



Vernon County, WI

Mississippi River Regional Planning Commission



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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

31,486

Population (2025)

Population **grew by 776** over the last 5 years and is projected to **grow by 316** over the next 5 years.

10,510

Total Regional Employment

Jobs **grew by 396** over the last 5 years and are projected to **grow by 268** over the next 5 years.

\$69.6K

Median Household Income (2023)

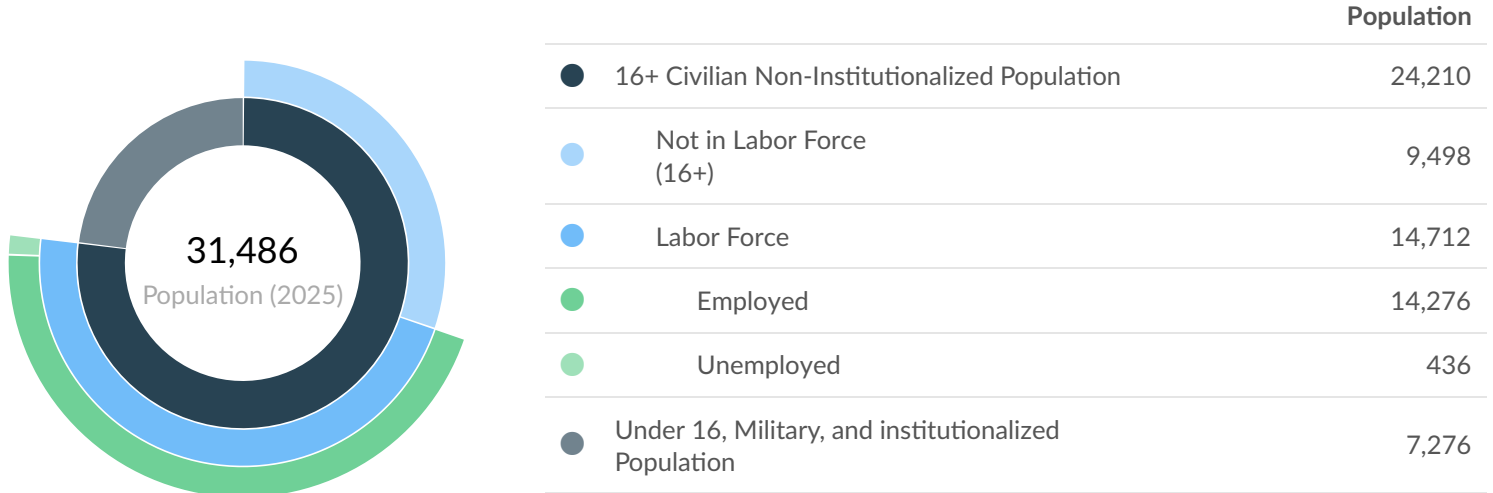
Median household income is **\$9.0K below** the national median household income of \$78.5K.

Takeaways

- As of 2025 the region's population **increased by 2.5%** since 2020, growing by 776. Population is expected to **increase by 1.0%** between 2025 and 2030, adding 316.
- From 2020 to 2025, jobs **increased by 3.9%** in Vernon County, WI from 10,114 to **10,510**. This change **fell short of the national growth rate of 10.6% by 6.7%**. As the number of jobs increased, the **labor force participation rate increased from 60.5% to 60.8% between 2020 and 2025**.
- Concerning educational attainment, **17.2% of Vernon County, WI residents possess a Bachelor's Degree** (4.6% below the national average), and **12.5% hold an Associate's Degree** (3.6% above the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

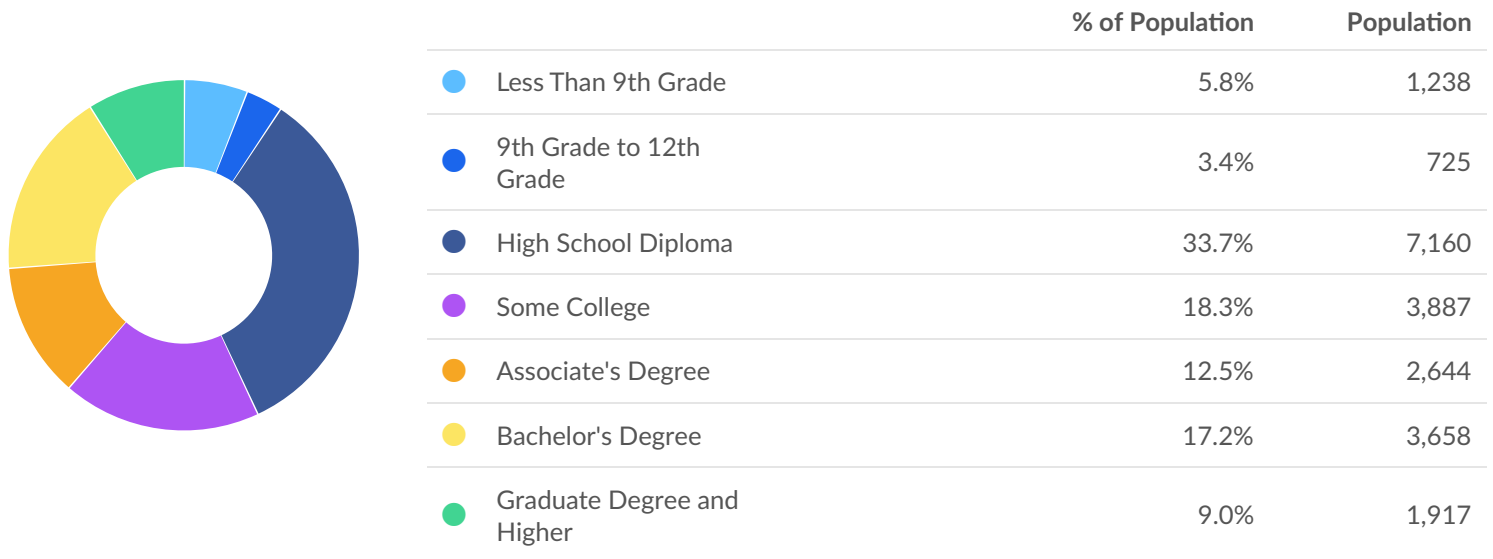
	Population (2025)	Labor Force (Dec 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	31,486	14,712	10,510	97.4	\$1.35B	\$2.30B	\$1.44B
State	5,980,718	3,123,278	3,272,214	100.3	\$457.86B	\$400.36B	\$432.85B

Dec 2025 Labor Force Breakdown



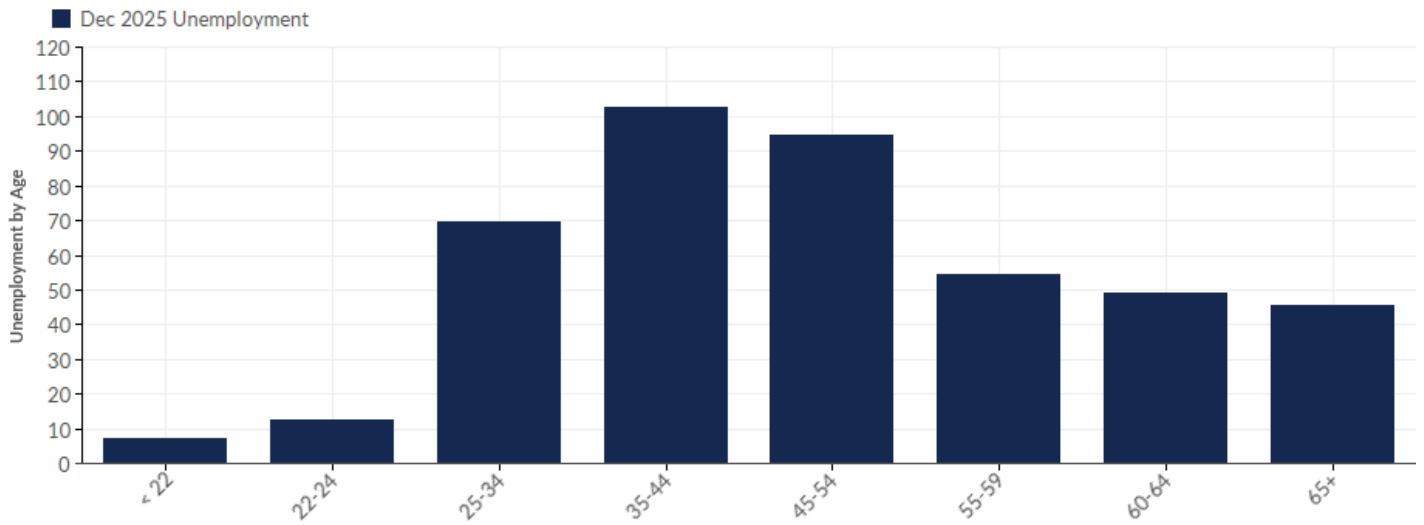
Educational Attainment

Concerning educational attainment, **17.2% of Vernon County, WI residents possess a Bachelor's Degree** (4.6% below the national average), and **12.5% hold an Associate's Degree** (3.6% above the national average).



Unemployment by Demographics

Unemployment by Age



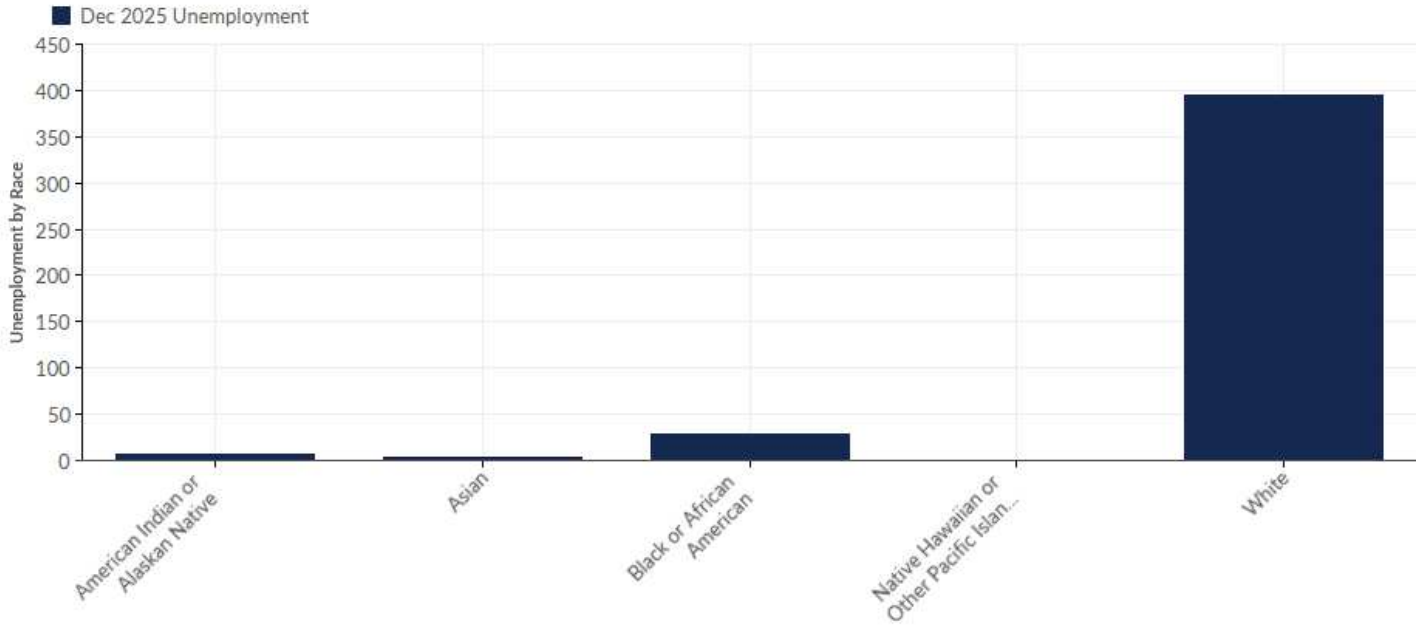
Age	Unemployment (Dec 2025)	% of Unemployed
< 22	7	1.61%
22-24	12	2.75%
25-34	70	16.06%
35-44	103	23.62%
45-54	95	21.79%
55-59	54	12.39%
60-64	49	11.24%
65+	46	10.55%
Total	436	100.00%

Unemployment by Gender



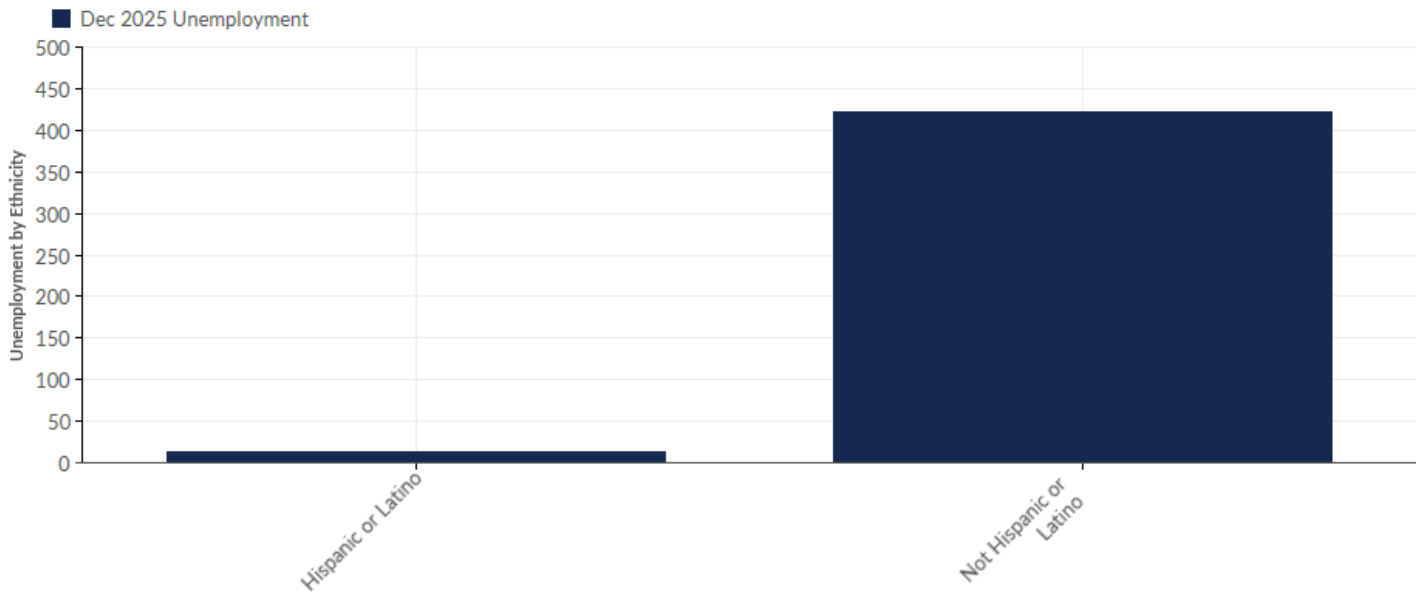
Gender	Unemployment (Dec 2025)	% of Unemployed
Females	218	50.00%
Males	218	50.00%
Total	436	100.00%

Unemployment by Race



Race	Unemployment (Dec 2025)	% of Unemployed
American Indian or Alaskan Native	7	1.61%
Asian	4	0.92%
Black or African American	29	6.65%
Native Hawaiian or Other Pacific Islander	1	0.23%
White	395	90.60%
Total	436	100.00%

Unemployment by Ethnicity

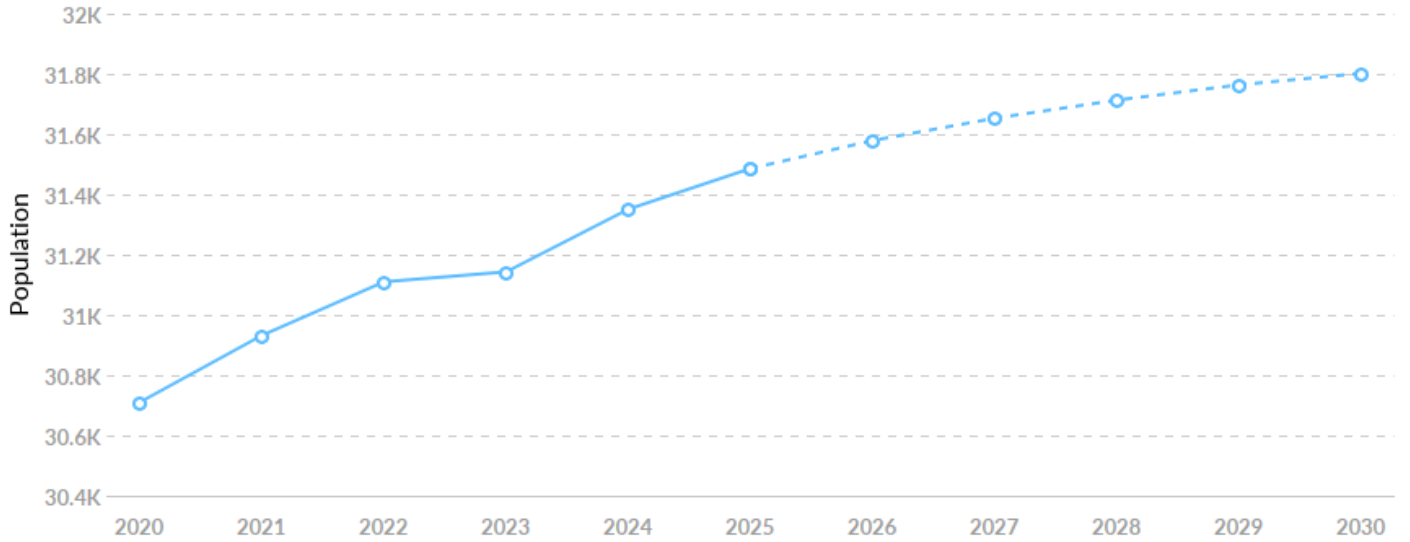


Ethnicity	Unemployment (Dec 2025)	% of Unemployed
Hispanic or Latino	14	3.21%
Not Hispanic or Latino	422	96.79%
Total	436	100.00%

Historic & Projected Trends

Population Trends

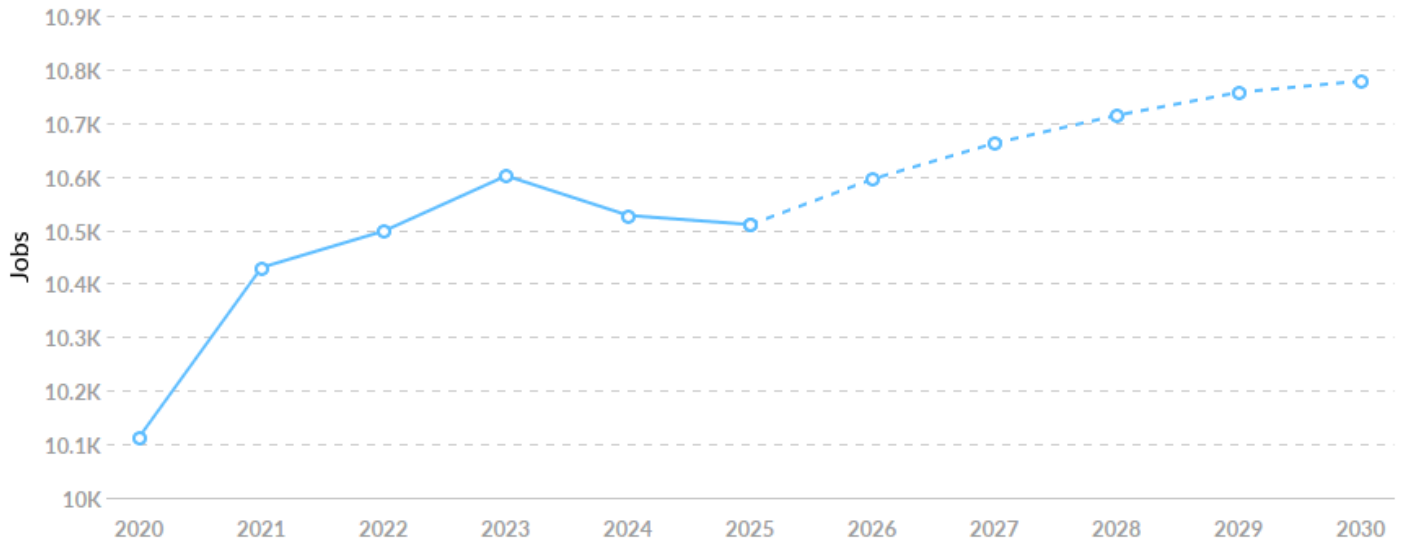
As of 2025 the region's population increased by 2.5% since 2020, growing by 776. Population is expected to increase by 1.0% between 2025 and 2030, adding 316.



Timeframe	Population
2020	30,710
2021	30,932
2022	31,110
2023	31,143
2024	31,351
2025	31,486
2026	31,579
2027	31,653
2028	31,713
2029	31,764
2030	31,802

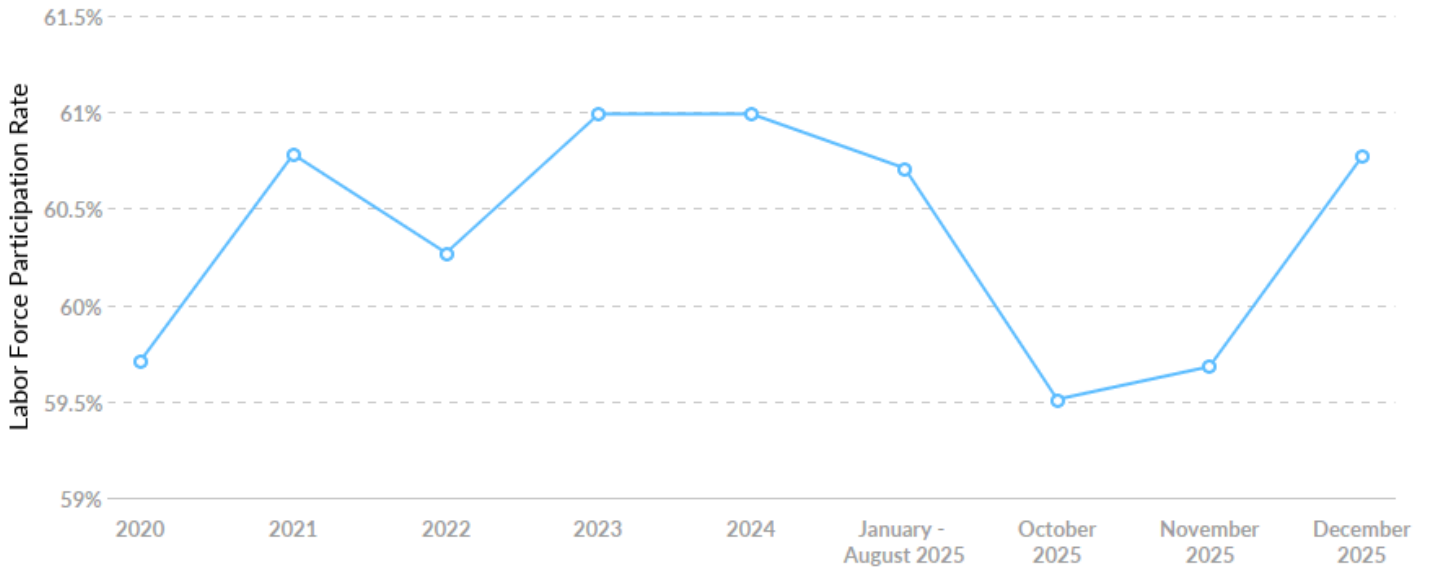
Job Trends

From 2020 to 2025, jobs increased by 3.9% in Vernon County, WI from 10,114 to 10,510. This change fell short of the national growth rate of 10.6% by 6.7%.



Timeframe	Jobs
2020	10,114
2021	10,430
2022	10,498
2023	10,601
2024	10,527
2025	10,510
2026	10,595
2027	10,662
2028	10,714
2029	10,757
2030	10,778

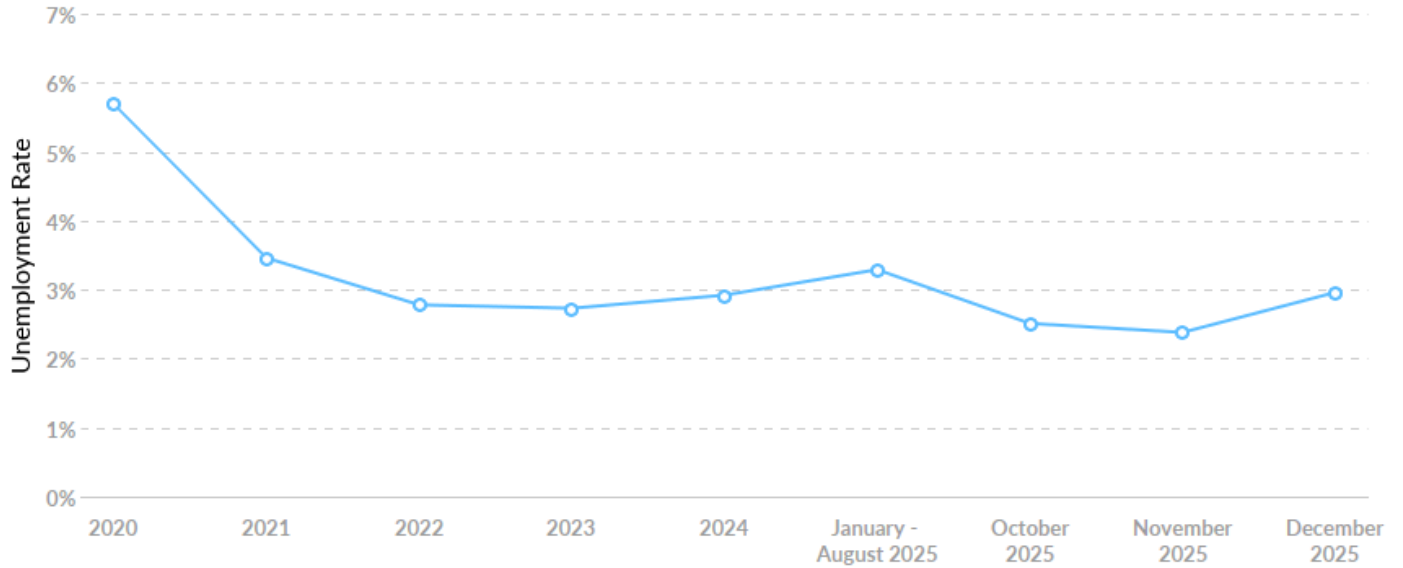
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	59.71%
2021	60.78%
2022	60.27%
2023	60.99%
2024	60.99%
January - August 2025	60.71%
October 2025	59.51%
November 2025	59.68%
December 2025	60.77%

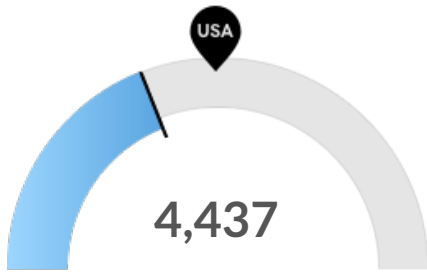
Unemployment Rate Trends

Vernon County, WI had a December 2025 unemployment rate of 2.96%, decreasing from 5.69% 5 years before.



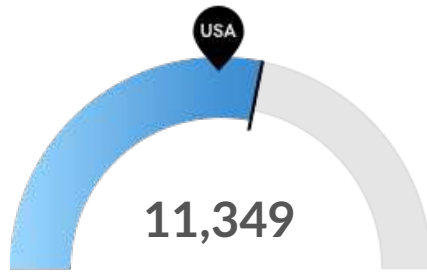
Timeframe	Unemployment Rate
2020	5.69%
2021	3.46%
2022	2.78%
2023	2.73%
2024	2.92%
January - August 2025	3.29%
October 2025	2.51%
November 2025	2.38%
December 2025	2.96%

Population Characteristics



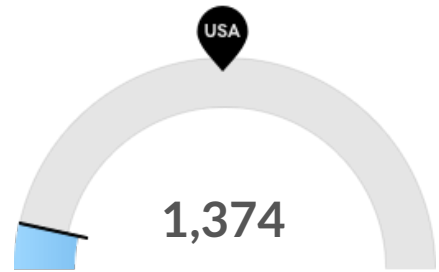
Millennials

Vernon County, WI has 4,437 millennials (ages 25-39). The national average for an area this size is 6,418.



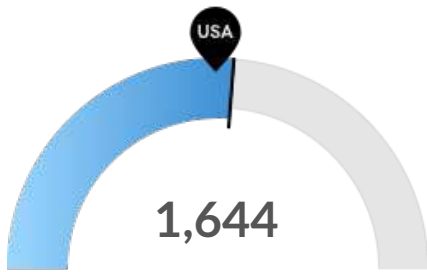
Retiring Soon

Retirement risk is high in Vernon County, WI. The national average for an area this size is 9,480 people 55 or older, while there are 11,349 here.



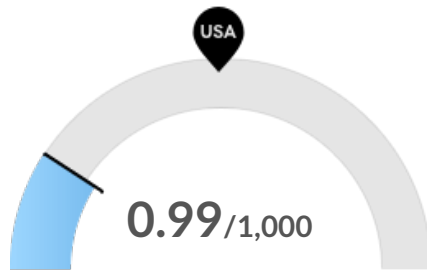
Racial Diversity

Racial diversity is low in Vernon County, WI. The national average for an area this size is 13,336 racially diverse people, while there are 1,374 here.



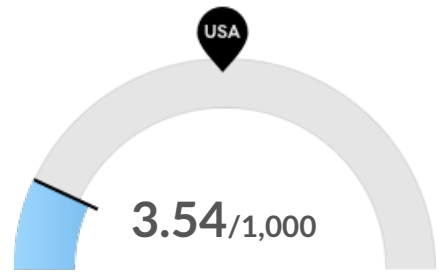
Veterans

Vernon County, WI has 1,644 veterans. The national average for an area this size is 1,532.



Violent Crime

Vernon County, WI has 0.99 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

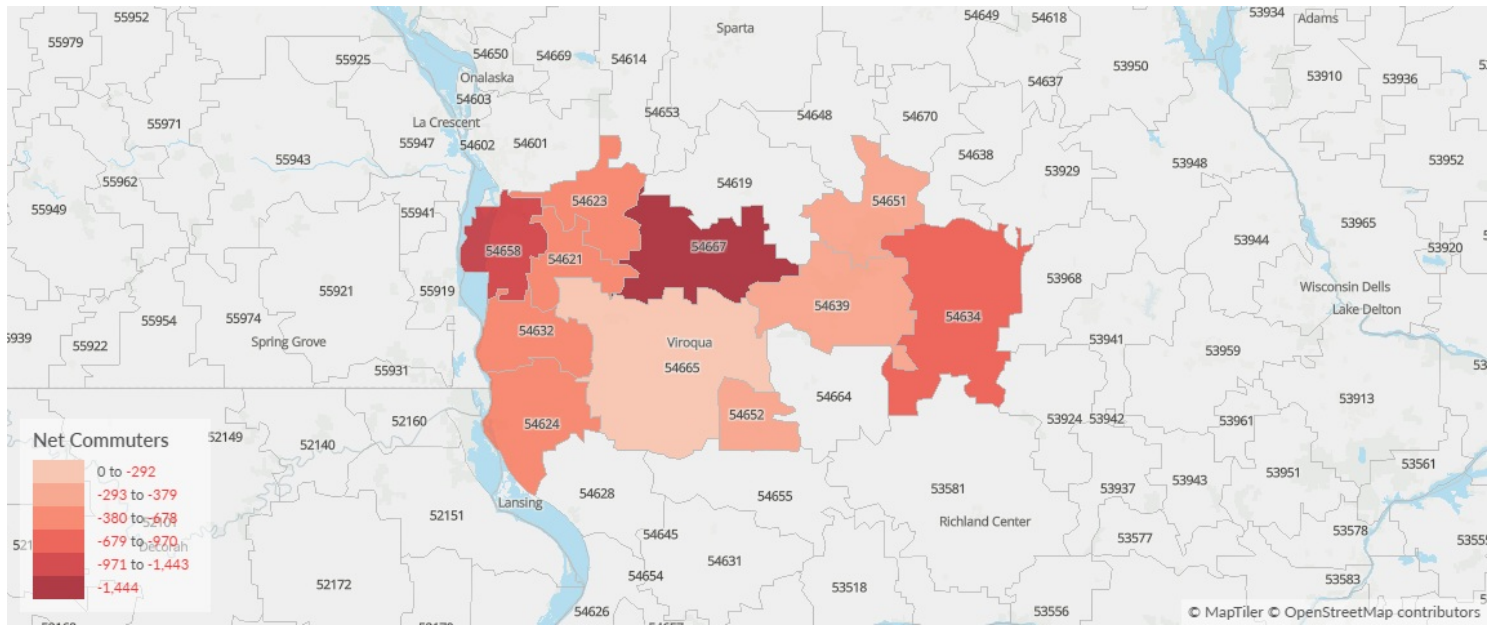


Property Crime

Vernon County, WI has 3.54 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 Vernon County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2025 Employment
54665	Viroqua, WI (in Vernon ...	4,875
54667	Westby, WI (in Vernon c...	1,375
54634	Hillsboro, WI (in Vernon...	1,160
54639	La Farge, WI (in Vernon ...	690
54623	Coon Valley, WI (in Vern...	635

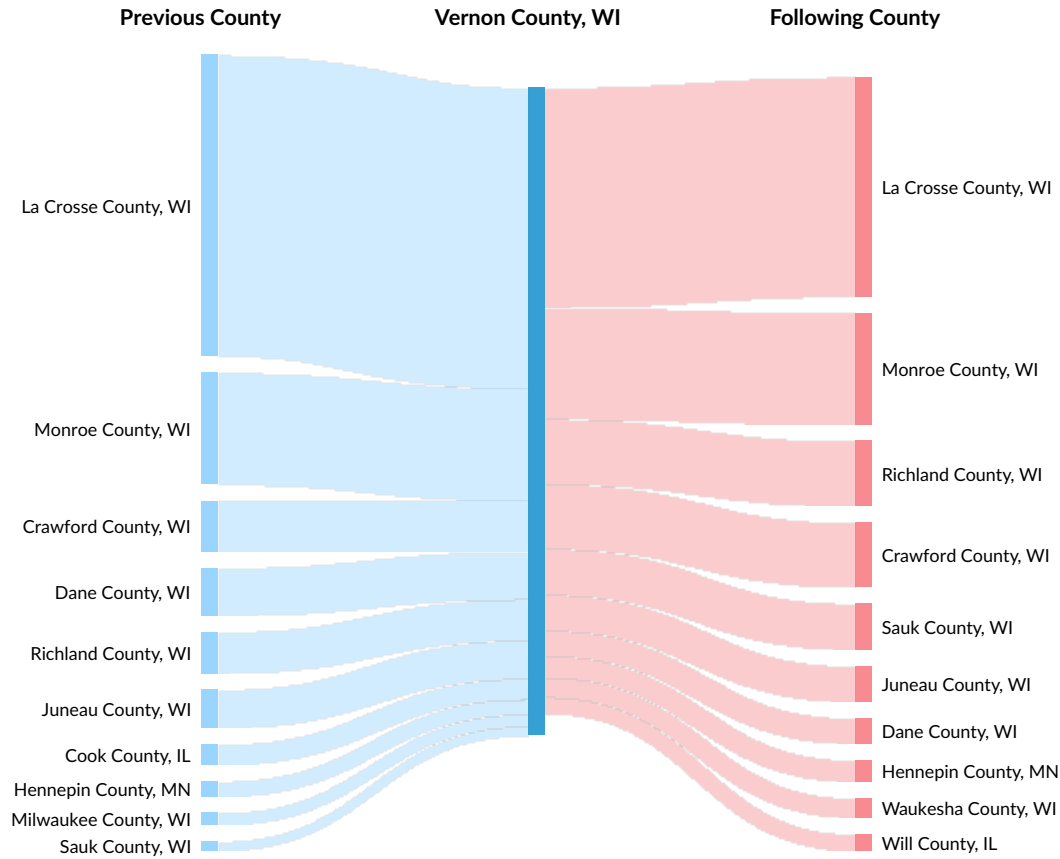
Where Talent Lives

ZIP	Name	2025 Workers
54665	Viroqua, WI (in Vernon ...	4,920
54667	Westby, WI (in Vernon c...	2,820
54634	Hillsboro, WI (in Vernon...	1,840
54658	Stoddard, WI (in Vernon...	1,364
54623	Coon Valley, WI (in Vern...	1,085

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 2022, **315** people have migrated from La Crosse County, WI to Vernon County, WI. In the same year, **229** people left Vernon County, WI migrating to La Crosse County, WI. The total Net Migration for Vernon County, WI in 2022 was **124**.

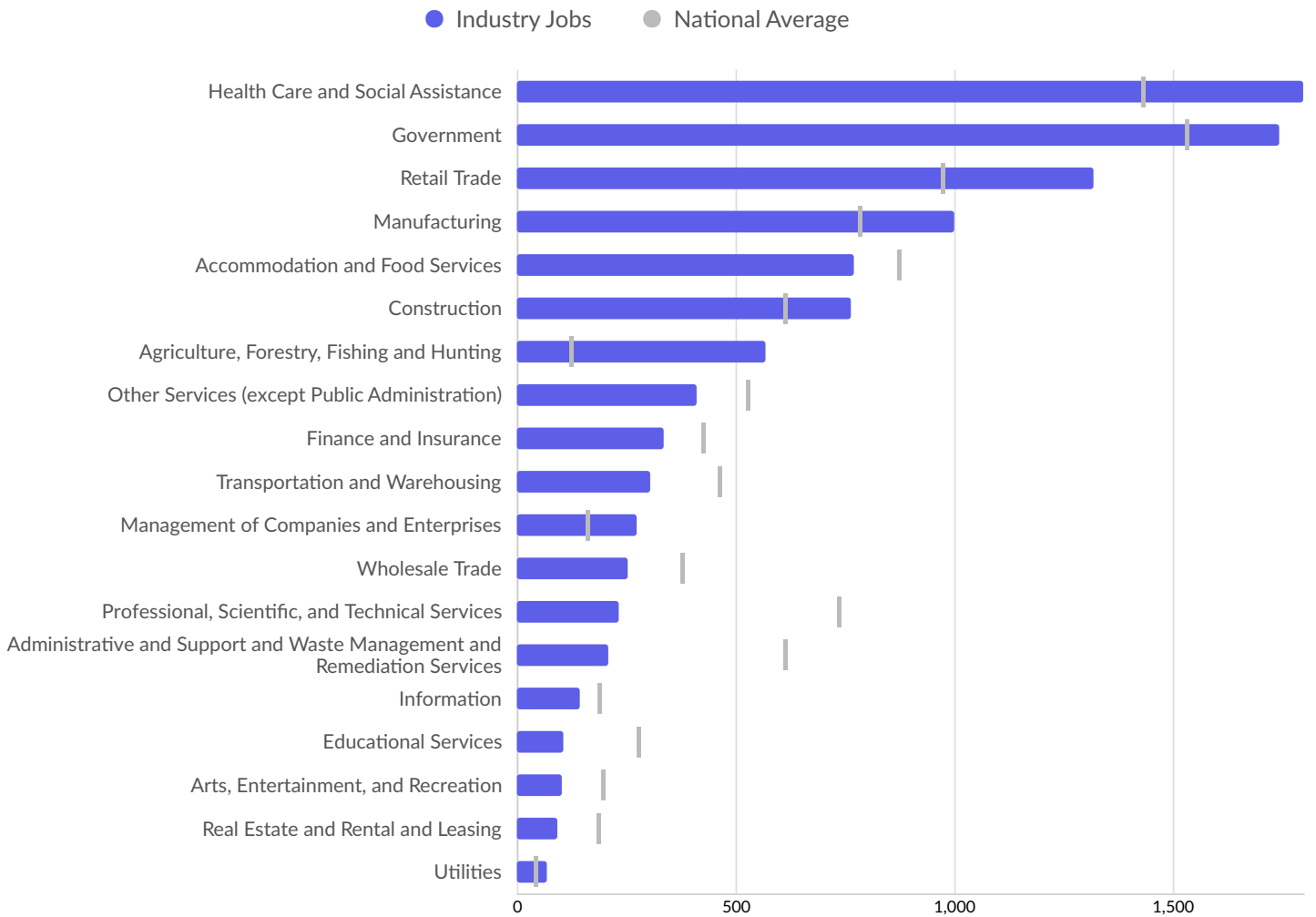


Top Previous Counties	Migrations
La Crosse County, WI	315
Monroe County, WI	117
Crawford County, WI	53
Dane County, WI	50
Richland County, WI	43
Juneau County, WI	40

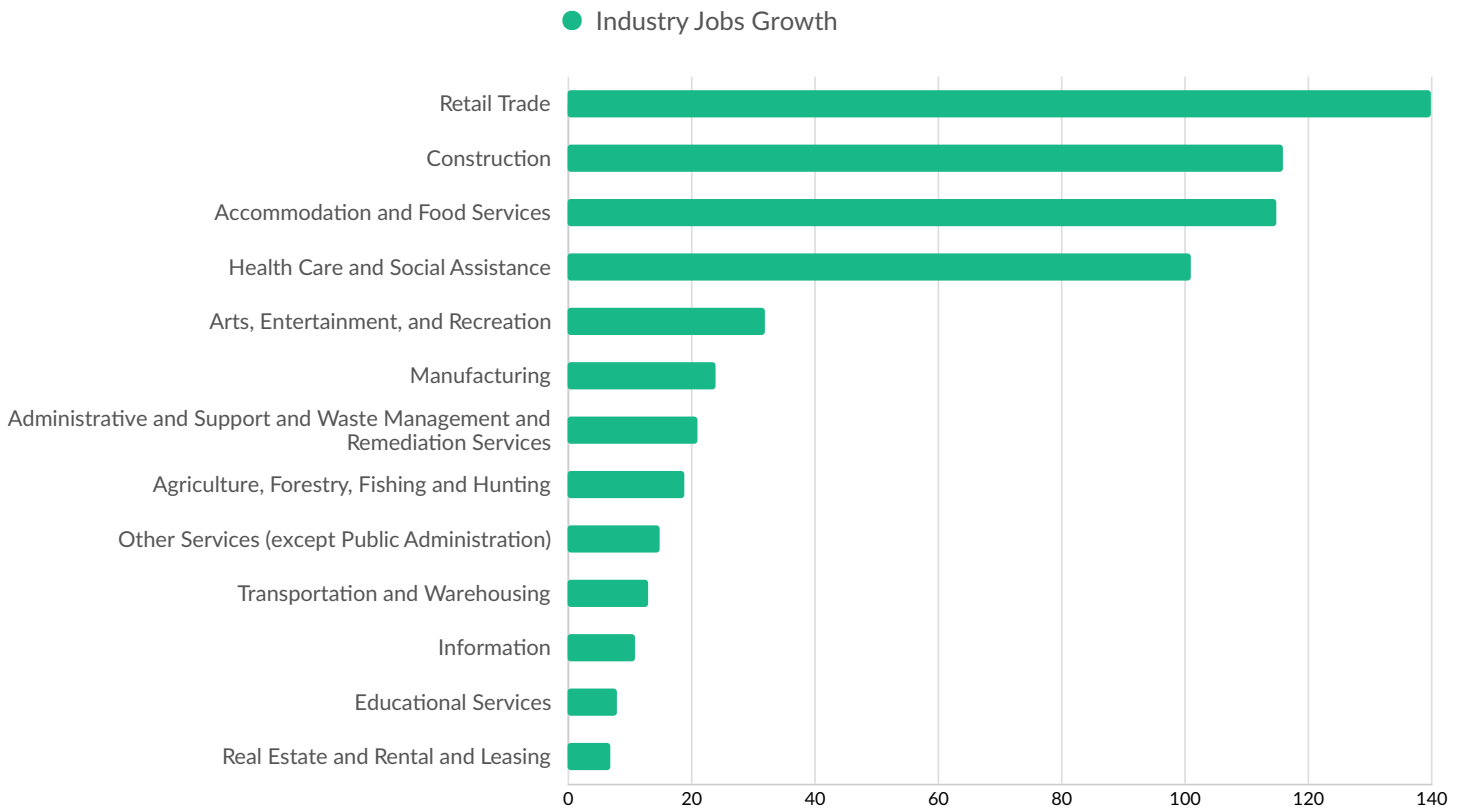
Top Previous Counties	Migrations
Cook County, IL	21
Hennepin County, MN	16
Milwaukee County, WI	13
Sauk County, WI	10
Waukesha County, WI	7
Outagamie County, WI	7
Brown County, WI	7
Racine County, WI	7
Marathon County, WI	7
Top Following Counties	Migrations
La Crosse County, WI	229
Monroe County, WI	117
Richland County, WI	68
Crawford County, WI	67
Sauk County, WI	48
Juneau County, WI	37
Dane County, WI	27
Hennepin County, MN	23
Waukesha County, WI	20
Will County, IL	17
Ramsey County, MN	15
Eau Claire County, WI	14
Washington County, MN	8
Vanderburgh County, IN	8
Linn County, IA	8

Industry Characteristics

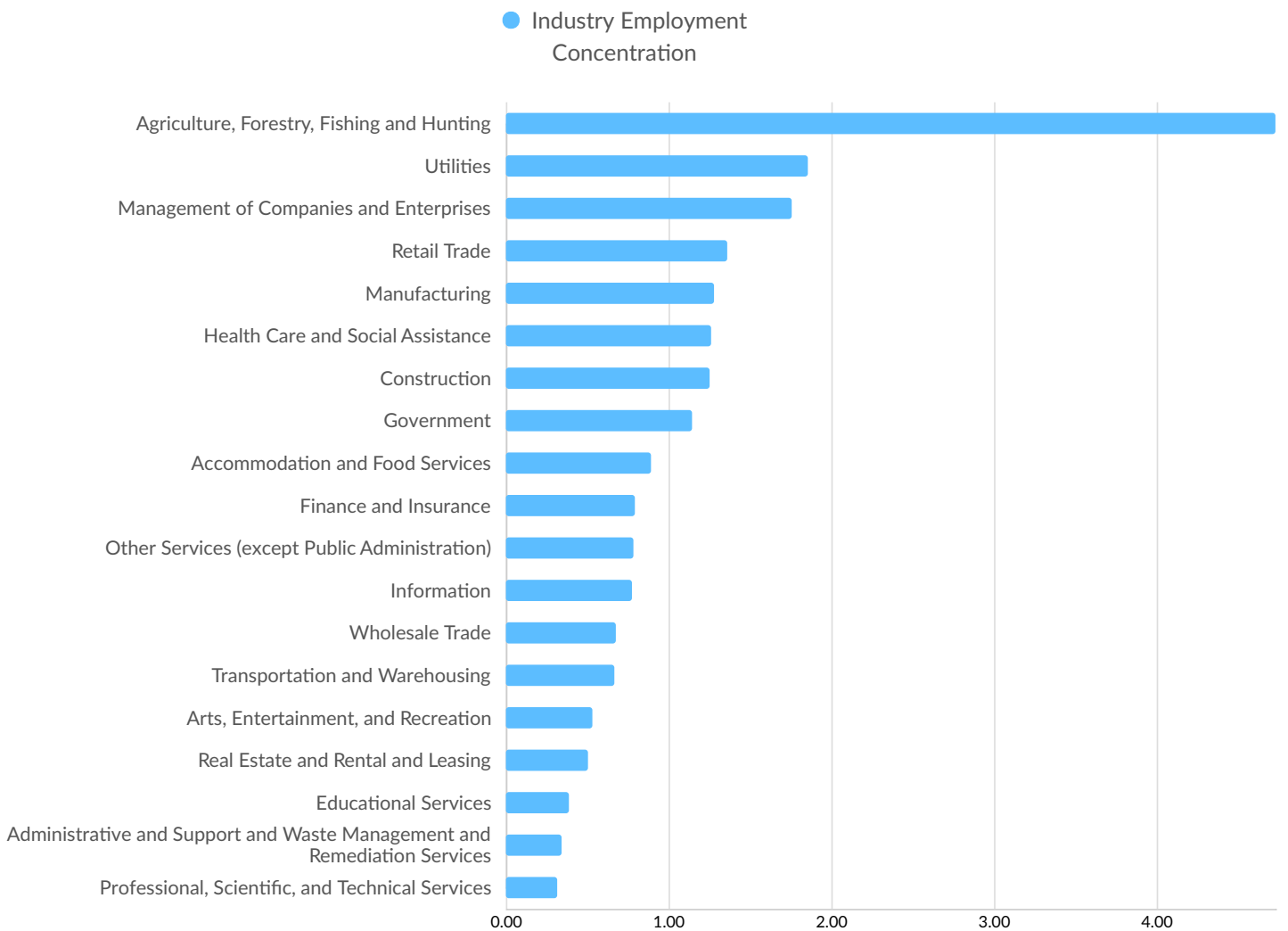
Largest Industries



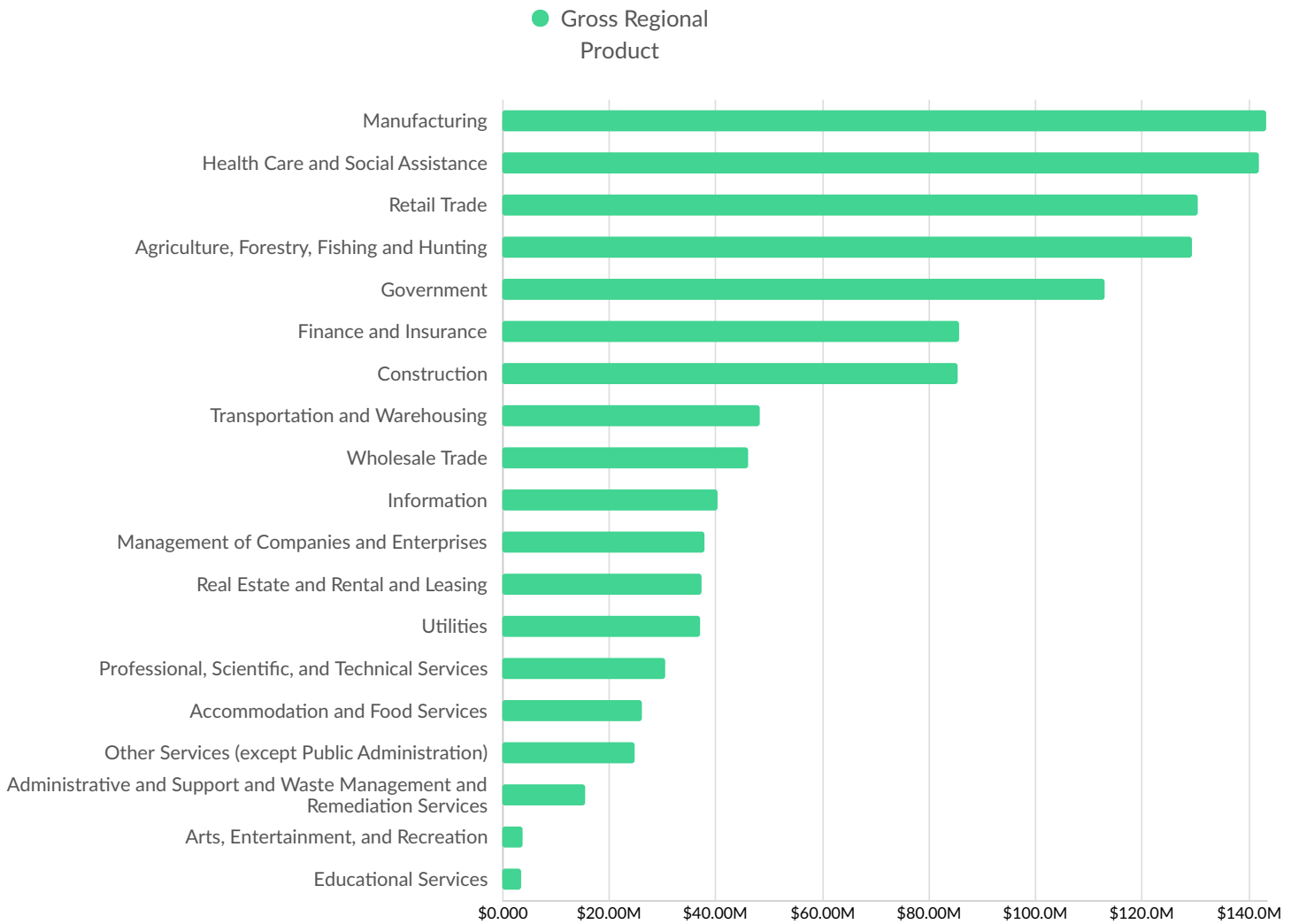
Top Growing Industries



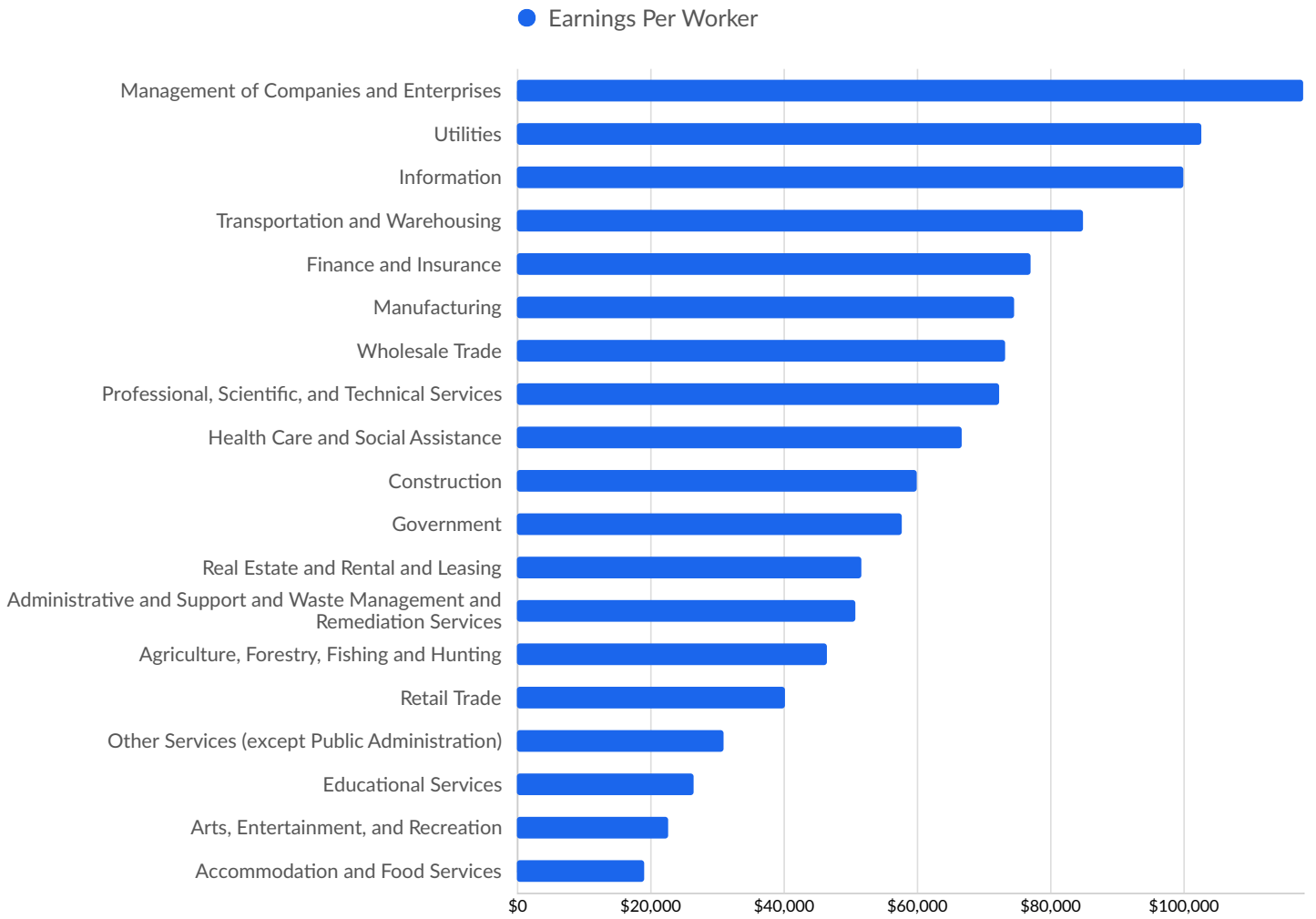
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



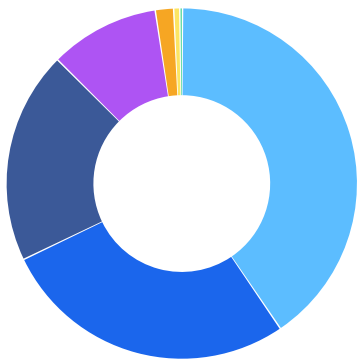
Business Characteristics

2,323 Companies Employ Your Workers

Online profiles for your workers mention 2,323 companies as employers, with the top 10 appearing below. In the last 12 months, 407 companies in Vernon County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Organic Valley	256 	GPAC	249 
Emplify Health	193 	Emplify Health	100 
Vernon Health	122 	Vernon Memorial Healthcare	72 
Kwik Trip	48 	Vetted Health	66 
Glad Farms	44 	Walmart	63 
Wccu Credit Union	44 	United States Department of Ho...	53 
Mayo Clinic	40 	Bethany St. Joseph Corporation	47 
Walmart	38 	Wccu Credit Union	46 
Westby Area School District	36 	Fusion Medical Staffing	42 
S&S Cycle	34 	Aveanna Healthcare	34 

Business Size

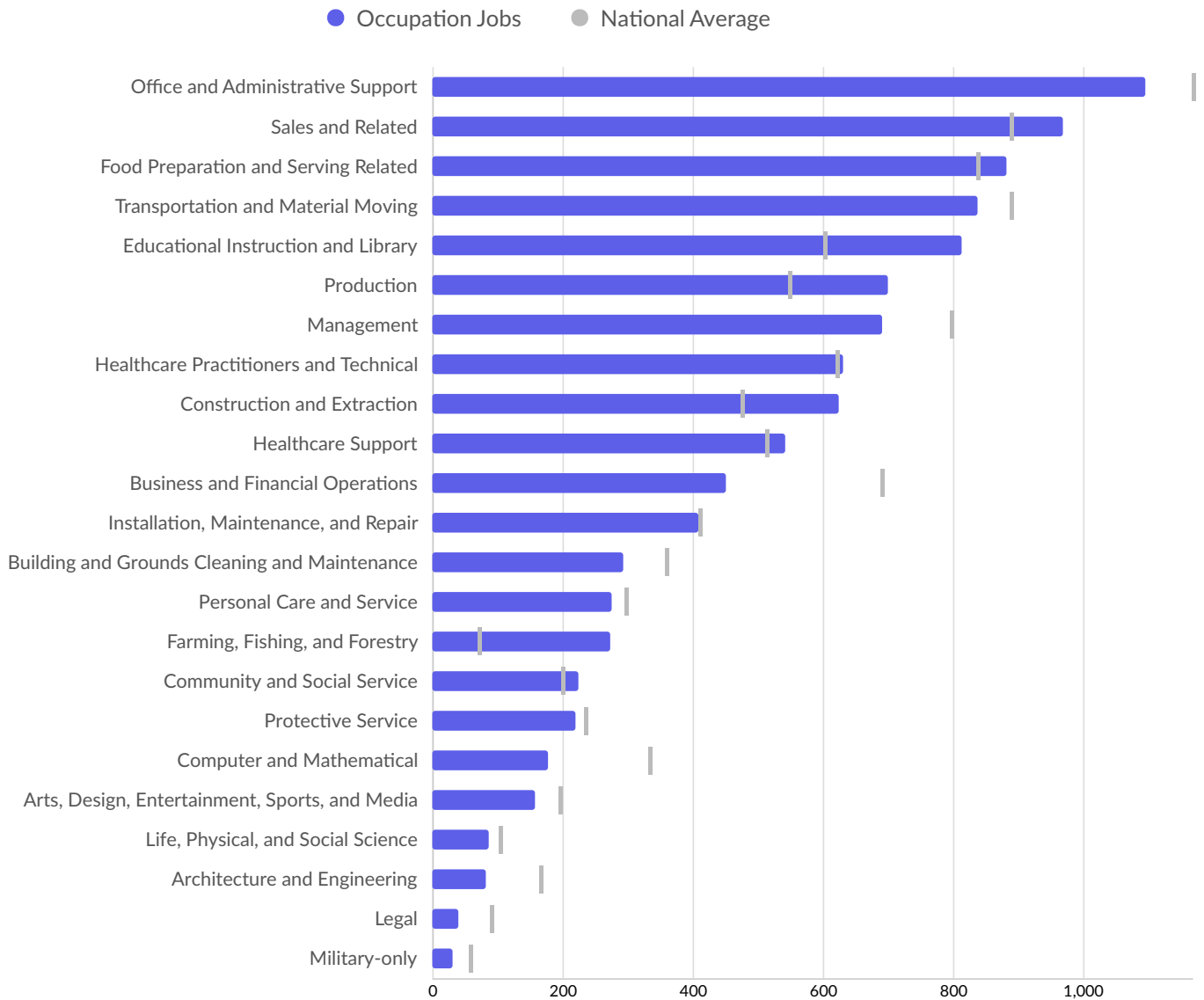


	Percentage	Business Count
● 1 to 4 employees	40.4%	648
● 5 to 9 employees	27.4%	439
● 10 to 19 employees	19.6%	314
● 20 to 49 employees	10.1%	162
● 50 to 99 employees	1.7%	27
● 100 to 249 employees	0.6%	9
● 250 to 499 employees	0.2%	4

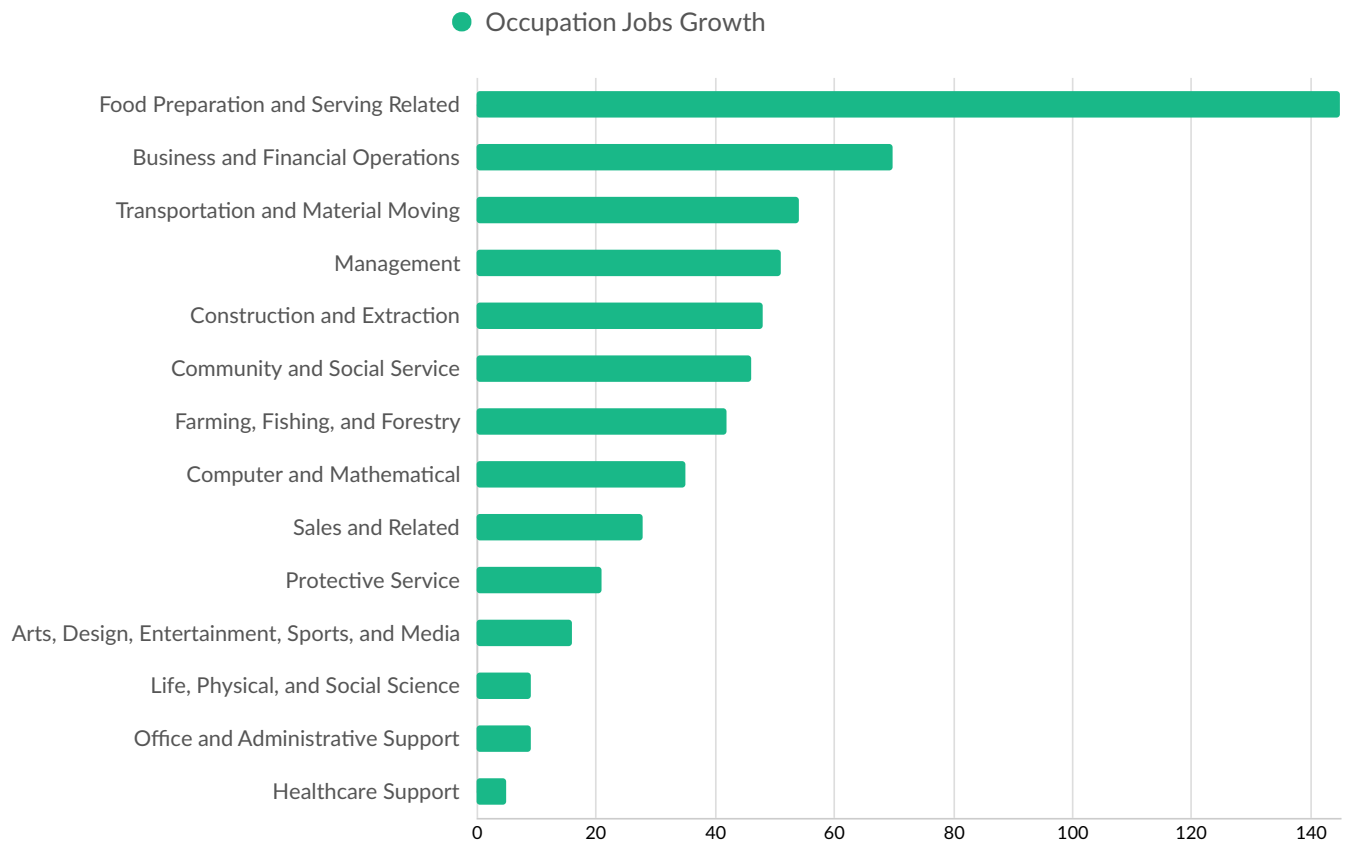
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations

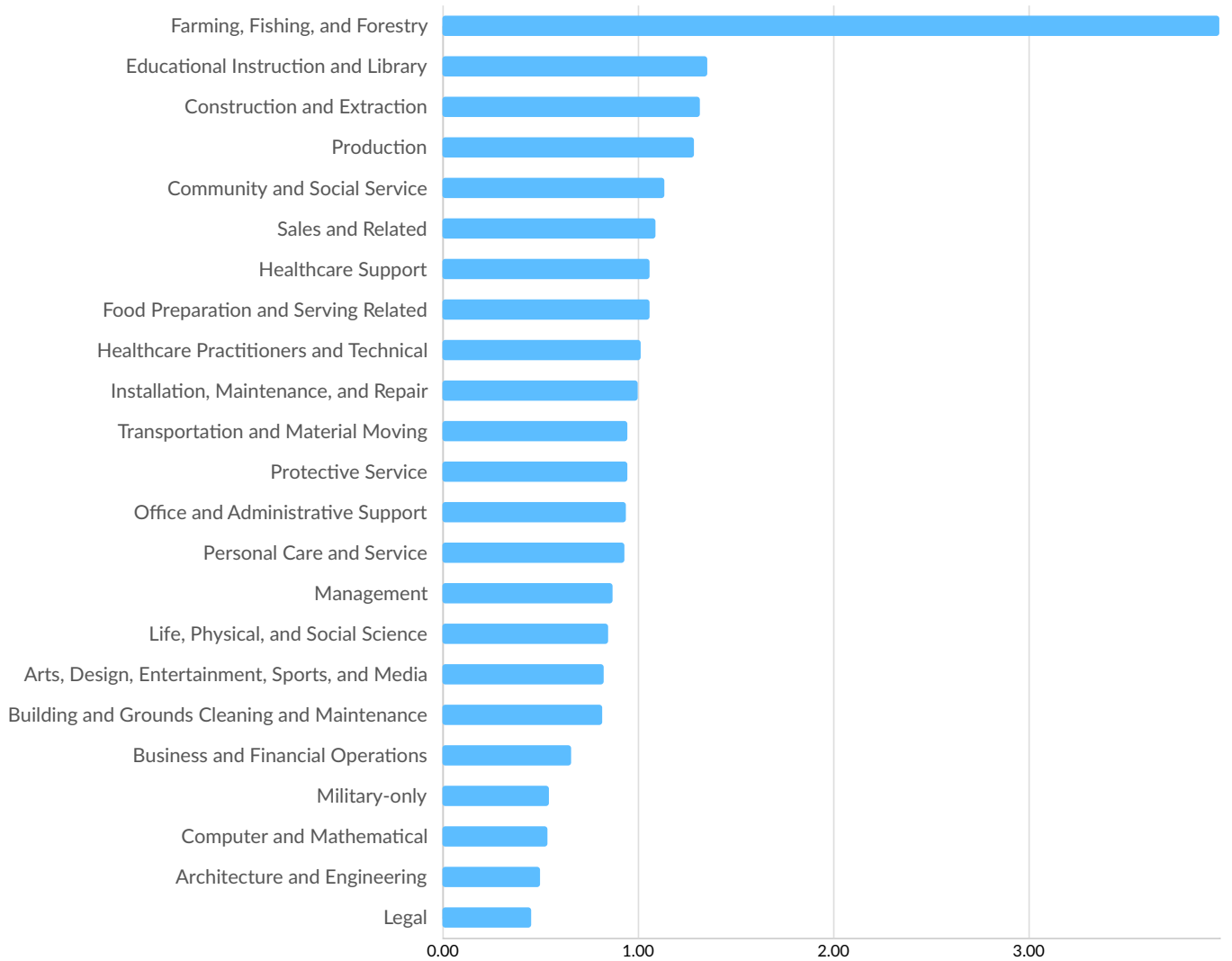


Top Growing Occupations

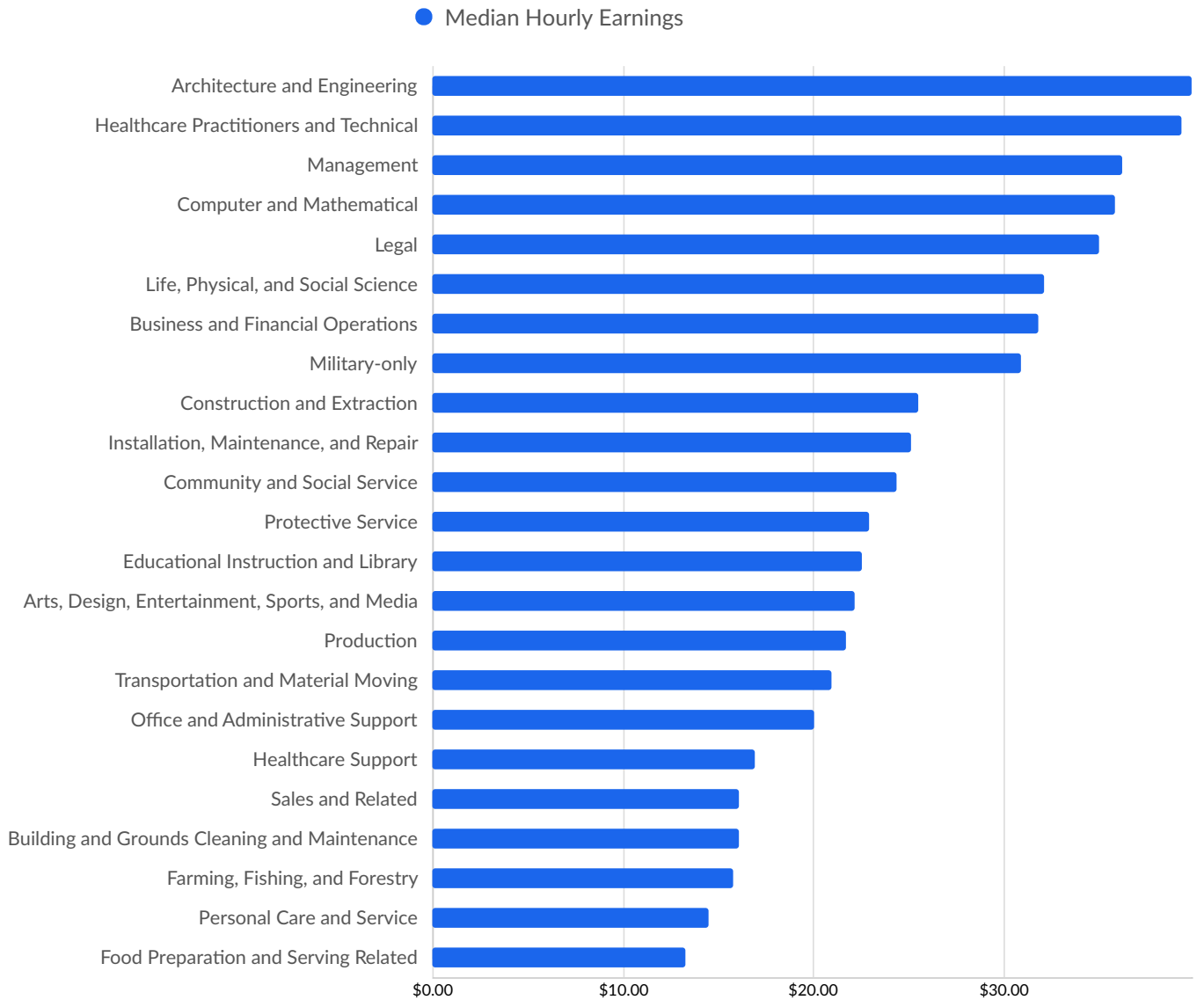


Top Occupation Employment Concentration

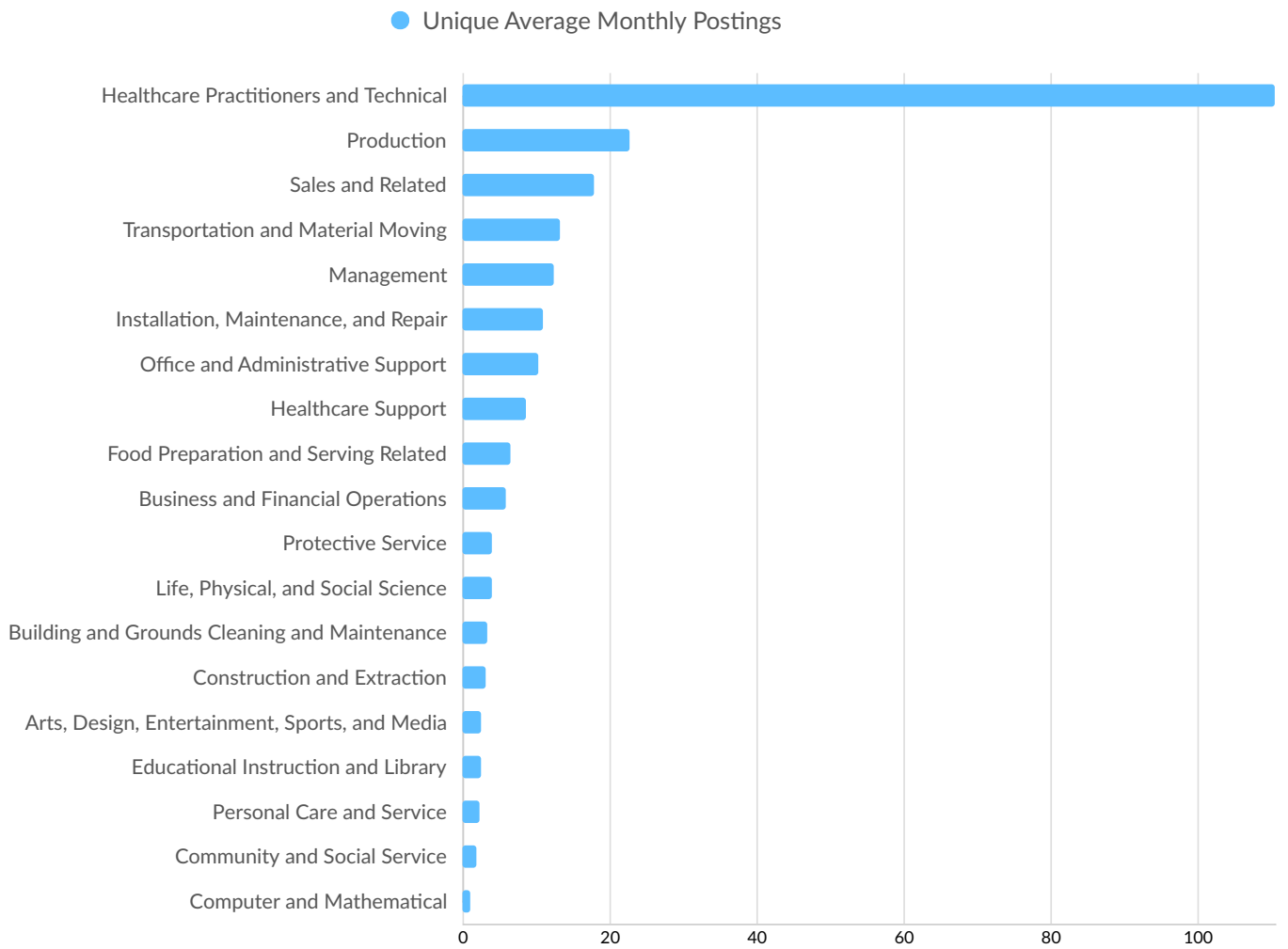
● Occupation Employment Concentration



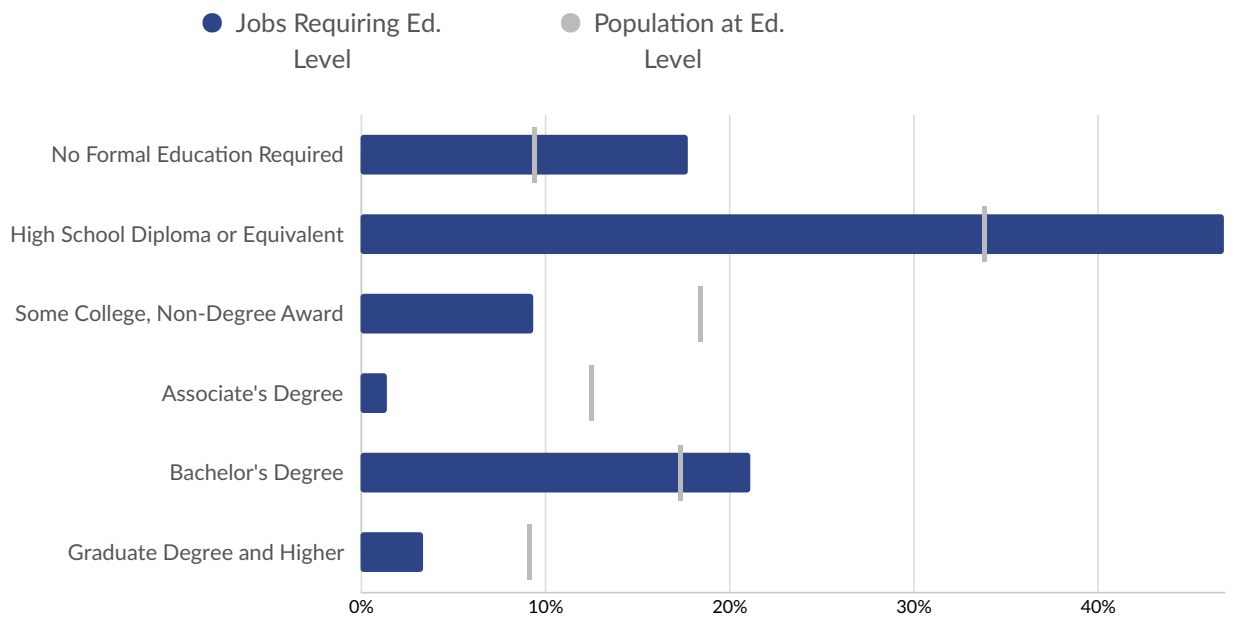
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

