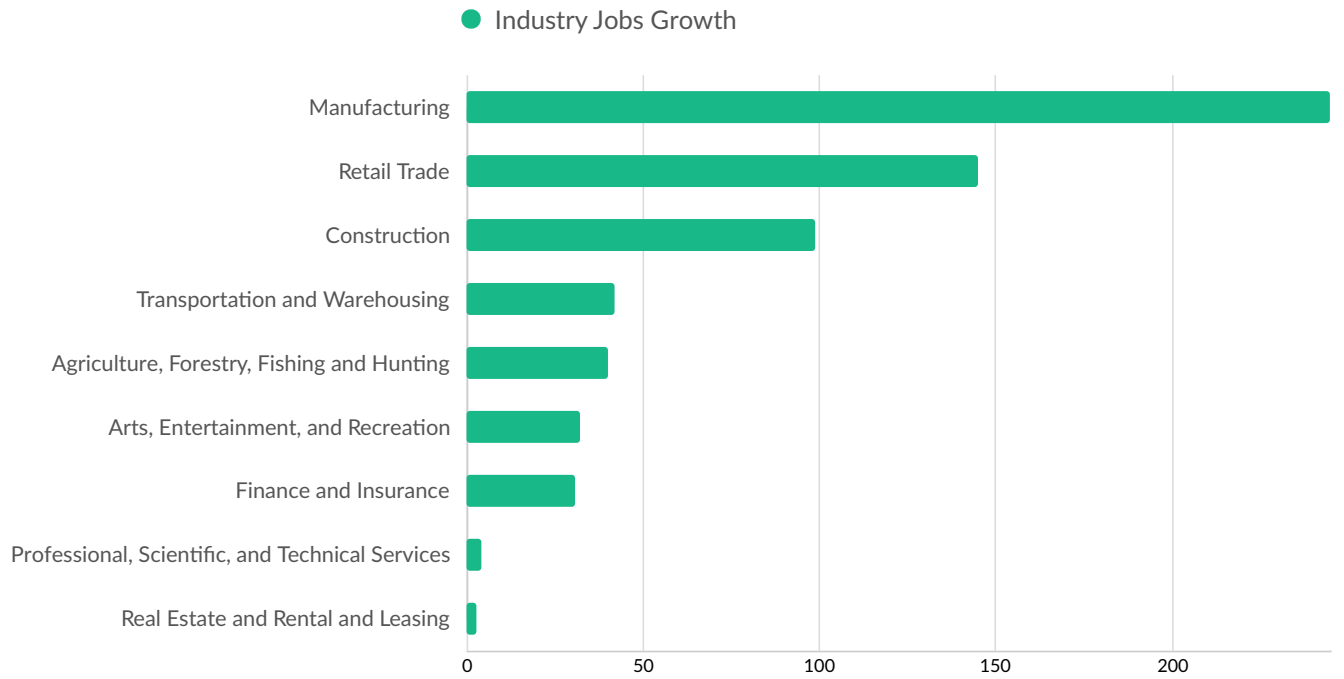
Top Previous Counties	Migrations
Cook County, IL	35
Davidson County, TN	18
Milwaukee County, WI	18
Dallas County, IA	16
Sauk County, WI	14
Walworth County, WI	13
Racine County, WI	12
Clinton County, MI	9
Hennepin County, MN	8
Top Following Counties	Migrations
La Crosse County, WI	263
Monroe County, WI	121
Crawford County, WI	76
Juneau County, WI	62
Richland County, WI	56
Dane County, WI	30
Waukesha County, WI	23
Eau Claire County, WI	18
Sauk County, WI	17
McLeod County, MN	15
Will County, IL	14
Linn County, IA	13
Allamakee County, IA	12
Hennepin County, MN	11
Cameron County, TX	11

Industry Characteristics

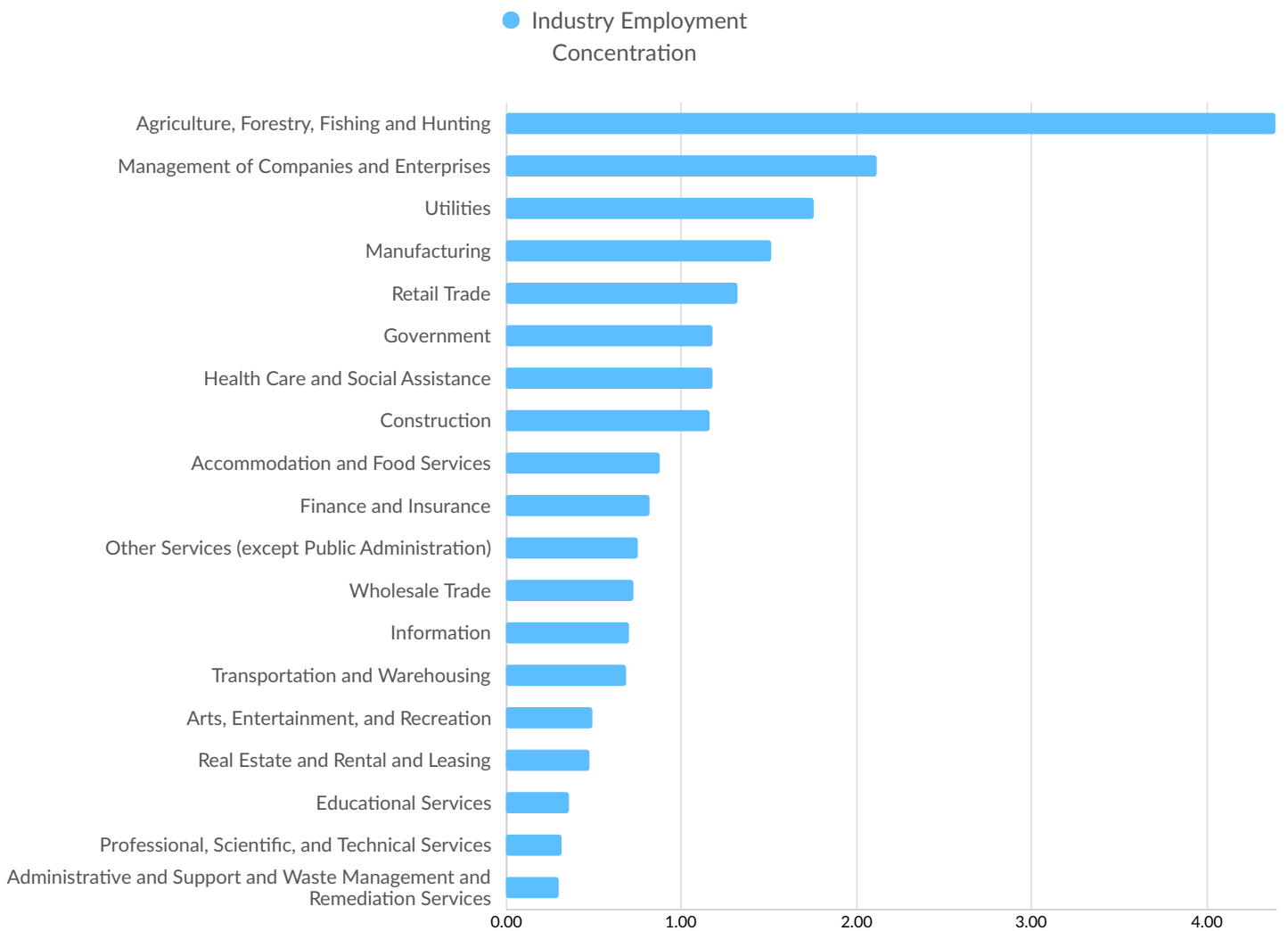
Largest Industries



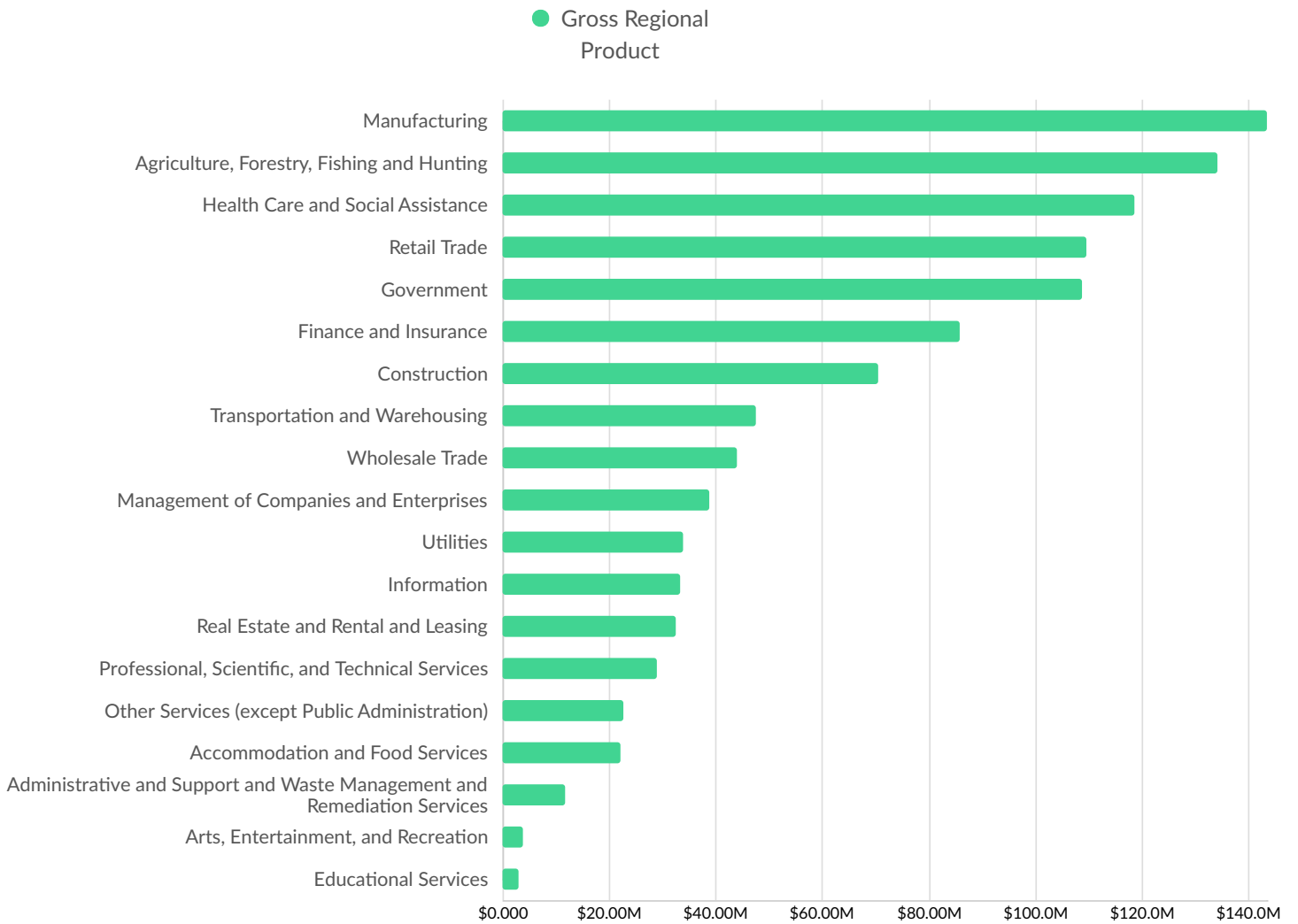
Top Growing Industries



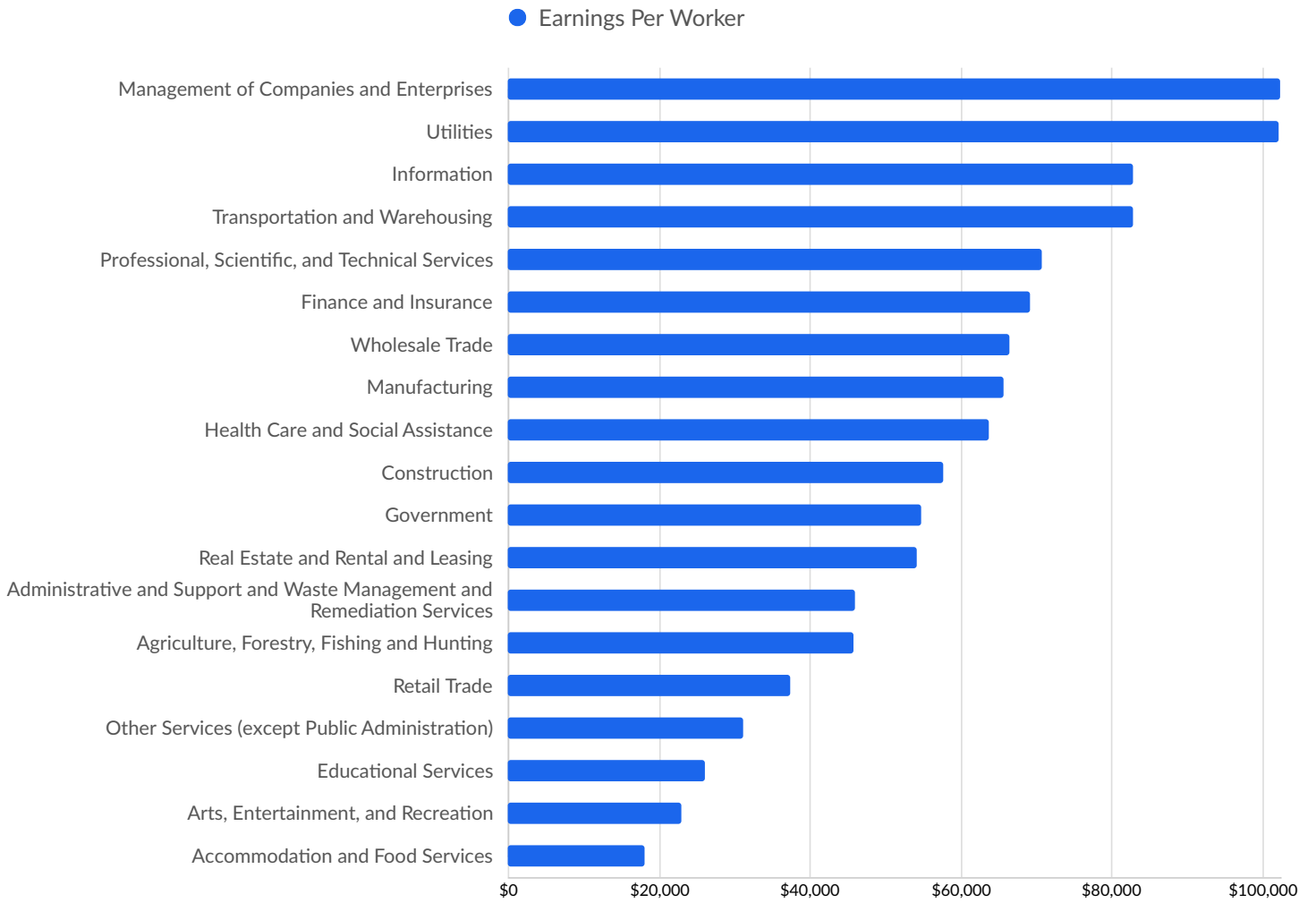
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



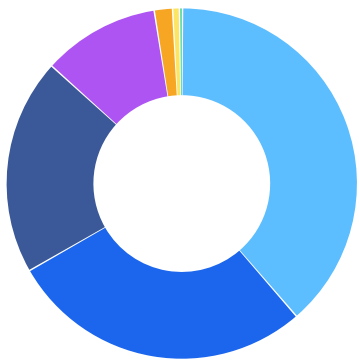
Business Characteristics

2,437 Companies Employ Your Workers

Online profiles for your workers mention 2,437 companies as employers, with the top 10 appearing below. In the last 12 months, 190 companies in Vernon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Organic Valley	246 	Gundersen Health System	69 
Gundersen Health System	227 	Kwik Trip	50 
Vernon Memorial Healthcare	115 	Walgreens Boots Alliance	48 
Glad Farms	55 	Organic Valley	46 
Mayo Clinic	48 	Land O'Lakes	39 
University of Wisconsin System	48 	Ornua	26 
Kwik Trip	46 	Sam's Club	26 
Western Technical College	40 	Walmart	26 
Trane Commercial Systems	37 	GPAC	20 
Walmart	34 	Lamar Advertising Company	20 

Business Size

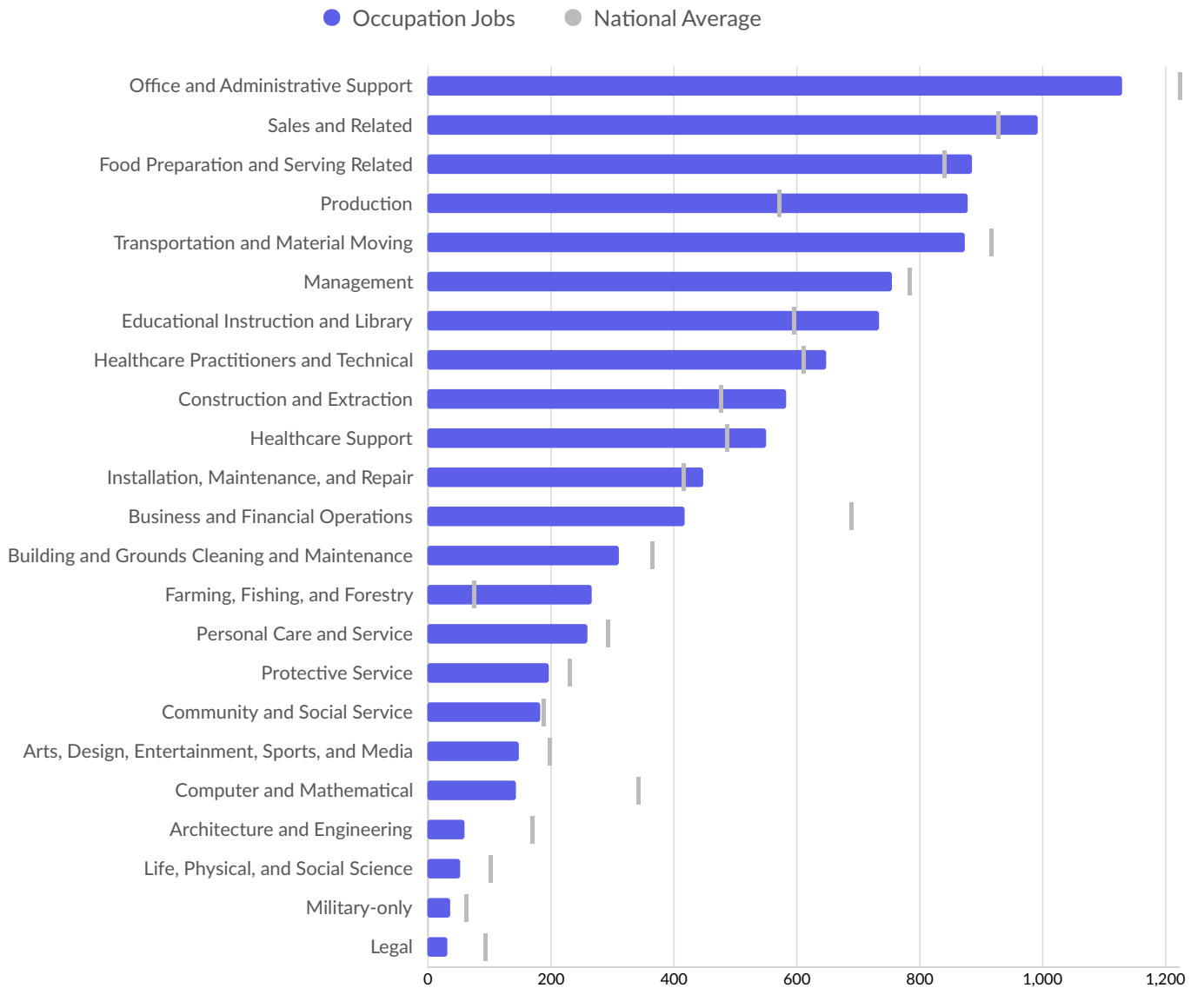


	Percentage	Business Count
● 1 to 4 employees	38.6%	551
● 5 to 9 employees	28.1%	401
● 10 to 19 employees	20.0%	285
● 20 to 49 employees	10.8%	154
● 50 to 99 employees	1.7%	24
● 100 to 249 employees	0.6%	9
● 250 to 499 employees	0.3%	4

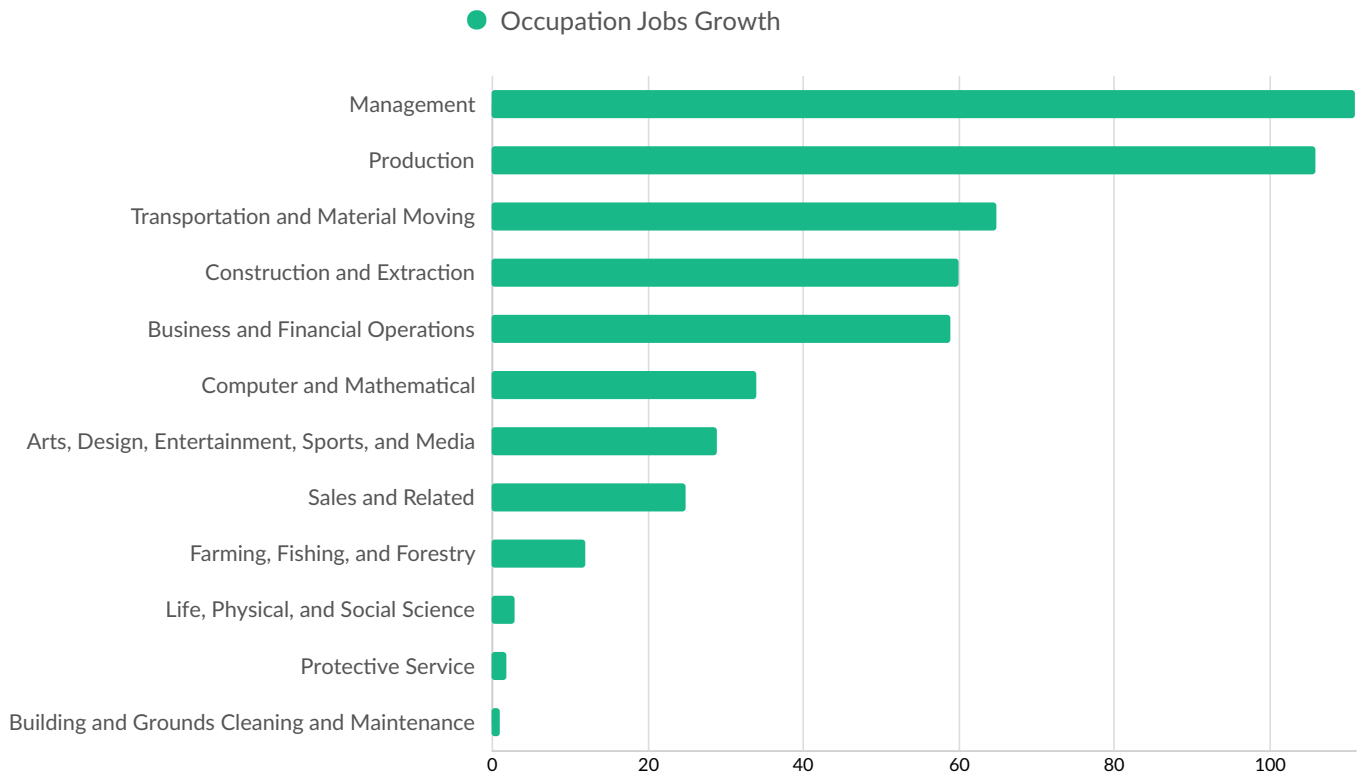
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations

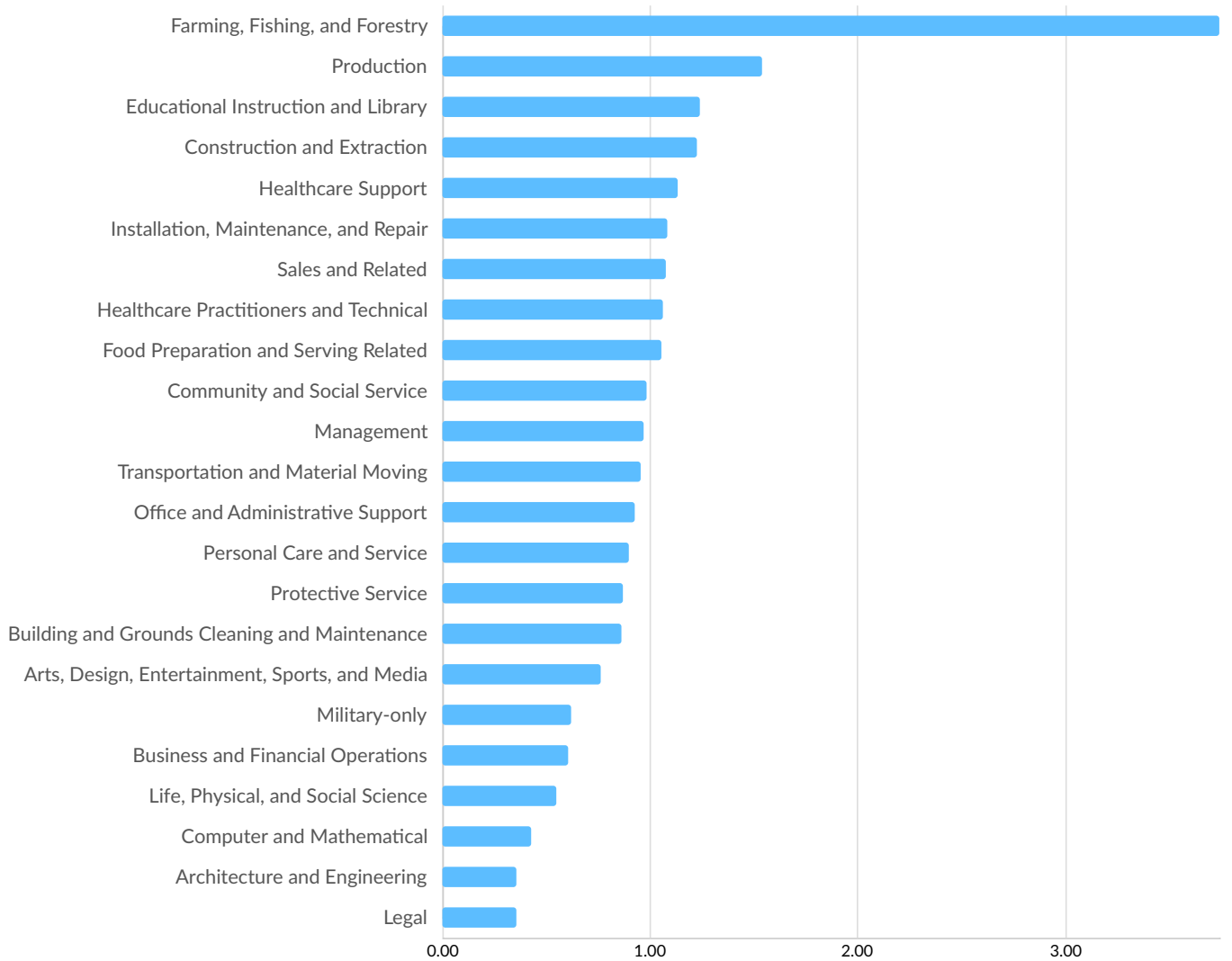


Top Growing Occupations

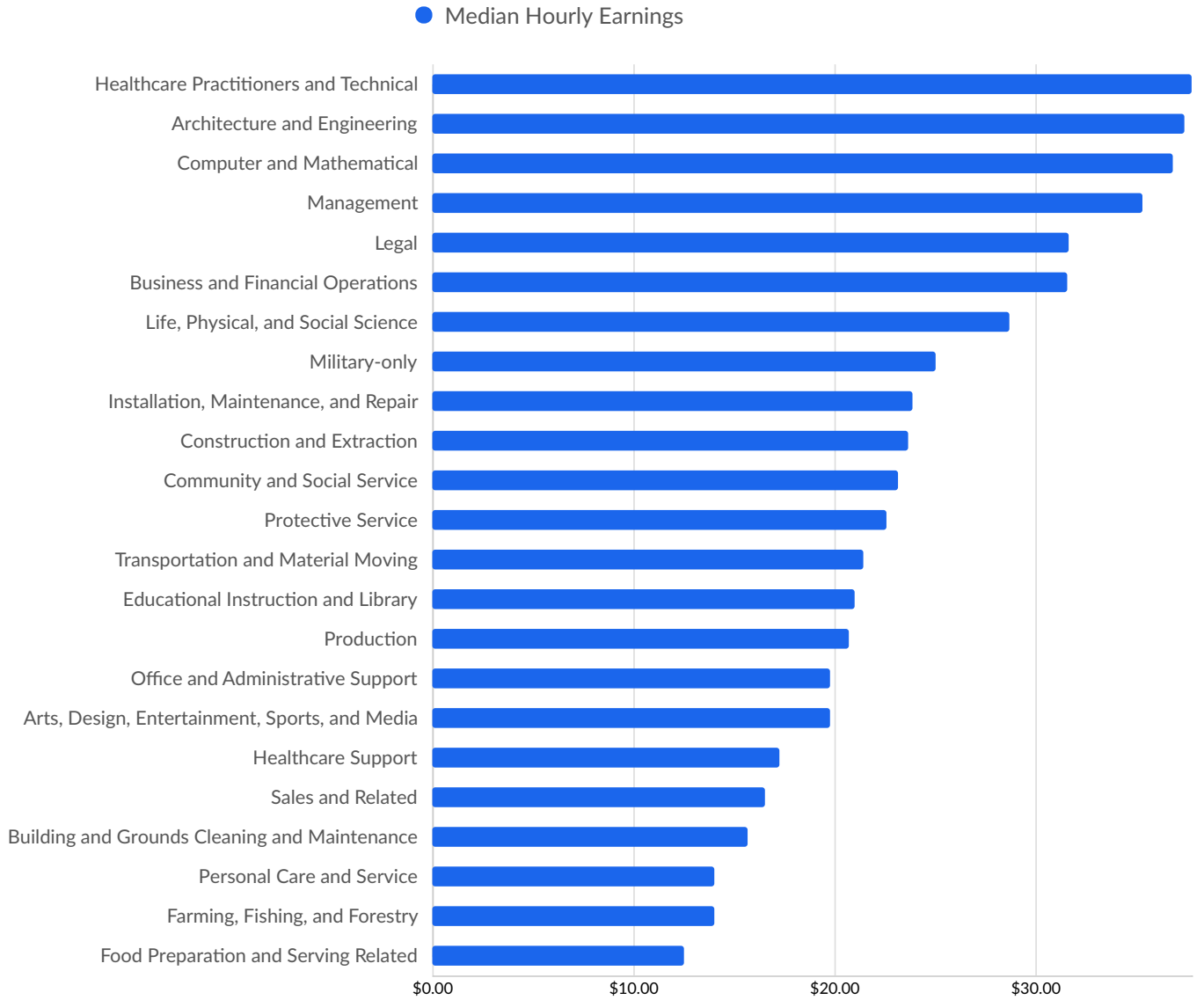


Top Occupation Employment Concentration

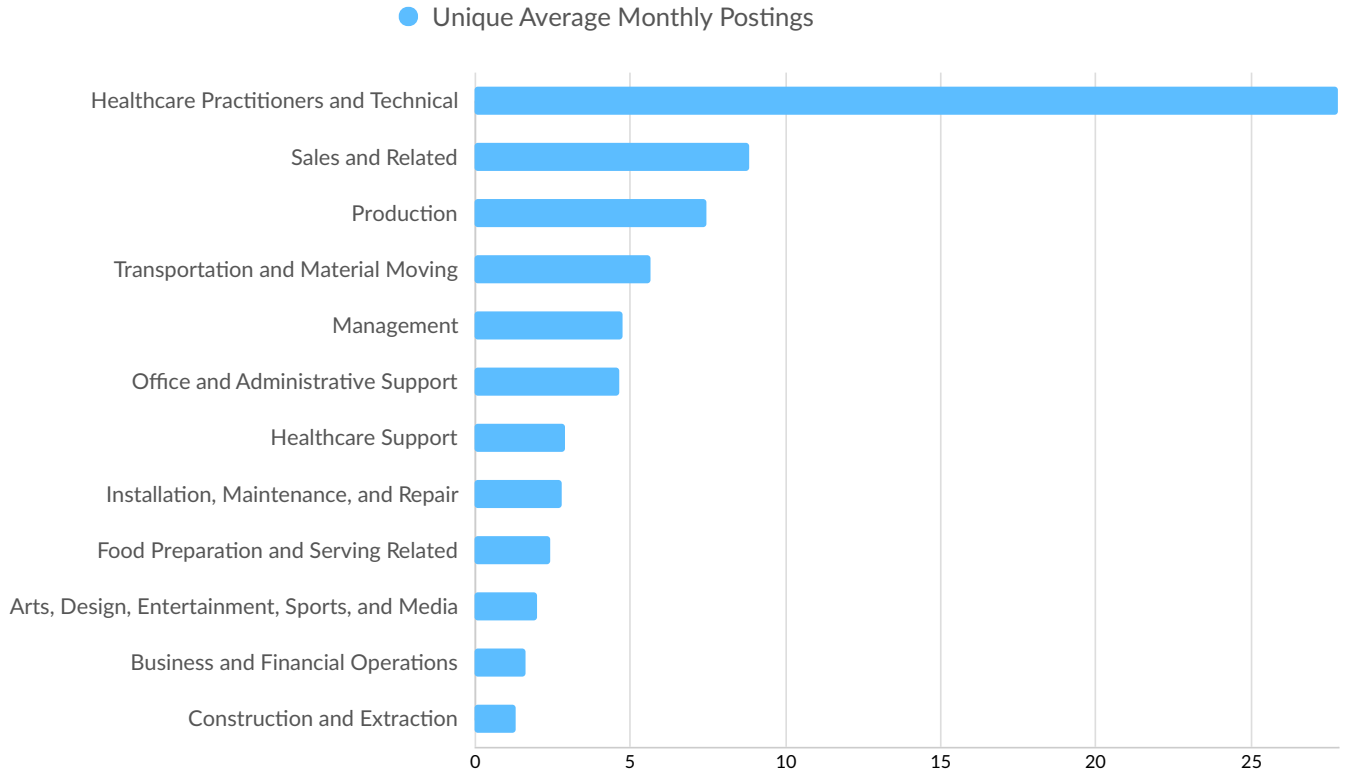
● Occupation Employment Concentration



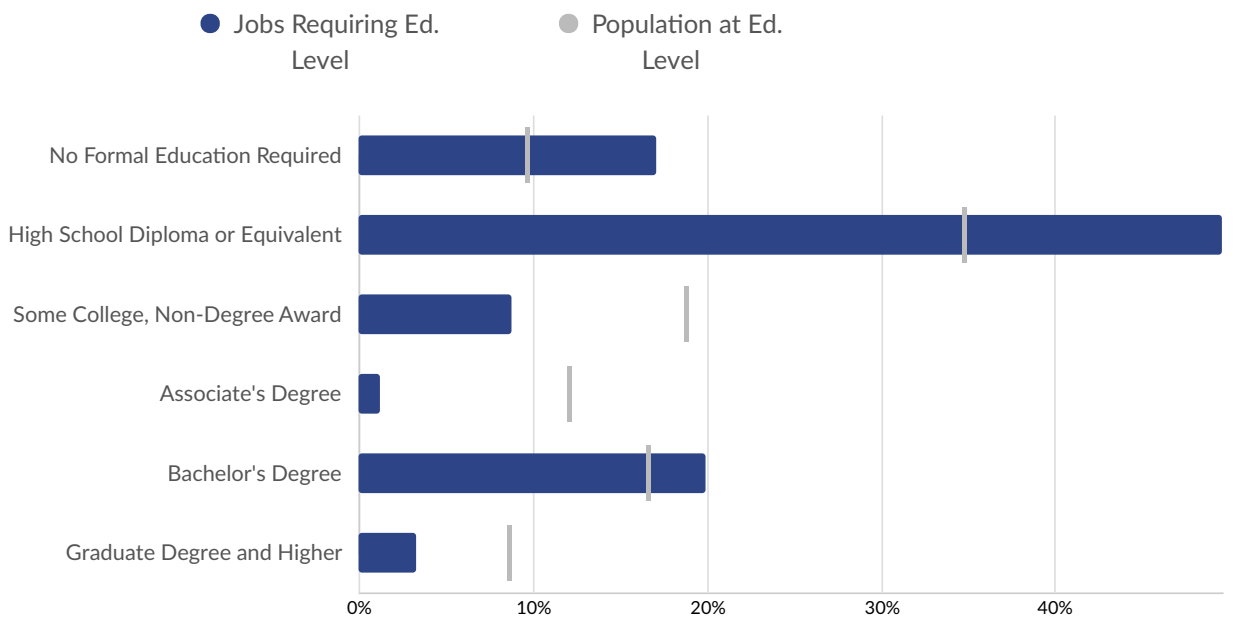
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

