



# Crawford County, WI

Mississippi River Regional Planning Commission



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La Crosse, Wisconsin 54601

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## Report Parameters

### 1 County

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55023 Crawford County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**16,233**

**Population (2019)**

Population **decreased by 114** over the last 5 years and is projected to **decrease by 87** over the next 5 years.

**8,408**

**Total Regional Employment**

Jobs **grew by 15** over the last 5 years and are projected to **grow by 160** over the next 5 years.

**\$47.3K**

**Median Household Income (2017)**

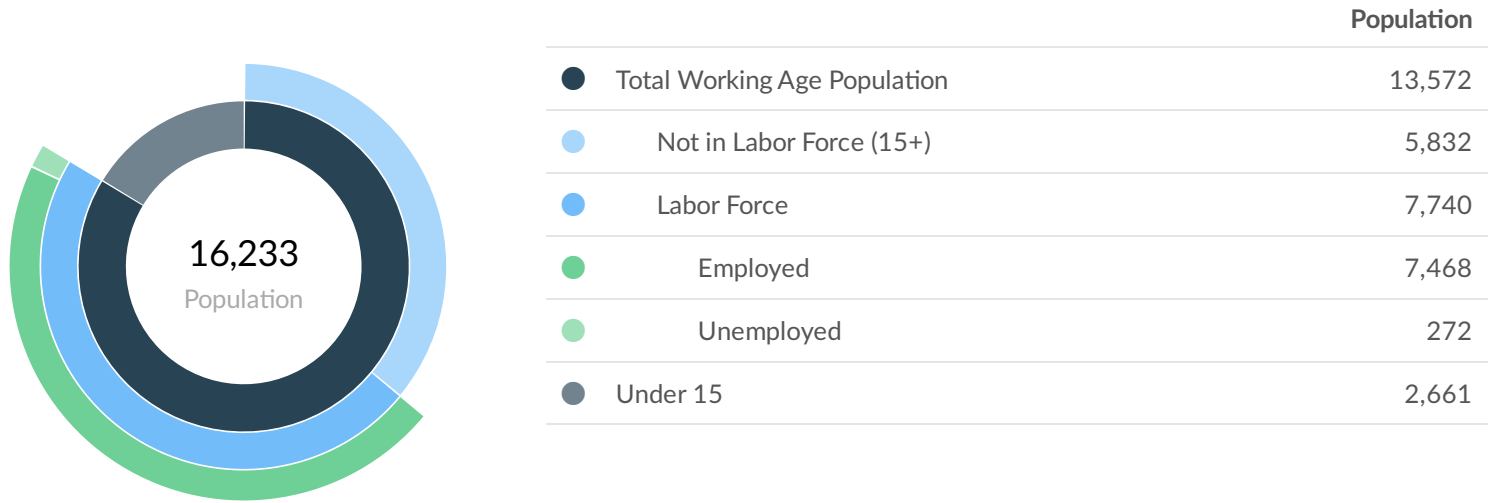
Median household income is **\$10.3K below** the national median household income of \$57.7K.

## Takeaways

- As of 2019 the region's population **declined by 0.7%** since 2014, falling by 114. Population is expected to **decrease by 0.5%** between 2019 and 2024, losing 87.
- From 2014 to 2019, jobs **increased by 0.2%** in Crawford County, WI from 8,393 to **8,408**. This change **fell short of the national growth rate of 6.9% by 6.7%**. As the number of jobs increased, the **labor force participation rate decreased from 59.4% to 57.0% between 2014 and 2019**.
- Concerning educational attainment, **11.6% of Crawford County, WI residents possess a Bachelor's Degree** (7.2% below the national average), and **10.6% hold an Associate's Degree** (2.6% above the national average).
- The top three industries in 2019 are Other Nonmetallic Mineral Product Manufacturing, Electronic Shopping and Mail-Order Houses, and Education and Hospitals (Local Government).

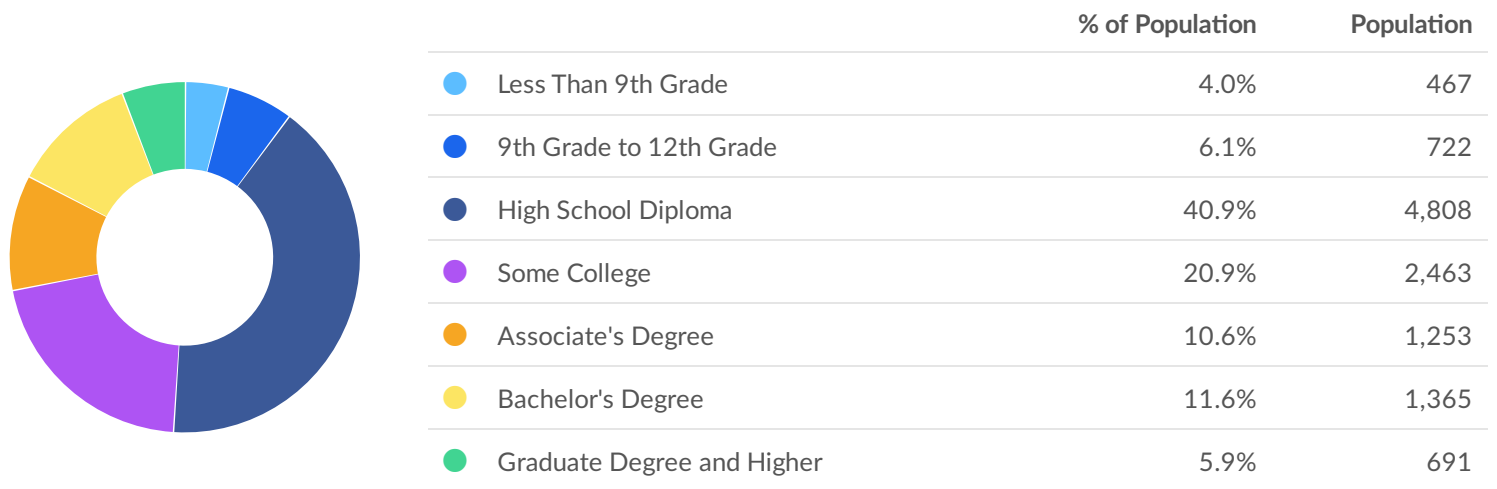
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	16,233	7,740	8,408	99.3	\$890.53M	\$1.17B	\$1.31B
La Crosse, WI (in La Crosse county) (ZIP 54601)	50,333	N/A	40,144	99.5	\$3.81B	\$4.14B	\$5.02B
Vernon County, WI	30,942	15,432	10,499	97.5	\$975.45M	\$1.69B	\$1.09B

## 2019 Labor Force Breakdown



## Educational Attainment

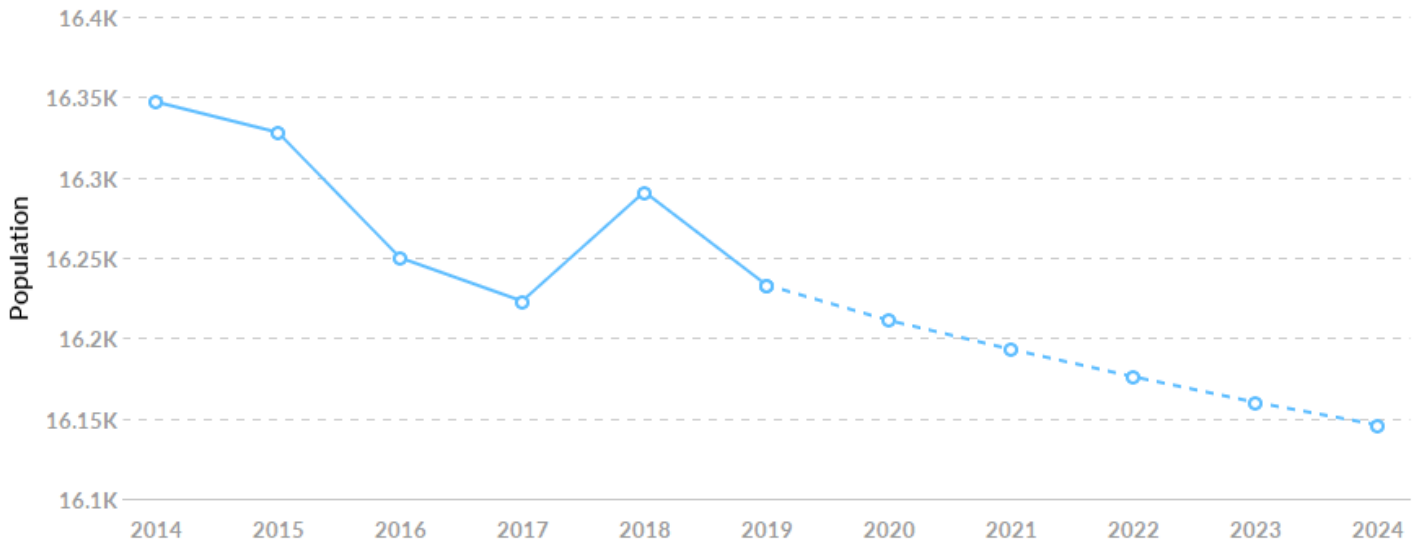
Concerning educational attainment, **11.6% of Crawford County, WI residents possess a Bachelor's Degree** (7.2% below the national average), and **10.6% hold an Associate's Degree** (2.6% above the national average).



# Historic & Projected Trends

## Population Trends

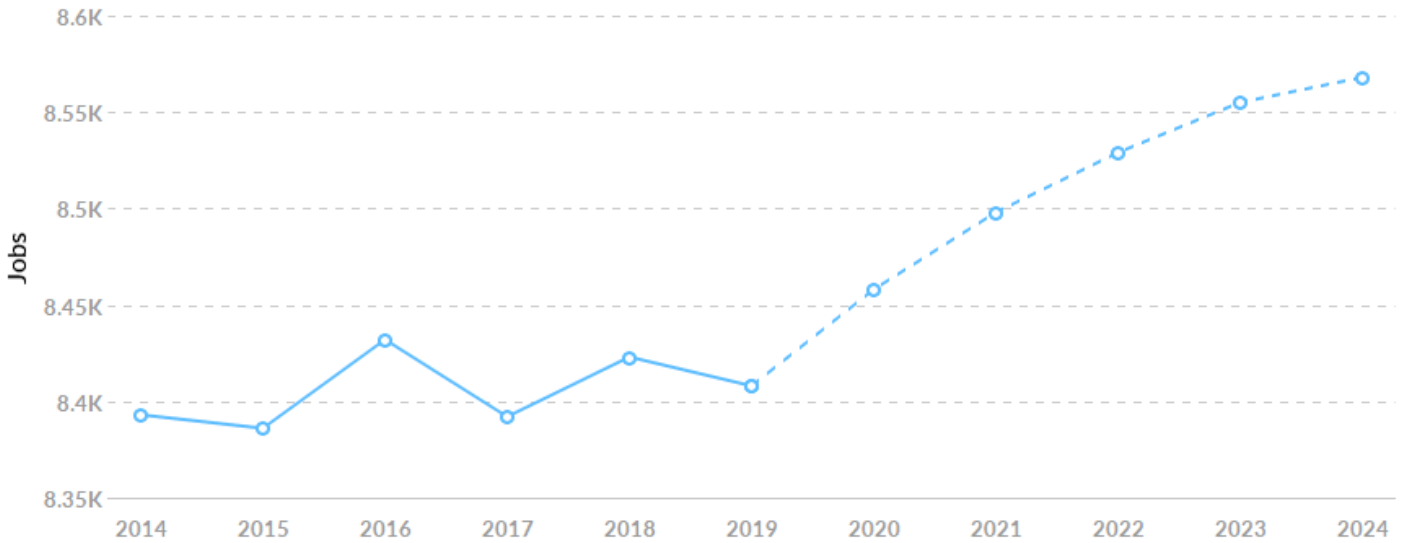
As of 2019 the region's population **declined by 0.7%** since 2014, falling by 114. Population is expected to **decrease by 0.5%** between 2019 and 2024, losing 87.



Timeframe	Population
2014	16,347
2015	16,328
2016	16,250
2017	16,223
2018	16,291
2019	16,233
2020	16,211
2021	16,193
2022	16,176
2023	16,160
2024	16,146

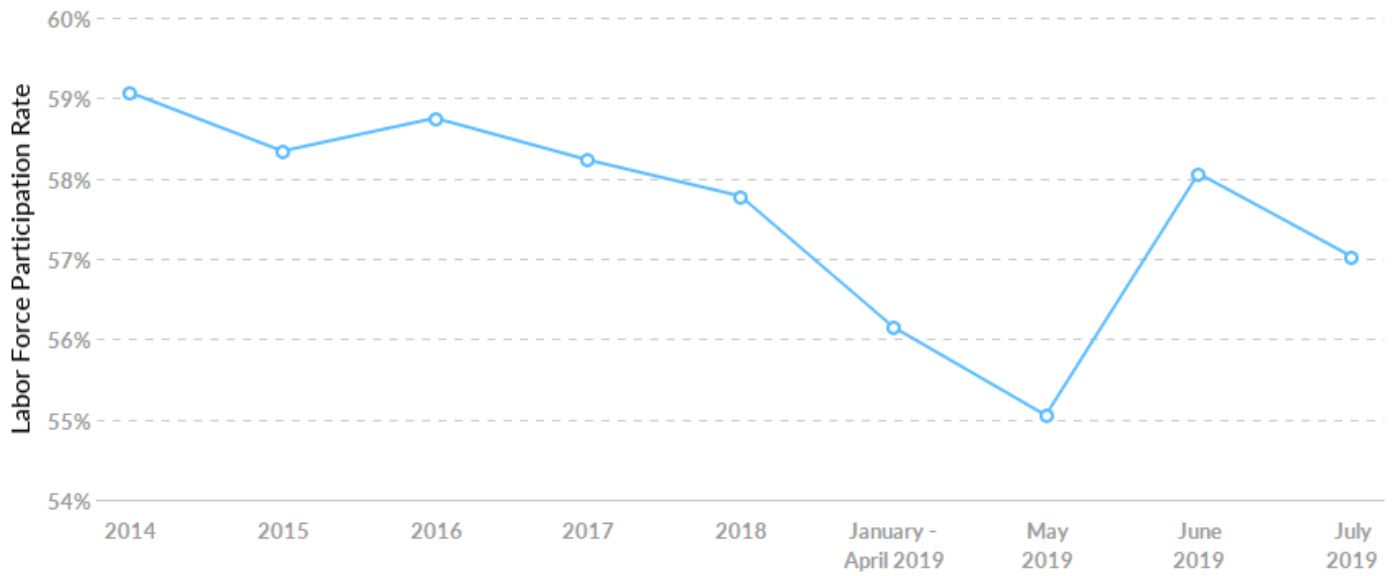
## Job Trends

From 2014 to 2019, jobs increased by 0.2% in Crawford County, WI from 8,393 to 8,408. This change fell short of the national growth rate of 6.9% by 6.7%.



Timeframe	Jobs
2014	8,393
2015	8,386
2016	8,432
2017	8,392
2018	8,423
2019	8,408
2020	8,458
2021	8,498
2022	8,529
2023	8,555
2024	8,568

## Labor Force Participation Rate Trends

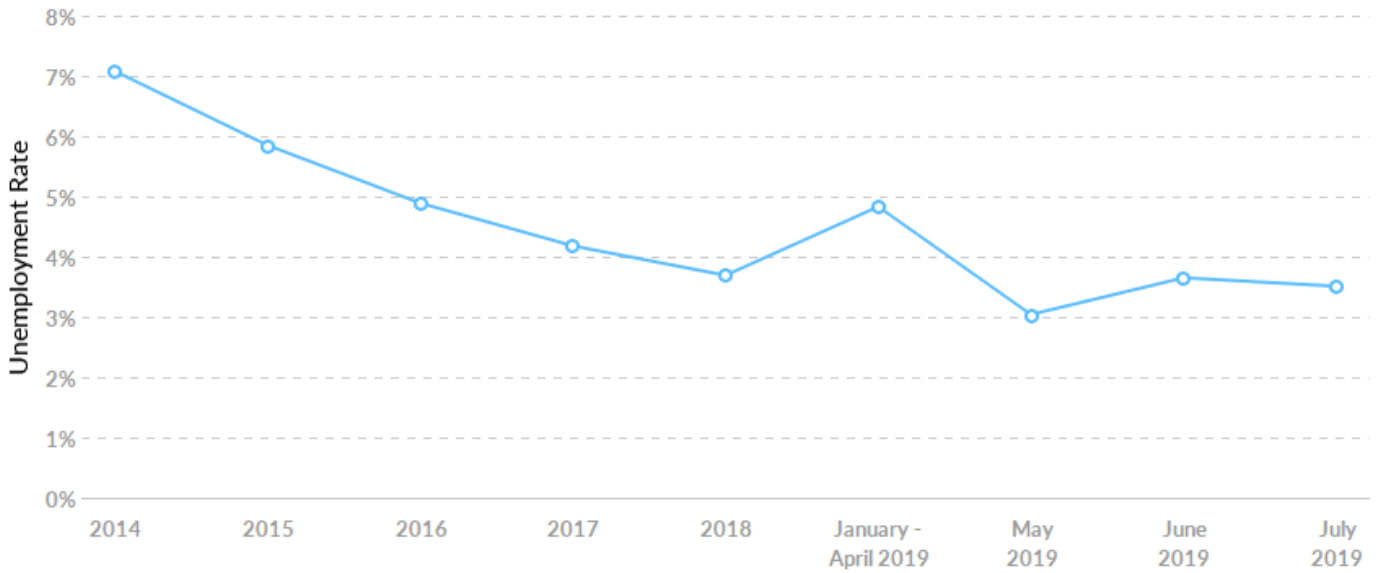


Timeframe	Labor Force Participation Rate
2014	59.07%
2015	58.34%
2016	58.75%
2017	58.23%
2018	57.78%
January - April 2019	56.15%
May 2019	55.05%
June 2019	58.06%
July 2019	57.03%



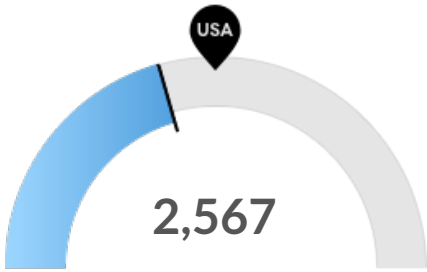
## Unemployment Rate Trends

Crawford County, WI had a July 2019 unemployment rate of 3.51%, **decreasing from 7.08%** 5 years before.



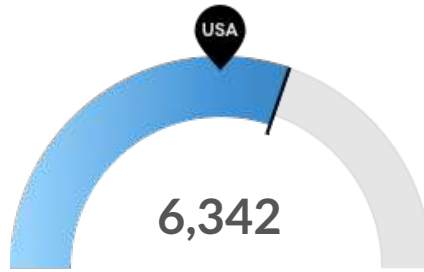
Timeframe	Unemployment Rate
2014	7.08%
2015	5.85%
2016	4.89%
2017	4.18%
2018	3.69%
January - April 2019	4.83%
May 2019	3.04%
June 2019	3.65%
July 2019	3.51%

## Population Characteristics



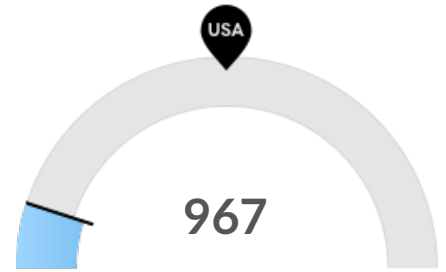
**Millennials**

Crawford County, WI has 2,567 millennials (ages 25-39). The national average for an area this size is 3,349.



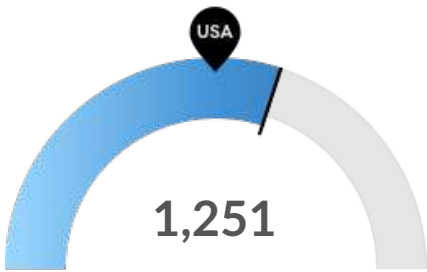
**Retiring Soon**

Retirement risk is high in Crawford County, WI. The national average for an area this size is 4,716 people 55 or older, while there are 6,342 here.



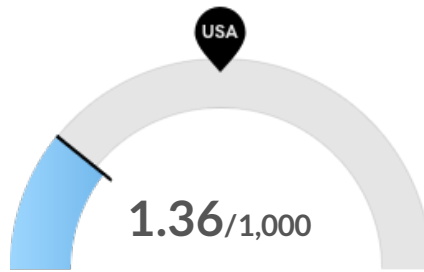
**Racial Diversity**

Racial diversity is low in Crawford County, WI. The national average for an area this size is 6,454 racially diverse people, while there are 967 here.



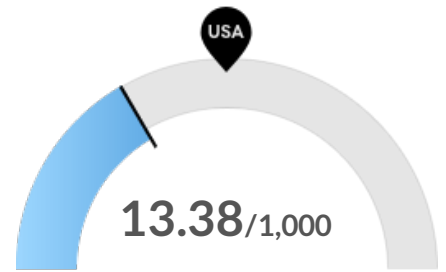
**Veterans**

Crawford County, WI has 1,251 veterans. The national average for an area this size is 945.



**Violent Crime**

Crawford County, WI has 1.36 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

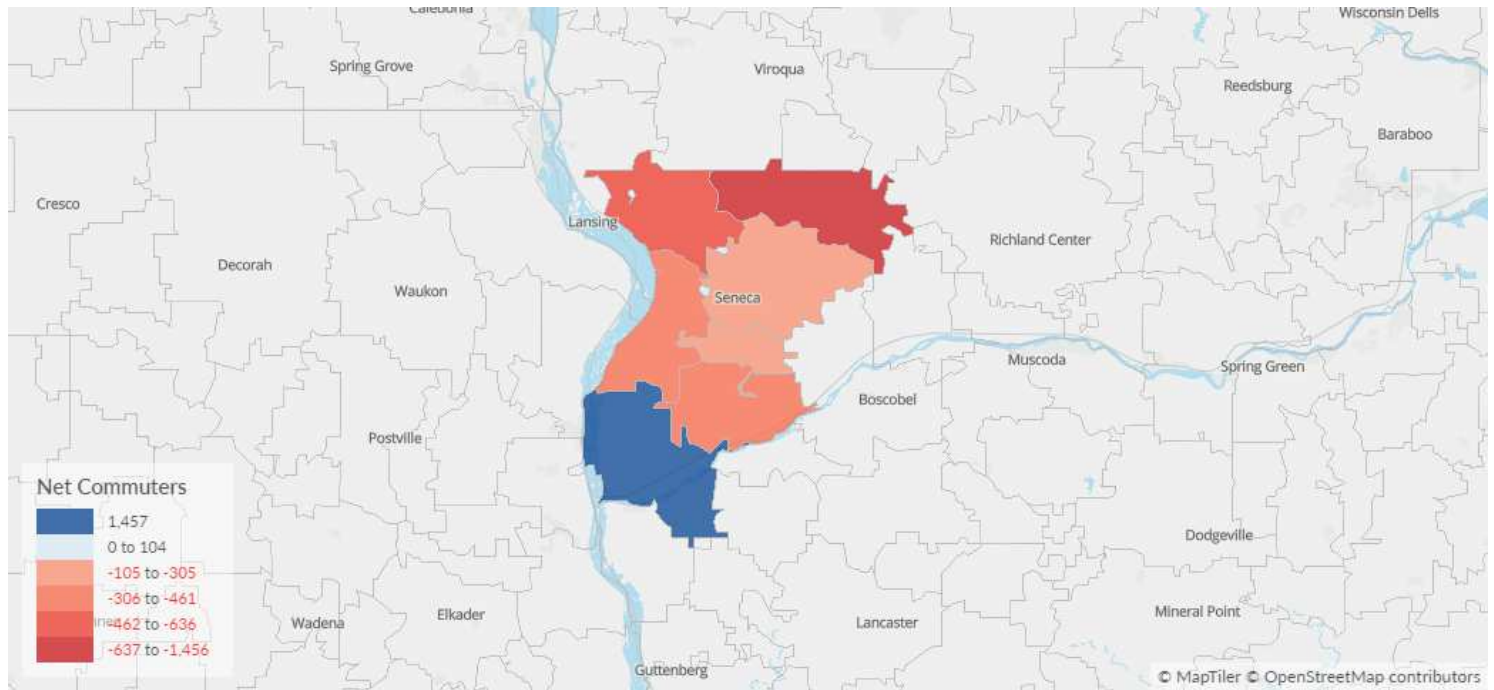


**Property Crime**

Crawford County, WI has 13.38 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

## 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

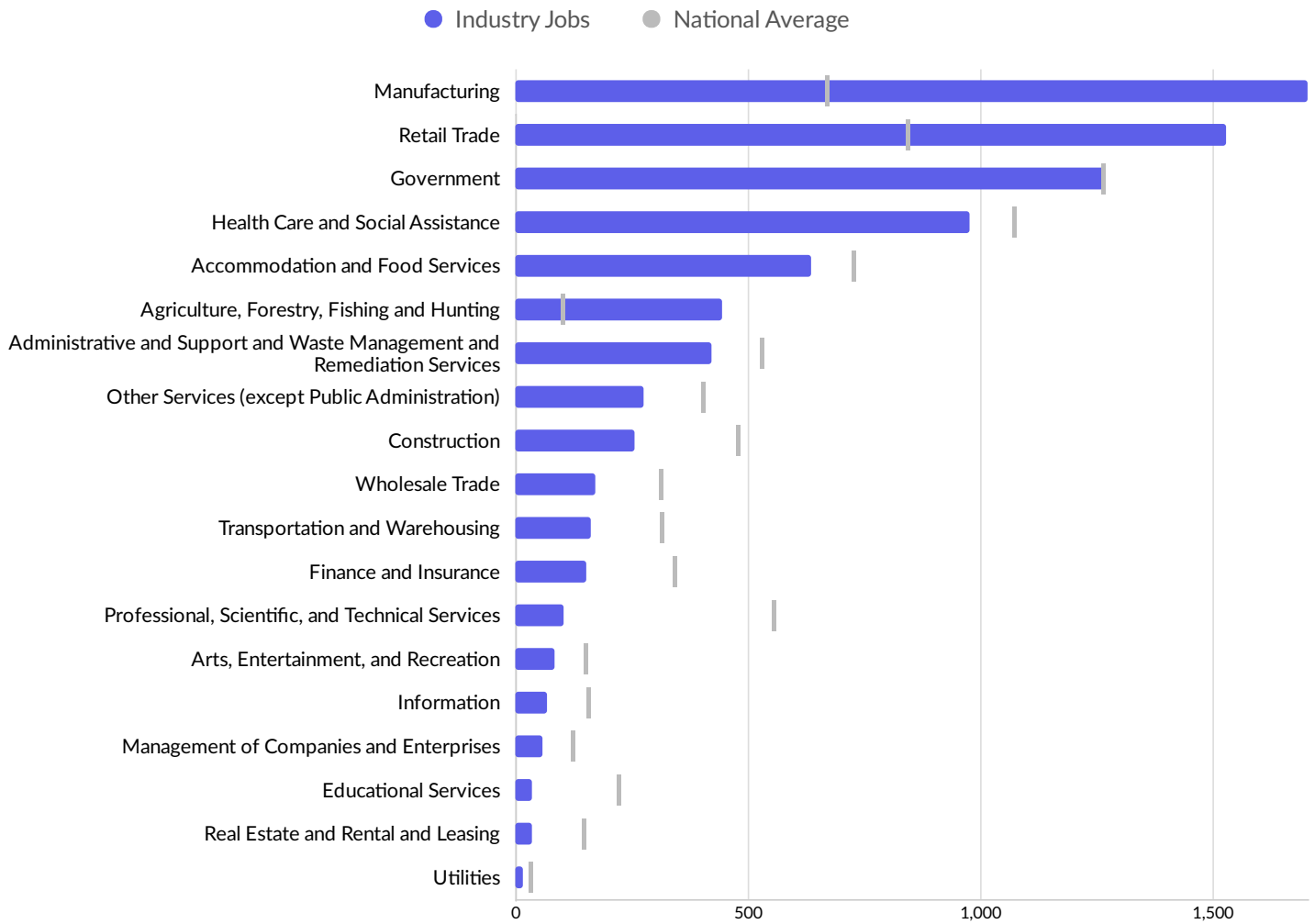
ZIP	Name	2019 Employment
53821	Prairie Du Chien, WI (in...	5,928
54631	Gays Mills, WI (in Craw...	1,058
54626	Eastman, WI (in Crawfo...	535
54655	Soldiers Grove, WI (in C...	360
53826	Wauzeka, WI (in Crawfo...	238

### Where Talent Lives

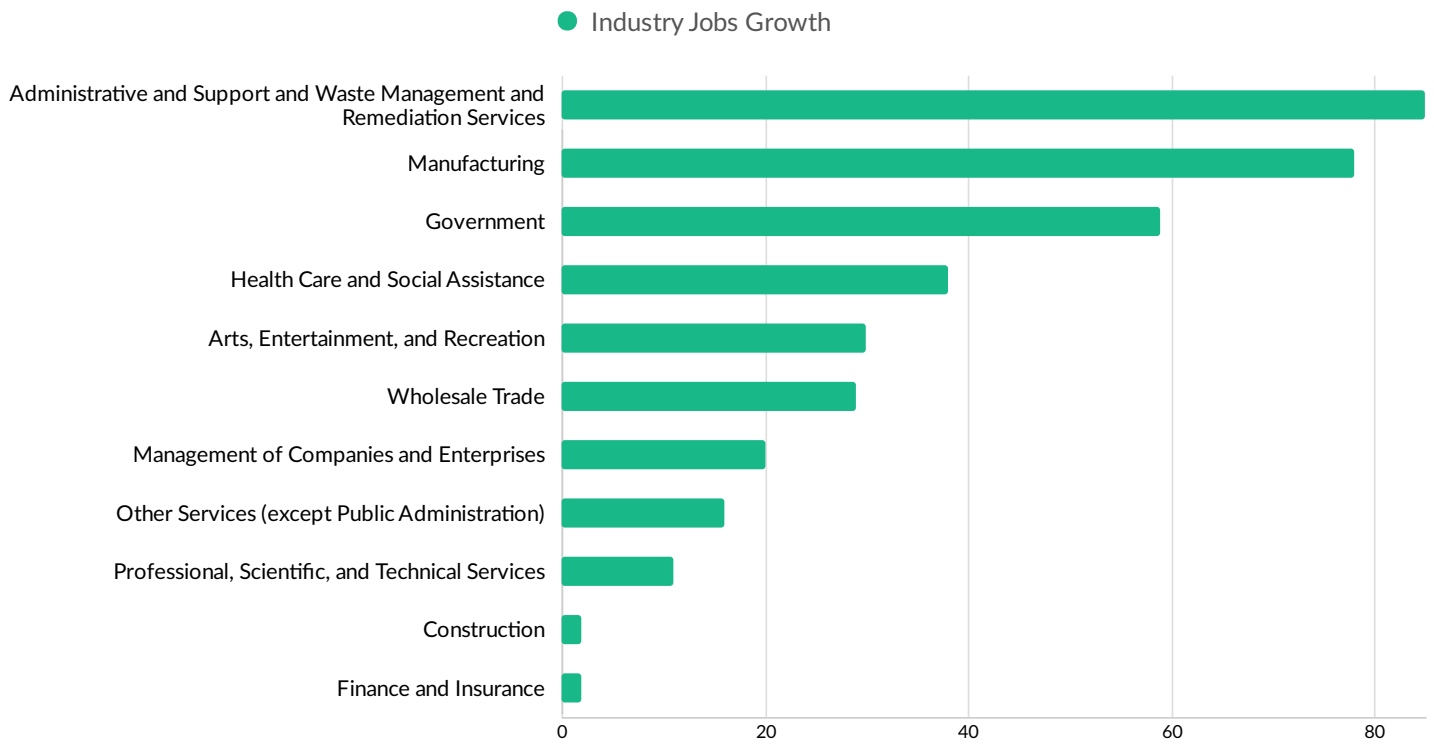
ZIP	Name	2019 Workers
53821	Prairie Du Chien, WI (in...	4,471
54631	Gays Mills, WI (in Craw...	1,163
54655	Soldiers Grove, WI (in C...	998
54626	Eastman, WI (in Crawfo...	841
54628	Ferryville, WI (in Crawfo...	592

# Industry Characteristics

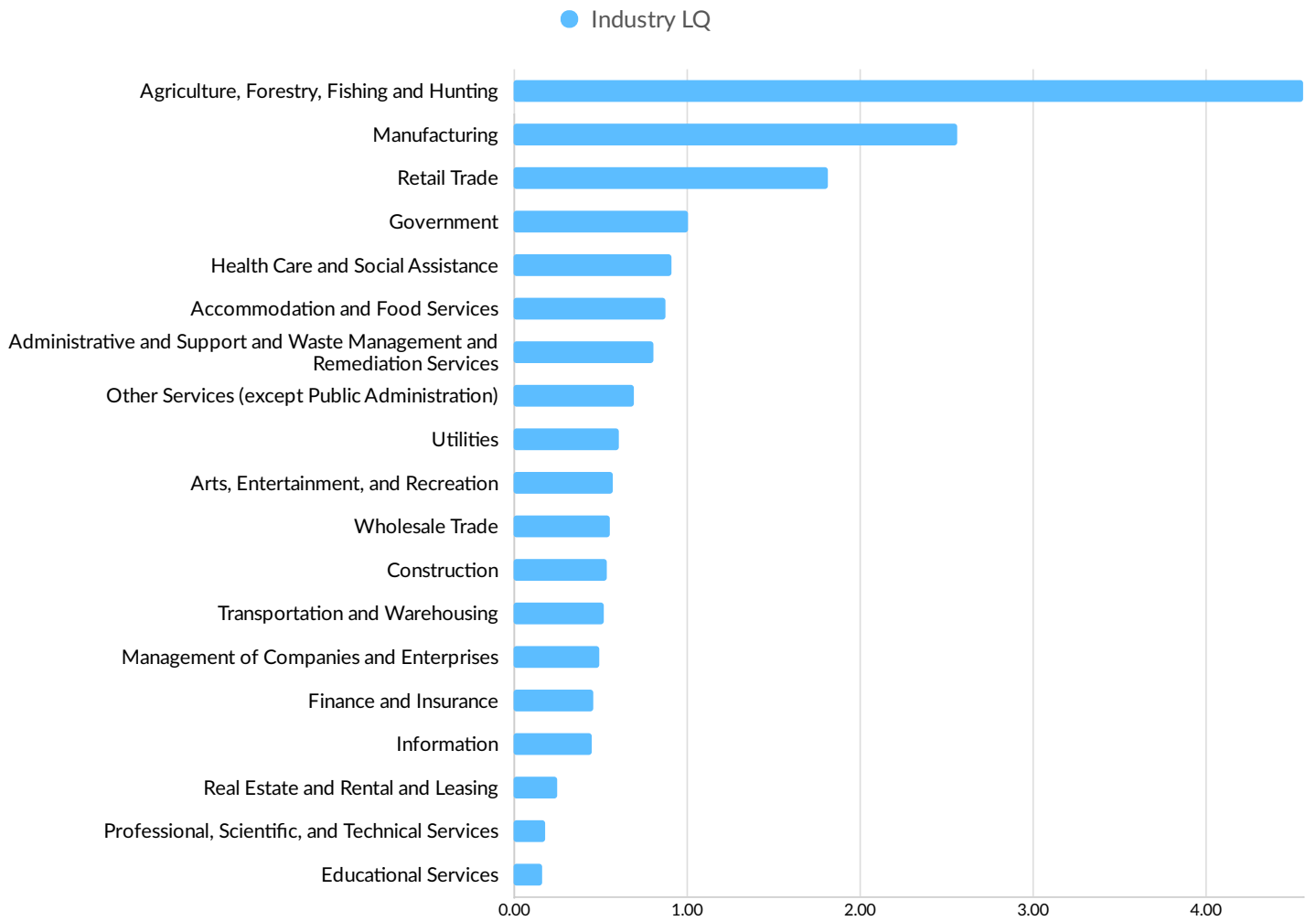
## Largest Industries



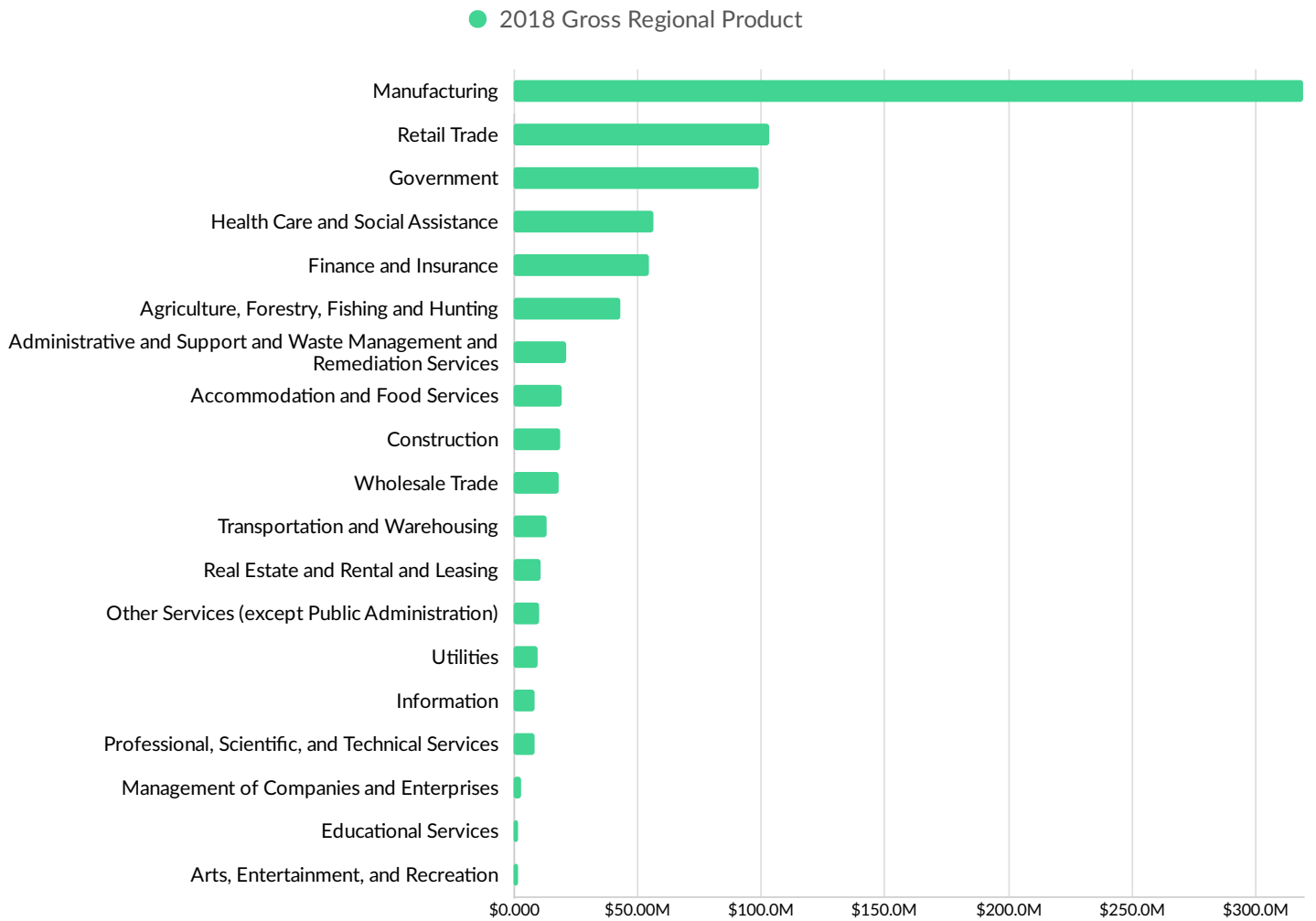
## Top Growing Industries



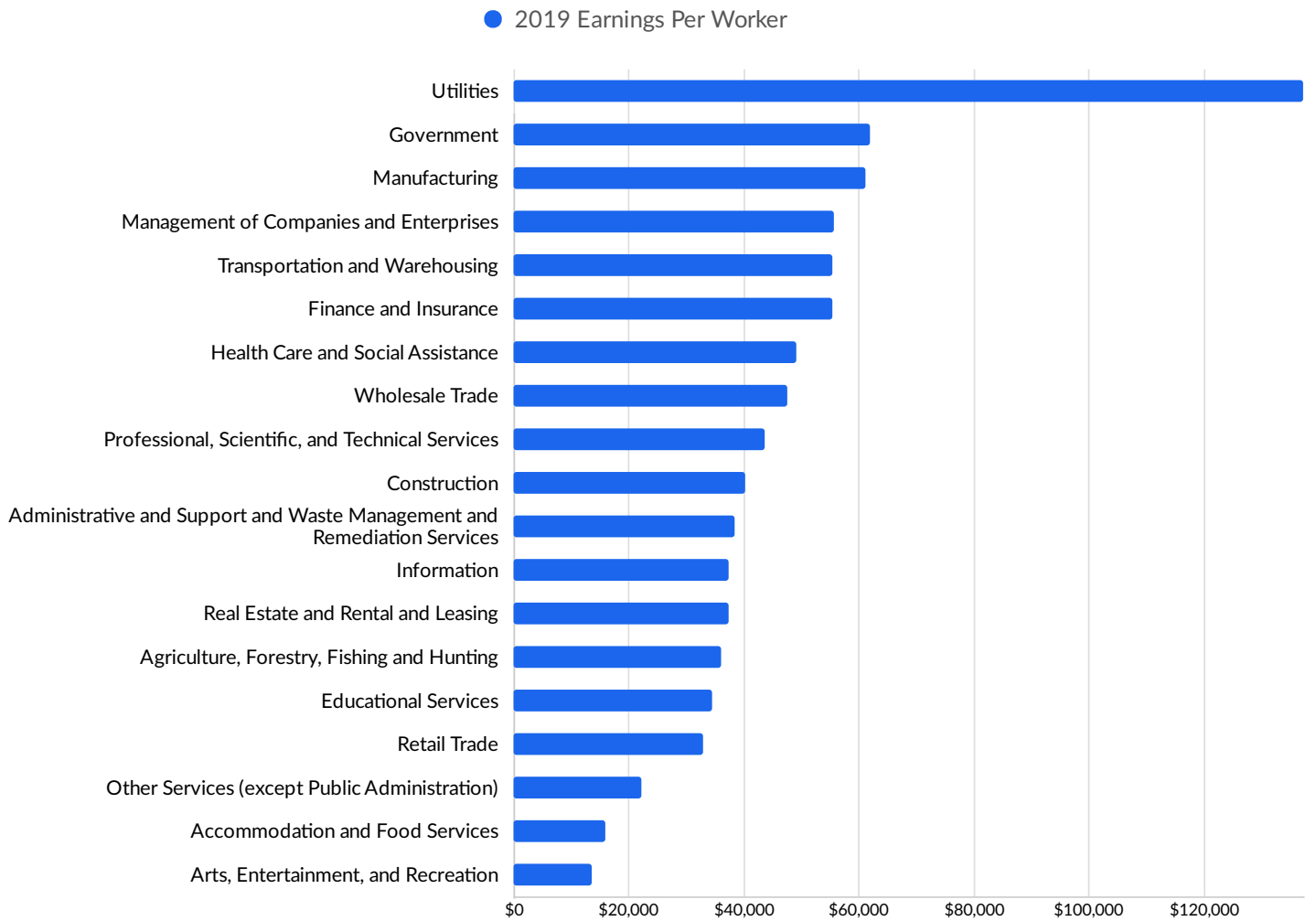
## Top Industry LQ



## Top Industry GRP



## Top Industry Earnings










Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2018 GRP
Manufacturing	1,625	1,703	78	+5%	2.56	\$61,205	\$319.62M
Retail Trade	1,784	1,529	-255	-14%	1.82	\$33,064	\$103.50M
Government	1,210	1,269	59	+5%	1.01	\$62,012	\$98.96M
Health Care and Social Assistance	937	975	38	+4%	0.91	\$49,069	\$56.37M
Accommodation and Food Services	674	635	-39	-6%	0.88	\$16,007	\$19.25M
Agriculture, Forestry, Fishing and Hunting	451	444	-7	-2%	4.56	\$36,189	\$43.38M
Administrative and Support and Waste Management and Remediation Services	338	423	85	+25%	0.81	\$38,444	\$21.58M
Other Services (except Public Administration)	260	276	16	+6%	0.69	\$22,153	\$10.13M
Construction	254	256	2	+1%	0.54	\$40,299	\$18.63M
Wholesale Trade	141	170	29	+21%	0.55	\$47,583	\$17.98M
Transportation and Warehousing	173	162	-11	-6%	0.52	\$55,488	\$13.38M
Finance and Insurance	152	154	2	+1%	0.46	\$55,414	\$54.57M
Professional, Scientific, and Technical Services	92	103	11	+12%	0.19	\$43,536	\$8.28M
Arts, Entertainment, and Recreation	54	84	30	+56%	0.58	\$13,587	\$1.58M
Information	78	70	-8	-10%	0.45	\$37,497	\$8.50M
Management of Companies and Enterprises	40	60	20	+50%	0.50	\$55,712	\$3.21M
Educational Services	64	36	-28	-44%	0.16	\$34,546	\$1.61M
Real Estate and Rental and Leasing	42	35	-7	-17%	0.25	\$37,367	\$10.88M
Utilities	18	17	-1	-6%	0.61	\$137,257	\$9.50M

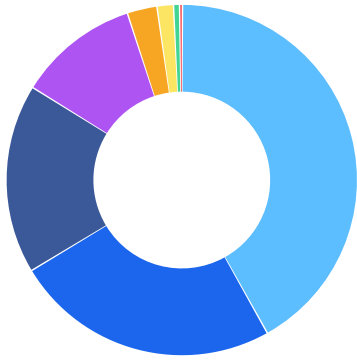
## Business Characteristics

### 962 Companies Employ Your Workers

Online profiles for your workers mention 962 companies as employers, with the top 10 appearing below. In the last 12 months, 546 companies in Crawford County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
3M Company	70 	CRST International, Inc.	325 
Cabela's Incorporated	55 	Platinum Supplemental Insuranc...	146 
Prairie Du Chien School District	34 	Crossing Rivers Management	105 
Gundersen Health System	29 	U.S. Xpress, Inc.	99 
Wal-Mart Stores, Inc.	26 	HomeAdvisor, Inc.	97 
Prairie Du Chien Memorial Hosp...	23 	Telereach Inc	90 
Prairie Industries, Inc.	21 	Gundersen Health System	72 
Prairie Du Chien High Schools	19 	Roehl Transport, Inc.	66 
Mantas Educational Consulting	18 	CompHealth, Inc.	56 
Lori Knapp Inc	14 	3M Company	53 

## Business Size

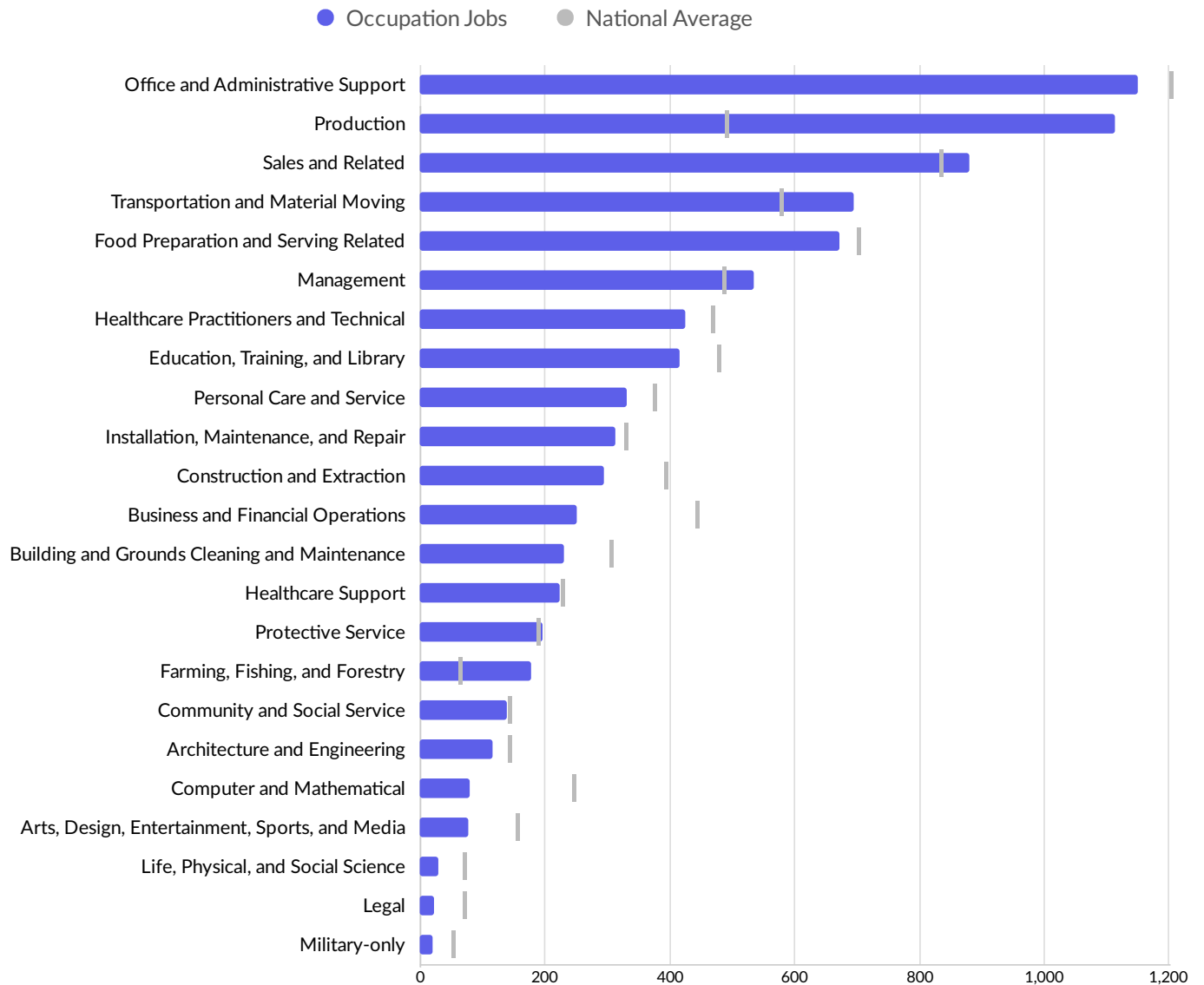


	Percentage	Business Count
1 to 4 employees	41.8%	304
5 to 9 employees	24.5%	178
10 to 19 employees	17.5%	127
20 to 49 employees	11.1%	81
50 to 99 employees	2.8%	20
100 to 249 employees	1.5%	11
250 to 499 employees	0.6%	4
500+ employees	0.3%	2

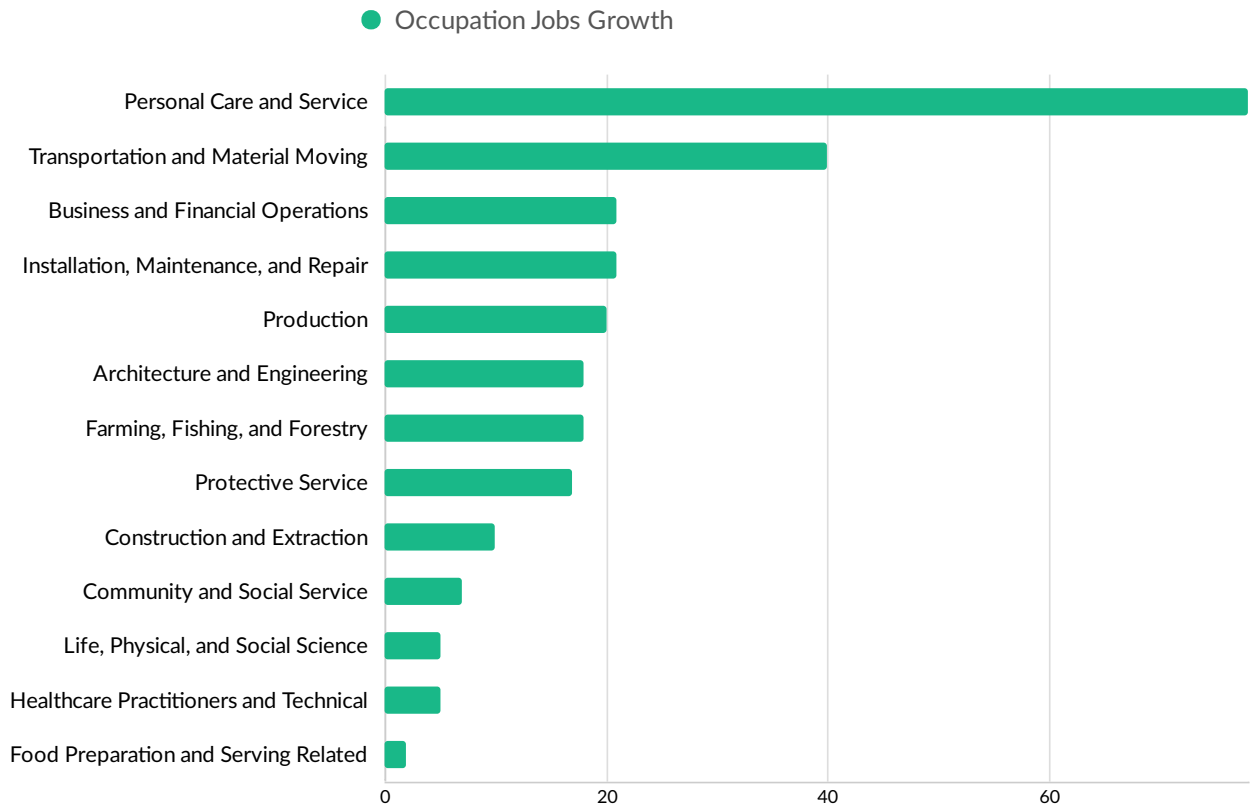
*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

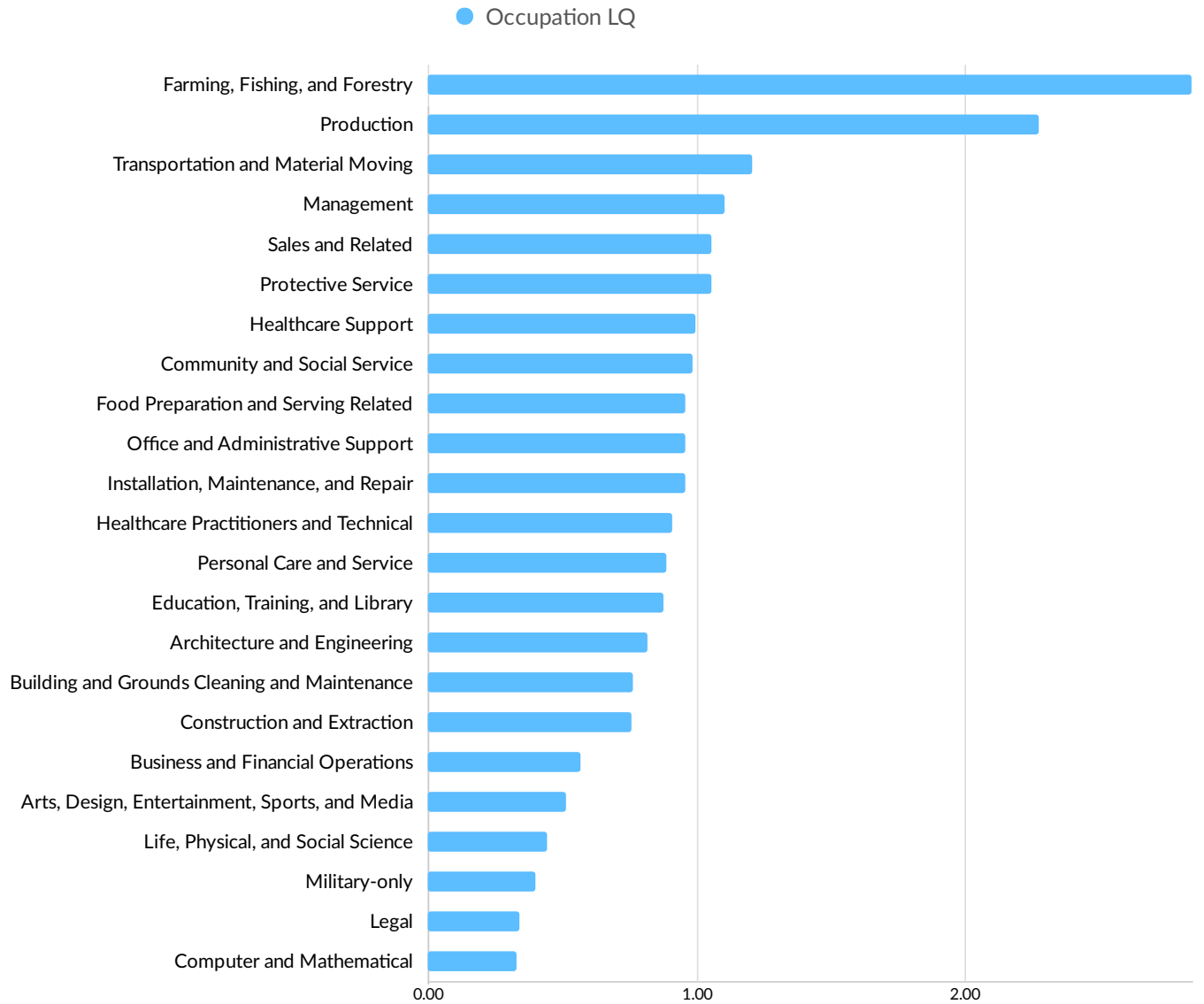
## Largest Occupations



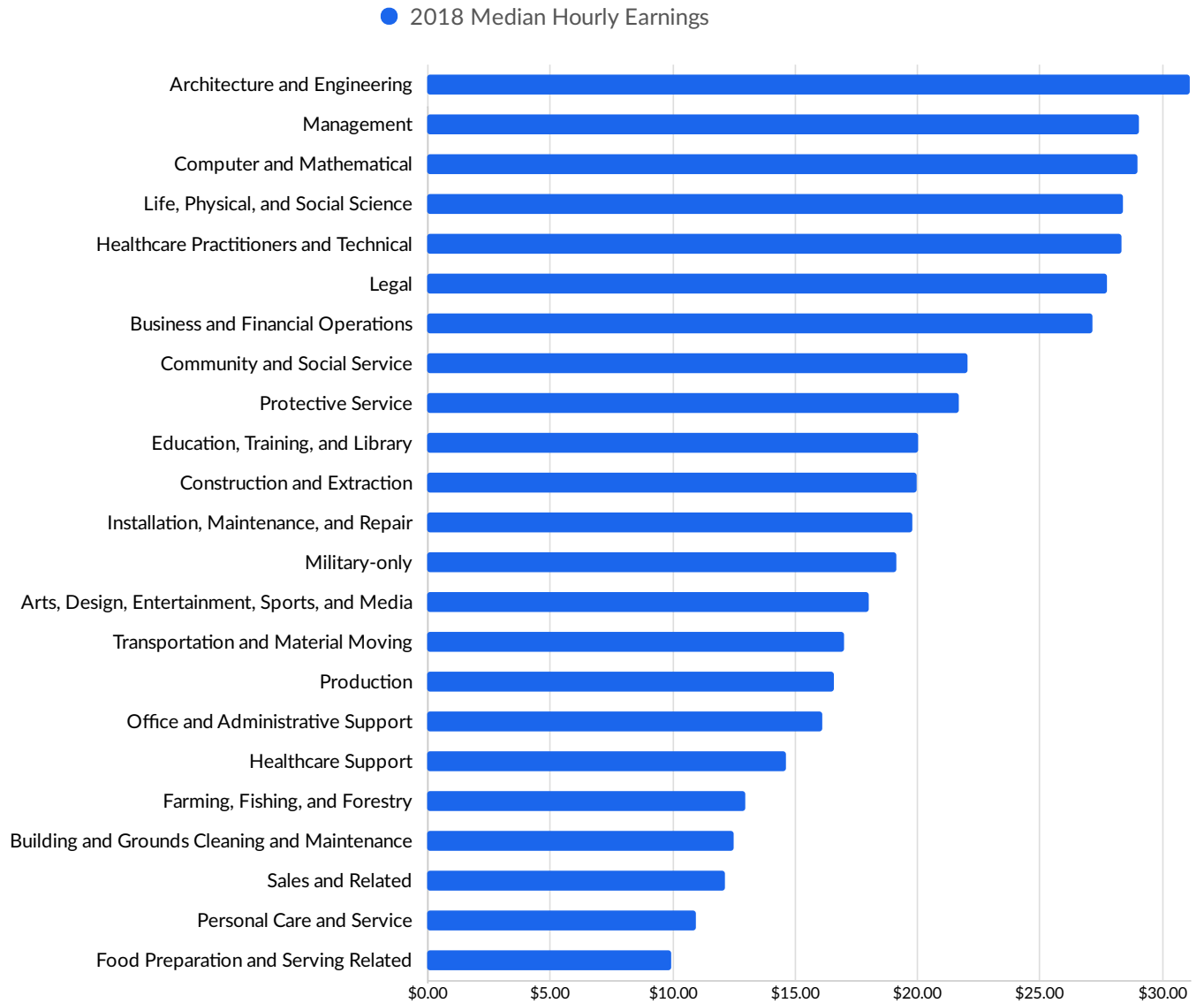
## Top Growing Occupations



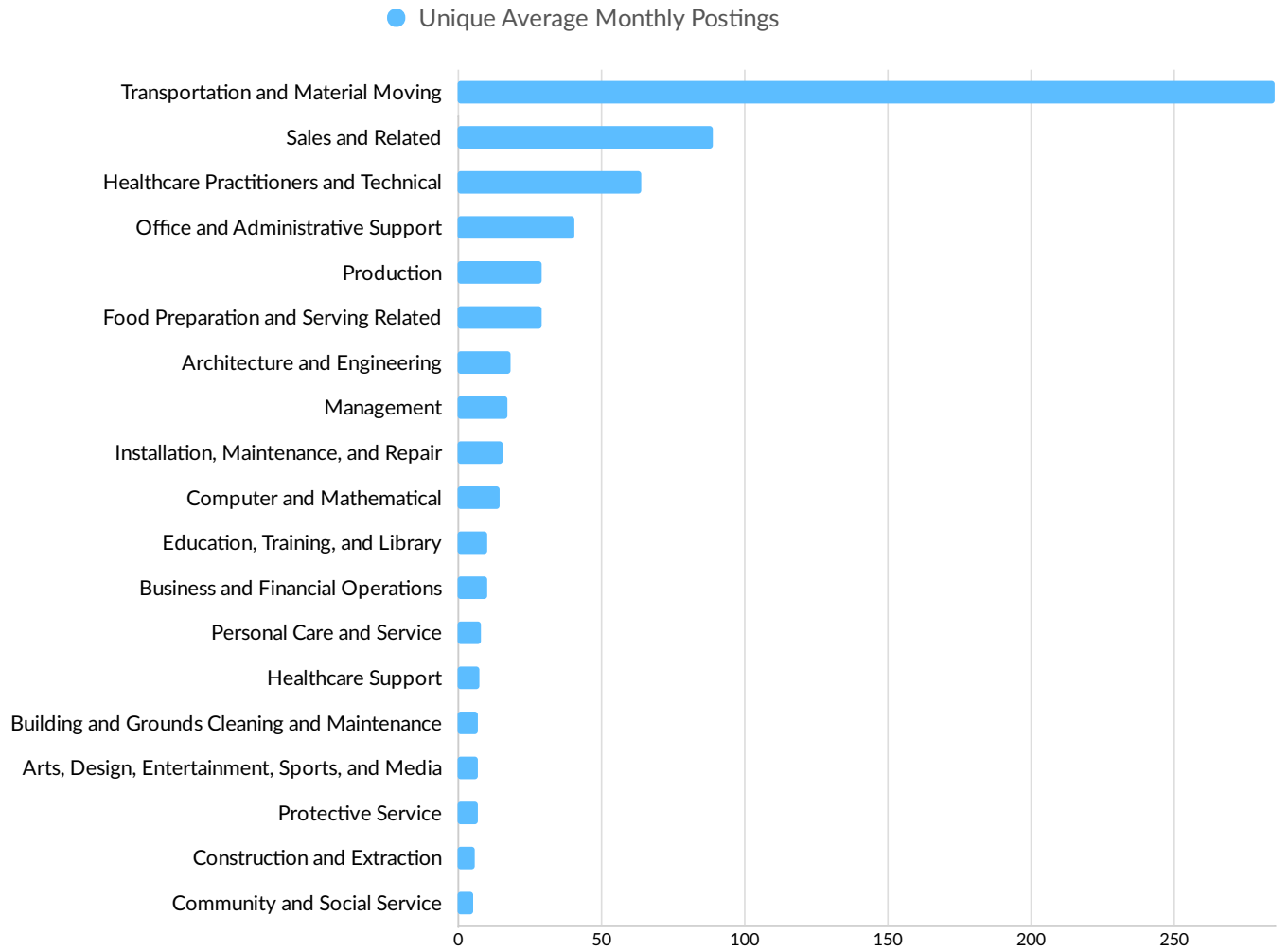
## Top Occupation LQ



## Top Occupation Earnings

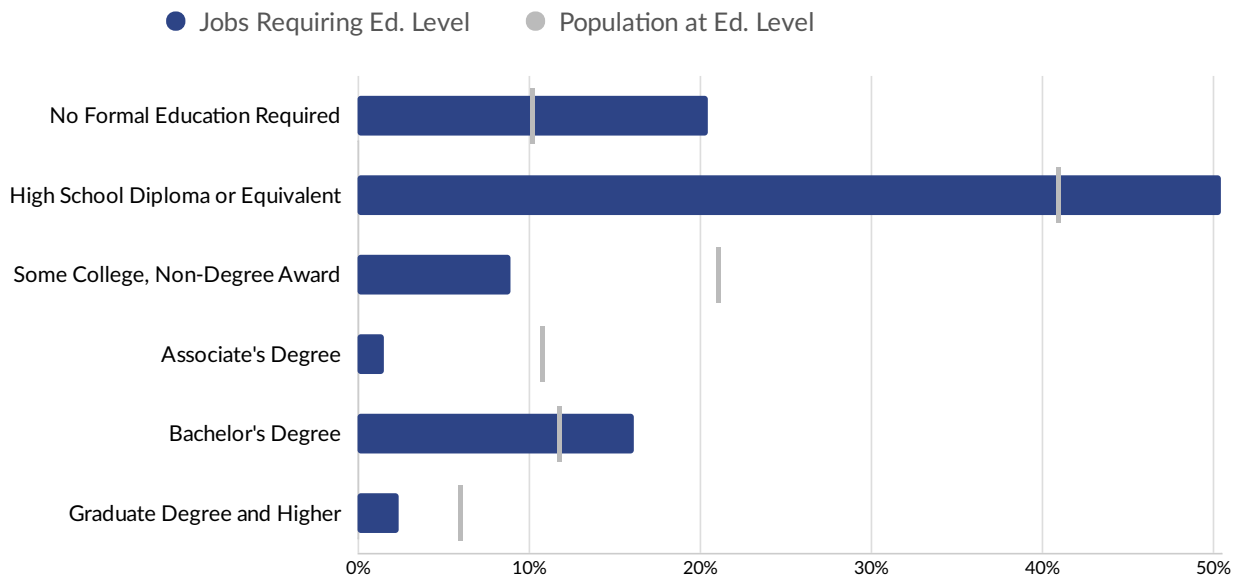


## Top Posted Occupations





## Underemployment



Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Office and Administrative Support	1,290	1,152	-138	-11%	0.96	\$16.16	41
Production	1,094	1,114	20	+2%	2.27	\$16.59	30
Sales and Related	926	881	-45	-5%	1.06	\$12.14	89
Transportation and Material Moving	656	696	40	+6%	1.21	\$17.03	285
Food Preparation and Serving Related	670	672	2	+0%	0.96	\$9.95	29
Management	558	535	-23	-4%	1.10	\$29.09	17
Healthcare Practitioners and Technical	420	425	5	+1%	0.91	\$28.35	64
Education, Training, and Library	423	417	-6	-1%	0.88	\$20.04	10
Personal Care and Service	254	332	78	+31%	0.89	\$10.96	8
Installation, Maintenance, and Repair	293	314	21	+7%	0.96	\$19.82	16
Construction and Extraction	286	296	10	+3%	0.76	\$19.97	6
Business and Financial Operations	231	252	21	+9%	0.57	\$27.18	10
Building and Grounds Cleaning and Maintenance	232	232	0	0%	0.76	\$12.49	7
Healthcare Support	241	225	-16	-7%	1.00	\$14.64	8
Protective Service	181	198	17	+9%	1.06	\$21.70	7
Farming, Fishing, and Forestry	160	178	18	+11%	2.85	\$12.98	0
Community and Social Service	133	140	7	+5%	0.99	\$22.07	5
Architecture and Engineering	98	116	18	+18%	0.82	\$31.15	18

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Computer and Mathematical	90	80	-10	-11%	0.33	\$28.99	15
Arts, Design, Entertainment, Sports, and Media	82	79	-3	-4%	0.51	\$18.06	7
Life, Physical, and Social Science	25	30	5	+20%	0.45	\$28.44	0
Legal	25	24	-1	-4%	0.34	\$27.78	1
Military-only	22	20	-2	-9%	0.40	\$19.15	0

## Educational Pipeline

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

# In-Demand Skills

