



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.

4,385

Total Regional Employment

Jobs **grew by 34** over the last 5 years and are projected to **grow by 311** 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 0.8%** in Bayfield County, WI from 4,351 to **4,385**. This change **fell short of the national growth rate of 3.4% by 2.6%**. As the number of jobs increased, the **labor force participation rate decreased from 58.3% to 49.4% 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.

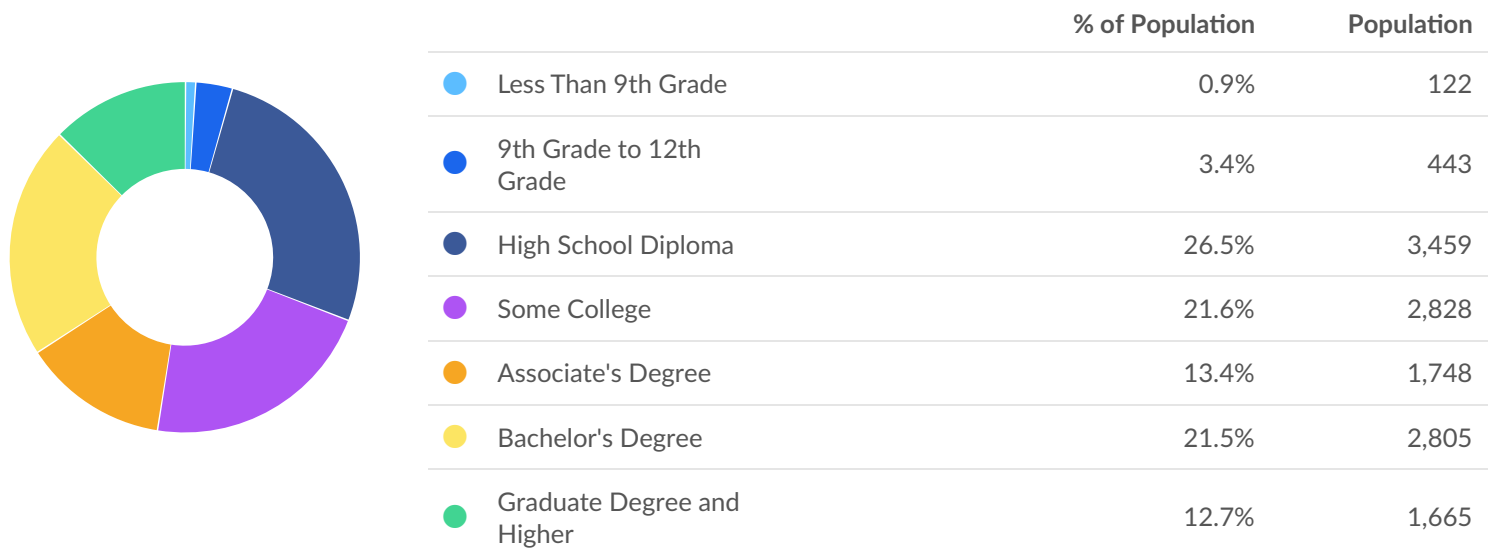
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	17,308	7,008	4,385	100.7	\$532.25M	\$1.11B	\$754.43M
State	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

Jan 2023 Labor Force Breakdown



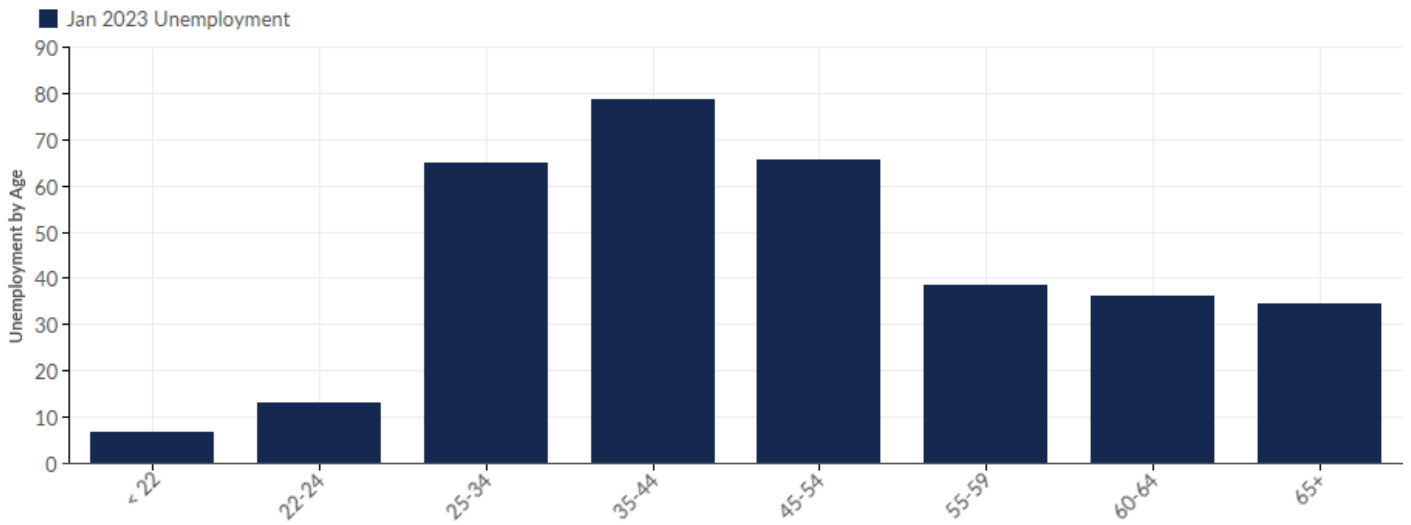
Educational Attainment

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).



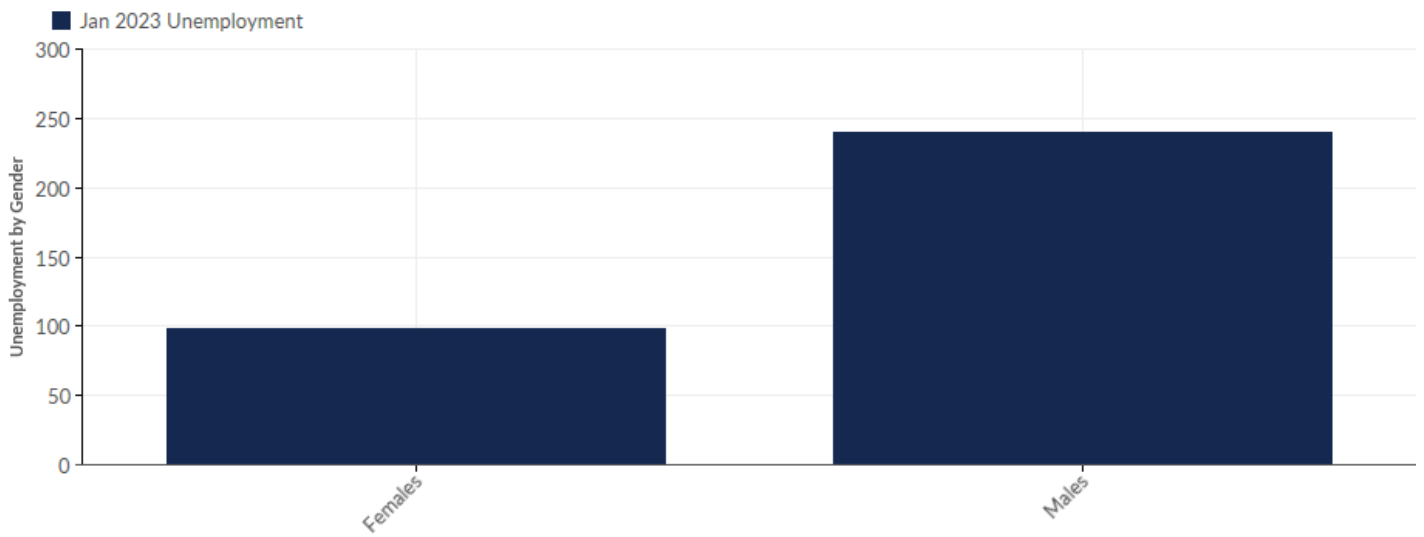
Unemployment by Demographics

Unemployment by Age



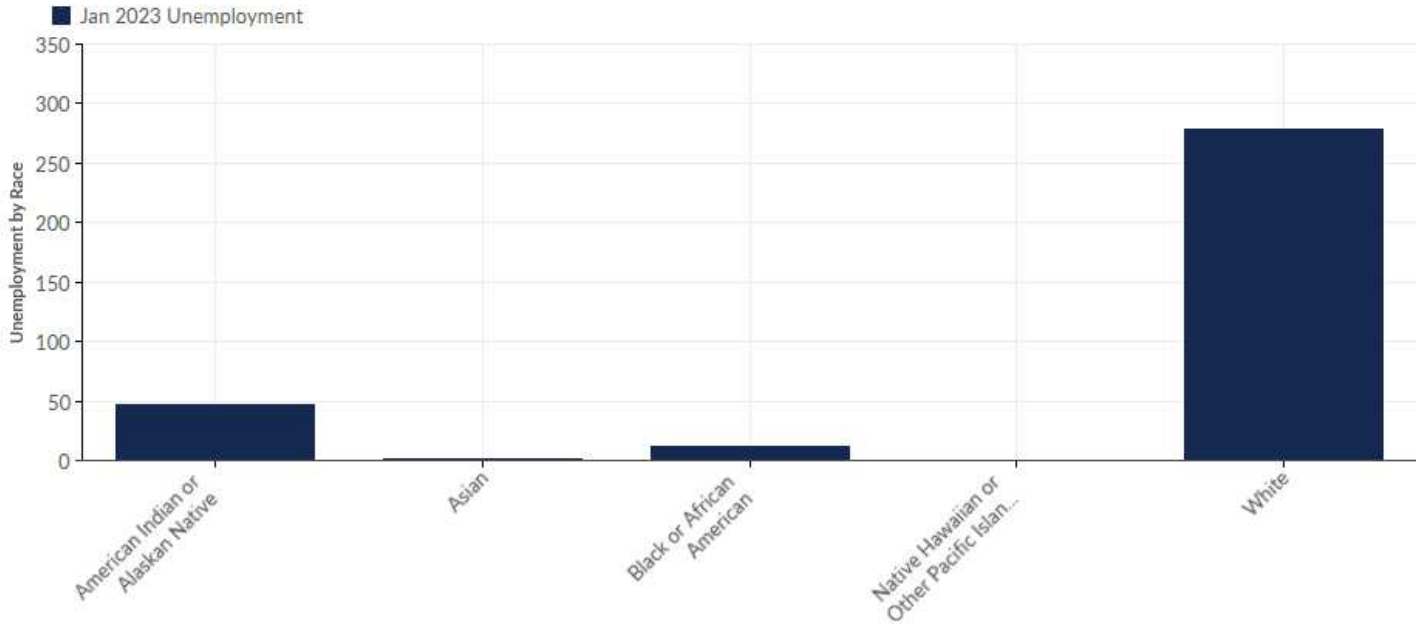
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	7	2.07%
22-24	13	3.85%
25-34	65	19.23%
35-44	79	23.37%
45-54	66	19.53%
55-59	38	11.24%
60-64	36	10.65%
65+	34	10.06%
Total	338	100.00%

Unemployment by Gender



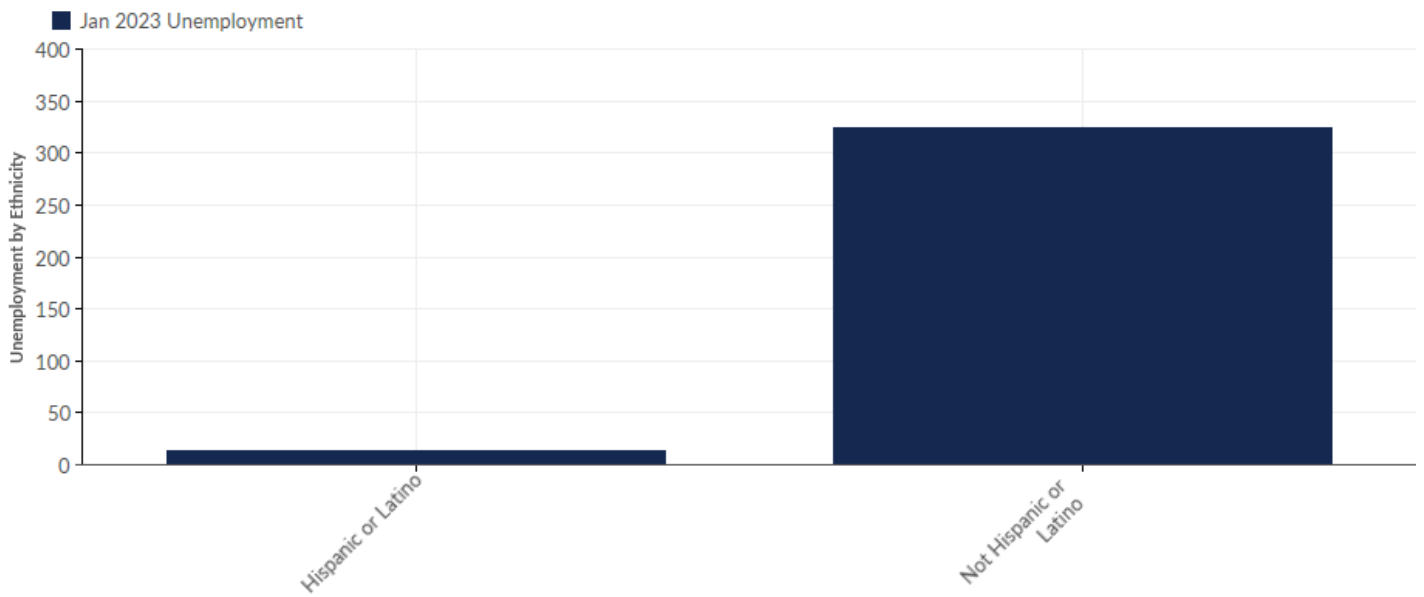
Gender	Unemployment (Jan 2023)	% of Unemployed
Females	98	28.99%
Males	240	71.01%
Total	338	100.00%

Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	46	13.61%
Asian	1	0.30%
Black or African American	12	3.55%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	279	82.54%
Total	338	100.00%

Unemployment by Ethnicity

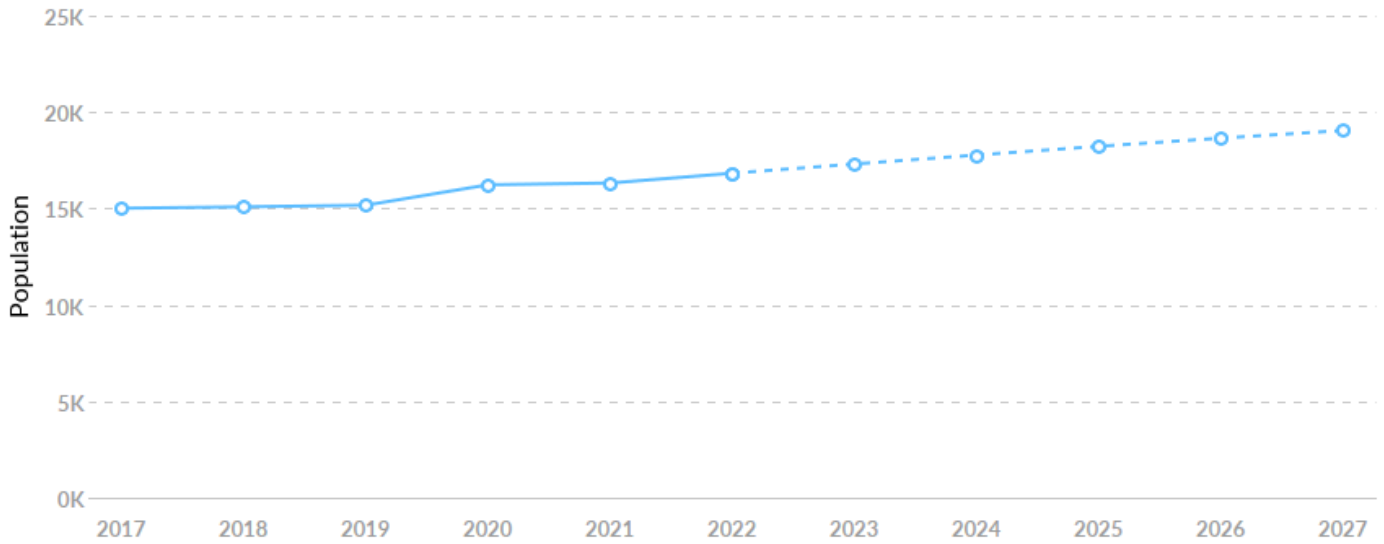


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	13	3.85%
Not Hispanic or Latino	325	96.15%
Total	338	100.00%

Historic & Projected Trends

Population Trends

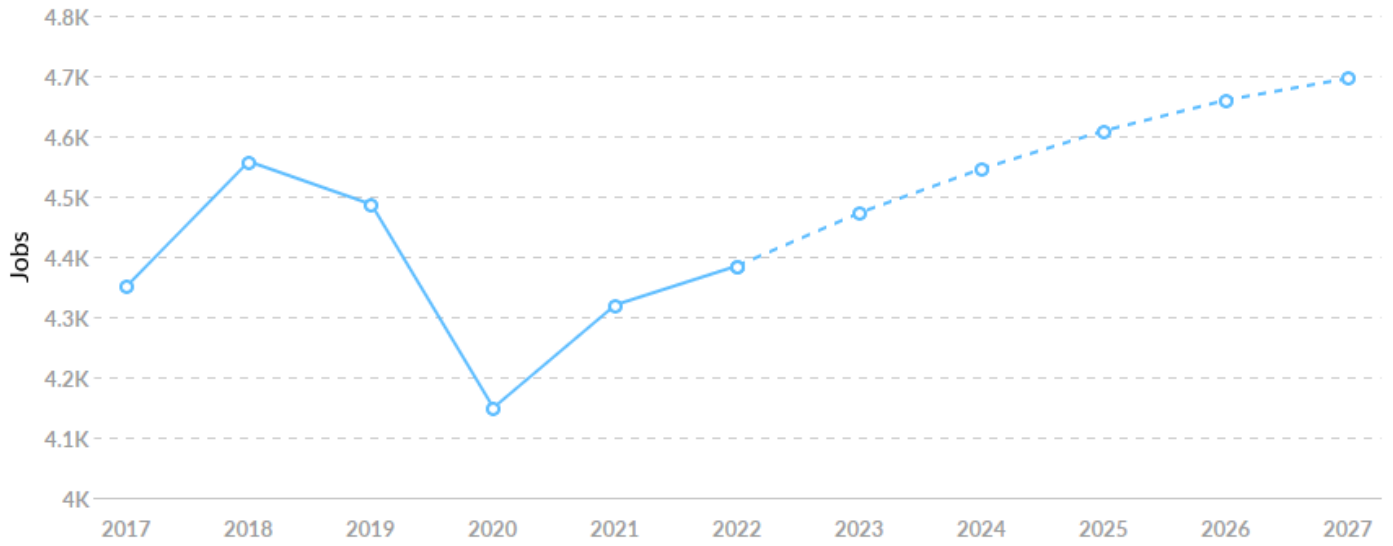
As of 2022 the region's population increased by 12.1% since 2017, growing by 1,817. Population is expected to increase by 13.2% between 2022 and 2027, adding 2,216.



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

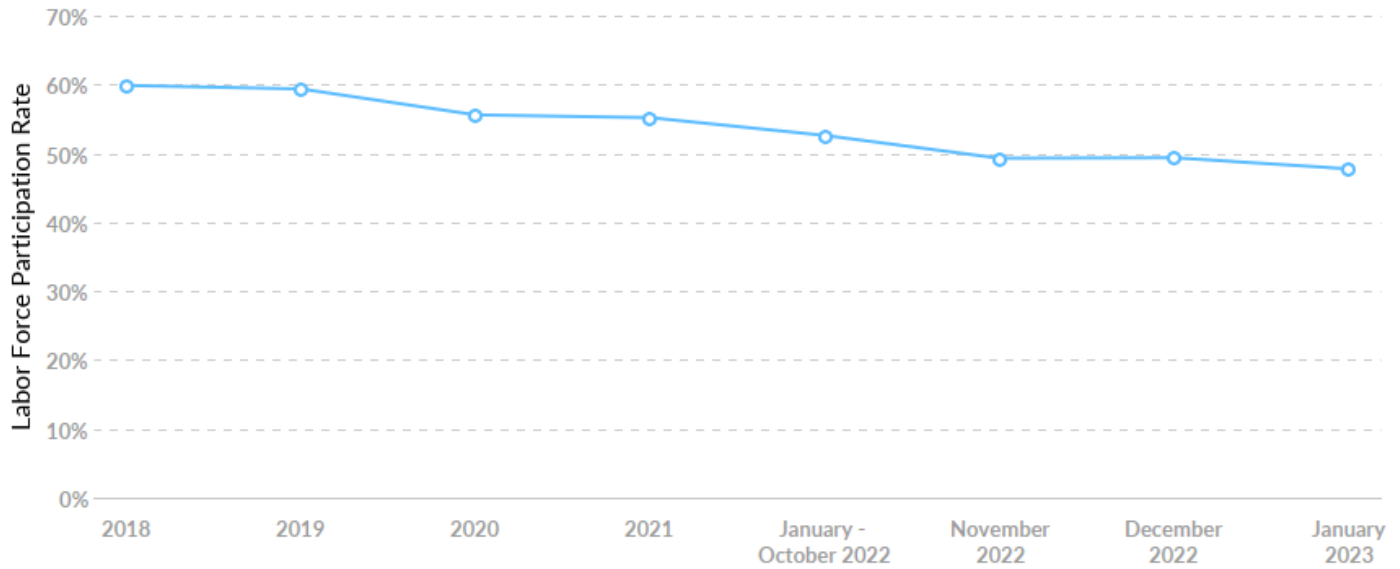
Job Trends

From 2017 to 2022, jobs increased by 0.8% in Bayfield County, WI from 4,351 to 4,385. This change fell short of the national growth rate of 3.4% by 2.6%.



Timeframe	Jobs
2017	4,351
2018	4,558
2019	4,487
2020	4,149
2021	4,320
2022	4,385
2023	4,473
2024	4,546
2025	4,609
2026	4,660
2027	4,696

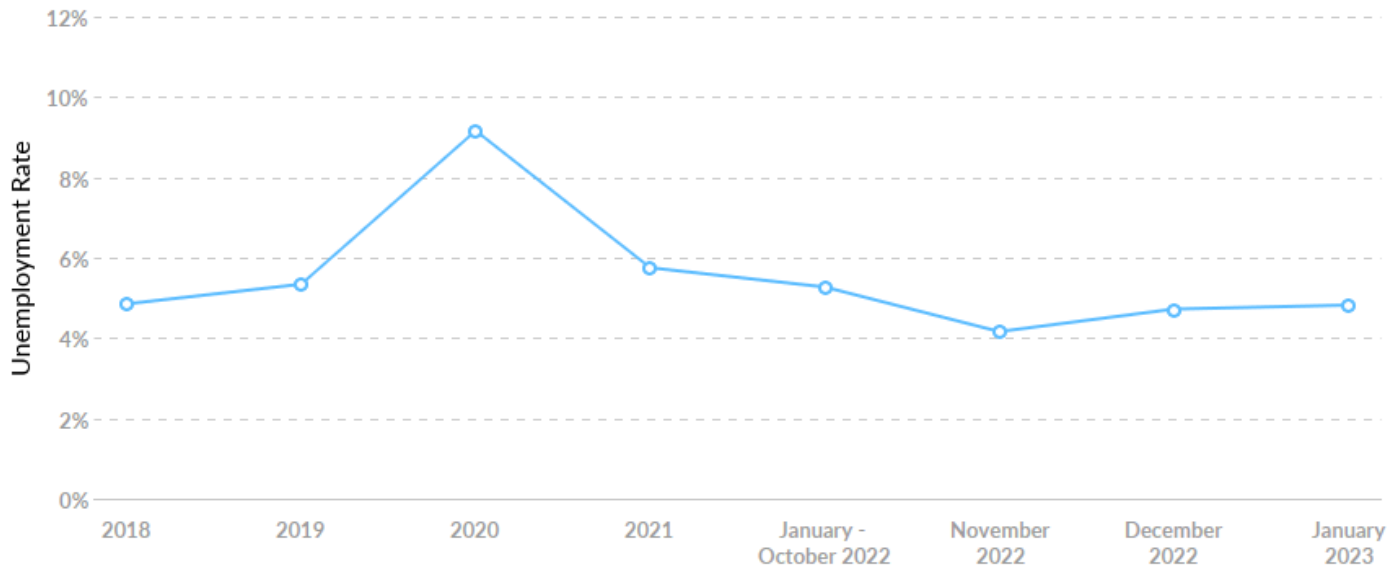
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	59.87%
2019	59.36%
2020	55.59%
2021	55.19%
January - October 2022	52.61%
November 2022	49.30%
December 2022	49.37%
January 2023	47.76%

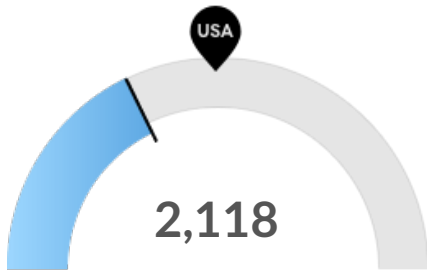
Unemployment Rate Trends

Bayfield County, WI had a January 2023 unemployment rate of 4.82%, decreasing from 4.85% 5 years before.



Timeframe	Unemployment Rate
2018	4.85%
2019	5.34%
2020	9.16%
2021	5.75%
January - October 2022	5.27%
November 2022	4.16%
December 2022	4.72%
January 2023	4.82%

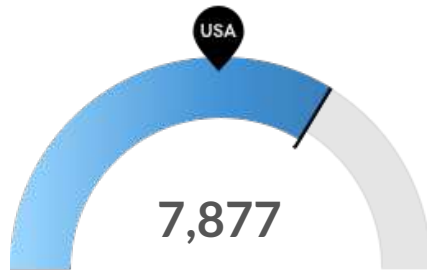
Population Characteristics



2,118

Millennials

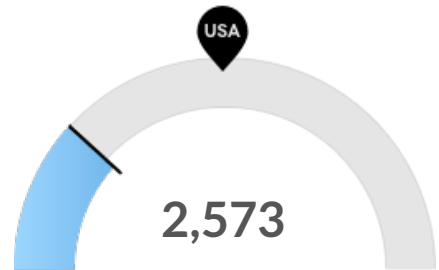
Bayfield County, WI has 2,118 millennials (ages 25-39). The national average for an area this size is 3,334.



7,877

Retiring Soon

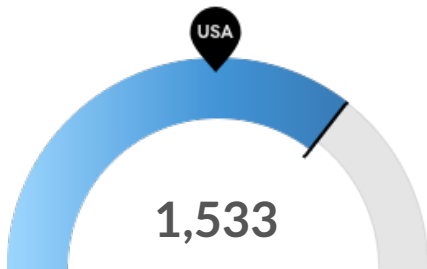
Retirement risk is high in Bayfield County, WI. The national average for an area this size is 4,851 people 55 or older, while there are 7,877 here.



2,573

Racial Diversity

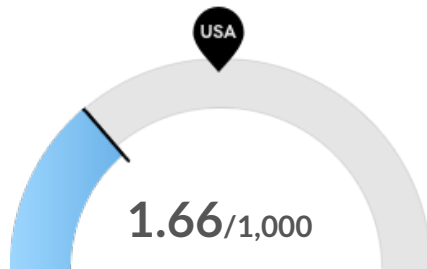
Racial diversity is low in Bayfield County, WI. The national average for an area this size is 6,641 racially diverse people, while there are 2,573 here.



1,533

Veterans

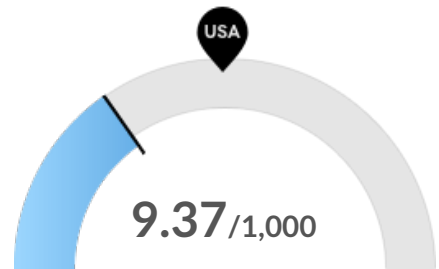
Bayfield County, WI has 1,533 veterans. The national average for an area this size is 857.



1.66/1,000

Violent Crime

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



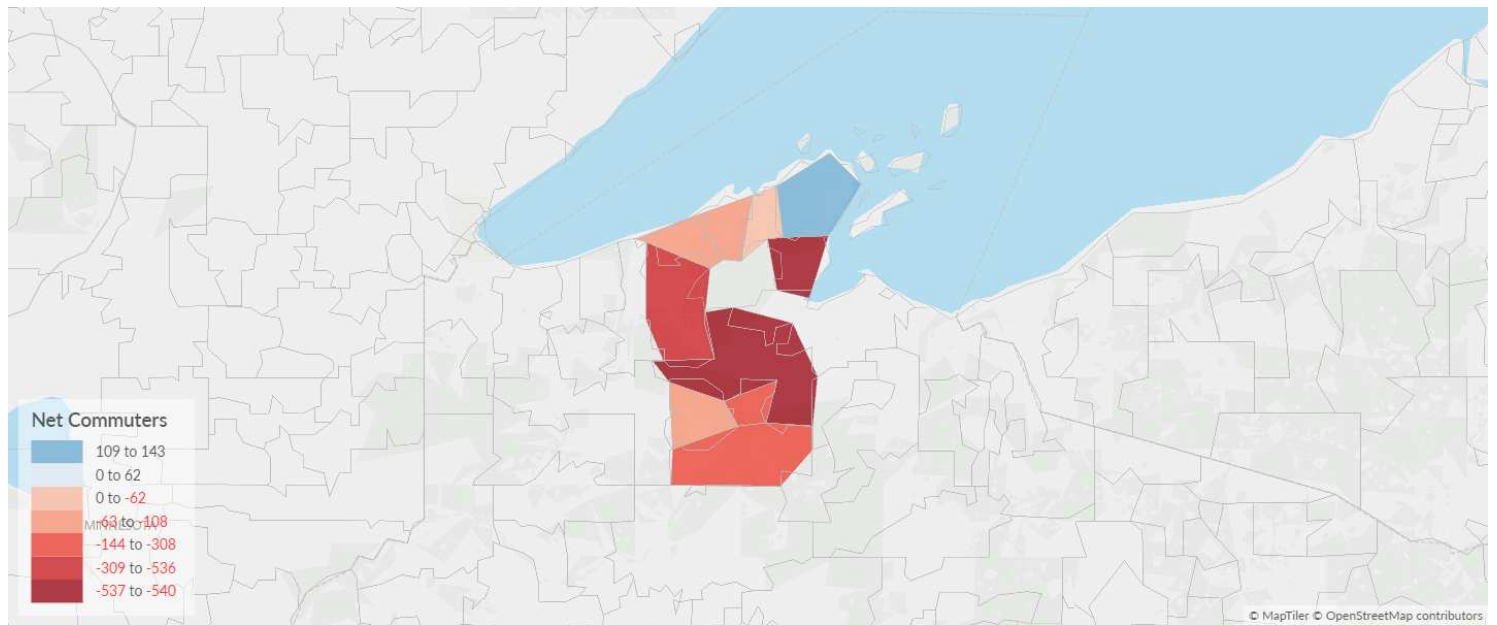
9.37/1,000

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...)	1,174
54891	Washburn, WI (in Bayfie...)	990
54847	Iron River, WI (in Bayfie...)	878
54821	Cable, WI (in Bayfield c...)	481
54856	Mason, WI (in Bayfield ...)	351

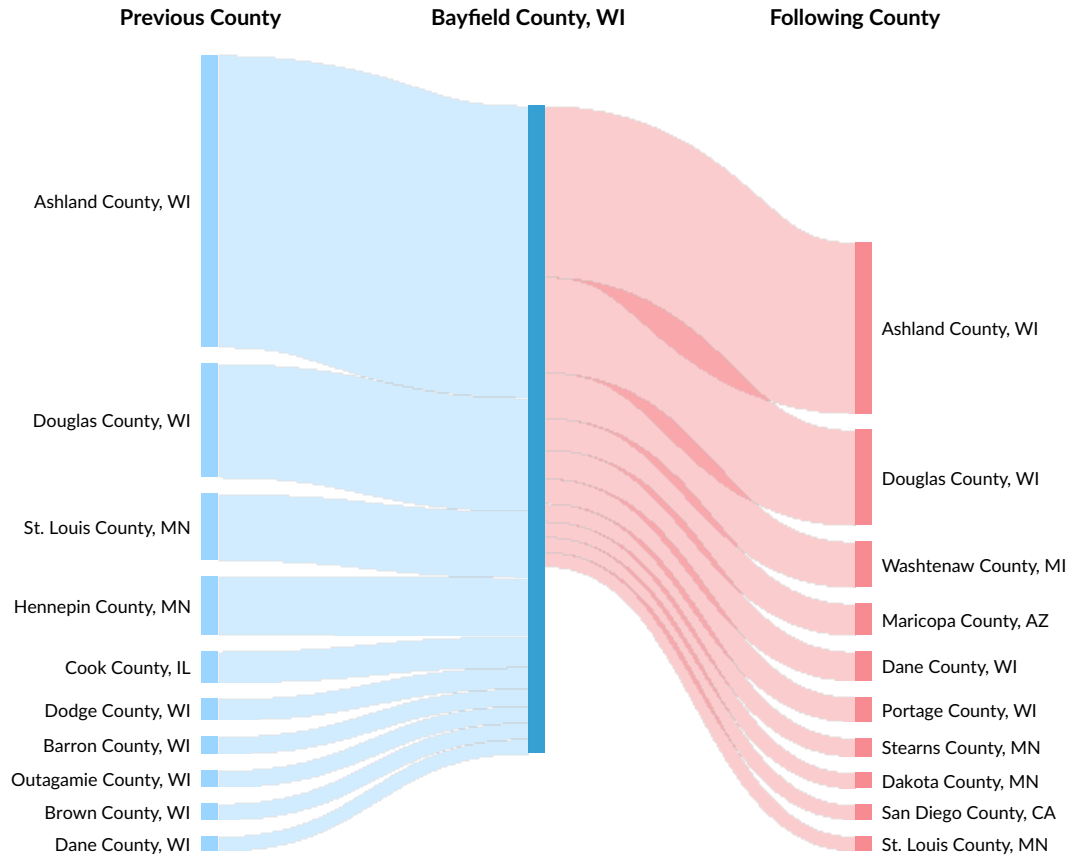
Where Talent Lives

ZIP	Name	2022 Workers
54891	Washburn, WI (in Bayfie...)	1,527
54847	Iron River, WI (in Bayfie...)	1,187
54814	Bayfield, WI (in Bayfield...)	1,065
54856	Mason, WI (in Bayfield ...)	891
54821	Cable, WI (in Bayfield c...)	626

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.

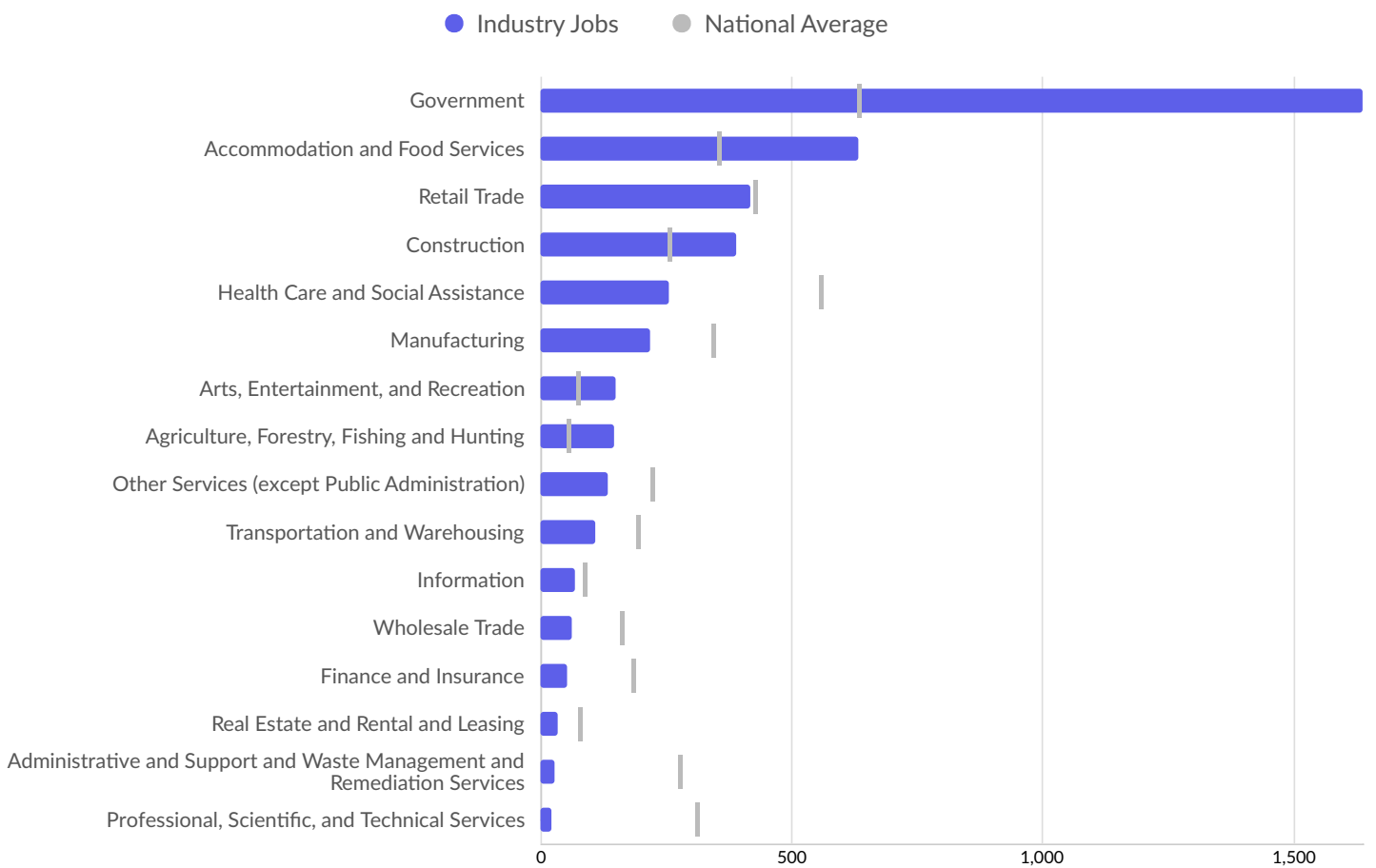


Top Previous Counties	Migrations
Ashland County, WI	183
Douglas County, WI	71
St. Louis County, MN	42
Hennepin County, MN	37
Cook County, IL	19
Dodge County, WI	13

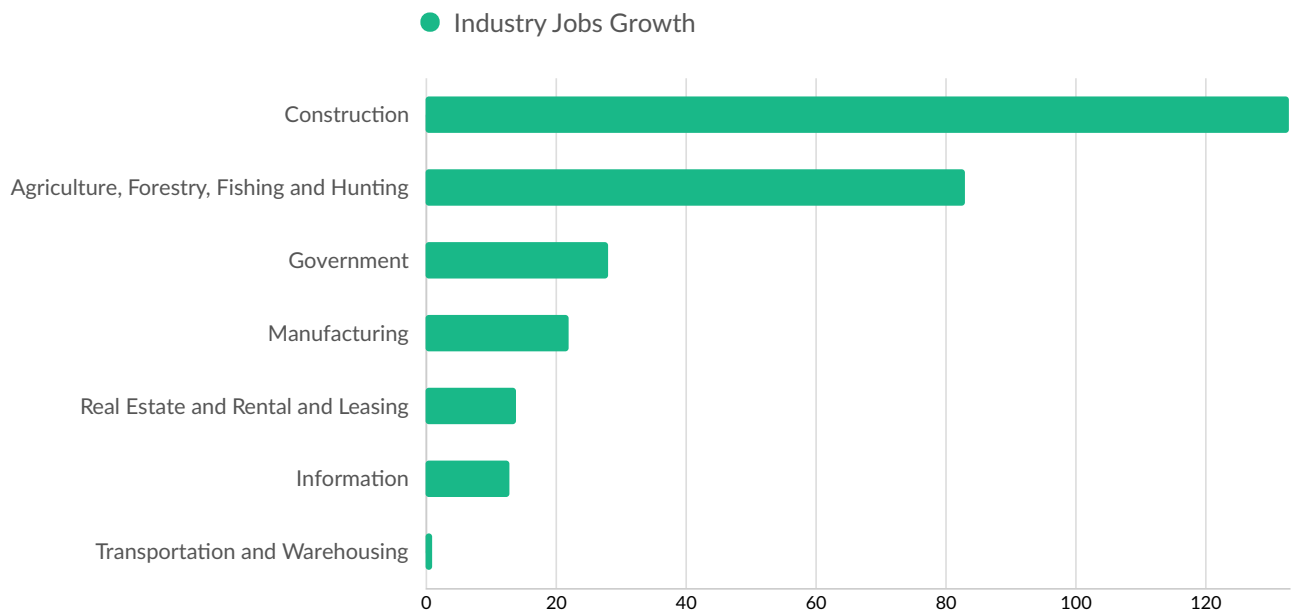
Top Previous Counties	Migrations
Barron County, WI	11
Outagamie County, WI	10
Brown County, WI	10
Dane County, WI	9
Eau Claire County, WI	9
Cerro Gordo County, IA	9
Polk County, WI	8
Davidson County, TN	8
Wayne County, MI	7
Top Following Counties	Migrations
Ashland County, WI	107
Douglas County, WI	60
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

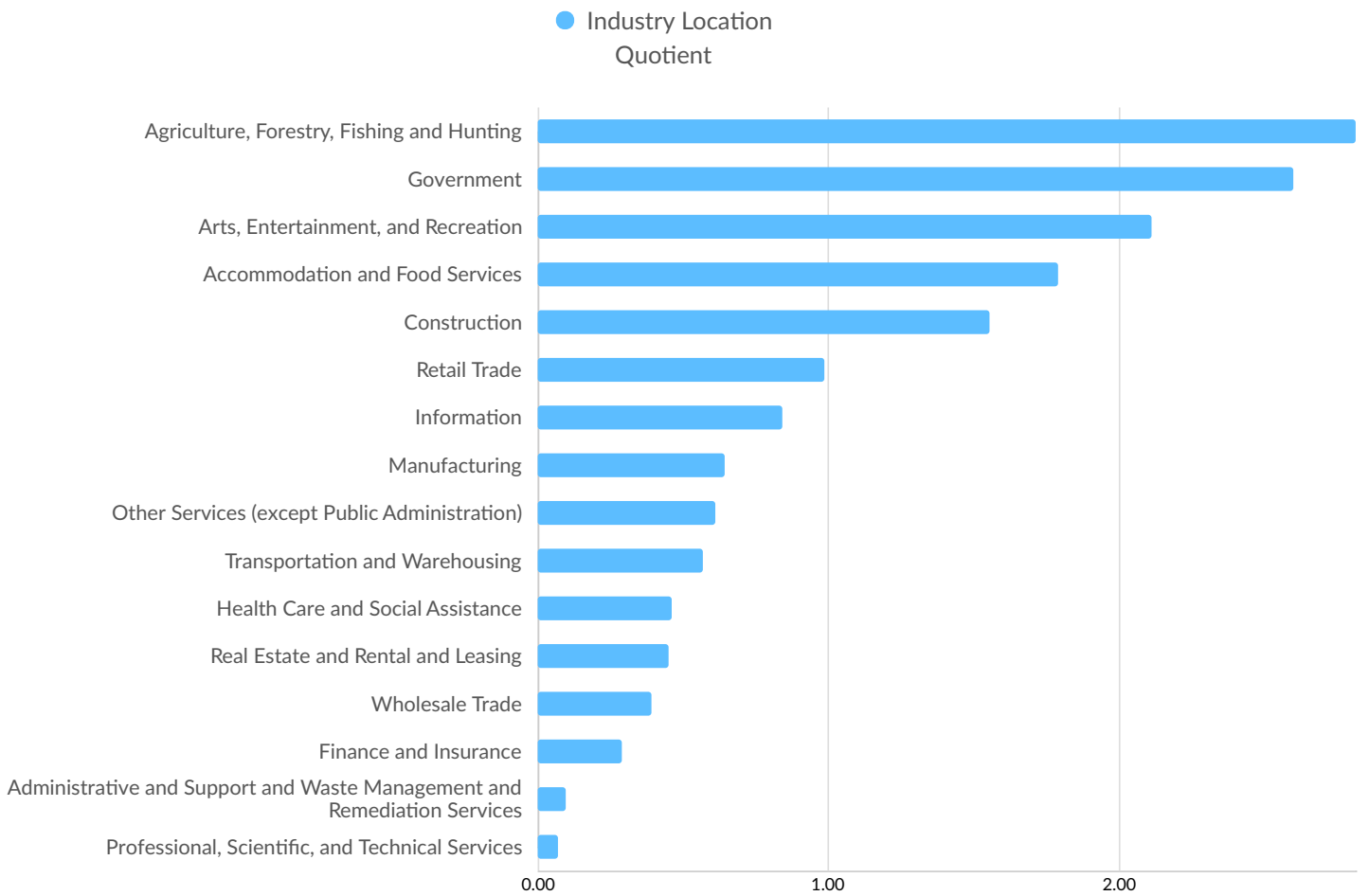
Largest Industries



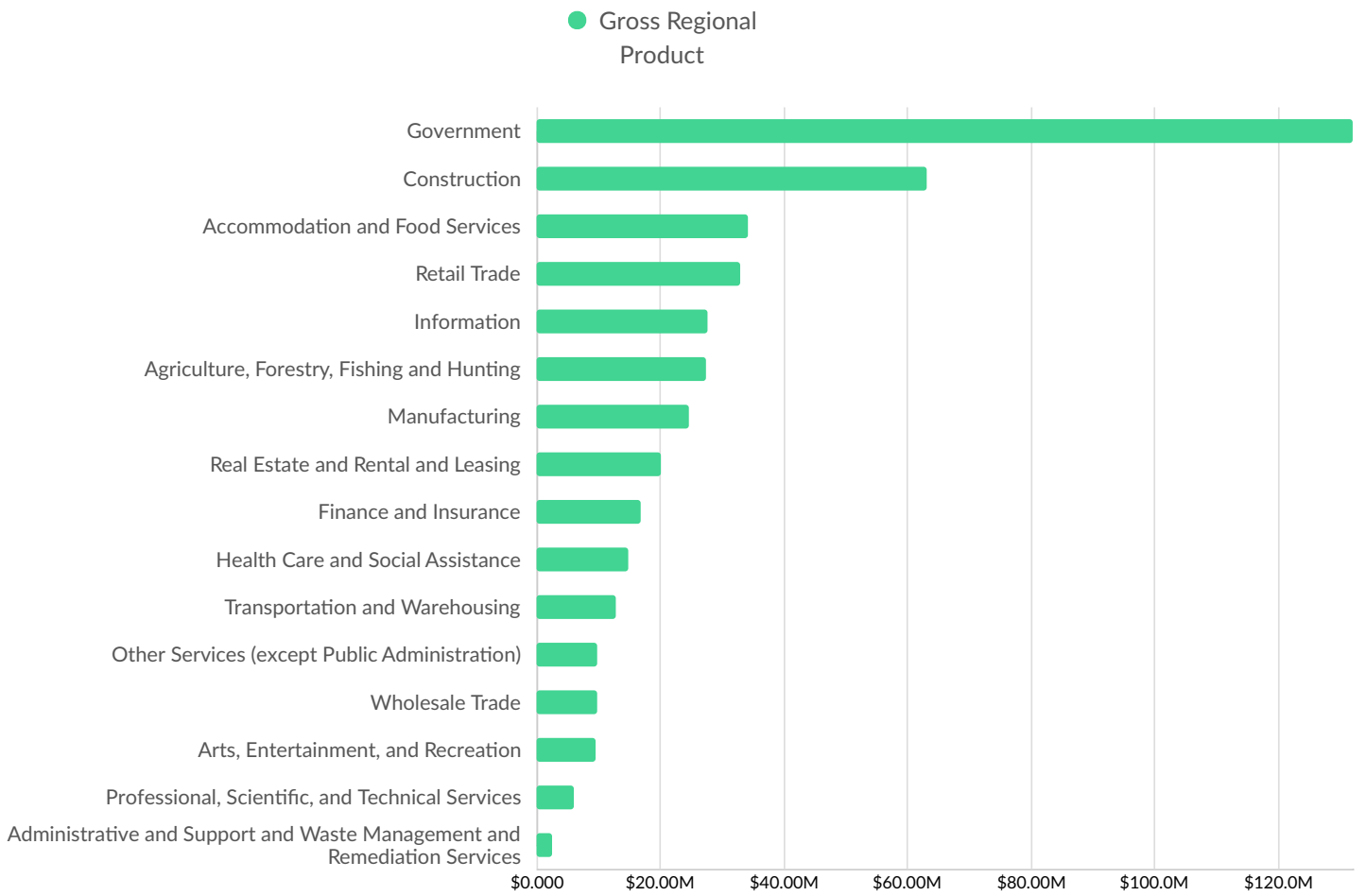
Top Growing Industries



Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



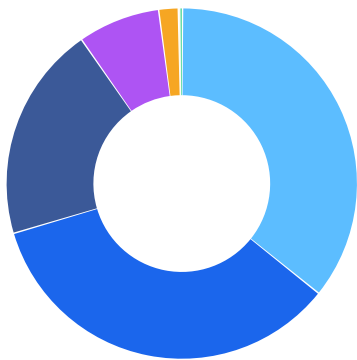
Business Characteristics

1,256 Companies Employ Your Workers

Online profiles for your workers mention 1,256 companies as employers, with the top 10 appearing below. In the last 12 months, 55 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	33 	Humana	19 
Norvado	26 	Interim HealthCare	13 
Memorial Health System	18 	Genesis HealthCare	9 
Legendary Waters Resort & Casi...	17 	Circle K	8 
Bayfield County	16 	Drm International	8 
Essentia Health	16 	University Of Wisconsin-Madiso...	8 
Red Cliff Tribal Police Department	15 	Clinical Management Consultants	7 
Northland College	14 	Dollar General	7 
South Shore School District	14 	National Park Service	7 
Wisconsin Indianhead Technical ...	14 	Mars Software Solutions	6 

Business Size

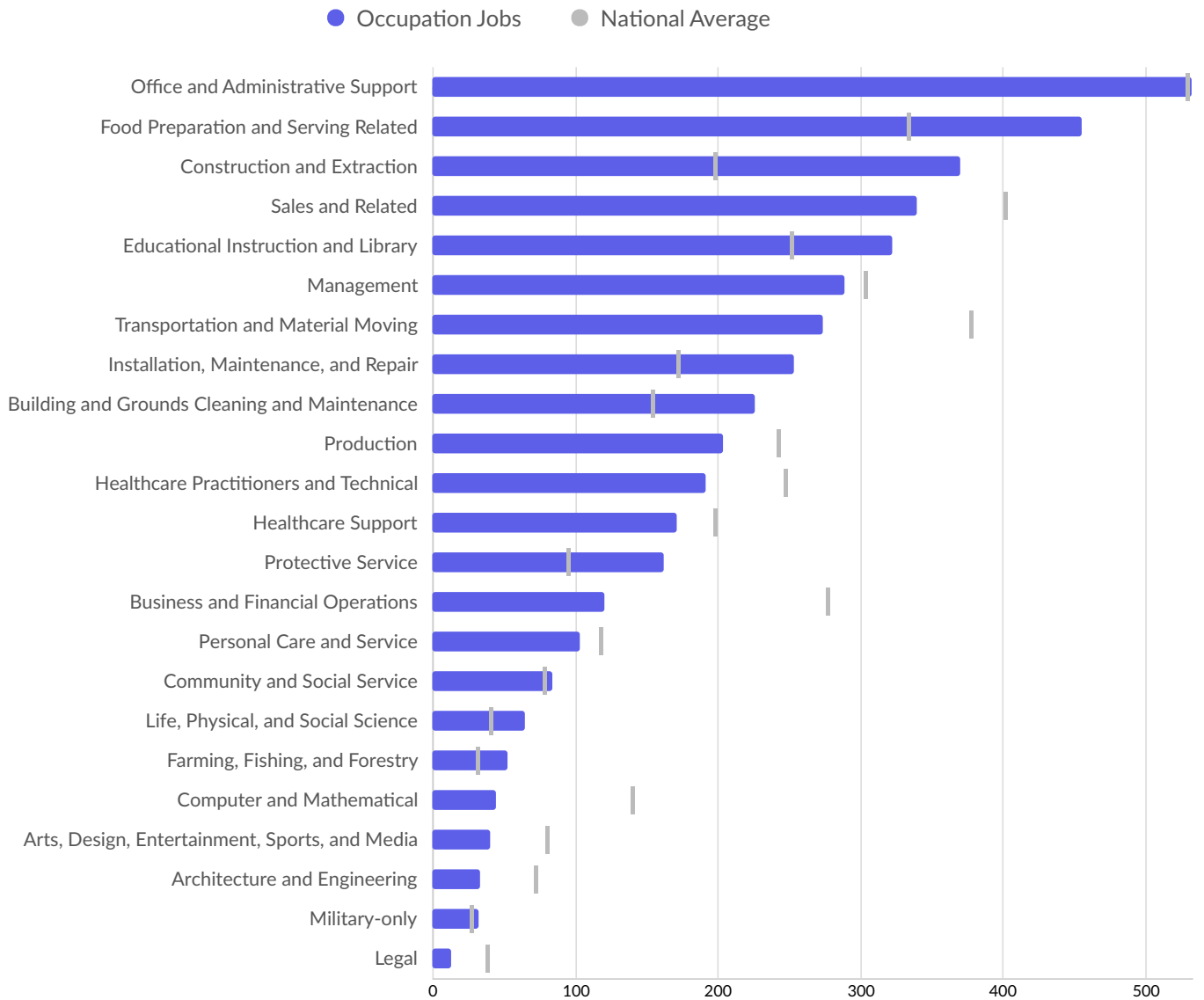


	Percentage	Business Count
1 to 4 employees	35.7%	278
5 to 9 employees	34.7%	270
10 to 19 employees	19.9%	155
20 to 49 employees	7.6%	59
50 to 99 employees	1.8%	14
100 to 249 employees	0.1%	1
250 to 499 employees	0.3%	2

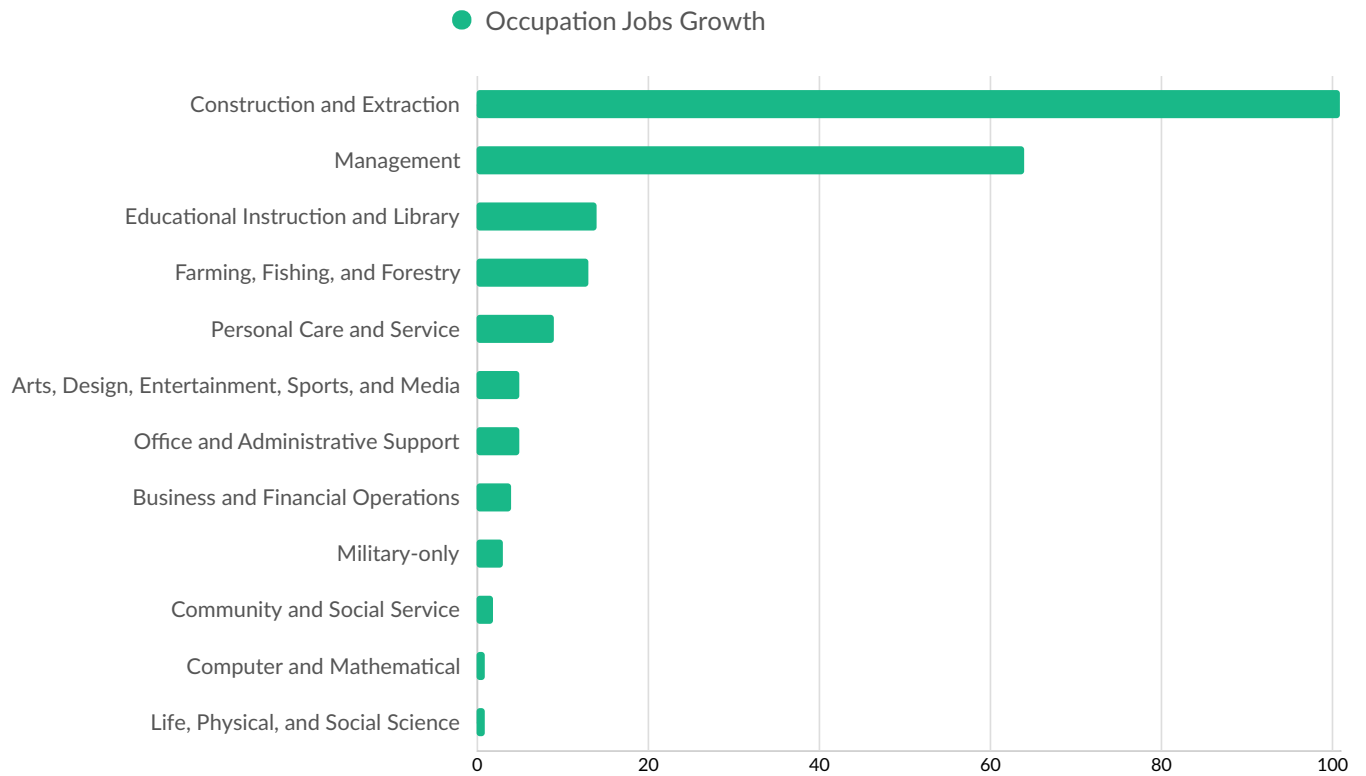
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

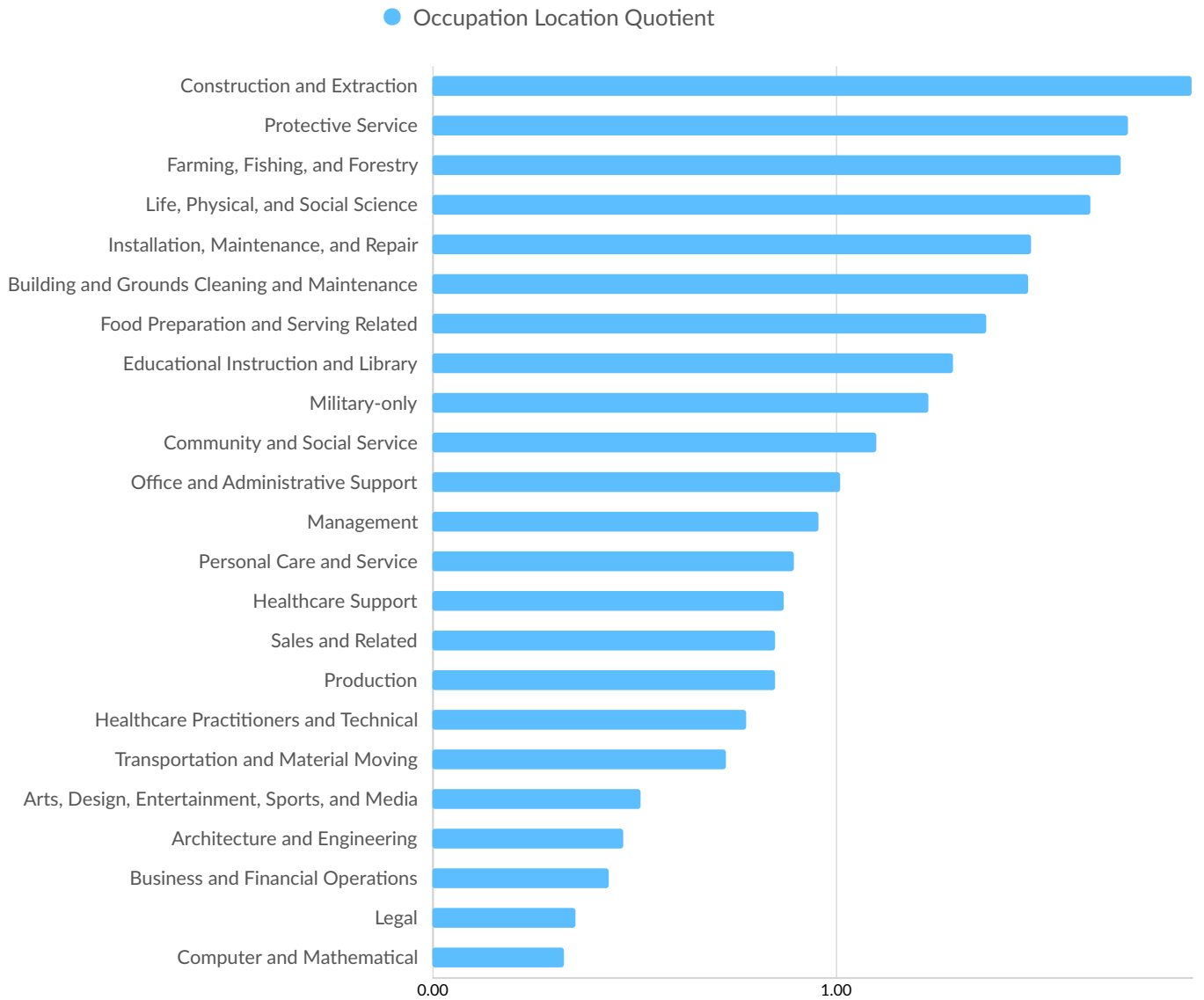
Largest Occupations



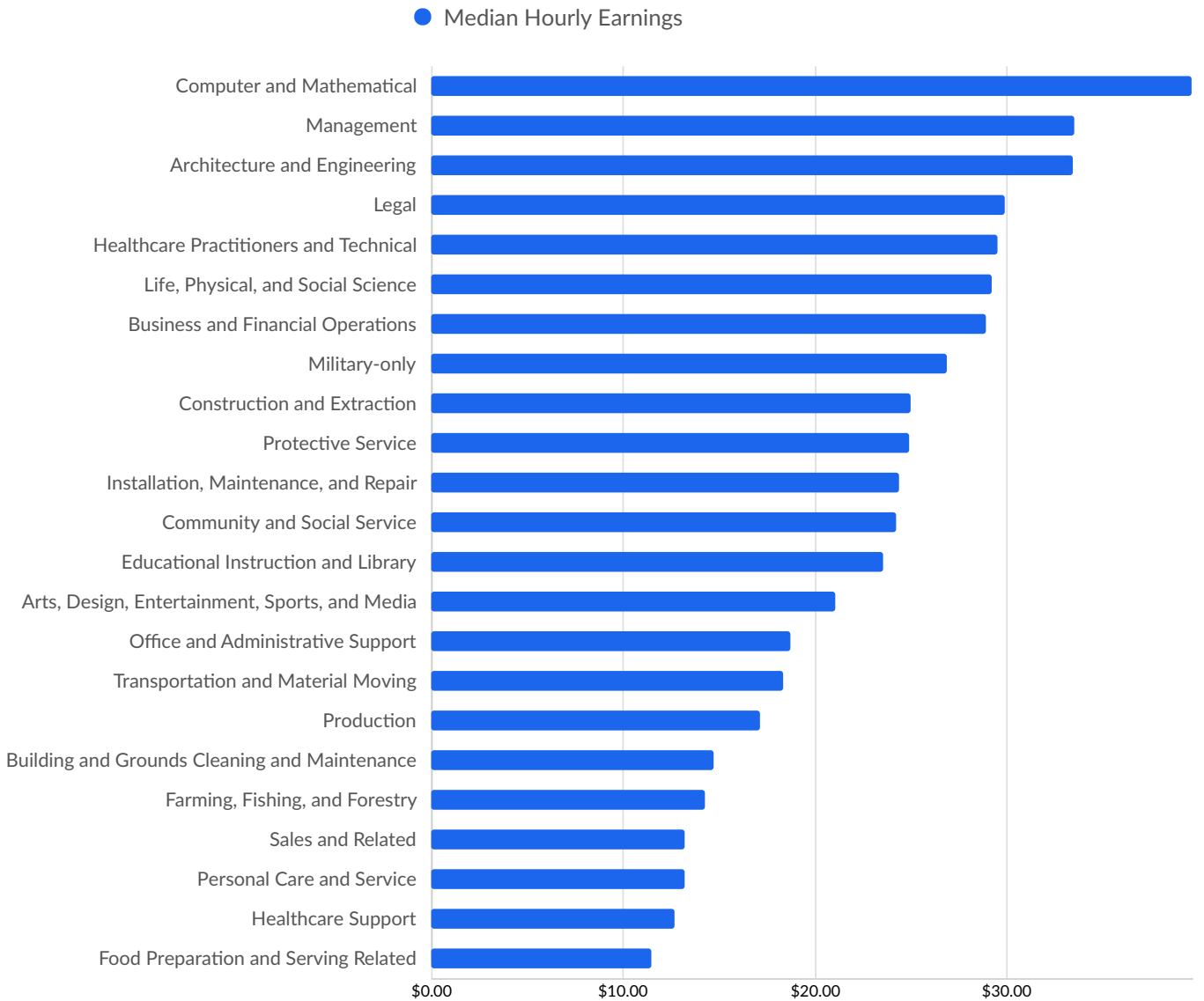
Top Growing Occupations



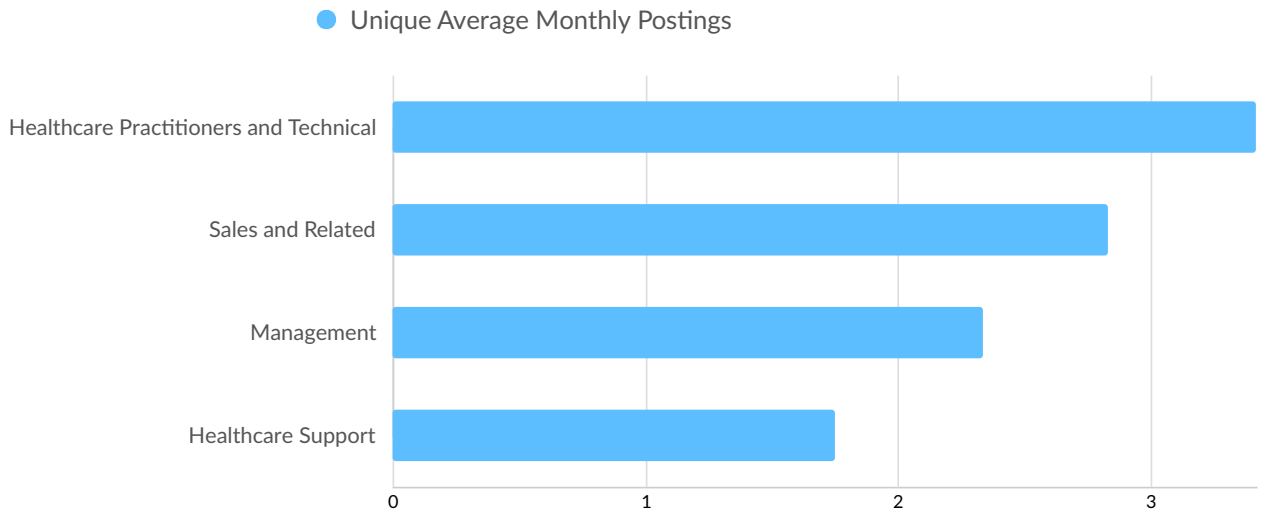
Top Occupation Location Quotient



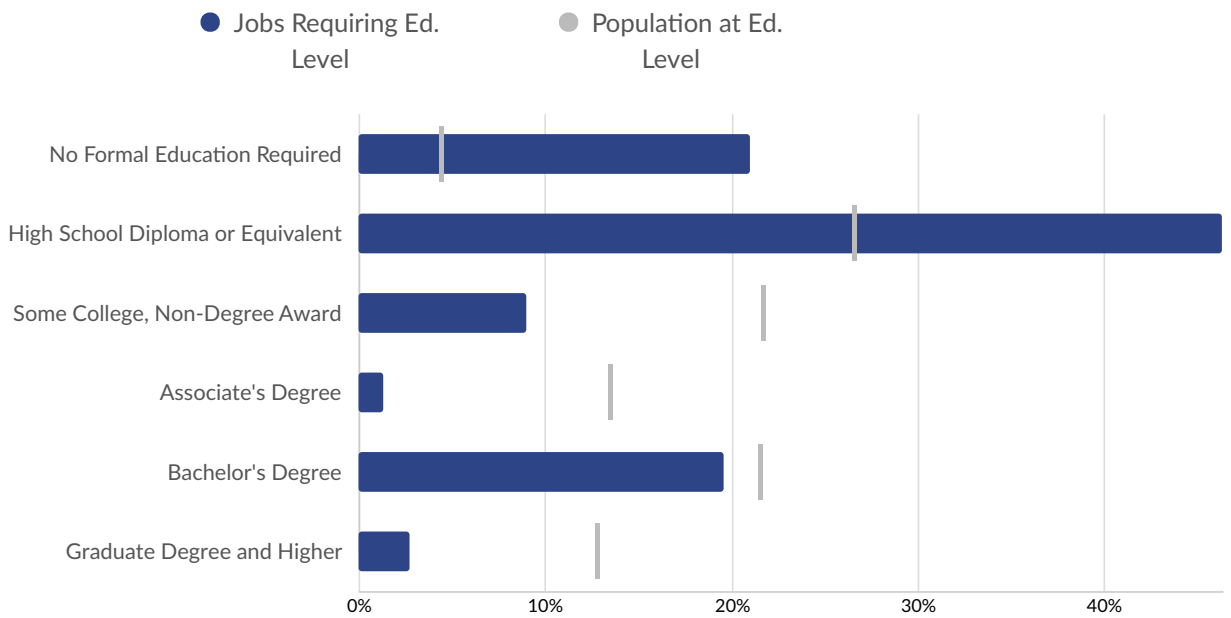
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

