



LA CROSSE COUNTY FAST FACTS 2026



LA CROSSE COUNTY

A Place to Grow Your Business and Your Life

Positioned along Wisconsin's western border, abutting Pools 7 and 8 of the mighty Mississippi River, La Crosse County offers unparalleled access to major transportation networks, including interstate highways, rail, barge, and air travel. This strategic location places your business at the crossroads of national and international markets.

But La Crosse County is more than just a place to do business — it's a place to live, grow, and thrive. Our breathtaking natural landscape offers unmatched outdoor recreation, helping attract and retain the next generation of talent.

Combined with a strong and diverse economy, and a deep commitment to education and innovation, La Crosse County is the smart choice for your next investment.



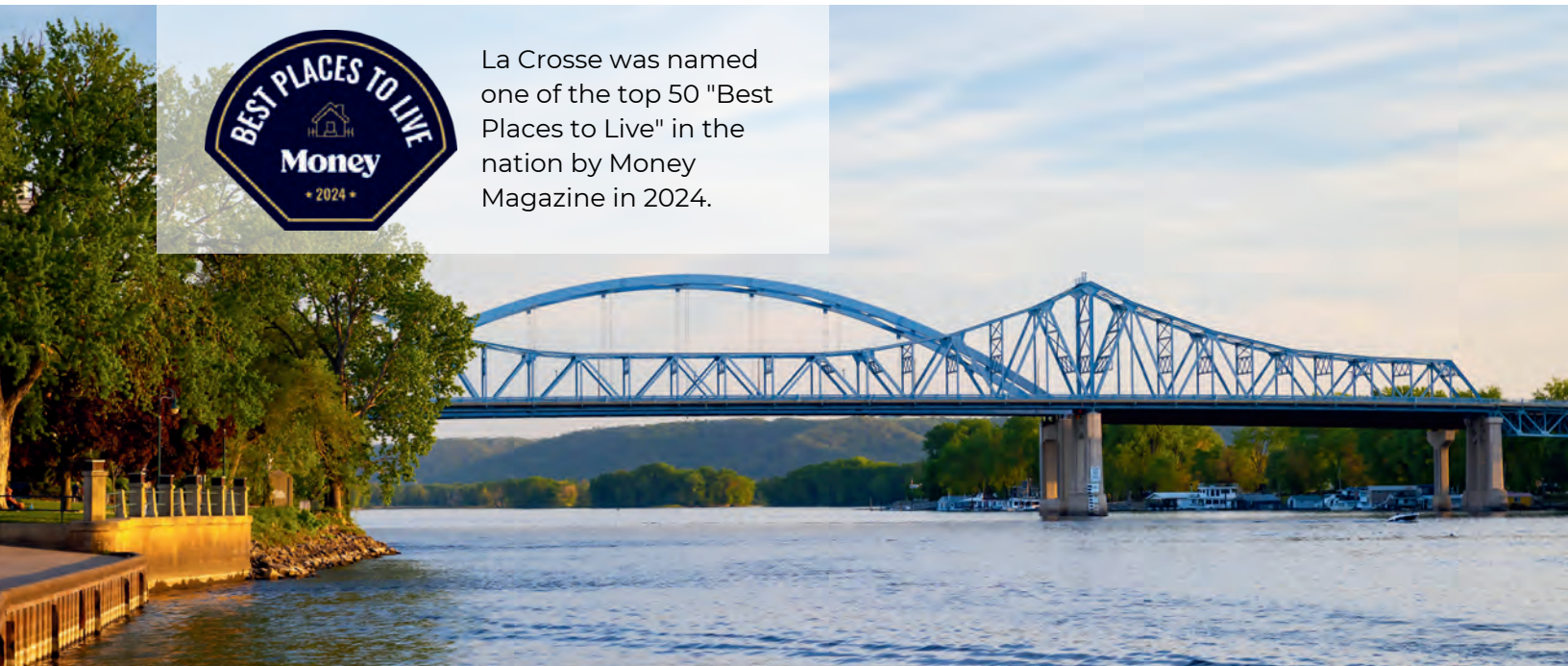
"Over the last fifty years, Kwik Trip has remained committed to our growth in the La Crosse area. This is an incredible place to run a successful business because of the quality of employees who have a midwestern work ethic and the community that supports a great lifestyle. Kwik Trip is proud to call La Crosse home."

- John McHugh, VP of External Affairs

KWIKTRIP



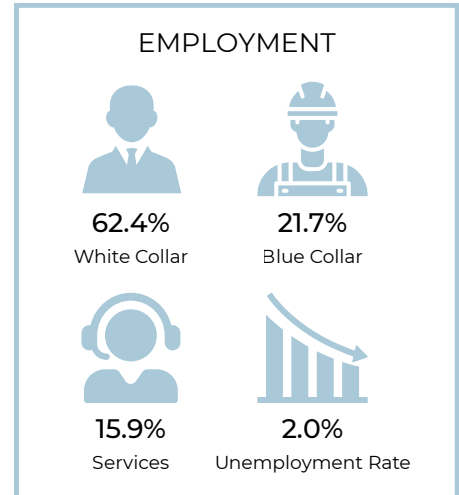
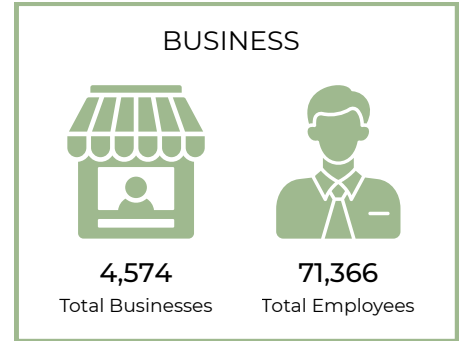
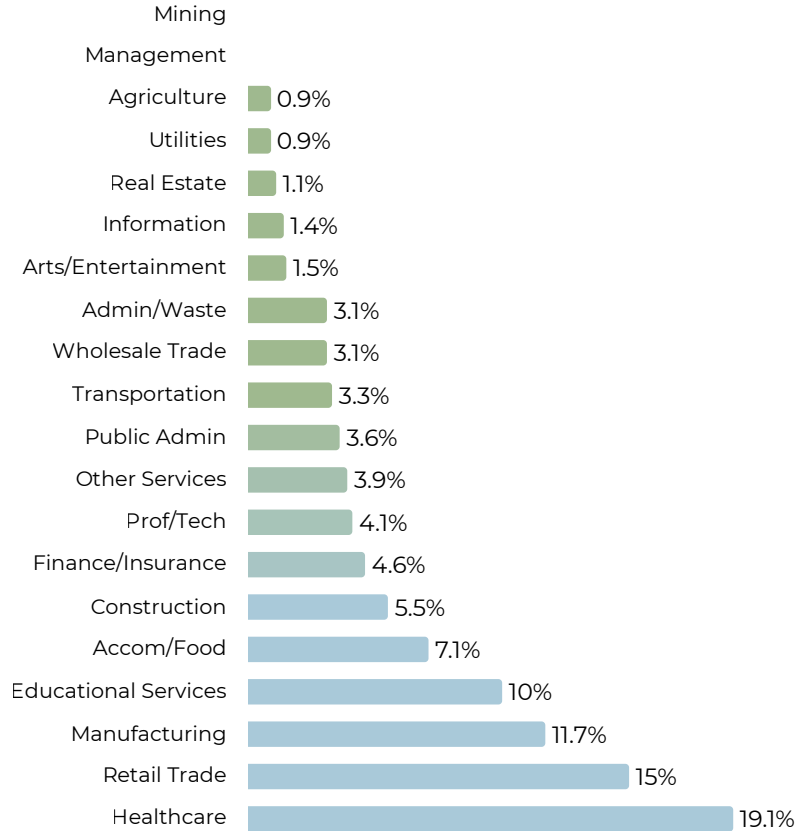
La Crosse was named one of the top 50 "Best Places to Live" in the nation by Money Magazine in 2024.



Ready to Work

Looking to grow or relocate your business? La Crosse County is the perfect place to make it happen! With vibrant business parks spread throughout the area and a wide selection of greenfield and infill sites in our thriving business districts, you'll find premier locations designed to support your needs.

Labor Force by Industry



Top Industries



HEALTHCARE



RETAIL/TRADE



MANUFACTURING



EDUCATION



CONSTRUCTION



FOOD



Viterbo University Nurse Pinning Ceremony

Future Workforce

La Crosse County offers a variety of educational opportunities, from primary and secondary schools to colleges and universities. The county is served by six school districts and also has several private school options.

Six institutions of higher education are located within a 30-mile radius:

- **University of Wisconsin – La Crosse** (La Crosse, WI)
- **Viterbo University** (La Crosse, WI)
- **Western Technical College** (La Crosse, WI)
- **Winona State University** (Winona, MN)
- **St. Mary's University** (Winona, MN)
- **Minnesota State College Southeast** (Winona, MN)

Together, these institutions serve about 28,000 students.

51.4%

WITH AN ASSOCIATE'S
DEGREE OR HIGHER

37.2%

BACHELOR'S/GRAD/
PROF DEGREE

7,000+

DEGREES/CERTIFICATES
CONFERRED PER YEAR

“We’re helping people imagine a future for themselves right here in this region. The Wanek Center of Innovation was designed to feel less like a traditional education building and more like the collaborative, technology-rich spaces where students will actually work. It tells students they belong here, and it tells employers this region is serious about innovation.”

Josh Gamer - Associate Vice President of Workforce Partnerships and Innovation, Western Technical College



UW-LA CROSSE
#2 PUBLIC
UNIVERSITY IN
WISCONSIN
ACCORDING TO NICHE'S
2025 BEST
COLLEGES LIST

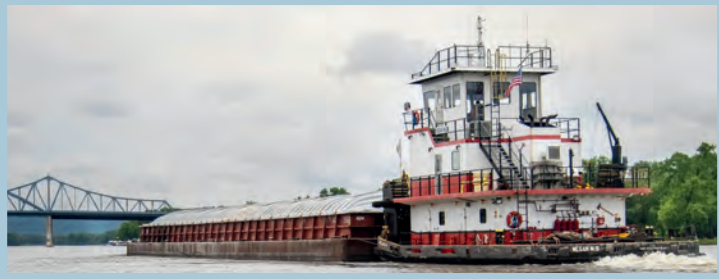
VITERBO
UNIVERSITY
TOP 5 WISCONSIN
COLLEGES
HIGHEST-EARNING
GRADUATES
2026
viterbo.edu

WESTERN
TECHNICAL COLLEGE
LEADER COLLEGE
OF DISTINCTION
2026
ACHIEVING
the DREAM

Seamless Connectivity

Interstate 90 – Direct east-west connection linking La Crosse County to major Midwest markets.

BNSF, CPKC and Amtrak Rail Lines – Dual Class I rail service offering strong freight capacity and reliable connections across North America.



Port of La Crosse – Mississippi River freight barge service providing cost-effective access to national and international shipping routes.

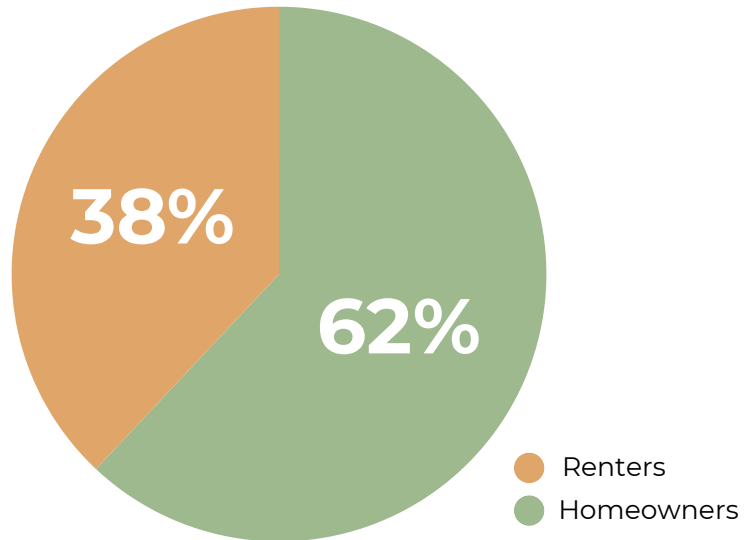
La Crosse Regional Airport – Convenient commercial flights and general aviation services supporting business travel and air cargo needs.





La Crosse County at a Glance

- Median Age: 38
- MSA Population Rate: 170,800
- Median Rent \$998
- Median Home Price: \$316,861
- Median Household income: \$71,800



What's in My Community?



Elevating Everyday Life

La Crosse County boasts a high quality of life, combining natural scenery, recreational opportunities, and dynamic communities. It serves as a bustling center for flourishing businesses, innovative healthcare, and exploration.

Both young professionals and expanding families find personal success in this rapidly growing region of the Upper Midwest. Offering convenient access to several major metropolitan areas, La Crosse County's communities merge the charm of small-town living with the advantages of urban life proximity.



Abundant Public Land

With more than 50 public parks that offer natural spaces, trails, riverfront areas, and outdoor amenities



75.3% of Residents

Live within a half-mile walking distance of a park, supported by a diverse network of spaces designed for play, rest, and recreation



86% of Residents

Have access to facilities that support physical activity including gyms, parks, and a variety of recreational centers



A Hub for Outdoor Events

Host to major league fishing tournaments, mountain & gravel bike races, and annual marathons

“The year-round outdoor recreation opportunities are nearly unmatched, from riding the trails in Hixon Forest to paddling the backwaters of the Mississippi River, everything is right in our backyard. I have personally chosen La Crosse twice: once for college, and again recently as the place to raise our family. Balance is hard to find in our fast-paced world, so the ability to effortlessly incorporate time in nature into our busy lives is what brought us back and it's the vibrant community that will keep us here for years to come.”

- Tyler Heinz – Executive Director, ORA Trails

Find us at:
lacrossecounty.org/community-development

Email:
ecdev@lacrossecounty.org

