



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

16,016

Population (2025)

Population **decreased by 68** over the last 5 years and is projected to **decrease by 231** over the next 5 years.

7,586

Total Regional Employment

Jobs **decreased by 153** over the last 5 years but are projected to **grow by 150** over the next 5 years.

\$63.5K

Median Household Income (2023)

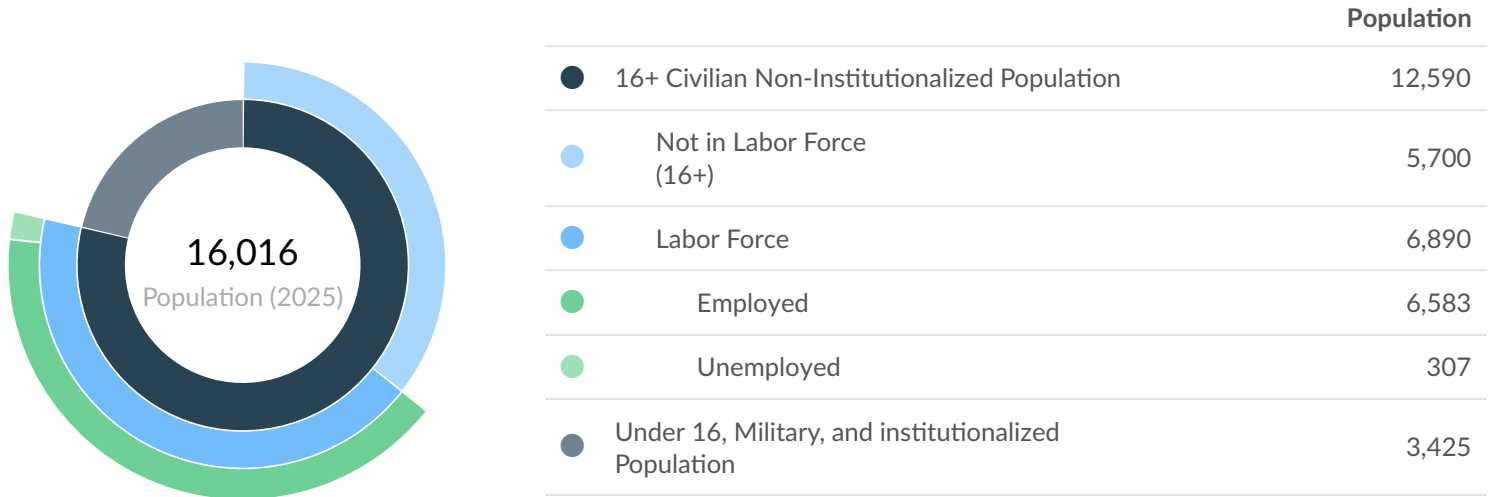
Median household income is **\$15.0K below** the national median household income of \$78.5K.

Takeaways

- As of 2025 the region's population **declined by 0.4%** since 2020, falling by 68. Population is expected to **decrease by 1.4%** between 2025 and 2030, losing 231.
- From 2020 to 2025, jobs **declined by 2.0%** in Crawford County, WI from 7,739 to **7,586**. This change **fell short of the national growth rate of 10.6% by 12.6%**. As the number of jobs declined, the **labor force participation rate decreased from 59.9% to 54.7% between 2020 and 2025**.
- Concerning educational attainment, **12.8% of Crawford County, WI residents possess a Bachelor's Degree** (9.0% below the national average), and **14.2% hold an Associate's Degree** (5.3% above the national average).
- The top three industries in 2025 are Restaurants and Other Eating Places, Other Nonmetallic Mineral Product Manufacturing, and Warehouse Clubs, Supercenters, and Other General Merchandise Retailers.

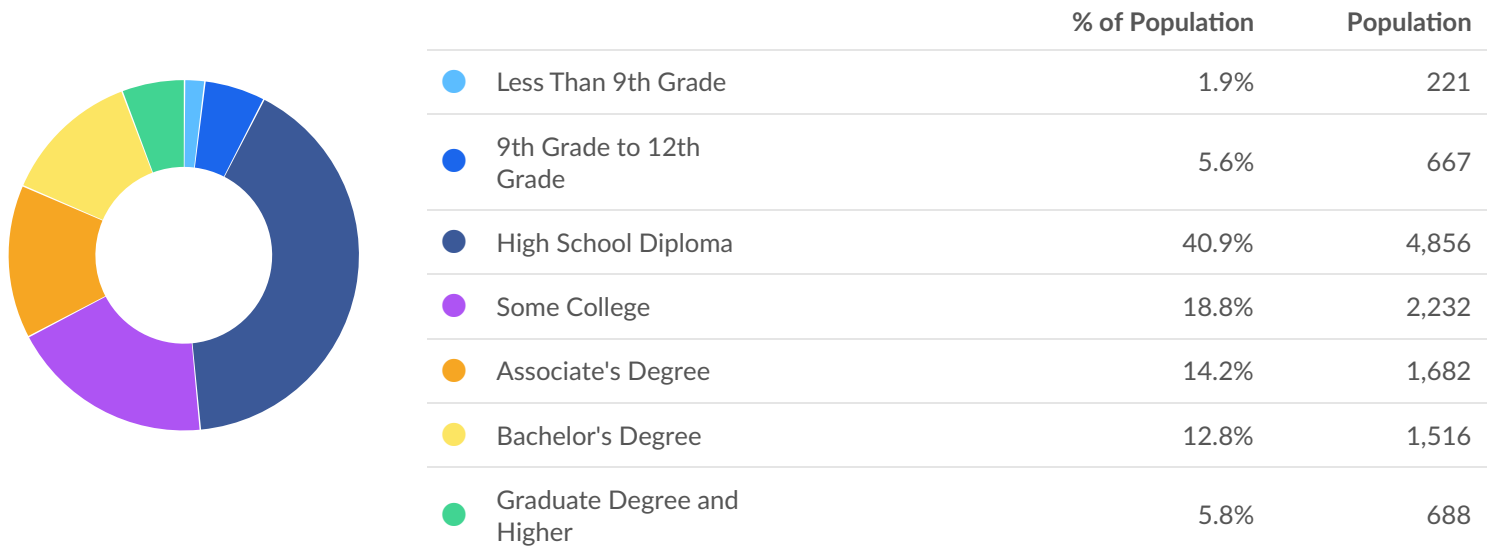
	Population (2025)	Labor Force (Dec 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	16,016	6,890	7,586	98.8	\$925.16M	\$1.35B	\$1.28B
State	5,980,718	3,123,278	3,272,214	100.3	\$457.86B	\$400.36B	\$432.85B

Dec 2025 Labor Force Breakdown



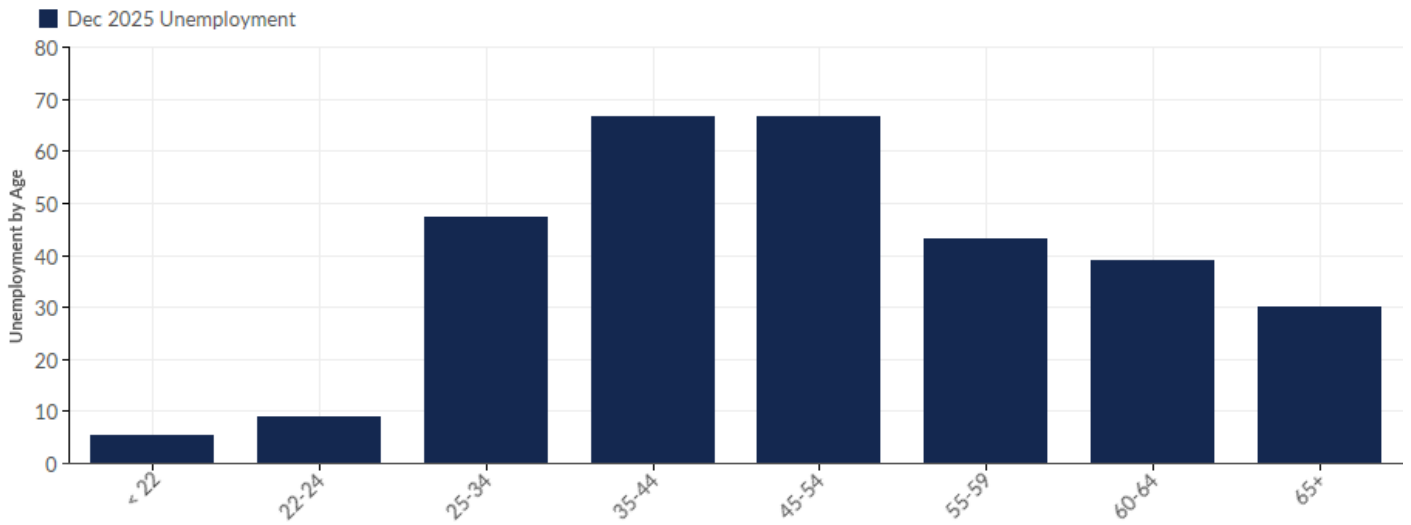
Educational Attainment

Concerning educational attainment, **12.8% of Crawford County, WI residents possess a Bachelor's Degree** (9.0% below the national average), and **14.2% hold an Associate's Degree** (5.3% above the national average).



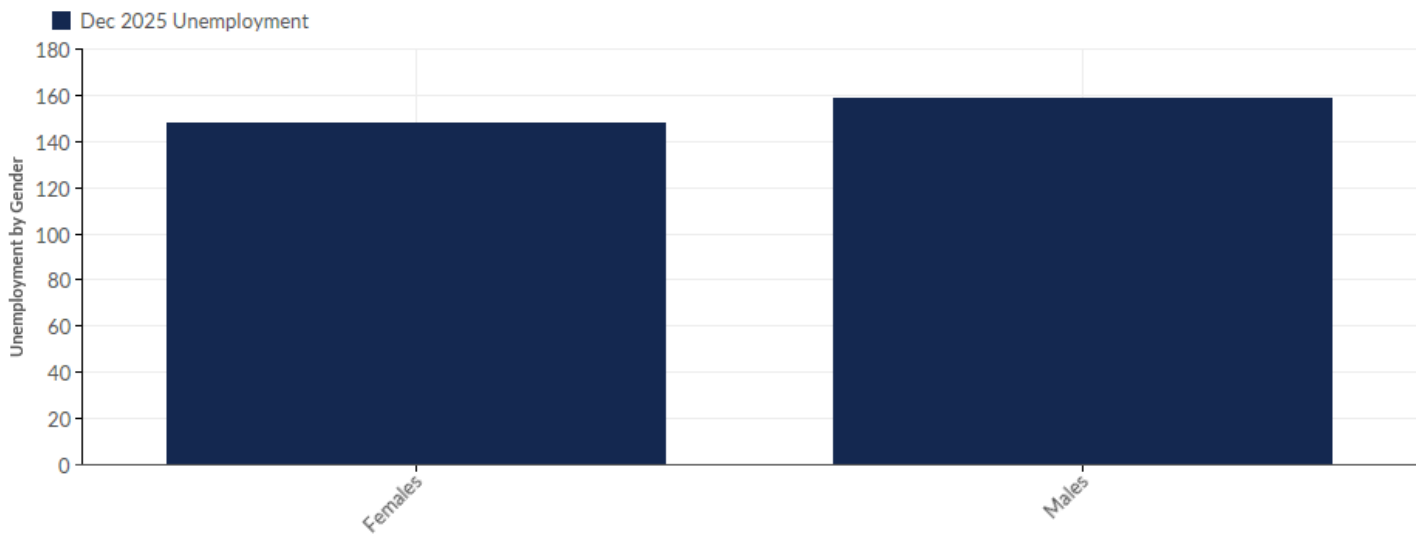
Unemployment by Demographics

Unemployment by Age



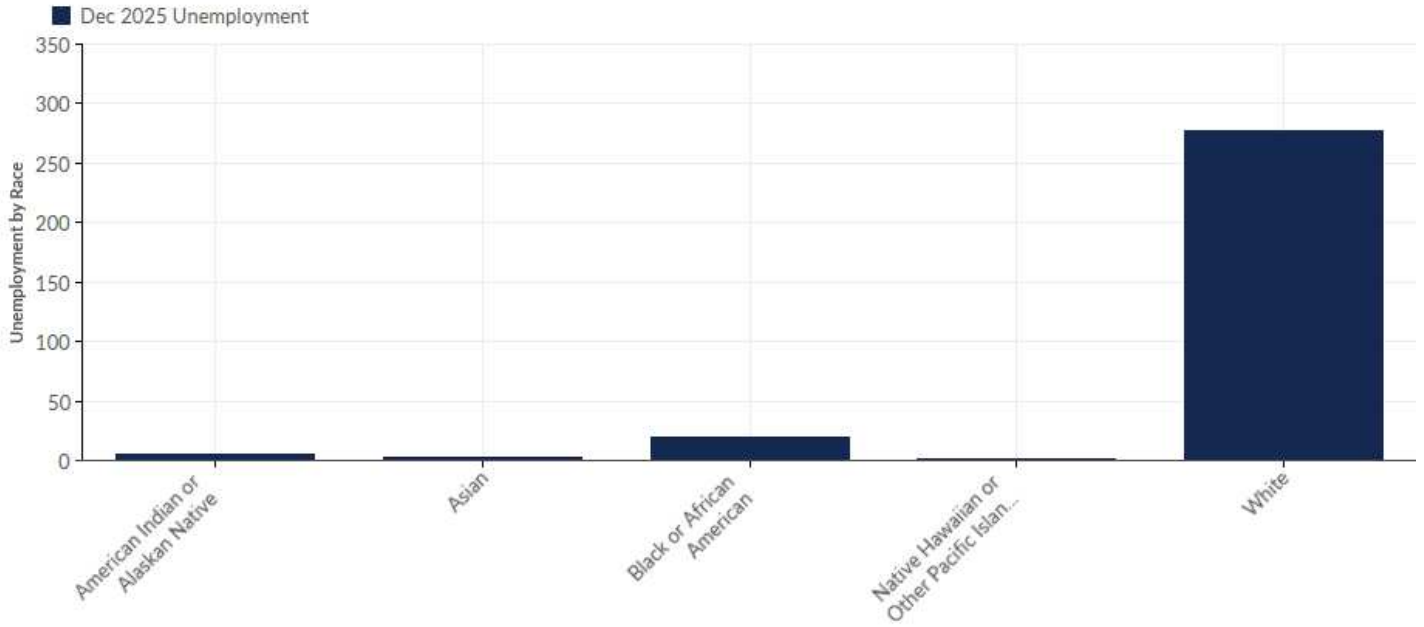
Age	Unemployment (Dec 2025)	% of Unemployed
< 22	5	1.63%
22-24	9	2.93%
25-34	47	15.31%
35-44	67	21.82%
45-54	67	21.82%
55-59	43	14.01%
60-64	39	12.70%
65+	30	9.77%
Total	307	100.00%

Unemployment by Gender



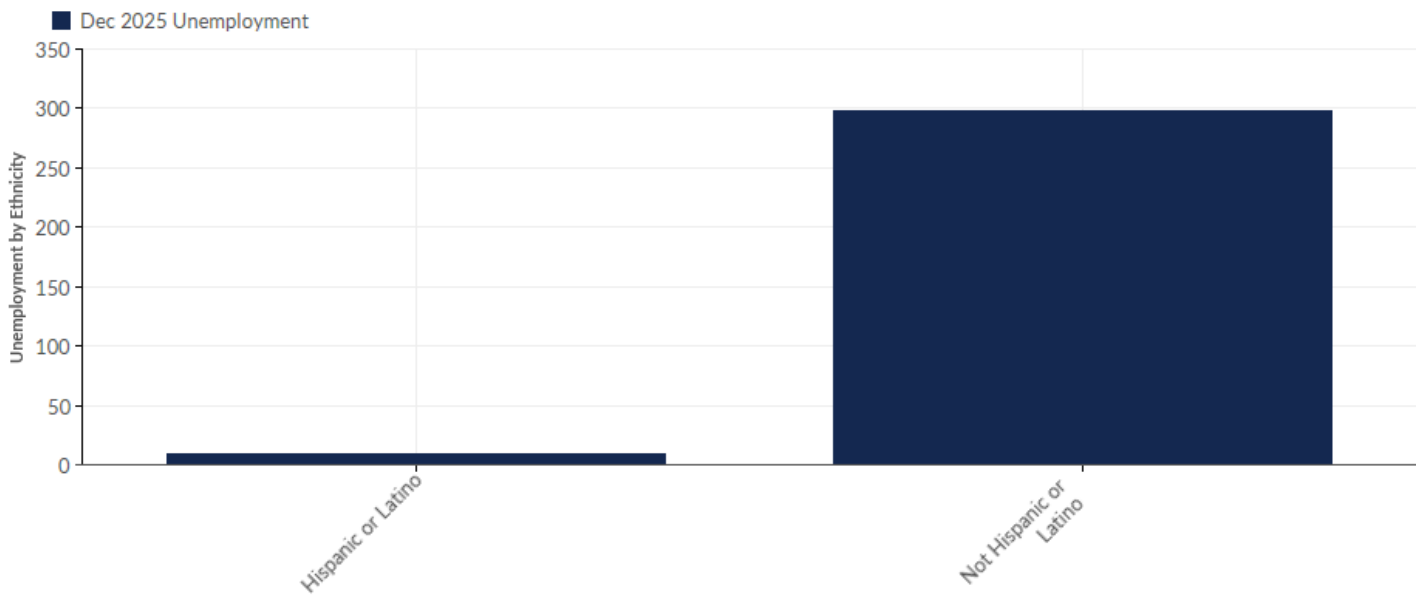
Gender	Unemployment (Dec 2025)	% of Unemployed
Females	148	48.21%
Males	159	51.79%
Total	307	100.00%

Unemployment by Race



Race	Unemployment (Dec 2025)	% of Unemployed
American Indian or Alaskan Native	6	1.95%
Asian	3	0.98%
Black or African American	20	6.51%
Native Hawaiian or Other Pacific Islander	1	0.33%
White	277	90.23%
Total	307	100.00%

Unemployment by Ethnicity

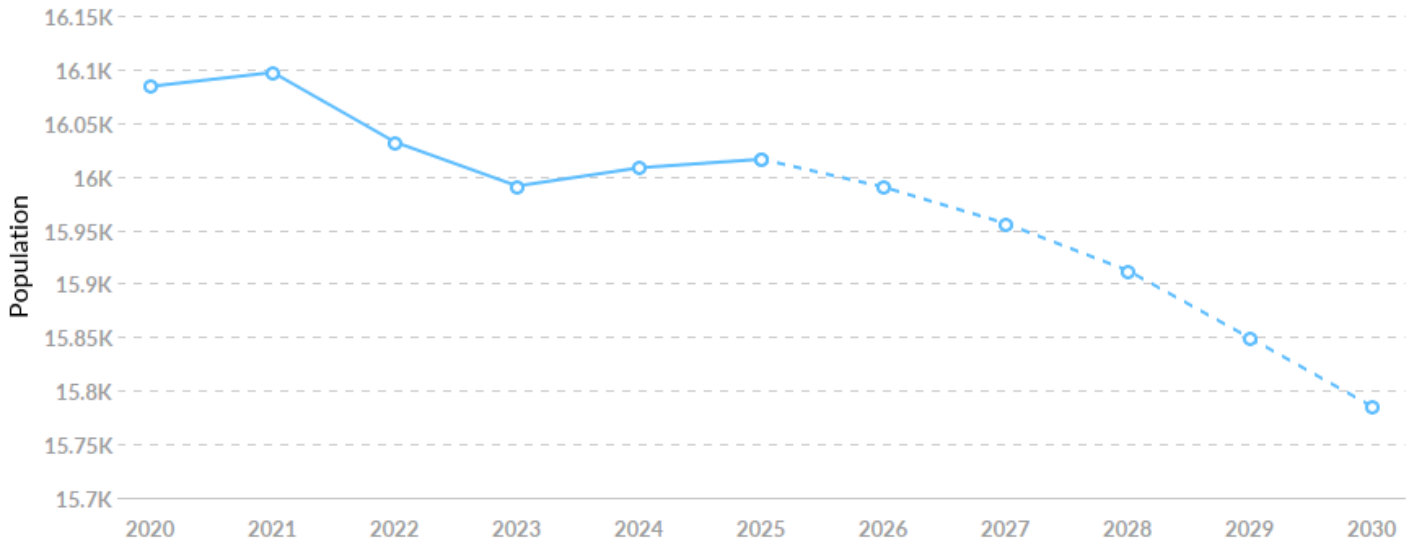


Ethnicity	Unemployment (Dec 2025)	% of Unemployed
Hispanic or Latino	10	3.26%
Not Hispanic or Latino	297	96.74%
Total	307	100.00%

Historic & Projected Trends

Population Trends

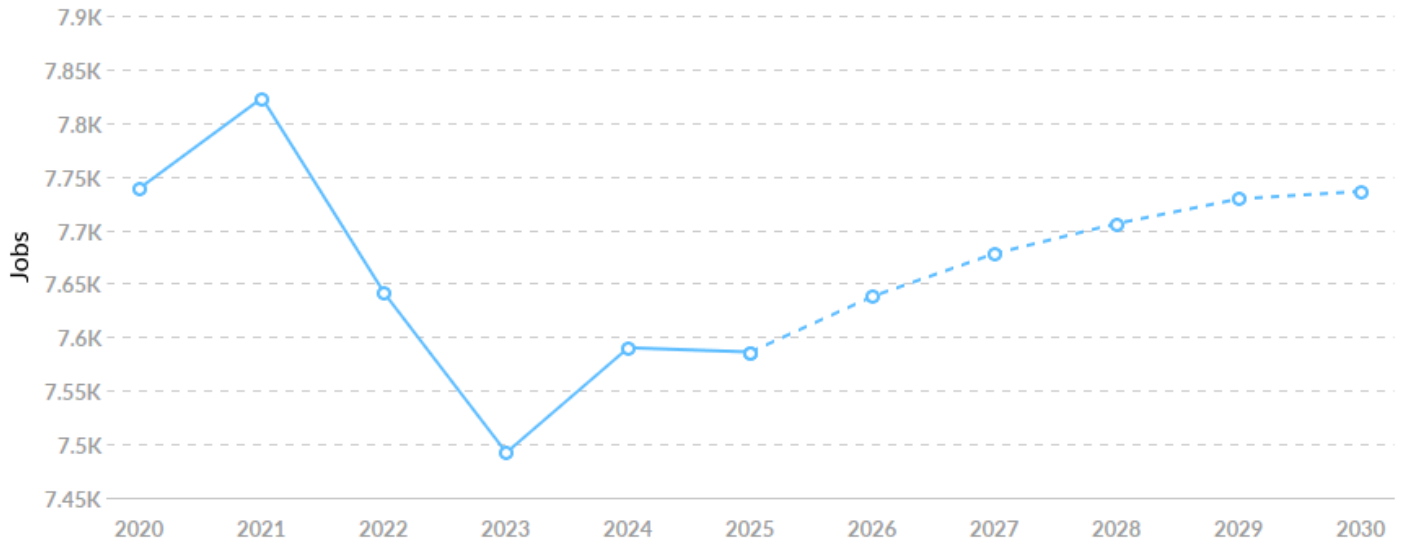
As of 2025 the region's population **declined by 0.4%** since 2020, falling by 68. Population is expected to **decrease by 1.4%** between 2025 and 2030, losing 231.



Timeframe	Population
2020	16,084
2021	16,097
2022	16,032
2023	15,991
2024	16,008
2025	16,016
2026	15,990
2027	15,956
2028	15,912
2029	15,849
2030	15,785

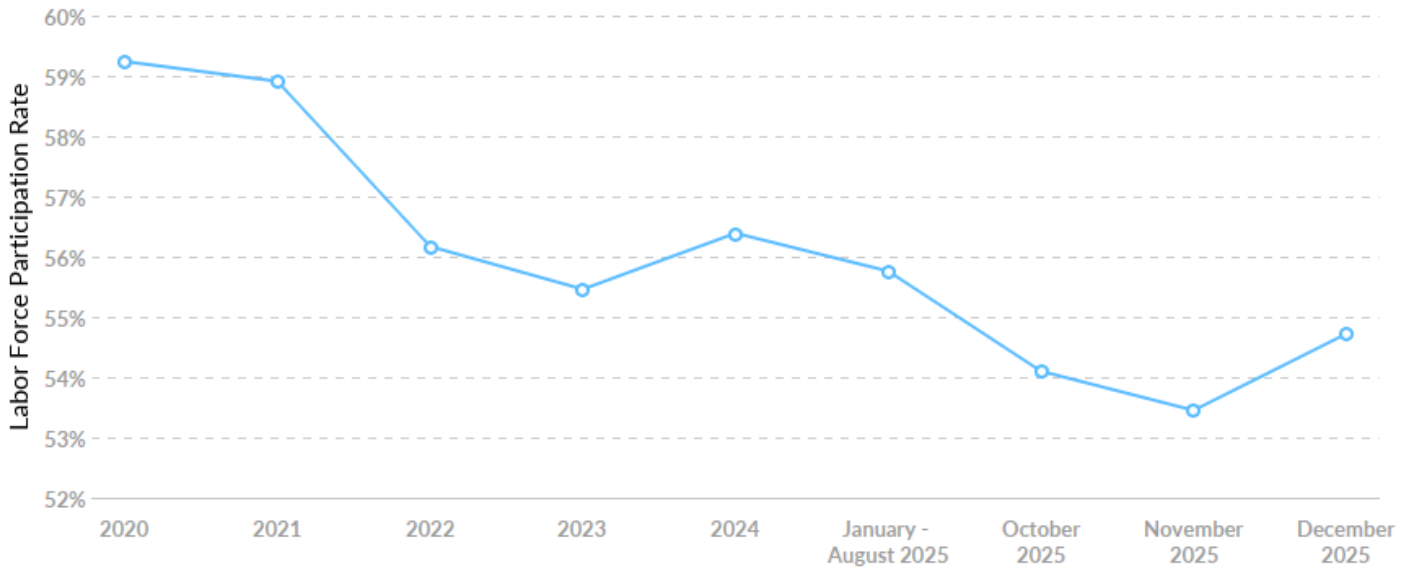
Job Trends

From 2020 to 2025, jobs declined by 2.0% in Crawford County, WI from 7,739 to 7,586. This change fell short of the national growth rate of 10.6% by 12.6%.



Timeframe	Jobs
2020	7,739
2021	7,823
2022	7,641
2023	7,492
2024	7,590
2025	7,586
2026	7,638
2027	7,678
2028	7,706
2029	7,729
2030	7,736

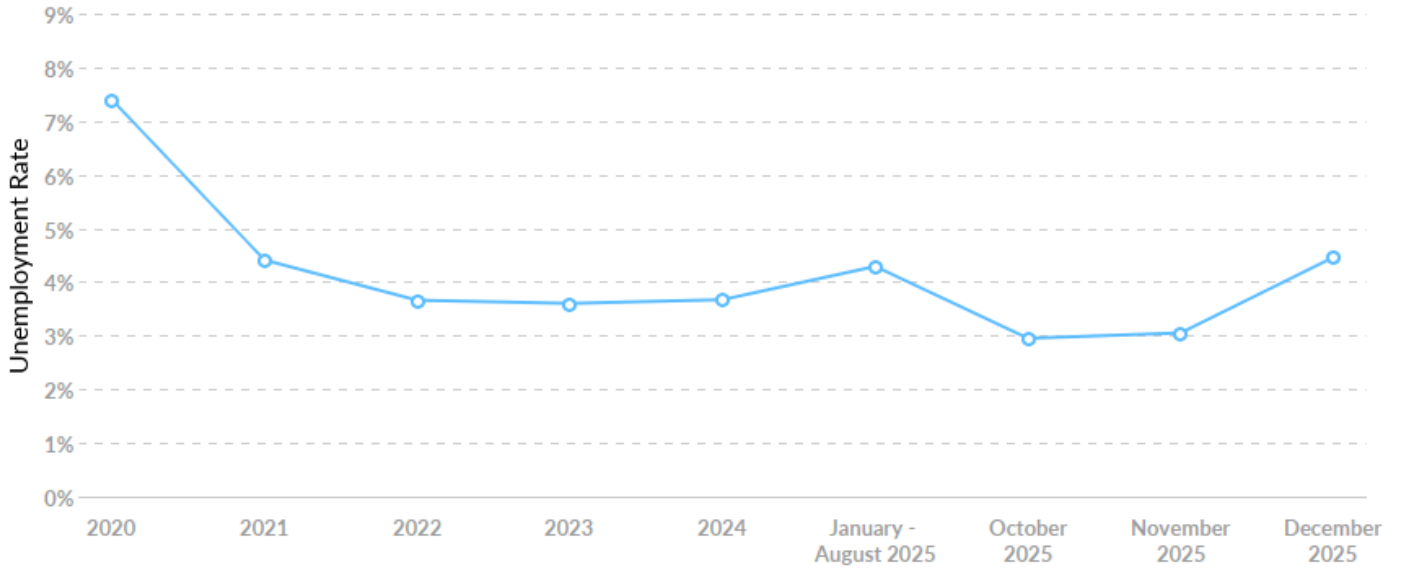
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	59.24%
2021	58.91%
2022	56.17%
2023	55.46%
2024	56.39%
January - August 2025	55.76%
October 2025	54.10%
November 2025	53.45%
December 2025	54.72%

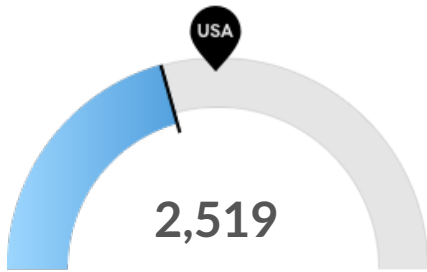
Unemployment Rate Trends

Crawford County, WI had a December 2025 unemployment rate of 4.46%, **decreasing from 7.40%** 5 years before.



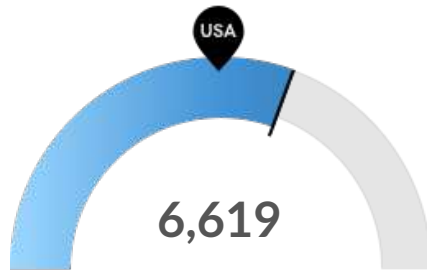
Timeframe	Unemployment Rate
2020	7.40%
2021	4.41%
2022	3.66%
2023	3.60%
2024	3.67%
January - August 2025	4.29%
October 2025	2.95%
November 2025	3.05%
December 2025	4.46%

Population Characteristics



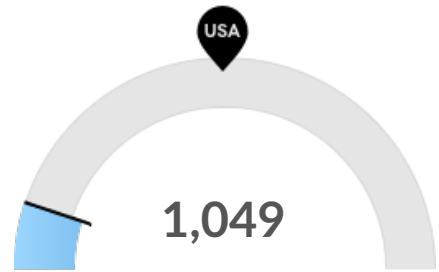
Millennials

Crawford County, WI has 2,519 millennials (ages 25-39). The national average for an area this size is 3,277.



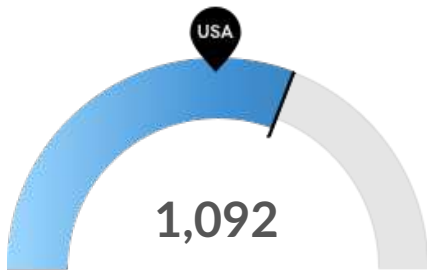
Retiring Soon

Retirement risk is high in Crawford County, WI. The national average for an area this size is 4,840 people 55 or older, while there are 6,619 here.



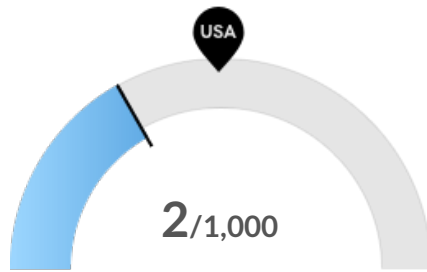
Racial Diversity

Racial diversity is low in Crawford County, WI. The national average for an area this size is 6,810 racially diverse people, while there are 1,049 here.



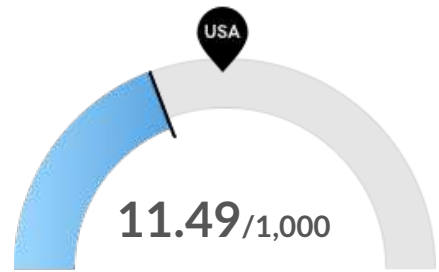
Veterans

Crawford County, WI has 1,092 veterans. The national average for an area this size is 787.



Violent Crime

Crawford County, WI has 2 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

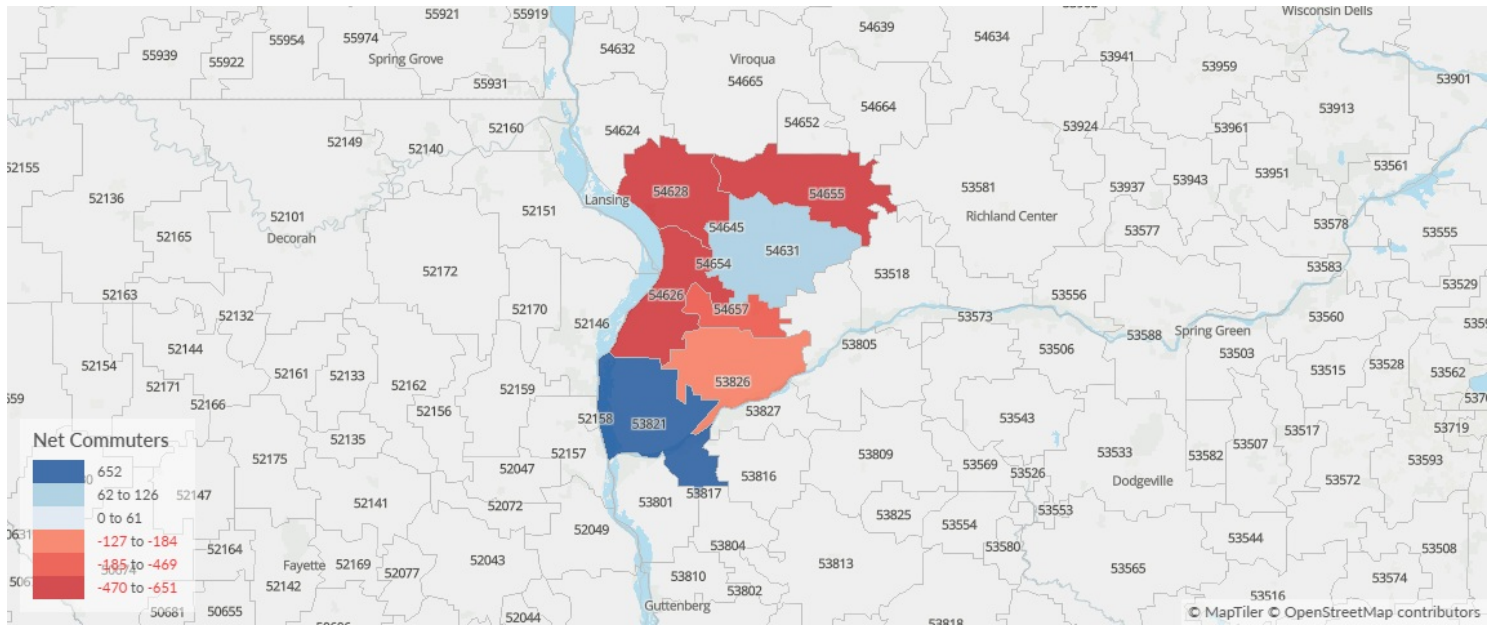


Property Crime

Crawford County, WI has 11.49 property crimes per 1,000 people. The national rate is 16.44 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

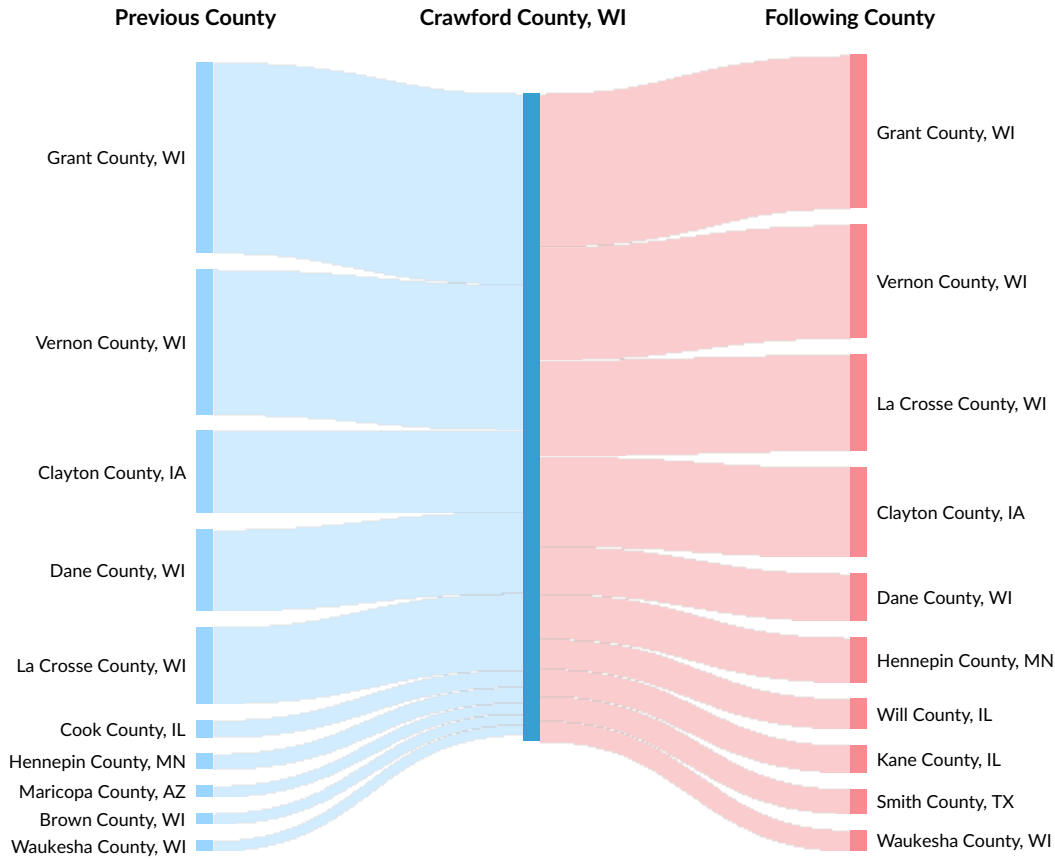
ZIP	Name	2025 Employment
53821	Prairie Du Chien, WI (in...	4,529
54631	Gays Mills, WI (in Crawf...	1,283
54655	Soldiers Grove, WI (in C...	683
53826	Wauzeka, WI (in Crawfo...	546
54626	Eastman, WI (in Crawfo...	149

ZIP	Name	2025 Workers
53821	Prairie Du Chien, WI (in...	3,877
54631	Gays Mills, WI (in Crawf...	1,222
54655	Soldiers Grove, WI (in C...	1,153
53826	Wauzeka, WI (in Crawfo...	673
54626	Eastman, WI (in Crawfo...	641

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 2022, 89 people have migrated from Grant County, WI to Crawford County, WI. In the same year, 71 people left Crawford County, WI migrating to Grant County, WI. The total Net Migration for Crawford County, WI in 2022 was 8.

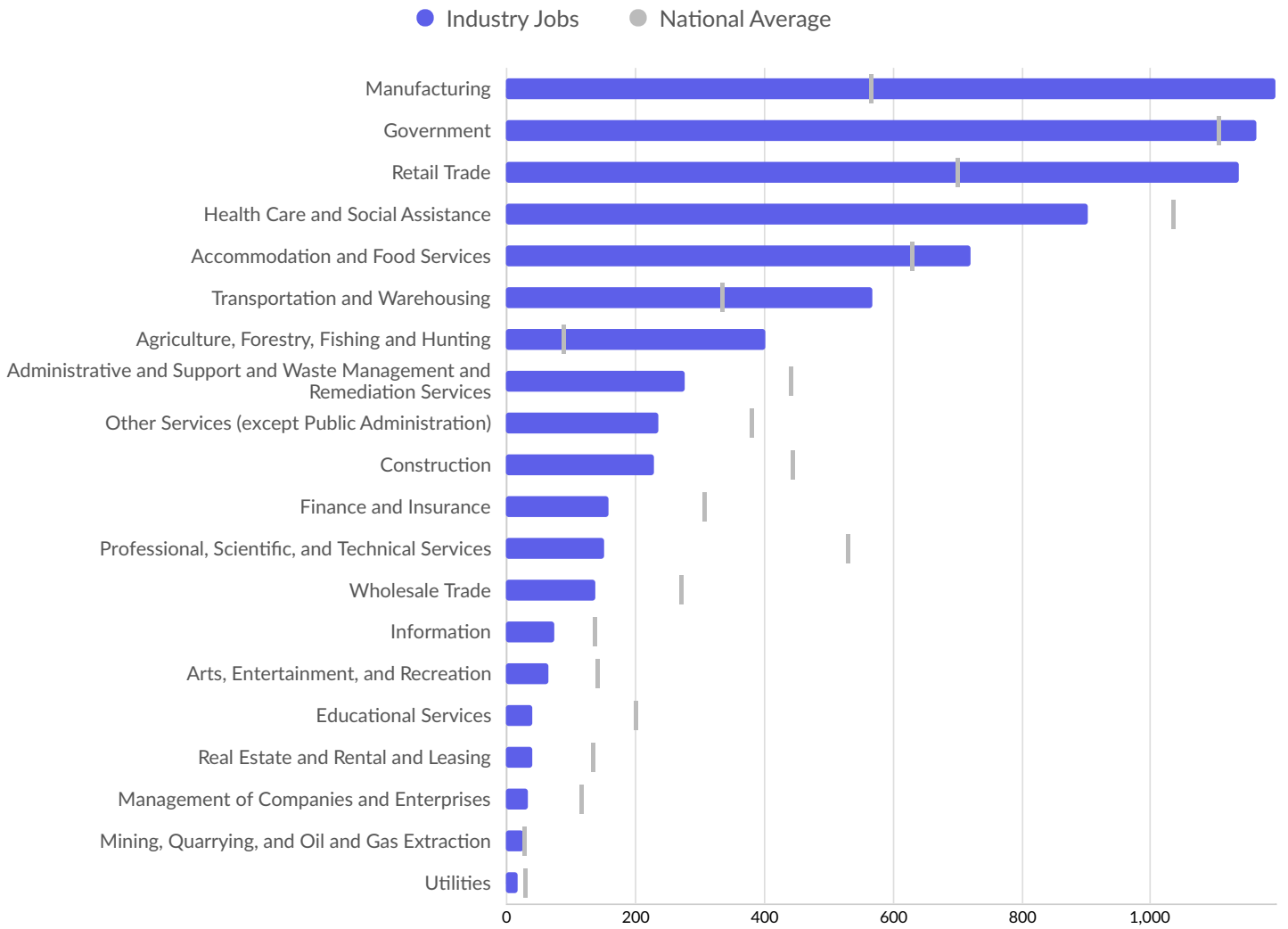


Top Previous Counties	Migrations
Grant County, WI	89
Vernon County, WI	67
Clayton County, IA	38
Dane County, WI	38
La Crosse County, WI	36
Cook County, IL	8

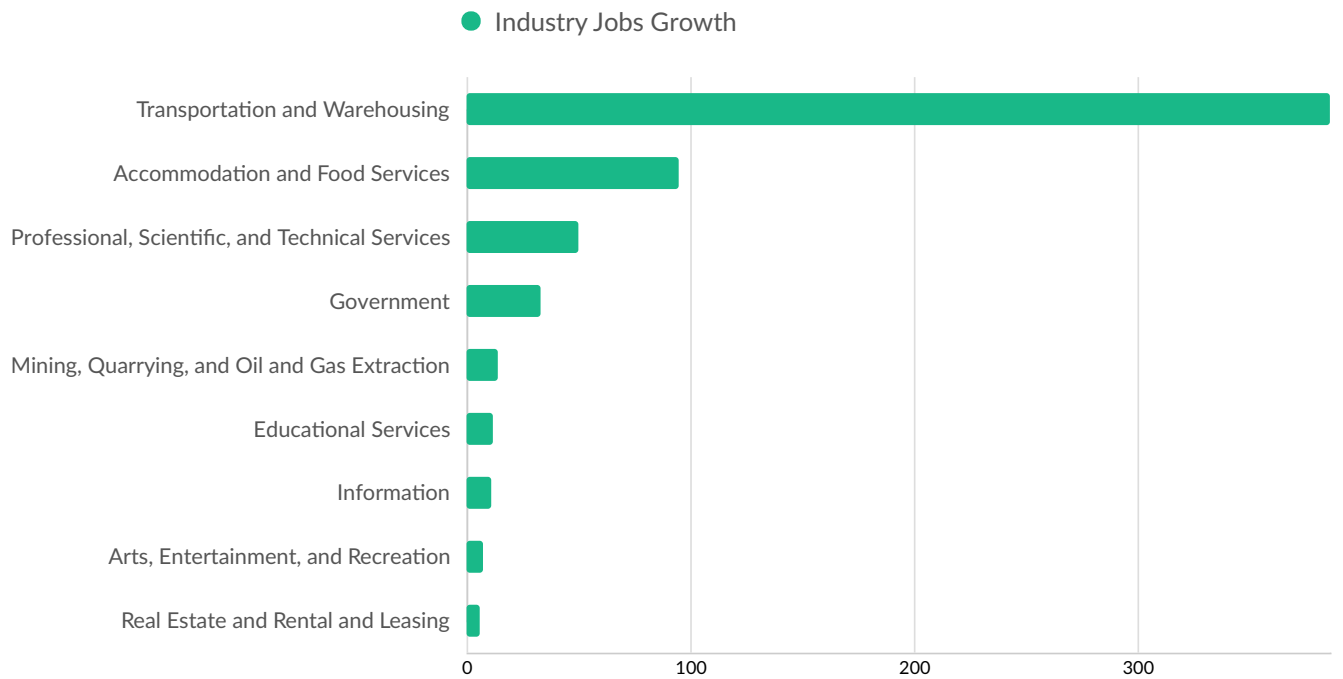
Top Previous Counties	Migrations
Hennepin County, MN	7
Maricopa County, AZ	5
Brown County, WI	5
Waukesha County, WI	5
Rock County, WI	5
Racine County, WI	5
Sanilac County, MI	4
Chippewa County, WI	4
Wood County, WI	4
Top Following Counties	Migrations
Grant County, WI	71
Vernon County, WI	53
La Crosse County, WI	45
Clayton County, IA	42
Dane County, WI	22
Hennepin County, MN	21
Will County, IL	14
Kane County, IL	13
Smith County, TX	11
Waukesha County, WI	10
Olmsted County, MN	8
Dodge County, WI	8
Outagamie County, WI	7
Milwaukee County, WI	7
Pinellas County, FL	6

Industry Characteristics

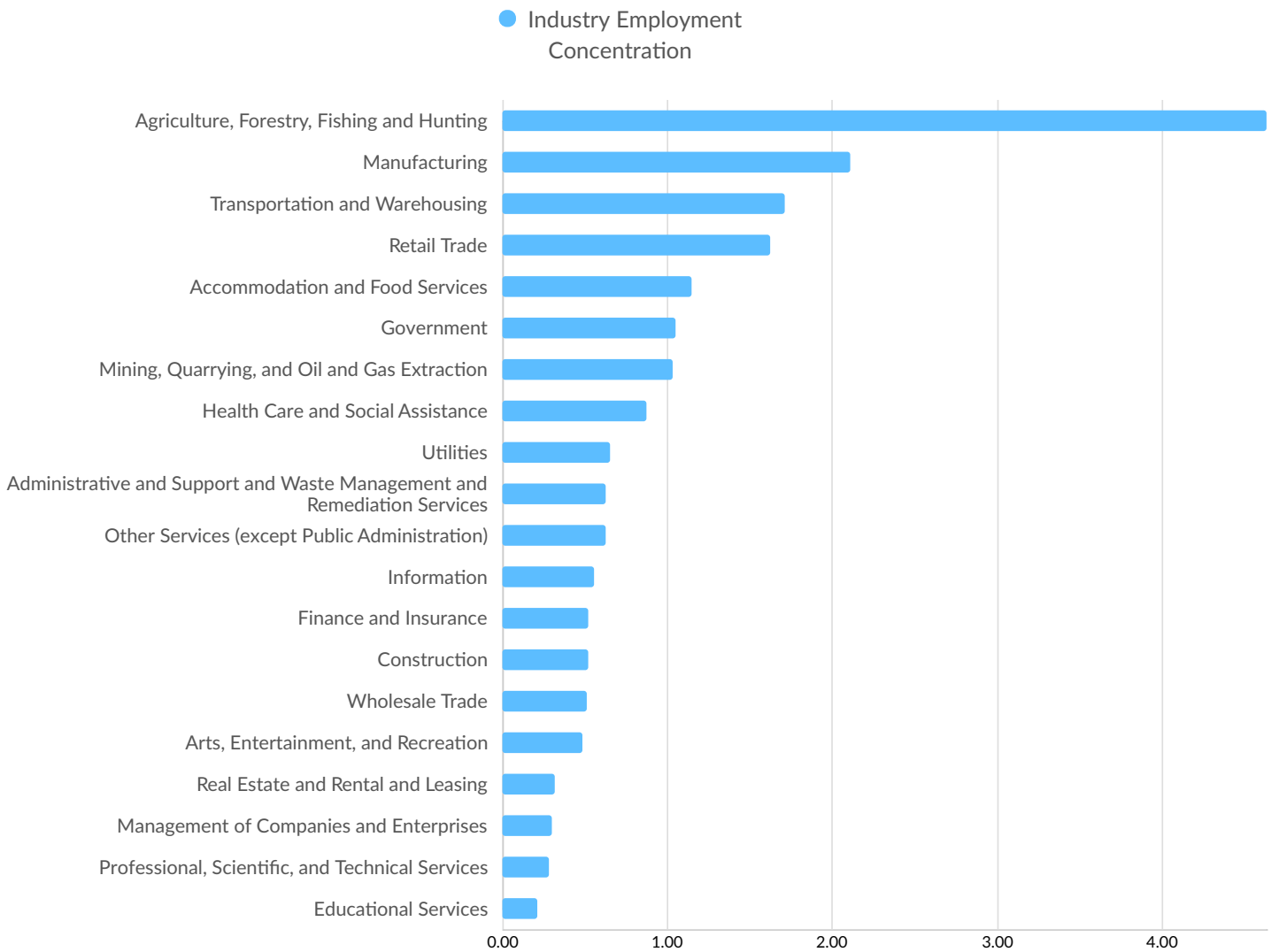
Largest Industries



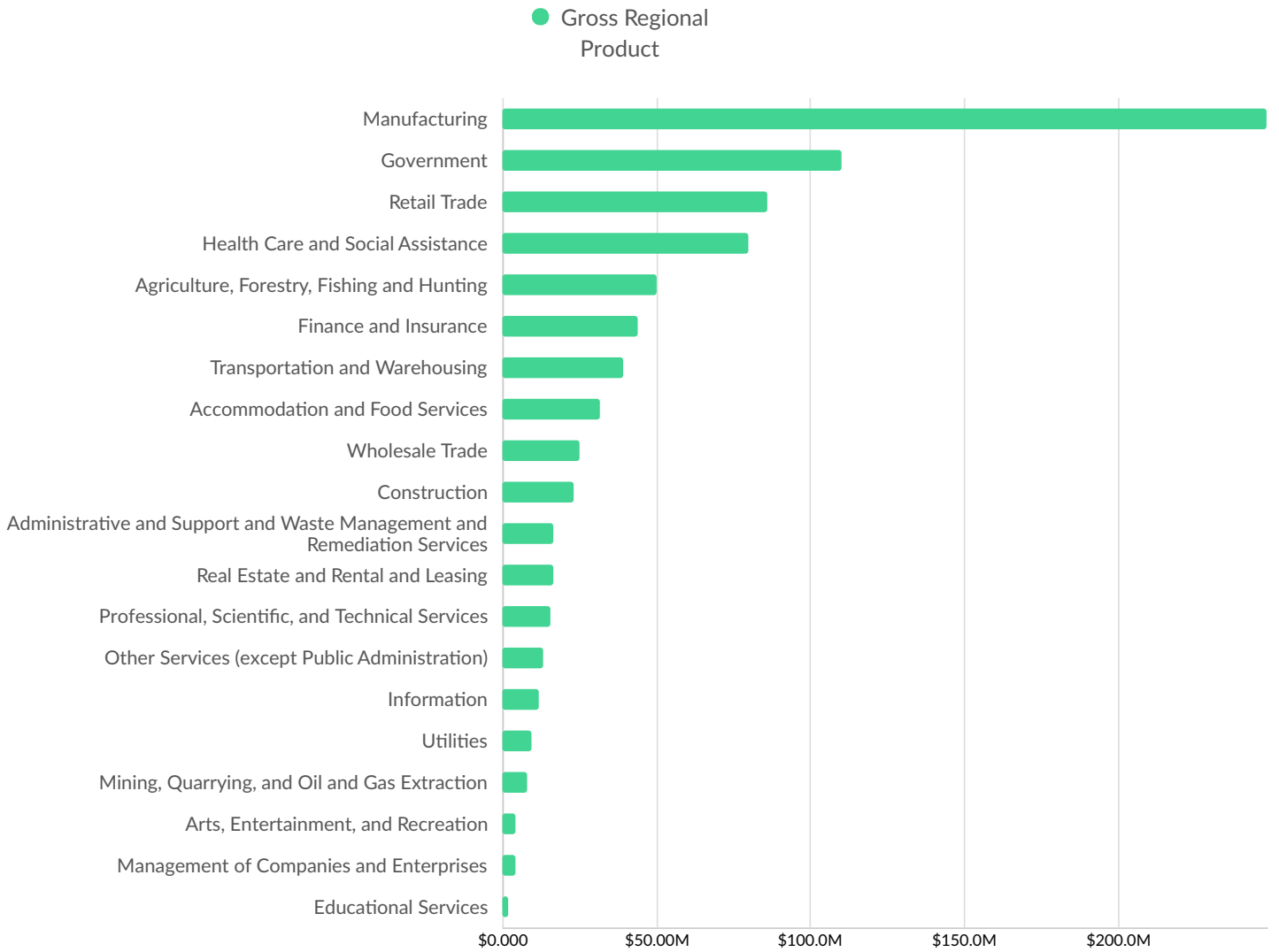
Top Growing Industries



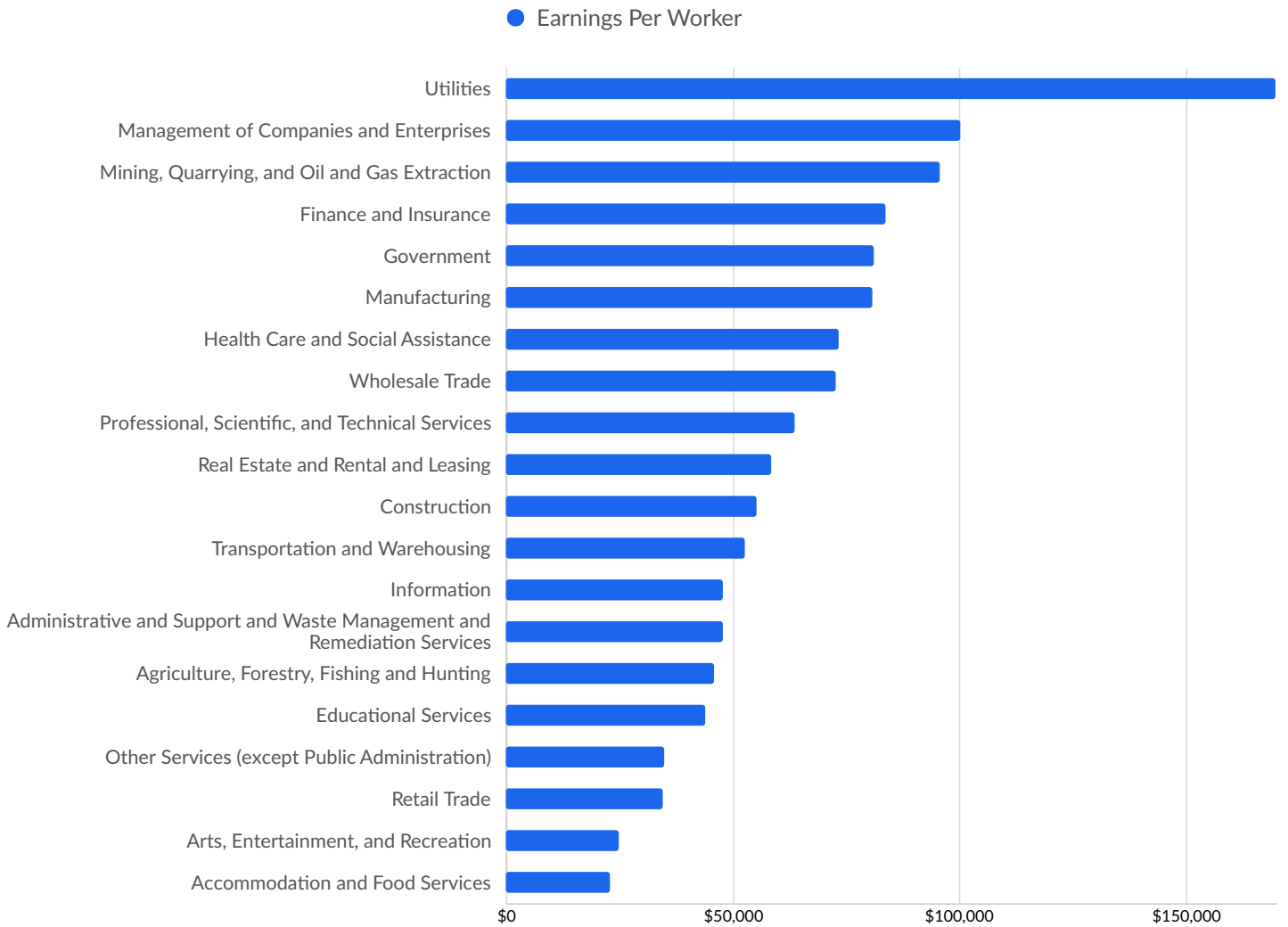
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



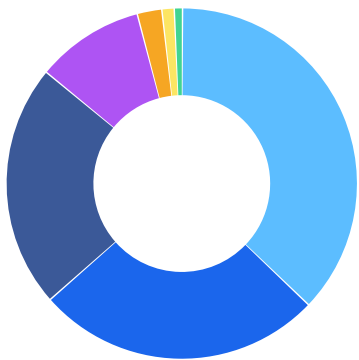
Business Characteristics

944 Companies Employ Your Workers

Online profiles for your workers mention 944 companies as employers, with the top 10 appearing below. In the last 12 months, 283 companies in Crawford County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
3M	57 	Bass Pro Shops	105 
Bass Pro Shops	35 	Walmart	60 
Crossing Rivers Health	25 	GPAC	58 
State of Wisconsin	24 	TJX	50 
Bapi	23 	Building Automation Products	48 
Organic Valley	22 	Pizza Hut	43 
Peoples State Bank	22 	Dunkin' Brands	36 
Walmart	19 	Walgreens Boots Alliance	32 
North Crawford School District	18 	UFP Industries	30 
Emplify Health	16 	Crossing Rivers Health	26 

Business Size

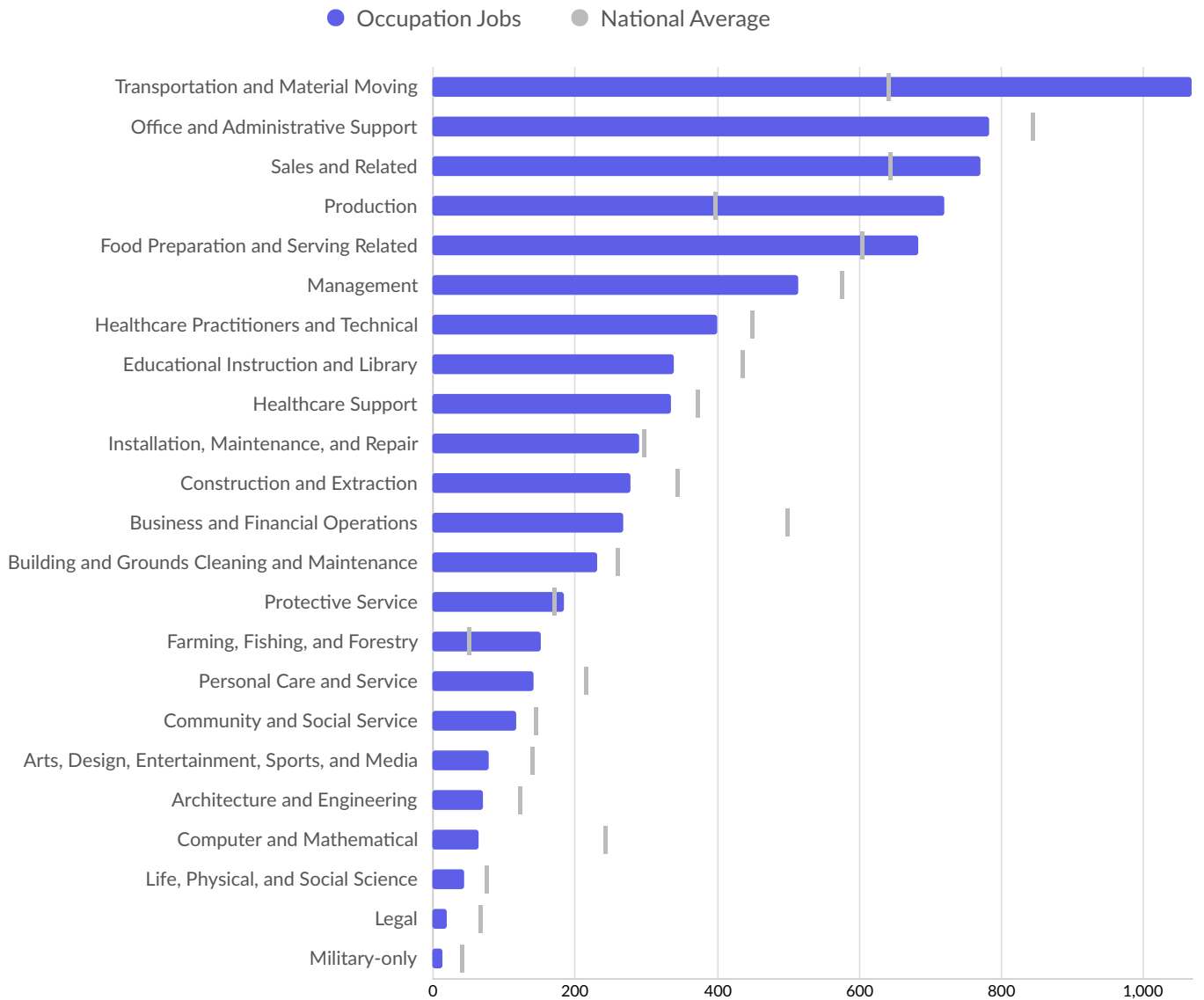


	Percentage	Business Count
● 1 to 4 employees	37.1%	294
● 5 to 9 employees	26.4%	209
● 10 to 19 employees	22.4%	178
● 20 to 49 employees	10.0%	79
● 50 to 99 employees	2.3%	18
● 100 to 249 employees	1.1%	9
● 250 to 499 employees	0.8%	6

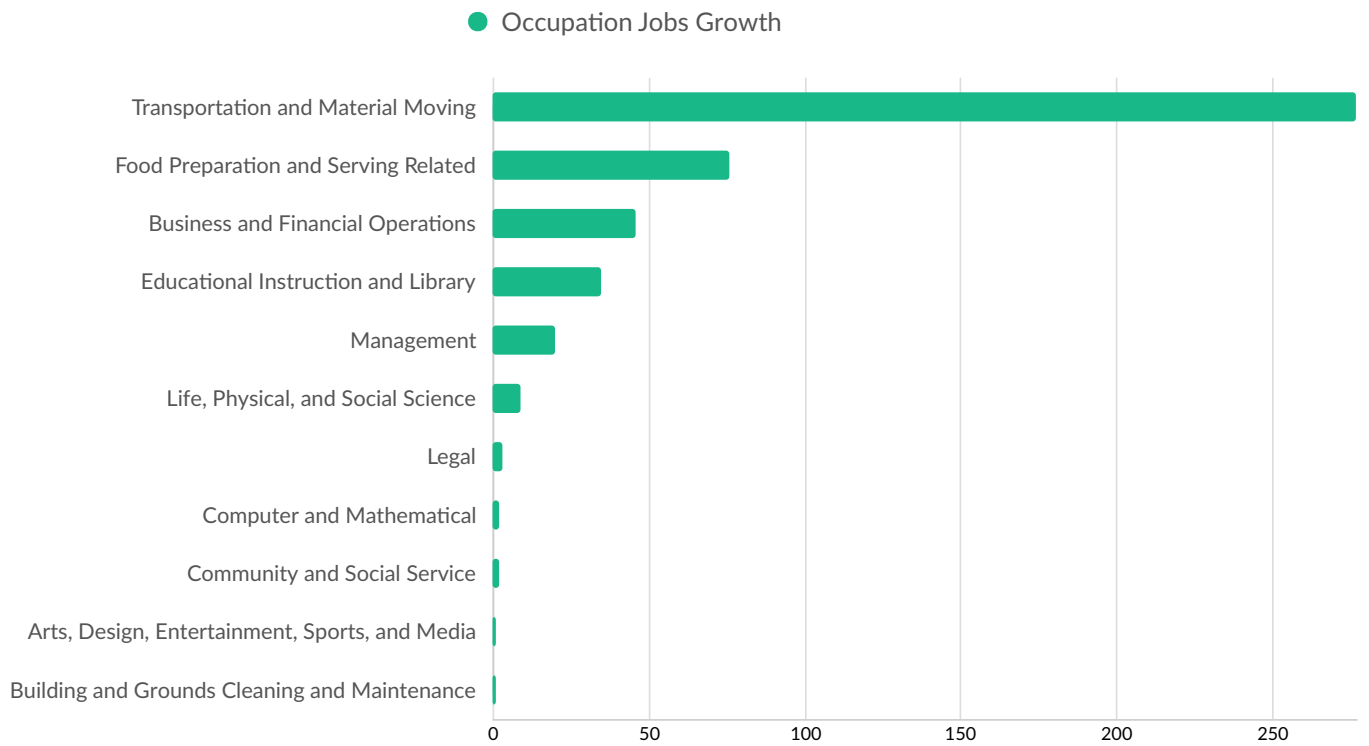
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

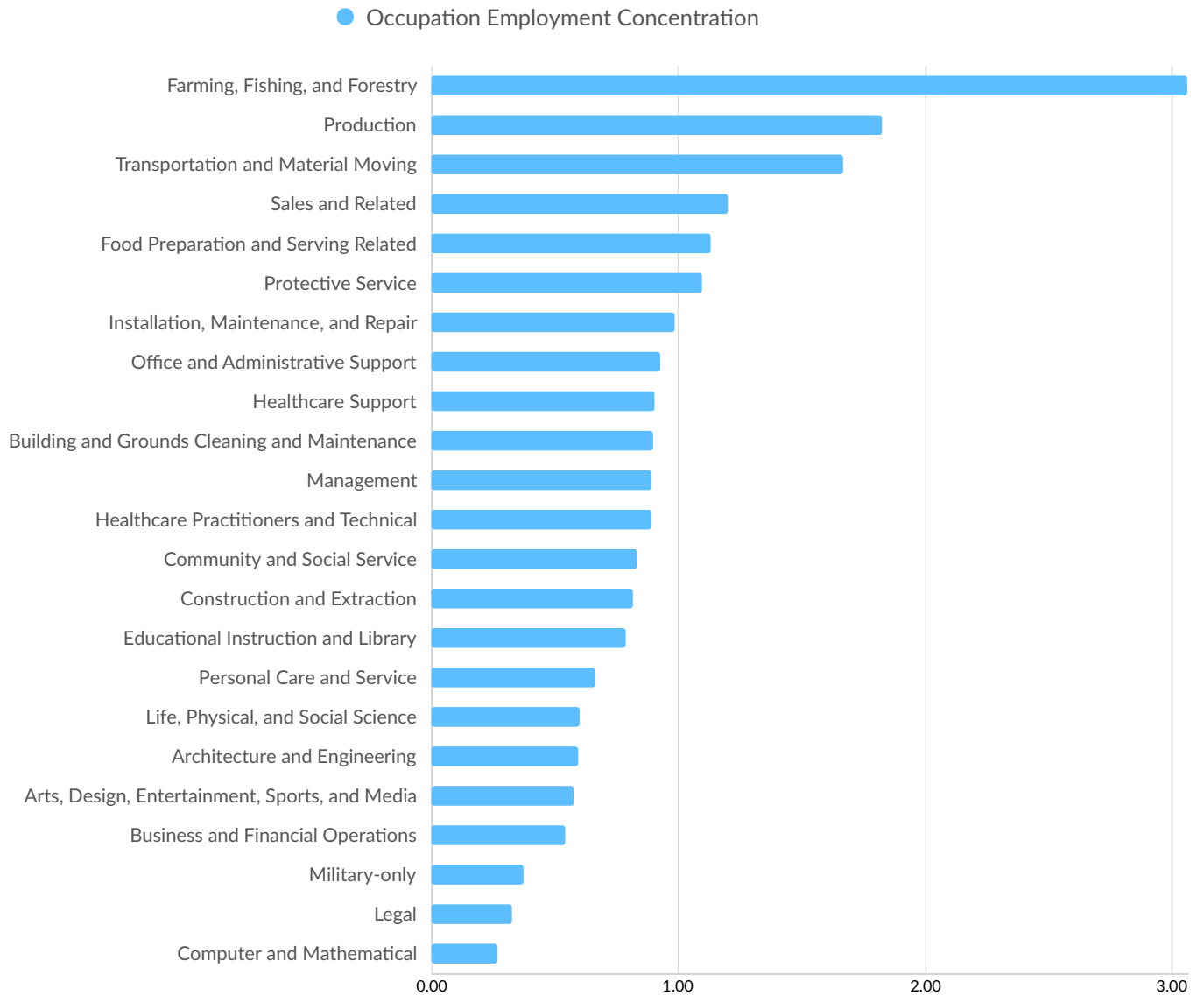
Largest Occupations



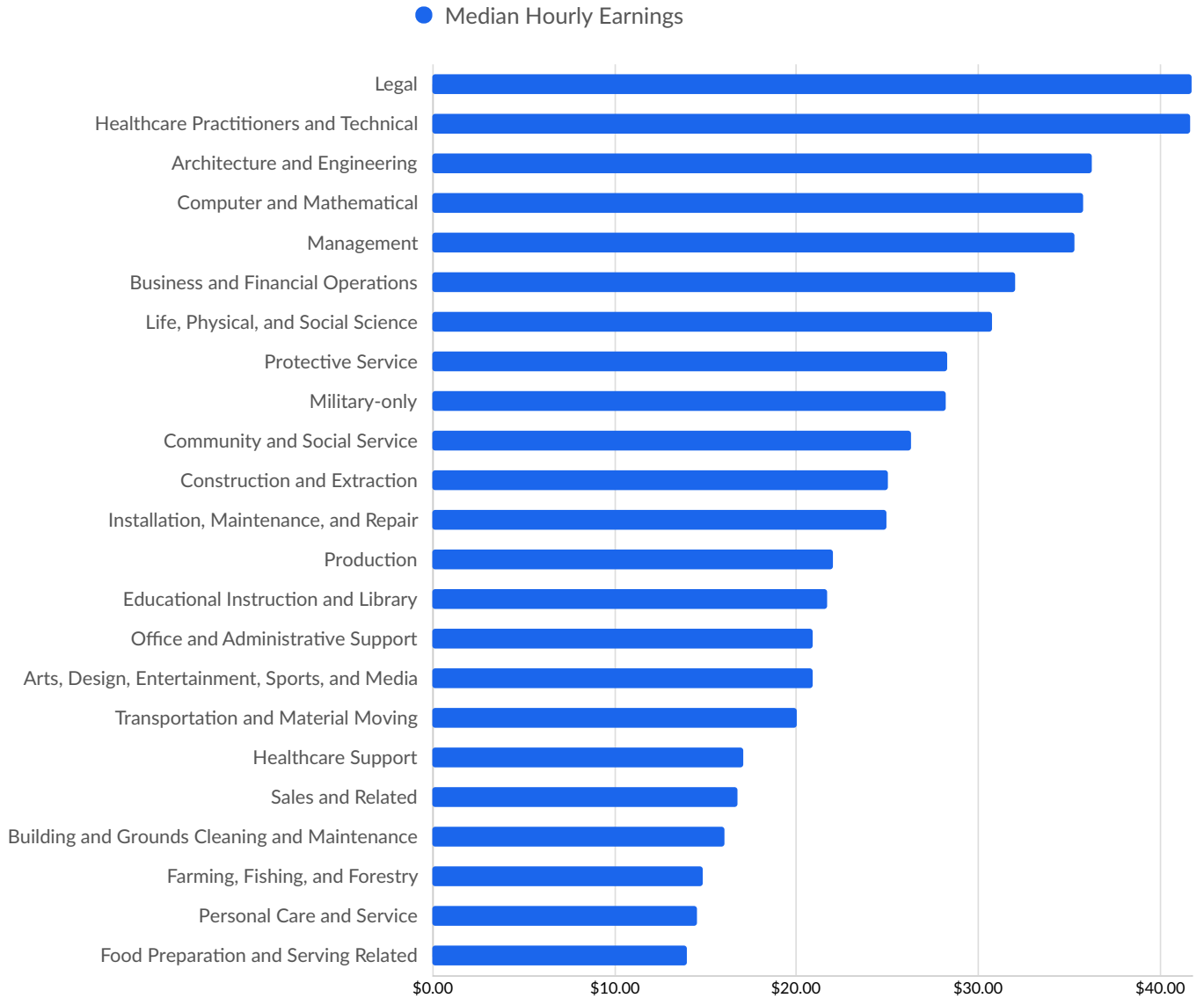
Top Growing Occupations



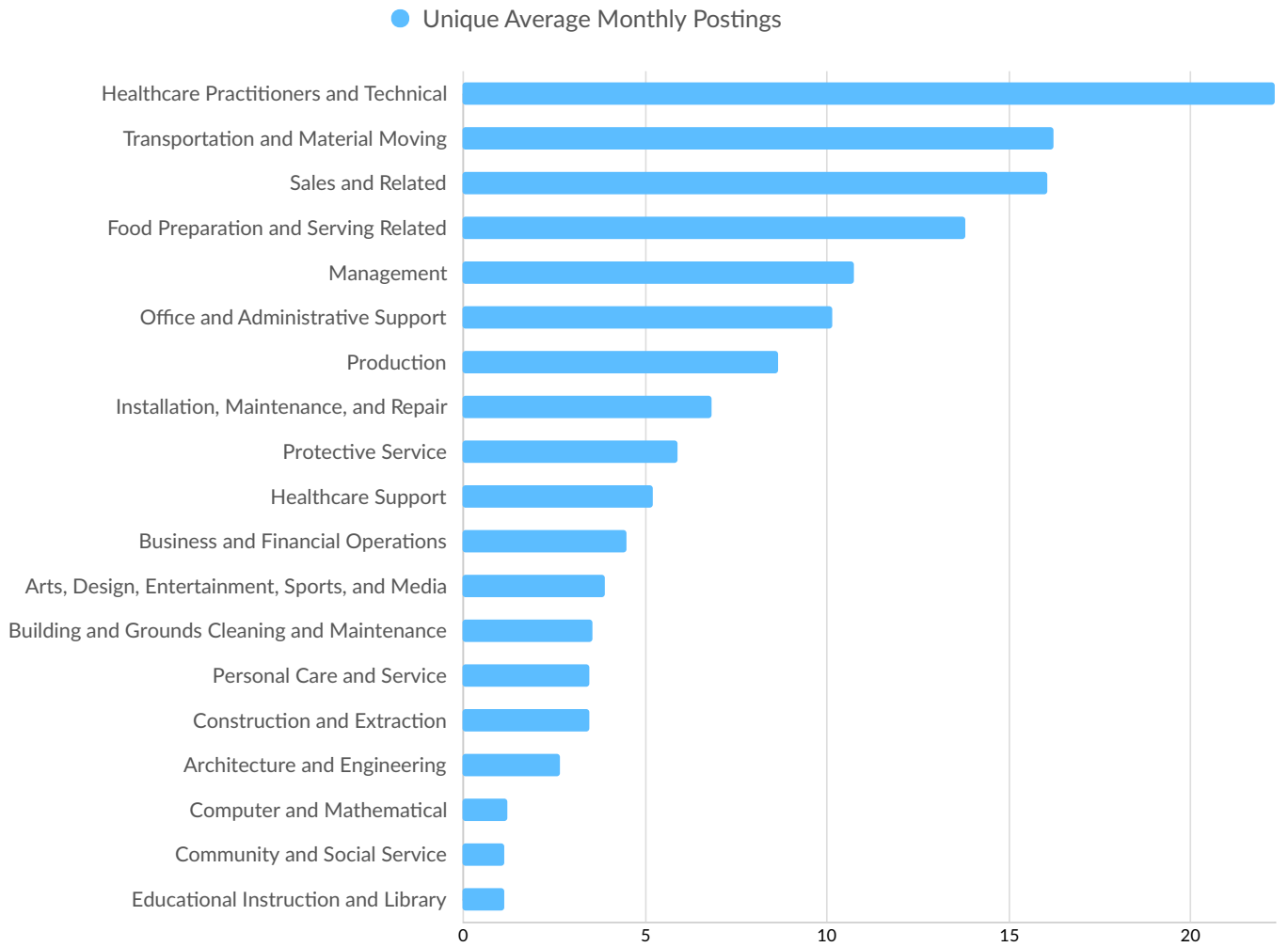
Top Occupation Employment Concentration



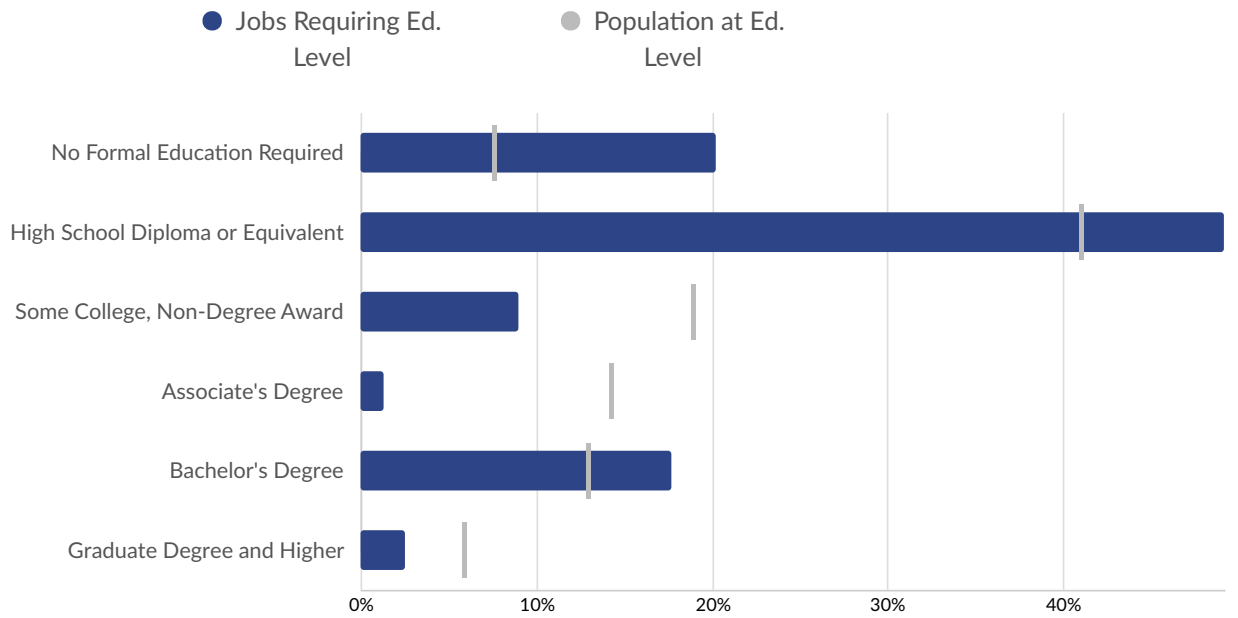
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

