



**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 7 Rivers Alliance)**

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Report Parameters

10 Counties

55003	Ashland County, WI	55099	Price County, WI
55007	Bayfield County, WI	55107	Rusk County, WI
55013	Burnett County, WI	55113	Sawyer County, WI
55031	Douglas County, WI	55119	Taylor County, WI
55051	Iron County, WI	55129	Washburn County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

174,866

Population (2019)

Population **decreased by 1,276** over the last 5 years and is projected to **decrease by 379** over the next 5 years.

75,621

Total Regional Employment

Jobs **grew by 1,183** over the last 5 years and are projected to **grow by 2,519** over the next 5 years.

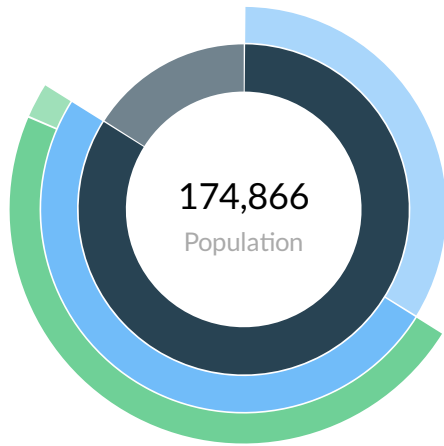
\$48.2K

Avg. Earnings Per Job (2019)

Regional average earnings per job are **\$20.8K below** the national average earnings of \$69.1K per job.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	174,866	87,647	75,621	99.2	\$7.04B	\$11.31B	\$9.88B
State	5,829,343	3,089,956	3,180,026	100.0	\$339.02B	\$308.87B	\$336.99B
United States	329,399,330	163,493,315	165,694,988	100.0	\$21.12T	\$0	\$8.96T

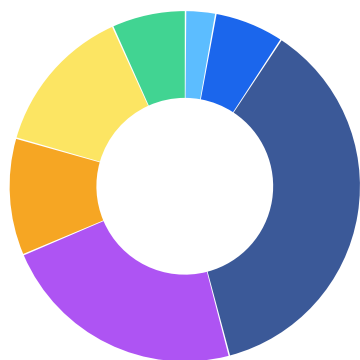
2019 Labor Force Breakdown



	Population
● Total Working Age Population	146,698
● Not in Labor Force (15+)	59,051
● Labor Force	87,647
● Employed	83,291
● Unemployed	4,356
● Under 15	28,168

Educational Attainment

Concerning educational attainment, **13.8% of the selected regions' residents possess a Bachelor's Degree** (5.0% below the national average), and **10.8% hold an Associate's Degree** (2.7% above the national average).

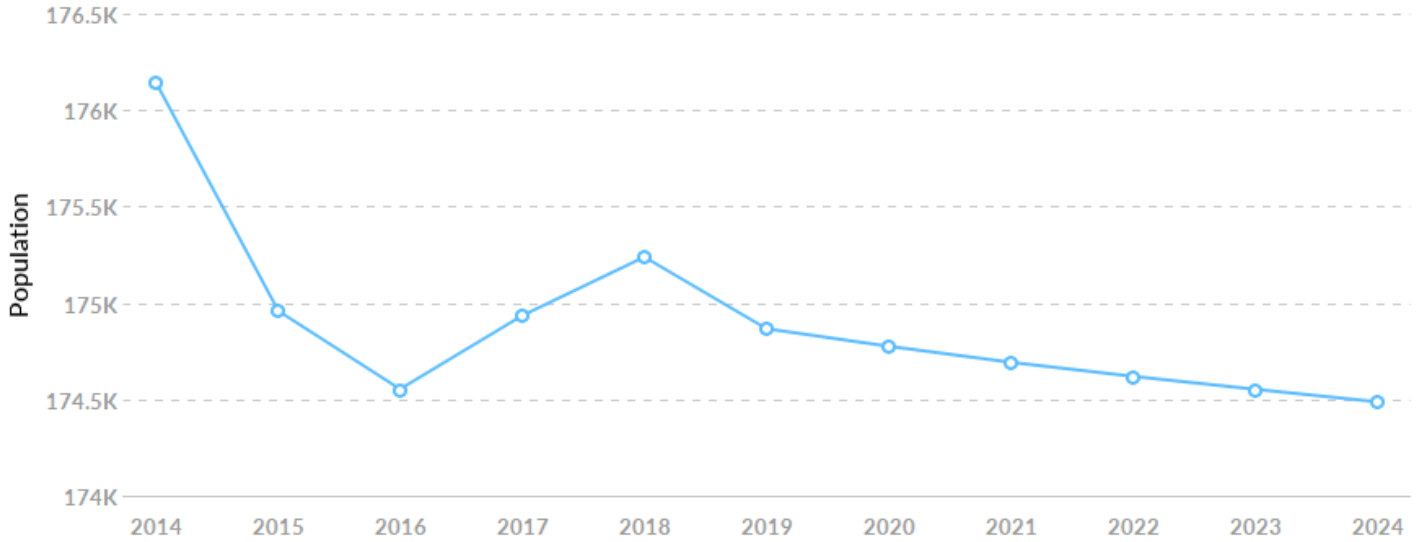


	% of Population	Population
● Less Than 9th Grade	2.8%	3,562
● 9th Grade to 12th Grade	6.4%	8,244
● High School Diploma	36.6%	47,107
● Some College	22.7%	29,193
● Associate's Degree	10.8%	13,896
● Bachelor's Degree	13.8%	17,770
● Graduate Degree and Higher	6.8%	8,760

Historic & Projected Trends

Population Trends

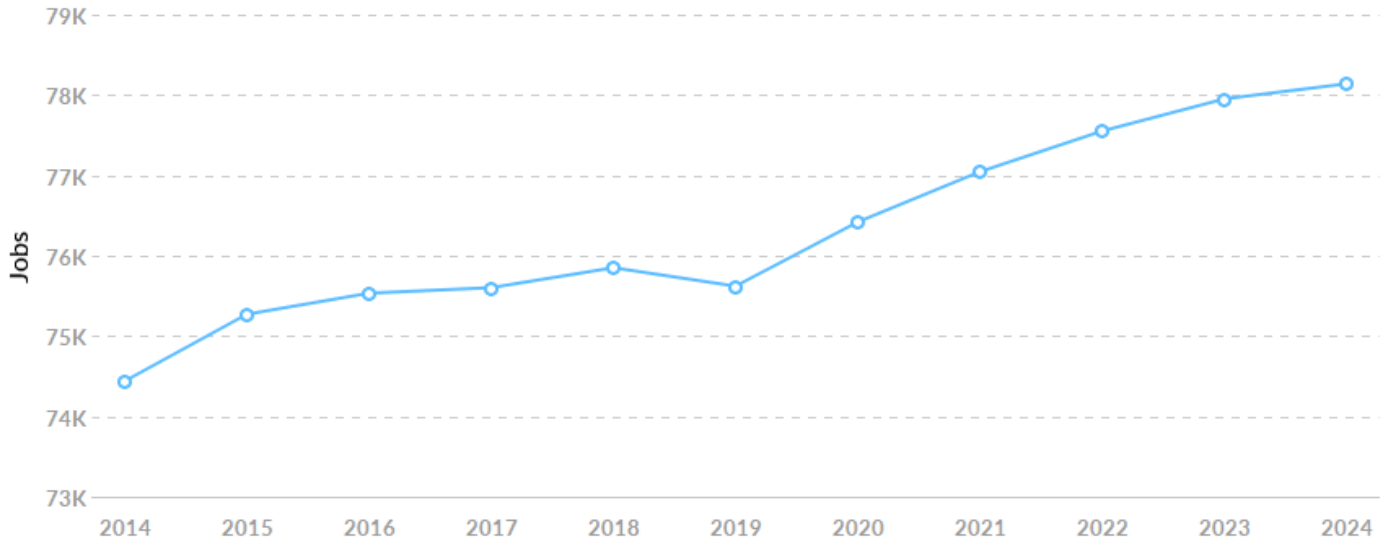
As of 2019 the region's population **declined by 0.7%** since 2014, falling by 1,276. Population is expected to **decrease by 0.2%** between 2019 and 2024, losing 379.



Timeframe	Population
2014	176,142
2015	174,960
2016	174,553
2017	174,934
2018	175,238
2019	174,866
2020	174,775
2021	174,692
2022	174,619
2023	174,552
2024	174,487

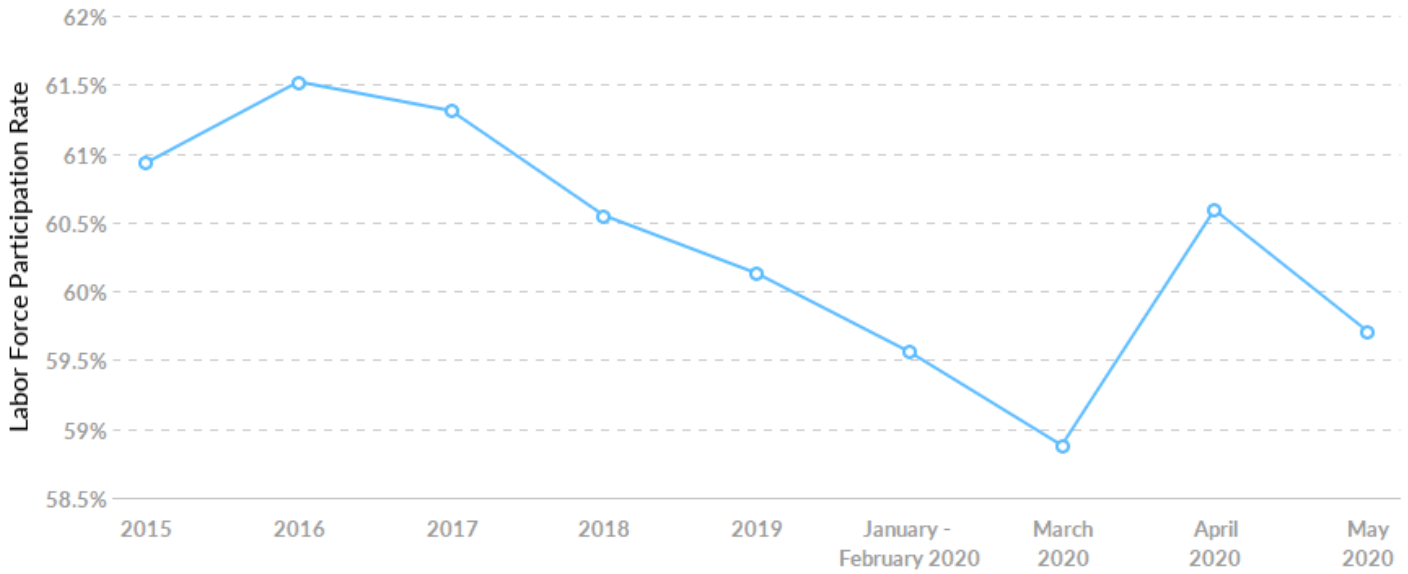
Job Trends

From 2014 to 2019, jobs **increased by 1.6%** 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 7 Rivers Alliance) from 74,439 to **75,621**. This change **fell short of the national growth rate of 7.9% by 6.3%**.



Timeframe	Jobs
2014	74,439
2015	75,271
2016	75,533
2017	75,602
2018	75,850
2019	75,621
2020	76,419
2021	77,045
2022	77,551
2023	77,951
2024	78,140

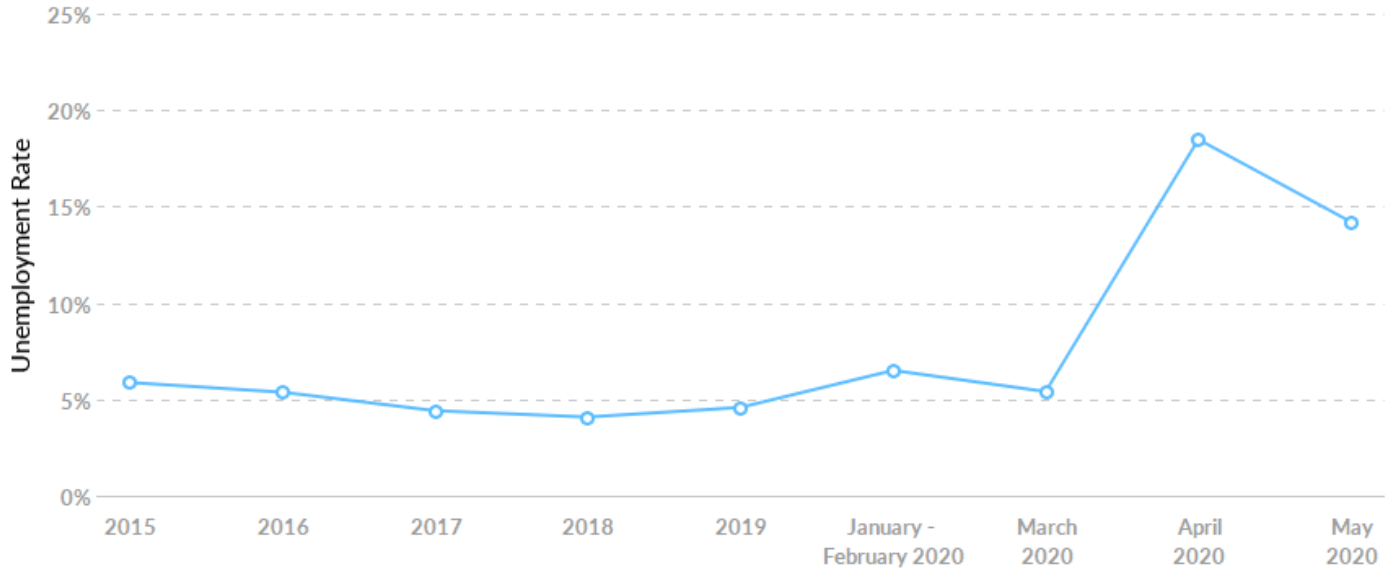
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	60.93%
2016	61.52%
2017	61.31%
2018	60.55%
2019	60.13%
January - February 2020	59.56%
March 2020	58.88%
April 2020	60.59%
May 2020	59.71%

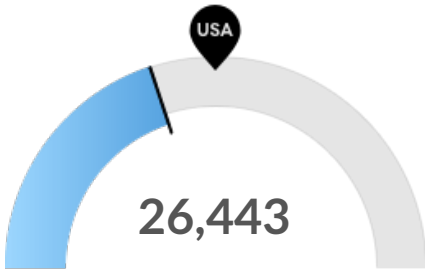
Unemployment Rate Trends

Your areas had a May 2020 unemployment rate of 14.19%, **increasing from 5.87% 5 years before.**



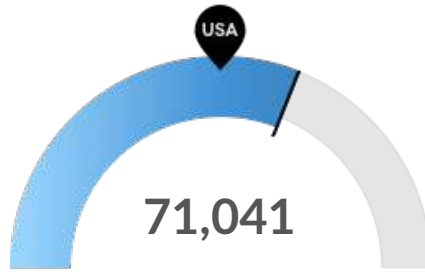
Timeframe	Unemployment Rate
2015	5.87%
2016	5.37%
2017	4.41%
2018	4.08%
2019	4.58%
January - February 2020	6.50%
March 2020	5.40%
April 2020	18.47%
May 2020	14.19%

Population Characteristics



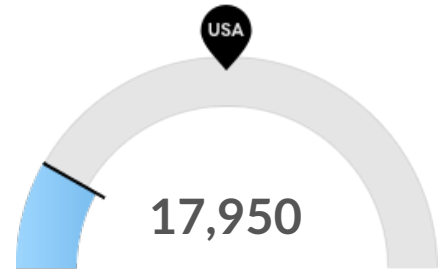
Millennials

Your area has 26,443 millennials (ages 25-39). The national average for an area this size is 36,027.



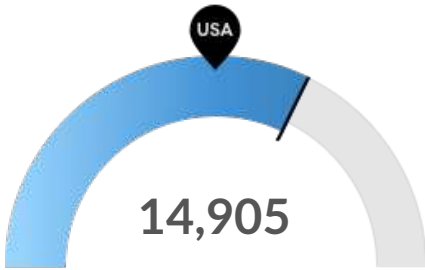
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 50,725 people 55 or older, while there are 71,041 here.



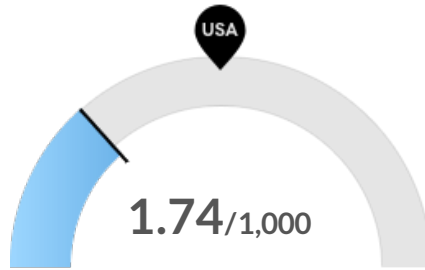
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 69,428 racially diverse people, while there are 17,950 here.



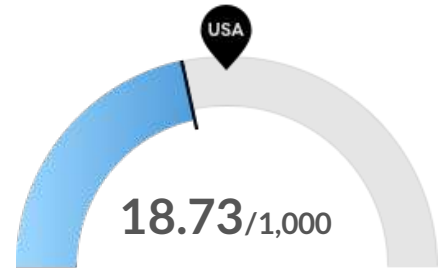
Veterans

Your area has 14,905 veterans. The national average for an area this size is 9,969.



Violent Crime

Your area has 1.74 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

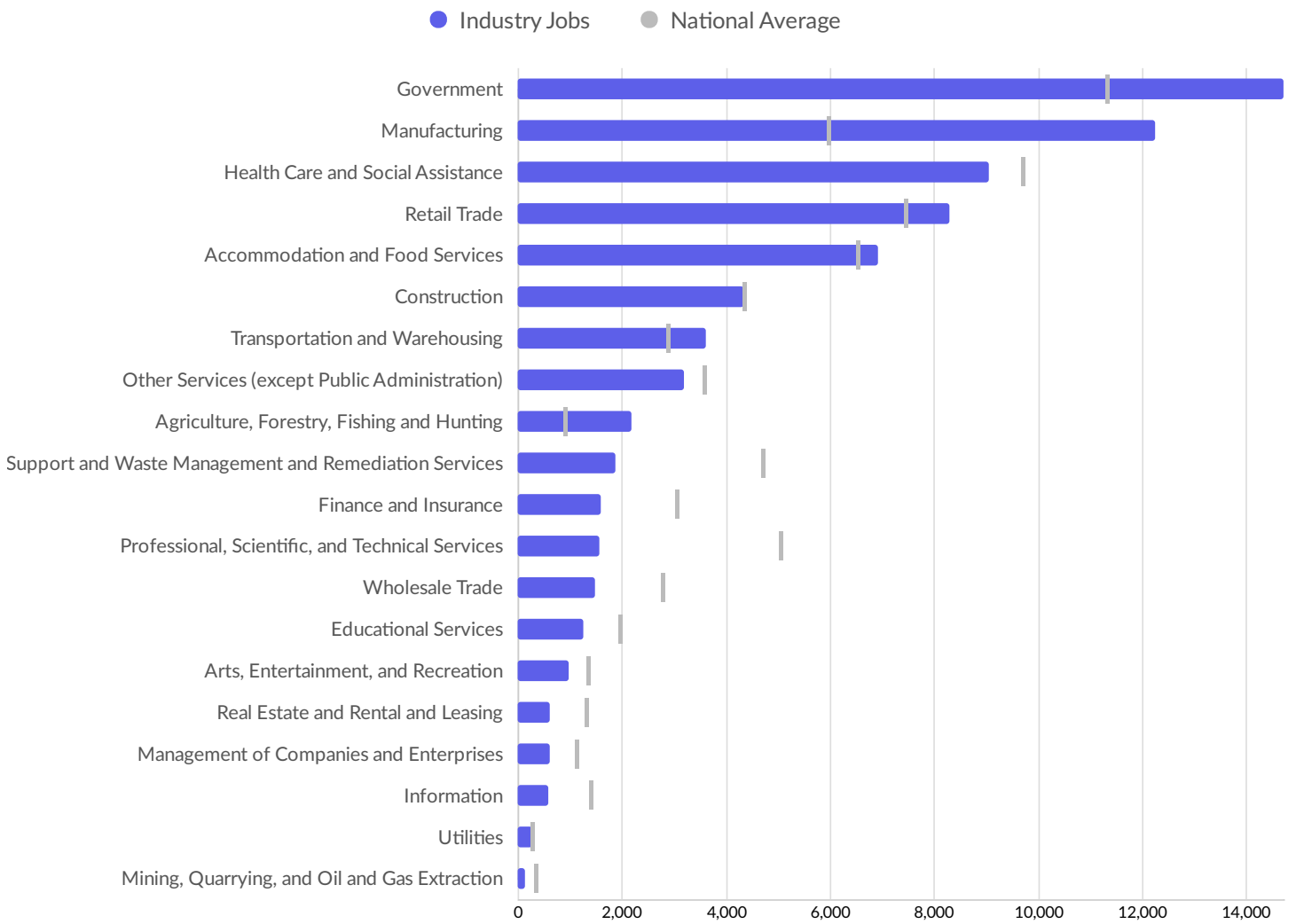


Property Crime

Your area has 18.73 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Industry Characteristics

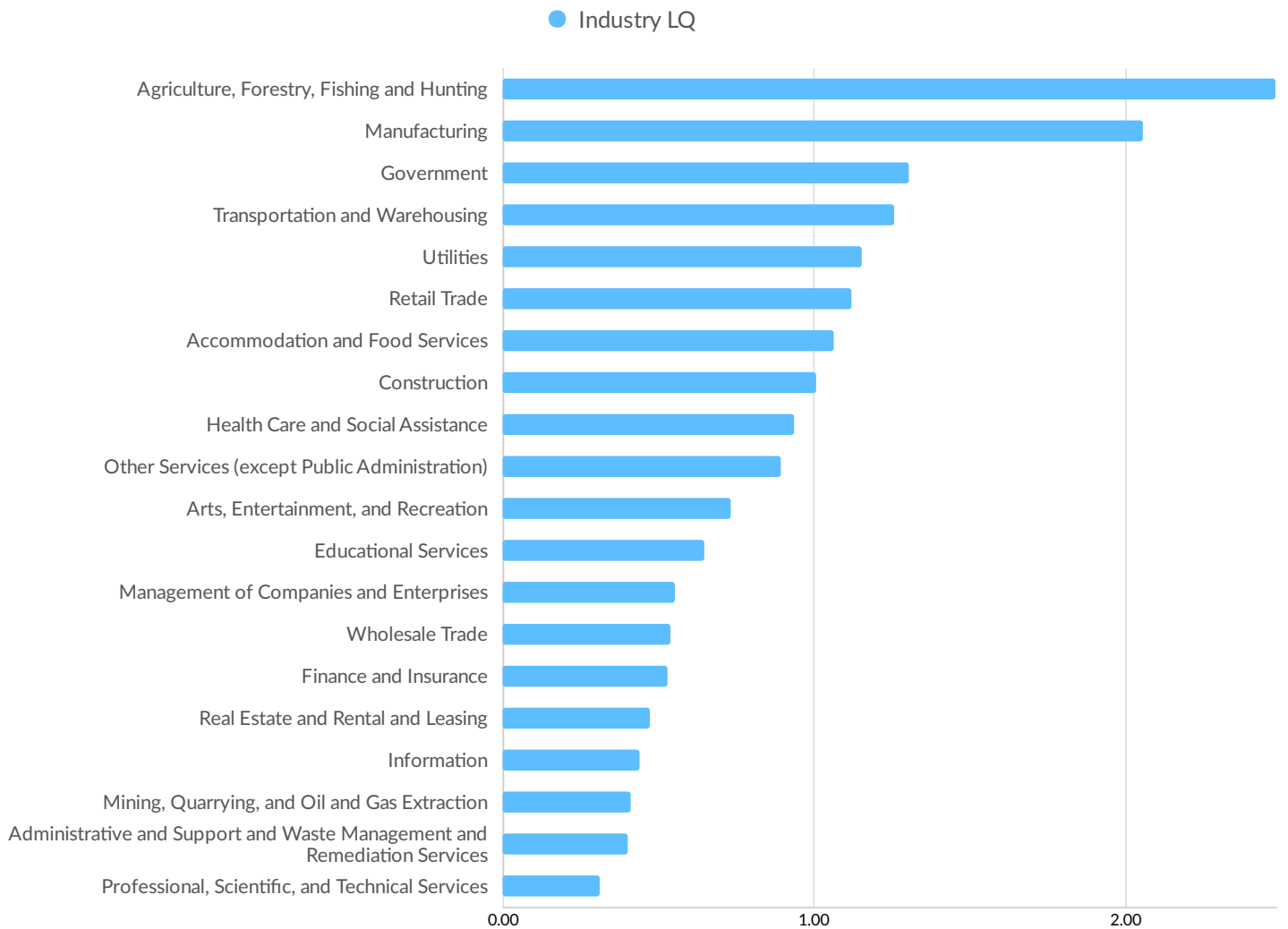
Largest Industries



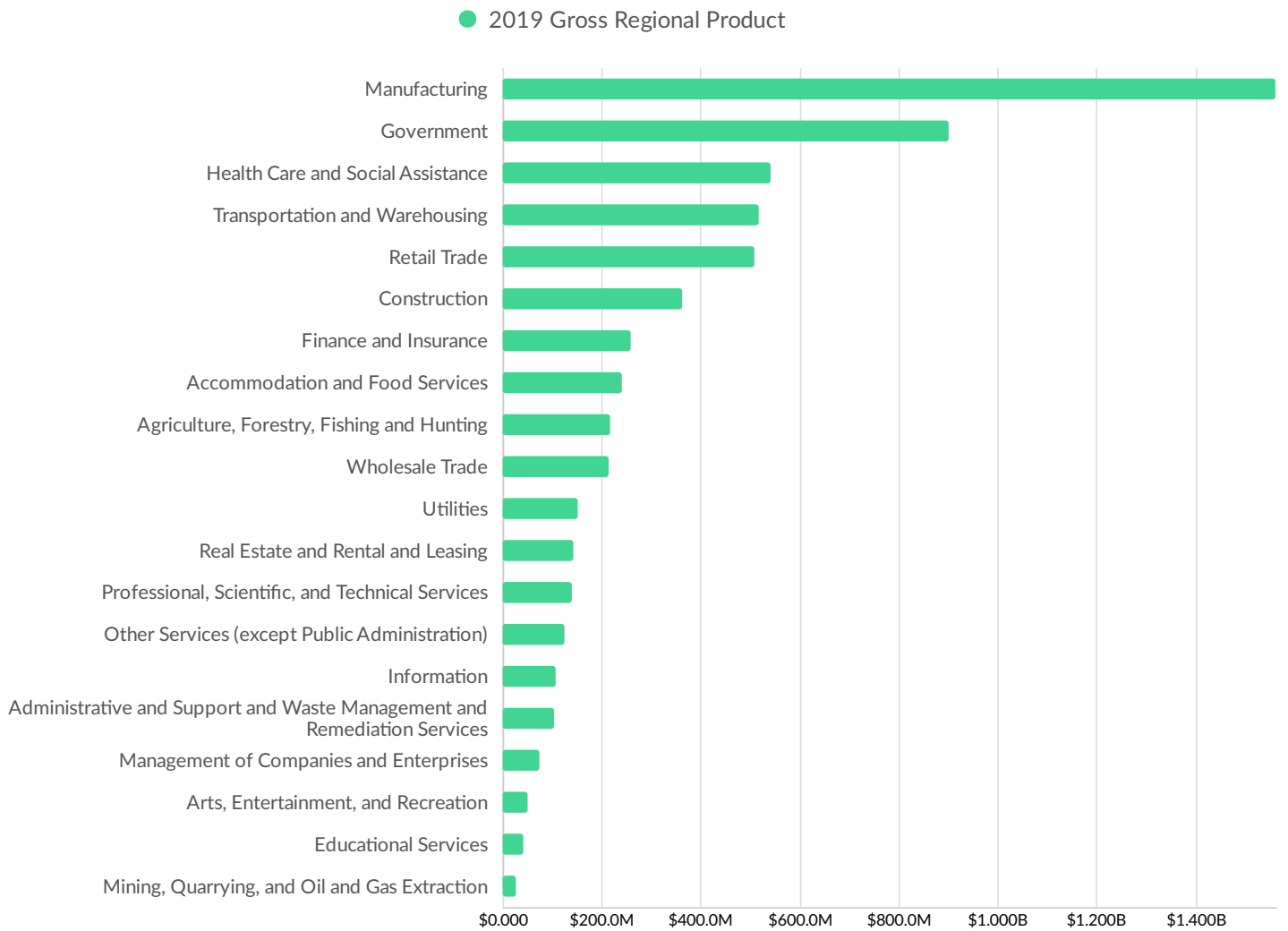
Top Growing Industries



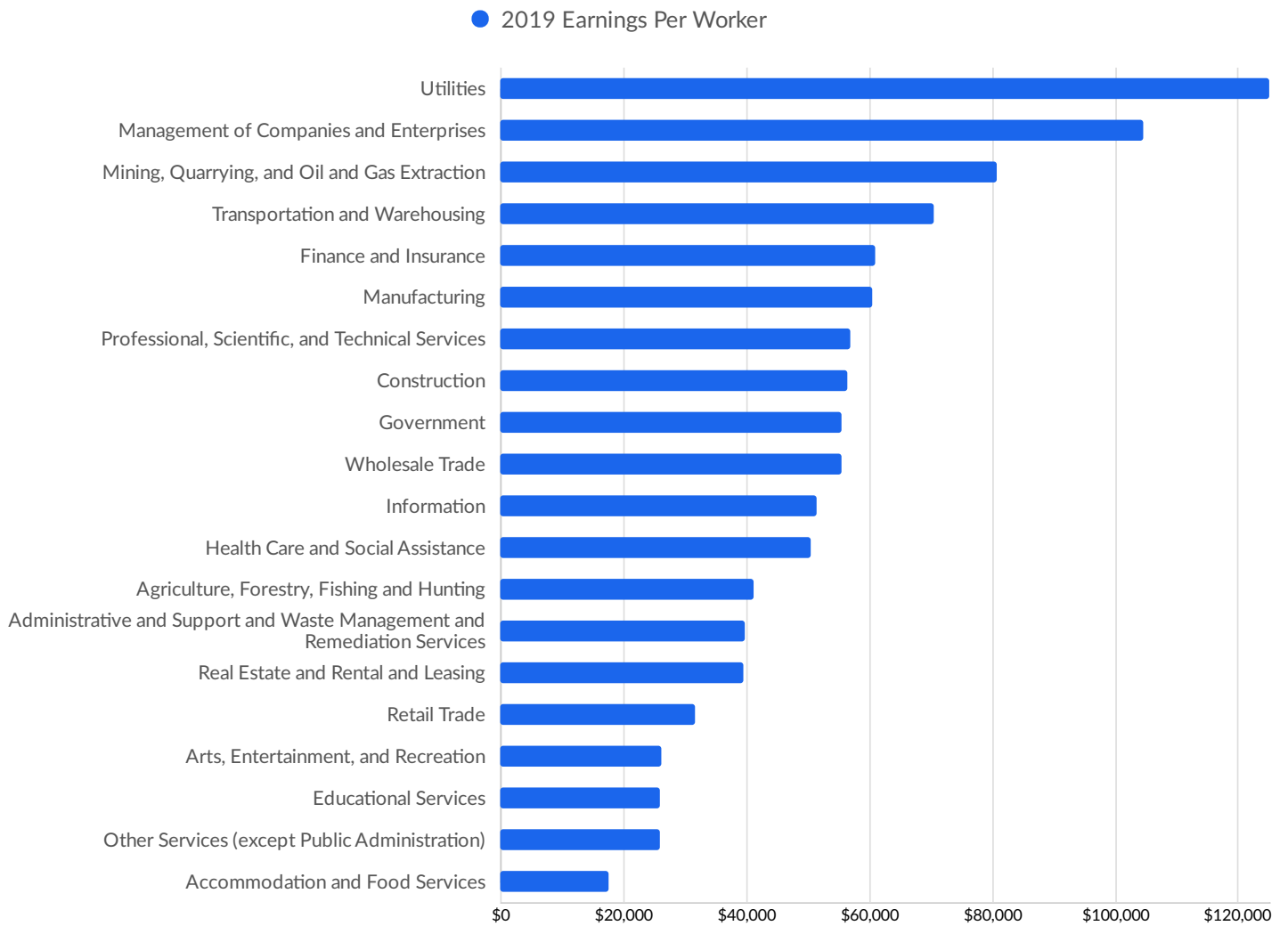
Top Industry LQ



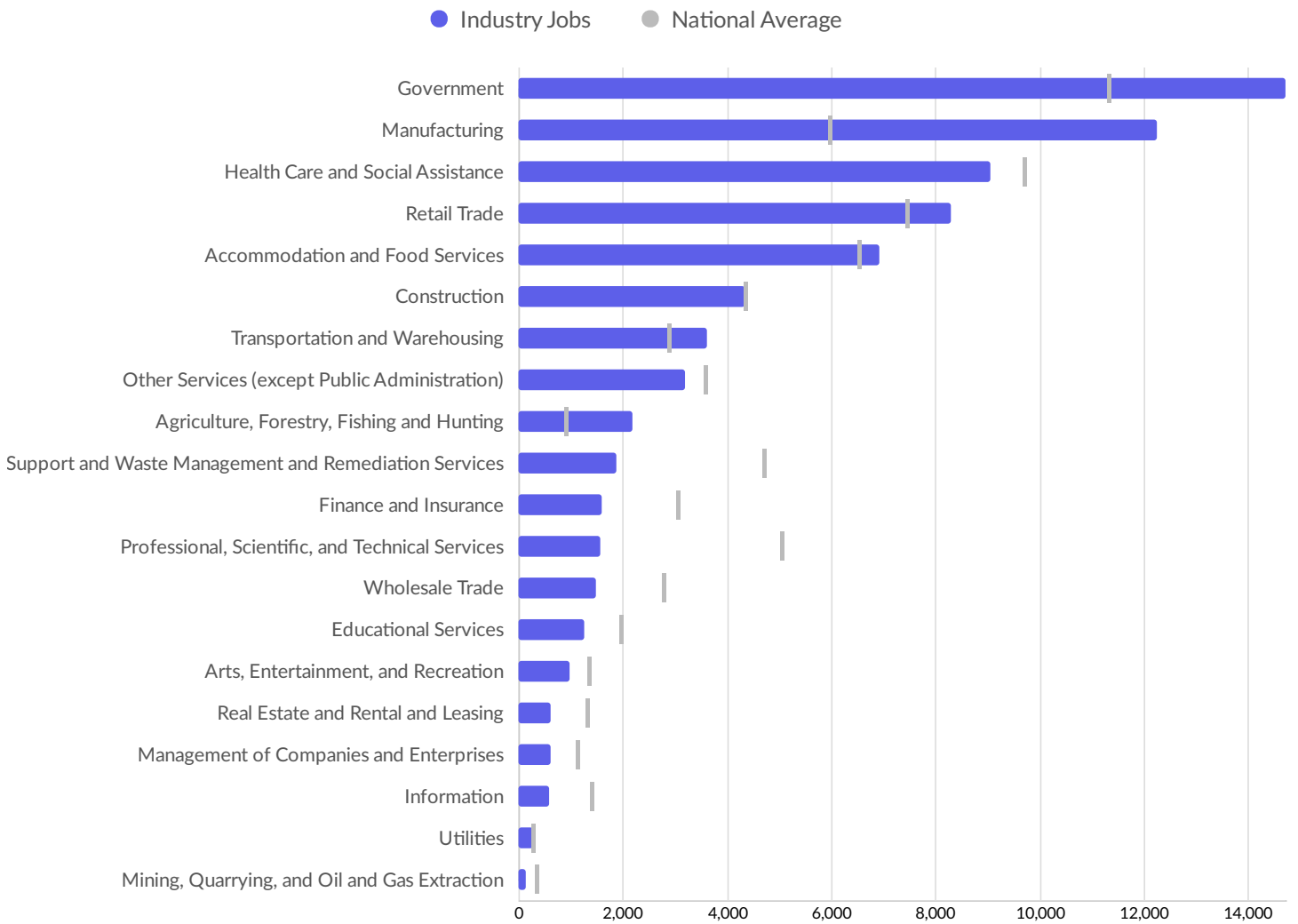
Top Industry GRP



Top Industry Earnings























Largest Industries



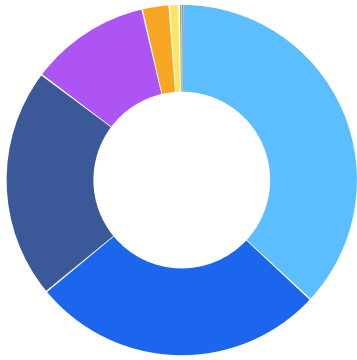
Business Characteristics

7,139 Companies Employ Your Workers

Online profiles for your workers mention 7,139 companies as employers, with the top 10 appearing below. In the last 12 months, 2,185 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Essentia Health	220 	Platinum Supplemental Insuranc...	1,753 
State of Wisconsin	198 	CRST International, Inc.	716 
University of Wisconsin-Madison	163 	Roehl Transport, Inc.	621 
Wal-Mart, Inc.	113 	Dollar General Corporation	455 
UnitedHealth Group Incorporate...	109 	U.S. Xpress, Inc.	436 
Ashland Inc.	104 	Pegasus Transportation, Inc.	391 
Memorial Medical Center Inc	99 	Aspirus Wausau Hospital, Inc.	339 
Aspirus Wausau Hospital, Inc.	90 	HomeAdvisor, Inc.	315 
Phillips Plastics Corporation	74 	Telereach Inc	301 
Marshfield Clinic	73 	Marten Transport, Ltd.	294 

Business Size

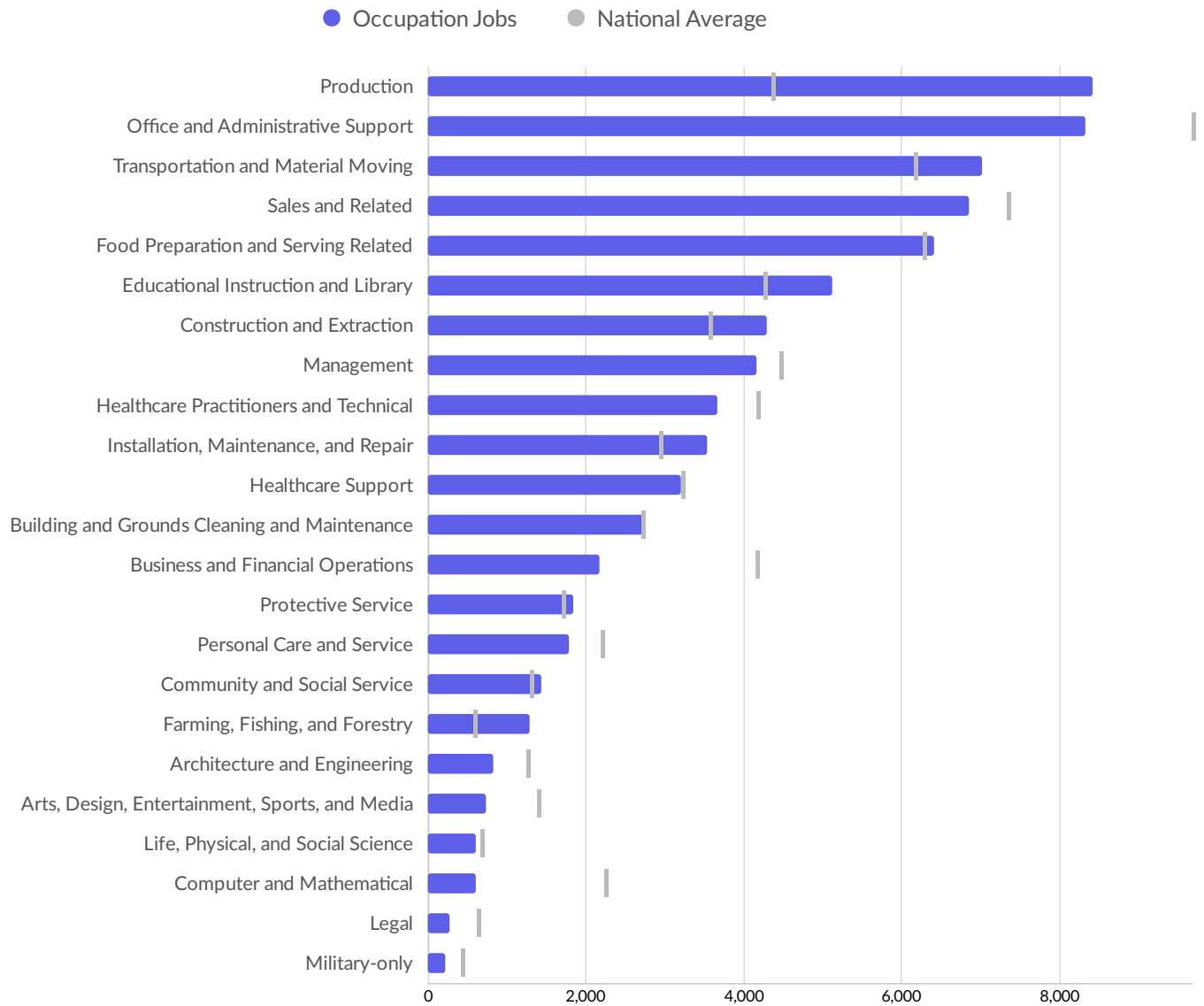


	Percentage	Business Count
1 to 4 employees	36.8%	3,332
5 to 9 employees	27.1%	2,453
10 to 19 employees	21.2%	1,919
20 to 49 employees	11.1%	1,005
50 to 99 employees	2.5%	225
100 to 249 employees	0.9%	82
250 to 499 employees	0.3%	24
500+ employees	0.0%	4

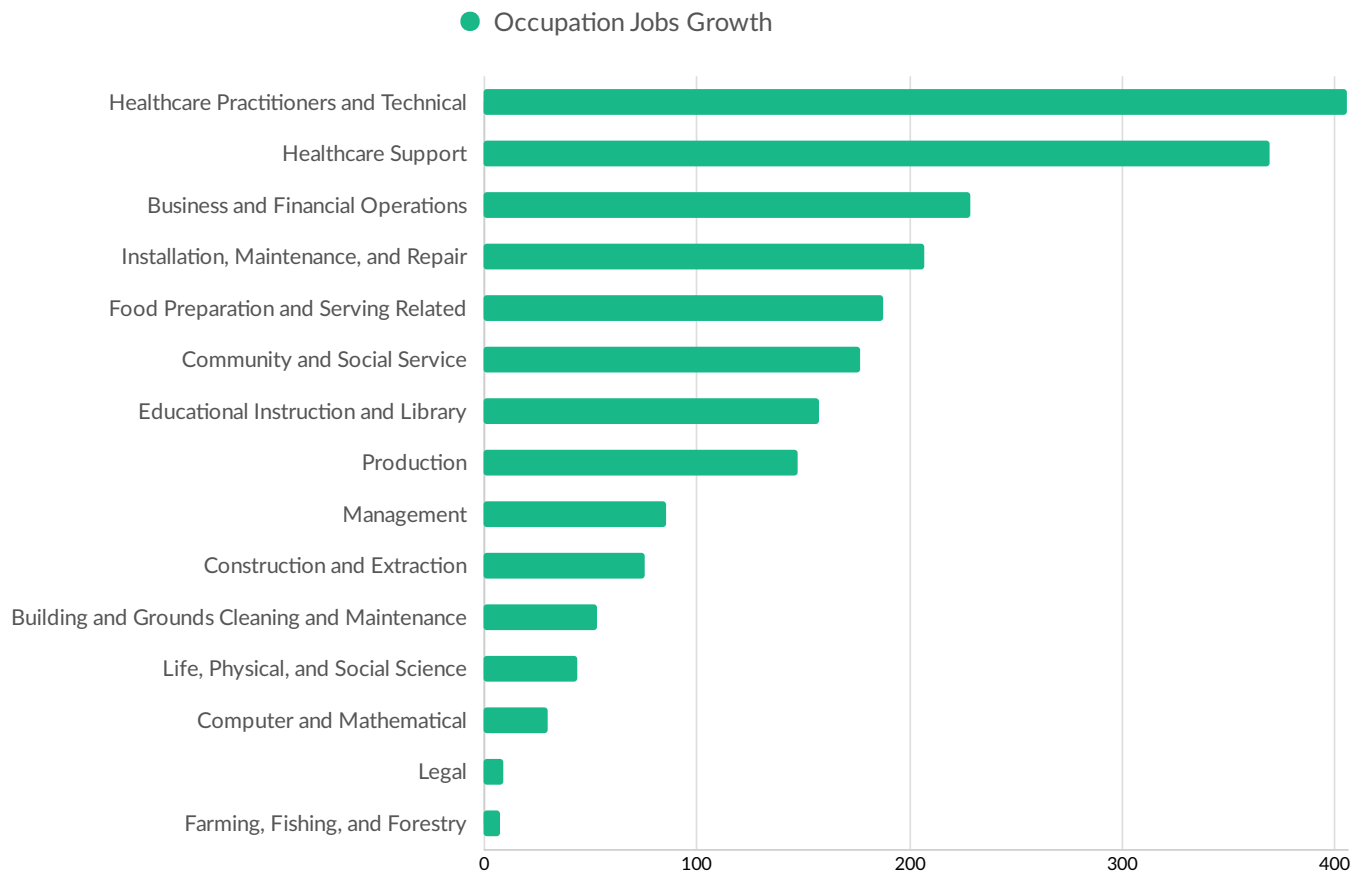
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

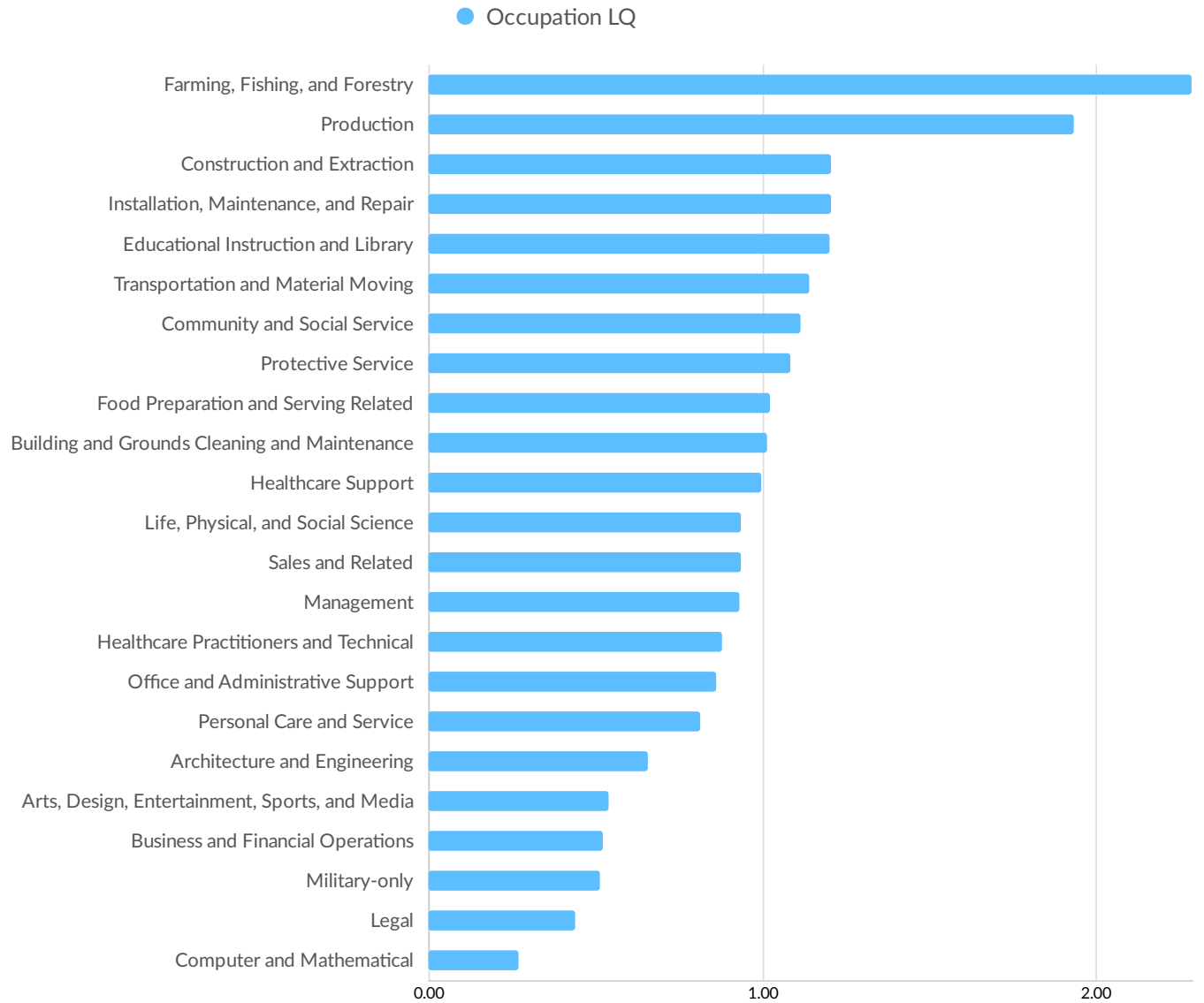
Largest Occupations



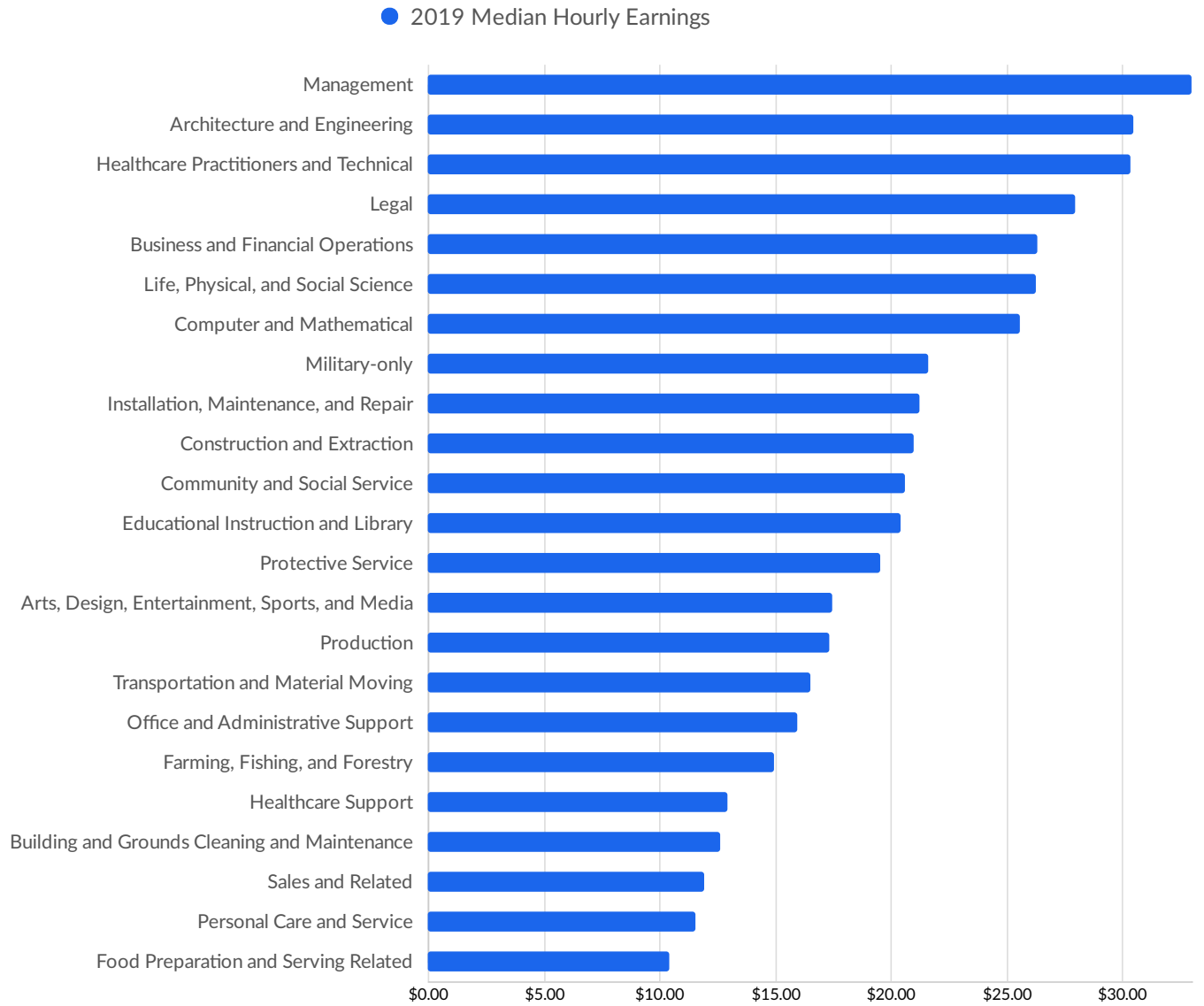
Top Growing Occupations



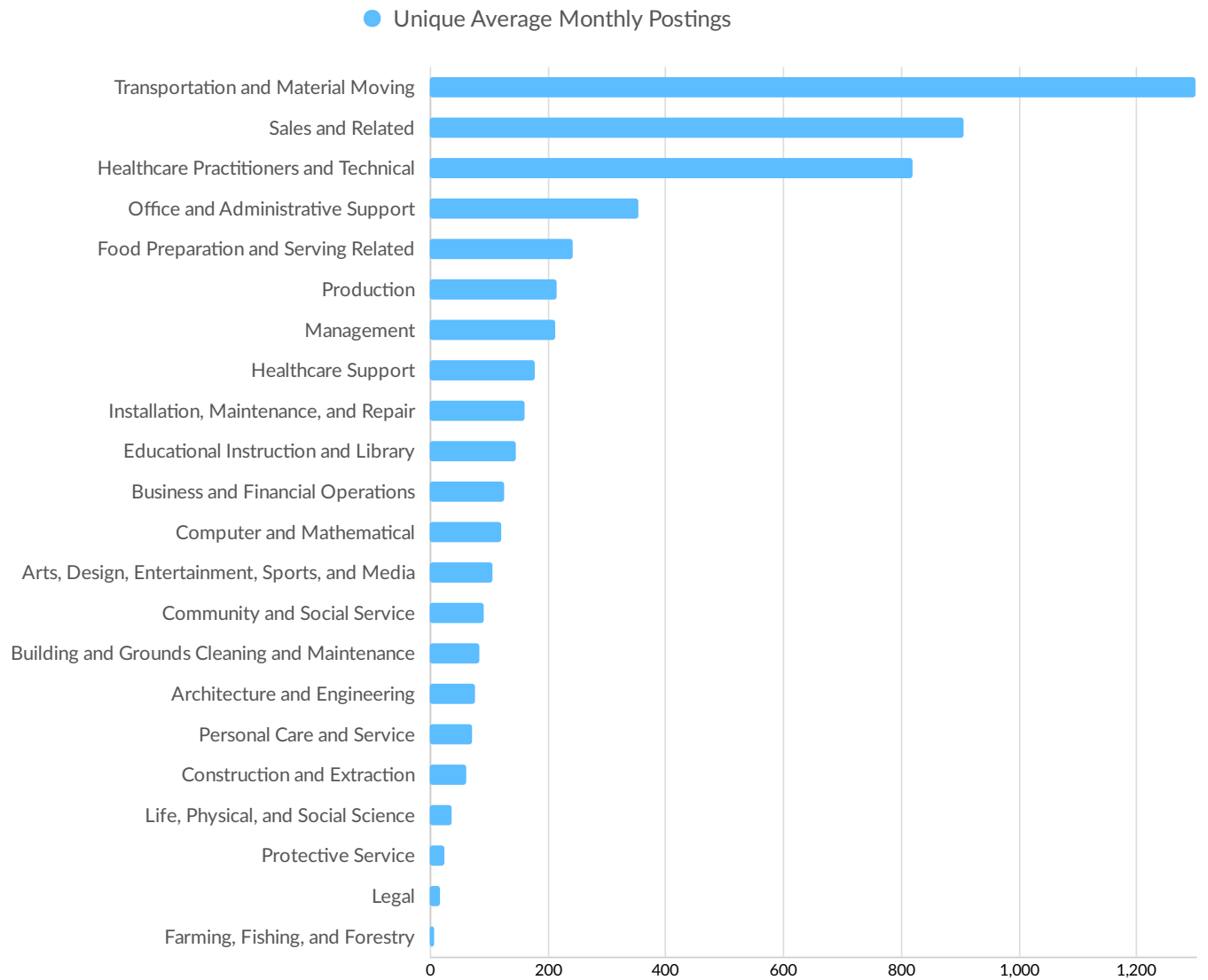
Top Occupation LQ



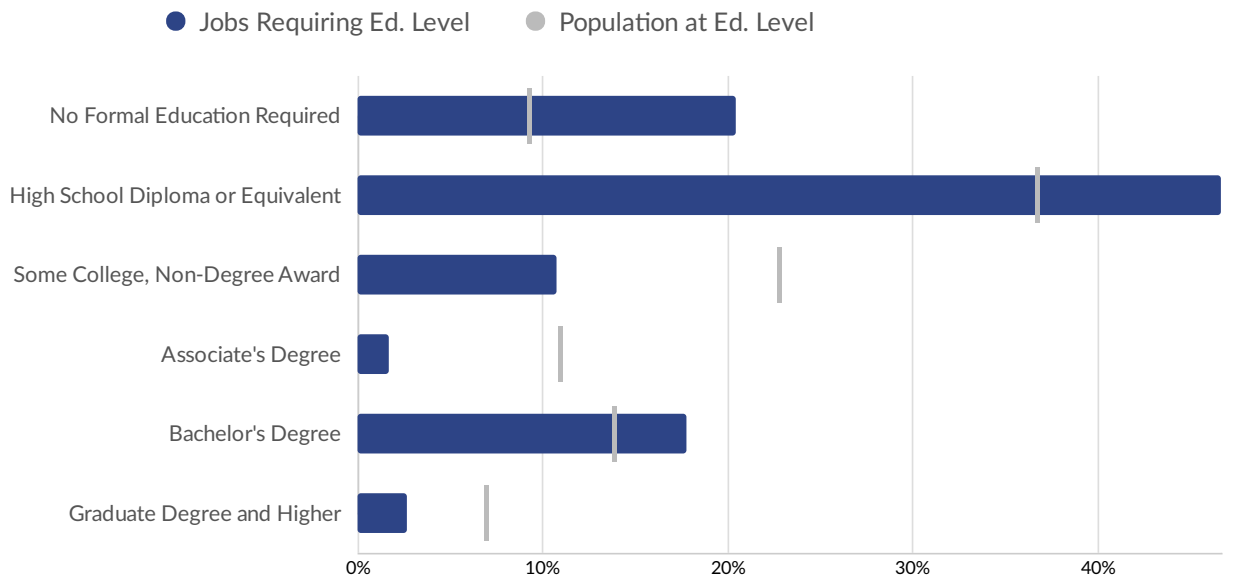
Top Occupation Earnings



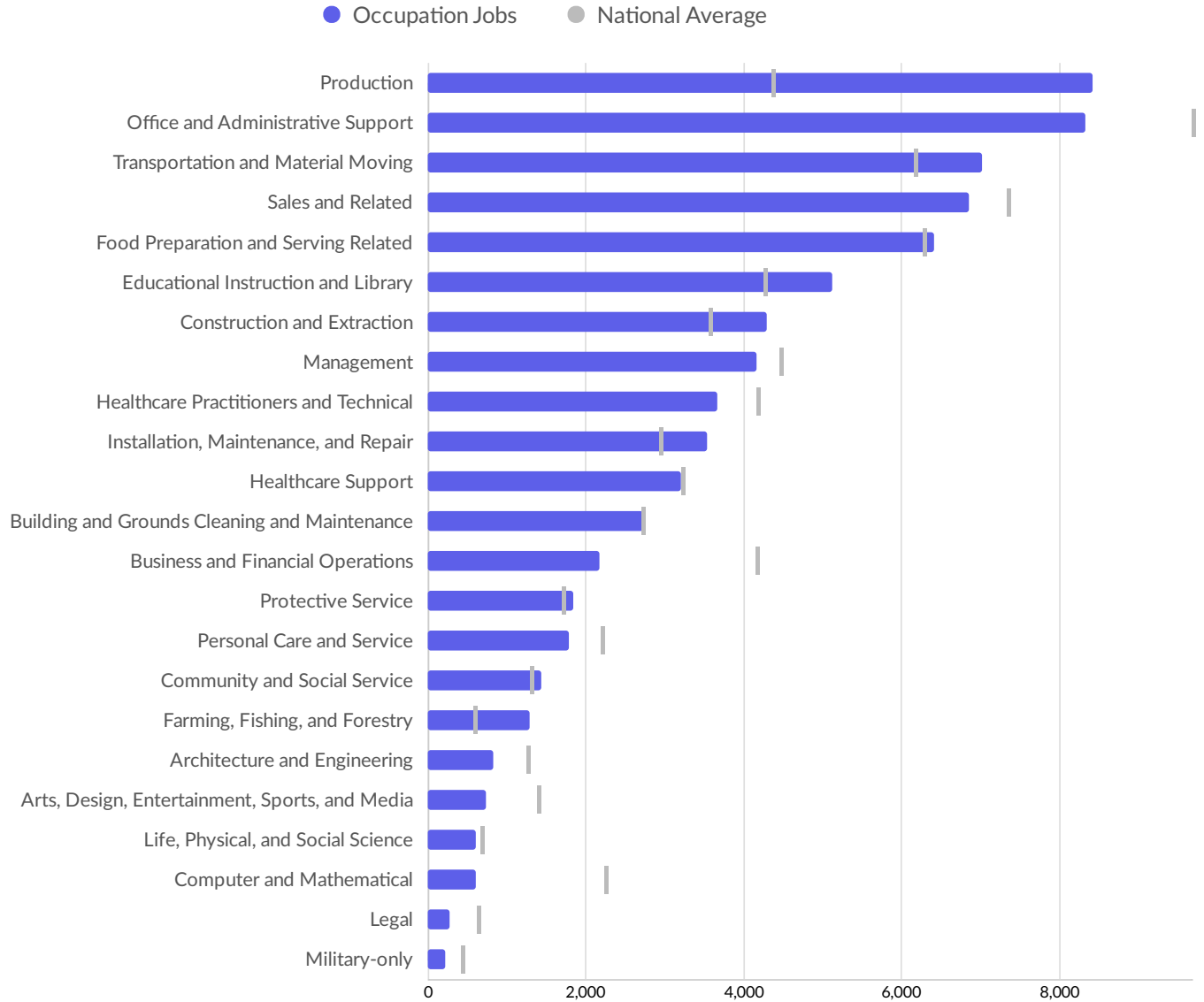
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

In 2019, there were 2,540 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 7 Rivers Alliance). This pipeline has shrunk by 1% 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 (2019)	Graduate Trend (2015 - 2019)
Wisconsin Indianhead Technical College	1,774	
University of Wisconsin-Superior	591	
Northland College	137	
Lac Courte Oreilles Ojibwa Community College	38	

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

In-Demand Skills

