

2019 WORKFORCE PROFILE

Crawford County



For More Information:
Mitchell Rupp
Regional Economist - Western
Phone: 715-679-5523
Email: Mitchell.Rupp@dwd.wisconsin.gov

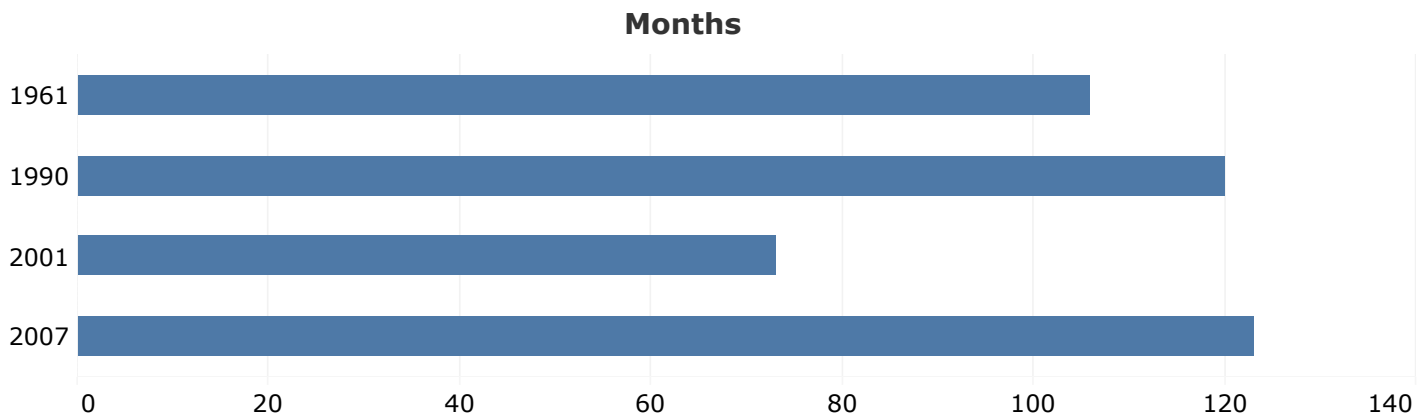


2019 Wisconsin Overview

The county workforce profiles provide snapshots of the labor market for each of the 72 Wisconsin counties. In addition to a static PDF version, each county profile will be available as an interactive document in which the reader can do additional manipulation of some tables. The profiles begin with an overview of the entire state's labor market outlook. From there, the profiles highlight the respective labor market with analyses of the current and projected population and labor force, community patterns, industries, occupations, and wages. We conclude each profile with an examination of the impact of automation on the county's workforce.

Record Economic Expansion

The economic expansion is now the longest on record. This current expansion surpassed the previous mark of 120 months set in the 1991-2001 stretch in June 2019. What has been good for the country has been good for Wisconsin and most other states.



*Bureau of Labor Statistics, OEA

Wisconsin's workforce and employment numbers have attained new highs. Employment exceeded the 3 million mark in the summer of 2016. Wisconsin jobs reached new highs in 2019 with not-seasonally adjusted, total non-farm jobs breaking through 3 million at 3.026 million in June 2019. The state's unemployment rate has reached lows not seen since at least 1976, 2.8% in the months of April and May of 2019. New unemployment rate lows were also recorded for the U.S. as a whole at 3.6%. Thirty of 72 Wisconsin counties reached new job highs in the last two years. Thirty state counties hit new unemployment rate lows. Initial and continued unemployment insurance claims have been tracking at 40-year lows over the past three years.

Given that new records are being set largely across the board for expansion longevity, employment highs, and unemployment lows, the question turns to when will the trends reverse.

Economic expansions don't die of old age. Expansions are usually curtailed by decreasing jobs, spending, investments, inflation, or interest rate pressures. Decreasing jobs lead to lower incomes that result in less consumption, which is the driving force in the U.S. economy. Employment numbers are not good indicators of pending recessions. In fact, they are a lagging indicator of economic downturns and recoveries.

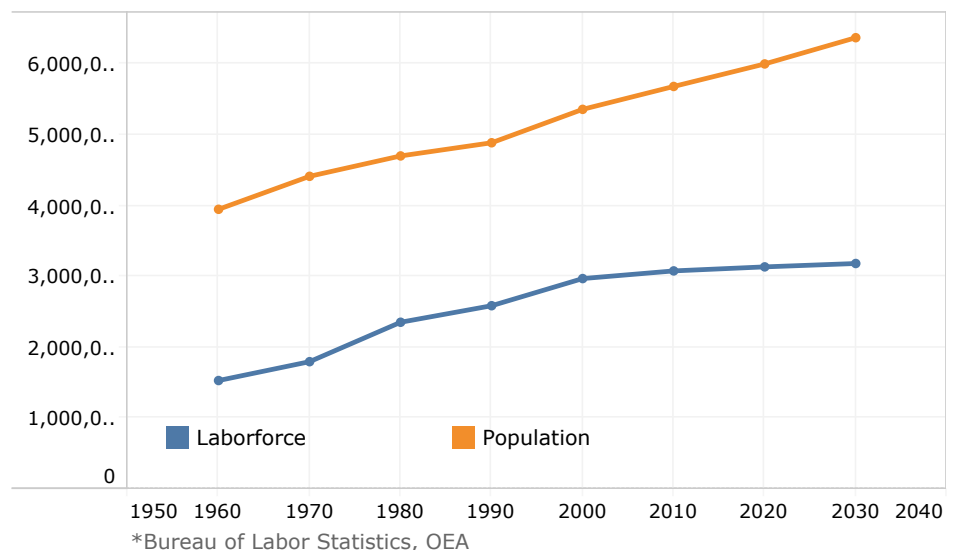
What's next in the short-run?

As this is being written in November 2019, job numbers are still climbing, earnings and income are rising, retail sales are expanding, debt-to-income ratio is low, and inflation is subdued at about 2%. Housing sales are relatively flat, vehicle sales have leveled off, and some European countries' economies are sagging. The primary unknown at the moment is the status of tariff and trade policy on the North American countries' trade agreement and trade with China. The uncertainty is dampening capital investment, injecting volatility in the equity markets, and causing household cogitation.

What are the long-run influences?

The primary long-term challenge facing Wisconsin's economic future is its workforce quantity. The demographic situation facing the state, other upper Midwest states, and most western state economies will advance unaltered in the coming decades. The number of retiring baby boomers nearly match the influx of new workers, resulting in a slow growing workforce that is constraining employers' abilities across industries to secure talent. Many businesses report the lack of available workers have hindered expansion and, in some cases, even curtailed their ability to meet current product orders.

Wisconsin Population and Labor Force



The blue-line, orange-line graph to the right portrays the labor force facing Wisconsin and other upper-Midwest states. While Wisconsin's population will continue to grow over the next 20 years, the workforce faces serious constraints. The curve began to flatten in 2008 as the first baby boomers (those born in 1946) reached age 62 and began to leave the workforce.

Baby boomers continue to exit the workforce in great numbers. However, the labor force participation rates for workers over 55 years of age have risen significantly. The need or want to remain in the workforce has assisted in staving off more severe worker shortages.

Our analysis shows a marked decrease in per capita personal income growth in the coming decades. The consequences for shared tax burden will be real and require new policy discussions about the social contract for infrastructure and government services.

One of the remedies for labor scarcity and increased productivity is the incorporation of labor-saving technology in the workplace. As such, not only does Wisconsin have a quantity challenge, the state must also make all available workers technologically savvy. The propensity for automation varies by occupation, but routine activities are the most susceptible to displacement.

To summarize, the state needs to find every body it can and get everybody trained up to their maximum potential.

Crawford County Population and Demographics

The chart below displays the population and population change among the county's largest municipalities. From 2010 to 2018, half of these municipalities experienced a positive net change in their respective population. Crawford County gained 93 residents from 2010 to 2018, increasing at a rate of 0.53%. This was not only below the state growth rate, but it is slightly lower than the past county profile that depicted a growth rate of 0.6% for the 2010 to 2016 time period. From 2010 to 2018 Wisconsin gained 129,245 residents, a proportional change of 2.27%, and the United States gained 18,767,026 residents, a proportional gain of 6.09%. The Town of Seneca displayed both the highest numerical change of residents (60) and the highest proportional change of residents (6.93%). The City of Prairie du Chien displayed the greatest numerical decrease of residents (-42). The Village of Soldiers Grove displayed the greatest proportional decrease of residents (-5.07%).

10 Most Populous Municipalities in County

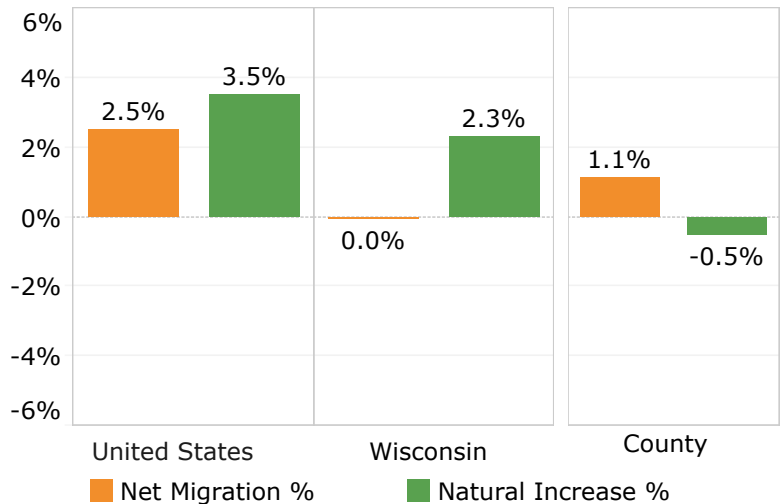
	2010 Census	2018 Final Estimate D	Numeric Change	Percent Change
Prairie du Chien, City	5,911	5,869	-42	-0.71%
Prairie du Chien, Town	1,073	1,069	-4	-0.37%
Bridgeport, Town	990	1,027	37	3.74%
Clayton, Town	958	933	-25	-2.61%
Seneca, Town	866	926	60	6.93%
Eastman, Town	739	757	18	2.44%
Freeman, Town	686	715	29	4.23%
Wauzeka, Village	711	691	-20	-2.81%
Utica, Town	661	681	20	3.03%
Soldiers Grove, Village	592	562	-30	-5.07%
Crawford County	16,644	16,737	93	0.56%
United States	308,400,408	327,167,434	18,767,026	6.09%
Wisconsin	5,686,986	5,816,231	129,245	2.27%

Source: Demographic Services Center, Wisconsin Department of Administration

Components of Change

Net-migration, which is defined as people moving into the county minus those leaving, was positive for the period studied, as it was in about two-thirds of Wisconsin counties. The county displayed a net migration of 1.1%. Wisconsin displayed a net migration of 0.0% and the United States displayed a net migration of 2.5%. Growth due to natural increase (births minus deaths) was considerably low with a value of -0.5%. This highlights the county's relatively older population. Crawford County's median age of 45.7 is considerably higher than the state's median age of 39.2.

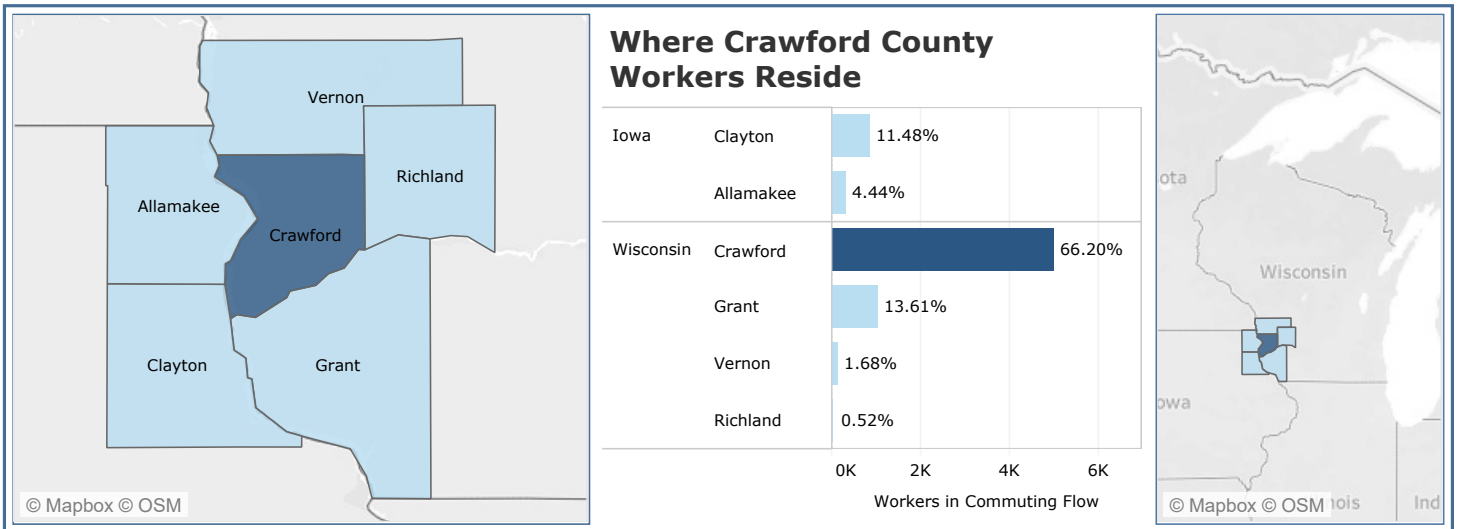
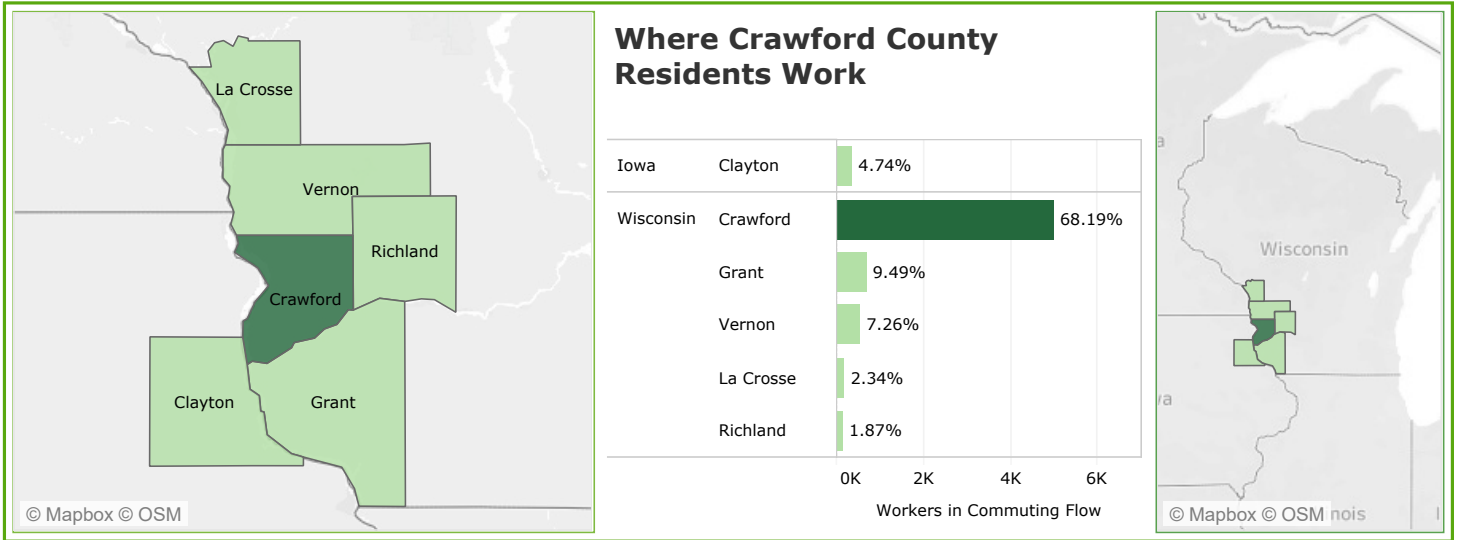
Components of Population Change



Crawford County Worker Commute

Residents Work

Approximately 68% of Crawford County residents work within the county. This is slightly above the median of 65% for Wisconsin counties, ranking Crawford as the 30th highest county in terms of the percent of residents who work within the county. This low percentage suggests that nearby counties offer slightly more or better job opportunities. Approximately 10% of the working residents travel to Grant County to work.



Workers Reside

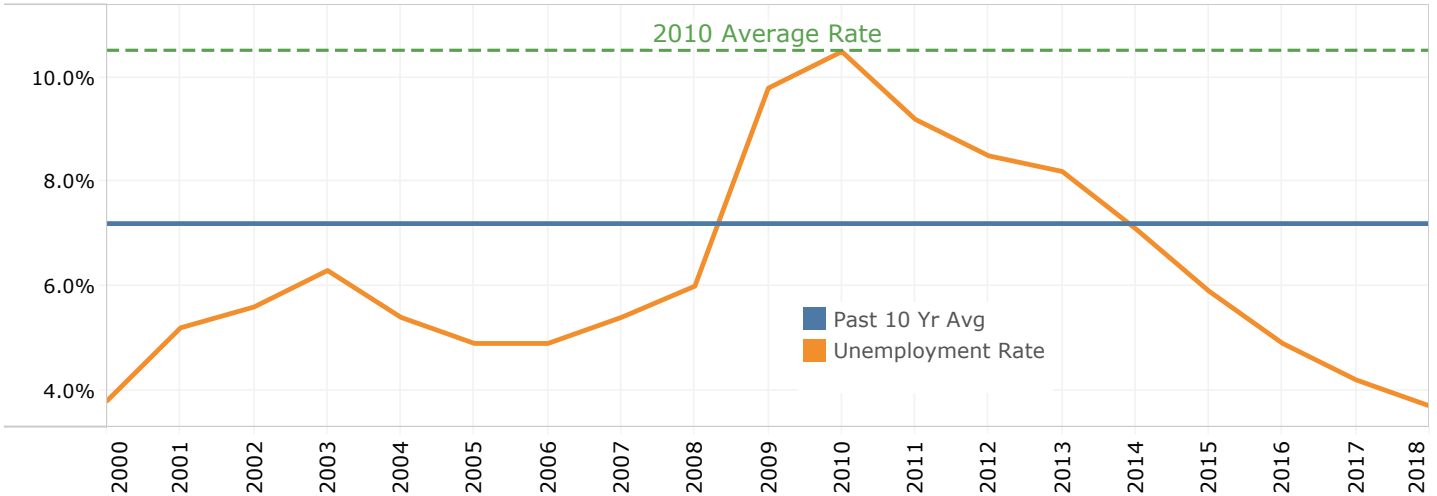
Looking at which areas supply the greatest number of workers, we see that roughly 66% of those who work in Crawford County, are from Crawford. This ranks Crawford as the 59th highest county in terms of percentage of workers who live in the county. Grant County is home to 14% of the Crawford County workers. Following this county, those who work in Crawford County come from Clayton (12%), Allamakee (4%), and Vernon (2%) counties.

*source: 2011-2015 5-Year American Community Survey Commuting Flows, US Census Bureau

Labor Force Dynamics

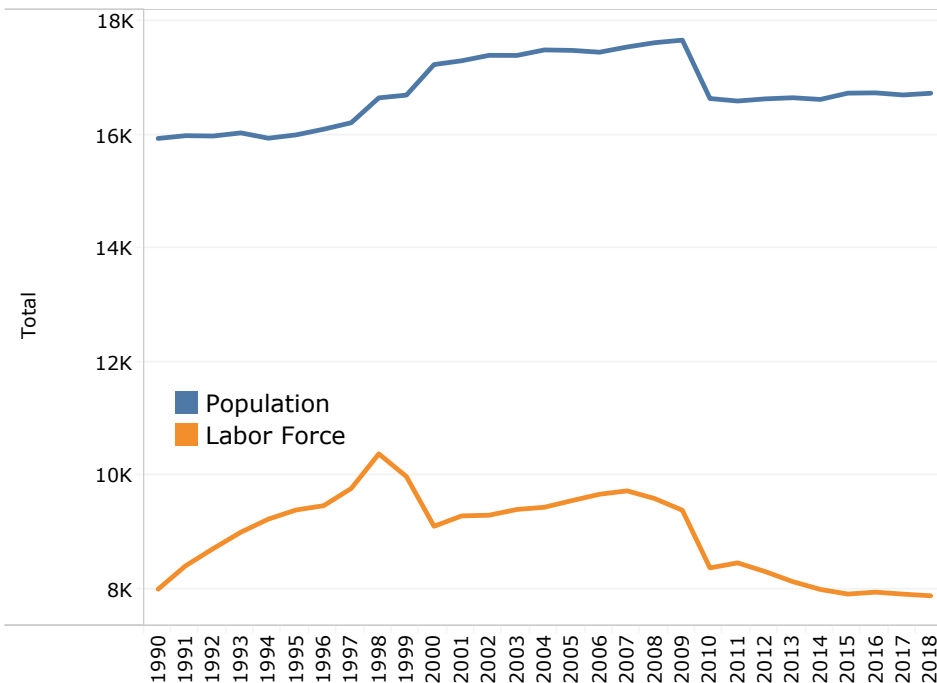
The graph displays Crawford County's unemployment rate from 2000 to 2018, its past 10-year (2009 to 2018) average trend-line, and its 2010 unemployment rate depicted as a trend-line. Crawford's rate of 3.7% in 2018 is considerable low, historically speaking, and is significantly lower than the 10-year average. In fact, this rate is similar to the rates experienced during the booming economy of the late 1990s, when many counties hit their previous historical lows. While a growing economy is partially responsible for today's low unemployment rates, the trend of slow labor force growth, or even declines in some counties, due to baby boomers leaving the labor force has a major impact on the rates. The bottom graph below illustrates the variation in population vs. labor force over the years.

Crawford County Unemployment Rates - Not Seasonally Adjusted



Source: Local Area Unemployment Statistics, Bureau of Labor Statistics

Population and Labor Force







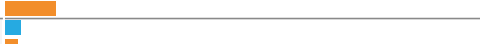



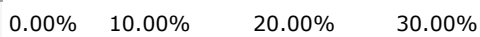


Source: Local Area Unemployment Statistics, Bureau of Labor Statistics and Wisconsin Department of Administration

Crawford County Labor Force Components

The labor force consists of the employed and unemployed, those who are currently working or are looking for work. Crawford's labor force has experienced an overall negative growth rate since 2007, opposite of the upswing we saw in earlier years. However, this slowing or declining labor force is a worldwide trend likely to continue into at least the next decade. Crawford's older population may amplify some of the impact that retiring baby boomers will have on the area's labor force. As a result, population growth is outpacing labor force growth in the county.

Industry Employment and Wages 2018 Employment and Wage Distribution by Industry Crawford County

	2018 Annual Average Employment	1-year change	Total Payroll (2018)	
Trade, Transportation, Utilities	1,843	-36	\$56,051,559	
Public Administration	434	4	\$16,289,451	
Professional & Business Services	529	-2	\$18,487,844	
Other services	108	-4	\$2,609,941	
Natural Resources	192	11	\$5,348,828	
Manufacturing	1,701	39	\$82,176,351	
Leisure & Hospitality	735	18	\$9,265,880	
Information	81	1	\$2,254,764	
Financial Activities	152	6	\$6,313,324	
Education & Health	1,482	-12	\$57,566,857	
Construction	143	-29	\$5,598,703	
All industries	7,401	-2	\$261,963,502	

Source: WI DWD, Labor Market Information, QCEW, June 2019

Crawford County experienced negative job growth of roughly -0.03% (-2 jobs) from 2017 to 2018, ranking it 55th among the state's 72 counties by percent change. Crawford County had job losses in five of 11 sectors: Trade, Transportation, & Utilities (-36), Construction (-29), Education & Health (-12), Other Services (-4), and Professional & Business Services (-2).

Trade, Transportation, & Utilities, the largest industry super-sector in Crawford County by employment, lost 36 jobs from 2017 to 2018. This sector suffered the greatest loss in number of jobs. Manufacturing, the industry super-sector displaying the greatest numerical gain of jobs, gained 39 jobs from 2017 to 2018. Natural Resources & Mining displayed the greatest proportional increase of jobs at 6.08%. Construction, the industry super-sector displaying the greatest proportional loss of jobs, lost 29 jobs from 2017 to 2018, a decrease of -16.86%.

2018 Average Annual Wage by Industry

	Wisconsin Average Annual Wage	County Average Annual Wage	2018 % Wisconsin	1-Year % Change*
Trade, Transportation, Utilities	\$41,901	\$30,413	72.6%	0.1%
Public Administration	\$47,859	\$37,533	78.4%	-3.2%
Professional & Business Services	\$60,729	\$34,949	57.6%	2.1%
Other services	\$30,674	\$24,166	78.8%	-2.2%
Natural Resources	\$39,444	\$27,858	70.6%	0.9%
Manufacturing	\$58,048	\$48,311	83.2%	-1.7%
Leisure & Hospitality	\$18,757	\$12,607	67.2%	-3.4%
Information	\$73,577	\$27,837	37.8%	-2.3%
Financial Activities	\$71,474	\$41,535	58.1%	-3.6%
Education & Health	\$49,185	\$38,844	79.0%	-1.8%
Construction	\$61,909	\$39,152	63.2%	-0.4%
All Industries	\$48,891	\$35,396	72.4%	-1.3%

The table to the left lists average wages by sector for the county and the state. Crawford County had lower wages than the state average for every industry super-sector. The average wage for all industries decreased by 1.3% from 2017 to 2018. Wages in Professional & Business Services sector had the greatest increase in relative share (2.1%).

Source: WI DWD, Labor Market Information, QCEW, June 2019
*Difference in the 2018 share of Wisconsin and the 2017 share of Wisconsin

Industry Employment Projections
Western WDA - Industry Projections 2016-2026
Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon Counties

Industry	2016 Employment	Projected 2026 Employment	Employment Change	Percent Change
Total All Industries	161,791	173,540	11,749	7.3%
Natural Resources and Mining	5,293	5,714	421	8.0%
Construction	4,940	5,450	510	10.3%
Manufacturing	23,299	23,279	-20	-0.1%
Trade, Transportation, and Utilities	30,849	33,698	2,849	9.2%
Information	1,446	1,276	-170	-11.8%
Financial Activities	5,849	6,604	755	12.9%
Professional and Business Services	9,135	10,338	1,203	13.2%
Education and Health Services	36,065	39,199	3,134	8.7%
Leisure and Hospitality	13,276	14,578	1,302	9.8%
Other Services (except Government)	6,552	6,953	401	6.1%
Public Administration	13,344	13,670	326	2.4%
Self Employed and Unpaid Family Workers	11,743	12,781	1,038	8.8%

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, December 2018

While studying past trends is useful, DWD also produces projections of industry and occupation employment into the future. The Wisconsin is split into 11 Workforce Development Areas (WDAs) and the county in this profile falls under the Western WDA which is composed of Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon Counties. These projections are produced every two years following Bureau of Labor Statistics methodology. New for the 2016-2026 projections, the Bureau of Labor Statistics (BLS) changed its methodology to better project the workforce of the dynamic new economy in which a worker will likely have many occupations in a lifetime. The workforce is constantly evolving. Workers leave an occupation for reasons other than retirement or death, such as changing careers, promotions, or completing retraining programs. The new BLS "separations" methodology accounts for these different types of job changes (i.e. growth, exits, transfers). The Occupation Employment Projections discussion on the next page reviews the impact of this revision.

Total industry employment is expected to grow by about 7.3% over the 10-year period, or almost 11,800 workers. Most industries are expected to grow over this year period. The industry projections shown here forecast levels of filled positions rather than demand. This illustrates the issues associated with the aging population. While growth in the labor force is slowing and declining in some counties, job growth is expected to continue. The aging population will increase the need for replacements. Employers may have trouble finding replacement workers even if overall employment in the industry declines. As a result, businesses already having difficulty filling job openings vacated by retirees, will experience increasing difficulty filling new openings as well. This could constrain job growth by limiting businesses ability to expand. Solutions to these problems will differ for each business but will likely include a combination of talent pipeline development (e.g. Wisconsin Fast Forward training grants or business alliances aimed at marketing specific careers), increased focus on talent attraction and retention, engaging under-utilized workforces, increased automation, and retaining retirees in non-conventional work arrangements.

Occupational Employment Projections
Western WDA - Occupation Projections 2016-2026
Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon Counties

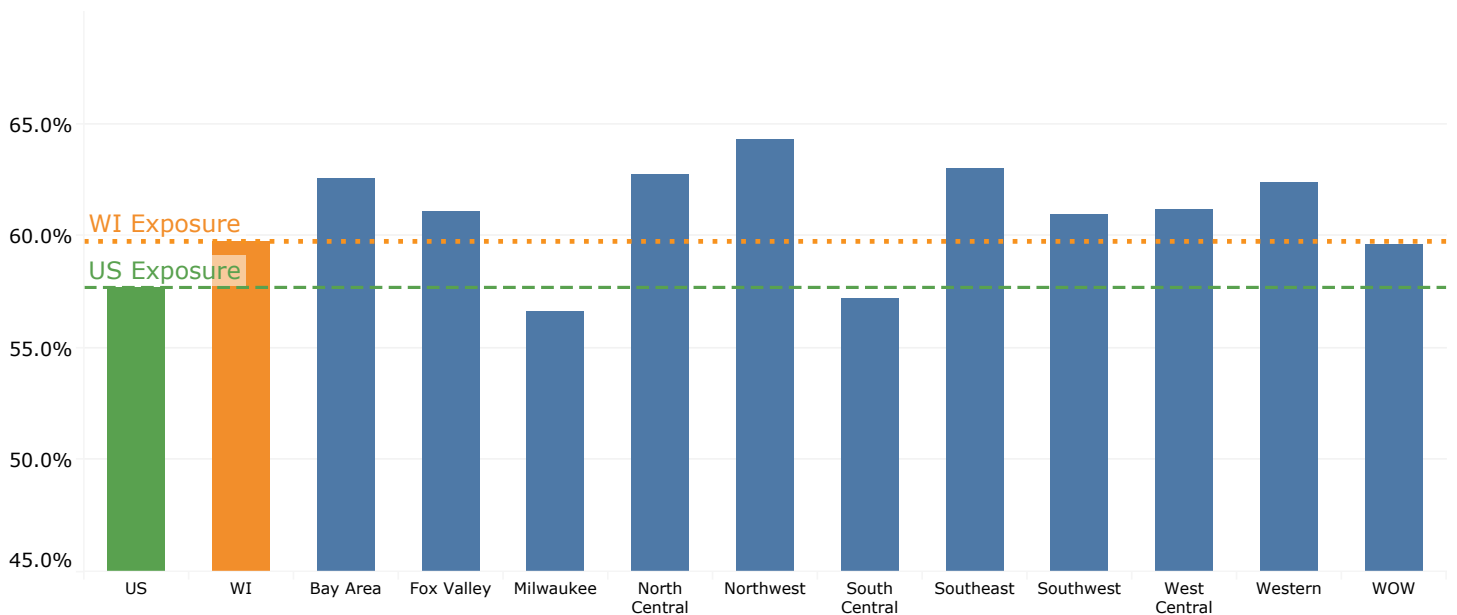
Occupation Title	2016 Employment	2026 Projected Employment	Occupational Openings	Percent Change (2016-2026)	
Total, All	161,790	173,540	19,600	7.3%	
Management	10,320	11,150	900	8.0%	
Business and Financial Operations	5,650	6,270	590	11.0%	
Computer and Mathematical	1,910	2,190	170	14.7%	
Architecture and Engineering	1,640	1,760	130	7.3%	
Life, Physical, and Social Science	1,180	1,250	110	5.9%	
Community and Social Service	2,450	2,780	310	13.5%	
Legal	500	520	30	4.0%	
Education, Training, and Library	9,960	10,430	950	4.7%	
Arts, Design, Entertainment, Sports, and Media	2,280	2,470	260	8.3%	
Healthcare Practitioners and Technical	11,020	12,170	730	10.4%	
Healthcare Support	4,590	5,120	590	11.5%	
Protective Service	3,100	3,160	280	1.9%	
Food Preparation and Serving Related	13,320	14,610	2,470	9.7%	
Building and Grounds Cleaning and Maintenance	4,570	4,840	630	5.9%	
Personal Care and Service	6,980	7,990	1,200	14.5%	
Sales and Related	13,480	14,250	2,010	5.7%	
Office and Administrative Support	20,830	21,400	2,420	2.7%	
Farming, Fishing, and Forestry	3,040	3,280	500	7.9%	
Construction and Extraction	6,060	6,590	690	8.7%	
Installation, Maintenance, and Repair	7,170	7,680	740	7.1%	
Production	16,500	16,350	1,810	-0.9%	
Transportation and Material Moving	15,250	17,290	2,100	13.4%	

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, December 2018

While industry projections have their uses, a more functional approach is occupational projections. An examination of projected occupational employment growth reveals a possible explanation for the moderate growth rates anticipated in a number of the region's largest industry sectors. We first see that the most significant occupational growth can be observed in a number of occupational categories largely concentrated in the Health Services sector, including Healthcare Practitioners, Healthcare Support, and Personal Care and Service workers. Secondly, projected employment in 2026 will be the highest in Office and Administrative Support, Transportation, and Production occupations.

Significant growth is also anticipated in many other occupational groups, supporting the narrative of long-range stability in many of the region's largest industries. The other trend is that of labor constraints - as openings created by replacement needs (of labor force exits and occupational transfers) outnumber those generated by new growth in the region. This is the reason for the increased importance placed on the availability and skill sets of young workers entering the region's workforce. It is vitally important to realize that slow growth or declines in employment are likely influenced by increased automation and productivity and may not indicate poor industry health. There will be many openings simply due to retirements.

Automation Exposure by Workforce Development Area



Source: The Future of Employment: How Susceptible are Jobs to Computerisation, C.B. Frey and M.A. Osborne, September 17, 2013, Oxford Martin School, University of Oxford; OES

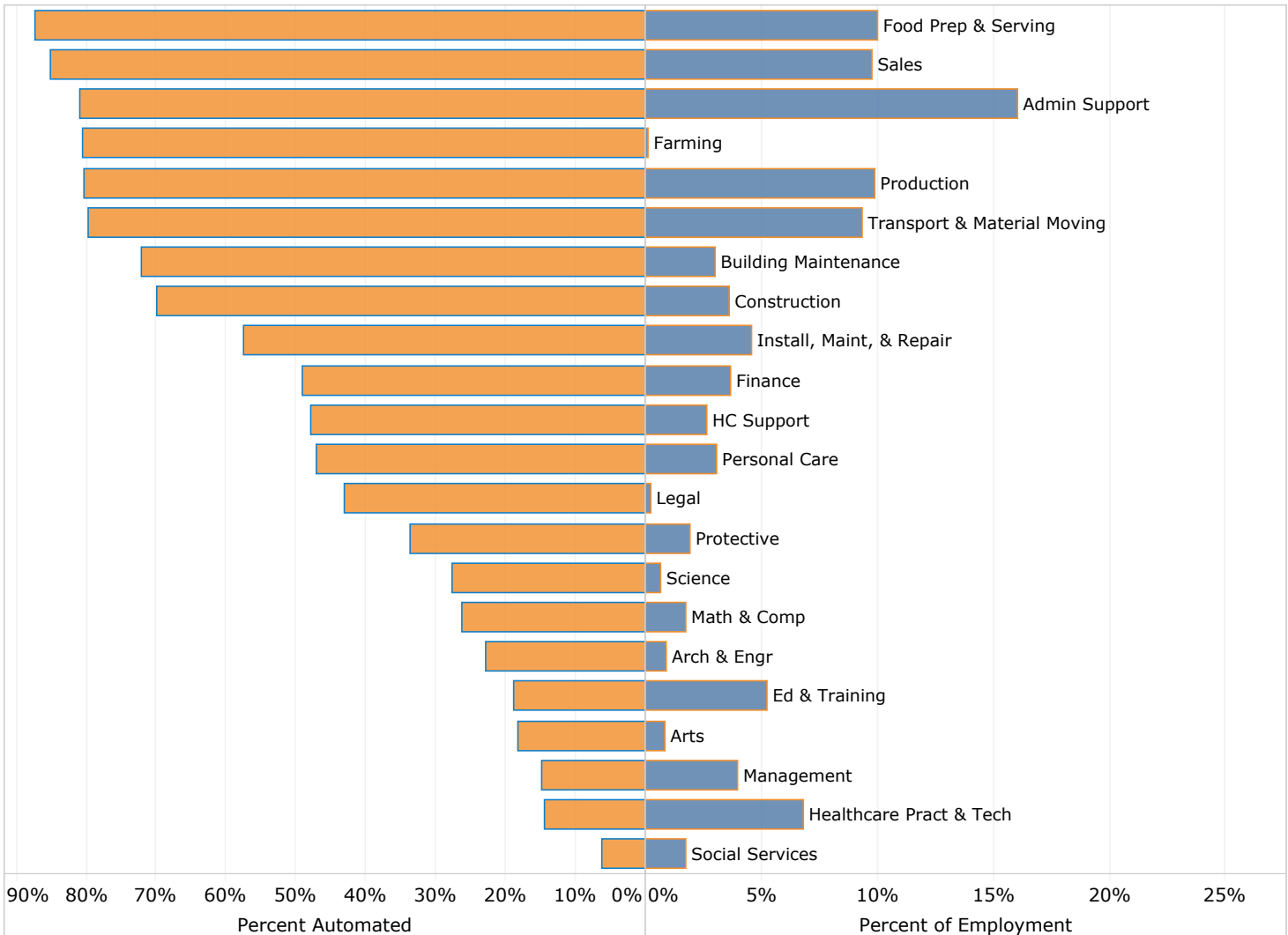
Technological advancements are changing the occupational landscape of the nation and Wisconsin is no exception. Developments in the fields of artificial intelligence, the internet of things (ability of electronic devices to communicate with each other), autonomous transportation, and many others are widely expected to have significant impacts on the nature of work, both in terms of the job mix and the skillsets needed to succeed in the labor market. By merging occupational-level probabilities of automation from a 2013 Oxford study with employment data from the Occupational Employment Statistics data set, we are able to estimate the overall level of exposure to automation and compare it across different geographies, which is identified in the chart above.

The graph above shows the overall exposure to future automation for the 11 Workforce Development Regions around Wisconsin. The state as a whole has a higher exposure than the national average, which is directly related to industry/occupation mix prevalent in the state. Wisconsin has one of the highest concentrations of manufacturing jobs in the country. Although a strength, this industry is highly exposed to automation. Transportation & Materials Moving sector, which is linked to manufacturing, finds itself on the cusp of greater automation, especially truck drivers. Agriculture, another major industry in Wisconsin, has already seen a significant amount of automation, which may hint at things to come for other industries.

Further analysis of the interactions between automation and other occupational characteristics yields some interesting conclusions that have broad implications on the labor market. Automation exposure is anticipated to continue contributing to inequality both in terms of wages and education. In other words, automation exposure has a strong tendency to decrease as wages and educational requirements associated with the job increase. Technological advancements can also help mitigate the workforce quantity challenge by enhancing labor productivity, which is essential for continued economic prosperity without increasing labor force. Of note, these developments are also anticipated to accelerate the evolution of workplace skills, which puts additional emphasis on the roles of postsecondary education and upskilling while still on the job.

Automation Exposure by Occupation Group for Western WDA

Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau, and Vernon Counties



Source: The Future of Employment: How Susceptible are Jobs to Computerisation, C.B. Frey and M.A. Osborne, September 17, 2013, Oxford Martin School, University of Oxford; OES

The table above compares the propensity for automation to the current level of employment in each occupational category. The occupation groups with relatively low percent automated tend to require more non-routine work. The skill set required to do many of the jobs (e.g. interacting with the environment, creativity, problem-solving, and working with others) render them less exposed to automation, at least as technology stands now. The occupations at the top of the graph generally do not require a high degree of manual dexterity, problem-solving, creativity or adaptation. A high share of the tasks currently performed by workers in these occupations have the potential to be automated. The Transportation and Material Moving sector is a good example as the industry is moving steadily into self-driving vehicles and highly automated warehouses. While replacing jobs in a number of areas, automation will also create new jobs in other areas. The challenge is that the new jobs will not be in the same area or require the same skills as the jobs that are replaced. The ability of the workforce to adapt to these rapid changes and the new occupations they will bring will be essential to continued economic progress going forward.