



# Crawford County, WI

Mississippi River Regional Planning Commission



1707 Main Street, Suite 435  
La Crosse, Wisconsin 54601

## Contents

Economy Overview .....	1
Historic & Projected Trends .....	3
Population Characteristics .....	7
Industry Characteristics .....	9
Business Characteristics .....	15
Workforce Characteristics .....	17
Educational Pipeline .....	24

# Economy Overview

**16,156**

**Population (2018)**

Population decreased by 235 over the last 5 years and is projected to decrease by 209 over the next 5 years.

**8,434**

**Jobs (2018)**

Jobs decreased by 109 over the last 5 years but are projected to grow by 148 over the next 5 years.

**\$45.8K**

**Median Household Income (2016)**

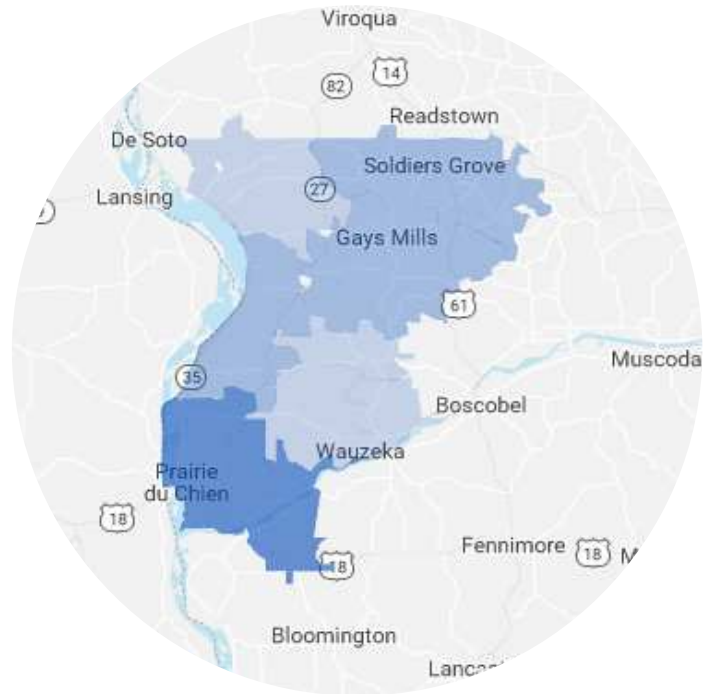
Median household income is \$9.5K below the national median household income of \$55.3K.

As of 2018 the region's population declined by 1.4% since 2013, falling by 235. Population is expected to decrease by 1.3% between 2018 and 2023, losing 209.

From 2013 to 2018, jobs declined by 1.3% in Crawford County, WI from 8,543 to 8,434. This change fell short of the national growth rate of 7.4% by 8.7%. As the number of jobs declined, the labor force participation rate decreased from 60.0% to 59.0% between 2013 and 2018.

Concerning educational attainment, 10.8% of Crawford County, WI residents possess a Bachelor's Degree (7.8% below the national average), and 9.9% hold an Associate's Degree (1.9% above the national average).

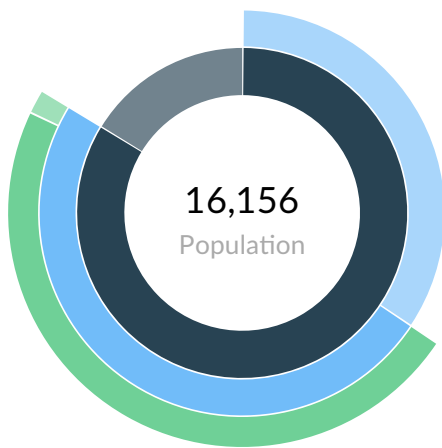
The top three industries in 2018 are Other Nonmetallic Mineral Product Manufacturing, Education and Hospitals (Local Government), and Electronic Shopping and Mail-Order Houses.



	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	16,156	7,973	8,434	98.7	\$807.30M	\$1.18B	\$1.28B
MISSISSIPPI RIVER REGION	323,991	182,270	163,444	100.1	\$14.85B	\$21.06B	\$21.07B
State	5,810,713	3,216,111	3,142,522	100.3	\$316.61B	\$285.96B	\$314.19B
United States	328,038,851	163,733,789	161,636,598	100.0	\$19.28T	\$0	\$8.38T

## Economy Overview - Cont.

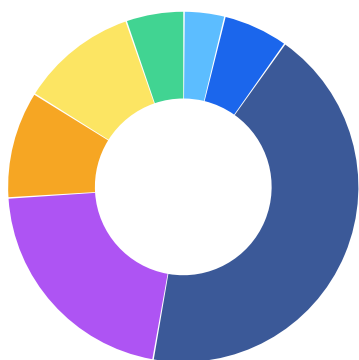
### 2018 Labor Force Breakdown



	Population
Total Working Age Population	13,515
Not in Labor Force (15+)	5,542
Labor Force	7,973
Employed	7,702
Unemployed	271
Under 15	2,641

### Educational Attainment

Concerning educational attainment, **10.8% of Crawford County, WI residents possess a Bachelor's Degree** (7.8% below the national average), and **9.9% hold an Associate's Degree** (1.9% above the national average).

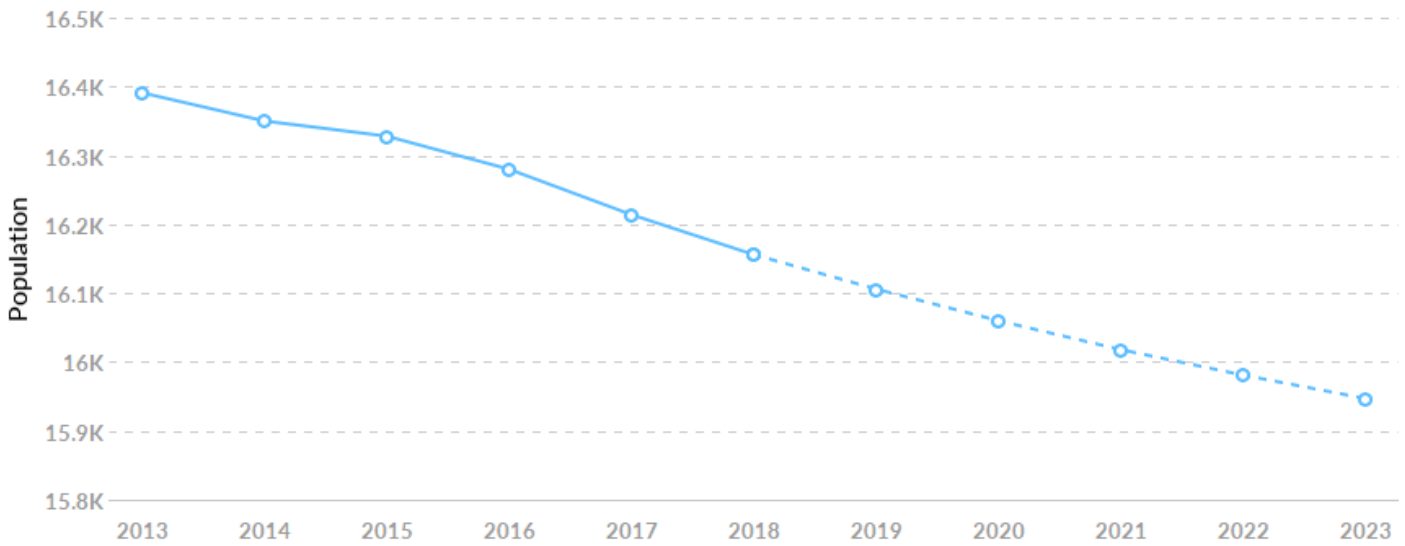


	% of Population	Population
Less Than 9th Grade	3.8%	439
9th Grade to 12th Grade	6.0%	702
High School Diploma	42.9%	5,017
Some College	21.2%	2,481
Associate's Degree	9.9%	1,156
Bachelor's Degree	10.8%	1,266
Graduate Degree and Higher	5.3%	625

# Historic & Projected Trends

## Population Trends

As of 2018 the region's population **declined by 1.4%** since 2013, falling by 235. Population is expected to **decrease by 1.3%** between 2018 and 2023, losing 209.

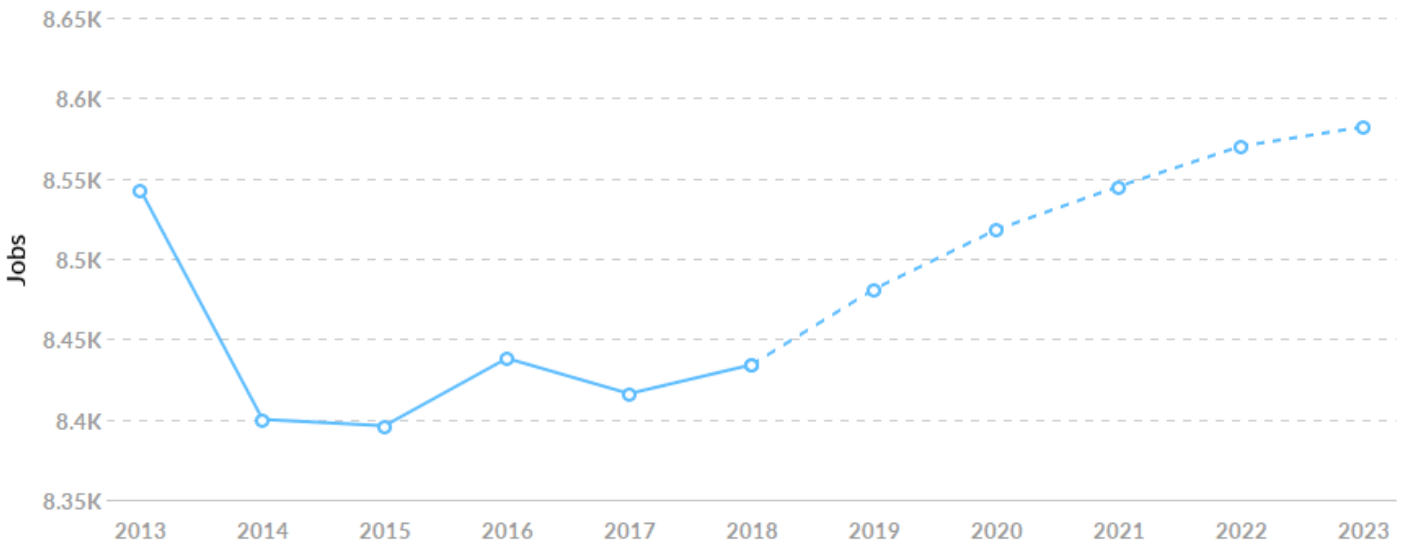


Timeframe	Population
2013	16,391
2014	16,350
2015	16,328
2016	16,280
2017	16,214
2018	16,156
2019	16,106
2020	16,060
2021	16,018
2022	15,981
2023	15,947

# Historic & Projected Trends - Cont.

## Job Trends

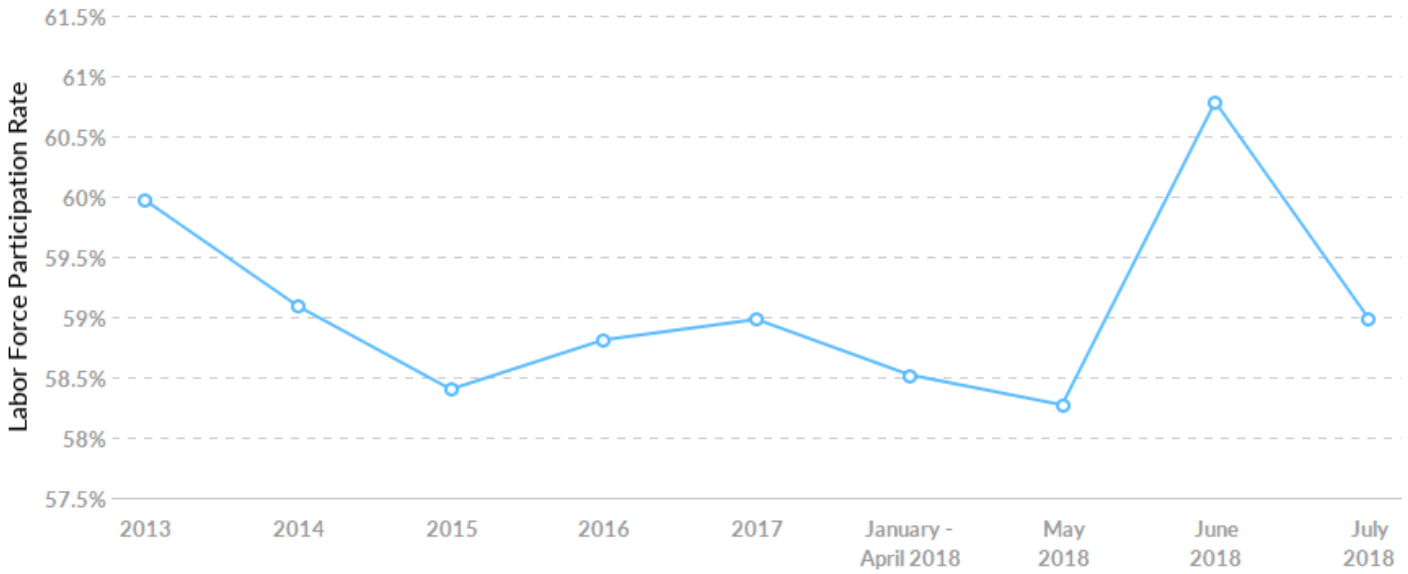
From 2013 to 2018, jobs declined by 1.3% in Crawford County, WI from 8,543 to 8,434. This change fell short of the national growth rate of 7.4% by 8.7%.



Timeframe	Jobs
2013	8,543
2014	8,400
2015	8,396
2016	8,438
2017	8,416
2018	8,434
2019	8,481
2020	8,518
2021	8,545
2022	8,570
2023	8,582

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

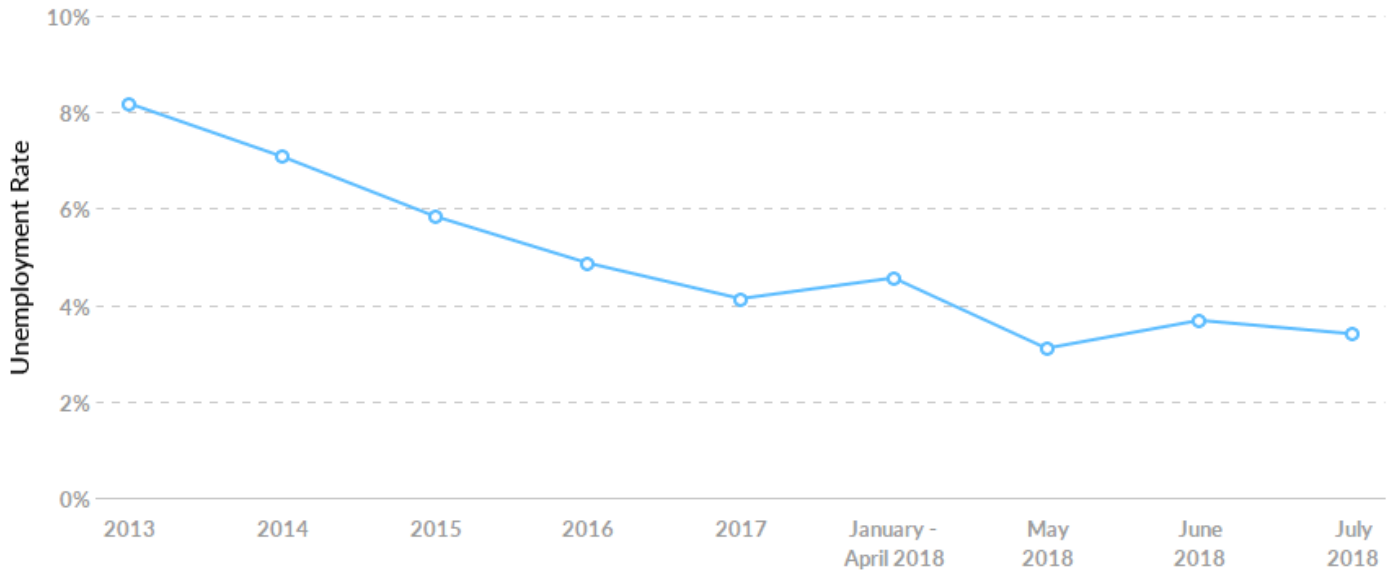


Timeframe	Labor Force Participation Rate
2013	59.97%
2014	59.09%
2015	58.40%
2016	58.81%
2017	58.98%
January - April 2018	58.52%
May 2018	58.27%
June 2018	60.78%
July 2018	58.99%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

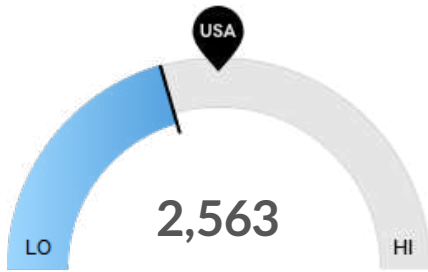
Crawford County, WI had a July 2018 unemployment rate of 3.40%, **decreasing from 8.18%** 5 years before.



Timeframe	Unemployment Rate
2013	8.18%
2014	7.08%
2015	5.84%
2016	4.87%
2017	4.13%
January - April 2018	4.56%
May 2018	3.10%
June 2018	3.68%
July 2018	3.40%

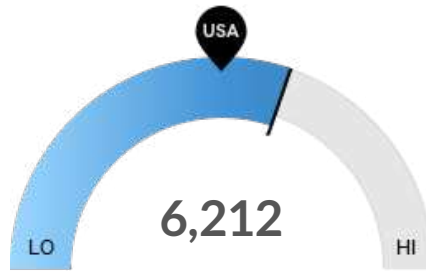


## Population Characteristics



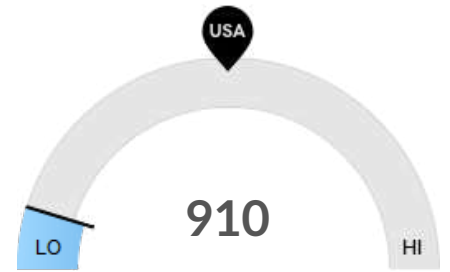
**Millennials**

Crawford County, WI has 2,563 millennials (ages 20-34). The national average for an area this size is 3,358.



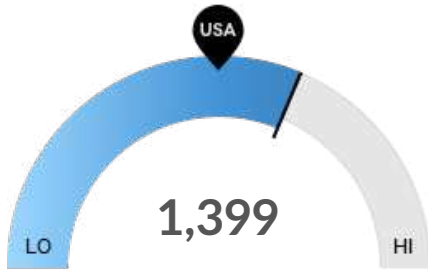
**Retiring Soon**

Retirement risk is high in Crawford County, WI. The national average for an area this size is 4,622 people 55 or older, while there are 6,212 here.



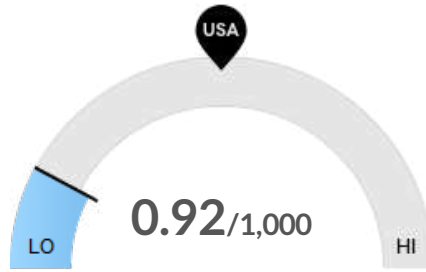
**Racial Diversity**

Racial diversity is low in Crawford County, WI. The national average for an area this size is 6,368 racially diverse people, while there are 910 here.



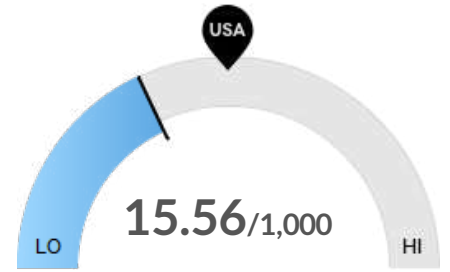
**Veterans**

Crawford County, WI has 1,399 veterans. The national average for an area this size is 983.



**Violent Crime**

Crawford County, WI has 0.92 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



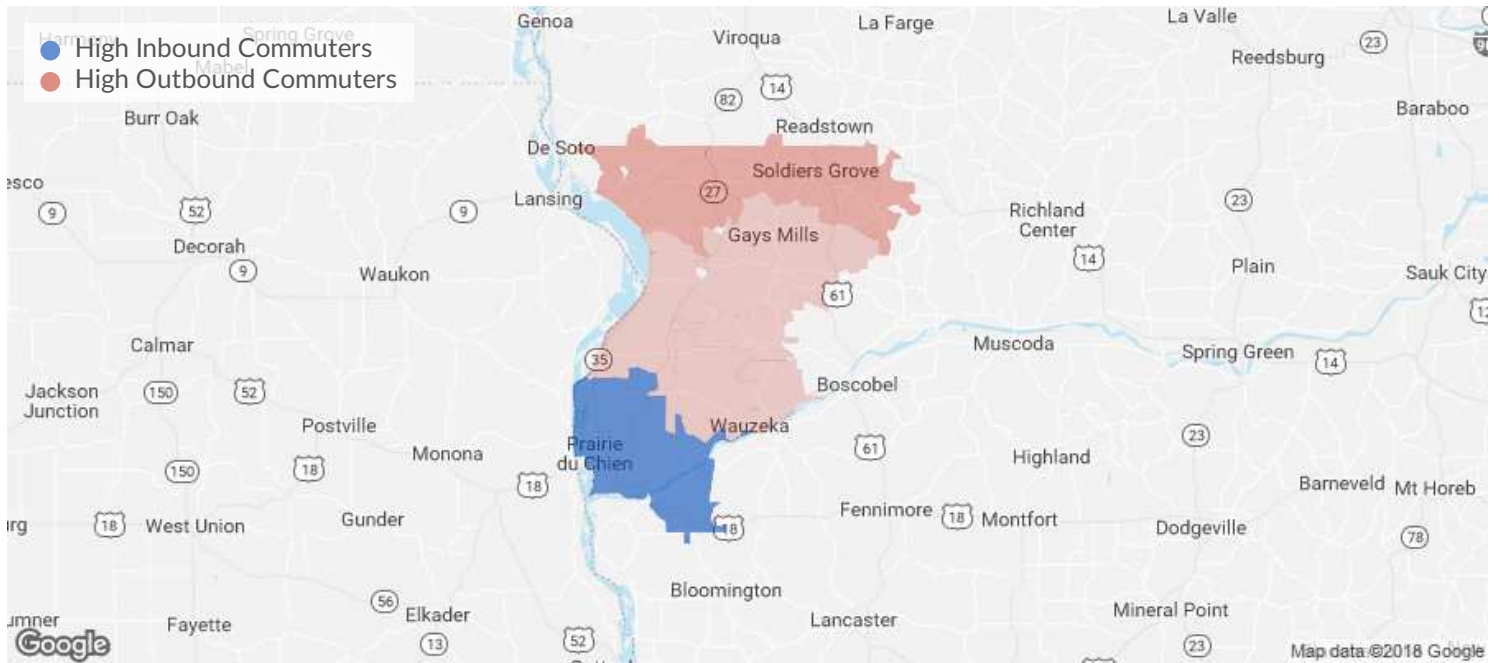
**Property Crime**

Crawford County, WI has 15.56 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

# Population Characteristics - Cont.

## 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

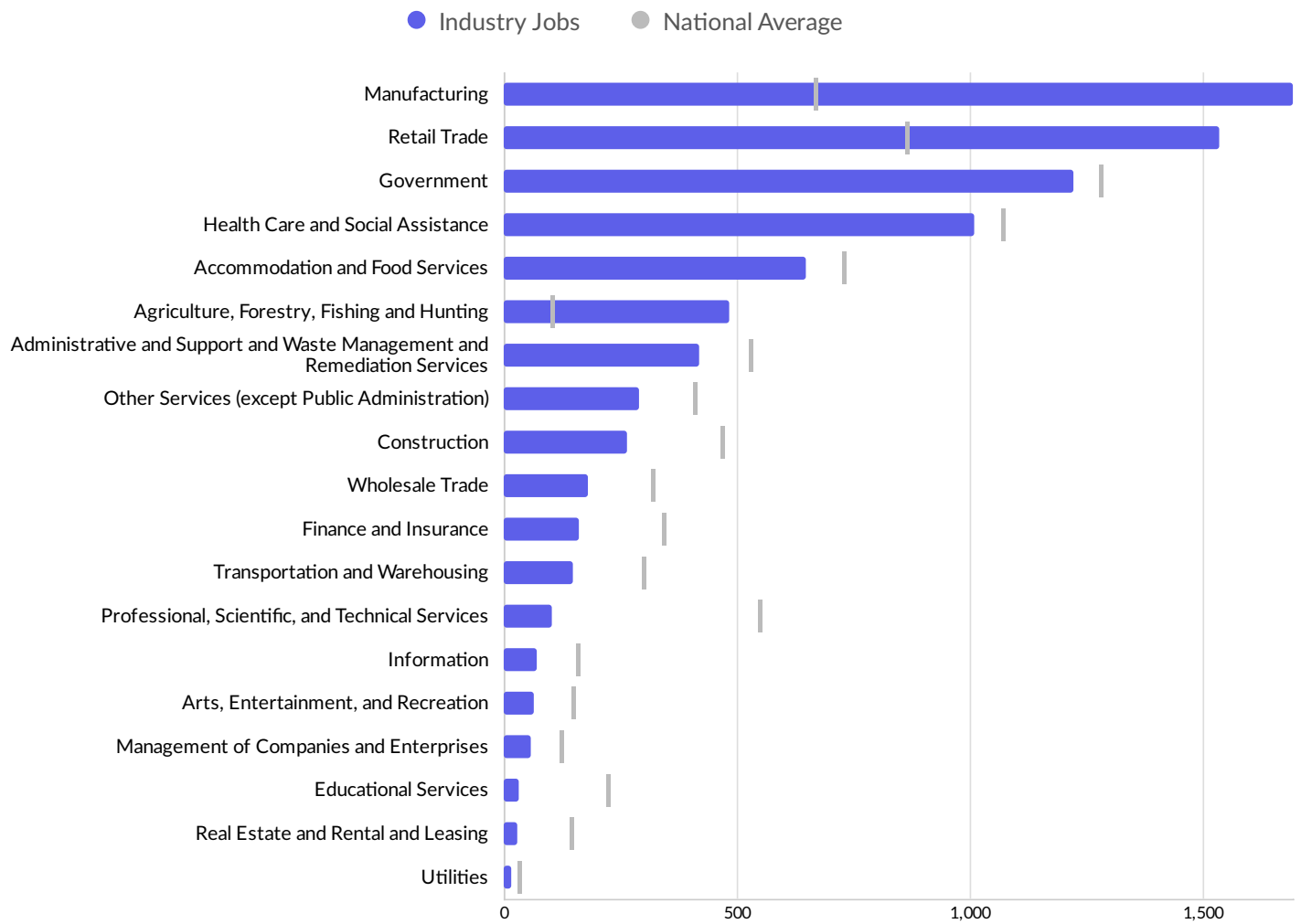
ZIP	Name	2018 Employment
53821	Prairie Du Chien, WI (i...	5,951
54631	Gays Mills, WI (in Craw...	1,047
54626	Eastman, WI (in Crawf...	555
54655	Soldiers Grove, WI (in ...	367
53826	Wauzeka, WI (in Crawf...	227

### Where Talent Lives

ZIP	Name	2018 Workers
53821	Prairie Du Chien, WI (i...	4,369
54631	Gays Mills, WI (in Craw...	1,154
54655	Soldiers Grove, WI (in ...	959
54626	Eastman, WI (in Crawf...	882
54628	Ferryville, WI (in Crawf...	624

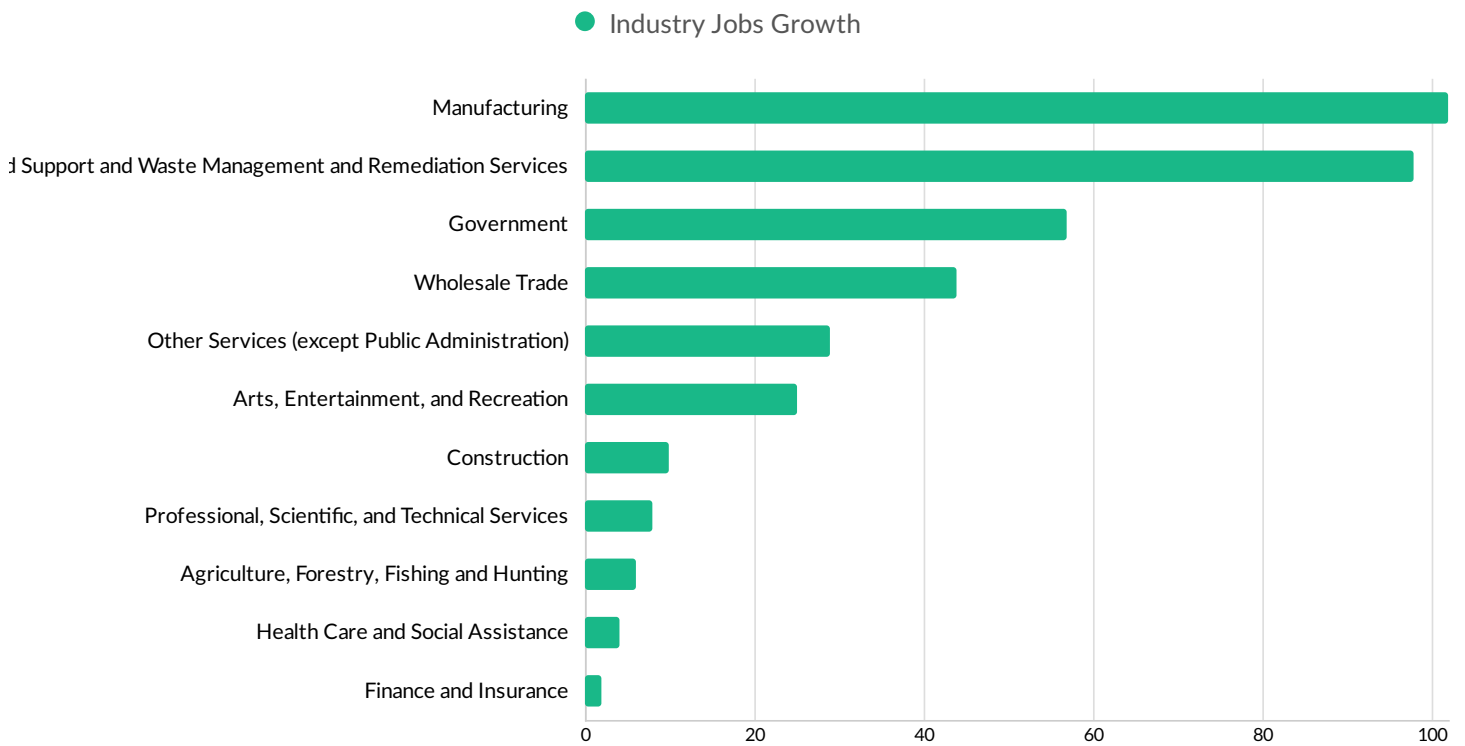
# Industry Characteristics

## Largest Industries



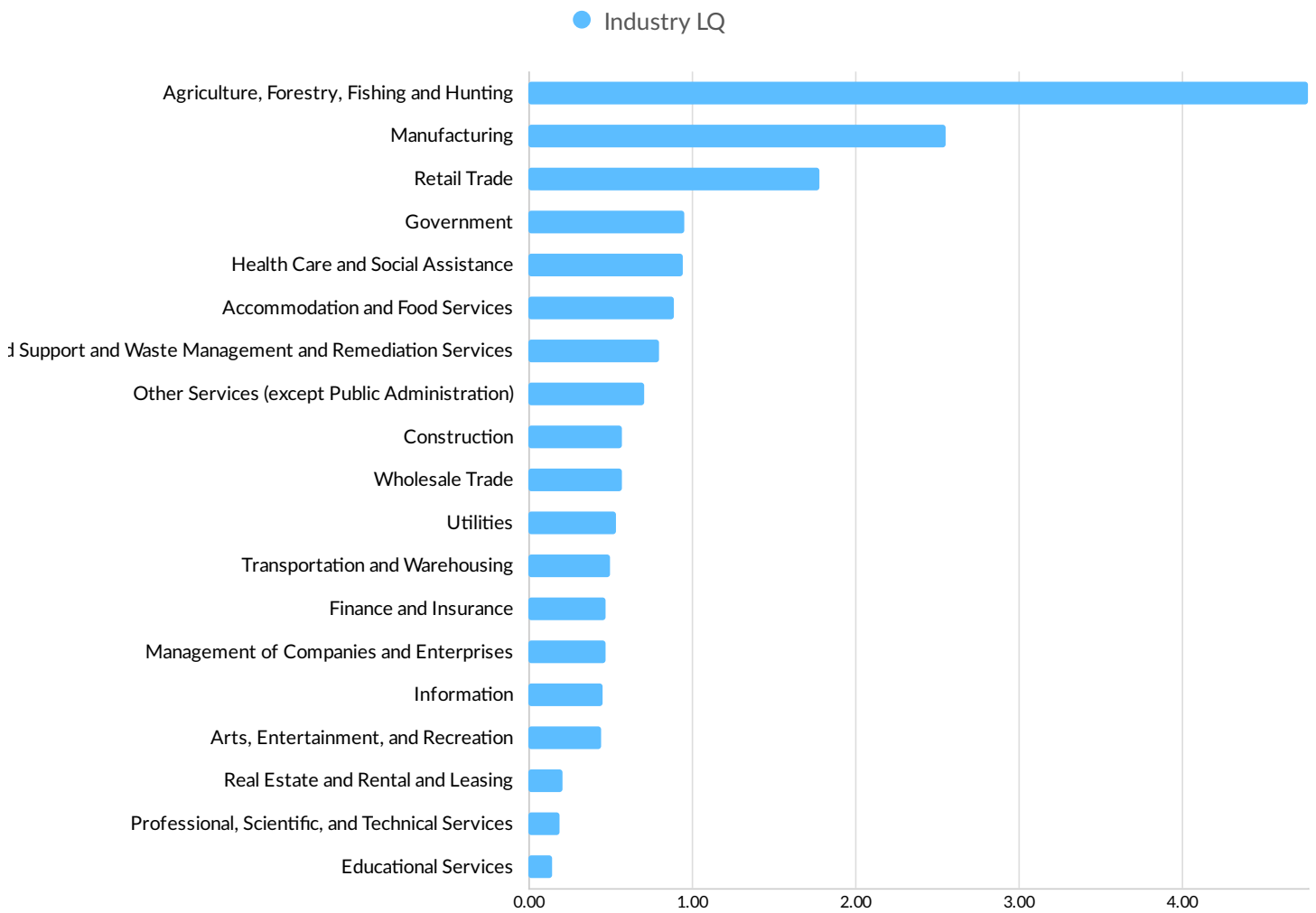
# Industry Characteristics - Cont.

## Top Growing Industries



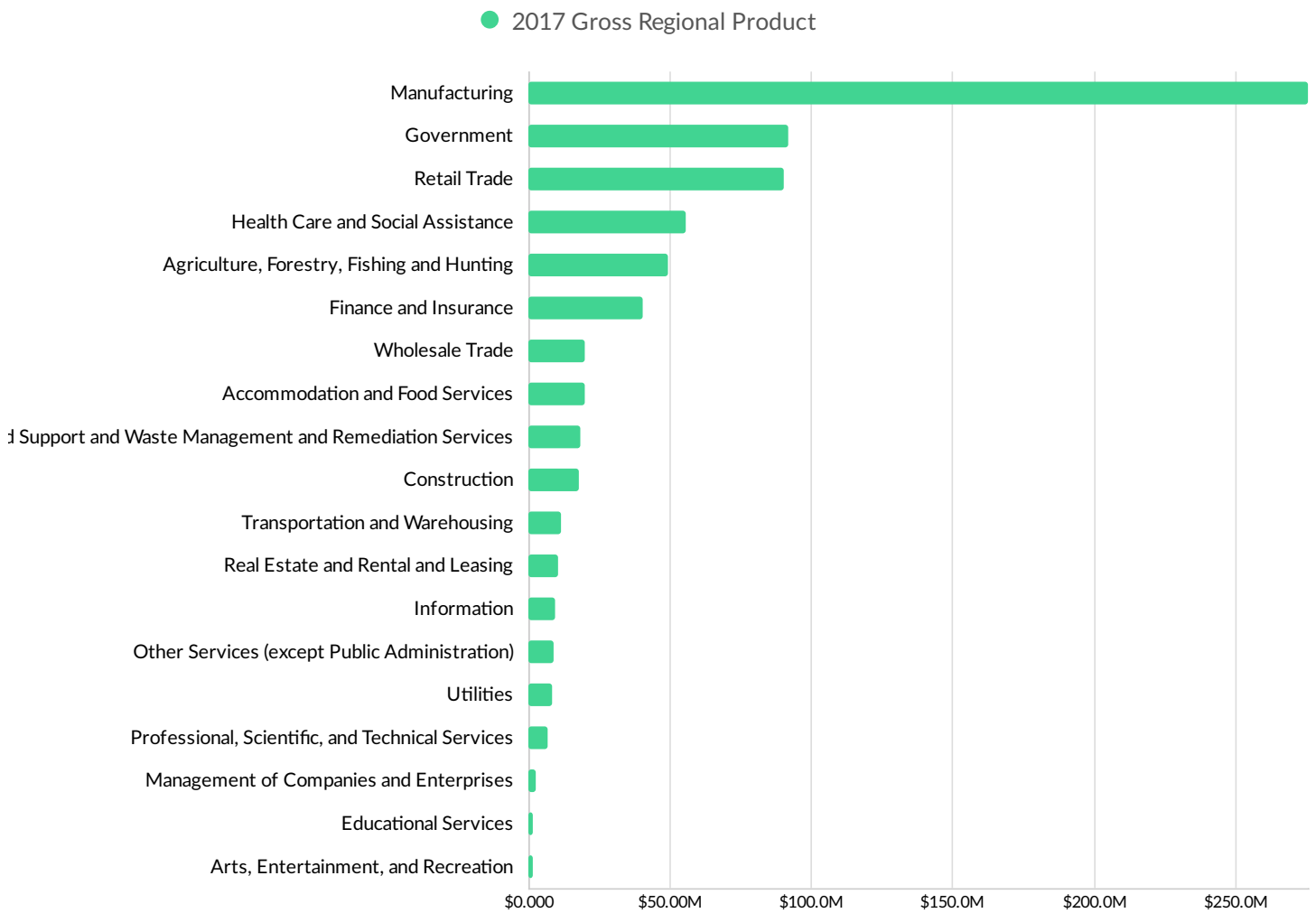
## Industry Characteristics - Cont.

### Top Industry LQ



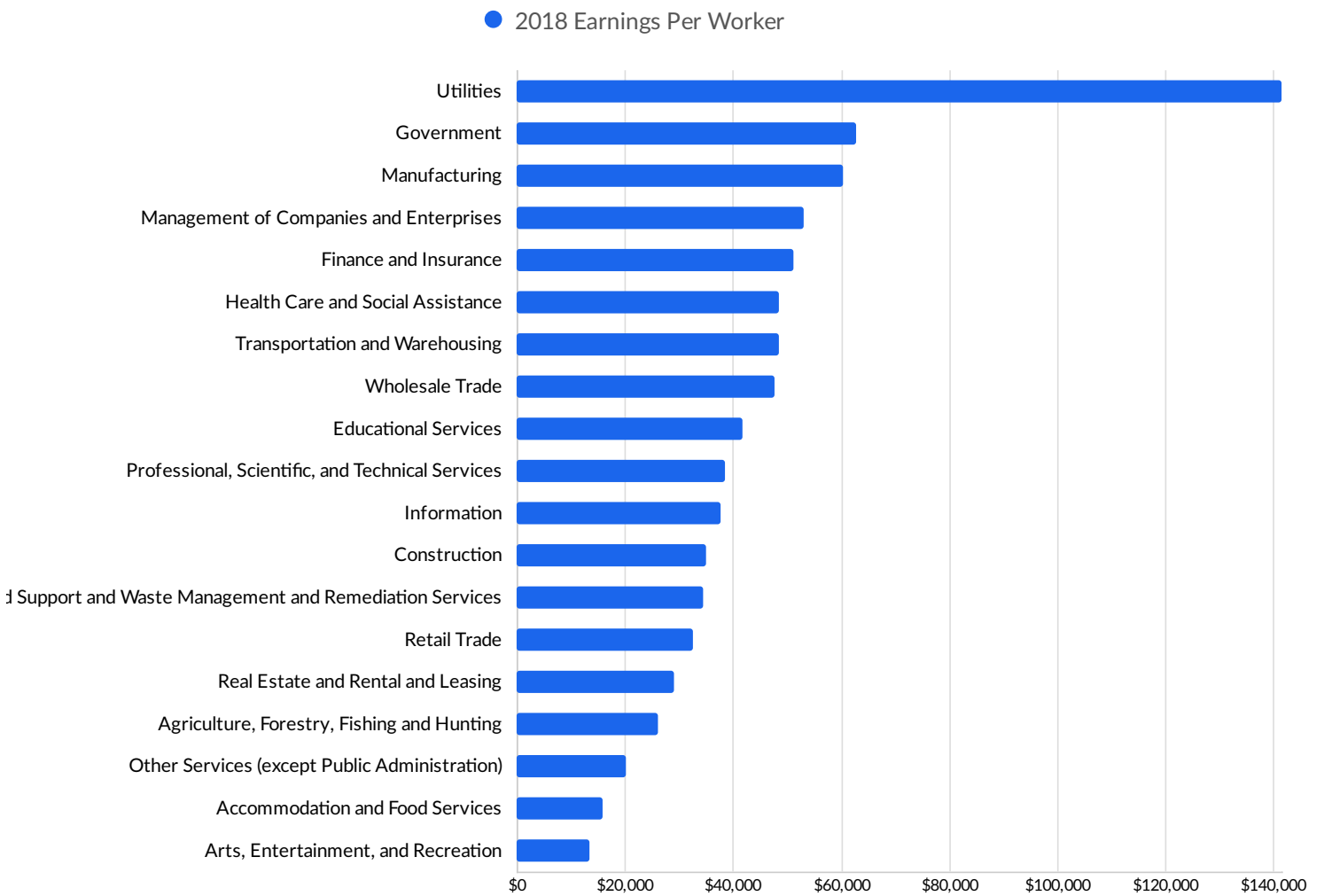
## Industry Characteristics - Cont.

### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings



## Industry Characteristics - Cont.





















Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Manufacturing	1,590	1,692	102	+6%	2.55	\$60,339	\$275.94M
Retail Trade	1,907	1,534	-373	-20%	1.79	\$32,570	\$90.42M
Government	1,166	1,223	57	+5%	0.96	\$62,909	\$91.91M
Health Care and Social Assistance	1,006	1,010	4	+0%	0.95	\$48,645	\$55.93M
Accommodation and Food Services	708	647	-61	-9%	0.89	\$15,910	\$19.71M
Agriculture, Forestry, Fishing and Hunting	476	482	6	+1%	4.78	\$26,152	\$49.32M
Administrative and Support and Waste Management and Remediation Services	321	419	98	+31%	0.80	\$34,510	\$18.34M
Other Services (except Public Administration)	260	289	29	+11%	0.71	\$20,100	\$9.17M
Construction	256	266	10	+4%	0.57	\$35,135	\$18.03M
Wholesale Trade	136	180	44	+32%	0.57	\$47,665	\$19.80M
Finance and Insurance	158	160	2	+1%	0.47	\$51,345	\$40.54M
Transportation and Warehousing	172	150	-22	-13%	0.50	\$48,575	\$11.76M
Professional, Scientific, and Technical Services	97	105	8	+8%	0.19	\$38,534	\$6.98M
Information	75	71	-4	-5%	0.46	\$37,715	\$9.35M
Arts, Entertainment, and Recreation	40	65	25	+63%	0.45	\$13,444	\$1.40M
Management of Companies and Enterprises	58	56	-2	-3%	0.47	\$53,160	\$2.85M
Educational Services	58	33	-25	-43%	0.15	\$41,913	\$1.47M
Real Estate and Rental and Leasing	41	29	-12	-29%	0.21	\$29,201	\$10.39M
Utilities	16	16	0	0%	0.54	\$141,573	\$8.30M



# Business Characteristics

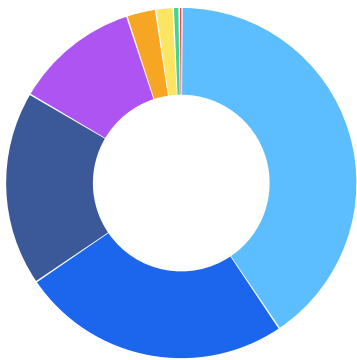
## 646 Companies Employ Your Workers

Online profiles for your workers mention 646 companies as employers, with the top 10 appearing below. In the last 12 months, 337 companies in Crawford County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
3M Company	56 	CRST International, Inc.	404 
Cabela's Incorporated	39 	Cabela's Incorporated	236 
Gundersen Health System	22 	Platinum Supplemental Insuran...	108 
Prairie Du Chien Memorial Hos...	21 	Koch Trucking, Inc.	102 
Prairie Du Chien High Schools	16 	Barr-Nunn Transportation, Inc.	66 
State of Wisconsin	16 	Crossing Rivers Management	63 
Mantas Educational Consulting	15 	C.R. England, Inc.	55 
Wal-Mart Stores, Inc.	14 	Tutree, Inc.	52 
Prairie Industries, Inc.	13 	Ashley Furniture Industries, Inc.	51 
Organic Valley	10 	Uber Technologies, Inc.	46 

## Business Characteristics - Cont.

### Business Size

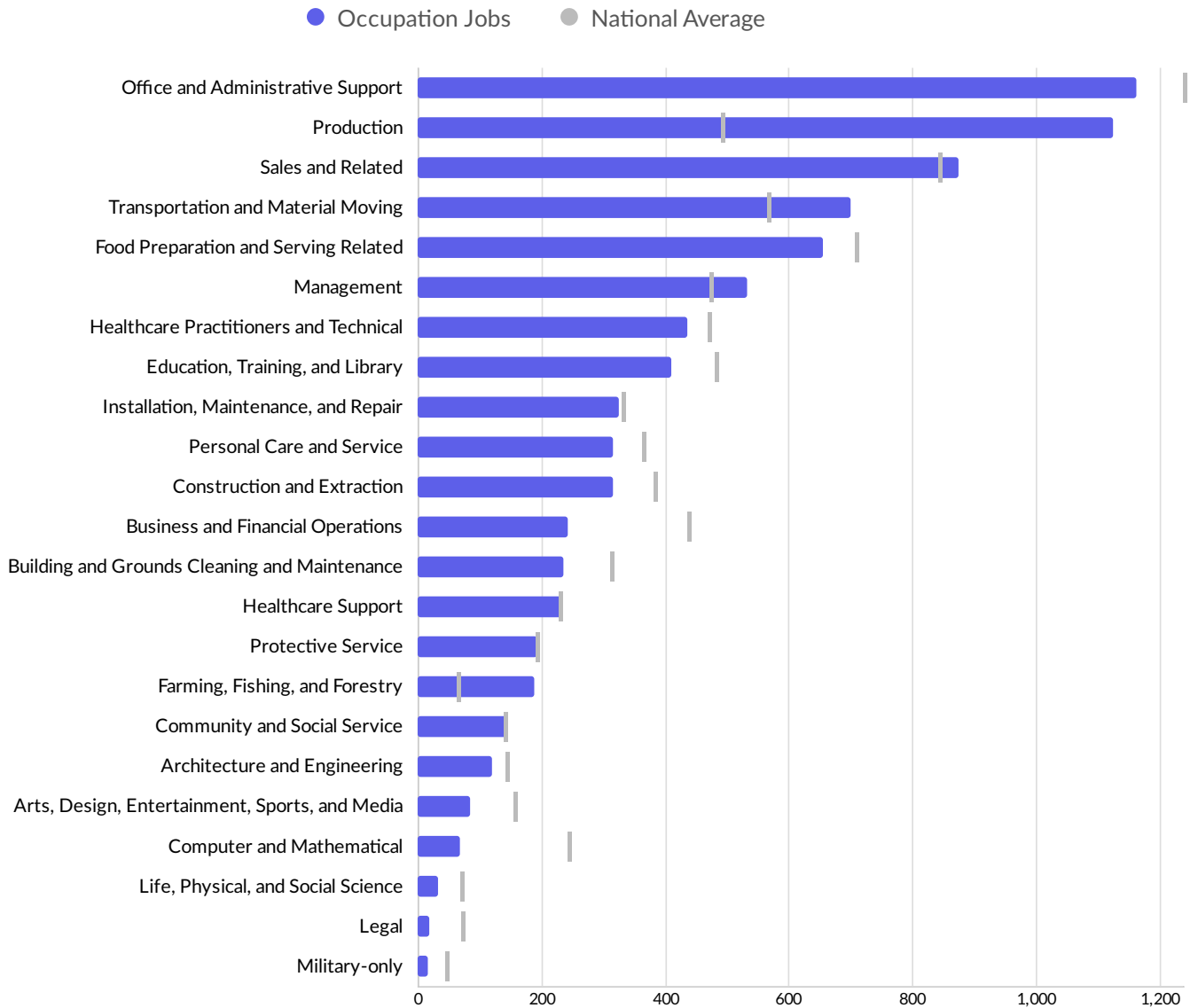


	Percentage	Business Count
● 1 to 4 employees	40.5%	302
● 5 to 9 employees	24.9%	186
● 10 to 19 employees	18.0%	134
● 20 to 49 employees	11.5%	86
● 50 to 99 employees	2.7%	20
● 100 to 249 employees	1.6%	12
● 250 to 499 employees	0.5%	4
● 500+ employees	0.3%	2

*\*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.*

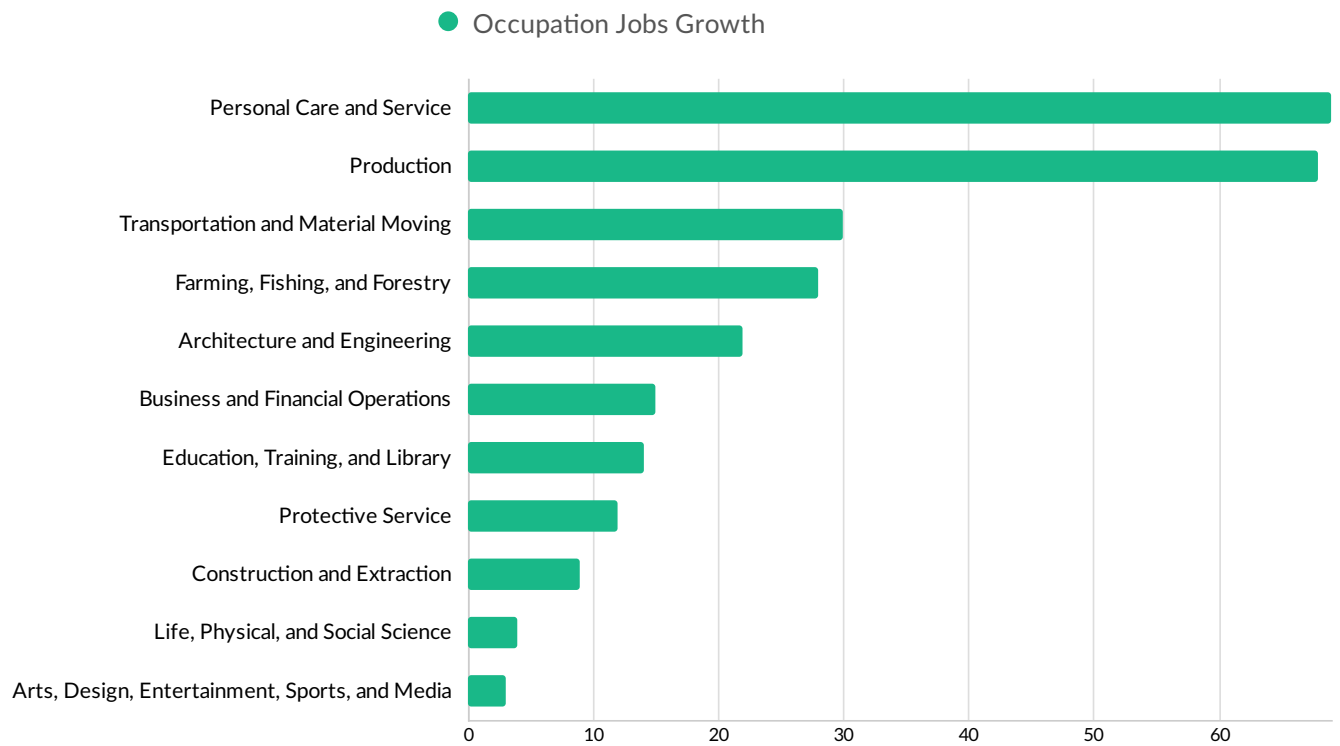
# Workforce Characteristics

## Largest Occupations



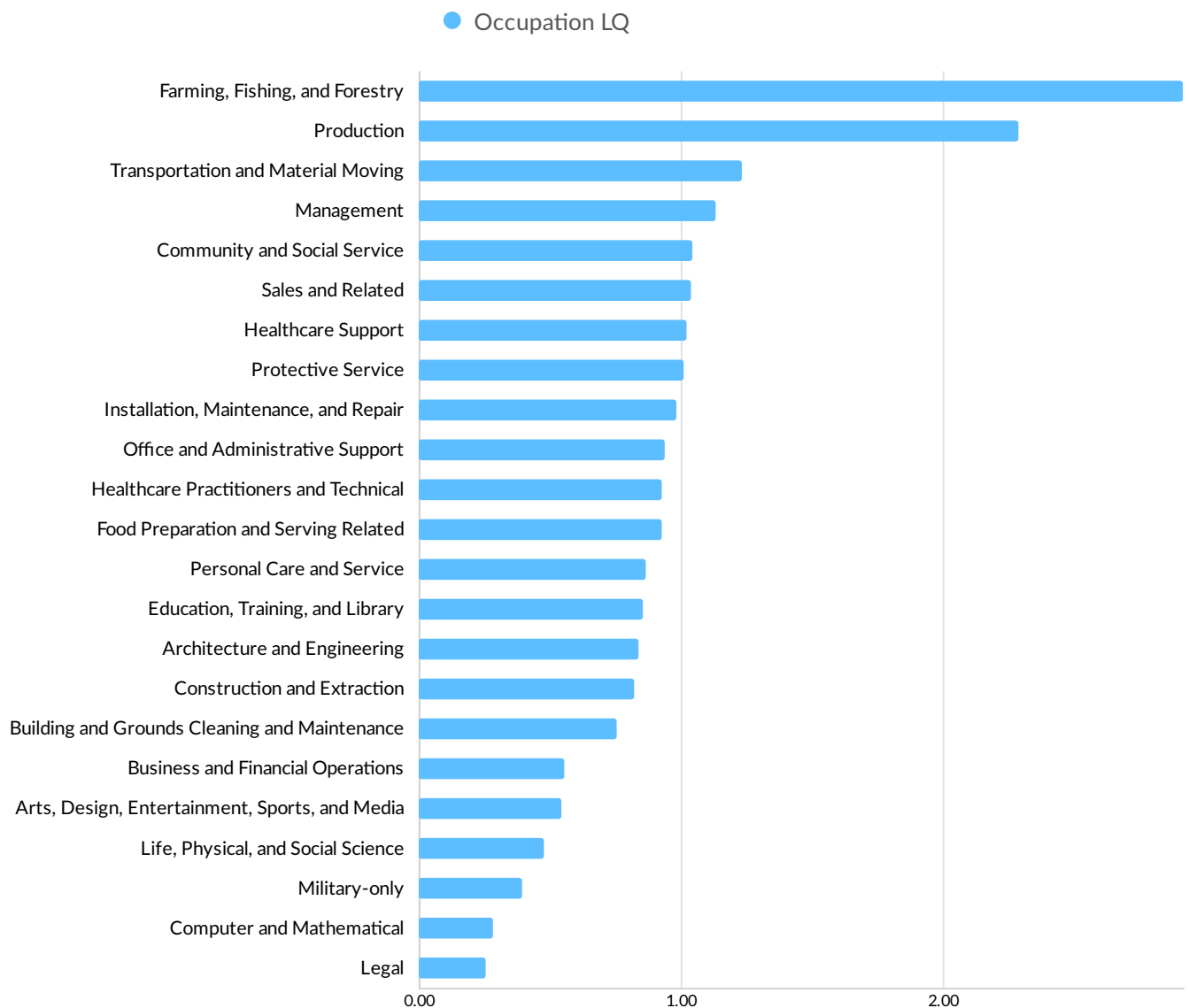
## Workforce Characteristics - Cont.

### Top Growing Occupations



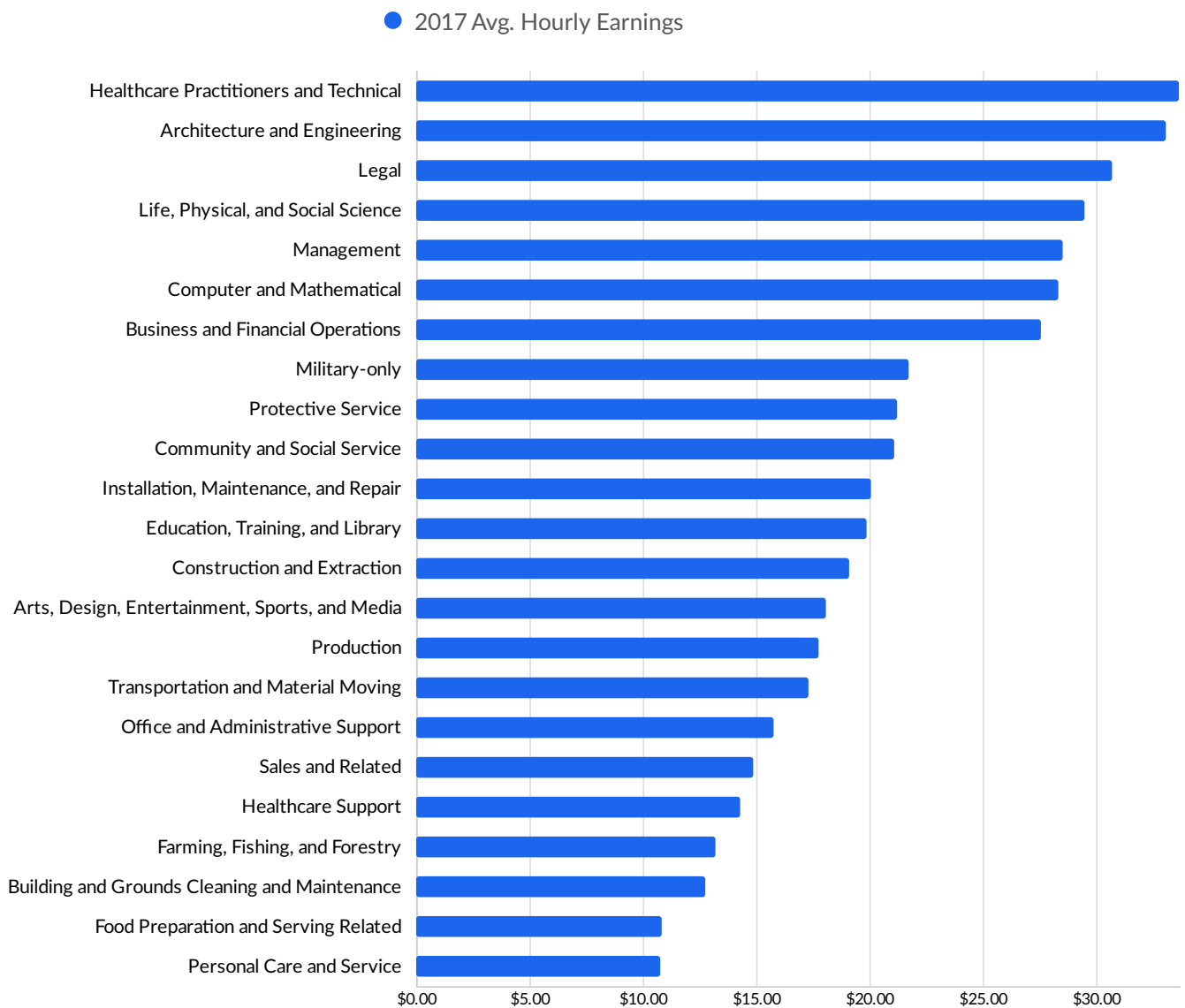
## Workforce Characteristics - Cont.

### Top Occupation LQ



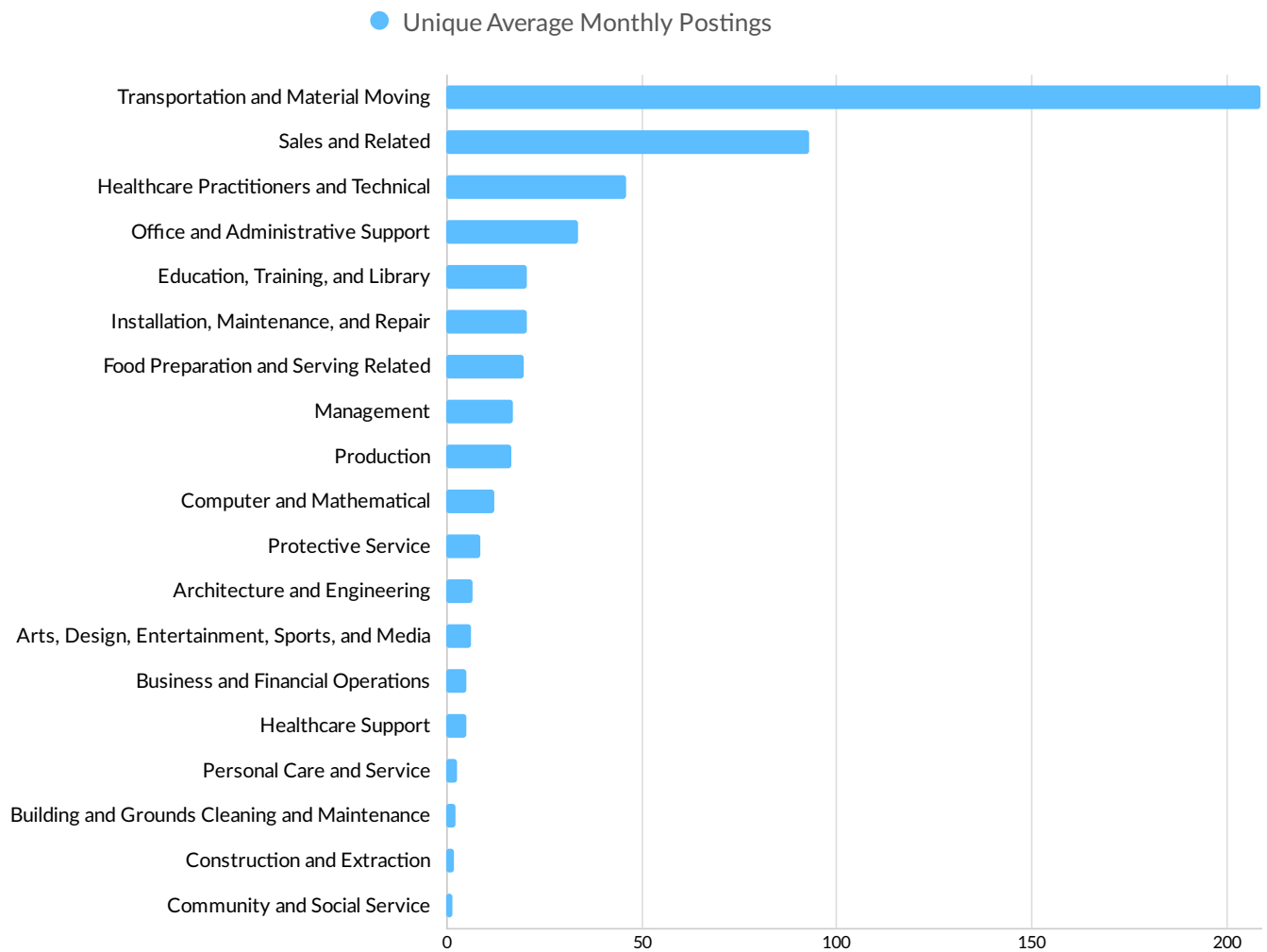
## Workforce Characteristics - Cont.

### Top Occupation Earnings



## Workforce Characteristics - Cont.

### Top Posted Occupations



# Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Oct 2017 - Sep 2018 Unique Average Monthly Postings
Office and Administrative Support	1,302	1,162	-140	-11%	0.94	\$15.74	34
Production	1,057	1,125	68	+6%	2.29	\$17.77	17
Sales and Related	1,006	875	-131	-13%	1.04	\$14.89	93
Transportation and Material Moving	671	701	30	+4%	1.24	\$17.32	209
Food Preparation and Serving Related	662	655	-7	-1%	0.93	\$10.82	20
Management	567	534	-33	-6%	1.13	\$28.50	17
Healthcare Practitioners and Technical	437	436	-1	0%	0.93	\$33.63	46
Education, Training, and Library	397	411	14	+4%	0.86	\$19.84	21
Installation, Maintenance, and Repair	326	326	0	0%	0.98	\$20.06	21
Personal Care and Service	246	315	69	+28%	0.87	\$10.78	3
Construction and Extraction	306	315	9	+3%	0.82	\$19.09	2
Business and Financial Operations	229	244	15	+7%	0.56	\$27.52	5
Building and Grounds Cleaning and Maintenance	243	235	-8	-3%	0.75	\$12.74	3
Healthcare Support	255	235	-20	-8%	1.02	\$14.28	5
Protective Service	181	193	12	+7%	1.01	\$21.20	9
Farming, Fishing, and Forestry	160	188	28	+18%	2.92	\$13.17	0
Community and Social Service	172	146	-26	-15%	1.05	\$21.09	2



## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Oct 2017 - Sep 2018 Unique Average Monthly Postings
Architecture and Engineering	97	119	22	+23%	0.84	\$33.04	7
Arts, Design, Entertainment, Sports, and Media	81	84	3	+4%	0.54	\$18.05	6
Computer and Mathematical	83	69	-14	-17%	0.29	\$28.29	12
Life, Physical, and Social Science	28	32	4	+14%	0.48	\$29.46	0
Legal	20	18	-2	-10%	0.26	\$30.70	0
Military-only	18	17	-1	-6%	0.39	\$21.74	0