



Washburn County, WI

Northwest Regional Planning Commission



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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
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	28
In-Demand Skills	29

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

17,200

Population (2022)

Population **grew by 1,472** over the last 5 years and is projected to **grow by 1,862** over the next 5 years.

6,730

Total Regional Employment

Jobs **decreased by 121** over the last 5 years but are projected to **grow by 389** over the next 5 years.

\$54.6K

Median Household Income (2021)

Median household income is **\$14.5K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 9.4%** since 2017, growing by 1,472. Population is expected to **increase by 10.8%** between 2022 and 2027, adding 1,862.
- From 2017 to 2022, jobs **declined by 1.8%** in Washburn County, WI from 6,850 to **6,730**. This change **fell short of the national growth rate of 3.8% by 5.6%**. As the number of jobs declined, the **labor force participation rate decreased from 59.8% to 51.3% between 2017 and 2022**.
- Concerning educational attainment, **16.9% of Washburn County, WI residents possess a Bachelor's Degree** (3.9% below the national average), and **12.3% hold an Associate's Degree** (3.5% above the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

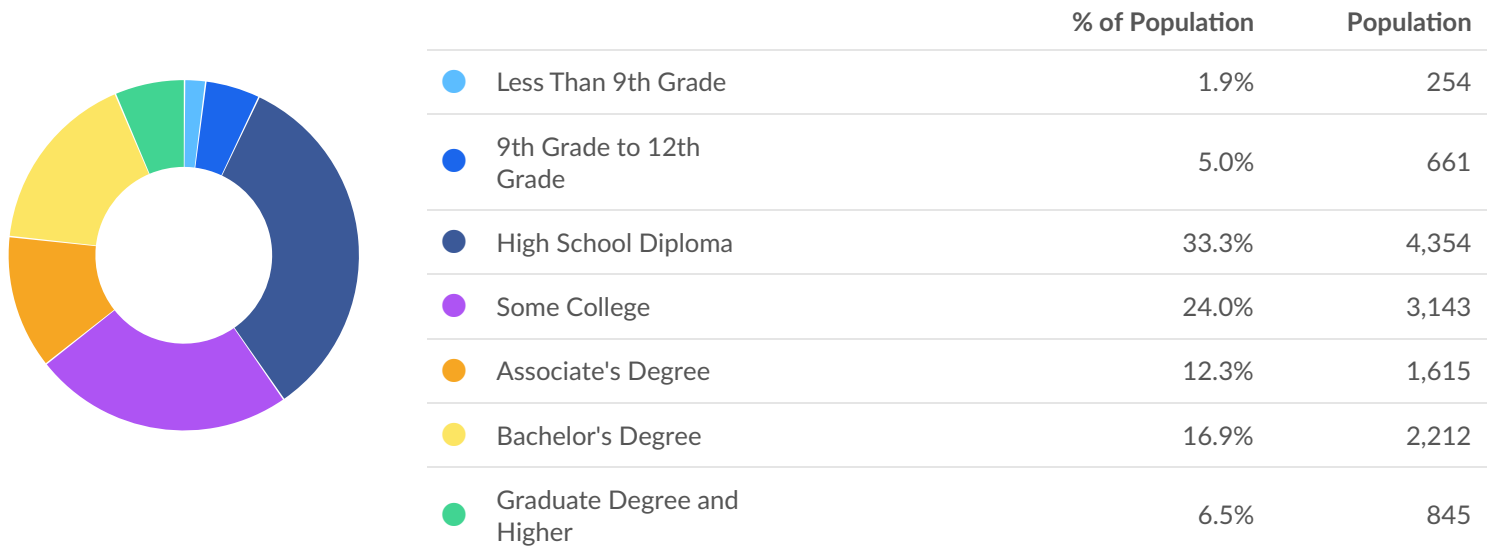
	Population (2023)	Labor Force (May 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	17,604	7,871	6,730	100.2	\$739.08M	\$1.44B	\$1.26B
State	5,965,358	3,119,251	3,177,345	100.4	\$392.30B	\$355.91B	\$386.44B

May 2023 Labor Force Breakdown



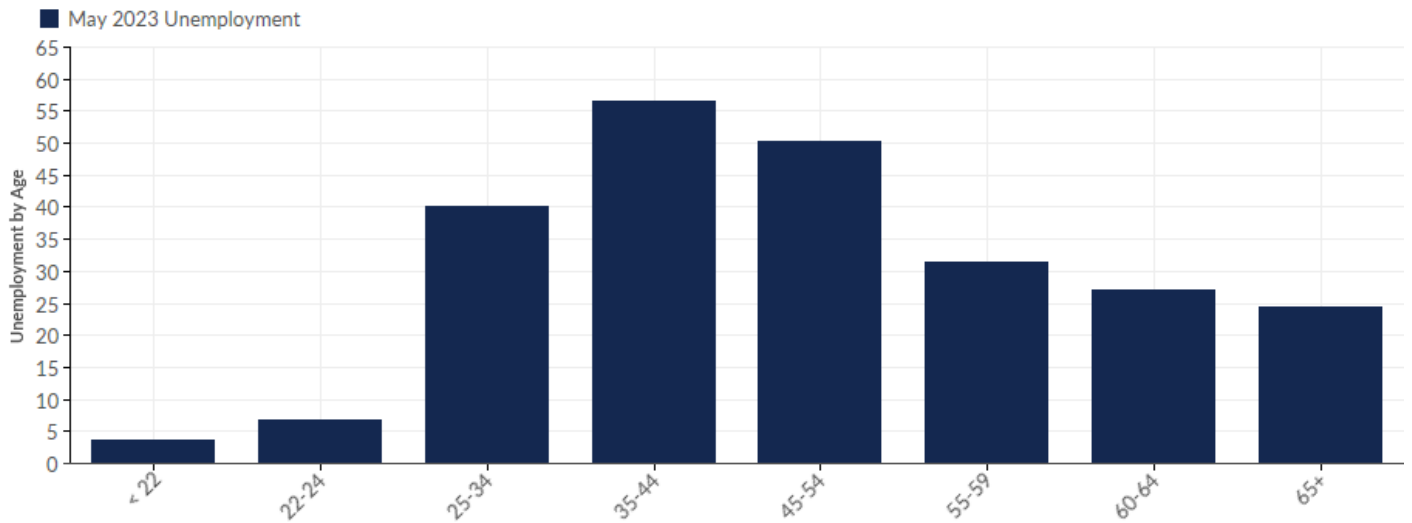
Educational Attainment

Concerning educational attainment, **16.9% of Washburn County, WI residents possess a Bachelor's Degree** (3.9% below the national average), and **12.3% hold an Associate's Degree** (3.5% above the national average).



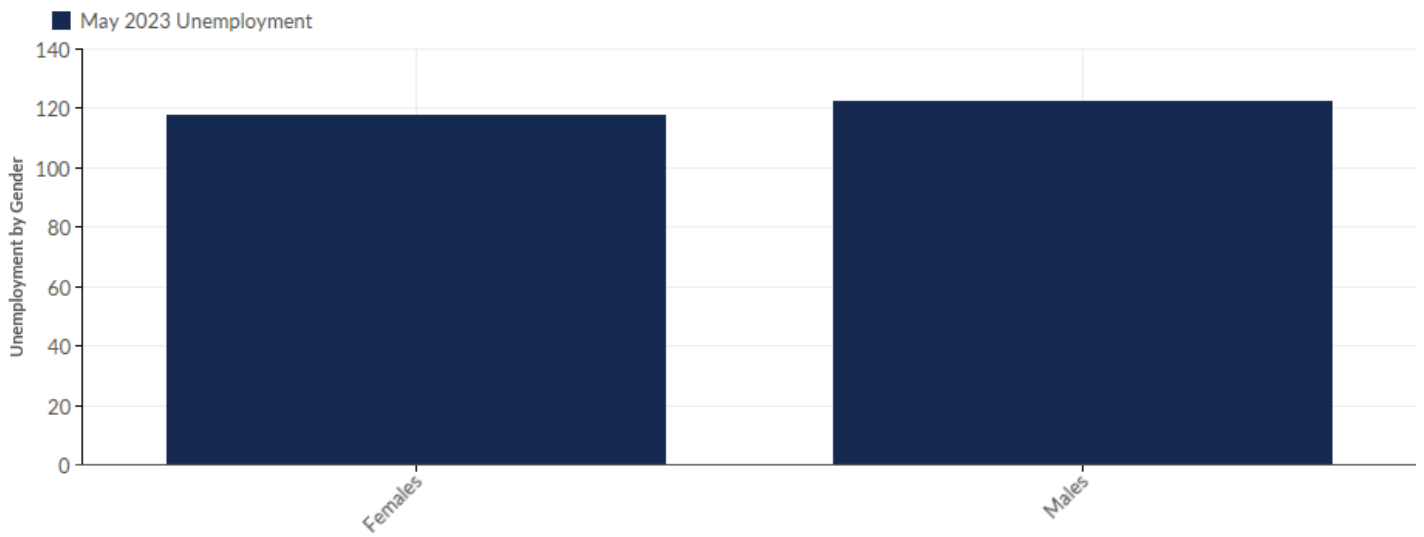
Unemployment by Demographics

Unemployment by Age



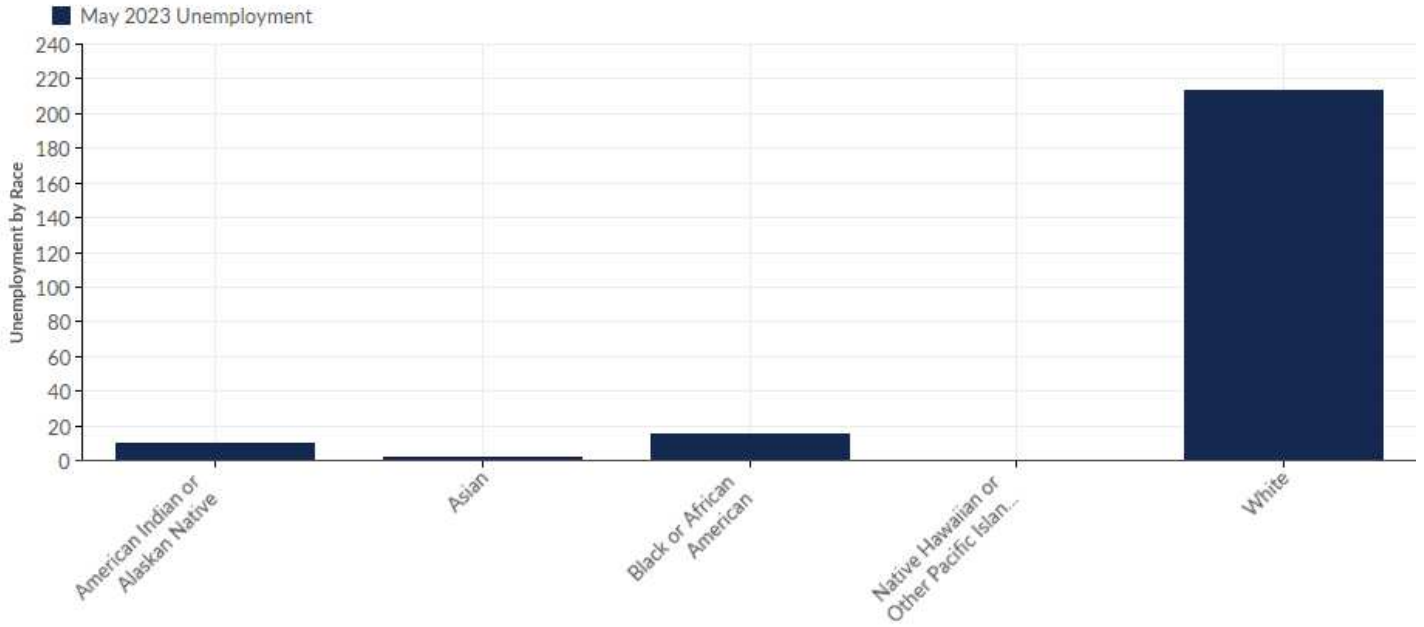
Age	Unemployment (May 2023)	% of Unemployed
< 22	4	1.67%
22-24	7	2.92%
25-34	40	16.67%
35-44	57	23.75%
45-54	50	20.83%
55-59	31	12.92%
60-64	27	11.25%
65+	24	10.00%
Total	240	100.00%

Unemployment by Gender



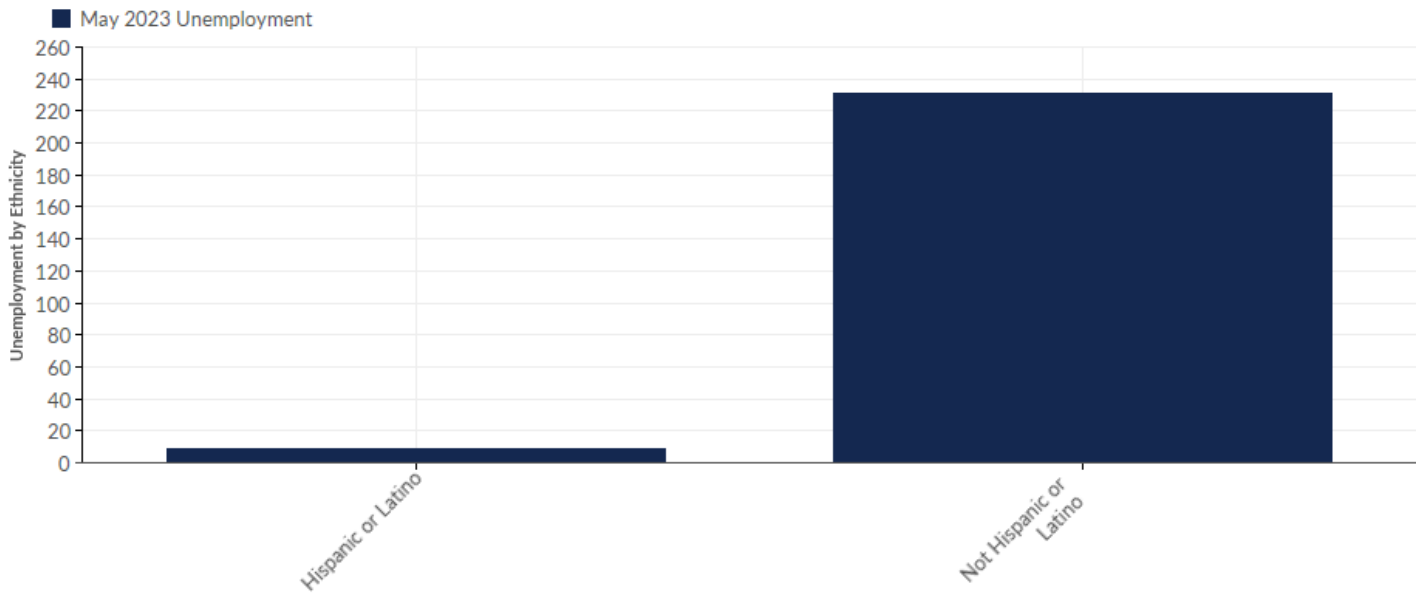
Gender	Unemployment (May 2023)	% of Unemployed
Females	118	49.17%
Males	122	50.83%
Total	240	100.00%

Unemployment by Race



Race	Unemployment (May 2023)	% of Unemployed
American Indian or Alaskan Native	10	4.17%
Asian	1	0.42%
Black or African American	15	6.25%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	213	88.75%
Total	240	100.00%

Unemployment by Ethnicity

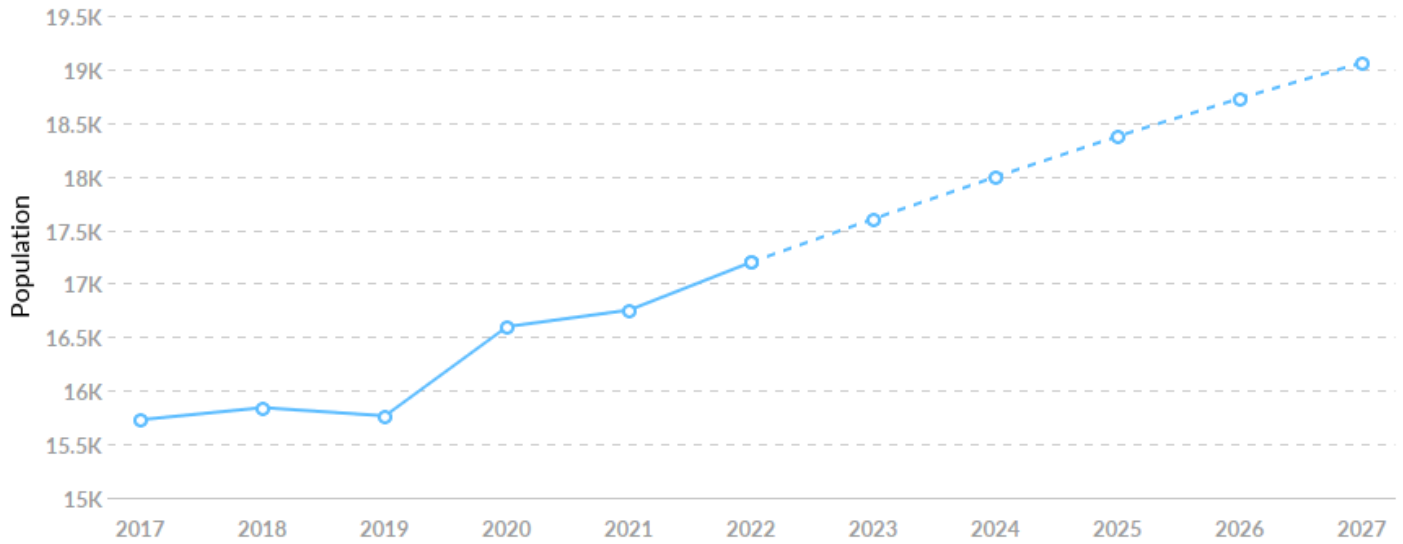


Ethnicity	Unemployment (May 2023)	% of Unemployed
Hispanic or Latino	9	3.75%
Not Hispanic or Latino	231	96.25%
Total	240	100.00%

Historic & Projected Trends

Population Trends

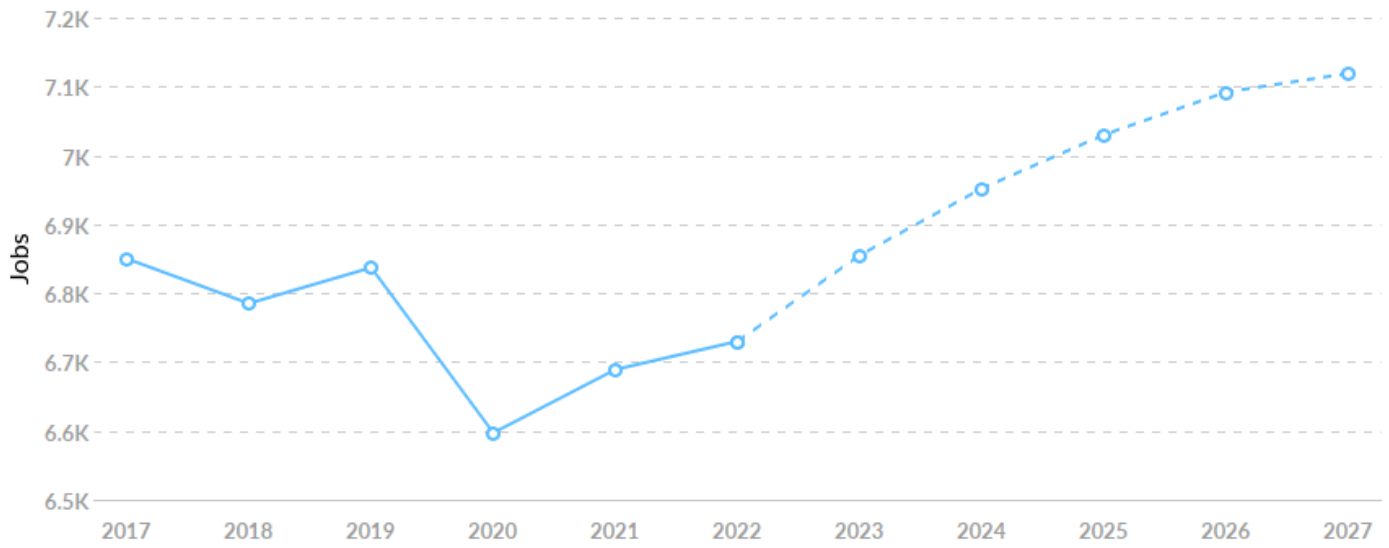
As of 2022 the region's population increased by 9.4% since 2017, growing by 1,472. Population is expected to increase by 10.8% between 2022 and 2027, adding 1,862.



Timeframe	Population
2017	15,728
2018	15,841
2019	15,764
2020	16,597
2021	16,752
2022	17,200
2023	17,604
2024	17,996
2025	18,375
2026	18,729
2027	19,062

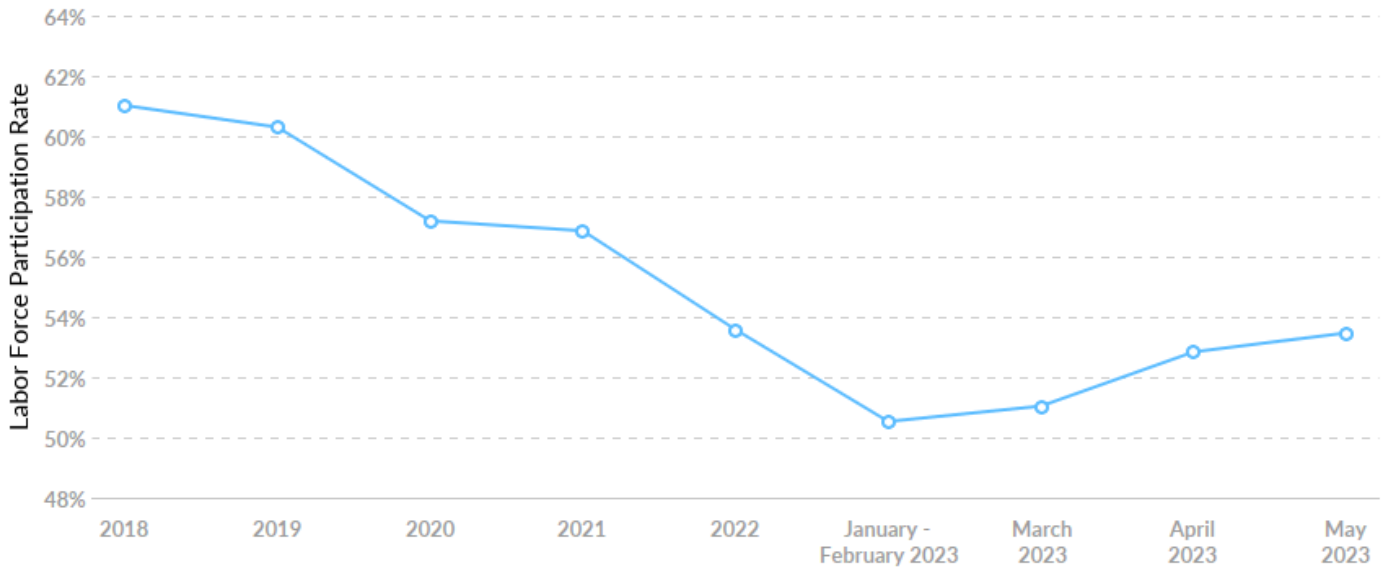
Job Trends

From 2017 to 2022, jobs declined by 1.8% in Washburn County, WI from 6,850 to 6,730. This change fell short of the national growth rate of 3.8% by 5.6%.



Timeframe	Jobs
2017	6,850
2018	6,785
2019	6,837
2020	6,597
2021	6,689
2022	6,730
2023	6,855
2024	6,952
2025	7,030
2026	7,092
2027	7,119

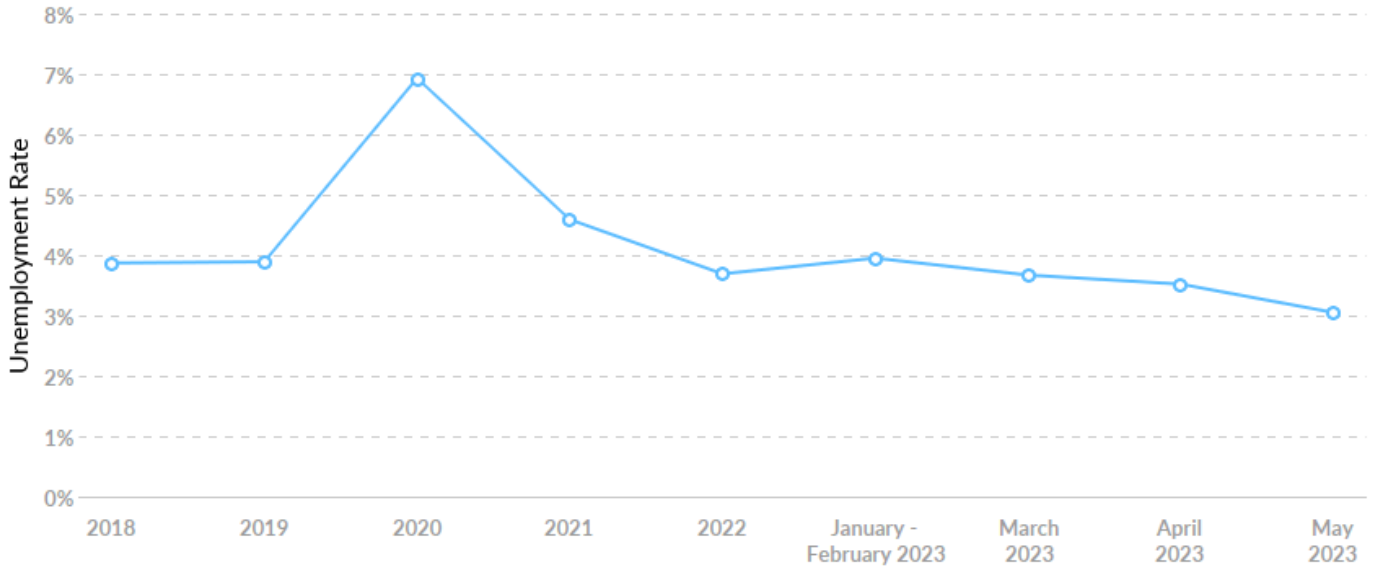
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	61.02%
2019	60.30%
2020	57.19%
2021	56.86%
2022	53.58%
January - February 2023	50.53%
March 2023	51.04%
April 2023	52.84%
May 2023	53.47%

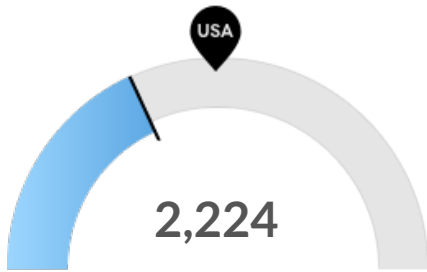
Unemployment Rate Trends

Washburn County, WI had a May 2023 unemployment rate of 3.05%, **decreasing from 3.87%** 5 years before.



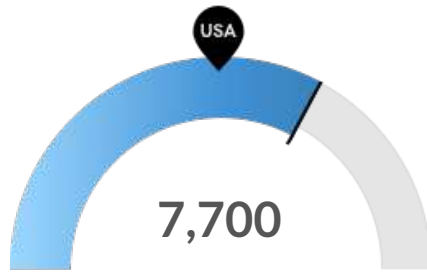
Timeframe	Unemployment Rate
2018	3.87%
2019	3.89%
2020	6.93%
2021	4.59%
2022	3.69%
January - February 2023	3.95%
March 2023	3.67%
April 2023	3.52%
May 2023	3.05%

Population Characteristics



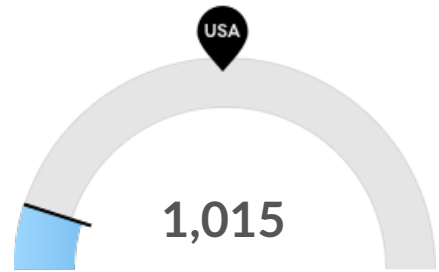
Millennials

Washburn County, WI has 2,224 millennials (ages 25-39). The national average for an area this size is 3,422.



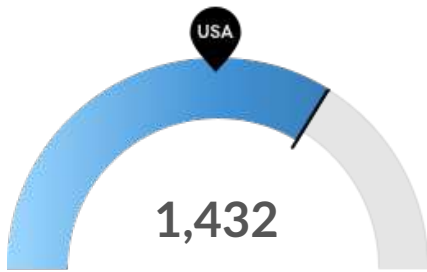
Retiring Soon

Retirement risk is high in Washburn County, WI. The national average for an area this size is 4,979 people 55 or older, while there are 7,700 here.



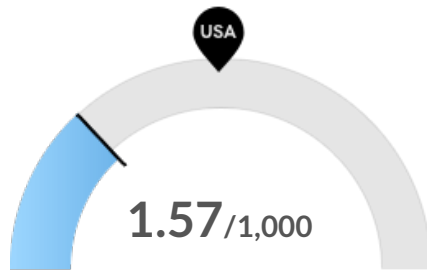
Racial Diversity

Racial diversity is low in Washburn County, WI. The national average for an area this size is 6,817 racially diverse people, while there are 1,015 here.



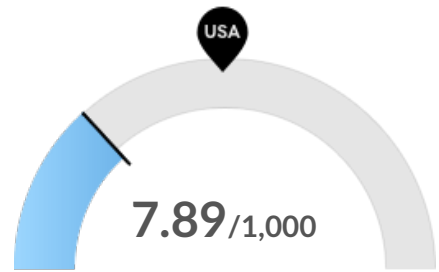
Veterans

Washburn County, WI has 1,432 veterans. The national average for an area this size is 880.



Violent Crime

Washburn County, WI has 1.57 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

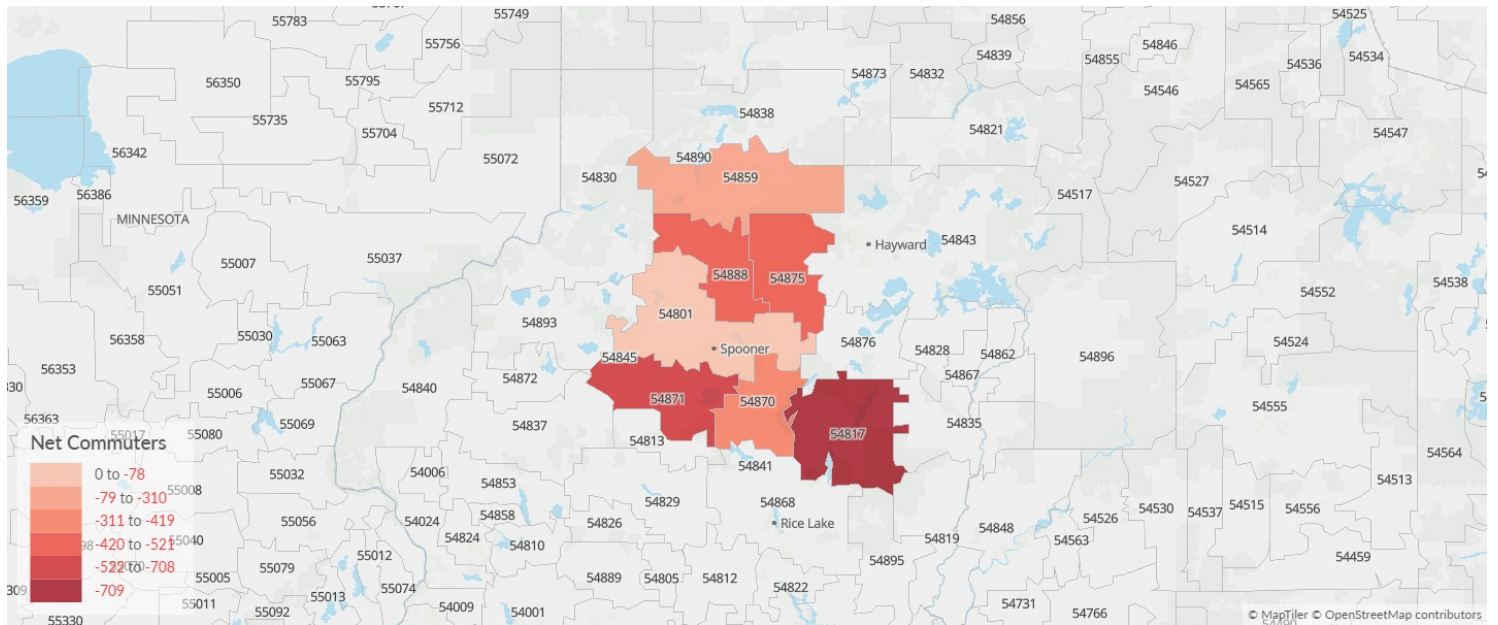


Property Crime

Washburn County, WI has 7.89 property crimes per 1,000 people. The national rate is 17.8 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

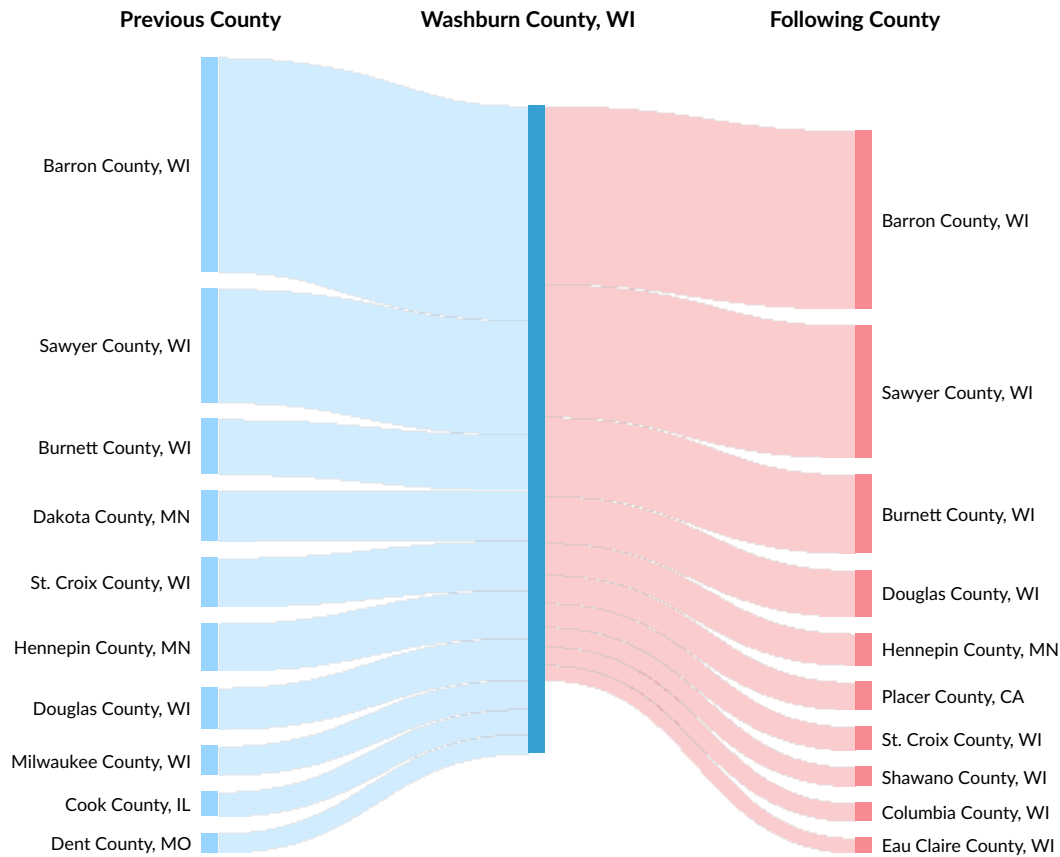
ZIP	Name	2022 Employment
54801	Spooner, WI (in Washbu...	3,481
54871	Shell Lake, WI (in Wash...	1,075
54859	Minong, WI (in Washbu...	822
54817	Birchwood, WI (in Wash...	440
54870	Sarona, WI (in Washbur...	420

ZIP	Name	2022 Workers
54801	Spooner, WI (in Washbu...	3,505
54871	Shell Lake, WI (in Wash...	1,597
54817	Birchwood, WI (in Wash...	1,150
54859	Minong, WI (in Washbu...	901
54888	Trego, WI (in Washburn...	746

Inbound and Outbound Migration

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

As of 2020, 164 people have migrated from Barron County, WI to Washburn County, WI. In the same year, 136 people left Washburn County, WI migrating to Barron County, WI. The total Net Migration for Washburn County, WI in 2020 was 219.

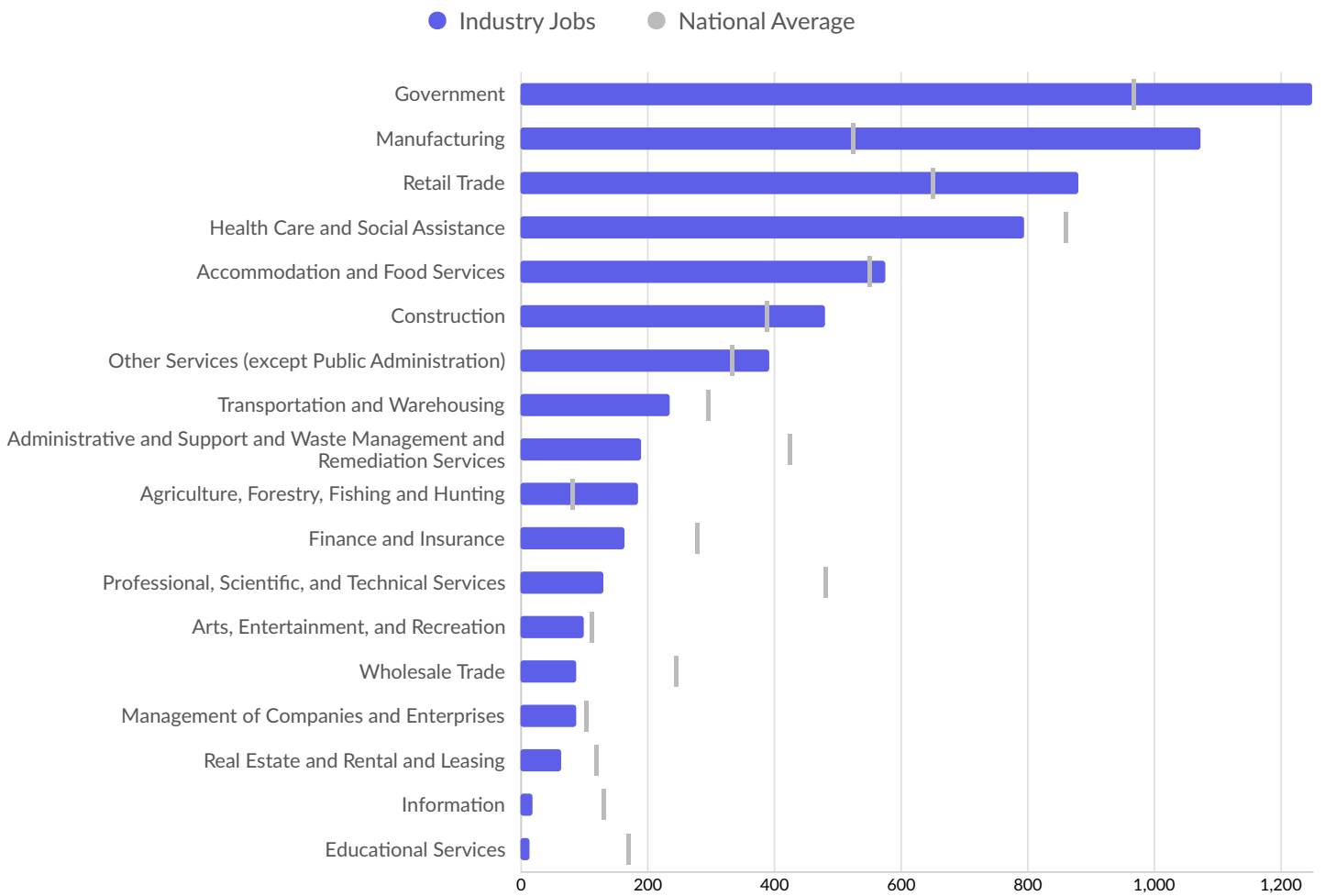


Top Previous Counties	Migrations
Barron County, WI	164
Sawyer County, WI	87
Burnett County, WI	42
Dakota County, MN	38
St. Croix County, WI	37
Hennepin County, MN	36

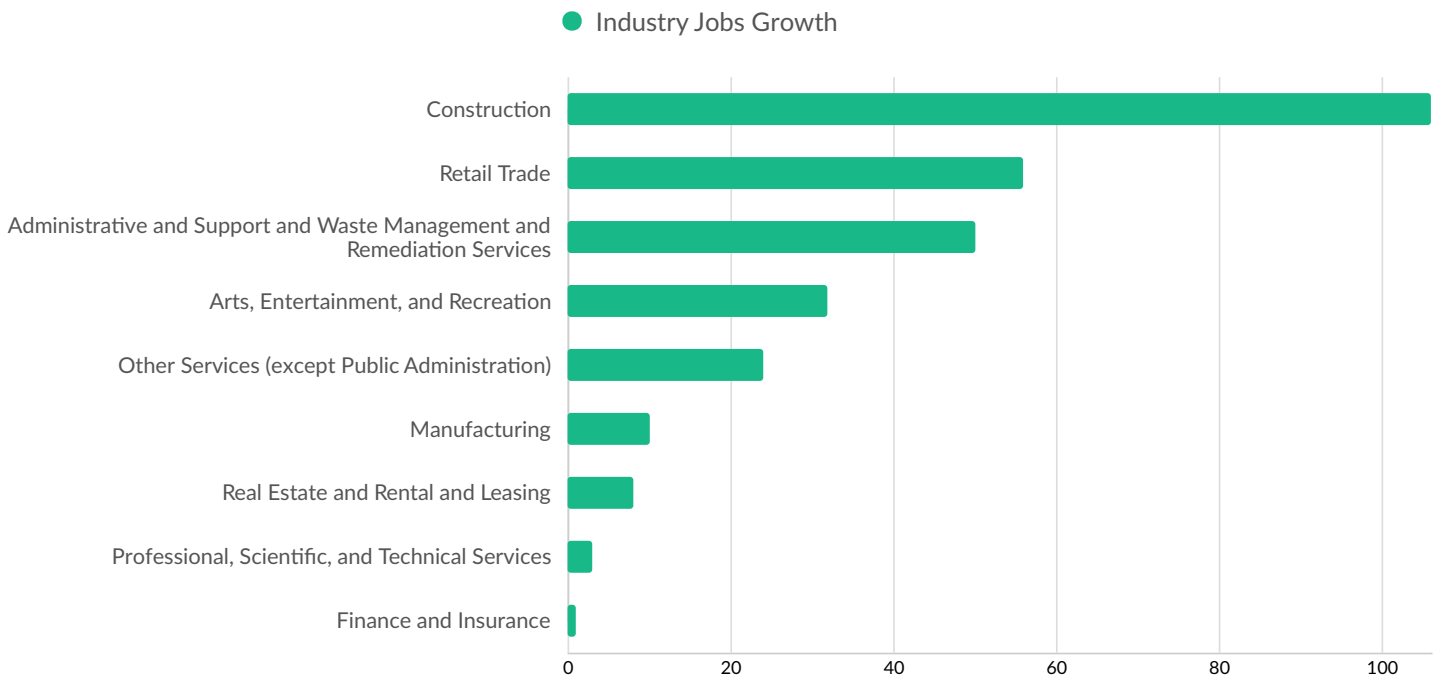
Top Previous Counties	Migrations
Douglas County, WI	32
Milwaukee County, WI	22
Cook County, IL	19
Dent County, MO	15
Rusk County, WI	15
Maricopa County, AZ	12
Dane County, WI	12
Wayne County, MI	11
Eau Claire County, WI	9
Top Following Counties	Migrations
Barron County, WI	136
Sawyer County, WI	101
Burnett County, WI	60
Douglas County, WI	36
Hennepin County, MN	24
Placer County, CA	21
St. Croix County, WI	18
Shawano County, WI	15
Columbia County, WI	14
Eau Claire County, WI	12
Beaufort County, SC	9
Will County, IL	8
Sherburne County, MN	8
Dunn County, WI	8
Lake County, IL	8

Industry Characteristics

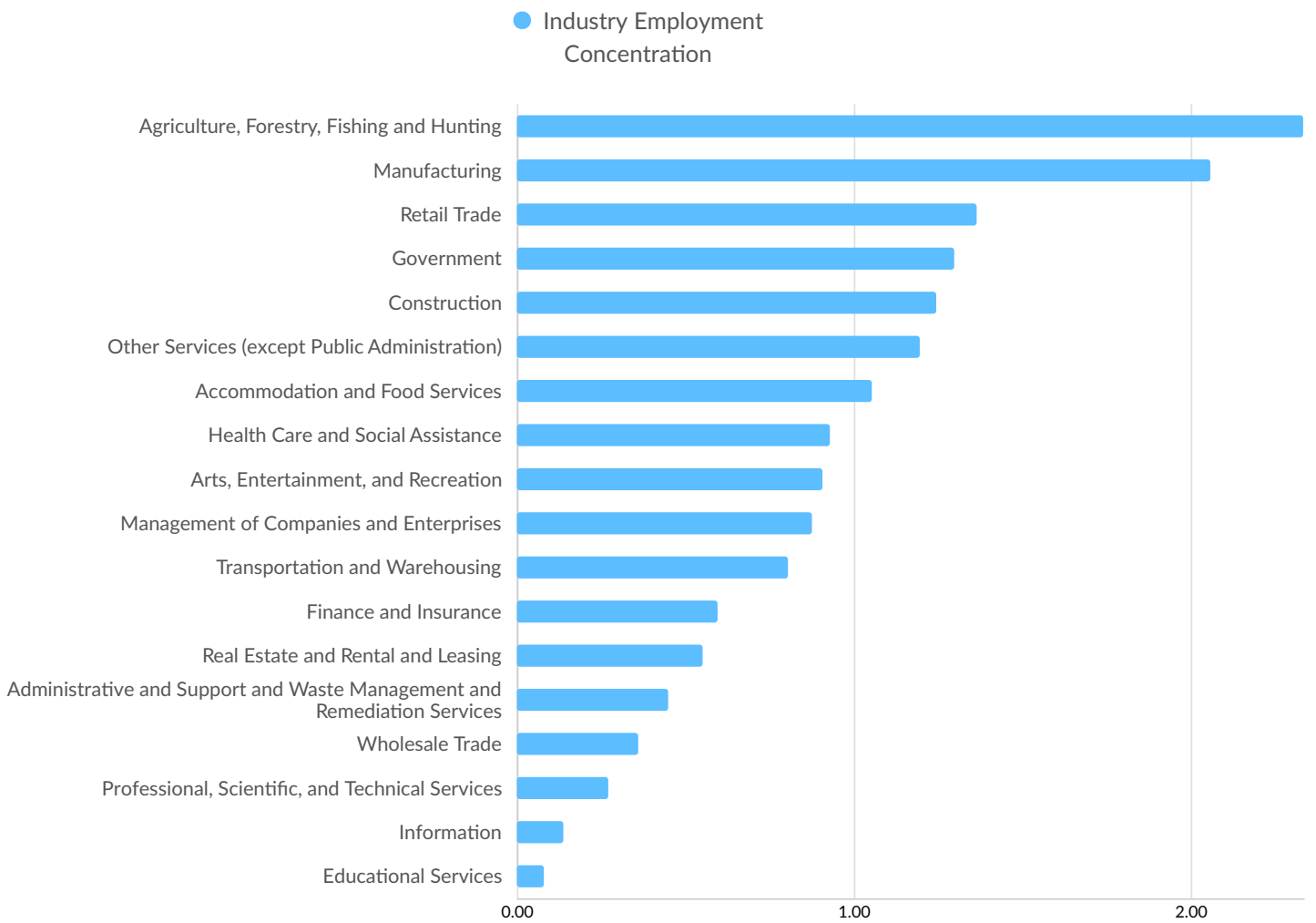
Largest Industries



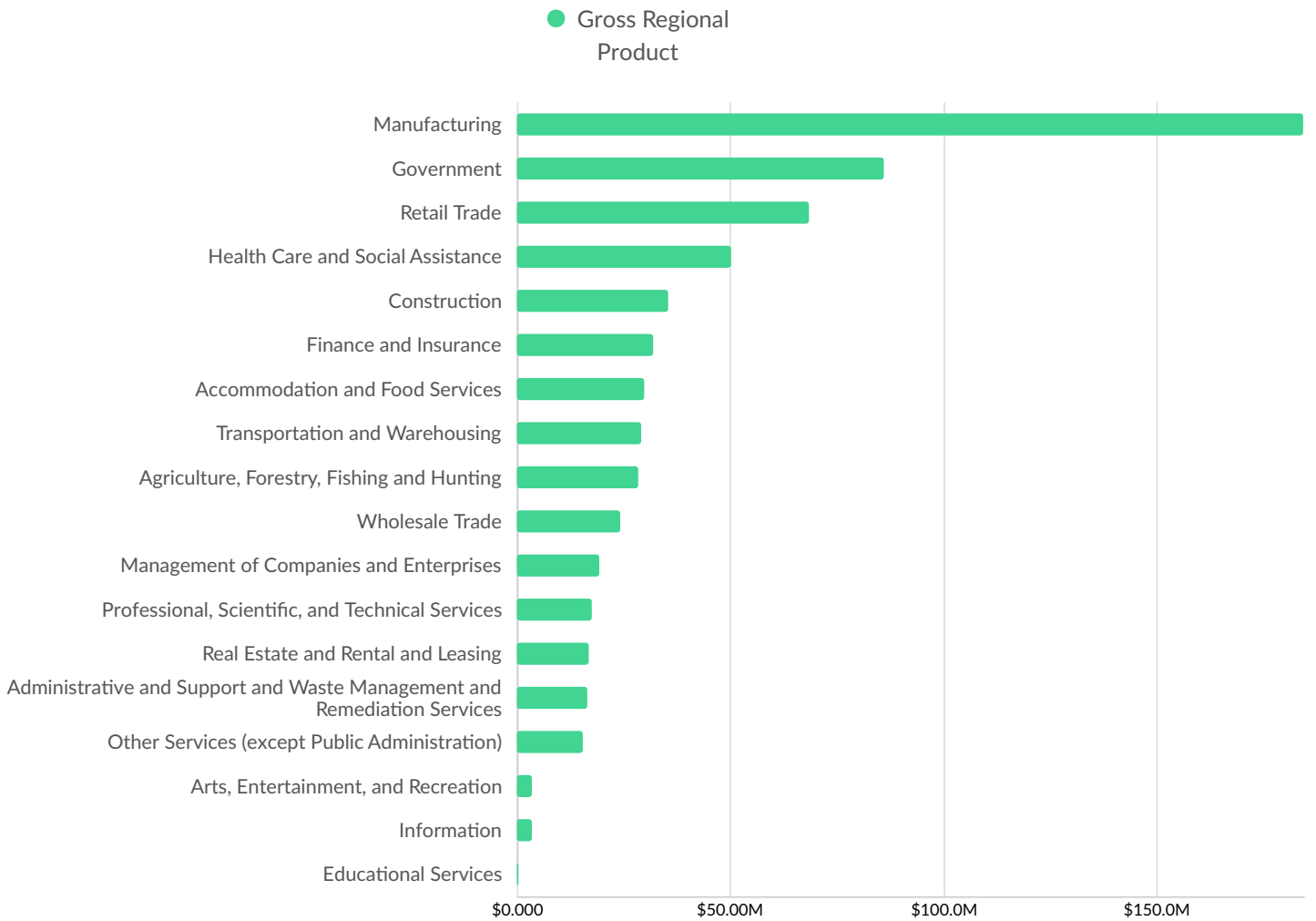
Top Growing Industries



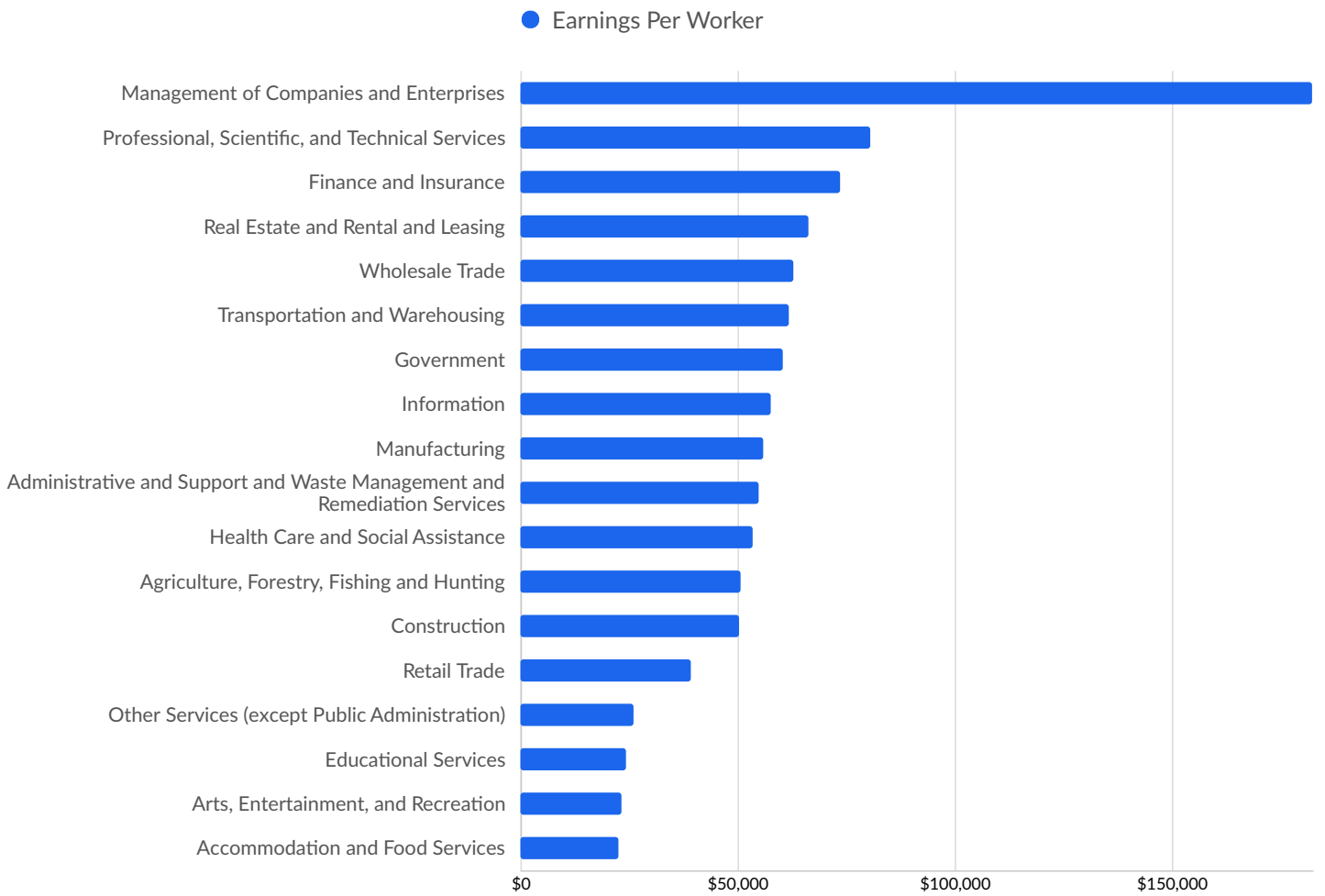
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



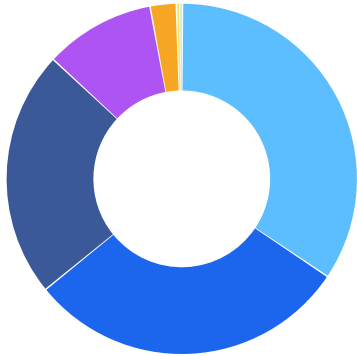
Business Characteristics

1,680 Companies Employ Your Workers

Online profiles for your workers mention 1,680 companies as employers, with the top 10 appearing below. In the last 12 months, 122 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 Protein Snacks	84 	Republic Services	41 
State of Wisconsin	32 	Aurora Community Services	40 
Marta C. Turksel, Educational Co...	29 	Dollar General	21 
Spooner Area School District	28 	Masonite	18 
Wisconsin Indianhead Technical ...	27 	Essentia Health	12 
University of Wisconsin System	19 	Kwik Trip	12 
Indianhead Medical Center	17 	Jack Link's	10 
Marshfield Clinic	16 	State of Wisconsin	8 
R. Stresau Laboratory	16 	UPS	8 
Schmitzs Economart	16 	CareInHomes	7 

Business Size

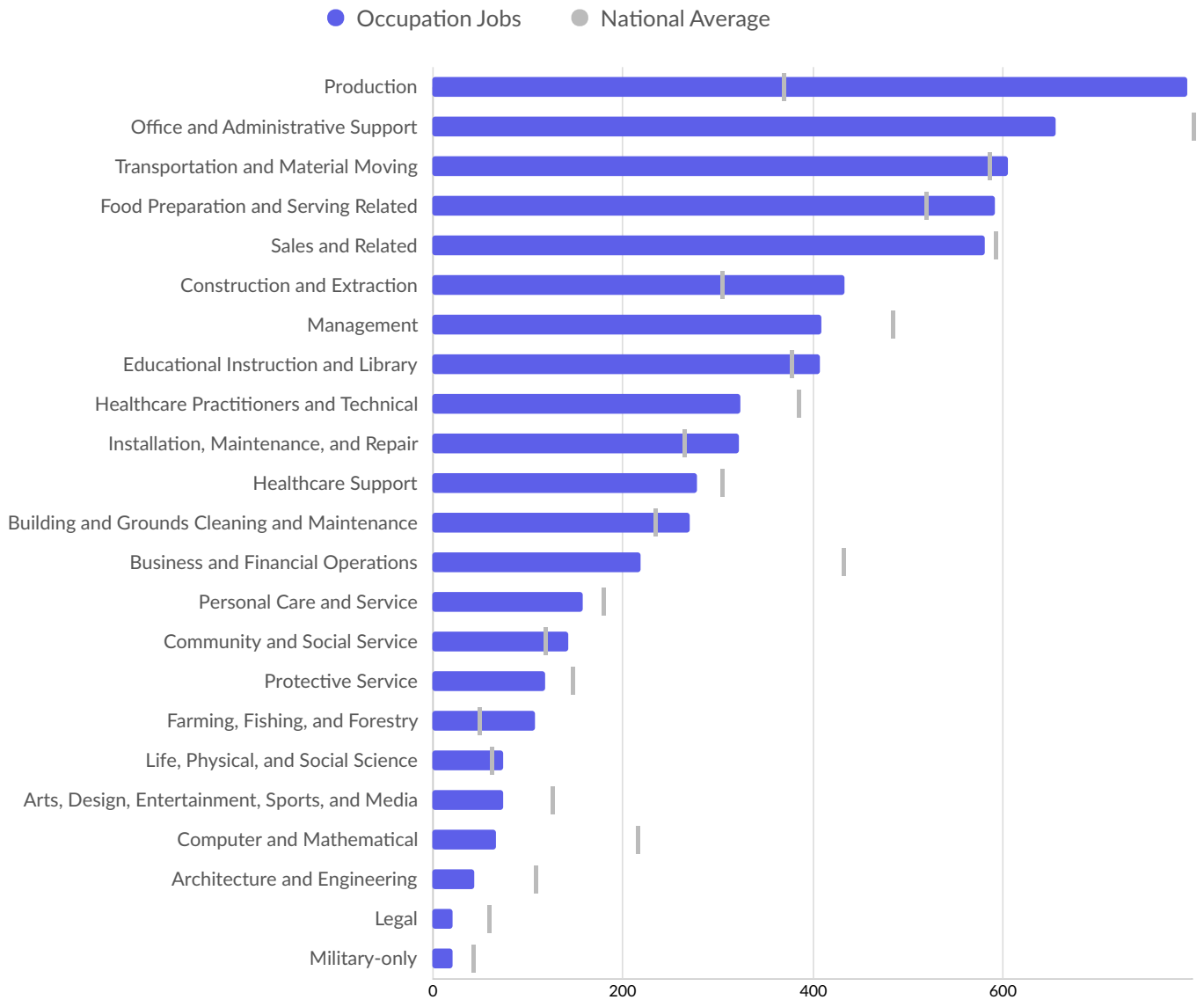


	Percentage	Business Count
● 1 to 4 employees	34.3%	300
● 5 to 9 employees	29.7%	260
● 10 to 19 employees	22.8%	199
● 20 to 49 employees	10.2%	89
● 50 to 99 employees	2.4%	21
● 100 to 249 employees	0.3%	3
● 250 to 499 employees	0.1%	1
● 500+ employees	0.1%	1

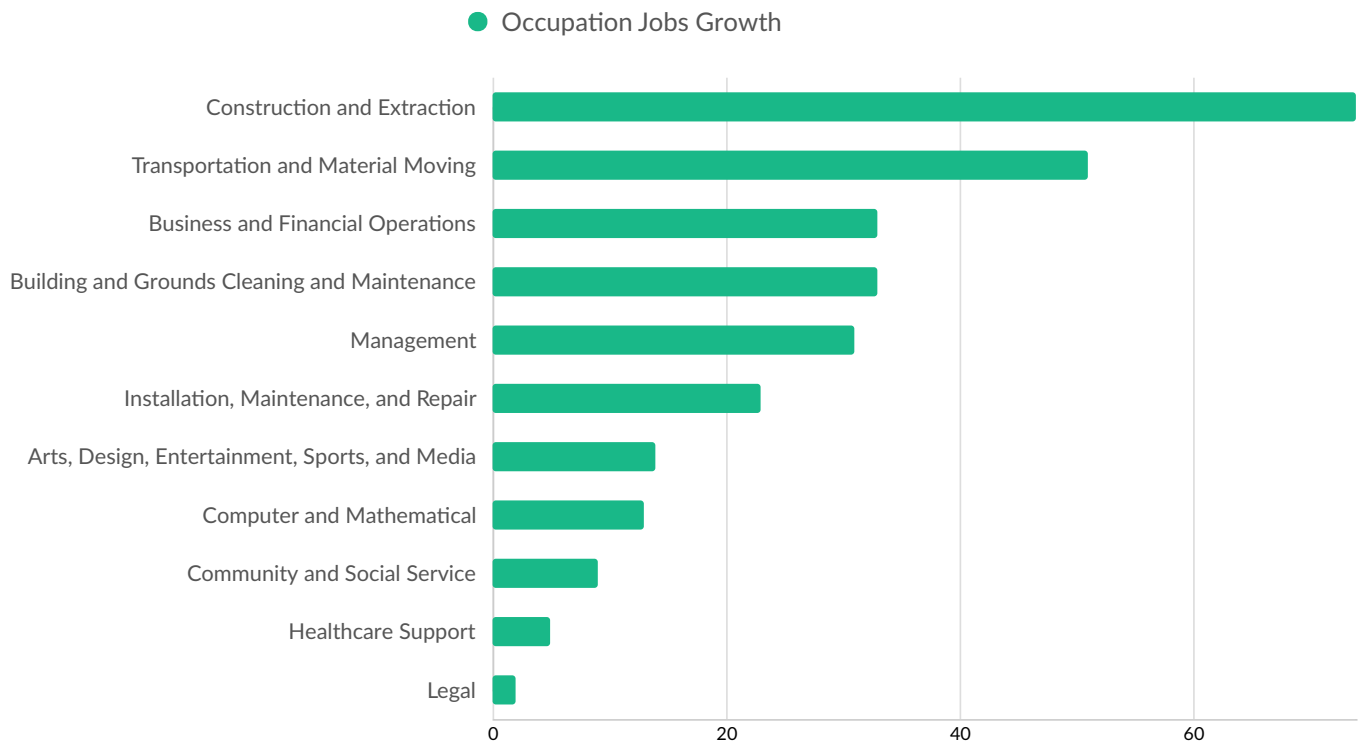
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations

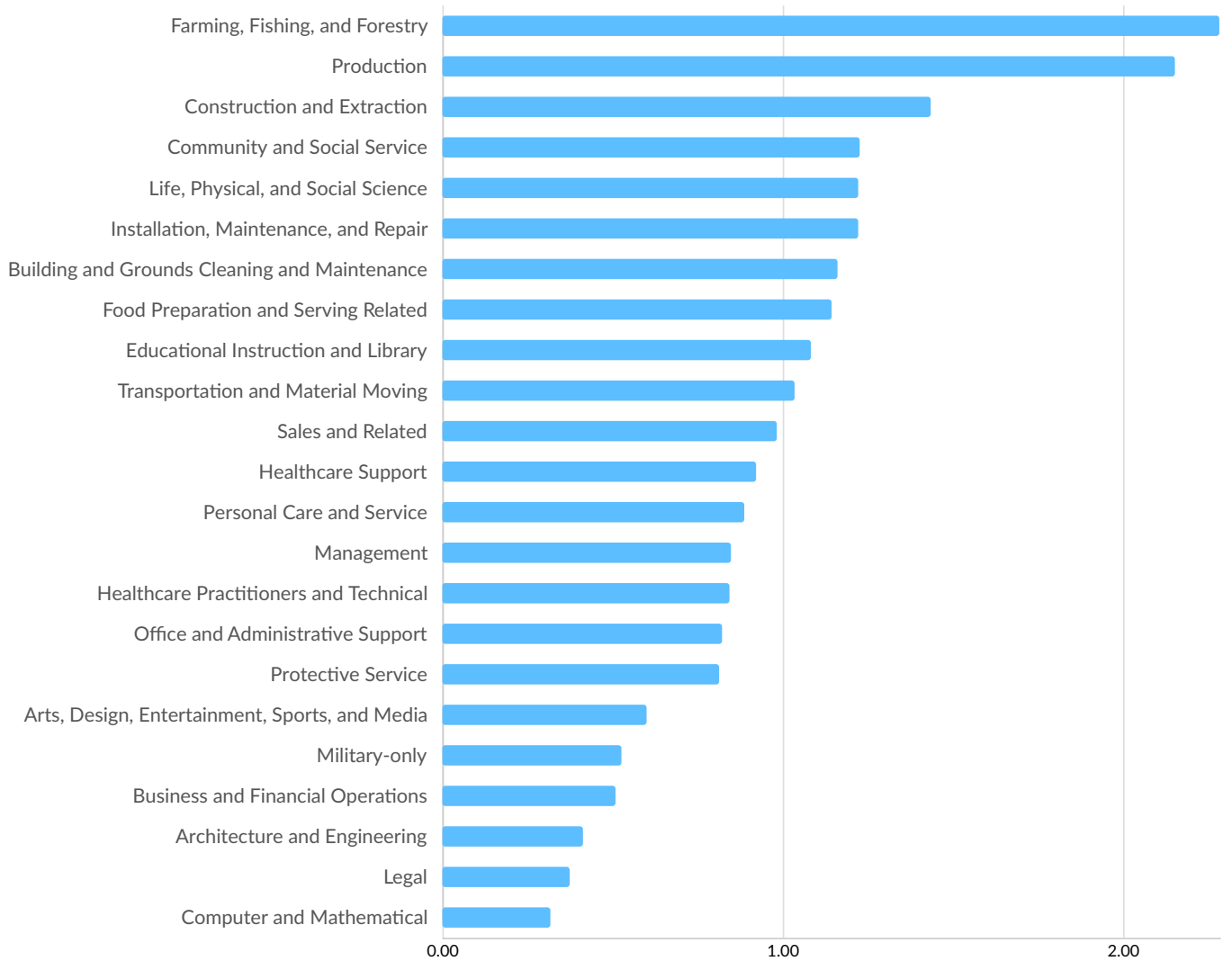


Top Growing Occupations

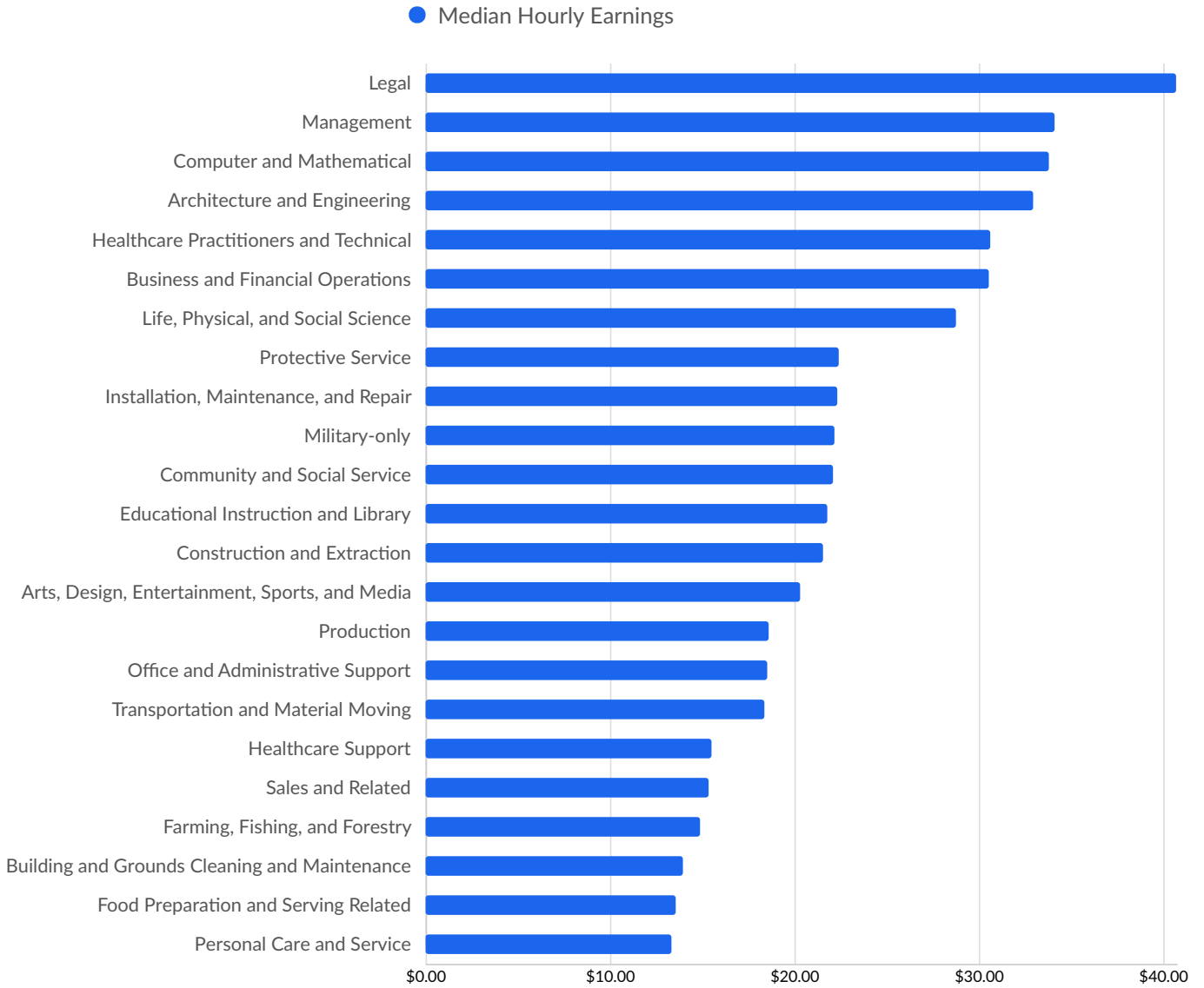


Top Occupation Employment Concentration

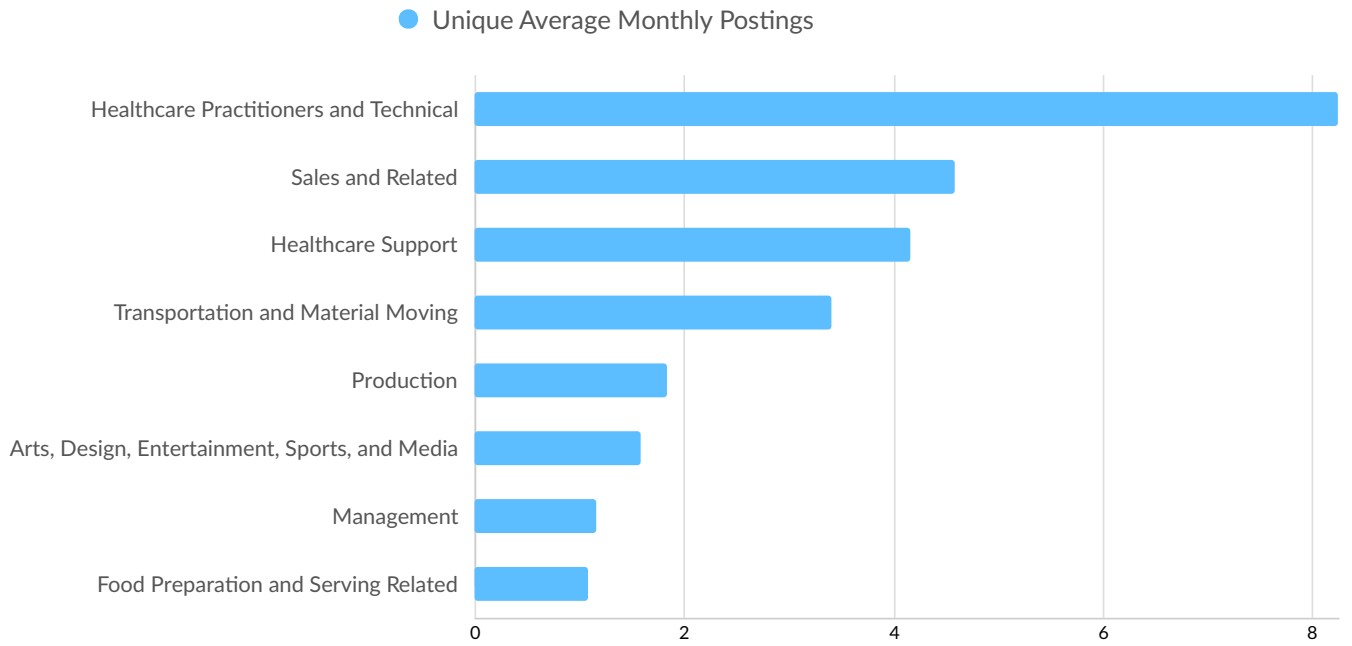
● Occupation Employment Concentration



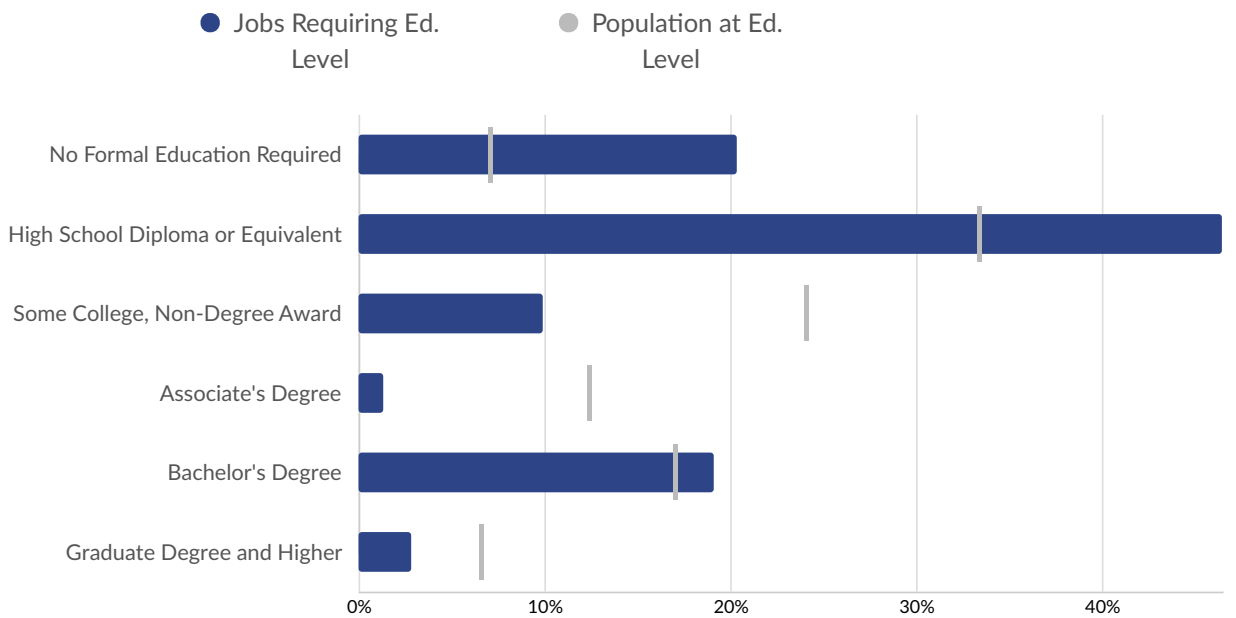
Top Occupation Earnings



Top Posted Occupations

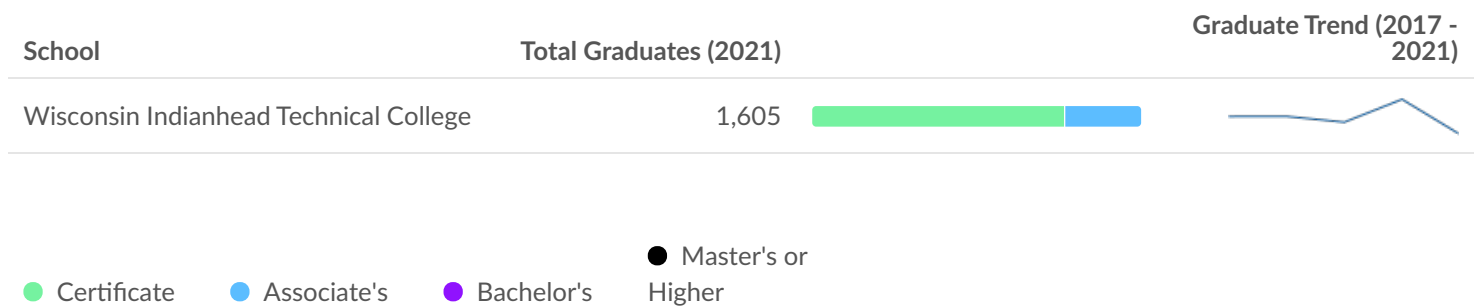


Underemployment



Educational Pipeline

In 2021, there were 1,605 graduates in Washburn County, WI. This pipeline has shrunk by 13% over the last 5 years. The highest share of these graduates come from "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), "Welding Technology/Welder" (Certificate), and "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate).



In-Demand Skills

