



Douglas County, WI

Northwest Regional Planning Commission



Northwest Regional Planning Commission

NWRPC
keeping your future as our focus

1400 S. River Street
Spooner, Wisconsin 54801

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Report Parameters

1 County

55031 Douglas 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

43,139

Population (2019)

Population **decreased by 502** over the last 5 years and is projected to **decrease by 281** over the next 5 years.

17,670

Total Regional Employment

Jobs **grew by 311** over the last 5 years and are projected to **grow by 546** over the next 5 years.

\$52.5K

Median Household Income (2018)

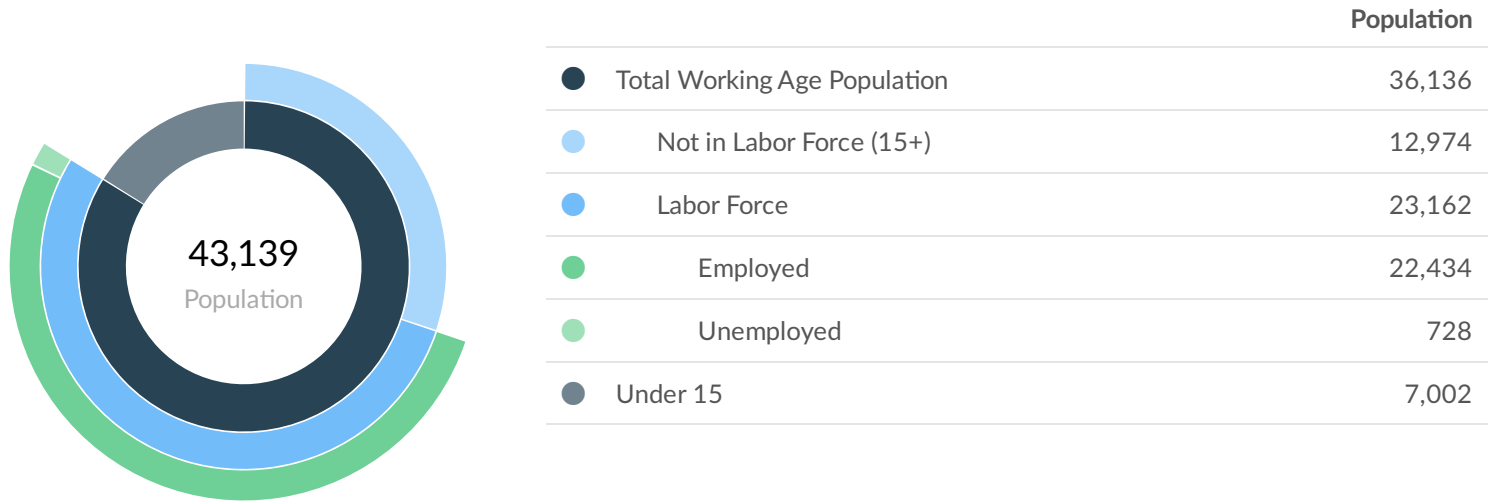
Median household income is **\$7.8K below** the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population **declined by 1.2%** since 2014, falling by 502. Population is expected to **decrease by 0.7%** between 2019 and 2024, losing 281.
- From 2014 to 2019, jobs **increased by 1.8%** in Douglas County, WI from 17,359 to **17,670**. This change **fell short of the national growth rate of 7.3% by 5.5%**. As the number of jobs increased, the **labor force participation rate decreased from 65.6% to 64.1% between 2014 and 2019**.
- Concerning educational attainment, **16.2% of Douglas County, WI residents possess a Bachelor's Degree** (2.6% below the national average), and **11.8% hold an Associate's Degree** (3.7% above the national average).
- The top three industries in 2019 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

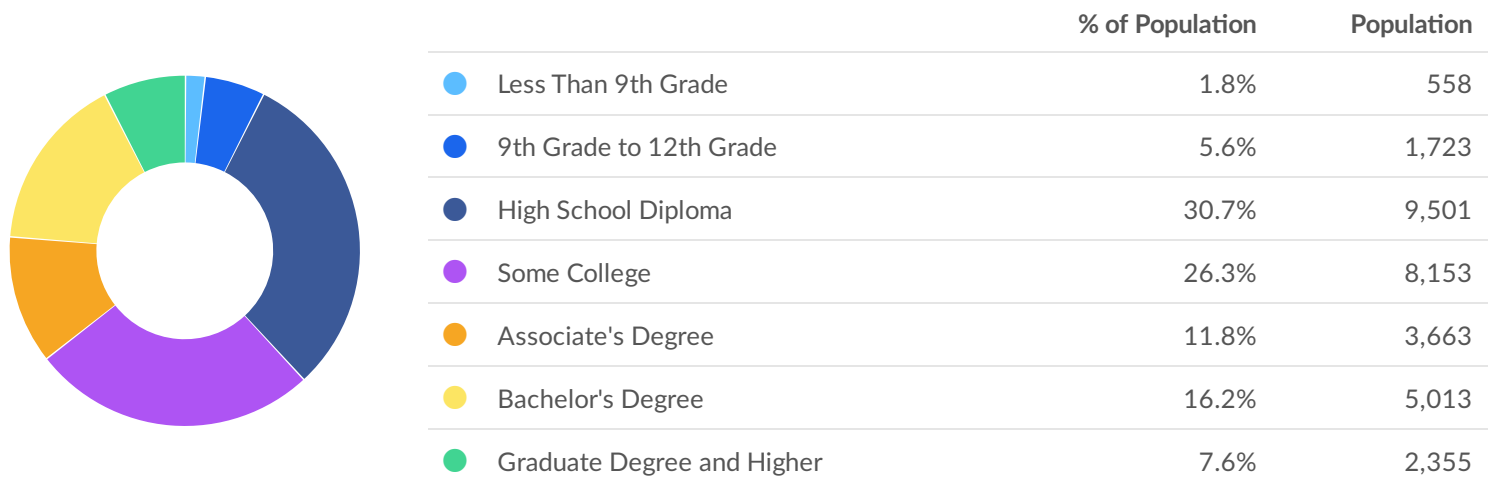
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	43,139	23,162	17,670	96.7	\$2.04B	\$2.85B	\$2.91B
NWRPC	174,866	88,351	75,869	99.8	\$6.92B	\$10.95B	\$9.46B
State	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B
Nation	329,399,330	164,576,320	164,699,638	100.0	\$20.78T	\$0	\$8.91T

2019 Labor Force Breakdown



Educational Attainment

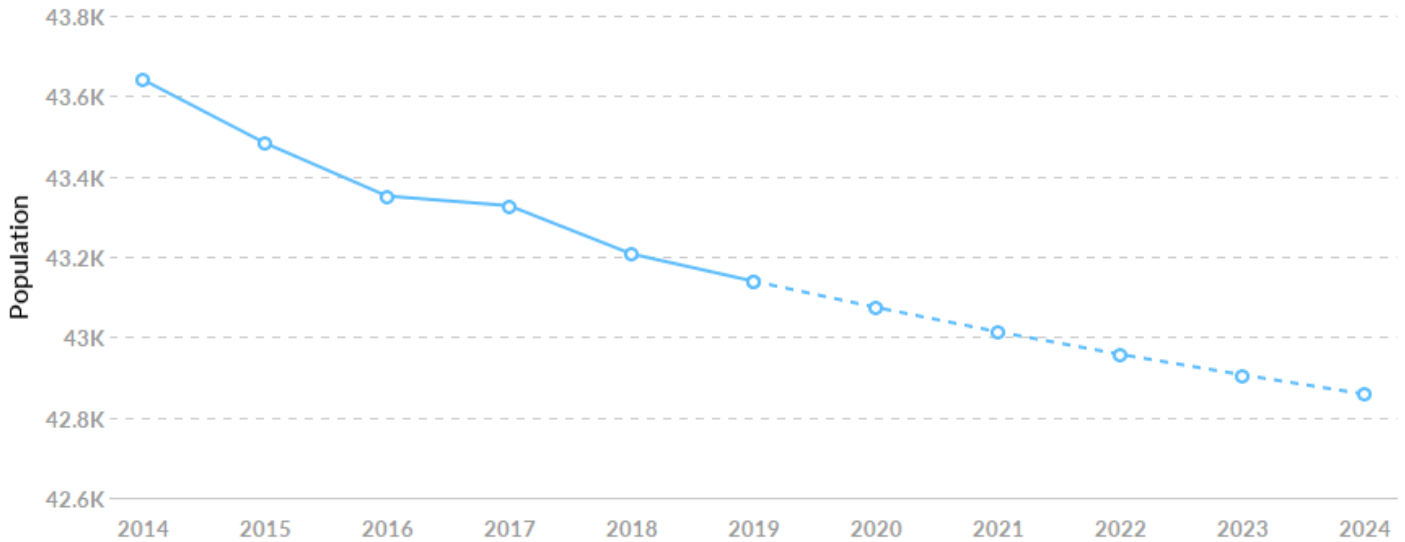
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Historic & Projected Trends

Population Trends

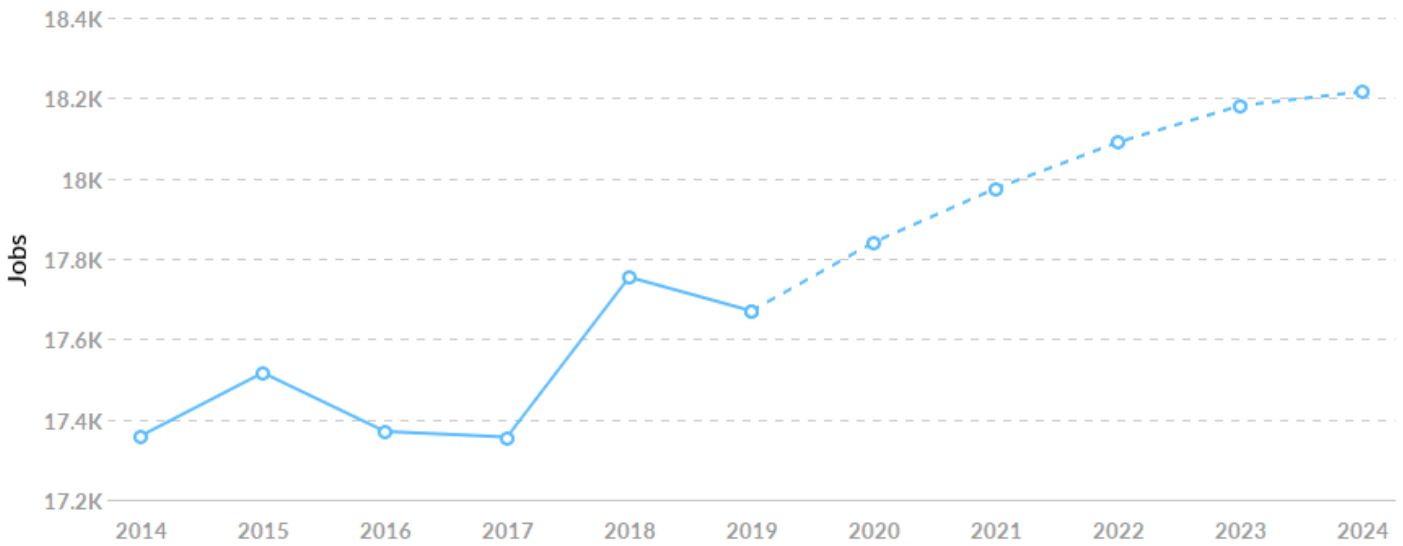
As of 2019 the region's population **declined by 1.2%** since 2014, falling by 502. Population is expected to **decrease by 0.7%** between 2019 and 2024, losing 281.



Timeframe	Population
2014	43,641
2015	43,483
2016	43,351
2017	43,327
2018	43,207
2019	43,139
2020	43,074
2021	43,013
2022	42,957
2023	42,906
2024	42,858

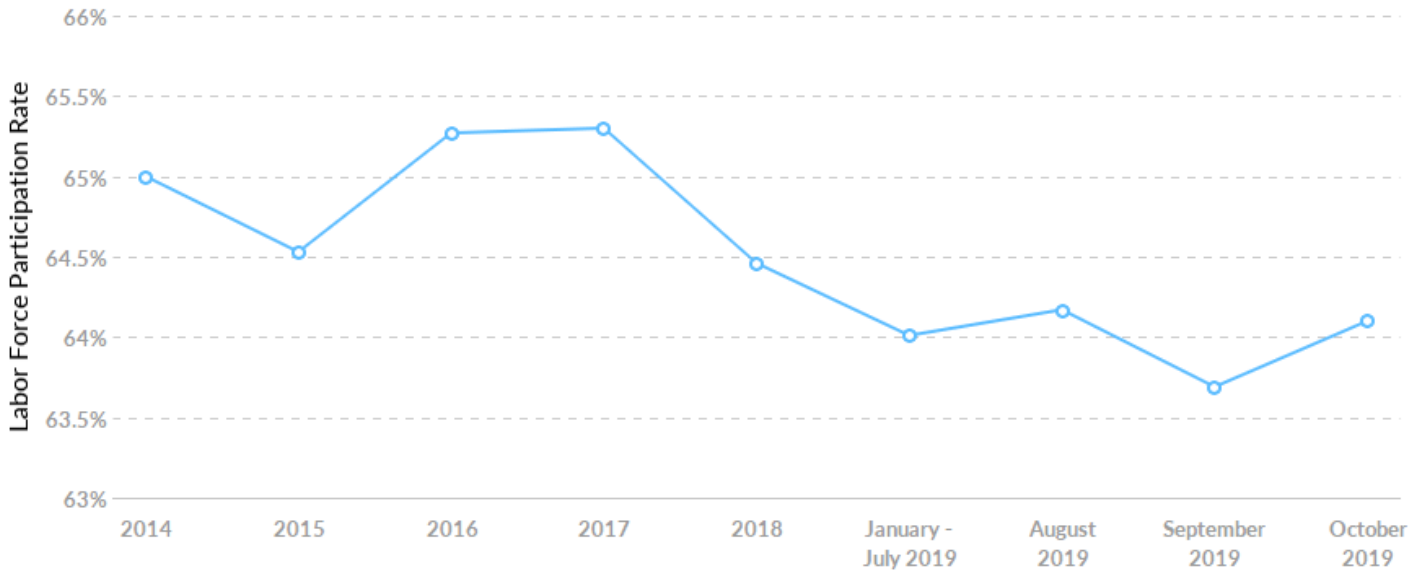
Job Trends

From 2014 to 2019, jobs increased by 1.8% in Douglas County, WI from 17,359 to 17,670. This change fell short of the national growth rate of 7.3% by 5.5%.



Timeframe	Jobs
2014	17,359
2015	17,516
2016	17,370
2017	17,356
2018	17,754
2019	17,670
2020	17,841
2021	17,975
2022	18,090
2023	18,181
2024	18,216

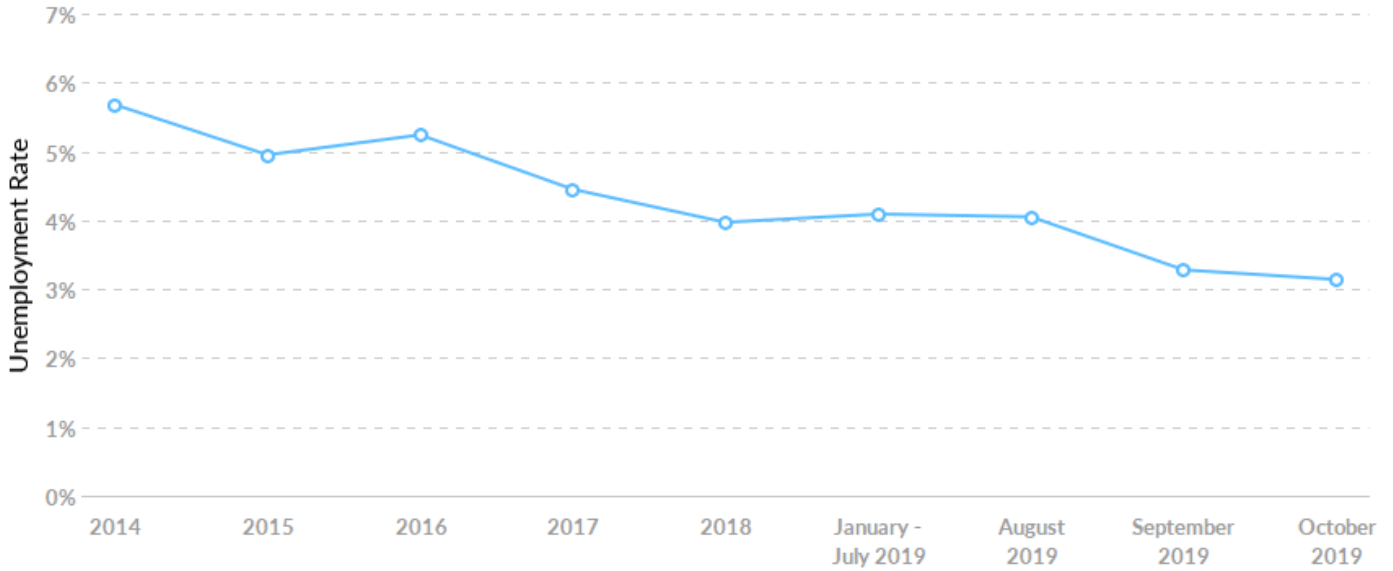
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	65.00%
2015	64.53%
2016	65.27%
2017	65.30%
2018	64.46%
January - July 2019	64.01%
August 2019	64.17%
September 2019	63.69%
October 2019	64.10%

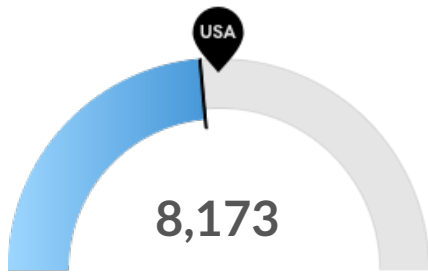
Unemployment Rate Trends

Douglas County, WI had an October 2019 unemployment rate of 3.14%, **decreasing from 5.68%** 5 years before.



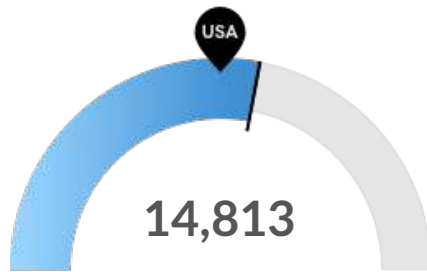
Timeframe	Unemployment Rate
2014	5.68%
2015	4.95%
2016	5.24%
2017	4.45%
2018	3.97%
January - July 2019	4.09%
August 2019	4.05%
September 2019	3.28%
October 2019	3.14%

Population Characteristics



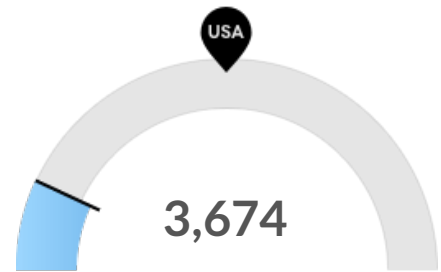
Millennials

Douglas County, WI has 8,173 millennials (ages 25-39). The national average for an area this size is 8,883.



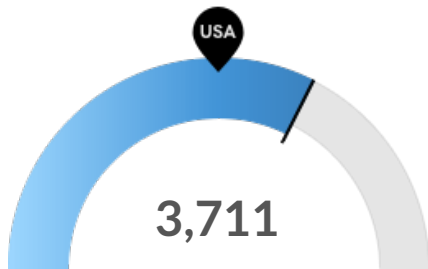
Retiring Soon

Retirement risk is high in Douglas County, WI. The national average for an area this size is 12,507 people 55 or older, while there are 14,813 here.



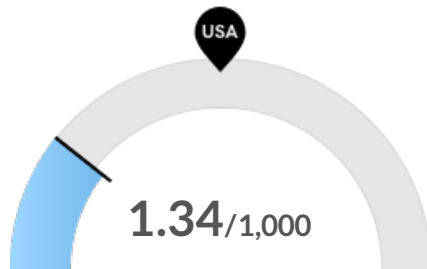
Racial Diversity

Racial diversity is low in Douglas County, WI. The national average for an area this size is 17,118 racially diverse people, while there are 3,674 here.



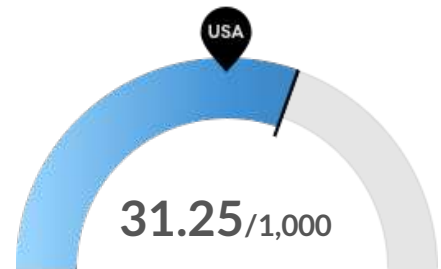
Veterans

Douglas County, WI has 3,711 veterans. The national average for an area this size is 2,458.



Violent Crime

Douglas County, WI has 1.34 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

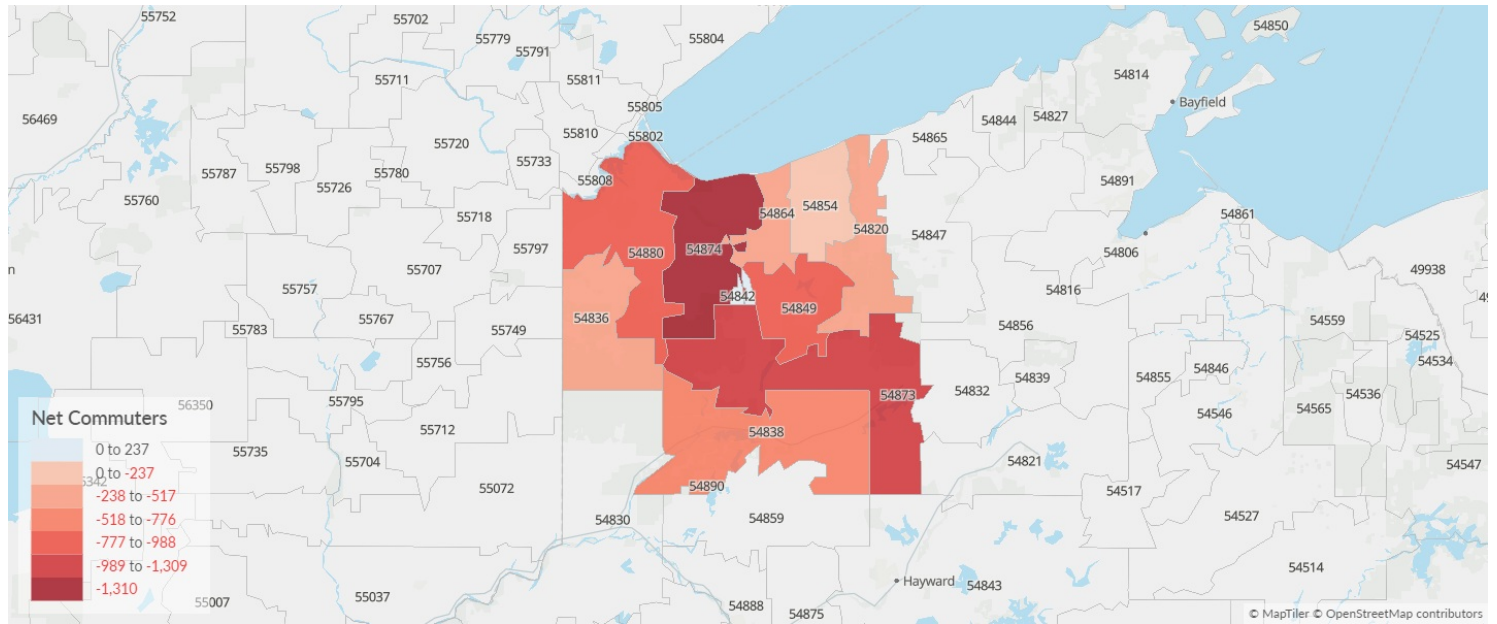


Property Crime

Douglas County, WI has 31.25 property crimes per 1,000 people. The national rate is 22.98 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

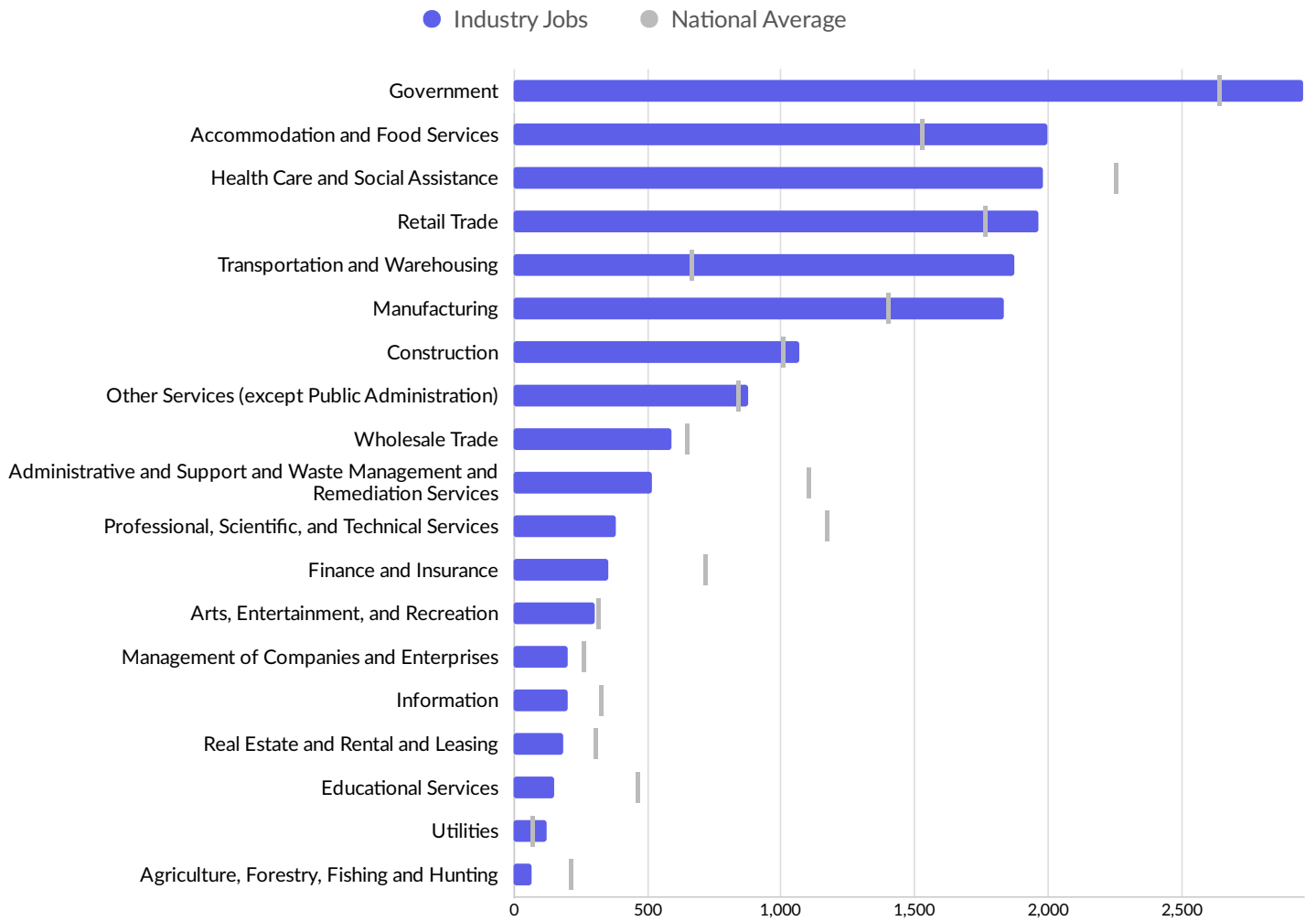
ZIP	Name	2019 Employment
54880	Superior, WI (in Douglas...	15,225
54873	Solon Springs, WI (in Do...	492
54849	Lake Nebagamon, WI (in...	386
54874	South Range, WI (in Do...	338
54854	Maple, WI (in Douglas c...	317

Where Talent Lives

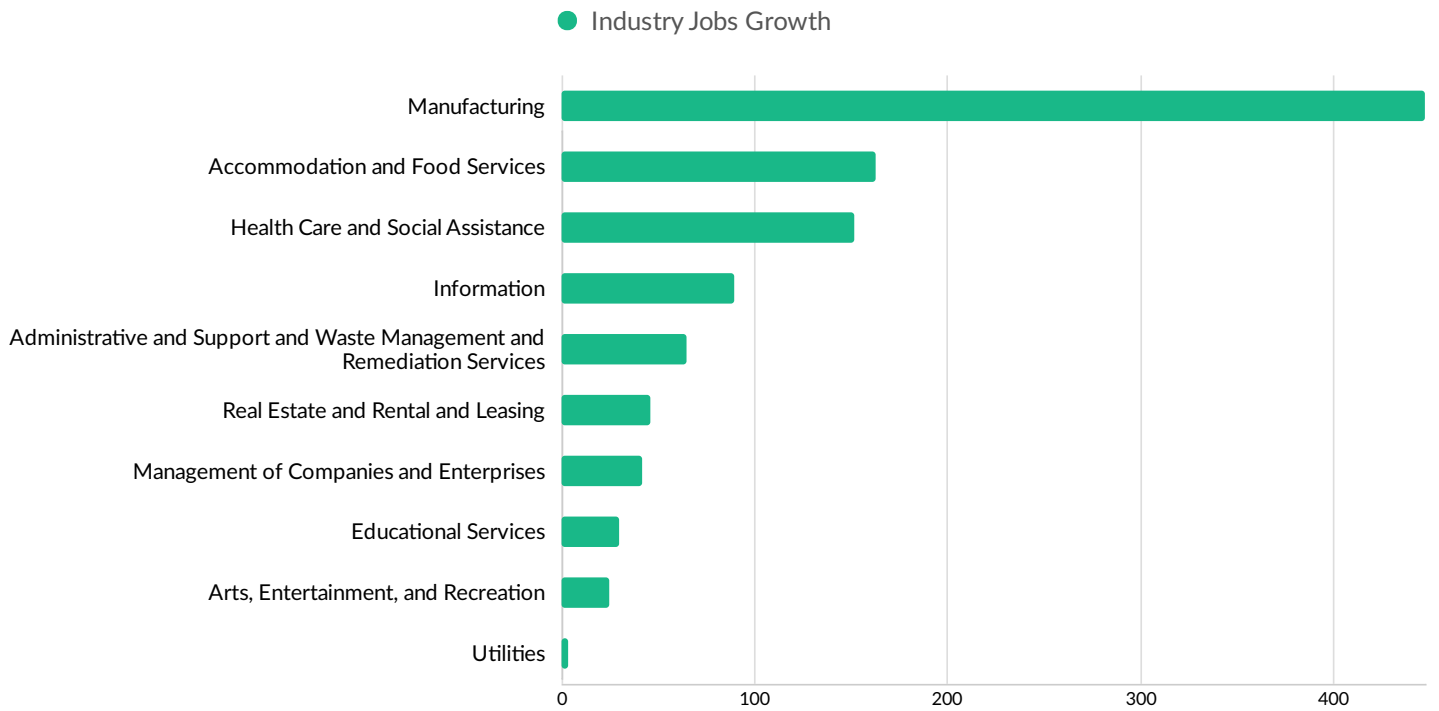
ZIP	Name	2019 Workers
54880	Superior, WI (in Douglas...	16,105
54874	South Range, WI (in Do...	1,648
54873	Solon Springs, WI (in Do...	1,481
54849	Lake Nebagamon, WI (in...	1,164
54838	Gordon, WI (in Douglas ...	749

Industry Characteristics

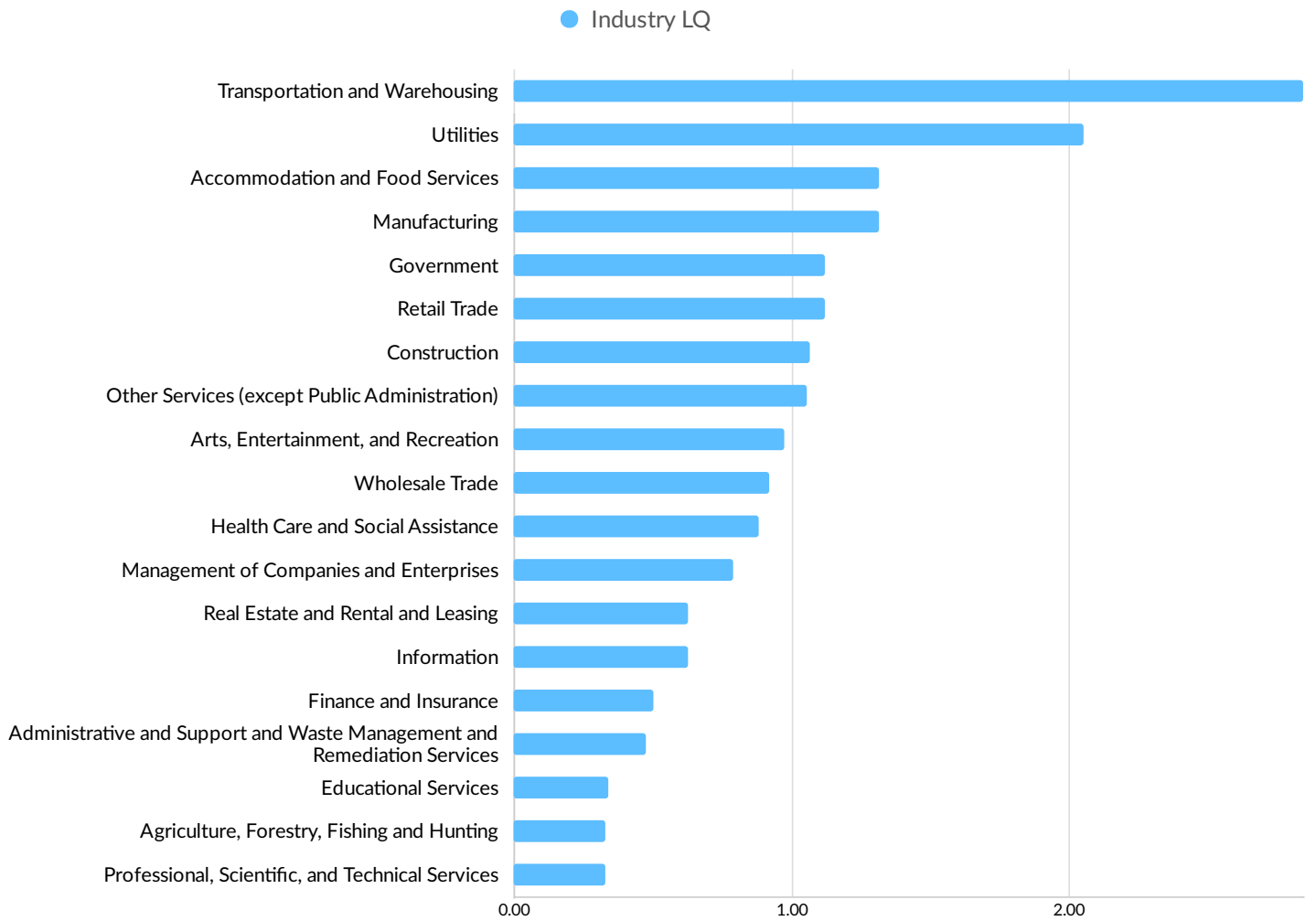
Largest Industries



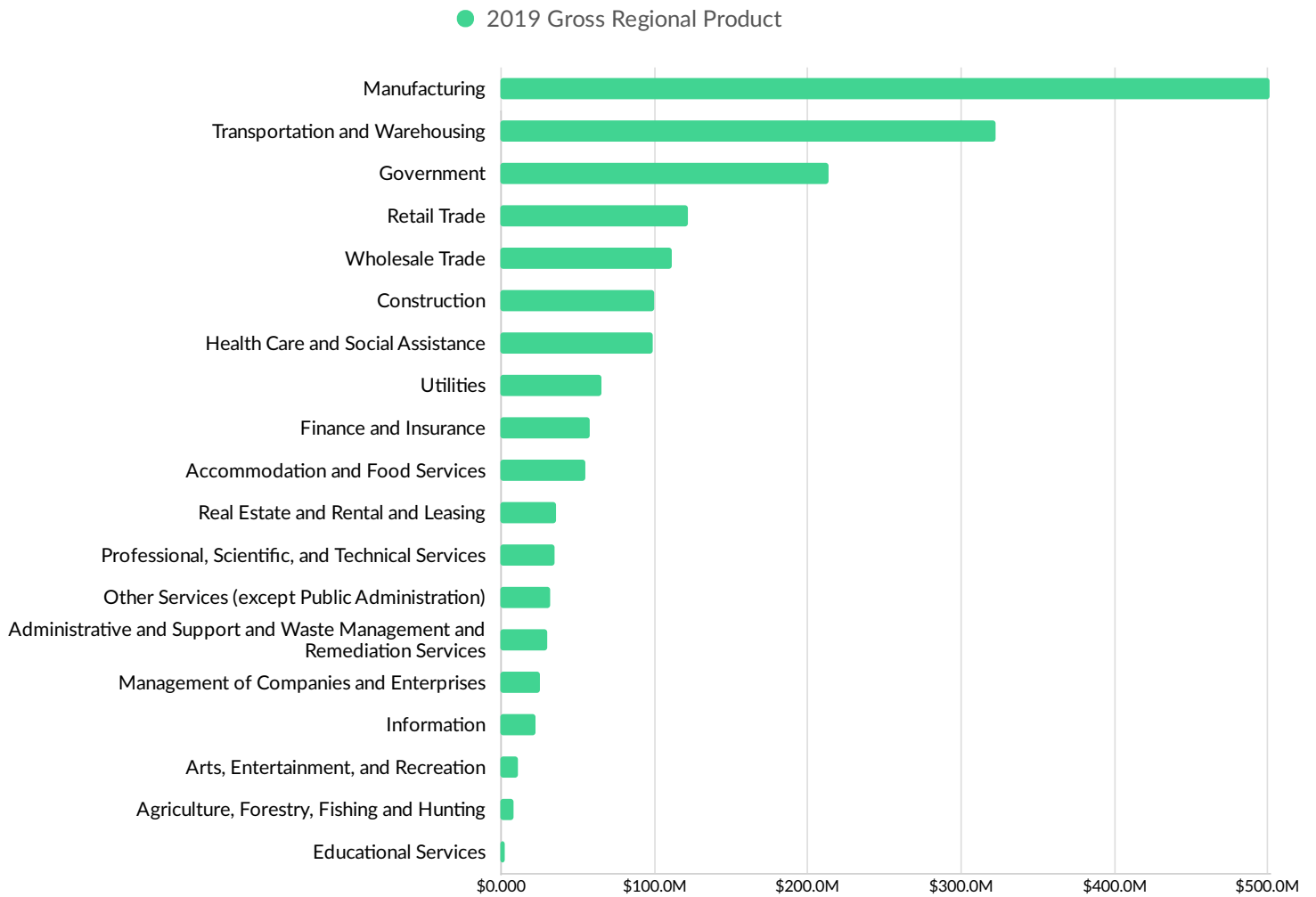
Top Growing Industries



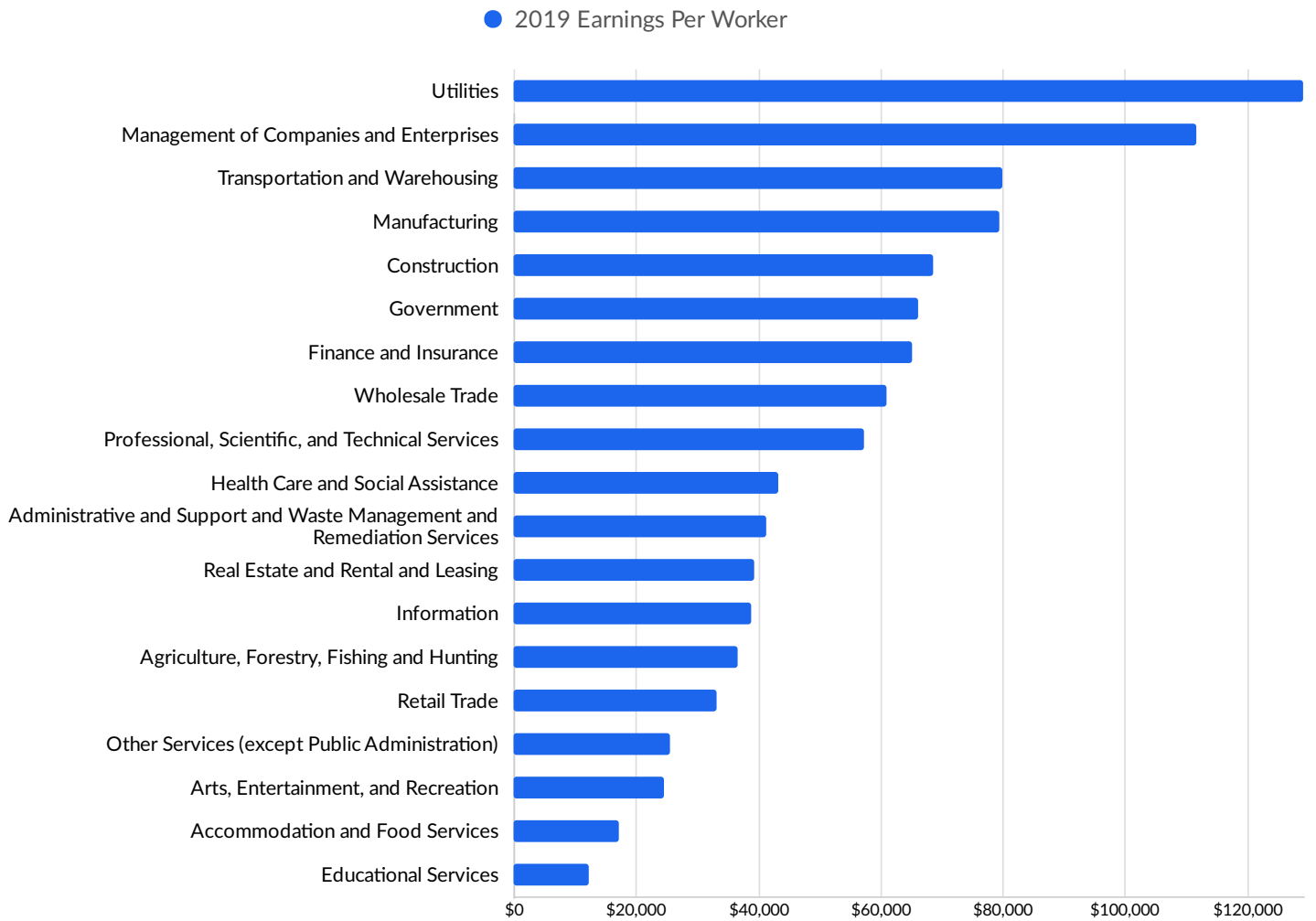
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Government	3,122	2,959	-163	-5%	1.12	\$66,122	\$213.93M
Accommodation and Food Services	1,836	1,999	163	+9%	1.32	\$17,161	\$55.31M
Health Care and Social Assistance	1,834	1,986	152	+8%	0.88	\$43,393	\$99.28M
Retail Trade	2,098	1,967	-131	-6%	1.12	\$33,135	\$122.08M
Transportation and Warehousing	2,048	1,874	-174	-8%	2.84	\$80,053	\$323.07M
Manufacturing	1,387	1,835	448	+32%	1.31	\$79,433	\$501.70M
Construction	1,138	1,071	-67	-6%	1.07	\$68,625	\$100.20M
Other Services (except Public Administration)	999	881	-118	-12%	1.05	\$25,686	\$32.09M
Wholesale Trade	652	592	-60	-9%	0.92	\$60,930	\$111.53M
Administrative and Support and Waste Management and Remediation Services	456	521	65	+14%	0.47	\$41,329	\$30.78M
Professional, Scientific, and Technical Services	389	383	-6	-2%	0.33	\$57,302	\$35.64M
Finance and Insurance	383	357	-26	-7%	0.50	\$65,205	\$58.14M
Arts, Entertainment, and Recreation	277	302	25	+9%	0.98	\$24,493	\$11.13M
Management of Companies and Enterprises	159	201	42	+26%	0.79	\$111,602	\$25.35M
Information	111	201	90	+81%	0.63	\$38,831	\$22.57M
Real Estate and Rental and Leasing	142	188	46	+32%	0.63	\$39,296	\$36.64M
Educational Services	125	155	30	+24%	0.34	\$12,237	\$2.44M
Utilities	120	123	3	+3%	2.05	\$129,170	\$65.57M
Agriculture, Forestry, Fishing and Hunting	78	68	-10	-13%	0.33	\$36,594	\$8.82M

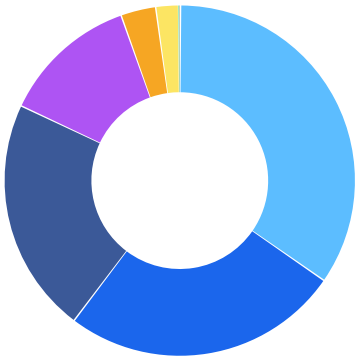
Business Characteristics

3,559 Companies Employ Your Workers

Online profiles for your workers mention 3,559 companies as employers, with the top 10 appearing below. In the last 12 months, 914 companies in Douglas County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Essentia Health	237 	Platinum Supplemental Insuranc...	309 
University of Wisconsin-Madison	221 	HealthCare Employment Netwo...	287 
Unitedhealth Group Incorporated	104 	Essentia Health	124 
Enbridge Inc	99 	U.S. Xpress, Inc.	110 
Superior School District	87 	HomeAdvisor, Inc.	108 
County of Douglas	50 	Army National Guard	99 
Amsoil, Inc.	47 	CRST International, Inc.	92 
Wal-Mart Stores, Inc.	46 	Telereach Inc	84 
Bnsf Railway Company	39 	Roehl Transport, Inc.	83 
Halvor Lines, Inc.	38 	Dollar General Corporation	81 

Business Size

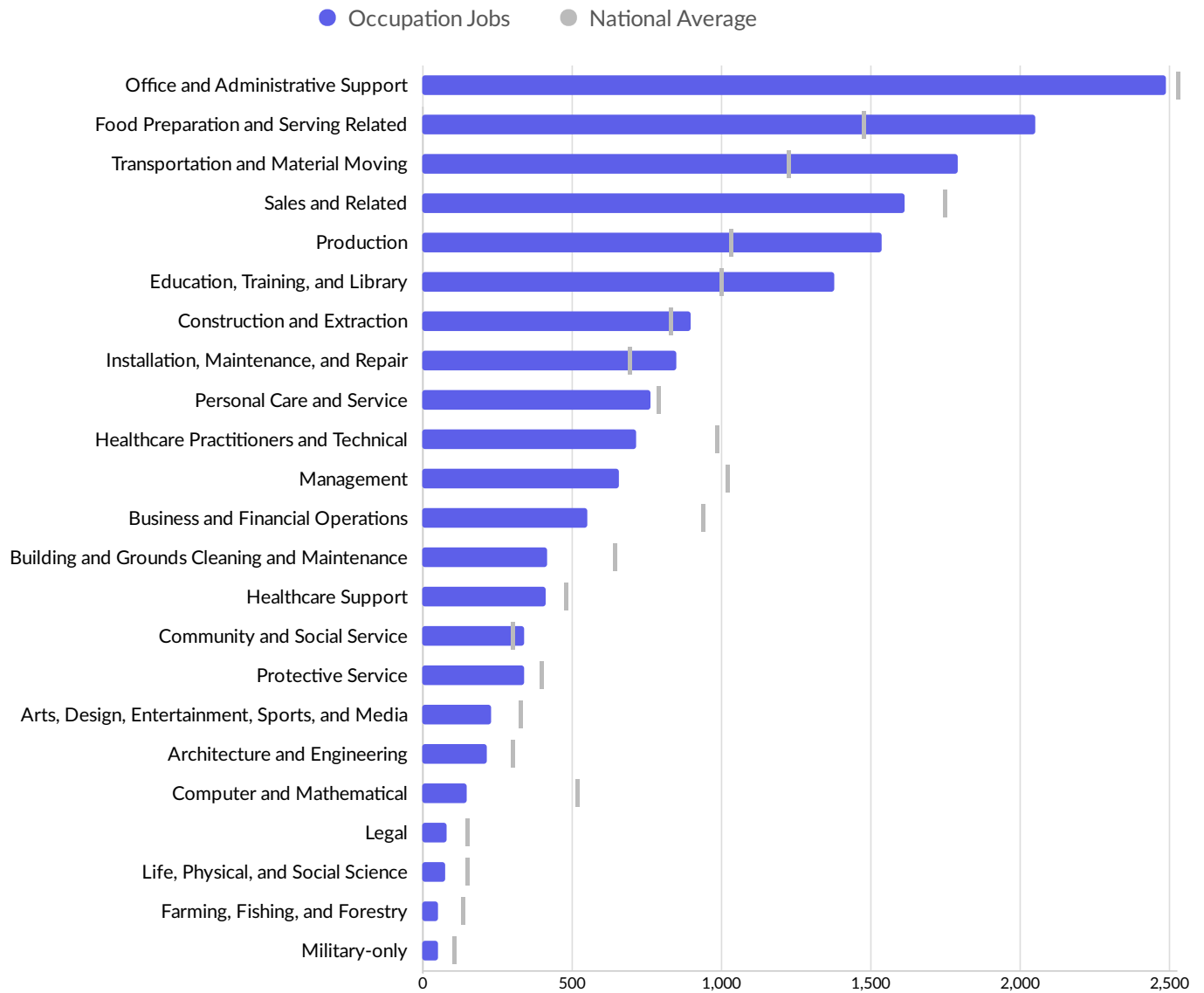


	Percentage	Business Count
1 to 4 employees	34.6%	578
5 to 9 employees	25.7%	429
10 to 19 employees	21.7%	363
20 to 49 employees	12.6%	210
50 to 99 employees	3.2%	54
100 to 249 employees	2.1%	35
250 to 499 employees	0.1%	1
500+ employees	0.1%	2

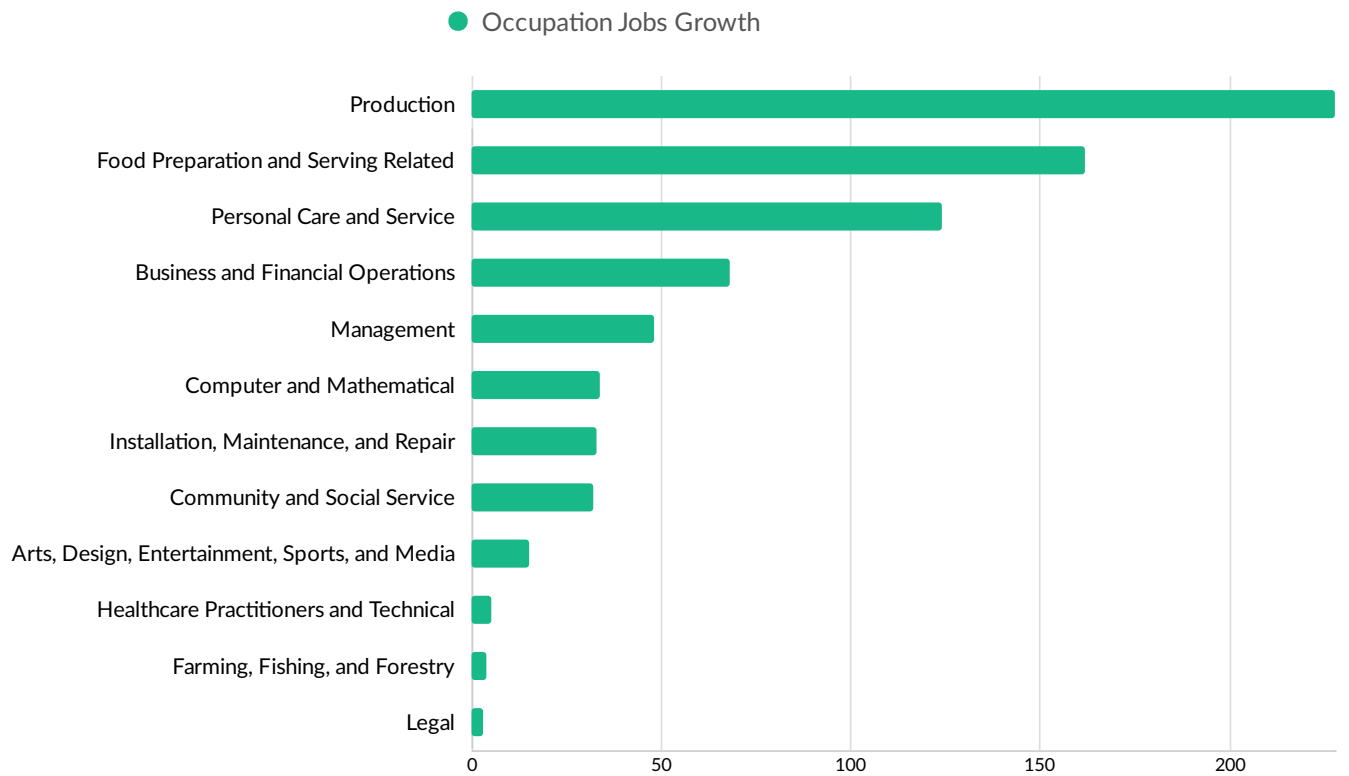
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

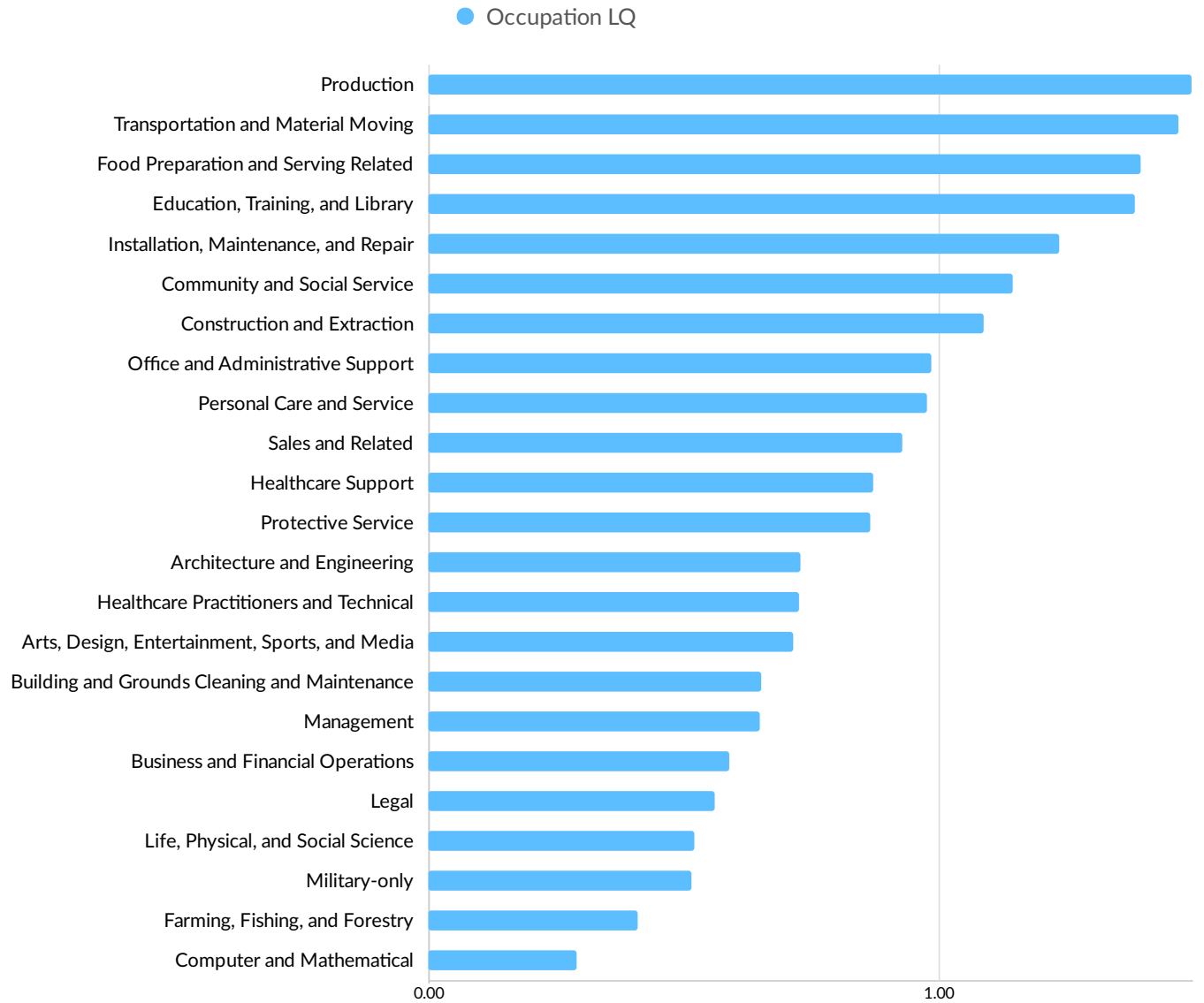
Largest Occupations



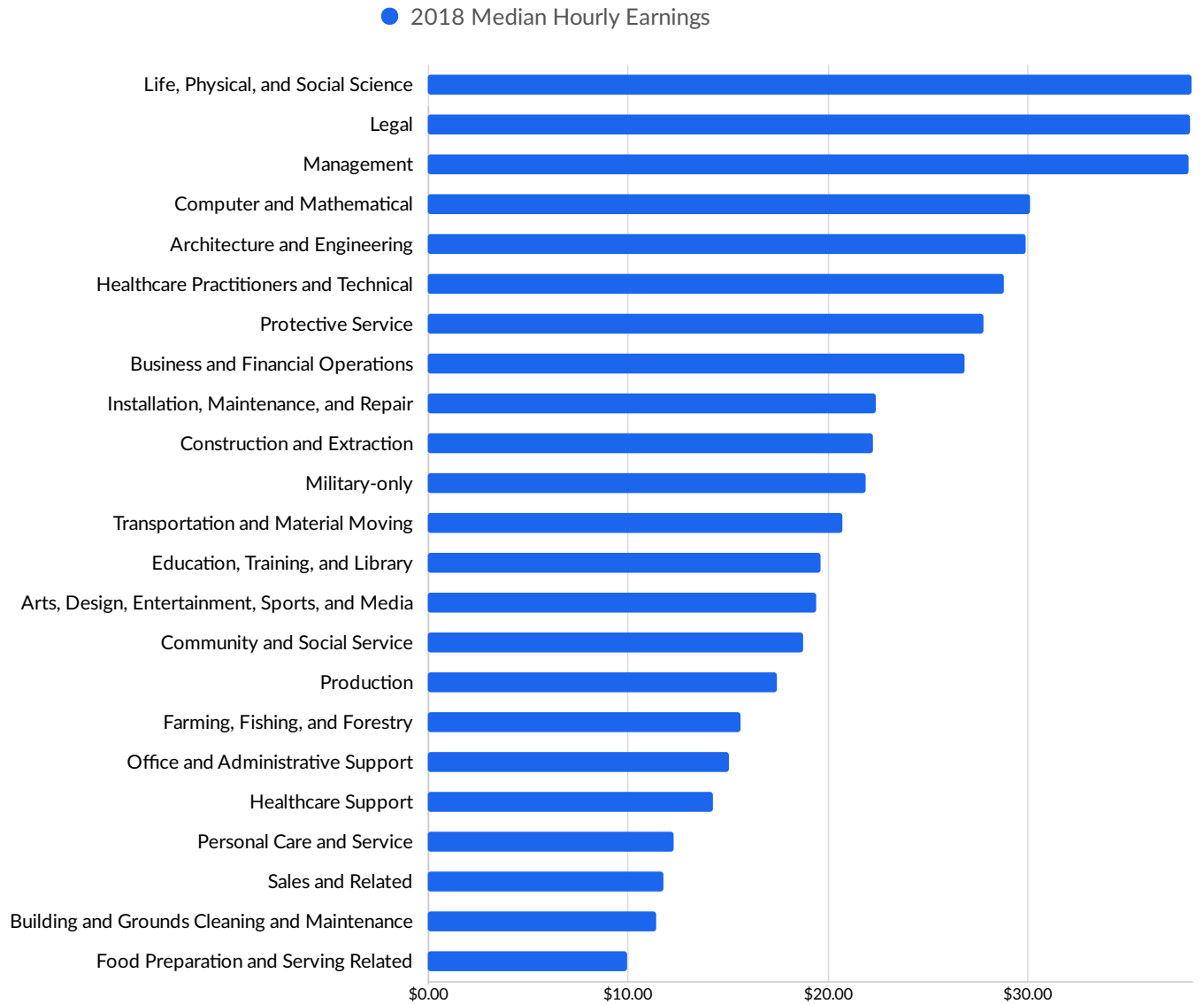
Top Growing Occupations



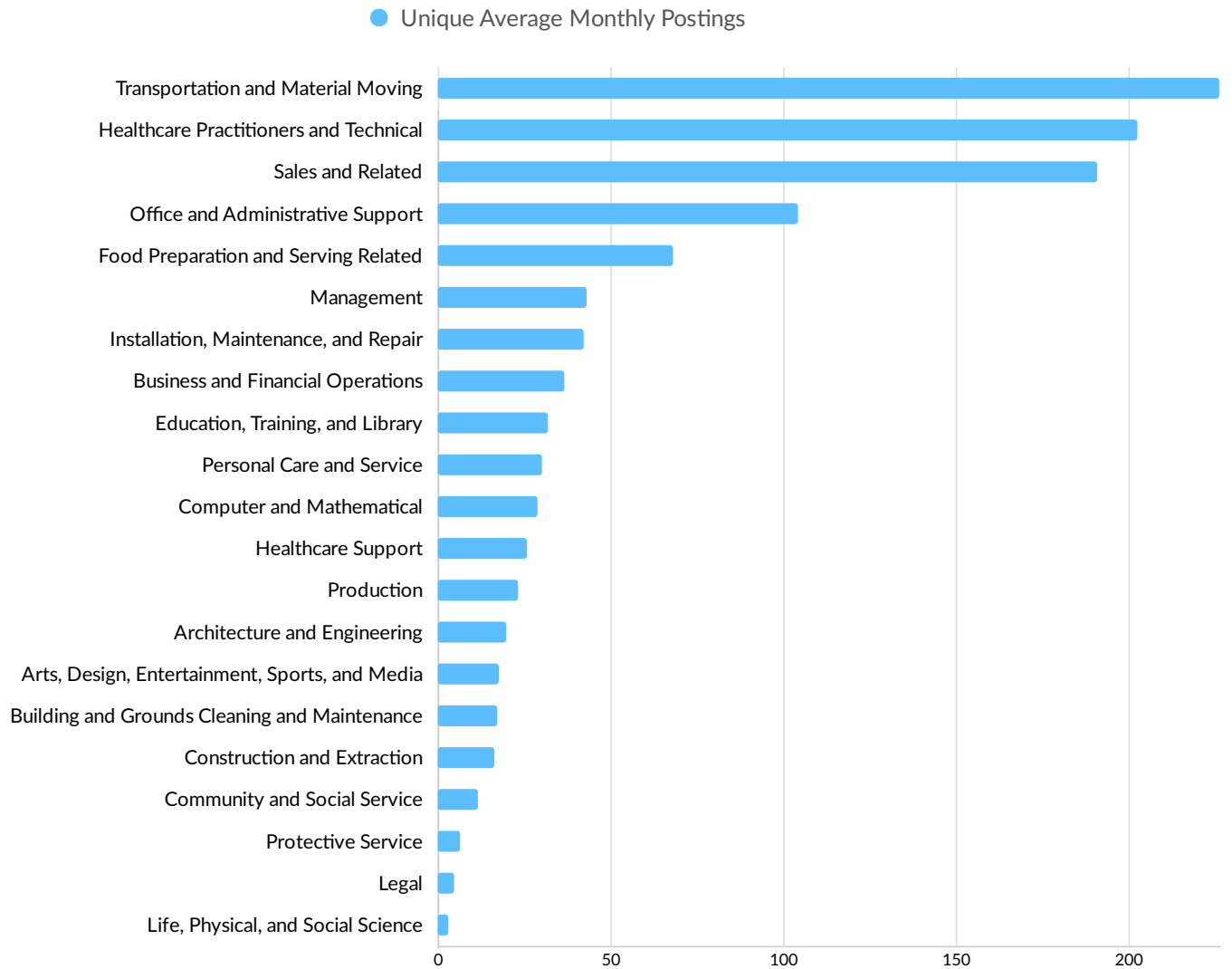
Top Occupation LQ



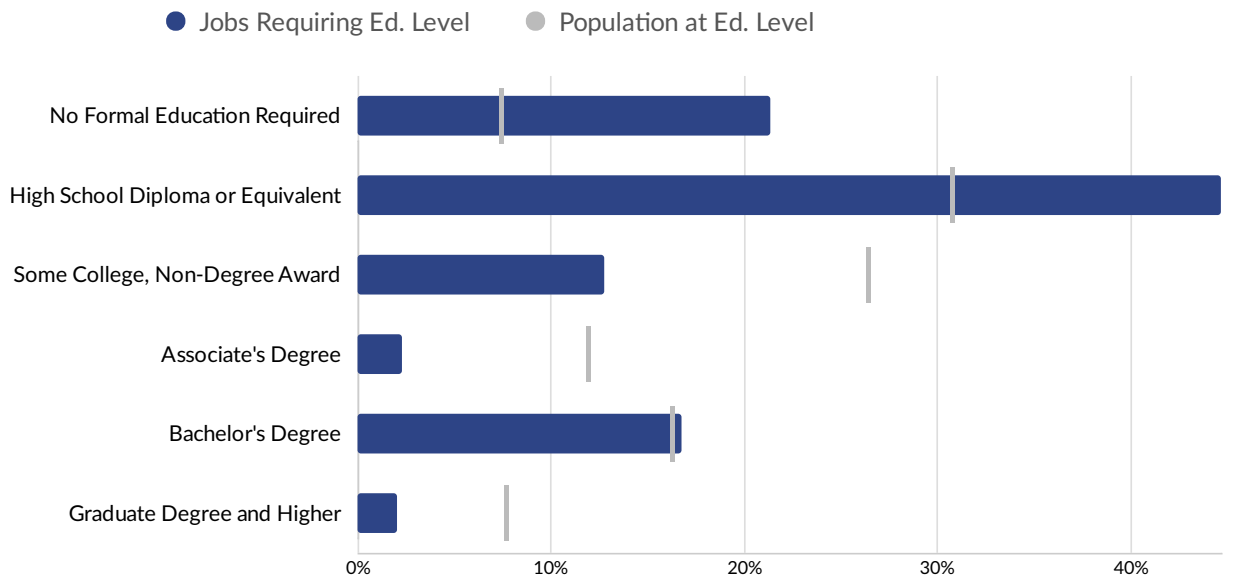
Top Occupation Earnings



Top Posted Occupations



Underemployment

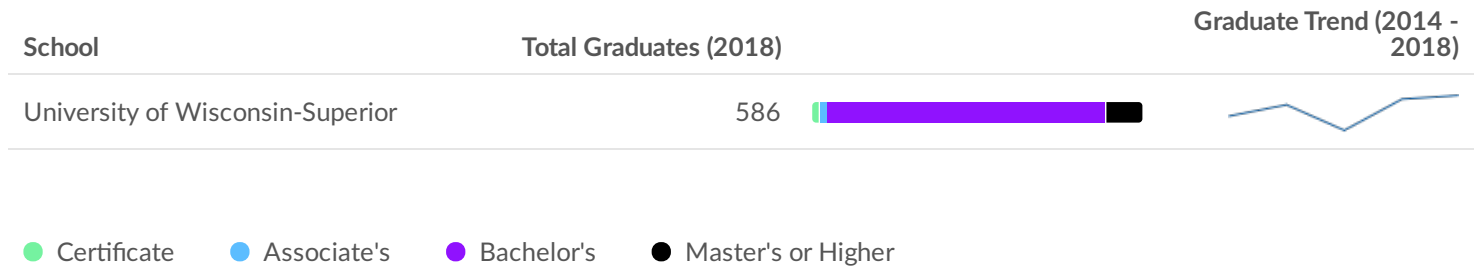


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Office and Administrative Support	2,549	2,487	-62	-2%	0.99	\$15.04	105
Food Preparation and Serving Related	1,890	2,052	162	+9%	1.39	\$9.94	68
Transportation and Material Moving	1,925	1,790	-135	-7%	1.47	\$20.73	226
Sales and Related	1,725	1,617	-108	-6%	0.93	\$11.84	191
Production	1,310	1,538	228	+17%	1.49	\$17.51	23
Education, Training, and Library	1,382	1,379	-3	0%	1.38	\$19.65	32
Construction and Extraction	949	901	-48	-5%	1.09	\$22.25	16
Installation, Maintenance, and Repair	818	851	33	+4%	1.24	\$22.44	42
Personal Care and Service	642	766	124	+19%	0.98	\$12.33	30
Healthcare Practitioners and Technical	709	714	5	+1%	0.73	\$28.88	202
Management	610	658	48	+8%	0.65	\$38.07	43
Business and Financial Operations	483	551	68	+14%	0.59	\$26.87	37
Building and Grounds Cleaning and Maintenance	431	417	-14	-3%	0.65	\$11.41	17
Healthcare Support	461	413	-48	-10%	0.87	\$14.31	26
Community and Social Service	308	340	32	+10%	1.14	\$18.76	12
Protective Service	344	340	-4	-1%	0.86	\$27.84	6
Arts, Design, Entertainment, Sports, and Media	214	229	15	+7%	0.71	\$19.44	18
Architecture and Engineering	225	216	-9	-4%	0.73	\$29.91	20

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Computer and Mathematical	116	150	34	+29%	0.29	\$30.12	29
Legal	79	82	3	+4%	0.56	\$38.19	5
Life, Physical, and Social Science	76	75	-1	-1%	0.52	\$38.24	3
Farming, Fishing, and Forestry	50	54	4	+8%	0.41	\$15.68	1
Military-only	61	52	-9	-15%	0.52	\$21.95	1

Educational Pipeline

In 2018, there were 586 graduates in Douglas County, WI. This pipeline has grown by 4% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", "Multi-/Interdisciplinary Studies, Other", and Physical Education Teaching and Coaching.



In-Demand Skills

