



Bayfield 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

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

16,830

Population (2022)

Population **grew by 1,817** over the last 5 years and is projected to **grow by 2,216** over the next 5 years.

5,003

Total Regional Employment

Jobs **grew by 19** over the last 5 years and are projected to **grow by 389** over the next 5 years.

\$62.9K

Median Household Income (2021)

Median household income is **\$6.2K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 12.1%** since 2017, growing by 1,817. Population is expected to **increase by 13.2%** between 2022 and 2027, adding 2,216.
- From 2017 to 2022, jobs **increased by 0.4%** in Bayfield County, WI from 4,983 to **5,003**. This change **fell short of the national growth rate of 3.8% by 3.4%**. As the number of jobs increased, the **labor force participation rate decreased from 58.3% to 49.2% between 2017 and 2022**.
- Concerning educational attainment, **21.5% of Bayfield County, WI residents possess a Bachelor's Degree** (0.7% above the national average), and **13.4% hold an Associate's Degree** (4.5% above the national average).
- The top three industries in 2022 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Traveler Accommodation.

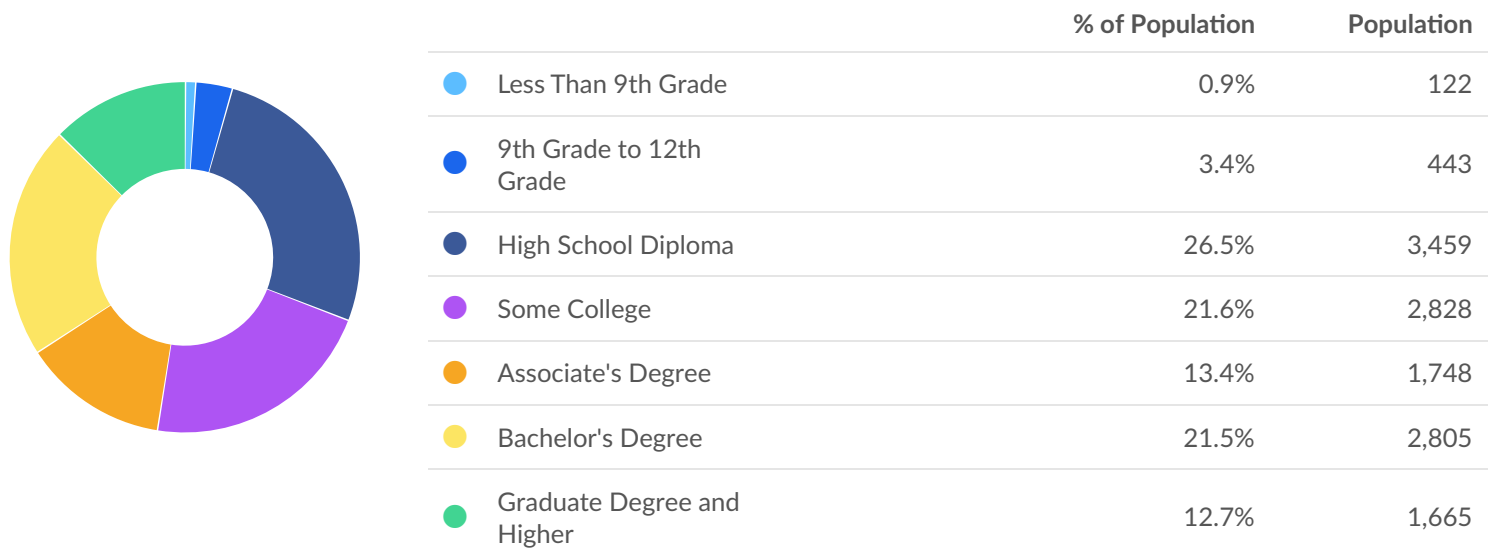
	Population (2023)	Labor Force (May 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	17,308	7,394	5,003	100.7	\$550.05M	\$1.13B	\$767.13M
State	5,965,358	3,119,251	3,177,345	100.4	\$392.30B	\$355.91B	\$386.44B

May 2023 Labor Force Breakdown



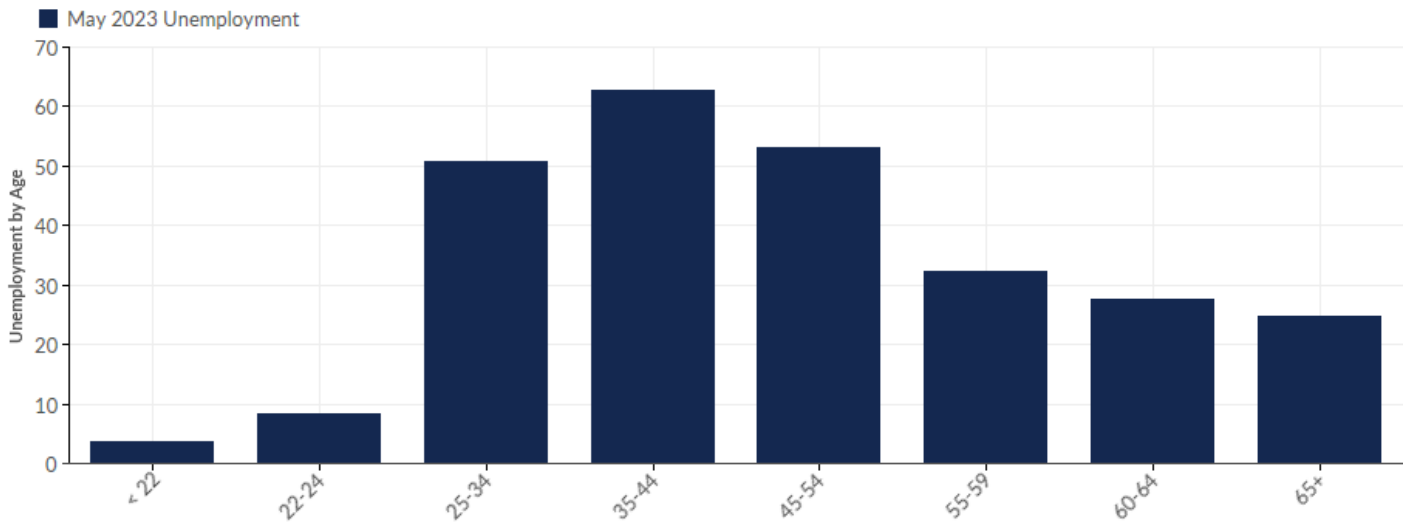
Educational Attainment

Concerning educational attainment, **21.5% of Bayfield County, WI residents possess a Bachelor's Degree** (0.7% above the national average), and **13.4% hold an Associate's Degree** (4.5% above the national average).



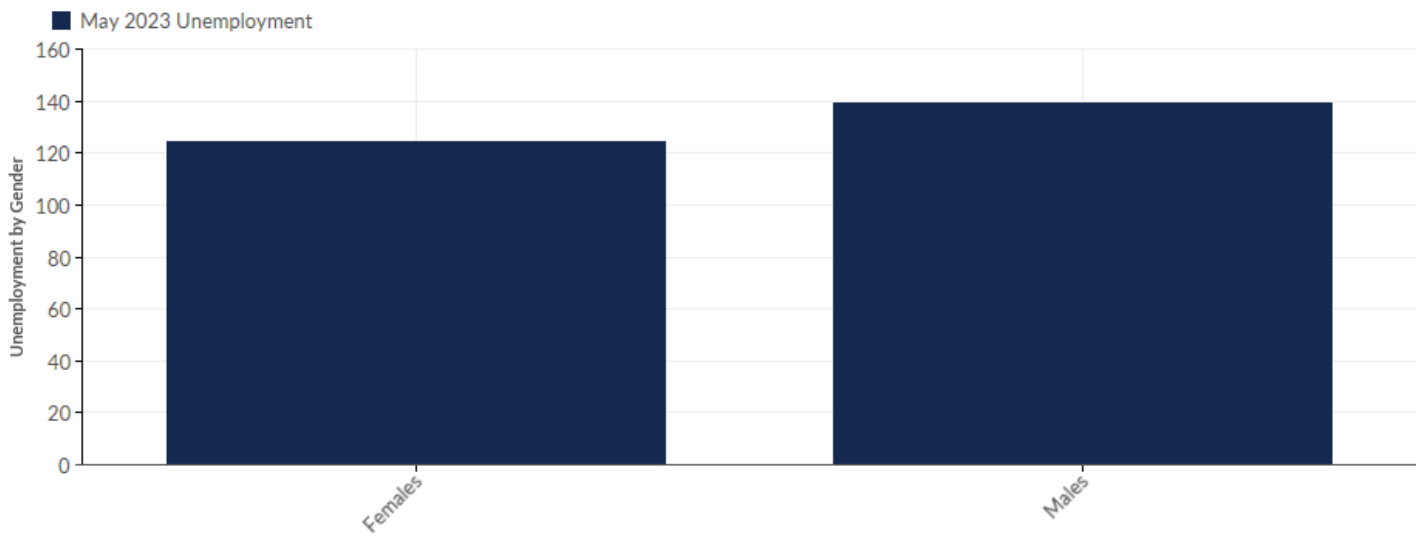
Unemployment by Demographics

Unemployment by Age



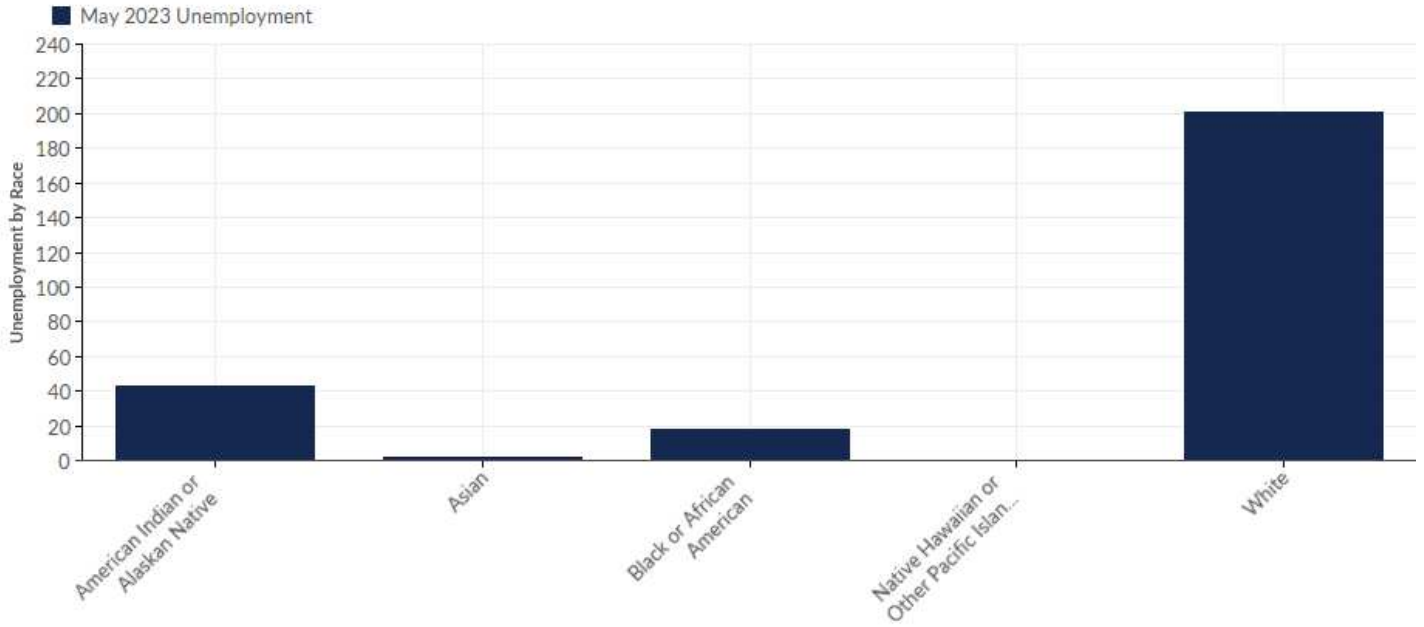
Age	Unemployment (May 2023)	% of Unemployed
< 22	4	1.52%
22-24	8	3.04%
25-34	51	19.39%
35-44	63	23.95%
45-54	53	20.15%
55-59	32	12.17%
60-64	28	10.65%
65+	25	9.51%
Total	263	100.00%

Unemployment by Gender



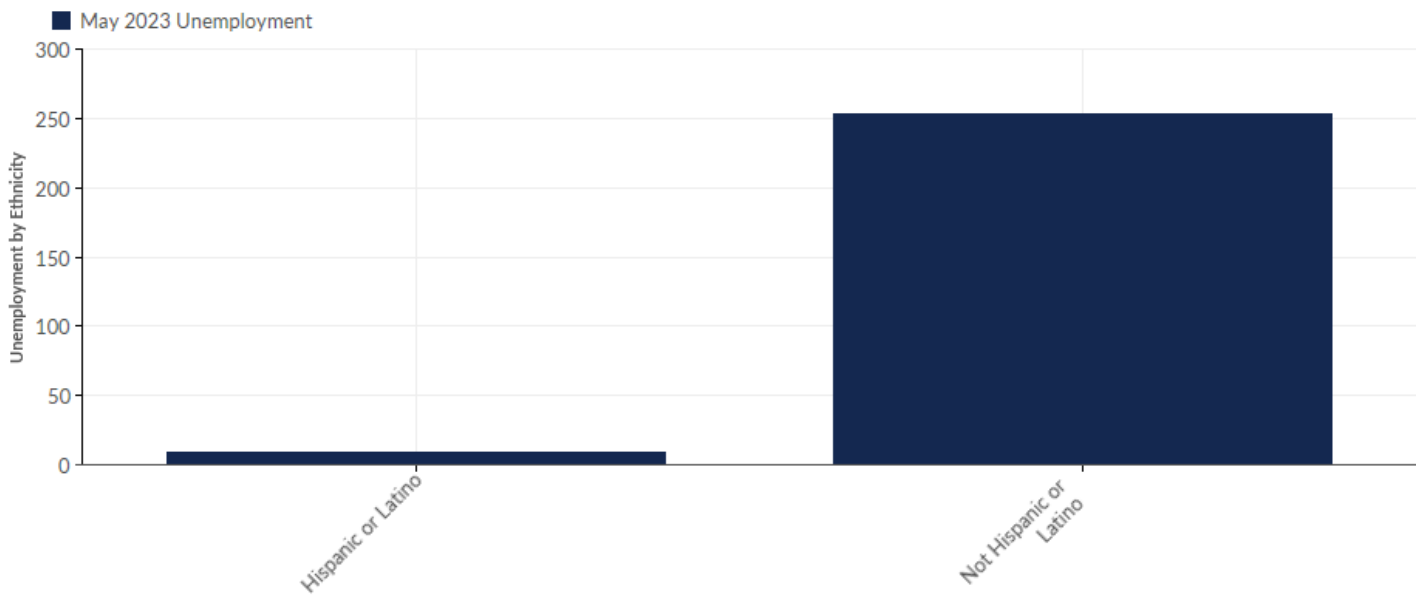
Gender	Unemployment (May 2023)	% of Unemployed
Females	124	47.15%
Males	139	52.85%
Total	263	100.00%

Unemployment by Race



Race	Unemployment (May 2023)	% of Unemployed
American Indian or Alaskan Native	43	16.35%
Asian	2	0.76%
Black or African American	17	6.46%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	201	76.43%
Total	263	100.00%

Unemployment by Ethnicity

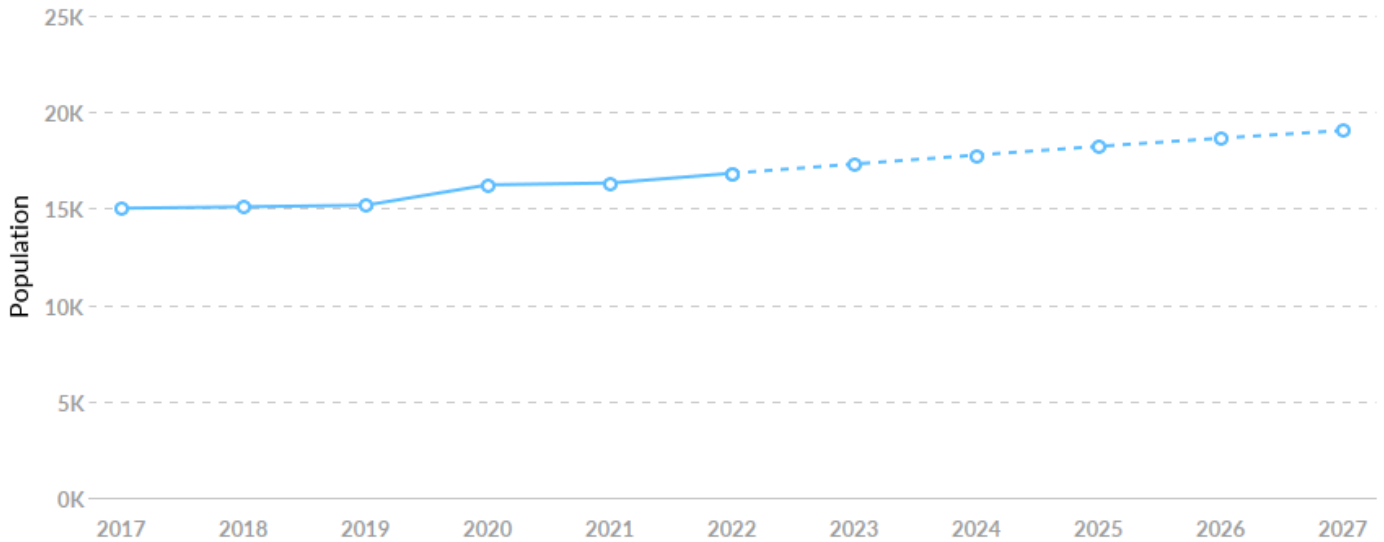


Ethnicity	Unemployment (May 2023)	% of Unemployed
Hispanic or Latino	9	3.42%
Not Hispanic or Latino	254	96.58%
Total	263	100.00%

Historic & Projected Trends

Population Trends

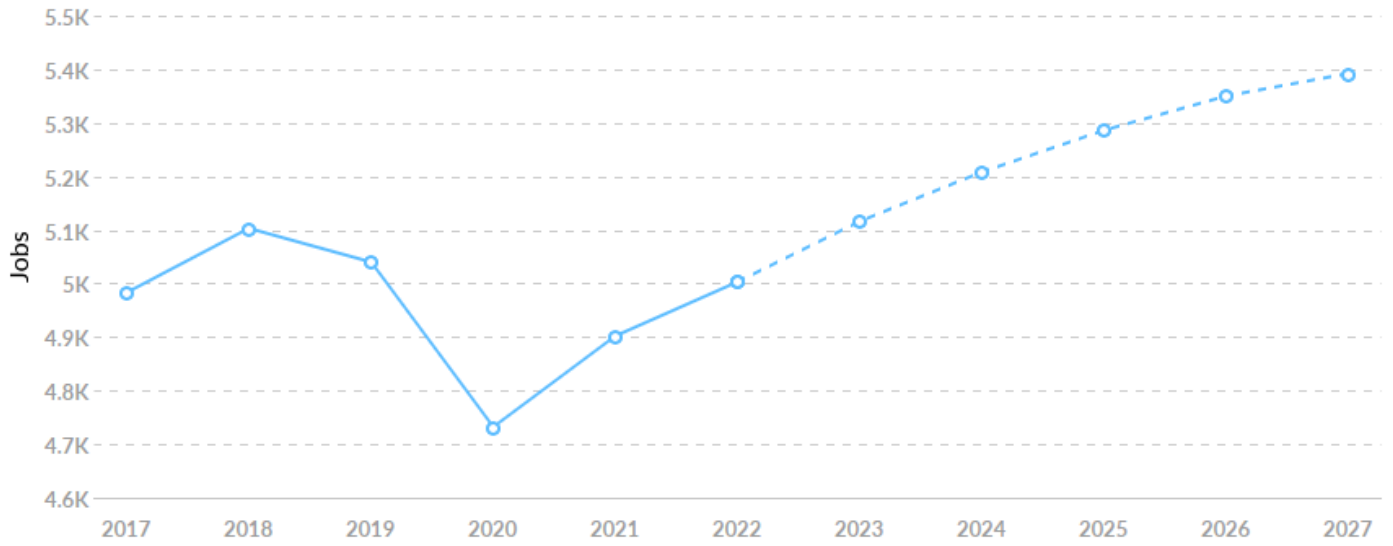
As of 2022 the region's population **increased by 12.1%** since 2017, growing by 1,817. Population is expected to **increase by 13.2%** between 2022 and 2027, adding 2,216.



Timeframe	Population
2017	15,013
2018	15,086
2019	15,172
2020	16,229
2021	16,320
2022	16,830
2023	17,308
2024	17,773
2025	18,225
2026	18,648
2027	19,046

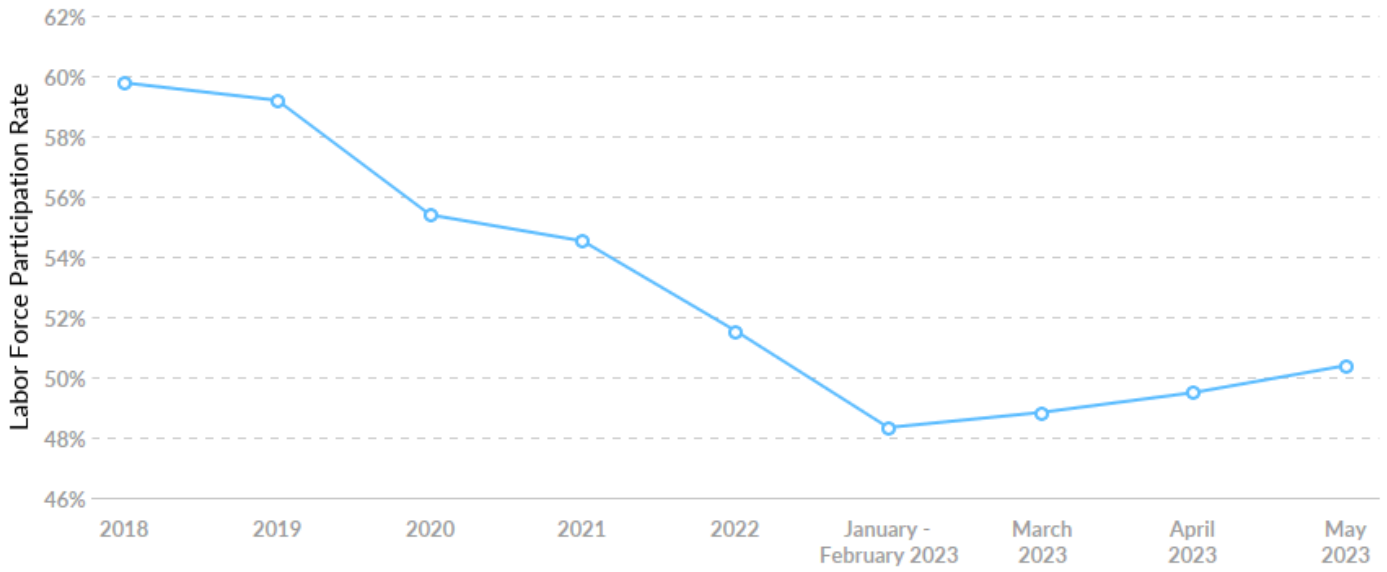
Job Trends

From 2017 to 2022, jobs increased by 0.4% in Bayfield County, WI from 4,983 to 5,003. This change fell short of the national growth rate of 3.8% by 3.4%.



Timeframe	Jobs
2017	4,983
2018	5,103
2019	5,040
2020	4,732
2021	4,902
2022	5,003
2023	5,116
2024	5,208
2025	5,286
2026	5,350
2027	5,392

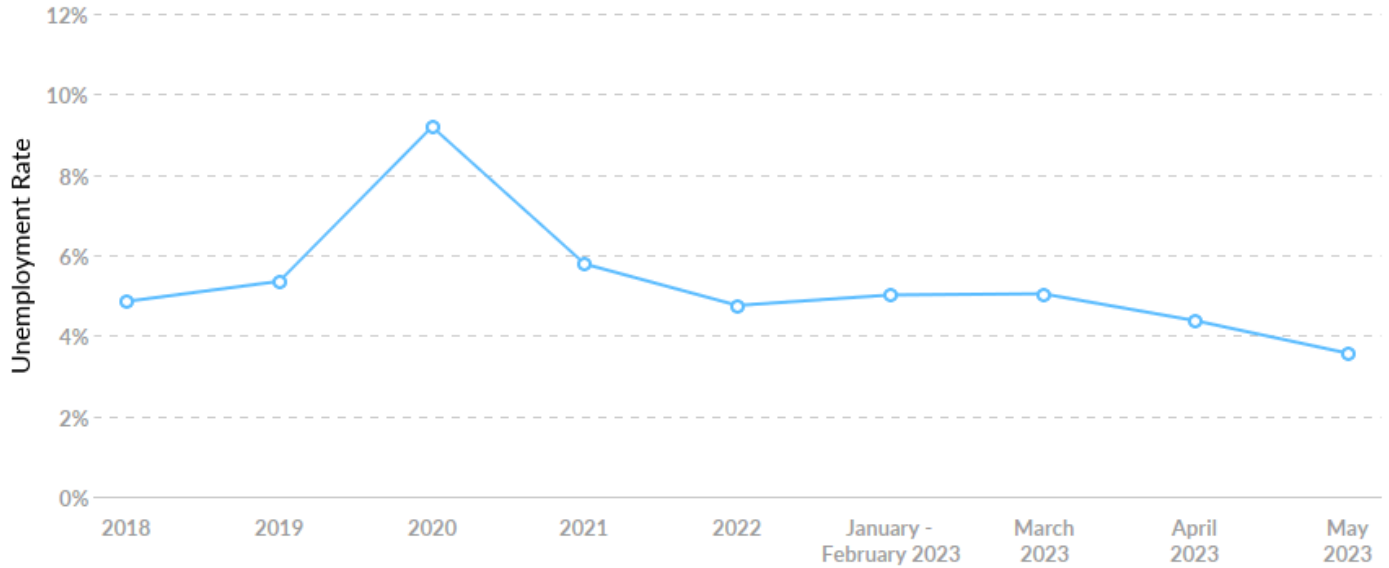
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	59.77%
2019	59.19%
2020	55.39%
2021	54.52%
2022	51.54%
January - February 2023	48.33%
March 2023	48.83%
April 2023	49.49%
May 2023	50.39%

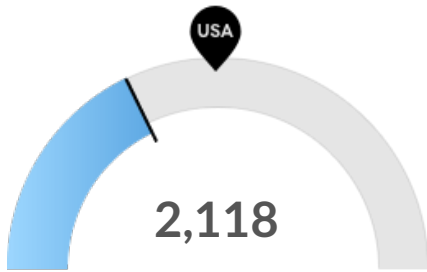
Unemployment Rate Trends

Bayfield County, WI had a May 2023 unemployment rate of 3.56%, **decreasing from 4.85%** 5 years before.



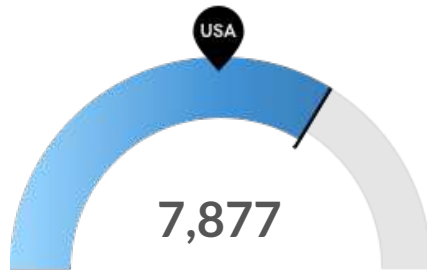
Timeframe	Unemployment Rate
2018	4.85%
2019	5.35%
2020	9.19%
2021	5.78%
2022	4.75%
January - February 2023	5.01%
March 2023	5.04%
April 2023	4.37%
May 2023	3.56%

Population Characteristics



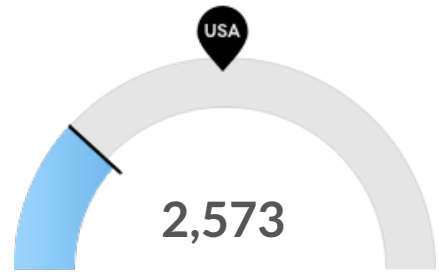
Millennials

Bayfield County, WI has 2,118 millennials (ages 25-39). The national average for an area this size is 3,334.



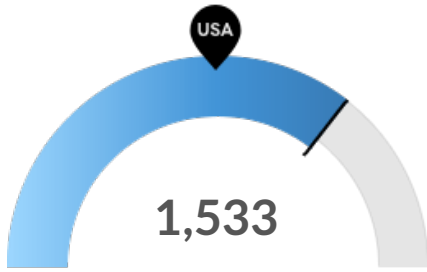
Retiring Soon

Retirement risk is high in Bayfield County, WI. The national average for an area this size is 4,851 people 55 or older, while there are 7,877 here.



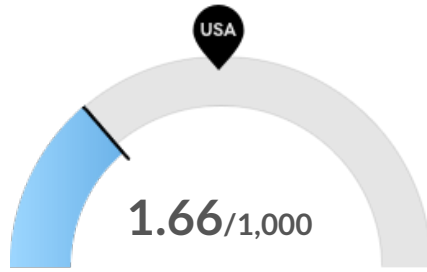
Racial Diversity

Racial diversity is low in Bayfield County, WI. The national average for an area this size is 6,641 racially diverse people, while there are 2,573 here.



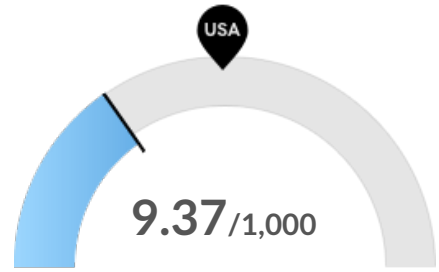
Veterans

Bayfield County, WI has 1,533 veterans. The national average for an area this size is 857.



Violent Crime

Bayfield County, WI has 1.66 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

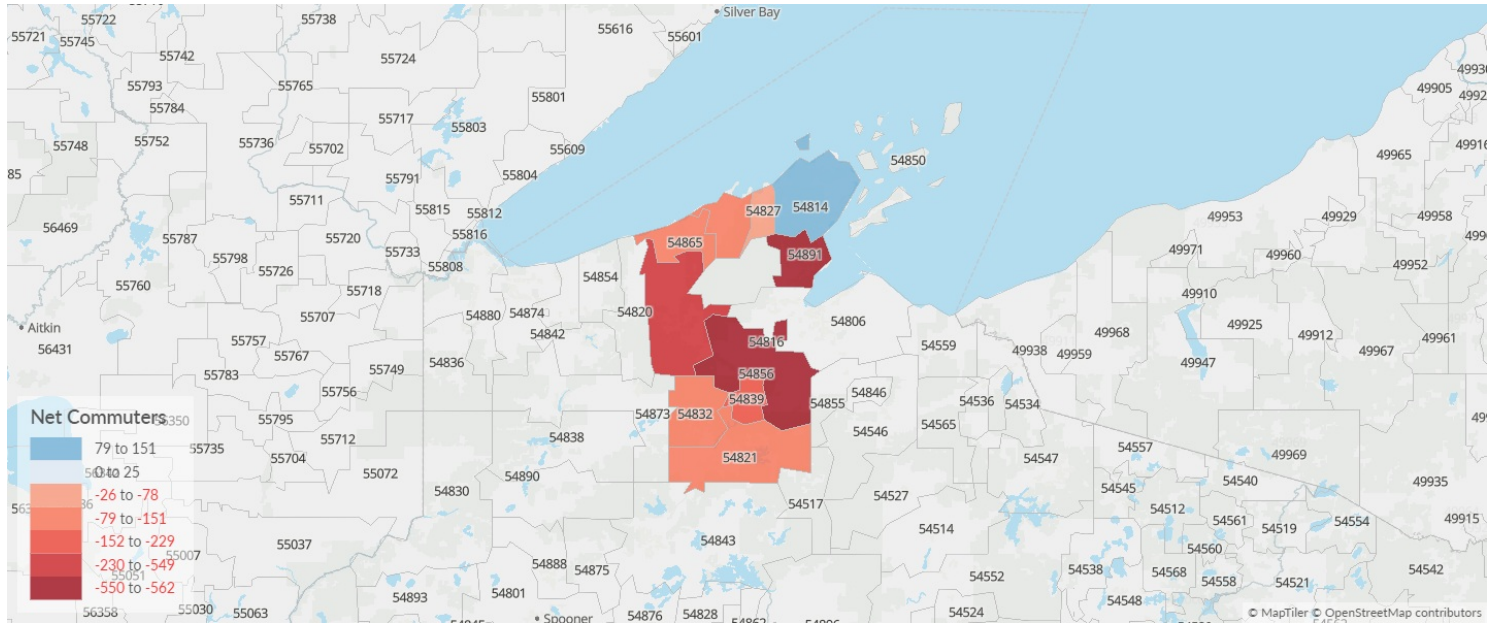


Property Crime

Bayfield County, WI has 9.37 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 Bayfield County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 54891.



Where Talent Works

ZIP	Name	2022 Employment
54814	Bayfield, WI (in Bayfield...)	1,268
54847	Iron River, WI (in Bayfie...)	1,090
54891	Washburn, WI (in Bayfie...)	1,069
54821	Cable, WI (in Bayfield c...)	639
54856	Mason, WI (in Bayfield ...)	395

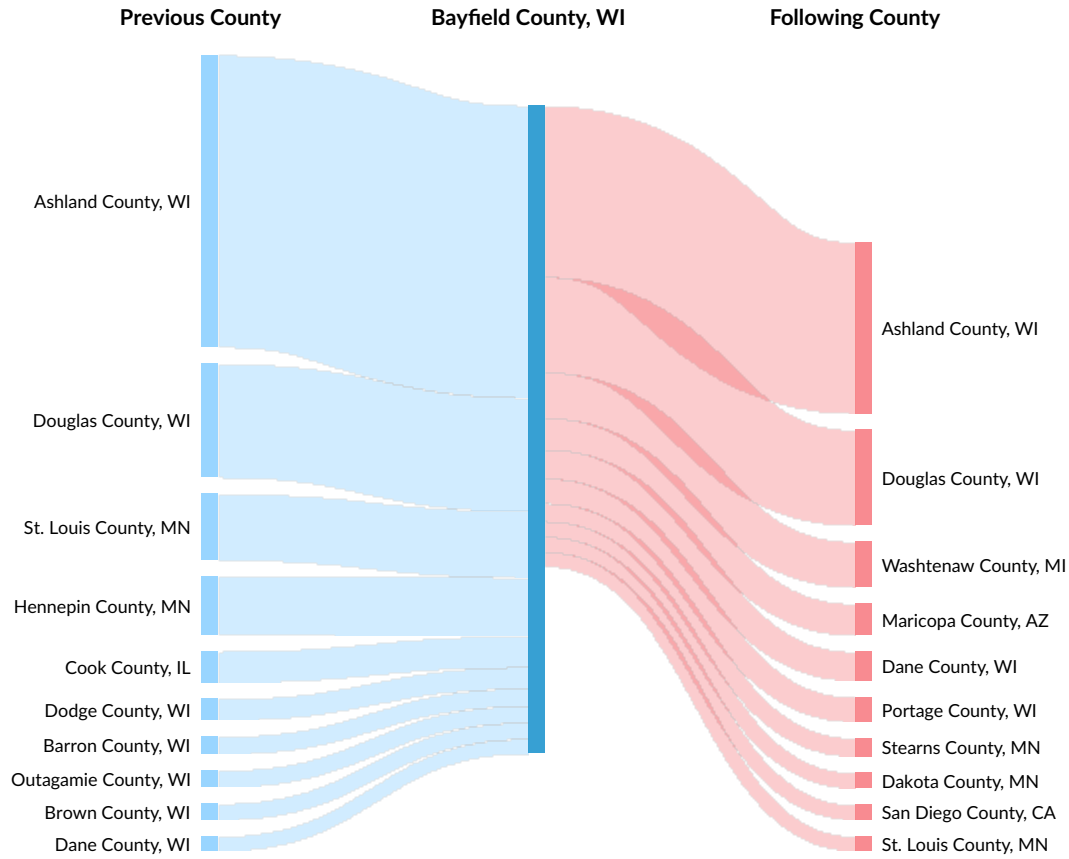
Where Talent Lives

ZIP	Name	2022 Workers
54891	Washburn, WI (in Bayfie...)	1,619
54847	Iron River, WI (in Bayfie...)	1,320
54814	Bayfield, WI (in Bayfield...)	1,179
54856	Mason, WI (in Bayfield ...)	957
54821	Cable, WI (in Bayfield c...)	721

Inbound and Outbound Migration

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

As of 2020, **183** people have migrated from Ashland County, WI to Bayfield County, WI. In the same year, **107** people left Bayfield County, WI migrating to Ashland County, WI. The total Net Migration for Bayfield County, WI in 2020 was **256**.

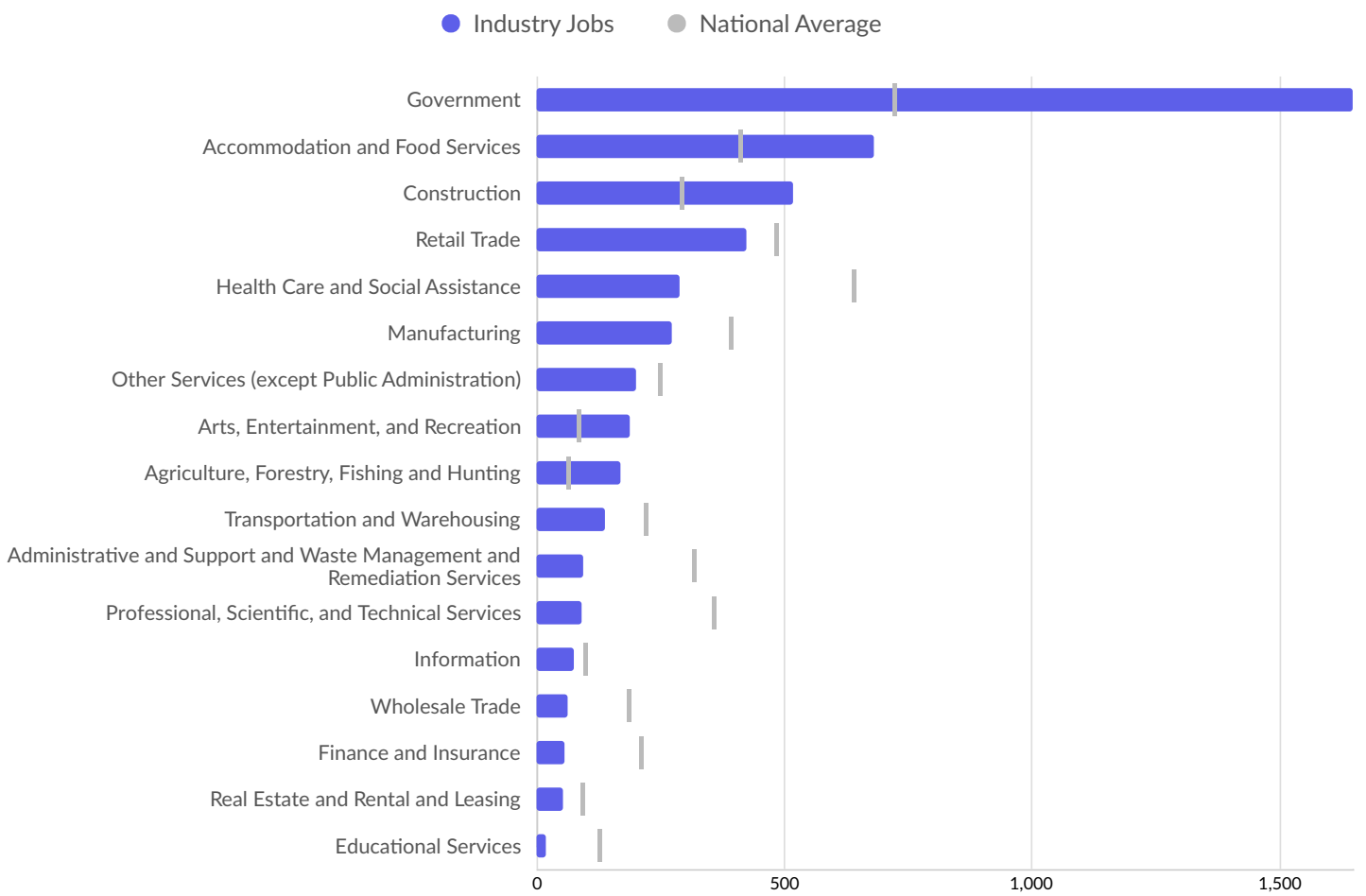


Top Previous Counties	Migrations
Ashland County, WI	183
Douglas County, WI	71
St. Louis County, MN	42
Hennepin County, MN	37
Cook County, IL	19
Dodge County, WI	13

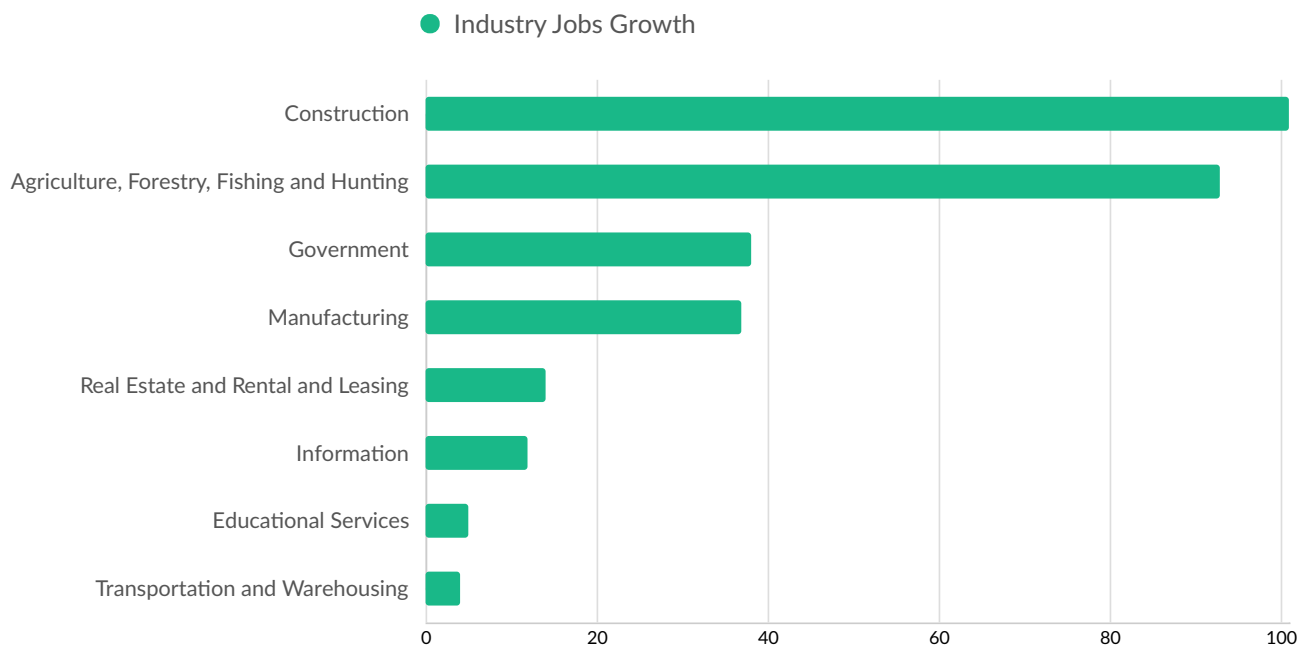
Top Previous Counties	Migrations
Barron County, WI	11
Outagamie County, WI	10
Brown County, WI	10
Dane County, WI	9
Eau Claire County, WI	9
Cerro Gordo County, IA	9
Polk County, WI	8
Davidson County, TN	8
Wayne County, MI	7
Top Following Counties	Migrations
Ashland County, WI	107
Douglas County, WI	60
Washtenaw County, MI	29
Maricopa County, AZ	20
Dane County, WI	18
Portage County, WI	15
Stearns County, MN	11
Dakota County, MN	10
San Diego County, CA	9
St. Louis County, MN	9
Barron County, WI	8
Delta County, MI	8
Chelan County, WA	8
Jackson County, IA	8
Eau Claire County, WI	8

Industry Characteristics

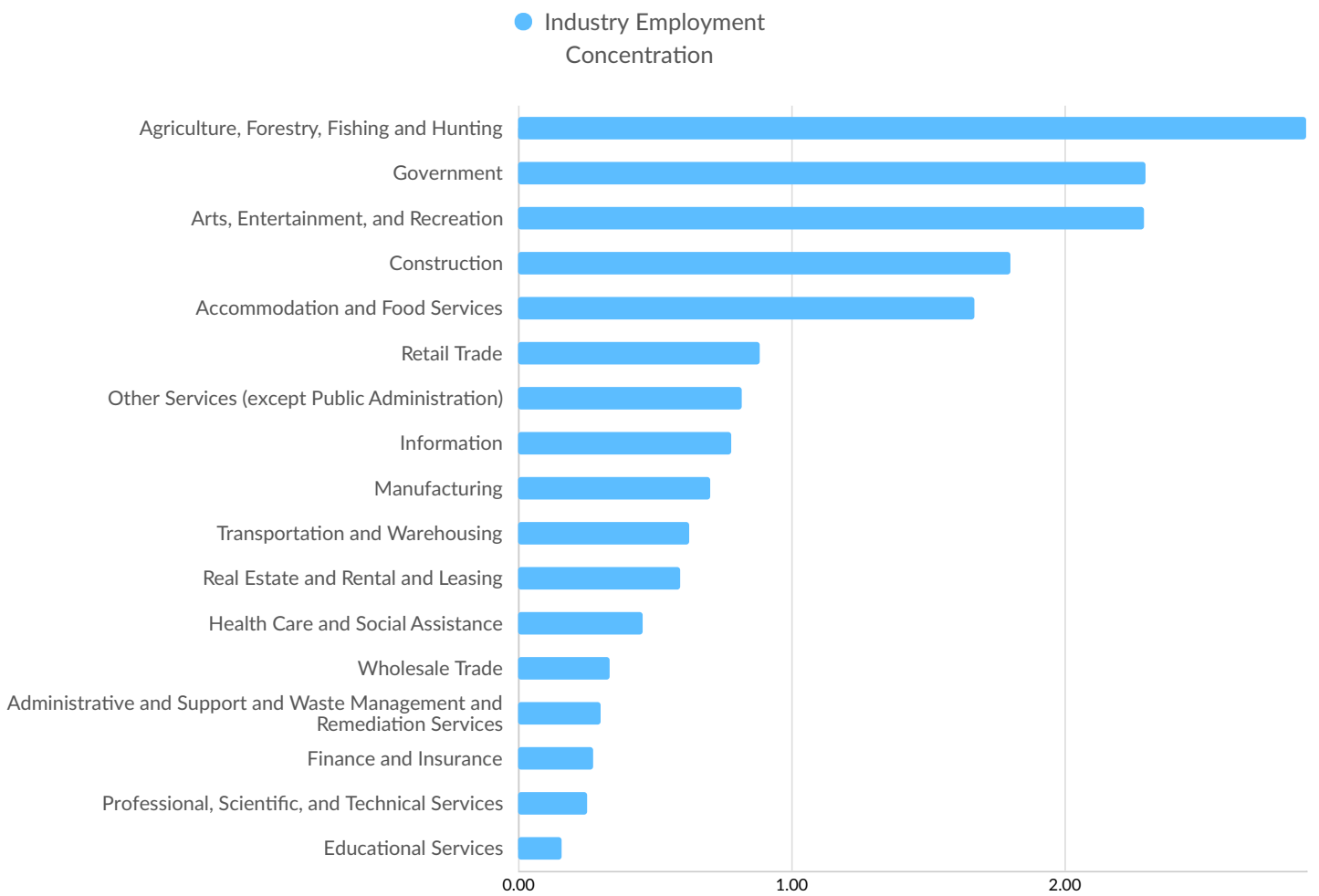
Largest Industries



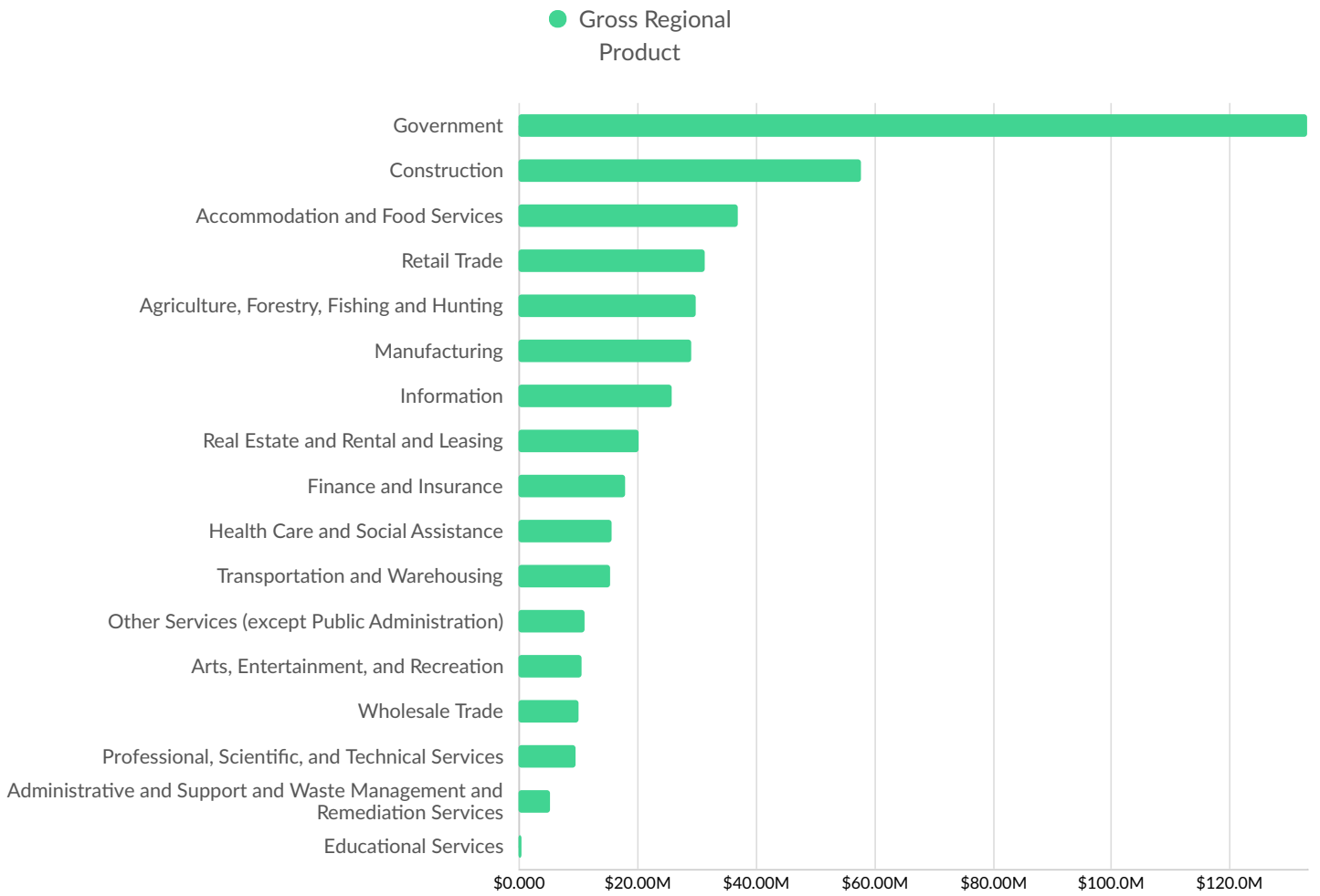
Top Growing Industries



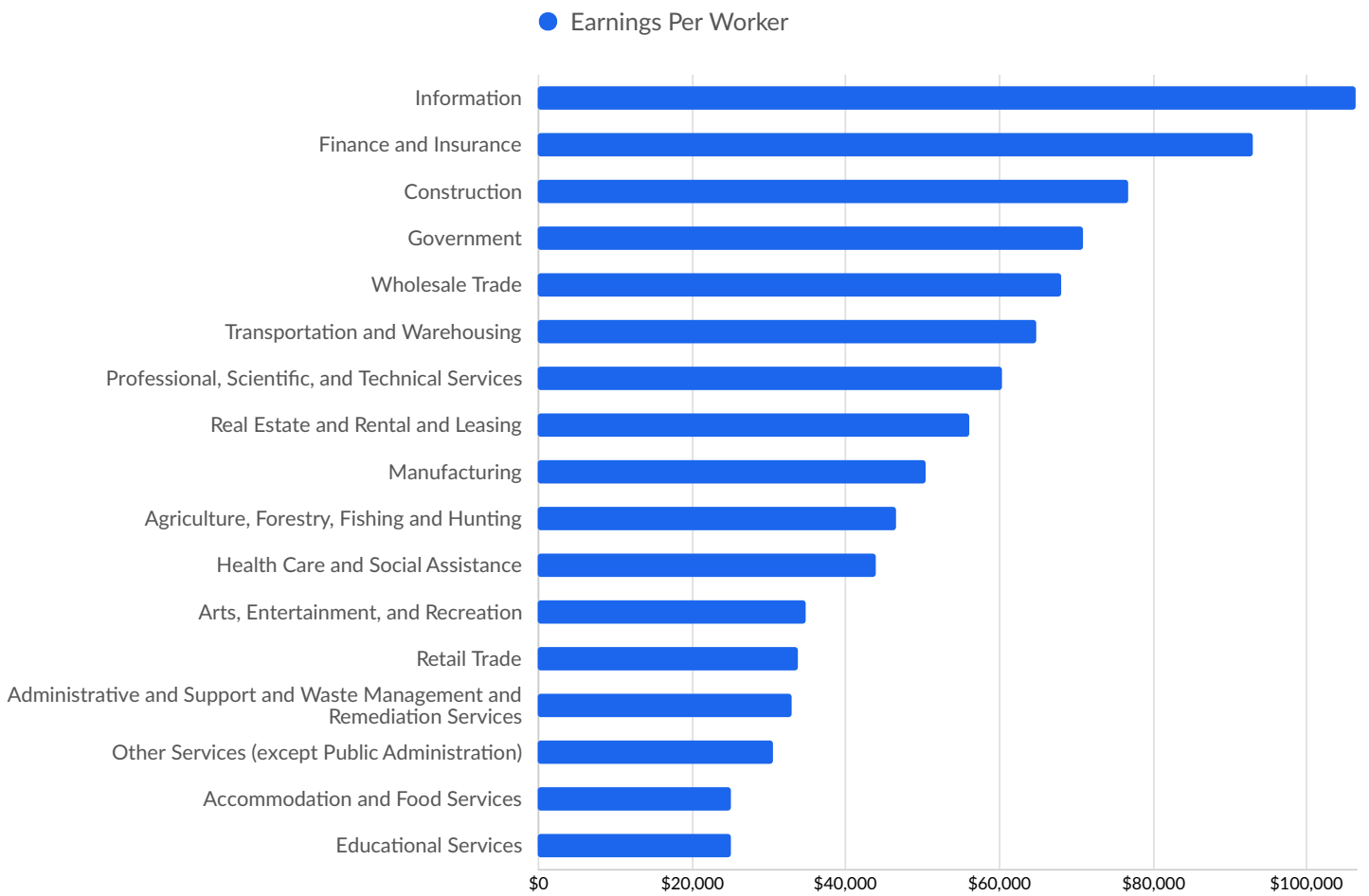
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



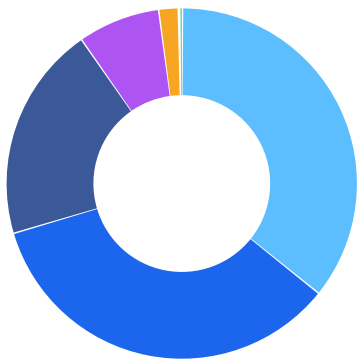
Business Characteristics

1,287 Companies Employ Your Workers

Online profiles for your workers mention 1,287 companies as employers, with the top 10 appearing below. In the last 12 months, 49 companies in Bayfield County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Northlakes Community Clinic	34 	State of Wisconsin	10 
Norvado	24 	Dollar General	9 
Essentia Health	17 	Humana	9 
Legendary Waters Resort & Casi...	17 	National Park Service	8 
Bayfield County	16 	Northern Lights Services	8 
State of Wisconsin	16 	Circle K	7 
Memorial Health System	15 	Mars Solutions Group	6 
Red Cliff Tribal Police Department	15 	University of Wisconsin System	6 
Area North Realty	14 	Indian Affairs	4 
Ashland High School	14 	Serco	4 

Business Size

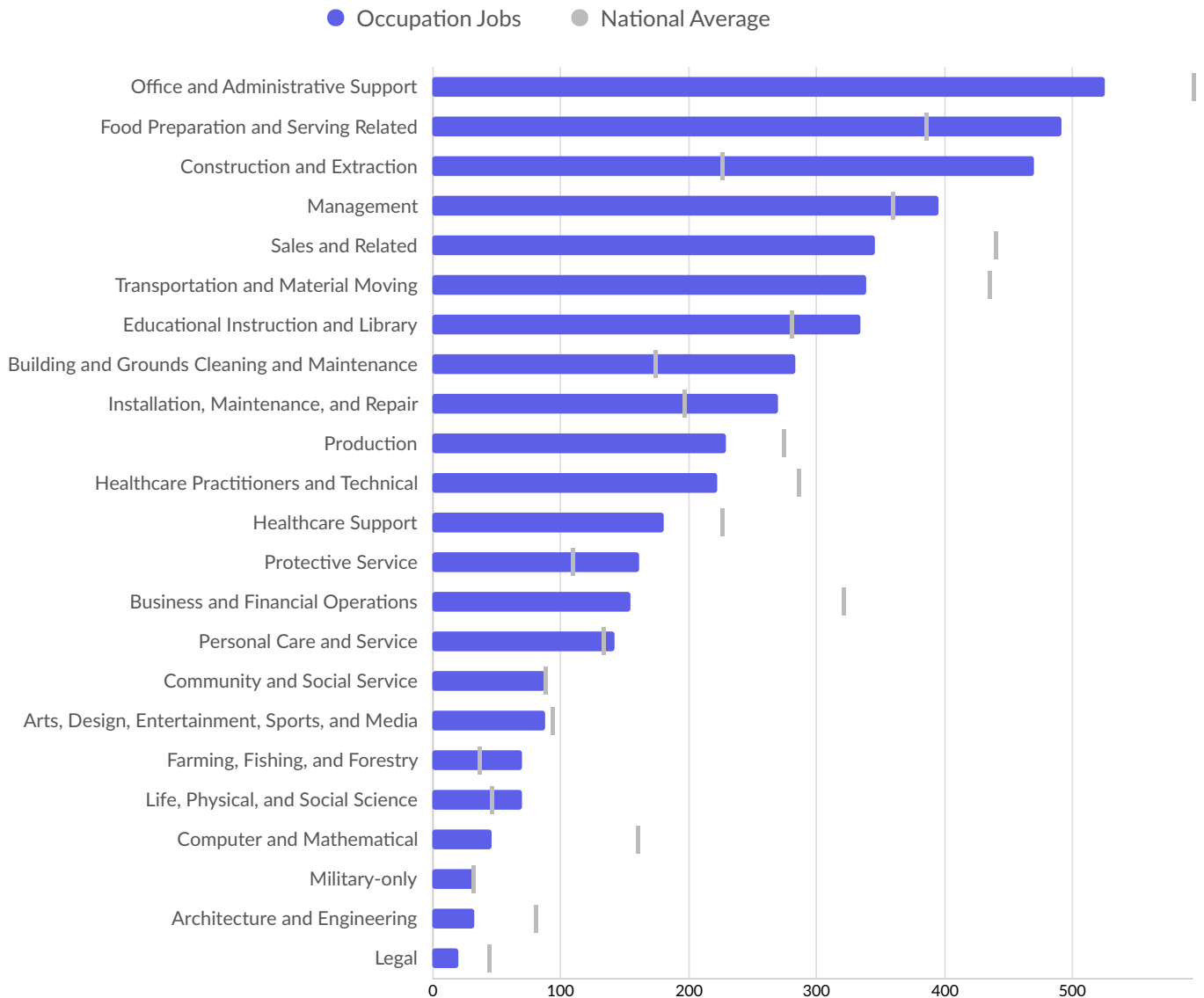


	Percentage	Business Count
● 1 to 4 employees	35.7%	278
● 5 to 9 employees	34.7%	270
● 10 to 19 employees	19.9%	155
● 20 to 49 employees	7.6%	59
● 50 to 99 employees	1.8%	14
● 100 to 249 employees	0.1%	1
● 250 to 499 employees	0.3%	2

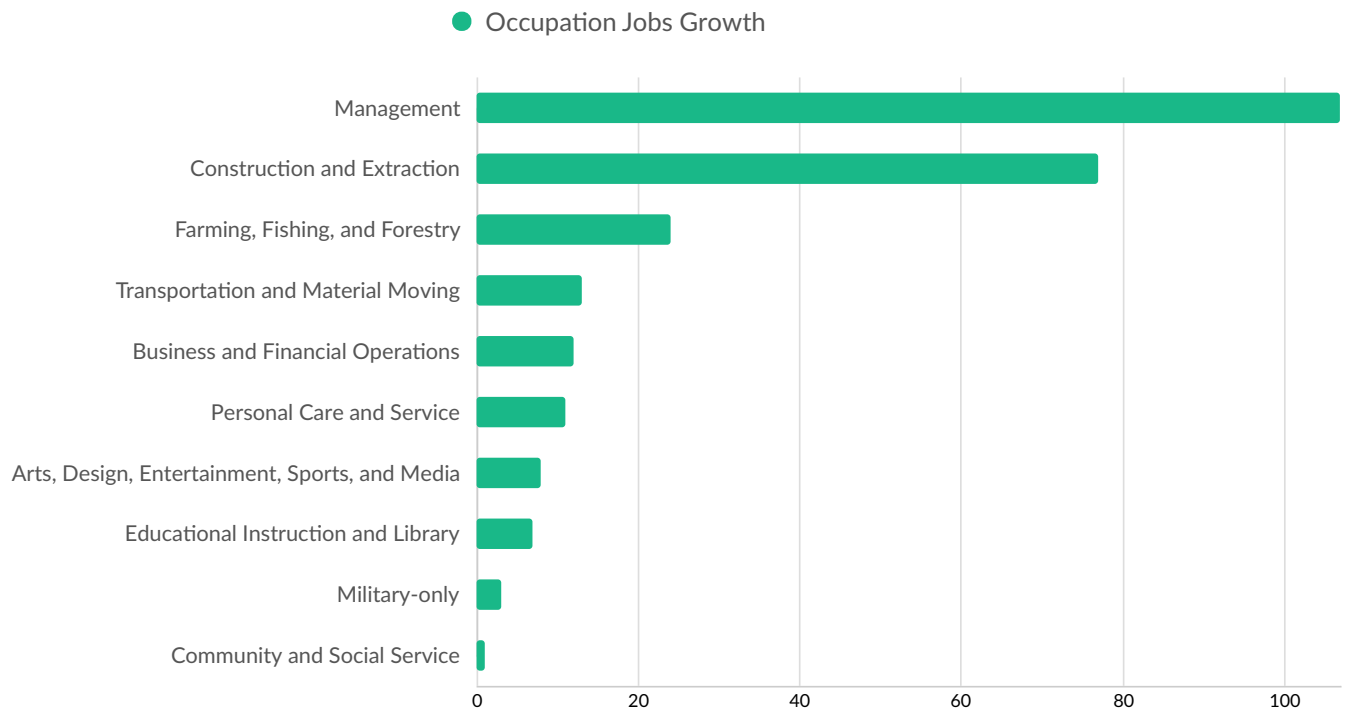
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

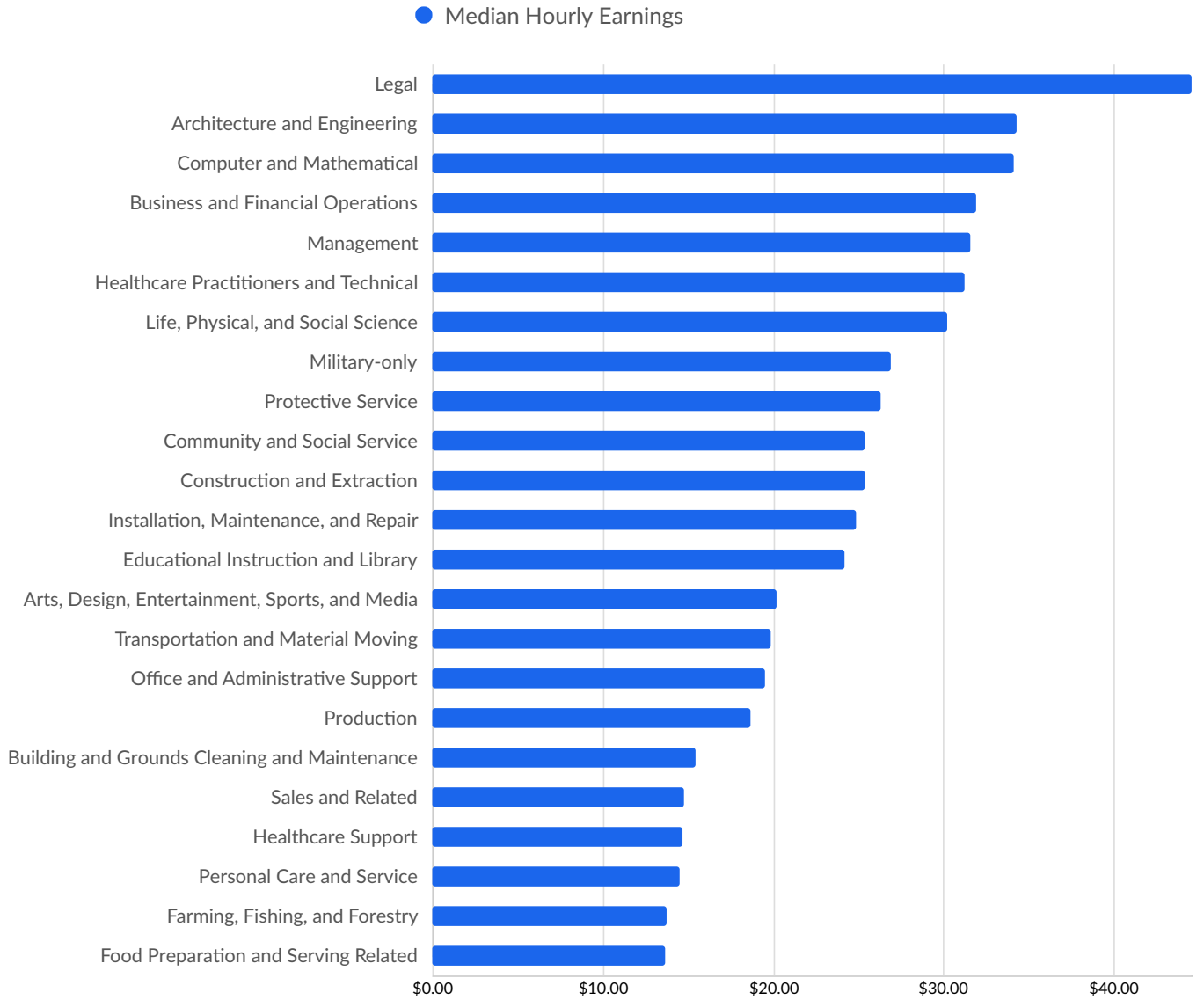


Top Occupation Employment Concentration

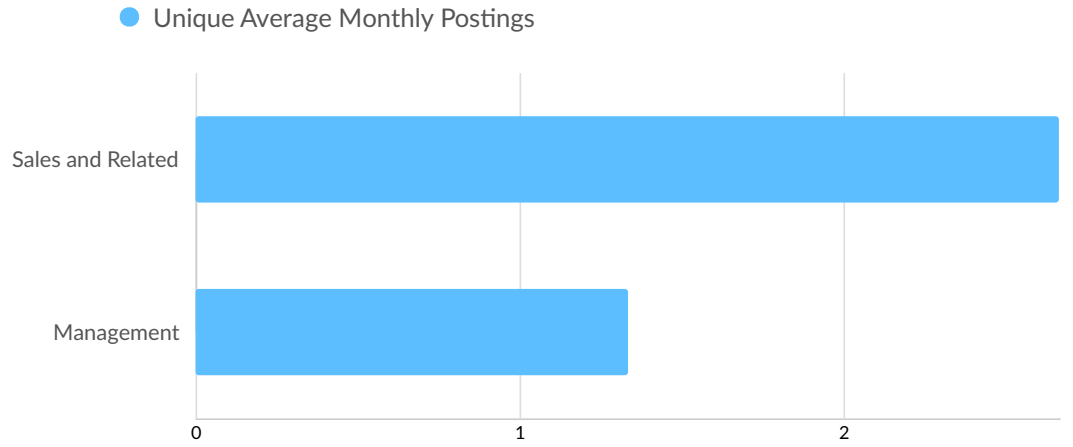
● Occupation Employment Concentration



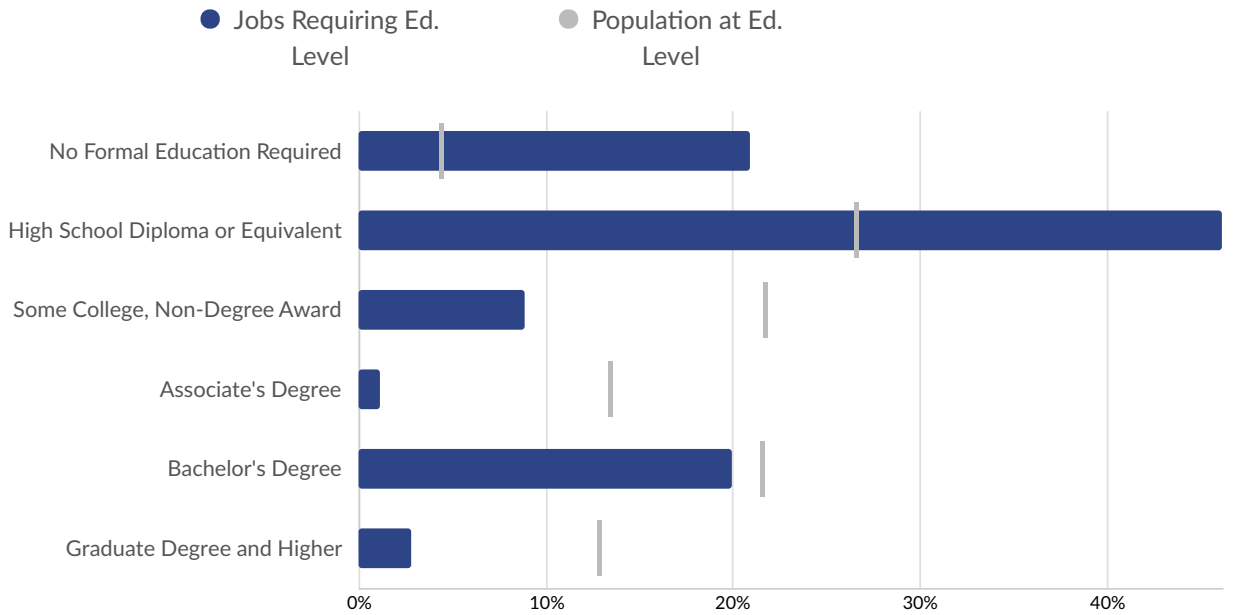
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

