

Chapter 3: Population and Economic Trends

This chapter discusses population and economic trends in the planning area and how they may impact transportation now and in the future.

Population Trends

Total Population

A comparison of total population over time can help identify areas of growth that when considered alongside existing and planned infrastructure may need to be flagged for future improvements. The type of improvements decided upon will depend on the make-up of the population and the goals and objectives of the community.

Table 1 compares the total population count from the 2010 Decennial Census and the total population estimates from the 2013-2017 American Community Survey (ACS). Because the ACS data are estimates calculated from survey data, the data are described with margins of error (MOEs) to help establish validity in the estimate. The geographies whose percent change in population are statistically significant are identified by an asterisk.

Although smaller in total population, Minnesota continues its trend of growing at a greater percentage than Wisconsin. In contrast, population within the planning area counties favor the Wisconsin side, with La Crosse County growing more than Wisconsin (but less than Minnesota) and Houston and Winona Counties in Minnesota losing population. La Crosse County population is projected by the Wisconsin Department of Administration (DOA) to grow by 15% by 2040—slightly more than what is projected for Wisconsin (14.1%).³

For the planning area communities, all but Barre, Greenfield, Medary, and Dresbach experienced significant change in population. As was the case in CV 2040, the village of Holmen is again proving to be the growth community in the planning area, with a 7.64% +/- 0.3% change in population. The city of La Crescent experienced a significant percent increase (4.47% +/- 0.52%), but more due to annexations from La Crescent township, which experienced a significant percent decrease (-22.82% +/- 6.73%).

Despite a slowing of overall population growth in the planning area from 2010 to 2017 (2.36% +/- 0.31%) compared to the growth experienced between 2000 and 2010 (7.5%), the significant localized growth in Holmen demands that planning for improved transportation options and services is necessary to maintain Holmen's access to jobs, retail, and recreation within the region.

³ Wisconsin's Future Population: Projections for the State, Its Counties and Municipalities, 2010-2040; UW-Madison Applied Population Laboratory, December 2013.

Table 1: Comparison of 2010 Decennial Census Total Population and 2013-2017 American Community Survey Population Estimates

| Geography | Population | | | % Change 2010 to 2013-2017 | |
|-------------------------------|------------|--------------------|----------------------------|----------------------------|--------|
| | 2010 | 2013-2017 Estimate | 2013-2017 MOE ¹ | Estimate | MOE |
| Wisconsin [^] | 5,686,986 | 5,763,217 | *** | 1.34% | *** |
| La Crosse County [^] | 114,638 | 117,582 | *** | 2.57% | *** |
| Barre (T) | 1,234 | 1,288 | 172 | 4.38% | 14.55% |
| Campbell (T) * | 4,314 | 4,370 | 30 | 1.30% | 0.70% |
| Greenfield (T) | 2,060 | 2,087 | 178 | 1.31% | 8.75% |
| Hamilton (T) * | 2,436 | 2,510 | 44 | 3.04% | 1.86% |
| Holland (T) * | 3,701 | 3,804 | 21 | 2.78% | 0.58% |
| Holmen (V) * | 9,005 | 9,693 | 25 | 7.64% | 0.3% |
| La Crosse (C) * | 51,320 | 51,928 | 39 | 1.18% | 0.08% |
| Medary (T) | 1,461 | 1,589 | 142 | 8.76% | 10.57% |
| Onalaska (C) * | 17,736 | 18,452 | 30 | 4.04% | 0.18% |
| Onalaska (T) * | 5,623 | 5,690 | 34 | 1.19% | 0.61% |
| Shelby (T) * | 4,715 | 4,847 | 40 | 2.80% | 0.87% |
| West Salem (V) * | 4,799 | 5,006 | 23 | 4.31% | 0.5% |
| Minnesota [^] | 5,303,925 | 5,490,726 | *** | 3.52% | *** |
| Winona County [^] | 51,461 | 50,992 | *** | -0.91% | *** |
| Dresbach (T) | 456 | 425 | 105 | -6.80% | 21.46% |
| Houston County [^] | 19,027 | 18,709 | *** | -1.67% | *** |
| La Crescent (C) * | 4,830 | 5,046 | 24 | 4.47% | 0.52% |
| La Crescent (T) * | 1,446 | 1,116 | 126 | -22.82% | 6.73% |
| Planning Area ² * | 115,136 | 117,851 | 344 | 2.36% | 0.31% |

¹Margin of error.

²The planning area is comprised of the communities listed in the table. In 2013 the planning area expanded with the expansion of the urbanized area to include a small portion of the Town of Bergen in Vernon County that added an estimated 273 people to the population of the planning area. The Bergen population is not included in the values for the planning area reported above.

[^]Geographies whose estimates are controlled. Because a statistical test for sampling variability is not appropriate, a margin of error is not indicated for the percent change.

*Geographies experiencing a statistically significant difference between the two data sets.

Sources: U.S. Census Bureau, 2010 Decennial Census Summary File 1 Total Population and Table B01003 Total Population, 2013-2017 American Community Survey 5-Year Estimates.

Projections developed by the DOA show that the village of Holmen and the town of Holland will experience the greatest projected growth in population from 2010-2040. In 2009 Holmen created a tax incremental district (TID) encompassing 985 acres of developable land that included land annexed from Holland. In 2017, Holmen and Holland entered into a

boundary agreement that explicitly identifies areas of development and annexation within the two communities.

Growth in the city of La Crosse is projected to be low—only 1.0% from 2010-2040—with the largest growth spurt (2.4%) projected to be occurring now. La Crosse is projected to lose population between 2020 and 2040. The towns of Campbell and Shelby are also projected to lose population.

Table 2: 2010-2040 Population Projections for Communities Entirely¹ in the LAPC Planning Area

| Planning Area Community | 2010 Census | 2020 Projection | 2040 Projection | % Change 2010-2020 | % Change 2010-2040 | % Change 2020-2040 |
|----------------------------------|-------------|----------------------|----------------------|--------------------|--------------------|--------------------|
| Barre (T) | 1,234 | 1,340 | 1,535 | 8.6% | 24.4% | 14.6% |
| Campbell (T) | 4,314 | 4,395 | 4,315 | 1.9% | 0.0% | -1.8% |
| Dresbach (T), MN ² | 456 | NA | NA | ----- | ----- | ----- |
| Greenfield (T) | 2,060 | 2,290 | 2,715 | 11.2% | 31.8% | 18.6% |
| Hamilton (T) | 2,436 | 2,655 | 3,065 | 9.0% | 25.8% | 15.4% |
| Holland (T) | 3,701 | 4,355 | 5,500 | 17.7% | 48.6% | 26.3% |
| Holmen (V) | 9,005 | 10,560 | 13,400 | 17.3% | 48.8% | 26.9% |
| La Crescent (C), MN ² | 4,830 | NA | NA | ----- | ----- | ----- |
| La Crescent (T), MN ² | 1,446 | NA | NA | ----- | ----- | ----- |
| La Crosse (C) | 51,320 | 52,550 | 51,850 | 2.4% | 1.0% | -1.3% |
| Medary (T) | 1,461 | 1,545 | 1,630 | 5.7% | 11.6% | 5.5% |
| Onalaska (C) | 17,736 | 19,860 | 23,570 | 12.0% | 32.9% | 18.7% |
| Onalaska (T) | 5,623 | 5,990 | 6,485 | 6.5% | 15.3% | 8.3% |
| Shelby (T) | 4,715 | 4,770 | 4,665 | 1.2% | -1.1% | -2.2% |
| West Salem (V) | 4,799 | 5,225 | 5,790 | 8.9% | 20.7% | 10.8% |
| Planning Area | 115,136 | 115,535 ³ | 124,520 ³ | 6.6% ³ | 14.9% ³ | 7.8% ³ |

¹Because only the tiniest bit of the town of Bergen is in the planning area, it is intentionally omitted.

²The Minnesota State Demographic Center does not produce population or household projections for cities or townships. “NA” is “Not Available.”

³Excludes the Minnesota communities in the planning area. The 2010 population total sans the Minnesota communities (108,404) is used to calculate the change from 2010 to 2020 and from 2010 to 2040.

Source for Wisconsin data: Demographic Services Center, Wisconsin Department of Administration; based on the geographic boundaries as of October 2013.

Figure 2 shows population growth from 2010-2040 for the municipalities in the planning area whose population has been projected. Because the portion of the town of Bergen that is in the planning area is so small compared to the whole of the town, it was intentionally excluded to avoid misrepresenting the amount of growth in the planning area portion of that community.

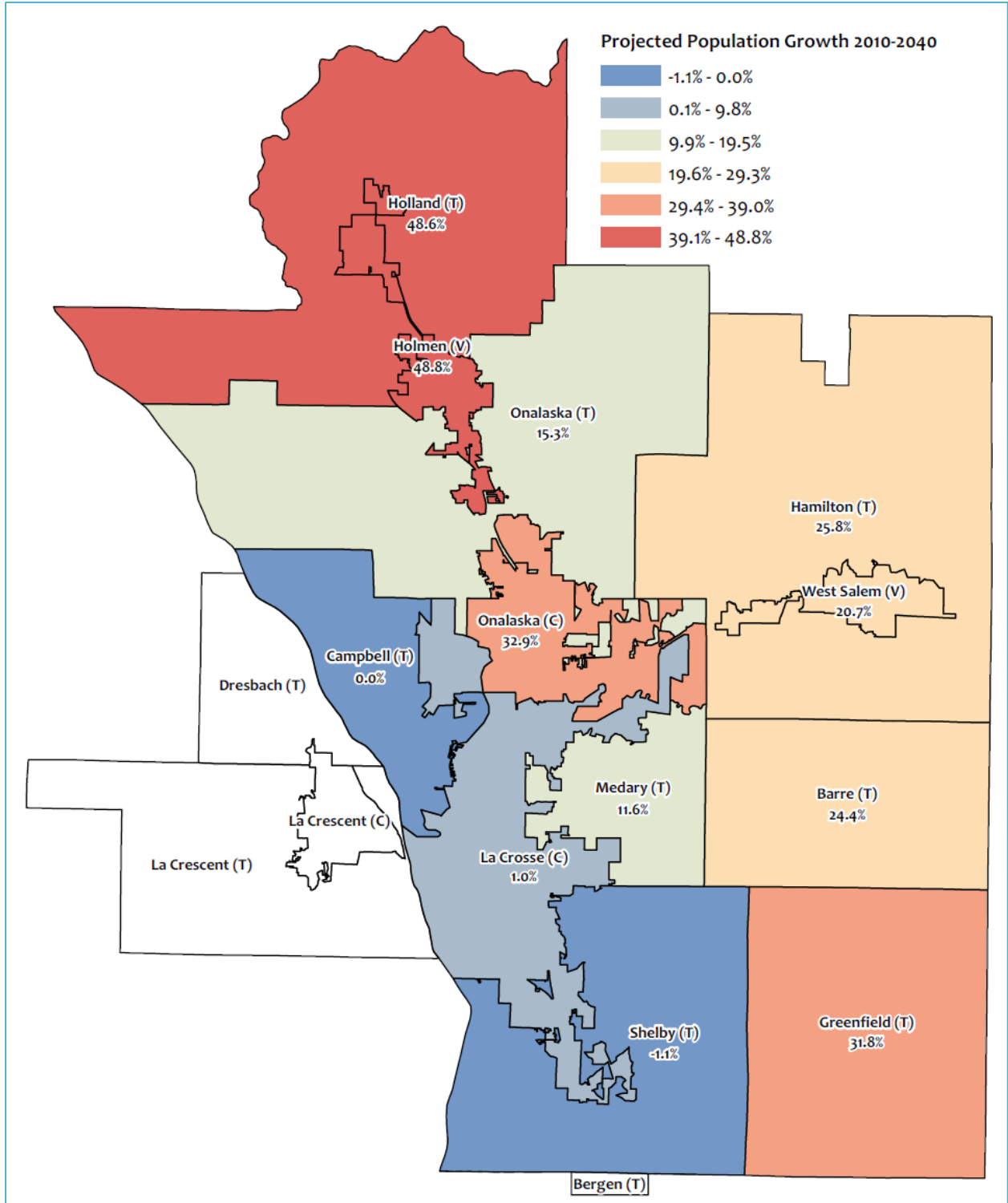


Figure 2: Projected population growth 2010-2040 in the LAPC planning area. Data source: Demographic Services Center, Wisconsin Department of Administration; projection data for Minnesota communities is not available; categorization of growth in Bergen is intentionally omitted.

Population by Age

Table 3 provides the 2010 population count, the 2040 population projection, and the percent change of population by age for La Crosse County⁴ as aggregated by groups of interest from which we can make assumptions about travel habits and needs.⁵

Children under 15 are projected to increase by 18% by 2040, while high school and college-age persons are projected to increase by only a little over 3%. The significance in the increase in Elementary/Middle Schoolers lies with the prevalence of parents as revealed in local Safe Routes to School surveys driving their children to school even in walkable and bikeable neighborhoods. The need to improve the infrastructure for the safety of (real and perceived) non-motorized travelers cannot be overstated if we are to convince parents to let their children walk, bike, and take transit to school, thus alleviating the congestion and threats to safety around schools from children being dropped off.

Other significant changes include a drop of more than 12% as part of the Empty-Nester Workforce (age 45-64) enters the Retirees age group (age 65 and older)—a group that more than doubles by 2040.

According to the WISPIRG Foundation in its *Millennials⁶ on the Move* report (February 2019), economic considerations (i.e. student loan debt, cost of owning and maintaining a vehicle), new technologies and services linked to smartphone apps, and the convenience of taking transit, walking, and biking make Millennials less car-focused than previous generations. The report asserts that young people want to live in communities with urban characteristics and amenities and that they “gravitate towards more walkable, bikeable, and transit-friendly places.” The Millennials in 2040 will be part of the Family-focused Workforce (age 25-44), however, and may gravitate more toward larger homes on larger lots that are typically found in auto-oriented suburbs.

Baby Boomers⁷ and older generations made up the Retirees age group in 2010. By 2040, the Retirees group will gain over 15,000 people—all Baby Boomers and Gen Xers⁸ who spend the most time shopping online.⁹ But, “Retirees” may be a bit of a misnomer for this group as

⁴ Because projections by age are not done at the county subdivision level, only La Crosse County is represented as it contains most of the planning area (12 of 15 communities).

⁵ The names of the age groups are generalizations based on a population of interest that falls within the age range. The ranges presented are limited by the ranges provided by the Demographic Services Center, Wisconsin Department of Administration.

⁶ Millennials are defined as being born during the years 1981-1996. They were aged 14-29 in 2010 and will be aged 44-59 in 2040.

⁷ Baby boomers are defined as being born during the years 1946-1964. They were aged 46-64 in 2010 and will be aged 76-94 in 2040.

⁸ Generation X or Gen Xers are defined as being born during the years 1965-1980. They were aged 30-45 in 2010 and will be aged 60-75 in 2040.

⁹ *Generation X – not millennials – is changing the nature of work*, Stephanie Neal and Richard Wellins, www.cnbc.com.

trends are showing that with increased health and longevity, people of retirement age are continuing to work. According to an analysis by The Liscio Report of Labor Department data, Americans 55 and older made up about half of all employment gains in 2018.¹⁰ If this trend continues, we are likely to have more seniors driving and/or needing alternative transportation to work.

Table 3: Actual and Projected Population by Age for La Crosse County

| Age Group ¹ | Population | | | Percent Change | | |
|------------------------------------|---------------|-------------------|-------------------|----------------|---------------|---------------|
| | 2010 Count | 2020 Projected | 2040 Projected | 2010- 2020 | 2020- 2040 | 2010- 2040 |
| Pre-schoolers (under 5) | 6,748 | 7,110 | 7,940 | 5.4% | 11.7% | 17.7% |
| Elementary/middle-schoolers (5-14) | 13,378 | 14,640 | 15,810 | 9.4% | 8.0% | 18.2% |
| High schoolers (15-19) | 9,547 | 9,300 | 9,840 | -2.6% | 5.8% | 3.1% |
| Collegians (20-24) | 12,626 | 12,240 | 13,060 | -3.1% | 6.7% | 3.4% |
| Family-focused Workforce (25-44) | 27,813 | 28,090 | 28,170 | 1.0% | 0.3% | 1.3% |
| Empty-nester Workforce (45-64) | 29,325 | 28,550 | 25,690 | -2.6% | -10.0% | -12.4% |
| Retirees (65 and older) | 15,201 | 22,170 | 30,990 | 45.8% | 39.8% | 103.9% |

¹The names of the age groups are generalizations based on a population of interest that falls within the age range. The ranges presented are limited by the ranges provided by the data source.
Source: Demographic Services Center, Wisconsin Department of Administration.

Adult Student Population

College and university students are a special population of interest in the La Crosse area because of three schools of higher education—all with substantial student populations that impact housing and transportation in the city of La Crosse.

Despite total enrollment dropping 7.0% from 2010 to 2017, much of the large-scale building construction in the city of La Crosse has involved construction of new residence halls, on-campus parking ramps, and apartment buildings for off-campus student housing. The housing, however, serves to fill an existing gap in student housing as well as providing an alternative to substandard rentals often marketed to students.

However, as our institutions move toward providing options for distance education, the demand for housing and parking should level off and even possibly decline. For example, in the fall of 2017, over 33% of graduate students at the University of Wisconsin-La Crosse were enrolled in only distance education and another 8% were enrolled in some distance education. But, until the range of degree programs offered online is expanded (UWL

¹⁰ *Older workers are driving job growth as boomers remain in workforce longer*, Paul Davidson, USA Today, January 9, 2019.

currently has six), the projected increase in collegians (college-age cohort) from 2020-2040 will likely require additional housing, especially if new housing is “replacement” housing as discussed above. In addition, better alternative transportation connections between the neighborhoods and campuses as well as modifications to parking policies will be needed if parking demand is to be moderated.

Table 4: Total Enrollment for La Crosse Colleges and Universities

| Institution | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | Change '10-'17 |
|---------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|----------------|
| Viterbo University ¹ | 3,238 | 3,092 | 2,830 | 2,762 | 2,804 | 2,756 | 2,699 | 2,796 | -13.65% |
| WTC ² | 5,392 | 5,122 | 4,798 | 4,572 | 4,130 | 4,044 | 4,272 | 4,108 | -23.81% |
| UW-La Crosse ³ | 10,135 | 10,284 | 10,385 | 10,520 | 10,669 | 10,490 | 10,637 | 10,548 | 4.07% |
| Total | 18,765 | 18,498 | 18,013 | 17,854 | 17,603 | 17,290 | 17,608 | 17,452 | -7.00% |

¹Viterbo University is a private institution that offers undergraduate and graduate degrees.
²Western Technical College is a public institution that offers associate degrees, technical diplomas, and certificates.
³The University of Wisconsin-La Crosse is a public institution that offers undergraduate and graduate degrees.
Source: Integrated Postsecondary Education Data System (IPEDS), National Center for Education Statistics, <https://nces.ed.gov/ipeds/use-the-data>.

Households

The U.S. Census defines a household as “all of the people who occupy a housing unit” regardless of the size or type of housing unit (i.e. house, apartment, single room). Households are categorized as family households (related occupants) and nonfamily households (unrelated occupants), which are likewise categorized by the gender of the householder and the number of persons (one or two-or-more) living in the household.

Nonfamily households of two-or-more persons is of interest because communities with schools of higher education like the city of La Crosse tend to have significantly higher proportions of this demographic than do other communities because students are rooming together in off-campus rental housing.¹¹

Figure 3 illustrates the impact adult students have on household type in La Crosse. Over 38% of all households in La Crosse in 2010¹² were nonfamily households and 21.0% of the households were nonfamily households with two-or-more people. The next highest proportion of nonfamily households is in Campbell, where 20.6% of the households are nonfamily and only 8.0% are nonfamily with two-or-more persons.

¹¹ On-campus dormitories are considered group quarters by the U.S. Census and are not included in the household variables.

¹² The 2010 Decennial Census provides the most recent data available for Household Type for the Population in Households.

Household projections such as those illustrated in Table 5 are used as one of several transportation modeling inputs to estimate future travel demand; however, off-campus apartment complexes present special challenges to travel demand modeling. In practice, each occupied housing unit is counted as one household, but the reality is each housing unit can be made up of as many as five unrelated persons¹³ each behaving quite independently.

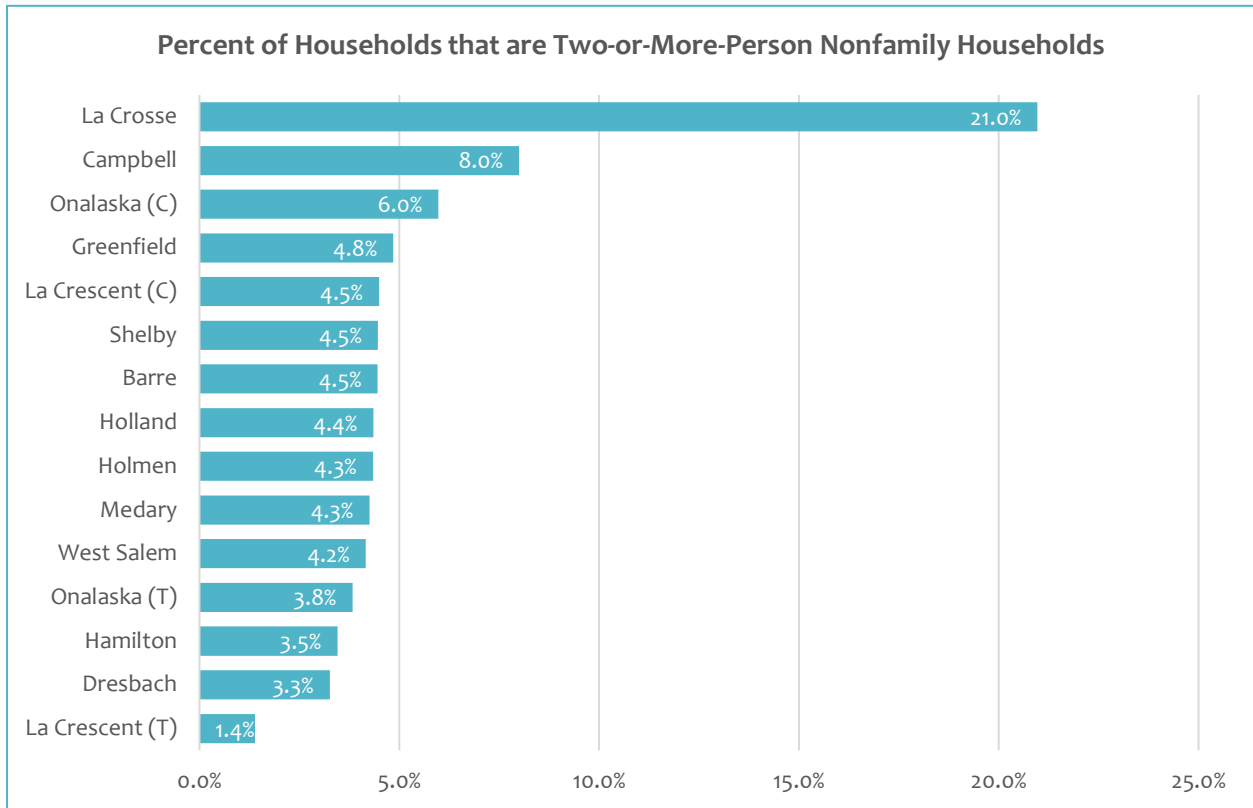


Figure 3: Percent of households that are two-or-more-person nonfamily households. Source: P30 Household type for the population in households, 2010 U.S. Census Bureau.

Table 5 shows the household projections out to 2040 for the Wisconsin communities in the planning area (projections are not available for Minnesota communities). All but Campbell, La Crosse, and Shelby are projected to have rather significant increases in households, with Holmen and Holland expecting household growth over 56%.

¹³ Chapter 115 Zoning of the La Crosse Municipal Code of Ordinances allows up to five unrelated persons per rental dwelling unit in the R-3, R-4, and R-5 zoning districts.

Table 5: 2010-2040 Household Projections for Communities Entirely¹ in the LAPC Planning Area

| Planning Area Community | 2010 Census | 2020 Projection | 2040 Projection | % Change 2010-2020 | % Change 2010-2040 | % Change 2020-2040 |
|----------------------------------|-------------|---------------------|---------------------|--------------------|--------------------|--------------------|
| Barre (T) | 449 | 501 | 589 | 11.6% | 31.2% | 17.6% |
| Campbell (T) | 1,925 | 2,014 | 2,030 | 4.6% | 5.5% | 0.8% |
| Dresbach (T), MN ² | 174 | NA | NA | ----- | ----- | ----- |
| Greenfield (T) | 727 | 830 | 1,001 | 14.2% | 37.7% | 20.6% |
| Hamilton (T) | 842 | 943 | 1,117 | 12.0% | 32.7% | 18.5% |
| Holland (T) | 1,302 | 1,574 | 2,041 | 20.9% | 56.8% | 29.7% |
| Holmen (V) | 3,400 | 4,095 | 5,334 | 20.4% | 56.9% | 30.3% |
| La Crescent (C), MN ² | 2,012 | NA | NA | ----- | ----- | ----- |
| La Crescent (T), MN ² | 540 | NA | NA | ----- | ----- | ----- |
| La Crosse (C) | 21,428 | 22,538 | 22,298 | 5.2% | 4.1% | -1.1% |
| Medary (T) | 557 | 605 | 655 | 8.6% | 17.6% | 8.3% |
| Onalaska (C) | 7,331 | 8,432 | 10,260 | 15.0% | 40.0% | 21.7% |
| Onalaska (T) | 2,035 | 2,227 | 2,475 | 9.4% | 21.6% | 11.1% |
| Shelby (T) | 1,918 | 1,993 | 2,001 | 3.9% | 4.3% | 0.4% |
| West Salem (V) | 1,831 | 2,048 | 2,300 | 11.9% | 25.6% | 12.3% |
| Planning Area | 39,873 | 40,211 ³ | 52,101 ³ | 8.2% ³ | 40.3% ³ | 29.6% ³ |

¹Because only the tiniest bit of the town of Bergen is in the planning area, it is intentionally omitted.

²The Minnesota State Demographic Center does not produce population or household projections for cities or townships. “NA” is “Not Available.”

³Excludes the Minnesota communities in the planning area. The 2010 household total sans the Minnesota communities (37,147) is used to calculate the change from 2010 to 2020 and from 2010 to 2040.

Source for Wisconsin data: Demographic Services Center, Wisconsin Department of Administration; based on the geographic boundaries as of October 2013.

Table 6 compares the change between 2010 and 2040 for population and households. Although the number of persons per household is supposed to decrease by about 5.2% across the board, the change in households for the towns—especially for Campbell and Shelby when population is projected to have no change or be reduced—seems high considering their preference for single-family housing. La Crosse is also likely to have a greater increase in households as it continues to support the construction of multifamily complexes for students and the general public.

Table 6: Comparison of Change between 2010 Counts and 2040 Projections for Population and Households

| Community | Percent Change in Population | Percent Change in Households |
|----------------------------|------------------------------|------------------------------|
| Barre (T) | 24.4 | 31.2 |
| Campbell (T) | 0.0 | 5.5 |
| Greenfield (T) | 31.8 | 37.7 |
| Hamilton (T) | 25.8 | 32.7 |
| Holland (T) | 48.6 | 56.8 |
| Holmen (V) | 48.8 | 56.9 |
| La Crosse (C) | 1.0 | 4.1 |
| Medary (T) | 11.6 | 17.6 |
| Onalaska (C) | 32.9 | 40.0 |
| Onalaska (T) | 15.3 | 21.6 |
| Shelby (T) | -1.1 | 4.3 |
| West Salem (V) | 20.7 | 25.6 |
| Planning Area ¹ | 14.9 | 40.3 |

¹Excludes the Minnesota communities in the planning area because the Minnesota State Demographic Center does not produce population or household projections for cities or townships.
Source: Derived from projections data from the Demographic Services Center, Wisconsin Department of Administration.

Economic Trends

Income Distribution and Poverty

Figure 4 illustrates that household income in the planning area is highest in the towns and lowest in the incorporated communities, except the village of Holmen, whose median income is higher than three of the towns and is 28% higher than the village of West Salem (the next highest incorporated community). The median income for the cities of Onalaska, La Crescent, and La Crosse are less than the median income for their respective states (Wisconsin, \$56,759±\$213; Minnesota, \$65,699±\$249), with the city of La Crosse checking in with the lowest median income of all planning area communities.

The town of Hamilton has the highest median income at 119% higher than La Crosse and the city of La Crescent, with the second lowest median income, is still more than 32% higher than La Crosse. The significant number of student households in La Crosse helps contribute to the lower median income in the city.

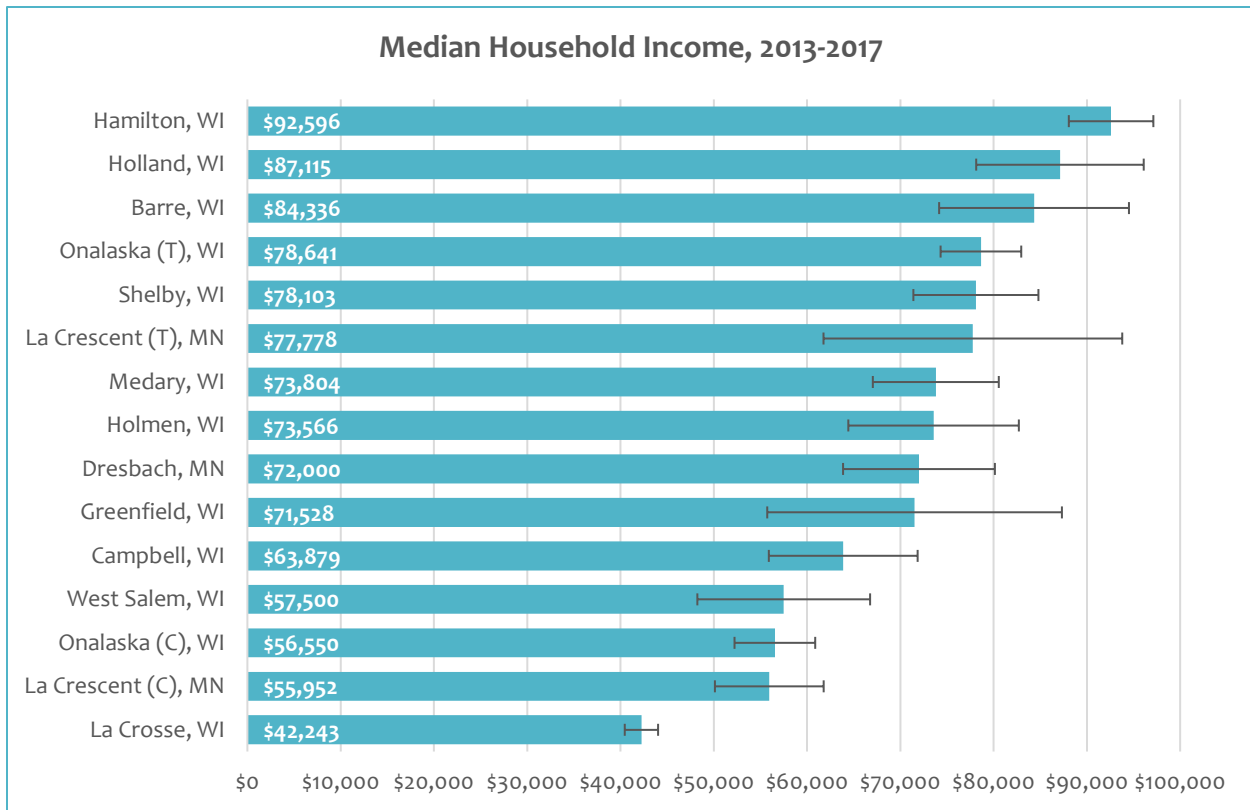


Figure 4: Median household income in planning area communities, 2013-2017. Source: B19013 Median household income in the past 12 months (in 2017 inflation-adjusted dollars), U.S. Census Bureau, 2013-2017 American Community Survey 5-year estimates.

As would be expected, the adult student population impacts the poverty numbers as well. About one-quarter of the population in La Crosse lives below the federal poverty line (Figure 5). The city of La Crescent ranks a distant second with a little more than 10% of the population living in poverty. The planning area is estimated to have just over 14% of the population living in poverty—significantly less than the city of La Crosse.

All geographic comparisons with La Crosse are statistically significant, supporting the premise that poverty in the planning area is concentrated in the city of La Crosse.

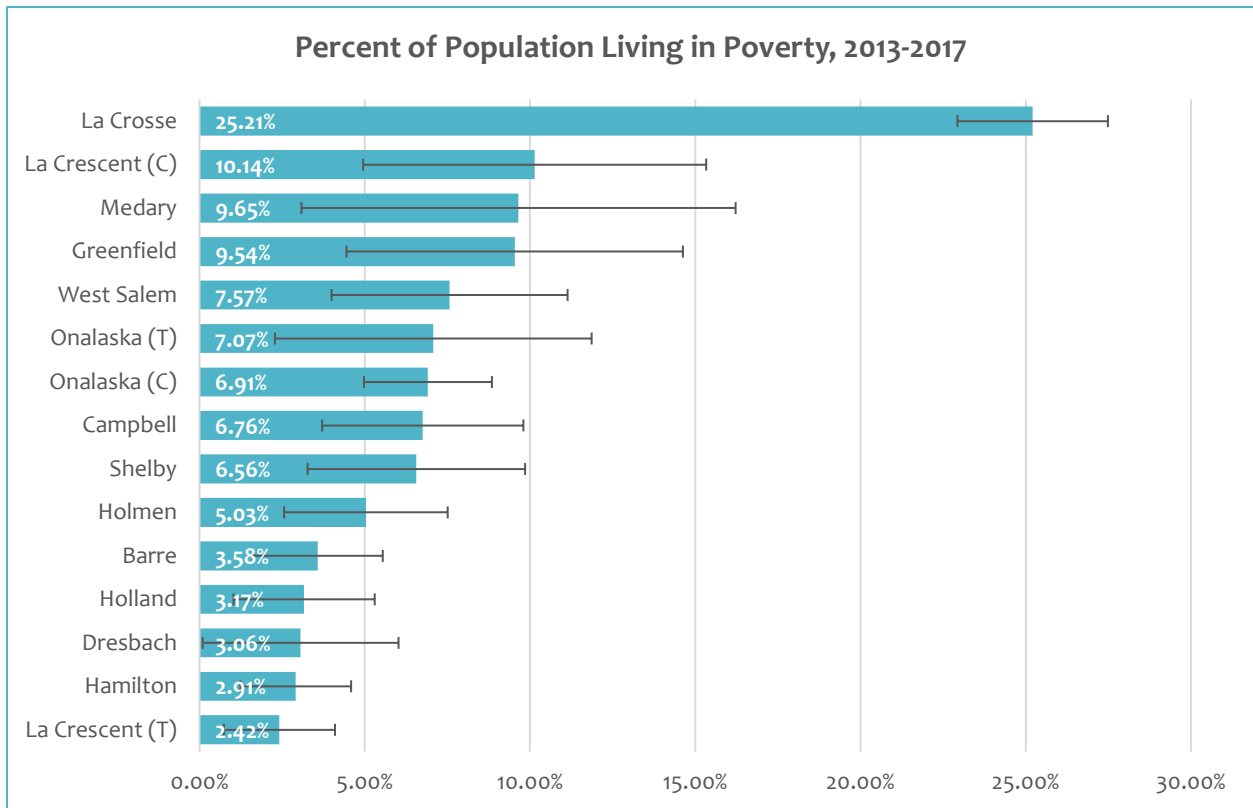


Figure 5: Percent of population in planning area communities living in poverty, 2013-2017. Source: C17002 Ratio of income to poverty level in the past 12 months, U.S. Census Bureau, 2013-2017 American Community Survey 5-year estimates.

Employment

Most of the planning area resides in the Western Workforce Development Area (WDA), which includes the Wisconsin counties of Buffalo, Trempealeau, Jackson, La Crosse, Monroe, Juneau, Vernon, and Crawford.

Unemployment (annual, not seasonally adjusted) dropped in the Western WDA over 63% since its peak of 12,443 in 2009 to 4,594 in 2018. La Crosse County—the economic hub of the WDA—experienced a slightly lesser change (down 60%) but maintained a lower unemployment rate (share of the labor market that is jobless) compared to the WDA.

Besides providing unemployment data as discussed above, the Wisconsin Department of Workforce Development (DWD) also projects employment by sector for each WDA in the state. The DWD determined that the Western WDA will lose jobs in the Information and Manufacturing super-sectors from 2016 to 2026, with the greatest percentage change in Information (-11.76%).

The greatest percentage gains will occur in the Professional and Business Services sector (13.17%) and the Financial Activities sector (12.91%). In actual employment, the Education and

Health Services sector will gain the most jobs (3,134) followed by the Trade, Transportation, and Utilities sector (2,849).

Figure 6 shows the 2016-2026 projections for super-sectors in the Western WDA as obtained from a screenshot from the DWD website. Brown circles represent losses in employment and blue circles represent gains. The size of the circle represents the sector's total employment relative to the other sectors and the darker the circle, the greater the percentage change from 2016 to 2026.

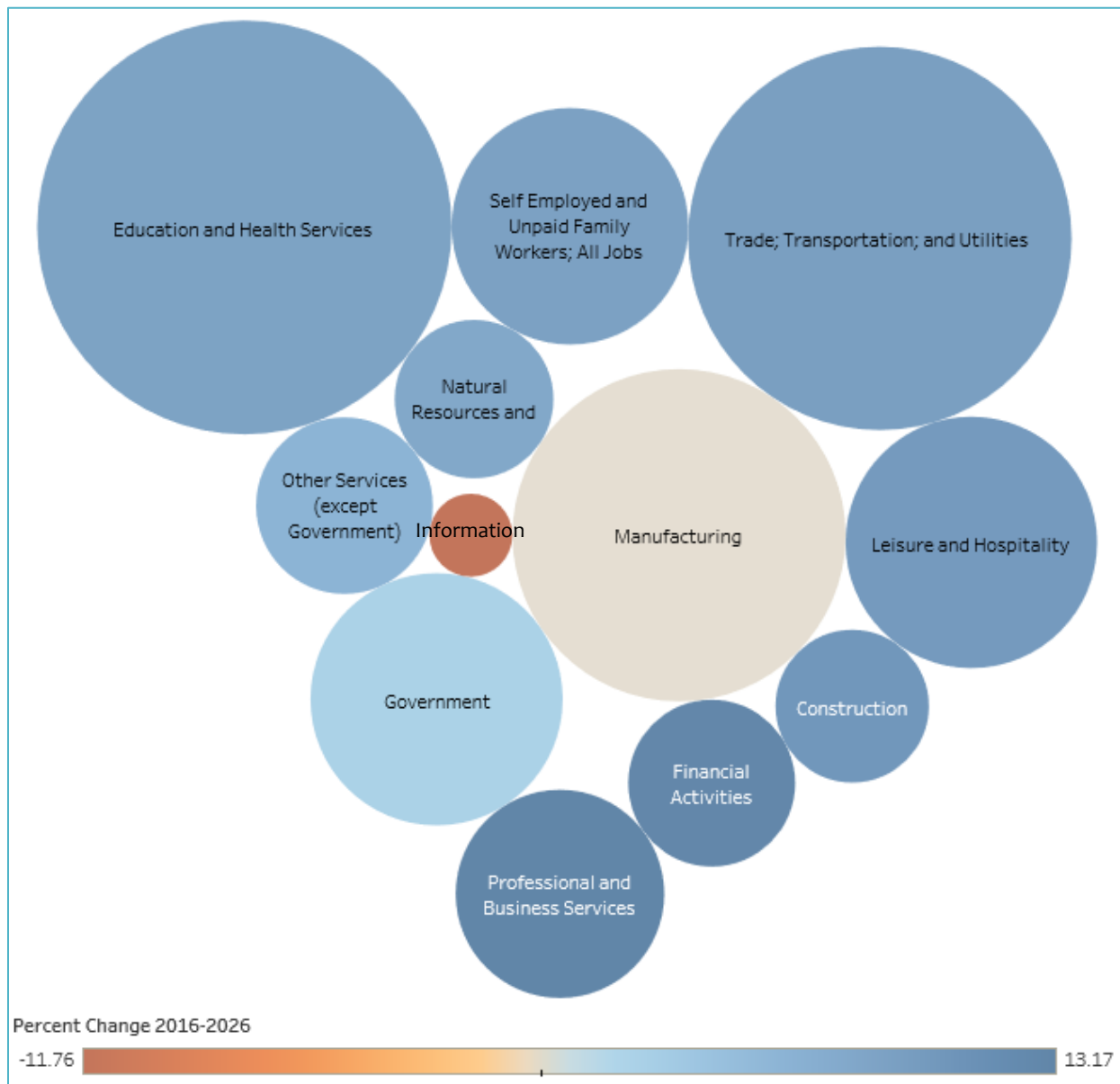


Figure 6: 2016-2026 Employment projections by super-sector for the Western Workforce Development Area.
Source: <https://www.jobcenterofwisconsin.com/wisconomy/pub/industry>, Wisconsin Department of Workforce Development.

The DWD projects that the top five “hot” jobs¹⁴ in the Western WDA for the period 2016-2026 are: 1) Heavy and tractor-trailer truck drivers; 2) registered nurses; 3) maintenance and repair workers; 4) sales representatives for wholesale and manufacturing; and 5) industrial truck and tractor operators.

Commuting Patterns

County-to-county worker flows are compiled from responses to decennial Census and American Community Survey (ACS) questions regarding where people lived and worked.

A comparison of the estimates from the 2006-2010 ACS and the 2009-2013 ACS results in only the Houston County-Houston County, Winona County-Buffalo County, and Trempealeau County-Jackson County flows showing a significant difference between estimates. The internal flow within Houston County declined significantly from 2006-2010 to 2009-2013, while the Winona-County-to-Buffalo-County and the Trempealeau-County-to-Jackson-County flows experienced significant increases. The difference in workers flows within and to/from La Crosse County are not statistically significant.

Figure 6 illustrates the range in the number of workers 16 and older that live and work in the same county and that commute into and out of La Crosse County. The numbers are expressed as a range in the number of commuters so that the margin of error is considered.

¹⁴ Hot Jobs are high projected growth occupations that must meet the following criteria: (1) Median salary must be above the WDA median; (2) Percentage change must be greater than the WDA average; and (3) Have the most projected openings.

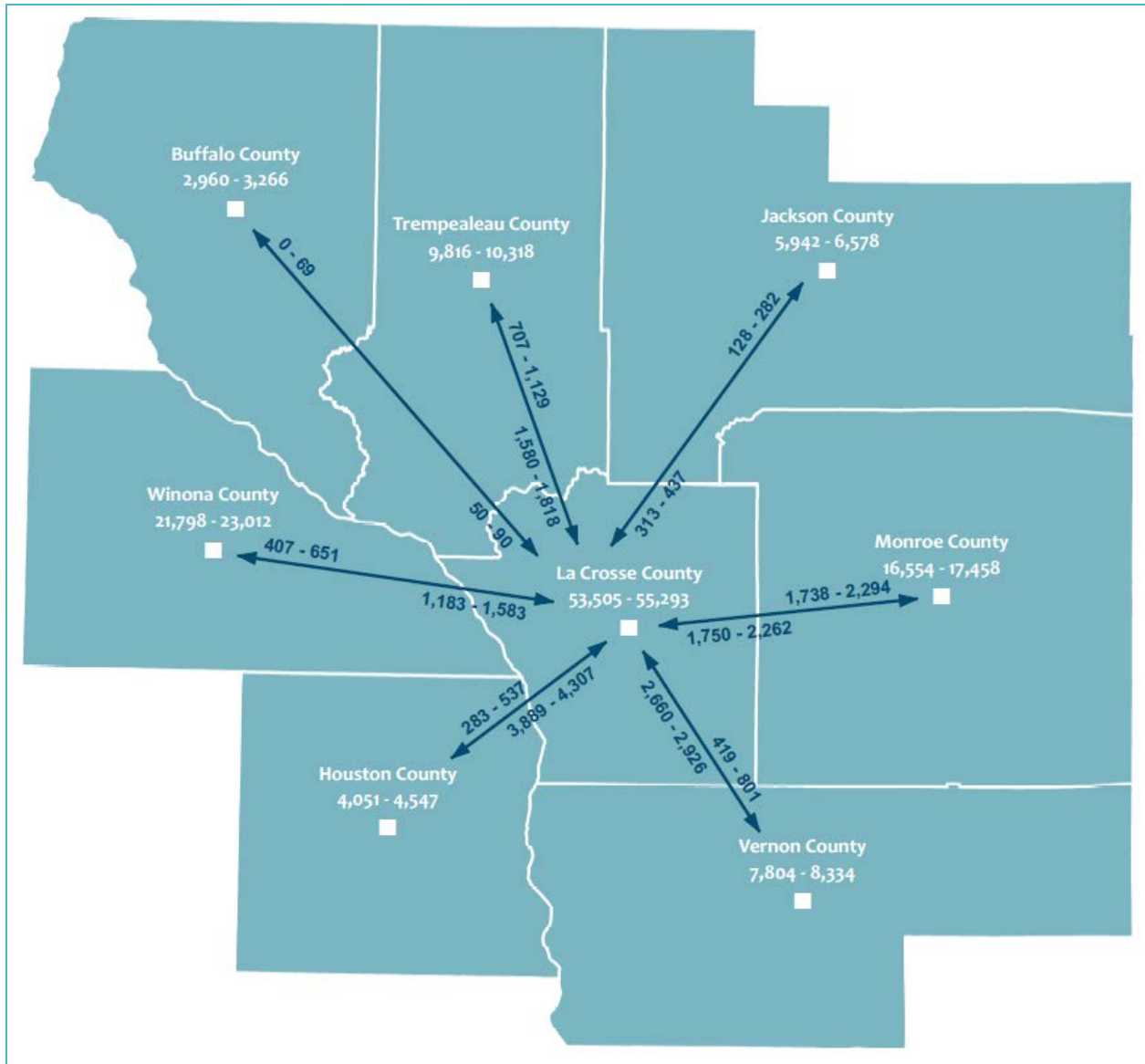


Figure 7: County-to-county worker flows for workers 16 years of age and older, 2009-2013. NOTE: Data are represented as a range to consider the margins of error. Data source: U.S. Census Bureau, 2009-2013 American Community Survey.

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