

Barron County

ECONOMIC PROFILE

County Population Projections

	2020	2022	2025	2030	2035	2040
County Population	46,711	46,683	49,605	50,640	50,490	49,545
Percent Change		-0.06	6.6	2.1	-0.3	-1.9
Male	23,292	23,605	25,235	25,930	25,920	25,435
Female	23,419	23,078	24,370	24,710	24,570	24,110
Minority	4,144	3,475	NA	NA	NA	NA
Percent Minority	8.9	7.4	NA	NA	NA	NA
Age Under 5	2,490	2,422	2,700	2,640	2,520	2,400
Age 5-9	2,720	3,120	2,980	2,930	2,790	2,620
Age 10-14	2,885	2,714	3,060	3,140	3,020	2,830
Age 15-19	2,756	2,617	2,950	2,990	3,000	2,840
Age 20-24	2,220	2,568	2,090	2,250	2,230	2,190
Age 25-34	5,048	4,860	4,600	4,490	4,640	4,670
Age 35-44	5,189	5,222	5,820	5,530	5,010	4,710
Age 45-54	5,427	5,371	5,450	5,970	6,110	5,590
Age 55-59	3,596	3,478	2,890	2,790	2,930	3,250
Age 60-64	3,749	3,704	3,700	3,010	2,930	3,140
Age 65-74	6,070	6,066	7,260	7,500	6,770	6,120
Age 75-84	3,234	3,265	4,500	5,360	5,960	6,110
Age 85+	1,327	1,276	1,605	2,040	2,580	3,075

Source: 2020 Census; 2022 American Community Survey 5-Year Estimates; Wisconsin DOA Population Projections, 2013



PREPARED BY THE
WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

May, 2024

Municipal Population

	1980	1990	2000	2010	2020	2023	Percent Change				
							1980-90	1990-00	2000-10	2010-20	2020-23
Barron	2,595	2,986	3,248	3,423	3,733	3,661	15.1	8.8	5.4	9.1	- 1.9
Chetek	1,931	1,953	2,180	2,221	2,172	2,172	1.1	11.6	1.9	- 2.2	0.0
Cumberland	1,983	2,163	2,280	2,170	2,274	2,243	9.1	5.4	- 4.8	4.8	- 1.4
Rice Lake	7,691	7,998	8,312	8,419	9,040	9,010	4.0	3.9	1.3	7.4	- 0.3
Almena	526	625	720	677	705	746	18.8	15.2	- 6.0	4.1	5.8
Cameron	1,115	1,273	1,546	1,783	1,872	1,857	14.2	21.4	15.3	5.0	- 0.8
Dallas	477	452	356	409	359	355	- 5.2	- 21.2	14.9	- 12.2	- 1.1
Haugen	251	305	287	287	266	263	21.5	- 5.9	0.0	- 7.3	- 1.1
New Auburn+	14	26	15	20	25	27	85.7	- 42.3	33.3	25.0	8.0
Prairie Farm	387	494	508	473	494	473	27.6	2.8	- 6.9	4.4	- 4.3
Turtle Lake+	762	811	1,000	957	959	960	6.4	23.3	- 4.3	0.2	0.1

+ Includes portion in Barron County only. Source: 1980, 1990, 2000, 2010, 2020, and 2022 Census and Wisconsin DOA 2023 Estimates.

Per Capita Personal Income

	2019	2020	2021	2022	Percent Change		
					2019-20	2020-21	2021-22
Barron County	\$49,537	\$54,519	\$56,928	\$58,029	10.1	4.4	1.9
Wisconsin	\$52,364	\$55,431	\$60,381	\$61,475	5.9	8.9	1.8
United States	\$55,539	\$59,159	\$64,410	\$65,476	6.5	8.9	1.7

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 (per household)

	Total		Total
Shelter	\$13,409	Contributions	\$2,079
Transportation	\$11,648	Education	\$1,804
Food and Beverages	\$9,411	Gifts	\$1,544
Health Care	\$5,534	Miscellaneous Expenses	\$1,208
Utilities	\$4,797	Personal Care	\$856
Entertainment	\$3,591	Personal Insurance	\$446
Household Operations	\$2,502	Tobacco	\$399
Household Furnishings	\$2,234	Reading	\$140
Apparel	\$2,216		

Source: Applied Geographic Solutions, 2023

Government Finances

2022	County	State
Full Equalized County Valuation (\$000)	\$5,782,071	\$745,161,539
Net Property Tax (\$000)	\$84,861	\$11,565,661
Full Value Tax Rate per \$1,000 Valuation	\$16.04	\$16.78
Per Capita Property Tax	\$1,808.67	\$1,944.08

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

Civilian Labor Force

County Totals	2018	2023
Employed	24,113	23,034
Unemployed	834	797
Total Labor Force	24,947	23,830
Average County Unemployment Rate	3.3%	3.3%
Average State Unemployment Rate	3.0%	2.9%
Average U.S. Unemployment Rate	3.9%	3.7%

Source: Wisconsin Dept. of Workforce Development & Bureau of Labor Statistics

Housing

	County
Housing Units	23,846
2022 Estimated Housing Units	24,147
Owner Occupied Units	14,455
Renter Occupied Units	4,742
Persons/Owner Occupied Unit	2.5
Persons/Renter Occupied Unit	2.2
Median Value of Housing	\$182,600
Median Monthly Gross Rent	\$814

Source: 2022 American Community Survey 5-Year Estimates and DOA Housing Estimates for 2023

Building Permits

County Residential	2018	2022
Single Family	139	113
Total Units	239	145
Value	\$36,606,936	\$45,659,198

Source: Bureau of the Census

Representative Wage Rates

Position	2022 Hourly Rate	
	Mean	Median
Bartenders	12.52	10.93
Bookkeeping/Accounting/Auditing	20.72	21.05
Cashiers	13.21	13.52
Computer Programmers	44.04	45.26
Electricians	30.49	29.93
Healthcare Social Workers	26.10	26.68
Licensed Practical/Vocational Nurse	25.38	25.00
Machinery Maintenance Workers	29.25	29.80
Nursing Assistants	17.43	17.60
Office Clerk, General	18.60	18.09
Physical Therapists	45.07	45.42
Secretaries/Administrative Assistants	27.58	27.72
Tellers	18.25	17.98
Truck Drivers-Heavy/Tractor Trailer	24.02	23.20
Waiter and Waitresses	15.05	14.00
Welder/Cutter/Solderer/Brazer	23.90	22.44

Source: Bureau of Labor Statistics, May 2022

Employment by Industry

	2022 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	1,088	7.0
Construction	1,516	9.8
Manufacturing	4,713	30.4
Wholesale Trade	454	2.9
Retail Trade	2,997	19.4
Transportation and Warehousing, and Utilities	1,010	6.5
Information	153	1.0
Finance and Insurance/Real Estate/Rental and Leasing	977	6.3
Services (Professional/Educational/Entertainment/Other)	1,809	11.7
Public Administration	771	5.0
TOTAL*	15,488	100.0

* Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.
Source: 2022 American Community Survey 5-Year Estimates

Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2020	2030	
Total, All Nonfarm Industries	213,421	230,292	7.9
Mining/Natural Resources	4,326	4,533	4.8
Manufacturing	35,504	38,105	7.3
Construction	8,416	9,225	9.6
Trade, Transportation and Utilities	39,650	44,118	11.3
Information	1,319	1,182	-10.4
Financial Activities (finance/insurance/real estate/rental and leasing)	7,058	7,819	10.8
Professional and Business Services (professional/management/remediation)	14,655	17,037	16.3
Educational and Health Services (including State/Local Government)	48,327	49,678	2.8
Leisure and Hospitality	17,494	19,966	14.1
Other Services (except Government)	7,530	8,485	12.7
Government	11,834	12,327	4.2
Self-Employed and Unpaid Family Workers (all jobs)	17,308	17,817	2.9

*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, December 2021

Largest Employers

Employer	Industry Type	Employees
Turkey Store Co the Maintenance Shop	Maintenance Contractors	1,000-4,999
St Croix Casino	Casinos	1,000-4,999
Mattson Spray Equipment	Spray Painting & Finishing	500-999
Saputo Cheese USA Inc	Cheese Processors	250-499
Sanmina-Sci Corp	Circuit Boards-Manufacturers	250-499
Mc Cain FOODS USA Inc	Canning-Manufacturers	250-499
Mayo Clinic Health Syst	Hospitals	250-499
Henry Wisconsin LLC	Castings-Manufacturers	250-499
Walmart Supercenter	Department Stores	250-499
American Excelsior Co	Packaging Materials-Manufacturers	100-249
Mastercraft Industries Inc	Cabinets-Manufacturers	100-249
Birchwood Manufacturing Co	Plywood & Veneers-Manufacturers	100-249
3M Co	Abrasives-Wholesale	100-249
Automated Building Components	Trusses-Manufacturers	100-249
Ardisam Inc	Lawn & Garden Equip & Supplies-Retail	100-249
Marketplace Foods	Grocers-Retail	100-249
Rice Lake School District	School Districts	100-249
In Town Storage	Food Products-Machinery-Manufacturers	100-249
Wisconsin Indianhead Technical College	Junior-Community College-Tech Institutes	100-249
Lake Country Dairy Inc	Cheese Processors-Manufacturers	100-249
Kohl's	Department Stores	100-249
Republic Services	Services NEC	100-249
Sanmina-Sci Corp	Circuit Boards-Manufacturers	100-249
University-Wi-Eau Claire	Schools-Universities & Colleges Academic	100-249

Source: Wisconsin DWD; Major employers were extracted from Data Axle, 2022

Recreational Highlights

An all season trails brochure is available at: www.northwestwisconsin.com

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.

For more information: Barron County <https://www.barroncountywi.gov>

Source: *Barron County Outdoor Recreation Plan, 2019-2024*

Industrial Parks/Sites

The following is a list of industrial and business parks in Barron County.

- Almena Industrial Park—Almena
- Barron Industrial Park—Barron
- Chetek Industrial Park—Chetek
- Cumberland Industrial Park—Cumberland
- Rice Lake Business Park—Rice Lake
- Cedar Side Business Park—Rice Lake
- Rice Lake Industrial Park—Rice Lake
- Prairie Farm Industrial Park—Prairie Farm
- Turtle Lake Industrial Park—Turtle Lake

For more information, contact the Barron County Economic Development Corporation:

Dave Armstrong, Executive Director
Barron County Economic Development Corporation
1-800-529-4148
bcedc@co.barron.wi.us



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 a 40-mile stretch of line between Ladysmith and Poskin.

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.