



La Crosse County, WI

Mississippi River Regional Planning Commission



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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

121,408

Population (2025)

Population **grew by 465** over the last 5 years and is projected to **grow by 1,303** over the next 5 years.

76,792

Total Regional Employment

Jobs **grew by 5,205** over the last 5 years and are projected to **grow by 2,076** over the next 5 years.

\$70.7K

Median Household Income (2023)

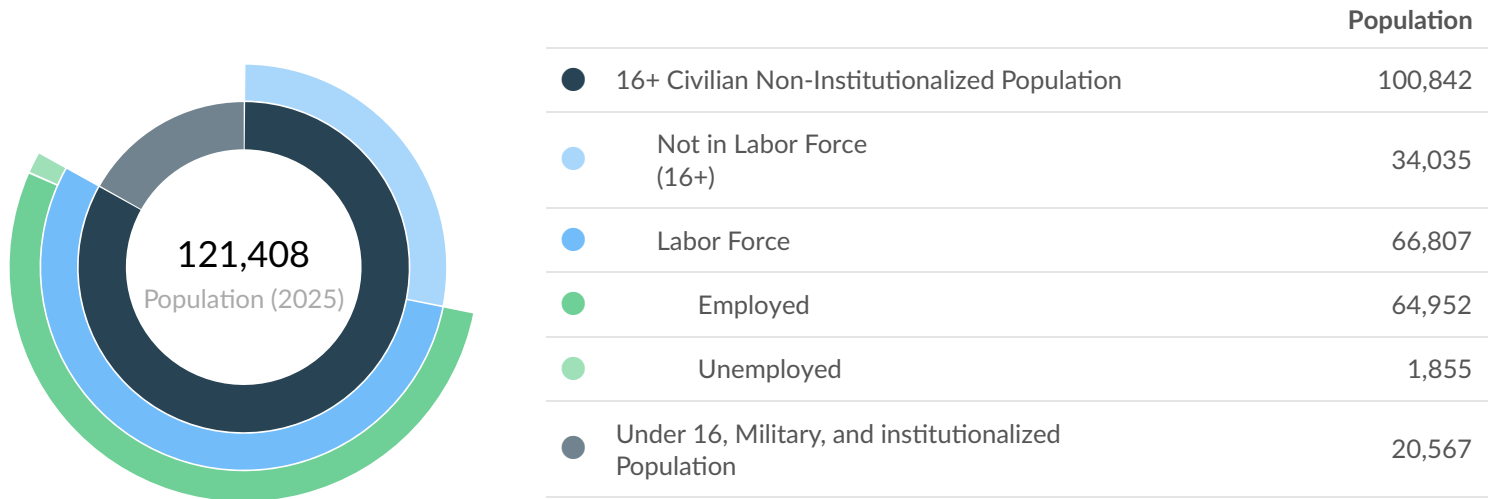
Median household income is **\$7.8K below** the national median household income of \$78.5K.

Takeaways

- As of 2025 the region's population **increased by 0.4%** since 2020, growing by 465. Population is expected to **increase by 1.1%** between 2025 and 2030, adding 1,303.
- From 2020 to 2025, jobs **increased by 7.3%** in La Crosse County, WI from 71,587 to **76,792**. This change **fell short of the national growth rate of 10.6% by 3.3%**. As the number of jobs increased, the **labor force participation rate increased from 64.5% to 66.2% between 2020 and 2025**.
- Concerning educational attainment, **22.5% of La Crosse County, WI residents possess a Bachelor's Degree** (0.7% above the national average), and **14.0% hold an Associate's Degree** (5.1% above the national average).
- The top three industries in 2025 are General Medical and Surgical Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

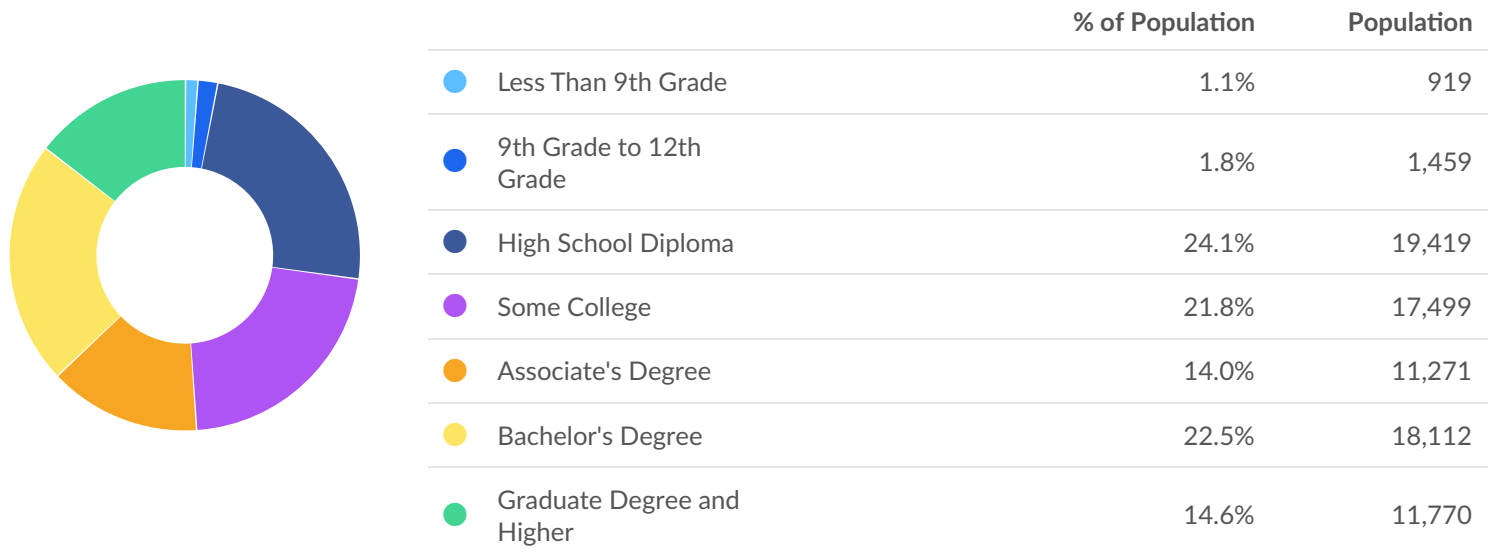
	Population (2025)	Labor Force (Dec 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	121,408	66,807	76,792	100.6	\$10.37B	\$10.03B	\$10.91B
State	5,980,718	3,123,278	3,272,214	100.3	\$457.86B	\$400.36B	\$432.85B

Dec 2025 Labor Force Breakdown



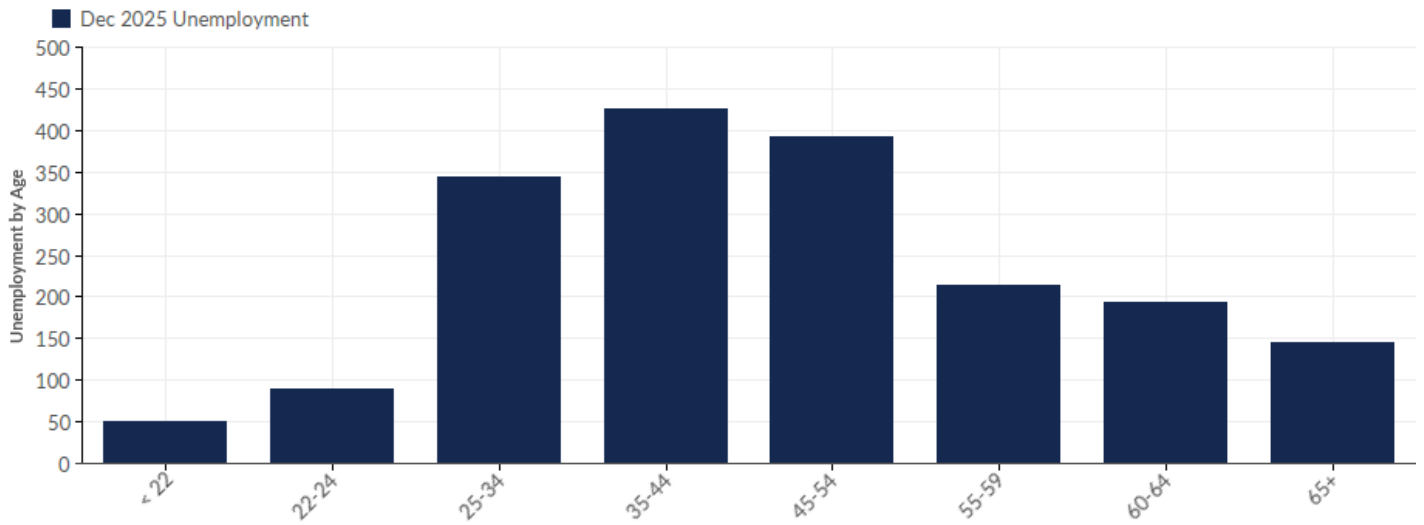
Educational Attainment

Concerning educational attainment, **22.5% of La Crosse County, WI residents possess a Bachelor's Degree** (0.7% above the national average), and **14.0% hold an Associate's Degree** (5.1% above the national average).



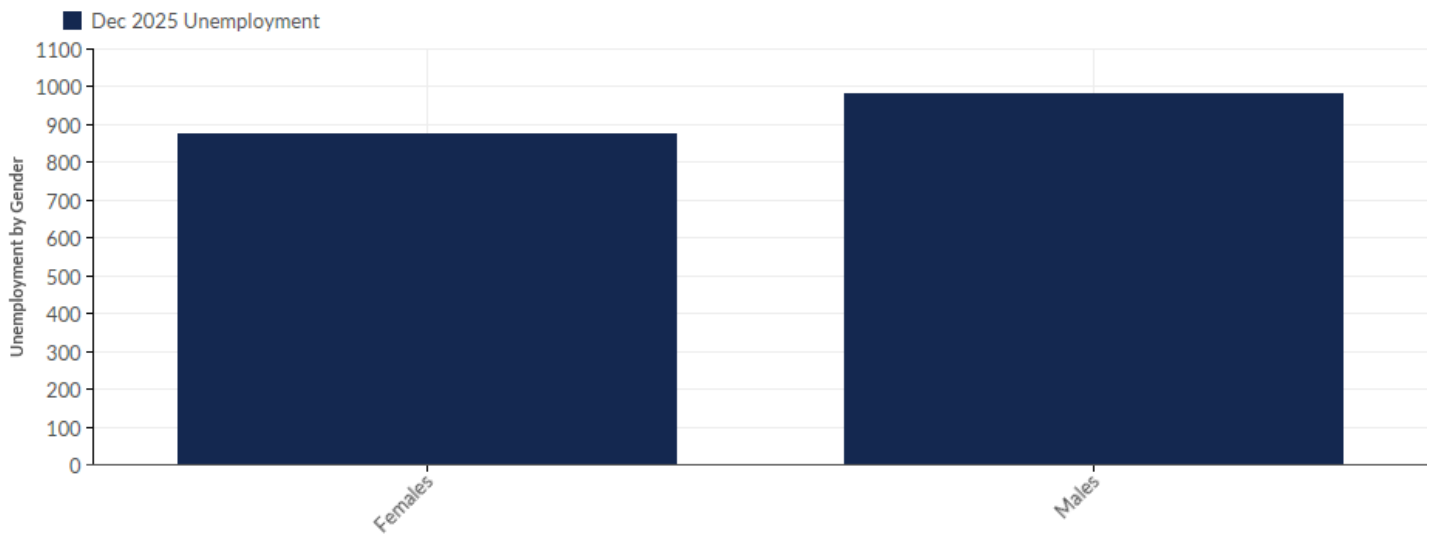
Unemployment by Demographics

Unemployment by Age



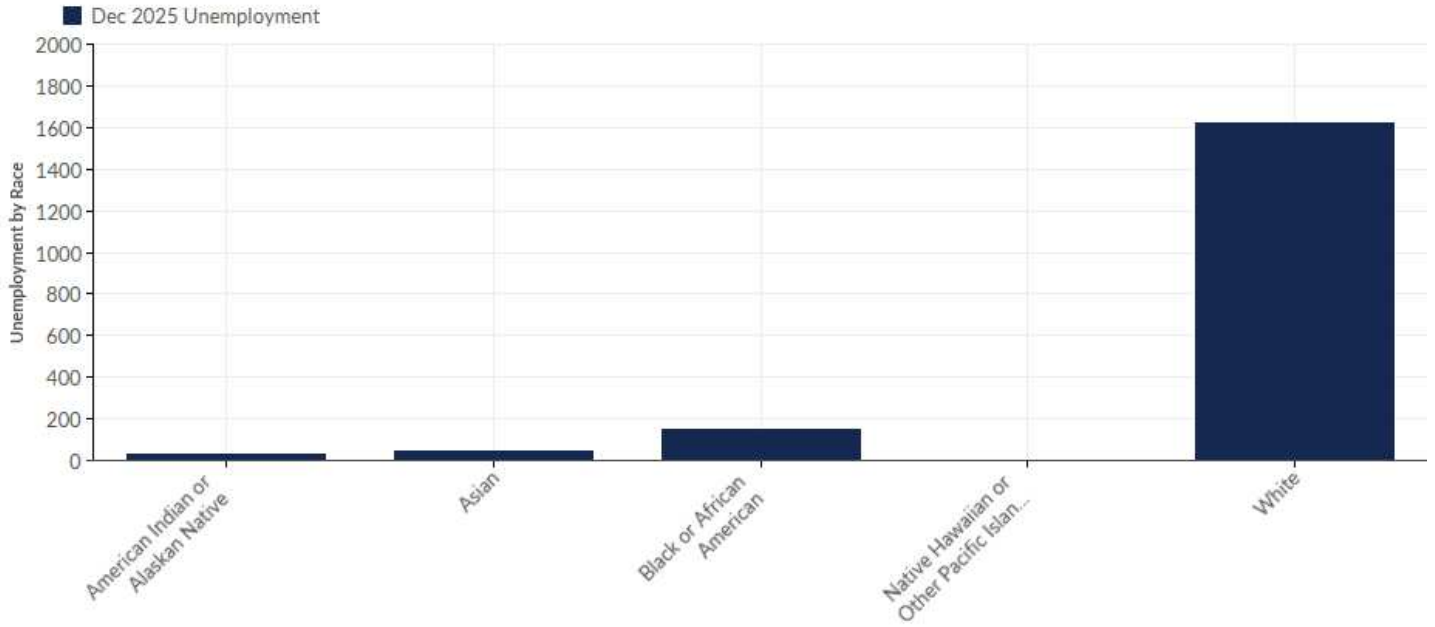
Age	Unemployment (Dec 2025)	% of Unemployed
< 22	50	2.70%
22-24	89	4.80%
25-34	343	18.49%
35-44	427	23.02%
45-54	393	21.19%
55-59	214	11.54%
60-64	194	10.46%
65+	146	7.87%
Total	1,855	100.00%

Unemployment by Gender



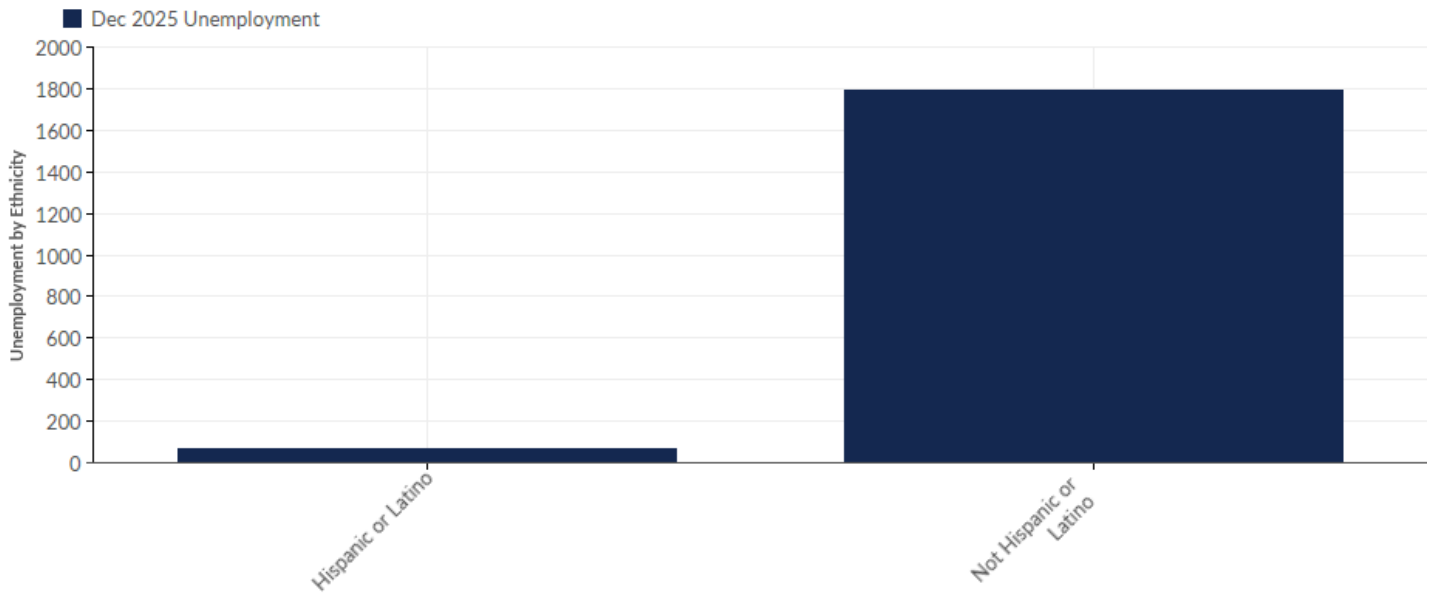
Gender	Unemployment (Dec 2025)	% of Unemployed
Females	875	47.17%
Males	980	52.83%
Total	1,855	100.00%

Unemployment by Race



Race	Unemployment (Dec 2025)	% of Unemployed
American Indian or Alaskan Native	30	1.62%
Asian	48	2.59%
Black or African American	151	8.14%
Native Hawaiian or Other Pacific Islander	3	0.16%
White	1,623	87.49%
Total	1,855	100.00%

Unemployment by Ethnicity

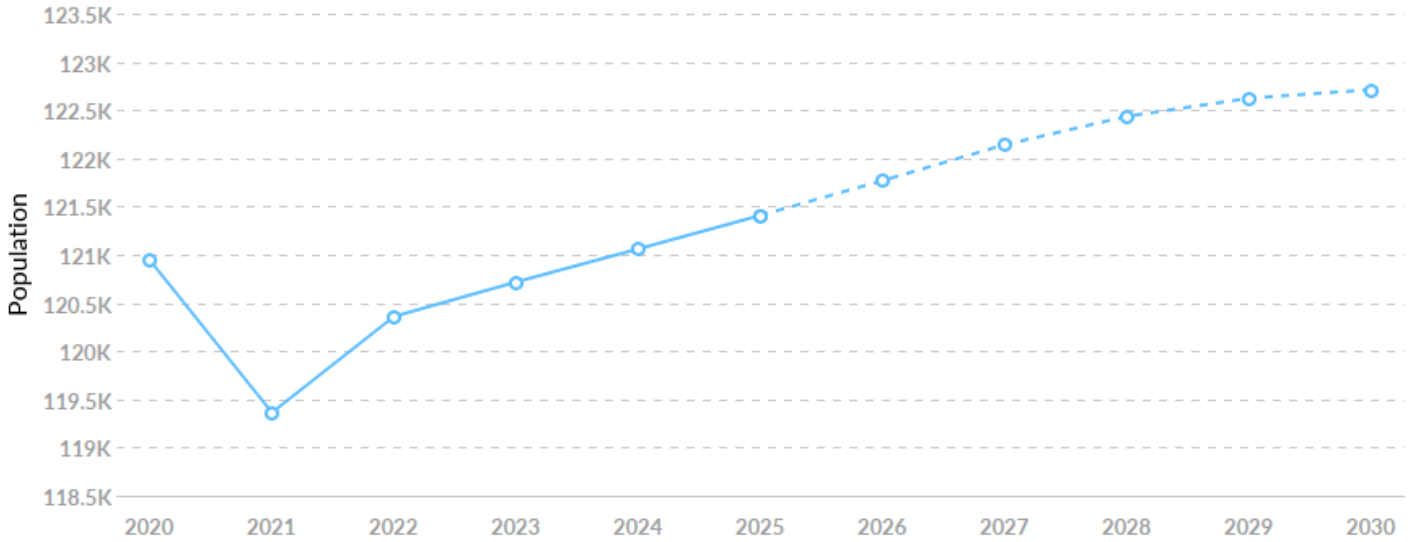


Ethnicity	Unemployment (Dec 2025)	% of Unemployed
Hispanic or Latino	64	3.45%
Not Hispanic or Latino	1,791	96.55%
Total	1,855	100.00%

Historic & Projected Trends

Population Trends

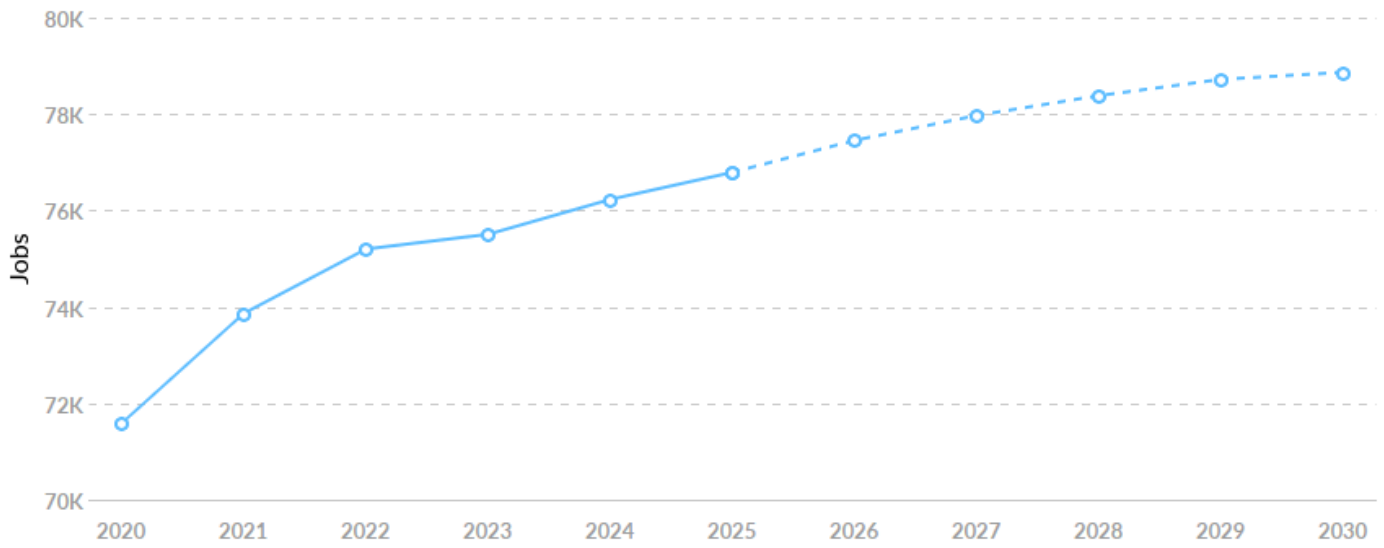
As of 2025 the region's population increased by 0.4% since 2020, growing by 465. Population is expected to increase by 1.1% between 2025 and 2030, adding 1,303.



Timeframe	Population
2020	120,943
2021	119,362
2022	120,359
2023	120,717
2024	121,060
2025	121,408
2026	121,769
2027	122,141
2028	122,435
2029	122,623
2030	122,712

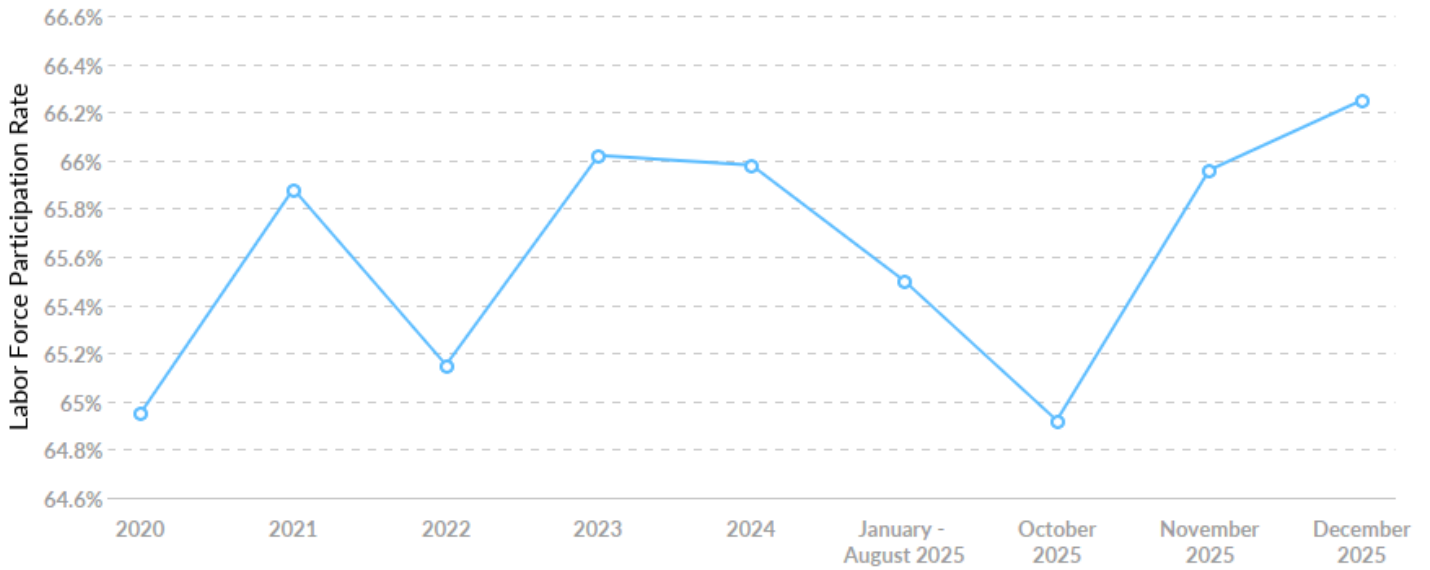
Job Trends

From 2020 to 2025, jobs increased by 7.3% in La Crosse County, WI from 71,587 to 76,792. This change fell short of the national growth rate of 10.6% by 3.3%.



Timeframe	Jobs
2020	71,587
2021	73,866
2022	75,200
2023	75,506
2024	76,230
2025	76,792
2026	77,454
2027	77,972
2028	78,383
2029	78,720
2030	78,867

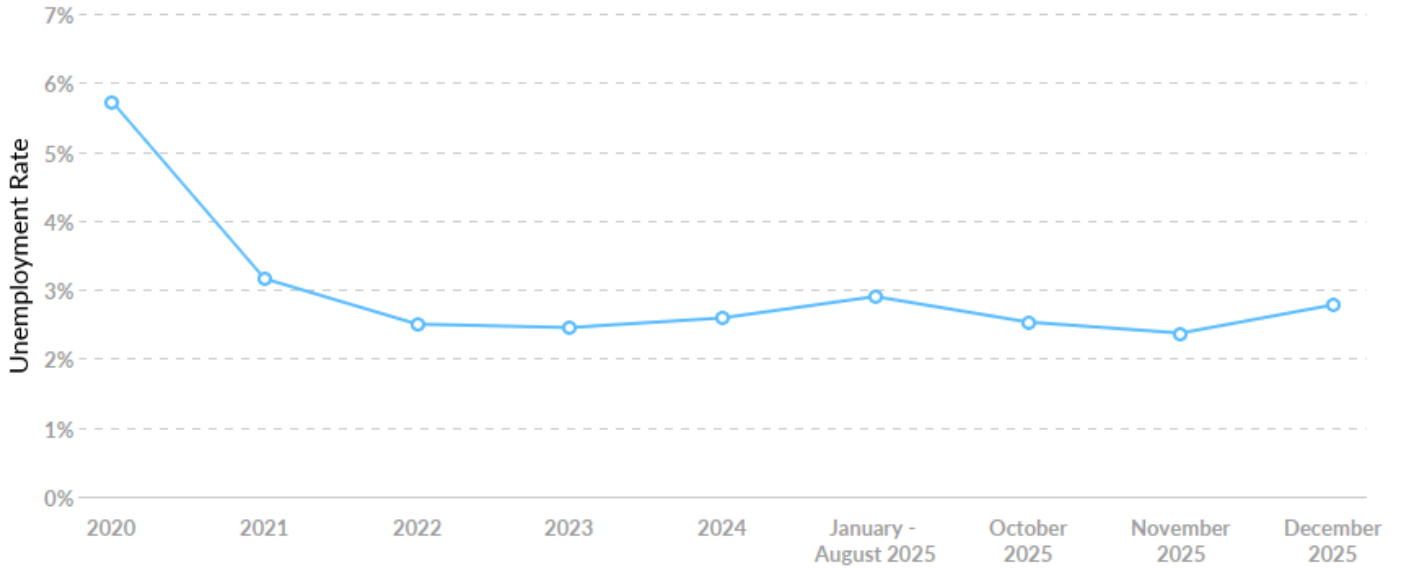
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	64.95%
2021	65.88%
2022	65.15%
2023	66.02%
2024	65.98%
January - August 2025	65.50%
October 2025	64.92%
November 2025	65.96%
December 2025	66.25%

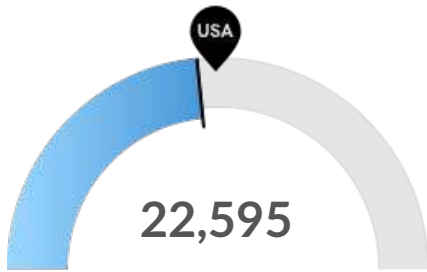
Unemployment Rate Trends

La Crosse County, WI had a December 2025 unemployment rate of 2.78%, **decreasing from 5.73%** 5 years before.



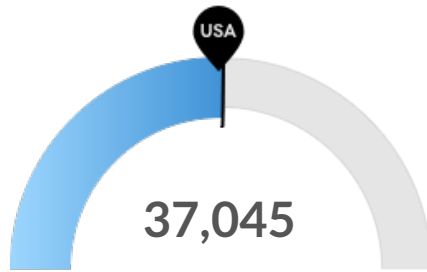
Timeframe	Unemployment Rate
2020	5.73%
2021	3.16%
2022	2.50%
2023	2.45%
2024	2.59%
January - August 2025	2.90%
October 2025	2.53%
November 2025	2.37%
December 2025	2.78%

Population Characteristics



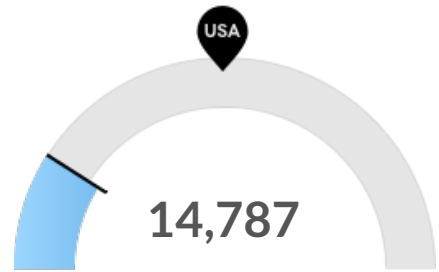
Millennials

La Crosse County, WI has 22,595 millennials (ages 25-39). The national average for an area this size is 24,782.



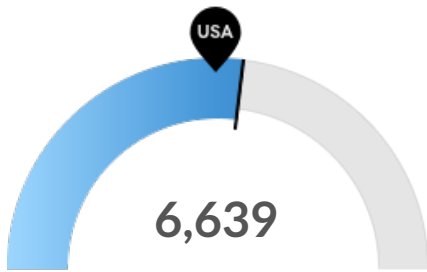
Retiring Soon

Retirement risk is about average in La Crosse County, WI. The national average for an area this size is 36,606 people 55 or older, while there are 37,045 here.



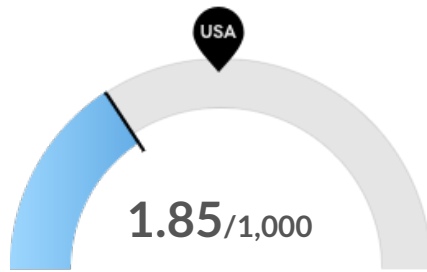
Racial Diversity

Racial diversity is low in La Crosse County, WI. The national average for an area this size is 51,497 racially diverse people, while there are 14,787 here.



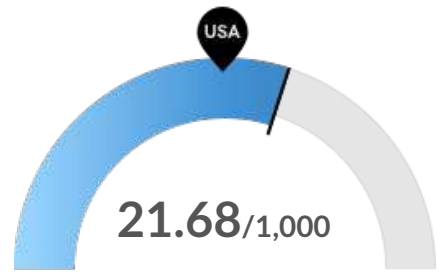
Veterans

La Crosse County, WI has 6,639 veterans. The national average for an area this size is 5,939.



Violent Crime

La Crosse County, WI has 1.85 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

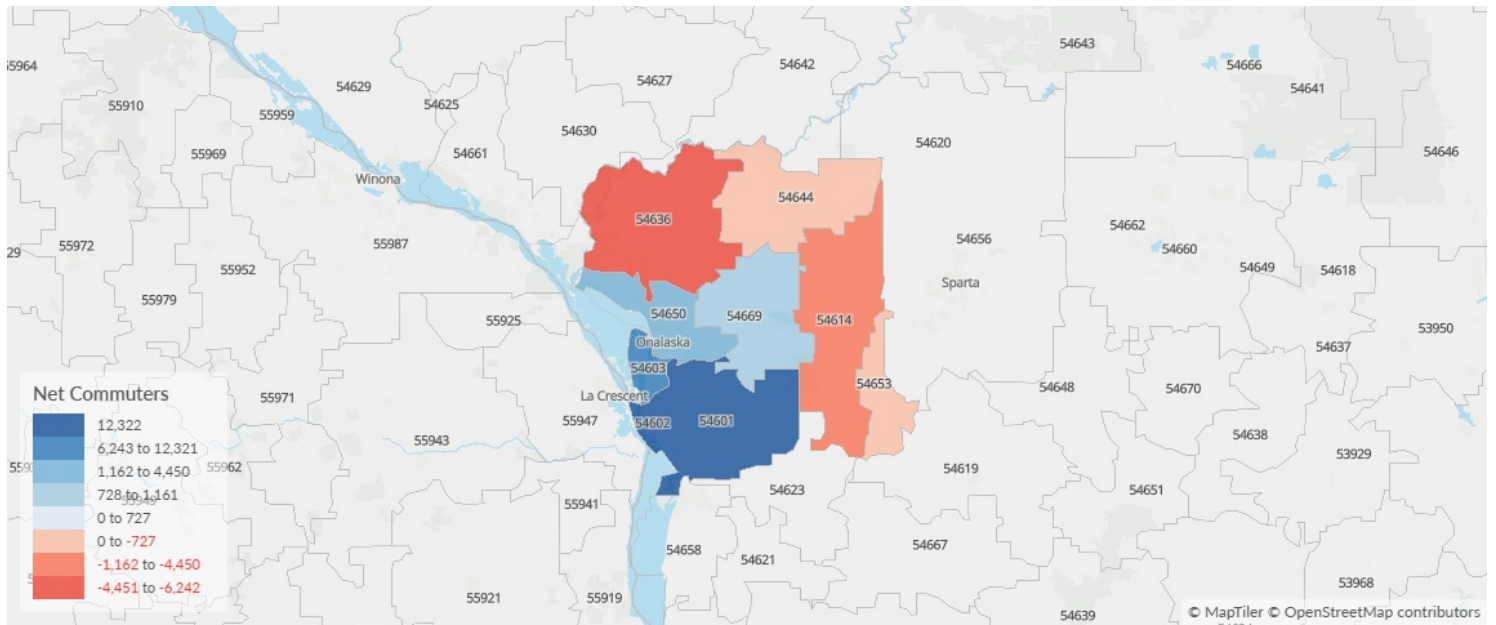


Property Crime

La Crosse County, WI has 21.68 property crimes per 1,000 people. The national rate is 16.44 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	2025 Employment
54601	La Crosse, WI (in La Cro...	36,246
54650	Onalaska, WI (in La Cro...	14,613
54603	La Crosse, WI (in La Cro...	14,040
54669	West Salem, WI (in La C...	5,303
54636	Holmen, WI (in La Cross...	4,701

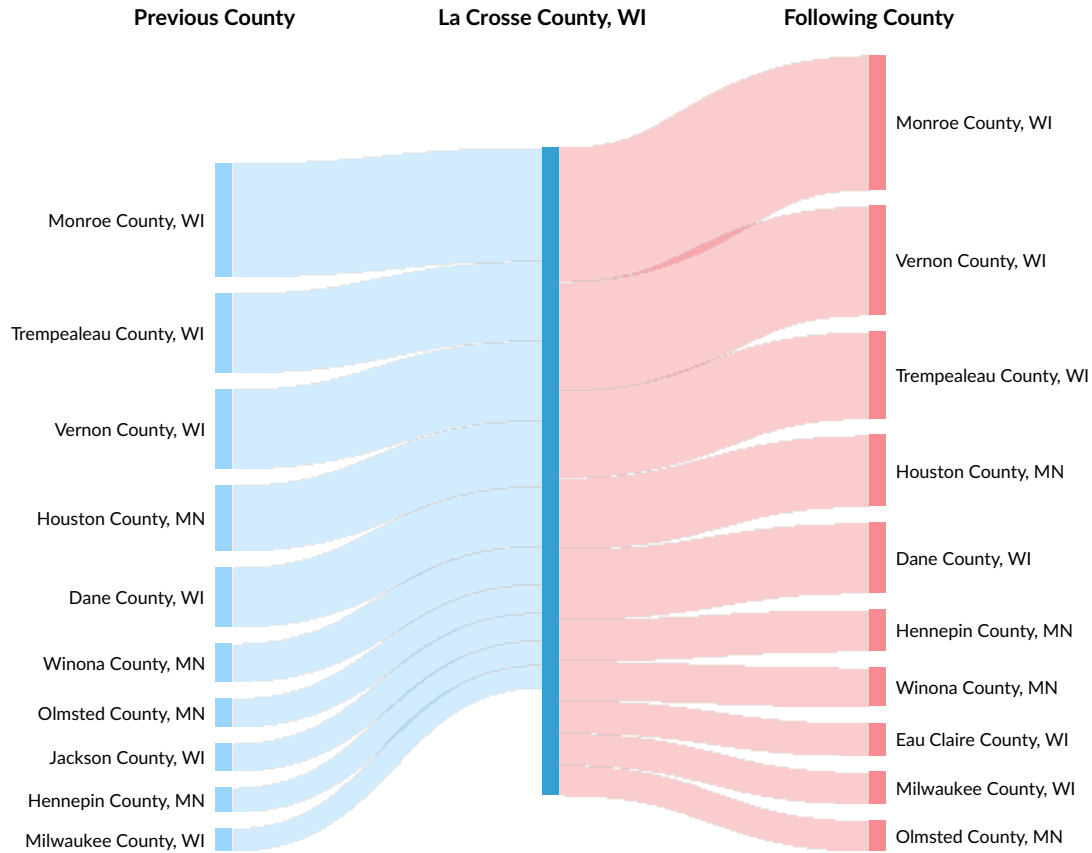
Where Talent Lives

ZIP	Name	2025 Workers
54601	La Crosse, WI (in La Cro...	23,924
54650	Onalaska, WI (in La Cro...	13,259
54636	Holmen, WI (in La Cross...	9,152
54603	La Crosse, WI (in La Cro...	7,797
54669	West Salem, WI (in La C...	4,575

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 2022, 328 people have migrated from Monroe County, WI to La Crosse County, WI. In the same year, 387 people left La Crosse County, WI migrating to Monroe County, WI. The total Net Migration for La Crosse County, WI in 2022 was -384.

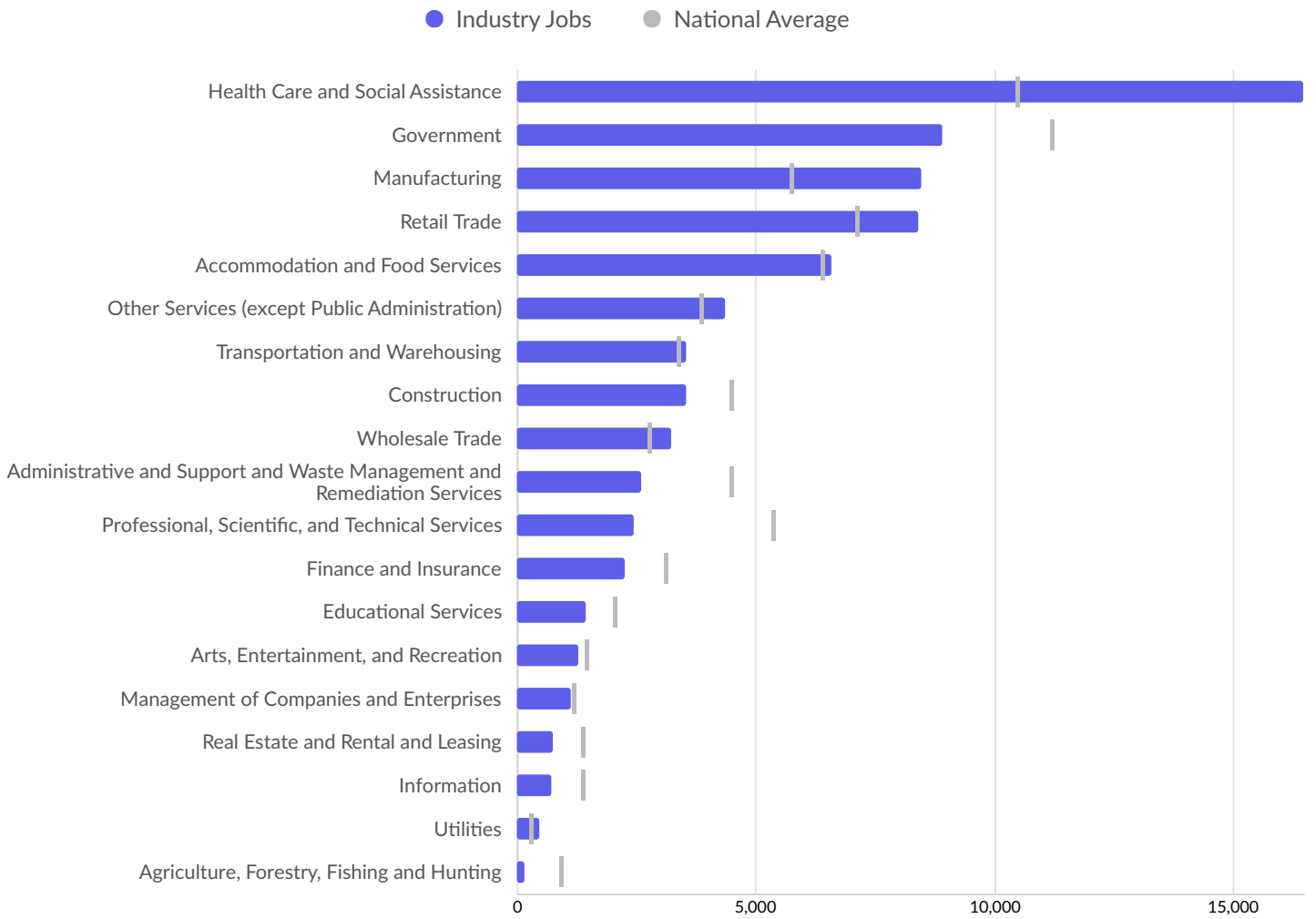


Top Previous Counties	Migrations
Monroe County, WI	328
Trempealeau County, WI	229
Vernon County, WI	229
Houston County, MN	190
Dane County, WI	172
Winona County, MN	111

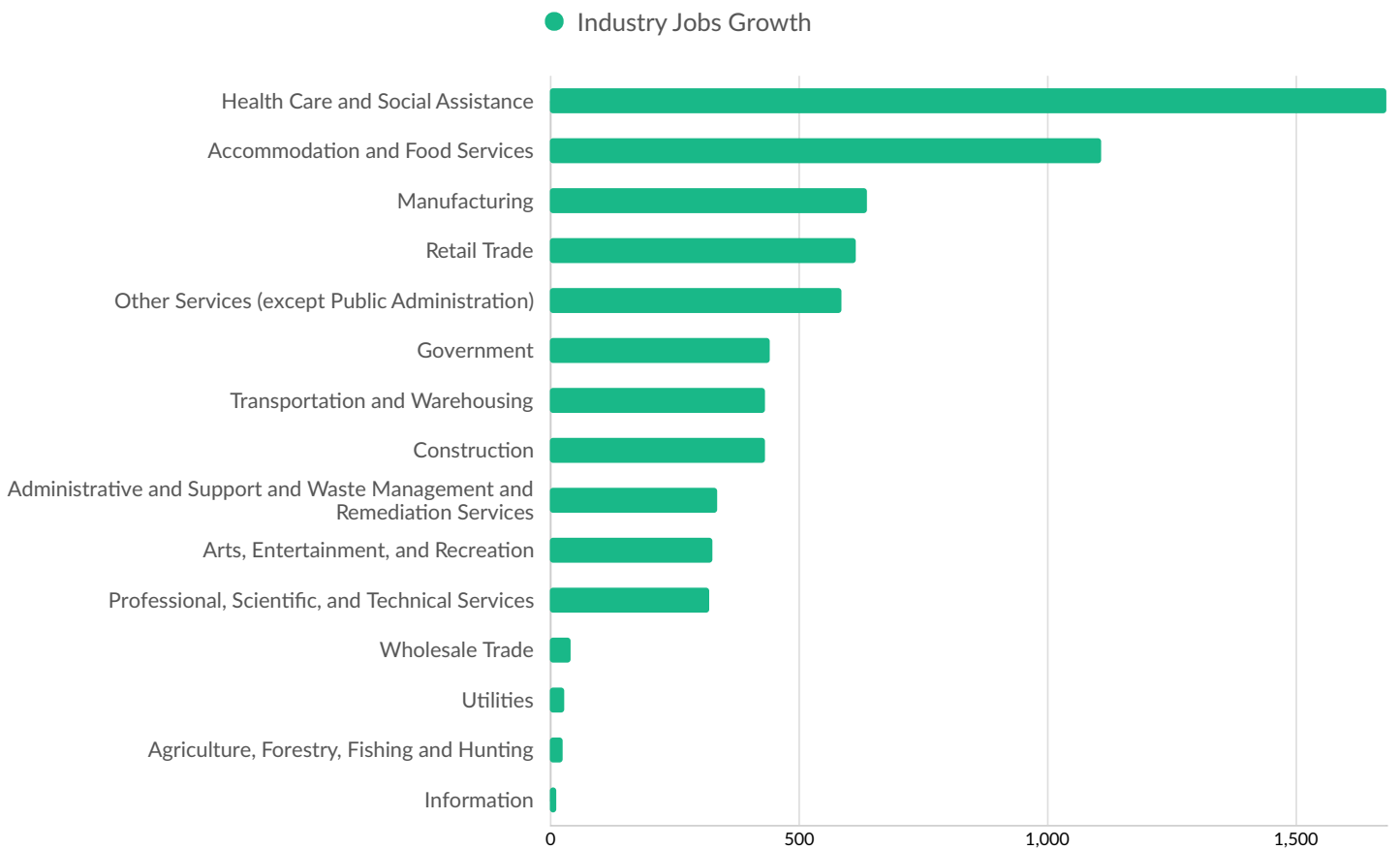
Top Previous Counties	Migrations
Olmsted County, MN	83
Jackson County, WI	80
Hennepin County, MN	71
Milwaukee County, WI	65
Eau Claire County, WI	64
Waukesha County, WI	52
Crawford County, WI	45
Wood County, WI	35
Dakota County, MN	34
Top Following Counties	Migrations
Monroe County, WI	387
Vernon County, WI	315
Trempealeau County, WI	251
Houston County, MN	206
Dane County, WI	202
Hennepin County, MN	120
Winona County, MN	112
Eau Claire County, WI	95
Milwaukee County, WI	92
Olmsted County, MN	88
Jackson County, WI	83
Waukesha County, WI	69
Maricopa County, AZ	57
Ramsey County, MN	55
Brown County, WI	53

Industry Characteristics

Largest Industries



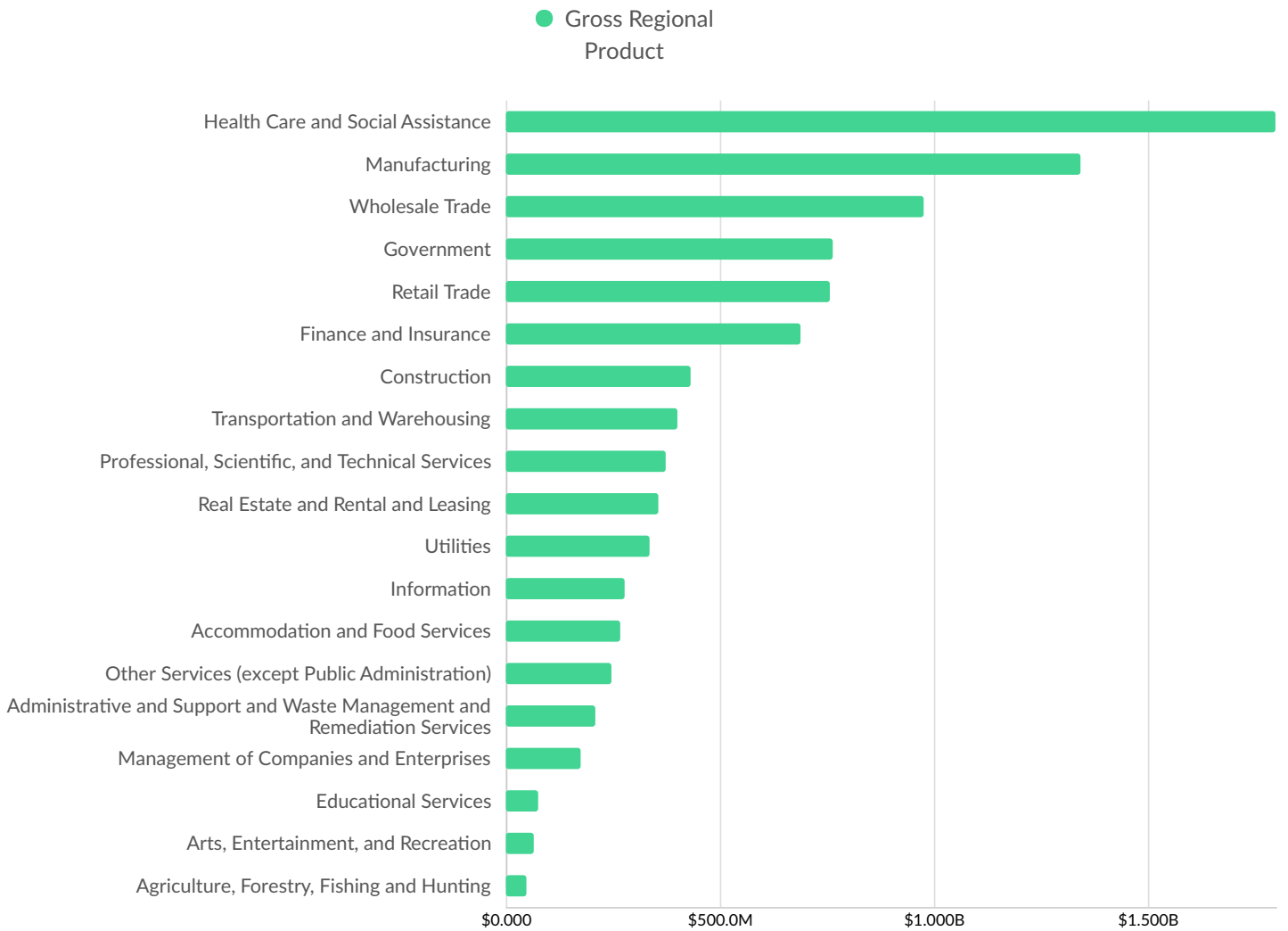
Top Growing Industries



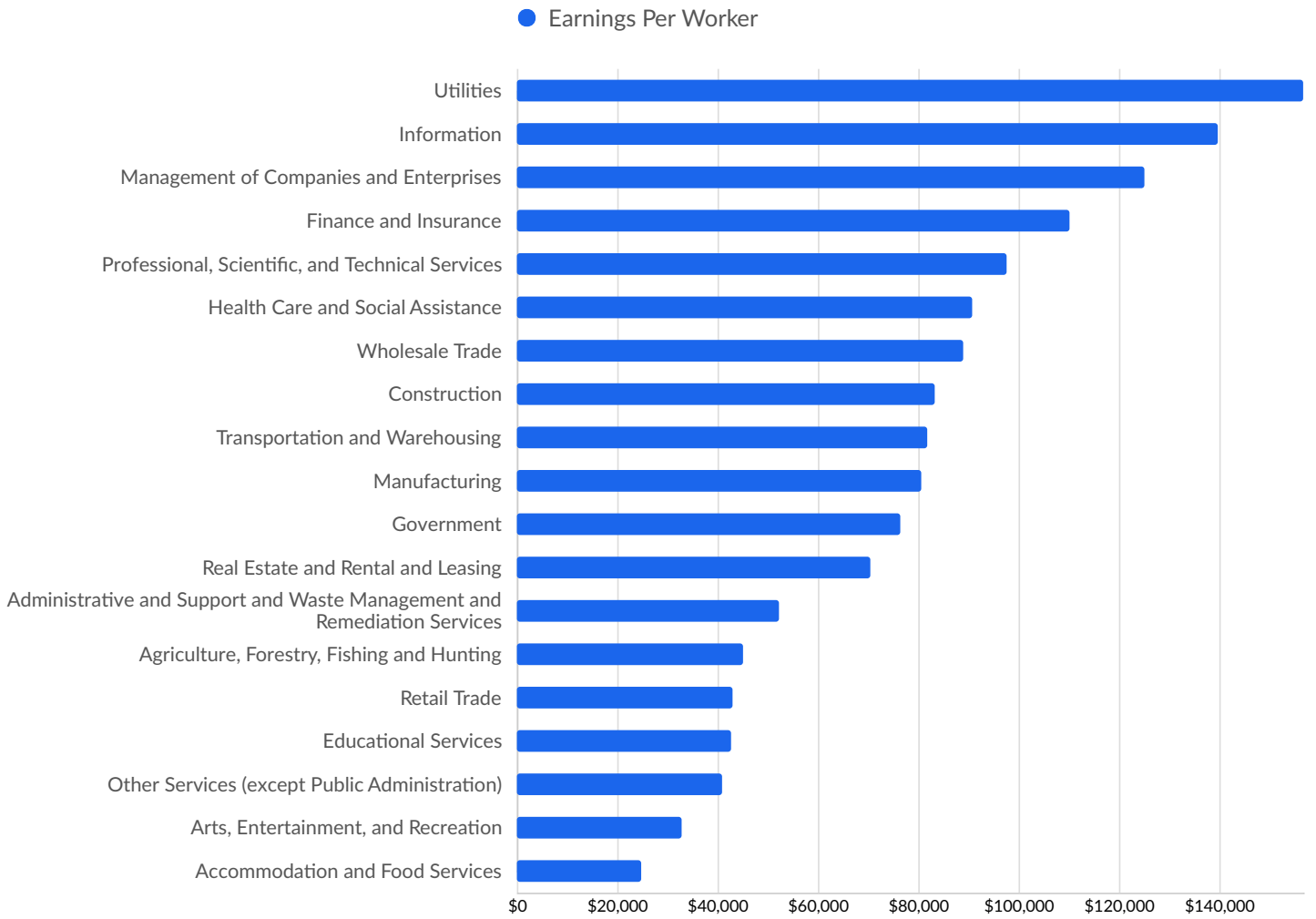
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



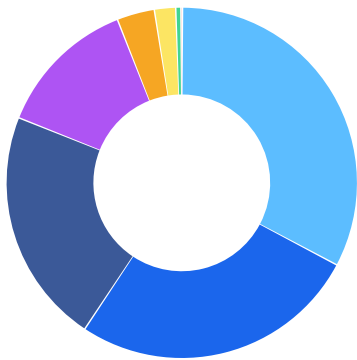
Business Characteristics

8,464 Companies Employ Your Workers

Online profiles for your workers mention 8,464 companies as employers, with the top 10 appearing below. In the last 12 months, 1,738 companies in La Crosse County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Emplify Health	3,225 	Emplify Health	1,689 
University of Wisconsin-La Cros...	1,696 	Kwik Trip	481 
Mayo Clinic	1,081 	GPAC	348 
Kwik Trip	1,006 	Trane Technologies	329 
Western Technical College	547 	Mayo Clinic	305 
School District Of La Crosse	527 	University of Wisconsin-La Cros...	298 
Trane Technologies	498 	Britt Medical Search	261 
Trane Commercial Systems	427 	Aerotek	251 
Viterbo University	395 	La Crosse County	198 
La Crosse County	300 	Festival Foods	186 

Business Size

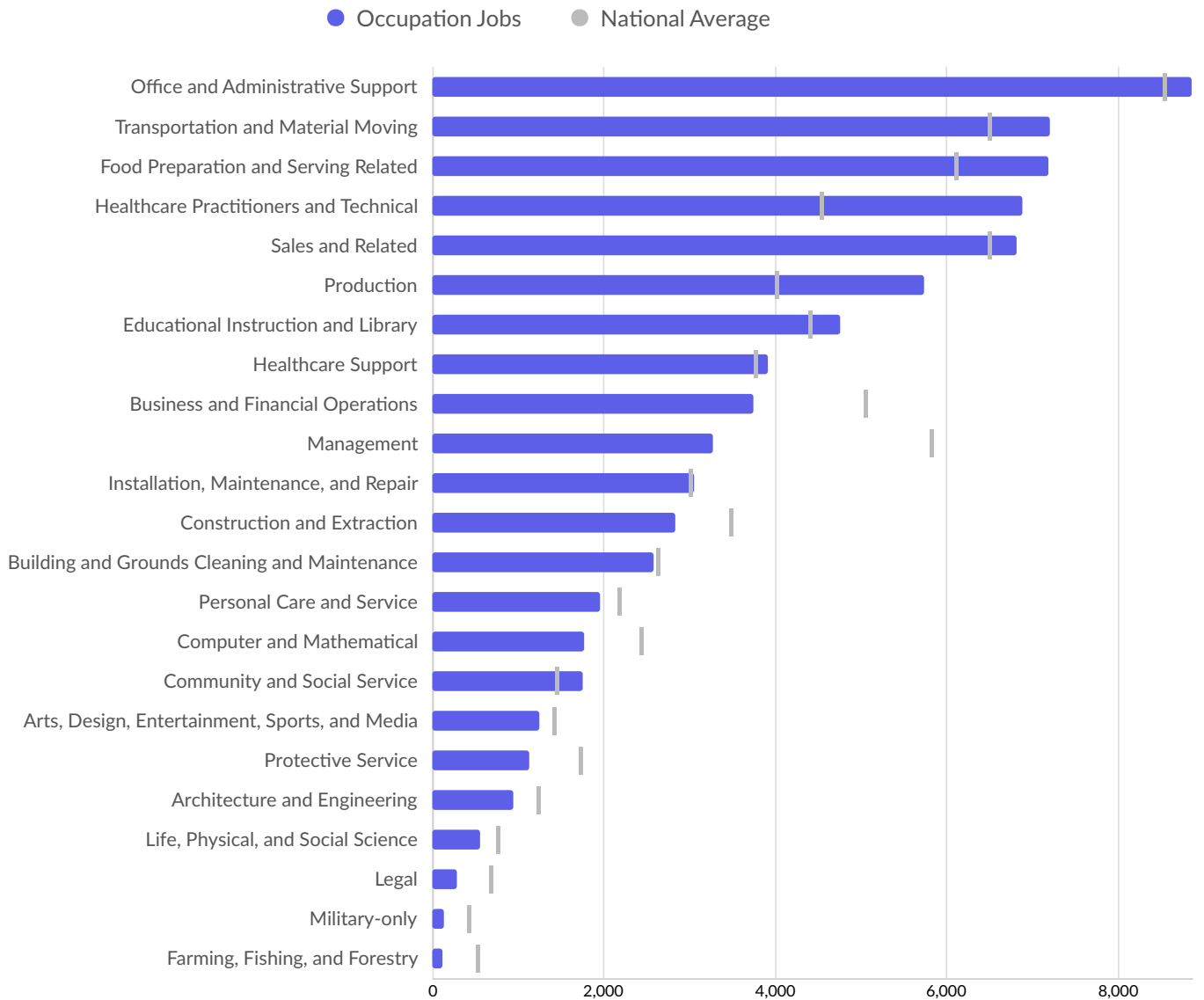


	Percentage	Business Count
● 1 to 4 employees	32.7%	1,735
● 5 to 9 employees	26.6%	1,411
● 10 to 19 employees	21.7%	1,153
● 20 to 49 employees	13.0%	689
● 50 to 99 employees	3.5%	184
● 100 to 249 employees	2.0%	104
● 250 to 499 employees	0.5%	25
● 500+ employees	0.2%	8

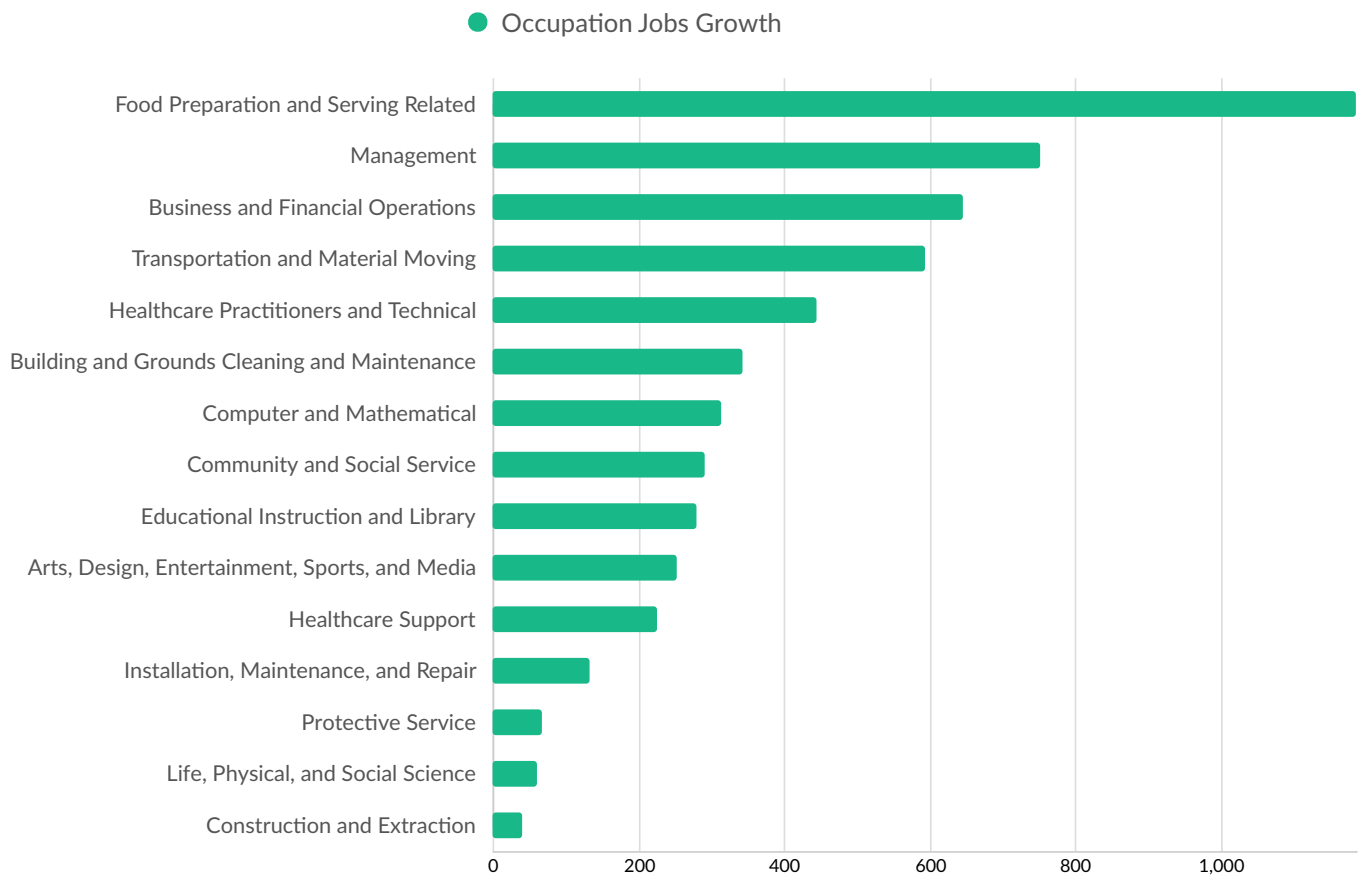
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

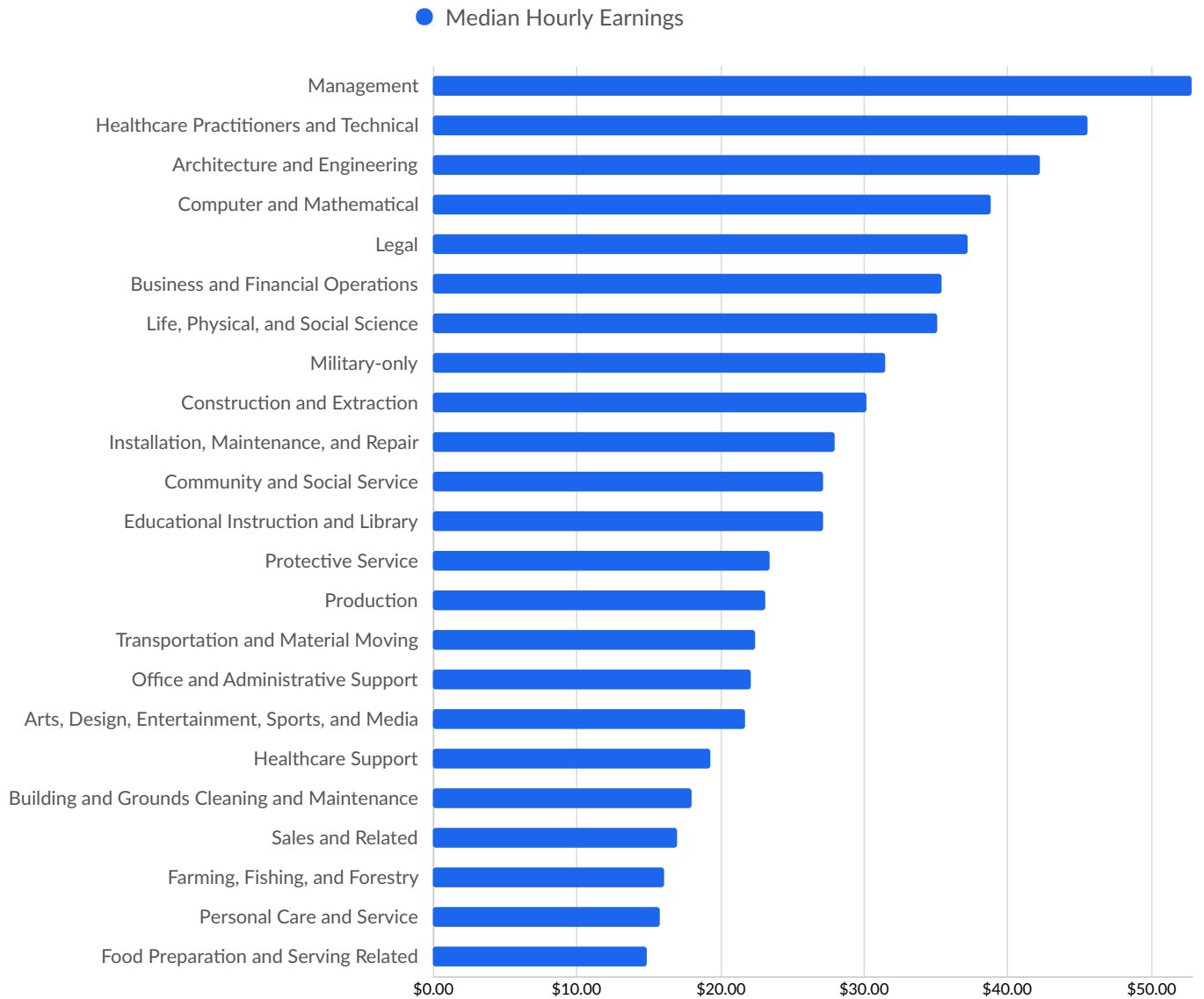


Top Occupation Employment Concentration

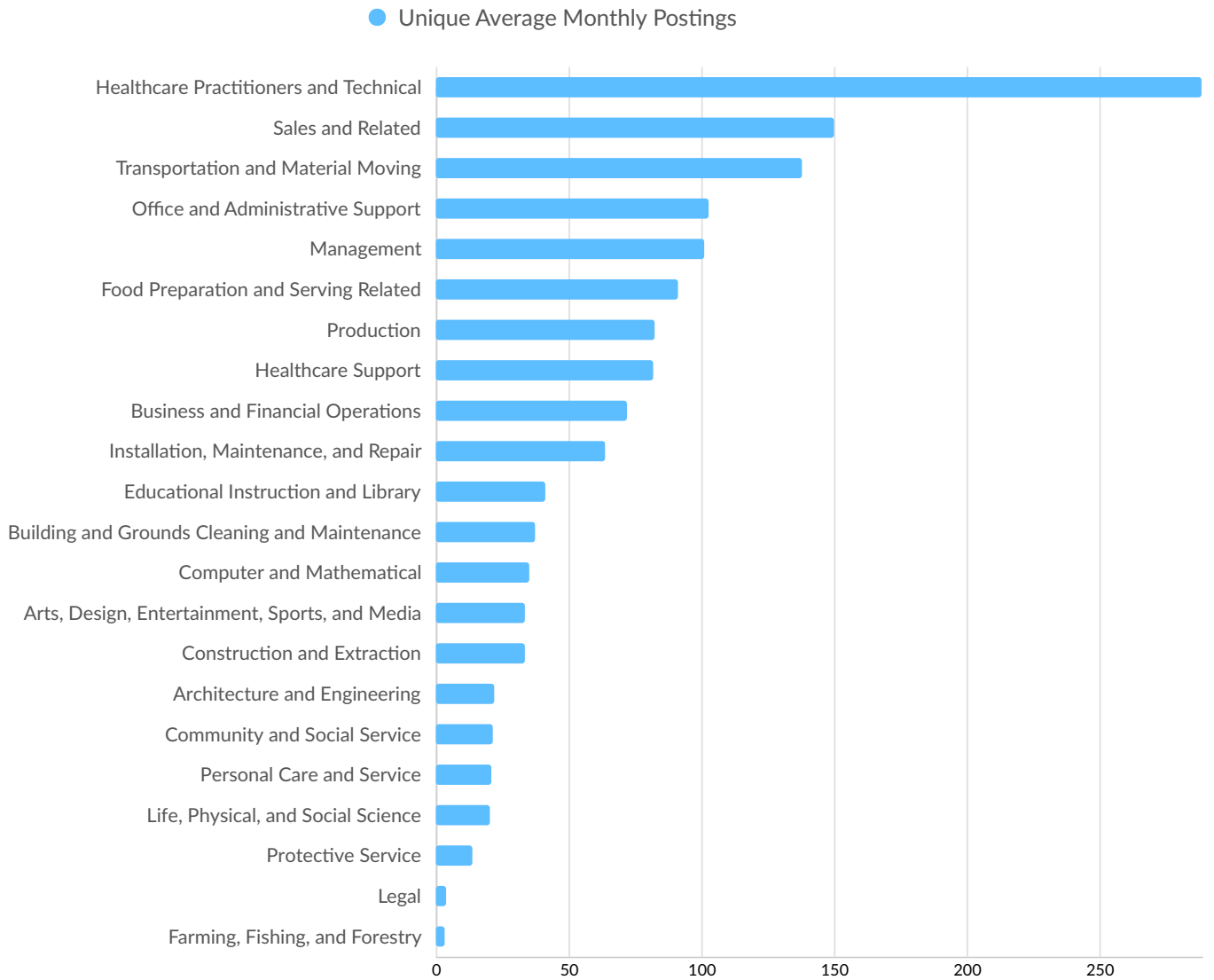
● Occupation Employment Concentration



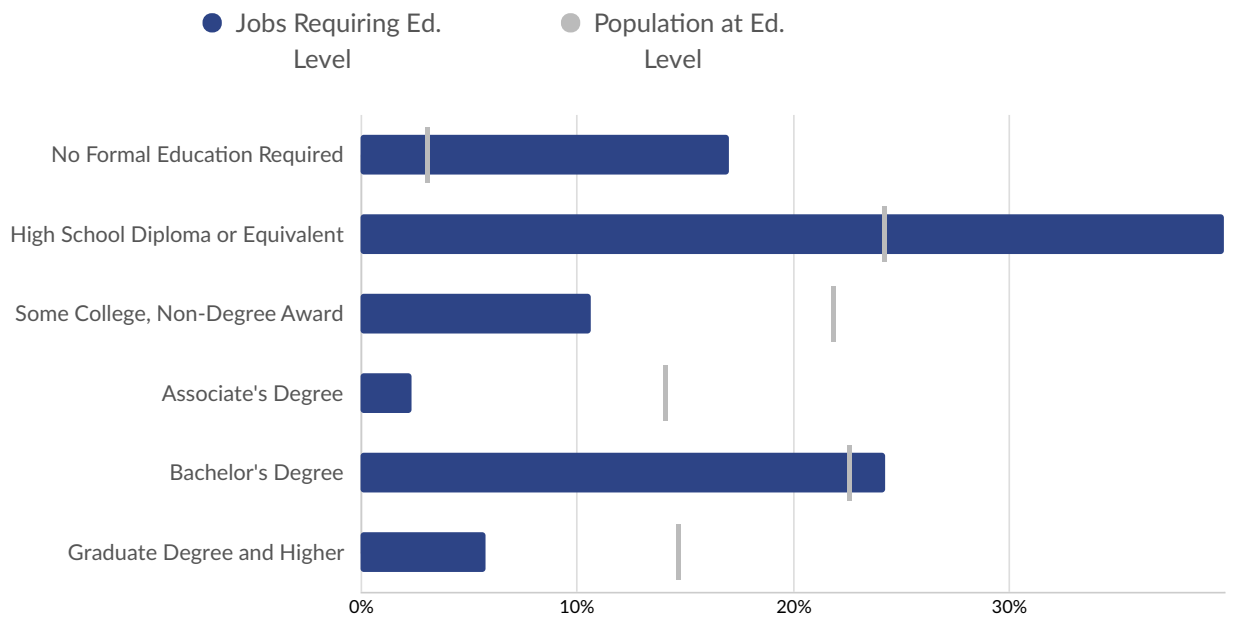
Top Occupation Earnings



Top Posted Occupations

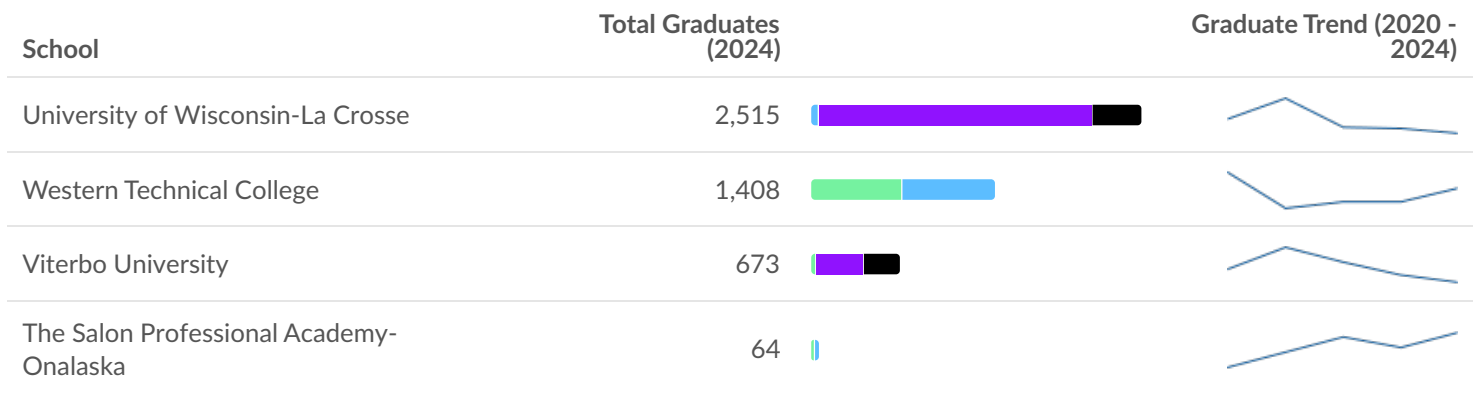


Underemployment



Educational Pipeline

In 2024, there were 4,660 graduates in La Crosse County, WI. This pipeline has shrunk by 4% 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

