County Facts: Vernon County, WI
Population 31,000

The Local Economy

<table>
<thead>
<tr>
<th></th>
<th>Vernon County</th>
<th>WI</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unemployment rate</td>
<td>3.1%</td>
<td>3.3%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Poverty rate</td>
<td>11.5%</td>
<td>12.7%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Median family income (000s)</td>
<td>$57</td>
<td>$56</td>
<td>$57</td>
</tr>
<tr>
<td>Population growth 2000-2017</td>
<td>10%</td>
<td>8%</td>
<td>16%</td>
</tr>
<tr>
<td>Manufacturing share of workforce</td>
<td>18%</td>
<td>10%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Farming share of workforce</td>
<td>7.0%</td>
<td>2.8%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Great Recession unemployment spike (pp)</td>
<td>2.9%</td>
<td>3.7%</td>
<td>4.7%</td>
</tr>
</tbody>
</table>

How Local Kids' Lives Turn Out

<table>
<thead>
<tr>
<th></th>
<th>Vernon County</th>
<th>WI</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Percent graduating any college</td>
<td>44%</td>
<td>46%</td>
<td>50%</td>
</tr>
<tr>
<td>Percent reaching upper-middle class</td>
<td>20%</td>
<td>21%</td>
<td>24%</td>
</tr>
<tr>
<td>Percent achieving American Dream</td>
<td>10%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Percent giving birth as a teen</td>
<td>14%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Percent landing in jail</td>
<td>0.6%</td>
<td>1.1%</td>
<td>1.5%</td>
</tr>
<tr>
<td>Local school expenditure per student (000s)</td>
<td>$6.4</td>
<td>$7.4</td>
<td>$7.5</td>
</tr>
</tbody>
</table>
Local Colleges and Upward Mobility

### 4-Year Colleges
- **Viterbo Univ.†**
  - Low-income share of students: 6.0%
  - Low-income student success rate: 48.6%
- **Wisconsin 4-year-college average**
  - Low-income share of students: 9.3%
  - Low-income student success rate: 51.3%
- **U.S. 4-year-college average**
  - Low-income share of students: 4.7%
  - Low-income student success rate: 11.5%

### 2-Year Colleges
- **Western Tech College of La Crosse, WI (public)†**
  - Low-income share of students: 11.5%
  - Low-income student success rate: 30.5%
- **Wisconsin 2-year-college average**
  - Low-income share of students: 10.0%
  - Low-income student success rate: 15.6%
- **U.S. 2-year-college average**
  - Low-income share of students: 15.6%
  - Low-income student success rate: 29.5%

*: Data refers to the full college system, not just this campus. †: In nearby county

### Local Demographics

<table>
<thead>
<tr>
<th></th>
<th>Vernon County</th>
<th>WI</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent Black</td>
<td>1%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Percent Hispanic</td>
<td>3%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Percent over age 65</td>
<td>17%</td>
<td>16.7%</td>
<td>14%</td>
</tr>
<tr>
<td>Percent college grad</td>
<td>20%</td>
<td>14%</td>
<td></td>
</tr>
<tr>
<td>Crime rate (arrests per 10K residents)</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Life expectancy (years)</td>
<td>84.1</td>
<td>83.5</td>
<td>83.2</td>
</tr>
<tr>
<td>Opioid deaths (deaths per 10k residents)</td>
<td>16</td>
<td>16</td>
<td>15</td>
</tr>
</tbody>
</table>
Definitions and Sources

The Local Economy
- Unemployment rate (August 2018, BLS)
- Poverty rate (2012-2016 ACS)
- Median family income (2016 ACS)
- Manufacturing share of workforce (2012-2016 ACS)
- Farming share of workforce (2012-2016 ACS)
- Great Recession unemployment spike (BLS LAUS)

How Local Kids’ Lives Turn Out
- Percent graduating any college (2-yr or 4-yr, Tax Data 2, N/A for some counties)
- Percent reaching upper middle-class (top 20% of the U.S. income distribution, Tax Data 1, N/A for some counties)
- Percent achieving American Dream (share of local low-income kids—i.e. those with 25th-income-percentile parents—who reach the top 20% of the U.S. income distribution as adults, Tax Data 1, N/A for some counties)
- Percent (of local female kids) giving birth as a teen (Tax Data 1, N/A for some counties)
- Percent landing in jail (percent of local kids in jail on 1 April 2010, Tax Data 1 and 2010 Census, N/A for some counties)
- Local school expenditure per student (in public schools, NCES, N/A for some counties)

Local Colleges and Upward Mobility
- Low-income share of students (share of age-18-22 students with bottom-20% parents, Tax Data 2)
- Low-income student success rate (share of low-income age-18-22 students who reach the top 40% of the U.S. income distribution as adults, Tax Data 2)

Local Demographics
- Percent Black (2012-2016 ACS)
- Percent Hispanic (2012-2016 ACS)
- Percent over age 65 (2010 Census)
- Percent college grad (4-yr college, 2012-2016 ACS)
- Crime rate (serious violent and property arrests per 10,000 residents, FBI Uniform Crime Reports, N/A for some counties)
- Life expectancy (at age 40, Tax Data 3, N/A for some counties)
- Opioid deaths (per 10,000 residents in 2017, CDC, N/A for some counties and some counties report population weighted commuting zone average)

Sources Legend
- ACS: U.S. Census Bureau American Community Surveys, 2012-2016
- CDC: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2017 on CDC WONDER Online Database.
- Census: U.S. Census Bureau