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# 2015 Baraboo Area Community Profile Update

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## 1. Labor Force and Employment

A community's labor force is the portion of the population that is employed, available for work, or looking for work. The labor force includes people who are in the armed forces, employed, unemployed, or actively seeking employment. Recent (2009-2013) American Community Surveys done by the U.S. Census show that there are 9,680 people 16 and older in Baraboo but only 6,808 of these people are in the labor force.

Exact percentages will be shown below in table 1. Looking at the table we see that the sales and office occupations contain the highest amount of workers, 30 percent, followed by the management field, 24.1 percent. By industry, the highest percent employed is the educational, health, and social services at 18 percent, followed by manufacturing which has 17.9 percent of workers, and third is retail trade at 17.6 percent. Education and social services is most likely highest due to the UW campus within the city. Teel plastics and other manufacturing companies within the city strengthen this industry, and many retail stores, such as Wal-Mart and many independent retail stores within downtown Baraboo account for this percentage.

Being the largest community in Sauk County, Baraboo is perfect area for growing business as well as retaining it. With the location and amount of businesses it is perfect for economic growth. The UW campus provides many students who are likely to spend their money locally and provide local economic growth, and the manufacturing department continues to provide jobs to a large part of Baraboo.

Table 1

Occupation and Labor Force	2009-2013	Difference	2000
Management, professional, and related occupations	24.1%	-2.1%	26.2%
Sales and office occupations	30.0%	6.2%	23.8%
Service occupations	19.8%	-3.1%	22.9%
Production, transportation and material moving occupations	20.5%	4.0%	16.5%
Natural resources, construction and maintenance occupations	5.7%	N/A	N/A
Construction, extraction and maintenance occupations	N/A	N/A	10.3%
Farming, fishing, and forestry occupations	N/A	N/A	0.4%

Source U.S. Census

Table 2

Industry and Labor Force	2009-2013	Difference	2000
Manufacturing	17.9%	-1.9%	19.8%
Educational, health and social services	18.0%	-0.7%	18.7%
Arts, entertainment, recreation, accommodation and food services	13.3%	-1.6%	14.9%
Retail trade	17.6%	4.1%	13.5%
Public administration	4.4%	-0.9%	5.3%
Construction	2.3%	-2.4%	4.7%
Professional, scientific, management, administrative, waste management services	5.0%	0.5%	4.5%
Finance, insurance, real estate, and rental and leasing	5.6%	1.3%	4.3%
Wholesale Trade	6.1%	1.9%	4.2%
Transportation and warehousing, and utilities	3.4%	-0.2%	3.6%
Other services	3.7%	0.5%	3.2%
Information	1.4%	-0.1%	2.3%
Agriculture, forestry, fishing and hunting, and mining	1.2%	0.0%	1.2%

Source U.S. Census

Comparing Baraboo to the State of Wisconsin, it is seen that Wisconsin has the same top three industries as Baraboo: Education, Manufacturing, and retail trade. Compared to Sauk County, the top three industries are Education, Manufacturing, and Arts, entertainment, recreation, accommodation and food service. Unemployment across the city, county, and state differ. For Baraboo the unemployment rate is 7.7 percent, which is higher than state unemployment at 5.3 percent. Sauk County has the lowest unemployment rate out of all three with an unemployment rate of 4.9 percent. Woods & Poole Economics, Inc., a regional economic and demographic analysis firm, predicts that total employment in Sauk County is growing at an annual rate of 5.57 percent from 1996 to 2020. Total employment in Sauk County is predicted to increase 37 percent over the next 20 years, from approximately 49,425 workers in 2010 to 57,380 workers in 2020. Jobs in the service sector are predicted to experience the most growth during this time span, while the percentage of farming jobs will decrease.

## 2. Educational Attainment

In Table 3, Baraboo's education status is shown. Of Baraboo's current population of people aged 25 and older, approximately 86 percent have a high school diploma while approximately 20 percent have a bachelor's degree or higher. This shows that Baraboo has a higher high school attainment rate than Delton or Fairfield, and has a higher attainment rate for bachelor's degree or higher compared to Delton. However, Baraboo comes in on the low end

of educational attainment as it is beaten by the State of Wisconsin, Sauk County, and the town of Greenfield in both categories and by Fairfield in bachelor's degree or higher. Since Baraboo is lacking in both fields compared to the state and county averages, the city should help focus on students achieving high school graduation which would help more people attain higher college degrees.

Table 3

Area	High School Diploma 2009-2013	Difference	2000
City of Baraboo	86.5%	3.5%	83.0%
Village of West Baraboo*	84.1%	6.7%	77.4%
Town of Baraboo	N/A	N/A	87.0%
Town of Delton*	85.5%	0.0%	85.5%
Town of Fairfield*	84.8%	0.0%	84.8%
Town of Greenfield	91.3%	1.0%	90.3%
Sauk County	89.4%	5.9%	83.5%
State of WI	90.4%	5.3%	85.1%
Area	Bachelor's Degree or Higher 2009-2013	Difference	2000
City of Baraboo	20.6%	-0.2%	20.8%
Village of West Baraboo*	21.1%	2.30%	18.8%
Town of Baraboo	N/A	N/A	25.0%
Town of Delton*	15.3%	0.0%	15.3%
Town of Fairfield*	21.8%	0.0%	21.8%
Town of Greenfield	27.1%	6.3%	20.8%
Sauk County	21.0%	3.4%	17.6%
State of WI	26.8%	4.4%	22.4%

Source U.S. Census

\*Source City-data.com

### 3. Income Data

Using the information from the 2009-2013 American Community Survey found on the U.S. Census website, table 4 was constructed. According to this data, Baraboo's median household income is approximately nine thousand dollars below that of the states and the county. Baraboo also has the lowest per capita income out of all the others in the category. However, Baraboo has one of the highest percentages of people in the labor force but also has one of the highest unemployment rates out of the others.

Table 4

Area	Median HH Income 2009-2013	Difference	2000	Per Capita Income 2009-2013	Difference	2000
City of Baraboo	\$43,949	\$5,574	\$38,375	\$23,617	\$4,313	\$19,304
Village of West Baraboo*	\$45,165	\$3,547	\$41,618	\$24,816	\$5,903	\$18,283
Town of Baraboo	N/A	N/A	\$48,419	N/A	N/A	\$22,979
Town of Fairfield*	\$61,312	\$10,687	\$50,625	\$28,946	\$6,791	\$22,155
Town of Greenfield	\$50,864	\$1,205	\$49,659	\$30,234	\$9,307	\$20,927
Sauk County	\$52,140	\$10,190	\$41,941	\$25,988	\$6,293	\$19,695
State of WI	\$52,413	\$8,622	\$43,791	\$27,523	\$6,252	\$21,271
Area	Percent in Labor Force 2009-2013	Difference	2000	Percent Unemployed 2009-2013	Difference	2000
City of Baraboo	70.3%	-6.4%	76.7%	7.7%	6.2%	1.5%
Village of West Baraboo*	N/A	N/A	77.5%	5.1%	2.4%	2.7%
Town of Baraboo	N/A	N/A	70.6%	N/A	N/A	2.1%
Town of Fairfield*	N/A	N/A	73.9%	5.1%	2.3%	2.8%
Town of Greenfield	70.3%	-11.3%	81.6%	4.9%	2.0%	2.9%
Sauk County	71.0%	-0.6%	71.6%	4.9%	1.9%	3.0%
State of WI	67.9%	-1.2%	69.1%	5.3%	2.1%	3.2%

Source U.S. Census

\*Source City-data.com

#### 4. Commuting Data

According to the census 84 percent of workers 16 and older, 4,940 people, drive to work alone. While only 8.7 percent of people carpool to work. Only two people indicated using public transportation (excluding taxicabs), this due to the fact Baraboo is a small enough city that public transportation is not a heavily demanded sector. 3.4 percent of people reported they walked to work, followed by 2.3% saying they worked at home. Only 1.4% of people indicated using other means of transportation. For the people of Baraboo, the mean travel time to work is 17.3 minutes, while the average for Wisconsin is 21.7 minutes.

## 5. Migration

According to the census 76.2 percent of the people in Baraboo were born in Wisconsin, the other 33.8 percent came from another state or country. 78.2 percent of the people in the Baraboo had lived in the same house the year before. Residence one year ago in the same county is 14.7 percent. Residence one year ago in the same state is 4.4%.

Table 5

Area	Born WI 2009-2013	Difference	2000	Same House One Year Ago 2009-2013	Same County One Year Ago 2009-2013	Same State One Year Ago 2009-2013
City Of Baraboo	76.2%	-2.0%	72.4%	78.2%	14.7%	4.4%
Area	Same House In 1995	Same County In 1995	Same State In 1995			
City Of Baraboo	53.8%	25.9%	12.8%			

Source U.S. Census