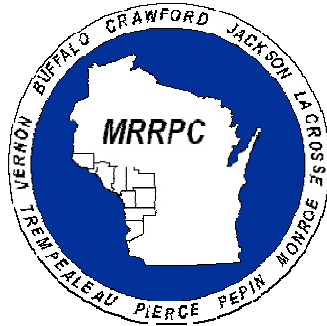


Mississippi River Regional Planning Commission



1707 Main Street, Suite 435
La Crosse, Wisconsin 54601

Economy Overview

2014 – 1ST QTR

Crawford County



This information is provided to you from the Mississippi River Regional Planning Commission (MRRPC) through a contract with Economic Modeling Specialists Inc. (EMSI). EMSI is an economic analysis firm that provides data useful in the strategic planning and impact assessment to educational institutions, workforce development boards, and economic development organizations. It allows users to conduct input-output analysis to better understand the impacts of an industry's expansion or contraction or simulate the effects an event will have on other businesses and industries. The data, reports, forecasts, and/or services provided by EMSI are generated using government data and proprietary processes. EMSI uses estimates when there are missing data points, and such estimates are subject to varying degrees of error. EMSI's data, reports, forecasts, and services may differ significantly from actual outcomes and are provided "as is" without warranty for a particular purpose or project. As such MRRPC makes no warranty or representation as to the accuracy, usefulness or reliability of the EMSI information being provided to you. Furthermore the MRRPC shall assume no liabilities for any losses that may result from you using or not being able to use EMSI information or for any damages that may result from you using EMSI through the MRRPC.

Report Info

Dataset Version	2014.1 Class of Worker
Class of Worker Categories	QCEW Employees + Non-QCEW Employees + Self-Employed
Timeframe	2013 - 2014
Dataset Category	EMSI Complete
Region Name	Crawford County
Region Description	Crawford County, Wisconsin
Counties	
Crawford, WI (55023)	



















Crawford County



Population (2013)	16,618
Jobs (2013)	8,867
Average Earnings (2013)	\$37,079
Unemployed (11/2013)	523
Completions (2012)	0
GRP (2012)	\$574,007,124
Exports (2012)	\$1,002,997,127
Imports (2012)	\$1,020,463,939














Crawford County | Population

16,618 2013 Population 0.3% of State	-1.1% Population Growth for the Last 5 Years State Growth 2.3%
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Age Group	2013 Population	% of Population	
Under 5 years	877	5.3%	
5 to 9 years	1,029	6.2%	
10 to 14 years	1,050	6.3%	
15 to 19 years	997	6.0%	
20 to 24 years	697	4.2%	
25 to 29 years	829	5.0%	
30 to 34 years	934	5.6%	
35 to 39 years	800	4.8%	
40 to 44 years	906	5.4%	
45 to 49 years	1,179	7.1%	
50 to 54 years	1,349	8.1%	
55 to 59 years	1,338	8.0%	
60 to 64 years	1,338	8.1%	
65 to 69 years	1,038	6.2%	
70 to 74 years	834	5.0%	
75 to 79 years	552	3.3%	
80 to 84 years	432	2.6%	
85 years and over	440	2.6%	

Crawford County | Jobs by Industry

8,867 Total Jobs (2013)	49.8% Male (National: 51.1%)	50.2% Female (National: 48.9%)
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NAICS	Industry	2013 Jobs	
11	Agriculture, Forestry, Fishing and Hunting	457	
21	Mining, Quarrying, and Oil and Gas Extraction	0	
22	Utilities	16	
23	Construction	248	
31	Manufacturing	1,748	
42	Wholesale Trade	139	
44	Retail Trade	2,000	
48	Transportation and Warehousing	184	
51	Information	68	
52	Finance and Insurance	150	
53	Real Estate and Rental and Leasing	42	
54	Professional, Scientific, and Technical Services	104	
55	Management of Companies and Enterprises	55	
56	Administrative and Support and Waste Management and Remediation Services	367	
61	Educational Services (Private)	102	
62	Health Care and Social Assistance	1,001	
71	Arts, Entertainment, and Recreation	44	
72	Accommodation and Food Services	760	
81	Other Services (except Public Administration)	231	
90	Government	1,153	
99	Unclassified Industry	0	

Crawford County | Average Earnings by Industry






















\$37,079 Avg. Earnings (2013) 64% of Nation Avg.	\$43,297 Male Avg. Earnings (2013) 62% of Nation Avg.	\$30,899 Female Avg. Earnings (2013) 68% of Nation Avg.
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NAICS	Industry	Avg. Earnings (2013)	
11	Agriculture, Forestry, Fishing and Hunting	\$18,727	
21	Mining, Quarrying, and Oil and Gas Extraction	\$60,635	
22	Utilities	\$116,824	
23	Construction	\$26,574	
31	Manufacturing	\$53,048	
42	Wholesale Trade	\$44,238	
44	Retail Trade	\$29,120	
48	Transportation and Warehousing	\$41,167	
51	Information	\$37,414	
52	Finance and Insurance	\$45,566	
53	Real Estate and Rental and Leasing	\$19,809	
54	Professional, Scientific, and Technical Services	\$32,987	
55	Management of Companies and Enterprises	\$24,179	
56	Administrative and Support and Waste Management and Remediation Services	\$30,899	
61	Educational Services (Private)	\$35,047	
62	Health Care and Social Assistance	\$40,649	
71	Arts, Entertainment, and Recreation	\$21,131	
72	Accommodation and Food Services	\$13,252	
81	Other Services (except Public Administration)	\$20,030	
90	Government	\$52,824	
99	Unclassified Industry		

Crawford County | Unemployment by Industry



















523

Total Unemployment (11/2013)

NAICS	Industry	Unemployed (11/2013)	% of Unemployed	
11	Agriculture, Forestry, Fishing and Hunting	7	1%	
21	Mining, Quarrying, and Oil and Gas Extraction	0	0%	
22	Utilities	1	0%	
23	Construction	18	4%	
31	Manufacturing	102	19%	
42	Wholesale Trade	4	1%	
44	Retail Trade	125	24%	
48	Transportation and Warehousing	8	2%	
51	Information	2	0%	
52	Finance and Insurance	6	1%	
53	Real Estate and Rental and Leasing	1	0%	
54	Professional, Scientific, and Technical Services	4	1%	
55	Management of Companies and Enterprises	0	0%	
56	Administrative and Support and Waste Management and Remediation Services	28	5%	
61	Educational Services (Private)	4	1%	
62	Health Care and Social Assistance	41	8%	
71	Arts, Entertainment, and Recreation	4	1%	
72	Accommodation and Food Services	56	11%	
81	Other Services (except Public Administration)	6	1%	
90	Government	37	7%	
99	No Previous Work Experience/Unspecified	69	13%	

Crawford County | Gross Regional Product (GRP)

\$359,226,762	\$170,445,231	\$44,335,131	\$574,007,124
Earnings (2012)	Property Income (2012)	Taxes on Production (2012)	Total GRP (2012)

NAICS	Industry	GRP (2012)	% of Total	
11	Agriculture, Forestry, Fishing and Hunting	\$37,616,441	7%	
21	Mining, Quarrying, and Oil and Gas Extraction	\$459,625	0%	
22	Utilities	\$8,674,672	2%	
23	Construction	\$10,620,612	2%	
31	Manufacturing	\$131,716,246	23%	
42	Wholesale Trade	\$15,289,745	3%	
44	Retail Trade	\$92,646,472	16%	
48	Transportation and Warehousing	\$12,876,757	2%	
51	Information	\$6,737,446	1%	
52	Finance and Insurance	\$28,337,174	5%	
53	Real Estate and Rental and Leasing	\$15,794,592	3%	
54	Professional, Scientific, and Technical Services	\$7,451,841	1%	
55	Management of Companies and Enterprises	\$2,178,838	0%	
56	Administrative and Support and Waste Management and Remediation Services	\$16,640,835	3%	
61	Educational Services (Private)	\$3,130,323	1%	
62	Health Care and Social Assistance	\$46,023,870	8%	
71	Arts, Entertainment, and Recreation	\$2,466,761	0%	
72	Accommodation and Food Services	\$21,184,414	4%	
81	Other Services (except Public Administration)	\$8,836,992	2%	
90	Government	\$66,908,125	12%	
	Other non-industries	\$38,415,342	7%	

Crawford County | Region Exports

\$1,002,997,127.13





















Exports (2012)

79% of Supply

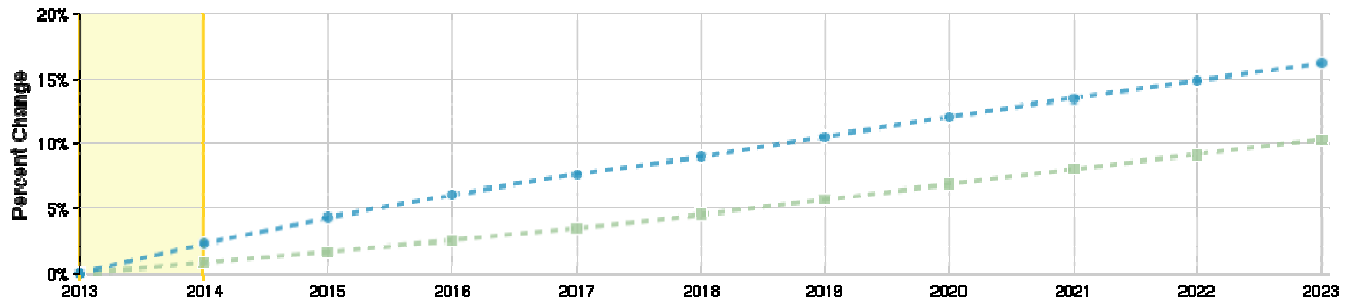
NAICS	Industry	Exports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$104,785,756	
21	Mining, Quarrying, and Oil and Gas Extraction	\$257,011	
22	Utilities	\$6,151,867	
23	Construction	\$9,766,575	
31	Manufacturing	\$353,274,847	
42	Wholesale Trade	\$17,763,760	
44	Retail Trade	\$116,986,823	
48	Transportation and Warehousing	\$22,692,838	
51	Information	\$8,684,583	
52	Finance and Insurance	\$32,969,745	
53	Real Estate and Rental and Leasing	\$11,311,000	
54	Professional, Scientific, and Technical Services	\$5,895,309	
55	Management of Companies and Enterprises	\$3,094,390	
56	Administrative and Support and Waste Management and Remediation Services	\$24,658,259	
61	Educational Services (Private)	\$2,443,237	
62	Health Care and Social Assistance	\$39,160,223	
71	Arts, Entertainment, and Recreation	\$1,959,762	
72	Accommodation and Food Services	\$25,155,570	
81	Other Services (except Public Administration)	\$7,558,982	
90	Government	\$208,426,590	

Crawford County | Region Imports

\$1,020,463,939 Imports (2012) 79% of Demand	\$264,869,965 Locally Produced & Consumed (2012) 21% of Demand
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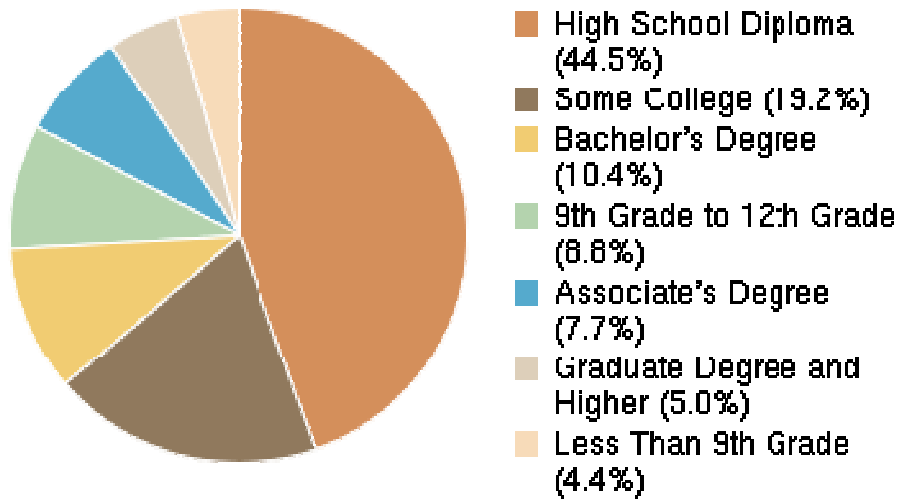
NAICS	Industry	Imports (2012)	
11	Agriculture, Forestry, Fishing and Hunting	\$25,652,076	
21	Mining, Quarrying, and Oil and Gas Extraction	\$13,547,902	
22	Utilities	\$15,244,335	
23	Construction	\$31,759,495	
31	Manufacturing	\$210,485,910	
42	Wholesale Trade	\$58,765,586	
44	Retail Trade	\$34,915,822	
48	Transportation and Warehousing	\$34,721,420	
51	Information	\$38,540,126	
52	Finance and Insurance	\$72,430,617	
53	Real Estate and Rental and Leasing	\$51,291,729	
54	Professional, Scientific, and Technical Services	\$52,029,503	
55	Management of Companies and Enterprises	\$21,920,539	
56	Administrative and Support and Waste Management and Remediation Services	\$24,921,654	
61	Educational Services (Private)	\$8,433,832	
62	Health Care and Social Assistance	\$39,941,770	
71	Arts, Entertainment, and Recreation	\$6,861,323	
72	Accommodation and Food Services	\$18,871,582	
81	Other Services (except Public Administration)	\$15,121,190	
90	Government	\$245,007,527	

Regional Trends



Region	2013 Jobs	2014 Jobs	% Change
● Crawford County	8,867	9,074	2.3%
● State	3,023,634	3,048,478	0.8%

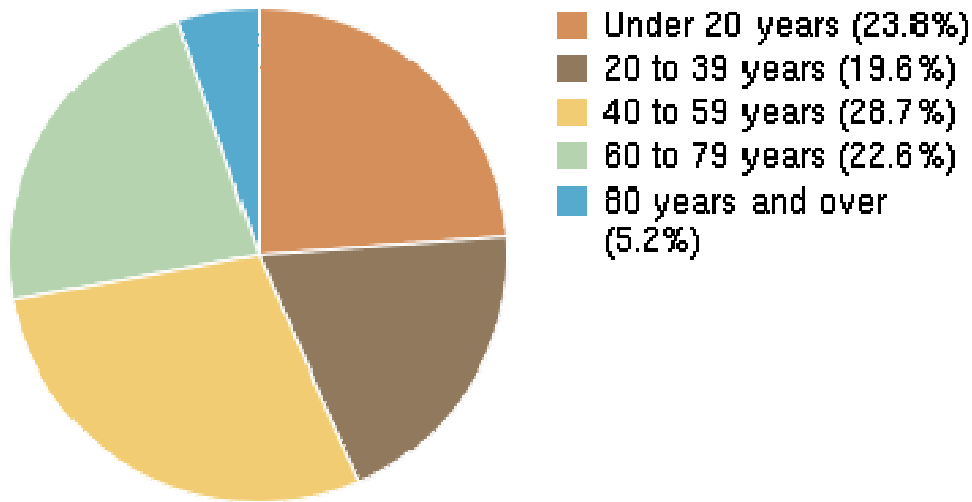
2013 Educational Attainment



Largest Openings/Completions Gaps

Occupation	Related Completions (2012)	Annual Openings (2013)
Registered Nurses (29-1141)	0	5
General and Operations Managers (11-1021)	0	4
Elementary School Teachers, Except Special Education (25-2021)	0	3
Industrial Engineers (17-2112)	0	3
Secondary School Teachers, Except Special and Career/Technical Education (25-2031)	0	3

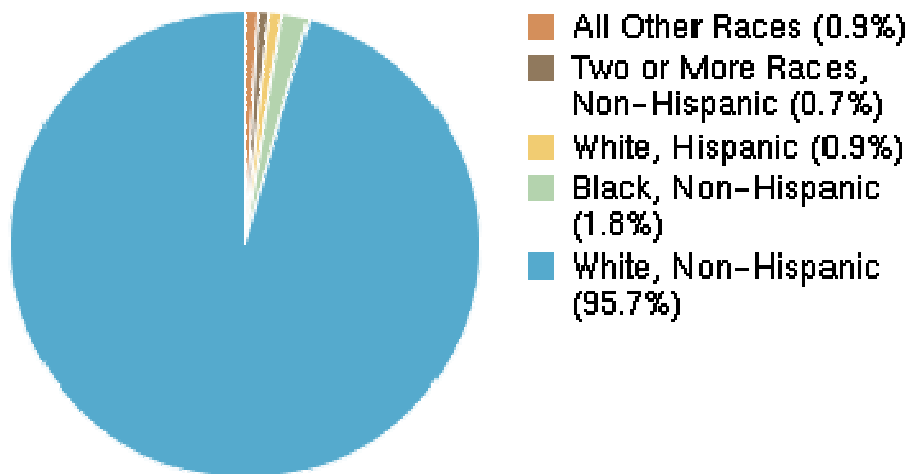
2013 Age Demographics



Growing/Declining Occupations

Occupation	Change in Jobs (2013-2014)
Retail Salespersons (41-2031)	17
Farmers, Ranchers, and Other Agricultural Managers (11-9013)	8
Cashiers (41-2011)	7
Woodworking Machine Setters, Operators, and Tenders, Except Sawing (51-7042)	-1
Hairdressers, Hairstylists, and Cosmetologists (39-5012)	-2
Personal Care Aides (39-9021)	-7

2013 Race Demographics



Growing/Declining Industries

Industry	Change in Jobs (2013-2014)
Warehouse Clubs and Supercenters (452910)	29
Packaging and Labeling Services (561910)	24
Instruments and Related Products Manufacturing for Measuring, Displaying, and Controlling Industrial Process Variables (334513)	19
Residential Mental Retardation Facilities (623210)	-7
Services for the Elderly and Persons with Disabilities (624120)	-8
Prefabricated Wood Building Manufacturing (321992)	-23

Data Sources and Calculations

Input-Output Data

The input-output model in this report is EMSI's gravitational flows multi-regional social account matrix model (MR-SAM). It is based on data from the Census Bureau's Current Population Survey and American Community Survey; as well as the Bureau of Economic Analysis' National Income and Product Accounts, Input-Output Make and Use Tables, and Gross State Product data. In addition, several EMSI in-house data sets are used, as well as data from Oak Ridge National Labs on the cost of transportation between counties.

Institution Data

The institution data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Completers Data

The completers data in this report is taken directly from the national IPEDS database published by the U.S. Department of Education's National Center for Education Statistics.

Demographic Data

The demographic data in this report is compiled from several sources using a specialized process. Sources include annual population estimates and population projections from the US Census Bureau, birth and mortality rates from the US Health Department, and projected regional job growth.

Industry Data

EMSI industry data have various sources depending on the class of worker. (1) For QCEW Employees, EMSI primarily uses the QCEW (Quarterly Census of Employment and Wages), with supplemental estimates from County Business Patterns and Current Employment Statistics. (2) Non-QCEW employees data are based on a number of sources including QCEW, Current Employment Statistics, County Business Patterns, BEA State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. (3) Self-Employed and Extended Proprietor classes of worker data are primarily based on the American Community Survey, Nonemployer Statistics, and BEA State and Local Personal Income Reports. Projections for QCEW and Non-QCEW Employees are informed by NIOEM and long-term industry projections published by individual states.

Unemployment Data

The unemployment data in this report comes from the Bureau of Labor Statistics' Local Area Unemployment Statistics and is updated every two months.

State Data Sources

This report uses state data from the following agencies: Wisconsin Department of Workforce Development, Bureau of Workforce Information

Educational Attainment Data

EMSI's educational attainment numbers are based on EMSI's demographic data and the American Community Survey. By combining these sources, EMSI interpolates for missing years and projects data at the county level. Educational attainment data cover only the population aged 25 years or more and indicate the highest level achieved.

Occupation Data

EMSI occupation employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level EMSI earnings by industry.

Equifax Business-Level Data

Data for individual businesses is provided by Equifax (<http://www.equifax.com/commercial/>), which maintains a database of more than 20 million U.S. business entities. Note that in aggregate it will not be consistent with EMSI labor market data due to differences in definitions, methodology, coverage, and industry/geographic classification.