



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

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Industry Characteristics	14
Business Characteristics	20
Workforce Characteristics	22
Educational Pipeline	29
In-Demand Skills	30

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

15,870

Population (2020)

Population **grew by 348** over the last 5 years and is projected to **grow by 529** over the next 5 years.

6,610

Total Regional Employment

Jobs **decreased by 375** over the last 5 years but are projected to **grow by 84** over the next 5 years.

\$50.3K

Median Household Income (2019)

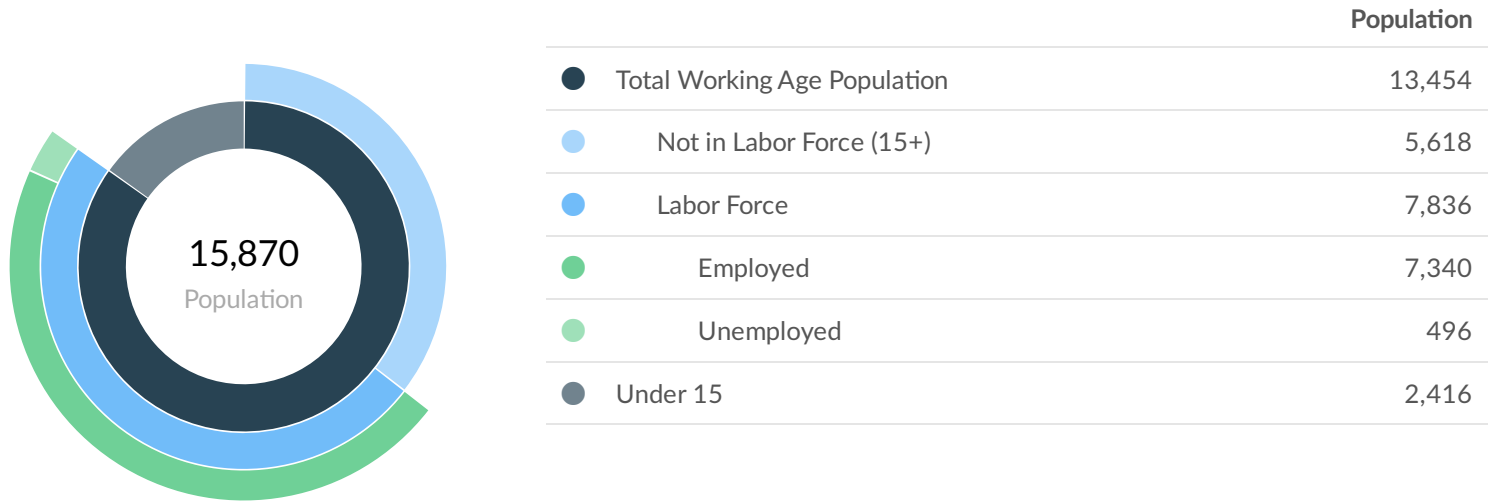
Median household income is **\$12.6K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 2.2%** since 2015, growing by 348. Population is expected to **increase by 3.3%** between 2020 and 2025, adding 529.
- From 2015 to 2020, jobs **declined by 5.4%** in Washburn County, WI from 6,985 to **6,610**. This change **fell short of the national growth rate of 1.3% by 6.7%**. As the number of jobs declined, the **labor force participation rate decreased from 59.8% to 58.2% between 2015 and 2020**.
- Concerning educational attainment, **15.8% of Washburn County, WI residents possess a Bachelor's Degree** (4.2% below the national average), and **12.6% hold an Associate's Degree** (4.0% above the national average).
- The top three industries in 2020 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

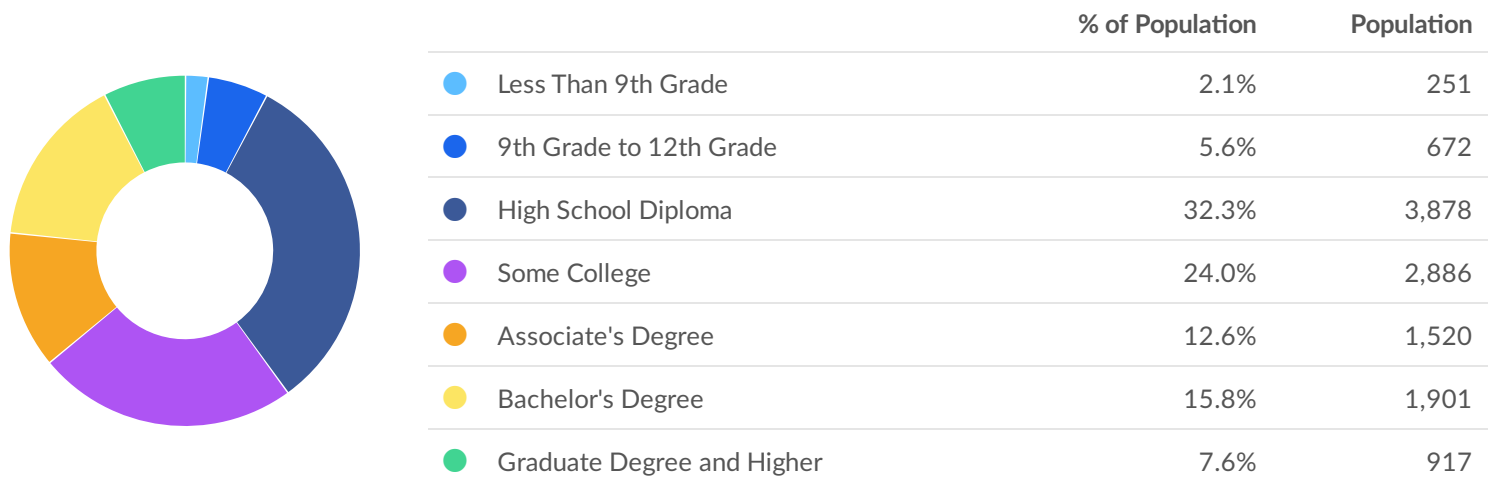
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	15,870	7,836	6,610	99.9	\$563.43M	\$1.09B	\$810.39M
NWRPC	175,719	87,306	72,838	99.2	\$6.87B	\$11.80B	\$9.92B
State	5,848,151	3,094,138	3,074,986	100.0	\$331.57B	\$322.64B	\$342.03B
Nation	330,591,441	159,976,949	160,385,413	100.0	\$20.70T	\$0	\$9.99T

2020 Labor Force Breakdown



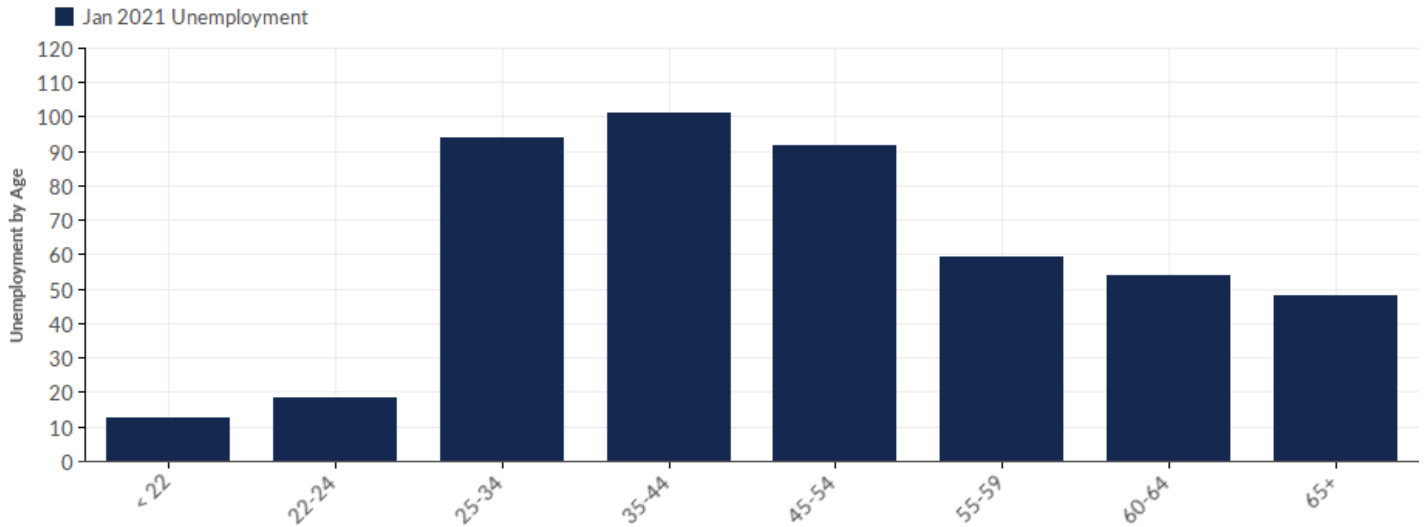
Educational Attainment

Concerning educational attainment, **15.8% of Washburn County, WI residents possess a Bachelor's Degree** (4.2% below the national average), and **12.6% hold an Associate's Degree** (4.0% above the national average).



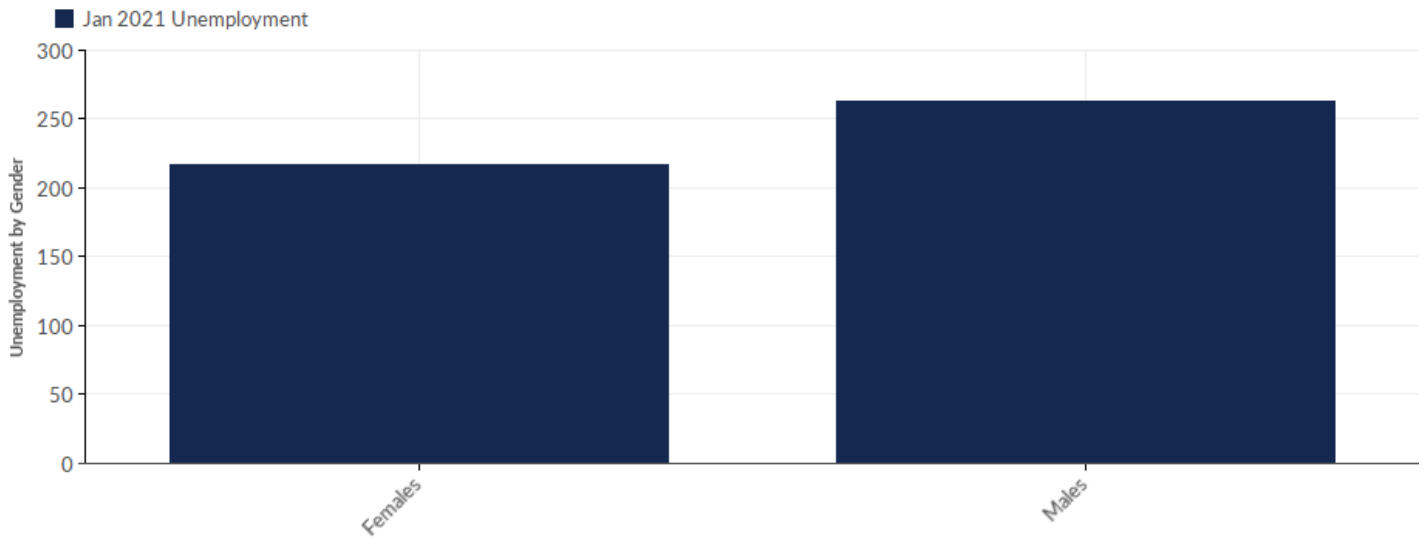
Unemployment by Demographics

Unemployment by Age



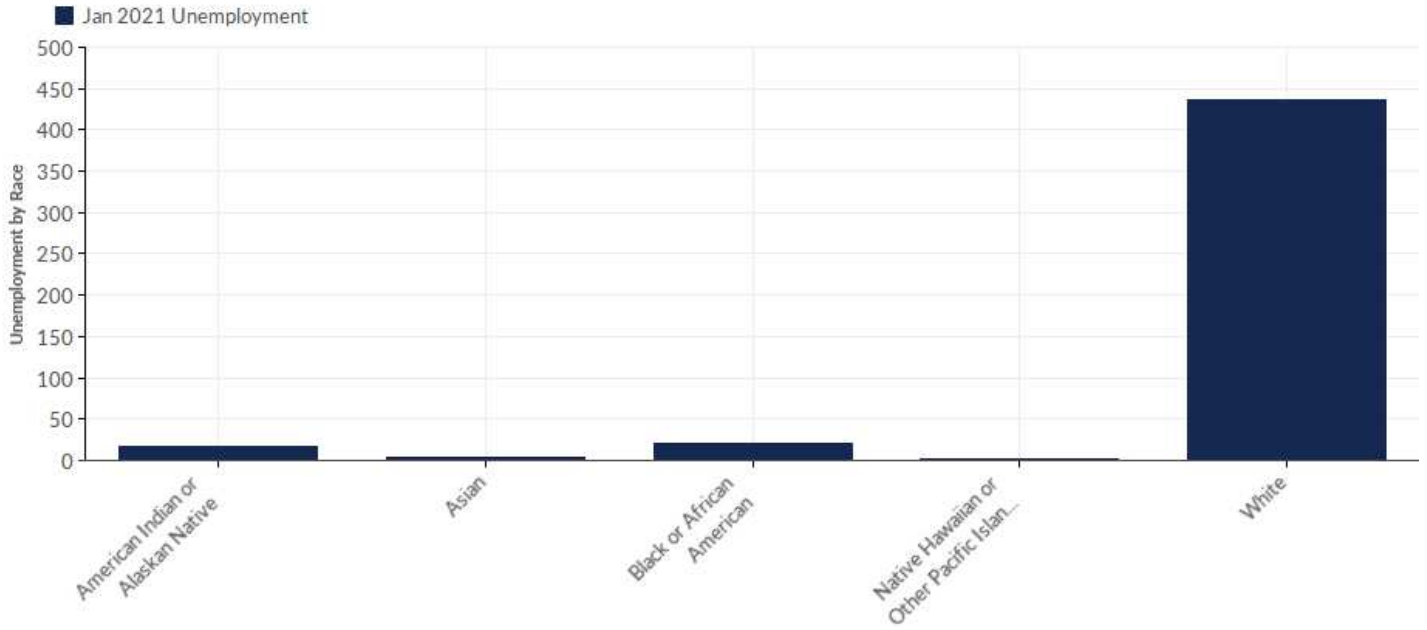
Age	Unemployment (Jan 2021)	% of Age Cohort
< 22	13	2.71%
22-24	18	3.76%
25-34	94	19.62%
35-44	101	21.09%
45-54	92	19.21%
55-59	60	12.53%
60-64	54	11.27%
65+	48	10.02%
Total	479	100.00%

Unemployment by Gender



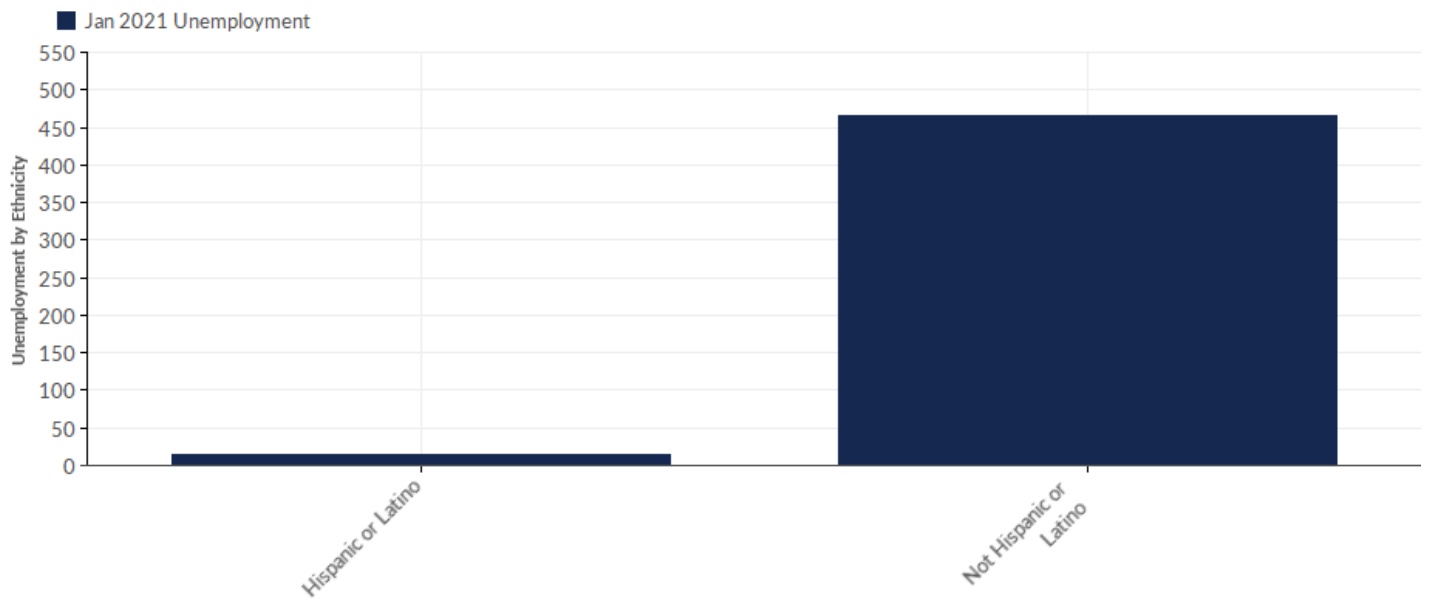
Gender	Unemployment (Jan 2021)	% of Age Cohort
Females	217	45.30%
Males	262	54.70%
Total	479	100.00%

Unemployment by Race



Race	Unemployment (Jan 2021)	% of Age Cohort
American Indian or Alaskan Native	17	3.55%
Asian	3	0.63%
Black or African American	21	4.38%
Native Hawaiian or Other Pacific Islander	1	0.21%
White	437	91.23%
Total	479	100.00%

Unemployment by Ethnicity

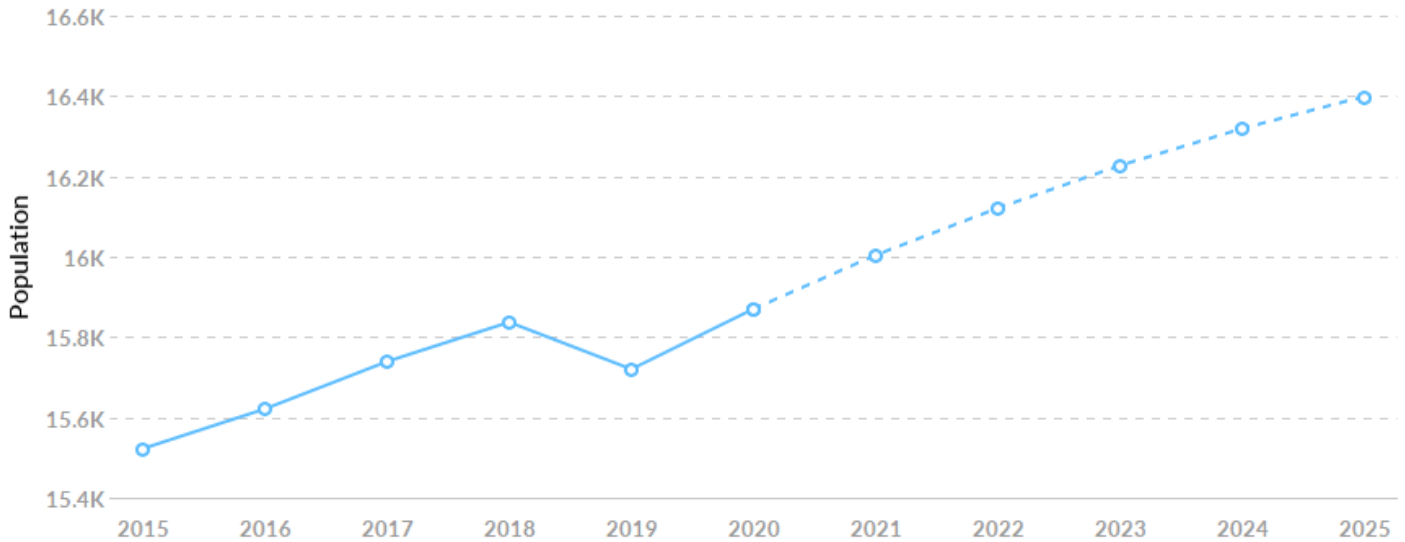


Ethnicity	Unemployment (Jan 2021)	% of Age Cohort
Hispanic or Latino	14	2.92%
Not Hispanic or Latino	465	97.08%
Total	479	100.00%

Historic & Projected Trends

Population Trends

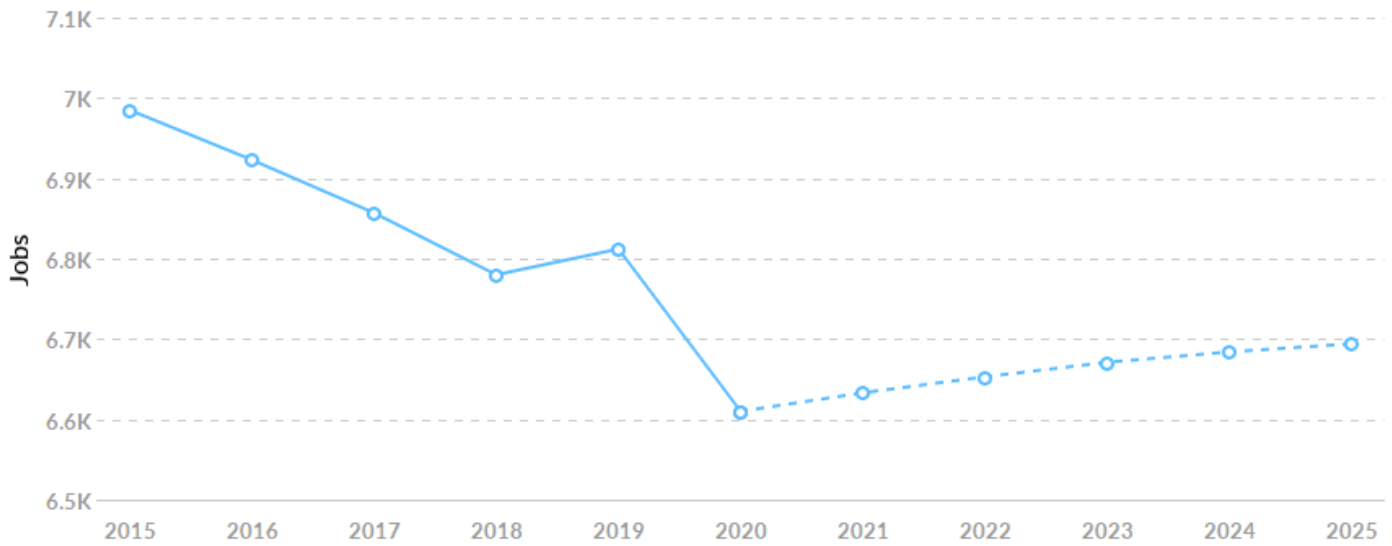
As of 2020 the region's population **increased by 2.2%** since 2015, growing by 348. Population is expected to **increase by 3.3%** between 2020 and 2025, adding 529.



Timeframe	Population
2015	15,522
2016	15,621
2017	15,739
2018	15,837
2019	15,720
2020	15,870
2021	16,004
2022	16,121
2023	16,227
2024	16,319
2025	16,399

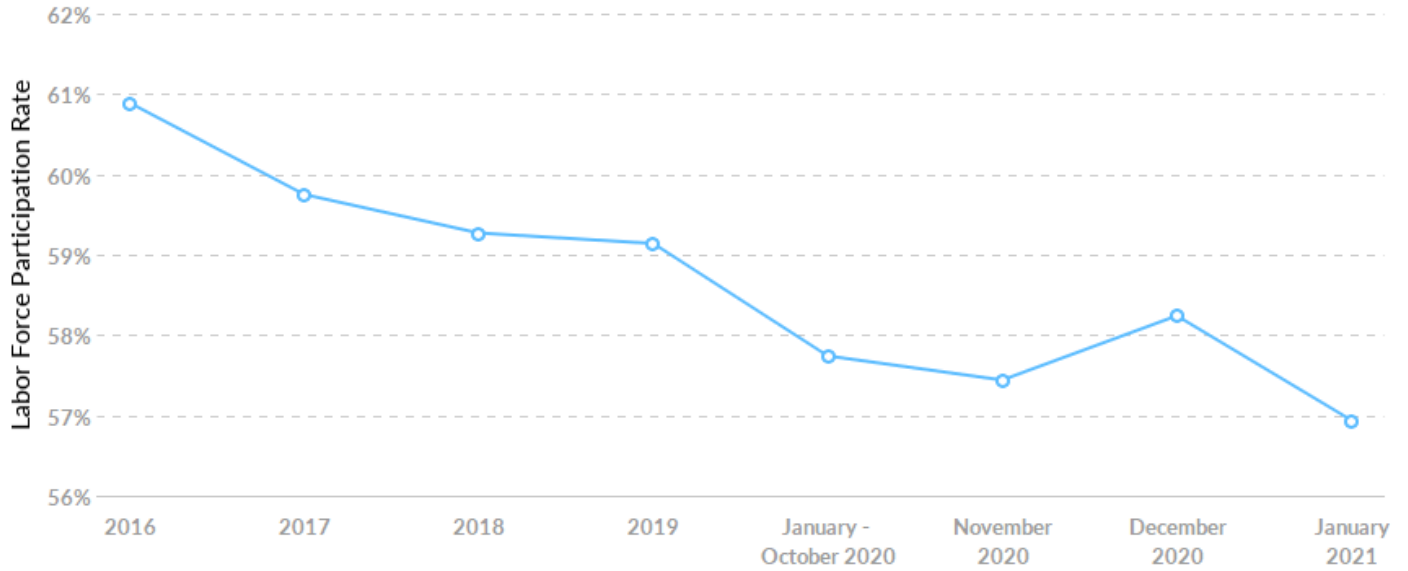
Job Trends

From 2015 to 2020, jobs declined by 5.4% in Washburn County, WI from 6,985 to 6,610. This change fell short of the national growth rate of 1.3% by 6.7%.



Timeframe	Jobs
2015	6,985
2016	6,923
2017	6,857
2018	6,780
2019	6,812
2020	6,610
2021	6,633
2022	6,653
2023	6,671
2024	6,684
2025	6,694

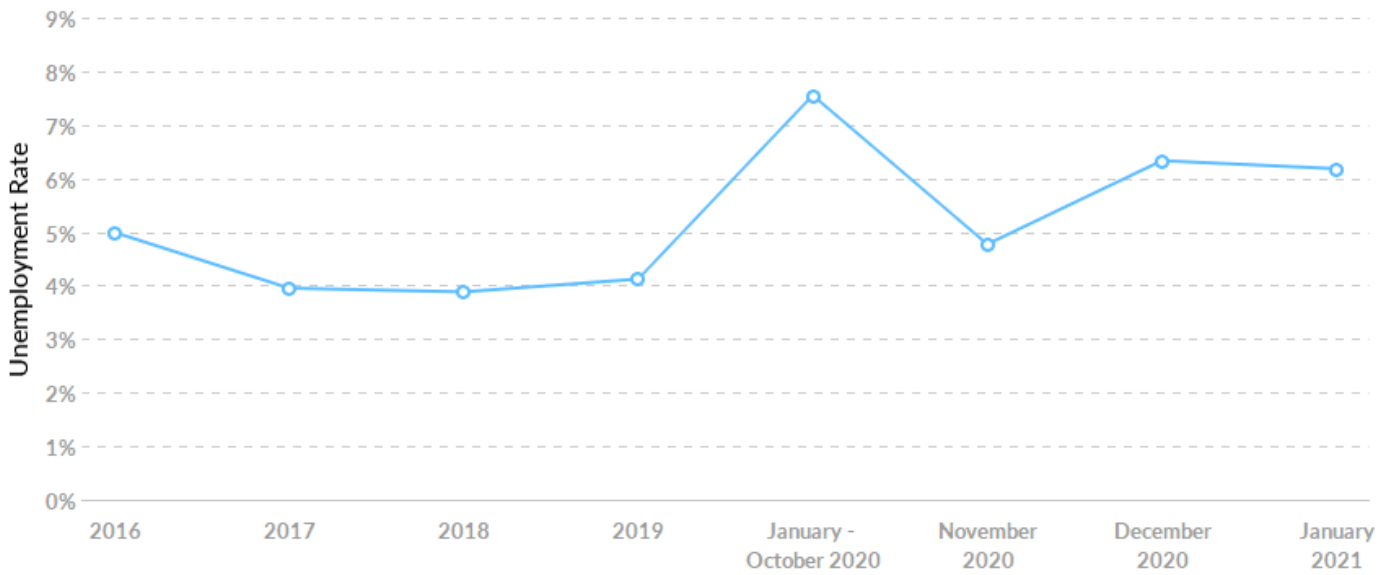
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	60.89%
2017	59.75%
2018	59.27%
2019	59.14%
January - October 2020	57.74%
November 2020	57.44%
December 2020	58.24%
January 2021	56.94%

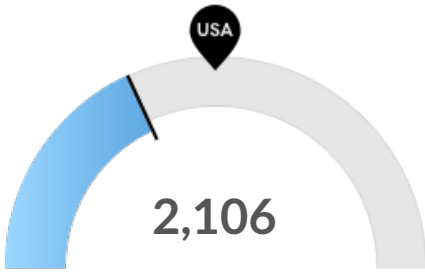
Unemployment Rate Trends

Washburn County, WI had a January 2021 unemployment rate of 6.18%, **increasing from 4.99%** 5 years before.



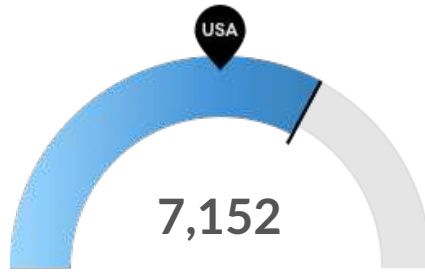
Timeframe	Unemployment Rate
2016	4.99%
2017	3.95%
2018	3.88%
2019	4.12%
January - October 2020	7.55%
November 2020	4.77%
December 2020	6.33%
January 2021	6.18%

Population Characteristics



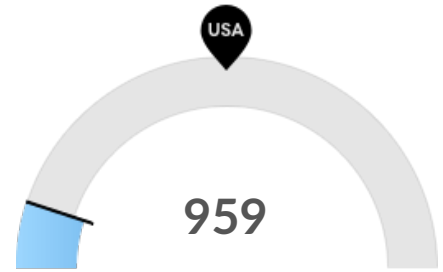
Millennials

Washburn County, WI has 2,106 millennials (ages 25-39). The national average for an area this size is 3,241.



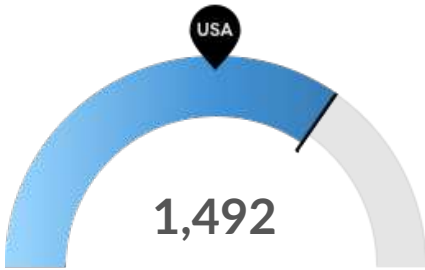
Retiring Soon

Retirement risk is high in Washburn County, WI. The national average for an area this size is 4,622 people 55 or older, while there are 7,152 here.



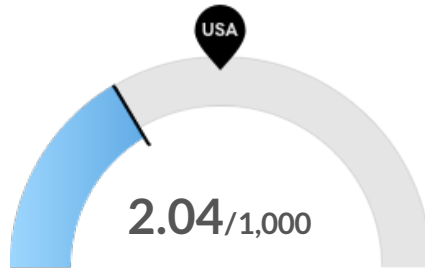
Racial Diversity

Racial diversity is low in Washburn County, WI. The national average for an area this size is 6,270 racially diverse people, while there are 959 here.



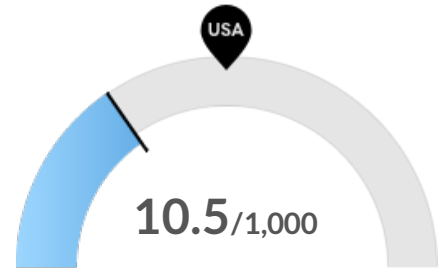
Veterans

Washburn County, WI has 1,492 veterans. The national average for an area this size is 873.



Violent Crime

Washburn County, WI has 2.04 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

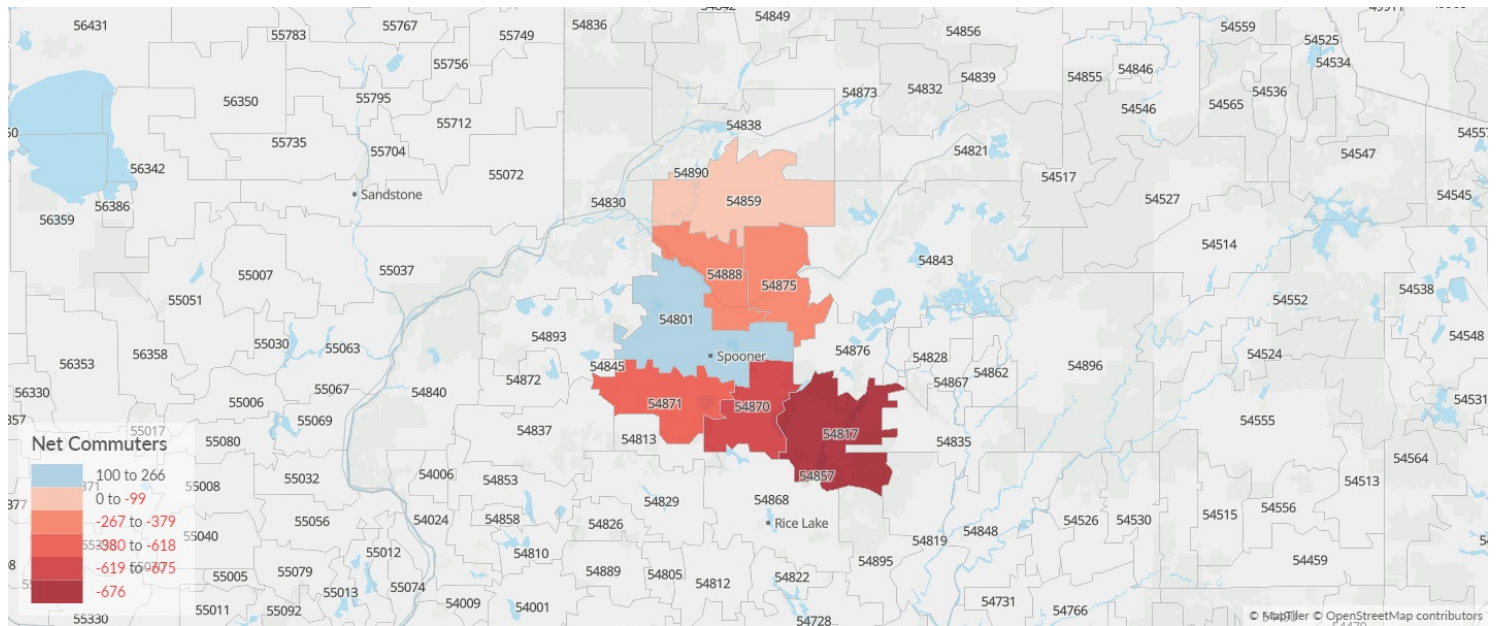


Property Crime

Washburn County, WI has 10.5 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 Washburn County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

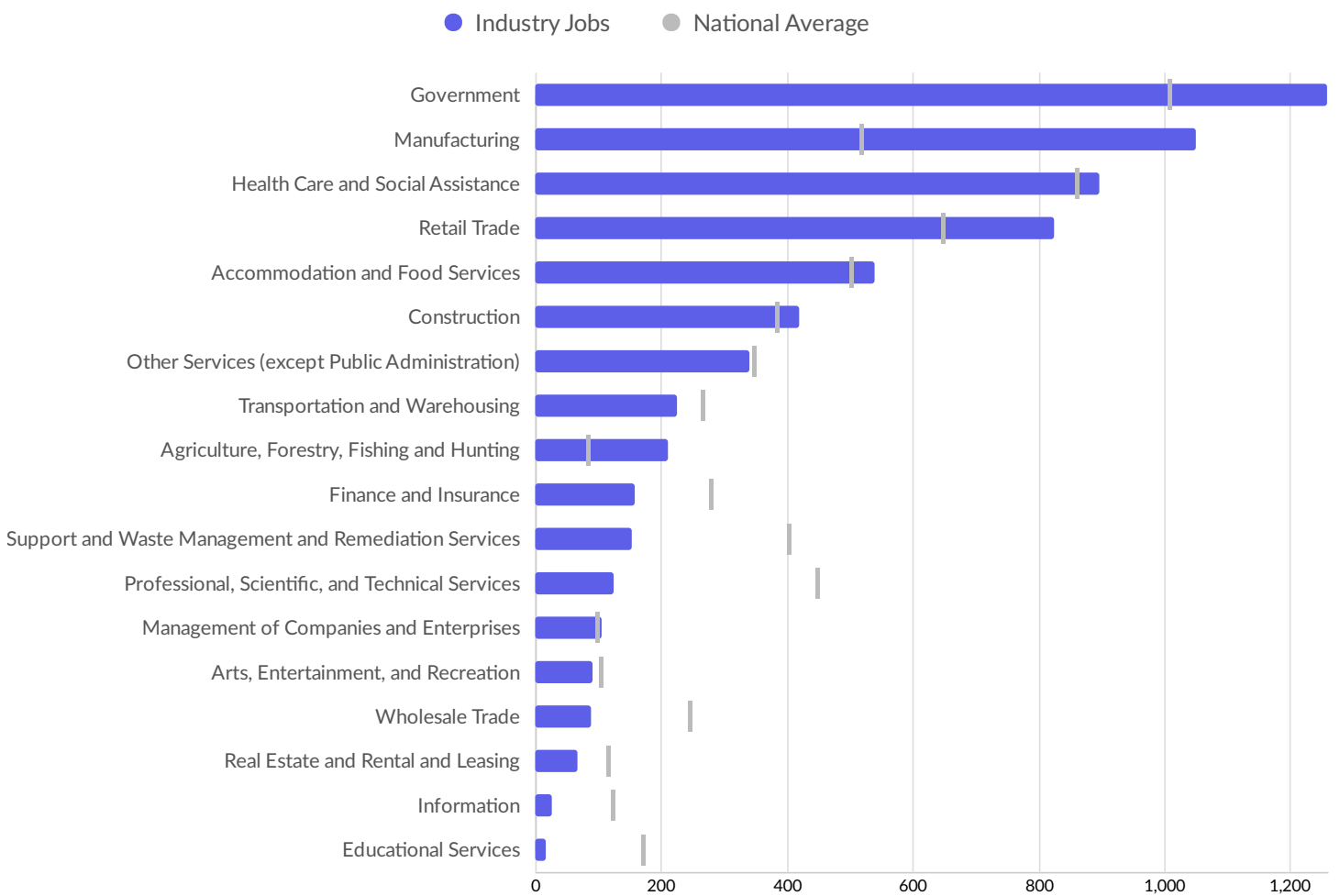
Where Talent Lives

ZIP	Name	2020 Employment
54801	Spooner, WI (in Washbu...	3,207
54871	Shell Lake, WI (in Wash...	1,119
54859	Minong, WI (in Washbu...	886
54817	Birchwood, WI (in Wash...	491
54888	Trego, WI (in Washburn...	425

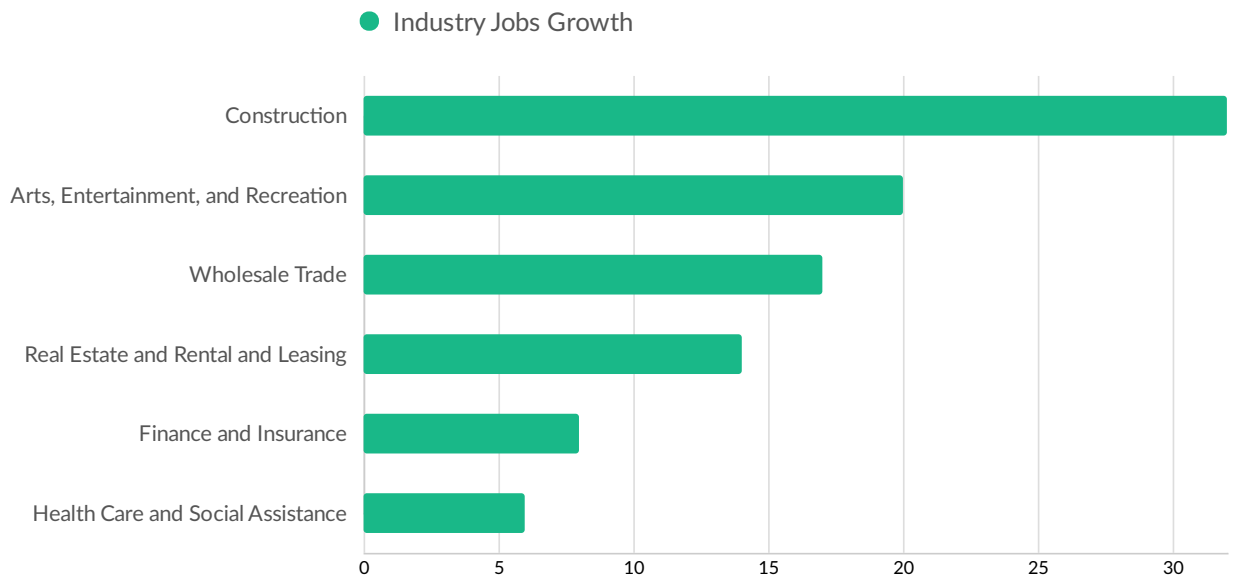
ZIP	Name	2020 Workers
54801	Spooner, WI (in Washbu...	3,107
54871	Shell Lake, WI (in Wash...	1,499
54817	Birchwood, WI (in Wash...	1,167
54859	Minong, WI (in Washbu...	947
54870	Sarona, WI (in Washbur...	889

Industry Characteristics

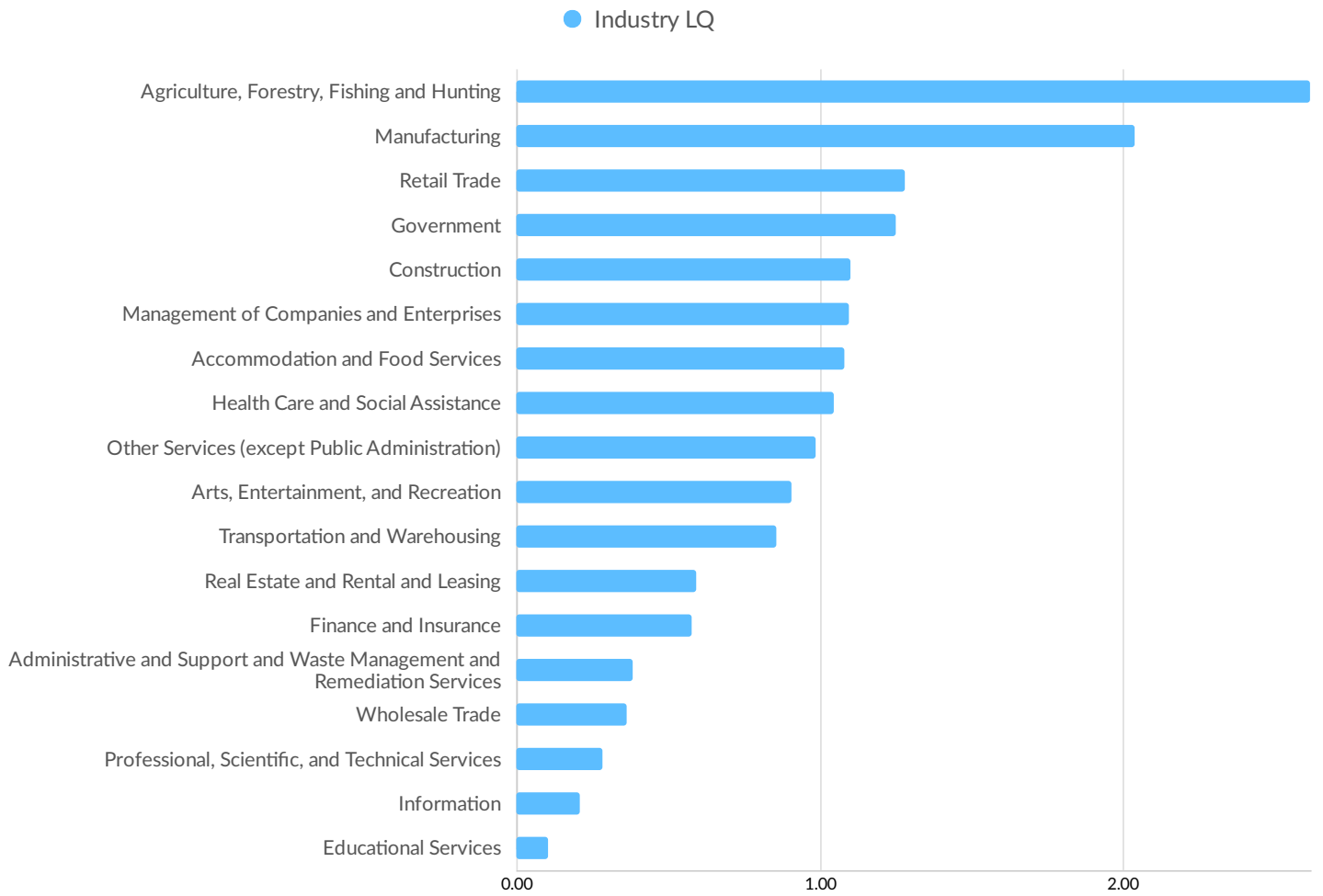
Largest Industries



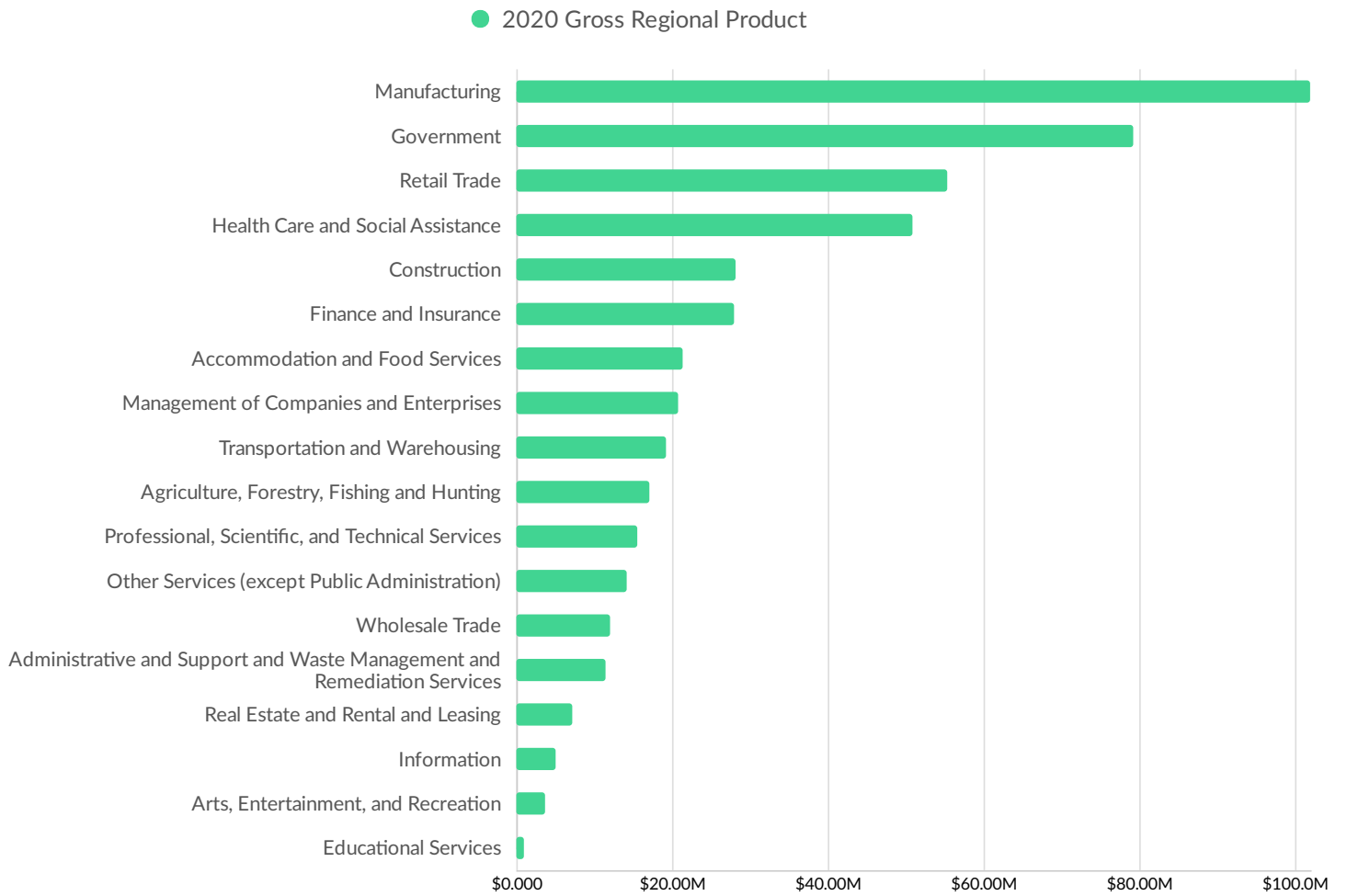
Top Growing Industries



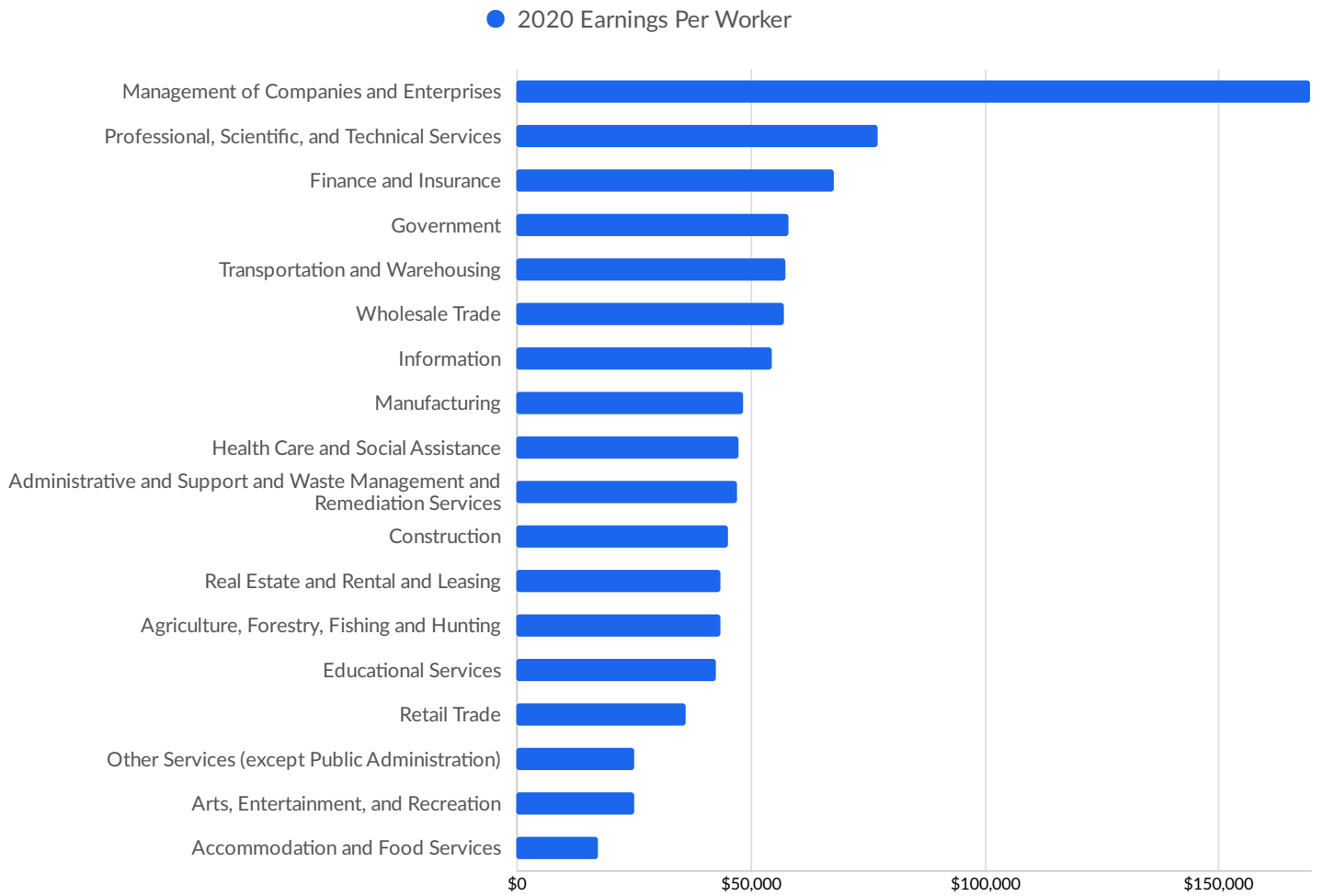
Top Industry LQ



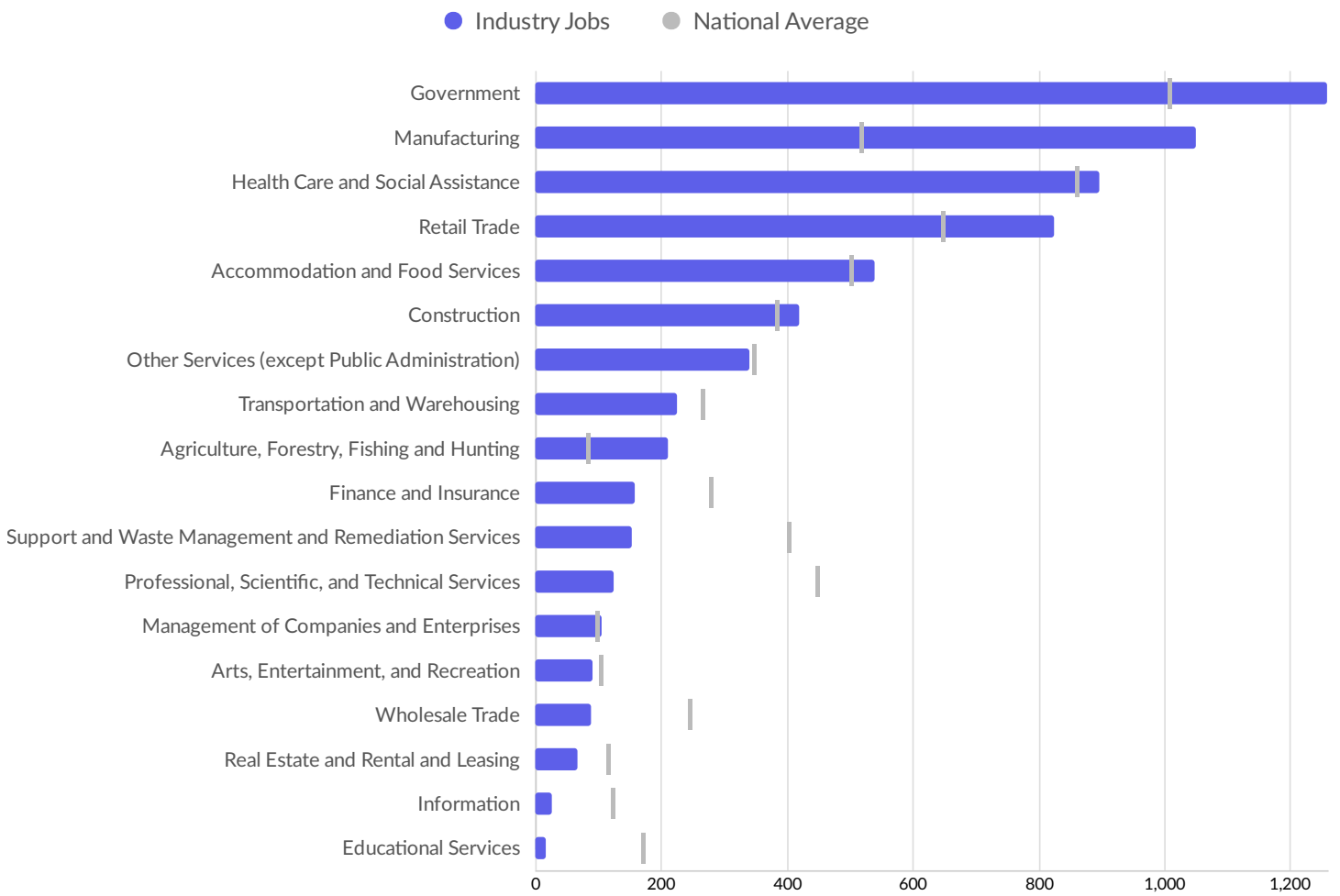
Top Industry GRP



Top Industry Earnings






Largest Industries



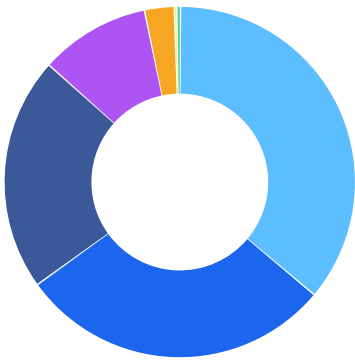
Business Characteristics

951 Companies Employ Your Workers

Online profiles for your workers mention 951 companies as employers, with the top 10 appearing below. In the last 12 months, 411 companies in Washburn County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Link Snacks, Inc.	63 	Jack Links	84 
State of Wisconsin	54 	Dollar General Corporation	81 
Spooner Area School District	31 	U.S. Xpress, Inc.	80 
ROYAL DUTCH SHELL PLC	25 	Army National Guard	43 
Mantas Educational Consulting	19 	Essentia Health	43 
Economart	17 	Marten Transport, Ltd.	39 
R. Stresau Laboratory, Inc.	14 	Maple Ridge Corporation	37 
Indianhead Medical Center	13 	Platinum Supplemental Insuranc...	31 
Spooner Health System, Inc.	13 	Uber Technologies, Inc.	31 
Lakeview Medical Center, Inc	12 	County of Washburn	28 

Business Size

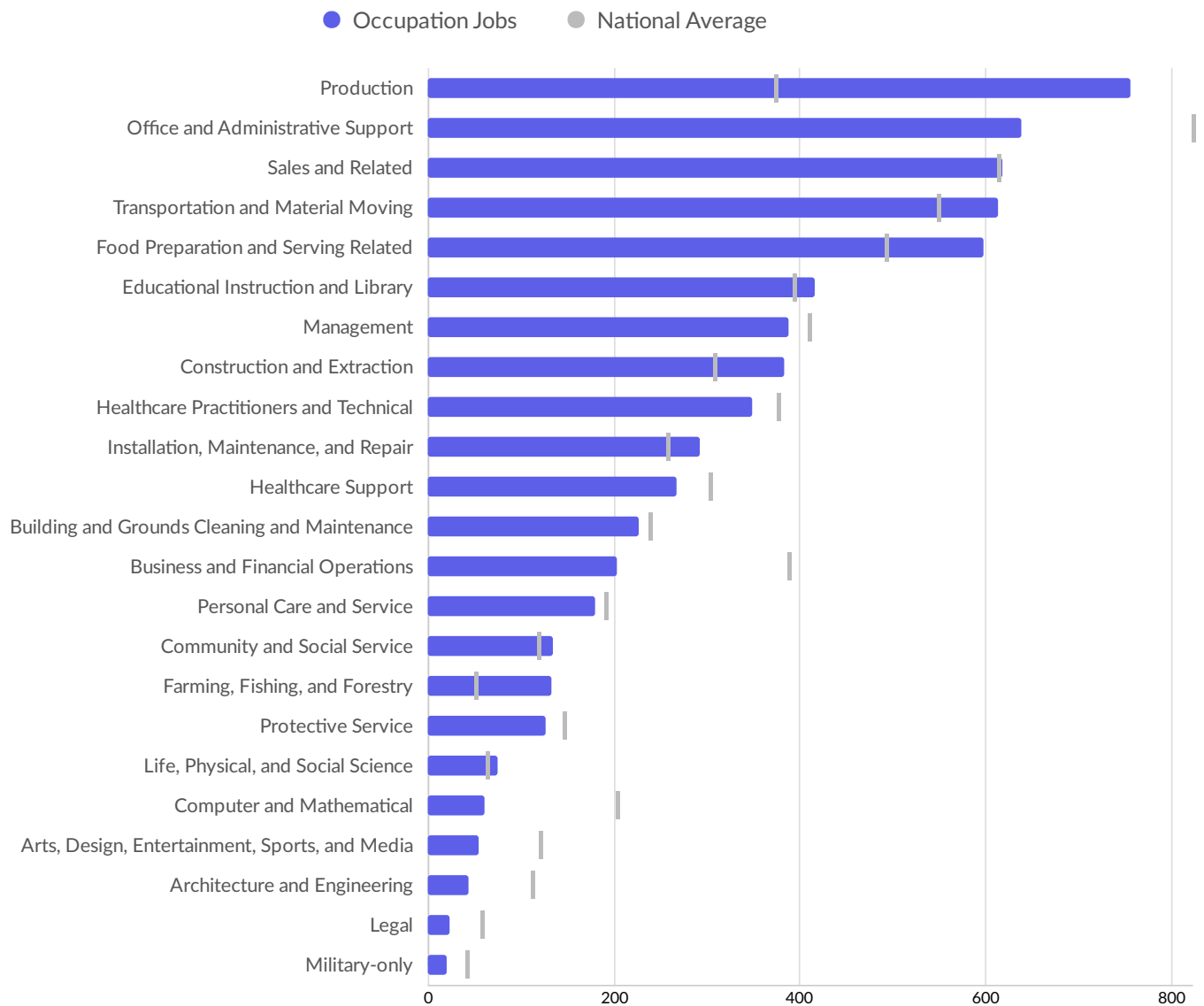


	Percentage	Business Count
1 to 4 employees	36.0%	316
5 to 9 employees	29.0%	254
10 to 19 employees	21.6%	189
20 to 49 employees	10.1%	89
50 to 99 employees	2.7%	24
100 to 249 employees	0.2%	2
250 to 499 employees	0.3%	3

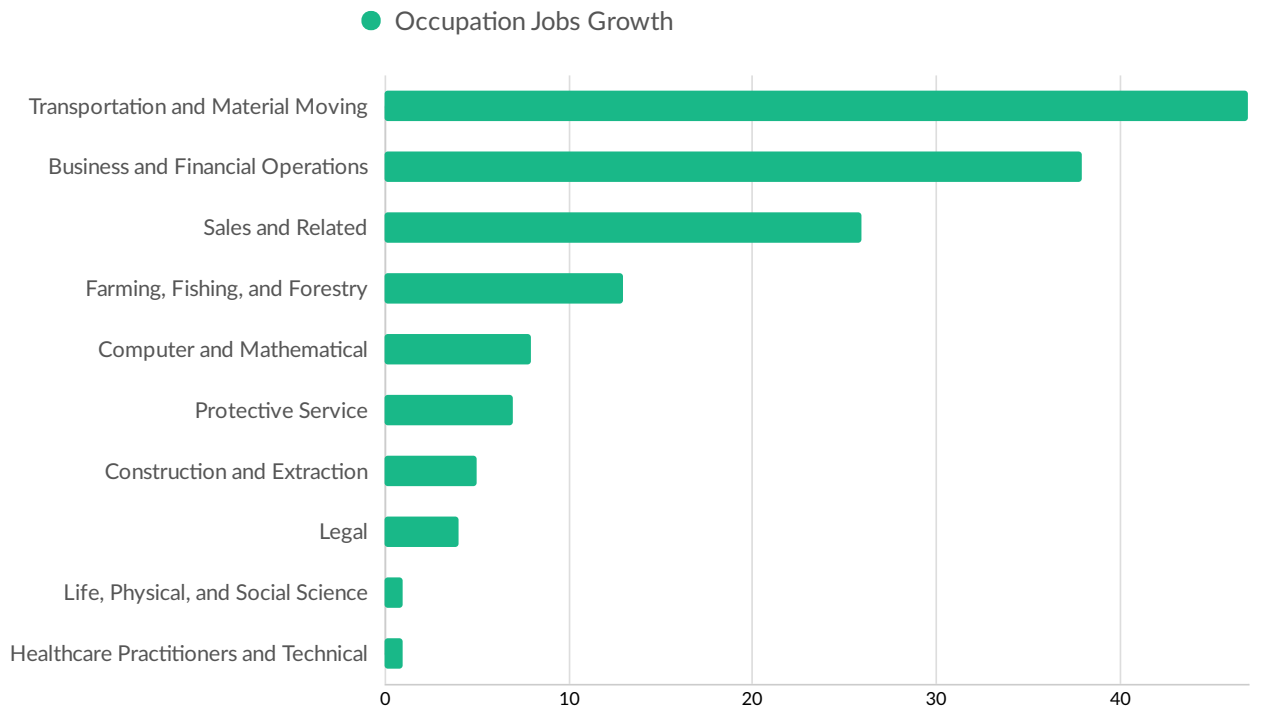
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

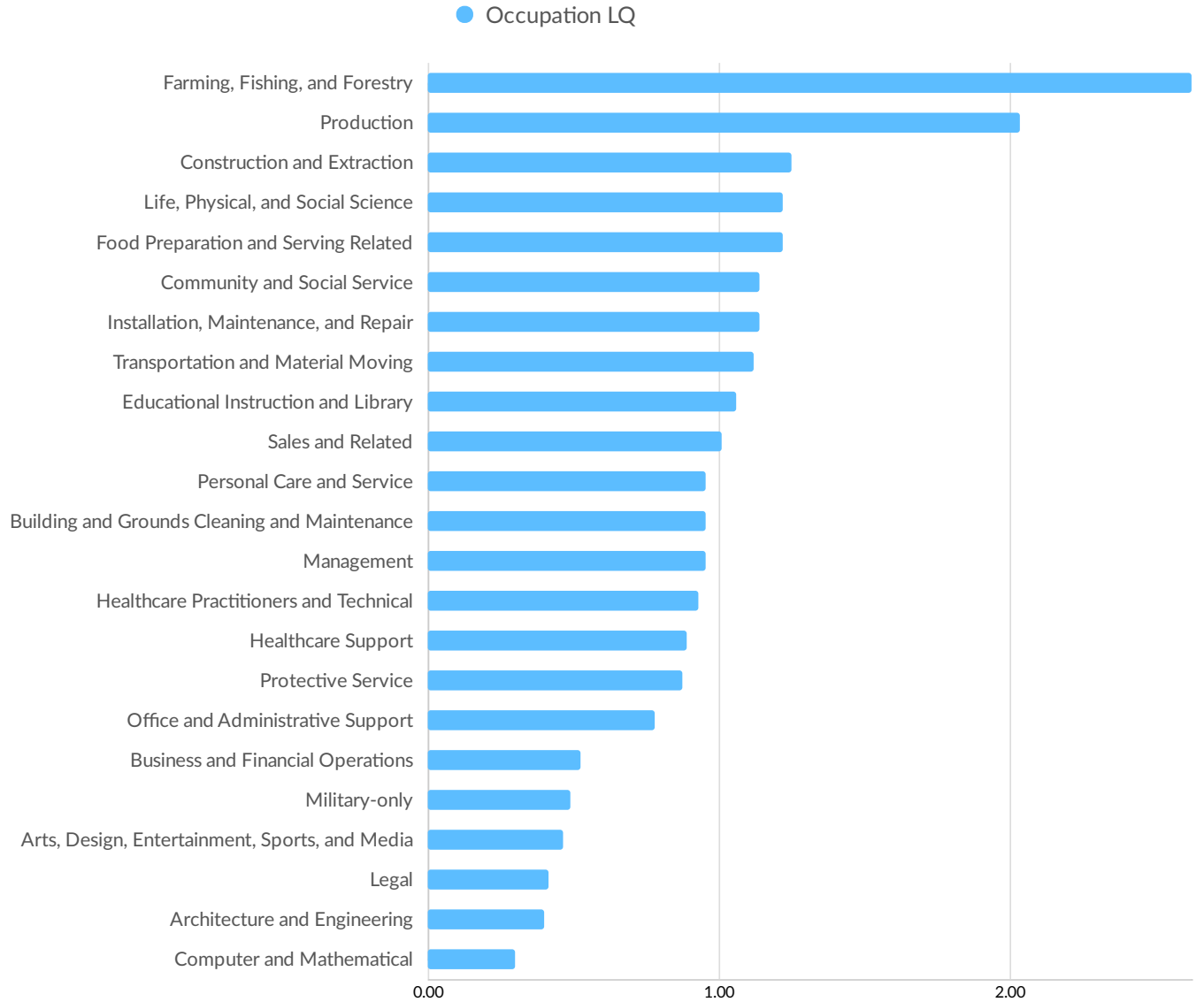
Largest Occupations



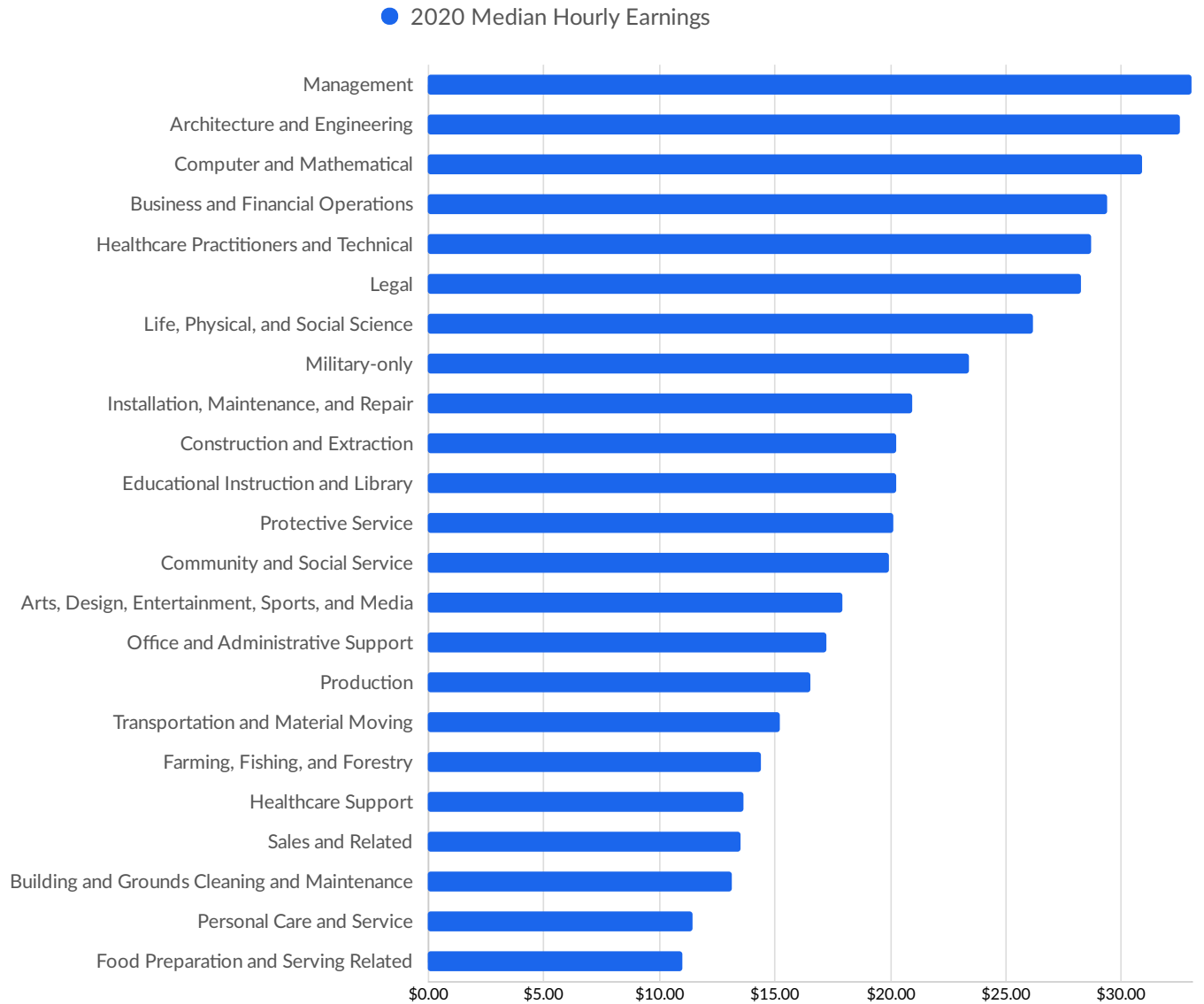
Top Growing Occupations



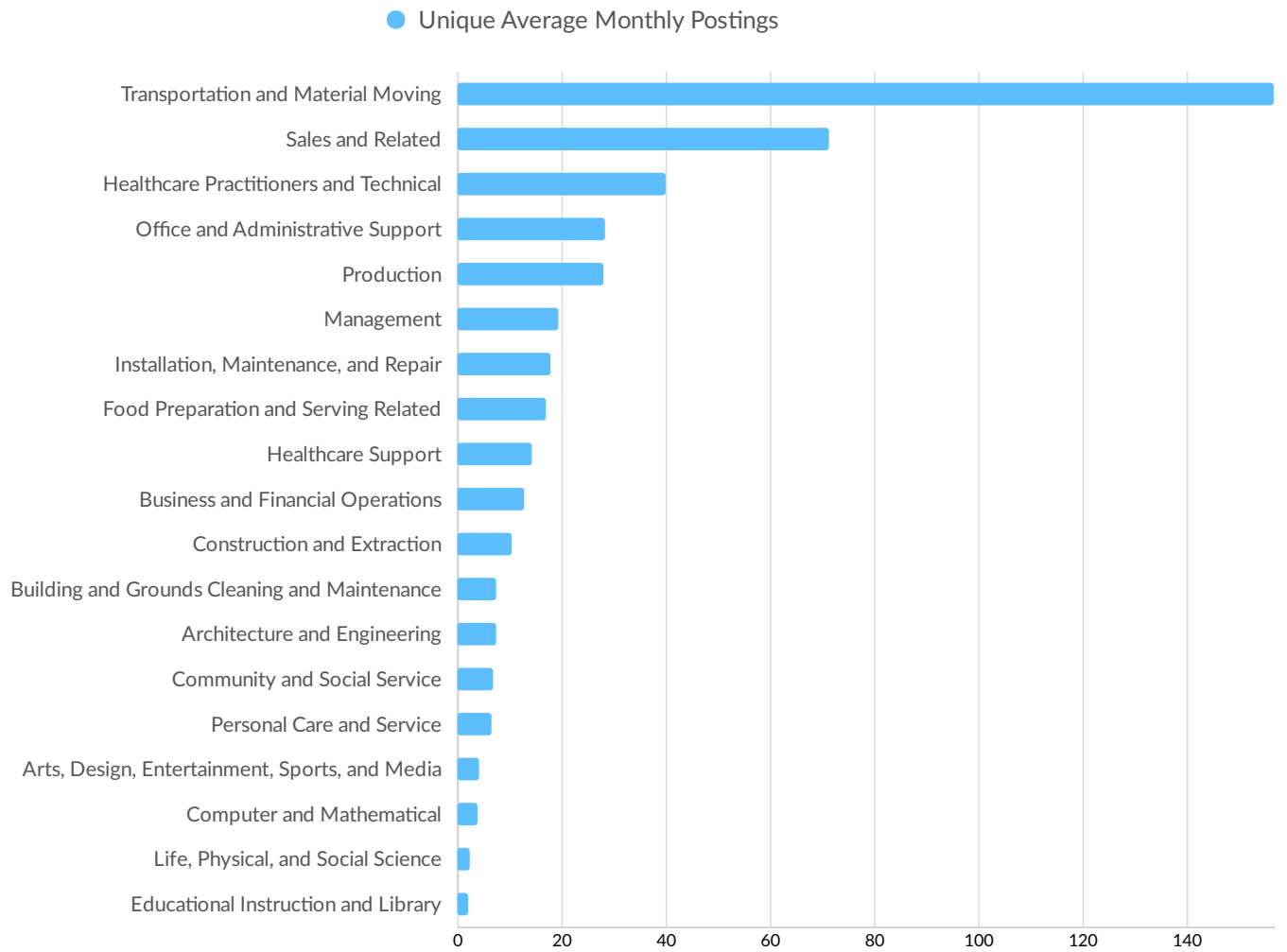
Top Occupation LQ



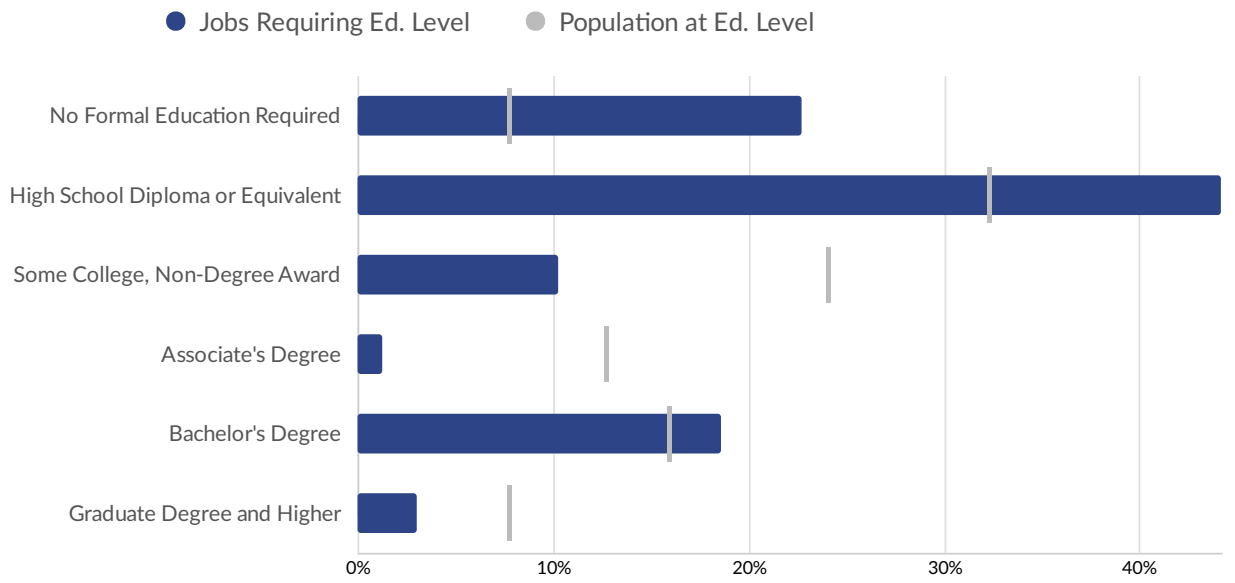
Top Occupation Earnings



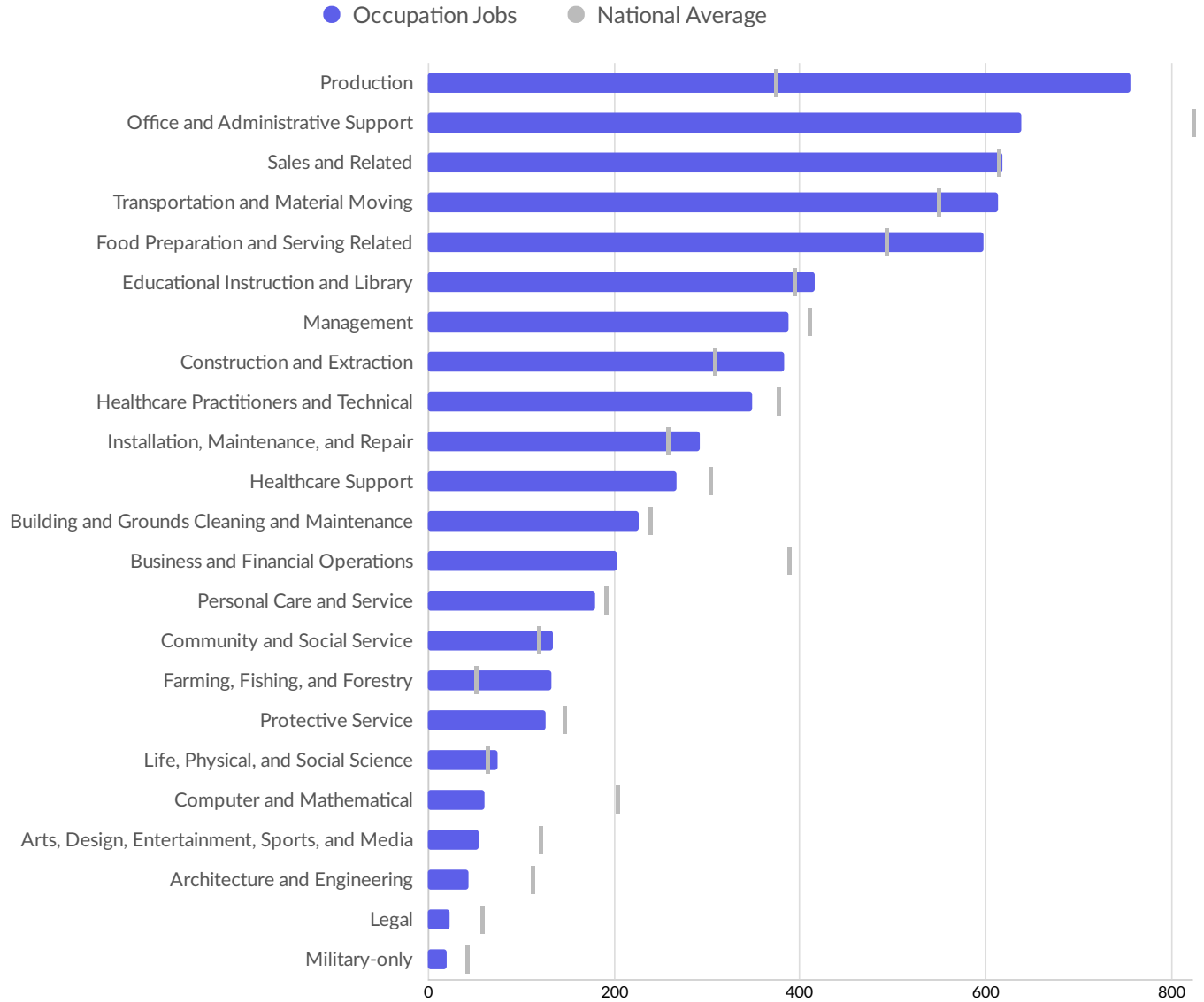
Top Posted Occupations



Underemployment

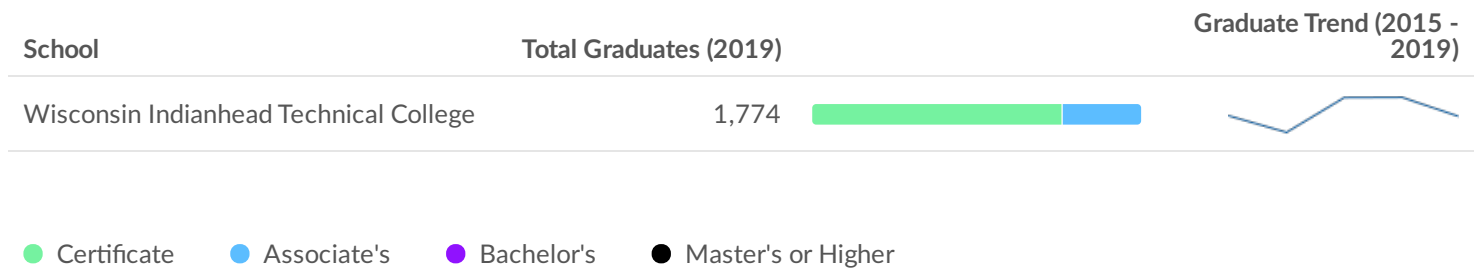


Largest Occupations



Educational Pipeline

In 2019, there were 1,774 graduates in Washburn County, WI. This pipeline has remained stable (neither grown nor shrunk) 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

