



# Burnett County, WI

Northwest Regional Planning Commission



Northwest Regional Planning Commission



*keeping your future as our focus*

1400 S. River Street  
Spooner, Wisconsin 54801

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## Report Parameters

### 1 County

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55013 Burnett County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**15,392**

**Population (2019)**

Population **grew by 162** over the last 5 years and is projected to **grow by 122** over the next 5 years.

**5,469**

**Total Regional Employment**

Jobs **grew by 271** over the last 5 years and are projected to **grow by 235** over the next 5 years.

**\$50.0K**

**Median Household Income (2018)**

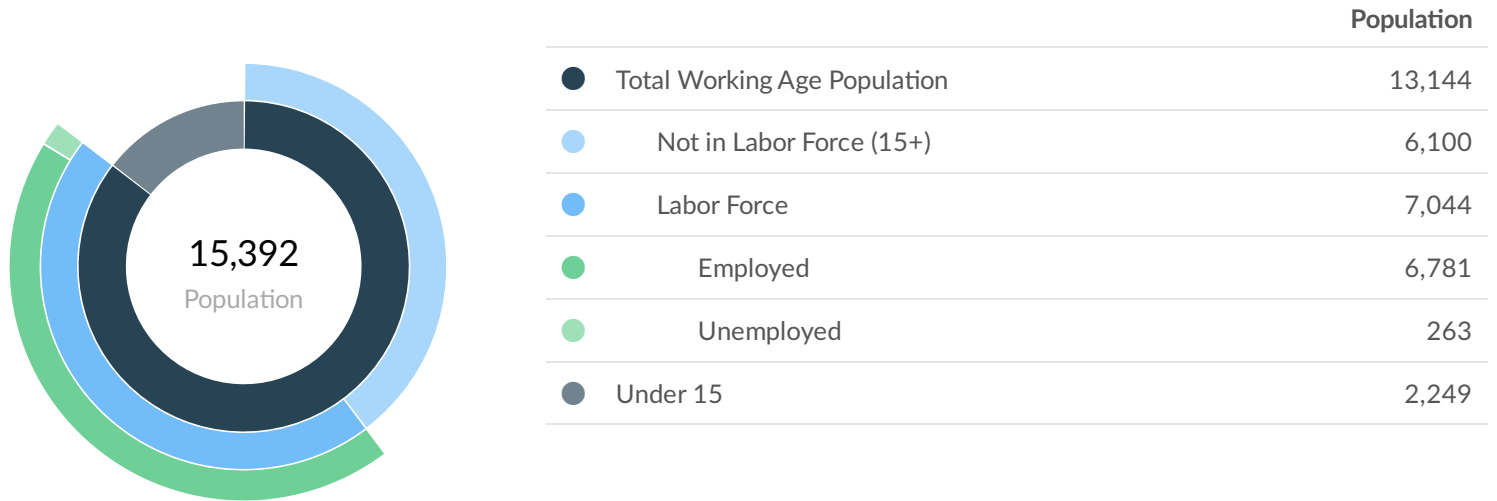
Median household income is **\$10.3K below** the national median household income of \$60.3K.

## Takeaways

- As of 2019 the region's population **increased by 1.1%** since 2014, growing by 162. Population is expected to **increase by 0.8%** between 2019 and 2024, adding 122.
- From 2014 to 2019, jobs **increased by 5.2%** in Burnett County, WI from 5,198 to **5,469**. This change **fell short of the national growth rate of 7.3% by 2.1%**. As the number of jobs increased, the **labor force participation rate decreased from 54.7% to 53.6% between 2014 and 2019**.
- Concerning educational attainment, **11.9% of Burnett County, WI residents possess a Bachelor's Degree** (7.0% below the national average), and **9.3% hold an Associate's Degree** (1.2% above the national average).
- The top three industries in 2019 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

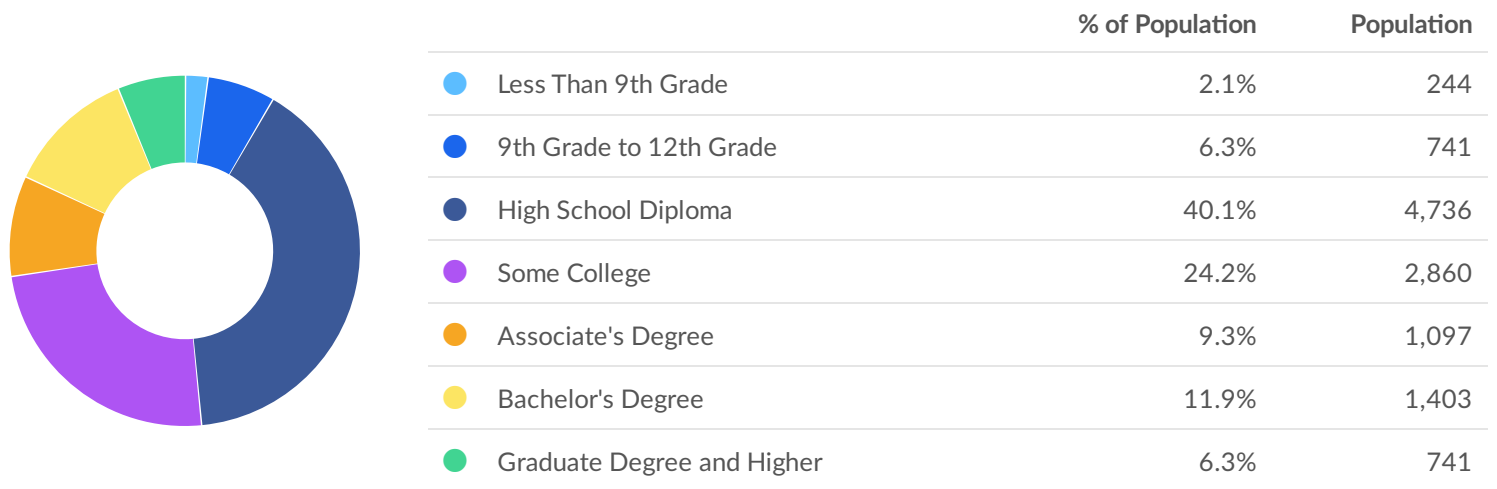
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	15,392	7,044	5,469	98.7	\$464.13M	\$912.85M	\$651.42M
NWRPC	174,866	88,351	75,869	99.8	\$6.92B	\$10.95B	\$9.46B
State	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B
Nation	329,399,330	164,576,320	164,699,638	100.0	\$20.78T	\$0	\$8.91T

## 2019 Labor Force Breakdown



## Educational Attainment

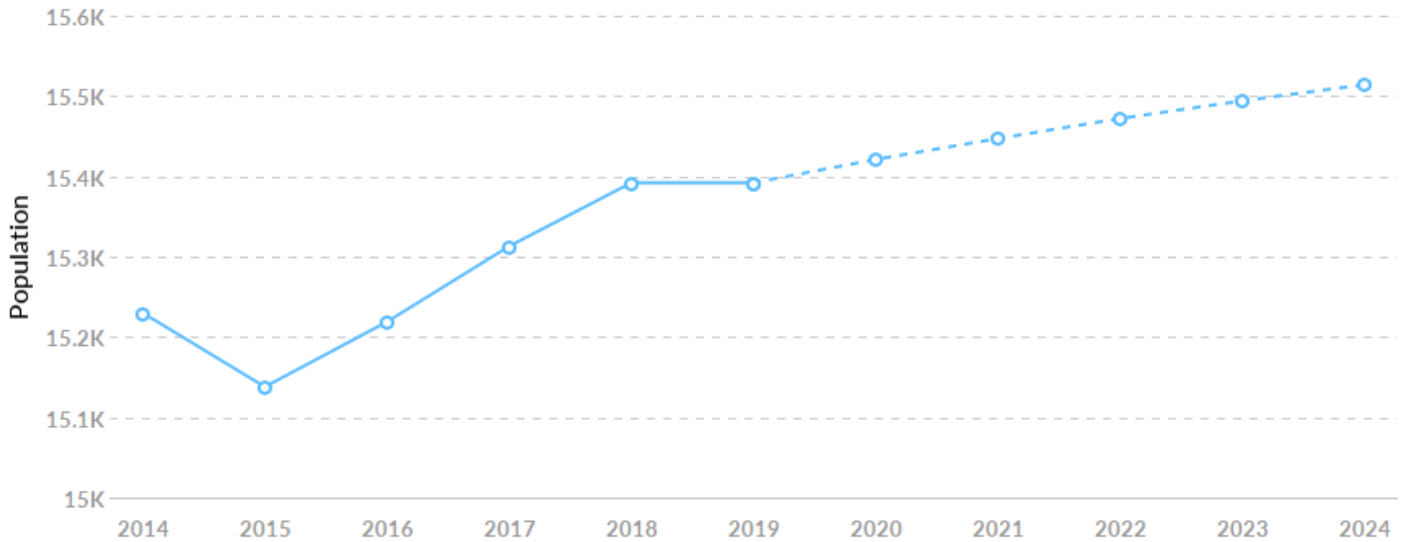
Concerning educational attainment, **11.9% of Burnett County, WI residents possess a Bachelor's Degree** (7.0% below the national average), and **9.3% hold an Associate's Degree** (1.2% above the national average).



# Historic & Projected Trends

## Population Trends

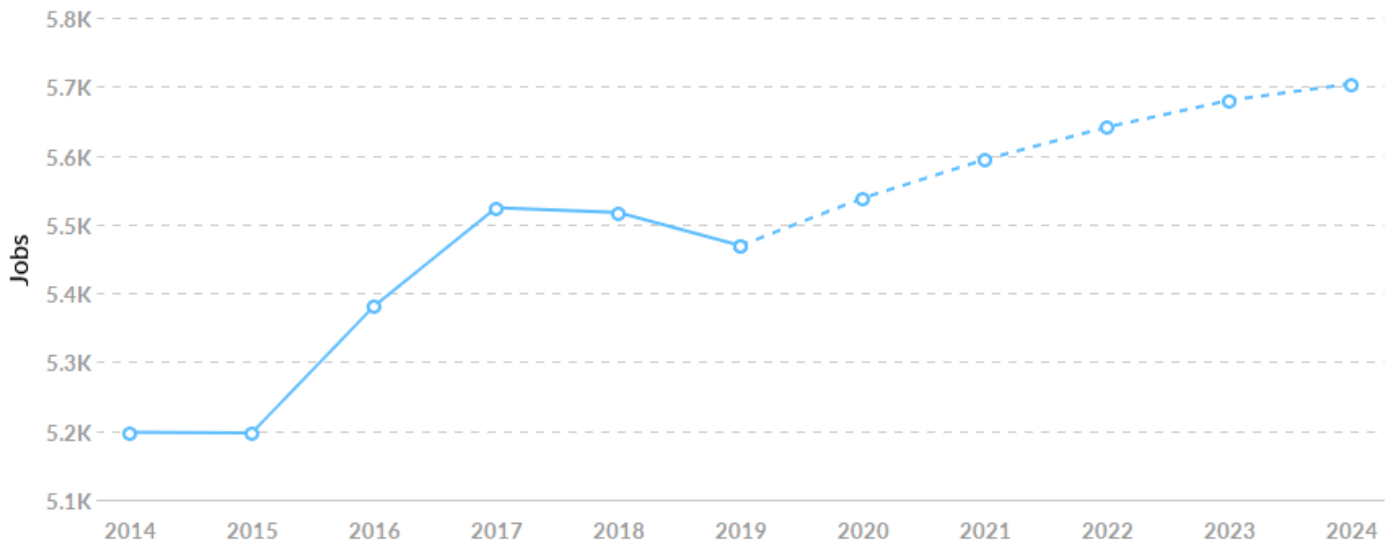
As of 2019 the region's population increased by 1.1% since 2014, growing by 162. Population is expected to increase by 0.8% between 2019 and 2024, adding 122.



Timeframe	Population
2014	15,230
2015	15,138
2016	15,219
2017	15,313
2018	15,392
2019	15,392
2020	15,421
2021	15,447
2022	15,472
2023	15,494
2024	15,514

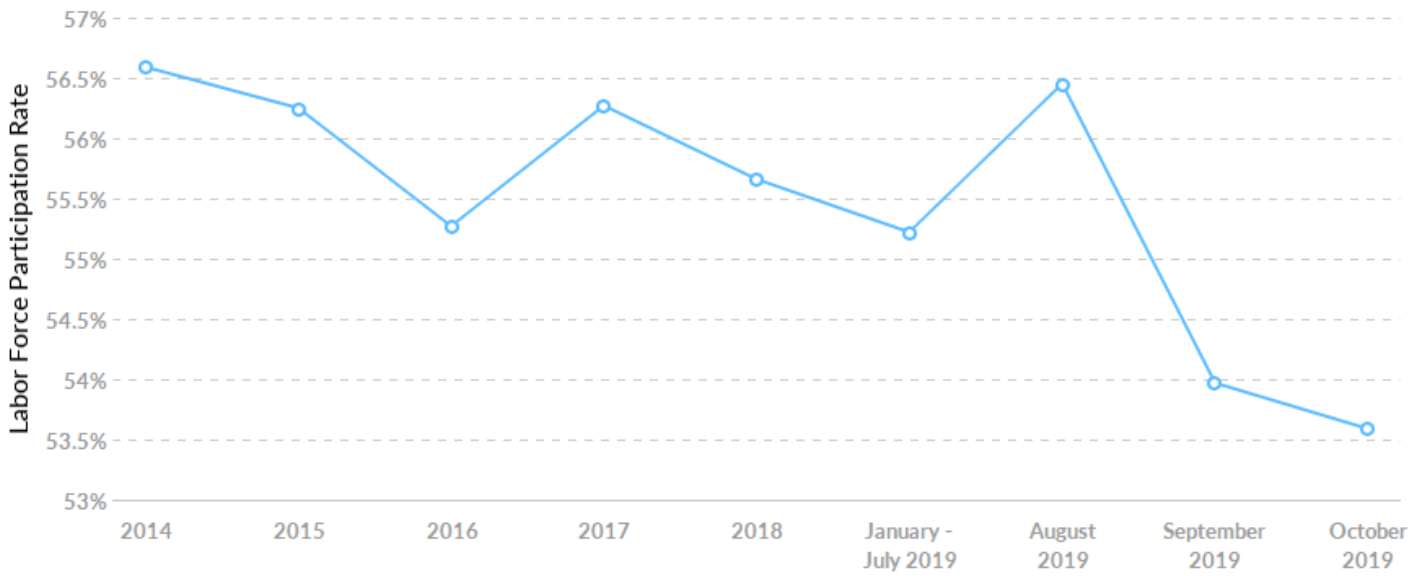
## Job Trends

From 2014 to 2019, jobs increased by 5.2% in Burnett County, WI from 5,198 to 5,469. This change fell short of the national growth rate of 7.3% by 2.1%.



Timeframe	Jobs
2014	5,198
2015	5,197
2016	5,381
2017	5,524
2018	5,517
2019	5,469
2020	5,538
2021	5,594
2022	5,641
2023	5,680
2024	5,704

## Labor Force Participation Rate Trends

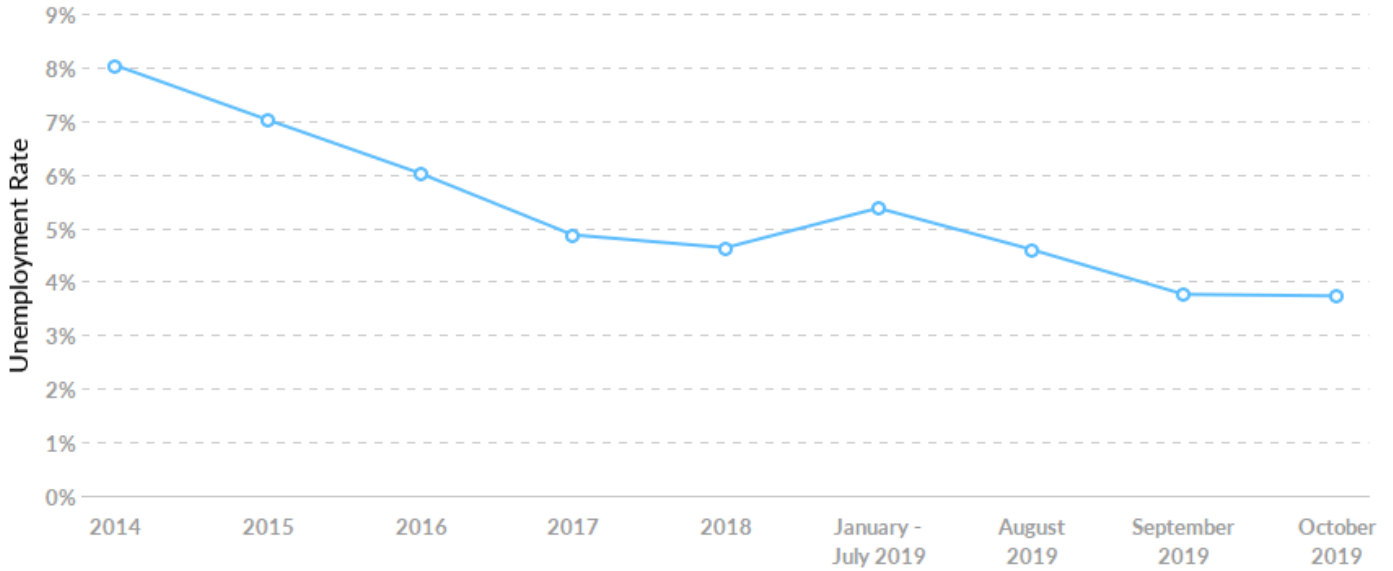


Timeframe	Labor Force Participation Rate
2014	56.59%
2015	56.25%
2016	55.27%
2017	56.27%
2018	55.66%
January - July 2019	55.22%
August 2019	56.45%
September 2019	53.97%
October 2019	53.59%



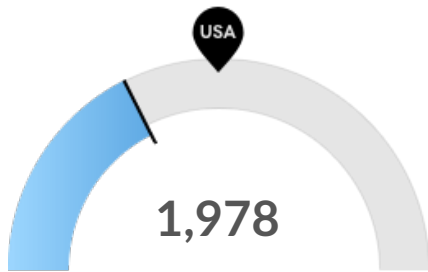
## Unemployment Rate Trends

Burnett County, WI had an October 2019 unemployment rate of 3.73%, decreasing from 8.04% 5 years before.



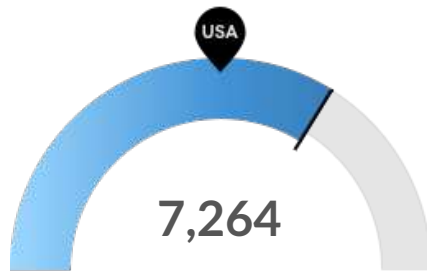
Timeframe	Unemployment Rate
2014	8.04%
2015	7.02%
2016	6.02%
2017	4.87%
2018	4.63%
January - July 2019	5.37%
August 2019	4.60%
September 2019	3.76%
October 2019	3.73%

## Population Characteristics



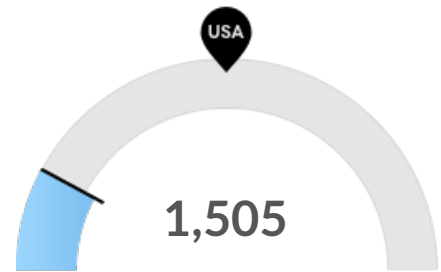
**Millennials**

Burnett County, WI has 1,978 millennials (ages 25-39). The national average for an area this size is 3,164.



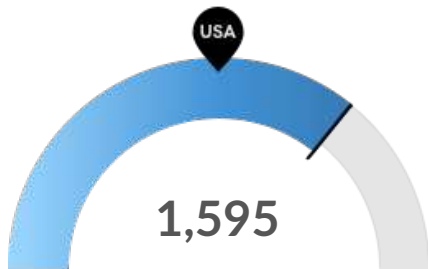
**Retiring Soon**

Retirement risk is high in Burnett County, WI. The national average for an area this size is 4,455 people 55 or older, while there are 7,264 here.



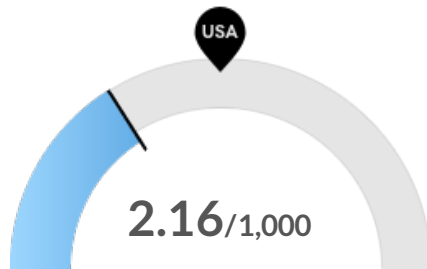
**Racial Diversity**

Racial diversity is low in Burnett County, WI. The national average for an area this size is 6,098 racially diverse people, while there are 1,505 here.



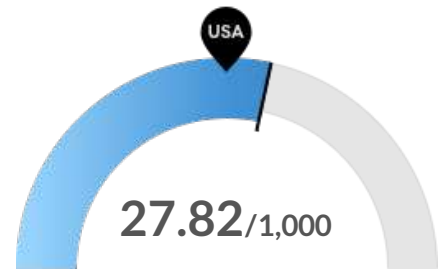
**Veterans**

Burnett County, WI has 1,595 veterans. The national average for an area this size is 876.



**Violent Crime**

Burnett County, WI has 2.16 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

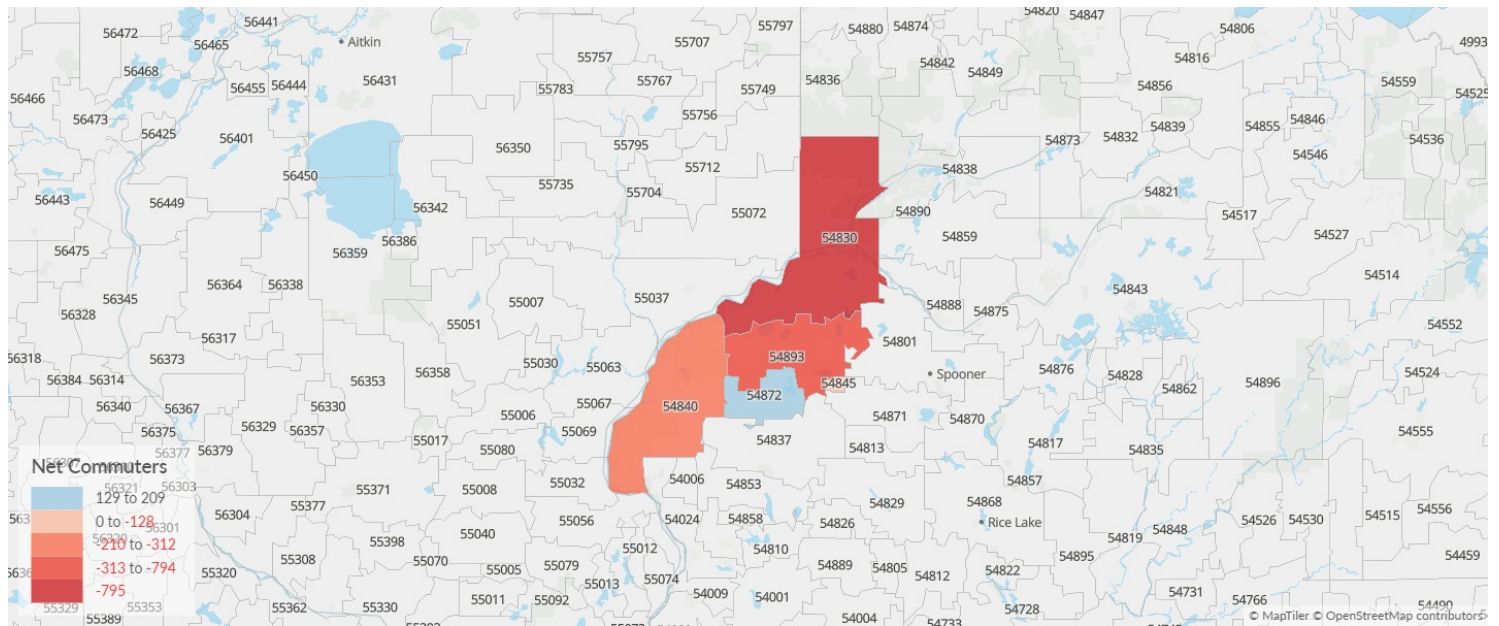


**Property Crime**

Burnett County, WI has 27.82 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

## Place of Work vs Place of Residence

Understanding where talent in Burnett County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

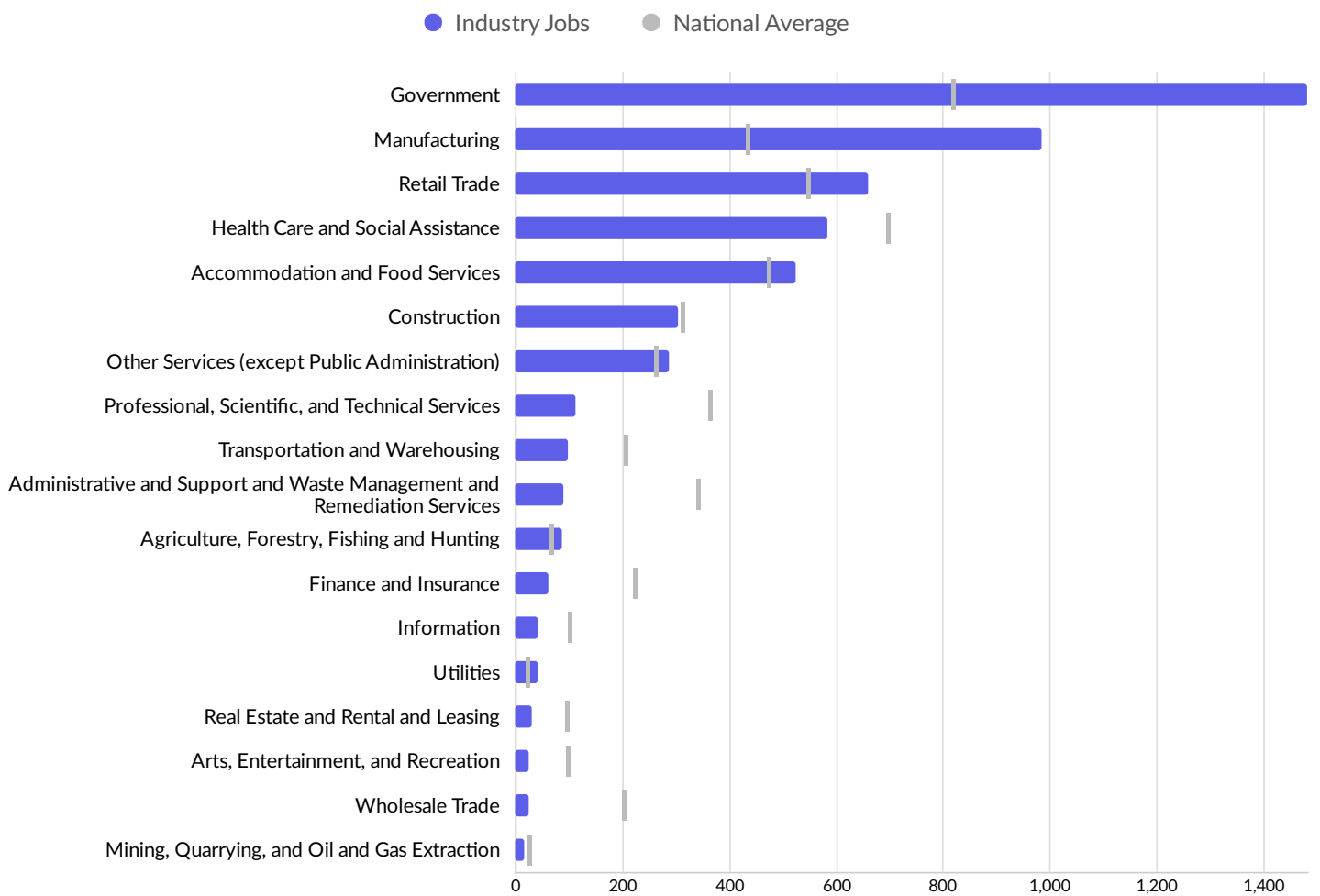
ZIP	Name	2019 Employment
54840	Grantsburg, WI (in Burn...	2,158
54872	Siren, WI (in Burnett co...	1,475
54893	Webster, WI (in Burnett...	1,213
54830	Danbury, WI (in Burnett...	598
54845	Hertel, WI (in Burnett c...	25

### Where Talent Lives

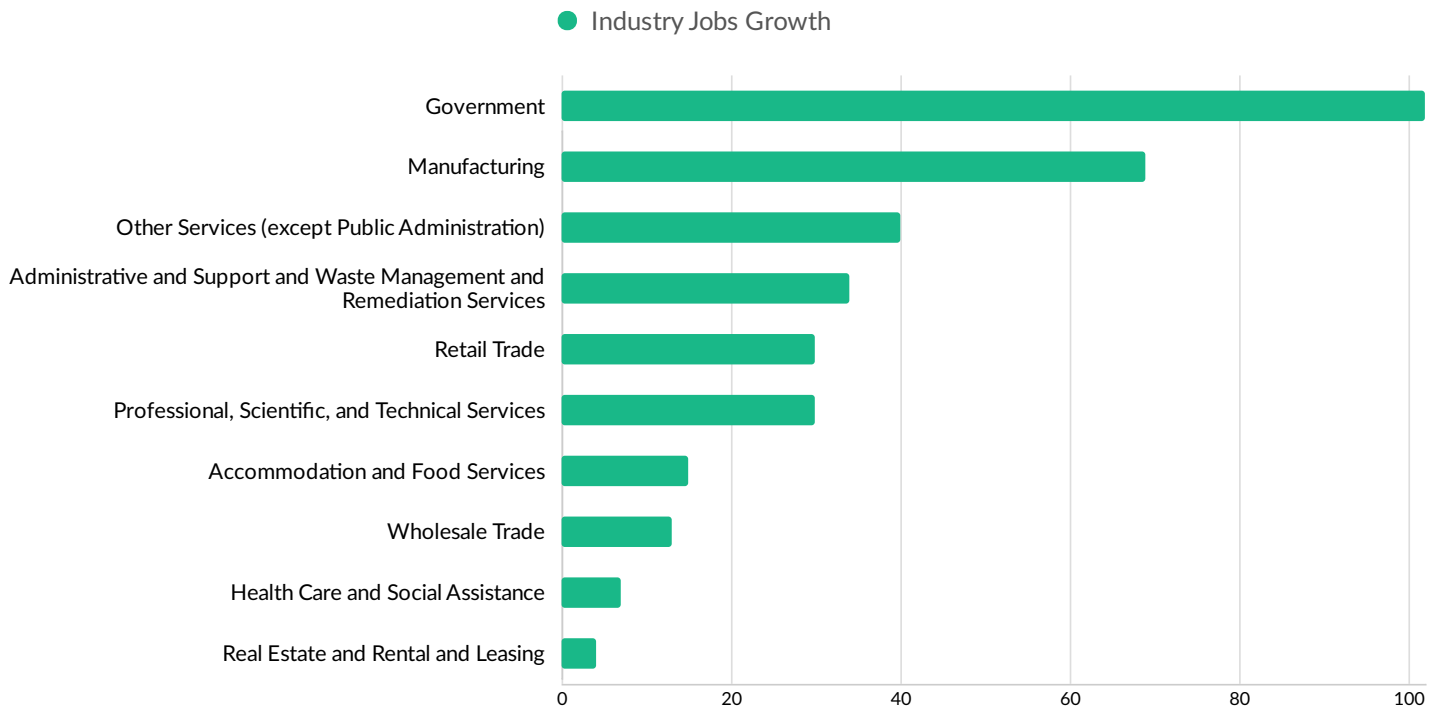
ZIP	Name	2019 Workers
54840	Grantsburg, WI (in Burn...	2,368
54893	Webster, WI (in Burnett...	1,526
54830	Danbury, WI (in Burnett...	1,392
54872	Siren, WI (in Burnett co...	1,346
54845	Hertel, WI (in Burnett c...	34

# Industry Characteristics

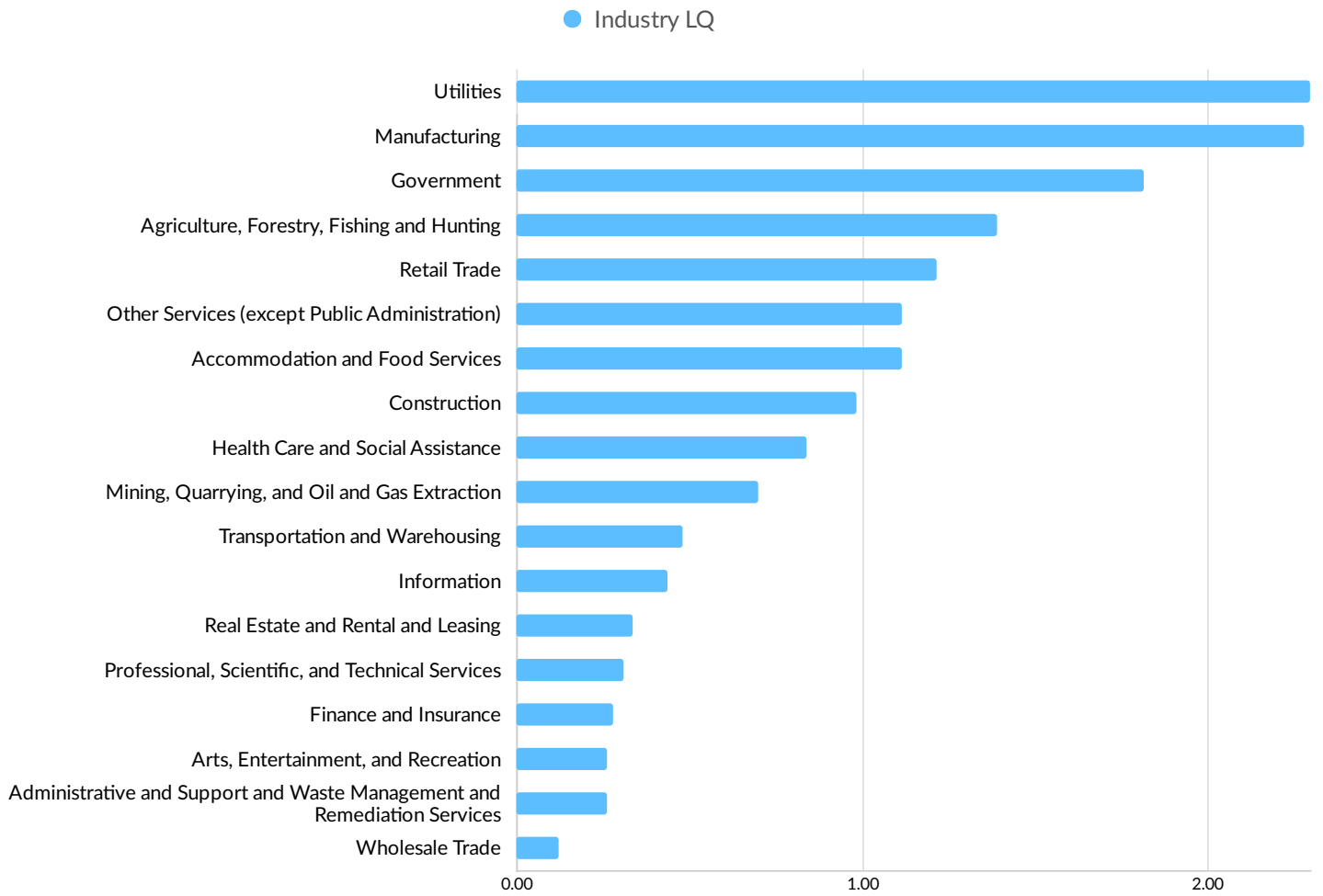
## Largest Industries



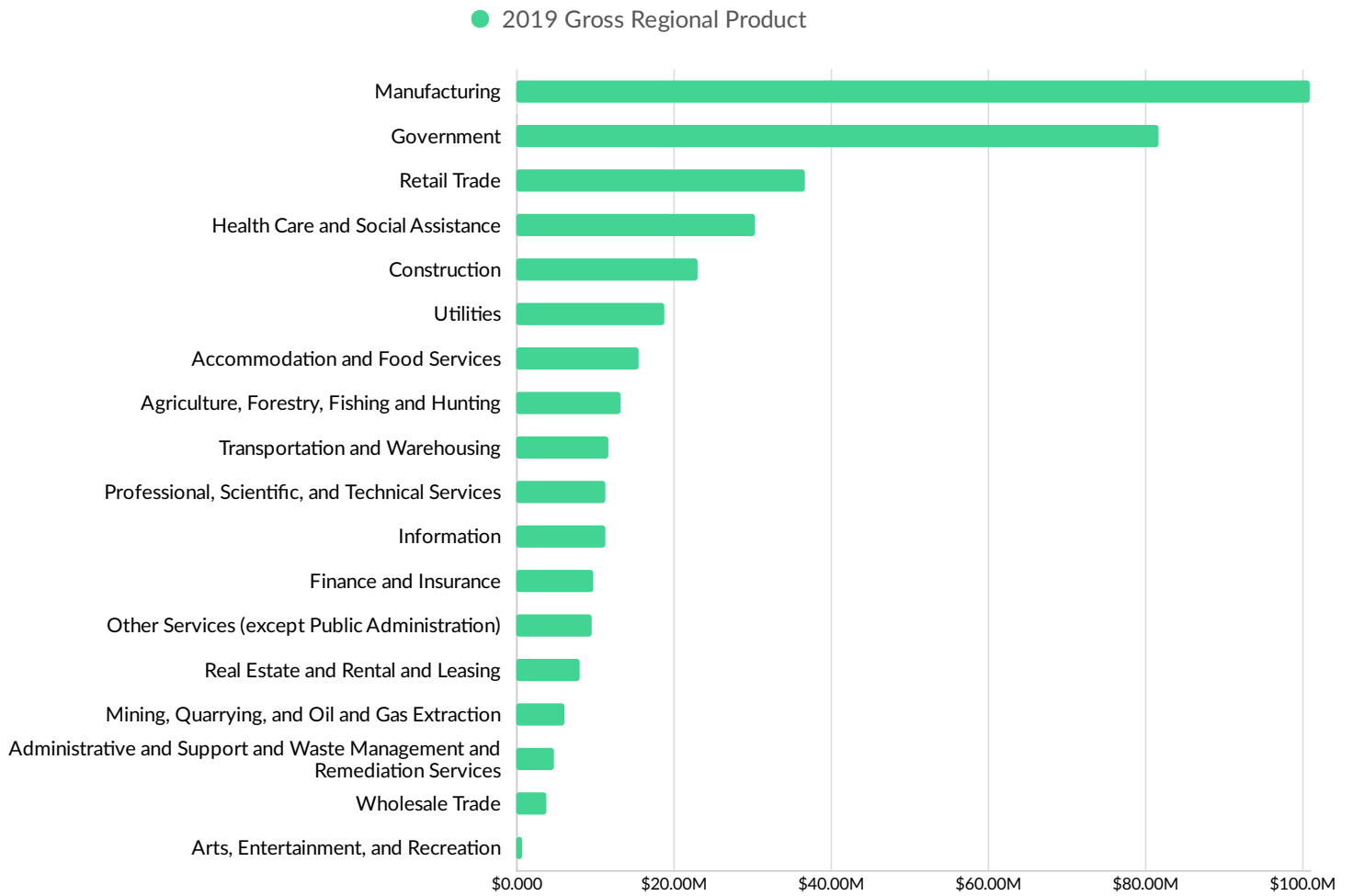
## Top Growing Industries



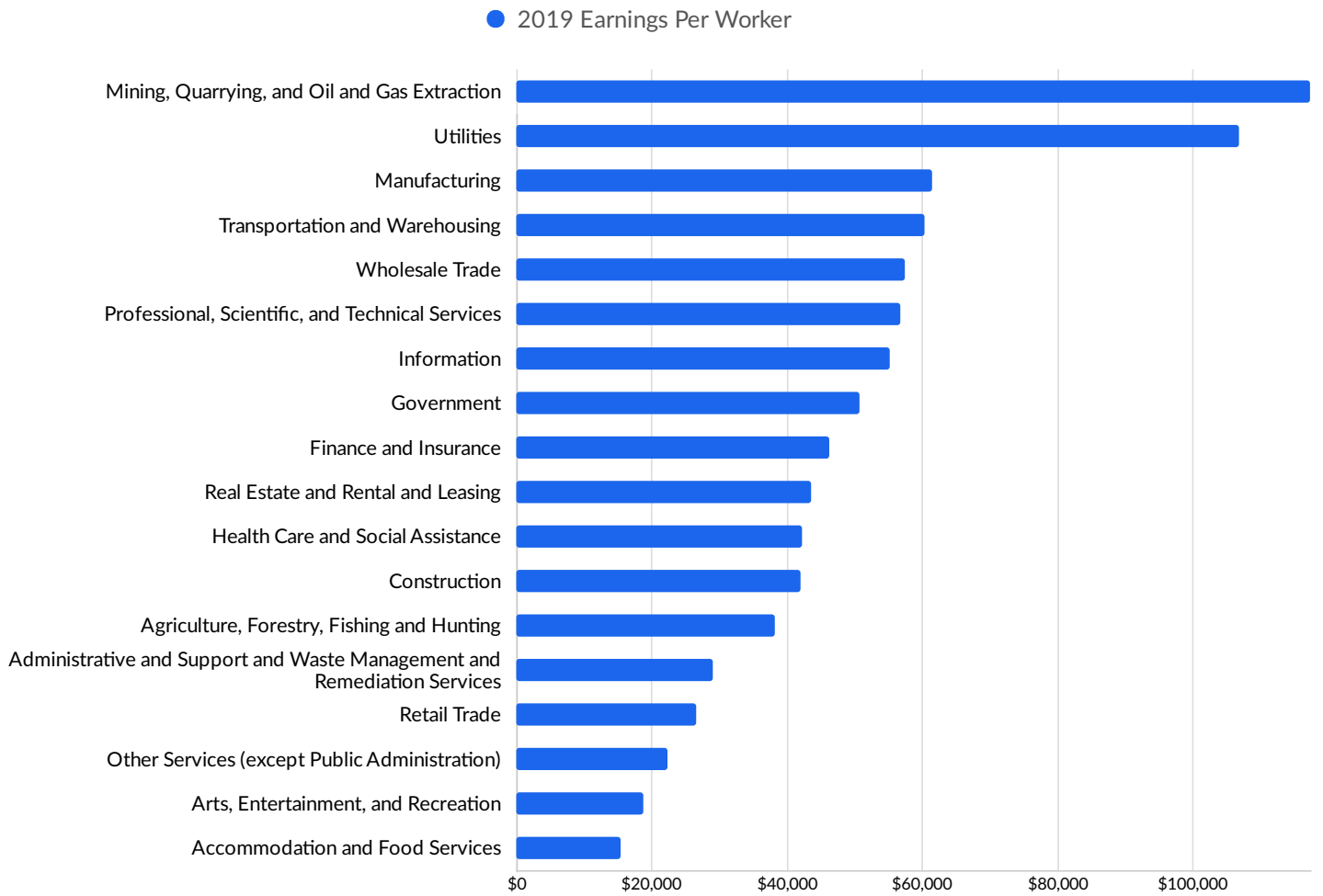
## Top Industry LQ



## Top Industry GRP



## Top Industry Earnings

























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Government	1,380	1,482	102	+7%	1.81	\$50,730	\$81.81M
Manufacturing	917	986	69	+8%	2.28	\$61,571	\$101.04M
Retail Trade	630	660	30	+5%	1.21	\$26,611	\$36.81M
Health Care and Social Assistance	577	584	7	+1%	0.84	\$42,266	\$30.45M
Accommodation and Food Services	509	524	15	+3%	1.12	\$15,529	\$15.66M
Construction	311	305	-6	-2%	0.98	\$42,070	\$23.16M
Other Services (except Public Administration)	249	289	40	+16%	1.12	\$22,382	\$9.61M
Professional, Scientific, and Technical Services	82	112	30	+37%	0.31	\$56,824	\$11.35M
Transportation and Warehousing	100	98	-2	-2%	0.48	\$60,363	\$11.71M
Administrative and Support and Waste Management and Remediation Services	55	89	34	+62%	0.26	\$29,123	\$4.90M
Agriculture, Forestry, Fishing and Hunting	106	89	-17	-16%	1.39	\$38,200	\$13.36M
Finance and Insurance	72	61	-11	-15%	0.28	\$46,245	\$9.85M
Information	43	43	0	0%	0.44	\$55,271	\$11.33M
Utilities	52	43	-9	-17%	2.30	\$106,970	\$18.79M
Real Estate and Rental and Leasing	27	31	4	+15%	0.34	\$43,703	\$8.06M
Arts, Entertainment, and Recreation	35	25	-10	-29%	0.26	\$18,692	\$799.77K
Wholesale Trade	11	24	13	+118%	0.12	\$57,464	\$3.85M
Mining, Quarrying, and Oil and Gas Extraction	34	16	-18	-53%	0.70	\$117,402	\$6.22M

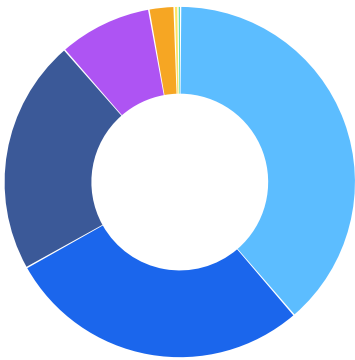
## Business Characteristics

### 956 Companies Employ Your Workers

Online profiles for your workers mention 956 companies as employers, with the top 10 appearing below. In the last 12 months, 273 companies in Burnett County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Burnett Medical Center, Inc.	38 	Platinum Supplemental Insuranc...	178 
McNally Industries, LLC	24 	Dollar General Corporation	94 
St. Croix Castings, Inc.	24 	Roehl Transport, Inc.	77 
Parker-Hannifin Corporation	23 	CRST International, Inc.	48 
Northwest Passage Ltd	21 	Burnett Medical Center, Inc.	39 
Grantsburg School District	18 	U.S. Xpress, Inc.	37 
Siren School District Inc	17 	McNally Industries, LLC	35 
D & R Technology, LLC	13 	Telereach Inc	35 
Wal-Mart Stores, Inc.	13 	Burnett Dairy Cooperative	34 
Webster Co School District	13 	Family Dollar Stores, Inc.	31 

## Business Size

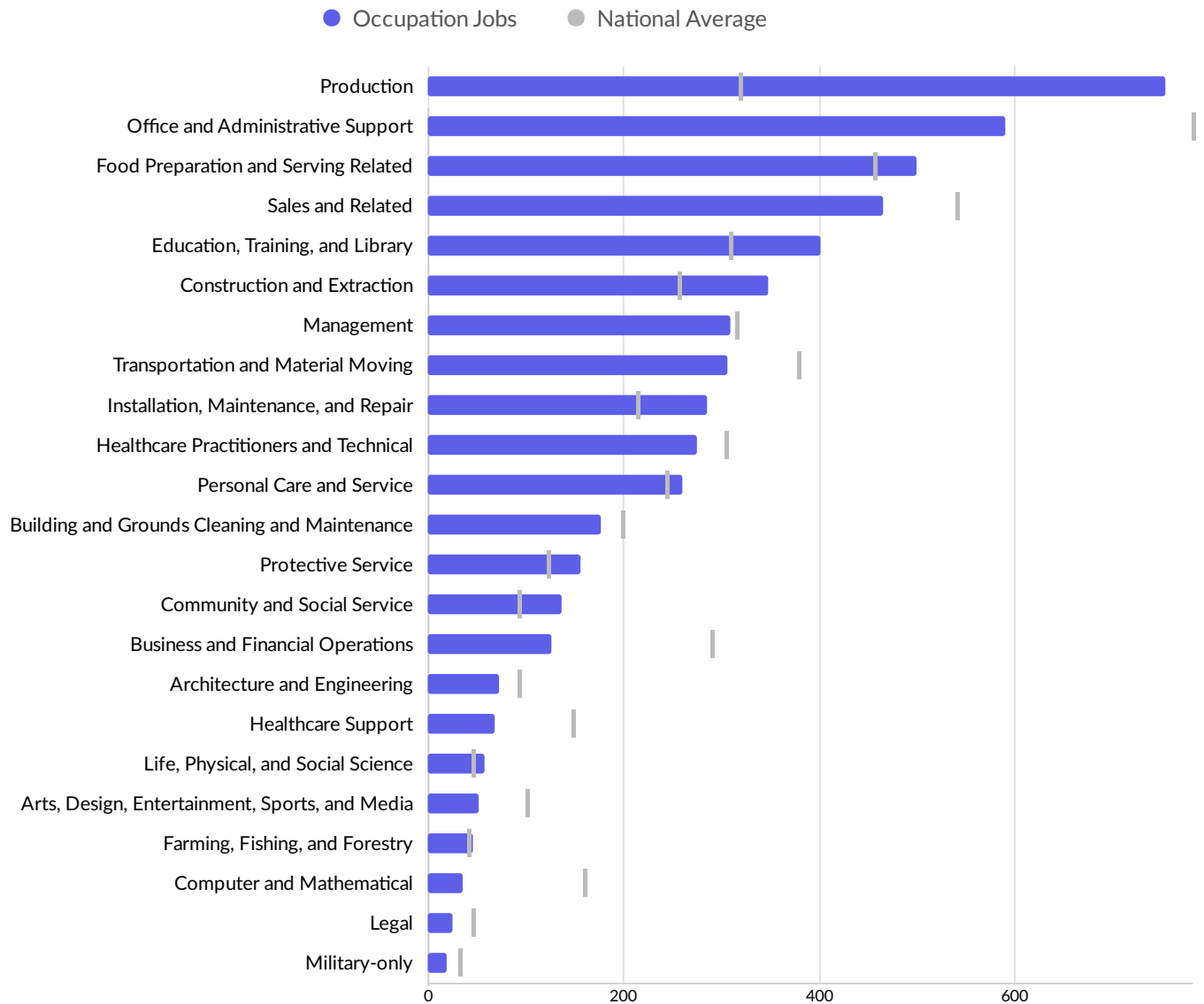


	Percentage	Business Count
1 to 4 employees	38.6%	333
5 to 9 employees	28.2%	243
10 to 19 employees	21.7%	187
20 to 49 employees	8.6%	74
50 to 99 employees	2.3%	20
100 to 249 employees	0.3%	3
250 to 499 employees	0.2%	2

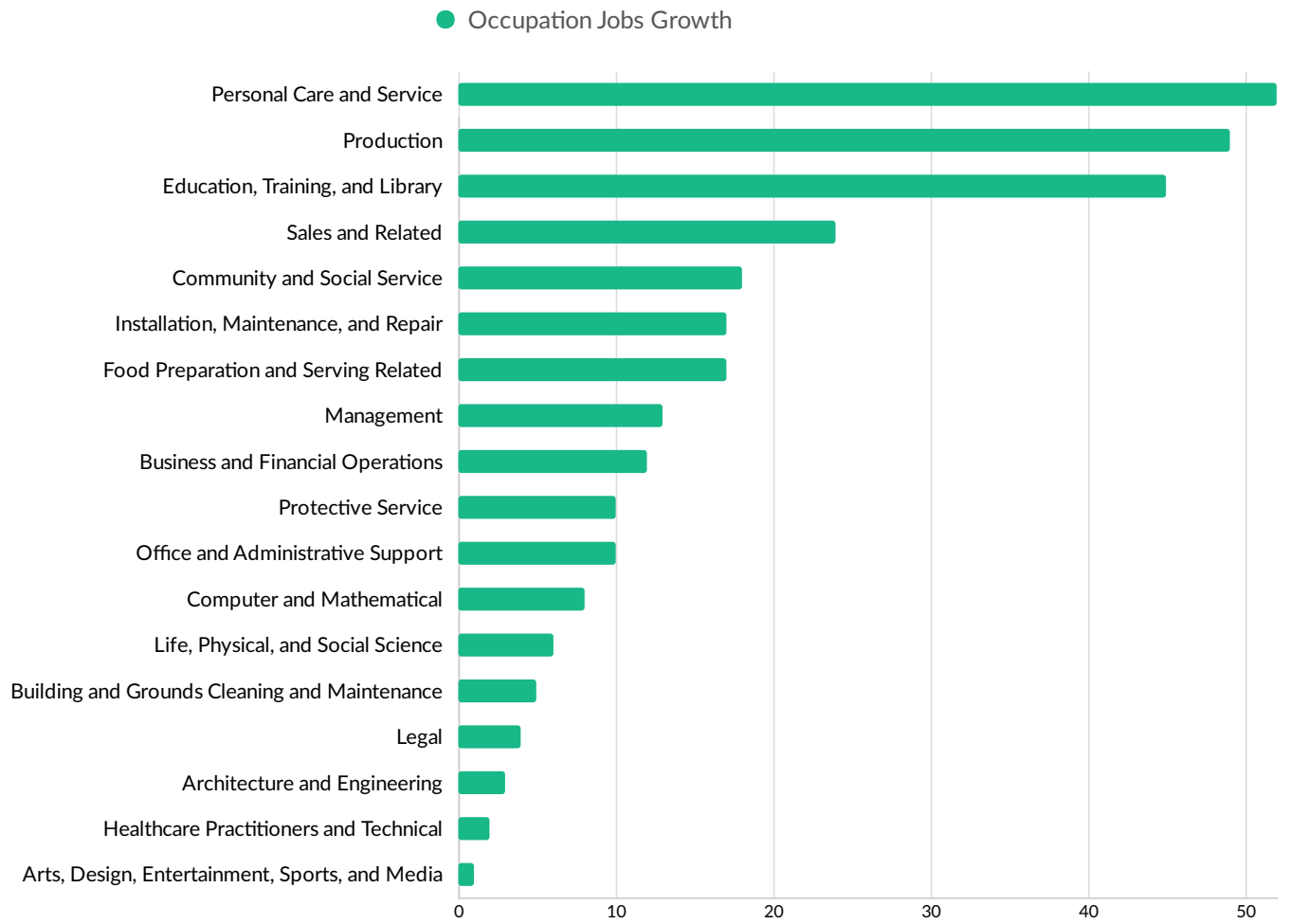
*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

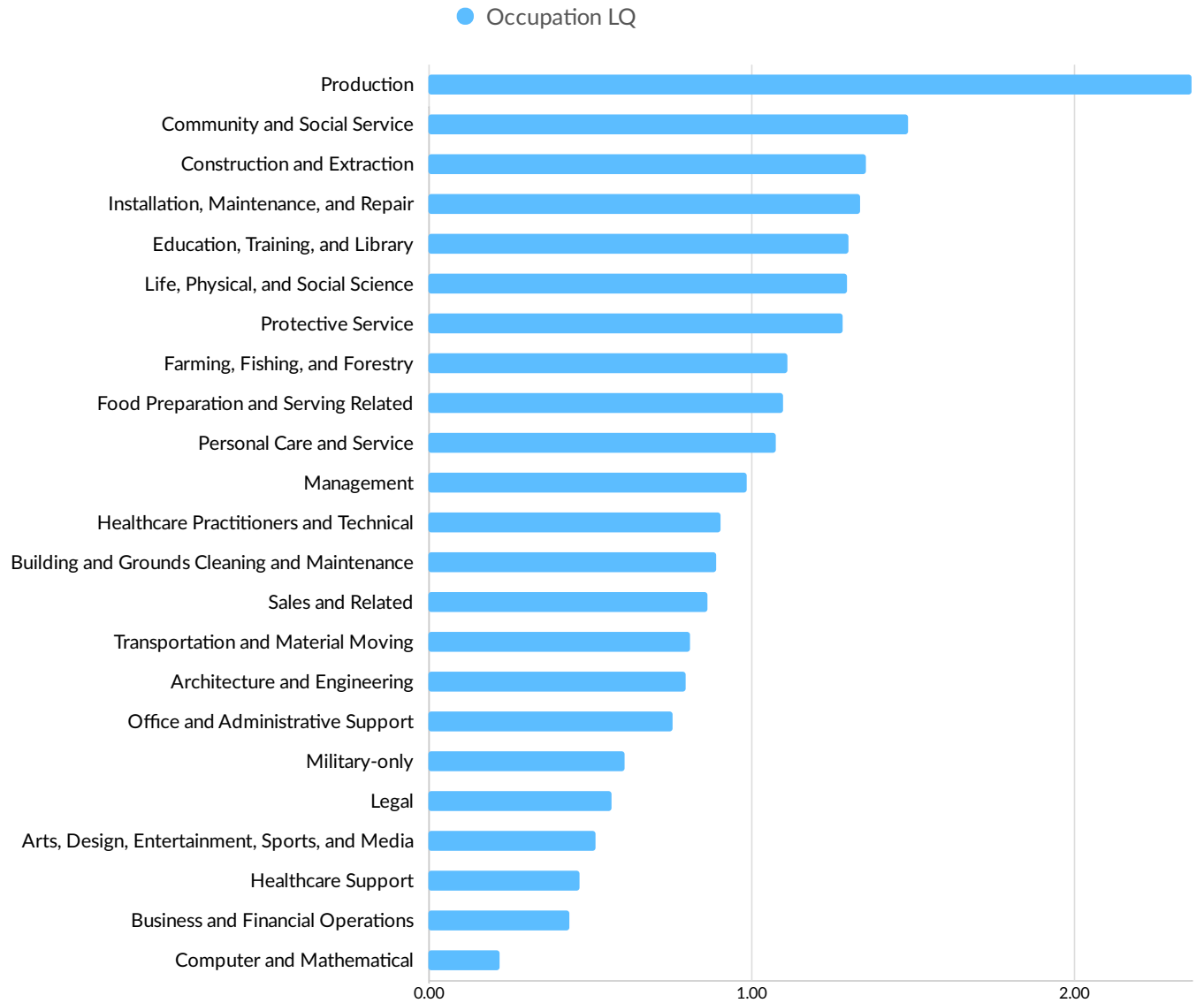
## Largest Occupations



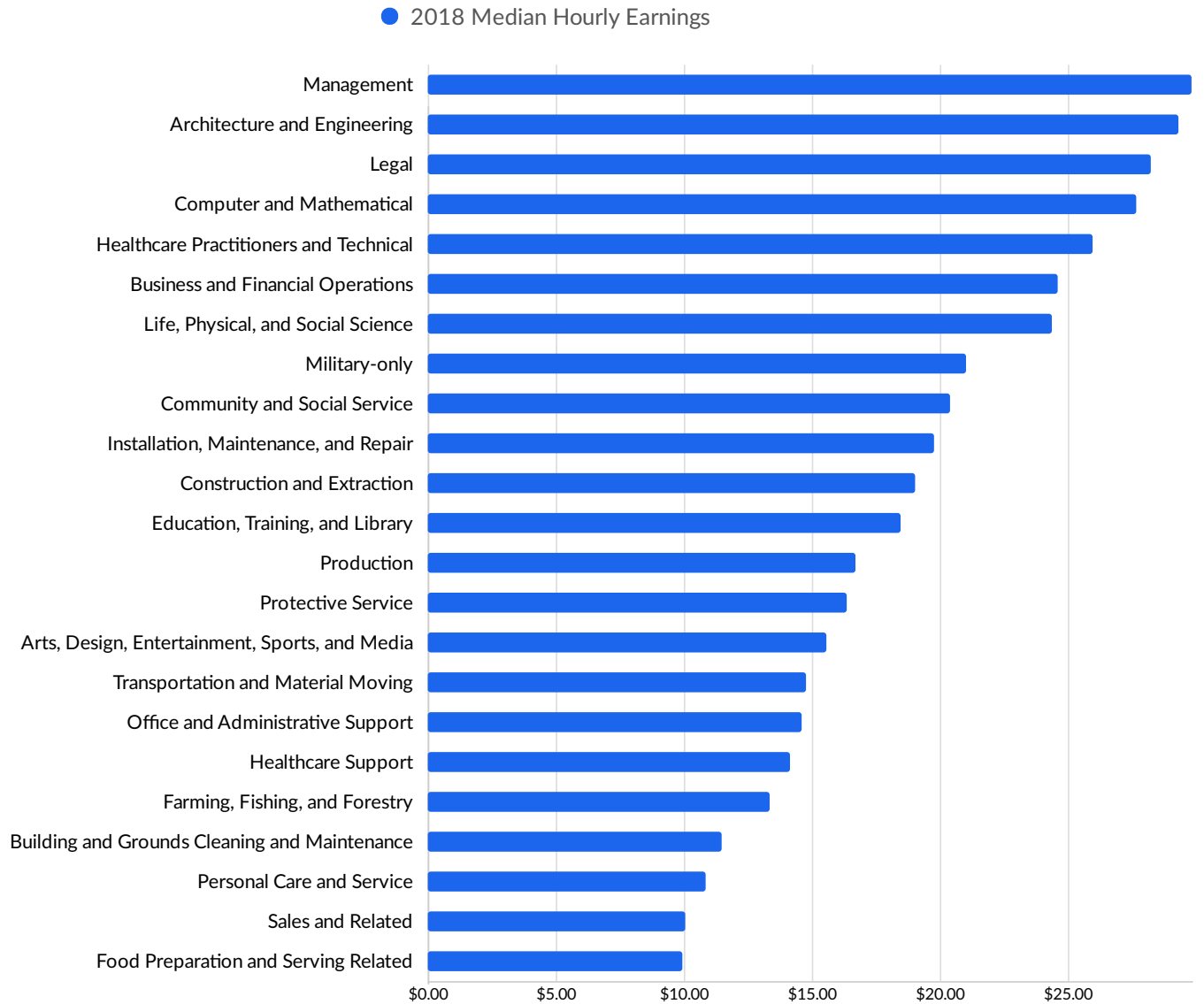
## Top Growing Occupations



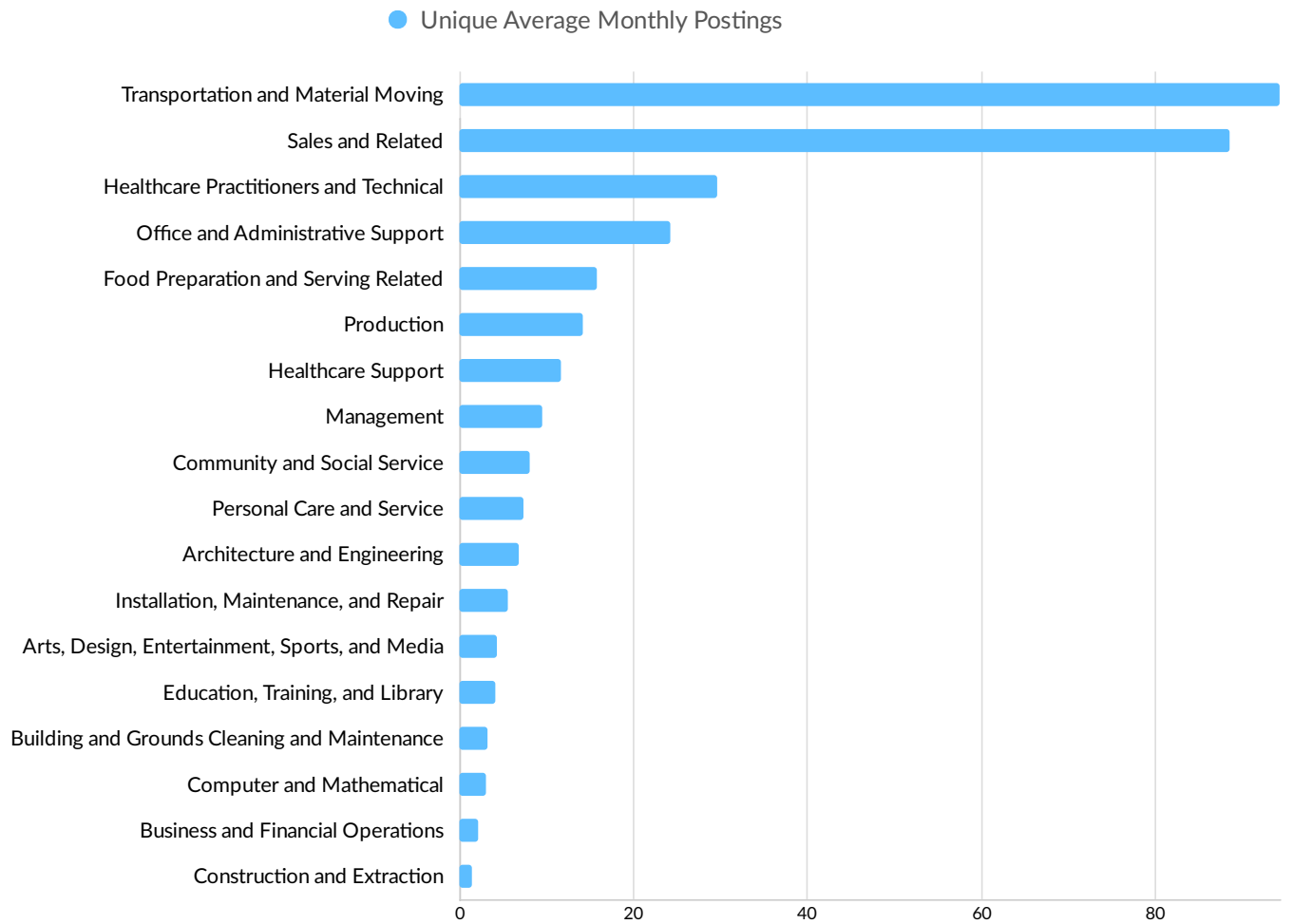
## Top Occupation LQ



## Top Occupation Earnings

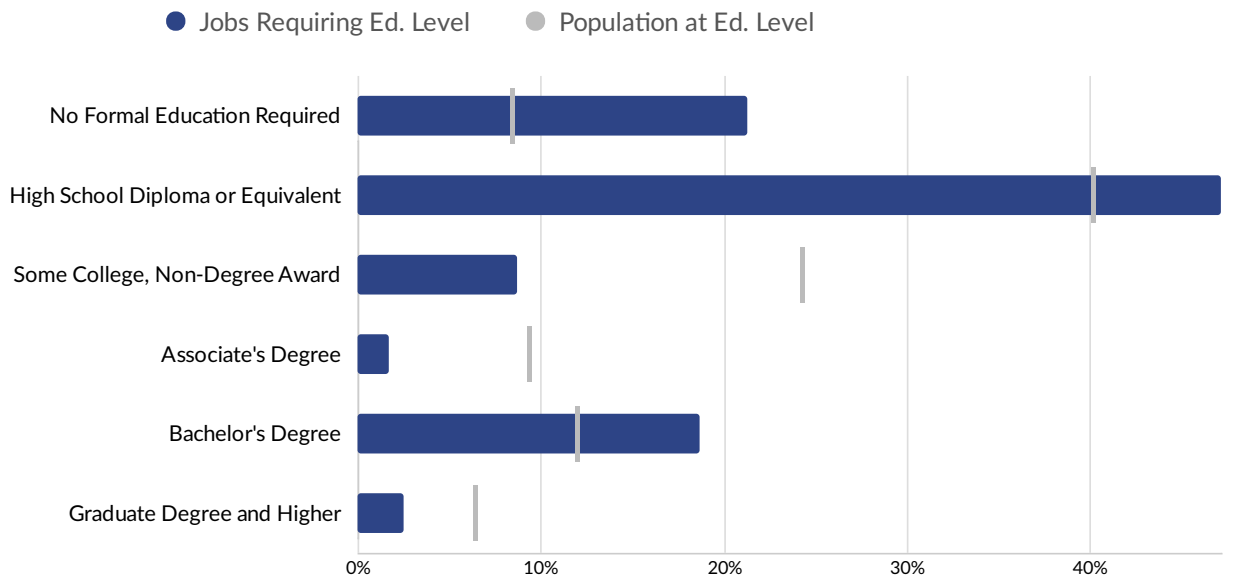


## Top Posted Occupations





## Underemployment



Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Production	704	753	49	+7%	2.36	\$16.68	14
Office and Administrative Support	580	590	10	+2%	0.76	\$14.56	24
Food Preparation and Serving Related	483	500	17	+4%	1.10	\$9.96	16
Sales and Related	442	466	24	+5%	0.86	\$10.02	89
Education, Training, and Library	357	402	45	+13%	1.30	\$18.47	4
Construction and Extraction	355	348	-7	-2%	1.36	\$19.03	1
Management	296	309	13	+4%	0.99	\$29.80	10
Transportation and Material Moving	315	307	-8	-3%	0.81	\$14.74	94
Installation, Maintenance, and Repair	268	285	17	+6%	1.34	\$19.76	6
Healthcare Practitioners and Technical	273	275	2	+1%	0.91	\$25.92	30
Personal Care and Service	209	261	52	+25%	1.07	\$10.83	7
Building and Grounds Cleaning and Maintenance	171	176	5	+3%	0.89	\$11.48	3
Protective Service	146	156	10	+7%	1.29	\$16.35	1
Community and Social Service	119	137	18	+15%	1.49	\$20.35	8
Business and Financial Operations	114	126	12	+11%	0.44	\$24.57	2
Architecture and Engineering	70	73	3	+4%	0.80	\$29.31	7
Healthcare Support	73	69	-4	-5%	0.47	\$14.13	12
Life, Physical, and Social Science	51	57	6	+12%	1.30	\$24.34	1

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	50	51	1	+2%	0.52	\$15.57	4
Farming, Fishing, and Forestry	53	45	-8	-15%	1.11	\$13.33	0
Computer and Mathematical	27	35	8	+30%	0.22	\$27.67	3
Legal	22	26	4	+18%	0.57	\$28.23	1
Military-only	22	19	-3	-14%	0.61	\$20.99	0

## Educational Pipeline

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

# In-Demand Skills

