



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

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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

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.

6,087

Total Regional Employment

Jobs **decreased by 212** over the last 5 years but are projected to **grow by 276** 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 3.4%** in Washburn County, WI from 6,299 to **6,087**. This change **fell short of the national growth rate of 3.4% by 6.8%**. 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.

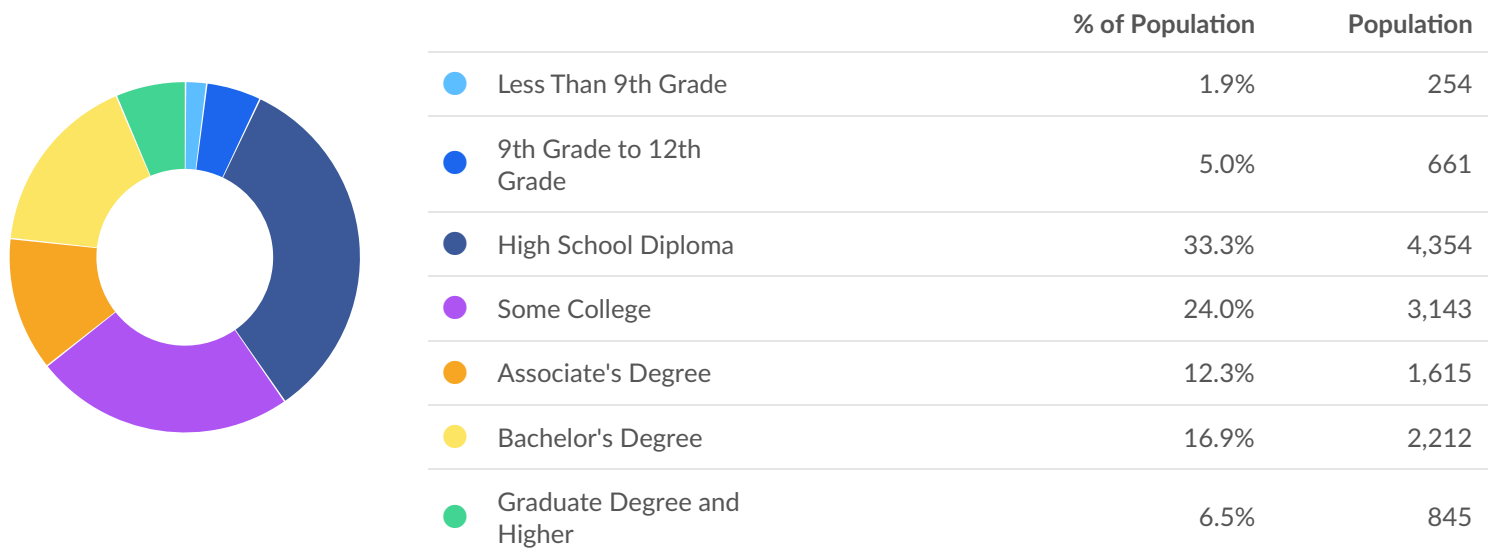
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	17,604	7,363	6,087	100.2	\$685.15M	\$1.35B	\$1.13B
State	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

Jan 2023 Labor Force Breakdown



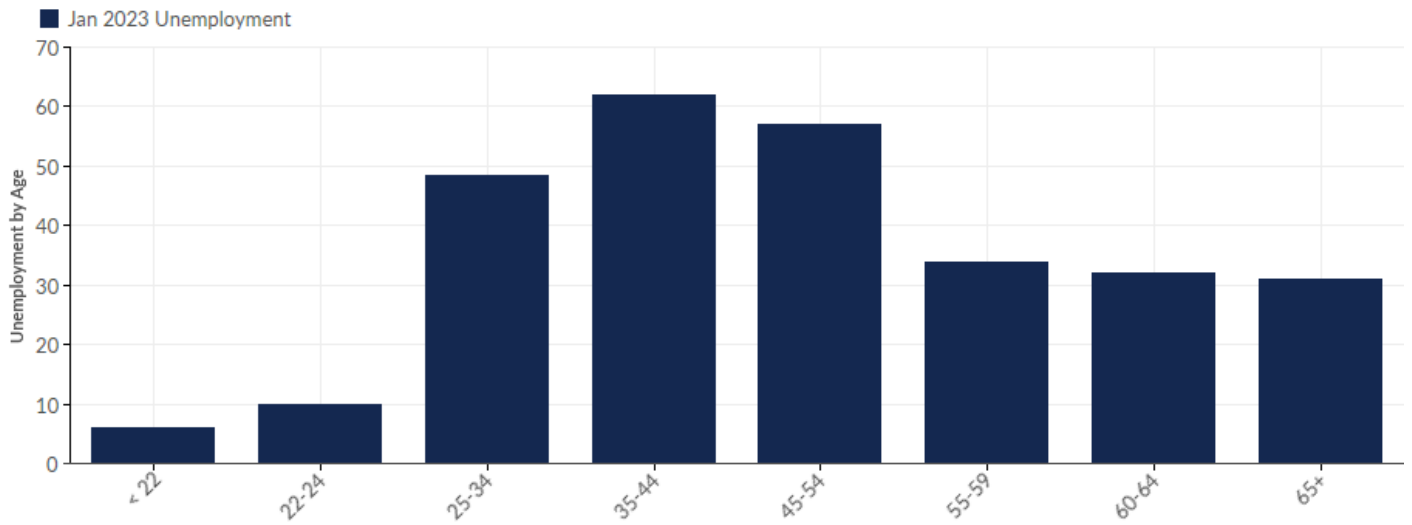
Educational Attainment

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).



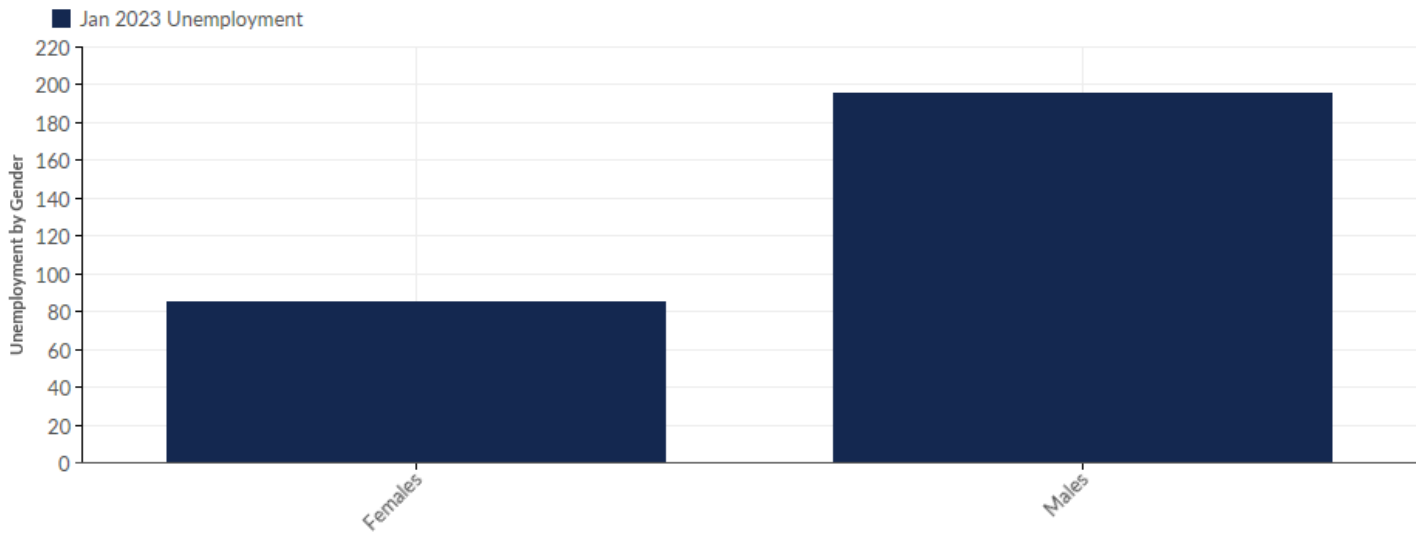
Unemployment by Demographics

Unemployment by Age



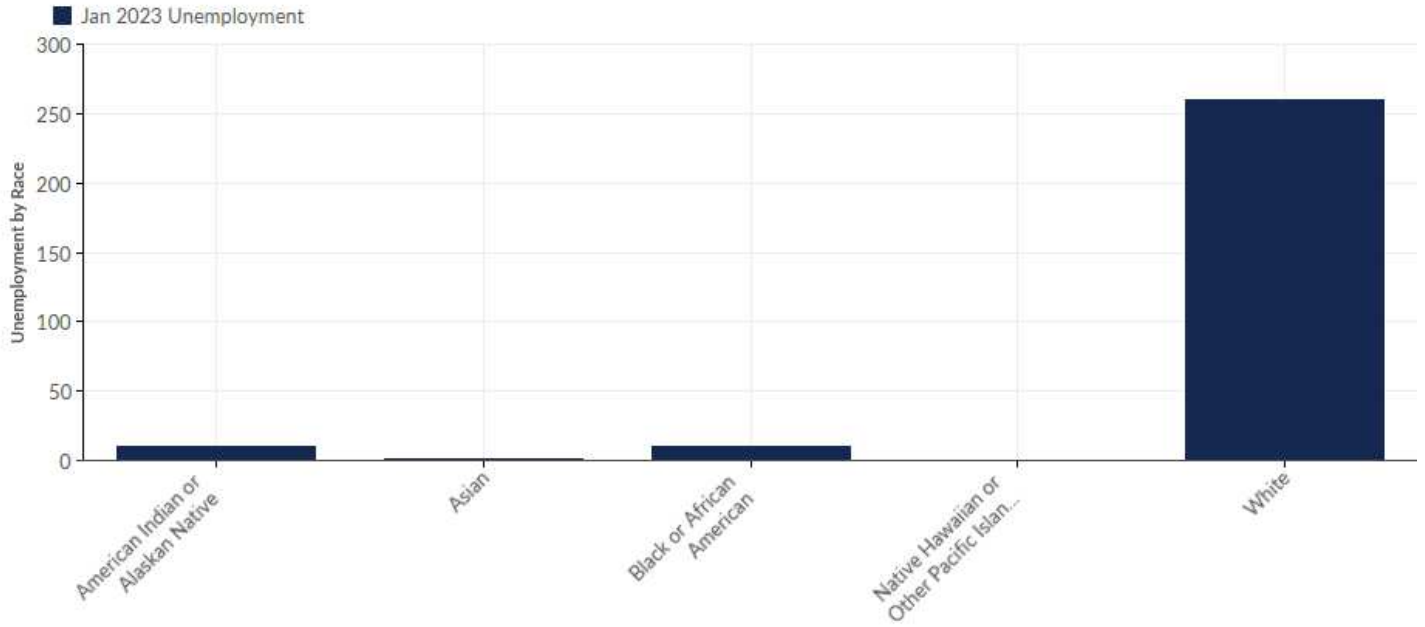
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	6	2.14%
22-24	10	3.57%
25-34	48	17.14%
35-44	62	22.14%
45-54	57	20.36%
55-59	34	12.14%
60-64	32	11.43%
65+	31	11.07%
Total	280	100.00%

Unemployment by Gender



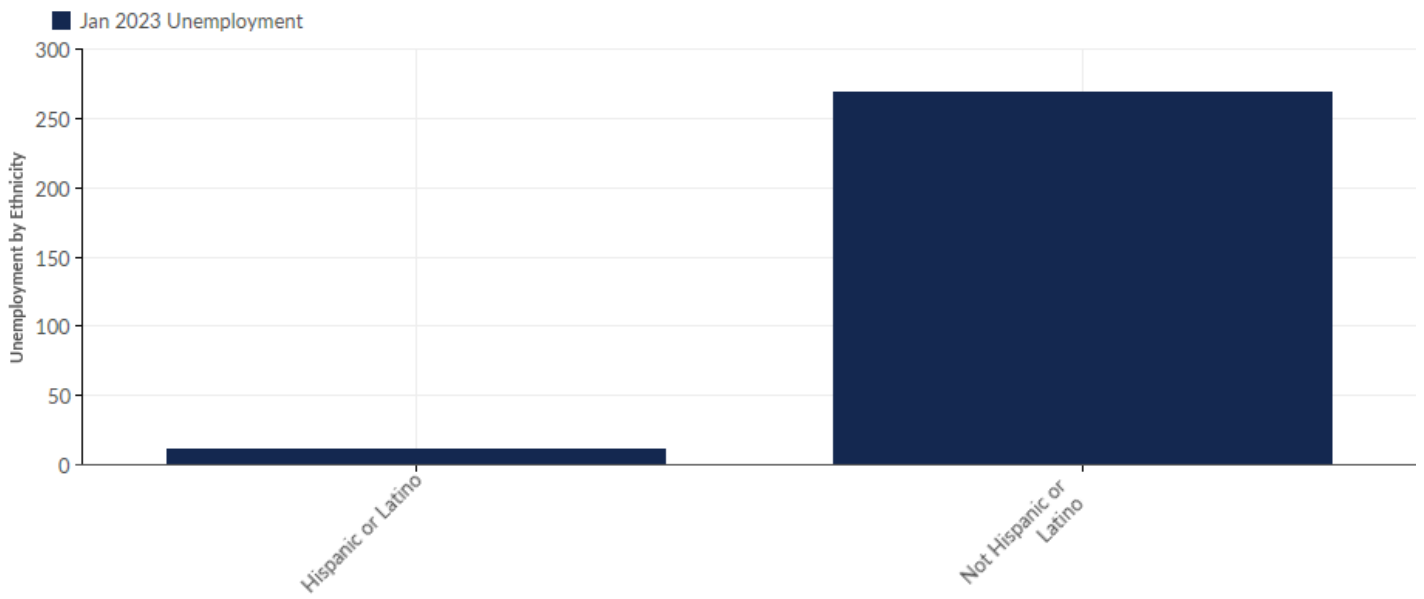
Gender	Unemployment (Jan 2023)	% of Unemployed
Females	85	30.36%
Males	195	69.64%
Total	280	100.00%

Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	10	3.57%
Asian	1	0.36%
Black or African American	10	3.57%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	259	92.50%
Total	280	100.00%

Unemployment by Ethnicity

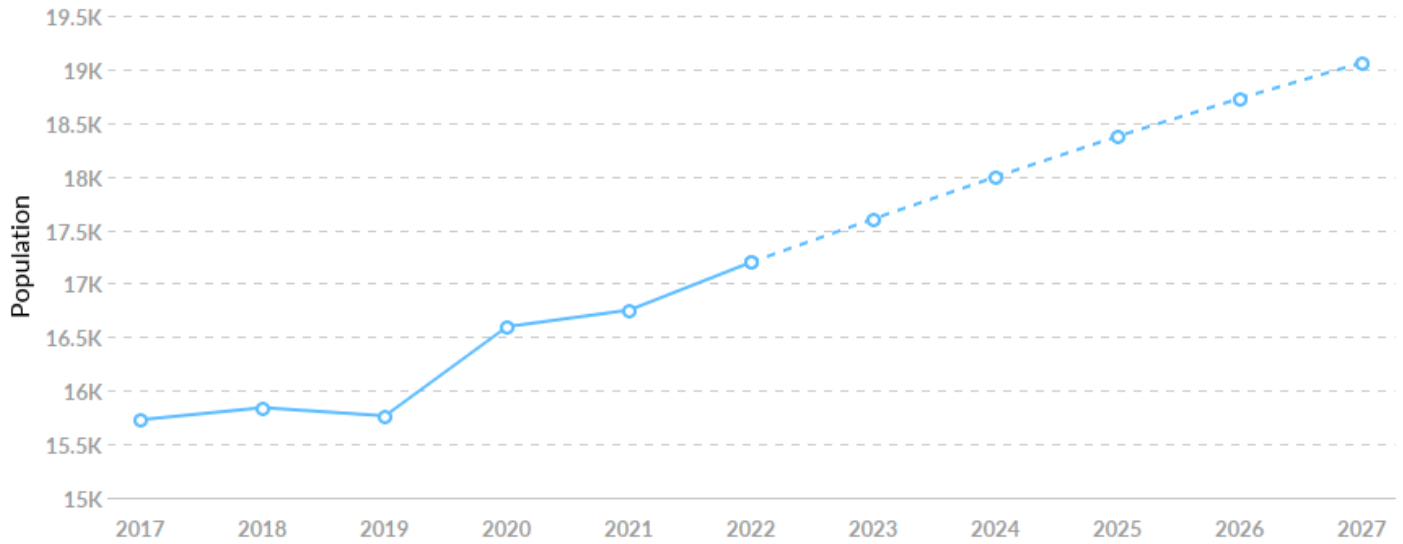


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	11	3.93%
Not Hispanic or Latino	269	96.07%
Total	280	100.00%

Historic & Projected Trends

Population Trends

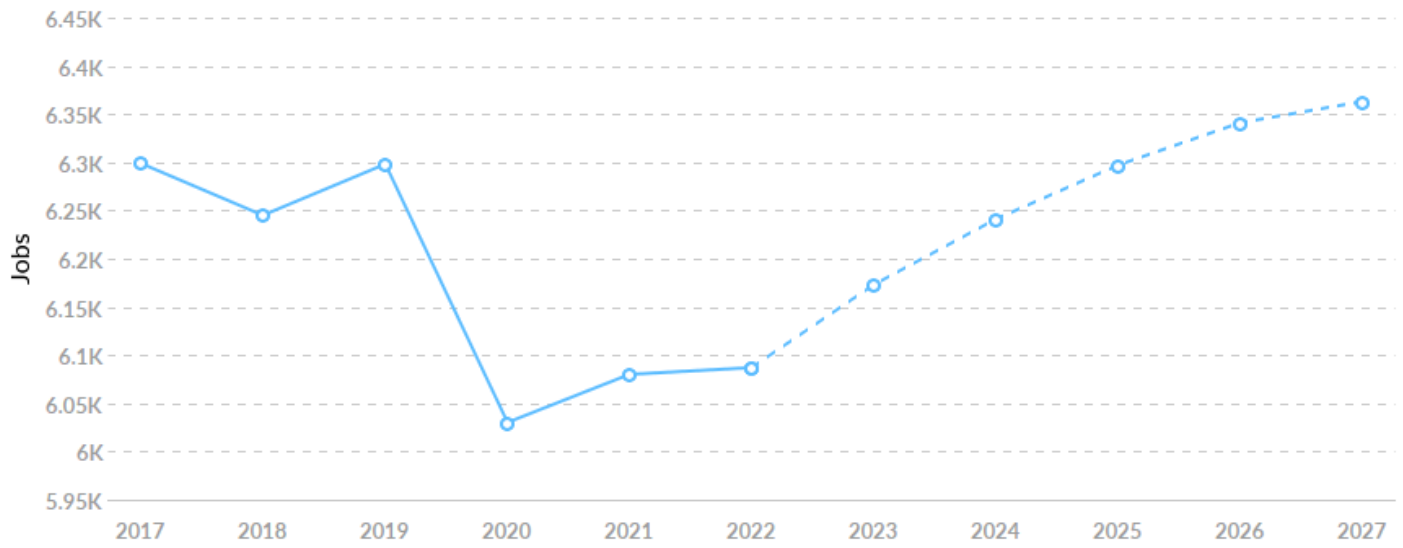
As of 2022 the region's population increased by 9.4% since 2017, growing by 1,472. Population is expected to increase by 10.8% between 2022 and 2027, adding 1,862.



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

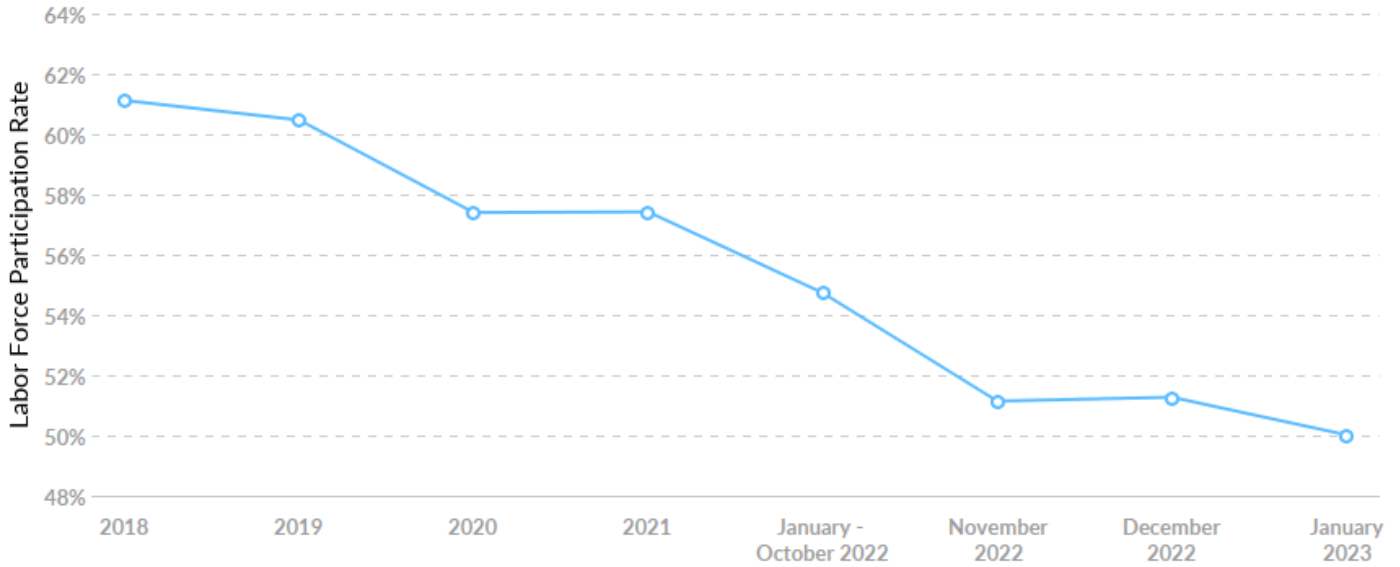
Job Trends

From 2017 to 2022, jobs declined by 3.4% in Washburn County, WI from 6,299 to 6,087. This change fell short of the national growth rate of 3.4% by 6.8%.



Timeframe	Jobs
2017	6,299
2018	6,245
2019	6,298
2020	6,030
2021	6,080
2022	6,087
2023	6,173
2024	6,241
2025	6,297
2026	6,341
2027	6,363

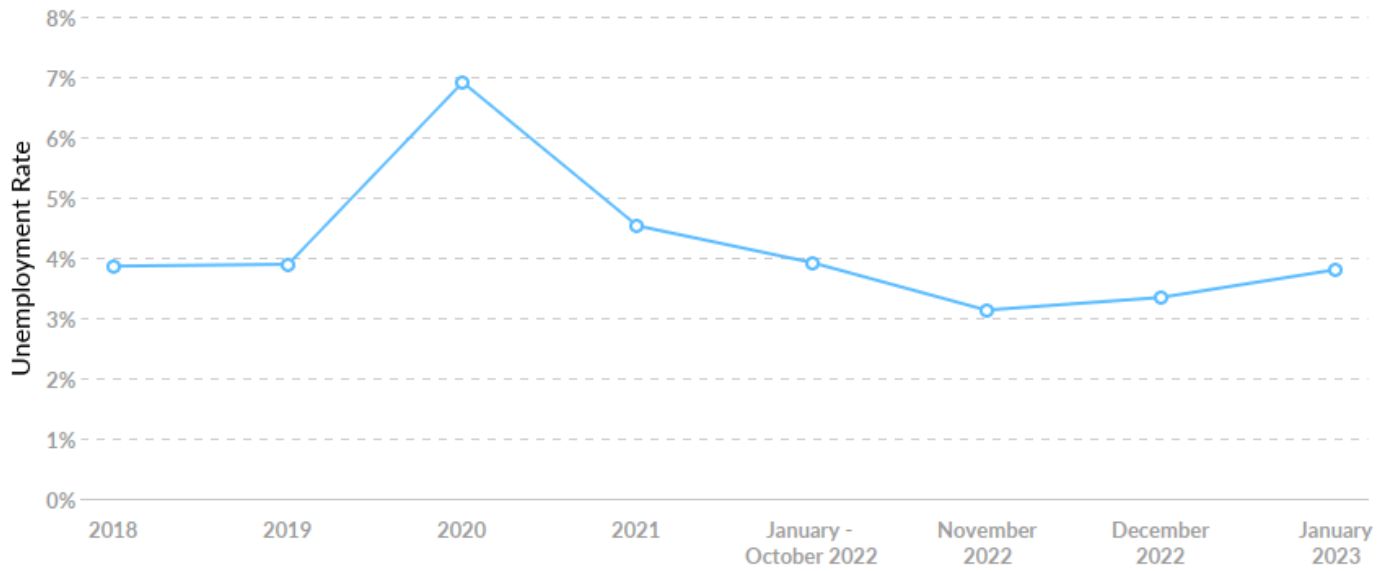
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	61.12%
2019	60.47%
2020	57.40%
2021	57.42%
January - October 2022	54.73%
November 2022	51.14%
December 2022	51.27%
January 2023	50.02%

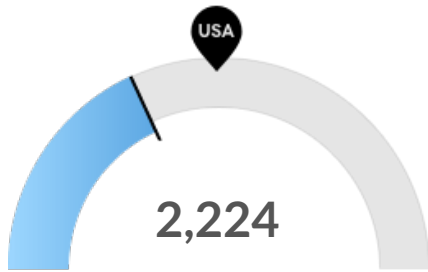
Unemployment Rate Trends

Washburn County, WI had a January 2023 unemployment rate of 3.80%, **decreasing from 3.86%** 5 years before.



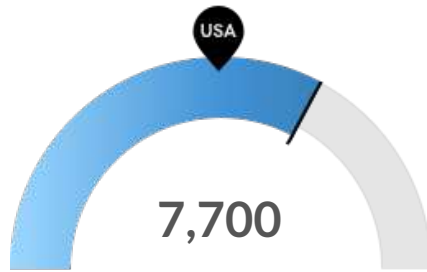
Timeframe	Unemployment Rate
2018	3.86%
2019	3.89%
2020	6.91%
2021	4.53%
January - October 2022	3.92%
November 2022	3.13%
December 2022	3.34%
January 2023	3.80%

Population Characteristics



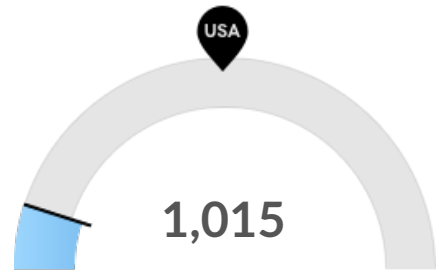
Millennials

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



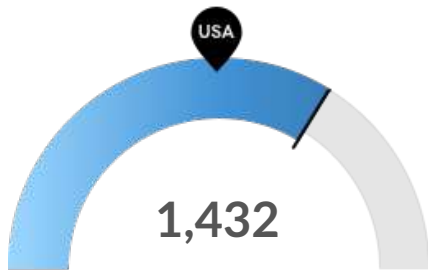
Retiring Soon

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.



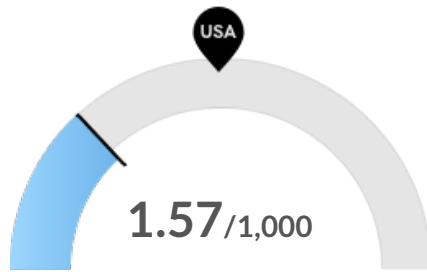
Racial Diversity

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.



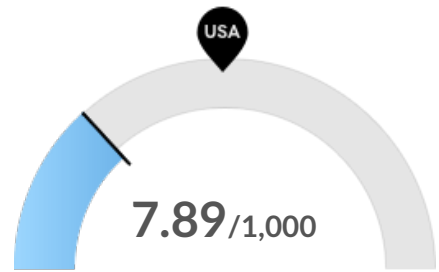
Veterans

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.

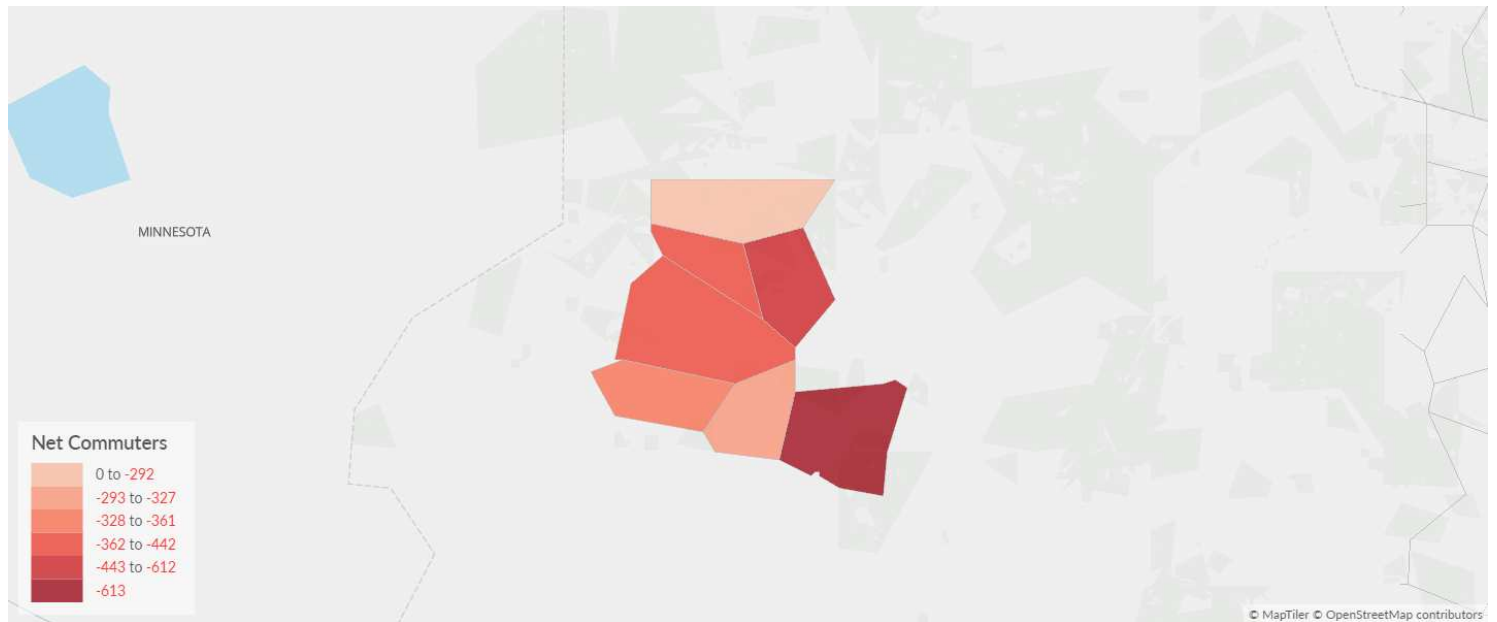


Property Crime

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

ZIP	Name	2022 Employment
54801	Spooner, WI (in Washbu...	2,778
54871	Shell Lake, WI (in Wash...	1,177
54859	Minong, WI (in Washbu...	784
54817	Birchwood, WI (in Wash...	519
54870	Sarona, WI (in Washbur...	386

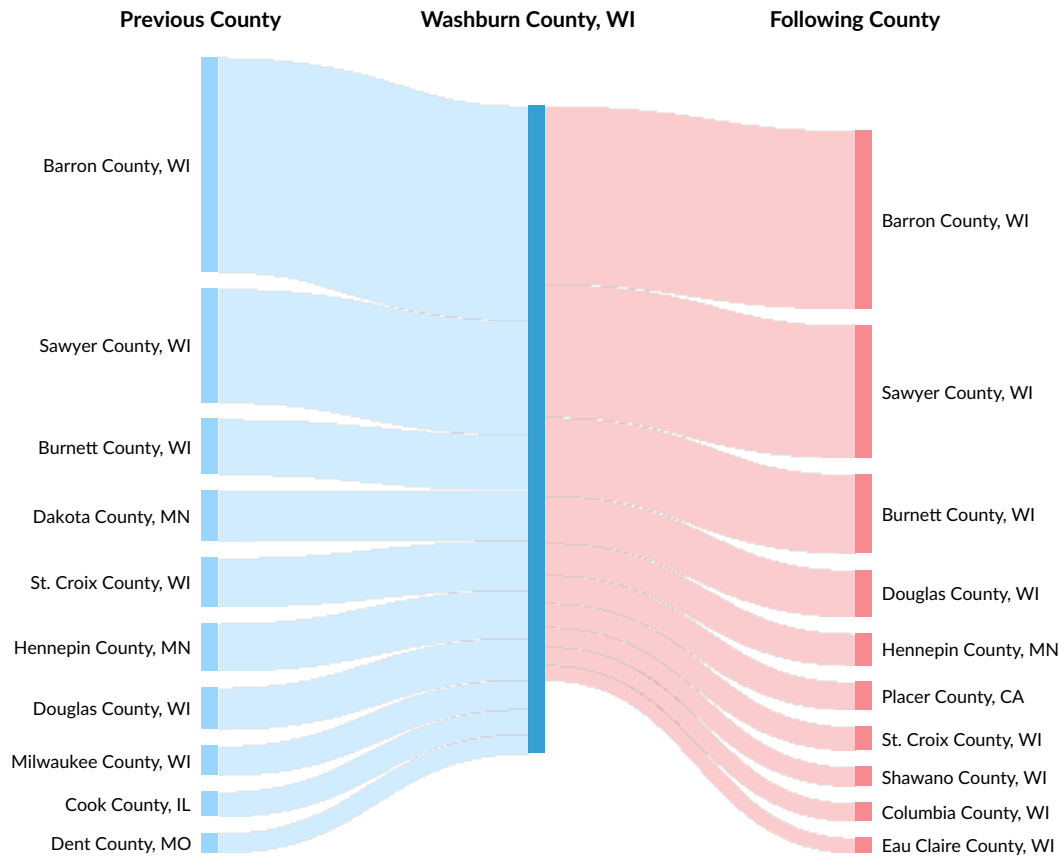
Where Talent Lives

ZIP	Name	2022 Workers
54801	Spooner, WI (in Washbu...	3,139
54871	Shell Lake, WI (in Wash...	1,505
54817	Birchwood, WI (in Wash...	1,132
54859	Minong, WI (in Washbu...	824
54870	Sarona, WI (in Washbur...	678

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**.

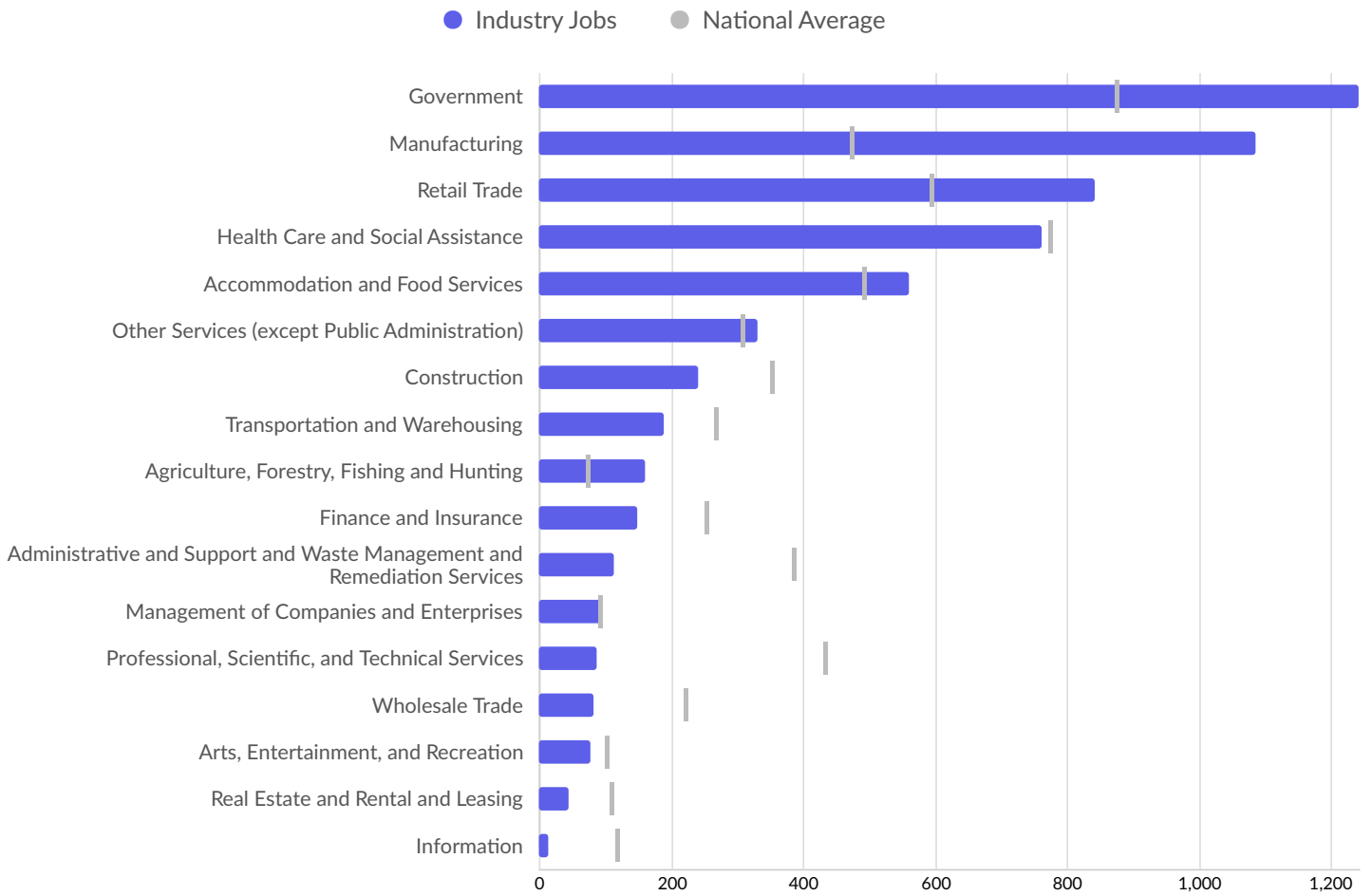


Top Previous Counties	Migrations
Barron County, WI	164
Sawyer County, WI	87
Burnett County, WI	42
Dakota County, MN	38
St. Croix County, WI	37
Hennepin County, MN	36

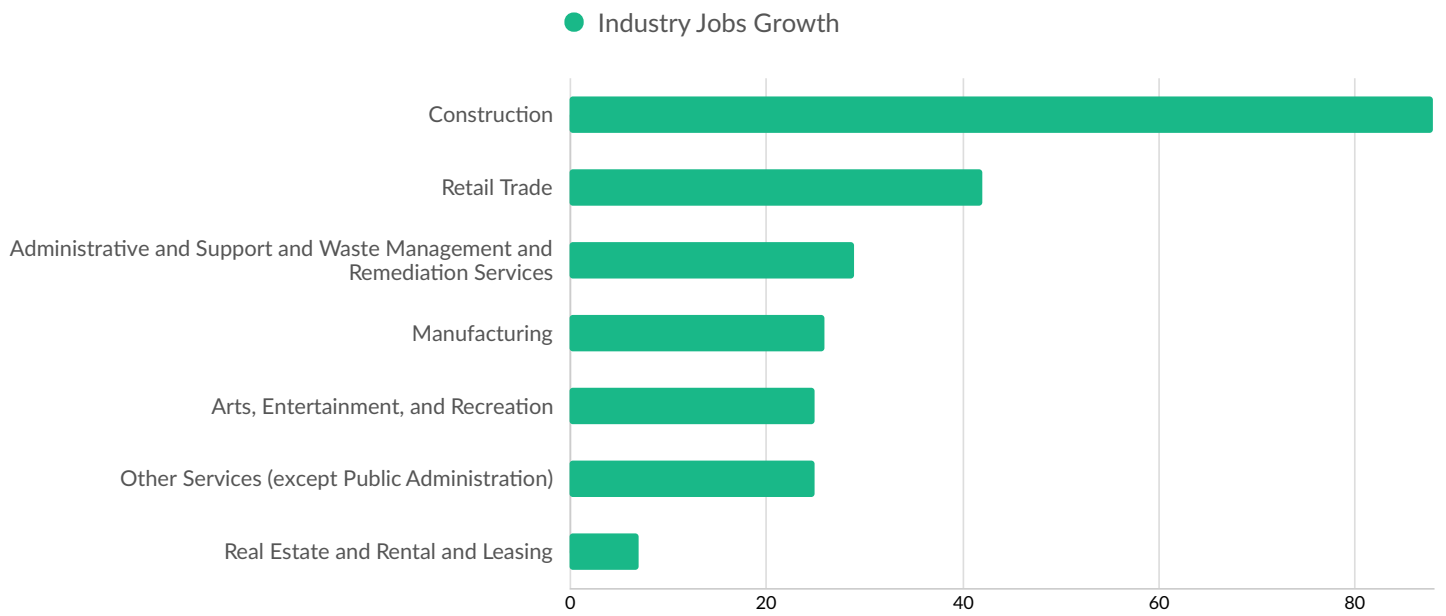
Top Previous Counties	Migrations
Douglas County, WI	32
Milwaukee County, WI	22
Cook County, IL	19
Dent County, MO	15
Rusk County, WI	15
Maricopa County, AZ	12
Dane County, WI	12
Wayne County, MI	11
Eau Claire County, WI	9
Top Following Counties	Migrations
Barron County, WI	136
Sawyer County, WI	101
Burnett 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

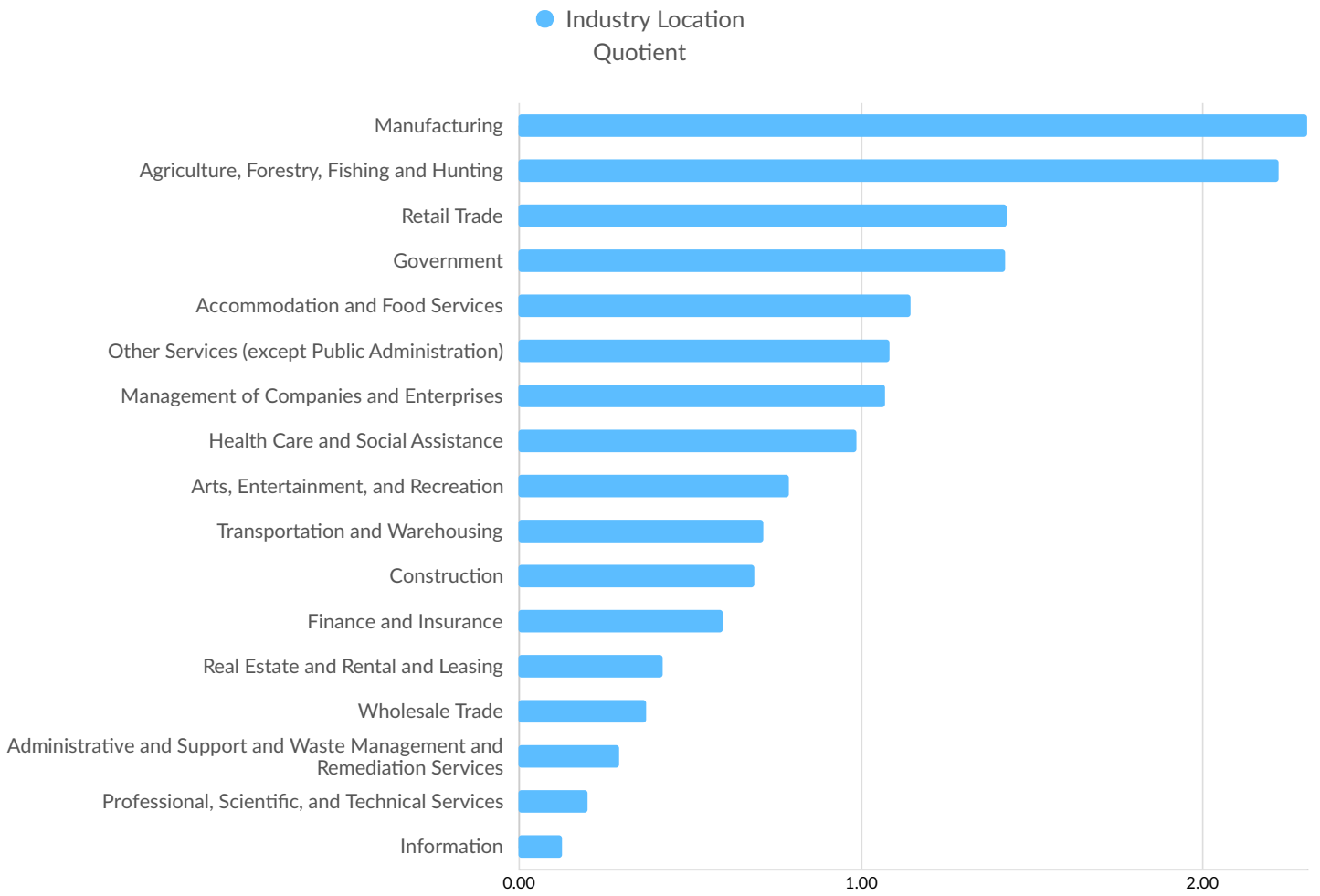
Largest Industries



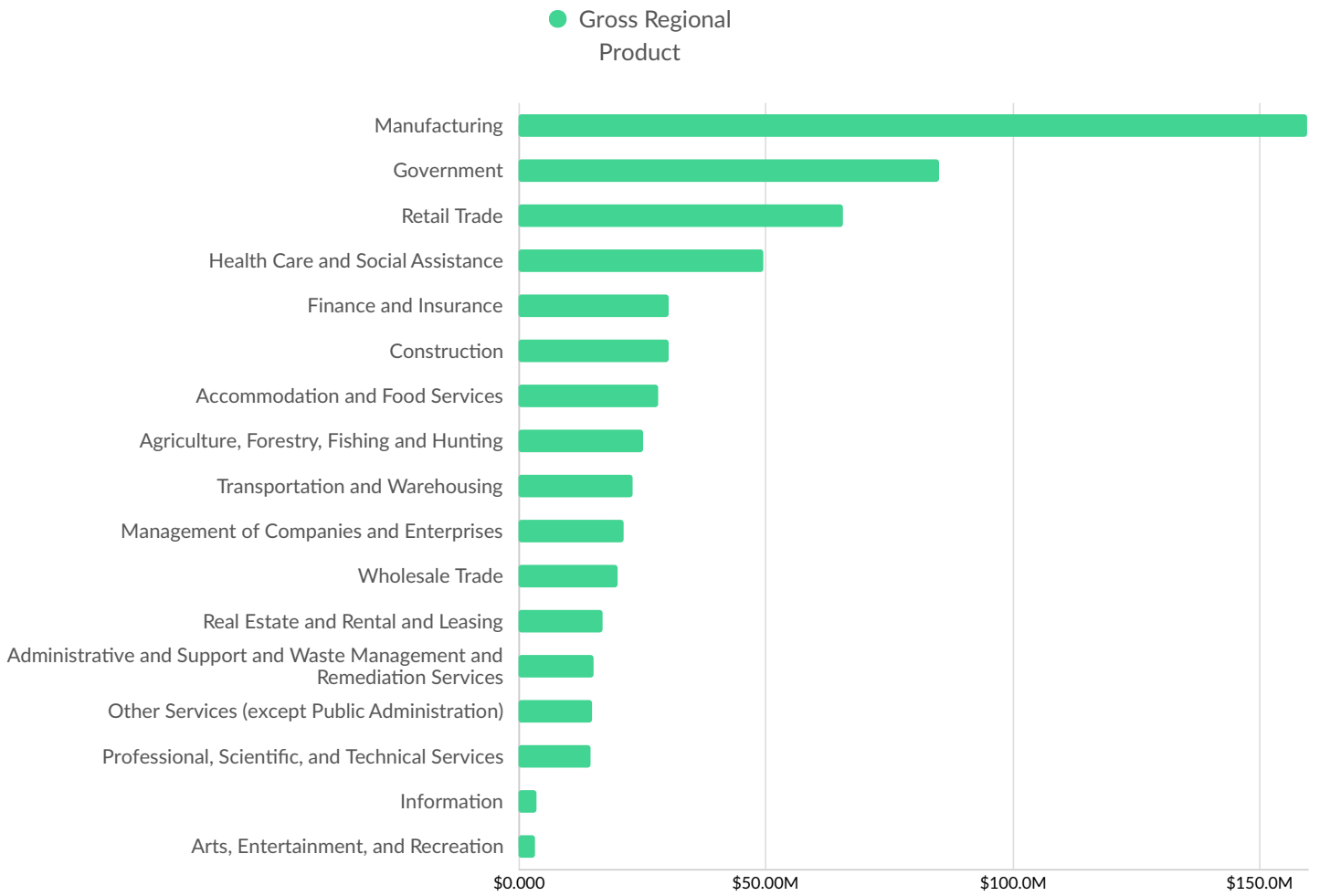
Top Growing Industries



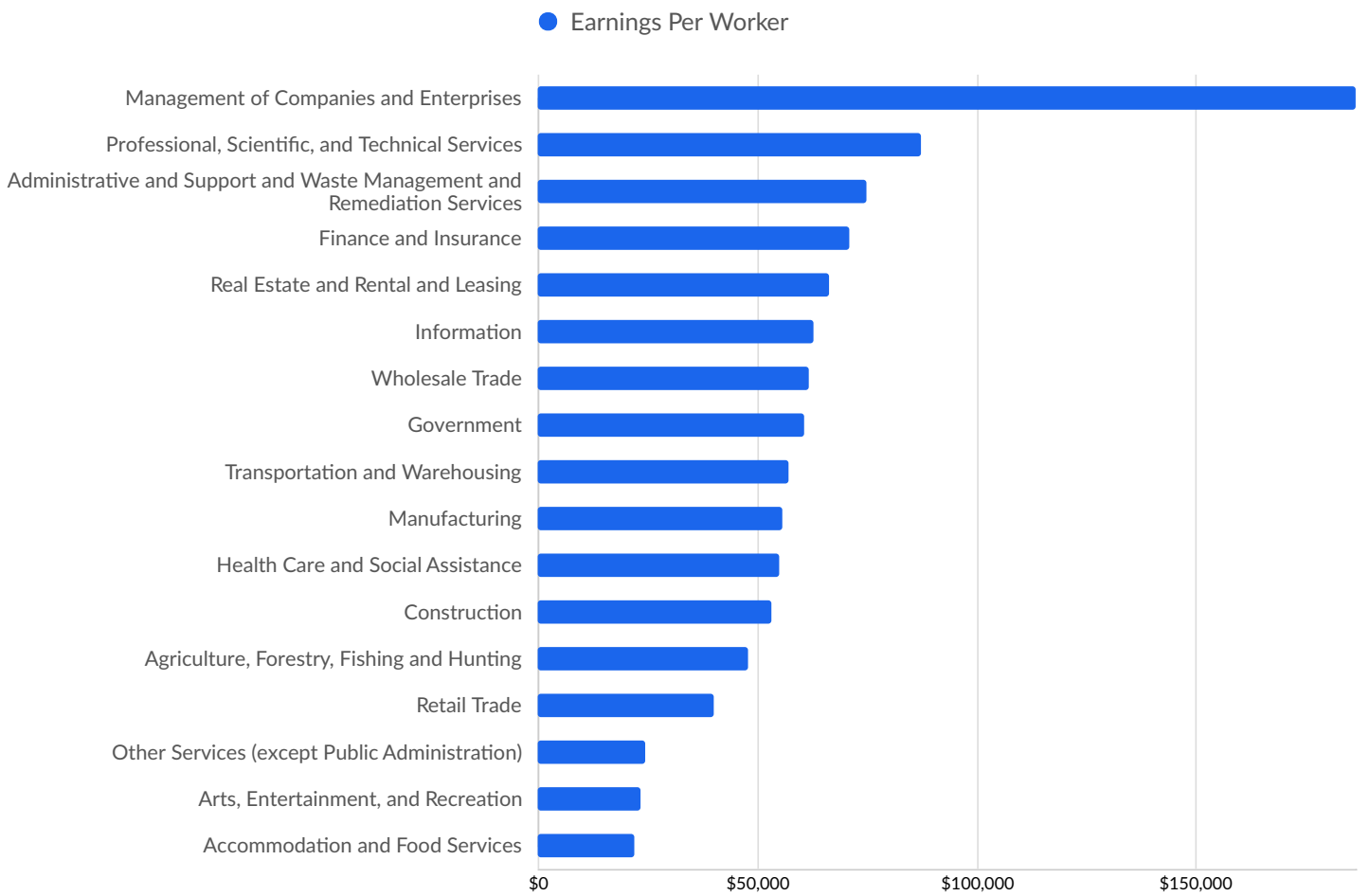
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



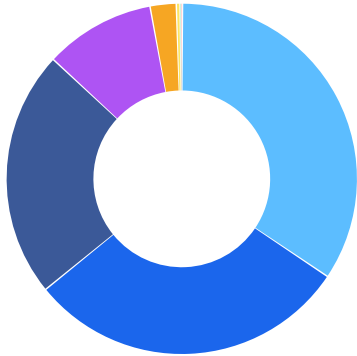
Business Characteristics

1,558 Companies Employ Your Workers

Online profiles for your workers mention 1,558 companies as employers, with the top 10 appearing below. In the last 12 months, 104 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	82 	Aurora Community Services	45 
Spooner Area School District	28 	Masonite	40 
Wisconsin Indianhead Technical ...	27 	Republic Services	35 
Marta C. Turksel, Educational Co...	26 	Kwik Trip	23 
Indianhead Medical Center	16 	Dollar General	21 
Marshfield Clinic	16 	CareInHomes	18 
Schmitzs Economart	16 	Essentia Health	18 
R. Stresau Laboratory	15 	VCA Animal Hospitals	11 
University Of Wisconsin-Madiso...	15 	Circle K	10 
Walmart	14 	Driveline	10 

Business Size

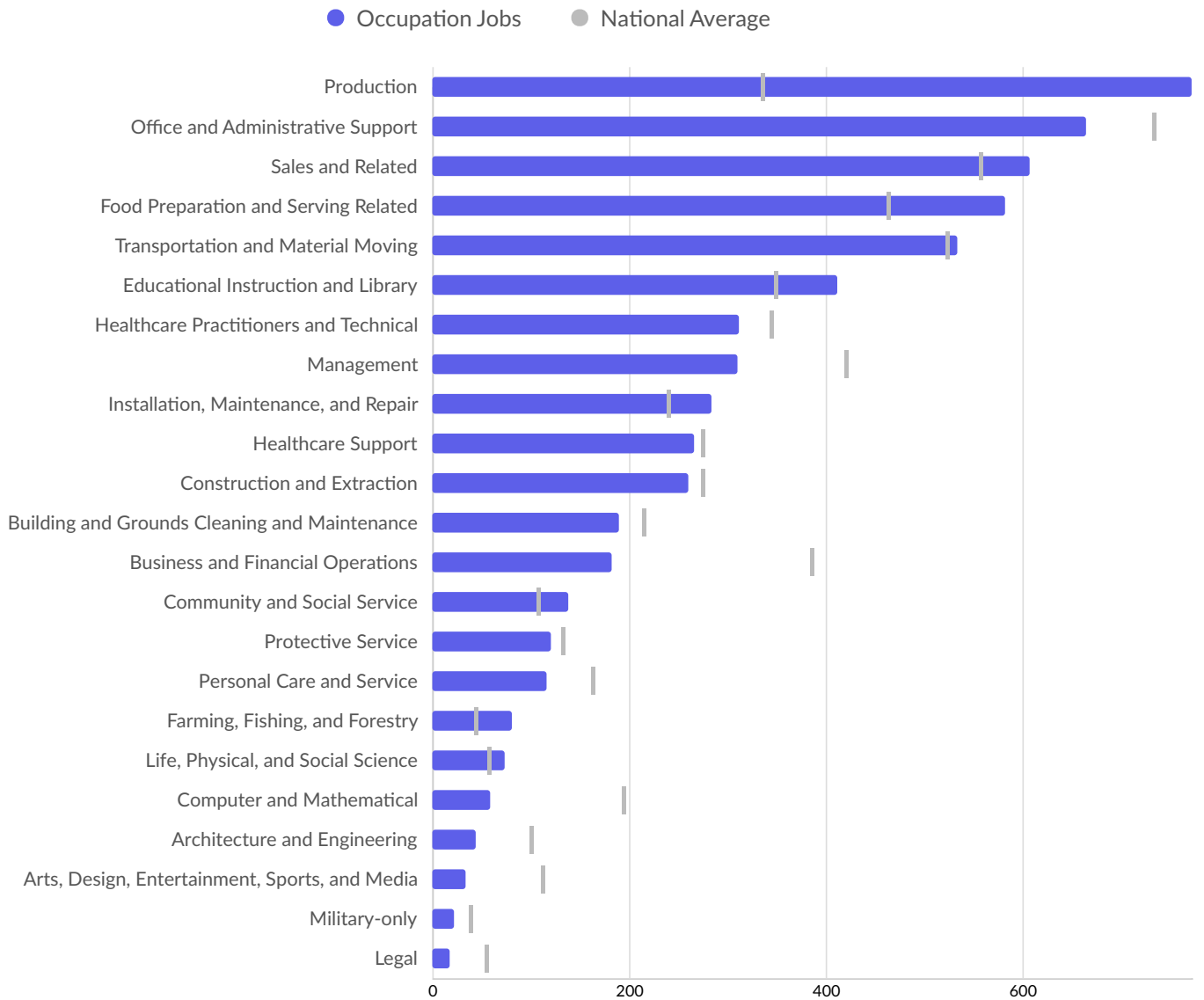


	Percentage	Business Count
● 1 to 4 employees	34.3%	300
● 5 to 9 employees	29.7%	260
● 10 to 19 employees	22.8%	199
● 20 to 49 employees	10.2%	89
● 50 to 99 employees	2.4%	21
● 100 to 249 employees	0.3%	3
● 250 to 499 employees	0.1%	1
● 500+ employees	0.1%	1

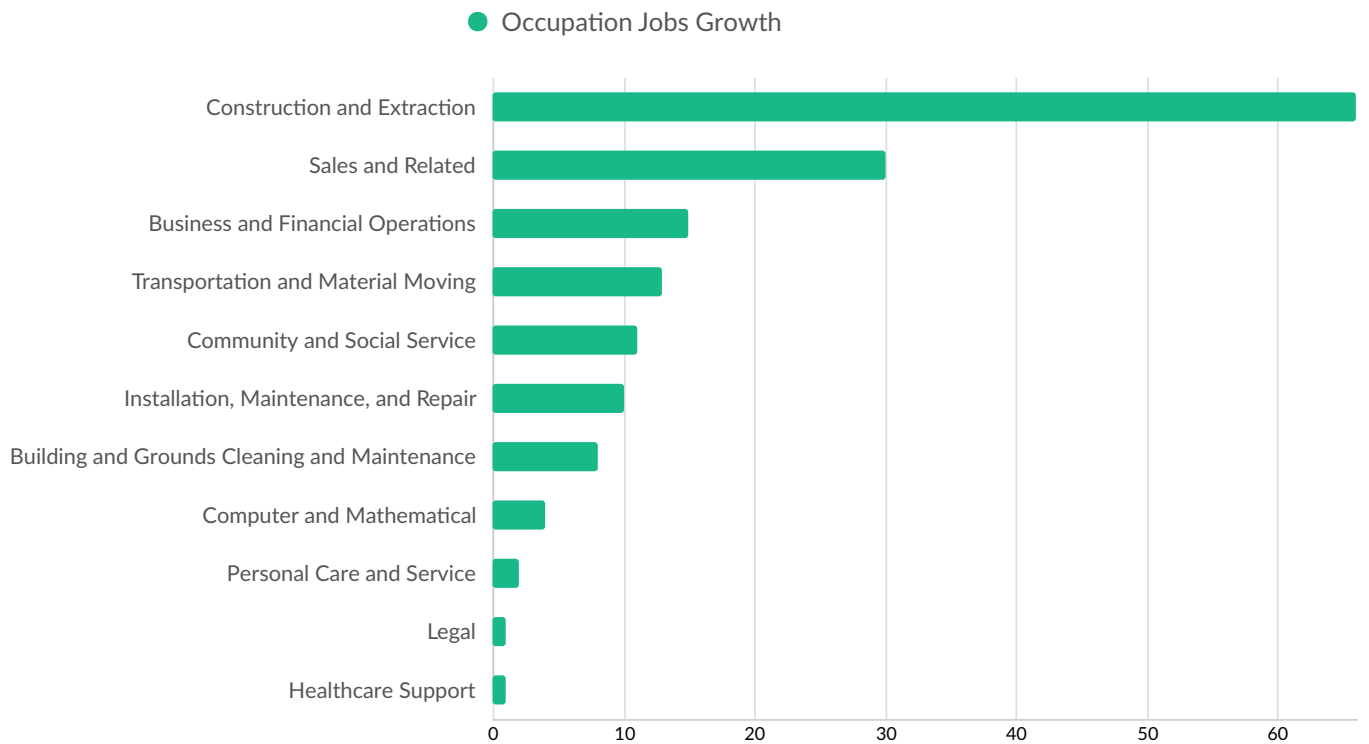
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

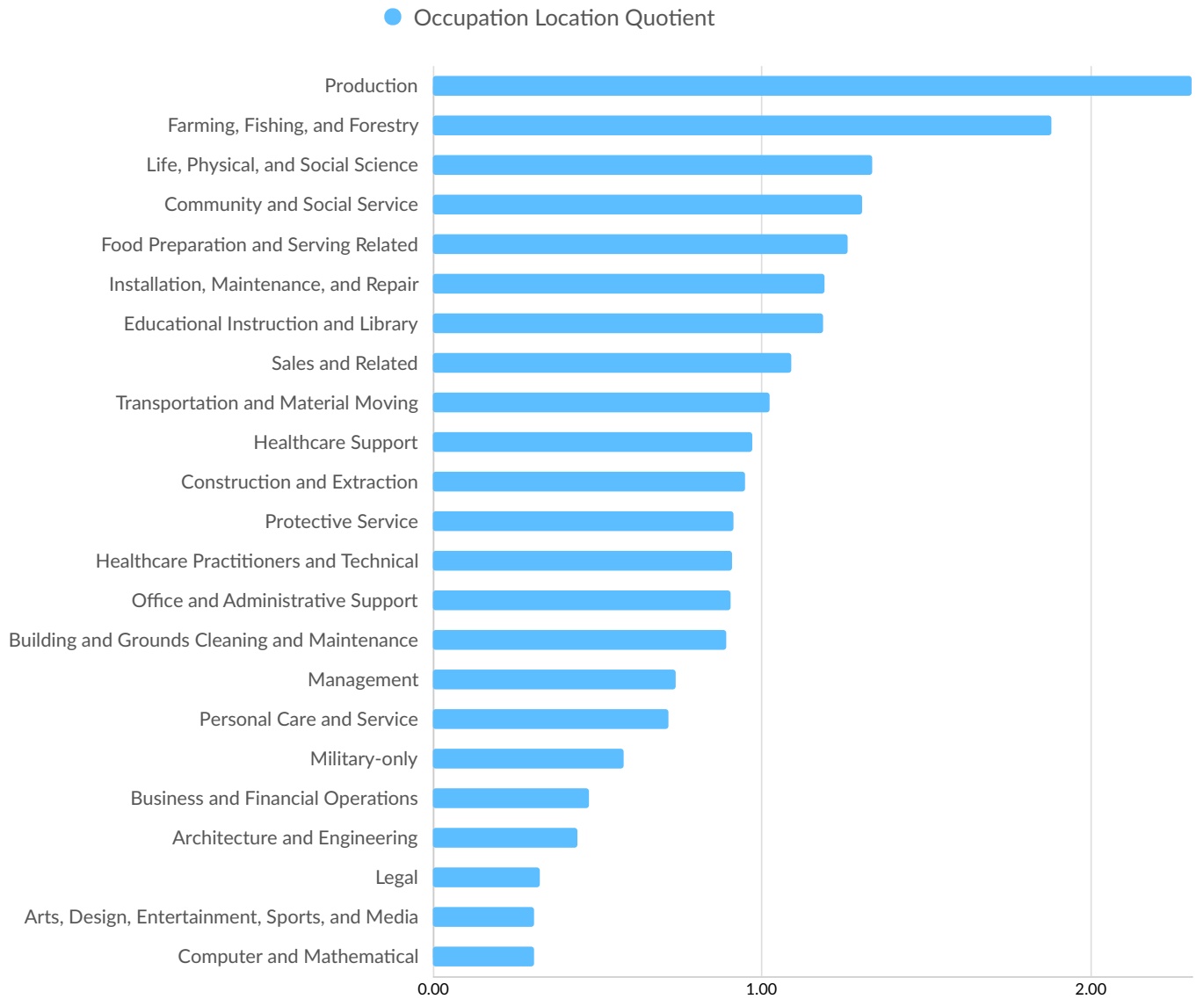
Largest Occupations



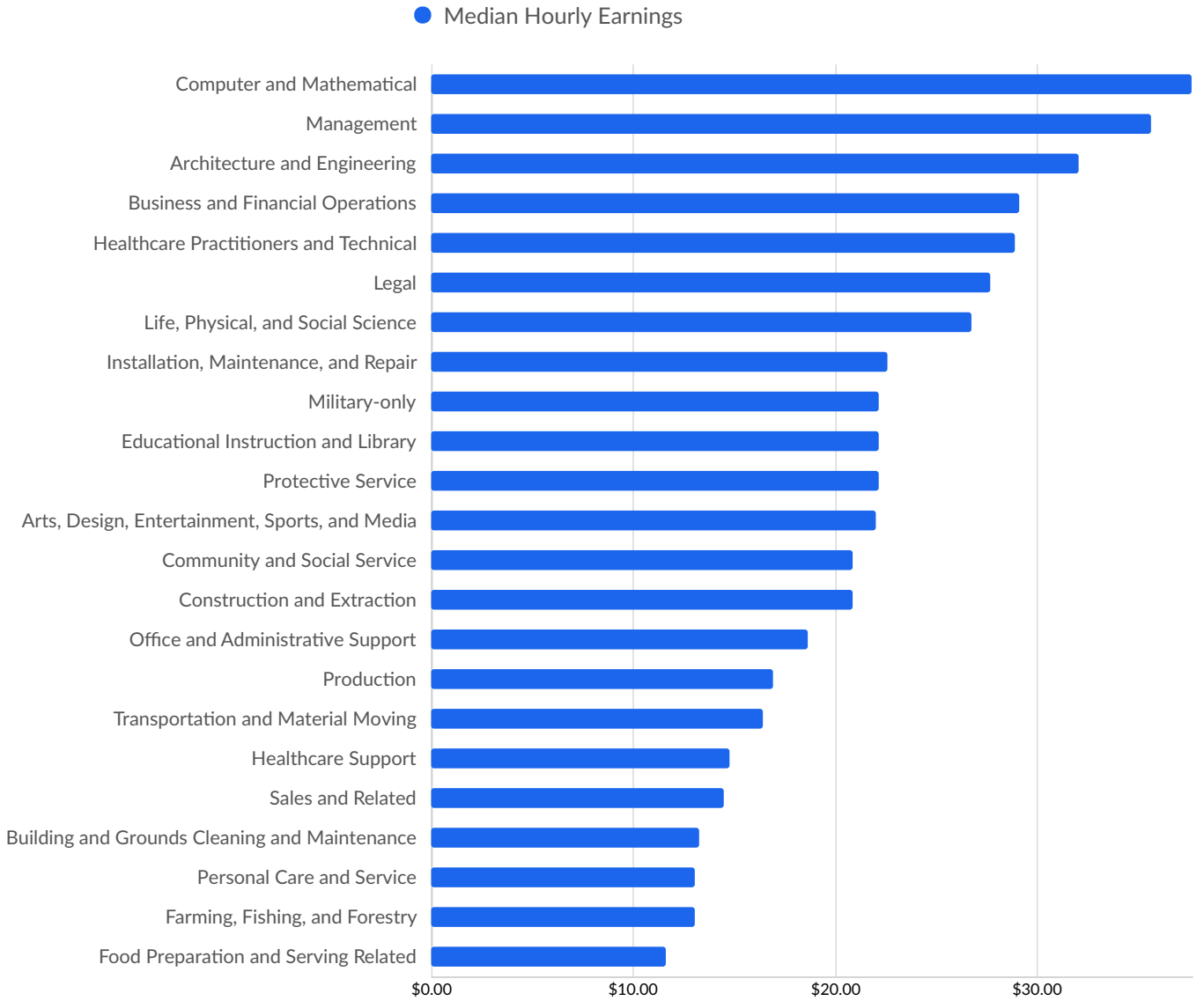
Top Growing Occupations



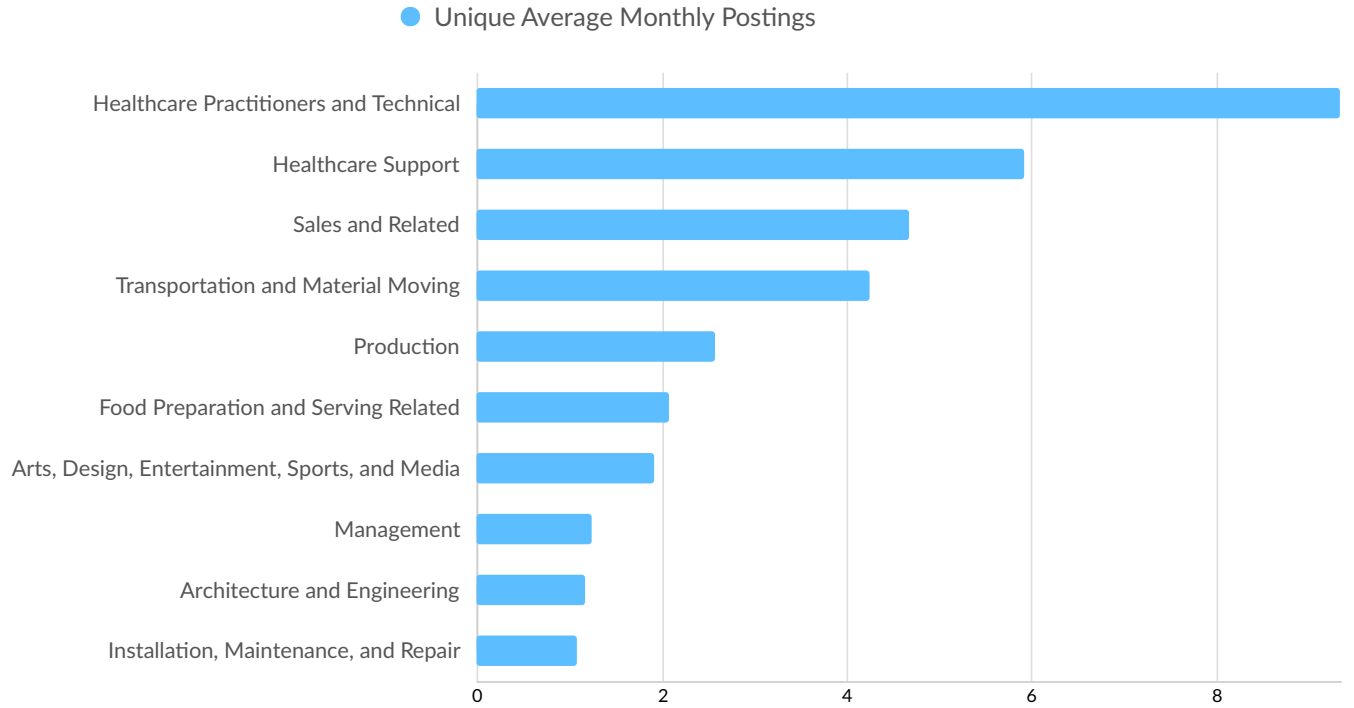
Top Occupation Location Quotient



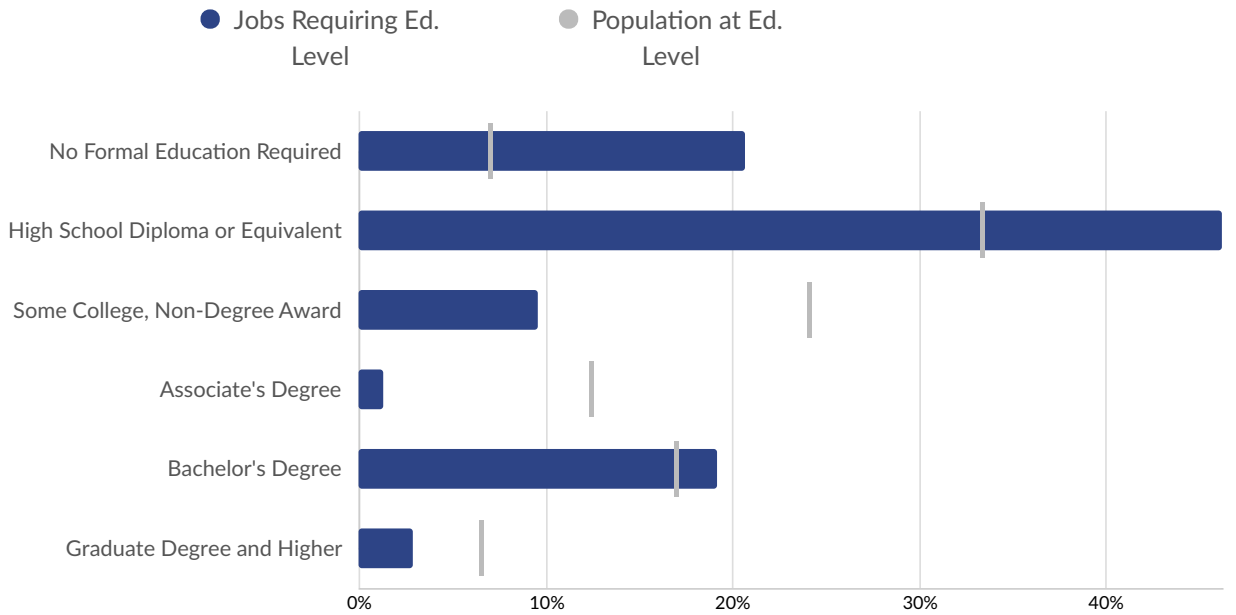
Top Occupation Earnings



Top Posted Occupations

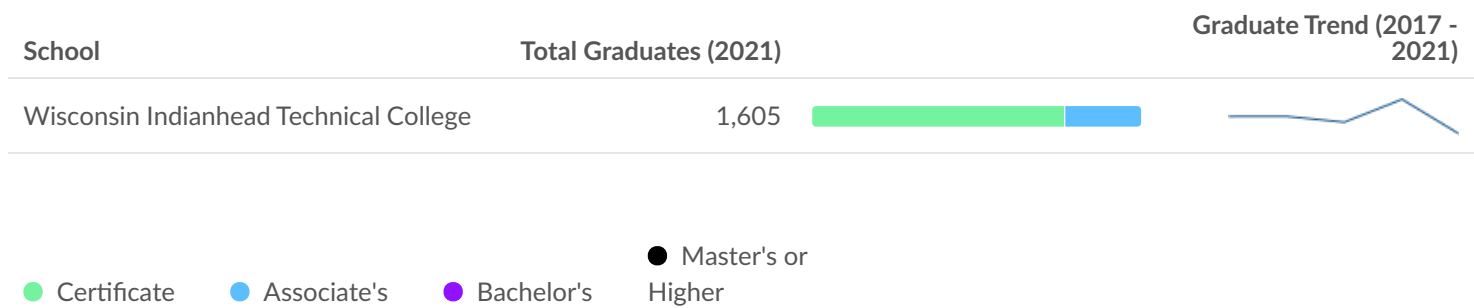


Underemployment



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

