Issues and Opportunities

This chapter provides a basic overview of background information to reveal characteristics of the permanent residents. While the information is primarily statistical in nature, it is useful in describing characteristics that may influence and shape the community.

The following issues and opportunities were identified through opinions expressed at public meetings and from data collected from a survey conducted in May 2018 (Appendix A).

Issues:

- Taxes, poor cell phone service, high electricity bills are regularly cited as dislikes of living in the Town of Round Lake.
- An expectation is that Town of Round Lake is responsible for all roads including County roads and private roads.
- There is a lack of knowledge about services provided by the Town. Most services are attributed to the County and to City of Hayward. Expectations are that Town of Round Lake should provide the same services as large metropolitan areas.
- There is a lack of knowledge about rules and regulations that apply to residents and visitors of the Town of Round Lake.
- General opinion is there is a lack of enforcement for law/ordinance breakers.
- Lack of knowledge about emergency services – What services are provided, who they are, how are they paid, what are their qualifications, etc.
- An increase in the number of roads available to ATV/UTV use is a concern.

Opportunities:

- The Town of Round Lake has opportunity to increase awareness of services and responsibilities of the town as well as the rules and regulations of the Town.
- Emergency Services has an opportunity to increase awareness of services and responsibilities.
- Nature, quiet, wildlife, the natural beauty of the North woods are the most liked reason for living in the Town of Round Lake.
- Convenience store/gas station most mentioned as needed business.
- The limited number of roads available to ATV/UTV use is a concern.

Current demographics and psychographics provide context behind issues and opportunities:

A. **The Town of Round Lake**

The Town of Round Lake is located in the northwest part of the state in Sawyer County, Wisconsin. Much of the Town's development is centered on the lakes and rivers. The Town is home to individuals who support local tourism, the recreation industry, its Northwoods character and natural beauty. The Town covers 76,832.42 acres of land area of which eighty percent is forest. The Town of Round Lake shares municipal borders with six Towns, one county (**Map 1.1**– Governmental Jurisdictions) and has relationships with a number of state, federal and regional agencies including:

- Town of Chippewa (Ashland County)
- Town of Hayward
- Town of Hunter
- Town of Lenroot
- Town of Spider Lake
- Town of Winter
- Ashland County
- Sawyer County
- Northwest Regional Planning Commission
- Wisconsin Department of Transportation (WisDOT)
- Hayward School District
- Lac Courte Oreilles (LCO) Band of Lake Superior Chippewa Indian
- Wisconsin Department of Revenue (DOR)
- Wisconsin Department of Natural Resources (WDNR)
- Wisconsin Board of Commissioners of Public Land
- U.S. Forest Service (Chequamegon-Nicolet National Forest)
- U.S. Department of Agriculture

B. **Population**

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	1940	1950	1960	1970	1980	1990	2000	2010	2018
Round Lake	499	476	464	557	786	727	962	977	1103

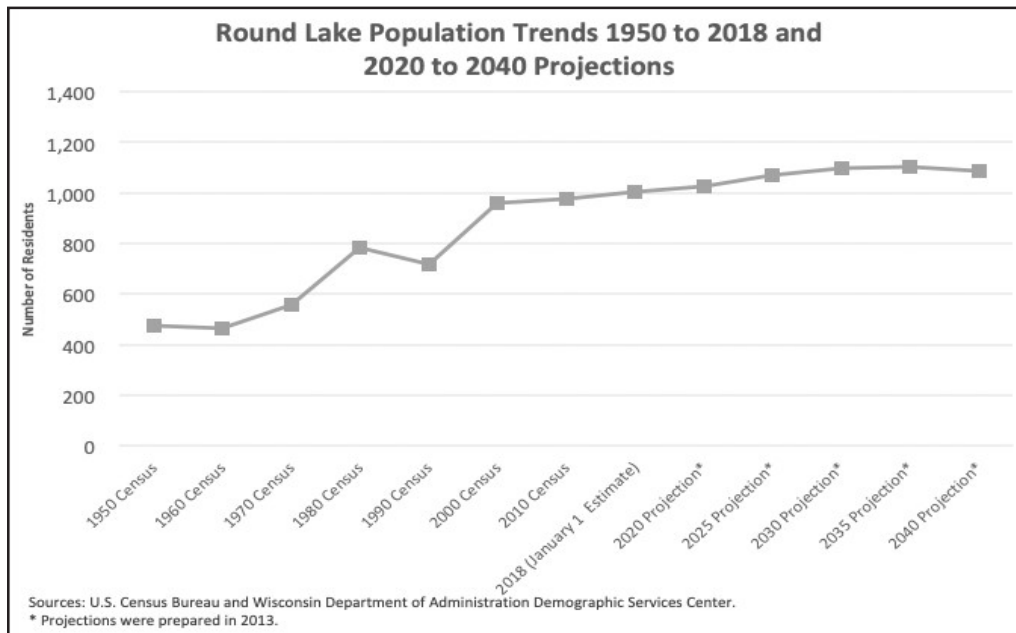Source: Jan 7, 2019, Population Estimates, WI Dept. of Administration

Table 1.2 and Figure 1.1 present population projections for the period 2010 to 2040, as prepared by the Wisconsin Department of Administration, Demographic Services Center. Projections indicate population will increase by 60 residents or 5.8% from 2020 and 2040 (Table 1.2). By 2030, Round Lakes' population compared to the county total will increase slightly, to represent 6.8 percent of the county total population.

Table 1.2: Population Projections 2010 – 2040

2010 Census	1/1/2013 Estimate	2015 Projection	2020 Projection	2025 Projection	2030 Projection	2035 Projection	2040 Projection
977	986	990	1,025	1,070	1,100	1,105	1,085

Source: Jan 7, 2019 Preliminary Population Estimates, WI Dept. of Administration

Figure 1.1 Historical and Projected Population

Round Lake Population Trends 1950 to 2018 and 2020 to 2040 Projections

Sources: U.S. Census Bureau and Wisconsin Department of Administration Demographic Services Center.
* Projections were prepared in 2013.

C. Age and Sex Distribution

In 2017 the total population of Town of Round Lake was 1059 people of whom 543 were male and 516 were female. According to 5-year estimates from 2013 to 2017, the number of people aged 15-19 had a slight increase of 5.7 percent. Age categories 60-64, 65-69 and 70-74 all increased in population ranging from about 10.9 to 15.7 percent. This indicates a trend common to NW Wisconsin, where elderly are making up the majority of the population residents of communities.

Table 1.3: Round Lake Age Distribution

Round Lake Town, Sawyer County, Wisconsin	Total Estimate	Percent Estimate	Male Estimate	Female Estimate
Total Population	1059		543	516
AGE				
Under 5 years	16	1.50%	13	3
5 to 9 years	48	4.50%	35	13
10 to 14 years	24	2.30%	13	11
15 to 19 years	60	5.70%	32	28
20 to 24 years	16	1.50%	5	11
25 to 29 years	17	1.60%	1	16
30 to 34 years	8	0.80%	4	4
35 to 39 years	40	3.80%	28	12
40 to 45 years	64	6.00%	34	30
45 to 49 years	64	6.00%	26	38
50 to 54 years	86	8.10%	50	36
55 to 59 years	104	9.80%	44	60
60 to 64 years	166	15.70%	71	95
65 to 69 years	125	11.80%	69	56
70 to 74 years	115	10.90%	65	50
75 to 79 years	61	5.80%	21	40
80 to 84 years	25	2.40%	19	6
85 years and over	20	1.90%	13	7

Source: Wisconsin Department of Administration, Demographic Services

D. Racial Makeup

The Town of Round Lake is predominately White (97.9 percent). Other identified 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**.

Table 1.4: Race	
Total:	977
Population of one race:	956
White	936
African American	1
*American Indian	18
Asian	1
Other	2
Population of two or more races:	21

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates / *Native American

E. 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 quarters. **Table 1.5** displays household characteristics by type.

Table 1.5: Household Characteristics by Type	
Total Households	522
Family households (families)	384
With related children of householder under 18 years	75
With own children under 18 years	68
Married-couple family	339
Male householder, no wife present	9
Female householder, no husband present	36
With own children under 18 years	7
Nonfamily households	138
Householder living alone	112
Householder 65 years and older	65
Average household size	**2.14**
Average family size	**2.48**

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

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

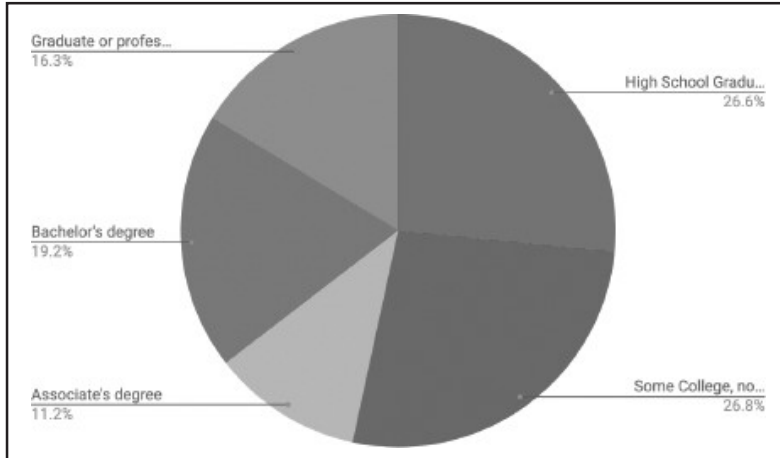Source: US Census Bureau; Wisconsin Department of Administration, Demographic Services Center

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.

F.   **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.

Figure 1.2 reflects the educational attainment for the Town's permanent residents 25 years and older. According to the 2017 American Community Survey, 233 residents completed high school of the 895 resident 25 years of age and older; 235 had some college, 98 had an associate degree, 168 had a bachelor degree and 143 had a graduate or professional degree.

Figure 1.2 Educational Attainment, Town of Round Lake

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

G. Income

Income is another factor that provides an indication of economic health. **Table 1.7** illustrates the average annual income for 522 sampled occupied housing units according to the 2013-2017 American Community Survey 5-Year Estimates.

– The majority of the Town's households (23.6 percent) have an annual income between $50,000 and $74,999.
– Approximately 7.7 percent of the Town's households report an annual income over $150,000 while 3.5 percent earned less than $10,000 compared to 6.3 percent in 2000.
– The median household income in 2017 was $57,652 compared to $40,179 in 2000.

Table 1.7: Household Income, 2017	
Occupied housing units	**522**
Annual Income	**Percent of Households**
Less than $5,000	2.9%
$5,000 to $9,999	0.6%
$10,000 to $14,999	0.8%
$15,000 to $19,999	3.1%
$20,000 to $24,999	5.6%
$25,000 to $34,999	11.7%
$35,000 to $49,999	13.8%
$50,000 to $74,999	23.6

Table 1.7 Household Income (continued)	
$75,000 to $99,999	12.6
$100,000 to $149,999	17.8
$150,000 or more	7.7%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

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.

Table 1.8: Other Household Income Characteristics	
Households	**522**
With earnings	345
Mean earnings (dollars)	$73,401
With social security income	289
Mean social security income (dollars)	$20,876
With Supplemental Security Income	13
Mean Supplemental Security Income (dollars)	$6,821
With public assistance income	12
Mean public assistance income (dollars)	$7,717
With retirement income	159
Mean retirement income (dollars)	$33,930
With Food Stamp/SNAP benefits in the past 12 months	37

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

H.   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 2017 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 the Town of Round Lake's per capita income.

Town of Hayward	($17,382)	Town of Lenroot	($29,730)
Town of Winter	($24,469)	Town of Hunter	($35,173)
Town of Chippewa	($29,420)	**Town of Round Lake**	**($38,483)**
(Ashland Co.)		Town of Spider Lake	($41,345)

Table 1.9: Income Levels and Poverty Rates			
	Town of	**Sawyer**	**State of**
	Round Lake	**County**	**Wisconsin**
Per Capita Income, 1999	$38,483	$29,712	$30,557
% of individuals below poverty level	3.5%	17.7%	12.3%

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

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.

I. **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.

Table 1.10: Resident Employment Status	
Population 16 years and over	**958**
In labor force	507
Employed	473
Unemployed	34
Armed forces	0
Not in labor force	451

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

Based on the number of persons employed, listed by industry sector, the recreation, accommodation, Food Services and Entertainment category employs the greatest number.

Table 1.11: Resident Employment by Industry		
	Industry People Employed	% Employed
Employed population 16 years and over	**473**	**48.4**
Wholesale Trade	4	0.85
Agriculture/Forestry	10	2.1
Transportation	12	2.5
Information	14	3.0
Public Administration	18	3.8
Construction	30	6.3

Table 1.11 Resident Employment by Industry (continued)		
Retail Trade	35	7.4
Professional/Scientific/Management/Admin.	44	9.3
Finance/Insurance/Real Estate	45	9.5
Recreation/Accommodation/Food Services/Arts/Entertainment	51	10.8
Manufacturing	58	12.3
Educational/Health/Social Services	126	26.6

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates
Source: Wisconsin Department of Workforce Development, May 2019, and Town of Round Lake

J. **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 Self-Employed and Unpaid Family Workers will increase the most in the region. Jobs in Information, Other Services, and Public Administration industries are projected to decline.

TABLE 1.13: Northwest Wisconsin Workforce Development Area Industry Employment Projections, 2014-2024 (Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor and Washburn Counties)				
Industry	**2014 Employment**	**Projected 2024 Employment**	**Change (2014-2024)**	
			Employment	**Percent**
All Industries	85,381	88,480	3,099	4%
Natural Resources	4,897	5,014	117	2%
Construction 2,386 2,531 145 6%				
Manufacturing	11,335	11,517	182	2%
Trade, Transportation, and Utilities	14,338	14,797	459	3%
Information	605	441	-164	-27%
Financial Activities	2,129	2,264	135	6%
Professional and Business Services	3,488	3,701	213	6%
Education and Health Services	18,508	19,501	993	5%
Leisure and Hospitality	7,79	8,142	352	5%
Other Services	2,974	2,803	-171	-6%
Public Administration	7,621	7,575	-45	-1%
Self-Employed and Unpaid Family Workers	9,310	10,193	883	9%

Source: Wisconsin Department of Workforce Development, May 2019

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