



# Price County, WI

Northwest Regional Planning Commission



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**NWRPC**  
*keeping your future as our focus*

1400 S. River Street  
Spooner, Wisconsin 54801

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## Report Parameters

### 1 County

55099 Price 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

14,386

Population (2022)

Population **grew by 1,009** over the last 5 years and is projected to **grow by 1,364** over the next 5 years.

6,734

Total Regional Employment

Jobs **grew by 743** over the last 5 years and are projected to **grow by 627** over the next 5 years.

\$52.1K

Median Household Income (2021)

Median household income is **\$17.0K below** the national median household income of \$69.0K.

## Takeaways

- As of 2022 the region's population **increased by 7.5%** since 2017, growing by 1,009. Population is expected to **increase by 9.5%** between 2022 and 2027, adding 1,364.
- From 2017 to 2022, jobs **increased by 12.4%** in Price County, WI from 5,992 to **6,734**. This change **outpaced the national growth rate of 3.4% by 9.0%**. As the number of jobs increased, the **labor force participation rate decreased from 61.1% to 50.1% between 2017 and 2022**.
- Concerning educational attainment, **11.3% of Price County, WI residents possess a Bachelor's Degree** (9.5% below the national average), and **14.4% hold an Associate's Degree** (5.5% above the national average).
- The top three industries in 2022 are Logging, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

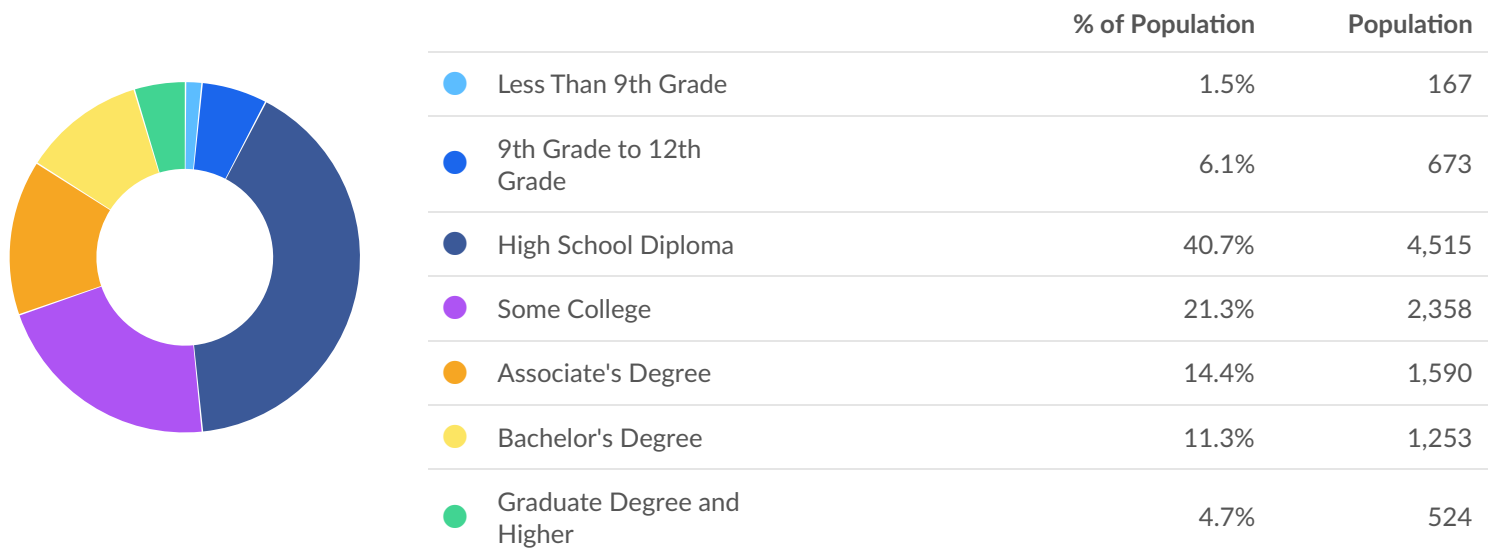
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	14,686	6,053	6,734	100.7	\$656.62M	\$1.17B	\$1.01B
State	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

## Jan 2023 Labor Force Breakdown



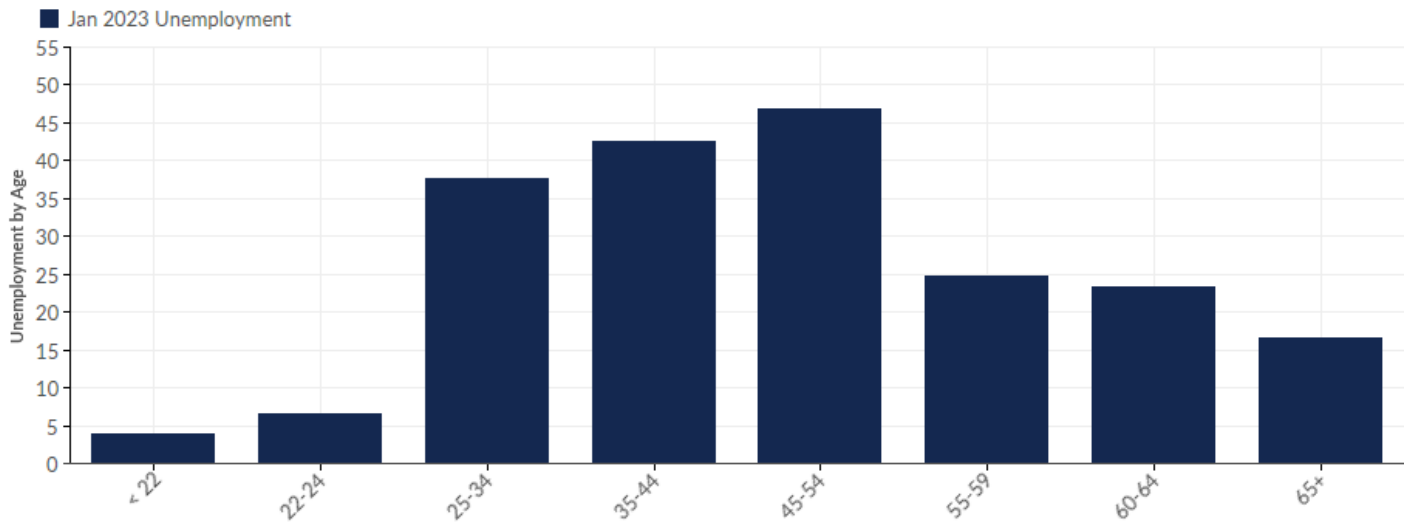
## Educational Attainment

Concerning educational attainment, **11.3% of Price County, WI residents possess a Bachelor's Degree** (9.5% below the national average), and **14.4% hold an Associate's Degree** (5.5% above the national average).



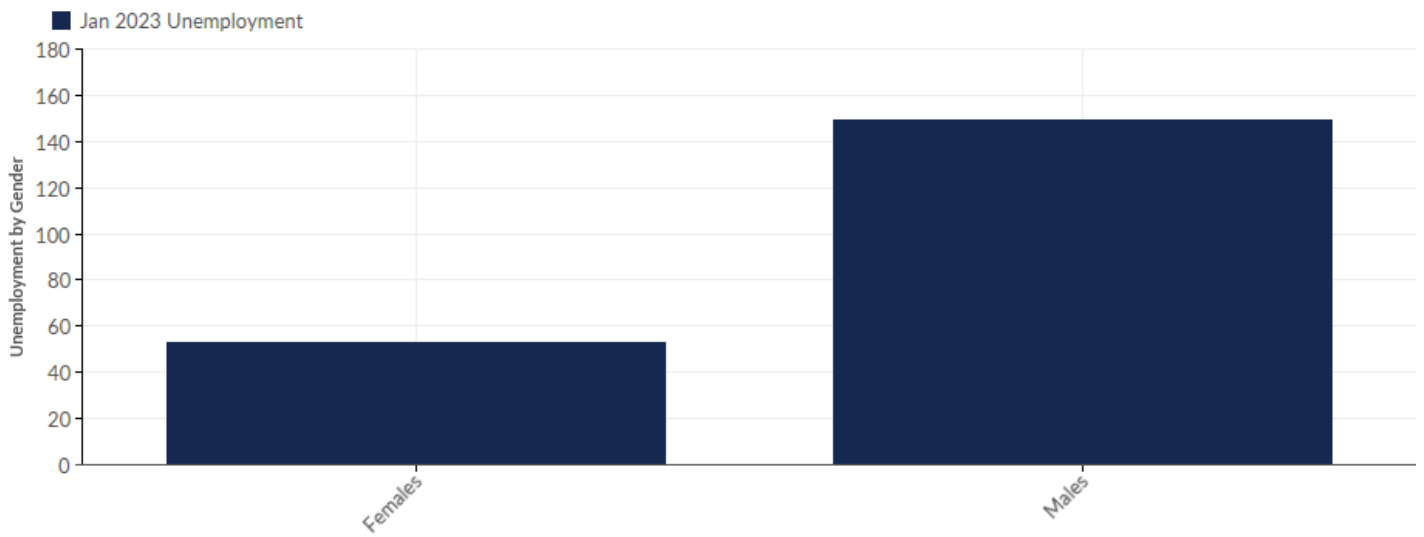
# Unemployment by Demographics

## Unemployment by Age



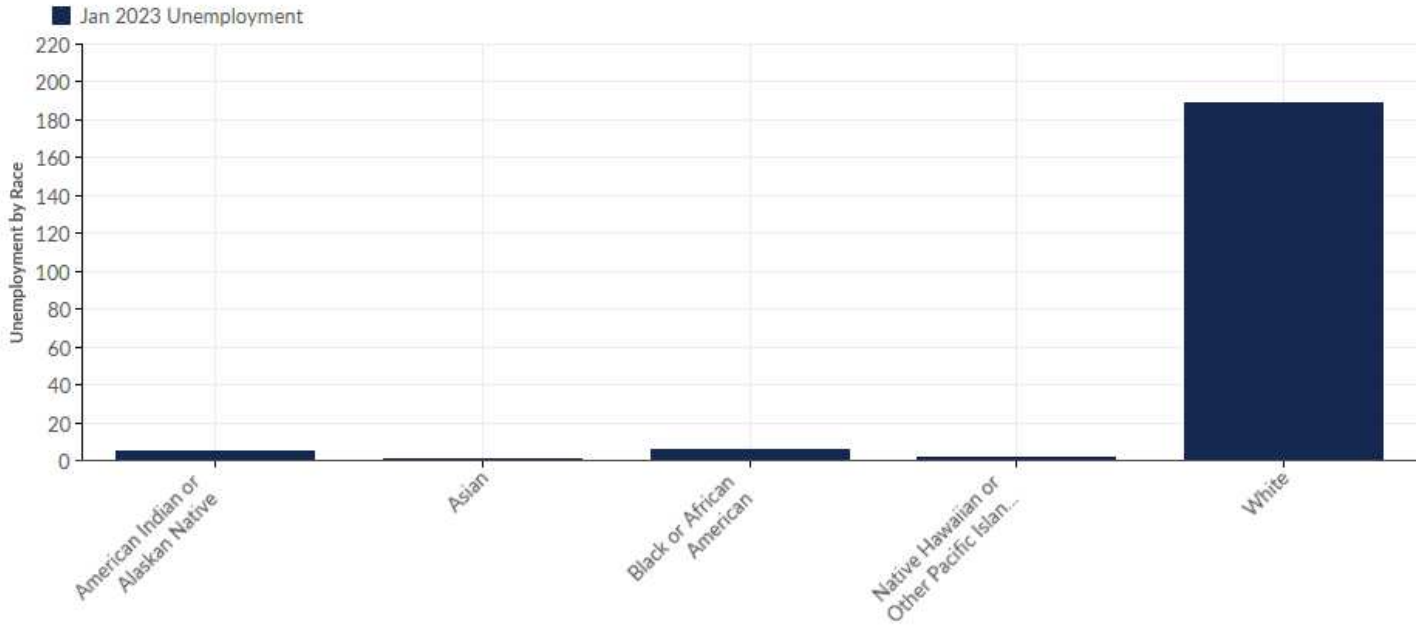
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	4	1.98%
22-24	7	3.47%
25-34	38	18.81%
35-44	43	21.29%
45-54	47	23.27%
55-59	25	12.38%
60-64	23	11.39%
65+	17	8.42%
<b>Total</b>	<b>202</b>	<b>101.00%</b>

## Unemployment by Gender



Gender	Unemployment (Jan 2023)	% of Unemployed
Females	53	26.24%
Males	149	73.76%
Total	202	100.00%

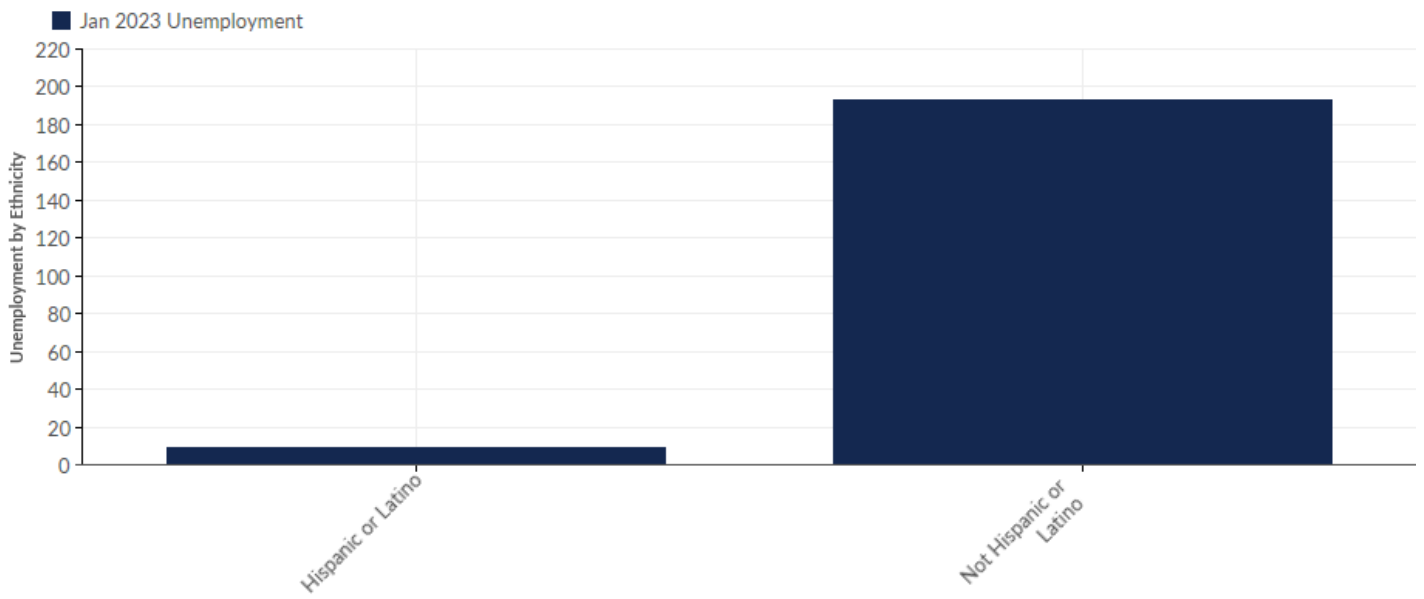
## Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	5	2.48%
Asian	1	0.50%
Black or African American	6	2.97%
Native Hawaiian or Other Pacific Islander	2	0.99%
White	189	93.56%
<b>Total</b>	<b>202</b>	<b>100.00%</b>



## Unemployment by Ethnicity

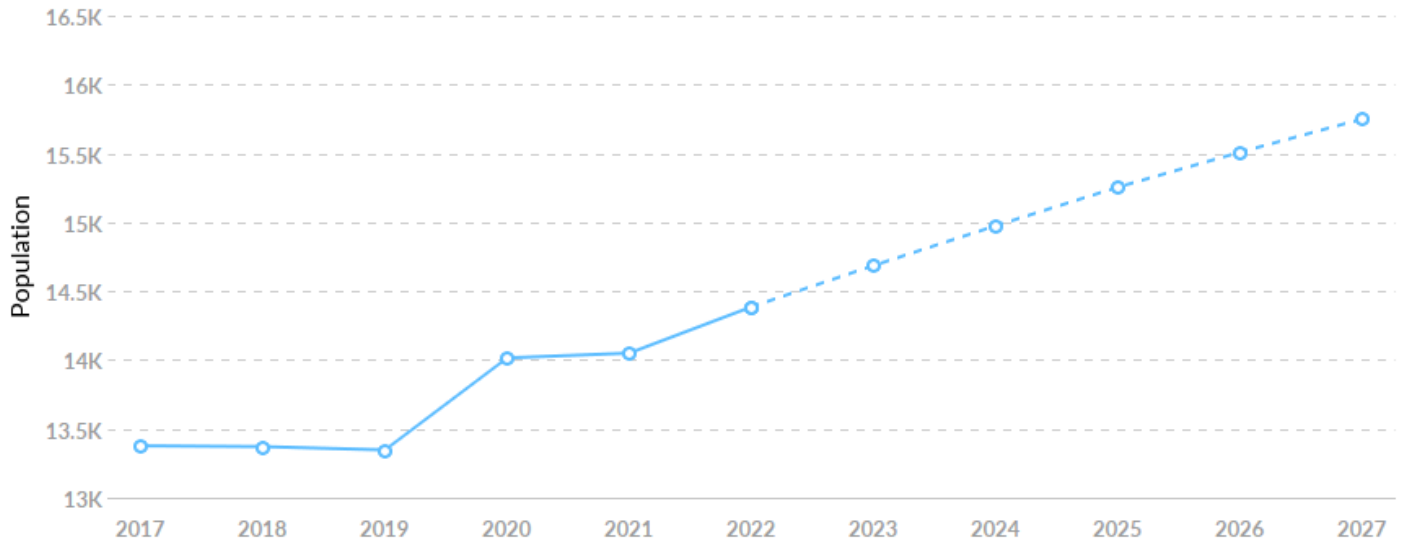


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	9	4.46%
Not Hispanic or Latino	193	95.54%
Total	202	100.00%

# Historic & Projected Trends

## Population Trends

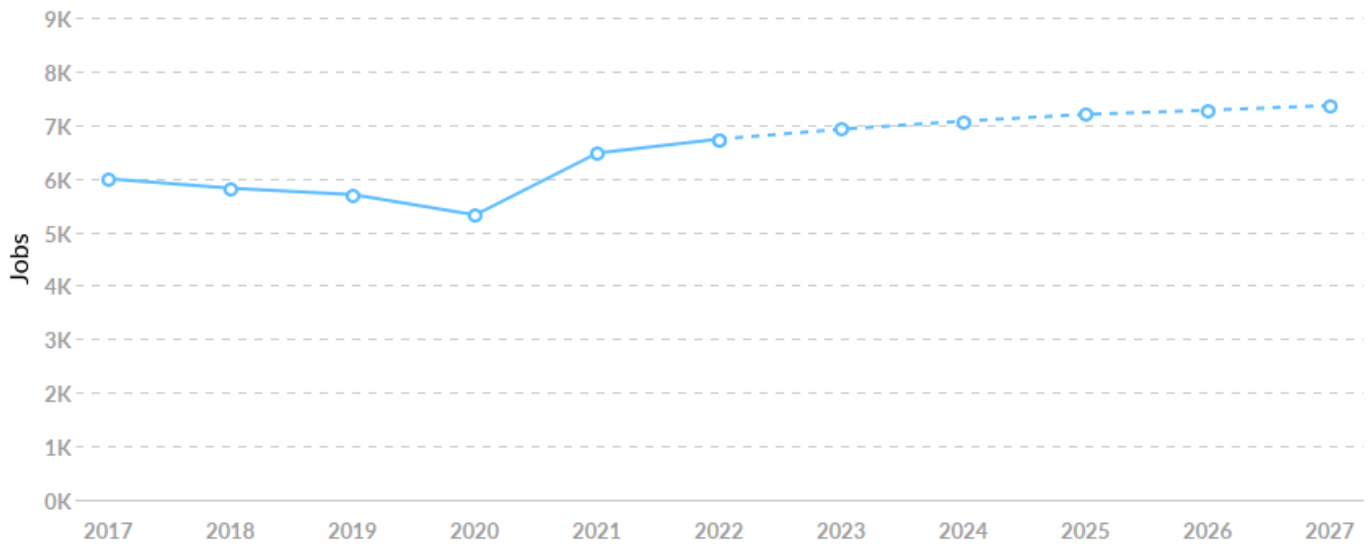
As of 2022 the region's population increased by 7.5% since 2017, growing by 1,009. Population is expected to increase by 9.5% between 2022 and 2027, adding 1,364.



Timeframe	Population
2017	13,377
2018	13,371
2019	13,347
2020	14,015
2021	14,050
2022	14,386
2023	14,686
2024	14,975
2025	15,255
2026	15,509
2027	15,750

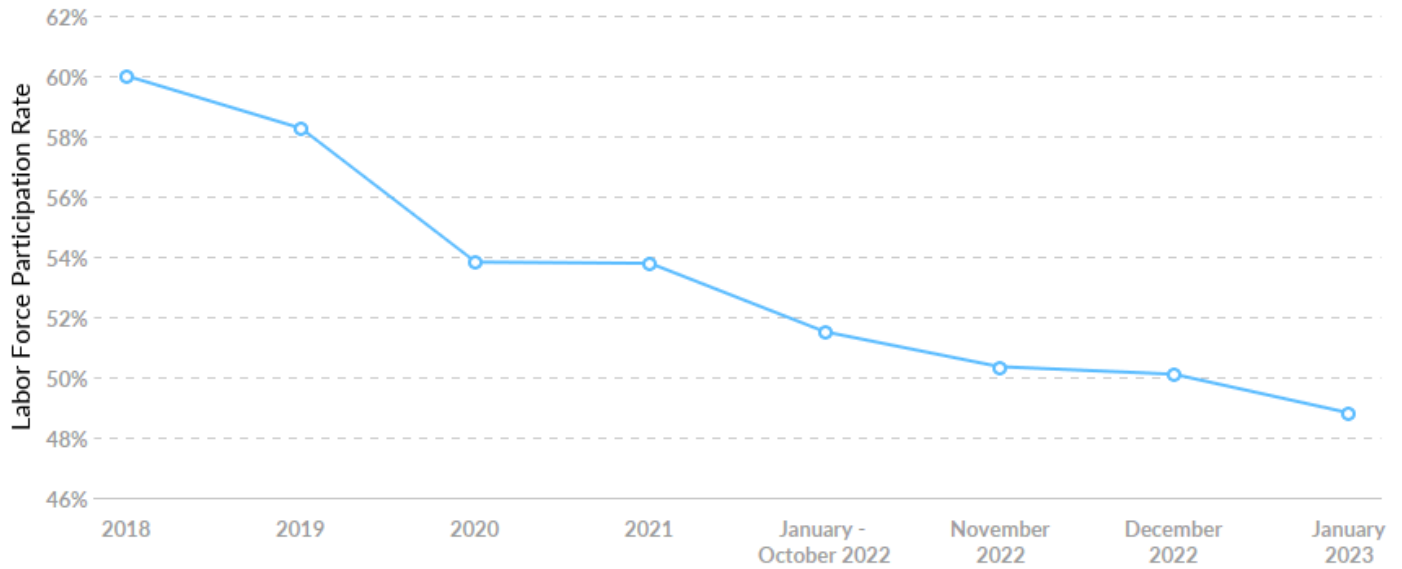
## Job Trends

From 2017 to 2022, jobs increased by **12.4%** in Price County, WI from 5,992 to **6,734**. This change **outpaced the national growth rate of 3.4% by 9.0%**.



Timeframe	Jobs
2017	5,992
2018	5,815
2019	5,697
2020	5,317
2021	6,472
2022	6,734
2023	6,918
2024	7,069
2025	7,195
2026	7,272
2027	7,361

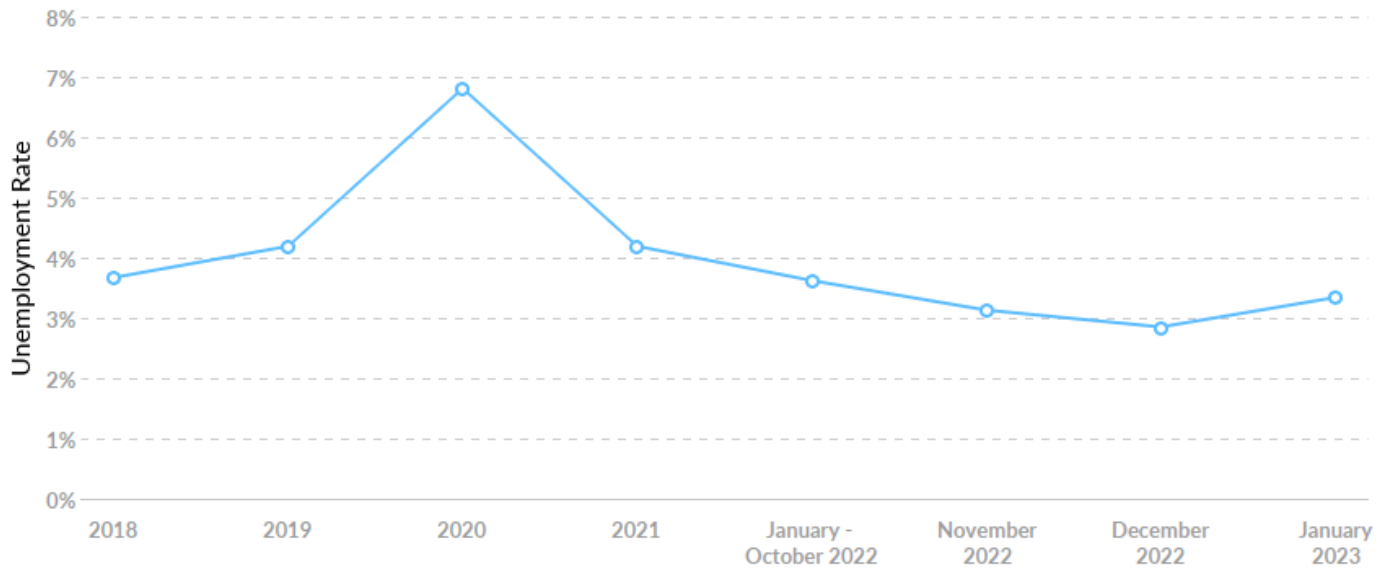
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	60.00%
2019	58.26%
2020	53.82%
2021	53.78%
January - October 2022	51.51%
November 2022	50.35%
December 2022	50.10%
January 2023	48.82%

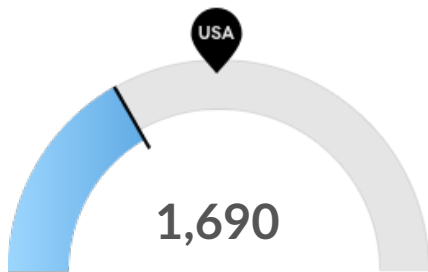
## Unemployment Rate Trends

Price County, WI had a January 2023 unemployment rate of 3.34%, **decreasing from 3.67%** 5 years before.



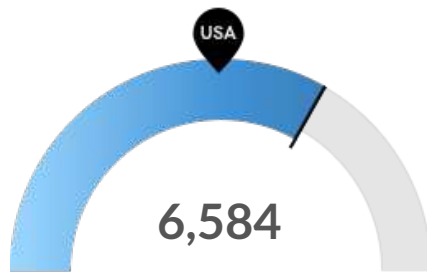
Timeframe	Unemployment Rate
2018	3.67%
2019	4.19%
2020	6.81%
2021	4.19%
January - October 2022	3.62%
November 2022	3.13%
December 2022	2.85%
January 2023	3.34%

## Population Characteristics



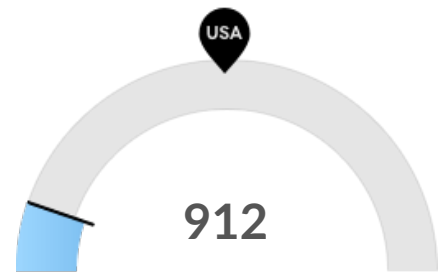
**Millennials**

Price County, WI has 1,690 millennials (ages 25-39). The national average for an area this size is 2,870.



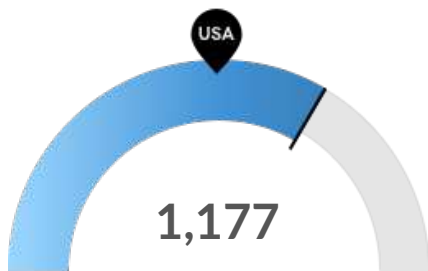
**Retiring Soon**

Retirement risk is high in Price County, WI. The national average for an area this size is 4,176 people 55 or older, while there are 6,584 here.



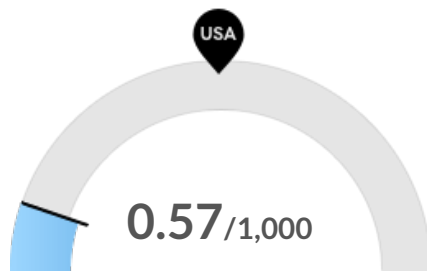
**Racial Diversity**

Racial diversity is low in Price County, WI. The national average for an area this size is 5,717 racially diverse people, while there are 912 here.



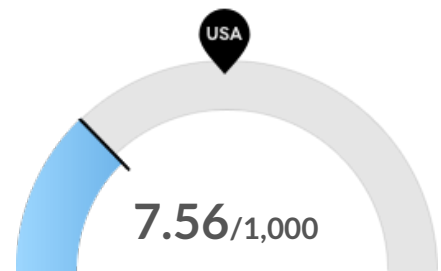
**Veterans**

Price County, WI has 1,177 veterans. The national average for an area this size is 738.



**Violent Crime**

Price County, WI has 0.57 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

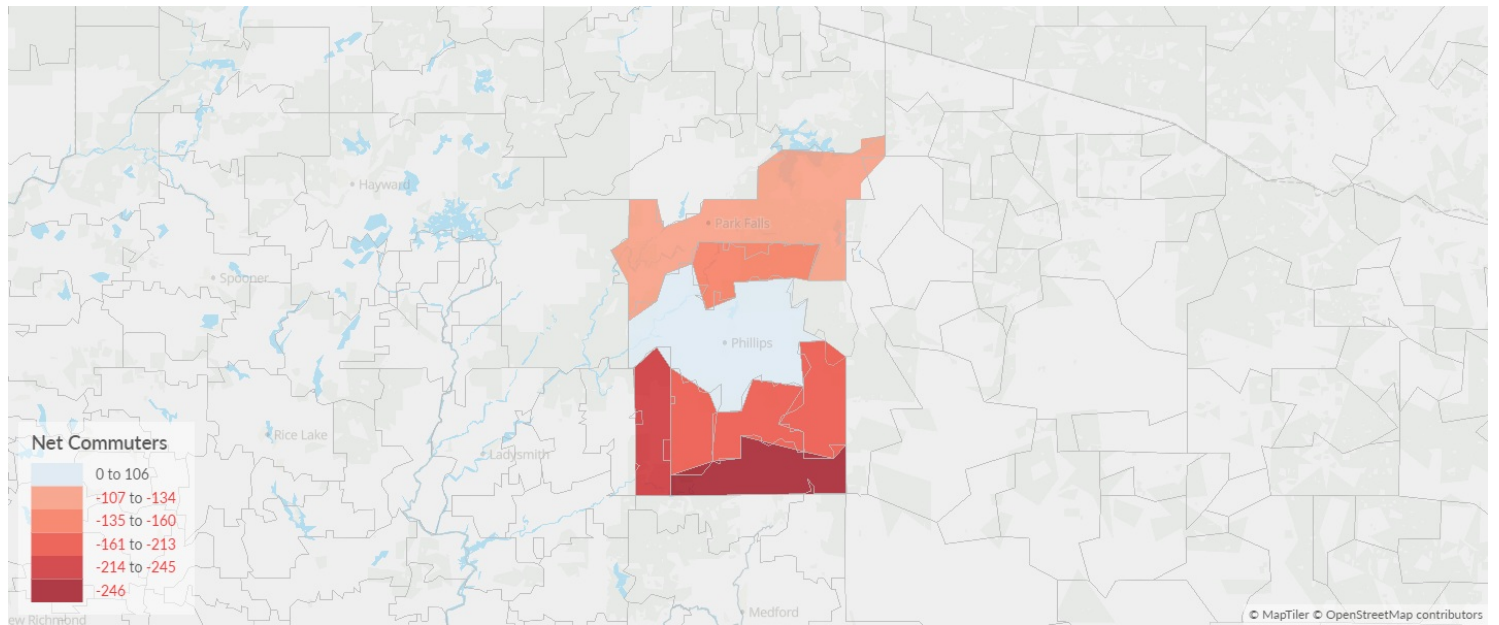


**Property Crime**

Price County, WI has 7.56 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

## Place of Work vs Place of Residence

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



### Where Talent Works

ZIP	Name	2022 Employment
54552	Park Falls, WI (in Price c...	2,424
54555	Phillips, WI (in Price cou...	2,342
54556	Prentice, WI (in Price co...	541
54515	Catawba, WI (in Price c...	387
54537	Kennan, WI (in Price co...	366

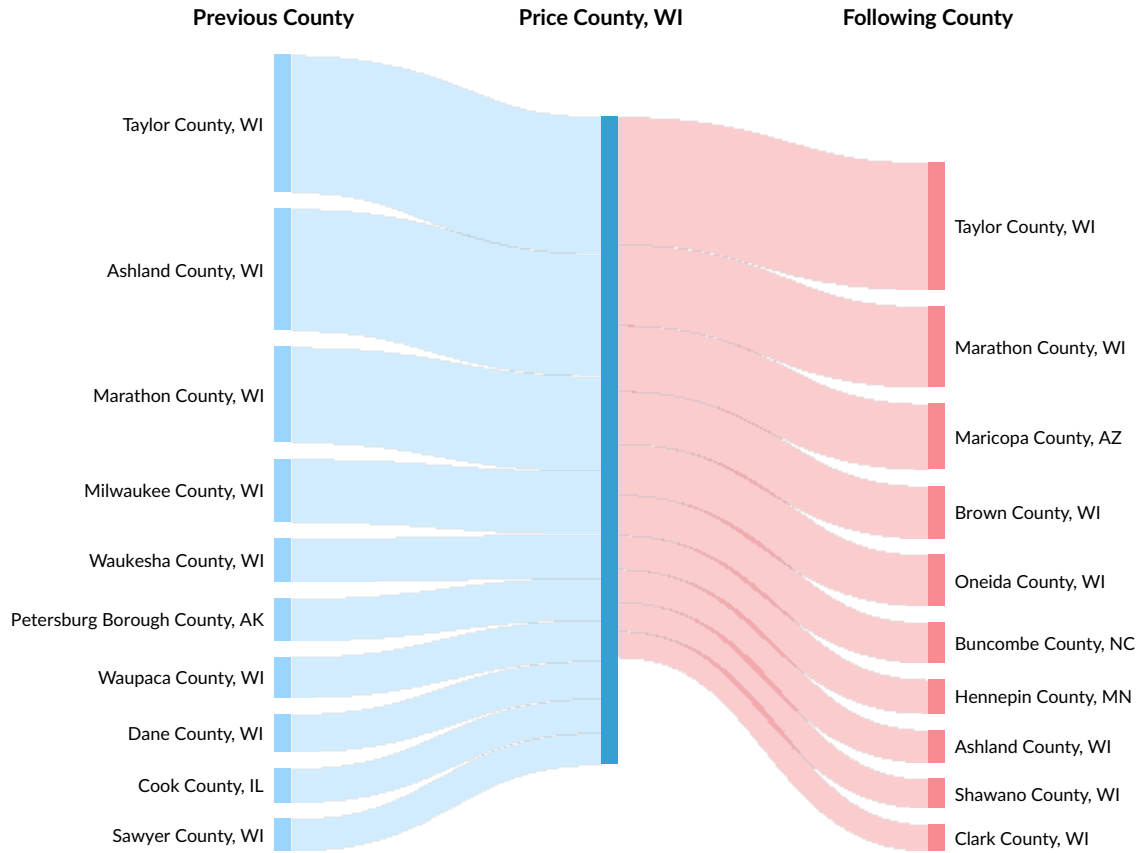
### Where Talent Lives

ZIP	Name	2022 Workers
54552	Park Falls, WI (in Price c...	2,531
54555	Phillips, WI (in Price cou...	2,306
54556	Prentice, WI (in Price co...	721
54537	Kennan, WI (in Price co...	579
54459	Ogema, WI (in Price cou...	569

# Inbound and Outbound Migration

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

As of 2020, **56** people have migrated from Taylor County, WI to Price County, WI. In the same year, **52** people left Price County, WI migrating to Taylor County, WI. The total Net Migration for Price County, WI in 2020 was **202**.



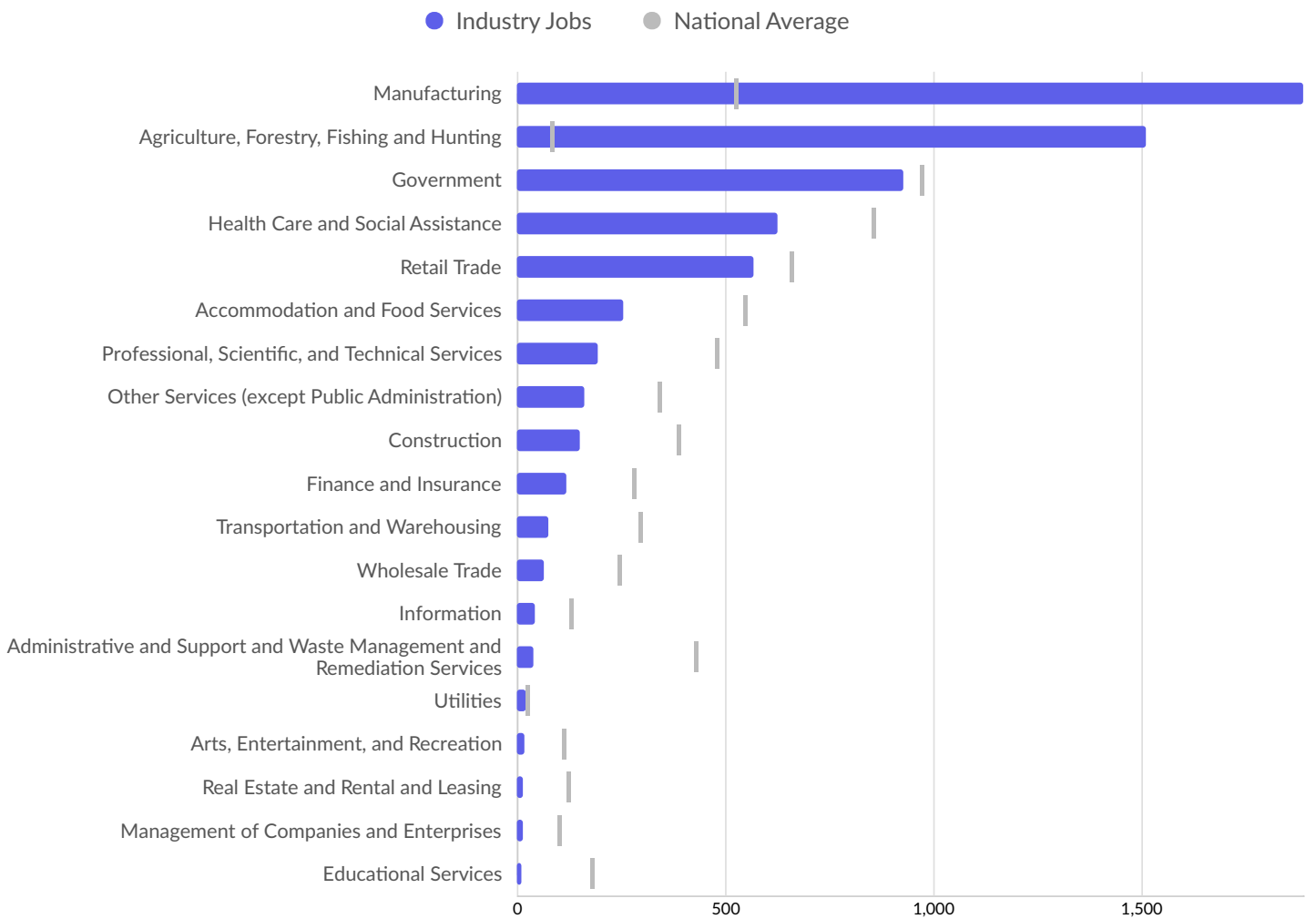
Top Previous Counties	Migrations
Taylor County, WI	56
Ashland County, WI	50
Marathon County, WI	39
Milwaukee County, WI	26
Waukesha County, WI	18
Petersburg Borough County, AK	17



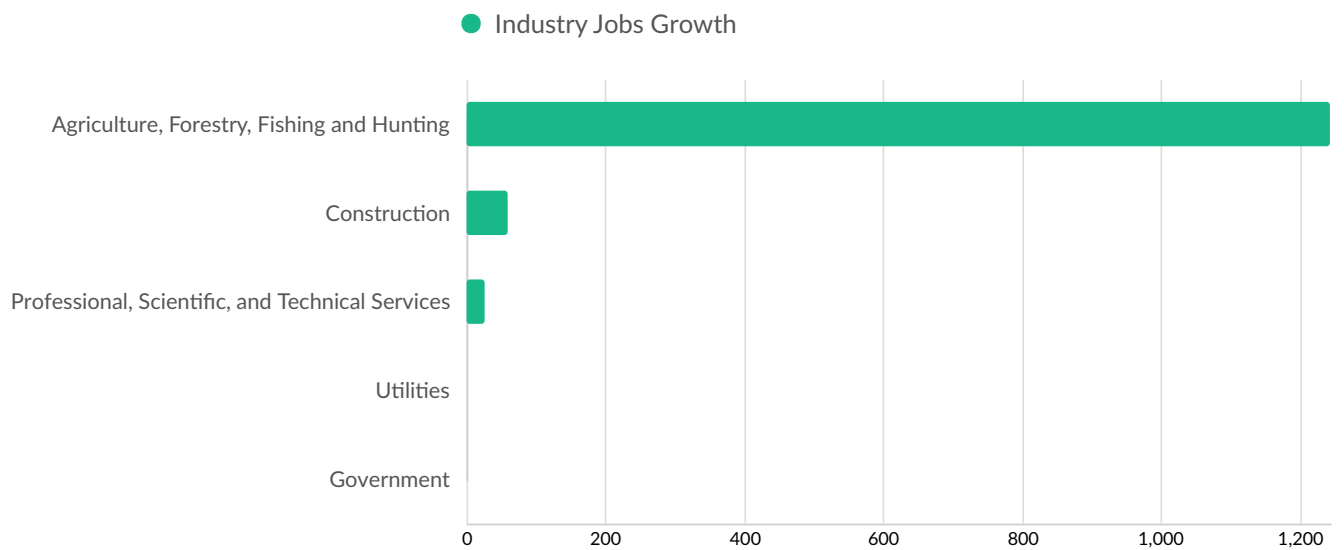
<b>Top Previous Counties</b>	<b>Migrations</b>
Waupaca County, WI	17
Dane County, WI	16
Cook County, IL	14
Sawyer County, WI	13
Portage County, WI	12
Eau Claire County, WI	12
Lincoln County, WI	11
Steele County, MN	11
Barron County, WI	11
<b>Top Following Counties</b>	<b>Migrations</b>
Taylor County, WI	52
Marathon County, WI	33
Maricopa County, AZ	27
Brown County, WI	22
Oneida County, WI	21
Buncombe County, NC	17
Hennepin County, MN	14
Ashland County, WI	13
Shawano County, WI	12
Clark County, WI	11
Lincoln County, WI	11
Chippewa County, WI	9
Winnebago County, WI	9
Pierce County, WI	9
Rusk County, WI	9

# Industry Characteristics

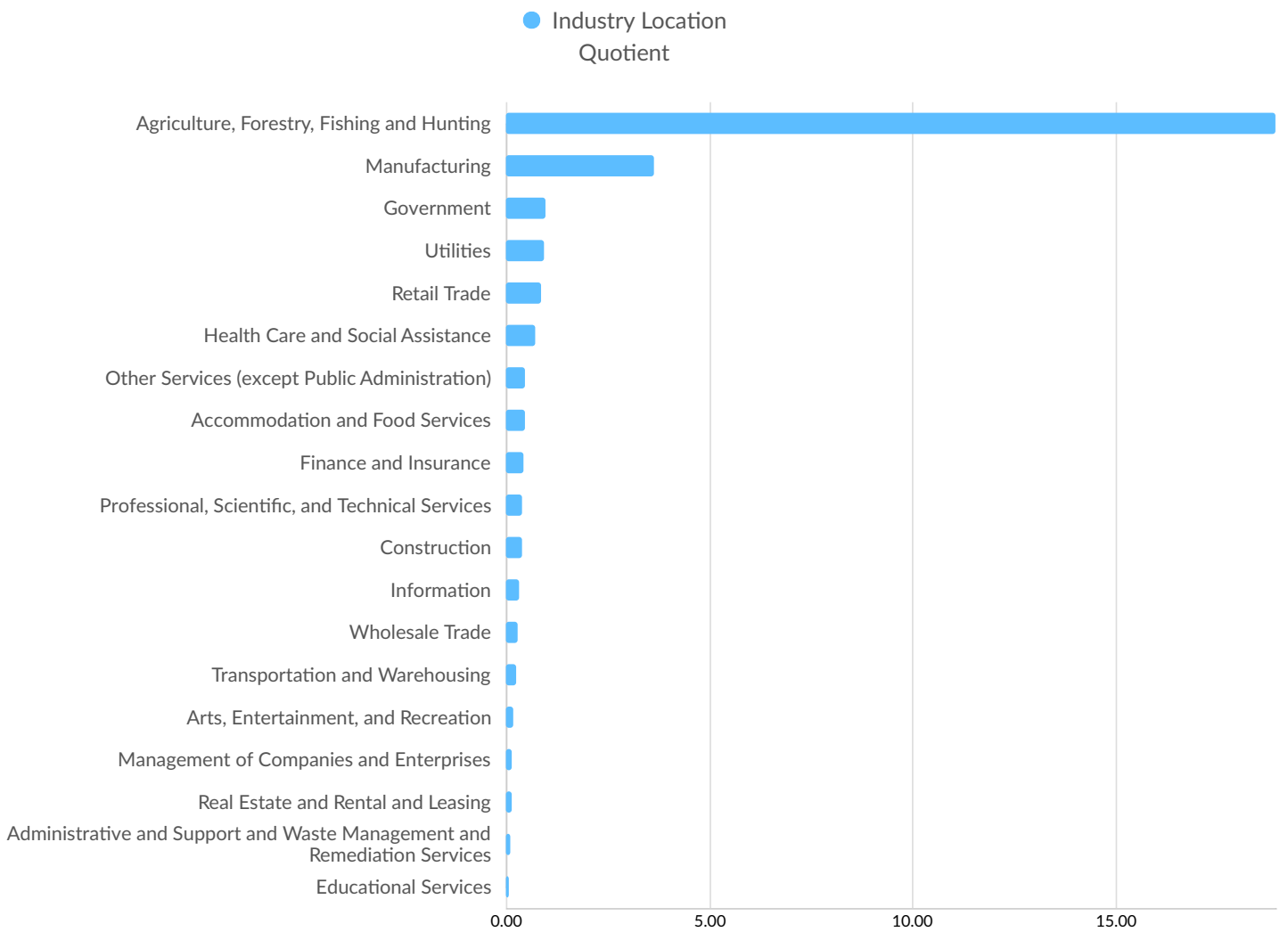
## Largest Industries



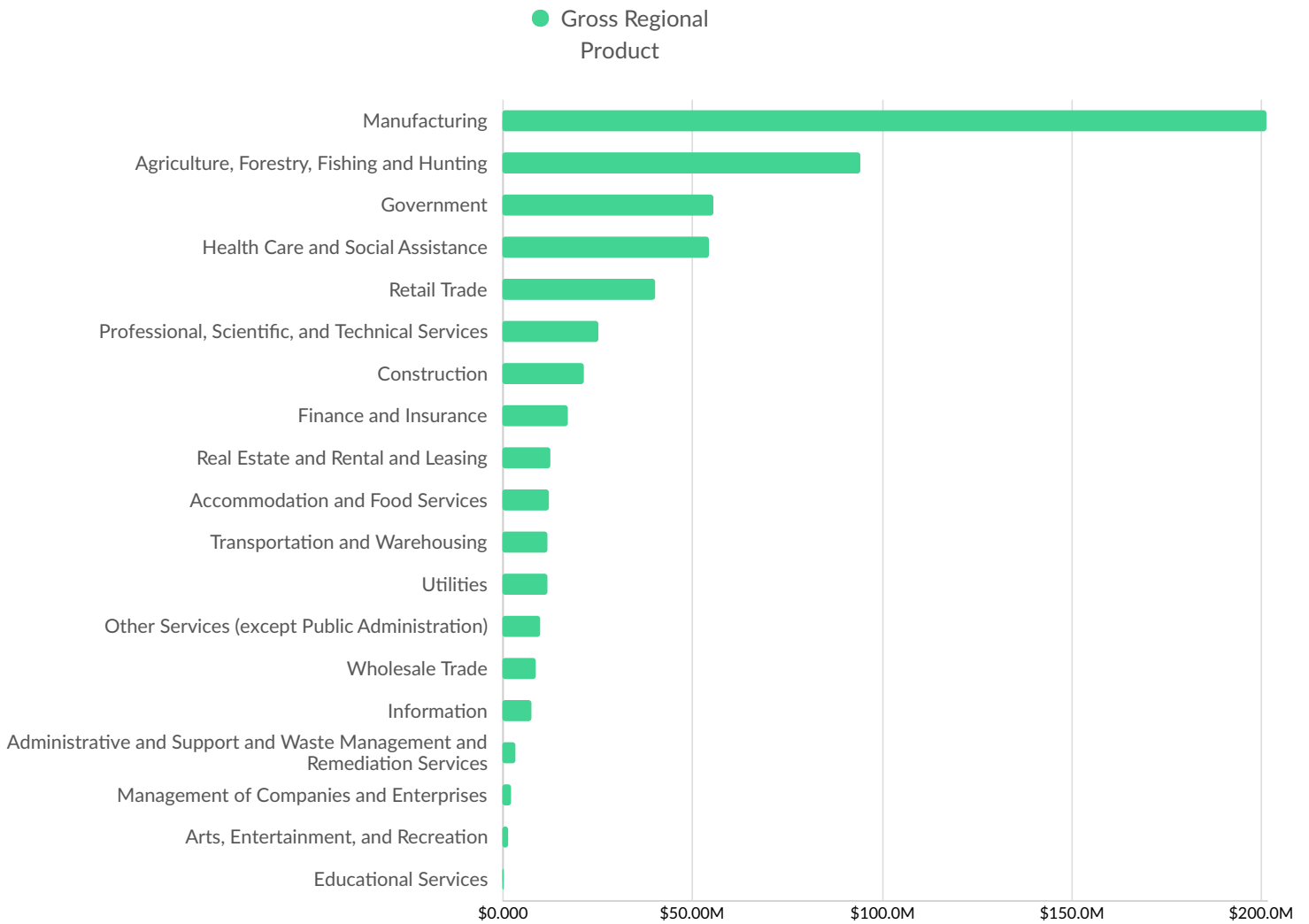
## Top Growing Industries



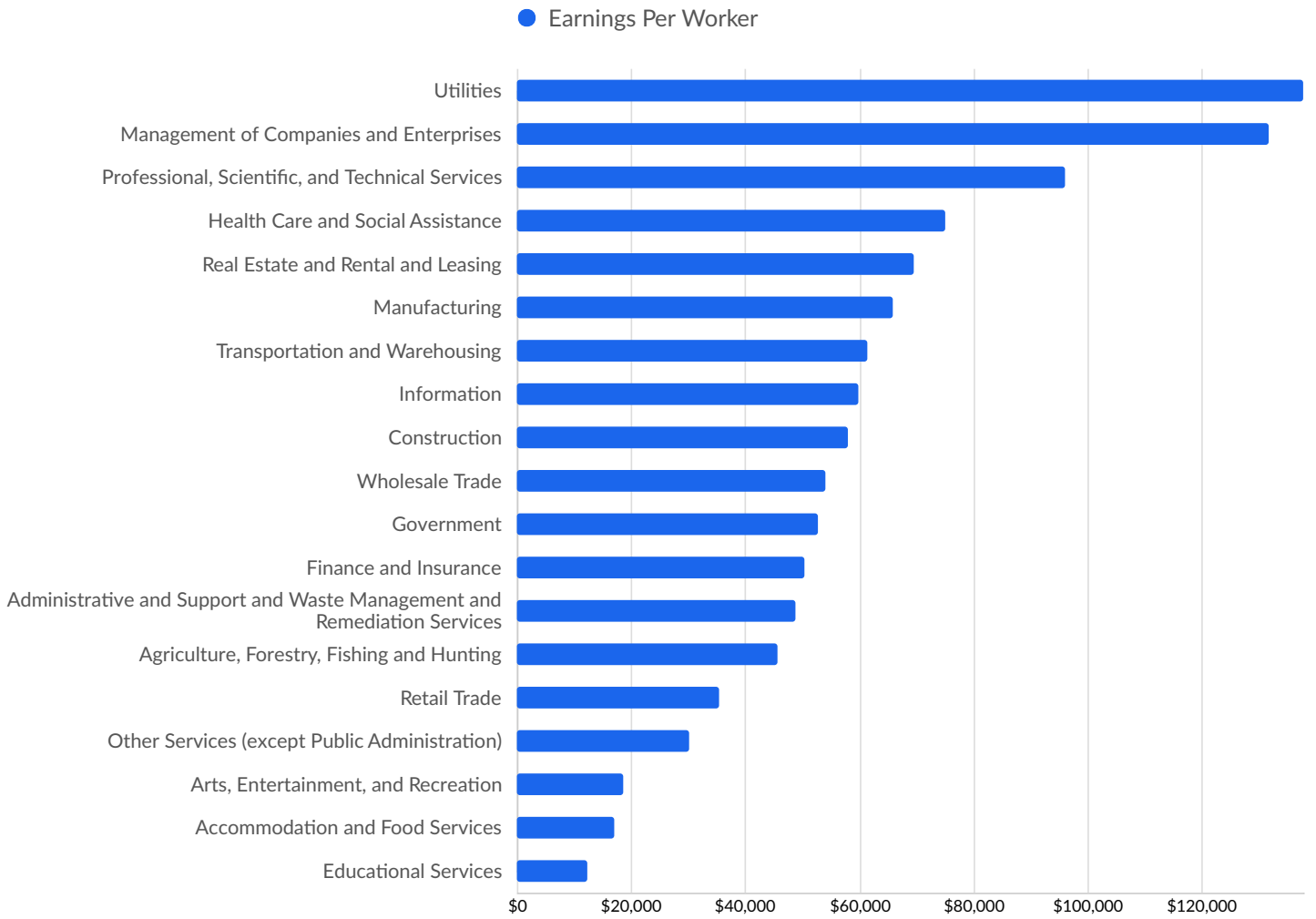
## Top Industry Location Quotient



## Top Industry GRP




## Top Industry Earnings



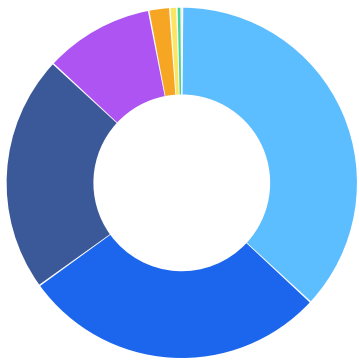
## Business Characteristics

### 771 Companies Employ Your Workers

Online profiles for your workers mention 771 companies as employers, with the top 10 appearing below. In the last 12 months, 94 companies in Price County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Koch Industries	76 	Bw Design Group	104 
Bw Papersystems	71 	Barry Wehmiller Company	98 
Marquipwardunited	50 	Marshfield Clinic	55 
School District Of Phillips	39 	Beaver Dam Community Hospit...	46 
Marshfield Clinic	33 	Kwik Trip	40 
Flambeau River Papers	32 	M & R Stores	37 
Chequamegon School District	31 	Aspirus	24 
Price County, Wisconsin	23 	Koch Industries	19 
Aspirus	21 	Super One Foods	19 
Biewer Lumber	21 	Barry-Wehmiller Companies	18 

## Business Size



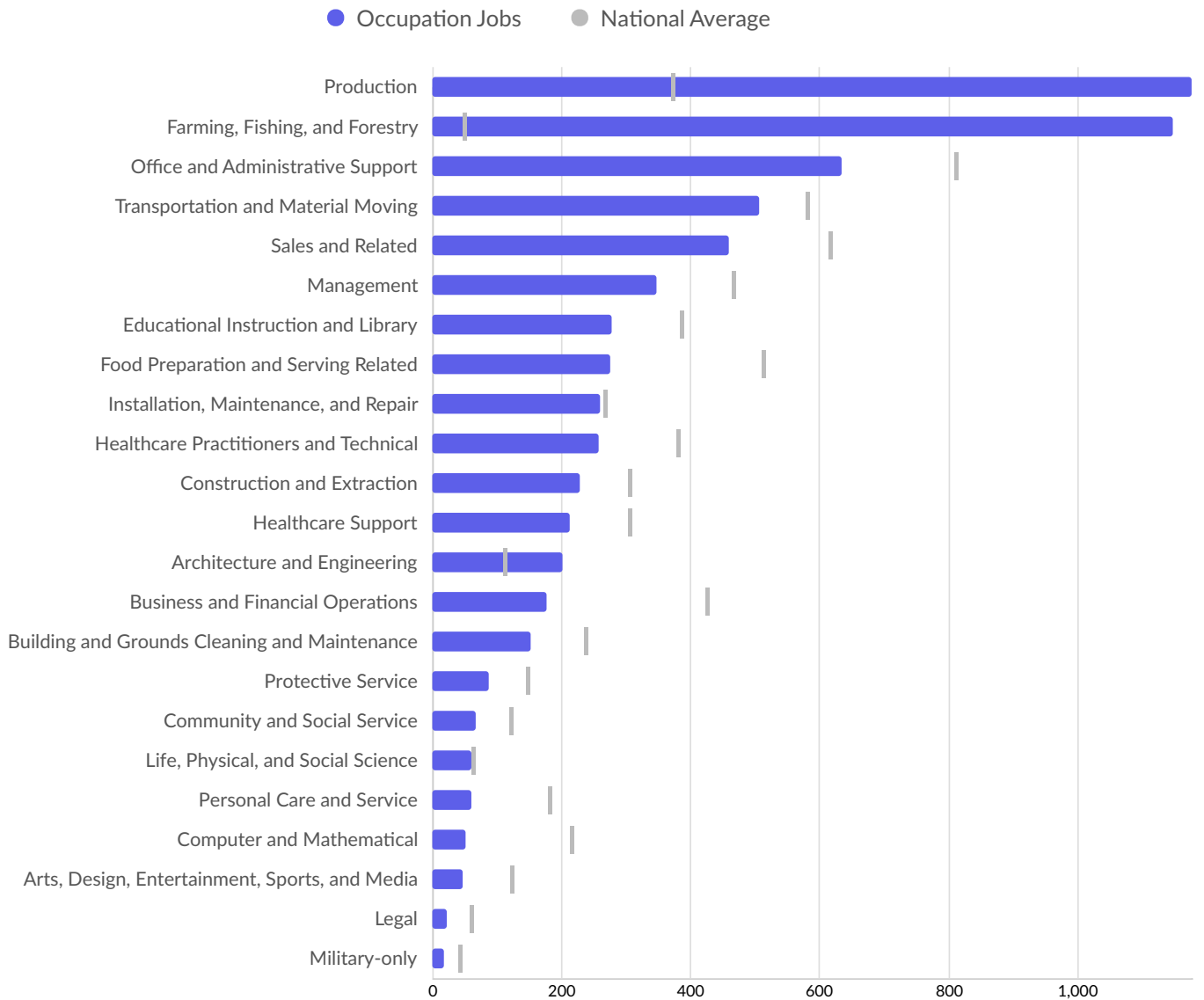
	Percentage	Business Count
● 1 to 4 employees	36.8%	285
● 5 to 9 employees	28.2%	218
● 10 to 19 employees	21.8%	169
● 20 to 49 employees	10.1%	78
● 50 to 99 employees	1.9%	15
● 100 to 249 employees	0.6%	5
● 250 to 499 employees	0.4%	3
● 500+ employees	0.1%	1

*\*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.*

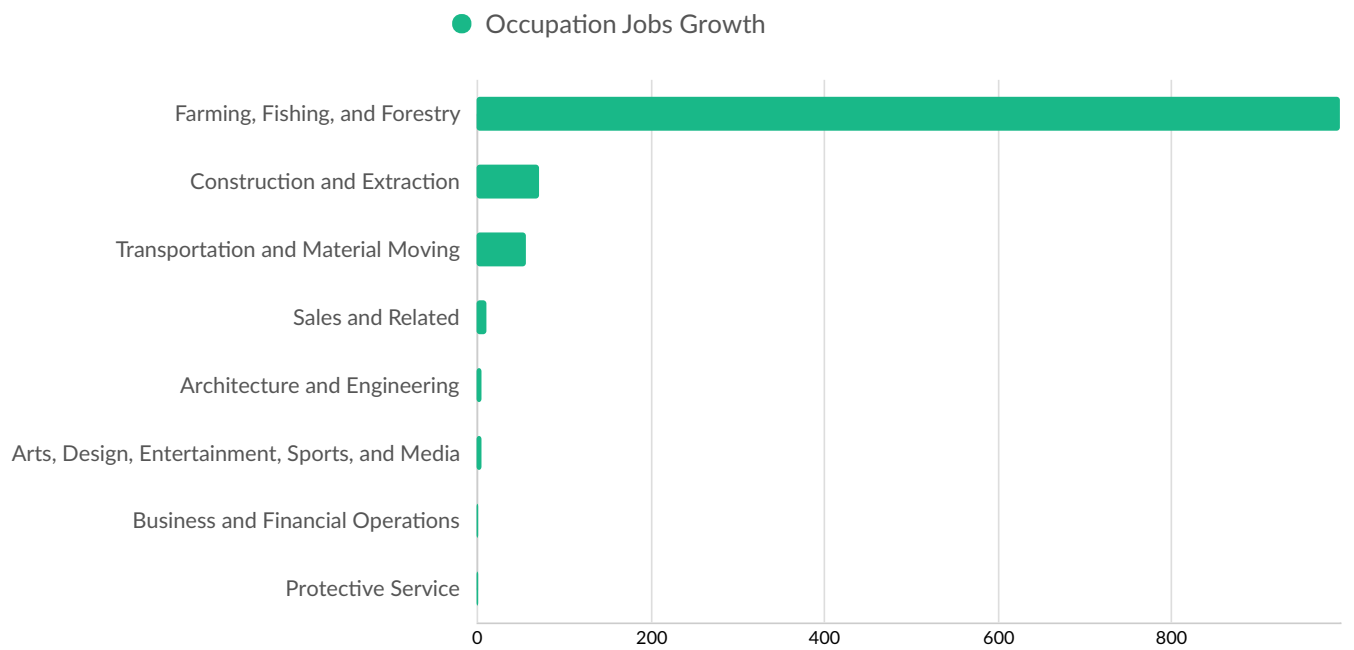


# Workforce Characteristics

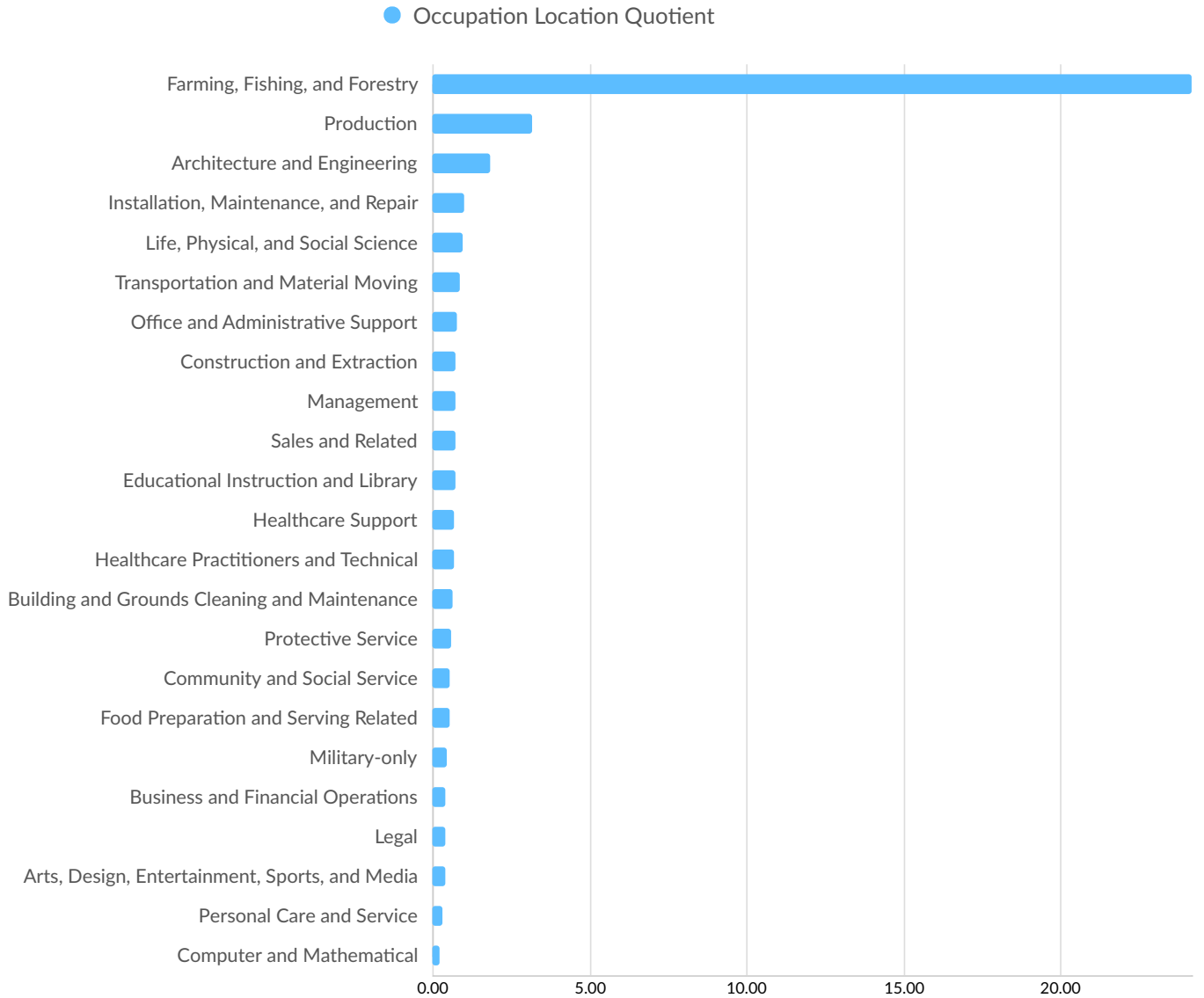
## Largest Occupations



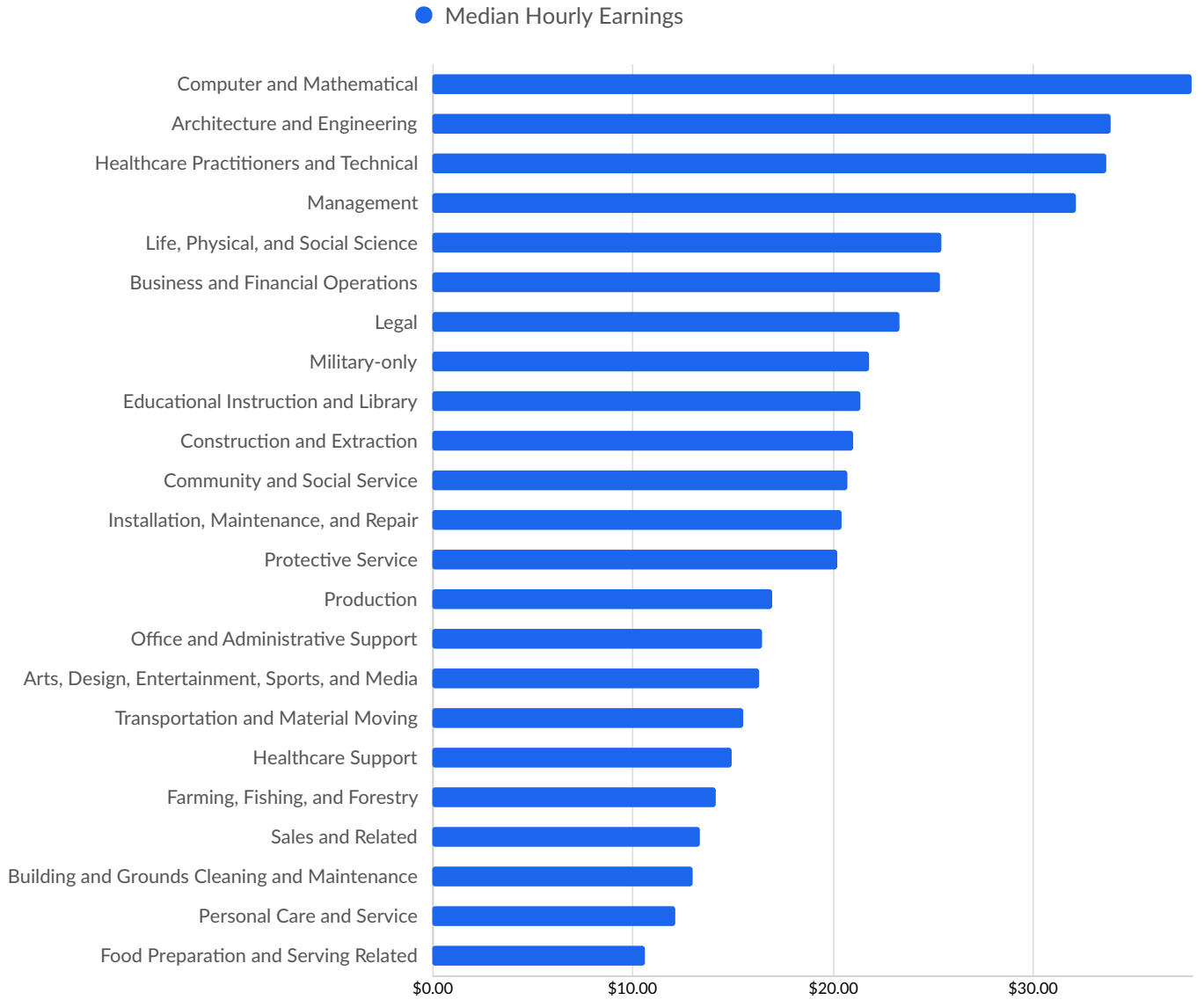
## Top Growing Occupations



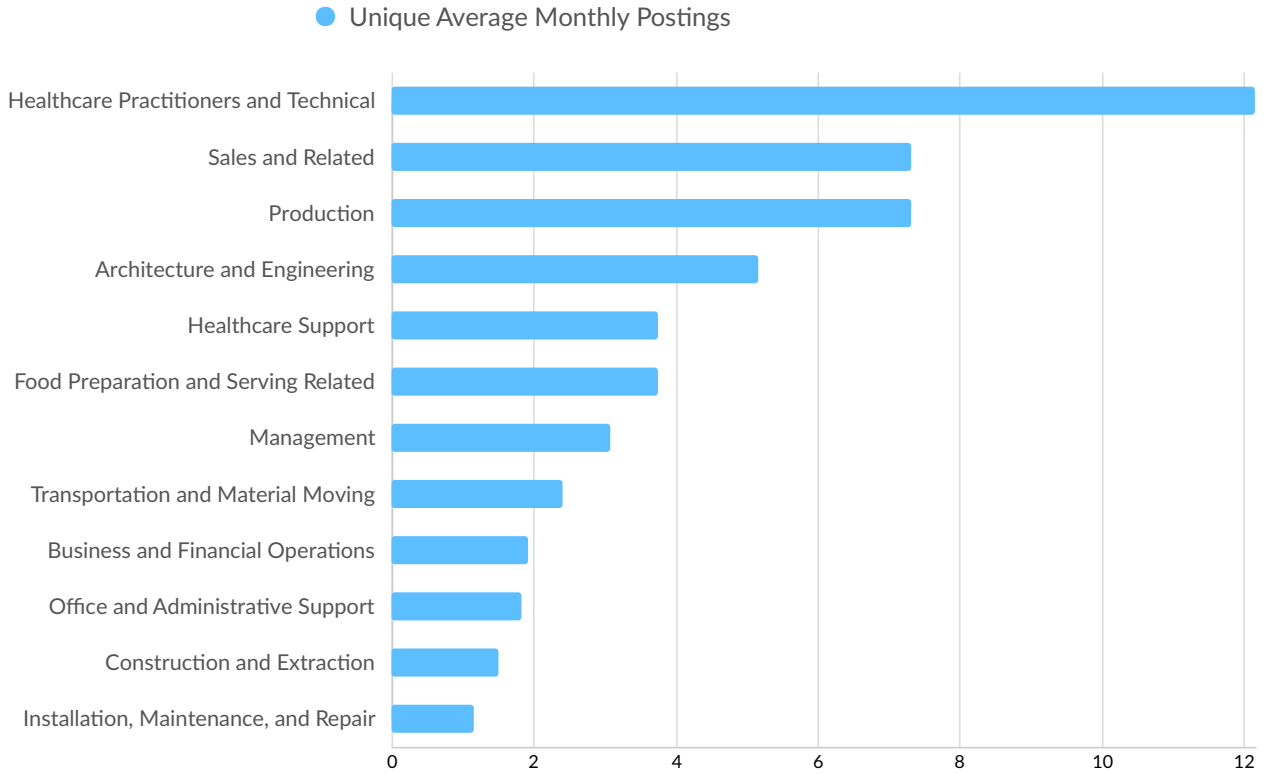
## Top Occupation Location Quotient



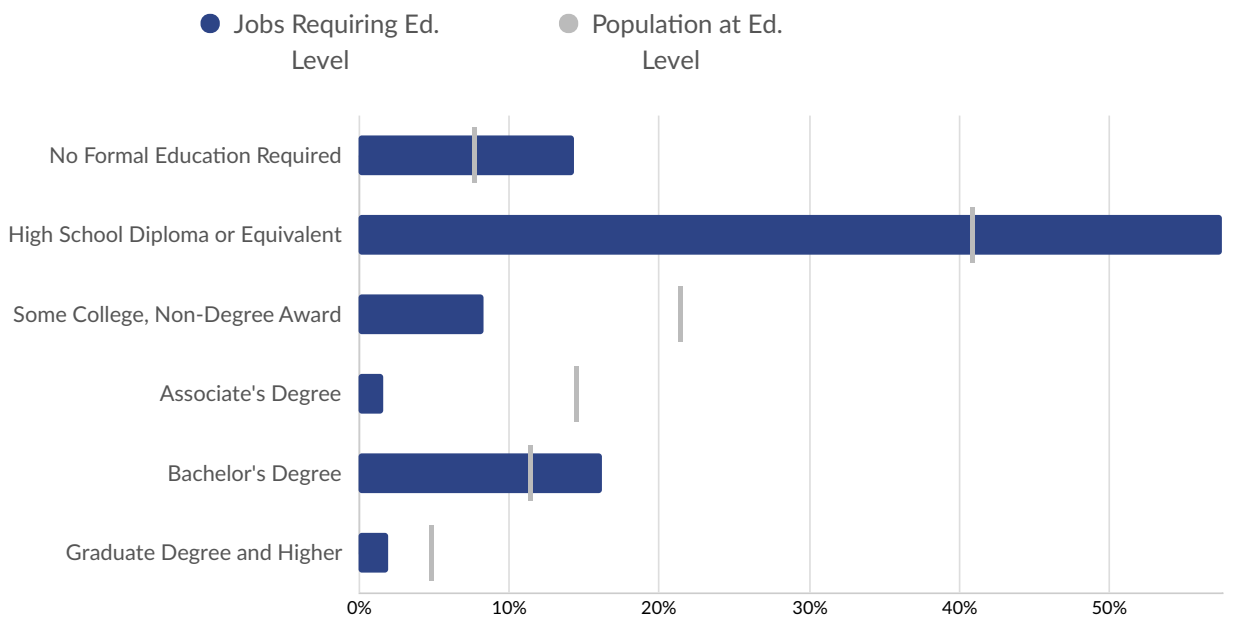
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

