



Barron County

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

46,719

Population (2021)

Population **grew by 1,448** over the last 5 years and is projected to **grow by 3** over the next 5 years.

22,727

Total Regional Employment

Jobs **decreased by 288** over the last 5 years but are projected to **grow by 615** over the next 5 years.

\$52.3K

Median Household Income (2020)

Median household income is **\$12.6K below** the national median household income of \$65.0K.

Takeaways

- As of 2021 the region's population **increased by 3.2%** since 2016, growing by 1,448. Population is expected to **increase by 0.0%** between 2021 and 2026, adding 3.
- From 2016 to 2021, jobs **declined by 1.2%** in Barron County from 23,014 to **22,727**. This change **fell short of the national growth rate of 1.9% by 3.1%**. As the number of jobs declined, the **labor force participation rate decreased from 67.4% to 64.7% between 2016 and 2021**.
- Concerning educational attainment, **14.4% of Barron County residents possess a Bachelor's Degree** (6.0% below the national average), and **14.2% hold an Associate's Degree** (5.5% above the national average).
- The top three industries in 2021 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

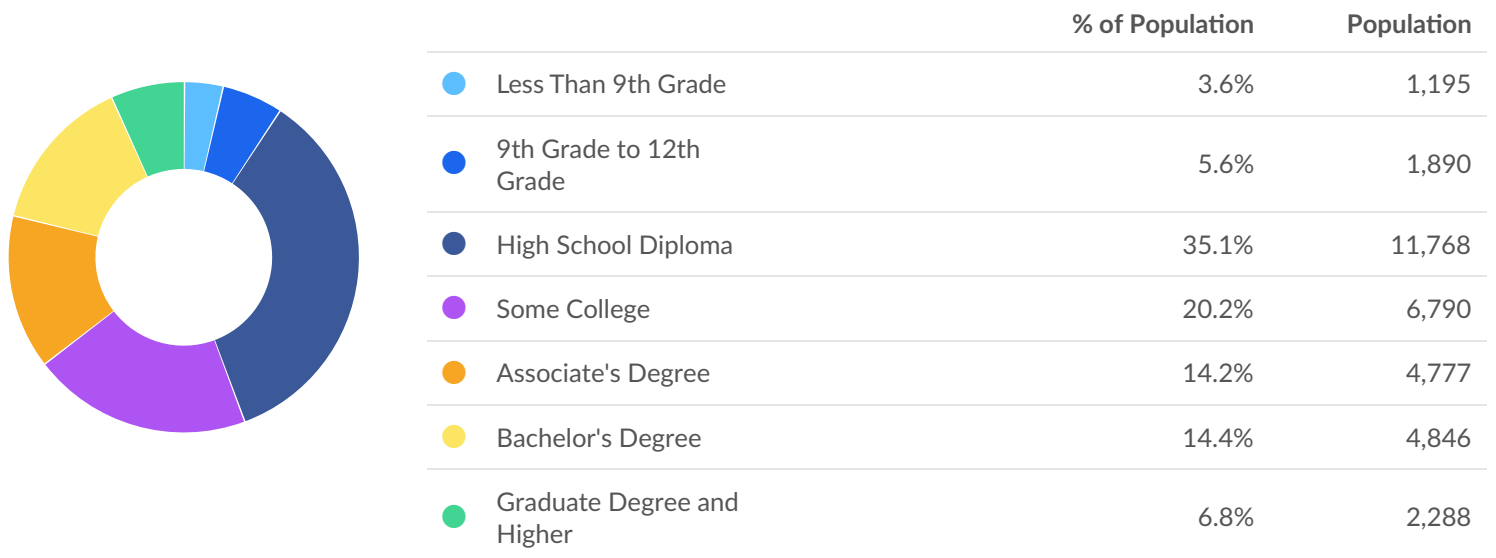
	Population (2022)	Labor Force (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	46,800	23,780	22,727	99.4	\$2.27B	\$3.37B	\$2.95B
Polk County	45,639	24,325	16,791	99.6	\$1.72B	\$3.12B	\$2.10B
West Central WI RPC	443,981	232,077	194,442	98.5	\$21.06B	\$28.90B	\$23.94B
Wisconsin	5,923,000	3,089,950	3,114,081	100.3	\$360.42B	\$331.46B	\$354.92B

Sep 2022 Labor Force Breakdown



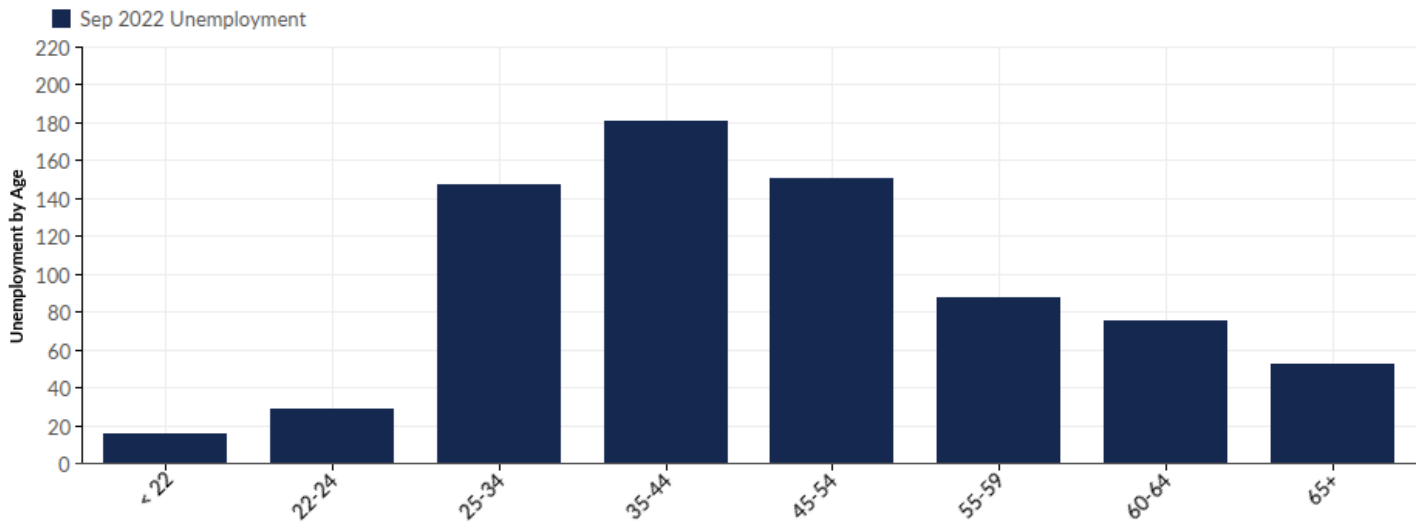
Educational Attainment

Concerning educational attainment, **14.4% of Barron County residents possess a Bachelor's Degree** (6.0% below the national average), and **14.2% hold an Associate's Degree** (5.5% above the national average).



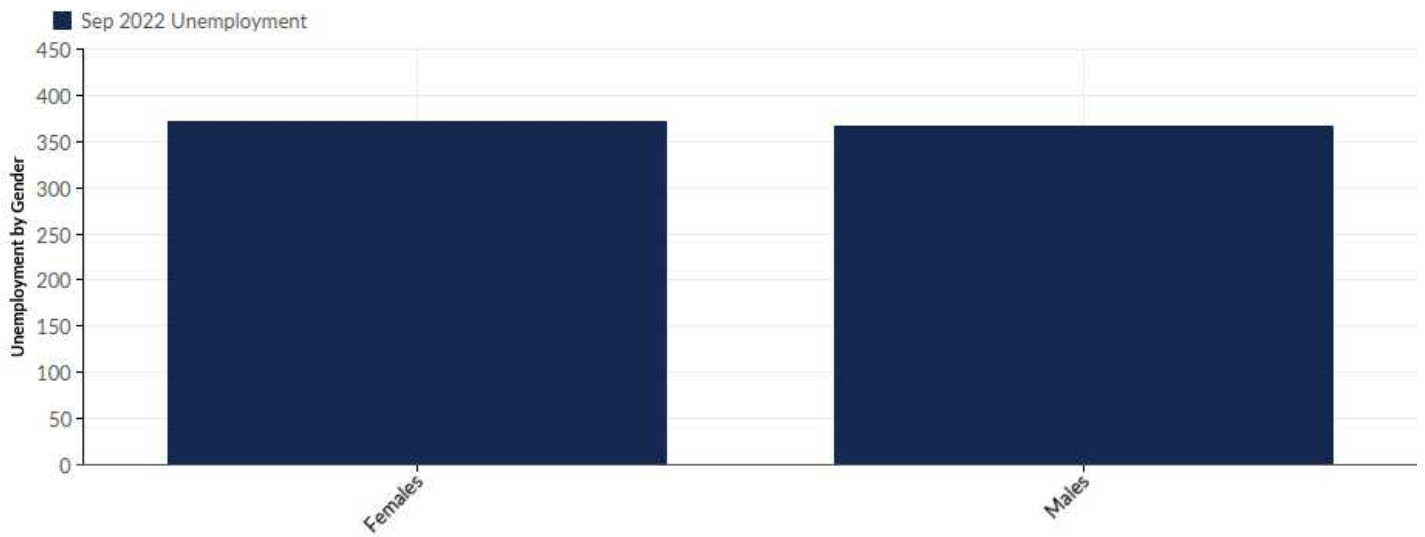
Unemployment by Demographics

Unemployment by Age



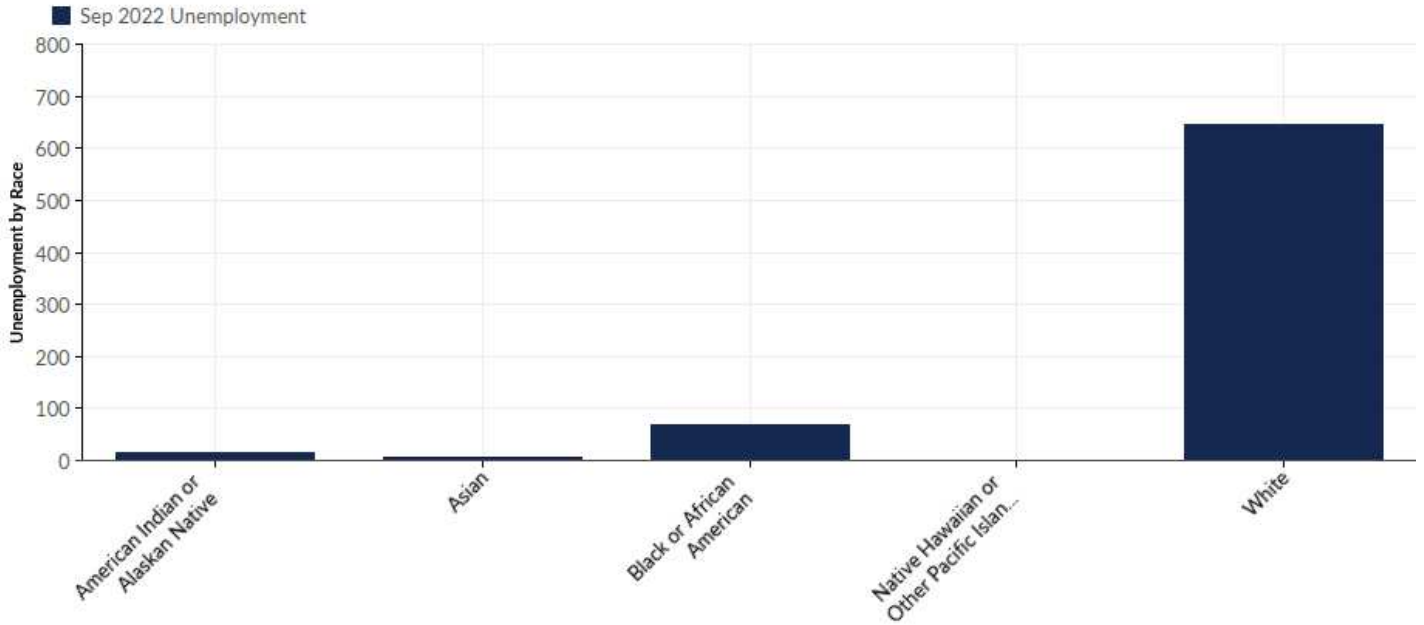
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	16	2.17%
22-24	29	3.93%
25-34	147	19.92%
35-44	181	24.53%
45-54	150	20.33%
55-59	87	11.79%
60-64	76	10.30%
65+	52	7.05%
Total	738	100.00%

Unemployment by Gender



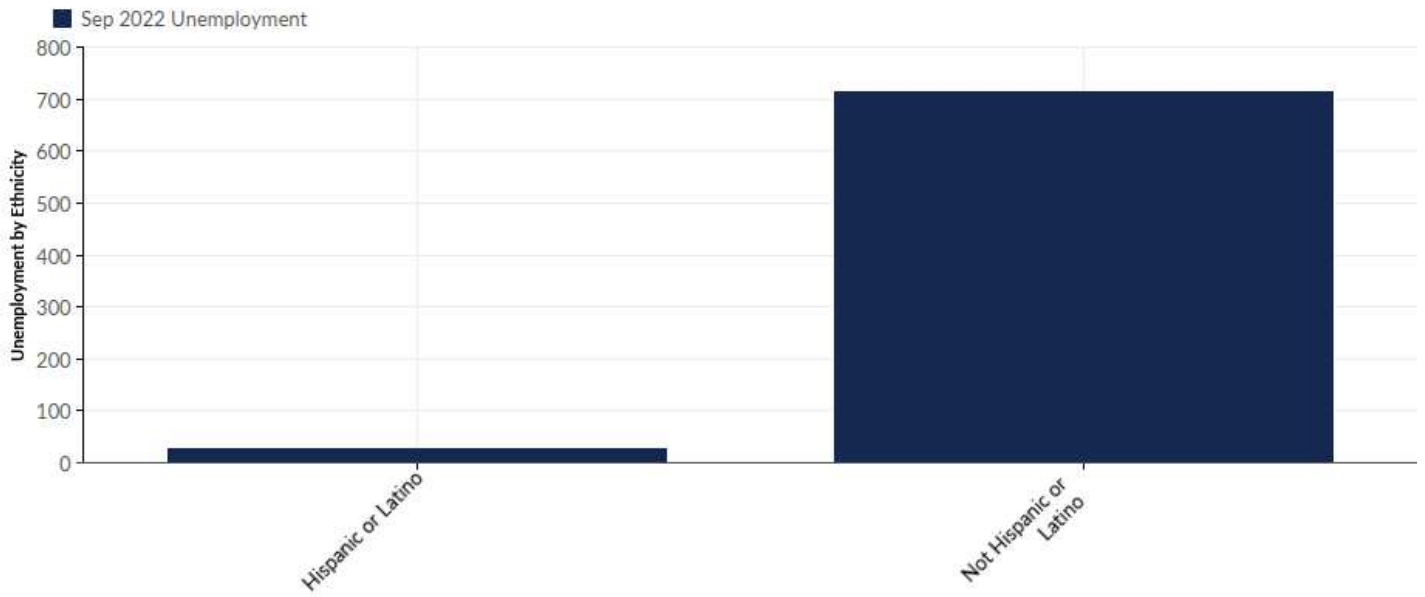
Gender	Unemployment (Sep 2022)	% of Unemployed
Females	372	50.41%
Males	366	49.59%
Total	738	100.00%

Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	16	2.17%
Asian	6	0.81%
Black or African American	68	9.21%
Native Hawaiian or Other Pacific Islander	1	0.14%
White	647	87.67%
Total	738	100.00%

Unemployment by Ethnicity

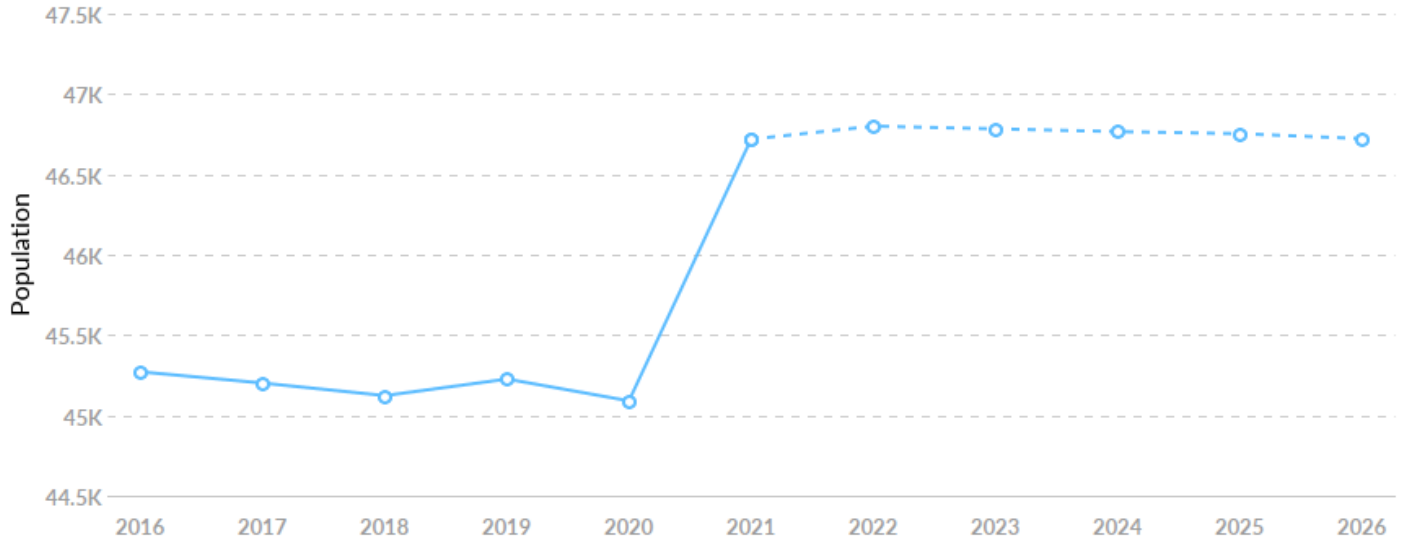


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	26	3.52%
Not Hispanic or Latino	712	96.48%
Total	738	100.00%

Historic & Projected Trends

Population Trends

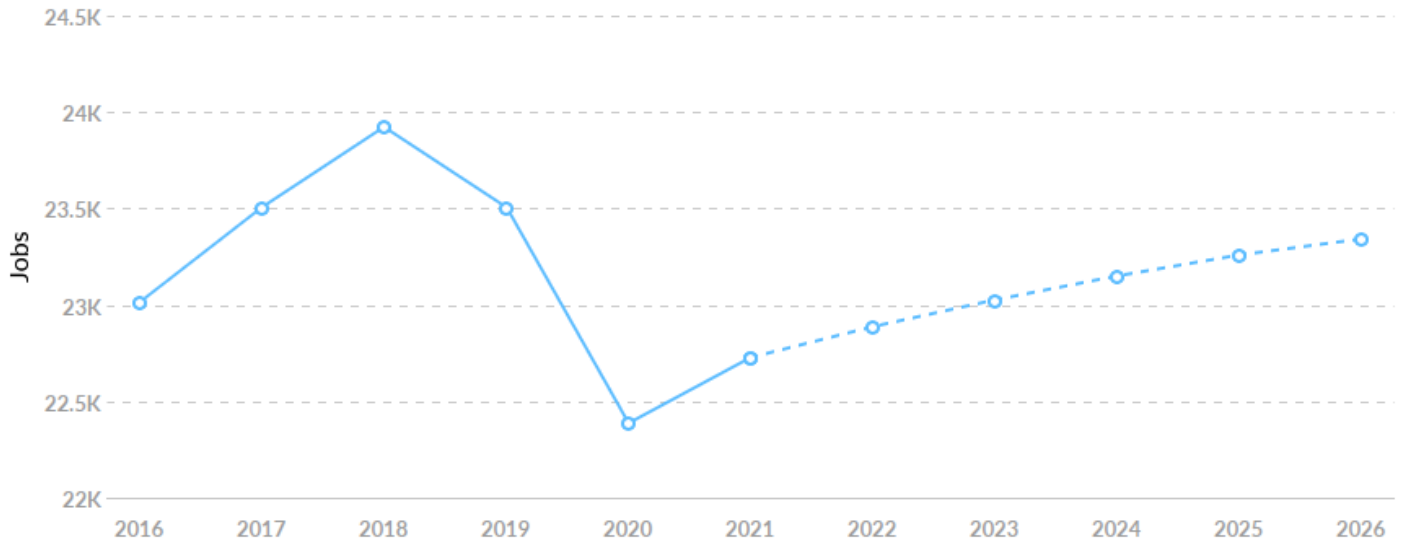
As of 2021 the region's population increased by 3.2% since 2016, growing by 1,448. Population is expected to increase by 0.0% between 2021 and 2026, adding 3.



Timeframe	Population
2016	45,271
2017	45,201
2018	45,123
2019	45,226
2020	45,090
2021	46,719
2022	46,800
2023	46,783
2024	46,766
2025	46,753
2026	46,722

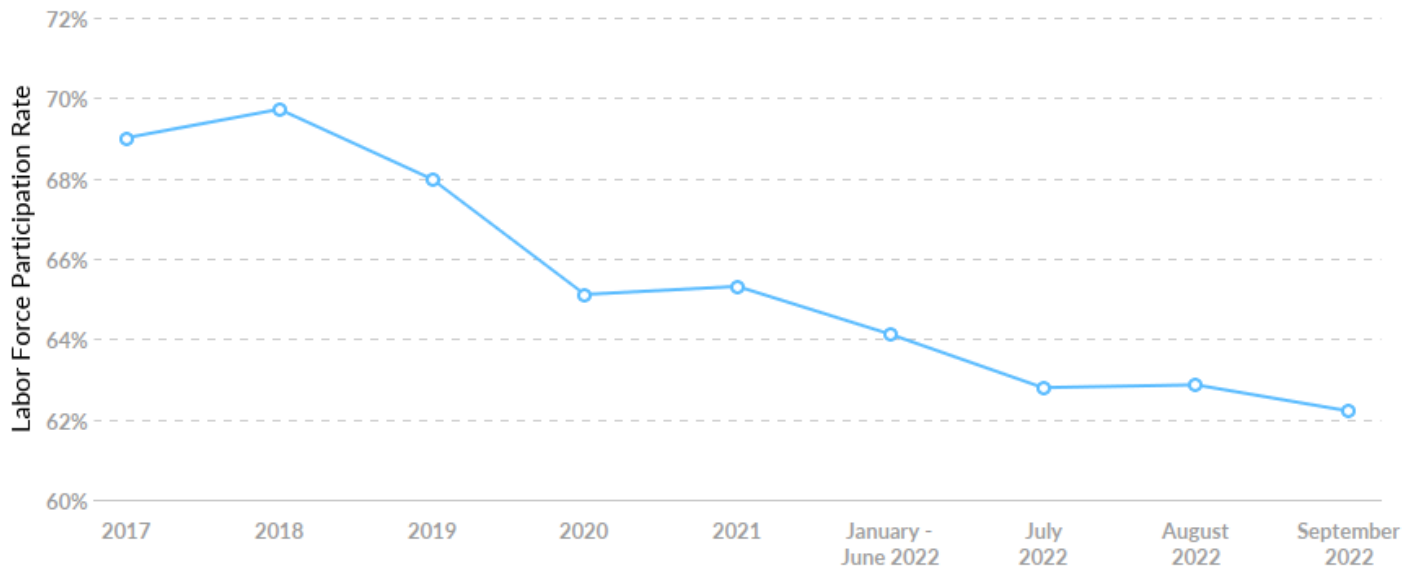
Job Trends

From 2016 to 2021, jobs declined by 1.2% in Barron County from 23,014 to 22,727. This change fell short of the national growth rate of 1.9% by 3.1%.



Timeframe	Jobs
2016	23,014
2017	23,506
2018	23,923
2019	23,507
2020	22,386
2021	22,727
2022	22,887
2023	23,026
2024	23,150
2025	23,259
2026	23,342

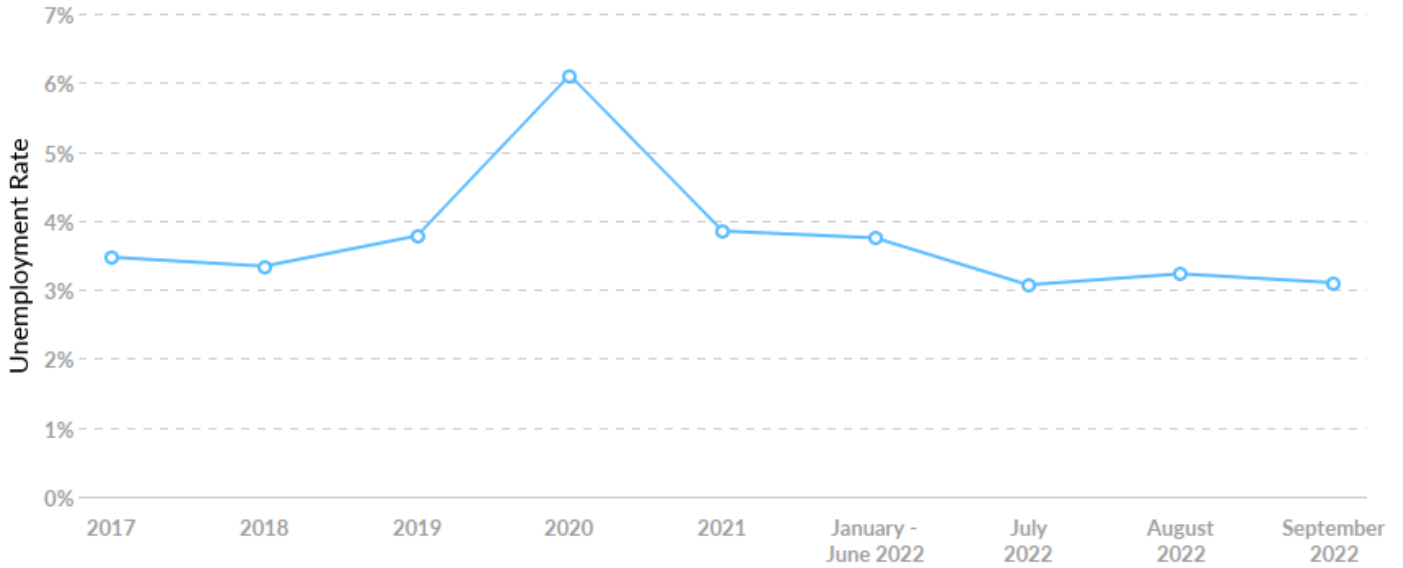
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	69.01%
2018	69.72%
2019	67.98%
2020	65.11%
2021	65.31%
January - June 2022	64.12%
July 2022	62.79%
August 2022	62.86%
September 2022	62.21%

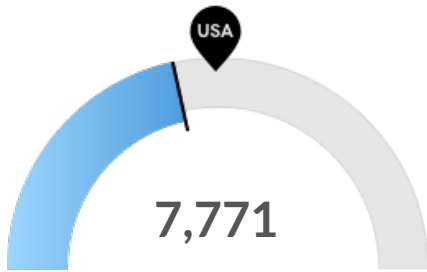
Unemployment Rate Trends

Barron County had a September 2022 unemployment rate of 3.10%, **decreasing from 3.47% 5 years before.**



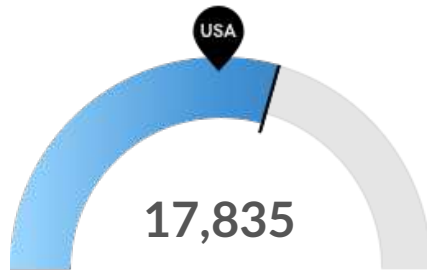
Timeframe	Unemployment Rate
2017	3.47%
2018	3.34%
2019	3.78%
2020	6.11%
2021	3.85%
January - June 2022	3.75%
July 2022	3.07%
August 2022	3.23%
September 2022	3.10%

Population Characteristics



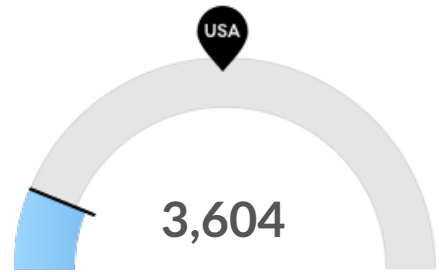
Millennials

Barron County has 7,771 millennials (ages 25-39). The national average for an area this size is 9,543.



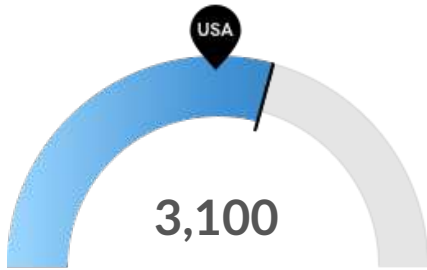
Retiring Soon

Retirement risk is high in Barron County. The national average for an area this size is 13,887 people 55 or older, while there are 17,835 here.



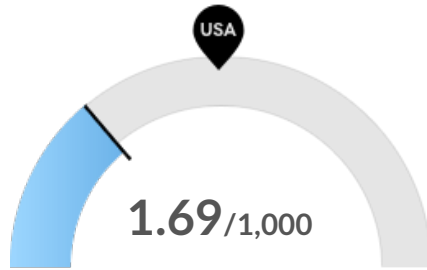
Racial Diversity

Racial diversity is low in Barron County. The national average for an area this size is 19,012 racially diverse people, while there are 3,604 here.



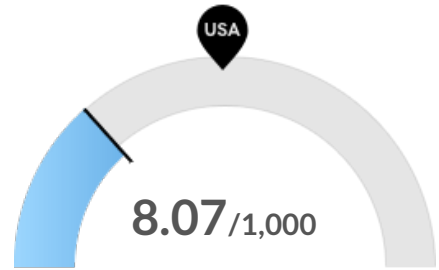
Veterans

Barron County has 3,100 veterans. The national average for an area this size is 2,441.



Violent Crime

Barron County has 1.69 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

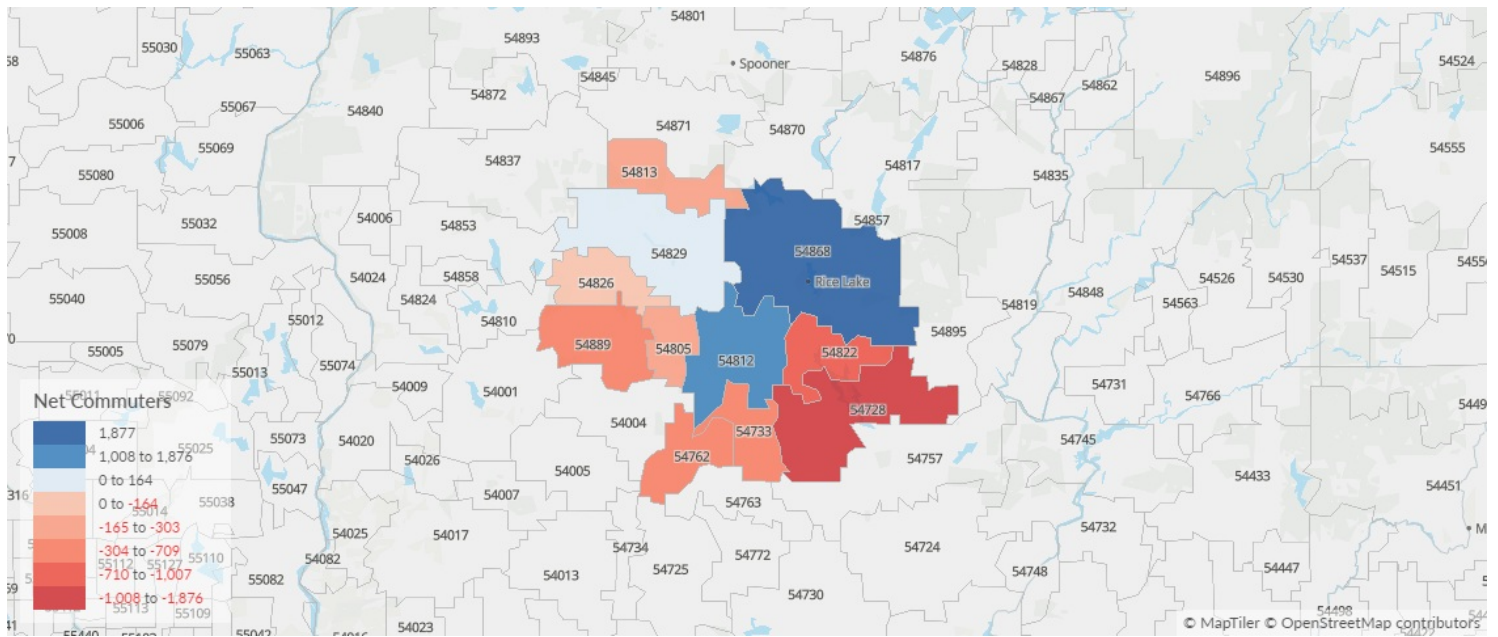


Property Crime

Barron County has 8.07 property crimes per 1,000 people. The national rate is 17.91 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	2021 Employment
54868	Rice Lake, WI, WI (in Ba...	9,325
54812	Barron, WI, WI (in Barro...	3,897
54829	Cumberland, WI, WI (in ...	2,602
54728	Chetek, WI, WI (in Barr...	1,948
54822	Cameron, WI, WI (in Ba...	1,810

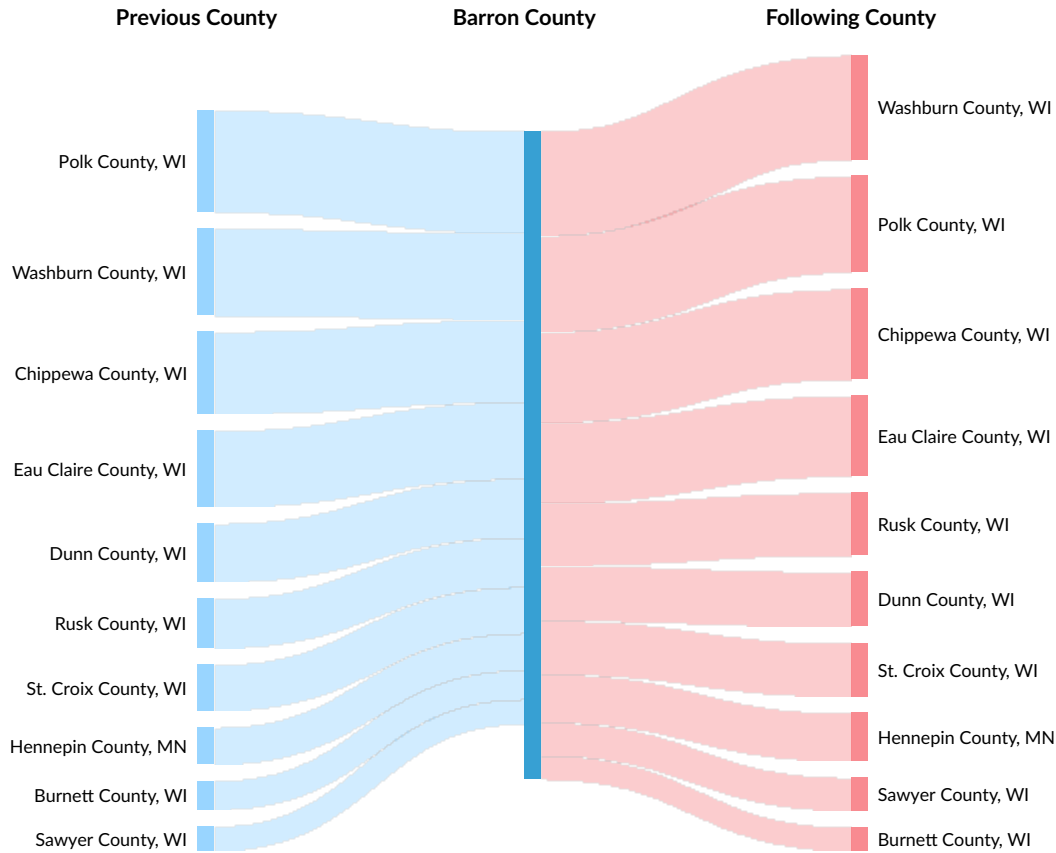
Where Talent Lives

ZIP	Name	2021 Workers
54868	Rice Lake, WI, WI (in Ba...	7,448
54728	Chetek, WI, WI (in Barr...	3,034
54812	Barron, WI, WI (in Barro...	2,890
54829	Cumberland, WI, WI (in ...	2,578
54822	Cameron, WI, WI (in Ba...	2,520

Inbound and Outbound Migration

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

As of 2020, 160 people have migrated from Polk County, WI to Barron County. In the same year, 164 people left Barron County migrating to Washburn County, WI. The total Net Migration for Barron County in 2020 was 125.

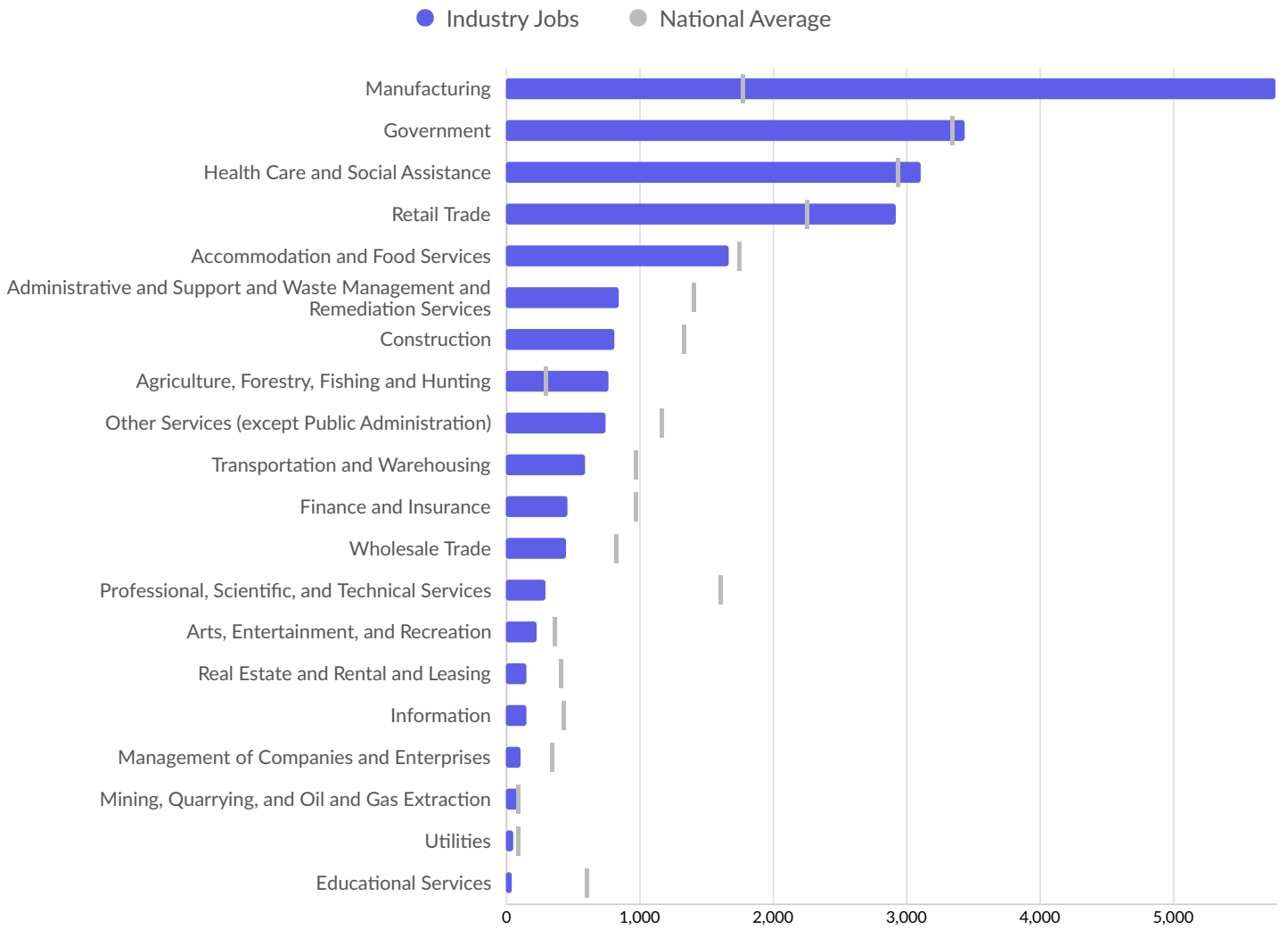


Top Previous Counties	Migrations
Polk County, WI	160
Washburn County, WI	136
Chippewa County, WI	129
Eau Claire County, WI	120
Dunn County, WI	92
Rusk County, WI	78

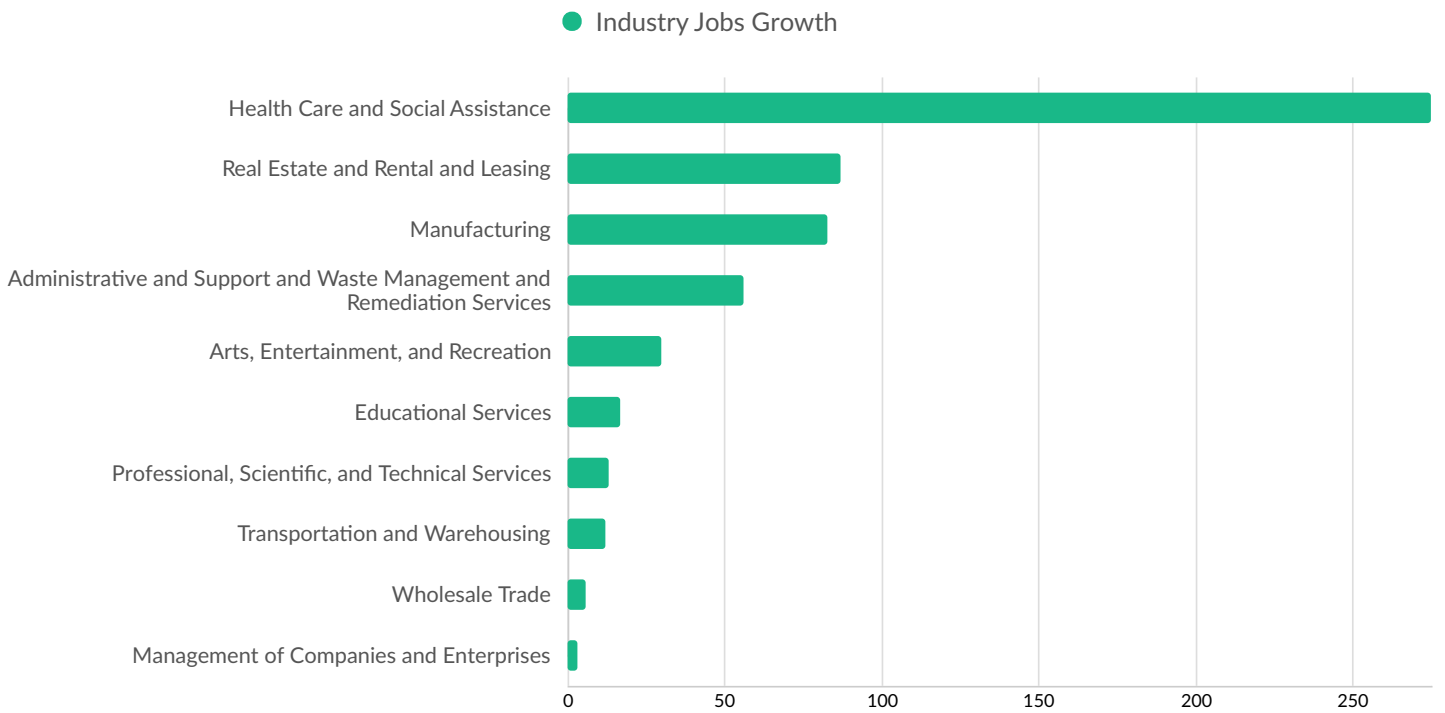
Top Previous Counties	Migrations
St. Croix County, WI	73
Hennepin County, MN	58
Burnett County, WI	45
Sawyer County, WI	39
Dane County, WI	36
Dakota County, MN	27
Martin County, MN	24
Cook County, IL	21
Chisago County, MN	20
Top Following Counties	Migrations
Washburn County, WI	164
Polk County, WI	151
Chippewa County, WI	142
Eau Claire County, WI	126
Rusk County, WI	98
Dunn County, WI	86
St. Croix County, WI	84
Hennepin County, MN	76
Sawyer County, WI	52
Burnett County, WI	37
Dakota County, MN	35
Brunswick County, NC	27
Maricopa County, AZ	22
Oneida County, WI	21
Washington County, MN	19

Industry Characteristics

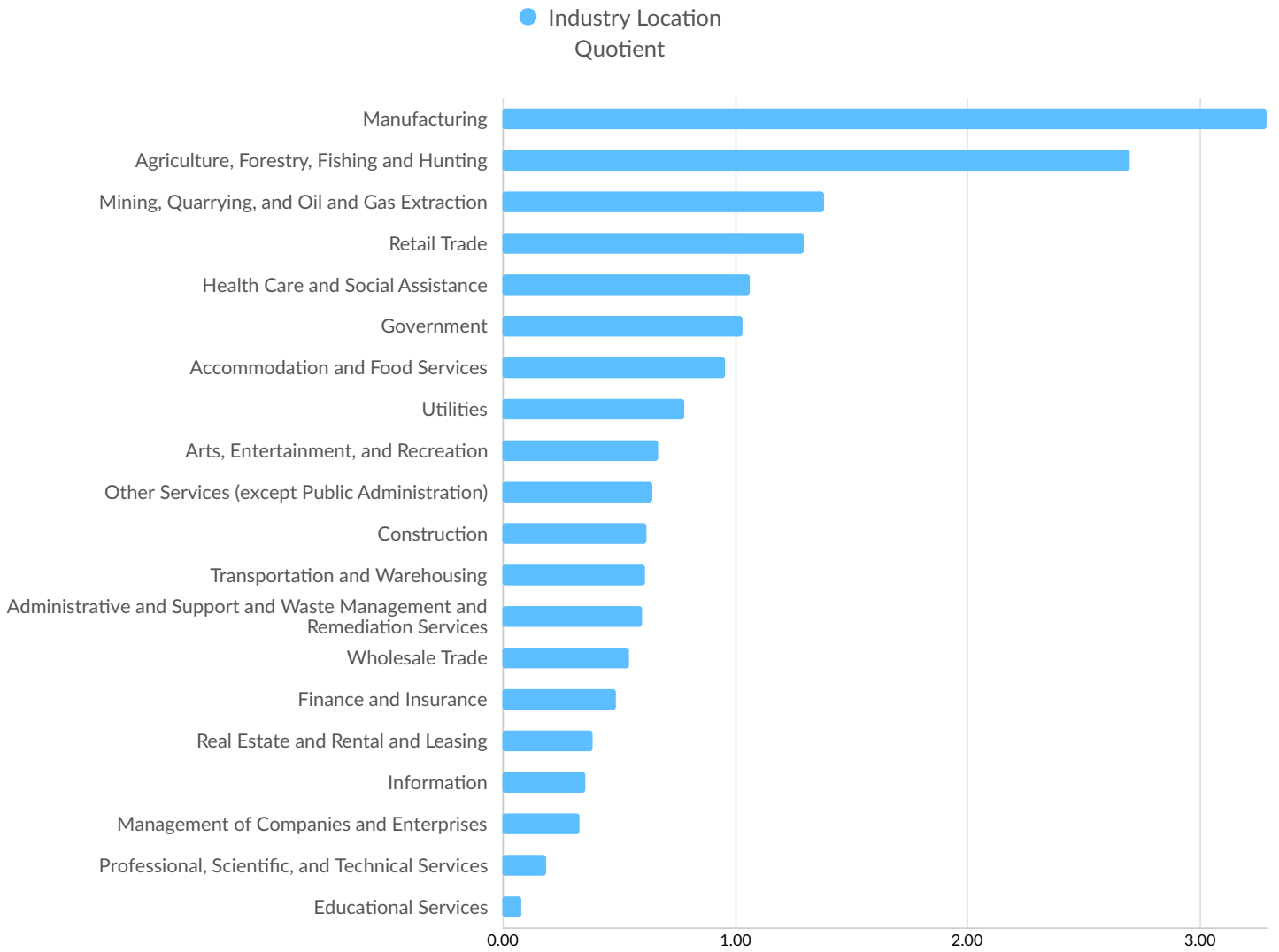
Largest Industries



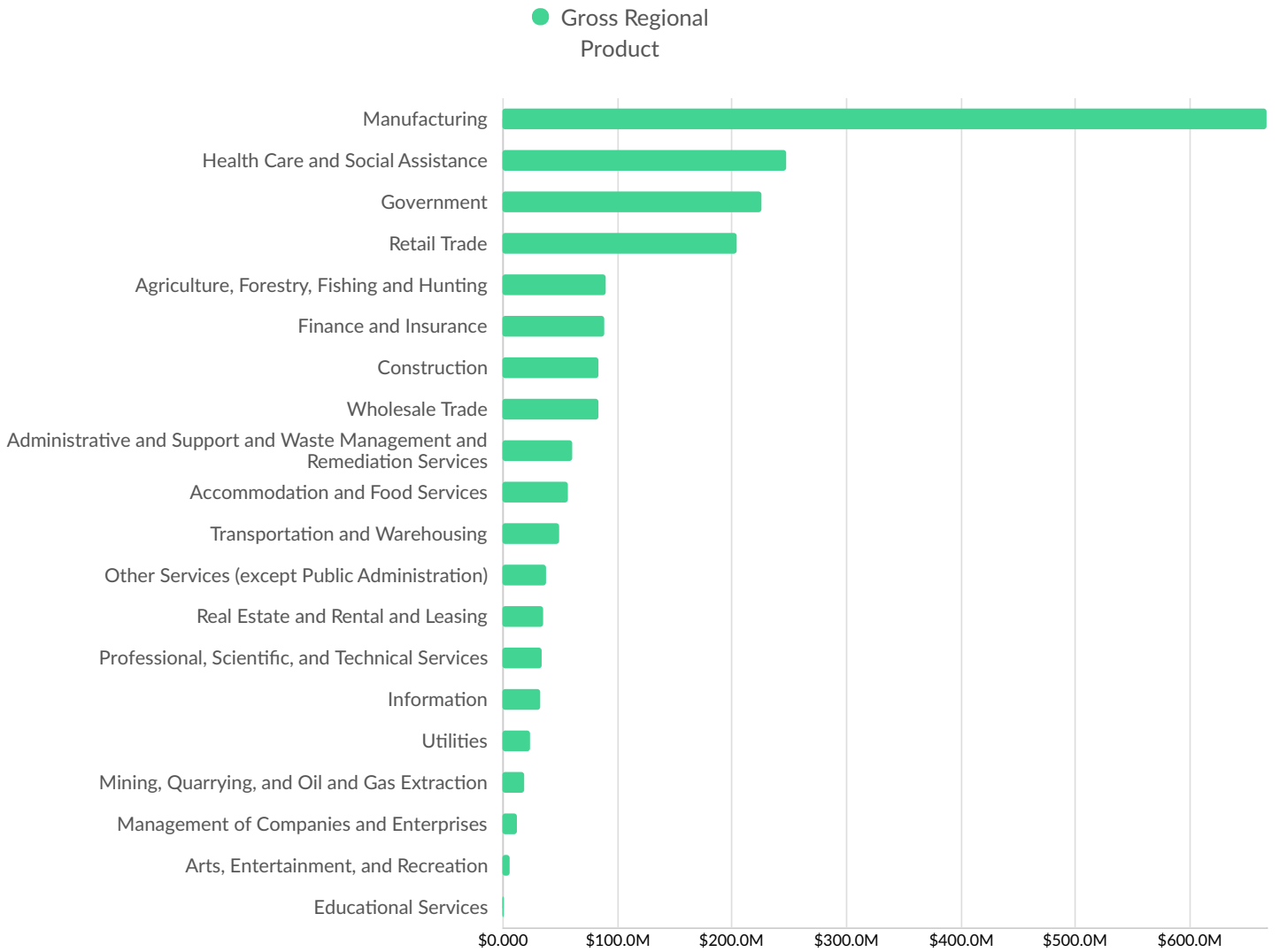
Top Growing Industries



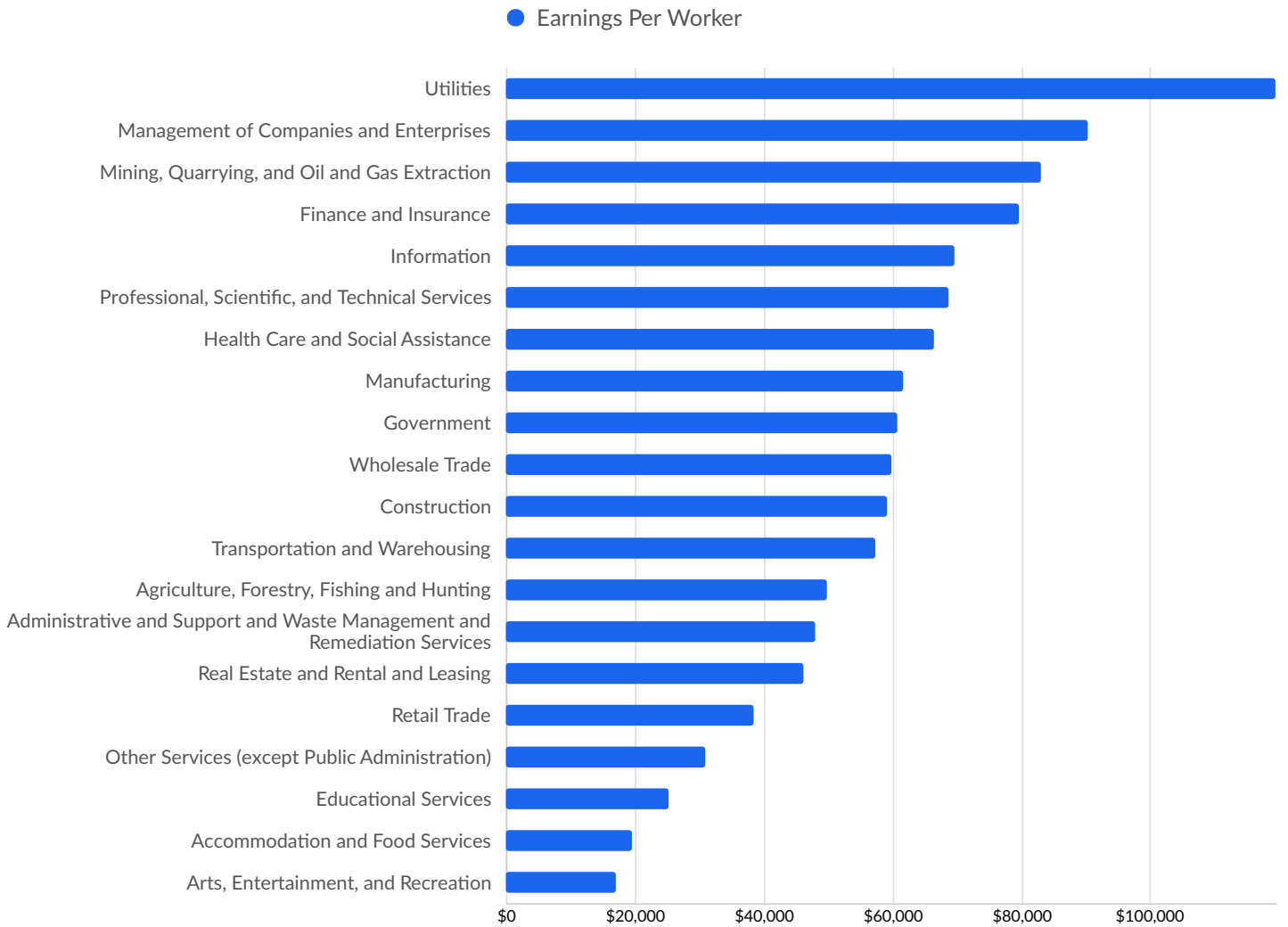
Top Industry Location Quotient



Top Industry GRP















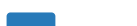



Top Industry Earnings



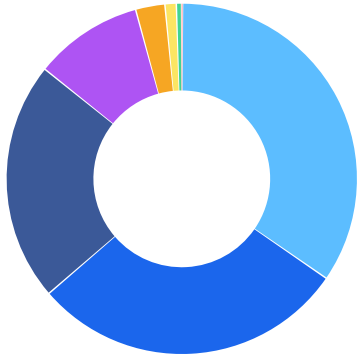
Business Characteristics

3,331 Companies Employ Your Workers

Online profiles for your workers mention 3,331 companies as employers, with the top 10 appearing below. In the last 12 months, 252 companies in Barron County posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Rice Lake Weighing Systems	150 	Marshfield Clinic	278 
Marshfield Clinic	147 	Hormel	154 
Jennie-O Turkey Store	129 	Beaver Dam Community Hospit...	137 
Wisconsin Indianhead Technical ...	120 	Kwik Trip	134 
Mayo Clinic	99 	Saputo Cheese USA	113 
Sanmina	76 	Mayo Clinic	86 
Ardisam	71 	ManpowerGroup	66 
Lakeview Medical Center	63 	Quanex Building Products Corp...	63 
Walmart	62 	Walmart	54 
Quanex Building Products Corp...	61 	Rice Lake	52 

Business Size

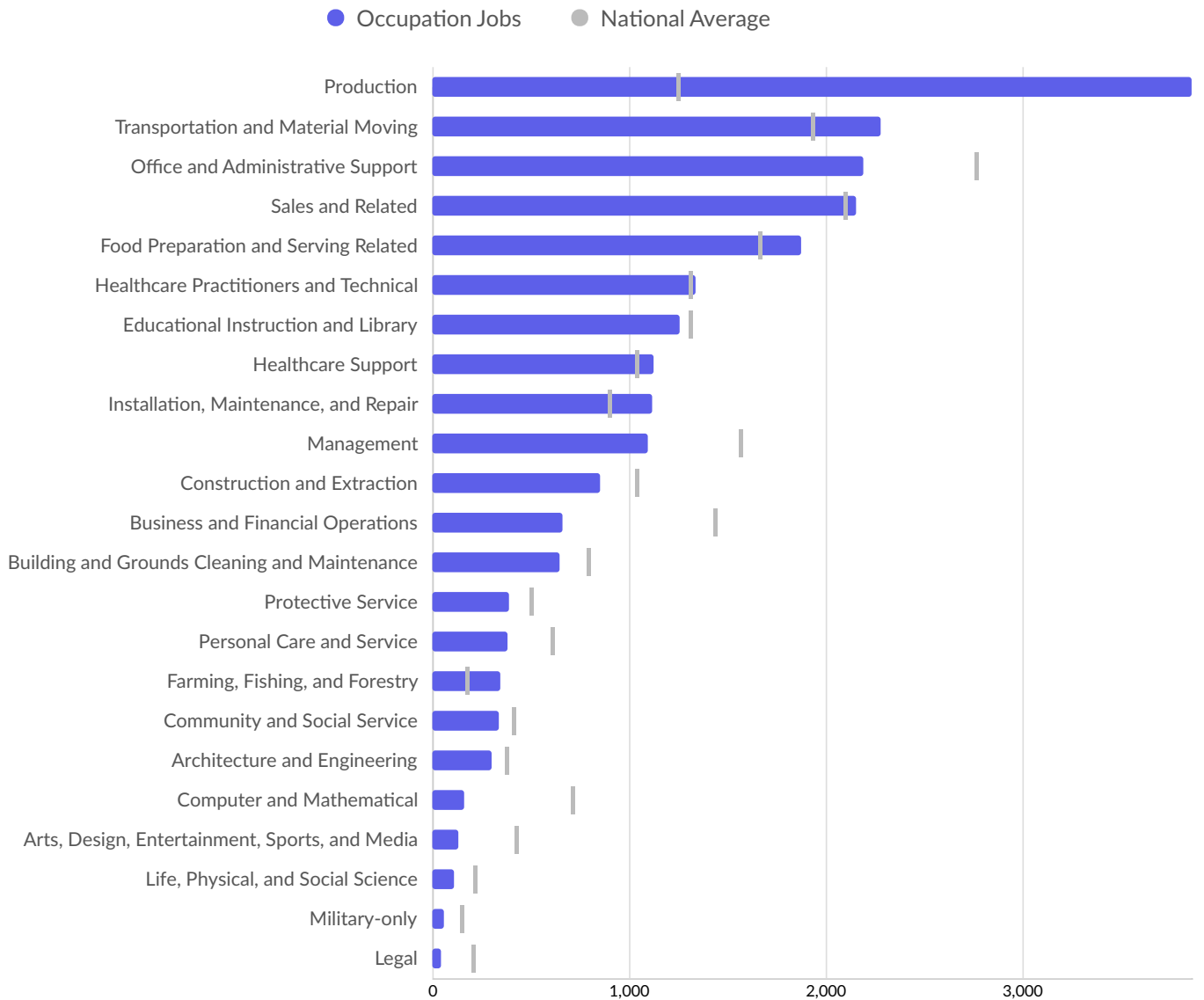


	Percentage	Business Count
● 1 to 4 employees	34.5%	793
● 5 to 9 employees	29.1%	668
● 10 to 19 employees	22.1%	507
● 20 to 49 employees	10.0%	230
● 50 to 99 employees	2.7%	62
● 100 to 249 employees	1.0%	24
● 250 to 499 employees	0.5%	11
● 500+ employees	0.1%	2

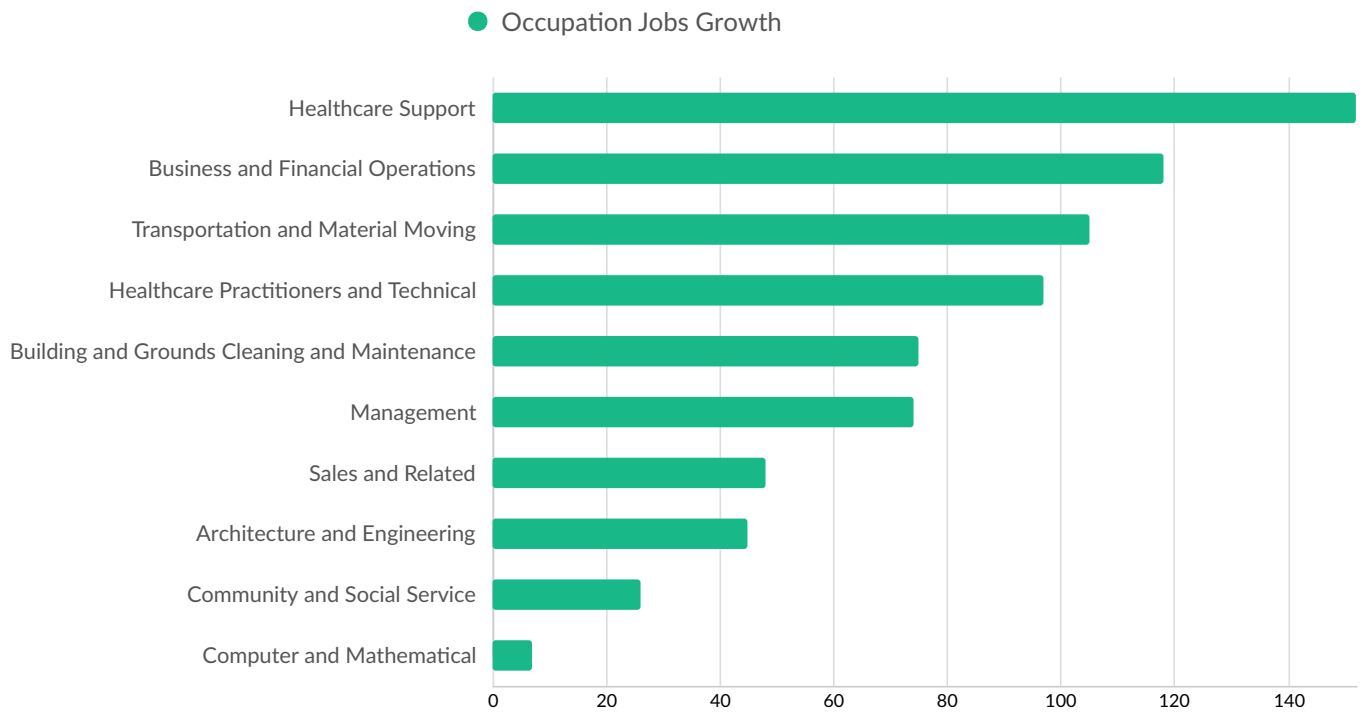
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

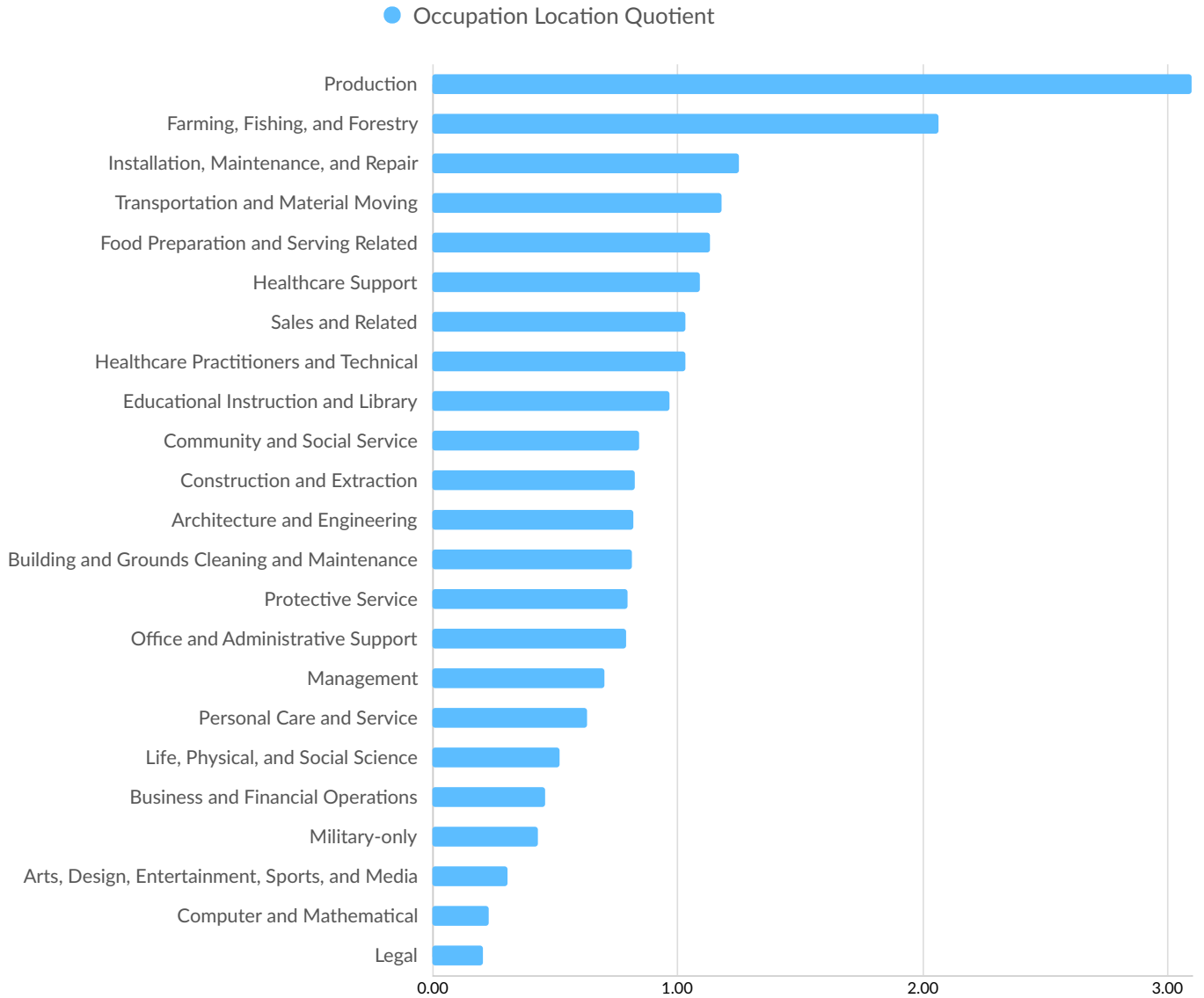
Largest Occupations



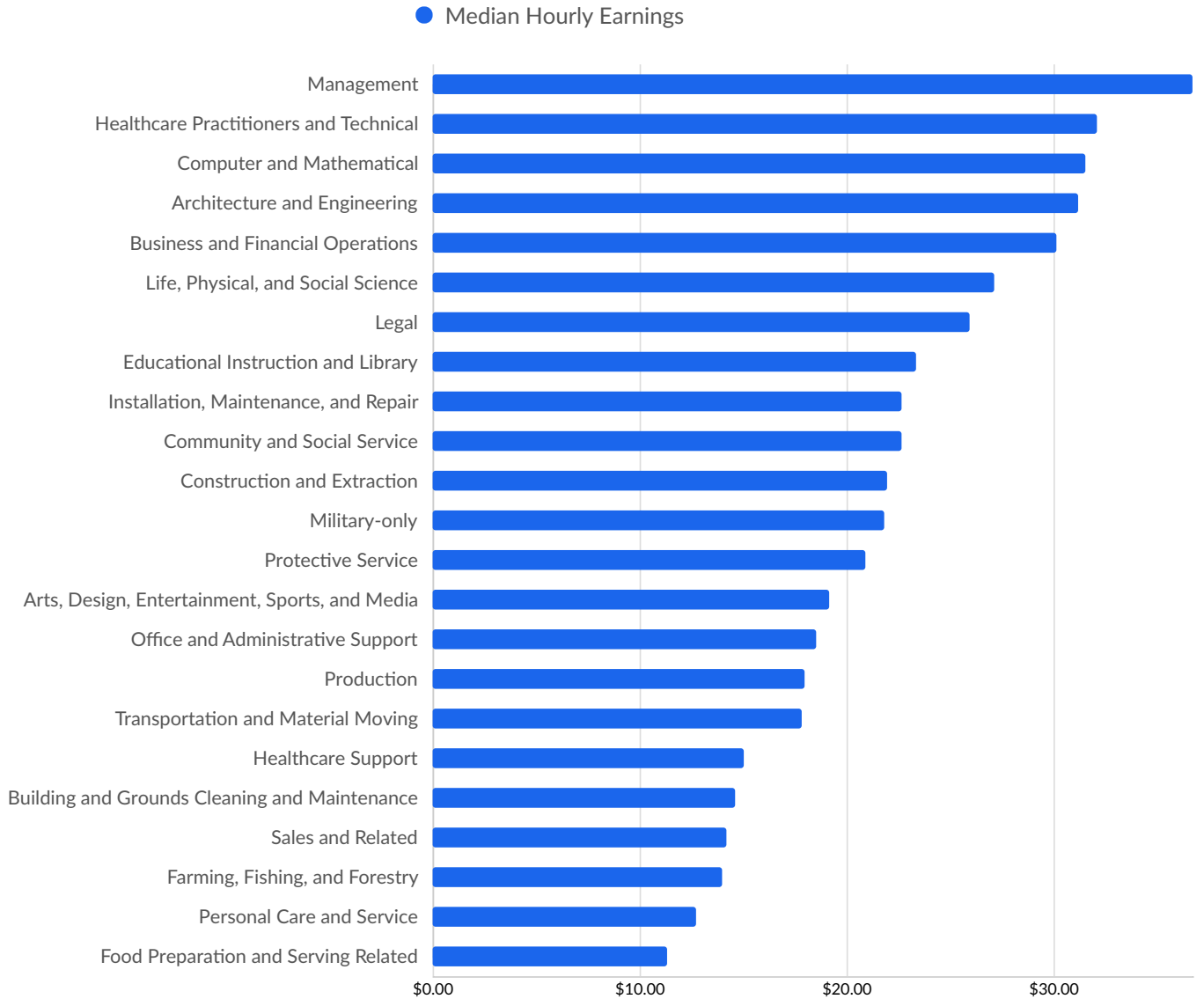
Top Growing Occupations



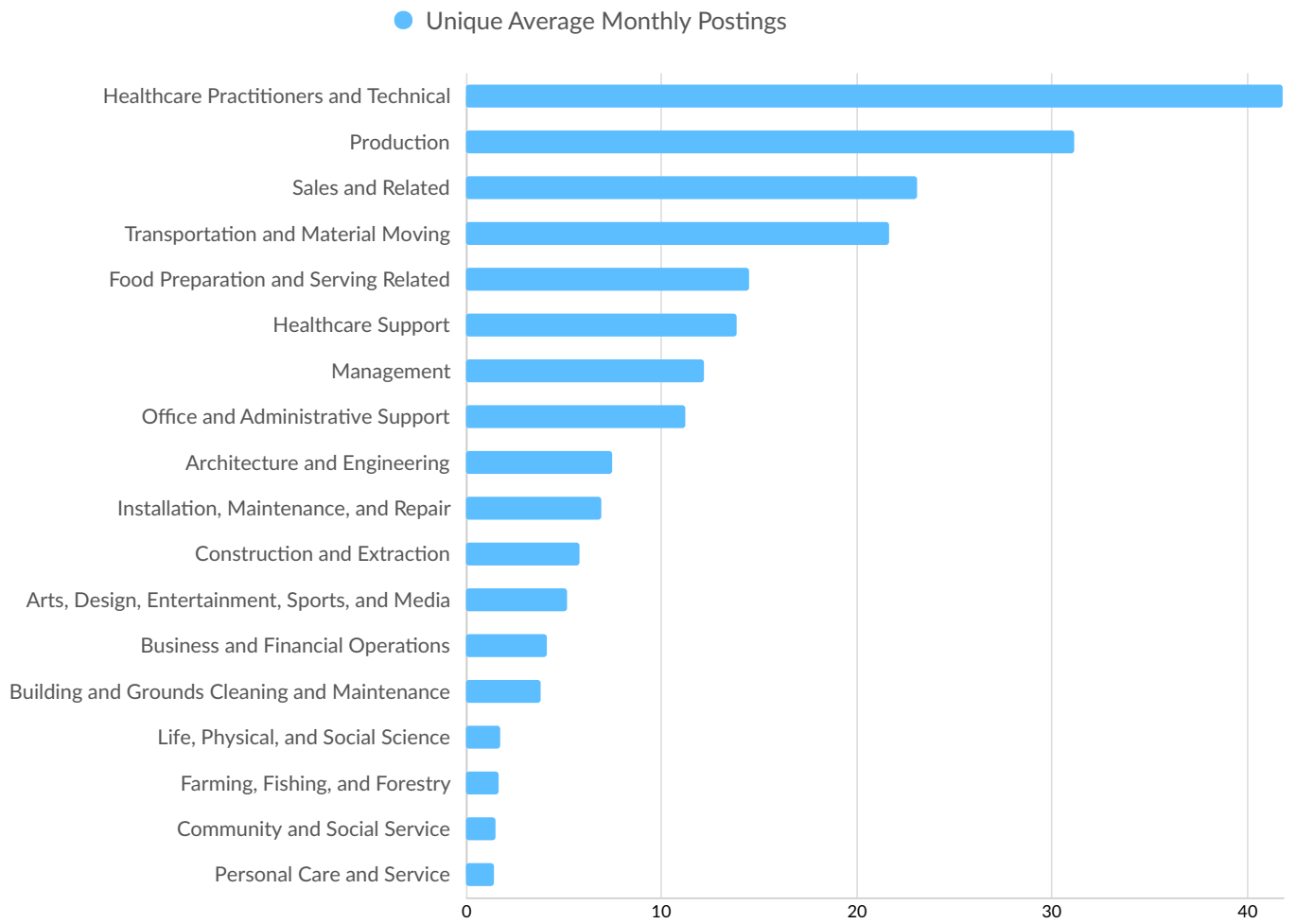
Top Occupation Location Quotient



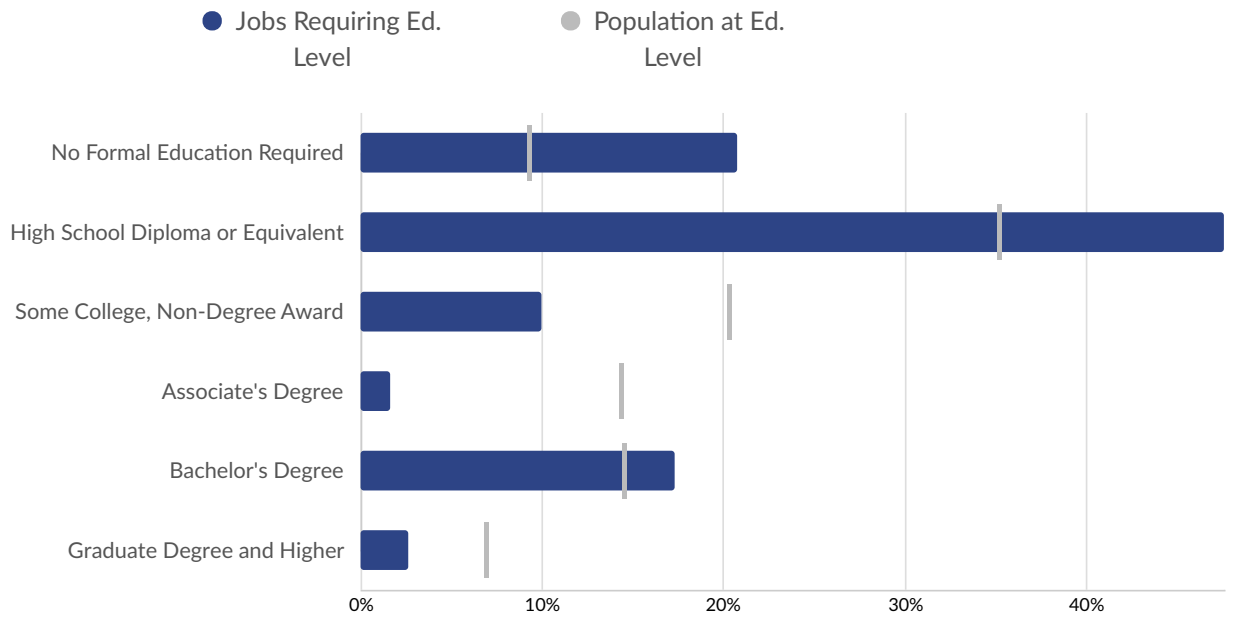
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

