

Community Demographics

Chapter and Plan Summary

This chapter provides a basic overview of background information and reveals characteristics of the permanent residents from the 2000 U.S. Census. While the demographic information is primarily statistical in nature, the data are useful in describing characteristics that may influence and shape the community. Understanding the key demographic information and local issues and opportunities can assist permanent residents and elected officials when discussing pressing matters facing the community. Subsequent chapters will explore in greater detail other statistical data and information specific to major topics.

Comprehensive plan goals, objectives and policies provide the framework for guiding future community development, redevelopment and land management activities in the Town of Round Lake. The primary goal expressed throughout this plan is to sustain and enhance the northwoods character of our community.

The term “northwoods character” expresses the legacy our town has inherited from our historical setting in northern Wisconsin. Woodlands, lakes and rivers dominate the landscape. Much of the legacy revolves around the major logging efforts that occurred, the old growth remnants and the re-growth of plants and trees resulting from that era, as well as from farming. The natural resources we enjoy include many species of wildlife and plants, forested shorelines, islands, lakes, rivers, streams and wetlands, and the resultant water quality. Year-round and seasonal residents enjoy the town’s natural beauty, relaxed lifestyle, access to public lands, and numerous recreational opportunities. Children benefit from the nurturing environment offered by the rural lifestyle. Seniors live independently, with assistance from family, friends, neighbors, the town and Sawyer County. We cherish all that has been left to us and wish to protect and wisely manage these surrounding elements.

The very act of trying to define the northwoods character of the Town of Round Lake is an initiative by the plan commission to express the importance of our natural surroundings and the need to preserve and enhance these natural surroundings. Below is a listing of some of the elements we find significant:

- A wide variety of native plants and wildlife
- Extensive national forest lands and wooded areas
- Abundant lakes, rivers, streams and wetlands
- Scattered farmlands
- Low-density residential development
- Limited areas of non-residential development situated along major roadways
- Rustic town roads that are largely free of development
- Scenic vistas
- Dark night skies
- Our rich logging, historical and cultural heritage
- Varied recreational and tourism opportunities

The Town of Round Lake is committed to adopt and implement the Comprehensive Plan and continue to work with Sawyer County and adjacent jurisdictions. The programs and actions outlined throughout the Comprehensive Plan represent the methods to achieve the plan goal.

Permanent Population

Population levels between 1920 and 2000 denote several periods of change. Between 1920 and 1960, local population levels fluctuated up and down ranging between 406 to 464 year-round inhabitants. The 10-year period between 1970 and 1980 represented the largest percent increase in year-round (permanent) residents. Since 1980, population declined slightly but is again increasing significantly. As evidenced in **Table 1.1: Historical Population**, the largest increase of persons (235) occurred in the 10 years between 1990 and 2000. Based on 2000 U.S. Census data, the Town of Round Lake makes up 5.9 percent of the total (permanent) population in Sawyer County.

Table 1.1: Historical Population

Year	1920	1930	1940	1950	1960	1970	1980	1990	2000	*2008
Round Lake	407	406	499	476	464	557	786	727	962	1,103
% Change (+/-)	---	-0.2%	22.9%	-4.6%	-2.5%	20.0%	41.1%	-7.5%	32.3%	14.7%

Source: U.S. Census Bureau and *Wisconsin Department of Administration, Demographic Services
 *January 1, 2008 Preliminary Estimate

The permanent population is represented by 962 year-round residents (2000); seasonal dwellers and vacationers increase the overall population throughout the year. While the number of seasonal/vacationers is not exactly known, an estimated figure based on 660 seasonal housing units, at two-persons per housing unit, suggest that the total number of resident/non-residents at 2,282 persons. This indicates that the town increases 100 percent, almost doubling the population and the need for services throughout the year.

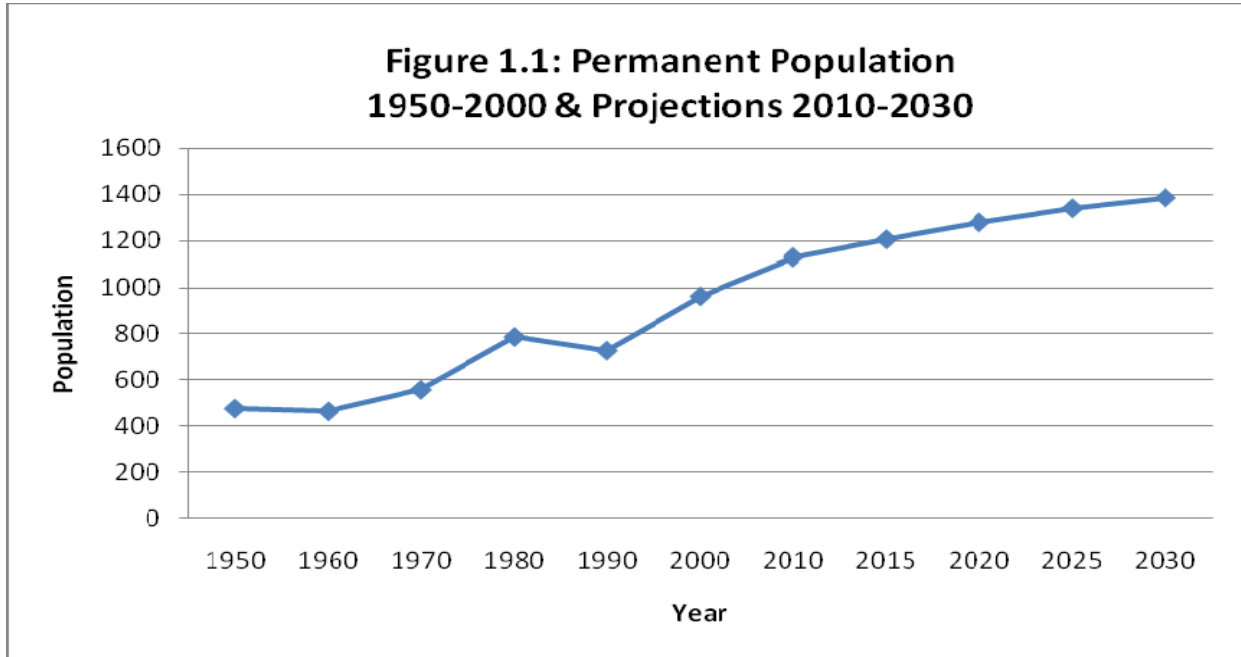
By reviewing historical trends in population growth, and by examining many of the population characteristics that influence current and future growth, it is possible to develop population forecasts with an improved level of confidence. **Table 1.2** and **Figure 1.1** on the following page present population projections for the period 2010 to 2030, as prepared by the Wisconsin Department of Administration, Demographic Services Center. Projections indicate population will increase by 255 residents between 2010 and 2030, a 22.6 percent increase (**Table 1.2**) over the 20-year period. Assuming a similar increase in seasonal resident population as reported for year round population (22.6 percent increase), the need for services throughout the year will expand to accommodate the total year-round and seasonal population that could reach over 4,100 persons by 2030.

Table 1.2: Population Projections 2010-2030

	2010	2015	2020	2025	2030
Round Lake	1,129	1,205	1,278	1,339	1,384
Percent Change	*17.3%	6.7%	6.1%	4.8%	3.4%

Source: Wisconsin Department of Administration, Demographic Services
 *change from 2000

In 2000, Round Lake’s population represented 5.9 percent of the countywide population. By 2030, Round Lakes’ population compared to the county total will increase slightly, to represent 6.8 percent of the county total population.

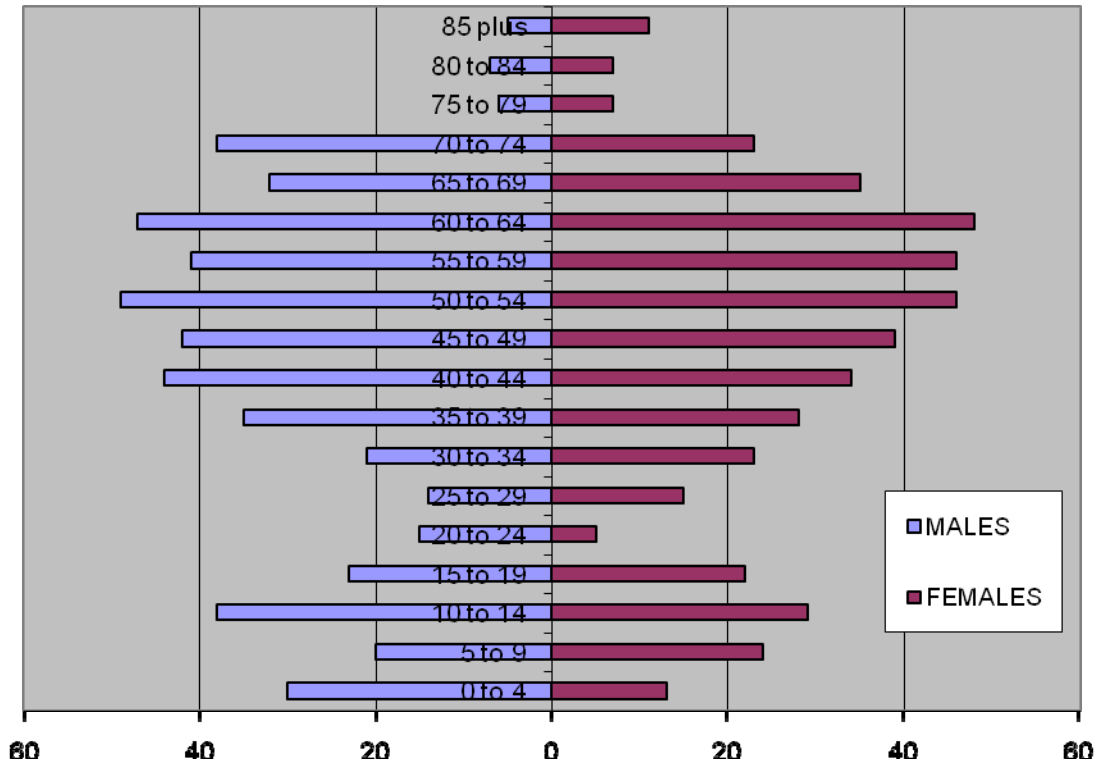


Source: Wisconsin Department of Administration, Demographic Services

Age and Sex Distribution

When the permanent population of a community is drawn as a ‘population pyramid’ age and sex distribution can hint at demographic characteristics. A top-heavy pyramid suggests negative population growth that might be due to any number of factors, including high death rates, low birth rates and increased emigration from the area. A bottom-heavy pyramid suggests high birthrates, falling or stable death rates, and the potential for rapid population growth. Round Lake (**Figure 1.2**) falls somewhere between these two extremes, with the population pyramid showing the largest percentage of persons in the town are in their middle to late retirement years. In 2000, the ratio of male to female was 52.7 percent male and 47.3 percent female.

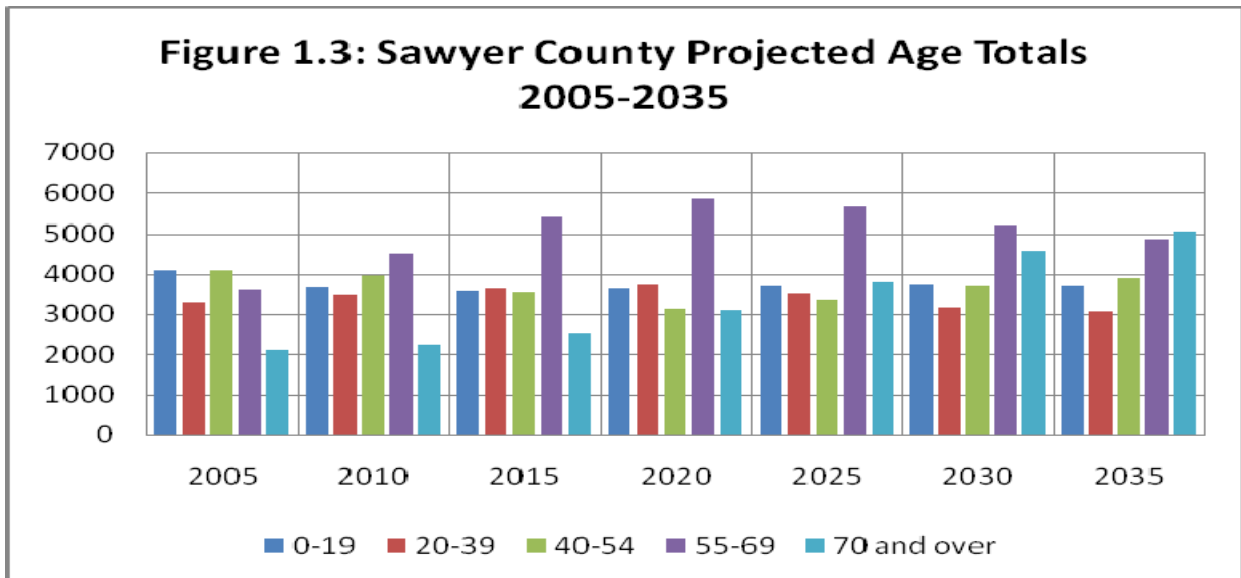
Figure 1.2: Permanent Population Pyramid for Round Lake, 2000



Source: 2000 U.S. Census Bureau

While no projected age data are available for municipalities, data are available at the county level. Using population projection for 2005-2035, in five-year increments, **Figure 1.3** reveals significant changes in overall population groupings. Within Sawyer County, the total projected population aged 70 and over in 2010 is 2,239. By 2035, the projected population aged 70 and over will be 5,051, an increase of 2,812 persons. This projection will have an impact on employment, health care services and transportation due to the aging population in our area.

Figure 1.3: Sawyer County Projected Age Totals 2005-2035



Source: Wisconsin Department of Administration, Demographic Services

Median age in Round Lake has consistently been higher than both Sawyer County and the State of Wisconsin over the past 20 years. **Table 1.3** shows the town’s median age has increased over 18 percent between 1980 and 2000.

	1980	1990	2000	1980-2000 % Change
Round Lake	40.8	45.2	48.2	18.1%
Sawyer County	34.9	37.9	42.1	20.6%
State of Wisconsin	29.4	32.9	36.0	22.4%

Source: U.S. Census Bureau

Racial Makeup

The Town of Round Lake is predominately White (98.6 percent). Other races in the town include African American, American Indian, Asian and some other race, which makes up less than 2 percent of the total population. Racial makeup is shown in **Table 1.4**.

Total:	962
Population of one race:	959
White	946
African American	1
American Indian	3
Asian	2
Other	7
Population of two or more races:	3

Source: 2000 U.S. Census Bureau

Household Characteristics

A household can best be described as a group of people living together in a single dwelling unit. This could include a single person, family or a group of unrelated individuals that share a house or apartment, but excludes those living in group quarters¹. **Table 1.5** displays household characteristics by type.

Total Households	431
Family households (families)	299
With own children under 18 years	89
Married-couple family	275
With own children under 18 years	73
Female householder, no husband present	9
With own children under 18 years	7
Nonfamily households	132
Householder living alone	113
Householder 65 years and older	47
Households with individuals under 18 years	92
Households with individuals 65 years and older	123
Average household size	2.23
Average family size	2.68

Source: 2000 U.S. Census Bureau

¹ All people not living in housing units are classified by the Census Bureau as living in group quarters. The Bureau recognizes two general categories of people in group quarters: **(1) institutionalized** population and **(2) noninstitutionalized** population.

National and state trends have moved towards an increase in the number of households, along with a decrease in persons per household. The main reasons for this decrease in household size includes, but are not limited to: a decline in local birth rates, people waiting longer to get married, and an increase in the average life span thereby resulting in more elderly people living alone. Projections point to an increase in the total number of households to 2030 and a projected decline in average household size (**Table 1.6**). The average household size was 2.63 in 1980 and is projected to drop below two persons per household sometime after 2015.

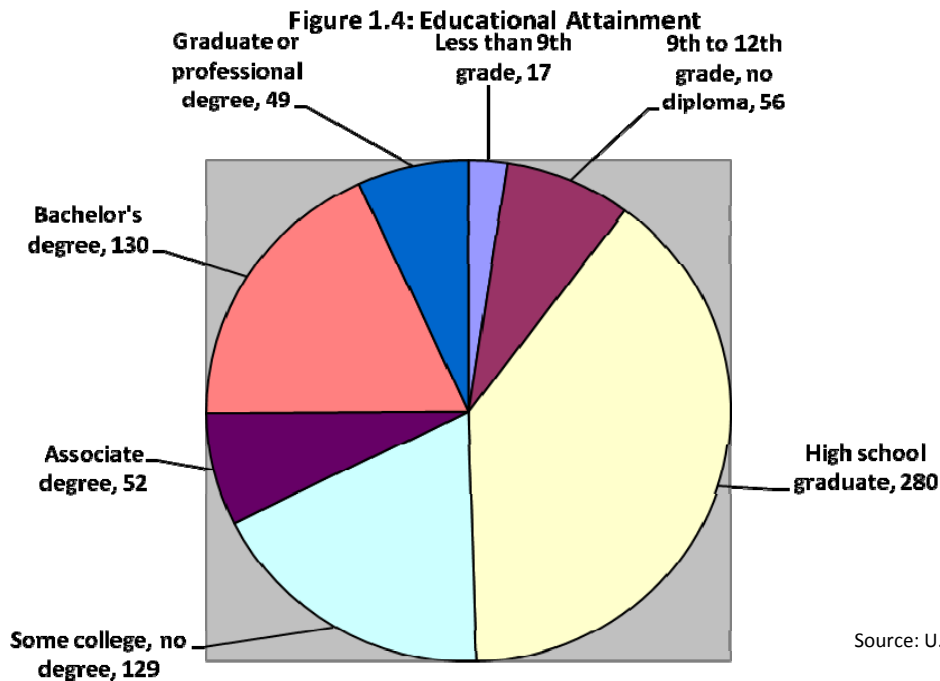
Table 1.6: Households and Average Household Size 1980-2025								
TOWN OF ROUND LAKE	1980	1990	2000	2010	2015	2020	2025	2030
Households	299	310	431	541	595	645	685	714
Average Household Size	2.63	2.35	2.23	2.09	2.03	1.98	1.66	1.94

Source: US Census Bureau; Wisconsin Department of Administration, Demographic Services Center

While the permanent resident population is projected to increase, the average household size is projected to decline. A lower average household size may result in an increased number of housing units needing to be constructed or seasonal homes converting to year-round homes.

Education Levels

An important factor tied to a community’s well being, as well as its potential for economic growth, is the correlation between education levels of permanent residents and availability of employment opportunities. An increased level of education often results in an increased ability to earn higher wages. Secondly, if a greater percentage of higher-educated residents are located in an area, businesses may locate specifically to those residents. **Figure 1.4** reflects the educational attainment for the town’s permanent residents 25 years and older. According to the 2000 U.S. Census Bureau, 89.8 percent of residents have a high school degree or higher, and 25.1 percent earned a bachelor’s degree or higher. Of those residents 18 years and older with a bachelor’s degree or higher, 68.6 percent are 45 years of age or older.



Income

Income is another factor that provides an indication of economic health. The combined effect of higher education, increased employment opportunities, and evidence of well-paying occupations is also reflected in the earning capability and increasing incomes of residents.

Household Income

Table 1.7 illustrates the average annual income for 426 sampled permanent resident households as of 1999 (2000 U.S. Census Bureau). The majority of the town’s households (54.4 percent) have an annual income between \$25,000 and \$99,999, compared to 33.7 percent of households in 1990 between \$25,000 and \$99,999. Approximately 5.4 percent of the town’s households report an annual income over \$150,000. In 2000, 6.3 percent earned less than \$10,000 compared to 21.9 percent in 1990. The median household income in 2000 was \$40,179 compared to \$21,310 in 1990.

Annual Income	Percent of Households
Less than \$10,000	6.3%
\$10,000 - \$14,999	10.1%
\$15,000 - \$24,999	15.7%
\$25,000 - \$50,000	25.8%
\$50,000 - \$99,999	28.6%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	3.1%
\$200,000 or more	2.3%

Source: U.S. Census 2000 (SF 3)

The median household income in 2000 was \$40,179

Income for Round Lake residents is generated from a number of sources. Not all households in Round Lake have earnings. **Table 1.8** reflects some of the supplemental sources of income and the income related to them.

Households	426
With earnings	333
Mean earnings (dollars)	\$48,296
With social security income	136
Mean social security income (dollars)	\$12,071
With Supplemental Security Income	17
Mean Supplemental Security Income (dollars)	\$5,700
With public assistance income	17
Mean public assistance income (dollars)	\$3,412
With retirement income	113
Mean retirement income (dollars)	\$31,083

Source: U.S. Census Bureau

Per Capita Income and Poverty Levels

Per capita income (PCI) means how much each individual receives, in monetary terms, of the yearly income that is generated in their unit of government through productive activities. That is what each permanent resident would receive if the yearly income generated by a unit of government from its productive activities were divided equally among everyone. As indicated by **Table 1.9**, per capita income in 1999 for the Town of Round Lake was higher than the Sawyer County and the state PCI. In comparison to other adjoining towns, only Spider Lake’s per capita income was higher than Round Lake’s per capita income.

Town of Hunter (\$16,309)	Town of Lenroot (\$19,230)
Town of Chippewa (Ashland Co.) (\$16,840)	Town of Round Lake (\$24,951)
Town of Hayward (\$17,382)	Town of Spider Lake (\$26,461)
Town of Winter (\$19,033)	

Table 1.9: Income Levels and Poverty Rates

	Town of Round Lake	Sawyer County	State of Wisconsin
Per Capita Income, 1999	\$24,951	\$17,634	\$21,271
% of individuals below poverty level	6.7%	12.7%	8.7%

Source: U.S. Census Bureau, 2000

Poverty rates are determined on the basis of money income and, therefore, do not reflect the fact that many low-income people receive non-cash benefits. As shown in **Table 1.9**, the percent of town inhabitants below the poverty level was lower than both Sawyer County and the state of Wisconsin.

Employment Characteristics

A community’s labor force consists of all individuals age 16 and older who are employed and unemployed but looking for work. **Tables 1.10** and **1.11** represent the community’s employment levels and their employment by industry. The majority of employed residents work outside the town in neighboring communities. Based on the number of persons employed, listed by industry sector, the recreation, accommodation, food Services and Entertainment category employs the greatest number, about 20 percent of the workforce.

Table 1.10: Resident Employment Status

Population 16 years and over	776
In labor force	514
Male	274
Female	240
Civilian labor force	514
Employed	492
Unemployed	22
Armed forces	--
Not in labor force	262

Source: 2000 U.S. Census Bureau

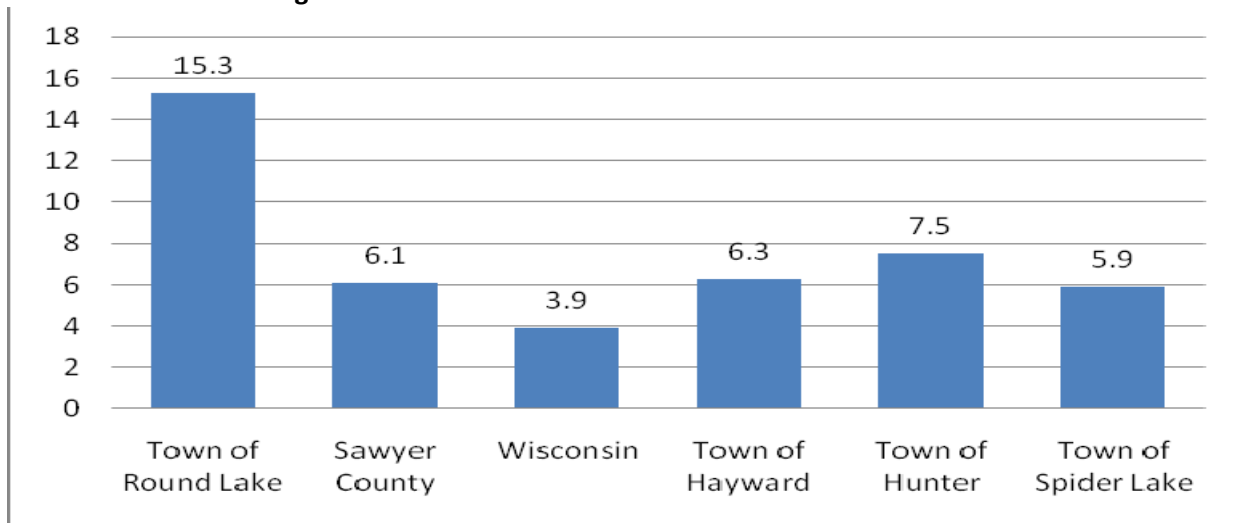
Table 1.11: Resident Employment by Industry

Industry	People Employed	% Employed
Agriculture/Forestry	6	1.2
Construction	69	14
Manufacturing	66	13.4
Wholesale Trade	5	1
Retail Trade	47	9.6
Transportation	9	1.8
Finance/Insurance/Real Estate	26	5.3
Professional/Scientific/Management/Admin.	22	4.5
Educational/Health/Social Services	84	17.1
Recreation/Accommodation/Food Services/Entertainment	99	20.1
Public Administration	29	5.9
Information	4	0.8

Source: 2000 U.S. Census Bureau

The Town of Round Lake has a comparatively high percentage of the workforce that works at home (**Figure 1.5**). The town’s percentage is more than double the percentage for both Sawyer County and the state of Wisconsin. Even among surrounding towns, Round Lake seems to attract more in-home workers. This may be due to the fact that many of the tourism-related resorts and supper clubs also provide the living quarters for the owners.

Figure 1.5: Percent of Workforce that Works out of Home



Source: U.S. Census Bureau, 2000

Employers in Round Lake

Table 1.12 lists employers located in the Town of Round Lake as reported by the Wisconsin Department of Workforce Development for March 2007. This database includes employers who pay taxes on wages and workers under the state's unemployment insurance law. Most, but not all, employers are required to pay taxes on their payroll. Businesses without paid employees are not included in the report. Within the employment size range, the companies are not necessarily in rank order.

Table 1.12: Select Employers within the Town of Round Lake	
Legal Name	Trade Name
SCREW MACHINE ENGINEERING CO INC	
ESOX ANGLER INC	
R & J CORP	
MOFFETT PRECISION PRODUCTS INC	
MELL'S MFG INC	
DURAY CONSTRUCTION	
VENISON CREEK CONSTRUCTION	
BRIGHTEN ELECTRIC	
SIGNS OF THE TIMES INC	GRAIN FRAM PRODUCTS
JOHN SNYDER	SNYDERS Y PINE
KEN WOODIE CONSTRUCTION INC	
HAY CREEK ENTERPRISES INC	THE ROBIN'S NEST CAFE'
D & D EXCAVATING INC	
KOLBERG INSULATION INC	
TOWN OF ROUND LAKE-SAWYER COUNTY	
UTTECH PLUMBING INC	
MELS OUTDOOR POWER	
MAINA HARDWOODS	
JENKS BAIT AND TACKLE	
BRIGGS & SONS CONSTRUCTION	
HILLMANS' STORE	
CLUB 77	
CHIPPEWA INN	
DOWS CORNER	
SPIDER LAKE CAFÉ	
SPIDER LAKE MOTEL	
HAYWARD POWER SPORTS, INC	
SPIDER LAKE STORAGE	
CHARLIES	
LOUIE'S LANDING	
RAY JAY'S	
KNOCKDOWN TREE SERVICE	
HARVEY CONSULTING GROUP INC (FICT	
BOUWINKLES	
JEREMY HILL	HILL CONSTRUCTION
SPIDER LAKE RANCH RIDING STABLE LLC	SPIDER LAKE RANCH
STOCKERS LITTLE CABIN LLC	TALLY-HO SUPPER CLUB
P.U. INC.	AFFORDABLE SEPTIC

Source: Wisconsin Department of Workforce Development March 2007 and Town of Round Lake

Industry Projections

Industry projections for the Northwest Wisconsin Workforce Development Area (Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn counties) show increase in regional employment (**Table 1.13**). Employment projections indicate the education and health services will increase the most (14.2 percent) in the region. Jobs in manufacturing industries are projected to decline.

TABLE 1.13: Northwest Wisconsin Workforce Development Area Industry Employment Projections, 2006-2016

(Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn counties)

NAICS	Industry Title	Estimated Employment ⁽¹⁾			
		2006	2016	Change	% Change
	Total, All Nonfarm Industries	70,370	74,820	4,450	6.3%
1133, 21, 23	Construction/Mining/Natural Resources	3,420	3,690	270	7.9%
31-33	Manufacturing	12,840	12,690	-150	-1.2%
311	Food Manufacturing	1,460	1,310	-150	-10.3%
321	Wood Product Manufacturing	4,930	4,900	-30	-0.6%
333	Machinery Manufacturing	1,700	1,590	-110	-6.5%
42, 44-45	Trade	10,780	10,820	40	0.4%
445	Food and Beverage Stores	2,080	2,040	-40	-1.9%
48-49, 22	Transportation and Utilities (Including US Postal)	4,110	4,360	250	6.1%
52-53	Financial Activities	2,310	2,540	230	10.0%
61-62	Education and Health Services (Including State and Local Government)	13,550	15,480	1,930	14.2%
611	Educational Services (Including State and Local Government)	5,840	6,090	250	4.3%
623	Nursing and Residential Care Facilities	2,190	2,360	170	7.8%
71-72	Leisure and Hospitality	8,060	8,930	870	10.8%
51, 54-56, 81	Information/Prof. Services/Other Services ⁽²⁾	7,190	7,980	790	11.0%
	Government (Excluding US Postal, State and Local Education and Hospitals) ⁽³⁾	8,110	8,340	230	2.8%

Notes:

(1) Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs. Employment does not include jobs among self-employed and unpaid family workers. Employment is rounded to the nearest ten, with employment less than five rounded to zero. Totals may not add due to rounding.

(2) An estimate of non-covered employment is included in NAICS 8131 (Religious Organizations), but not in any other industries.

(3) Government employment includes tribal owned operations, which are part of Local Government employment.

Information is derived using 2006 CES and 2006 QCEW data. Unpublished data from the US Bureau of Labor Statistics and the US Census Bureau is also used.

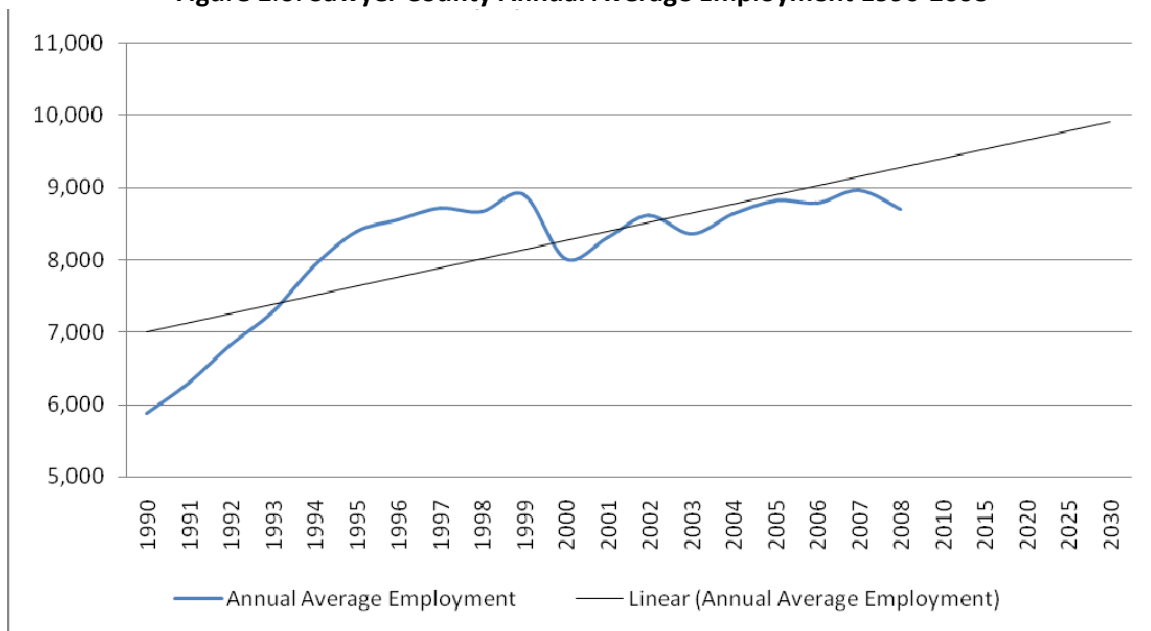
To the extent possible, the projections take into account anticipated changes in Wisconsin's economy from 2006 to 2016. It is important to note that unanticipated events may affect the accuracy of the projections.

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development, November 2008

Sawyer County Employment

Between 1990 and 1999, total annual average employment levels increased significantly. From 1999 to 2000 the annual average employment level decreased by nearly 1,000 jobs. Since 2000, annual average employment has fluctuated from year to year. Increases and decreases in annual average employment figures have been noted. In 2007, the annual average employment reached a high in annual average employment, exceeding the high reached in 1999. However, this high was short lived as annual average employment dropped in 2008. A “trend line” is represented within **Figure 1.6**, depicting a “best fit” of the known data values representing past annual average employment data. The Economic Development chapter of this plan highlights additional economic development data for Sawyer County and the Town of Round Lake.

Figure 1.6: Sawyer County Annual Average Employment 1990-2008



Source: Wisconsin Department of Workforce Development and NWRPC

While no formal forecasted employment levels have been projected to the year 2030, the trend line to 2030 is one predictor of potential future employment. The Wisconsin Department of Workforce Development has developed projected employment at a regional level to 2016, as represented in **Table 1.13**.

Round Lake’s history, its resident and non-resident population, and societal influences factor into present-day decisions and action by landowners and town officials. This chapter captures much of the simple demographic information on the town. The remaining chapters will build upon this data to provide the town and its residents with more detailed information.