

Bayfield County

2025 WORKFORCE PROFILE



State Narrative for County Profiles

Wisconsin's labor market experienced a strong year in 2024. Employment reached record levels, inflation appeared on the wane, and interest rates are accommodating a largely reconstructed supply chain. In addition, real wages turned positive, and consumer spending was robust.

The primary challenge still facing the future economic construct is the labor quantity challenge and its broader economic impacts.

Wisconsin Jobs

The 2024 employment picture was favorable for Wisconsin, reaching new records in December at 3,076,500. The state's low unemployment rates were also noteworthy registering 3.0% or below the entire year. Although setting new records is always a good sign, new highs in employment would be expected through new expansionary economic periods.

Total non-farm employment also reached new highs, climbing through the year to peak in August at a seasonally adjusted basis of 3,048,000 and consolidating high levels through the remainder of the year, ending in December at 3,042,100. That marks a 1.6% increase over the pre-pandemic highs set in December 2019.

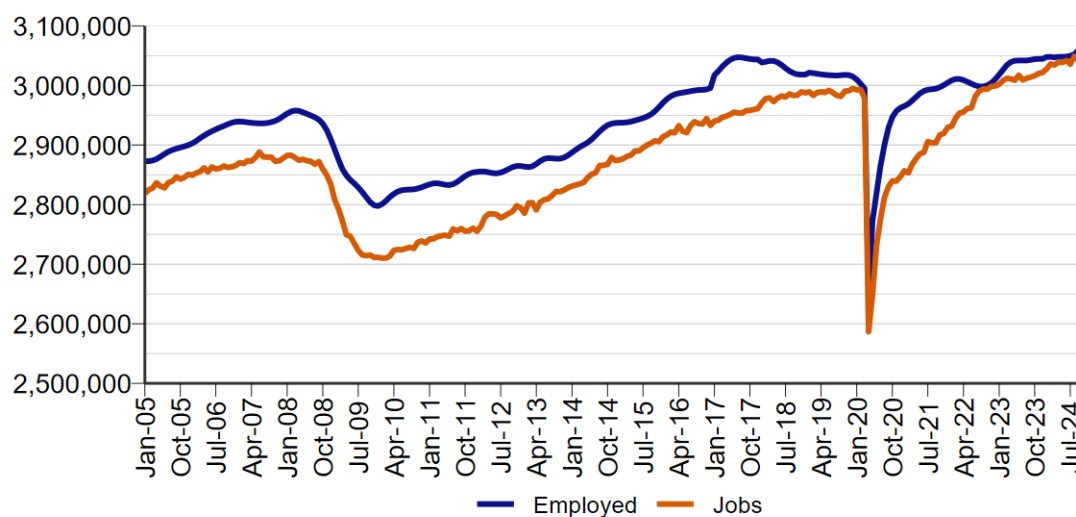


Figure 1: Wisconsin employment and jobs.

Economy

Wisconsin Gross Domestic Product (WGDP) reached new highs in nominal and real dollar terms in 2024¹, at \$456 billion or \$357 billion in real 2017 dollars. After a slower recovery coming out of the COVID-19 recession, Wisconsin's GDP growth rate has mimicked that of the country.

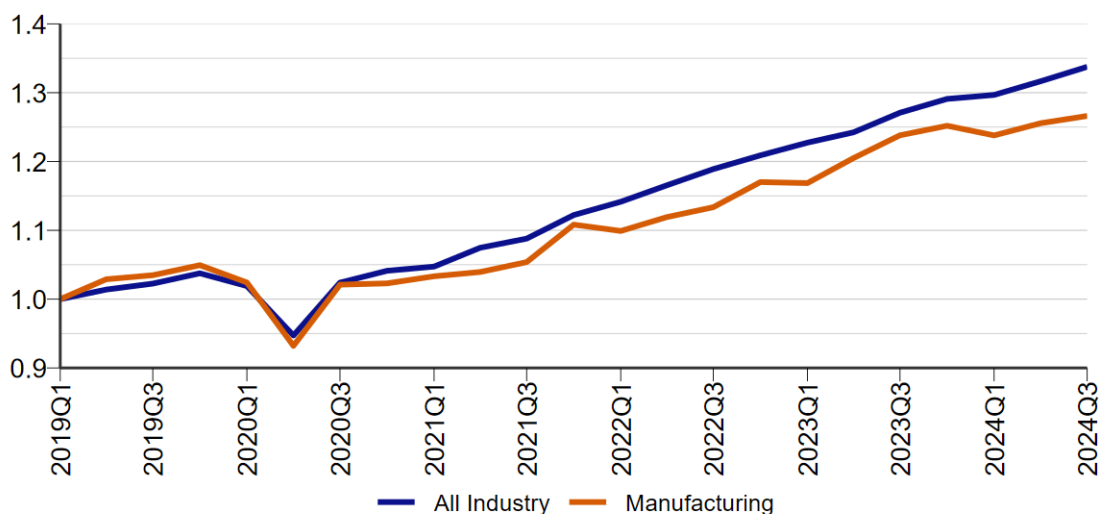


Figure 2: GDP growth index (2019Q1 = 100).

Many industry sectors were vibrant. Construction industry jobs hit new records, surpassing 140,000. Healthcare jobs also set new highs at 324,200. The leisure and hospitality sector recovered almost all the nearly 50% loss of jobs experienced during the COVID-19 recession, finishing with 285,200 jobs. Manufacturing jobs rose above 2023 levels to 481,200, but have not yet returned to pre-Covid19 levels.

Wisconsin ranks first in the number of manufacturing jobs per government job and second in manufacturing jobs share of total jobs. However, state-level manufacturing output was relatively weak against overall economic output. Two of the state's primary manufacturing industries, fabricated metal and machinery manufacturing, lost jobs through 2024. Fabricated metal manufacturing jobs peaked in July 2019, before the COVID-19 recession at 79,400 jobs, and ended 2024 with 74,300. Machinery manufacturing peaked in early 2023 with 68,800 jobs and finished 2024 with 67,200.

¹Third quarter 2024 is latest data available.

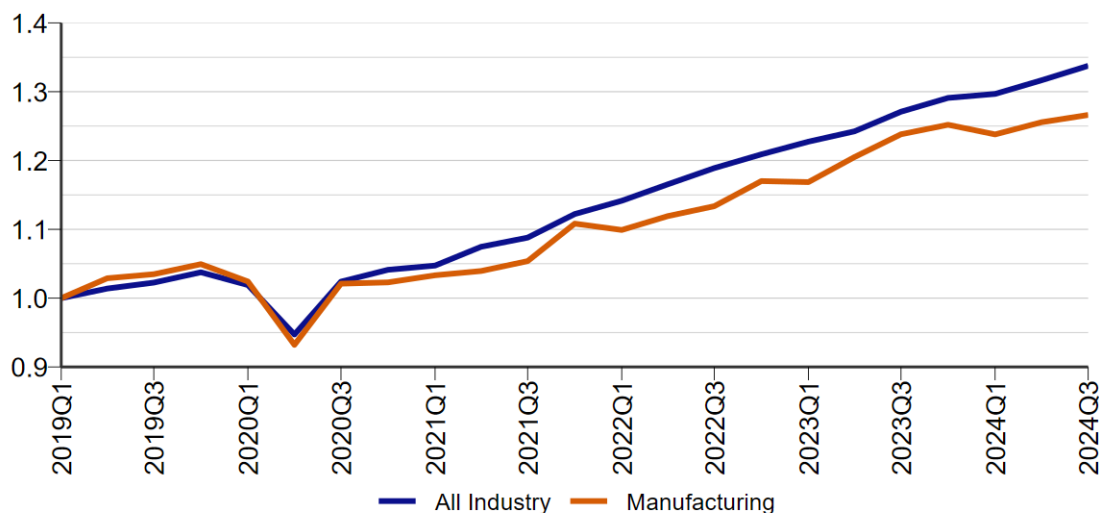


Figure 3: Wisconsin all industry v manufacturing growth (2019Q1 = 100).

While the durable goods manufacturing sector saw declines, non-durable goods manufacturing in Wisconsin has made headway. Jobs in the non-durables industries have increased since the pre-Covid high of 198,600 in July of 2019, to 201,000 in December 2024. Most of that has occurred in the food processing industry.

Labor Quantity Challenges

Employers continue to express challenges finding workers. This situation is being felt in all industries and most occupations – locally, regionally, and globally. Even China is experiencing population and workforce declines. Industries that are showing steady job growth, such as construction and healthcare, are limited by the number of workers available for positions.

As noted in studies dating back to 2000, there are not sufficient numbers of young workers to fill the jobs being vacated by the generation of baby boomers and the increased demand for workers associated with economic growth. The number of workers entering the labor market is essentially the same as the boomers exiting. A growing economy necessitates an increasing labor force or at least a more productive one. Wisconsin's labor force growth has remained close to zero.

The new high in Wisconsin's labor force reached in December 2024 of 3,170,300 is only 0.63% above the previous high in July 2017 and only 0.83% above the peak before that in June of 2009. That amounts to an annual average labor force growth rate of 0.08% per year, or about zero over 15 years.

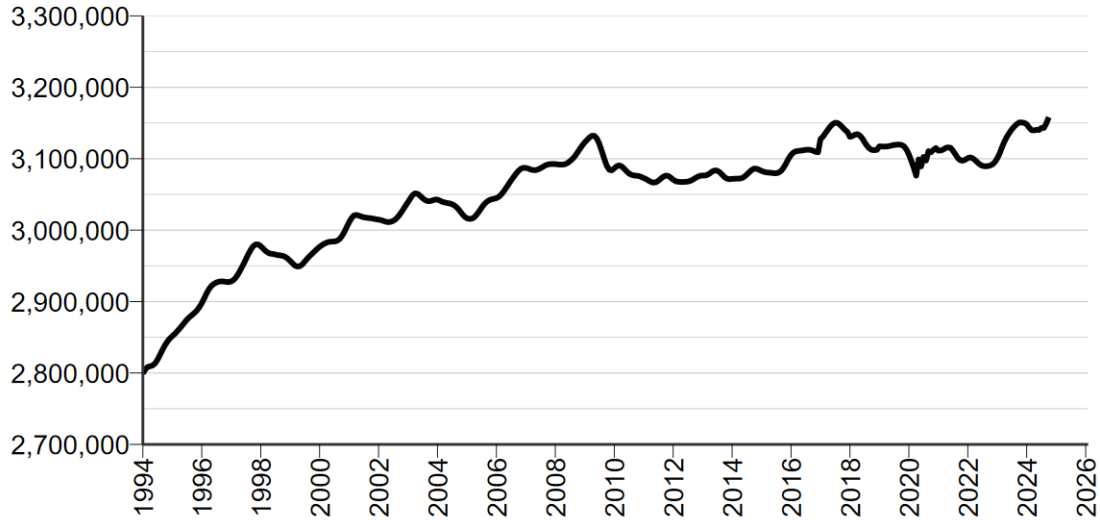


Figure 4: Wisconsin labor force.

This shift has long been anticipated and is well documented. The front edge of the baby boomers turned 63 years old in 2009. By 2024, the back edge of the boomers (those born in 1964) were 60 years old. And while the labor force participation rates of workers 65 and older has increased since the 1990s, the remaining tenure of the boomers is short.

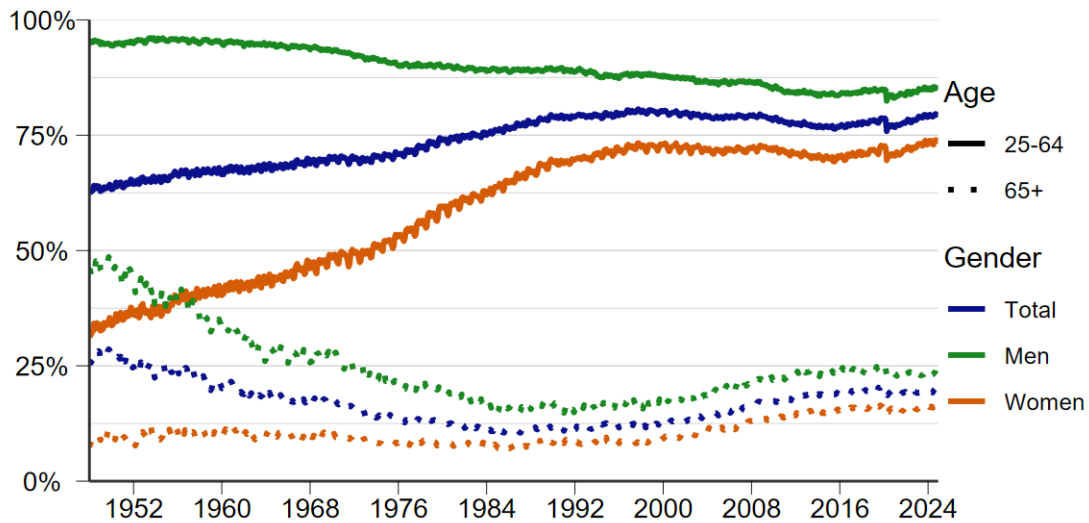


Figure 5: US labor force participation rate.

Below is a graph of Wisconsin's population and labor force projected out to 2040 based on the latest information from the Wisconsin Department of Administration Demographic Services. On a decennial basis, Wisconsin's population has already peaked. This suggests that the workforce will not experience substantial growth moving forward.

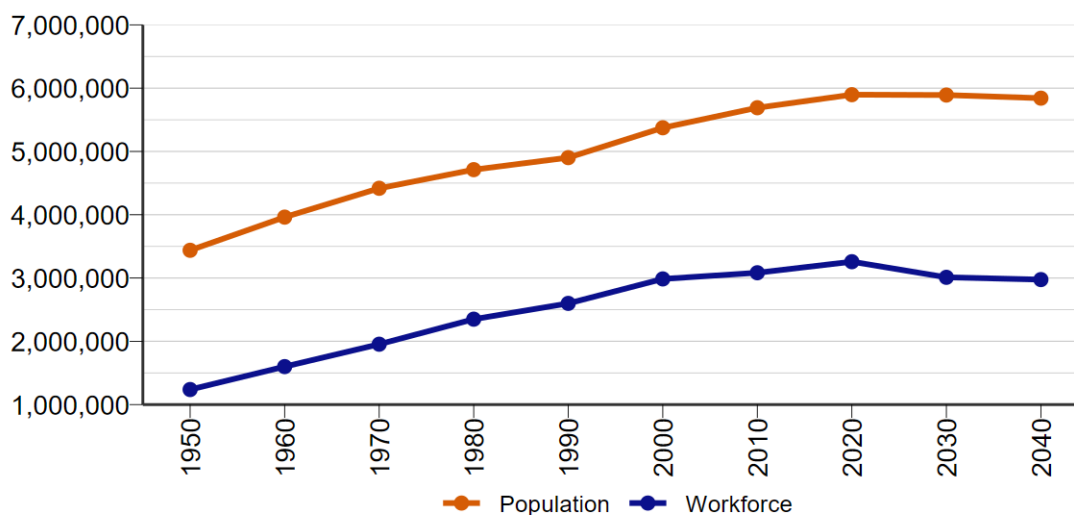


Figure 6: Wisconsin population and workforce projections.

While the overall situation has been realized for some time, the actual quantity of the shortfall has been undetermined until now. Staff at the Wisconsin Department of Workforce Development's Office of Economic Advisors estimate that by 2031, the state could face a labor shortage exceeding 241,000 workers. (See Labor Supply Projections for Wisconsin 2020 – 2040, Winters, Kaur, and Otis, [Labor Supply Projections for Wisconsin](#)).

New Construct

Human resource constraints affect the entire economic construct. As one of the three primary components of economic inputs – along with natural resources and capital – a compromise in the abundance of labor permeates the economy. Having never encountered a labor constraint before, it needs to be noted – old models and old policies do not apply.

Moreover, the labor quantity challenge is a macroeconomic phenomenon. It cannot be remedied with microeconomic solutions. Microeconomic attraction and retention incentives of higher wages, better benefits, early exposure, and more are, at best, short-term and limited symptom remedies.

Jobs will go unfilled. Macroeconomic solutions to the challenge include:

1. A workable immigration policy
2. Reducing barriers to employment (see [2023 Wisconsin County Profiles](#))
3. Expanding trade
4. Technology infusion

Altering a fundamental input of the macroeconomic construct will impact all sectors. The limited and shifting human resource segment will alter income streams, change demand for goods and services, and affect the provision of public goods and services.

Wisconsin's economic health and vigor has been illustrated in the employment and jobs data. However, record low unemployment rates signify two usually unassociated yet coupled performance indicators. On the one hand, low unemployment rates indicate an engaged labor force – a relatively large numerator. On the other hand, in today's environment, low unemployment rates indicate a scarce labor force – a relatively small denominator.

This is an unprecedented situation – and it is not likely to resolve itself quickly.

Yet to be explored are how the limited labor pool and aging population effects other critical economic drivers, such as personal income, as a significant portion of the population (Baby Boomers) shifts to transfer payments that are fixed in real dollar terms, housing stock, dependency ratios, and fiscal balances.

One major unknown on the horizon are the effects that Artificial Intelligence (AI) will have on the future of economic and workforce development. The Governor's Task Force on Workforce and Artificial Intelligence Advisory Action Plan (dwd.wisconsin.gov/ai-taskforce/pdf/ai-advisory-action-plan.pdf) outlines some of the expected effects of AI. For example, the chart below sheds some light on the extent that occupations may be affected by AI.

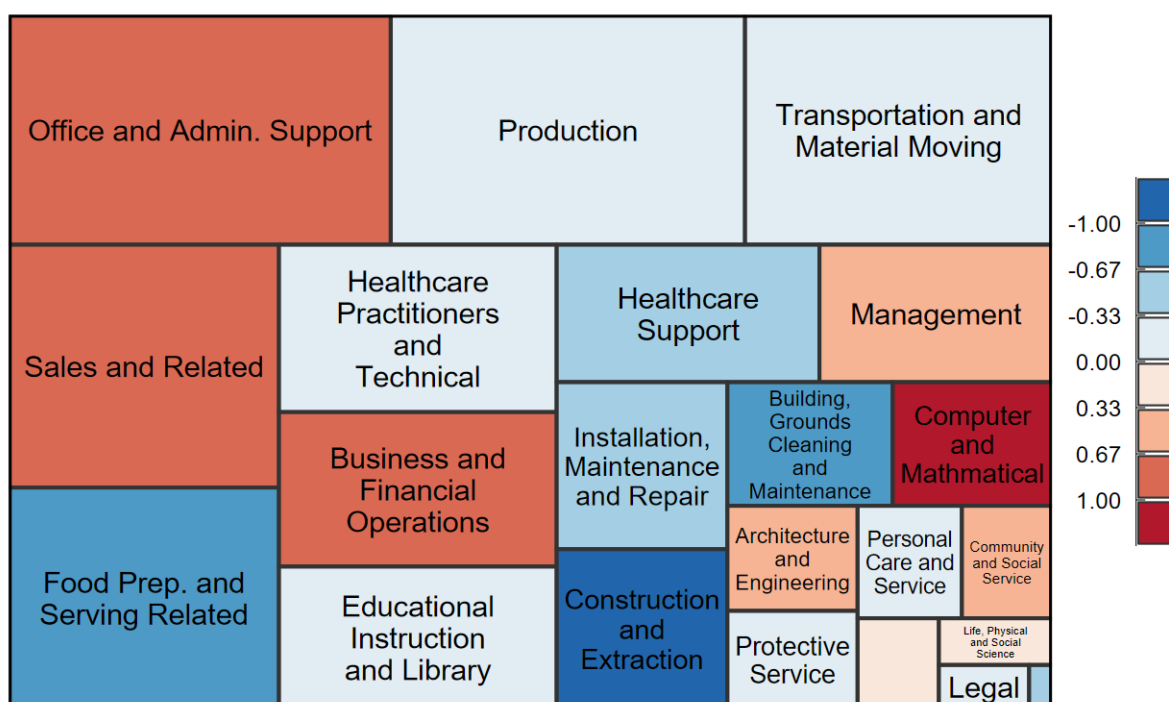


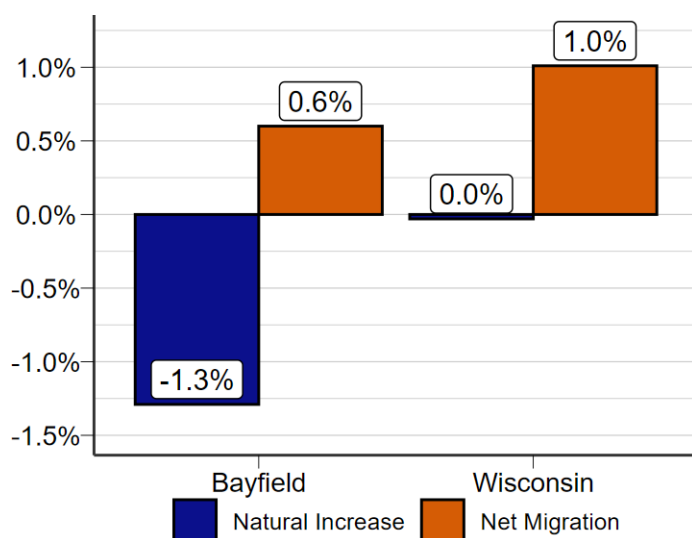
Figure 7: AI exposure per occupation group by number employed.

Fundamental changes are in store for Wisconsin's economy due primarily to two new influencers: workforce constraints and artificial intelligence technology. The degree to how each will affect the other and the whole is yet to be determined.

Population and Demographics

	2020 Census	2023 Final Estimate	Numeric Change	Percent Change
Washburn, City	2,051	1,986	-65	-3.2%
Russell, Town	1,553	1,557	4	0.3%
Iron River, Town	1,240	1,224	-16	-1.3%
Cable, Town	853	859	6	0.7%
Barnes, Town	823	816	-7	-0.8%
Bayfield, Town	787	787	0	0.0%
Barksdale, Town	745	734	-11	-1.5%
Eileen, Town	722	711	-11	-1.5%
Bayfield, City	584	574	-10	-1.7%
Oulu, Town	560	560	0	0.0%
Bayfield, County	16,220	16,108	-112	-0.7%
Wisconsin, State	5,893,718	5,951,400	57,682	1.0%

Bayfield County is the 62nd most populous county in Wisconsin with 16,108 residents. It is also the 64th fastest-growing county in the state. From 2020 to 2023, the population changed by -0.7%, compared to the 1.0% change in Wisconsin. Bayfield County saw its population peak in 1920 at 17,201. The City of Washburn saw its population peak in 1910 at 3,830.



Components of Population Change

Population change is driven by natural increase and migration. Natural population increase occurs when there are more births than deaths, while migration increases when more people move into the county than leave. Natural increase is primarily influenced by the population's age structure, while migration has a more immediate and actionable impact on the county labor force.

Figure 8: Source: WI Department of Administration.

The fastest-growing municipality in Bayfield County is the Town of Cable, which added 6 people, for a 0.7% growth rate.

Bayfield County's population growth in terms of natural increase was -1.3%, ranking 54th in the state. Net migration was 0.6%, ranking 46th in the state.

According to data gathered by Wisconsin's Department of Health Services, there were 118 births in Bayfield County. The county's fertility rate (births per 1,000 women ages 15–44) in 2022 was 54.8, which rated 47th highest out of Wisconsin's 72 counties. In 2022, Wisconsin's fertility rate

was 54.2 and the United States' was 56.0. As a comparison, the rate for the county was 57.1, the state's was 62.3 and the United States' was 64.7 in 2010.

Bayfield County's 0-5 age population in 2022 was 4.7% of the county's population, compared to Bayfield County's 75 and older population, which was 11.3.

. In 2010, the 0-5 age population was 5.4%, and the 75 and older population was 8.3%.

Bayfield County's fertility rate has been low for a long time. The baby boomer generation is currently aged 60 to 78. Once the baby boomer generation passes on, Bayfield County's population will be lower and will have a harder time rebounding, because its number of births has decreased over time. Migration from outside the county must accelerate to stabilize the population.

Population Projections

	2020	2030	2040	2050	2020-2050 Population Change
Bayfield	16,220	16,265	15,905	15,735	-3.0%
Wisconsin	5,893,718	5,890,915	5,841,620	5,710,120	-3.1%

Source: Demographic Services Center, Wisconsin Department of Administration.

The recently released Wisconsin population projections show a decrease of Bayfield County's total population of 3.0% from 2020 to 2050. The 0-19 age group is projected to increase by 2.9%, the 20-69 age group is projected to decrease by 11.6%, and the 70 and older age group is projected to increase by 0.2%. Comparing Bayfield County's numbers to Wisconsin's, the projected decrease in Wisconsin's overall population from 2020-2050 is 3.1%. The 0-19 age group in Wisconsin is projected to decrease by 13.4%. Its 20-69 age group is projected to decrease by 7.4%. The population of 70 and older in Wisconsin is projected to increase by 40.6%.

Employment by Industry

	2023 Avg Monthly Employment	5-year Change	5-year % Change	% of Total Employment
Total, All Industries	4,056	-135	-3.2%	100.0%
Leisure and Hospitality	984	-41	-4.0%	24.3%
Education and Health Services	828	-91	-9.9%	20.4%
Public Administration	638	12	1.9%	15.7%
Trade, Transportation, and Utilities	624	-51	-7.6%	15.4%
Construction	315	-3	-0.9%	7.8%
Manufacturing	232	19	8.9%	5.7%
Financial Activities	115	4	3.6%	2.8%
Professional and Business Services	90	-27	-23.1%	2.2%
Natural Resources and Mining	82	40	95.2%	2.0%
Information	79	15	23.4%	1.9%
Other Services	70	-10	-12.5%	1.7%

Source: Quarterly Census of Employment and Wages, Bureau of Labor Statistics.


Bayfield County employment lost 135 jobs (-3.2%) from 2018 to 2023. Average employment levels were at 4,056 jobs in 2023. The largest industry was leisure and hospitality, accounting for 24.3% of employment in the county in 2023.

From 2018 to 2023, the fastest-growing industry was natural resources and mining, adding 40 jobs for a 95.2% growth rate. Some of the largest employers in Bayfield County include Washburn School District, Northern Lights Healthcare Center, and Legendary Waters Resort and Casino. The Quarterly Workforce Indicators dataset includes age groups of workers by industries at the county level. The share of 65 and older workers in the leisure and hospitality industry was 7.2% in 2018 vs 9.9% in 2023. This increase suggests an increase in retirement in the future.

To maintain current production levels with a shrinking workforce, industries could embrace advancements in artificial intelligence and robotics. Examples of these technologies would be autonomous semi-trucks in the transportation industry, automated robots in the warehouse and manufacturing industries, and digital ordering in the food services industry.

Unemployment

Bayfield County’s monthly average unemployment rate in 2023 was 4.5%, compared to the state’s rate of 3.0%. This ranks the county 67th in terms of the rate of unemployment in 2023. These rates were much lower than the all-time high rates achieved during the 2020 COVID-19 pandemic, which interrupted a long steady decline that began at the end of the Great Recession in 2010. Bayfield County and the nation reached their lowest unemployment rates on record in 2023, while Wisconsin reached its lowest in 2022. Bayfield County’s unemployment rate has a higher degree of variability than the state and nation. A larger share of its businesses temporarily increase employment at certain times of the year, mainly caused by changes in demand for a service or a change in weather. Industries that often have seasonal employment are logging, retail, and tourism.

 **Unemployment Rate**

The unemployment rate is the percentage of people who are not working but actively looking for work compared to the total number of people in the labor force.

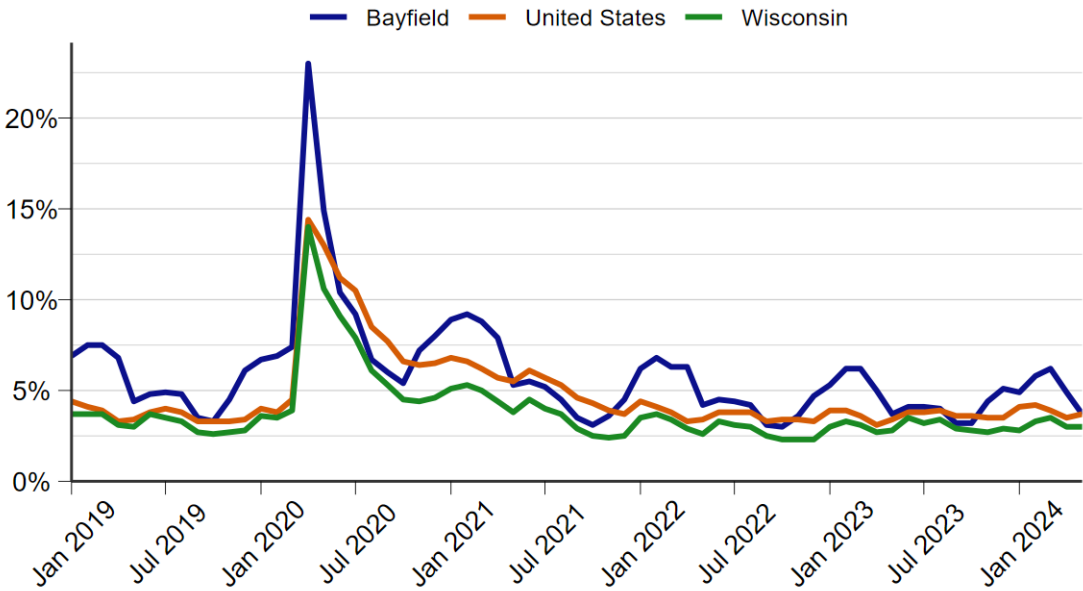


Figure 9: Source: Local Area Unemployment Statistics (LAUS), Bureau of Labor Statistics.

Labor Force Participation

Bayfield County's labor force participation rate (LFPR) was 53.8%, ranking 65th in the state. In recent history, Bayfield County's LFPR has been lower than the state of Wisconsin's. Since Bayfield County's recent high of 66.7% in 2001, the gap between the county and the state has widened to 11.5 percentage points, 65.3% (WI), and 53.8% (Bayfield). The main reason for this divergence is the aging of the Bayfield population. The LFPR includes the number of people aged 16 and older working or looking for work. Most workers retire in their 60's. In recent years, the baby boomer generation, the largest generation in American history, began to retire causing the LFPR to decrease dramatically. The share of the Bayfield County population in 2002 that was 65 and older was 17%, in 2022 it was 31%.

Another way to look at this situation is through the Employment-Population Ratio (EMRATIO). The EMRATIO is the proportion of the civilian non-institutional population aged 16 years and over who are employed. It is basically the LFPR but doesn't count the people who are looking for a job. The larger the unemployment rate, the larger the difference is between the two metrics. Bayfield County's EMRATIO was 61.8% in 2002, declining to 51.0% in 2022.

As stated earlier, the share of the population 65 and older was 31% in Bayfield County. That was 5,100 individuals. If the LFPR is to return to the 2001 high of 66.7%, many of those 5,100 will have to be recruited back into the labor force, because the number of youths entering the labor market is not large enough to offset the people retiring.

Labor Force Participation Rate

The labor force participation rate (LFPR) looks at the relative labor resources available and is expressed as the percentage of the civilian noninstitutional population 16 years and older that is working or actively looking for work.

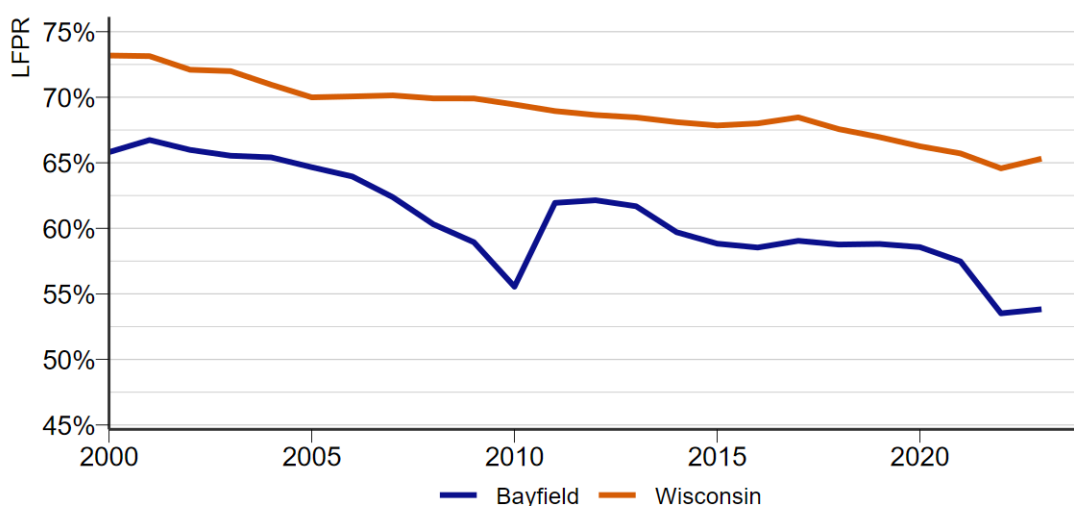


Figure 10: Source: WI Department of Workforce Development Office of Economic Advisors.

AI Impact

Occupation	Employment	% of Total Employment	AI Exposure Index
Cashiers	2,170	3.6%	0.89
Heavy and Tractor-Trailer Truck Drivers	1,560	2.6%	-0.09
Retail Salespersons	1,230	2.1%	0.40
Laborers and Freight, Stock, and Material Movers, Hand	1,180	2.0%	-0.78
Office Clerks, General	1,150	1.9%	1.00
Stockers and Order Fillers	1,150	1.9%	-0.05
Fast Food and Counter Workers	1,130	1.9%	-1.00
Elementary School Teachers, Except Special Education	970	1.6%	0.15
Bartenders	970	1.6%	-0.68
Registered Nurses	920	1.5%	0.04

Source: Governor's Task Force on Workforce and Artificial Intelligence.

AI Exposure

AI exposure, as computed by the Governor's Task Force on Workforce and Artificial Intelligence, is the median value across four different research paper's measures of exposure after normalizing each paper's measure to the same mean and variance. A positive value of AI exposure indicates placement in the top 50% of occupations for AI exposure, with higher values indicating greater exposure to AI. Conversely, negative numbers indicate exposure in the bottom 50%. For more information about AI exposure, refer to The Governor's Task Force on Workforce and Artificial Intelligence Advisory Action Plan (dwd.wisconsin.gov/ai-taskforce/pdf/ai-advisory-action-plan.pdf)

The largest occupation in the Northwest Workforce Development Area (WDA) is cashiers, accounting for 3.6% of the area's employment. According to the best county-level estimates, cashiers are 3.3% of Bayfield County's employment. This occupation has an artificial intelligence (AI) exposure index of 0.89. For context, the occupations with the highest potential AI exposure are bookkeeping, accounting, and auditing clerks, with an AI exposure index of 1.89. It is estimated to be 2.0% of the Bayfield County employment. Another occupation with a high potential AI exposure is general office clerks with an AI exposure index score of 1.00, accounting for 2.8% of Bayfield County's employment.

Industry Employment Projections

	Industry	2022 Employment	2032 Projected Employment	Employment Change 2022-2032	% Change 2022-2032
Highest Percent Growth	Construction	3,322	3,695	373	11.23%
Most Jobs Added	Trade, Transportation, and Utilities	12,804	13,912	1,108	8.65%
Highest Number Employed	Education and Health Services	15,227	15,860	633	4.16%
Total	Total All Industries	75,106	78,912	3,806	5.07%

Source: WI Department of Workforce Development Office of Economic Advisors.

DWD conducts employment projections for Wisconsin's 11 WDAs every two years. Ashland is part of the Northwest WDA, which also includes Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, and Washburn counties. Non-farm employment within Northwest WDA is expected to increase by 3,806 (5.1%), compared to the state's growth rate of 7.1%. In recent decades, Northwest WDA projected industry growth has been lower than the state because Northwest WDA's population growth has been lower than most of Wisconsin and the Northwest WDA population's median age has been higher than much of Wisconsin. The higher the growth rate in the working age population, the higher the employment growth rate when you have an economy where the main limiting factor to growth is a shortage of human capital.

In the Northwest WDA, the construction industry is projected to be the fastest-growing industry, growing 11.2% from 2022 to 2032. This growth rate in the construction industry is slightly higher than the statewide growth rate of 11.1%.

In the Northwest WDA, the trade, transportation, and utilities industry is projected to have the most jobs added, growing by 1,108 jobs from 2022 to 2032. The industry projected to have the most jobs added statewide is the education and health services industry.

The estimated number of self-employed people in Northwest WDA in 2022 was 6,169 and is projected to grow 8.6% to 6,700 in 2032. The Wisconsin projected growth rate for the self-employed is higher at 10.4%

For more information and detailed projections results for both occupations and industries, view Wisconsin's projections page (jobcenterofwisconsin.com/wisconomy/pub/projections).

Occupation Employment Projections

	Occupation	2022 Employment	2032 Projected Employment	Employment Change 2022-2032	% Change 2022-2032
Highest Percent Growth	Architecture and Engineering	837	939	102	12.19%
Lowest Percent Growth	Legal	276	262	-14	-5.07%
Highest Number Employed	Production	8,302	8,351	49	0.59%
Most Jobs Added	Transportation and Material Moving	7,090	7,917	827	11.66%
Total	Total, All	75,106	78,912	3,806	5.07%

Source: WI Department of Workforce Development Office of Economic Advisors.

In the Northwest WDA, architecture and engineering occupations are projected to be the fastest-growing occupations, growing by 12.2% from 2022 to 2032. The occupation projected to be the fastestgrowing in Wisconsin is the computer and mathematical occupation at 17.8%. The second fastest-growing occupation in the Northwest WDA is transportation and material moving occupation at 11.7%, which is also projected to have the most jobs added.

Two useful things not in the occupation employment projections table below are projected total openings and typical education. The Northwest WDA occupation projected to have the most total openings is food preparation and serving occupations with 1,190 total openings. The employment change for food preparation and serving occupations is only projected to increase by 289. An occupation can have a high rate of turnover in employees, as shown in the high number of openings; and have a low growth rate in employment. Total openings include three categories: labor force exits, occupational transfers, and annual growth. For all occupations in the Northwest WDA, labor force exits are projected to be 39.7% of job openings; occupational transfers are projected to be 56.1% of openings; and annual growth is projected to be 4.2% of job openings. Annual growth is lower than the Wisconsin projected rate of 5.9%, and is consistent with the higher projected growth rate in Wisconsin employment of 7.1% versus the Northwest WDA's projected employment growth rate of 5.1%.

When viewing the growth rate of employment based on the typical education required to perform an occupation, 62% of employment growth in the Northwest WDA is in occupations that typically require a high school degree or less. Thirty-eight percent typically require education beyond high school, with 19% typically requiring a bachelor's degree. The projected employment growth at the state level is in occupations that typically require higher levels of education than in the Northwest WDA. 46% of statewide projected employment growth is in occupations with typical education above a high school diploma, and 29% requiring a bachelor's degree.

Aging Population

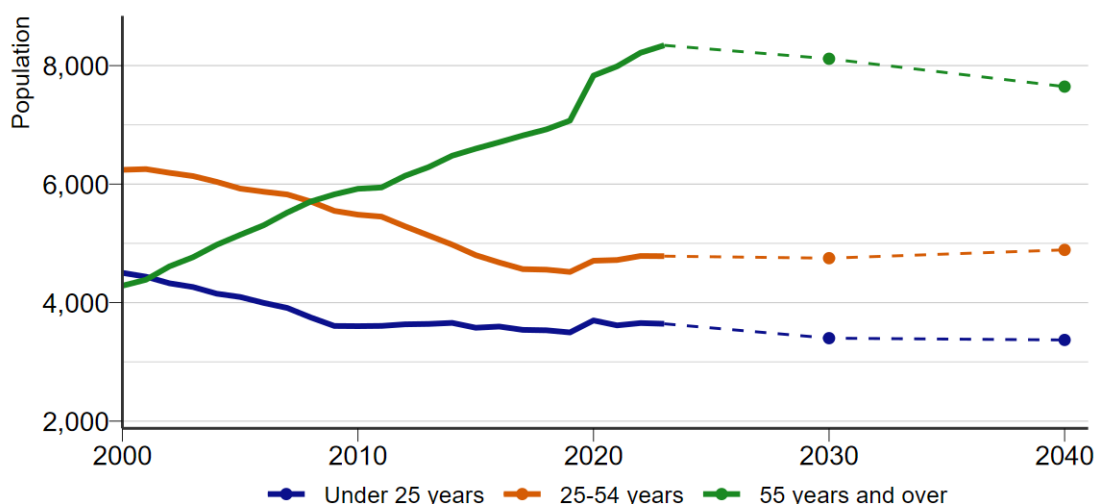


Figure 11: US Census Bureau, Population Estimates Program and WI Department of Administration, Demographic Services Center.

Already mentioned throughout this profile is the aging population within Bayfield County. It is an issue not only in Bayfield County but most of Wisconsin. The above graph shows the change over time of three age groups, the green representing 55 years and over is flat in the early 2000s and then increases dramatically during the remainder of the period. This illustrates the aging of the baby boomer generation. The share of the population age 55 and older was 49.7% in 2023, growing from 41.7% in 2013 and 31.4% in 2003. The cause of such a rapid acceleration in the 55 and over share of the total population is the negative growth of the other two age groups in Bayfield County. The share of the population aged 25 to 54 was 28.5% in 2023, shrinking from 34.1% in 2013, and 40.5% in 2003. Ages 25 through 54 are considered the prime working years, the age group with the highest labor force participation rate. When the share of a community's workforce declines in this age group it makes it challenging to grow the economy in industries that require humans. The share of the population aged under 25 was 21.7% in 2023, shrinking from 24.2% in 2013, and 28.1% in 2003. The under-25 age group are those that will soon be replacing the 55 and over age group when they retire. It will continue to be a challenge to recruit workers to replace retirees since the under-25 year age group is shrinking while at the same time, the 55 and over age group is growing. From 2017 to 2022, the median age in Bayfield County was 53.6, compared to Wisconsin's median age of 39.9, according to the Census Bureau's American Community Survey. Bayfield County's median age ranked 6th oldest in Wisconsin's 72 counties.

Even though Bayfield County's younger population is trending downward, it has a shortage of affordable childcare. A lack of affordable childcare compounds the negative effect that the downward trend in the 25-54 age group has on the growth of the area's workforce. If both parents want to work outside the home, but can't find affordable childcare, then one or both parents must work fewer hours outside the home to be able to watch their children. Not only is a lack of childcare bad for the current economy, but it also disincentivizes future parents from having children early and

often, which reduces the number of young people in Bayfield County. A challenge that the large increase in the number of elderly in Bayfield County creates is the increased need for personal care workers to help take care of them, either in the elder's home or at a nursing home. Both childcare and eldercare are highly physically and emotionally demanding jobs that are important for many people in Bayfield County. It will continue to be a challenge to find workers for these occupations when a worker in these occupations can make as much, if not more, money working at a fast food restaurant or a gas station.

The dashed lines on the aging population graph show the projected populations of the three age groups discussed in the previous paragraph. Two of the three age groups are projected to decline in Bayfield County when comparing years 2020 and 2040. Under 25 is projected to decrease by 229, 25-54 is projected to increase by 195, and 55 and over is projected to decrease by 281. Overall, the total population is projected to decrease by 315. This would be devastating for the county's economy. Companies, that are challenging to automate, would have a hard time finding employees. Demand for local goods and services will greatly decline, some examples would be groceries, haircuts, schools, and energy consumption. The list could go on. The housing market would have an oversupply of structures, leading to many structures becoming abandoned and falling into disrepair. Local road maintenance would be more challenging due to fewer gasoline taxes being collected.

Personal Income

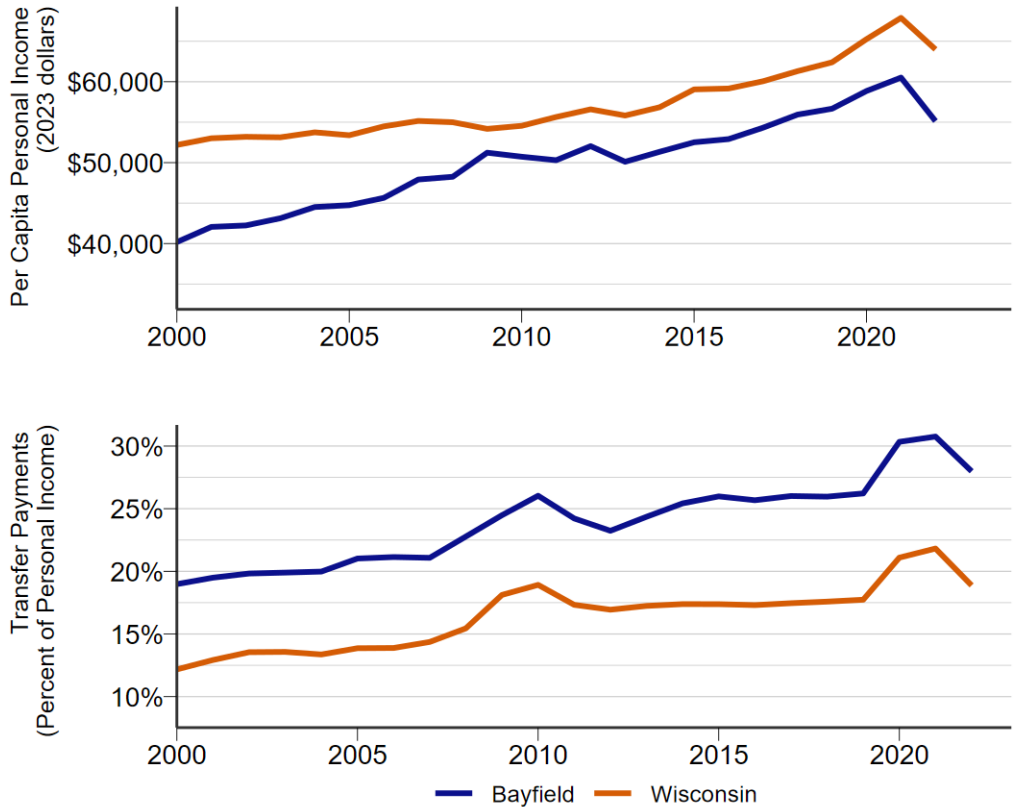


Figure 12: Source: United States Bureau of Economic Analysis.

i Personal Income

Personal income includes income from all sources, such as wages, business income, rental income, investments, and government transfer payments. It excludes capital gains or losses, whether realized or unrealized. All dollar amounts are adjusted for inflation using 2023 dollars.

In the modern world per capita income usually increases over time, even after accounting for inflation. A couple of reasons for this are technological innovation that improves worker efficiency, and a decrease in the number of children as a share of the total population. Children do not work to earn income and don't collect money from public and private retirement accounts. The per capita personal income in Bayfield County was \$55,134 in 2022, compared to the statewide average of \$63,996. The gap between the statewide and Bayfield County average per capita personal income has narrowed over the last 22 years. The gap in 2000 was \$12,001, in 2022 the gap was \$8,861.

In total, 28.0% of that income came from transfer payments as opposed to earned income in 2022. Transfer payments as a share of personal income increases during economic depressions and

recessions, because the number of people working decreases and the number of people collecting government payments such as food stamps and unemployment insurance increases. Transfer payments as a share of personal income in Bayfield County grew faster than the share in Wisconsin because Bayfield County's population has a larger share of older individuals than the statewide population. Therefore, a larger share of Bayfield County's income is retirement income which includes things like private pensions, Social Security, and Medicare. Transfer payments as a share of personal income in Wisconsin grew 6.7 percentage points from 2000 to 2022. In Bayfield County, the share increased 9.0 percentage points during the same period.

Workforce Pipeline

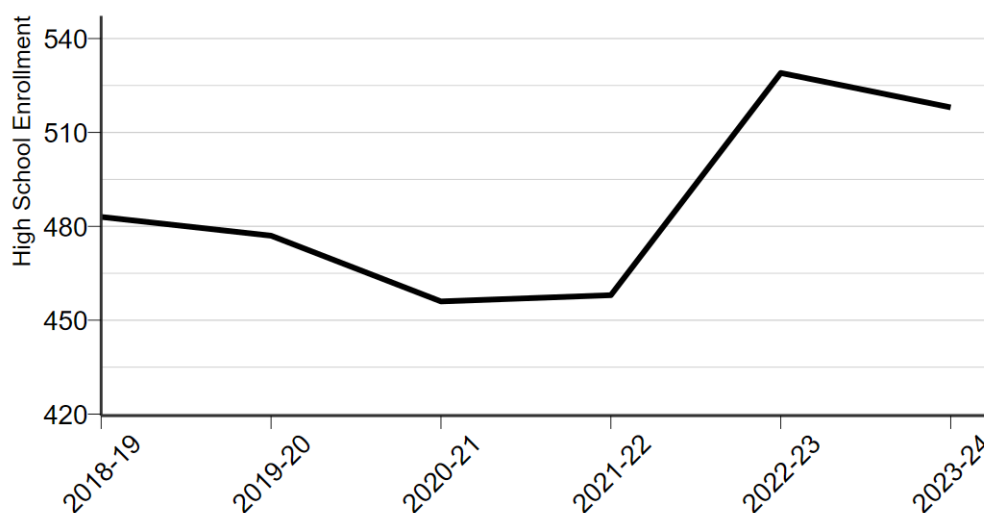


Figure 13: Source: Wisconsin Department of Public Instruction.

Education prepares the next generation of the labor force. As of the 2023-24 school year, 518 students were enrolled in grades 9-12. This includes public, private, and home-based schools. Another term for home-based schools is homeschooling, which is classified differently than online schooling.

Over the last 5 years, home-based schooling increased 76% in Bayfield County. It is now 8% of 9-12 grade students in Bayfield County. It is now 8% of 9-12 grade students in Bayfield County, the statewide average is 3%.

It is important to note that school district boundaries can extend into multiple counties, meaning that county-level enrollment figures may not precisely reflect the number of students residing within the county. Enrollment counts are based on the location of the school district's main office.

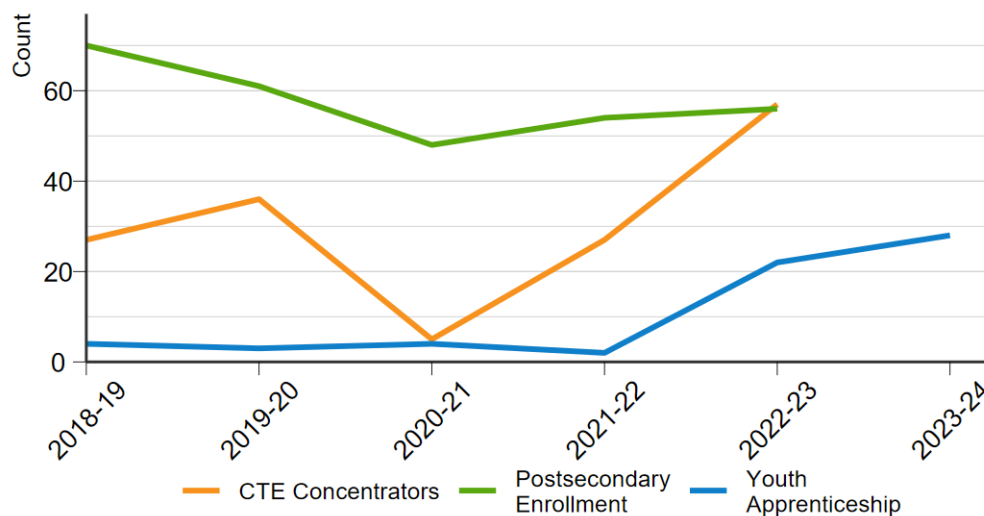


Figure 14: Source: Wisconsin Department of Public Instruction and Department of Workforce Development.

Career and Technical Education

Of those attendees, 21.3% were concentrators in career and technical education (CTE), compared to 44.3% for the state during the 2022-23 school year. The number of Bayfield County students receiving CTE has been trending upward over the last 5 years on record. During those 5 years the most popular CTE pathway in Bayfield County was manufacturing, with 40 students. The second most popular pathway was architecture and construction with 35 students. The manufacturing industry employs 5.9% of jobs in Bayfield County, and the construction industry employs 7.9% of jobs in Bayfield County.

i Career and Technical Education

Career and technical education (CTE) equips students for both the workforce and postsecondary education through work-based learning opportunities. CTE concentrators are 11th and 12th graders who have passed at least two CTE courses within a specific career pathway. Home-based students are not included in this data.

	CTE Concentrator	Percent of Grade 11 and 12
Bayfield	57	21.3%
Wisconsin	64,124	44.3%

School year 2022-23. Source: Wisconsin Department of Public Instruction.

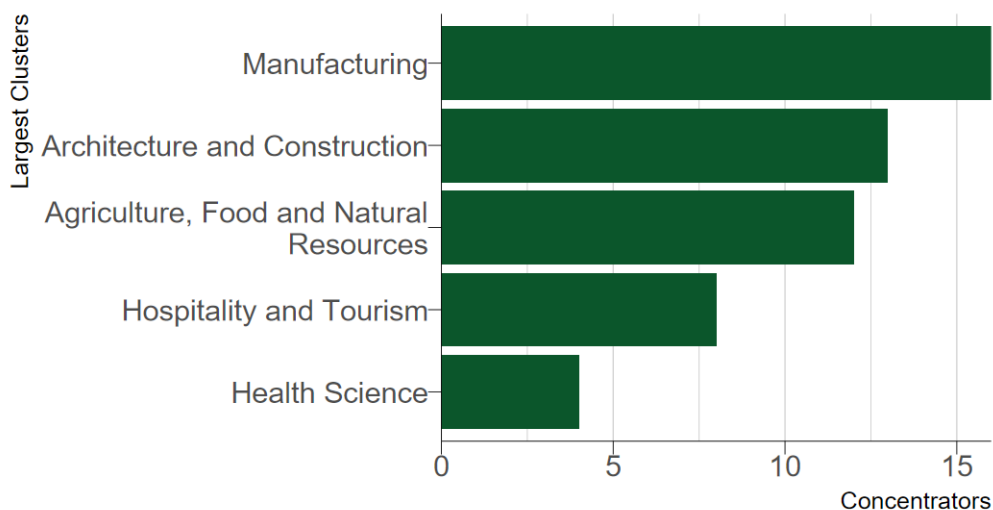


Figure 15: School year 2022-23. Source: Wisconsin Department of Public Instruction.

Postsecondary Enrollment

The percentage of high school completers who went on to enroll in a postsecondary institution as a percentage of all 12th grade students in 2022-23 was 38.9%. In Wisconsin, it was 43.6%. That 38.9% was a decrease from the number 5 years prior. Of the 2018-19 graduating class, 60.3% of students chose to pursue a postsecondary education. Students in Bayfield County have to travel to a neighboring county to attend postsecondary education. Both Douglas County and Ashland County are home to colleges and a university.

i Postsecondary Enrollment

Postsecondary enrollment tracks the percentage of high school graduates who attend a postsecondary school (public or private colleges, two- or four-year universities, technical colleges, or training programs) in the fall immediately following graduation. It is important to note that this data may slightly underrepresent actual enrollment due to limitations in how information is matched within the National Student Clearinghouse.

	Postsecondary Enrollment	Percent of Grade 12
Bayfield	56	38.9%
Wisconsin	31,893	43.6%

School year 2022-23. Source: Wisconsin Department of Public Instruction.

Youth Apprenticeship

Youth apprenticeship is a program that allows participants prepare for the workforce through direct, hands-on work experience. There were 22 youth apprentices in Bayfield County in the 2022-23 school year. Bayfield County has a higher rate of youth apprentices than Wisconsin. Historically,

Northwest Wisconsin counties have struggled to find employers to participate in youth apprenticeship programs. Youth Apprenticeship is an important tool for counties because it connects high school students to businesses in their local community. If a high school graduate knows a local employer is willing to hire them, they are less likely to move away. It can be a challenge for Bayfield County businesses to attract employees from outside of Northwest Wisconsin, so it is best to keep the young talent that is already in the community.

Youth Apprenticeship

Youth Apprenticeship (YA) Program is a school-supervised program that combines work and classroom learning to help high school students prepare for a career. Participants receive on-the-job training directly from the employer. The program helps students explore career paths and helps employers develop a qualified workforce.

	Youth Apprenticeship Participants	Percent of Grade 11 and 12
Bayfield	22	8.2%
Wisconsin	8,222	5.7%

School year 2022-23. Source: Wisconsin Department of Workforce Development.