



La Crosse County, WI

Mississippi River Regional Planning Commission



811 Monitor St. Suite 201
La Crosse, Wisconsin 54603

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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

121,339

Population (2025)

Population **grew by 384** over the last 5 years and is projected to **grow by 270** over the next 5 years.

76,807

Total Regional Employment

Jobs **grew by 5,232** over the last 5 years and are projected to **grow by 1,335** over the next 5 years.

\$73.0K

Median Household Income (2024)

Median household income is **\$7.7K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **increased by 0.3%** since 2020, growing by 384. Population is expected to **increase by 0.2%** between 2025 and 2030, adding 270.
- From 2020 to 2025, jobs **increased by 7.3%** in La Crosse County, WI from 71,576 to **76,807**. This change **fell short of the national growth rate of 10.7% by 3.4%**. As the number of jobs increased, the **labor force participation rate increased from 64.4% to 66.0% 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** (5.2% 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).

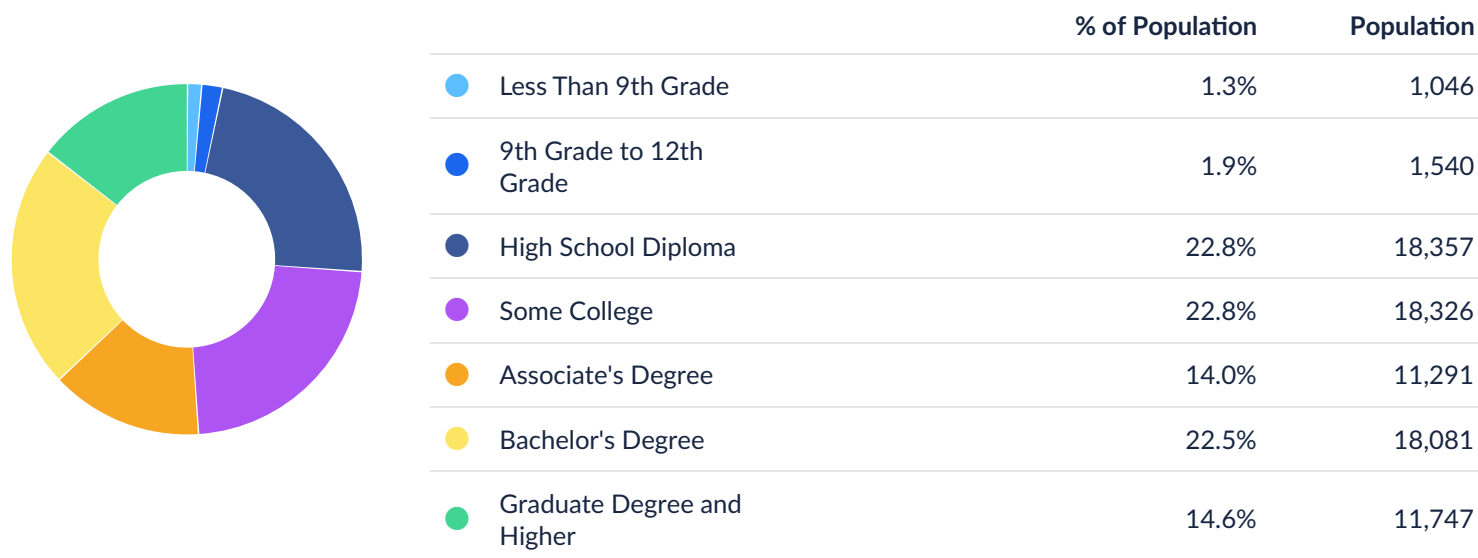
	Population (2026)	Labor Force (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	121,646	66,015	76,807	100.7	\$10.52B	\$10.09B	\$11.11B
State	5,995,935	3,191,892	3,272,992	100.3	\$465.83B	\$405.24B	\$440.26B

Jul 2026 Labor Force Breakdown



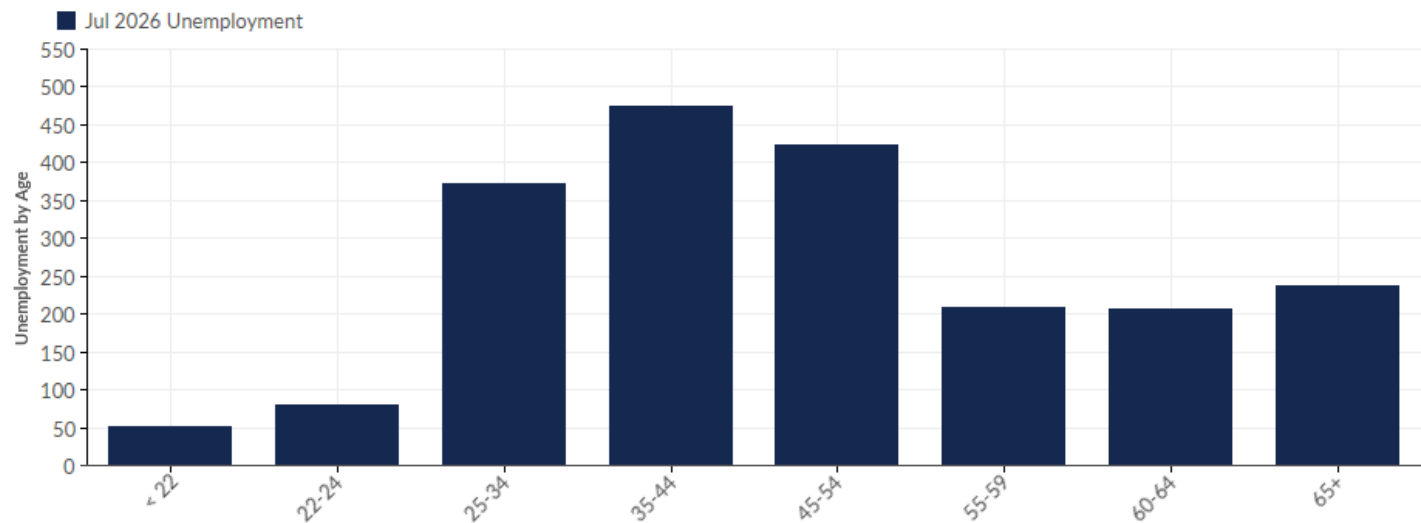
Educational Attainment

Concerning educational attainment, **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** (5.2% above the national average).



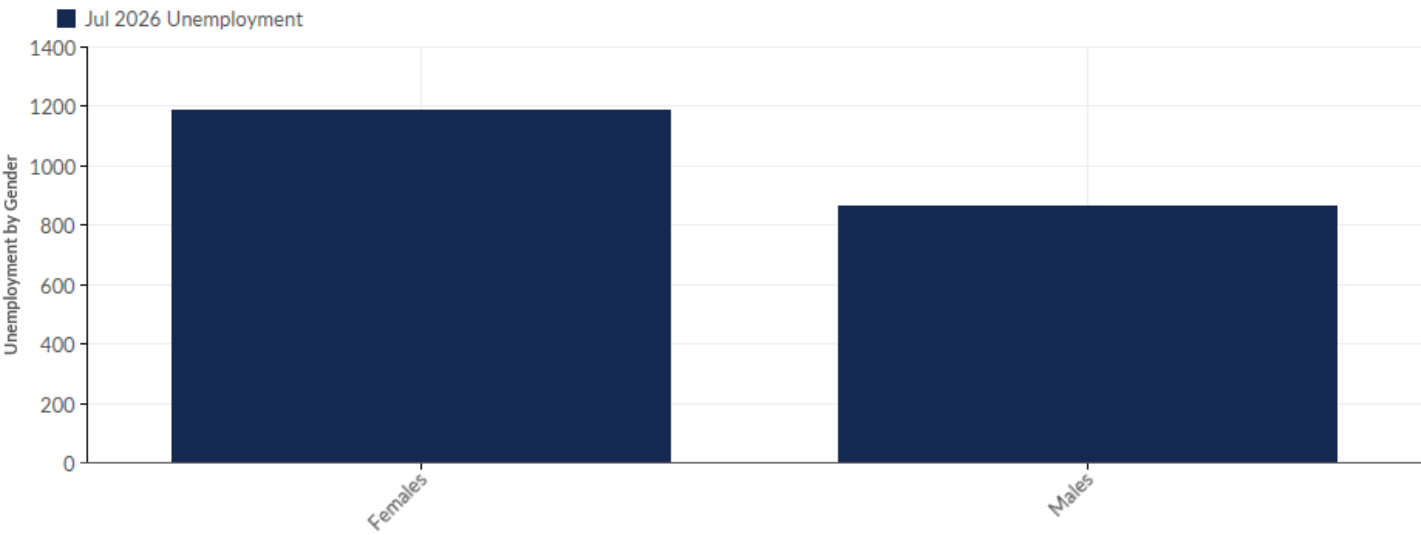
Unemployment by Demographics

Unemployment by Age



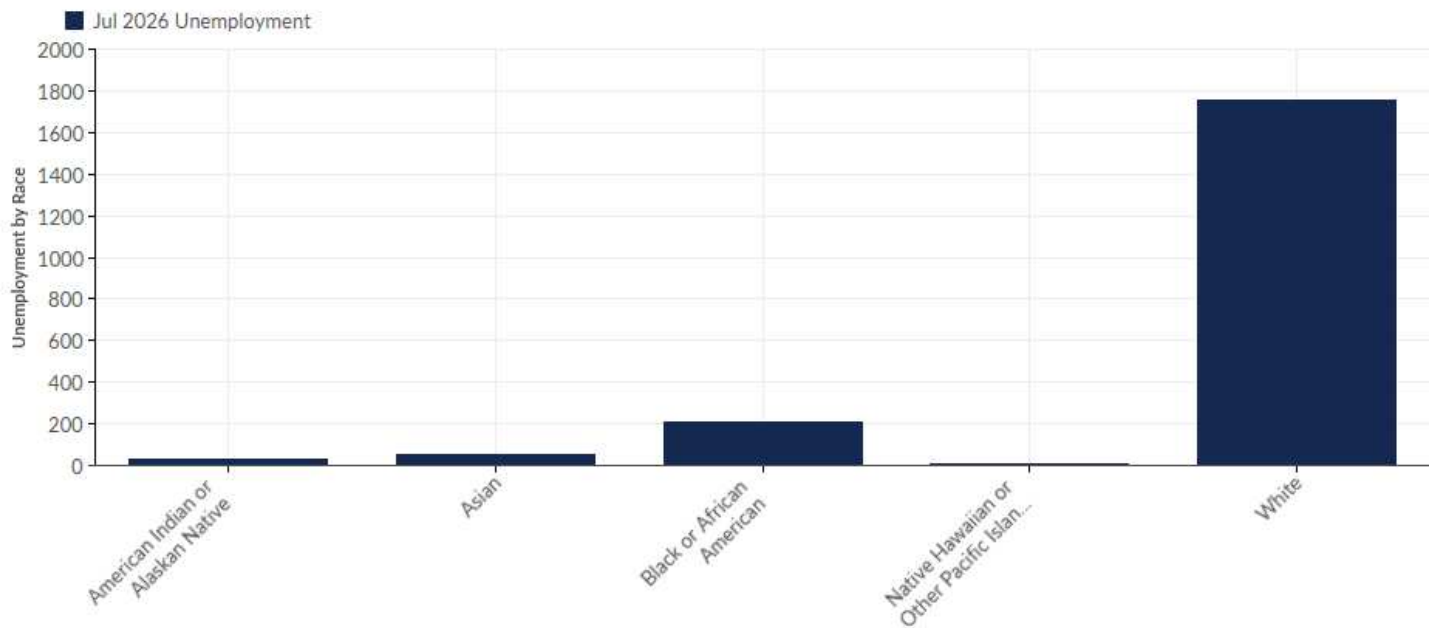
Age	Unemployment (Jul 2026)	% of Unemployed
< 22	52	2.54%
22-24	80	3.90%
25-34	371	18.09%
35-44	474	23.11%
45-54	423	20.62%
55-59	208	10.14%
60-64	206	10.04%
65+	237	11.56%
Total	2,051	100.00%

Unemployment by Gender



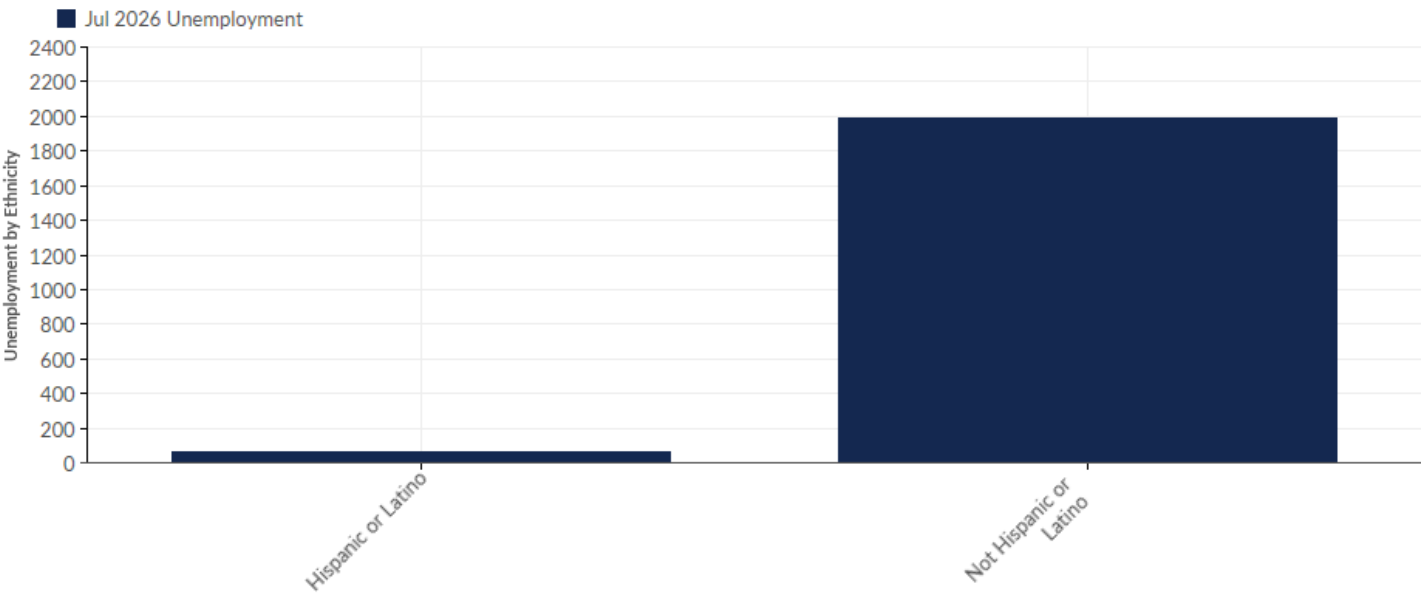
Gender	Unemployment (Jul 2026)	% of Unemployed
Females	1,186	57.83%
Males	865	42.17%
Total	2,051	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	31	1.51%
Asian	54	2.63%
Black or African American	205	10.00%
Native Hawaiian or Other Pacific Islander	4	0.20%
White	1,756	85.62%
Total	2,051	100.00%

Unemployment by Ethnicity

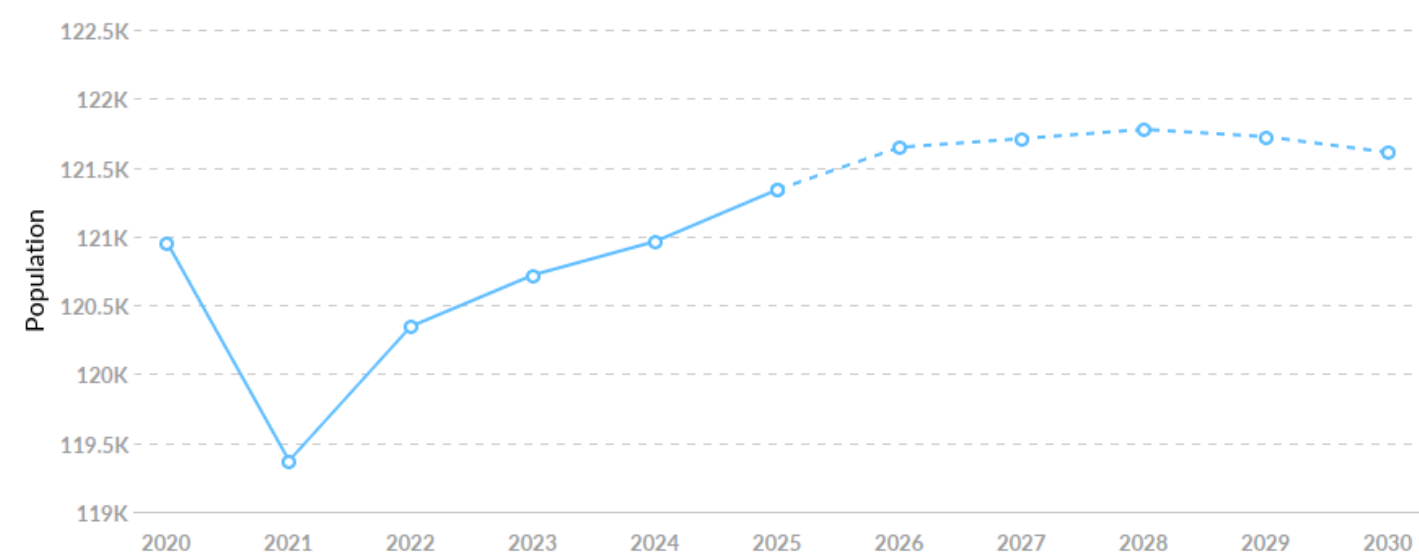


Ethnicity	Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino	65	3.17%
Not Hispanic or Latino	1,986	96.83%
Total	2,051	100.00%

Historic & Projected Trends

Population Trends

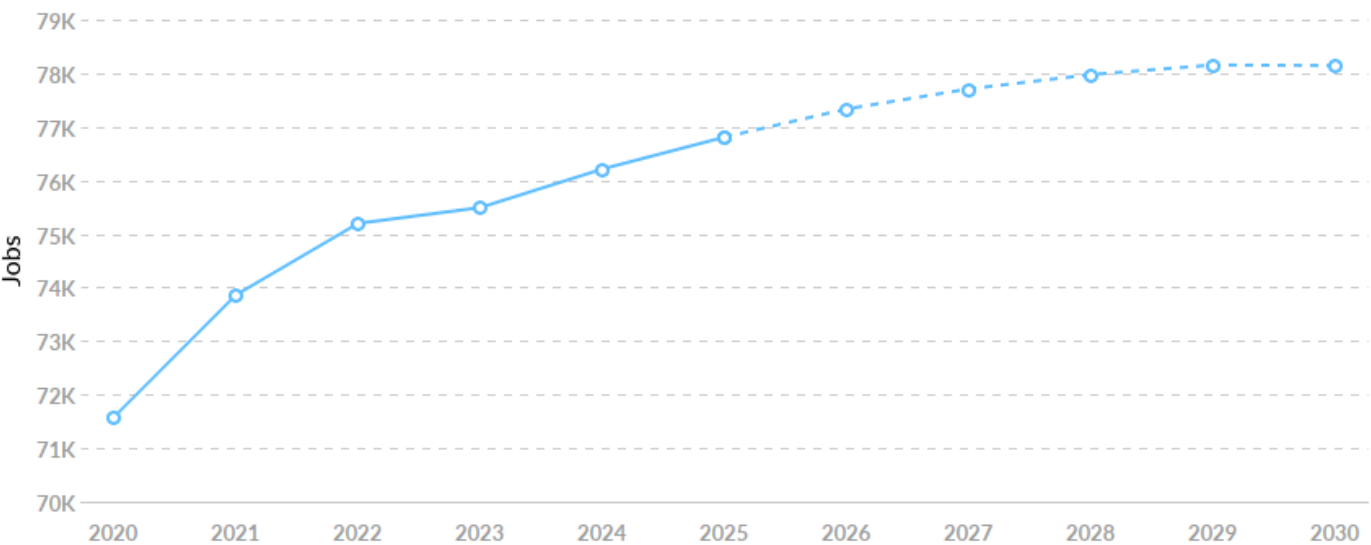
As of 2025 the region's population **increased by 0.3%** since 2020, growing by 384. Population is expected to **increase by 0.2%** between 2025 and 2030, adding 270.



Timeframe	Population
2020	120,955
2021	119,368
2022	120,346
2023	120,719
2024	120,963
2025	121,339
2026	121,646
2027	121,709
2028	121,776
2029	121,723
2030	121,609

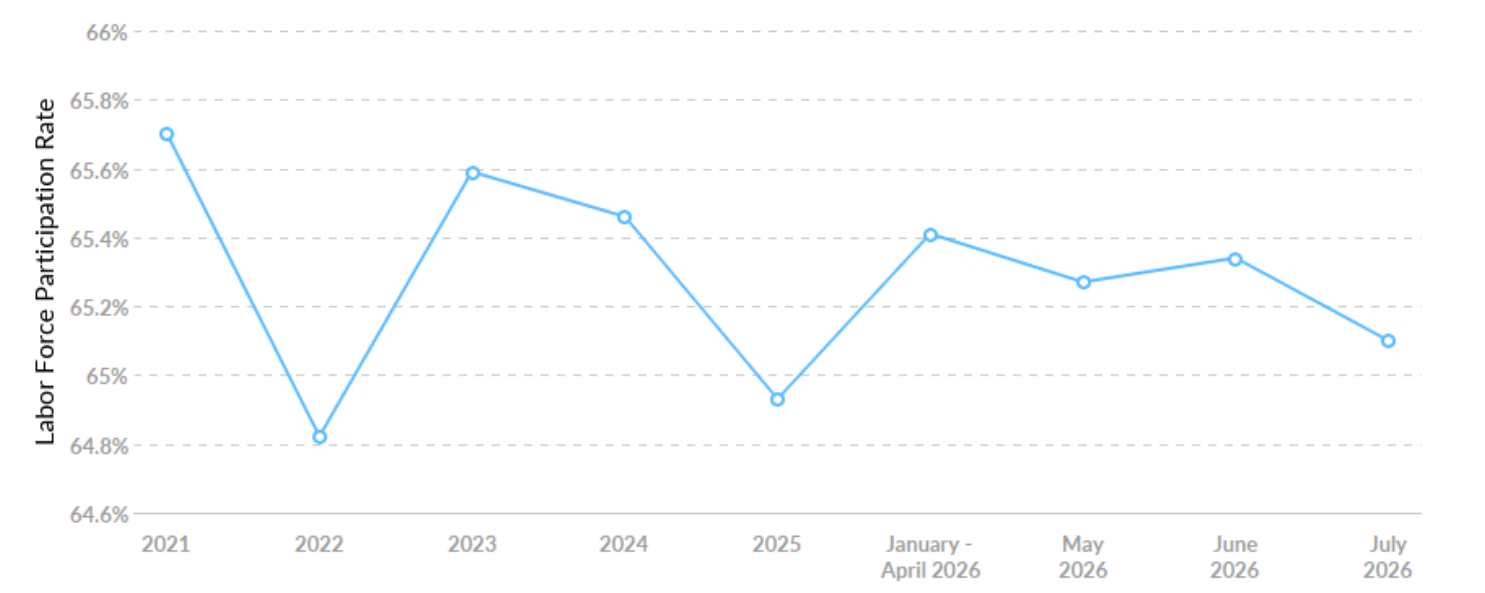
Job Trends

From 2020 to 2025, jobs increased by 7.3% in La Crosse County, WI from 71,576 to 76,807. This change fell short of the national growth rate of 10.7% by 3.4%.



Timeframe	Jobs
2020	71,576
2021	73,859
2022	75,196
2023	75,491
2024	76,211
2025	76,807
2026	77,333
2027	77,707
2028	77,975
2029	78,154
2030	78,142

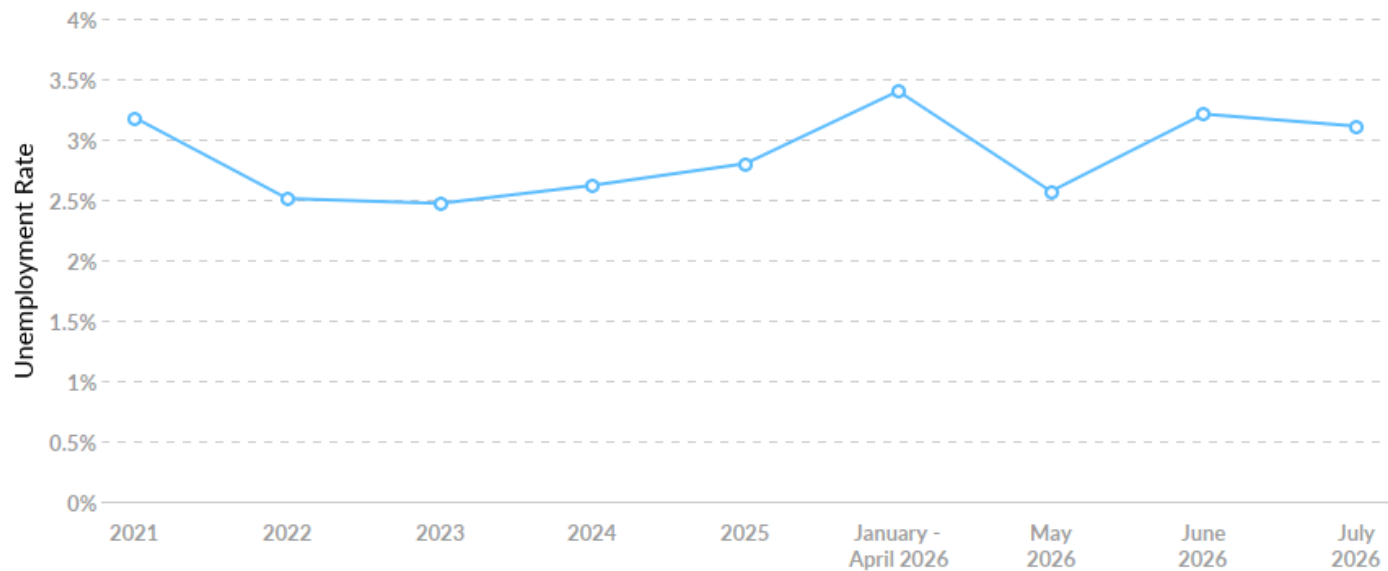
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	65.70%
2022	64.82%
2023	65.59%
2024	65.46%
2025	64.93%
January - April 2026	65.41%
May 2026	65.27%
June 2026	65.34%
July 2026	65.10%

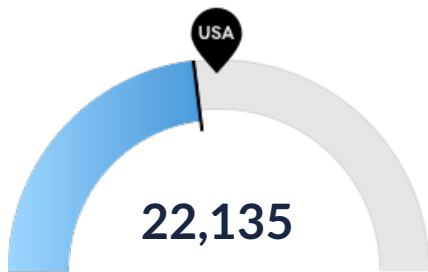
Unemployment Rate Trends

La Crosse County, WI had a July 2026 unemployment rate of 3.11%, **decreasing from 3.18%** 5 years before.



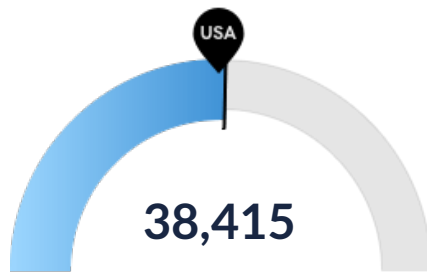
Timeframe	Unemployment Rate
2021	3.18%
2022	2.51%
2023	2.47%
2024	2.62%
2025	2.80%
January - April 2026	3.40%
May 2026	2.57%
June 2026	3.21%
July 2026	3.11%

Population Characteristics



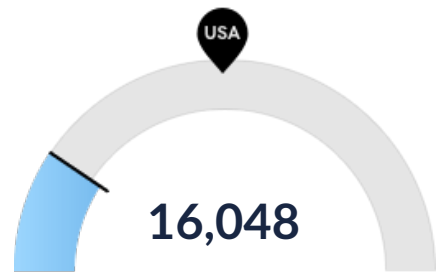
Millennials

La Crosse County, WI has 22,135 millennials (ages 25-39). The national average for an area this size is 24,757.



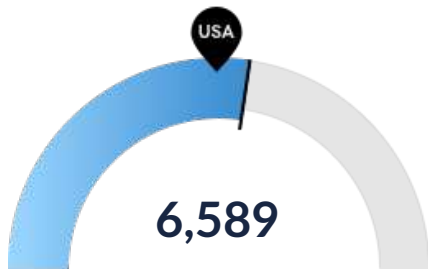
Retiring Soon

Retirement risk is about average in La Crosse County, WI. The national average for an area this size is 37,563 people 55 or older, while there are 38,415 here.



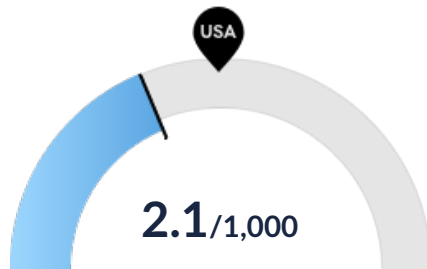
Racial Diversity

Racial diversity is low in La Crosse County, WI. The national average for an area this size is 53,259 racially diverse people, while there are 16,048 here.



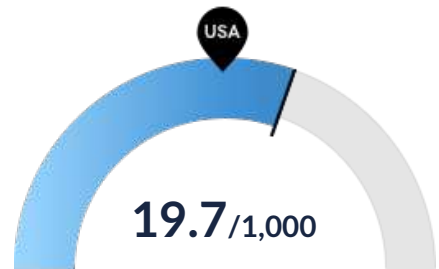
Veterans

La Crosse County, WI has 6,589 veterans. The national average for an area this size is 5,758.



Violent Crime

La Crosse County, WI has 2.1 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

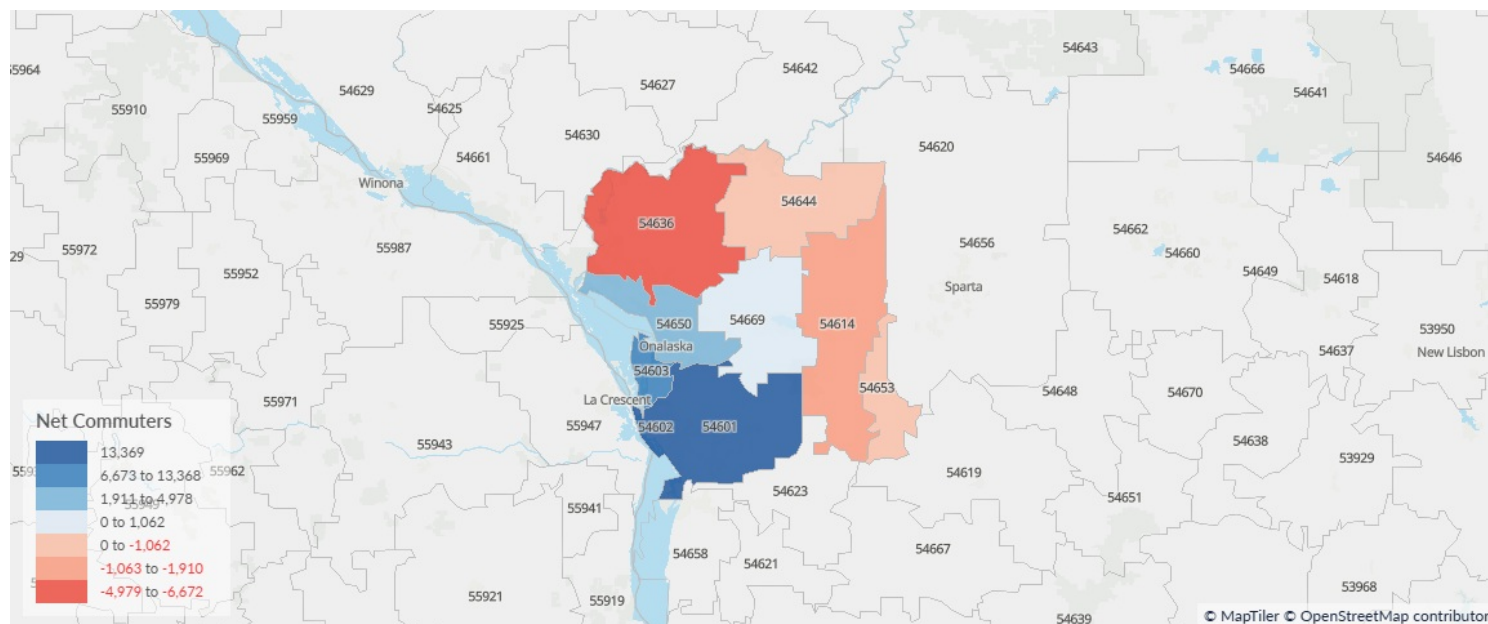


Property Crime

La Crosse County, WI has 19.7 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 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...	37,278
54650	Onalaska, WI (in La Cro...	15,034
54603	La Crosse, WI (in La Cro...	14,159
54669	West Salem, WI (in La C...	4,604
54636	Holmen, WI (in La Cross...	4,108

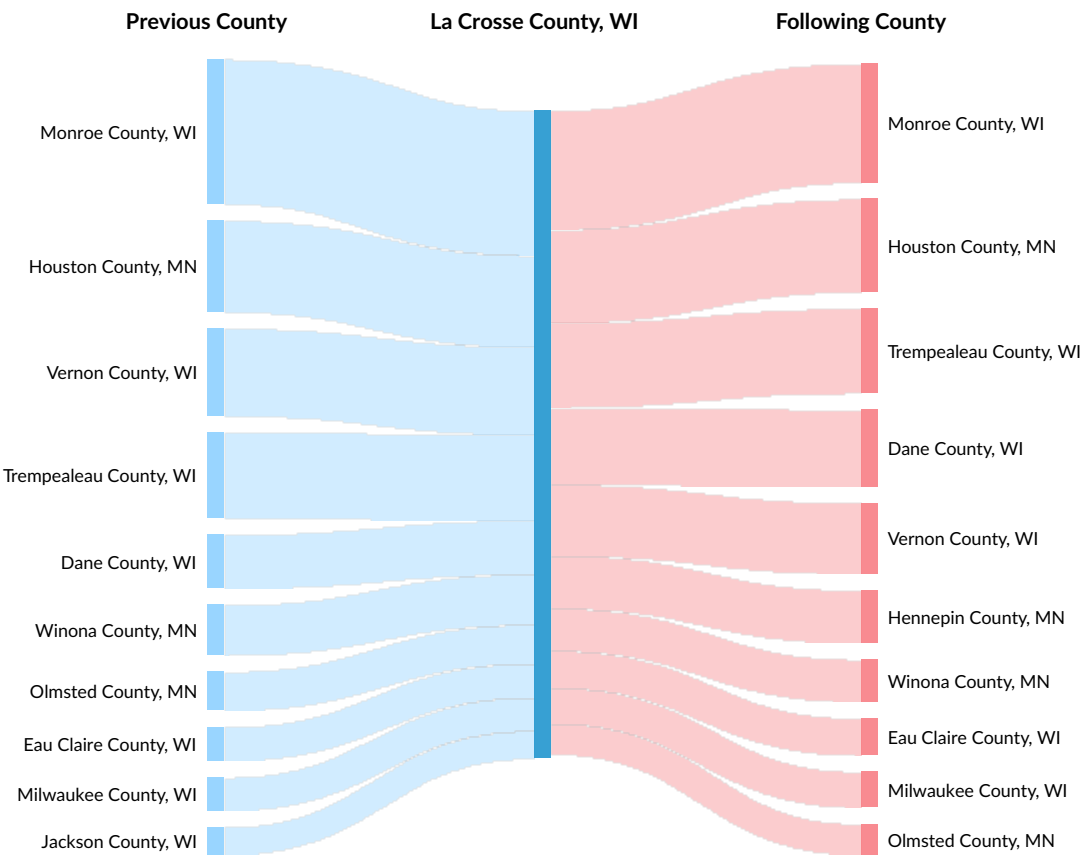
Where Talent Lives

ZIP	Name	2025 Workers
54601	La Crosse, WI (in La Cro...	23,908
54650	Onalaska, WI (in La Cro...	13,123
54636	Holmen, WI (in La Cross...	9,087
54603	La Crosse, WI (in La Cro...	7,486
54669	West Salem, WI (in La C...	4,498

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 2023, 355 people have migrated from Monroe County, WI to La Crosse County, WI. In the same year, 292 people left La Crosse County, WI migrating to Monroe County, WI. The total Net Migration for La Crosse County, WI in 2023 was 217.

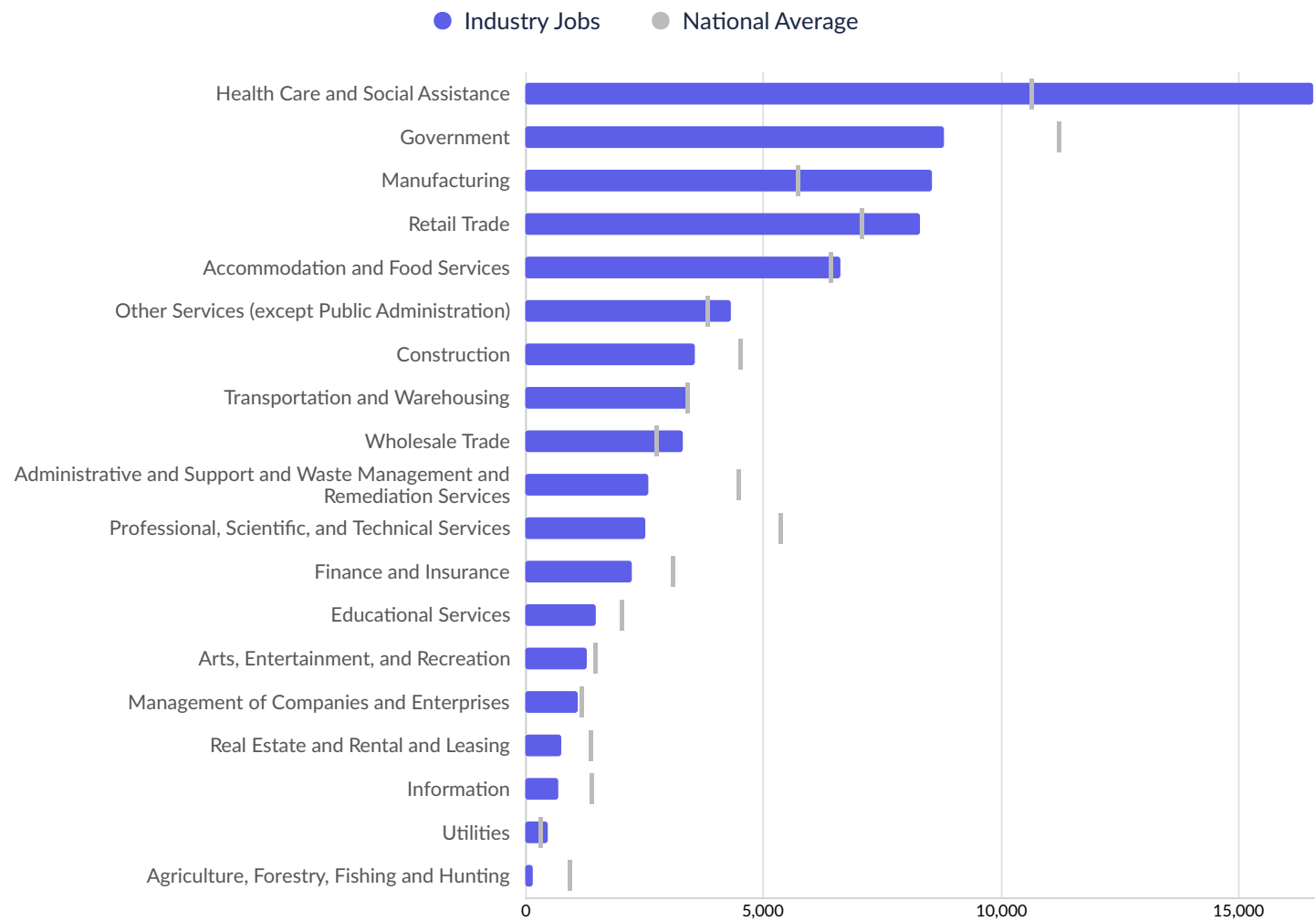


Top Previous Counties	Migrations
Monroe County, WI	355
Houston County, MN	224
Vernon County, WI	214
Trempealeau County, WI	210
Dane County, WI	132
Winona County, MN	123

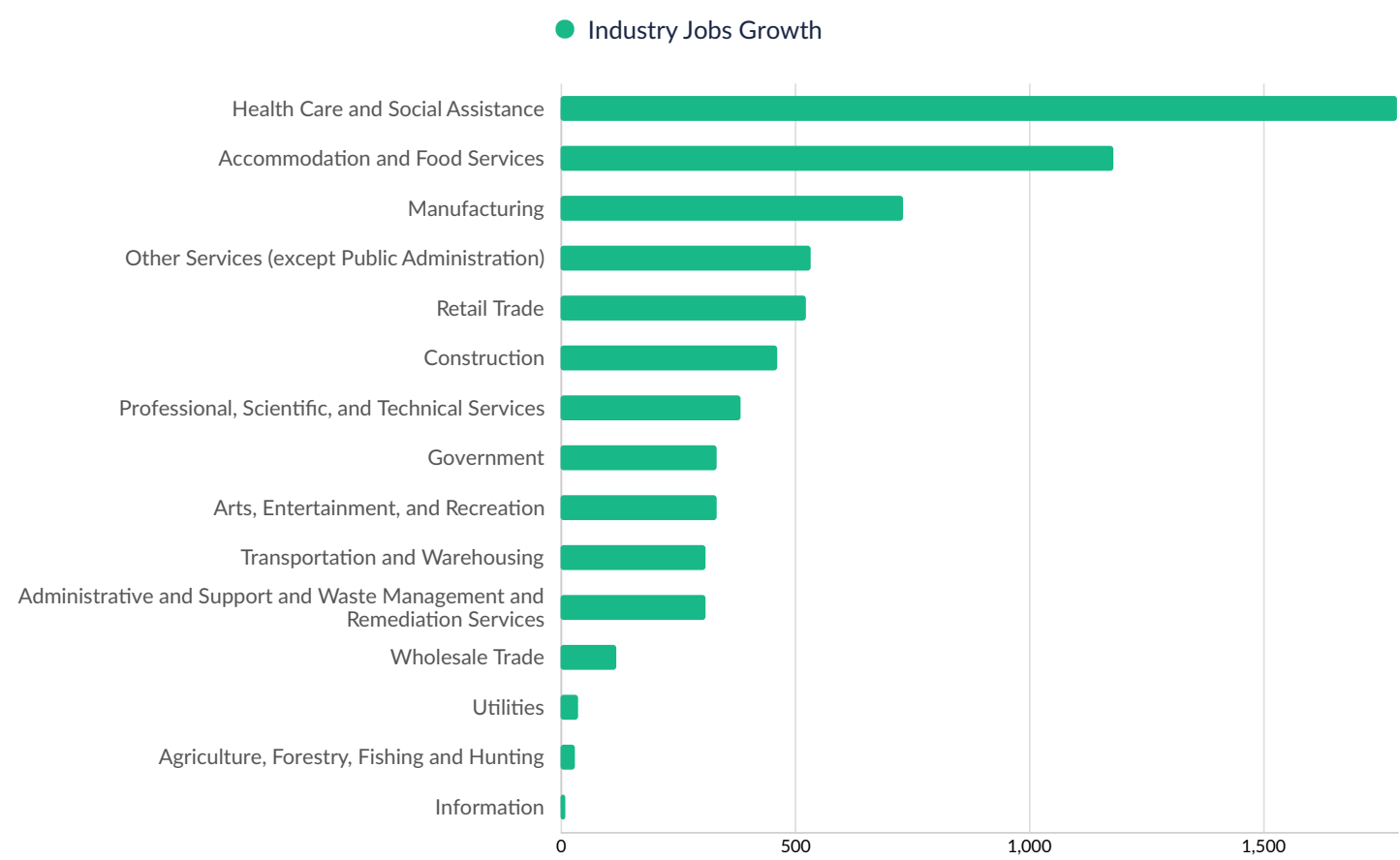
Top Previous Counties	Migrations
Olmsted County, MN	95
Eau Claire County, WI	83
Milwaukee County, WI	81
Jackson County, WI	68
Waukesha County, WI	63
Wood County, WI	61
Crawford County, WI	54
Hennepin County, MN	52
Juneau County, WI	52
Top Following Counties	Migrations
Monroe County, WI	292
Houston County, MN	228
Trempealeau County, WI	207
Dane County, WI	188
Vernon County, WI	173
Hennepin County, MN	129
Winona County, MN	104
Eau Claire County, WI	90
Milwaukee County, WI	88
Olmsted County, MN	76
Jackson County, WI	70
Juneau County, WI	53
Ramsey County, MN	53
Waukesha County, WI	46
Cook County, IL	45

Industry Characteristics

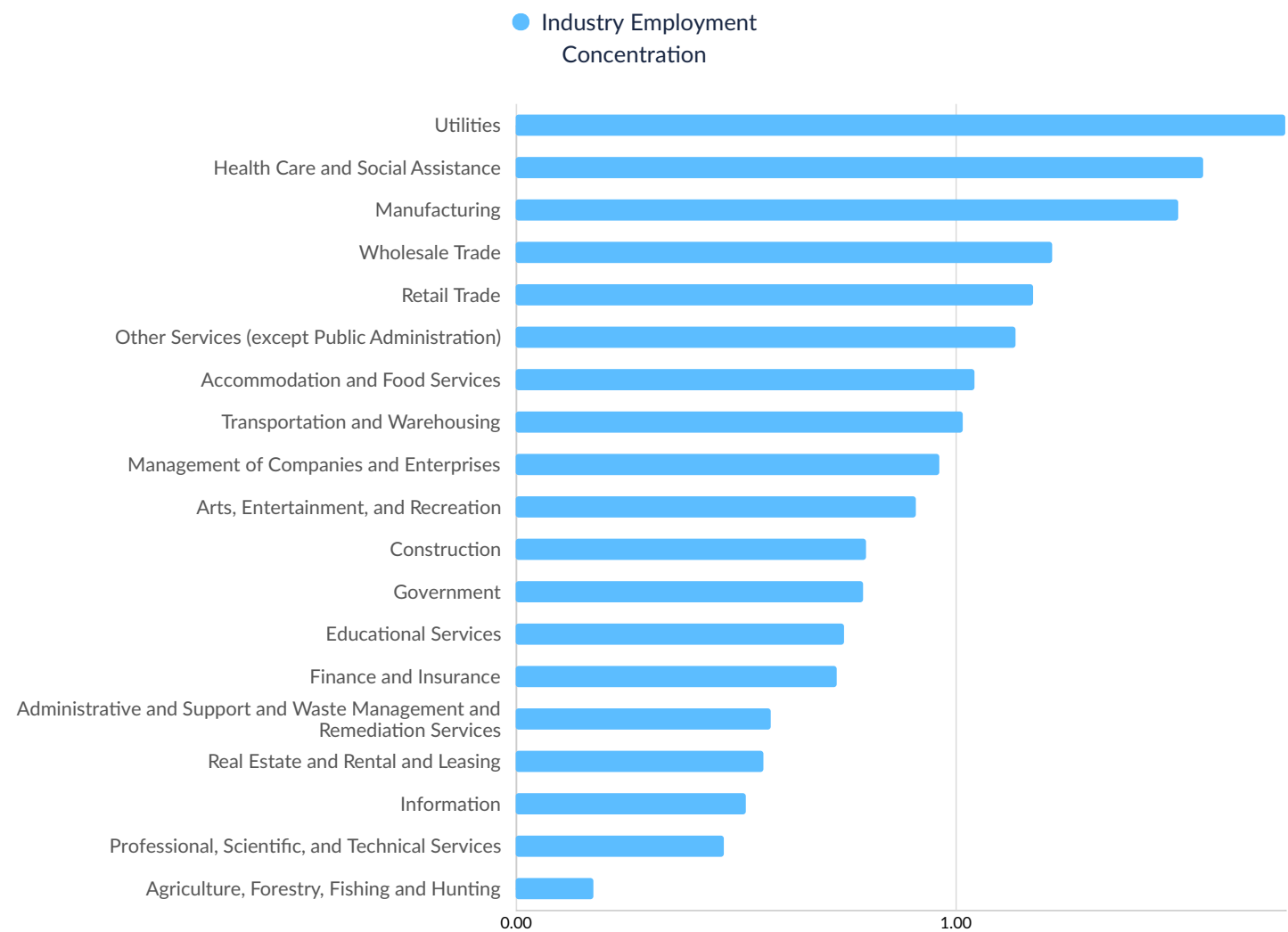
Largest Industries



Top Growing Industries

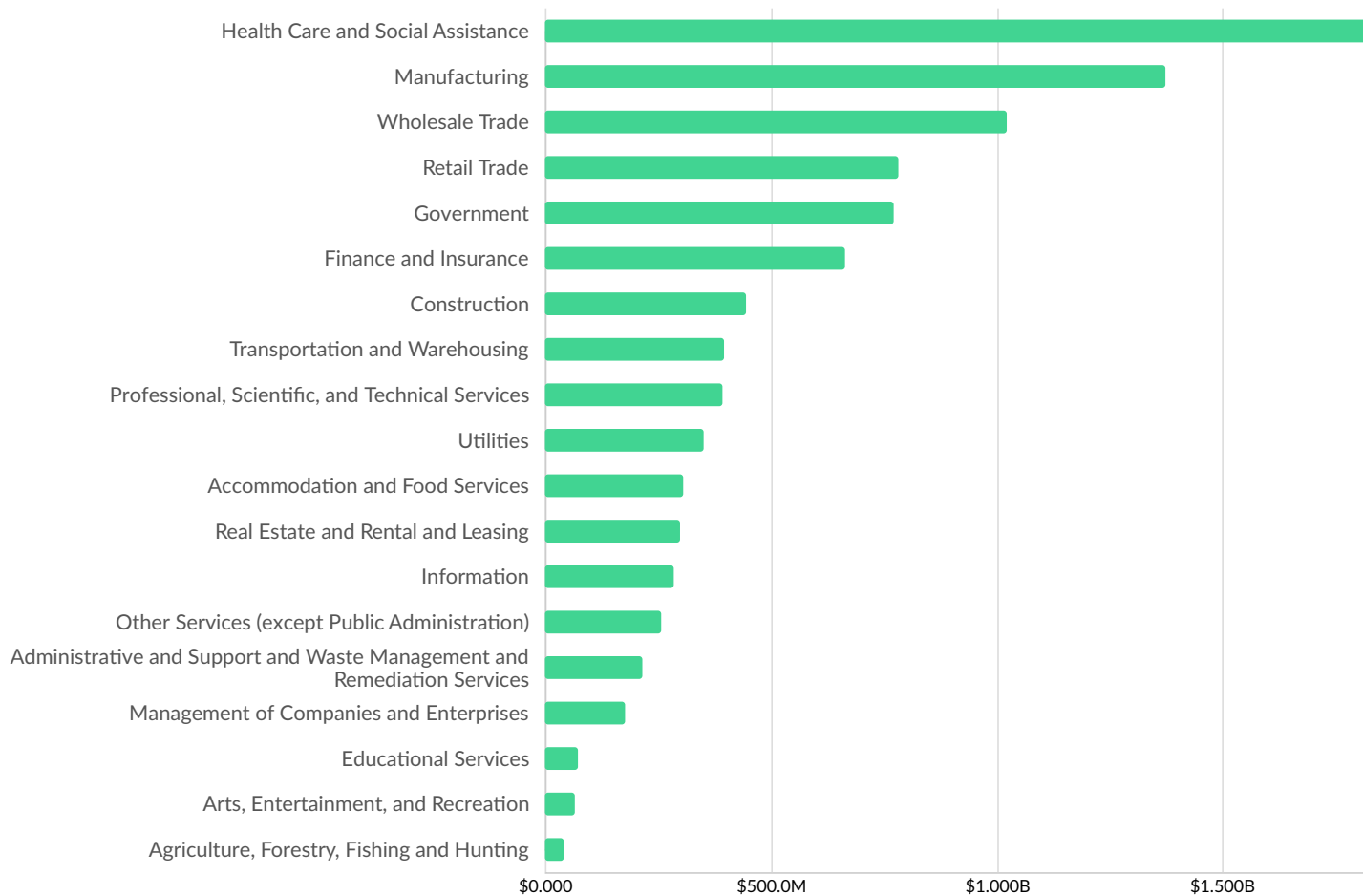


Top Industry Employment Concentration

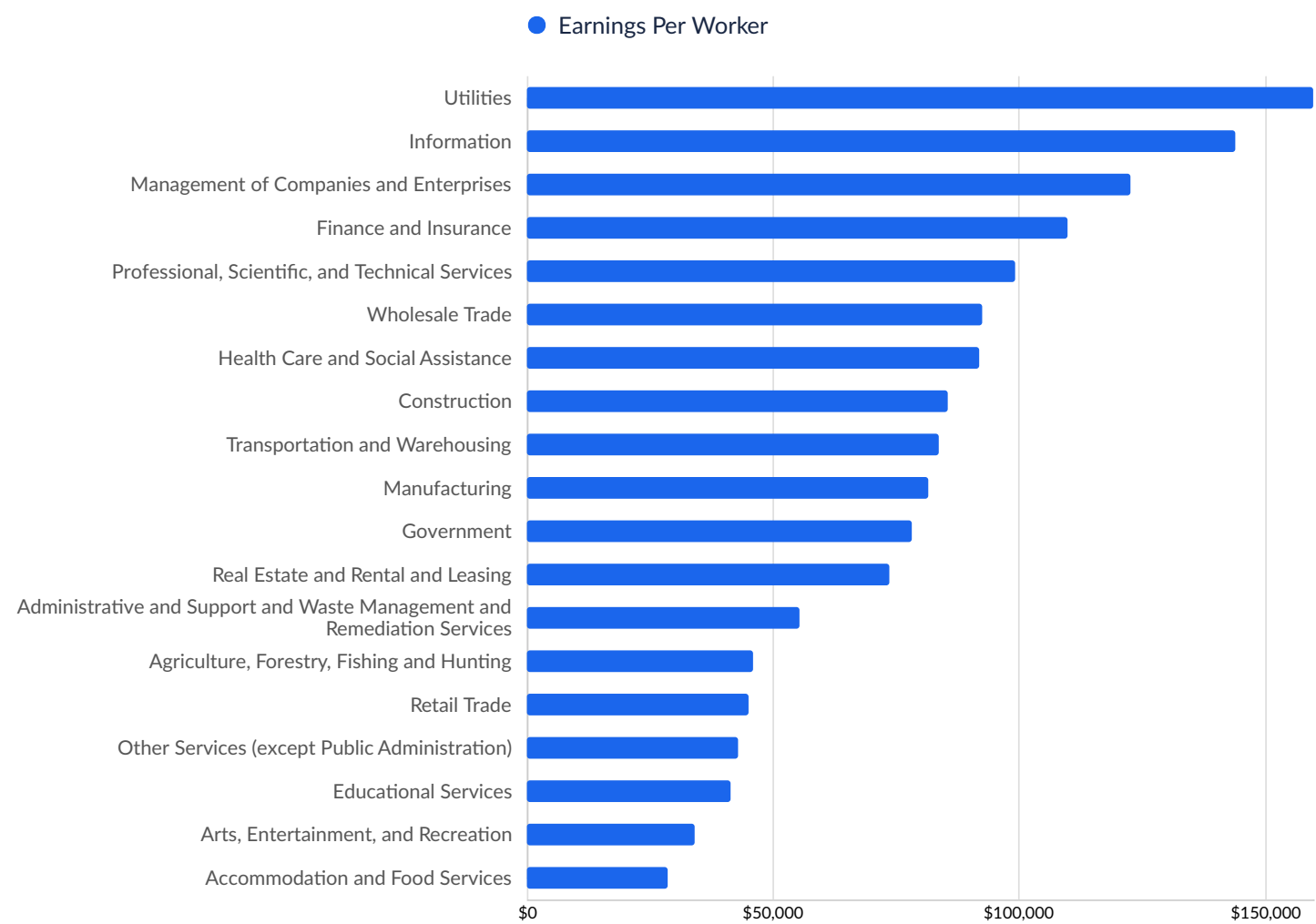


Top Industry GRP

● Gross Regional Product



Top Industry Earnings



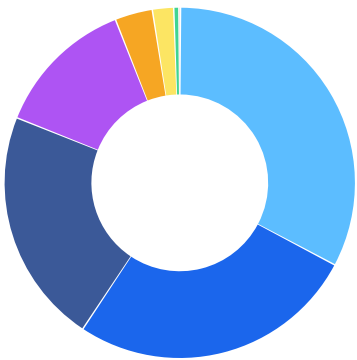
Business Characteristics

8,392 Companies Employ Your Workers

Online profiles for your workers mention 8,392 companies as employers, with the top 10 appearing below. In the last 12 months, 1,761 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	3,066	Emplify Health	1,516
University of Wisconsin-La Cros...	1,563	Kwik Trip	480
Kwik Trip	981	GPAC	403
Mayo Clinic	954	University of Wisconsin-La Cros...	374
Trane Commercial Systems	834	Trane Commercial Systems	341
School District Of La Crosse	504	Mayo Clinic	265
Western Technical College	503	Britt Medical Search	255
Viterbo University	372	Festival Foods	221
La Crosse County	276	La Crosse County	200
Dairyland Power Cooperative	248	Aerotek	165

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

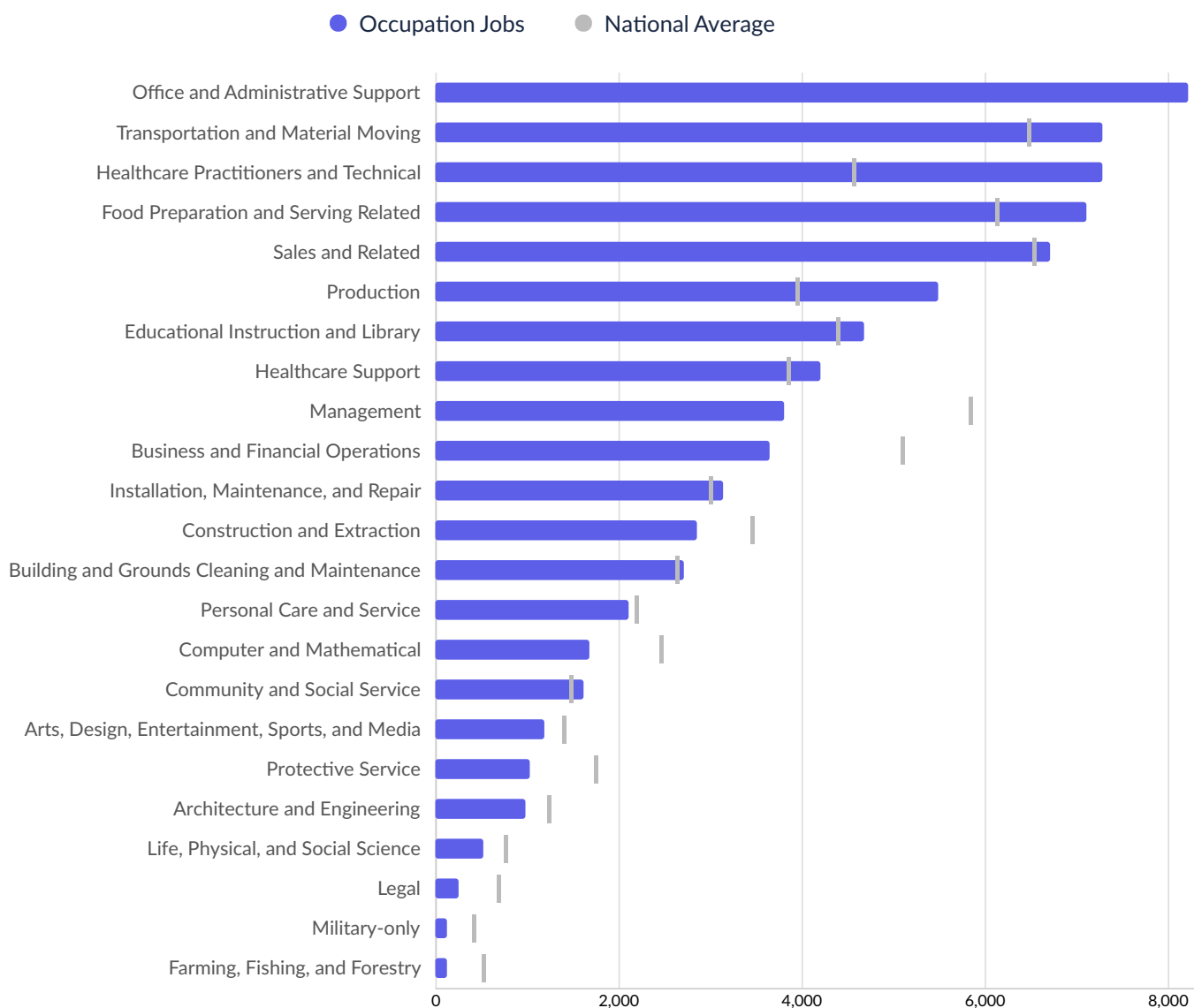
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Layoff Activity (Reported WARN Notices)

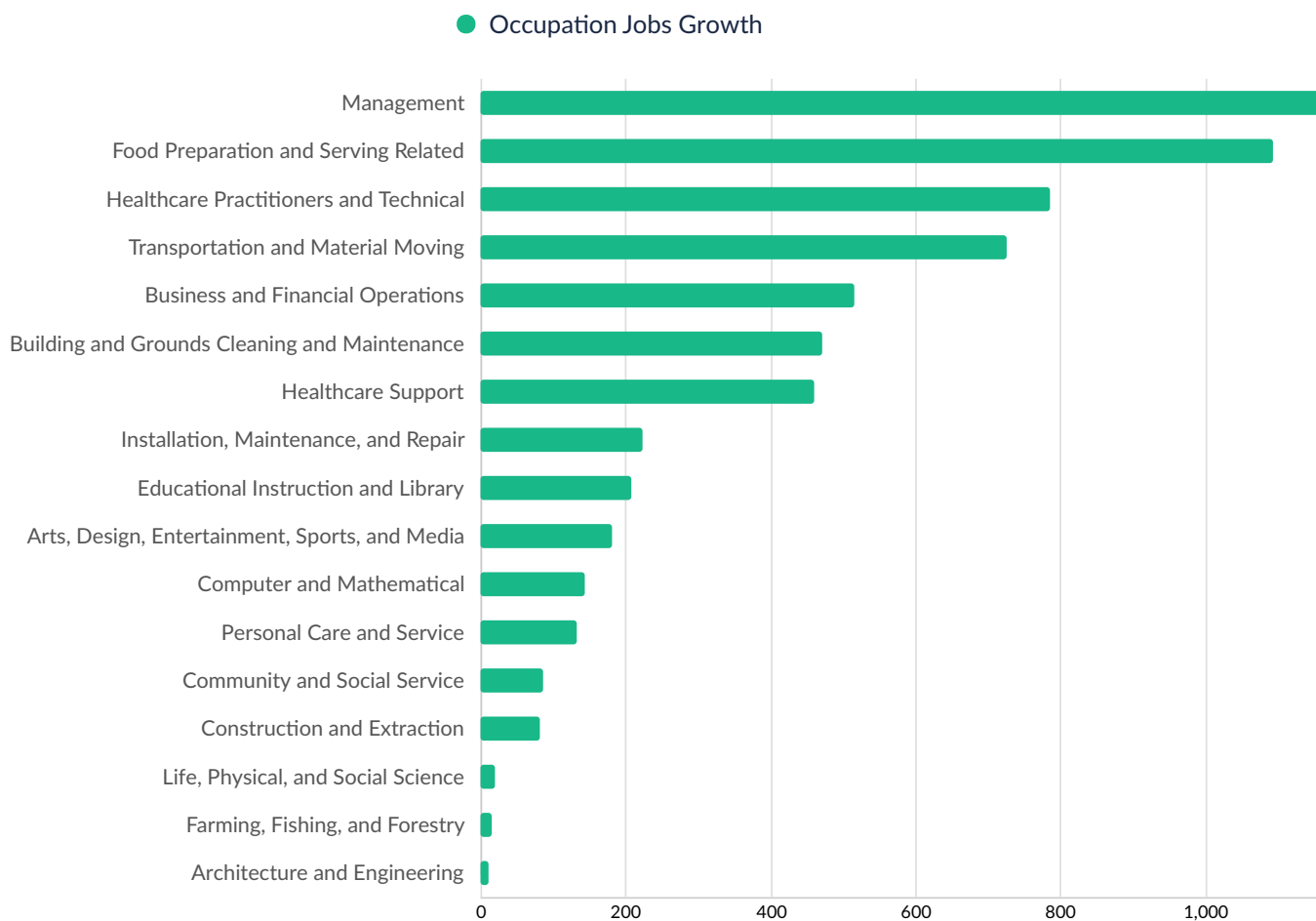
No WARN layoff events were found for the selected region and time period.

Workforce Characteristics

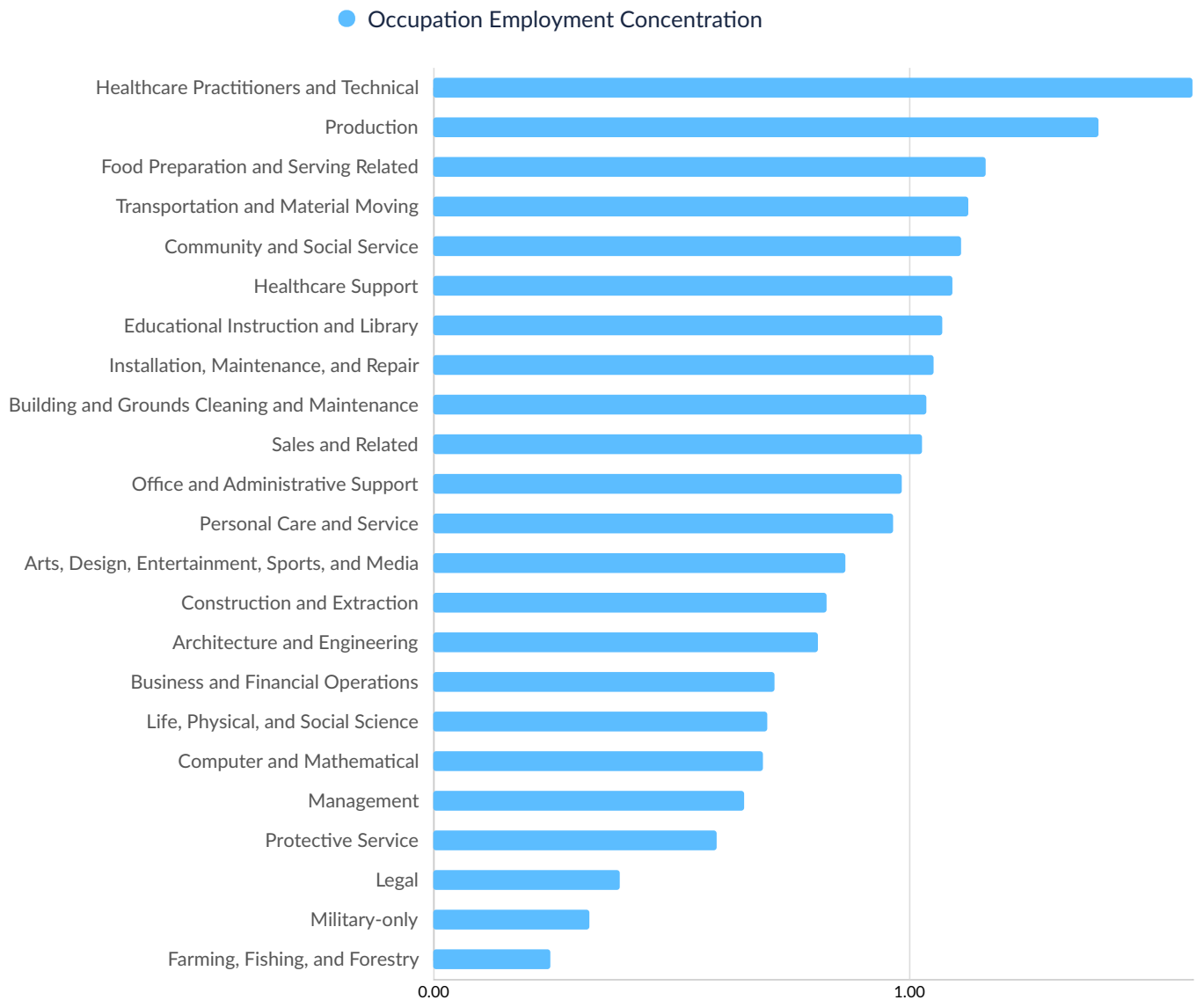
Largest Occupations



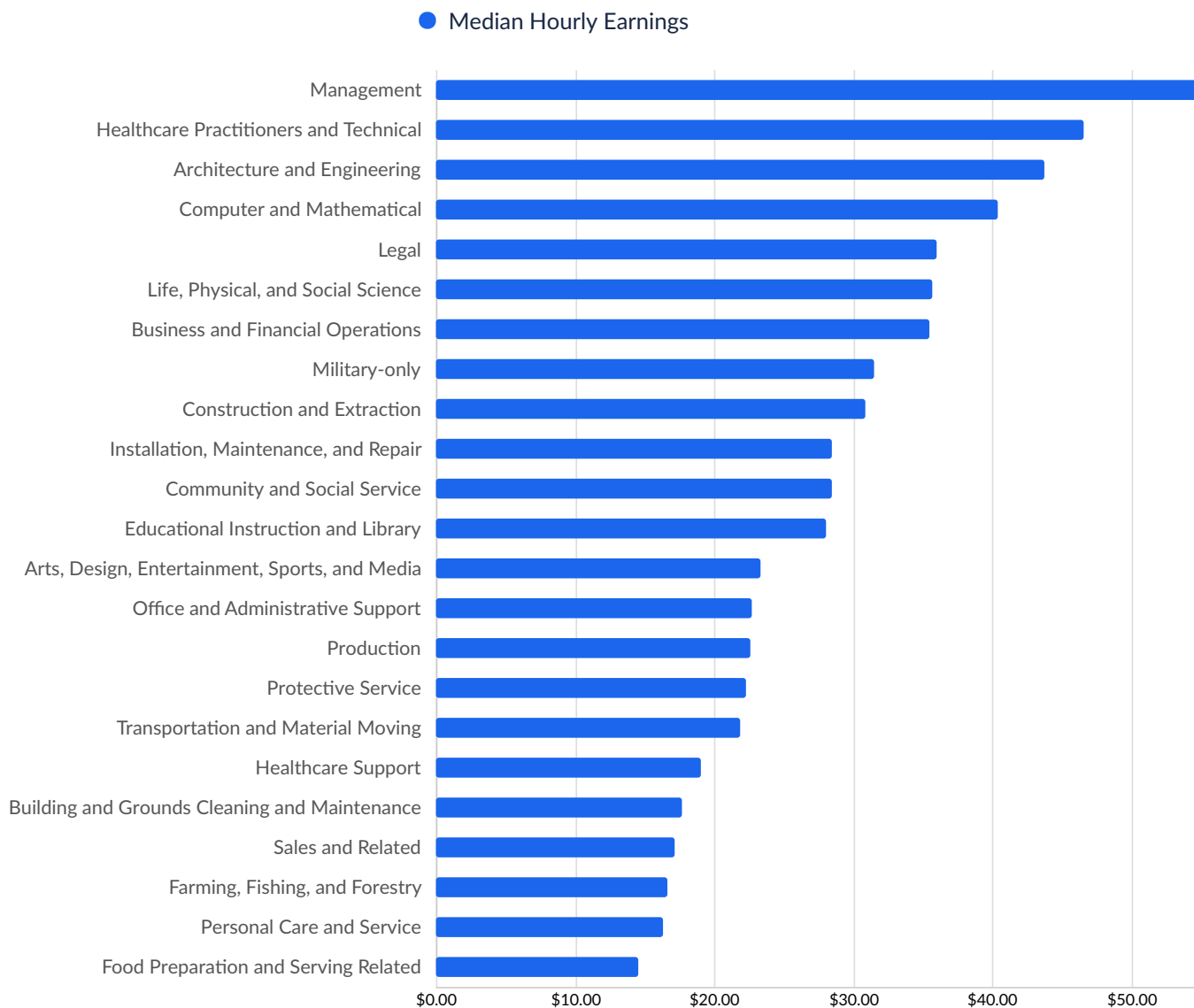
Top Growing Occupations



Top Occupation Employment Concentration



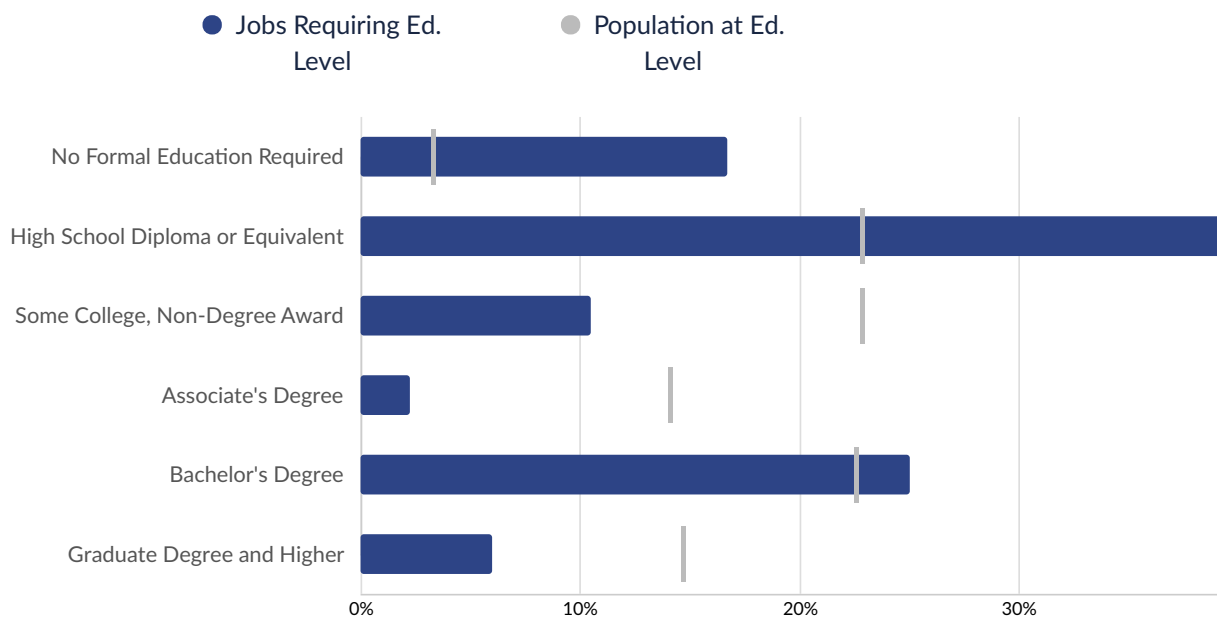
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2025, there were 4,662 graduates in La Crosse County, WI. This pipeline has shrunk by 3% over the last 5 years. The highest share of these graduates come from "Biology/Biological Sciences, General" (Bachelor's), "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), and "Psychology, General" (Bachelor's).

School	Total Graduates (2025)		Graduate Trend (2021 - 2025)
University of Wisconsin-La Crosse	2,554		
Western Technical College	1,378		
Viterbo University	677		
The Salon Professional Academy-Onalaska	53		

- Certificate
- Associate's
- Bachelor's
- Master's or Higher

In-Demand Skills

