



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

118,723

Population (2021)

Population **grew by 919** over the last 5 years and is projected to **grow by 112** over the next 5 years.

73,552

Total Regional Employment

Jobs **decreased by 2,186** over the last 5 years but are projected to **grow by 1,610** over the next 5 years.

\$57.9K

Median Household Income (2019)

Median household income is **\$5.0K below** the national median household income of \$62.8K.

Takeaways

- As of 2021 the region's population **increased by 0.8%** since 2016, growing by 919. Population is expected to **increase by 0.1%** between 2021 and 2026, adding 112.
- From 2016 to 2021, jobs **declined by 2.9%** in La Crosse County, WI from 75,737 to **73,552**. This change **fell short of the national growth rate of 1.8% by 4.7%**. As the number of jobs declined, the **labor force participation rate increased from 69.0% to 69.6% between 2016 and 2021**.
- Concerning educational attainment, **23.0% of La Crosse County, WI residents possess a Bachelor's Degree** (2.7% above the national average), and **12.7% hold an Associate's Degree** (4.0% above the national average).
- The top three industries in 2021 are General Medical and Surgical Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

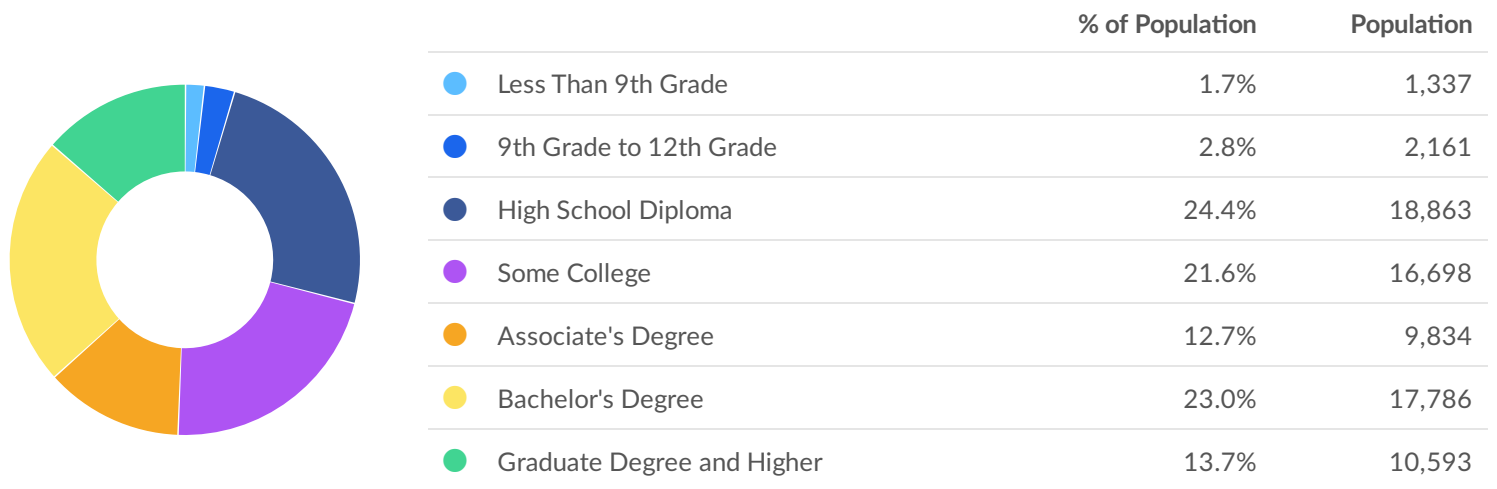
	Population (2022)	Labor Force (May 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	118,736	67,147	73,552	100.2	\$8.20B	\$8.59B	\$9.21B
Mississippi River Region	328,417	174,357	159,080	100.0	\$17.33B	\$24.34B	\$24.98B
Trempealeau County, WI	30,147	15,239	14,628	100.7	\$1.56B	\$2.59B	\$2.31B
Buffalo County, WI	12,913	6,241	4,653	102.2	\$515.21M	\$1.16B	\$882.19M
Dunn County, WI	46,191	24,084	19,534	96.1	\$2.07B	\$3.24B	\$2.75B
Pierce County, WI	43,234	25,480	12,397	100.6	\$1.33B	\$2.38B	\$1.47B
Eau Claire County, WI	106,024	59,750	62,126	98.2	\$6.55B	\$6.84B	\$7.01B
Wisconsin	5,881,227	3,115,847	3,110,882	100.3	\$360.23B	\$330.30B	\$353.71B
United States	333,523,253	164,157,172	163,553,353	100.0	\$22.75T	\$0	\$10.94T

May 2022 Labor Force Breakdown



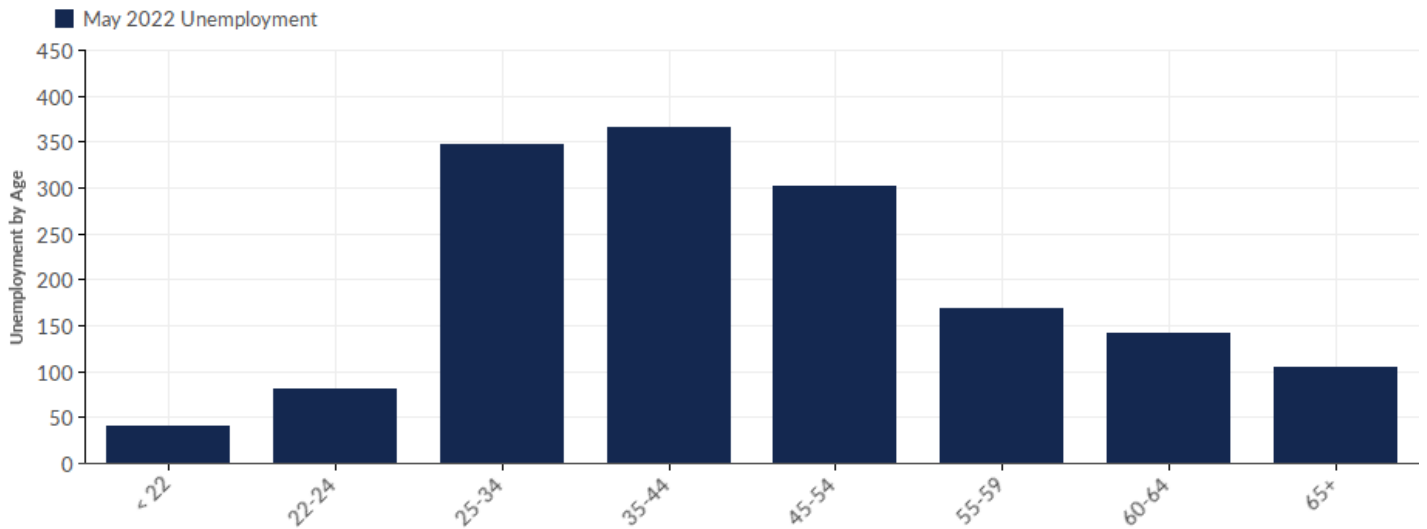
Educational Attainment

Concerning educational attainment, **23.0% of La Crosse County, WI residents possess a Bachelor's Degree** (2.7% above the national average), and **12.7% hold an Associate's Degree** (4.0% above the national average).



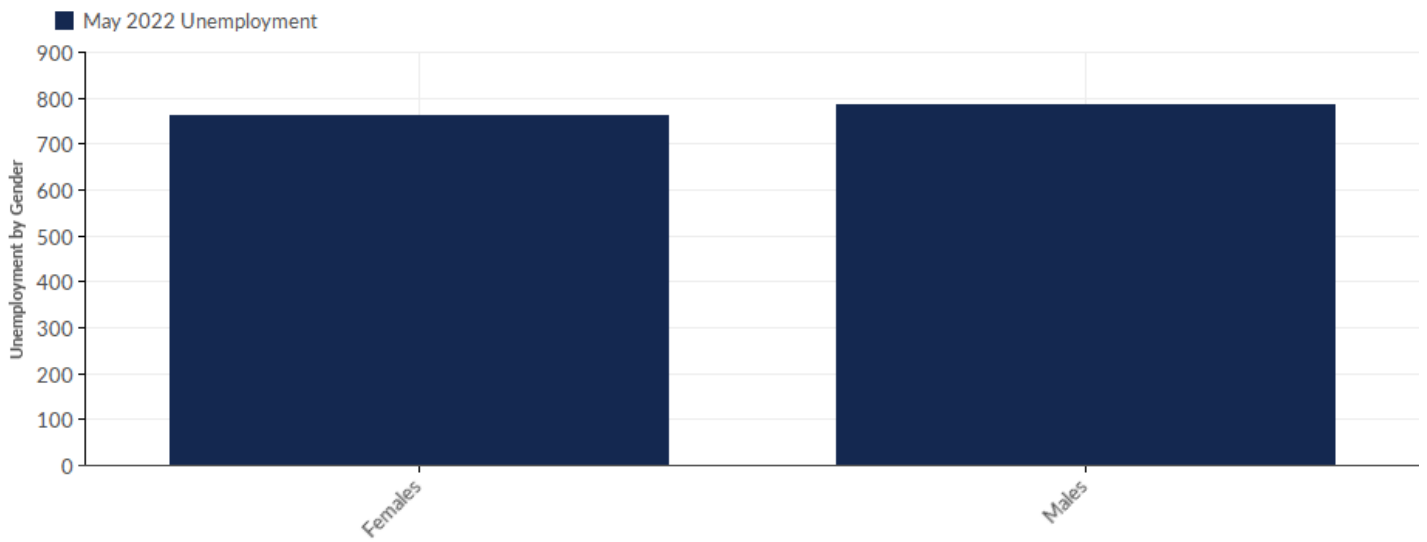
Unemployment by Demographics

Unemployment by Age



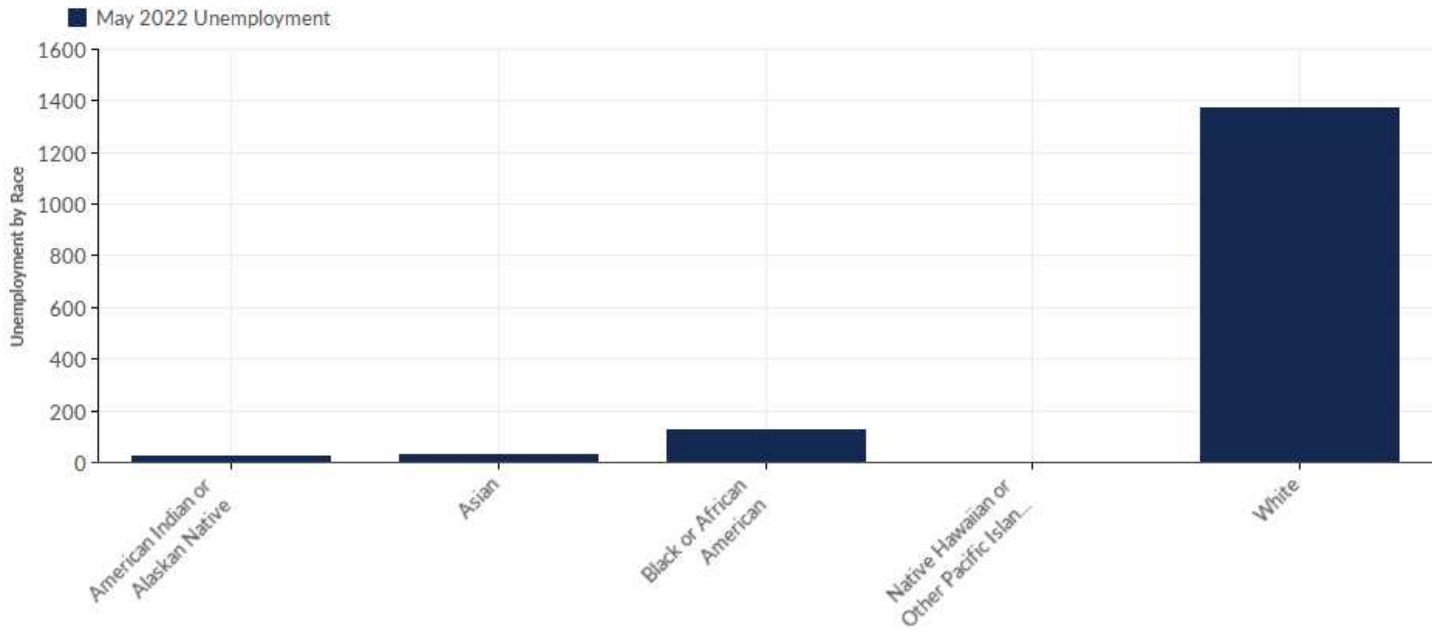
Age	Unemployment (May 2022)	% of Unemployed
< 22	40	2.58%
22-24	81	5.23%
25-34	347	22.40%
35-44	365	23.56%
45-54	302	19.50%
55-59	168	10.85%
60-64	142	9.17%
65+	104	6.71%
Total	1,549	100.00%

Unemployment by Gender



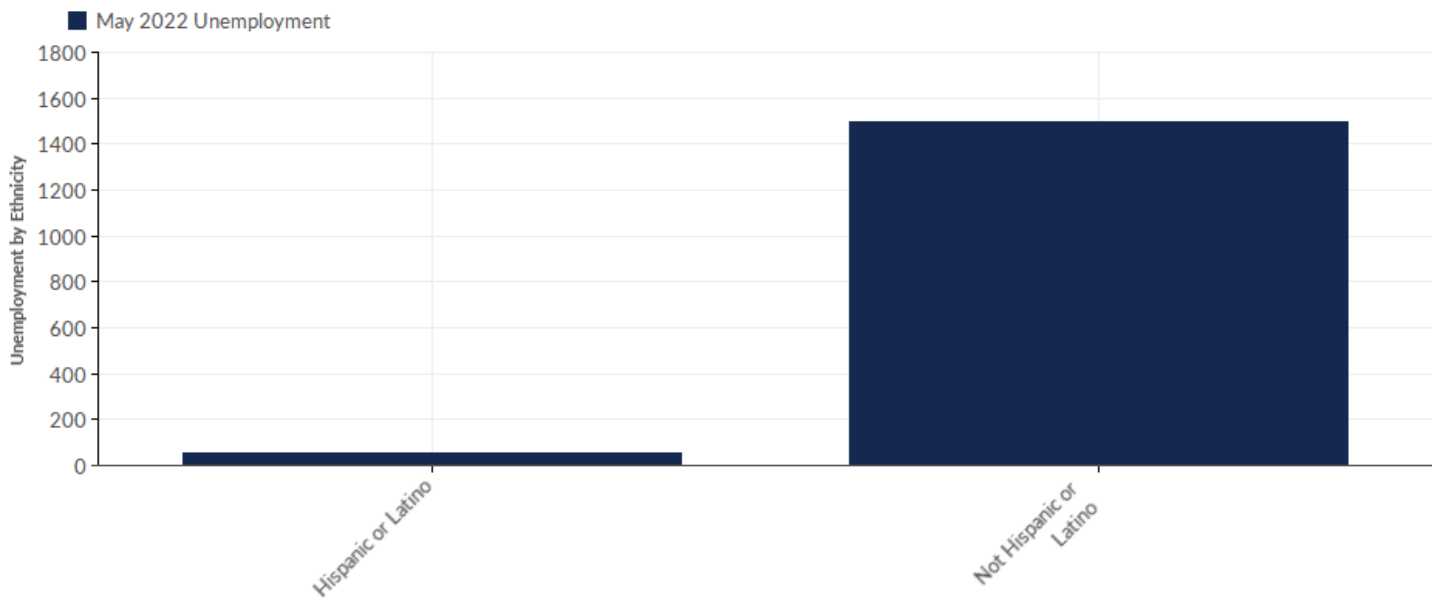
Gender	Unemployment (May 2022)	% of Unemployed
Females	763	49.26%
Males	786	50.74%
Total	1,549	100.00%

Unemployment by Race



Race	Unemployment (May 2022)	% of Unemployed
American Indian or Alaskan Native	23	1.48%
Asian	30	1.94%
Black or African American	124	8.01%
Native Hawaiian or Other Pacific Islander	2	0.13%
White	1,370	88.44%
Total	1,549	100.00%

Unemployment by Ethnicity

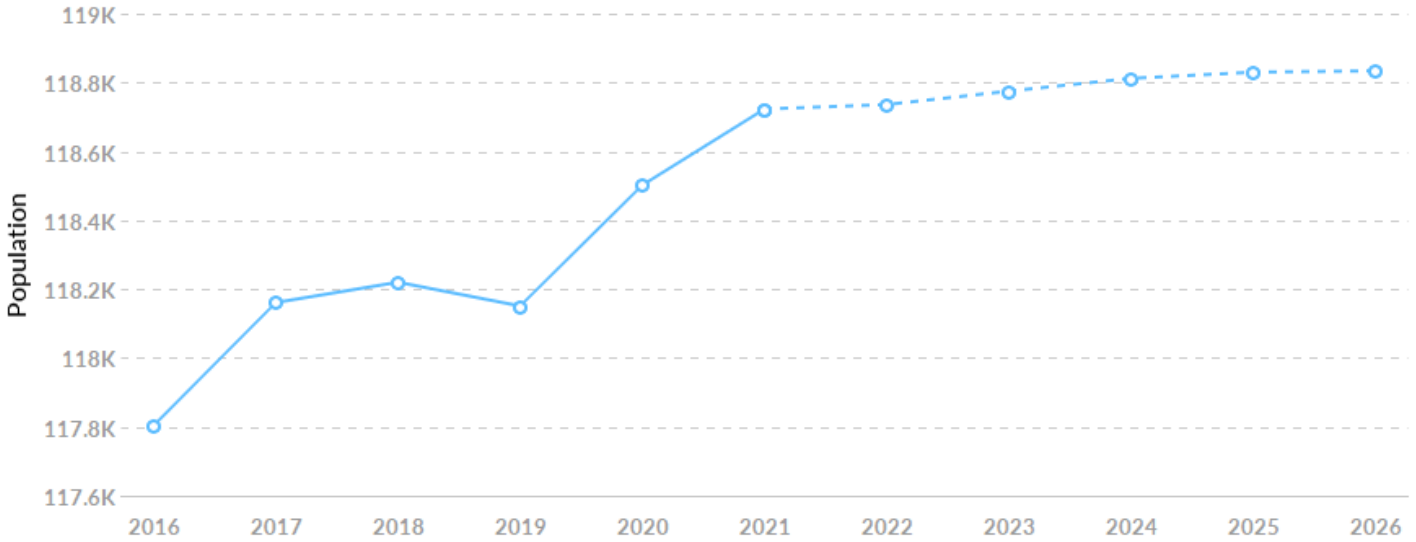


Ethnicity	Unemployment (May 2022)	% of Unemployed
Hispanic or Latino	54	3.49%
Not Hispanic or Latino	1,495	96.51%
Total	1,549	100.00%

Historic & Projected Trends

Population Trends

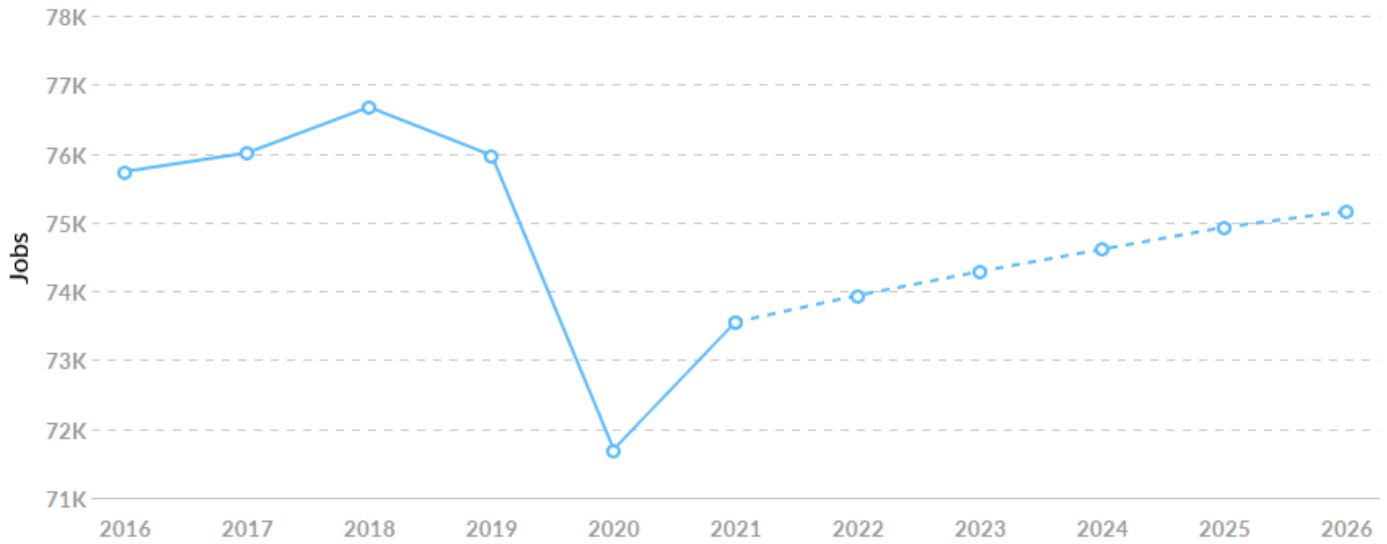
As of 2021 the region's population **increased by 0.8%** since 2016, growing by 919. Population is expected to **increase by 0.1%** between 2021 and 2026, adding 112.



Timeframe	Population
2016	117,804
2017	118,161
2018	118,220
2019	118,151
2020	118,502
2021	118,723
2022	118,736
2023	118,775
2024	118,812
2025	118,830
2026	118,834

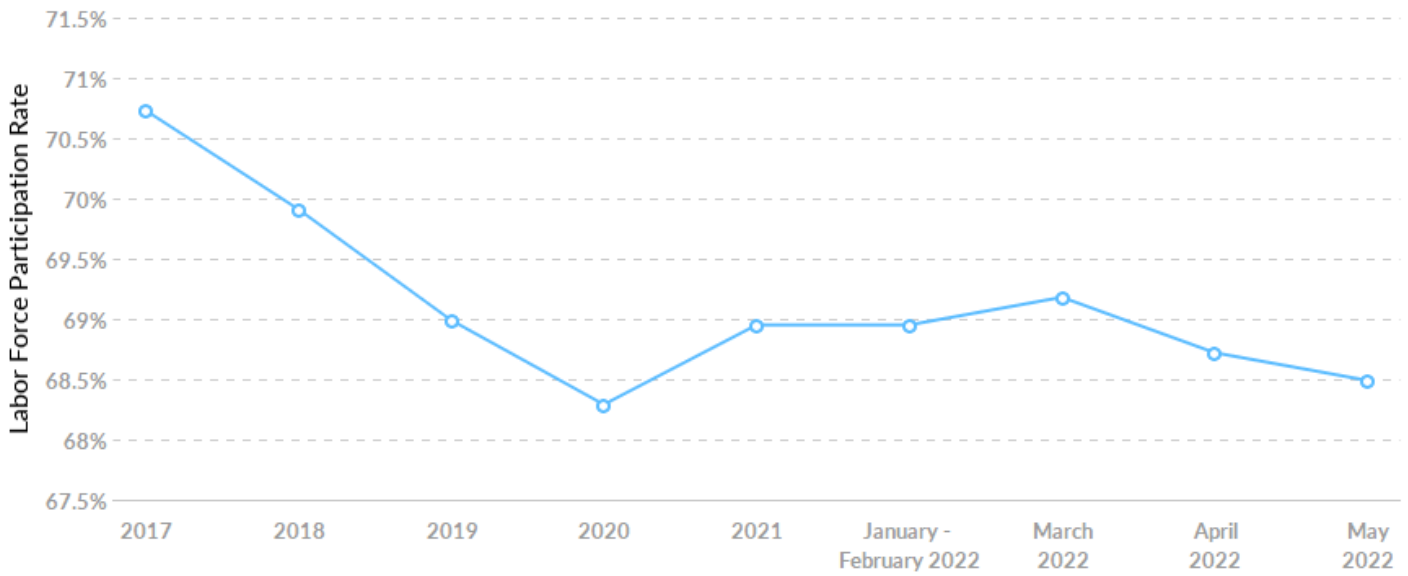
Job Trends

From 2016 to 2021, jobs declined by 2.9% in La Crosse County, WI from 75,737 to 73,552. This change fell short of the national growth rate of 1.8% by 4.7%.



Timeframe	Jobs
2016	75,737
2017	76,007
2018	76,673
2019	75,974
2020	71,697
2021	73,552
2022	73,938
2023	74,286
2024	74,608
2025	74,927
2026	75,162

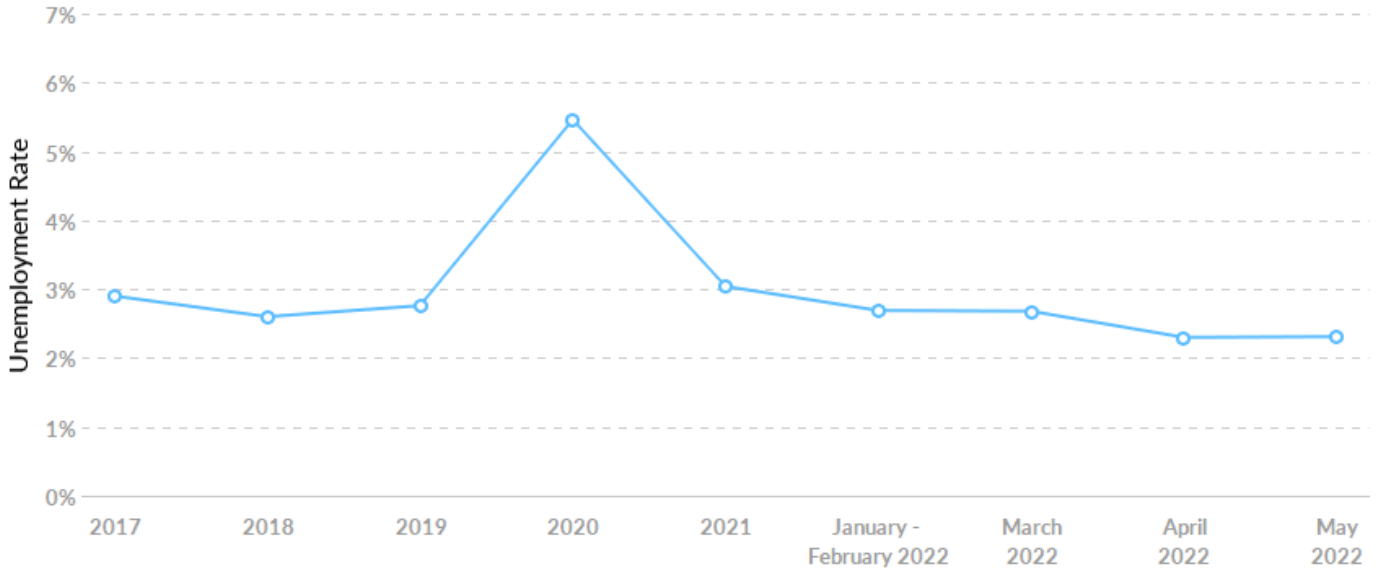
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	70.73%
2018	69.91%
2019	68.99%
2020	68.29%
2021	68.95%
January - February 2022	68.95%
March 2022	69.18%
April 2022	68.72%
May 2022	68.49%

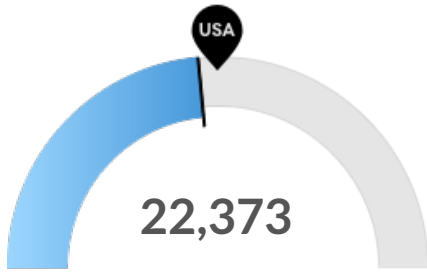
Unemployment Rate Trends

La Crosse County, WI had a May 2022 unemployment rate of 2.31%, decreasing from 2.90% 5 years before.



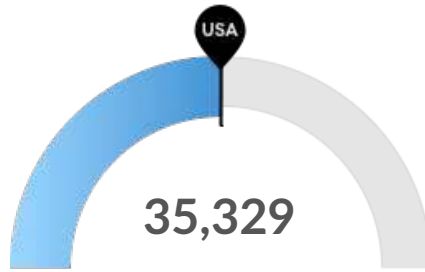
Timeframe	Unemployment Rate
2017	2.90%
2018	2.60%
2019	2.76%
2020	5.46%
2021	3.04%
January - February 2022	2.69%
March 2022	2.68%
April 2022	2.30%
May 2022	2.31%

Population Characteristics



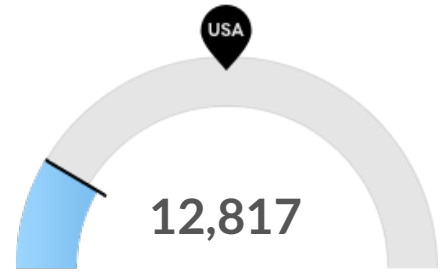
Millennials

La Crosse County, WI has 22,373 millennials (ages 25-39). The national average for an area this size is 24,420.



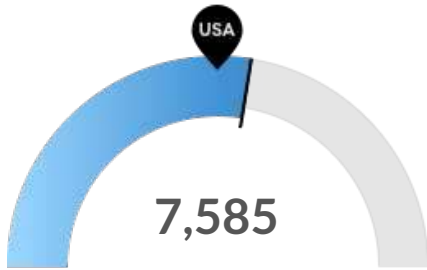
Retiring Soon

Retirement risk is about average in La Crosse County, WI. The national average for an area this size is 35,269 people 55 or older, while there are 35,329 here.



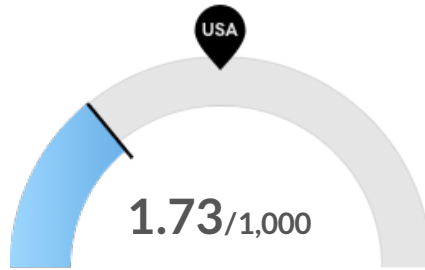
Racial Diversity

Racial diversity is low in La Crosse County, WI. The national average for an area this size is 47,731 racially diverse people, while there are 12,817 here.



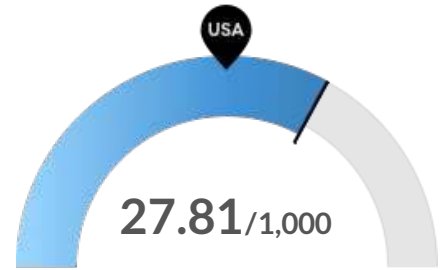
Veterans

La Crosse County, WI has 7,585 veterans. The national average for an area this size is 6,560.



Violent Crime

La Crosse County, WI has 1.73 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

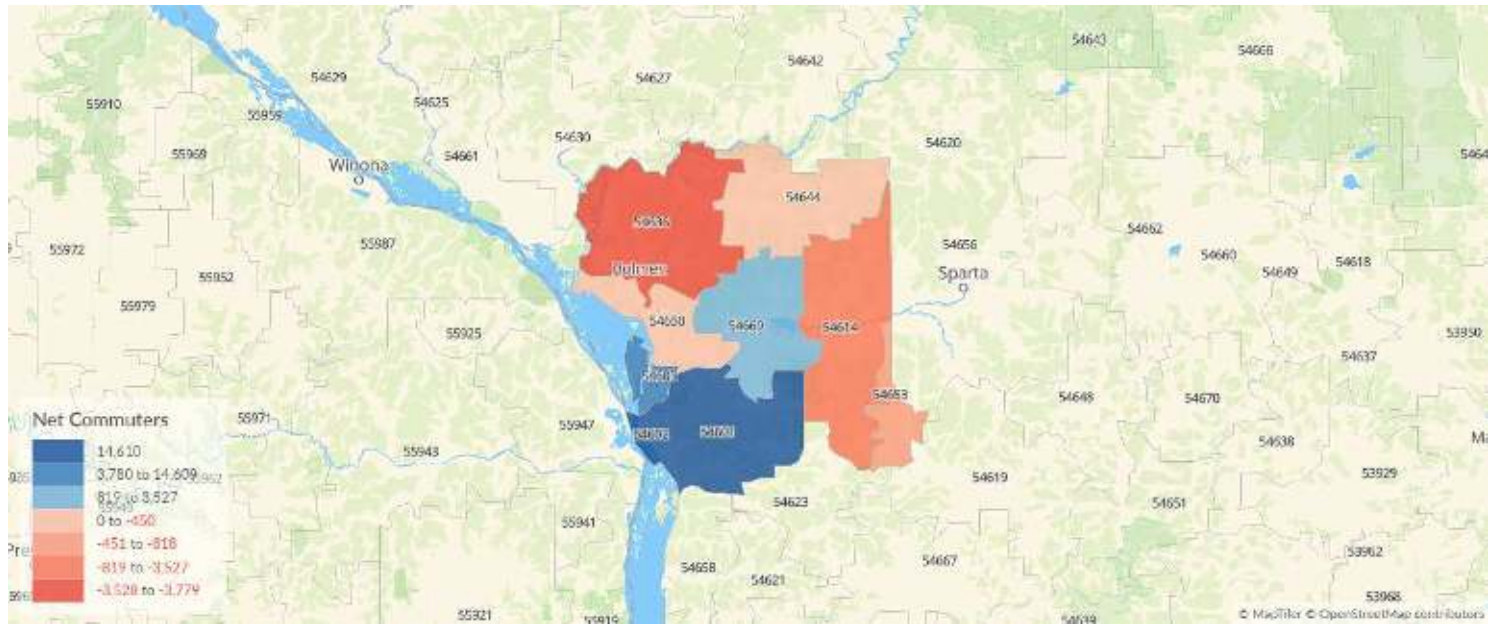


Property Crime

La Crosse County, WI has 27.81 property crimes per 1,000 people. The national rate is 17.91 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

Where Talent Lives

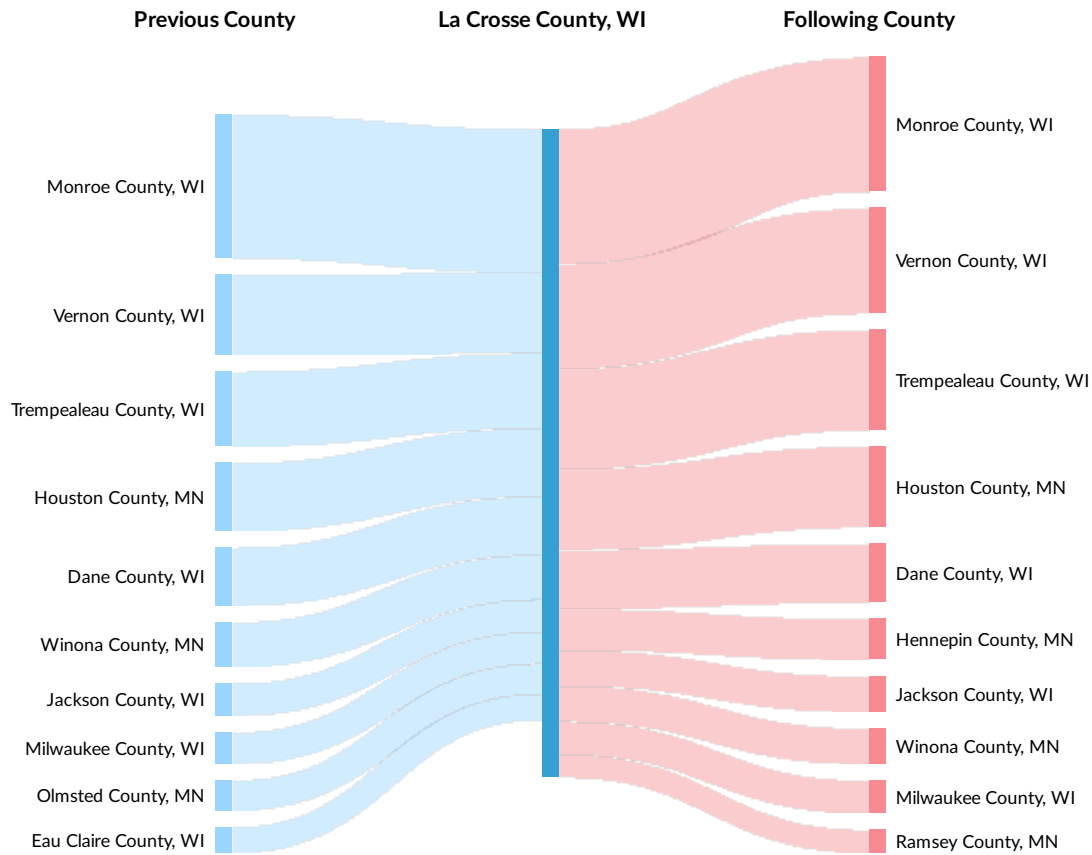
ZIP	Name	2021 Employment
54601	La Crosse, WI (in La Cro...	37,800
54650	Onalaska, WI (in La Cro...	12,335
54603	La Crosse, WI (in La Cro...	11,622
54669	West Salem, WI (in La C...	5,067
54636	Holmen, WI (in La Cross...	5,056

ZIP	Name	2021 Workers
54601	La Crosse, WI (in La Cro...	23,189
54650	Onalaska, WI (in La Cro...	12,717
54636	Holmen, WI (in La Cross...	8,584
54603	La Crosse, WI (in La Cro...	7,842
54669	West Salem, WI (in La C...	4,232

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 2020, **411** people have migrated from Monroe County, WI to La Crosse County, WI. In the same year, **386** people left La Crosse County, WI migrating to Monroe County, WI. The total Net Migration for La Crosse County, WI in 2020 was **-249**.

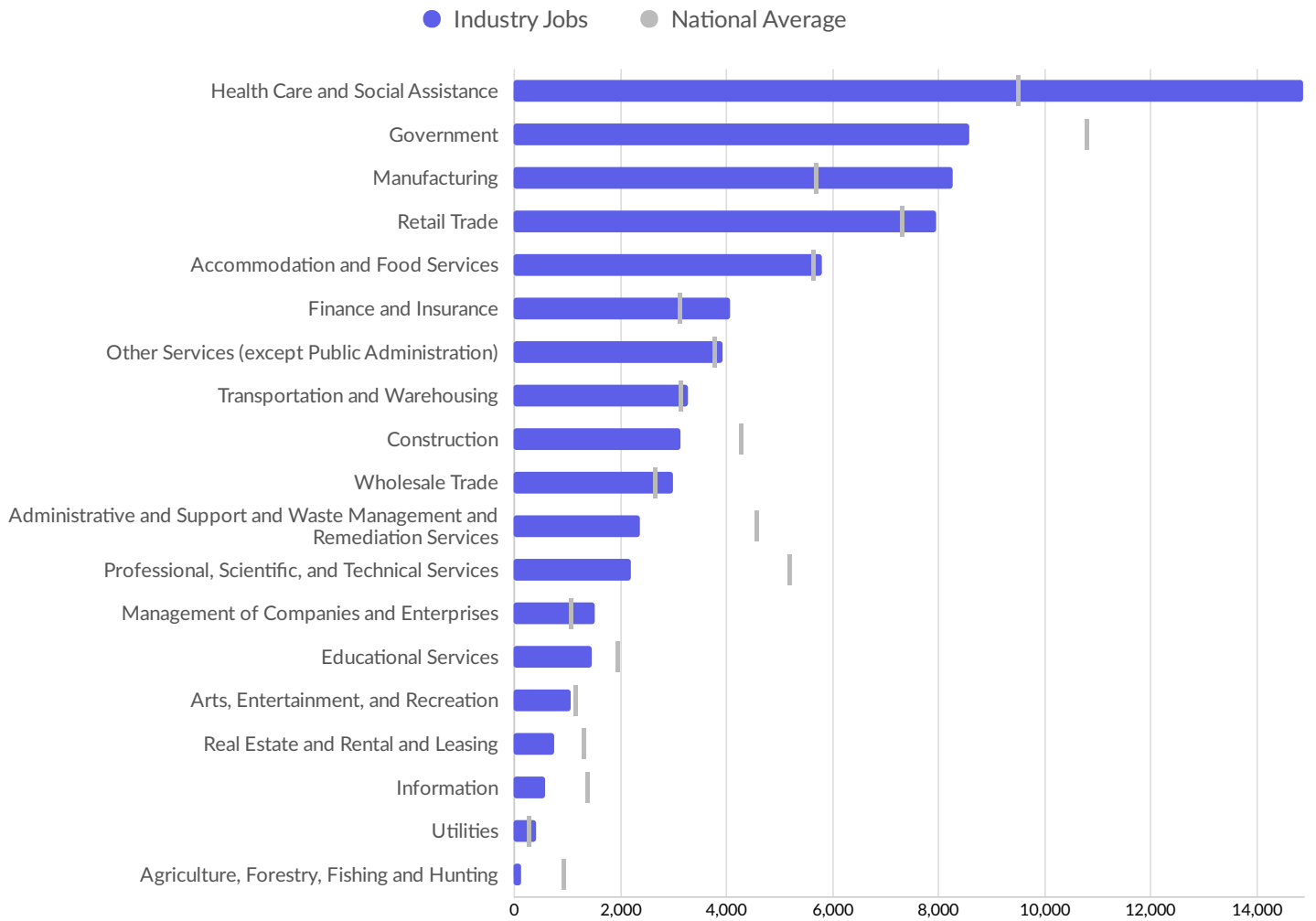


Top Previous Counties	Migrations
Monroe County, WI	411
Vernon County, WI	231
Trempealeau County, WI	215
Houston County, MN	195
Dane County, WI	167
Winona County, MN	128

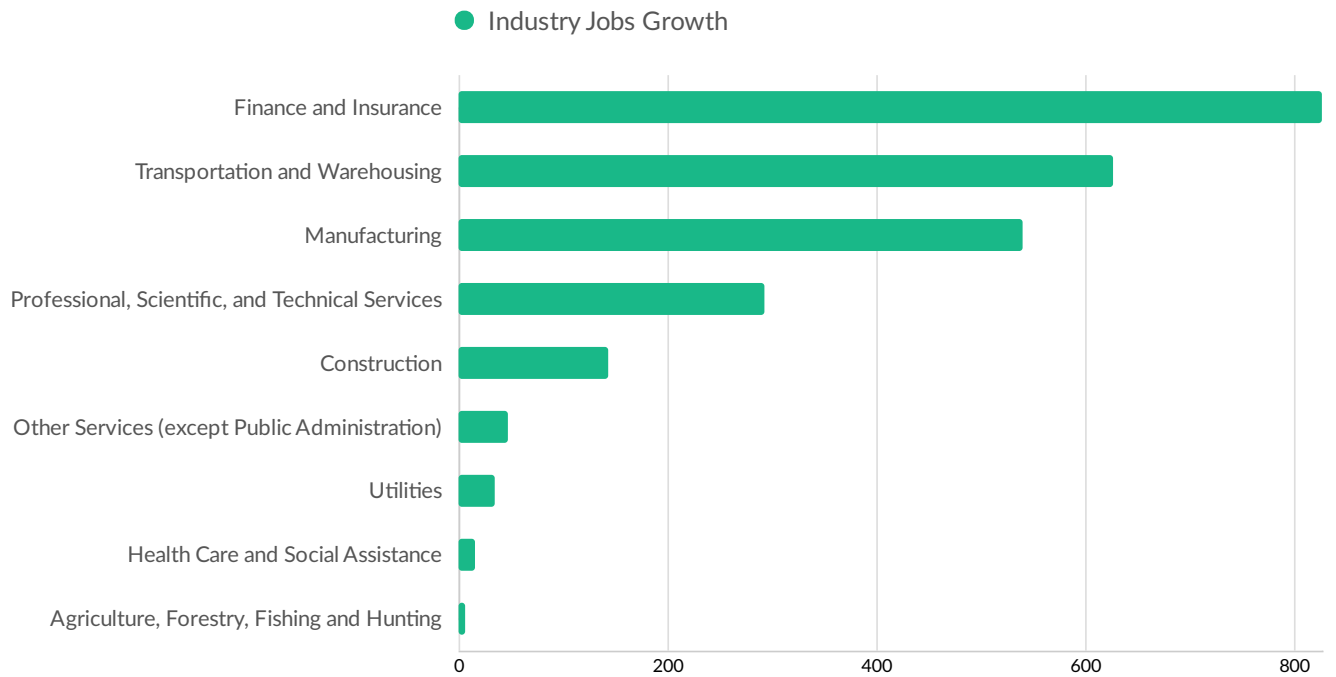
Top Previous Counties	Migrations
Jackson County, WI	93
Milwaukee County, WI	91
Olmsted County, MN	87
Eau Claire County, WI	74
Cook County, IL	73
Hennepin County, MN	68
Marathon County, WI	51
Ramsey County, MN	45
Waukesha County, WI	45
Top Following Counties	Migrations
Monroe County, WI	386
Vernon County, WI	301
Trempealeau County, WI	288
Houston County, MN	231
Dane County, WI	169
Hennepin County, MN	117
Jackson County, WI	102
Winona County, MN	102
Milwaukee County, WI	94
Ramsey County, MN	66
Olmsted County, MN	64
Maricopa County, AZ	63
Eau Claire County, WI	57
Brown County, WI	52
Juneau County, WI	51

Industry Characteristics

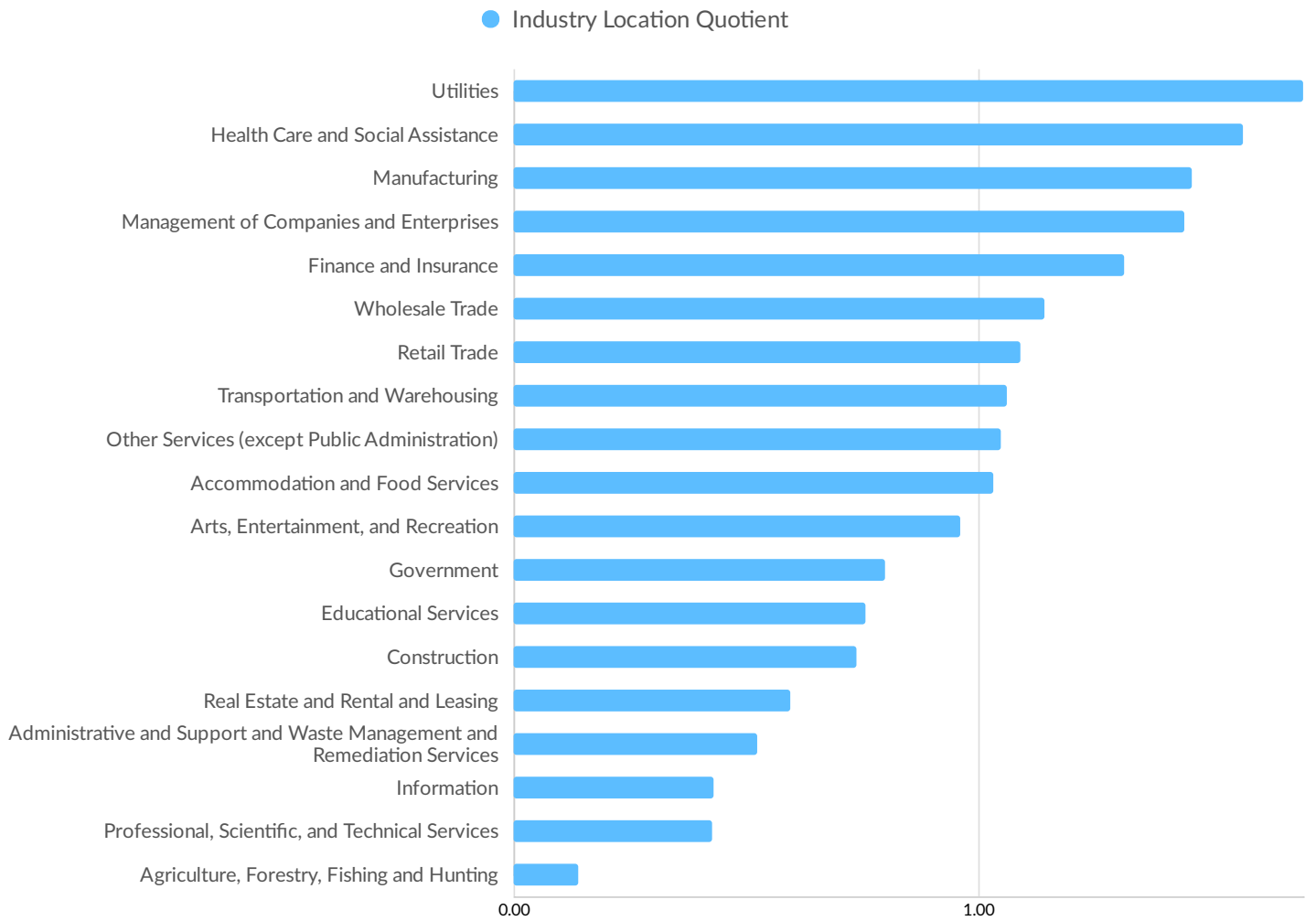
Largest Industries



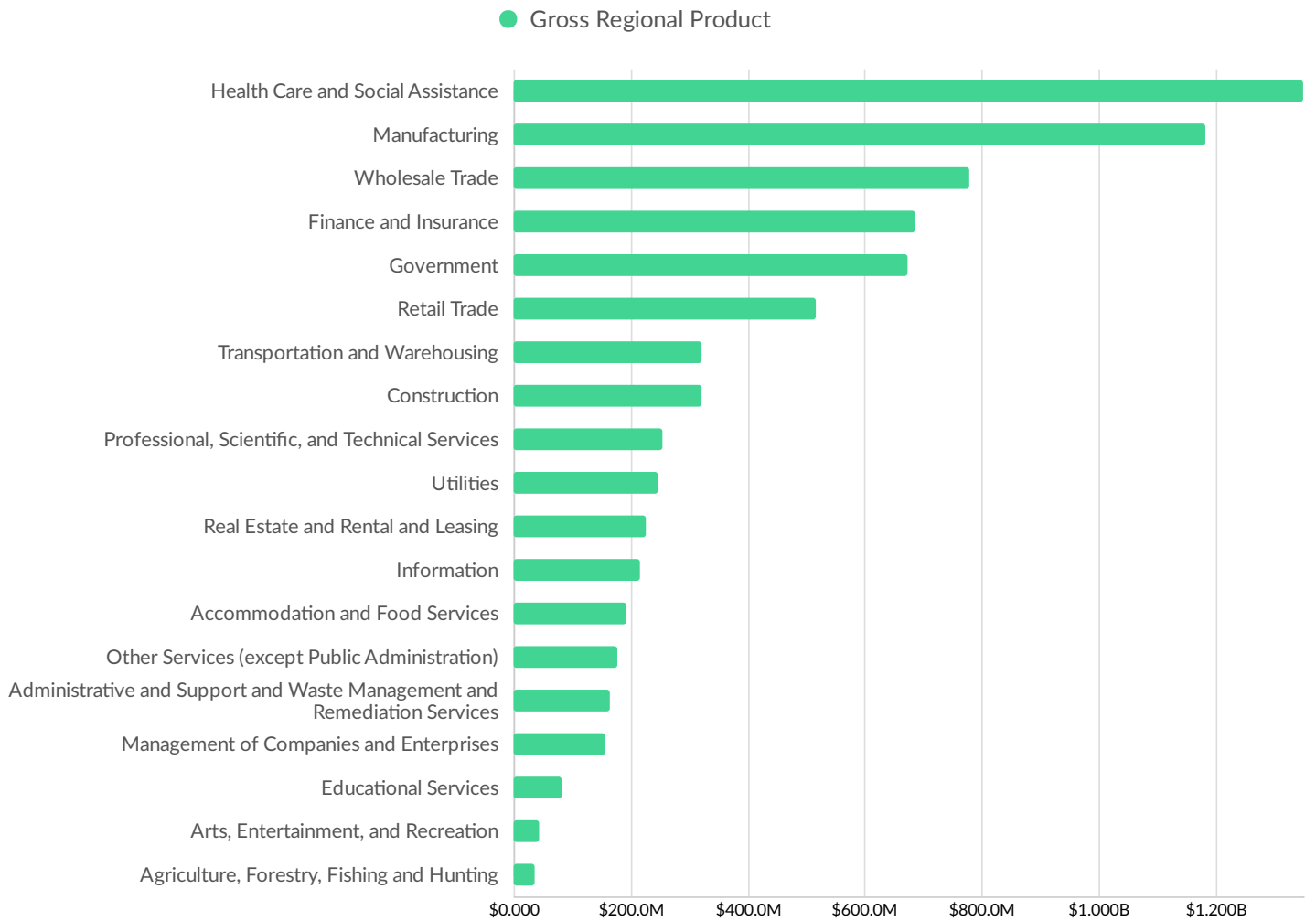
Top Growing Industries



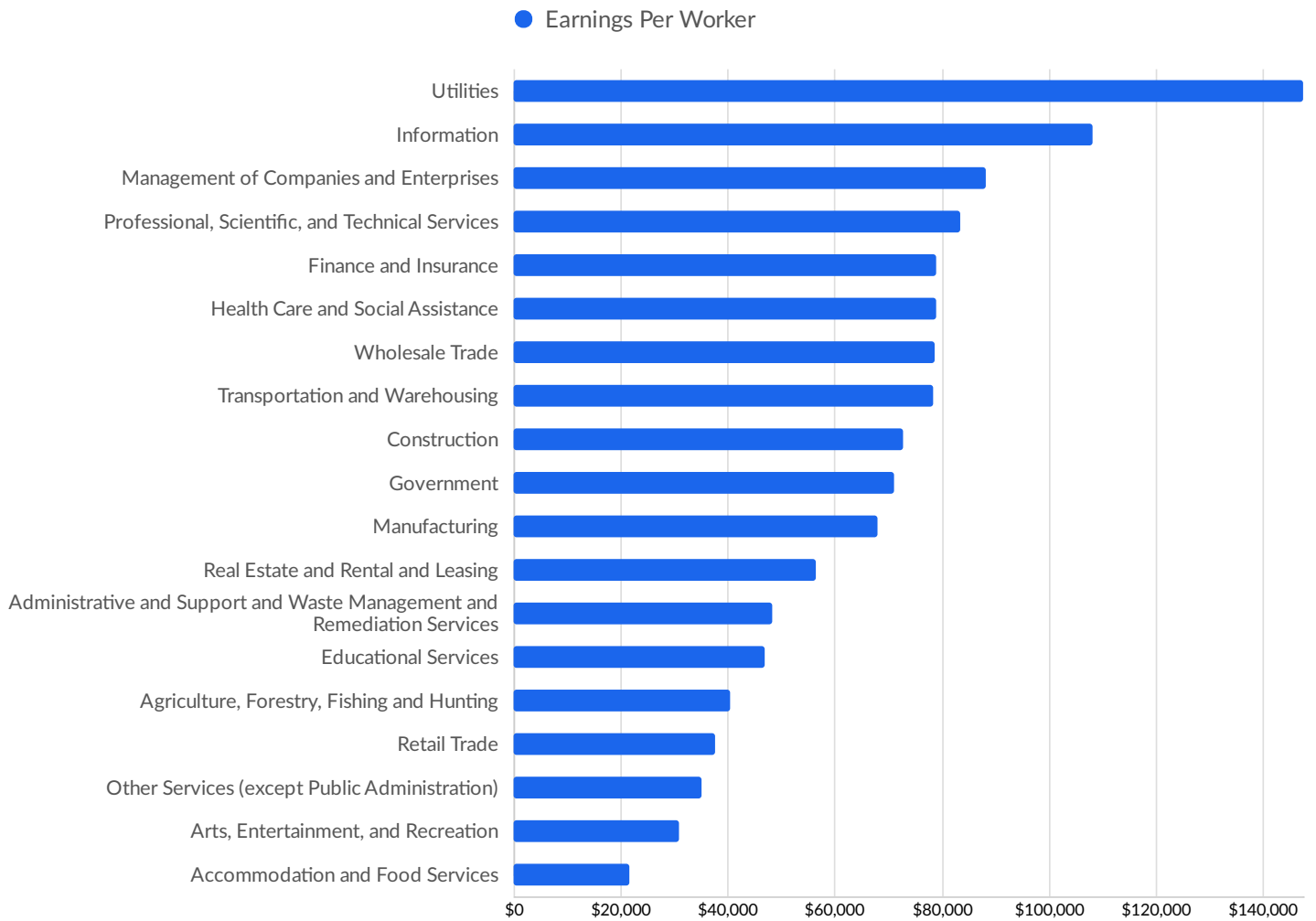
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



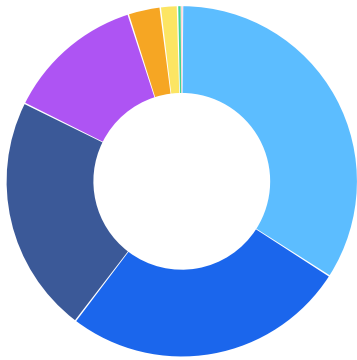
Business Characteristics

8,393 Companies Employ Your Workers

Online profiles for your workers mention 8,393 companies as employers, with the top 10 appearing below. In the last 12 months, 1,016 companies in La Crosse County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Gundersen Health System	2,973 	Gundersen Health System	1,391 
University Of Wisconsin-La Cro...	1,539 	Kwik Trip	692 
Mayo Clinic	936 	Mayo Clinic	468 
Kwik Trip	811 	Festival Foods	388 
Trane Commercial Systems	561 	The University Of Wisconsin	345 
Western Technical College	518 	UnitedHealth Group	279 
Logistics Health Incorporated	507 	Walmart	240 
School District Of La Crosse	501 	Ashley Furniture	213 
Viterbo University	429 	FedEx	172 
Dairyland Power Cooperative	244 	Viterbo University	158 

Business Size

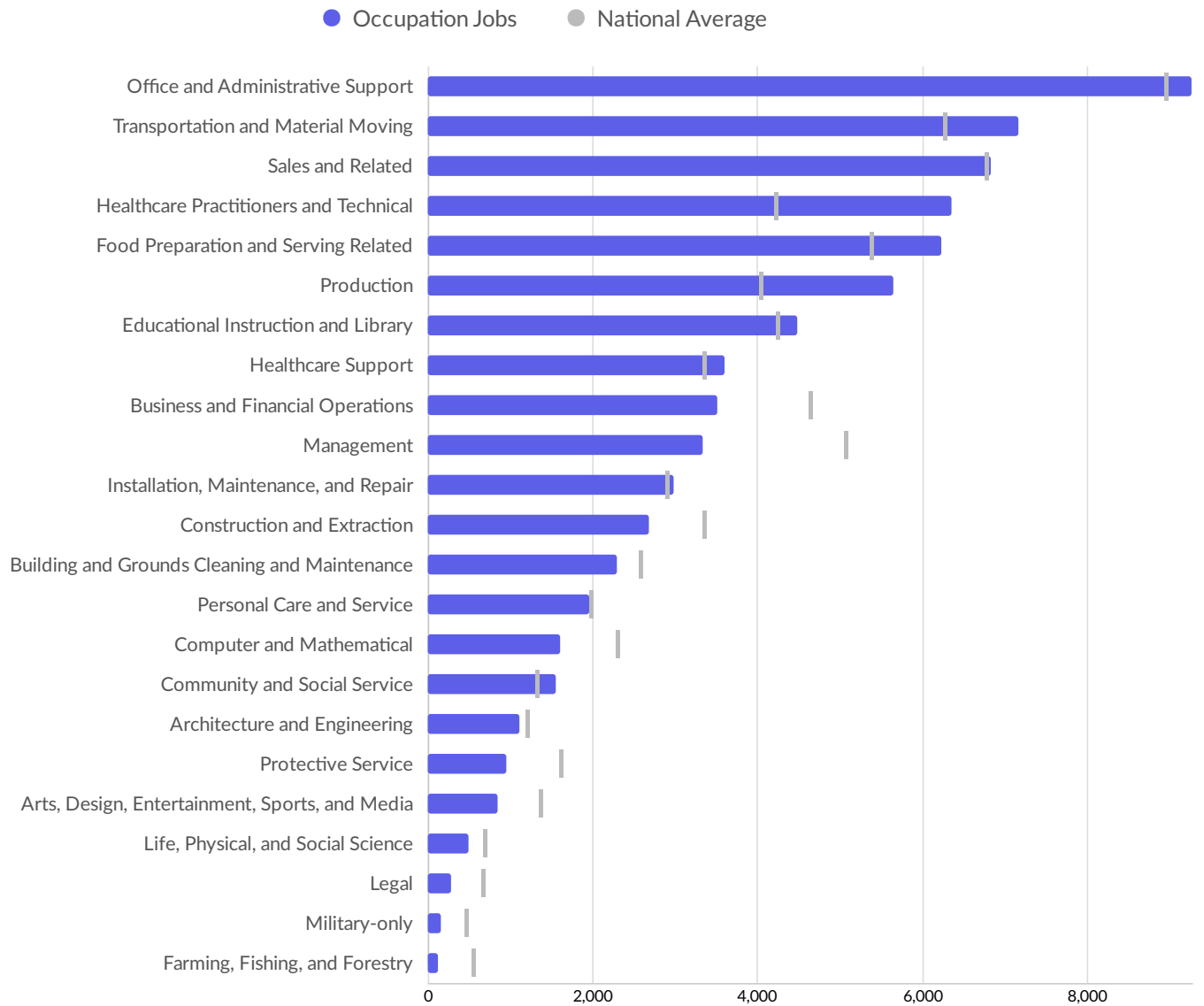


	Percentage	Business Count
1 to 4 employees	34.0%	1,622
5 to 9 employees	26.3%	1,254
10 to 19 employees	22.0%	1,048
20 to 49 employees	12.7%	607
50 to 99 employees	3.0%	142
100 to 249 employees	1.6%	75
250 to 499 employees	0.4%	17
500+ employees	0.1%	5

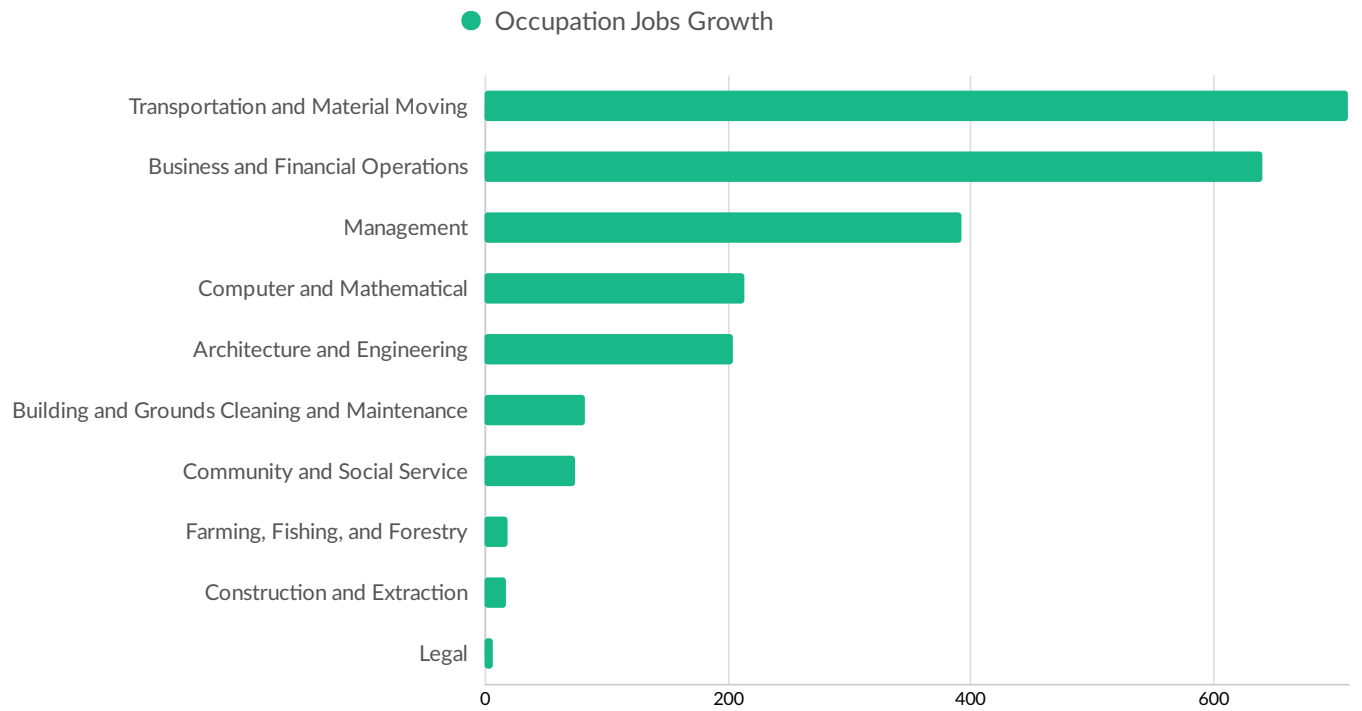
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

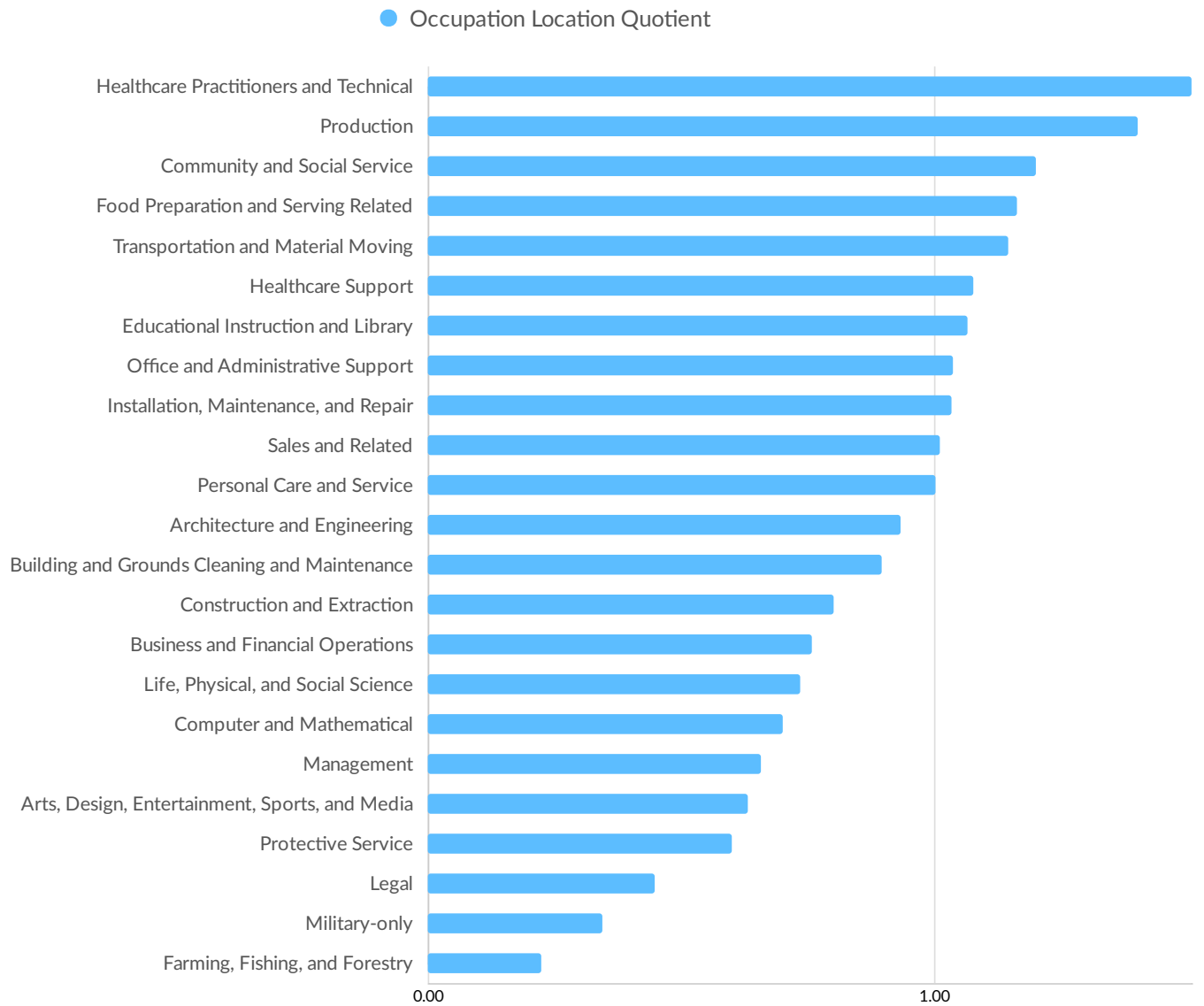
Largest Occupations



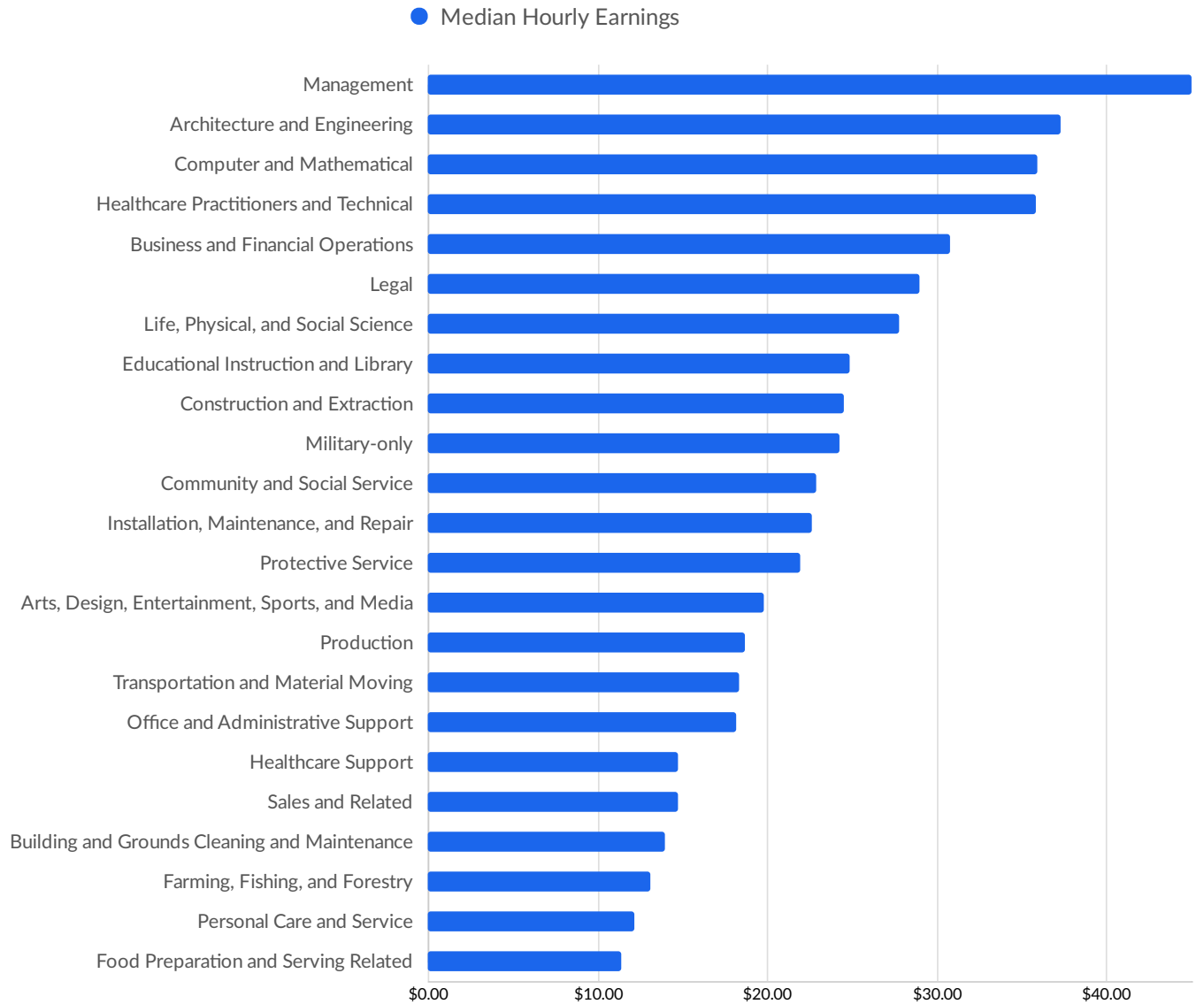
Top Growing Occupations



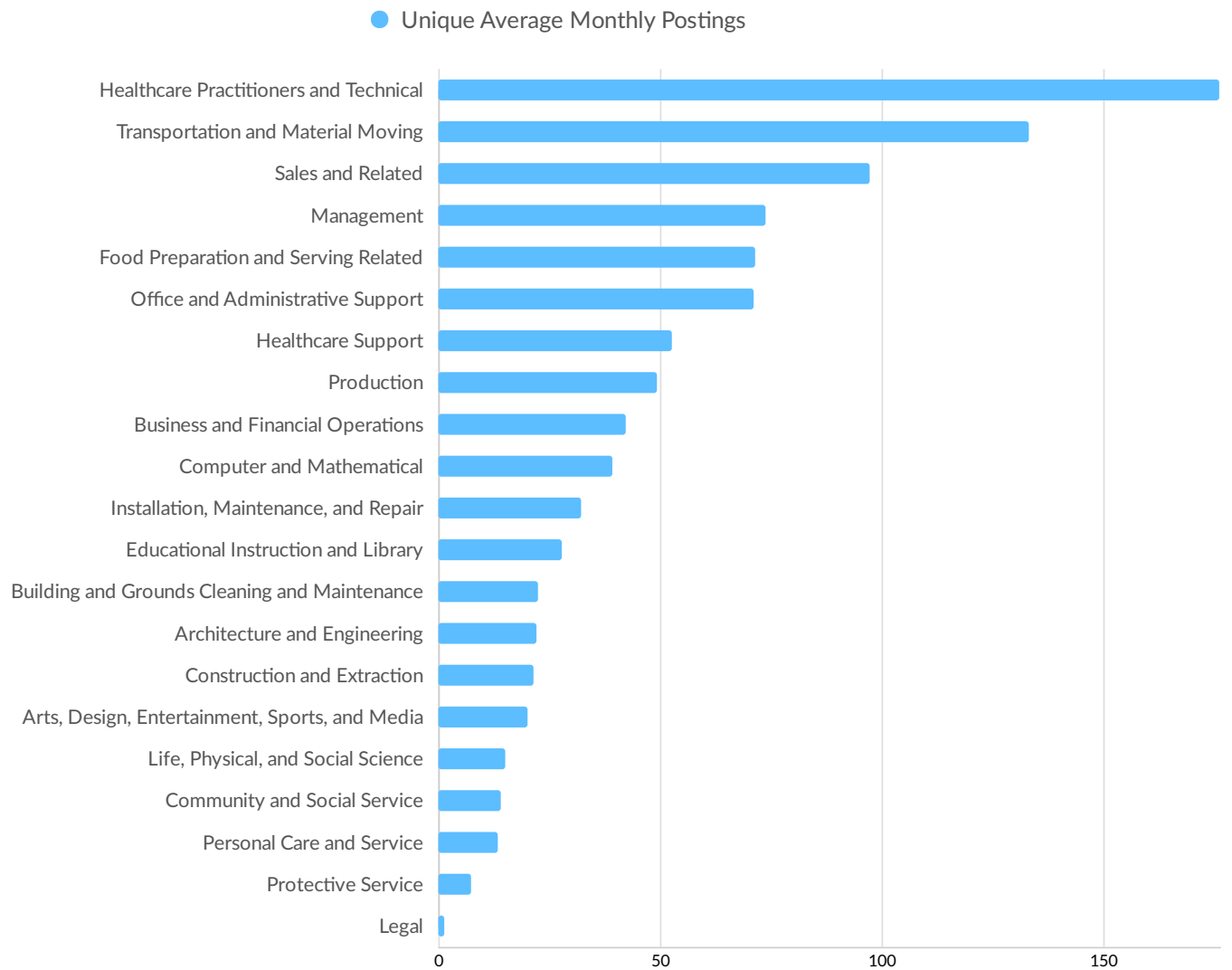
Top Occupation Location Quotient



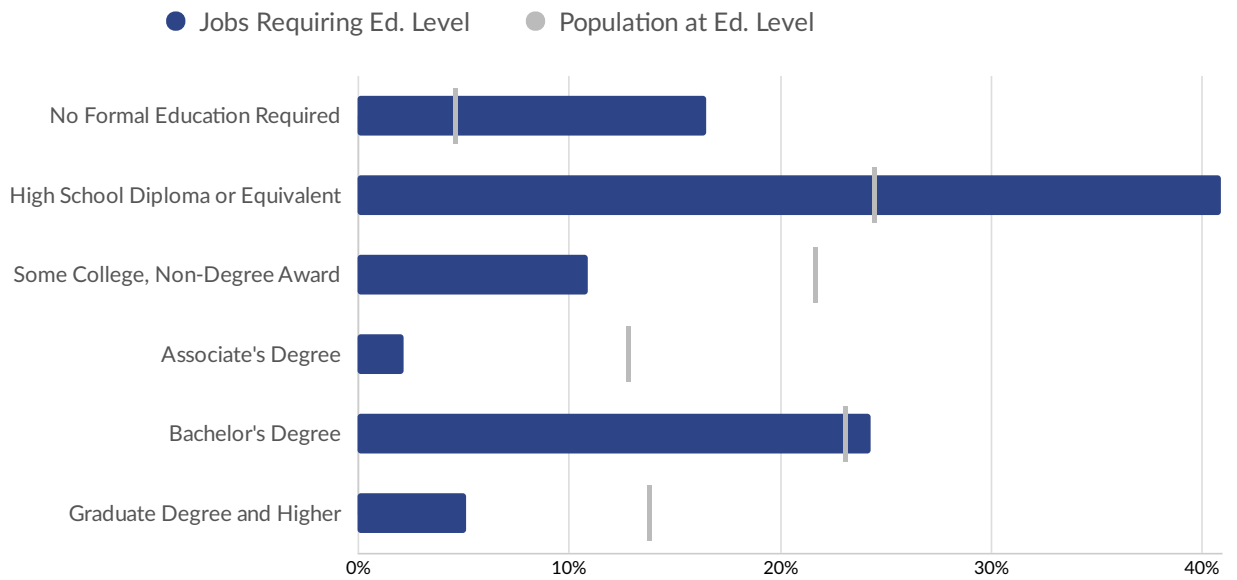
Top Occupation Earnings



Top Posted Occupations

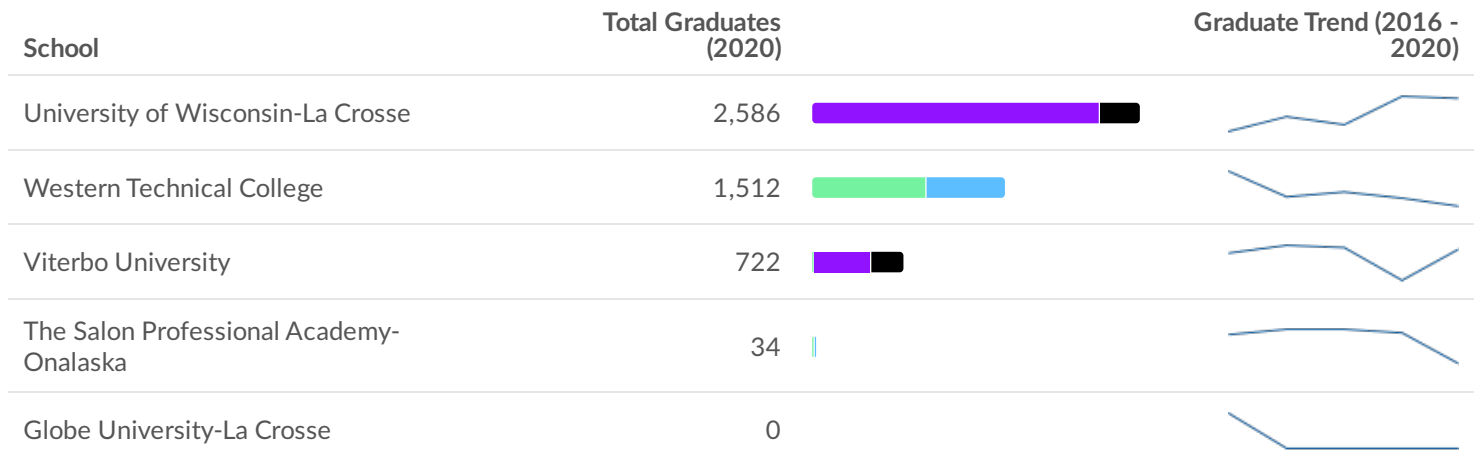


Underemployment



Educational Pipeline

In 2020, there were 4,854 graduates in La Crosse County, WI. This pipeline has shrunk by 7% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, "Biology/Biological Sciences, General", and "Psychology, General".



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

In-Demand Skills

