



Barron County, WI

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

45,226

Population (2020)

Population **decreased by 141** over the last 5 years and is projected to **decrease by 561** over the next 5 years.

23,569

Total Regional Employment

Jobs **decreased by 588** over the last 5 years but are projected to **grow by 281** over the next 5 years.

\$52.7K

Median Household Income (2019)

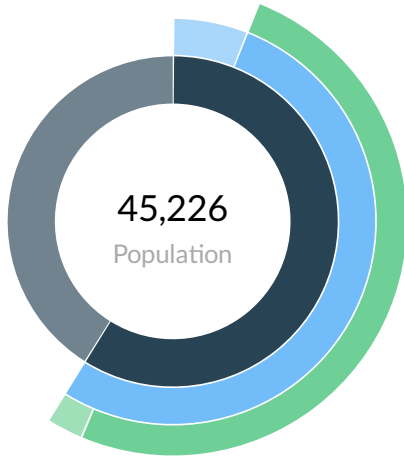
Median household income is **\$10.1K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **declined by 0.3%** since 2015, falling by 141. Population is expected to **decrease by 1.2%** between 2020 and 2025, losing 561.
- From 2015 to 2020, jobs **declined by 2.4%** in Barron County, WI from 24,156 to **23,569**. This change **fell short of the national growth rate of 1.3% by 3.7%**. As the number of jobs declined, the **labor force participation rate decreased from 65.1% to 64.2% between 2015 and 2020**.
- Concerning educational attainment, **14.8% of Barron County, WI residents possess a Bachelor's Degree** (5.2% below the national average), and **13.6% hold an Associate's Degree** (5.0% above the national average).
- The top three industries in 2020 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	45,226	23,921	23,569	99.9	\$2.12B	\$3.38B	\$2.95B
Chippewa County, WI	65,013	33,649	27,131	96.8	\$2.64B	\$4.09B	\$3.54B
Clark County, WI	34,976	17,687	13,117	97.2	\$1.26B	\$2.56B	\$2.28B
Dunn County, WI	45,841	24,048	19,815	95.6	\$1.86B	\$3.21B	\$2.67B
Polk County, WI	44,104	24,200	17,570	98.8	\$1.64B	\$3.18B	\$2.22B
St. Croix County, WI	91,827	48,075	37,313	101.5	\$3.80B	\$6.38B	\$3.76B

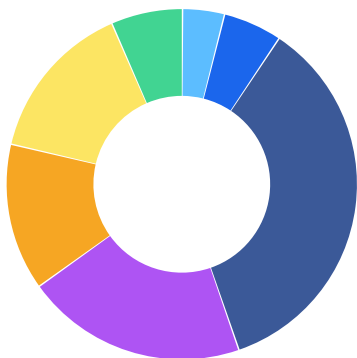
2020 Labor Force Breakdown



	Population
● Total Working Age Population	26,603
● Not in Labor Force (15+)	2,682
● Labor Force	23,921
● Employed	22,777
● Unemployed	1,144
● Under 15	18,622

Educational Attainment

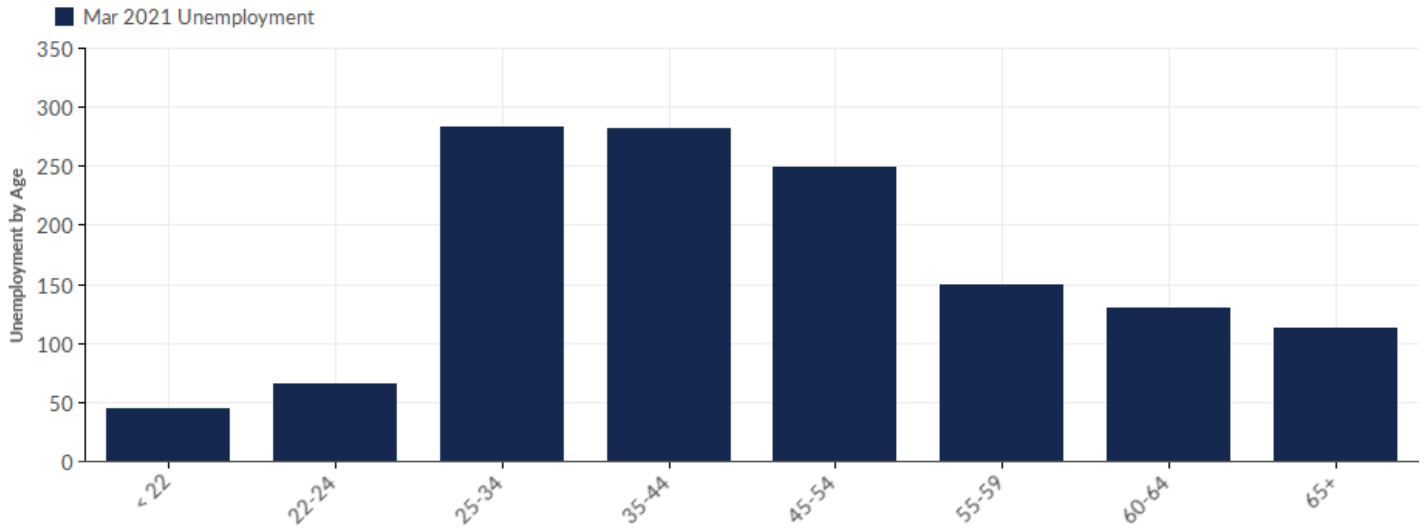
Concerning educational attainment, **14.8% of Barron County, WI residents possess a Bachelor's Degree** (5.2% below the national average), and **13.6% hold an Associate's Degree** (5.0% above the national average).



	% of Population	Population
● Less Than 9th Grade	3.9%	1,255
● 9th Grade to 12th Grade	5.4%	1,764
● High School Diploma	35.3%	11,481
● Some College	20.4%	6,627
● Associate's Degree	13.6%	4,405
● Bachelor's Degree	14.8%	4,807
● Graduate Degree and Higher	6.6%	2,144

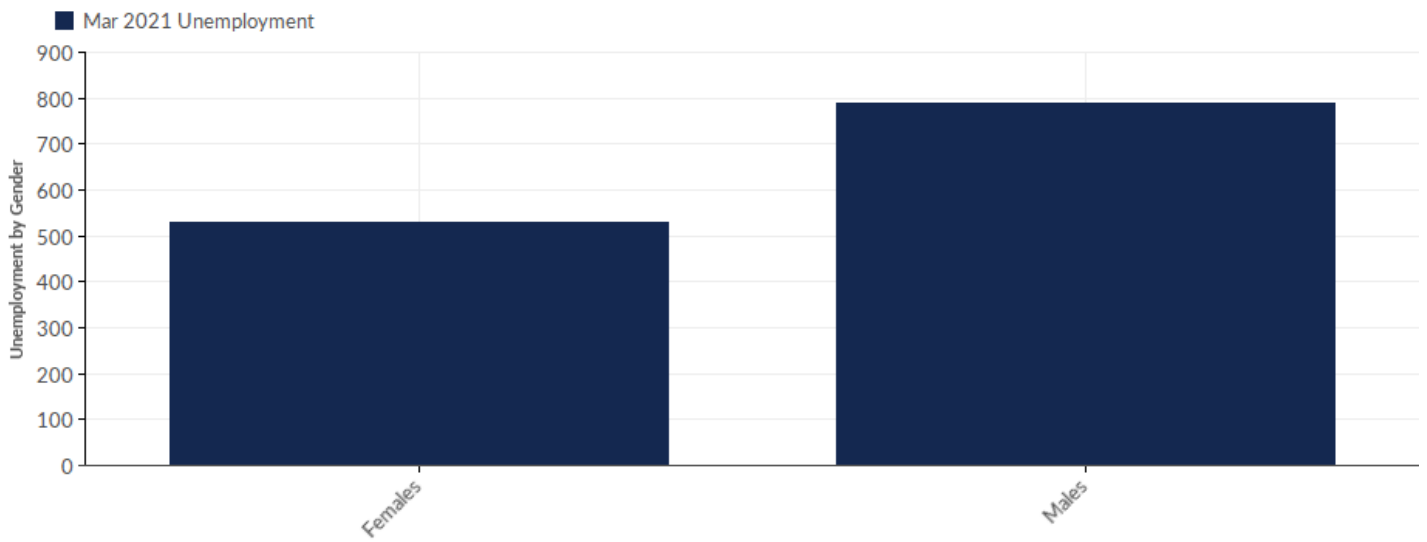
Unemployment by Demographics

Unemployment by Age



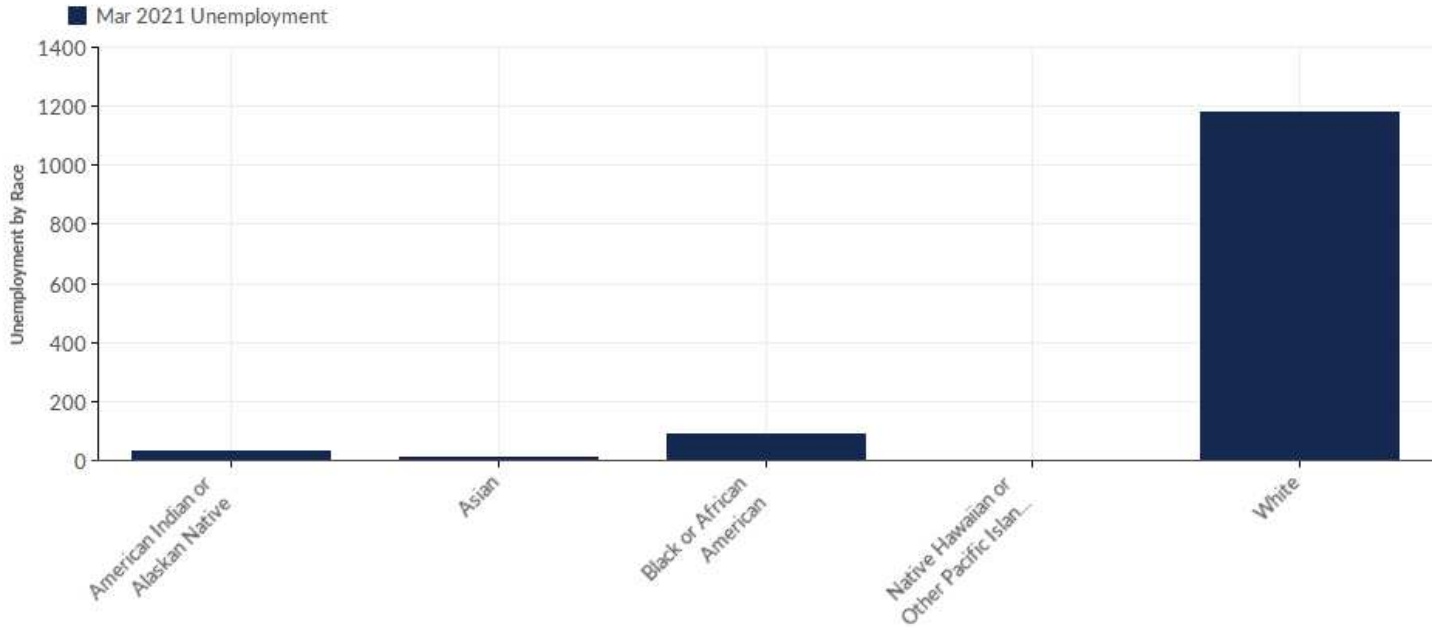
Age	Unemployment (Mar 2021)	% of Age Cohort
< 22	44	3.34%
22-24	66	5.02%
25-34	284	21.58%
35-44	282	21.43%
45-54	249	18.92%
55-59	149	11.32%
60-64	129	9.80%
65+	113	8.59%
Total	1,316	100.00%

Unemployment by Gender



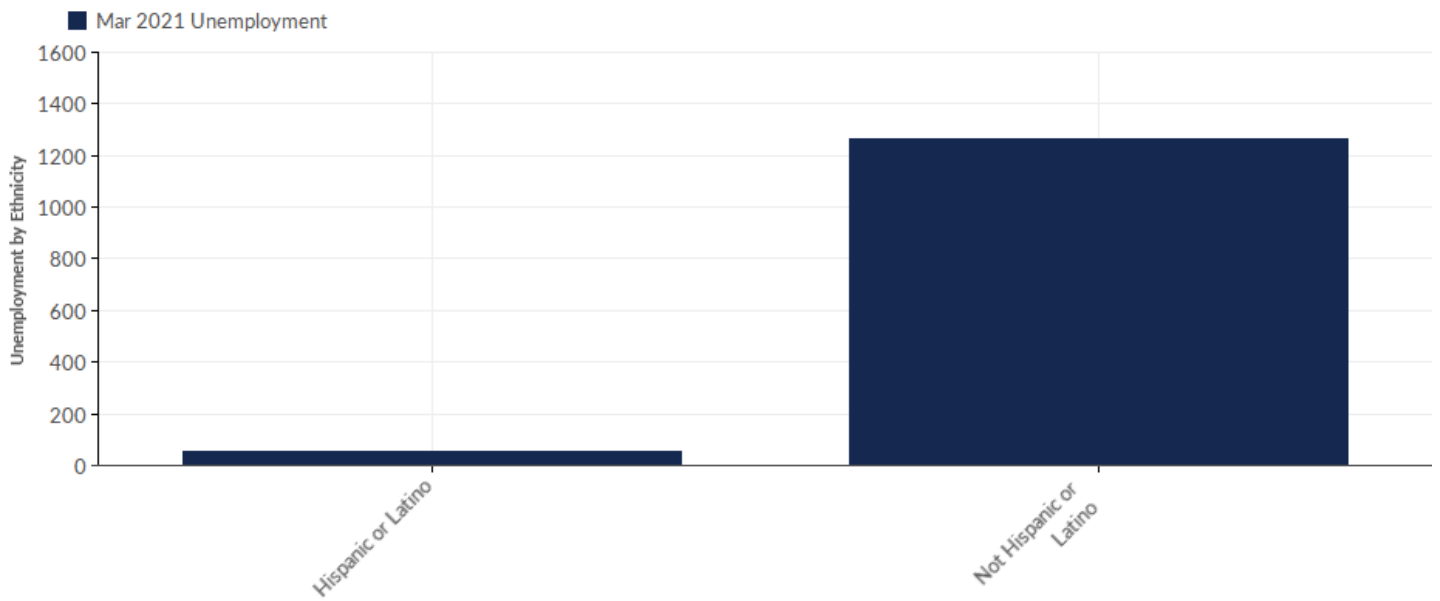
Gender	Unemployment (Mar 2021)	% of Age Cohort
Females	529	40.20%
Males	787	59.80%
Total	1,316	100.00%

Unemployment by Race



Race	Unemployment (Mar 2021)	% of Age Cohort
American Indian or Alaskan Native	30	2.28%
Asian	13	0.99%
Black or African American	91	6.91%
Native Hawaiian or Other Pacific Islander	2	0.15%
White	1,180	89.67%
Total	1,316	100.00%

Unemployment by Ethnicity

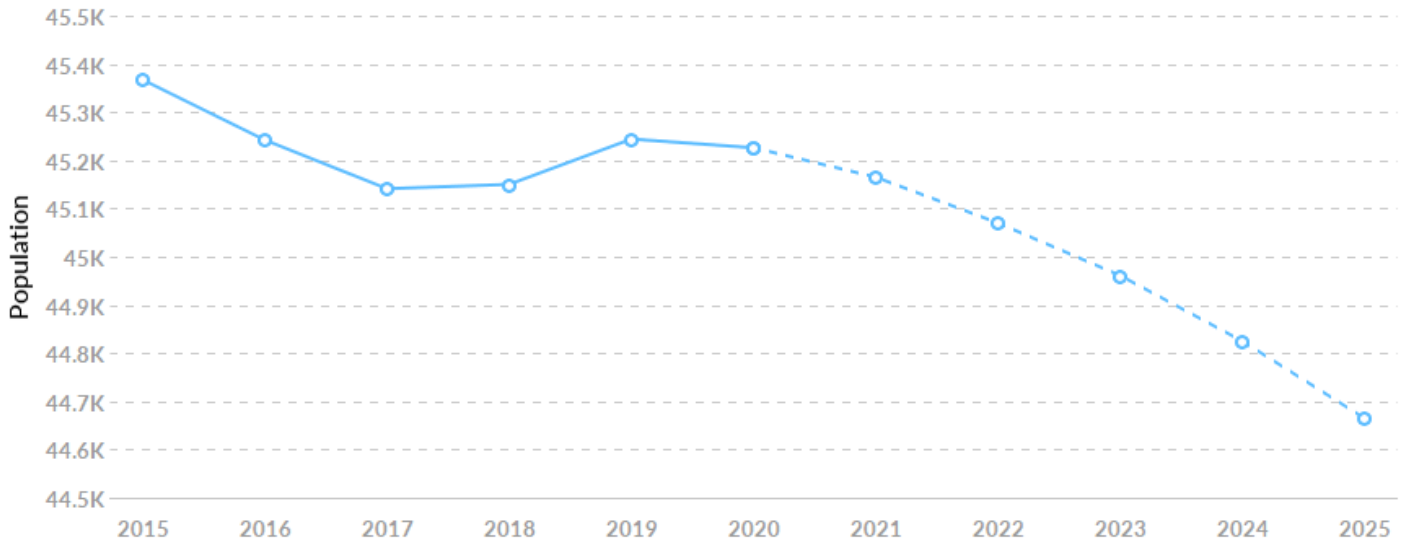


Ethnicity	Unemployment (Mar 2021)	% of Age Cohort
Hispanic or Latino	53	4.03%
Not Hispanic or Latino	1,263	95.97%
Total	1,316	100.00%

Historic & Projected Trends

Population Trends

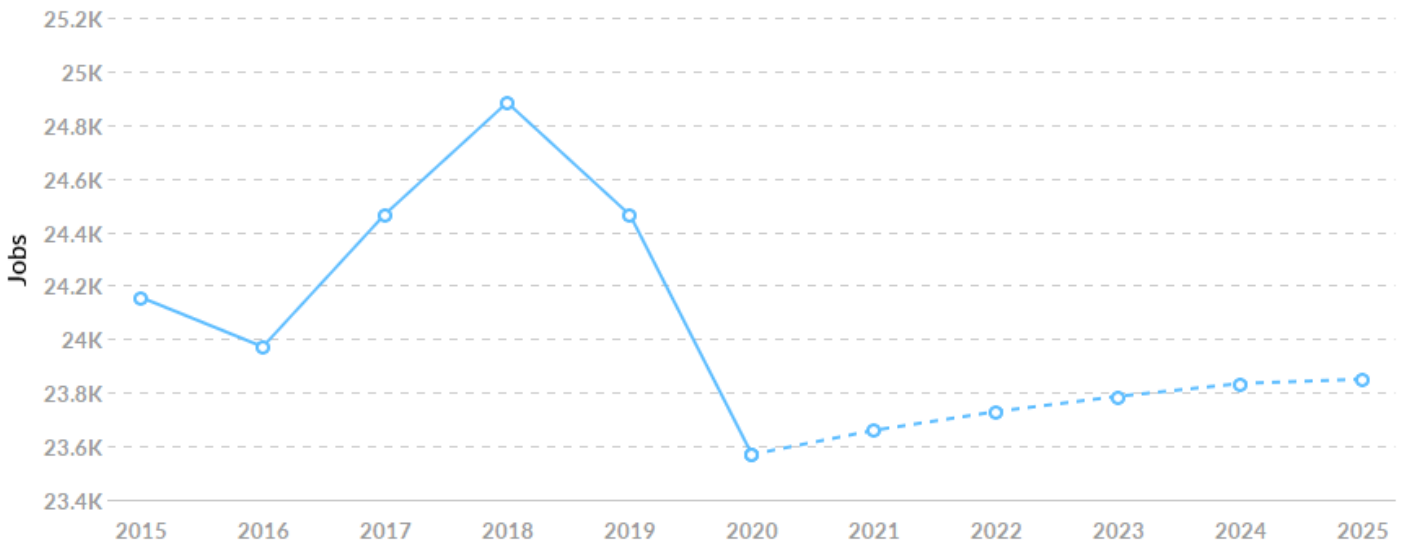
As of 2020 the region's population **declined by 0.3%** since 2015, falling by 141. Population is expected to **decrease by 1.2%** between 2020 and 2025, losing 561.



Timeframe	Population
2015	45,367
2016	45,242
2017	45,141
2018	45,150
2019	45,244
2020	45,226
2021	45,165
2022	45,070
2023	44,961
2024	44,825
2025	44,665

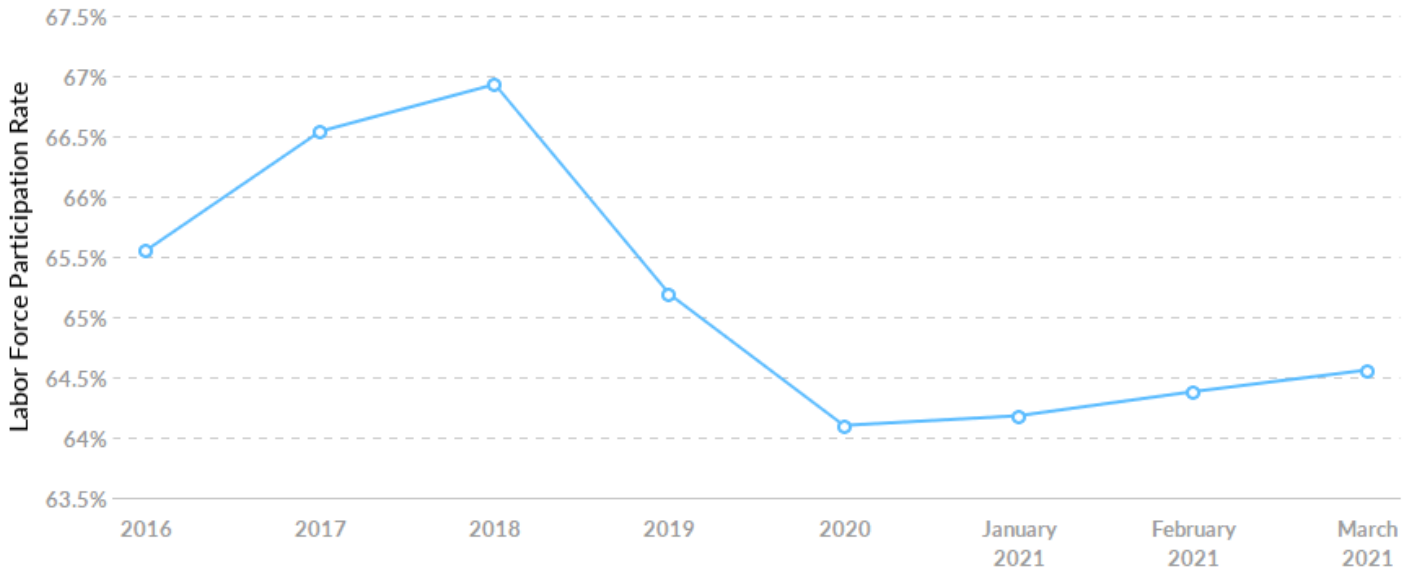
Job Trends

From 2015 to 2020, jobs declined by 2.4% in Barron County, WI from 24,156 to 23,569. This change fell short of the national growth rate of 1.3% by 3.7%.



Timeframe	Jobs
2015	24,156
2016	23,971
2017	24,466
2018	24,883
2019	24,465
2020	23,569
2021	23,659
2022	23,729
2023	23,786
2024	23,834
2025	23,850

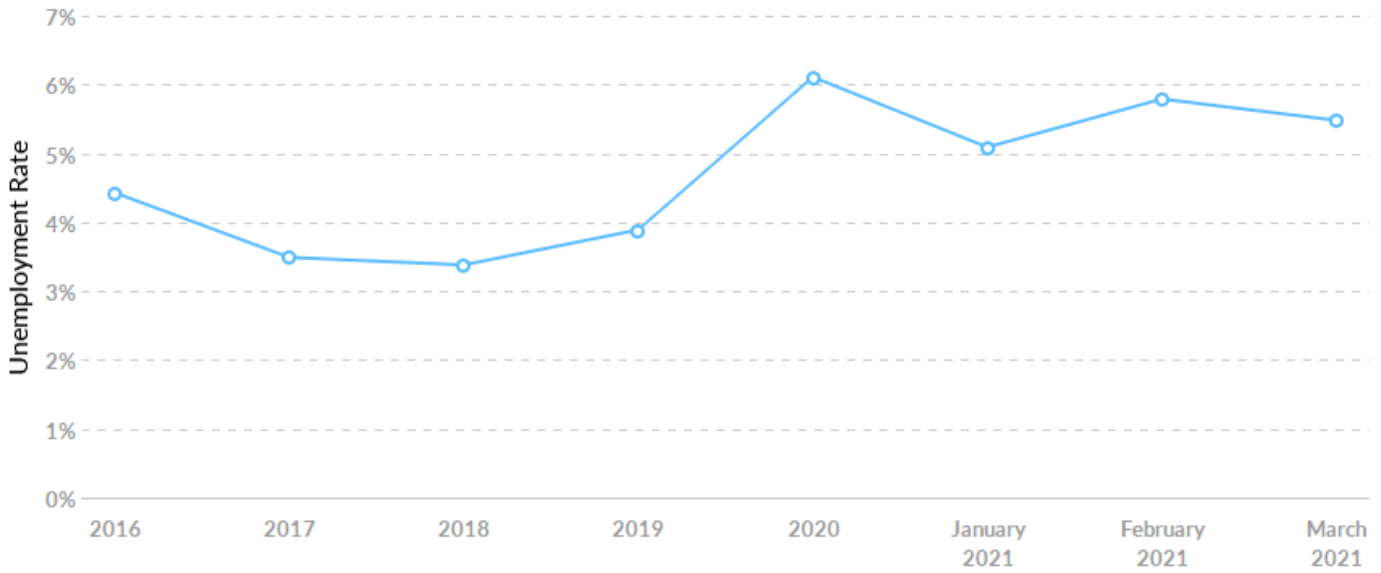
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	65.55%
2017	66.54%
2018	66.93%
2019	65.19%
2020	64.10%
January 2021	64.18%
February 2021	64.38%
March 2021	64.56%

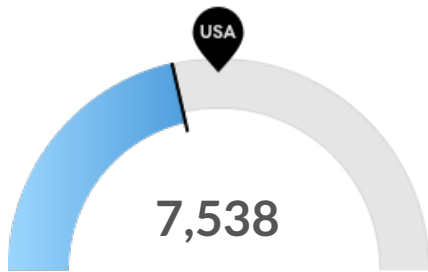
Unemployment Rate Trends

Barron County, WI had a March 2021 unemployment rate of 5.48%, **increasing from 4.43%** 5 years before.



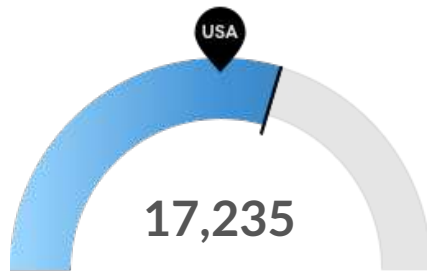
Timeframe	Unemployment Rate
2016	4.43%
2017	3.49%
2018	3.38%
2019	3.89%
2020	6.11%
January 2021	5.09%
February 2021	5.79%
March 2021	5.48%

Population Characteristics



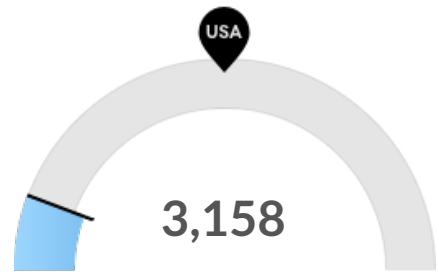
Millennials

Barron County, WI has 7,538 millennials (ages 25-39). The national average for an area this size is 9,329.



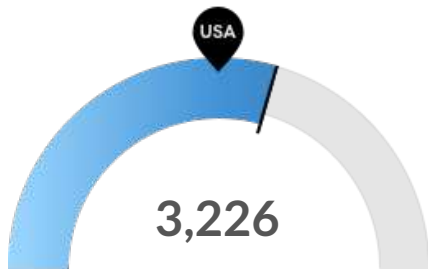
Retiring Soon

Retirement risk is high in Barron County, WI. The national average for an area this size is 13,302 people 55 or older, while there are 17,235 here.



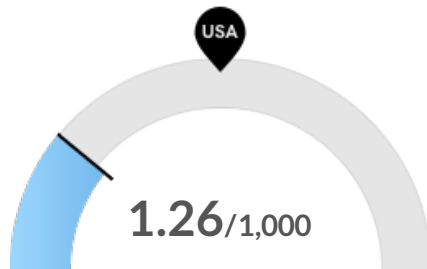
Racial Diversity

Racial diversity is low in Barron County, WI. The national average for an area this size is 18,047 racially diverse people, while there are 3,158 here.



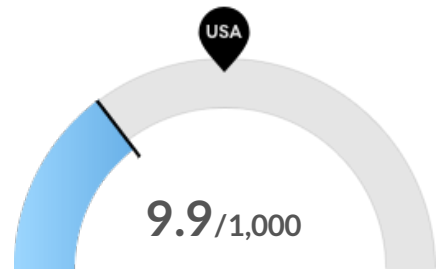
Veterans

Barron County, WI has 3,226 veterans. The national average for an area this size is 2,513.



Violent Crime

Barron County, WI has 1.26 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

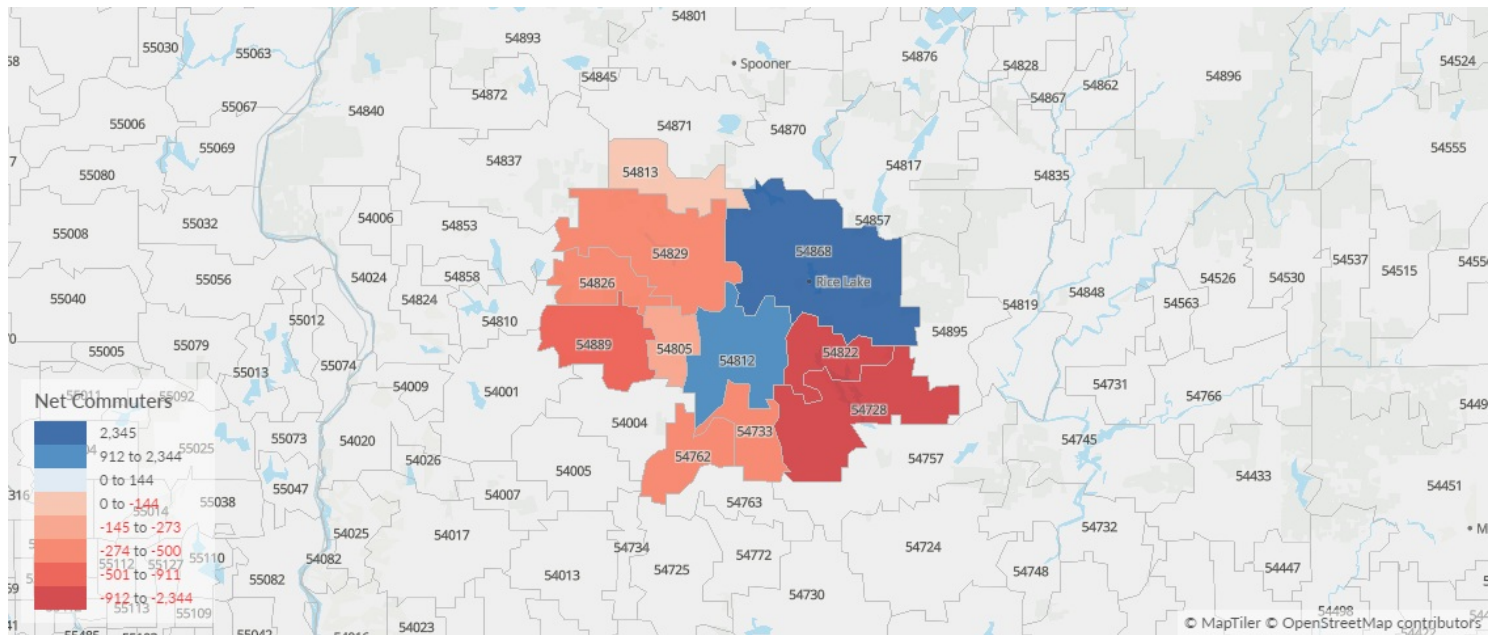


Property Crime

Barron County, WI has 9.9 property crimes per 1,000 people. The national rate is 19.79 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

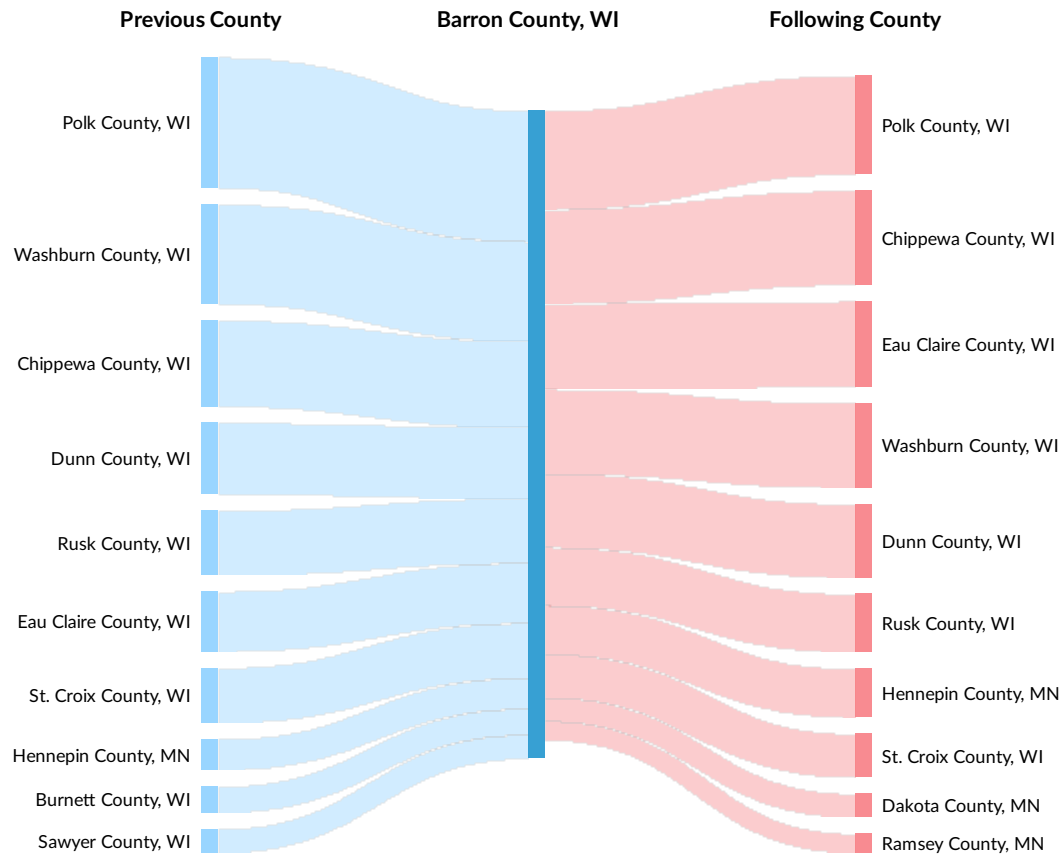
ZIP	Name	2020 Employment
54868	Rice Lake, WI (in Barron...	10,386
54812	Barron, WI (in Barron co...	3,861
54829	Cumberland, WI (in Barr...	2,404
54728	Chetek, WI (in Barron c...	2,263
54822	Cameron, WI (in Barron...	1,627

ZIP	Name	2020 Workers
54868	Rice Lake, WI (in Barron...	8,041
54728	Chetek, WI (in Barron c...	3,175
54812	Barron, WI (in Barron co...	2,927
54829	Cumberland, WI (in Barr...	2,678
54822	Cameron, WI (in Barron...	2,630

Inbound and Outbound Migration

The table below analyzes past and current residents of Barron County, WI. The left column shows residents of other counties migrating to Barron County, WI. The right column shows residents migrating from Barron County, WI to other counties.

As of 2019, 193 people have migrated from Polk County, WI to Barron County, WI. In the same year, 146 people left Barron County, WI migrating to Polk County, WI. The total Net Migration for Barron County, WI in 2018 was 26.

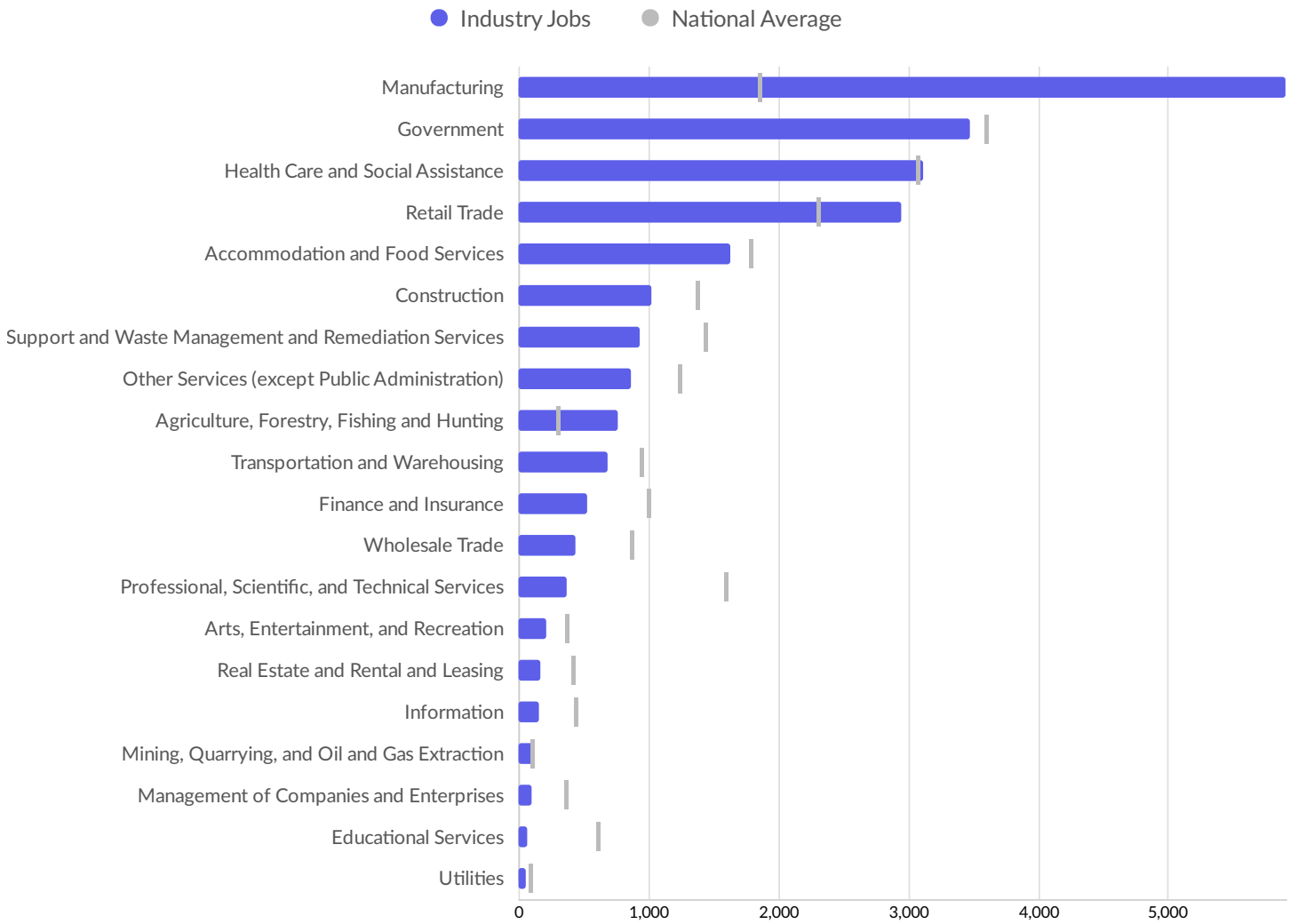


Top Previous Counties	Migrations
Polk County, WI	193
Washburn County, WI	147
Chippewa County, WI	127
Dunn County, WI	105
Rusk County, WI	95
Eau Claire County, WI	89

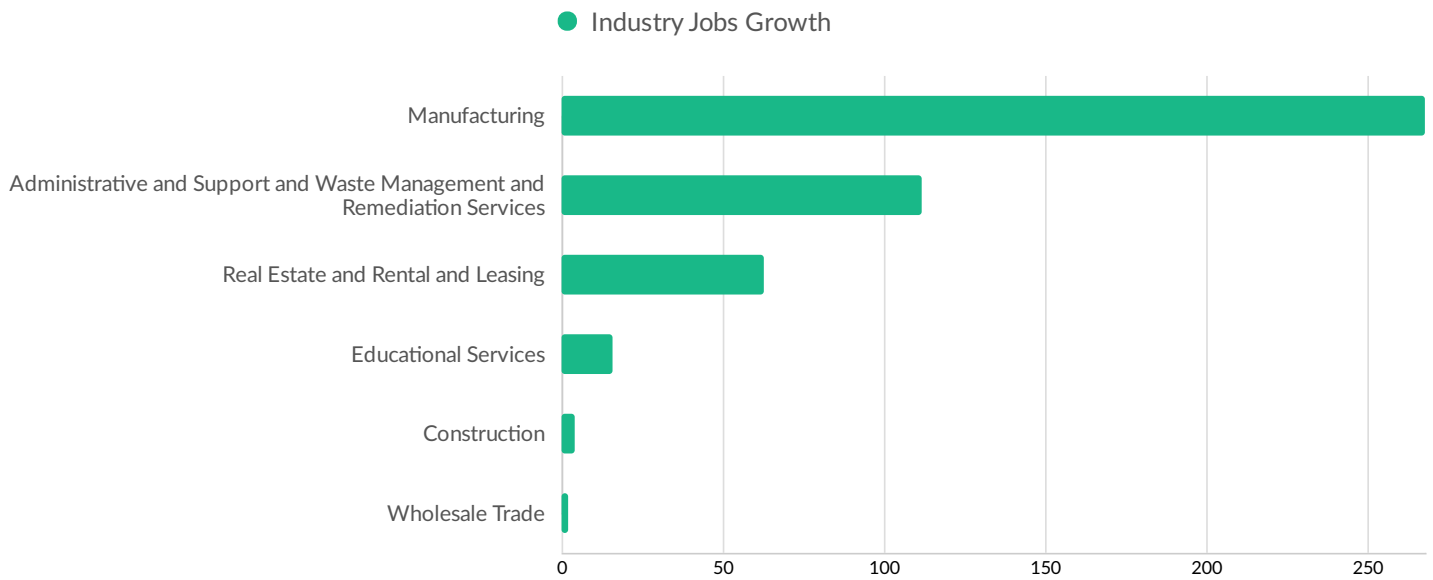
Top Previous Counties	Migrations
St. Croix County, WI	81
Hennepin County, MN	45
Burnett County, WI	38
Sawyer County, WI	35
Dane County, WI	26
Martin County, MN	24
Dakota County, MN	23
Fairbanks North Star Borough County, AK	18
Cook County, IL	15
Top Following Counties	Migrations
Polk County, WI	146
Chippewa County, WI	139
Eau Claire County, WI	126
Washburn County, WI	125
Dunn County, WI	109
Rusk County, WI	86
Hennepin County, MN	72
St. Croix County, WI	64
Dakota County, MN	35
Ramsey County, MN	28
Brunswick County, NC	25
Oneida County, WI	23
Washington County, MN	19
Clark County, WI	16
Douglas County, MN	16

Industry Characteristics

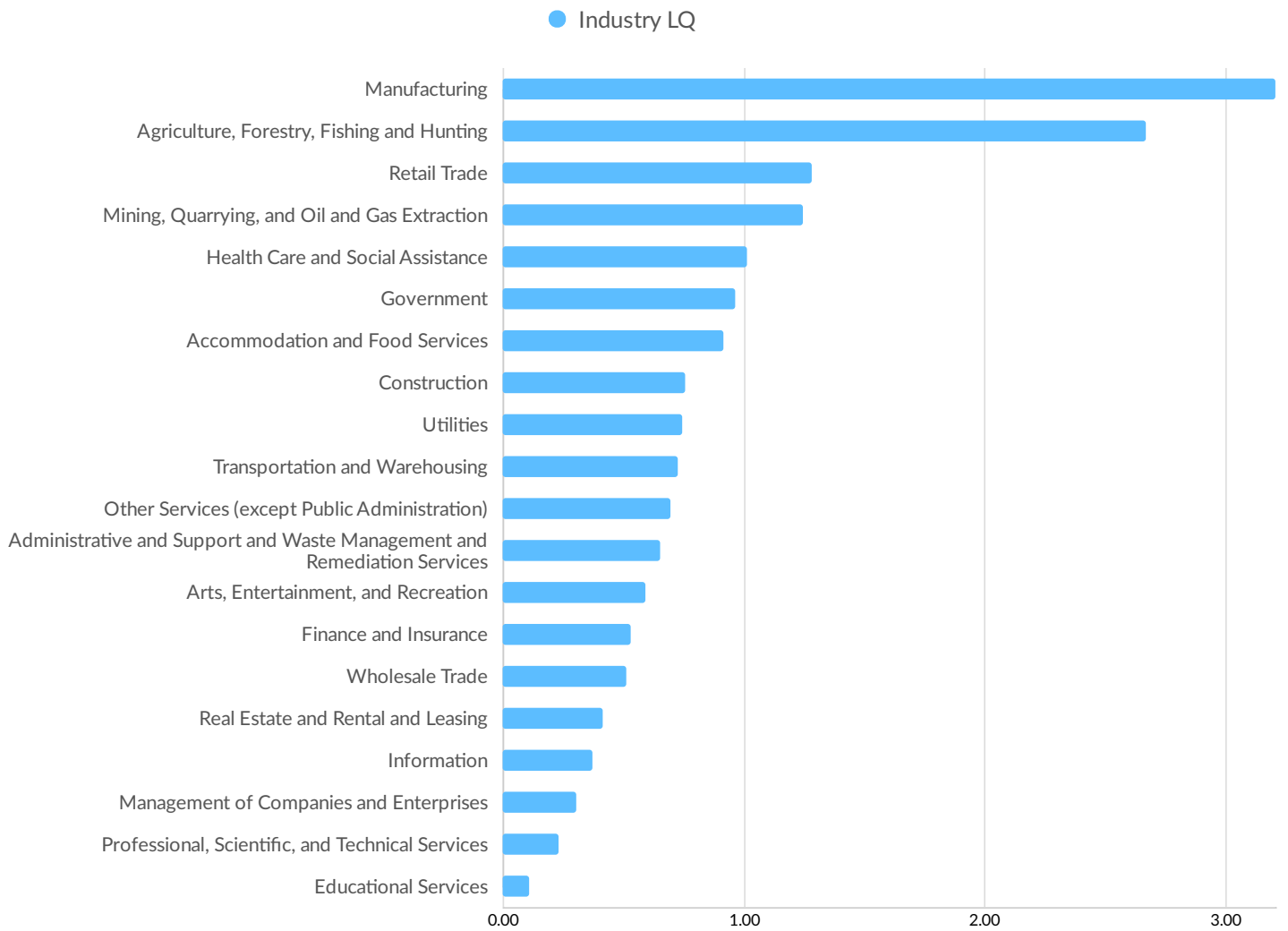
Largest Industries



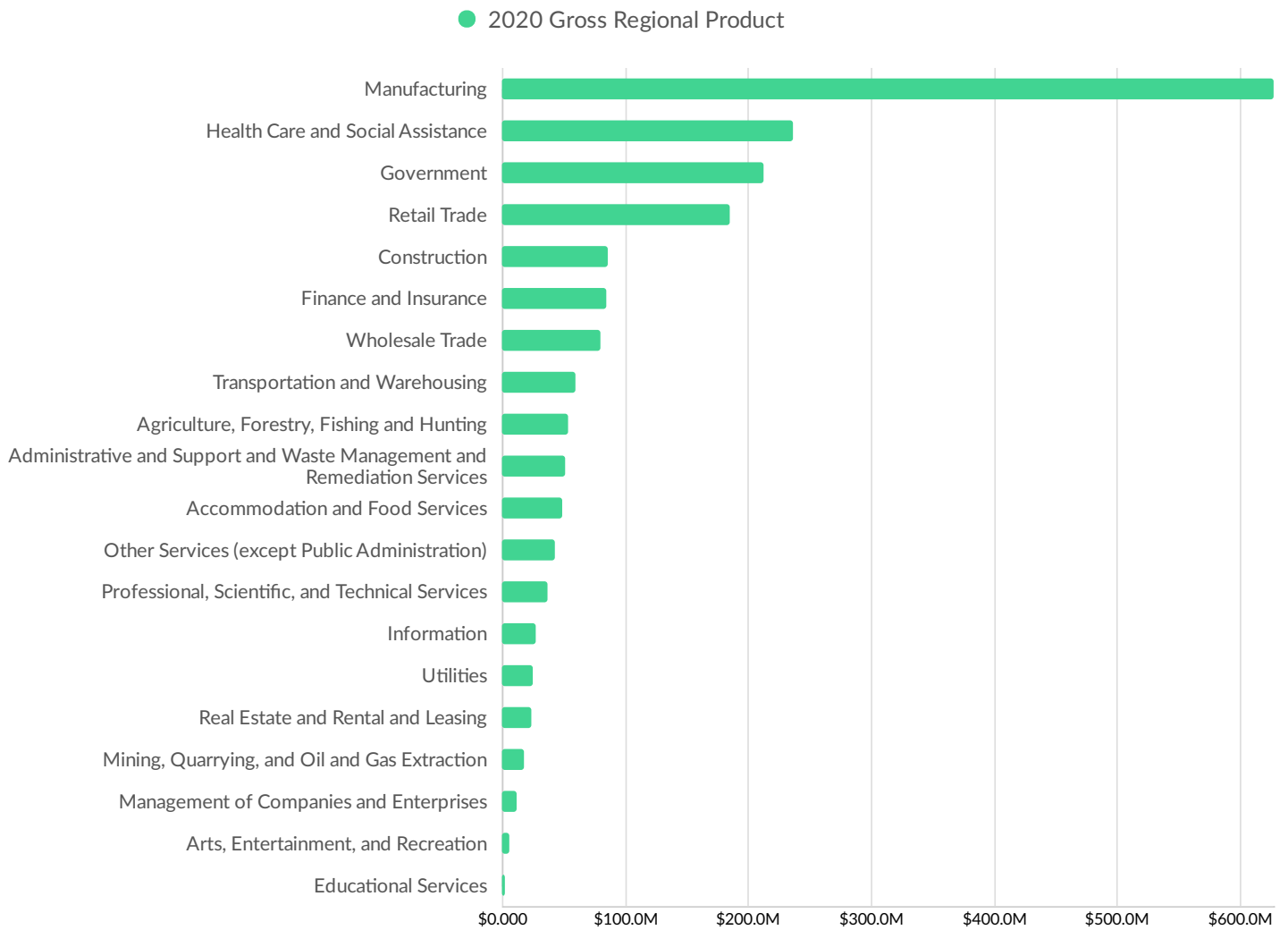
Top Growing Industries



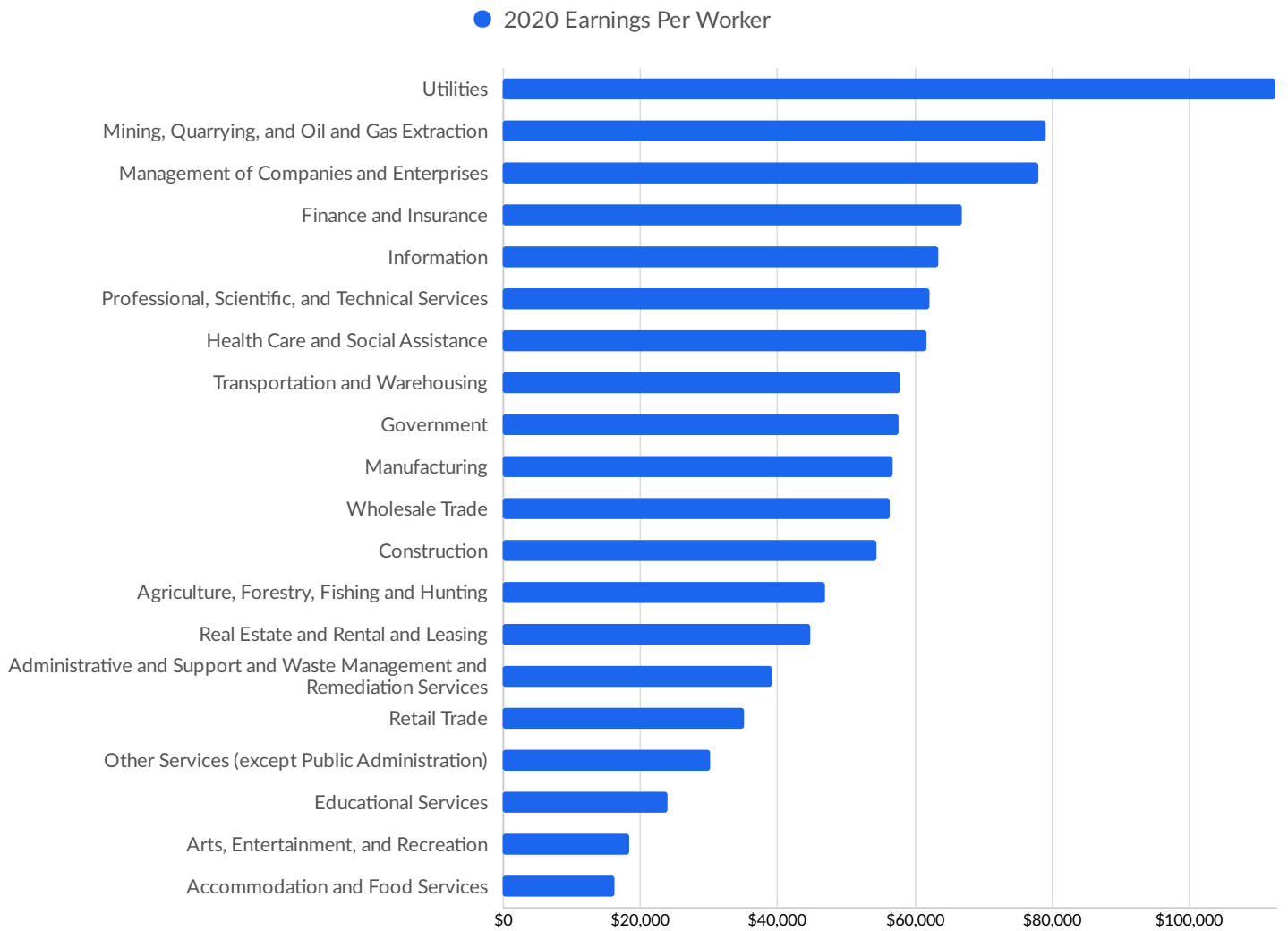
Top Industry LQ



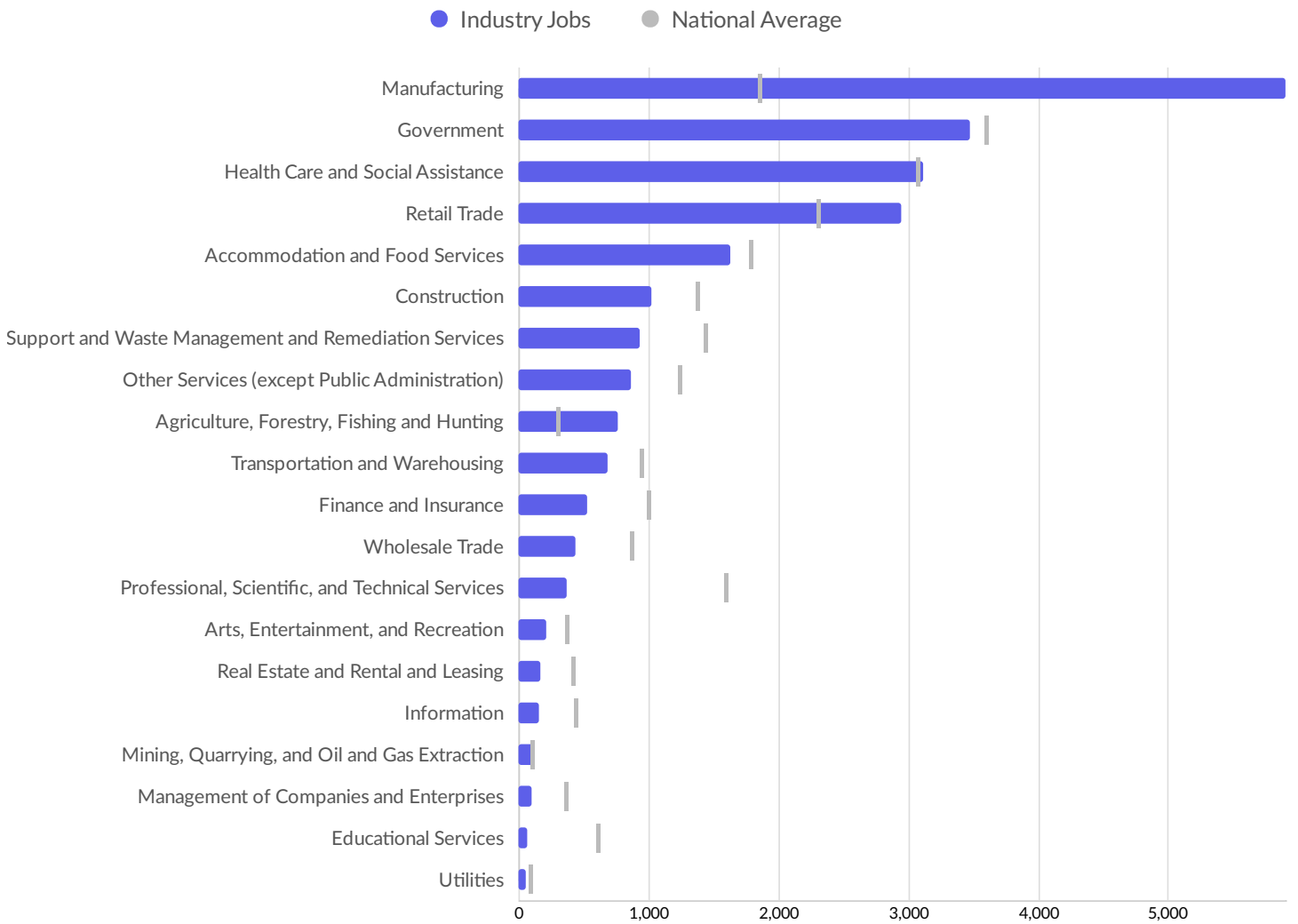
Top Industry GRP



Top Industry Earnings




Largest Industries



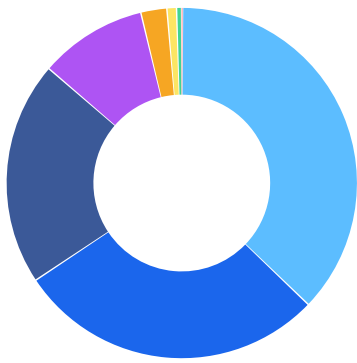
Business Characteristics

2,642 Companies Employ Your Workers

Online profiles for your workers mention 2,642 companies as employers, with the top 10 appearing below. In the last 12 months, 825 companies in Barron County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
State of Wisconsin	147 	Marshfield Clinic	311 
Marshfield Clinic	141 	ManpowerGroup Global	201 
Rice Lake Weighing Systems, Inc.	136 	Hormel Foods Corporation	188 
Jennie-O Turkey Store, Inc.	127 	U.S. Xpress, Inc.	167 
Mayo Clinic	111 	Wal-Mart, Inc.	161 
Rice Lake Area School District	76 	Kwik Trip, Inc.	148 
Lakeview Medical Center, Inc	68 	Trueblue, Inc.	147 
Sanmina Corporation	62 	Roehl Transport, Inc.	137 
St. Croix Castings, Inc.	53 	Dove Healthcare South	129 
Ardisam, Inc.	52 	Sanmina Corporation	119 

Business Size

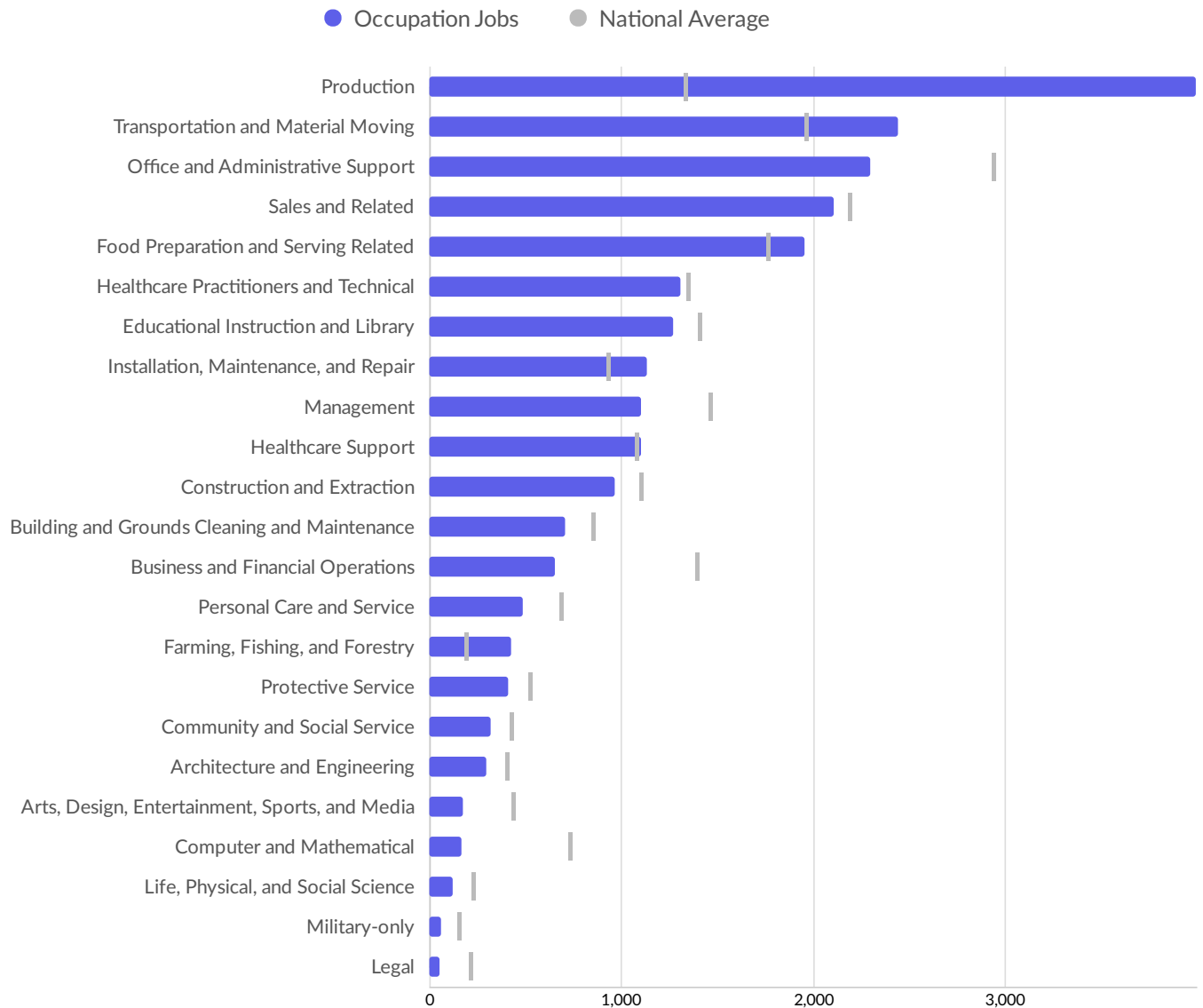


	Percentage	Business Count
1 to 4 employees	37.1%	882
5 to 9 employees	28.5%	677
10 to 19 employees	20.7%	491
20 to 49 employees	9.9%	236
50 to 99 employees	2.4%	57
100 to 249 employees	0.9%	21
250 to 499 employees	0.5%	11
500+ employees	0.1%	2

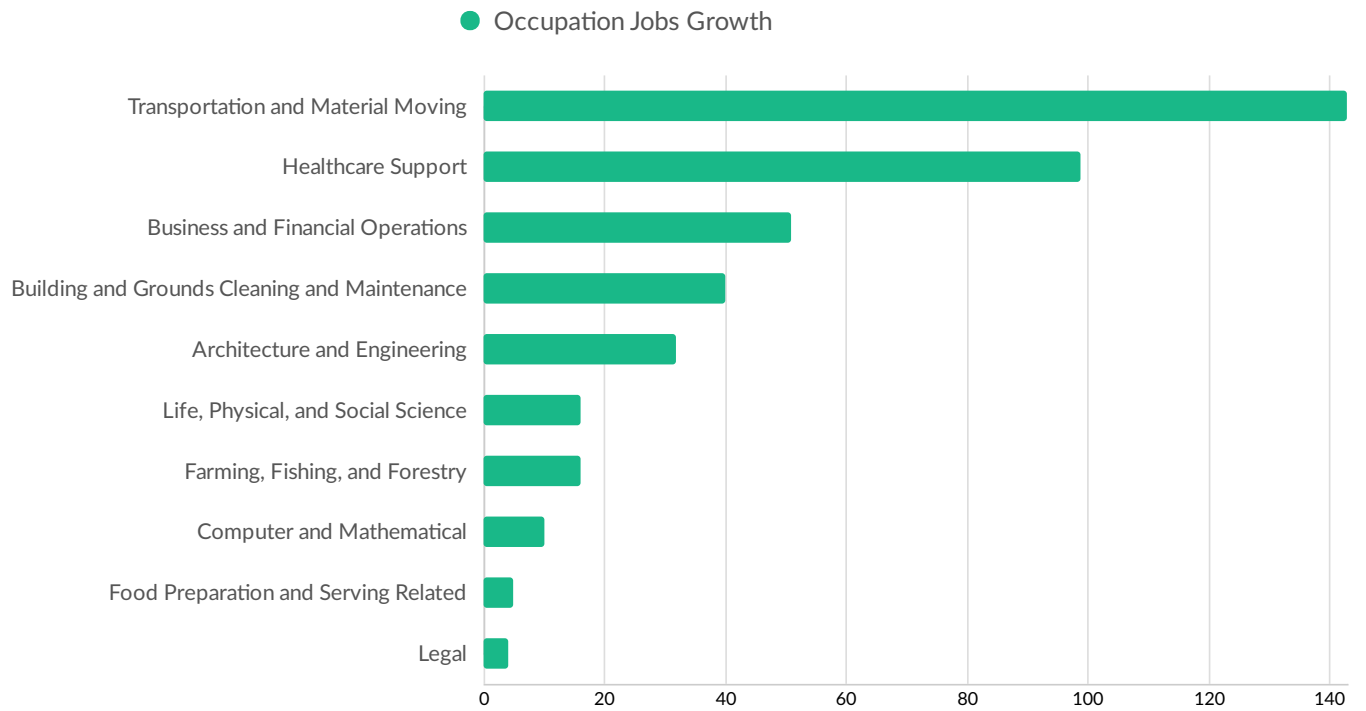
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

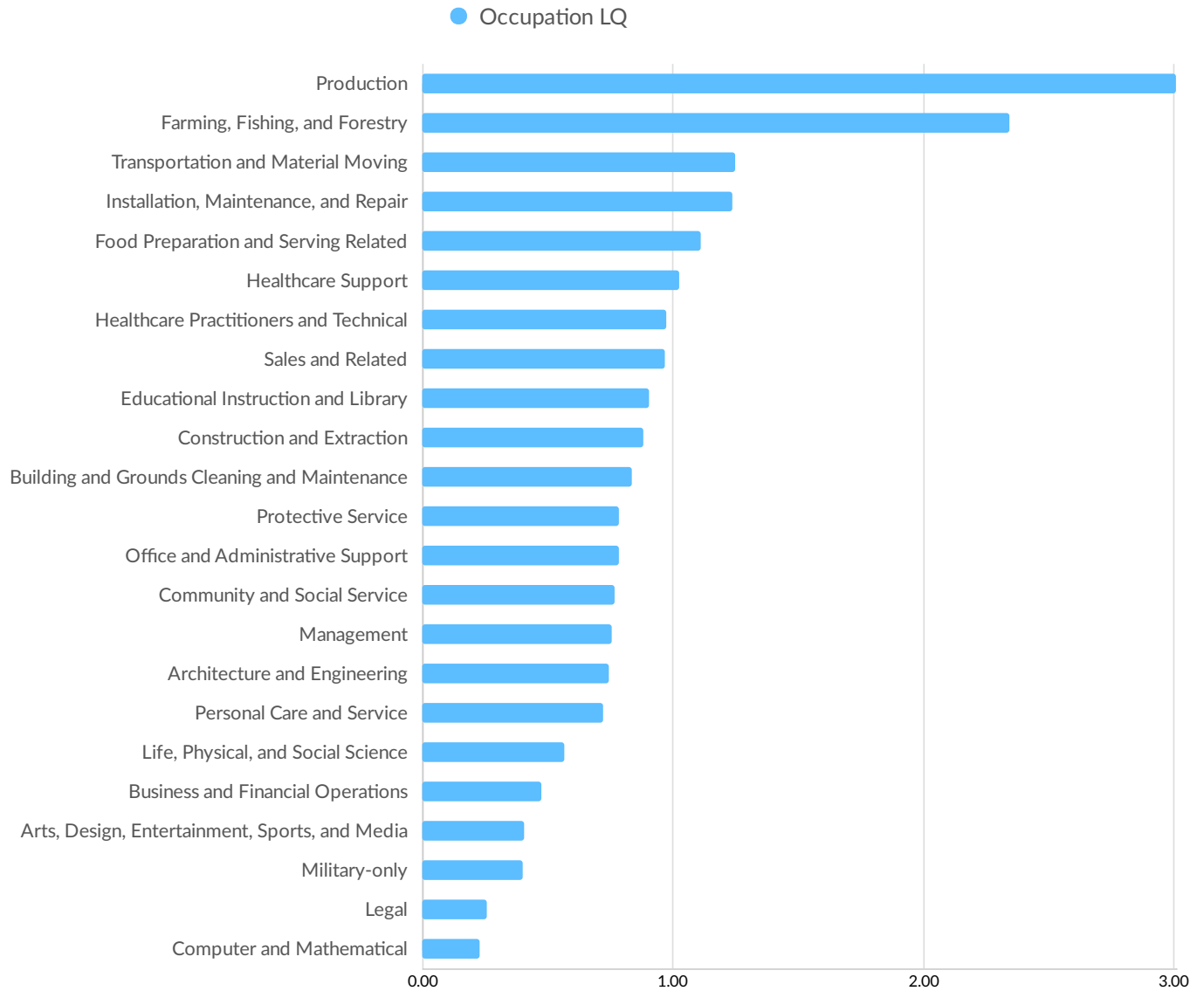
Largest Occupations



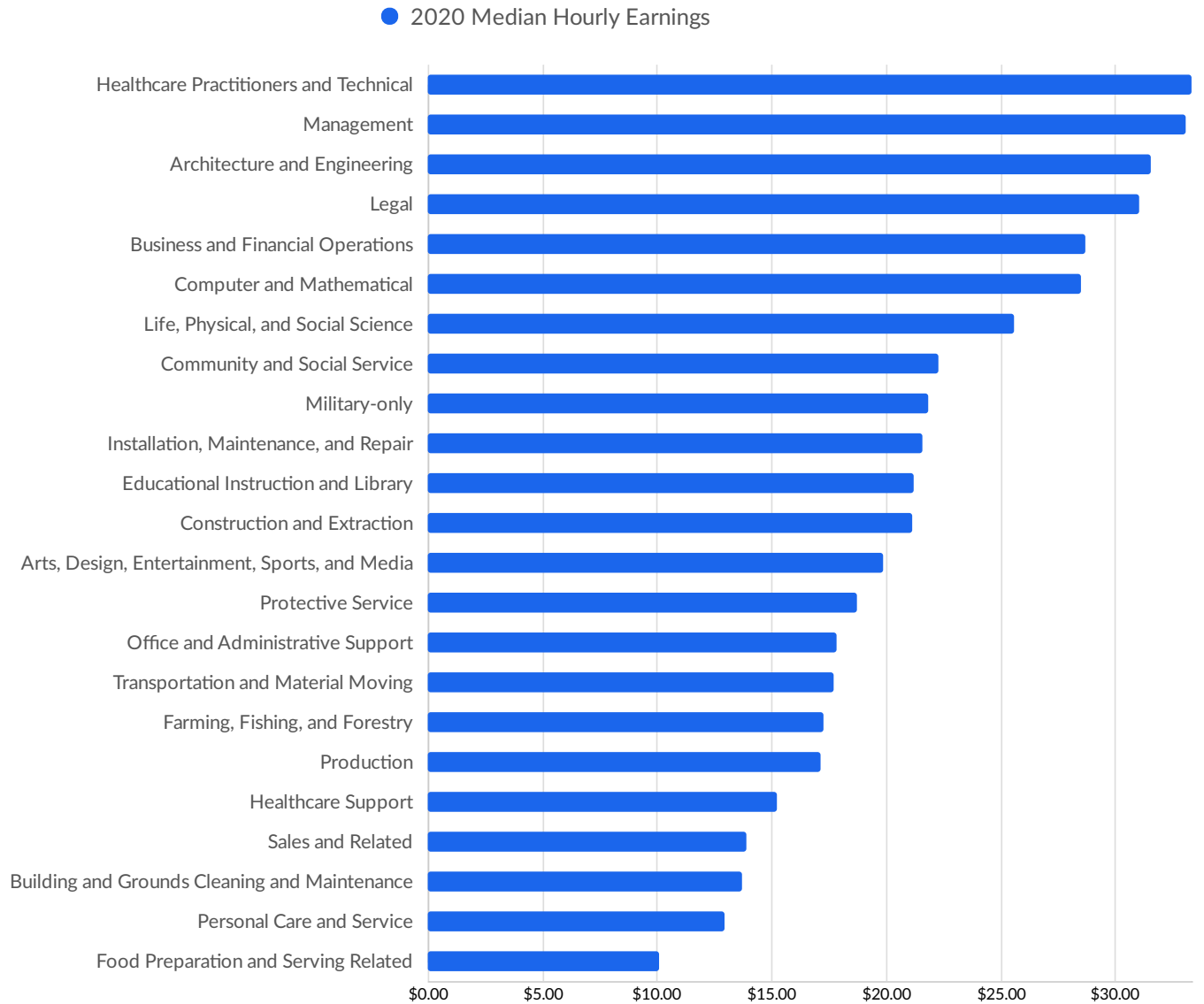
Top Growing Occupations



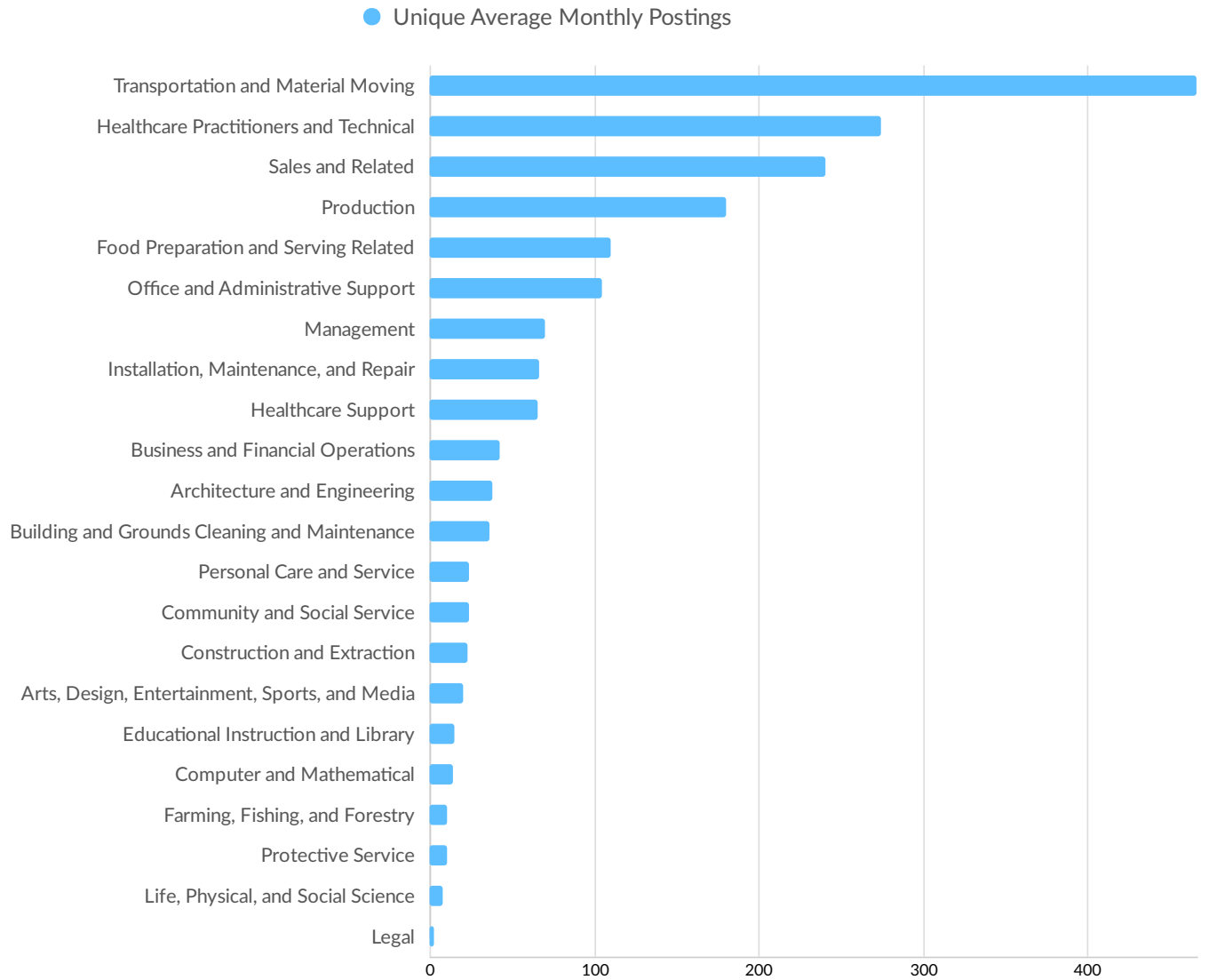
Top Occupation LQ



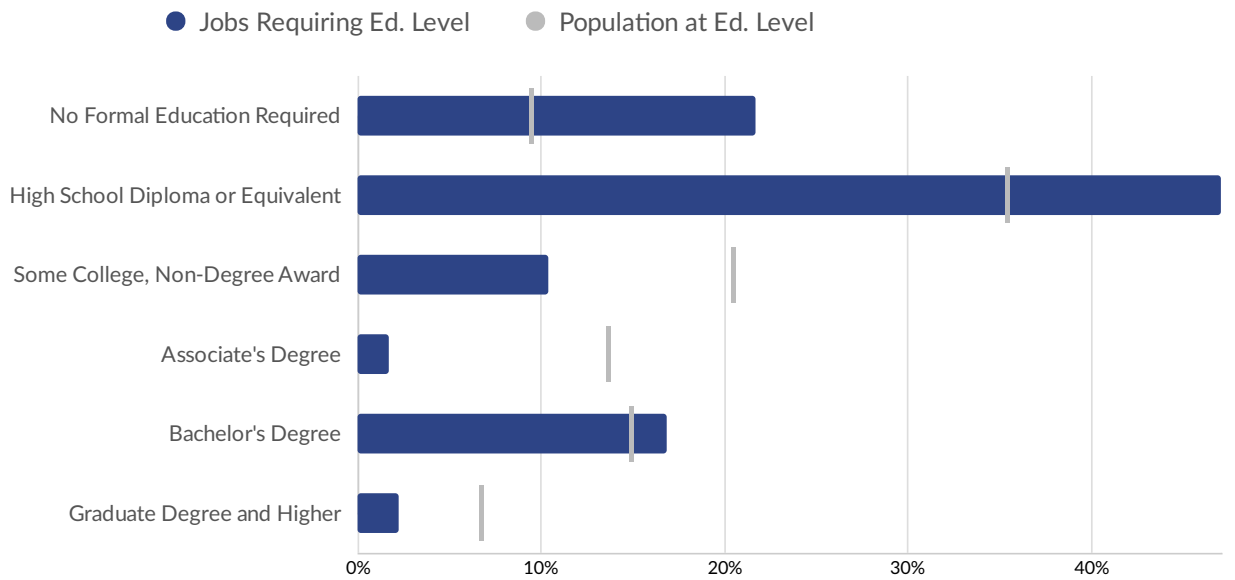
Top Occupation Earnings



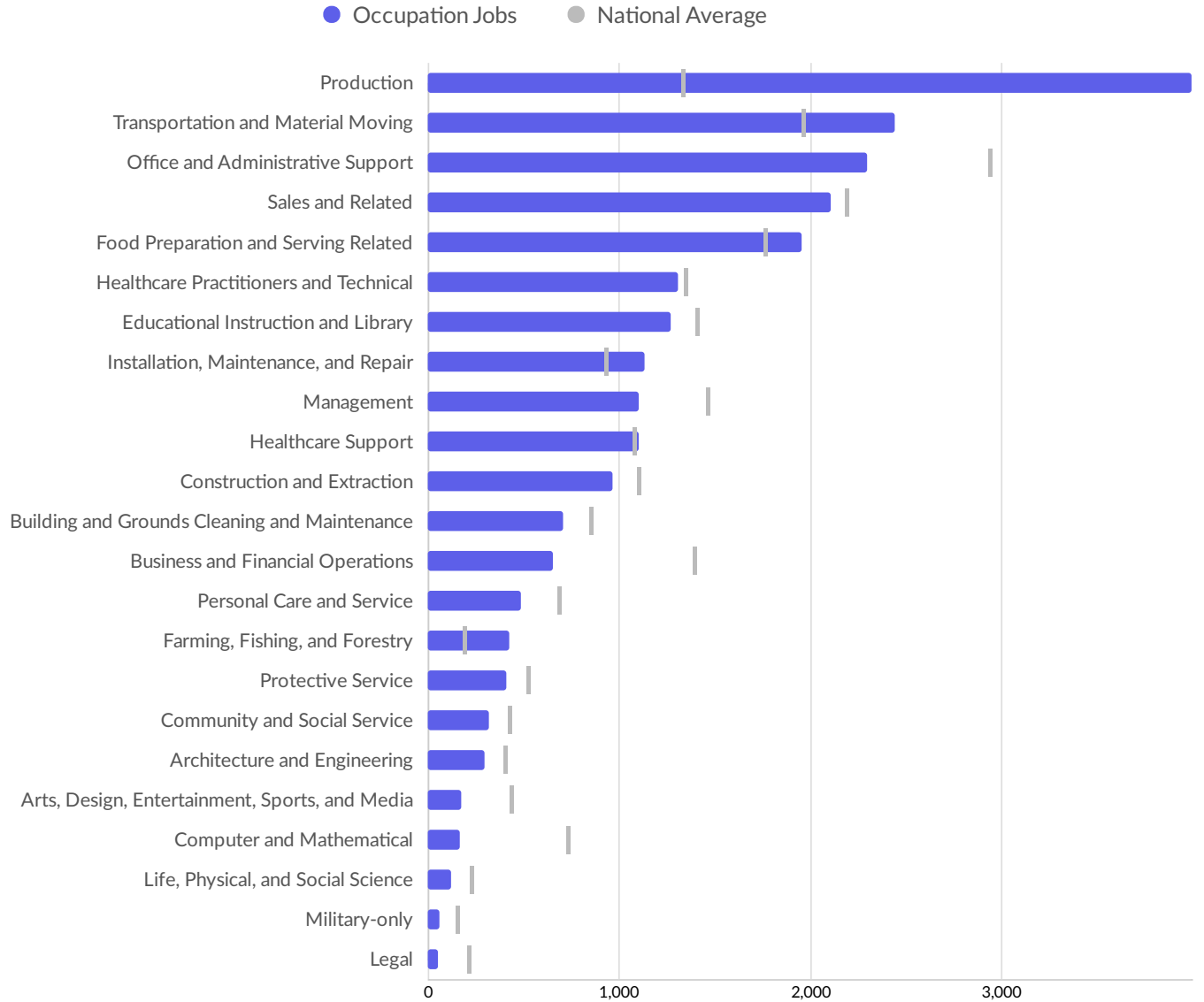
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills

