

KEY FACTS

485

Population



Average Household Size

29.3

Median Age

\$29,649

Median Household Income

EDUCATION

7%

No High School Diploma



31%

High School Graduate



49%

Some College



14%

Bachelor's/Grad/Prof Degree

BUSINESS



30

Total Businesses



520

Total Employees

EMPLOYMENT



41%

White Collar



38%

Blue Collar



21%

Services

17.2%

Unemployment Rate

INCOME



\$29,649

Median Household Income



\$18,448

Per Capita Income



\$11,276

Median Net Worth

Households By Income

The largest group: <\$15,000 (24.9%)

The smallest group: \$100,000 - \$149,999 (0.9%)

Indicator ▲	Value	Diff	
<\$15,000	24.9%	+16.9%	
\$15,000 - \$24,999	15.2%	+7.2%	
\$25,000 - \$34,999	18%	+6.7%	
\$35,000 - \$49,999	18.9%	+4.6%	
\$50,000 - \$74,999	12%	-5.9%	
\$75,000 - \$99,999	2.8%	-10.4%	
\$100,000 - \$149,999	0.9%	-16.2%	
\$150,000 - \$199,999	5.1%	+0.1%	
\$200,000+	2.3%	-2.9%	

Bars show deviation from La Crosse County

KEY FACTS

5,587

Population



2.1

Average Household Size

30.4

Median Age

\$33,388

Median Household Income

EDUCATION

12%

No High School Diploma



31%

High School Graduate



34%

Some College



23%

Bachelor's/Grad/Prof Degree

BUSINESS



210

Total Businesses



2,434

Total Employees

EMPLOYMENT



50%

White Collar



33%

Blue Collar



17%

Services

15.8%

Unemployment Rate

INCOME



\$33,388

Median Household Income



\$19,505

Per Capita Income



\$12,490

Median Net Worth

Households By Income

The largest group: \$35,000 - \$49,999 (22%)

The smallest group: \$200,000+ (0.9%)

Indicator ▲	Value	Diff	
<\$15,000	19.9%	+11.9%	
\$15,000 - \$24,999	12.5%	+4.5%	
\$25,000 - \$34,999	20%	+8.7%	
\$35,000 - \$49,999	22%	+7.7%	
\$50,000 - \$74,999	12.6%	-5.3%	
\$75,000 - \$99,999	6.4%	-6.8%	
\$100,000 - \$149,999	4.4%	-12.7%	
\$150,000 - \$199,999	1.3%	-3.7%	
\$200,000+	0.9%	-4.3%	

Bars show deviation from La Crosse County

KEY FACTS

16,593

Population



2.2

Average Household Size

24.9

Median Age

\$35,378

Median Household Income

EDUCATION

9%

No High School Diploma



29%

High School Graduate



35%

Some College



27%

Bachelor's/Grad/Prof Degree

BUSINESS



782

Total Businesses



9,228

Total Employees

EMPLOYMENT



57%

White Collar



22%

Blue Collar



21%

Services

16.2%

Unemployment Rate

INCOME



\$35,378

Median Household Income



\$20,360

Per Capita Income



\$13,448

Median Net Worth

Households By Income

The largest group: <\$15,000 (18.8%)

The smallest group: \$150,000 - \$199,999 (1.3%)

Indicator ▲	Value	Diff	
<\$15,000	18.8%	+10.8%	
\$15,000 - \$24,999	13.6%	+5.6%	
\$25,000 - \$34,999	16.9%	+5.6%	
\$35,000 - \$49,999	17.8%	+3.5%	
\$50,000 - \$74,999	15.1%	-2.8%	
\$75,000 - \$99,999	8%	-5.2%	
\$100,000 - \$149,999	6.9%	-10.2%	
\$150,000 - \$199,999	1.3%	-3.7%	
\$200,000+	1.6%	-3.6%	

Bars show deviation from La Crosse County