



Langlade County, WI

North Central Wisconsin Regional Planning Commission



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Wausau, Wisconsin 54403

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Report Parameters

1 County

55067 Langlade County, WI

Class of Worker

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

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

Economy Overview

19,735

Population (2023)

Population **grew by 496** over the last 5 years and is projected to **grow by 556** over the next 5 years.

8,607

Total Regional Employment

Jobs **decreased by 114** over the last 5 years but are projected to **grow by 87** over the next 5 years.

\$55.1K

Median Household Income (2022)

Median household income is **\$20.1K below** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **increased by 2.6%** since 2018, growing by 496. Population is expected to **increase by 2.8%** between 2023 and 2028, adding 556.
- From 2018 to 2023, jobs **declined by 1.3%** in Langlade County, WI from 8,720 to **8,607**. This change **fell short of the national growth rate of 4.3% by 5.6%**. As the number of jobs declined, the **labor force participation rate decreased from 60.5% to 55.8% between 2018 and 2023**.
- Concerning educational attainment, **11.4% of Langlade County, WI residents possess a Bachelor's Degree** (9.8% below the national average), and **11.6% hold an Associate's Degree** (2.8% above the national average).
- The top three industries in 2023 are Crop Production, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

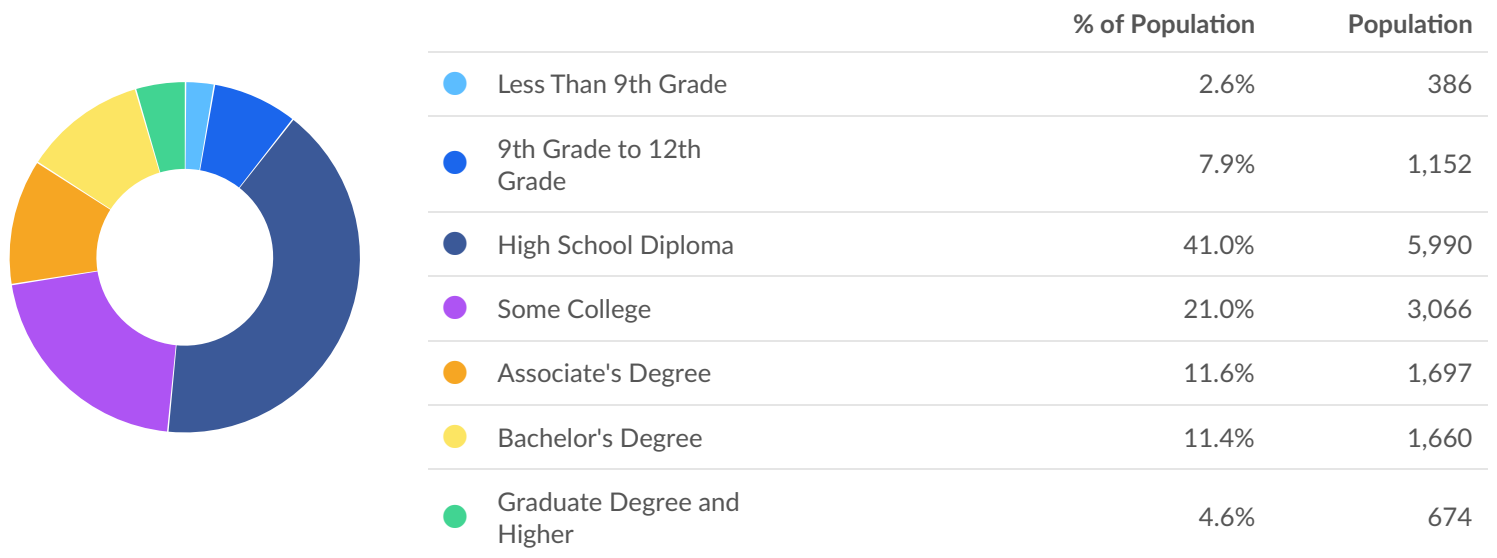
| | Population (2024) | Labor Force (Mar 2024) | Jobs (2023) | Cost of Living | GRP | Imports | Exports |
|--------|-------------------|------------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 19,861 | 9,318 | 8,607 | 98.8 | \$933.85M | \$1.56B | \$1.20B |
| State | 5,940,347 | 3,129,054 | 3,241,311 | 100.2 | \$416.85B | \$383.10B | \$414.67B |

Mar 2024 Labor Force Breakdown



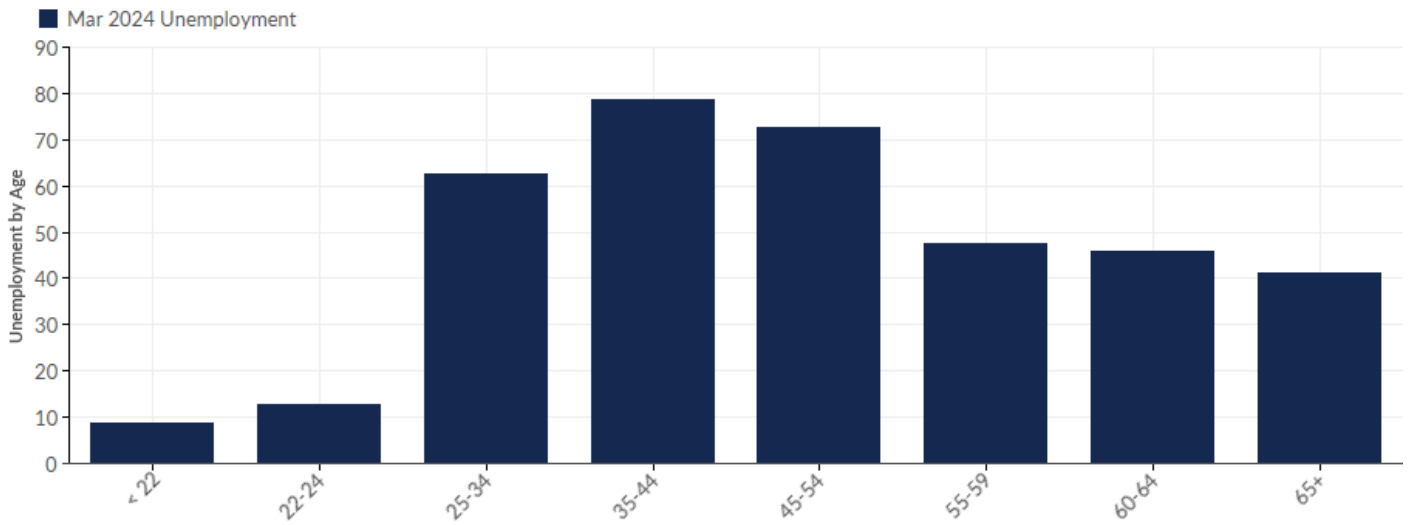
Educational Attainment

Concerning educational attainment, **11.4% of Langlade County, WI residents possess a Bachelor's Degree** (9.8% below the national average), and **11.6% hold an Associate's Degree** (2.8% above the national average).



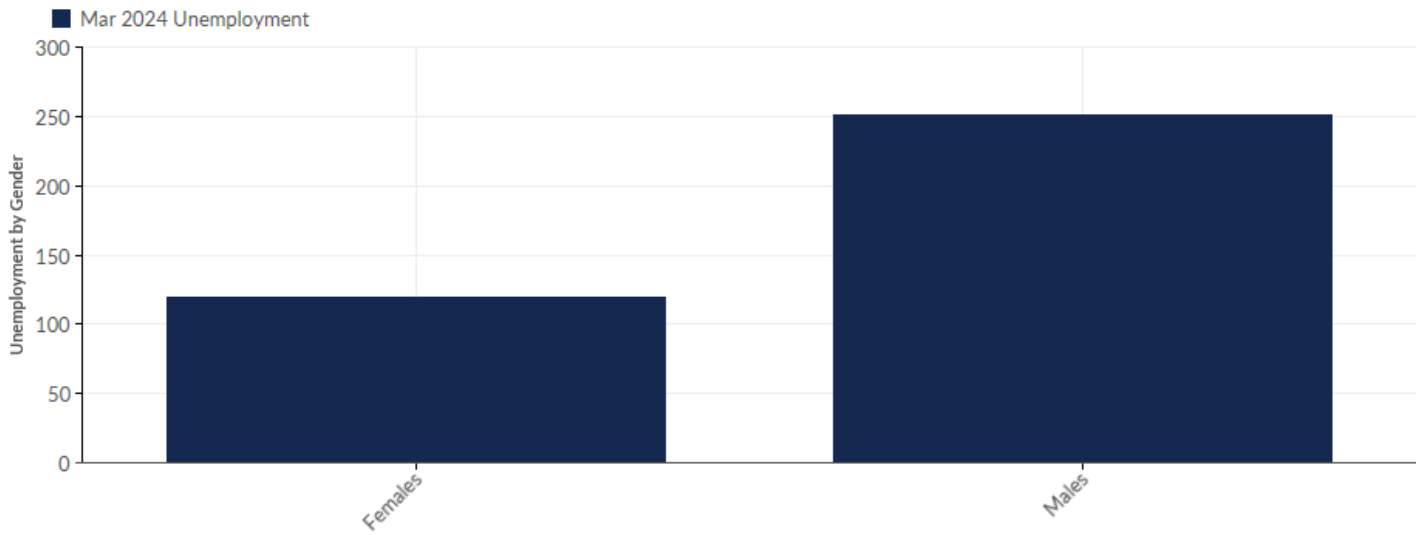
Unemployment by Demographics

Unemployment by Age



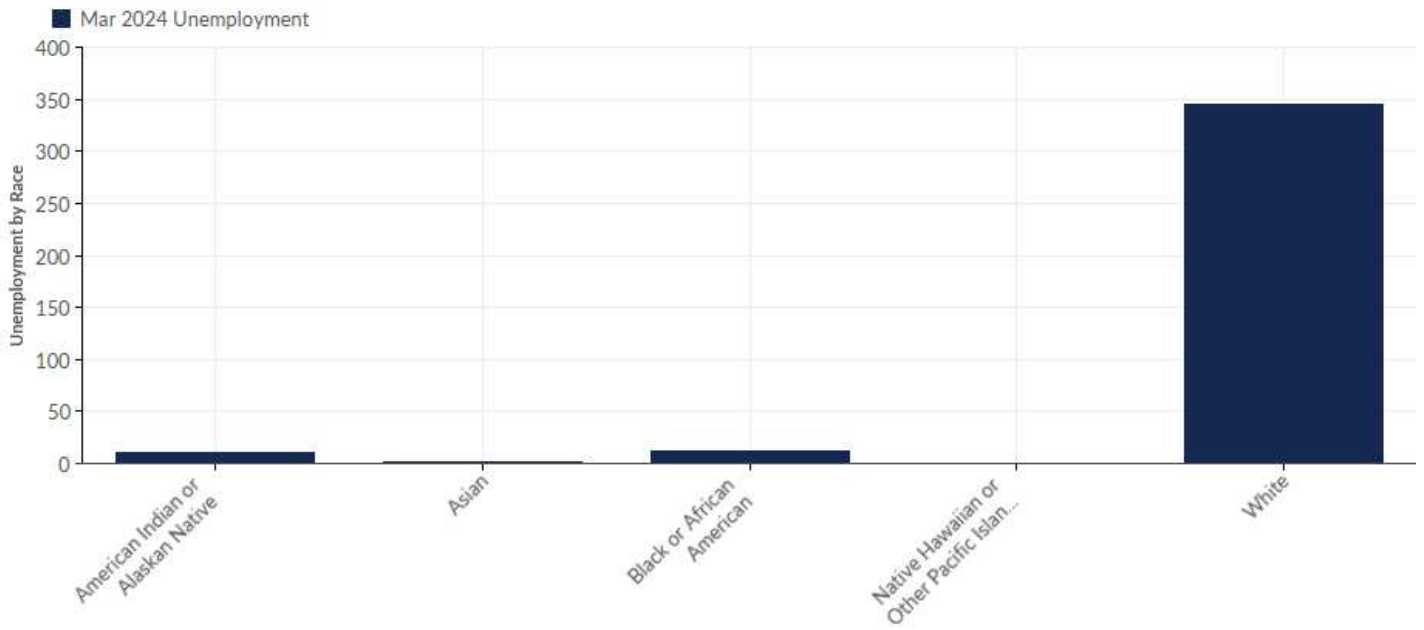
| Age | Unemployment (Mar 2024) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22 | 9 | 2.43% |
| 22-24 | 13 | 3.51% |
| 25-34 | 63 | 17.03% |
| 35-44 | 79 | 21.35% |
| 45-54 | 73 | 19.73% |
| 55-59 | 48 | 12.97% |
| 60-64 | 46 | 12.43% |
| 65+ | 41 | 11.08% |
| Total | 370 | 101.00% |

Unemployment by Gender



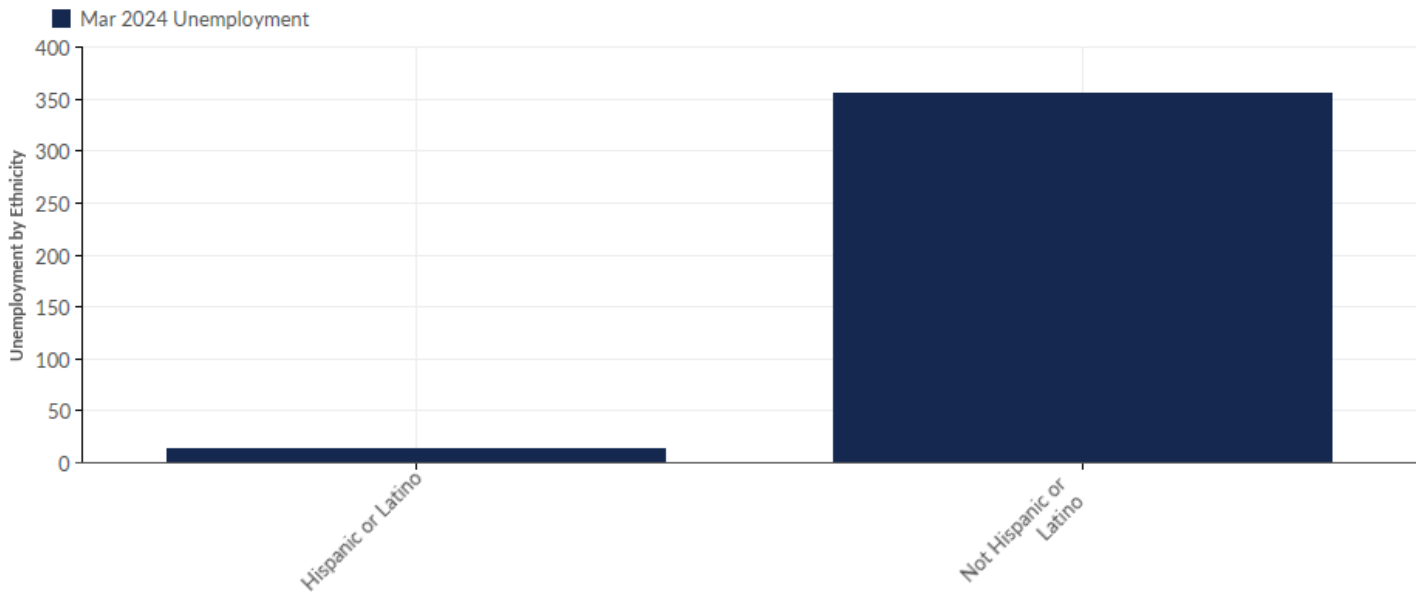
| Gender | Unemployment (Mar 2024) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 119 | 32.16% |
| Males | 251 | 67.84% |
| Total | 370 | 100.00% |

Unemployment by Race



| Race | Unemployment (Mar 2024) | % of Unemployed |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native | 11 | 2.97% |
| Asian | 2 | 0.54% |
| Black or African American | 12 | 3.24% |
| Native Hawaiian or Other Pacific Islander | 0 | 0.00% |
| White | 345 | 93.24% |
| Total | 370 | 100.00% |

Unemployment by Ethnicity

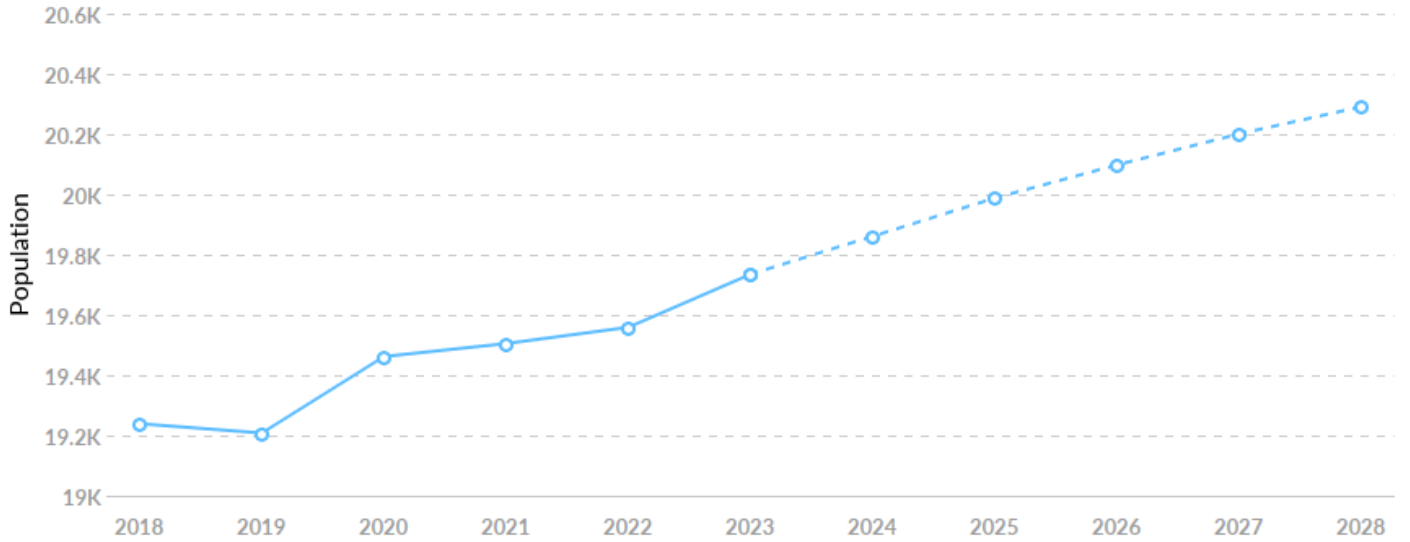


| Ethnicity | Unemployment (Mar 2024) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 14 | 3.78% |
| Not Hispanic or Latino | 356 | 96.22% |
| Total | 370 | 100.00% |

Historic & Projected Trends

Population Trends

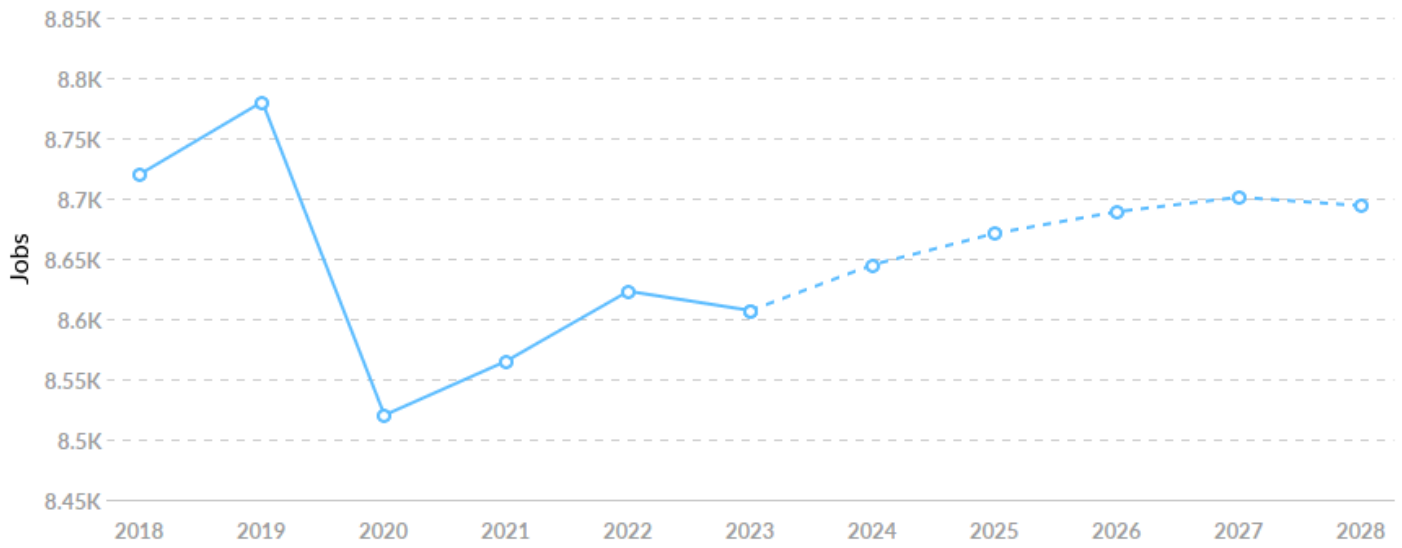
As of 2023 the region's population increased by 2.6% since 2018, growing by 496. Population is expected to increase by 2.8% between 2023 and 2028, adding 556.



| Timeframe | Population |
|-----------|------------|
| 2018 | 19,239 |
| 2019 | 19,208 |
| 2020 | 19,462 |
| 2021 | 19,505 |
| 2022 | 19,559 |
| 2023 | 19,735 |
| 2024 | 19,861 |
| 2025 | 19,988 |
| 2026 | 20,098 |
| 2027 | 20,201 |
| 2028 | 20,291 |

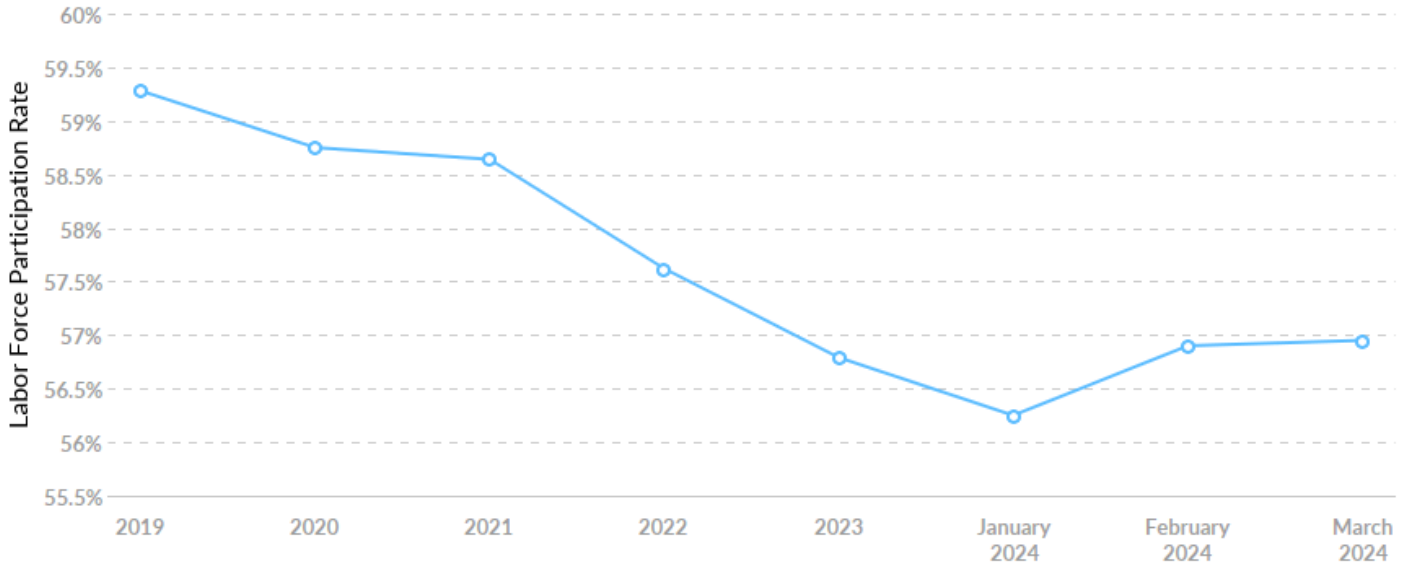
Job Trends

From 2018 to 2023, jobs declined by 1.3% in Langlade County, WI from 8,720 to 8,607. This change fell short of the national growth rate of 4.3% by 5.6%.



| Timeframe | Jobs |
|-----------|-------|
| 2018 | 8,720 |
| 2019 | 8,780 |
| 2020 | 8,520 |
| 2021 | 8,565 |
| 2022 | 8,623 |
| 2023 | 8,607 |
| 2024 | 8,645 |
| 2025 | 8,671 |
| 2026 | 8,689 |
| 2027 | 8,701 |
| 2028 | 8,694 |

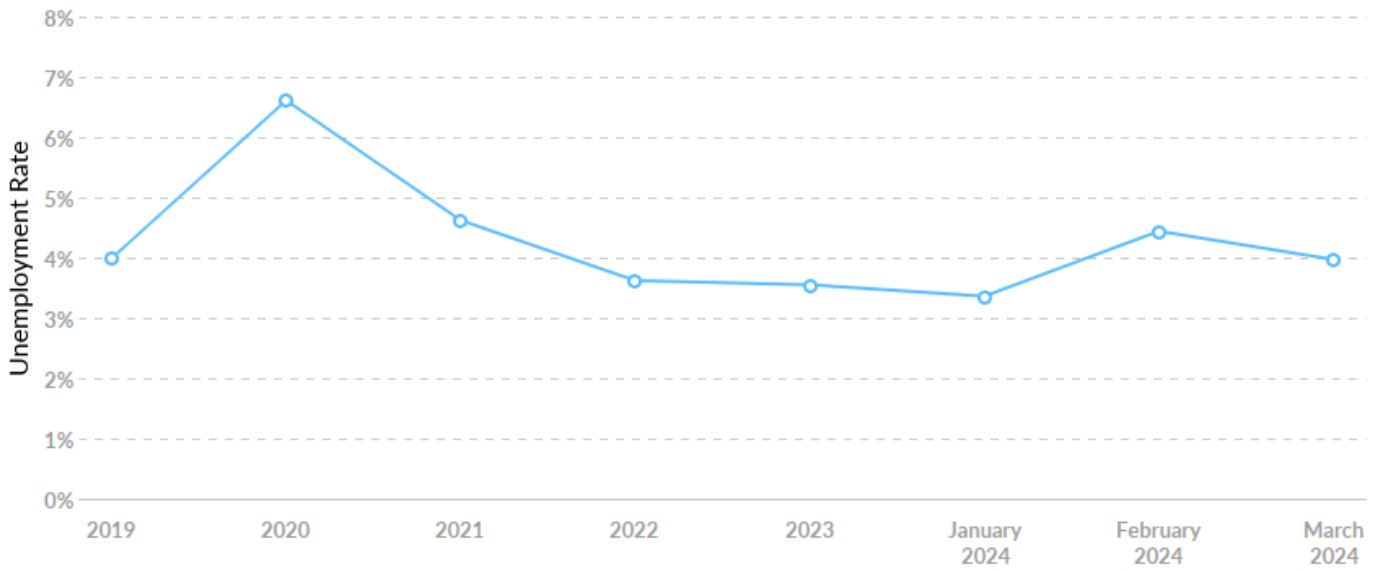
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|---------------|--------------------------------|
| 2019 | 59.28% |
| 2020 | 58.75% |
| 2021 | 58.64% |
| 2022 | 57.62% |
| 2023 | 56.79% |
| January 2024 | 56.25% |
| February 2024 | 56.90% |
| March 2024 | 56.95% |

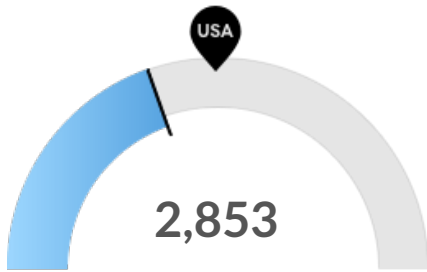
Unemployment Rate Trends

Lanlade County, WI had a March 2024 unemployment rate of 3.97%, decreasing from 3.99% 5 years before.



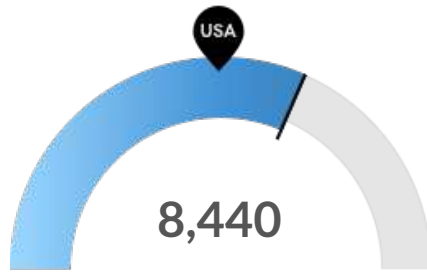
| Timeframe | Unemployment Rate |
|---------------|-------------------|
| 2019 | 3.99% |
| 2020 | 6.61% |
| 2021 | 4.62% |
| 2022 | 3.62% |
| 2023 | 3.55% |
| January 2024 | 3.36% |
| February 2024 | 4.44% |
| March 2024 | 3.97% |

Population Characteristics



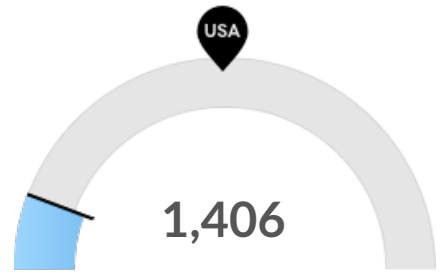
Millennials

Langlade County, WI has 2,853 millennials (ages 25-39). The national average for an area this size is 3,977.



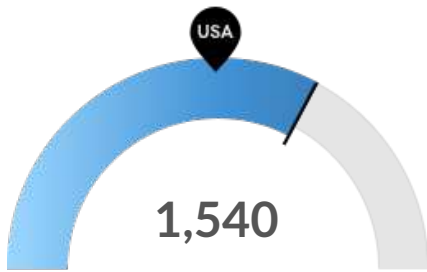
Retiring Soon

Retirement risk is high in Langlade County, WI. The national average for an area this size is 5,861 people 55 or older, while there are 8,440 here.



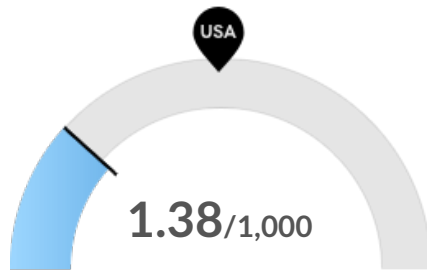
Racial Diversity

Racial diversity is low in Langlade County, WI. The national average for an area this size is 8,043 racially diverse people, while there are 1,406 here.



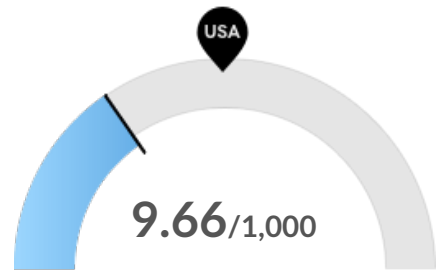
Veterans

Langlade County, WI has 1,540 veterans. The national average for an area this size is 1,000.



Violent Crime

Langlade County, WI has 1.38 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

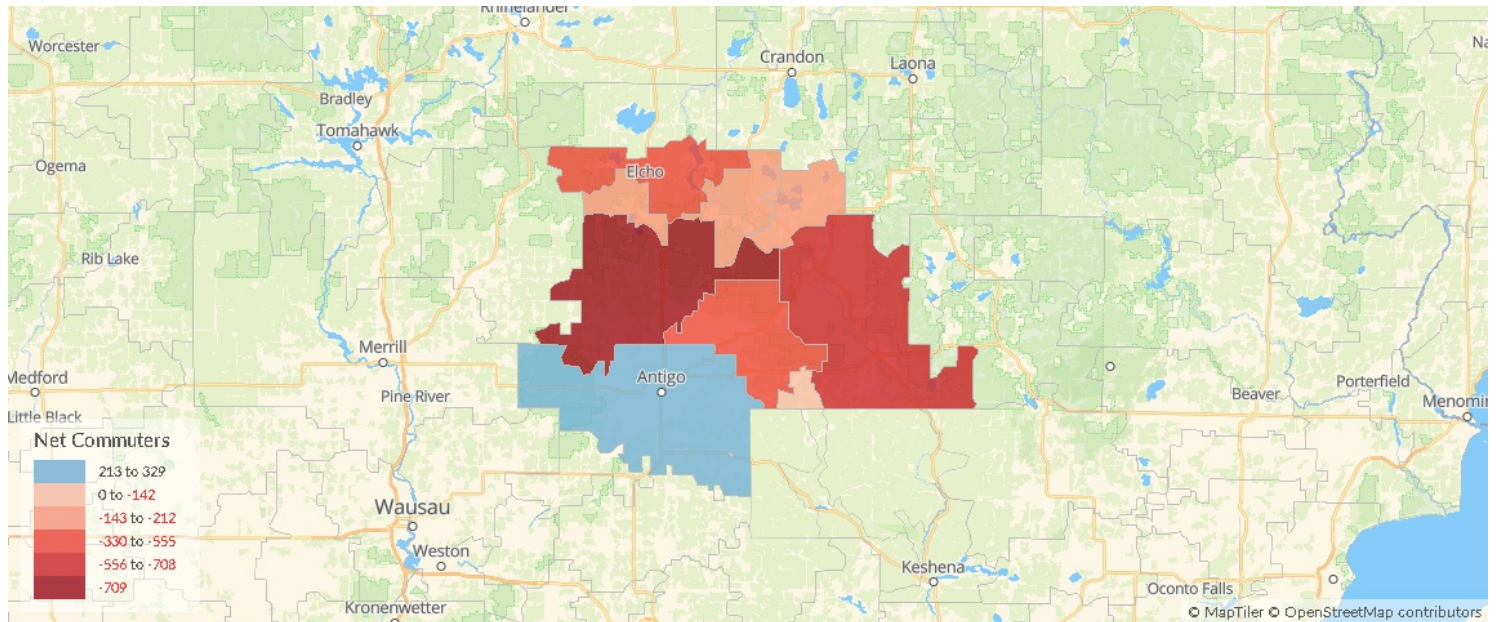


Property Crime

Langlade County, WI has 9.66 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

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 | 2023 Employment |
|-------|------------------------------|-----------------|
| 54409 | Antigo, WI (in Langlade ...) | 7,251 |
| 54428 | Elcho, WI (in Langlade c...) | 297 |
| 54491 | White Lake, WI (in Lang...) | 294 |
| 54418 | Bryant, WI (in Langlade ...) | 227 |
| 54424 | Deerbrook, WI (in Langl...) | 214 |

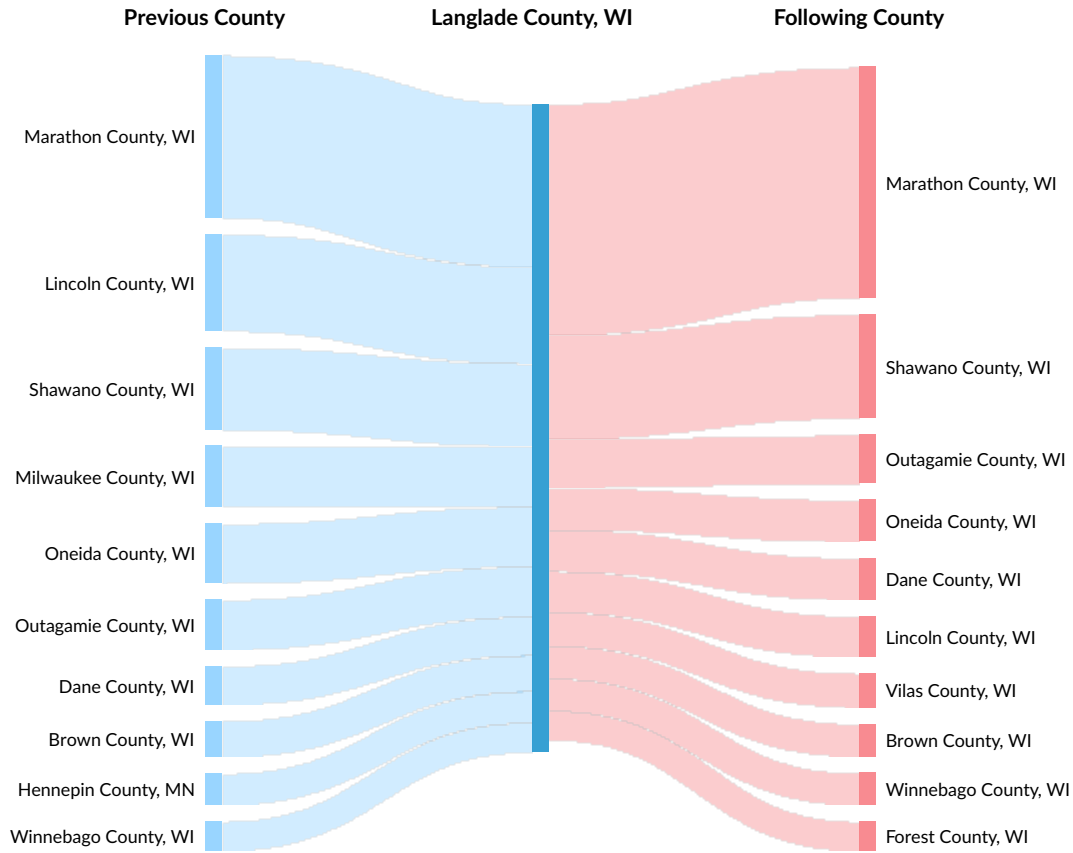
Where Talent Lives

| ZIP | Name | 2023 Workers |
|-------|------------------------------|--------------|
| 54409 | Antigo, WI (in Langlade ...) | 7,038 |
| 54424 | Deerbrook, WI (in Langl...) | 922 |
| 54491 | White Lake, WI (in Lang...) | 851 |
| 54428 | Elcho, WI (in Langlade c...) | 627 |
| 54418 | Bryant, WI (in Langlade ...) | 598 |

Inbound and Outbound Migration

The table below analyzes past and current residents of Langlade County, WI. The left column shows residents of other counties migrating to Langlade County, WI. The right column shows residents migrating from Langlade County, WI to other counties.

As of 2021, 92 people have migrated from Marathon County, WI to Langlade County, WI. In the same year, 131 people left Langlade County, WI migrating to Marathon County, WI. The total Net Migration for Langlade County, WI in 2021 was 172.

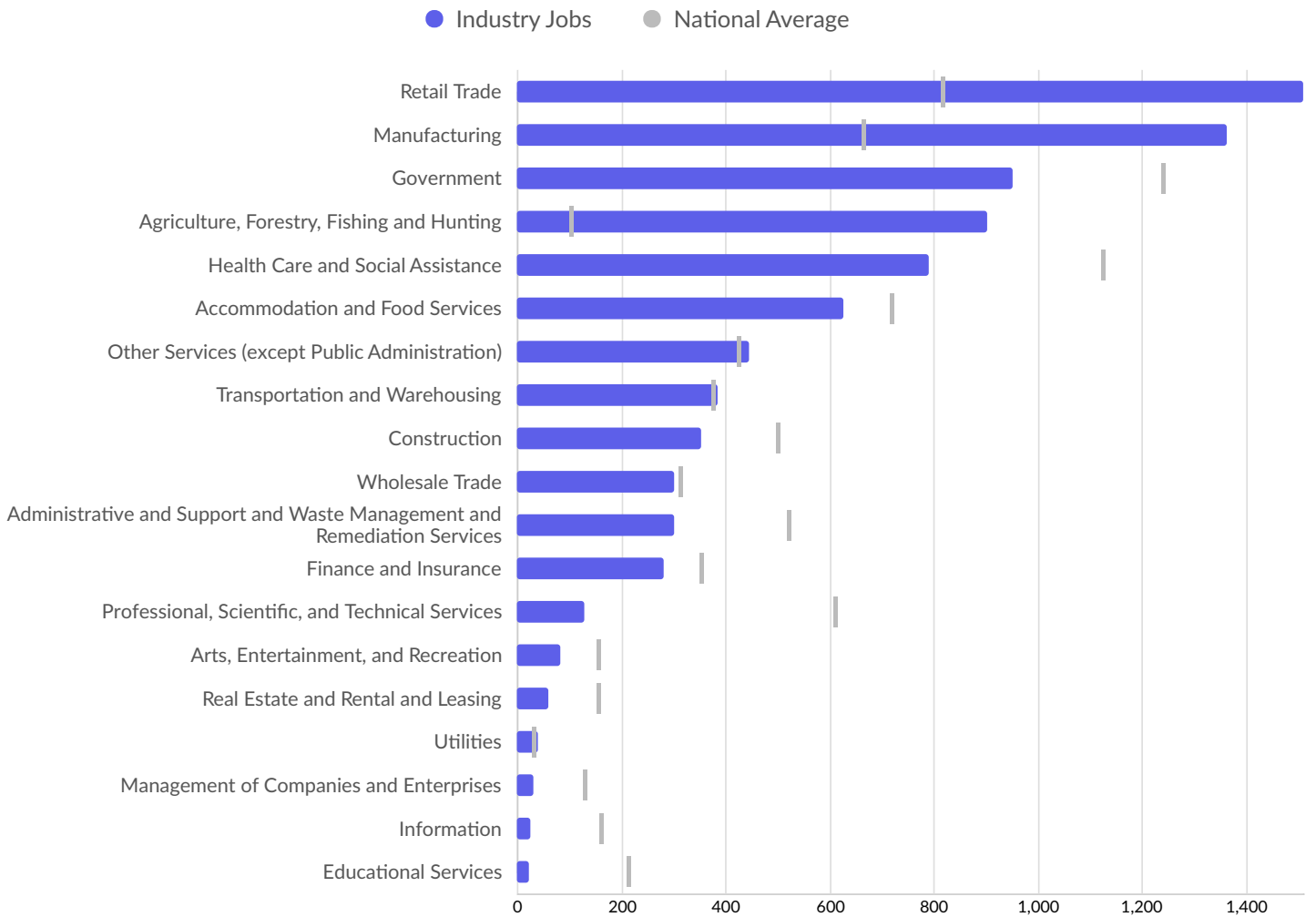


| Top Previous Counties | Migrations |
|-----------------------|------------|
| Marathon County, WI | 92 |
| Lincoln County, WI | 55 |
| Shawano County, WI | 47 |
| Milwaukee County, WI | 35 |
| Oneida County, WI | 34 |
| Outagamie County, WI | 28 |

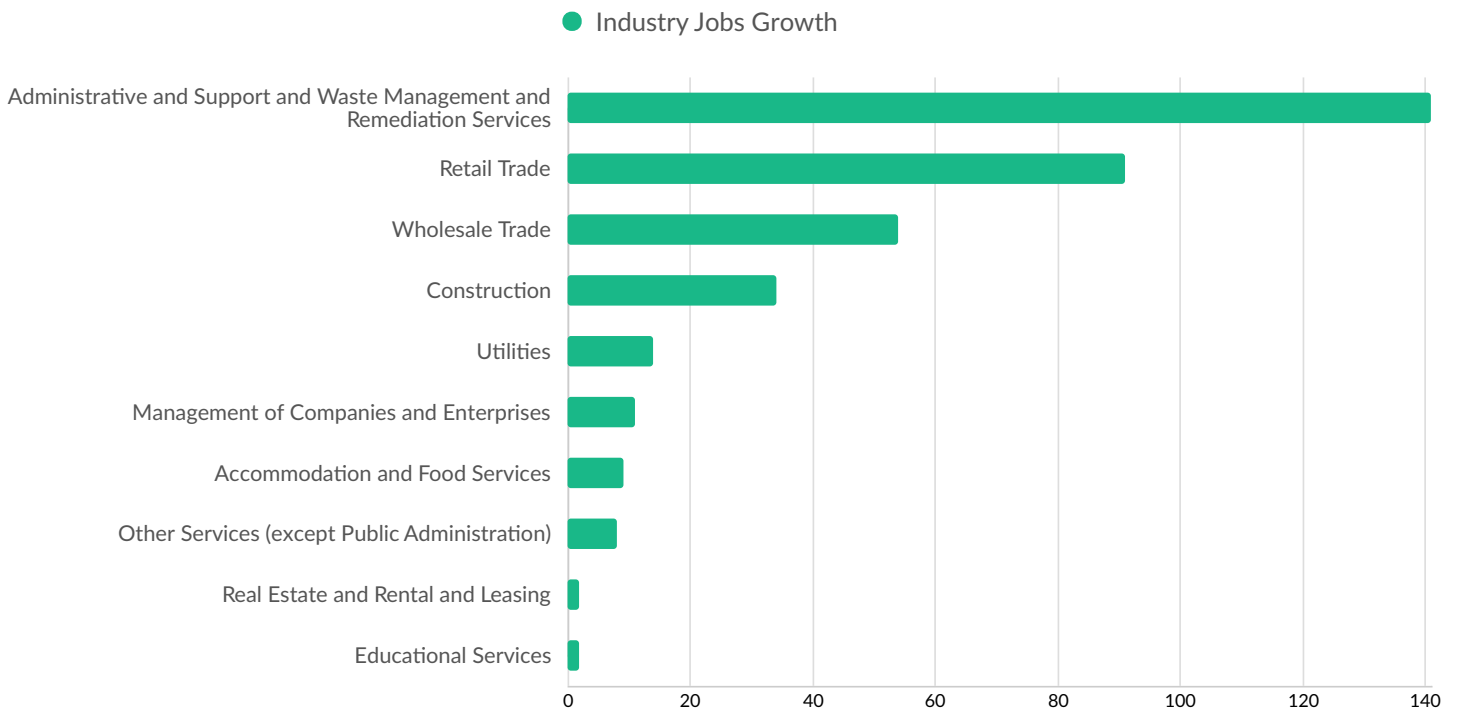
| Top Previous Counties | Migrations |
|-------------------------------|-------------------|
| Dane County, WI | 22 |
| Brown County, WI | 20 |
| Hennepin County, MN | 18 |
| Winnebago County, WI | 17 |
| Cook County, IL | 16 |
| Assumption Parish, LA | 16 |
| Kewaunee County, WI | 14 |
| Manitowoc County, WI | 14 |
| Forest County, WI | 14 |
| Top Following Counties | Migrations |
| Marathon County, WI | 131 |
| Shawano County, WI | 59 |
| Outagamie County, WI | 27 |
| Oneida County, WI | 24 |
| Dane County, WI | 24 |
| Lincoln County, WI | 23 |
| Vilas County, WI | 19 |
| Brown County, WI | 18 |
| Winnebago County, WI | 18 |
| Forest County, WI | 17 |
| Walworth County, WI | 14 |
| Waupaca County, WI | 11 |
| Milwaukee County, WI | 11 |
| Livingston County, MI | 9 |
| St. Louis County, MN | 9 |

Industry Characteristics

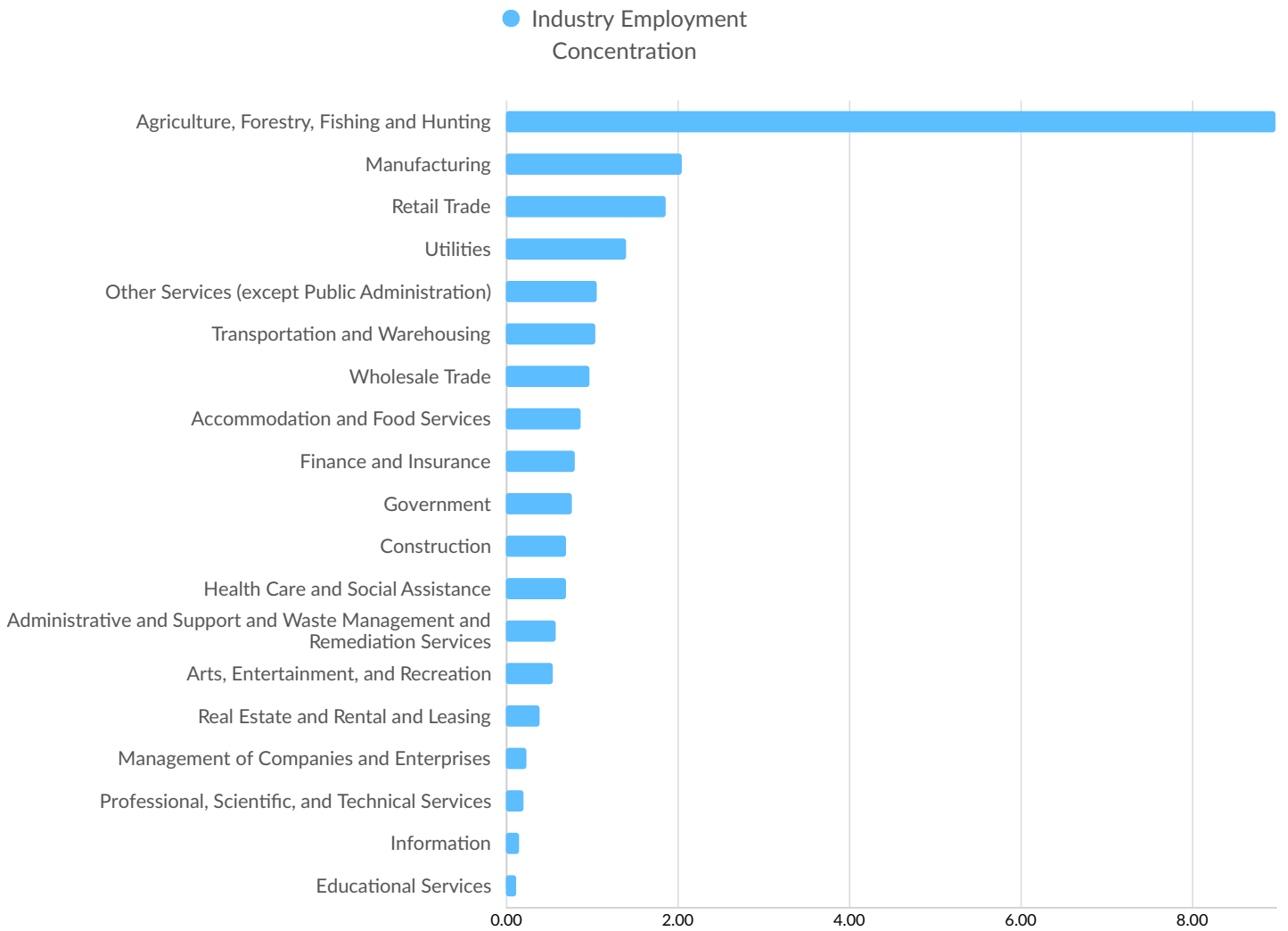
Largest Industries



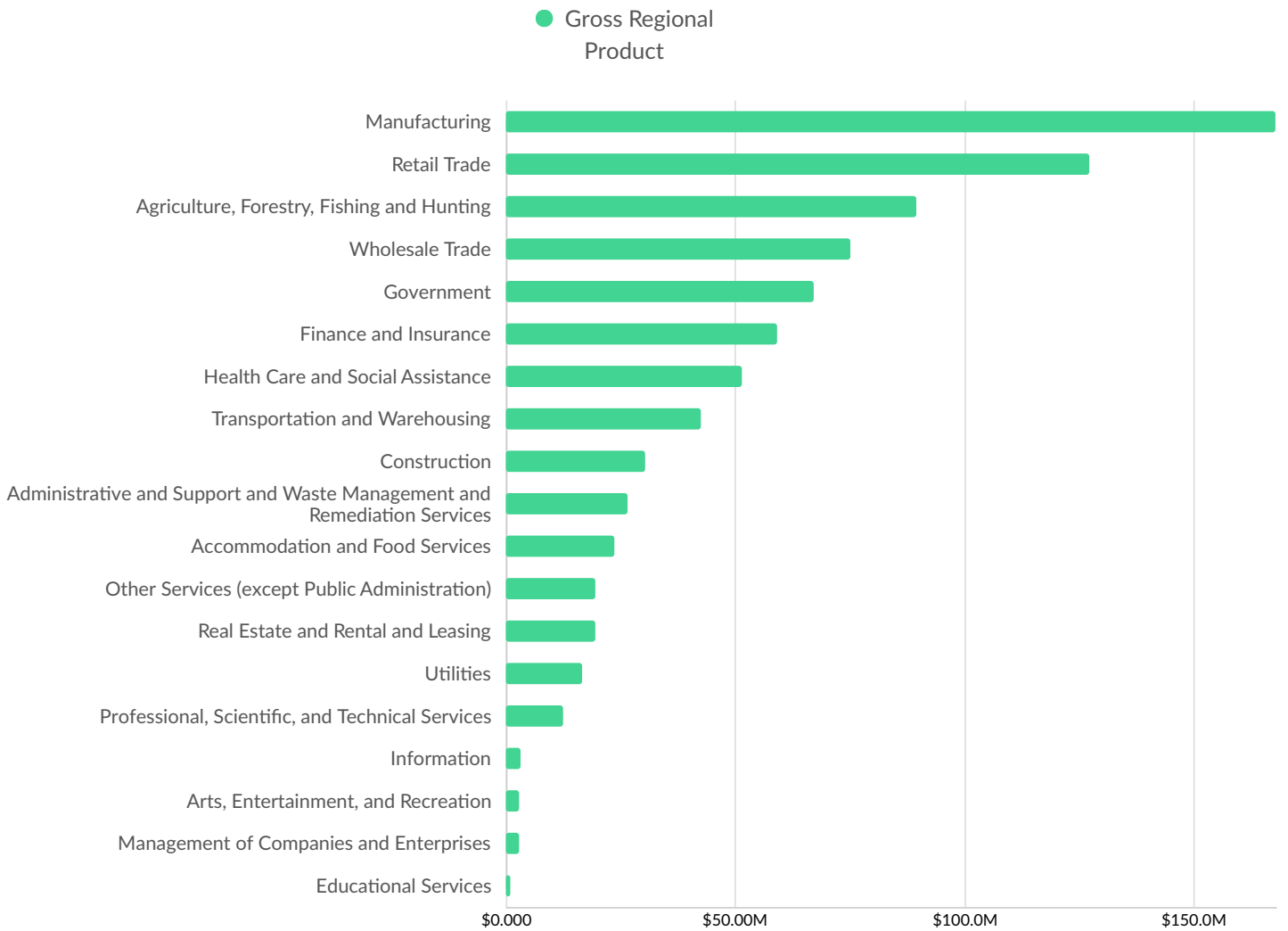
Top Growing Industries



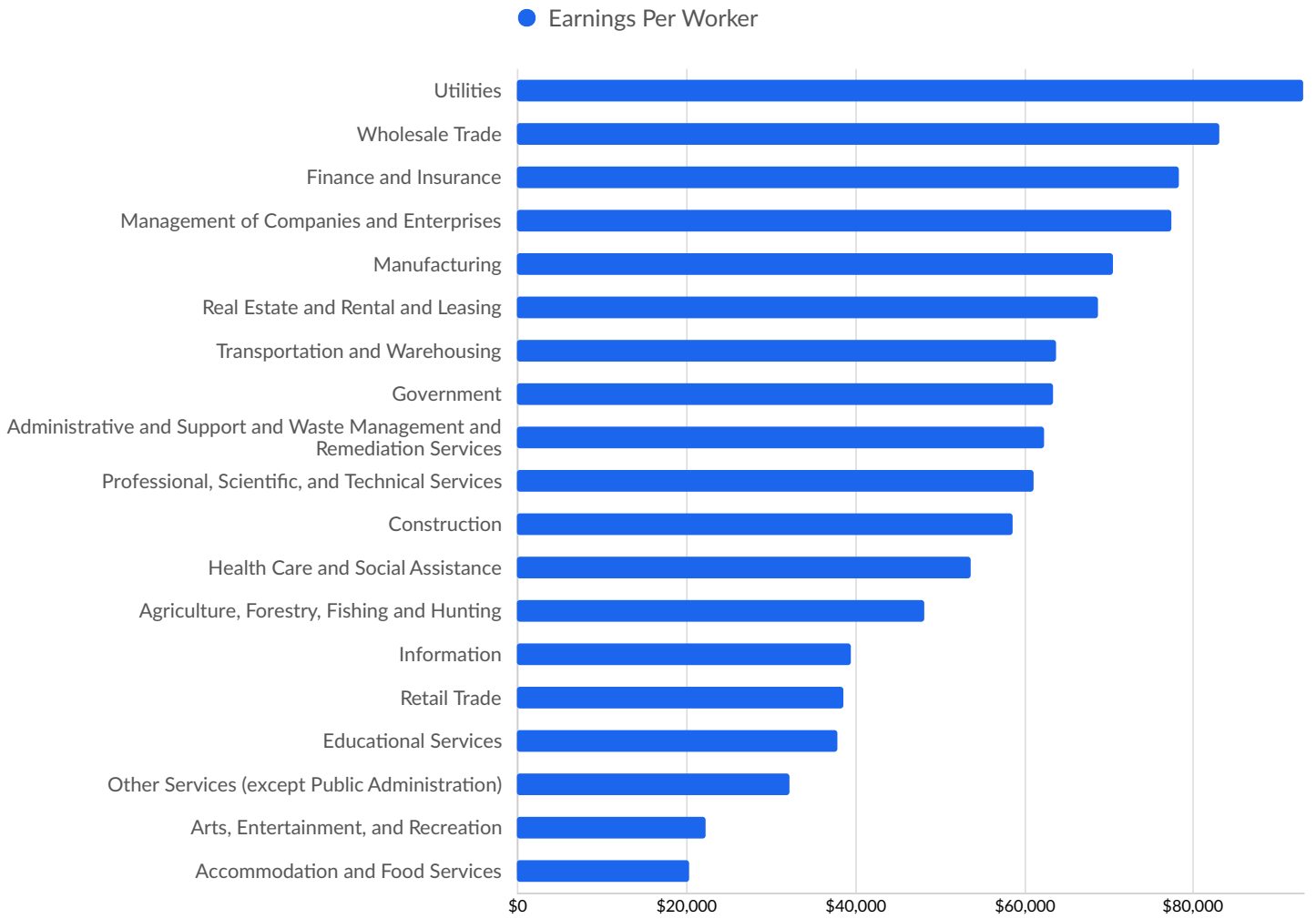
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



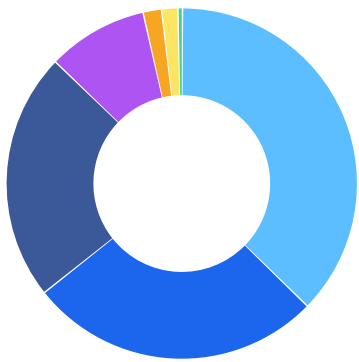
Business Characteristics

1,732 Companies Employ Your Workers

Online profiles for your workers mention 1,732 companies as employers, with the top 10 appearing below. In the last 12 months, 150 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 | 114  | Aspirus | 92  |
| Unified School District Antigo | 100  | Fleet Farm | 50  |
| Covantage Credit Union | 98  | Growmark | 38  |
| Volm Companies | 84  | Walmart | 29  |
| Aspirus | 73  | Dover Corporation | 24  |
| Dover Corporation | 37  | Menards | 19  |
| Walmart | 32  | CompHealth | 18  |
| Northcentral Technical College | 26  | Kwik Trip | 15  |
| Menards | 25  | Kroger | 14  |
| Amron International | 24  | Dunham's Sports | 13  |

Business Size

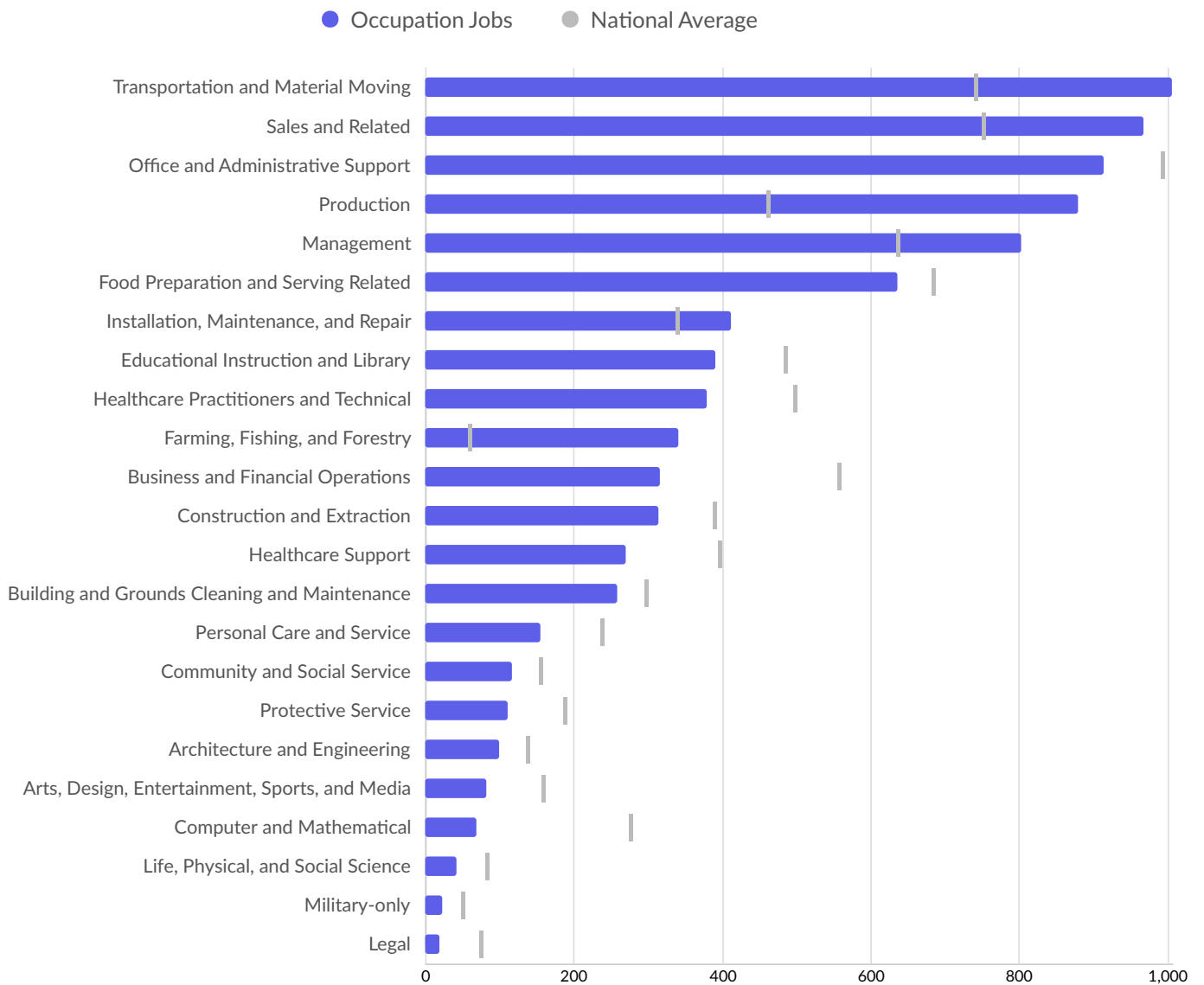


| | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees | 37.2% | 350 |
| ● 5 to 9 employees | 27.0% | 254 |
| ● 10 to 19 employees | 22.9% | 215 |
| ● 20 to 49 employees | 9.3% | 87 |
| ● 50 to 99 employees | 1.7% | 16 |
| ● 100 to 249 employees | 1.5% | 14 |
| ● 250 to 499 employees | 0.4% | 4 |

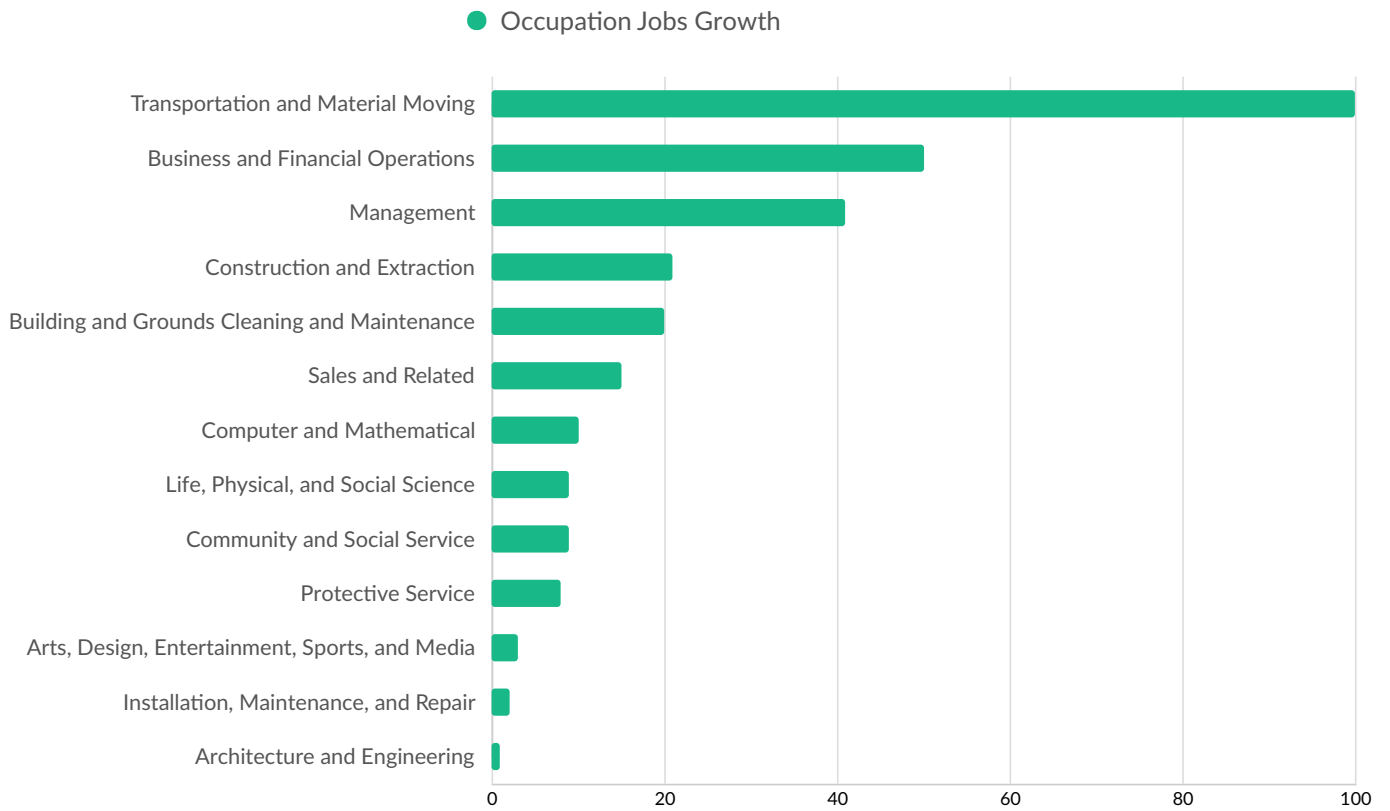
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

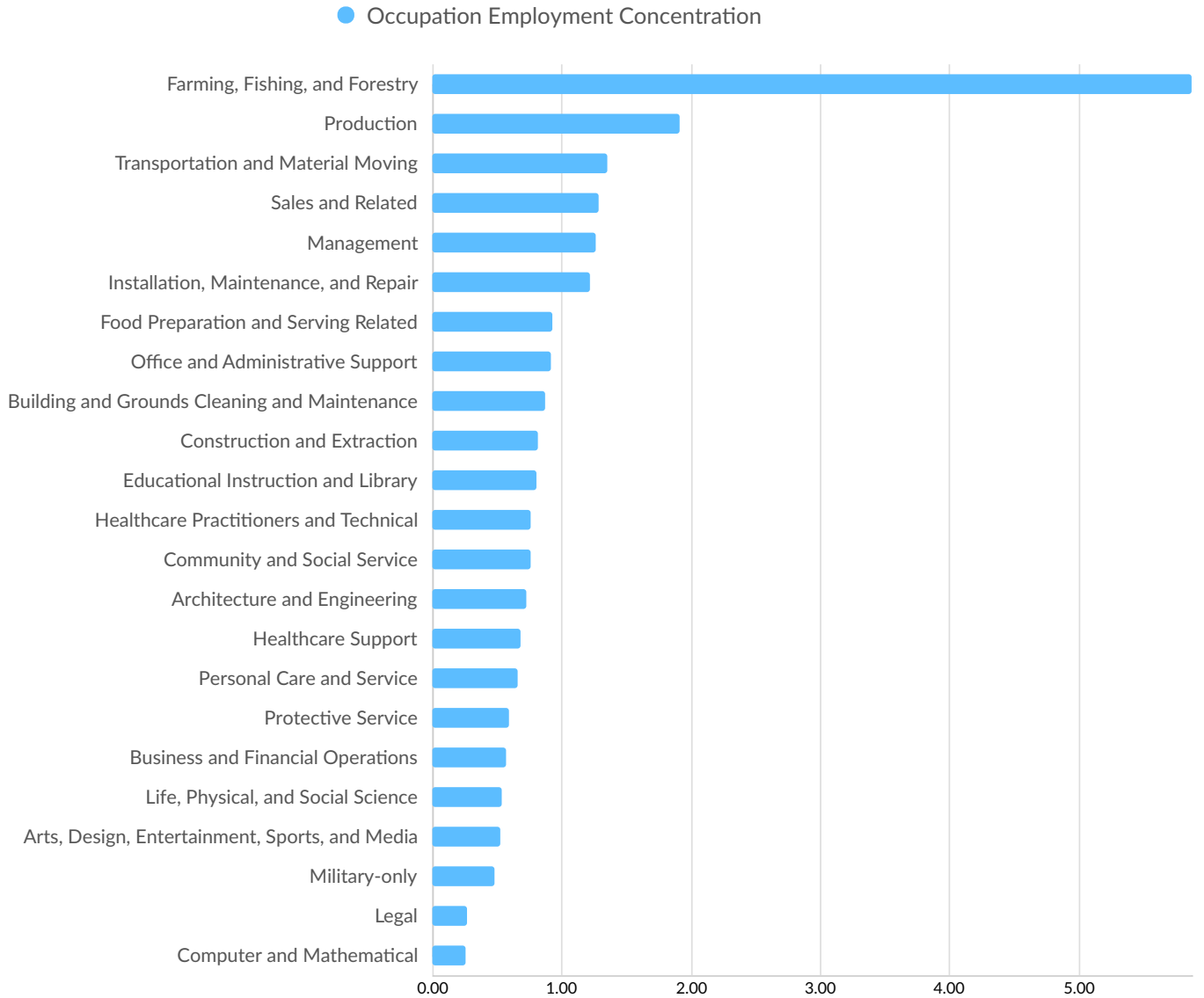
Largest Occupations



Top Growing Occupations



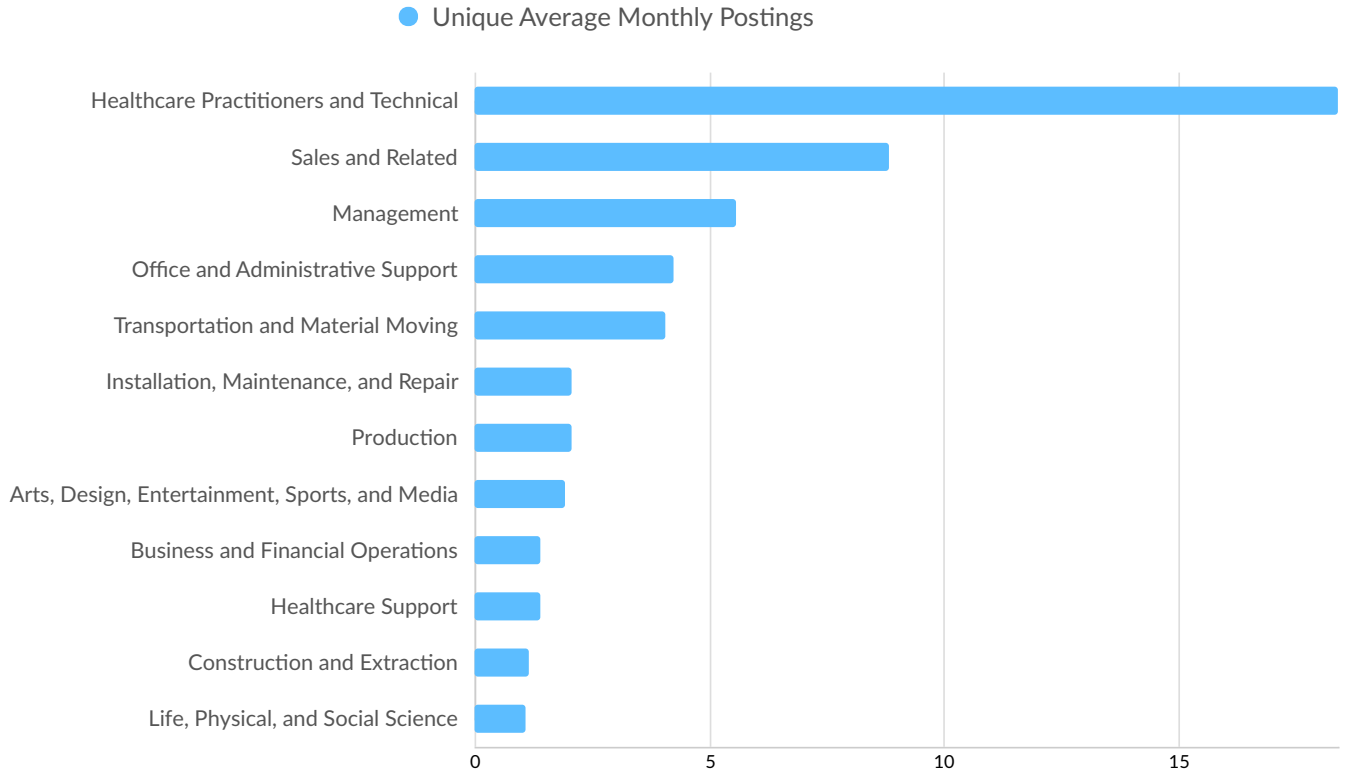
Top Occupation Employment Concentration



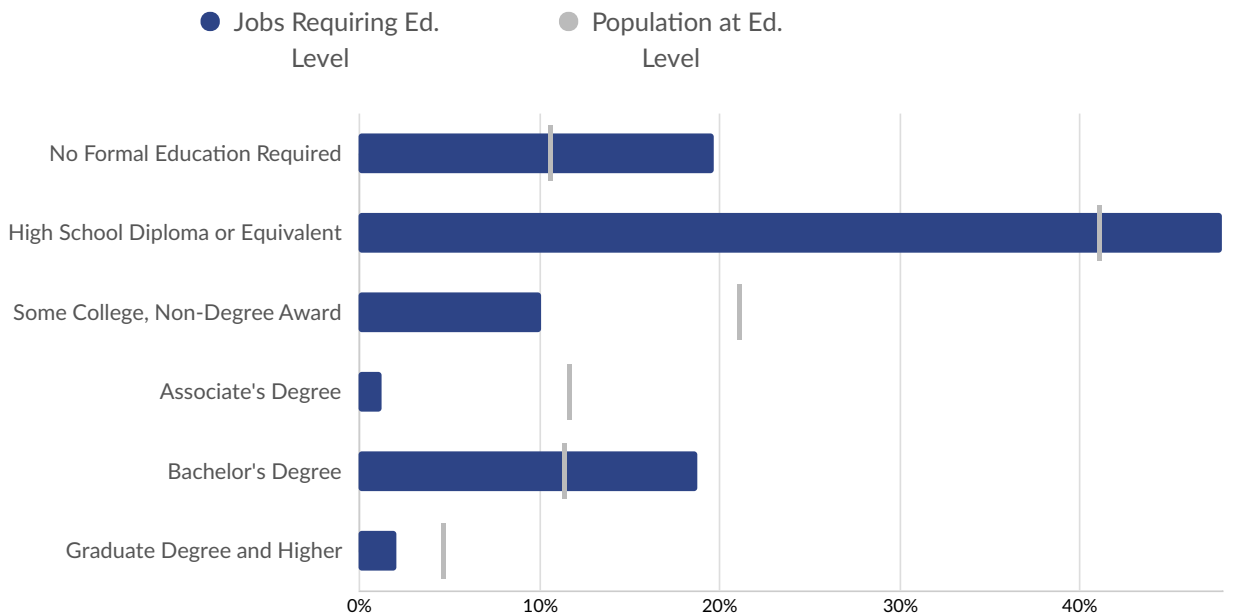
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

Over the last 4 years, no schools in Langlade County, WI produced graduates.

In-Demand Skills

