



# Door County, WI

Bay-Lake Regional Planning Commission



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## Economy Overview

**27,417**

### Population (2018)

Population **decreased by 190** over the last 5 years but is projected to **grow by 11** over the next 5 years.

**15,511**

### Total Regional Employment

Jobs **grew by 581** over the last 5 years and are projected to **grow by 455** over the next 5 years.

**\$56.5K**

### Median Household Income (2017)

Median household income is **\$1.2K below** the national median household income of \$57.7K.

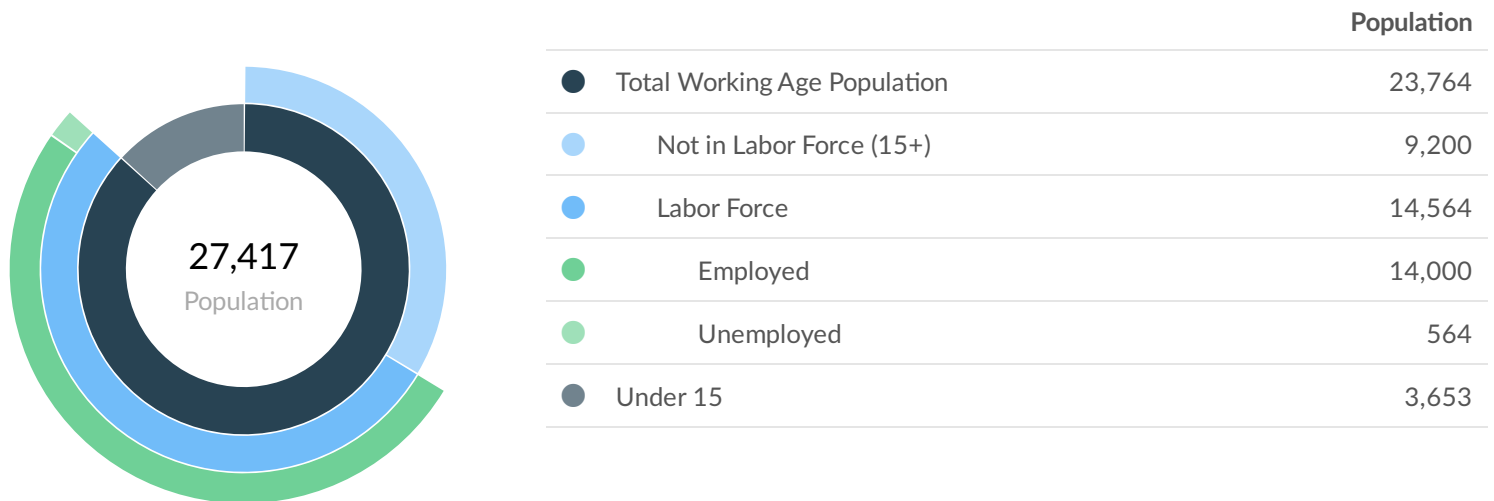
## Takeaways

- As of 2018 the region's population **declined by 0.7%** since 2013, falling by 190. Population is expected to **increase by 0.0%** between 2018 and 2023, adding 11.
- From 2013 to 2018, jobs **increased by 3.9%** in Door County, WI from 14,930 to **15,511**. This change **fell short of the national growth rate of 8.2% by 4.3%**. As the number of jobs increased, the **labor force participation rate decreased from 62.9% to 61.3% between 2013 and 2018**.
- Concerning educational attainment, **19.5% of Door County, WI residents possess a Bachelor's Degree** (0.9% above the national average), and **8.8% hold an Associate's Degree** (0.7% above the national average).
- The top three industries in 2018 are Restaurants and Other Eating Places, Local Government, Excluding Education and Hospitals, and Traveler Accommodation.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	27,417	14,564	15,511	107.2	\$1.26B	\$1.84B	\$1.31B
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
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
Florence County, WI	4,351	2,273	1,205	106.5	\$95.03M	\$245.47M	\$113.38M

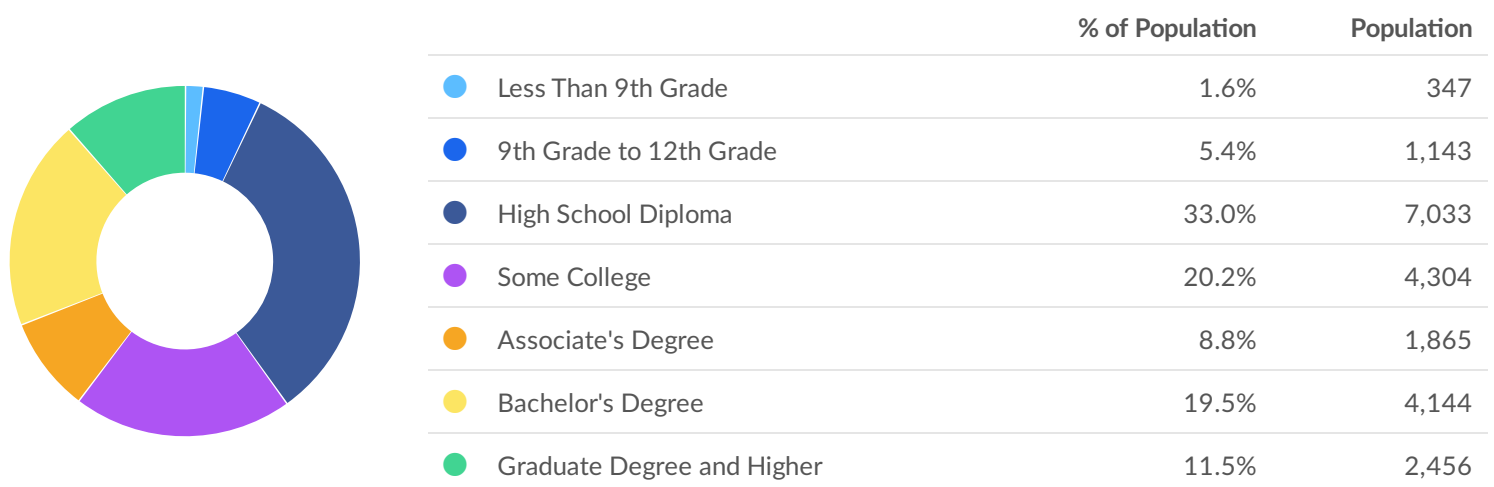
## Economy Overview - Cont.

### 2018 Labor Force Breakdown



### Educational Attainment

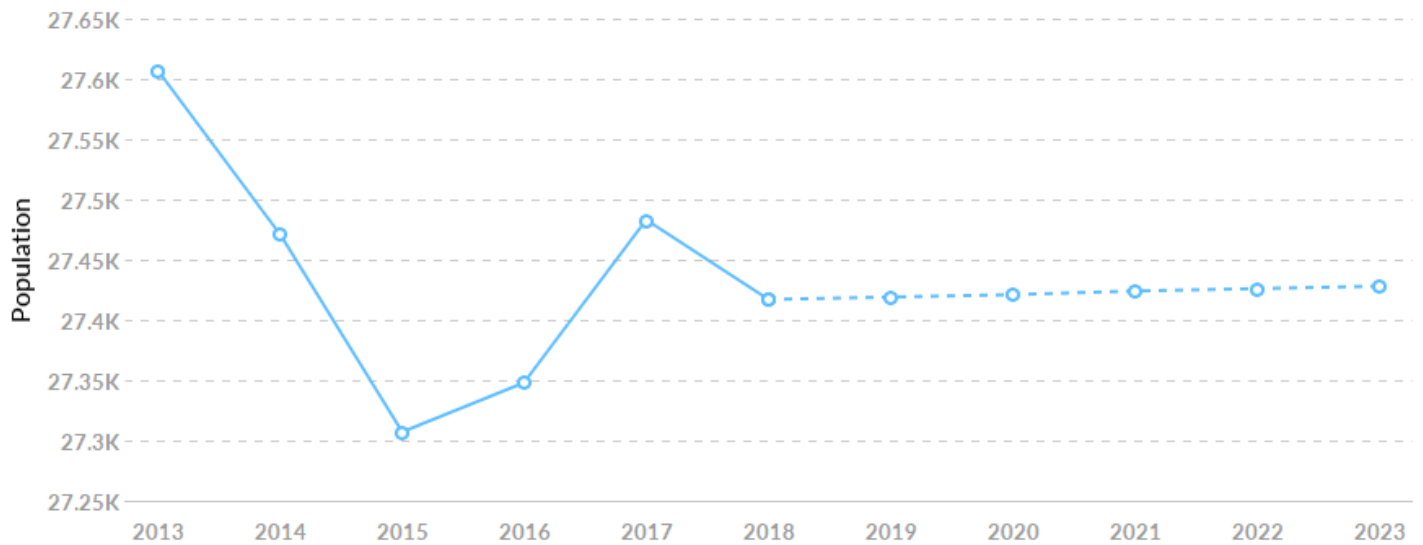
Concerning educational attainment, **19.5% of Door County, WI residents possess a Bachelor's Degree** (0.9% above the national average), and **8.8% hold an Associate's Degree** (0.7% above the national average).



# Historic & Projected Trends

## Population Trends

As of 2018 the region's population **declined by 0.7%** since 2013, falling by 190. Population is expected to **increase by 0.0%** between 2018 and 2023, adding 11.

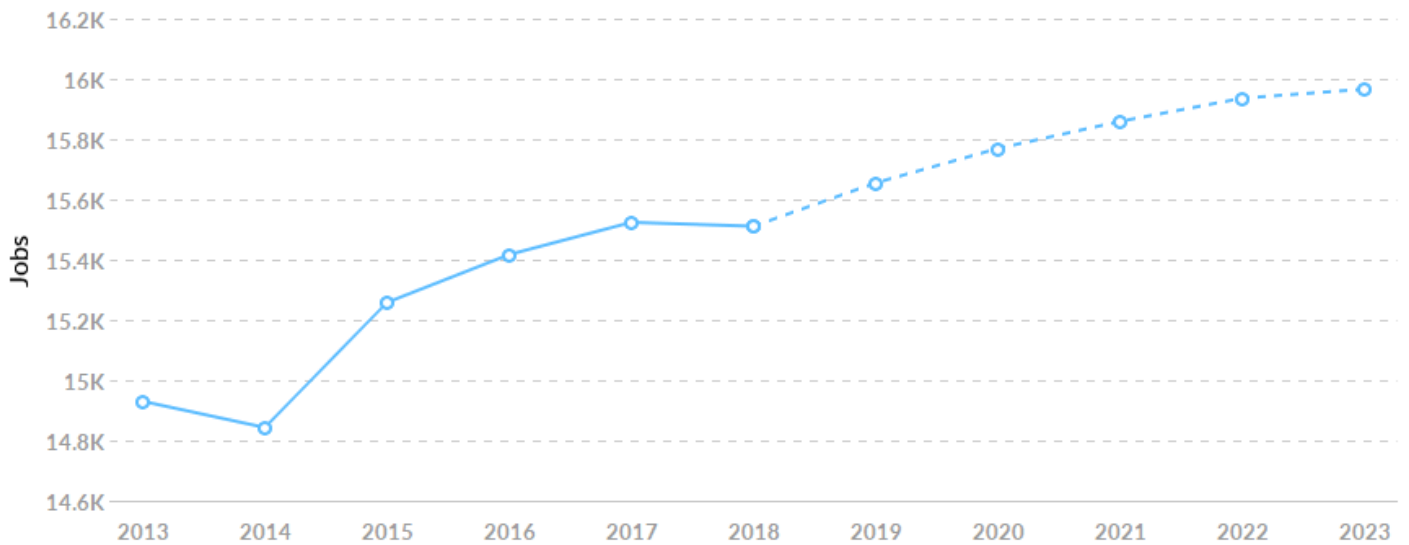


Timeframe	Population
2013	27,607
2014	27,471
2015	27,307
2016	27,348
2017	27,483
2018	27,417
2019	27,419
2020	27,421
2021	27,424
2022	27,426
2023	27,428

## Historic & Projected Trends - Cont.

### Job Trends

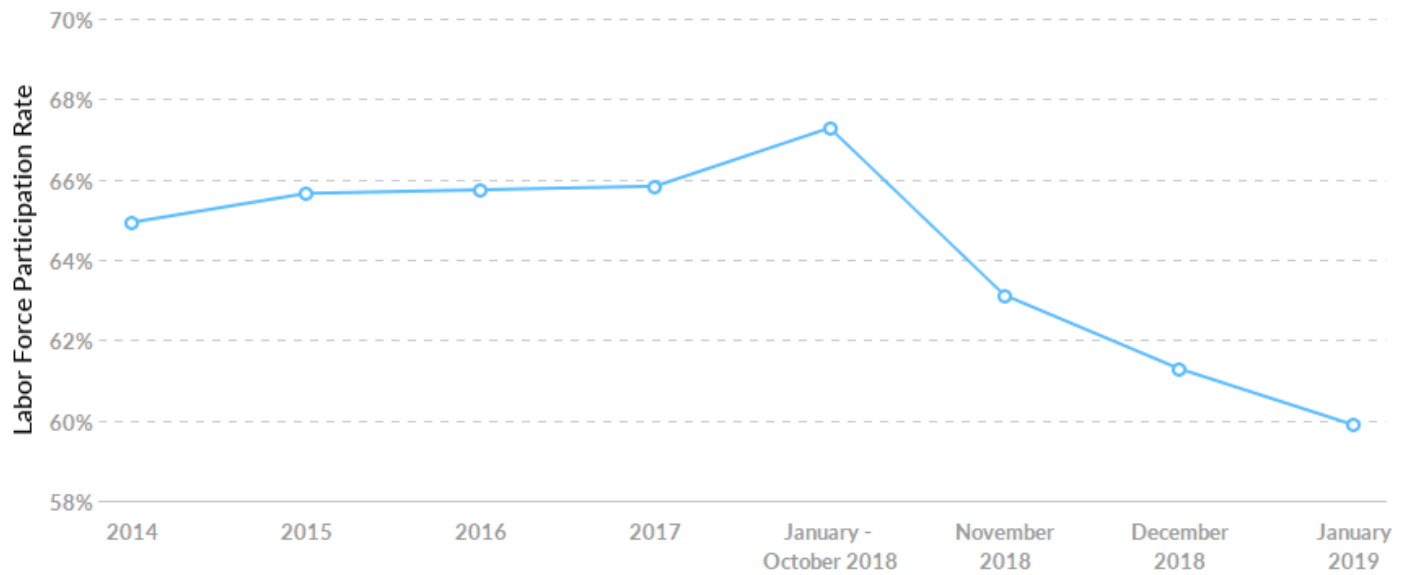
From 2013 to 2018, jobs increased by 3.9% in Door County, WI from 14,930 to 15,511. This change fell short of the national growth rate of 8.2% by 4.3%.



Timeframe	Jobs
2013	14,930
2014	14,843
2015	15,258
2016	15,417
2017	15,524
2018	15,511
2019	15,655
2020	15,769
2021	15,859
2022	15,936
2023	15,966

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

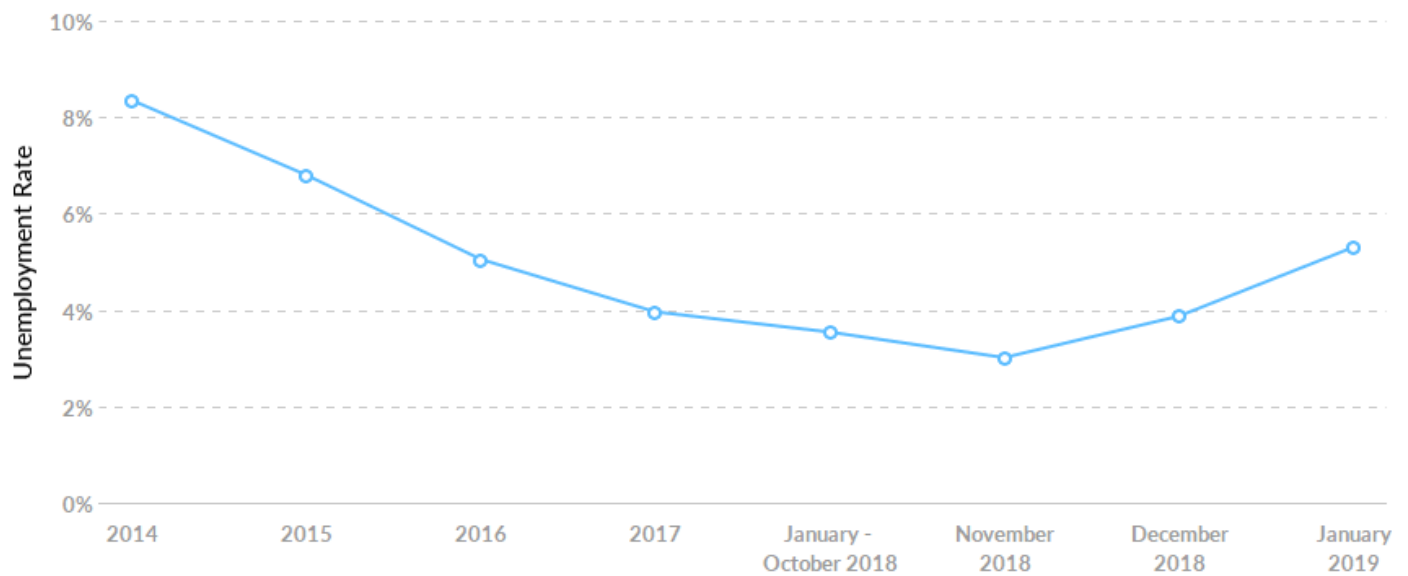


Timeframe	Labor Force Participation Rate
2014	64.93%
2015	65.65%
2016	65.74%
2017	65.83%
January - October 2018	67.28%
November 2018	63.12%
December 2018	61.29%
January 2019	59.89%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

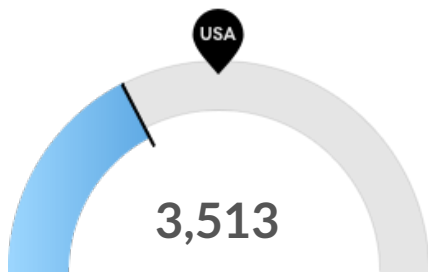
Door County, WI had a January 2019 unemployment rate of 5.30%, **decreasing from 8.35%** 5 years before.



Timeframe	Unemployment Rate
2014	8.35%
2015	6.80%
2016	5.05%
2017	3.96%
January - October 2018	3.54%
November 2018	3.01%
December 2018	3.87%
January 2019	5.30%

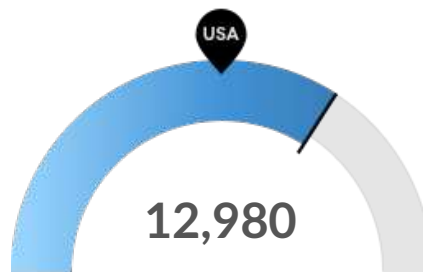


## Population Characteristics



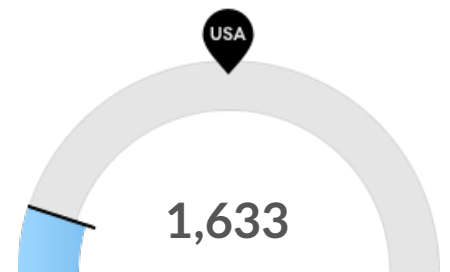
**Millennials**

Door County, WI has 3,513 millennials (ages 20-34). The national average for an area this size is 5,692.



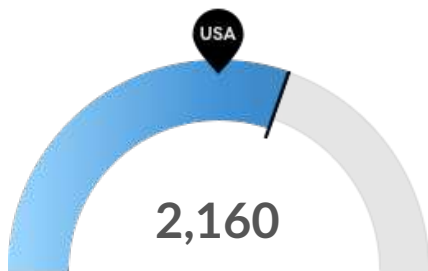
**Retiring Soon**

Retirement risk is high in Door County, WI. The national average for an area this size is 7,835 people 55 or older, while there are 12,980 here.



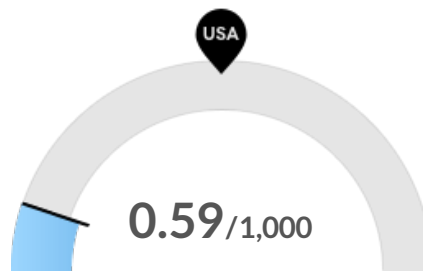
**Racial Diversity**

Racial diversity is low in Door County, WI. The national average for an area this size is 10,793 racially diverse people, while there are 1,633 here.



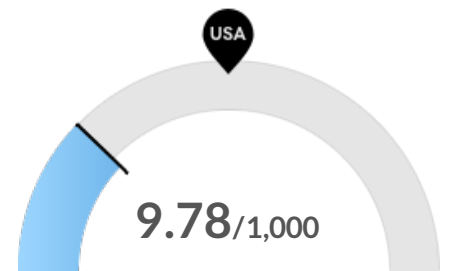
**Veterans**

Door County, WI has 2,160 veterans. The national average for an area this size is 1,598.



**Violent Crime**

Door County, WI has 0.59 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



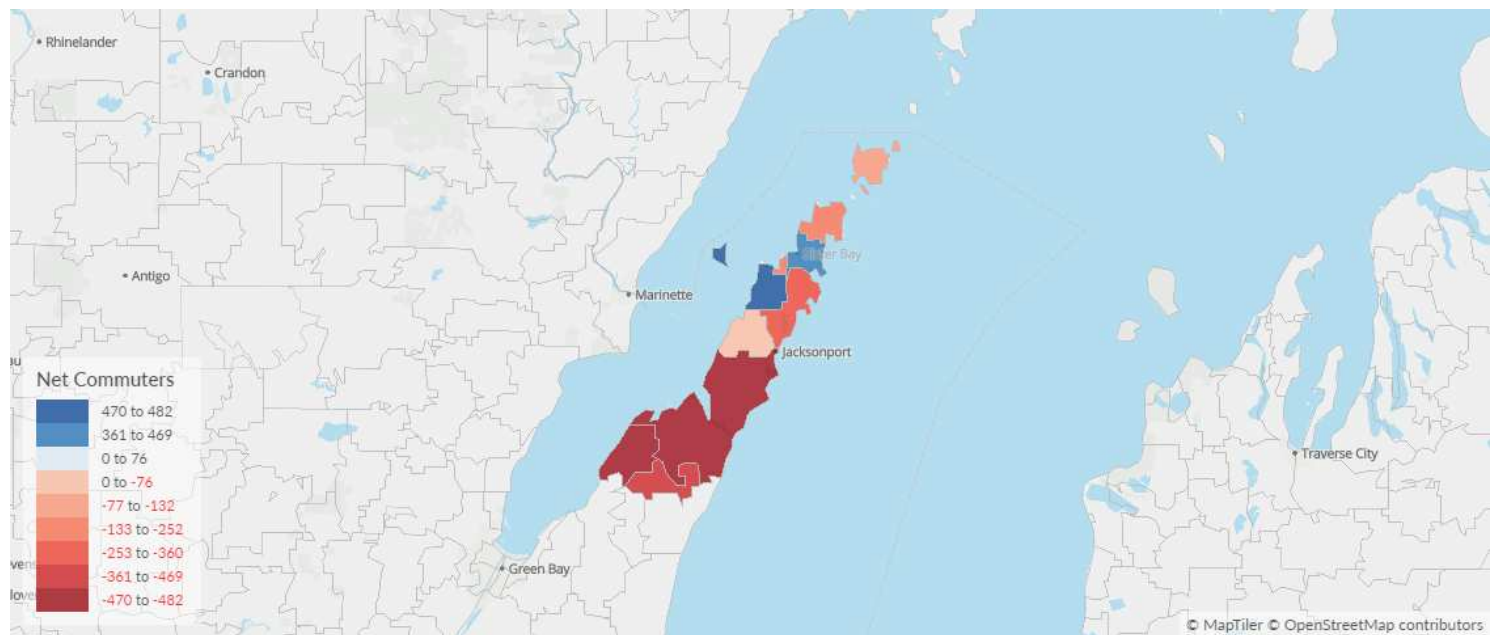
**Property Crime**

Door County, WI has 9.78 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 Door County, WI currently works compared to where talent lives can help you optimize site decisions.



#### Where Talent Works

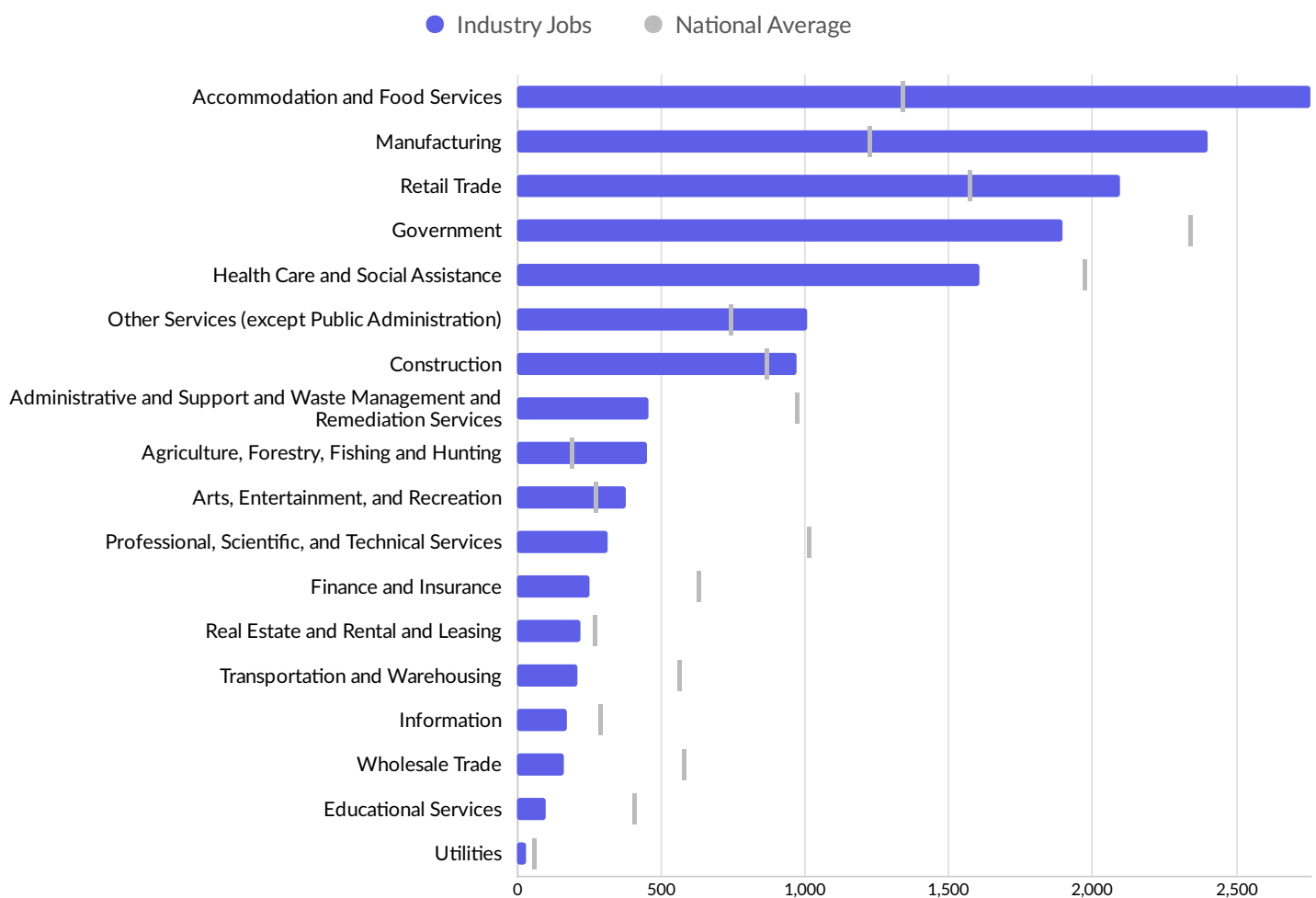
ZIP	Name	2018 Employment
54235	Sturgeon Bay, WI (in Do...	9,962
54234	Sister Bay, WI (in Door ...	1,313
54209	Egg Harbor, WI (in Door...	929
54212	Fish Creek, WI (in Door ...	918
54204	Brussels, WI (in Door co...	567

#### Where Talent Lives

ZIP	Name	2018 Workers
54235	Sturgeon Bay, WI (in Do...	10,442
54204	Brussels, WI (in Door co...	1,048
54234	Sister Bay, WI (in Door ...	951
54209	Egg Harbor, WI (in Door...	937
54213	Forestville, WI (in Door ...	829

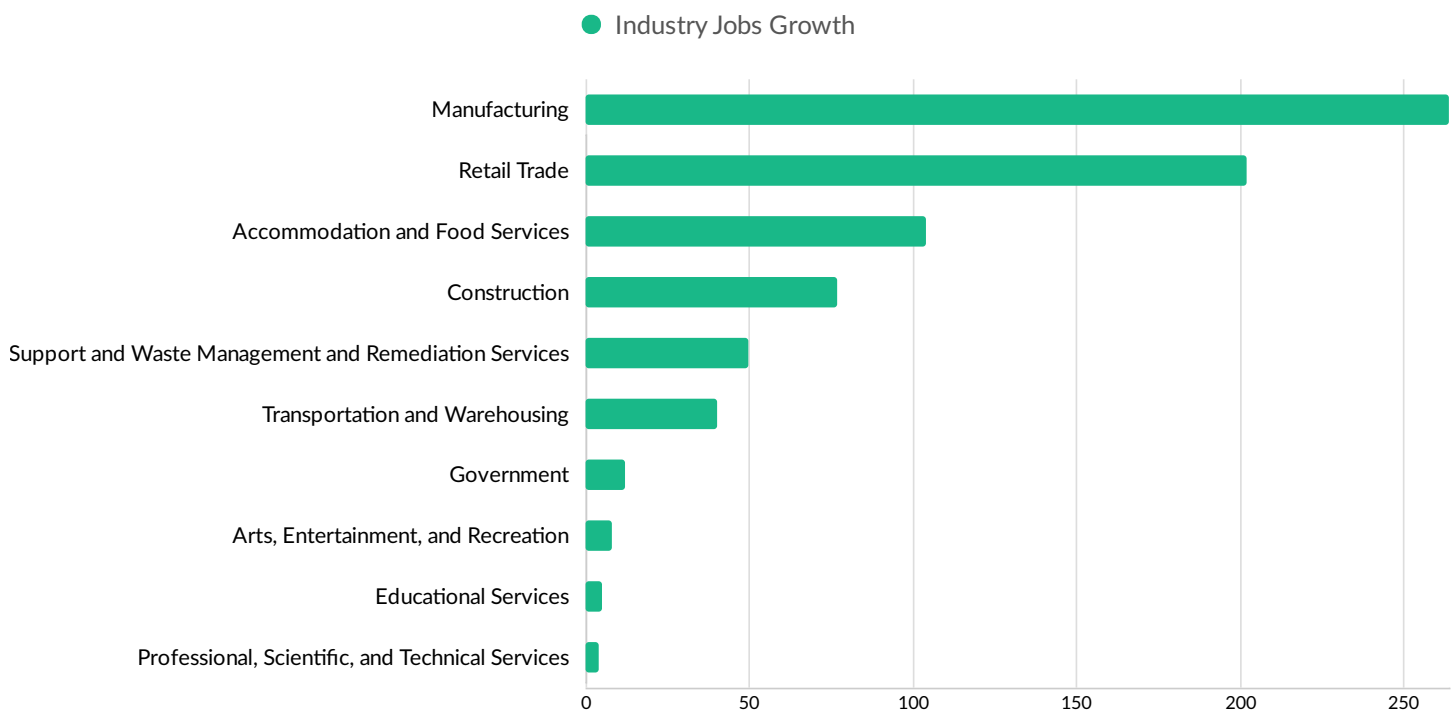
# Industry Characteristics

## Largest Industries



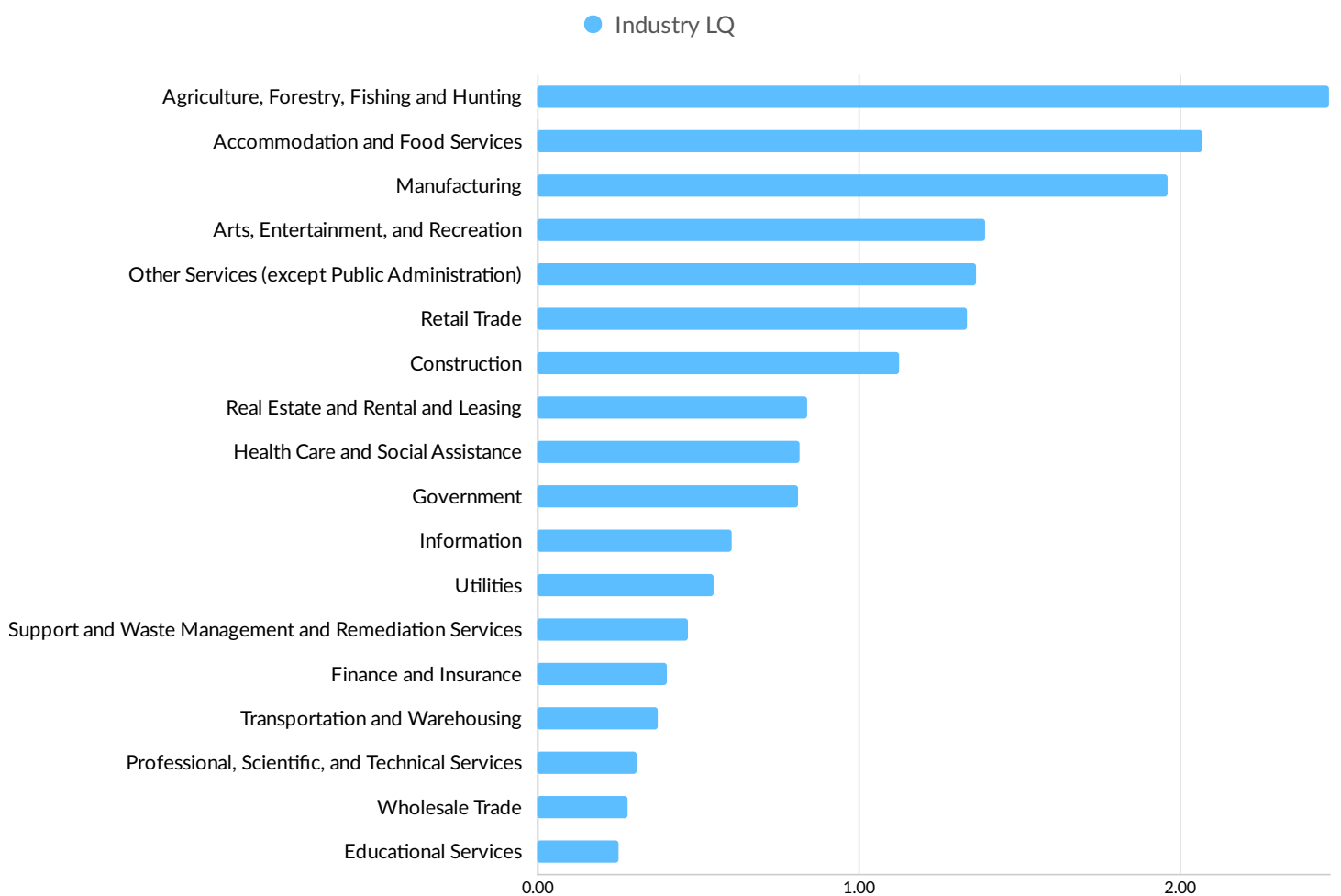
## Industry Characteristics - Cont.

### Top Growing Industries



## Industry Characteristics - Cont.

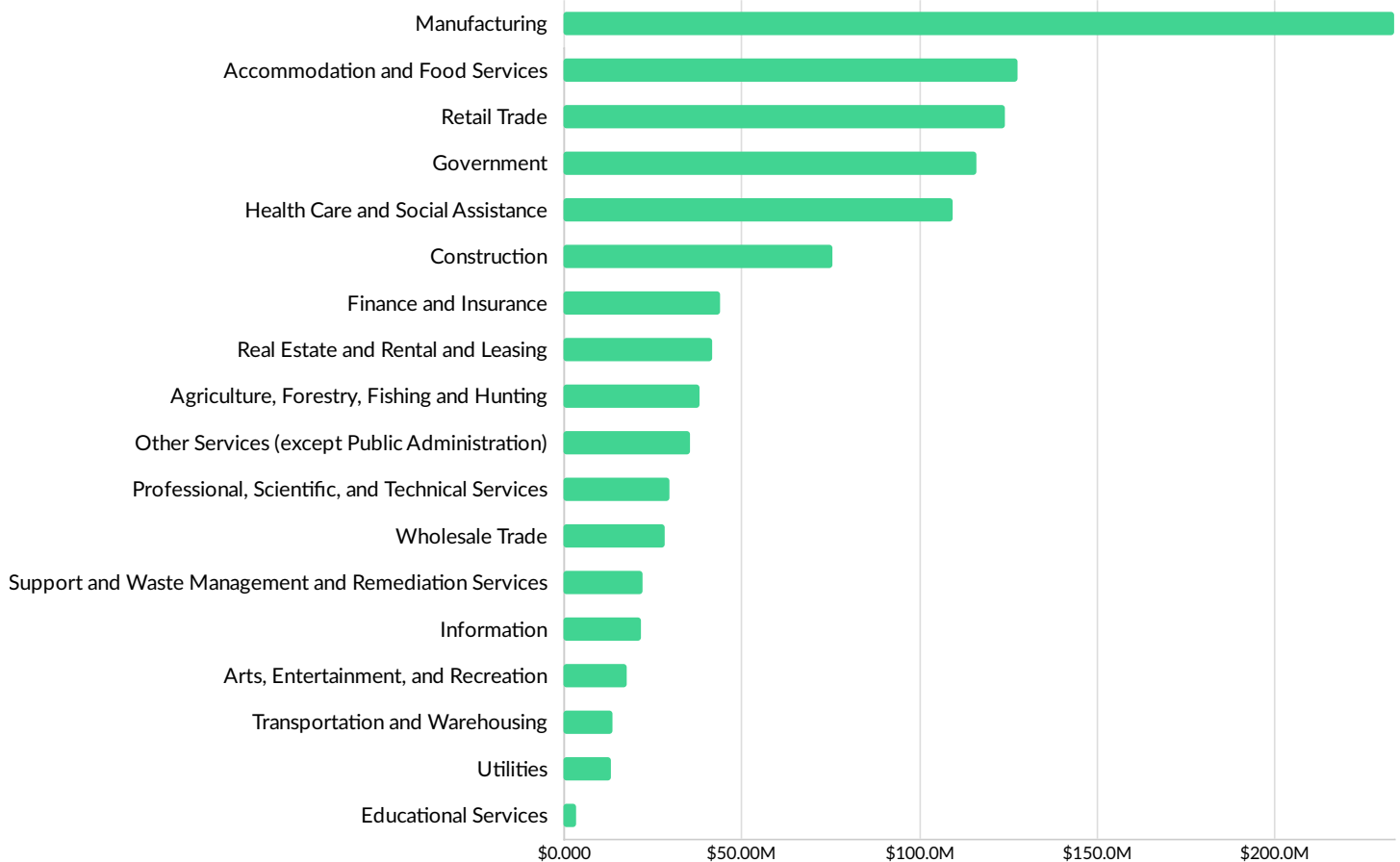
### Top Industry LQ



## Industry Characteristics - Cont.

### Top Industry GRP

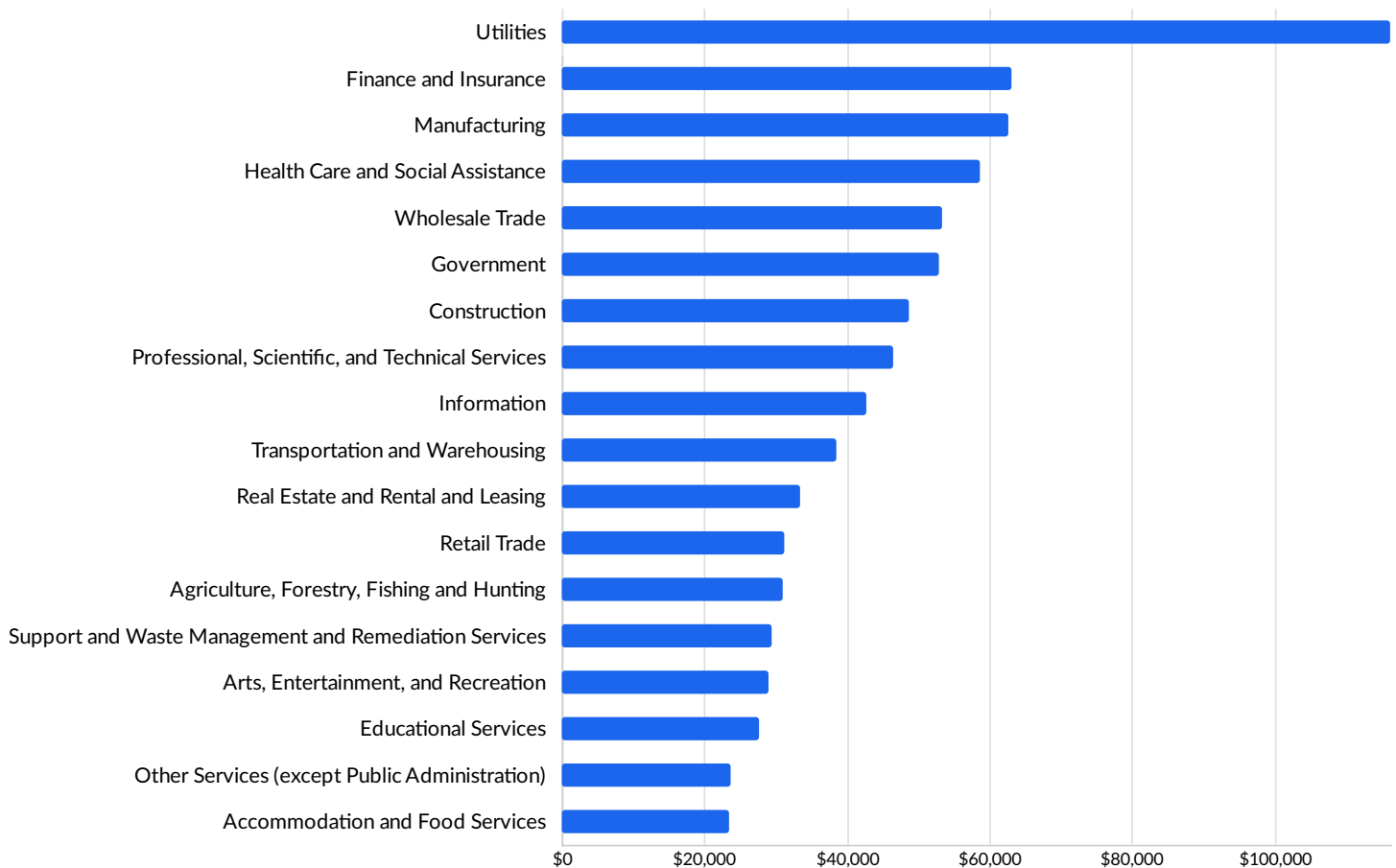
● 2018 Gross Regional Product



## Industry Characteristics - Cont.

### Top Industry Earnings

● 2018 Earnings Per Worker



## Industry Characteristics - Cont.





















Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Accommodation and Food Services	2,656	2,760	104	+4%	2.07	\$23,368	\$127.84M
Manufacturing	2,137	2,401	264	+12%	1.96	\$62,639	\$233.74M
Retail Trade	1,896	2,098	202	+11%	1.34	\$31,167	\$124.24M
Government	1,887	1,899	12	+1%	0.81	\$53,003	\$116.33M
Health Care and Social Assistance	1,611	1,607	-4	0%	0.82	\$58,783	\$109.65M
Other Services (except Public Administration)	1,009	1,009	0	0%	1.37	\$23,729	\$35.63M
Construction	897	974	77	+9%	1.13	\$48,776	\$75.86M
Administrative and Support and Waste Management and Remediation Services	405	455	50	+12%	0.47	\$29,495	\$22.13M
Agriculture, Forestry, Fishing and Hunting	503	450	-53	-11%	2.47	\$30,902	\$38.14M
Arts, Entertainment, and Recreation	368	376	8	+2%	1.40	\$28,938	\$17.82M
Professional, Scientific, and Technical Services	310	314	4	+1%	0.31	\$46,425	\$29.70M
Finance and Insurance	346	252	-94	-27%	0.40	\$63,205	\$43.93M
Real Estate and Rental and Leasing	234	220	-14	-6%	0.84	\$33,349	\$41.70M
Transportation and Warehousing	171	211	40	+23%	0.38	\$38,470	\$13.72M
Information	201	173	-28	-14%	0.61	\$42,846	\$21.63M
Wholesale Trade	162	162	0	0%	0.28	\$53,382	\$28.71M
Educational Services	95	100	5	+5%	0.25	\$27,728	\$3.34M
Utilities	30	29	-1	-3%	0.55	\$116,271	\$13.42M



## Business Characteristics

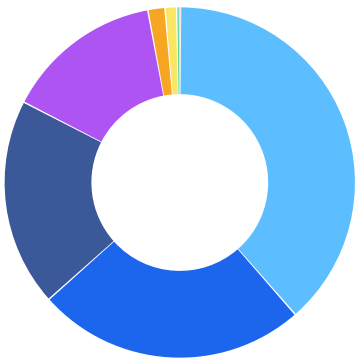
### 2,999 Companies Employ Your Workers

Online profiles for your workers mention 2,999 companies as employers, with the top 10 appearing below. In the last 12 months, 804 companies in Door County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Ministry Door County Medical C...	92 	U. S. Xpress, Inc.	156 
Bay Shipbuilding Corp.	44 	C.R. England, Inc.	133 
Sturgeon Bay School District Inc	42 	Fincantieri Marine Group, LLC	112 
Hatco Corporation	41 	Tutree, Inc.	79 
Ministry Health Care, Inc.	35 	Marine Travelift, Inc.	78 
Northeast Wisconsin Technical ...	29 	Roadrunner Transportation Syste...	78 
Wal-Mart Stores, Inc.	29 	Teach For America, Inc.	75 
Baylake Bank	28 	County of Door	71 
Palmer Johnson Yachts, LLC	28 	Target Corporation	62 
Therma-Tron-X, Inc.	26 	Telereach Inc	57 

## Business Characteristics - Cont.

### Business Size

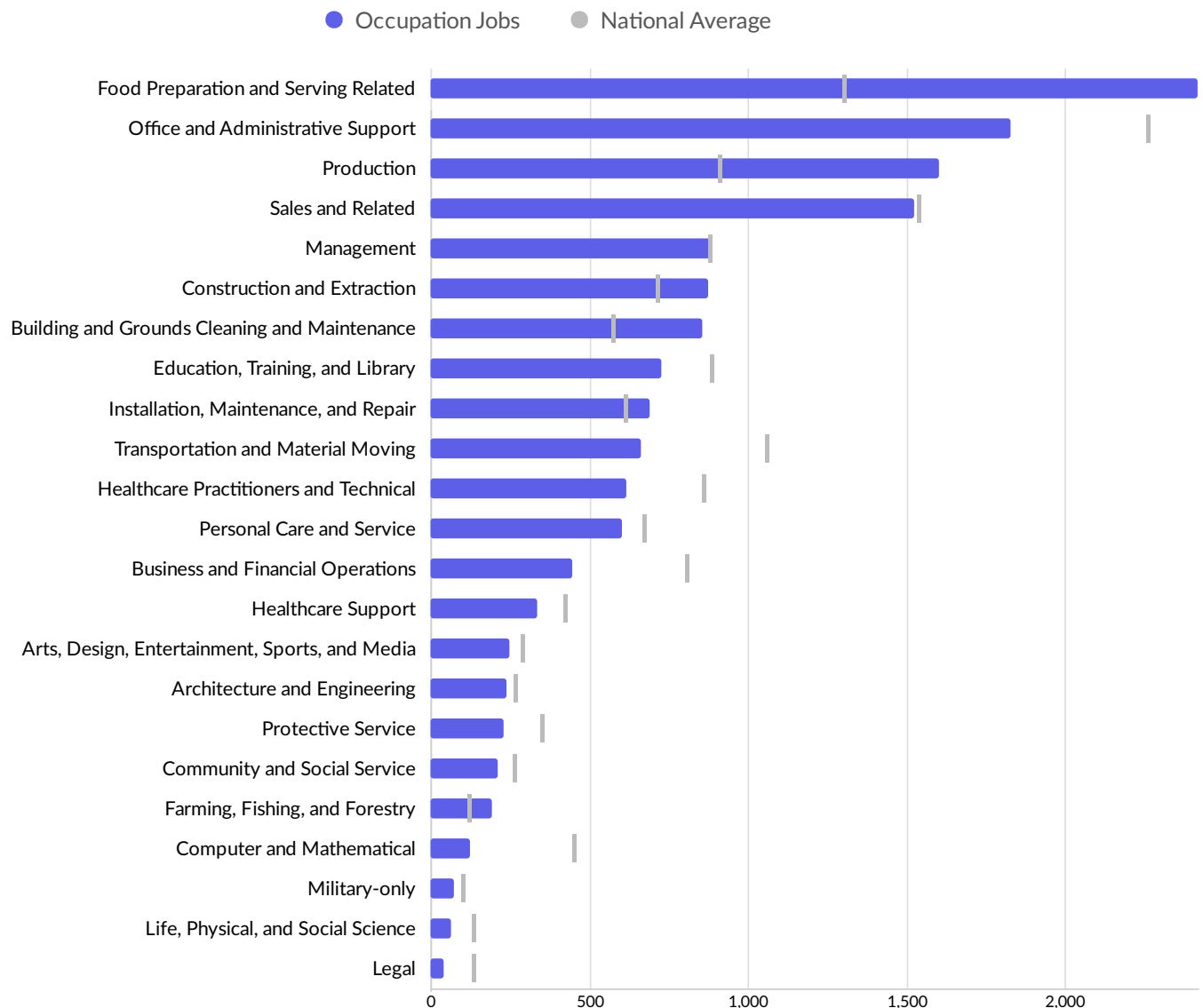


	Percentage	Business Count
1 to 4 employees	38.5%	759
5 to 9 employees	24.8%	490
10 to 19 employees	19.2%	378
20 to 49 employees	14.5%	286
50 to 99 employees	1.6%	31
100 to 249 employees	1.1%	21
250 to 499 employees	0.3%	5
500+ employees	0.1%	2

*\*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.*

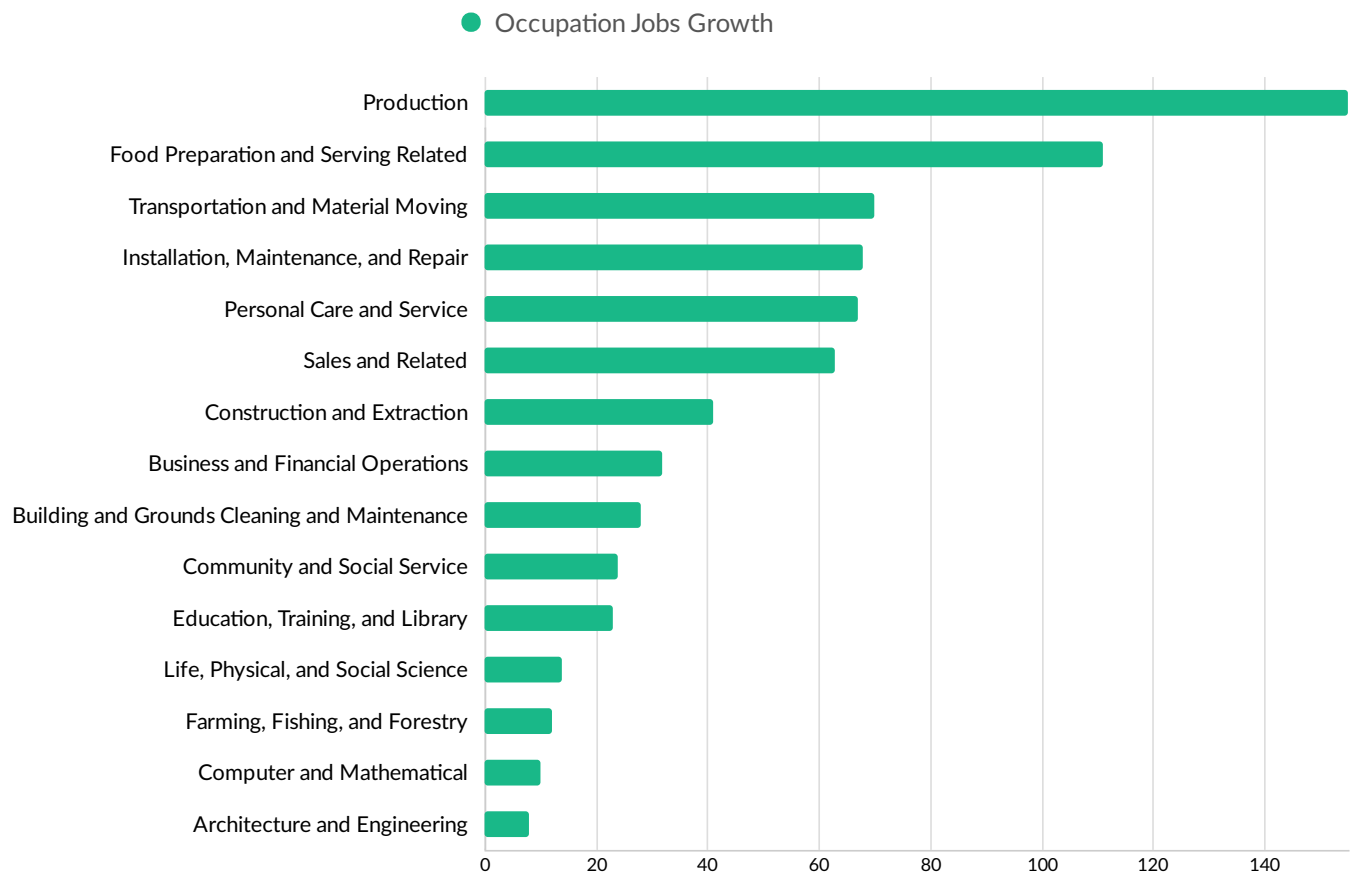
# Workforce Characteristics

## Largest Occupations



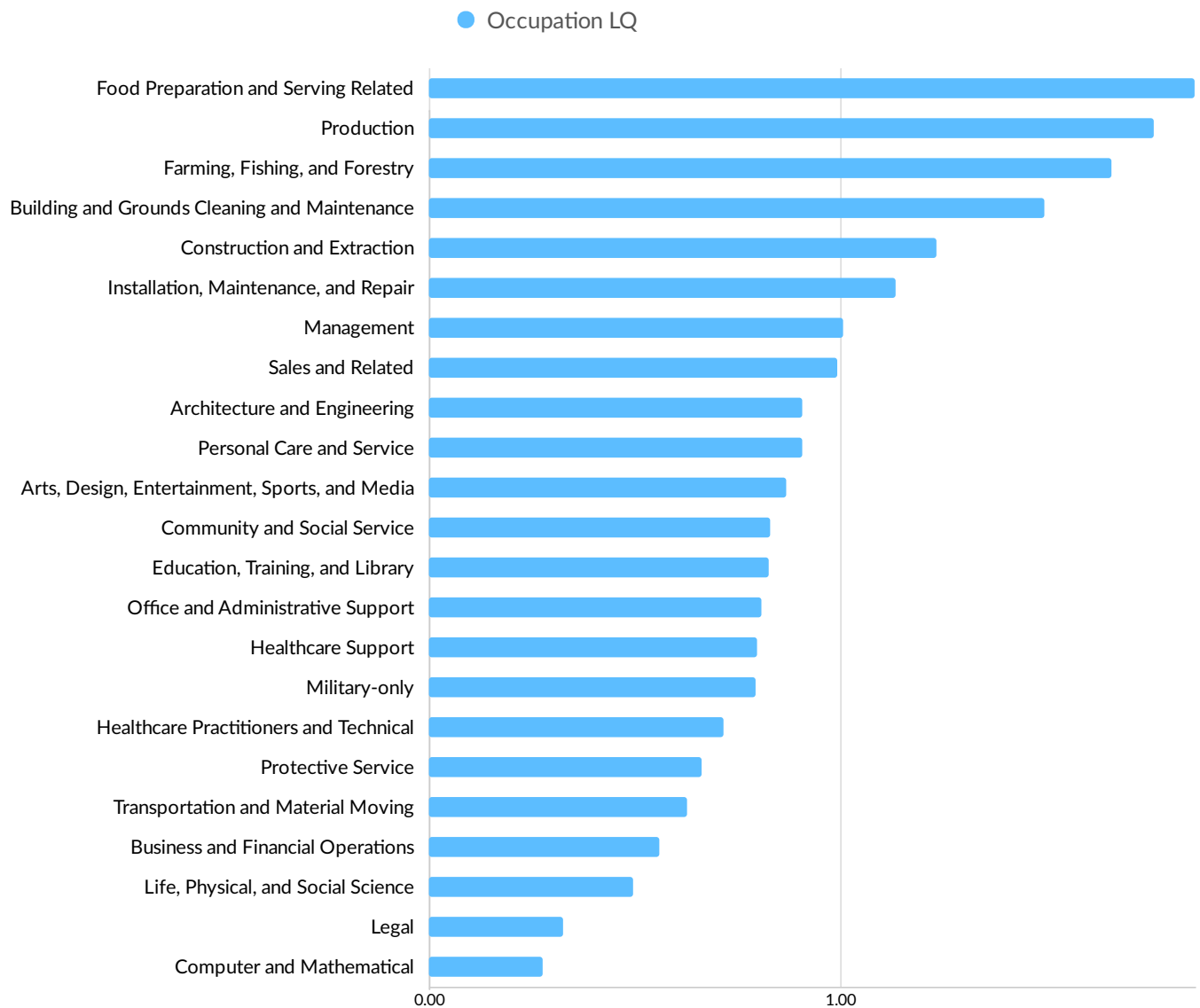
## Workforce Characteristics - Cont.

### Top Growing Occupations



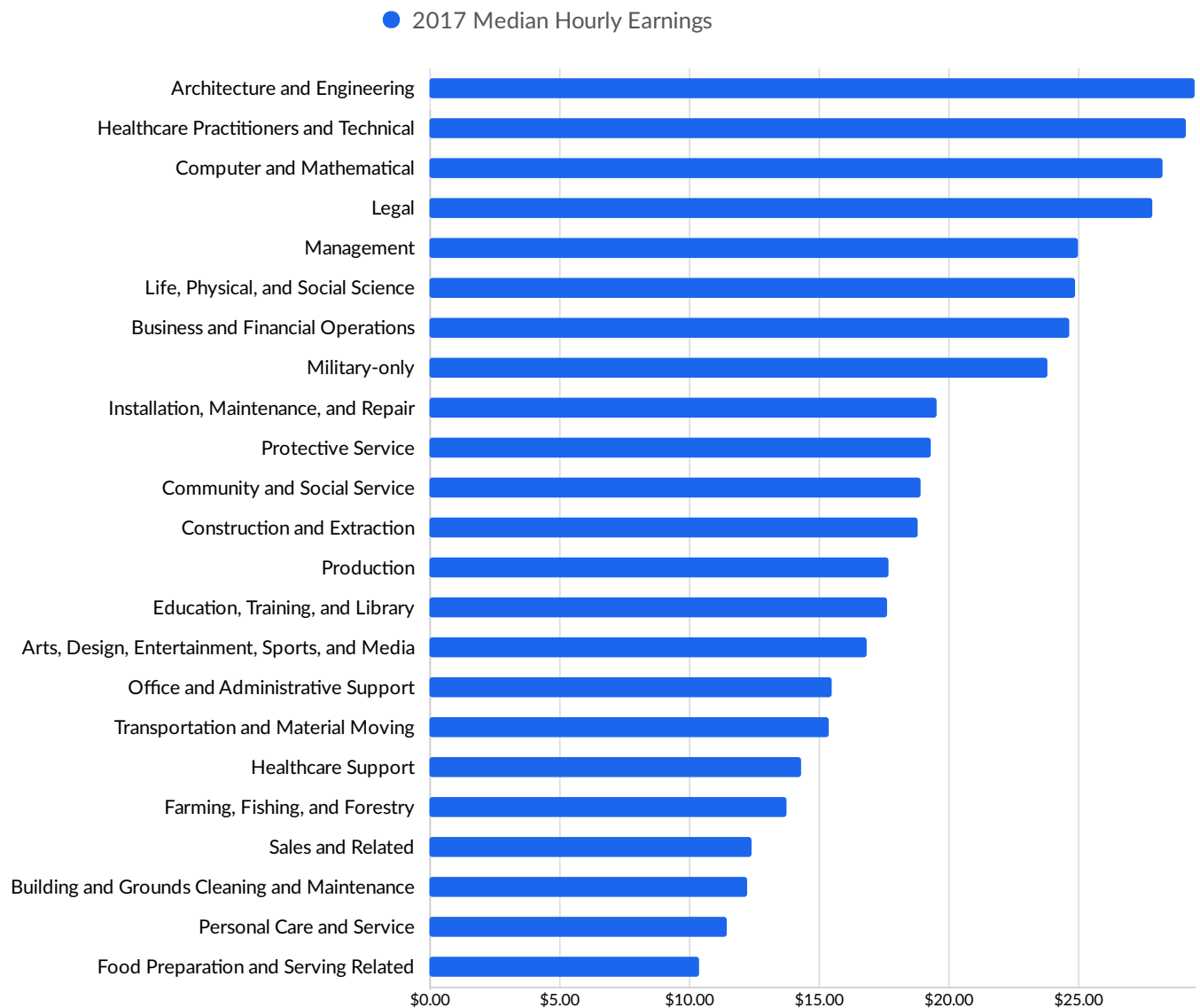
## Workforce Characteristics - Cont.

### Top Occupation LQ



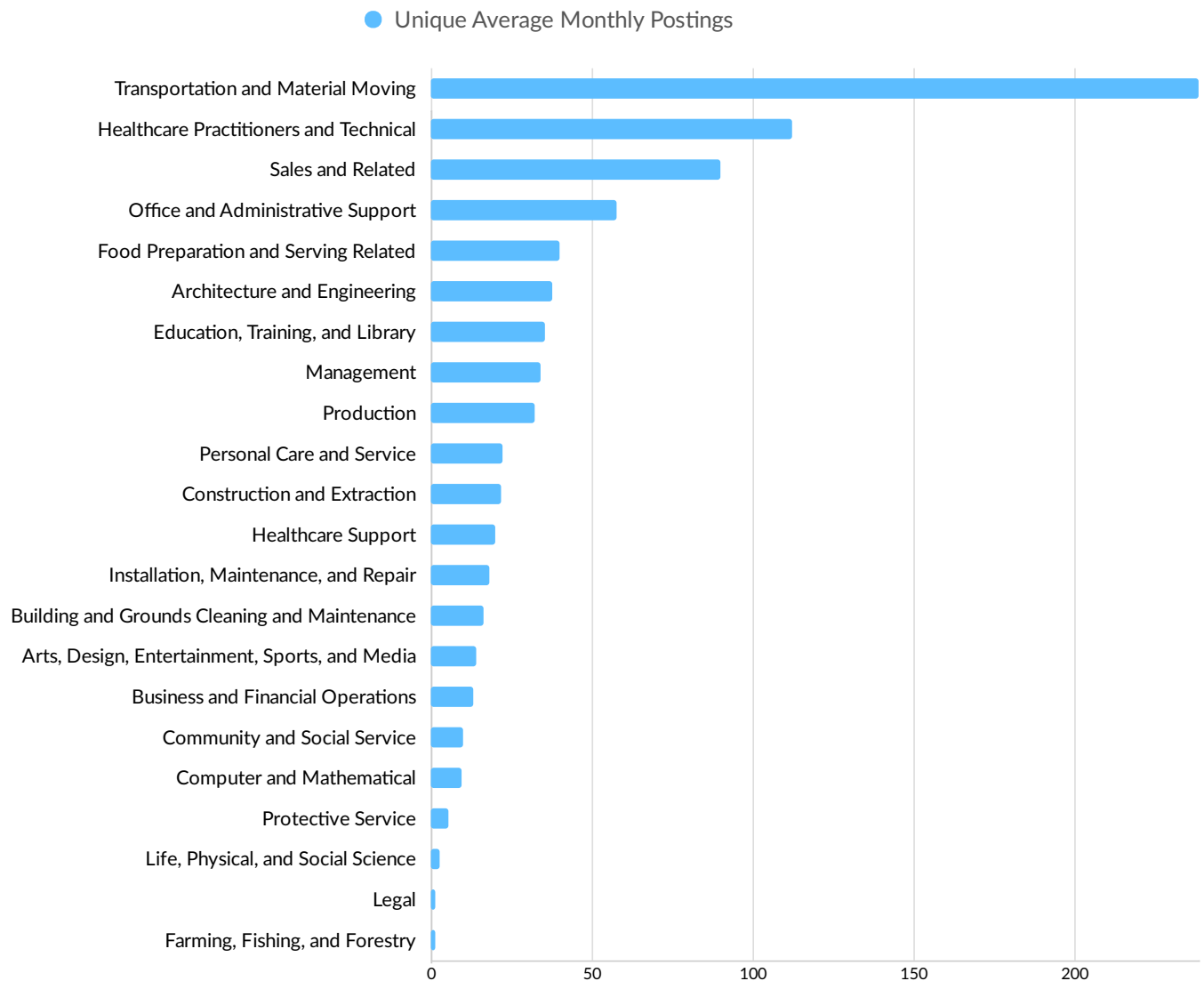
## Workforce Characteristics - Cont.

### Top Occupation Earnings



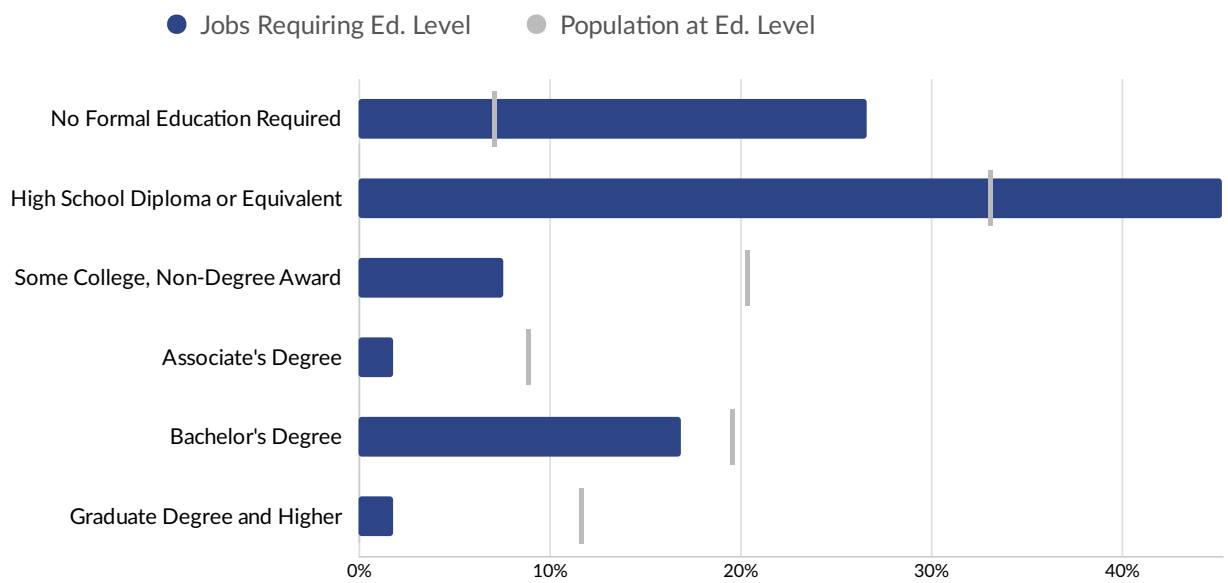
## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

### 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	2,308	2,419	111	+5%	1.86	\$10.40	40
Office and Administrative Support	1,861	1,829	-32	-2%	0.81	\$15.52	58
Production	1,450	1,605	155	+11%	1.77	\$17.69	32
Sales and Related	1,461	1,524	63	+4%	0.99	\$12.41	90
Management	921	883	-38	-4%	1.01	\$25.01	34
Construction and Extraction	837	878	41	+5%	1.24	\$18.83	22
Building and Grounds Cleaning and Maintenance	827	855	28	+3%	1.50	\$12.24	16
Education, Training, and Library	706	729	23	+3%	0.83	\$17.66	36
Installation, Maintenance, and Repair	622	690	68	+11%	1.14	\$19.59	18
Transportation and Material Moving	594	664	70	+12%	0.63	\$15.39	239
Healthcare Practitioners and Technical	626	617	-9	-1%	0.72	\$29.19	113
Personal Care and Service	538	605	67	+12%	0.91	\$11.48	22
Business and Financial Operations	417	449	32	+8%	0.56	\$24.68	13
Healthcare Support	388	337	-51	-13%	0.80	\$14.33	20
Arts, Design, Entertainment, Sports, and Media	253	248	-5	-2%	0.87	\$16.84	14
Architecture and Engineering	231	239	8	+3%	0.91	\$29.51	38
Protective Service	235	230	-5	-2%	0.66	\$19.32	6

## 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
Community and Social Service	189	213	24	+13%	0.83	\$18.95	10
Farming, Fishing, and Forestry	180	192	12	+7%	1.66	\$13.77	1
Computer and Mathematical	114	124	10	+9%	0.28	\$28.25	9
Military-only	80	75	-5	-6%	0.80	\$23.84	0
Life, Physical, and Social Science	49	63	14	+29%	0.50	\$24.87	3
Legal	43	42	-1	-2%	0.33	\$27.85	2

## Educational Pipeline

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