

# Bayfield County, WI

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Madison, Wisconsin 53707-7398

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## Report Parameters

### 1 County

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55007 Bayfield County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

15,296

Population (2021)

Population **grew by 370** over the last 5 years and is projected to **grow by 121** over the next 5 years.

4,795

Total Regional Employment

Jobs **decreased by 148** over the last 5 years but are projected to **grow by 325** over the next 5 years.

\$56.1K

Median Household Income (2019)

Median household income is **\$6.7K below** the national median household income of \$62.8K.

## Takeaways

- As of 2021 the region's population **increased by 2.5%** since 2016, growing by 370. Population is expected to **increase by 0.8%** between 2021 and 2026, adding 121.
- From 2016 to 2021, jobs **declined by 3.0%** in Bayfield County, WI from 4,943 to **4,795**. This change **fell short of the national growth rate of 0.4% by 2.6%**. As the number of jobs declined, the **labor force participation rate decreased from 57.7% to 55.1% between 2016 and 2021**.
- Concerning educational attainment, **20.4% of Bayfield County, WI residents possess a Bachelor's Degree** (0.1% above the national average), and **13.0% hold an Associate's Degree** (4.3% above the national average).
- The top three industries in 2021 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Traveler Accommodation.

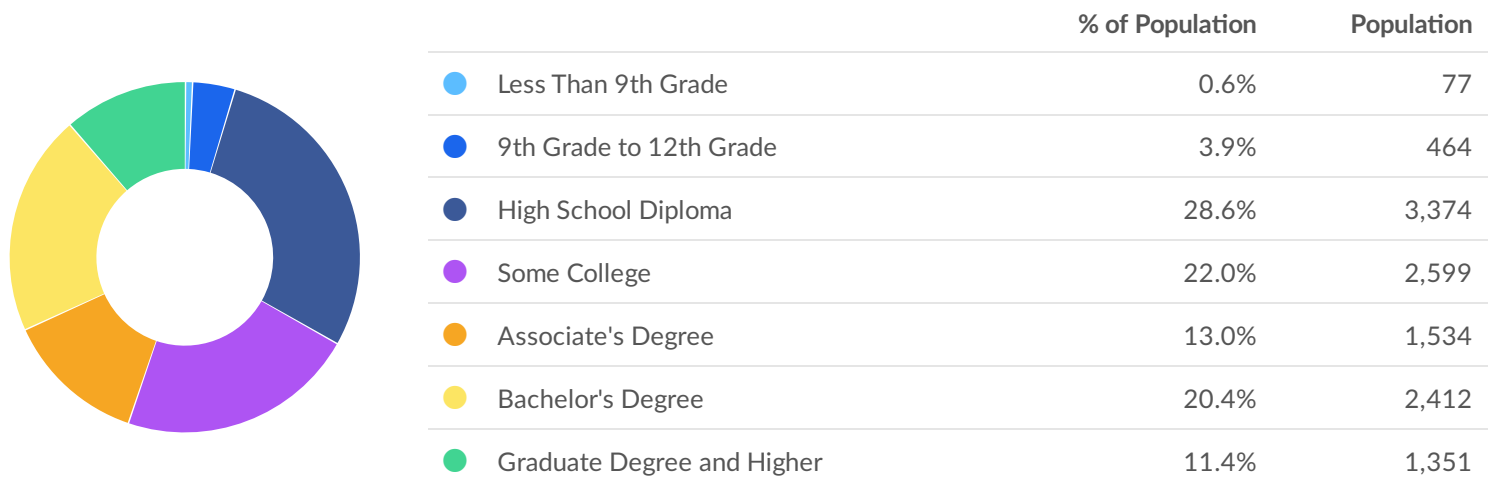
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	15,296	7,095	4,795	101.5	\$472.48M	\$1.01B	\$677.67M
US MSA	313,674,163	153,685,776	149,820,886	100.0	\$20.94T	\$7.19T	\$11.78T

## Dec 2021 Labor Force Breakdown



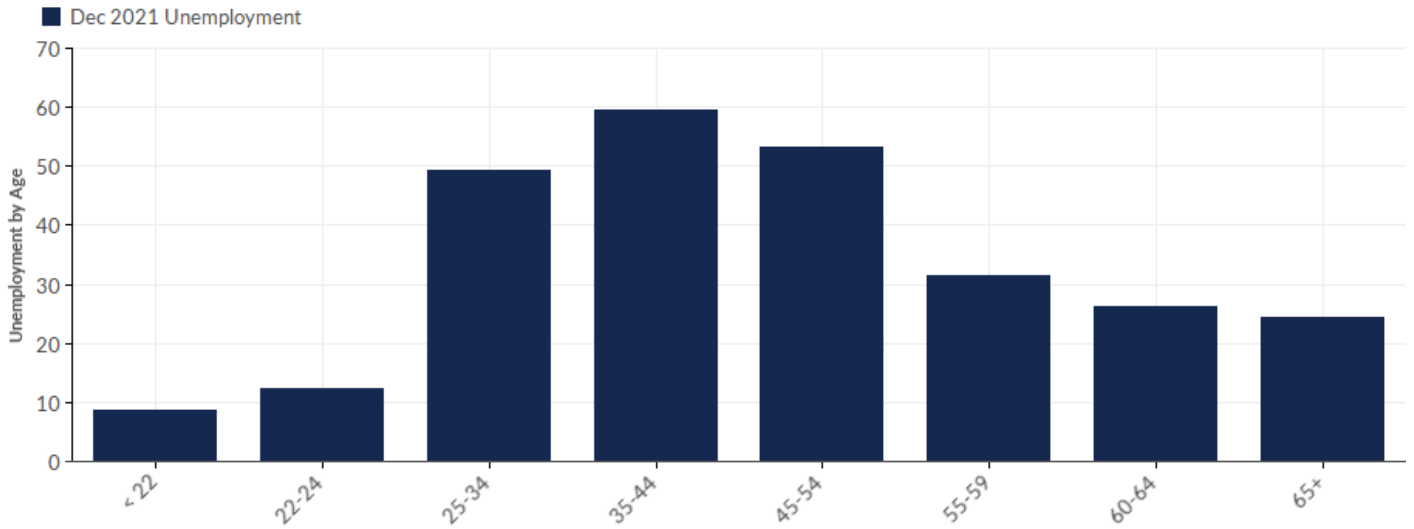
## Educational Attainment

Concerning educational attainment, **20.4% of Bayfield County, WI residents possess a Bachelor's Degree** (0.1% above the national average), and **13.0% hold an Associate's Degree** (4.3% above the national average).



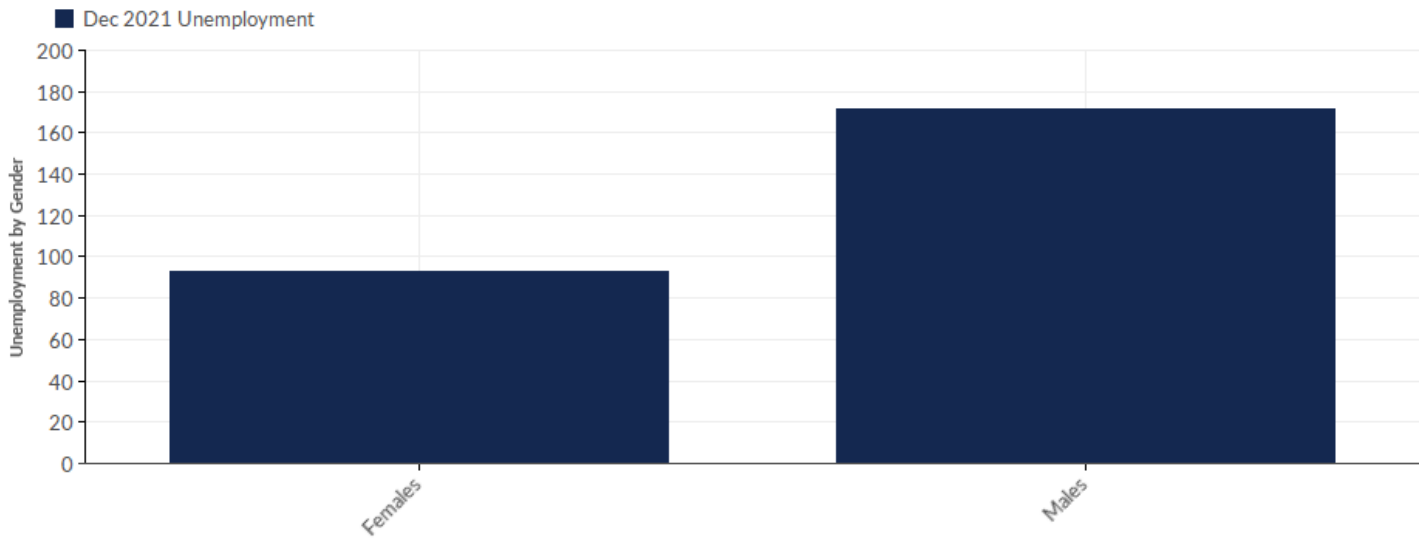
# Unemployment by Demographics

## Unemployment by Age



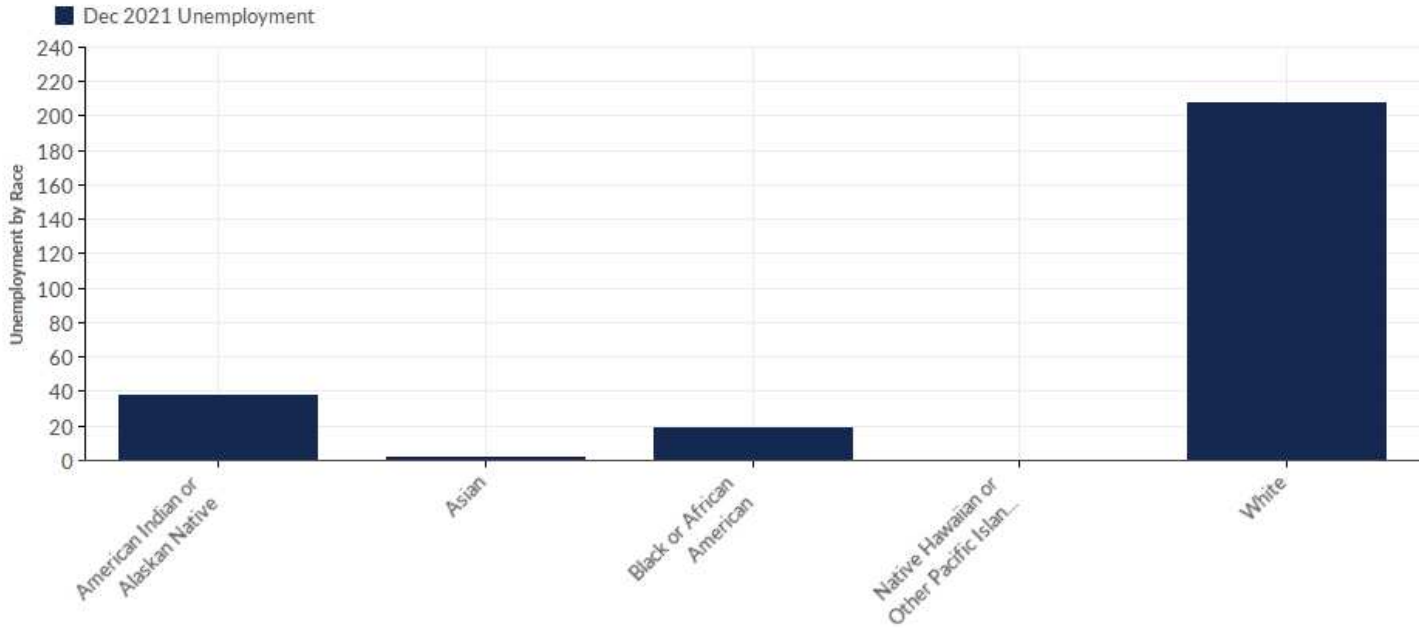
Age	Unemployment (Dec 2021)	% of Cohort
< 22	9	3.40%
22-24	12	4.53%
25-34	49	18.49%
35-44	60	22.64%
45-54	53	20.00%
55-59	31	11.70%
60-64	26	9.81%
65+	24	9.06%
<b>Total</b>	<b>265</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Dec 2021)	% of Cohort
Females	93	35.09%
Males	172	64.91%
Total	265	100.00%

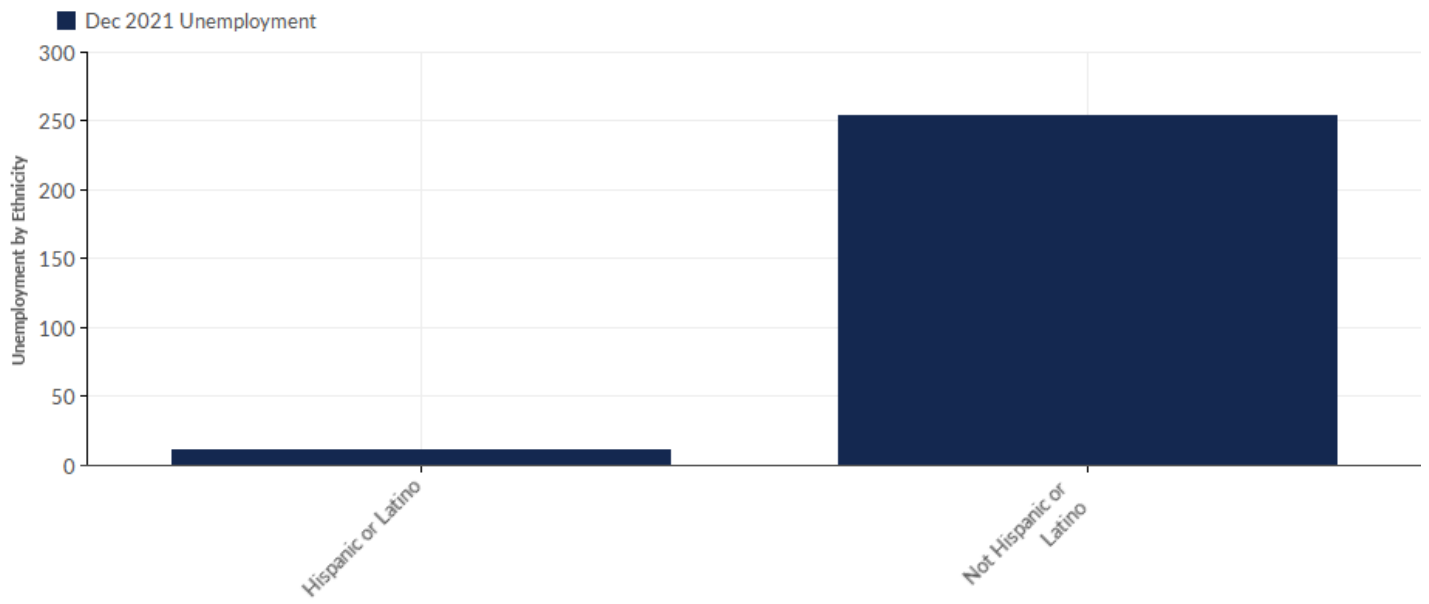
## Unemployment by Race



Race	Unemployment (Dec 2021)	% of Cohort
American Indian or Alaskan Native	37	13.96%
Asian	1	0.38%
Black or African American	19	7.17%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	207	78.11%
<b>Total</b>	<b>265</b>	<b>100.00%</b>



## Unemployment by Ethnicity

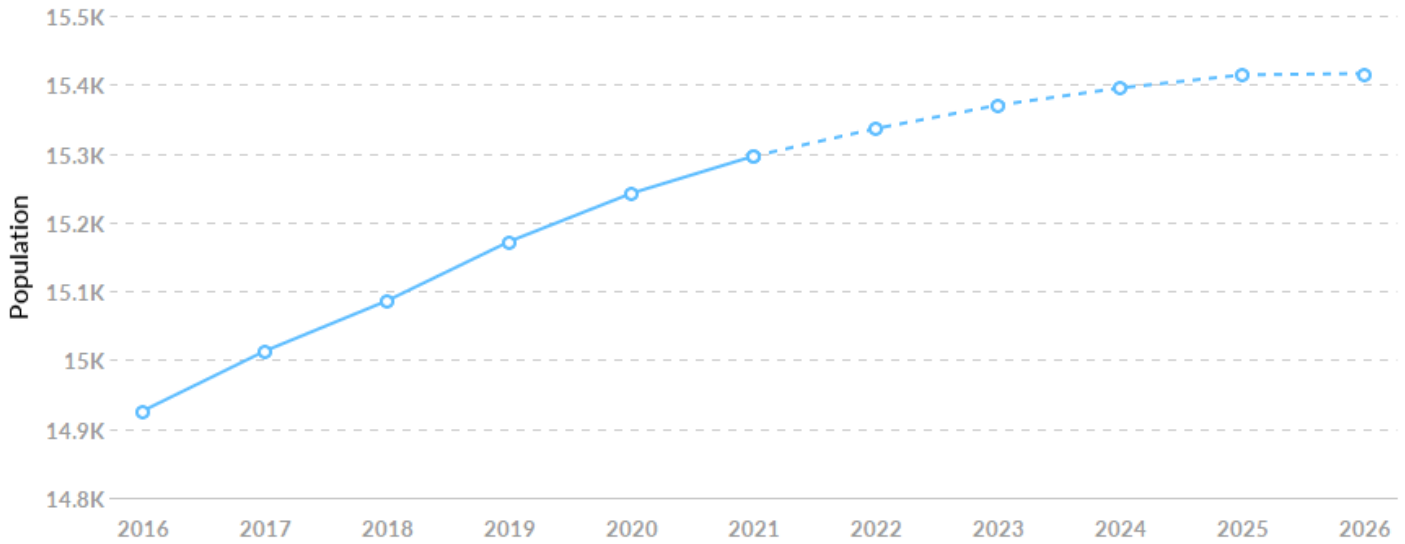


Ethnicity	Unemployment (Dec 2021)	% of Cohort
Hispanic or Latino	11	4.15%
Not Hispanic or Latino	254	95.85%
Total	265	100.00%

# Historic & Projected Trends

## Population Trends

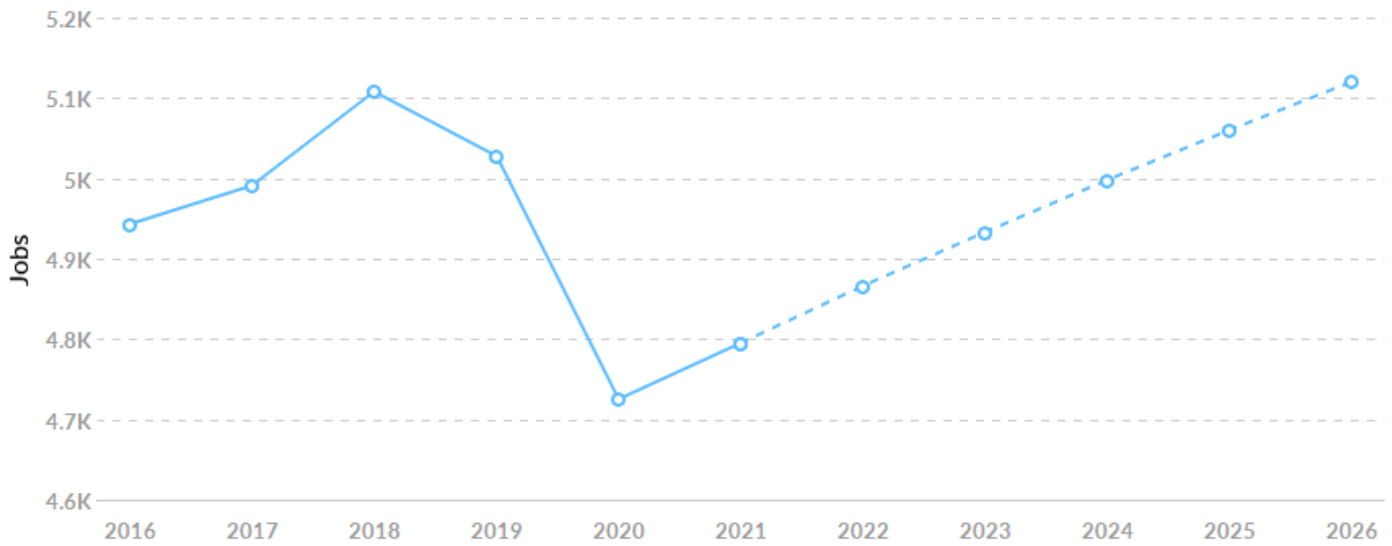
As of 2021 the region's population **increased by 2.5%** since 2016, growing by 370. Population is expected to **increase by 0.8%** between 2021 and 2026, adding 121.



Timeframe	Population
2016	14,926
2017	15,013
2018	15,086
2019	15,172
2020	15,242
2021	15,296
2022	15,336
2023	15,370
2024	15,395
2025	15,414
2026	15,416

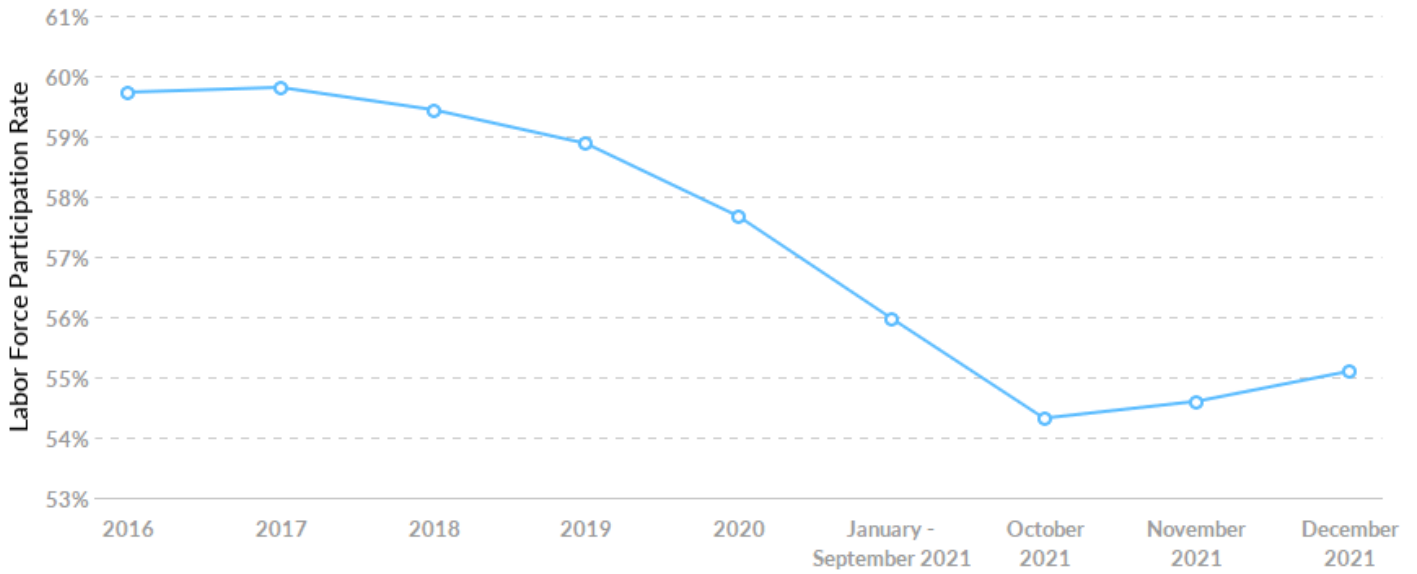
## Job Trends

From 2016 to 2021, jobs declined by 3.0% in Bayfield County, WI from 4,943 to 4,795. This change fell short of the national growth rate of 0.4% by 2.6%.



Timeframe	Jobs
2016	4,943
2017	4,991
2018	5,108
2019	5,028
2020	4,725
2021	4,795
2022	4,866
2023	4,933
2024	4,998
2025	5,060
2026	5,120

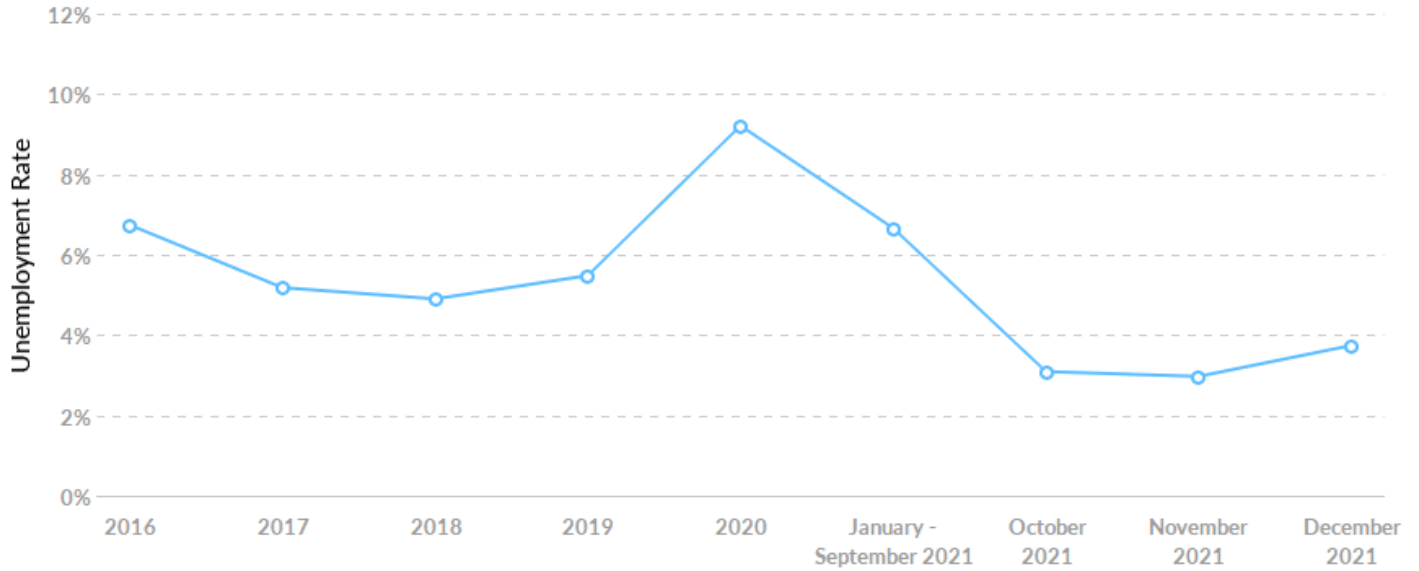
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	59.73%
2017	59.81%
2018	59.44%
2019	58.88%
2020	57.67%
January - September 2021	55.98%
October 2021	54.32%
November 2021	54.60%
December 2021	55.10%

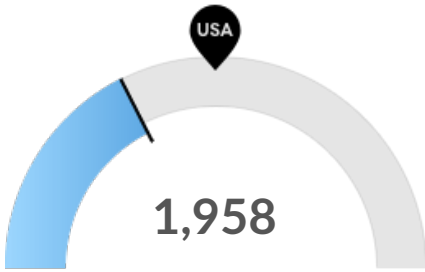
## Unemployment Rate Trends

Bayfield County, WI had a December 2021 unemployment rate of 3.74%, decreasing from 6.74% 5 years before.



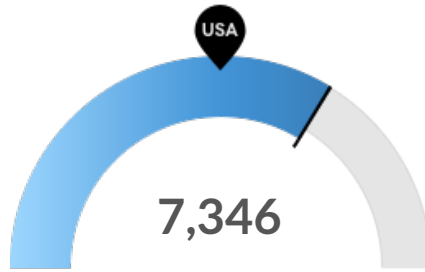
Timeframe	Unemployment Rate
2016	6.74%
2017	5.18%
2018	4.90%
2019	5.48%
2020	9.21%
January - September 2021	6.66%
October 2021	3.09%
November 2021	2.97%
December 2021	3.74%

## Population Characteristics



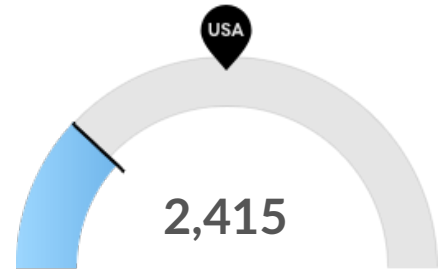
Millennials

Bayfield County, WI has 1,958 millennials (ages 25-39). The national average for an area this size is 3,141.



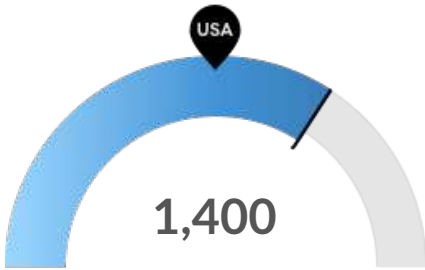
Retiring Soon

Retirement risk is high in Bayfield County, WI. The national average for an area this size is 4,536 people 55 or older, while there are 7,346 here.



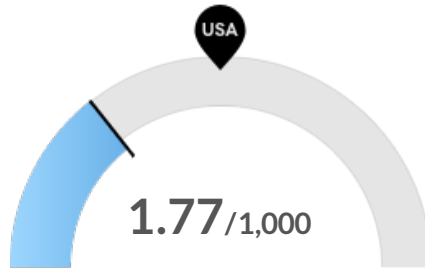
Racial Diversity

Racial diversity is low in Bayfield County, WI. The national average for an area this size is 6,139 racially diverse people, while there are 2,415 here.



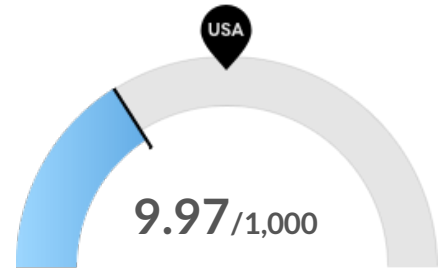
Veterans

Bayfield County, WI has 1,400 veterans. The national average for an area this size is 842.



Violent Crime

Bayfield County, WI has 1.77 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

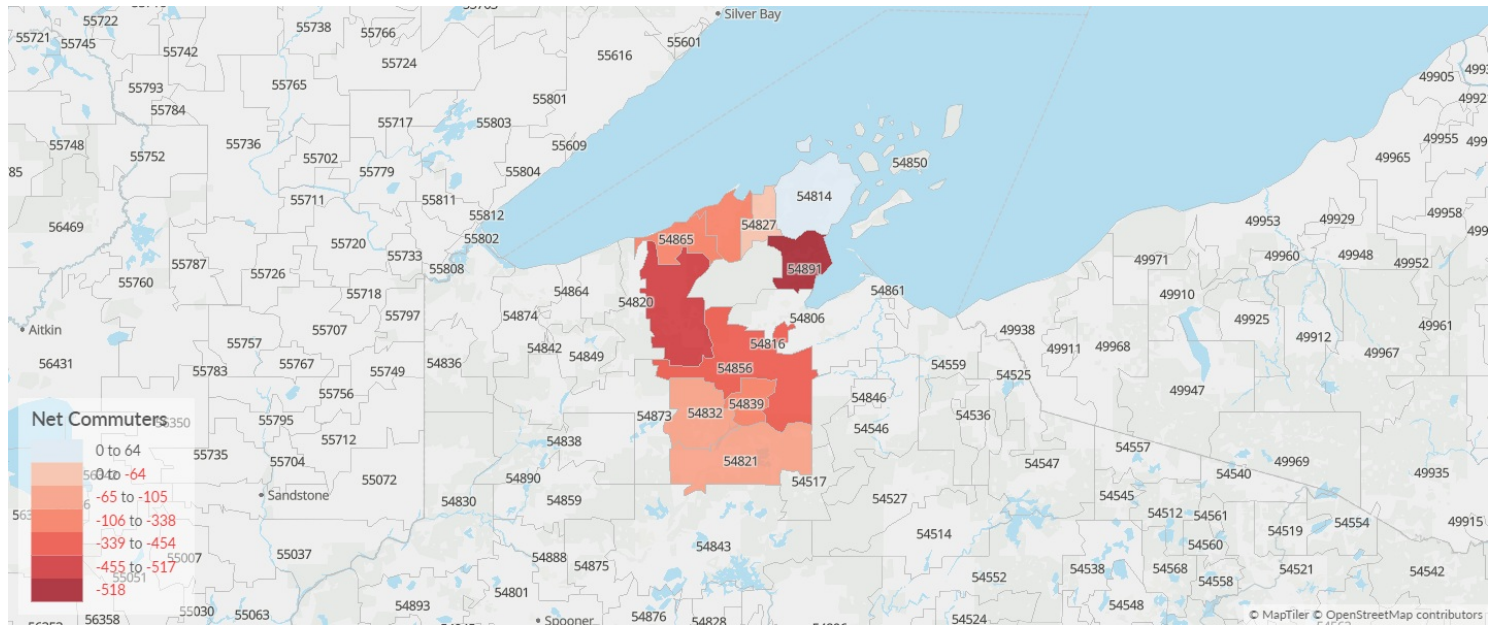


Property Crime

Bayfield County, WI has 9.97 property crimes per 1,000 people. The national rate is 17.91 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	2021 Employment
54814	Bayfield, WI (in Bayfield...)	1,311
54891	Washburn, WI (in Bayfie...)	1,129
54847	Iron River, WI (in Bayfie...)	915
54821	Cable, WI (in Bayfield c...)	550
54856	Mason, WI (in Bayfield ...)	375

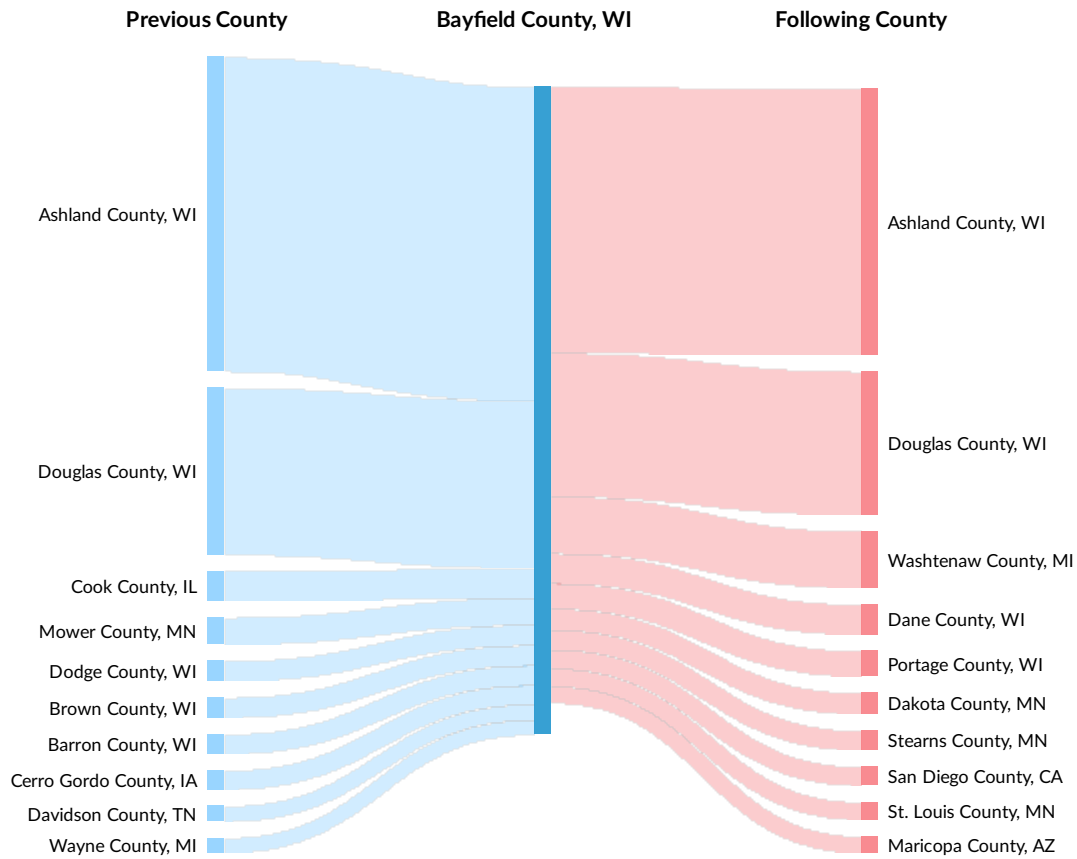
### Where Talent Lives

ZIP	Name	2021 Workers
54891	Washburn, WI (in Bayfie...)	1,647
54847	Iron River, WI (in Bayfie...)	1,370
54814	Bayfield, WI (in Bayfield...)	1,298
54856	Mason, WI (in Bayfield ...)	714
54821	Cable, WI (in Bayfield c...)	633

# 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 2019, 153 people have migrated from Ashland County, WI to Bayfield County, WI. In the same year, 130 people left Bayfield County, WI migrating to Ashland County, WI. The total Net Migration for Bayfield County, WI in 2019 was 100.



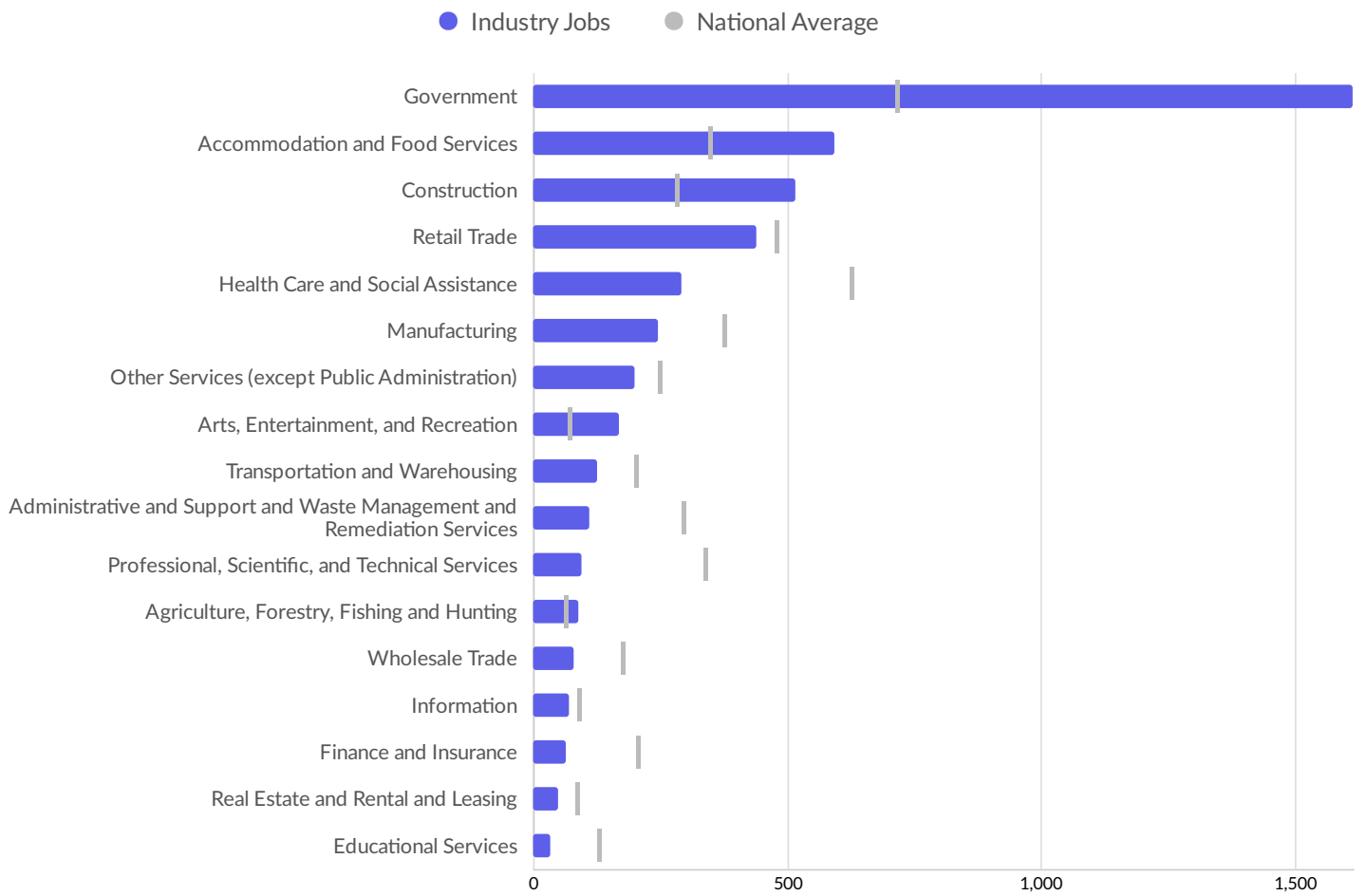
Top Previous Counties	Migrations
Ashland County, WI	153
Douglas County, WI	81
Cook County, IL	15
Mower County, MN	13
Dodge County, WI	10
Brown County, WI	10



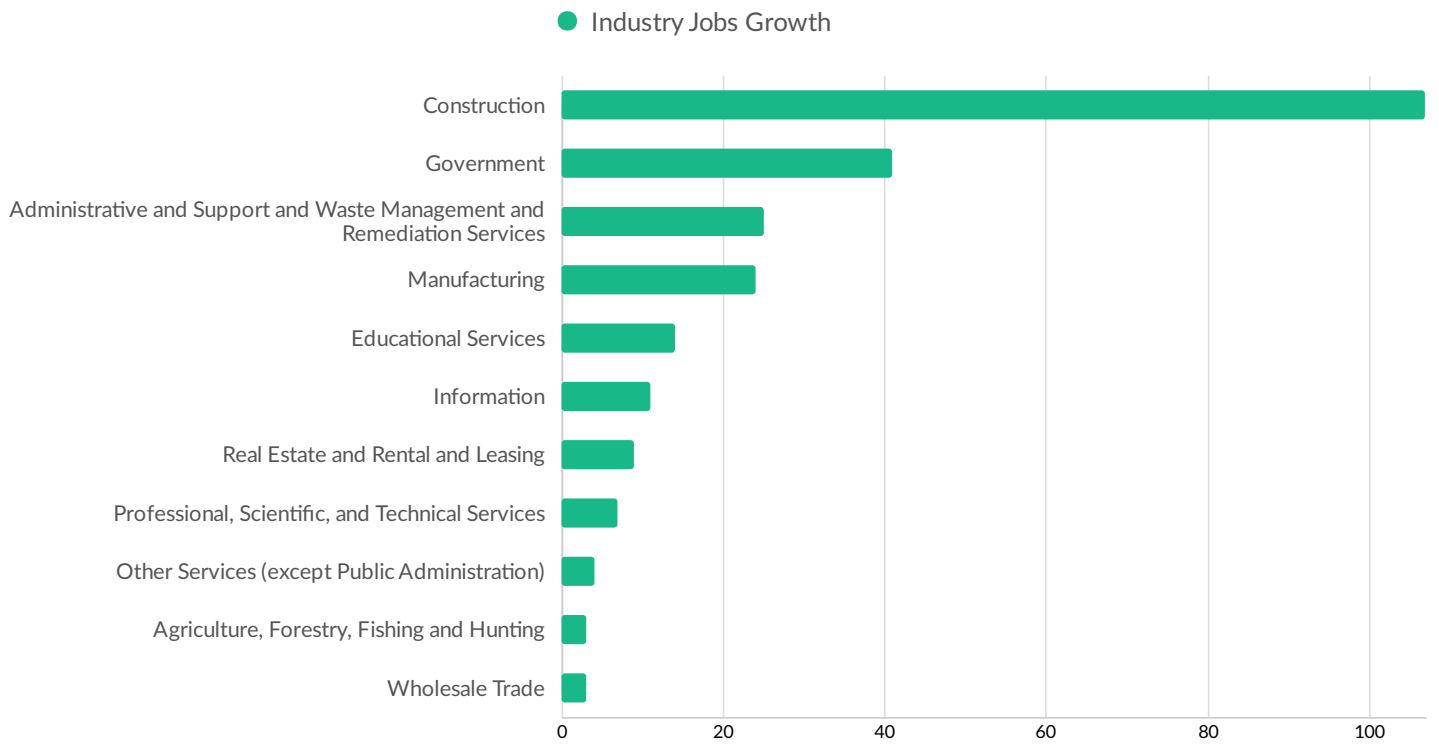
<b>Top Previous Counties</b>	<b>Migrations</b>
Barron County, WI	10
Cerro Gordo County, IA	9
Davidson County, TN	8
Wayne County, MI	7
Outagamie County, WI	7
Benzie County, MI	7
St. Louis County, MN	7
Eau Claire County, WI	6
Hennepin County, MN	6
<b>Top Following Counties</b>	<b>Migrations</b>
Ashland County, WI	130
Douglas County, WI	70
Washtenaw County, MI	28
Dane County, WI	15
Portage County, WI	12
Dakota County, MN	10
Stearns County, MN	10
San Diego County, CA	9
St. Louis County, MN	9
Maricopa County, AZ	8
Arapahoe County, CO	8
Chelan County, WA	8
Hennepin County, MN	7
Adams County, WI	7
Jackson County, IA	7

# Industry Characteristics

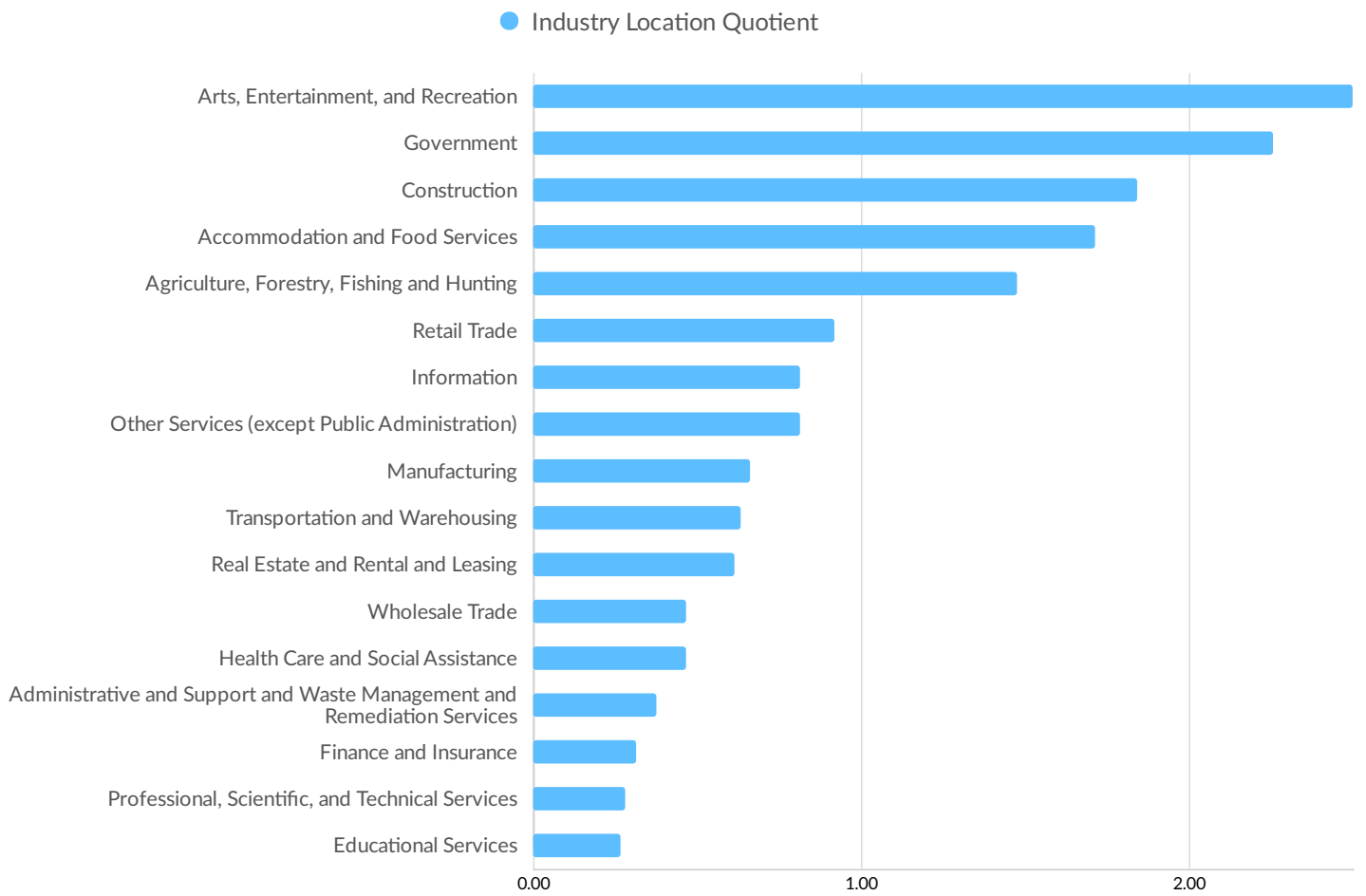
## Largest Industries



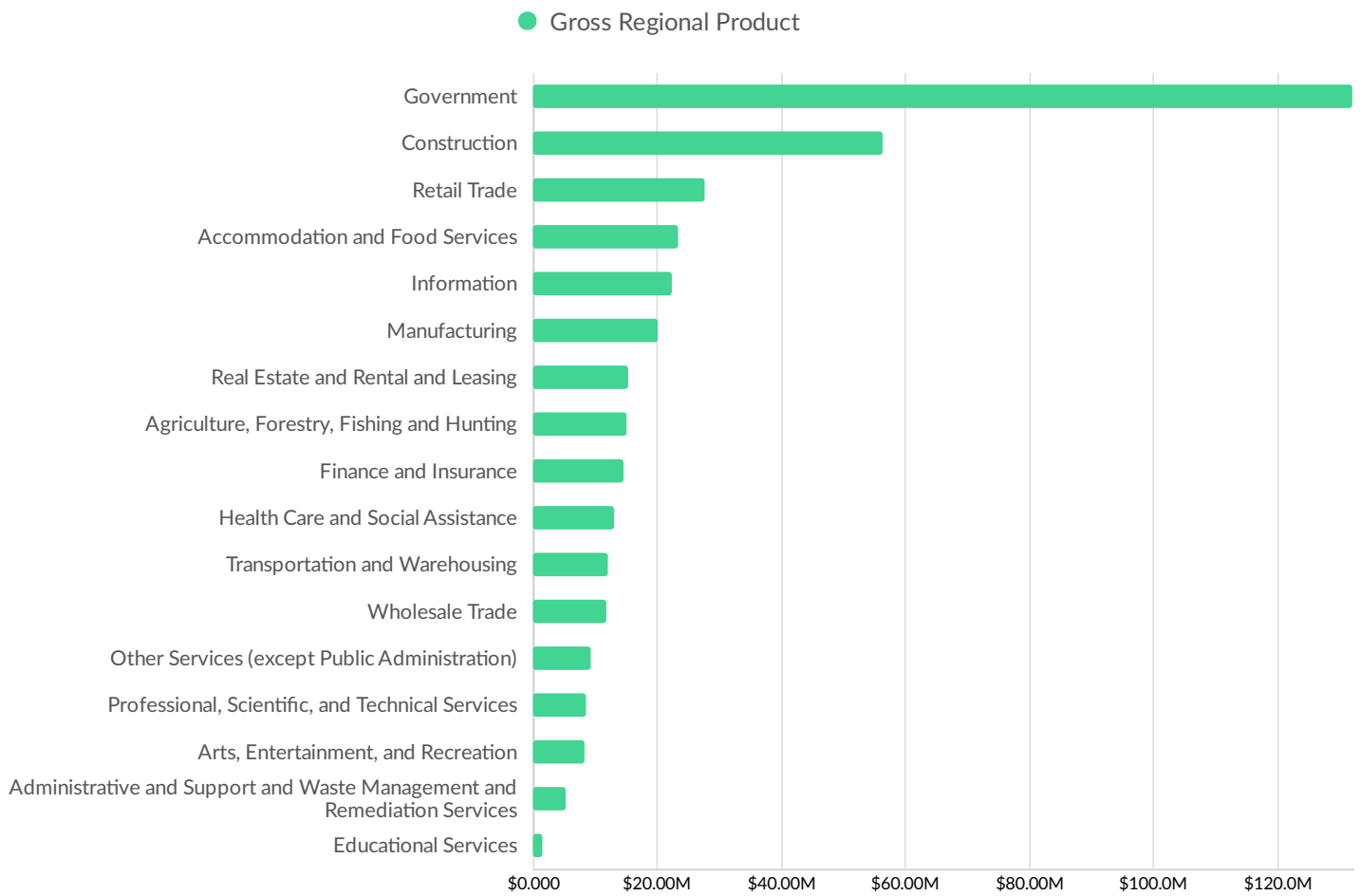
## Top Growing Industries



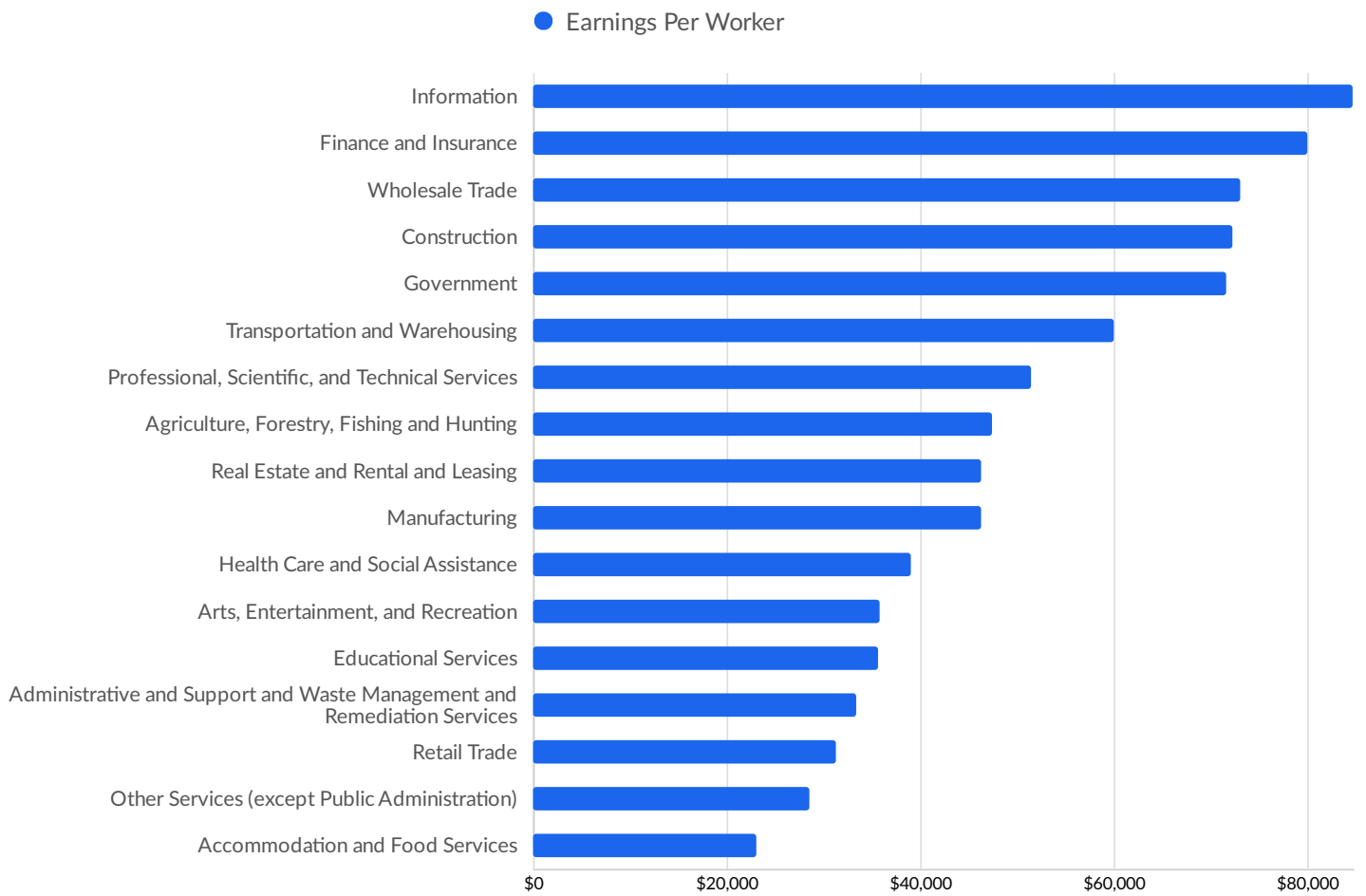
## Top Industry Location Quotient



## Top Industry GRP



## Top Industry Earnings



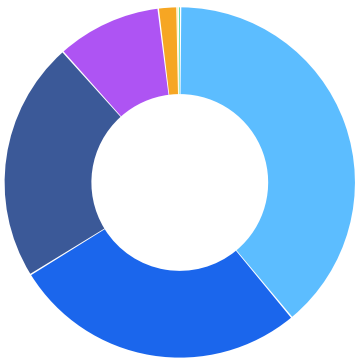
## Business Characteristics

### 1,157 Companies Employ Your Workers

Online profiles for your workers mention 1,157 companies as employers, with the top 10 appearing below. In the last 12 months, 144 companies in Bayfield County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Norvado	24 	Bayfield County	34 
Northlakes Community Clinic	22 	Genesis Healthcare	15 
Memorial Medical Center	18 	Festival Foods	14 
Northland College	18 	Applebee's	10 
Ashland High School	12 	Forest Service	9 
Drummond Area School District	12 	Monarch&Co International	9 
Washburn School District	11 	Northlakes Community Clinic	9 
Wisconsin Indianhead Technical...	11 	Humana	8 
School District Of Ashland	10 	C.R. England	7 
Essentia Health	9 	Fleet Farm	7 

## Business Size



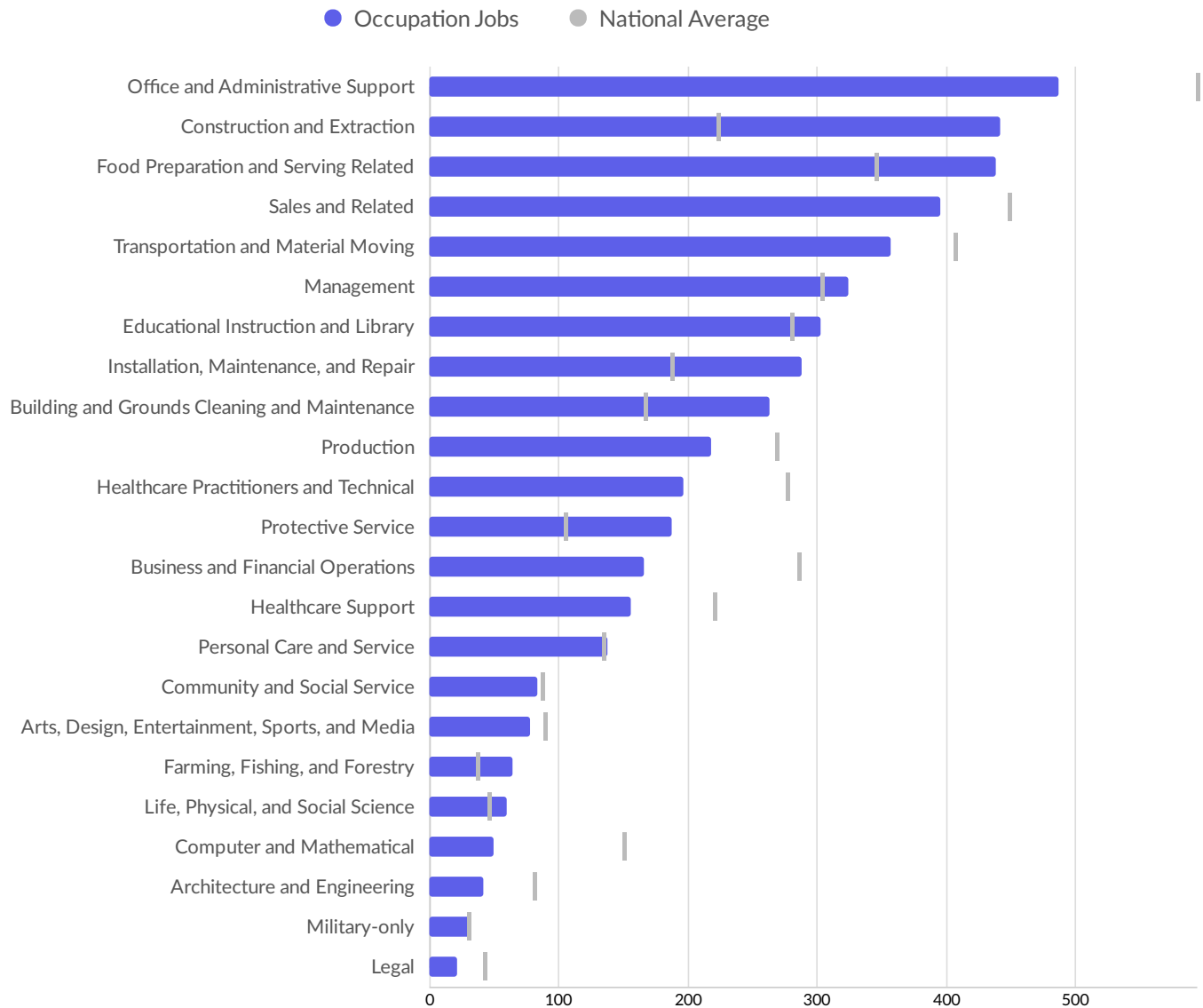
	Percentage	Business Count
1 to 4 employees	38.9%	363
5 to 9 employees	27.2%	254
10 to 19 employees	22.2%	207
20 to 49 employees	9.6%	90
50 to 99 employees	1.7%	16
100 to 249 employees	0.1%	1
250 to 499 employees	0.2%	2

*\*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.*

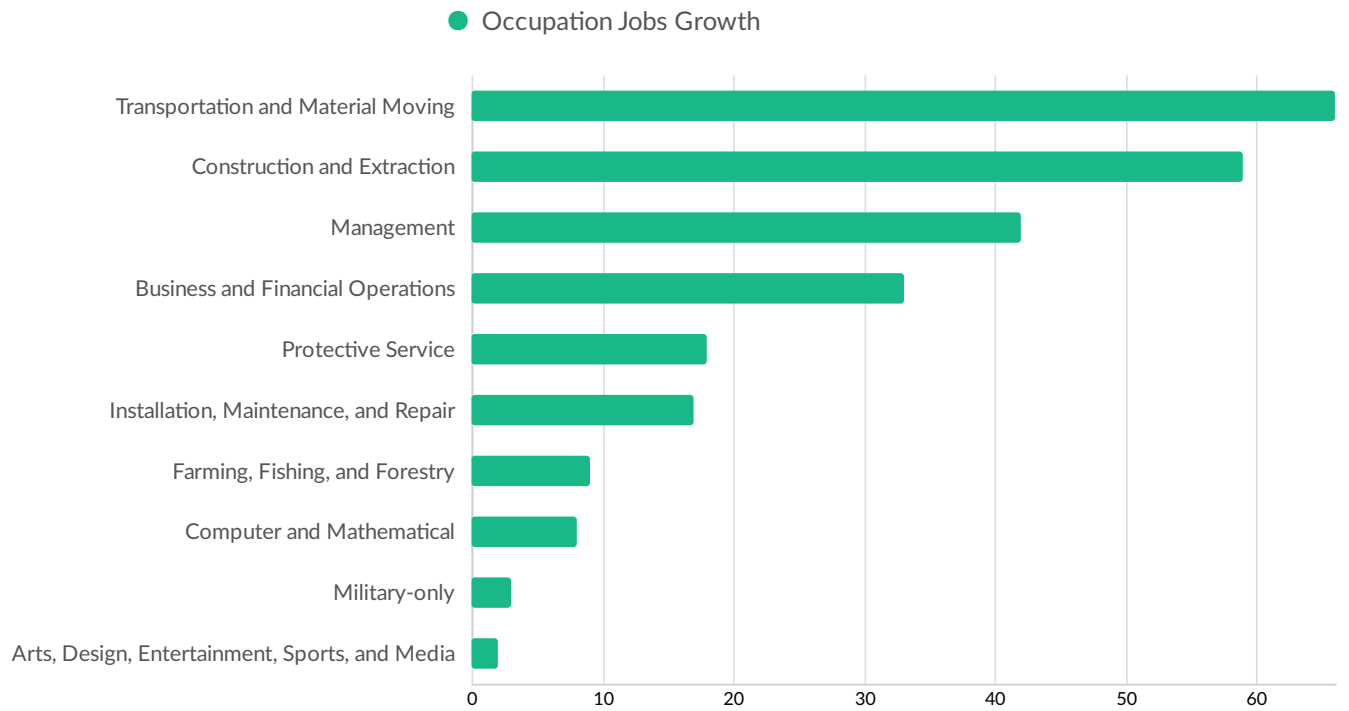


# Workforce Characteristics

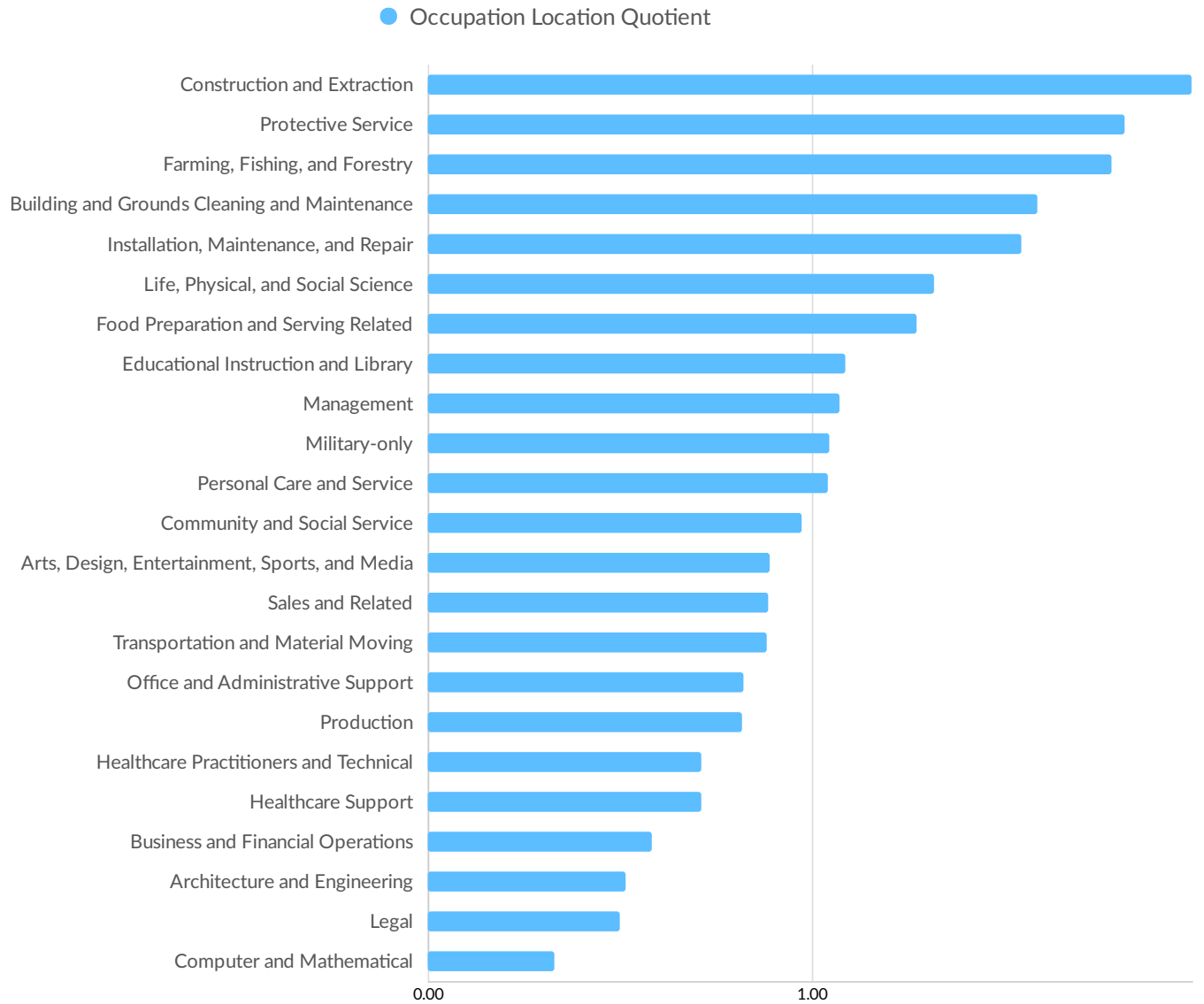
## Largest Occupations



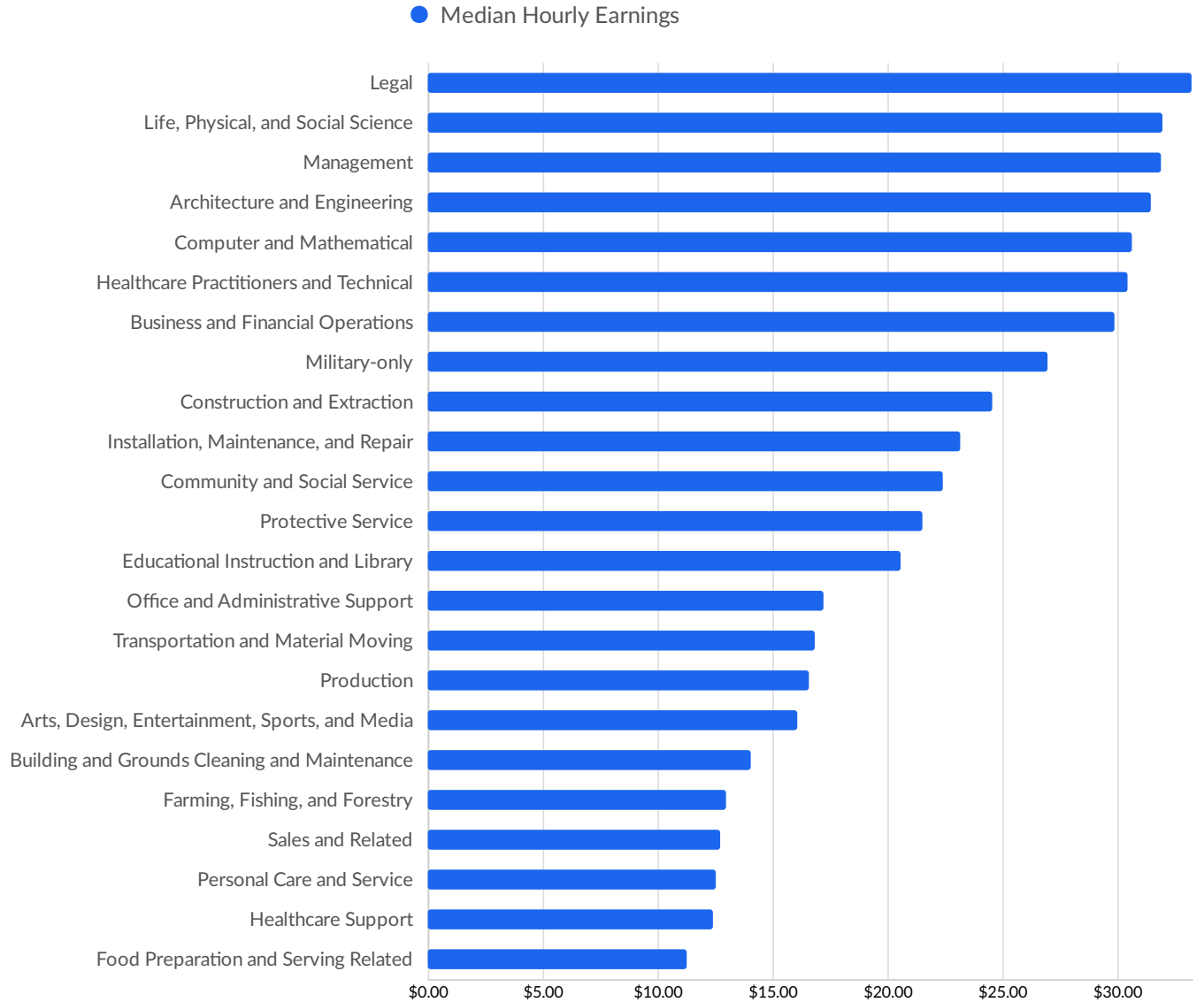
## Top Growing Occupations



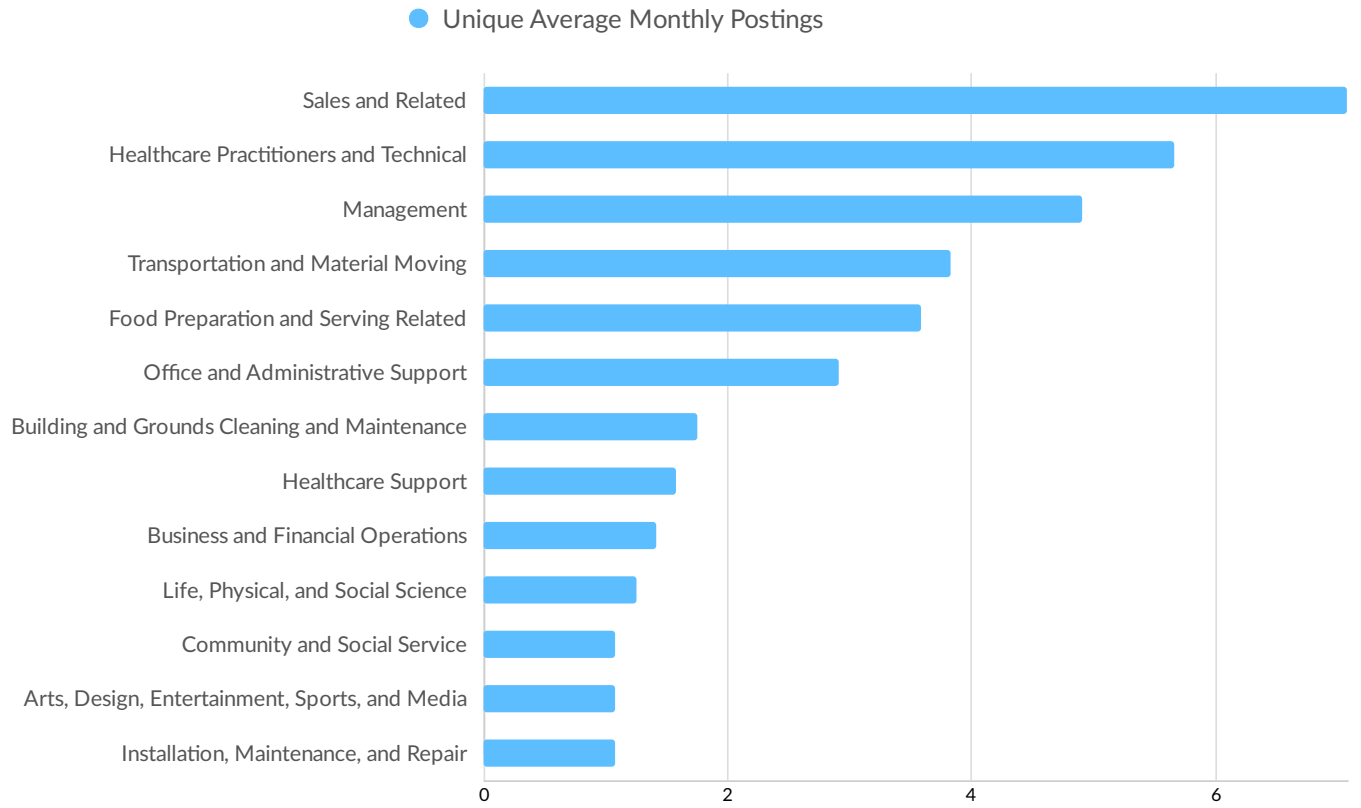
## Top Occupation Location Quotient



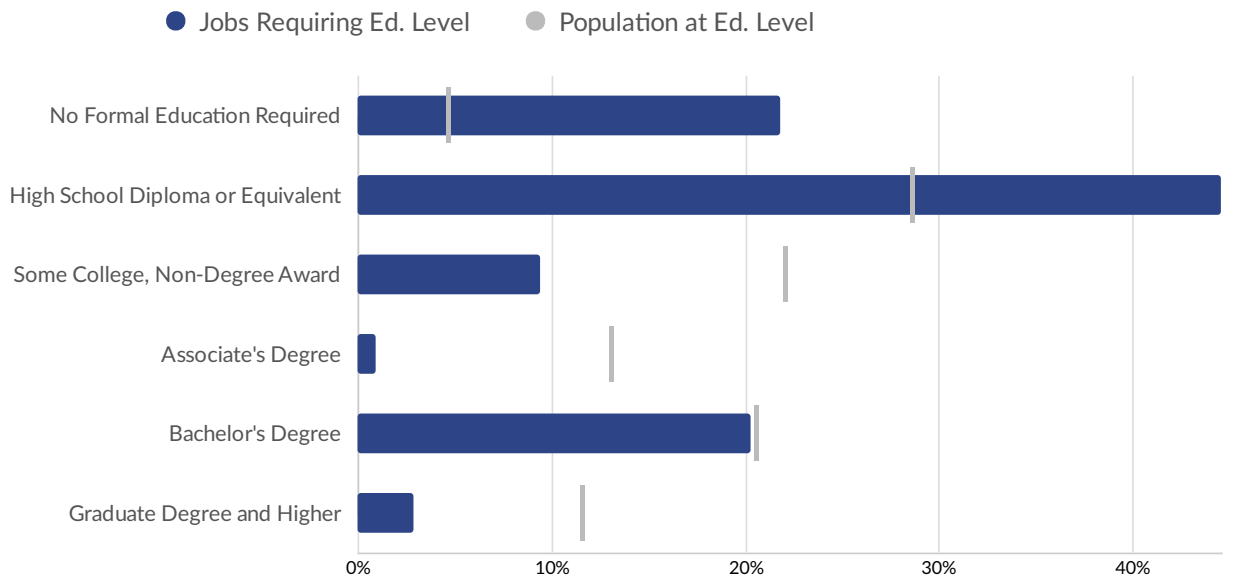
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

