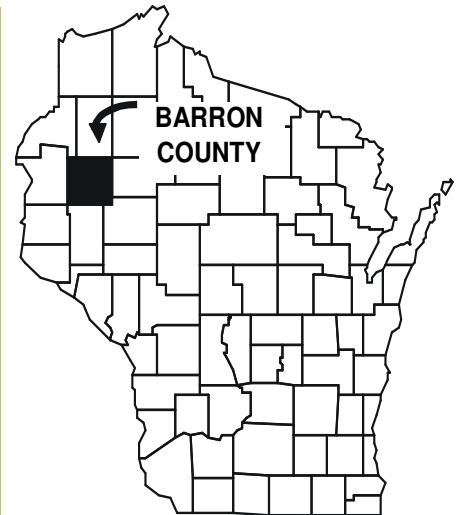


# Barron County

## ECONOMIC PROFILE

### County Population Projections

	2010	2015	2020	2015	2030	2035	2040
County Population	45,870	46,660	48,055	49,605	50,640	50,490	49,545
Percent Change		1.7	3.0	3.2	2.1	-0.3	-1.9
Male	22,814	23,320	24,195	25,235	25,930	25,920	25,435
Female	23,056	23,340	23,860	24,370	24,710	24,570	24,110
Minority	1,794	NA	NA	NA	NA	NA	NA
Percent Minority	3.9	NA	NA	NA	NA	NA	NA
Age Under 5	2,737	2,640	2,720	2,700	2,640	2,520	2,400
Age 5-9	2,762	2,860	2,890	2,980	2,930	2,790	2,620
Age 10-14	2,832	2,810	3,010	3,060	3,140	3,020	2,830
Age 15-19	2,888	22,650	2,720	2,950	2,990	3,000	2,840
Age 20-24	2,341	2,150	2,010	2,090	2,250	2,230	2,190
Age 25-34	5,133	5,150	4,900	4,600	4,490	4,640	4,670
Age 35-44	5,288	55,070	5,540	5,820	5,530	5,010	4,710
Age 45-54	7,162	6,260	5,400	5,450	5,970	6,110	5,590
Age 55-59	3,351	4,730	3,580	2,890	2,790	2,930	3,250
Age 60-64	3,028	3,540	3,790	3,700	3,010	2,930	3,140
Age 65-74	4,327	5,600	6,530	7,260	7,500	6,770	6,120
Age 75-84	2,759	2,870	3,510	4,500	5,360	5,960	6,110
Age 85+	1,262	1,330	1,455	1,605	2,040	2,580	3,075



PREPARED BY THE  
WEST CENTRAL WISCONSIN  
REGIONAL PLANNING COMMISSION

January, 2018

Source: 2010 Census; Wisconsin DOA Population Projections, December 2013

### Municipal Population

	1980	1990	2000	2010	2017	1980-90	Percent Change		
							1990-00	2000-10	2010-17
Rice Lake	7,691	7,998	8,312	8,419	8,583	4.0	3.9	1.3	1.9
Barron	2,595	2,986	3,248	3,423	3,378	15.1	8.8	5.4	-1.3
Chetek	1,931	1,953	2,180	2,221	2,186	1.1	11.6	1.9	-1.6
Cumberland	1,983	2,163	2,280	2,170	2,159	9.1	5.4	-4.8	-0.5
Cameron	1,115	1,273	1,546	1,783	1,839	14.2	21.4	15.3	3.1
Turtle Lake+	762	817	1,065	1,050	1,043	7.2	30.4	-1.4	-0.7
Almena	526	625	720	677	646	18.8	15.2	-6.0	-4.6
Prairie Farm	387	494	508	473	461	27.6	2.8	-6.9	-2.5
Dallas	477	452	356	409	377	-5.2	-21.2	14.9	-7.8
Haugen	251	305	287	287	284	21.5	-5.9	0.0	-1.0

+Includes portion in Polk County

Source: 1980, 1990, 2000 and 2010 Census and Wisconsin DOA 2017 Estimates

### Per Capita Personal Income

	2013	2014	2015	2016	Percent Change		
					2013-14	2014-15	2015-16
Barron County	\$40,833	\$42,796	\$44,641	\$44,458	4.8	4.3	-0.4
Wisconsin	\$42,728	\$44,296	\$45,960	\$46,762	3.7	3.8	1.7
United States	\$44,493	\$46,494	\$48,451	\$49,246	4.5	4.2	1.6

Total personal income includes income from three sources: net earnings; dividends, interest and rent; and transfer receipts. Total personal income divided by the total population produces per capita personal income (PCPI).

Source: US Dept. of Commerce, Bureau of Economic Analysis

## Consumer Expenditures by County (total \$ooo's)

	Total		Total
Shelter	\$197,532	Household Operations	\$25,660
Transportation	\$185,664	Gifts	\$22,361
Food and Beverages	\$143,259	Miscellaneous Expenses	\$14,436
Health Care	\$80,327	Personal Care	\$12,465
Utilities	\$74,345	Tobacco	\$6,423
Entertainment	\$53,408	Reading	\$2,122
Apparel	\$33,063	Contributions	\$1,979
Household Furnishings	\$32,237	Personal Insurance	\$342
Education	\$31,288		

Source: Applied Geographic Solutions, 2017

## Government Finances

2016	County	State
Full Equalized County Valuation (\$000)	\$3,967,774	\$505,124,328
Net Property Tax (\$000)	\$75,771	\$9,939,118
Full Value Tax Rate per \$1,000 Valuation	\$19.10	\$19.68
Per Capita Property Tax	\$1,633.99	\$1,721.02

Source: Town, Village and City Taxes, Wisconsin Dept. of Revenue

## Civilian Labor Force

County Totals	2012	2016
Employed	21,838	23,326
Unemployed	1,872	1,146
Total Labor Force	23,710	24,472
Average County Unemployment Rate	7.9%	4.7%
Average State Unemployment Rate	7.0%	4.1%
Average U.S. Unemployment Rate	8.1%	4.9%

Source: Wisconsin Dept. of Workforce Development

## Housing

	County
Housing Units	23,717
2017 Estimated Housing Units	24,178
Owner Occupied Units	13,906
Renter Occupied Units	5,111
Persons/Owner Occupied Unit	2.4
Persons/Renter Occupied Unit	2.2
Median Value of Housing	\$140,900
Median Monthly Gross Rent	\$665

Source: 2012-2016 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2017

## Representative Wage Rates

Position	2016 Hourly Rate	
	Mean	Median
Bartenders	\$9.02	\$8.89
Bookkeeping/Accounting/Auditing	\$16.36	\$16.27
Cashiers	\$9.52	\$9.22
Computer Programmers	\$29.99	\$29.42
Electricians	\$25.44	\$25.50
Healthcare Social Workers	\$22.31	\$22.39
Licensed Practical/Vocational Nurse	\$18.98	\$18.92
Machinery Maintenance Workers	\$21.83	\$21.20
Nursing Assistants	\$13.64	\$13.57
Office Clerk, General	\$14.83	\$14.72
Physical Therapists	\$37.50	\$38.67
Secretaries/Administrative Assistants	\$23.26	\$21.86
Stock Clerk/Order Fillers	\$11.64	\$10.28
Truck Drivers-Heavy/Tractor Trailer	\$19.61	\$19.33
Waiter and Waitresses	\$8.89	\$8.68
Welder/Cutter/Solderer/Brazer	\$18.91	\$18.62

Source: Bureau of Labor Statistics, May 2016

## Building Permits

County Residential	2012	2016
Single Family	63	93
Total Units	73	97
Value	\$10,106,600	\$20,609,447

Source: Bureau of the Census

# Employment by Industry

	2012-2016 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	1,351	6.1
Construction	1,639	7.4
Manufacturing	5,226	23.6
Wholesale Trade	326	1.5
Retail Trade	2,598	11.7
Transportation and Warehousing, and Utilities	858	3.9
Information	306	1.4
Finance and Insurance/Real Estate/Rental and Leasing	791	3.6
Services (Professional/Educational/Entertainment/Other)	8,329	37.6
Public Administration	718	3.2
<b>TOTAL*</b>	<b>22,142</b>	<b>100.0</b>

\* Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.  
Source: American Community Survey, 2012-2016 5-Year Estimates

# Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2014	2024	
<b>Total, All Nonfarm Industries</b>	<b>231,151</b>	<b>245,147</b>	<b>6.1</b>
Mining/Natural Resources	10,581	10,959	3.6
Manufacturing	32,759	33,125	1.1
Construction	6,913	7,998	15.7
Trade, Transportation and Utilities	38,883	40,810	5.0
Information	1,799	1,543	-14.2
Financial Activities (finance/insurance/real estate/rental and leasing)	7,113	7,436	4.5
Professional and Business Services (professional/management/remediation)	16,871	19,143	13.5
Educational and Health Services (including State/Local Government)	54,430	57,783	6.2
Leisure and Hospitality	18,961	20,746	9.4
Other Services (except Government)	9,591	10,432	8.8
Government	12,130	12,049	-0.7
Self-Employed and Unpaid Family Workers (all jobs)	21,120	23,123	9.5

\*Employment is a count of jobs rather than people, and includes all part- and full-time nonfarm jobs.  
Source: Office of Economic Advisors, Wisconsin Dept. of Workforce Development, November 2016

# Largest Employers

Employer	Industry Type	Employees
Jennie-O Turkey Store	Poultry Processing	1,000+
Turkey Store Company (Maintenance Shop)	Commercial & institutional building construction	1,000+
St. Croix Casino	Casinos, except casino hotels	1,000+
Ishida Corporation	All other miscellaneous manufacturing	1,000+
Johnson Refrigerated Truck	Automobile & other motor vehicle merchant wholesalers	250-499
Lakeview Medical Center	General medical and surgical hospitals	250-499
Mattson Spray Equipment	Painting & wall covering contractors	250-499
Mayo Clinic Health System-Northland	General medical and surgical hospitals	250-499
McCain Foods USA, Inc.	Frozen specialty food manufacturing	240-499
Rice Lake Weighing Systems, Inc.	Scale and balance manufacturing	250-499
Sanmina-SCI Corp.	All other plastics product manufacturing	250-499
Seneca Food Corp.	All other miscellaneous food manufacturing	250-499
Wal-Mart Supercenter	Department stores (except discount department stores)	250-499
3M Company	Industrial supplies merchant wholesalers	100-249
American Excelsior Co.	Paper bag & coated and treated paper manufacturing	100-249
Birchwood Manufacturing Co.	Hardwood veneer and plywood manufacturing	100-249
Cumberland Memorial Hospital, Inc.	General medical and surgical hospitals	100-249
Heritage Manor Nursing Home	Vocational rehabilitation services	100-249
Marshfield Clinic	Freestanding emergency medical centers	100-249
Mastercraft Industries, Inc.	Wood kitchen cabinet and countertop manufacturing	100-249
Menards	Home centers	100-249
Parker Quick Coupling Division	Fluid power valve & hose fitting manufacturing	100-249
Blain's Farm and Fleet	Farm supplies merchant wholesalers	100-249
Marketplace Foods	Supermarkets and other grocery (except convenience)	100-249

Source: Wisconsin DWD; Major employers were extracted from the America's Labor Market Information System Employer Database

# Recreational Highlights

An all season trails brochure is available at: [www.northwestwisconsin.com](http://www.northwestwisconsin.com)

Water Acres as Percent of Land Area	3.3	Snowmobile Trails (miles)	310
Swimming Areas	13	Cross-Country Ski Trails (miles)	7.5
Fishing Lakes (50+ acres)	46	ATV Trails (miles)	19.9
Canoe Trails (miles)	50	Golf Courses	10
Boat Launches	64	Parks and Picnic Areas	29
Camping Sites	996	Hunting Areas (public acres)	21,587

Source: *Barron County Outdoor Recreation Plan, 1989-1994; Updated by Barron County Forest & Recreation Dept.*

Barron County has abundant recreational facilities and resources ranging from hunting and fishing to snowmobiling and hiking. The County offers excellent public and private camping facilities among the many lakes, streams, and County forests. The many lakes of Barron County are known for outdoor activities, including fishing, camping, and pleasure boating. County forest land is in abundance around many of the County's lakes and offers sightseers a variety of wildlife. Barron County offers excellent canoeing and boating, especially along the Red Cedar River. The Blue Hills, located in the northeastern part of the county, are especially beautiful in autumn to hikers, cyclists, and motorists alike.

## Industrial Parks/Sites

	Acres Served by Utilities					Community Airport	Rail	Rail
	Acres Available	Municipal Water	Municipal Sewer	Natural Gas	State Hwy. Access		Service to Community	Service In Park
Almena	12	12	12	12	X			
Barron	29	29	29	29	X	X	X	
Chetek	71	71	71	71	X	X	X	
Cumberland	85	85	85	85	X	X		
Rice Lake	169	169	169	169	X	X	X	X*
Prairie Farm	0	0	0	0				
Turtle Lake	3	3	3	3	X			

\*Rail is limited in park area.

Source: *Barron County Economic Development Corporation*

## Miscellaneous

**HIGHWAYS**—Barron County is served by a network of U.S. and State Highways. U.S. Highways 53 and 63, and State Highway 25, run north and south through the County. U.S. Highway 53 is a four-lane highway. U.S. Highway 8 and State Highway 48 run east and west.

**RAIL SERVICE**—Barron County is served by Canadian National (CN). The CN serves the communities of Almena, Barron, Cameron, and Rice Lake. The CN connects with the Wisconsin Northern (WN) rail line runs south through Chetek to Chippewa Falls to provide shippers with nationwide access. CN has reactivated a 40-mile stretch of long-inactive line between Ladysmith and Poskin, to serve the Superior Silica Sand Corporation processing plant west of Barron.

**AIR SERVICE**—Barron County has four publicly-owned airports. Two medium general aviation airports are located near Cumberland and Chetek. A small general aviation airport is located near Barron. All of these facilities have paved runways over 3,400 feet in length, except Barron which has a 2,000 foot turf runway. The Rice Lake Airport is a large general aviation facility and is located to the west of Cameron. The Rice Lake Airport has a 6,700 foot runway and a 3,500 foot runway, both asphalt, and maintains a fixed base operator providing fuel and mechanic services. Air taxi and daily air freight services are also available.

**EDUCATIONAL FACILITIES**—Most training needs among local businesses are met by the Wisconsin Indianhead Technical College located in Rice Lake. Associate degree and vocational education programs are offered in the areas of agriculture; service and health; business management; trade and industry; and general education, as well as apprenticeship trades. UW-Barron County is a two-year university center in Rice Lake providing college-level curriculum for area residents.