

# Sawyer County, WI

Northwest Regional Planning Commission



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**NWRPC**  
*keeping your future as our focus*

1400 S. River Street  
Spooner, Wisconsin 54801

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## Report Parameters

### 1 County

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55113 Sawyer County, WI

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### Class of Worker

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

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

## Economy Overview

**16,648**

**Population (2020)**

Population **grew by 360** over the last 5 years and is projected to **grow by 309** over the next 5 years.

**7,877**

**Total Regional Employment**

Jobs **grew by 5** over the last 5 years and are projected to **grow by 438** over the next 5 years.

**\$47.7K**

**Median Household Income (2019)**

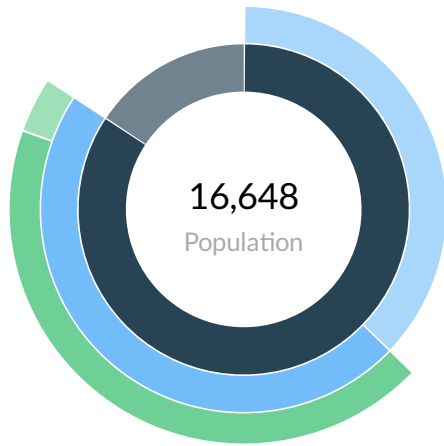
Median household income is **\$15.1K below** the national median household income of \$62.8K.

## Takeaways

- As of 2020 the region's population **increased by 2.2%** since 2015, growing by 360. Population is expected to **increase by 1.9%** between 2020 and 2025, adding 309.
- From 2015 to 2020, jobs **increased by 0.1%** in Sawyer County, WI from 7,871 to **7,877**. This change **fell short of the national growth rate of 1.3% by 1.2%**. As the number of jobs increased, the **labor force participation rate increased from 55.2% to 55.9% between 2015 and 2020**.
- Concerning educational attainment, **15.5% of Sawyer County, WI residents possess a Bachelor's Degree** (4.5% below the national average), and **11.4% hold an Associate's Degree** (2.8% above the national average).
- The top three industries in 2020 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	16,648	7,835	7,877	98.7	\$689.05M	\$1.06B	\$896.12M
NWRPC	175,719	87,306	72,838	99.2	\$6.87B	\$11.80B	\$9.92B
State	5,848,151	3,094,138	3,074,986	100.0	\$331.57B	\$322.64B	\$342.03B
Nation	330,591,441	159,976,949	160,385,413	100.0	\$20.70T	\$0	\$9.99T

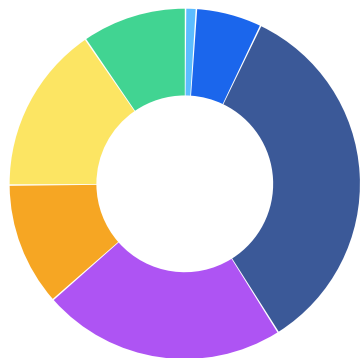
## 2020 Labor Force Breakdown



	Population
● Total Working Age Population	14,021
● Not in Labor Force (15+)	6,186
● Labor Force	7,835
● Employed	7,196
● Unemployed	639
● Under 15	2,627

## Educational Attainment

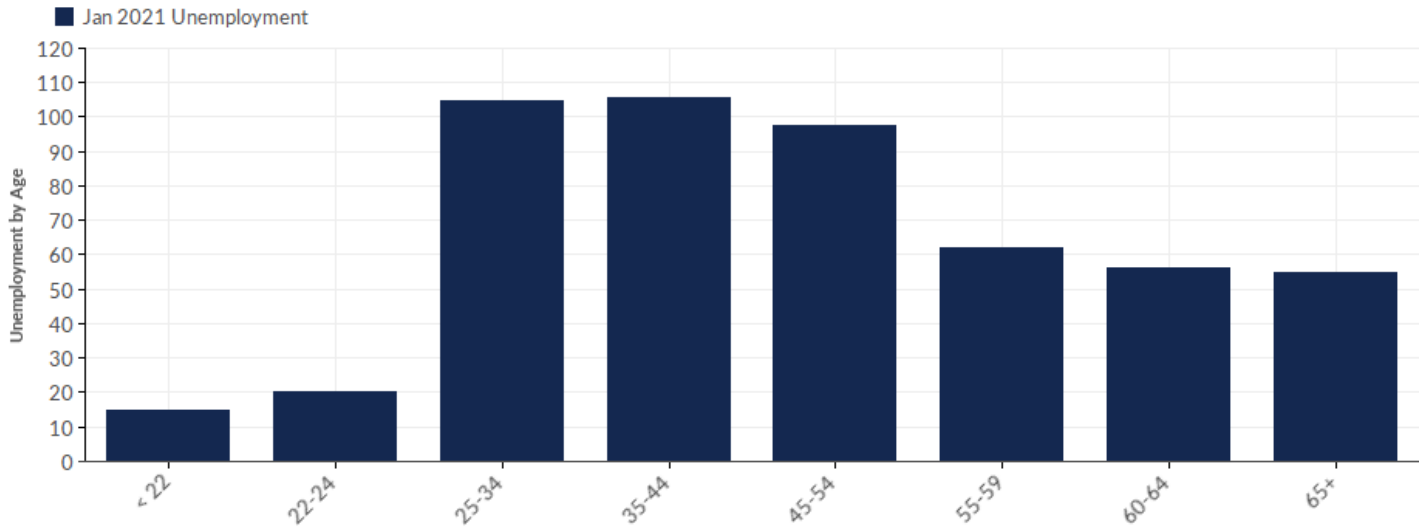
Concerning educational attainment, **15.5% of Sawyer County, WI residents possess a Bachelor's Degree** (4.5% below the national average), and **11.4% hold an Associate's Degree** (2.8% above the national average).



	% of Population	Population
● Less Than 9th Grade	1.0%	124
● 9th Grade to 12th Grade	6.1%	757
● High School Diploma	33.9%	4,236
● Some College	22.5%	2,804
● Associate's Degree	11.4%	1,419
● Bachelor's Degree	15.5%	1,939
● Graduate Degree and Higher	9.6%	1,205

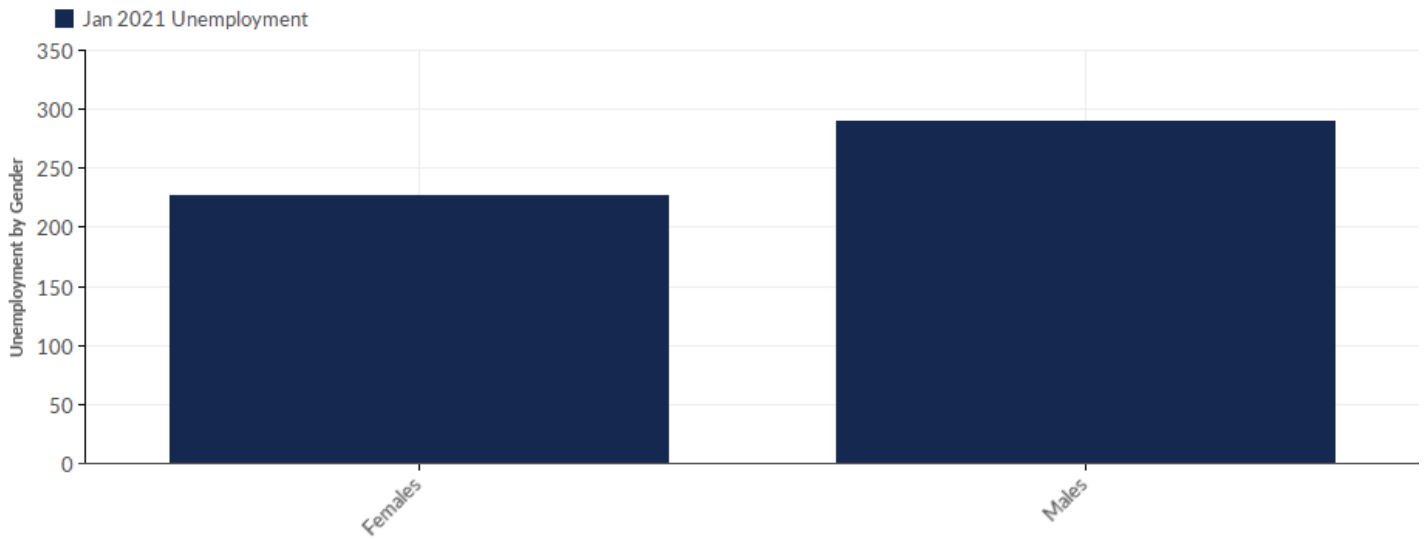
# Unemployment by Demographics

## Unemployment by Age



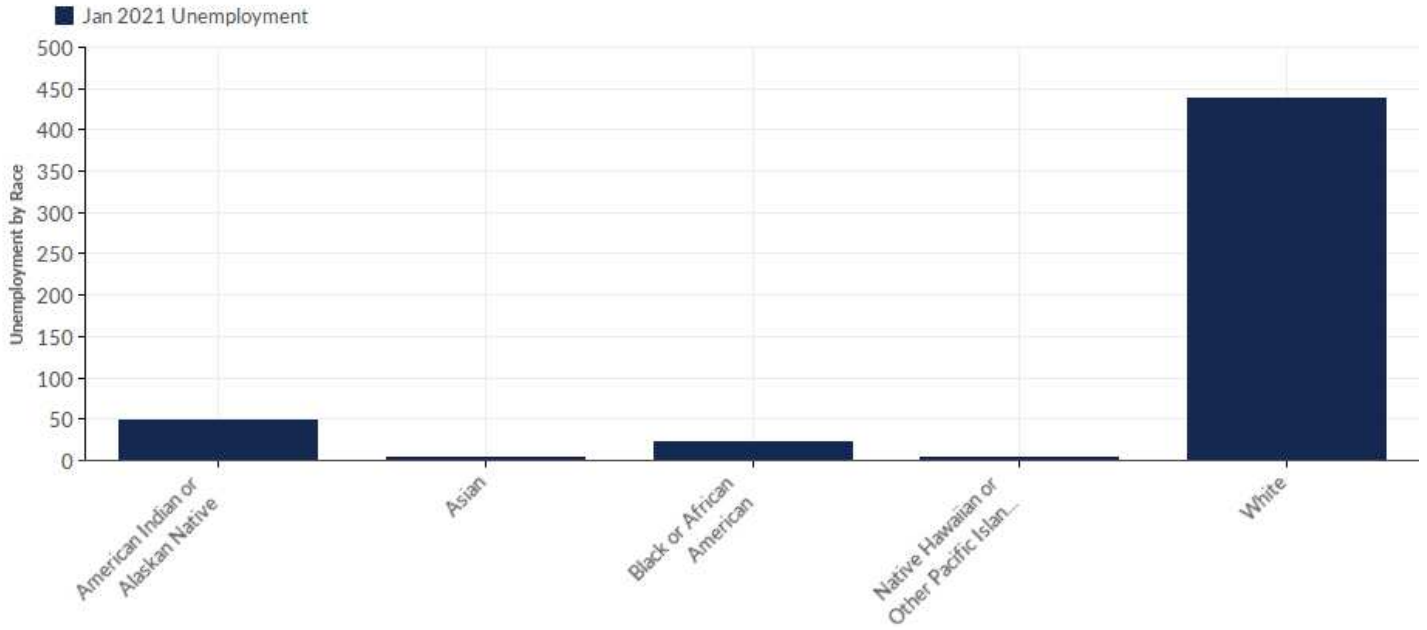
Age	Unemployment (Jan 2021)	% of Age Cohort
< 22	15	2.91%
22-24	20	3.88%
25-34	105	20.35%
35-44	106	20.54%
45-54	98	18.99%
55-59	62	12.02%
60-64	56	10.85%
65+	55	10.66%
<b>Total</b>	<b>516</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Jan 2021)	% of Age Cohort
Females	227	43.99%
Males	289	56.01%
Total	516	100.00%

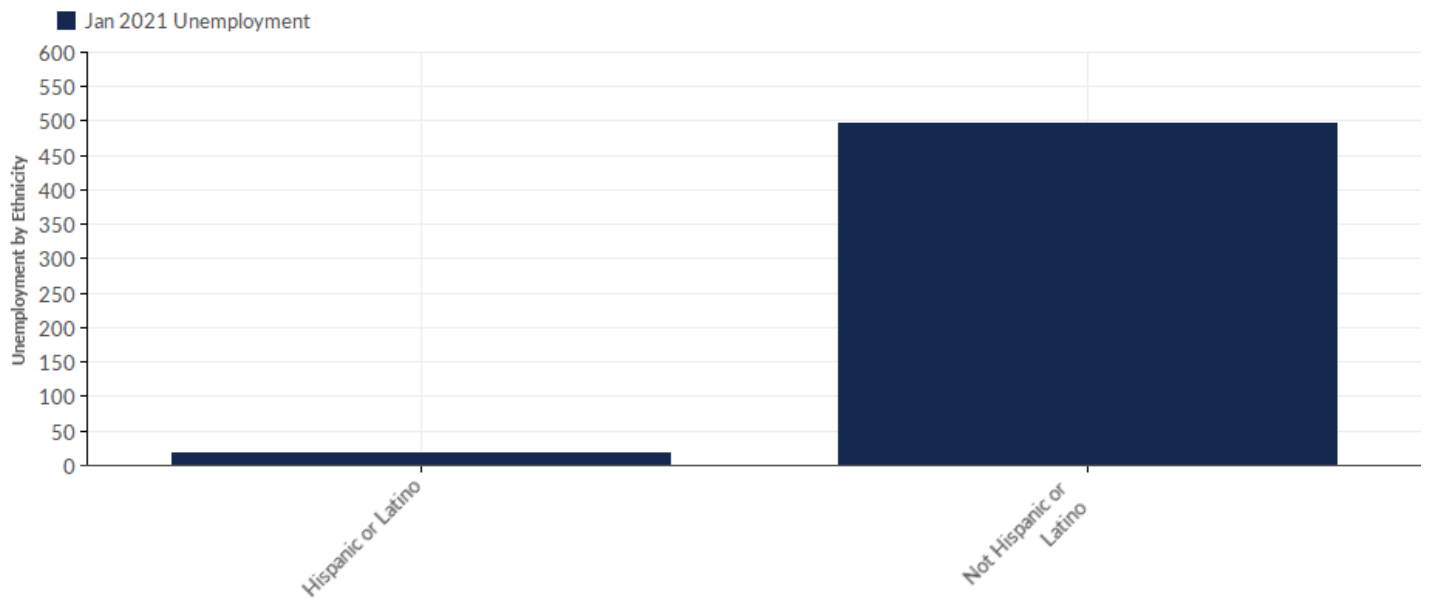
## Unemployment by Race



Race	Unemployment (Jan 2021)	% of Age Cohort
American Indian or Alaskan Native	48	9.30%
Asian	3	0.58%
Black or African American	23	4.46%
Native Hawaiian or Other Pacific Islander	3	0.58%
White	439	85.08%
Total	516	100.00%



## Unemployment by Ethnicity

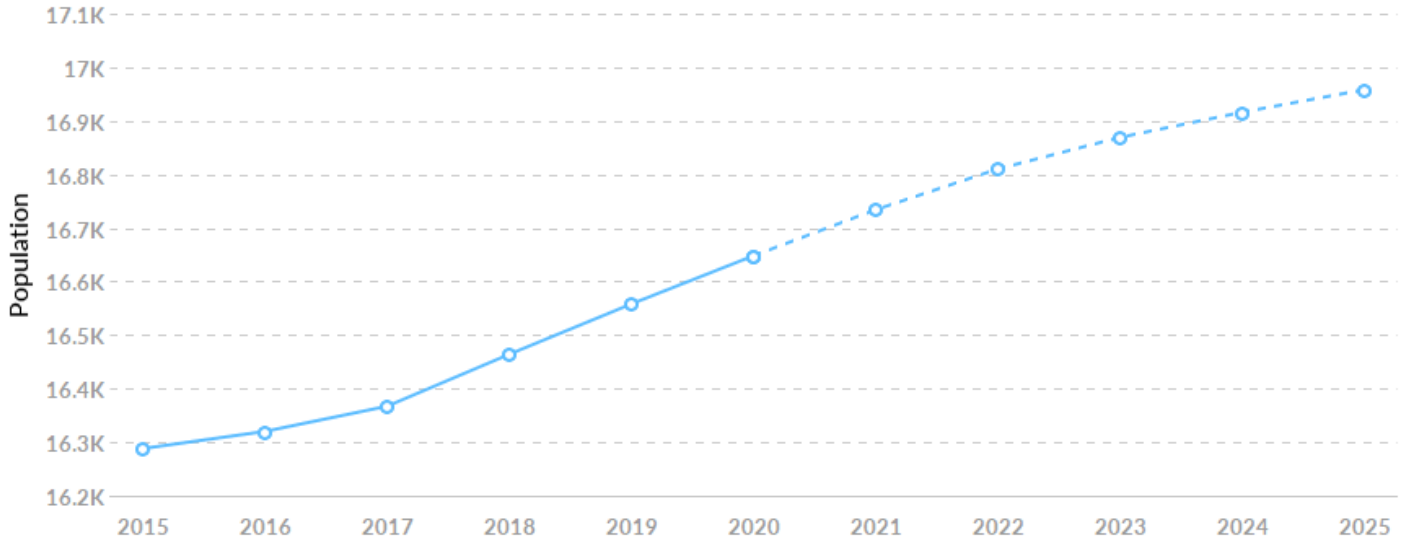


Ethnicity	Unemployment (Jan 2021)	% of Age Cohort
Hispanic or Latino	18	3.49%
Not Hispanic or Latino	498	96.51%
Total	516	100.00%

# Historic & Projected Trends

## Population Trends

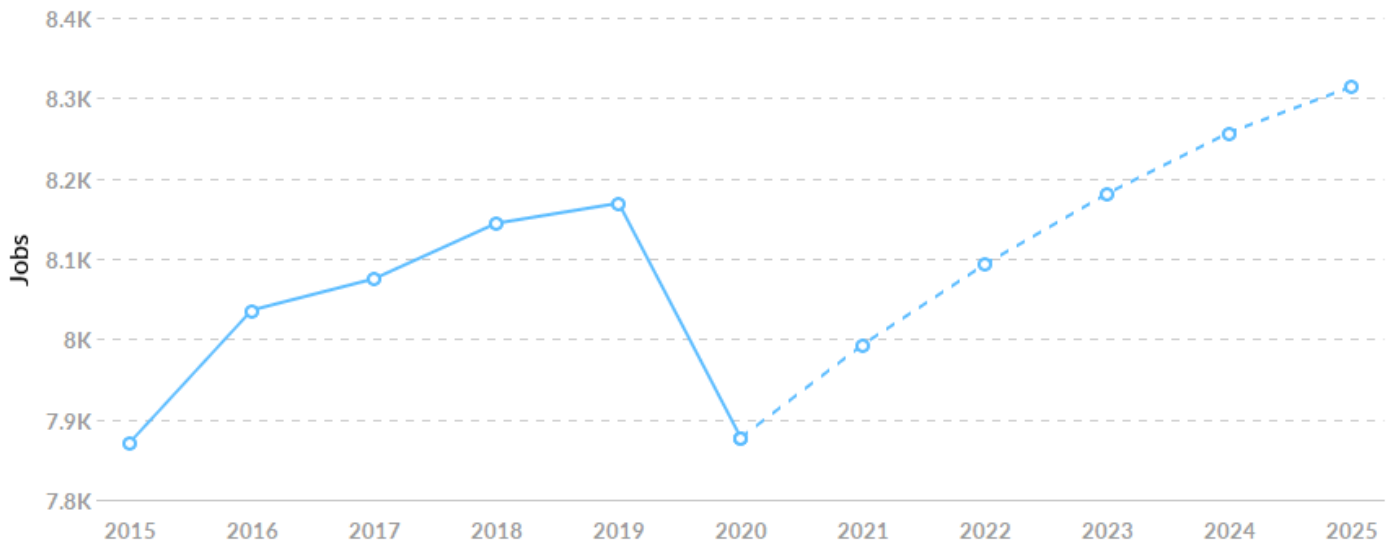
As of 2020 the region's population **increased by 2.2%** since 2015, growing by 360. Population is expected to **increase by 1.9%** between 2020 and 2025, adding 309.



Timeframe	Population
2015	16,288
2016	16,320
2017	16,367
2018	16,464
2019	16,558
2020	16,648
2021	16,734
2022	16,810
2023	16,869
2024	16,916
2025	16,958

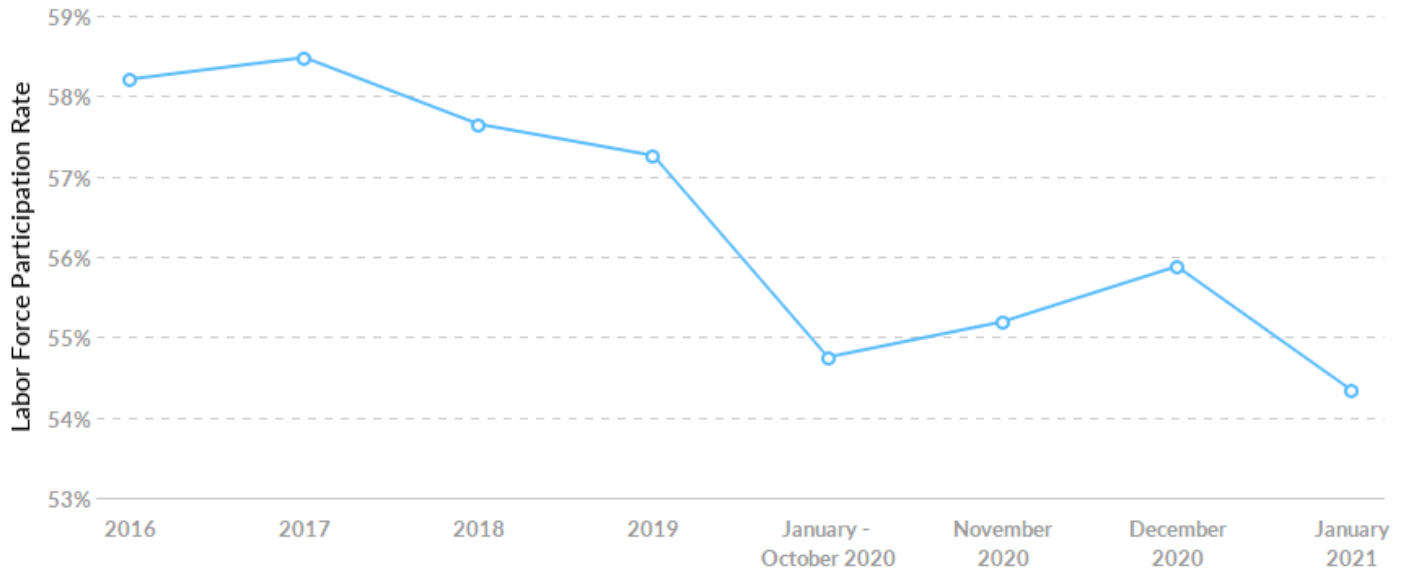
## Job Trends

From 2015 to 2020, jobs increased by 0.1% in Sawyer County, WI from 7,871 to 7,877. This change fell short of the national growth rate of 1.3% by 1.2%.



Timeframe	Jobs
2015	7,871
2016	8,036
2017	8,075
2018	8,144
2019	8,169
2020	7,877
2021	7,993
2022	8,093
2023	8,181
2024	8,257
2025	8,314

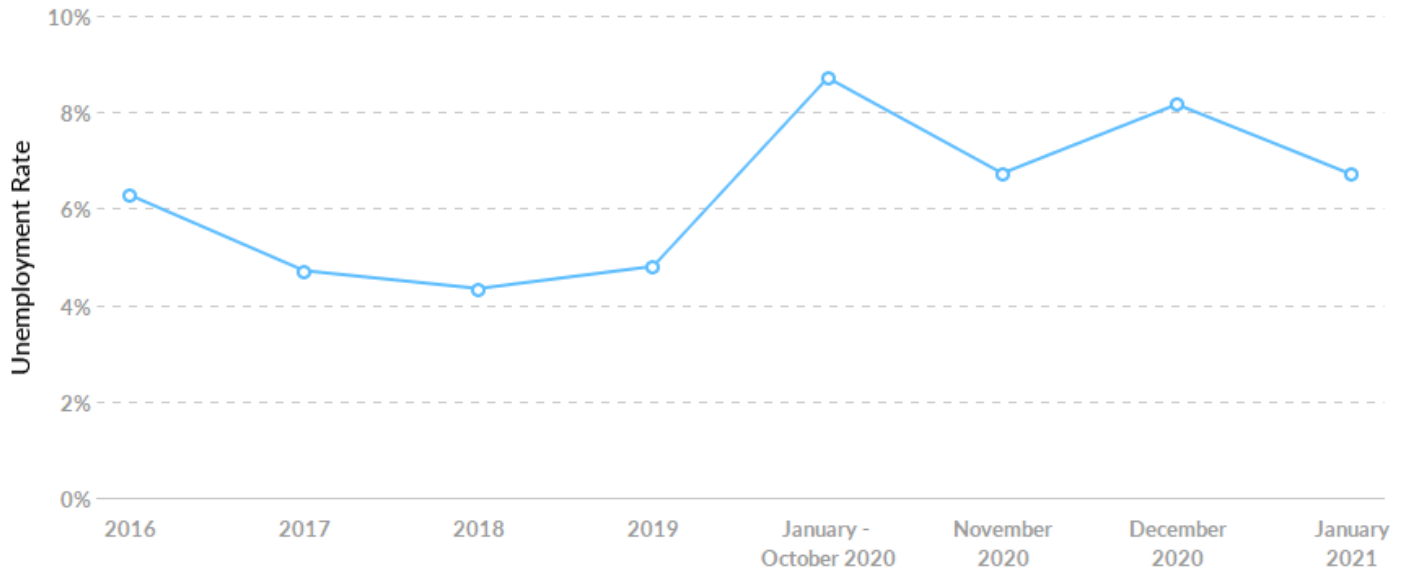
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	58.21%
2017	58.48%
2018	57.65%
2019	57.26%
January - October 2020	54.75%
November 2020	55.19%
December 2020	55.88%
January 2021	54.34%

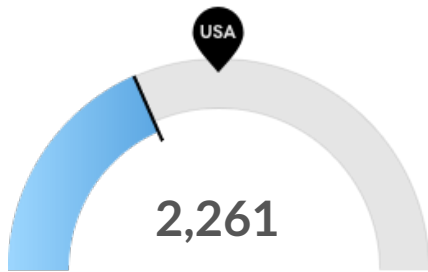
## Unemployment Rate Trends

Sawyer County, WI had a January 2021 unemployment rate of 6.71%, **increasing from 6.28%** 5 years before.



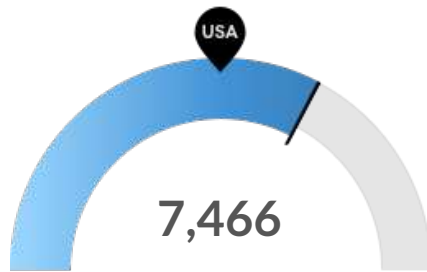
Timeframe	Unemployment Rate
2016	6.28%
2017	4.71%
2018	4.34%
2019	4.80%
January - October 2020	8.71%
November 2020	6.73%
December 2020	8.16%
January 2021	6.71%

## Population Characteristics



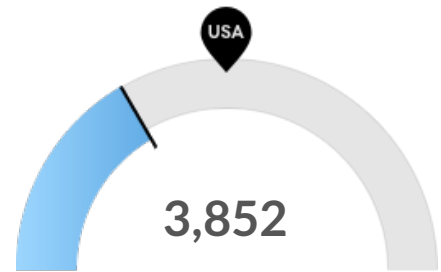
Millennials

Sawyer County, WI has 2,261 millennials (ages 25-39). The national average for an area this size is 3,414.



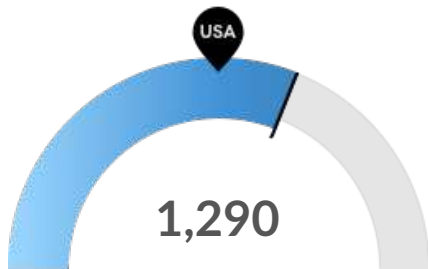
Retiring Soon

Retirement risk is high in Sawyer County, WI. The national average for an area this size is 4,868 people 55 or older, while there are 7,466 here.



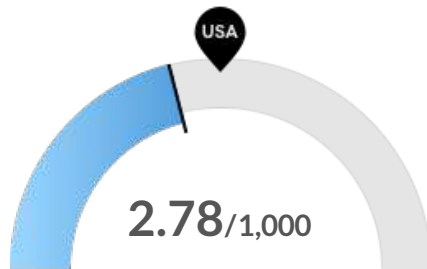
Racial Diversity

Racial diversity is low in Sawyer County, WI. The national average for an area this size is 6,605 racially diverse people, while there are 3,852 here.



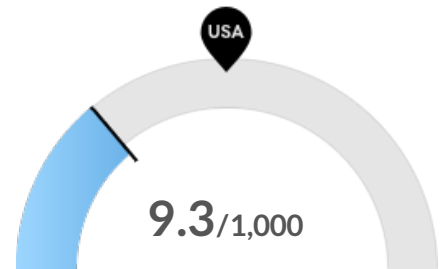
Veterans

Sawyer County, WI has 1,290 veterans. The national average for an area this size is 920.



Violent Crime

Sawyer County, WI has 2.78 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

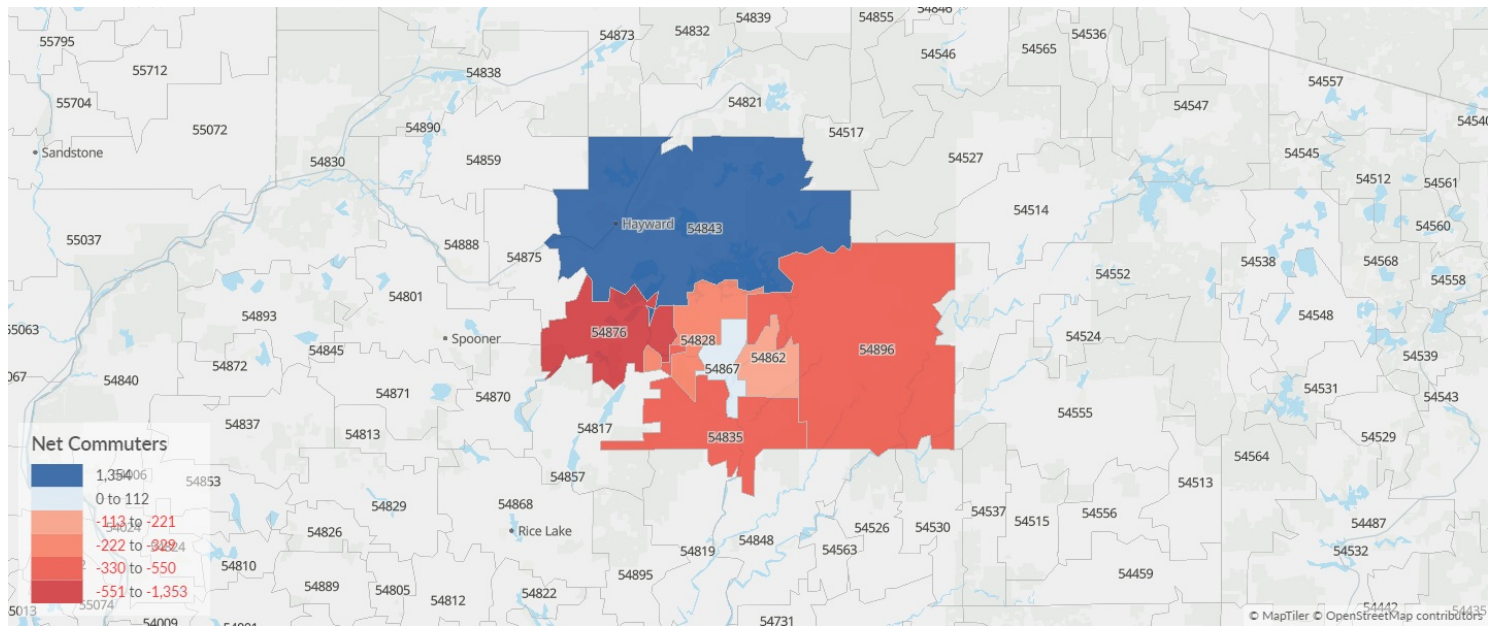


Property Crime

Sawyer County, WI has 9.3 property crimes per 1,000 people. The national rate is 19.79 per 1,000 people.

## Place of Work vs Place of Residence

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



### Where Talent Works

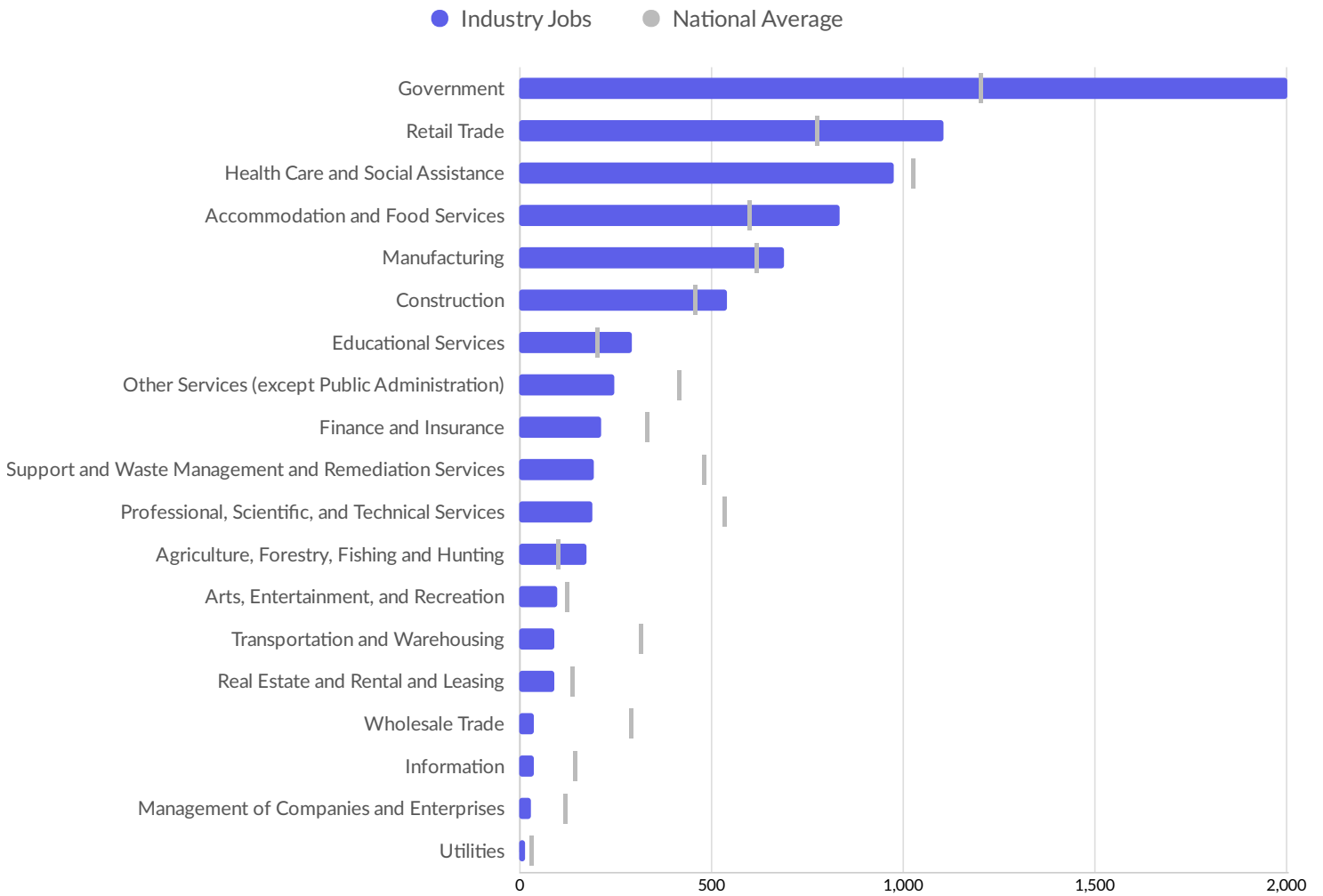
ZIP	Name	2020 Employment
54843	Hayward, WI (in Sawye...	6,695
54896	Winter, WI (in Sawyer c...	376
54876	Stone Lake, WI (in Sawy...	293
54867	Radisson, WI (in Sawye...	263
54828	Couderay, WI (in Sawye...	101

### Where Talent Lives

ZIP	Name	2020 Workers
54843	Hayward, WI (in Sawye...	5,341
54876	Stone Lake, WI (in Sawy...	844
54896	Winter, WI (in Sawyer c...	706
54835	Exeland, WI (in Sawyer ...	467
54828	Couderay, WI (in Sawye...	323

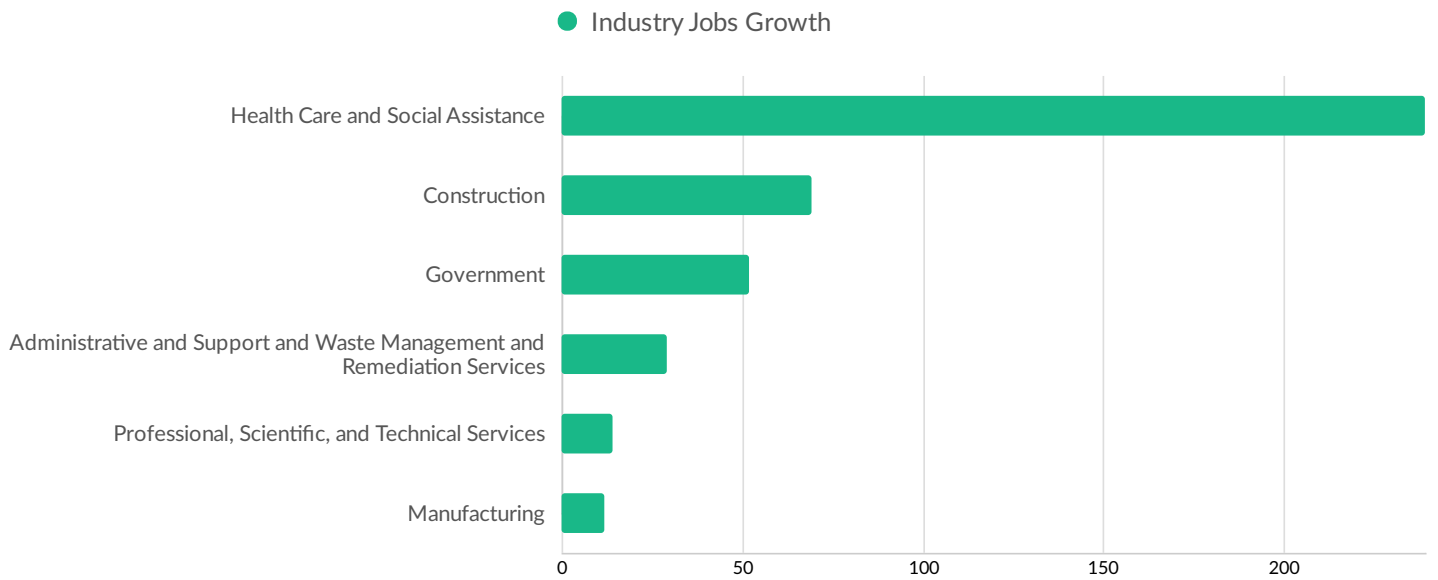
# Industry Characteristics

## Largest Industries

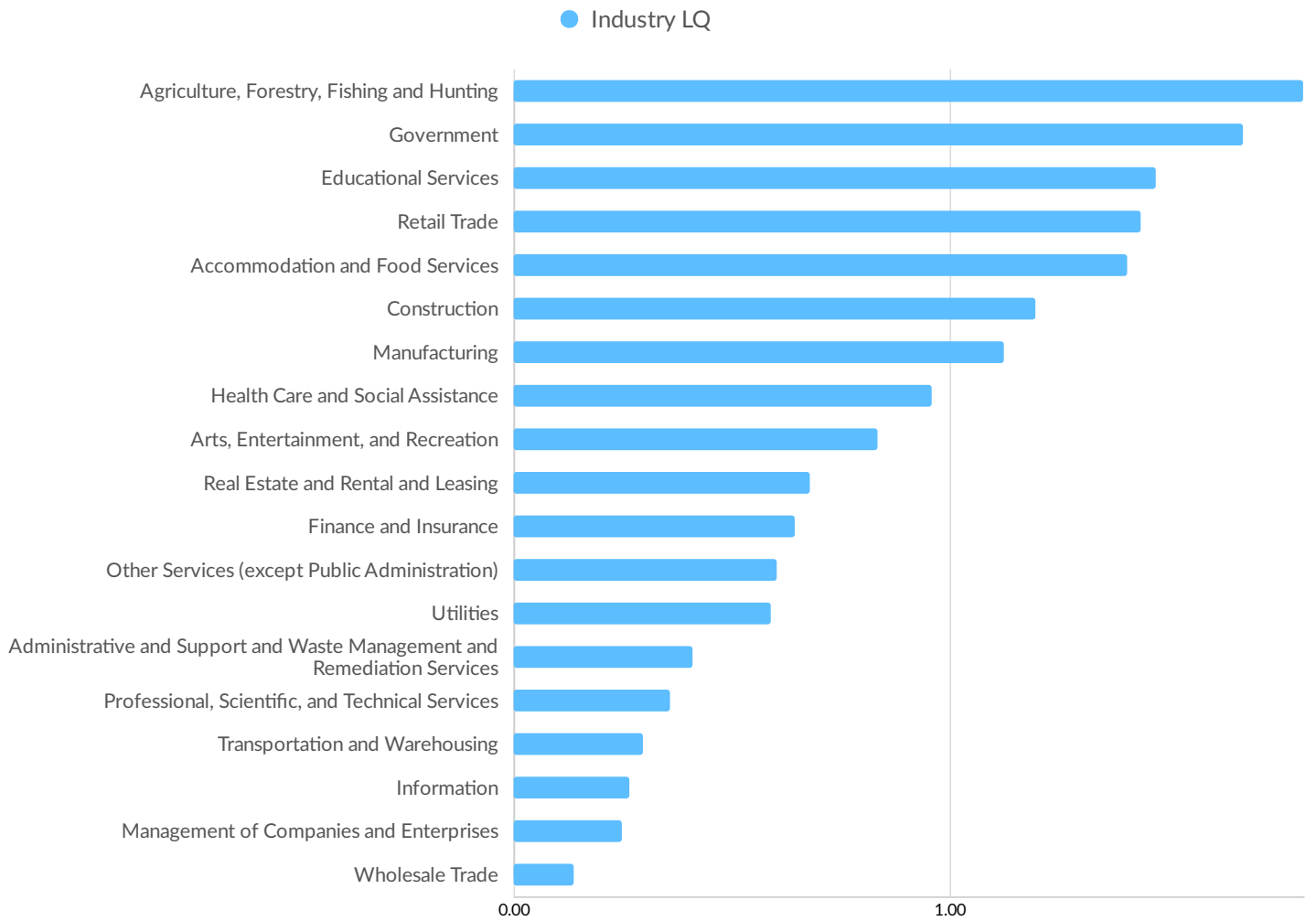




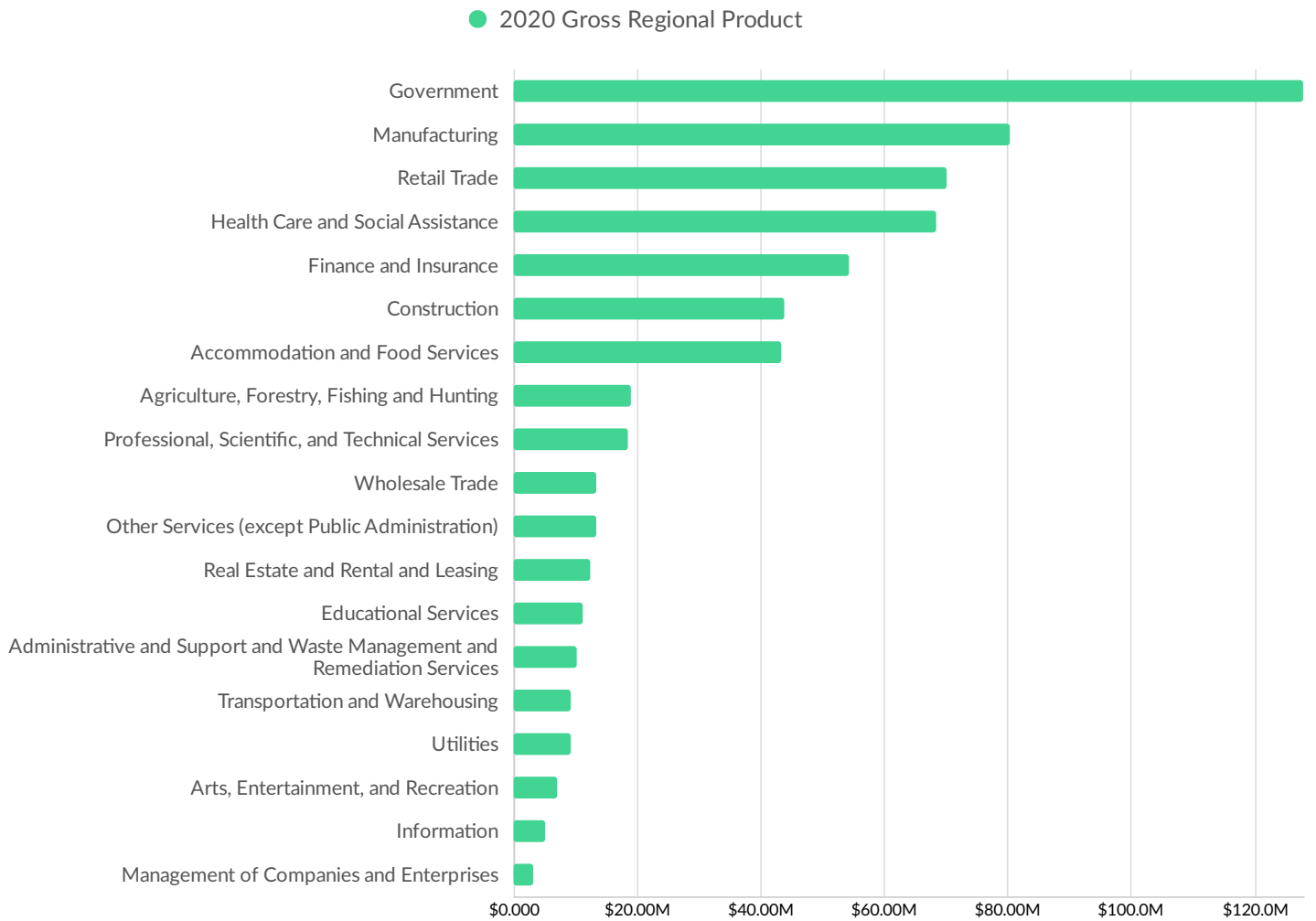
## Top Growing Industries



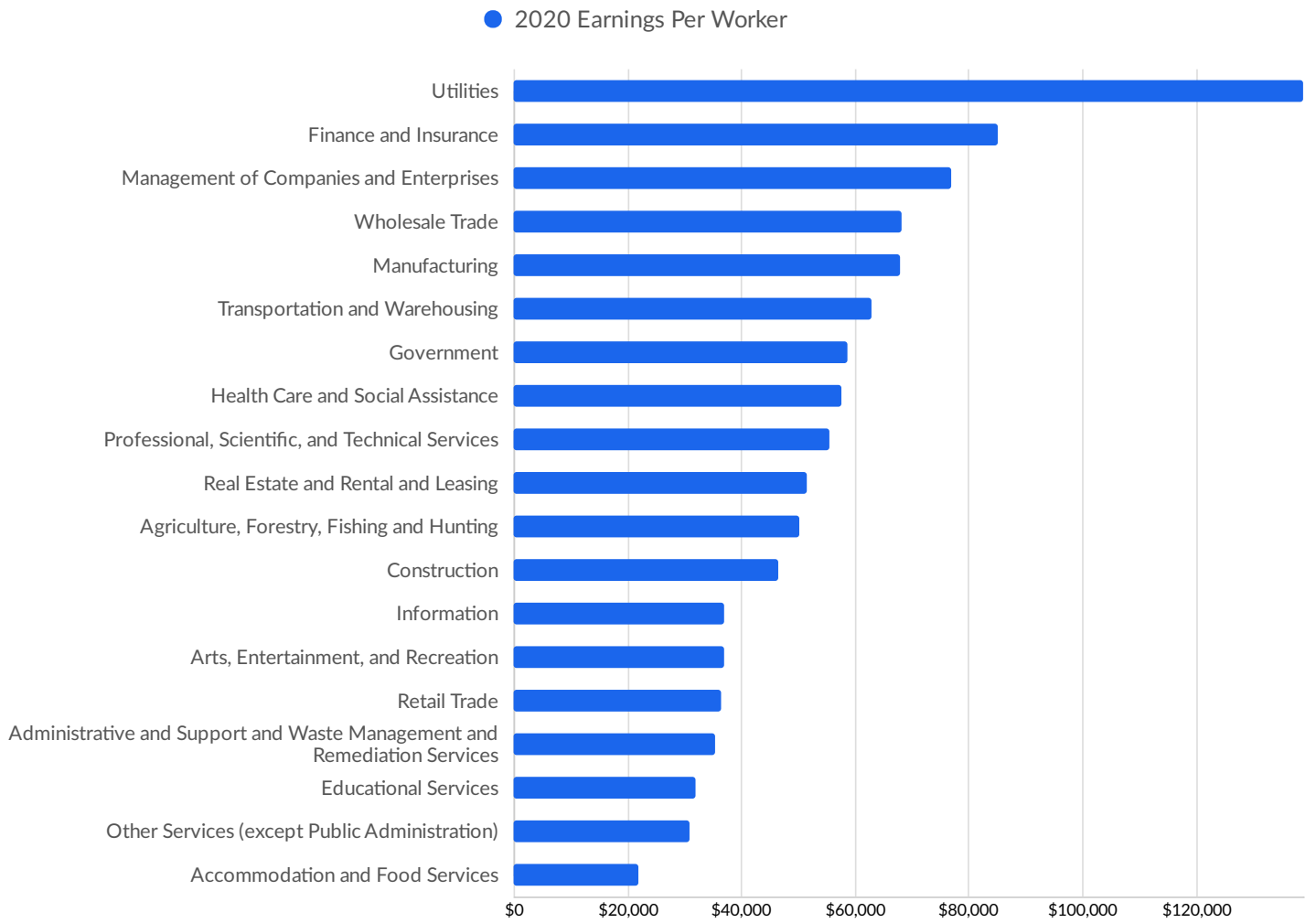
## Top Industry LQ



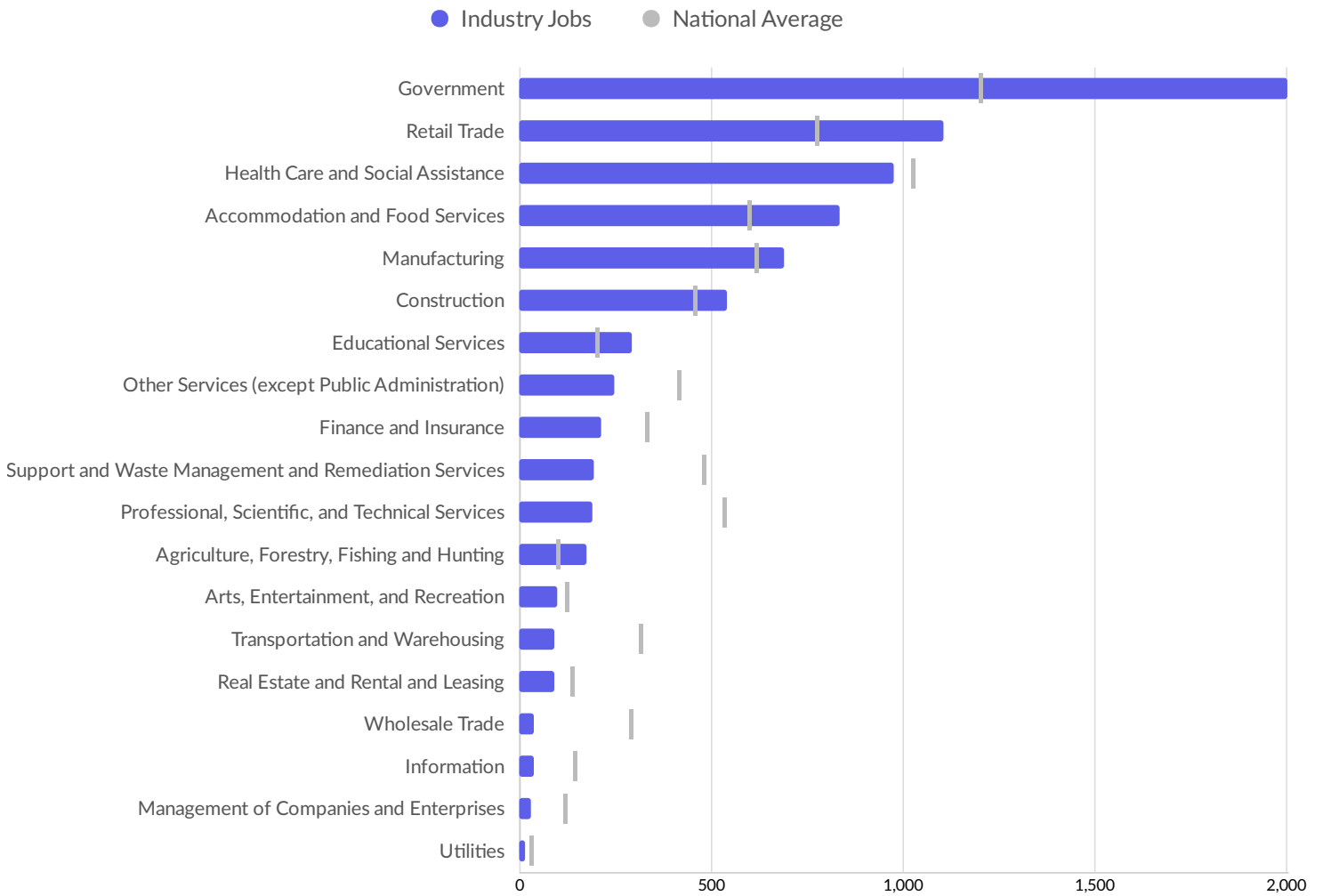
## Top Industry GRP



## Top Industry Earnings




## Largest Industries



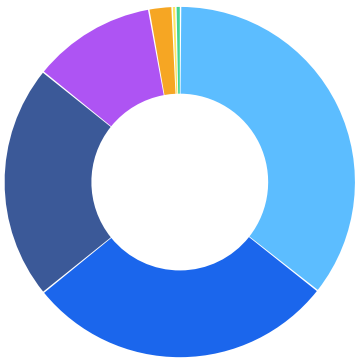
## Business Characteristics

### 1,382 Companies Employ Your Workers

Online profiles for your workers mention 1,382 companies as employers, with the top 10 appearing below. In the last 12 months, 565 companies in Sawyer County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Northlakes Community Clinic	34 	U.S. Xpress, Inc.	101 
Lac Courte Oreilles Objibwa Co...	32 	C.R. England, Inc.	74 
Hayward Community School Dis...	29 	Dollar General Corporation	73 
State of Wisconsin	25 	Army National Guard	72 
Lac Courte Oreilles Ojibwe Scho...	24 	Indian Health Service	67 
County of Sawyer	22 	Essentia Health	58 
Lac Courte Oreilles Band of Lak...	20 	Wal-Mart, Inc.	53 
St Mary's Kewaunee Area Mem...	19 	Northwestern Memorial Hospital	45 
Northwestern Memorial Hospital	18 	Walgreens Company	45 
Winter School District	17 	Platinum Supplemental Insuranc...	43 

## Business Size

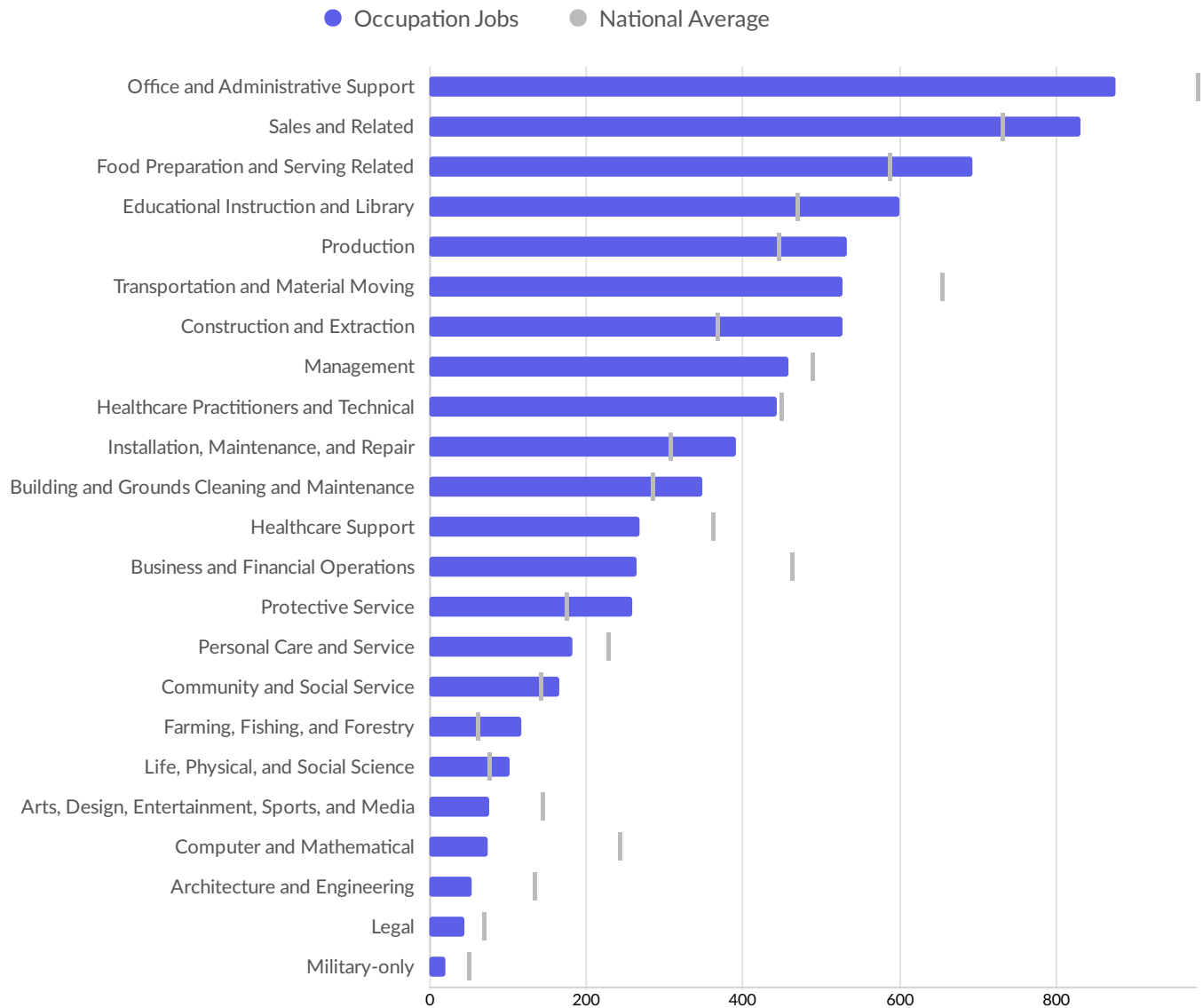


	Percentage	Business Count
1 to 4 employees	35.6%	416
5 to 9 employees	28.5%	334
10 to 19 employees	21.6%	253
20 to 49 employees	11.4%	133
50 to 99 employees	2.1%	25
100 to 249 employees	0.3%	4
250 to 499 employees	0.4%	5

*\*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.*

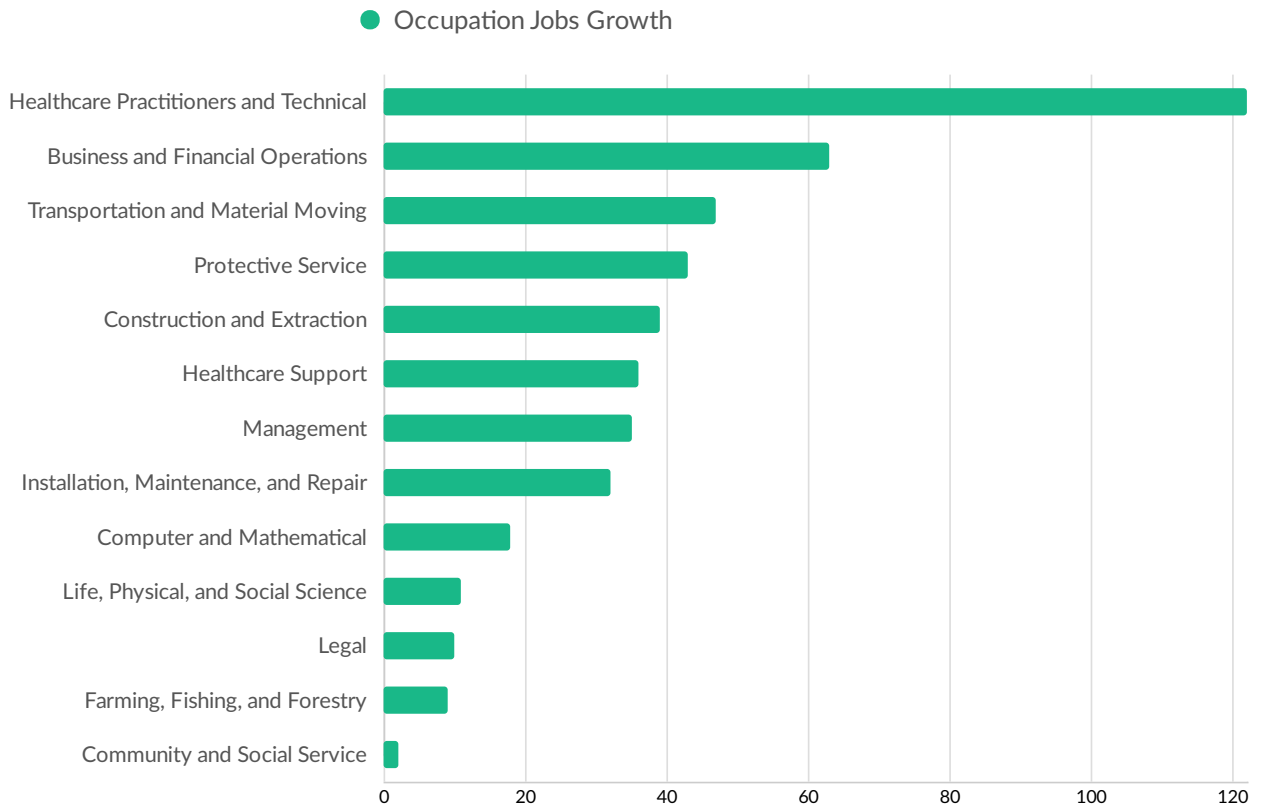
# Workforce Characteristics

## Largest Occupations

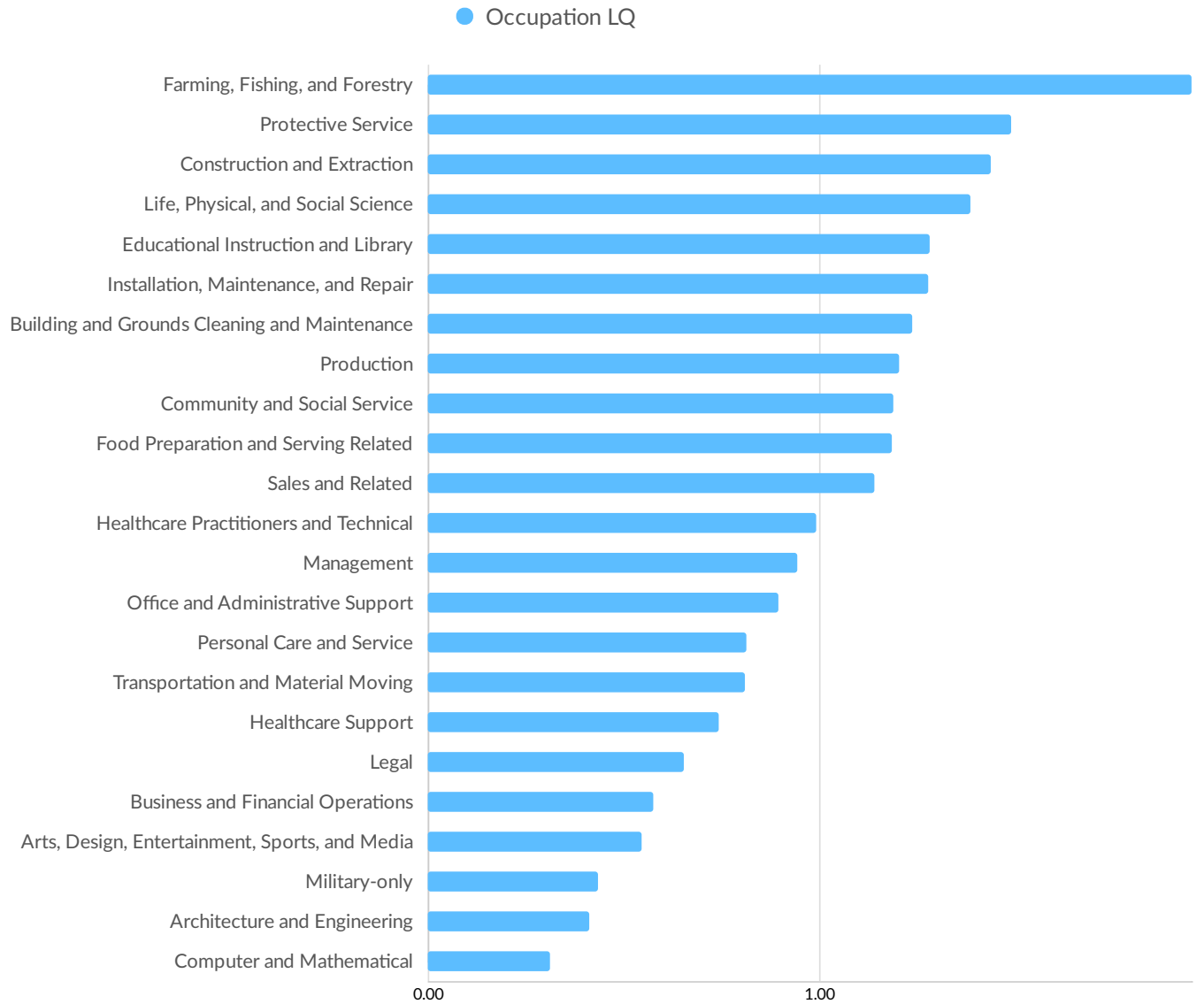




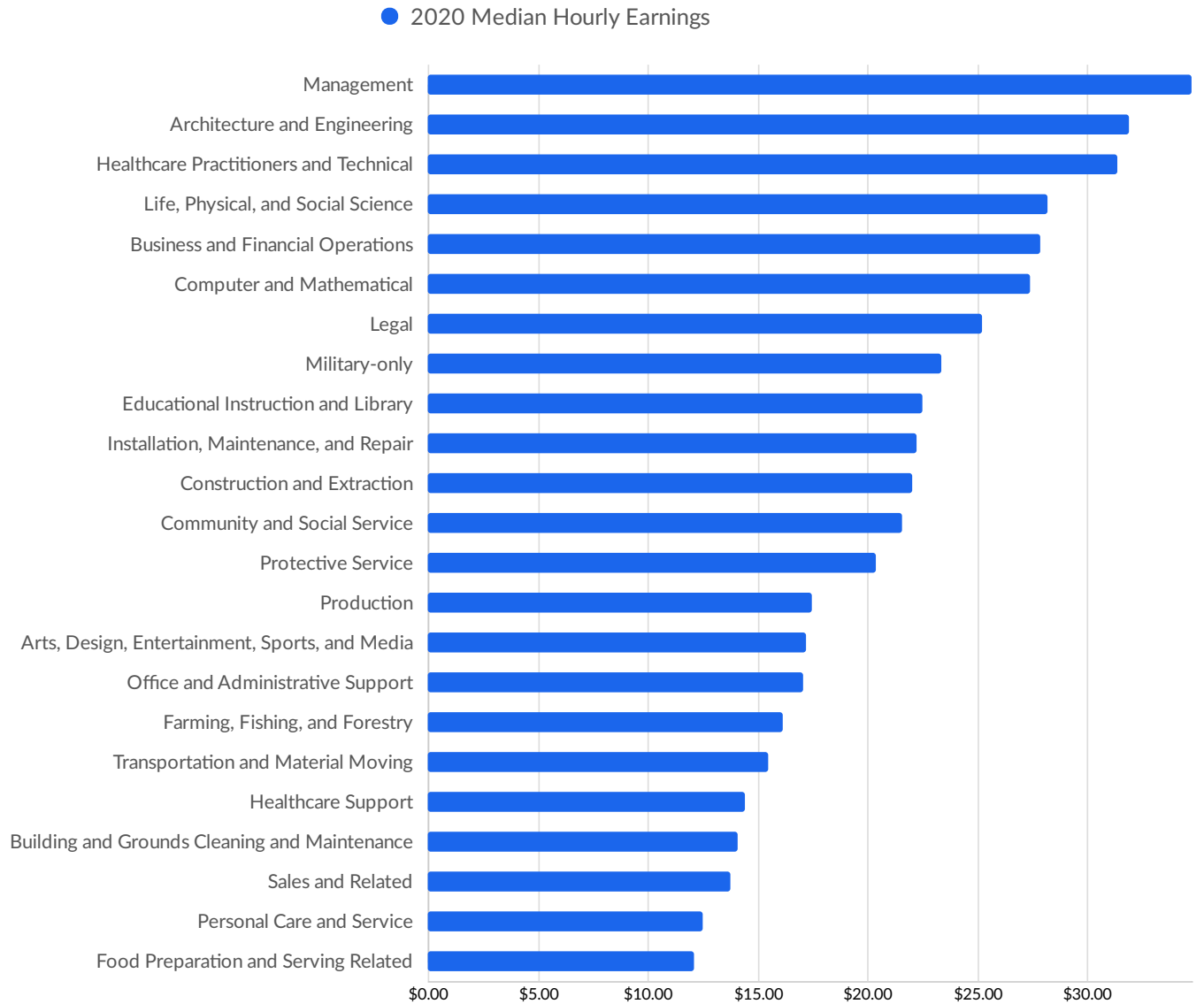
## Top Growing Occupations



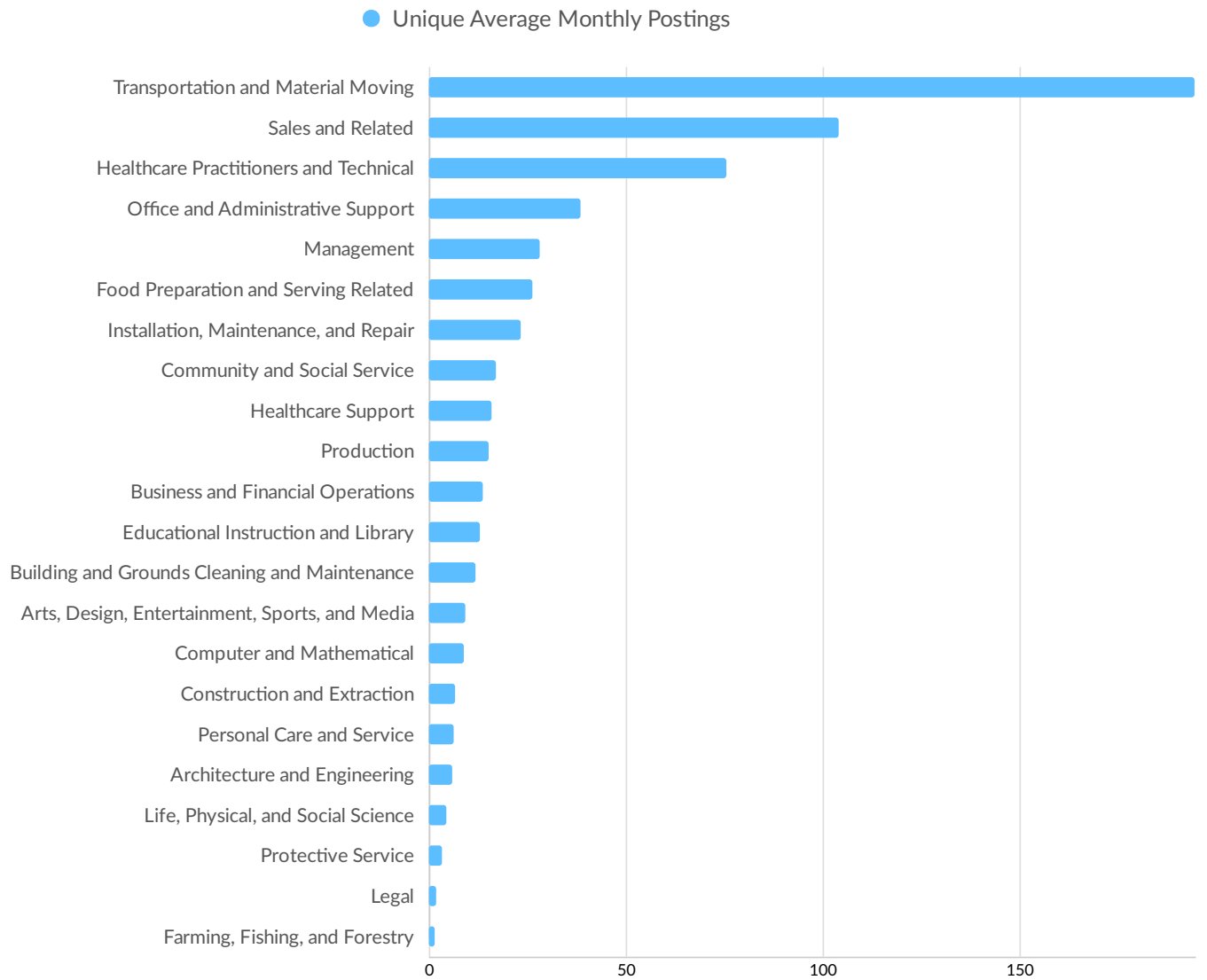
## Top Occupation LQ



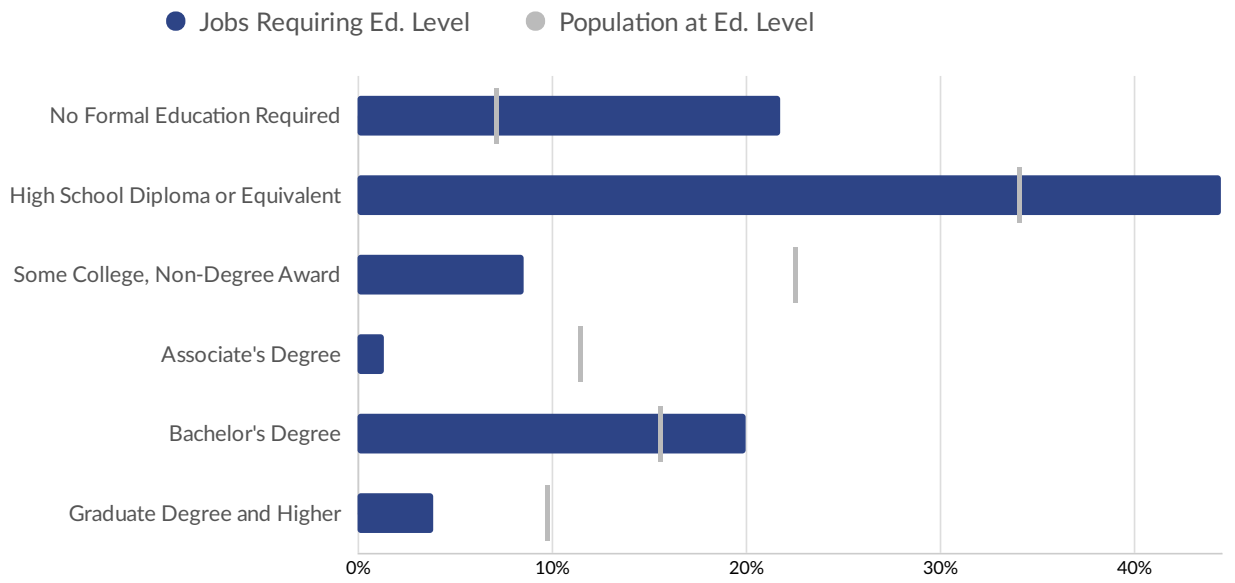
## Top Occupation Earnings



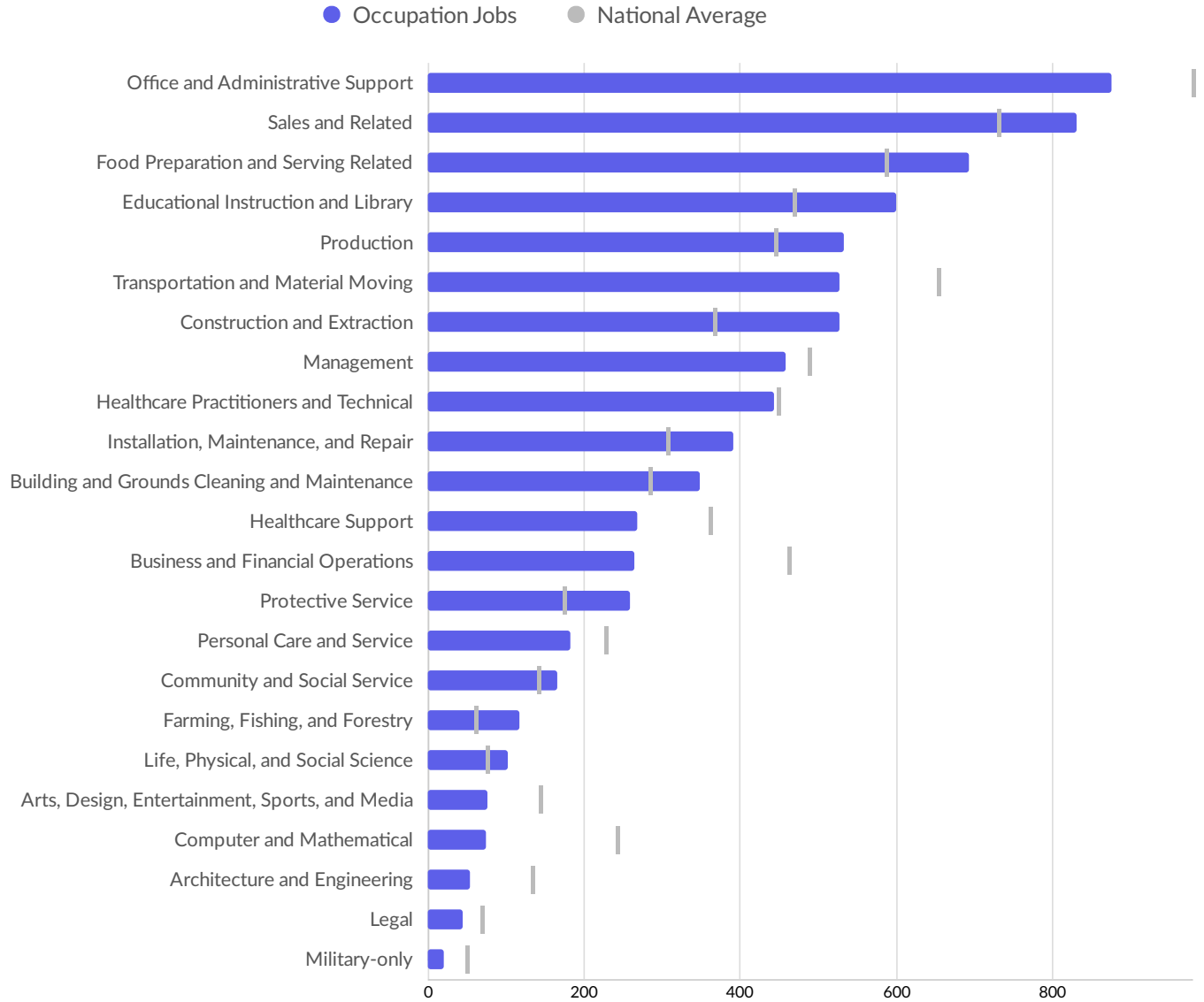
## Top Posted Occupations



## Underemployment

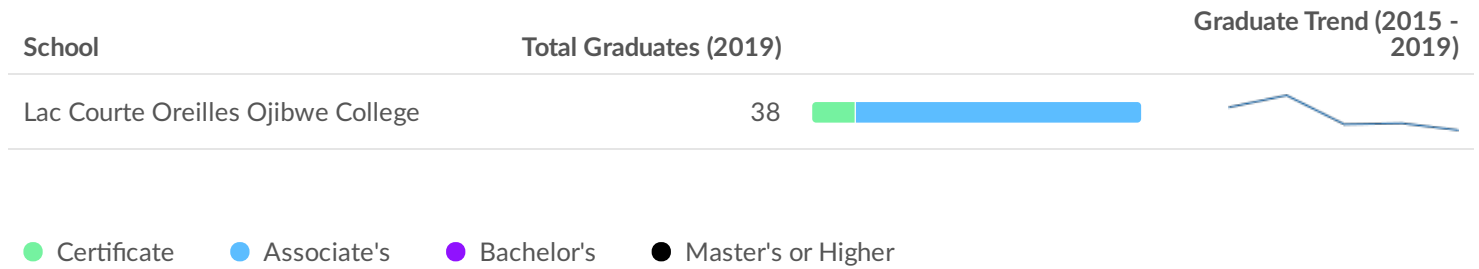


## Largest Occupations



## Educational Pipeline

In 2019, there were 38 graduates in Sawyer County, WI. This pipeline has shrunk by 38% over the last 5 years. The highest share of these graduates come from Registered Nursing/Registered Nurse, "American Indian/Native American Languages, Literatures, and Linguistics", and Early Childhood Education and Teaching.



# In-Demand Skills

