



# Douglas County, WI

Northwest Regional Planning Commission



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**NWRPC**  
*keeping your future as our focus*

1400 S. River Street  
Spooner, Wisconsin 54801

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## Report Parameters

### 1 County

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55031 Douglas County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

43,781

Population (2021)

Population **grew by 310** over the last 5 years and is projected to **grow by 3** over the next 5 years.

17,468

Total Regional Employment

Jobs **decreased by 182** over the last 5 years but are projected to **grow by 913** over the next 5 years.

\$54.0K

Median Household Income (2019)

Median household income is **\$8.9K below** the national median household income of \$62.8K.

## Takeaways

- As of 2021 the region's population **increased by 0.7%** since 2016, growing by 310. Population is expected to **increase by 0.0%** between 2021 and 2026, adding 3.
- From 2016 to 2021, jobs **declined by 1.0%** in Douglas County, WI from 17,651 to **17,468**. This change **fell short of the national growth rate of 0.4% by 0.6%**. As the number of jobs declined, the **labor force participation rate decreased from 65.9% to 63.9% between 2016 and 2021**.
- Concerning educational attainment, **16.7% of Douglas County, WI residents possess a Bachelor's Degree** (3.6% below the national average), and **13.8% hold an Associate's Degree** (5.1% above the national average).
- The top three industries in 2021 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

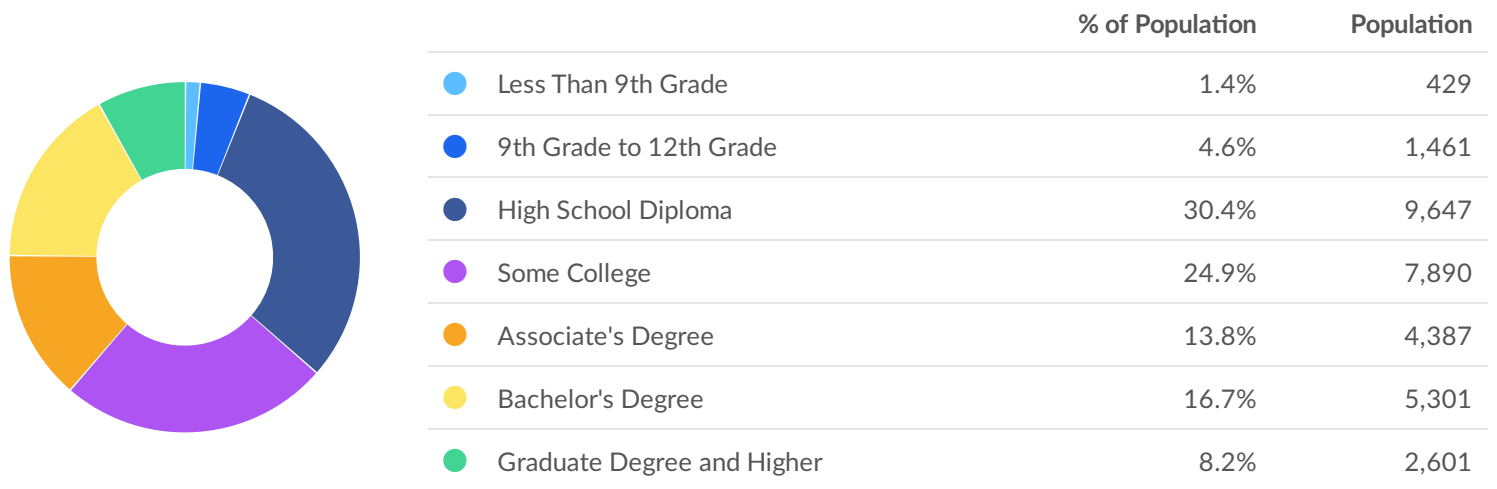
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	43,781	22,863	17,468	97.1	\$1.98B	\$2.79B	\$2.58B
NWRPC	175,998	85,727	73,402	99.8	\$7.13B	\$11.69B	\$9.70B
State	5,855,036	3,102,500	3,069,154	100.3	\$345.97B	\$320.32B	\$341.85B

## Nov 2021 Labor Force Breakdown



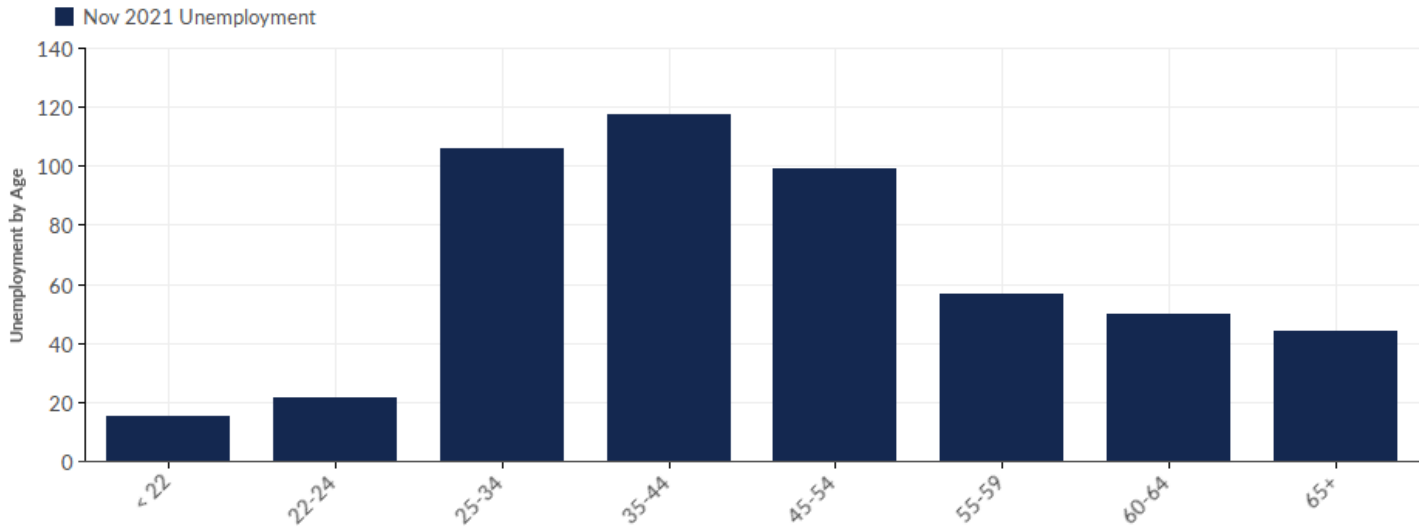
## Educational Attainment

Concerning educational attainment, **16.7% of Douglas County, WI residents possess a Bachelor's Degree** (3.6% below the national average), and **13.8% hold an Associate's Degree** (5.1% above the national average).



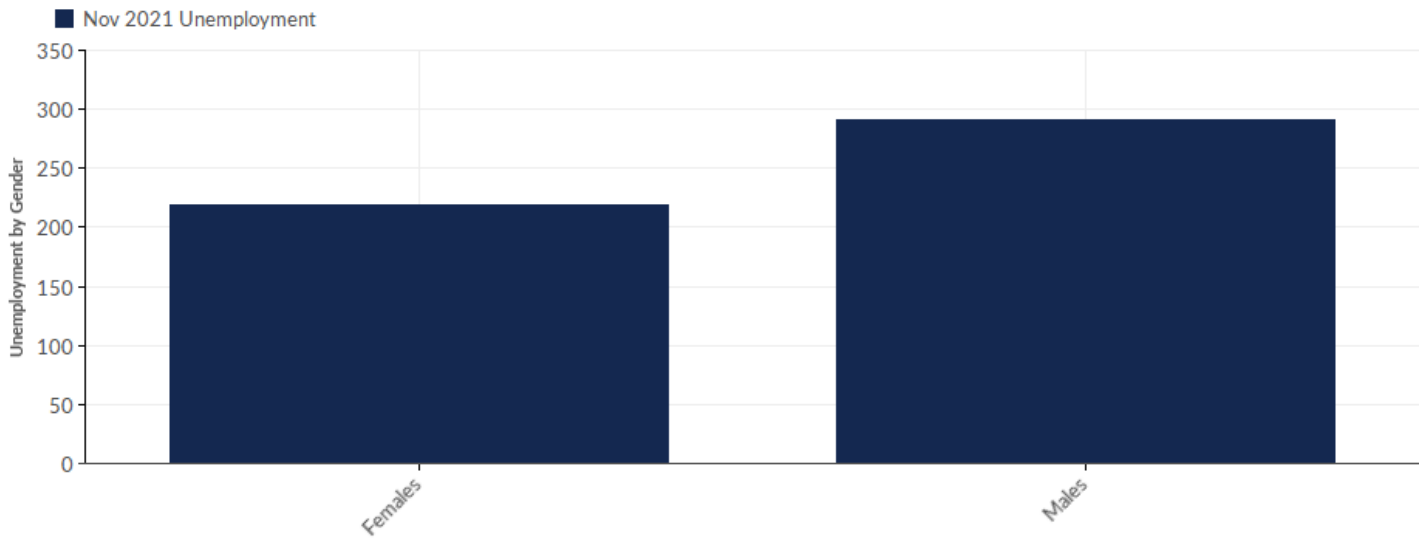
# Unemployment by Demographics

## Unemployment by Age



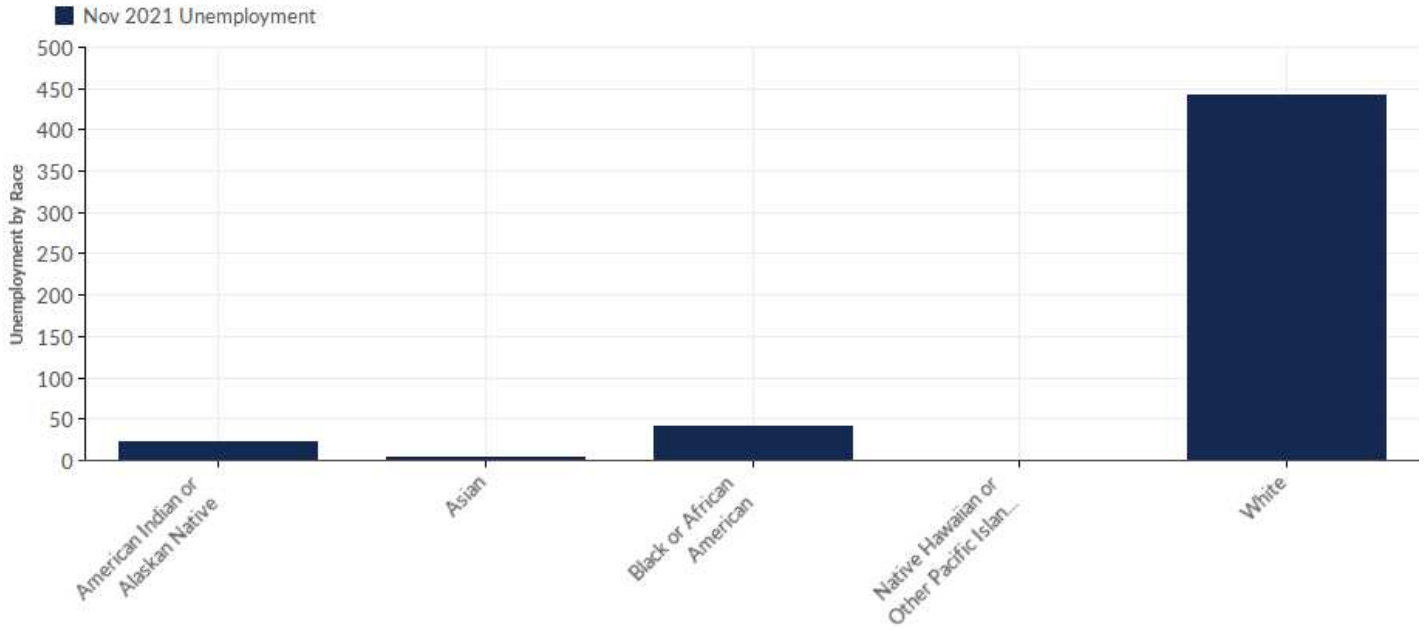
Age	Unemployment (Nov 2021)	% of Cohort
< 22	15	2.94%
22-24	21	4.12%
25-34	106	20.78%
35-44	118	23.14%
45-54	99	19.41%
55-59	57	11.18%
60-64	50	9.80%
65+	44	8.63%
Total	510	100.00%

## Unemployment by Gender



Gender	Unemployment (Nov 2021)	% of Cohort
Females	220	43.14%
Males	290	56.86%
Total	510	100.00%

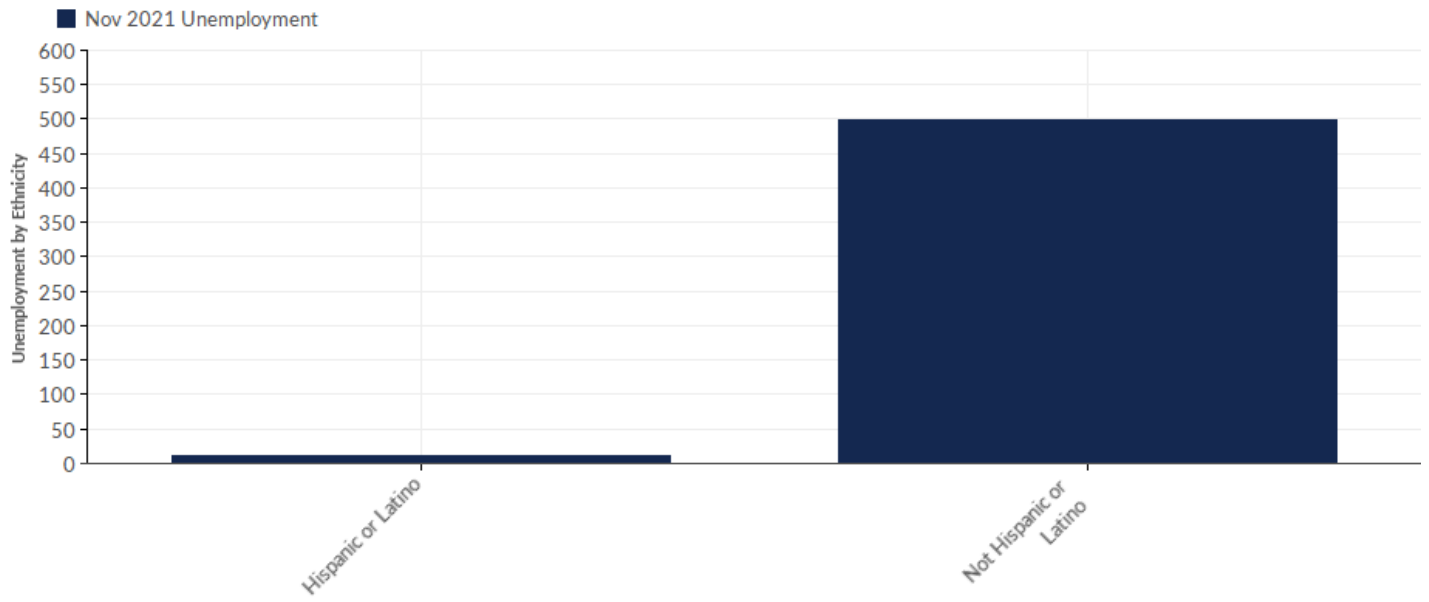
## Unemployment by Race



Race	Unemployment (Nov 2021)	% of Cohort
American Indian or Alaskan Native	23	4.51%
Asian	3	0.59%
Black or African American	41	8.04%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	442	86.67%
<b>Total</b>	<b>510</b>	<b>100.00%</b>



## Unemployment by Ethnicity

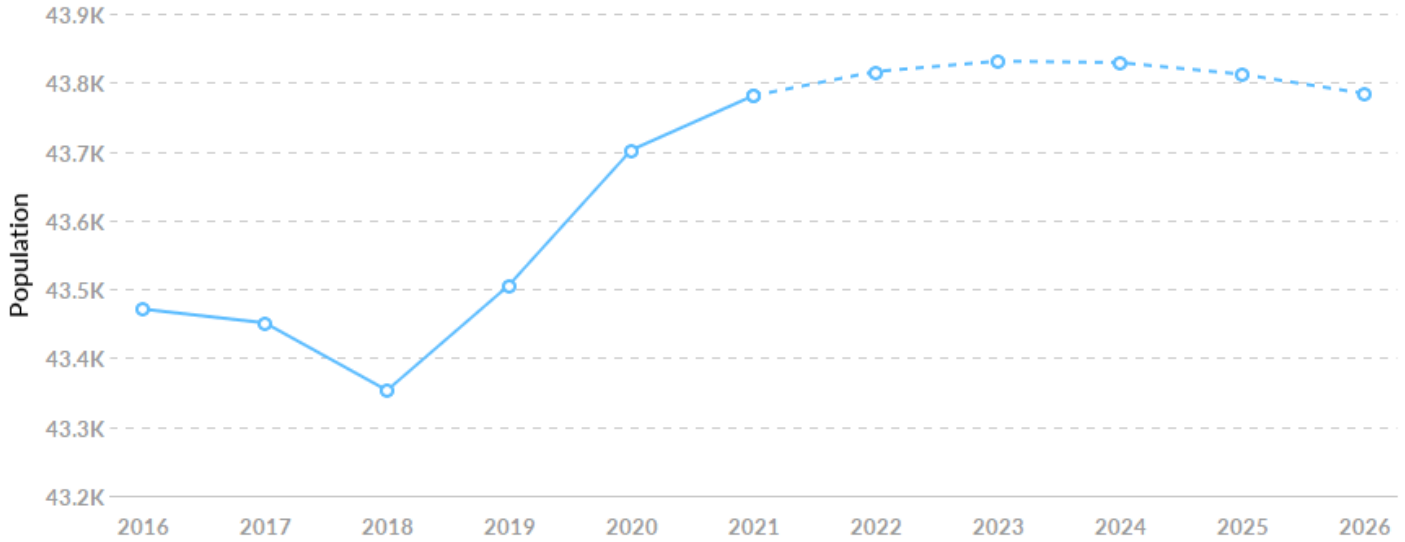


Ethnicity	Unemployment (Nov 2021)	% of Cohort
Hispanic or Latino	11	2.16%
Not Hispanic or Latino	499	97.84%
Total	510	100.00%

# Historic & Projected Trends

## Population Trends

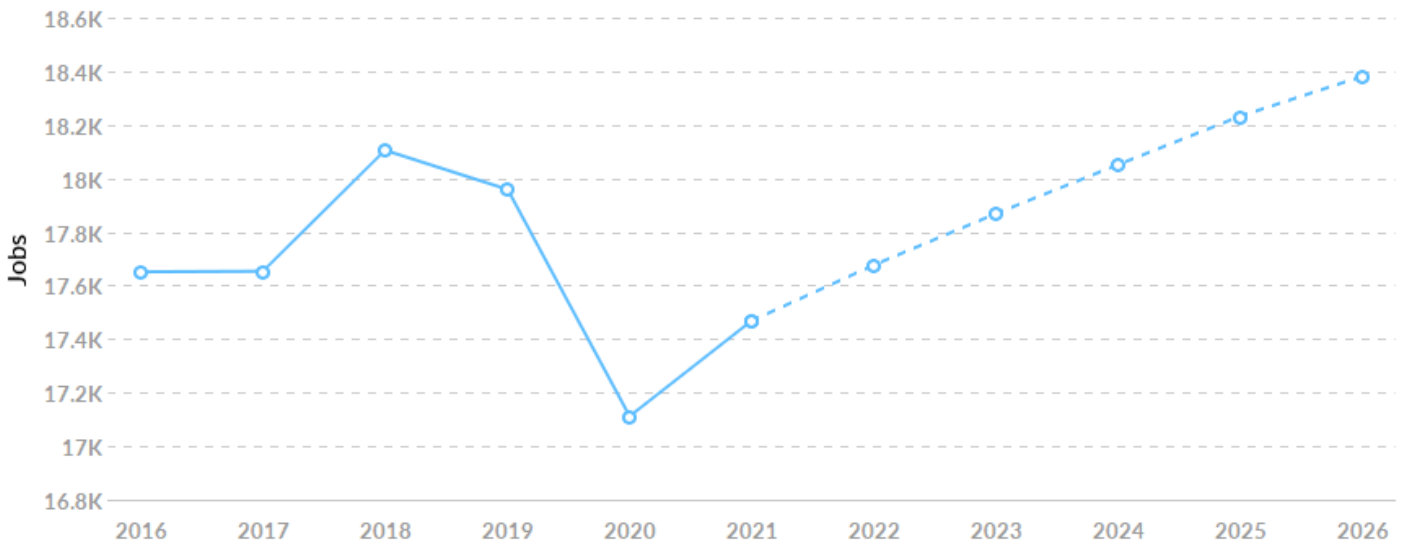
As of 2021 the region's population **increased by 0.7%** since 2016, growing by 310. Population is expected to **increase by 0.0%** between 2021 and 2026, adding 3.



Timeframe	Population
2016	43,471
2017	43,451
2018	43,353
2019	43,506
2020	43,702
2021	43,781
2022	43,816
2023	43,831
2024	43,829
2025	43,812
2026	43,784

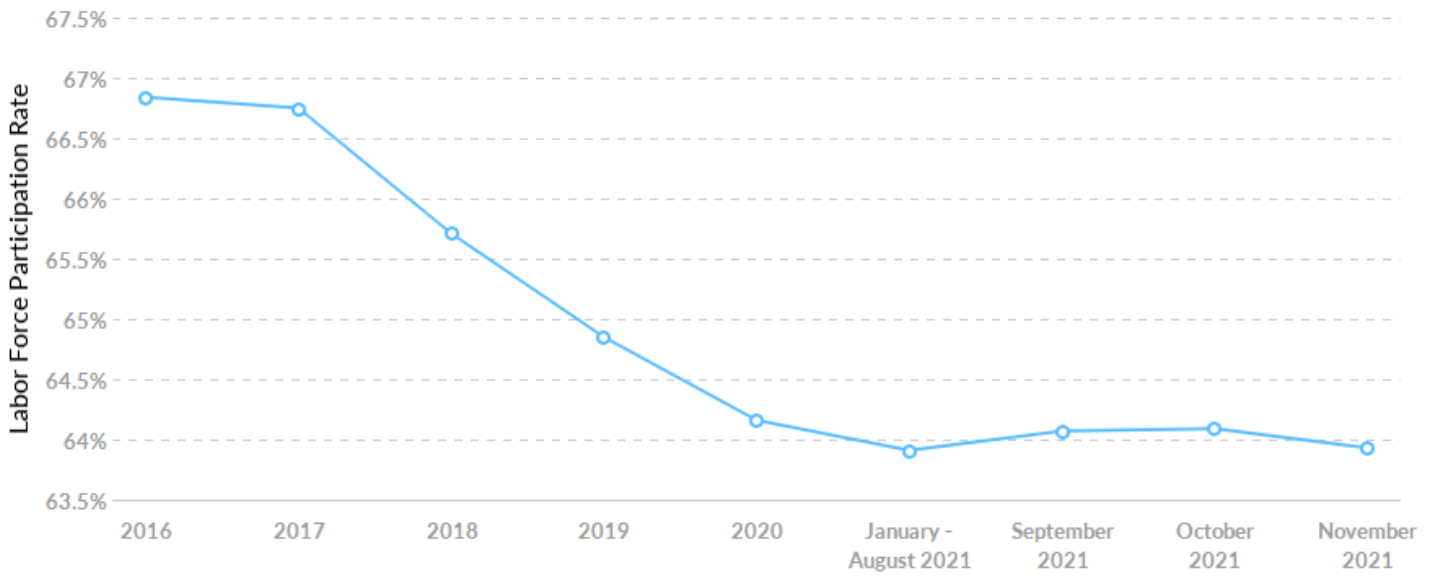
## Job Trends

From 2016 to 2021, jobs declined by 1.0% in Douglas County, WI from 17,651 to 17,468. This change fell short of the national growth rate of 0.4% by 0.6%.



Timeframe	Jobs
2016	17,651
2017	17,653
2018	18,105
2019	17,959
2020	17,111
2021	17,468
2022	17,676
2023	17,868
2024	18,051
2025	18,232
2026	18,381

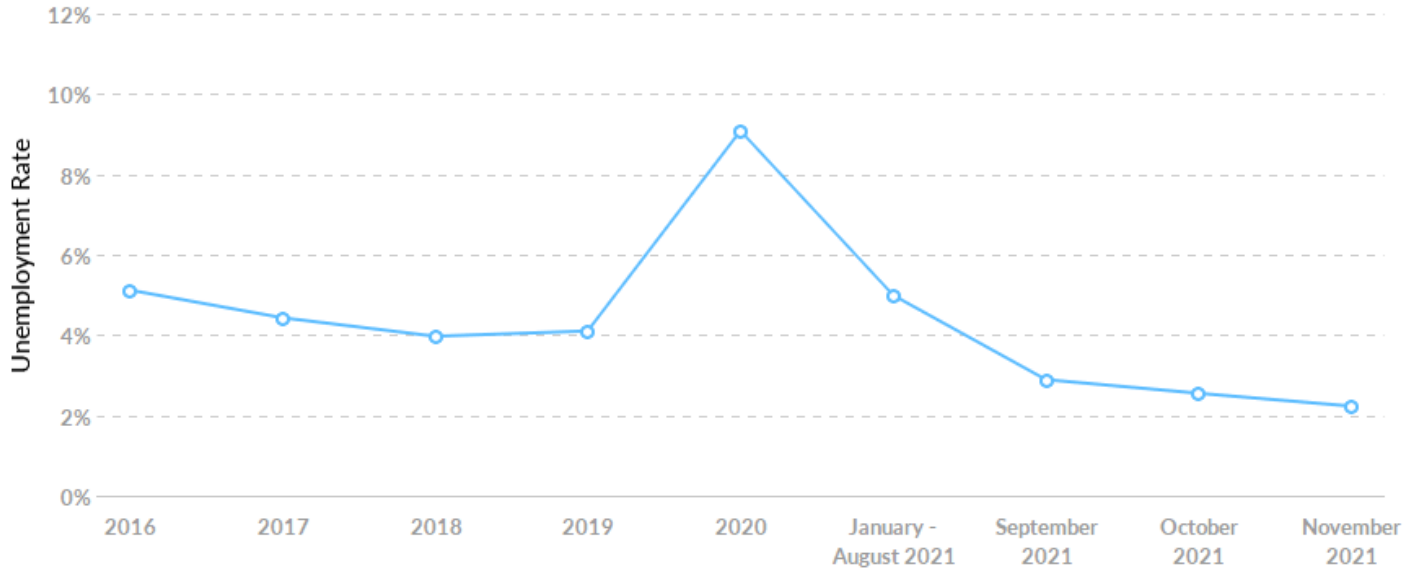
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	66.84%
2017	66.75%
2018	65.71%
2019	64.85%
2020	64.16%
January - August 2021	63.91%
September 2021	64.07%
October 2021	64.09%
November 2021	63.93%

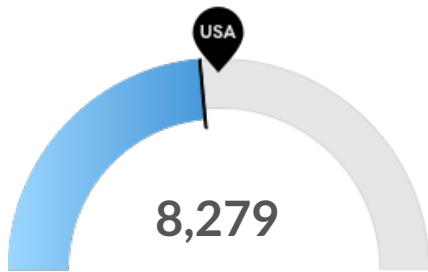
## Unemployment Rate Trends

Douglas County, WI had a November 2021 unemployment rate of 2.23%, decreasing from 5.12% 5 years before.



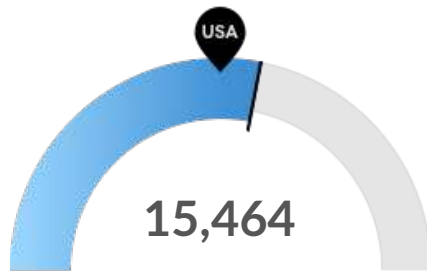
Timeframe	Unemployment Rate
2016	5.12%
2017	4.43%
2018	3.97%
2019	4.10%
2020	9.08%
January - August 2021	4.99%
September 2021	2.89%
October 2021	2.55%
November 2021	2.23%

## Population Characteristics



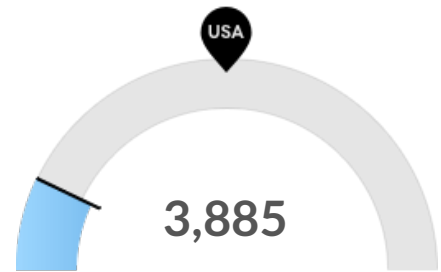
Millennials

Douglas County, WI has 8,279 millennials (ages 25-39). The national average for an area this size is 9,006.



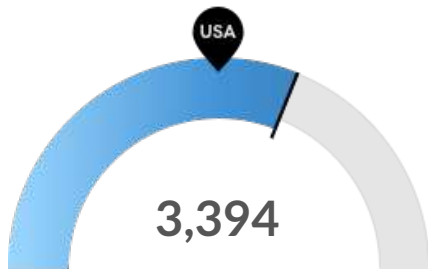
Retiring Soon

Retirement risk is high in Douglas County, WI. The national average for an area this size is 13,007 people 55 or older, while there are 15,464 here.



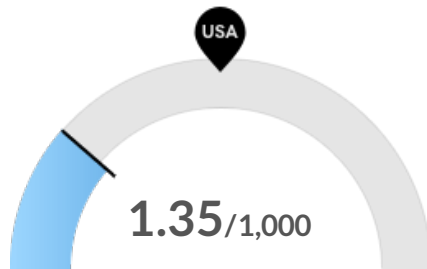
Racial Diversity

Racial diversity is low in Douglas County, WI. The national average for an area this size is 17,602 racially diverse people, while there are 3,885 here.



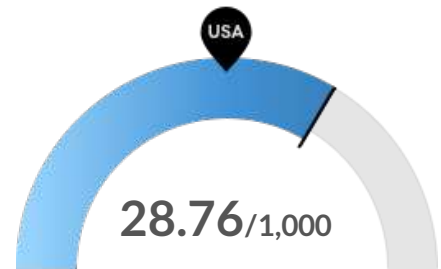
Veterans

Douglas County, WI has 3,394 veterans. The national average for an area this size is 2,416.



Violent Crime

Douglas County, WI has 1.35 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

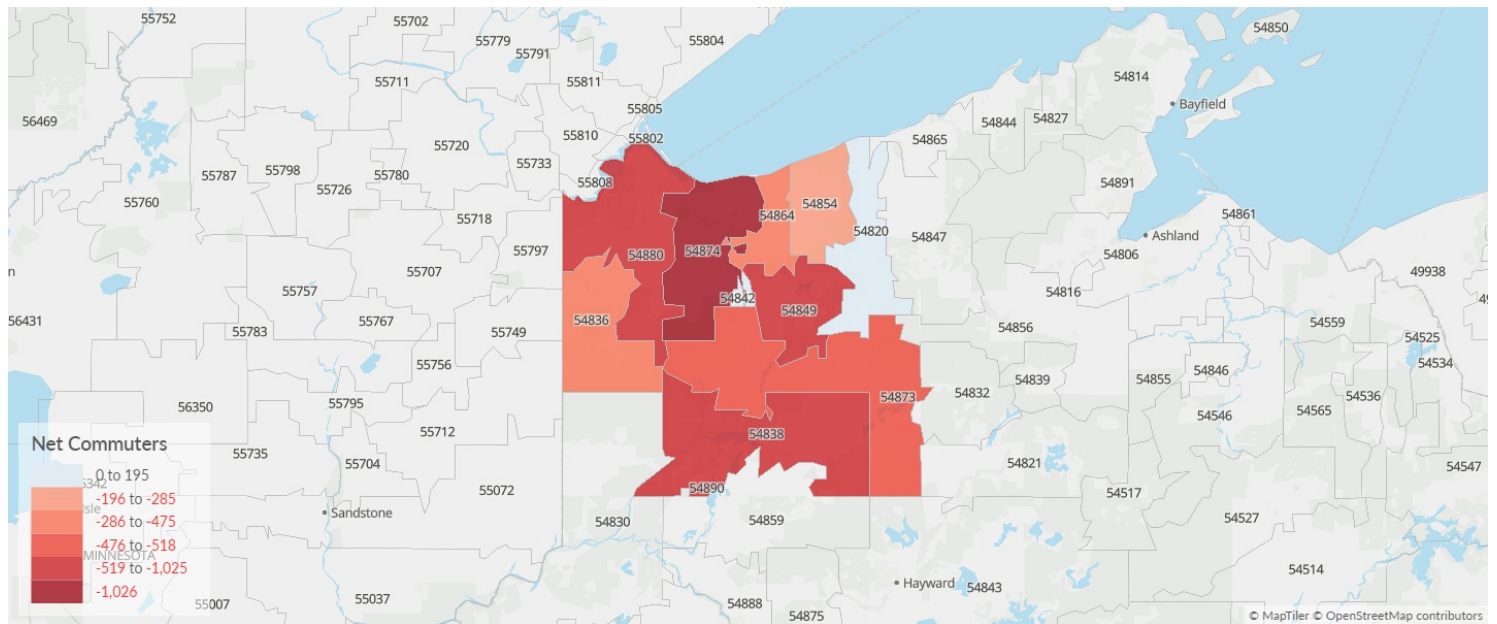


Property Crime

Douglas County, WI has 28.76 property crimes per 1,000 people. The national rate is 17.91 per 1,000 people.

## Place of Work vs Place of Residence

Understanding where talent in Douglas County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

Where Talent Lives

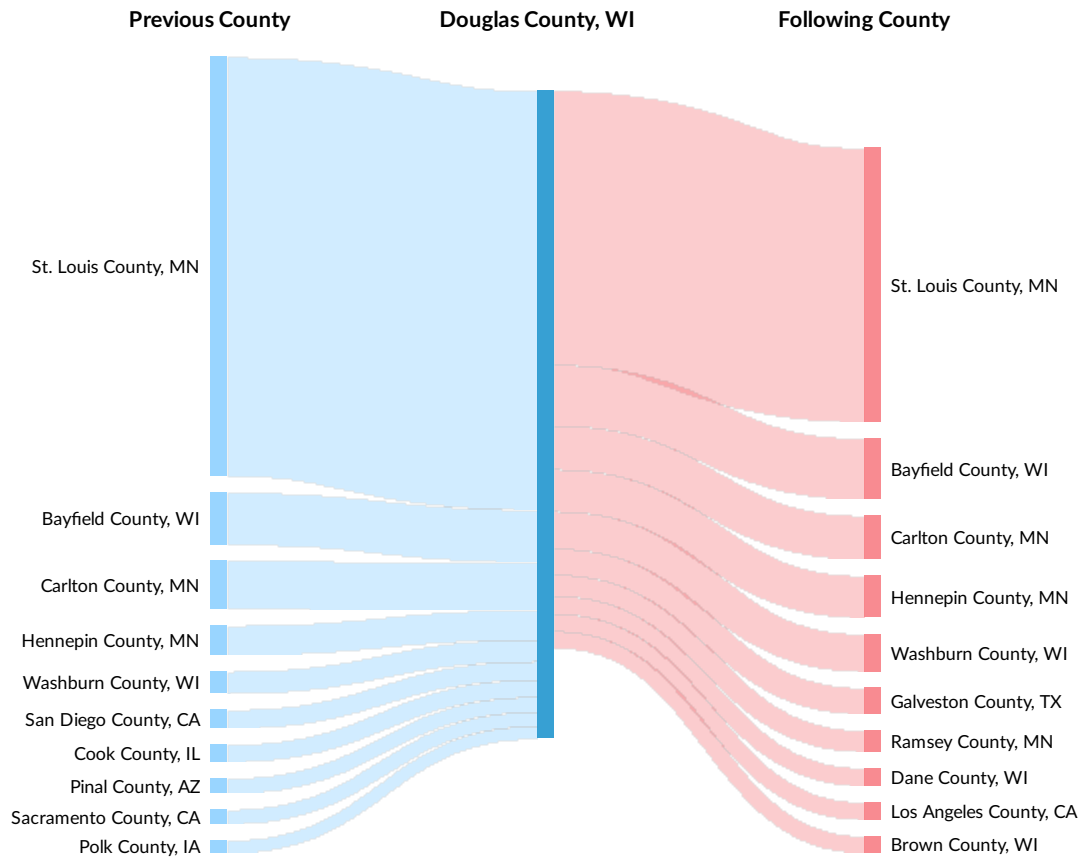
ZIP	Name	2021 Employment
54880	Superior, WI (in Douglas...	13,760
54873	Solon Springs, WI (in Do...	1,048
54849	Lake Nebagamom, WI (in...	630
54874	South Range, WI (in Do...	584
54820	Brule, WI (in Douglas co...	447

ZIP	Name	2021 Workers
54880	Superior, WI (in Douglas...	14,286
54874	South Range, WI (in Do...	1,610
54873	Solon Springs, WI (in Do...	1,525
54849	Lake Nebagamom, WI (in...	1,174
54838	Gordon, WI (in Douglas ...	765

# Inbound and Outbound Migration

The table below analyzes past and current residents of Douglas County, WI. The left column shows residents of other counties migrating to Douglas County, WI. The right column shows residents migrating from Douglas County, WI to other counties.

As of 2019, 562 people have migrated from St. Louis County, MN to Douglas County, WI. In the same year, 368 people left Douglas County, WI migrating to St. Louis County, MN. The total Net Migration for Douglas County, WI in 2019 was 87.



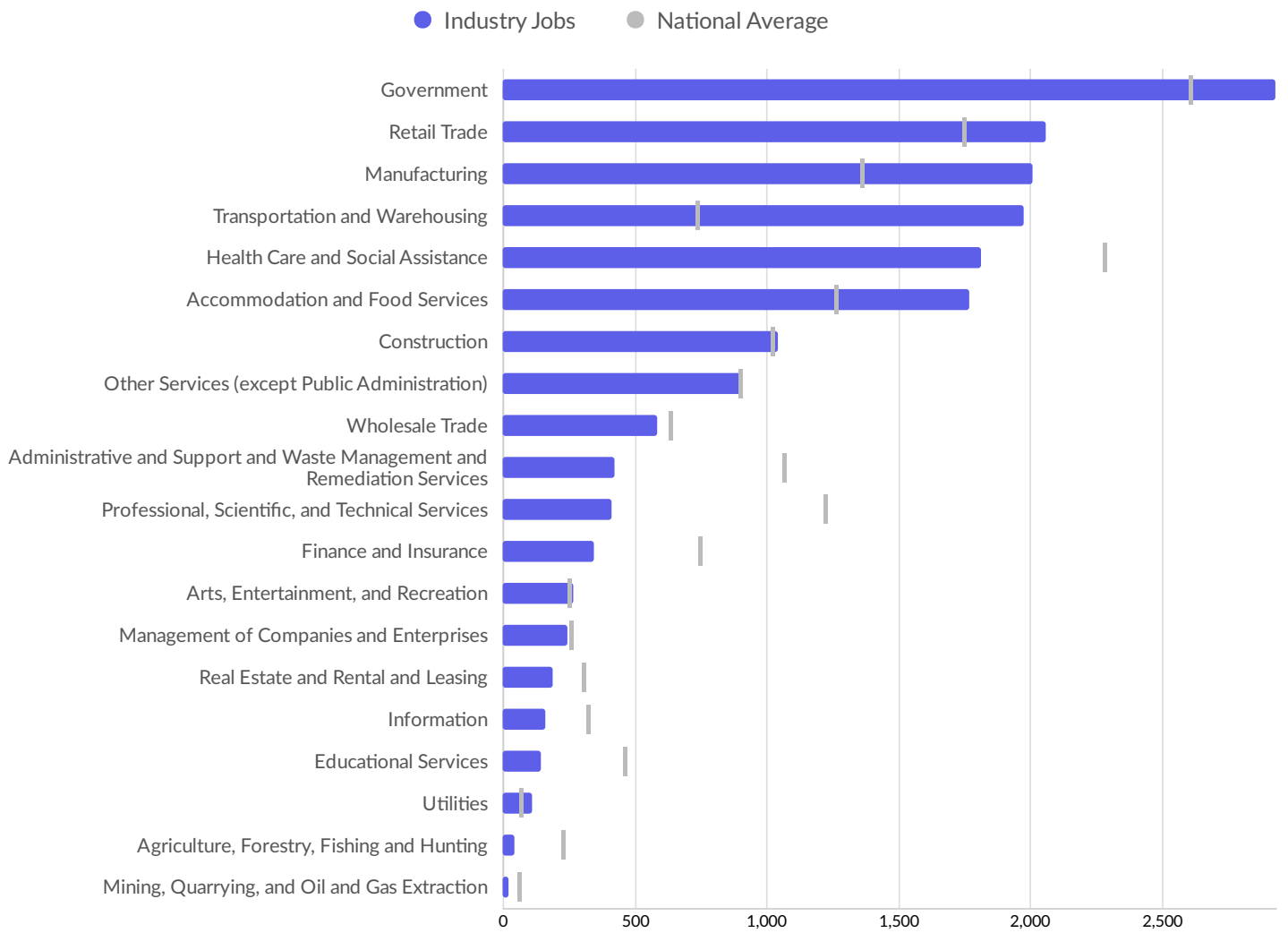
Top Previous Counties	Migrations
St. Louis County, MN	562
Bayfield County, WI	70
Carlton County, MN	64
Hennepin County, MN	39
Washburn County, WI	29
San Diego County, CA	25



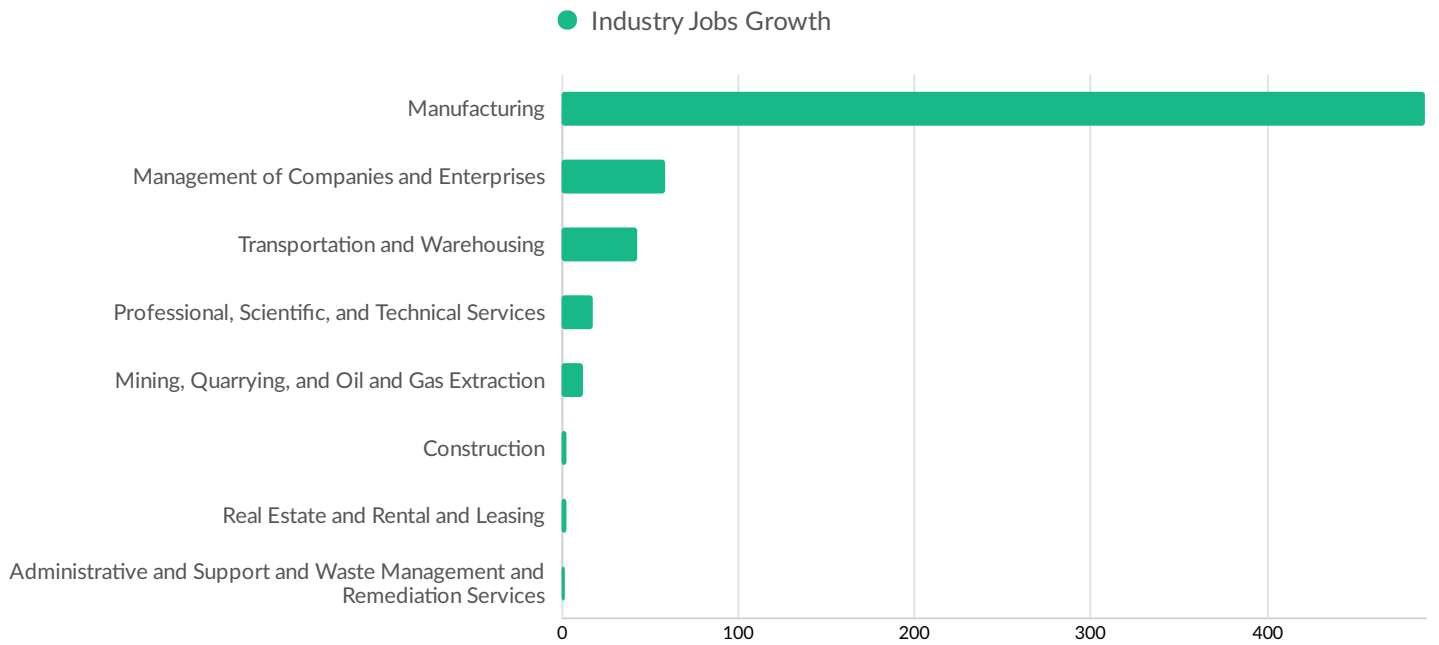
Top Previous Counties	Migrations
Cook County, IL	23
Pinal County, AZ	20
Sacramento County, CA	19
Polk County, IA	17
Flathead County, MT	16
Lee County, FL	16
Fremont County, CO	16
Marathon County, WI	14
Dane County, WI	13
Top Following Counties	Migrations
St. Louis County, MN	368
Bayfield County, WI	81
Carlton County, MN	59
Hennepin County, MN	56
Washburn County, WI	50
Galveston County, TX	35
Ramsey County, MN	28
Dane County, WI	24
Los Angeles County, CA	23
Brown County, WI	23
Maricopa County, AZ	22
Ogle County, IL	20
Dakota County, MN	19
Scott County, MN	16
Sawyer County, WI	15

# Industry Characteristics

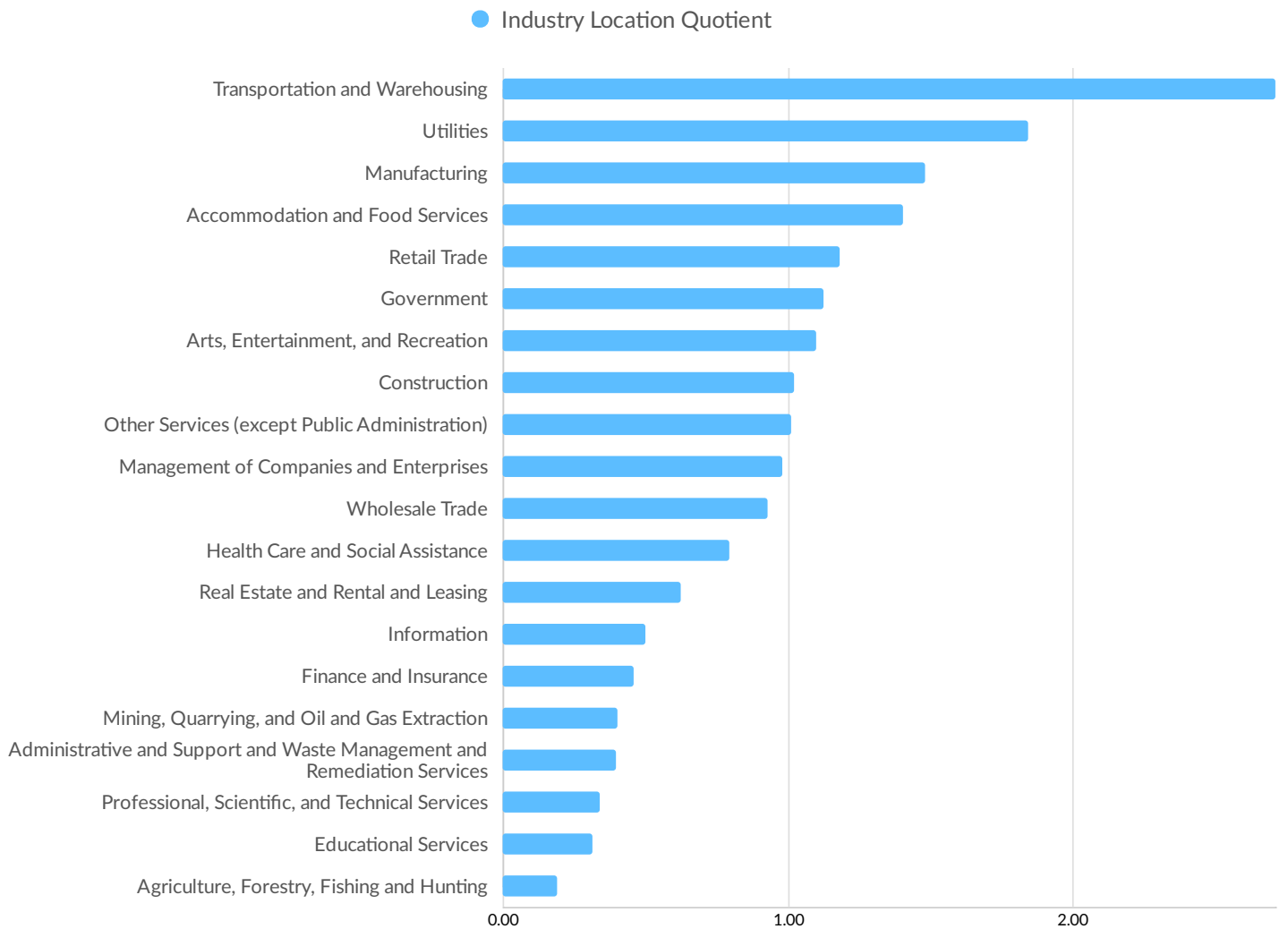
## Largest Industries



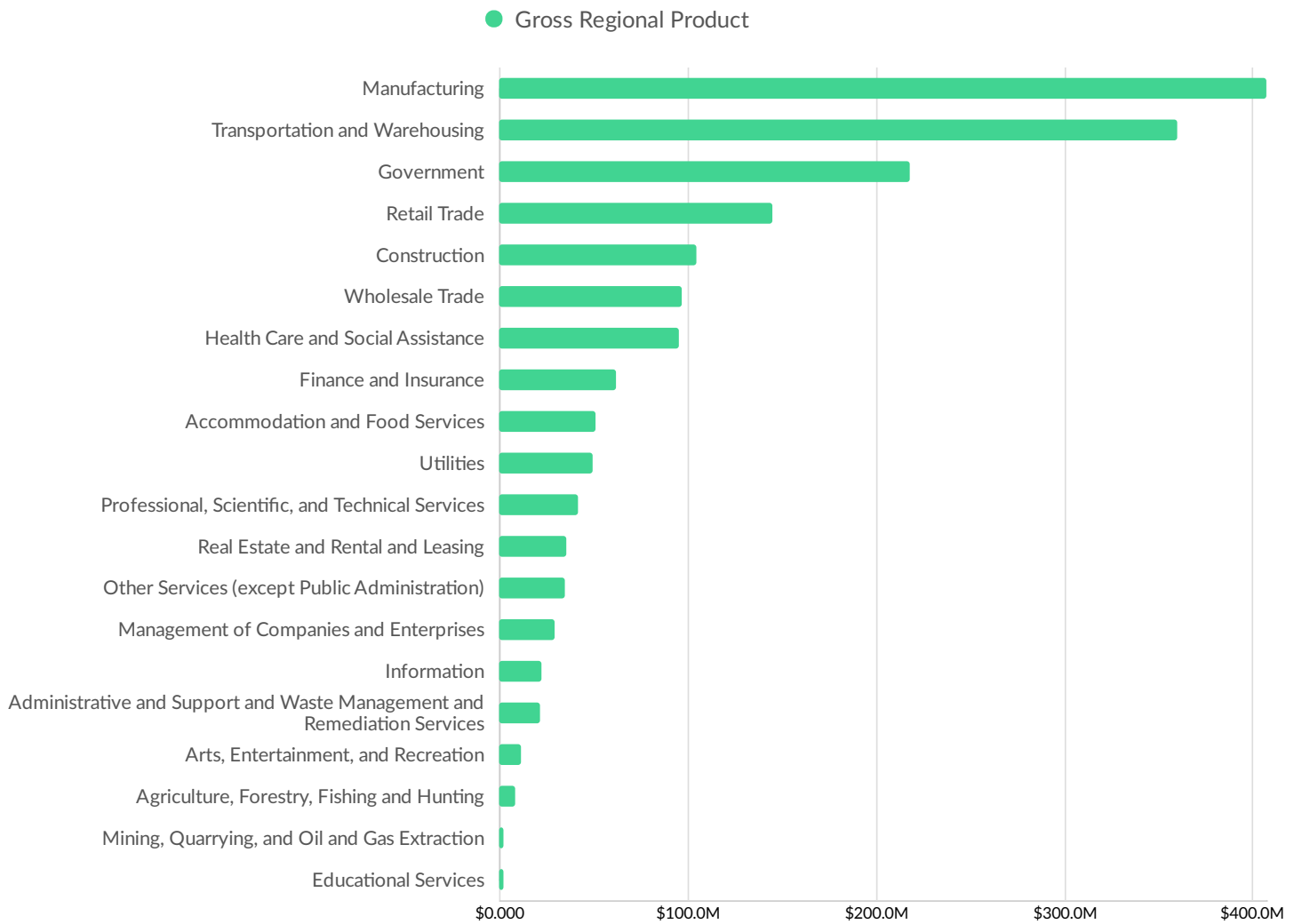
## Top Growing Industries



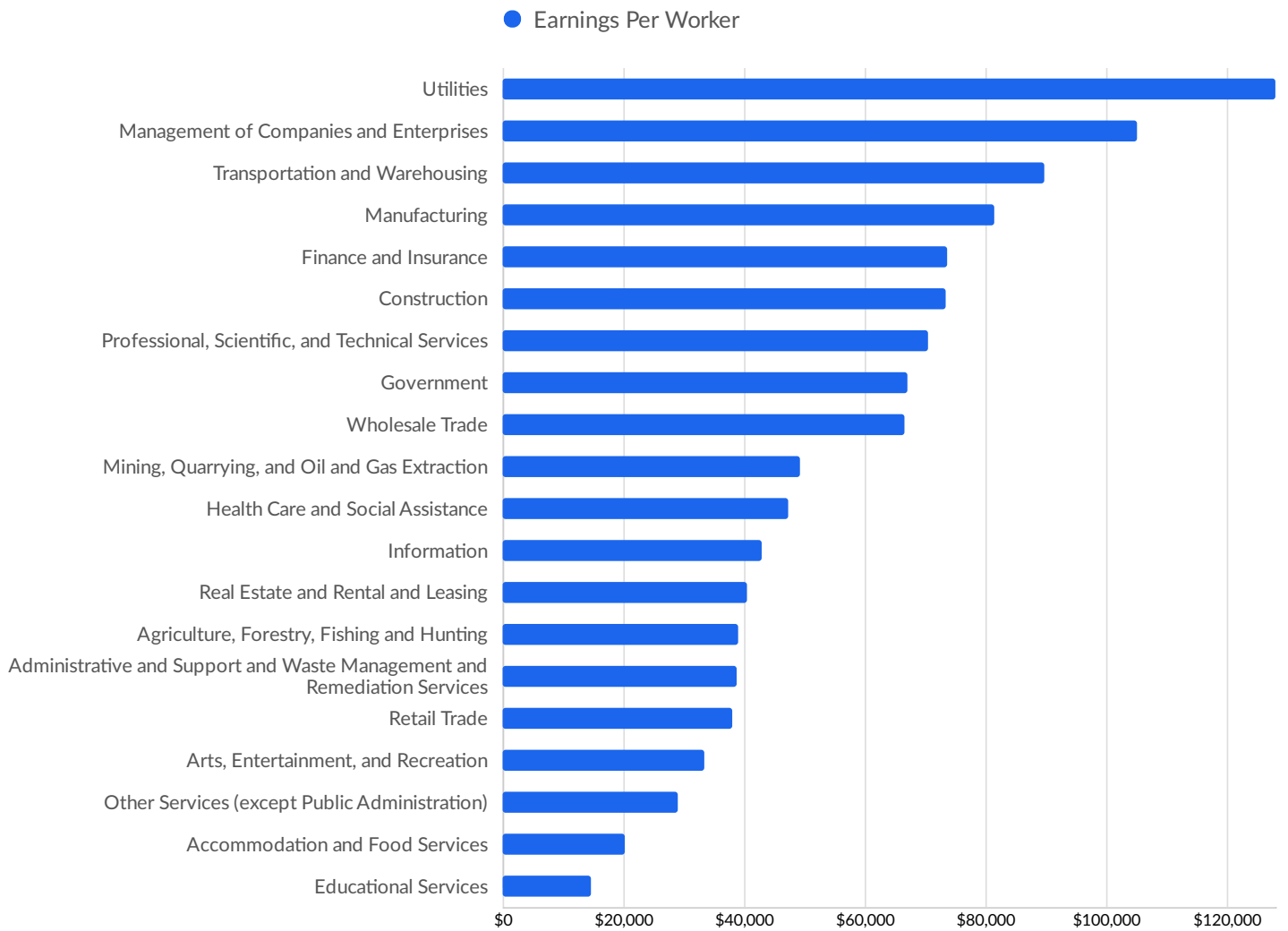
## Top Industry Location Quotient



## Top Industry GRP





















## Top Industry Earnings



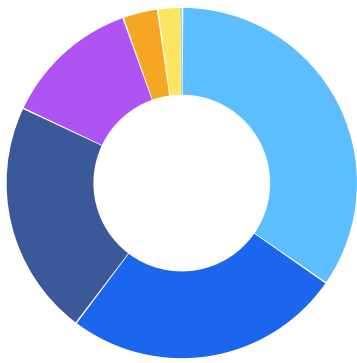
## Business Characteristics

### 2,998 Companies Employ Your Workers

Online profiles for your workers mention 2,998 companies as employers, with the top 10 appearing below. In the last 12 months, 380 companies in Douglas County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Essentia Health	318 	FedEx	210 
University Of Wisconsin - Super...	235 	Essentia Health	185 
UnitedHealth Group	106 	Kwik Trip	84 
School District Of Superior	83 	Monarch Healthcare Manageme...	74 
Superior School District	74 	The University Of Wisconsin	66 
Amsoil	63 	Enbridge	52 
St. Luke's Duluth, Mn	56 	Amsoil	50 
BNSF Railway	52 	Monarch&Co International	44 
City Of Superior	50 	City Of Superior	32 
Wisconsin Indianhead Technical...	49 	Assurance	28 

## Business Size



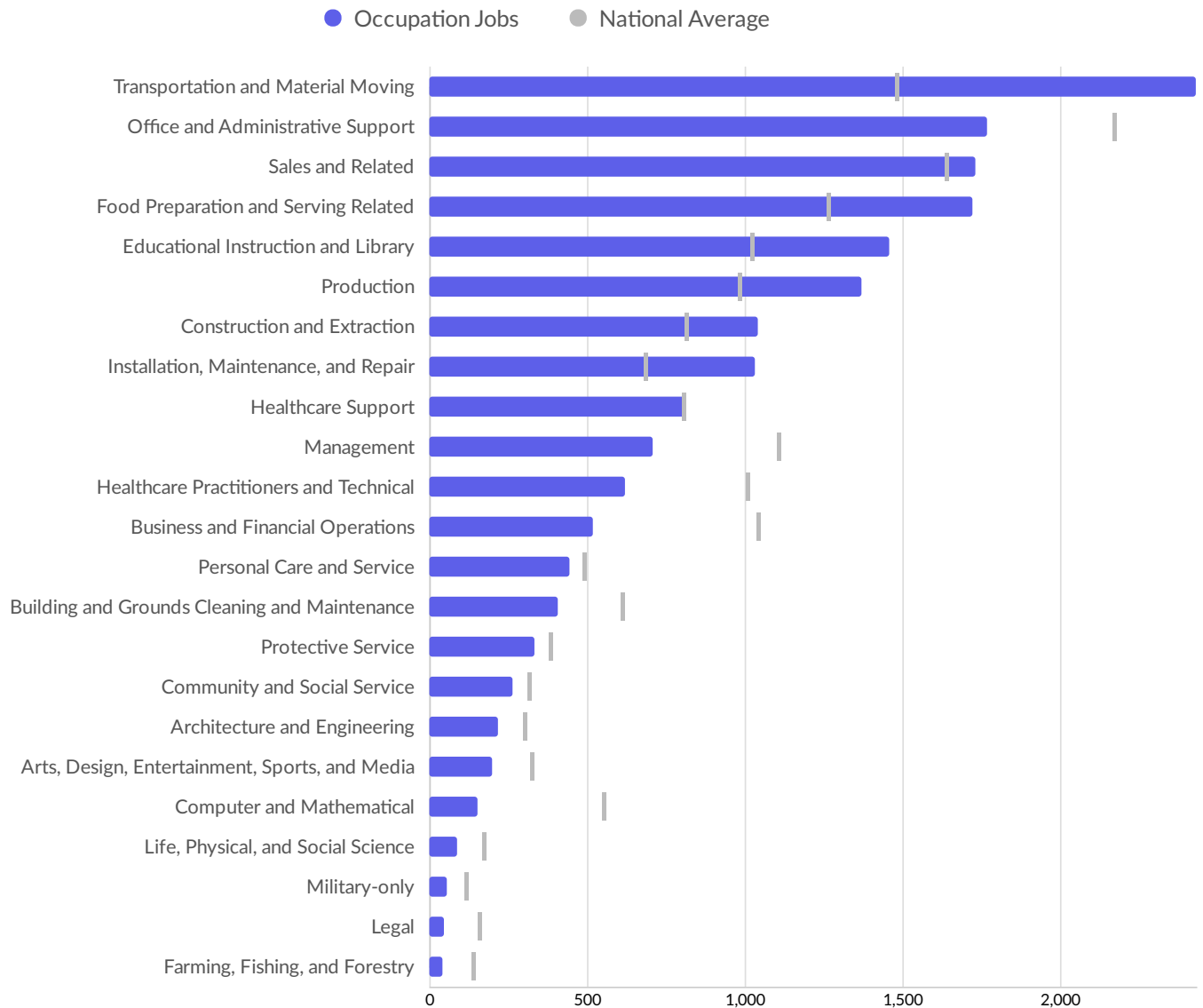
	Percentage	Business Count
1 to 4 employees	34.6%	578
5 to 9 employees	25.7%	429
10 to 19 employees	21.7%	363
20 to 49 employees	12.6%	210
50 to 99 employees	3.2%	54
100 to 249 employees	2.1%	35
250 to 499 employees	0.1%	1
500+ employees	0.1%	2

\*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.

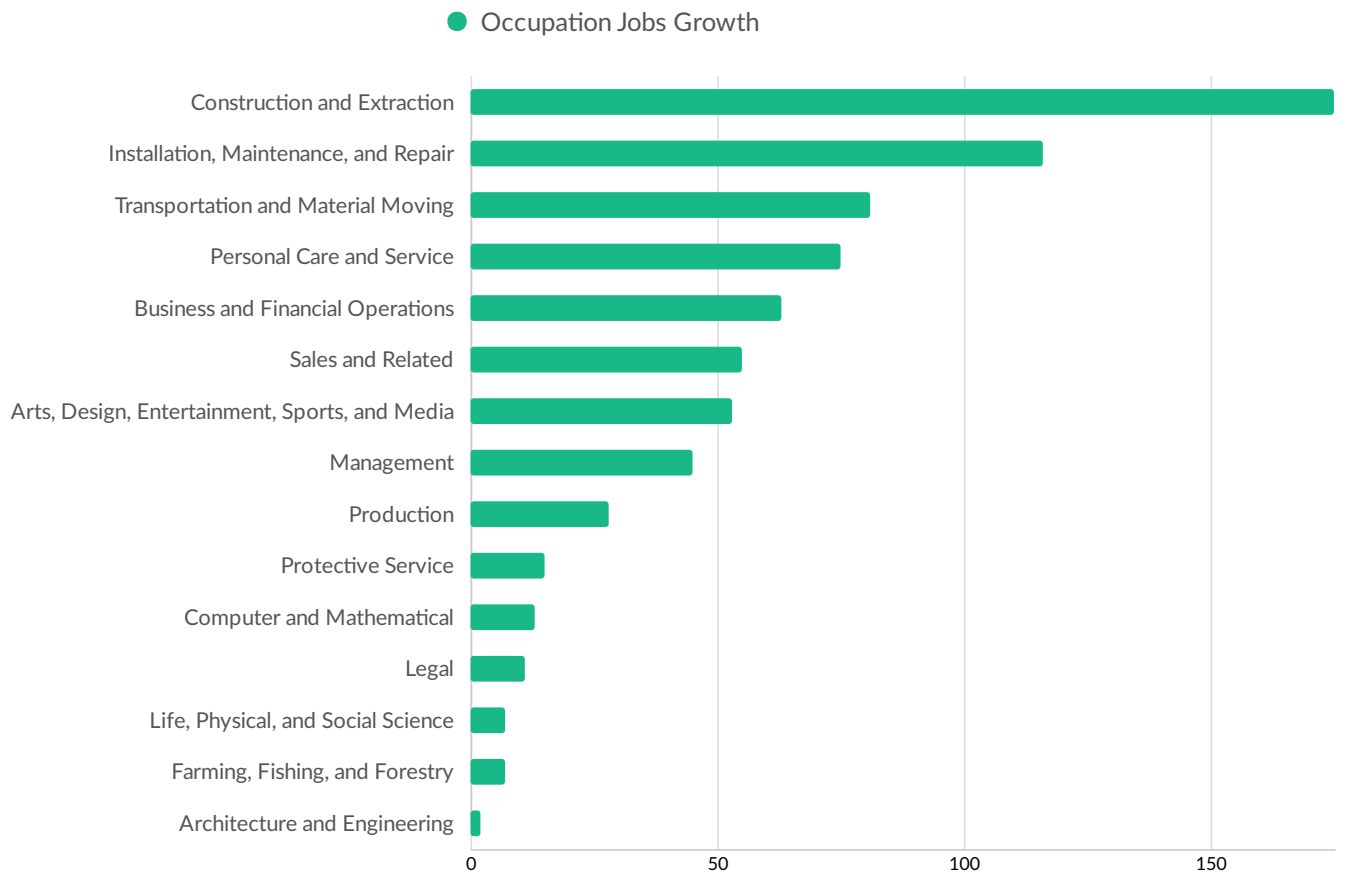


# Workforce Characteristics

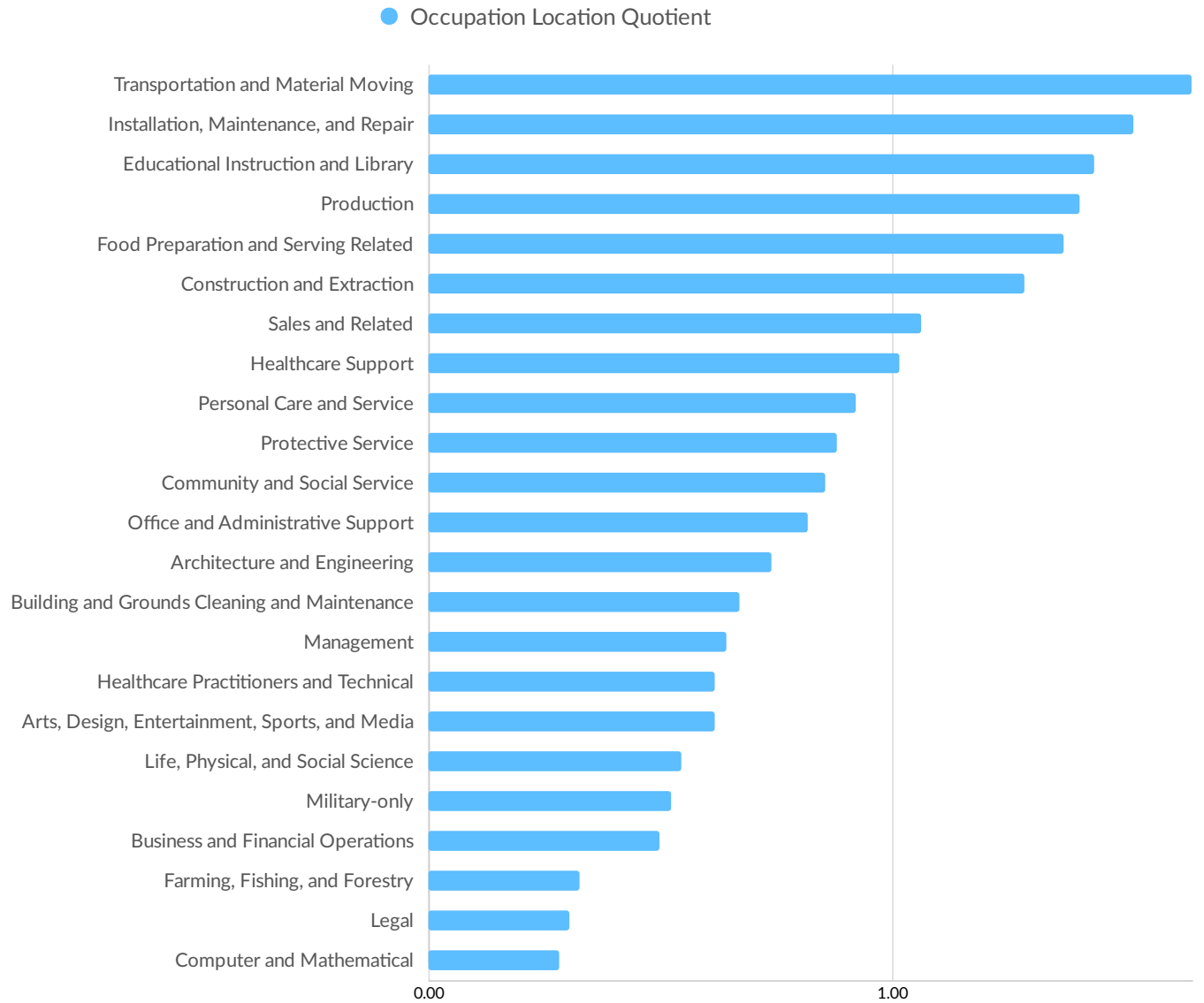
## Largest Occupations



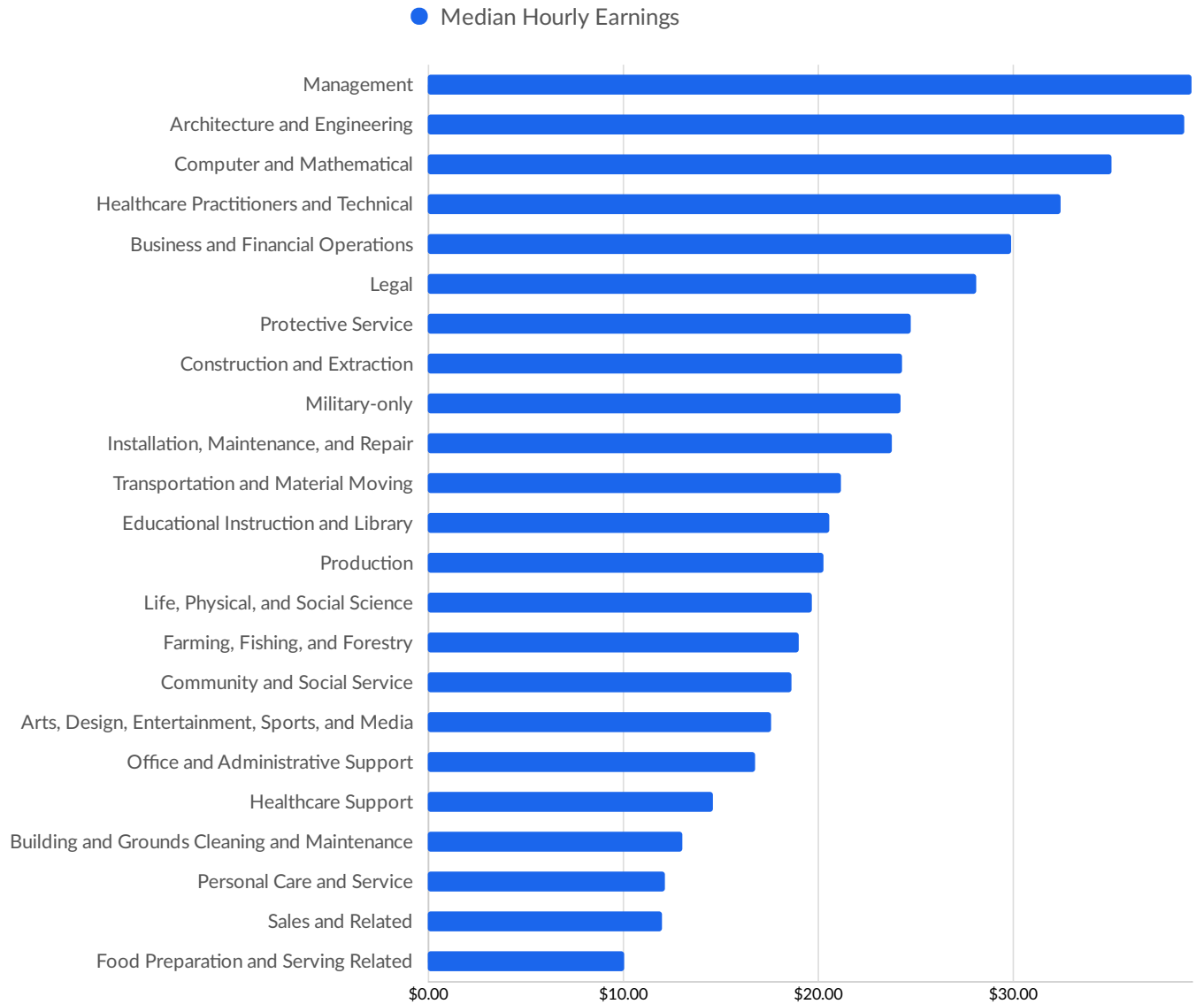
## Top Growing Occupations



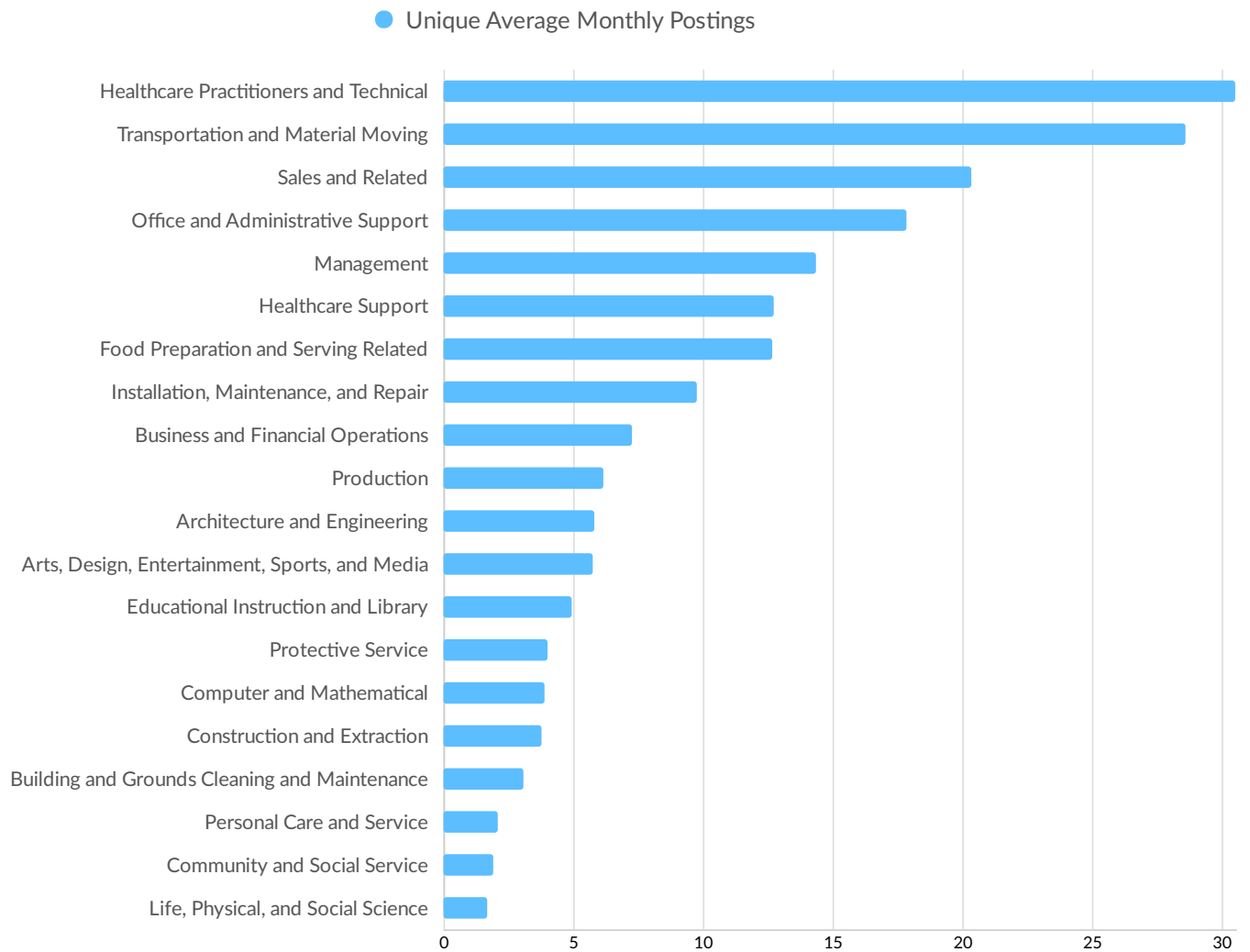
## Top Occupation Location Quotient



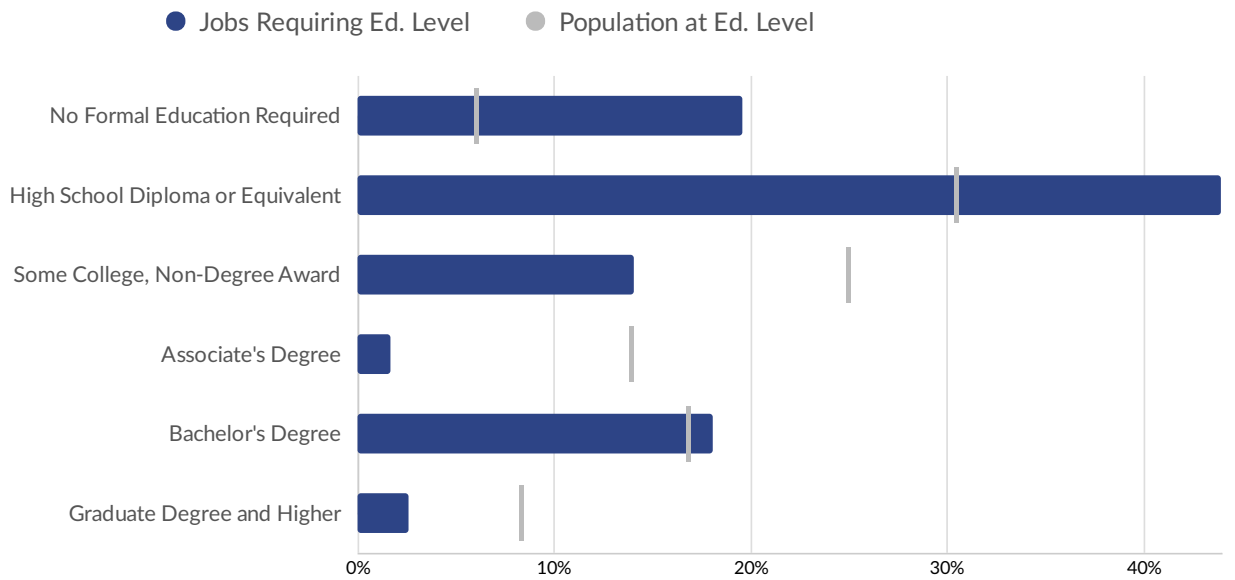
## Top Occupation Earnings



## Top Posted Occupations

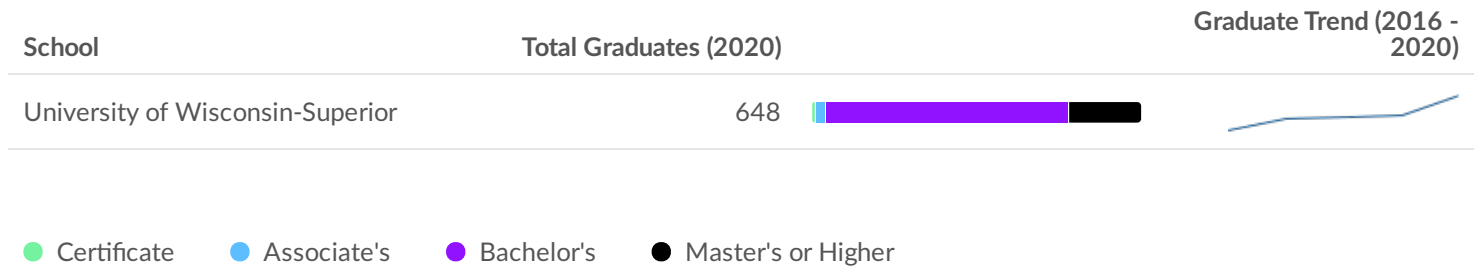


## Underemployment



## Educational Pipeline

In 2020, there were 648 graduates in Douglas County, WI. This pipeline has grown by 18% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", "Multi-/Interdisciplinary Studies, Other", and Elementary Education and Teaching.



# In-Demand Skills

