

Barron County

Economic Profile

DEMOGRAPHICS

County Population	2020	2023	2024	2030	2040	2050
Total Population	46,711	46,741	46,797	45,710	44,675	43,630
Percent Change	-	0.06%	0.2%	- 2.4%	- 2.3%	- 2.4%
Male	23,292	23,483	23,466	22,785	22,205	21,645
Female	23,419	23,258	23,331	22,925	22,470	21,985
Minority	4,144	3,698	3,698	NA	NA	NA
Percent Minority	8.9	7.9	7.9	NA	NA	NA
Under 5	2,490	2,440	2,357	2,560	2,640	2,745
5-9 years	2,720	3,030	2,970	2,505	2,555	2,680
10-14	2,885	2,714	2,771	2,595	2,700	2,795
15-19	2,756	2,663	2,713	2,680	2,505	2,560
20-24	2,220	2,531	2,464	2,235	2,030	2,125
25-34	5,048	4,756	4,738	4,740	4,760	4,405
35-44	5,189	5,311	5,427	5,015	4,800	4,820
45-54	5,427	5,337	5,320	5,255	5,170	4,950
55-59	3,596	3,284	3,151	2,620	2,845	2,730
60-64	3,749	3,858	3,858	2,850	2,540	2,580
65-75	6,070	6,228	6,338	6,820	5,185	5,145
75-84	3,234	3,322	3,449	4,385	5,040	3,830
85+	1,327	1,267	1,241	1,450	1,905	2,265



Source: U.S. Census Bureau (P1 and DP1), ACS B01003 5-Year Estimates, Wisconsin DOA 2025 Projections.

Municipal Population	1980	1990	2000	2010	2020	2025	Percent Change				
							1980 - 1990	1990 - 2000	2000 - 2010	2010 - 2020	2020 - 2024
City of Baron	2,595	2,986	3,248	3,423	3,733	3,694	15.1%	8.8%	5.4%	9.1%	-1.0%
City of Chetek	1,931	1,953	2,180	2,221	2,172	2,168	1.1%	11.6%	1.9%	- 2.2%	-0.2%
City of Cumberland	1,983	2,163	2,280	2,170	2,274	2,278	9.1%	5.4%	-4.8%	4.8%	0.2%
City of Rice Lake	7,691	7,998	8,312	8,419	9,040	9,037	4.0%	3.9%	1.3%	7.4%	-0.0%
Village of Almena	526	625	720	677	705	744	18.8%	15.2%	-6.0%	4.1%	5.5%
Village of Cameron	1,115	1,273	1,546	1,783	1,872	1,885	14.2%	21.4%	15.3%	5.0%	0.7%
Village of Dallas	477	452	356	409	359	356	- 5.2%	-21.2%	14.9%	-12.2%	-0.8%
Village of Haugen	251	305	287	287	266	262	21.5%	-5.9%	0.0%	7.3%	-1.5%
Village of New Auburn*	14	26	15	20	25	39	85.7%	-42.3%	33.3%	25.0%	56.0%
Village of Prairie Farm	387	494	508	473	494	473	27.6%	2.8%	- 6.9%	4.4%	- 4.3%
Village of Turtle Lake*	762	811	1,000	957	959	961	6.4%	23.3%	- 4.3%	0.2%	0.2%

Source: 1980, 1990, 2000, 2010, and 2020 U.S. Census Bureau, Wisconsin DOA 2025 Estimates.

*Note: Includes portion in Barron County only.

Per Capita Personal Income	2021	2022	2023	2024	Percent Change		
					2021-22	2022-23	2023-24
Barron County	\$60,473	\$58,710	\$61,456	\$63,871	- 2.9%	4.7%	3.9%
Wisconsin	\$60,699	\$61,831	\$64,872	\$67,755	1.9%	4.9%	4.4%
United States	\$60,699	\$61,831	\$64,872	\$67,755	1.9%	4.9%	4.4%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis

Note: Total 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).

HOUSING & ECONOMY

Housing Metrics	Barron County
2024 Housing Units	24,067
2025 Estimated Housing Units	24,297
Owner-Occupied Units	15,439
Renter-Occupied Units	4,516
Persons per Owner-Occupied Unit	2.4
Persons per Renter-Occupied Unit	2.0
Median Value of Housing	\$216,600
Median Monthly Gross Rent	\$879

Source: 2024 American Community Survey 5-Year Estimates, 2024 Wisconsin DOA Housing Estimates

Number of Building Permits

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

Source: 2024 American Community Survey 5-Year Estimates, 2024 Wisconsin DOA Housing Estimates

Consumer Expenditure (per household)

Commodity	Total
Tax and Retirement	\$20,150
Transportation	\$15,863
Shelter	\$14,310
Health Care	\$6,775
Grocery	\$6,124
Entertainment	\$5,202
Utilities	\$4,379
Food Away From Home	\$3,986
Contributions	\$2,837
Household Furnishings and Equipment	\$2,405
Education	\$2,034
Household Operations	\$1,694
Apparel	\$1,678
Miscellaneous Expenses	\$1,554
Personal Care	\$1,192
Alcoholic Beverages	\$552
Tobacco and Related	\$481
Total Expenditures	\$91,2163

Source: Applied Geographic Solutions, 2024

Government Finances	County	State
Full Equalized County Valuation (\$000)	\$7,225,448	\$907,414,717
Net Property Tax (\$000)	\$91,169	\$12,362,610
Full Value Tax Rate per \$1,000 Valuation	\$14.07	\$15.03
Per Capita Property Tax	\$1,945.73	\$2,064.13

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

Civilian Labor Force	2020	2025
Total Employed	23,157	22,764
Total Unemployed	21,648	21,850
Total Labor Force	1,509	914
County Average Unemployment Rate	6.5	4.0
Wisconsin Average Unemployment Rate	6.4	3.2
U.S. Average Unemployment Rate	8.1	4.3

Source: Wisconsin Department of Workforce Development

Representative Wage Rates	2023 Hourly Rate	
	Mean	Median
Bartenders	\$11.58	\$10.65
Bookkeeping/Accounting/Auditing	\$23.00	\$22.99
Cashiers	\$14.78	\$14.46
Computer Programmers	\$46.26	\$39.58
Electricians	\$32.91	\$32.57
Healthcare Social Workers	\$29.76	\$29.17
Licensed Practical/Vocational Nurse	\$29.53	\$29.39
Machinery Maintenance Workers	\$30.71	\$30.14
Nursing Assistants	\$20.63	\$20.35
Office Clerk, General	\$21.24	\$21.21
Physical Therapists	\$48.20	\$48.85
Secretaries/Administrative Assistants	\$30.00	\$29.60
Tellers	\$20.13	\$19.61
Truck Drivers-Heavy/Tractor Trailer	\$26.36	\$27.68
Waiter and Waitresses	\$13.40	\$13.23
Welder/Cutter/Solderer/Brazer	\$25.26	\$24.36

Source: Bureau of Labor Statistics, 2024

Employment by Industry

Industry	Employees	% of Total
Agriculture, Forestry, Fishing, Hunting, Mining	1,163	5.3%
Construction	1,657	7.6%
Manufacturing	4,735	21.7%
Wholesale Trade	395	1.8%
Retail Trade	2,783	12.7%
Transportation and Warehousing, and Utilities	1,203	5.5%
Information	257	1.2%
Finance, Insurance, Real Estate, Rental and Leasing	816	3.7%
Services (Professional, Educational, Entertainment, Other)	7,990	36.6%
Public Administration	837	3.8%
Total Employment	21,836	100%

Source: 2024 American Community Survey 5-Year Estimates.

* Represents the total number of jobs provided by employers within the County and not the total number of employed individuals in the County.

Industry Employment Projections (West Central WI)	Estimated Employment*		
	2022	2032	% Change
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%
Education 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%
Total, All Nonfarm Industries	221,430	242,223	9.4%

Source: Office of Economic Advisors, Wisconsin Department of Workforce Development (Dec. 2024)

*Note: Employment is a count of jobs rather than people, and includes all part and full-time nonfarm jobs.

Industry Employment Projections (West Central WI)

Employer	Industry Type	Employees
Turkey Store Co the Maintenance Shop	Maintenance Contractors	1,000-4,999
St Croix Casino LLC	Casinos	1,000-4,999
Mattson Spray Equipment	Spray Painting & Finishing	500-999
Saputo Cheese USA Inc	Cheese Processors (manufacturers)	250-499
Sanmina-Sci Corp	Circuit Boards-Manufacturers	250-499
McCain Foods USA Inc	Canning (manufacturers)	250-499
Mayo Clinic Health System	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
3M Co	Abrasives (wholesale)	100-249
Automated Building Components	Trusses (manufacturers)	100-249
Marketplace Foods Grocery Store	Grocers-Retail	100-249
Rice Lake High School	Schools	100-249
In Town Storage	Food Products-Machinery (manufacturers)	100-249
Wisconsin Indianhead Tech College	Junior-Community College-Tech Institutes	100-249
Lake Country Dairy Inc	Cheese Processors (manufacturers)	100-249
Kohl's	Department Stores	100-249
University of Wisconsin-Eau Claire	Schools-Universities & Colleges Academic	100-249
Parker Quick Coupling Div	Hose Couplings & Fittings-Manufacturers	100-249
Blain's Farm & Fleet-Rice Lake	Farm Supplies (wholesale)	100-249
Action Filtration Inc	Filters (manufacturers)	100-249
Heritage Lakeside	Nursing & Convalescent Homes	50-99

Source: Wisconsin Department of Workforce Development; Major Employers extracted from Data Axle

Recreational Highlights

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>

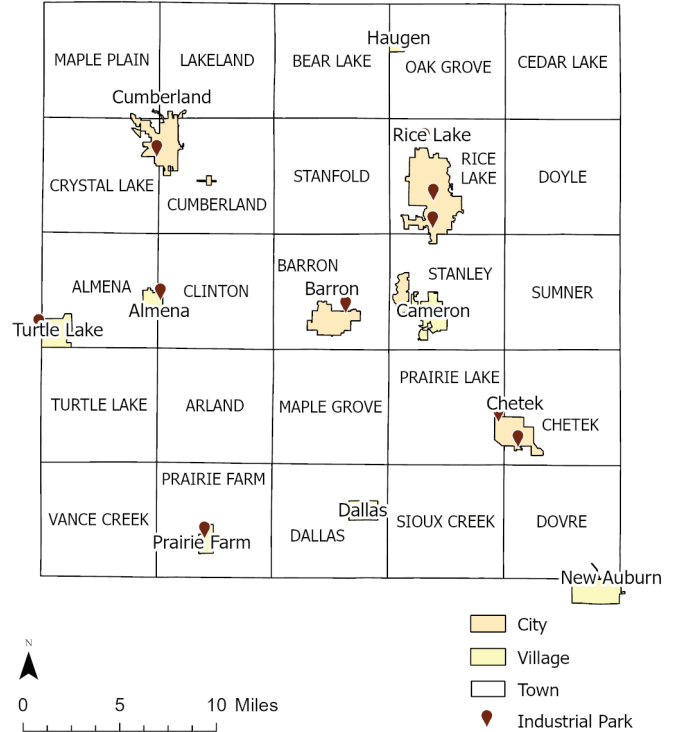
Source: Barron County Outdoor Recreation Plan, 2019-2024.

Industrial and Business Parks/Sites

Park or Site Name	Site Location (Municipality)
Almena Industrial Park	Village of Almena
Barron Industrial Park	City of Barron
Chetek Industrial Park #1	City of Chetek
Chetek Industrial Park #2	City of Chetek
Cumberland Industrial Park	City of Cumberland
Rice Lake Business Park	City of Rice Lake
Cedar Side Business Park	City of Rice Lake
Rice Lake Industrial Park	City of 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



Community Facilities and Utilities

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.

