



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

43,188

Population (2020)

Population **decreased by 307** over the last 5 years and is projected to **decrease by 196** over the next 5 years.

17,206

Total Regional Employment

Jobs **decreased by 549** over the last 5 years but are projected to **grow by 385** over the next 5 years.

\$54.0K

Median Household Income (2019)

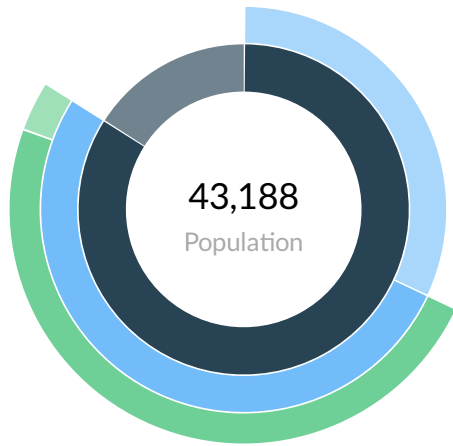
Median household income is **\$8.9K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **declined by 0.7%** since 2015, falling by 307. Population is expected to **decrease by 0.5%** between 2020 and 2025, losing 196.
- From 2015 to 2020, jobs **declined by 3.1%** in Douglas County, WI from 17,755 to **17,206**. This change **fell short of the national growth rate of 1.3% by 4.4%**. As the number of jobs declined, the **labor force participation rate decreased from 64.4% to 62.0% between 2015 and 2020**.
- Concerning educational attainment, **16.5% of Douglas County, WI residents possess a Bachelor's Degree** (3.5% below the national average), and **13.6% hold an Associate's Degree** (5.0% above the national average).
- The top three industries in 2020 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	43,188	22,471	17,206	96.7	\$1.94B	\$2.83B	\$2.67B
NWRPC	175,719	87,306	72,838	99.2	\$6.87B	\$11.80B	\$9.92B
State	5,848,151	3,094,138	3,074,986	100.0	\$331.57B	\$322.64B	\$342.03B
Nation	330,591,441	159,976,949	160,385,413	100.0	\$20.70T	\$0	\$9.99T

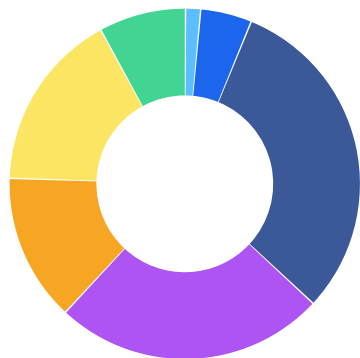
2020 Labor Force Breakdown



	Population
● Total Working Age Population	36,252
● Not in Labor Force (15+)	13,781
● Labor Force	22,471
● Employed	20,973
● Unemployed	1,498
● Under 15	6,935

Educational Attainment

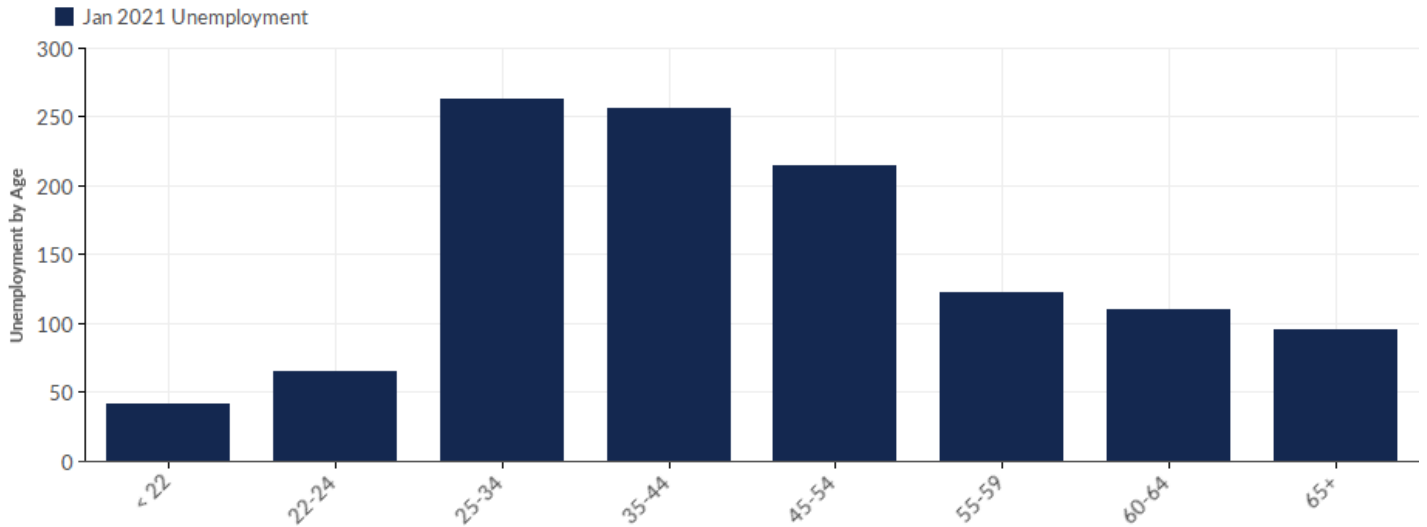
Concerning educational attainment, **16.5% of Douglas County, WI residents possess a Bachelor's Degree** (3.5% below the national average), and **13.6% hold an Associate's Degree** (5.0% above the national average).



	% of Population	Population
● Less Than 9th Grade	1.4%	432
● 9th Grade to 12th Grade	4.7%	1,474
● High School Diploma	30.7%	9,580
● Some College	25.0%	7,783
● Associate's Degree	13.6%	4,233
● Bachelor's Degree	16.5%	5,156
● Graduate Degree and Higher	8.0%	2,498

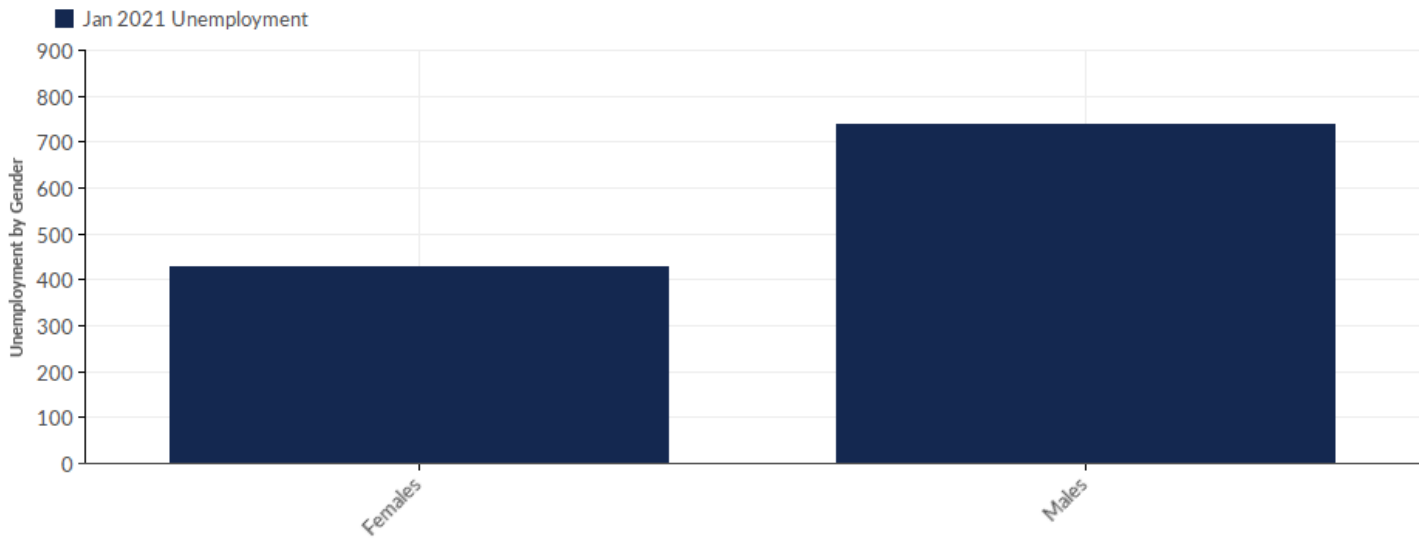
Unemployment by Demographics

Unemployment by Age



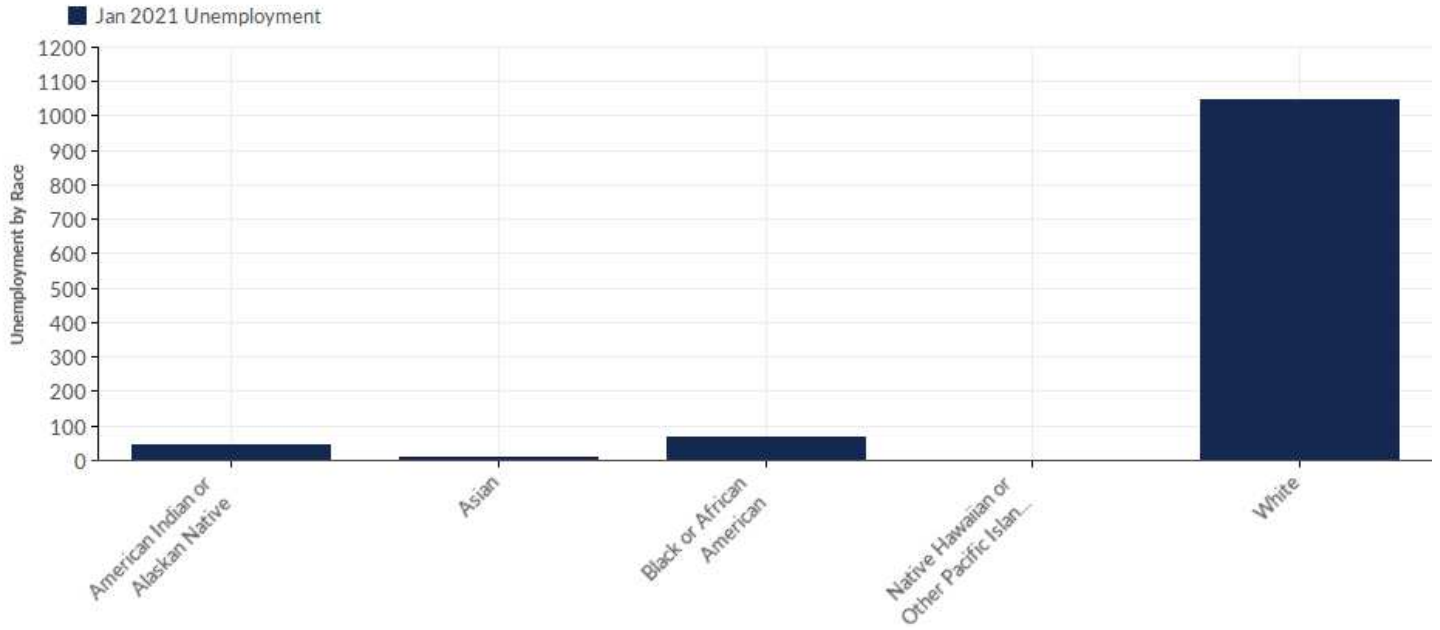
Age	Unemployment (Jan 2021)	% of Age Cohort
< 22	42	3.60%
22-24	65	5.57%
25-34	263	22.52%
35-44	256	21.92%
45-54	215	18.41%
55-59	122	10.45%
60-64	110	9.42%
65+	96	8.22%
Total	1,168	100.00%

Unemployment by Gender



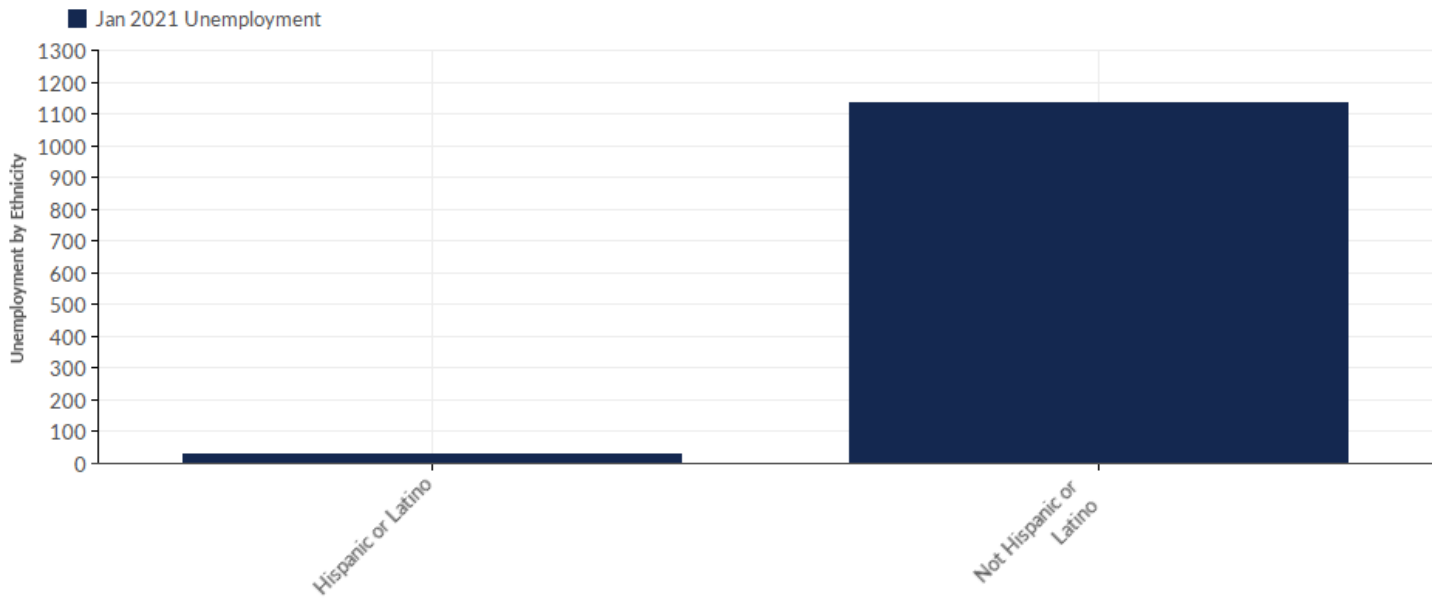
Gender	Unemployment (Jan 2021)	% of Age Cohort
Females	428	36.64%
Males	740	63.36%
Total	1,168	100.00%

Unemployment by Race



Race	Unemployment (Jan 2021)	% of Age Cohort
American Indian or Alaskan Native	45	3.85%
Asian	9	0.77%
Black or African American	67	5.74%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,047	89.64%
Total	1,168	100.00%

Unemployment by Ethnicity

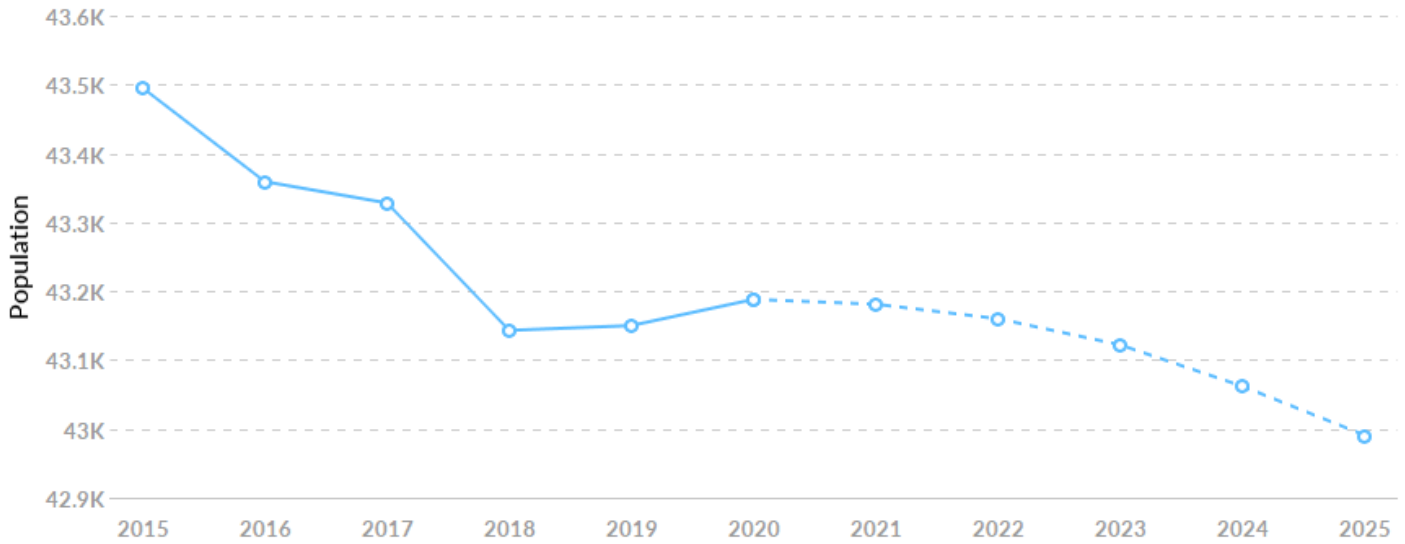


Ethnicity	Unemployment (Jan 2021)	% of Age Cohort
Hispanic or Latino	31	2.65%
Not Hispanic or Latino	1,137	97.35%
Total	1,168	100.00%

Historic & Projected Trends

Population Trends

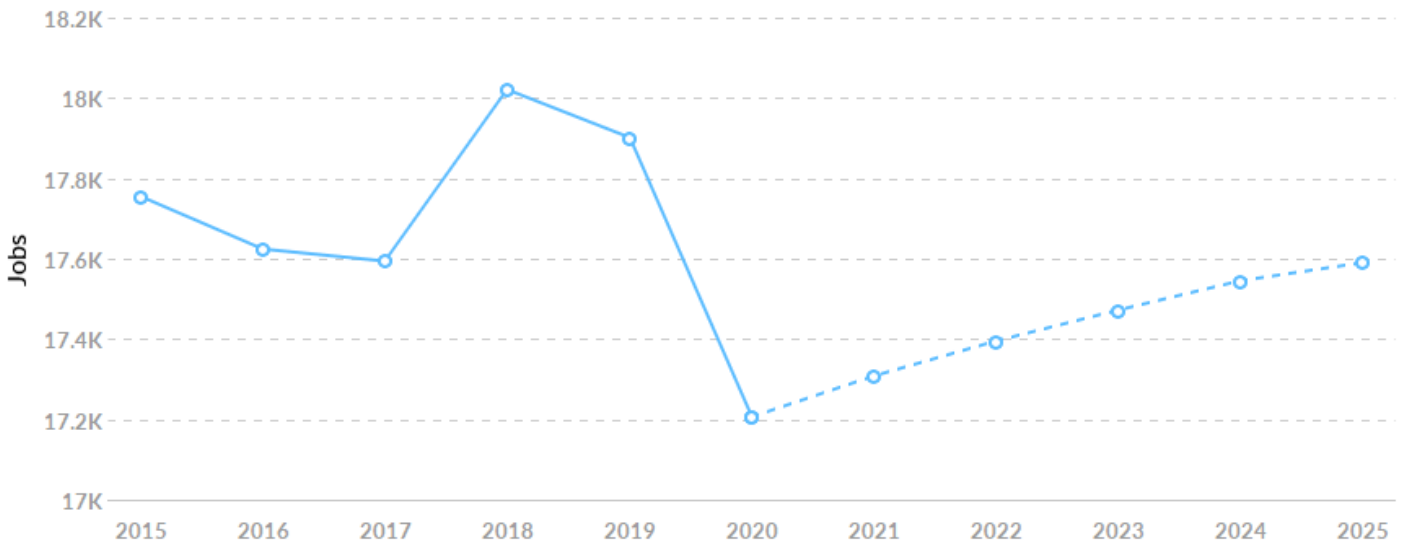
As of 2020 the region's population **declined by 0.7%** since 2015, falling by 307. Population is expected to **decrease by 0.5%** between 2020 and 2025, losing 196.



Timeframe	Population
2015	43,495
2016	43,359
2017	43,328
2018	43,143
2019	43,150
2020	43,188
2021	43,181
2022	43,160
2023	43,122
2024	43,062
2025	42,991

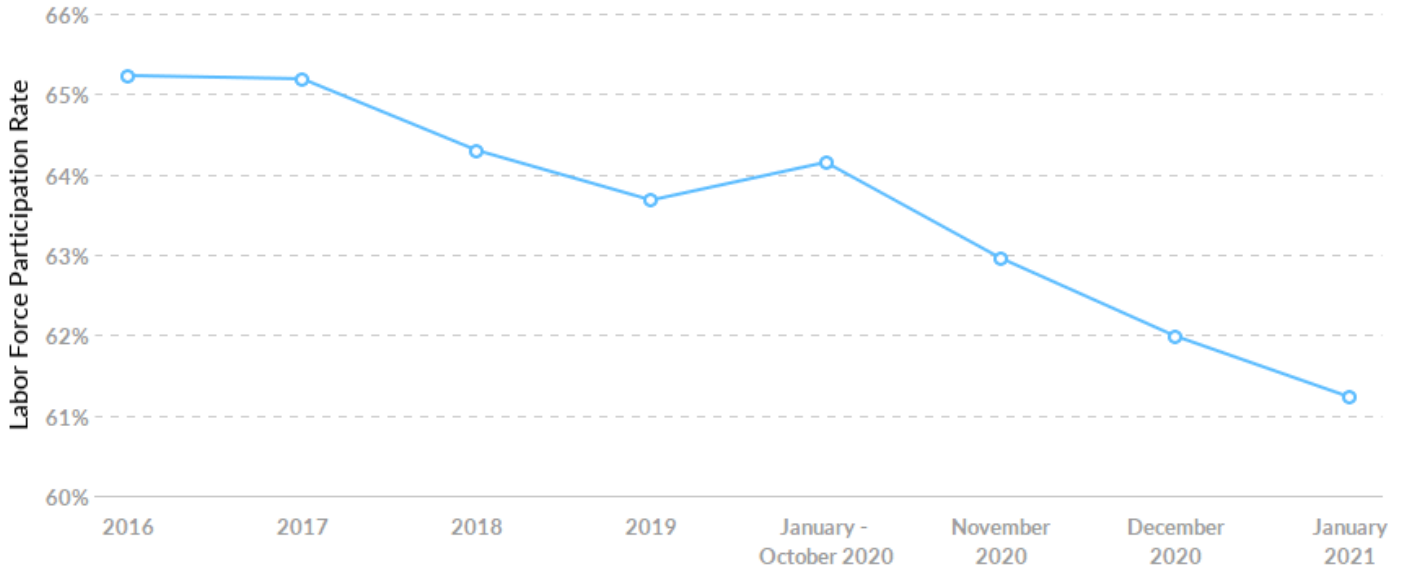
Job Trends

From 2015 to 2020, jobs declined by 3.1% in Douglas County, WI from 17,755 to 17,206. This change fell short of the national growth rate of 1.3% by 4.4%.



Timeframe	Jobs
2015	17,755
2016	17,624
2017	17,594
2018	18,021
2019	17,902
2020	17,206
2021	17,308
2022	17,395
2023	17,472
2024	17,545
2025	17,590

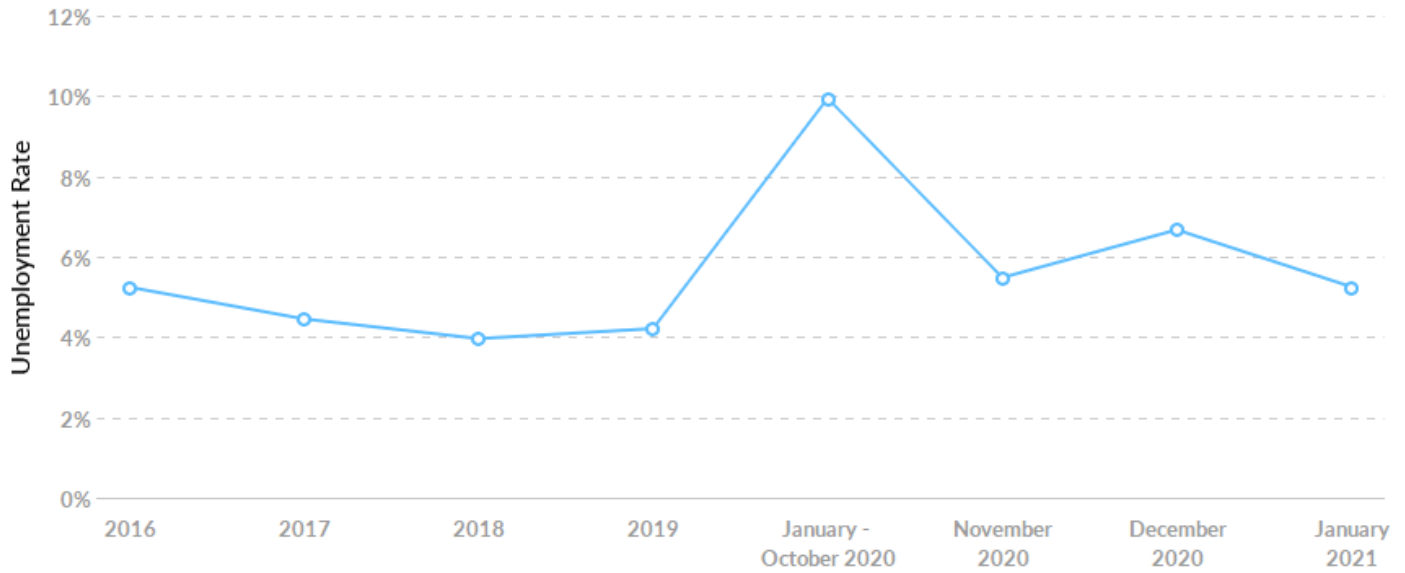
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	65.23%
2017	65.19%
2018	64.30%
2019	63.68%
January - October 2020	64.15%
November 2020	62.96%
December 2020	61.99%
January 2021	61.23%

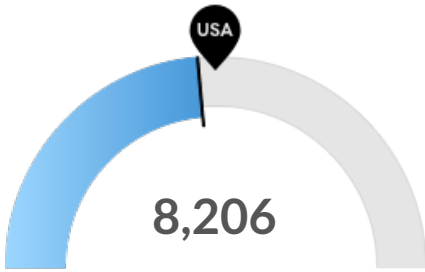
Unemployment Rate Trends

Douglas County, WI had a January 2021 unemployment rate of 5.25%, **increasing from 5.24% 5 years before.**



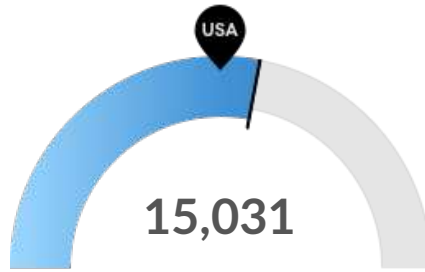
Timeframe	Unemployment Rate
2016	5.24%
2017	4.45%
2018	3.96%
2019	4.21%
January - October 2020	9.94%
November 2020	5.48%
December 2020	6.67%
January 2021	5.25%

Population Characteristics



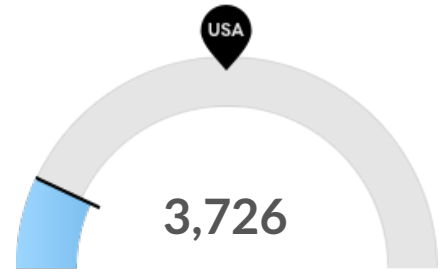
Millennials

Douglas County, WI has 8,206 millennials (ages 25-39). The national average for an area this size is 8,897.



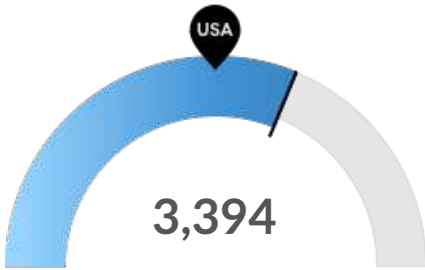
Retiring Soon

Retirement risk is high in Douglas County, WI. The national average for an area this size is 12,687 people 55 or older, while there are 15,031 here.



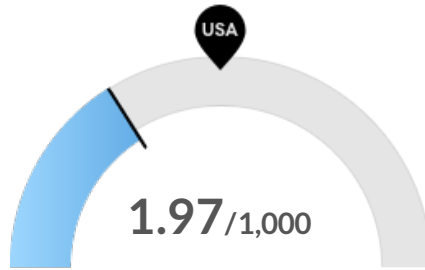
Racial Diversity

Racial diversity is low in Douglas County, WI. The national average for an area this size is 17,212 racially diverse people, while there are 3,726 here.



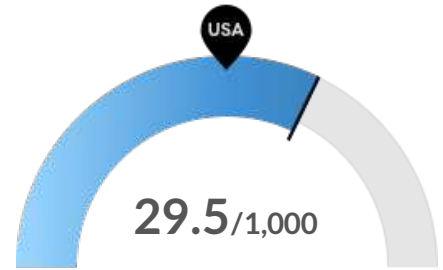
Veterans

Douglas County, WI has 3,394 veterans. The national average for an area this size is 2,397.



Violent Crime

Douglas County, WI has 1.97 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

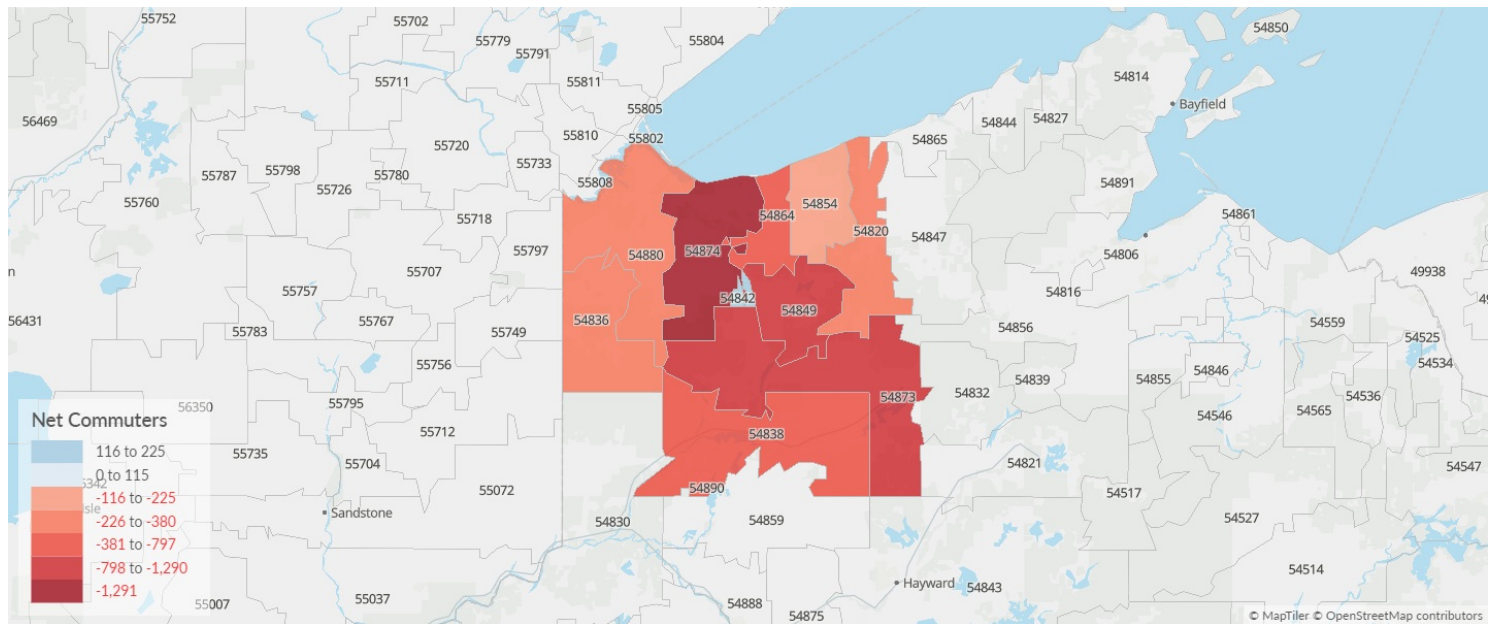


Property Crime

Douglas County, WI has 29.5 property crimes per 1,000 people. The national rate is 19.79 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

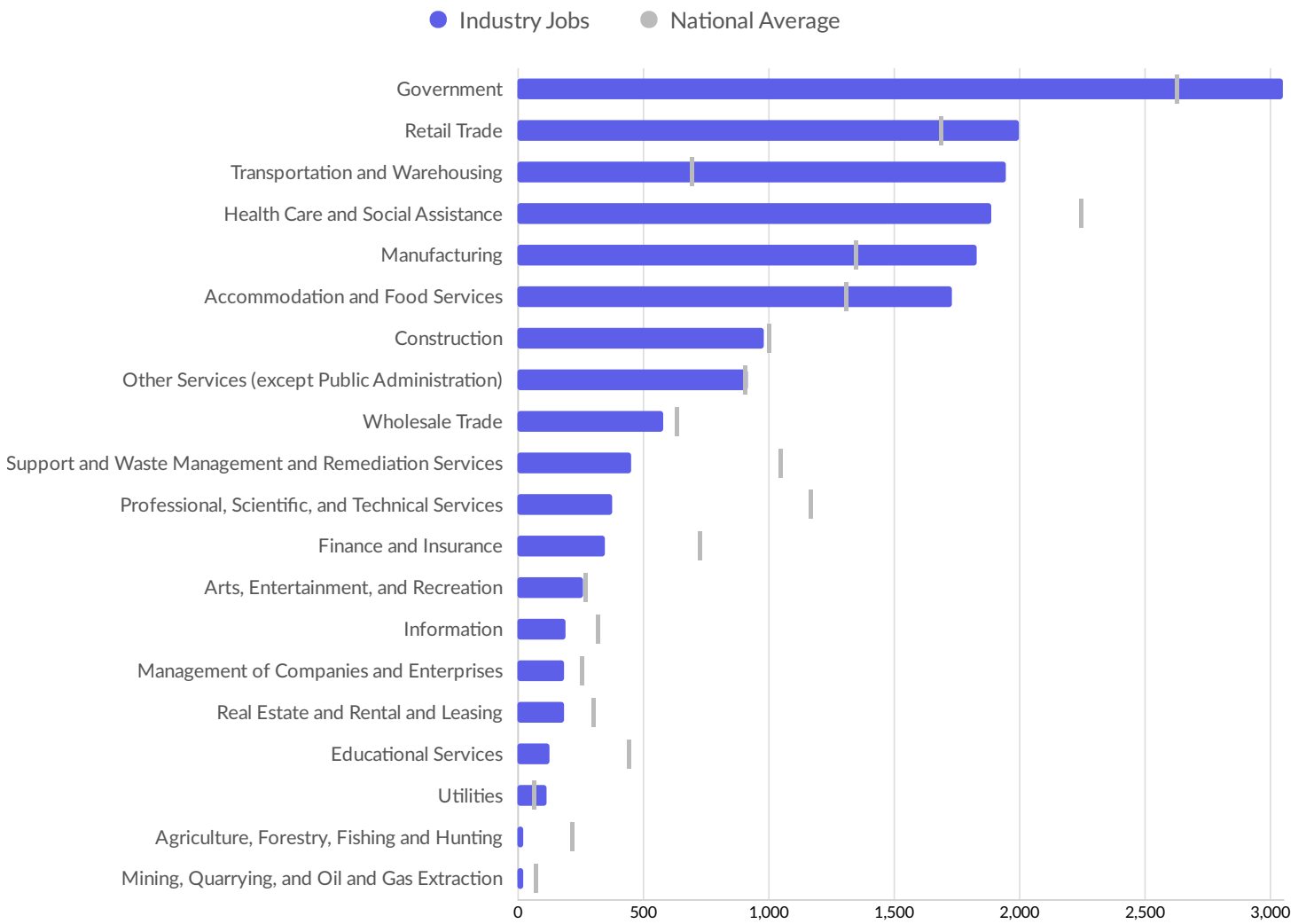
Where Talent Lives

ZIP	Name	2020 Employment
54880	Superior, WI (in Douglas...	14,848
54873	Solon Springs, WI (in Do...	492
54854	Maple, WI (in Douglas c...	342
54849	Lake Nebagamon, WI (in...	337
54874	South Range, WI (in Do...	317

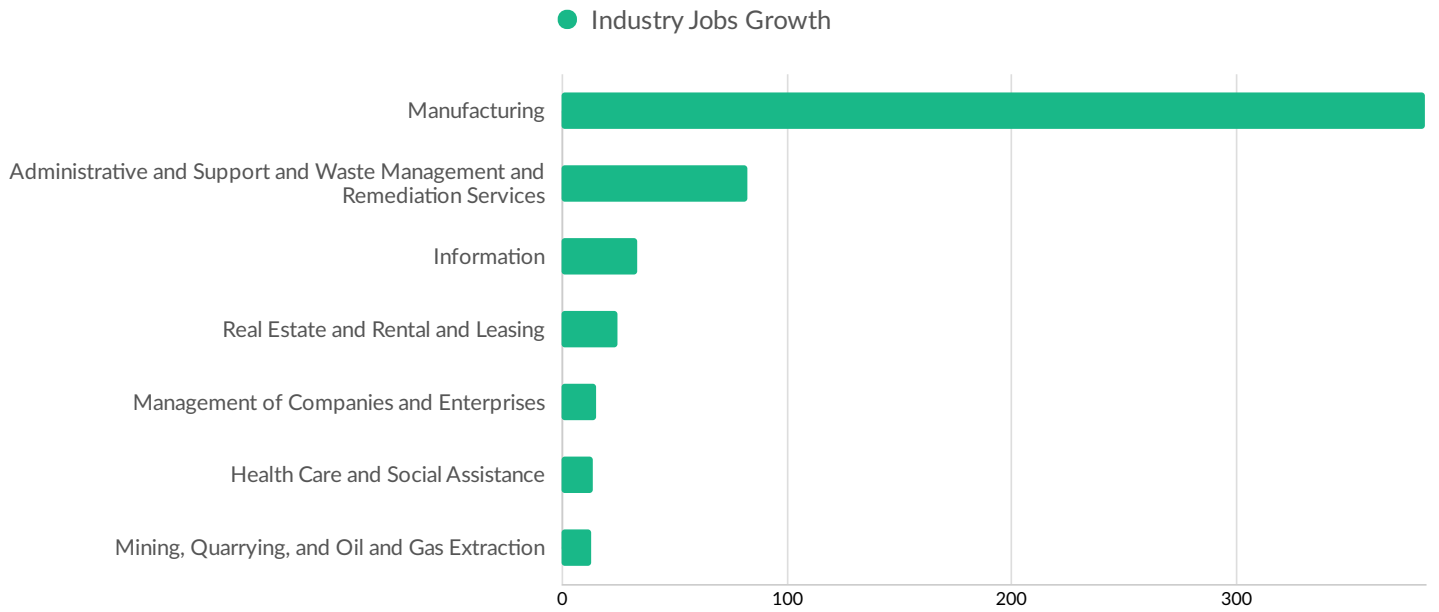
ZIP	Name	2020 Workers
54880	Superior, WI (in Douglas...	15,086
54874	South Range, WI (in Do...	1,608
54873	Solon Springs, WI (in Do...	1,395
54849	Lake Nebagamon, WI (in...	1,135
54838	Gordon, WI (in Douglas ...	716

Industry Characteristics

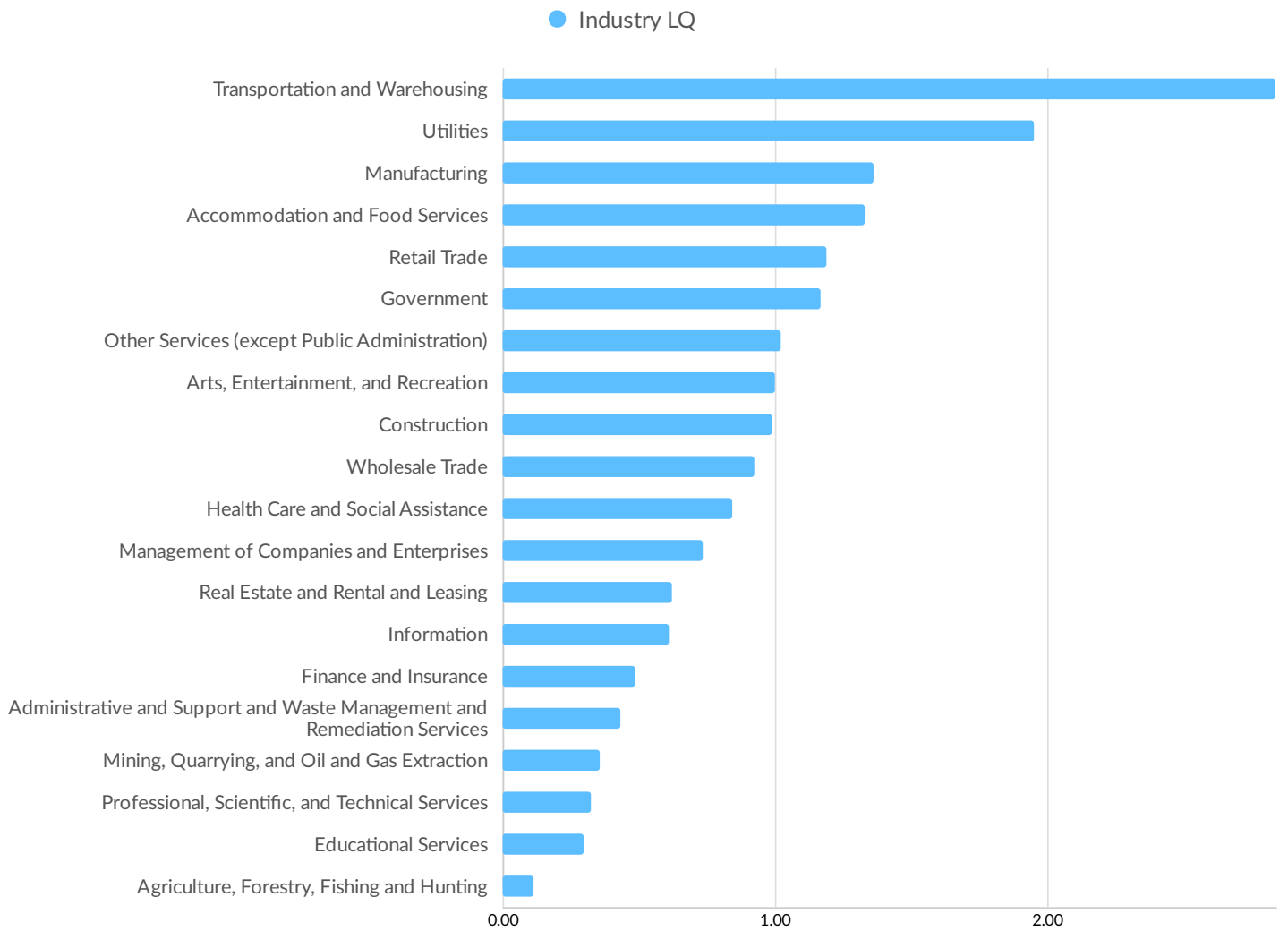
Largest Industries



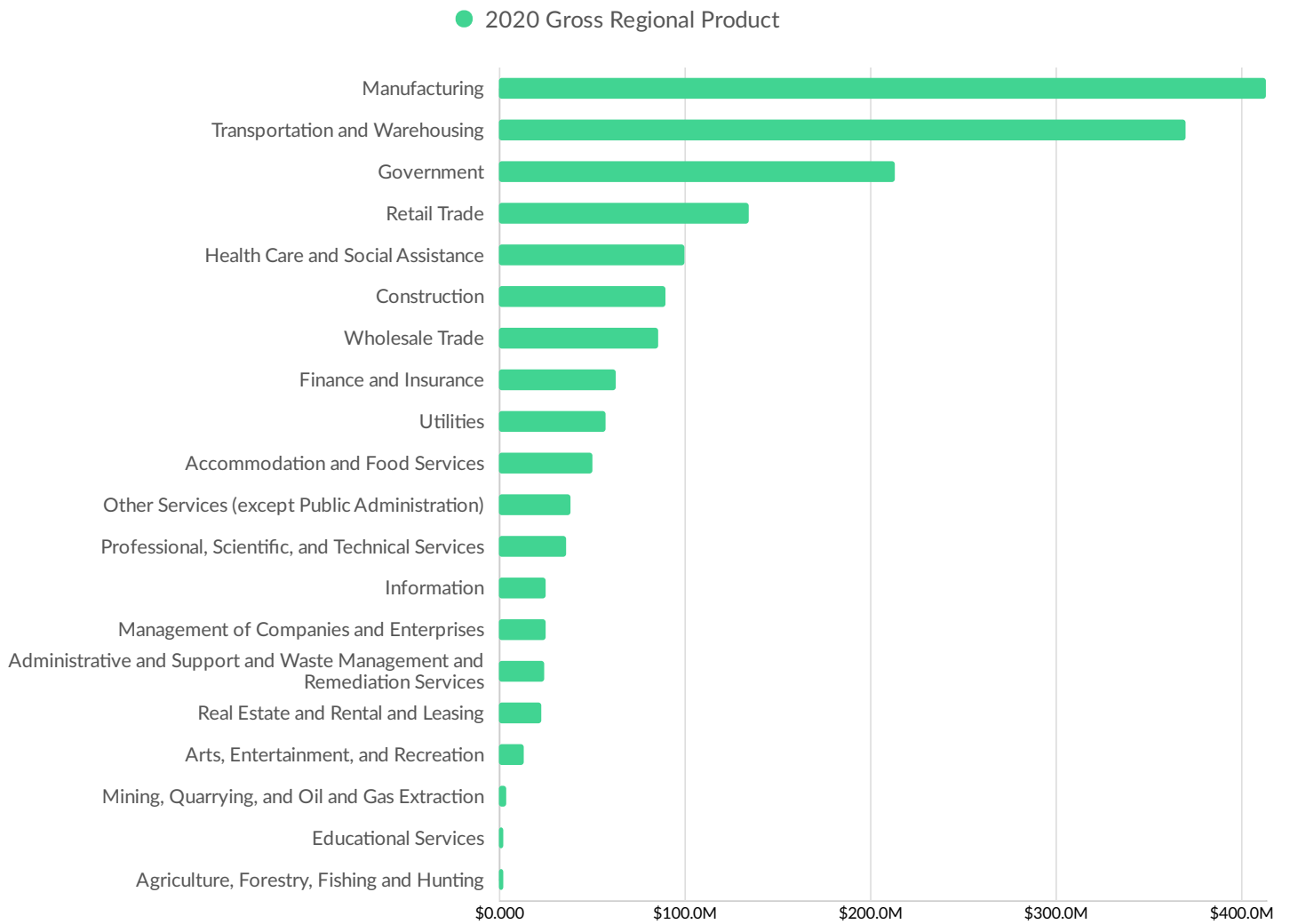
Top Growing Industries



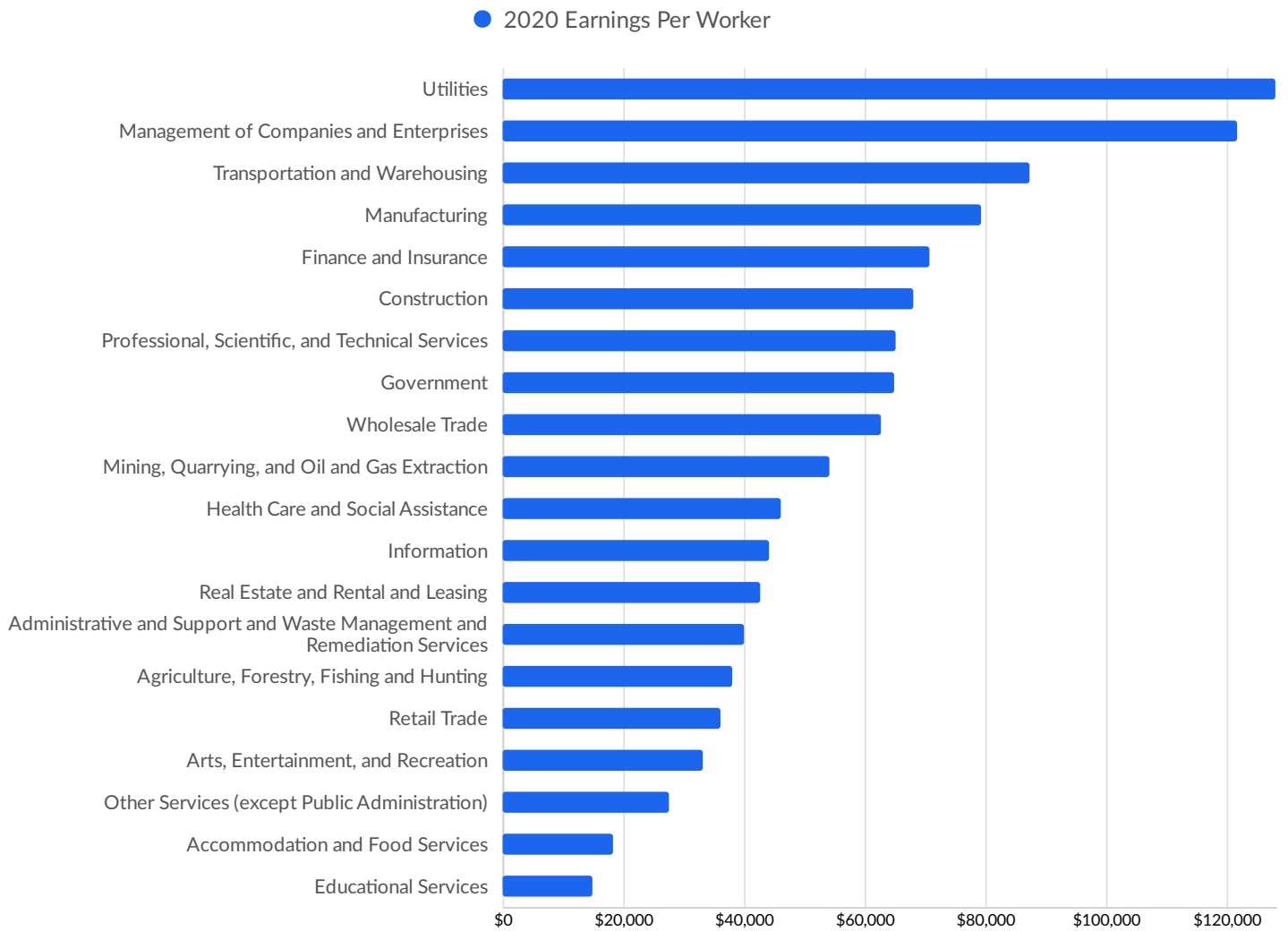
Top Industry LQ



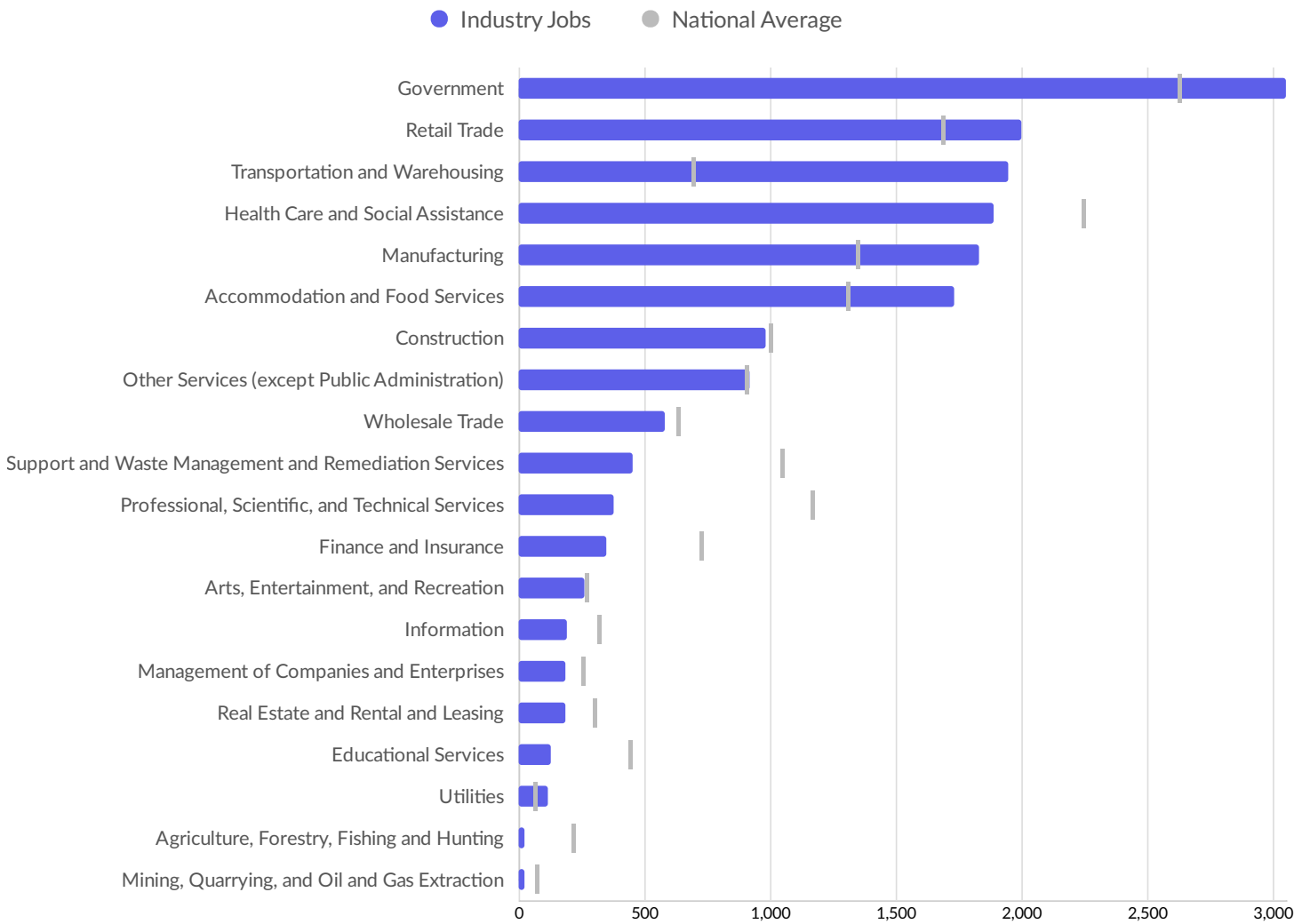
Top Industry GRP



Top Industry Earnings

















Largest Industries



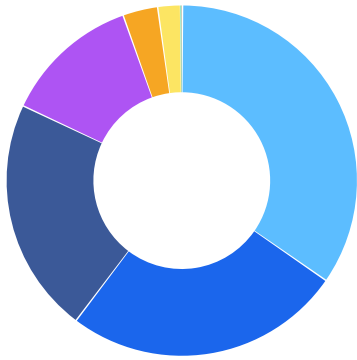
Business Characteristics

2,360 Companies Employ Your Workers

Online profiles for your workers mention 2,360 companies as employers, with the top 10 appearing below. In the last 12 months, 888 companies in Douglas County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Essentia Health	235 	Essentia Health	237 
University of Wisconsin-Madison	161 	Monarch Healthcare Inc	112 
Superior School District	108 	Jobot	96 
State of Wisconsin	78 	U.S. Xpress, Inc.	92 
Enbridge Inc	77 	Kwik Trip, Inc.	84 
UnitedHealth Group Incorporate...	71 	Dollar General Corporation	77 
St. Luke's Hospital of Duluth	41 	Amsoil, Inc.	57 
Superior, City of (inc)	41 	Army National Guard	57 
Bnsf Railway Company	38 	Platinum Supplemental Insuranc...	56 
Amsoil, Inc.	37 	C.R. England, Inc.	55 

Business Size

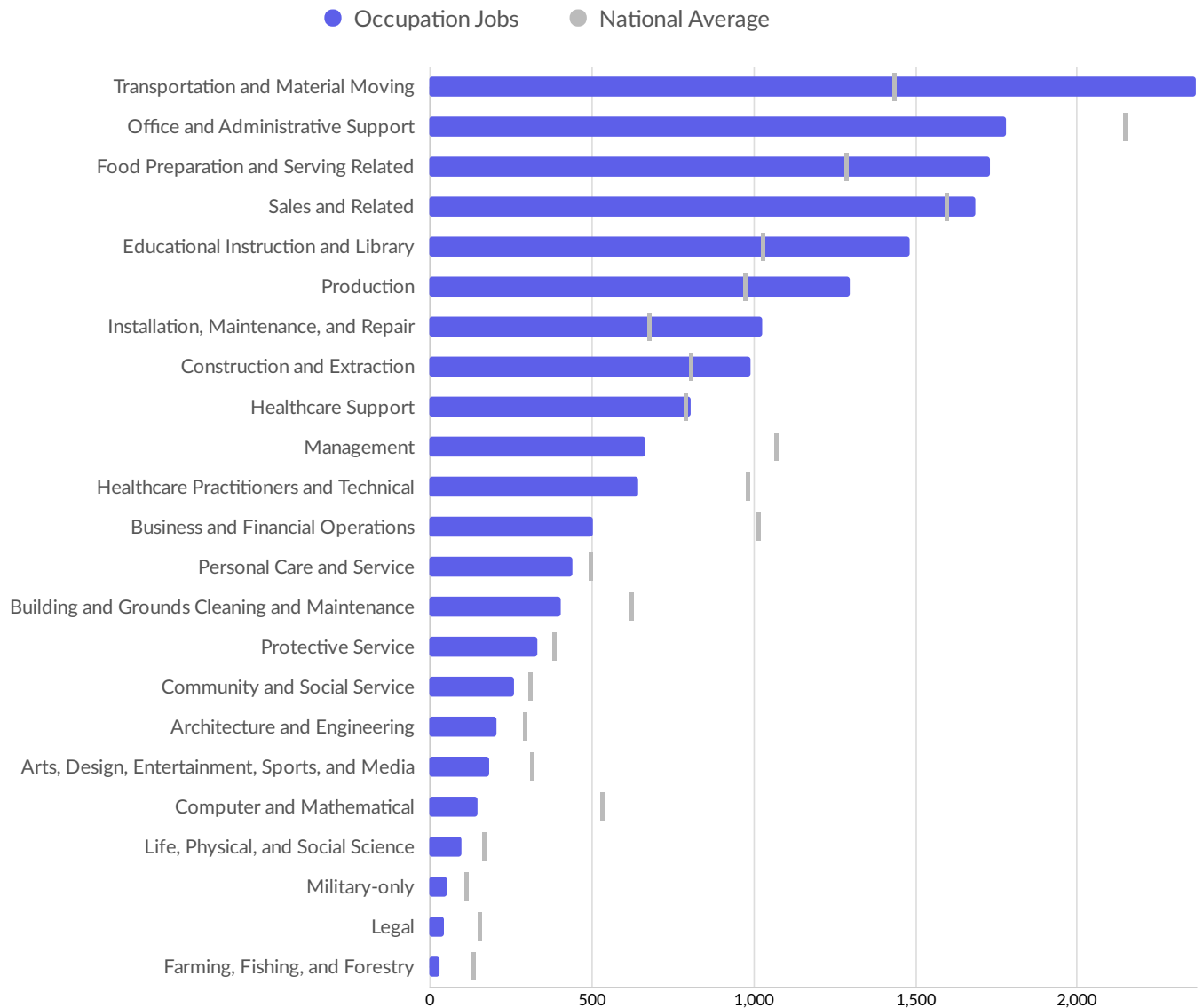


	Percentage	Business Count
1 to 4 employees	34.6%	578
5 to 9 employees	25.7%	429
10 to 19 employees	21.7%	363
20 to 49 employees	12.6%	210
50 to 99 employees	3.2%	54
100 to 249 employees	2.1%	35
250 to 499 employees	0.1%	1
500+ employees	0.1%	2

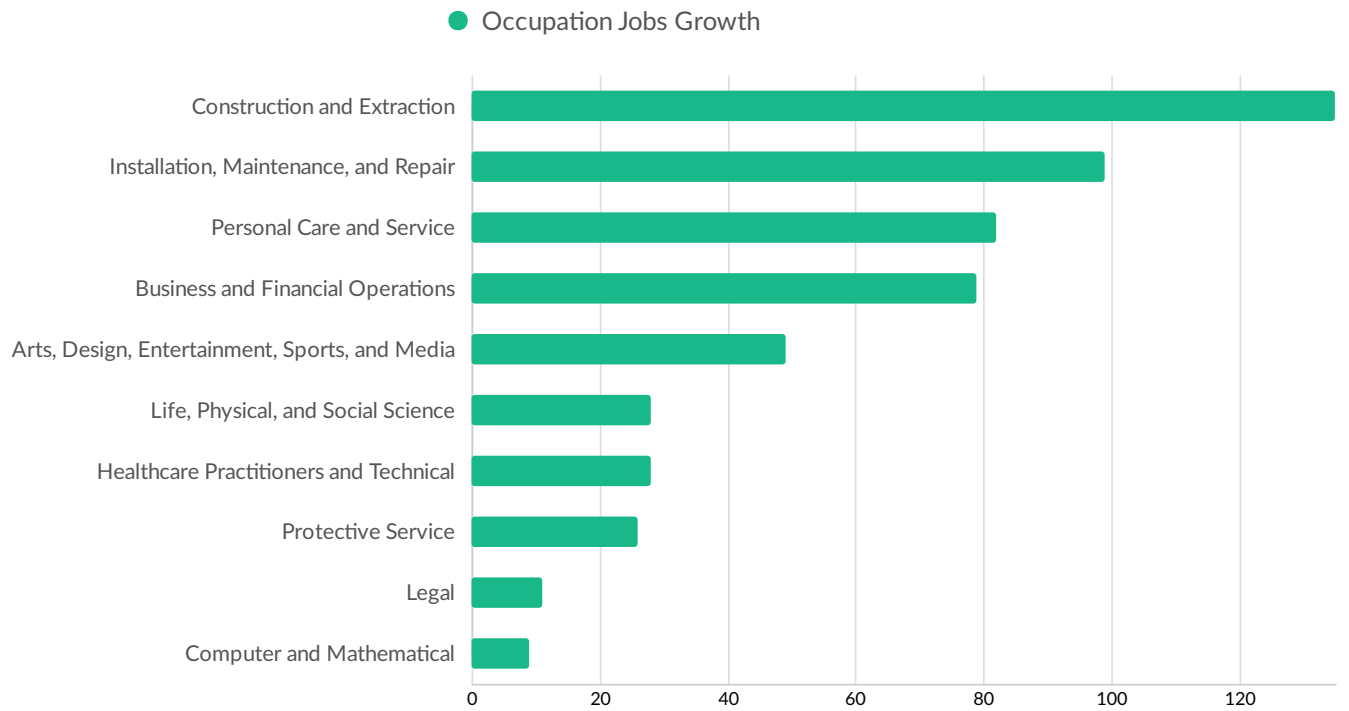
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

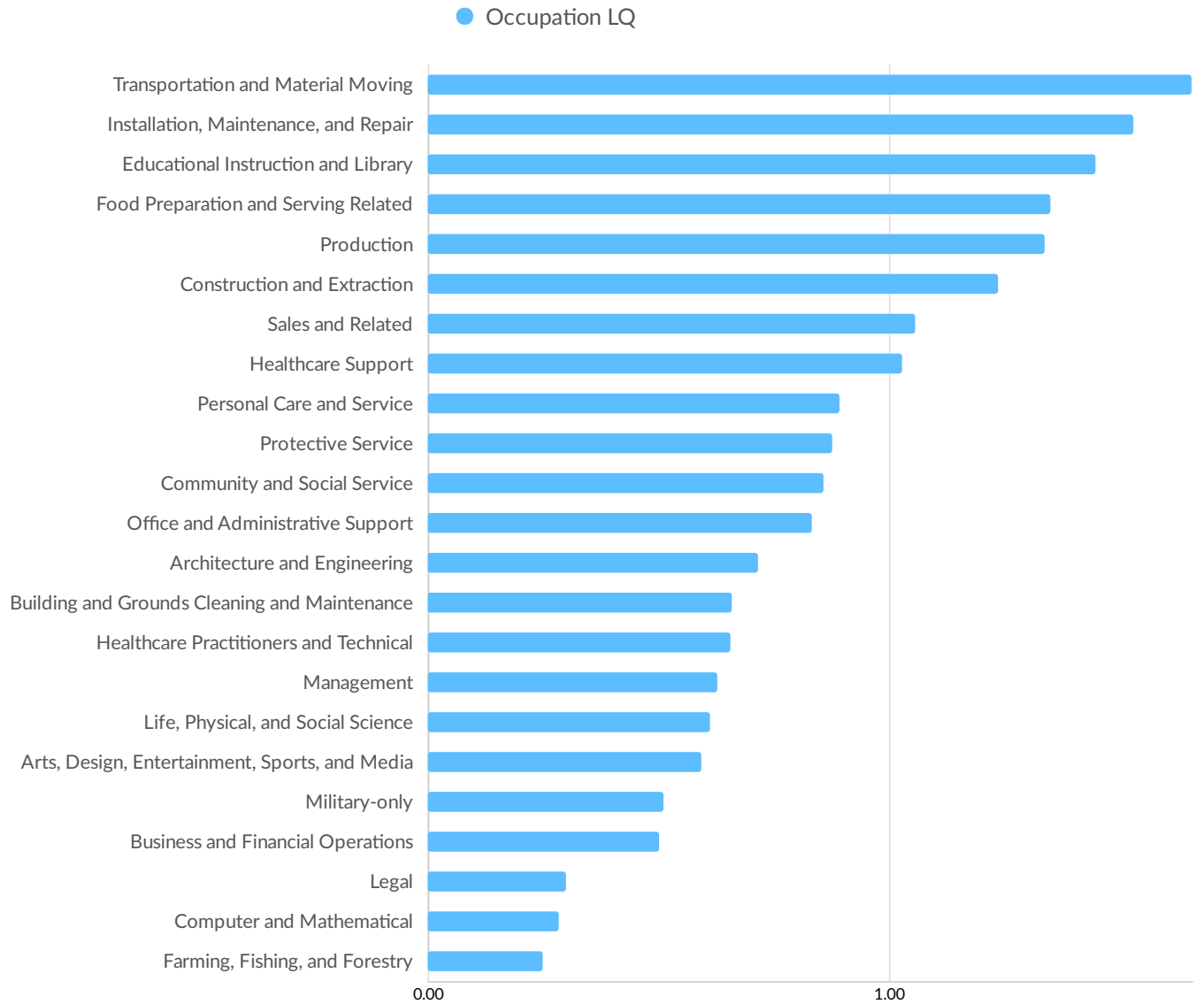
Largest Occupations



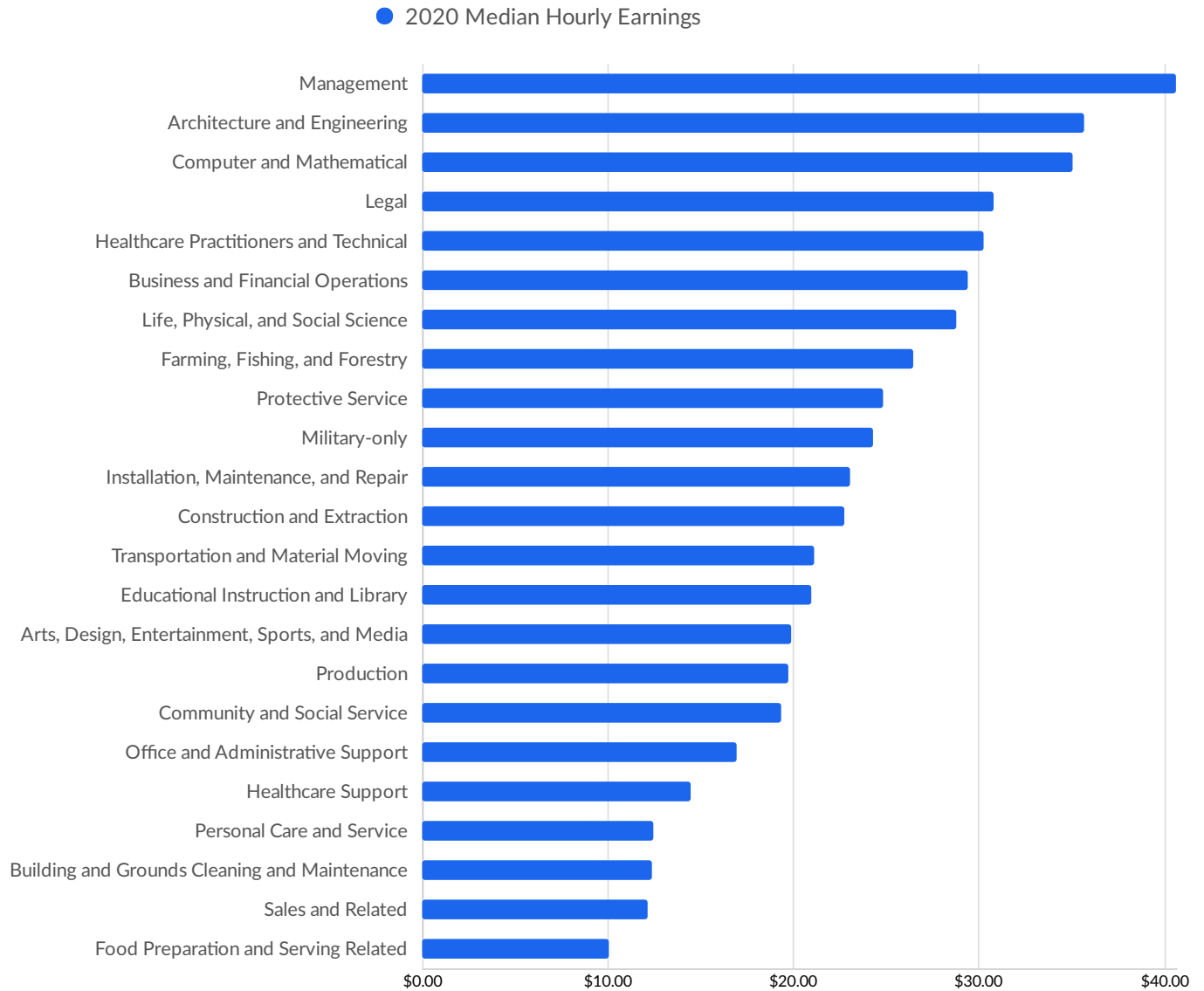
Top Growing Occupations



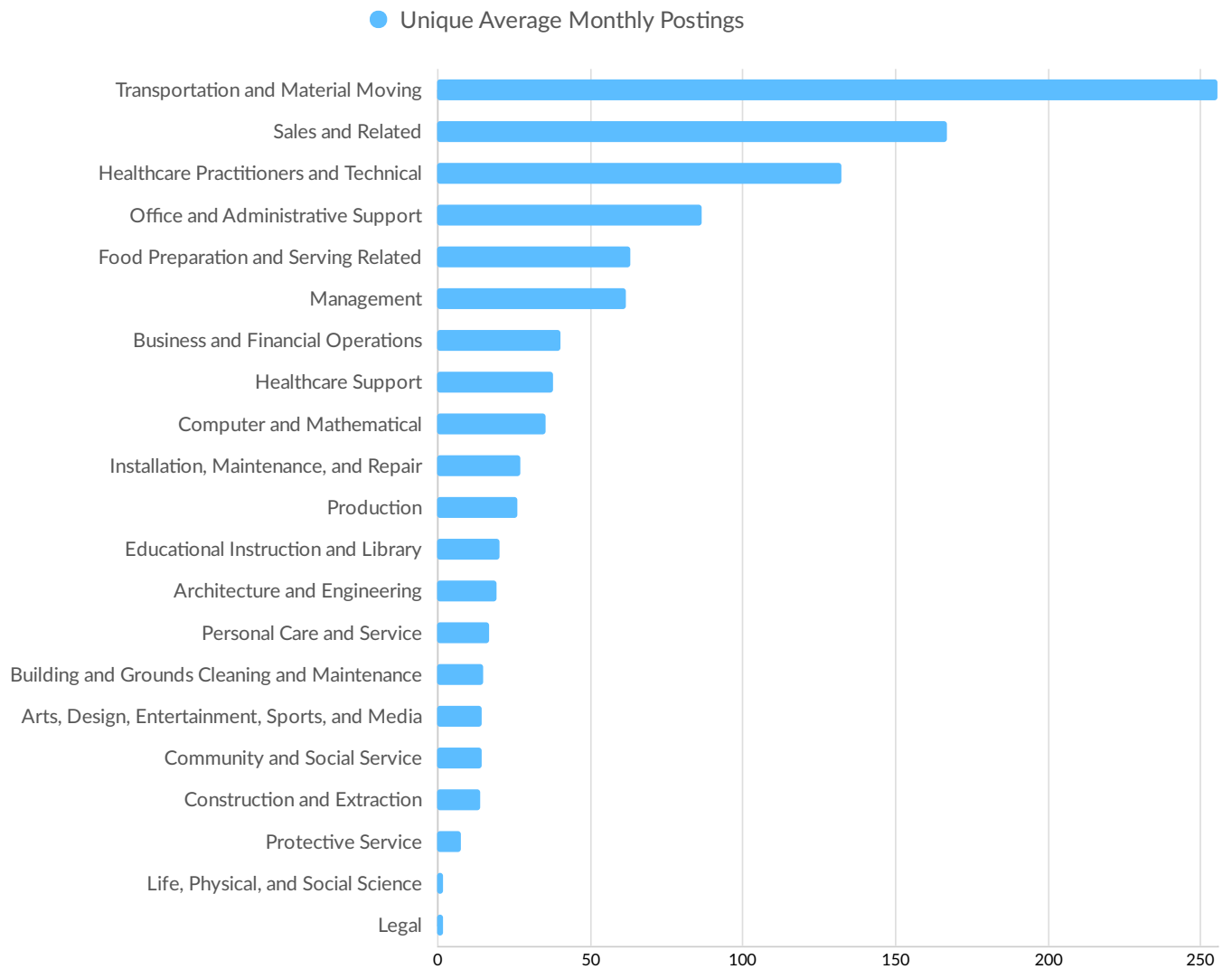
Top Occupation LQ



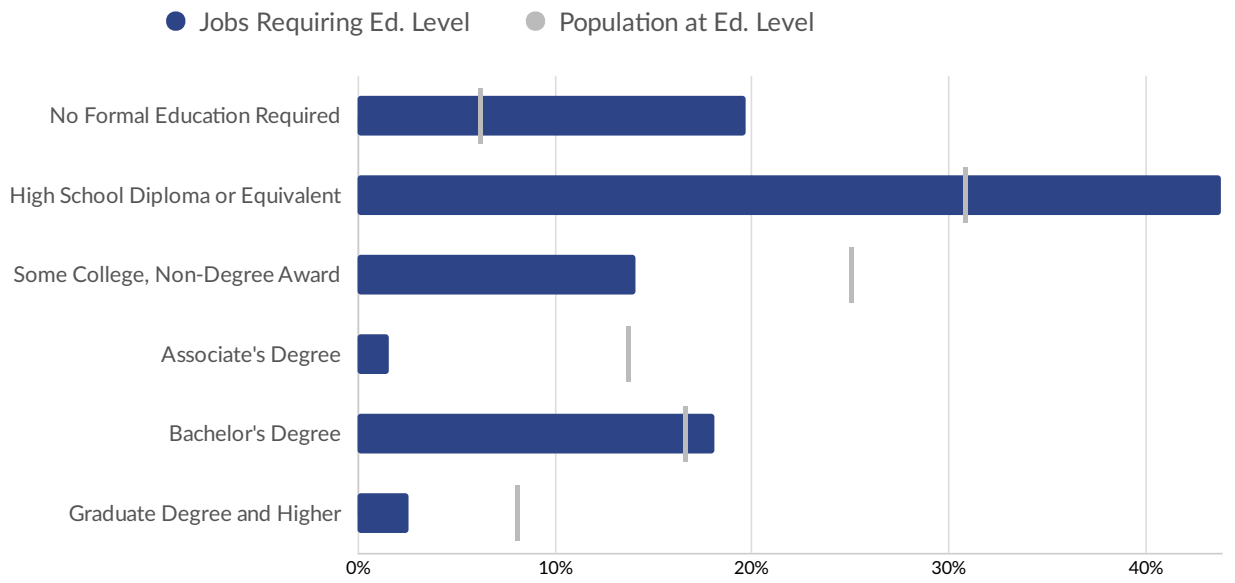
Top Occupation Earnings



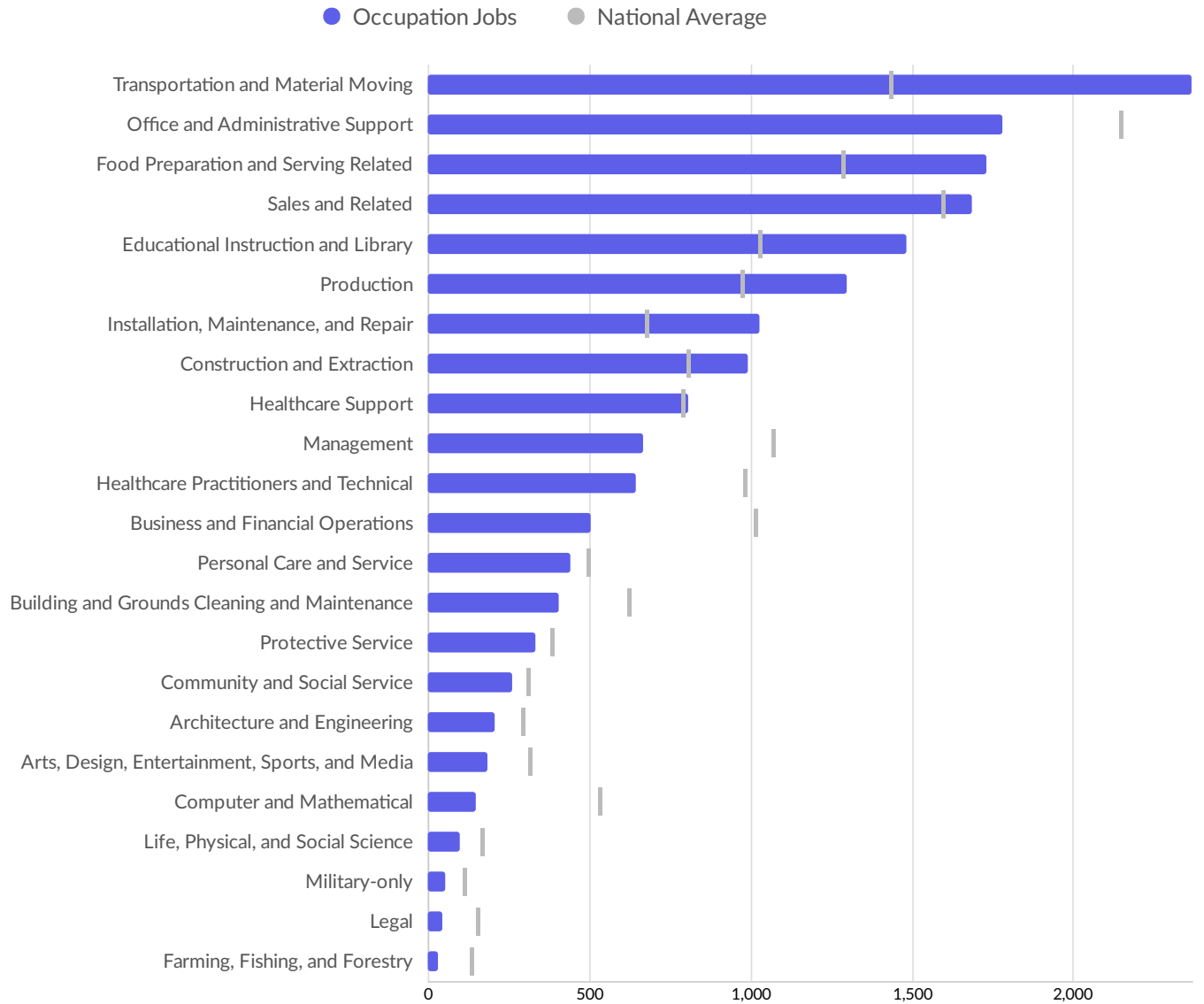
Top Posted Occupations



Underemployment

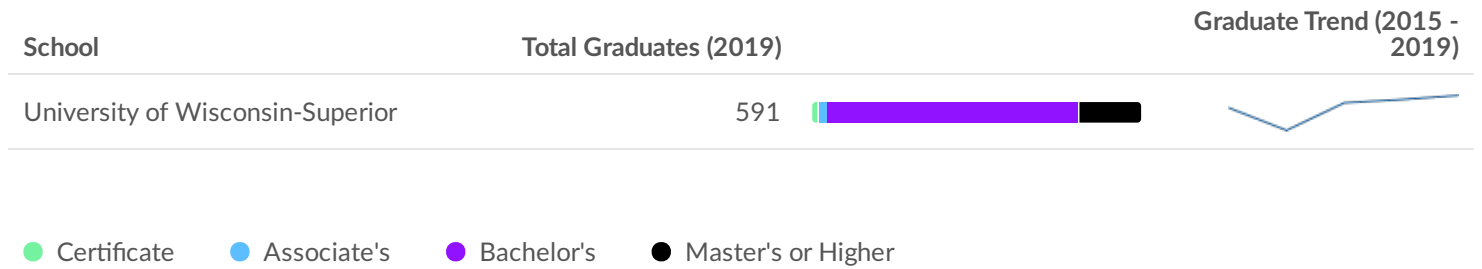


Largest Occupations



Educational Pipeline

In 2019, there were 591 graduates in Douglas County, WI. This pipeline has grown by 3% 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

