



Sauk County, WI

Workforce Development Board of South Central Wisconsin



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Report Parameters

1 County

55111 Sauk 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

66,390

Population (2023)

Population grew by 2,084 over the last 5 years and is projected to grow by 2,224 over the next 5 years.

38,919

Total Regional Employment

Jobs decreased by 1,399 over the last 5 years but are projected to grow by 392 over the next 5 years.

\$67.7K

Median Household Income (2021)

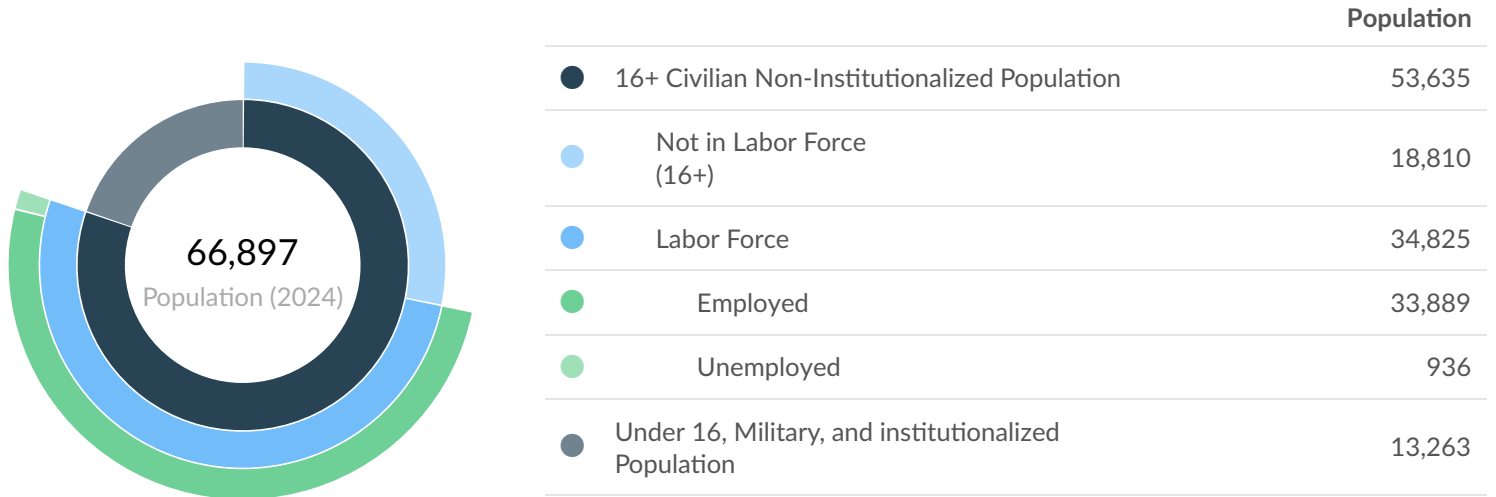
Median household income is \$1.3K below the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population increased by 3.2% since 2018, growing by 2,084. Population is expected to increase by 3.3% between 2023 and 2028, adding 2,224.
- From 2018 to 2023, jobs declined by 3.5% in Sauk County, WI from 40,319 to 38,919. This change fell short of the national growth rate of 3.6% by 7.1%. As the number of jobs declined, the labor force participation rate decreased from 69.3% to 65.7% between 2018 and 2023.
- Concerning educational attainment, 18.4% of Sauk County, WI residents possess a Bachelor's Degree (2.7% below the national average), and 13.4% hold an Associate's Degree (4.5% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Traveler Accommodation, and Local Government, Excluding Education and Hospitals.

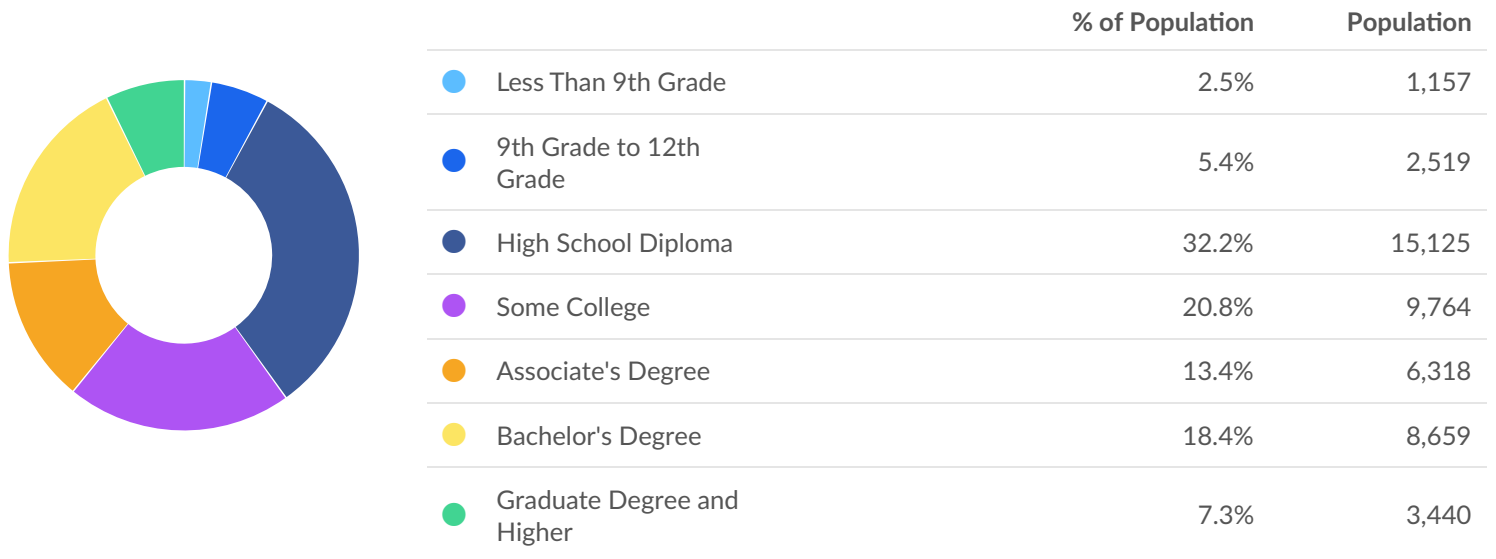
	Population (2024)	Labor Force (Jan 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	66,897	34,825	38,919	100.1	\$4.41B	\$5.48B	\$5.17B
State	5,942,693	3,103,380	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

Jan 2024 Labor Force Breakdown



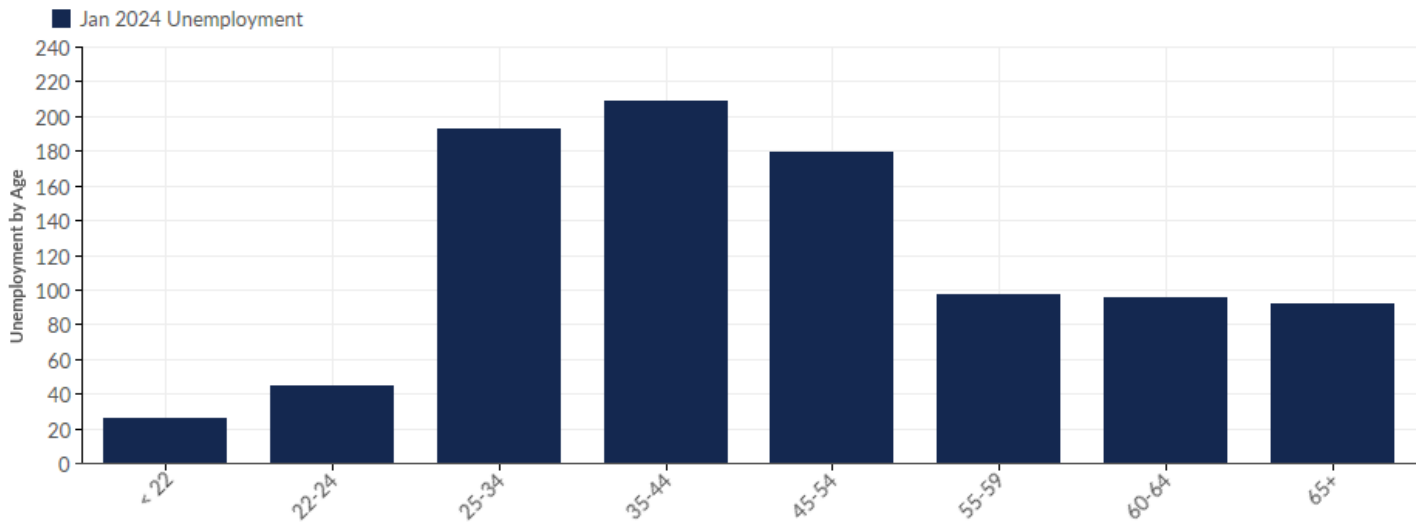
Educational Attainment

Concerning educational attainment, **18.4% of Sauk County, WI residents possess a Bachelor's Degree** (2.7% below the national average), and **13.4% hold an Associate's Degree** (4.5% above the national average).



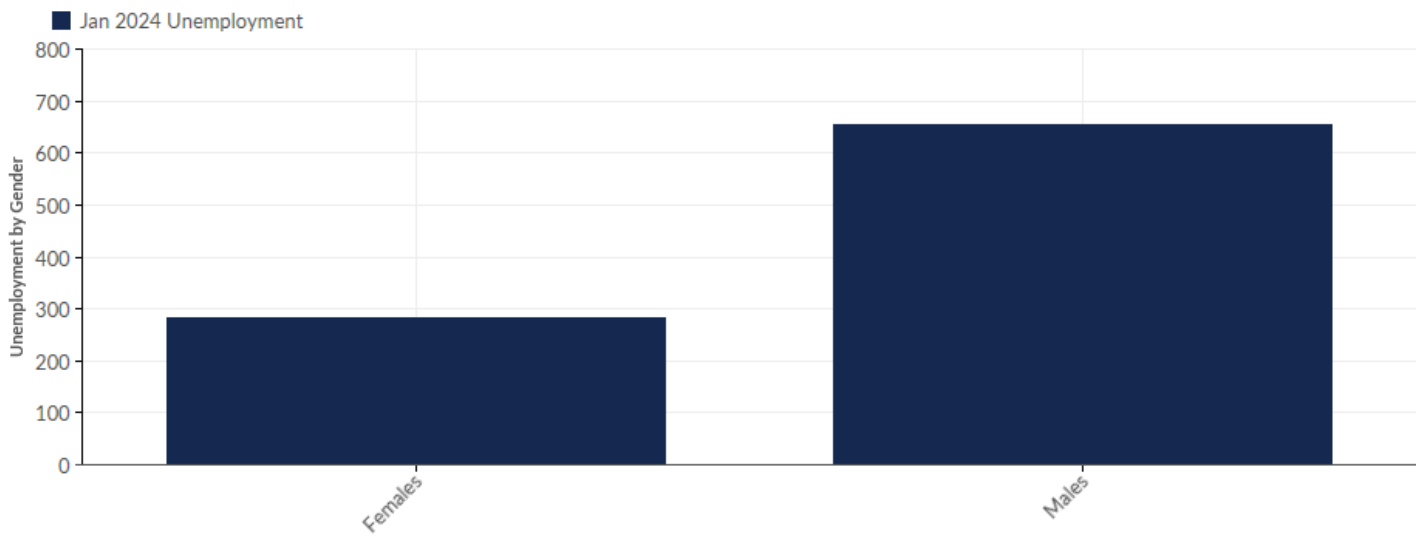
Unemployment by Demographics

Unemployment by Age



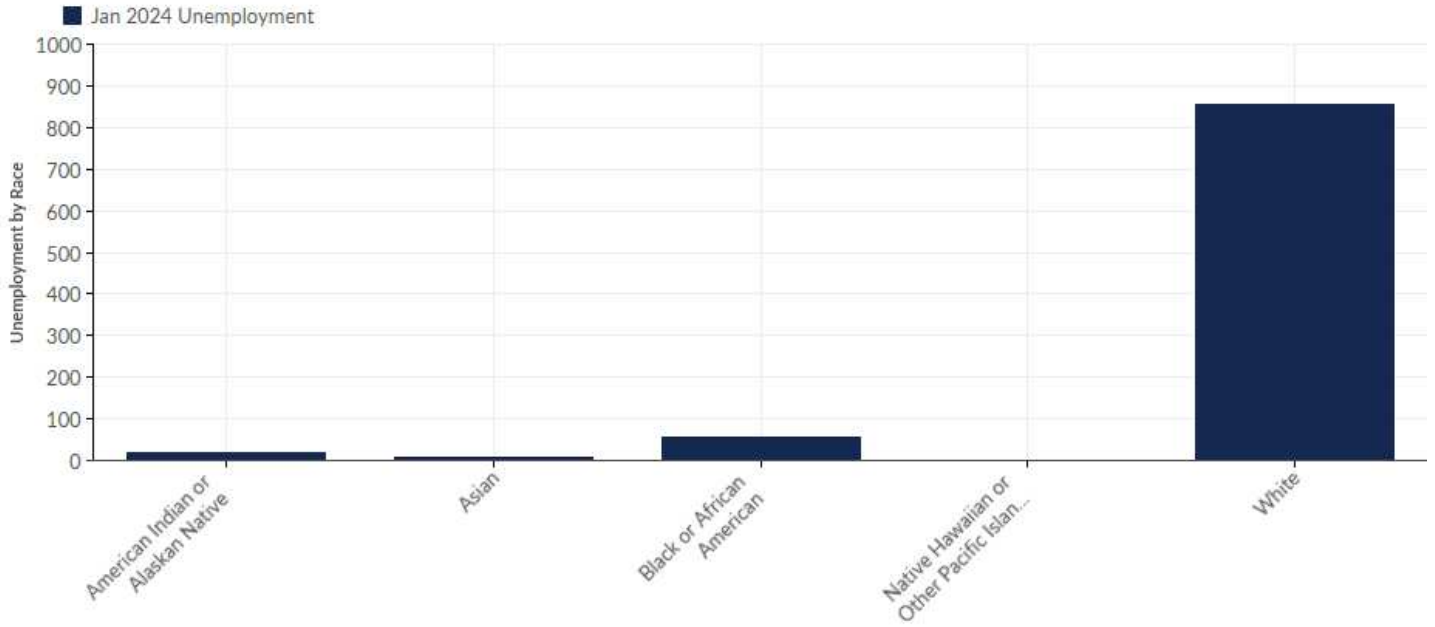
Age	Unemployment (Jan 2024)	% of Unemployed
< 22	26	2.78%
22-24	44	4.70%
25-34	193	20.62%
35-44	208	22.22%
45-54	179	19.12%
55-59	97	10.36%
60-64	95	10.15%
65+	92	9.83%
Total	936	100.00%

Unemployment by Gender



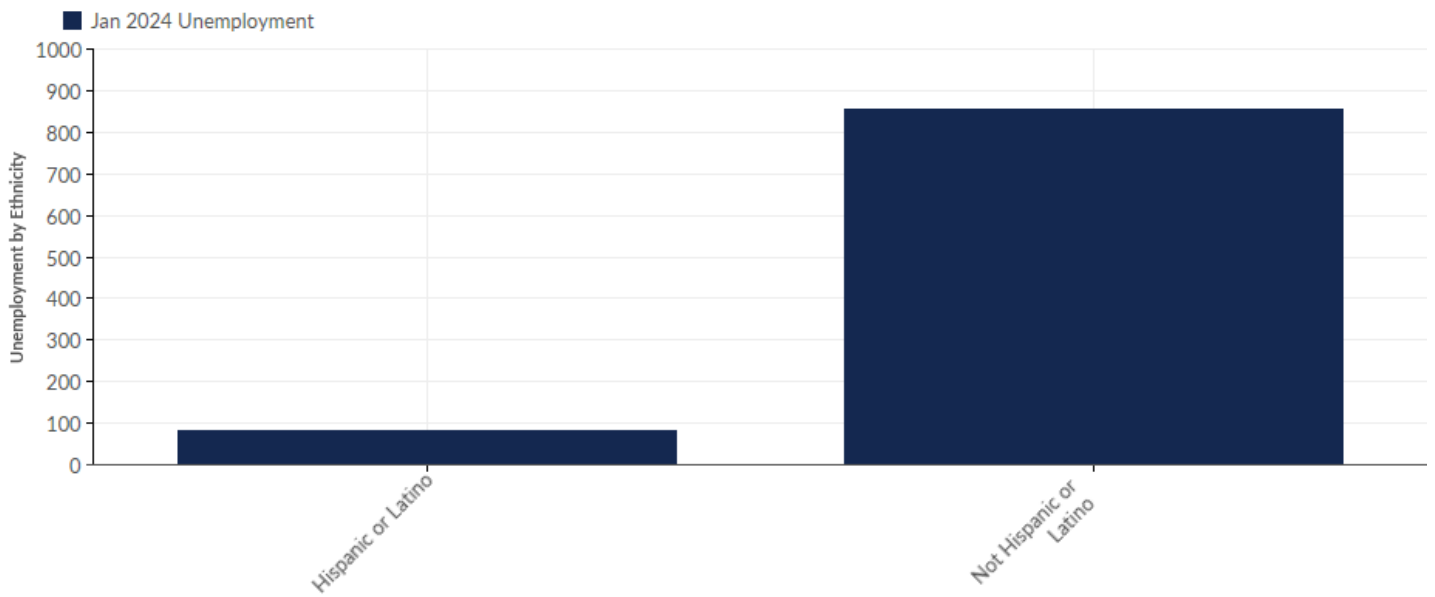
Gender	Unemployment (Jan 2024)	% of Unemployed
Females	283	30.24%
Males	653	69.76%
Total	936	100.00%

Unemployment by Race



Race	Unemployment (Jan 2024)	% of Unemployed
American Indian or Alaskan Native	18	1.92%
Asian	6	0.64%
Black or African American	55	5.88%
Native Hawaiian or Other Pacific Islander	1	0.11%
White	855	91.35%
Total	936	100.00%

Unemployment by Ethnicity

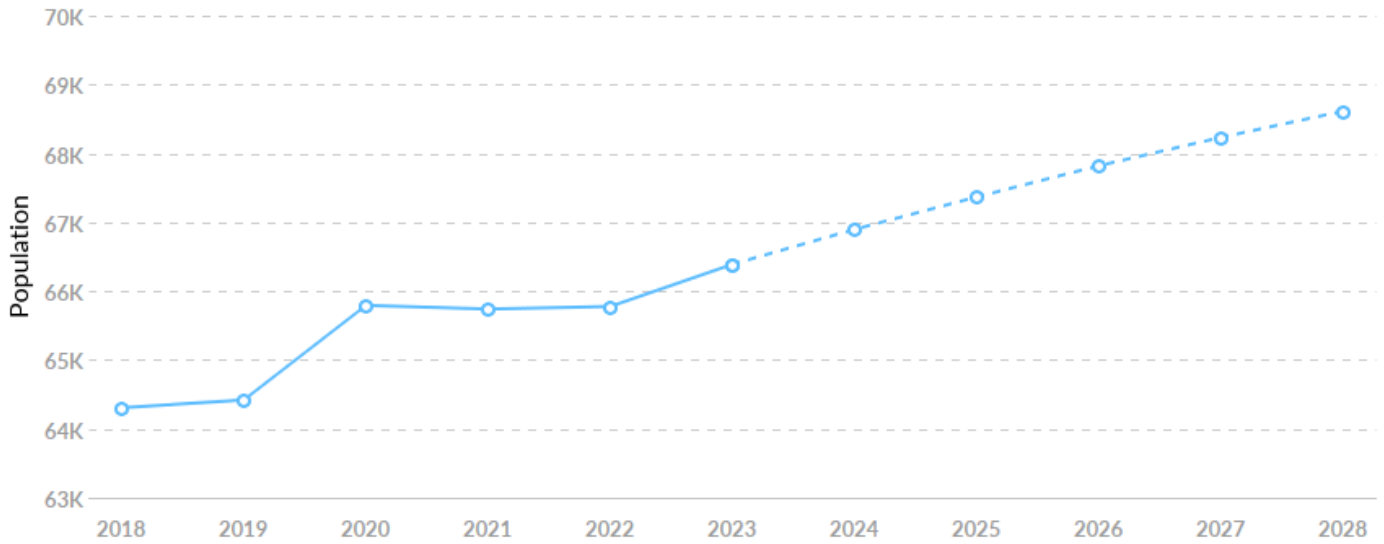


Ethnicity	Unemployment (Jan 2024)	% of Unemployed
Hispanic or Latino	81	8.65%
Not Hispanic or Latino	855	91.35%
Total	936	100.00%

Historic & Projected Trends

Population Trends

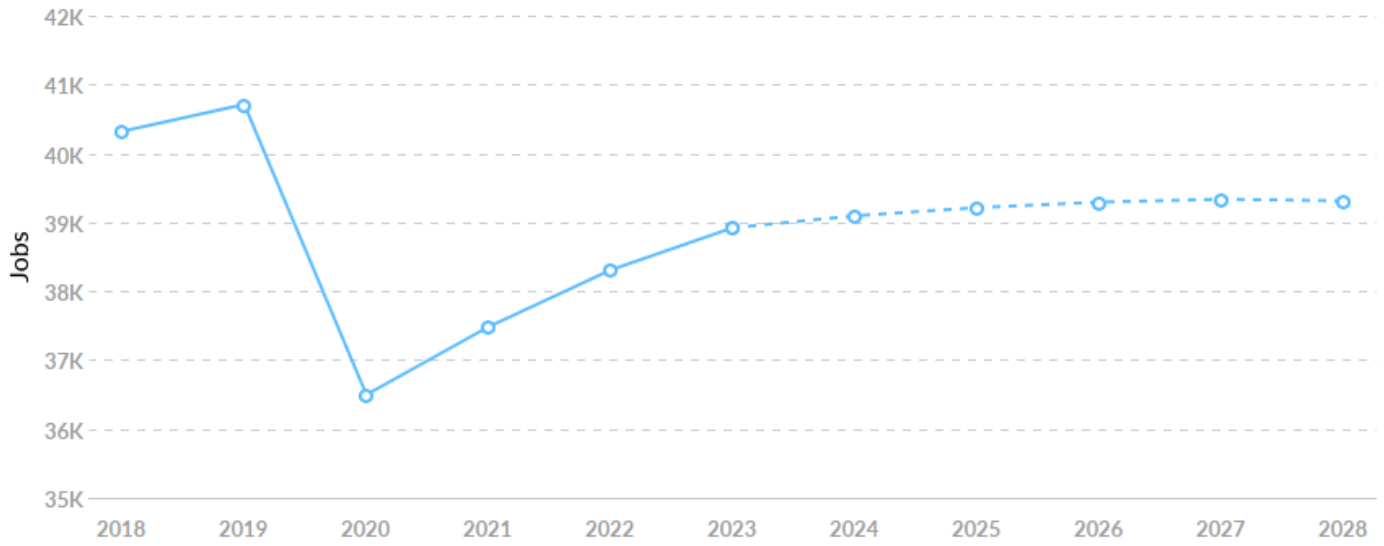
As of 2023 the region's population **increased by 3.2%** since 2018, growing by 2,084. Population is expected to **increase by 3.3%** between 2023 and 2028, adding 2,224.



Timeframe	Population
2018	64,306
2019	64,420
2020	65,793
2021	65,740
2022	65,777
2023	66,390
2024	66,897
2025	67,368
2026	67,821
2027	68,233
2028	68,614

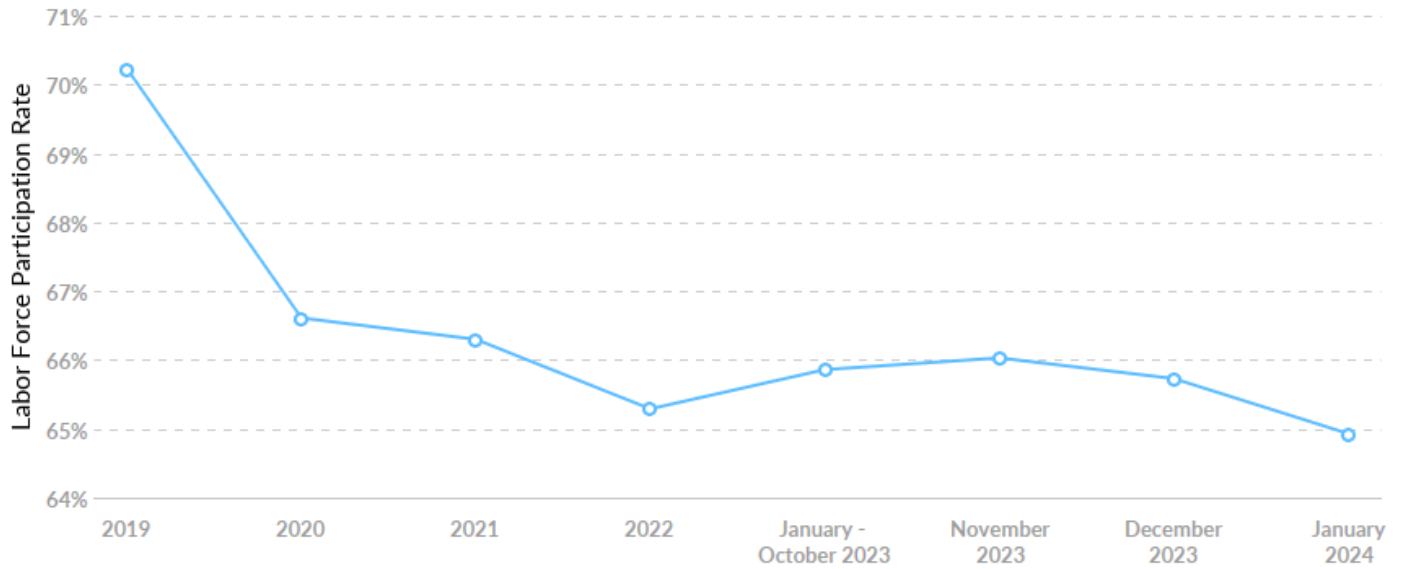
Job Trends

From 2018 to 2023, jobs declined by 3.5% in Sauk County, WI from 40,319 to 38,919. This change fell short of the national growth rate of 3.6% by 7.1%.



Timeframe	Jobs
2018	40,319
2019	40,710
2020	36,493
2021	37,479
2022	38,305
2023	38,919
2024	39,093
2025	39,212
2026	39,292
2027	39,335
2028	39,311

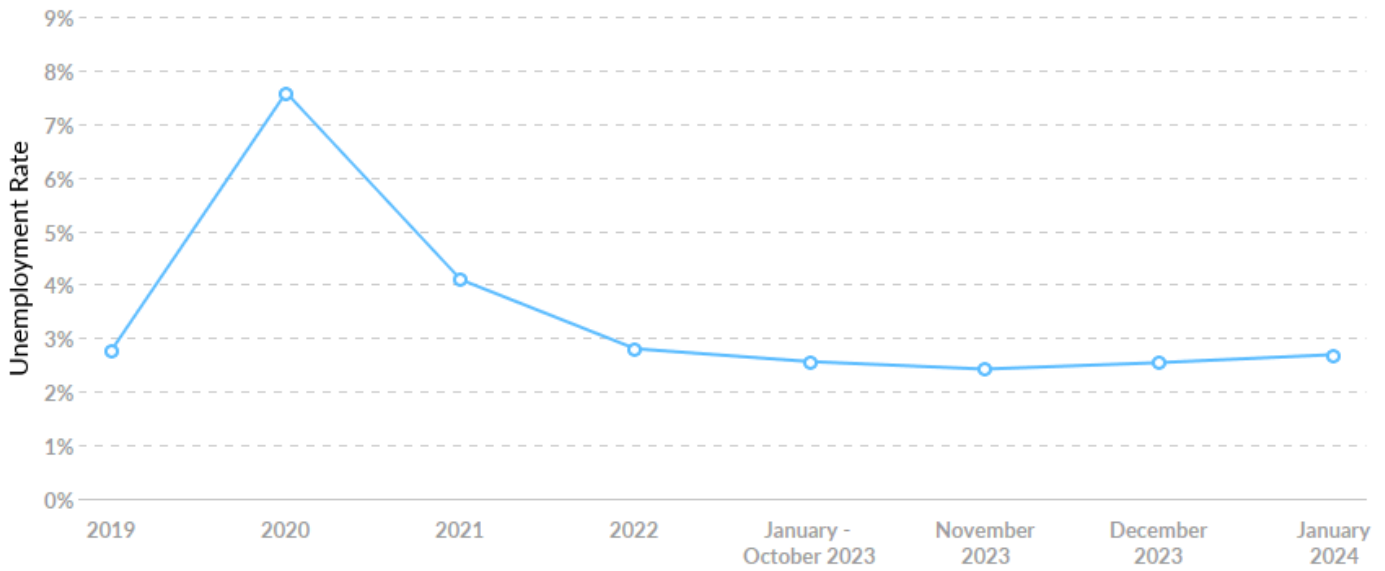
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	70.23%
2020	66.61%
2021	66.30%
2022	65.29%
January - October 2023	65.86%
November 2023	66.03%
December 2023	65.73%
January 2024	64.93%

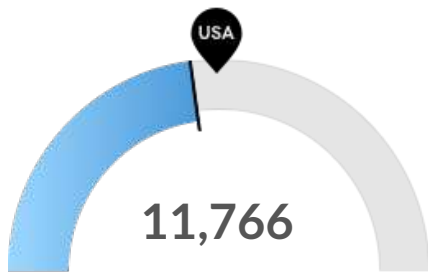
Unemployment Rate Trends

Sauk County, WI had a January 2024 unemployment rate of 2.69%, decreasing from 2.77% 5 years before.



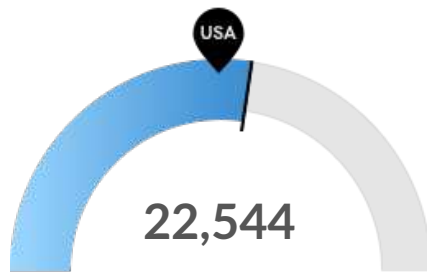
Timeframe	Unemployment Rate
2019	2.77%
2020	7.58%
2021	4.09%
2022	2.80%
January - October 2023	2.56%
November 2023	2.42%
December 2023	2.54%
January 2024	2.69%

Population Characteristics



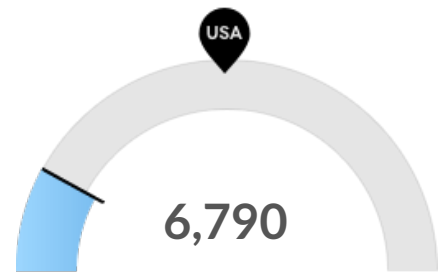
Millennials

Sauk County, WI has 11,766 millennials (ages 25-39). The national average for an area this size is 13,375.



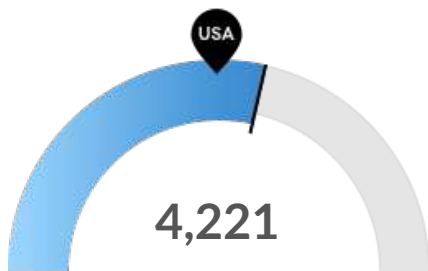
Retiring Soon

Retirement risk is high in Sauk County, WI. The national average for an area this size is 19,712 people 55 or older, while there are 22,544 here.



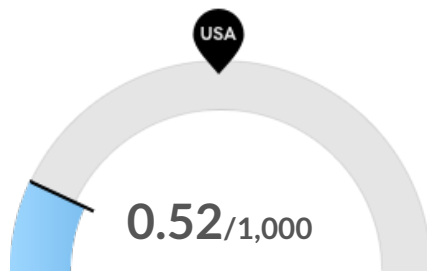
Racial Diversity

Racial diversity is low in Sauk County, WI. The national average for an area this size is 27,050 racially diverse people, while there are 6,790 here.



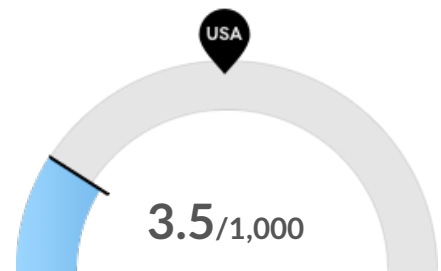
Veterans

Sauk County, WI has 4,221 veterans. The national average for an area this size is 3,451.



Violent Crime

Sauk County, WI has 0.52 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

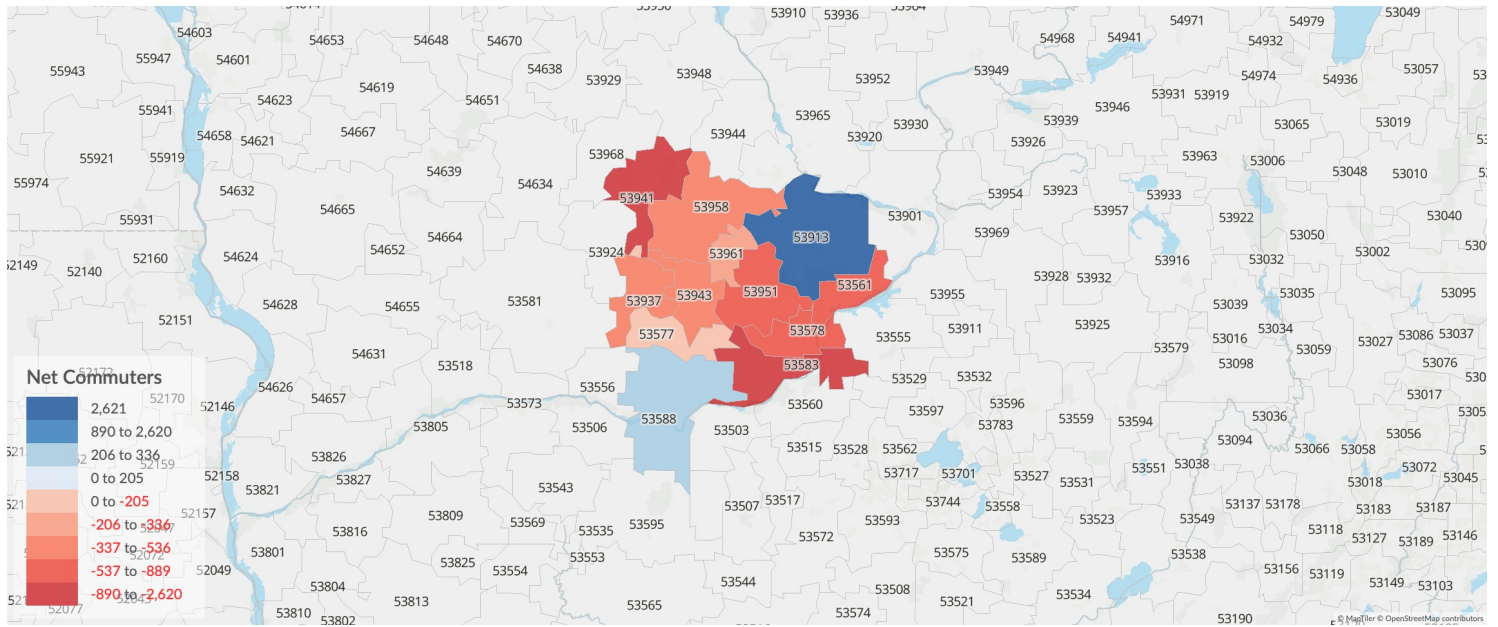


Property Crime

Sauk County, WI has 3.5 property crimes per 1,000 people. The national rate is 12.12 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Sauk County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2023 Employment
53913	Baraboo, WI (in Sauk co...	15,587
53959	Reedsburg, WI (in Sauk ...	8,749
53578	Prairie Du Sac, WI (in Sa...	3,662
53583	Sauk City, WI (in Sauk c...	3,140
53588	Spring Green, WI (in Sa...	2,893

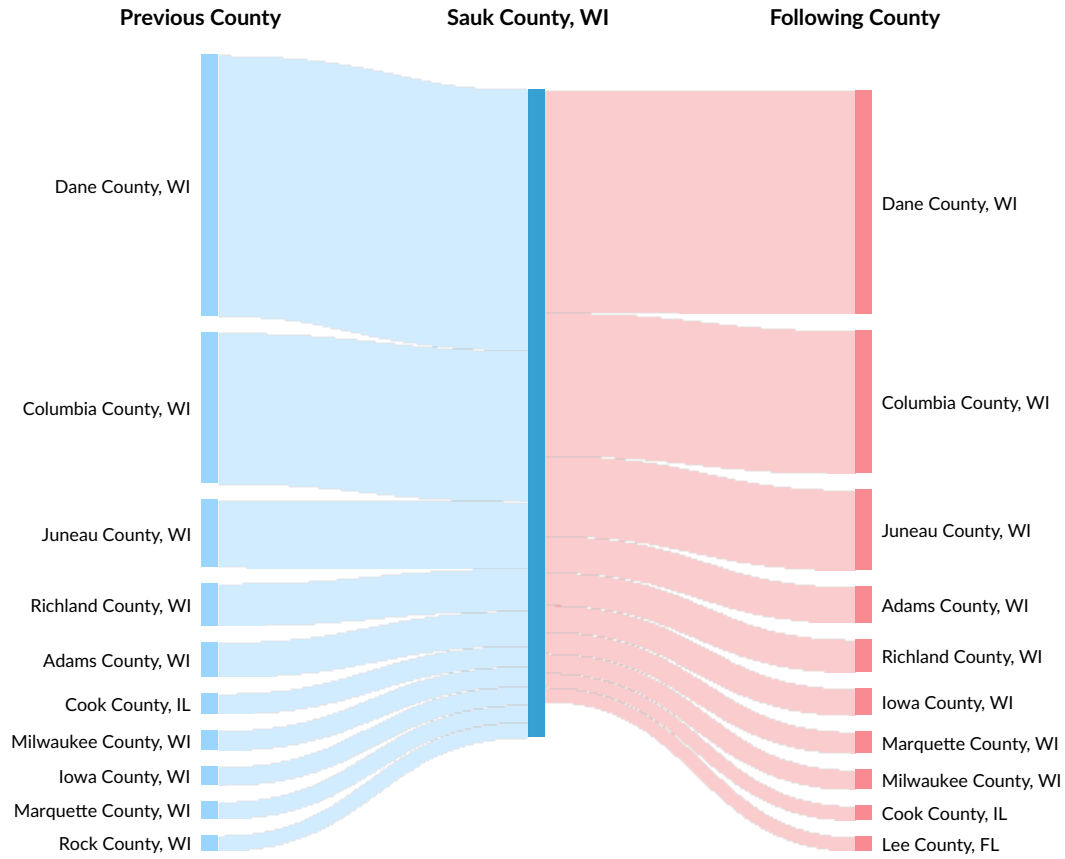
Where Talent Lives

ZIP	Name	2023 Workers
53913	Baraboo, WI (in Sauk co...	12,966
53959	Reedsburg, WI (in Sauk ...	9,086
53578	Prairie Du Sac, WI (in Sa...	4,211
53583	Sauk City, WI (in Sauk c...	4,030
53588	Spring Green, WI (in Sa...	2,662

Inbound and Outbound Migration

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

As of 2021, 642 people have migrated from Dane County, WI to Sauk County, WI. In the same year, 549 people left Sauk County, WI migrating to Dane County, WI. The total Net Migration for Sauk County, WI in 2021 was -37.

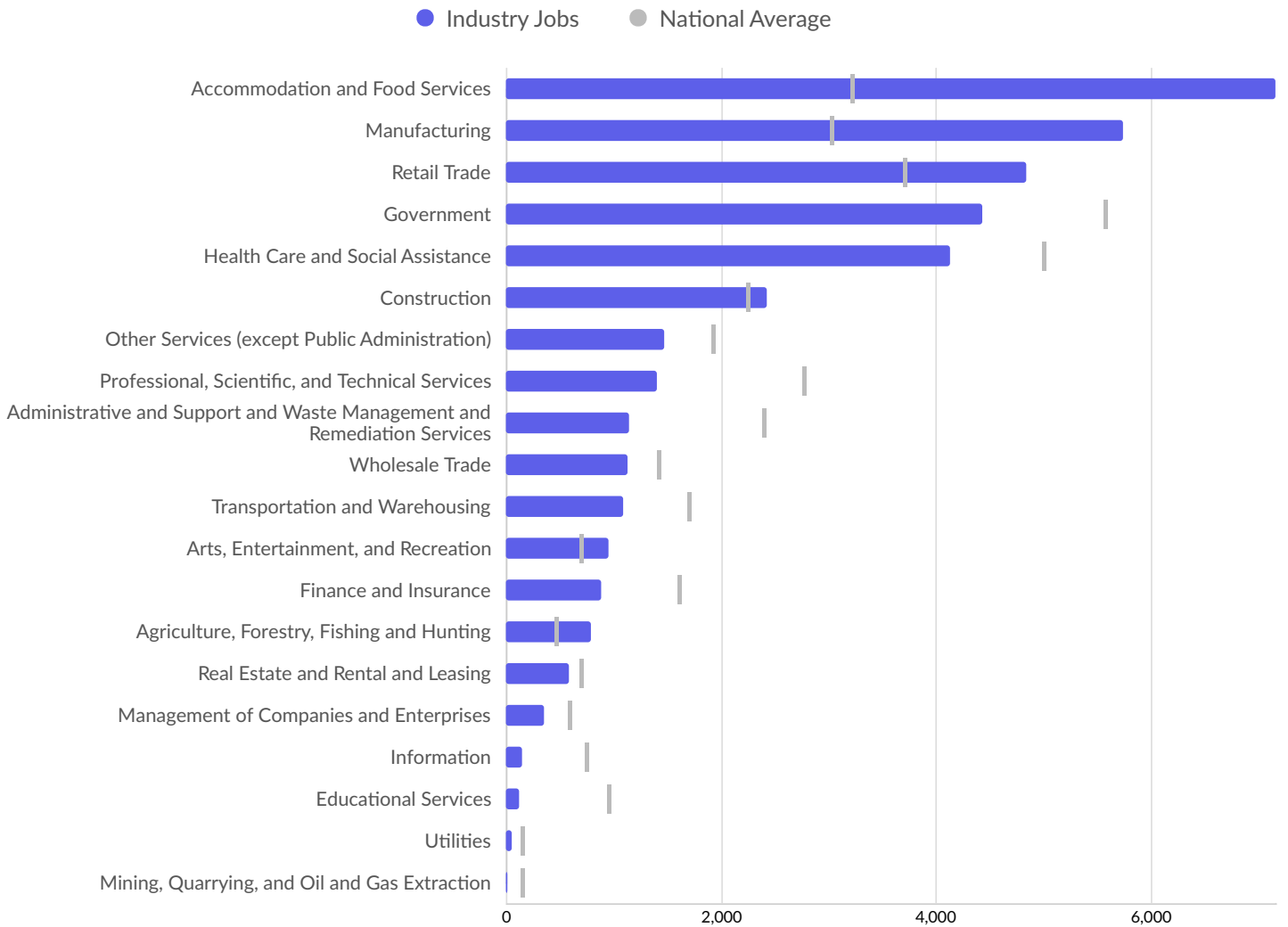


Top Previous Counties	Migrations
Dane County, WI	642
Columbia County, WI	371
Juneau County, WI	165
Richland County, WI	104
Adams County, WI	86
Cook County, IL	51

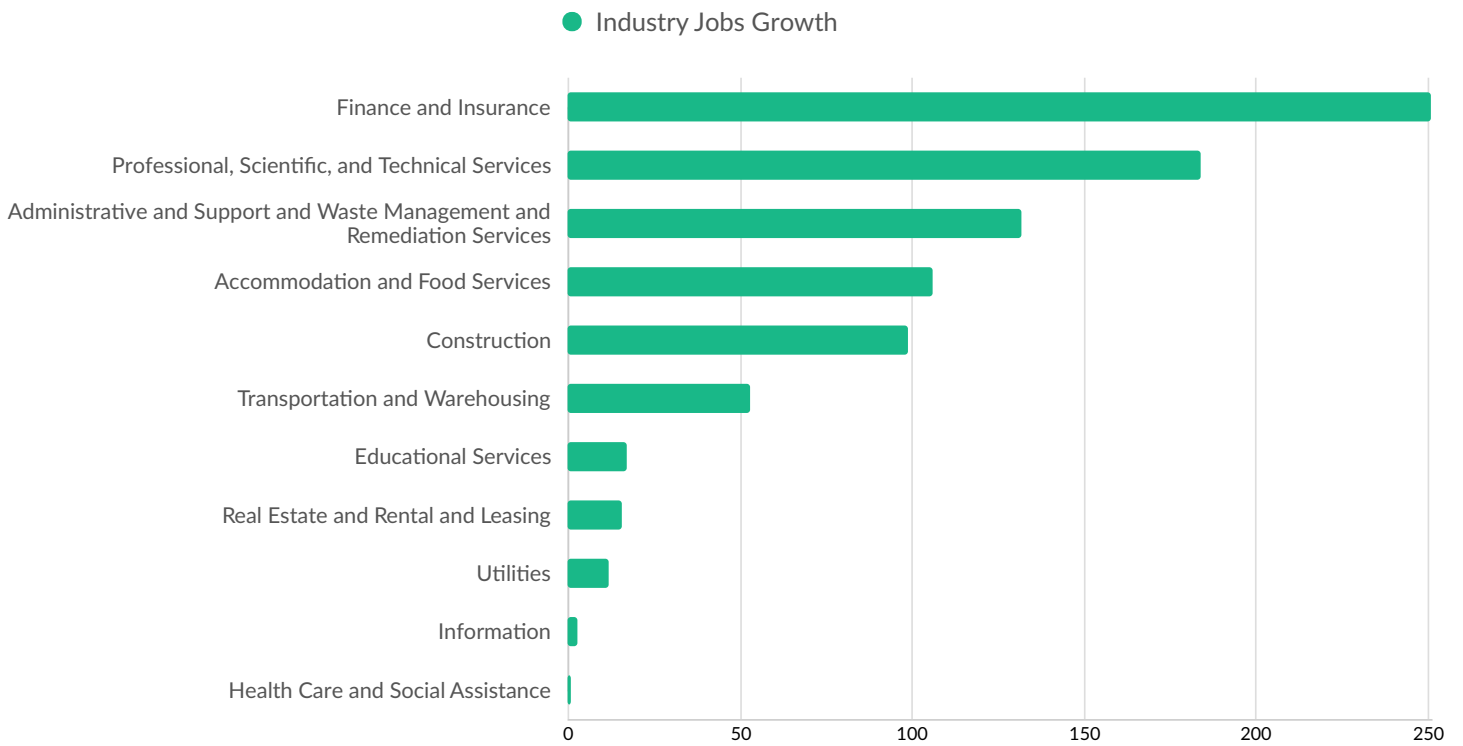
Top Previous Counties	Migrations
Milwaukee County, WI	49
Iowa County, WI	45
Marquette County, WI	42
Rock County, WI	38
Kenosha County, WI	28
La Crosse County, WI	27
Sangamon County, IL	27
Pinal County, AZ	25
Brown County, WI	24
Top Following Counties	Migrations
Dane County, WI	549
Columbia County, WI	351
Juneau County, WI	198
Adams County, WI	89
Richland County, WI	81
Iowa County, WI	65
Marquette County, WI	53
Milwaukee County, WI	48
Cook County, IL	36
Lee County, FL	35
Guadalupe County, TX	34
Wood County, WI	32
Hennepin County, MN	32
Rock County, WI	30
Brown County, WI	28

Industry Characteristics

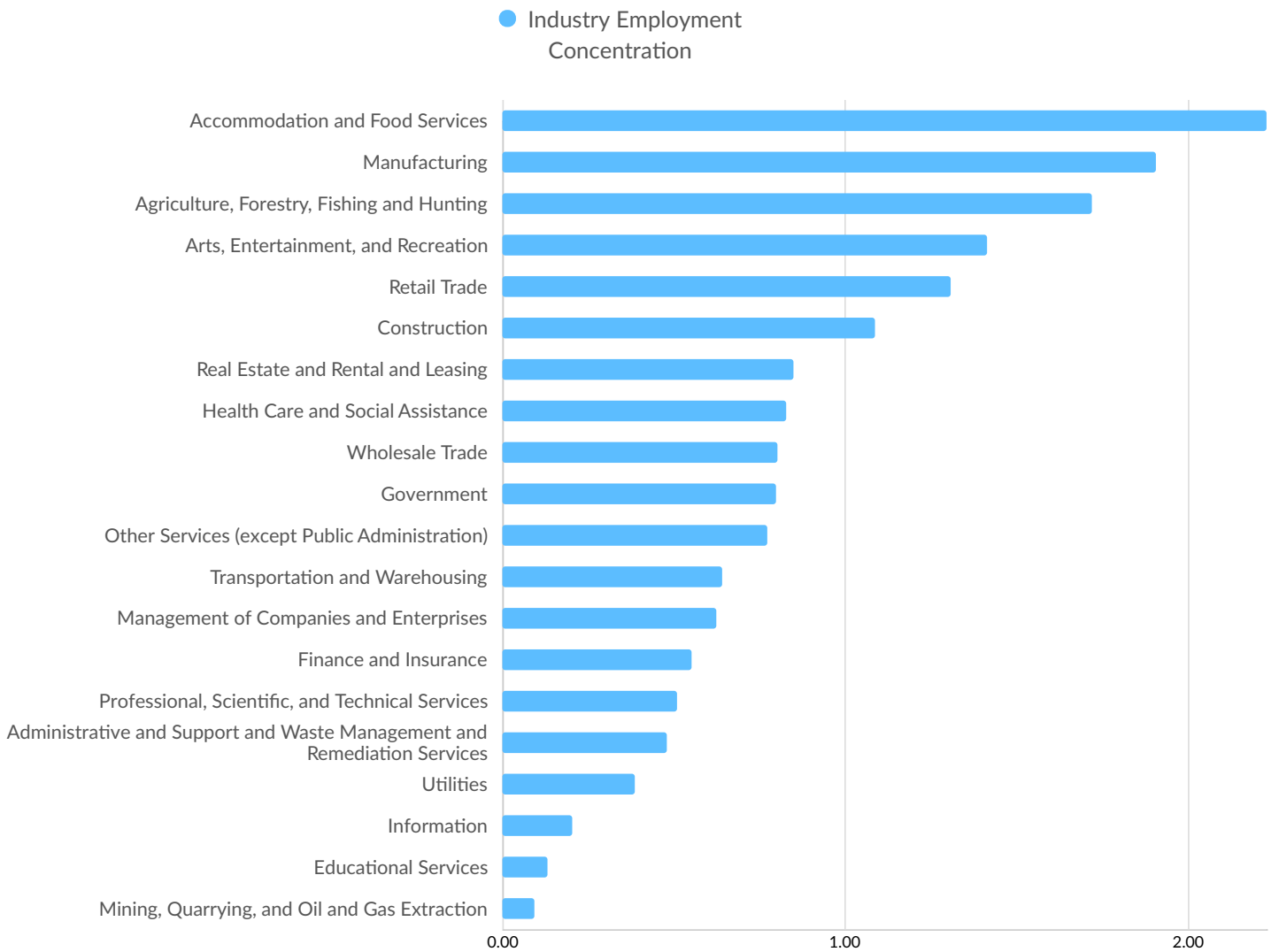
Largest Industries



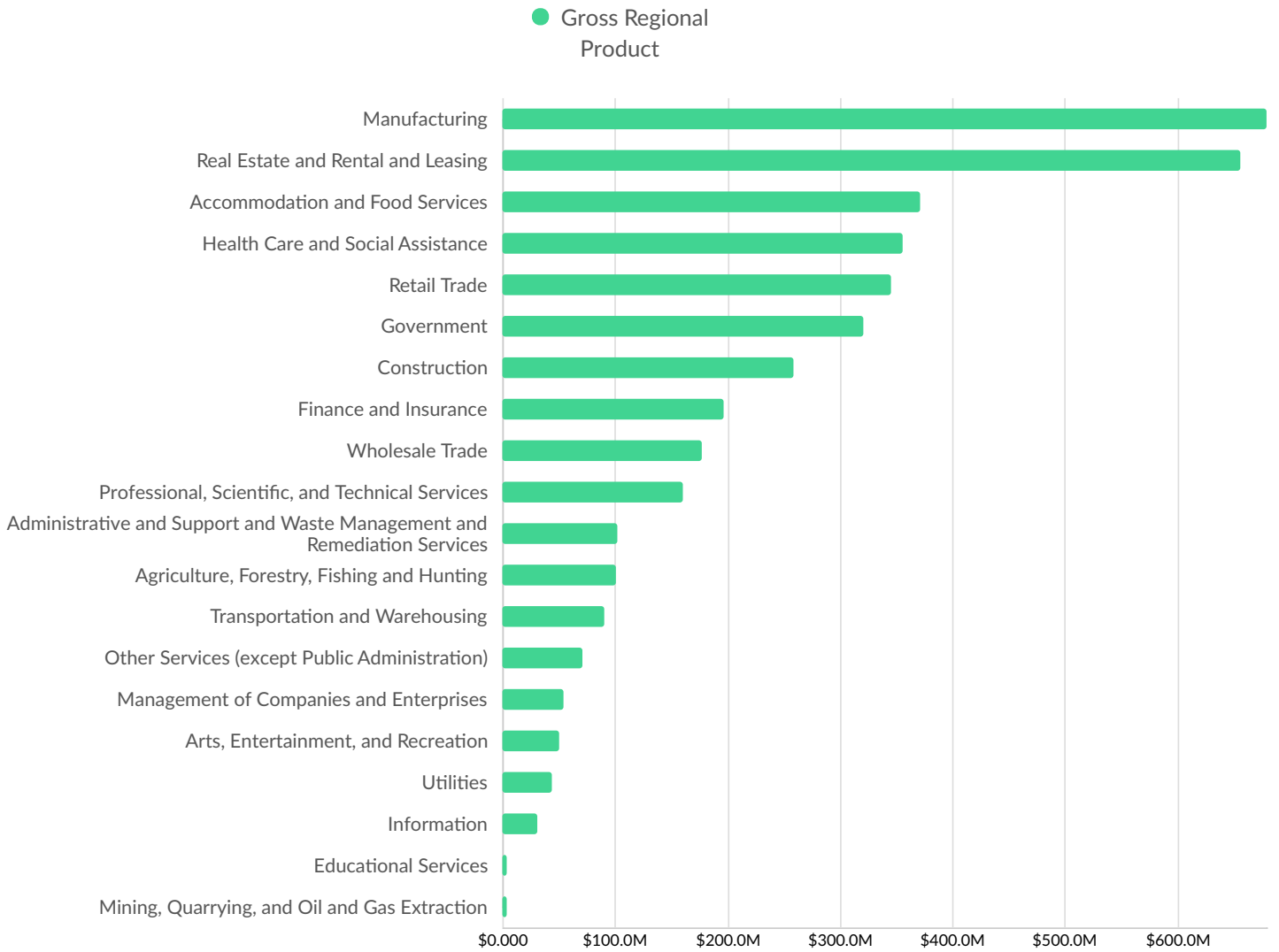
Top Growing Industries



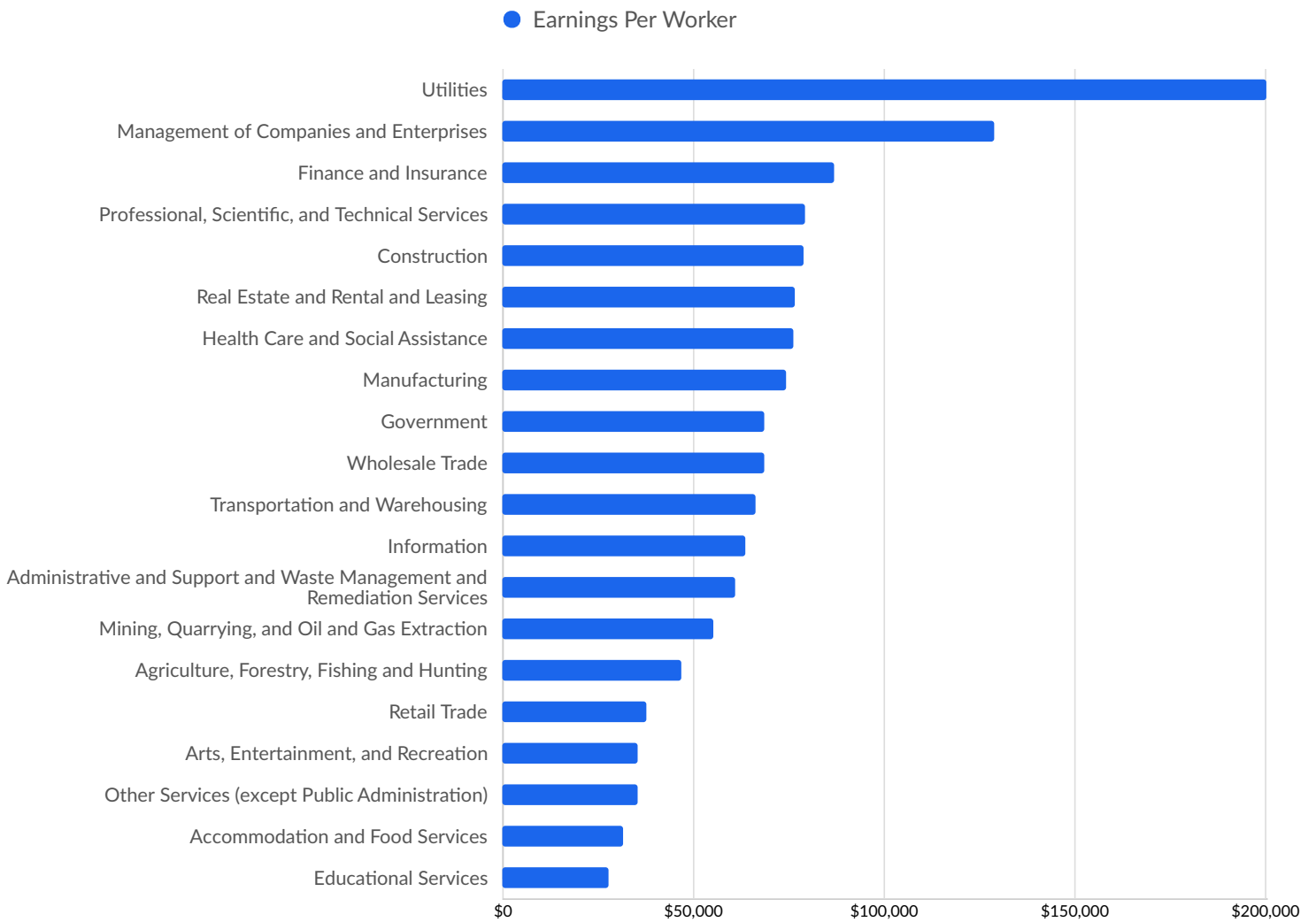
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



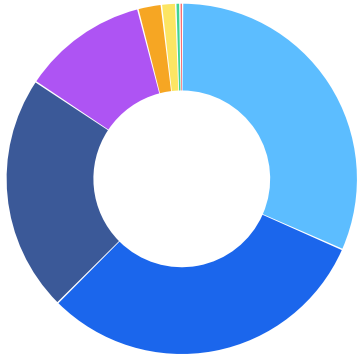
Business Characteristics

6,146 Companies Employ Your Workers

Online profiles for your workers mention 6,146 companies as employers, with the top 10 appearing below. In the last 12 months, 715 companies in Sauk County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Land's End Resort	182 	SSM Health Care	444 
SSM Health Care	162 	Sauk Prairie Healthcare	219 
State of Wisconsin	160 	Great Wolf Resorts	168 
University of Wisconsin System	159 	Reedsburg Area Medical Center	154 
Ho-Chunk Nation	144 	Milwaukee Valve	134 
Sauk Prairie Healthcare	126 	Sauk County	118 
Reedsburg Area Medical Center	115 	Mcfarlanes	93 
Foremost Farms USA	114 	Sysco	85 
Seats	114 	Flambeau	79 
Flambeau	100 	Divine Mercy Congregation Sau...	77 

Business Size

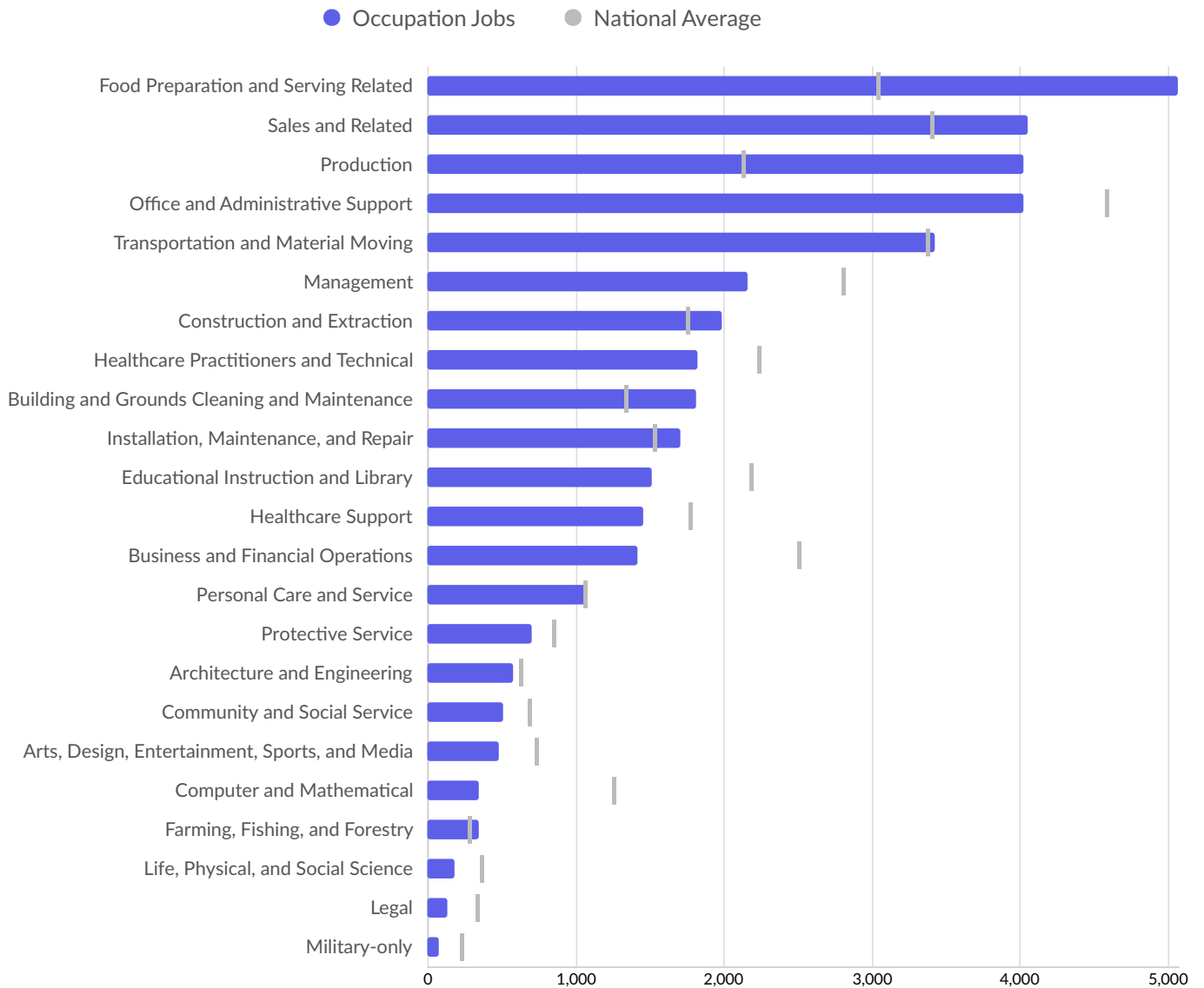


	Percentage	Business Count
● 1 to 4 employees	31.5%	914
● 5 to 9 employees	30.9%	896
● 10 to 19 employees	21.8%	633
● 20 to 49 employees	11.6%	337
● 50 to 99 employees	2.2%	63
● 100 to 249 employees	1.3%	38
● 250 to 499 employees	0.4%	11
● 500+ employees	0.2%	7

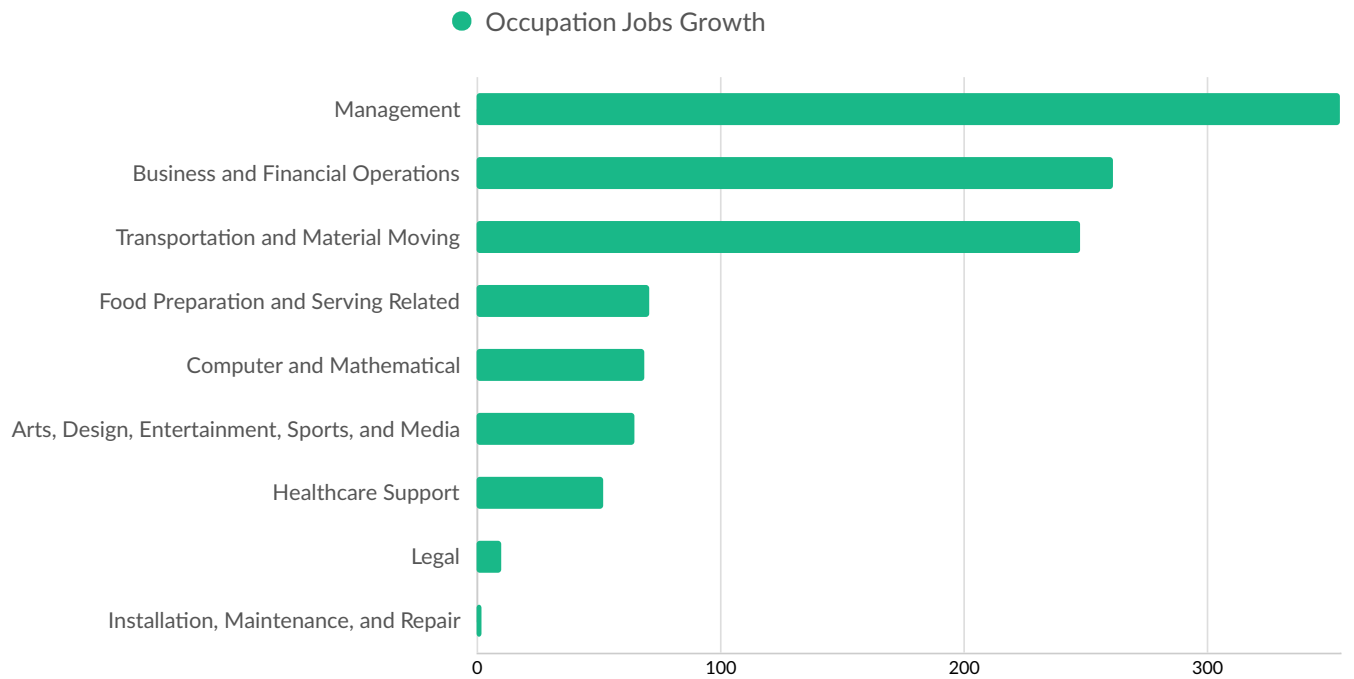
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

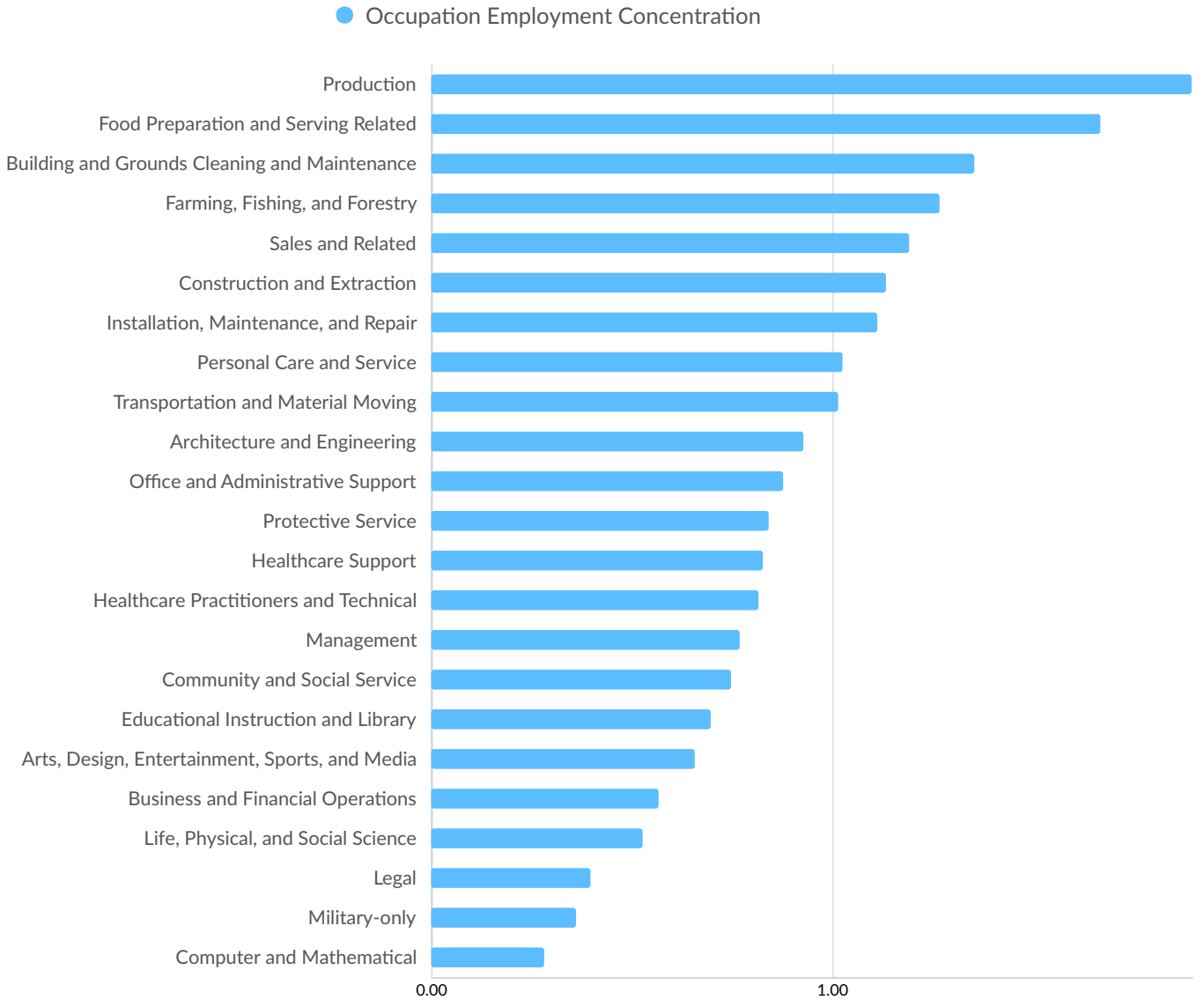
Largest Occupations



Top Growing Occupations



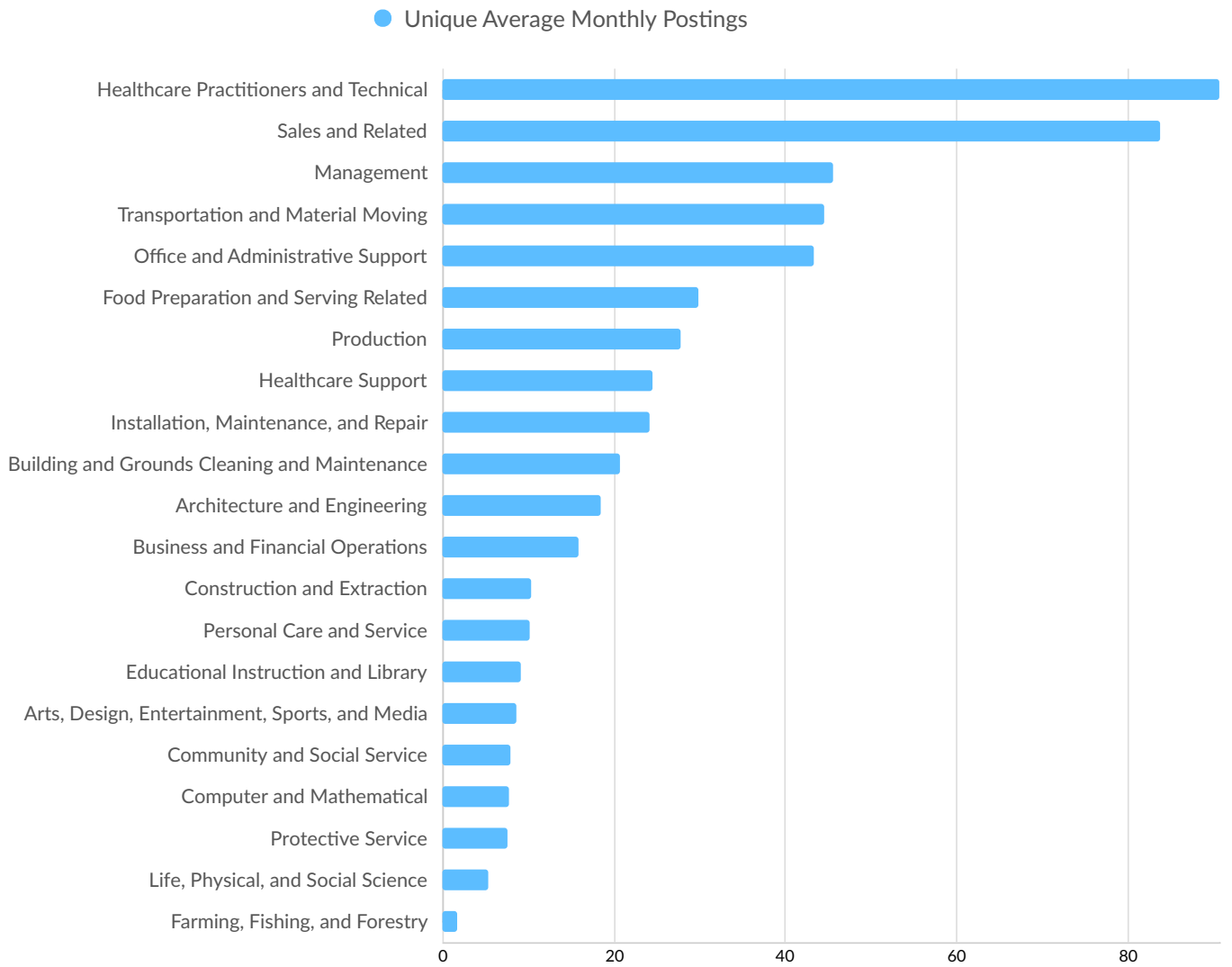
Top Occupation Employment Concentration



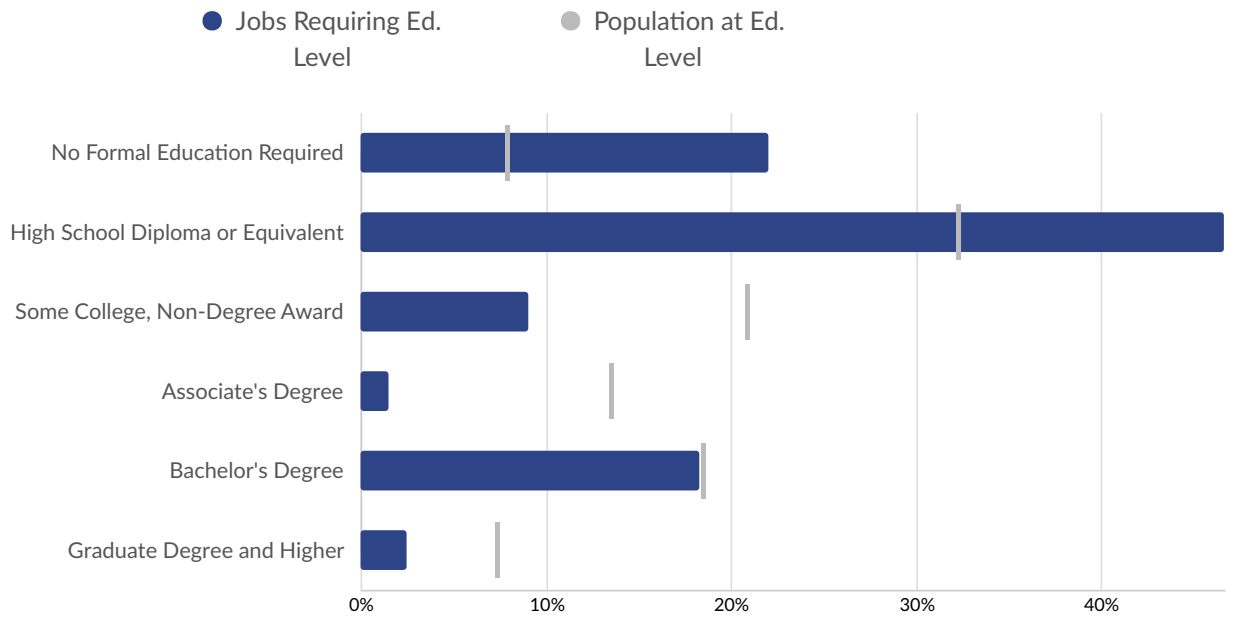
Top Occupation Earnings



Top Posted Occupations

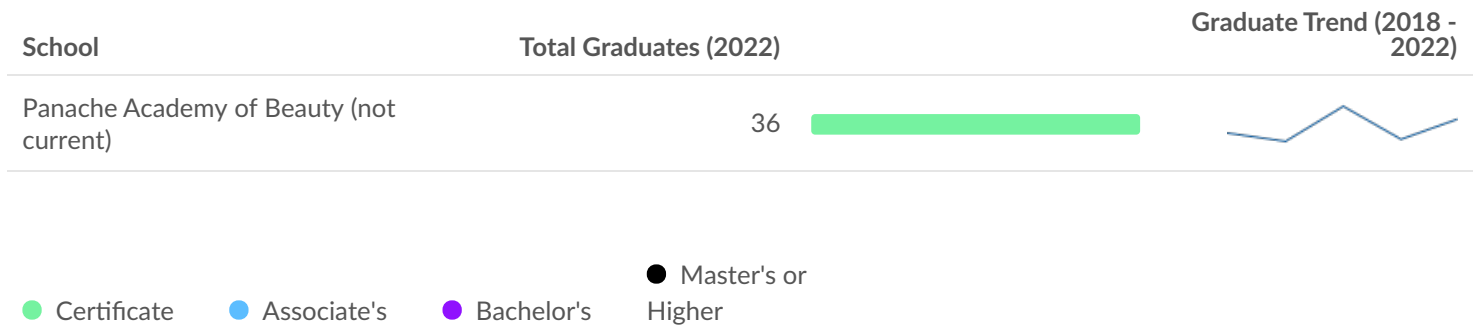


Underemployment



Educational Pipeline

In 2022, there were 36 graduates in Sauk County, WI. This pipeline has grown by 24% over the last 5 years. The highest share of these graduates come from "Cosmetology/Cosmetologist, General" (Certificate), "Aesthetician/Esthetician and Skin Care Specialist" (Certificate), and "Nail Technician/Specialist and Manicurist" (Certificate).



In-Demand Skills

