



Washburn County, WI

Northwest Regional Planning Commission



Northwest Regional Planning Commission

NWRPC
keeping your future as our focus

1400 S. River Street
Spooner, Wisconsin 54801

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Report Parameters

1 County

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 area.

Economy Overview

15,879

Population (2019)

Population **grew by 221** over the last 5 years and is projected to **grow by 190** over the next 5 years.

6,776

Total Regional Employment

Jobs **grew by 2** over the last 5 years and are projected to **grow by 118** over the next 5 years.

\$48.4K

Median Household Income (2018)

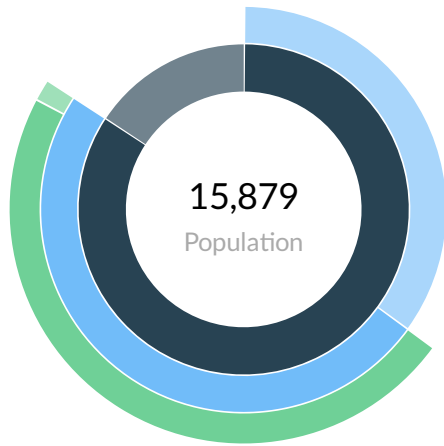
Median household income is **\$11.9K below** the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population **increased by 1.4%** since 2014, growing by 221. Population is expected to **increase by 1.2%** between 2019 and 2024, adding 190.
- From 2014 to 2019, jobs **increased by 0.0%** in Washburn County, WI from 6,774 to **6,776**. This change **fell short of the national growth rate of 7.3% by 7.3%**. As the number of jobs increased, the **labor force participation rate decreased from 58.8% to 58.5% between 2014 and 2019**.
- Concerning educational attainment, **14.7% of Washburn County, WI residents possess a Bachelor's Degree** (4.2% below the national average), and **10.6% hold an Associate's Degree** (2.5% above the national average).
- The top three industries in 2019 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	15,879	7,815	6,776	101.2	\$547.10M	\$998.09M	\$732.00M
NWRPC	174,866	88,351	75,869	99.8	\$6.92B	\$10.95B	\$9.46B
State	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B
Nation	329,399,330	164,576,320	164,699,638	100.0	\$20.78T	\$0	\$8.91T

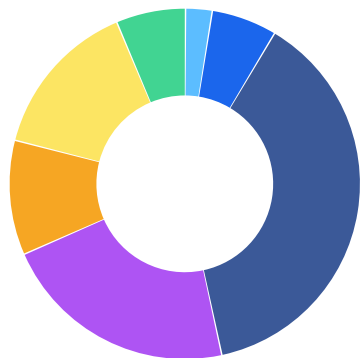
2019 Labor Force Breakdown



	Population
● Total Working Age Population	13,367
● Not in Labor Force (15+)	5,552
● Labor Force	7,815
● Employed	7,576
● Unemployed	239
● Under 15	2,512

Educational Attainment

Concerning educational attainment, **14.7% of Washburn County, WI residents possess a Bachelor's Degree** (4.2% below the national average), and **10.6% hold an Associate's Degree** (2.5% above the national average).

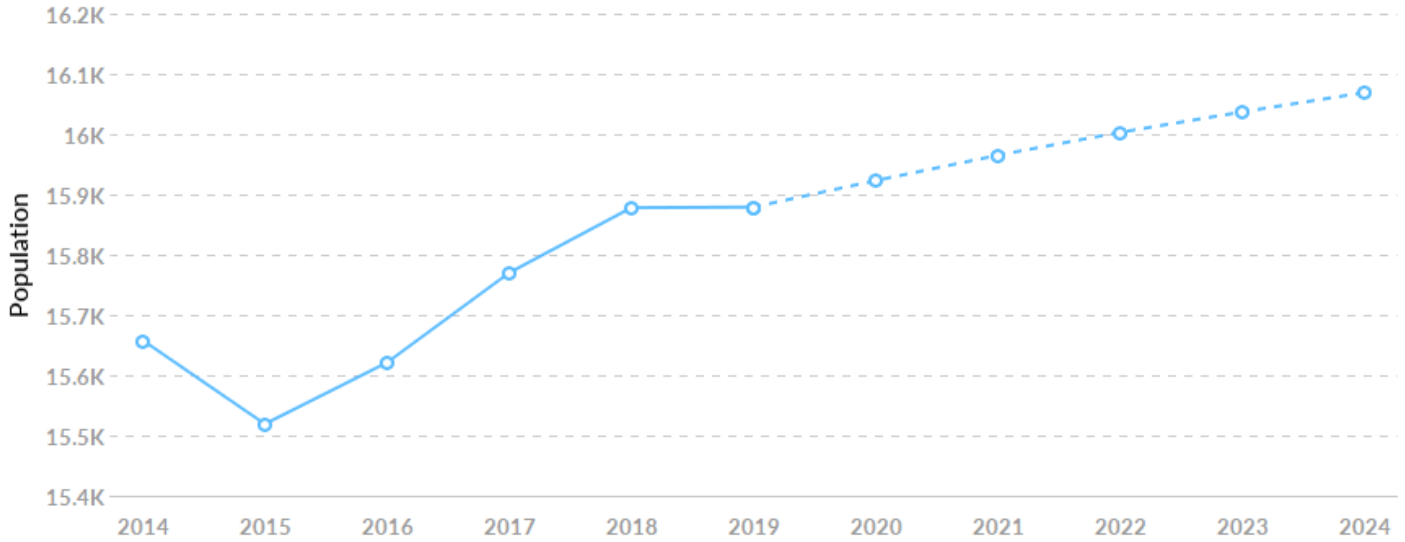


	% of Population	Population
● Less Than 9th Grade	2.5%	293
● 9th Grade to 12th Grade	6.0%	723
● High School Diploma	38.0%	4,551
● Some College	21.8%	2,610
● Associate's Degree	10.6%	1,265
● Bachelor's Degree	14.7%	1,754
● Graduate Degree and Higher	6.4%	767

Historic & Projected Trends

Population Trends

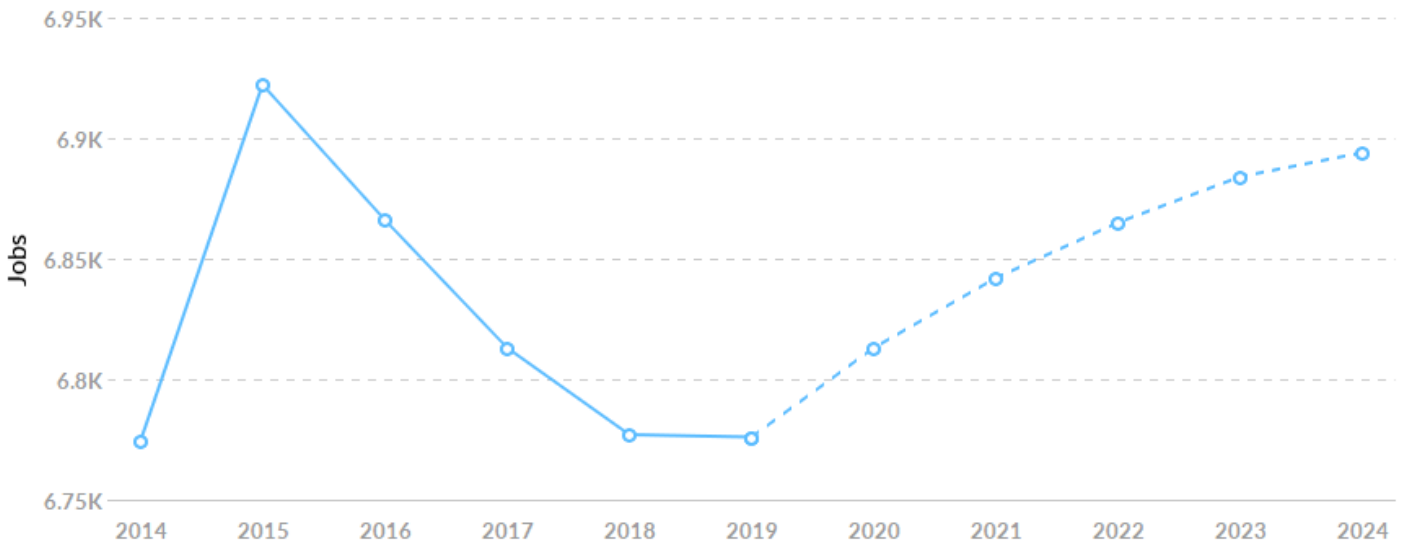
As of 2019 the region's population **increased by 1.4%** since 2014, growing by 221. Population is expected to **increase by 1.2%** between 2019 and 2024, adding 190.



Timeframe	Population
2014	15,658
2015	15,519
2016	15,621
2017	15,770
2018	15,878
2019	15,879
2020	15,923
2021	15,965
2022	16,003
2023	16,037
2024	16,069

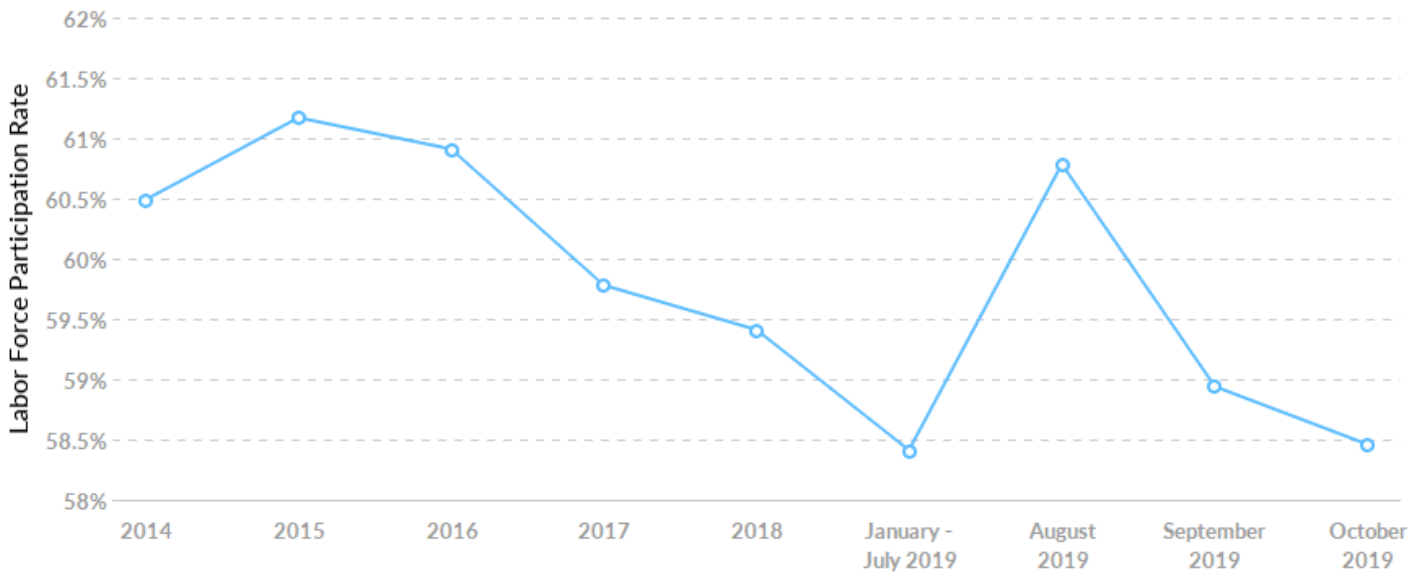
Job Trends

From 2014 to 2019, jobs increased by 0.0% in Washburn County, WI from 6,774 to 6,776. This change fell short of the national growth rate of 7.3% by 7.3%.



Timeframe	Jobs
2014	6,774
2015	6,922
2016	6,866
2017	6,813
2018	6,777
2019	6,776
2020	6,813
2021	6,842
2022	6,865
2023	6,884
2024	6,894

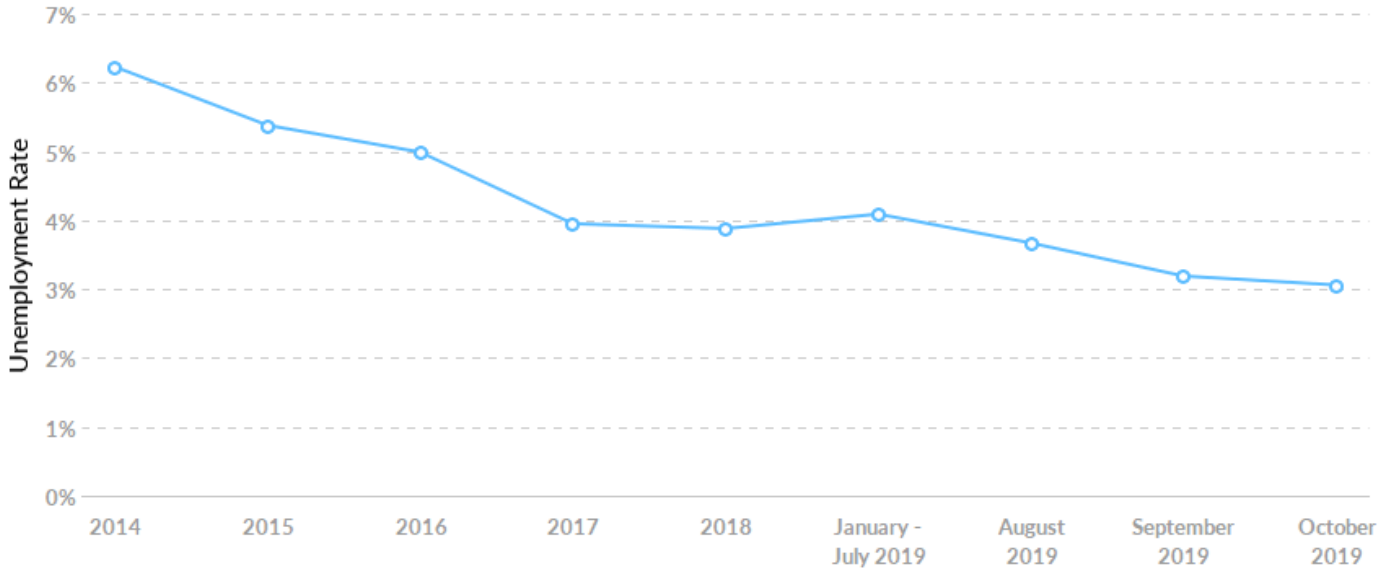
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	60.49%
2015	61.17%
2016	60.91%
2017	59.78%
2018	59.41%
January - July 2019	58.41%
August 2019	60.78%
September 2019	58.94%
October 2019	58.46%

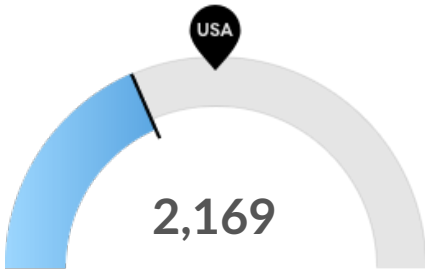
Unemployment Rate Trends

Washburn County, WI had an October 2019 unemployment rate of 3.06%, decreasing from 6.23% 5 years before.



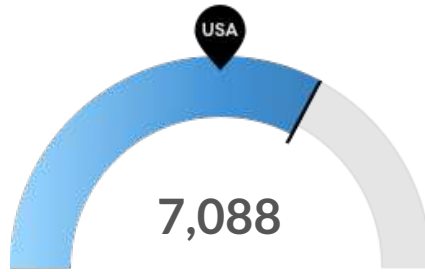
Timeframe	Unemployment Rate
2014	6.23%
2015	5.38%
2016	4.99%
2017	3.95%
2018	3.88%
January - July 2019	4.09%
August 2019	3.67%
September 2019	3.19%
October 2019	3.06%

Population Characteristics



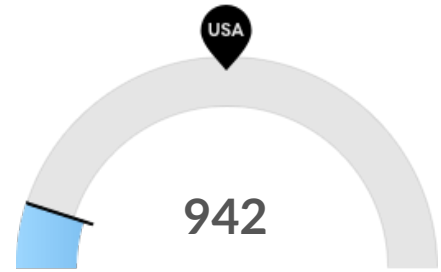
Millennials

Washburn County, WI has 2,169 millennials (ages 25-39). The national average for an area this size is 3,264.



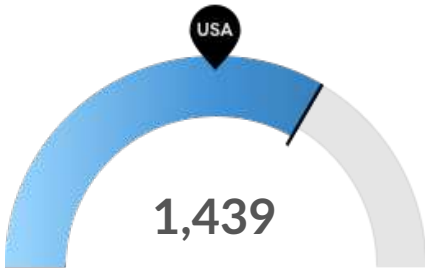
Retiring Soon

Retirement risk is high in Washburn County, WI. The national average for an area this size is 4,596 people 55 or older, while there are 7,088 here.



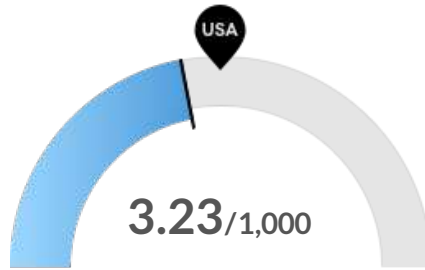
Racial Diversity

Racial diversity is low in Washburn County, WI. The national average for an area this size is 6,291 racially diverse people, while there are 942 here.



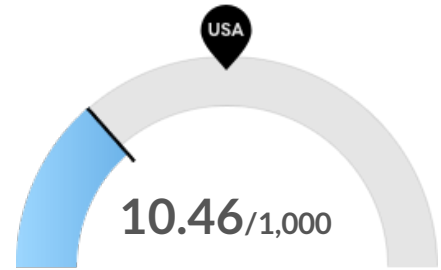
Veterans

Washburn County, WI has 1,439 veterans. The national average for an area this size is 903.



Violent Crime

Washburn County, WI has 3.23 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

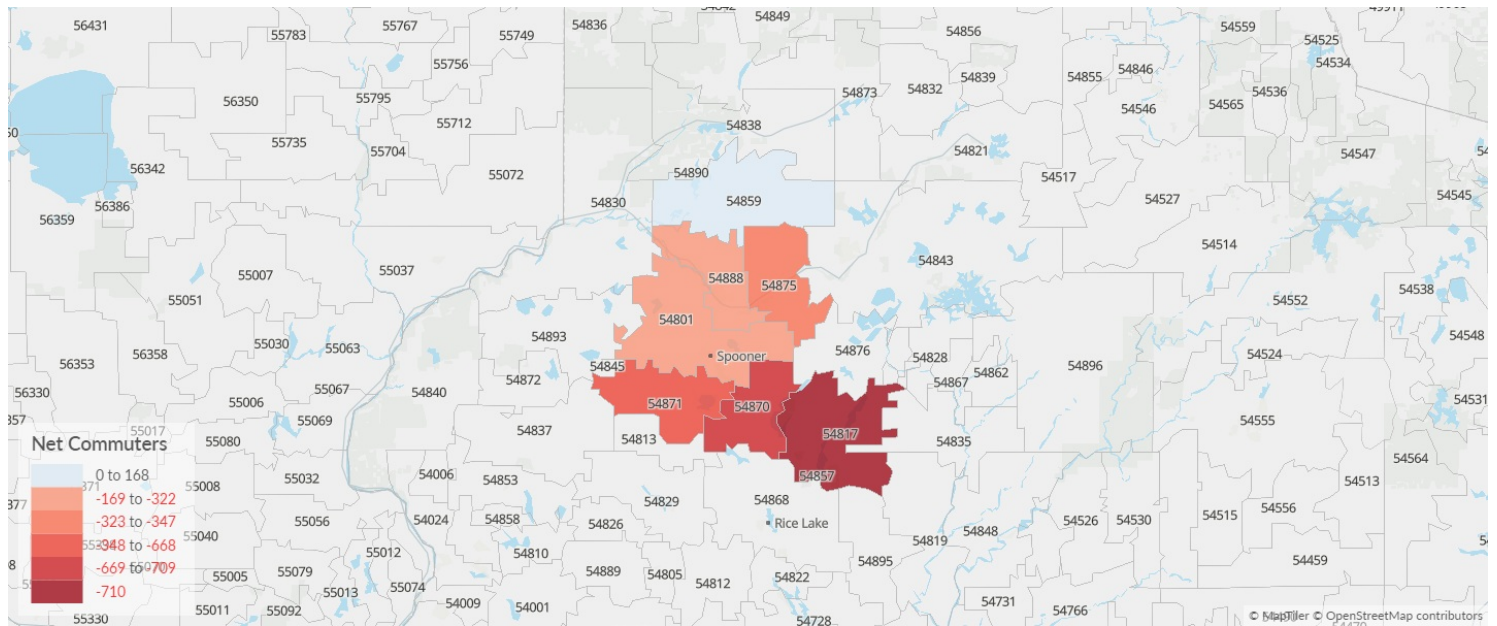


Property Crime

Washburn County, WI has 10.46 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Place of Work vs Place of Residence

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



Where Talent Works

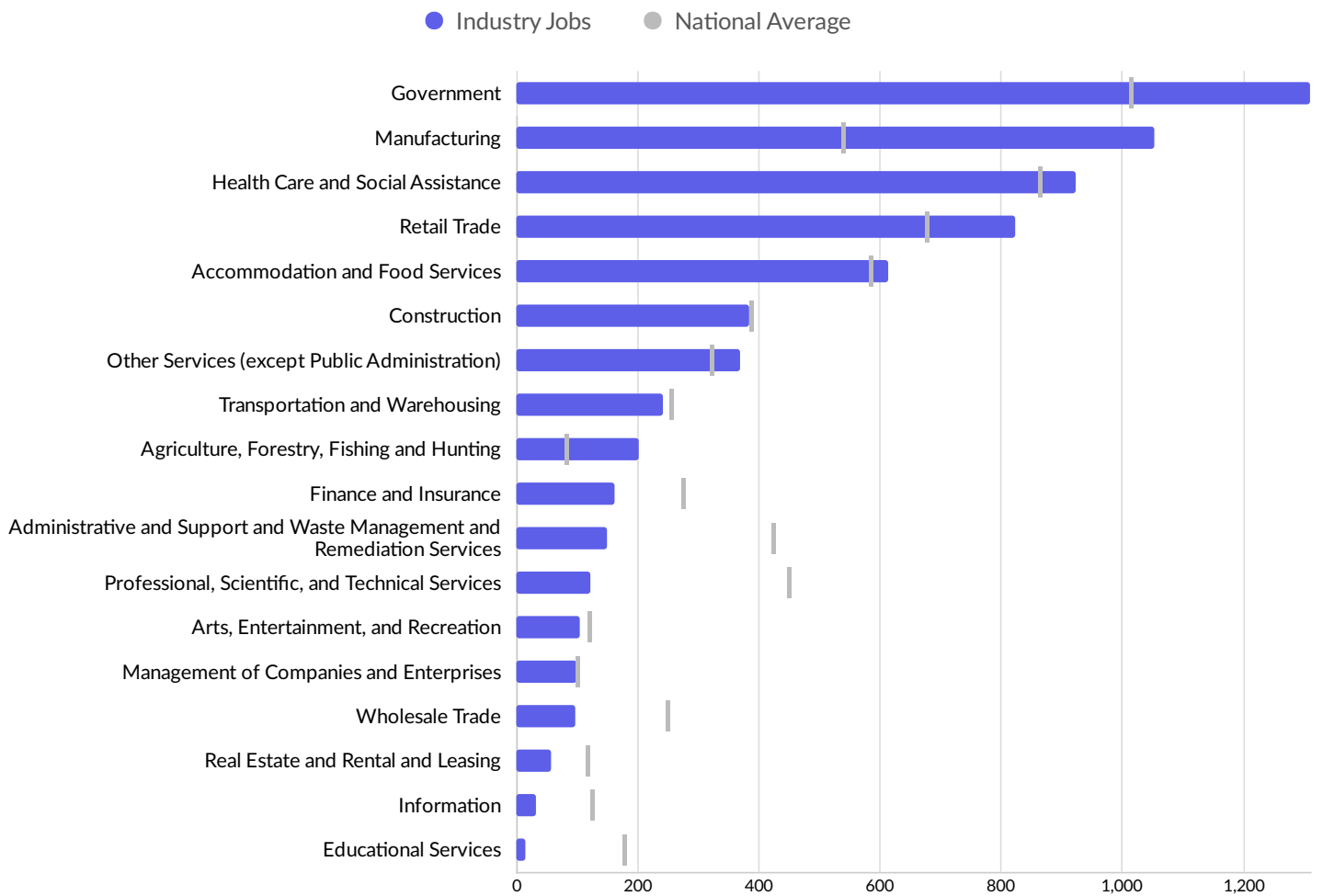
Where Talent Lives

ZIP	Name	2019 Employment
54801	Spooner, WI (in Washbu...	3,059
54871	Shell Lake, WI (in Wash...	1,151
54859	Minong, WI (in Washbu...	1,038
54817	Birchwood, WI (in Wash...	549
54888	Trego, WI (in Washburn...	471

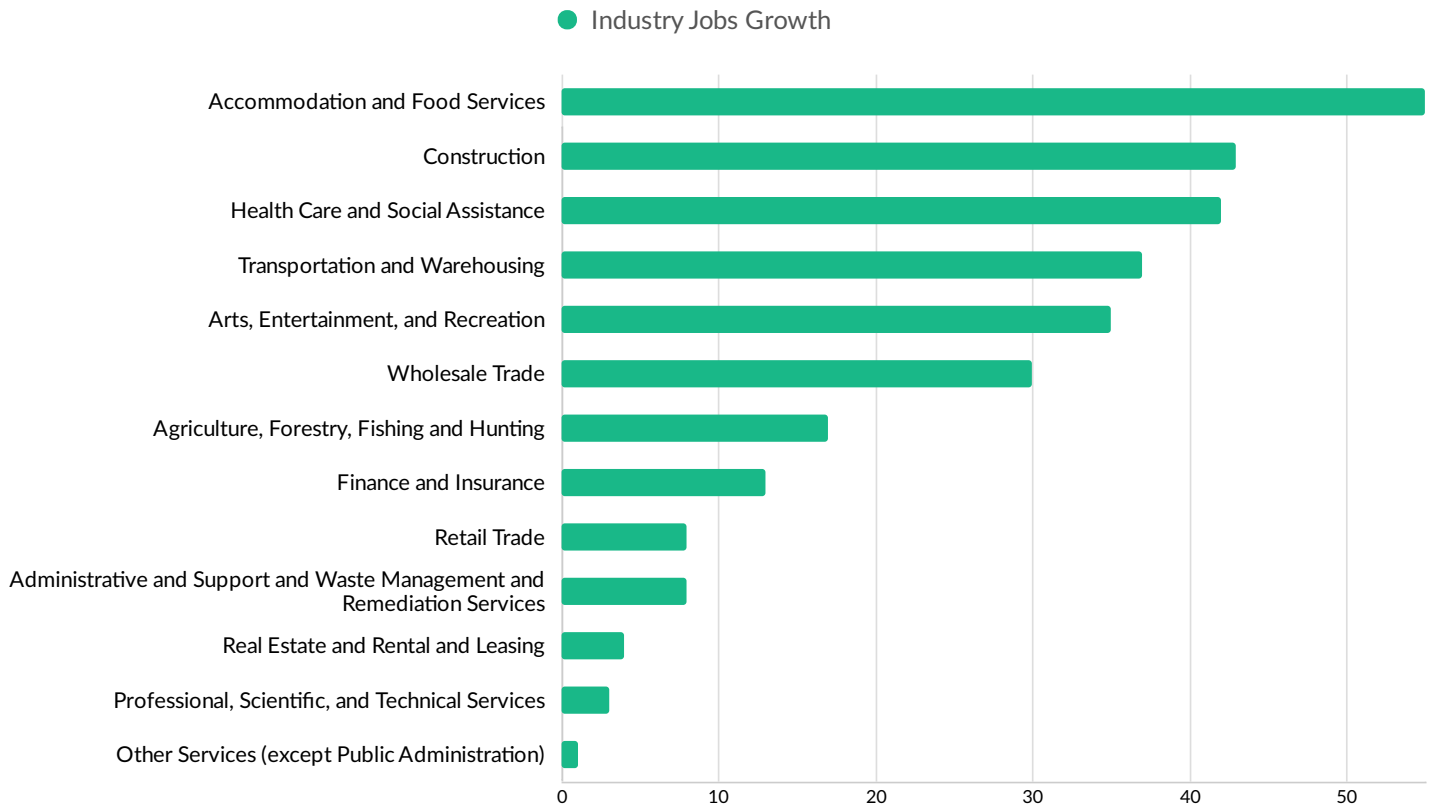
ZIP	Name	2019 Workers
54801	Spooner, WI (in Washbu...	3,228
54871	Shell Lake, WI (in Wash...	1,499
54817	Birchwood, WI (in Wash...	1,259
54859	Minong, WI (in Washbu...	984
54870	Sarona, WI (in Washbur...	940

Industry Characteristics

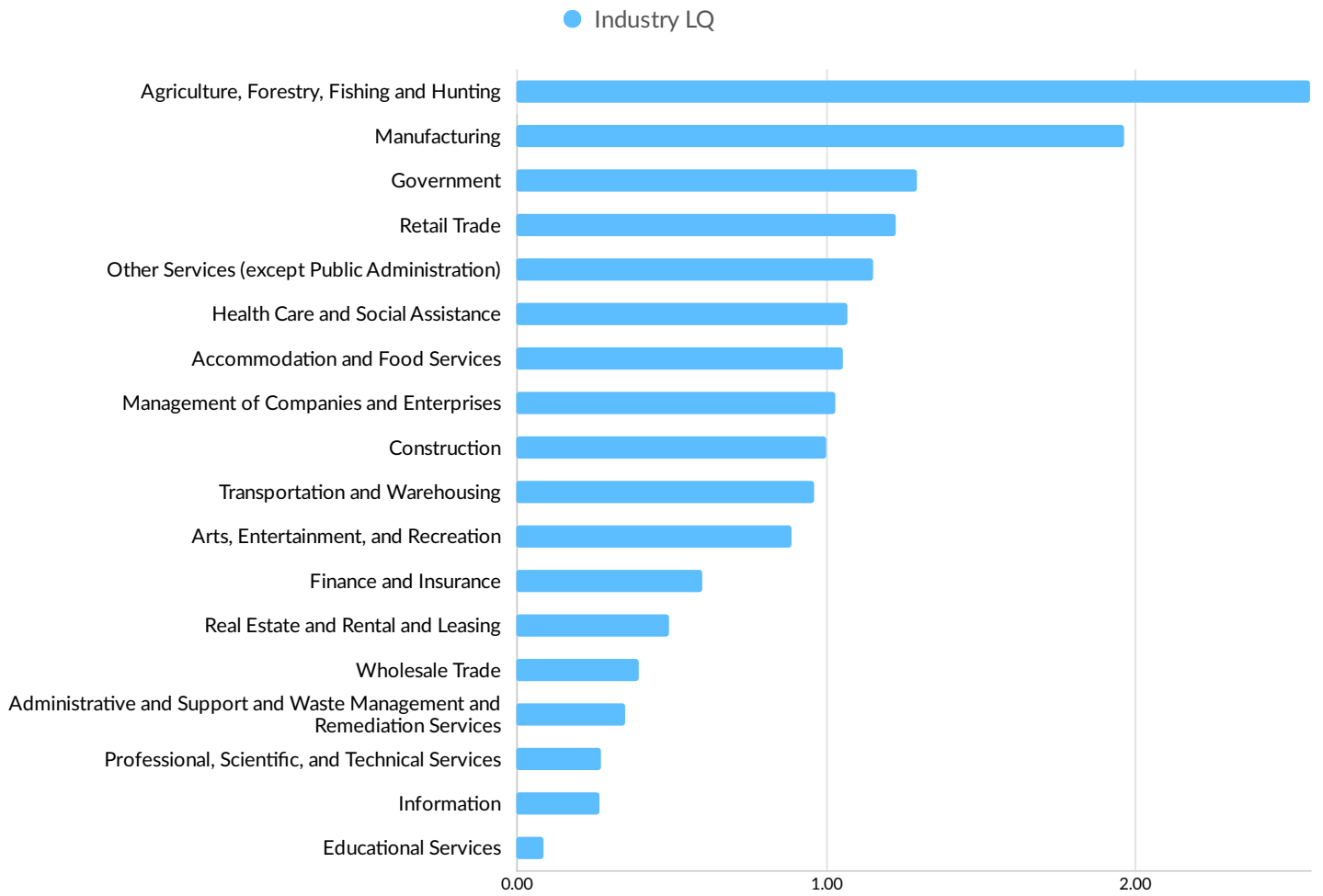
Largest Industries



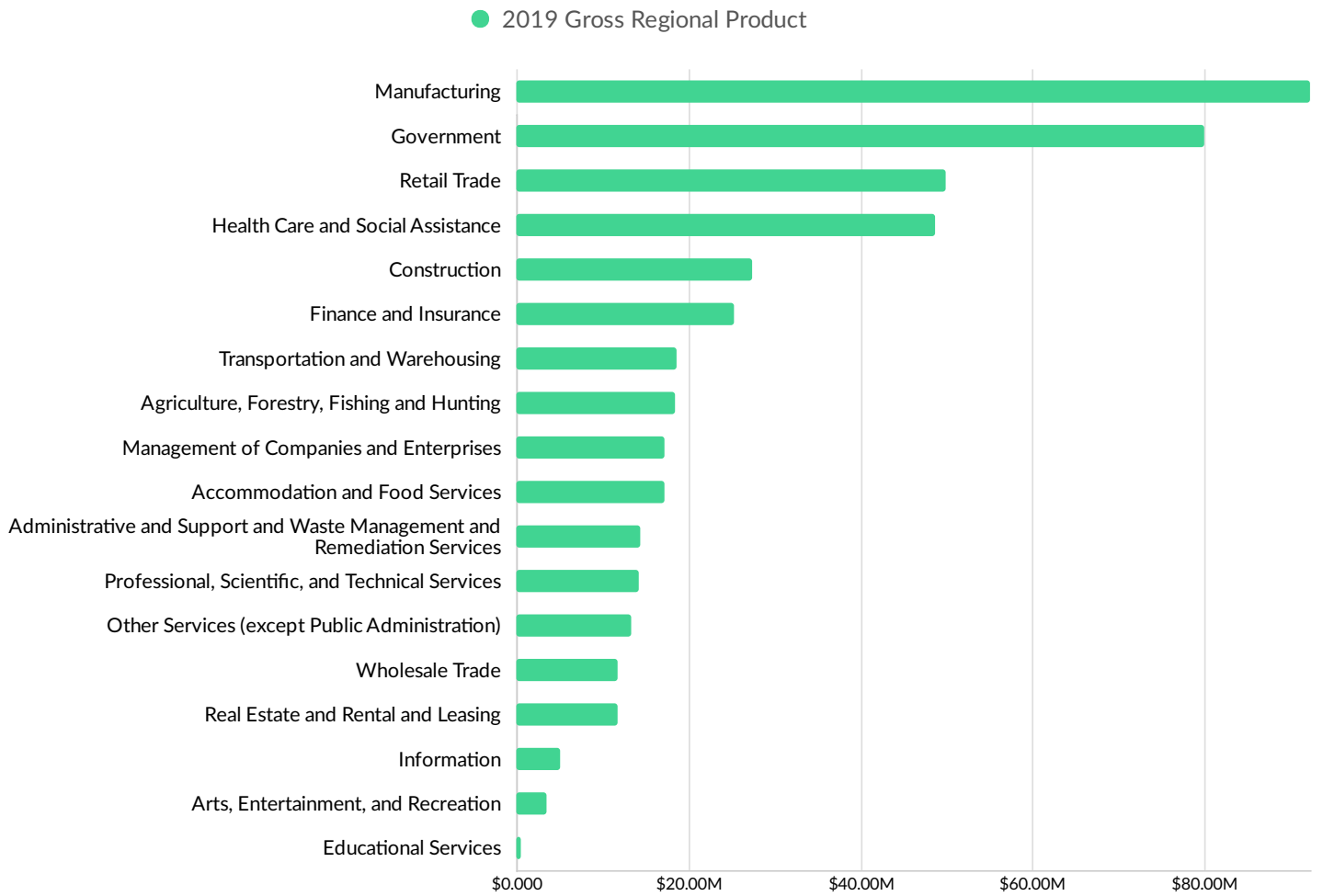
Top Growing Industries



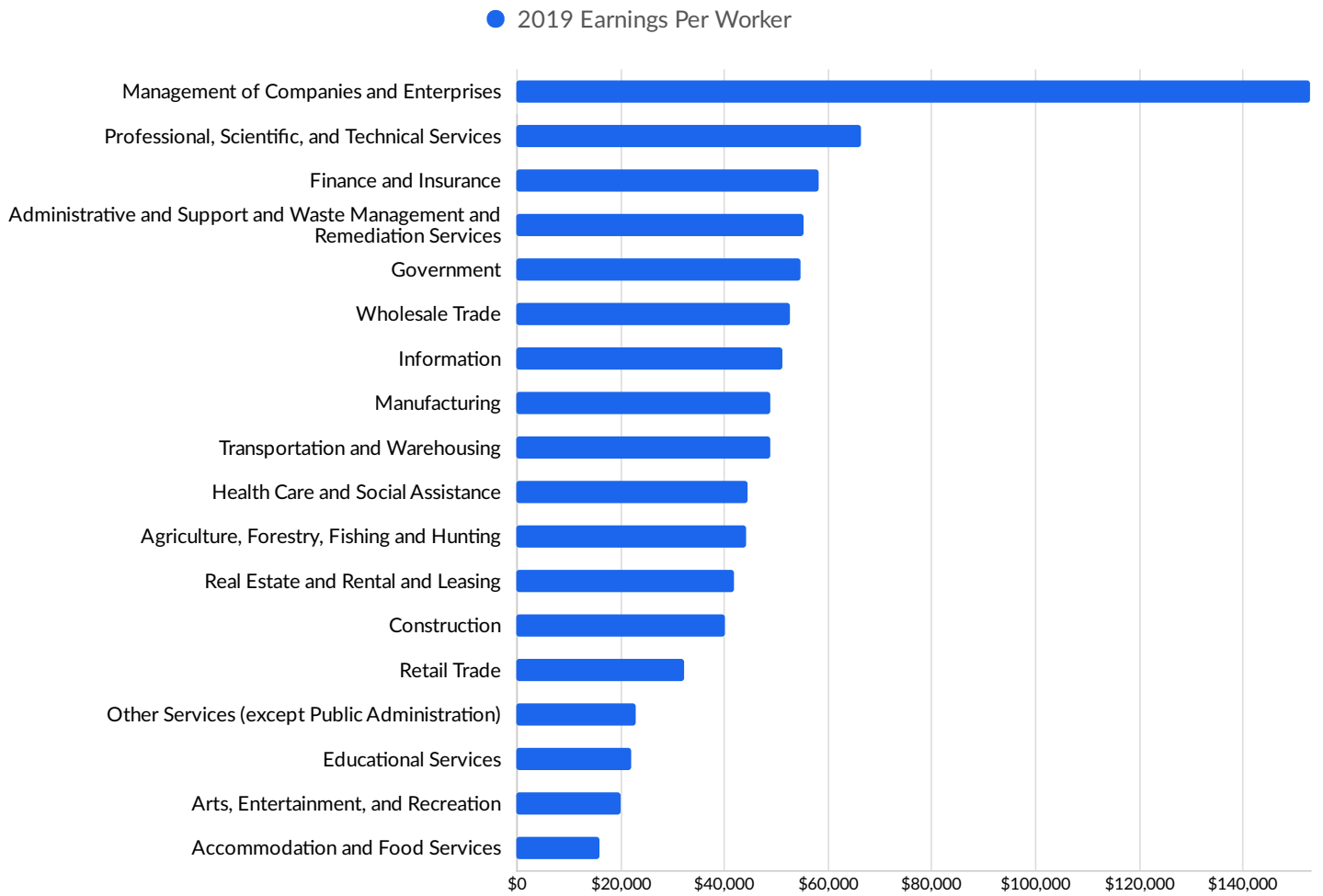
Top Industry LQ



Top Industry GRP



Top Industry Earnings



Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Government	1,362	1,311	-51	-4%	1.30	\$54,710	\$79.94M
Manufacturing	1,262	1,053	-209	-17%	1.97	\$48,939	\$92.26M
Health Care and Social Assistance	881	923	42	+5%	1.07	\$44,657	\$48.69M
Retail Trade	816	824	8	+1%	1.22	\$32,381	\$49.93M
Accommodation and Food Services	559	614	55	+10%	1.05	\$15,963	\$17.15M
Construction	343	386	43	+13%	1.00	\$40,298	\$27.36M
Other Services (except Public Administration)	369	370	1	+0%	1.16	\$23,087	\$13.30M
Transportation and Warehousing	206	243	37	+18%	0.96	\$48,885	\$18.65M
Agriculture, Forestry, Fishing and Hunting	186	203	17	+9%	2.56	\$44,348	\$18.48M
Finance and Insurance	149	162	13	+9%	0.60	\$58,324	\$25.28M
Administrative and Support and Waste Management and Remediation Services	141	149	8	+6%	0.35	\$55,488	\$14.39M
Professional, Scientific, and Technical Services	119	122	3	+3%	0.27	\$66,372	\$14.24M
Arts, Entertainment, and Recreation	71	106	35	+49%	0.89	\$20,171	\$3.45M
Management of Companies and Enterprises	134	101	-33	-25%	1.03	\$153,013	\$17.31M
Wholesale Trade	68	98	30	+44%	0.40	\$52,812	\$11.84M
Real Estate and Rental and Leasing	53	57	4	+8%	0.49	\$41,984	\$11.69M
Information	34	33	-1	-3%	0.27	\$51,187	\$5.11M
Educational Services	18	15	-3	-17%	0.09	\$22,289	\$508.86K

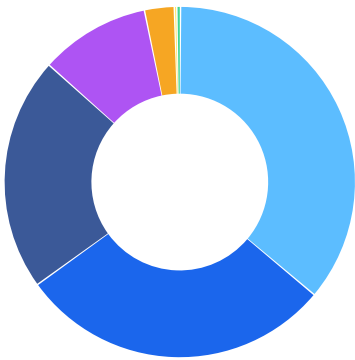
Business Characteristics

1,023 Companies Employ Your Workers

Online profiles for your workers mention 1,023 companies as employers, with the top 10 appearing below. In the last 12 months, 359 companies in Washburn County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
JACK LINK'S-UK LTD	66 	Platinum Supplemental Insuranc...	187 
State of Wisconsin	30 	Dollar General Corporation	76 
Spooner Health System, Inc.	29 	Jack's Snacks	58 
Spooner Area School District	27 	Telereach Inc	58 
Wisconsin Indianhead Technical...	26 	CRST International, Inc.	57 
ROYAL DUTCH SHELL PLC	21 	Jack Links	50 
Economart	19 	Essentia Health	47 
Indianhead Medical Center	19 	U.S. Xpress, Inc.	46 
Mantas Educational Consulting	18 	The Wood Company	44 
R. Stresau Laboratory, Inc.	13 	CompHealth, Inc.	42 

Business Size

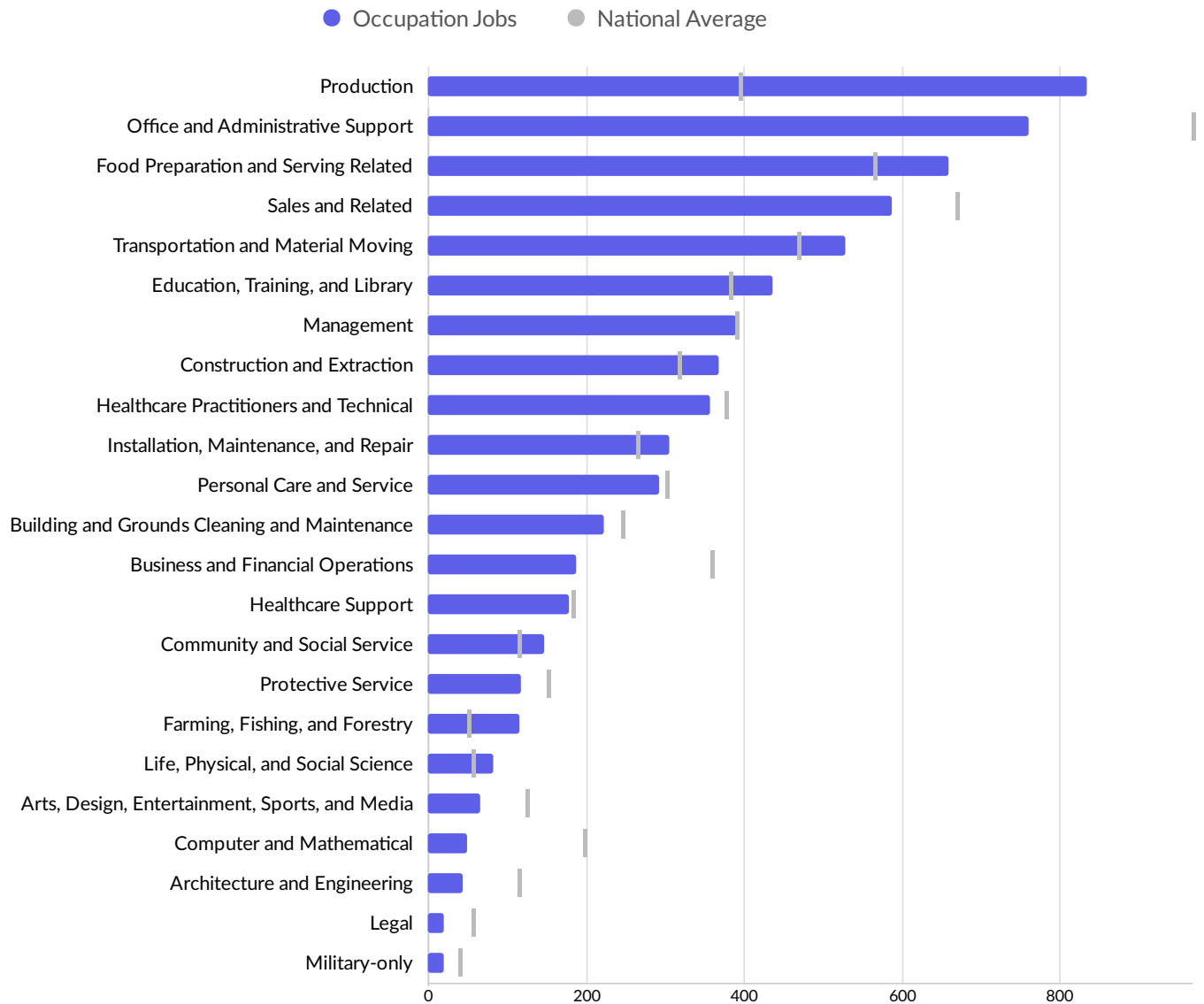


	Percentage	Business Count
1 to 4 employees	36.0%	316
5 to 9 employees	29.0%	254
10 to 19 employees	21.6%	189
20 to 49 employees	10.1%	89
50 to 99 employees	2.7%	24
100 to 249 employees	0.2%	2
250 to 499 employees	0.3%	3

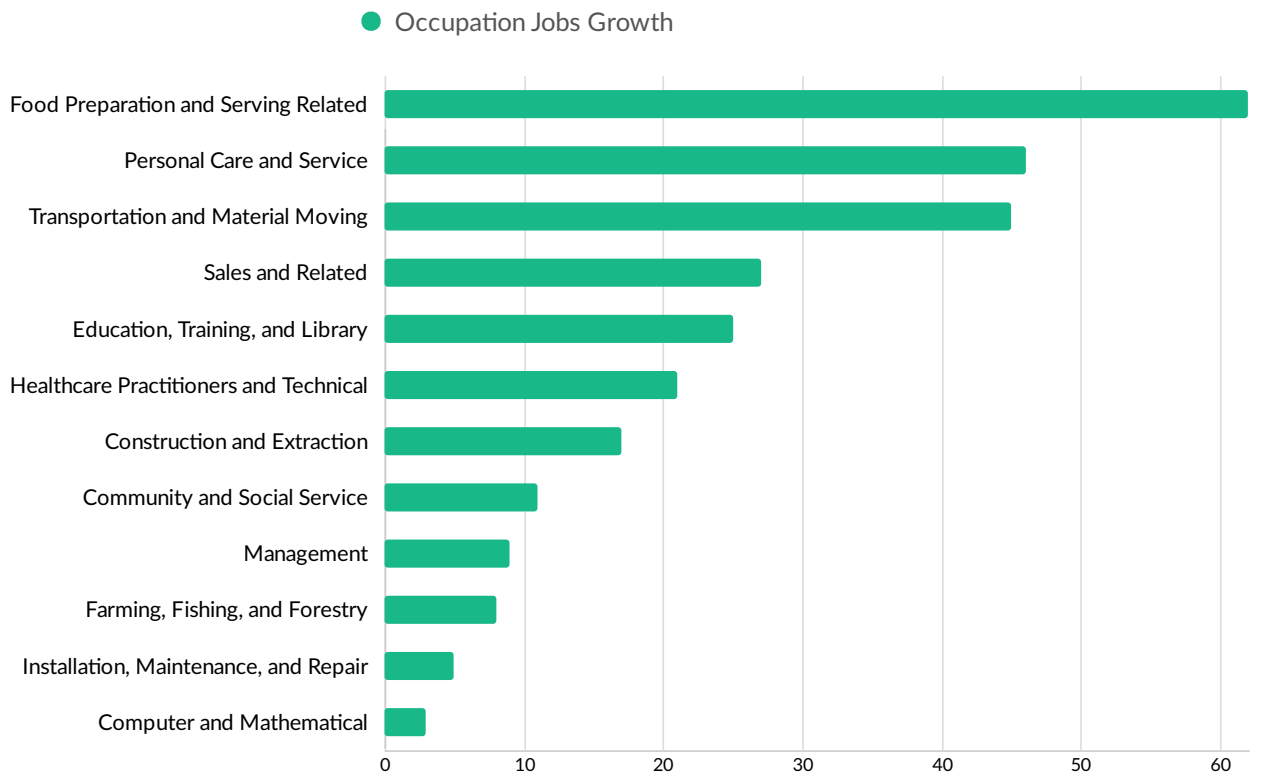
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

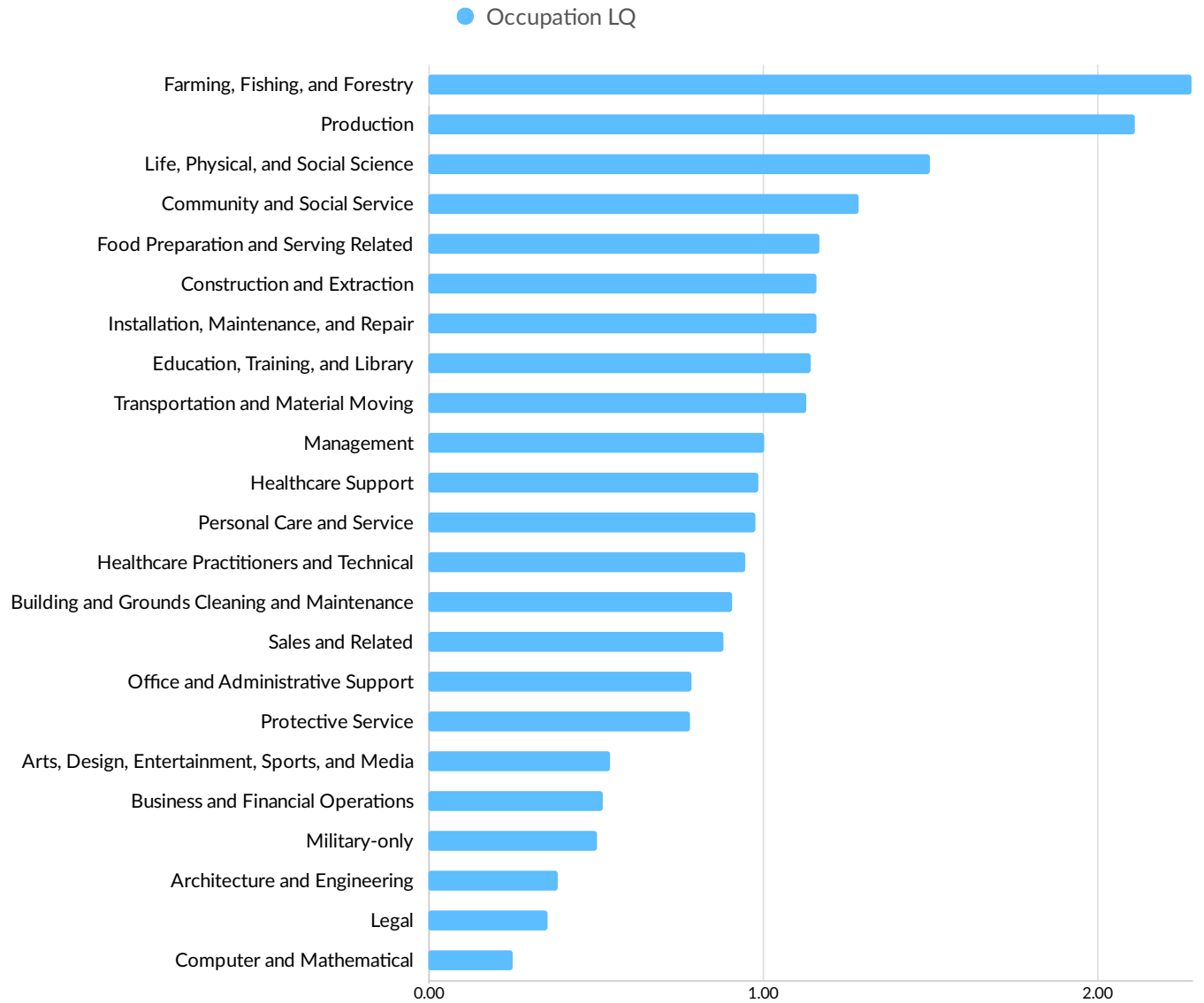
Largest Occupations



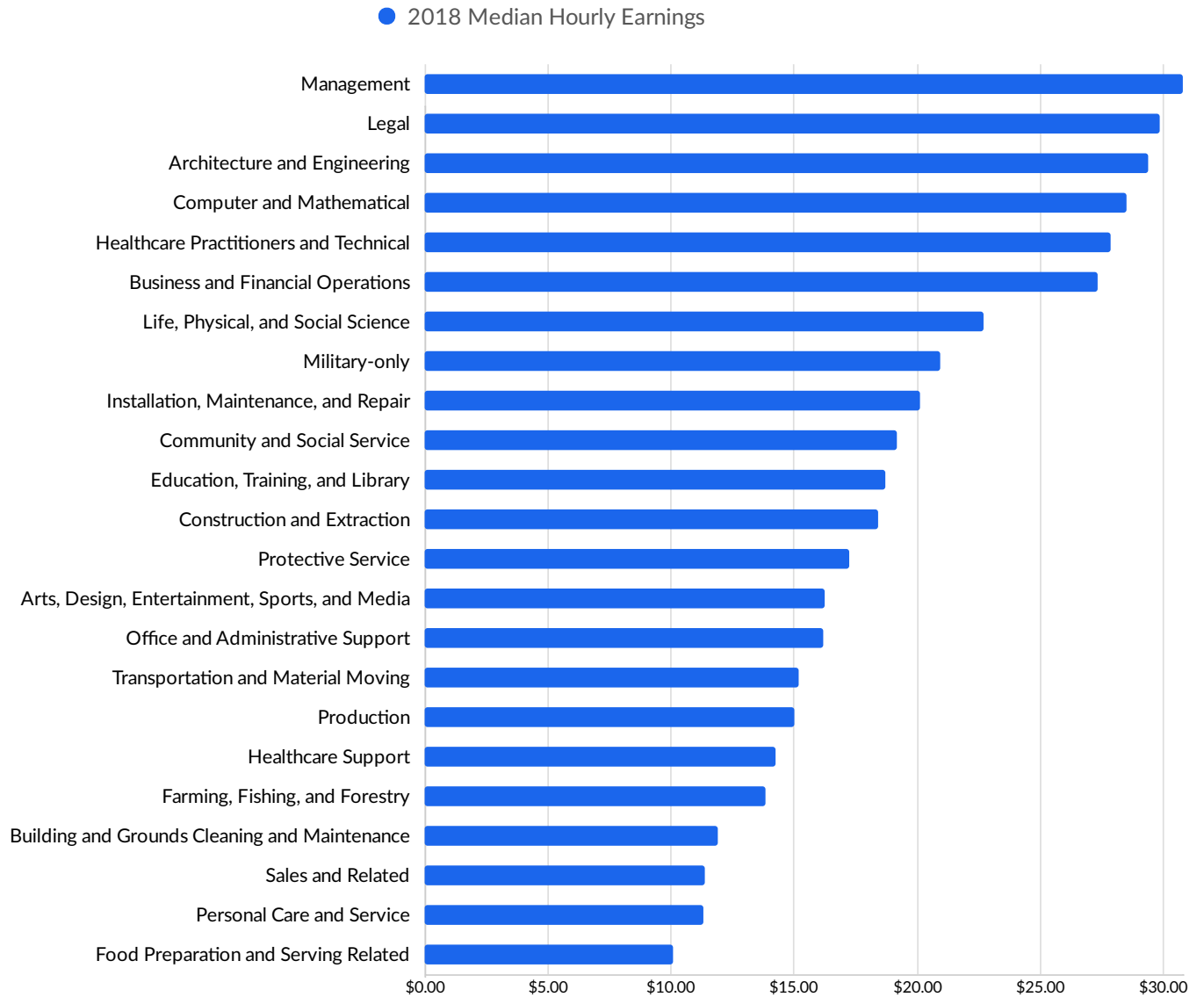
Top Growing Occupations



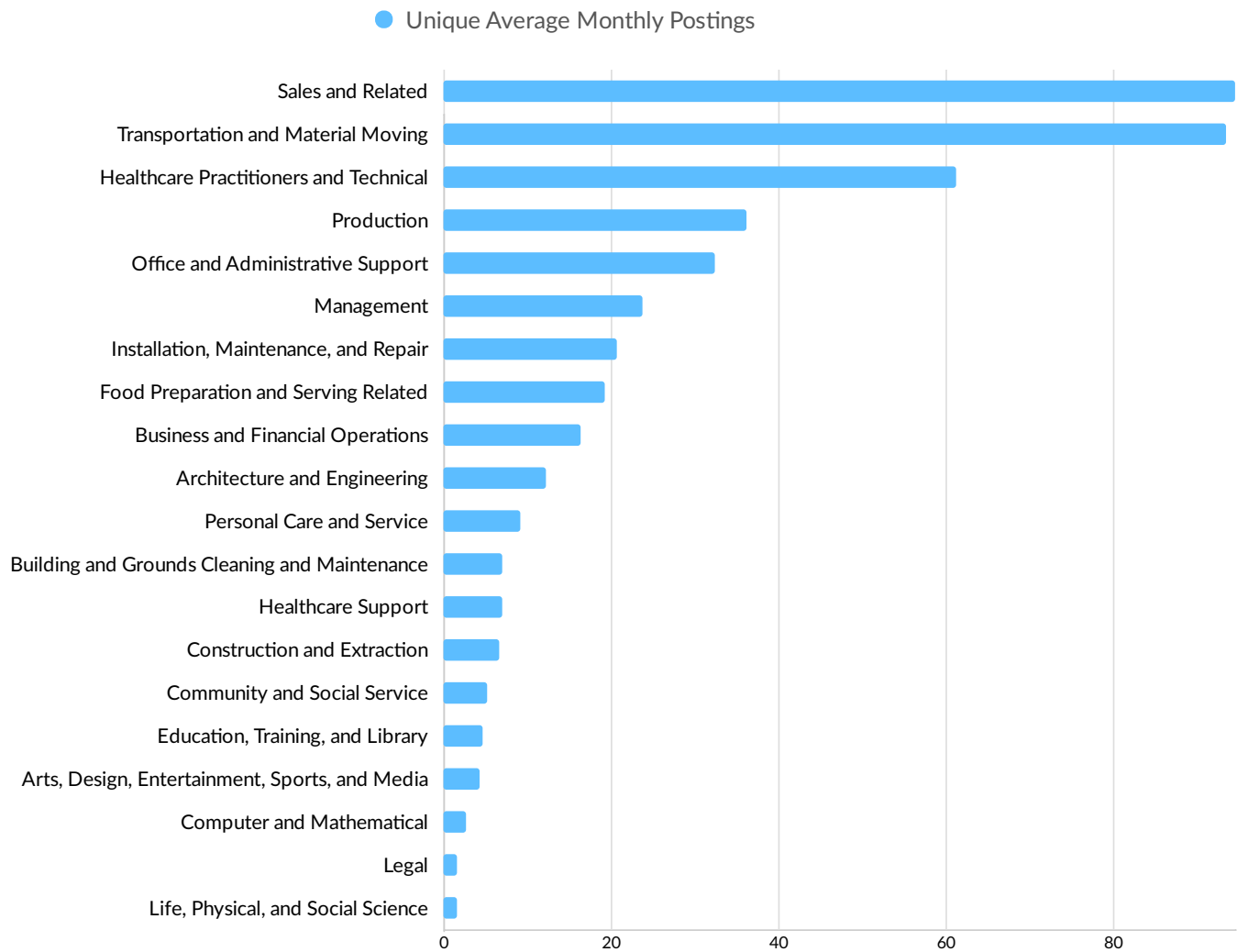
Top Occupation LQ



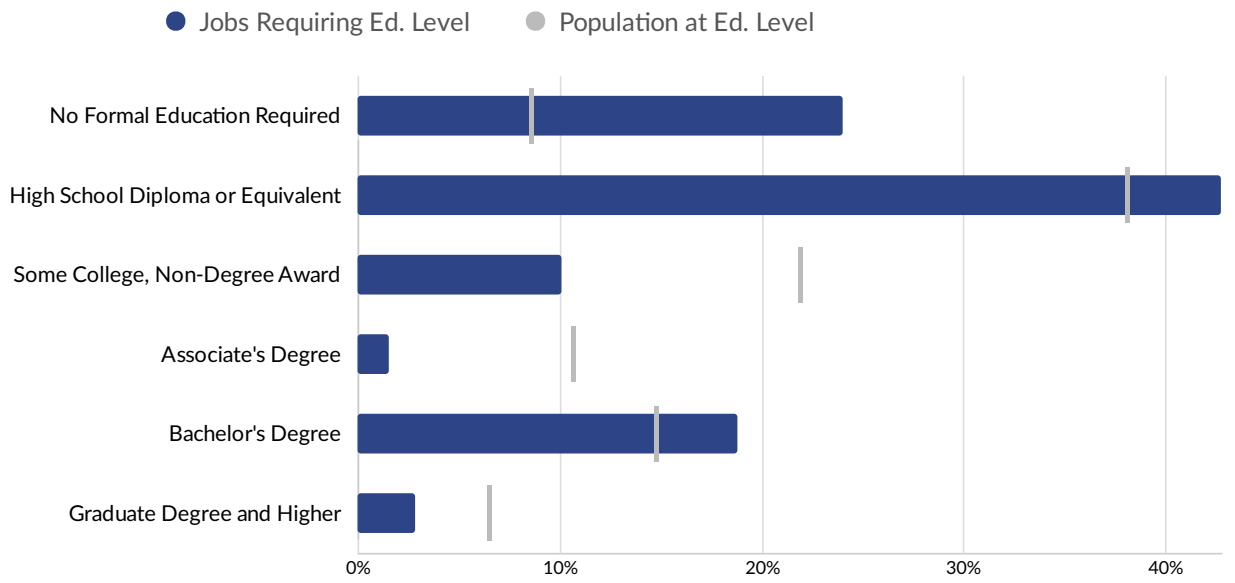
Top Occupation Earnings



Top Posted Occupations



Underemployment

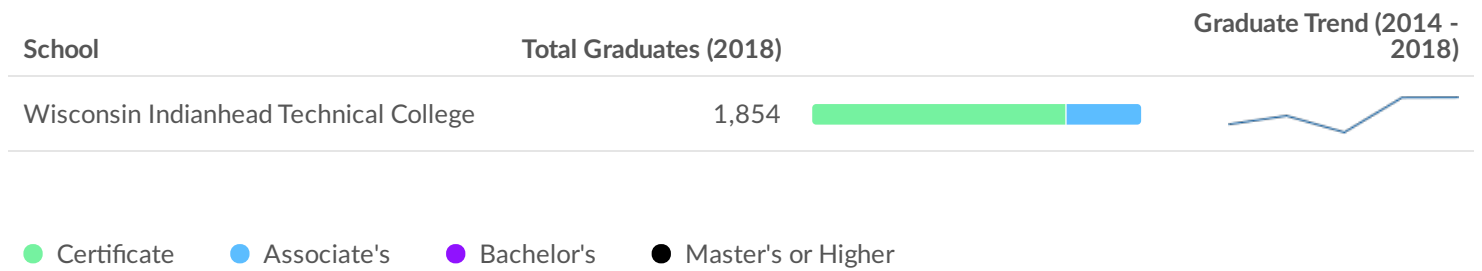


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Production	1,007	834	-173	-17%	2.11	\$15.05	36
Office and Administrative Support	806	761	-45	-6%	0.79	\$16.19	33
Food Preparation and Serving Related	599	661	62	+10%	1.17	\$10.08	19
Sales and Related	562	589	27	+5%	0.88	\$11.41	95
Transportation and Material Moving	483	528	45	+9%	1.13	\$15.18	93
Education, Training, and Library	411	436	25	+6%	1.14	\$18.70	5
Management	381	390	9	+2%	1.00	\$30.82	24
Construction and Extraction	352	369	17	+5%	1.16	\$18.45	7
Healthcare Practitioners and Technical	336	357	21	+6%	0.95	\$27.90	61
Installation, Maintenance, and Repair	301	306	5	+2%	1.16	\$20.16	21
Personal Care and Service	248	294	46	+19%	0.98	\$11.30	9
Building and Grounds Cleaning and Maintenance	227	223	-4	-2%	0.91	\$11.93	7
Business and Financial Operations	198	187	-11	-6%	0.52	\$27.35	16
Healthcare Support	204	179	-25	-12%	0.99	\$14.25	7
Community and Social Service	136	147	11	+8%	1.28	\$19.23	5
Protective Service	122	118	-4	-3%	0.78	\$17.28	1
Farming, Fishing, and Forestry	107	115	8	+7%	2.28	\$13.86	1
Life, Physical, and Social Science	83	82	-1	-1%	1.50	\$22.71	2

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	71	67	-4	-6%	0.54	\$16.25	4
Computer and Mathematical	47	50	3	+6%	0.25	\$28.56	3
Architecture and Engineering	46	44	-2	-4%	0.39	\$29.40	12
Legal	24	20	-4	-17%	0.36	\$29.90	2
Military-only	22	20	-2	-9%	0.51	\$20.99	0

Educational Pipeline

In 2018, there were 1,854 graduates in Washburn County, WI. This pipeline has grown by 6% 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.



In-Demand Skills

