



Barron County, WI

West Central Wisconsin Regional Planning Commission



800 Wisconsin Street
Banbury Place
Mailbox 9, Bldg. D2-401
Eau Claire, Wisconsin 54703-3606

Contents

Economy Overview	1
Historic & Projected Trends	3
Population Characteristics	7
Industry Characteristics	9
Business Characteristics	15
Workforce Characteristics	17
Educational Pipeline	25

Economy Overview

45,167

Population (2018)

Population **decreased by 402** over the last 5 years and is projected to **decrease by 184** over the next 5 years.

24,682

Jobs (2018)

Jobs **grew by 1,843** over the last 5 years and are projected to **grow by 1,099** over the next 5 years.

\$49.3K

Median Household Income (2017)

Median household income is **\$8.4K below** the national median household income of \$57.7K.

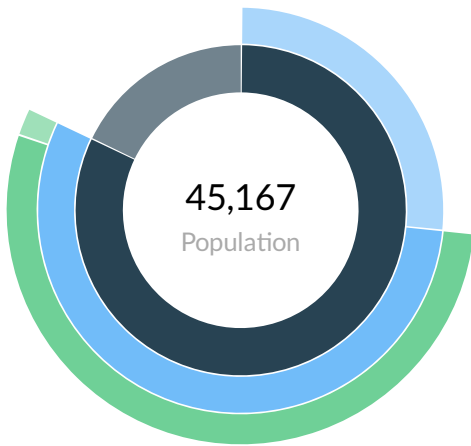
Takeaways

- As of 2018 the region's population **declined by 0.9%** since 2013, falling by 402. Population is expected to **decrease by 0.4%** between 2018 and 2023, losing 184.
- From 2013 to 2018, jobs **increased by 8.1%** in Barron County, WI from 22,838 to **24,682**. As the number of jobs increased, the **labor force participation rate increased from 63.5% to 67.7% between 2013 and 2018**.
- Concerning educational attainment, **13.1% of Barron County, WI residents possess a Bachelor's Degree** (5.5% below the national average), and **12.3% hold an Associate's Degree** (4.3% above the national average).
- The top three industries in 2018 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Animal Slaughtering and Processing.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	45,167	25,088	24,682	100.4	\$2.17B	\$3.24B	\$2.90B
Barron County	45,167	25,088	24,682	100.4	\$2.17B	\$3.24B	\$2.90B
West Central Wisconsin	425,694	235,891	204,248	98.8	\$18.90B	\$25.49B	\$21.55B
Momentum West	489,085	272,137	225,256	99.4	\$20.86B	\$28.73B	\$23.69B
Polk County	43,417	24,736	17,986	99.7	\$1.59B	\$2.80B	\$1.98B
Eau Claire County	104,183	58,969	63,348	98.6	\$5.83B	\$5.87B	\$6.24B
Dunn County	44,807	24,932	19,739	96.2	\$1.79B	\$2.85B	\$2.36B
Clark County	34,694	18,192	13,189	96.8	\$1.34B	\$2.30B	\$2.18B
Chippewa County	64,032	33,761	27,150	97.5	\$2.52B	\$3.58B	\$3.14B
St. Croix County	89,395	50,213	38,154	102.5	\$3.67B	\$5.92B	\$3.64B

Economy Overview - Cont.

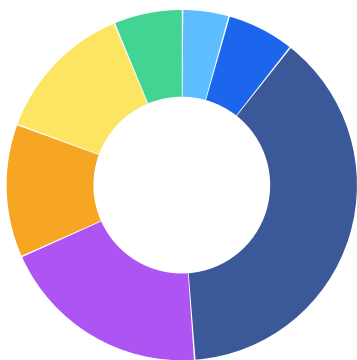
2018 Labor Force Breakdown



	Population
● Total Working Age Population	37,064
● Not in Labor Force (15+)	11,976
● Labor Force	25,088
● Employed	24,224
● Unemployed	864
● Under 15	8,103

Educational Attainment

Concerning educational attainment, **13.1% of Barron County, WI residents possess a Bachelor's Degree** (5.5% below the national average), and **12.3% hold an Associate's Degree** (4.3% above the national average).

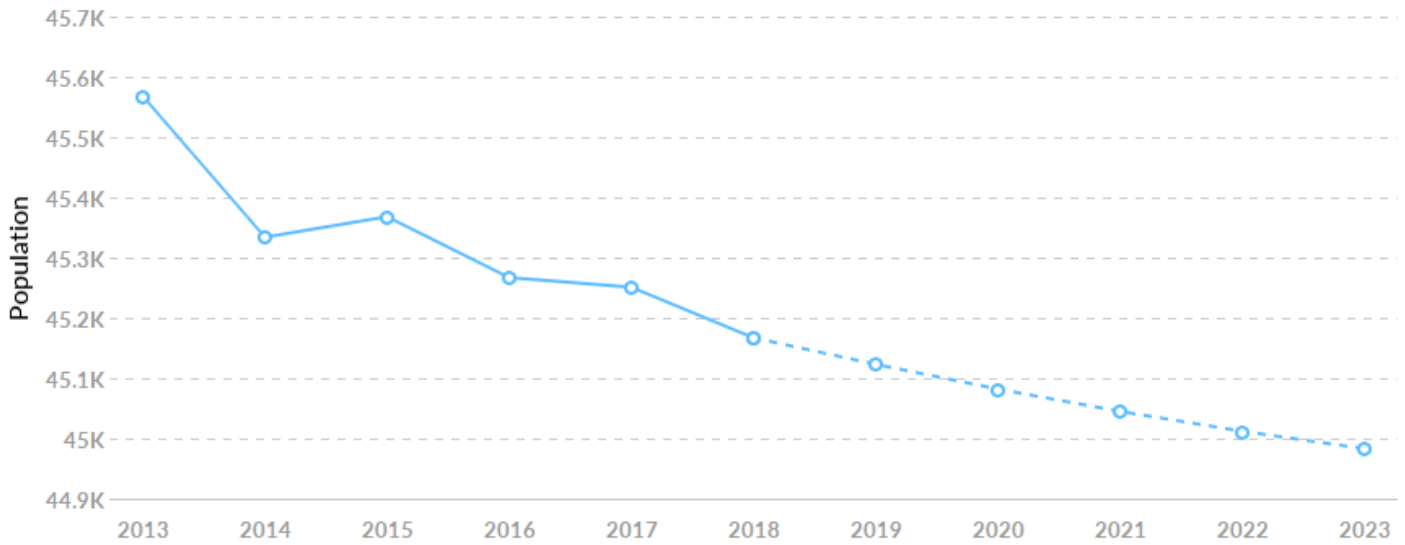


	% of Population	Population
● Less Than 9th Grade	4.3%	1,384
● 9th Grade to 12th Grade	6.3%	2,022
● High School Diploma	38.2%	12,338
● Some College	19.5%	6,299
● Associate's Degree	12.3%	3,970
● Bachelor's Degree	13.1%	4,231
● Graduate Degree and Higher	6.4%	2,052

Historic & Projected Trends

Population Trends

As of 2018 the region's population **declined by 0.9%** since 2013, falling by 402. Population is expected to **decrease by 0.4%** between 2018 and 2023, losing 184.

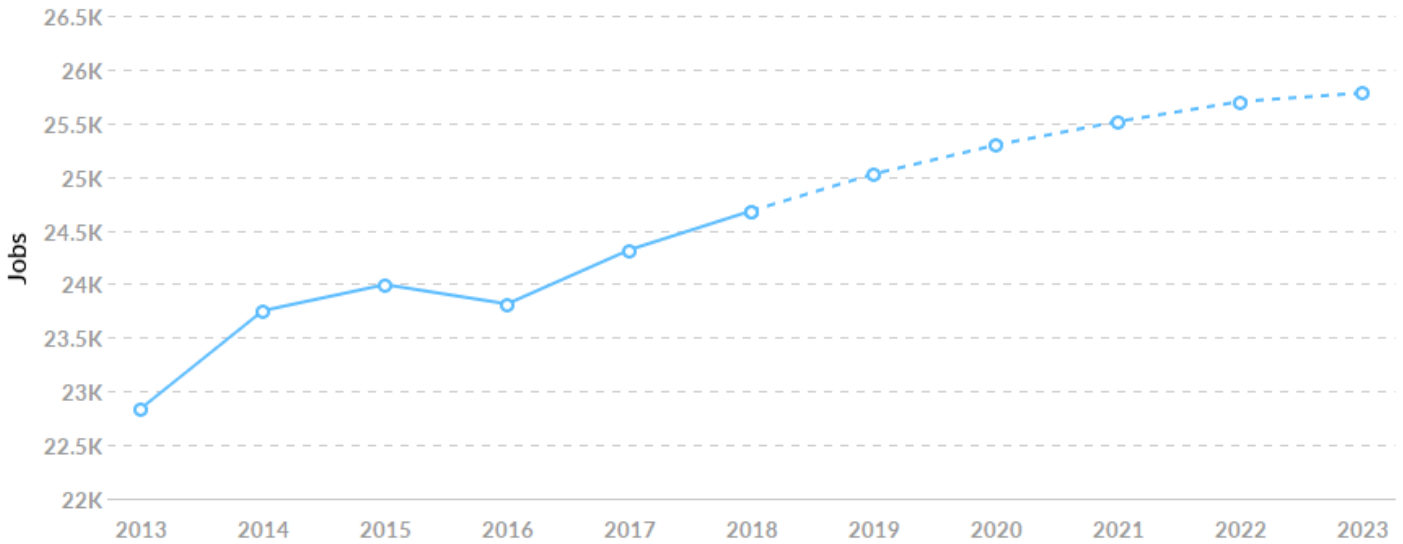


Timeframe	Population
2013	45,568
2014	45,334
2015	45,368
2016	45,267
2017	45,251
2018	45,167
2019	45,123
2020	45,082
2021	45,045
2022	45,012
2023	44,983

Historic & Projected Trends - Cont.

Job Trends

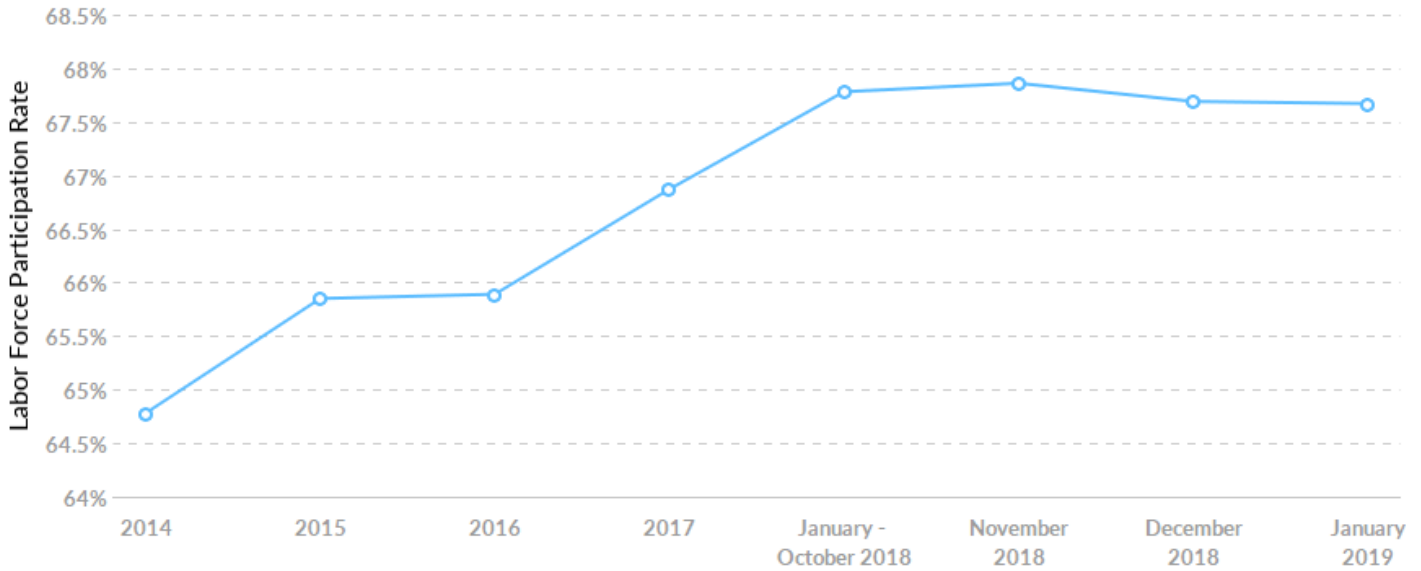
From 2013 to 2018, jobs increased by 8.1% in Barron County, WI from 22,838 to 24,682.



Timeframe	Jobs
2013	22,838
2014	23,751
2015	23,994
2016	23,814
2017	24,318
2018	24,682
2019	25,025
2020	25,295
2021	25,514
2022	25,700
2023	25,780

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

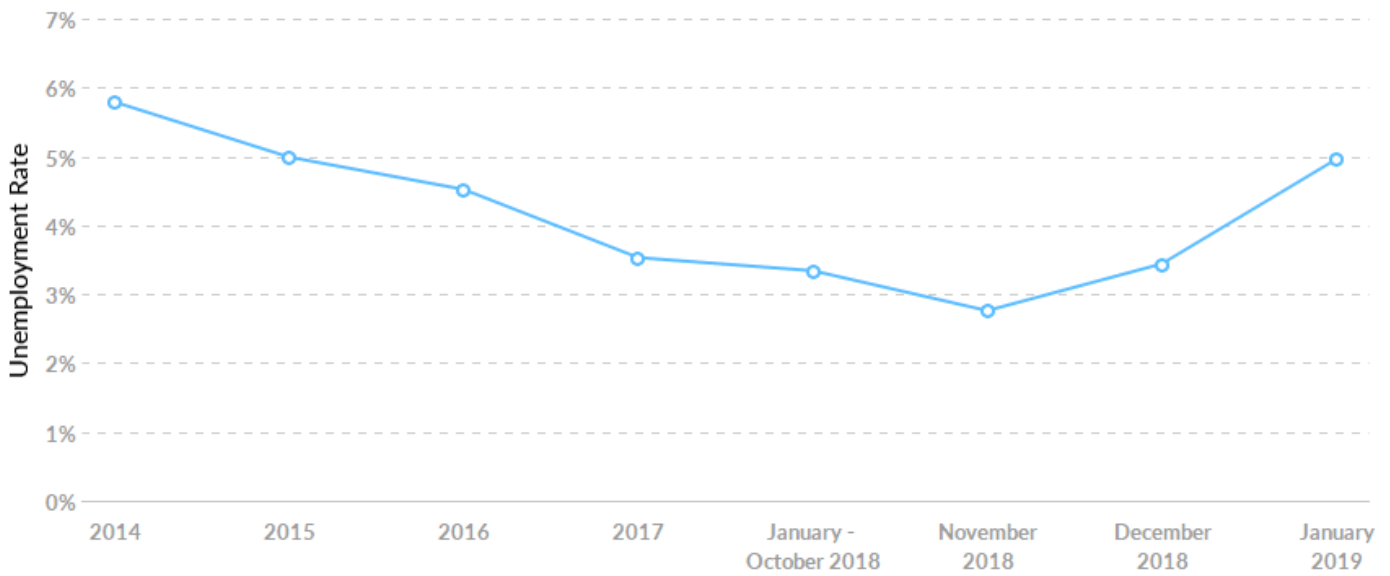


Timeframe	Labor Force Participation Rate
2014	64.78%
2015	65.85%
2016	65.89%
2017	66.87%
January - October 2018	67.78%
November 2018	67.86%
December 2018	67.69%
January 2019	67.67%

Historic & Projected Trends - Cont.

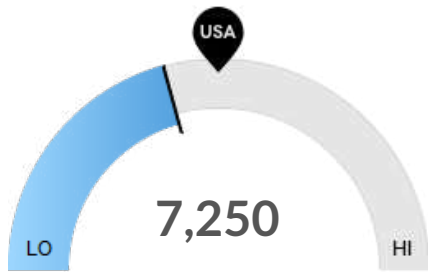
Unemployment Rate Trends

Barron County, WI had a January 2019 unemployment rate of 4.96%, decreasing from 5.79% 5 years before.



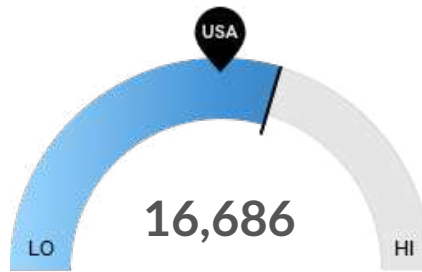
Timeframe	Unemployment Rate
2014	5.79%
2015	4.99%
2016	4.52%
2017	3.53%
January - October 2018	3.34%
November 2018	2.76%
December 2018	3.44%
January 2019	4.96%

Population Characteristics



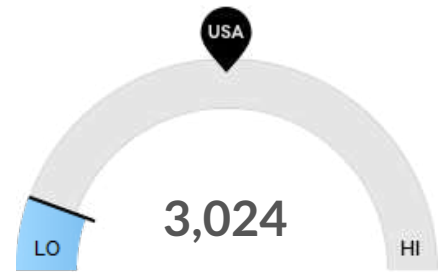
Millennials

Barron County, WI has 7,250 millennials (ages 20-34). The national average for an area this size is 9,372.



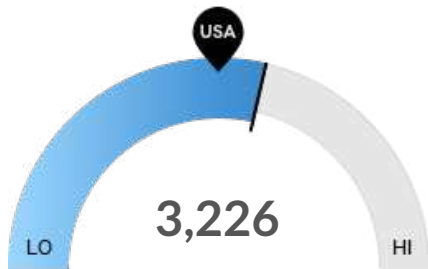
Retiring Soon

Retirement risk is high in Barron County, WI. The national average for an area this size is 12,900 people 55 or older, while there are 16,686 here.



Racial Diversity

Racial diversity is low in Barron County, WI. The national average for an area this size is 17,771 racially diverse people, while there are 3,024 here.



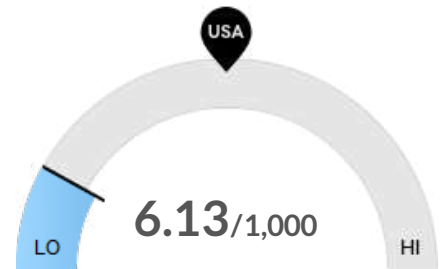
Veterans

Barron County, WI has 3,226 veterans. The national average for an area this size is 2,631.



Violent Crime

Barron County, WI has 0.11 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



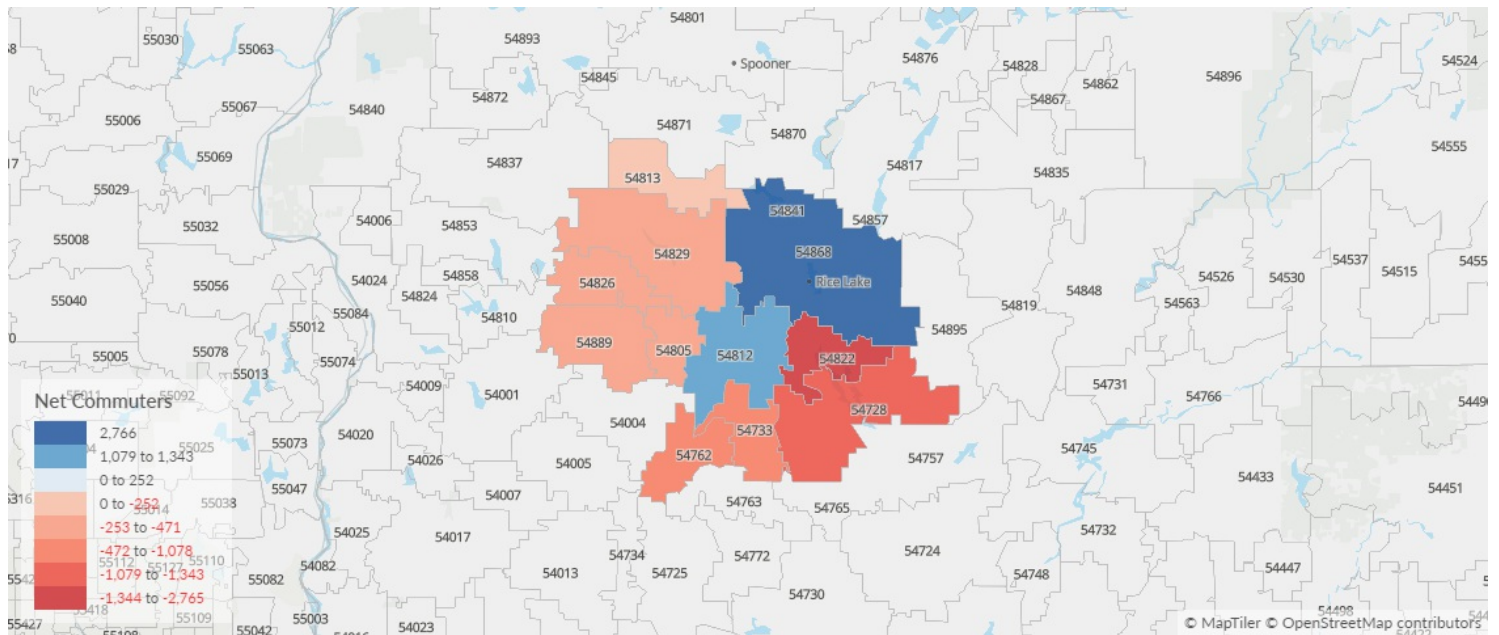
Property Crime

Barron County, WI has 6.13 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Barron County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

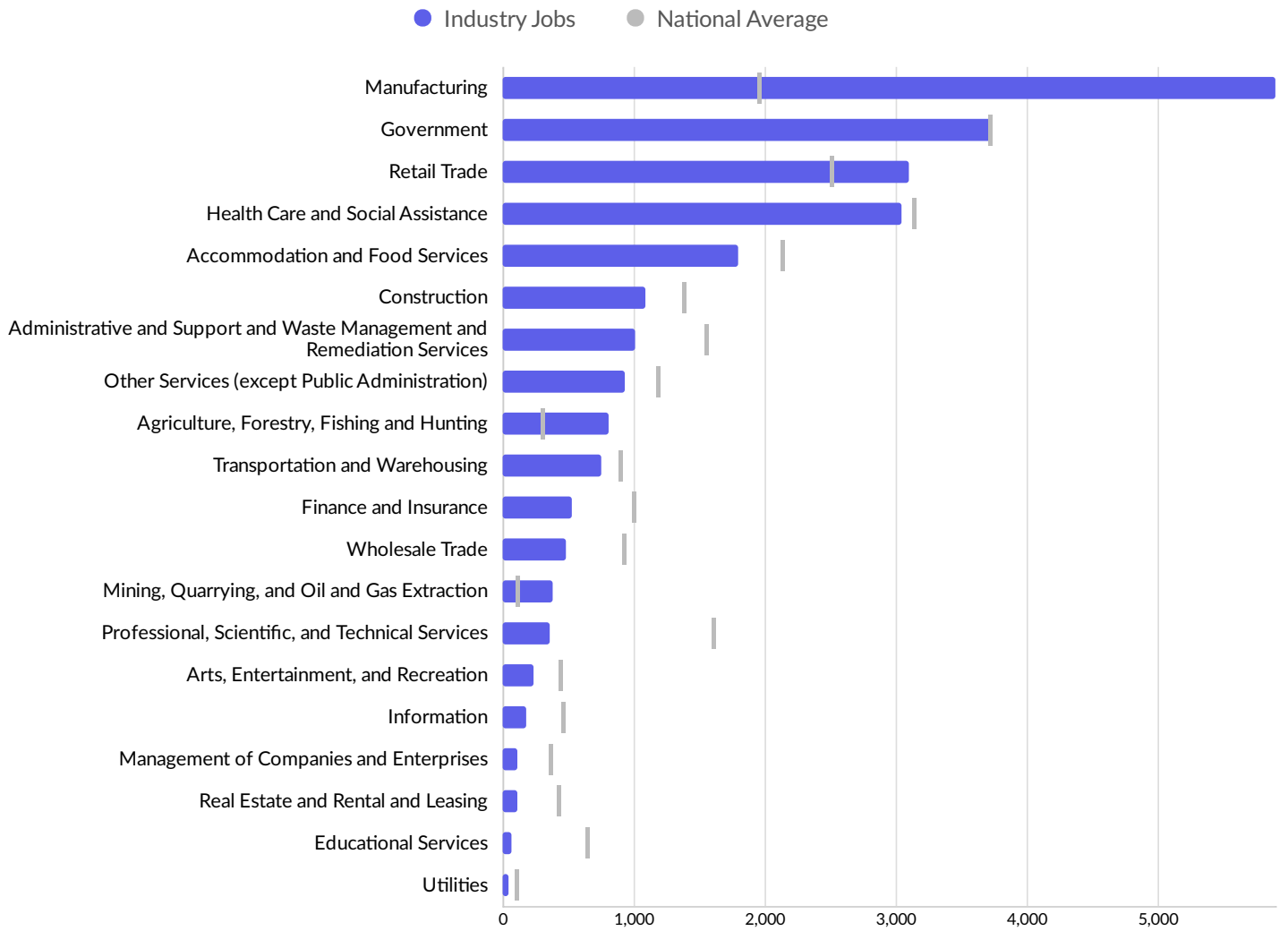
Where Talent Lives

ZIP	Name	2018 Employment
54868	Rice Lake, WI (in Barron...	11,097
54812	Barron, WI (in Barron co...	4,246
54829	Cumberland, WI (in Barr...	2,465
54728	Chetek, WI (in Barron c...	2,291
54889	Turtle Lake, WI (in Barro...	1,555

ZIP	Name	2018 Workers
54868	Rice Lake, WI (in Barron...	8,331
54728	Chetek, WI (in Barron c...	3,409
54812	Barron, WI (in Barron co...	3,167
54829	Cumberland, WI (in Barr...	2,783
54822	Cameron, WI (in Barron...	2,752

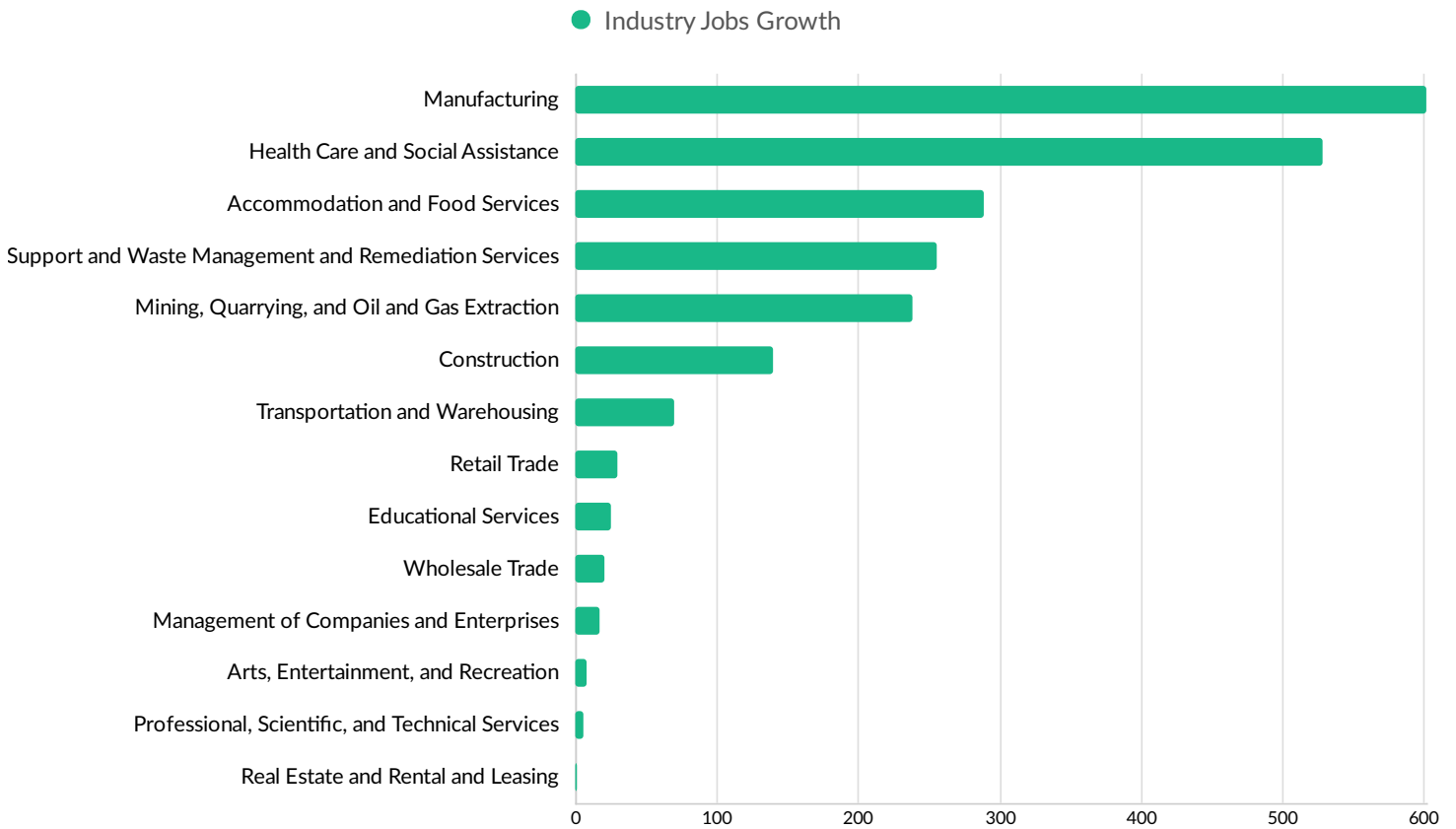
Industry Characteristics

Largest Industries



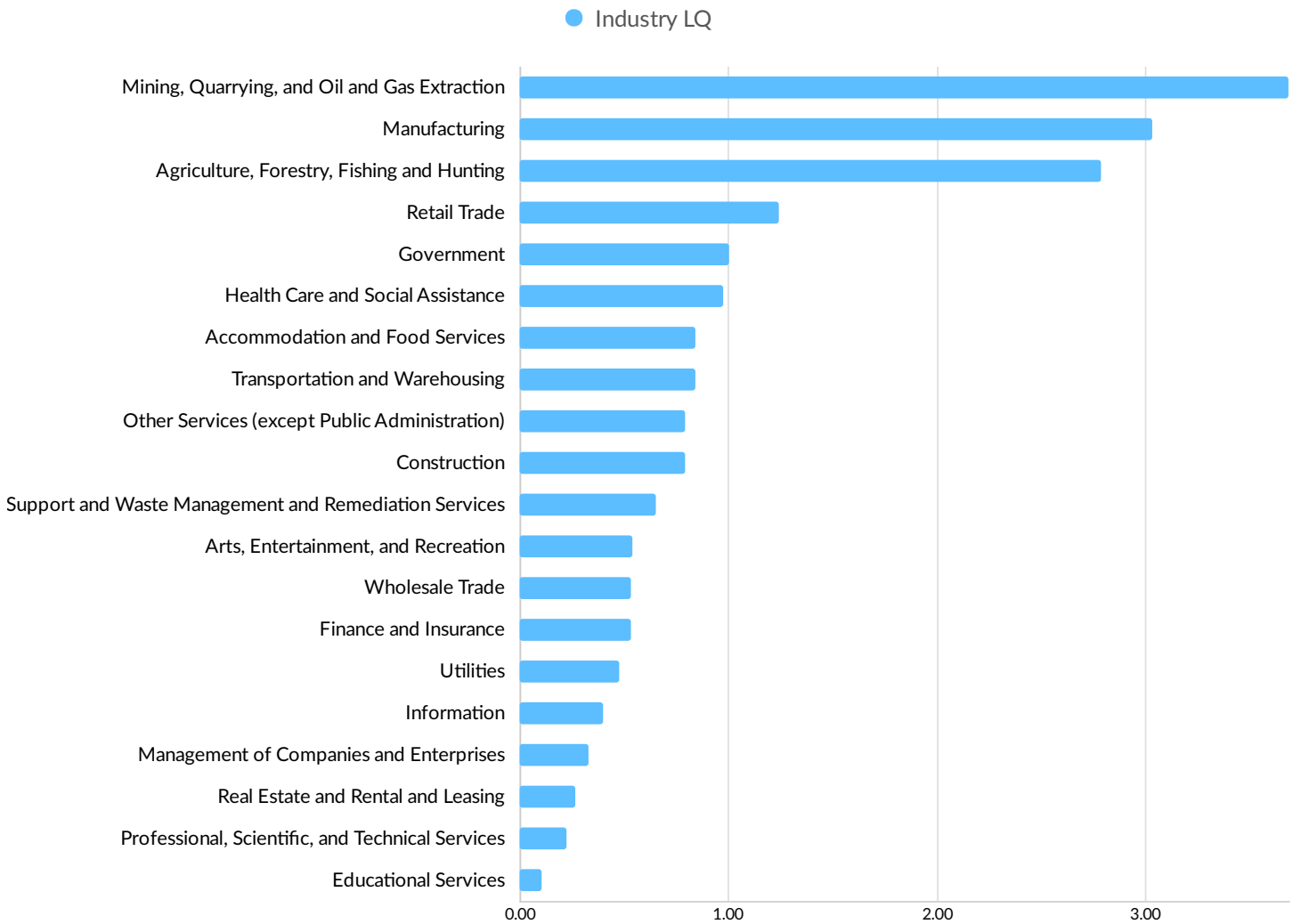
Industry Characteristics - Cont.

Top Growing Industries



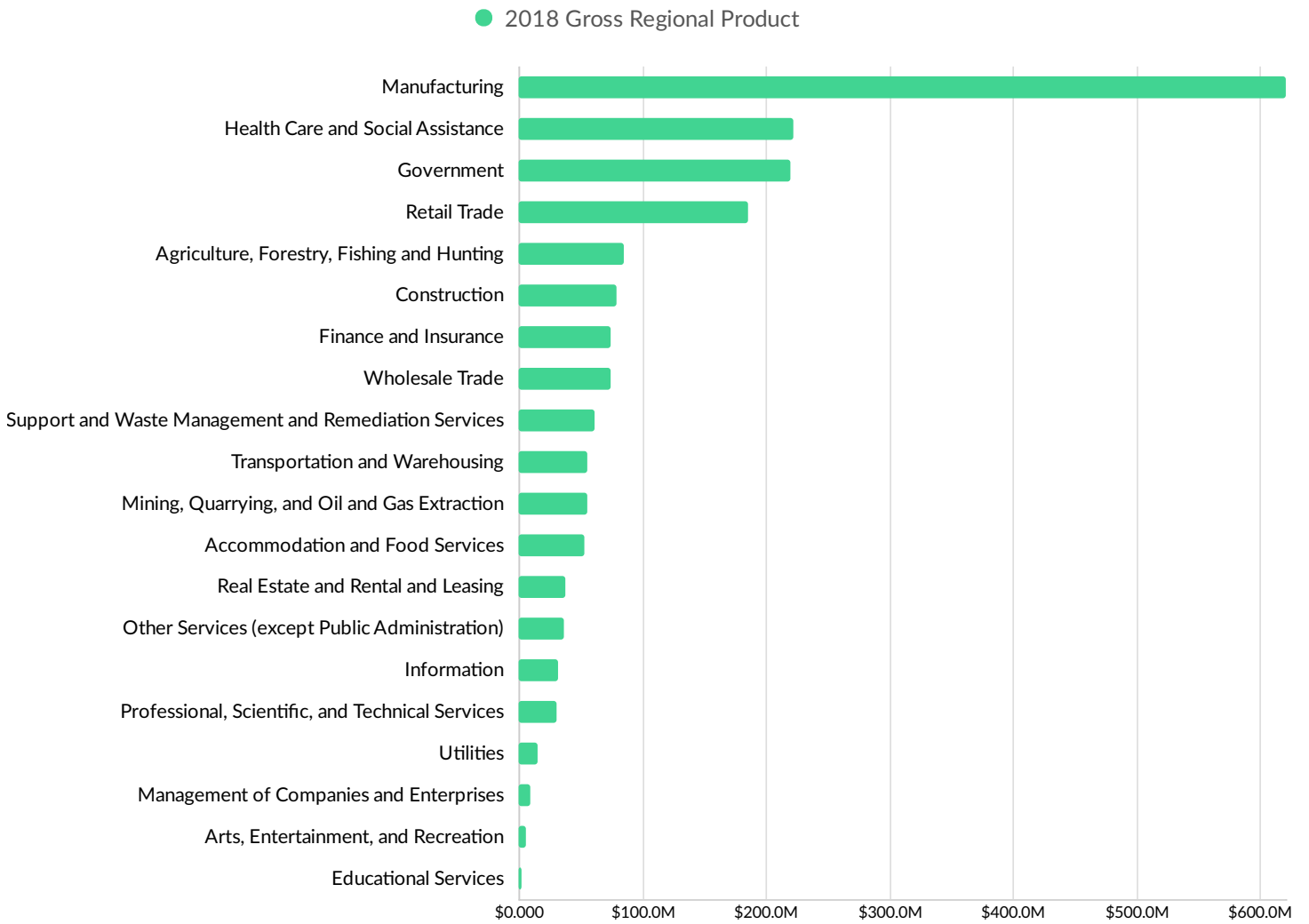
Industry Characteristics - Cont.

Top Industry LQ



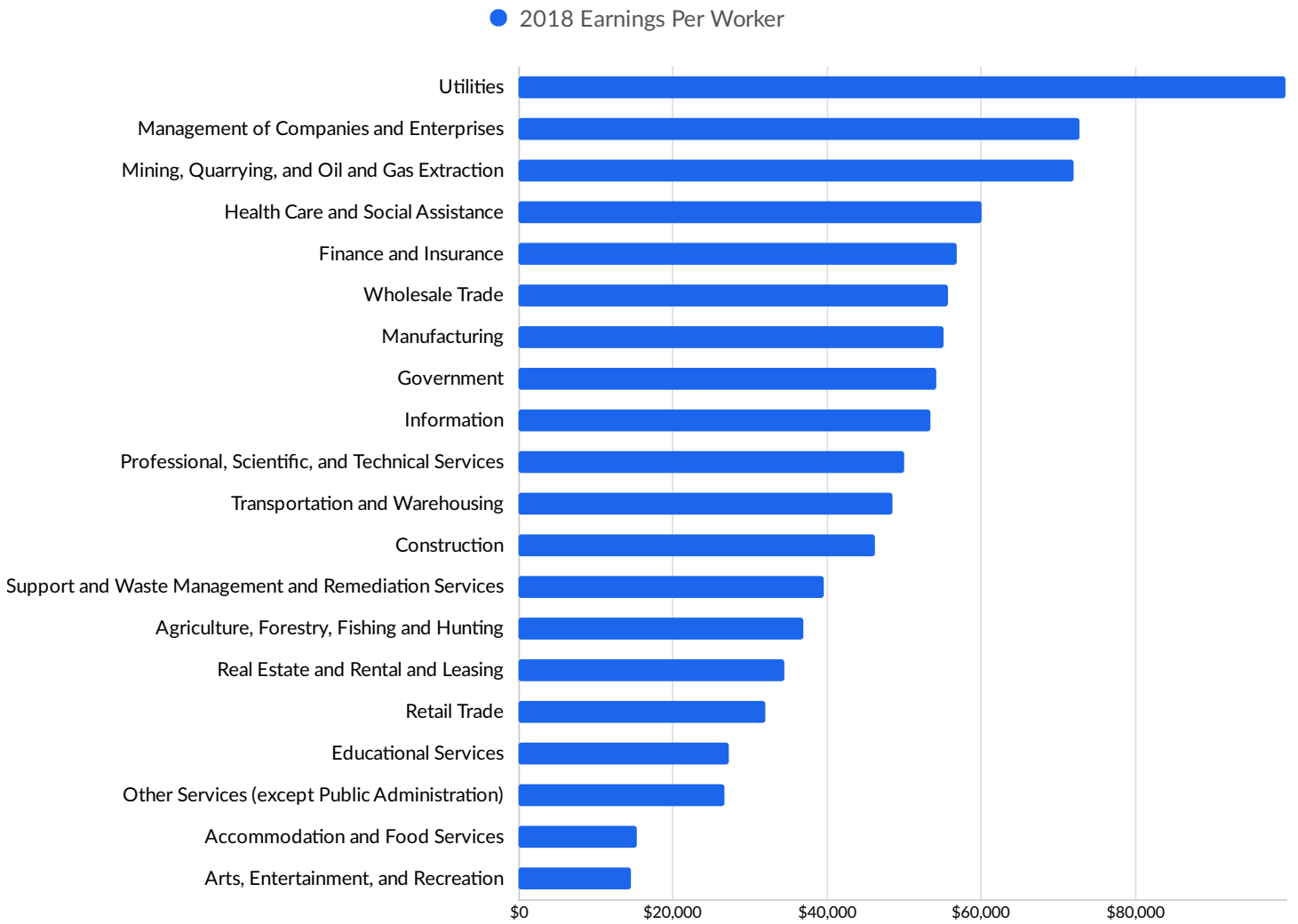
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	5,303	5,905	602	+11%	3.04	\$55,185	\$620.83M
Government	4,012	3,734	-278	-7%	1.01	\$54,303	\$219.76M
Retail Trade	3,072	3,102	30	+1%	1.24	\$32,006	\$185.55M
Health Care and Social Assistance	2,523	3,052	529	+21%	0.98	\$60,081	\$222.56M
Accommodation and Food Services	1,505	1,794	289	+19%	0.85	\$15,292	\$53.66M
Construction	946	1,086	140	+15%	0.79	\$46,269	\$79.04M
Administrative and Support and Waste Management and Remediation Services	756	1,012	256	+34%	0.66	\$39,593	\$61.41M
Other Services (except Public Administration)	935	933	-2	0%	0.79	\$26,705	\$37.11M
Agriculture, Forestry, Fishing and Hunting	849	809	-40	-5%	2.79	\$36,902	\$84.61M
Transportation and Warehousing	681	751	70	+10%	0.84	\$48,608	\$55.88M
Finance and Insurance	537	530	-7	-1%	0.53	\$56,981	\$74.81M
Wholesale Trade	465	486	21	+5%	0.53	\$55,797	\$74.10M
Mining, Quarrying, and Oil and Gas Extraction	139	378	239	+172%	3.69	\$72,120	\$55.51M
Professional, Scientific, and Technical Services	356	362	6	+2%	0.23	\$50,023	\$30.69M
Arts, Entertainment, and Recreation	225	233	8	+4%	0.54	\$14,681	\$5.99M
Information	223	182	-41	-18%	0.40	\$53,487	\$31.82M
Management of Companies and Enterprises	99	116	17	+17%	0.33	\$72,845	\$9.42M
Real Estate and Rental and Leasing	111	112	1	+1%	0.27	\$34,545	\$38.24M
Educational Services	40	65	25	+63%	0.10	\$27,248	\$1.96M
Utilities	61	41	-20	-33%	0.48	\$99,567	\$15.17M

Business Characteristics

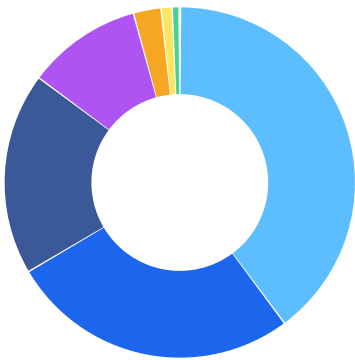
1,678 Companies Employ Your Workers

Online profiles for your workers mention 1,678 companies as employers, with the top 10 appearing below. In the last 12 months, 1,045 companies in Barron County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Lakeview Medical Center, Inc	81 	Marshfield Clinic	339 
Sanmina Corporation	56 	Platinum Supplemental Insuranc...	203 
Jennie-O Turkey Store, Inc.	55 	Rice Lake Weighing Systems, Inc.	179 
Marshfield Clinic	55 	C.R. England, Inc.	174 
Mayo Clinic	45 	ManpowerGroup Global	157 
Rice Lake Weighing Systems, Inc.	37 	Teach For America, Inc.	136 
Rice Lake Area School District	36 	Roehl Transport, Inc.	134 
Ardisam, Inc.	29 	U. S. Xpress, Inc.	125 
Wal-Mart Stores, Inc.	29 	Comphealth Associates, Inc	119 
3M Company	25 	Kwik Trip, Inc.	109 

Business Characteristics - Cont.

Business Size

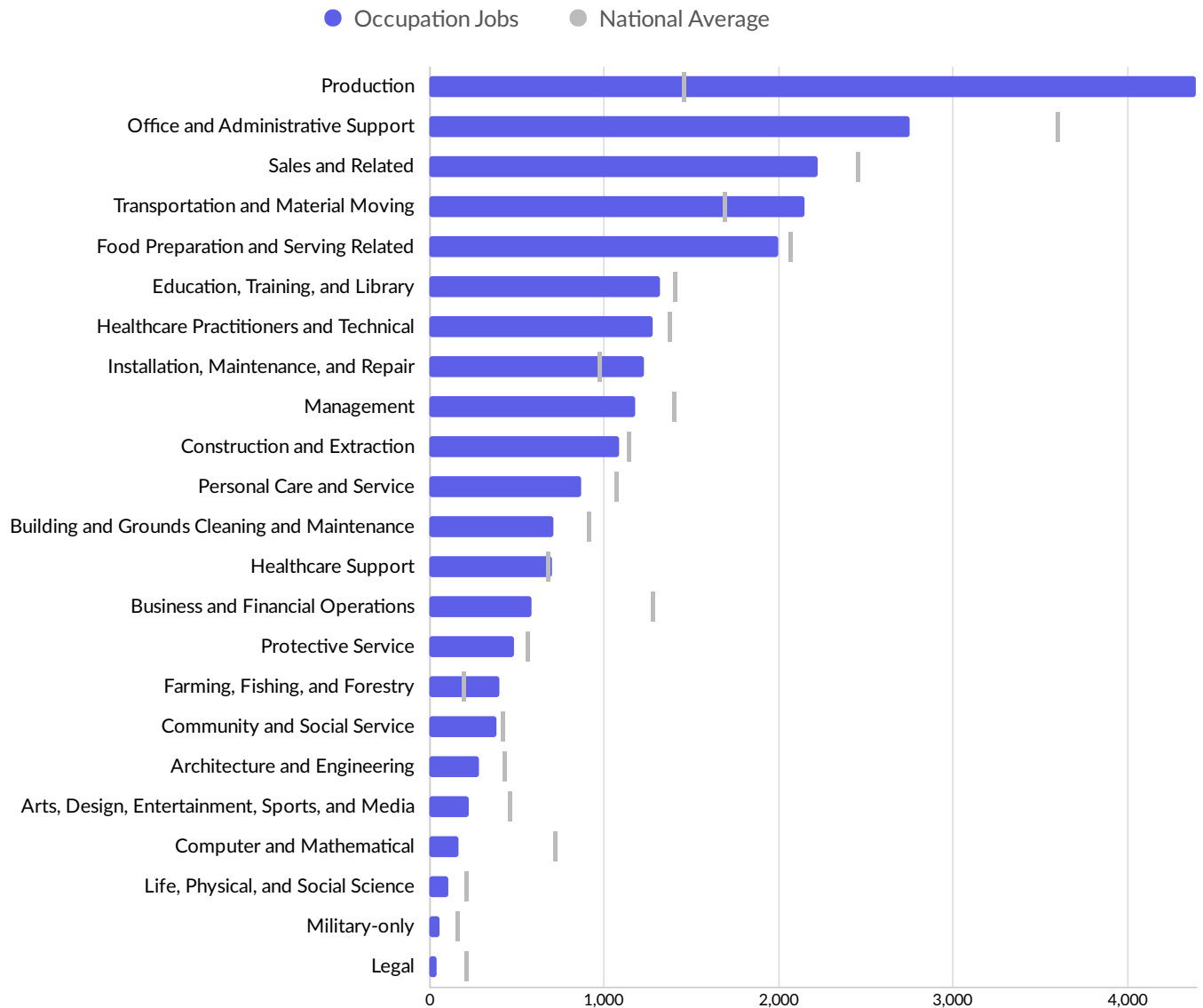


	Percentage	Business Count
1 to 4 employees	39.7%	936
5 to 9 employees	26.7%	629
10 to 19 employees	18.6%	439
20 to 49 employees	10.6%	249
50 to 99 employees	2.5%	60
100 to 249 employees	1.0%	24
250 to 499 employees	0.6%	15
500+ employees	0.1%	3

**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.*

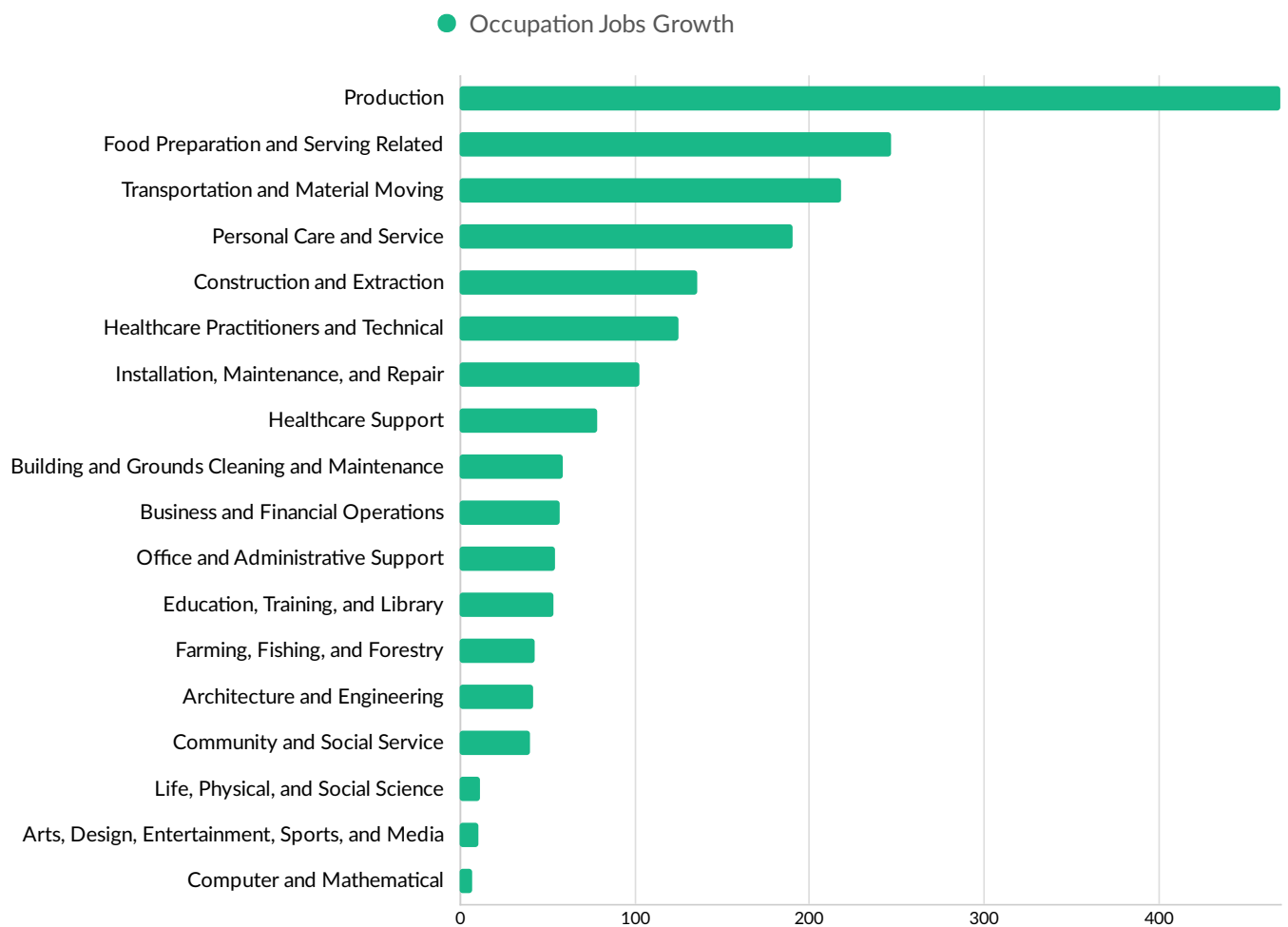
Workforce Characteristics

Largest Occupations



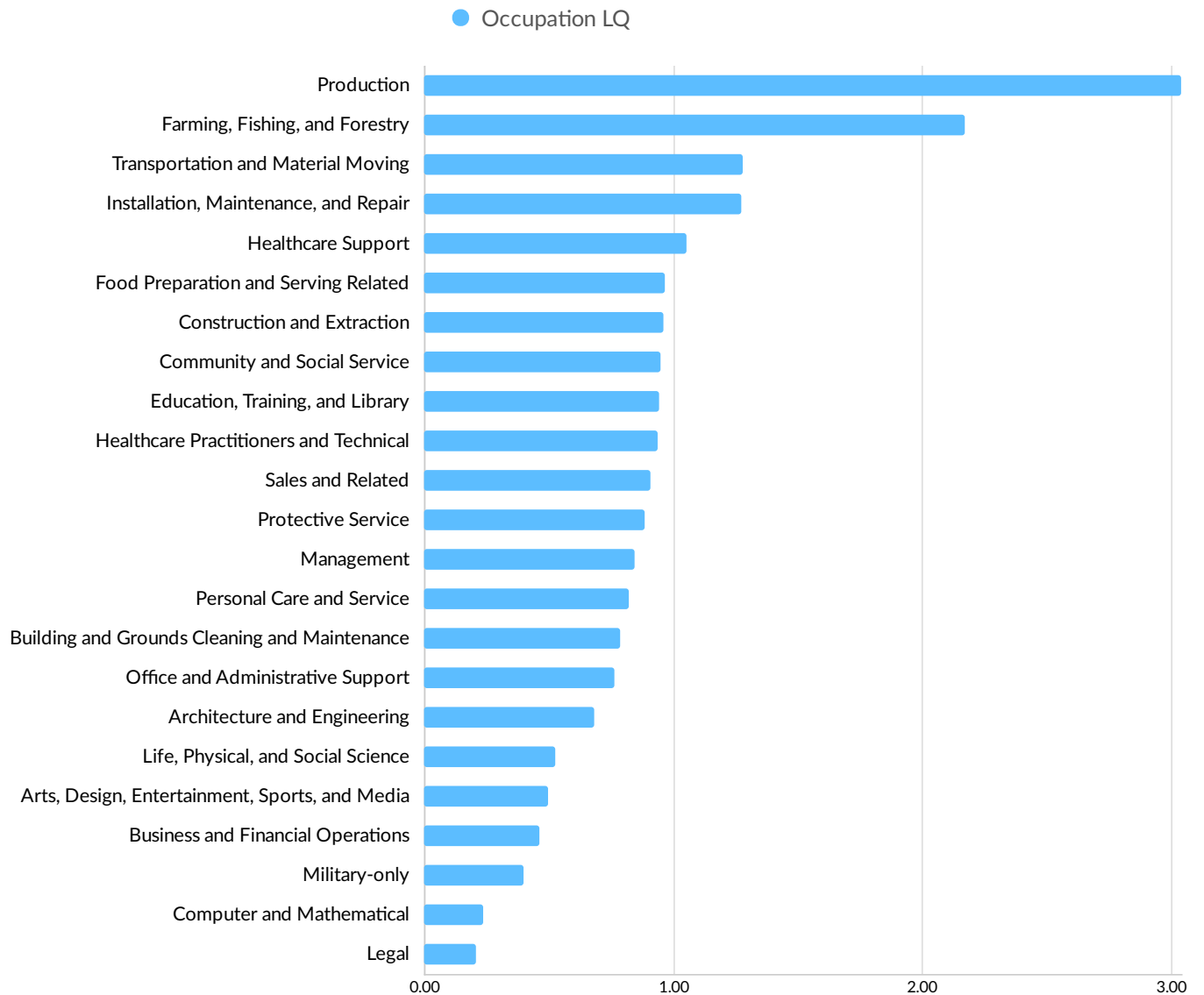
Workforce Characteristics - Cont.

Top Growing Occupations



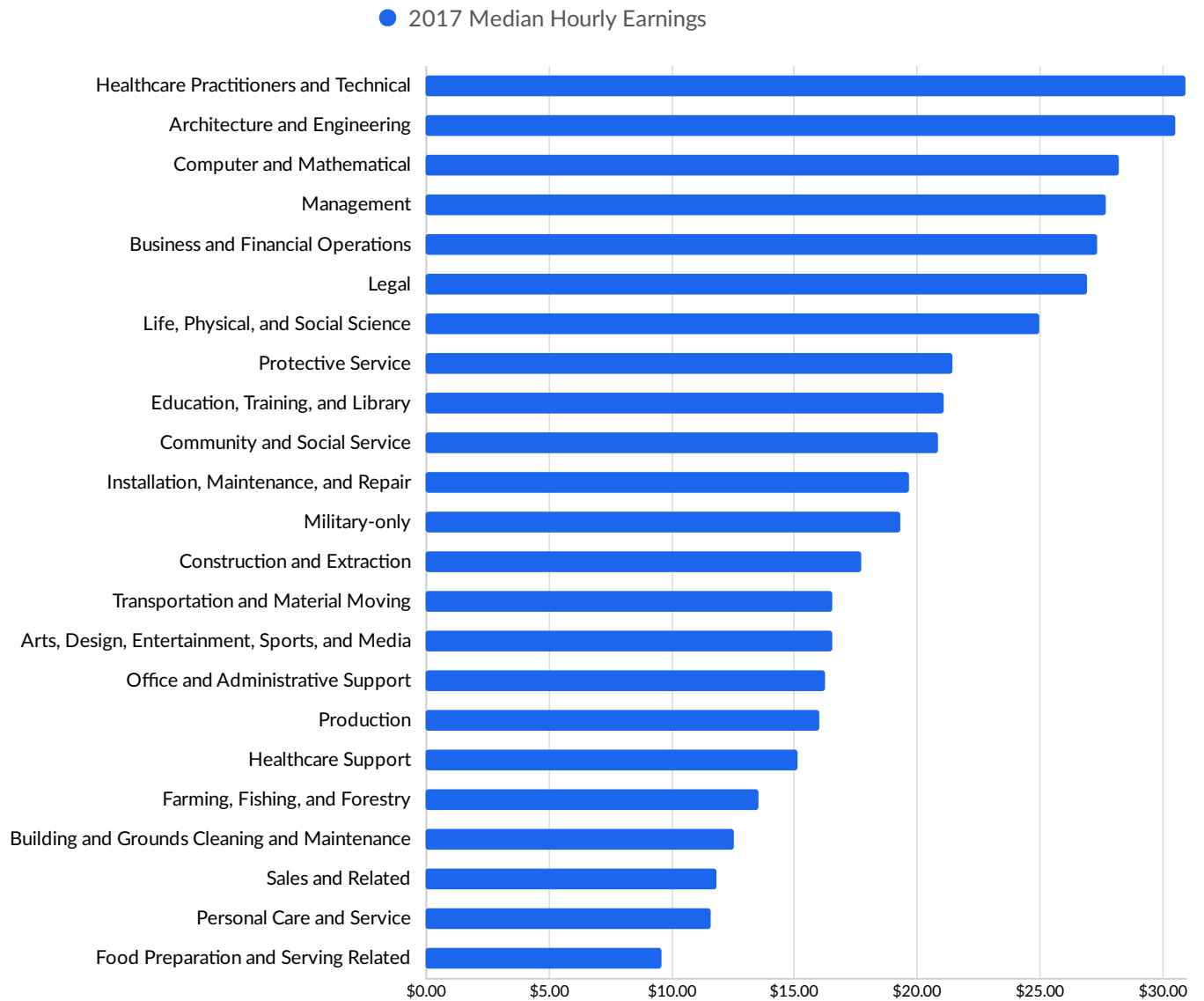
Workforce Characteristics - Cont.

Top Occupation LQ



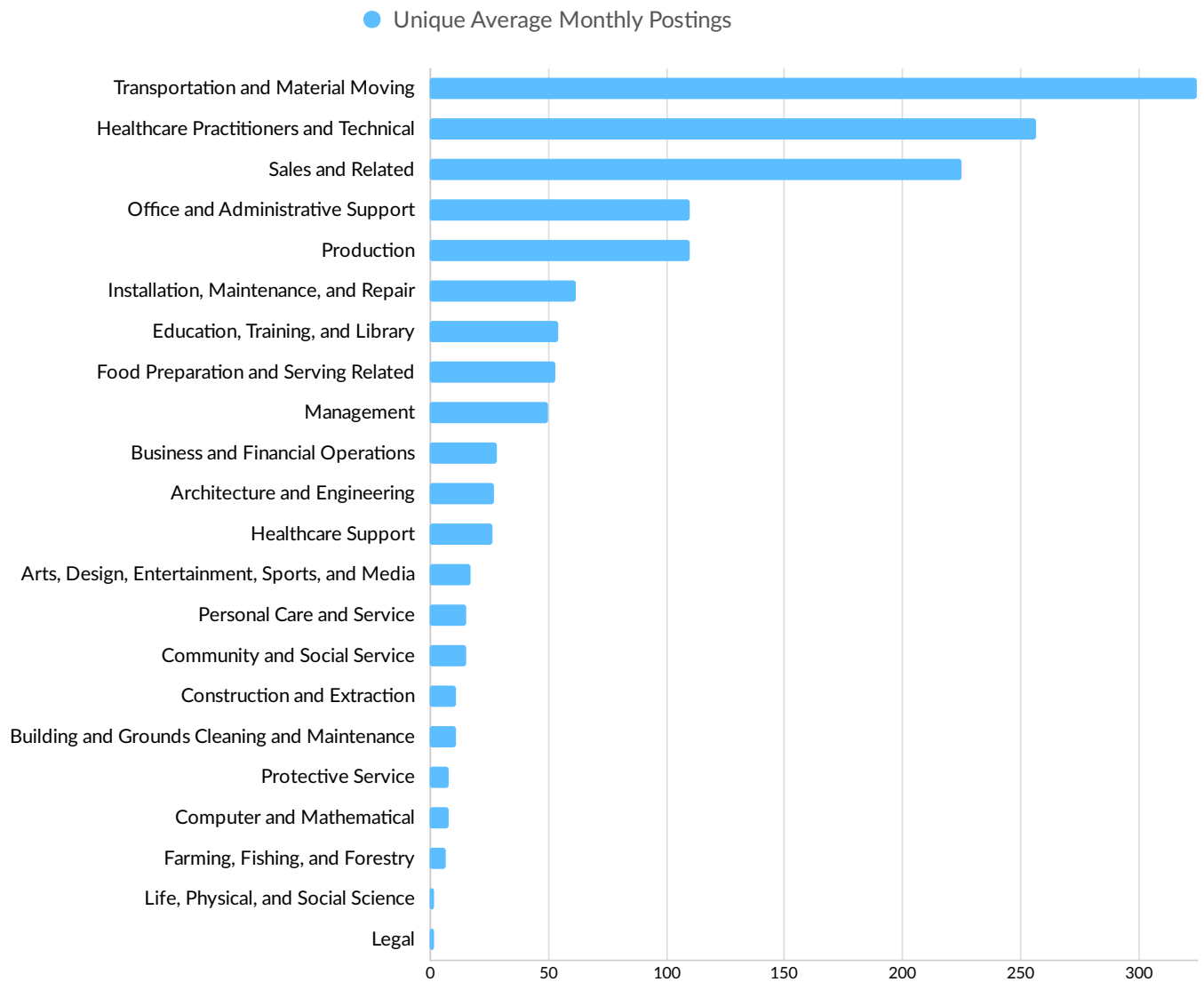
Workforce Characteristics - Cont.

Top Occupation Earnings



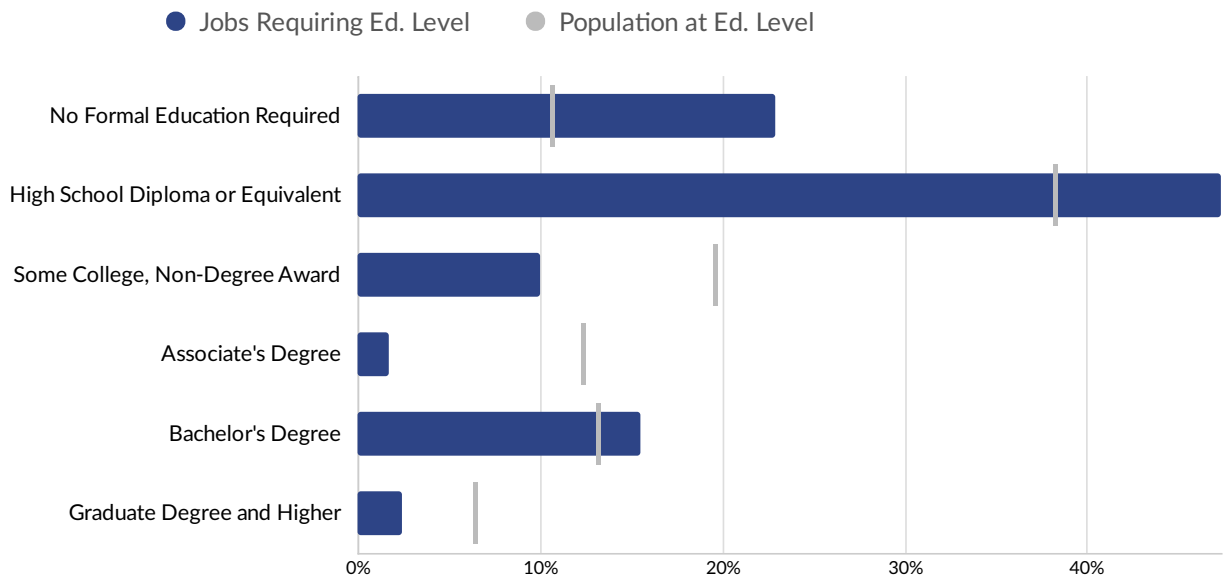
Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Underemployment



Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Production	3,927	4,397	470	+12%	3.04	\$16.06	110
Office and Administrative Support	2,702	2,757	55	+2%	0.77	\$16.25	110
Sales and Related	2,232	2,227	-5	0%	0.91	\$11.87	225
Transportation and Material Moving	1,934	2,152	218	+11%	1.28	\$16.58	325
Food Preparation and Serving Related	1,755	2,002	247	+14%	0.97	\$9.61	54
Education, Training, and Library	1,270	1,324	54	+4%	0.95	\$21.09	54
Healthcare Practitioners and Technical	1,156	1,281	125	+11%	0.94	\$30.95	257
Installation, Maintenance, and Repair	1,126	1,229	103	+9%	1.27	\$19.69	62
Management	1,198	1,177	-21	-2%	0.85	\$27.68	50
Construction and Extraction	950	1,086	136	+14%	0.96	\$17.74	11
Personal Care and Service	682	873	191	+28%	0.82	\$11.63	16
Building and Grounds Cleaning and Maintenance	655	714	59	+9%	0.79	\$12.57	11
Healthcare Support	628	707	79	+13%	1.05	\$15.18	27
Business and Financial Operations	533	590	57	+11%	0.46	\$27.35	29
Protective Service	555	488	-67	-12%	0.88	\$21.43	8
Farming, Fishing, and Forestry	357	400	43	+12%	2.17	\$13.58	7
Community and Social Service	347	387	40	+12%	0.95	\$20.87	15
Architecture and Engineering	244	286	42	+17%	0.68	\$30.56	27

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	216	227	11	+5%	0.50	\$16.58	18
Computer and Mathematical	161	168	7	+4%	0.24	\$28.24	8
Life, Physical, and Social Science	95	107	12	+13%	0.53	\$25.02	2
Military-only	67	60	-7	-10%	0.40	\$19.31	0
Legal	47	42	-5	-11%	0.21	\$26.91	2

Educational Pipeline

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