



Florence County, WI

Bay-Lake Regional Planning Commission



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Economy Overview

4,351

Population (2018)

Population **decreased by 33** over the last 5 years and is projected to **decrease by 24** over the next 5 years.

1,205

Total Regional Employment

Jobs **grew by 122** over the last 5 years and are projected to **grow by 143** over the next 5 years.

\$47.8K

Median Household Income (2017)

Median household income is **\$9.8K below** the national median household income of \$57.7K.

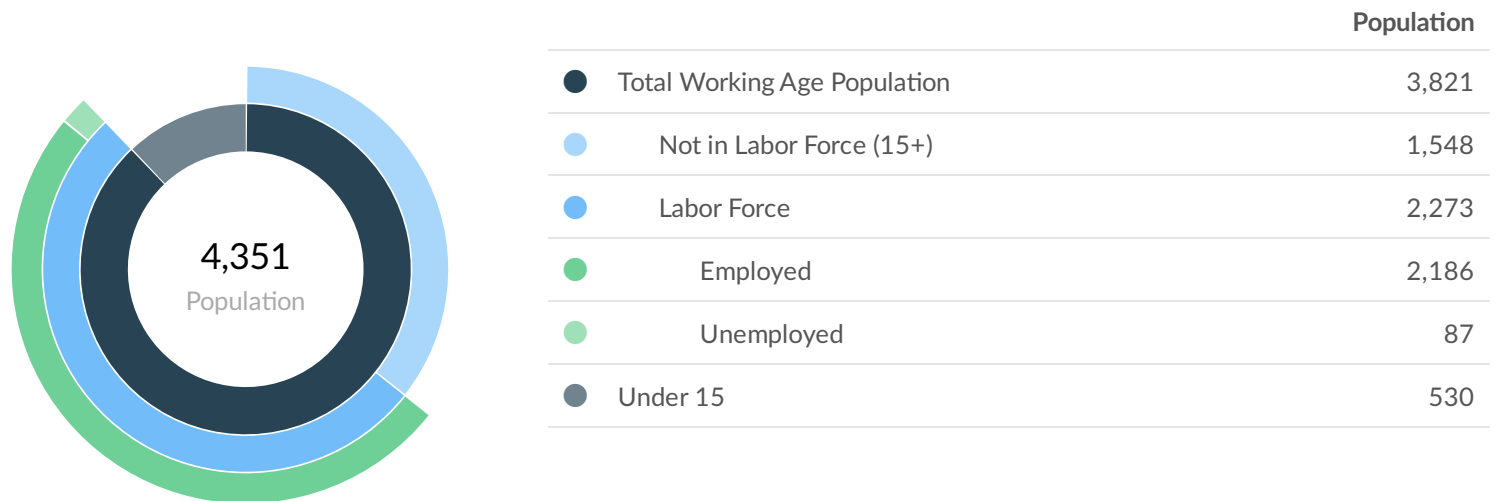
Takeaways

- As of 2018 the region's population **declined by 0.8%** since 2013, falling by 33. Population is expected to **decrease by 0.5%** between 2018 and 2023, losing 24.
- From 2013 to 2018, jobs **increased by 11.4%** in Florence County, WI from 1,082 to **1,205**. This change **outpaced the national growth rate of 8.2% by 3.2%**. As the number of jobs increased, the **labor force participation rate increased from 57.6% to 59.5% between 2013 and 2018**.
- Concerning educational attainment, **13.8% of Florence County, WI residents possess a Bachelor's Degree** (4.8% below the national average), and **9.4% hold an Associate's Degree** (1.4% above the national average).
- The top three industries in 2018 are Local Government, Excluding Education and Hospitals, Sawmills and Wood Preservation, and Drinking Places (Alcoholic Beverages).

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	4,351	2,273	1,205	106.5	\$95.03M	\$245.47M	\$113.38M
Bay-Lake Regional Planning Commission	587,935	313,353	329,385	101.4	\$33.75B	\$39.99B	\$40.89B
Kewaunee County, WI	20,431	11,371	8,984	100.2	\$804.91M	\$1.56B	\$1.18B
Sheboygan County, WI	115,431	62,051	66,772	101.4	\$7.04B	\$9.94B	\$10.62B
Door County, WI	27,417	14,564	15,511	107.2	\$1.26B	\$1.84B	\$1.31B
Manitowoc County, WI	78,871	40,519	37,361	99.4	\$3.77B	\$5.48B	\$4.93B
Marinette County, WI	40,054	19,659	20,081	97.3	\$1.77B	\$2.76B	\$2.59B
Oconto County, WI	37,572	20,817	10,685	99.2	\$967.45M	\$2.33B	\$1.28B

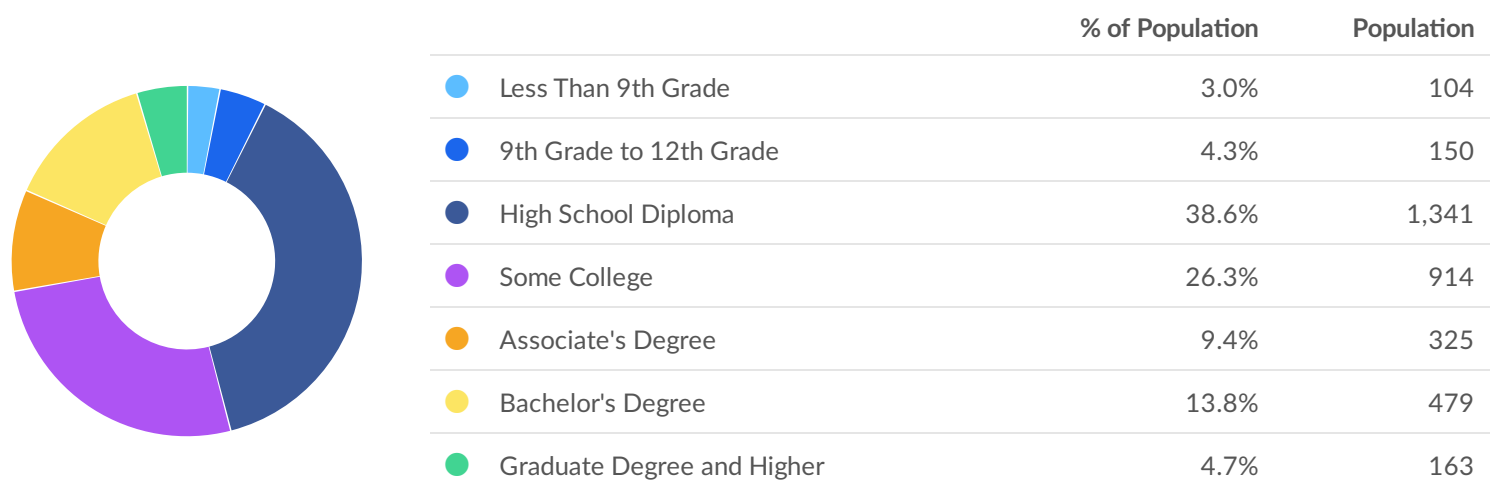
Economy Overview - Cont.

2018 Labor Force Breakdown



Educational Attainment

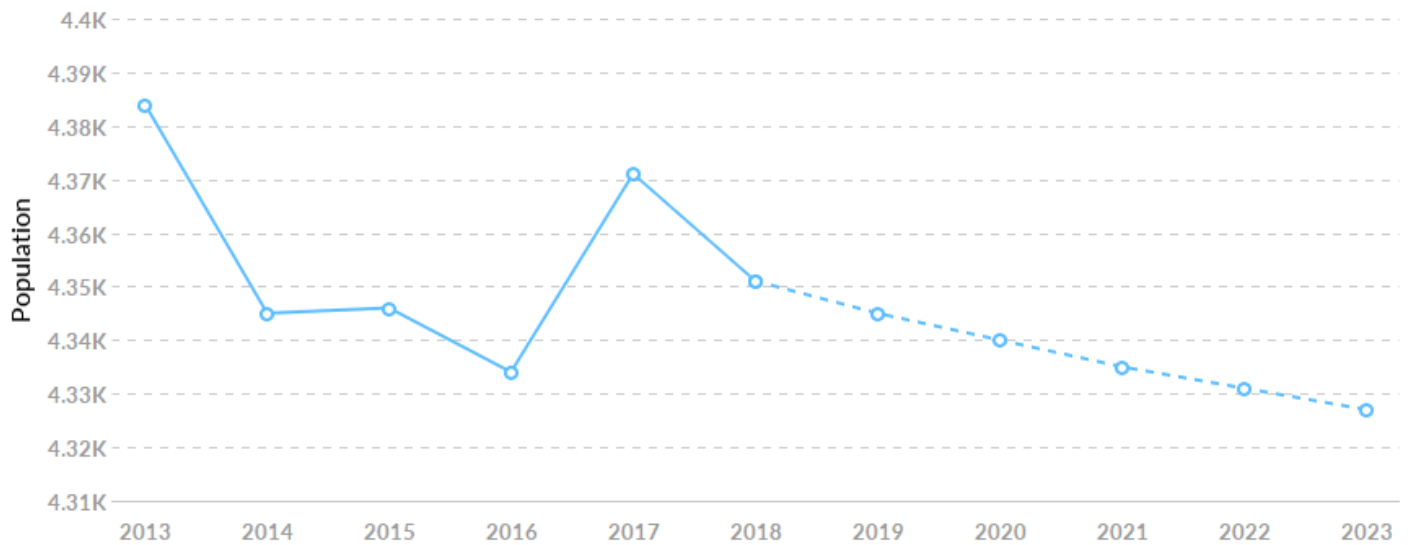
Concerning educational attainment, **13.8% of Florence County, WI residents possess a Bachelor's Degree** (4.8% below the national average), and **9.4% hold an Associate's Degree** (1.4% above the national average).



Historic & Projected Trends

Population Trends

As of 2018 the region's population **declined by 0.8%** since 2013, falling by 33. Population is expected to **decrease by 0.5%** between 2018 and 2023, losing 24.

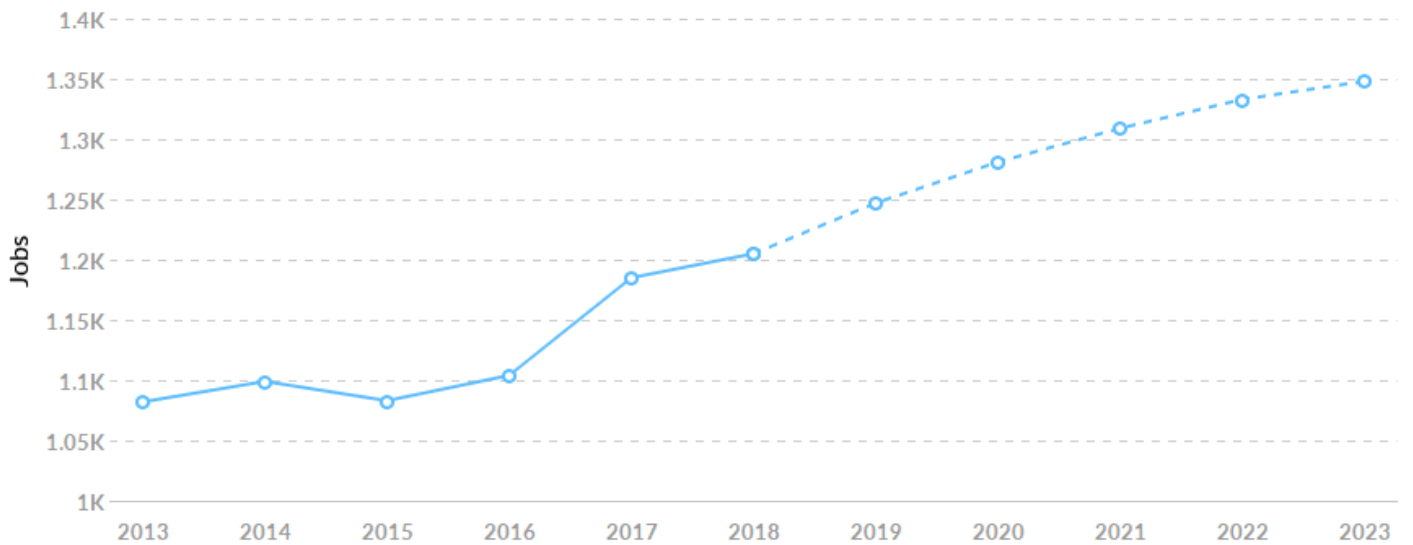


Timeframe	Population
2013	4,384
2014	4,345
2015	4,346
2016	4,334
2017	4,371
2018	4,351
2019	4,345
2020	4,340
2021	4,335
2022	4,331
2023	4,327

Historic & Projected Trends - Cont.

Job Trends

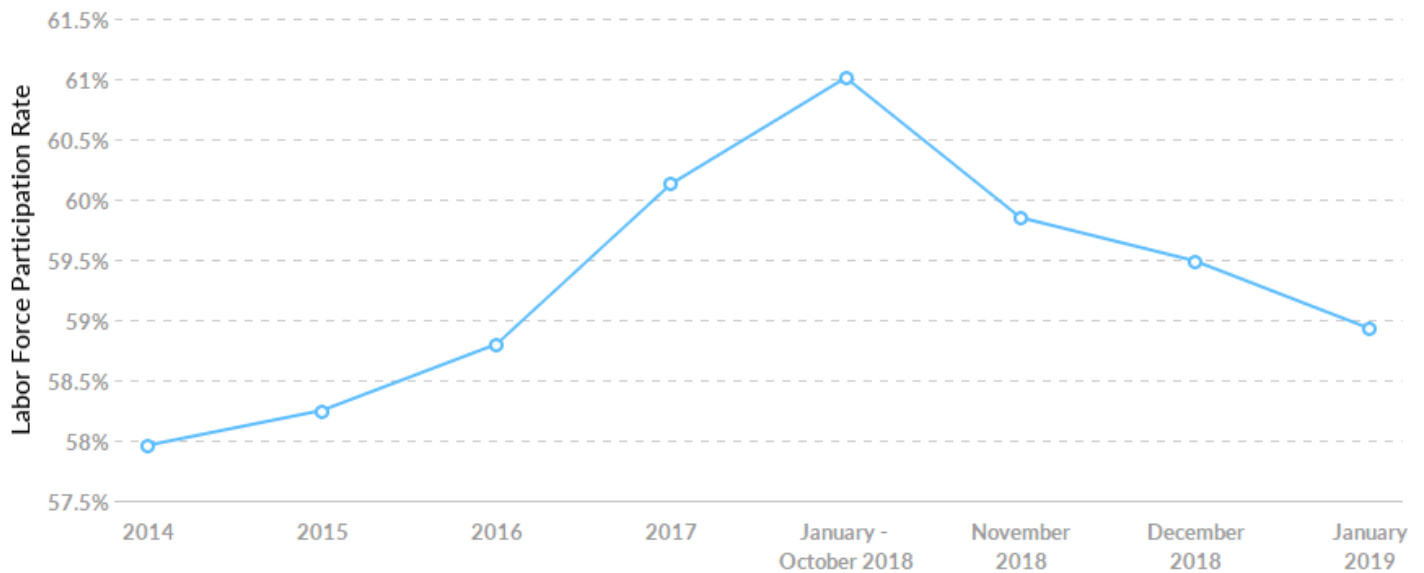
From 2013 to 2018, jobs increased by **11.4%** in Florence County, WI from 1,082 to **1,205**. This change **outpaced the national growth rate of 8.2%** by **3.2%**.



Timeframe	Jobs
2013	1,082
2014	1,099
2015	1,083
2016	1,104
2017	1,185
2018	1,205
2019	1,247
2020	1,281
2021	1,309
2022	1,333
2023	1,348

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

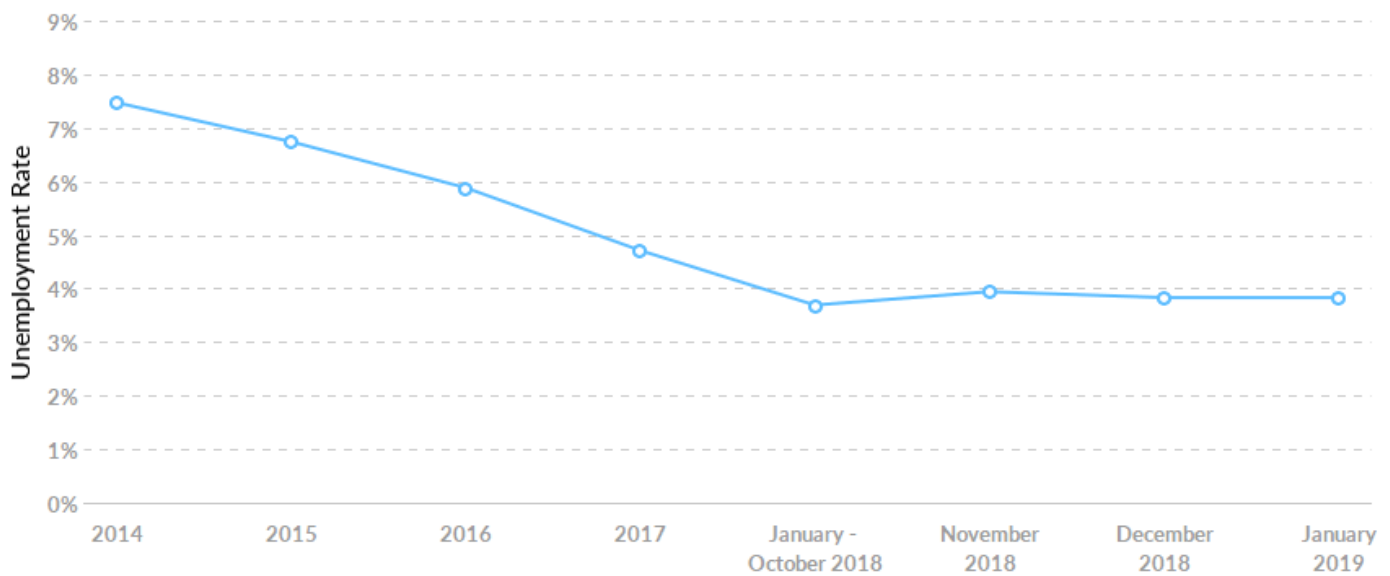


Timeframe	Labor Force Participation Rate
2014	57.96%
2015	58.25%
2016	58.80%
2017	60.13%
January - October 2018	61.01%
November 2018	59.85%
December 2018	59.49%
January 2019	58.93%

Historic & Projected Trends - Cont.

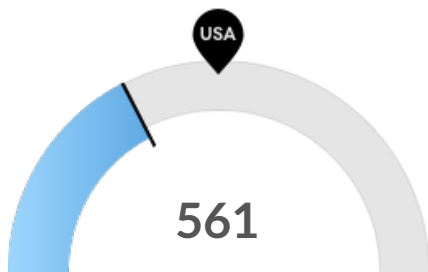
Unemployment Rate Trends

Florence County, WI had a January 2019 unemployment rate of 3.83%, **decreasing from 7.47%** 5 years before.



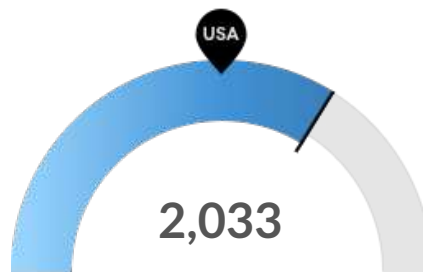
Timeframe	Unemployment Rate
2014	7.47%
2015	6.74%
2016	5.88%
2017	4.71%
January - October 2018	3.69%
November 2018	3.94%
December 2018	3.83%
January 2019	3.83%

Population Characteristics



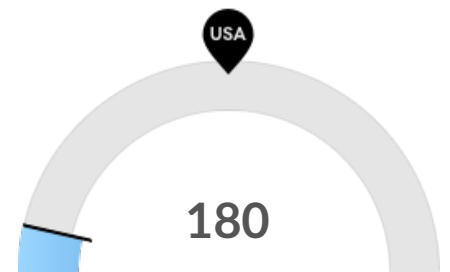
Millennials

Florence County, WI has 561 millennials (ages 20-34). The national average for an area this size is 905.



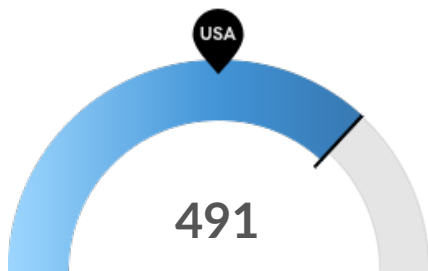
Retiring Soon

Retirement risk is high in Florence County, WI. The national average for an area this size is 1,246 people 55 or older, while there are 2,033 here.



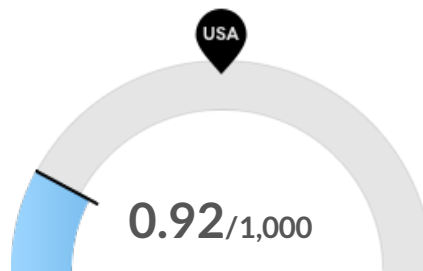
Racial Diversity

Racial diversity is low in Florence County, WI. The national average for an area this size is 1,717 racially diverse people, while there are 180 here.



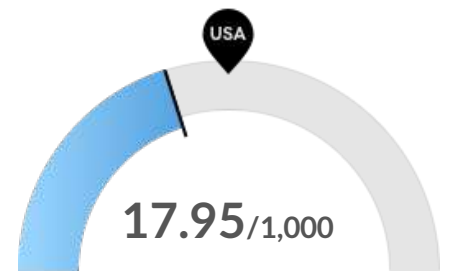
Veterans

Florence County, WI has 491 veterans. The national average for an area this size is 254.



Violent Crime

Florence County, WI has 0.92 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



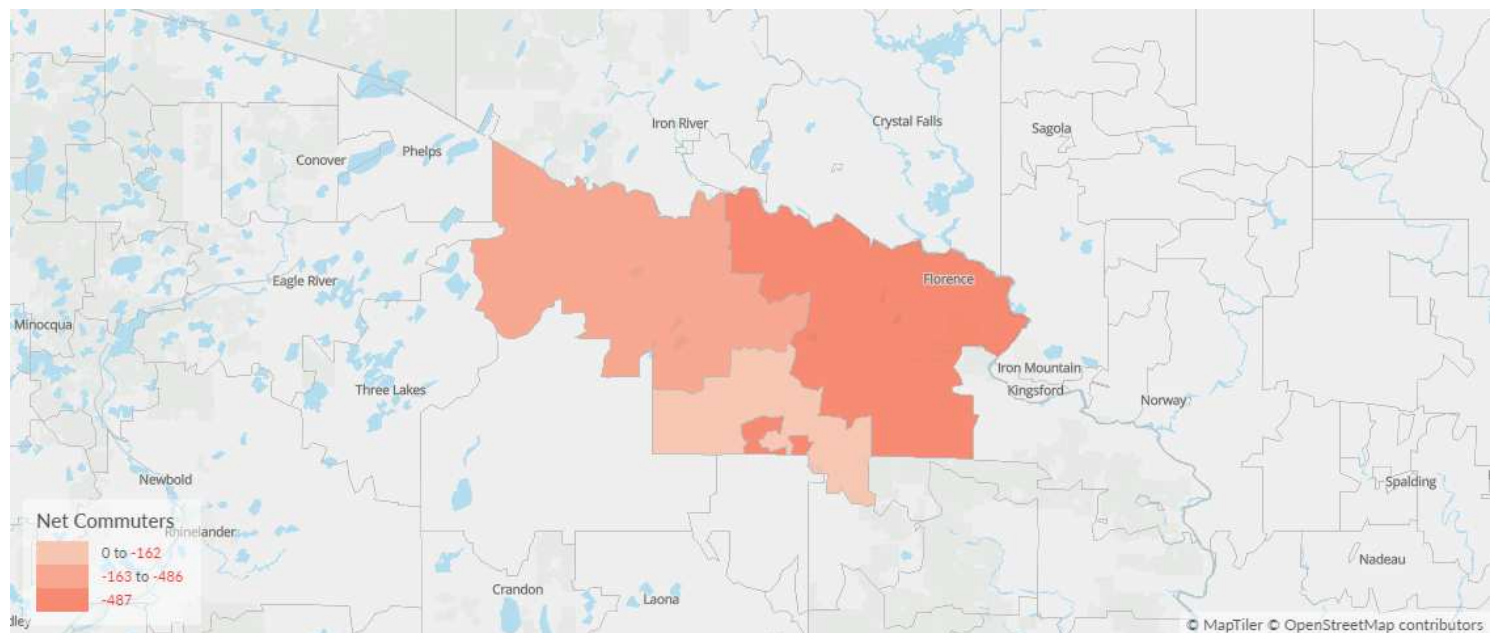
Property Crime

Florence County, WI has 17.95 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

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



Where Talent Works

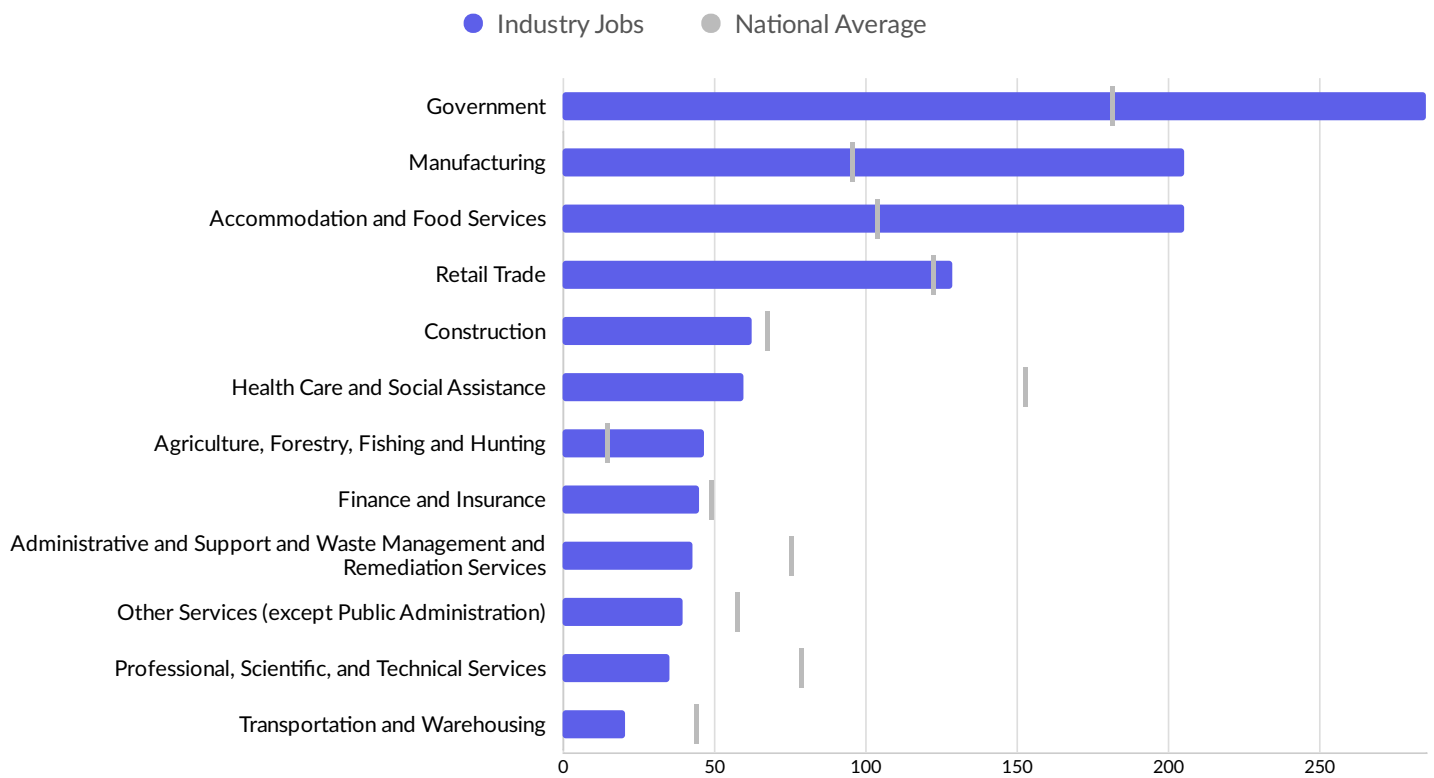
ZIP	Name	2018 Employment
54121	Florence, WI (in Florenc...	1,072
54542	Long Lake, WI (in Floren...	107
54120	Fence, WI (in Florence ...	26

Where Talent Lives

ZIP	Name	2018 Workers
54121	Florence, WI (in Florenc...	1,558
54542	Long Lake, WI (in Floren...	271
54120	Fence, WI (in Florence ...	154

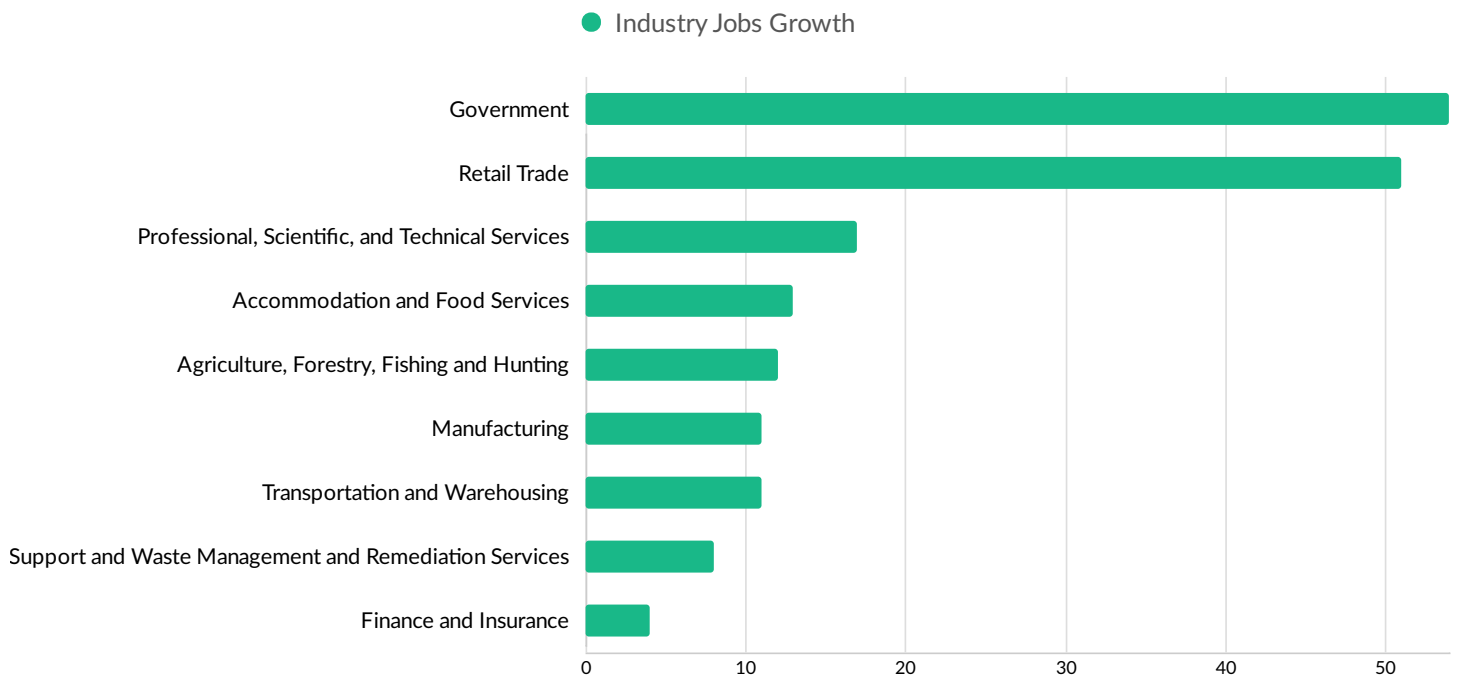
Industry Characteristics

Largest Industries



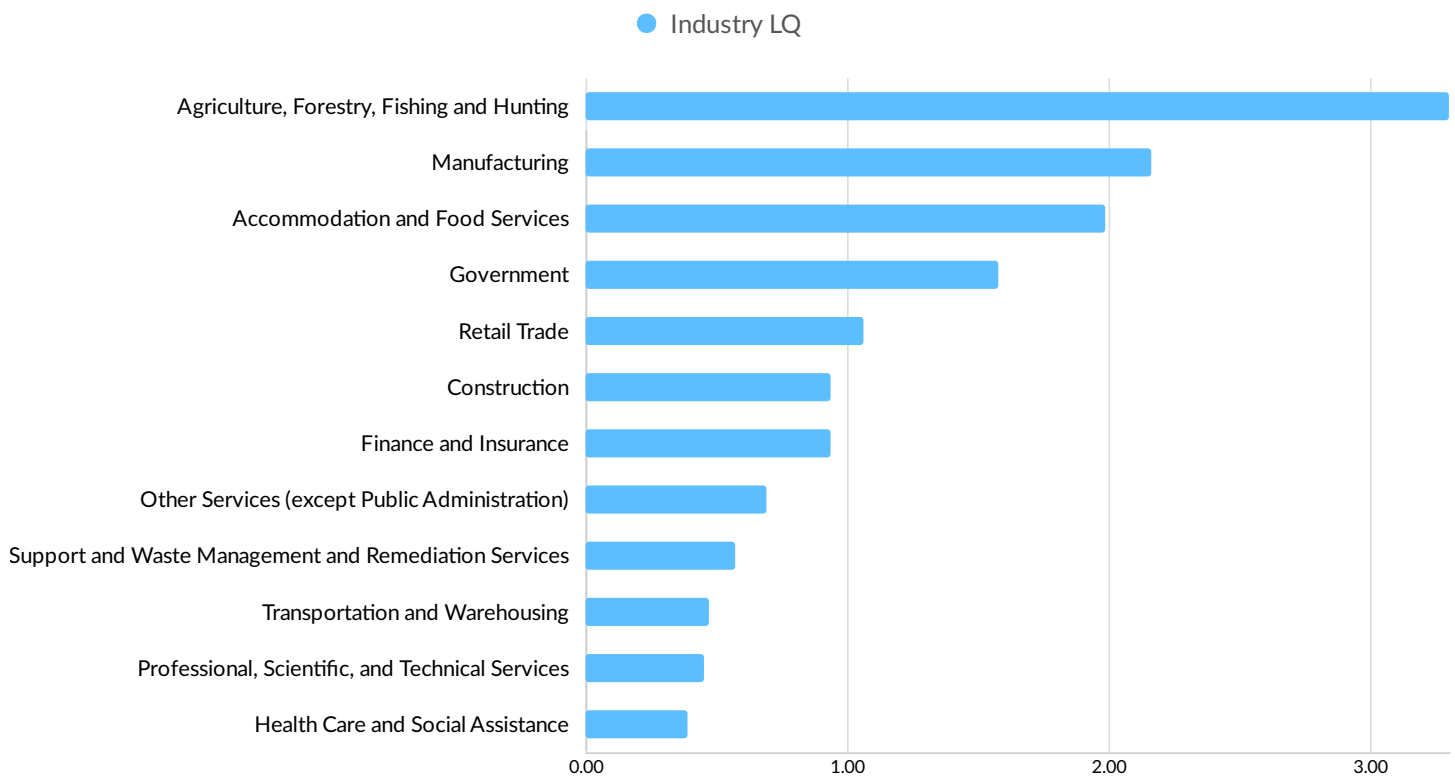
Industry Characteristics - Cont.

Top Growing Industries



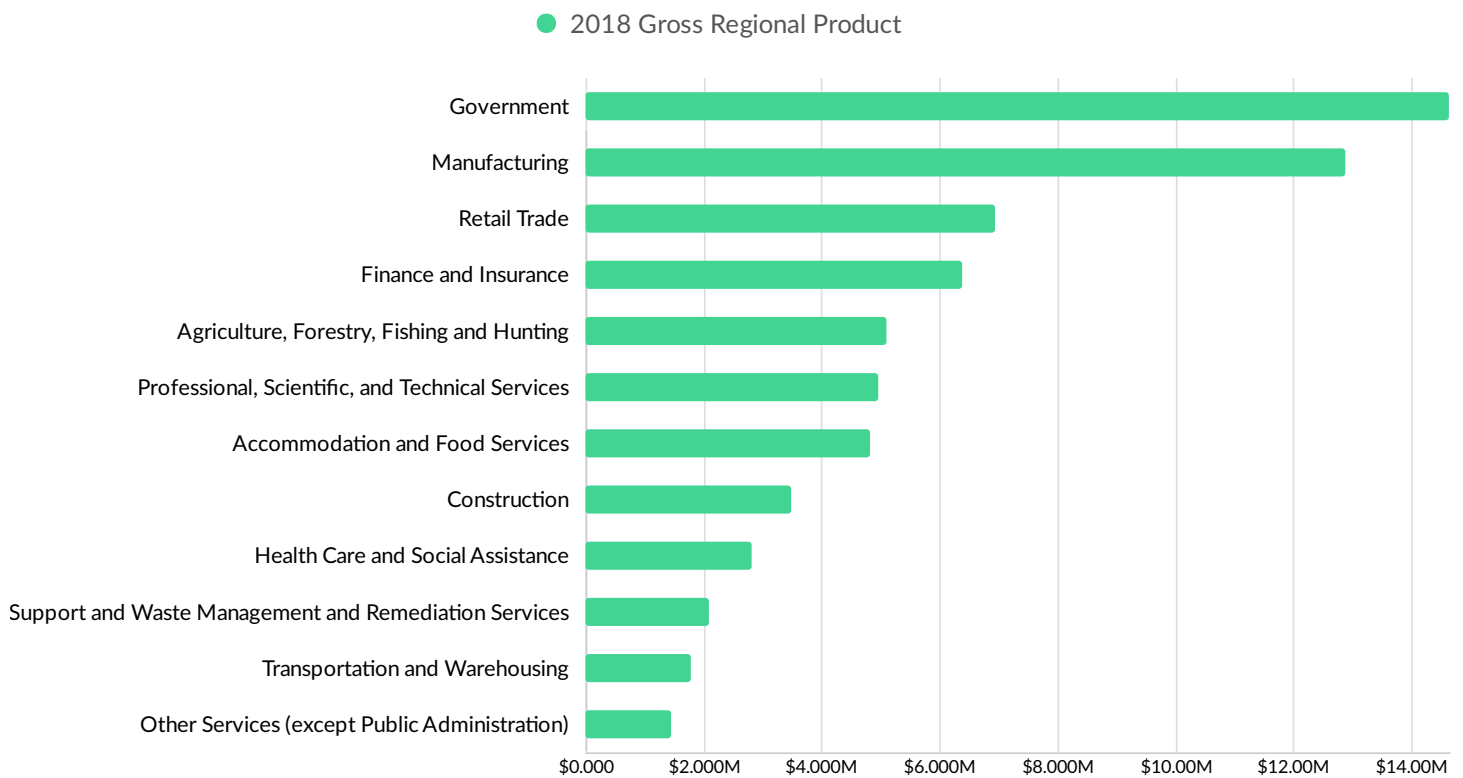
Industry Characteristics - Cont.

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	232	286	54	+23%	1.57	\$45,060	\$14.63M
Manufacturing	195	206	11	+6%	2.16	\$38,741	\$12.89M
Accommodation and Food Services	192	205	13	+7%	1.98	\$12,759	\$4.83M
Retail Trade	78	129	51	+65%	1.06	\$24,215	\$6.94M
Construction	63	63	0	0%	0.94	\$34,300	\$3.48M
Health Care and Social Assistance	77	60	-17	-22%	0.39	\$40,777	\$2.81M
Agriculture, Forestry, Fishing and Hunting	35	47	12	+34%	3.30	\$29,705	\$5.09M
Finance and Insurance	41	45	4	+10%	0.93	\$52,034	\$6.38M
Administrative and Support and Waste Management and Remediation Services	35	43	8	+23%	0.57	\$24,546	\$2.09M
Other Services (except Public Administration)	78	40	-38	-49%	0.69	\$21,376	\$1.45M
Professional, Scientific, and Technical Services	18	35	17	+94%	0.45	\$76,904	\$4.96M
Transportation and Warehousing	10	21	11	+110%	0.47	\$53,503	\$1.79M

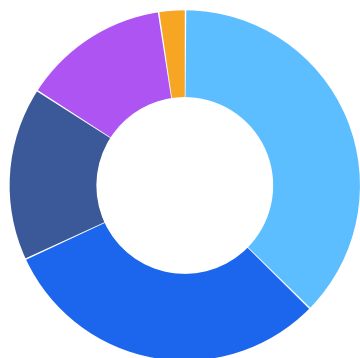
Business Characteristics

245 Companies Employ Your Workers

Online profiles for your workers mention 245 companies as employers, with the top 10 appearing below. In the last 12 months, 171 companies in Florence County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Dickinson County Hospitals (inc)	8 <div></div>	Aurora Health Care	170 <div></div>
Florence County School District 3	6 <div></div>	C.R. England, Inc.	67 <div></div>
Florence Corporation	5 <div></div>	Roehl Transport, Inc.	39 <div></div>
Florence Utility Commission	5 <div></div>	U. S. Xpress, Inc.	37 <div></div>
State Bank of Florence Inc	4 <div></div>	Lhc Group, Inc.	24 <div></div>
Verso Corporation	4 <div></div>	Platinum Supplemental Insuranc...	19 <div></div>
D.C.H.S. LTD	3 <div></div>	Travelers Healthcare	19 <div></div>
Department of Veterans Affairs	3 <div></div>	Aegis Therapies, Inc.	13 <div></div>
Florence County School District	3 <div></div>	Barton & Associates, Inc.	13 <div></div>
Golden Living LLC	3 <div></div>	Instacart Inc.	13 <div></div>

Business Size

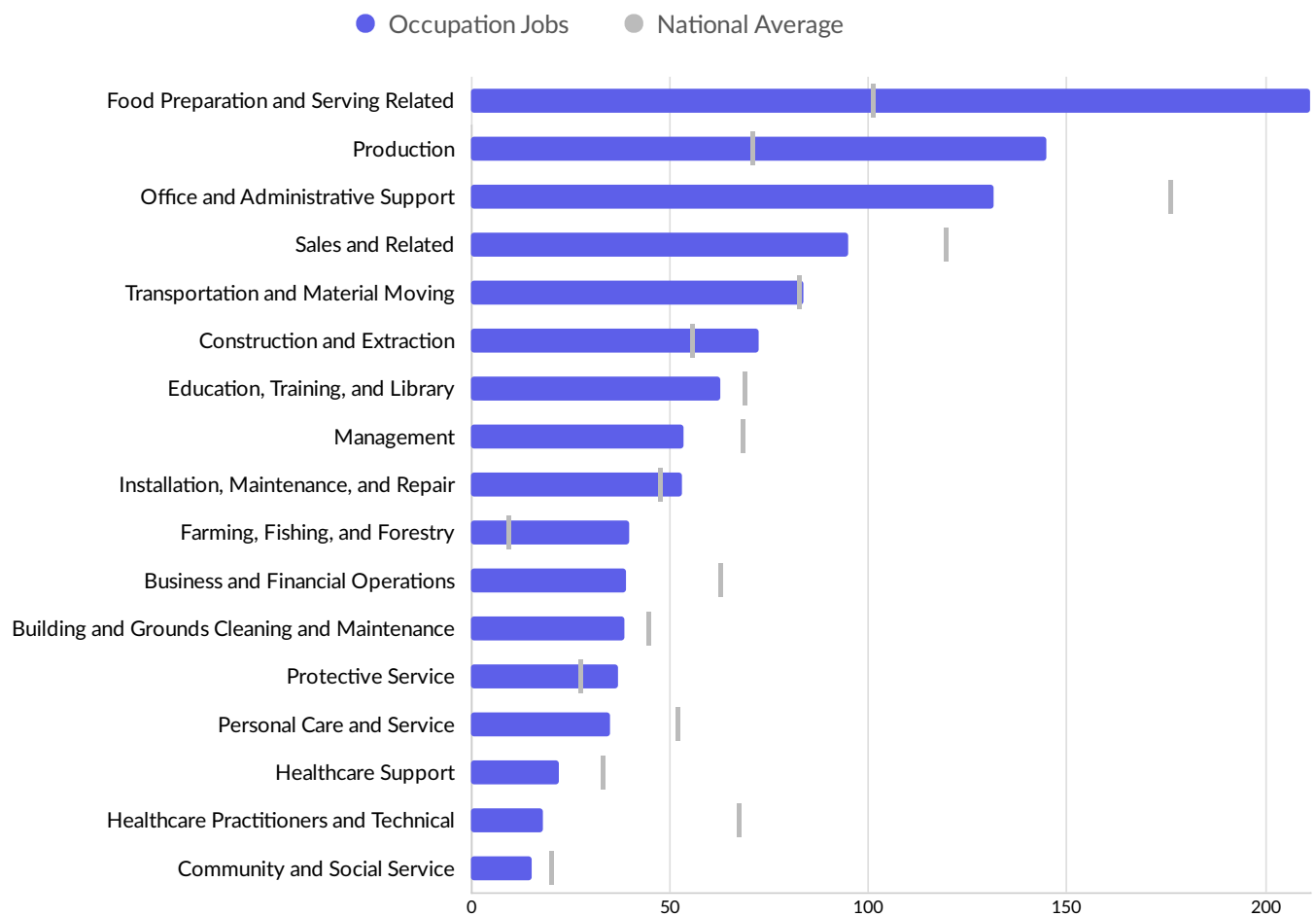


	Percentage	Business Count
1 to 4 employees	37.3%	91
5 to 9 employees	30.7%	75
10 to 19 employees	16.0%	39
20 to 49 employees	13.5%	33
50 to 99 employees	2.5%	6

*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.

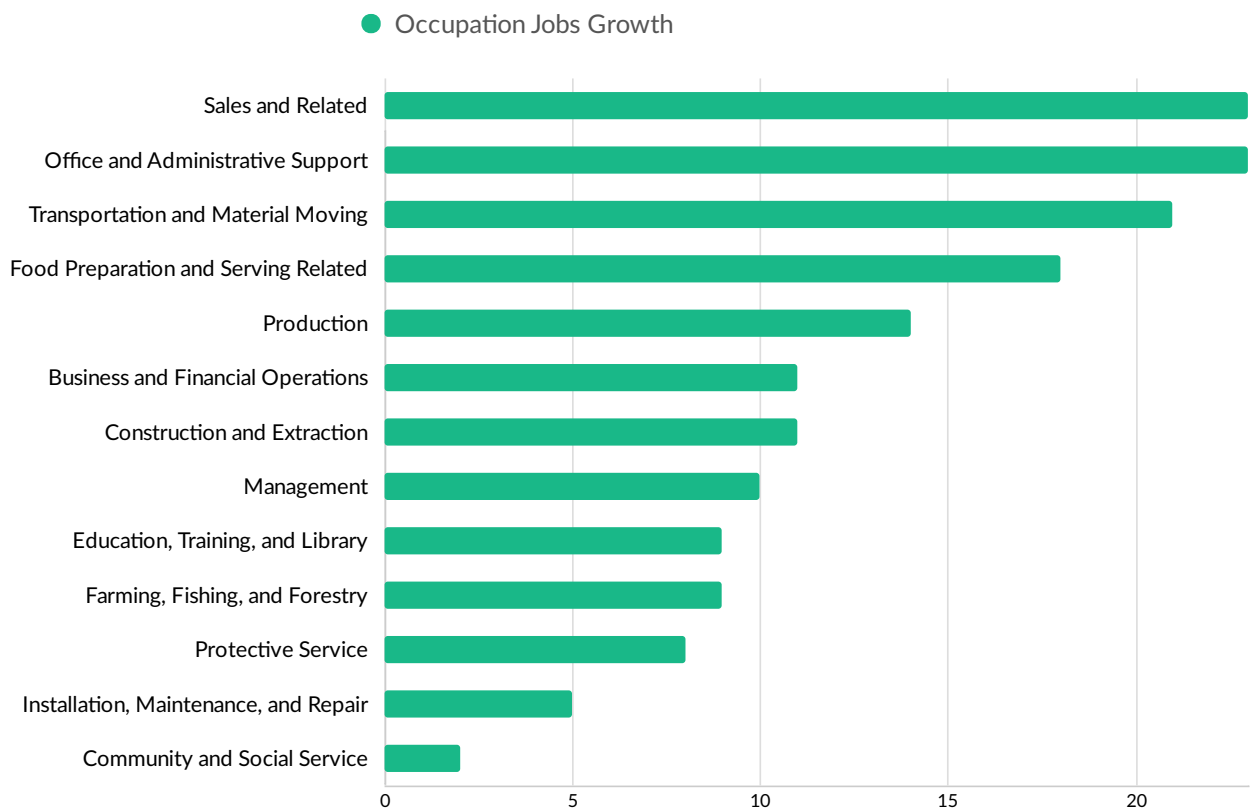
Workforce Characteristics

Largest Occupations



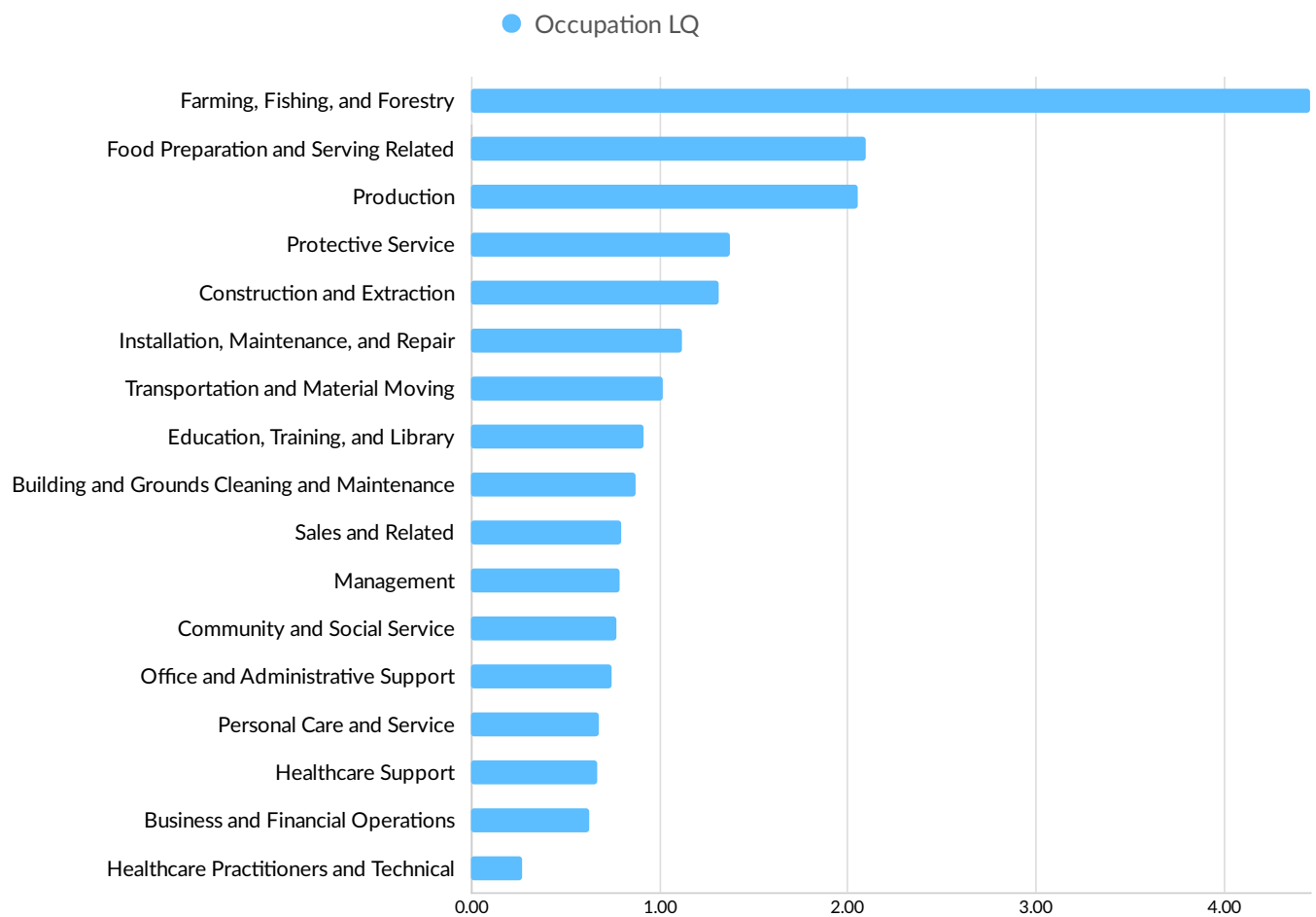
Workforce Characteristics - Cont.

Top Growing Occupations



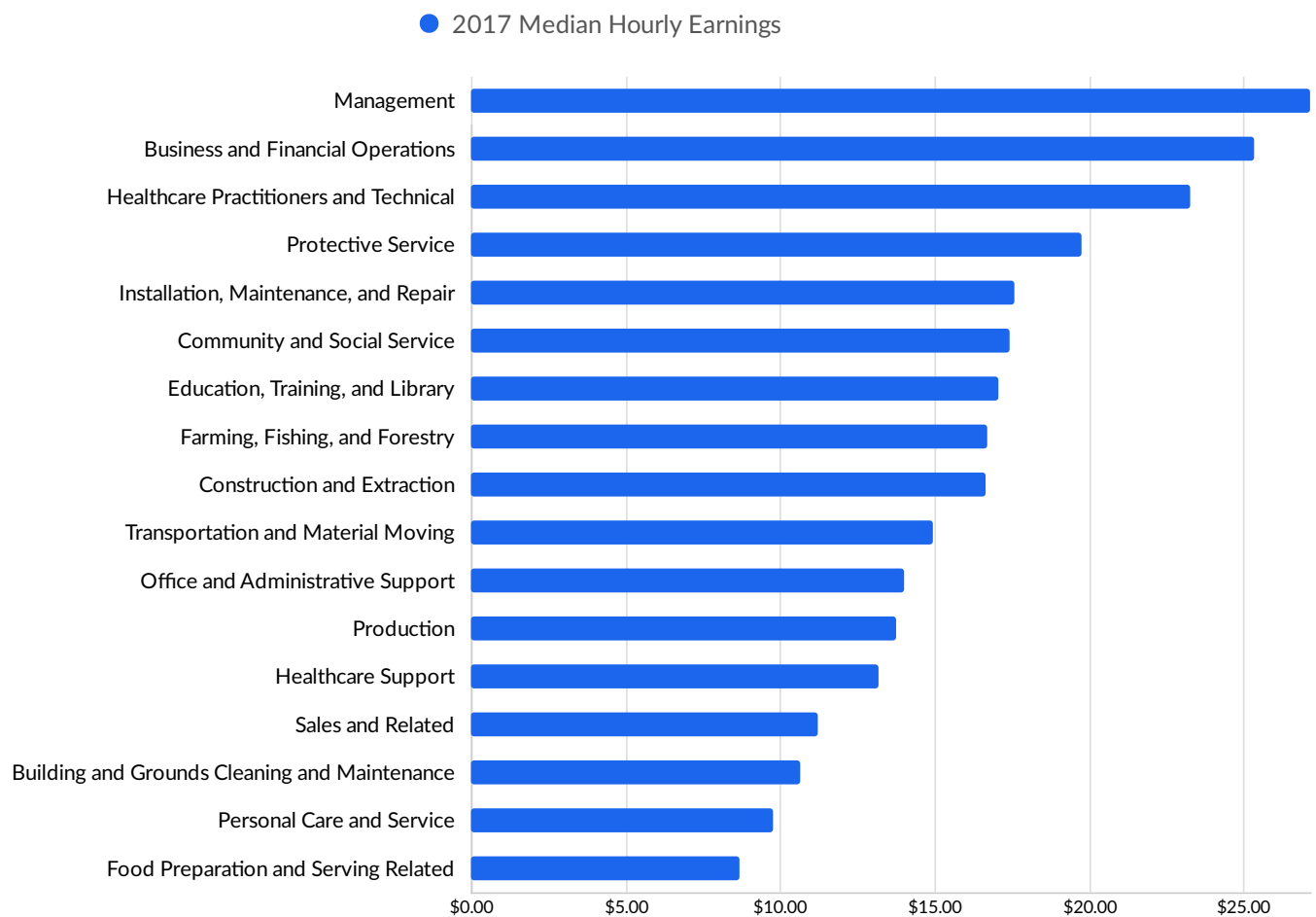
Workforce Characteristics - Cont.

Top Occupation LQ



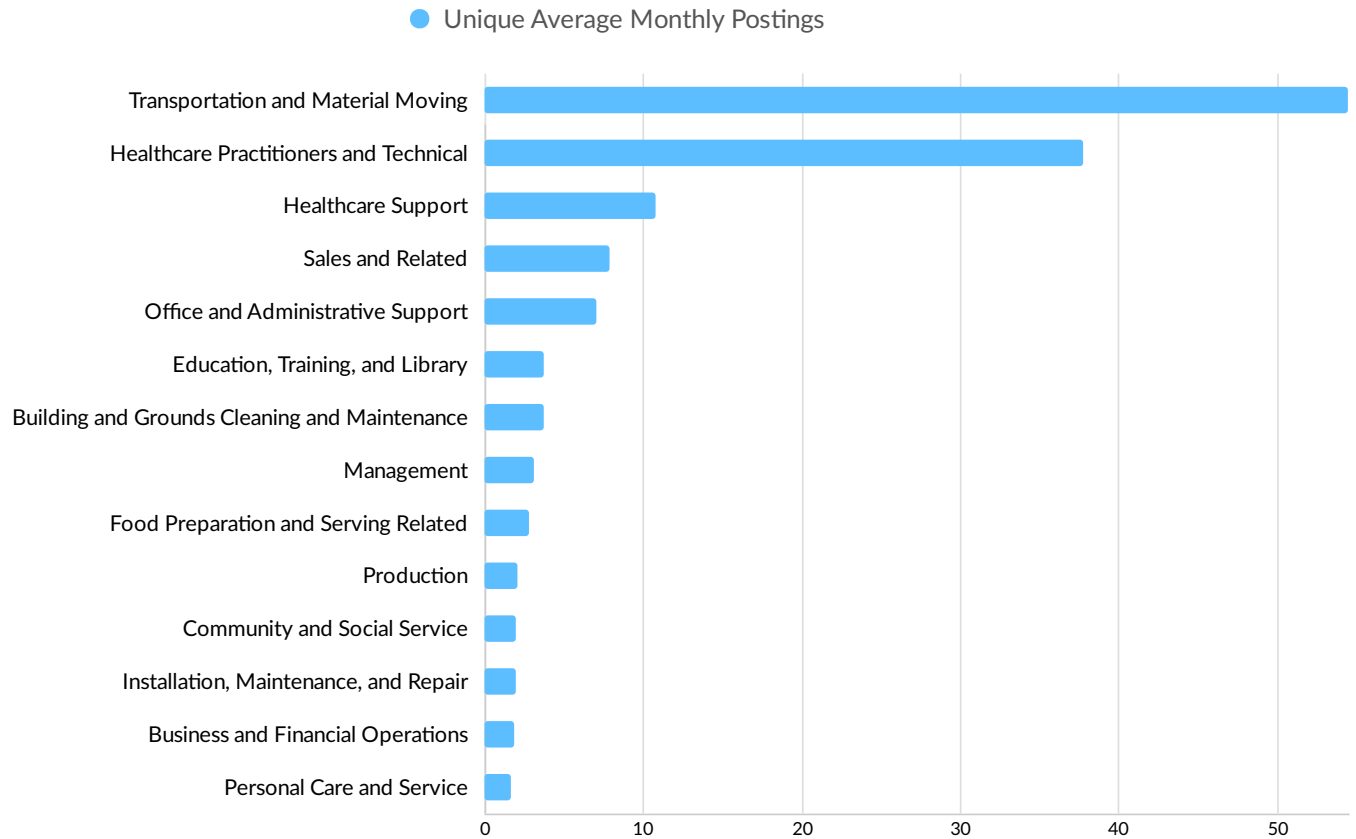
Workforce Characteristics - Cont.

Top Occupation Earnings

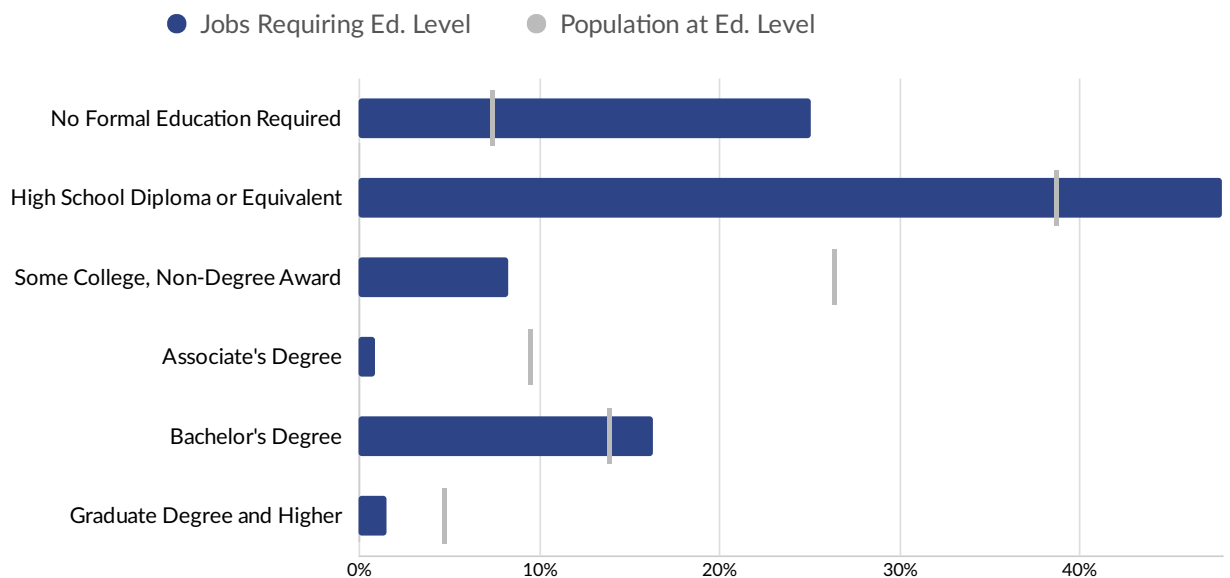


Workforce Characteristics - Cont.

Top Posted Occupations



Underemployment



Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Jun 2018 - May 2019 Unique Average Monthly Postings
Food Preparation and Serving Related	193	211	18	+9%	2.10	\$8.70	3
Production	131	145	14	+11%	2.06	\$13.77	2
Office and Administrative Support	109	132	23	+21%	0.75	\$14.04	7
Sales and Related	72	95	23	+32%	0.80	\$11.24	8
Transportation and Material Moving	63	84	21	+33%	1.02	\$14.94	55
Construction and Extraction	62	73	11	+18%	1.32	\$16.68	1
Education, Training, and Library	54	63	9	+17%	0.92	\$17.06	4
Management	43	53	10	+23%	0.79	\$27.16	3
Installation, Maintenance, and Repair	48	53	5	+10%	1.13	\$17.57	2
Farming, Fishing, and Forestry	31	40	9	+29%	4.46	\$16.70	0
Business and Financial Operations	28	39	11	+39%	0.63	\$25.34	2
Building and Grounds Cleaning and Maintenance	65	39	-26	-40%	0.87	\$10.64	4
Protective Service	29	37	8	+28%	1.37	\$19.77	1
Personal Care and Service	44	35	-9	-20%	0.68	\$9.77	2
Healthcare Support	33	22	-11	-33%	0.67	\$13.21	11
Healthcare Practitioners and Technical	22	18	-4	-18%	0.27	\$23.27	38
Community and Social Service	13	15	2	+15%	0.77	\$17.44	2

Educational Pipeline

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