



# Crawford County, WI

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## Economy Overview

**16,270**

**Population (2017)**

Population decreased by 274 over the last 5 years and is projected to decrease by 191 over the next 5 years.

**8,433**

**Jobs (2017)**

Jobs decreased by 147 over the last 5 years but are projected to grow by 237 over the next 5 years.

**\$44.5K**

**Median Household Income (2015)**

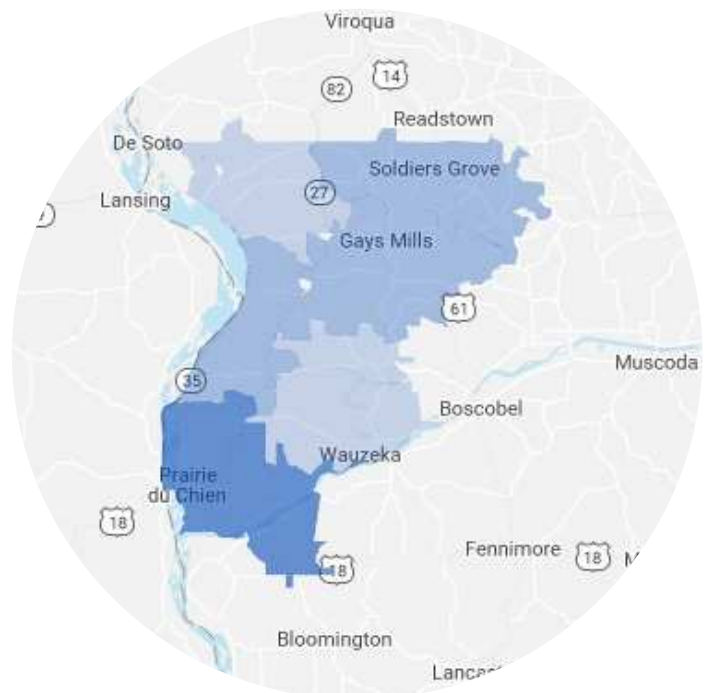
Median household income is \$9.4K below the national median household income of \$53.9K.

As of 2017 the region's population declined by 1.7% since 2012, falling by 274. Population is expected to decrease by 1.2% between 2017 and 2022, losing 191.

From 2012 to 2017, jobs declined by 1.7% in Crawford County, WI from 8,579 to 8,433. This change fell short of the national growth rate of 7.2% by 8.9%. As the number of jobs declined, the labor force participation rate decreased from 61.3% to 59.0% between 2012 and 2017.

Concerning educational attainment, 10.3% of Crawford County, WI residents possess a Bachelor's Degree (8.1% below the national average), and 9.1% hold an Associate's Degree (1.2% above the national average).

The top three industries in 2017 are Other Nonmetallic Mineral Product Manufacturing, Electronic Shopping and Mail-Order Houses, and Education and Hospitals (Local Government).

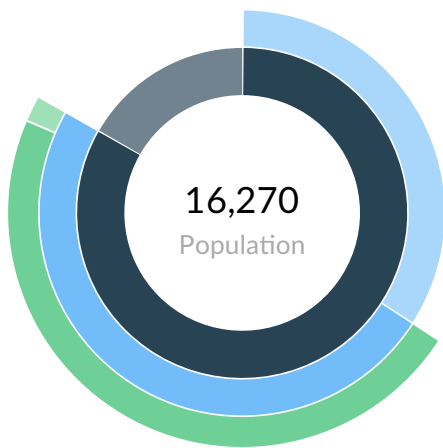


## Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	16,270	7,991	8,433	97.6	\$701.92M	\$1.12B	\$1.09B
MISSISSIPPI RIVER REGION	323,649	180,700	162,309	100.4	\$13.89B	\$20.79B	\$20.34B
State	5,795,388	3,204,002	3,114,900	103.9	\$293.75B	\$277.82B	\$296.97B

## Economy Overview - Cont.

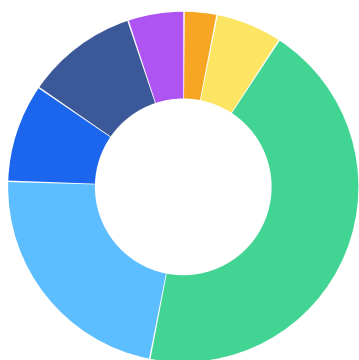
### 2017 Labor Force Breakdown



	Population
● Total Working Age Population	13,534
● Not in Labor Force (15+)	5,543
● Labor Force	7,991
● Employed	7,696
● Unemployed	295
● Under 15	2,736

### Educational Attainment

Concerning educational attainment, **10.3% of Crawford County, WI residents possess a Bachelor's Degree** (8.1% below the national average), and **9.1% hold an Associate's Degree** (1.2% above the national average).

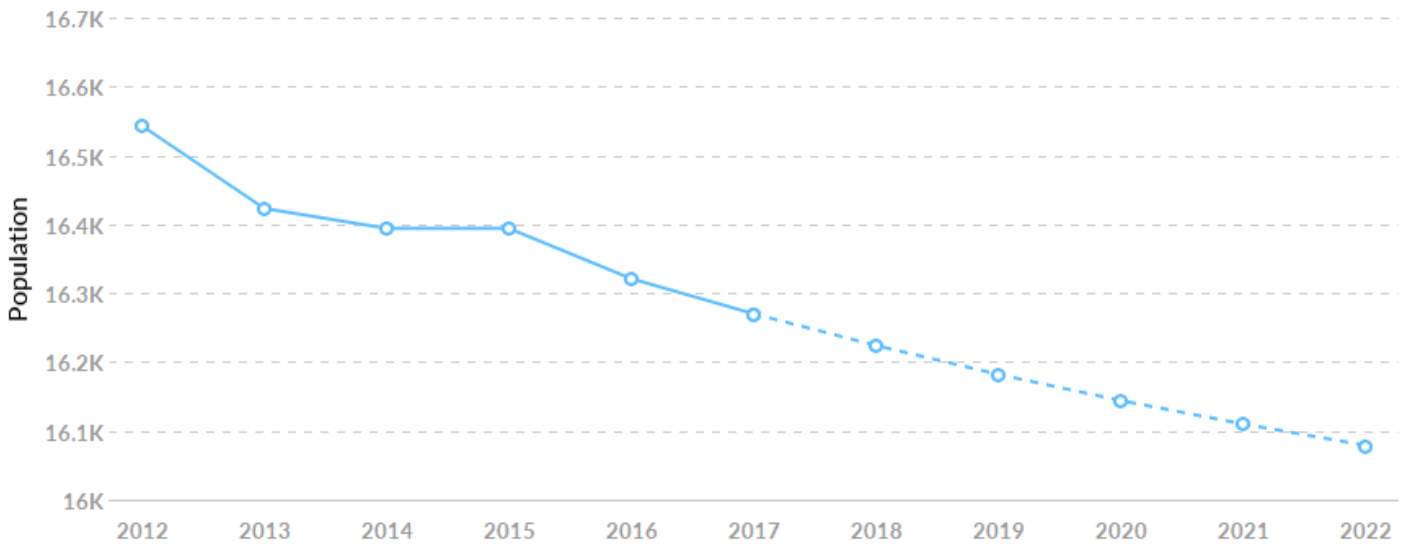


	% of Population	Population
● Less Than 9th Grade	3.0%	354
● 9th Grade to 12th Grade	6.1%	718
● High School Diploma	43.8%	5,138
● Some College	22.4%	2,630
● Associate's Degree	9.1%	1,064
● Bachelor's Degree	10.3%	1,208
● Graduate Degree and Higher	5.2%	606

# Historic & Projected Trends

## Population Trends

As of 2017 the region's population declined by 1.7% since 2012, falling by 274. Population is expected to decrease by 1.2% between 2017 and 2022, losing 191.

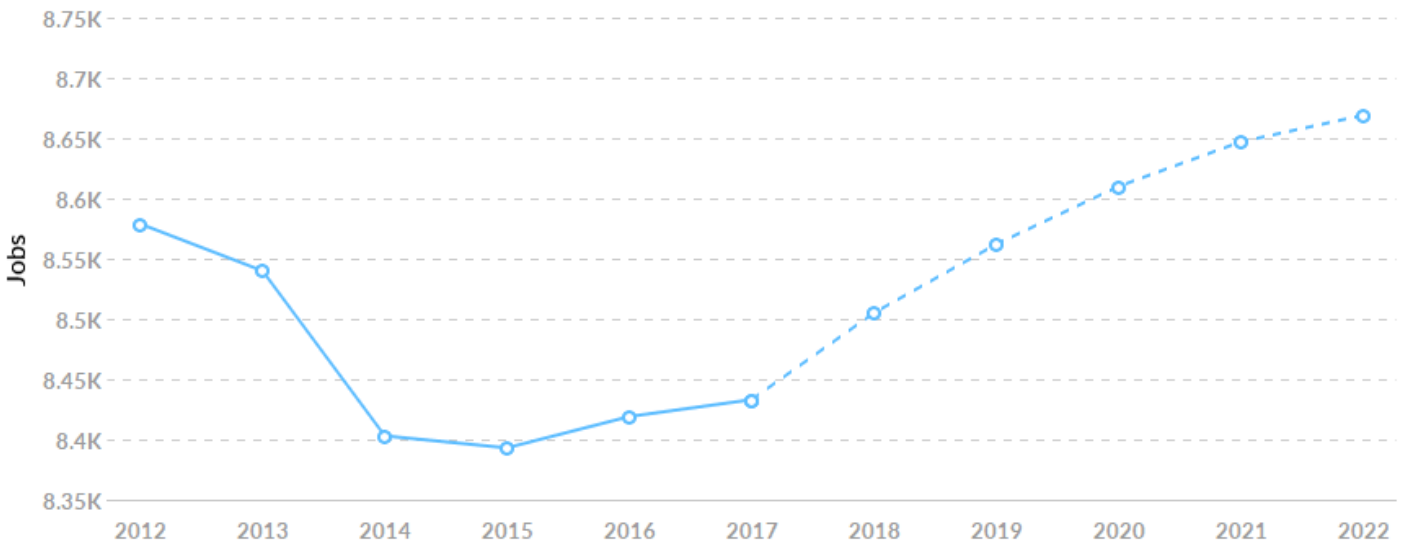


Timeframe	Population
2012	16,543
2013	16,423
2014	16,394
2015	16,394
2016	16,321
2017	16,270
2018	16,224
2019	16,182
2020	16,144
2021	16,110
2022	16,079

# Historic & Projected Trends - Cont.

## Job Trends

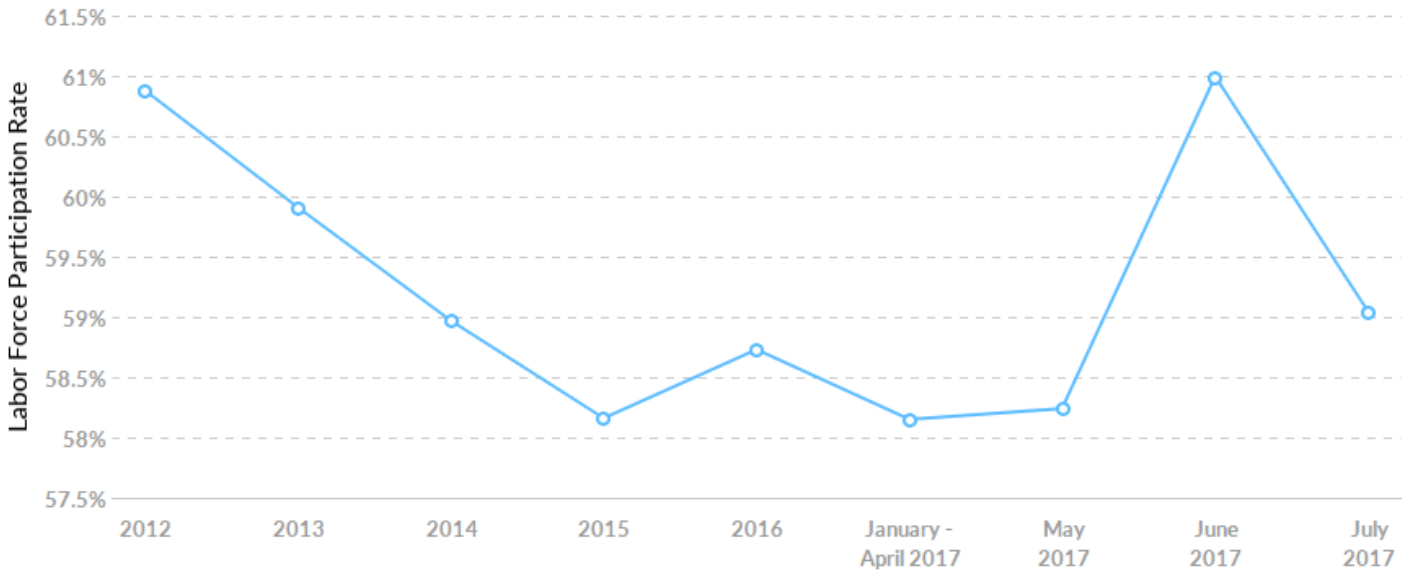
From 2012 to 2017, jobs declined by 1.7% in Crawford County, WI from 8,579 to 8,433. This change fell short of the national growth rate of 7.2% by 8.9%.



Timeframe	Jobs
2012	8,579
2013	8,540
2014	8,403
2015	8,393
2016	8,419
2017	8,433
2018	8,505
2019	8,562
2020	8,610
2021	8,647
2022	8,669

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



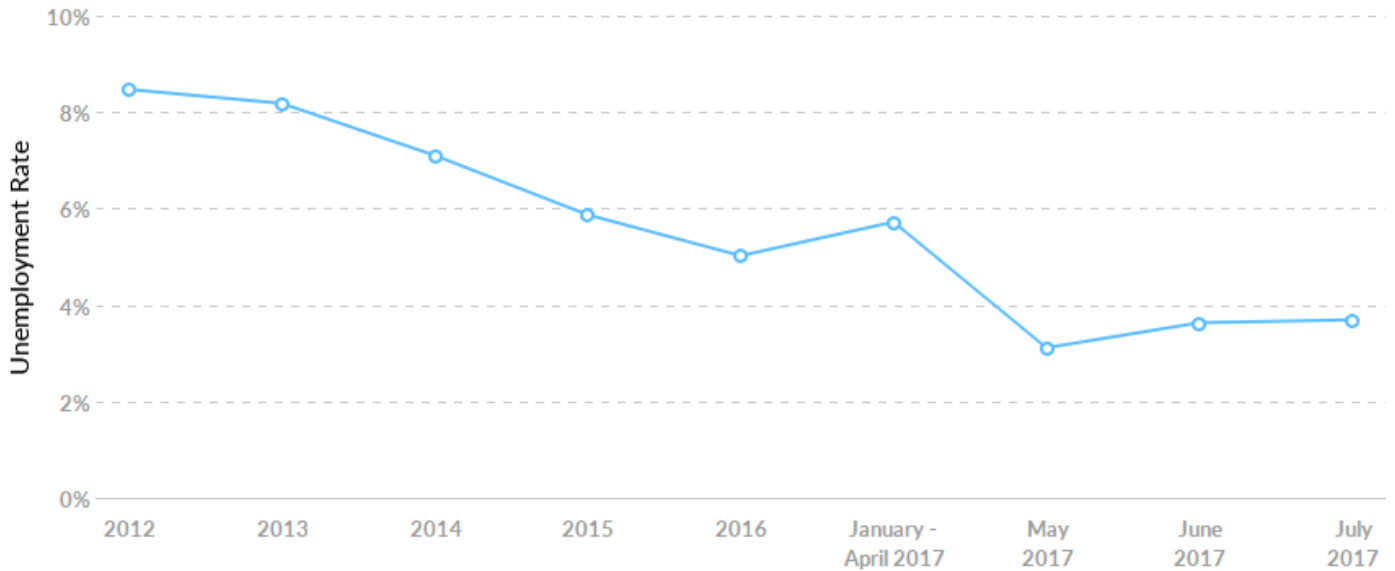
Timeframe	Labor Force Participation Rate
2012	60.88%
2013	59.91%
2014	58.97%
2015	58.16%
2016	58.73%
January - April 2017	58.15%
May 2017	58.24%
June 2017	60.99%
July 2017	59.04%



## Historic & Projected Trends - Cont.

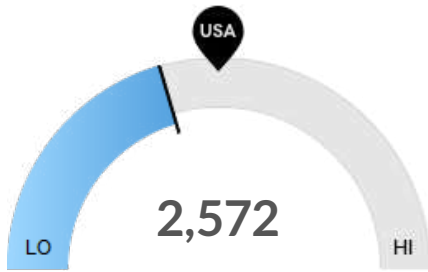
### Unemployment Rate Trends

Crawford County, WI had a July 2017 unemployment rate of 3.69%, **decreasing from 8.47%** 5 years before.



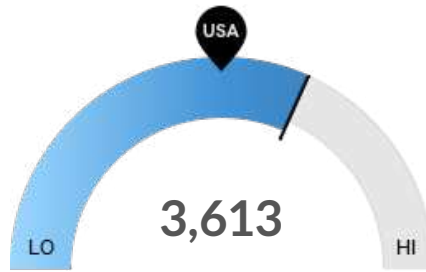
Timeframe	Unemployment Rate
2012	8.47%
2013	8.18%
2014	7.10%
2015	5.87%
2016	5.02%
January - April 2017	5.72%
May 2017	3.11%
June 2017	3.63%
July 2017	3.69%

## Population Characteristics



**Millennials**

Crawford County, WI has 2,572 millennials (ages 20-34). The national average for an area this size is 3,387.



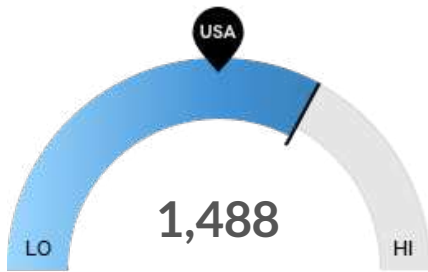
**Retiring Soon**

Retirement risk is high in Crawford County, WI. The national average for an area this size is 2,487 people 65 or older, while there are 3,613 here.



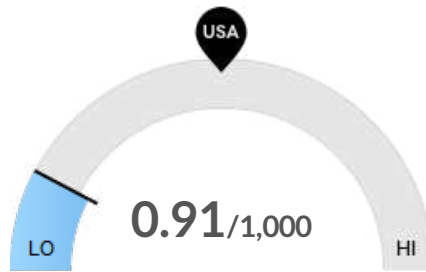
**Racial Diversity**

Racial diversity is low in Crawford County, WI. The national average for an area this size is 6,322 racially diverse people, while there are 856 here.



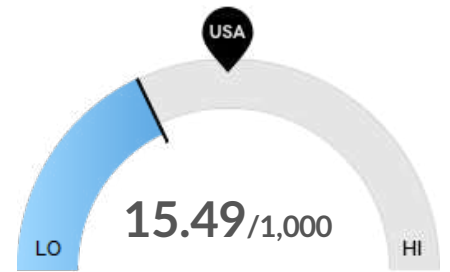
**Veterans**

Crawford County, WI has 1,488 veterans. The national average for an area this size is 962.



**Violent Crime**

Crawford County, WI has 0.91 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



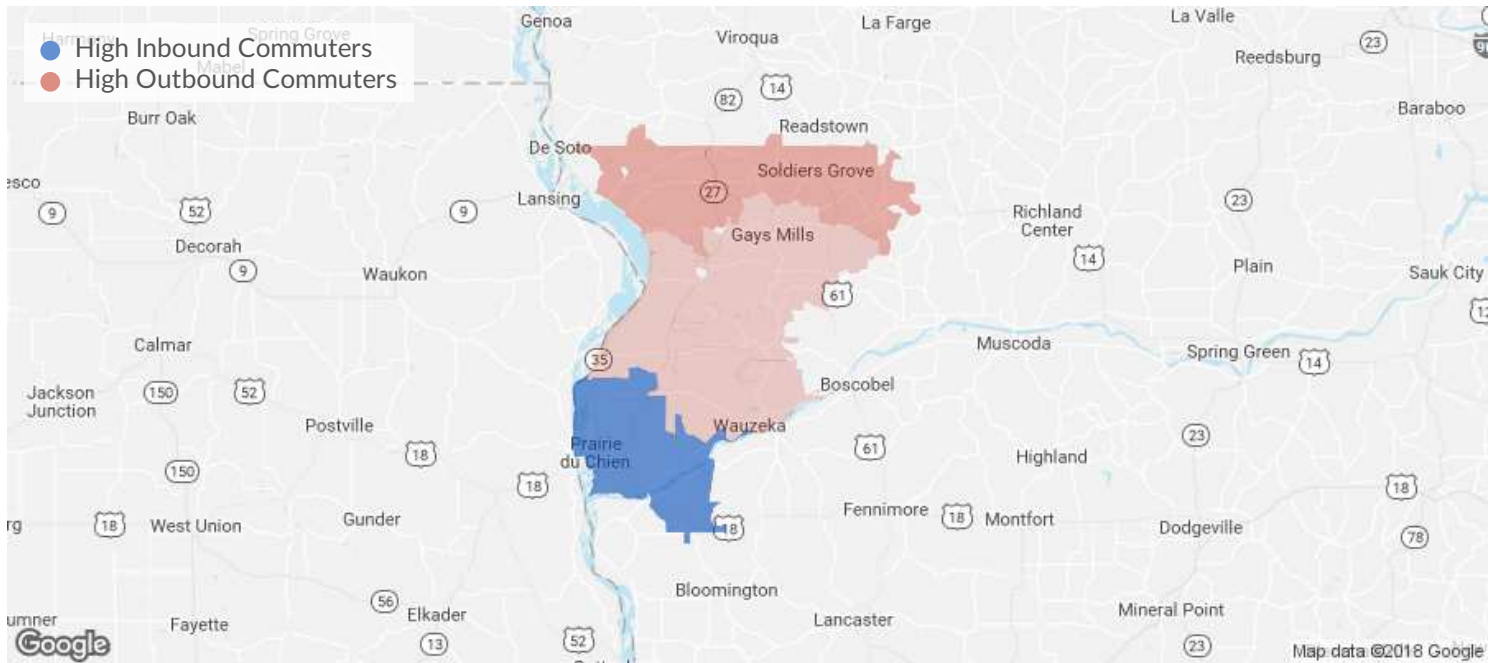
**Property Crime**

Crawford County, WI has 15.49 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

# Population Characteristics - Cont.

## Place of Work vs Place of Residence

Understanding where talent in Crawford County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

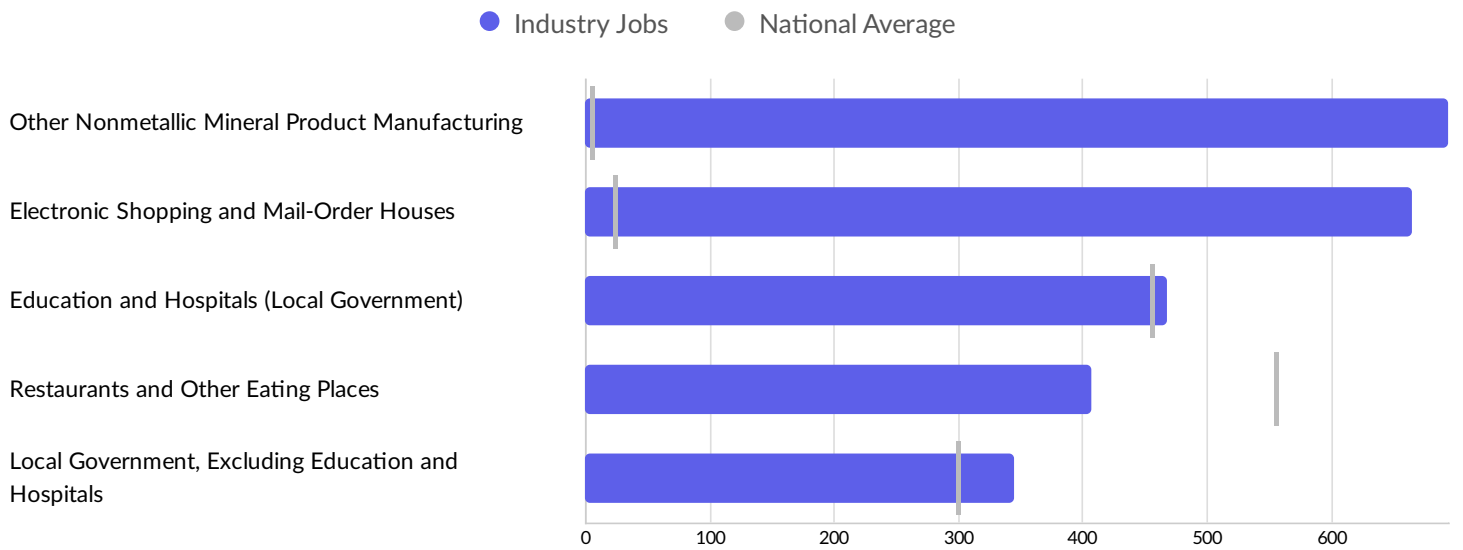
ZIP	Name	2017 Employment
53821	Prairie Du Chien, WI (i...	5,913
54631	Gays Mills, WI (in Craw...	1,131
54626	Eastman, WI (in Crawf...	632
54655	Soldiers Grove, WI (in ...	298
53826	Wauzeka, WI (in Crawf...	193

### Where Talent Lives

ZIP	Name	2017 Workers
53821	Prairie Du Chien, WI (i...	4,330
54631	Gays Mills, WI (in Craw...	1,139
54655	Soldiers Grove, WI (in ...	1,044
54626	Eastman, WI (in Crawf...	927
54628	Ferryville, WI (in Crawf...	628

# Industry Characteristics

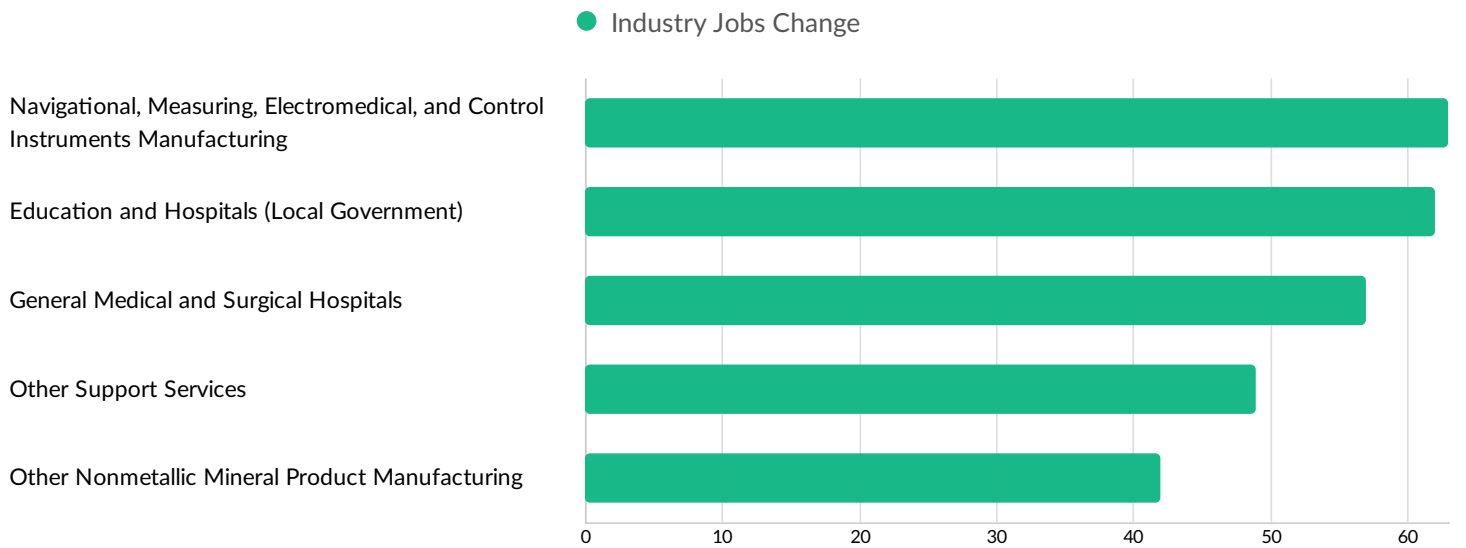
## Largest Industries



Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Other Nonmetallic Mineral Product Manufacturing	652	694	42	+6%	\$67,257
Electronic Shopping and Mail-Order Houses	634	665	31	+5%	\$37,847
Education and Hospitals (Local Government)	406	468	62	+15%	\$49,957
Restaurants and Other Eating Places	421	407	-14	-3%	\$15,253
Local Government, Excluding Education and Hospitals	331	345	14	+4%	\$48,153

## Industry Characteristics - Cont

### Top Growing Industries

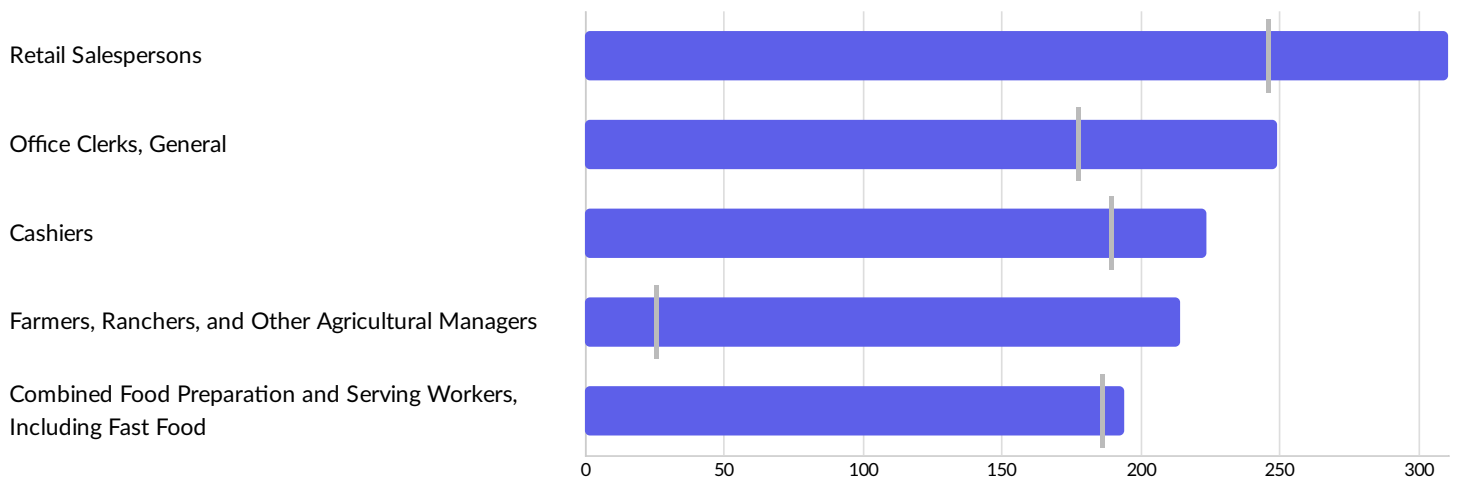


Industry	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2017 Earnings Per Worker
Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	174	237	63	+36%	\$49,564
Education and Hospitals (Local Government)	406	468	62	+15%	\$49,957
General Medical and Surgical Hospitals	241	298	57	+24%	\$69,183
Other Support Services	243	292	49	+20%	\$43,988
Other Nonmetallic Mineral Product Manufacturing	652	694	42	+6%	\$67,257

# Workforce Characteristics

## Largest Occupations

● Occupation Jobs ● National Average

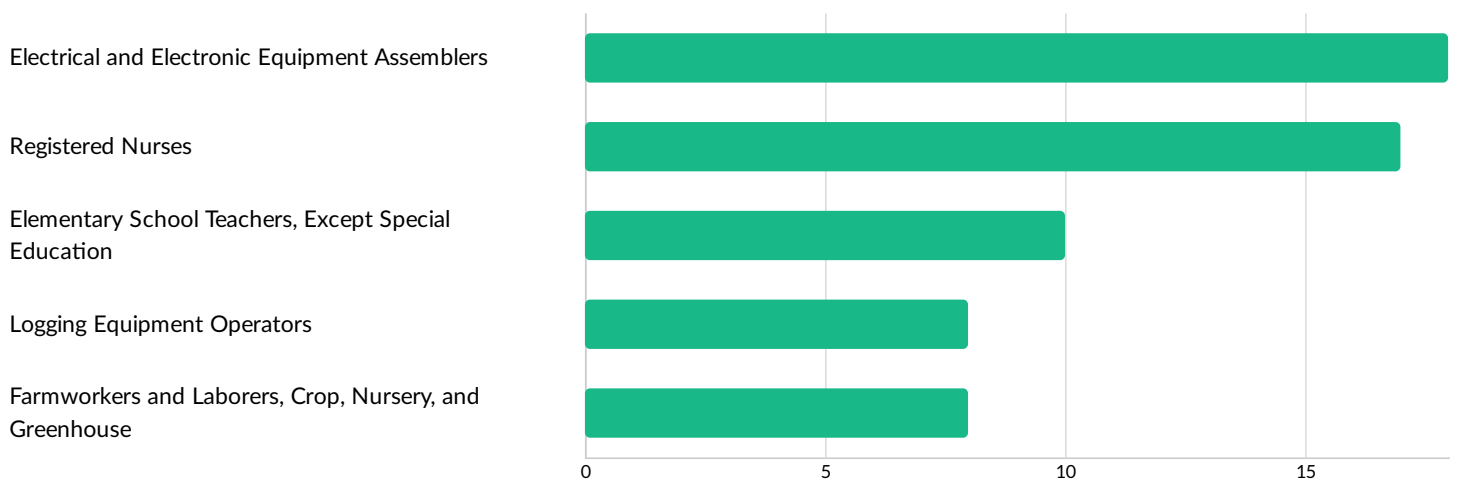


Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Retail Salespersons	409	311	-98	-24%	\$13.07
Office Clerks, General	243	249	6	+2%	\$14.63
Cashiers	244	224	-20	-8%	\$10.20
Farmers, Ranchers, and Other Agricultural Managers	242	214	-28	-12%	\$11.95
Combined Food Preparation and Serving Workers, Including Fast Food	190	194	4	+2%	\$9.22

## Workforce Characteristics - Cont

### Top Growing Occupations

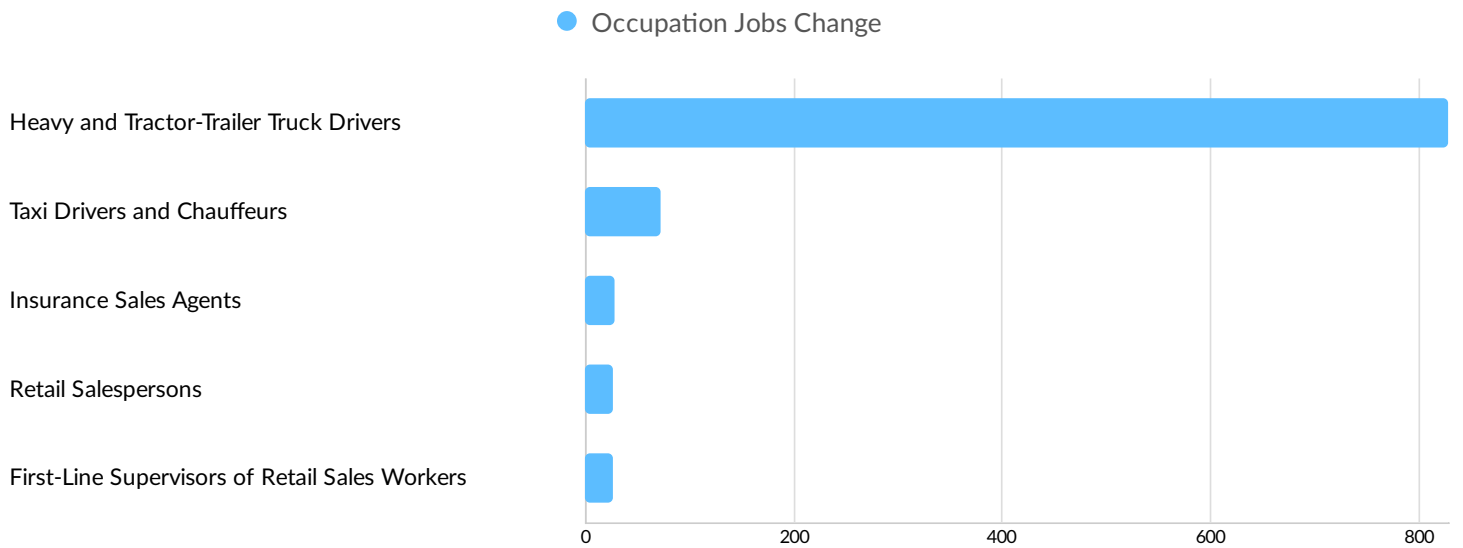
● Occupation Jobs Change



Occupation	2012 Jobs	2017 Jobs	Change in Jobs (2012-2017)	% Change	2016 Avg. Hourly Earnings
Electrical and Electronic Equipment Assemblers	35	53	18	+51%	\$14.25
Registered Nurses	110	127	17	+15%	\$31.96
Elementary School Teachers, Except Special Education	100	110	10	+10%	\$21.39
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	92	100	8	+9%	\$12.87
Logging Equipment Operators	18	26	8	+44%	\$16.45

## Workforce Characteristics

### Top Posted Occupations



Occupation	Jan 2017 Unique Postings	Dec 2017 Unique Postings	Jan 2017 - Dec 2017 Avg. Unique	2016 Avg. Hourly Earnings
Heavy and Tractor-Trailer Truck Drivers	213	829	378	\$18.06
Taxi Drivers and Chauffeurs	41	73	23	\$9.15
Insurance Sales Agents	30	28	16	\$25.35
First-Line Supervisors of Retail Sales Workers	29	27	30	\$18.20
Retail Salespersons	11	27	19	\$13.07



## Educational Pipeline

Over the last 5 years, no schools in Crawford County, WI produced graduates.