



**Visions Northwest Wisconsin:
Bayfield, Jump River, Polk-Burnett,
Price & Taylor Electric Service
Territories (Ashland, Bayfield, Burnett,
Douglas, Iron, Price, Rusk, Sawyer,
Taylor & Washburn Counties) (Report
courtesy of the 7 Rivers Alliance)**

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Economy Overview

174,307

Population (2018)

Population decreased by 2,267 over the last 5 years and is projected to decrease by 1,203 over the next 5 years.

75,504

Jobs (2018)

Jobs grew by 797 over the last 5 years and are projected to grow by 1,900 over the next 5 years.

\$45.1K

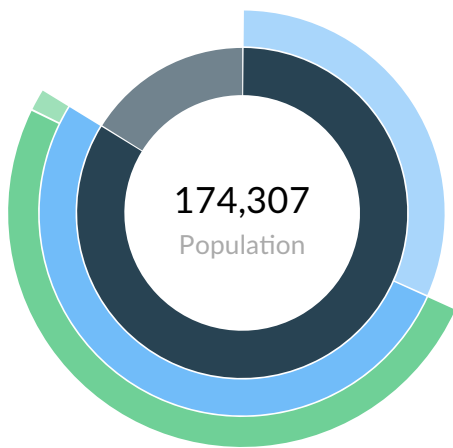
Avg. Earnings Per Job (2018)

Regional average earnings per job are \$20.0K below the national average earnings of \$65.1K per job.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	174,307	90,837	75,504	99.5	\$6.69B	\$10.56B	\$9.09B
State	5,810,713	3,148,851	3,139,957	100.3	\$327.94B	\$290.04B	\$322.18B
Nation	328,038,851	162,722,799	162,139,168	100.0	\$19.94T	\$0	\$8.59T

Economy Overview - Cont.

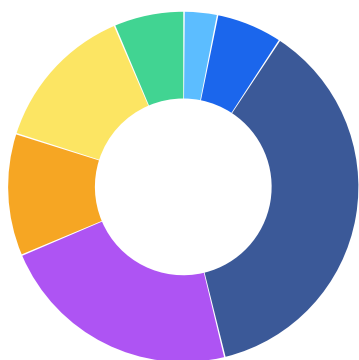
2018 Labor Force Breakdown



	Population
● Total Working Age Population	145,996
● Not in Labor Force (15+)	55,159
● Labor Force	90,837
● Employed	88,094
● Unemployed	2,743
● Under 15	28,311

Educational Attainment

Concerning educational attainment, **13.7%** of the selected regions' residents possess a **Bachelor's Degree** (4.9% below the national average), and **11.3%** hold an **Associate's Degree** (3.3% above the national average).

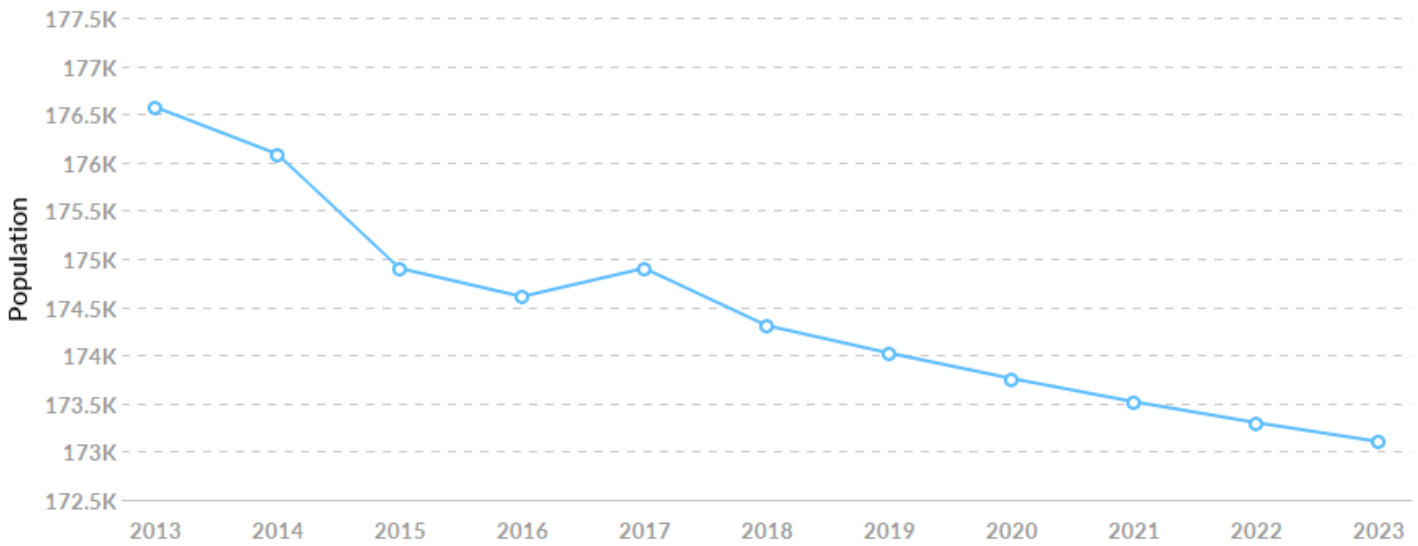


	% of Population	Population
● Less Than 9th Grade	3.1%	3,925
● 9th Grade to 12th Grade	6.1%	7,800
● High School Diploma	36.9%	47,160
● Some College	22.4%	28,665
● Associate's Degree	11.3%	14,395
● Bachelor's Degree	13.7%	17,472
● Graduate Degree and Higher	6.5%	8,274

Historic & Projected Trends

Population Trends

As of 2018 the region's population declined by 1.3% since 2013, falling by 2,267. Population is expected to decrease by 0.7% between 2018 and 2023, losing 1,203.

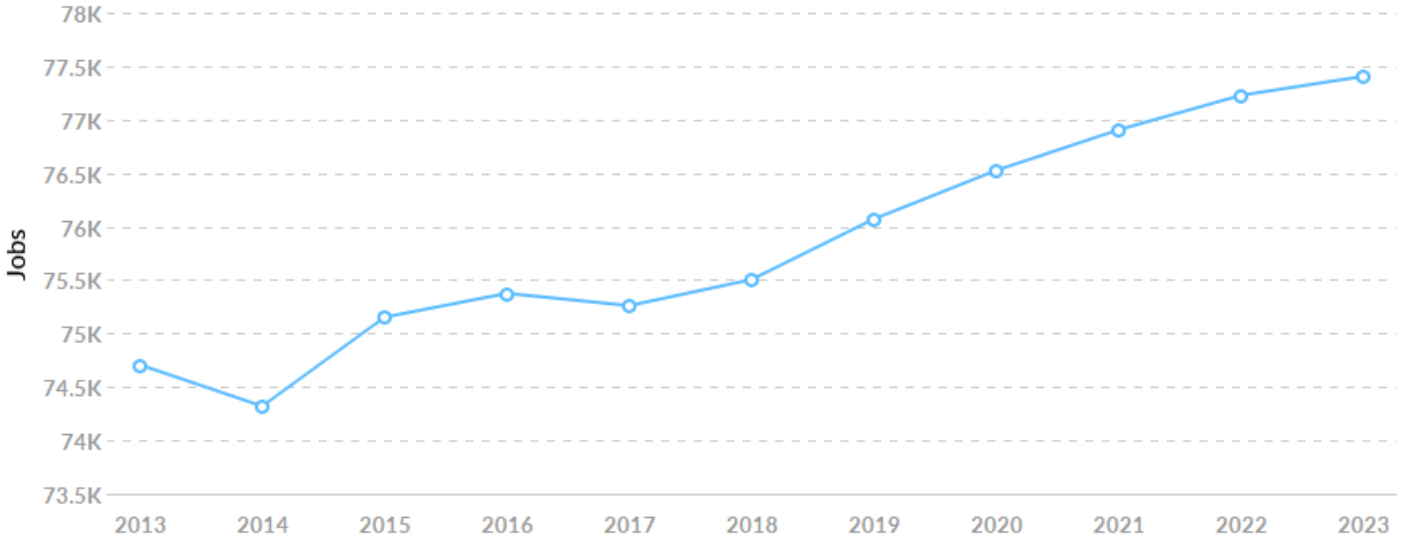


Timeframe	Population
2013	176,574
2014	176,086
2015	174,901
2016	174,607
2017	174,901
2018	174,307
2019	174,022
2020	173,758
2021	173,517
2022	173,300
2023	173,104

Historic & Projected Trends - Cont.

Job Trends

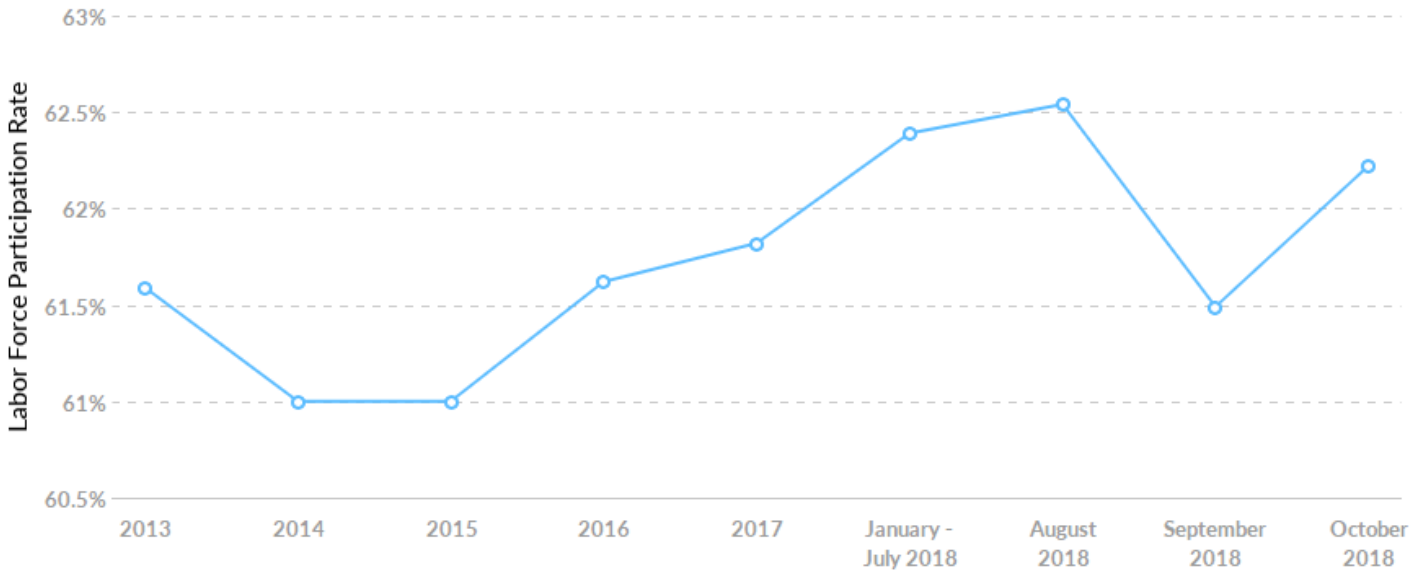
From 2013 to 2018, jobs **increased by 1.1%** in Visions Northwest Wisconsin: Bayfield, Jump River, Polk-Burnett, Price & Taylor Electric Service Territories (Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor & Washburn Counties) (Report courtesy of the 7 Rivers Alliance) from 74,707 to **75,504**. This change **fell short of the national growth rate of 7.8% by 6.7%**.



Timeframe	Jobs
2013	74,707
2014	74,320
2015	75,152
2016	75,375
2017	75,260
2018	75,504
2019	76,070
2020	76,525
2021	76,904
2022	77,227
2023	77,404

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

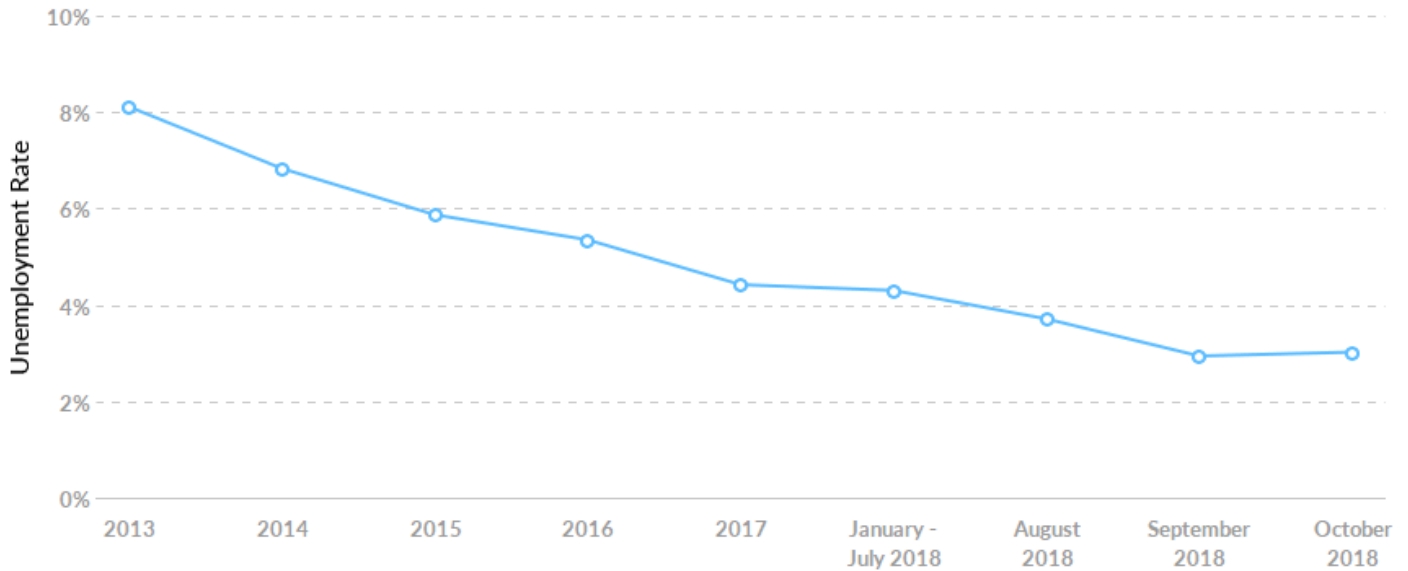


Timeframe	Labor Force Participation Rate
2013	61.59%
2014	61.00%
2015	61.00%
2016	61.62%
2017	61.82%
January - July 2018	62.39%
August 2018	62.54%
September 2018	61.49%
October 2018	62.22%

Historic & Projected Trends - Cont.

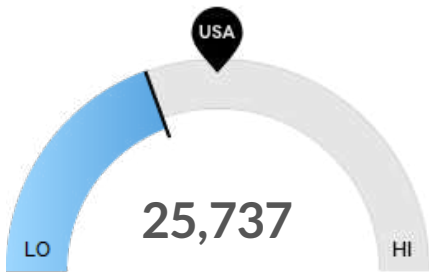
Unemployment Rate Trends

Your areas had an October 2018 unemployment rate of 3.02%, **decreasing from 8.11%** 5 years before.



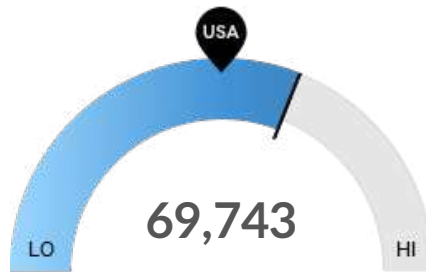
Timeframe	Unemployment Rate
2013	8.11%
2014	6.83%
2015	5.87%
2016	5.35%
2017	4.42%
January - July 2018	4.30%
August 2018	3.71%
September 2018	2.94%
October 2018	3.02%

Population Characteristics



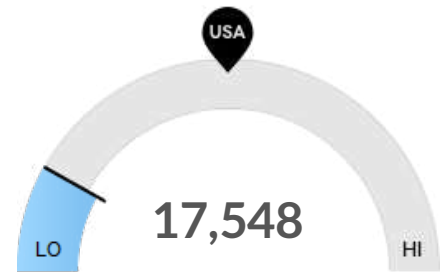
Millennials

Your area has 25,737 millennials (ages 20-34). The national average for an area this size is 36,225.



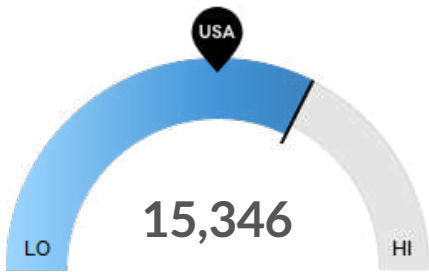
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 49,860 people 55 or older, while there are 69,743 here.



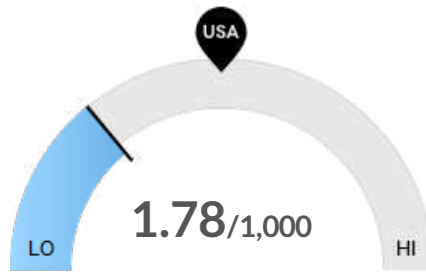
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 68,687 racially diverse people, while there are 17,548 here.



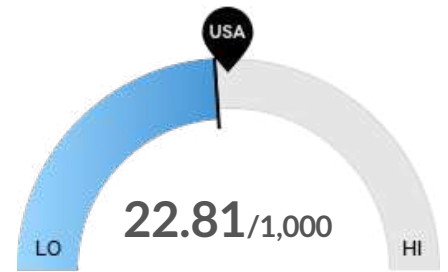
Veterans

Your area has 15,346 veterans. The national average for an area this size is 10,170.



Violent Crime

Your area has 1.78 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.

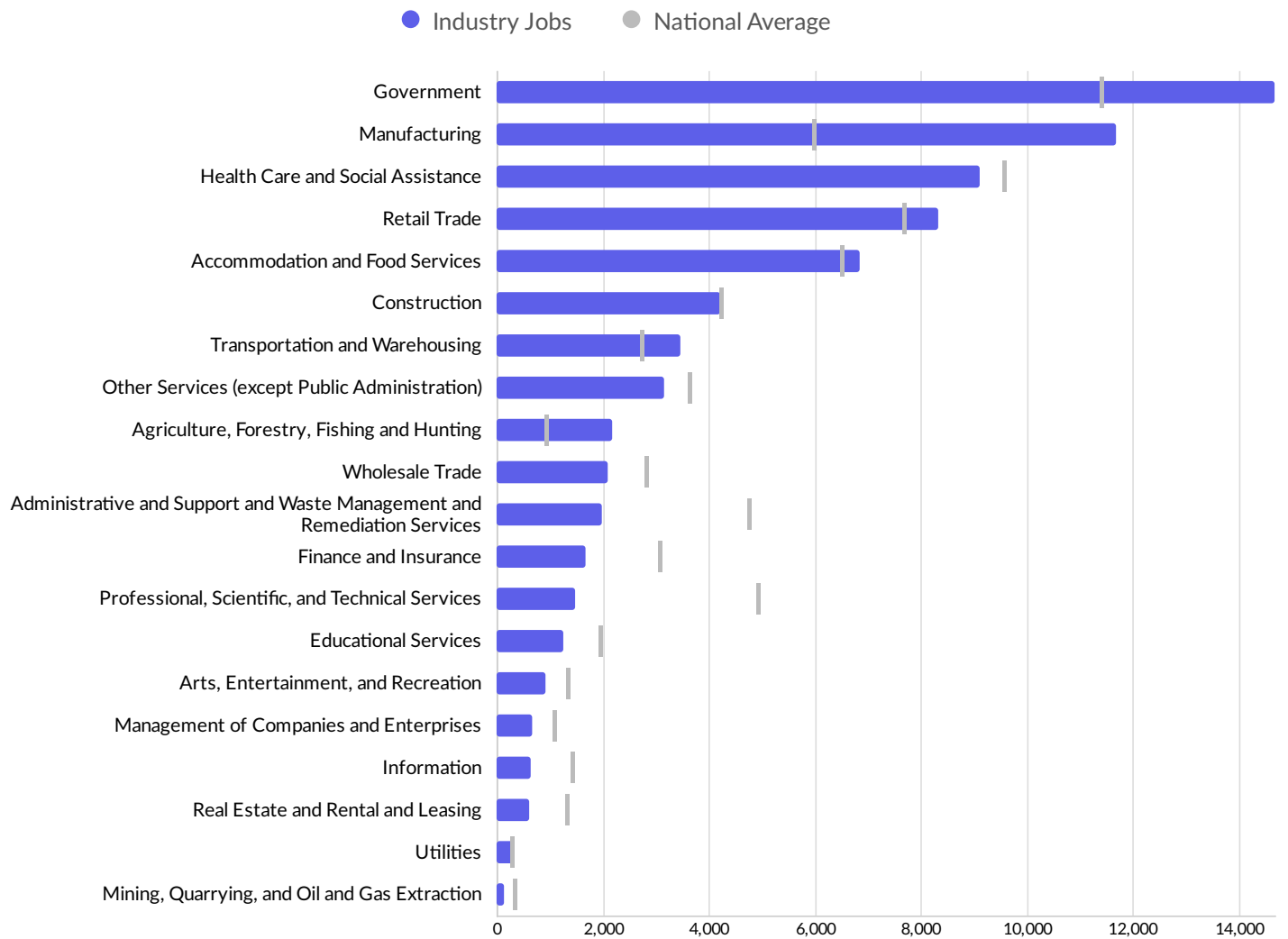


Property Crime

Your area has 22.81 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

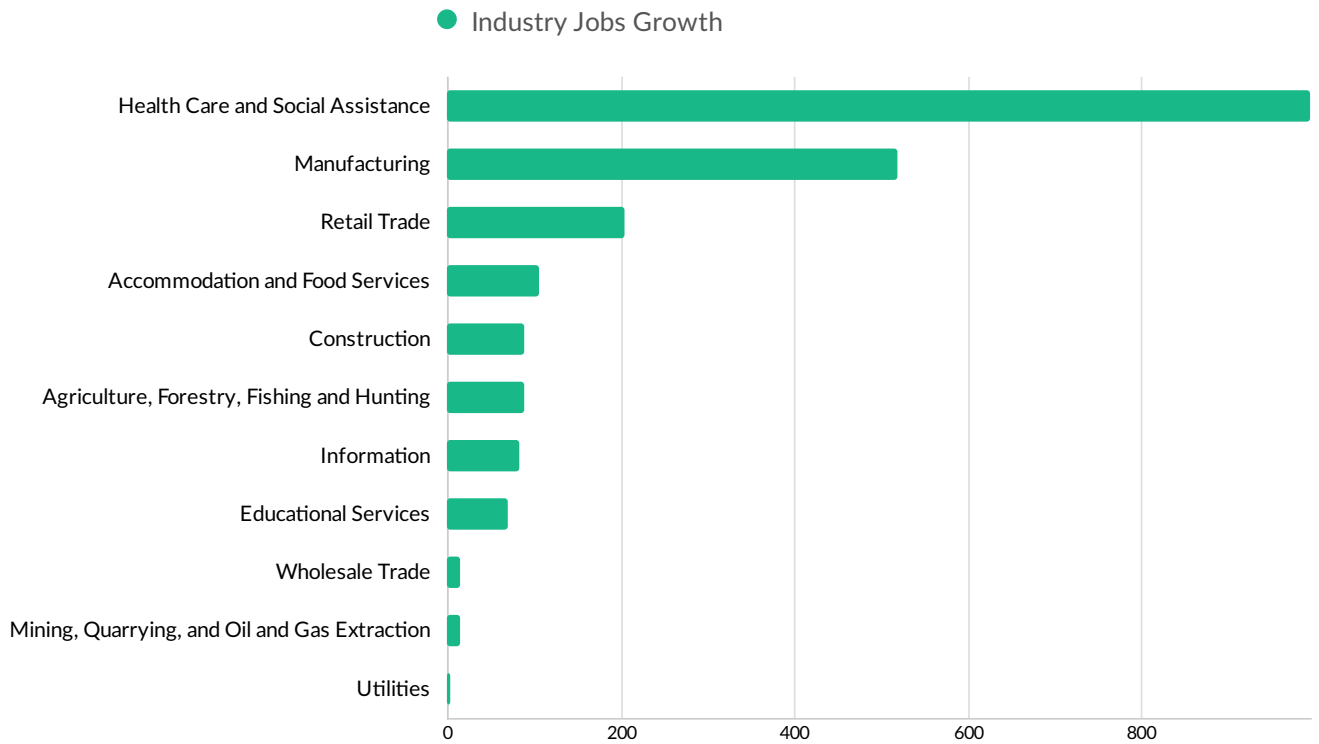
Industry Characteristics

Largest Industries



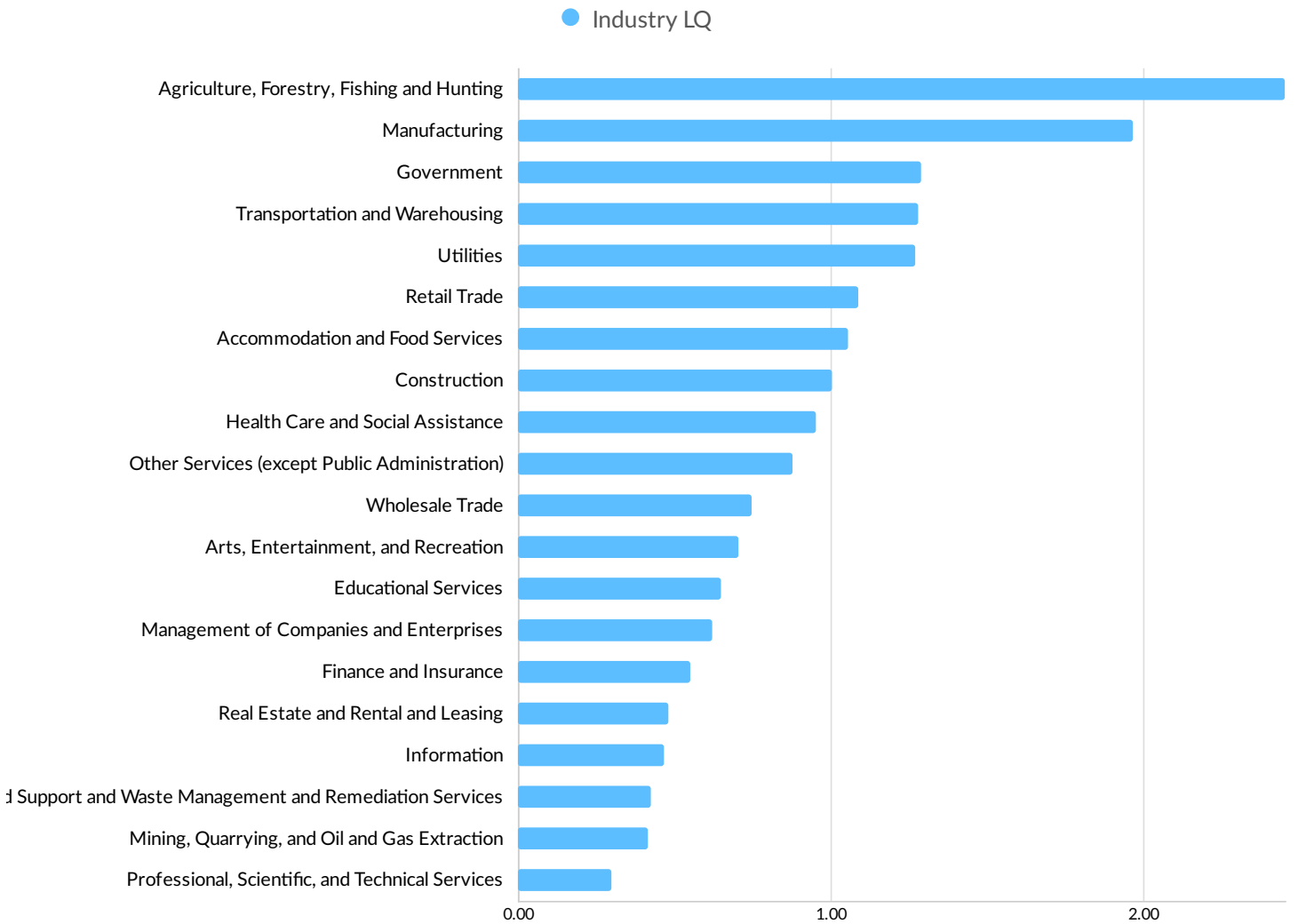
Industry Characteristics - Cont.

Top Growing Industries



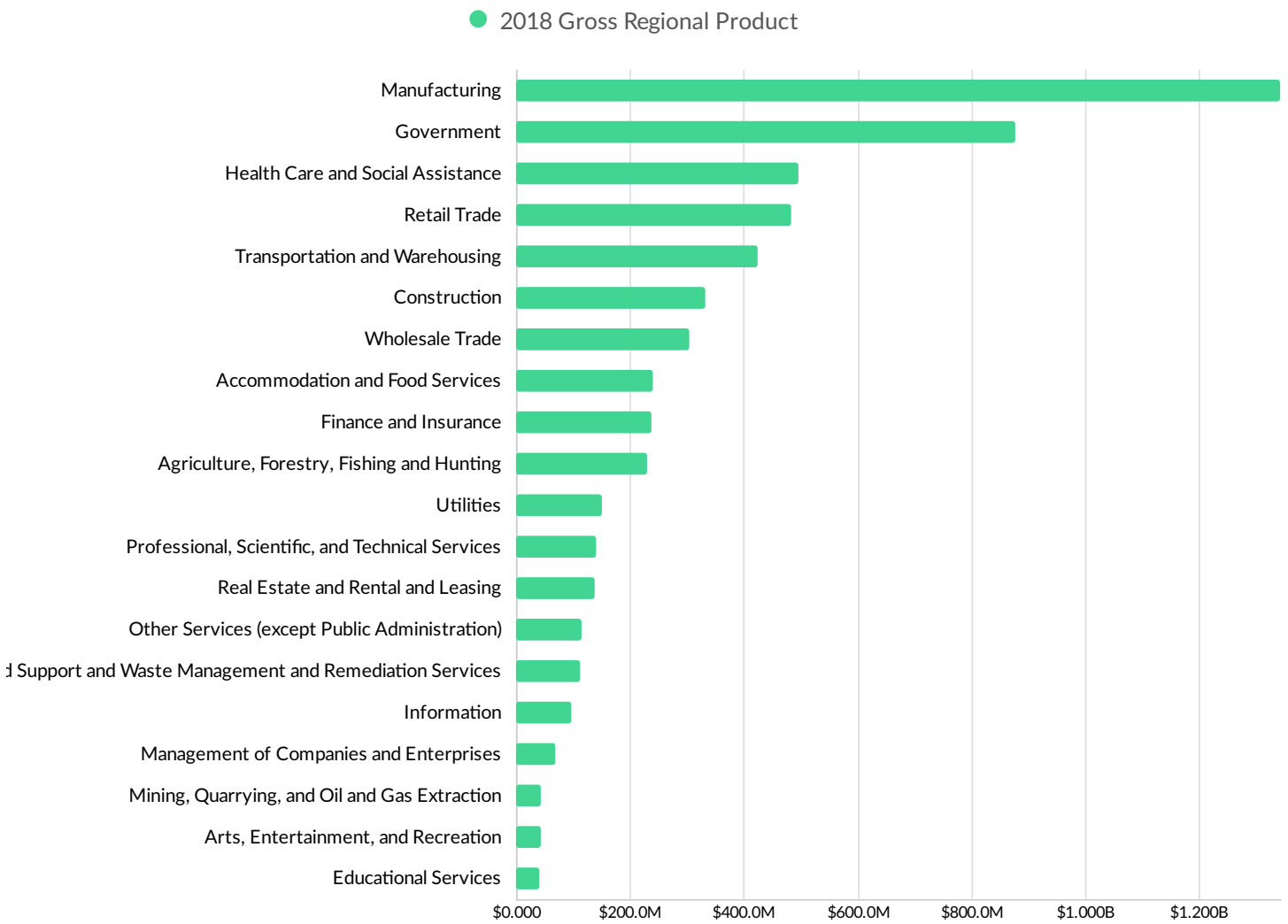
Industry Characteristics - Cont.

Top Industry LQ



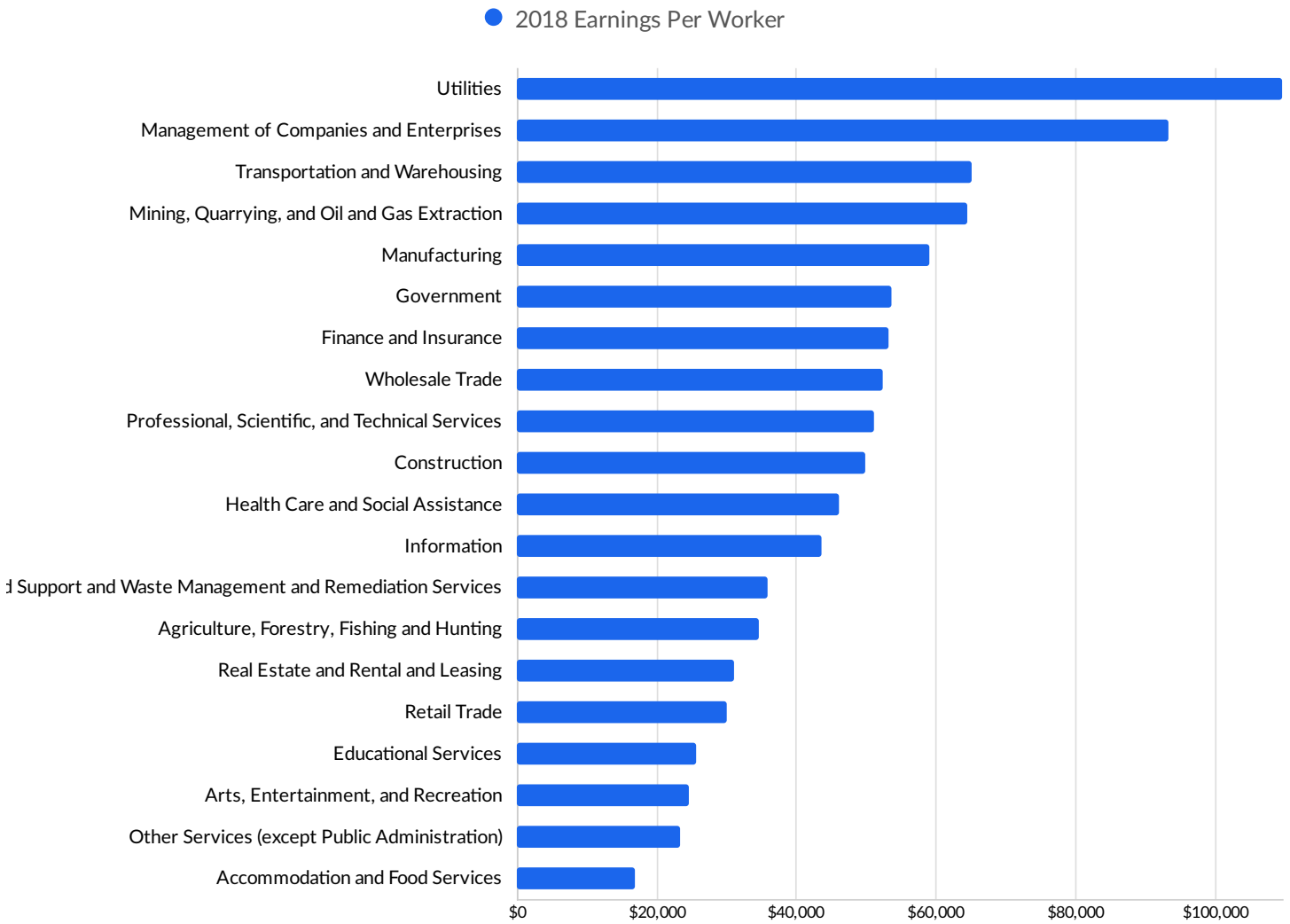
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Government	14,983	14,679	-304	-2%	1.29	\$53,623	\$875.92M
Manufacturing	11,170	11,689	519	+5%	1.97	\$59,173	\$1.34B
Health Care and Social Assistance	8,120	9,115	995	+12%	0.95	\$46,152	\$496.33M
Retail Trade	8,133	8,338	205	+3%	1.09	\$30,186	\$483.86M
Accommodation and Food Services	6,757	6,863	106	+2%	1.06	\$16,955	\$240.02M
Construction	4,118	4,208	90	+2%	1.01	\$49,971	\$332.79M
Transportation and Warehousing	3,713	3,459	-254	-7%	1.28	\$65,082	\$425.59M
Other Services (except Public Administration)	3,183	3,163	-20	-1%	0.88	\$23,470	\$114.43M
Agriculture, Forestry, Fishing and Hunting	2,098	2,187	89	+4%	2.45	\$34,598	\$229.01M
Wholesale Trade	2,076	2,092	16	+1%	0.75	\$52,440	\$304.13M
Administrative and Support and Waste Management and Remediation Services	2,382	1,996	-386	-16%	0.42	\$35,910	\$113.76M
Finance and Insurance	1,746	1,678	-68	-4%	0.55	\$53,363	\$236.98M
Professional, Scientific, and Technical Services	1,616	1,471	-145	-9%	0.30	\$51,241	\$139.41M
Educational Services	1,184	1,254	70	+6%	0.65	\$25,747	\$41.49M
Arts, Entertainment, and Recreation	1,019	926	-93	-9%	0.71	\$24,638	\$43.24M
Management of Companies and Enterprises	770	668	-102	-13%	0.62	\$93,334	\$69.29M
Information	566	650	84	+15%	0.47	\$43,627	\$96.55M
Real Estate and Rental and Leasing	624	610	-14	-2%	0.48	\$31,209	\$138.67M
Utilities	328	331	3	+1%	1.27	\$109,673	\$149.80M















Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Mining, Quarrying, and Oil and Gas Extraction	114	129	15	+13%	0.42	\$64,593	\$44.26M

Business Characteristics

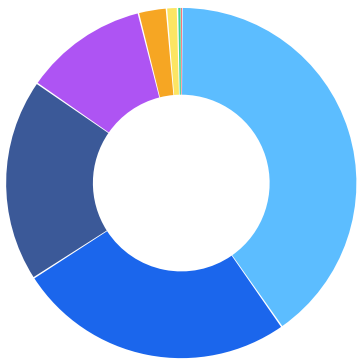
7,934 Companies Employ Your Workers

Online profiles for your workers mention 7,934 companies as employers, with the top 10 appearing below. In the last 12 months, 1,833 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Essentia Health	215 	C.R. England, Inc.	827 
University of Wisconsin-Madis...	180 	Platinum Supplemental Insuran...	808 
State of Wisconsin	98 	Tutree, Inc.	633 
Unitedhealth Group Incorporat...	85 	Roehl Transport, Inc.	599 
Memorial Medical Center Inc	81 	U. S. Xpress, Inc.	503 
Enbridge Inc	79 	Barr-Nunn Transportation, Inc.	394 
Wal-Mart Stores, Inc.	75 	J.B. Hunt Transport Services, In...	382 
Phillips Plastics Corporation	70 	Teach For America, Inc.	351 
Northland College	69 	Dollar General Corporation	311 
Aspirus Wausau Hospital, Inc.	67 	Comphealth Associates, Inc	284 

Business Characteristics - Cont.

Business Size

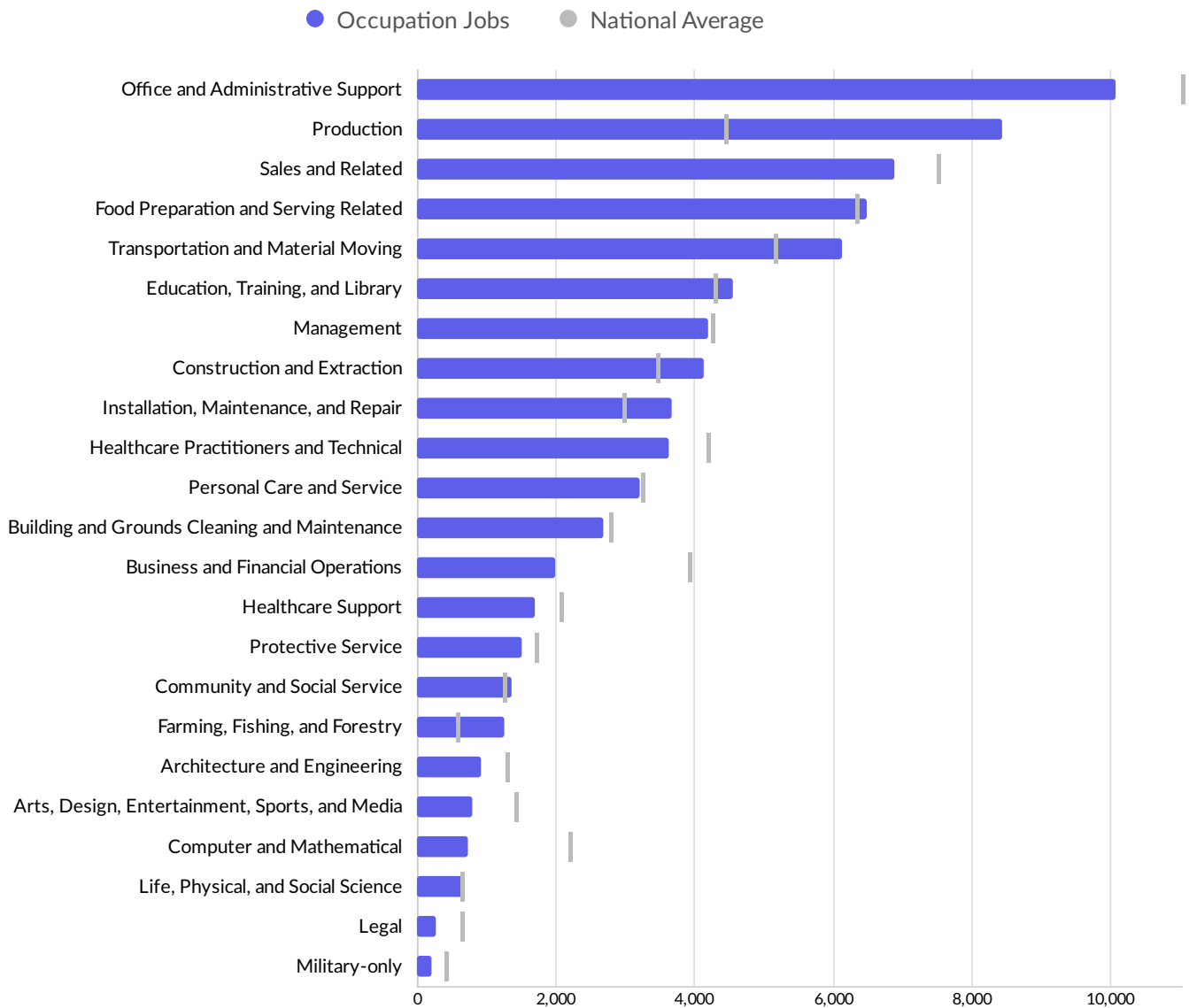


	Percentage	Business Count
1 to 4 employees	40.2%	3,792
5 to 9 employees	25.6%	2,417
10 to 19 employees	18.7%	1,766
20 to 49 employees	11.4%	1,078
50 to 99 employees	2.6%	244
100 to 249 employees	1.0%	95
250 to 499 employees	0.3%	33
500+ employees	0.1%	6

**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.*

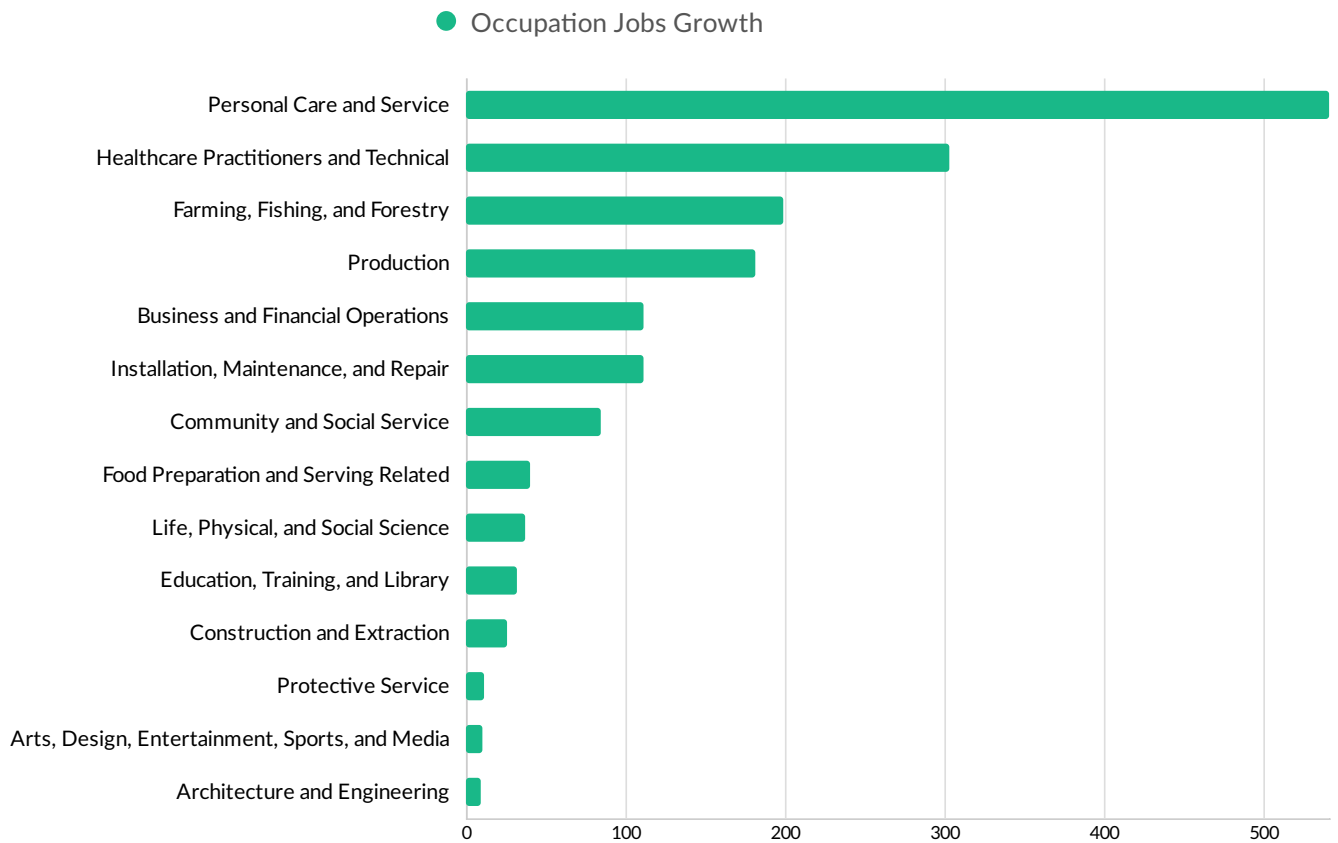
Workforce Characteristics

Largest Occupations



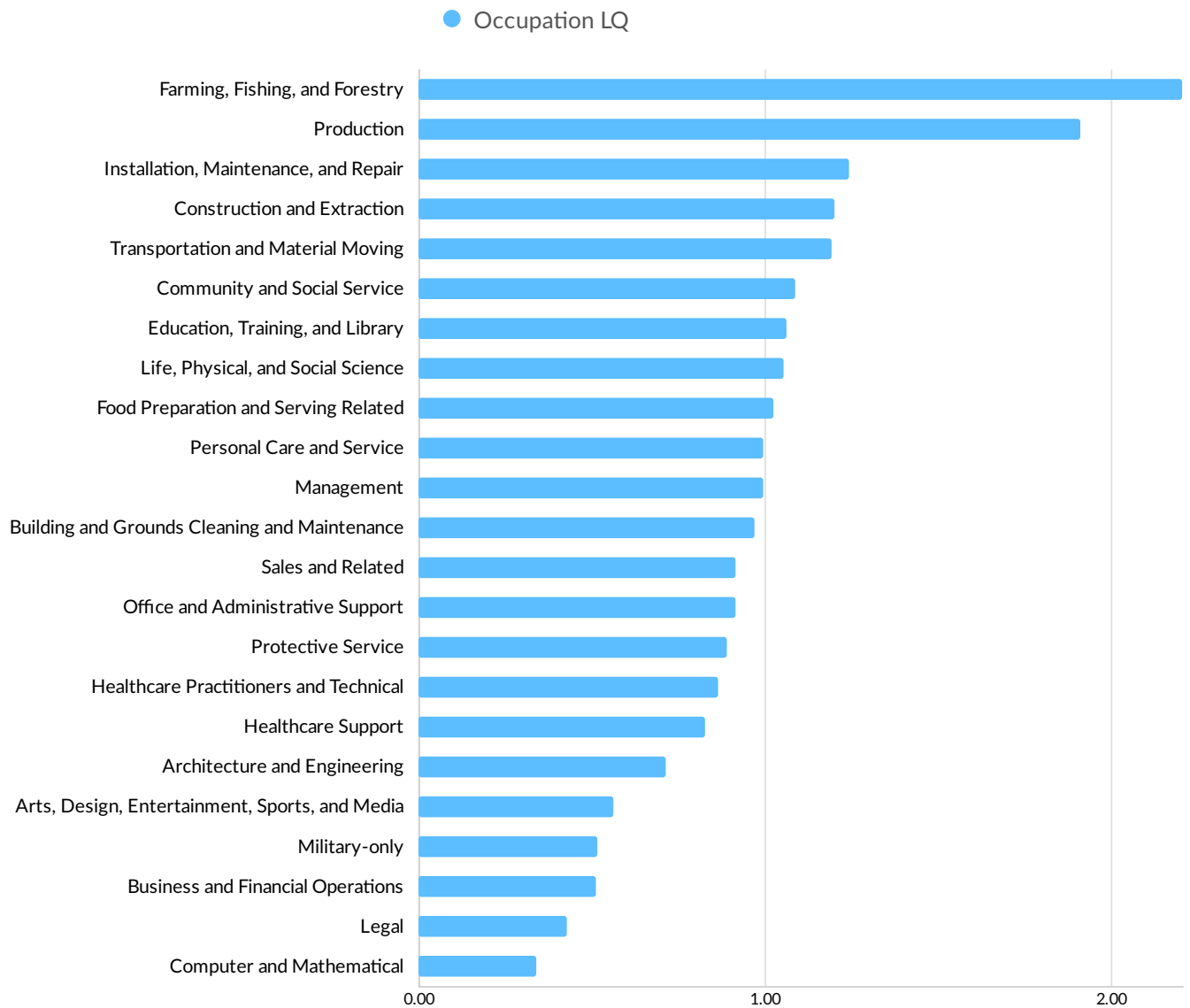
Workforce Characteristics - Cont.

Top Growing Occupations



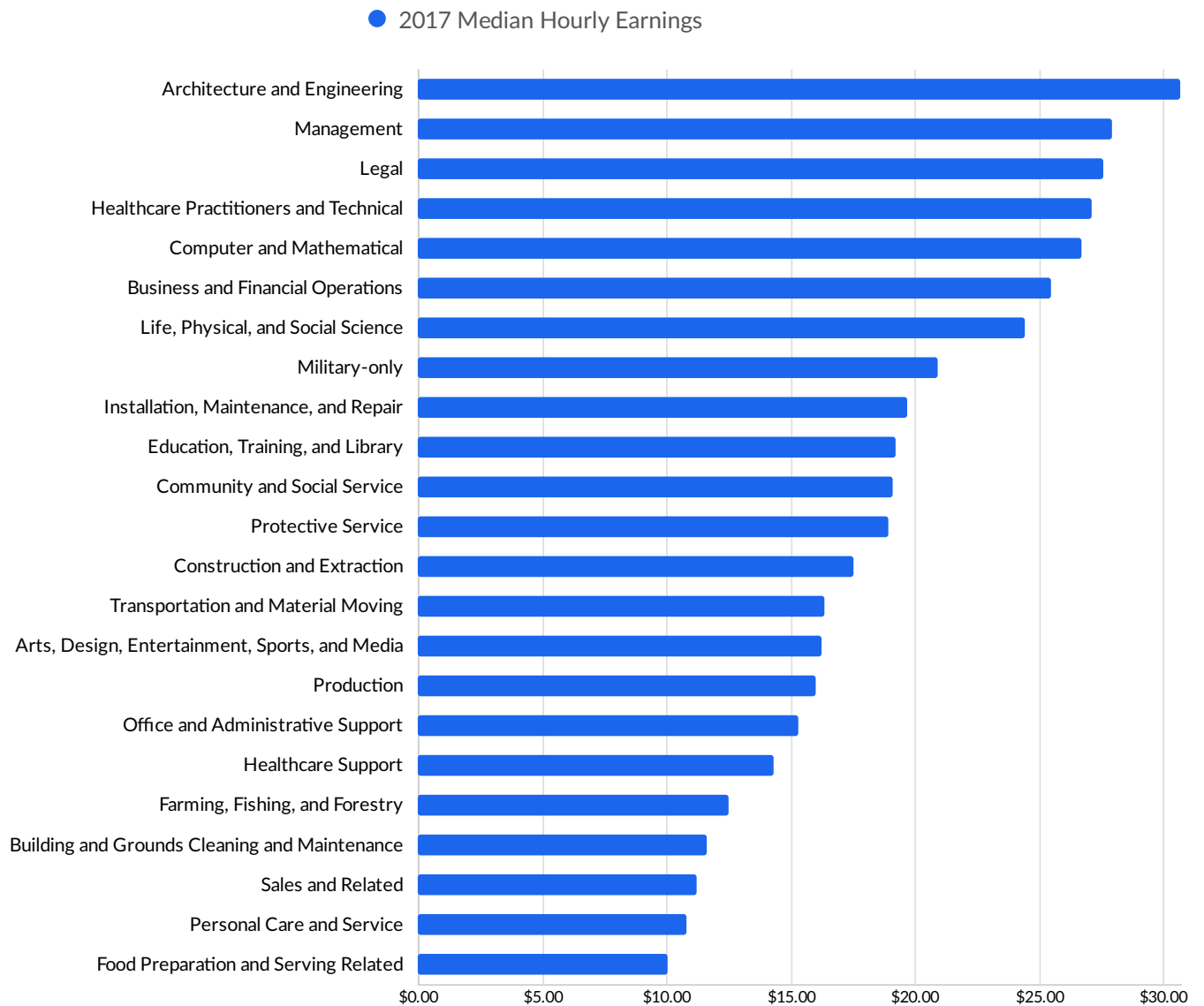
Workforce Characteristics - Cont.

Top Occupation LQ



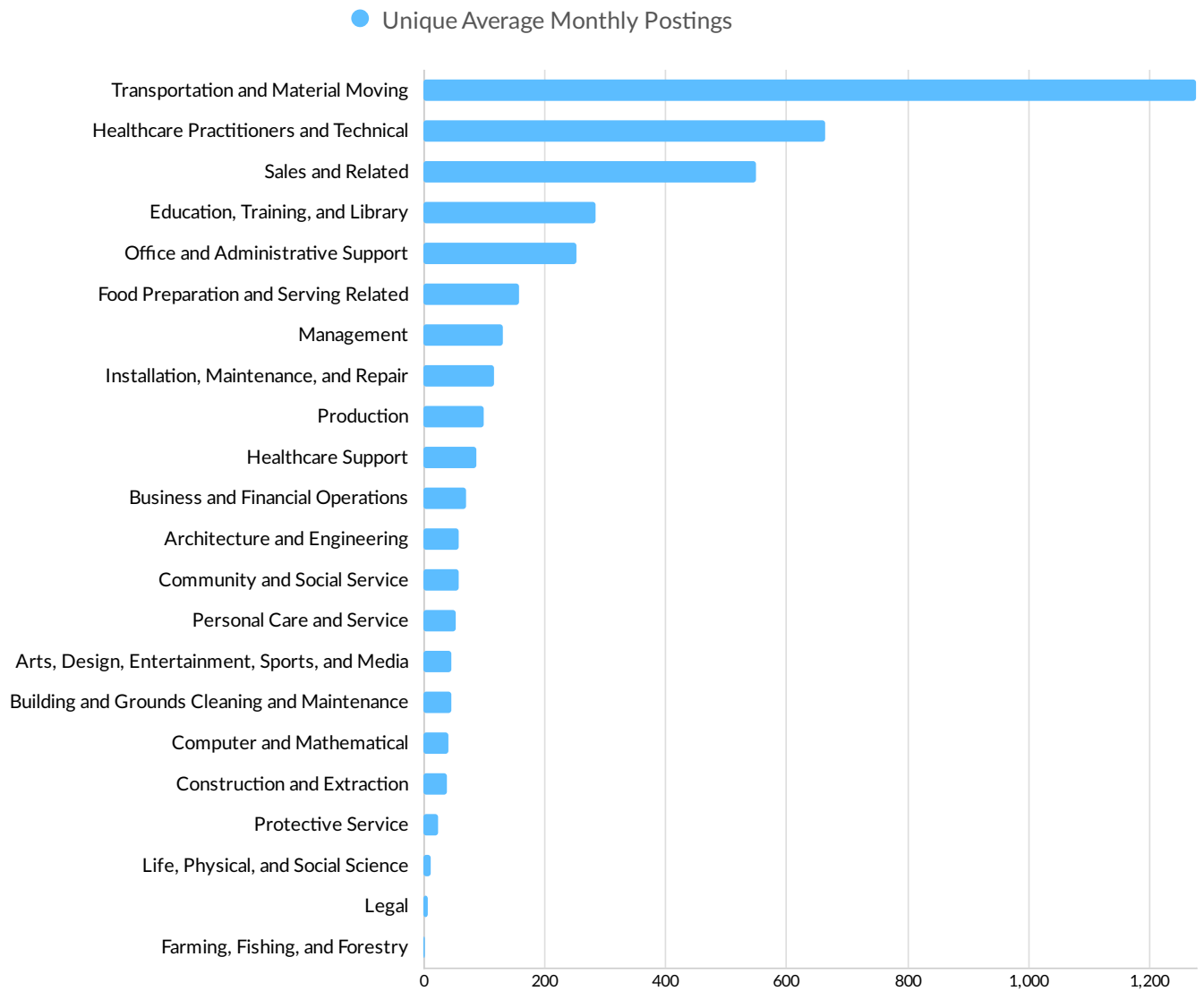
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Office and Administrative Support	10,433	10,074	-359	-3%	0.91	\$15.30	253
Production	8,271	8,452	181	+2%	1.91	\$16.02	99
Sales and Related	6,944	6,882	-62	-1%	0.92	\$11.23	550
Food Preparation and Serving Related	6,446	6,486	40	+1%	1.03	\$10.06	158
Transportation and Material Moving	6,321	6,126	-195	-3%	1.19	\$16.39	1,278
Education, Training, and Library	4,519	4,551	32	+1%	1.06	\$19.25	284
Management	4,283	4,204	-79	-2%	0.99	\$27.93	131
Construction and Extraction	4,116	4,142	26	+1%	1.20	\$17.52	40
Installation, Maintenance, and Repair	3,564	3,675	111	+3%	1.24	\$19.71	116
Healthcare Practitioners and Technical	3,323	3,626	303	+9%	0.87	\$27.14	665
Personal Care and Service	2,678	3,219	541	+20%	0.99	\$10.80	55
Building and Grounds Cleaning and Maintenance	2,761	2,686	-75	-3%	0.97	\$11.62	45
Business and Financial Operations	1,883	1,994	111	+6%	0.51	\$25.50	71
Healthcare Support	1,773	1,697	-76	-4%	0.83	\$14.31	88
Protective Service	1,494	1,505	11	+1%	0.89	\$18.96	23
Community and Social Service	1,272	1,357	85	+7%	1.09	\$19.12	58
Farming, Fishing, and Forestry	1,061	1,260	199	+19%	2.20	\$12.49	3

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Architecture and Engineering	905	914	9	+1%	0.71	\$30.68	59
Arts, Design, Entertainment, Sports, and Media	778	788	10	+1%	0.56	\$16.23	46
Computer and Mathematical	778	738	-40	-5%	0.34	\$26.68	41
Life, Physical, and Social Science	620	657	37	+6%	1.05	\$24.41	11
Legal	277	268	-9	-3%	0.43	\$27.60	6
Military-only	208	202	-6	-3%	0.52	\$20.92	0

Educational Pipeline

In 2017, there were 2,620 graduates in Visions Northwest Wisconsin: Bayfield, Jump River, Polk-Burnett, Price & Taylor Electric Service Territories (Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor & Washburn Counties) (Report courtesy of the 7 Rivers Alliance). This pipeline has grown by 8% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Welding Technology/Welder, and Registered Nursing/Registered Nurse.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Wisconsin Indianhead Technical College	1,853	
University of Wisconsin-Superior	582	
Northland College	141	
Lac Courte Oreilles Ojibwa Community College	44	
Cairn University-Wisconsin Wilderness	0	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher