



Jackson County, WI

Mississippi River Regional Planning Commission



811 Monitor St. Suite 201
La Crosse, Wisconsin 54603

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Report Parameters

1 County

55053 Jackson 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

20,999

Population (2025)

Population **decreased by 97** over the last 5 years but is projected to **grow by 213** over the next 5 years.

9,076

Total Regional Employment

Jobs **decreased by 612** over the last 5 years and are projected to **decrease by 295** over the next 5 years.

\$68.1K

Median Household Income (2024)

Median household income is **\$12.6K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **declined by 0.5%** since 2020, falling by 97. Population is expected to **increase by 1.0%** between 2025 and 2030, adding 213.
- From 2020 to 2025, jobs **declined by 6.3%** in Jackson County, WI from 9,688 to **9,076**. This change **fell short of the national growth rate of 10.7% by 17.0%**. As the number of jobs declined, the **labor force participation rate decreased from 61.3% to 52.9% between 2020 and 2025**.
- Concerning educational attainment, **10.3% of Jackson County, WI residents possess a Bachelor's Degree** (11.5% below the national average), and **11.7% hold an Associate's Degree** (2.8% above the national average).
- The top three industries in 2025 are Local Government, Excluding Education and Hospitals, State Government, Excluding Education and Hospitals, and General Freight Trucking.

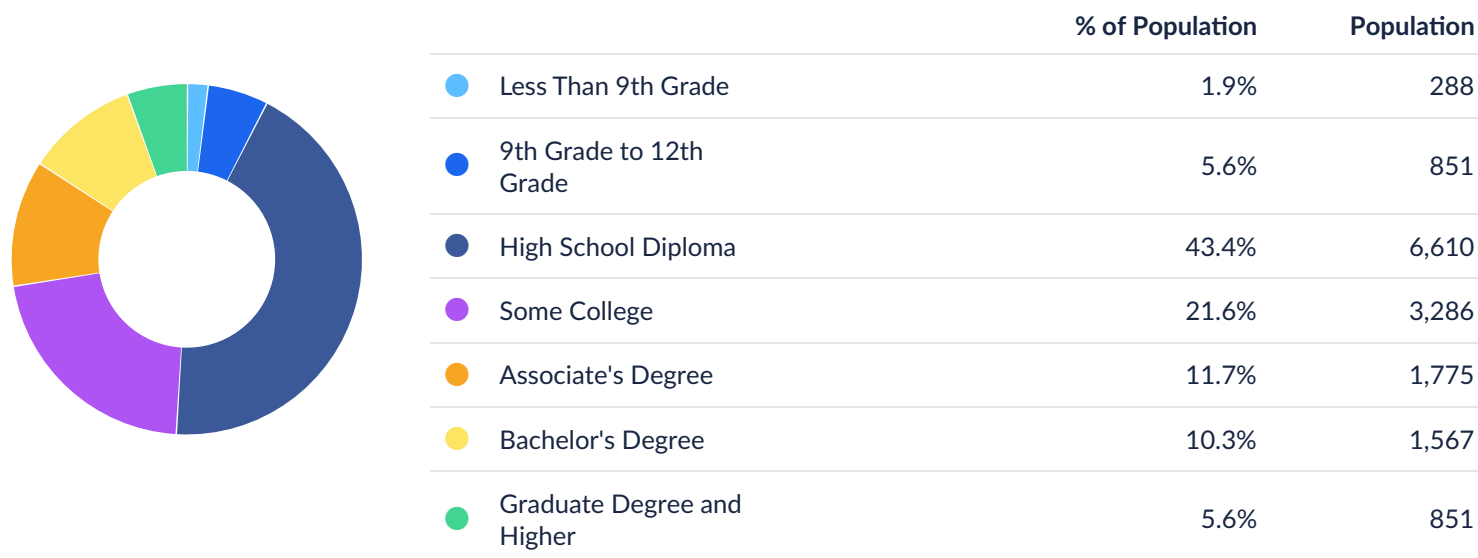
	Population (2026)	Labor Force (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	21,108	9,114	9,076	99.5	\$1.07B	\$2.14B	\$2.10B
State	5,995,935	3,191,892	3,272,992	100.3	\$465.83B	\$405.24B	\$440.26B

Jul 2026 Labor Force Breakdown



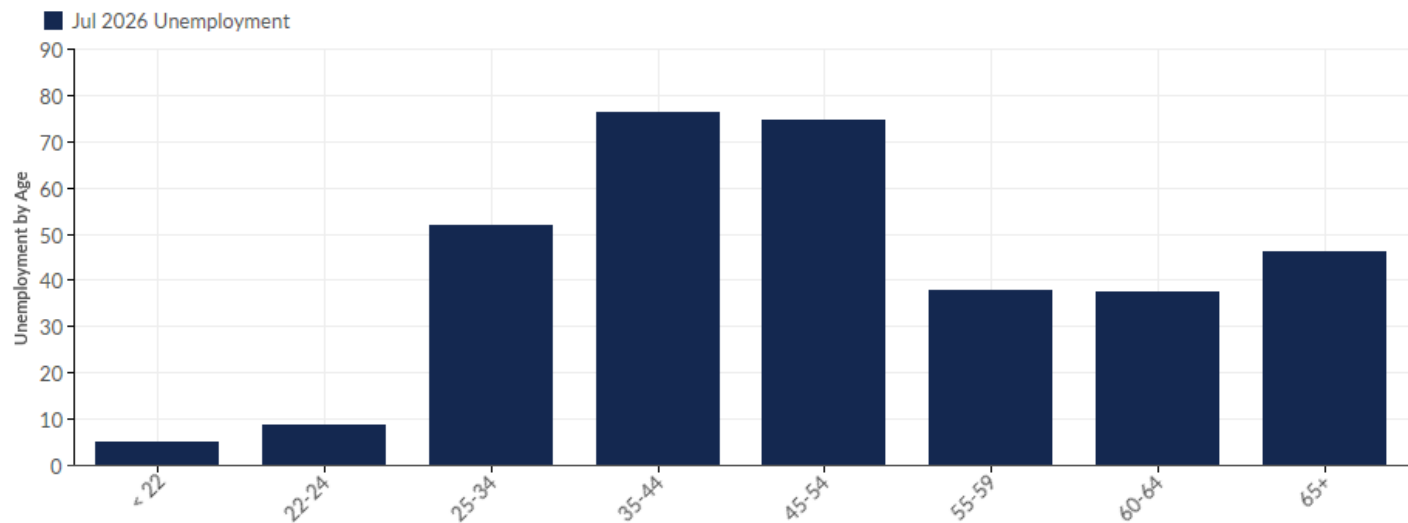
Educational Attainment

Concerning educational attainment, **10.3% of Jackson County, WI residents possess a Bachelor's Degree** (11.5% below the national average), and **11.7% hold an Associate's Degree** (2.8% above the national average).



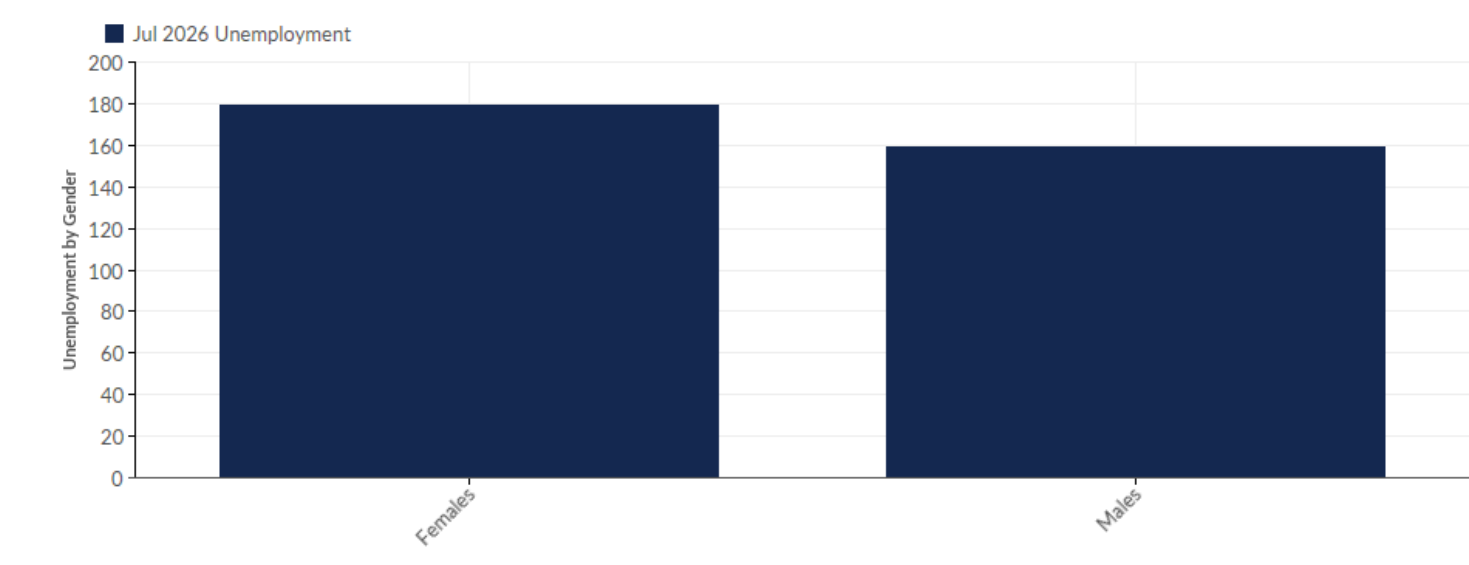
Unemployment by Demographics

Unemployment by Age



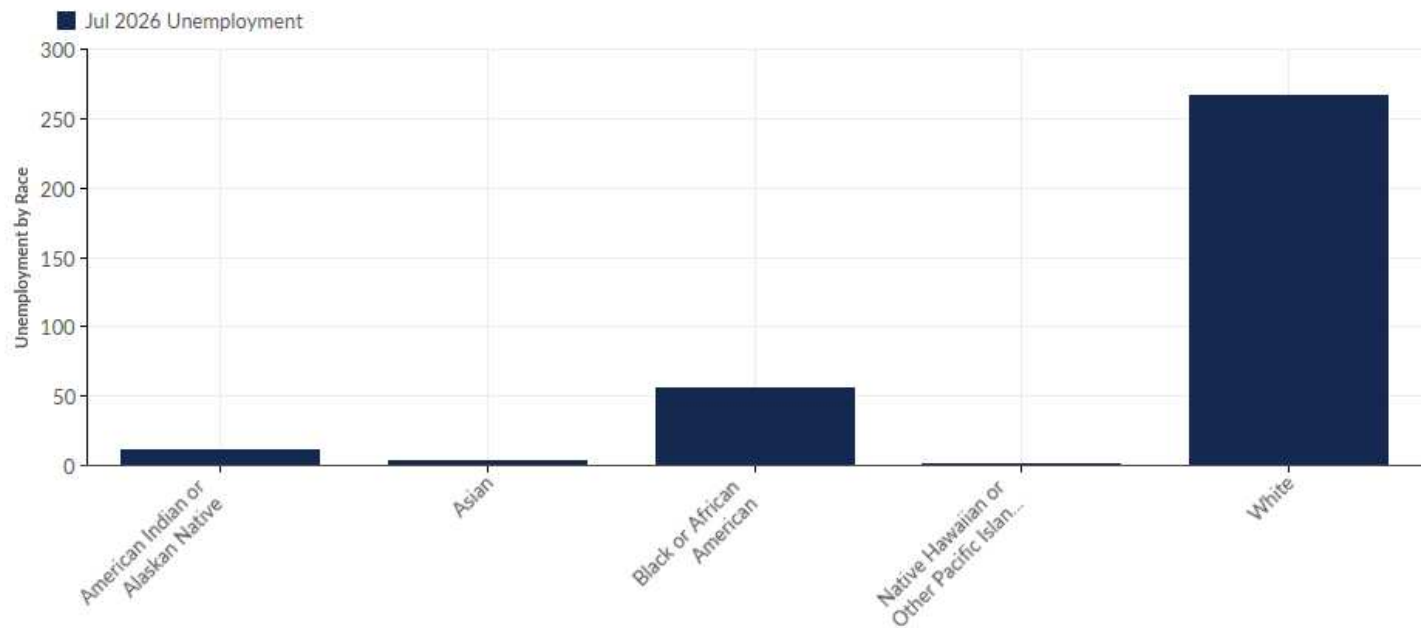
Age	Unemployment (Jul 2026)	% of Unemployed
< 22	5	1.48%
22-24	9	2.66%
25-34	52	15.38%
35-44	76	22.49%
45-54	75	22.19%
55-59	38	11.24%
60-64	37	10.95%
65+	46	13.61%
Total	338	100.00%

Unemployment by Gender



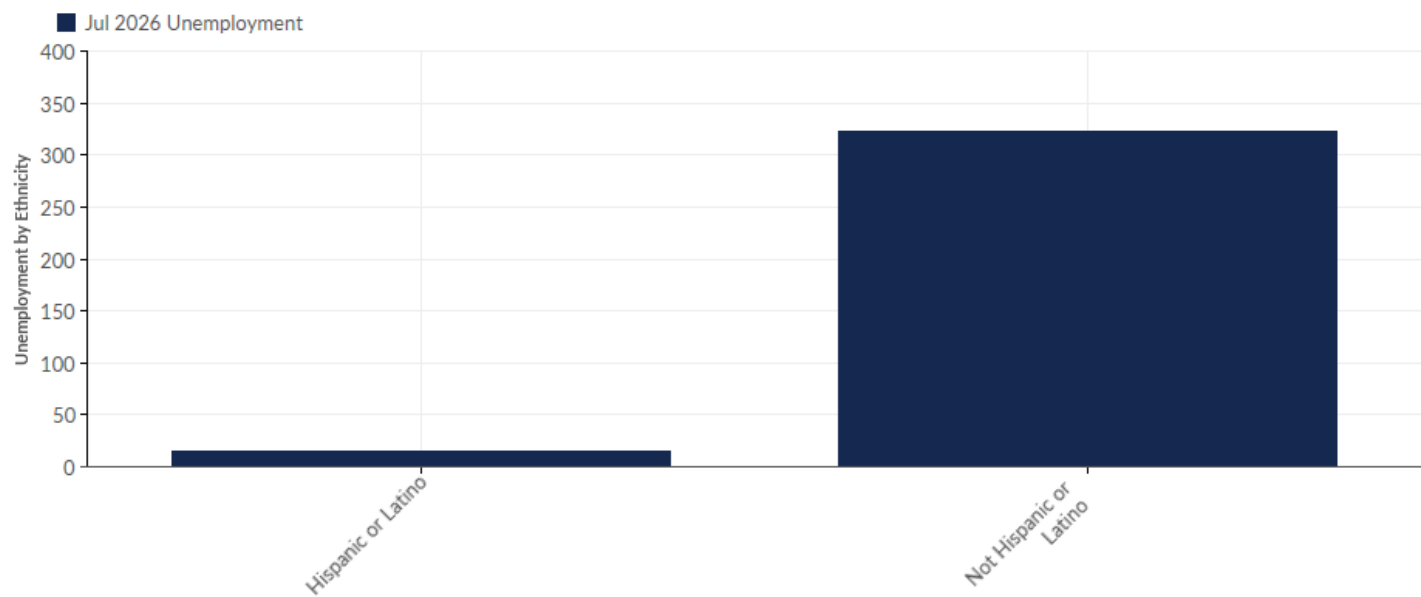
Gender	Unemployment (Jul 2026)	% of Unemployed
Females	179	52.96%
Males	159	47.04%
Total	338	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	12	3.55%
Asian	4	1.18%
Black or African American	55	16.27%
Native Hawaiian or Other Pacific Islander	1	0.30%
White	267	78.99%
Total	338	100.00%

Unemployment by Ethnicity

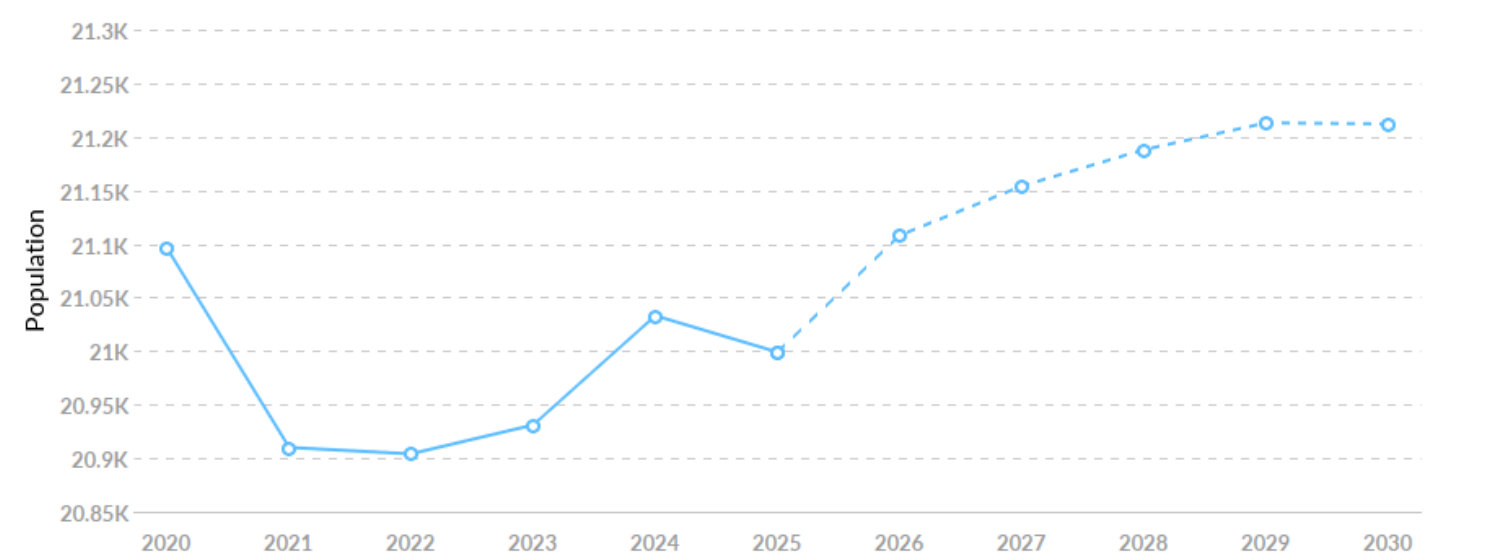


Ethnicity	Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino	15	4.44%
Not Hispanic or Latino	323	95.56%
Total	338	100.00%

Historic & Projected Trends

Population Trends

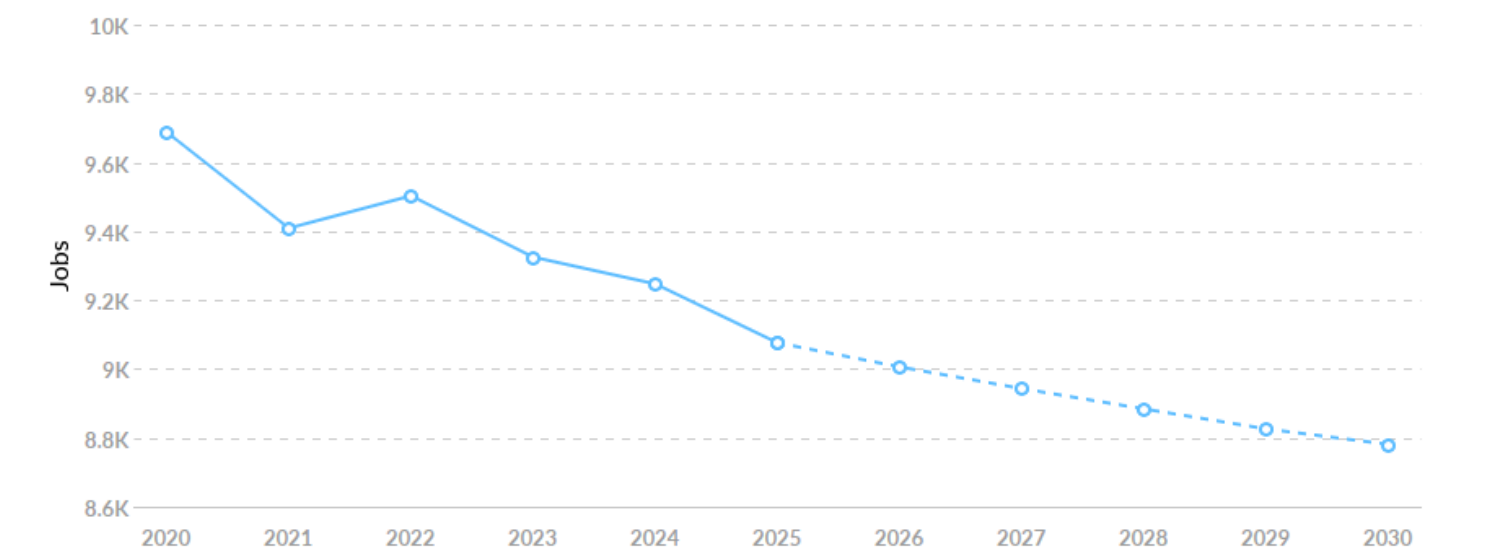
As of 2025 the region's population **declined by 0.5%** since 2020, falling by 97. Population is expected to **increase by 1.0%** between 2025 and 2030, adding 213.



Timeframe	Population
2020	21,096
2021	20,910
2022	20,904
2023	20,931
2024	21,033
2025	20,999
2026	21,108
2027	21,154
2028	21,188
2029	21,213
2030	21,212

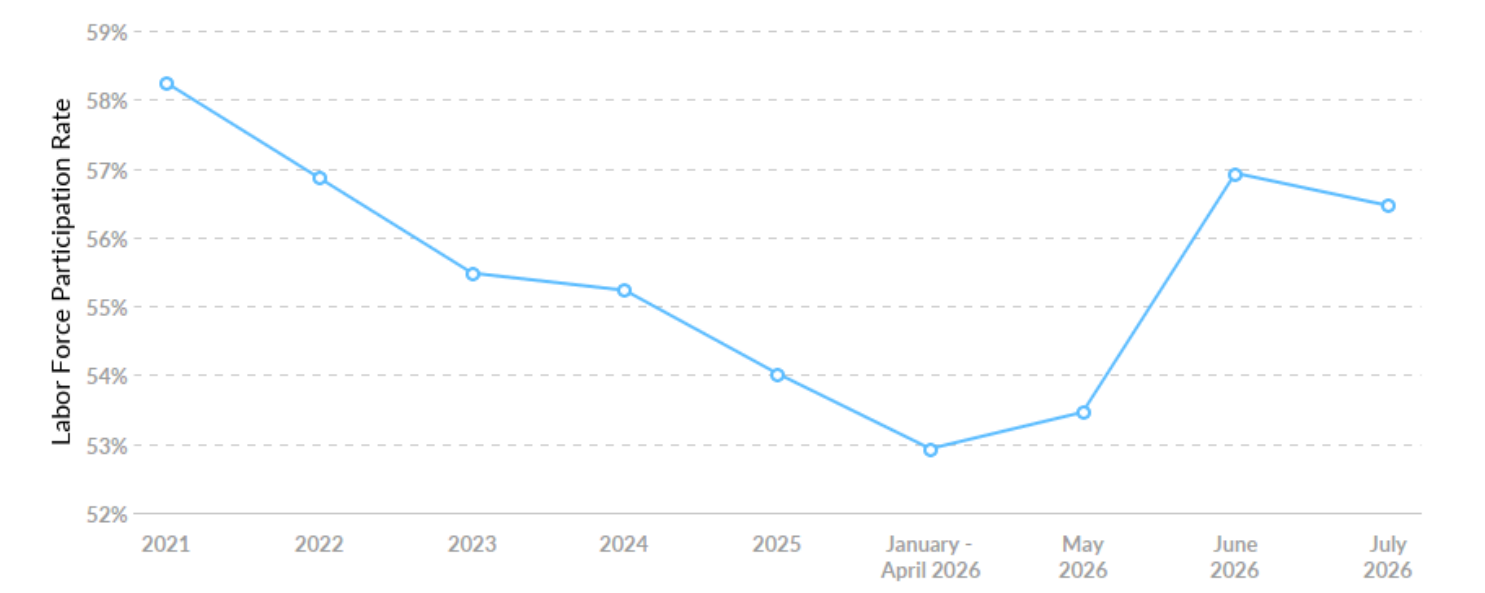
Job Trends

From 2020 to 2025, jobs **declined by 6.3%** in Jackson County, WI from 9,688 to **9,076**. This change **fell short of the national growth rate of 10.7% by 17.0%**.



Timeframe	Jobs
2020	9,688
2021	9,409
2022	9,503
2023	9,325
2024	9,247
2025	9,076
2026	9,006
2027	8,943
2028	8,884
2029	8,826
2030	8,781

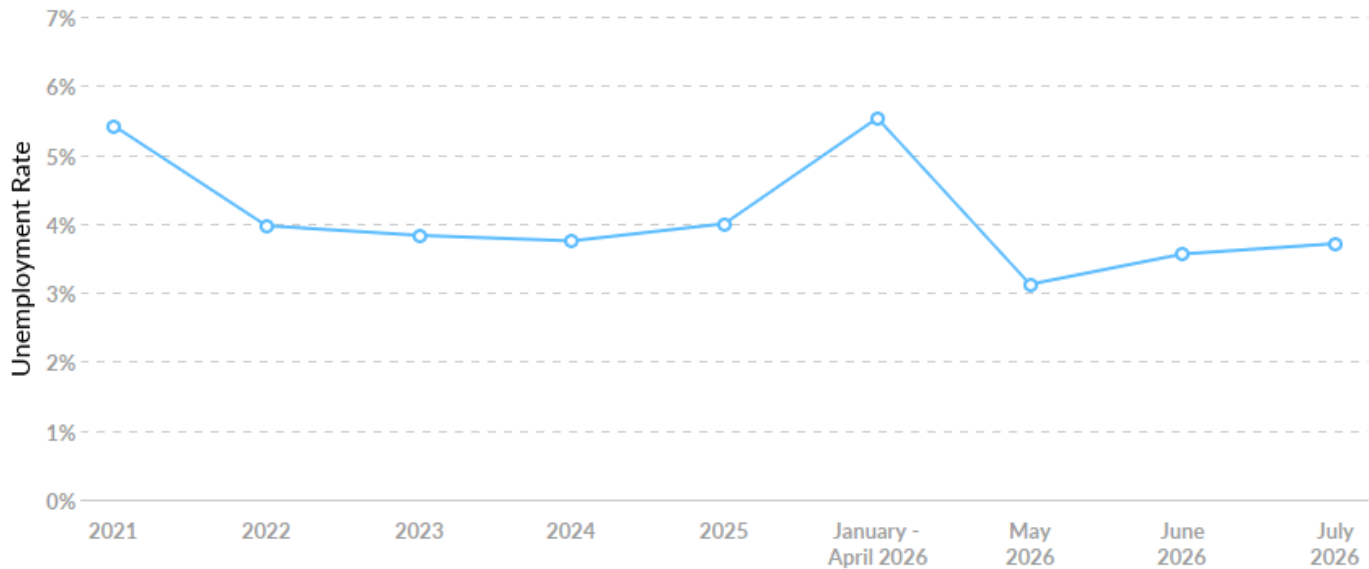
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	58.24%
2022	56.86%
2023	55.48%
2024	55.23%
2025	54.02%
January - April 2026	52.93%
May 2026	53.46%
June 2026	56.93%
July 2026	56.46%

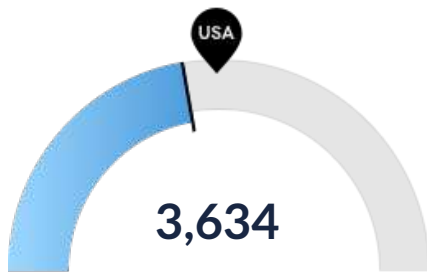
Unemployment Rate Trends

Jackson County, WI had a July 2026 unemployment rate of 3.71%, **decreasing from 5.42%** 5 years before.



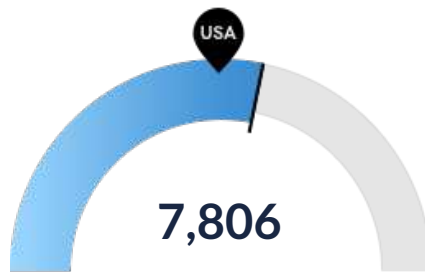
Timeframe	Unemployment Rate
2021	5.42%
2022	3.97%
2023	3.83%
2024	3.75%
2025	4.00%
January - April 2026	5.53%
May 2026	3.12%
June 2026	3.56%
July 2026	3.71%

Population Characteristics



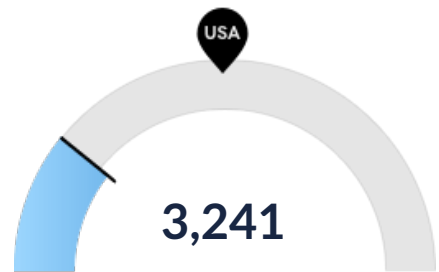
Millennials

Jackson County, WI has 3,634 millennials (ages 25-39). The national average for an area this size is 4,284.



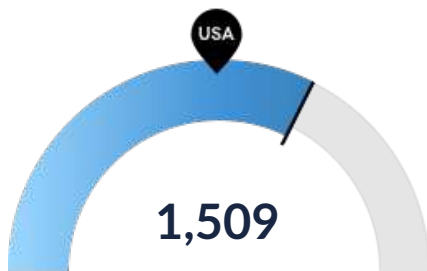
Retiring Soon

Retirement risk is high in Jackson County, WI. The national average for an area this size is 6,501 people 55 or older, while there are 7,806 here.



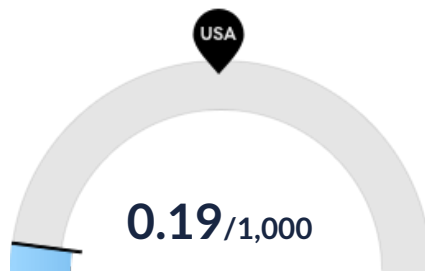
Racial Diversity

Racial diversity is low in Jackson County, WI. The national average for an area this size is 9,217 racially diverse people, while there are 3,241 here.



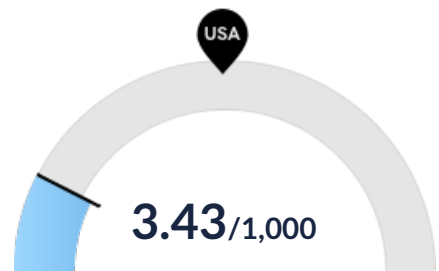
Veterans

Jackson County, WI has 1,509 veterans. The national average for an area this size is 1,001.



Violent Crime

Jackson County, WI has 0.19 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

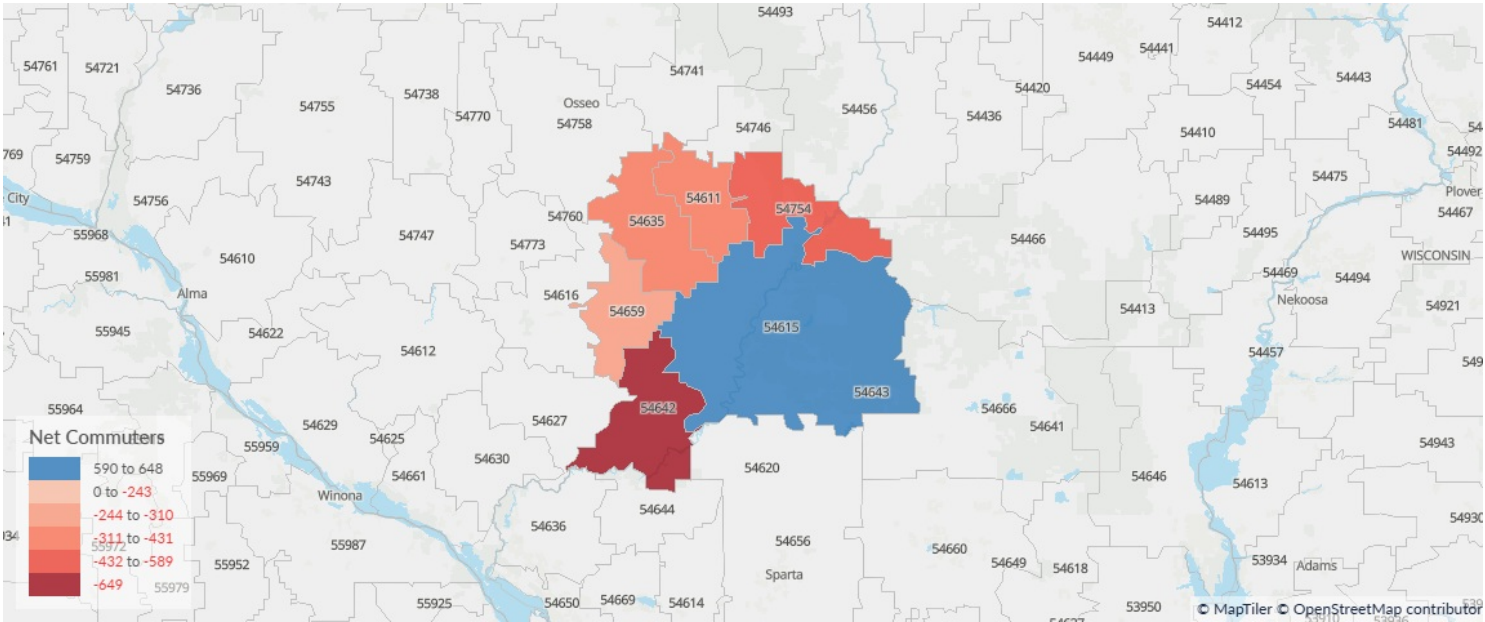


Property Crime

Jackson County, WI has 3.43 property crimes per 1,000 people. The national rate is 14.58 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Jackson County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2025 Employment
54615	Black River Falls, WI (in ...	5,761
54635	Hixton, WI (in Jackson c...	895
54642	Melrose, WI (in Jackson...	701
54754	Merrillan, WI (in Jackso...	636
54659	Taylor, WI (in Jackson c...	595

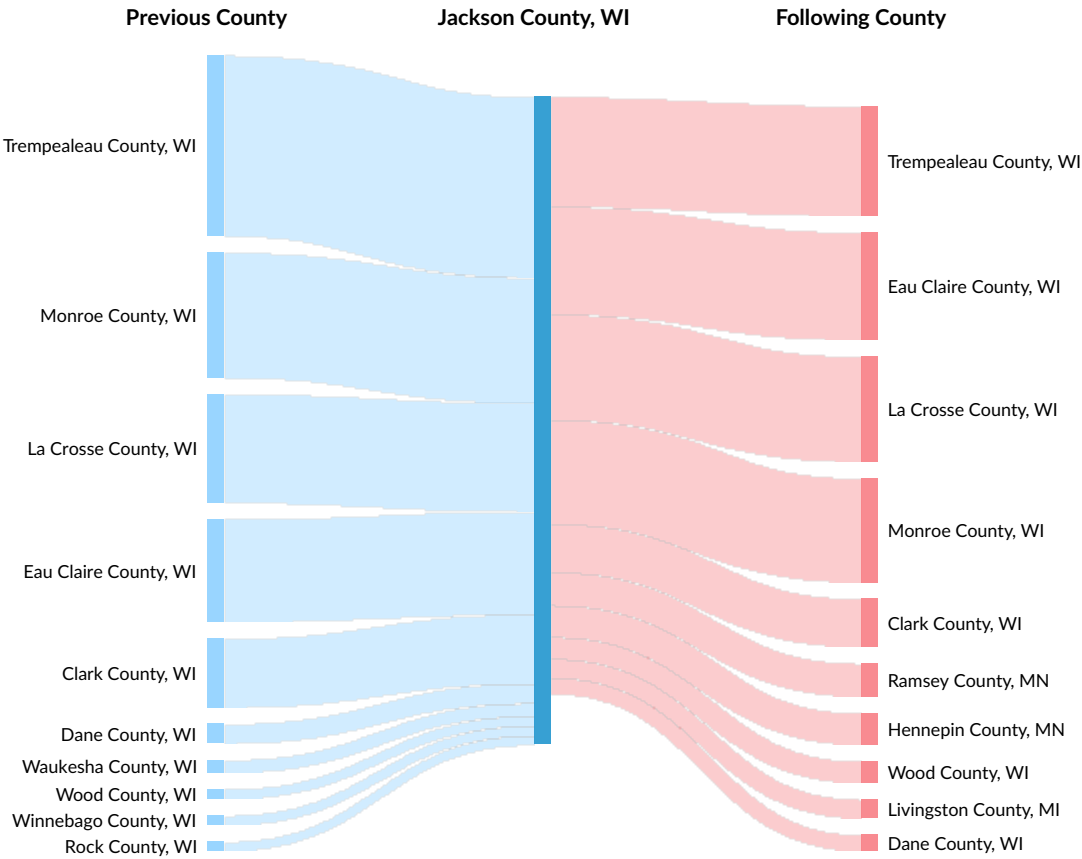
Where Talent Lives

ZIP	Name	2025 Workers
54615	Black River Falls, WI (in ...	5,171
54642	Melrose, WI (in Jackson...	1,350
54635	Hixton, WI (in Jackson c...	1,206
54754	Merrillan, WI (in Jackso...	1,069
54659	Taylor, WI (in Jackson c...	839

Inbound and Outbound Migration

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

As of 2023, 117 people have migrated from Trempealeau County, WI to Jackson County, WI. In the same year, 71 people left Jackson County, WI migrating to Trempealeau County, WI. The total Net Migration for Jackson County, WI in 2023 was 26.

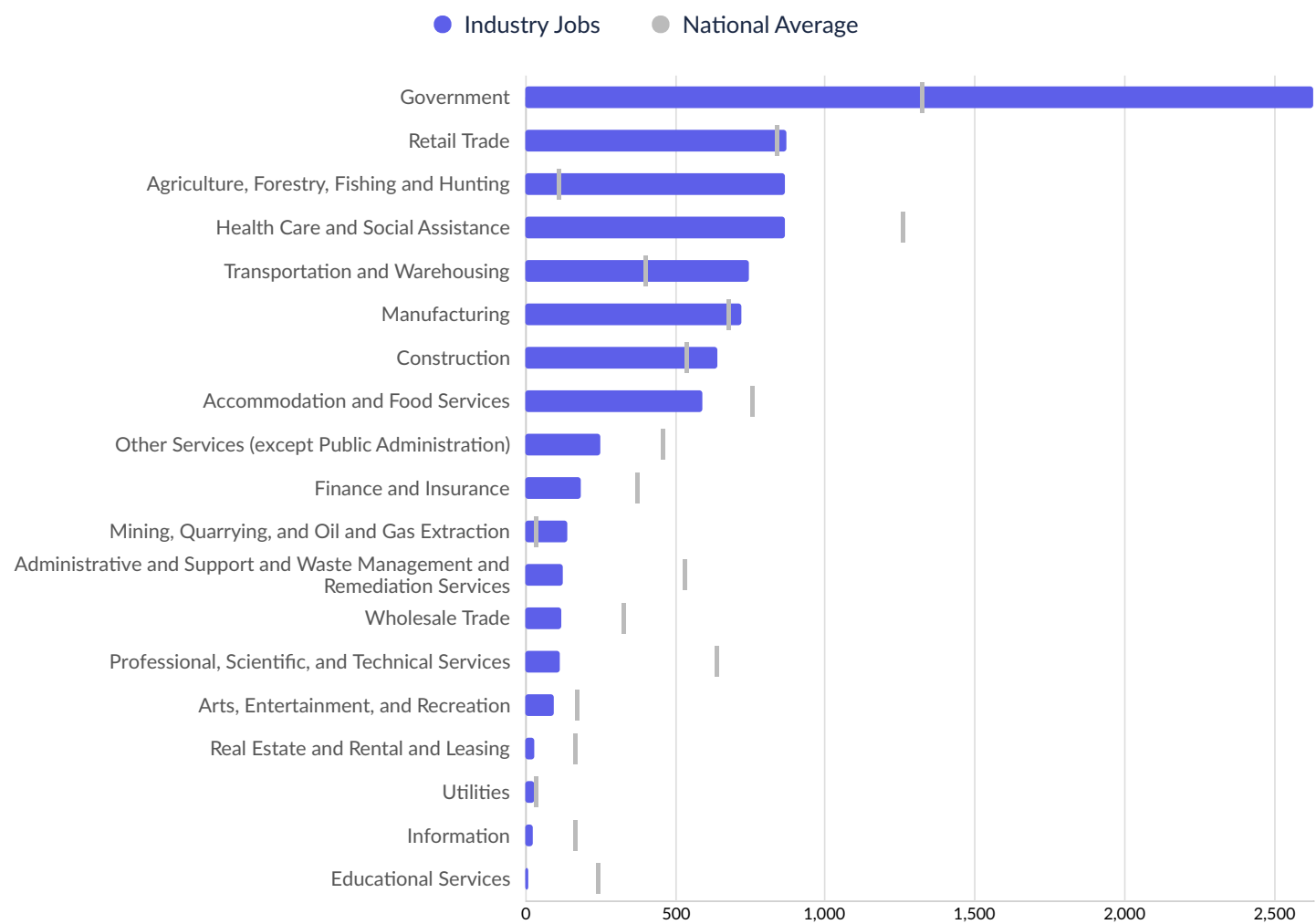


Top Previous Counties	Migrations
Trempealeau County, WI	117
Monroe County, WI	81
La Crosse County, WI	70
Eau Claire County, WI	66
Clark County, WI	45
Dane County, WI	13

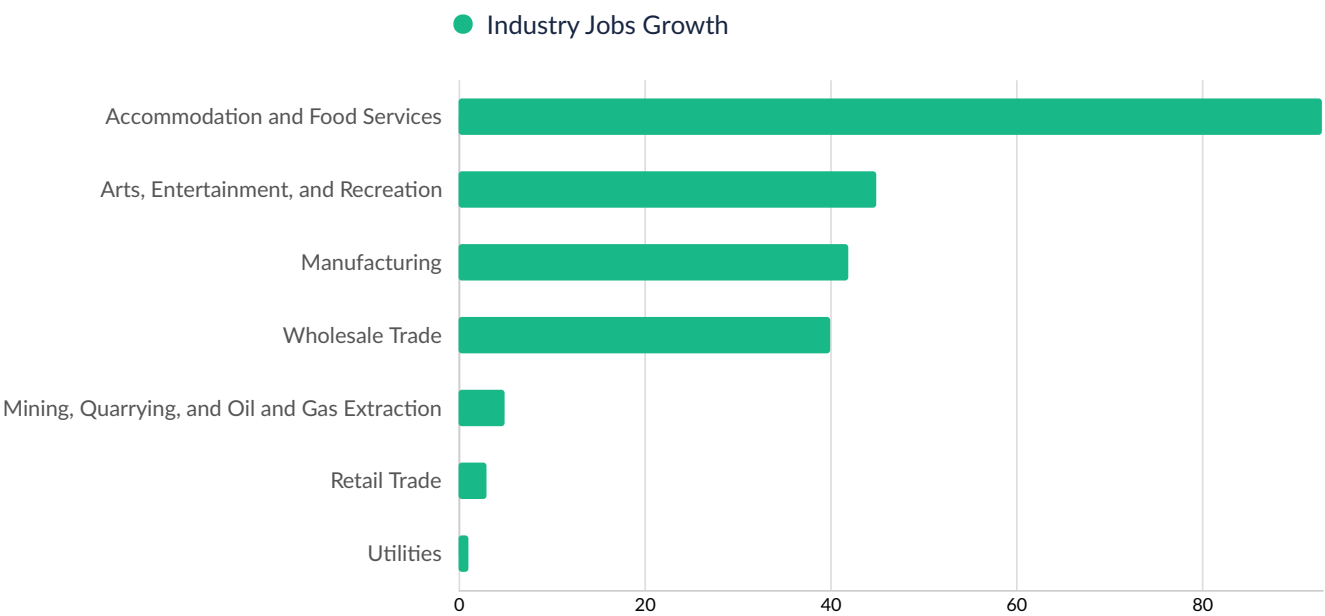
Top Previous Counties	Migrations
Waukesha County, WI	8
Wood County, WI	6
Winnebago County, WI	6
Rock County, WI	6
Marathon County, WI	6
Brown County, WI	6
Dodge County, WI	6
Washington County, WI	6
Outagamie County, WI	5
Top Following Counties	Migrations
Trempealeau County, WI	71
Eau Claire County, WI	69
La Crosse County, WI	68
Monroe County, WI	67
Clark County, WI	31
Ramsey County, MN	21
Hennepin County, MN	20
Wood County, WI	14
Livingston County, MI	12
Dane County, WI	10
Tazewell County, IL	10
Chippewa County, WI	9
Outagamie County, WI	9
Maricopa County, AZ	8
Columbia County, WI	8

Industry Characteristics

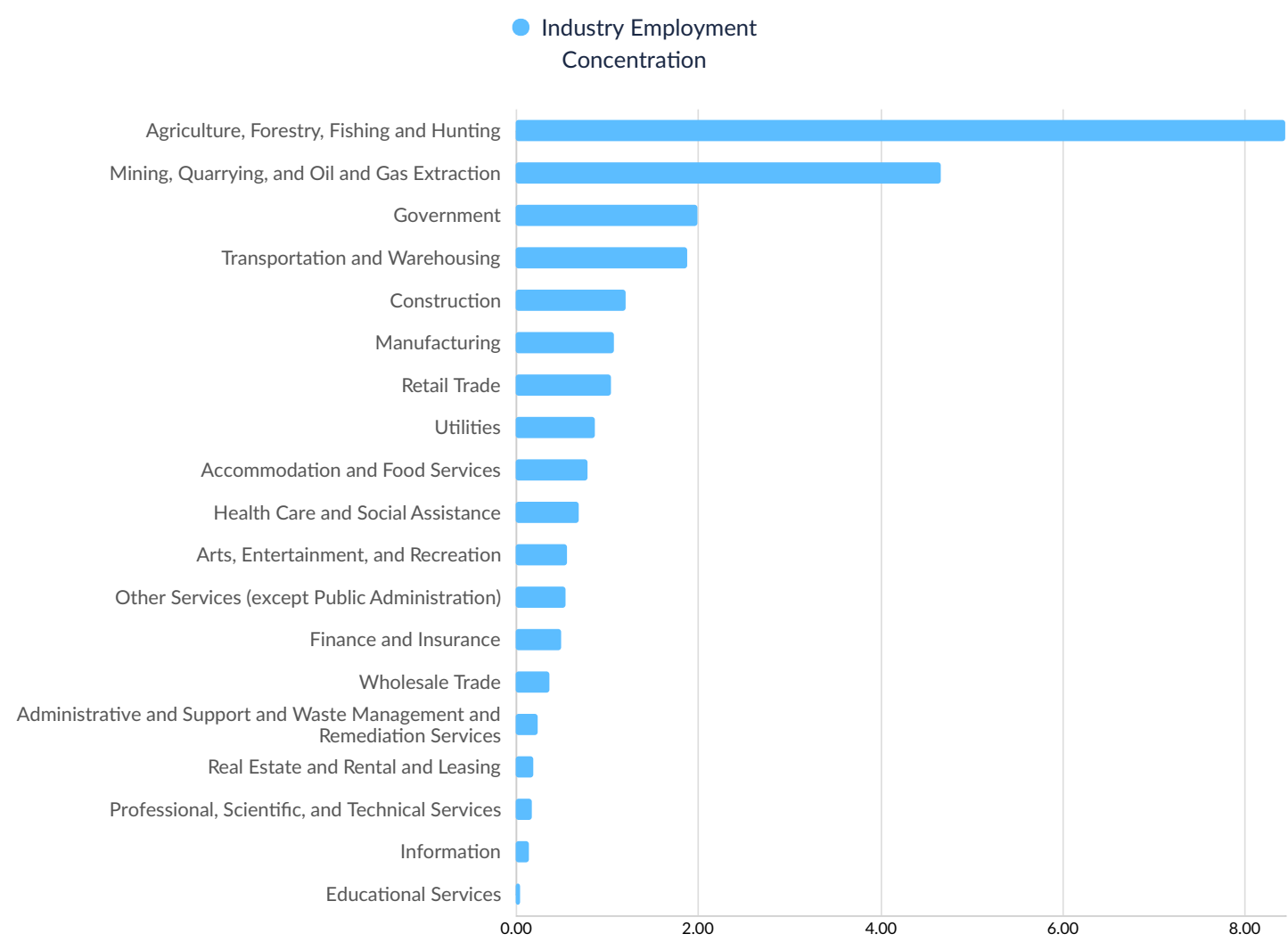
Largest Industries



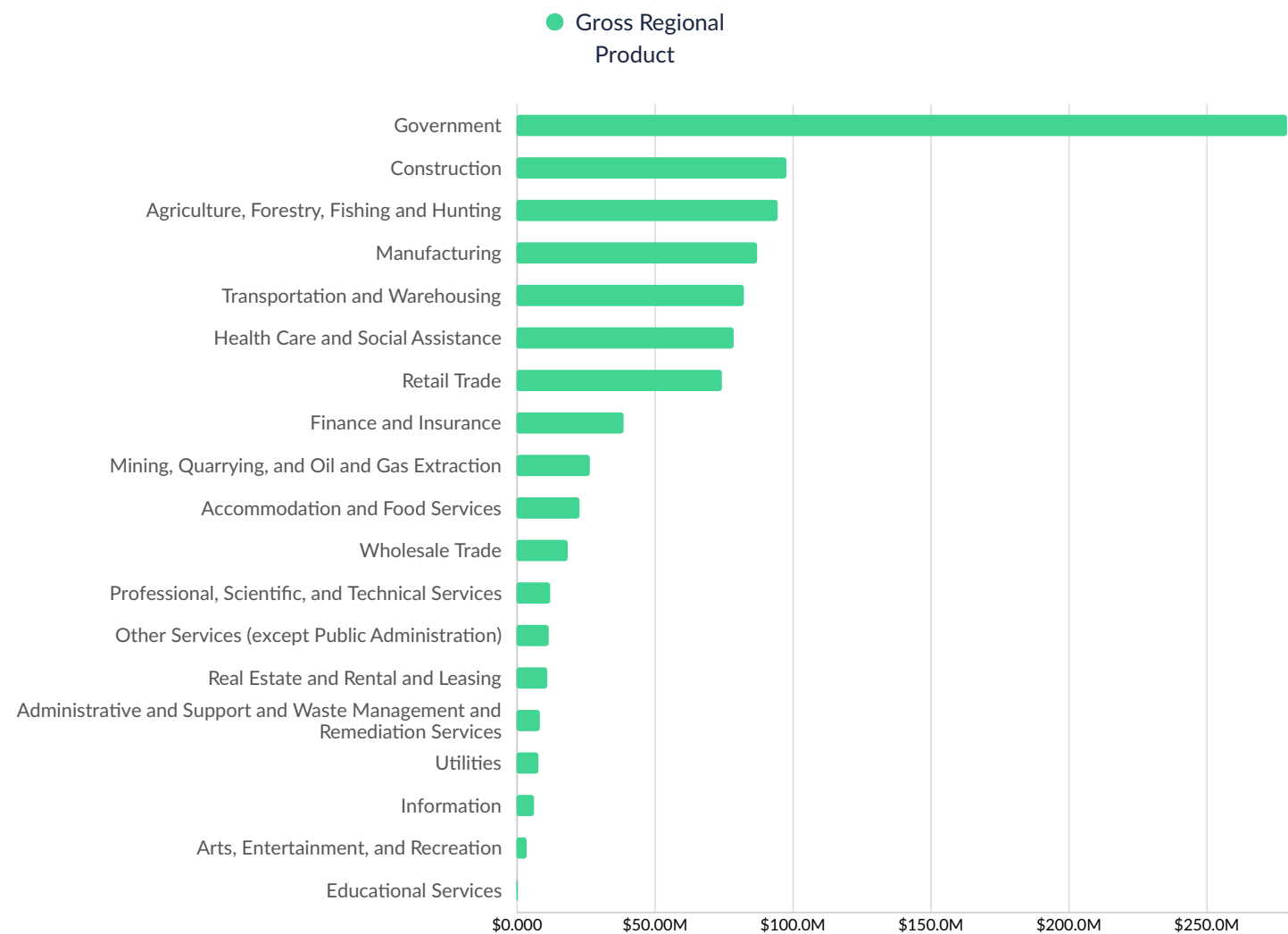
Top Growing Industries



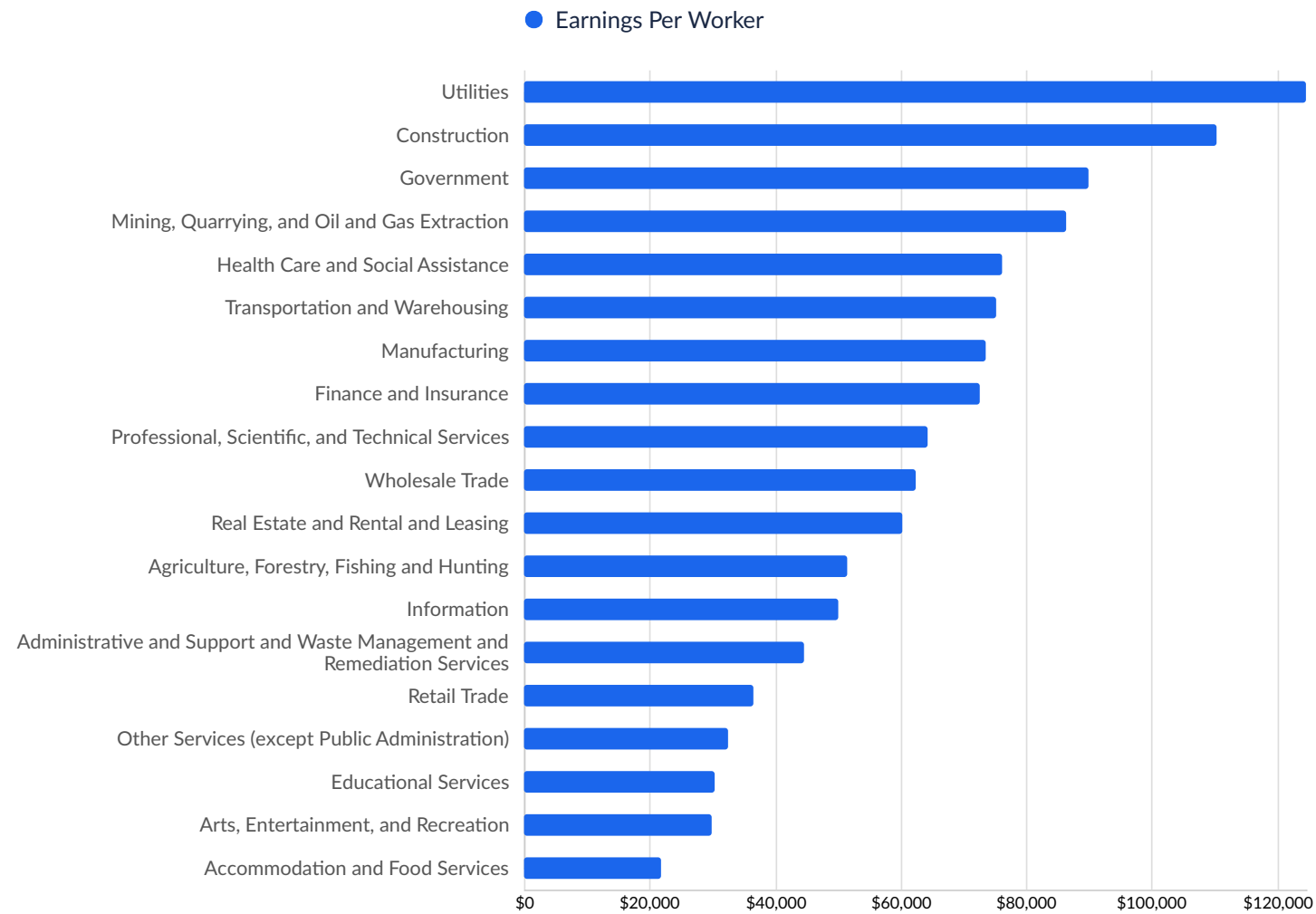
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



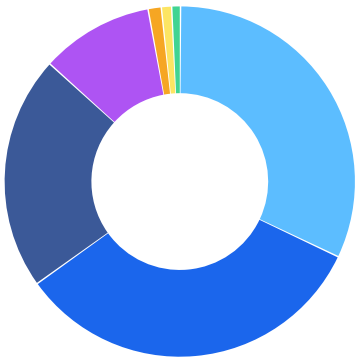
Business Characteristics

1,141 Companies Employ Your Workers

Online profiles for your workers mention 1,141 companies as employers, with the top 10 appearing below. In the last 12 months, 269 companies in Jackson County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Ho-Chunk Nation	278	Black River Health Center	62
Black River Health Center	106	Dunkin' Donuts	49
Regal Rexnord Corp	38	Walmart	49
State of Wisconsin	36	GPAC	47
Ashley Furniture	35	Jackson Physician Search	46
Co-Op Credit Union	30	County Of Jackson	39
Krohn Clinic	30	Meadowbrook at Black River Falls	29
Black River Falls School District	29	Domino's Pizza	22
Alma Center-Humbird-Merrillan...	28	Ashley Furniture	21
Nelson Global Products	26	Sunrise Telecom	21

Business Size



	Percentage	Business Count
1 to 4 employees	32.0%	237
5 to 9 employees	33.1%	245
10 to 19 employees	21.6%	160
20 to 49 employees	10.4%	77
50 to 99 employees	1.2%	9
100 to 249 employees	0.9%	7
250 to 499 employees	0.8%	6

**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.*

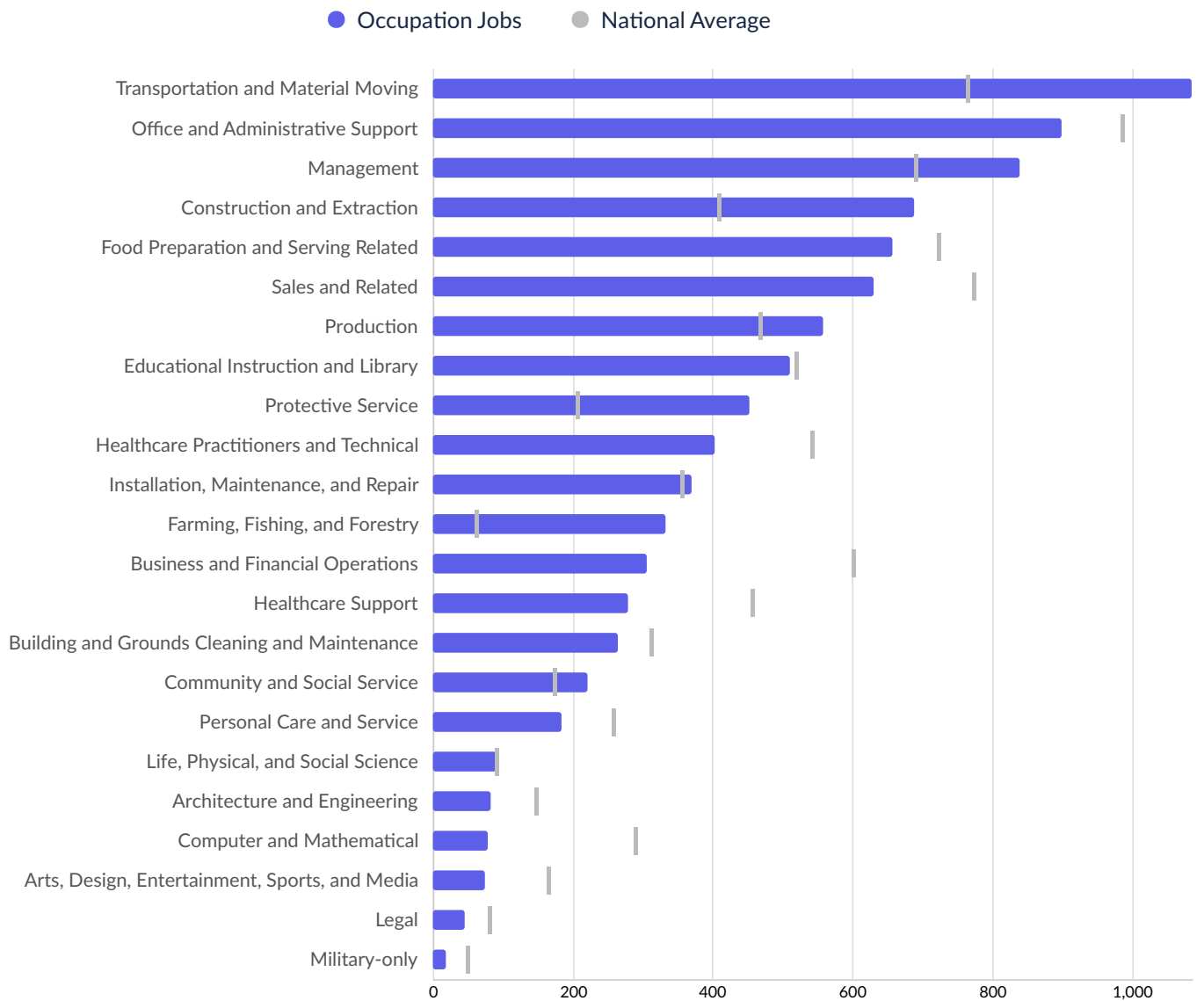
Layoff Activity (Reported WARN Notices)

The table below shows the 50 most recent WARN records for the past 12 months. Since WARN notices can include both new notices and revisions to previously reported notices, duplicate records may be reflected in the table. Layoff data is based on employer-filed WARN notices and does not respond to occupation filters. Please see the knowledge base article to [learn more](#).

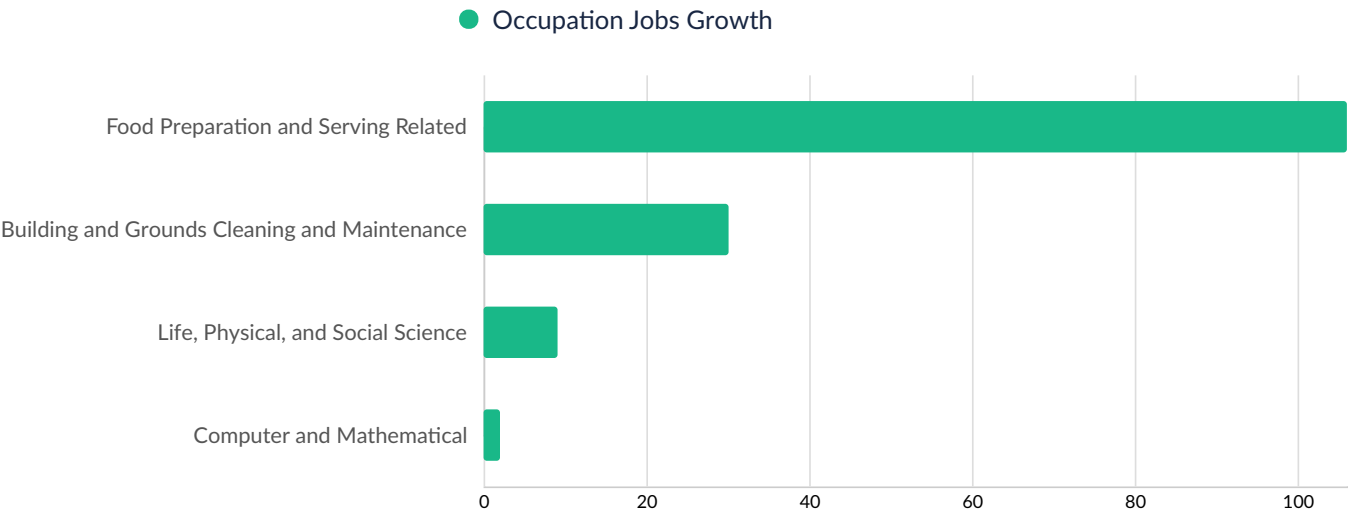
Region	Company	Event Date	Employees Affected
Jackson	Cell.Plus	05-05-2026	21

Workforce Characteristics

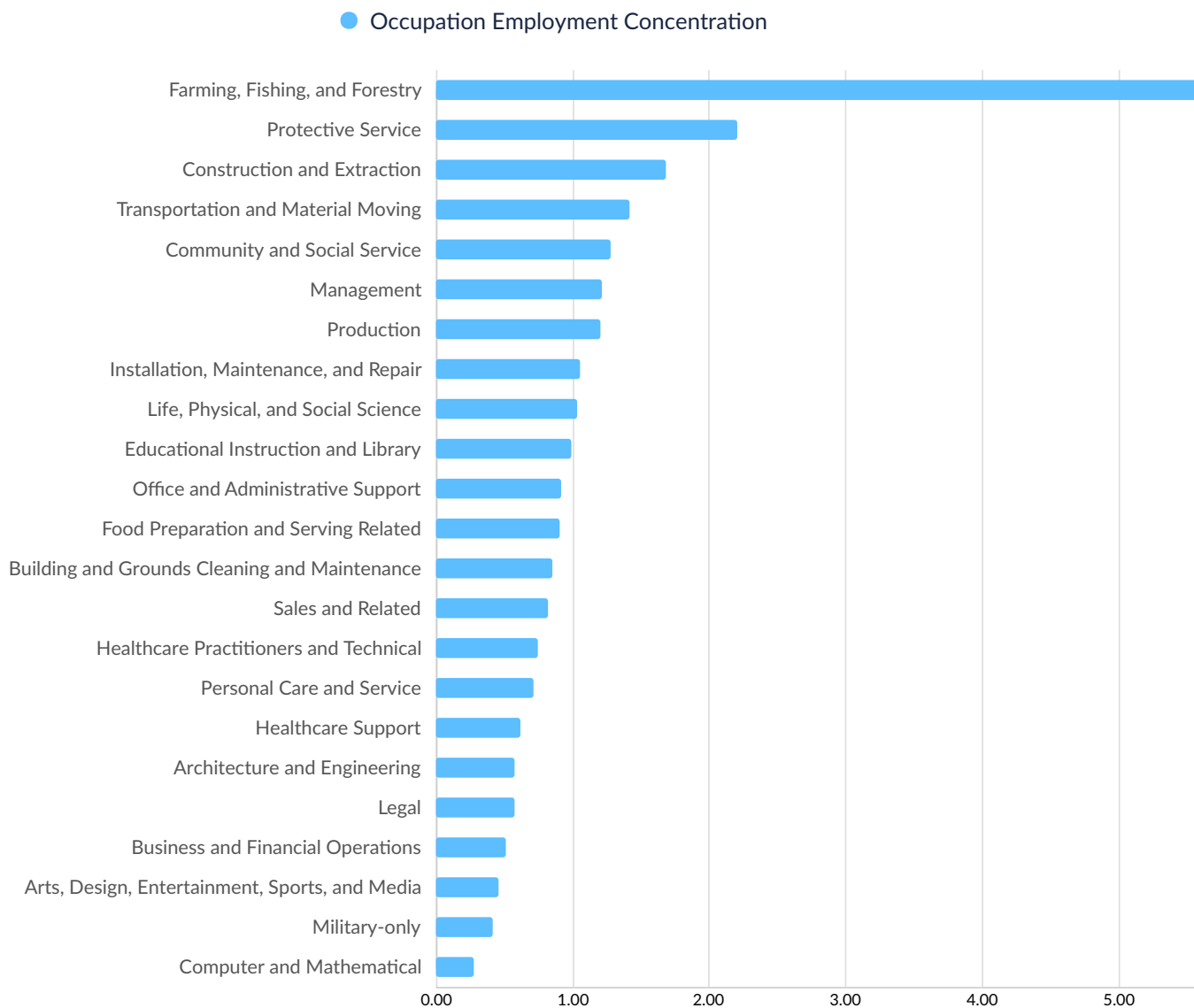
Largest Occupations



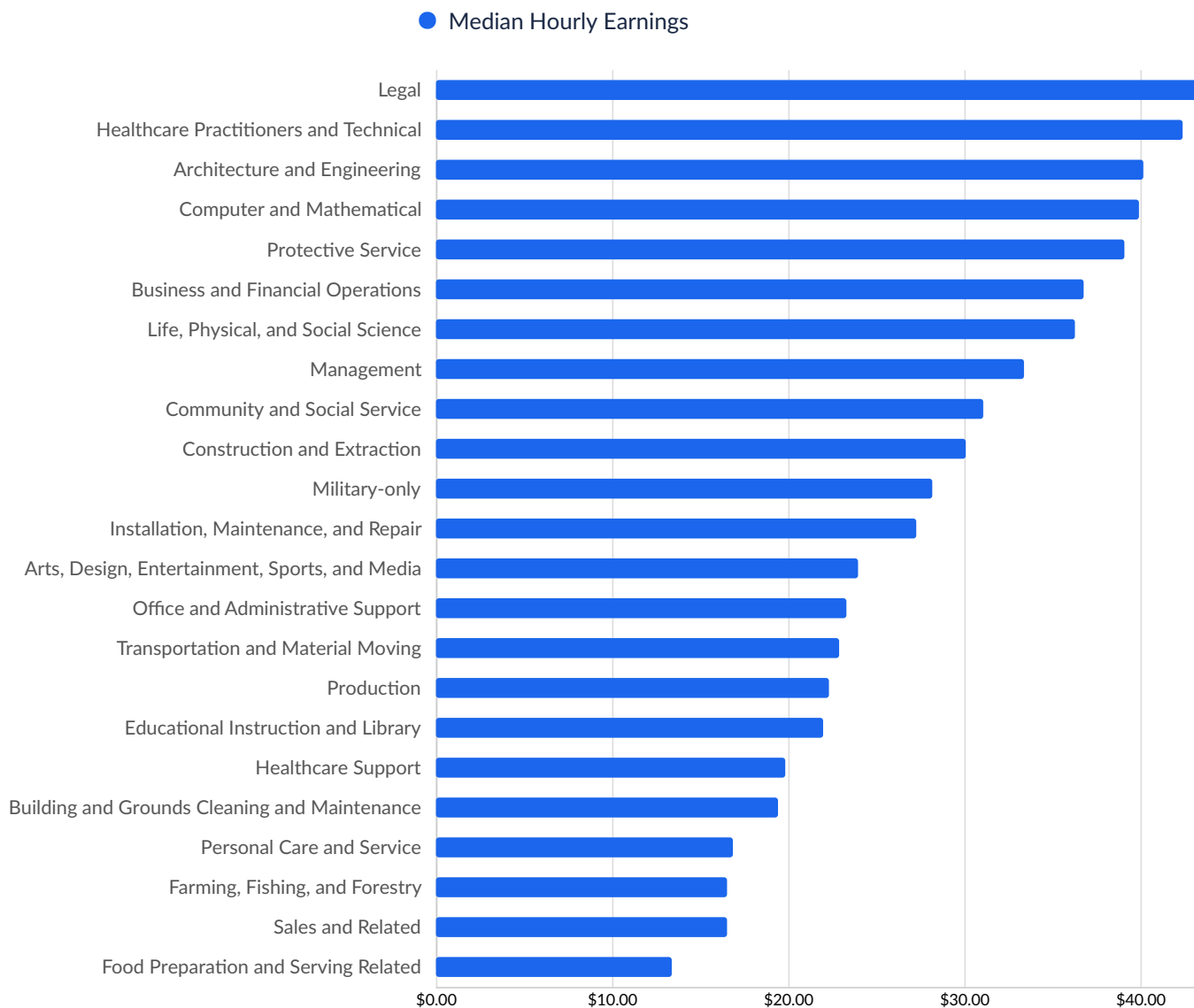
Top Growing Occupations



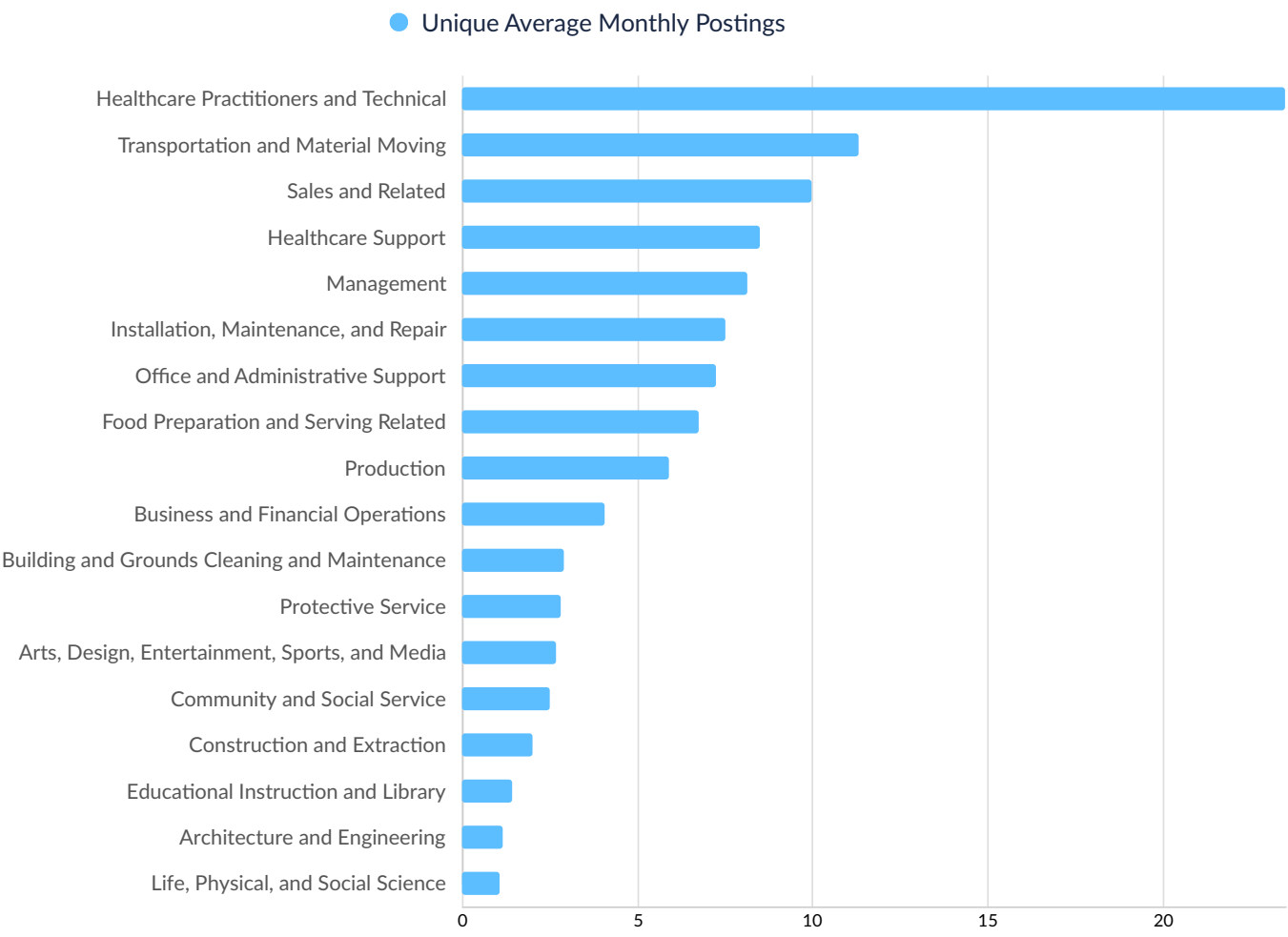
Top Occupation Employment Concentration



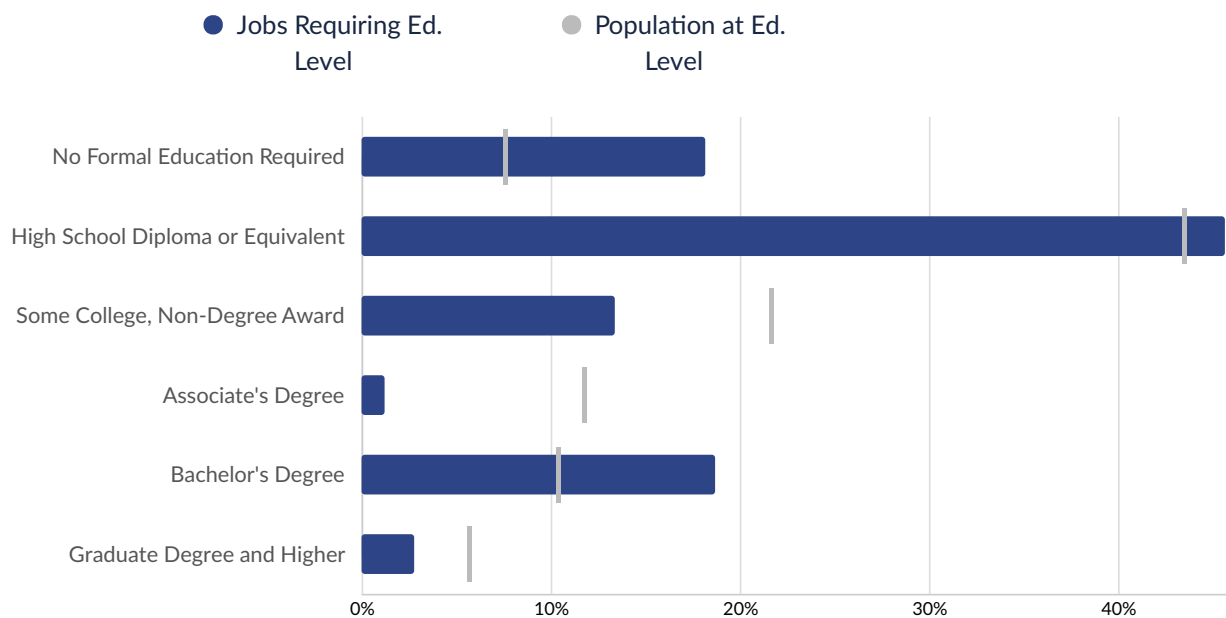
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

