



Iron County, WI

Northwest Regional Planning Commission



Northwest Regional Planning Commission

NWRPC

keeping your future as our focus

1400 S. River Street
Spooner, Wisconsin 54801

Contents

Economy Overview	1
Historic & Projected Trends	3
Population Characteristics	7
Industry Characteristics	9
Business Characteristics	14
Workforce Characteristics	16
Educational Pipeline	23

Economy Overview

5,677

Population (2017)

Population **decreased by 263** over the last 5 years and is projected to **decrease by 247** over the next 5 years.

1,926

Jobs (2017)

Jobs **decreased by 49** over the last 5 years but are projected to **grow by 41** over the next 5 years.

\$41.3K

Median Household Income (2016)

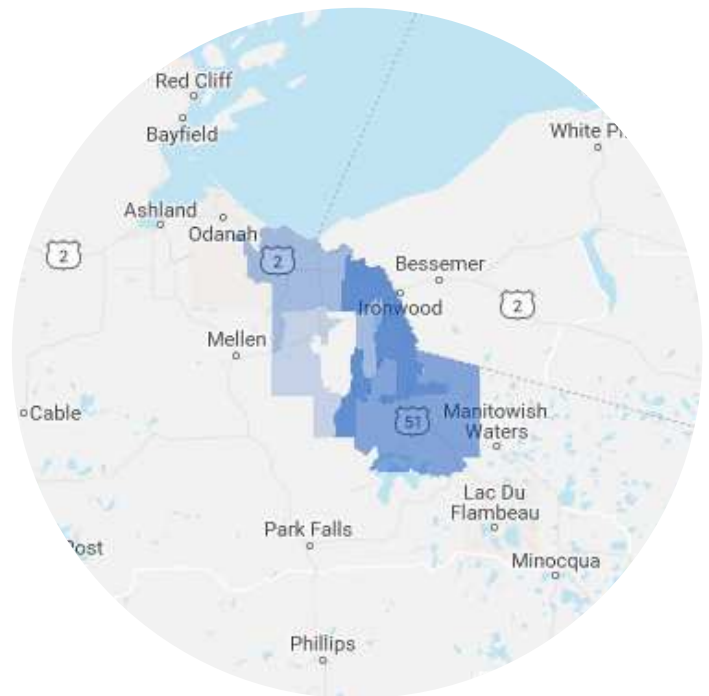
Median household income is **\$14.1K below** the national median household income of \$55.3K.

As of 2017 the region's population **declined by 4.4%** since 2012, falling by 263. Population is expected to **decrease by 4.3%** between 2017 and 2022, losing 247.

From 2012 to 2017, jobs **declined by 2.5%** in Iron County, WI from 1,975 to 1,926. This change **fell short of the national growth rate of 8.2% by 10.7%**. As the number of jobs declined, the **labor force participation rate decreased from 54.7% to 52.5% between 2012 and 2017**.

Concerning educational attainment, **15.7% of Iron County, WI residents possess a Bachelor's Degree** (2.7% below the national average), and **11.8% hold an Associate's Degree** (3.9% above the national average).

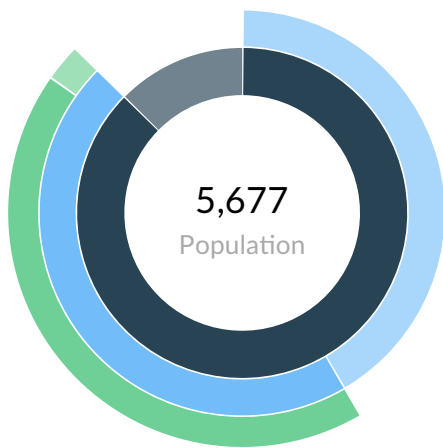
The top three industries in 2017 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Nursing Care Facilities (Skilled Nursing Facilities).



	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	5,677	2,600	1,926	98.4	\$149.71M	\$299.54M	\$156.34M
NWRPC	174,586	89,649	75,384	98.2	\$6.35B	\$10.14B	\$8.55B
Nation	325,401,909	160,185,502	160,946,219	100.0	\$19.27T	\$0	\$8.36T

Economy Overview - Cont.

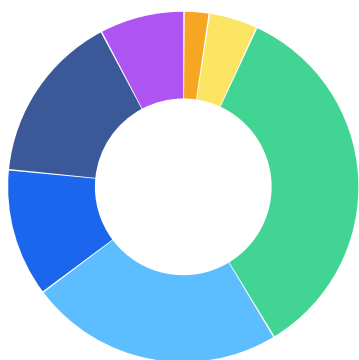
2017 Labor Force Breakdown



	Population
● Total Working Age Population	4,957
● Not in Labor Force (15+)	2,357
● Labor Force	2,600
● Employed	2,453
● Unemployed	147
● Under 15	720

Educational Attainment

Concerning educational attainment, **15.7% of Iron County, WI residents possess a Bachelor's Degree** (2.7% below the national average), and **11.8% hold an Associate's Degree** (3.9% above the national average).

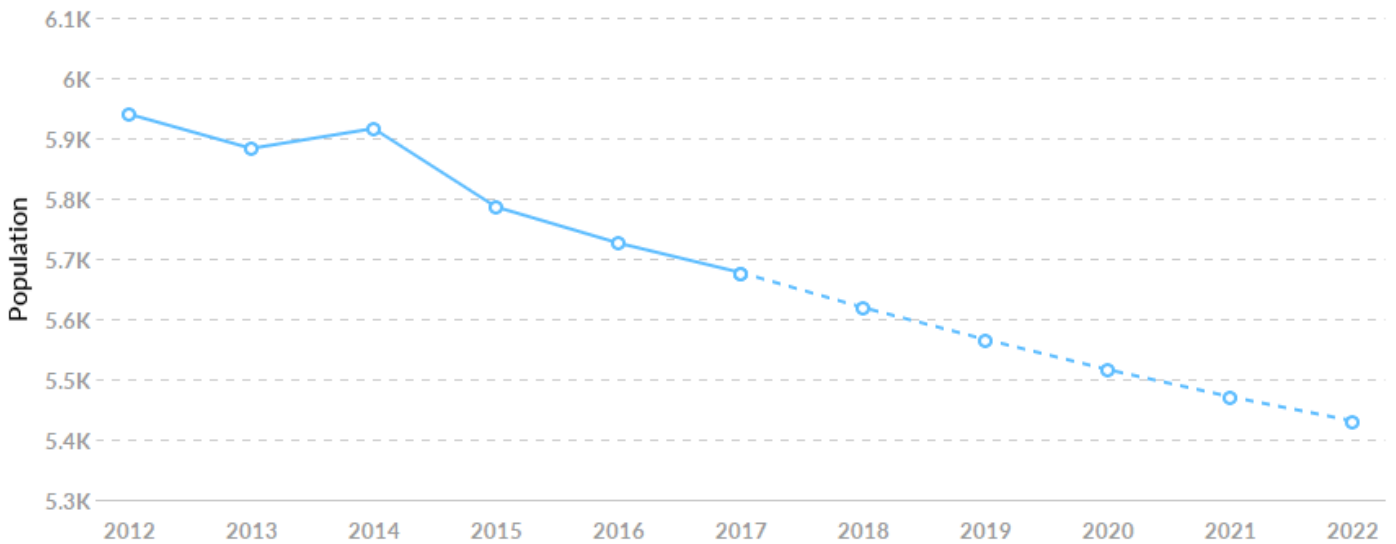


	% of Population	Population
● Less Than 9th Grade	2.3%	104
● 9th Grade to 12th Grade	4.5%	203
● High School Diploma	34.5%	1,555
● Some College	23.4%	1,057
● Associate's Degree	11.8%	532
● Bachelor's Degree	15.7%	709
● Graduate Degree and Higher	7.8%	352

Historic & Projected Trends

Population Trends

As of 2017 the region's population declined by 4.4% since 2012, falling by 263. Population is expected to decrease by 4.3% between 2017 and 2022, losing 247.

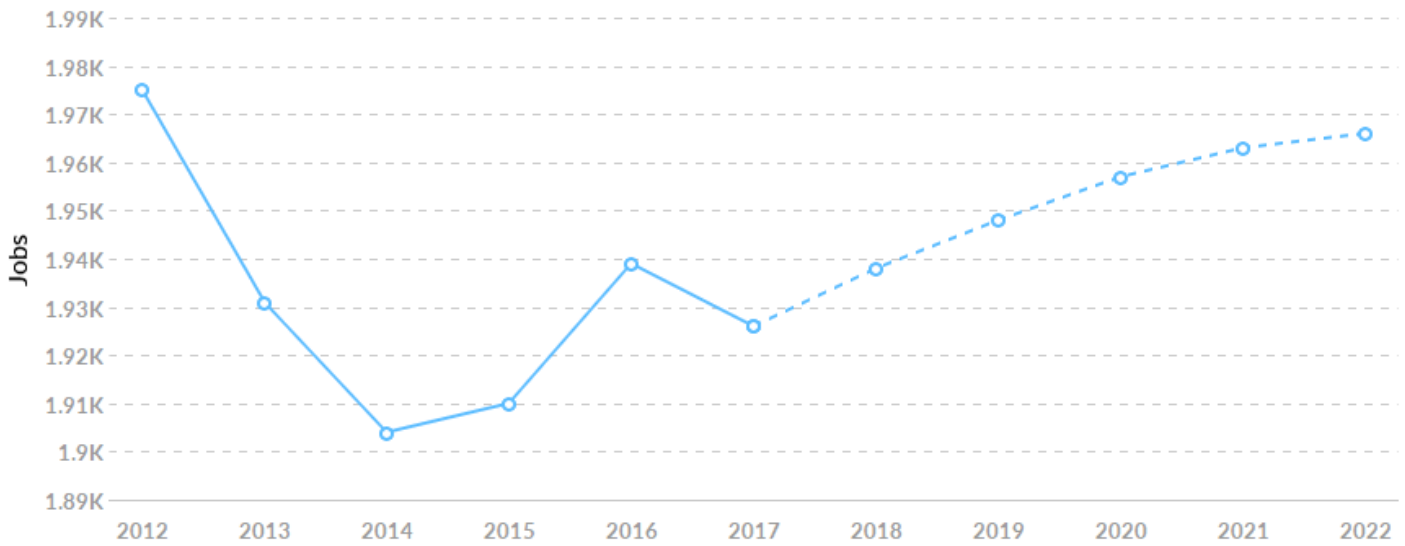


Timeframe	Population
2012	5,940
2013	5,883
2014	5,916
2015	5,786
2016	5,726
2017	5,677
2018	5,619
2019	5,566
2020	5,516
2021	5,471
2022	5,431

Historic & Projected Trends - Cont.

Job Trends

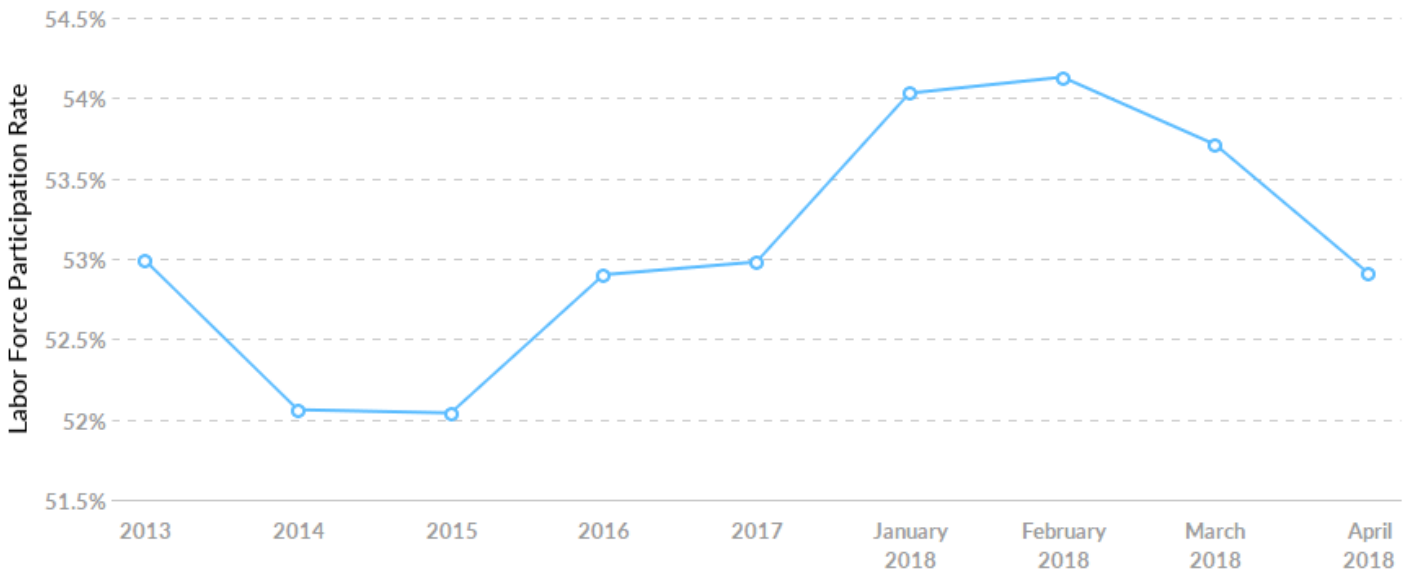
From 2012 to 2017, jobs declined by 2.5% in Iron County, WI from 1,975 to 1,926. This change fell short of the national growth rate of 8.2% by 10.7%.



Timeframe	Jobs
2012	1,975
2013	1,931
2014	1,904
2015	1,910
2016	1,939
2017	1,926
2018	1,938
2019	1,948
2020	1,957
2021	1,963
2022	1,966

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

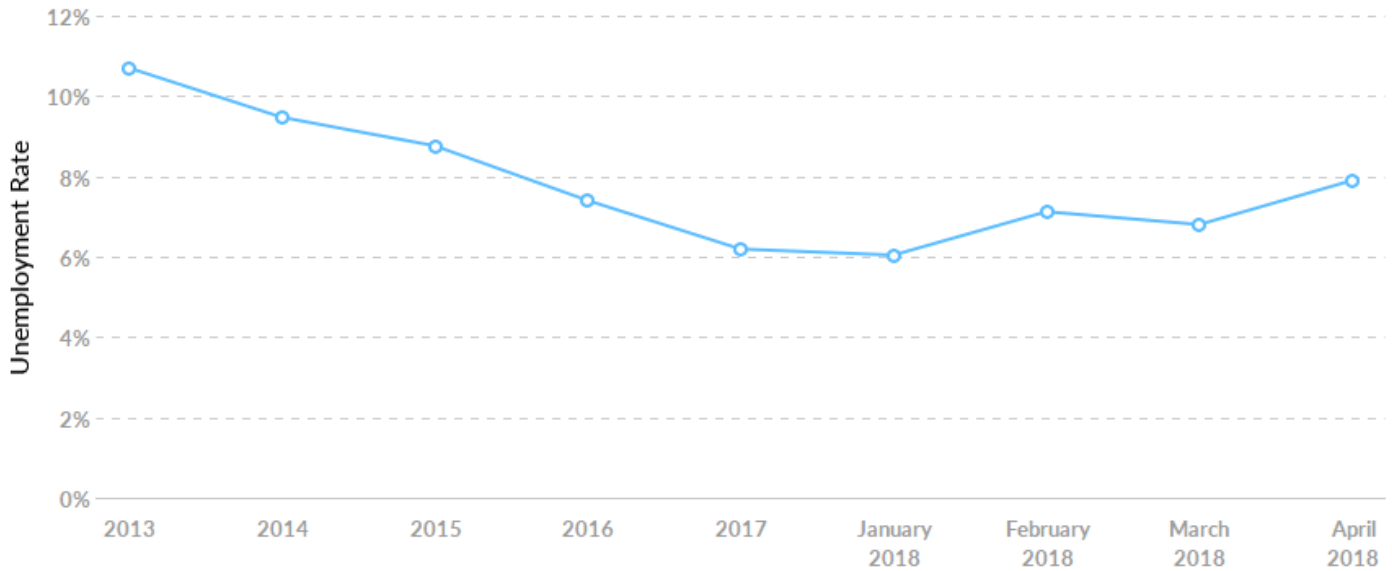


Timeframe	Labor Force Participation Rate
2013	52.99%
2014	52.06%
2015	52.04%
2016	52.90%
2017	52.98%
January 2018	54.03%
February 2018	54.13%
March 2018	53.71%
April 2018	52.91%

Historic & Projected Trends - Cont.

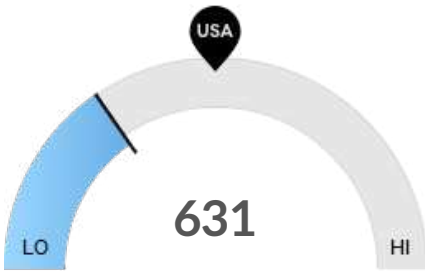
Unemployment Rate Trends

Iron County, WI had an April 2018 unemployment rate of 7.90%, **decreasing from 10.70%** 5 years before.



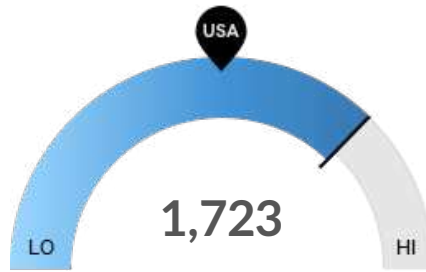
Timeframe	Unemployment Rate
2013	10.70%
2014	9.47%
2015	8.76%
2016	7.40%
2017	6.19%
January 2018	6.04%
February 2018	7.12%
March 2018	6.80%
April 2018	7.90%

Population Characteristics



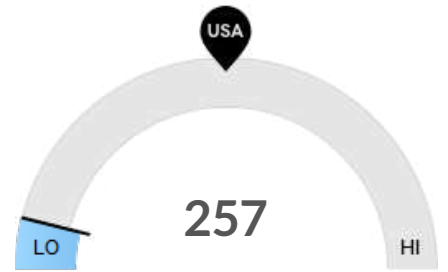
Millennials

Iron County, WI has 631 millennials (ages 20-34). The national average for an area this size is 1,188.



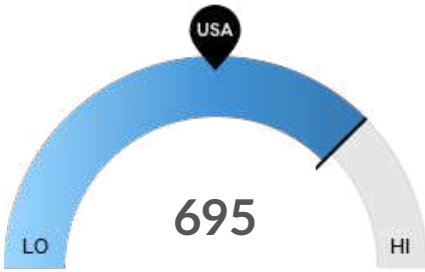
Retiring Soon

Retirement risk is high in Iron County, WI. The national average for an area this size is 873 people 65 or older, while there are 1,723 here.



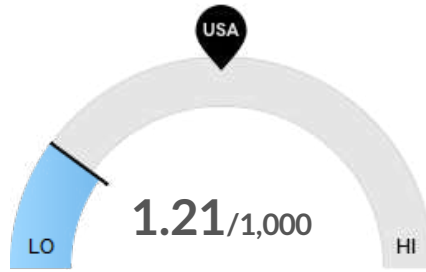
Racial Diversity

Racial diversity is low in Iron County, WI. The national average for an area this size is 2,218 racially diverse people, while there are 257 here.



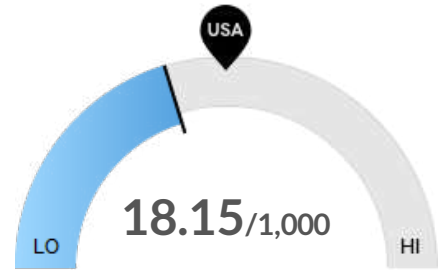
Veterans

Iron County, WI has 695 veterans. The national average for an area this size is 346.



Violent Crime

Iron County, WI has 1.21 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



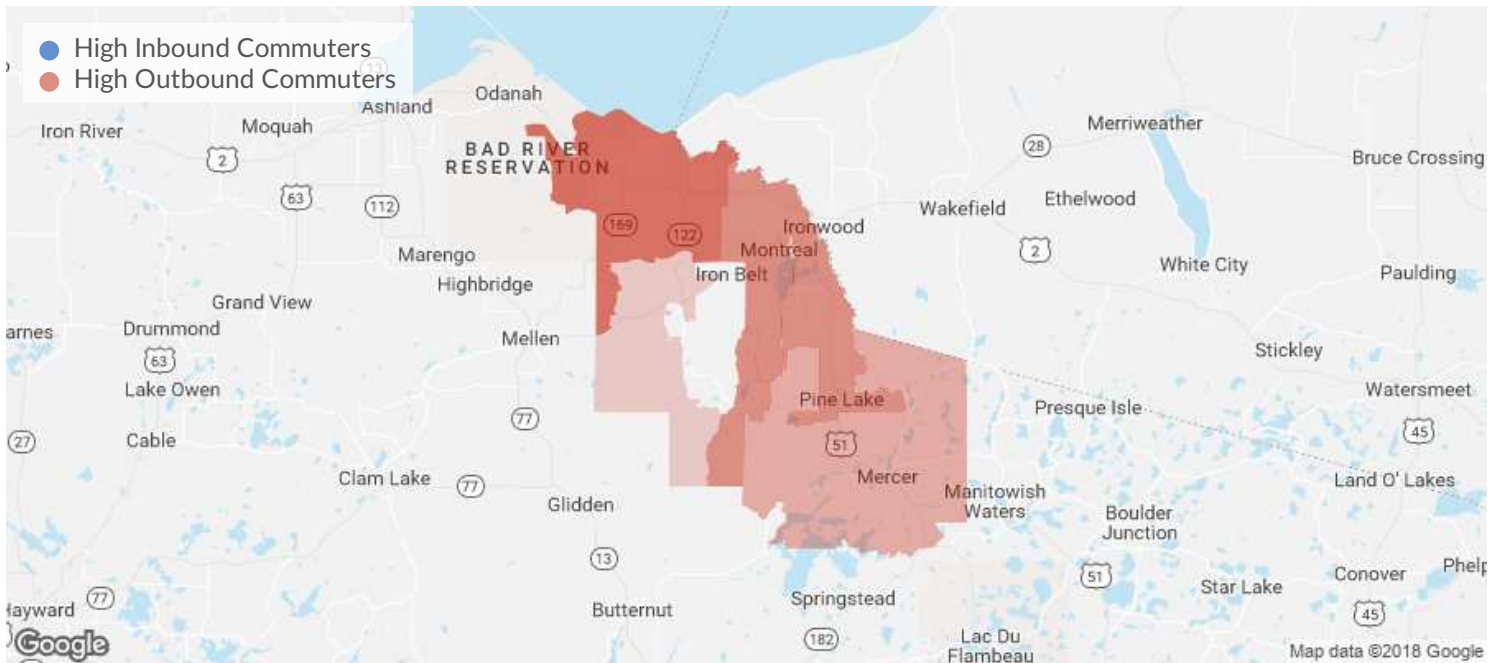
Property Crime

Iron County, WI has 18.15 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

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



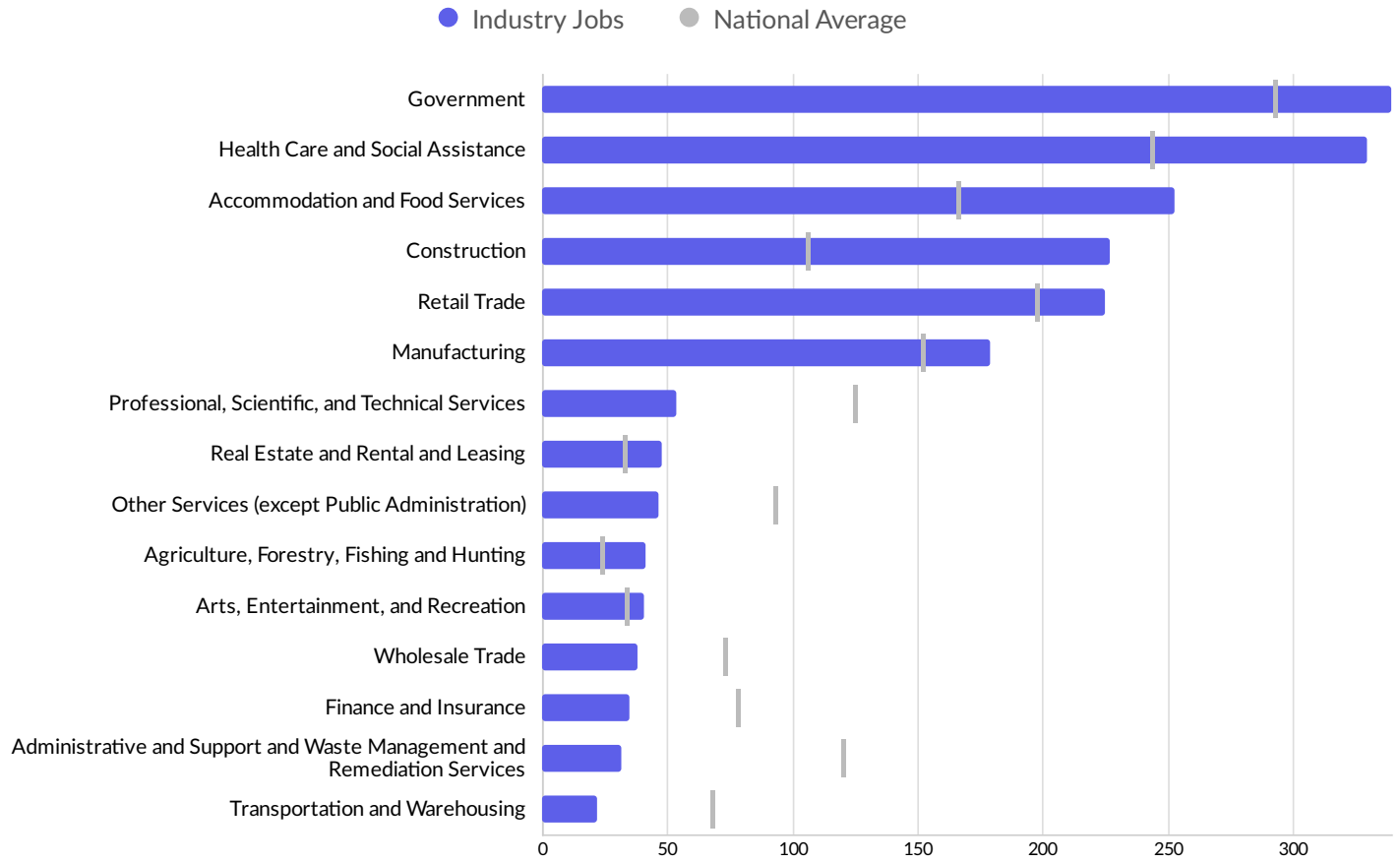
Where Talent Works

ZIP	Name	2017 Employment
54534	Hurley, WI (in Iron cou...	1,243
54547	Mercer, WI (in Iron cou...	469
54559	Saxon, WI (in Iron coun...	77
54536	Iron Belt, WI (in Iron co...	54
54550	Montreal, WI (in Iron c...	37

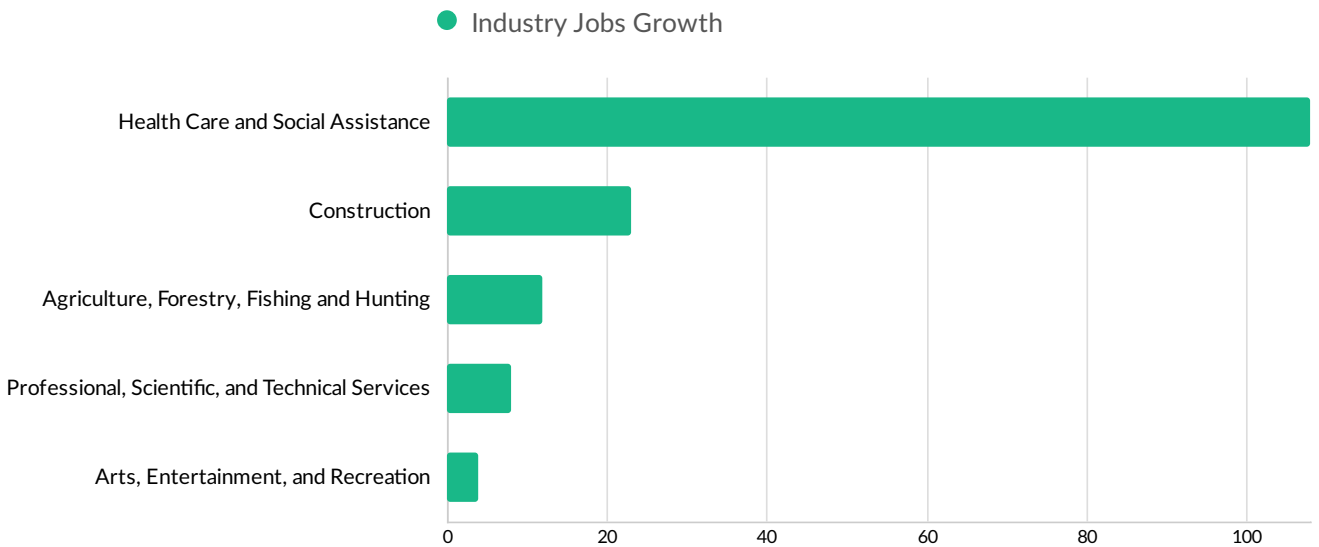
Where Talent Lives

ZIP	Name	2017 Workers
54534	Hurley, WI (in Iron cou...	1,398
54547	Mercer, WI (in Iron cou...	611
54559	Saxon, WI (in Iron coun...	366
54550	Montreal, WI (in Iron c...	242
54525	Gile, WI (in Iron county)	100

Largest Industries

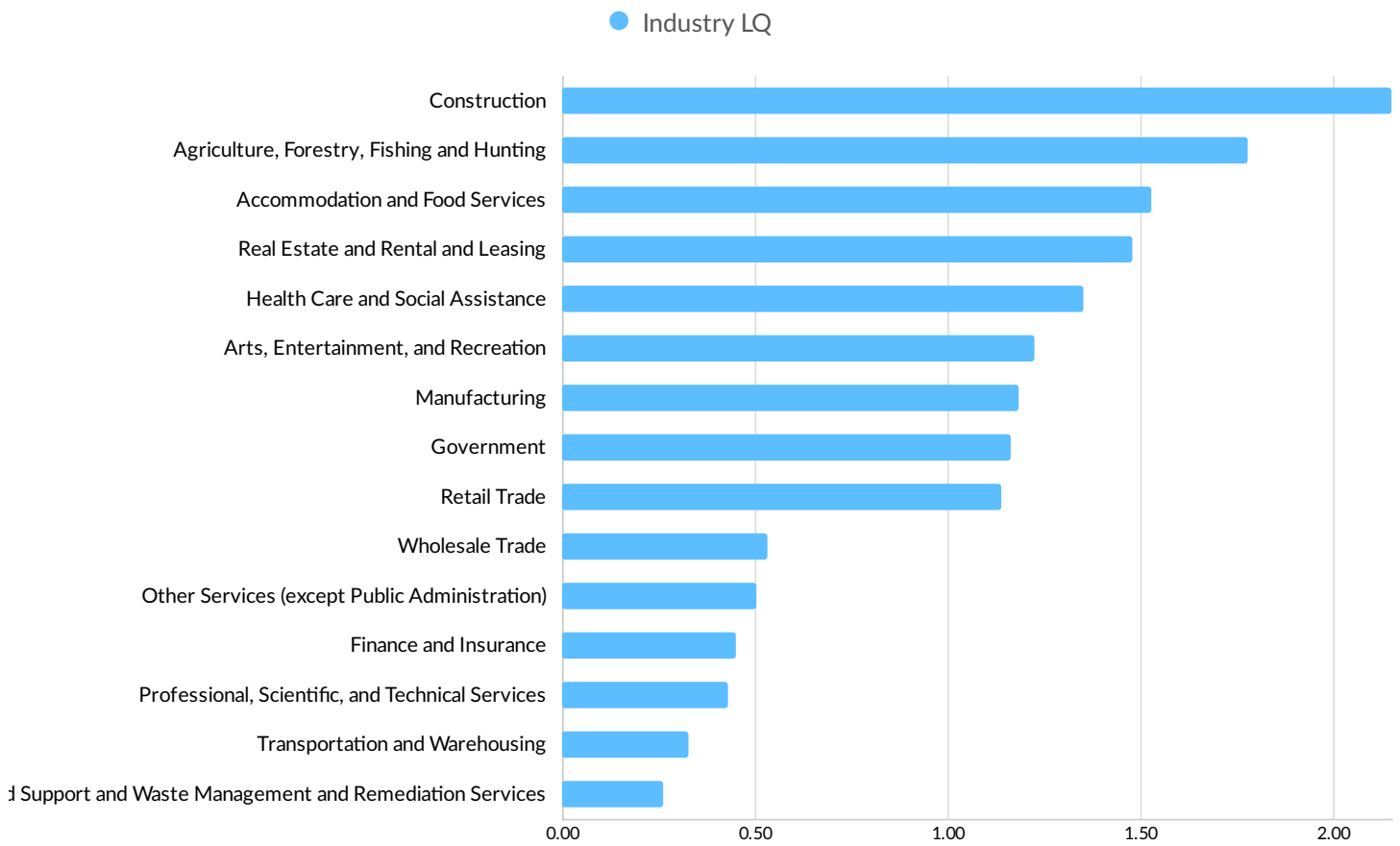


Top Growing Industries



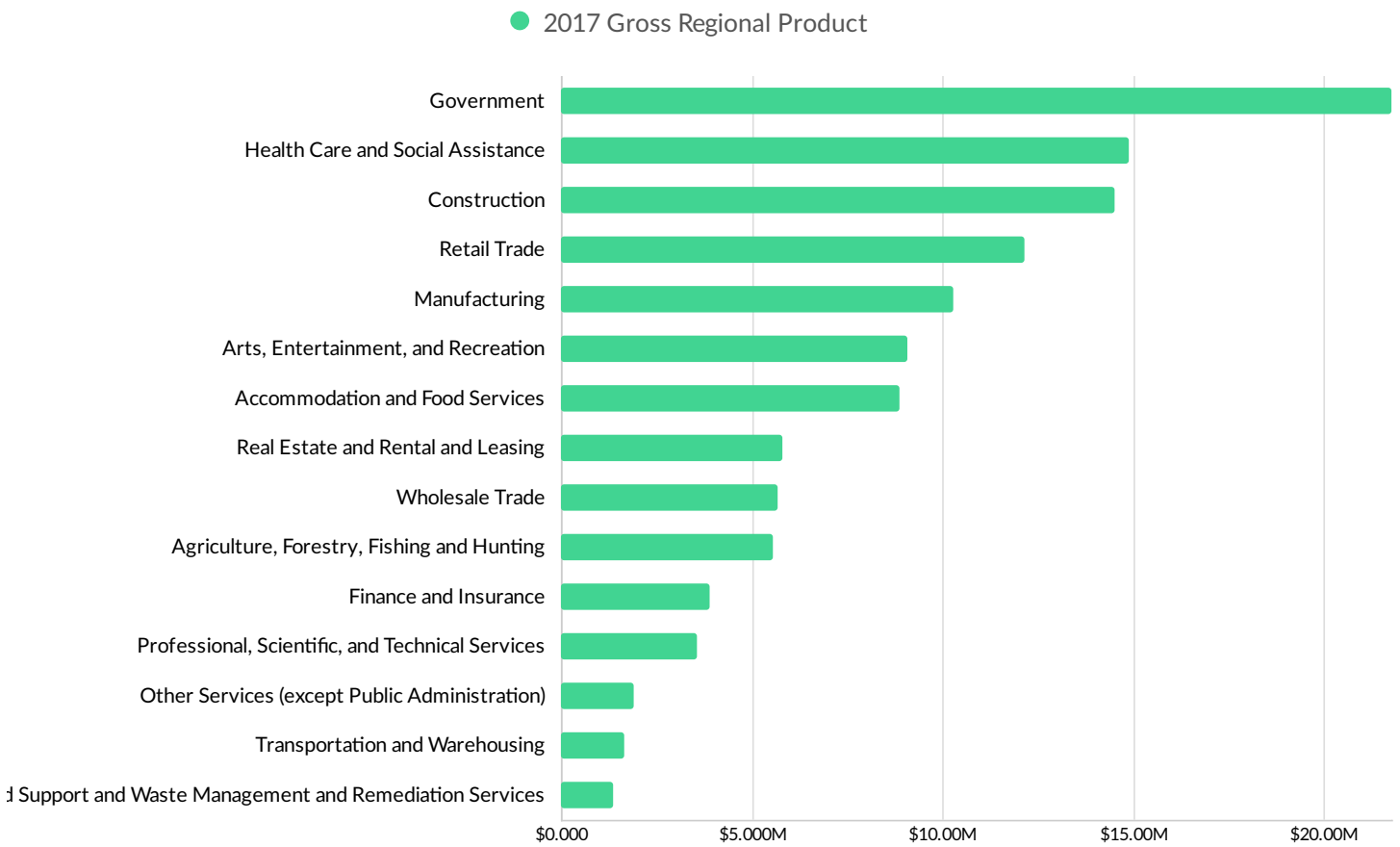
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

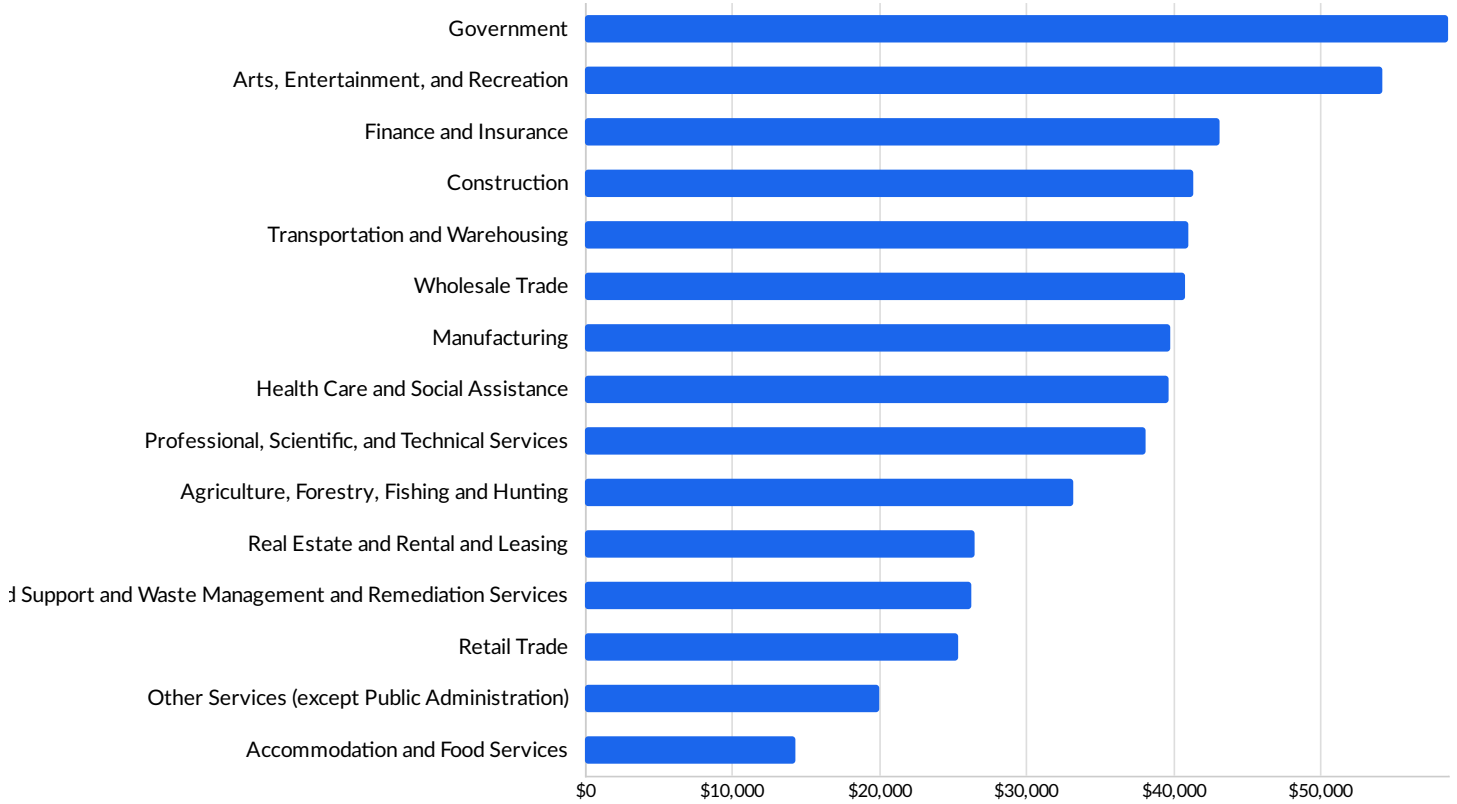
Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings

● 2017 Earnings Per Worker























Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Government	352	339	-13	-4%	1.16	\$58,735	\$21.77M
Health Care and Social Assistance	221	329	108	+49%	1.35	\$39,661	\$14.90M
Accommodation and Food Services	288	252	-36	-13%	1.53	\$14,271	\$8.86M
Construction	204	227	23	+11%	2.15	\$41,424	\$14.51M
Retail Trade	264	225	-39	-15%	1.14	\$25,396	\$12.16M
Manufacturing	198	179	-19	-10%	1.18	\$39,817	\$10.28M
Professional, Scientific, and Technical Services	45	53	8	+18%	0.43	\$38,110	\$3.58M
Real Estate and Rental and Leasing	73	48	-25	-34%	1.48	\$26,461	\$5.82M
Other Services (except Public Administration)	56	46	-10	-18%	0.50	\$19,994	\$1.91M
Agriculture, Forestry, Fishing and Hunting	29	41	12	+41%	1.78	\$33,229	\$5.57M
Arts, Entertainment, and Recreation	37	41	4	+11%	1.23	\$54,255	\$9.07M
Wholesale Trade	53	38	-15	-28%	0.53	\$40,856	\$5.66M
Finance and Insurance	36	35	-1	-3%	0.45	\$43,158	\$3.90M
Administrative and Support and Waste Management and Remediation Services	62	32	-30	-48%	0.26	\$26,338	\$1.36M
Transportation and Warehousing	38	22	-16	-42%	0.33	\$41,011	\$1.64M

Business Characteristics

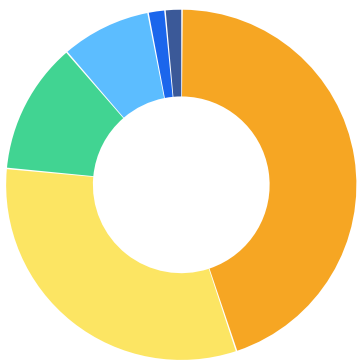
20 Companies Employ Your Workers

Online profiles for your workers mention 20 companies as employers, with the top 10 appearing below. In the last 12 months, 173 companies in Iron County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Great Lakes Inter-Tribal Council...	2 	Platinum Supplemental Insuran...	70 
Hurley School District	2 	Barr-Nunn Transportation, Inc.	58 
C.G. Bretting Manufacturing C...	1 	Qt Kids Inc	22 
County of Gogebic	1 	Tutree, Inc.	18 
Epf School	1 	Swift Transportation Company	16 
Fidelity Title and Closing Servic...	1 	Prochnow Transport Inc.	15 
Gogebic Community College	1 	Bankers Life & Casualty Compa...	14 
Hamlin Agency, Inc.	1 	Marshfield Clinic	12 
Herbert Construction Co	1 	CRST International, Inc.	11 
Hosco, Inc	1 	Heartland Express, Inc.	11 

Business Characteristics - Cont.

Business Size

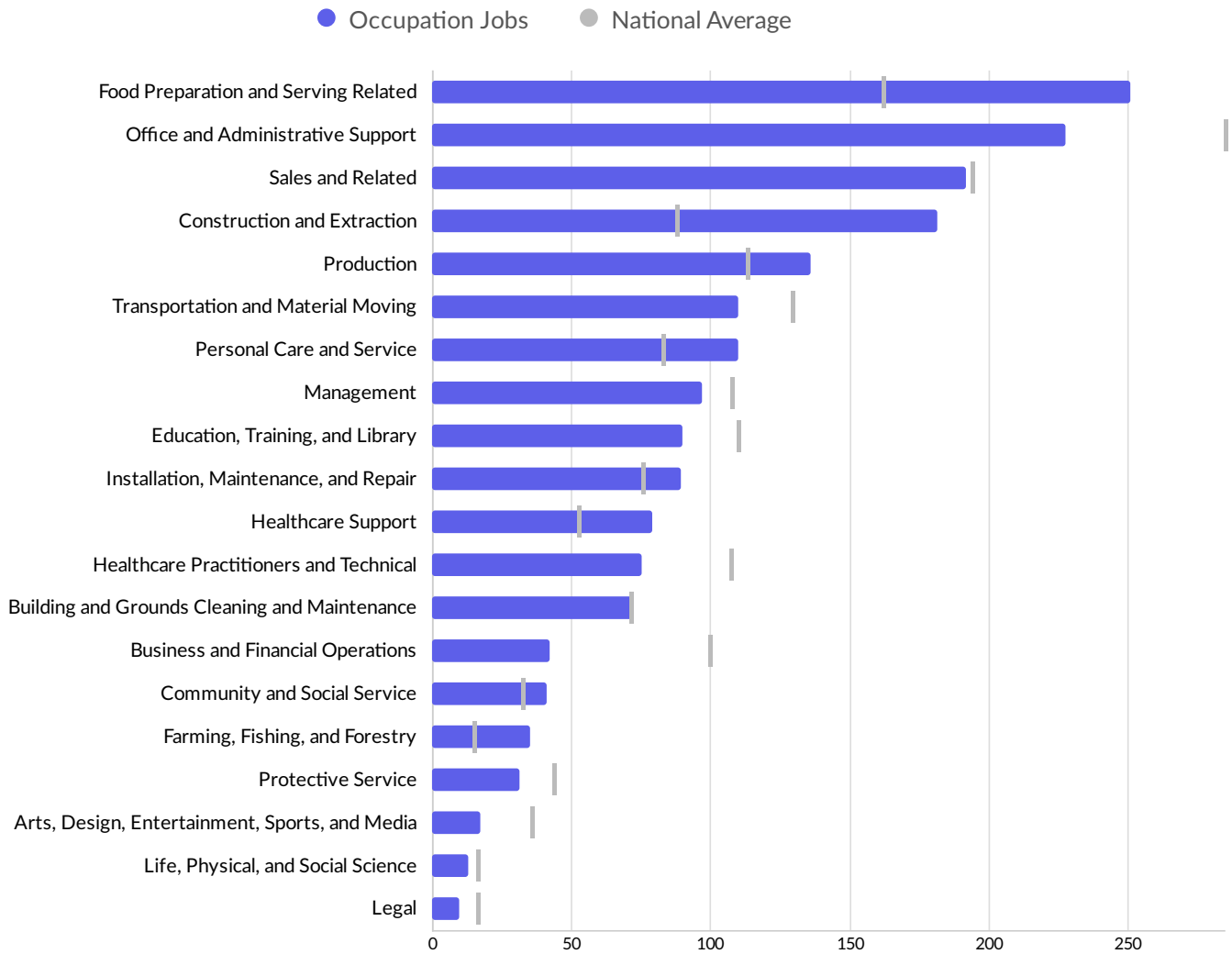


	Percentage	Business Count
1 to 4 employees	44.8%	173
5 to 9 employees	31.6%	122
10 to 19 employees	12.2%	47
20 to 49 employees	8.3%	32
50 to 99 employees	1.6%	6
100 to 249 employees	1.6%	6

**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.*

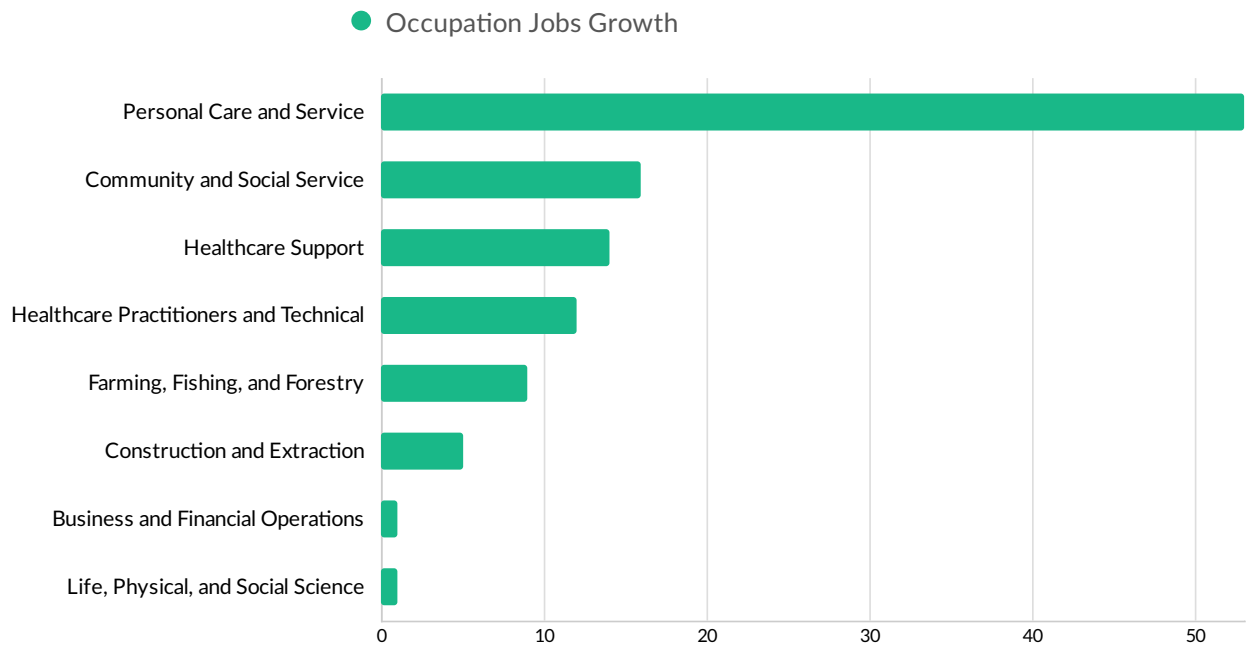
Workforce Characteristics

Largest Occupations



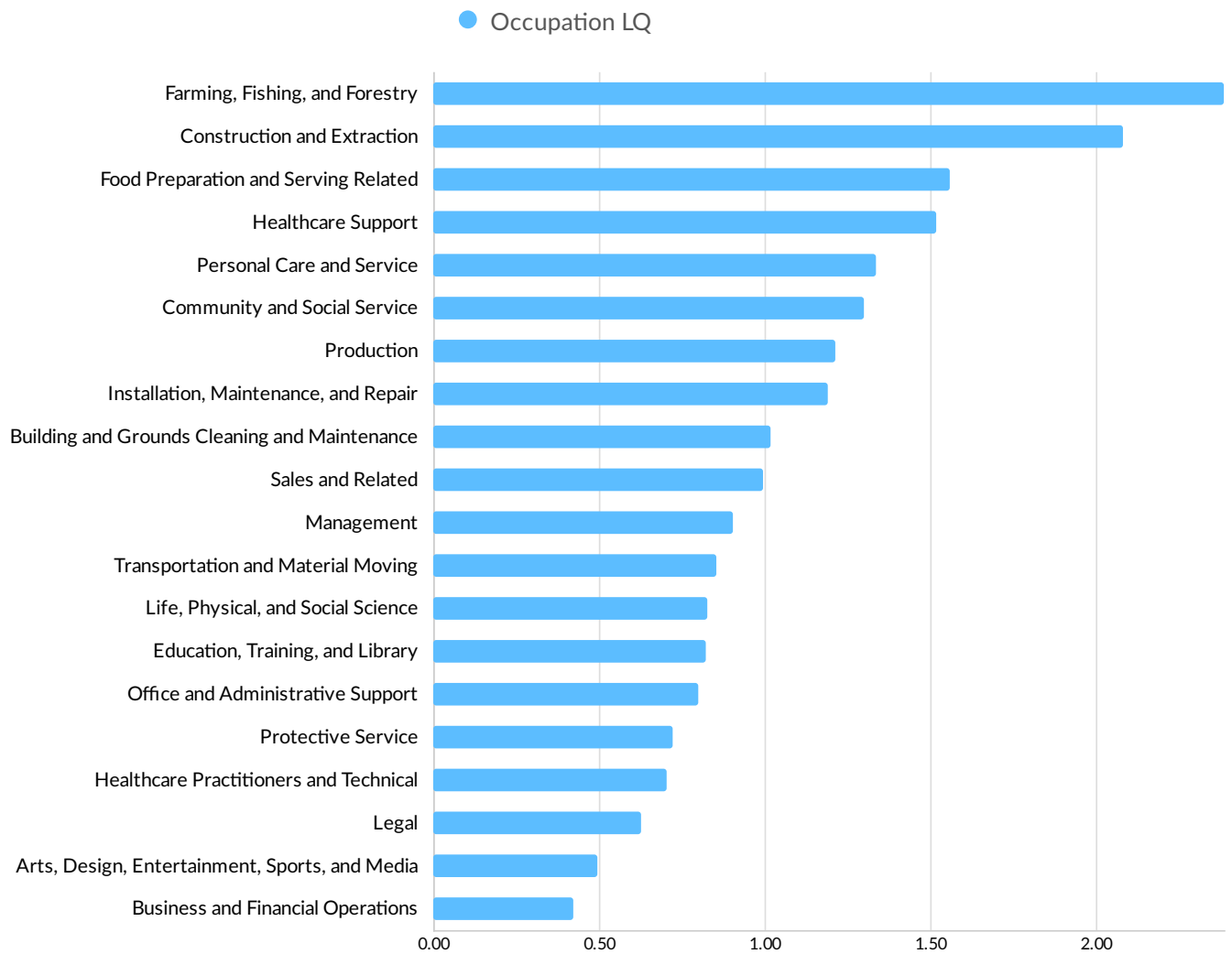
Workforce Characteristics - Cont.

Top Growing Occupations



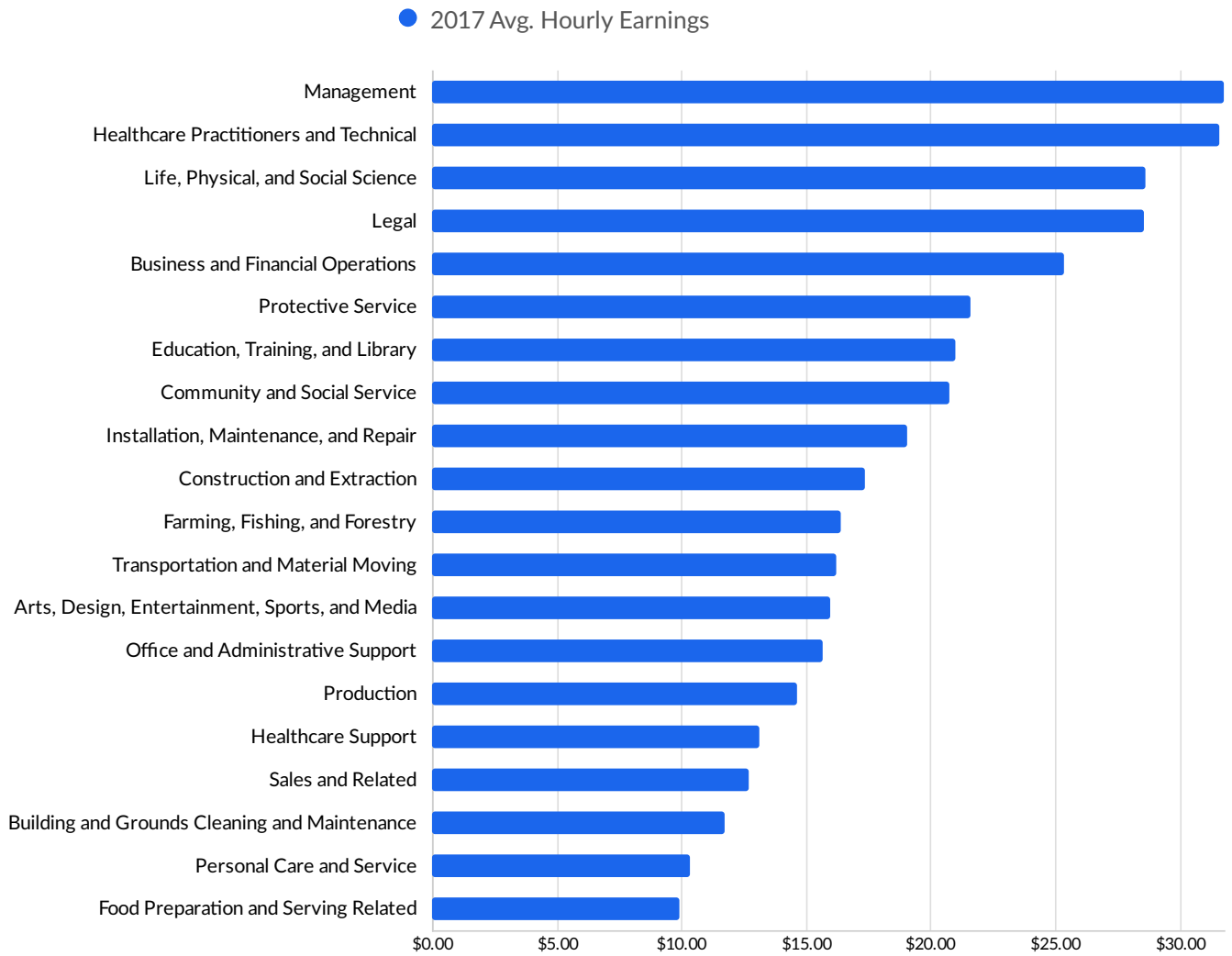
Workforce Characteristics - Cont.

Top Occupation LQ



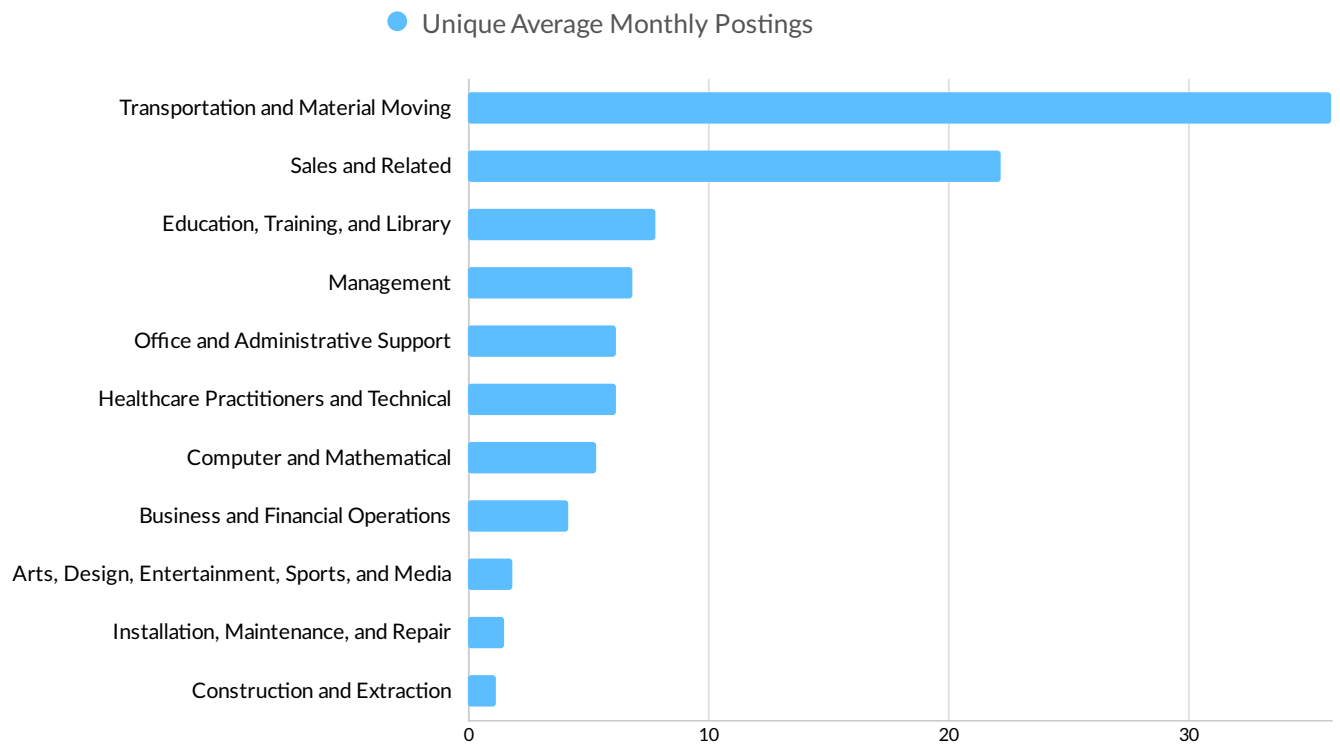
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Jul 2017 - Jun 2018 Unique Average Monthly Postings
Food Preparation and Serving Related	274	251	-23	-8%	1.56	\$9.93	0
Office and Administrative Support	249	228	-21	-8%	0.80	\$15.71	6
Sales and Related	231	192	-39	-17%	0.99	\$12.72	22
Construction and Extraction	177	182	5	+3%	2.08	\$17.38	1
Production	144	136	-8	-6%	1.21	\$14.62	0
Transportation and Material Moving	129	110	-19	-15%	0.85	\$16.20	36
Personal Care and Service	57	110	53	+93%	1.33	\$10.35	0
Management	98	97	-1	-1%	0.90	\$31.78	7
Education, Training, and Library	115	90	-25	-22%	0.82	\$21.01	8
Installation, Maintenance, and Repair	92	90	-2	-2%	1.19	\$19.08	2
Healthcare Support	65	79	14	+22%	1.52	\$13.13	0
Healthcare Practitioners and Technical	63	75	12	+19%	0.70	\$31.57	6
Building and Grounds Cleaning and Maintenance	90	72	-18	-20%	1.02	\$11.73	0
Business and Financial Operations	41	42	1	+2%	0.42	\$25.34	4
Community and Social Service	25	41	16	+64%	1.30	\$20.77	0
Farming, Fishing, and Forestry	26	35	9	+35%	2.38	\$16.39	0
Protective Service	31	31	0	0%	0.72	\$21.61	0

Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Jul 2017 - Jun 2018 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	17	17	0	0%	0.49	\$15.99	2
Life, Physical, and Social Science	12	13	1	+8%	0.83	\$28.66	1
Legal	13	10	-3	-23%	0.63	\$28.59	0

Educational Pipeline

Over the last 5 years, no schools in Iron County, WI produced graduates.