



# 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

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

44,562

Population (2022)

Population **grew by 1,111** over the last 5 years and is projected to **grow by 1,433** over the next 5 years.

17,700

Total Regional Employment

Jobs **grew by 583** over the last 5 years and are projected to **grow by 1,199** over the next 5 years.

\$59.7K

Median Household Income (2021)

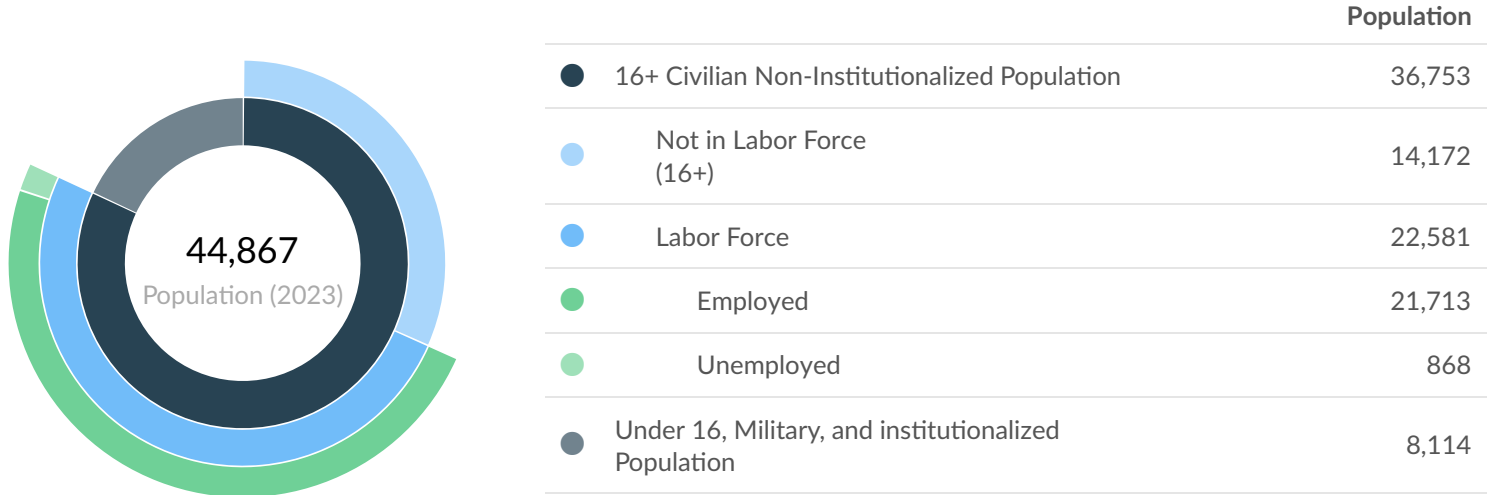
Median household income is **\$9.3K below** the national median household income of \$69.0K.

## Takeaways

- As of 2022 the region's population **increased by 2.6%** since 2017, growing by 1,111. Population is expected to **increase by 3.2%** between 2022 and 2027, adding 1,433.
- From 2017 to 2022, jobs **increased by 3.4%** in Douglas County, WI from 17,116 to **17,700**. As the number of jobs increased, the **labor force participation rate decreased from 66.8% to 62.4% between 2017 and 2022**.
- Concerning educational attainment, **18.6% of Douglas County, WI residents possess a Bachelor's Degree** (2.2% below the national average), and **13.5% hold an Associate's Degree** (4.7% above the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

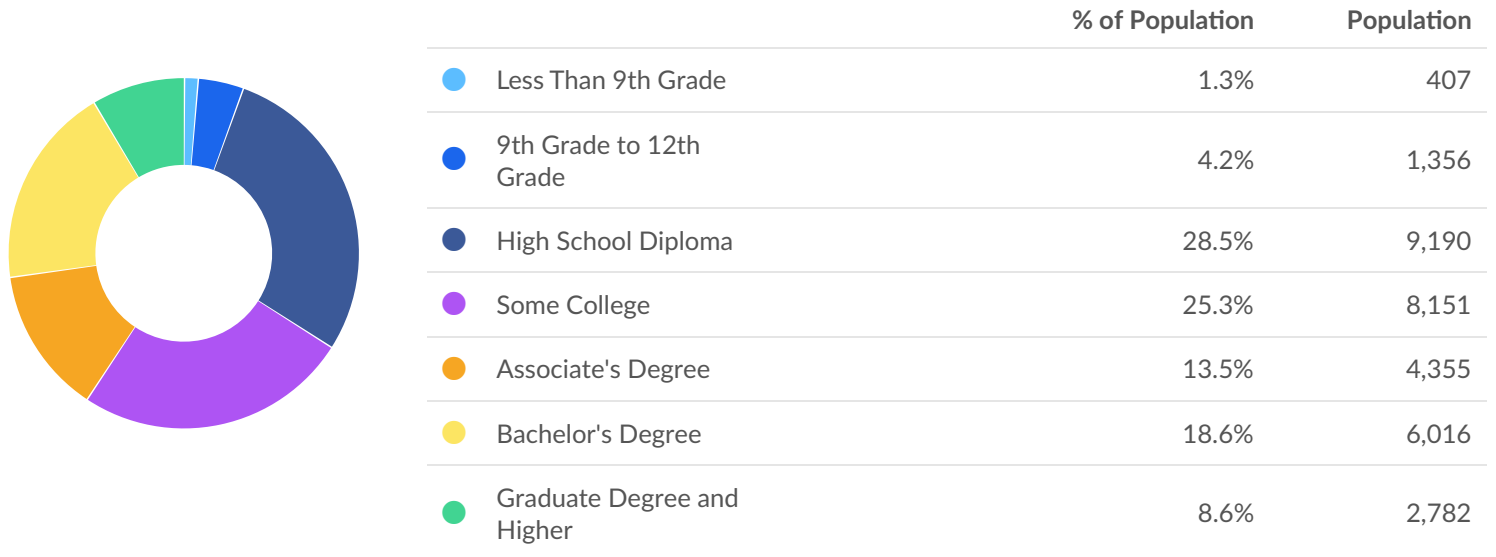
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	44,867	22,581	17,700	97.2	\$2.04B	\$3.09B	\$2.71B
State	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

## Jan 2023 Labor Force Breakdown



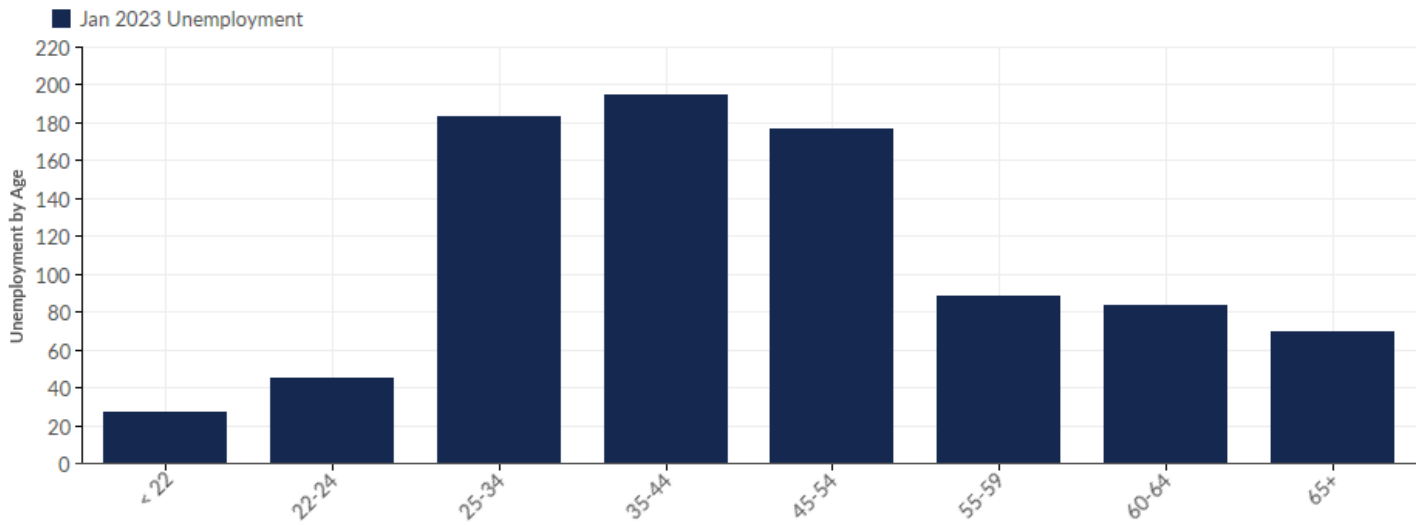
## Educational Attainment

Concerning educational attainment, **18.6% of Douglas County, WI residents possess a Bachelor's Degree** (2.2% below the national average), and **13.5% hold an Associate's Degree** (4.7% above the national average).



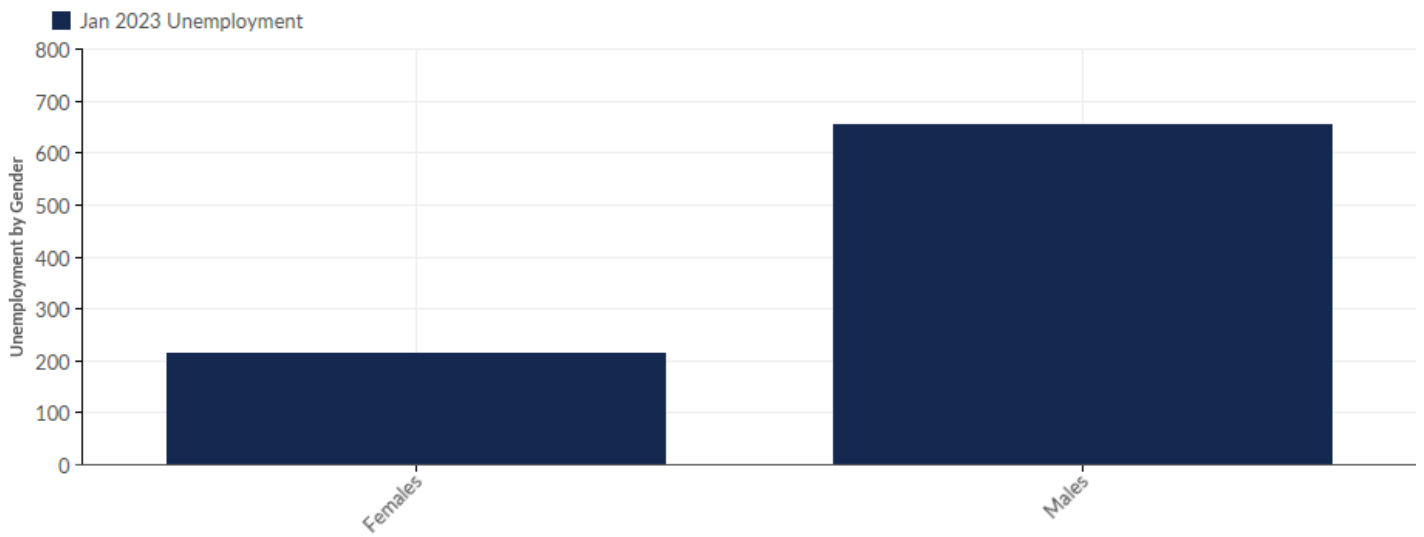
# Unemployment by Demographics

## Unemployment by Age



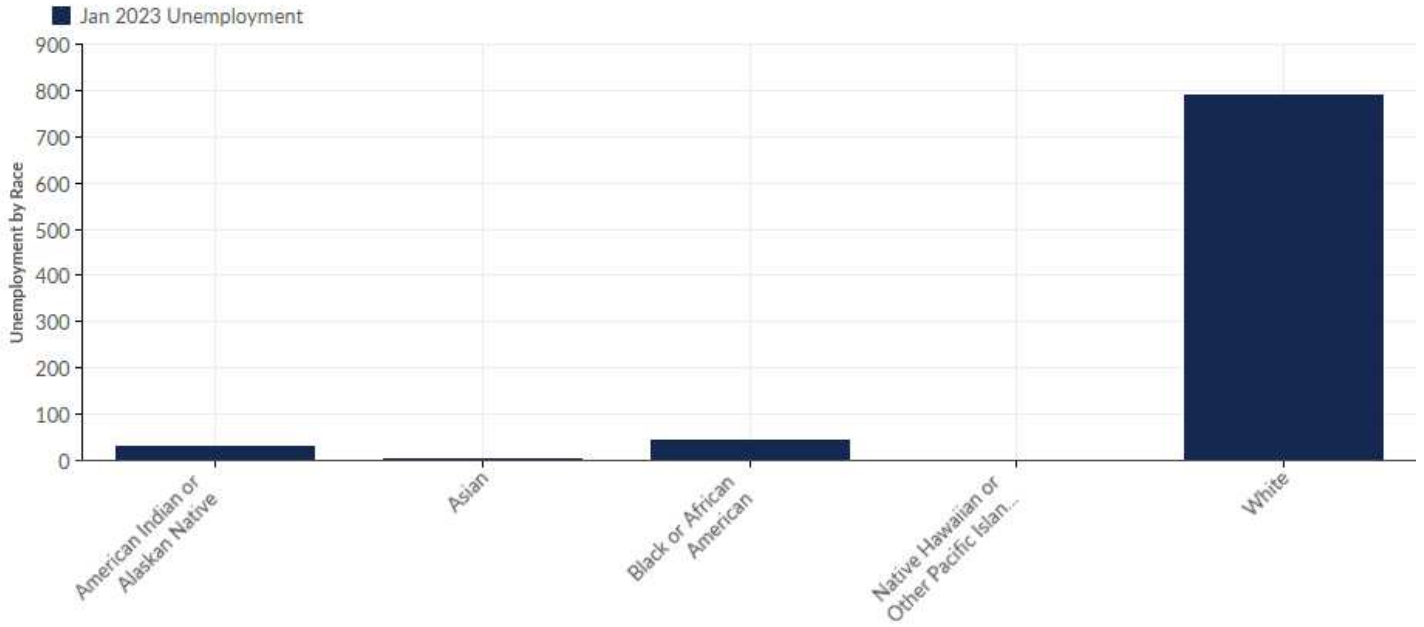
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	27	3.11%
22-24	45	5.18%
25-34	183	21.08%
35-44	195	22.47%
45-54	177	20.39%
55-59	89	10.25%
60-64	83	9.56%
65+	70	8.06%
Total	868	100.00%

## Unemployment by Gender



Gender	Unemployment (Jan 2023)	% of Unemployed
Females	215	24.77%
Males	653	75.23%
Total	868	100.00%

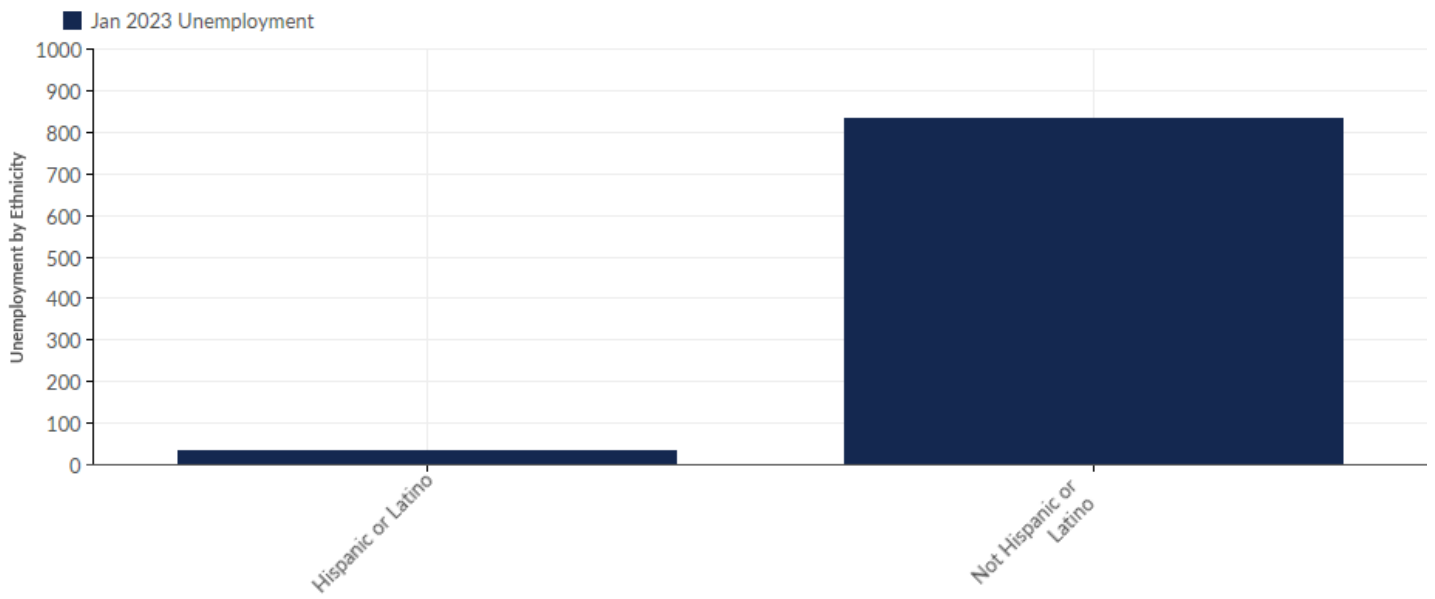
## Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	31	3.57%
Asian	4	0.46%
Black or African American	42	4.84%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	791	91.13%
<b>Total</b>	<b>868</b>	<b>100.00%</b>



## Unemployment by Ethnicity

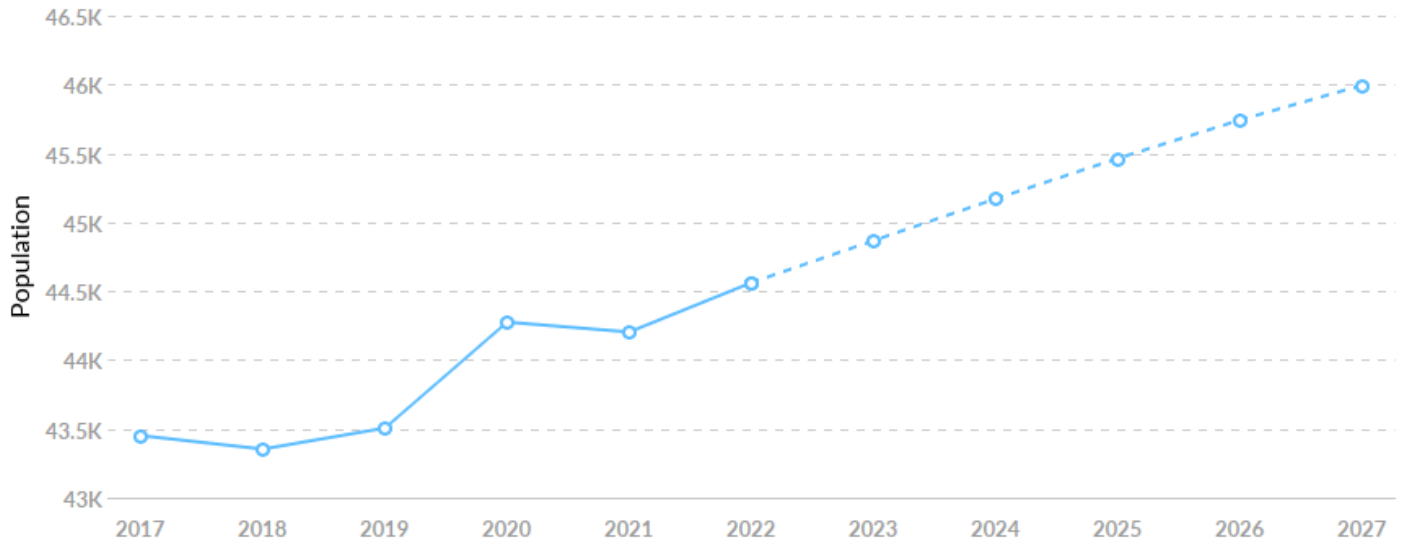


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	34	3.92%
Not Hispanic or Latino	834	96.08%
Total	868	100.00%

# Historic & Projected Trends

## Population Trends

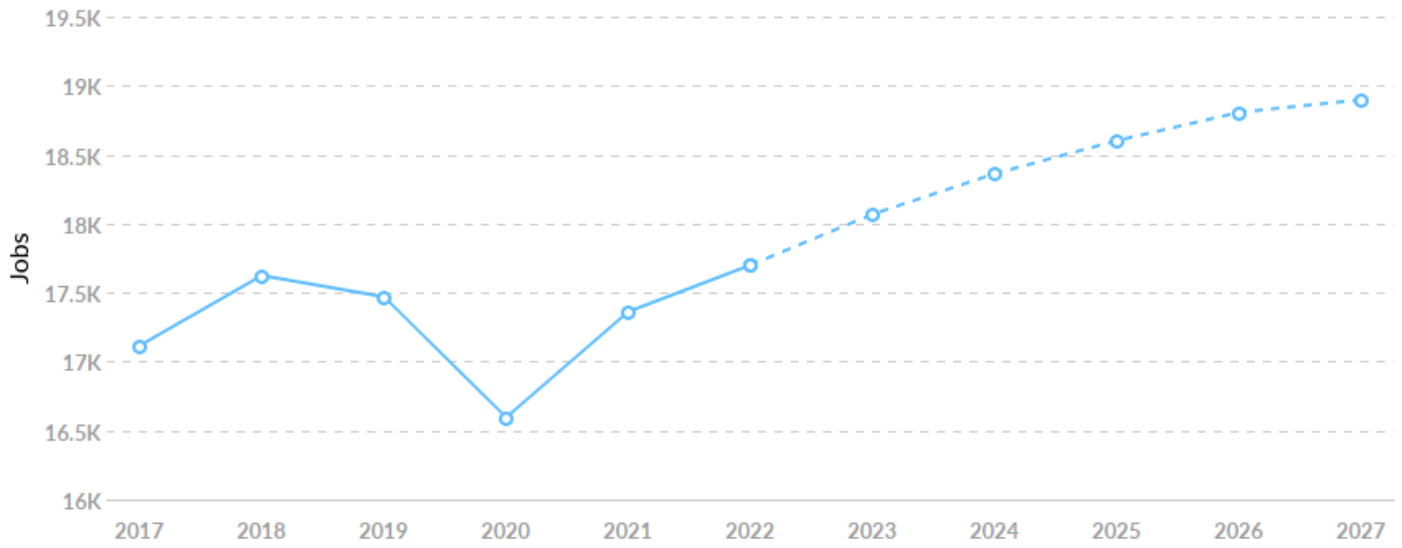
As of 2022 the region's population increased by 2.6% since 2017, growing by 1,111. Population is expected to increase by 3.2% between 2022 and 2027, adding 1,433.



Timeframe	Population
2017	43,451
2018	43,353
2019	43,506
2020	44,275
2021	44,203
2022	44,562
2023	44,867
2024	45,171
2025	45,464
2026	45,743
2027	45,995

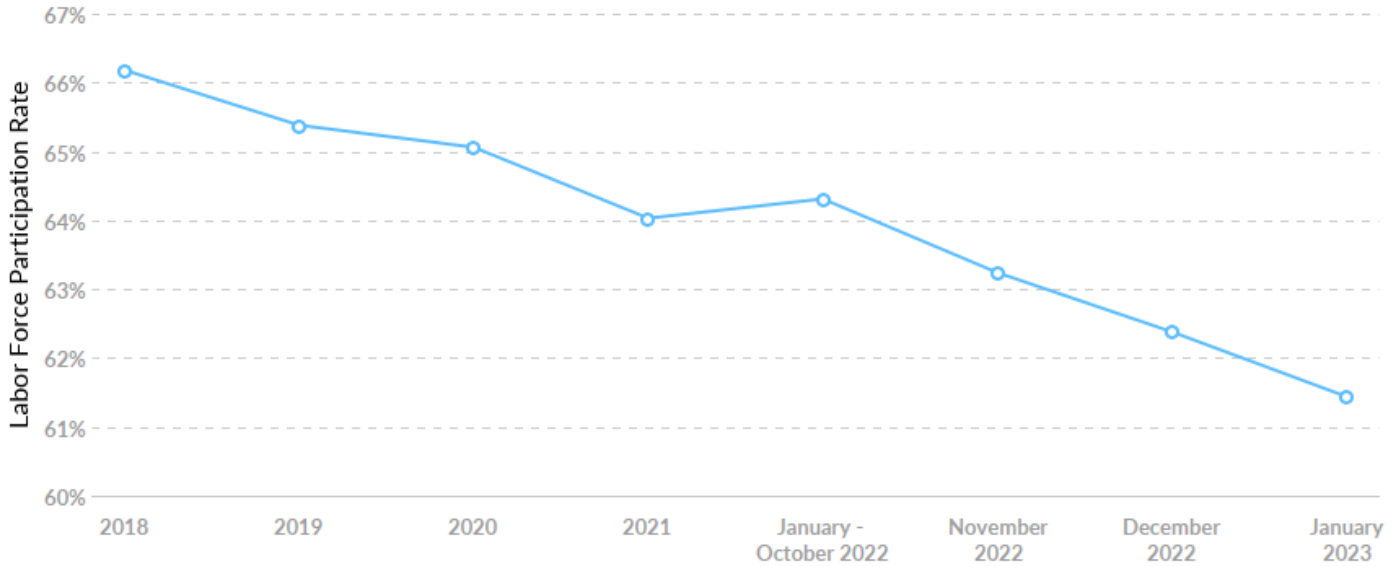
## Job Trends

From 2017 to 2022, jobs increased by 3.4% in Douglas County, WI from 17,116 to 17,700.



Timeframe	Jobs
2017	17,116
2018	17,624
2019	17,470
2020	16,596
2021	17,362
2022	17,700
2023	18,069
2024	18,362
2025	18,602
2026	18,807
2027	18,898

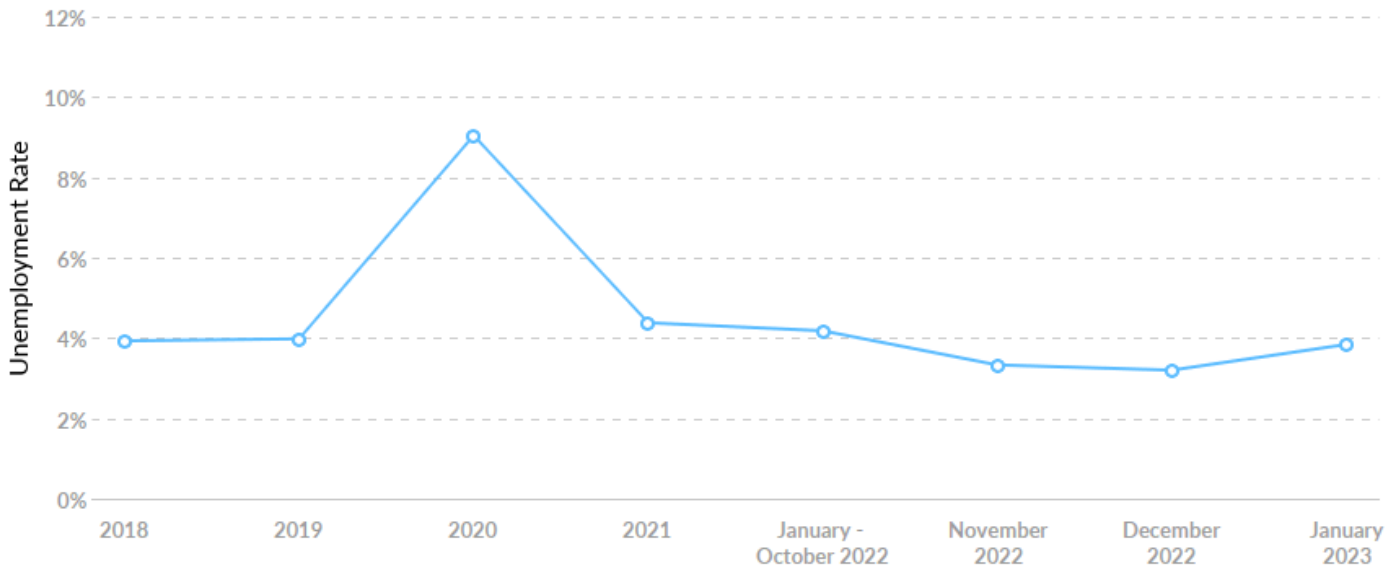
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	66.18%
2019	65.38%
2020	65.06%
2021	64.03%
January - October 2022	64.31%
November 2022	63.24%
December 2022	62.38%
January 2023	61.44%

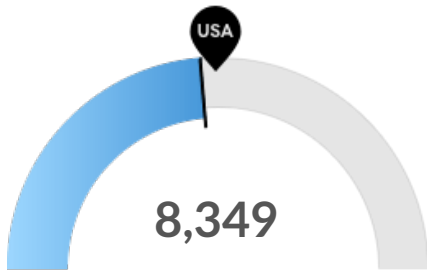
## Unemployment Rate Trends

Douglas County, WI had a January 2023 unemployment rate of 3.84%, decreasing from 3.93% 5 years before.



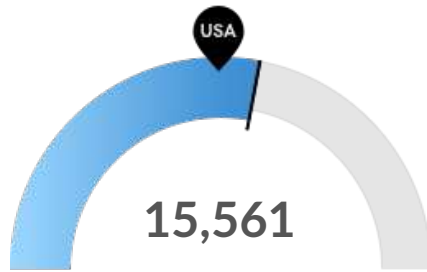
Timeframe	Unemployment Rate
2018	3.93%
2019	3.98%
2020	9.04%
2021	4.38%
January - October 2022	4.18%
November 2022	3.33%
December 2022	3.20%
January 2023	3.84%

## Population Characteristics



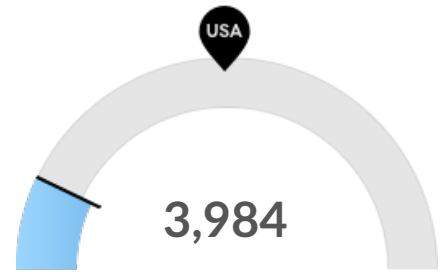
**Millennials**

Douglas County, WI has 8,349 millennials (ages 25-39). The national average for an area this size is 9,029.



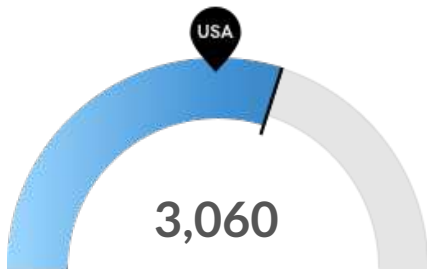
**Retiring Soon**

Retirement risk is high in Douglas County, WI. The national average for an area this size is 13,139 people 55 or older, while there are 15,561 here.



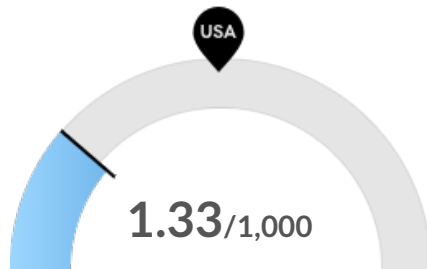
**Racial Diversity**

Racial diversity is low in Douglas County, WI. The national average for an area this size is 17,988 racially diverse people, while there are 3,984 here.



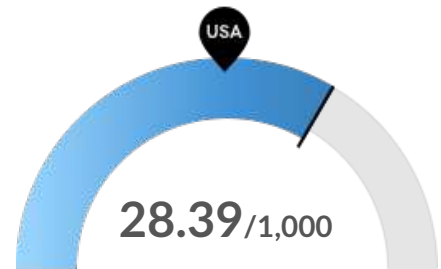
**Veterans**

Douglas County, WI has 3,060 veterans. The national average for an area this size is 2,322.



**Violent Crime**

Douglas County, WI has 1.33 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

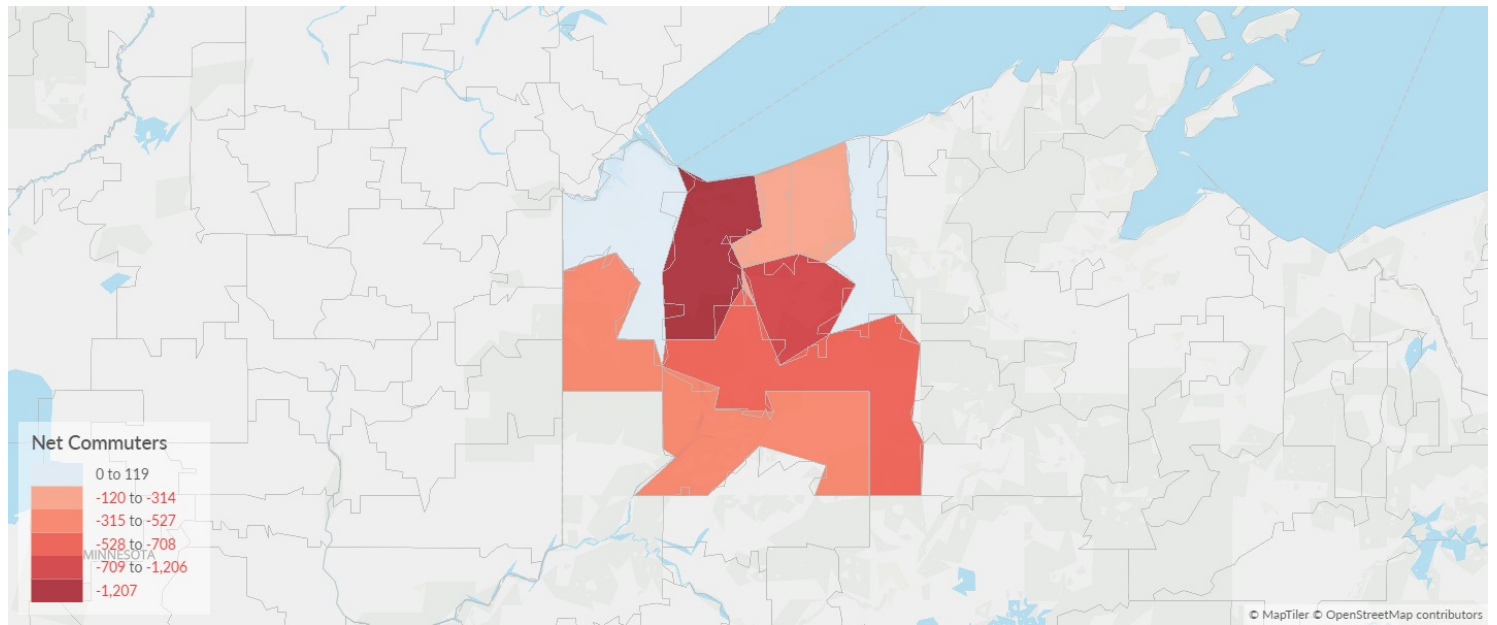


**Property Crime**

Douglas County, WI has 28.39 property crimes per 1,000 people. The national rate is 17.8 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	2022 Employment
54880	Superior, WI (in Douglas...)	14,347
54873	Solon Springs, WI (in Do...)	966
54874	South Range, WI (in Do...)	656
54820	Brule, WI (in Douglas co...)	467
54864	Poplar, WI (in Douglas c...)	363

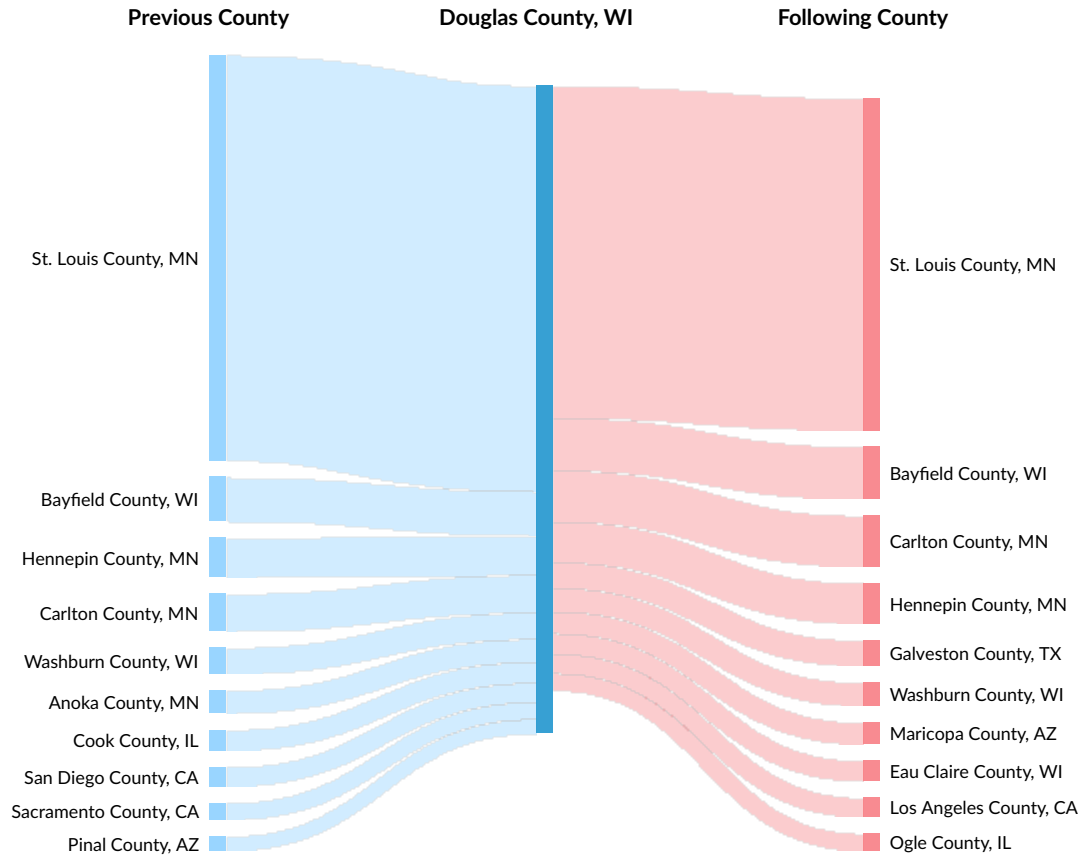
### Where Talent Lives

ZIP	Name	2022 Workers
54880	Superior, WI (in Douglas...)	14,309
54874	South Range, WI (in Do...)	1,863
54873	Solon Springs, WI (in Do...)	1,494
54849	Lake Nebagamom, WI (in...)	999
54864	Poplar, WI (in Douglas c...)	609

# 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 2020, 551 people have migrated from St. Louis County, MN to Douglas County, WI. In the same year, 451 people left Douglas County, WI migrating to St. Louis County, MN. The total Net Migration for Douglas County, WI in 2020 was 80.



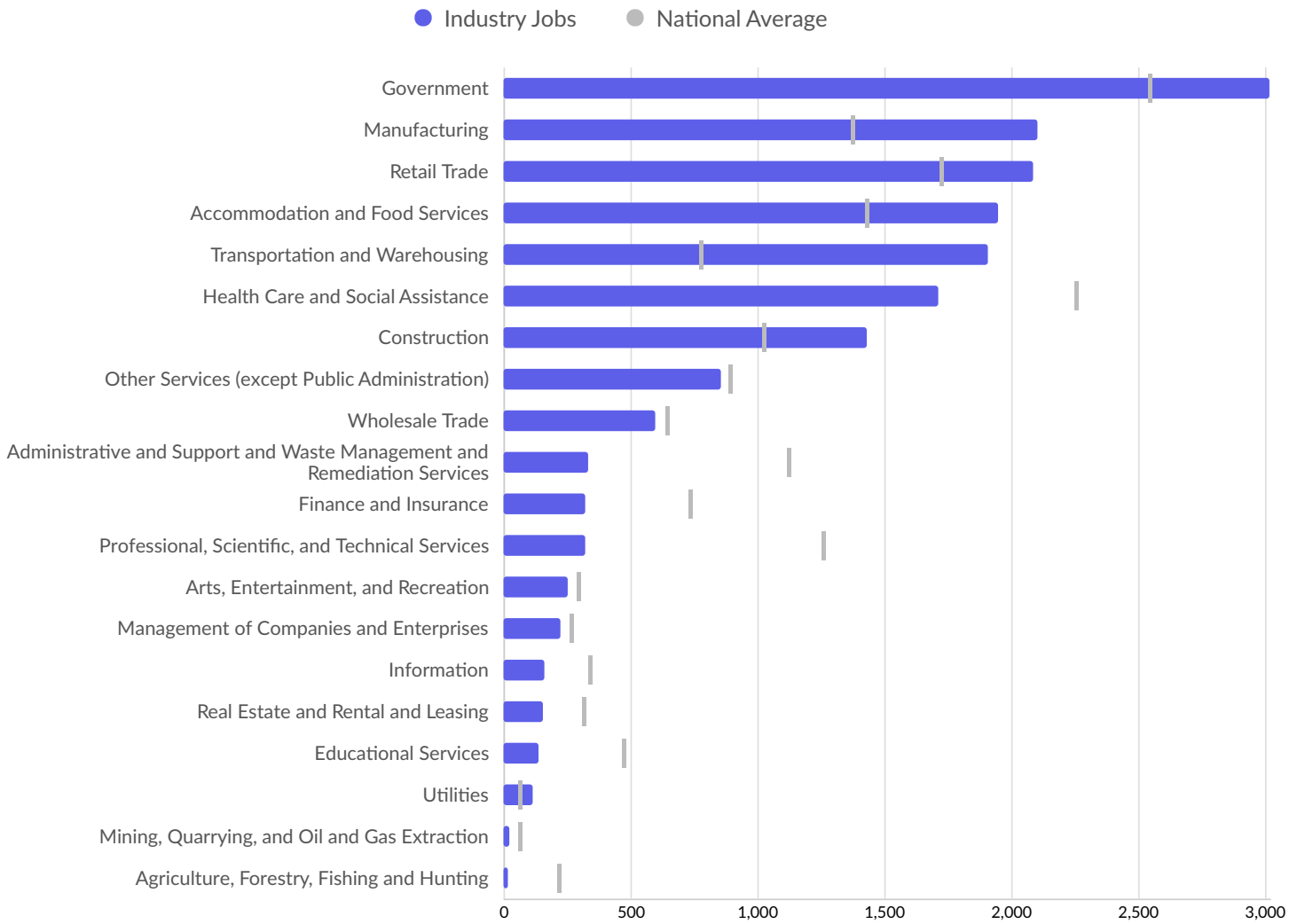
Top Previous Counties	Migrations
St. Louis County, MN	551
Bayfield County, WI	60
Hennepin County, MN	54
Carlton County, MN	51
Washburn County, WI	36
Anoka County, MN	31



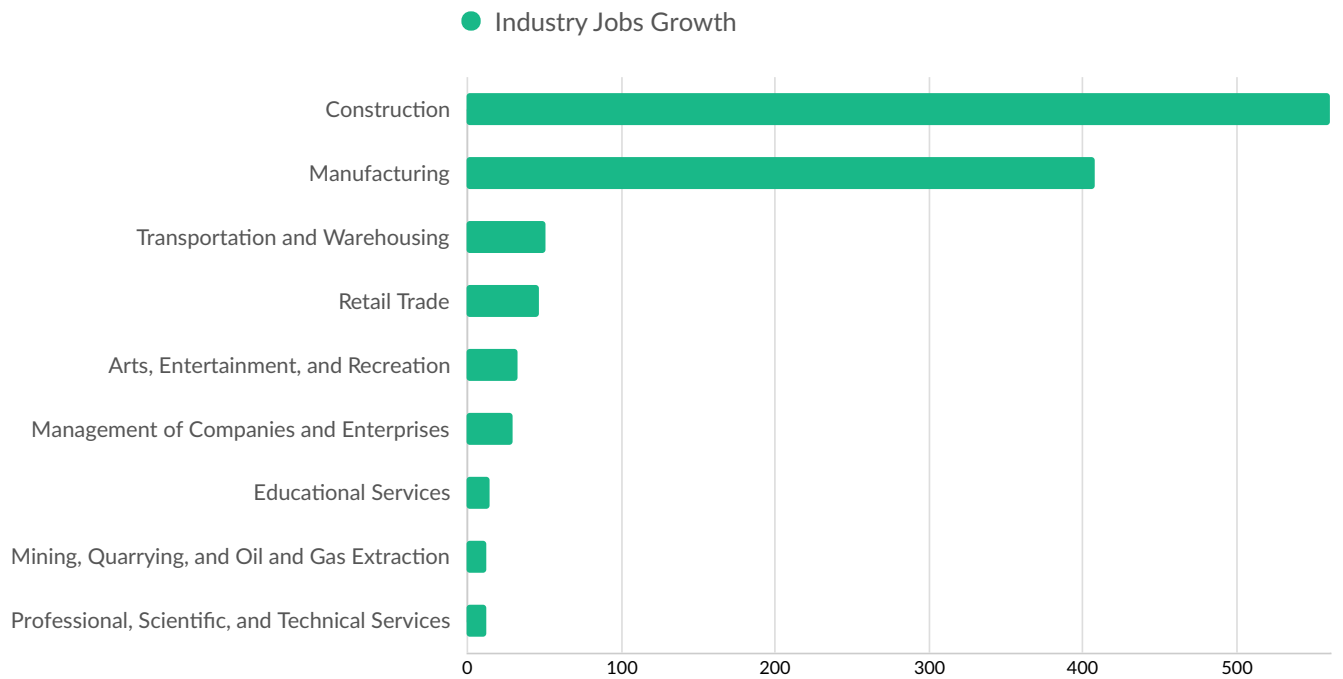
<b>Top Previous Counties</b>	<b>Migrations</b>
Cook County, IL	28
San Diego County, CA	26
Sacramento County, CA	23
Pinal County, AZ	20
Marathon County, WI	19
Lake County, MN	19
Dane County, WI	18
Fremont County, CO	17
Polk County, IA	16
<b>Top Following Counties</b>	<b>Migrations</b>
St. Louis County, MN	451
Bayfield County, WI	71
Carlton County, MN	70
Hennepin County, MN	55
Galveston County, TX	35
Washburn County, WI	32
Maricopa County, AZ	30
Eau Claire County, WI	28
Los Angeles County, CA	26
Ogle County, IL	24
Dane County, WI	23
Brown County, WI	22
Scott County, MN	20
Dakota County, MN	19
St. Charles County, MO	19

# Industry Characteristics

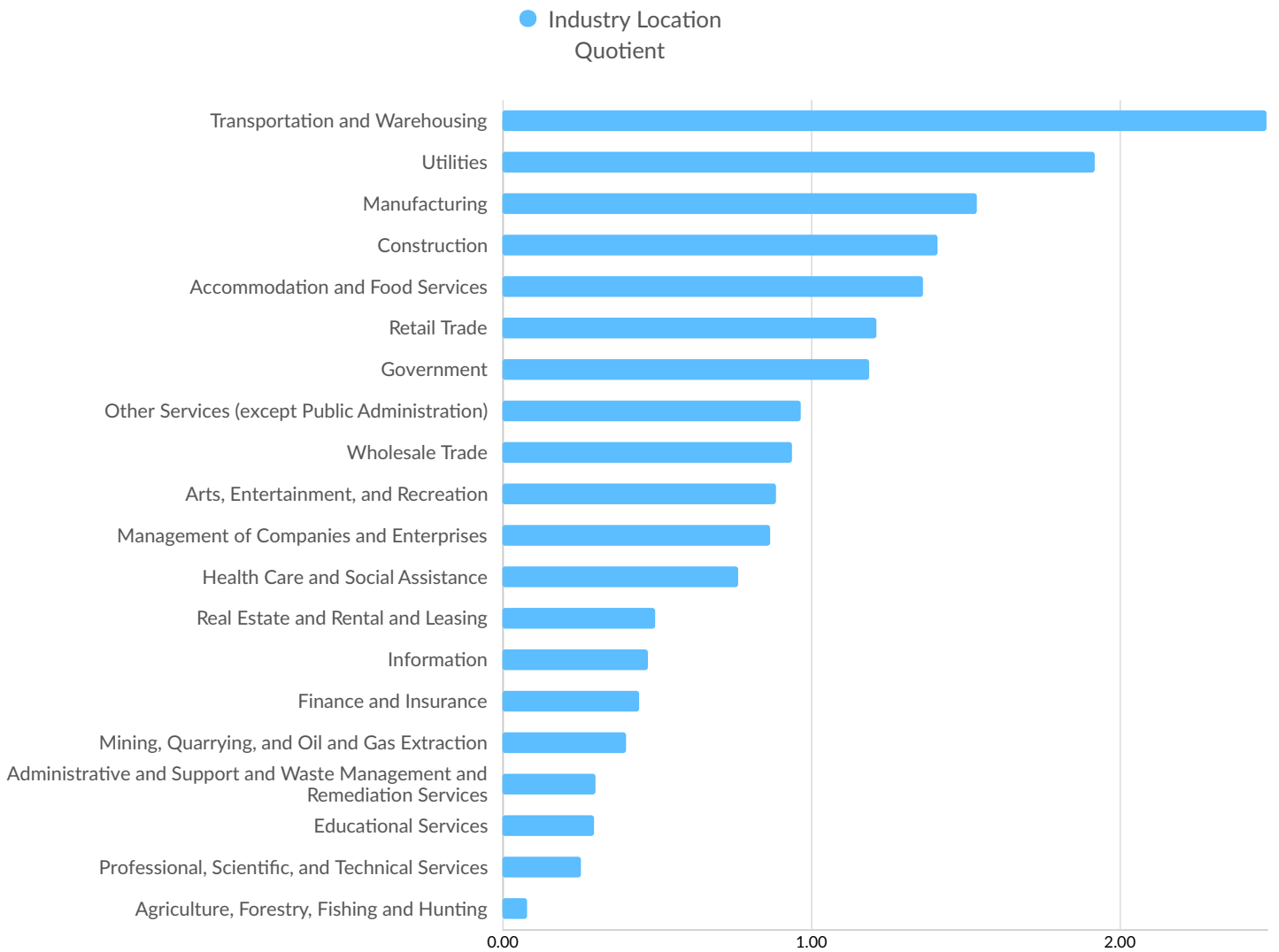
## Largest Industries



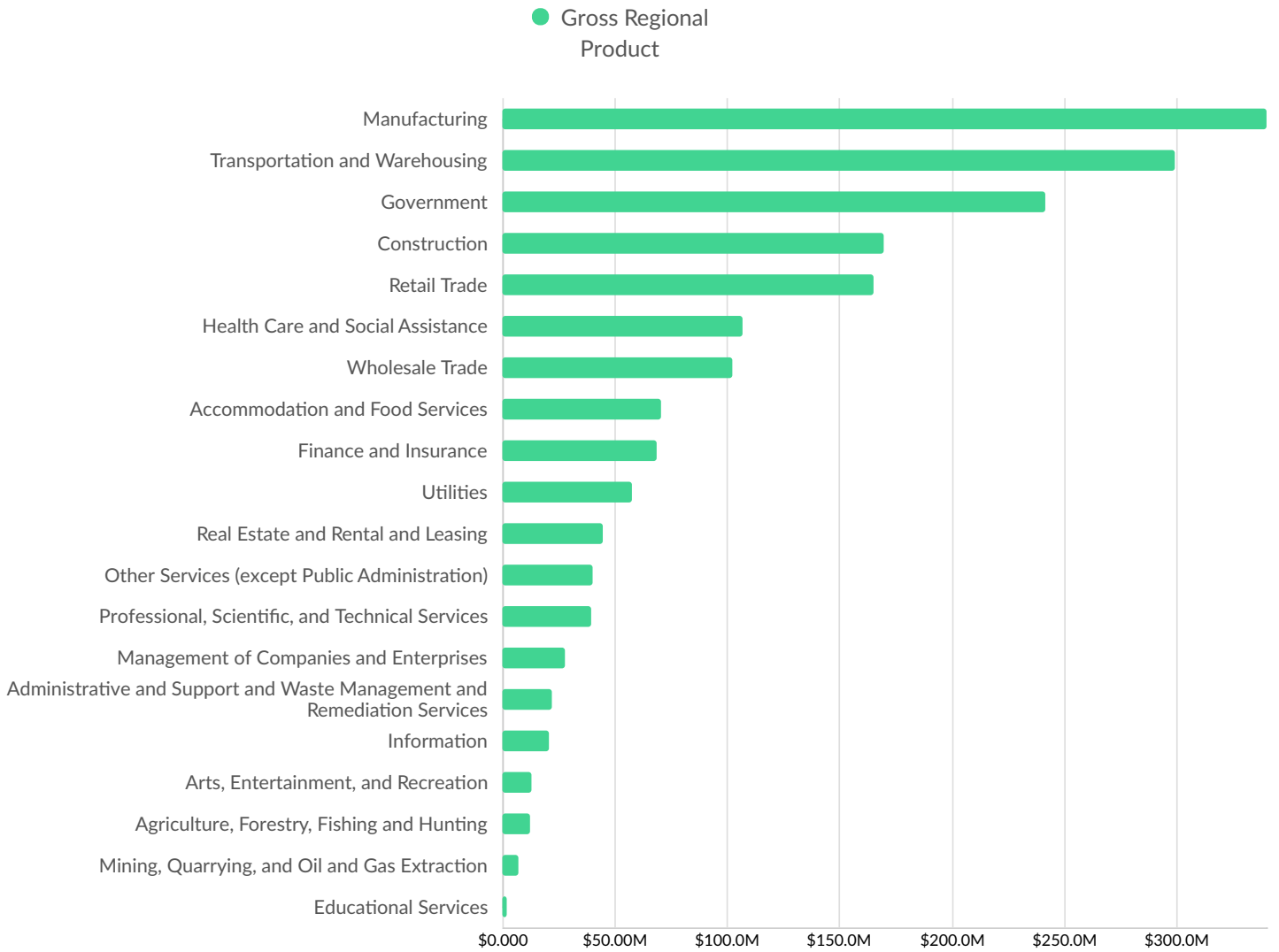
## Top Growing Industries



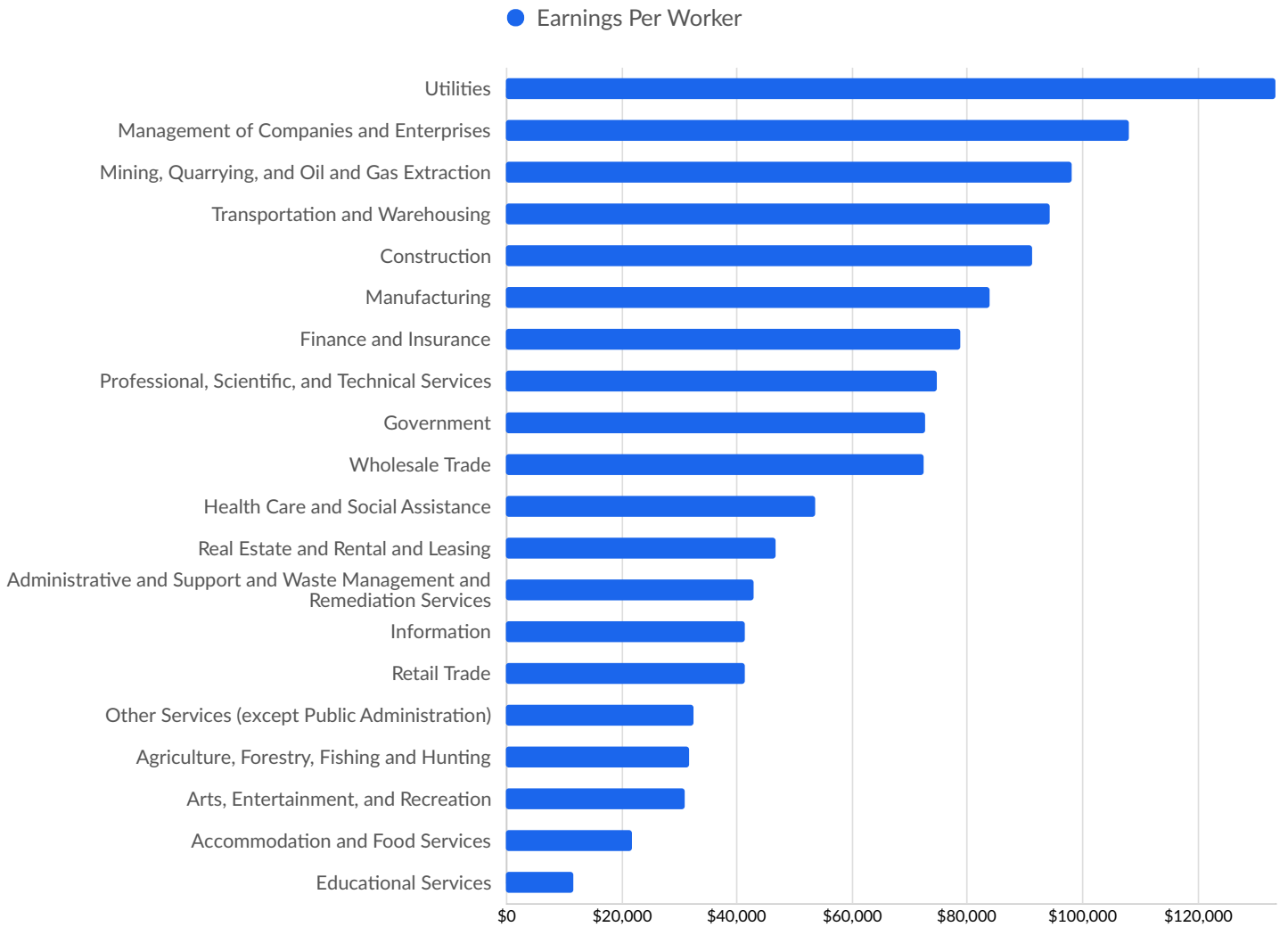
## Top Industry Location Quotient



## Top Industry GRP























## Top Industry Earnings



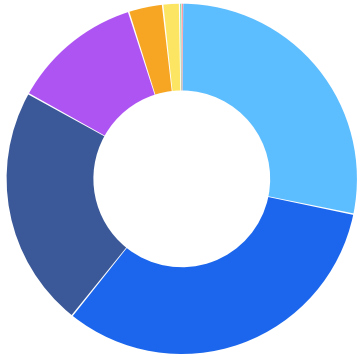
## Business Characteristics

### 3,824 Companies Employ Your Workers

Online profiles for your workers mention 3,824 companies as employers, with the top 10 appearing below. In the last 12 months, 306 companies in Douglas County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Essentia Health	362 	Essentia Health	250 
University Of Wisconsin - Super...	293 	Kwik Trip	64 
UnitedHealth Group	113 	University Of Wisconsin-Madiso...	61 
Superior School District	88 	Super One Foods	51 
School District Of Superior	80 	Interim HealthCare	46 
Enbridge	66 	Walmart	44 
City Of Superior	65 	Cenovus Energy	42 
Amsoil	64 	Keurig Dr Pepper	32 
St. Luke's Duluth, Mn	54 	Enbridge	31 
BNSF Railway	52 	Monarch Healthcare Manageme...	27 

## Business Size



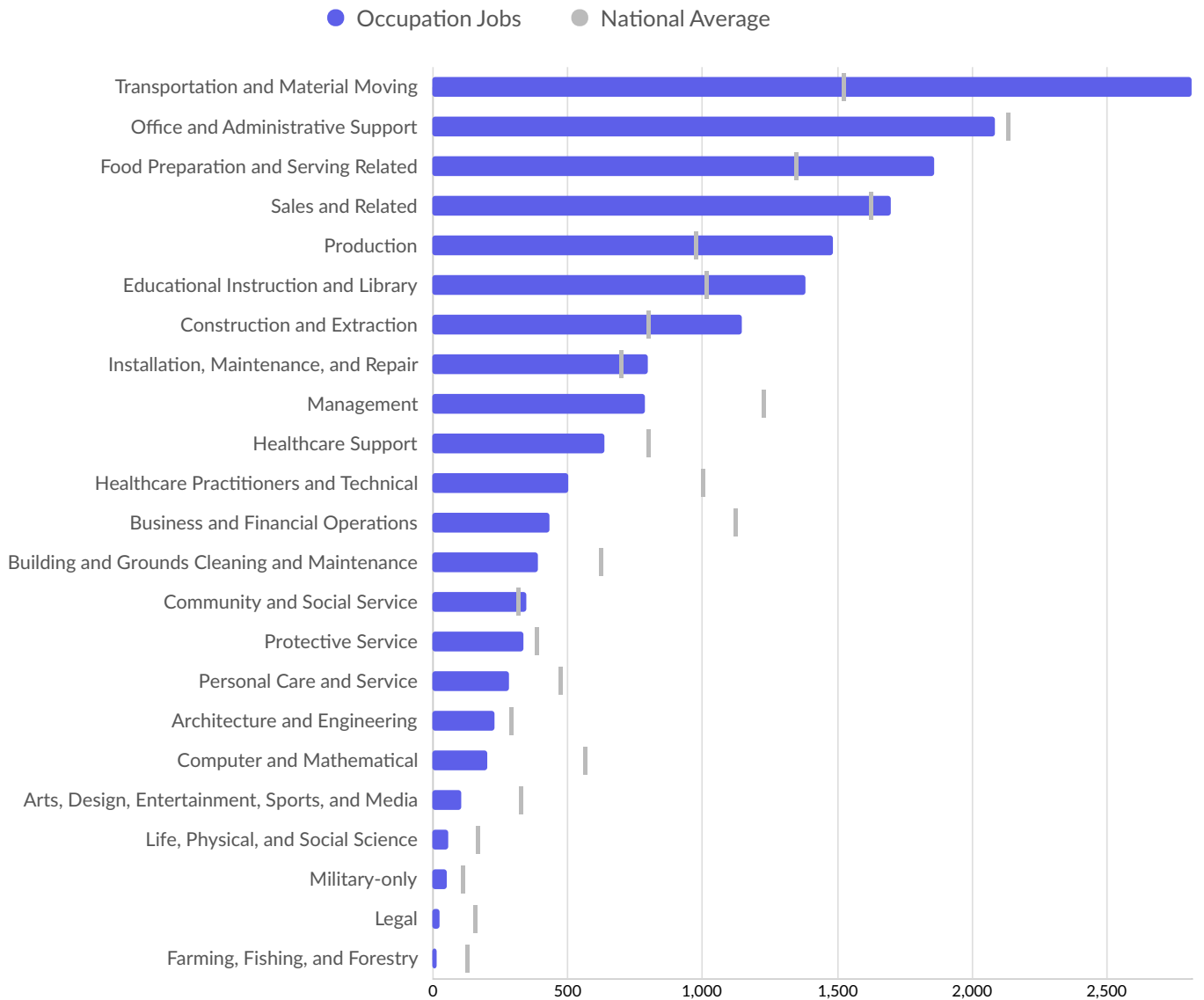
	Percentage	Business Count
● 1 to 4 employees	28.2%	419
● 5 to 9 employees	32.5%	484
● 10 to 19 employees	22.3%	332
● 20 to 49 employees	12.0%	179
● 50 to 99 employees	3.2%	47
● 100 to 249 employees	1.5%	23
● 250 to 499 employees	0.2%	3
● 500+ employees	0.1%	1

\*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.

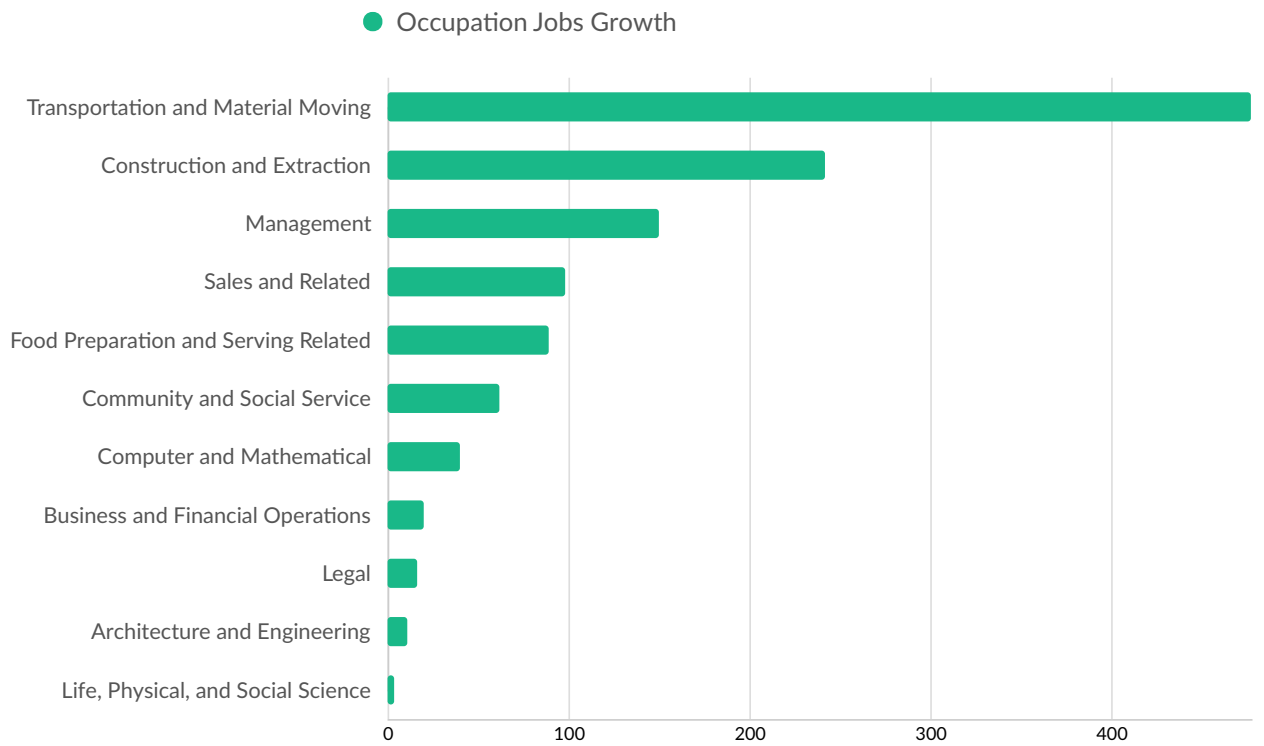


# Workforce Characteristics

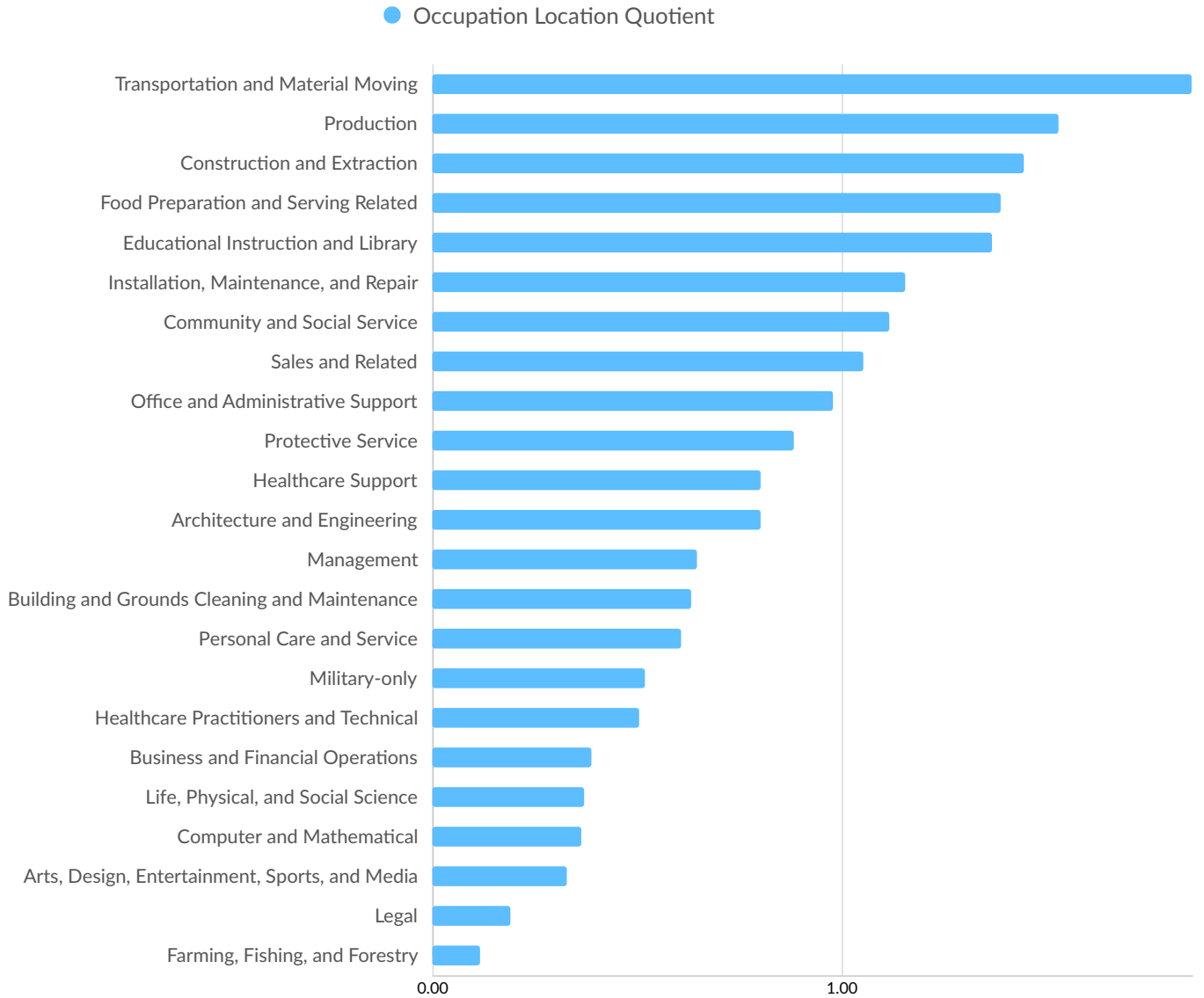
## Largest Occupations



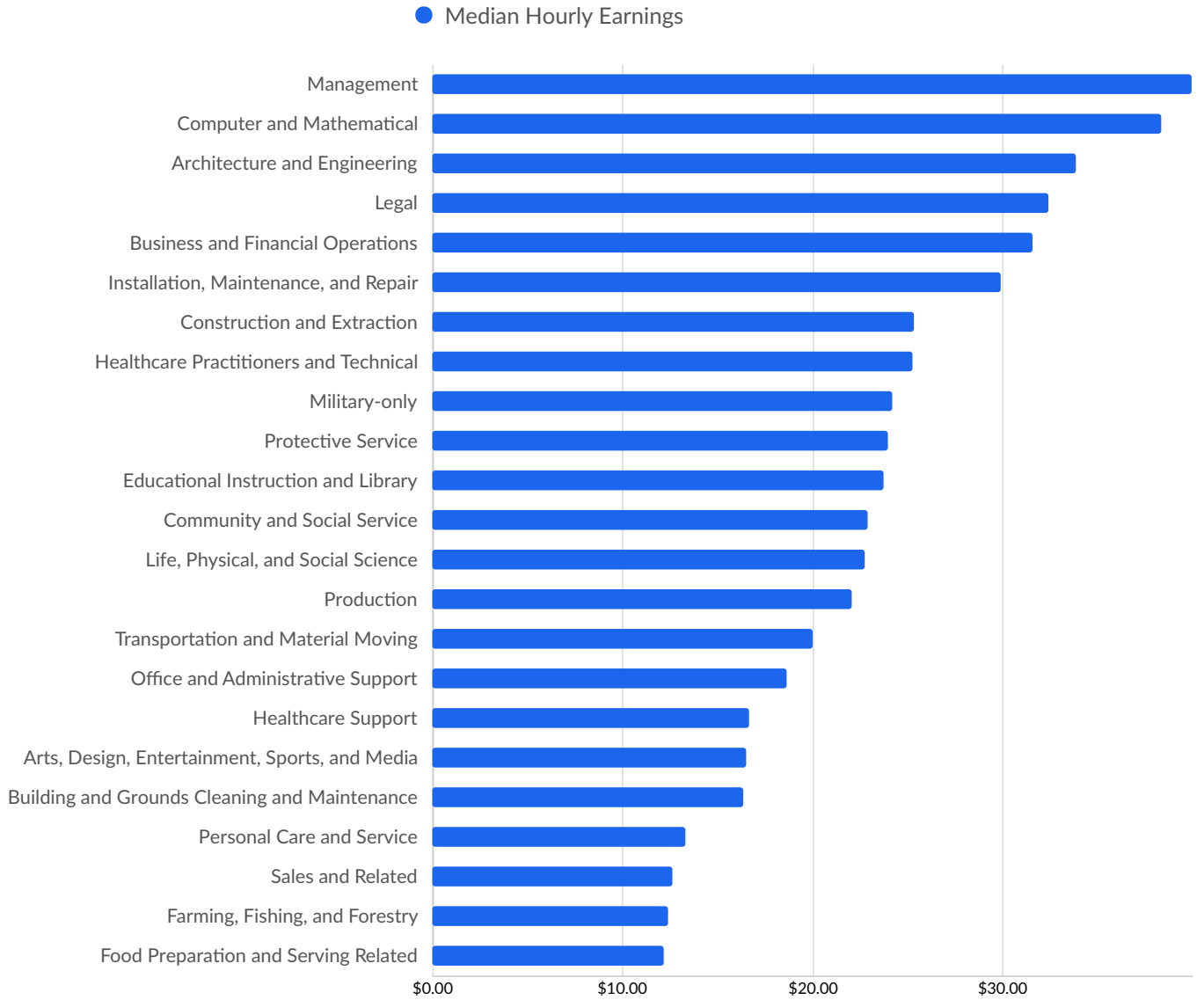
## Top Growing Occupations



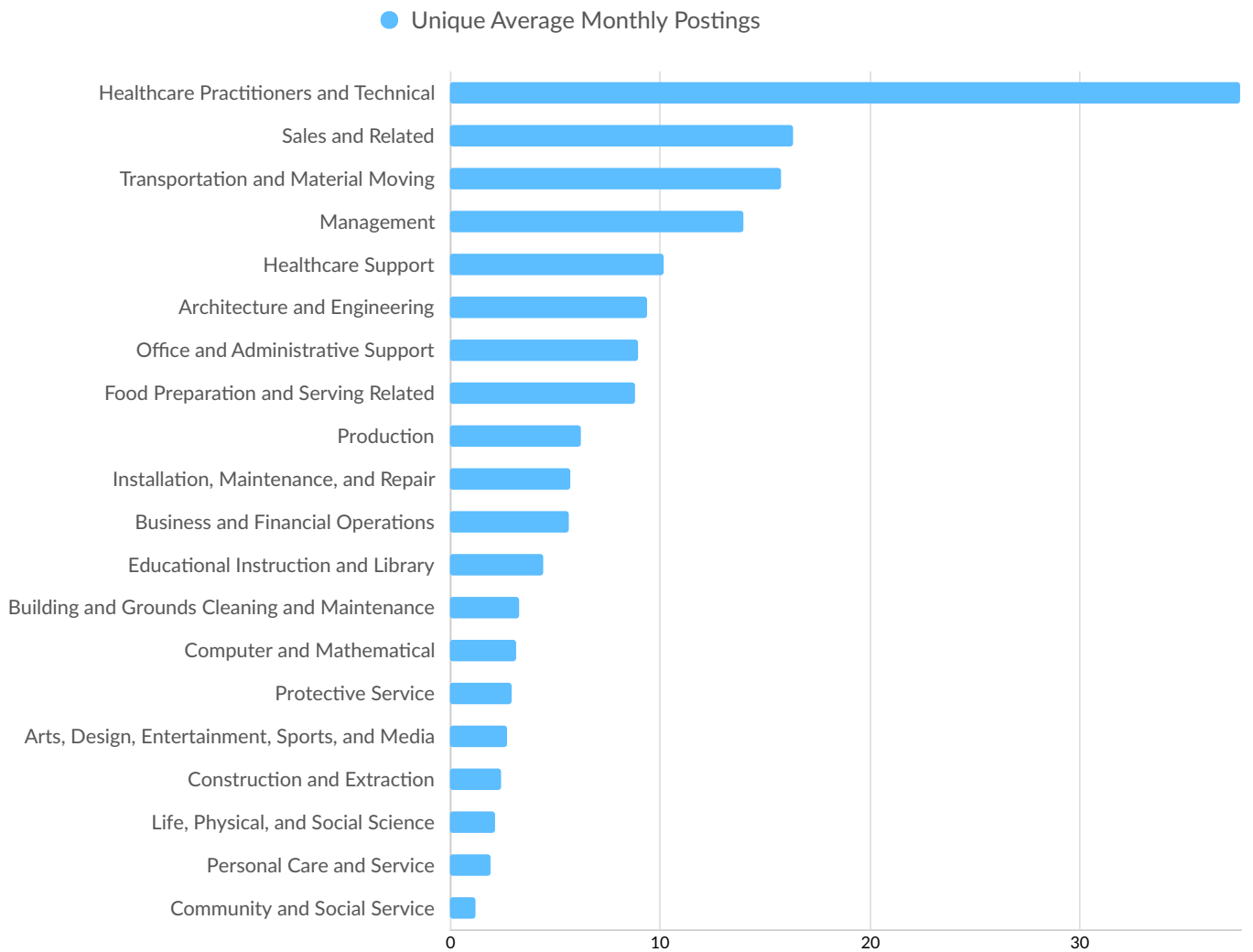
## Top Occupation Location Quotient



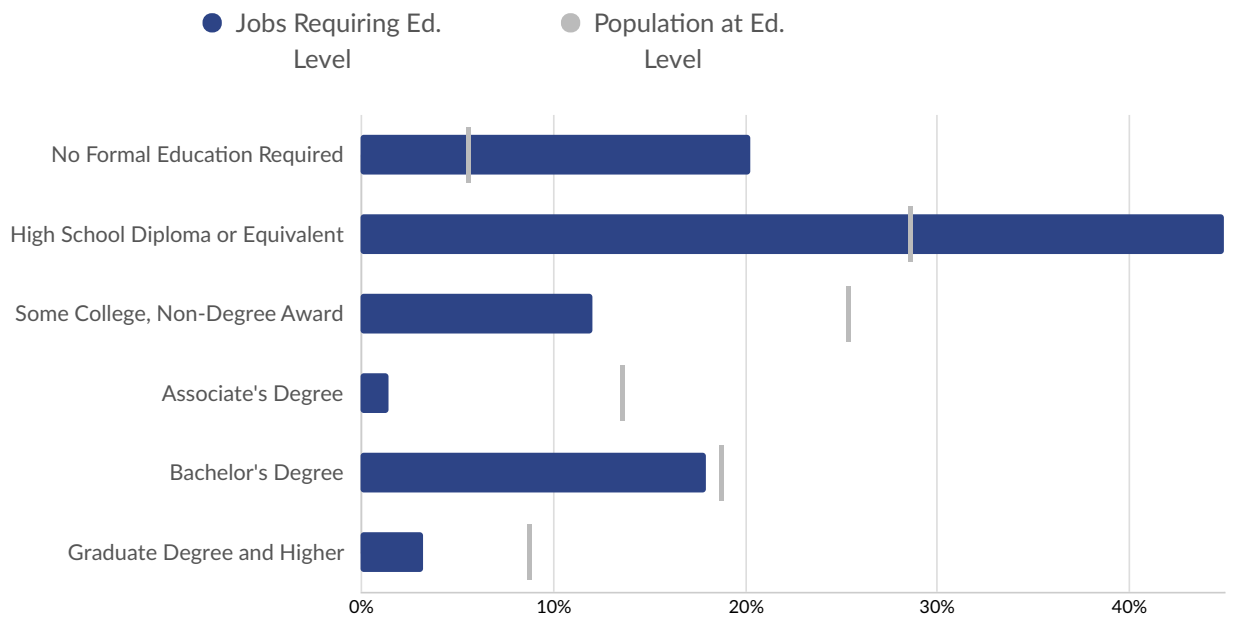
## Top Occupation Earnings



## Top Posted Occupations

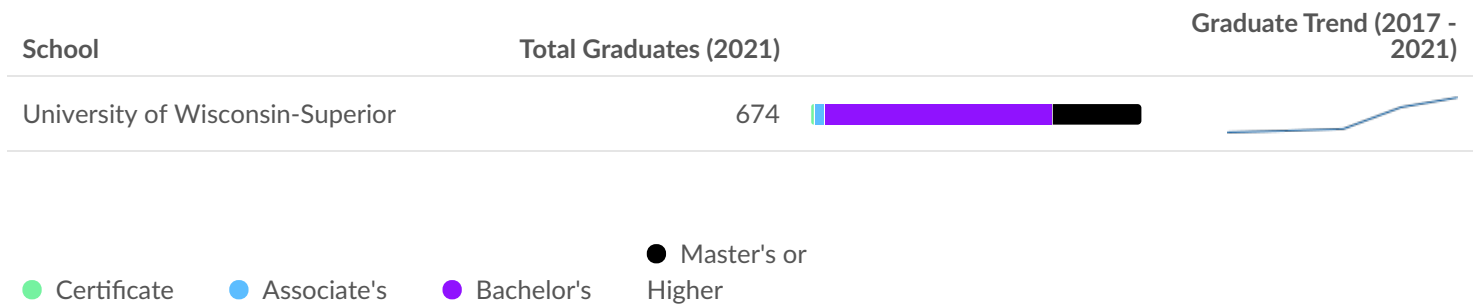


## Underemployment



## Educational Pipeline

In 2021, there were 674 graduates in Douglas County, WI. This pipeline has grown by 16% over the last 5 years. The highest share of these graduates come from "Elementary Education and Teaching" (Bachelor's), "Business Administration and Management, General" (Bachelor's), and "Multi-/Interdisciplinary Studies, Other" (Bachelor's).



# In-Demand Skills

