



# Langlade County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210  
Wausau, Wisconsin 54403

## Contents

Economy Overview .....	1
Historic & Projected Trends .....	3
Population Characteristics .....	7
Industry Characteristics .....	9
Business Characteristics .....	15
Workforce Characteristics .....	17
Educational Pipeline .....	24

# Economy Overview

**19,060**

**Population (2017)**

Population **decreased by 680** over the last 5 years and is projected to **decrease by 417** over the next 5 years.

**8,767**

**Jobs (2017)**

Jobs **decreased by 38** over the last 5 years but are projected to **grow by 129** over the next 5 years.

**\$43.5K**

**Median Household Income (2016)**

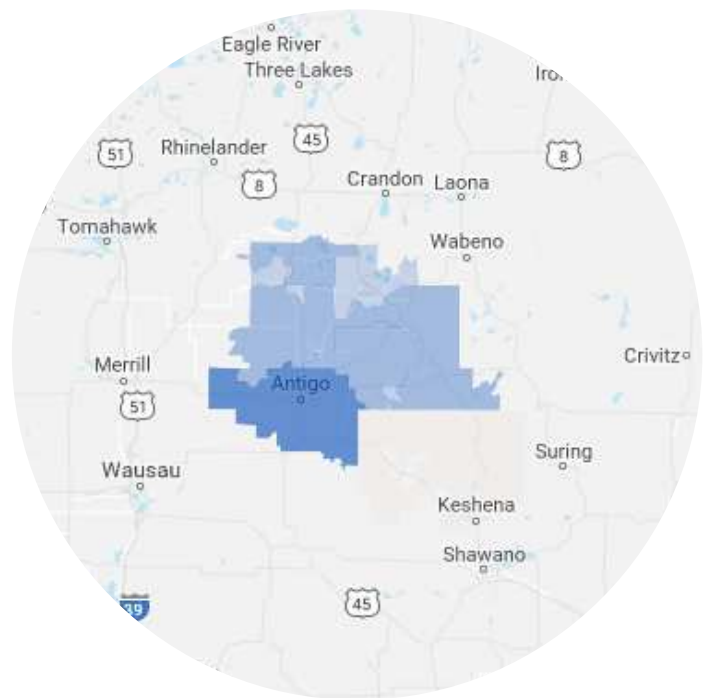
Median household income is **\$11.8K below** the national median household income of \$55.3K.

As of 2017 the region's population **declined by 3.4%** since 2012, falling by 680. Population is expected to **decrease by 2.2%** between 2017 and 2022, losing 417.

From 2012 to 2017, jobs **declined by 0.4%** in Langlade County, WI from 8,806 to **8,767**. This change **fell short of the national growth rate of 8.2% by 8.6%**. As the number of jobs declined, the **labor force participation rate decreased from 60.7% to 60.5% between 2012 and 2017**.

Concerning educational attainment, **10.1% of Langlade County, WI residents possess a Bachelor's Degree** (8.3% below the national average), and **8.2% hold an Associate's Degree** (0.3% above the national average).

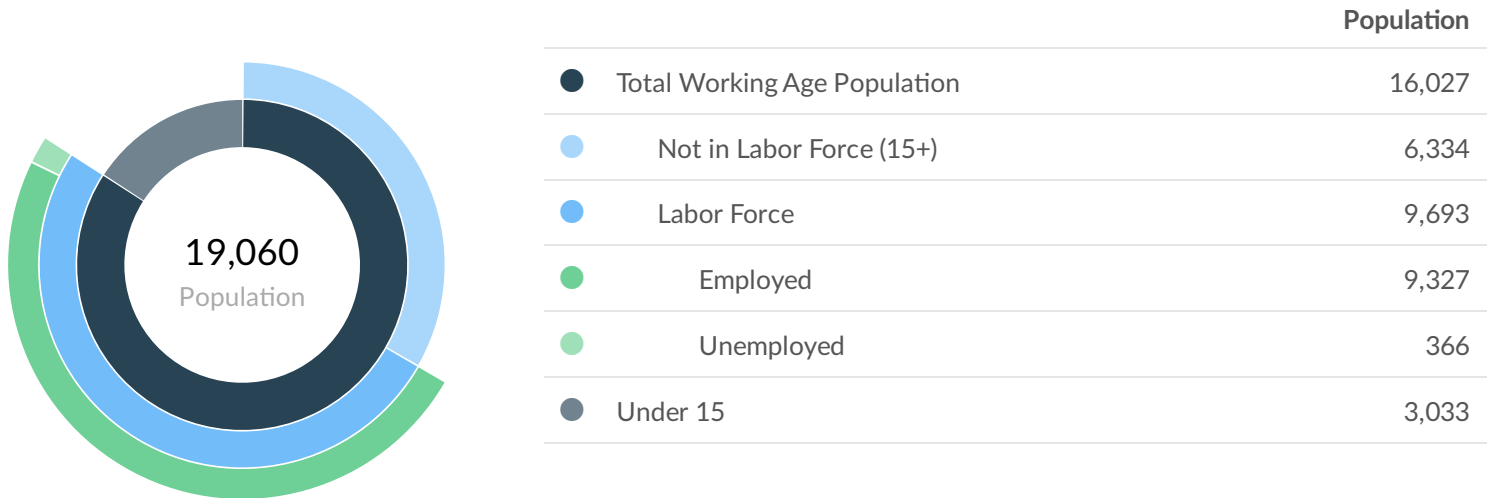
The top three industries in 2017 are Crop Production, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).



	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	19,060	9,693	8,767	99.6	\$699.67M	\$1.15B	\$870.23M
NCWRPC	438,289	229,691	226,667	99.6	\$21.46B	\$27.38B	\$26.69B
Wisconsin	5,795,388	3,132,674	3,133,492	100.3	\$316.46B	\$285.78B	\$314.04B
United States	325,401,909	160,185,502	160,946,219	100.0	\$19.27T	\$0	\$8.36T

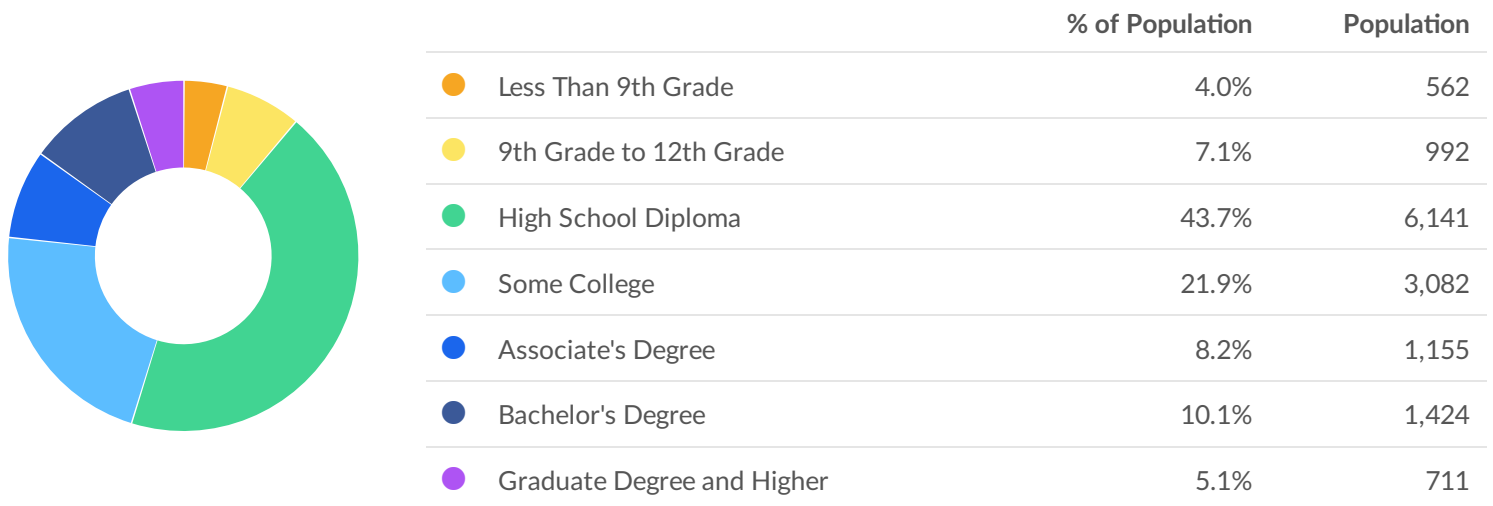
## Economy Overview - Cont.

### 2017 Labor Force Breakdown



### Educational Attainment

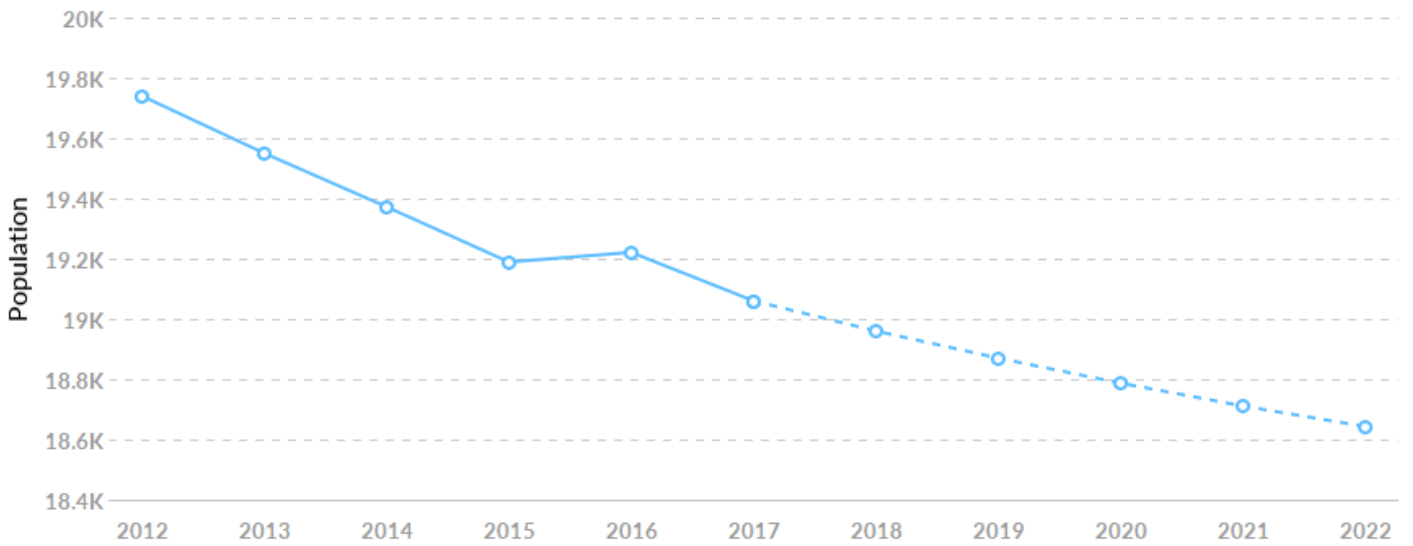
Concerning educational attainment, **10.1% of Langlade County, WI residents possess a Bachelor's Degree** (8.3% below the national average), and **8.2% hold an Associate's Degree** (0.3% above the national average).



# Historic & Projected Trends

## Population Trends

As of 2017 the region's population declined by 3.4% since 2012, falling by 680. Population is expected to decrease by 2.2% between 2017 and 2022, losing 417.

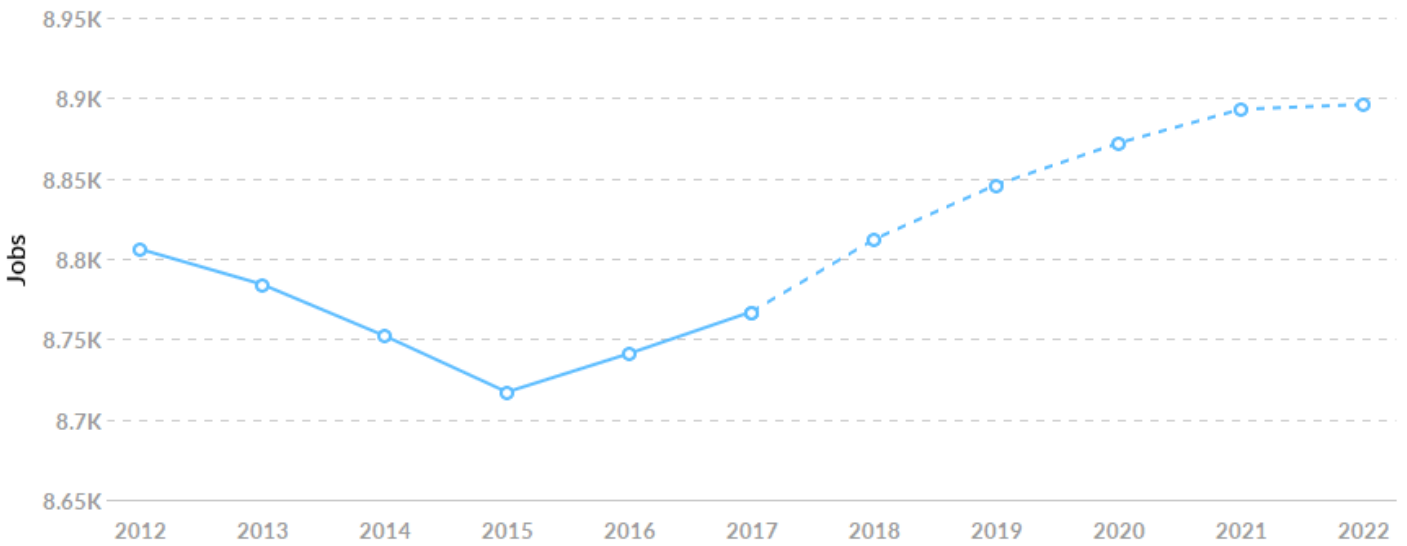


Timeframe	Population
2012	19,740
2013	19,550
2014	19,372
2015	19,189
2016	19,221
2017	19,060
2018	18,960
2019	18,870
2020	18,787
2021	18,711
2022	18,643

# Historic & Projected Trends - Cont.

## Job Trends

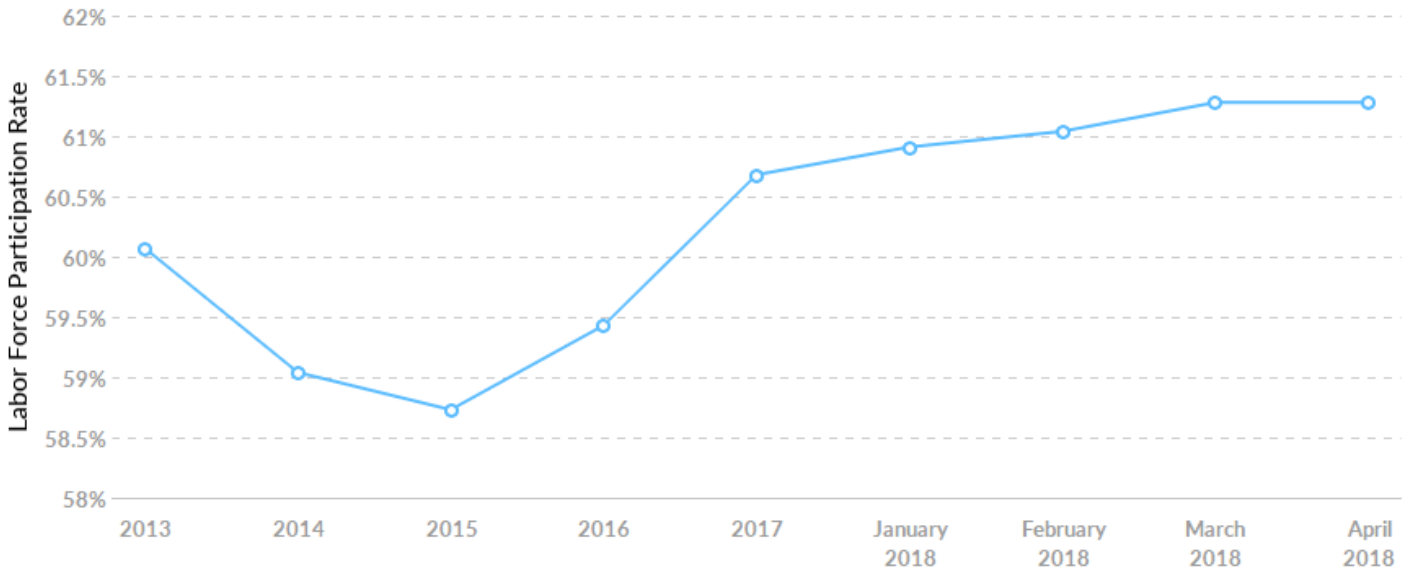
From 2012 to 2017, jobs declined by 0.4% in Langlade County, WI from 8,806 to 8,767. This change fell short of the national growth rate of 8.2% by 8.6%.



Timeframe	Jobs
2012	8,806
2013	8,784
2014	8,752
2015	8,717
2016	8,741
2017	8,767
2018	8,812
2019	8,846
2020	8,872
2021	8,893
2022	8,896

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

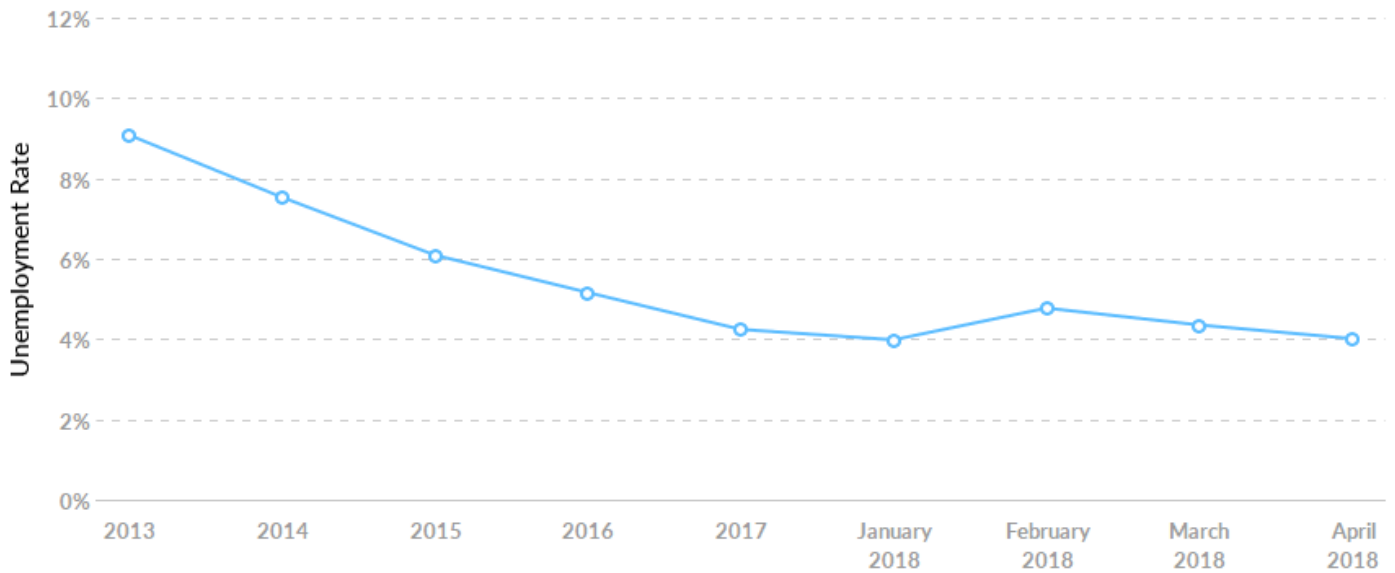


Timeframe	Labor Force Participation Rate
2013	60.07%
2014	59.04%
2015	58.73%
2016	59.43%
2017	60.68%
January 2018	60.91%
February 2018	61.04%
March 2018	61.28%
April 2018	61.28%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

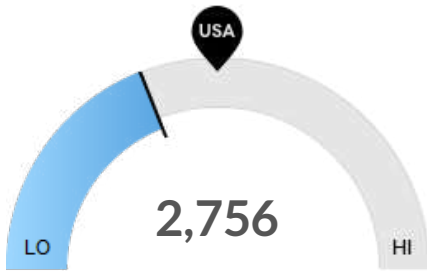
Langlade County, WI had an April 2018 unemployment rate of 4.01%, **decreasing from 9.08%** 5 years before.



Timeframe	Unemployment Rate
2013	9.08%
2014	7.53%
2015	6.09%
2016	5.16%
2017	4.24%
January 2018	3.98%
February 2018	4.77%
March 2018	4.35%
April 2018	4.01%

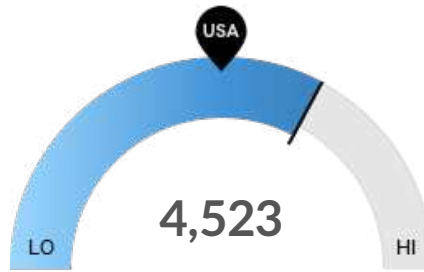


## Population Characteristics



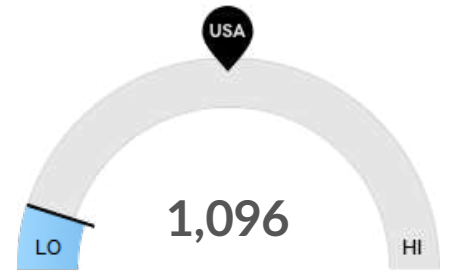
**Millennials**

Langlade County, WI has 2,756 millennials (ages 20-34). The national average for an area this size is 3,989.



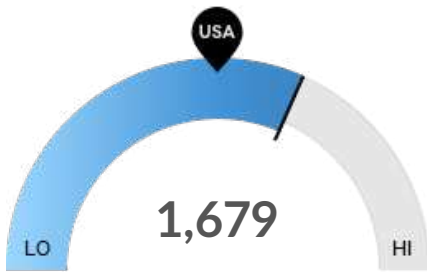
**Retiring Soon**

Retirement risk is high in Langlade County, WI. The national average for an area this size is 2,929 people 65 or older, while there are 4,523 here.



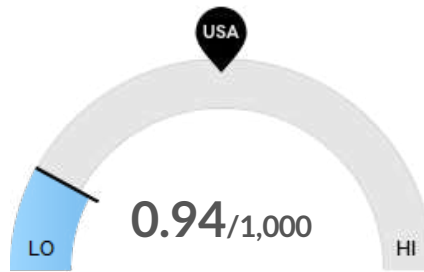
**Racial Diversity**

Racial diversity is low in Langlade County, WI. The national average for an area this size is 7,445 racially diverse people, while there are 1,096 here.



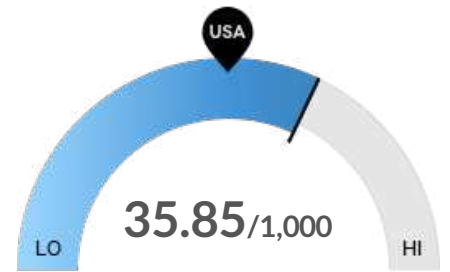
**Veterans**

Langlade County, WI has 1,679 veterans. The national average for an area this size is 1,162.



**Violent Crime**

Langlade County, WI has 0.94 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



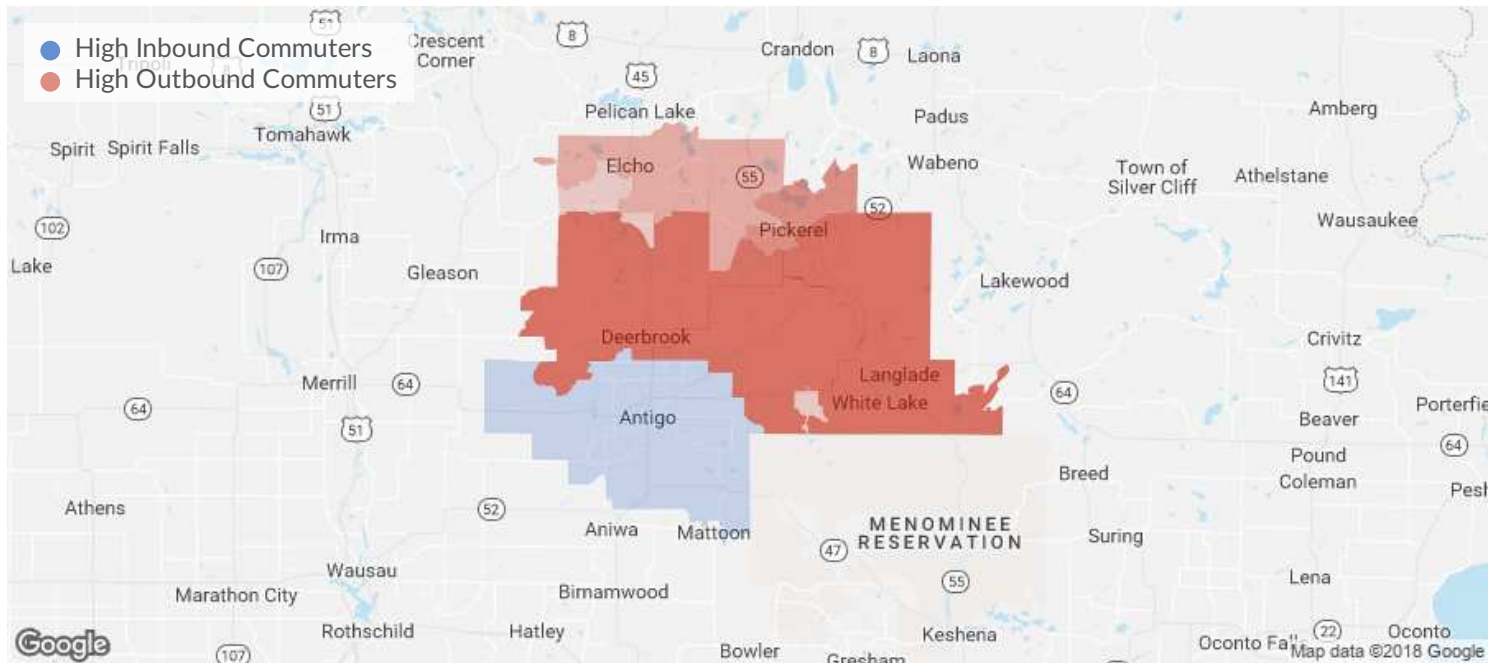
**Property Crime**

Langlade County, WI has 35.85 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 Langlade County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

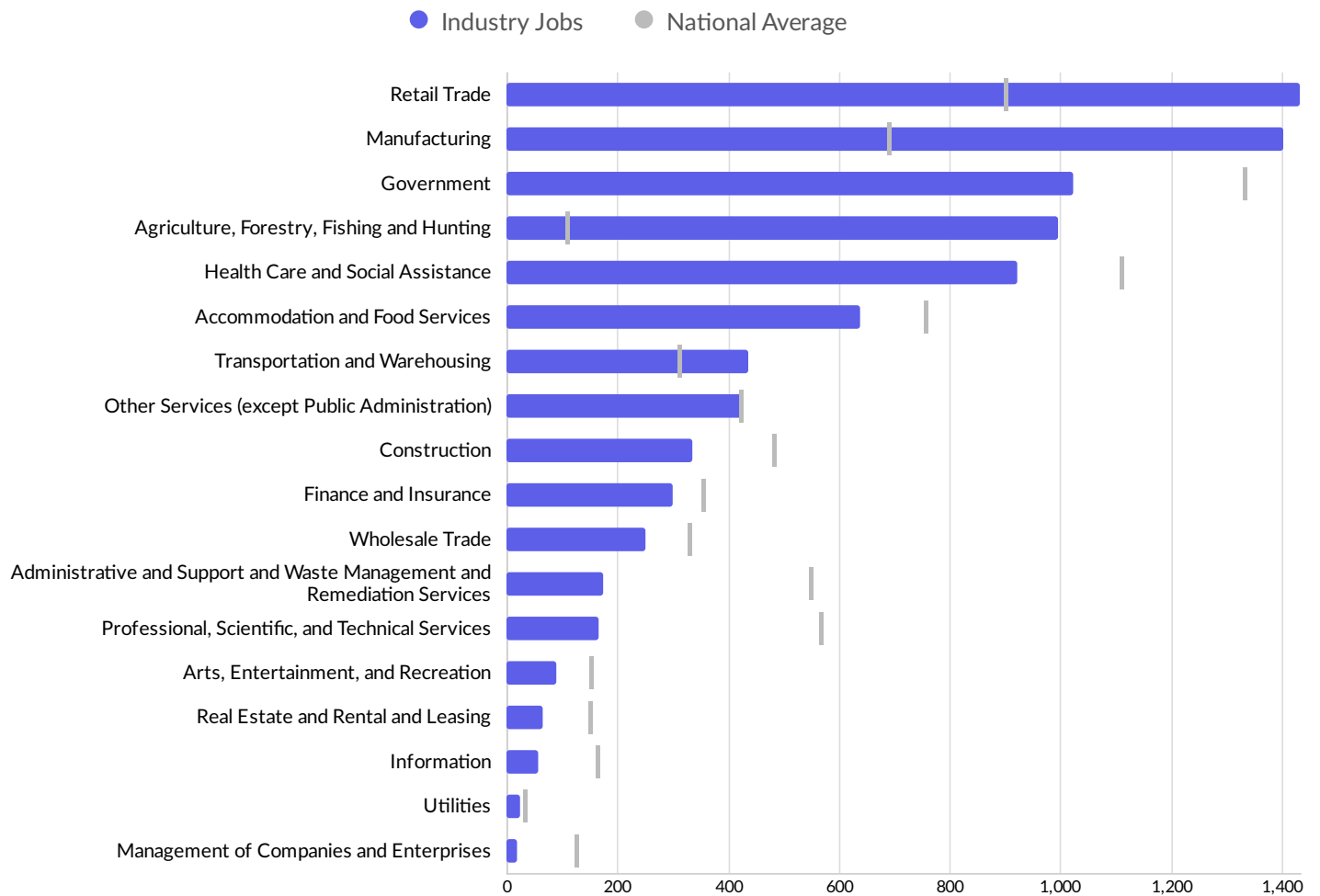
ZIP	Name	2017 Employment
54409	Antigo, WI (in Langlade...	7,011
54424	Deerbrook, WI (in Lang...	746
54491	White Lake, WI (in Lan...	307
54428	Elcho, WI (in Langlade ...	298
54485	Summit Lake, WI (in La...	140

### Where Talent Lives

ZIP	Name	2017 Workers
54409	Antigo, WI (in Langlade...	7,010
54424	Deerbrook, WI (in Lang...	1,278
54491	White Lake, WI (in Lan...	880
54418	Bryant, WI (in Langlade...	573
54428	Elcho, WI (in Langlade ...	563

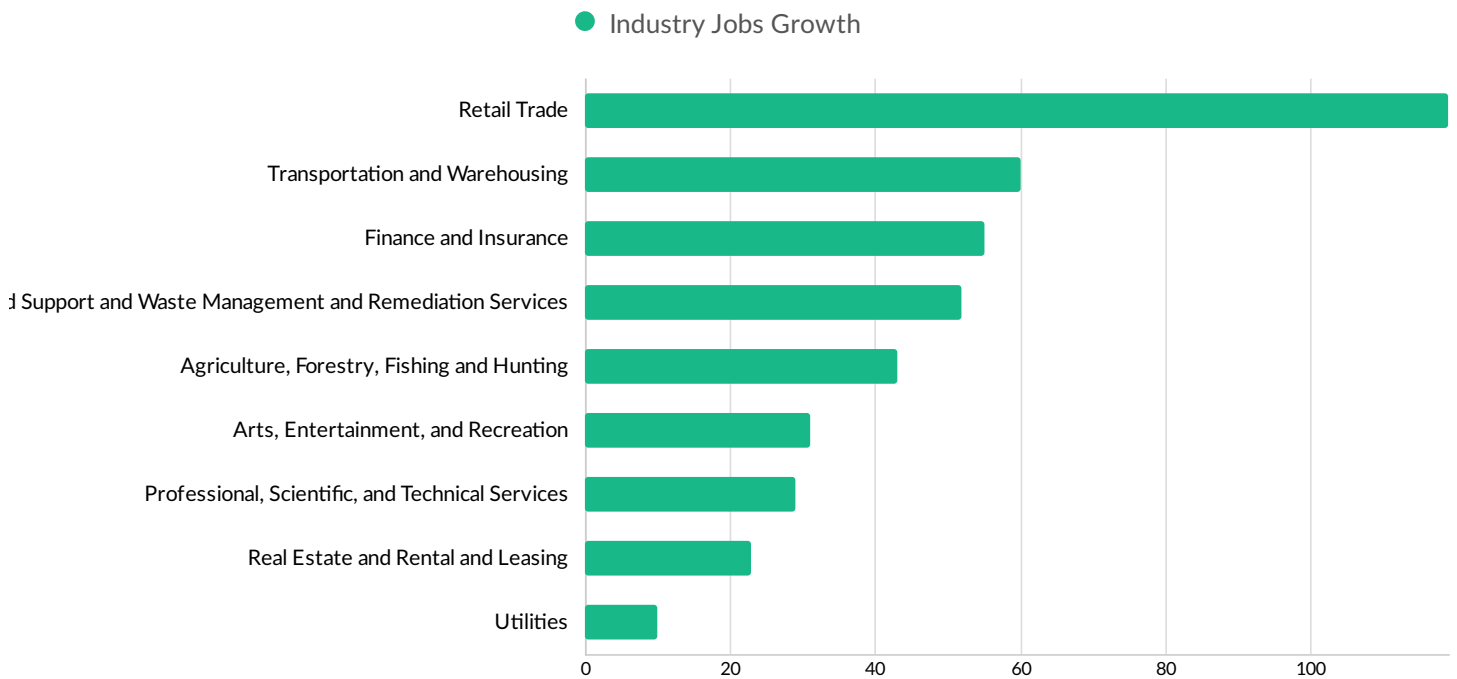
# Industry Characteristics

## Largest Industries



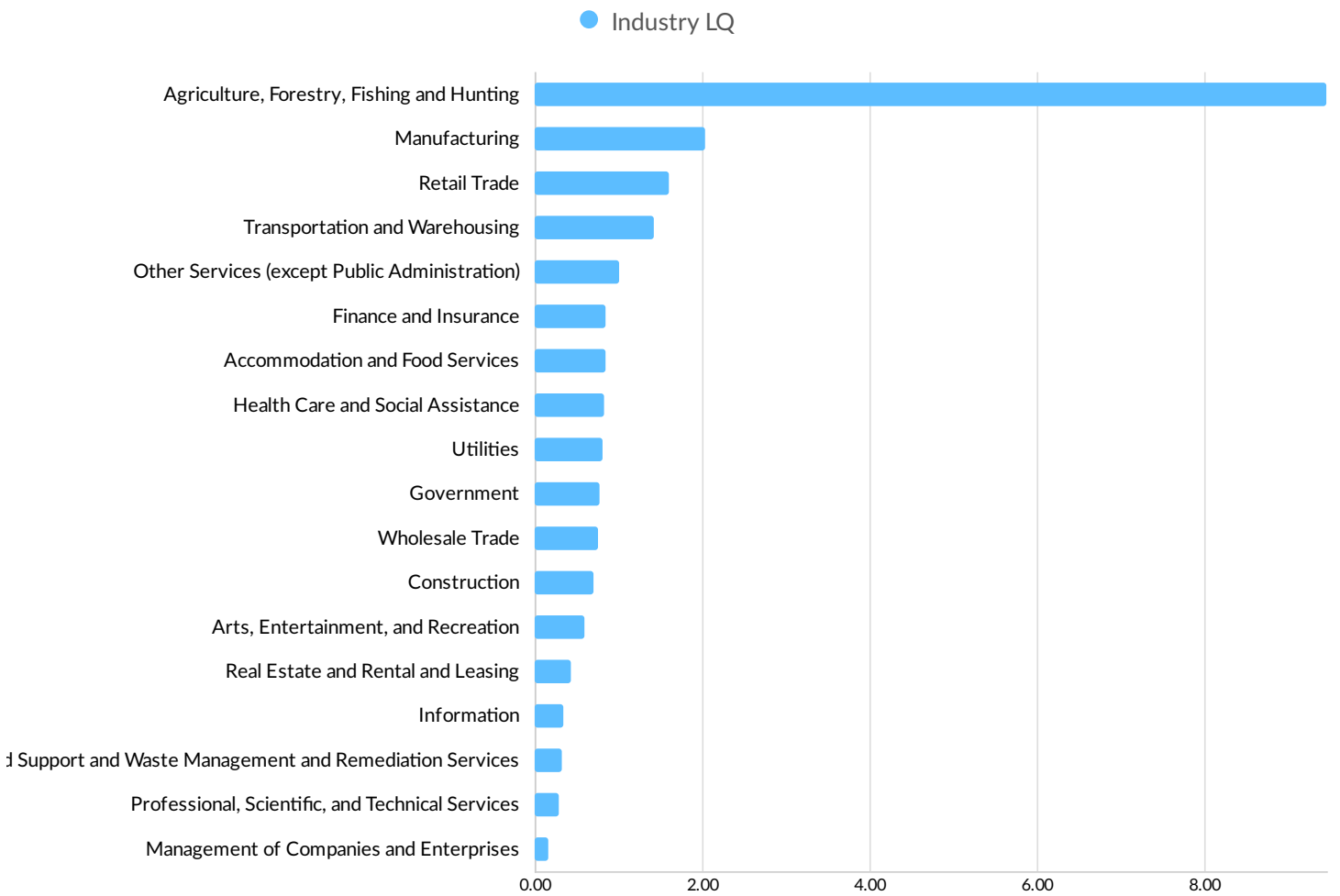
## Industry Characteristics - Cont.

### Top Growing Industries



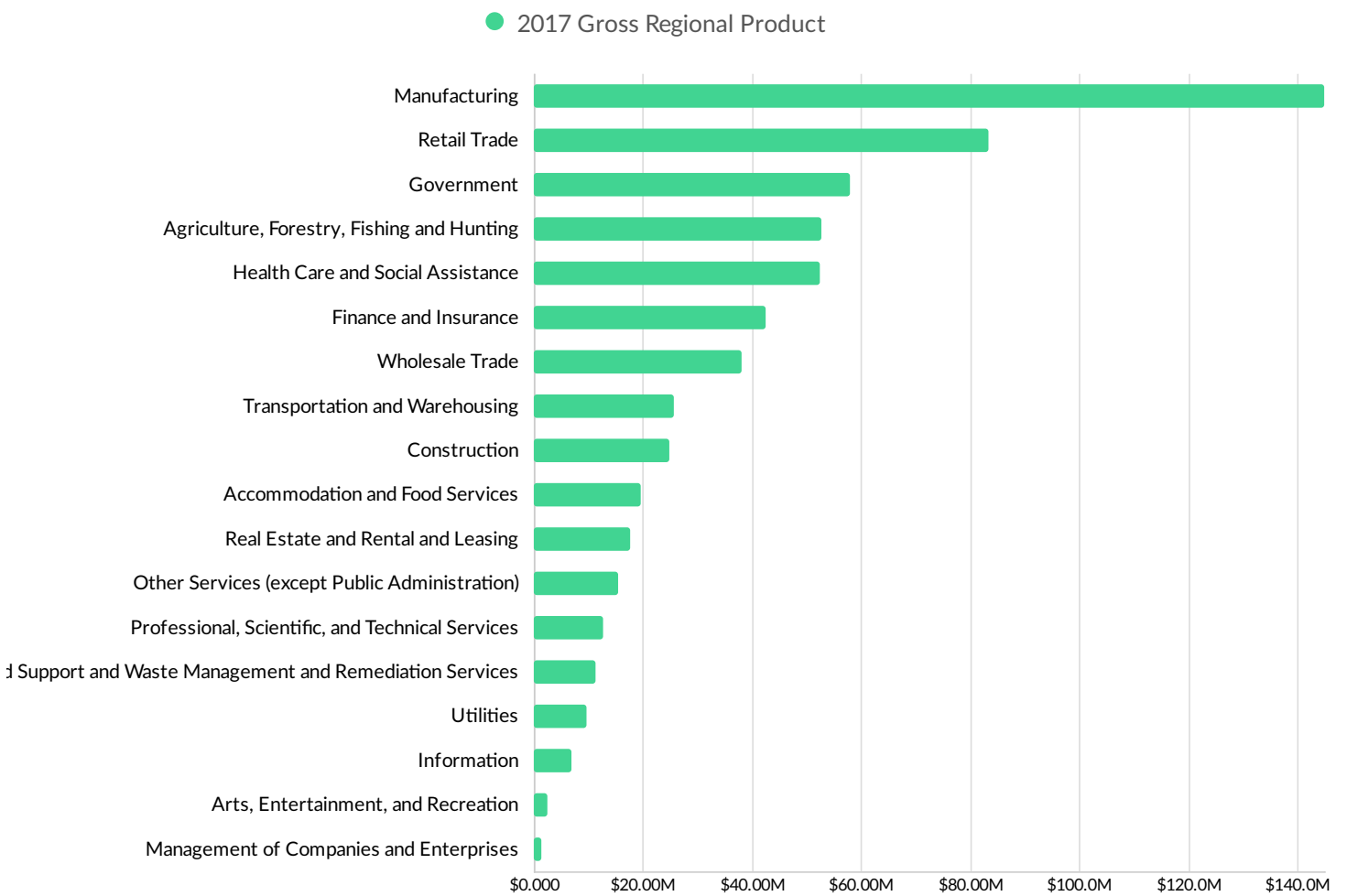
## Industry Characteristics - Cont.

### Top Industry LQ



## Industry Characteristics - Cont.

### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings



## Industry Characteristics - Cont.





















Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Retail Trade	1,313	1,432	119	+9%	1.60	\$31,184	\$83.42M
Manufacturing	1,540	1,402	-138	-9%	2.04	\$55,590	\$144.86M
Government	1,068	1,024	-44	-4%	0.77	\$51,986	\$57.96M
Agriculture, Forestry, Fishing and Hunting	953	996	43	+5%	9.46	\$29,639	\$52.57M
Health Care and Social Assistance	991	922	-69	-7%	0.83	\$48,220	\$52.45M
Accommodation and Food Services	753	638	-115	-15%	0.85	\$15,592	\$19.67M
Transportation and Warehousing	377	437	60	+16%	1.42	\$43,892	\$25.77M
Other Services (except Public Administration)	453	426	-27	-6%	1.01	\$24,353	\$15.34M
Construction	350	336	-14	-4%	0.70	\$40,406	\$24.83M
Finance and Insurance	245	300	55	+22%	0.85	\$56,057	\$42.54M
Wholesale Trade	257	250	-7	-3%	0.76	\$62,287	\$38.02M
Administrative and Support and Waste Management and Remediation Services	123	175	52	+42%	0.32	\$40,580	\$11.31M
Professional, Scientific, and Technical Services	136	165	29	+21%	0.29	\$45,159	\$12.65M
Arts, Entertainment, and Recreation	60	91	31	+52%	0.60	\$14,307	\$2.40M
Real Estate and Rental and Leasing	41	64	23	+56%	0.44	\$39,811	\$17.75M
Information	68	57	-11	-16%	0.35	\$31,942	\$6.86M
Utilities	15	25	10	+67%	0.82	\$104,303	\$9.66M
Management of Companies and Enterprises	24	19	-5	-21%	0.16	\$60,940	\$1.33M



## Business Characteristics

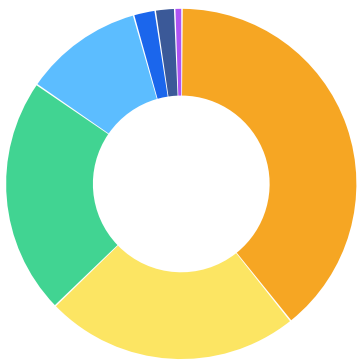
### 758 Companies Employ Your Workers

Online profiles for your workers mention 758 companies as employers, with the top 10 appearing below. In the last 12 months, 423 companies in Langlade County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus Langlade Hospital	80 	Platinum Supplemental Insuran...	129 
Aspirus Wausau Hospital, Inc.	46 	Barr-Nunn Transportation, Inc.	71 
Unified School District of Antigo	42 	Fleet Wholesale Supply Co., In...	66 
Covantage Credit Union	33 	Travel Nurse Inc	65 
Volm Companies, Incorporated	28 	C.R. England, Inc.	52 
Menard, Inc.	23 	Aspirus Wausau Hospital, Inc.	45 
Wal-Mart Stores, Inc.	20 	Aurora Health Care	43 
Amron Corporation	15 	Roehl Transport, Inc.	43 
Antigo Unified School District	12 	Covantage Credit Union	31 
Karl's Transport, Inc	12 	Comphealth Associates, Inc	29 

## Business Characteristics - Cont.

### Business Size

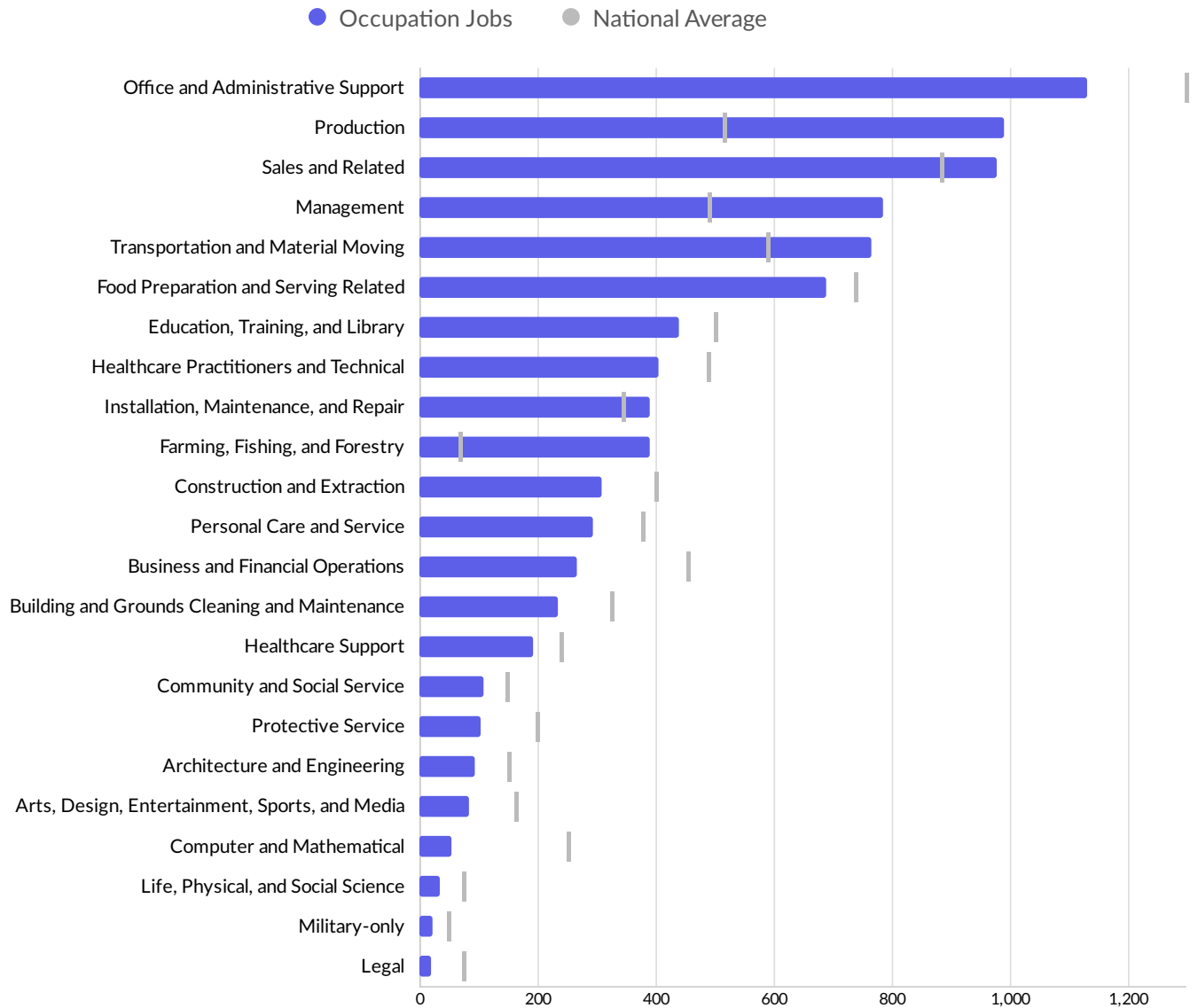


	Percentage	Business Count
1 to 4 employees	39.2%	352
5 to 9 employees	23.5%	211
10 to 19 employees	21.8%	196
20 to 49 employees	11.0%	99
50 to 99 employees	2.0%	18
100 to 249 employees	1.8%	16
250 to 499 employees	0.7%	6

*\*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.*

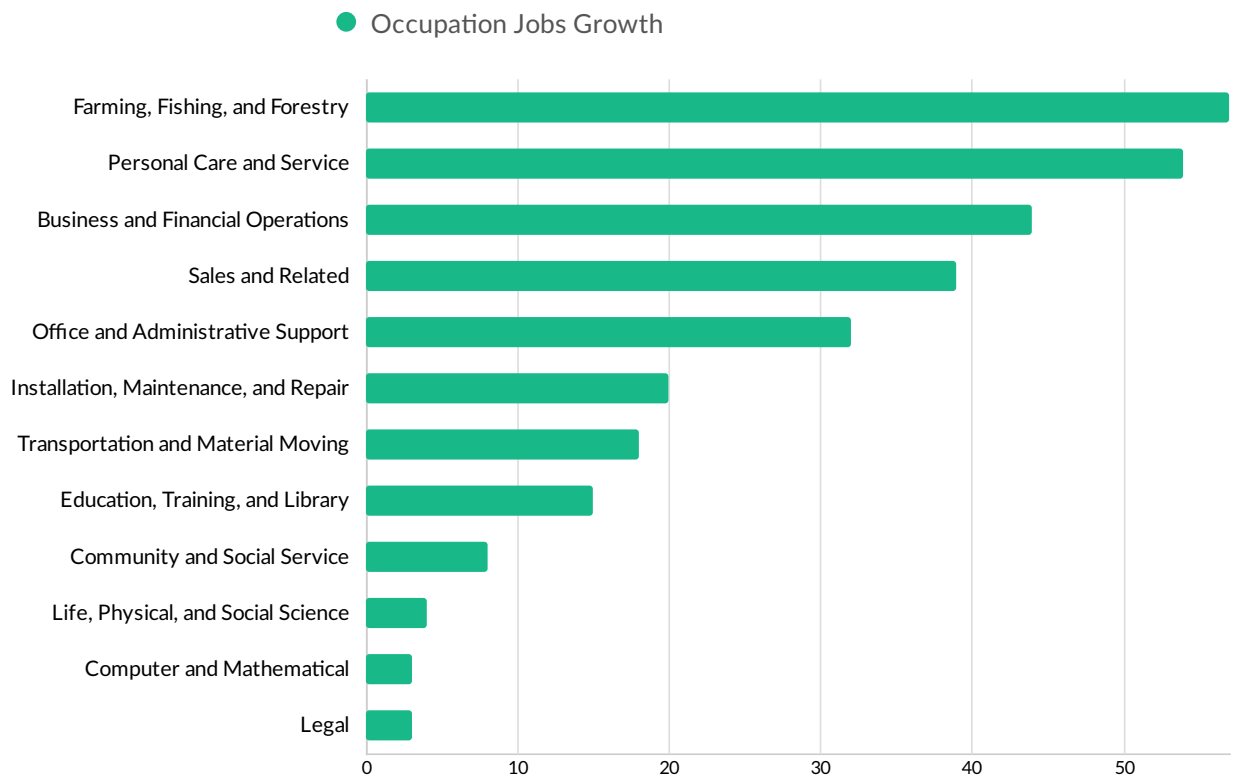
# Workforce Characteristics

## Largest Occupations



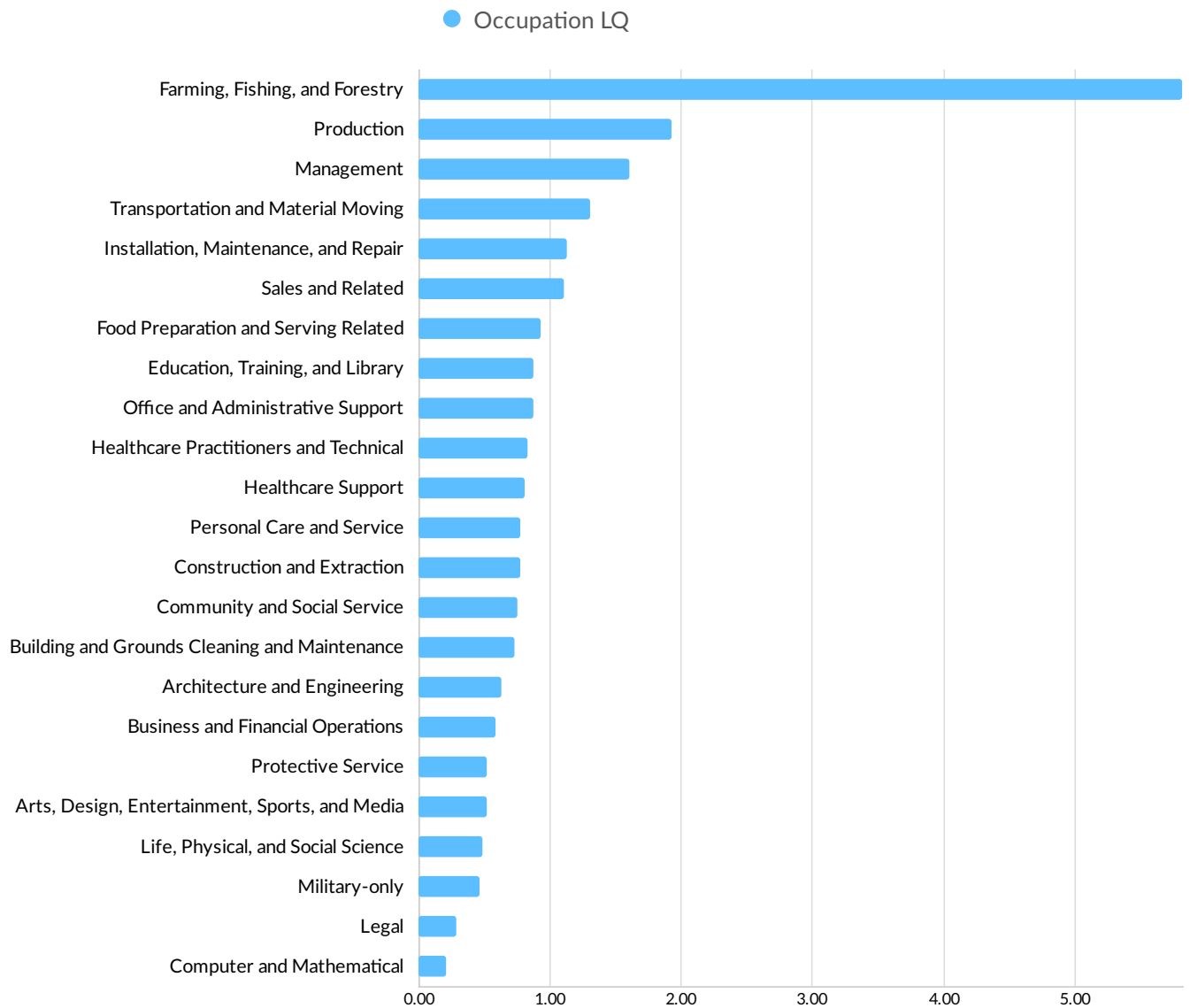
## Workforce Characteristics - Cont.

### Top Growing Occupations



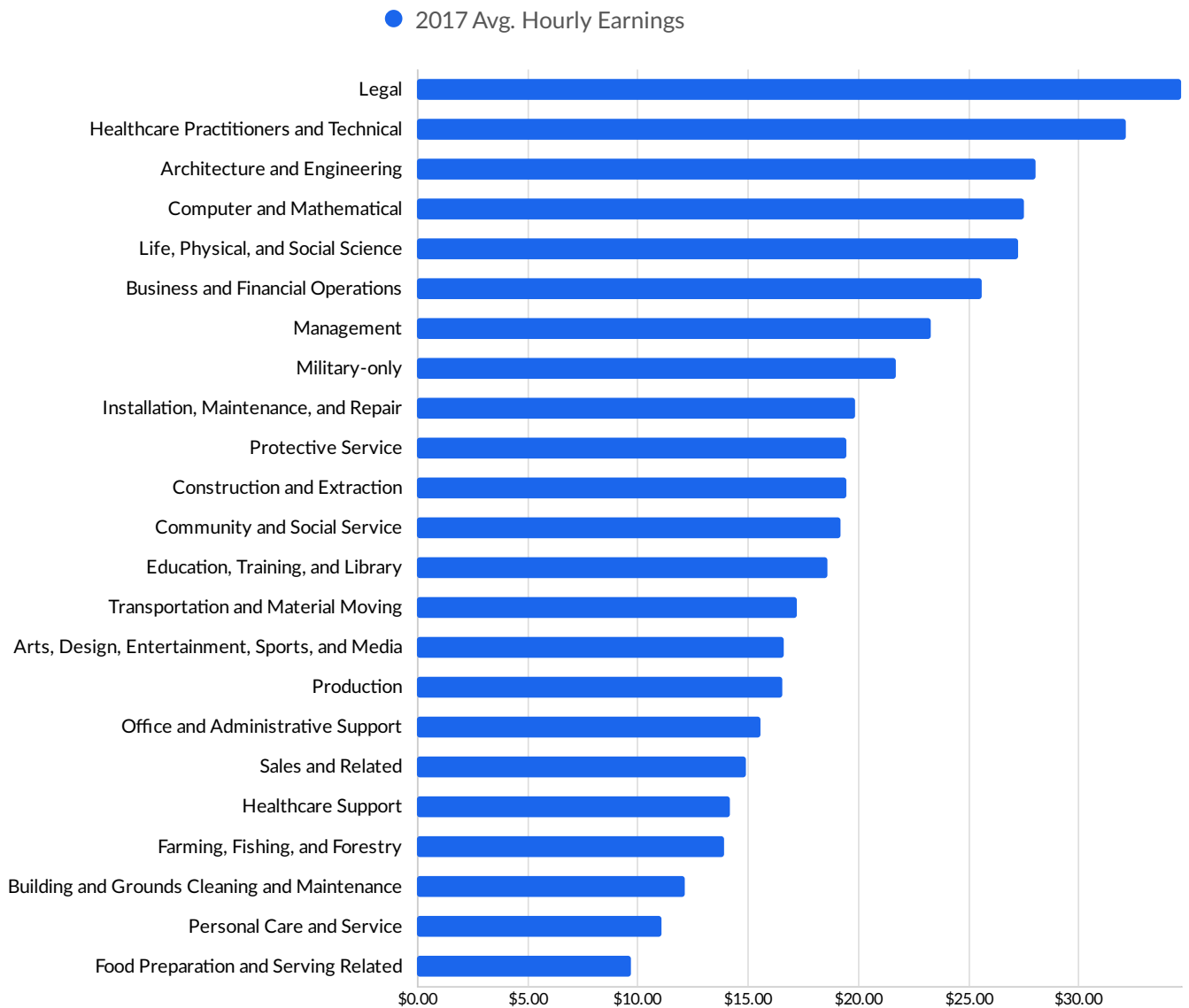
## Workforce Characteristics - Cont.

### Top Occupation LQ



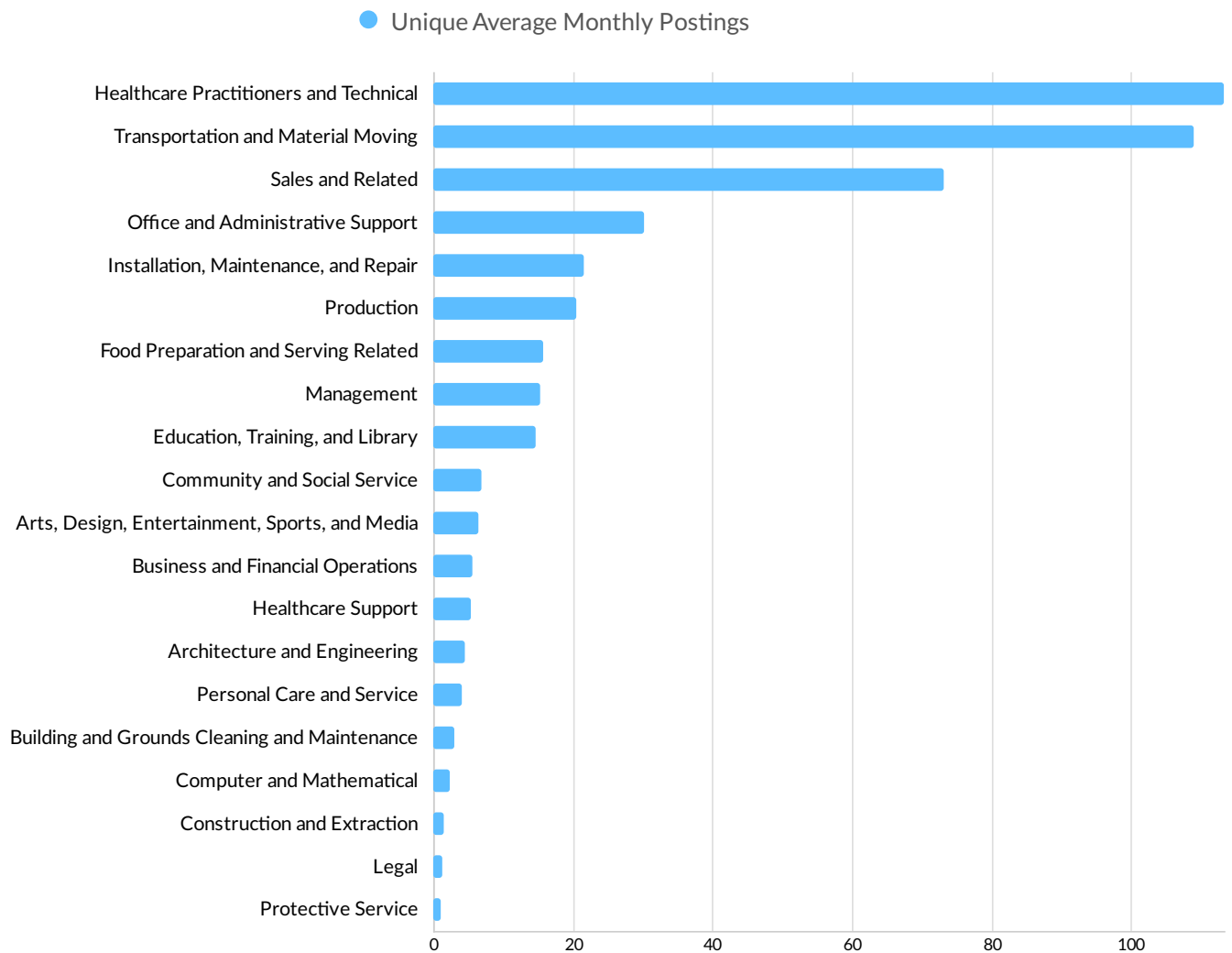
## Workforce Characteristics - Cont.

### 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	Sep 2017 - Aug 2018 Unique Average Monthly Postings
Office and Administrative Support	1,098	1,130	32	+3%	0.87	\$15.56	30
Production	1,049	990	-59	-6%	1.93	\$16.56	21
Sales and Related	938	977	39	+4%	1.11	\$14.91	73
Management	801	784	-17	-2%	1.60	\$23.33	15
Transportation and Material Moving	748	766	18	+2%	1.30	\$17.23	109
Food Preparation and Serving Related	779	688	-91	-12%	0.94	\$9.68	16
Education, Training, and Library	425	440	15	+4%	0.88	\$18.61	15
Healthcare Practitioners and Technical	437	404	-33	-8%	0.83	\$32.15	113
Installation, Maintenance, and Repair	369	389	20	+5%	1.13	\$19.90	22
Farming, Fishing, and Forestry	332	389	57	+17%	5.82	\$13.96	1
Construction and Extraction	340	308	-32	-9%	0.78	\$19.48	1
Personal Care and Service	238	292	54	+23%	0.78	\$11.13	4
Business and Financial Operations	221	265	44	+20%	0.59	\$25.62	6
Building and Grounds Cleaning and Maintenance	263	235	-28	-11%	0.73	\$12.16	3
Healthcare Support	237	192	-45	-19%	0.81	\$14.21	5
Community and Social Service	101	109	8	+8%	0.75	\$19.22	7
Protective Service	114	103	-11	-10%	0.52	\$19.51	1



## Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Sep 2017 - Aug 2018 Unique Average Monthly Postings
Architecture and Engineering	106	94	-12	-11%	0.64	\$28.10	5
Arts, Design, Entertainment, Sports, and Media	87	83	-4	-5%	0.52	\$16.67	7
Computer and Mathematical	50	53	3	+6%	0.21	\$27.55	2
Life, Physical, and Social Science	31	35	4	+13%	0.49	\$27.29	1
Military-only	24	21	-3	-13%	0.46	\$21.74	0
Legal	18	21	3	+17%	0.28	\$34.67	1

## Educational Pipeline

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