

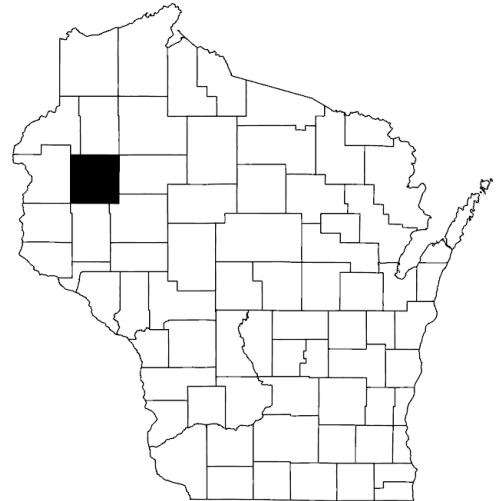
Barron County

ECONOMIC PROFILE

County Population Projections

	2020	2022	2023	2030	2040	2050
County Population	46,711	46,683	46,741	45,710	44,675	43,630
Percent Change		- 0.06	0.06	- 2.26	- 2.32	- 2.40
Male	23,292	23,605	23,483	22,785	22,205	21,645
Female	23,419	23,078	23,258	22,925	22,470	21,985
Minority	4,144	3,475	3,698	NA	NA	NA
Percent Minority	8.9	7.4	7.9	NA	NA	NA
Age Under 5	2,490	2,422	2,440	2,560	2,640	2,745
Age 5-9	2,720	3,120	3,030	2,505	2,555	2,680
Age10-14	2,885	2,714	2,714	2,595	2,700	2,795
Age15-19	2,756	2,617	2,663	2,680	2,505	2,560
Age 20-24	2,220	2,568	2,531	2,235	2,030	2,125
Age 25-34	5,048	4,860	4,756	4,740	4,760	4,405
Age 35-44	5,189	5,222	5,311	5,015	4,800	4,820
Age 45-54	5,427	5,371	5,337	5,255	5,170	4,950
Age 55-59	3,596	3,478	3,284	2,620	2,845	2,730
Age 60-64	3,749	3,704	3,858	2,850	2,540	2,580
Age 65-74	6,070	6,066	6,228	6,820	5,185	5,145
Age 75-84	3,234	3,265	3,322	4,385	5,040	3,830
Age 85+	1,327	1,276	1,267	1,450	1,905	2,265

Source: 2020 Census; 2022 and 2023 American Community Survey 5-Year Estimates; 2024 Wisconsin DOA Population Projections



PREPARED BY THE
WEST CENTRAL WISCONSIN
REGIONAL PLANNING COMMISSION

June 2025

Municipal Population

	1980	1990	2000	2010	2020	2024	Percent Change				
							1980-90	1990-00	2000-10	2010-20	2020-24
Barron	2,595	2,986	3,248	3,423	3,733	3,675	15.1	8.8	5.4	9.1	- 1.6
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	2,271	9.1	5.4	- 4.8	4.8	- 0.1
Rice Lake	7,691	7,998	8,312	8,419	9,040	9,032	4.0	3.9	1.3	7.4	- 0.1
Almena	526	625	720	677	705	748	18.8	15.2	- 6.0	4.1	6.1
Cameron	1,115	1,273	1,546	1,783	1,872	1,859	14.2	21.4	15.3	5.0	- 0.7
Dallas	477	452	356	409	359	355	- 5.2	- 21.2	14.9	- 12.2	- 1.1
Haugen	251	305	287	287	266	262	21.5	- 5.9	0.0	- 7.3	- 1.5
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	474	27.6	2.8	- 6.9	4.4	- 4.0
Turtle Lake+	762	811	1,000	957	959	966	6.4	23.3	- 4.3	0.2	0.7

+ Includes portion in Barron County only. Source: 1980, 1990, 2000, 2010, and 2020 Census; 2024 Wisconsin DOA Estimates.

Per Capita Personal Income

	2020	2021	2022	2023	Percent Change		
					2020-21	2021-22	2022-23
Barron County	\$55,547	\$60,011	\$58,713	\$60,564	10.0	- 2.2	3.2
Wisconsin	\$55,435	\$60,465	\$61,992	\$64,976	9.1	2.5	4.8
United States	\$59,123	\$64,460	\$66,244	\$69,810	9.0	2.8	5.4

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

This Economic Profile is prepared by the West Central Wisconsin Regional Planning Commission

Consumer Expenditures by County (per household)

	Total		Total
Shelter	\$13,218	Contributions	\$2,054
Transportation	\$11,419	Education	\$1,769
Food and Beverages	\$9,240	Gifts	\$1,522
Health Care	\$5,444	Miscellaneous Expenses	\$1,191
Utilities	\$4,717	Personal Care	\$841
Entertainment	\$3,525	Personal Insurance	\$436
Household Operations	\$2,461	Tobacco	\$394
Household Furnishings	\$2,192	Reading	\$138
Apparel	\$2,172		

Source: Applied Geographic Solutions, 2024

Government Finances

2023	County	State
Full Equalized County Valuation (\$000)	\$6,604,936	\$842,653,653
Net Property Tax (\$000)	\$86,517	\$11,891,743
Full Value Tax Rate per \$1,000 Valuation	\$14.59	\$15.53
Per Capita Property Tax	\$1,853.56	\$1,998.14

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

Civilian Labor Force

County Totals	2019	2024
Employed	23,525	22,277
Unemployed	938	828
Total Labor Force	24,464	23,105
Average County Unemployment Rate	3.8%	3.6%
Average State Unemployment Rate	3.2%	3.0%
Average U.S. Unemployment Rate	3.9%	3.7%

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

Housing

	County
2023 Housing Units	23,966
2024 Estimated Housing Units	24,297
Owner Occupied Units	15,058
Renter Occupied Units	4,555
Persons/Owner Occupied Unit	2.4
Persons/Renter Occupied Unit	2.0
Median Value of Housing	\$198,300
Median Monthly Gross Rent	\$859

Source: 2023 American Community Survey 5-Year Estimates; 2024 DOA Housing Estimates

Building Permits

County Residential	2019	2023
Single Family	120	133
Total Units	170	165
Value	\$32,695,175	\$52,147,583

Source: U.S. Census Bureau Building Permit Survey

Representative Wage Rates

	2023 Hourly Rate	
Position	Mean	Median
Bartenders	\$11.76	\$10.19
Bookkeeping/Accounting/Auditing	\$21.46	\$21.58
Cashiers	\$14.28	\$14.12
Computer Programmers	\$38.45	\$37.21
Electricians	\$31.65	\$31.05
Healthcare Social Workers	\$27.15	\$27.44
Licensed Practical/Vocational Nurse	\$27.36	\$27.57
Machinery Maintenance Workers	\$28.74	\$28.41
Nursing Assistants	\$19.33	\$19.14
Office Clerk, General	\$19.94	\$19.48
Physical Therapists	\$48.23	\$47.68
Secretaries/Administrative Assistants	\$27.53	\$26.00
Tellers	\$19.86	\$20.25
Truck Drivers-Heavy/Tractor Trailer	\$25.24	\$24.47
Waiter and Waitresses	\$13.67	\$12.66
Welder/Cutter/Solderer/Brazer	\$23.99	\$23.13

Source: Bureau of Labor Statistics, 2023

Employment by Industry

	2023 5-Year Estimate	% of Total Employment
Agriculture/Forestry/Fishing/Hunting/Mining	1,093	7.1
Construction	1,607	10.4
Manufacturing	4,713	30.5
Wholesale Trade	403	2.6
Retail Trade	2,907	18.8
Transportation and Warehousing, and Utilities	1,010	6.5
Information	190	1.2
Finance and Insurance/Real Estate/Rental and Leasing	923	6.0
Services (Professional/Educational/Entertainment/Other)	1,855	12.0
Public Administration	771	5.0
TOTAL*	15,472	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: 2023 American Community Survey 5-Year Estimates

Industry Employment Projections (West Central WI)

	Estimated Employment*		% Change
	2022	2032	
Total, All Nonfarm Industries	221,430	242,223	9.4
Mining/Natural Resources	4,346	4,710	8.4
Manufacturing	37,331	39,901	6.9
Construction	8,800	10,035	14.0
Trade, Transportation and Utilities	43,355	47,310	9.1
Information	1,208	1,075	- 11.0
Financial Activities (finance/insurance/real estate/rental and leasing)	7,507	8,543	13.8
Professional and Business Services (professional/management/remediation)	15,034	16,906	12.5
Educational and Health Services (including State/Local Government)	48,084	52,353	8.9
Leisure and Hospitality	19,920	22,684	13.9
Other Services (except Government)	8,597	9,498	10.5
Government	11,585	11,636	0.4
Self-Employed and Unpaid Family Workers (all jobs)	15,663	17,572	12.2

*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 2024

Largest Employers

Employer	Industry Type	Employees
Turkey Store Co the Mntnc Shop	Maintenance Contractors	1,000-4,999
St Croix Casino LLC	Casinos	1,000-4,999
Mattson Spray Equipment (Rice Lake Weighing Systems)	Spray Painting & Finishing	500-999
Saputo Cheese USA Inc	Cheese Processors (mfrs)	250-499
Sanmina-Sci Corp	Circuit Boards-Manufacturers	250-499
Mc Cain FOODS USA Inc	Canning (mfrs)	250-499
Mayo Clinic Health Syst	Hospitals	250-499
Henry Repeating Arms Co	Guns & Gunsmiths	250-499
Walmart Supercenter	Department Stores	250-499
American Excelsior Co	Packaging Materials-Manufacturers	100-249
Cumberland Memorial Hospital	Hospitals	100-249
Mastercraft Industries Inc	Cabinets-Manufacturers	100-249
Birchwood Manufacturing Co	Plywood & Veneers-Manufacturers	100-249
3M Co	Abrasives (whls)	100-249
Automated Building Components	Trusses (mfrs)	100-249
Ardisam Inc	Lawn & Garden Equip & Supplies-Retail	100-249
Marketplace Foods	Grocers-Retail	100-249
Rice Lake High School	Schools	100-249
In Town Storage	Food Products-Machinery (mfrs)	100-249
Wisconsin Indianhead Tech Clg	Junior-Community College-Tech Institutes	100-249
Lake Country Dairy Inc	Cheese Processors (mfrs)	100-249
Kohl's	Department Stores	100-249
Thomas Precision Machinery	Food Products-Machinery (mfrs)	100-249
Parker Quick Coupling Div	Hose Couplings & Fittings-Manufacturers	100-249

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

Recreational Highlights

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

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 (Maintenance, Parks, & Recreation) <https://www.barroncountywi.gov>

Source: Barron County Outdoor Recreation Plan, 2019-2024

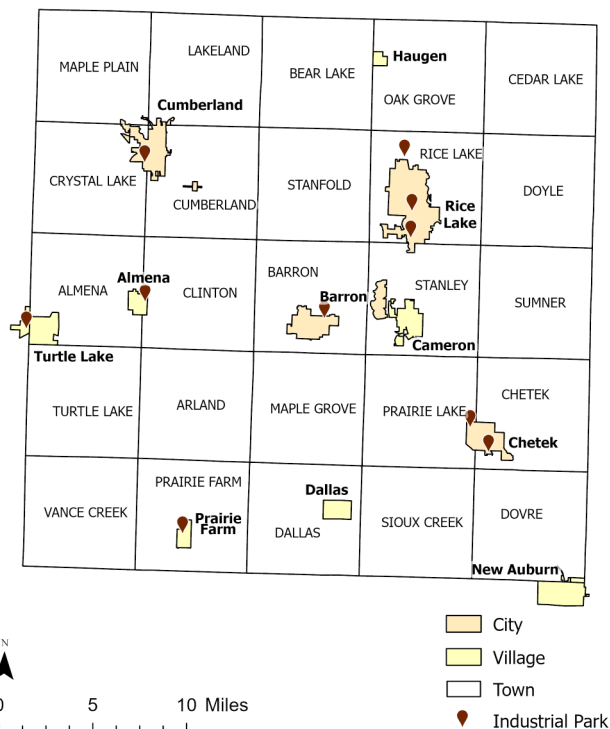
Industrial Parks/Sites

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

- Almena Industrial Park—Almena
- Barron Industrial Park—Barron
- Chetek Industrial Park #1—Chetek
- Chetek Industrial Park #2—Chetek
- Cumberland Industrial Park—Cumberland
- Prairie Farm Industrial Park—Prairie Farm
- Rice Lake Business Park—Rice Lake
- Cedar Side Business Park—Rice Lake
- Rice Lake Industrial Park—Rice Lake
- Turtle Lake Industrial Park—Turtle Lake

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

Dave Armstrong, Economic Development 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 run north and south through the County, along with State Highway 25. 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 Barron, Cameron, and Rice Lake. The CN connects with the Wisconsin Northern (WN) rail line runs south from Rice Lake 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 2,010 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 Northwood 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. UWEC-Barron County is a two-year university center in Rice Lake providing college-level curriculum for area residents.