



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

15,910

Population (2025)

Population **decreased by 172** over the last 5 years and is projected to **decrease by 103** over the next 5 years.

7,512

Total Regional Employment

Jobs **decreased by 216** over the last 5 years but are projected to **grow by 80** over the next 5 years.

\$64.1K

Median Household Income (2024)

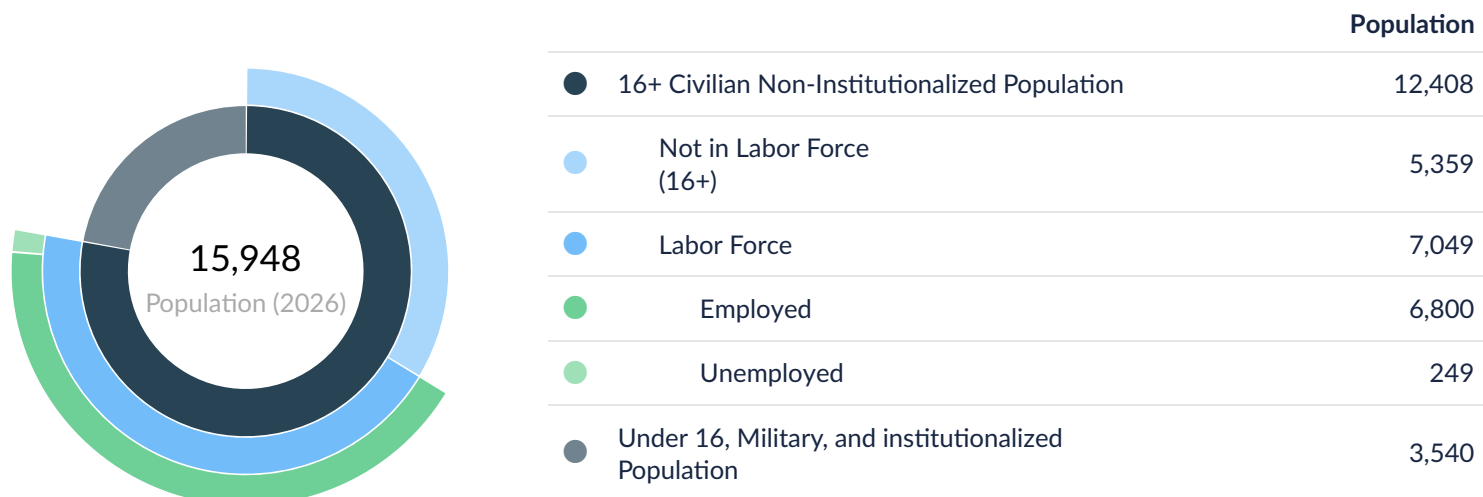
Median household income is **\$16.6K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **declined by 1.1%** since 2020, falling by 172. Population is expected to **decrease by 0.6%** between 2025 and 2030, losing 103.
- From 2020 to 2025, jobs **declined by 2.8%** in Crawford County, WI from 7,728 to **7,512**. This change **fell short of the national growth rate of 10.7% by 13.5%**. As the number of jobs declined, the **labor force participation rate decreased from 60.0% to 55.5% between 2020 and 2025**.
- Concerning educational attainment, **12.5% of Crawford County, WI residents possess a Bachelor's Degree** (9.3% 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.

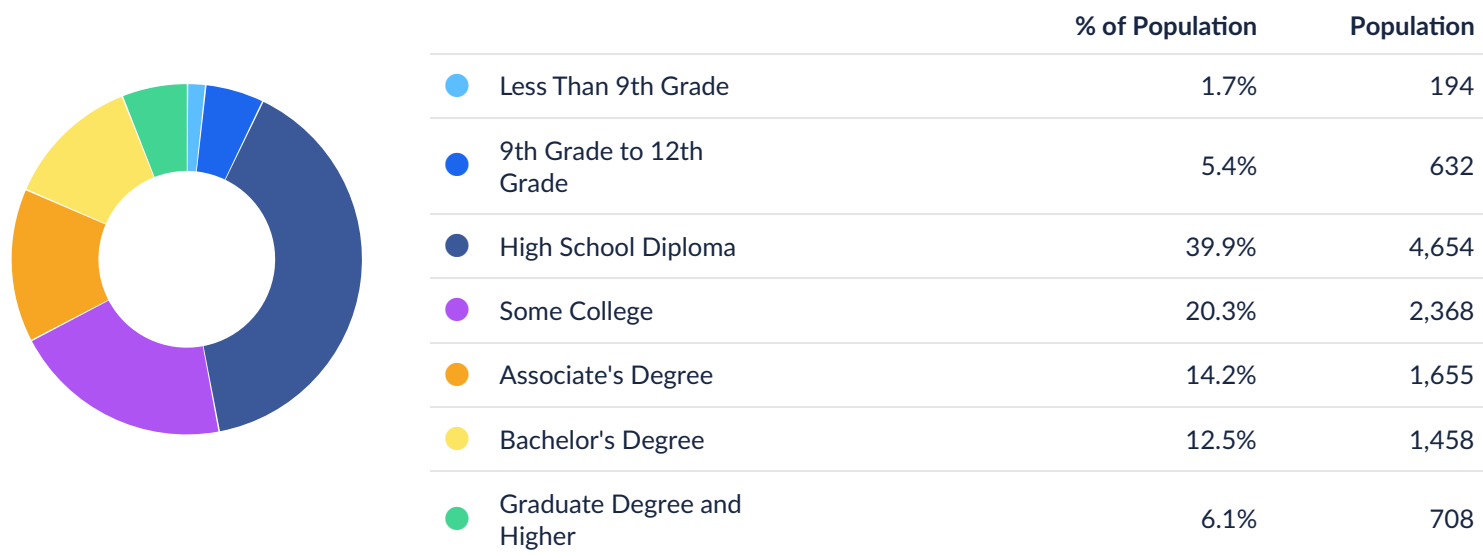
	Population (2026)	Labor Force (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	15,948	7,049	7,512	98.7	\$937.61M	\$1.42B	\$1.30B
State	5,995,935	3,191,892	3,272,992	100.3	\$465.83B	\$405.24B	\$440.26B

Jul 2026 Labor Force Breakdown



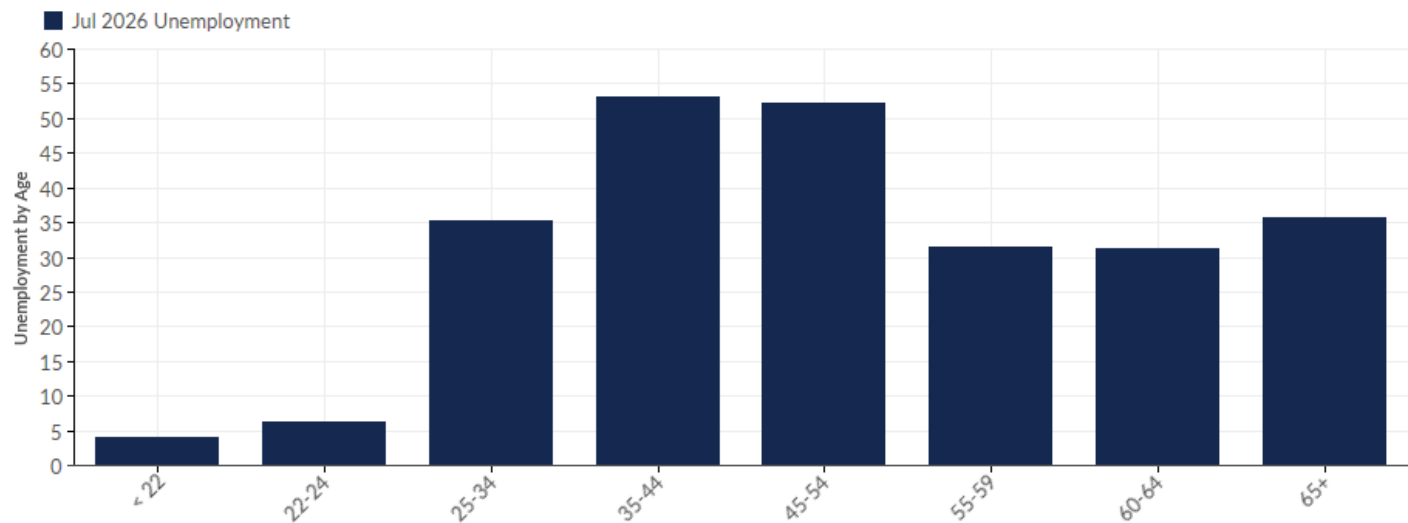
Educational Attainment

Concerning educational attainment, **12.5% of Crawford County, WI residents possess a Bachelor's Degree** (9.3% below the national average), and **14.2% hold an Associate's Degree** (5.3% above the national average).



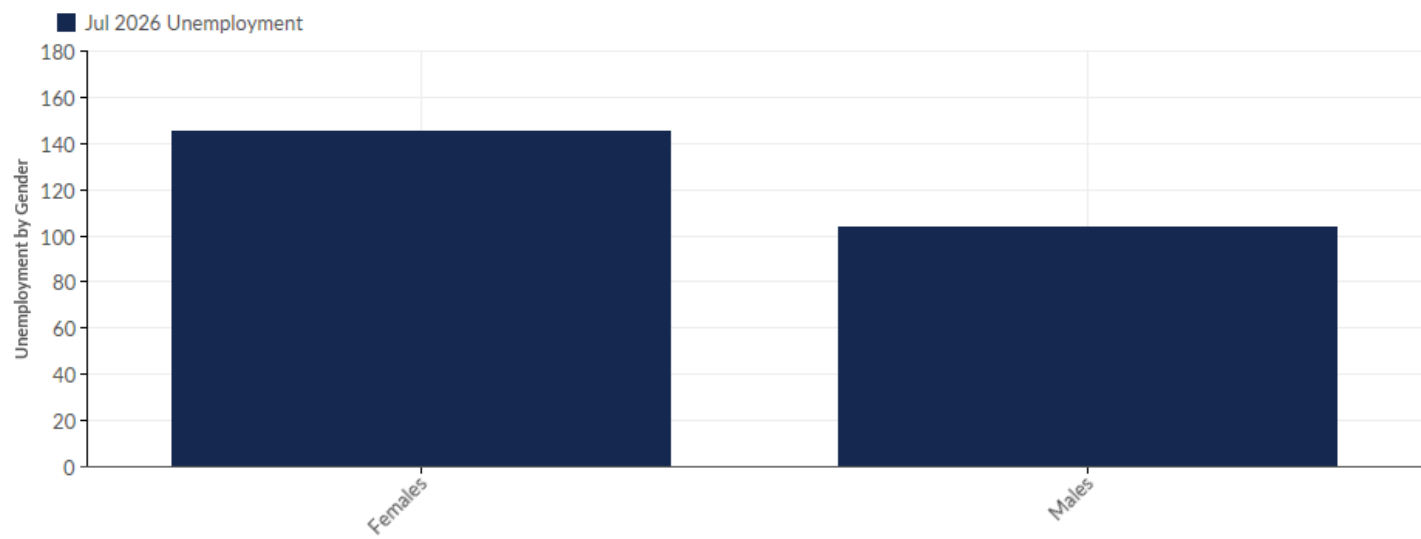
Unemployment by Demographics

Unemployment by Age



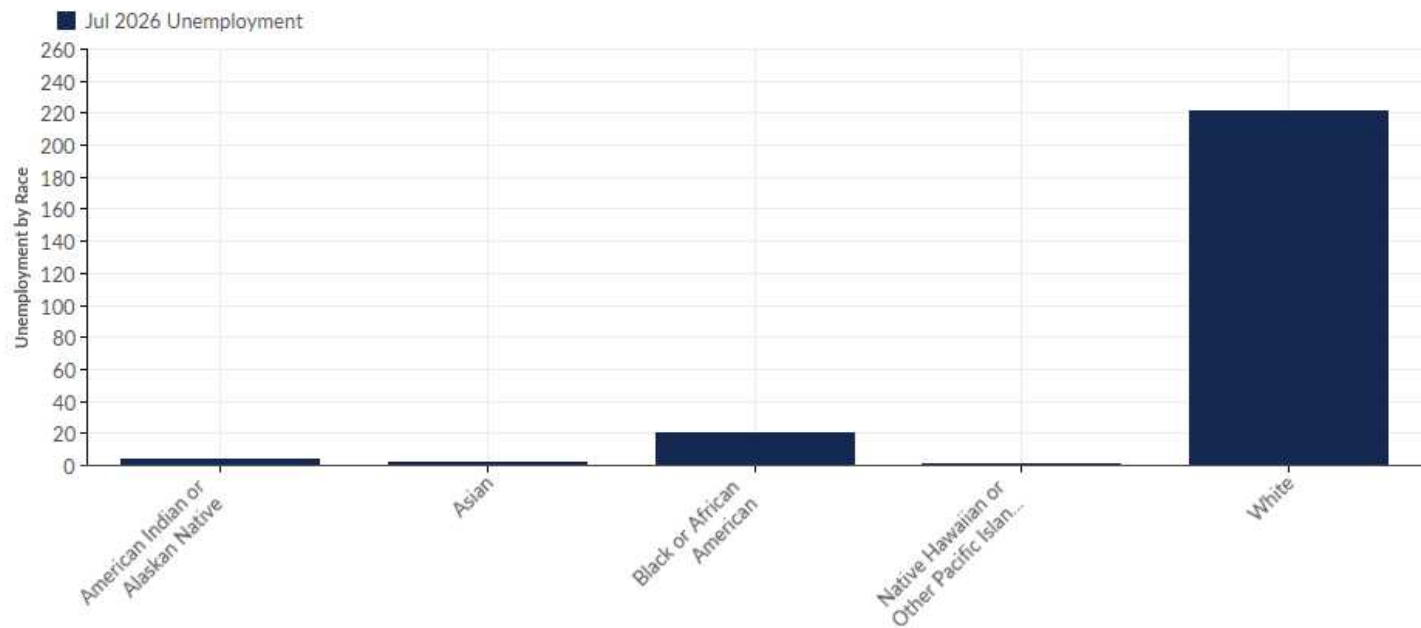
Age	Unemployment (Jul 2026)	% of Unemployed
< 22	4	1.61%
22-24	6	2.41%
25-34	35	14.06%
35-44	53	21.29%
45-54	52	20.88%
55-59	32	12.85%
60-64	31	12.45%
65+	36	14.46%
Total	249	100.00%

Unemployment by Gender



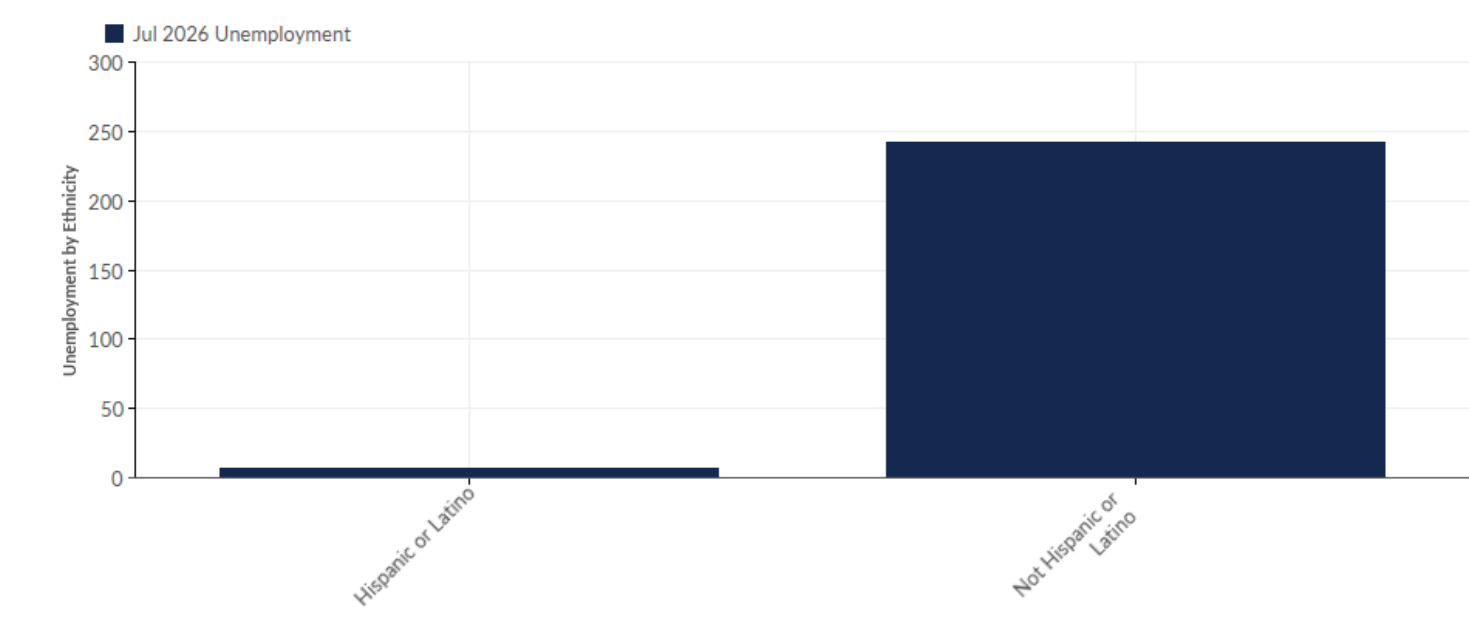
Gender	Unemployment (Jul 2026)	% of Unemployed
Females	145	58.23%
Males	104	41.77%
Total	249	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	4	1.61%
Asian	2	0.80%
Black or African American	21	8.43%
Native Hawaiian or Other Pacific Islander	1	0.40%
White	221	88.76%
Total	249	100.00%

Unemployment by Ethnicity

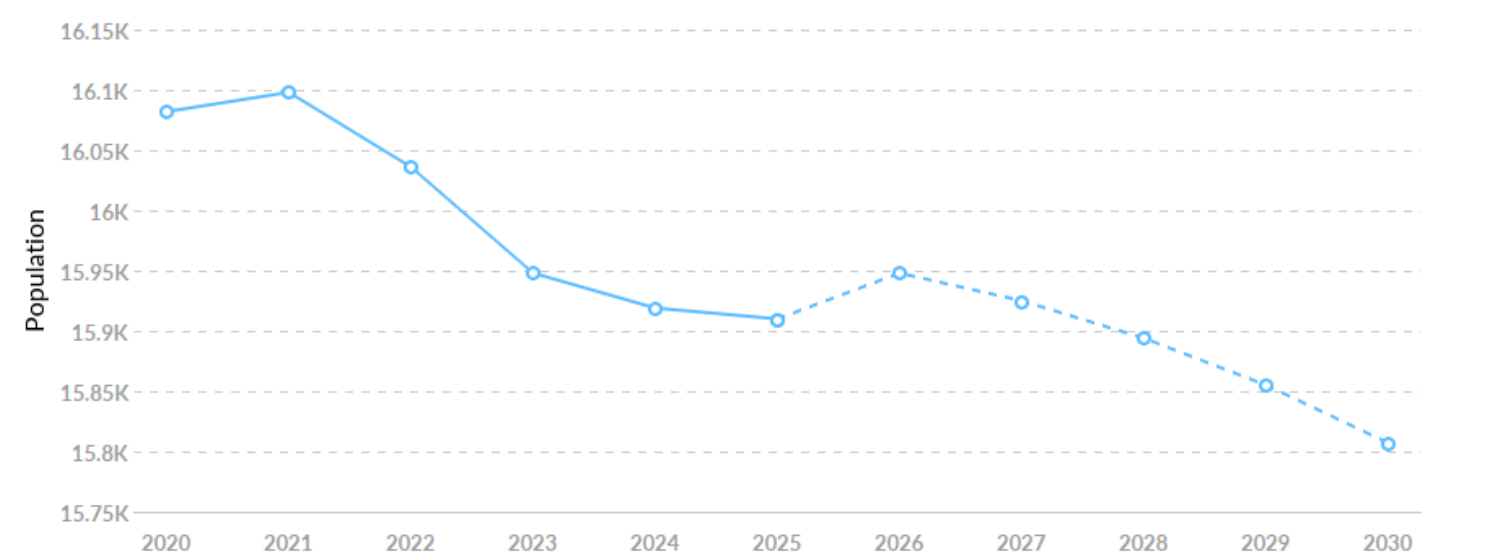


Ethnicity	Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino	7	2.81%
Not Hispanic or Latino	242	97.19%
Total	249	100.00%

Historic & Projected Trends

Population Trends

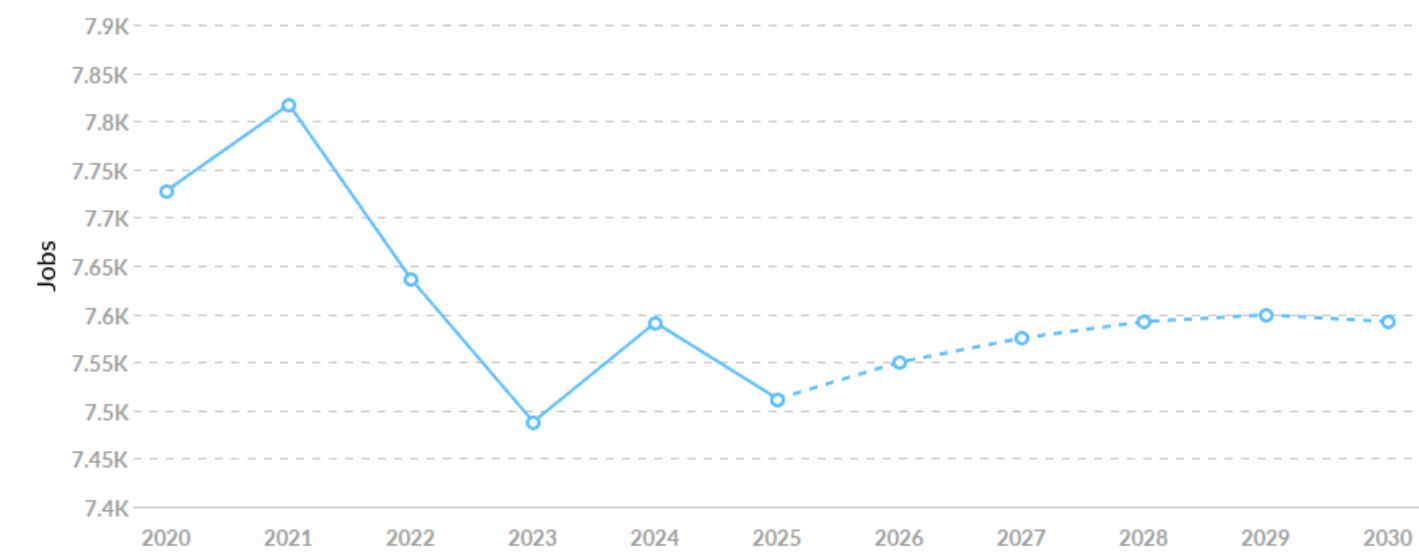
As of 2025 the region's population **declined by 1.1%** since 2020, falling by 172. Population is expected to **decrease by 0.6%** between 2025 and 2030, losing 103.



Timeframe	Population
2020	16,082
2021	16,098
2022	16,036
2023	15,948
2024	15,919
2025	15,910
2026	15,948
2027	15,925
2028	15,894
2029	15,855
2030	15,807

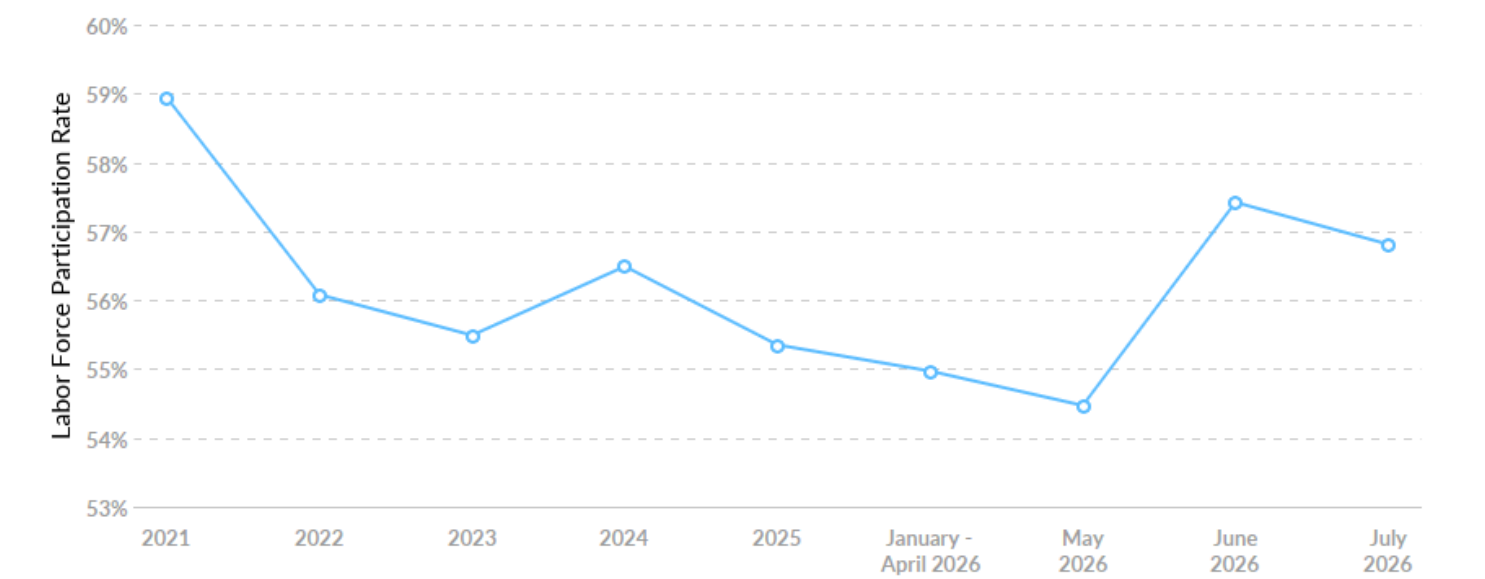
Job Trends

From 2020 to 2025, jobs **declined by 2.8%** in Crawford County, WI from 7,728 to **7,512**. This change **fell short of the national growth rate of 10.7% by 13.5%**.



Timeframe	Jobs
2020	7,728
2021	7,817
2022	7,636
2023	7,488
2024	7,591
2025	7,512
2026	7,550
2027	7,575
2028	7,592
2029	7,599
2030	7,592

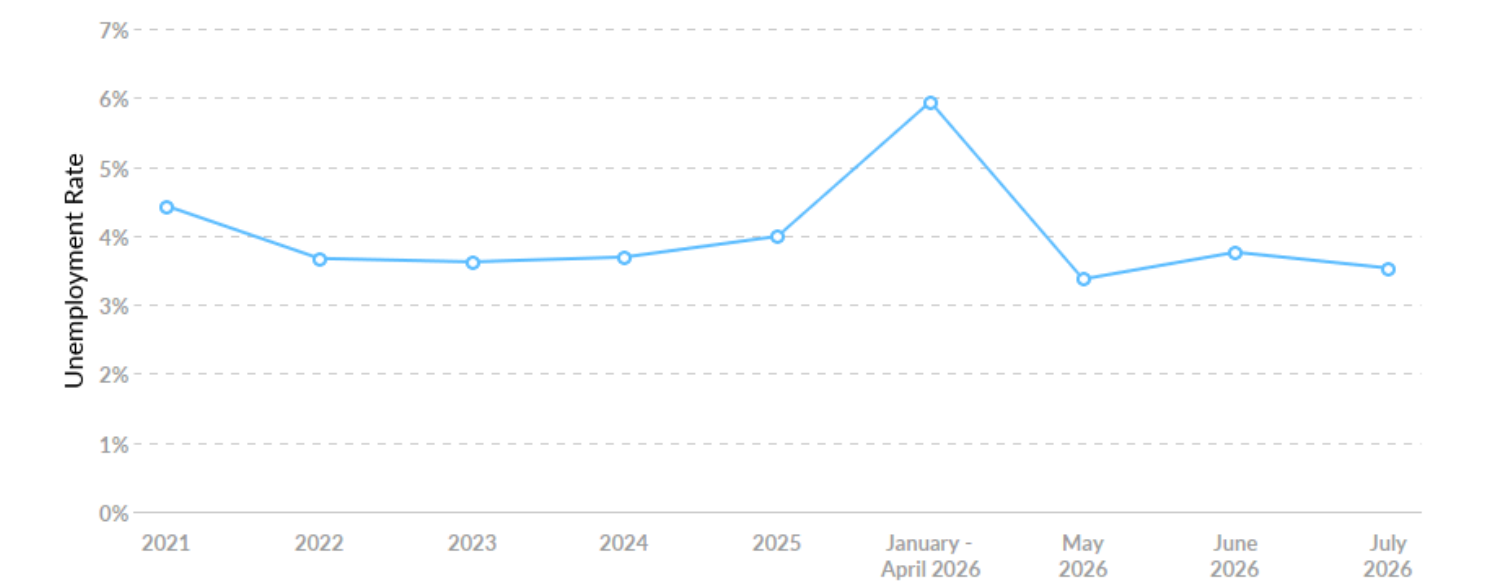
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	58.94%
2022	56.08%
2023	55.49%
2024	56.49%
2025	55.35%
January - April 2026	54.97%
May 2026	54.47%
June 2026	57.42%
July 2026	56.81%

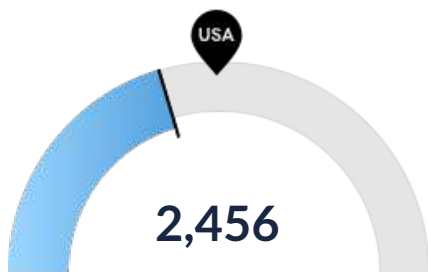
Unemployment Rate Trends

Crawford County, WI had a July 2026 unemployment rate of 3.53%, **decreasing from 4.43%** 5 years before.



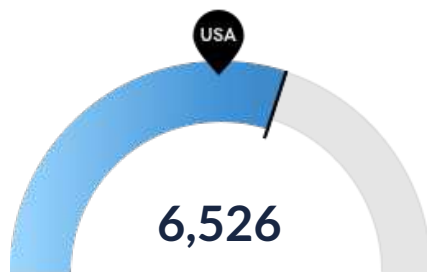
Timeframe	Unemployment Rate
2021	4.43%
2022	3.67%
2023	3.62%
2024	3.69%
2025	3.99%
January - April 2026	5.94%
May 2026	3.37%
June 2026	3.76%
July 2026	3.53%

Population Characteristics



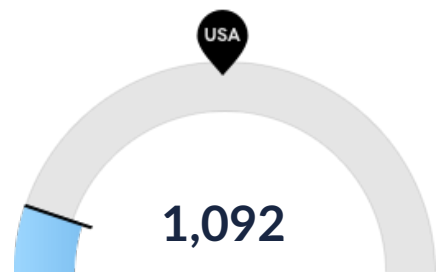
Millennials

Crawford County, WI has 2,456 millennials (ages 25-39). The national average for an area this size is 3,246.



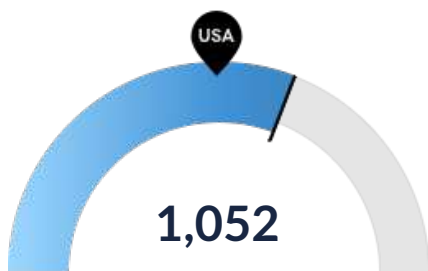
Retiring Soon

Retirement risk is high in Crawford County, WI. The national average for an area this size is 4,925 people 55 or older, while there are 6,526 here.



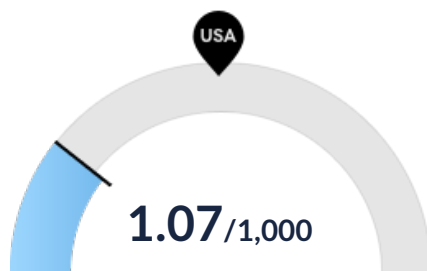
Racial Diversity

Racial diversity is low in Crawford County, WI. The national average for an area this size is 6,983 racially diverse people, while there are 1,092 here.



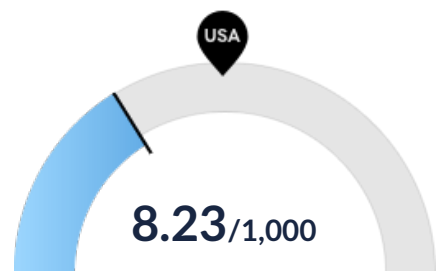
Veterans

Crawford County, WI has 1,052 veterans. The national average for an area this size is 758.



Violent Crime

Crawford County, WI has 1.07 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

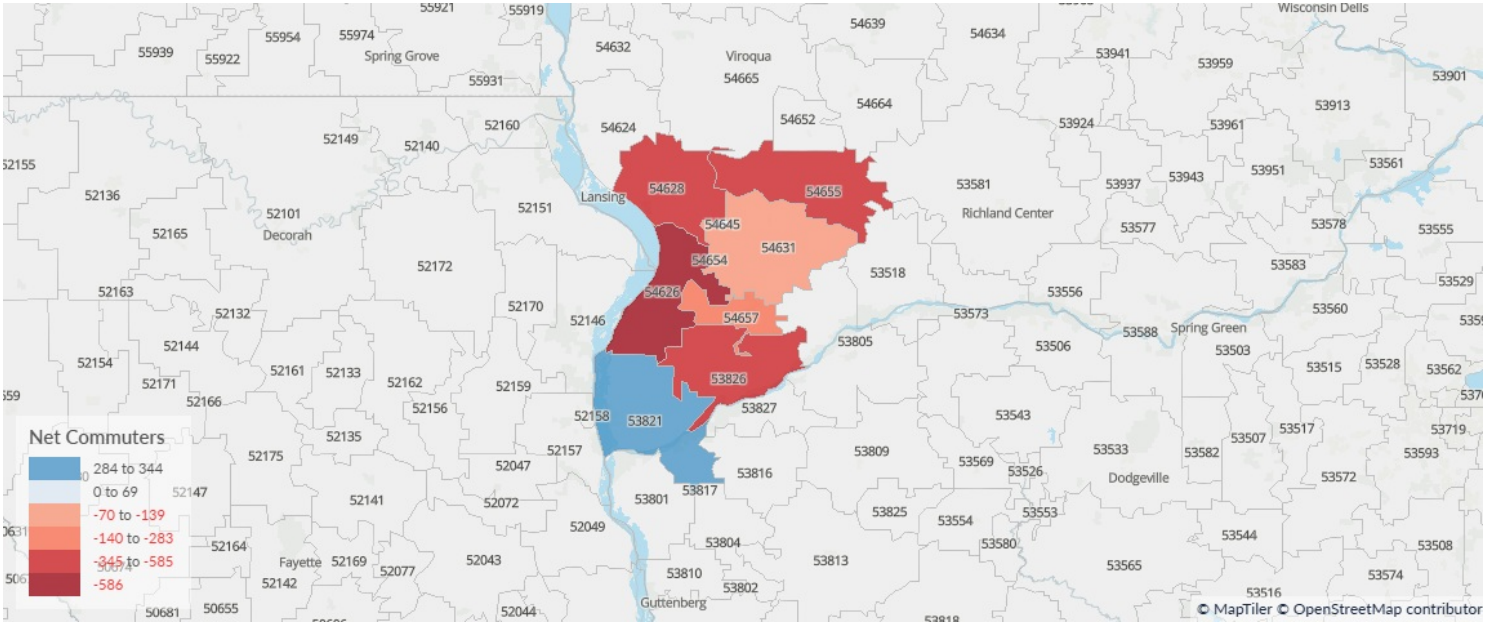


Property Crime

Crawford County, WI has 8.23 property crimes per 1,000 people. The national rate is 14.58 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	2025 Employment
53821	Prairie Du Chien, WI (in...	4,644
54631	Gays Mills, WI (in Crawf...	1,061
54655	Soldiers Grove, WI (in C...	748
53826	Wauzeka, WI (in Crawfo...	535
54626	Eastman, WI (in Crawfo...	166

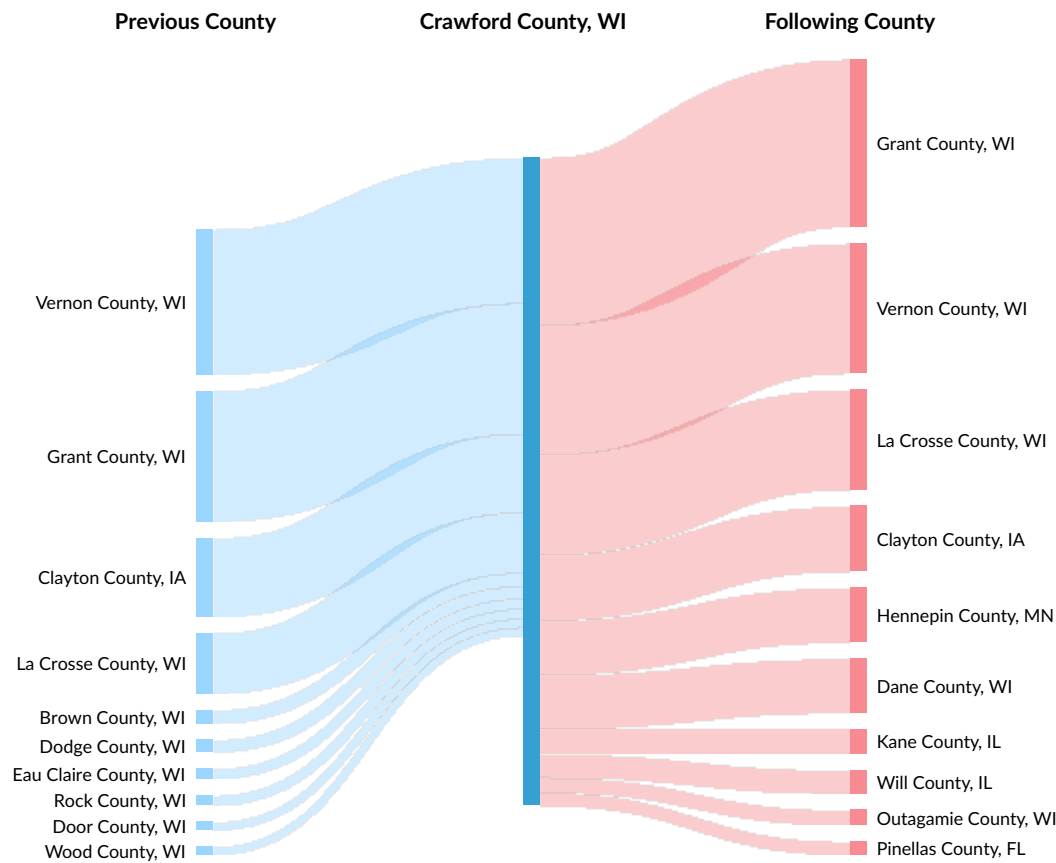
Where Talent Lives

ZIP	Name	2025 Workers
53821	Prairie Du Chien, WI (in...	4,360
54631	Gays Mills, WI (in Crawf...	1,131
54655	Soldiers Grove, WI (in C...	1,093
53826	Wauzeka, WI (in Crawfo...	930
54626	Eastman, WI (in Crawfo...	752

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 2023, 79 people have migrated from Vernon County, WI to Crawford County, WI. In the same year, 91 people left Crawford County, WI migrating to Grant County, WI. The total Net Migration for Crawford County, WI in 2023 was -44.

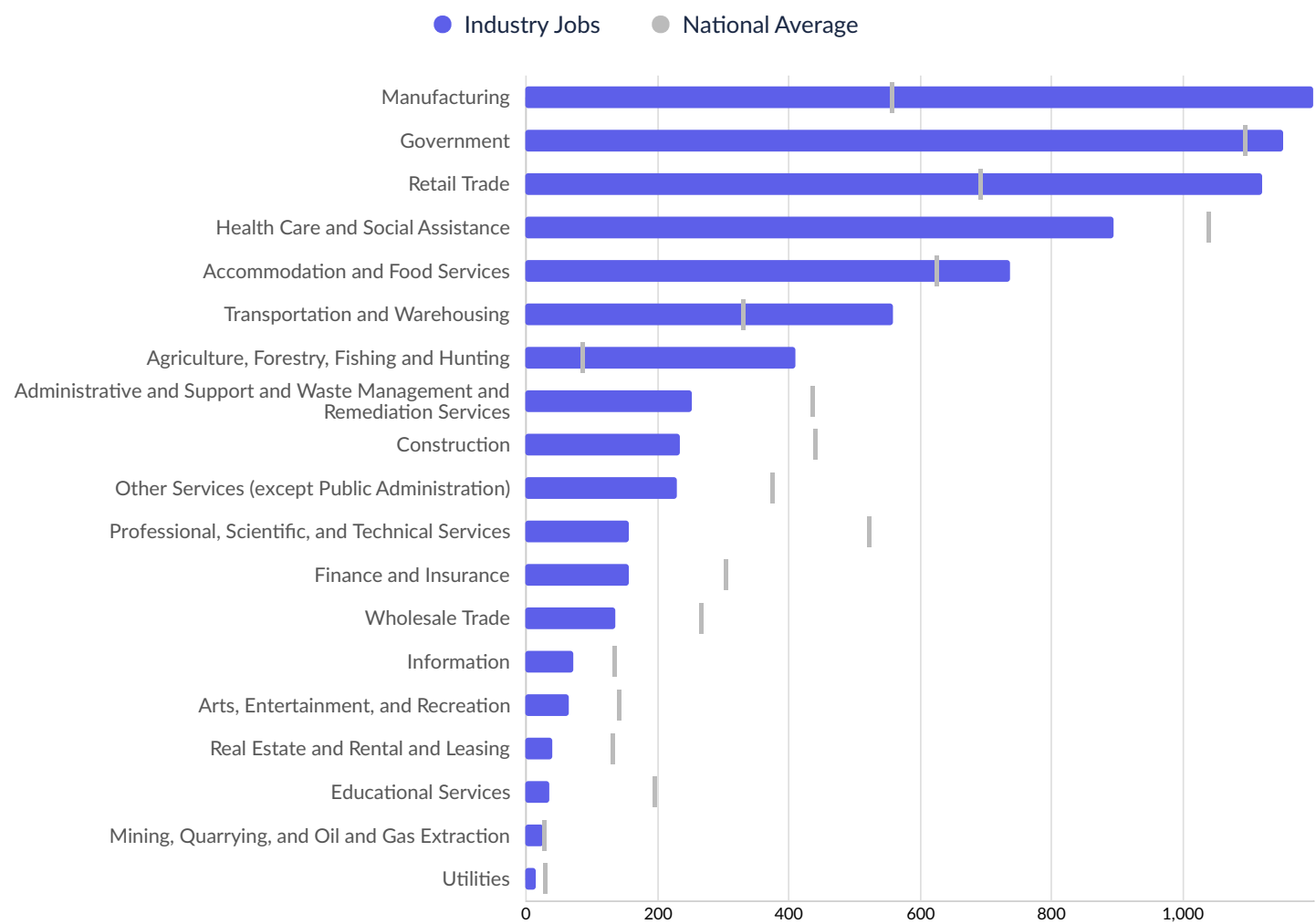


Top Previous Counties	Migrations
Vernon County, WI	79
Grant County, WI	71
Clayton County, IA	43
La Crosse County, WI	33
Brown County, WI	7
Dodge County, WI	7

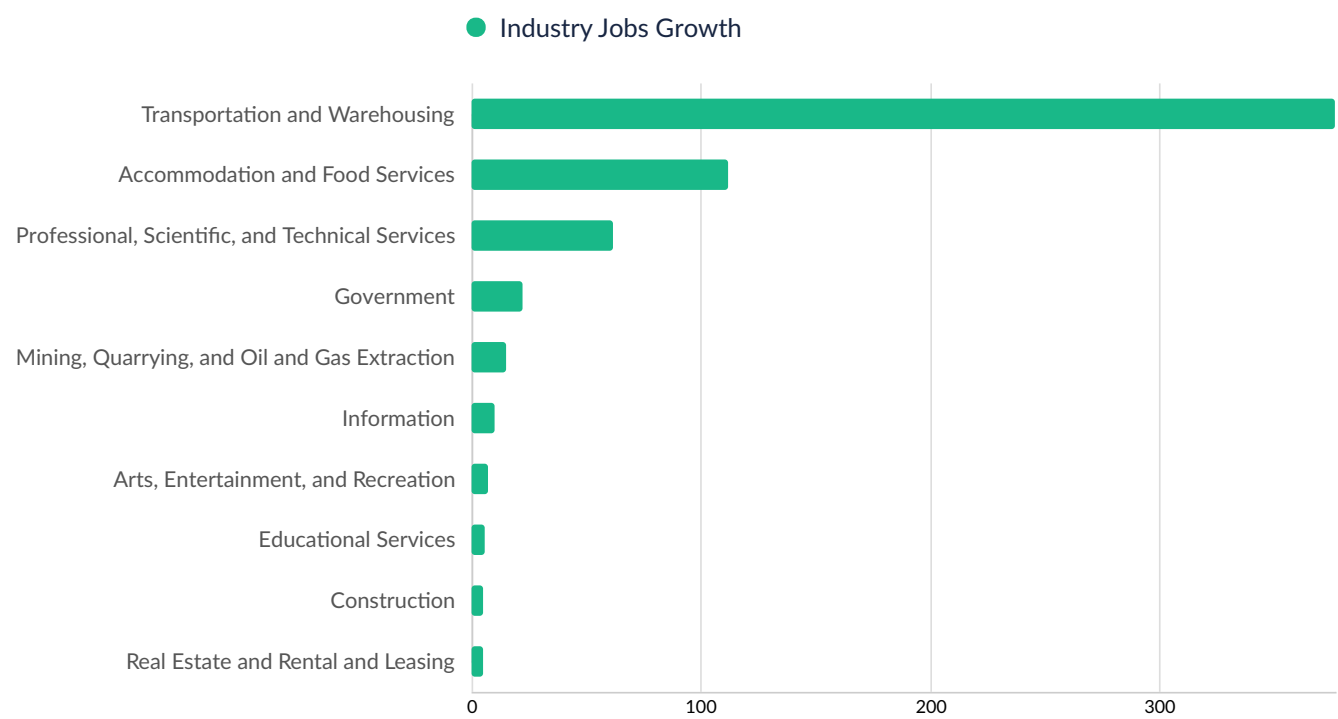
Top Previous Counties	Migrations
Eau Claire County, WI	6
Rock County, WI	5
Door County, WI	5
Wood County, WI	4
Dunn County, WI	4
Columbia County, WI	4
Buffalo County, WI	4
Sanilac County, MI	4
Winnebago County, WI	4
Top Following Counties	Migrations
Grant County, WI	91
Vernon County, WI	71
La Crosse County, WI	54
Clayton County, IA	35
Hennepin County, MN	30
Dane County, WI	29
Kane County, IL	13
Will County, IL	13
Outagamie County, WI	8
Pinellas County, FL	7
Waukesha County, WI	7
Smith County, TX	6
Juneau County, WI	6
Lawrence County, IN	6
Dodge County, WI	6

Industry Characteristics

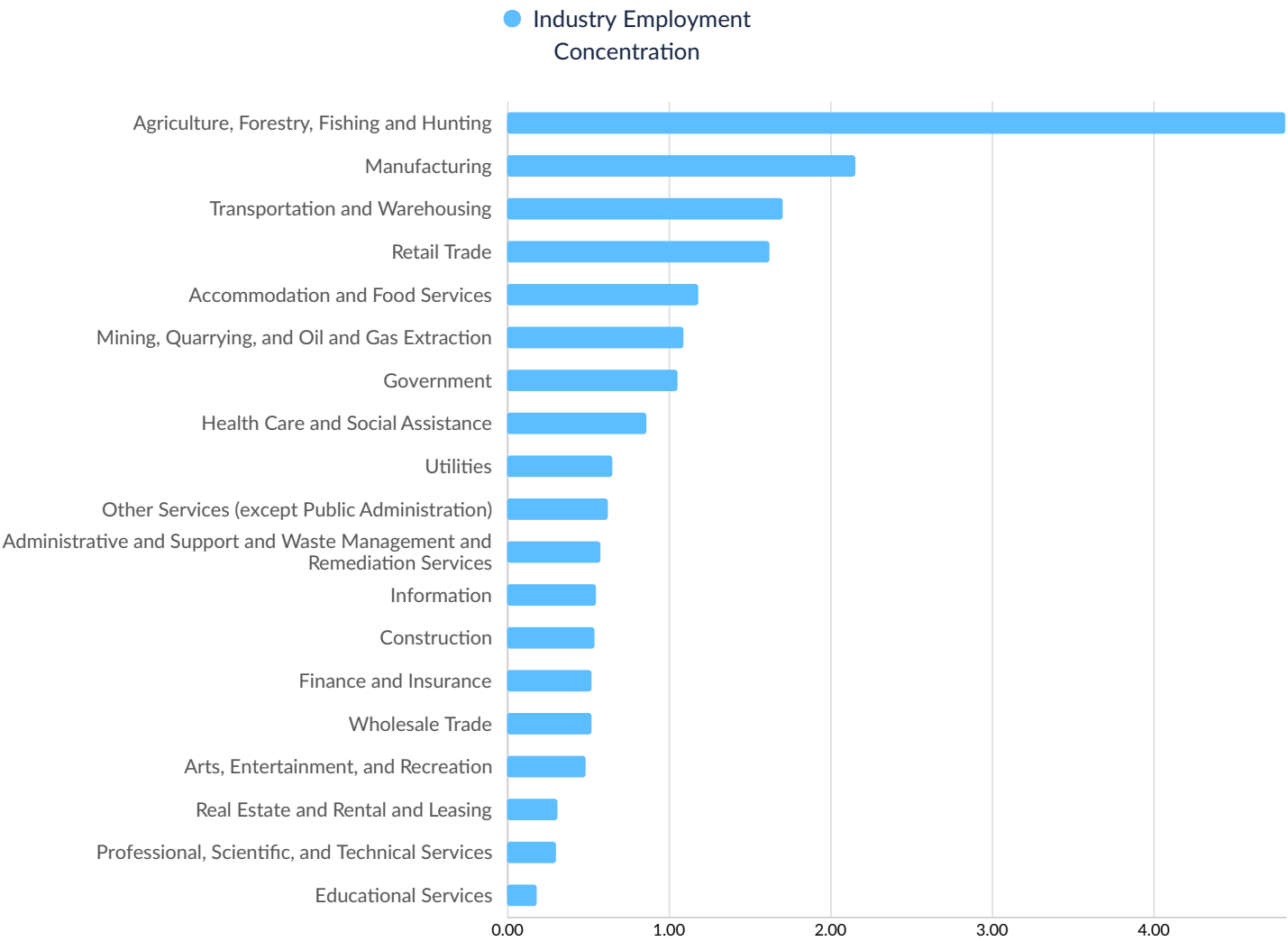
Largest Industries



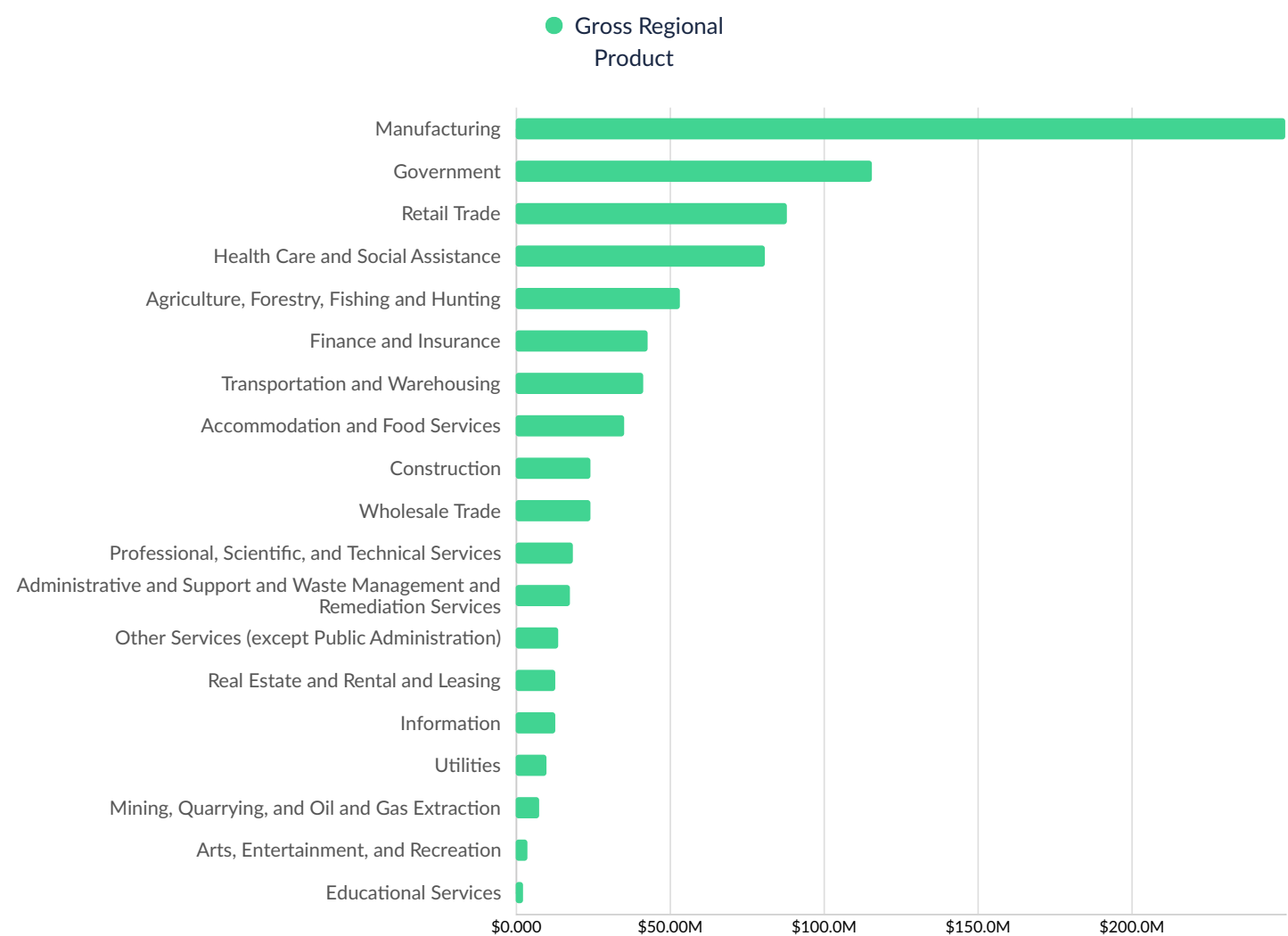
Top Growing Industries



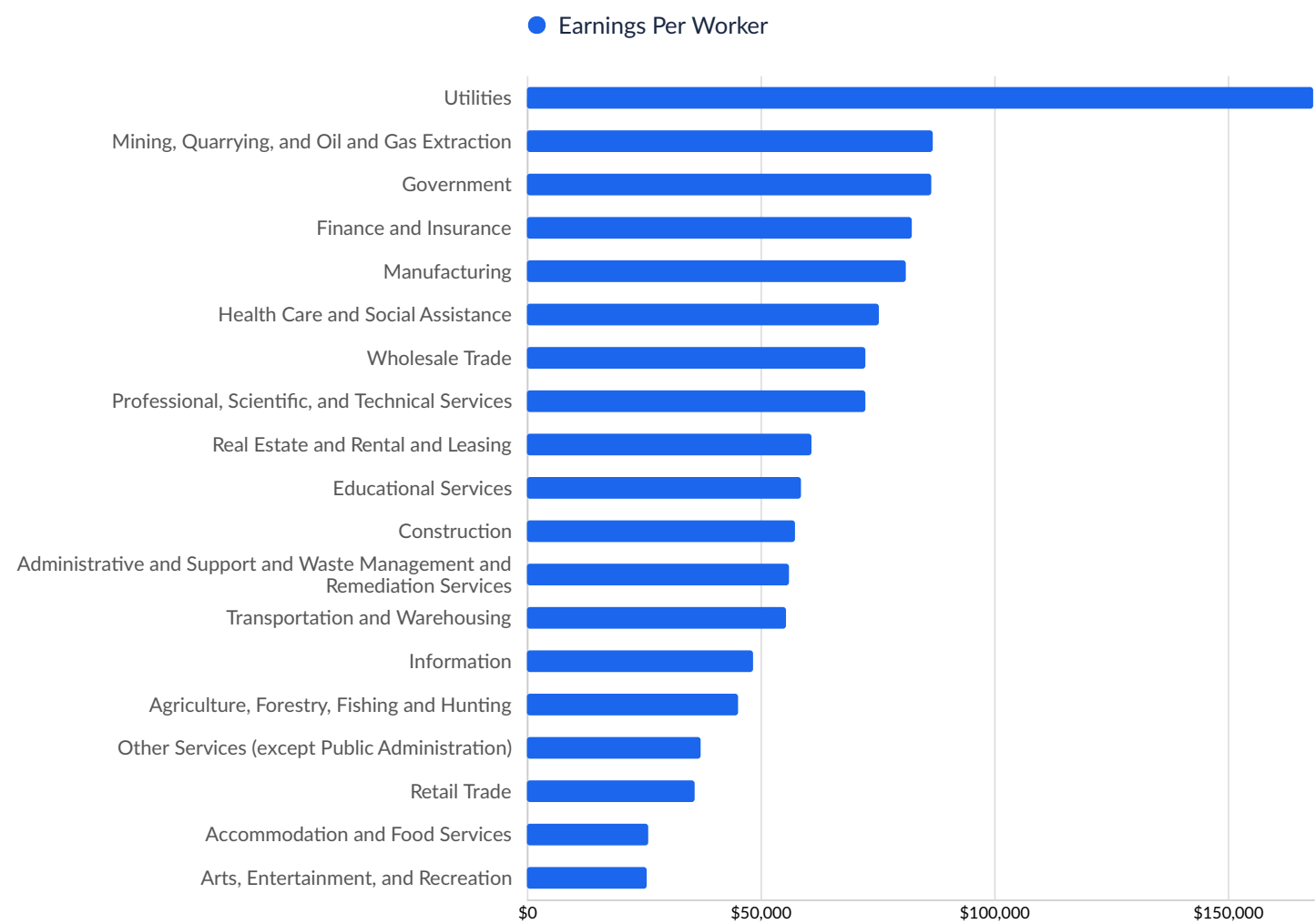
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



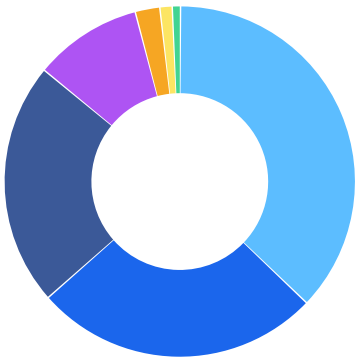
Business Characteristics

1,110 Companies Employ Your Workers

Online profiles for your workers mention 1,110 companies as employers, with the top 10 appearing below. In the last 12 months, 257 companies in Crawford County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
3M	53	Bass Pro Shops	106
Bass Pro Shops	37	GPAC	92
Crossing Rivers Health	28	Walmart	54
State of Wisconsin	23	TJX	50
North Crawford School District	18	Pizza Hut	37
Bapi	17	Crossing Rivers Health	34
Organic Valley	17	UFP Industries	31
Peoples State Bank	17	Walgreens Boots Alliance	29
Truvariant	16	Soldiers Grove Health Services	22
Emplify Health	15	Healthcare Services Group	21

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

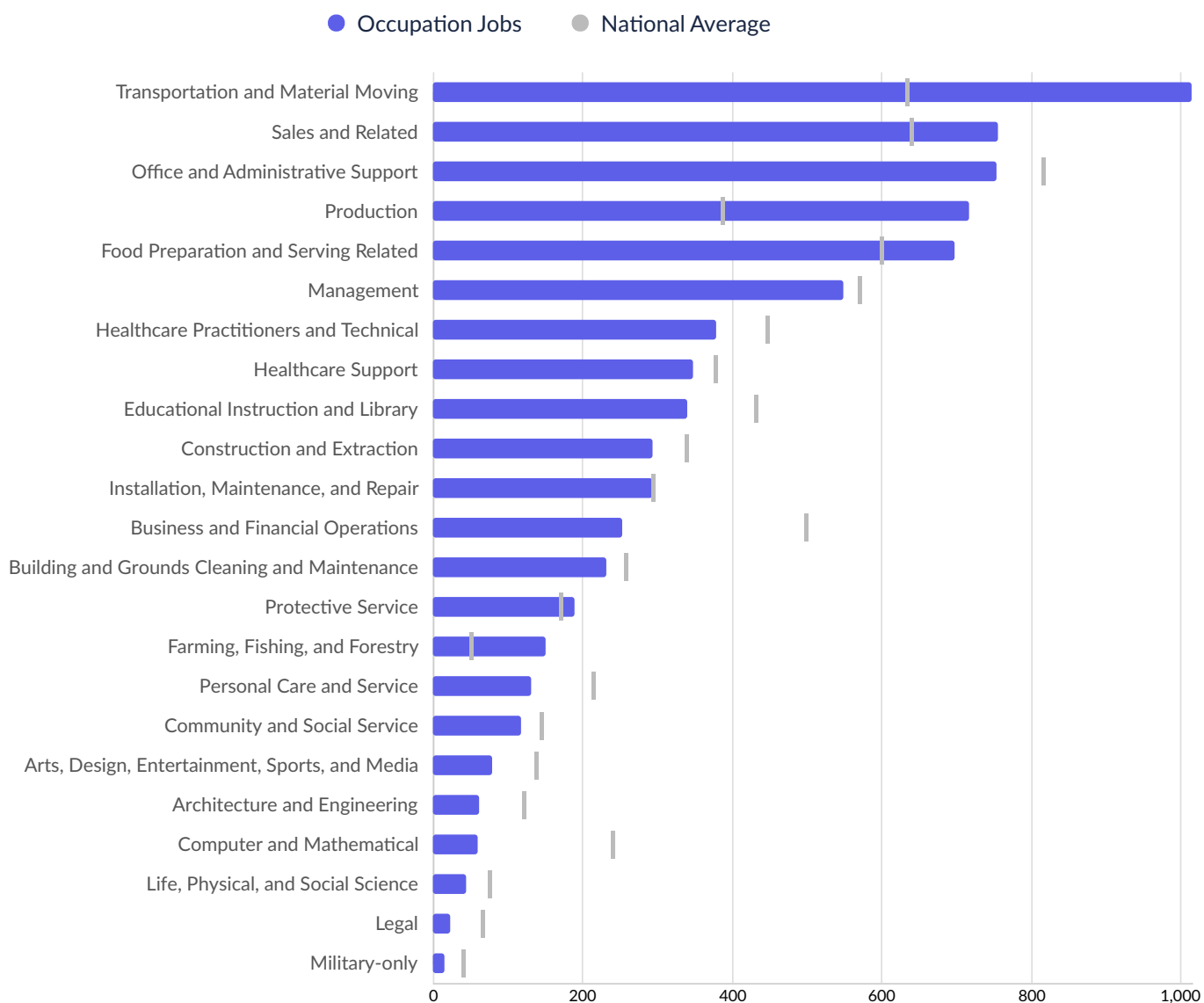
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Layoff Activity (Reported WARN Notices)

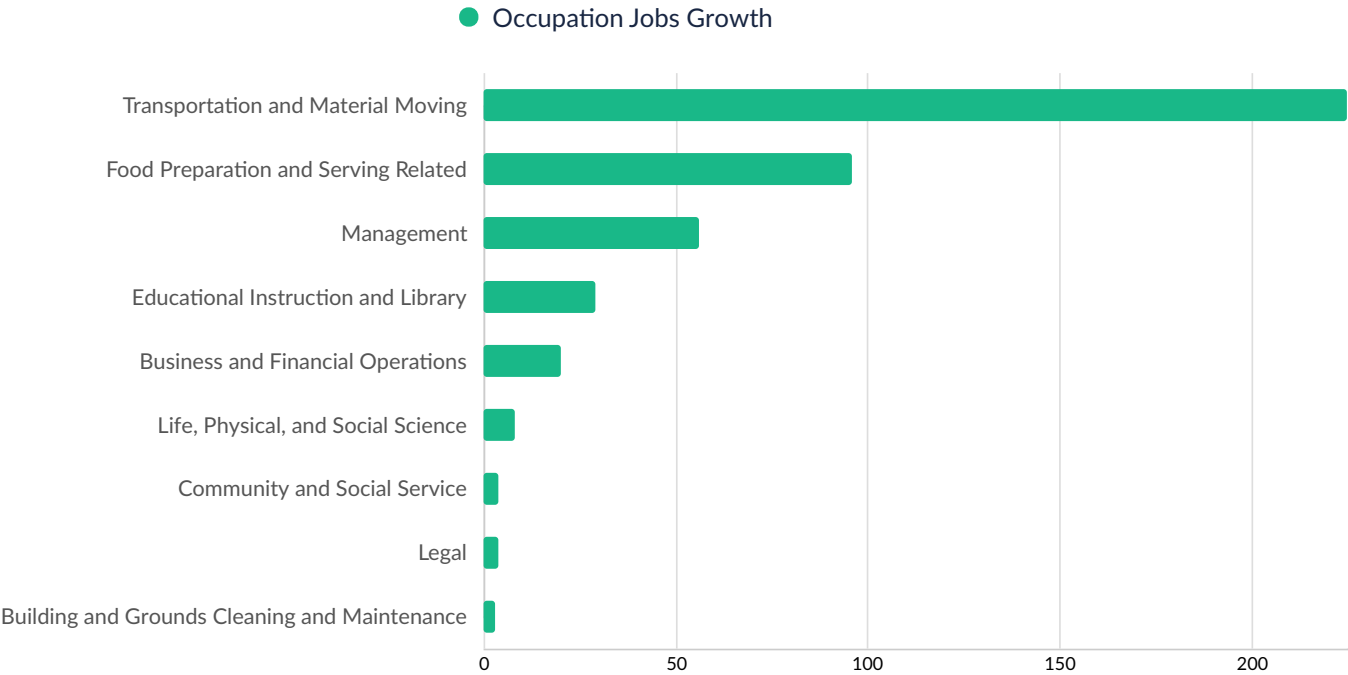
No WARN layoff events were found for the selected region and time period.

Workforce Characteristics

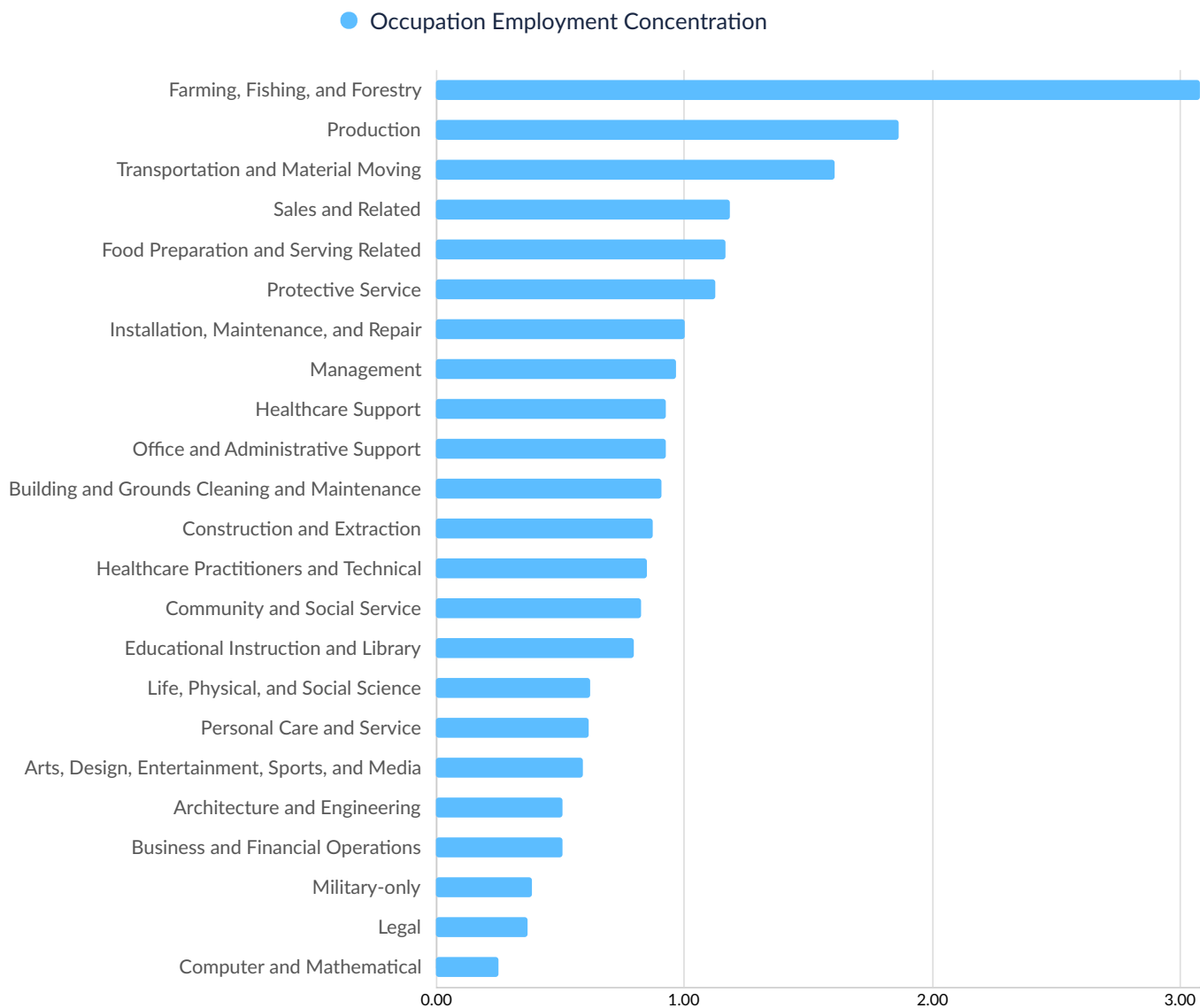
Largest Occupations



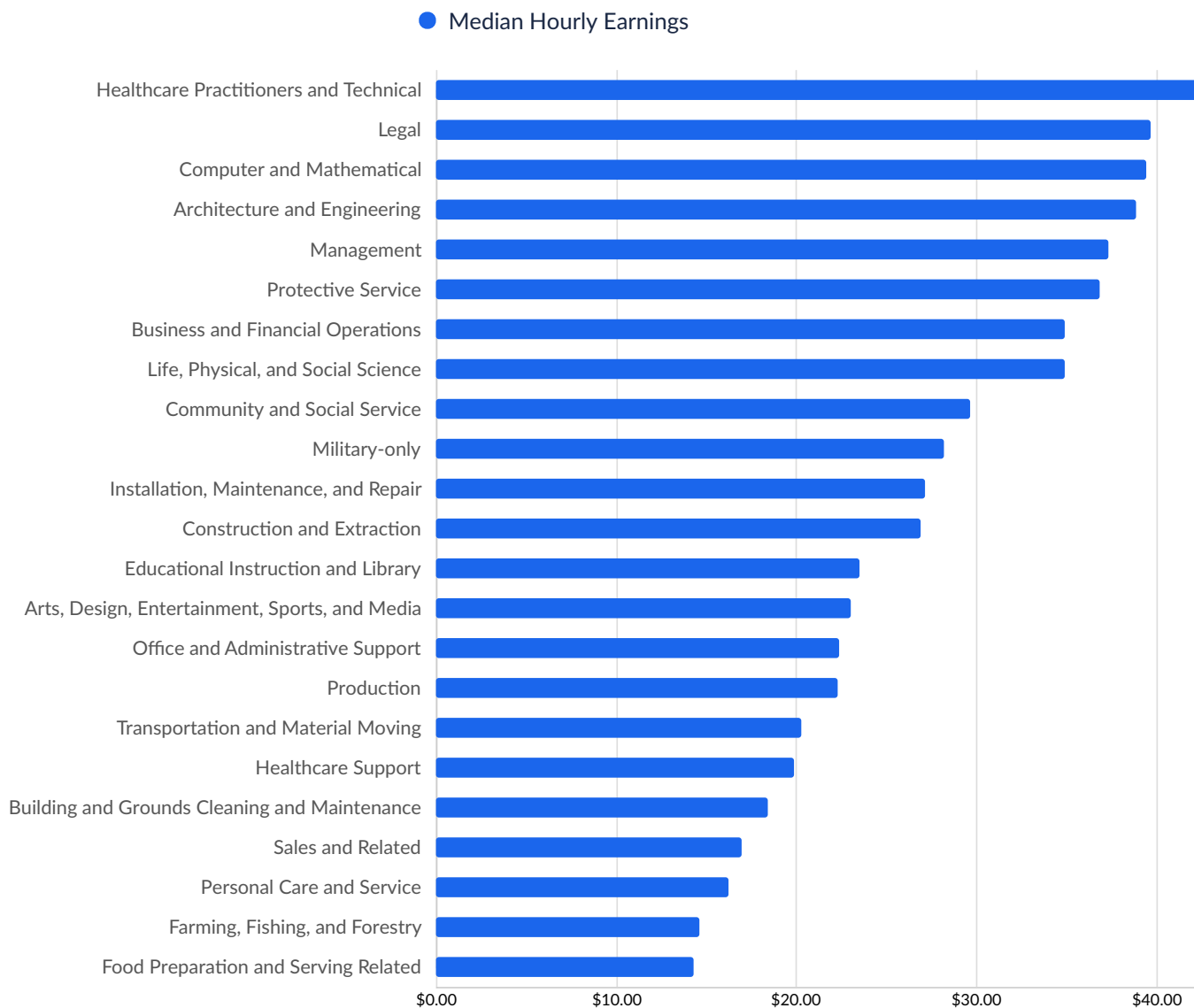
Top Growing Occupations



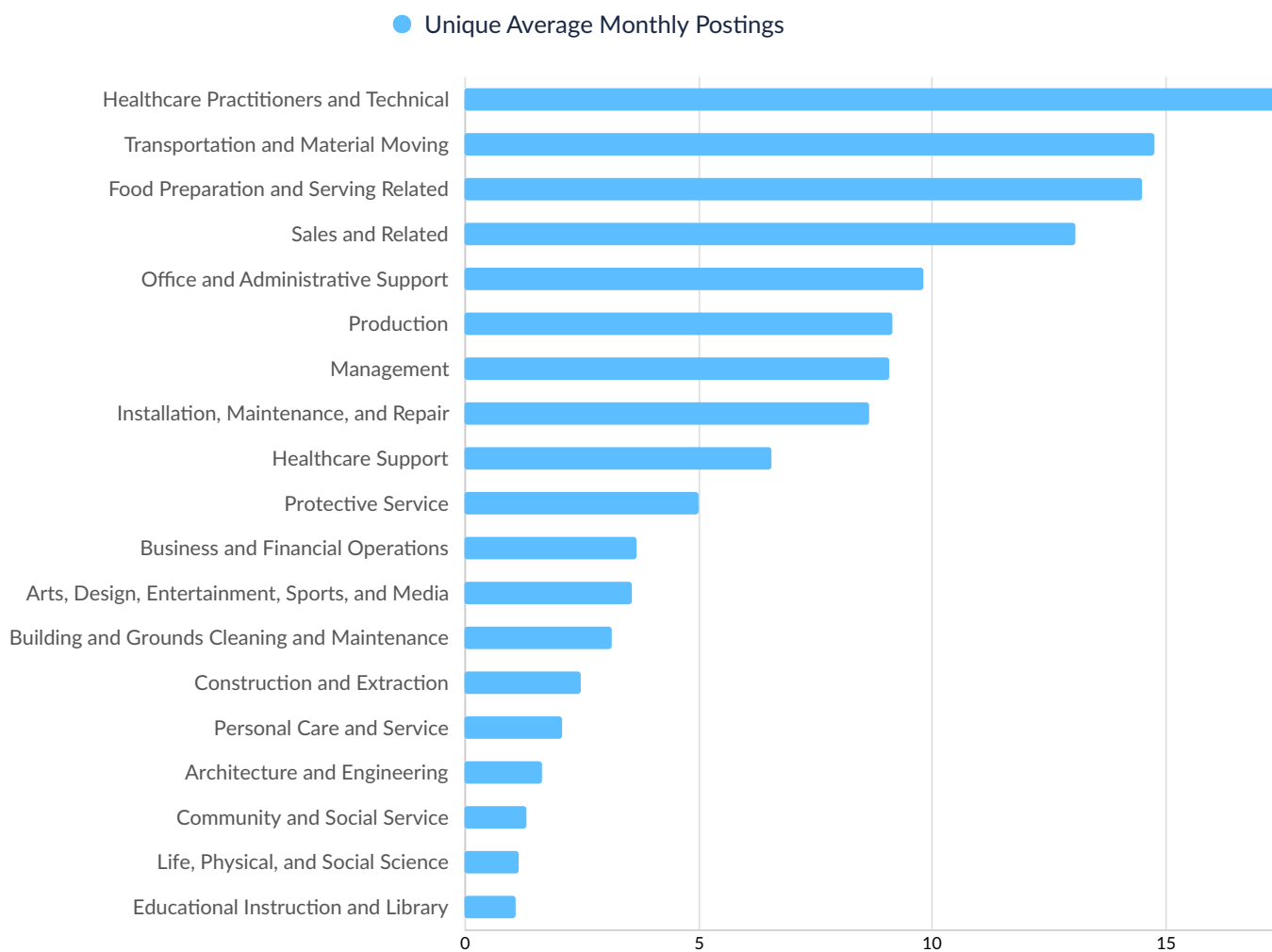
Top Occupation Employment Concentration



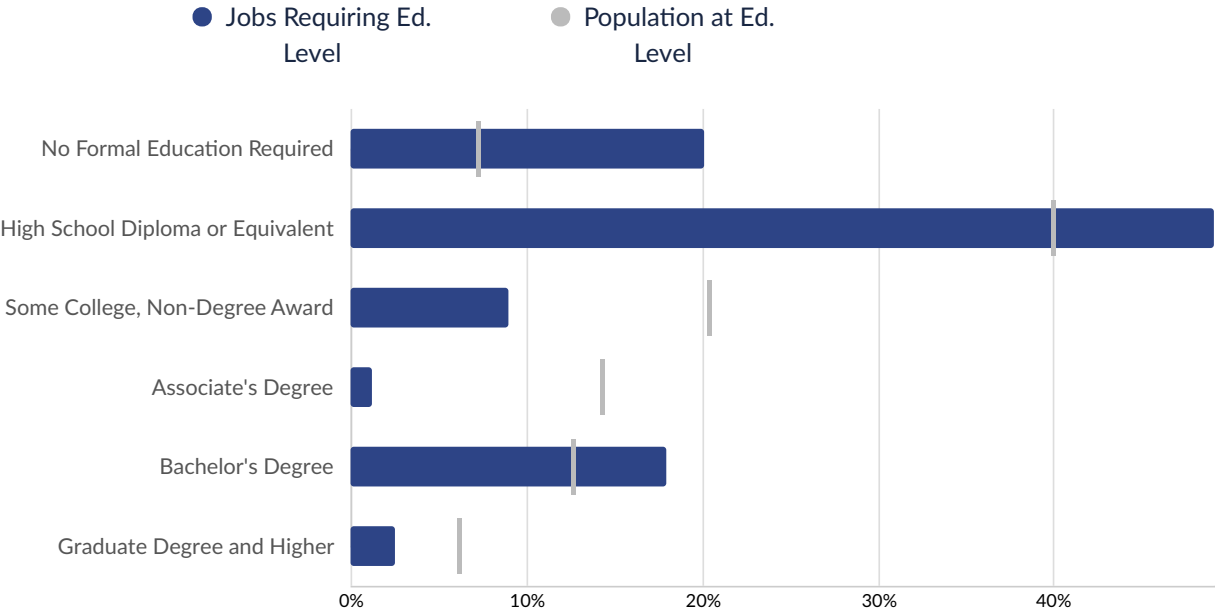
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

