

Secondary data analysis for Hayward Lakes

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## Secondary Data Analysis for Hayward Lakes

An analysis of secondary data was undertaken to provide a background for understanding and interpreting the meaning of place in Hayward Lakes. As always with secondary data sources, there are limits as to the availability of data in terms of the specific year and level of analysis, or time and space. The principal sources were the U.S. Bureau of the Census and Housing and the U.S. Bureau of Economic Analysis; many of these were accessed through the Government Information Sharing Project at Oregon State University. Additional sources were referred to and are included in the local literature database.

The analysis is organized using the headings demographics, work patterns, and housing. One of the data sets has eighteen counties in the northern third of the state of Wisconsin; excluding counties on the extreme eastern edge. This includes the vast majority of forest service land in the state. They are presented in descending order of the percentage of second homes. This allows for a comparative perspective in getting at basic social facts and features of second home communities. This represents only a fraction of the possible data that could have been chosen to supplement the research into the changes surrounding second homes as a social phenomenon. The tables, in addition to being organized by general topic, are organized spatially, starting with data at the township level, then using different groupings of county and state data. A narrative approach to presenting the tables should enable the reader to catch some of the key features easier.

### Part I. Demographics

Table 1 contains decade population figures for selected townships in Bayfield and Sawyer counties from 1930 to 1990. Table 2 shows the population change that occurs between decades for these townships, their counties and at the state level. Most of the townships show considerable growth with the notable exception of Drummond. The increases for the town and city of Hayward are especially noteworthy. Rezoning and changes in boundaries can greatly influence these numbers. However this type of data is an excellent source for initial historical analysis.

**Table 1.**  
**Total population for selected townships in Bayfield and Sawyer counties.**

	1930	1940	1950	1960	1970	1980	1990
Cable Town	377	453	430	360	457	604	817
Cable Village	340	314	250	262	281	227	-
Namaka- gon	101	193	205	125	224	286	276
Grand View	-	-	-	387	370	440	419
Drum- mond	1,054	776	425	368	349	442	417
Bass Lake	509	736	751	705	832	1,288	1,717
Hayward City	1,207	1,571	1,577	1,40	1,57	1,698	1,897
Hayward Town	690	1,345	1,282	1,304	1,690	2,331	3,017
Spider Lake	208	248	200	246	259	331	362
Round Lake	406	499	476	464	557	786	727
Sand lake	414	675	597	562	598	768	821

Source: U. S. Bureau of the Census

**Table 2.**  
**Percentage of population change over decades at township, county and state levels.**

	1930 to 40	1940 to 50	1950 to 60	1960 to 70	1970 to 80	1980 to 90
<b>Bayfield County</b>	5.5	-13.1	-13.5	-1.9	18.3	1.3
Cable Town	20.2	-5.1	-16.3	27	32.2	35.3
Nama-kagon	91.1	6.2	-39.0	79.2	27.6	-3.5
Grand View	NA	NA	NA	-4.4	18.9	-4.8
Drummond	-26.4	-45.2	-13.4	-5.2	26.6	-5.7
<b>Sawyer County</b>	30	-10.6	-8.2	2.1	32.8	10.4
Bass Lake	44.6	2	-6.1	18	54.8	33.3
Hayward City	30.2	0.4	-2.3	-5.4	16.6	11.7
Spider Lake	19.2	19.4	23.0	5.3	27.8	9.4
Round Lake	22.9	-4.6	-2.5	20	41.1	-7.5
Sand Lake	63	-11.6	5.9	6.4	28.4	6.9
<b>Wisc.</b>	6.8	9.5	15.1	11.8	6.5	4

Source: U. S. Bureau of the Census

The next set of tables continue with the themes of population and change but extend the analysis outward by focusing on county level data from Bayfield and Sawyer counties and where relevant, includes state figures for comparison. Table 3 shows the dramatic increase in population for Sawyer county since 1930. Table 4 and table 5 both highlight the aging of the population locally beyond the rate at which occurred at the state level. This is especially true for the percentage of the population over age 65 in Sawyer County.

**Table 3.**  
**Total population from 1930 to 1990 for Bayfield and Sawyer counties.**

County	1930	1940	1950	1960	1970	1980	1990
Bayfield	15,006	15,827	13,760	11,910	11,683	13,822	14,008
Sawyer	8,878	11,540	10,323	9,475	9,670	12,843	14,181

Source: U. S. Bureau of the Census

**Table 4.**  
**Median age of population from 1950 to 1990 for Bayfield and Sawyer counties and the state of Wisconsin.**

	1950	1960	1970	1980	1990
Bayfield	32.7	35.8	35.1	33.3	37.1
Sawyer	32.9	35.9	37.2	34.9	37.9
Wisconsin	31.0	29.4	27.2	29.4	32.9

Source: U. S. Bureau of the Census

**Table 5.**  
**Percentage of population over 65 years of age for Bayfield and Sawyer counties and the state of Wisconsin.**

	1950	1960	1970	1980	1990
Bayfield	12.0	14.5	15.8	17.2	17.6
Sawyer	11.0	14.9	16.8	17.4	19.3
Wisconsin	9.0	10.2	10.7	12.0	13.3

Source: U. S. Bureau of the Census

Table 6 is the first table in this collection to extend the analysis out to the north woods more generally. Specifically, this data set uses county level data for 18 counties in what is roughly the northern third of Wisconsin. The eighteen are the northernmost counties in the state with the exception of Marinette and Oconto on the eastern edge of the state. The vast majority of forest service lands are included within these counties. This data set includes Vilas county, which has the highest percentage of vacation homes as well as second ranking Oneida, Sawyer (5<sup>th</sup>), and Bayfield (11<sup>th</sup>). The percentage of vacation homes variables were then used as an organizing concept for comparing other variables. Table 6 continues on with the themes of total population and median age.

Table 6.

	% Vacation Homes	1980 Total Population	1990 Total Population	1980 Median Age	1990 Median Age
Vilas	69.7	16,535	17,707	39	42
Sawyer	48.1	12,843	14,181	35	38
Burnett	44.9	12,340	13,084	36	39
Forest	40.7	9,044	8,776	31	35
Florence	40.5	4,172	4,590	33	36
Iron	36.6	6,730	6,153	38	42
Oneida	35.6	31,216	31,679	33	38
Bayfield	31.6	13,822	14,008	33	37
Washburn	27.6	13,174	13,772	34	38
Price	15.2	15,788	15,600	33	36
Polk	13.3	32,351	34,773	31	34
Langlade	13.3	19,978	19,505	32	36
Rusk	11.0	15,589	15,079	30	35
Lincoln	9.5	26,555	26,993	31	34
Ashland	8.8	16,783	16,307	31	33
Douglas	7.3	44,421	41,758	30	34
Barron	7.1	38,730	40,750	31	34
Taylor	3.6	18,817	18,901	28	32
Mean	25.8	13,338	13,772	34.6	38.4

Source: U. S. Bureaus of the Census, Housing and Economic Analysis

## Part II. Work patterns

The next section focuses on the work patterns. Changing populations can be visualized and interpreted through changed cultural practices. Work is one of the most fundamental human practices and therefore makes for a useful area of analysis. Rather than look at the actual economic figures these tables suggests behavior patterns through numbers of persons employed within different industrial sectors. Tables 7 and 8 focus on specific elements of the tourism or hospitality industry. While the percentages are not necessarily staggering, they reflect a high overall percentage of growth.

**Table 7.**  
**Percentages of persons employed either full-time or part-time in eating and drinking establishments from 1950 to 1990 in Bayfield and Sawyer counties and the State of Wisconsin**

	1950	1960	1970	1980	1990
Bayfield	3.8	4.7	5.9	8.0	8.3
Sawyer	5.2	5.9	6.6	6.7	8.2
Wisconsin	3.2	3.3	3.8	5.4	5.4

Source: U. S. Bureau of the Census

**Table 8.**  
**Percentages of persons employed either full-time or part-time in entertainment and recreation industries in Bayfield and Sawyer counties and the State of Wisconsin.**

	1950	1960	1970	1980	1990
Bayfield	0.7	1.0	0.4	0.5	1.7
Sawyer	0.8	0.6	0.3	1.6	2.1
Wisconsin	0.8	0.6	0.6	0.8	1.1

Source: U. S. Bureau of the Census

The focus on work patterns continues by looking at what might be considered more of a community level of analysis. Since the ways in which people behave and live their lives does not necessarily adhere to political boundaries, the four counties of Ashland, Bayfield, Sawyer and Washburn are compared relative to different industrial sectors. Once again the figures are based on the total number of employees. The three tables are from 1970, 1980 and 1990. This outlines the shape and organization of a changing work place. Tables 9, 10, and 11 show big increases in service, construction, retail and finance/insurance/real estate workers for the area.

**Table 9.**

**Full-time and part-time county and state employment figures by major industry for 1970 expressed as a total number of employees and a percentage of total persons employed.**

	Ashland	Bayfield	Sawyer	Washburn	Wisconsin
<b>Total persons</b>	6978	3700	3749	4320	1.95 million
<b>Farm</b>	324 persons 4.6 %	485 13.1	412 11.0	537 12.4	7.6%
<b>Ag. Serv., For., Fish</b>	26 <.01	105 .03	24 .01	53 1.2	<.01
<b>Mining</b>	12 <.01	0 0.0	2 <.01	6 <.01	<.01
<b>Construc- tion</b>	250 3.6	154 4.2	295 7.9	170 3.9	4.4
<b>Manu- facturing</b>	1412 20.2	631 17.1	244 6.5	482 11.2	26.1
<b>Transp., Pub. Util.</b>	612 8.8	125 3.4	73 1.9	164 3.8	4.6
<b>Wholesale Trade</b>	178 2.6	52 1.4	43 1.1	33 .01	3.8
<b>Retail Trade</b>	1391 19.9	560 15.1	805 21.5	996 23.1	16.5
<b>Finance, Ins., R. E.</b>	209 3.0	126 3.4	121 3.2	149 3.4	5.3
<b>Services</b>	1347 19.3	520 14.1	954 25.4	817 18.9	16.1
<b>Govern- ment</b>	1217 17.4	942 25.4	776 20.7	913 21.1	14.6

Source: U. S. Bureau of the Census



Table 10.

Full-time and part-time county and state employment figures by major industry for 1980 expressed as a total number of employees and a percentage of total persons employed.

	Ashland	Bayfield	Sawyer	Washburn	Wisconsin
<b>Total persons</b>	8,212	4,737	5,207	5,773	2.46 million
<b>Farm</b>	425 persons 5.2 %	677 14.3	395 7.6	602 10.4	6.1%
<b>Ag. Serv., For., Fish</b>	21 <.01	144 3.0	32 .01	78 1.4	.01
<b>Mining</b>	10 <.01	1 <.01	9 <.01	1 <.01	<.01
<b>Construc- tion</b>	277 3.4	204 4.3	313 6.0	267 4.6	4.0
<b>Manu- facturing</b>	1,493 18.2	384 8.1	461 8.9	463 8.0	23.1
<b>Transp., Pub. Util.</b>	523 6.4	137 2.9	135 2.6	327 5.7	4.2
<b>Wholesale Trade</b>	188 2.3	96 2.0	109 2.1	159 2.8	4.3
<b>Retail Trade</b>	1,393 17.0	752 15.9	1,109 21.3	1,147 19.9	16.8
<b>Finance, Ins., R. E.</b>	323 3.9	245 5.2	512 9.8	495 8.6	7.3
<b>Services</b>	2,483 30.2	1,162 24.5	1,402 26.9	1,241 21.5	20.1
<b>Govern- ment</b>	1,076 13.1	935 19.7	730 14.0	993 17.2	13.5

Source: U. S. Bureau of the Census

**Table 11.**  
**Full-time and part-time county and state employment figures by major industry for 1990 expressed as a total number of employees and a percentage of total persons employed.**

	Ashland	Bayfield	Sawyer	Washburn	Wisconsin
<b>Total persons</b>	9,155	5,414	6,326	6,132	2.84 Million
<b>Farm</b>	289 persons 3.2 %	532 9.7	325 5.1	505 8.0	4.0
<b>Ag. Serv., For., Fish Mining</b>	50 .01 7 <.01	-	93 1.5	45 .01	.01 <.01
<b>Construc- tion</b>	507 5.5	353 6.5	454 7.2	276 4.5	4.4
<b>Manu- facturing</b>	1,660 18.1	371 6.8	595 9.4	937 15.3	20.2
<b>Transp., Pub. Util.</b>	404 4.4	215 4.0	171 2.7	298 4.9	4.3
<b>Wholesale Trade</b>	175 1.9	(D)	152 2.4	155 2.5	4.4
<b>Retail Trade</b>	1,525 16.7	997 18.4	1,287 20.3	1,168 19.0	17.5
<b>Finance, Ins., R. E. Services</b>	372 4.1 2,806 30.6	233 4.3 1,463 27.0	380 6.0 2,032 32.1	296 4.8 1,290 21.0	6.8 24.5
<b>Govern- ment</b>	1,363 14.9	1,058 19.5	833 13.2	1,158 18.9	12.9

### Part III. Housing

This section focuses on housing and variables related to development. Table 12 examines construction of housing for Bayfield, and Sawyer counties and the State of Wisconsin. Table 13 places the northern Wisconsin data set and vacation home variable alongside values showing the percentage of farm land relative to the total land area for the counties and state showing an inverse relationship. Table 14 then looks at vacation homes and total housing and housing change over the last couple of decades. The overall growth in the 1970's has slowed, but Sawyer county and its 17% growth in the 1980's is

still remarkable. Table 15 examines this growth further through the use of building permits.

**Table 12.**  
**Total number of housing structures built in specific time periods for Bayfield and Sawyer counties and the State of Wisconsin.**

	1939 or earlier	1940 to 1949	1950 to 1959	1960 to 1969	1970 to 1979	1980 to 1990
Bayfield	3,015	863	804	1,266	2,950	2,020
Sawyer	2,204	1,102	1,333	1,648	3,585	3,153
Wisconsin	585,050	172,154	277,876	288,716	433,401	298,577

Source: U. S. Bureau of the Census and Housing

**Table 13.**  
**Percentage of vacation homes in a county, and the percentage of farm land in a county relative to the total land in the county, for counties in northern Wisconsin.**

	% of Vacation Homes	Farm Land as % of Total Land Area in County
Vilas	69.7	0
Sawyer	48.1	6
Burnett	44.9	16
Forest	40.7	4
Florence	40.5	7
Iron	36.6	2
Oneida	35.6	4
Bayfield	31.6	10
Washburn	27.6	17
Price	15.2	12
Polk	13.3	48
Langlade	13.3	22
Rusk	11.0	29
Lincoln	9.5	15
Ashland	8.8	8
Douglas	7.3	8
Barron	7.1	64
Taylor	3.6	37
Mean	25.8	17.2

Source: Source: U. S. Bureau of the Census, Housing and Economic Analysis

**Table 14.**  
**Total housing for northern Wisconsin in total numbers of housing units and as percentage of housing change over the last two decades.**

	% Vacation Homes	1980 Total Housing	1990 Total Housing	1970-80 % Change	1980-90 % Change
Vilas	69.7	18,388	20,225	87	10
Sawyer	48.1	11,053	13,025	71	17
Burnett	44.9	10,359	11,743	54	13
Forest	40.7	6,749	7,203	47	6
Florence	40.5	3,341	3,775	57	13
Iron	36.6	5,098	5,243	36	2
Oneida	35.6	23,157	25,173	54	8
Bayfield	31.6	9,642	10,918	42	13
Washburn	27.6	8,716	9,829	52	12
Price	15.2	8,727	9,052	41	3
Polk	13.3	16,228	18,562	37	14
Langlade	13.3	9,821	10,825	25	10
Rusk	11.0	7,904	7,904	31	9
Lincoln	9.5	12,780	13,256	30	3
Ashland	8.8	7,781	8,371	19	7
Douglas	7.3	20,141	20,610	19	2
Barron	7.1	17,153	19,363	35	12
Taylor	3.6	7,163	7,710	29	7
Mean	25.8	11,305	12,377	42.6	8.9

Source: Source: U. S. Bureau of the Census, Housing and Economic Analysis

**Table 15.**  
**Total number of building permits issued for counties in northern Wisconsin.**

	% Vacation Homes	1982 Building Permits Issued	1987 Building Permits Issued	1992 Building Permits Issued
Vilas	69.7	169	210	338
Sawyer	48.1	134	129	221
Burnett	44.9	110	117	124
Forest	40.7	54	22	57
Florence	40.5	42	58	33
Iron	36.6	63	31	54
Oneida	35.6	312	212	349
Bayfield	31.6	139	103	135
Washburn	27.6	119	129	133
Price	15.2	50	84	127
Polk	13.3	144	217	281
Langlade	13.3	0	69	70
Rusk	11.0	42	79	56
Lincoln	9.5	73	110	169
Ashland	8.8	10	39	21
Douglas	7.3	100	115	219
Barron	7.1	141	177	220
Taylor	3.6	52	46	86
Mean	25.8	97.4	108.2	149.6

Source: U. S. Bureau of the Census, Housing and Economic Analysis

Table 16 attempts to situate this information into the broader context of the second homes in the north woods, and U.S. more generally.

**Table 16.**  
**Percentage of vacation homes for Wisconsin, Michigan, Minnesota and U.S. and state ranking in terms of percentage of vacation homes.**

	1940	1950	1960	1970	1980	1990
Wisconsin	4.4 %	4.9	6.8	6.4	7.5	7.3
	7 <sup>th</sup>	6	5	4	4	5
Michigan	4.0	5.1	6.7	6.0	6.0	5.9
	8	5	6	5	10	9
Minnesota	2.9	4.5	6.9	5.8	6.1	5.7
	14	8	4	6	8	12
U.S.	2.0	2.3	3.5	2.9	3.2	3.0

Sources: U.S. Bureau of the Census, Housing and Economic Analysis