



# Barron County

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## Economy Overview

**45,412**

**Population (2016)**

Population **decreased by 495** over the last 5 years and is projected to **decrease by 165** over the next 5 years.

**23,823**

**Jobs (2016)**

Jobs **grew by 1,315** over the last 5 years and are projected to **grow by 804** over the next 5 years.

**\$45.7K**

**Median Household Income (2015)**

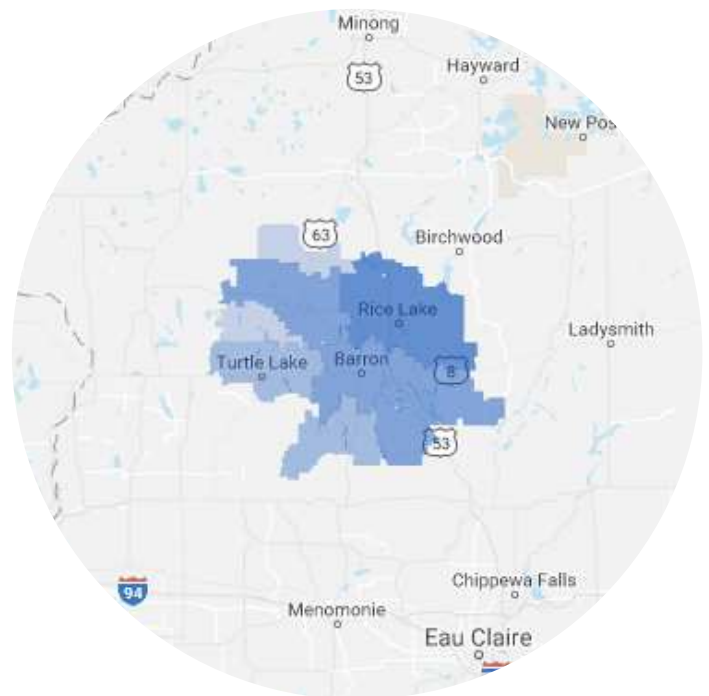
Median household income is **\$8.2K below** the national median household income of \$53.9K.

As of 2016 the region's population **declined by 1.1%** since 2011, falling by 495. Population is expected to **decrease by 0.4%** between 2016 and 2021, losing 165.

From 2011 to 2016, jobs **increased by 5.8%** in Barron County from 22,508 to 23,823. This change **fell short of the national growth rate of 8.8% by 3.0%**. As the number of jobs increased, the **labor force participation rate increased from 62.5% to 65.4% between 2011 and 2016**.

Concerning educational attainment, **11.6% of Barron County residents possess a Bachelor's Degree** (6.7% below the national average), and **12.3% hold an Associate's Degree** (4.4% above the national average).

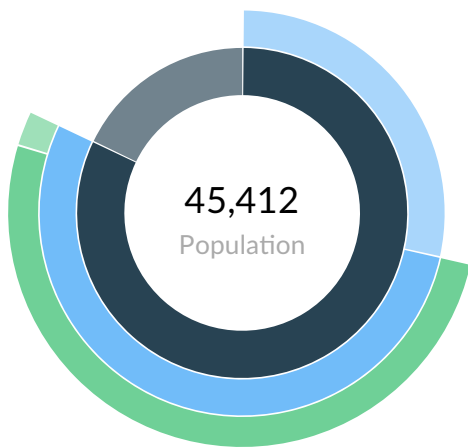
The top three industries in 2016 are Local Government, Excluding Education and Hospitals, Animal Slaughtering and Processing, and Education and Hospitals (Local Government).



## Economy Overview - Cont.

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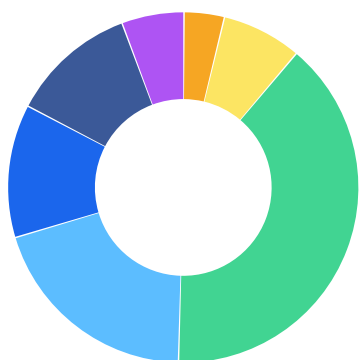
### 2016 Labor Force Breakdown



	Population
● Total Working Age Population	37,258
● Not in Labor Force (15+)	12,908
● Labor Force	24,350
● Employed	23,243
● Unemployed	1,107
● Under 15	8,154

### Educational Attainment

Concerning educational attainment, **11.6% of Barron County residents possess a Bachelor's Degree** (6.7% below the national average), and **12.3% hold an Associate's Degree** (4.4% above the national average).

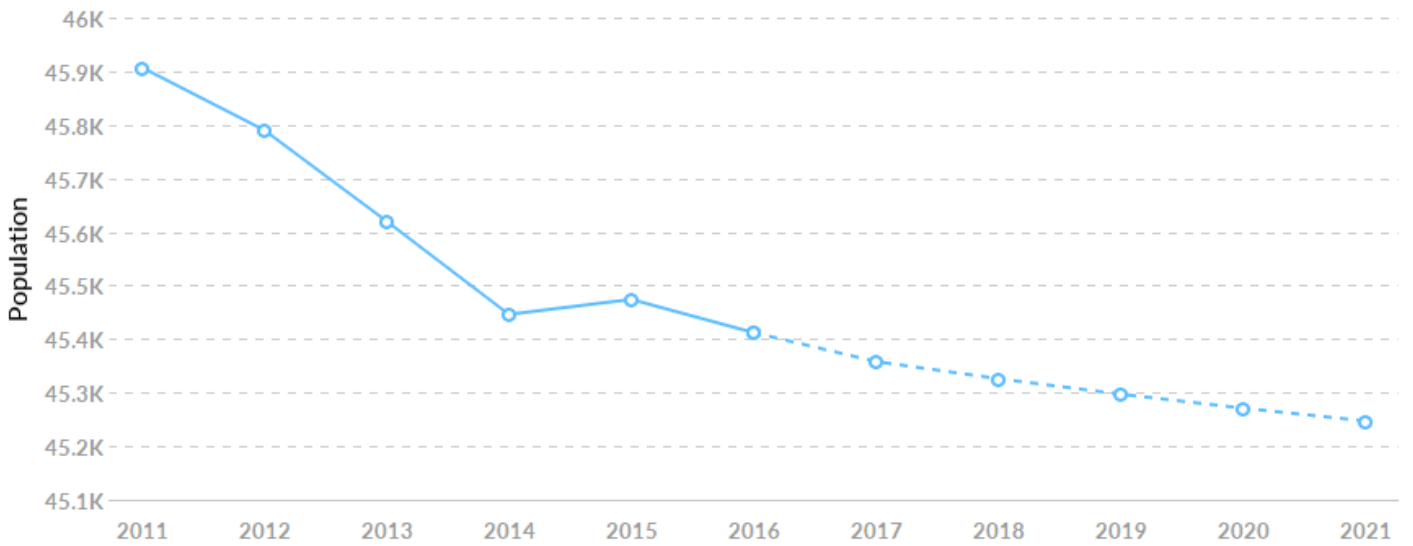


	% of Population	Population
● Less Than 9th Grade	3.7%	1,199
● 9th Grade to 12th Grade	7.4%	2,382
● High School Diploma	39.3%	12,680
● Some College	19.9%	6,440
● Associate's Degree	12.3%	3,969
● Bachelor's Degree	11.6%	3,759
● Graduate Degree and Higher	5.8%	1,857

# Historic & Projected Trends

## Population Trends

As of 2016 the region's population declined by 1.1% since 2011, falling by 495. Population is expected to decrease by 0.4% between 2016 and 2021, losing 165.

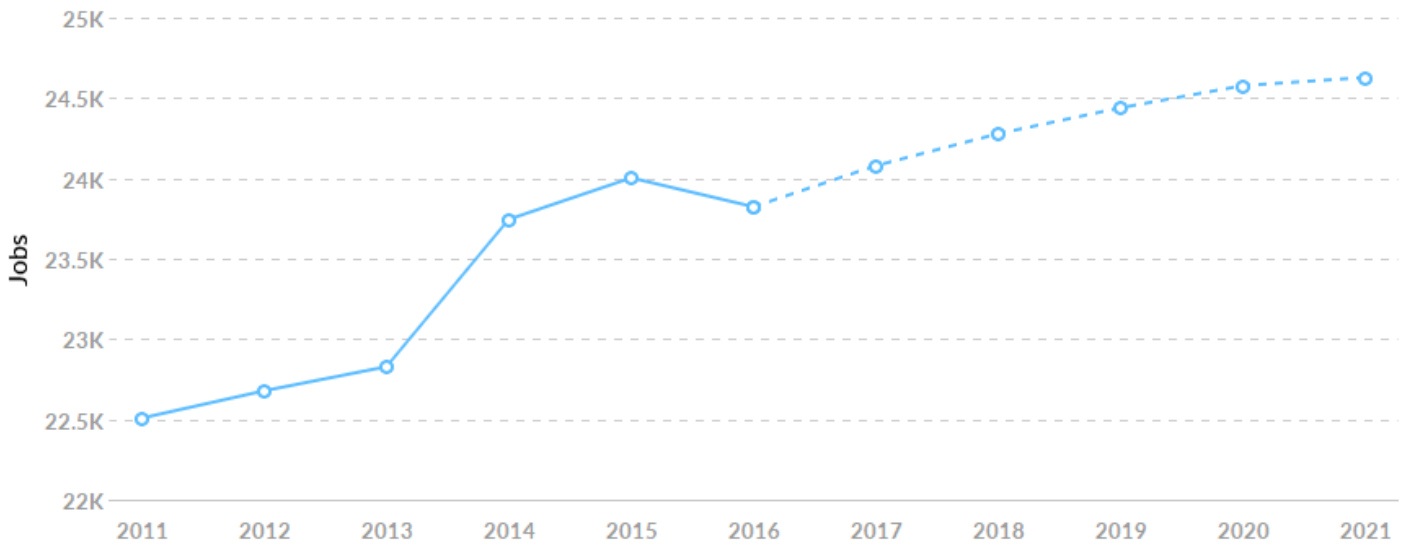


Timeframe	Population
2011	45,907
2012	45,790
2013	45,620
2014	45,446
2015	45,474
2016	45,412
2017	45,358
2018	45,326
2019	45,297
2020	45,271
2021	45,247

# Historic & Projected Trends - Cont.

## Job Trends

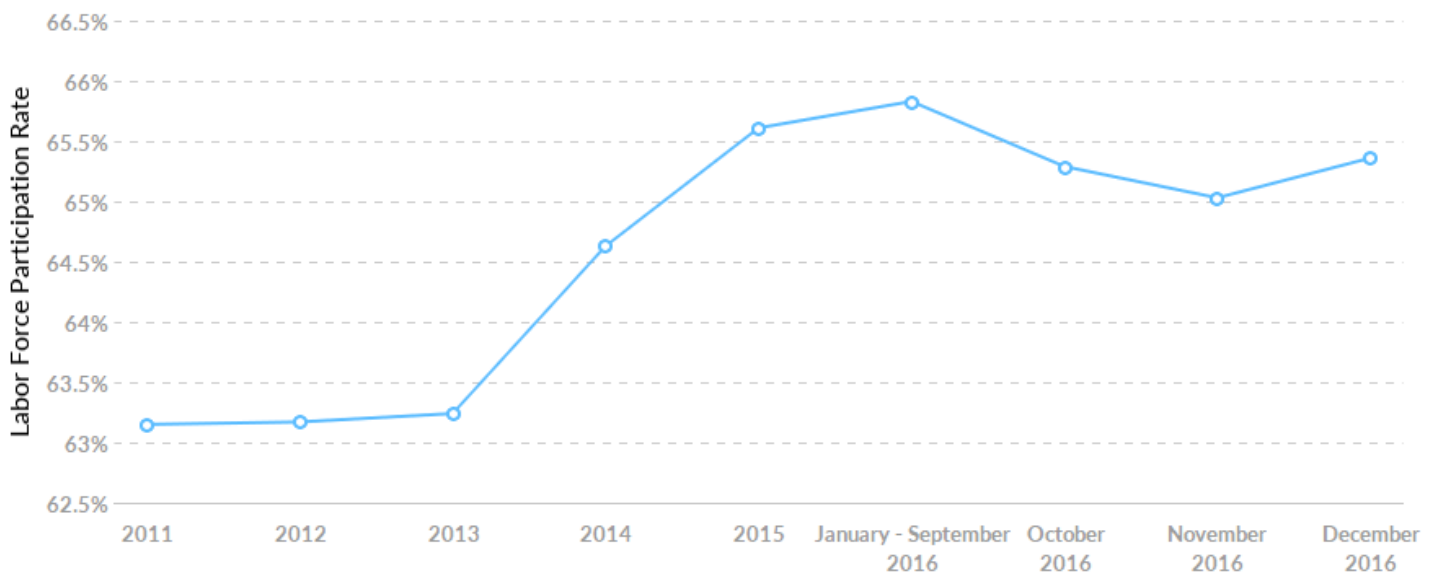
From 2011 to 2016, jobs increased by 5.8% in Barron County from 22,508 to 23,823. This change fell short of the national growth rate of 8.8% by 3.0%.



Timeframe	Jobs
2011	22,508
2012	22,678
2013	22,828
2014	23,745
2015	24,003
2016	23,823
2017	24,079
2018	24,278
2019	24,439
2020	24,577
2021	24,628

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



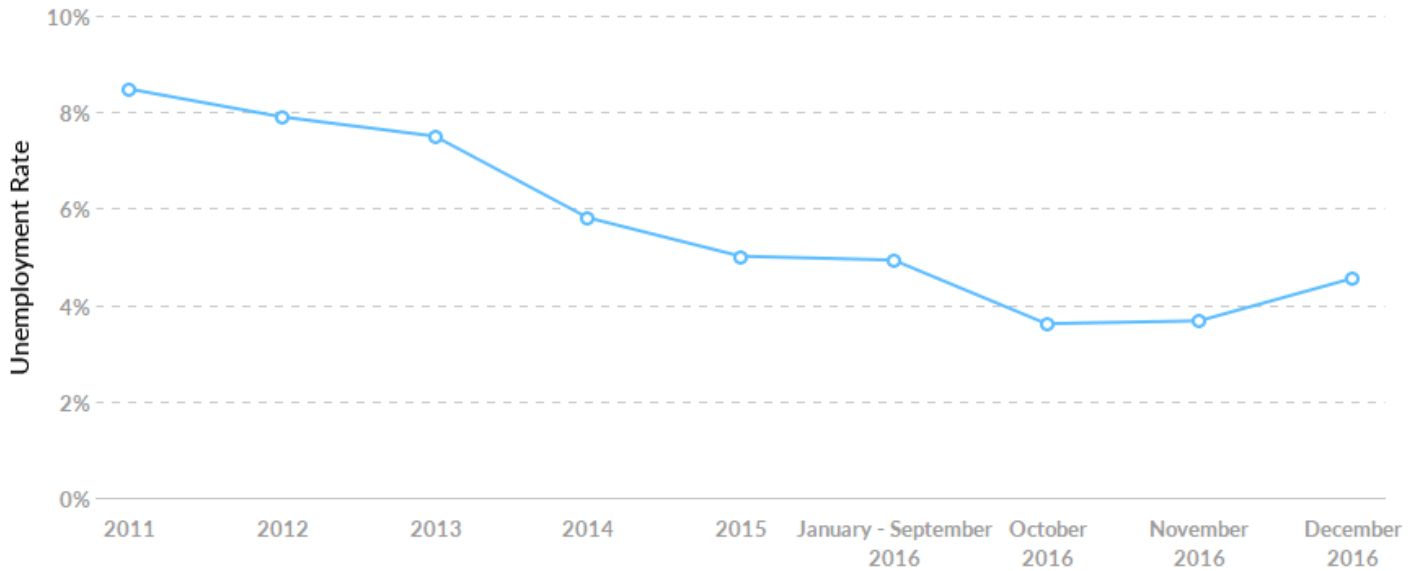
Timeframe	Labor Force Participation Rate
2011	63.15%
2012	63.17%
2013	63.24%
2014	64.63%
2015	65.61%
January - September 2016	65.83%
October 2016	65.29%
November 2016	65.03%
December 2016	65.36%



## Historic & Projected Trends - Cont.

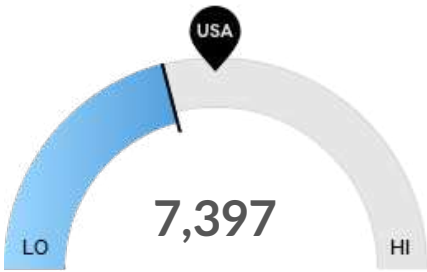
### Unemployment Rate Trends

Barron County had a December 2016 unemployment rate of 4.55%, **decreasing from 8.48%** 5 years before.



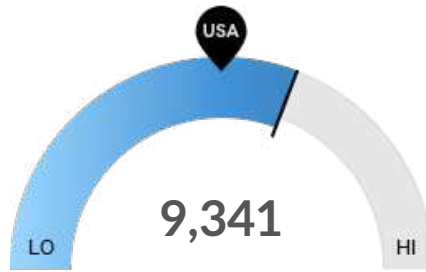
Timeframe	Unemployment Rate
2011	8.48%
2012	7.90%
2013	7.50%
2014	5.81%
2015	5.01%
January - September 2016	4.93%
October 2016	3.61%
November 2016	3.67%
December 2016	4.55%

## Population Characteristics



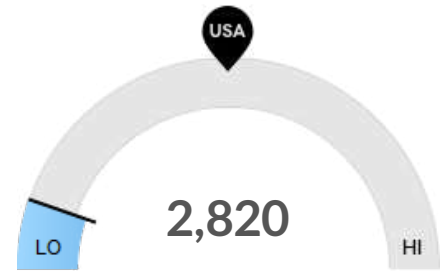
**Millennials**

Barron County has 7,397 millennials (ages 20-34). The national average for an area this size is 9,454.



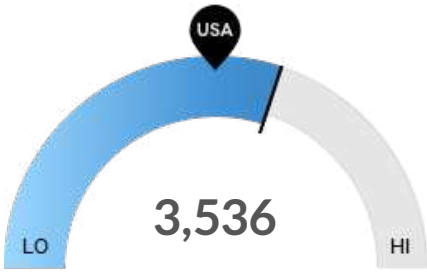
**Retiring Soon**

Retirement risk is high in Barron County. The national average for an area this size is 6,764 people 65 or older, while there are 9,341 here.



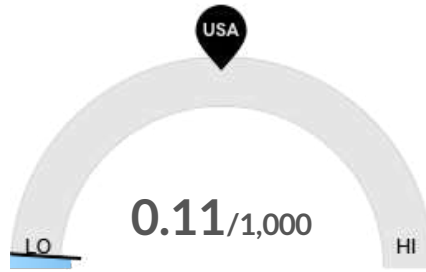
**Racial Diversity**

Racial diversity is low in Barron County. The national average for an area this size is 17,421 racially diverse people, while there are 2,820 here.



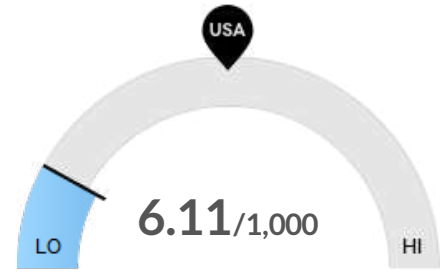
**Veterans**

Barron County has 3,536 veterans. The national average for an area this size is 2,668.



**Violent Crime**

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



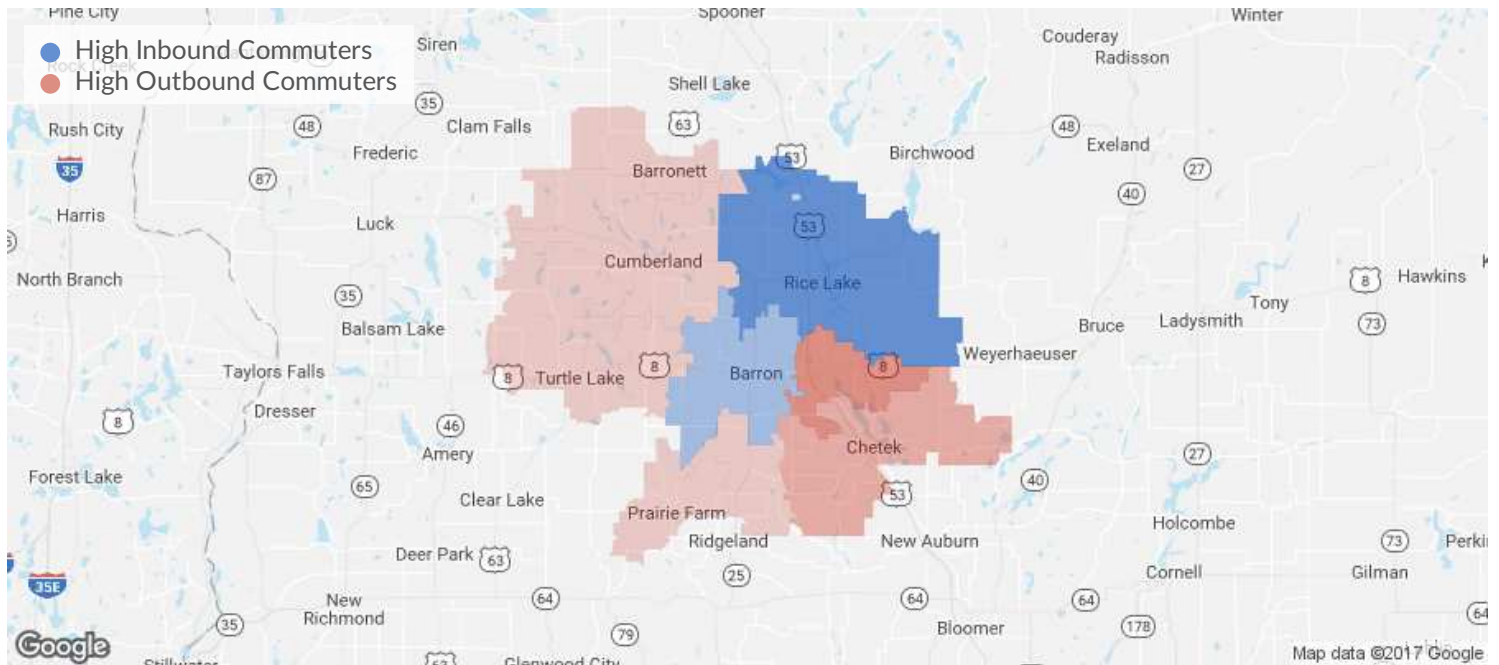
**Property Crime**

Barron County has 6.11 property crimes per 1,000 people. The national rate is 24.22 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

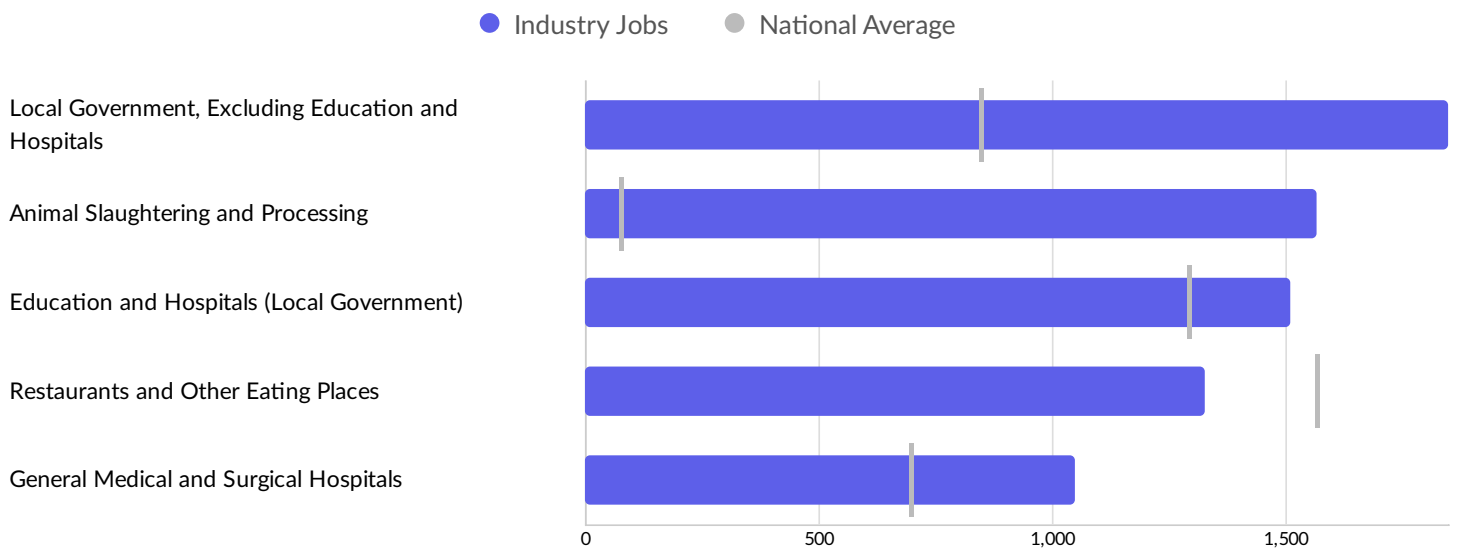
ZIP	Name	2016 Employment
54868	Rice Lake, WI (in Barro...	11,005
54812	Barron, WI (in Barron c...	3,891
54829	Cumberland, WI (in Ba...	2,532
54728	Chetek, WI (in Barron ...	2,144
54889	Turtle Lake, WI (in Barr...	1,355

### Where Talent Lives

ZIP	Name	2016 Workers
54868	Rice Lake, WI (in Barro...	8,276
54728	Chetek, WI (in Barron ...	3,386
54812	Barron, WI (in Barron c...	2,957
54829	Cumberland, WI (in Ba...	2,892
54822	Cameron, WI (in Barro...	2,671

# Industry Characteristics

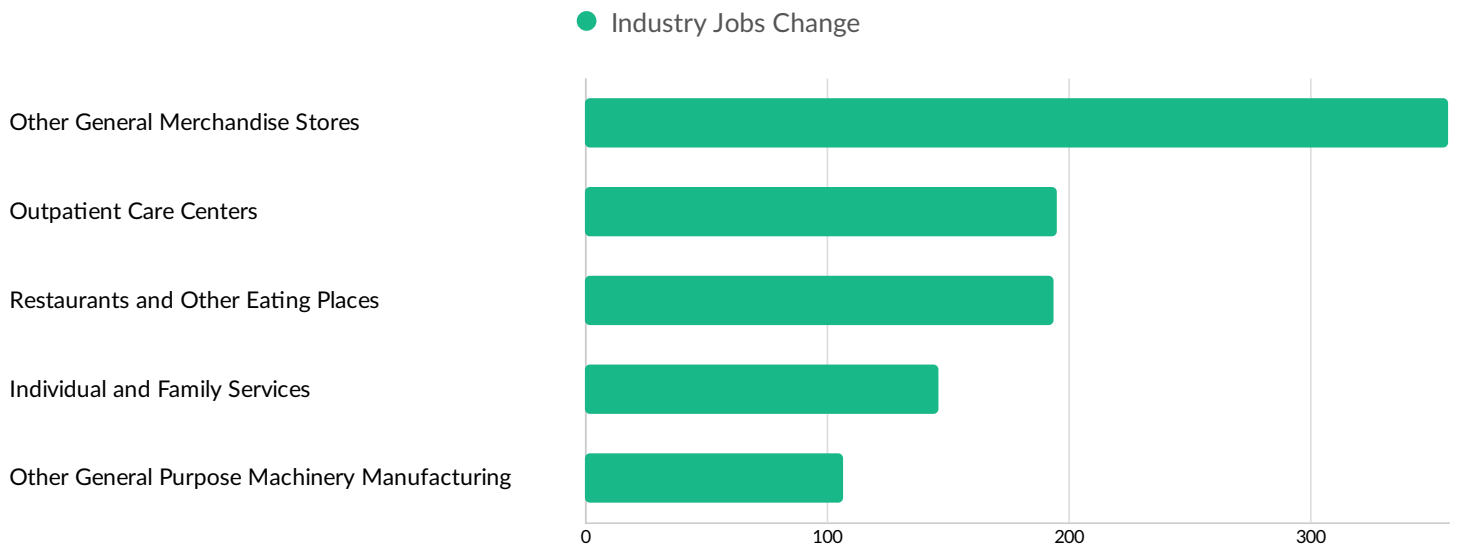
## Largest Industries



Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Local Government, Excluding Education and Hospitals	2,166	1,847	-319	-15%	\$48,084
Animal Slaughtering and Processing	1,616	1,566	-50	-3%	\$50,891
Education and Hospitals (Local Government)	1,518	1,508	-10	-1%	\$56,736
Restaurants and Other Eating Places	1,134	1,328	194	+17%	\$14,259
General Medical and Surgical Hospitals	1,137	1,048	-89	-8%	\$74,836

## Industry Characteristics - Cont

### Top Growing Industries

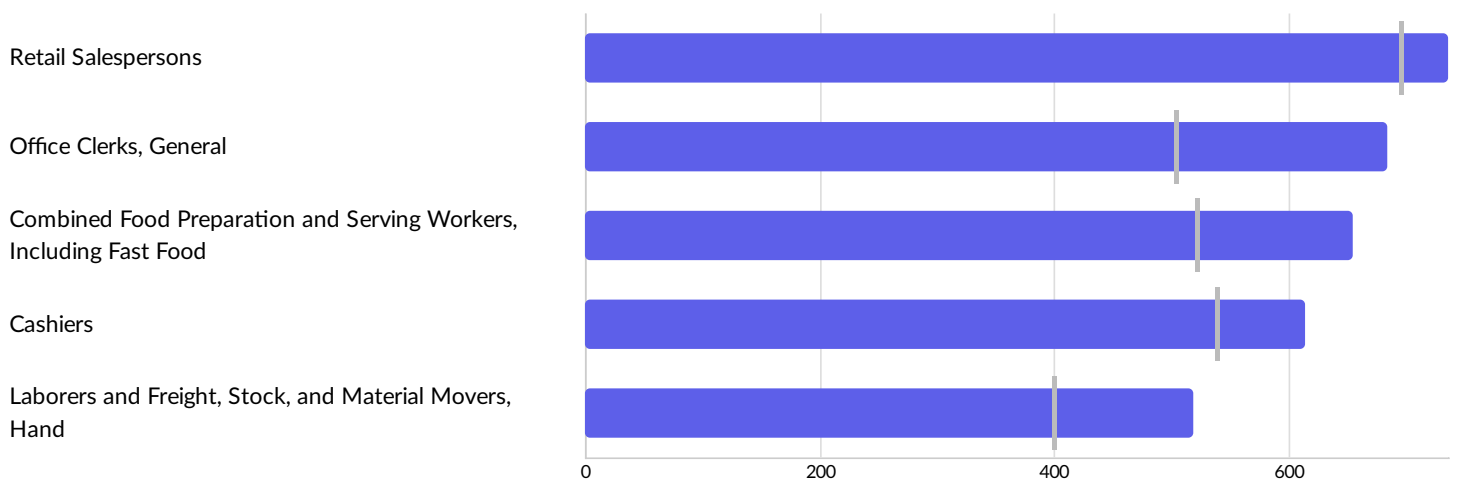


Industry	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Earnings Per Worker
Other General Merchandise Stores	85	442	357	+420%	\$30,537
Outpatient Care Centers	12	207	195	+1,625%	\$78,909
Restaurants and Other Eating Places	1,134	1,328	194	+17%	\$14,259
Individual and Family Services	62	208	146	+235%	\$19,328
Other General Purpose Machinery Manufacturing	354	461	107	+30%	\$60,014

# Workforce Characteristics

## Largest Occupations

● Occupation Jobs ● National Average

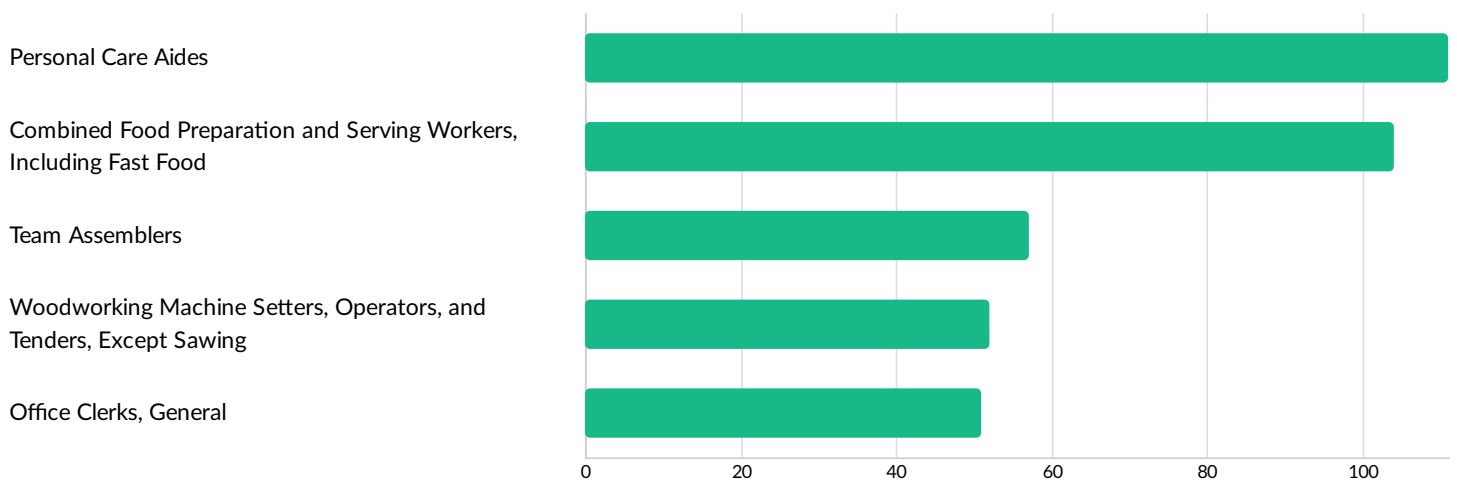


Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Retail Salespersons	758	737	-21	-3%	\$12.68
Office Clerks, General	634	685	51	+8%	\$15.45
Combined Food Preparation and Serving Workers, Including Fast Food	551	655	104	+19%	\$9.18
Cashiers	629	615	-14	-2%	\$9.74
Laborers and Freight, Stock, and Material Movers, Hand	482	519	37	+8%	\$15.50

## Workforce Characteristics - Cont

### Top Growing Occupations

● Occupation Jobs Change



Occupation	2011 Jobs	2016 Jobs	Change in Jobs (2011-2016)	% Change	2016 Avg. Hourly Earnings
Personal Care Aides	141	252	111	+79%	\$11.54
Combined Food Preparation and Serving Workers, Including Fast Food	551	655	104	+19%	\$9.18
Team Assemblers	342	399	57	+17%	\$15.23
Woodworking Machine Setters, Operators, and Tenders, Except Sawing	170	222	52	+31%	\$14.68
Office Clerks, General	634	685	51	+8%	\$15.45

## Educational Pipeline

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