Crawford County, WI

Mississippi River Regional Planning Commission

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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

16,007

Population (2022)

Population **decreased by 175** over the last 5 years but is projected to **grow by 30** over the next 5 years.

7,588

Total Regional Employment

Jobs **decreased by 719** over the last 5 years but are projected to **grow by 714** over the next 5 years.

$54.5K

Median Household Income (2021)

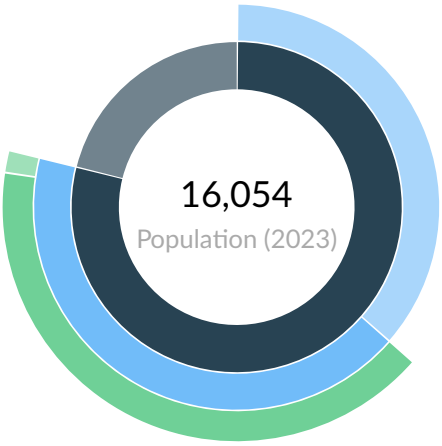
Median household income is **$14.5K below** the national median household income of $69.0K.

Takeaways

- As of 2022 the region's population **declined by 1.1%** since 2017, falling by 175. Population is expected to **increase by 0.2%** between 2022 and 2027, adding 30.
- From 2017 to 2022, jobs **declined by 8.7%** in Crawford County, WI from 8,307 to **7,588**. This change **fell short of the national growth rate of 3.8% by 12.5%**. As the number of jobs declined, the **labor force participation rate decreased from 62.3% to 53.5% between 2017 and 2022**.
- Concerning educational attainment, **12.4% of Crawford County, WI residents possess a Bachelor's Degree** (8.4% below the national average), and **12.8% hold an Associate's Degree** (4.0% above the national average).
- The top three industries in 2022 are Warehousing and Storage, Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

	Population (2023)	Labor Force (Sep 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	16,054	6,812	7,588	98.8	$757.89M	$1.26B	$1.15B
State	5,921,135	3,145,490	3,180,133	100.2	$392.50B	$356.36B	$386.63B

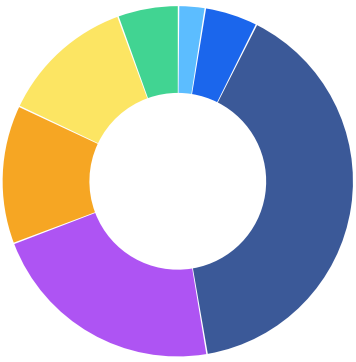
Sep 2023 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	12,655
Not in Labor Force (16+)	5,843
Labor Force	6,812
Employed	6,565
Unemployed	247
Under 16, Military, and institutionalized Population	3,399

Educational Attainment

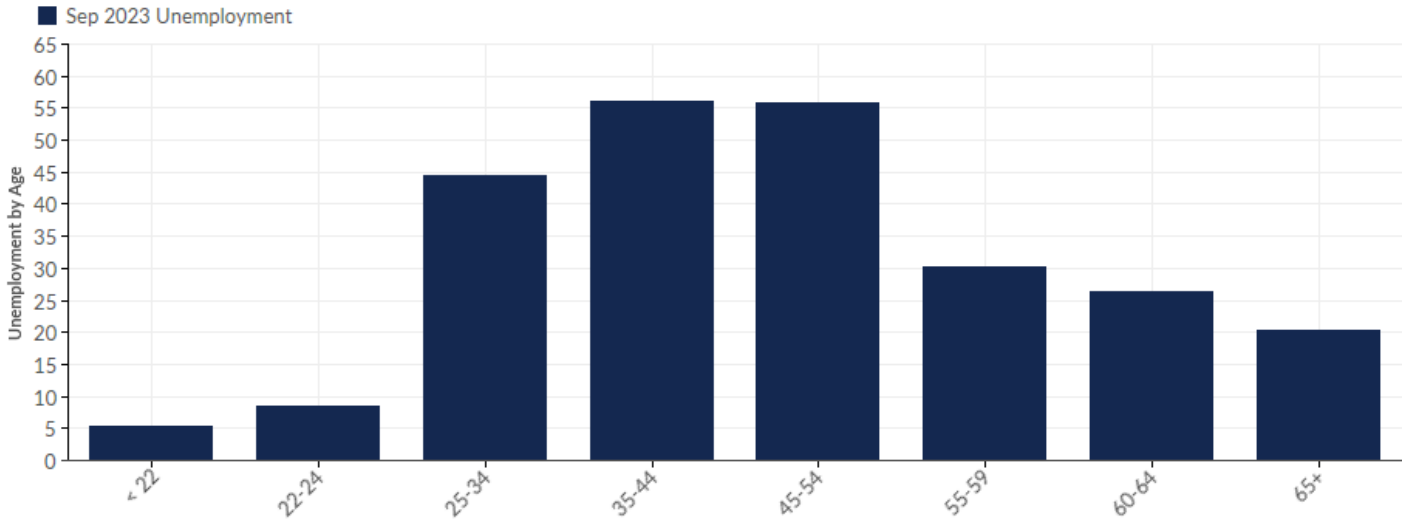
Concerning educational attainment, **12.4% of Crawford County, WI residents possess a Bachelor's Degree** (8.4% below the national average), and **12.8% hold an Associate's Degree** (4.0% above the national average).



	% of Population	Population
Less Than 9th Grade	2.4%	287
9th Grade to 12th Grade	4.9%	574
High School Diploma	39.9%	4,680
Some College	21.9%	2,569
Associate's Degree	12.8%	1,500
Bachelor's Degree	12.4%	1,457
Graduate Degree and Higher	5.6%	658

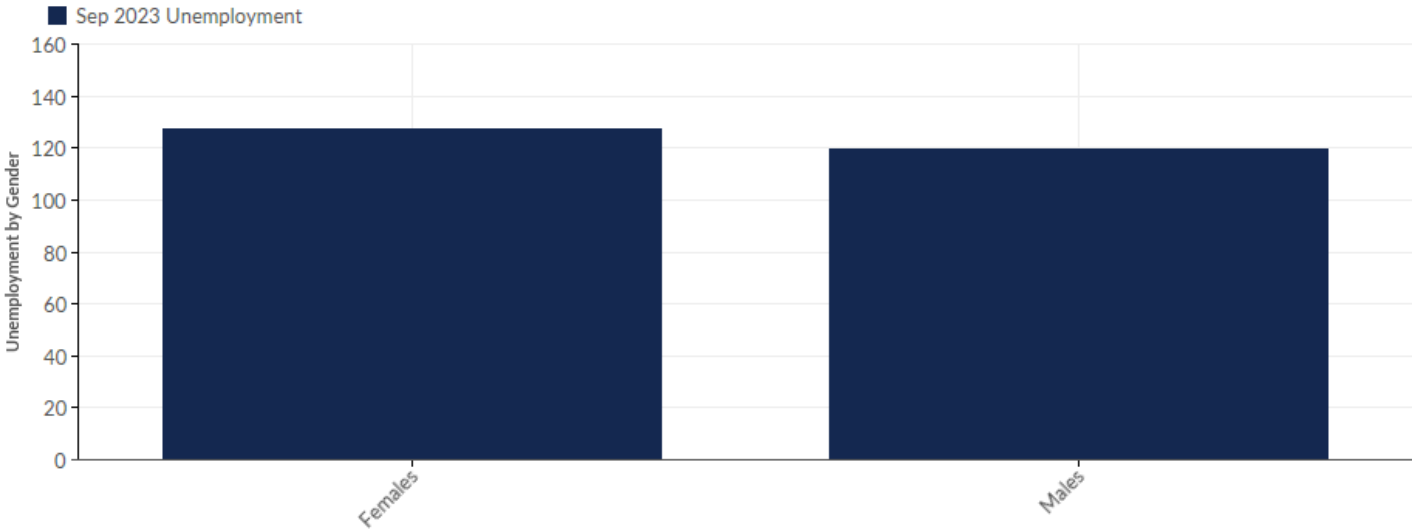
Unemployment by Demographics

Unemployment by Age



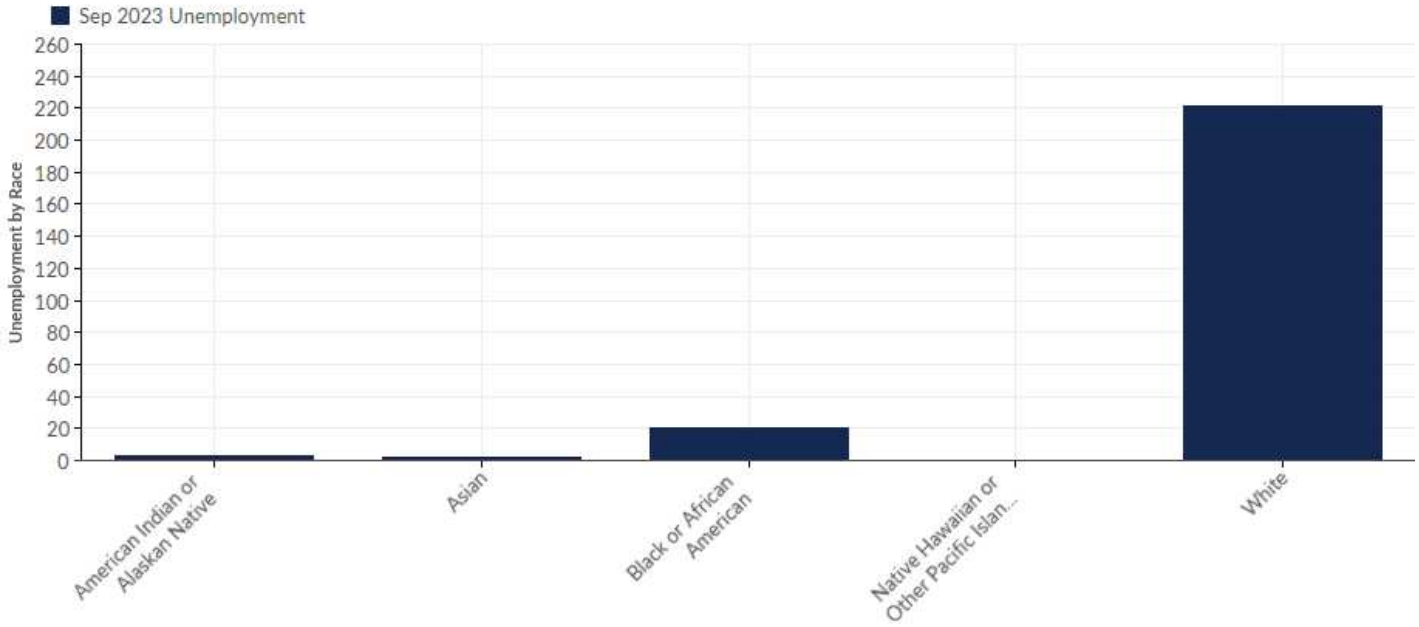
Age		Unemployment (Sep 2023)	% of Unemployed
< 22		5	2.02%
22-24		8	3.24%
25-34		44	17.81%
35-44		56	22.67%
45-54		56	22.67%
55-59		30	12.15%
60-64		26	10.53%
65+		20	8.10%
	Total	247	99.00%

Unemployment by Gender



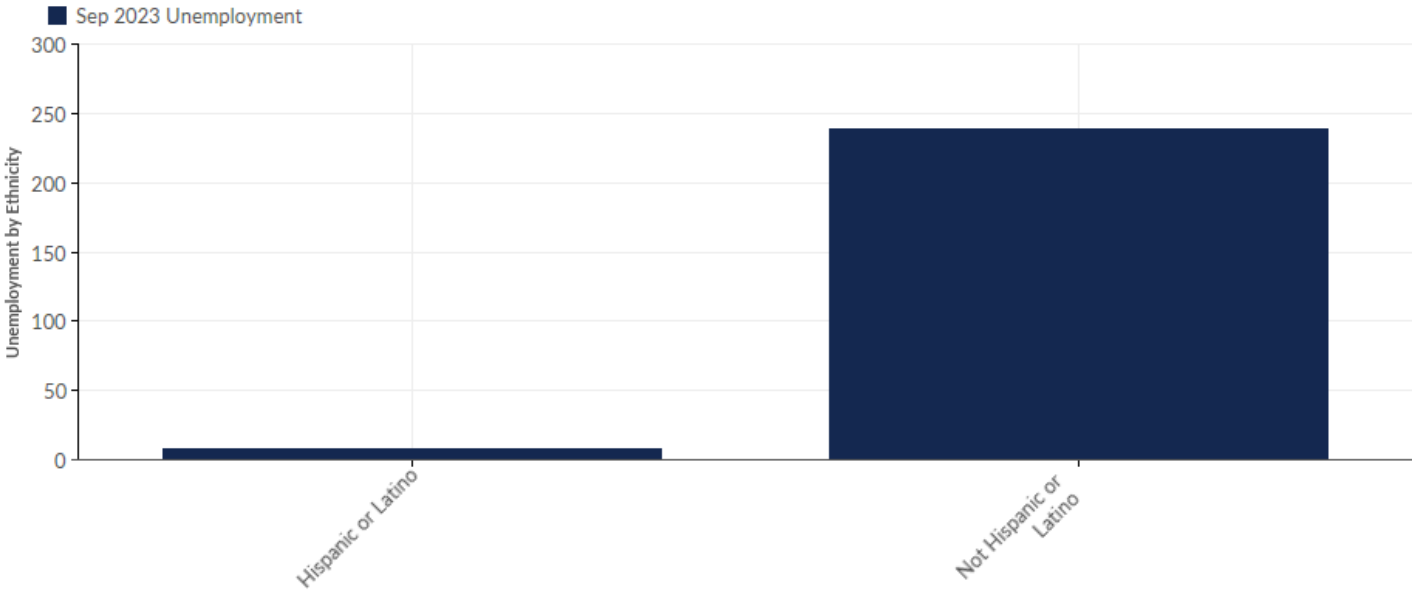
Gender		Unemployment (Sep 2023)	% of Unemployed
Females		128	51.82%
Males		119	48.18%
	Total	247	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	3	1.21%
Asian	2	0.81%
Black or African American	21	8.50%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	221	89.47%
Total	247	100.00%

Unemployment by Ethnicity

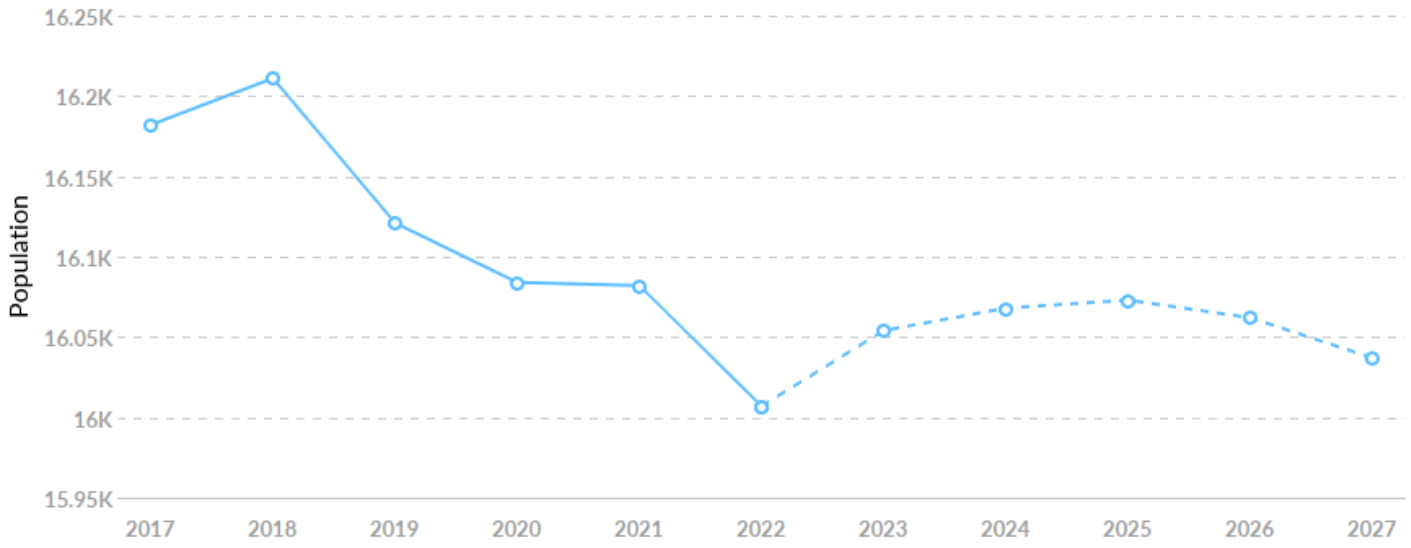


Ethnicity		Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino		8	3.24%
Not Hispanic or Latino		239	96.76%
	Total	247	100.00%

Historic & Projected Trends

Population Trends

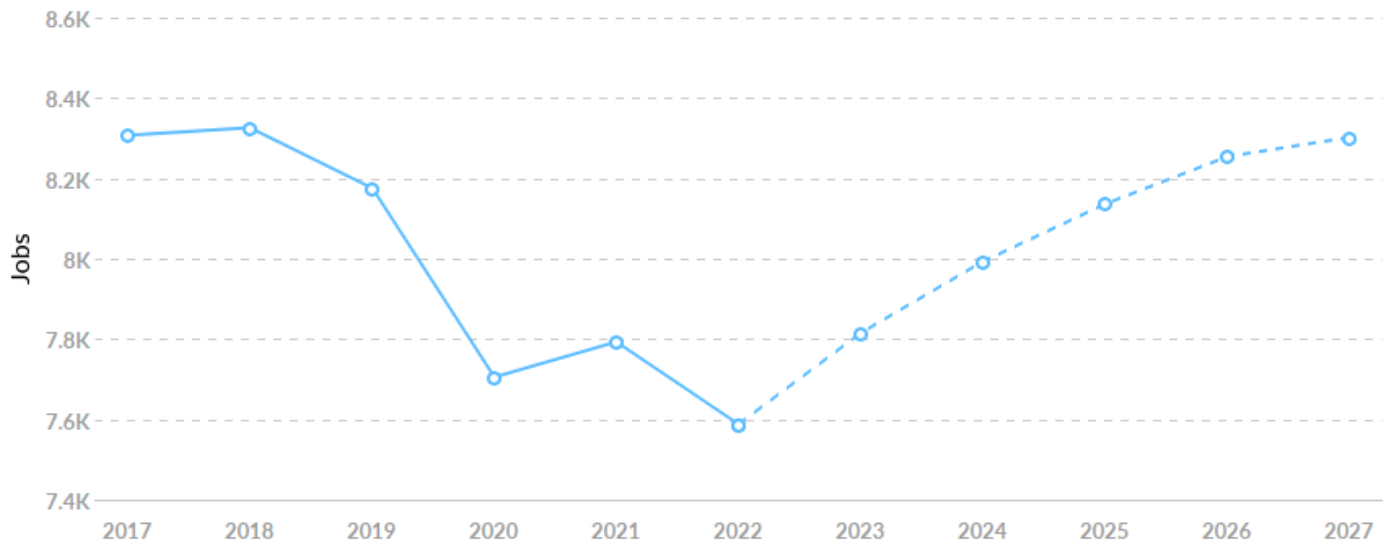
As of 2022 the region's population **declined by 1.1%** since 2017, falling by 175. Population is expected to **increase by 0.2%** between 2022 and 2027, adding 30.



Timeframe	Population
2017	16,182
2018	16,211
2019	16,121
2020	16,084
2021	16,082
2022	16,007
2023	16,054
2024	16,068
2025	16,073
2026	16,062
2027	16,037

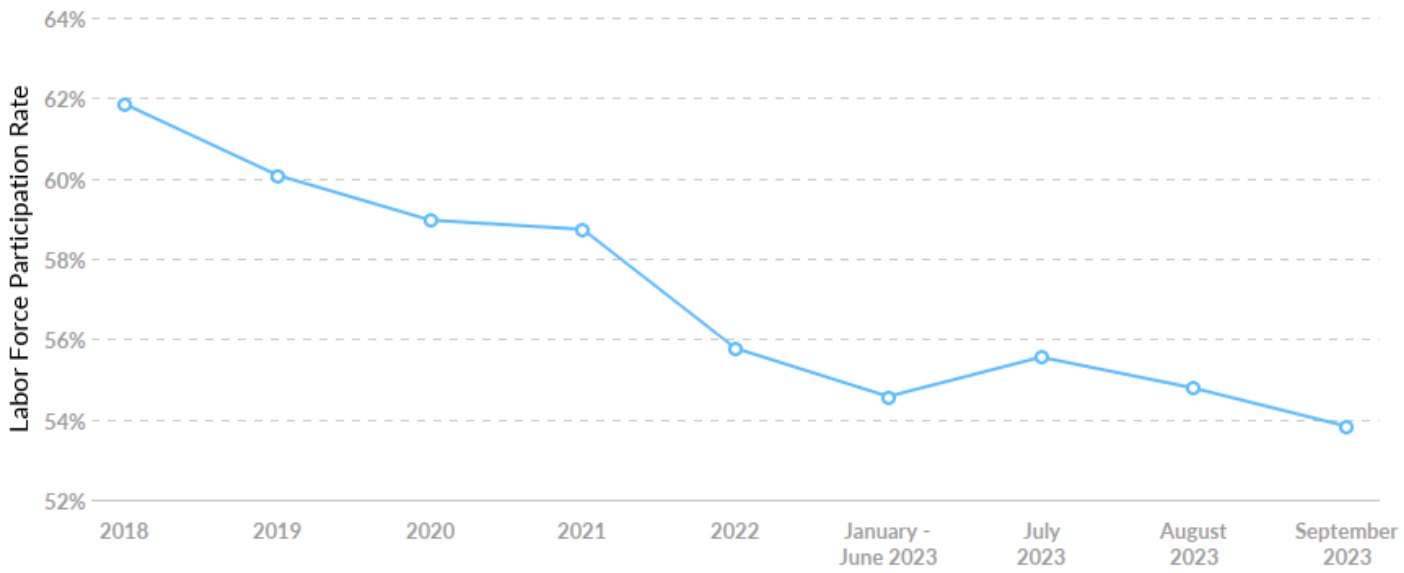
Job Trends

From 2017 to 2022, jobs **declined by 8.7%** in Crawford County, WI from 8,307 to **7,588**. This change **fell short of the national growth rate of 3.8% by 12.5%.**



Timeframe	Jobs
2017	8,307
2018	8,326
2019	8,176
2020	7,705
2021	7,793
2022	7,588
2023	7,815
2024	7,993
2025	8,136
2026	8,254
2027	8,302

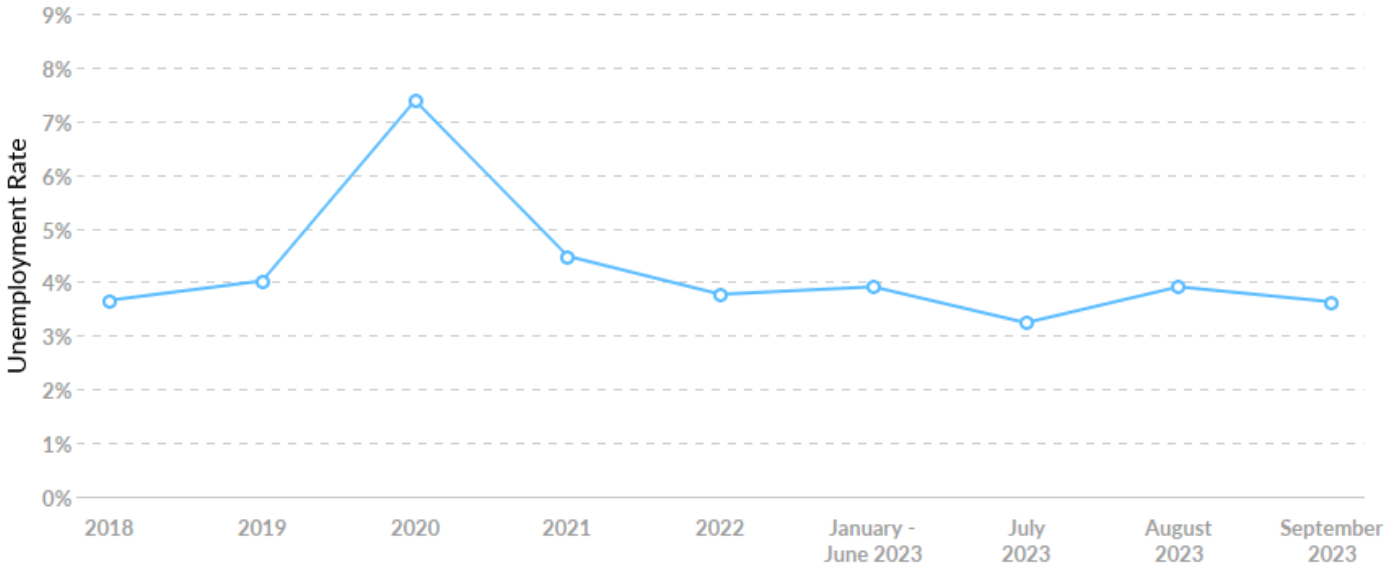
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	61.85%
2019	60.08%
2020	58.96%
2021	58.73%
2022	55.77%
January - June 2023	54.57%
July 2023	55.55%
August 2023	54.78%
September 2023	53.83%

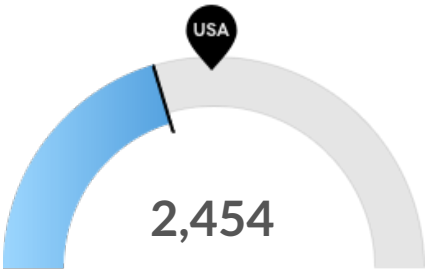
Unemployment Rate Trends

Crawford County, WI had a September 2023 unemployment rate of 3.63%, **decreasing from 3.66%** 5 years before.



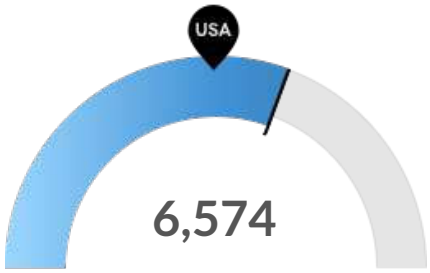
Timeframe	Unemployment Rate
2018	3.66%
2019	4.02%
2020	7.38%
2021	4.48%
2022	3.77%
January - June 2023	3.91%
July 2023	3.24%
August 2023	3.91%
September 2023	3.63%

Population Characteristics



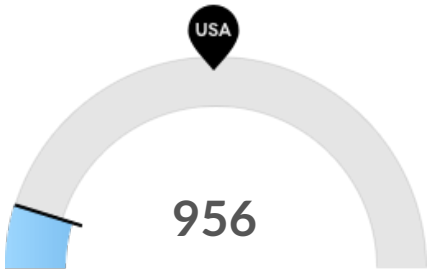
Millennials

Crawford County, WI has 2,454 millennials (ages 25-39). The national average for an area this size is 3,255.



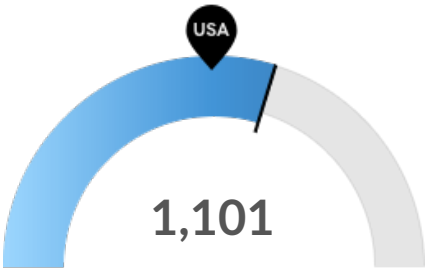
Retiring Soon

Retirement risk is high in Crawford County, WI. The national average for an area this size is 4,797 people 55 or older, while there are 6,574 here.



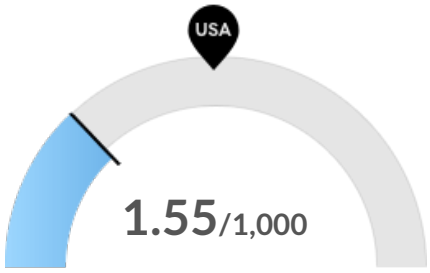
Racial Diversity

Racial diversity is low in Crawford County, WI. The national average for an area this size is 6,583 racially diverse people, while there are 956 here.



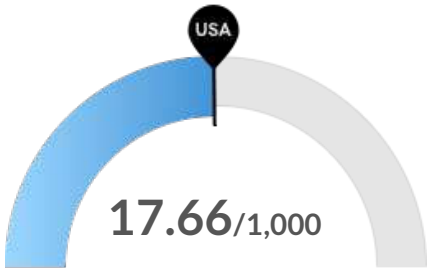
Veterans

Crawford County, WI has 1,101 veterans. The national average for an area this size is 844.



Violent Crime

Crawford County, WI has 1.55 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

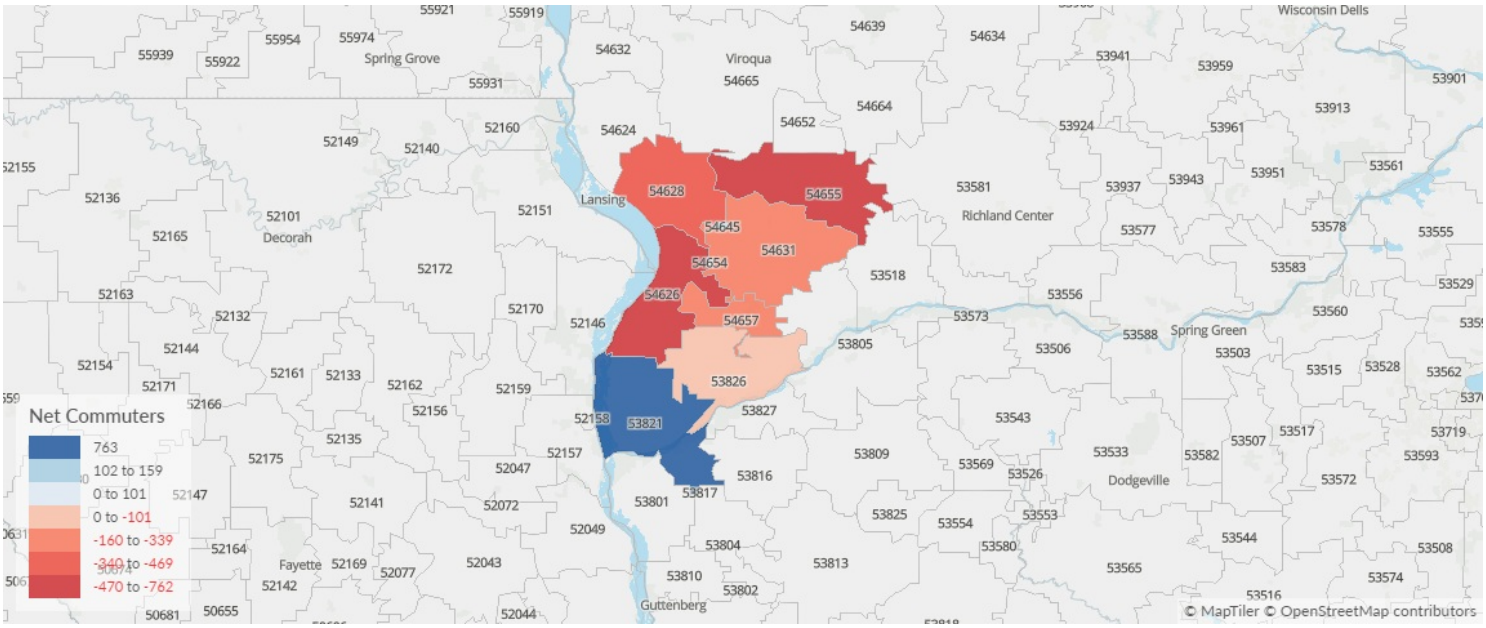


Property Crime

Crawford County, WI has 17.66 property crimes per 1,000 people. The national rate is 17.8 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	2022 Employment
53821	Prairie Du Chien, WI (in...	4,842
54631	Gays Mills, WI (in Crawf...	931
53826	Wauzeka, WI (in Crawfo...	582
54655	Soldiers Grove, WI (in C...	581
54626	Eastman, WI (in Crawfo...	171

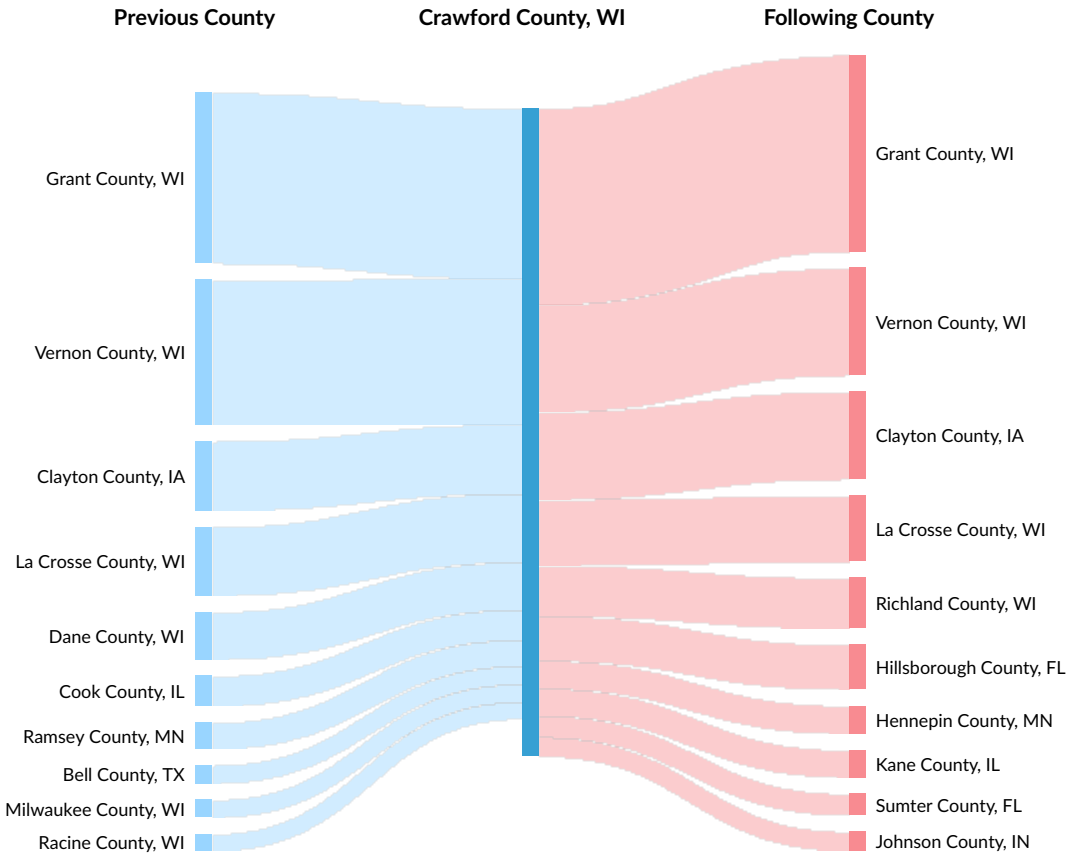
Where Talent Lives

ZIP	Name	2022 Workers
53821	Prairie Du Chien, WI (in...	4,078
54631	Gays Mills, WI (in Crawf...	1,129
54655	Soldiers Grove, WI (in C...	1,051
54626	Eastman, WI (in Crawfo...	661
53826	Wauzeka, WI (in Crawfo...	629

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 2020, 104 people have migrated from Grant County, WI to Crawford County, WI. In the same year, 120 people left Crawford County, WI migrating to Grant County, WI. The total Net Migration for Crawford County, WI in 2020 was 25.



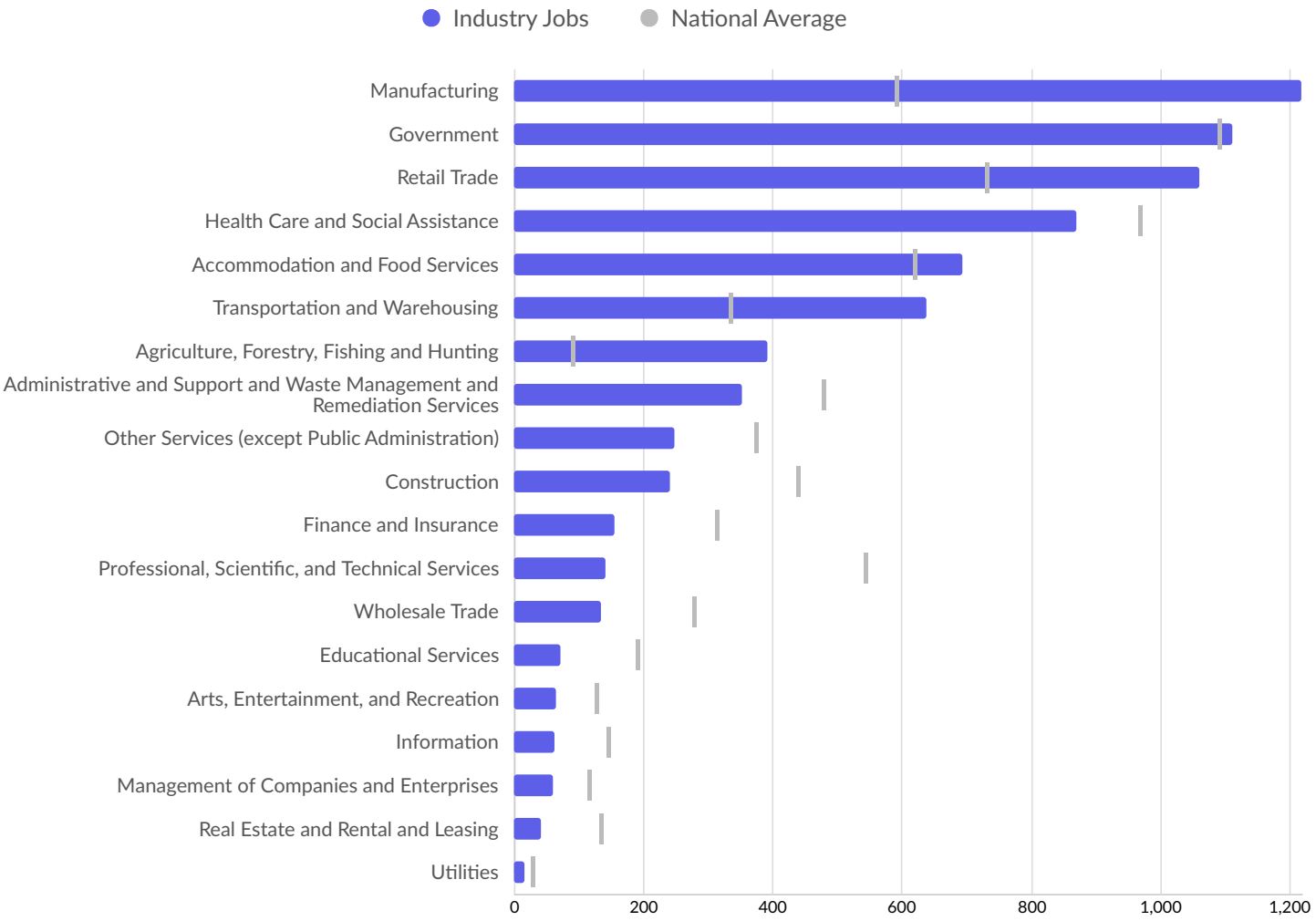
Top Previous Counties	Migrations
Grant County, WI	104
Vernon County, WI	89
Clayton County, IA	42
La Crosse County, WI	42
Dane County, WI	29
Cook County, IL	18

Top Previous Counties	Migrations
Ramsey County, MN	16
Bell County, TX	11
Milwaukee County, WI	11
Racine County, WI	10
Sauk County, WI	8
Dodge County, WI	6
Allamakee County, IA	6
Outagamie County, WI	6
Jefferson County, WI	5

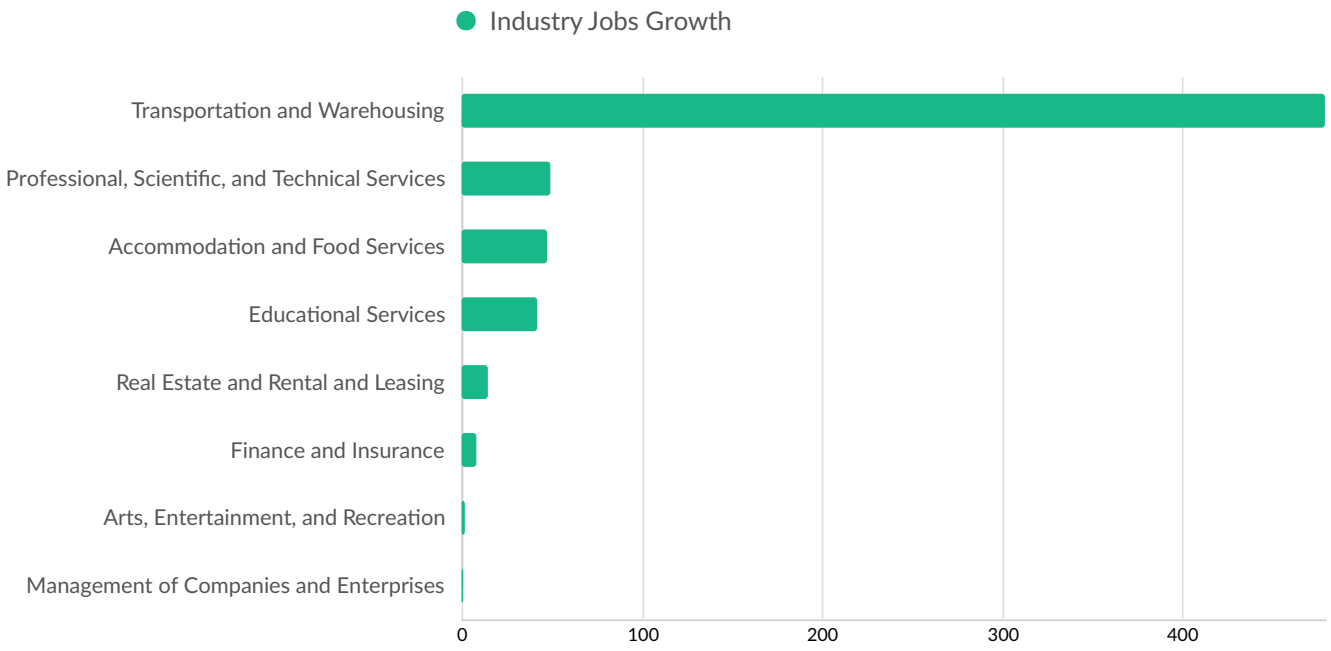
Top Following Counties	Migrations
Grant County, WI	120
Vernon County, WI	65
Clayton County, IA	53
La Crosse County, WI	40
Richland County, WI	31
Hillsborough County, FL	27
Hennepin County, MN	17
Kane County, IL	17
Sumter County, FL	13
Johnson County, IN	12
Winnebago County, WI	11
San Diego County, CA	10
Dodge County, WI	10
Will County, IL	10
Juneau County, WI	9

Industry Characteristics

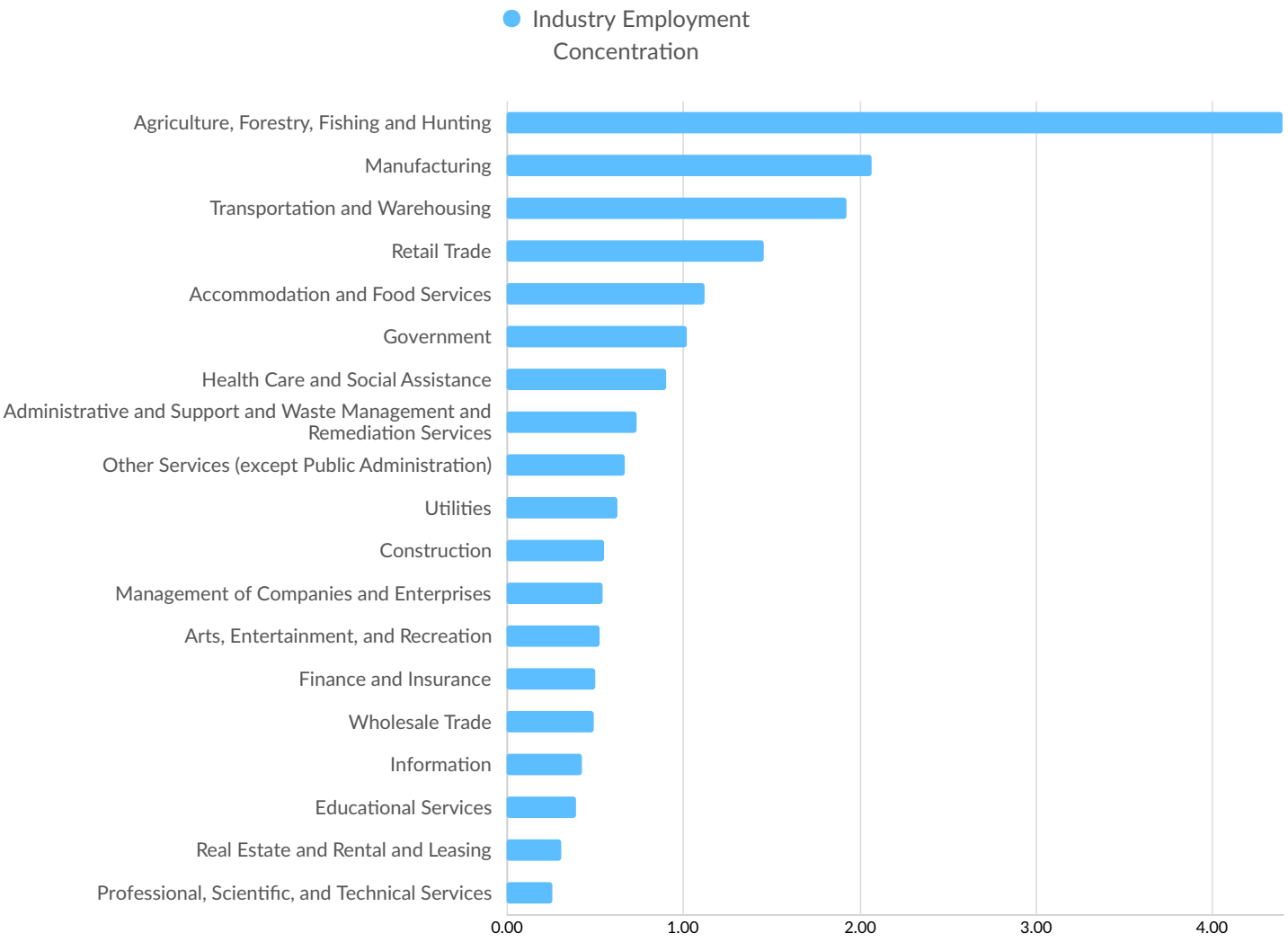
Largest Industries



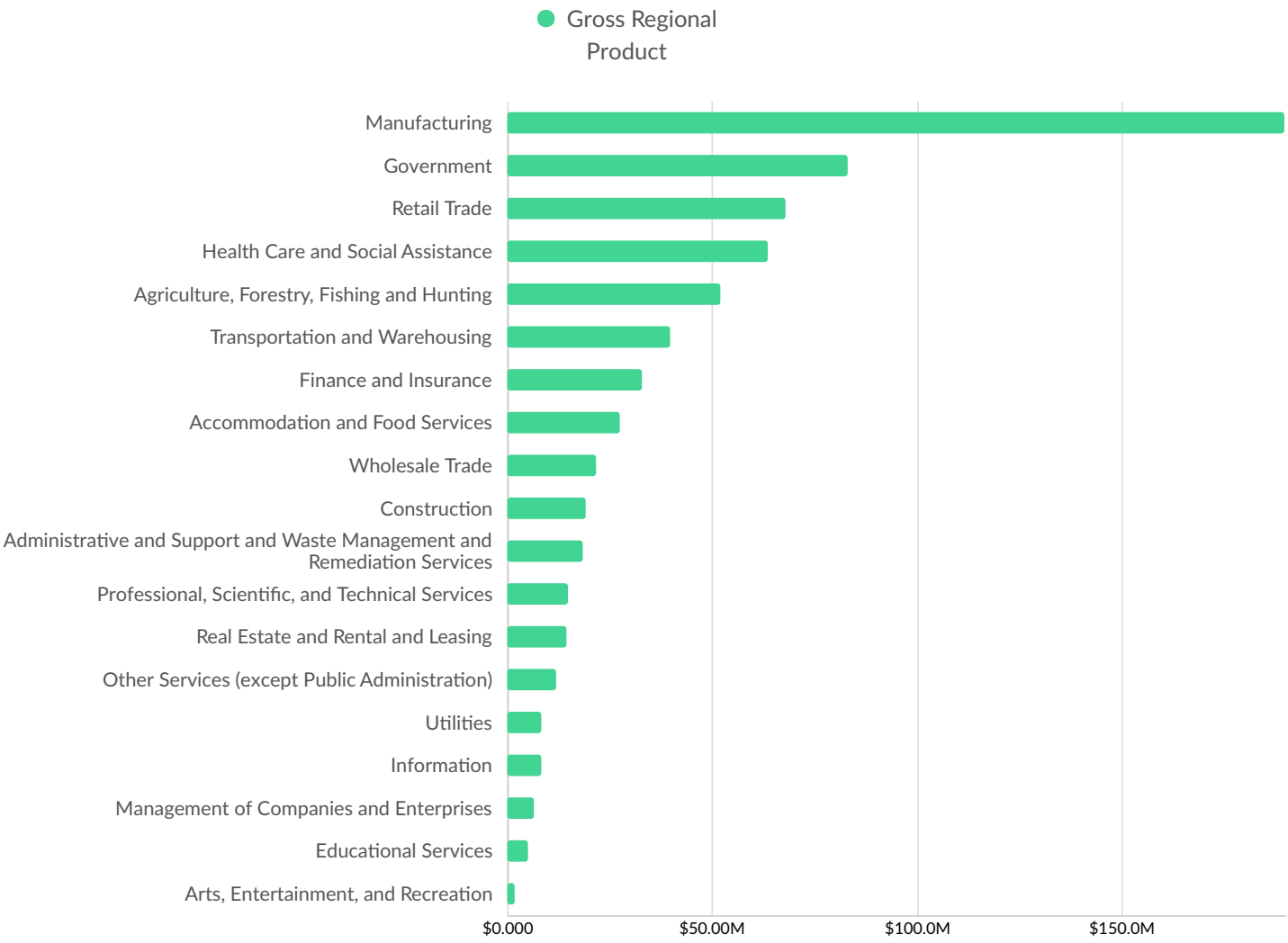
Top Growing Industries



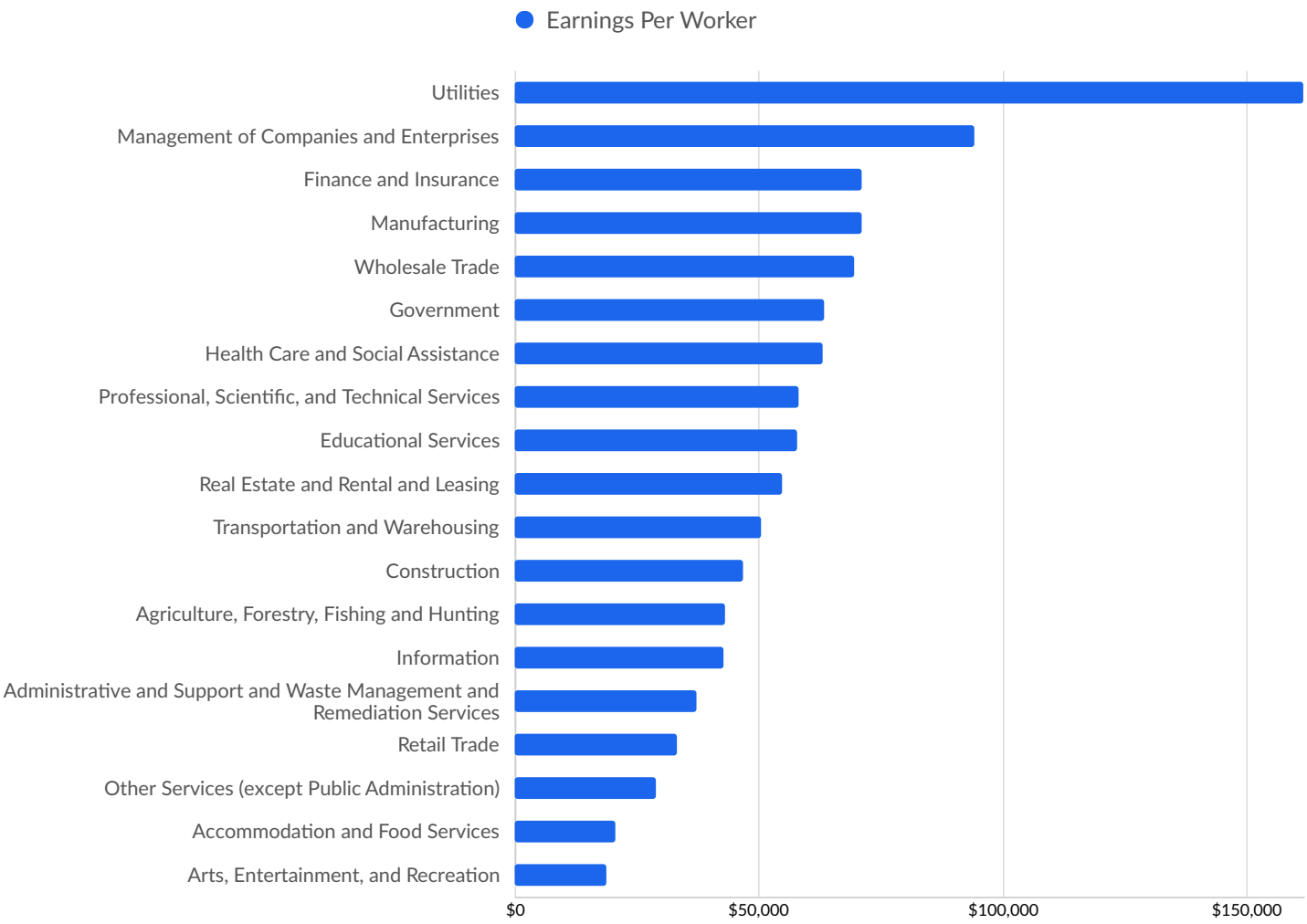
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

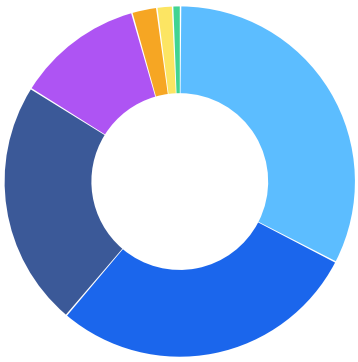
1,068 Companies Employ Your Workers

Online profiles for your workers mention 1,068 companies as employers, with the top 10 appearing below. In the last 12 months, 103 companies in Crawford County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
3M	105
Bass Pro Shops	57
Walmart	30
Crossing Rivers Health	27
Bapi	26
State of Wisconsin	20
Gundersen Health System	19
Prairie Du Chien Area Schools	19
Marta C. Turksel, Educational Co...	18
Vernon Memorial Healthcare	18

Top Companies Posting	Unique Postings
Bass Pro Shops	103
Walmart	38
Dollar General	24
Cleary Building Corp.	23
UFP Industries	22
Building Automation Products	20
Kwik Trip	19
Walgreens Boots Alliance	18
3M	14
TJX	12

Business Size

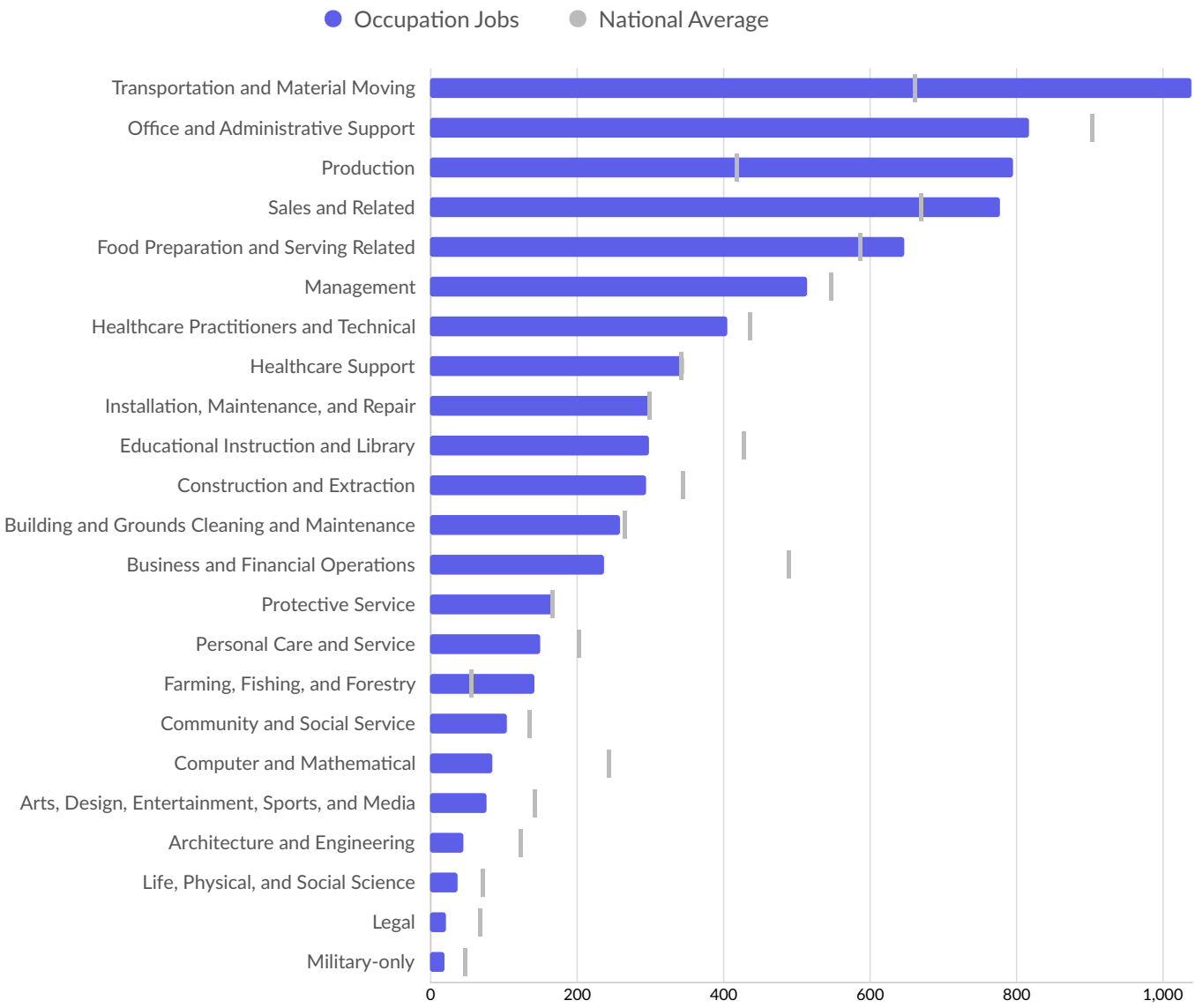


	Percentage	Business Count
1 to 4 employees	32.5%	225
5 to 9 employees	28.6%	198
10 to 19 employees	22.7%	157
20 to 49 employees	11.7%	81
50 to 99 employees	2.3%	16
100 to 249 employees	1.4%	10
250 to 499 employees	0.7%	5

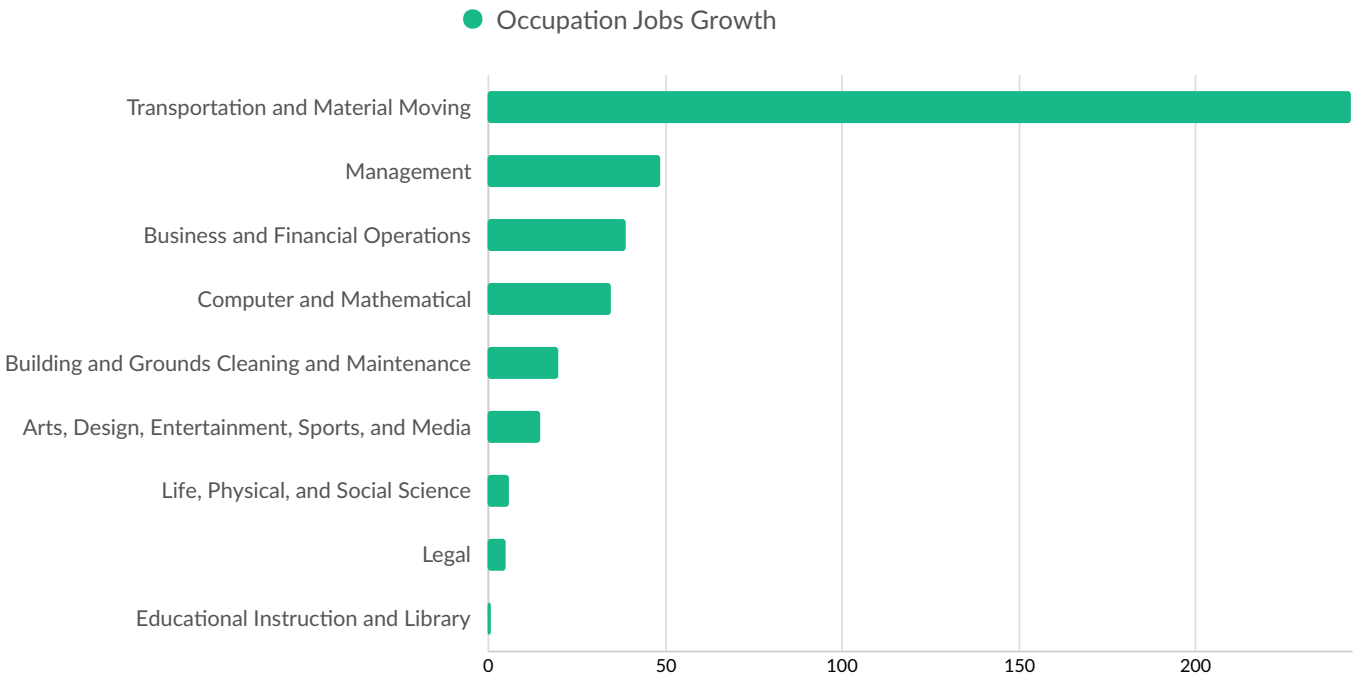
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

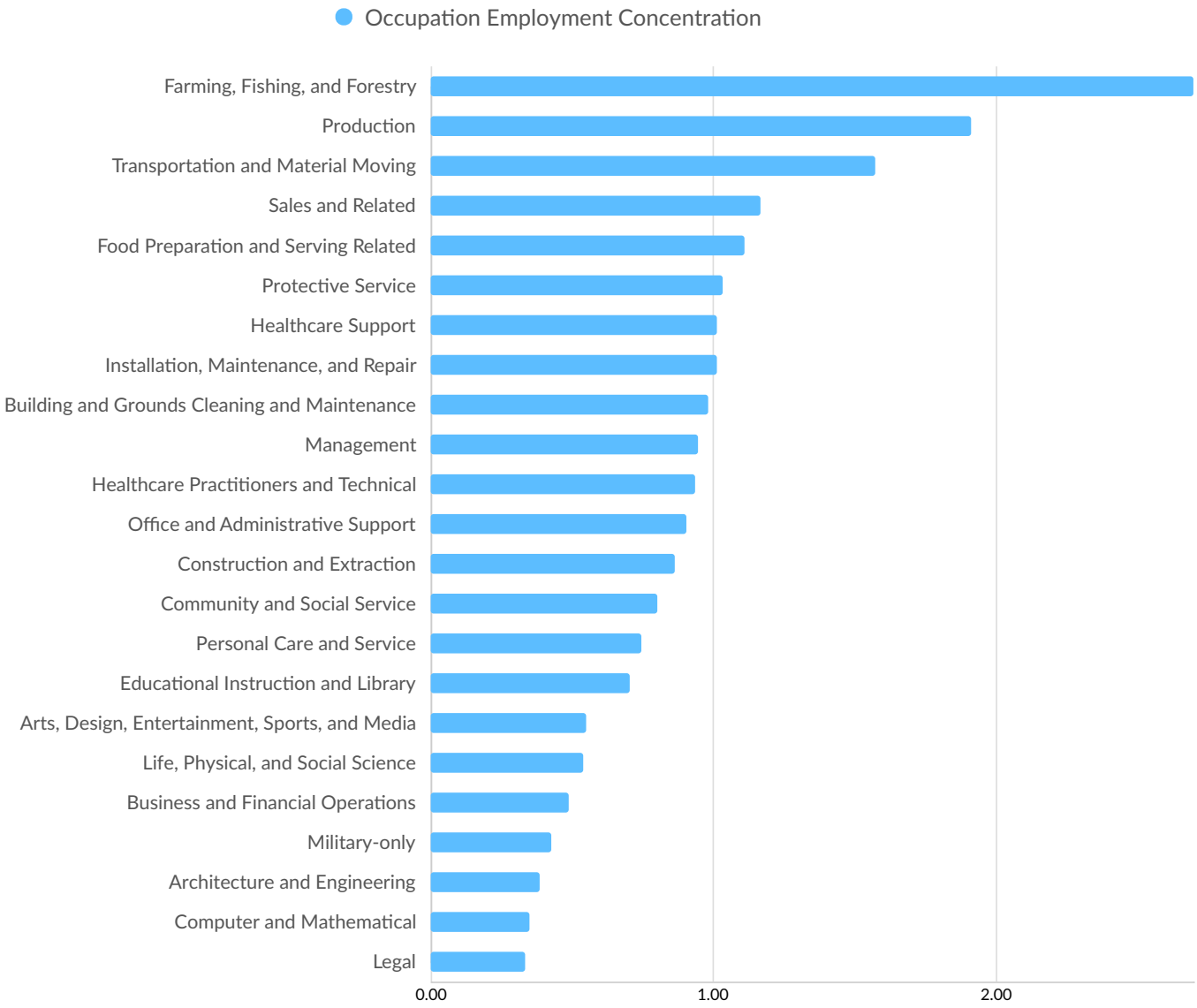
Largest Occupations



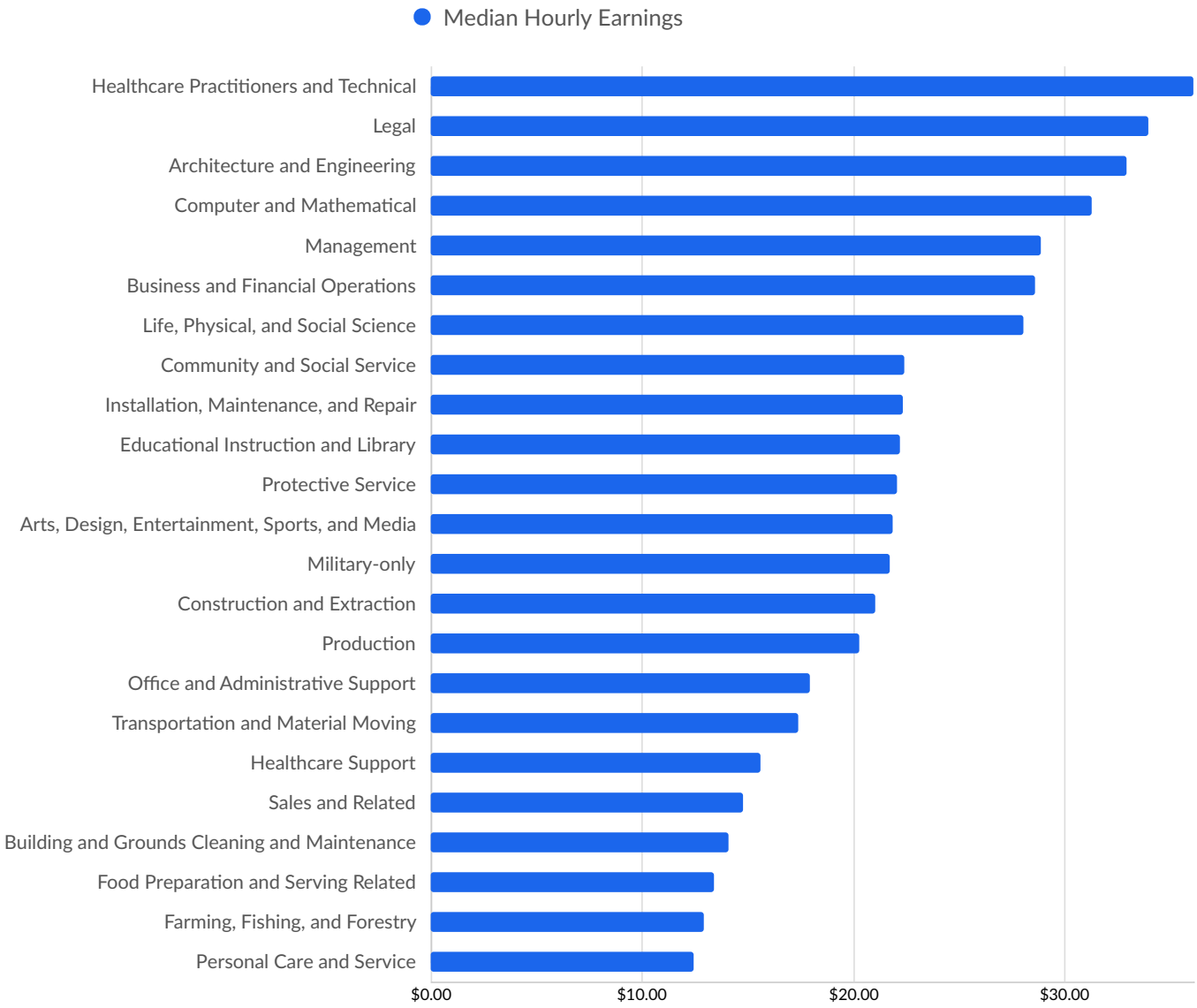
Top Growing Occupations



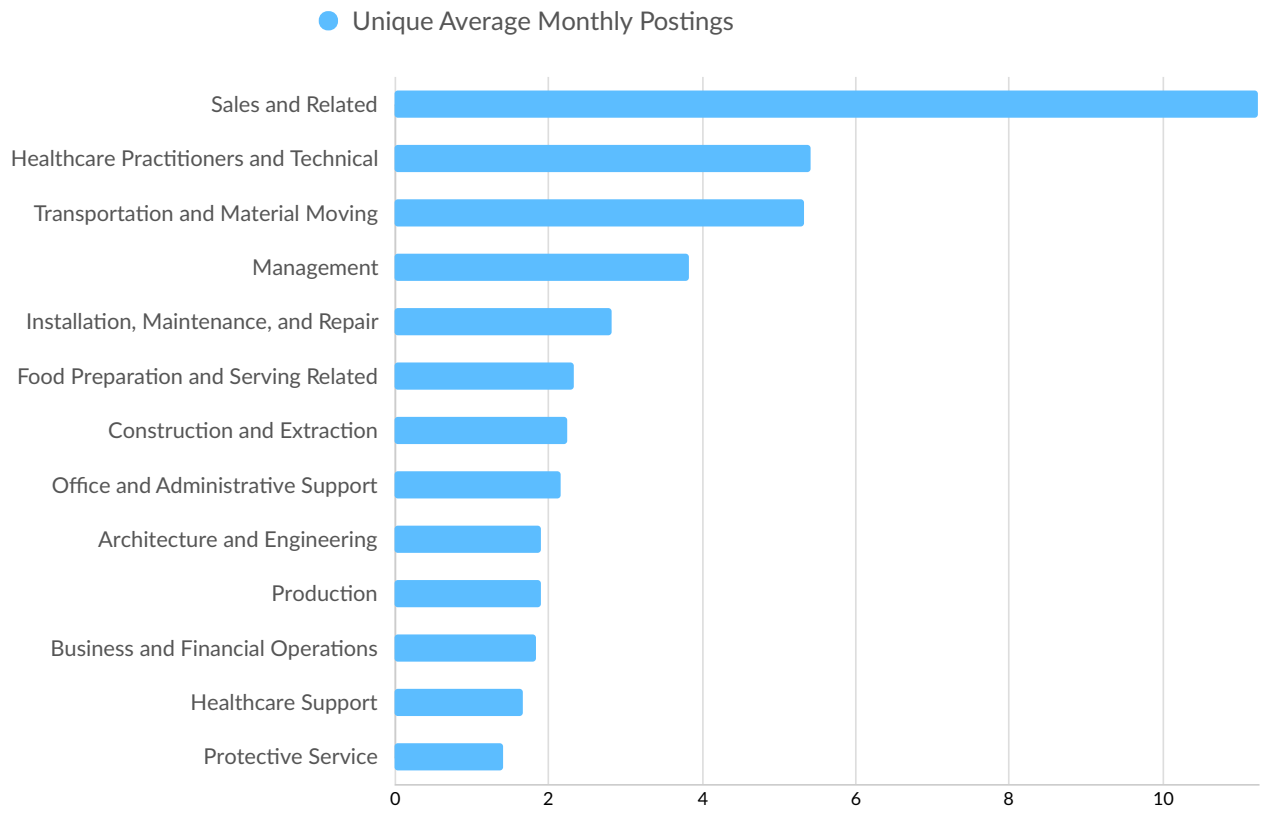
Top Occupation Employment Concentration



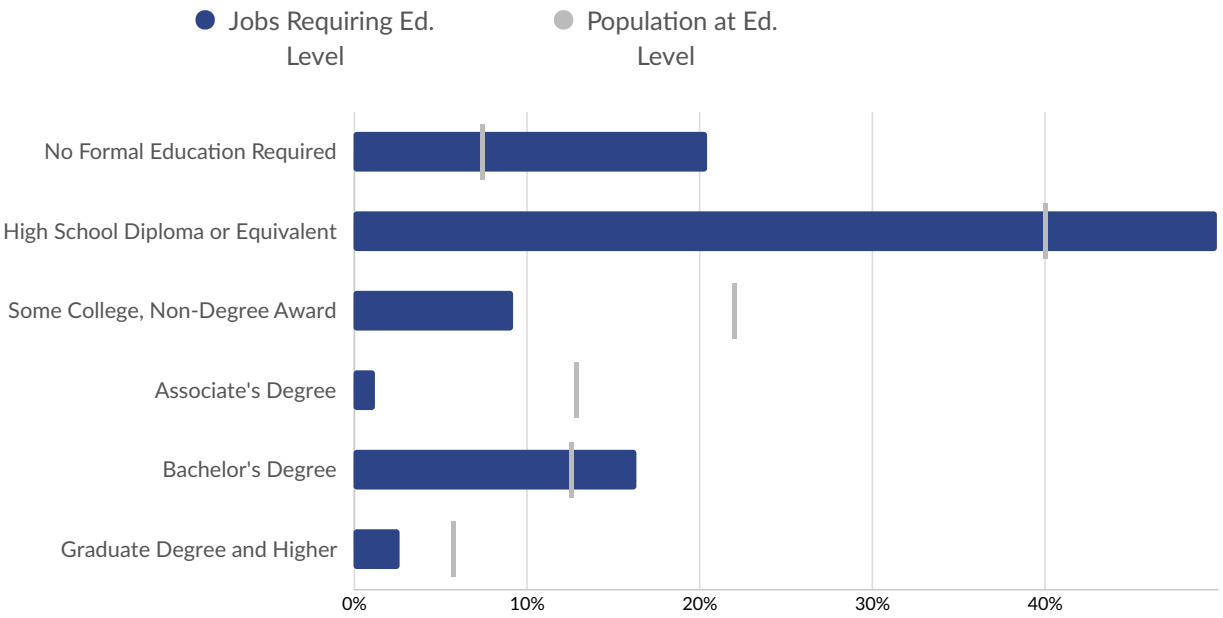
Top Occupation Earnings



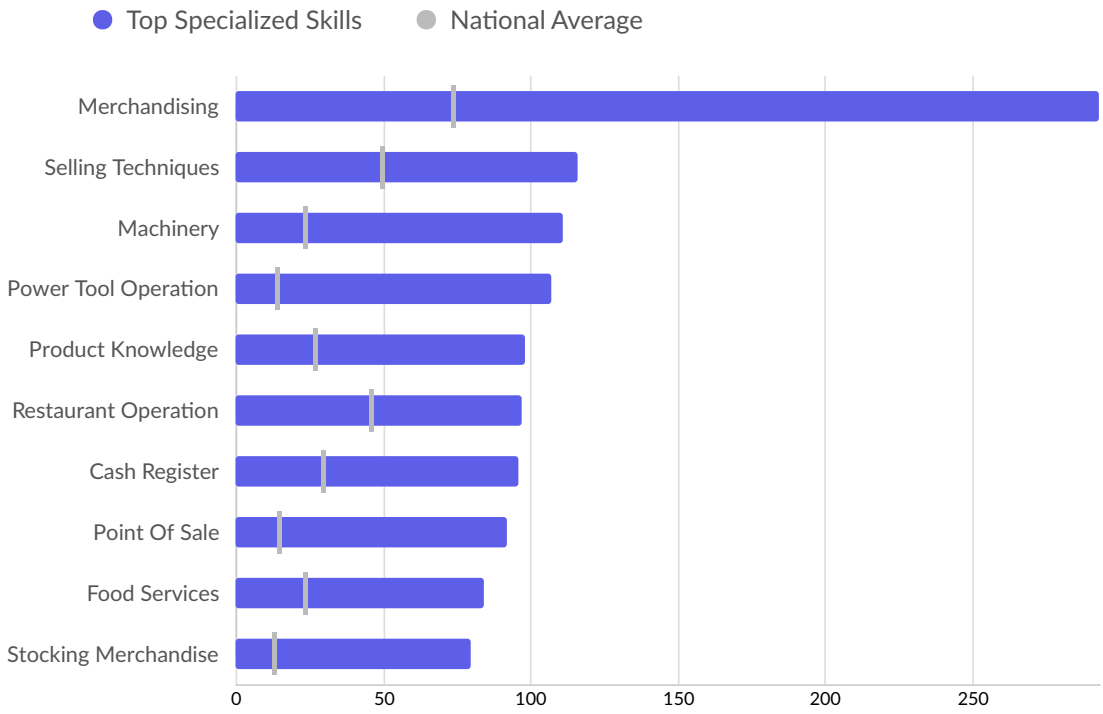
Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills