



# Vernon County, WI

Mississippi River Regional Planning Commission



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## Report Parameters

### 1 County

55123    Vernon County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

# Economy Overview

31,443

Population (2025)

Population **grew by 748** over the last 5 years and is projected to **grow by 590** over the next 5 years.

10,480

Total Regional Employment

Jobs **grew by 369** over the last 5 years and are projected to **grow by 146** over the next 5 years.

\$71.9K

Median Household Income (2024)

Median household income is **\$8.8K below** the national median household income of \$80.7K.

## Takeaways

- As of 2025 the region's population **increased by 2.4%** since 2020, growing by 748. Population is expected to **increase by 1.9%** between 2025 and 2030, adding 590.
- From 2020 to 2025, jobs **increased by 3.6%** in Vernon County, WI from 10,111 to **10,480**. This change **fell short of the national growth rate of 10.7% by 7.1%**. As the number of jobs increased, the **labor force participation rate increased from 60.5% to 60.9% between 2020 and 2025**.
- Concerning educational attainment, **16.9% of Vernon County, WI residents possess a Bachelor's Degree** (4.9% below the national average), and **12.8% hold an Associate's Degree** (3.9% 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.

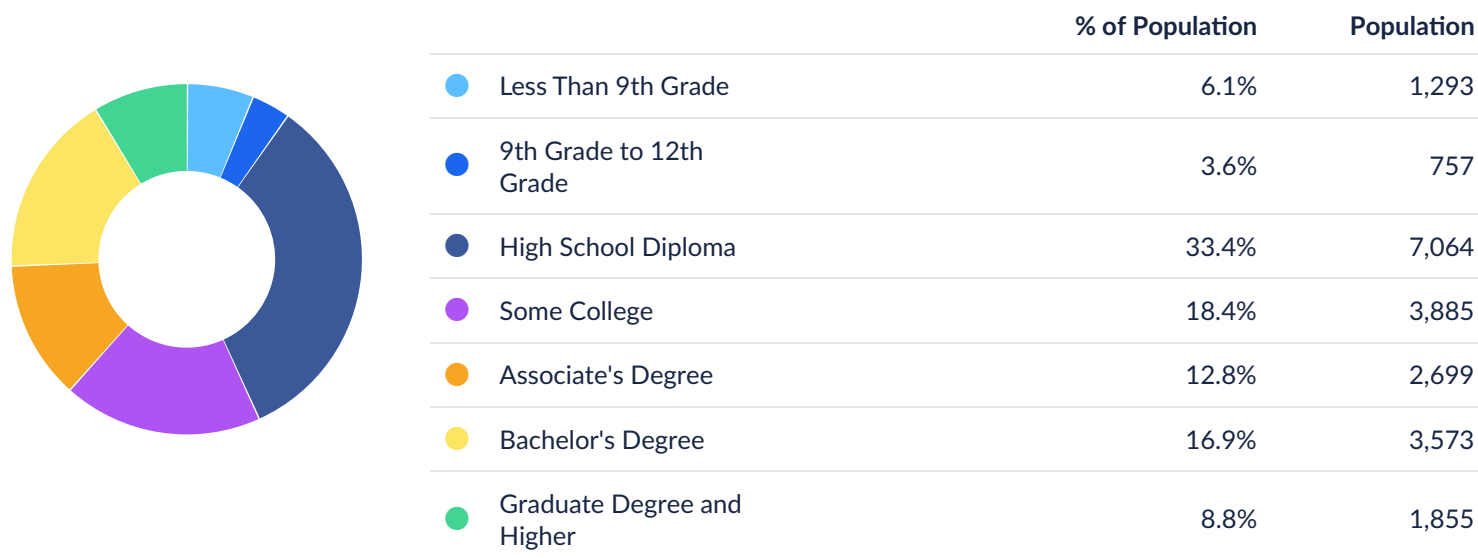
|        | Population<br>(2026) | Labor<br>Force<br>(Jul<br>2026) | Jobs<br>(2025) | Cost<br>of<br>Living | GRP       | Imports   | Exports   |
|--------|----------------------|---------------------------------|----------------|----------------------|-----------|-----------|-----------|
| Region | 31,680               | 15,102                          | 10,480         | 97.5                 | \$1.36B   | \$2.25B   | \$1.43B   |
| State  | 5,995,935            | 3,191,892                       | 3,272,992      | 100.3                | \$465.83B | \$405.24B | \$440.26B |

## Jul 2026 Labor Force Breakdown



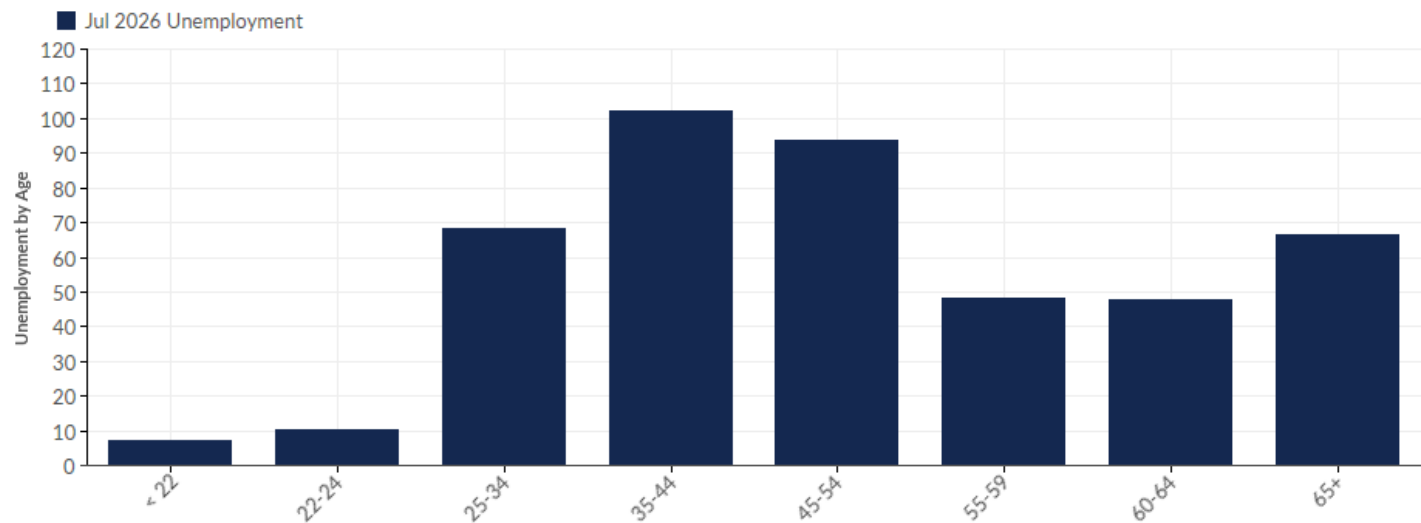
## Educational Attainment

Concerning educational attainment, **16.9% of Vernon County, WI residents possess a Bachelor's Degree** (4.9% below the national average), and **12.8% hold an Associate's Degree** (3.9% above the national average).



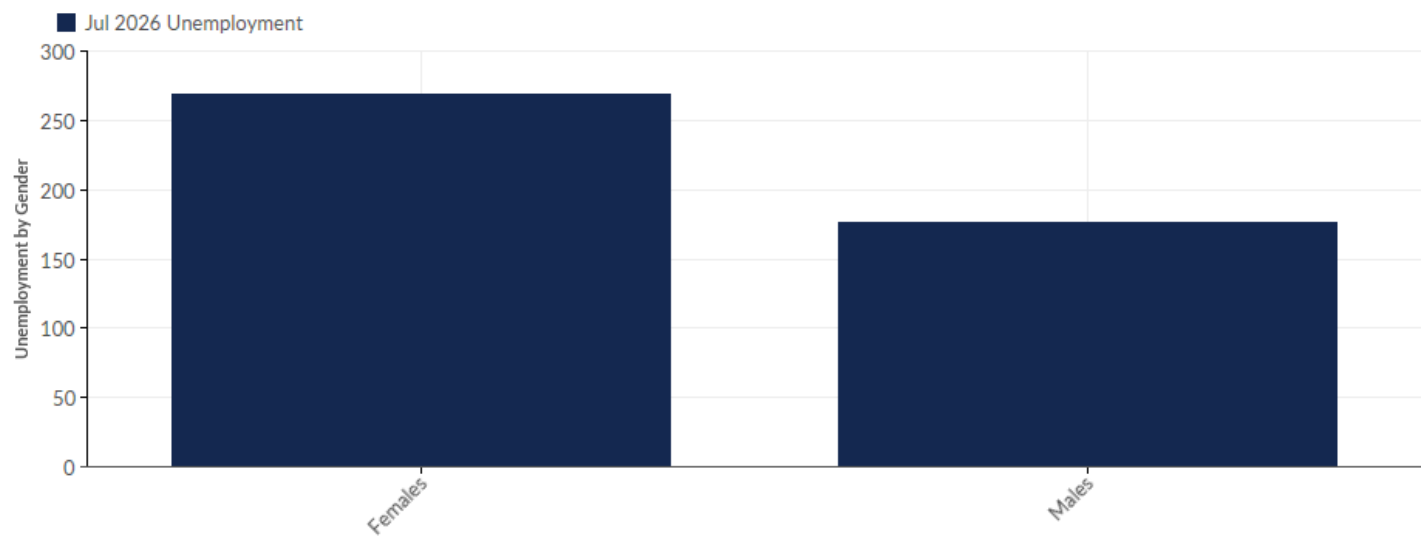
# Unemployment by Demographics

## Unemployment by Age



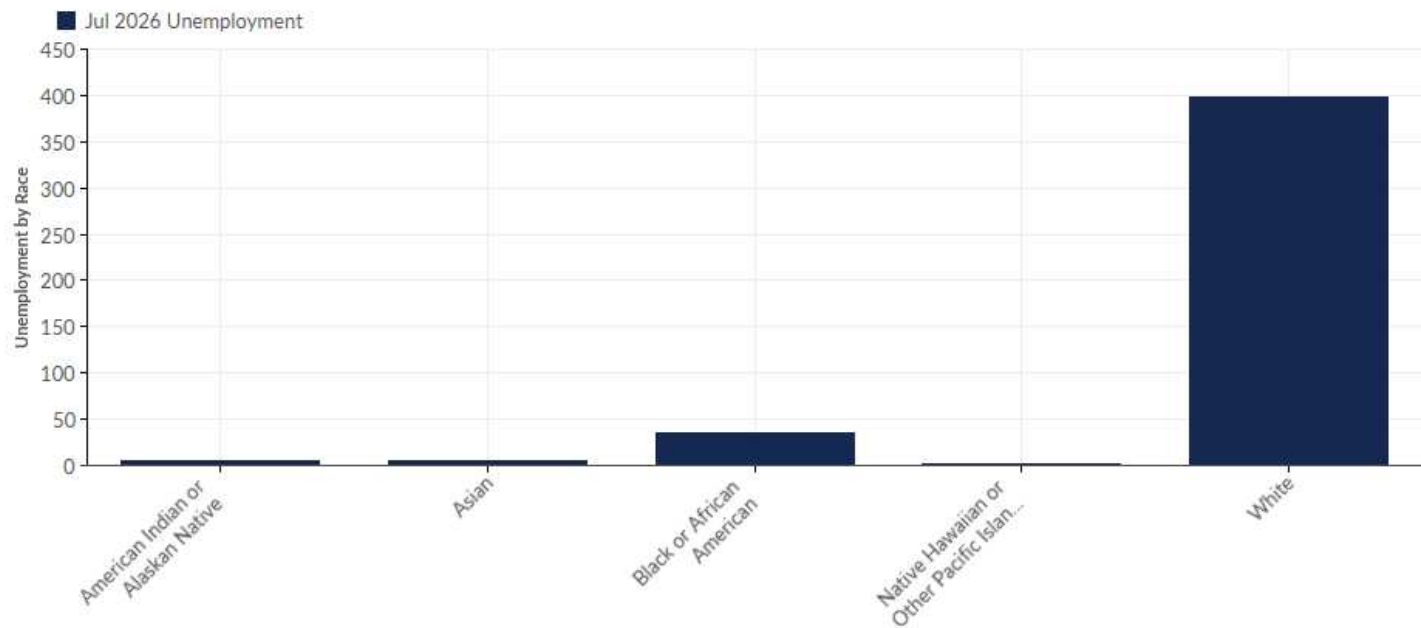
| Age   | Unemployment (Jul 2026) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22  | 7                       | 1.58%           |
| 22-24 | 10                      | 2.25%           |
| 25-34 | 68                      | 15.32%          |
| 35-44 | 102                     | 22.97%          |
| 45-54 | 94                      | 21.17%          |
| 55-59 | 48                      | 10.81%          |
| 60-64 | 48                      | 10.81%          |
| 65+   | 66                      | 14.86%          |
| Total | 444                     | 100.00%         |

## Unemployment by Gender



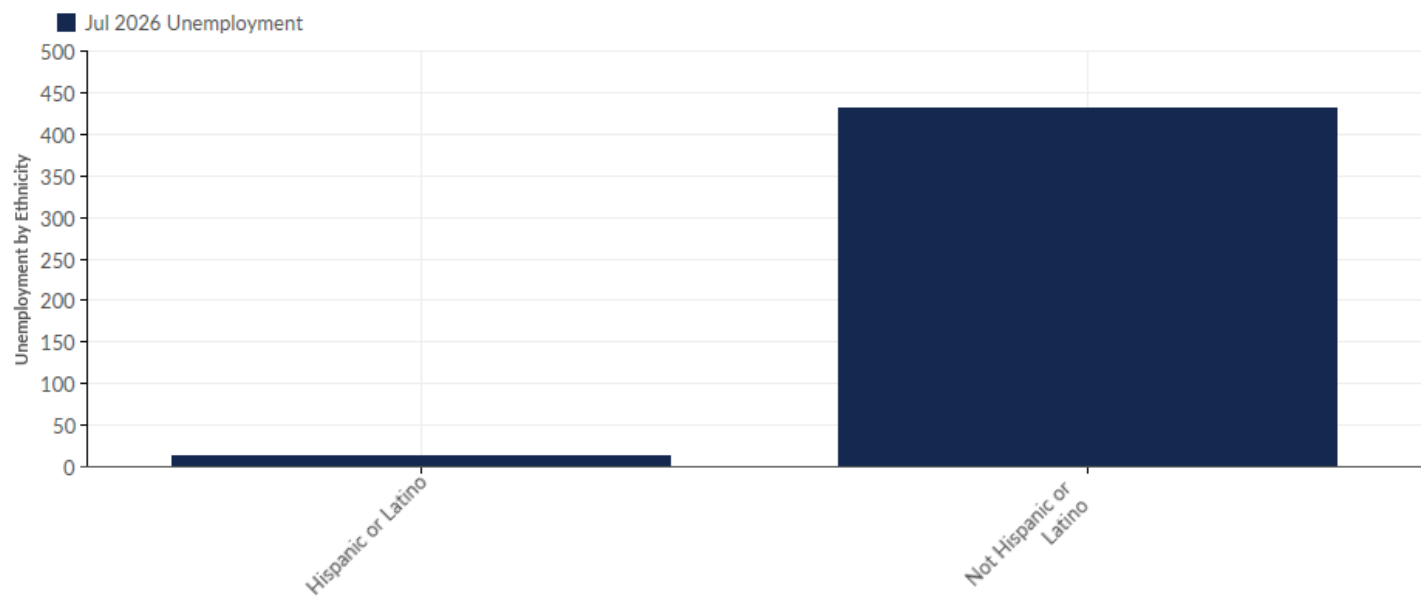
| Gender  | Unemployment<br>(Jul 2026) | % of<br>Unemployed |
|---------|----------------------------|--------------------|
| Females | 268                        | 60.36%             |
| Males   | 176                        | 39.64%             |
| Total   | 444                        | 100.00%            |

## Unemployment by Race



| Race                                      | Unemployment (Jul 2026) | % of Unemployed |
|-------------------------------------------|-------------------------|-----------------|
| American Indian or Alaskan Native         | 6                       | 1.35%           |
| Asian                                     | 4                       | 0.90%           |
| Black or African American                 | 35                      | 7.88%           |
| Native Hawaiian or Other Pacific Islander | 1                       | 0.23%           |
| White                                     | 398                     | 89.64%          |
| Total                                     | 444                     | 100.00%         |

## Unemployment by Ethnicity

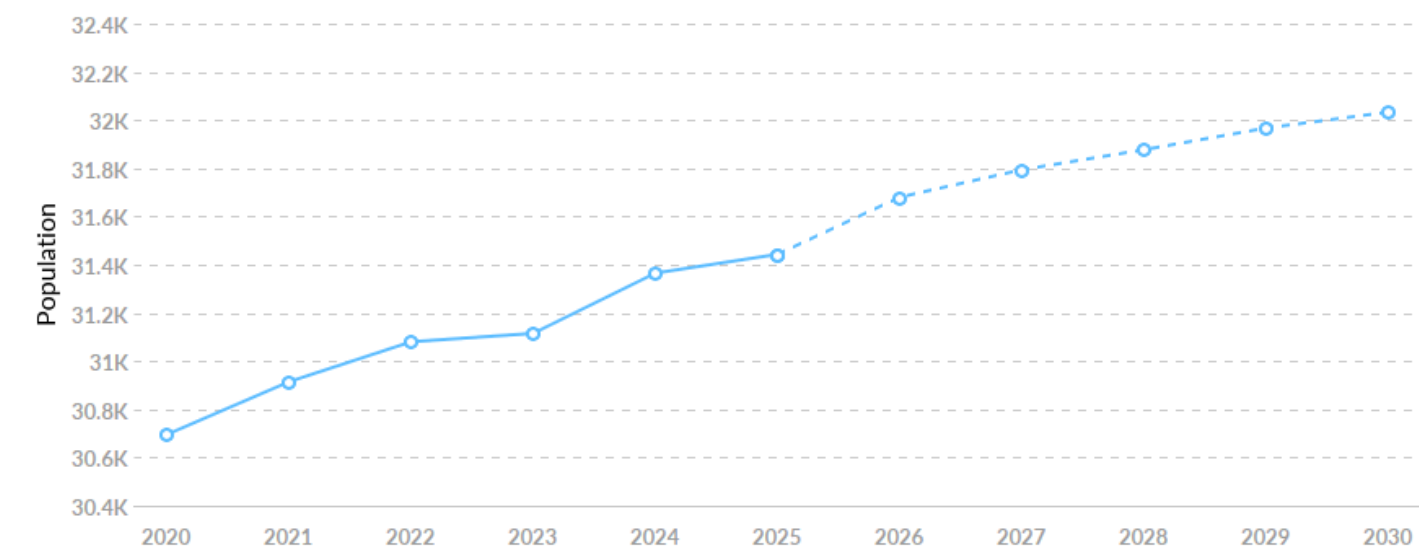


| Ethnicity              | Unemployment (Jul 2026) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino     | 12                      | 2.70%           |
| Not Hispanic or Latino | 432                     | 97.30%          |
| Total                  | 444                     | 100.00%         |

# Historic & Projected Trends

## Population Trends

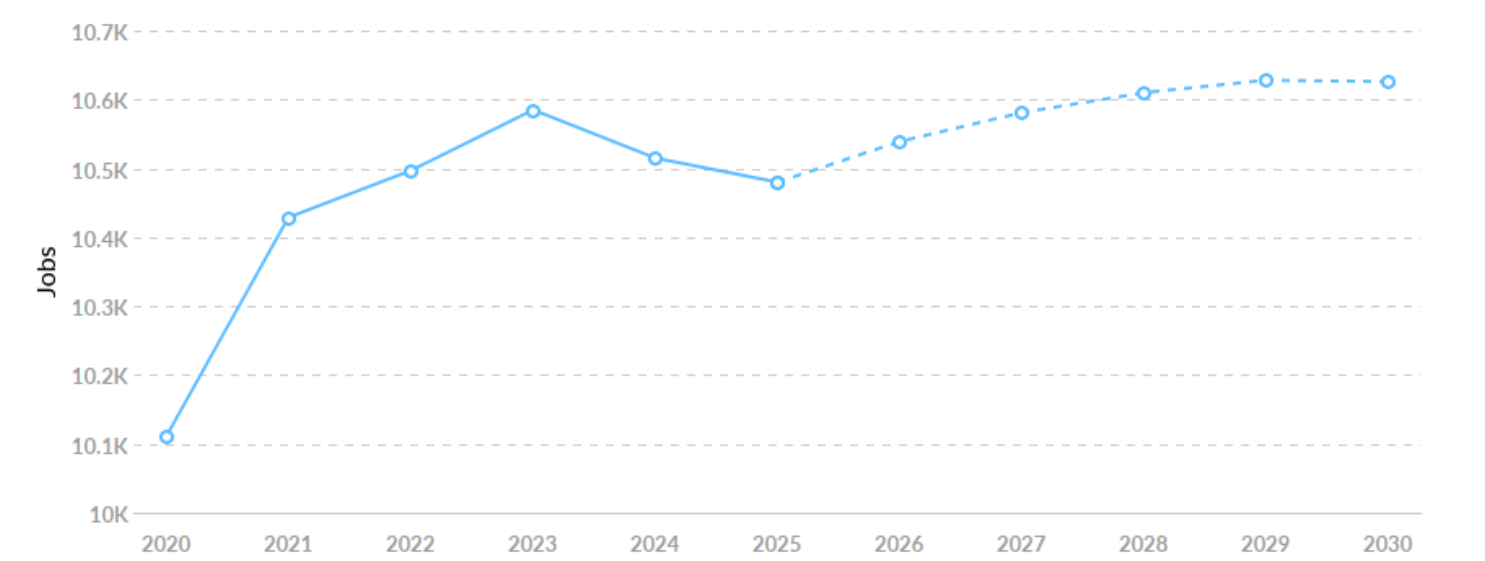
As of 2025 the region's population **increased by 2.4%** since 2020, growing by 748. Population is expected to **increase by 1.9%** between 2025 and 2030, adding 590.



| Timeframe | Population |
|-----------|------------|
| 2020      | 30,695     |
| 2021      | 30,914     |
| 2022      | 31,080     |
| 2023      | 31,115     |
| 2024      | 31,365     |
| 2025      | 31,443     |
| 2026      | 31,680     |
| 2027      | 31,794     |
| 2028      | 31,877     |
| 2029      | 31,967     |
| 2030      | 32,033     |

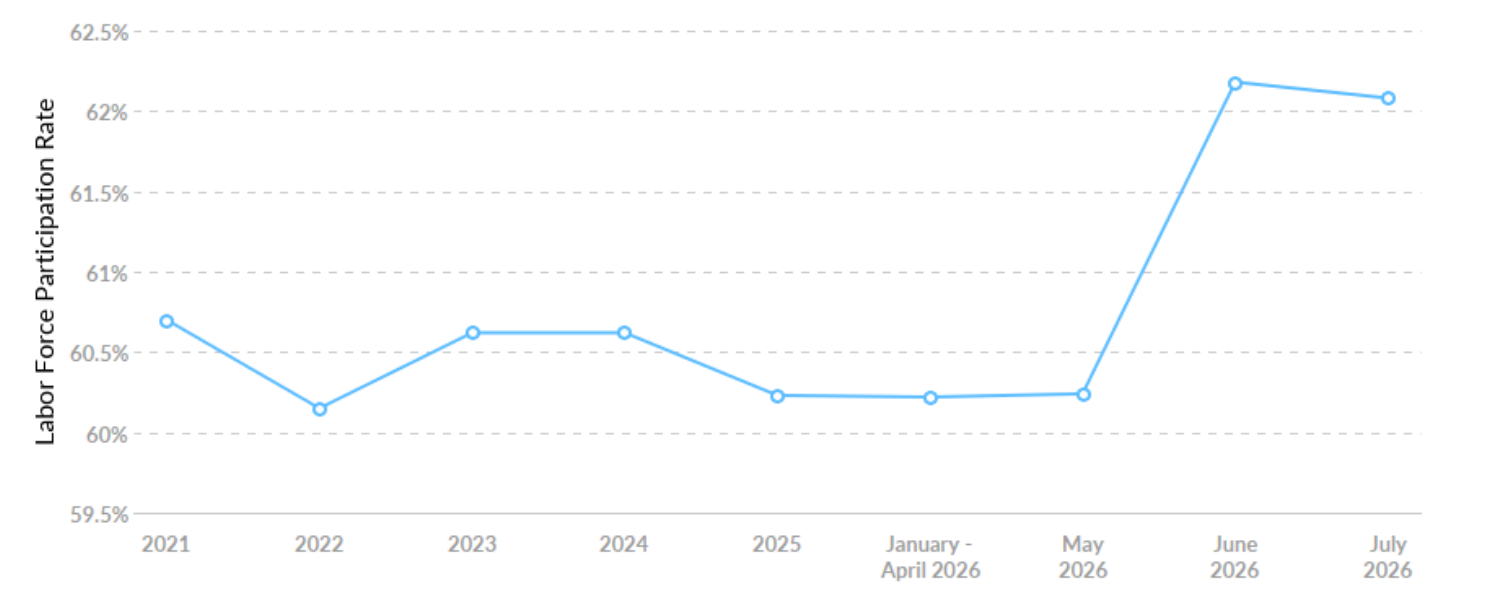
## Job Trends

From 2020 to 2025, jobs increased by 3.6% in Vernon County, WI from 10,111 to 10,480. This change fell short of the national growth rate of 10.7% by 7.1%.



| Timeframe | Jobs   |
|-----------|--------|
| 2020      | 10,111 |
| 2021      | 10,429 |
| 2022      | 10,497 |
| 2023      | 10,585 |
| 2024      | 10,515 |
| 2025      | 10,480 |
| 2026      | 10,539 |
| 2027      | 10,581 |
| 2028      | 10,610 |
| 2029      | 10,628 |
| 2030      | 10,626 |

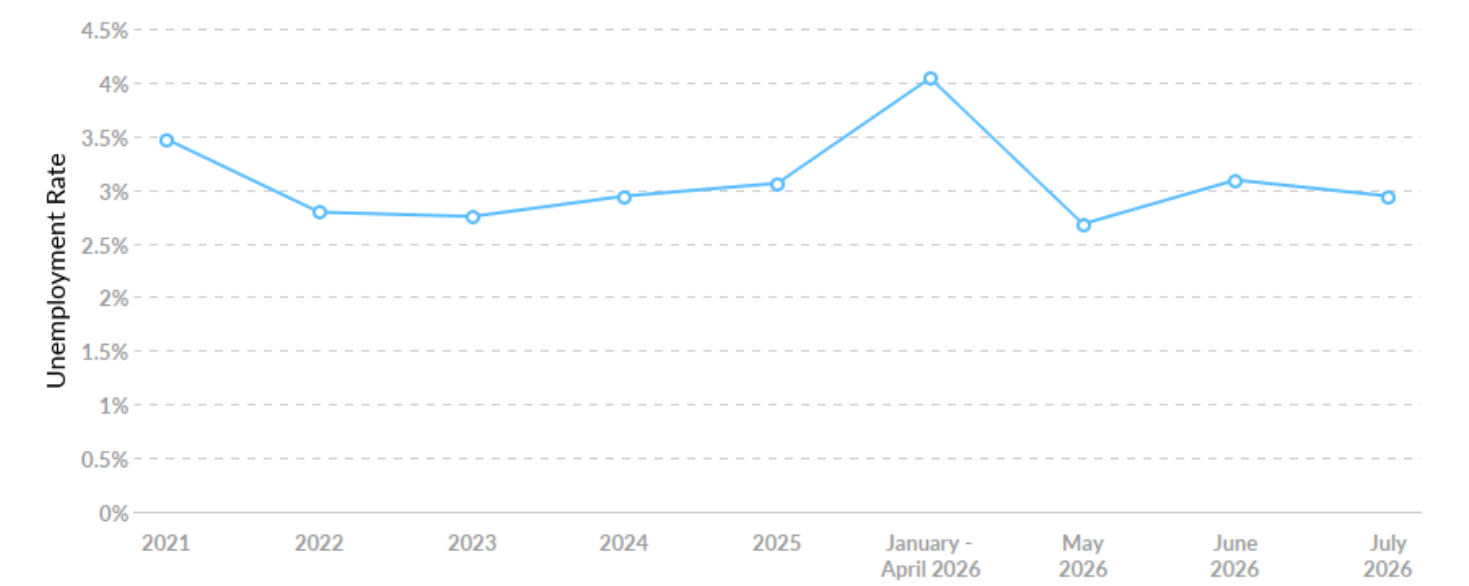
## Labor Force Participation Rate Trends



| Timeframe            | Labor Force Participation Rate |
|----------------------|--------------------------------|
| 2021                 | 60.70%                         |
| 2022                 | 60.15%                         |
| 2023                 | 60.62%                         |
| 2024                 | 60.62%                         |
| 2025                 | 60.23%                         |
| January - April 2026 | 60.22%                         |
| May 2026             | 60.24%                         |
| June 2026            | 62.18%                         |
| July 2026            | 62.08%                         |

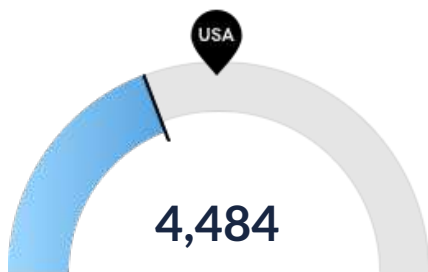
## Unemployment Rate Trends

Vernon County, WI had a July 2026 unemployment rate of 2.94%, **decreasing from 3.47%** 5 years before.



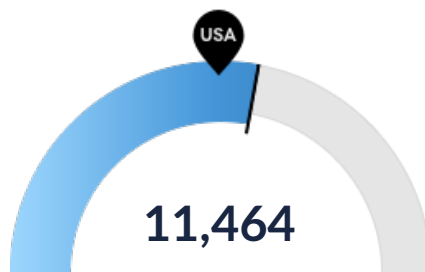
| Timeframe            | Unemployment Rate |
|----------------------|-------------------|
| 2021                 | 3.47%             |
| 2022                 | 2.79%             |
| 2023                 | 2.75%             |
| 2024                 | 2.94%             |
| 2025                 | 3.06%             |
| January - April 2026 | 4.04%             |
| May 2026             | 2.68%             |
| June 2026            | 3.09%             |
| July 2026            | 2.94%             |

## Population Characteristics



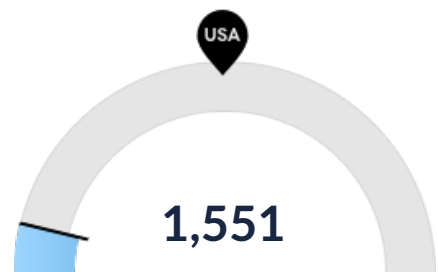
**Millennials**

Vernon County, WI has 4,484 millennials (ages 25-39). The national average for an area this size is 6,415.



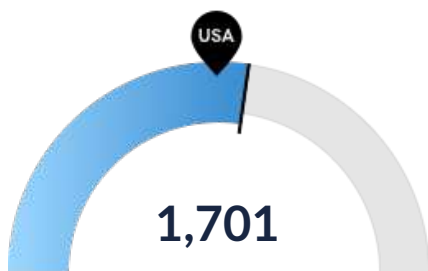
**Retiring Soon**

Retirement risk is high in Vernon County, WI. The national average for an area this size is 9,734 people 55 or older, while there are 11,464 here.



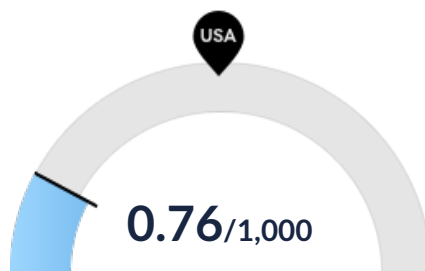
**Racial Diversity**

Racial diversity is low in Vernon County, WI. The national average for an area this size is 13,801 racially diverse people, while there are 1,551 here.



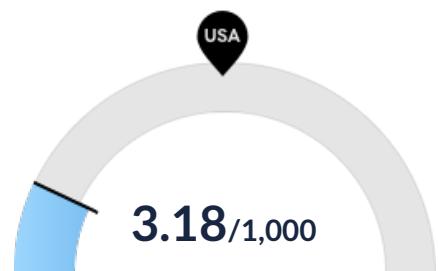
**Veterans**

Vernon County, WI has 1,701 veterans. The national average for an area this size is 1,493.



**Violent Crime**

Vernon County, WI has 0.76 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

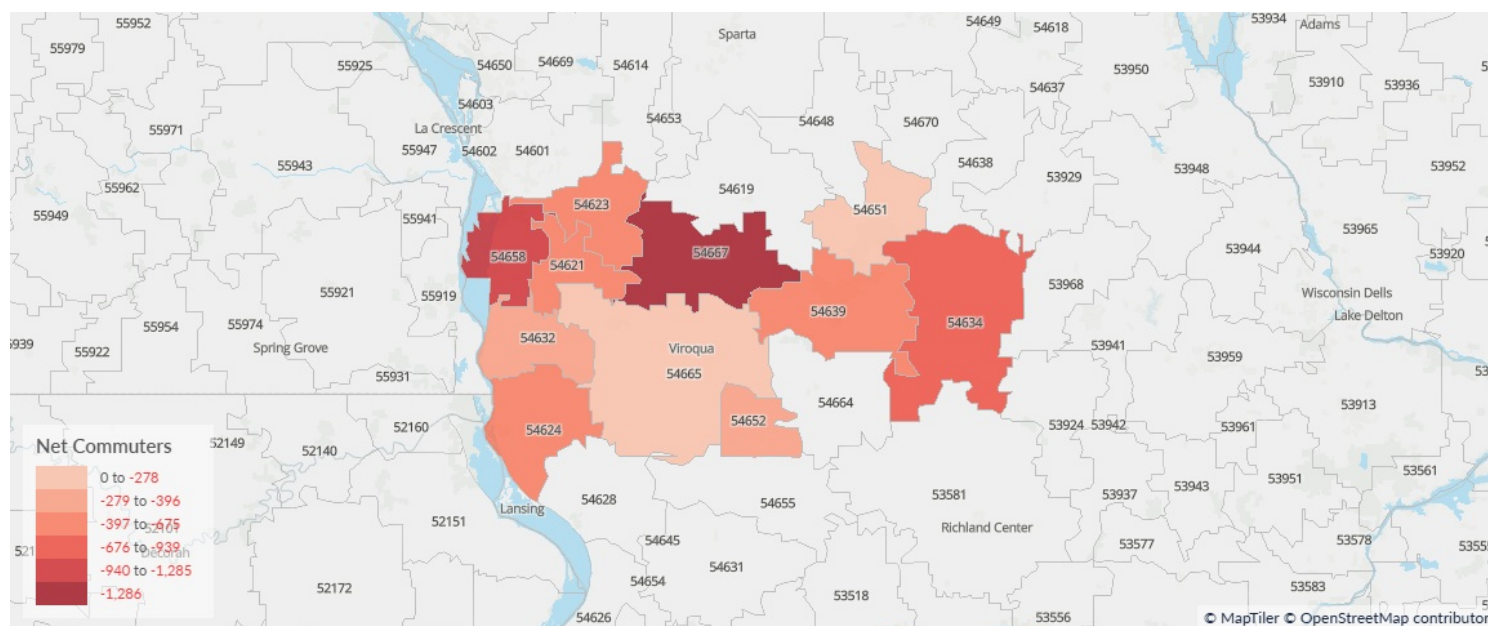


**Property Crime**

Vernon County, WI has 3.18 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 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 ...  | 4,563           |
| 54667 | Westby, WI (in Vernon c...  | 1,580           |
| 54634 | Hillsboro, WI (in Vernon... | 1,157           |
| 54639 | La Farge, WI (in Vernon ... | 626             |
| 54623 | Coon Valley, WI (in Vern... | 593             |

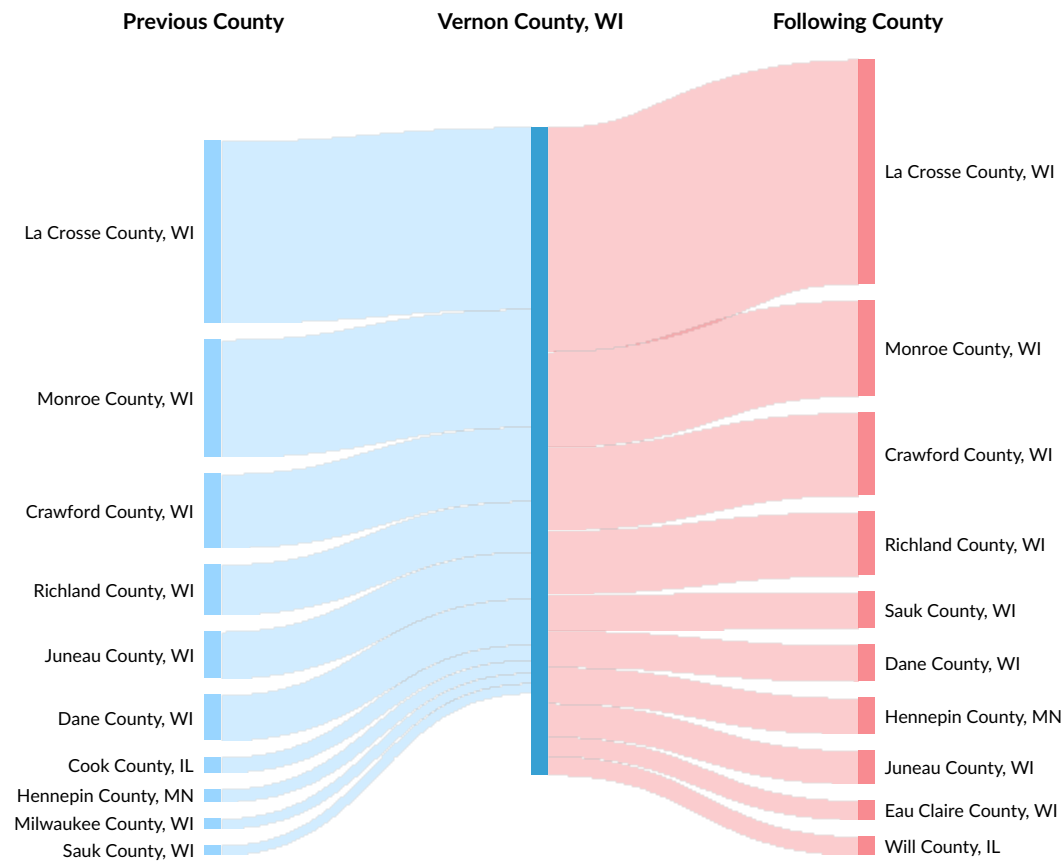
### Where Talent Lives

| ZIP   | Name                        | 2025 Workers |
|-------|-----------------------------|--------------|
| 54665 | Viroqua, WI (in Vernon ...  | 4,707        |
| 54667 | Westby, WI (in Vernon c...  | 2,866        |
| 54634 | Hillsboro, WI (in Vernon... | 1,833        |
| 54658 | Stoddard, WI (in Vernon...  | 1,394        |
| 54639 | La Farge, WI (in Vernon ... | 1,059        |

# 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 2023, 173 people have migrated from La Crosse County, WI to Vernon County, WI. In the same year, 214 people left Vernon County, WI migrating to La Crosse County, WI. The total Net Migration for Vernon County, WI in 2023 was 50.

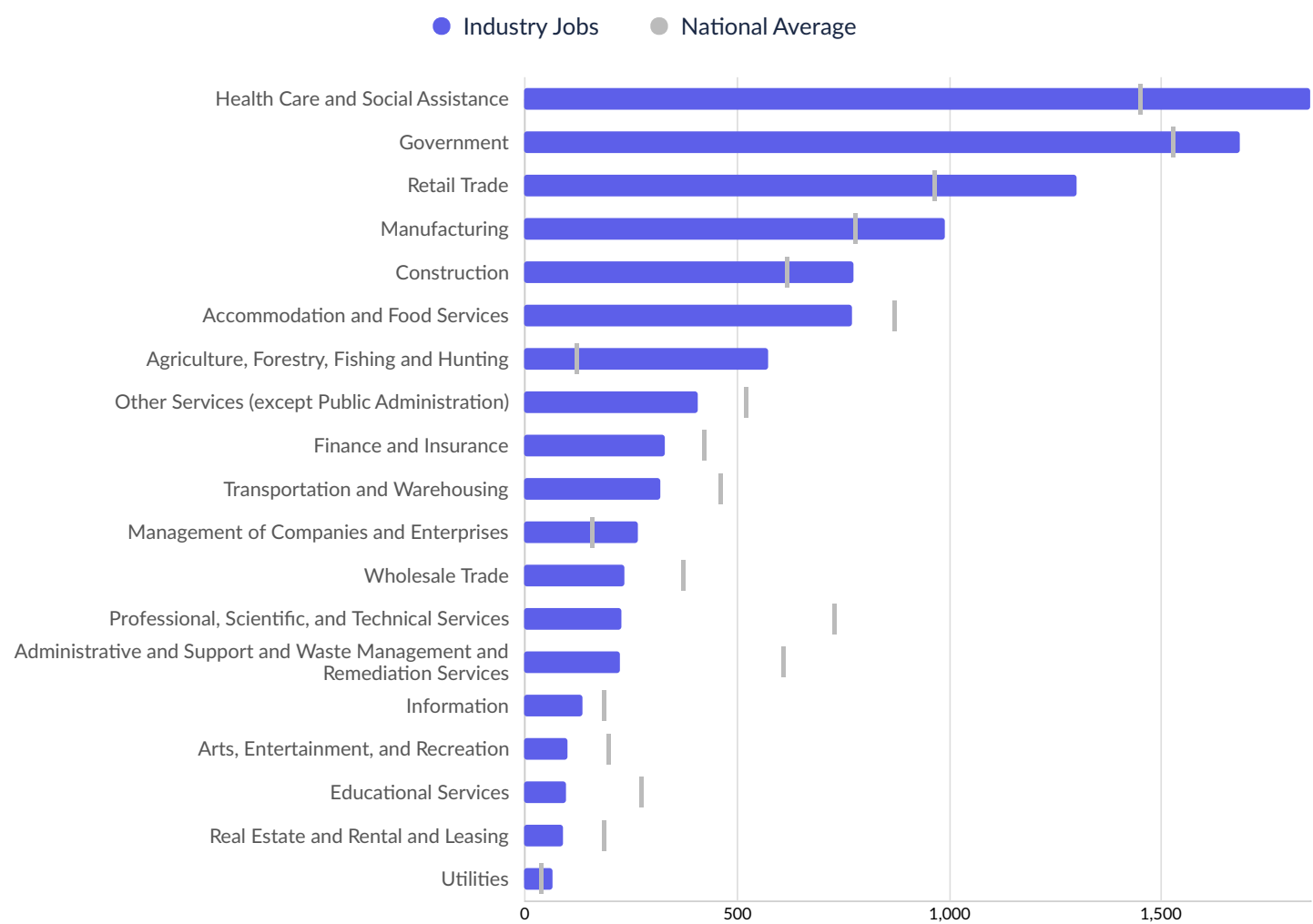


| Top Previous Counties | Migrations |
|-----------------------|------------|
| La Crosse County, WI  | 173        |
| Monroe County, WI     | 112        |
| Crawford County, WI   | 71         |
| Richland County, WI   | 48         |
| Juneau County, WI     | 45         |
| Dane County, WI       | 44         |

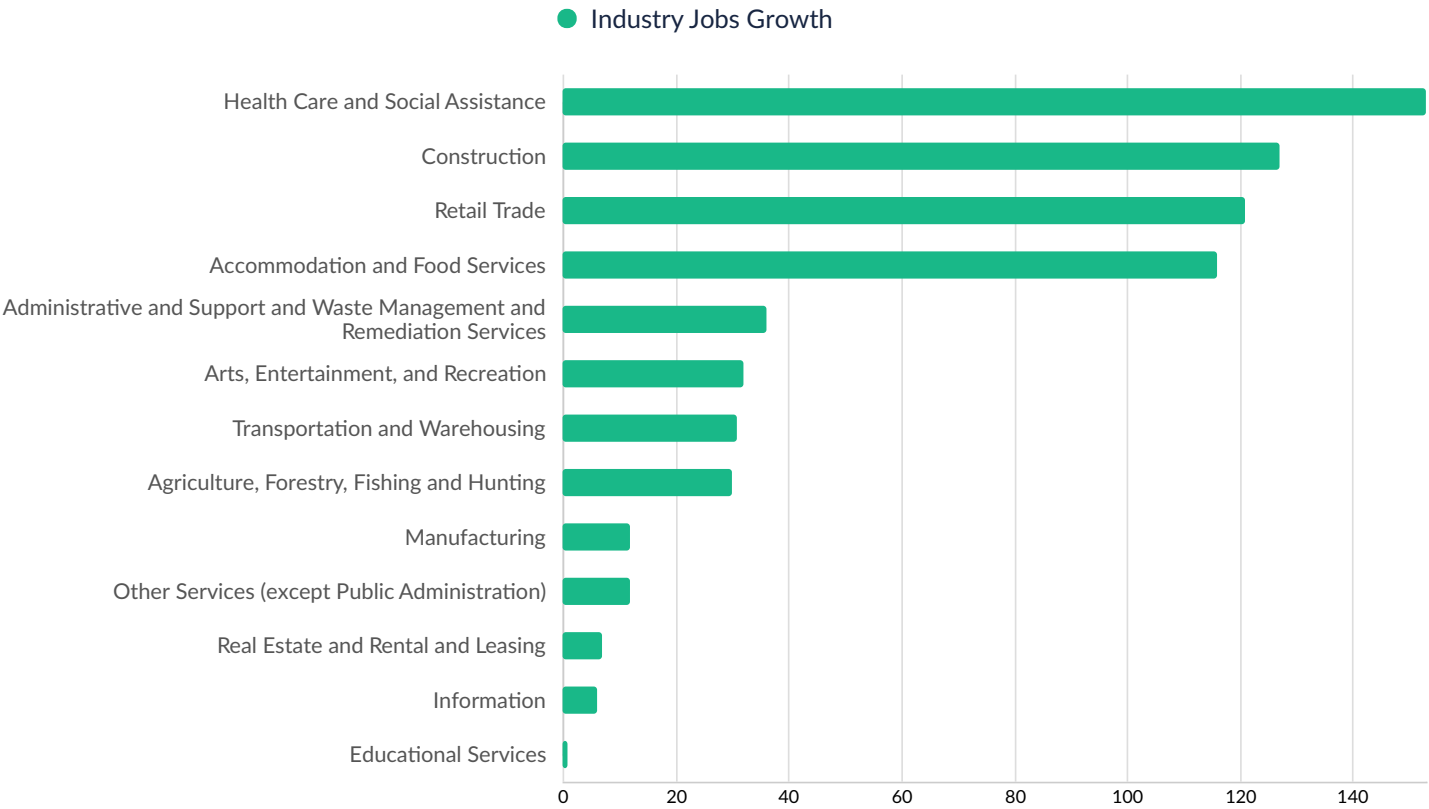
| Top Previous Counties  | Migrations |
|------------------------|------------|
| Cook County, IL        | 15         |
| Hennepin County, MN    | 12         |
| Milwaukee County, WI   | 10         |
| Sauk County, WI        | 10         |
| Waukesha County, WI    | 9          |
| Rock County, WI        | 7          |
| Marathon County, WI    | 7          |
| Wood County, WI        | 6          |
| Outagamie County, WI   | 6          |
| Top Following Counties | Migrations |
| La Crosse County, WI   | 214        |
| Monroe County, WI      | 91         |
| Crawford County, WI    | 79         |
| Richland County, WI    | 61         |
| Sauk County, WI        | 35         |
| Dane County, WI        | 35         |
| Hennepin County, MN    | 35         |
| Juneau County, WI      | 32         |
| Eau Claire County, WI  | 18         |
| Will County, IL        | 18         |
| Waukesha County, WI    | 18         |
| Vanderburgh County, IN | 9          |
| Pasquotank County, NC  | 8          |
| Woodbury County, IA    | 8          |
| Brown County, WI       | 7          |

# Industry Characteristics

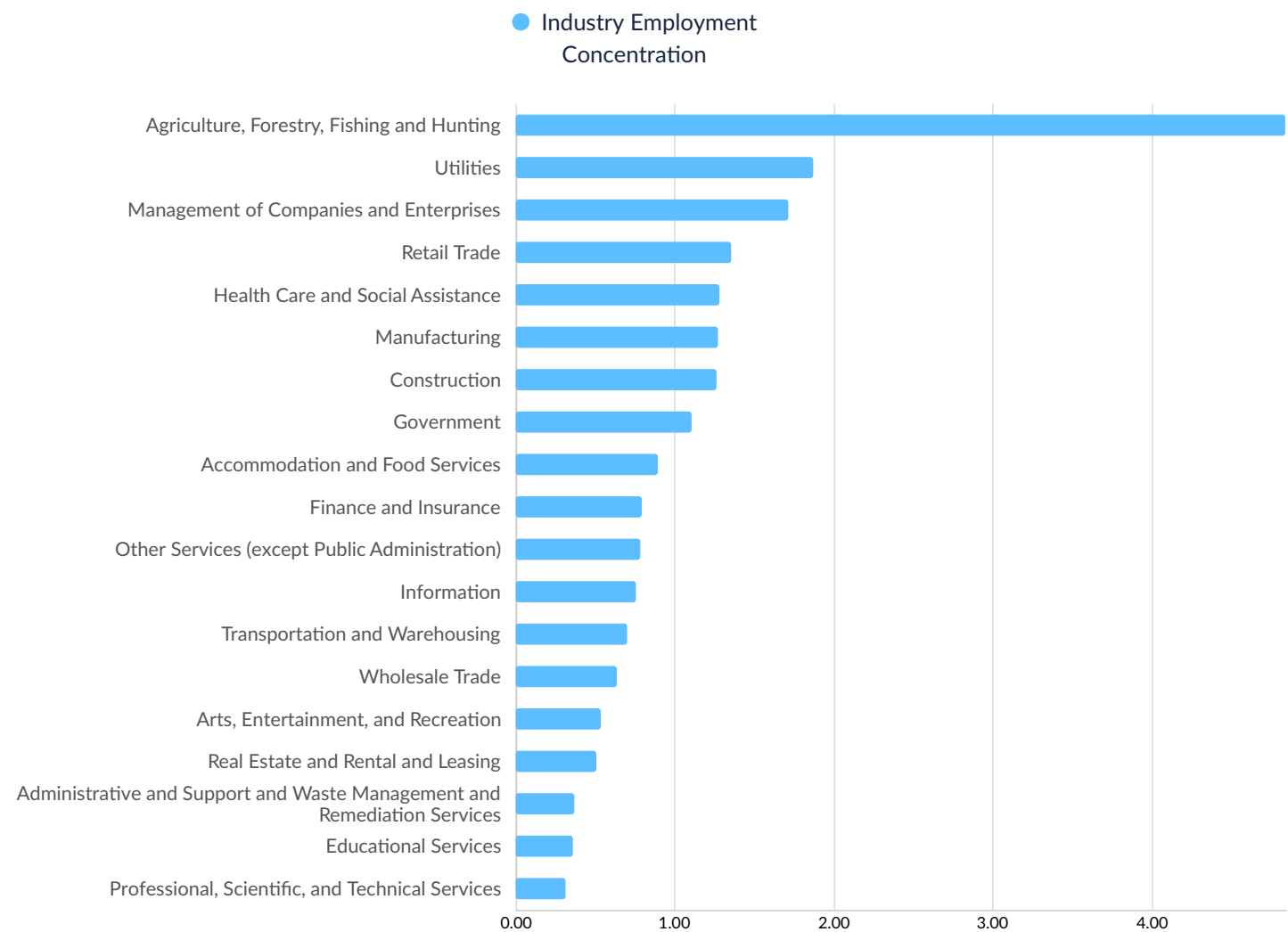
## Largest Industries



## Top Growing Industries

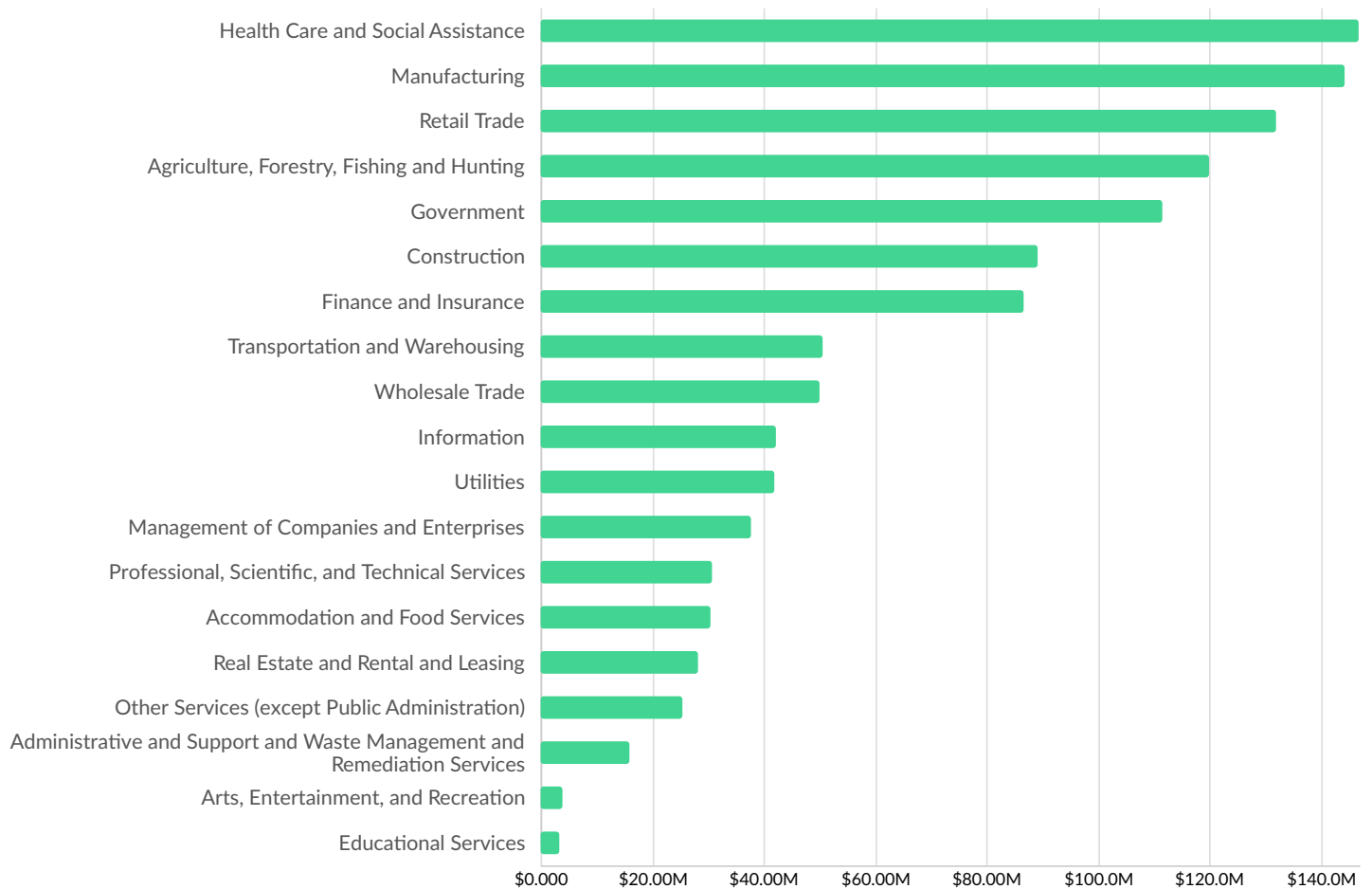


## Top Industry Employment Concentration

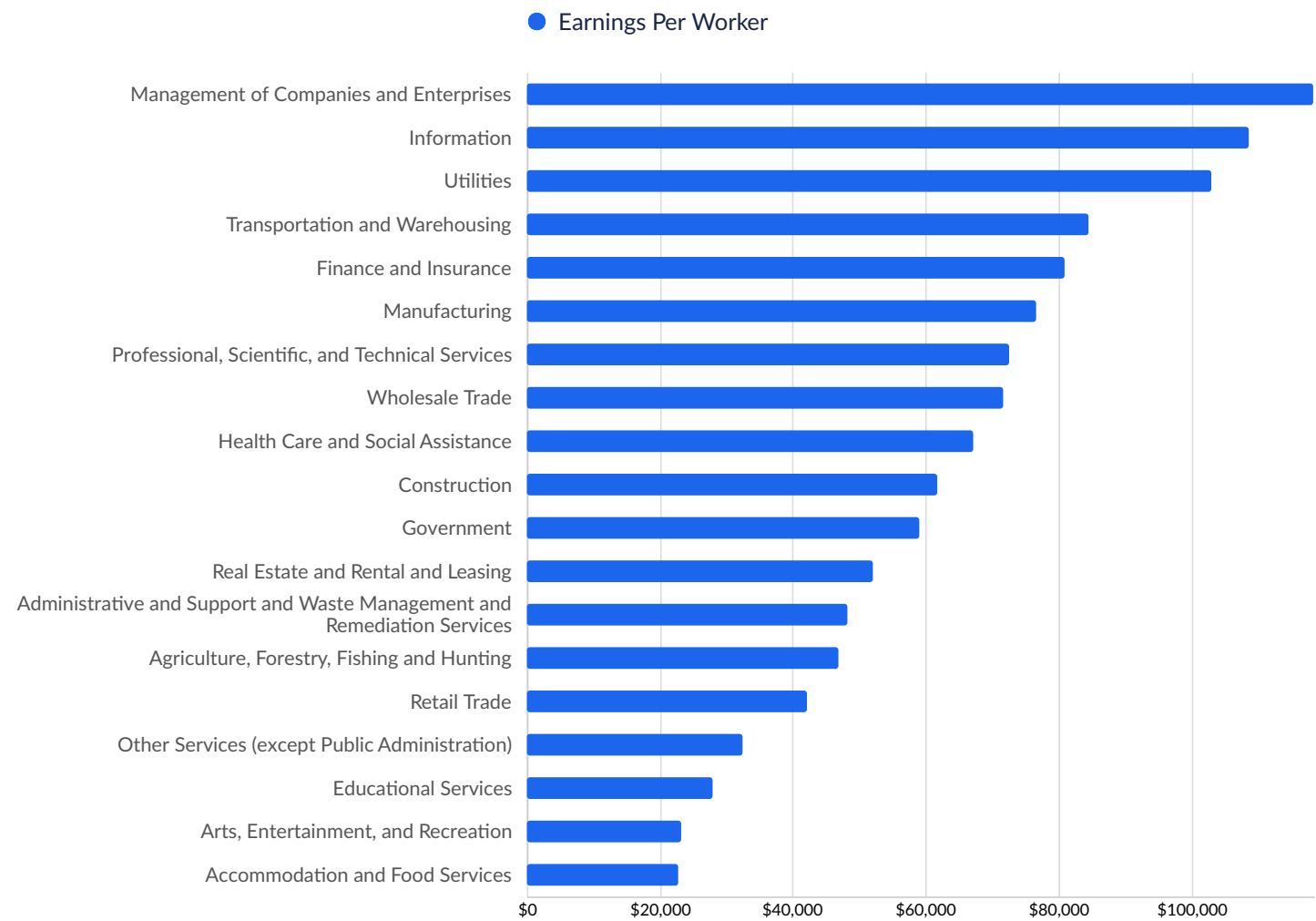


## Top Industry GRP

● Gross Regional Product



## Top Industry Earnings



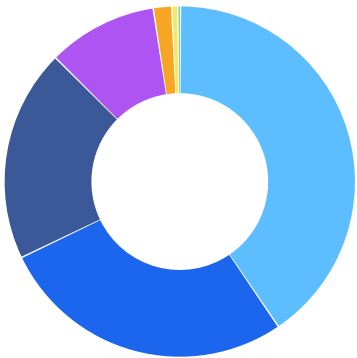
# Business Characteristics

## 1,866 Companies Employ Your Workers

Online profiles for your workers mention 1,866 companies as employers, with the top 10 appearing below. In the last 12 months, 394 companies in Vernon County, WI posted job postings, with the top 10 appearing below.

| Top Companies            | Profiles        | Top Companies Posting             | Unique Postings |
|--------------------------|-----------------|-----------------------------------|-----------------|
| Organic Valley           | 229 <div></div> | GPAC                              | 435 <div></div> |
| Emplify Health           | 182 <div></div> | Emplify Health                    | 58 <div></div>  |
| Vernon Health            | 104 <div></div> | Vernon Memorial Healthcare        | 57 <div></div>  |
| Kwik Trip                | 50 <div></div>  | Vernon Health                     | 49 <div></div>  |
| Trane Commercial Systems | 38 <div></div>  | Walmart                           | 49 <div></div>  |
| Wccu Credit Union        | 37 <div></div>  | Kwik Trip                         | 42 <div></div>  |
| Mayo Clinic              | 36 <div></div>  | Organic Valley                    | 42 <div></div>  |
| Glad Farms               | 35 <div></div>  | Soliant Health                    | 41 <div></div>  |
| Bethel Home & Services   | 32 <div></div>  | United States Department of Ho... | 41 <div></div>  |
| S&S Cycle                | 27 <div></div>  | Vetted Health                     | 41 <div></div>  |

## 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              |

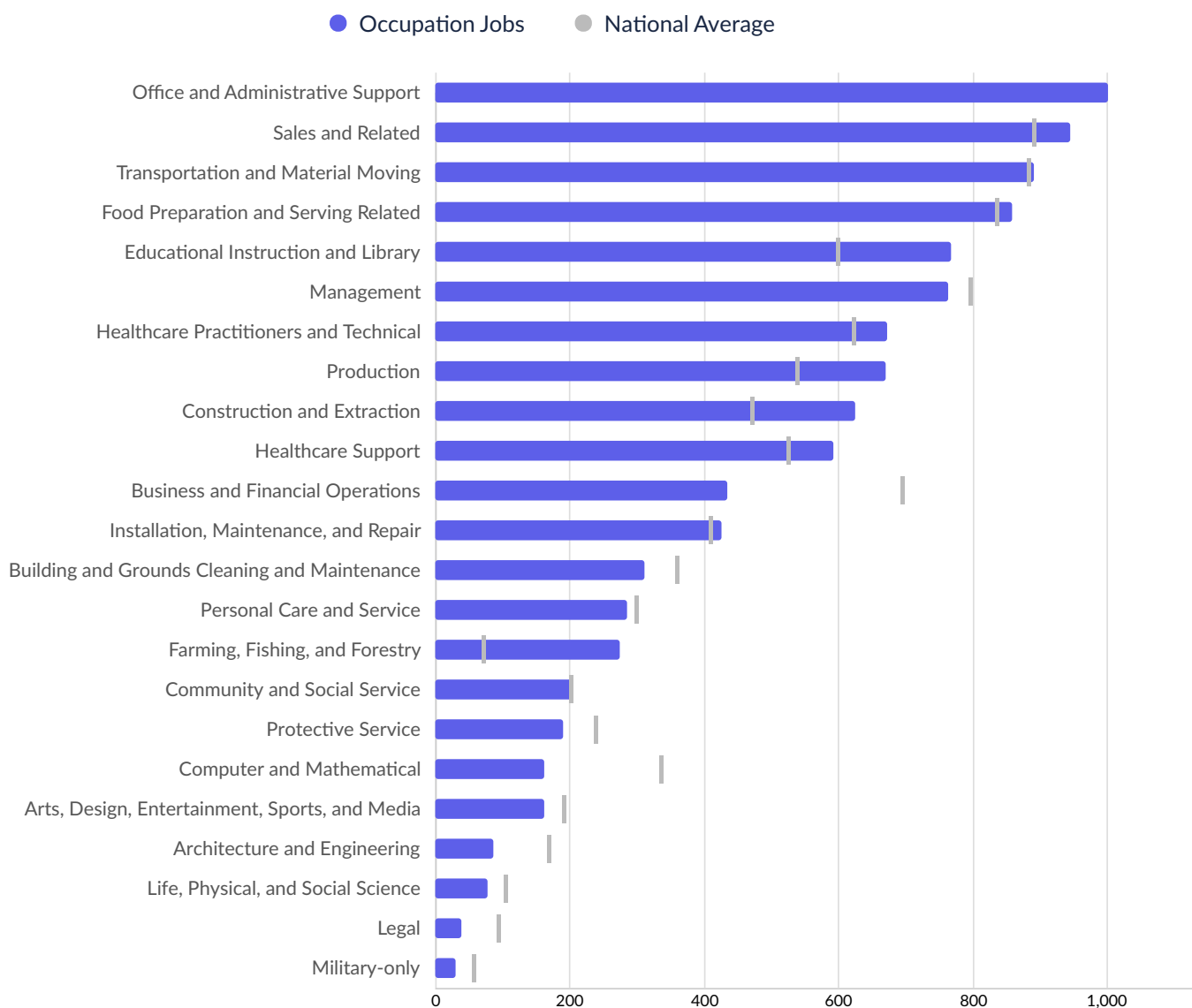
*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

## Layoff Activity (Reported WARN Notices)

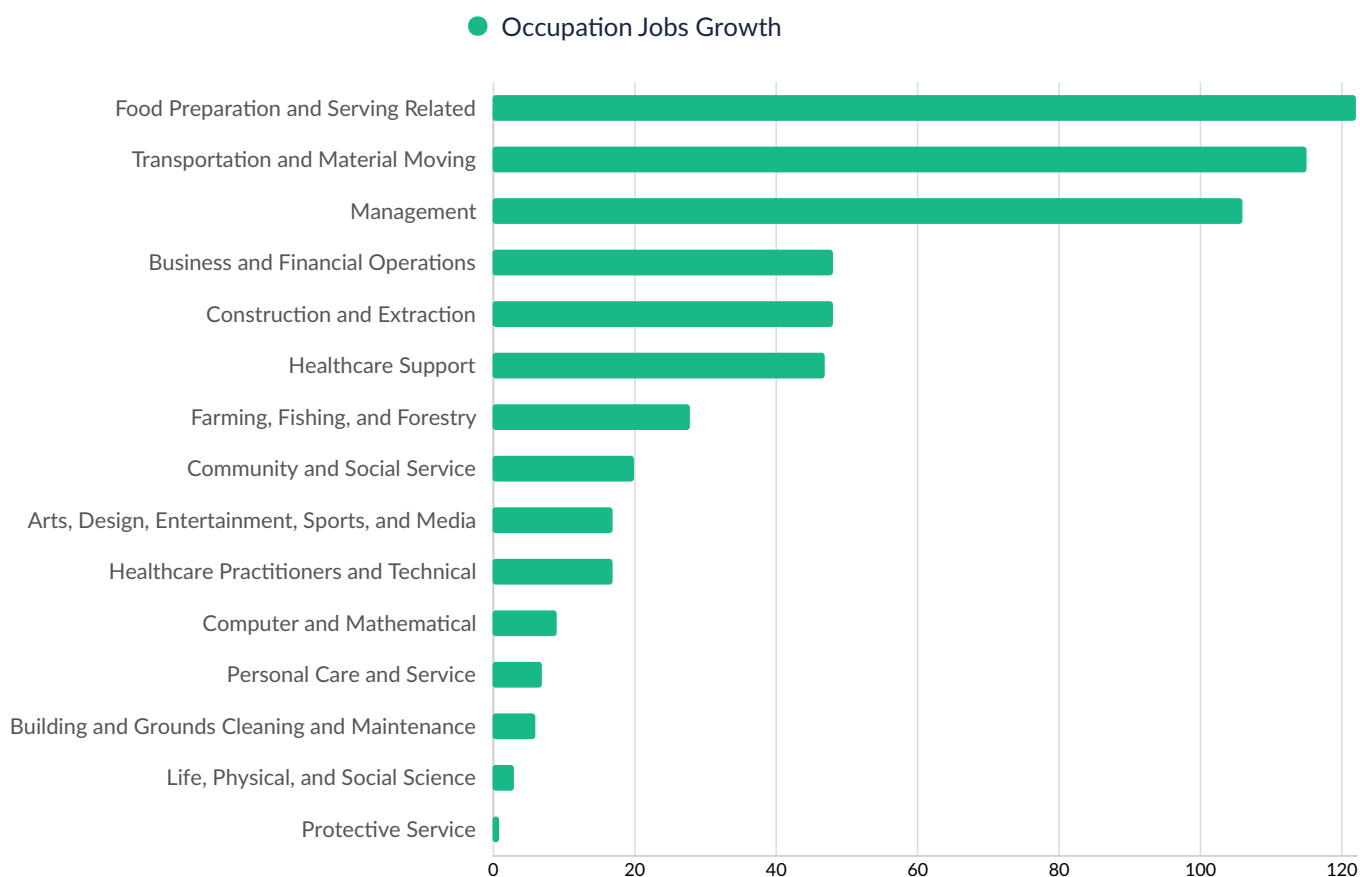
No WARN layoff events were found for the selected region and time period.

# Workforce Characteristics

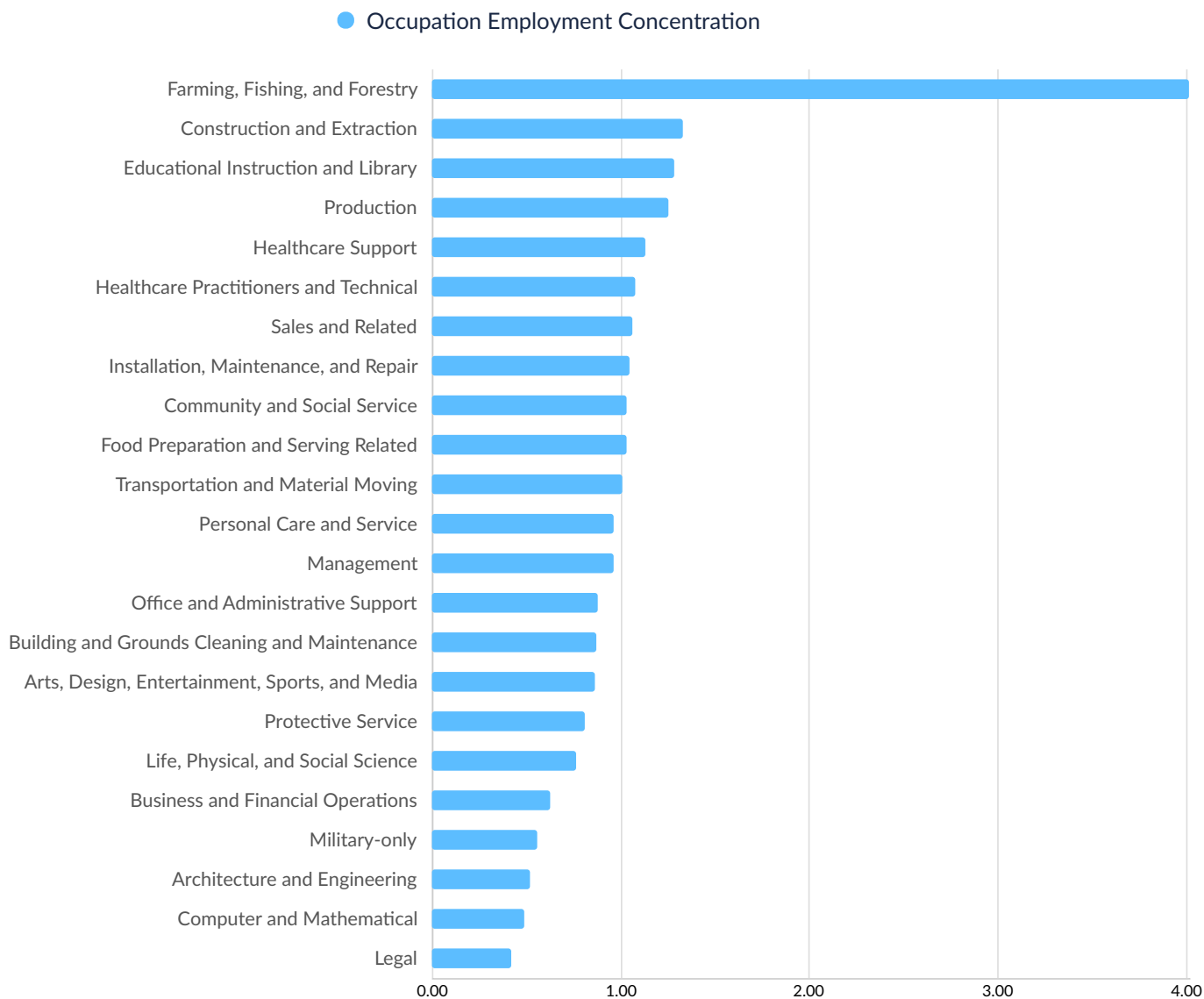
## Largest Occupations



## Top Growing Occupations



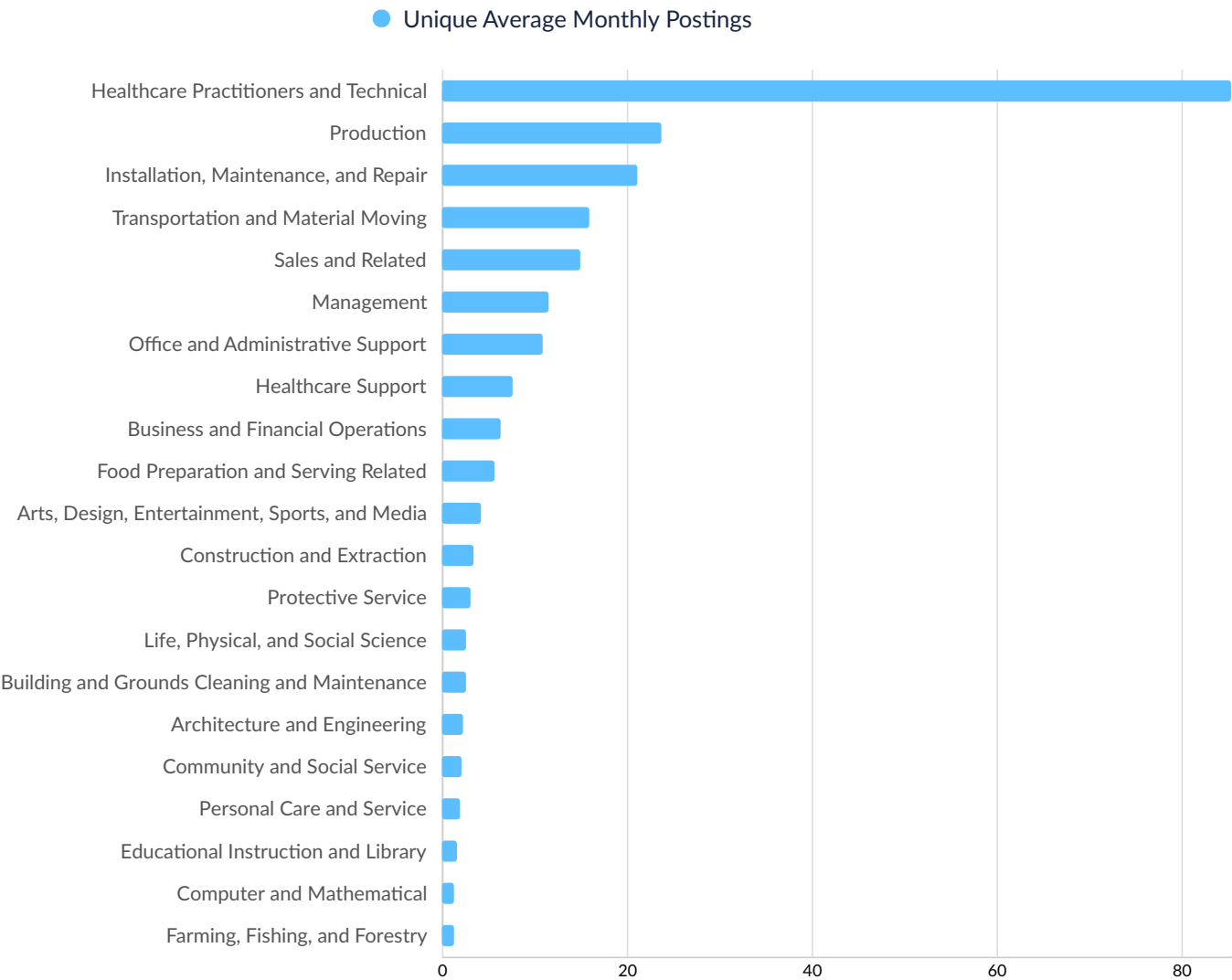
## Top Occupation Employment Concentration



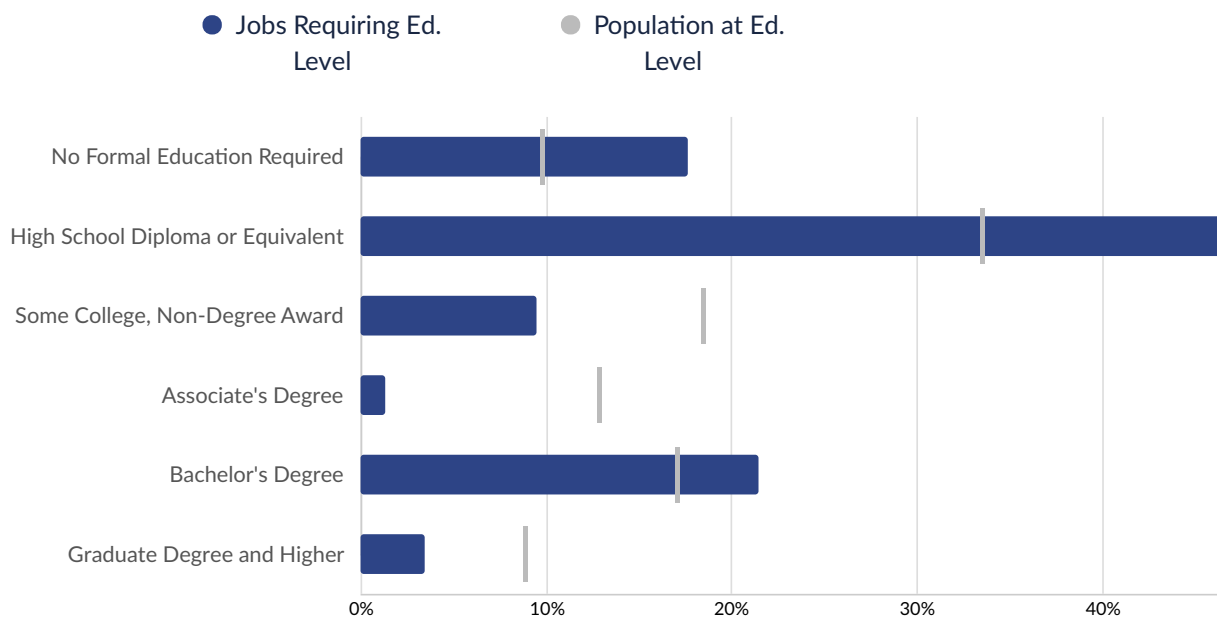
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

