



Crawford County, WI

Mississippi River Regional Planning Commission



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La Crosse, Wisconsin 54601

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Report Parameters

1 County

55023 Crawford County, WI

Class of Worker

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

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

Economy Overview

16,196

Population (2020)

Population **decreased by 132** over the last 5 years but is projected to **grow by 116** over the next 5 years.

7,809

Total Regional Employment

Jobs **decreased by 689** over the last 5 years but are projected to **grow by 50** over the next 5 years.

\$50.6K

Median Household Income (2019)

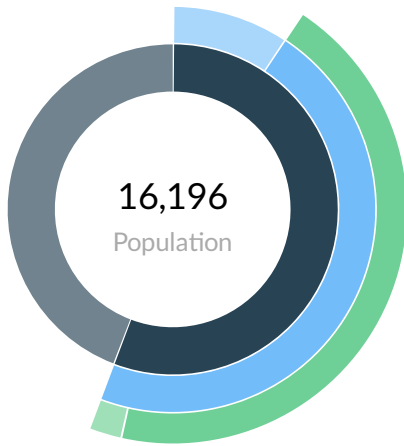
Median household income is **\$12.2K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **declined by 0.8%** since 2015, falling by 132. Population is expected to **increase by 0.7%** between 2020 and 2025, adding 116.
- From 2015 to 2020, jobs **declined by 8.1%** in Crawford County, WI from 8,499 to **7,809**. This change **fell short of the national growth rate of 1.3% by 9.4%**. As the number of jobs declined, the **labor force participation rate decreased from 58.1% to 55.4% between 2015 and 2020**.
- Concerning educational attainment, **13.6% of Crawford County, WI residents possess a Bachelor's Degree** (6.5% below the national average), and **12.4% hold an Associate's Degree** (3.8% above the national average).
- The top three industries in 2020 are Other Nonmetallic Mineral Product Manufacturing, Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	16,196	7,525	7,809	98.9	\$775.55M	\$1.20B	\$1.22B
Mississippi River Region	326,454	170,469	158,070	100.0	\$15.74B	\$23.65B	\$24.04B
La Crosse, WI (in La Crosse county) (ZIP 54601)	49,579	N/A	38,339	100.2	\$3.89B	\$4.60B	\$5.47B

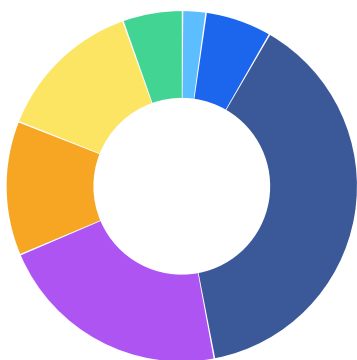
2020 Labor Force Breakdown



	Population
● Total Working Age Population	9,025
● Not in Labor Force (15+)	1,500
● Labor Force	7,525
● Employed	7,158
● Unemployed	367
● Under 15	7,172

Educational Attainment

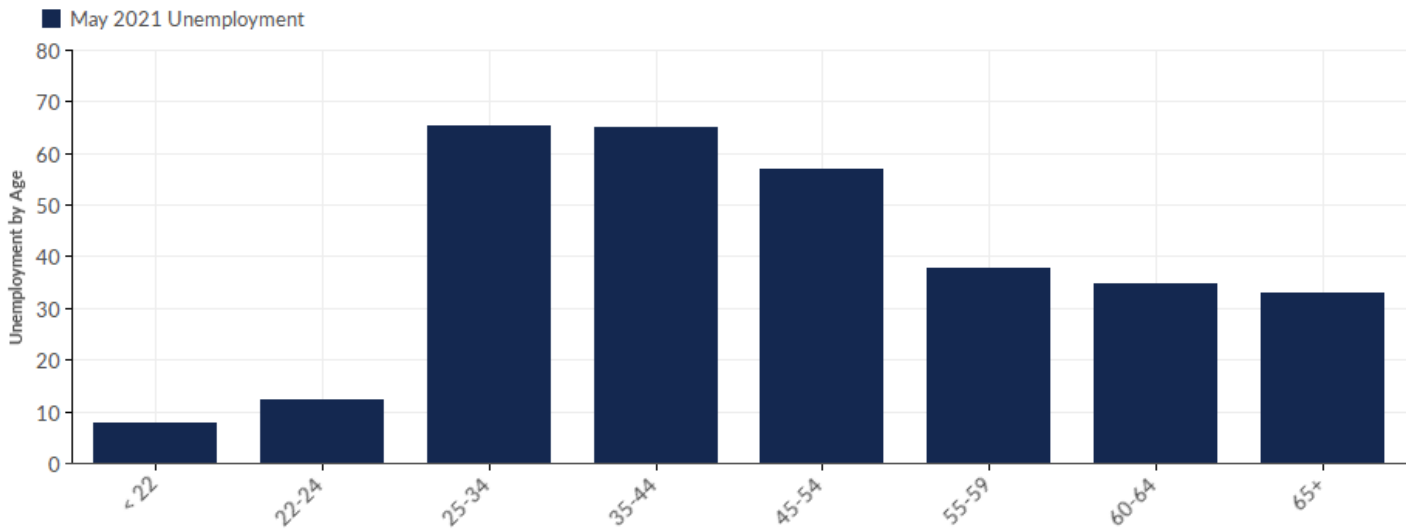
Concerning educational attainment, **13.6% of Crawford County, WI residents possess a Bachelor's Degree** (6.5% below the national average), and **12.4% hold an Associate's Degree** (3.8% above the national average).



	% of Population	Population
● Less Than 9th Grade	2.1%	254
● 9th Grade to 12th Grade	6.1%	722
● High School Diploma	38.7%	4,561
● Some College	21.6%	2,547
● Associate's Degree	12.4%	1,460
● Bachelor's Degree	13.6%	1,598
● Graduate Degree and Higher	5.5%	650

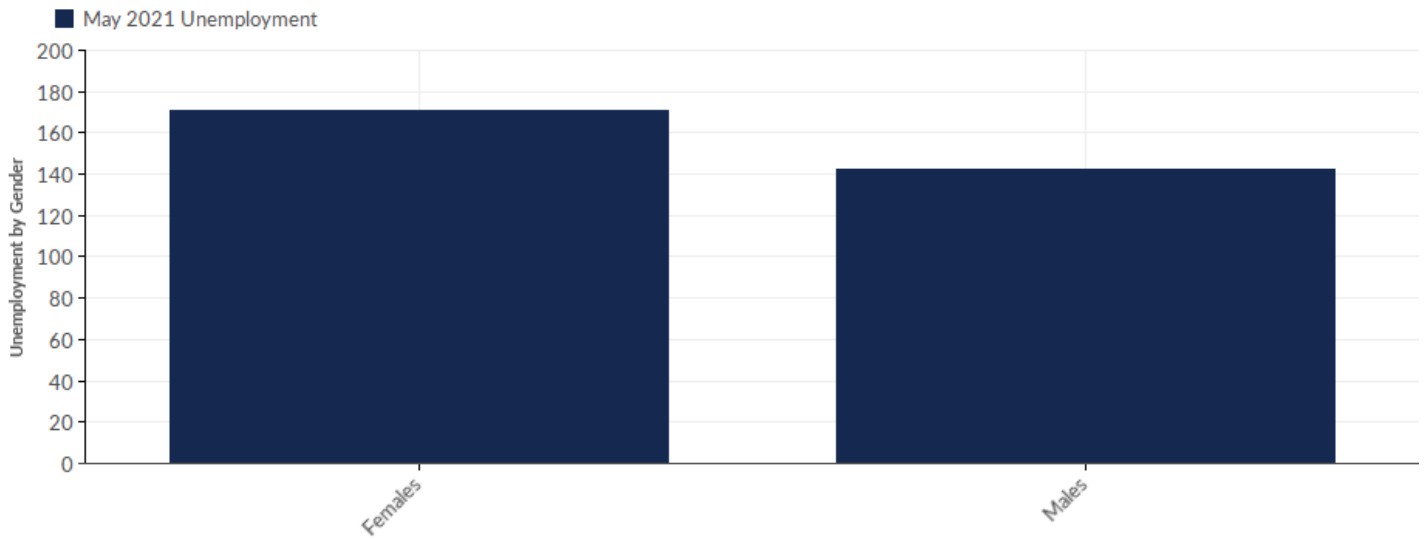
Unemployment by Demographics

Unemployment by Age



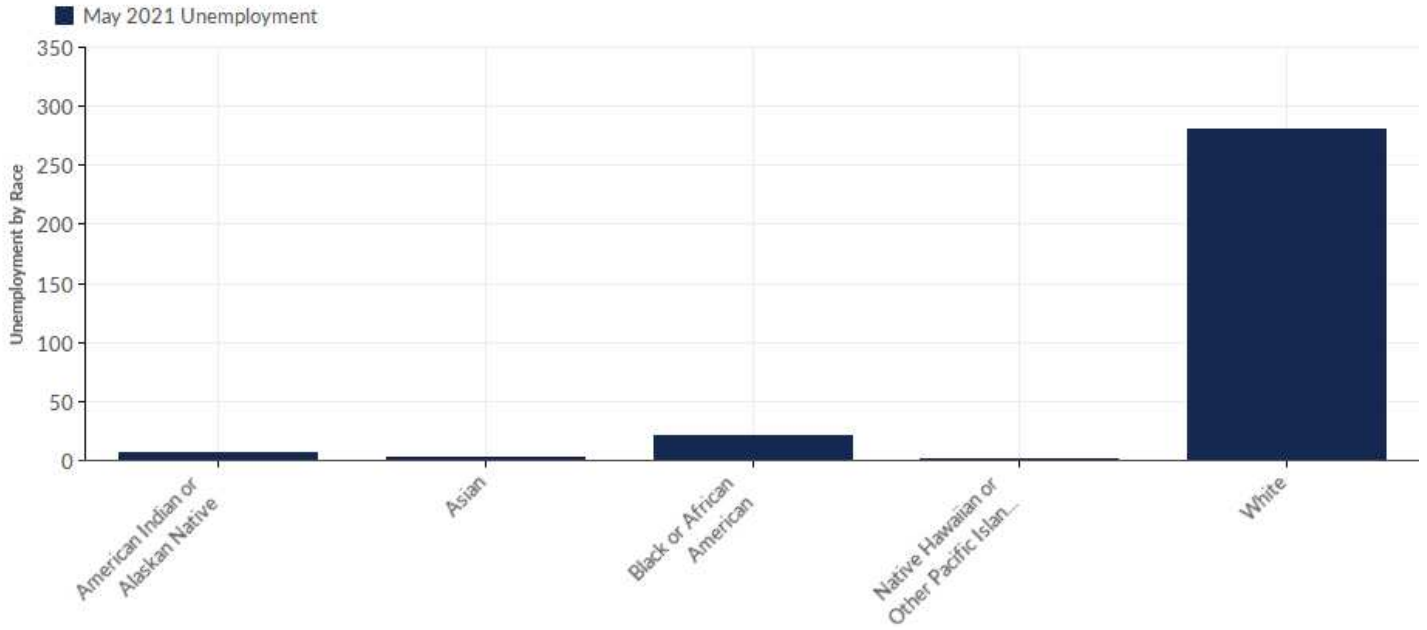
Age	Unemployment (May 2021)	% of Age Cohort
< 22	8	2.56%
22-24	12	3.83%
25-34	65	20.77%
35-44	65	20.77%
45-54	57	18.21%
55-59	38	12.14%
60-64	35	11.18%
65+	33	10.54%
Total	313	100.00%

Unemployment by Gender



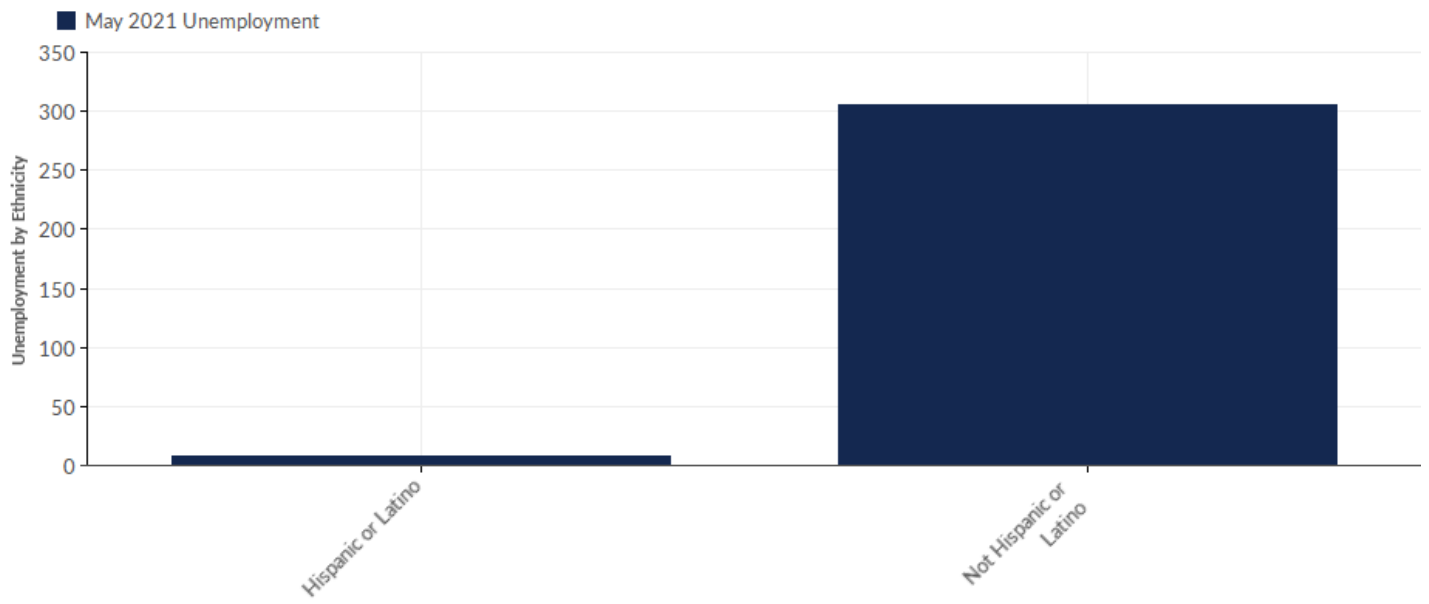
Gender	Unemployment (May 2021)	% of Age Cohort
Females	171	54.63%
Males	142	45.37%
Total	313	100.00%

Unemployment by Race



Race	Unemployment (May 2021)	% of Age Cohort
American Indian or Alaskan Native	7	2.24%
Asian	2	0.64%
Black or African American	21	6.71%
Native Hawaiian or Other Pacific Islander	2	0.64%
White	281	89.78%
Total	313	100.00%

Unemployment by Ethnicity

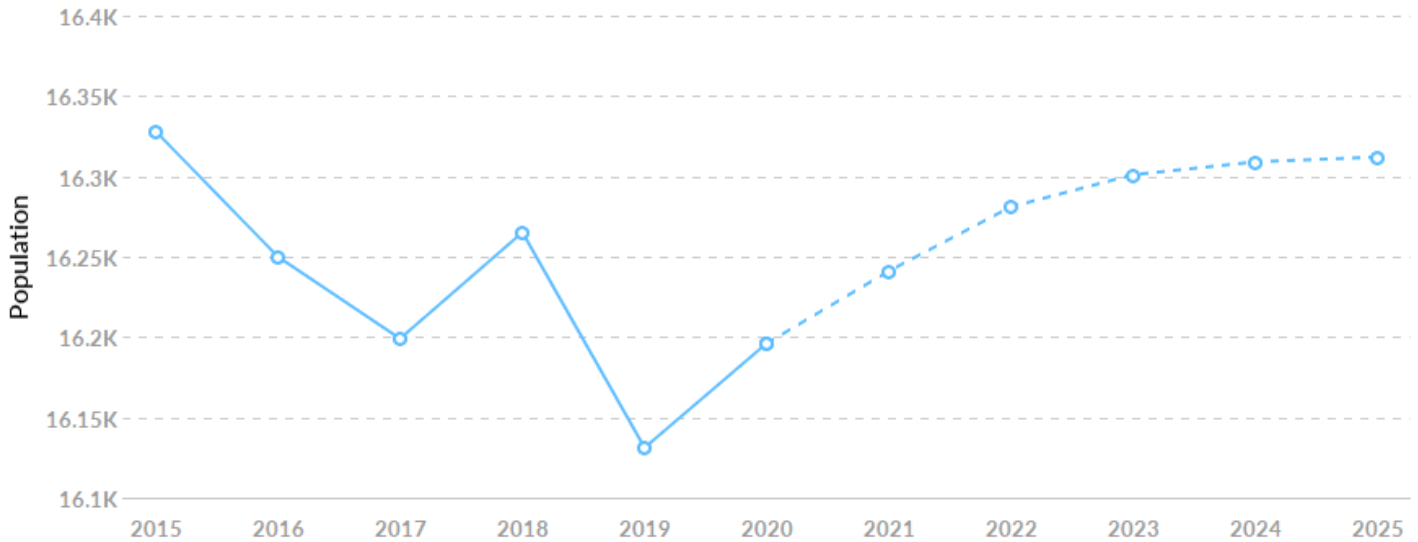


Ethnicity	Unemployment (May 2021)	% of Age Cohort
Hispanic or Latino	8	2.56%
Not Hispanic or Latino	305	97.44%
Total	313	100.00%

Historic & Projected Trends

Population Trends

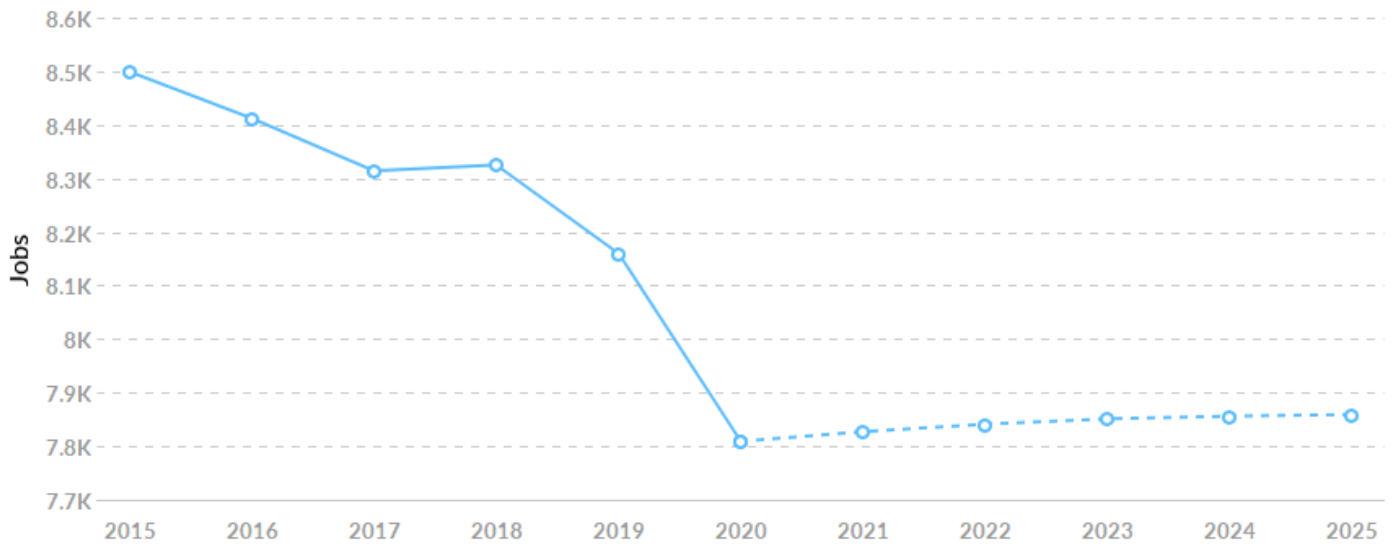
As of 2020 the region's population **declined by 0.8%** since 2015, falling by 132. Population is expected to **increase by 0.7%** between 2020 and 2025, adding 116.



Timeframe	Population
2015	16,328
2016	16,250
2017	16,199
2018	16,265
2019	16,131
2020	16,196
2021	16,241
2022	16,281
2023	16,301
2024	16,309
2025	16,312

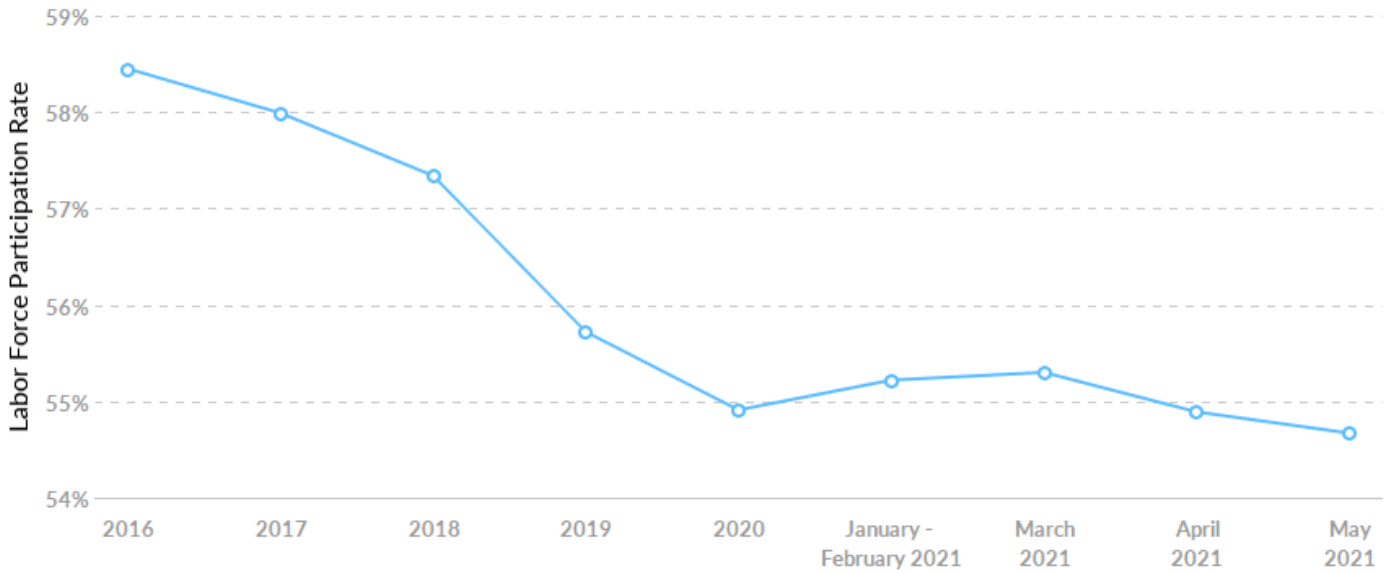
Job Trends

From 2015 to 2020, jobs declined by 8.1% in Crawford County, WI from 8,499 to 7,809. This change fell short of the national growth rate of 1.3% by 9.4%.



Timeframe	Jobs
2015	8,499
2016	8,412
2017	8,314
2018	8,325
2019	8,160
2020	7,809
2021	7,827
2022	7,841
2023	7,851
2024	7,856
2025	7,859

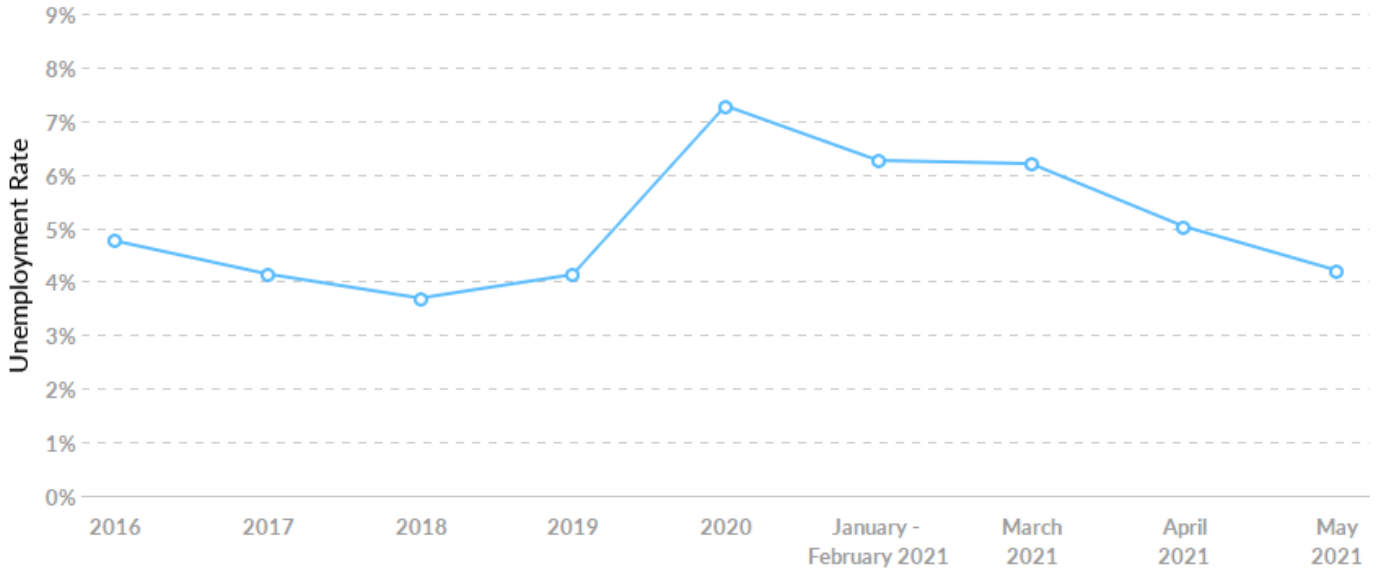
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	58.45%
2017	57.99%
2018	57.34%
2019	55.72%
2020	54.91%
January - February 2021	55.22%
March 2021	55.30%
April 2021	54.89%
May 2021	54.67%

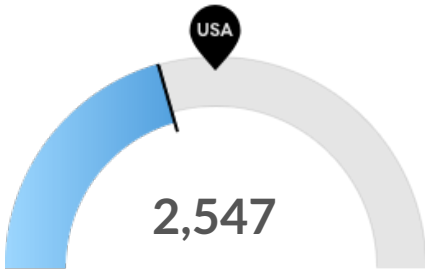
Unemployment Rate Trends

Crawford County, WI had a May 2021 unemployment rate of 4.21%, **decreasing from 4.76%** 5 years before.



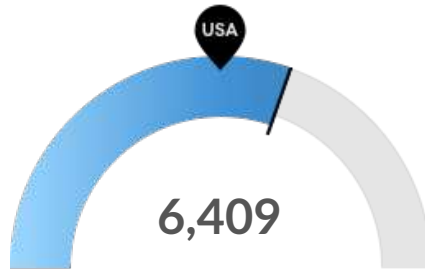
Timeframe	Unemployment Rate
2016	4.76%
2017	4.14%
2018	3.69%
2019	4.13%
2020	7.28%
January - February 2021	6.26%
March 2021	6.20%
April 2021	5.03%
May 2021	4.21%

Population Characteristics



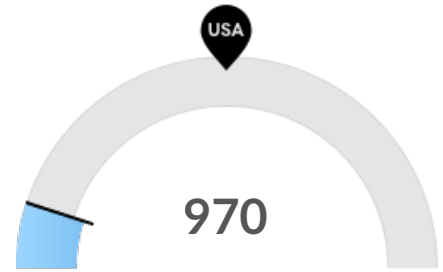
Millennials

Crawford County, WI has 2,547 millennials (ages 25-39). The national average for an area this size is 3,326.



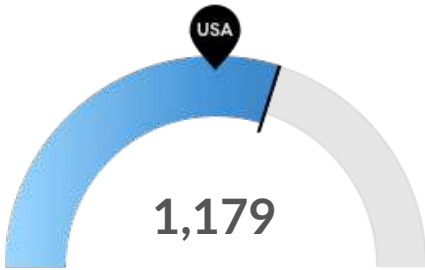
Retiring Soon

Retirement risk is high in Crawford County, WI. The national average for an area this size is 4,743 people 55 or older, while there are 6,409 here.



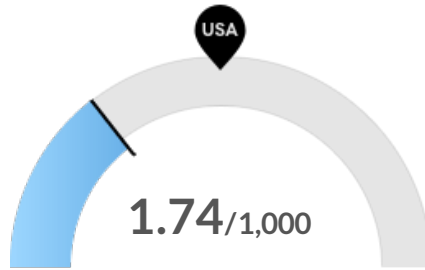
Racial Diversity

Racial diversity is low in Crawford County, WI. The national average for an area this size is 6,434 racially diverse people, while there are 970 here.



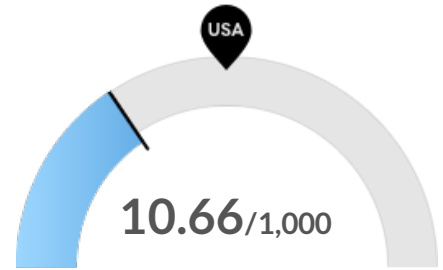
Veterans

Crawford County, WI has 1,179 veterans. The national average for an area this size is 896.



Violent Crime

Crawford County, WI has 1.74 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

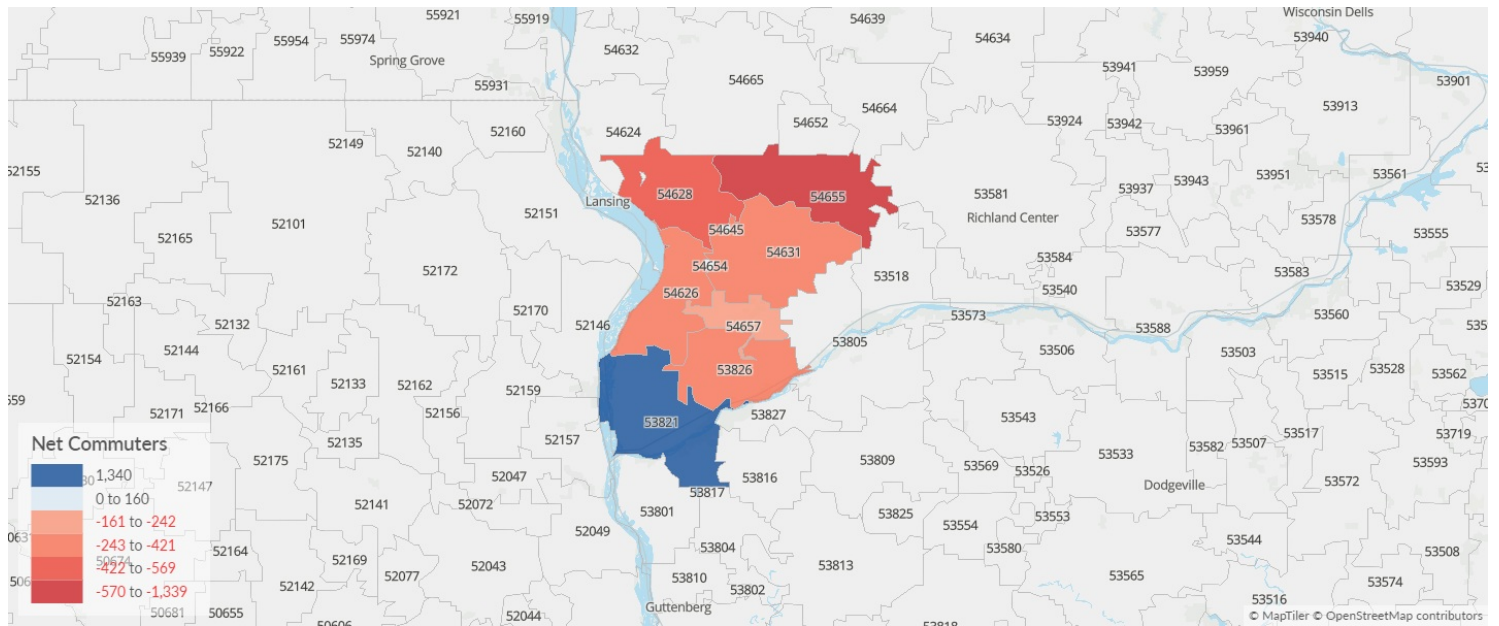


Property Crime

Crawford County, WI has 10.66 property crimes per 1,000 people. The national rate is 19.79 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

Where Talent Lives

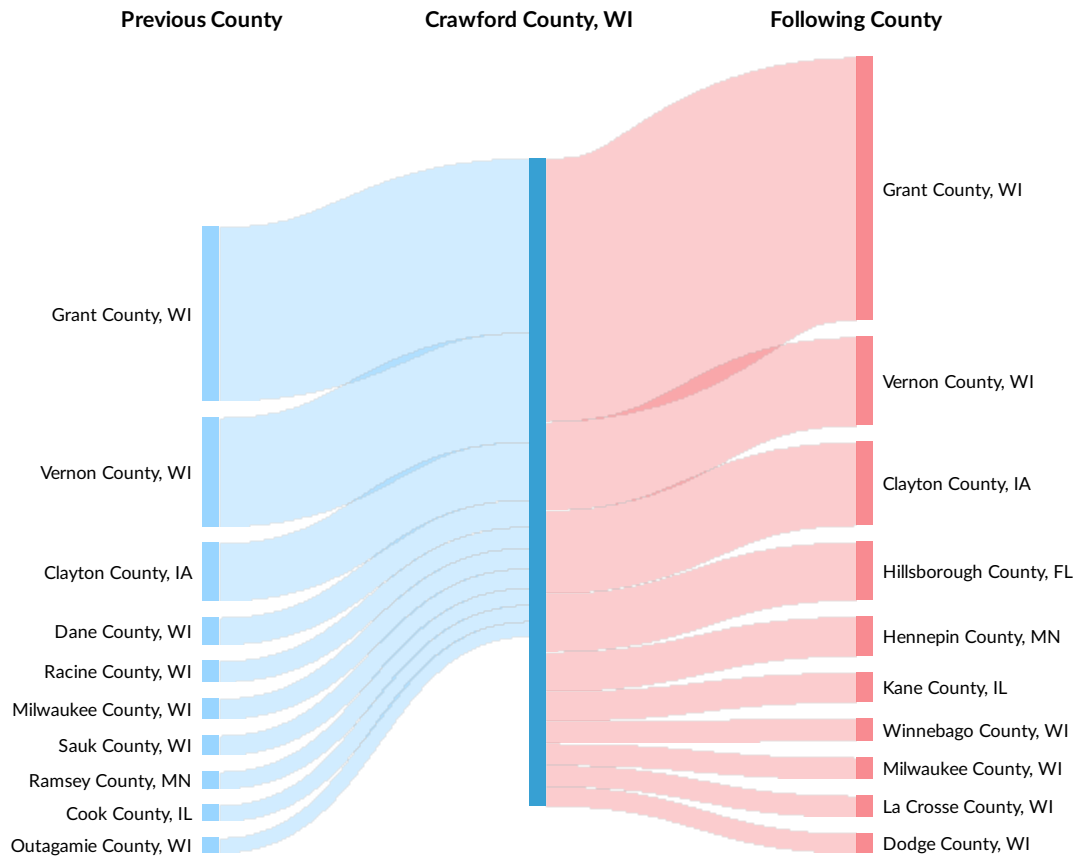
ZIP	Name	2020 Employment
53821	Prairie Du Chien, WI (in...	5,515
54631	Gays Mills, WI (in Craw...	828
54626	Eastman, WI (in Crawfo...	561
54655	Soldiers Grove, WI (in C...	330
53826	Wauzeka, WI (in Crawfo...	227

ZIP	Name	2020 Workers
53821	Prairie Du Chien, WI (in...	4,175
54631	Gays Mills, WI (in Craw...	1,071
54655	Soldiers Grove, WI (in C...	900
54626	Eastman, WI (in Crawfo...	819
54628	Ferryville, WI (in Crawfo...	590

Inbound and Outbound Migration

The table below analyzes past and current residents of Crawford County, WI. The left column shows residents of other counties migrating to Crawford County, WI. The right column shows residents migrating from Crawford County, WI to other counties.

As of 2019, 96 people have migrated from Grant County, WI to Crawford County, WI. In the same year, 144 people left Crawford County, WI migrating to Grant County, WI. The total Net Migration for Crawford County, WI in 2018 was -127.

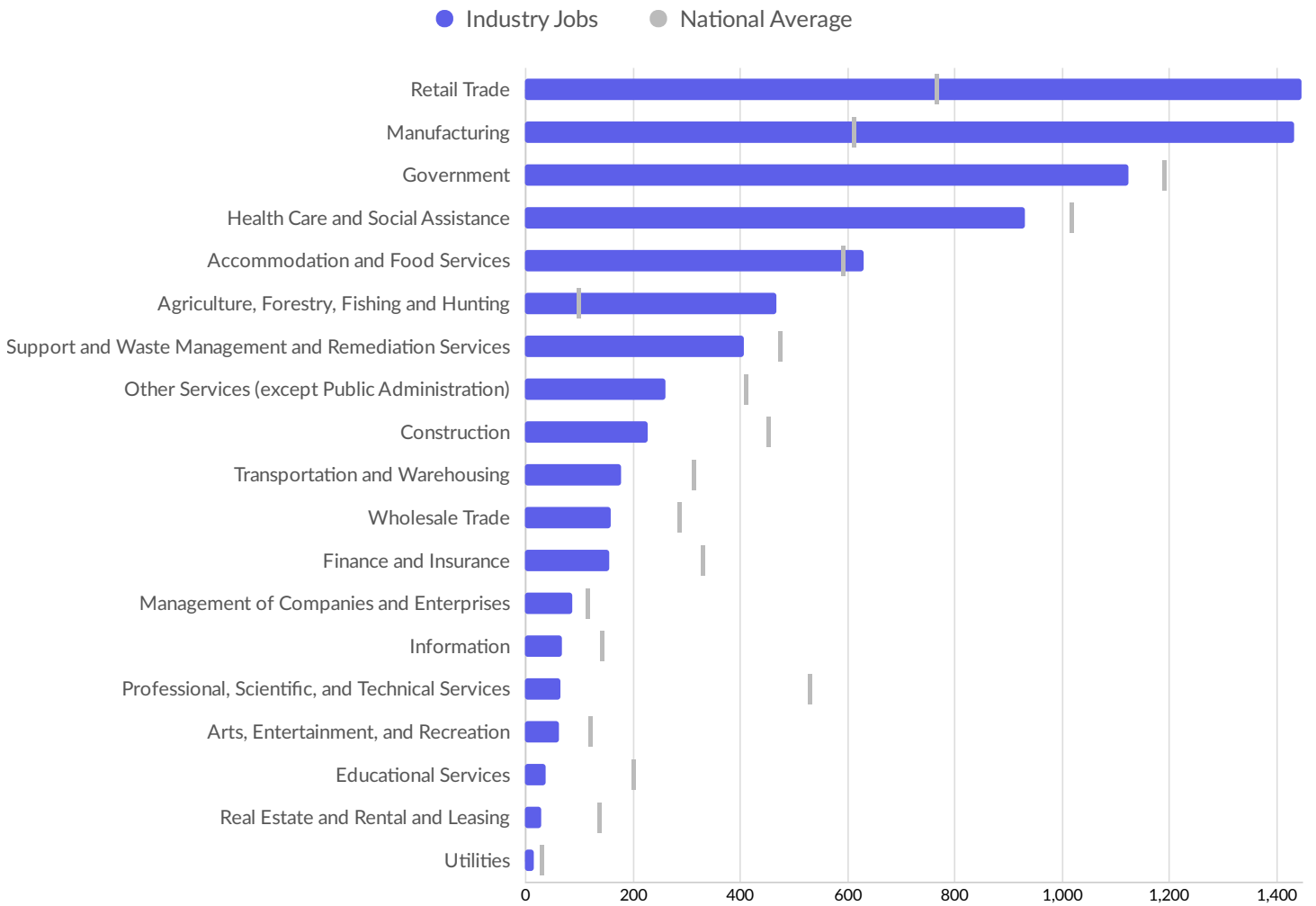


Top Previous Counties	Migrations
Grant County, WI	96
Vernon County, WI	60
Clayton County, IA	32
Dane County, WI	15
Racine County, WI	12
Milwaukee County, WI	11

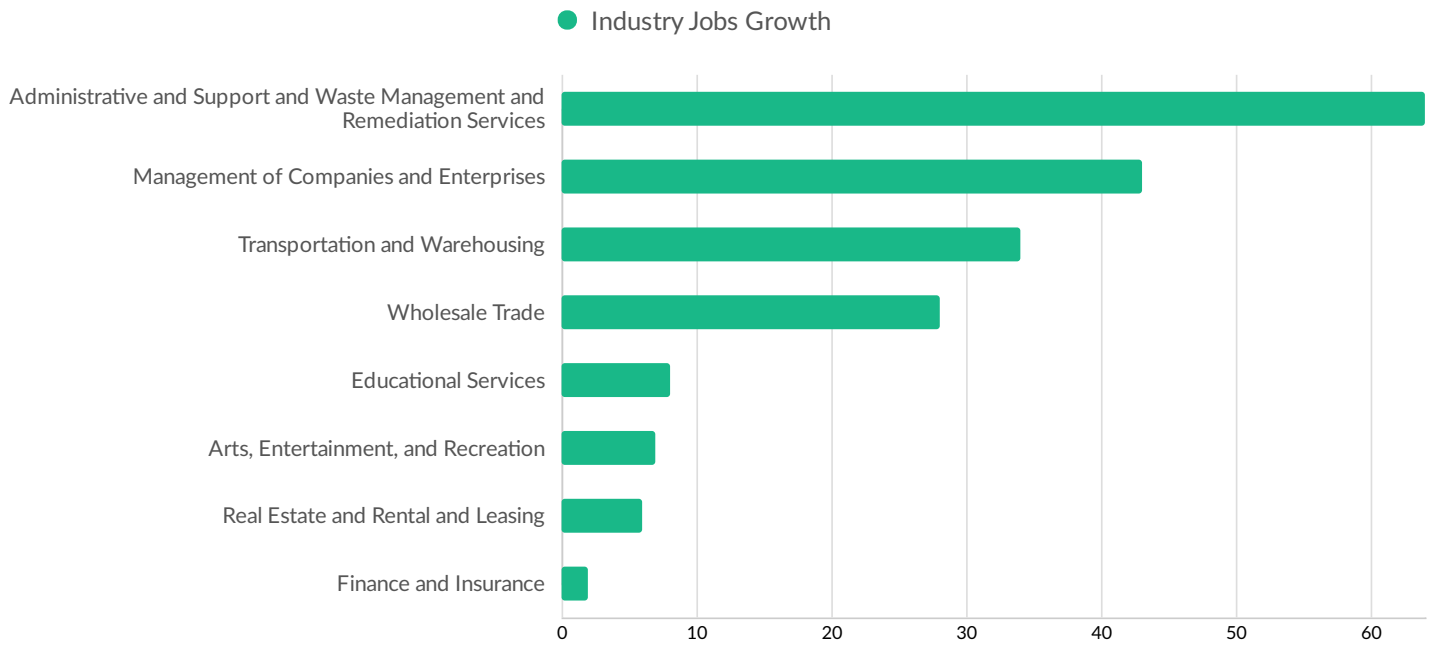
Top Previous Counties	Migrations
Sauk County, WI	11
Ramsey County, MN	9
Cook County, IL	9
Outagamie County, WI	8
Dodge County, WI	7
La Crosse County, WI	7
Jefferson County, WI	7
Vilas County, WI	6
Bell County, TX	6
Top Following Counties	Migrations
Grant County, WI	144
Vernon County, WI	49
Clayton County, IA	46
Hillsborough County, FL	32
Hennepin County, MN	22
Kane County, IL	16
Winnebago County, WI	12
Milwaukee County, WI	12
La Crosse County, WI	12
Dodge County, WI	11
Sumter County, FL	10
Johnson County, IN	10
Juneau County, WI	10
San Diego County, CA	10
Will County, IL	9

Industry Characteristics

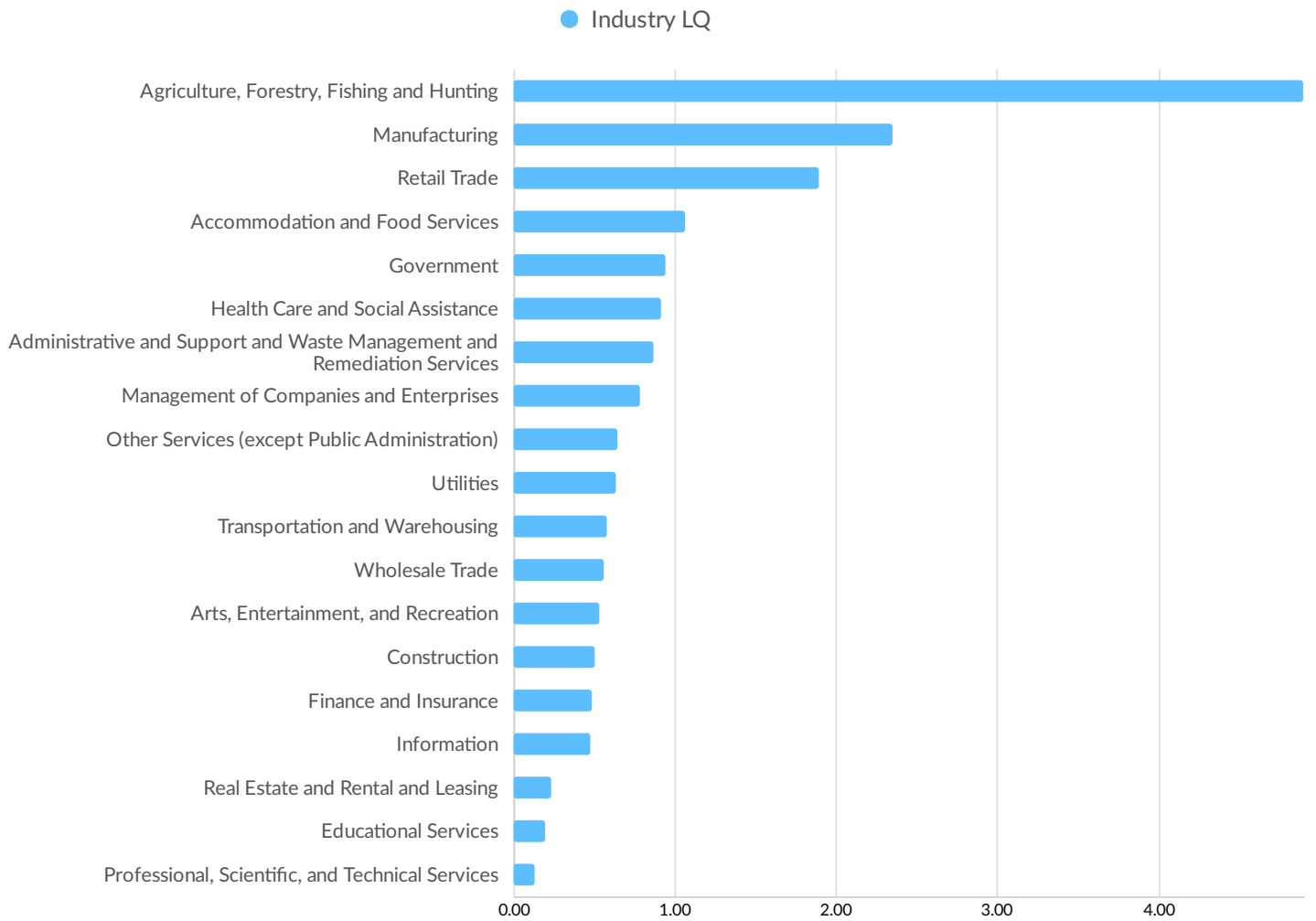
Largest Industries



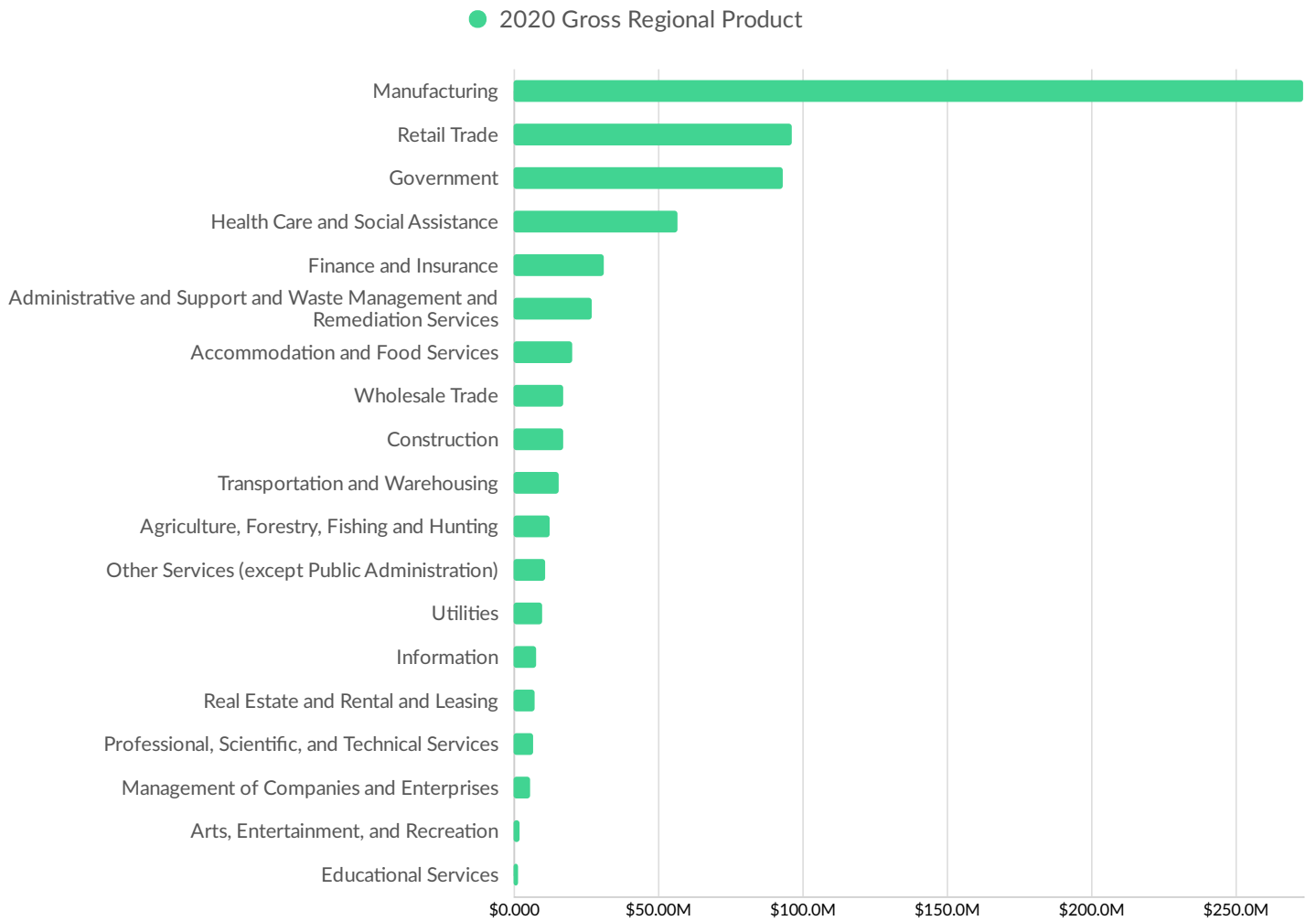
Top Growing Industries



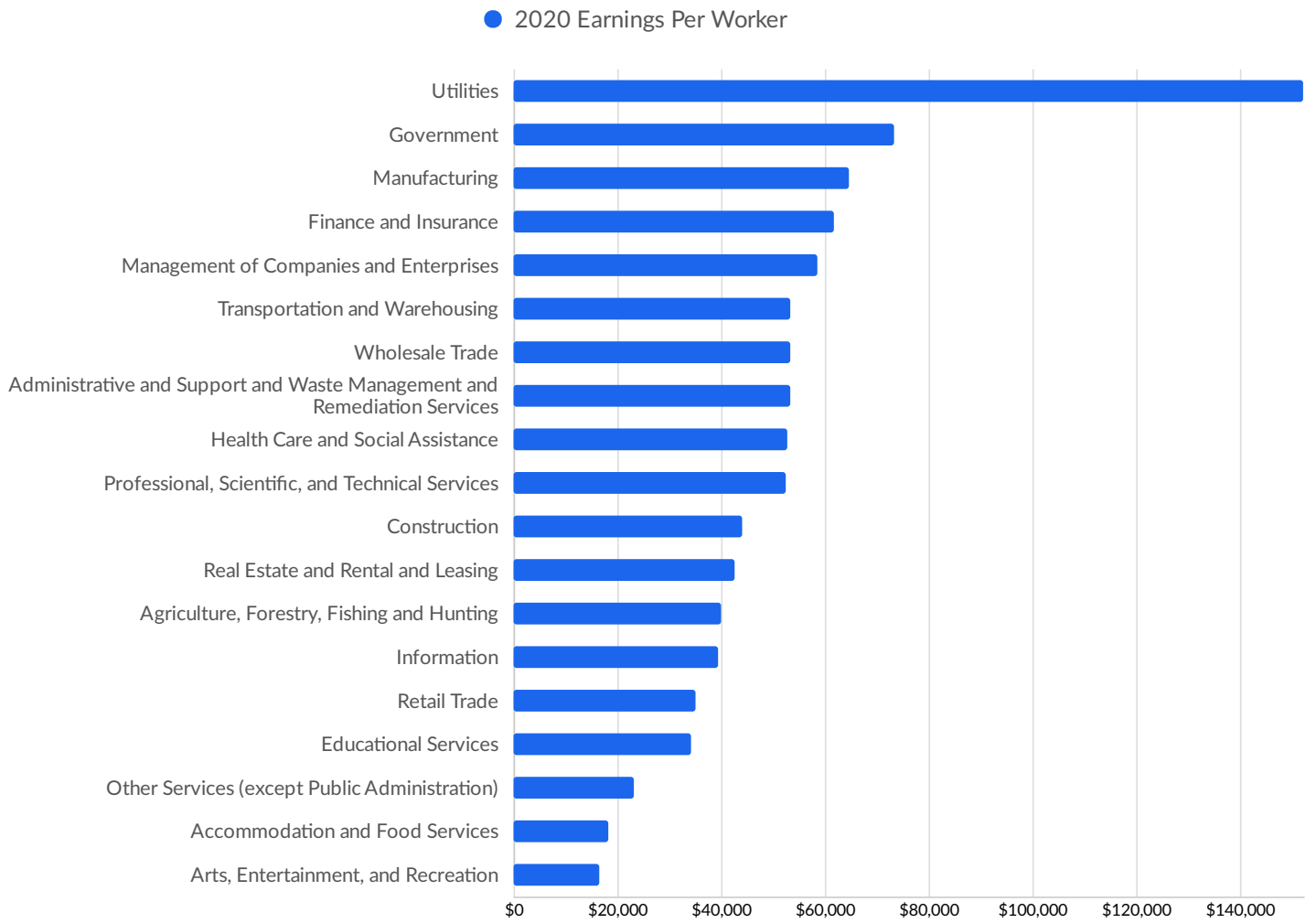
Top Industry LQ



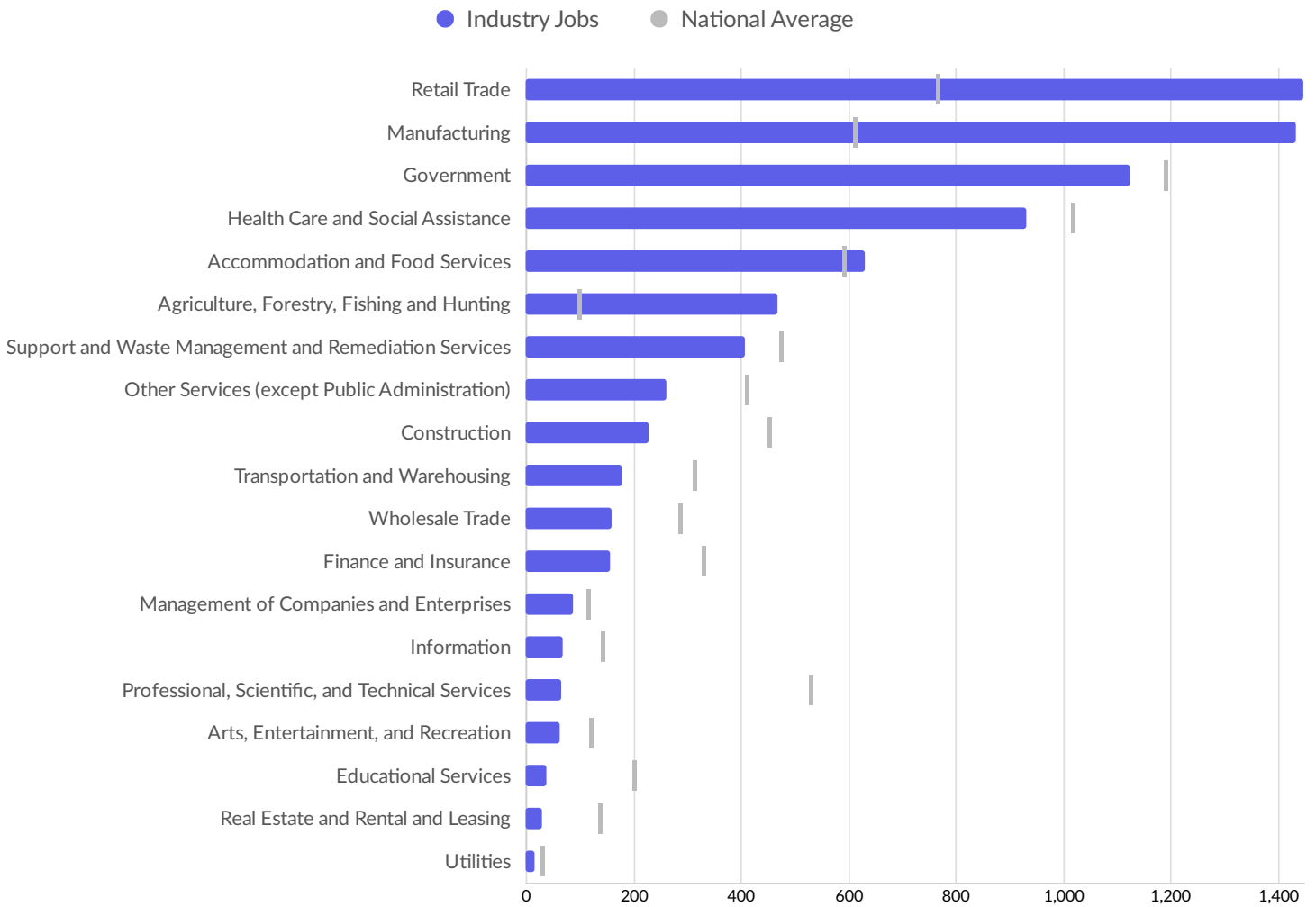
Top Industry GRP



Top Industry Earnings























Largest Industries



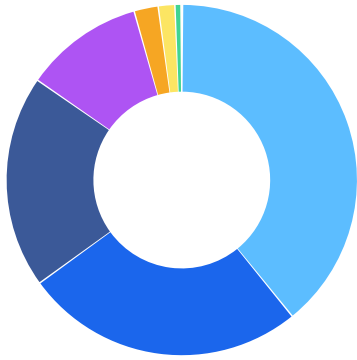
Business Characteristics

797 Companies Employ Your Workers

Online profiles for your workers mention 797 companies as employers, with the top 10 appearing below. In the last 12 months, 611 companies in Crawford County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
3M Company	50 	Uber Eats	92 
Cabela's Incorporated	33 	CRST International, Inc.	89 
Bapi	19 	U.S. Xpress, Inc.	87 
Wal-Mart, Inc.	19 	Wal-Mart, Inc.	82 
Prairie Du Chien School District	18 	Marten Transport, Ltd.	64 
State of Wisconsin	18 	Roehl Transport, Inc.	62 
Gundersen Health System	16 	Gundersen Health System	59 
Organic Valley	16 	University	59 
Vernon Memorial Healthcare, In...	16 	Kwik Trip, Inc.	55 
North Crawford School District	15 	Pegasus Transportation, Inc.	44 

Business Size

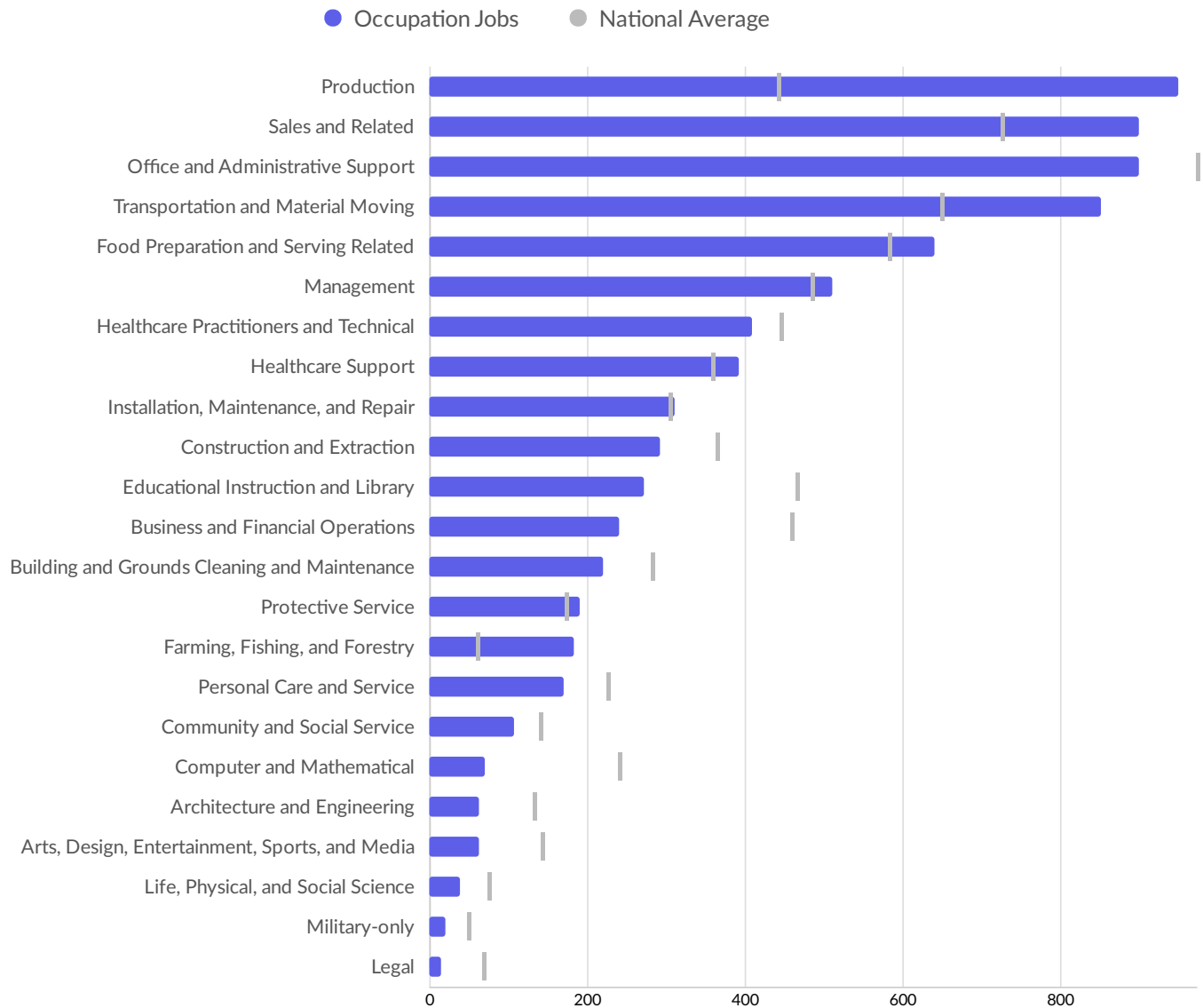


	Percentage	Business Count
1 to 4 employees	39.1%	281
5 to 9 employees	25.9%	186
10 to 19 employees	19.6%	141
20 to 49 employees	11.0%	79
50 to 99 employees	2.2%	16
100 to 249 employees	1.5%	11
250 to 499 employees	0.6%	4
500+ employees	0.1%	1

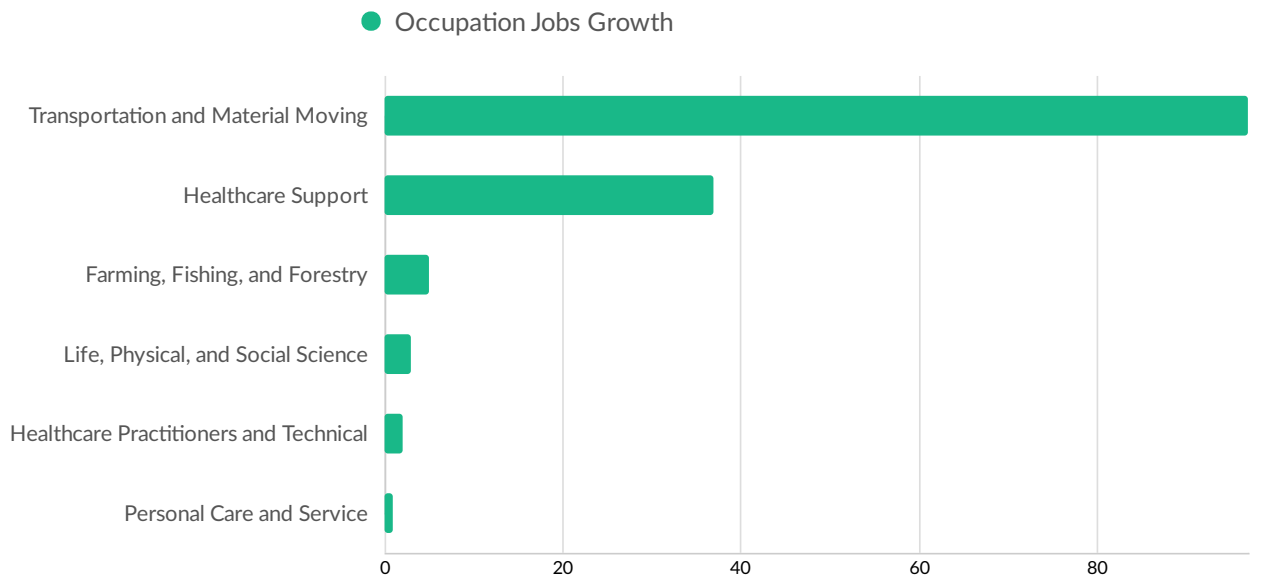
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

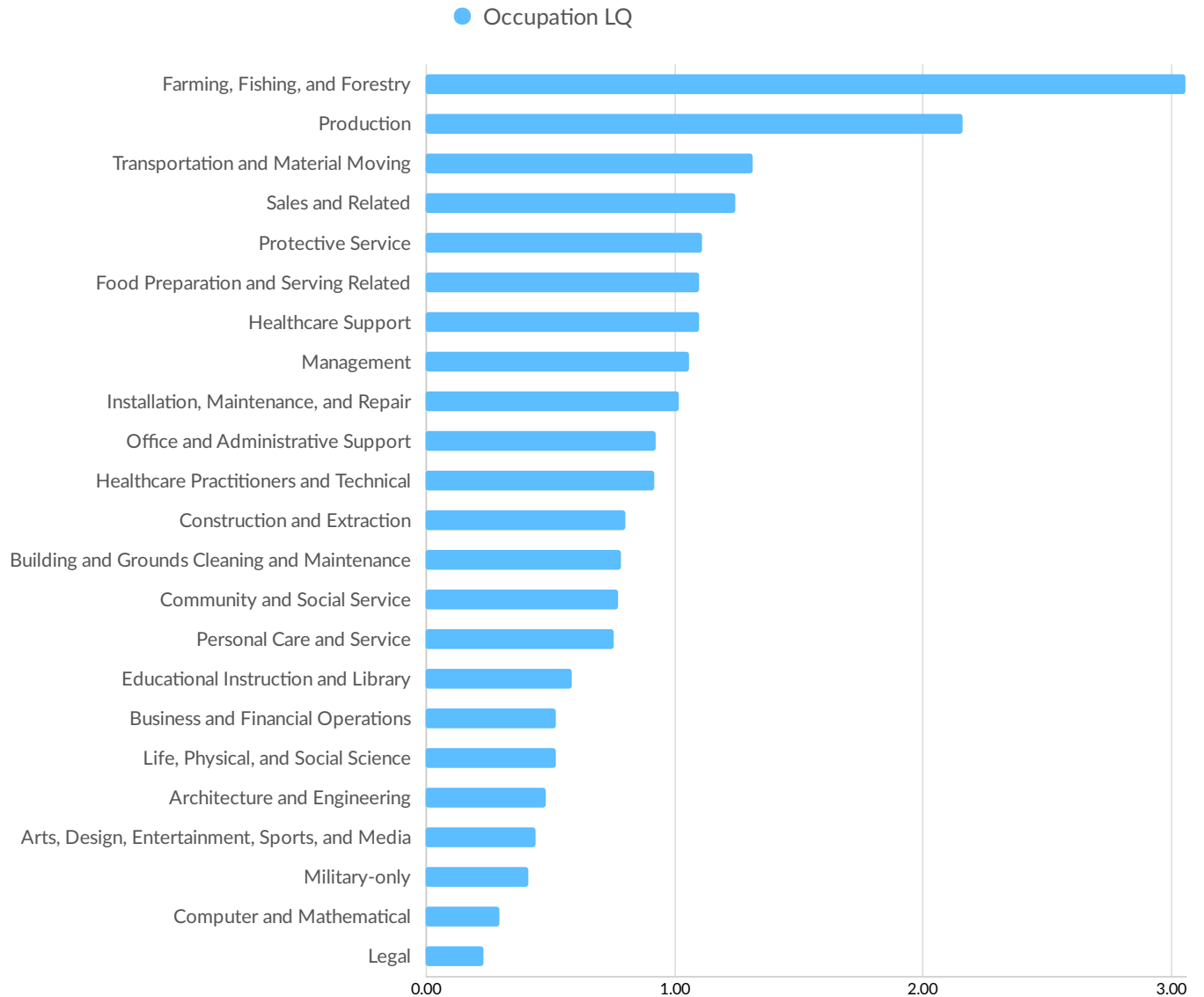
Largest Occupations



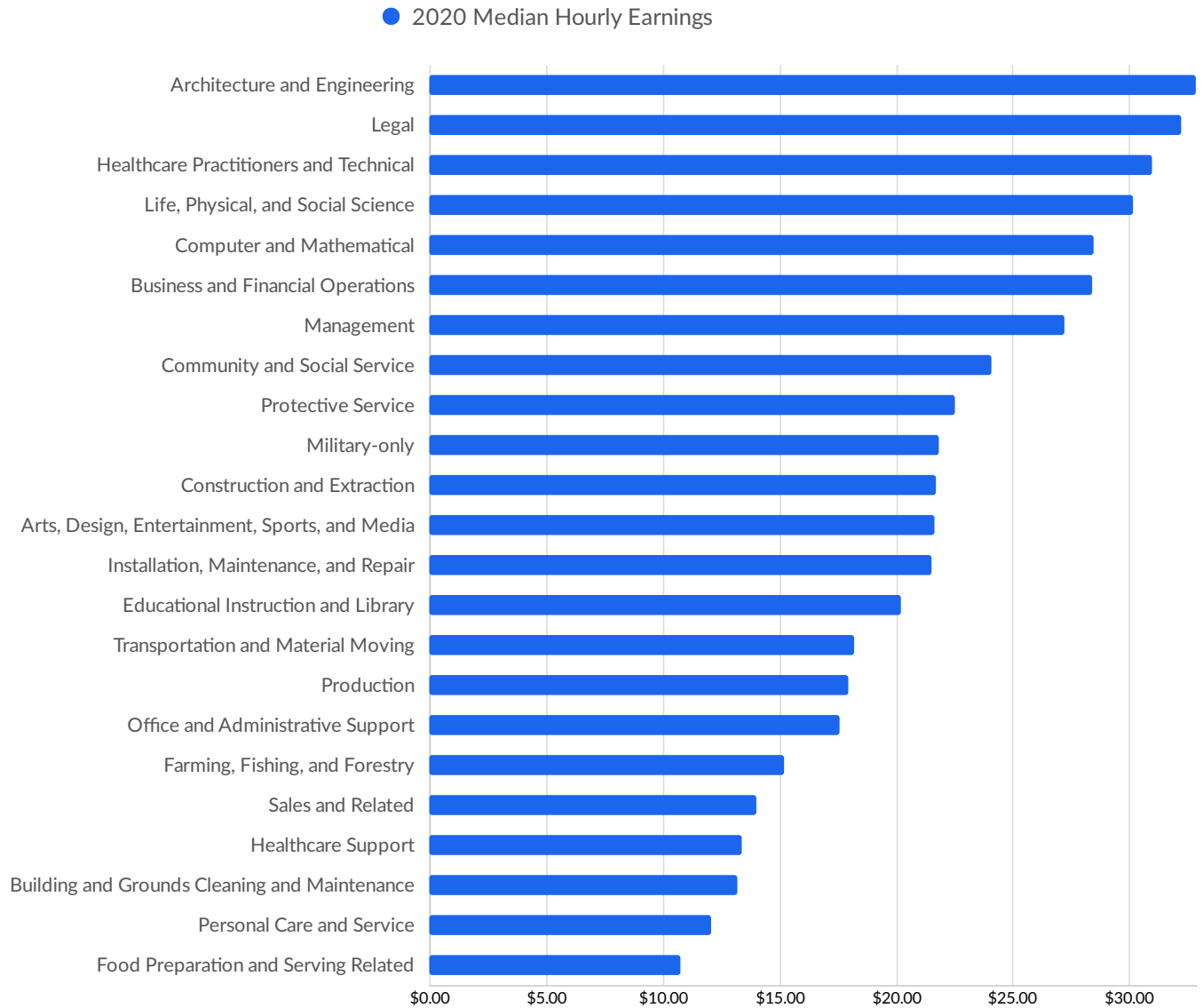
Top Growing Occupations



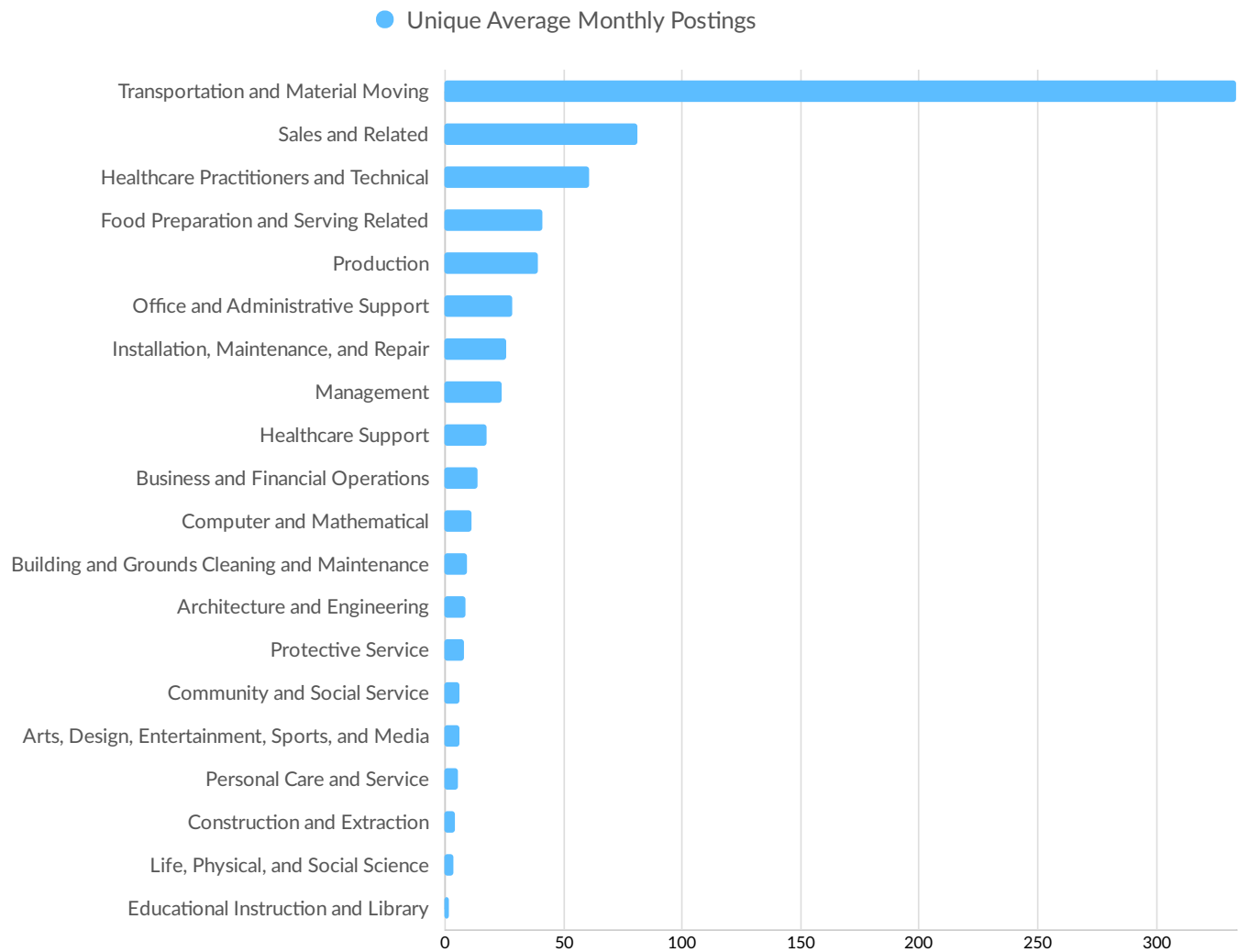
Top Occupation LQ



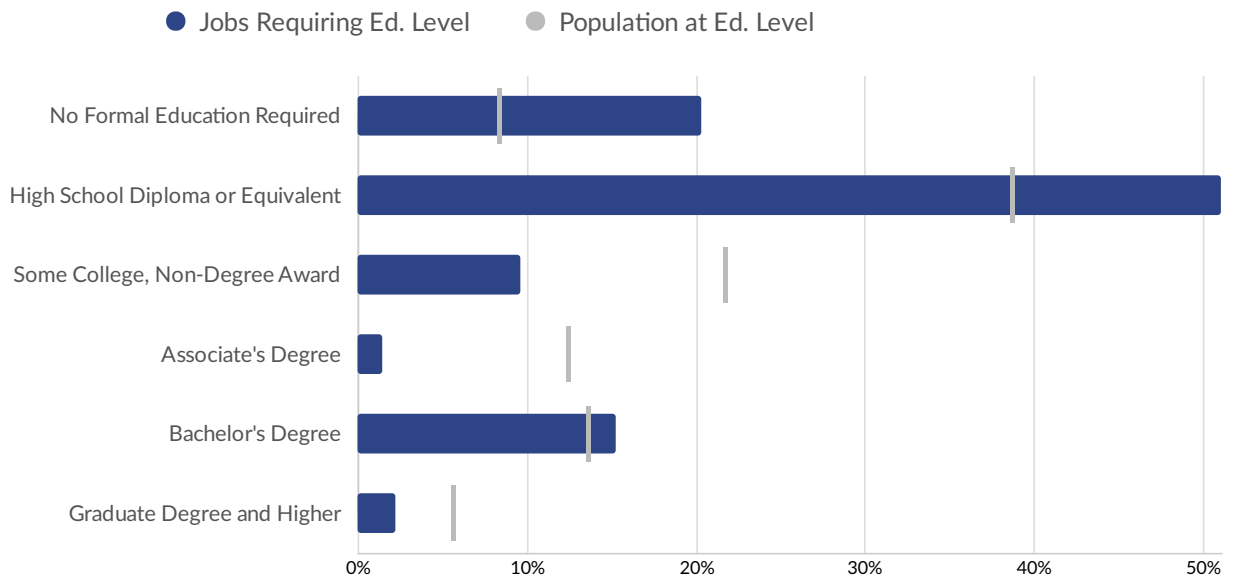
Top Occupation Earnings



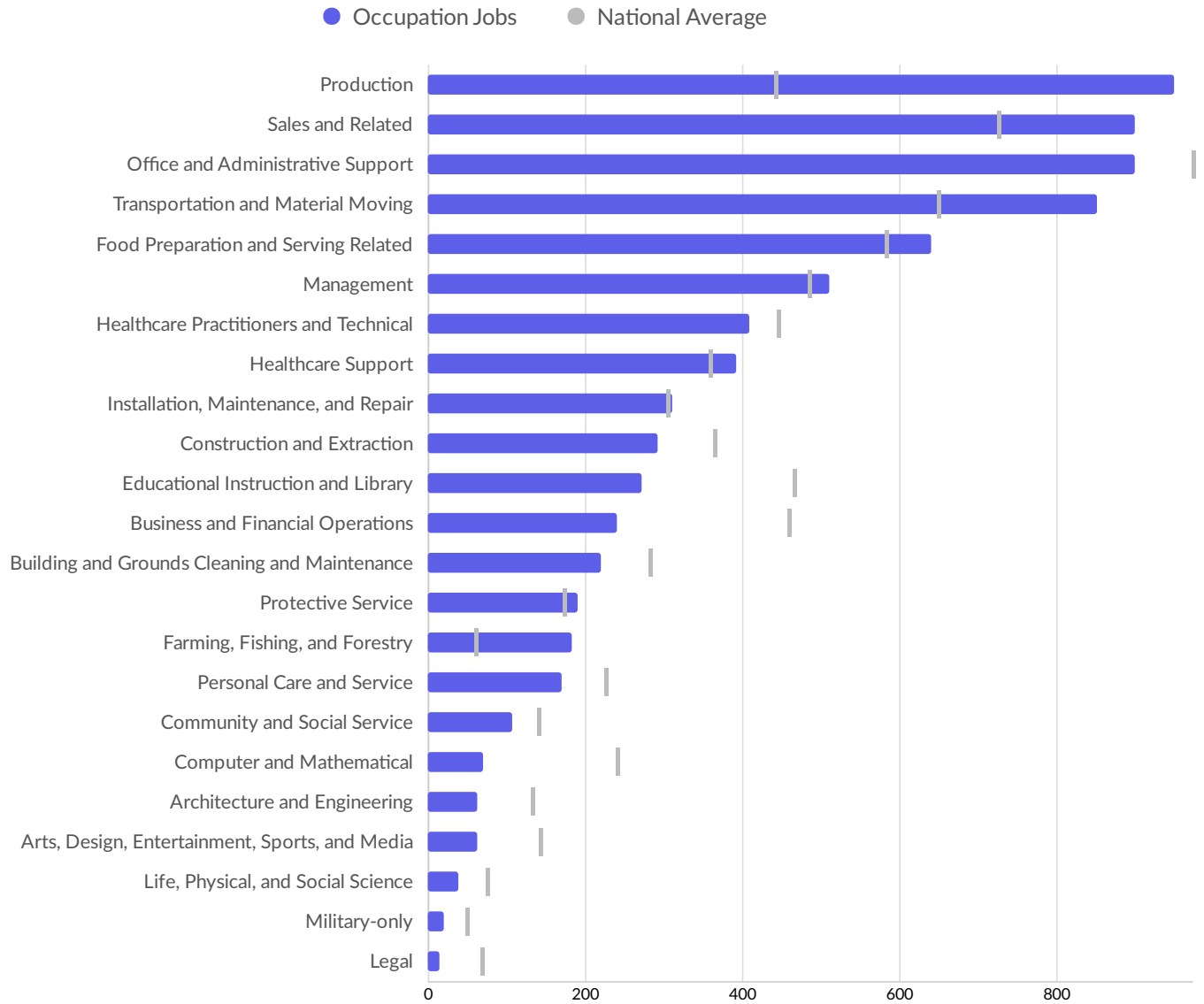
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills

