



Bayfield County, WI

Northwest Regional Planning Commission



Northwest Regional Planning Commission

NWRPC
keeping your future as our focus

1400 S. River Street
Spooner, Wisconsin 54801

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Report Parameters

1 County

55007 Bayfield 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

15,052

Population (2019)

Population **grew by 77** over the last 5 years and is projected to **grow by 87** over the next 5 years.

5,116

Total Regional Employment

Jobs **grew by 229** over the last 5 years and are projected to **grow by 314** over the next 5 years.

\$52.9K

Median Household Income (2018)

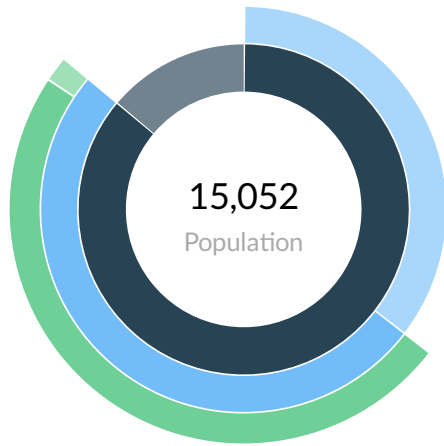
Median household income is **\$7.4K below** the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population **increased by 0.5%** since 2014, growing by 77. Population is expected to **increase by 0.6%** between 2019 and 2024, adding 87.
- From 2014 to 2019, jobs **increased by 4.7%** in Bayfield County, WI from 4,887 to **5,116**. This change **fell short of the national growth rate of 7.3% by 2.6%**. As the number of jobs increased, the **labor force participation rate increased from 56.9% to 58.9% between 2014 and 2019**.
- Concerning educational attainment, **18.8% of Bayfield County, WI residents possess a Bachelor's Degree** (the same as the national average), and **11.4% hold an Associate's Degree** (3.4% above the national average).
- The top three industries in 2019 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Traveler Accommodation.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	15,052	7,624	5,116	100.2	\$442.02M	\$870.32M	\$546.87M
NWRPC	174,866	88,351	75,869	99.8	\$6.92B	\$10.95B	\$9.46B
State	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B
Nation	329,399,330	164,576,320	164,699,638	100.0	\$20.78T	\$0	\$8.91T

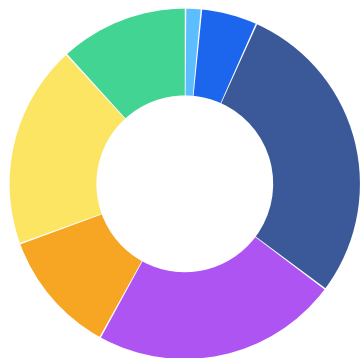
2019 Labor Force Breakdown



	Population
● Total Working Age Population	12,951
● Not in Labor Force (15+)	5,327
● Labor Force	7,624
● Employed	7,356
● Unemployed	268
● Under 15	2,101

Educational Attainment

Concerning educational attainment, **18.8% of Bayfield County, WI residents possess a Bachelor's Degree** (the same as the national average), and **11.4% hold an Associate's Degree** (3.4% above the national average).

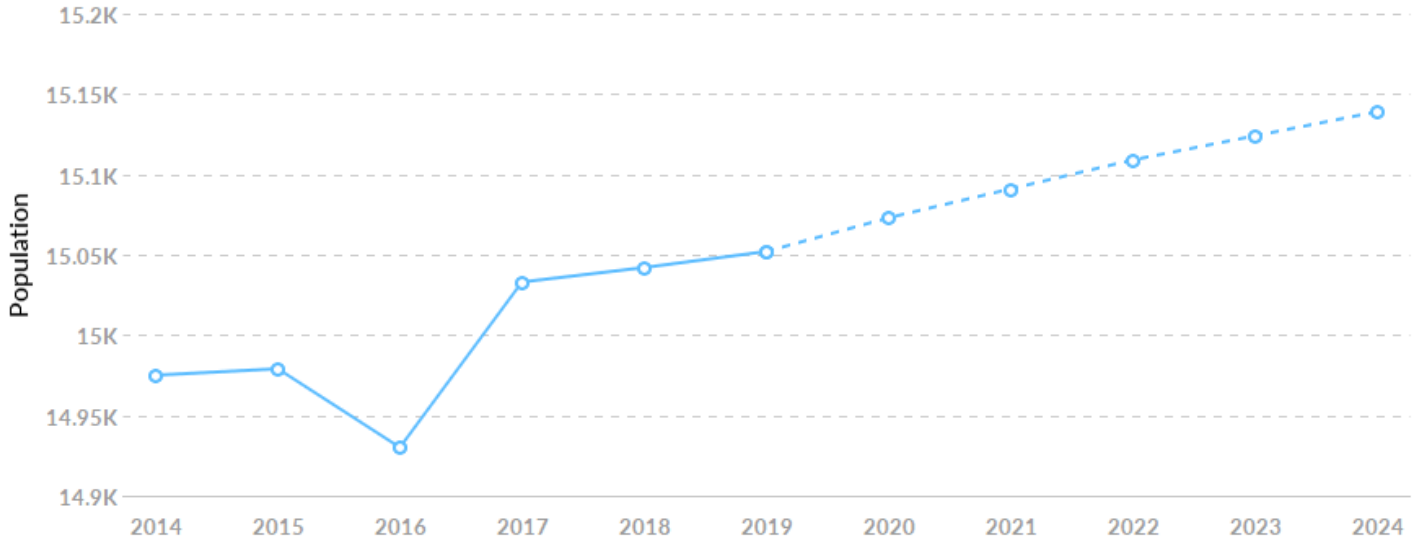


	% of Population	Population
● Less Than 9th Grade	1.4%	168
● 9th Grade to 12th Grade	5.2%	604
● High School Diploma	28.5%	3,319
● Some College	22.8%	2,651
● Associate's Degree	11.4%	1,330
● Bachelor's Degree	18.8%	2,183
● Graduate Degree and Higher	11.9%	1,379

Historic & Projected Trends

Population Trends

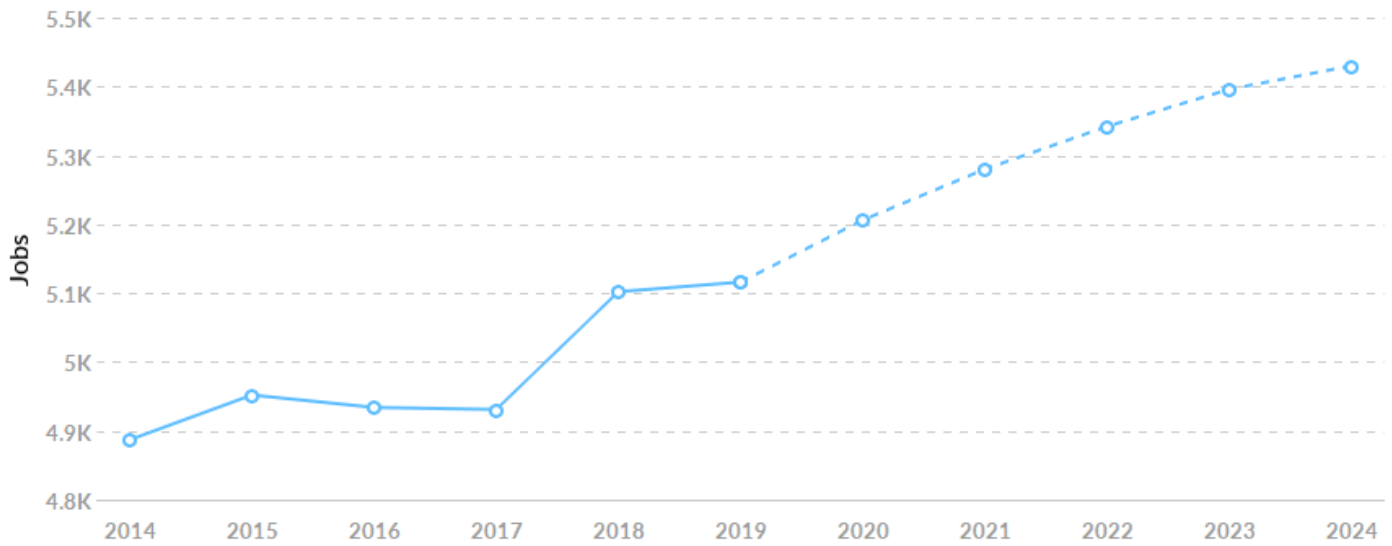
As of 2019 the region's population increased by 0.5% since 2014, growing by 77. Population is expected to increase by 0.6% between 2019 and 2024, adding 87.



Timeframe	Population
2014	14,975
2015	14,979
2016	14,930
2017	15,033
2018	15,042
2019	15,052
2020	15,073
2021	15,091
2022	15,109
2023	15,124
2024	15,139

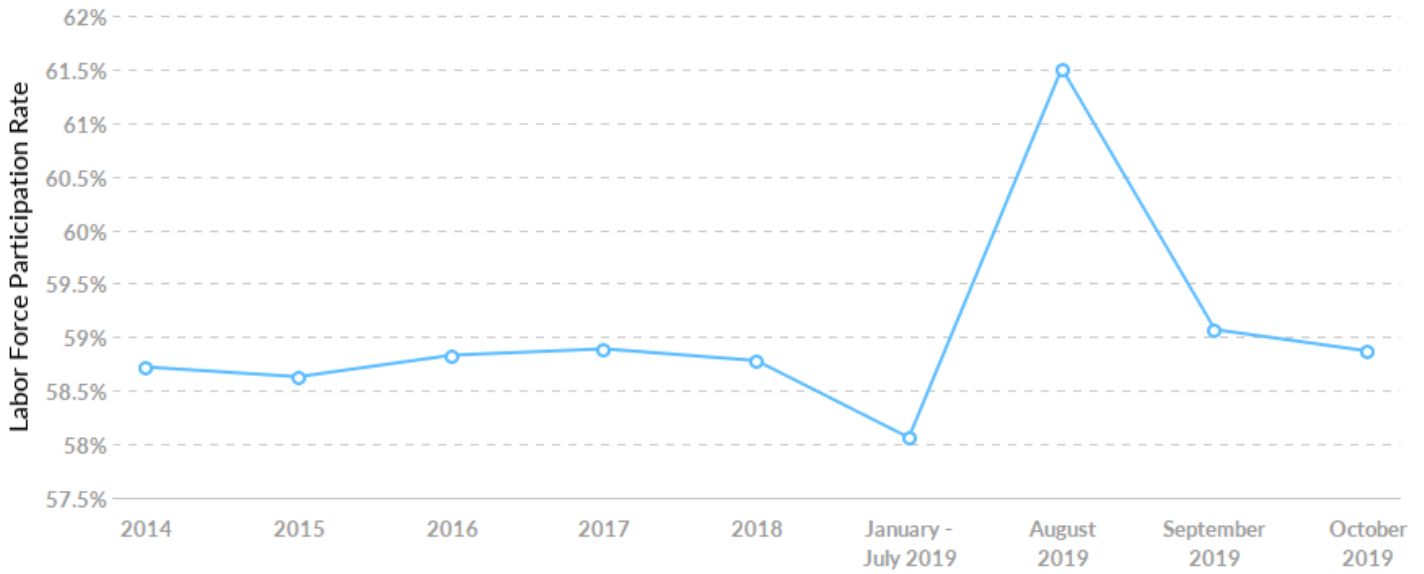
Job Trends

From 2014 to 2019, jobs increased by 4.7% in Bayfield County, WI from 4,887 to 5,116. This change fell short of the national growth rate of 7.3% by 2.6%.



Timeframe	Jobs
2014	4,887
2015	4,952
2016	4,934
2017	4,931
2018	5,102
2019	5,116
2020	5,206
2021	5,280
2022	5,342
2023	5,396
2024	5,430

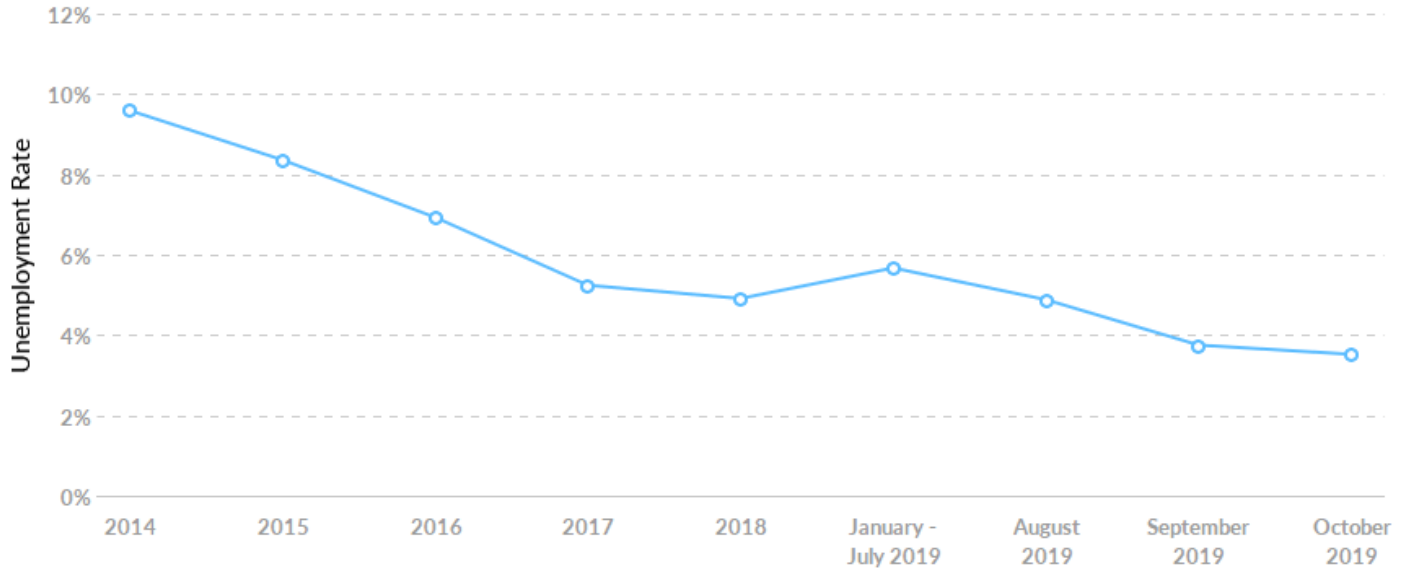
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	58.72%
2015	58.63%
2016	58.83%
2017	58.89%
2018	58.78%
January - July 2019	58.06%
August 2019	61.50%
September 2019	59.07%
October 2019	58.87%

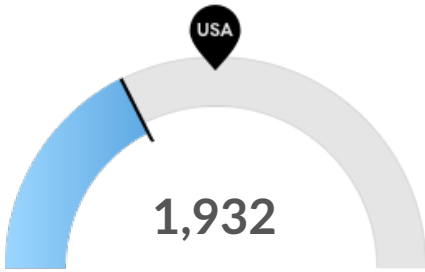
Unemployment Rate Trends

Bayfield County, WI had an October 2019 unemployment rate of 3.52%, **decreasing from 9.59%** 5 years before.



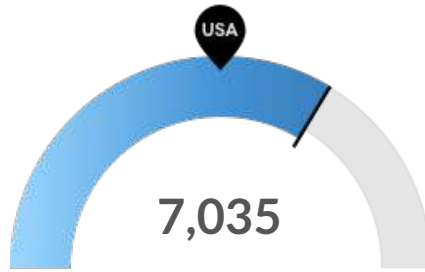
Timeframe	Unemployment Rate
2014	9.59%
2015	8.36%
2016	6.93%
2017	5.24%
2018	4.91%
January - July 2019	5.67%
August 2019	4.88%
September 2019	3.75%
October 2019	3.52%

Population Characteristics



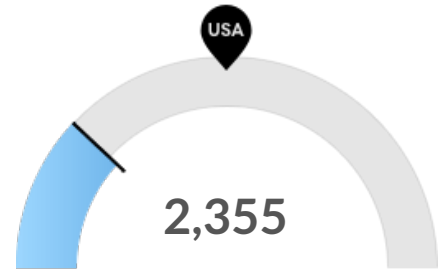
Millennials

Bayfield County, WI has 1,932 millennials (ages 25-39). The national average for an area this size is 3,092.



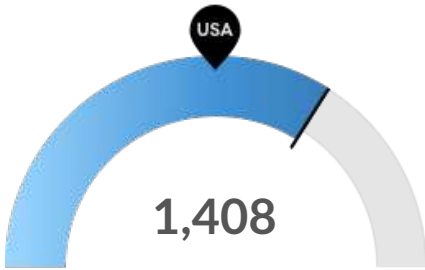
Retiring Soon

Retirement risk is high in Bayfield County, WI. The national average for an area this size is 4,354 people 55 or older, while there are 7,035 here.



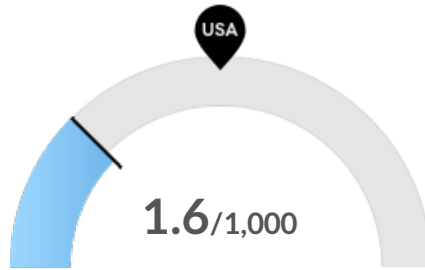
Racial Diversity

Racial diversity is low in Bayfield County, WI. The national average for an area this size is 5,959 racially diverse people, while there are 2,355 here.



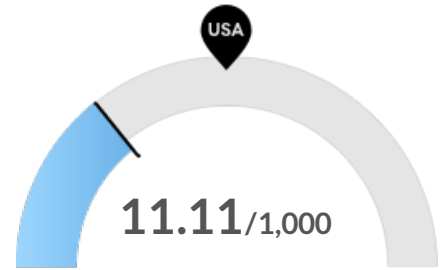
Veterans

Bayfield County, WI has 1,408 veterans. The national average for an area this size is 856.



Violent Crime

Bayfield County, WI has 1.6 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

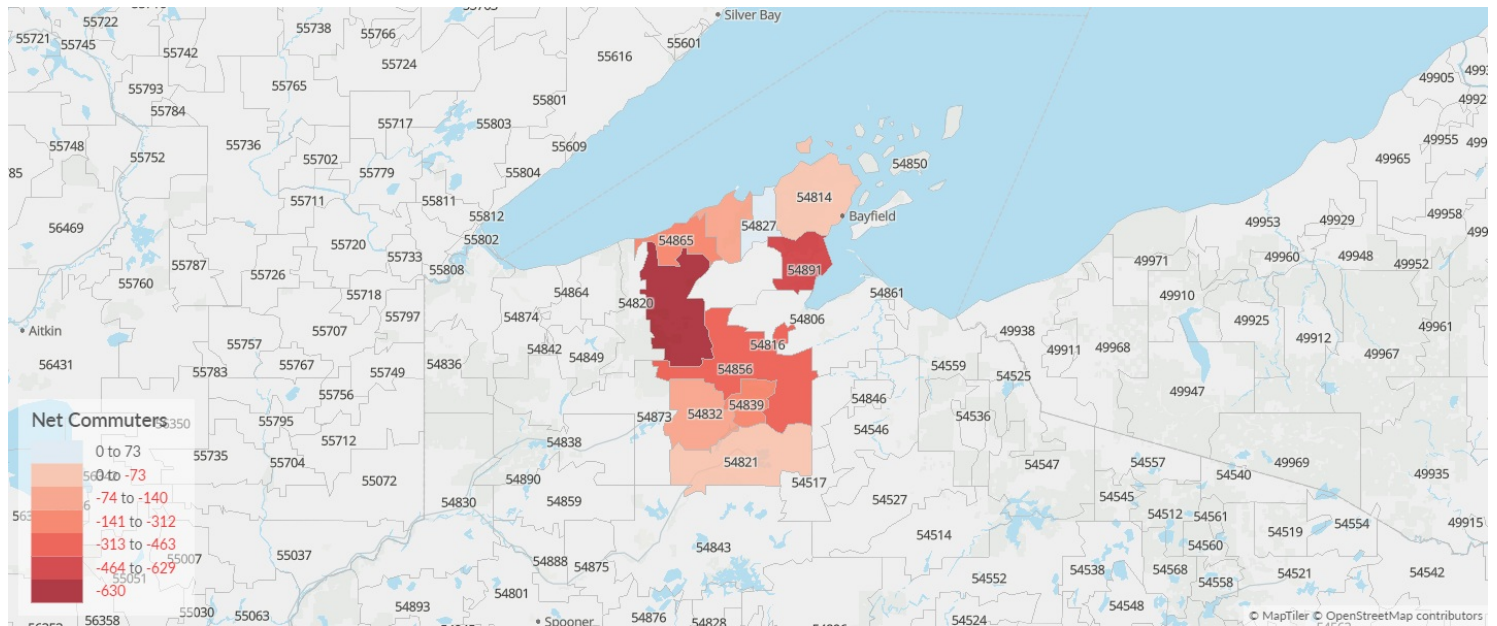


Property Crime

Bayfield County, WI has 11.11 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

Place of Work vs Place of Residence

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



Where Talent Works

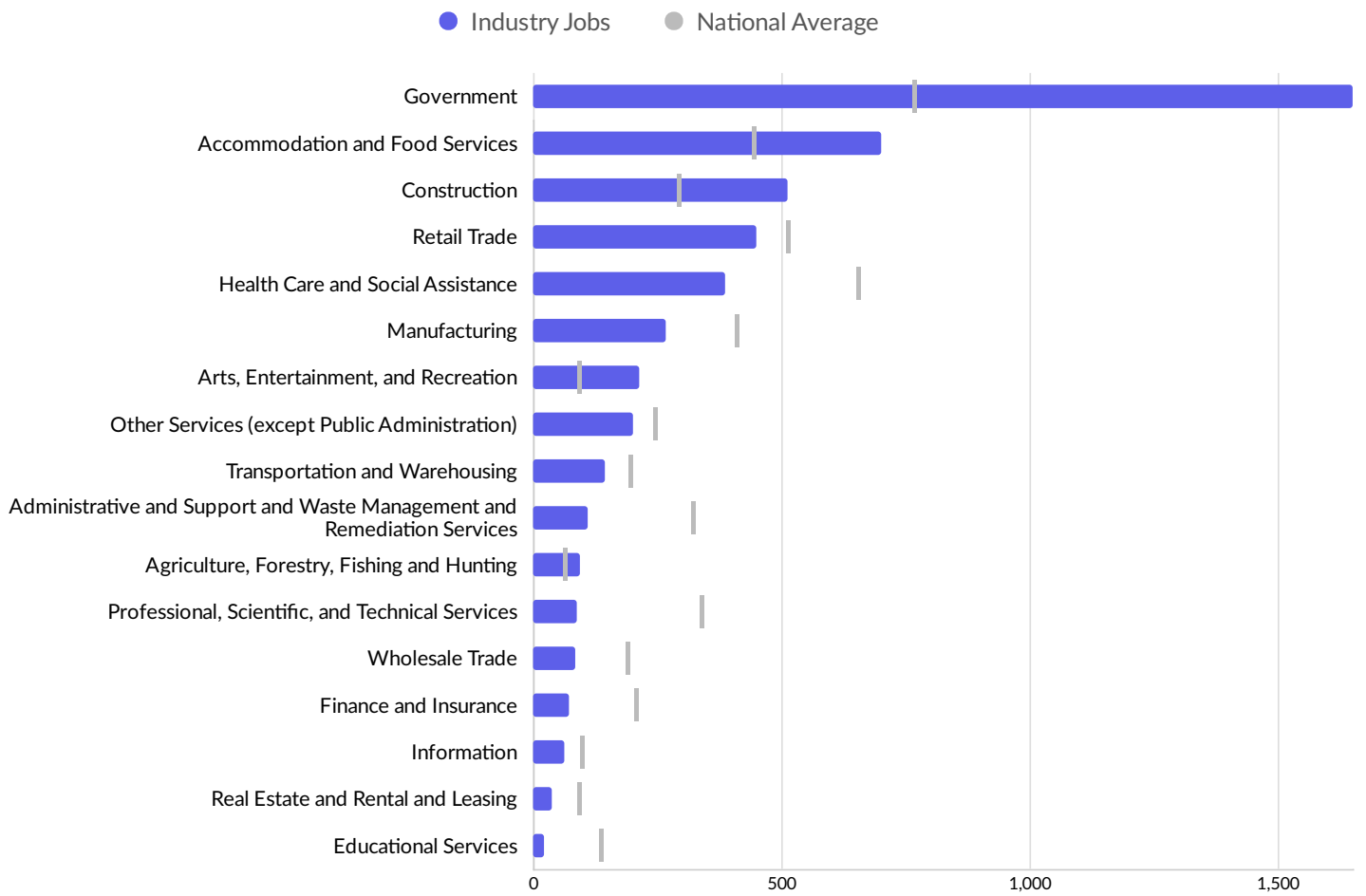
Where Talent Lives

ZIP	Name	2019 Employment
54891	Washburn, WI (in Bayfie...	1,391
54814	Bayfield, WI (in Bayfield...	1,322
54847	Iron River, WI (in Bayfie...	775
54821	Cable, WI (in Bayfield c...	675
54856	Mason, WI (in Bayfield ...	460

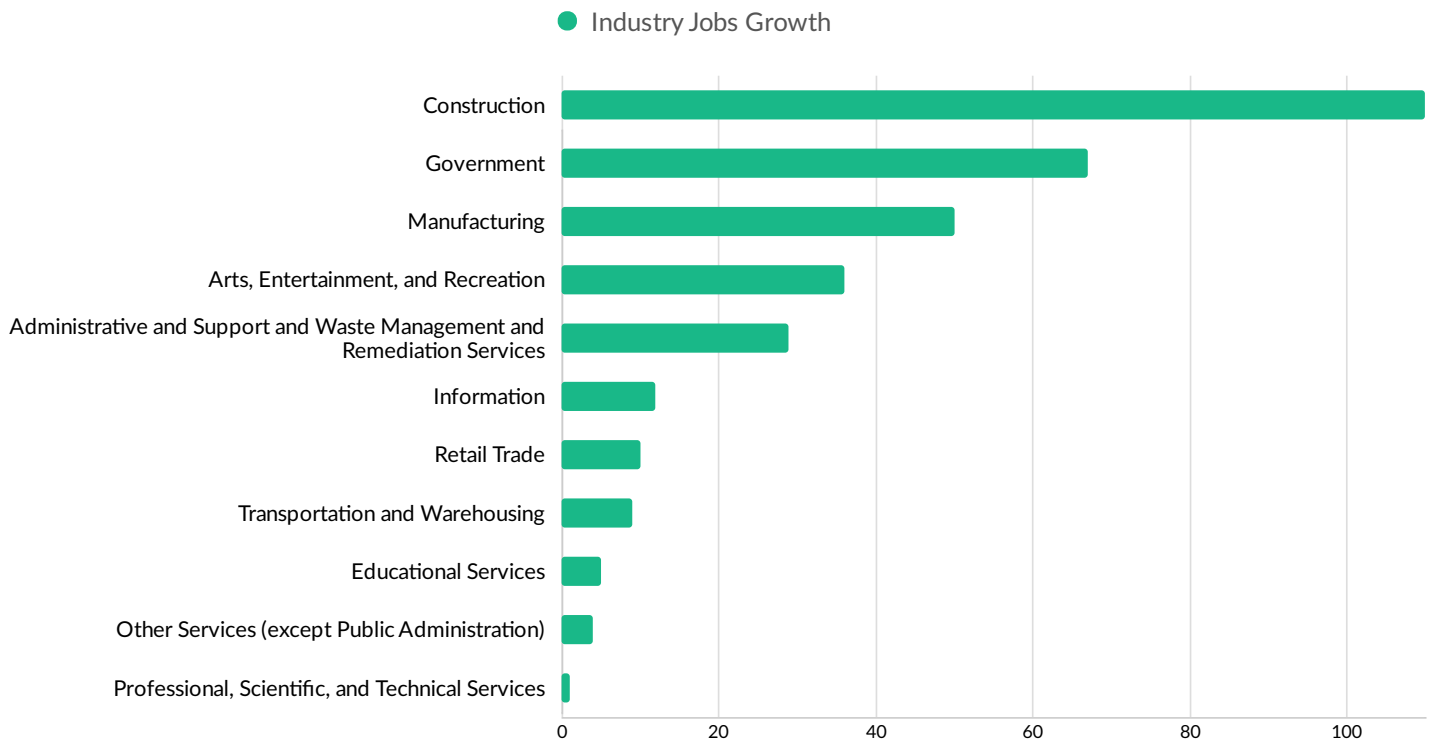
ZIP	Name	2019 Workers
54891	Washburn, WI (in Bayfie...	1,855
54847	Iron River, WI (in Bayfie...	1,405
54814	Bayfield, WI (in Bayfield...	1,335
54856	Mason, WI (in Bayfield ...	774
54821	Cable, WI (in Bayfield c...	679

Industry Characteristics

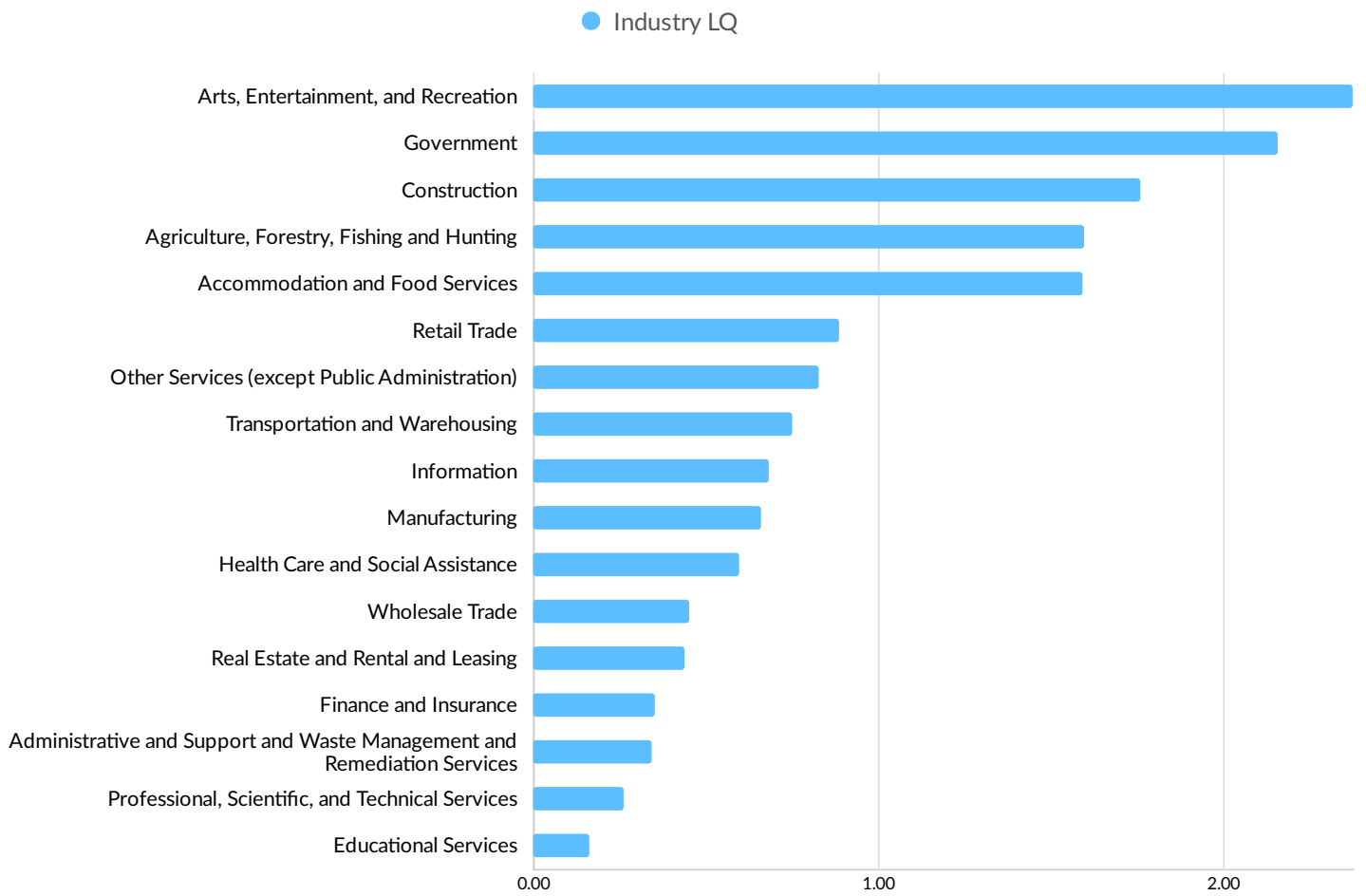
Largest Industries



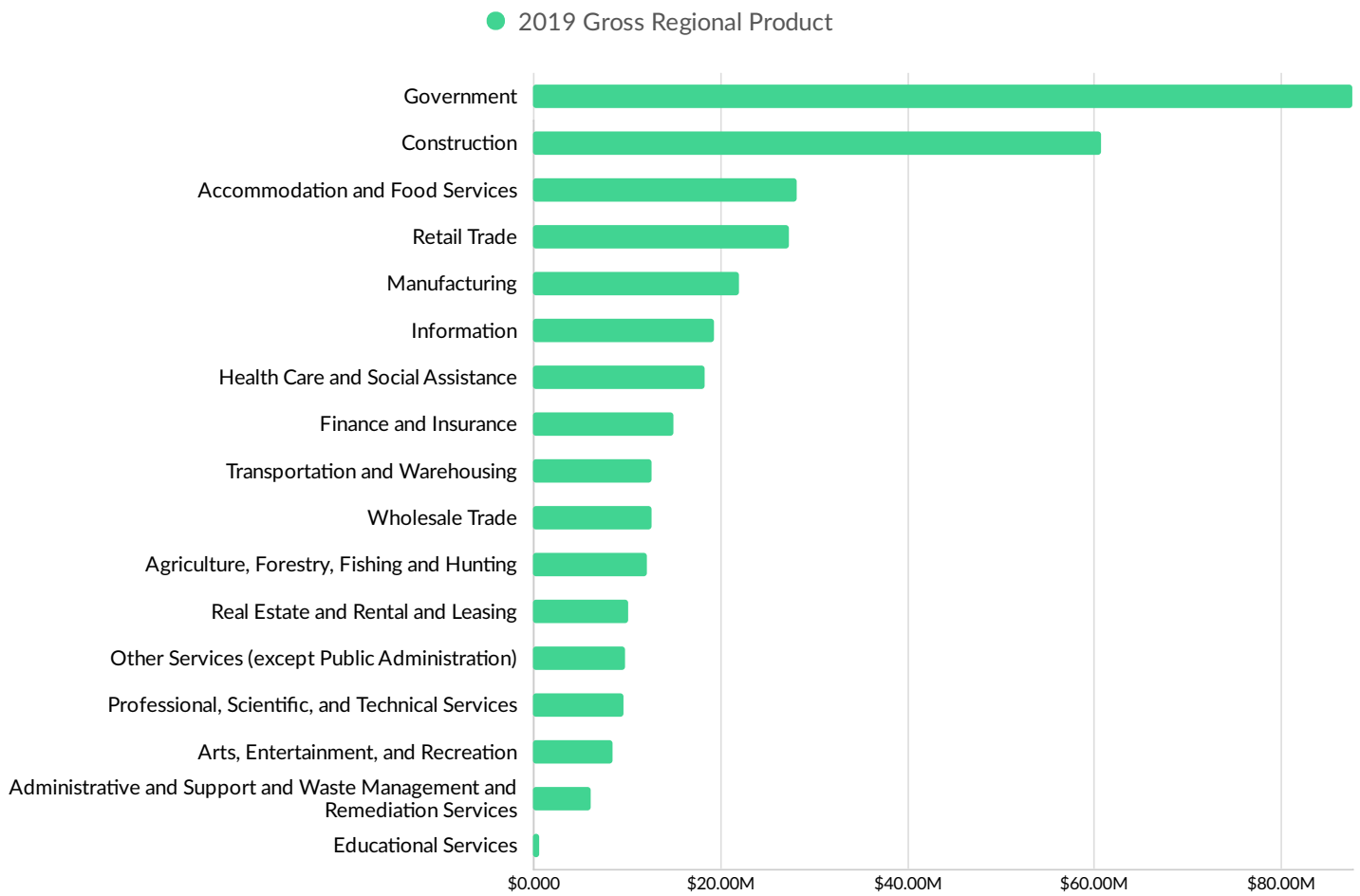
Top Growing Industries



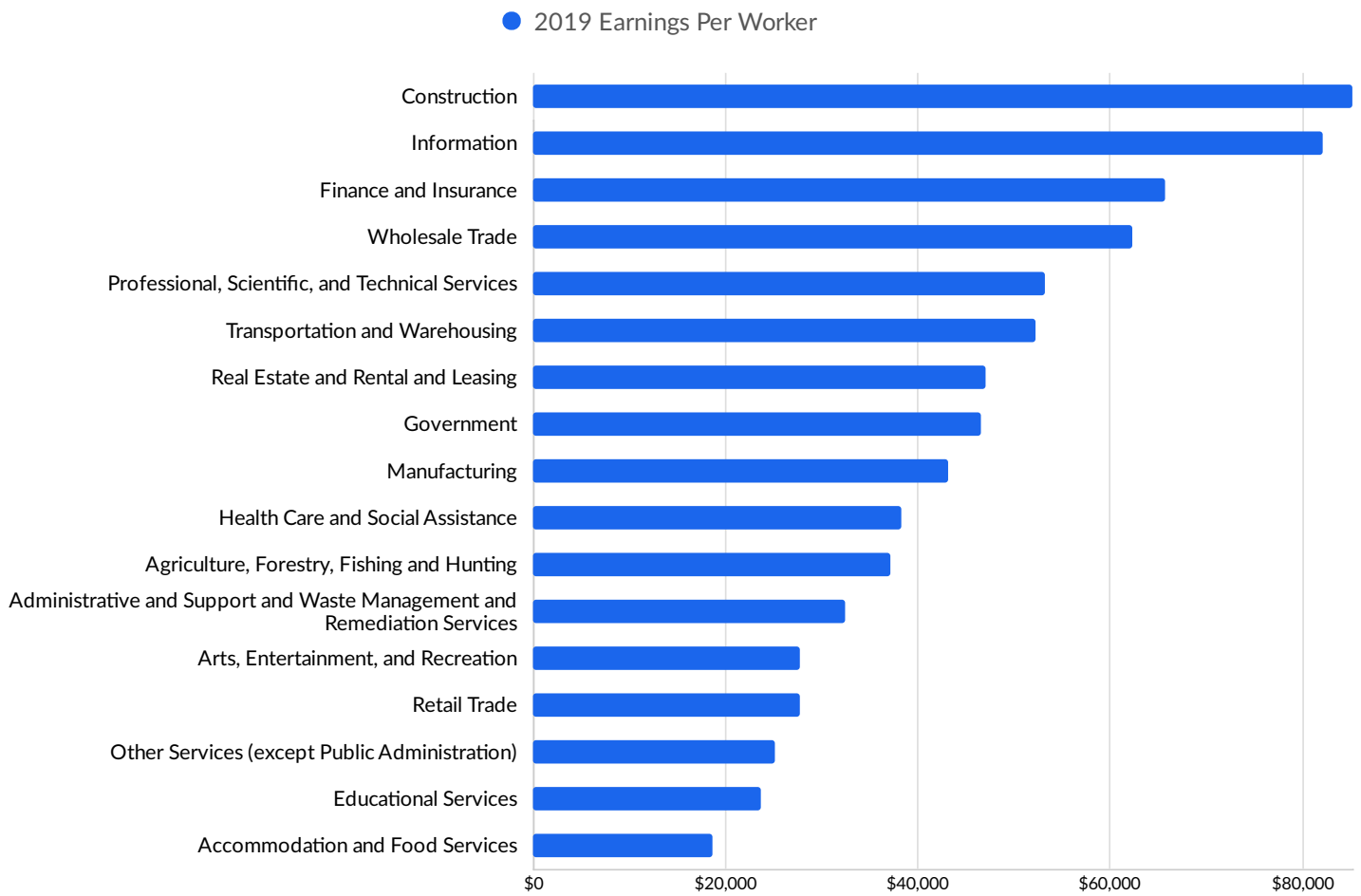
Top Industry LQ



Top Industry GRP



Top Industry Earnings



















Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Government	1,583	1,650	67	+4%	2.16	\$46,661	\$87.63M
Accommodation and Food Services	740	702	-38	-5%	1.60	\$18,697	\$28.17M
Construction	402	512	110	+27%	1.76	\$85,257	\$60.79M
Retail Trade	441	451	10	+2%	0.89	\$27,727	\$27.31M
Health Care and Social Assistance	395	388	-7	-2%	0.60	\$38,396	\$18.43M
Manufacturing	216	266	50	+23%	0.66	\$43,161	\$21.98M
Arts, Entertainment, and Recreation	177	213	36	+20%	2.38	\$27,791	\$8.49M
Other Services (except Public Administration)	197	201	4	+2%	0.83	\$25,192	\$9.84M
Transportation and Warehousing	134	143	9	+7%	0.75	\$52,260	\$12.69M
Administrative and Support and Waste Management and Remediation Services	80	109	29	+36%	0.34	\$32,459	\$6.22M
Agriculture, Forestry, Fishing and Hunting	110	95	-15	-14%	1.60	\$37,250	\$12.18M
Professional, Scientific, and Technical Services	88	89	1	+1%	0.26	\$53,273	\$9.66M
Wholesale Trade	98	85	-13	-13%	0.45	\$62,366	\$12.68M
Finance and Insurance	91	72	-19	-21%	0.35	\$65,758	\$14.95M
Information	52	64	12	+23%	0.68	\$82,191	\$19.29M
Real Estate and Rental and Leasing	47	38	-9	-19%	0.44	\$47,160	\$10.15M
Educational Services	17	22	5	+29%	0.16	\$23,790	\$733.78K

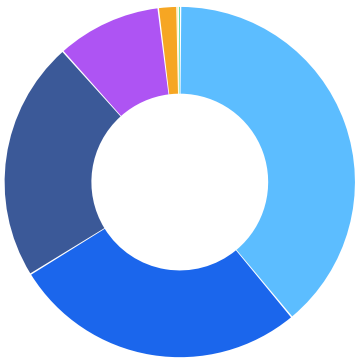
Business Characteristics

985 Companies Employ Your Workers

Online profiles for your workers mention 985 companies as employers, with the top 10 appearing below. In the last 12 months, 301 companies in Bayfield County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Norvado, Inc.	25 	Platinum Supplemental Insuranc...	299 
County of Bayfield	19 	Telereach Inc	105 
Memorial Medical Center Inc	18 	Roehl Transport, Inc.	94 
Northlakes Community Clinic	17 	Red Cliff Band of Lake Superior ...	92 
Northland College	14 	U.S. Xpress, Inc.	91 
Drummond Area School District	13 	CRST International, Inc.	84 
Ashland High School	12 	Lowe's Companies, Inc.	59 
South Shore School District	11 	Soliant Health, Inc	56 
State of Wisconsin	10 	HomeAdvisor, Inc.	55 
Ashland Inc.	9 	Ef Education First, Inc.	52 

Business Size

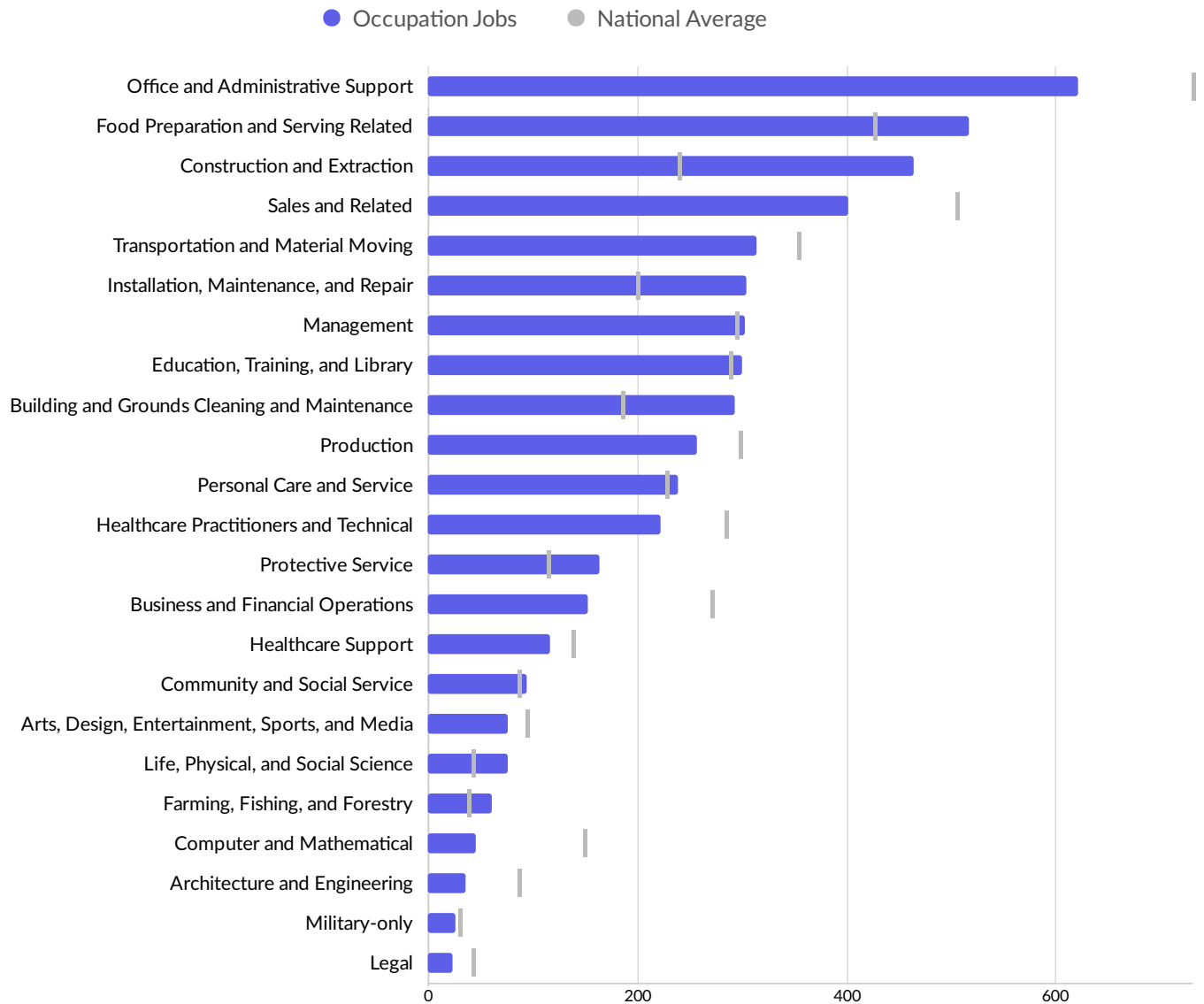


	Percentage	Business Count
1 to 4 employees	38.9%	363
5 to 9 employees	27.2%	254
10 to 19 employees	22.2%	207
20 to 49 employees	9.6%	90
50 to 99 employees	1.7%	16
100 to 249 employees	0.1%	1
250 to 499 employees	0.2%	2

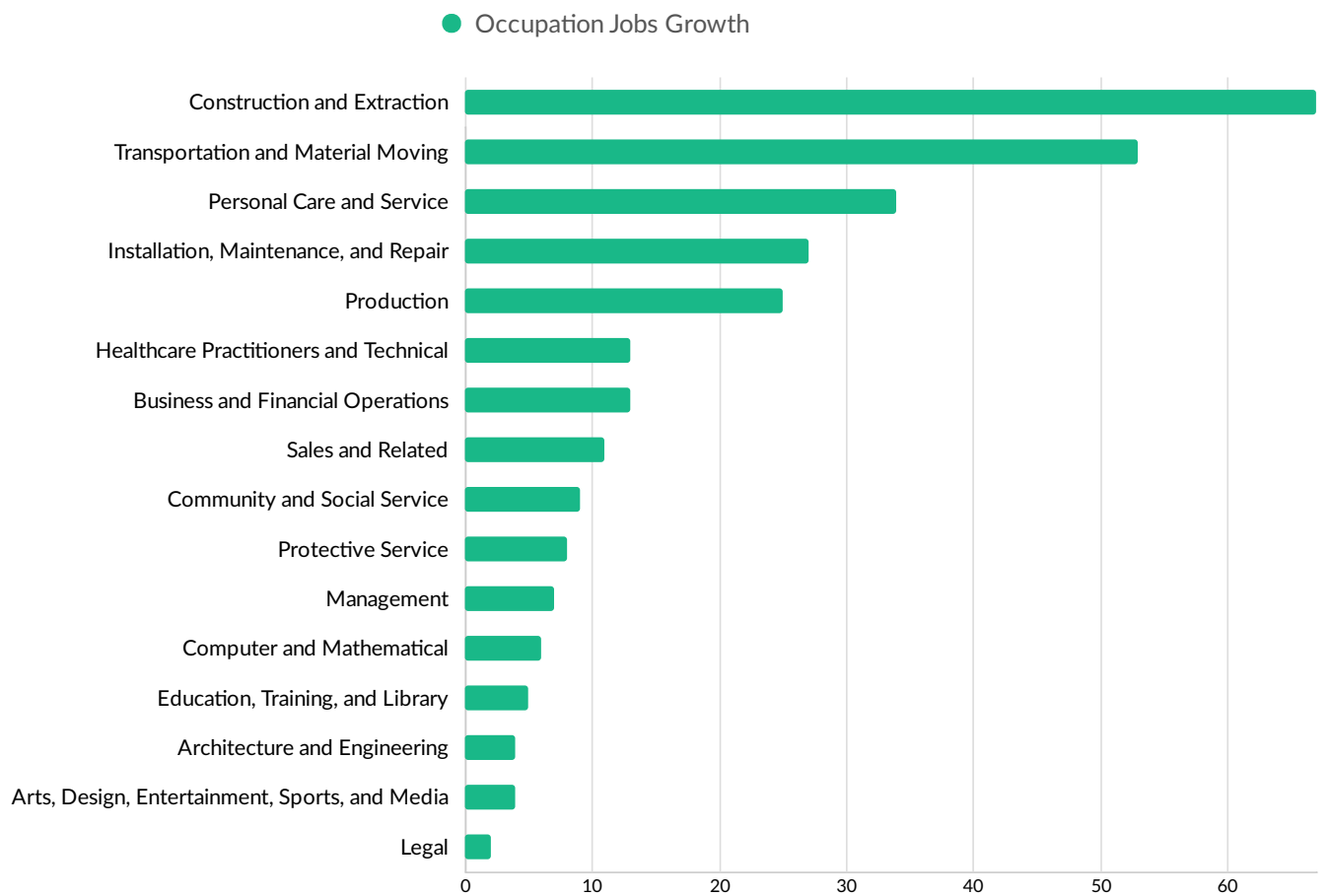
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

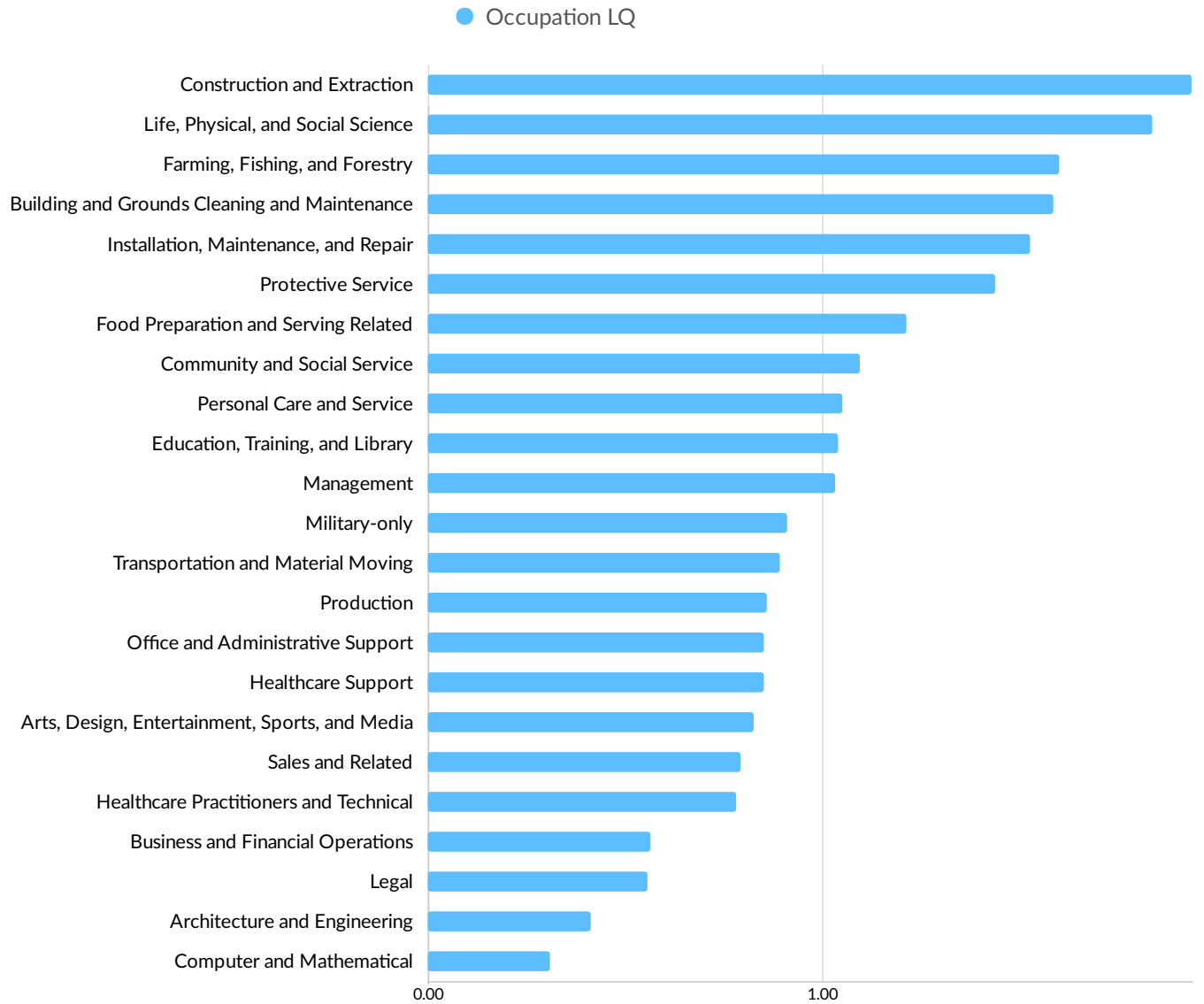
Largest Occupations



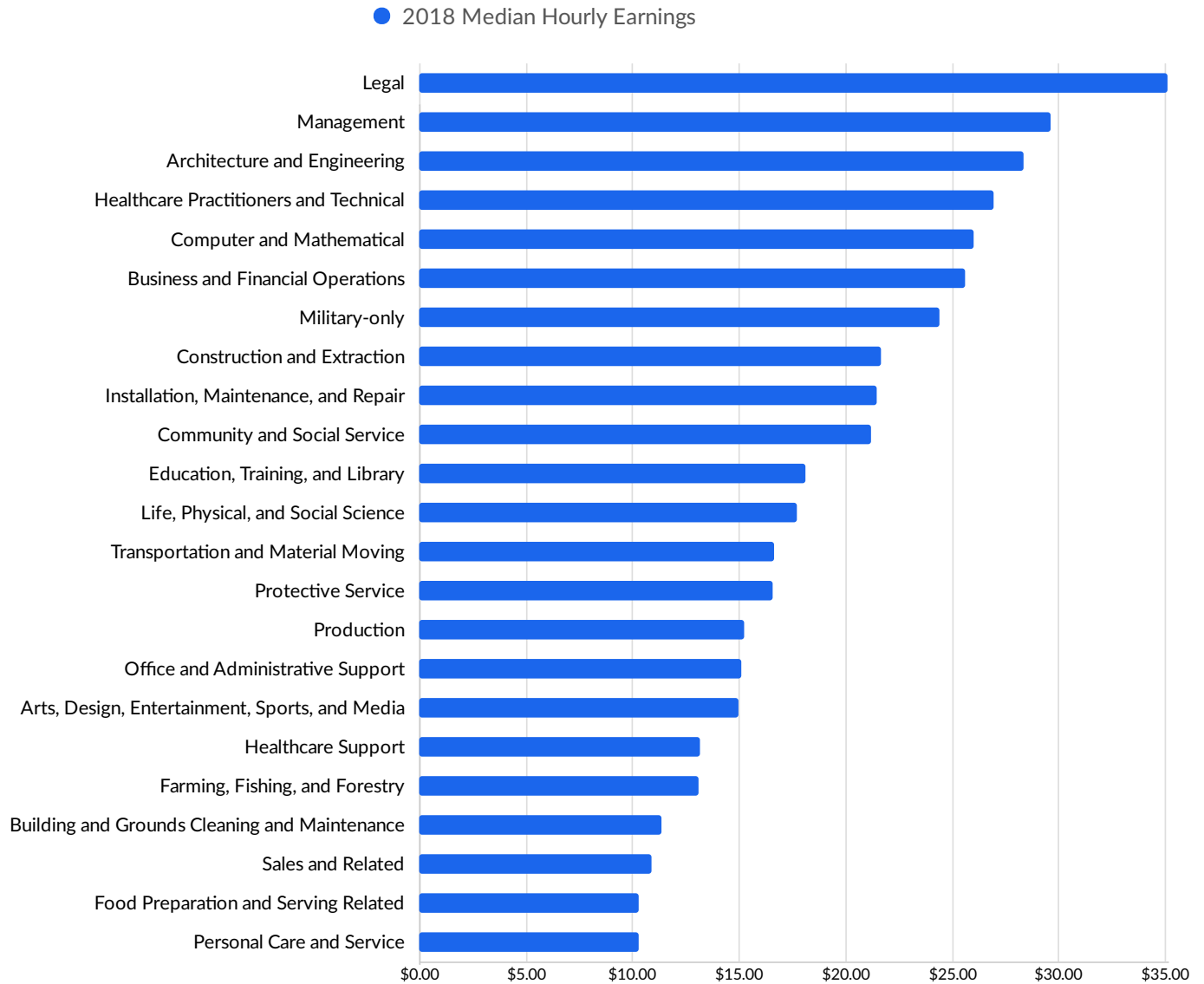
Top Growing Occupations



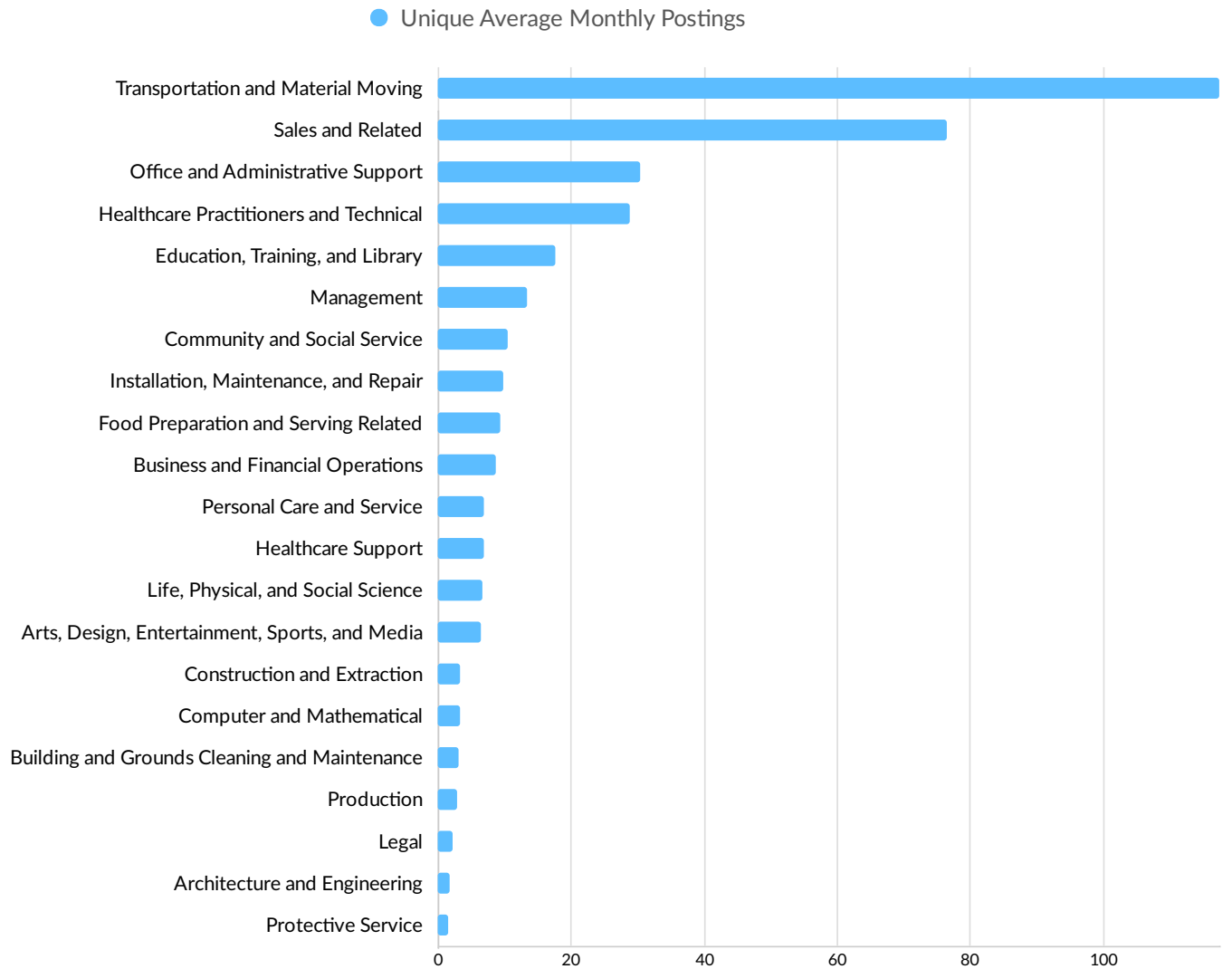
Top Occupation LQ



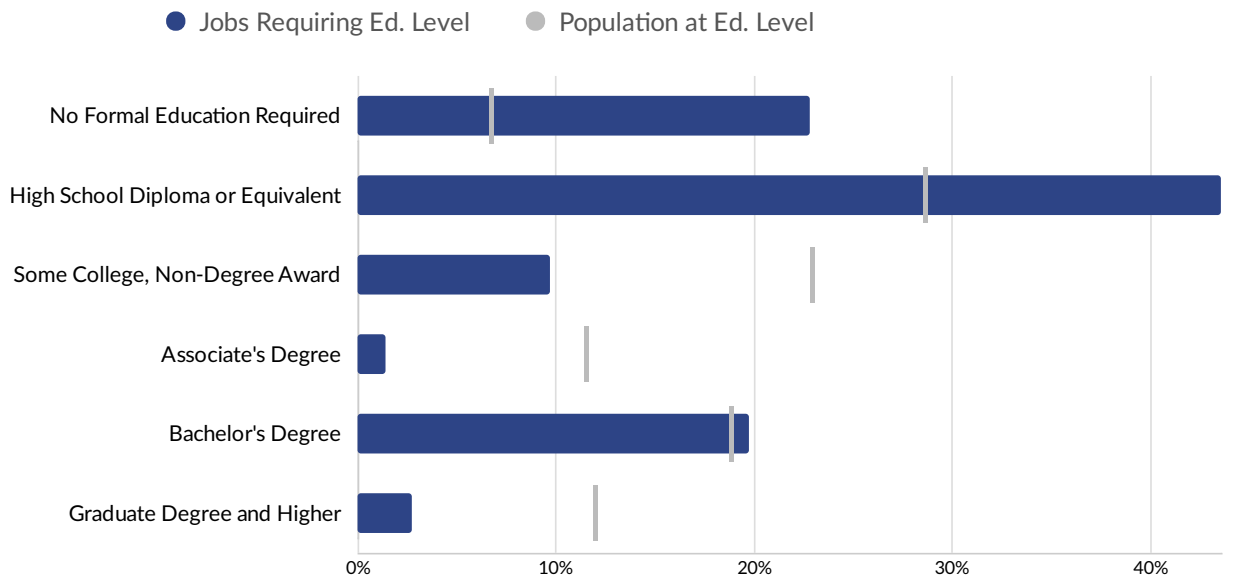
Top Occupation Earnings



Top Posted Occupations



Underemployment



Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Office and Administrative Support	643	622	-21	-3%	0.85	\$15.12	31
Food Preparation and Serving Related	534	517	-17	-3%	1.21	\$10.30	9
Construction and Extraction	398	465	67	+17%	1.94	\$21.68	3
Sales and Related	391	402	11	+3%	0.80	\$10.90	77
Transportation and Material Moving	262	315	53	+20%	0.89	\$16.66	118
Installation, Maintenance, and Repair	278	305	27	+10%	1.53	\$21.50	10
Management	296	303	7	+2%	1.03	\$29.64	13
Education, Training, and Library	295	300	5	+2%	1.04	\$18.15	18
Building and Grounds Cleaning and Maintenance	309	294	-15	-5%	1.59	\$11.39	3
Production	232	257	25	+11%	0.86	\$15.23	3
Personal Care and Service	205	239	34	+17%	1.05	\$10.28	7
Healthcare Practitioners and Technical	209	222	13	+6%	0.78	\$26.94	29
Protective Service	156	164	8	+5%	1.44	\$16.57	2
Business and Financial Operations	140	153	13	+9%	0.57	\$25.62	9
Healthcare Support	120	117	-3	-3%	0.85	\$13.19	7
Community and Social Service	85	94	9	+11%	1.10	\$21.19	10
Arts, Design, Entertainment, Sports, and Media	73	77	4	+5%	0.83	\$14.96	7
Life, Physical, and Social Science	77	76	-1	-1%	1.84	\$17.76	7

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Farming, Fishing, and Forestry	61	61	0	0%	1.60	\$13.14	1
Computer and Mathematical	40	46	6	+15%	0.31	\$26.02	3
Architecture and Engineering	32	36	4	+13%	0.41	\$28.39	2
Military-only	29	27	-2	-7%	0.91	\$24.39	0
Legal	22	24	2	+9%	0.56	\$35.12	2

Educational Pipeline

Over the last 5 years, no schools in Bayfield County, WI produced graduates.

In-Demand Skills

