



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

45,234

Population (2020)

Population decreased by 133 over the last 5 years and is projected to decrease by 57 over the next 5 years.

23,830

Total Regional Employment

Jobs decreased by 325 over the last 5 years but are projected to grow by 258 over the next 5 years.

\$52.7K

Median Household Income (2019)

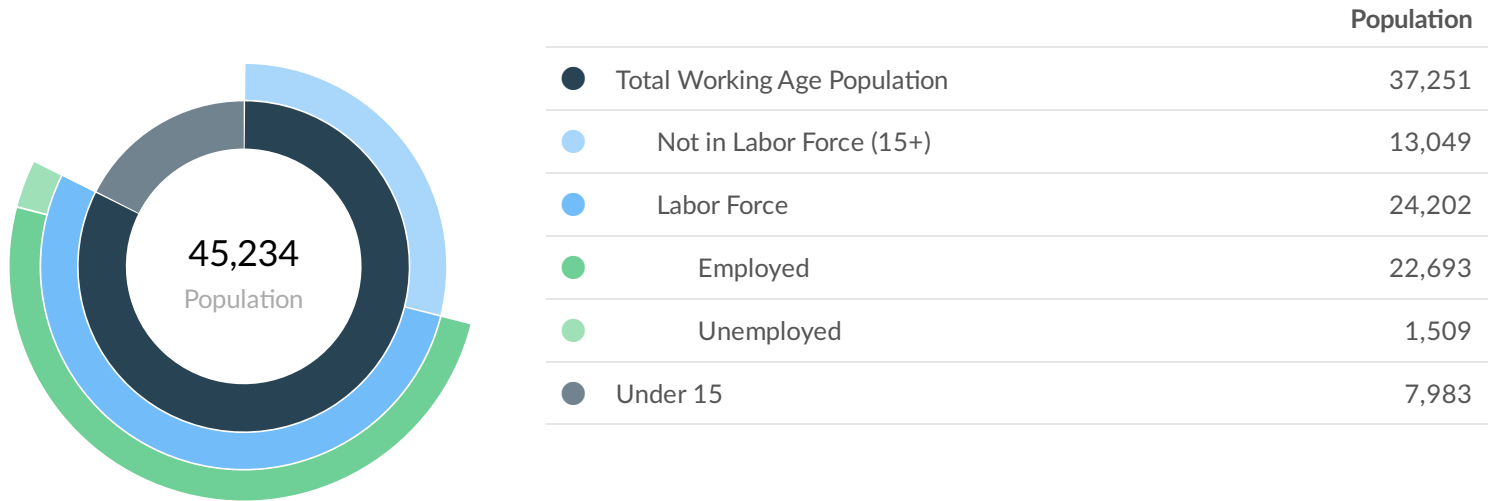
Median household income is \$10.1K below the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population declined by 0.3% since 2015, falling by 133. Population is expected to decrease by 0.1% between 2020 and 2025, losing 57.
- From 2015 to 2020, jobs declined by 1.3% in Barron County, WI from 24,155 to 23,830. This change fell short of the national growth rate of 3.1% by 4.4%. As the number of jobs declined, the labor force participation rate decreased from 65.3% to 65.0% 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.

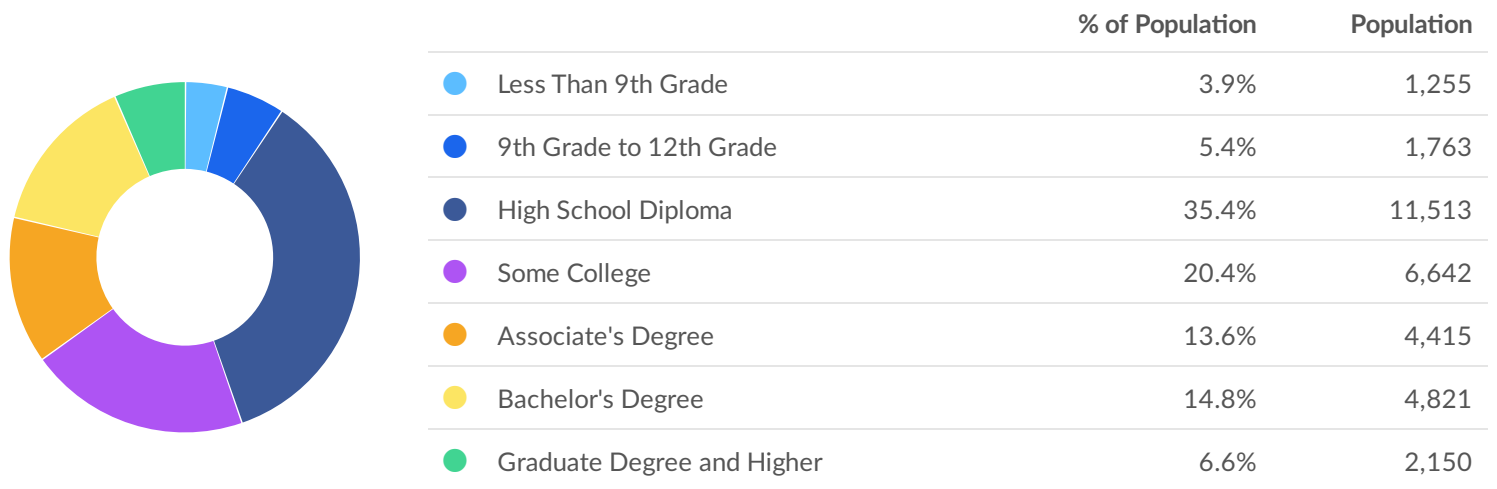
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	45,234	24,202	23,830	99.9	\$2.15B	\$3.38B	\$2.97B
WCWRPC Region	431,691	233,037	202,124	98.3	\$19.38B	\$28.01B	\$23.23B
United States	330,768,968	159,976,949	163,214,648	100.0	\$20.80T	\$0	\$9.84T

2020 Labor Force Breakdown



Educational Attainment

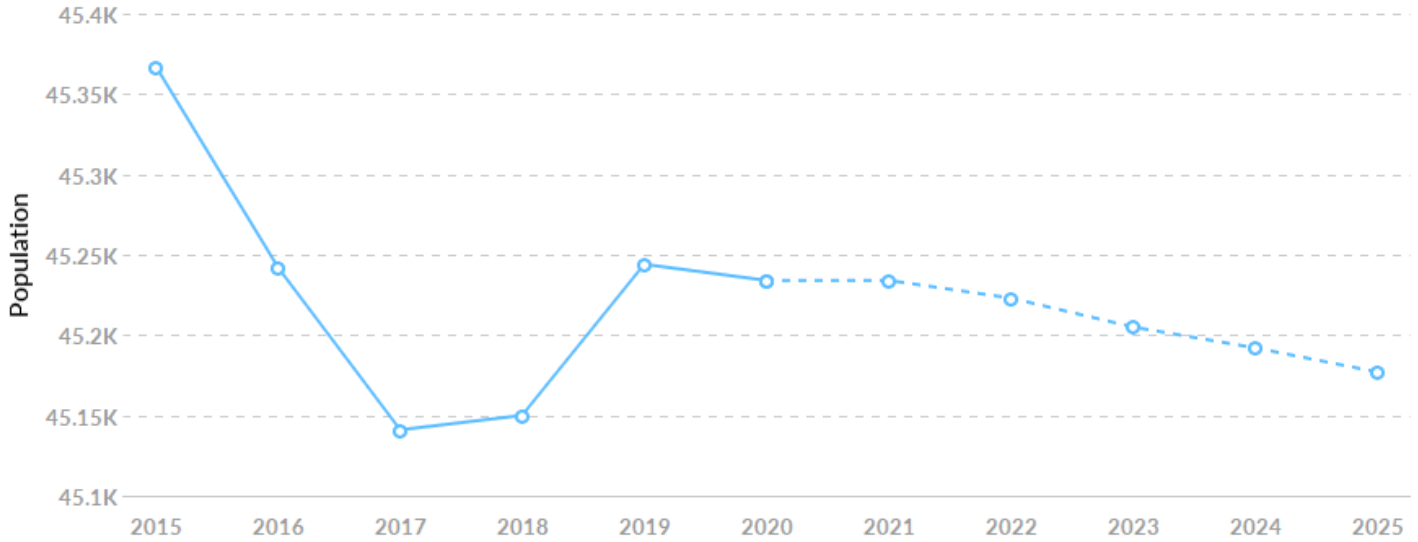
Concerning educational attainment, **14.8% of Barron County, WI residents possess a Bachelor's Degree** (5.2% below the national average), and **13.6% hold an Associate's Degree** (5.0% above the national average).



Historic & Projected Trends

Population Trends

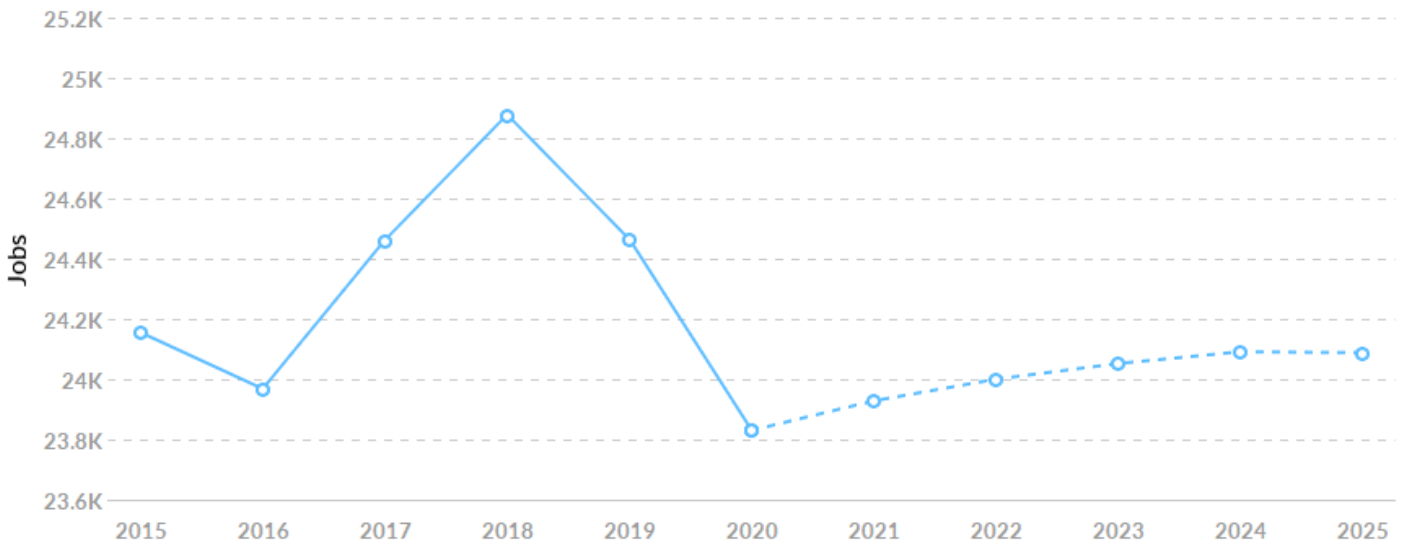
As of 2020 the region's population **declined by 0.3%** since 2015, falling by 133. Population is expected to **decrease by 0.1%** between 2020 and 2025, losing 57.



Timeframe	Population
2015	45,367
2016	45,242
2017	45,141
2018	45,150
2019	45,244
2020	45,234
2021	45,234
2022	45,223
2023	45,205
2024	45,192
2025	45,177

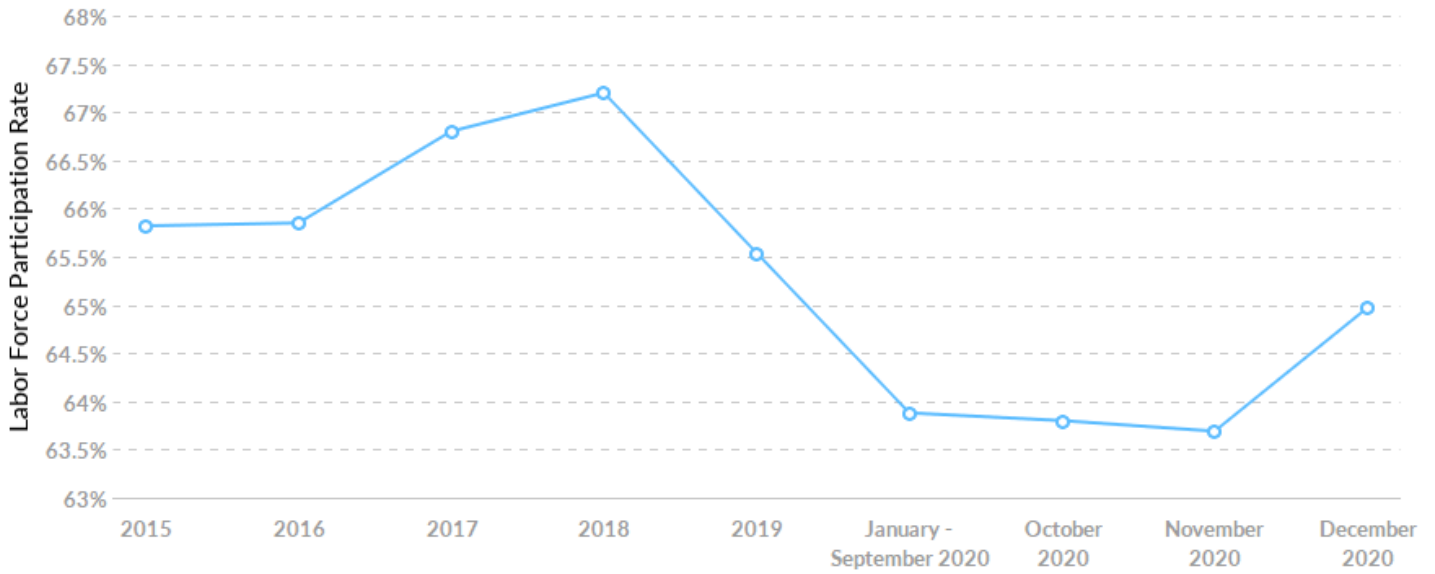
Job Trends

From 2015 to 2020, jobs declined by 1.3% in Barron County, WI from 24,155 to 23,830. This change fell short of the national growth rate of 3.1% by 4.4%.



Timeframe	Jobs
2015	24,155
2016	23,968
2017	24,462
2018	24,878
2019	24,464
2020	23,830
2021	23,928
2022	24,000
2023	24,052
2024	24,091
2025	24,088

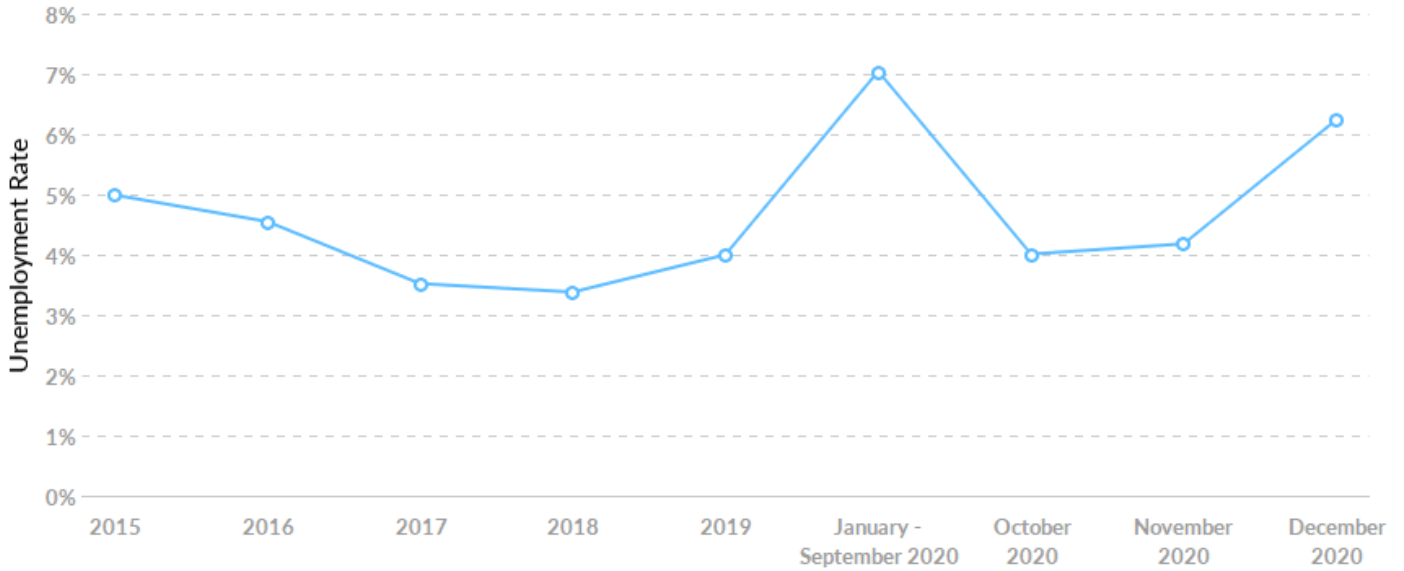
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	65.82%
2016	65.85%
2017	66.80%
2018	67.20%
2019	65.54%
January - September 2020	63.88%
October 2020	63.80%
November 2020	63.69%
December 2020	64.97%

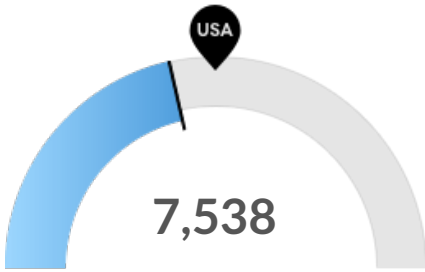
Unemployment Rate Trends

Barron County, WI had a December 2020 unemployment rate of 6.24%, **increasing from 4.99%** 5 years before.



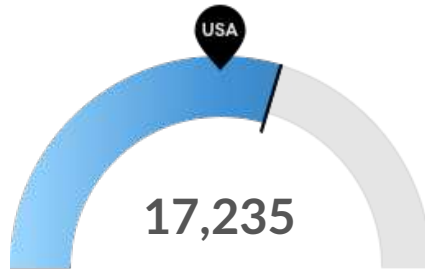
Timeframe	Unemployment Rate
2015	4.99%
2016	4.55%
2017	3.52%
2018	3.38%
2019	4.00%
January - September 2020	7.04%
October 2020	4.01%
November 2020	4.18%
December 2020	6.24%

Population Characteristics



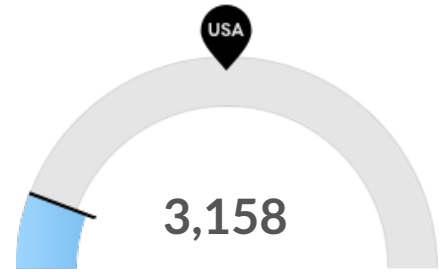
Millennials

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



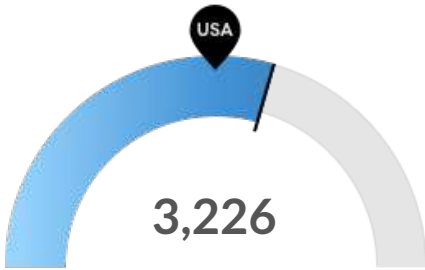
Retiring Soon

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.



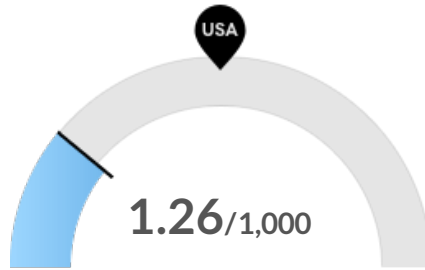
Racial Diversity

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.



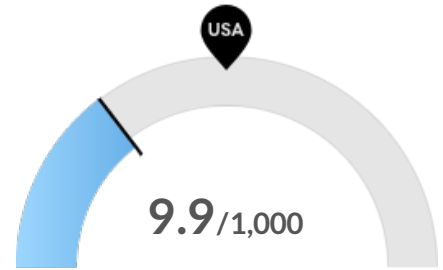
Veterans

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.

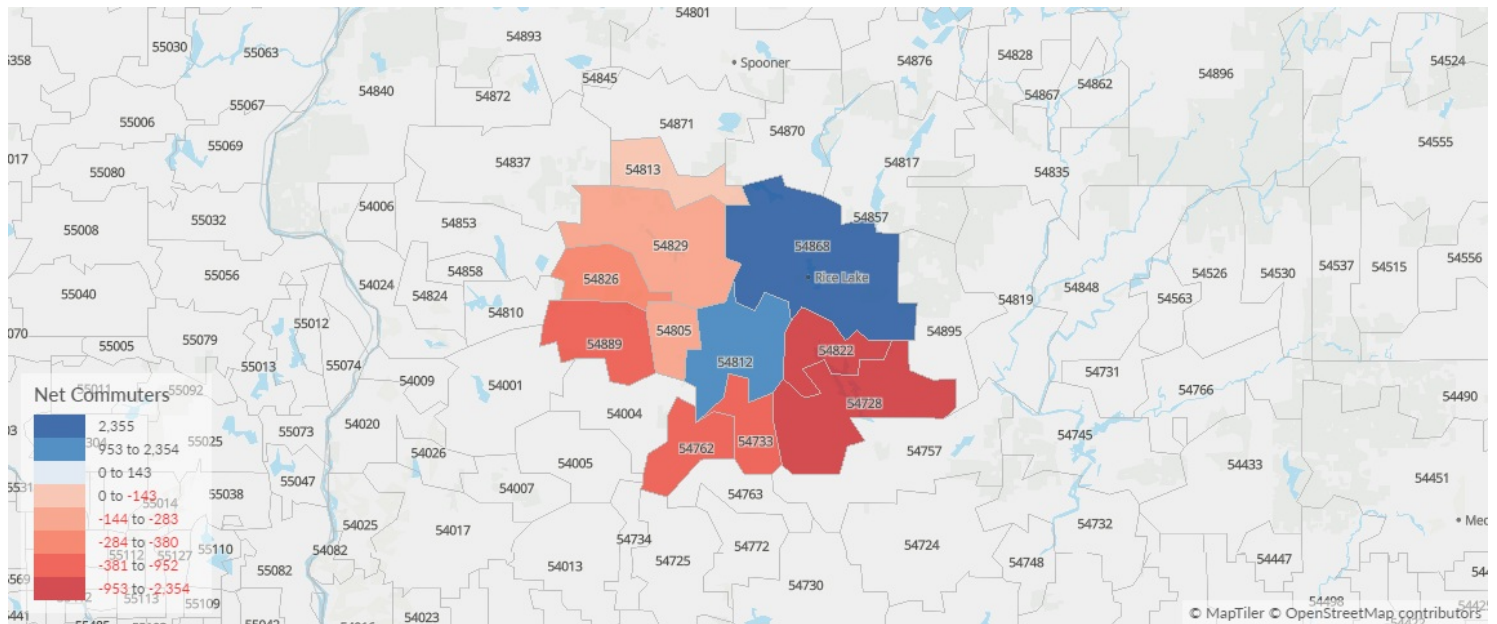


Property Crime

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

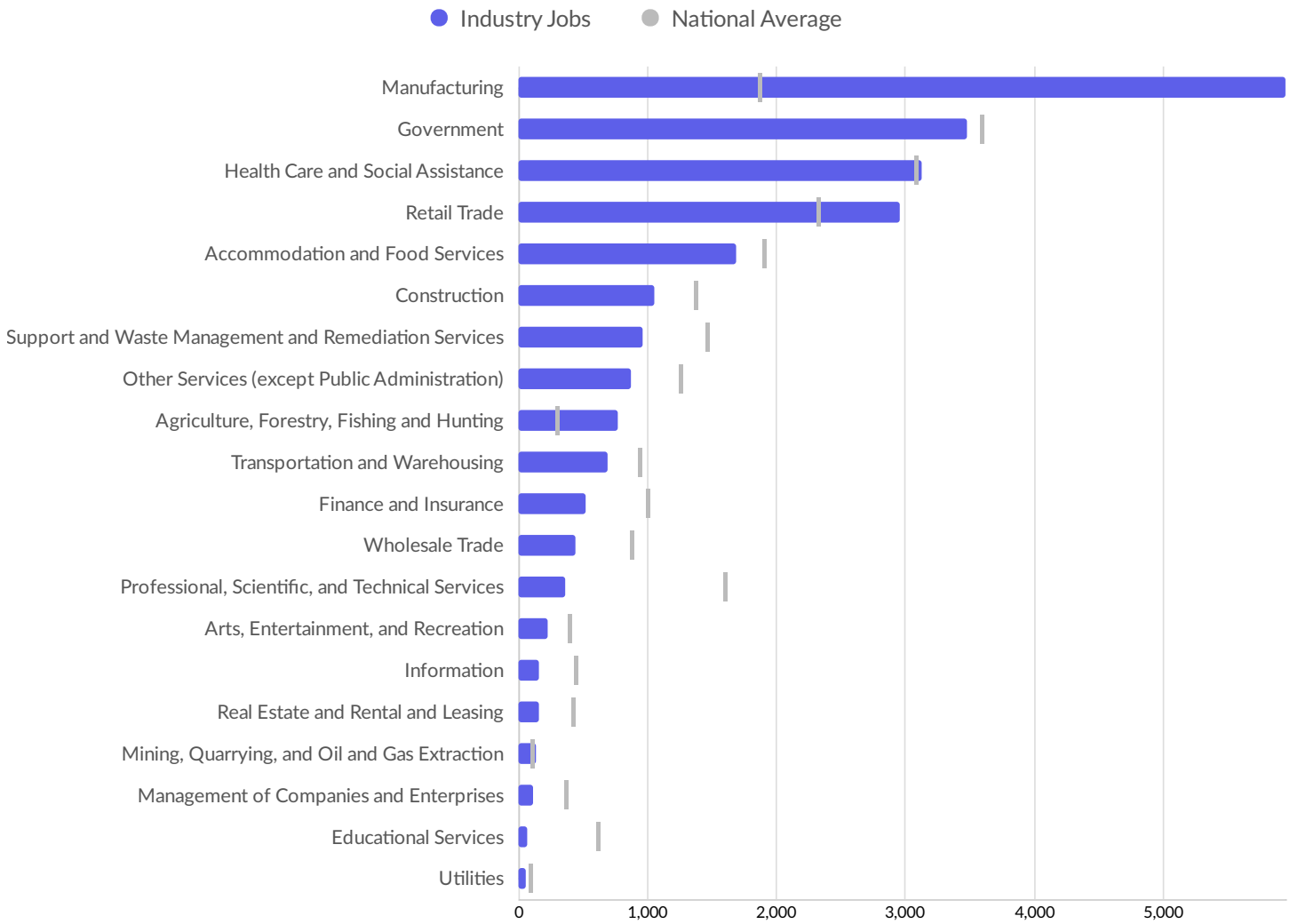
ZIP	Name	2020 Employment
54868	Rice Lake, WI (in Barron...	10,537
54812	Barron, WI (in Barron co...	3,906
54829	Cumberland, WI (in Barr...	2,443
54728	Chetek, WI (in Barron c...	2,264
54822	Cameron, WI (in Barron...	1,663

Where Talent Lives

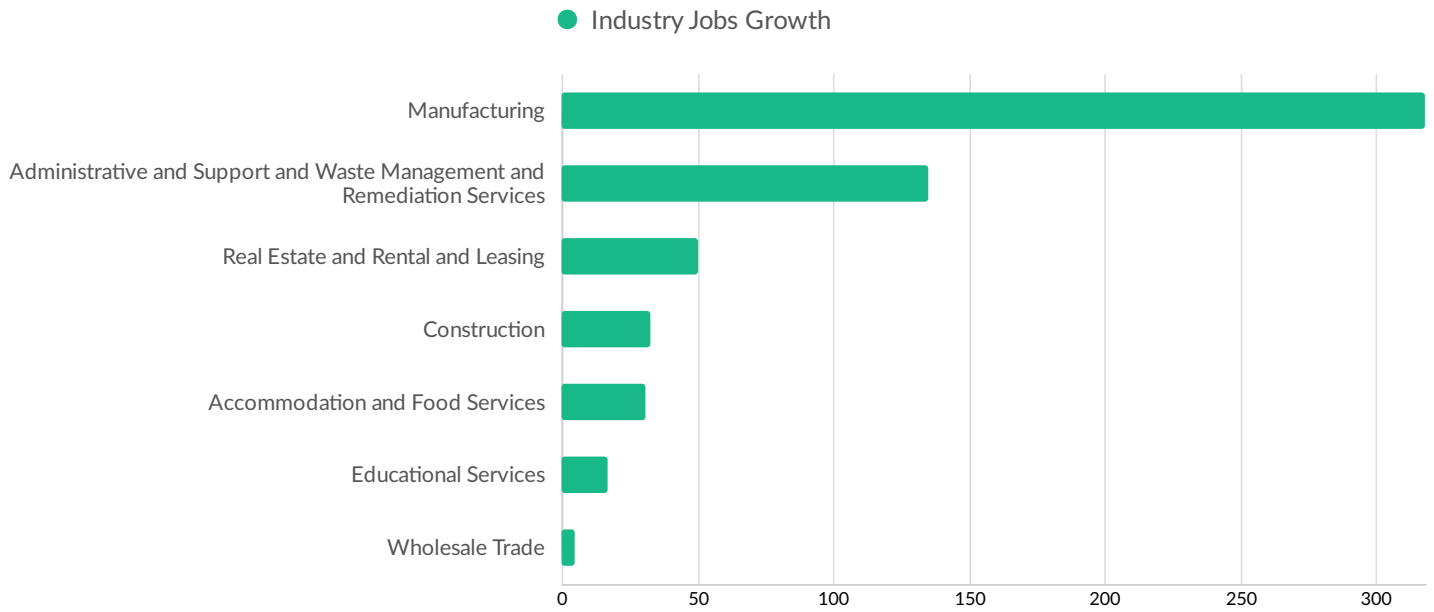
ZIP	Name	2020 Workers
54868	Rice Lake, WI (in Barron...	8,182
54728	Chetek, WI (in Barron c...	3,217
54812	Barron, WI (in Barron co...	2,945
54822	Cameron, WI (in Barron...	2,649
54829	Cumberland, WI (in Barr...	2,624

Industry Characteristics

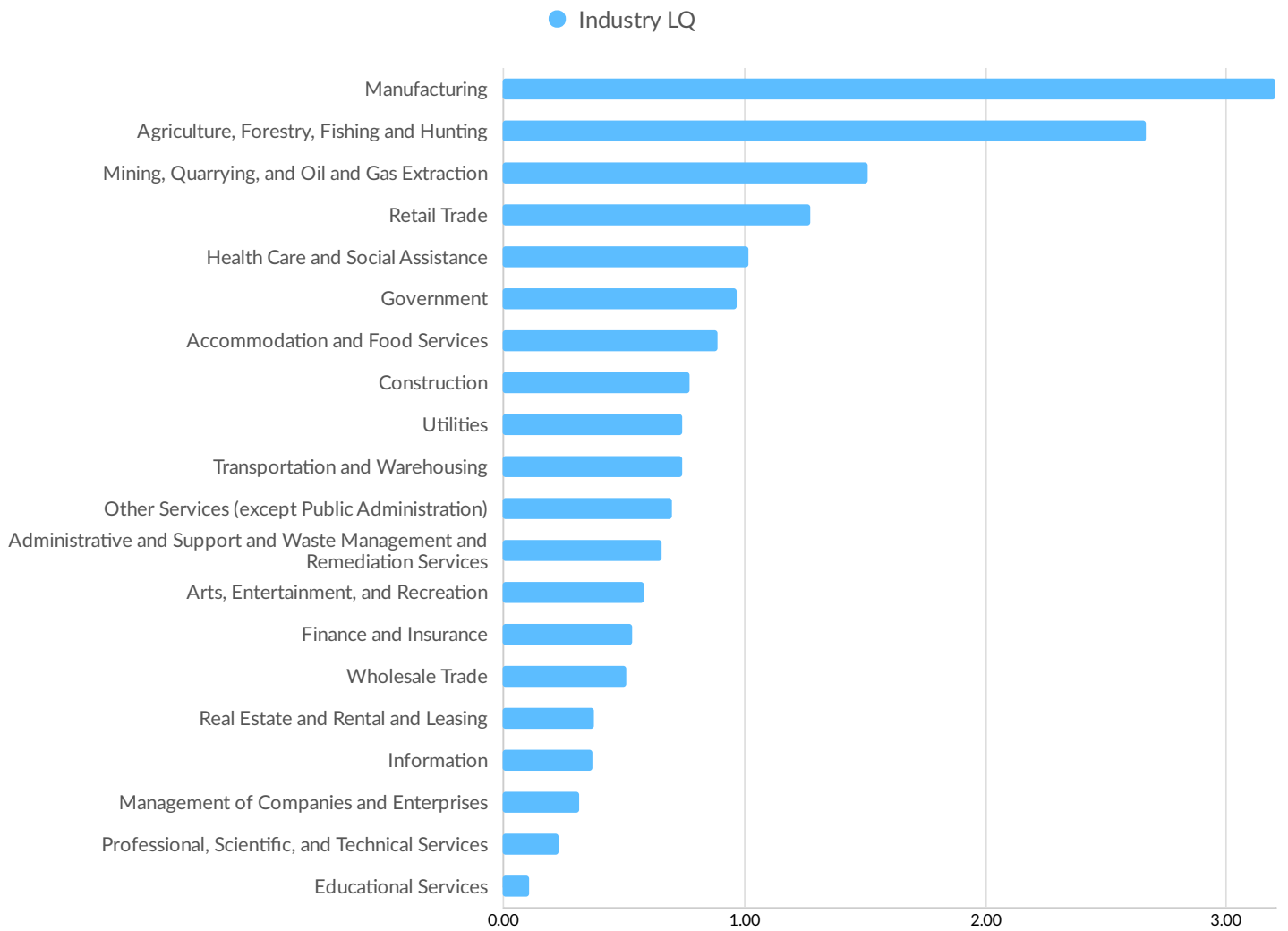
Largest Industries



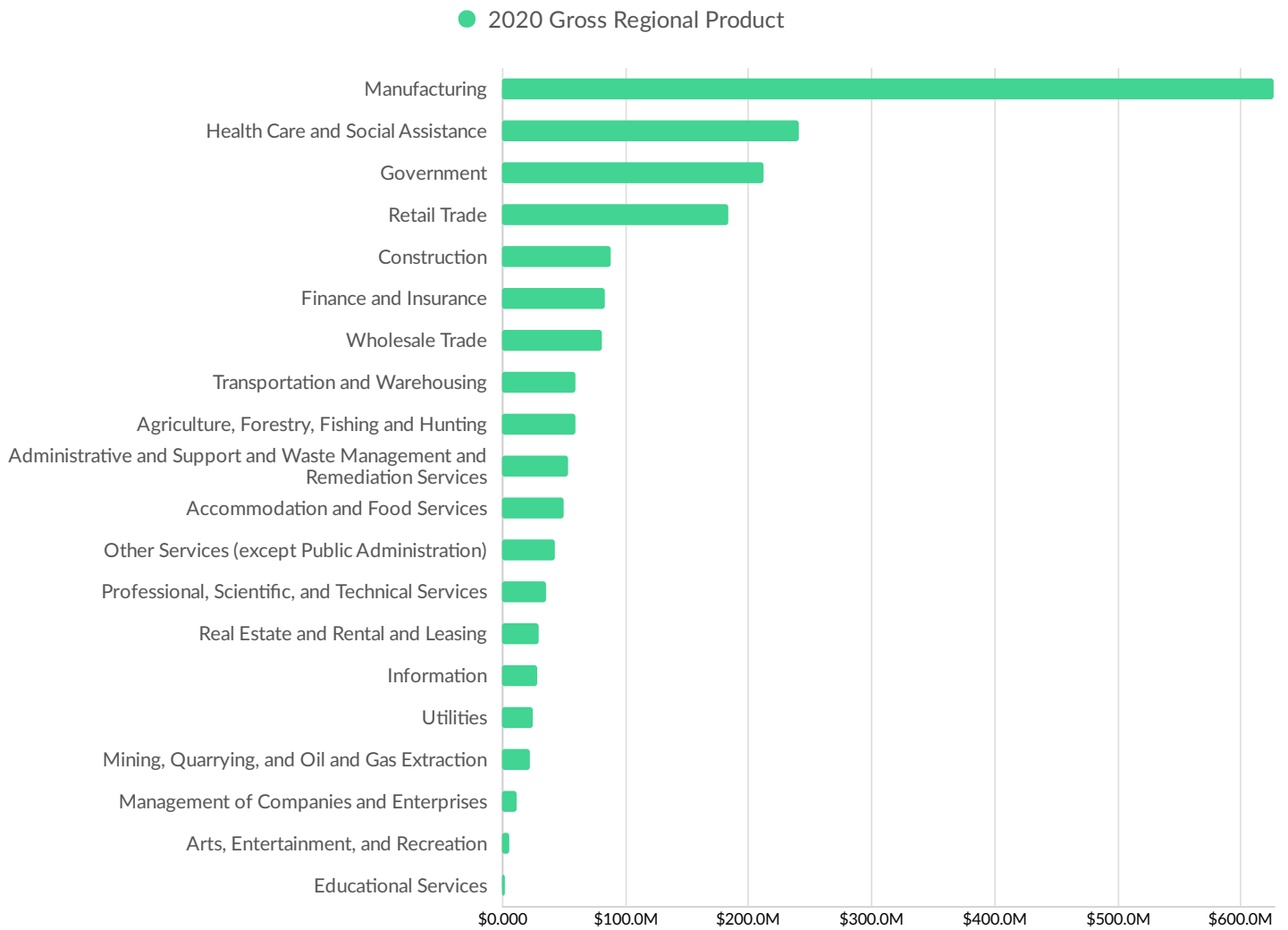
Top Growing Industries



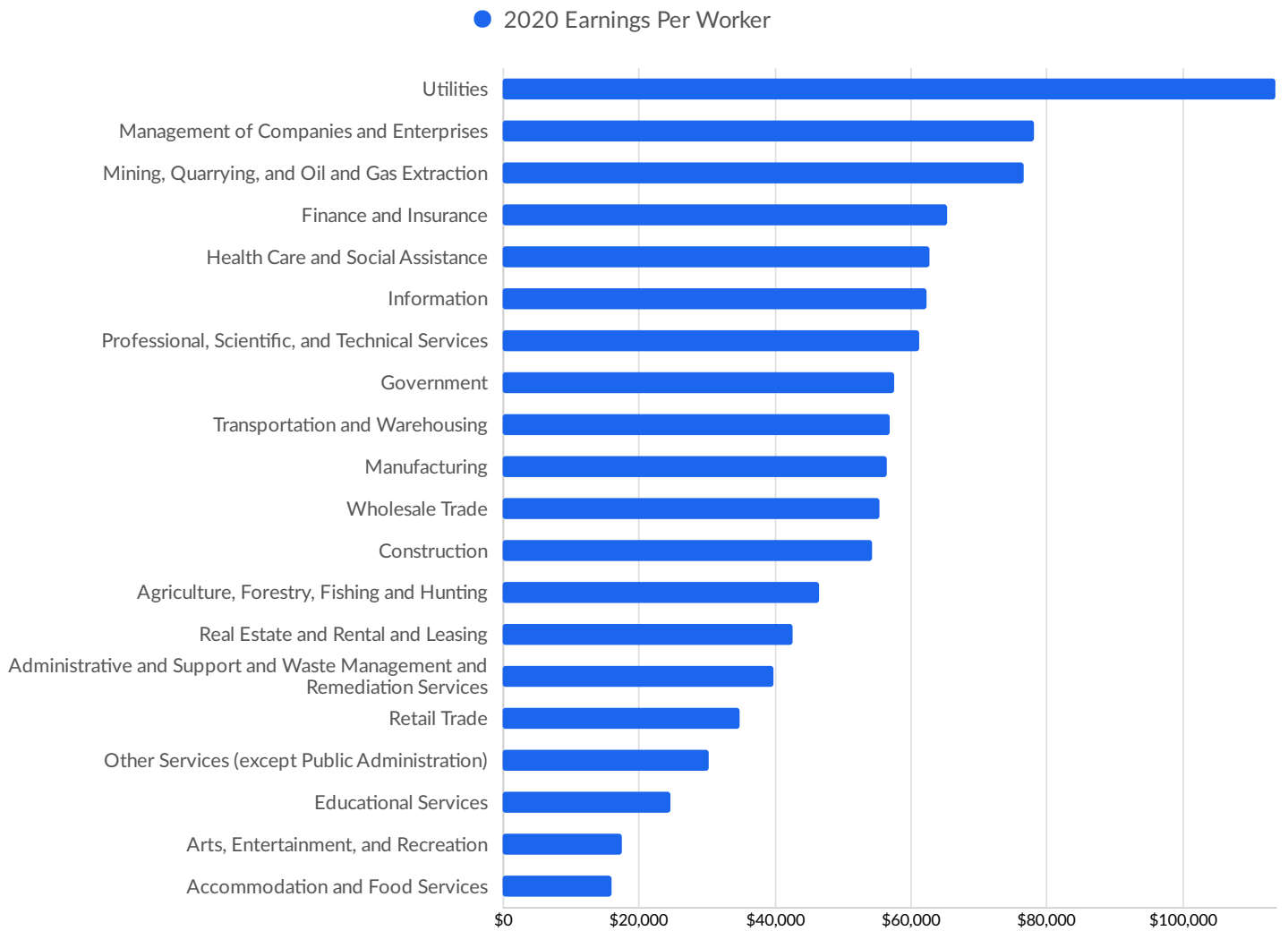
Top Industry LQ



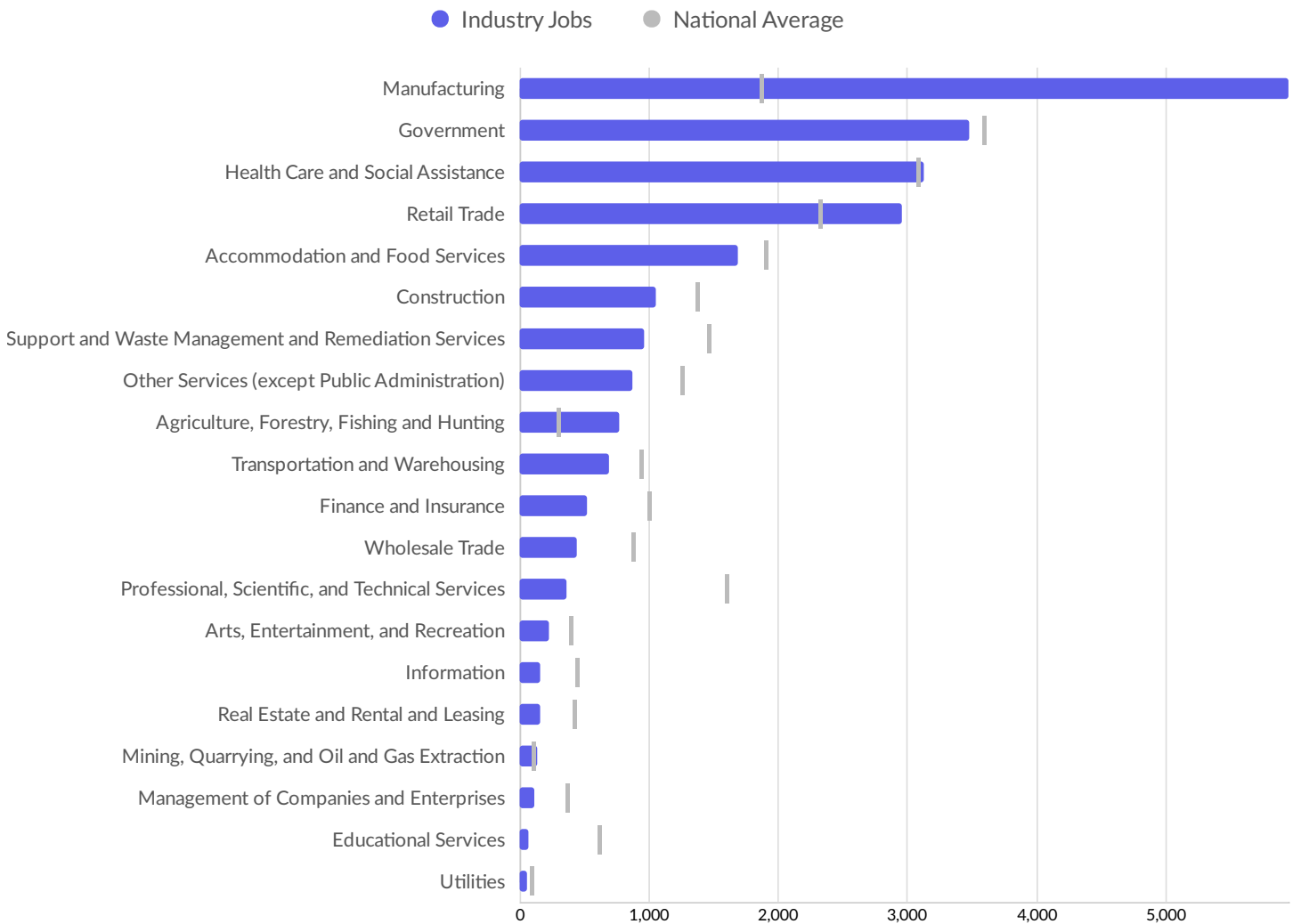
Top Industry GRP



Top Industry Earnings








Largest Industries



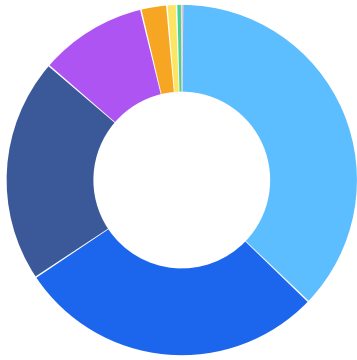
Business Characteristics

2,457 Companies Employ Your Workers

Online profiles for your workers mention 2,457 companies as employers, with the top 10 appearing below. In the last 12 months, 916 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	125 	Marshfield Clinic	349 
Marshfield Clinic	114 	ManpowerGroup Global	198 
Rice Lake Weighing Systems, Inc.	110 	U.S. Xpress, Inc.	163 
Mayo Clinic	86 	Hormel Foods Corporation	150 
Jennie-O Turkey Store, Inc.	82 	Kwik Trip, Inc.	136 
Lakeview Medical Center, Inc	62 	Sanmina Corporation	133 
Sanmina Corporation	53 	Wal-Mart, Inc.	132 
Ardisam, Inc.	48 	Trueblue, Inc.	127 
Rice Lake Area School District	47 	Roehl Transport, Inc.	115 
Quanex Building Products Corpo...	45 	Marten Transport, Ltd.	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

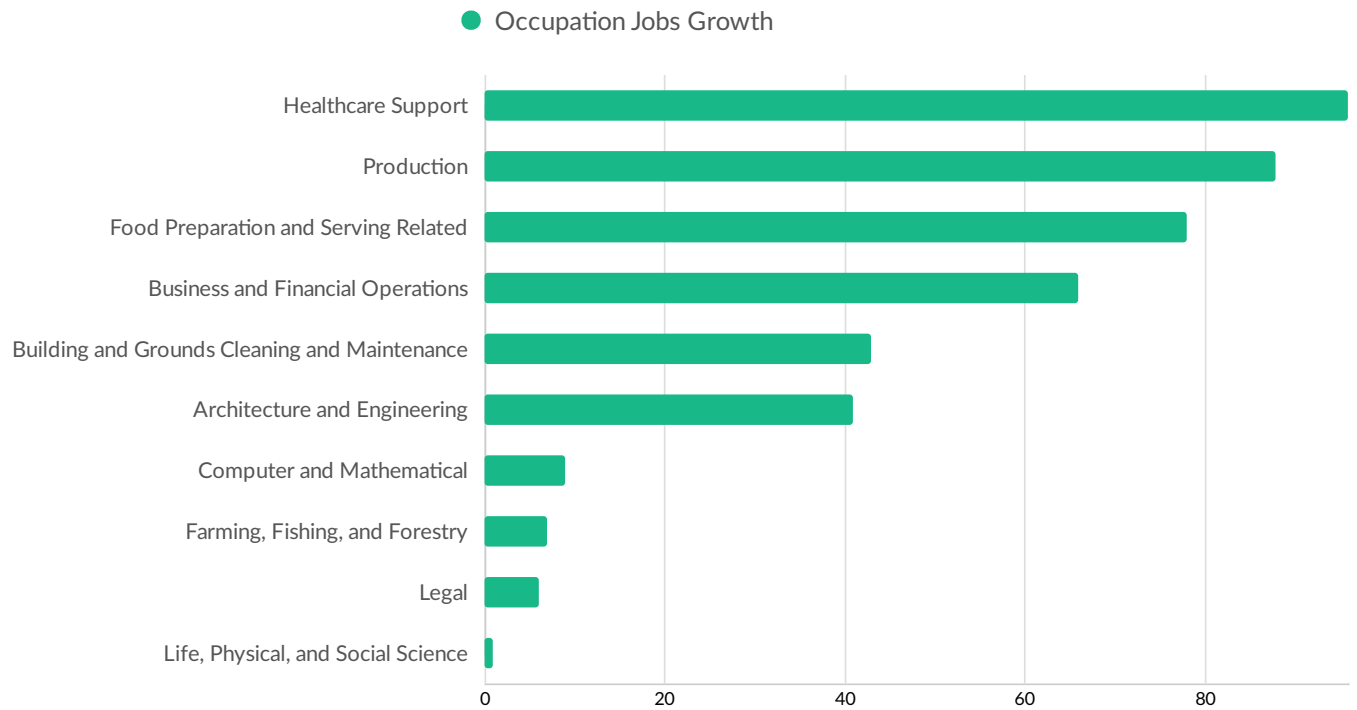
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

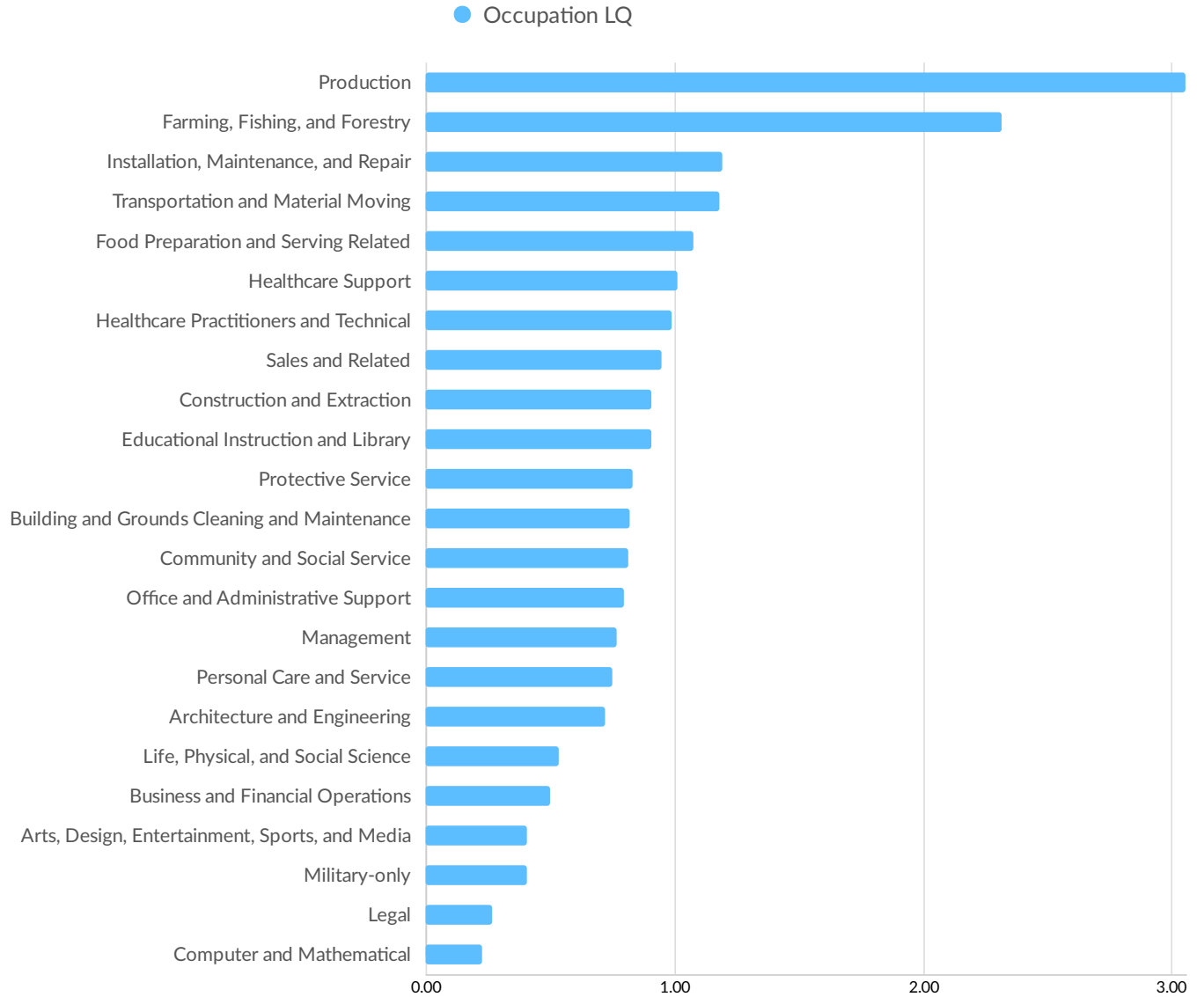
Largest Occupations

● Occupation Jobs ● National Average

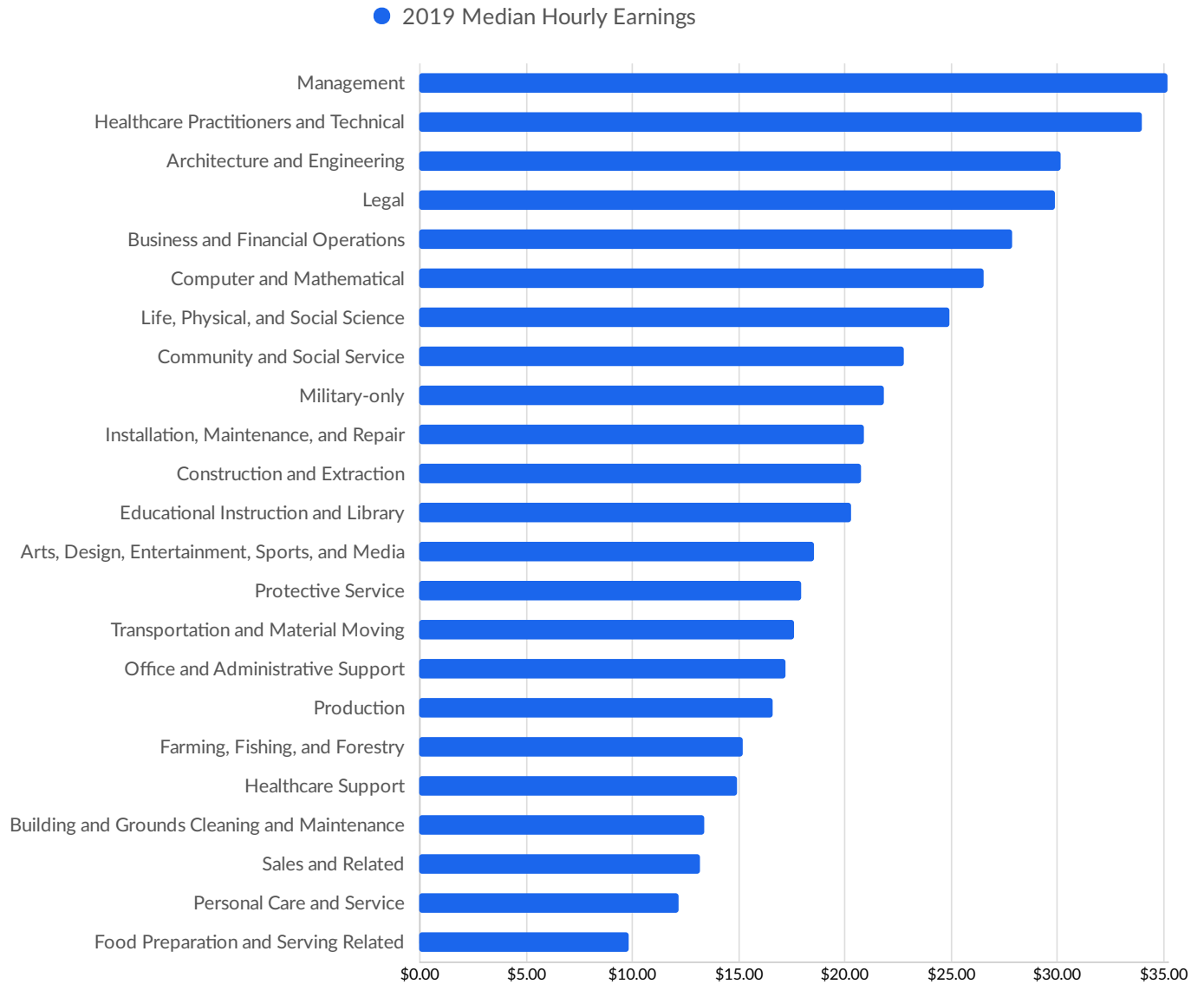
Top Growing Occupations



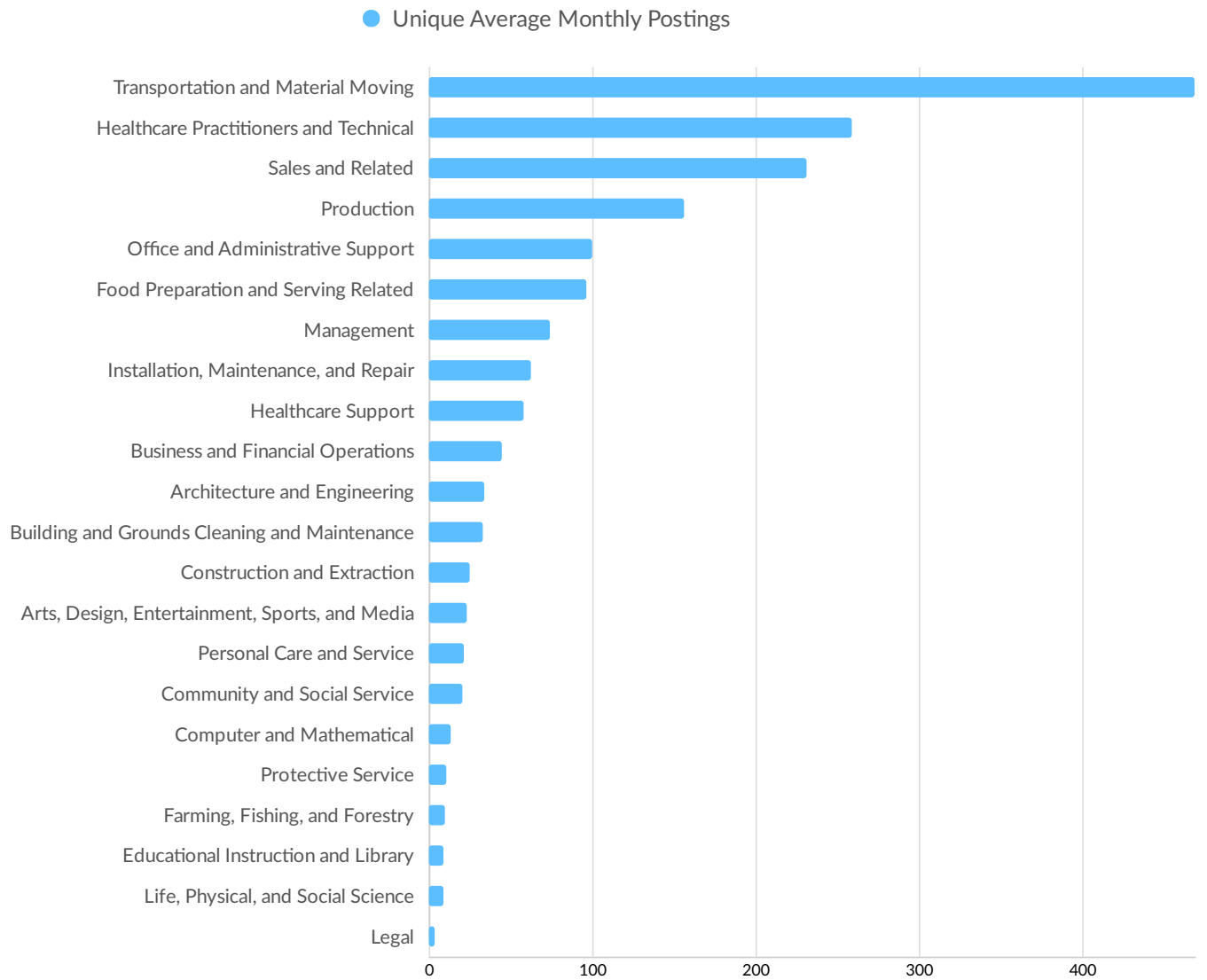
Top Occupation LQ



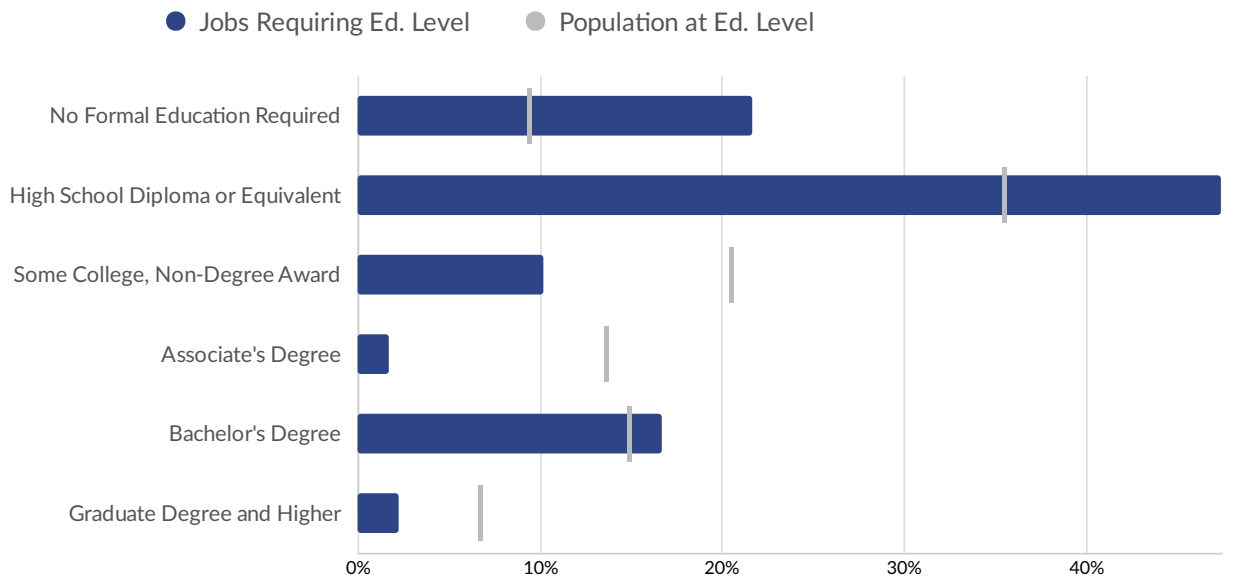
Top Occupation Earnings



Top Posted Occupations



Underemployment



Largest Occupations

● Occupation Jobs ● National Average

Educational Pipeline

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

In-Demand Skills

