

### INTRODUCTION

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The intent of this chapter is to provide a general picture of demographic and economic growth and strength in the region over time. Please note that some measures do not have data available at the community level (or the data are not yet available) and cannot be aggregated to the planning area. In these cases, La Crosse County as the county that contains most of the planning area or the La Crosse WI-MN Metropolitan Statistical Area (La Crosse and Houston Counties) is used to illustrate the measure.

### POPULATION

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#### POPULATION GROWTH

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**Table 3-1** summarizes the population change between 1990 and 2010 for the municipalities within the LAPC planning area, their respective counties, the La Crosse WI-MN urbanized area (UA), and the planning area itself.

Between 1990 and 2000 the area of greatest growth was in the Village of Holmen with a near doubling of population from 3,220 to 6,200. That trend continued into the next decade, with Holmen gaining 2,805 people to total 9,005 in 2010. This amounts to a 180 percent increase—a near tripling of population—from 1990. It also accounted for 35 percent of the total growth of La Crosse County and 30 percent of the total growth of the planning area from 1990 to 2010. Much of the increase in population in Holmen came as a result of annexations from the towns of Holland and Onalaska.

Holmen is likely to continue to see growth with its Seven Bridges tax incremental district (TID) to accommodate low-to-high density residential, commercial, and industrial development. The Village is also considering forming another TID along Holmen Dr S.

While the City of Onalaska experienced over 57 percent growth from 11,284 to 17,736 between 1990 and 2010, the City of La Crosse experienced less than one percent growth.

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**TABLE 3-1: POPULATION GROWTH 1990 – 2010**

Region	Population			Change		% Change		
	1990	2000	2010	1990-2000	2000-2010	1990-2000	2000-2010	1990-2010
La Crosse County	97,904	107,120	114,638	9,216	7,518	9.4	7.0	17.1
Barre (T)	909	1,014	1,234	105	220	11.6	21.7	35.8
Campbell (T)	4,478	4,410	4,314	-68	-96	-1.5	-2.2	-3.7
Greenfield (T)	1,617	1,538	2,060	-79	522	-4.9	33.9	27.4
Hamilton (T)	1,633	2,103	2,436	470	333	28.8	15.8	49.2
Holland (T)	2,172	3,042	3,701	870	659	40.1	21.7	70.4
Holmen (V)	3,220	6,200	9,005	2,980	2,805	92.5	45.2	179.7
La Crosse (C)	51,003	51,818	51,320	815	-498	1.6	-1.0	0.6
Medary (T)	1,585	1,463	1,461	-122	-2	-7.7	-0.1	-7.8
Onalaska (C)	11,284	14,839	17,736	3,555	2,897	31.5	19.5	57.2
Onalaska (T)	5,907	5,210	5,623	-697	413	-11.8	7.9	-4.8
Shelby (T)	5,151	4,687	4,715	-464	28	-9.0	0.6	-8.5
West Salem (V)	3,611	4,738	4,799	1,127	61	31.2	1.3	32.9
Winona County	47,828	49,985	51,461	2,157	1,476	4.5	3.0	7.6
Dresbach (T)	307	413	456	106	43	34.5	10.4	48.5
Houston County	18,497	19,718	19,027	1,221	-691	6.6	-3.5	2.9
La Crescent (C)	4,311	4,923	4,830	612	-93	14.2	-1.9	12.0
La Crescent (T)	1,427	1,487	1,446	60	-41	4.2	-2.8	1.3
La Crosse WI-MN UA	78,928	89,966	100,868	11,038	10,902	14.0	12.1	27.8
<b>Planning Area<sup>1</sup></b>	<b>95,737</b>	<b>107,131</b>	<b>115,136</b>	<b>11,394</b>	<b>8,005</b>	<b>11.9</b>	<b>7.5</b>	<b>20.3</b>

<sup>1</sup>The planning area statistics are calculated from the community statistics listed above, not the county or urban area statistics. Also, only those communities within the LAPC planning area are shown. In 2013 the planning area of the LAPC expanded to include all of the 2010 Census urbanized area (La Crosse WI-MN UA), which incorporated a small portion of the Town of Bergen in Vernon County. This area of Vernon County is estimated to add 273 people to the population of the planning area, totaling 115,409.

Source: American FactFinder, U.S. Census Bureau, [www.census.gov](http://www.census.gov).

## DIVERSITY

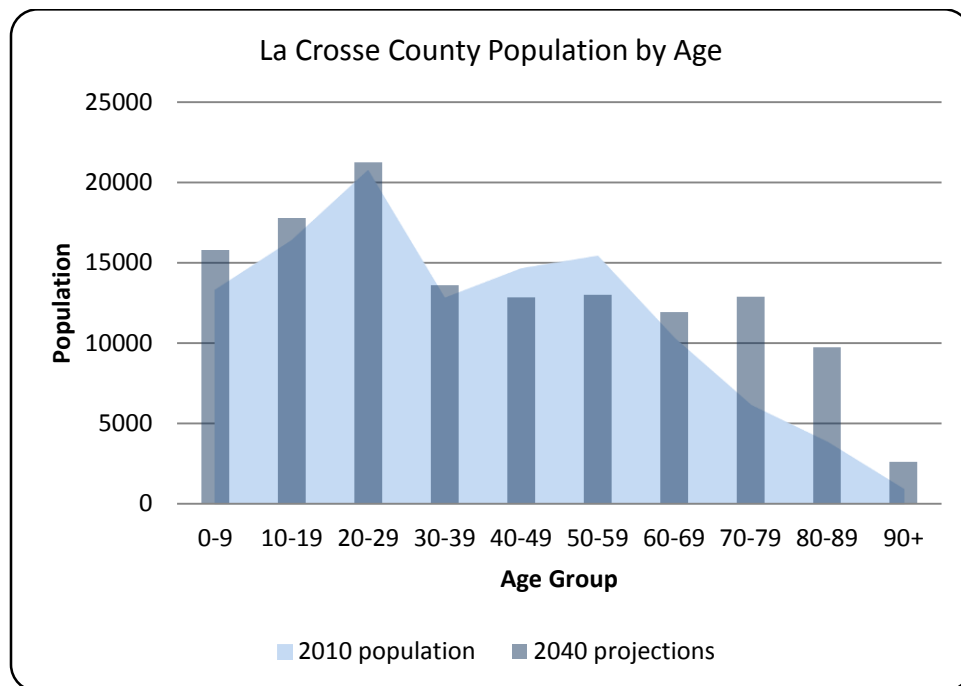
Between 2000 and 2010, the population of the planning area became more racially diverse, with its percent minority increasing from 6.0 percent to 8.9 percent. This can be attributed to the population of Hmong and other Asians that make up 4.1 percent of the planning area population and 46.1 percent of the minority population. The Black or African American minority race is the next largest minority race at 1.2 percent of the planning area population and 15.7 percent of the minority population.

### ESTIMATED AND PROJECTED AGE

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**Figure 3-1** compares by age the 2010 population and the 2040 population projections for La Crosse County.

The distribution of the population by age shows little difference between the two time frames until about age 70 at which time the 2040 projections start showing a doubling or more of population from 2010. In 2010, 18.6 percent of the La Crosse County population was over 70; in 2040, 39.4 percent of the population is expected to be over 70. The number of persons 70 and older will increase 74.2 percent from 21,359 in 2010 to 37,200 in 2040.



**Figure 3-1:** Total population by age group for La Crosse County, Wisconsin.  
Data Source: Wisconsin Department of Administration, [www.doa.state.wi.us](http://www.doa.state.wi.us).

According to the Minnesota State Demographic Center, the population age 70 and older will increase from 2010 to 2040 by 123 percent (from 2,441 to 5,443) in Houston County and by 127 percent (from 4,950 to 11,216) in Winona County.

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### EDUCATIONAL ATTAINMENT

**Table 3-2** summarizes educational attainment for persons 25 years and older for the communities wholly within the planning area. The data, which are derived from the 2007-2011 American Community Survey, show the percent of the population with a given educational attainment and its respective margin of error.

In general, persons 25 years and older in the planning area have become more educated. The percent of the population with no high school diploma or just a high school diploma has decreased over time, while the percent of the population with some college or an advanced degree has gone up.

**TABLE 3-2: EDUCATIONAL ATTAINMENT FOR PERSONS 25 YEARS AND OLDER, 5-YR ACS 2007-2011**

Community	Percent of Population <sup>1</sup>								
	No High School Diploma	MOE <sup>2</sup>	High School Diploma	MOE	Some College or Associate Degree	MOE	Bachelor's Degree or Higher	MOE	
<i>Cities</i>									
La Crescent	4.9	2.0	29.6	4.9	35.0	6.7	30.4	4.8	
La Crosse	8.2	1.1	31.2	2.0	34.1	2.0	26.5	1.7	
Onalaska	4.7	1.6	26.0	2.6	34.6	3.5	34.7	3.6	
<i>Villages</i>									
Holmen	6.7	2.6	31.3	5.0	34.1	4.0	27.9	4.3	
West Salem	8.5	3.4	30.0	4.7	35.4	5.4	26.0	4.4	
<i>Towns</i>									
Barre	3.4	2.0	32.1	5.5	33.0	6.3	31.5	6.9	
Campbell	7.0	2.7	31.1	4.7	33.4	6.3	28.6	5.4	
Dresbach	6.7	5.2	34.3	11.6	24.5	8.8	34.3	8.1	
Greenfield	6.0	2.1	29.2	4.4	33.5	4.9	31.4	5.6	
Hamilton	2.8	1.7	25.7	4.8	37.6	5.7	34.0	4.7	
Holland	4.9	2.5	34.0	5.5	37.4	5.9	23.7	4.8	
La Crescent	4.6	2.1	24.6	5.1	38.7	6.0	32.2	5.8	
Medary	2.7	1.4	24.2	4.4	32.4	5.2	40.6	5.5	
Onalaska	4.0	1.7	27.7	4.5	37.8	5.6	30.5	5.2	
Shelby	3.8	1.9	23.3	4.6	30.7	5.9	42.2	5.0	
<b>Planning Area</b>	<b>6.4</b>	<b>2.6</b>	<b>29.4</b>	<b>1.1</b>	<b>34.4</b>	<b>1.2</b>	<b>29.7</b>	<b>1.1</b>	
2000	10.1	-----	30.9	-----	32.6	-----	26.4	-----	
1990	17.0	-----	33.5	-----	27.6	-----	21.9	-----	

<sup>1</sup>Universe: Persons 25 years and older.

<sup>2</sup>Measure of error.

Source: American Community Survey 2007-2011, S1501 Educational Attainment.

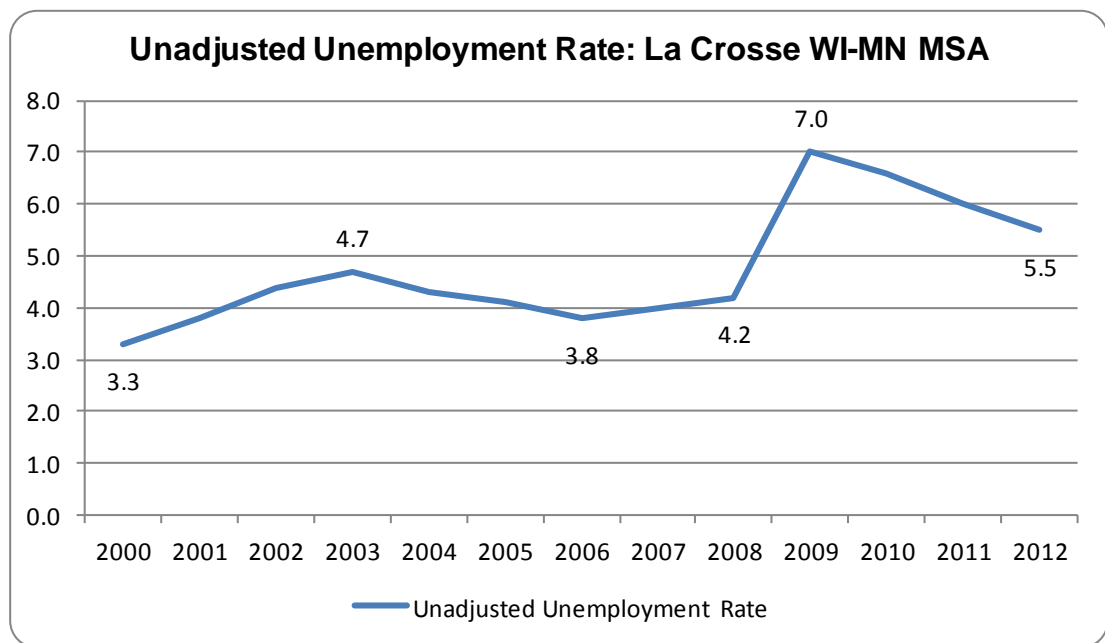
**ECONOMIC INDICATORS**

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**EMPLOYMENT**

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**Figure 3-2** illustrates the annual average unadjusted employment rate for the La Crosse WI-MN Metropolitan Statistical Area (MSA) for 2000 through 2012. In 2009, the La Crosse WI-MN MSA experienced the highest annual average unemployment rate (unadjusted) since 1983. Seven percent of the labor force was unemployed—an increase of 3.7 percentage points from 2000 (but still 1.6 percentage points less than in 1983). As the states slowly recover from the recession, unemployment steadily fell to 5.5 percent in 2012.



**Figure 3-2:** Unadjusted unemployment rate, La Crosse WI-MN Metropolitan Statistical Area.  
*Source:* WORKnet, LAUS 1970-2012, Wisconsin Department of Workforce Development.

**MAJOR INDUSTRIES AND EMPLOYERS**

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The top employers in the La Crosse and La Crescent area in 2012 are listed by rank in **Table 3-3**. Not surprisingly, the two health systems—Gundersen Lutheran (now Gundersen Health System) and Mayo—are ranked one and two, respectively. This follows that the fields with the highest demand are in the health care sector.

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**TABLE 3-3: LA CROSSE-LA CRESCENT AREA TOP TEN EMPLOYERS, 2012**

<b>Rank</b>	<b>Employer Name</b>
1	Gundersen Lutheran
2	Mayo Clinic Health System
3	The Trane Co.
4	University of Wisconsin – La Crosse
5	Centurytel Service Group
6	City of La Crosse
7	Logistics Health Inc.
8	Western Technical College
9	APAC Customer Services Inc.
10	Chart Energy & Chemicals Inc.

*Source:* Wisconsin Department of Workforce Development, WORKnet.Wisconsin.gov; employment data from InfoUSA.

According to the Wisconsin Department of Workforce Development, the top five industry subsectors by average employment in 2012 in La Crosse County were:

- 1) Educational Services (6,119);
- 2) Food Services and Drinking Places (5,251);
- 3) Administrative and Support Services (2,671);
- 4) Nursing and Residential Care Facilities (2,344); and
- 5) Social Assistance (2,276).

Unfortunately, the subsector with the second highest average employment in La Crosse County—food services and drinking places—is also the subsector with the lowest average monthly wages (\$1,077). This subsector falls within the Leisure and Hospitality industry division, which has the lowest average annual wage by county (\$11,821) or state (\$15,221).

## POVERTY AND INCOME

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### Persons in Poverty

According to the 2007-2011 ACS Ratio of Income to Poverty Level, 13.2 percent of the population for whom poverty status is determined lives in poverty in the La Crosse WI-MN MSA—up from 10.0 percent as reported in the 2000 Census. La Crosse

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County increased from 10.7 percent to 14.0 percent and the planning area increased from 10.4 percent to 13.8 percent. The influence of the lower poverty rates in Houston County, Minnesota are evidenced in the lower rates for the MSA, which includes Houston County, and the planning area, which includes the Town and City of La Crescent in Houston County.

### Median Household Income

**Table 3-4** illustrates the median household incomes for the states, counties, and municipalities affecting the planning area as reported in the 2000 Census (1999 income inflated to 2011 dollars) and the 2007-2011 ACS. The higher of the inflated 2000 median income or the 2007-2011 median income is shaded for effect, not significance. Significant change *appears* to exist if the 1999 inflated value falls outside the range of the margin of error for the 2007-2011 value.

Since 1999, the median household income has decreased in all geographies except the Town of Greenfield, which has an inflated 1999 income that is less than the 2007-2011 median income AND is outside the margin of error. The states of Wisconsin and Minnesota decreased 14.8 percent and 10.4 percent, respectively; and the counties of La Crosse, Houston, and Winona decreased 5.2 percent, 3.5 percent, and 14.2 percent, respectively. The decrease between the 2000 Census value and the 2007-2011 value appears to be significant for both states, the counties of La Crosse and Winona, the cities of La Crosse and Onalaska, the village of West Salem, and the town of Shelby (the inflated value falls outside the range for the margin of error).

When comparing median incomes reported in the 2007-2011 ACS, both Houston and Winona Counties have median incomes that are significantly less than the median income for Minnesota. The median income for La Crosse County is not significantly different from that of Wisconsin. The village of Holmen and the towns of Barre, Greenfield, Hamilton, Medary, Onalaska in La Crosse County and the town of Dresbach in Winona County have median incomes significantly higher than their respective counties (and states).

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**TABLE 3-4: MEDIAN HOUSEHOLD INCOME, 2000 CENSUS & 2007-2011 ACS**

Region	Median Income						1999 inflated income w/in MOE range?
	2000 Census <sup>1</sup>	1999 Income in 2011 \$ <sup>2</sup>	2007-2011 ACS	MOE <sup>3</sup>	Lower Bound MOE	Upper Bound MOE	
Wisconsin	43,791	<b>59,118</b>	50,395	428	49,967	50,823	No
La Crosse County	39,472	<b>53,287</b>	50,510	1,192	49,318	51,702	No
Barre (T)	49,474	66,790	<b>68,889</b>	5,294	63,595	74,183	Yes
Campbell (T)	44,736	<b>60,394</b>	59,441	4,180	55,261	63,621	Yes
Greenfield (T)	49,653	67,032	<b>71,750</b>	4,220	67,530	75,970	No
Hamilton (T)	57,955	78,239	<b>79,875</b>	12,358	67,517	92,233	Yes
Holland (T)	55,846	<b>75,392</b>	74,432	5,521	68,911	79,953	Yes
Holmen (V)	42,021	56,728	<b>59,972</b>	4,822	55,150	64,794	Yes
La Crosse (C)	31,103	<b>41,989</b>	38,287	1,932	36,355	40,219	No
Medary (T)	57,431	77,532	<b>78,468</b>	6,163	72,305	84,631	Yes
Onalaska (C)	47,800	<b>64,530</b>	57,377	4,713	52,664	62,090	No
Onalaska (T)	54,075	73,001	<b>73,824</b>	7,405	66,419	81,229	Yes
Shelby (T)	64,890	<b>87,602</b>	73,477	5,110	68,367	78,587	No
West Salem (V)	43,449	<b>58,656</b>	51,576	3,396	48,180	54,972	No
Minnesota	47,111	<b>63,600</b>	56,954	488	56,466	57,442	No
Winona County	38,700	<b>52,245</b>	44,848	1,733	43,115	46,581	No
Dresbach (T)	47,813	64,548	<b>82,604</b>	25,062	57,542	107,666	Yes
Houston County	40,680	54,918	53,017	2,178	50,839	55,195	Yes
La Crescent (C)	45,433	61,335	60,200	6,199	54,001	66,399	Yes
La Crescent (T)	58,603	79,114	71,711	11,732	59,979	83,443	Yes

<sup>1</sup>Reported income earned in 1999.

<sup>2</sup>Income inflated to 2011 dollars.

<sup>3</sup>Measure of error.

Source: Census 2000 and 2007-2011 ACS 5-yr, American FactFinder, U.S. Census Bureau, [www.census.gov](http://www.census.gov).



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### BUILDING CONSTRUCTION

The number of building permits for residential, public, and business construction is used as an indicator of economic development by assuming all new construction building permits issued result in new construction. (The reality may be that actual construction may not take place at all or may take place in a different year from when the permit was issued.) The table does not include permits issued for home improvements like additions, decks, or garages.

Over the five-year period 2008-2012 the number of building permits issued in the planning area for new construction (**Table 3-5**) decreased for all permit types other than for mobile homes, which increased 21.4 percent. Although activity began to rebound in 2012 compared to 2011, overall activity in 2012 had not recovered to either 2008 or 2010 levels, and was less than the five-year average. Residential activity in 2012, however, was the one sector that showed modest to significant increases compared to 2011 and the five-year average.

**TABLE 3-5: BUILDING PERMITS FOR NEW CONSTRUCTION, LAPC PLANNING AREA, 2008-2012**

Permit Type	2008	2009	2010	2011	2012	5-yr average	Percent Change		
							2012 from 5-yr ave.	2011 to 2012	2008 to 2012
<i>Residential</i>	231	173	205	203	213	205	3.9%	4.9%	-7.8%
Single-family	179	127	172	169	178	165	7.9%	5.3%	-0.6%
Duplex	25	29	14	9	13	18	-27.8%	44.4%	-48.0%
Multifamily	13	9	9	10	5	9.2	-45.7%	-50.0%	-61.5%
Mobile home	14	8	10	15	17	12.8	32.8%	13.3%	21.4%
<i>Lodges &amp; Recreational</i>	2	2	1	0	0	1	-100.0%	0.0%	-100.0%
<i>Public buildings</i>	7	9	9	1	4	6	-33.3%	300.0%	-42.9%
<i>Business</i>	41	39	79	45	37	48.2	-23.2%	-17.8%	-9.8%
Commercial	38	35	78	43	35	45.8	-23.6%	-18.6%	-7.9%
Industrial	3	4	1	2	2	2.4	-16.7%	0.0%	-33.3%
<b>Total</b>	<b>281</b>	<b>223</b>	<b>294</b>	<b>249</b>	<b>254</b>	<b>260.2</b>	<b>-2.4%</b>	<b>2.0%</b>	<b>-9.6%</b>

*Sources:* La Crosse County EconoWatch; La Crosse County *Zoning Occupancy*; Winona County; the cities of La Crosse, Onalaska, and La Crescent; and the villages of Holmen and West Salem.

COMMUTING PATTERNS

COUNTY-TO-COUNTY WORKER FLOWS

County-to-county worker flows are compiled from responses to decennial Census and ACS questions regarding where people worked. **Table 3-6** illustrates the county-to-county worker flows (county of residence to county of work) for the counties with communities in the planning area (La Crosse, Houston, and Winona Counties) as well as additional Wisconsin counties surrounding La Crosse County. The numbers in italics represent the flows from the five-year 2006-2010 ACS; the numbers in regular type represent the flows reported in the 2009-2013 ACS. Shaded cells represent internal flows (people live and work in the same county).

TABLE 3-6: COUNTY-TO-COUNTY FLOWS FOR WORKERS 16 AND OLDER, 2006-2010 & 2009-2013

County of Residence	County of Work							
	Houston	Winona	Buffalo	Jackson	La Crosse	Monroe	Trempealeau	Vernon
Houston	<i>4,721</i> <sup>1</sup>	401	0	0	3,990	45	32	25
	4,299 <sup>2</sup>	447	10	7	4,098	52	46	37
Winona	<i>161</i>	<i>22,806</i>	46	0	1,217	21	257	5
	172	22,405	126	0	1,383	36	274	3
Buffalo	2	1,283	<i>3,348</i>	0	86	21	786	0
	2	1,269	3,113	5	70	7	834	0
Jackson	5	9	11	<i>6,561</i>	363	626	849	7
	3	14	12	6,260	375	719	819	15
La Crosse	<i>415</i>	<i>459</i>	42	177	<i>53,387</i>	1,895	989	683
	410	529	33	205	54,399	2,016	918	610
Monroe	3	29	0	331	2,179	<i>17,134</i>	47	353
	2	23	0	348	2,006	17,006	40	399
Trempealeau	7	901	196	265	1,597	77	<i>9,899</i>	9
	7	839	179	365	1,699	75	10,067	10
Vernon	36	13	7	25	2,880	687	3	<i>8,456</i>
	42	33	9	42	2,793	797	9	8,069

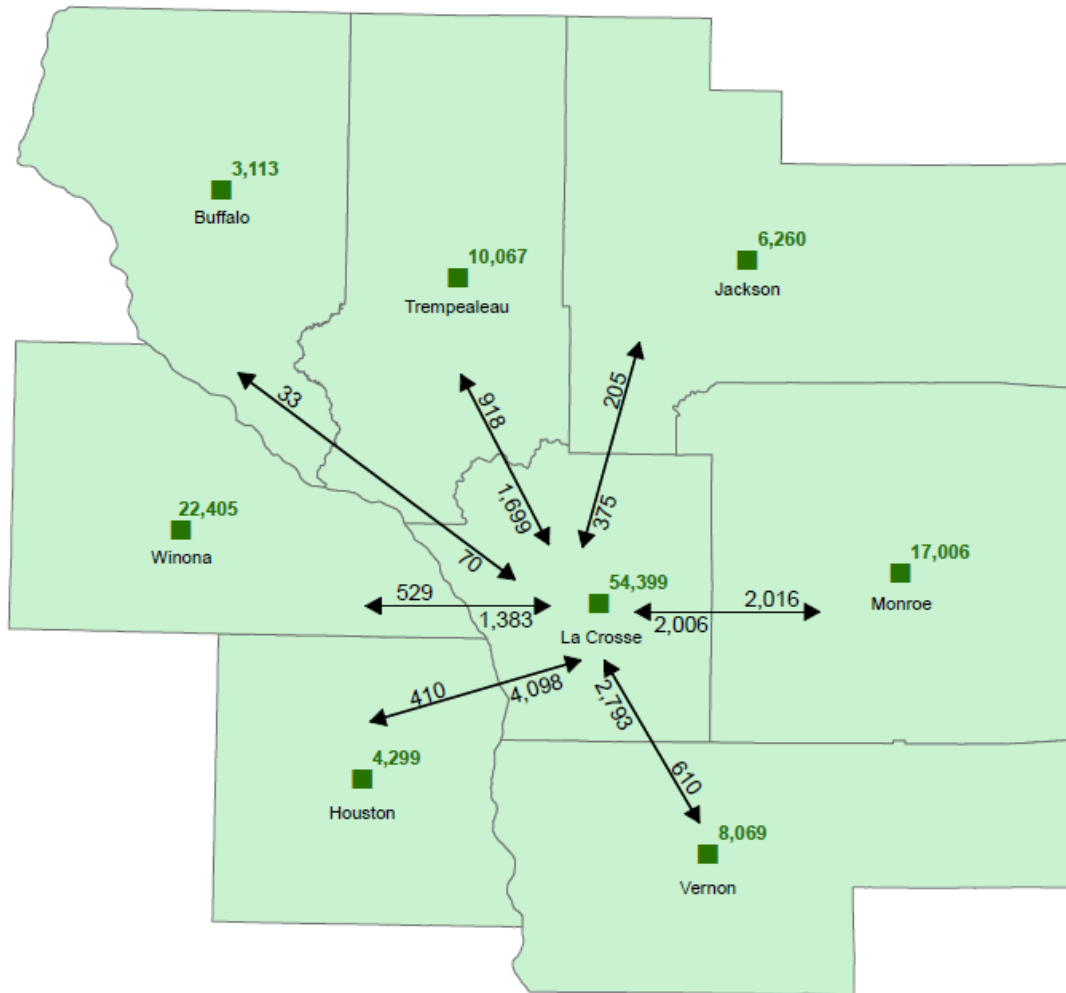
<sup>1</sup>2006-2010 ACS county-to-county commuter flows are illustrated in italics.

<sup>2</sup>2009-2013 ACS commuter flows are illustrated in regular text.

Source: U.S. Census Bureau, 2006-2010 and 2009-2013 American Community Survey.

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**Figure 3-3** illustrates the number of workers that live and work in the same county and the number of workers by county that commute into and out of La Crosse County.



**Figure 3-3:** County-to-county worker flows.  
*Data Source:* 2009-2013 American Community Survey (ACS).

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**Table 3-7** illustrates the actual and percent change in worker flows between the 2006-2010 and 2009-2013 data sets. The top number represents the actual change and the bottom number represents the percent change between the two data sets.

The difference between the two data sets in internal commuter flow for Houston County, and flows from Winona County to Buffalo County, from Buffalo County to Jackson County, and from Trempealeau County to Jackson County are determined to be statistically significant at the 90 percent confidence level.

**TABLE 3-7: CHANGE IN COUNTY-TO-COUNTY WORKER FLOWS, 2006-2010 & 2009-2013**

County of Residence	County of Work							
	Houston	Winona	Buffalo	Jackson	La Crosse	Monroe	Trempealeau	Vernon
Houston	-422 <sup>1</sup> -8.9% <sup>2</sup>	46 11.5%	10 1,000.0%	7 700.0%	108 2.7%	7 15.6%	14 43.8%	12 48.0%
Winona	11 6.8%	-401 -1.8%	80 173.9%	0 0.0%	166 13.6%	15 71.4%	17 6.6%	-2 -40.0%
Buffalo	0 0.0%	-14 -1.1%	-235 -7.0%	5 500.0%	-16 -18.6%	-14 -66.7%	48 6.1%	0 0.0%
Jackson	-2 -40.0%	5 55.6%	1 9.1%	-301 -4.6%	12 3.3%	93 14.9%	-30 -3.5%	8 114.3%
La Crosse	-5 -1.2%	70 15.3%	-9 -21.4%	-4 -2.2%	1,012 1.9%	121 6.4%	-71 -7.2%	-73 -10.7%
Monroe	-1 -33.3%	-6 -20.7%	0 0.0%	17 5.1%	-173 -7.9%	-128 -0.7%	-7 -14.9%	46 13.0%
Trempealeau	0 0.0%	-62 -6.9%	-17 -8.7%	100 37.7%	102 6.4%	-2 -2.6%	168 1.7%	1 11.1%
Vernon	6 16.7%	20 153.8%	2 28.6%	17 68.0%	-87 -3.0%	110 16.0%	6 200.0%	-387 -4.6%

<sup>1</sup>The top number represents the actual change in workers between the two data sets, 2006-2010 and 2009-2013.

<sup>2</sup>The bottom number represents the percent change in workers.

Flow differences indicated in red are determined to be statistically significant at the 90 percent confidence level.

Source: 2006-2010 and 2009-2013 American Community Survey.