



Barron County

West Central Wisconsin Regional Planning Commission



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Report Parameters

1 County

55005 Barron County, WI

Class of Worker

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

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

Economy Overview

45,089

Population (2019)

Population decreased by 254 over the last 5 years and is projected to decrease by 171 over the next 5 years.

24,505

Total Regional Employment

Jobs grew by 766 over the last 5 years and are projected to grow by 741 over the next 5 years.

\$50.9K

Median Household Income (2018)

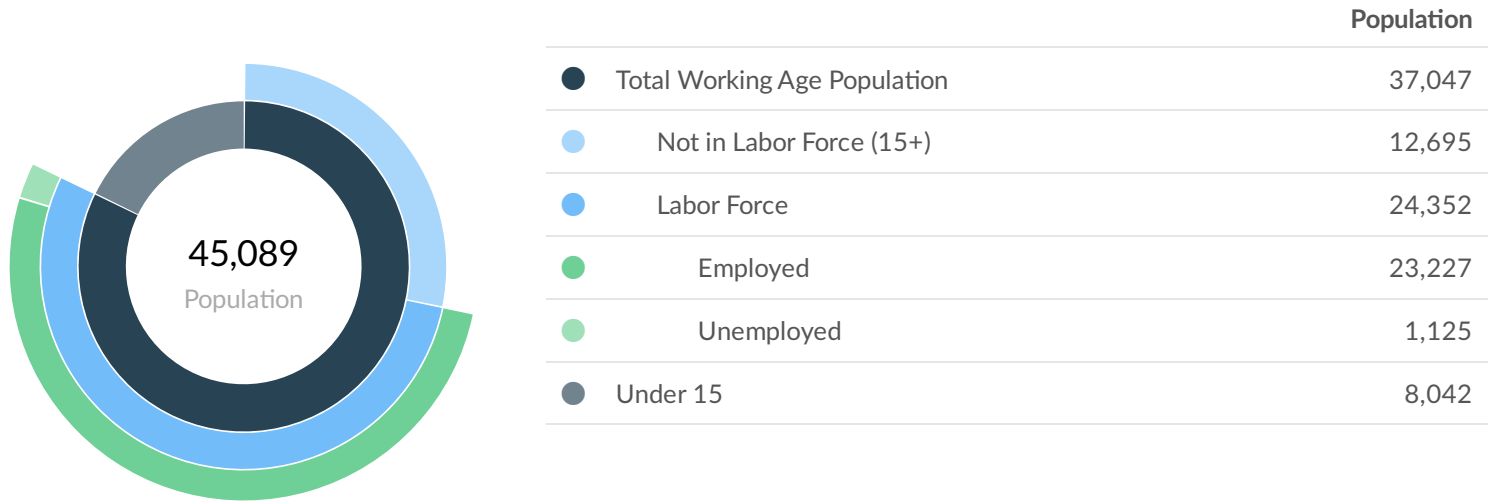
Median household income is \$9.4K below the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population declined by 0.6% since 2014, falling by 254. Population is expected to decrease by 0.4% between 2019 and 2024, losing 171.
- From 2014 to 2019, jobs increased by 3.2% in Barron County from 23,739 to 24,505. This change fell short of the national growth rate of 7.6% by 4.4%. As the number of jobs increased, the labor force participation rate increased from 62.9% to 65.7% between 2014 and 2019.
- Concerning educational attainment, 12.7% of Barron County residents possess a Bachelor's Degree (6.1% below the national average), and 12.4% hold an Associate's Degree (4.3% above the national average).
- The top three industries in 2019 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Animal Slaughtering and Processing.

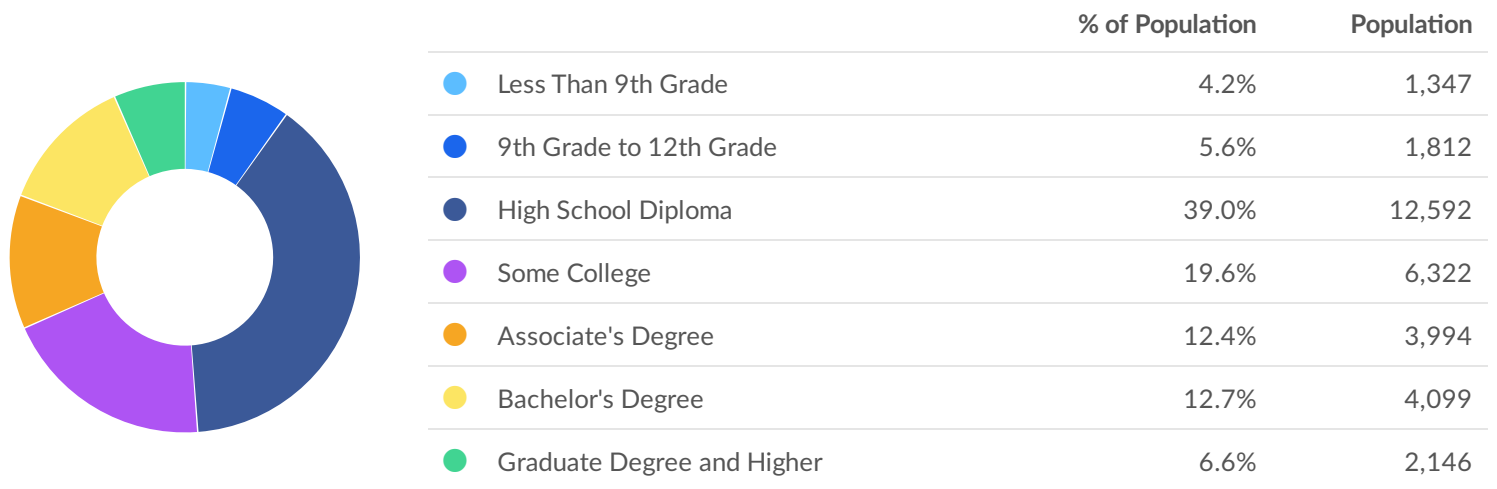
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	45,089	24,352	24,505	99.9	\$2.17B	\$3.26B	\$2.89B
Chippewa County	64,346	33,535	27,408	96.8	\$2.58B	\$3.75B	\$3.21B
St. Croix County	90,476	50,308	38,350	101.5	\$3.77B	\$6.14B	\$3.69B
Polk County	43,615	24,608	17,986	98.8	\$1.62B	\$2.93B	\$2.06B
Eau Claire County	105,102	58,787	63,465	98.2	\$6.06B	\$6.13B	\$6.59B
Dunn County	45,311	24,581	19,902	95.6	\$1.83B	\$2.89B	\$2.41B
West Central Wisconsin	428,690	234,123	204,835	98.3	\$19.34B	\$26.39B	\$22.16B
Momentum West	492,904	270,290	225,757	99.0	\$21.29B	\$29.68B	\$24.20B
Clark County	34,751	17,952	13,218	97.2	\$1.30B	\$2.35B	\$2.16B
Barron County, WI	45,089	24,352	24,505	99.9	\$2.17B	\$3.26B	\$2.89B

2019 Labor Force Breakdown



Educational Attainment

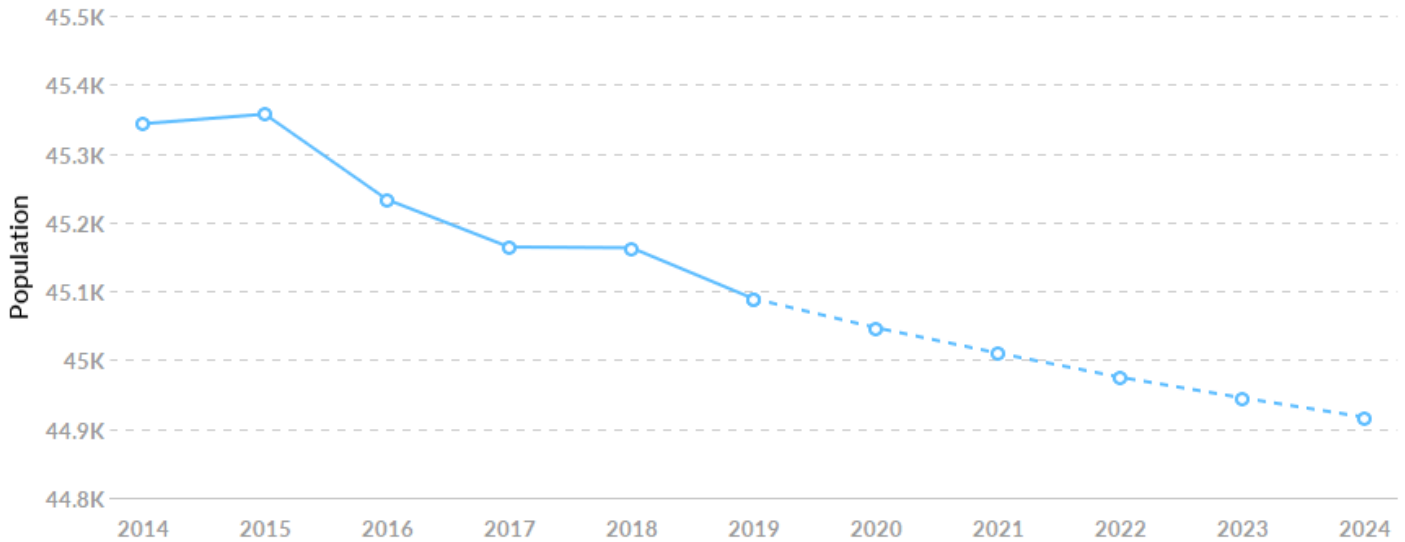
Concerning educational attainment, **12.7% of Barron County residents possess a Bachelor's Degree** (6.1% below the national average), and **12.4% hold an Associate's Degree** (4.3% above the national average).



Historic & Projected Trends

Population Trends

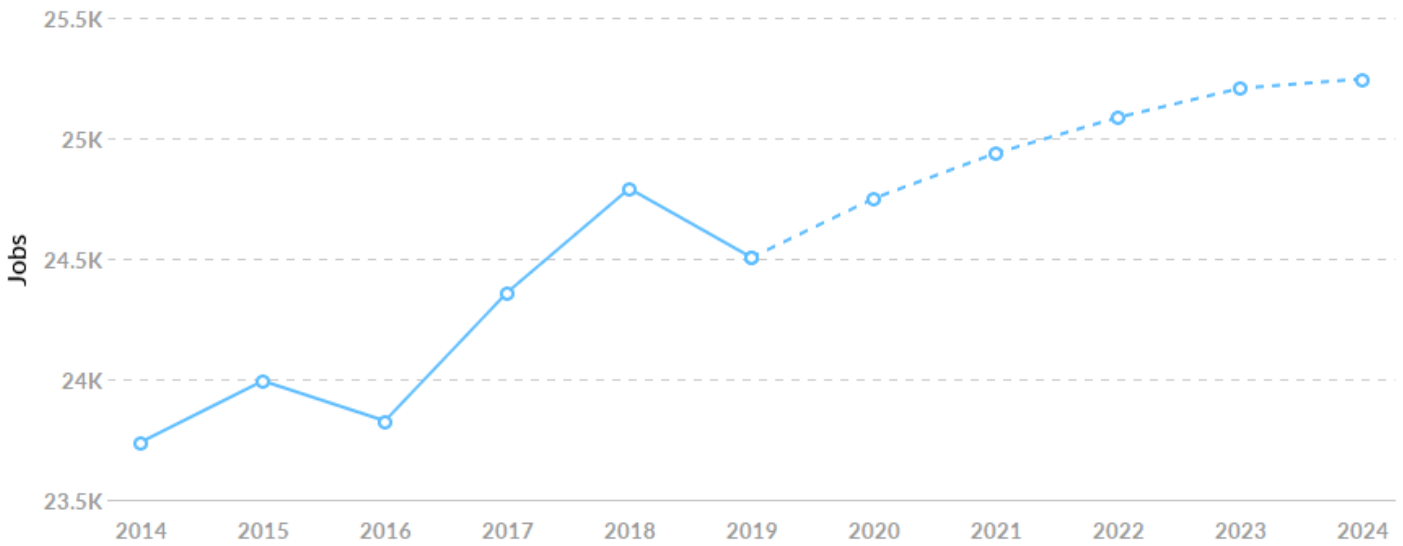
As of 2019 the region's population **declined by 0.6%** since 2014, falling by 254. Population is expected to **decrease by 0.4%** between 2019 and 2024, losing 171.



Timeframe	Population
2014	45,343
2015	45,357
2016	45,233
2017	45,164
2018	45,163
2019	45,089
2020	45,047
2021	45,010
2022	44,975
2023	44,945
2024	44,917

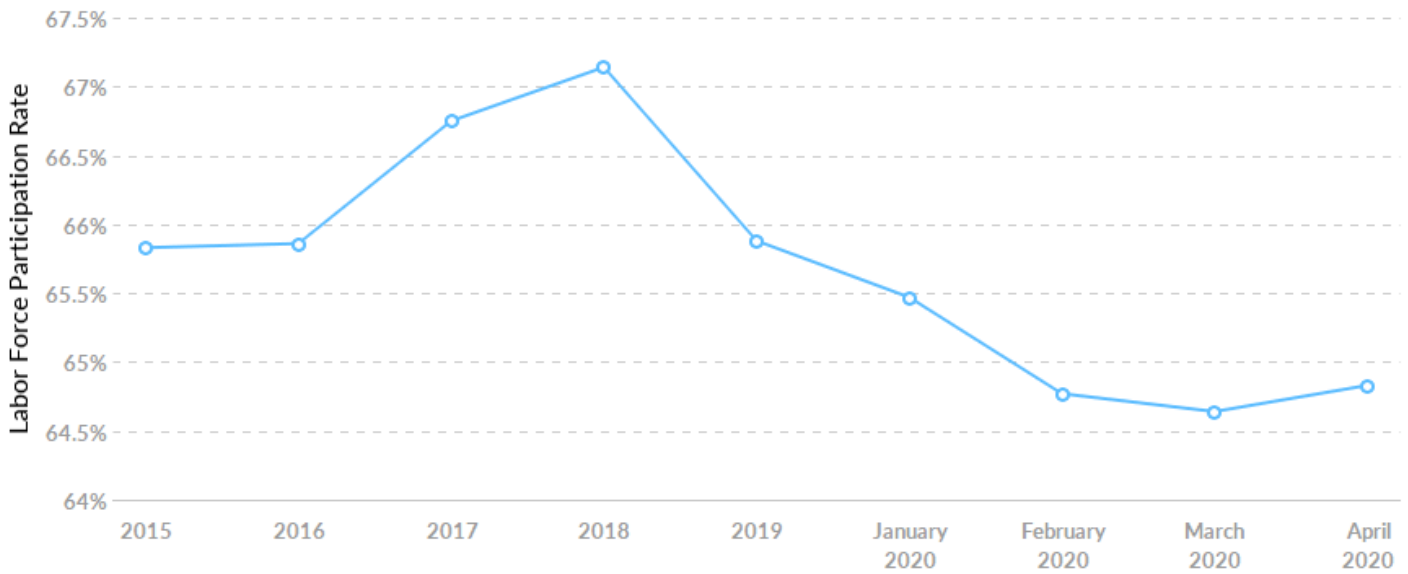
Job Trends

From 2014 to 2019, jobs increased by 3.2% in Barron County from 23,739 to 24,505. This change fell short of the national growth rate of 7.6% by 4.4%.



Timeframe	Jobs
2014	23,739
2015	23,993
2016	23,827
2017	24,360
2018	24,791
2019	24,505
2020	24,750
2021	24,938
2022	25,086
2023	25,207
2024	25,246

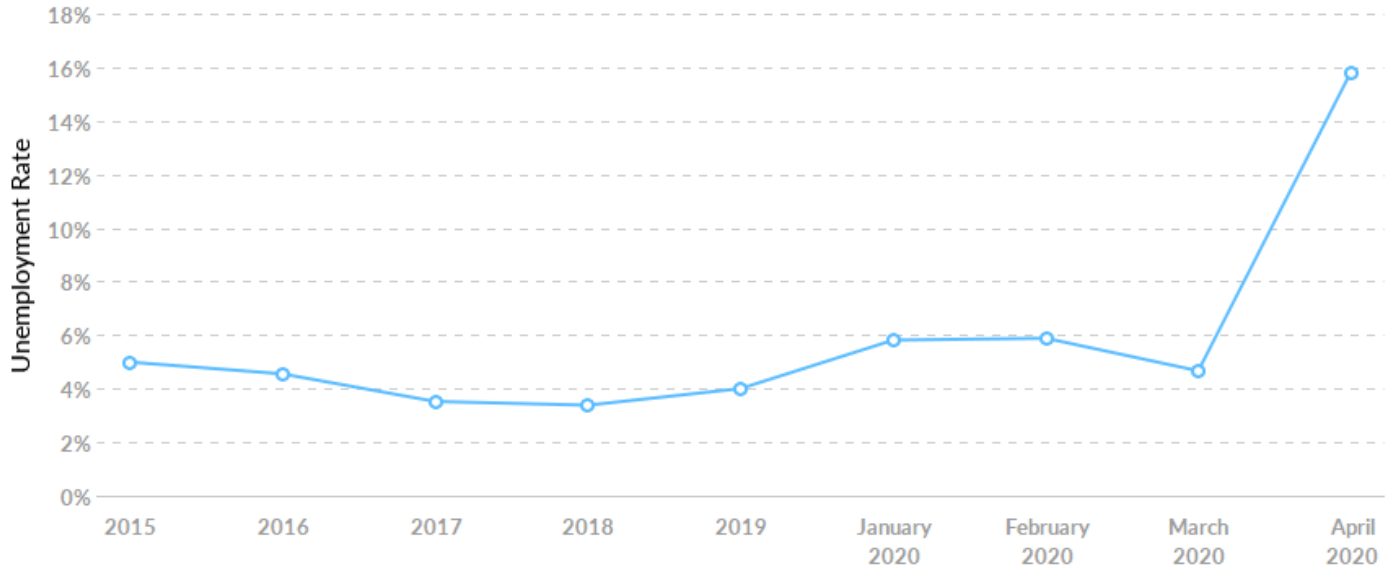
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	65.83%
2016	65.86%
2017	66.75%
2018	67.14%
2019	65.88%
January 2020	65.47%
February 2020	64.77%
March 2020	64.64%
April 2020	64.83%

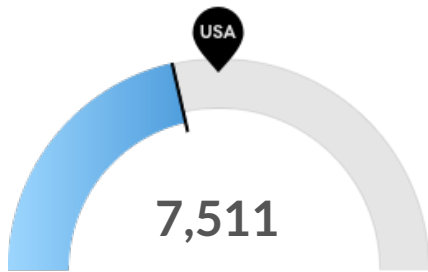
Unemployment Rate Trends

Barron County had an April 2020 unemployment rate of 15.82%, increasing from 4.99% 5 years before.



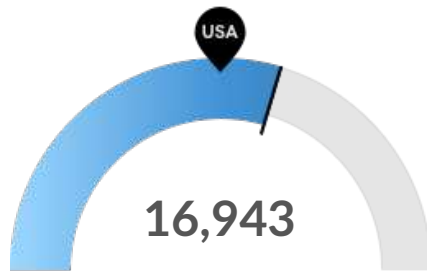
Timeframe	Unemployment Rate
2015	4.99%
2016	4.55%
2017	3.52%
2018	3.38%
2019	4.00%
January 2020	5.81%
February 2020	5.88%
March 2020	4.66%
April 2020	15.82%

Population Characteristics



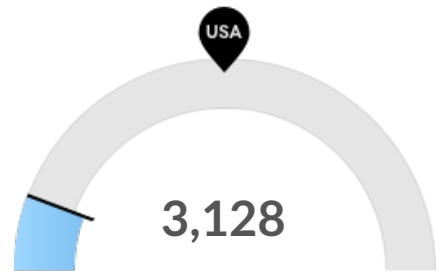
Millennials

Barron County has 7,511 millennials (ages 25-39). The national average for an area this size is 9,285.



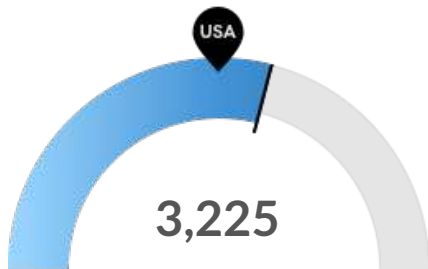
Retiring Soon

Retirement risk is high in Barron County. The national average for an area this size is 13,073 people 55 or older, while there are 16,943 here.



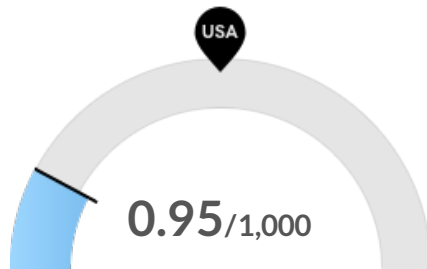
Racial Diversity

Racial diversity is low in Barron County. The national average for an area this size is 17,893 racially diverse people, while there are 3,128 here.



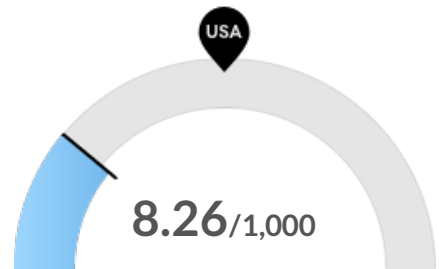
Veterans

Barron County has 3,225 veterans. The national average for an area this size is 2,569.



Violent Crime

Barron County has 0.95 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

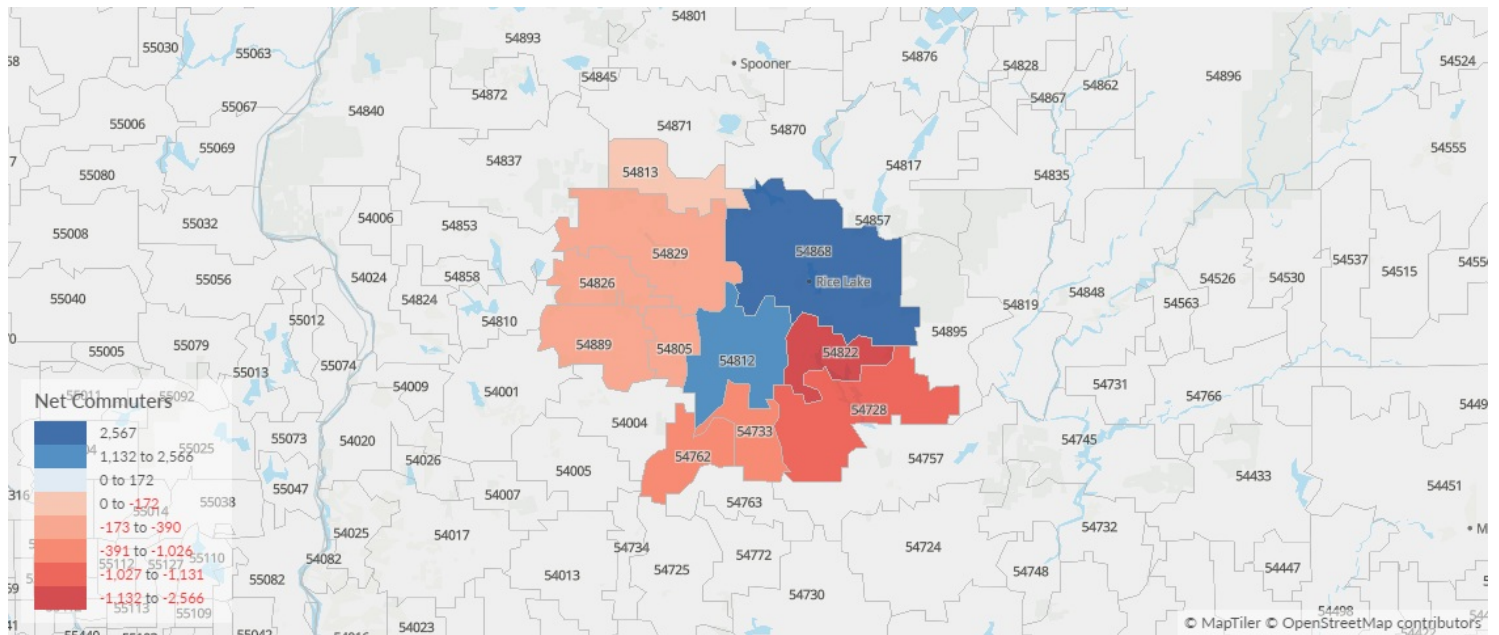


Property Crime

Barron County has 8.26 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

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

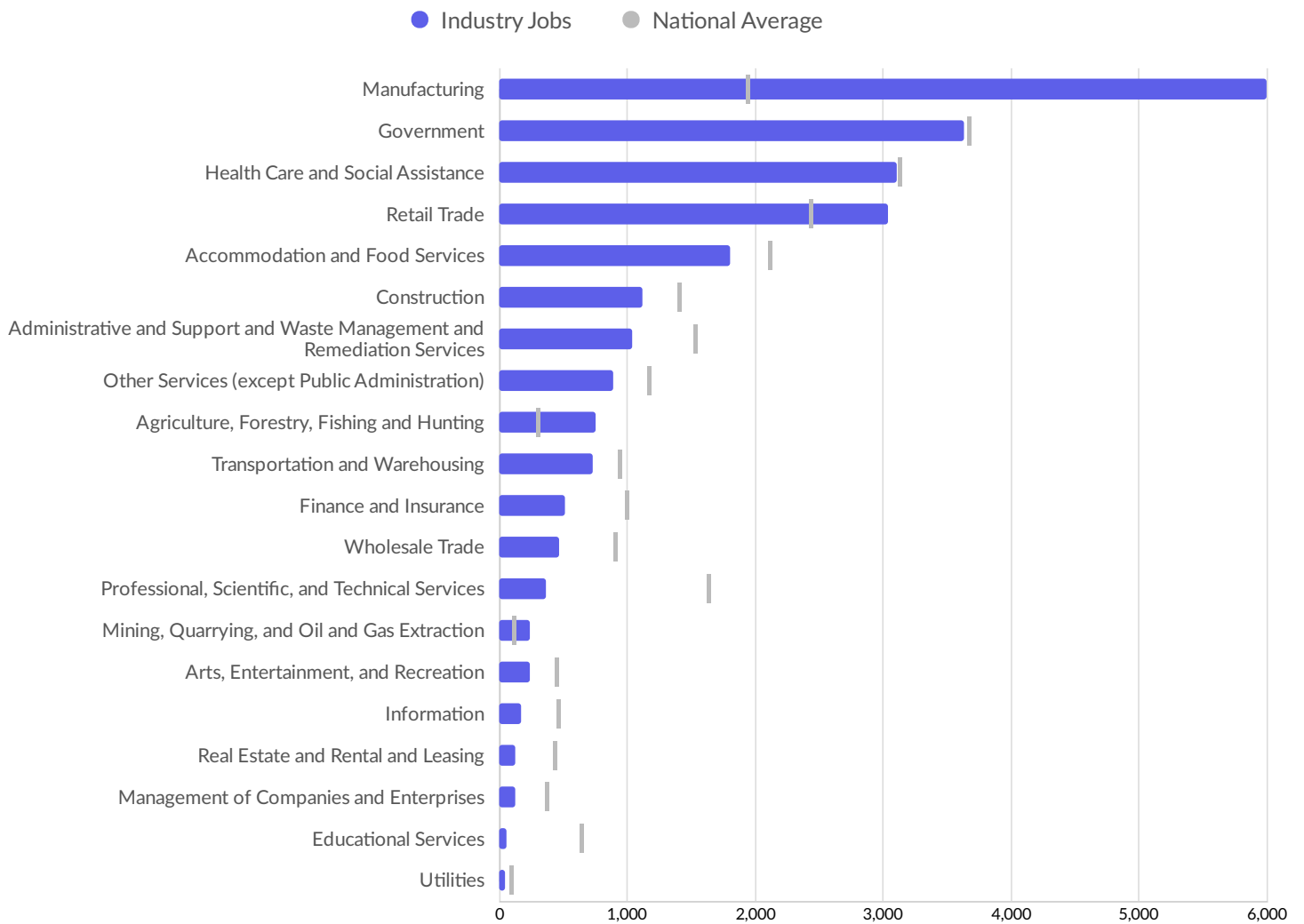
Where Talent Lives

ZIP	Name	2019 Employment
54868	Rice Lake, WI (in Barron...	10,852
54812	Barron, WI (in Barron co...	4,208
54829	Cumberland, WI (in Barr...	2,517
54728	Chetek, WI (in Barron c...	2,252
54889	Turtle Lake, WI (in Barro...	1,644

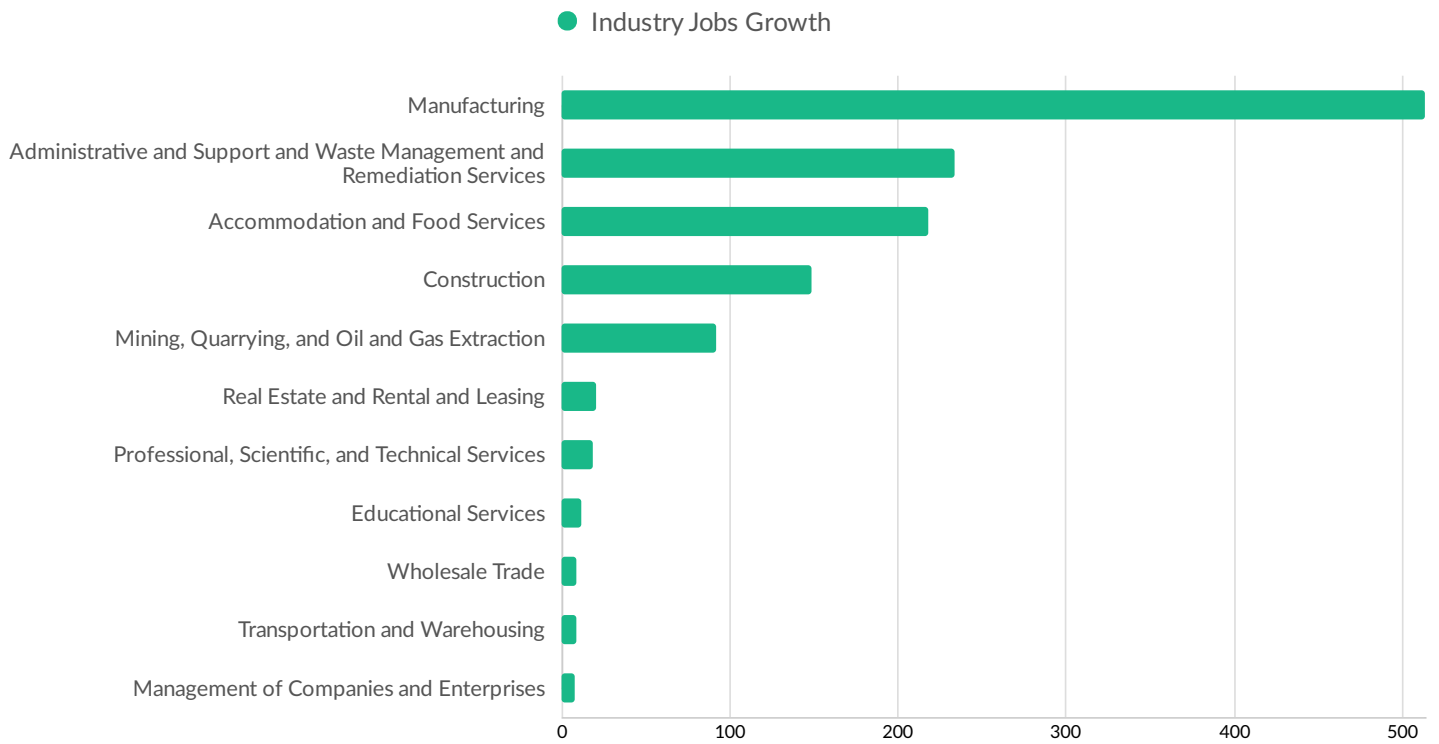
ZIP	Name	2019 Workers
54868	Rice Lake, WI (in Barron...	8,285
54728	Chetek, WI (in Barron c...	3,279
54812	Barron, WI (in Barron co...	3,075
54829	Cumberland, WI (in Barr...	2,690
54822	Cameron, WI (in Barron...	2,666

Industry Characteristics

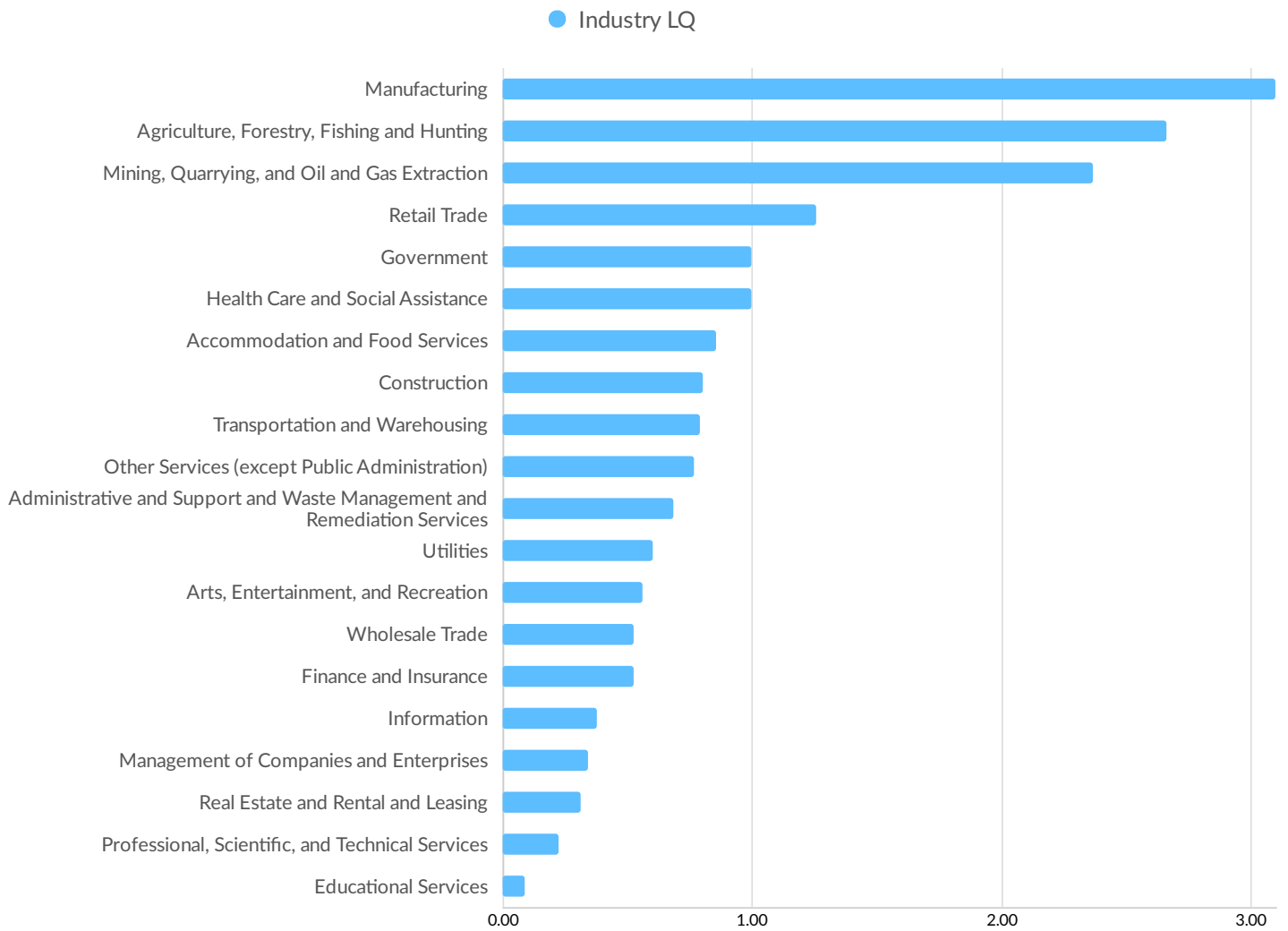
Largest Industries



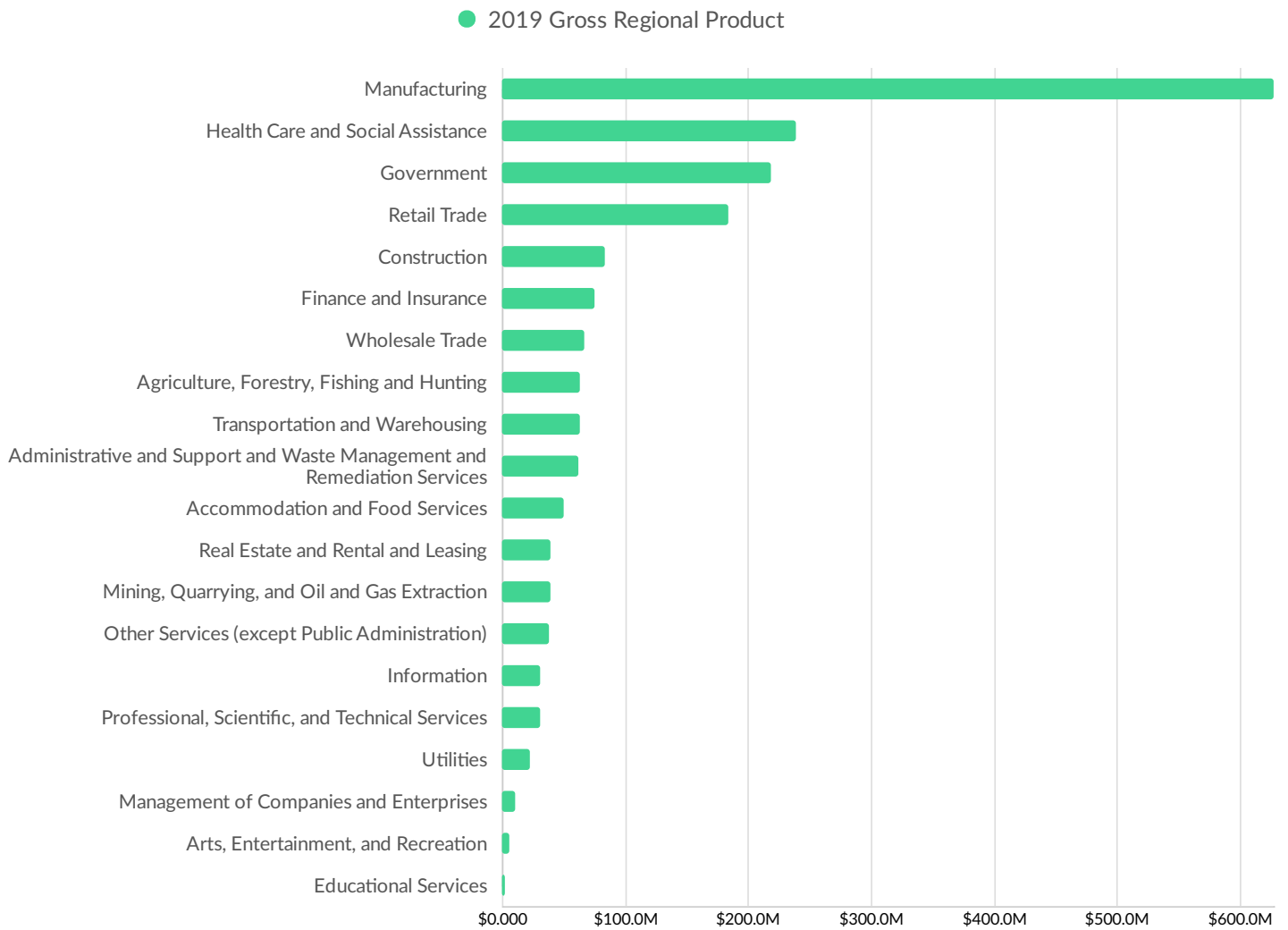
Top Growing Industries



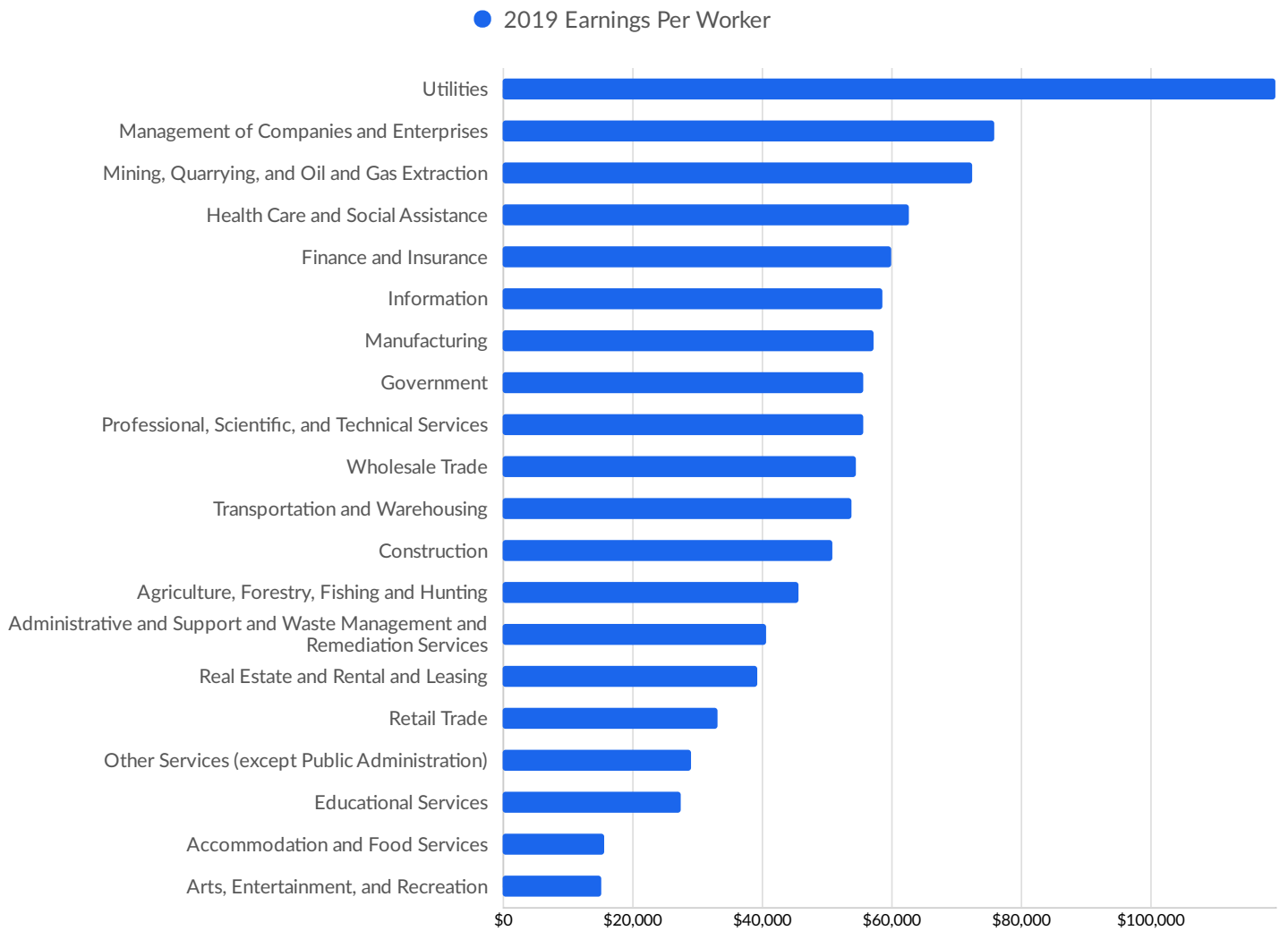
Top Industry LQ



Top Industry GRP



Top Industry Earnings




Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	5,488	6,002	514	+9%	3.10	\$57,174	\$627.57M
Government	3,939	3,641	-298	-8%	1.00	\$55,651	\$218.29M
Health Care and Social Assistance	3,129	3,111	-18	-1%	1.00	\$62,710	\$239.09M
Retail Trade	3,045	3,038	-7	0%	1.26	\$33,107	\$184.19M
Accommodation and Food Services	1,590	1,808	218	+14%	0.86	\$15,745	\$50.66M
Construction	975	1,124	149	+15%	0.81	\$50,891	\$83.85M
Administrative and Support and Waste Management and Remediation Services	808	1,042	234	+29%	0.69	\$40,575	\$61.58M
Other Services (except Public Administration)	941	891	-50	-5%	0.77	\$29,035	\$38.10M
Agriculture, Forestry, Fishing and Hunting	839	759	-80	-10%	2.66	\$45,703	\$63.90M
Transportation and Warehousing	719	728	9	+1%	0.79	\$53,933	\$62.91M
Finance and Insurance	526	516	-10	-2%	0.53	\$60,004	\$75.38M
Wholesale Trade	461	470	9	+2%	0.53	\$54,563	\$66.82M
Professional, Scientific, and Technical Services	342	361	19	+6%	0.22	\$55,552	\$30.57M
Mining, Quarrying, and Oil and Gas Extraction	153	245	92	+60%	2.37	\$72,504	\$39.53M
Arts, Entertainment, and Recreation	243	240	-3	-1%	0.56	\$15,214	\$6.36M
Information	217	170	-47	-22%	0.38	\$58,566	\$31.59M
Real Estate and Rental and Leasing	109	130	21	+19%	0.31	\$39,364	\$39.60M
Management of Companies and Enterprises	115	123	8	+7%	0.35	\$75,962	\$10.46M
Educational Services	45	57	12	+27%	0.09	\$27,461	\$2.16M
Utilities	56	50	-6	-11%	0.60	\$119,232	\$23.10M

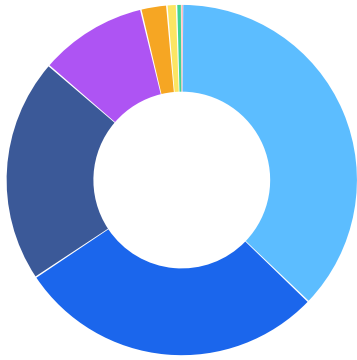
Business Characteristics

2,879 Companies Employ Your Workers

Online profiles for your workers mention 2,879 companies as employers, with the top 10 appearing below. In the last 12 months, 898 companies in Barron County posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
State of Wisconsin	130 	Platinum Supplemental Insuranc...	413 
Lakeview Medical Center, Inc	125 	Marshfield Clinic	369 
Rice Lake Weighing Systems, Inc.	122 	ManpowerGroup Global	202 
Jennie-O Turkey Store, Inc.	115 	HomeAdvisor, Inc.	124 
Marshfield Clinic	109 	CRST International, Inc.	112 
Mayo Clinic	99 	Rice Lake Weighing Systems, Inc.	112 
Sanmina Corporation	67 	Roehl Transport, Inc.	109 
Ardisam, Inc.	57 	Kwik Trip, Inc.	102 
Rice Lake Area School District	54 	Telereach Inc	100 
St. Croix Castings, Inc.	54 	CompHealth, Inc.	96 

Business Size

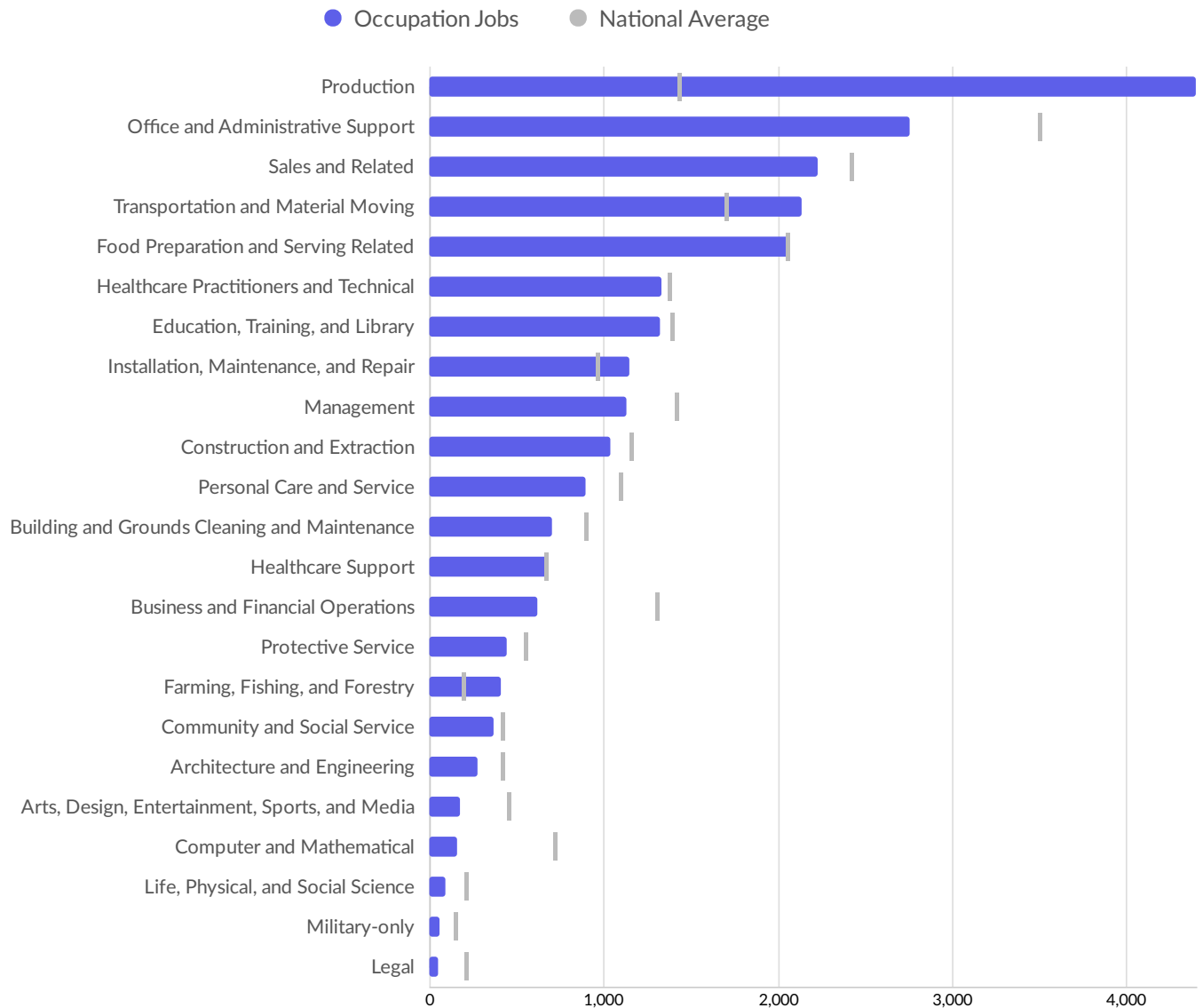


	Percentage	Business Count
1 to 4 employees	37.1%	882
5 to 9 employees	28.5%	677
10 to 19 employees	20.7%	491
20 to 49 employees	9.9%	236
50 to 99 employees	2.4%	57
100 to 249 employees	0.9%	21
250 to 499 employees	0.5%	11
500+ employees	0.1%	2

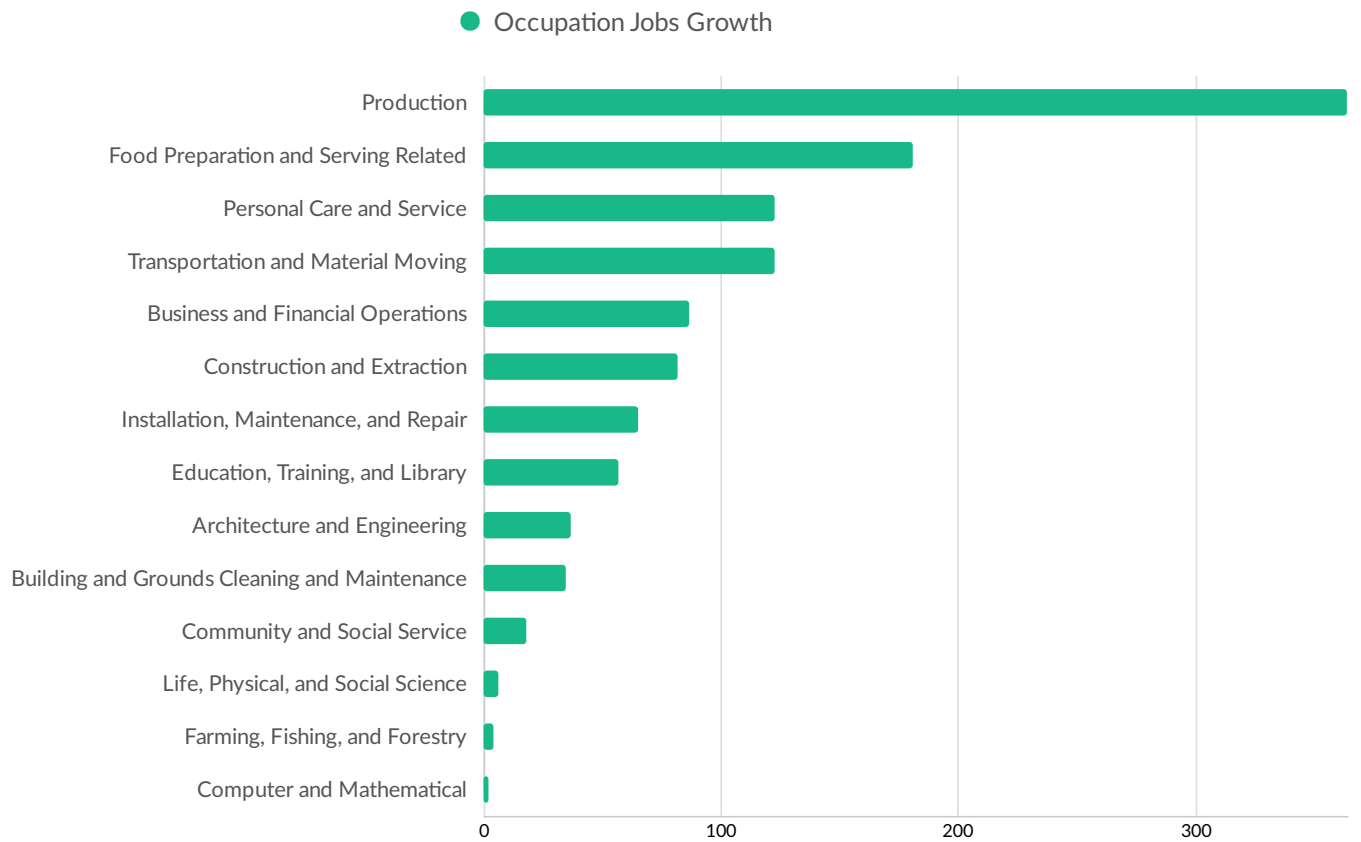
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

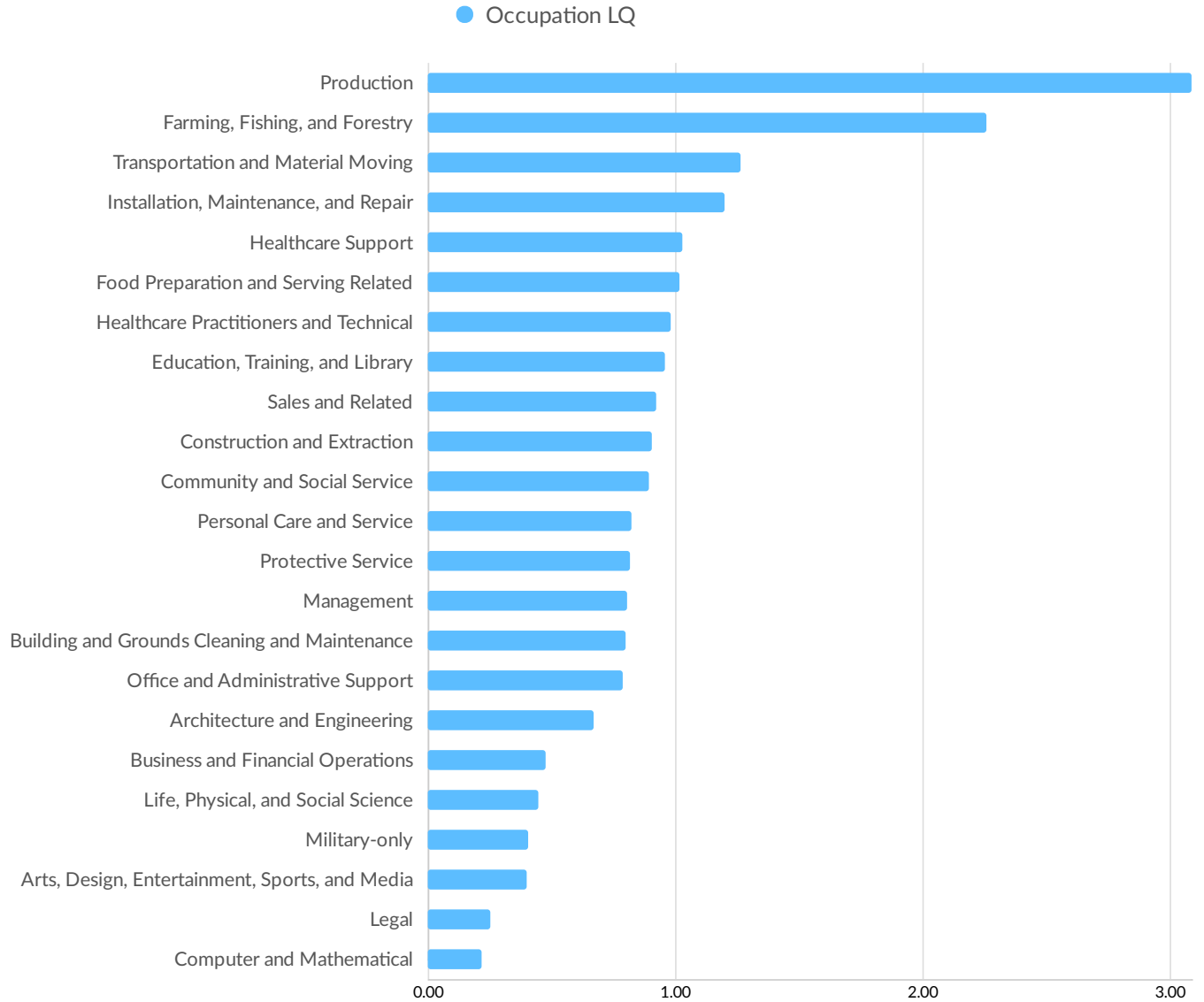
Largest Occupations



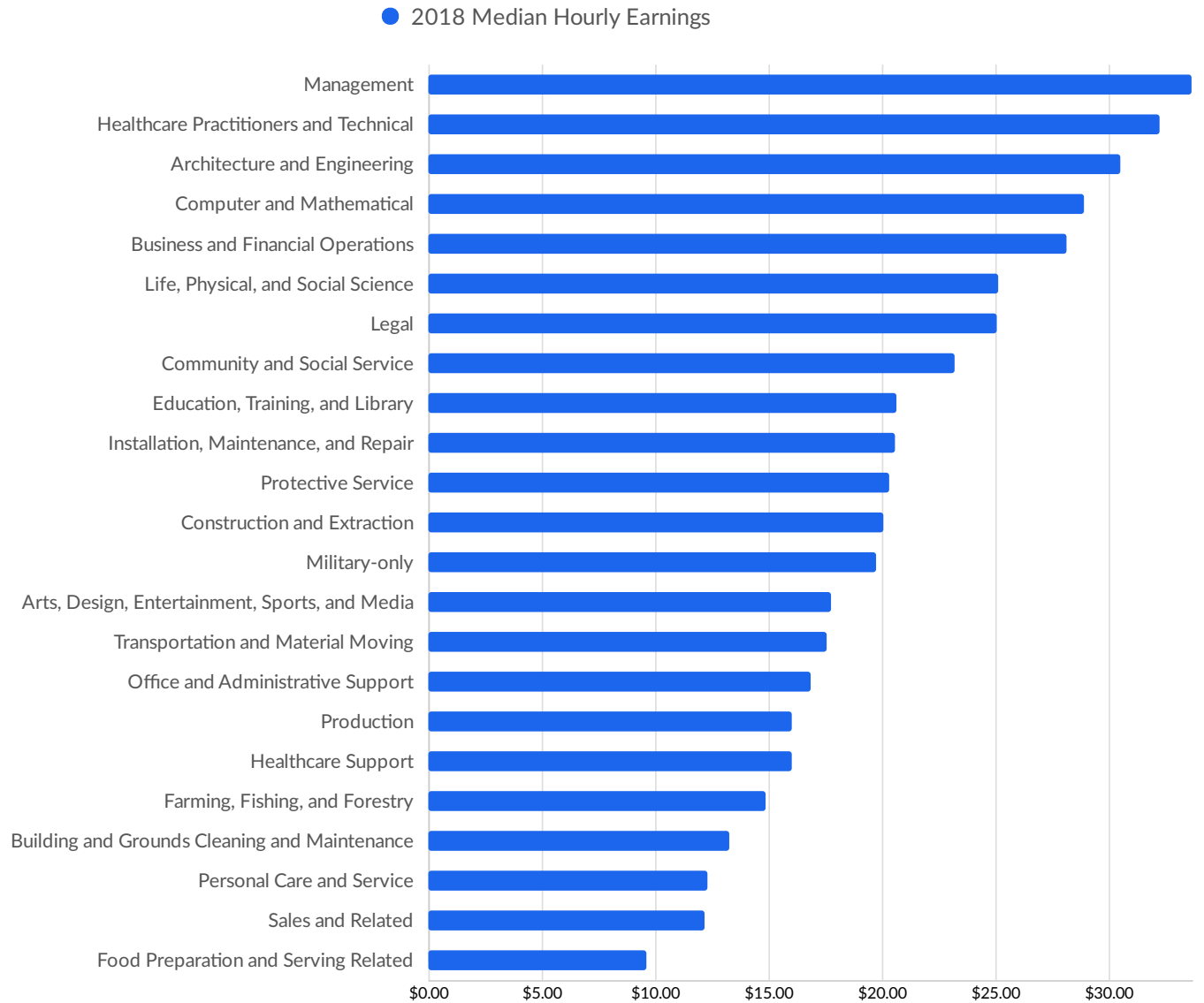
Top Growing Occupations



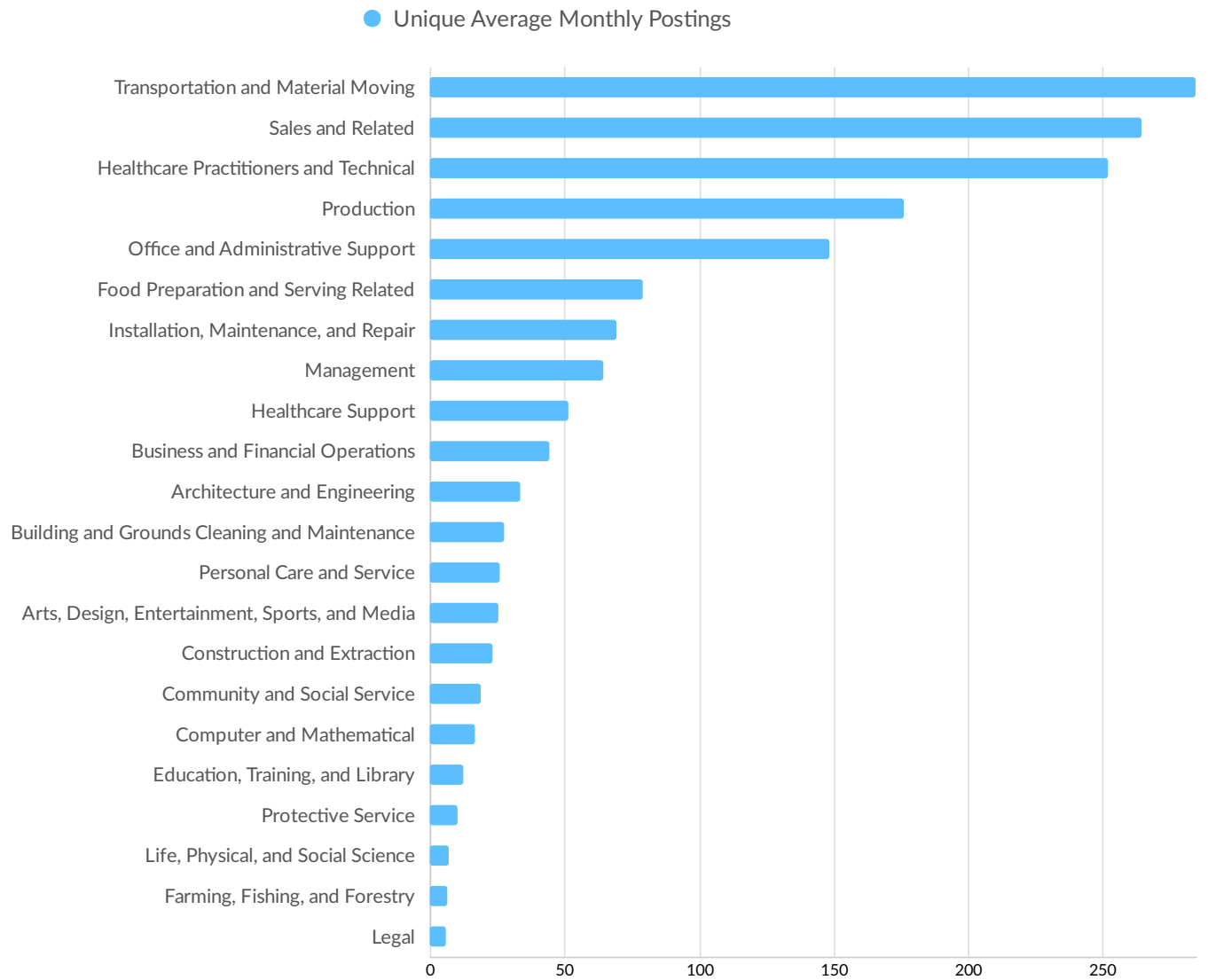
Top Occupation LQ



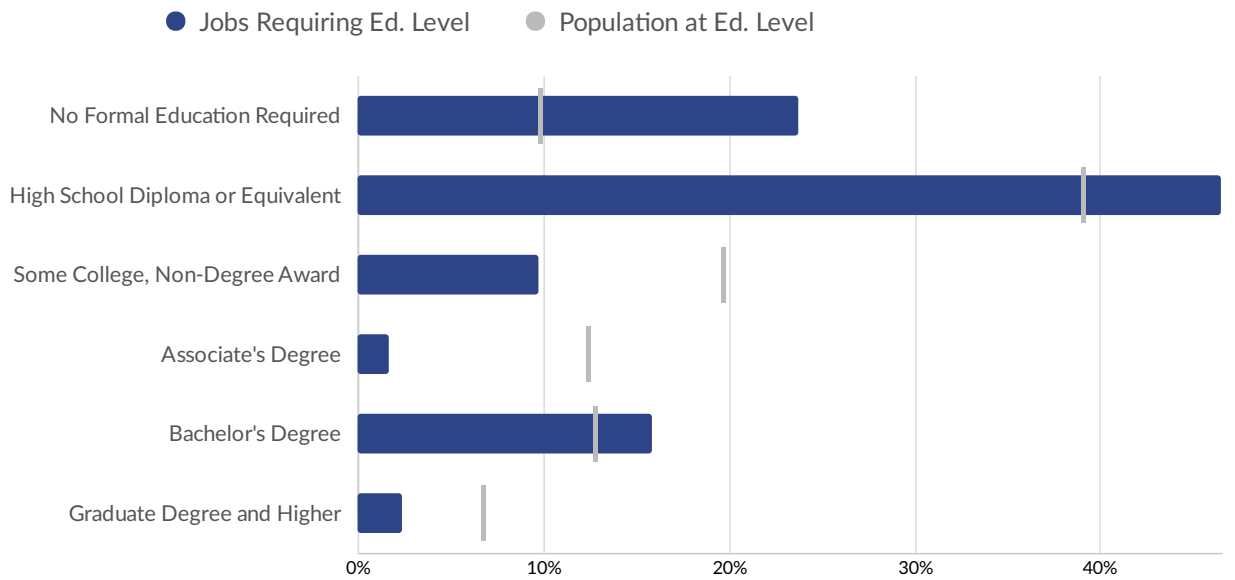
Top Occupation Earnings



Top Posted Occupations



Underemployment



Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jul 2019 - Jun 2020 Unique Average Monthly Postings
Production	4,034	4,398	364	+9%	3.09	\$16.04	176
Office and Administrative Support	2,867	2,759	-108	-4%	0.79	\$16.86	149
Sales and Related	2,242	2,229	-13	-1%	0.92	\$12.18	264
Transportation and Material Moving	2,016	2,139	123	+6%	1.26	\$17.56	284
Food Preparation and Serving Related	1,889	2,070	181	+10%	1.01	\$9.59	79
Healthcare Practitioners and Technical	1,409	1,336	-73	-5%	0.98	\$32.28	252
Education, Training, and Library	1,265	1,322	57	+5%	0.96	\$20.65	12
Installation, Maintenance, and Repair	1,083	1,148	65	+6%	1.20	\$20.59	69
Management	1,182	1,133	-49	-4%	0.81	\$33.66	64
Construction and Extraction	958	1,040	82	+9%	0.90	\$20.07	23
Personal Care and Service	777	900	123	+16%	0.83	\$12.29	26
Building and Grounds Cleaning and Maintenance	672	707	35	+5%	0.80	\$13.25	28
Healthcare Support	766	676	-90	-12%	1.03	\$16.01	51
Business and Financial Operations	529	616	87	+16%	0.48	\$28.15	45
Protective Service	517	445	-72	-14%	0.82	\$20.33	10
Farming, Fishing, and Forestry	408	412	4	+1%	2.26	\$14.85	7
Community and Social Service	351	369	18	+5%	0.89	\$23.20	19
Architecture and Engineering	239	276	37	+15%	0.67	\$30.52	33

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jul 2019 - Jun 2020 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	176	176	0	0%	0.40	\$17.79	26
Computer and Mathematical	154	156	2	+1%	0.22	\$28.89	17
Life, Physical, and Social Science	83	89	6	+7%	0.45	\$25.16	7
Military-only	63	56	-7	-11%	0.40	\$19.76	0
Legal	61	52	-9	-15%	0.26	\$25.08	6

Educational Pipeline

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

In-Demand Skills

