

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

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.

5,914

Total Regional Employment

Jobs **decreased by 442** over the last 5 years but are projected to **grow by 205** 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 **declined by 7.0%** in Price County, WI from 6,356 to **5,914**. This change **fell short of the national growth rate of 3.8% by 10.8%**. As the number of jobs declined, the **labor force participation rate decreased from 61.1% to 49.6% 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 Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing.

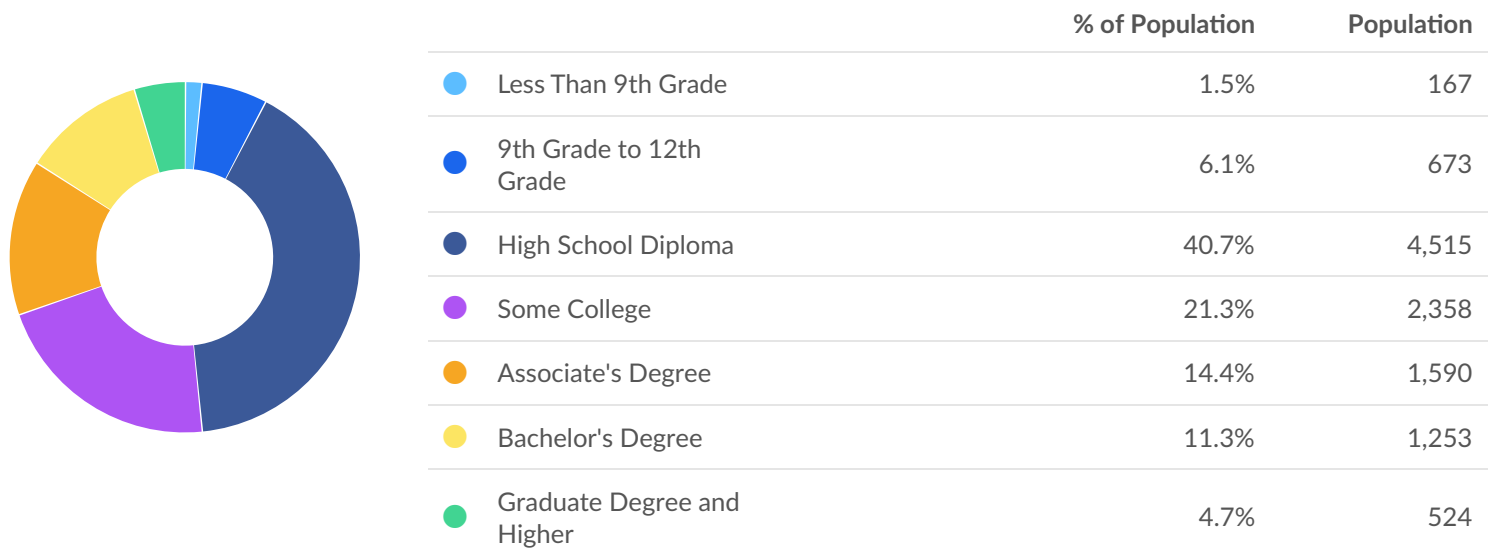
	Population (2023)	Labor Force (May 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	14,686	6,364	5,914	100.7	\$614.04M	\$1.06B	\$887.80M
State	5,965,358	3,119,251	3,177,345	100.4	\$392.30B	\$355.91B	\$386.44B

May 2023 Labor Force Breakdown



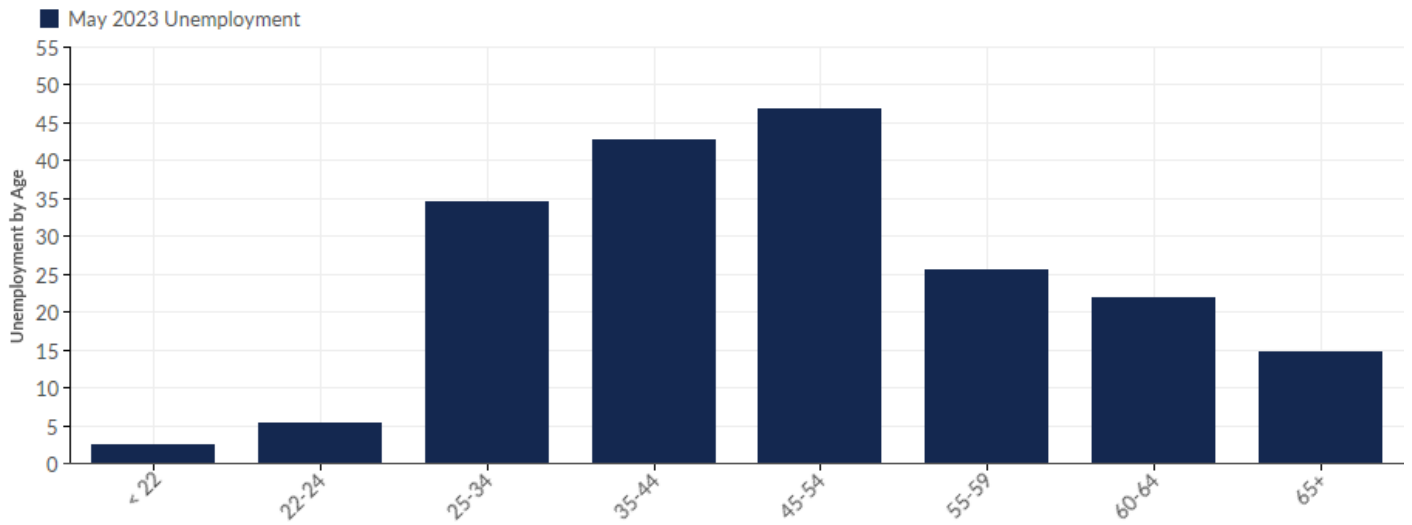
Educational Attainment

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).



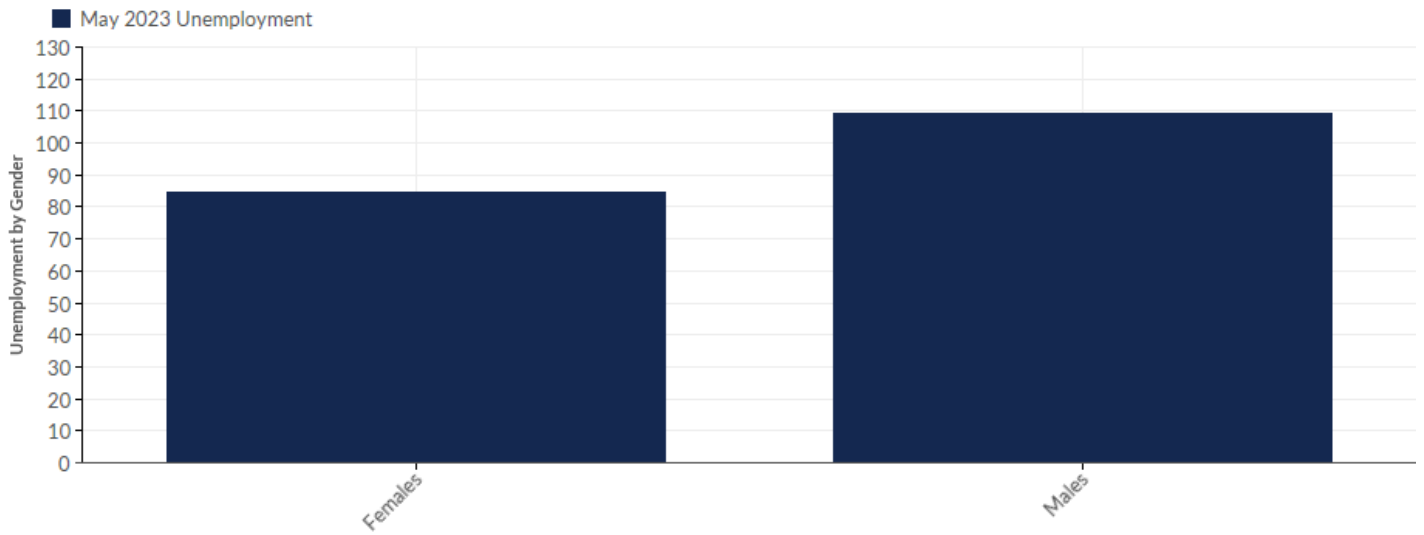
Unemployment by Demographics

Unemployment by Age



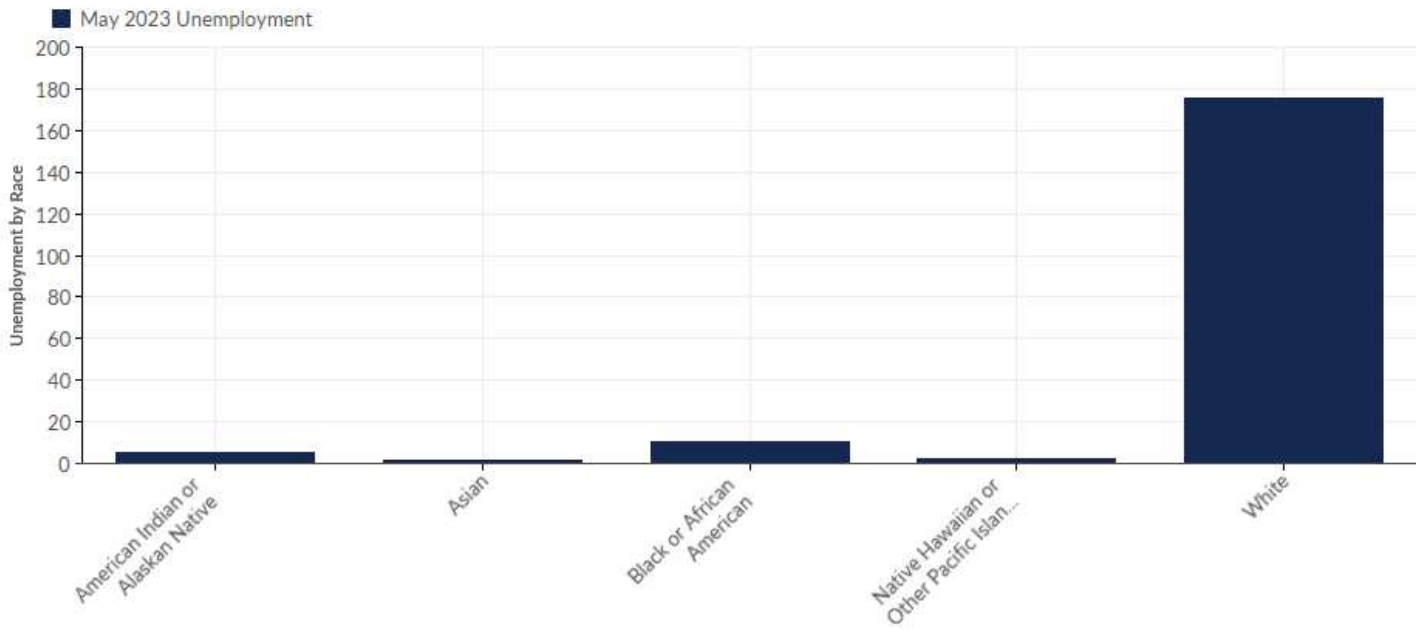
Age	Unemployment (May 2023)	% of Unemployed
< 22	3	1.55%
22-24	5	2.58%
25-34	35	18.04%
35-44	43	22.16%
45-54	47	24.23%
55-59	25	12.89%
60-64	22	11.34%
65+	15	7.73%
Total	194	101.00%

Unemployment by Gender



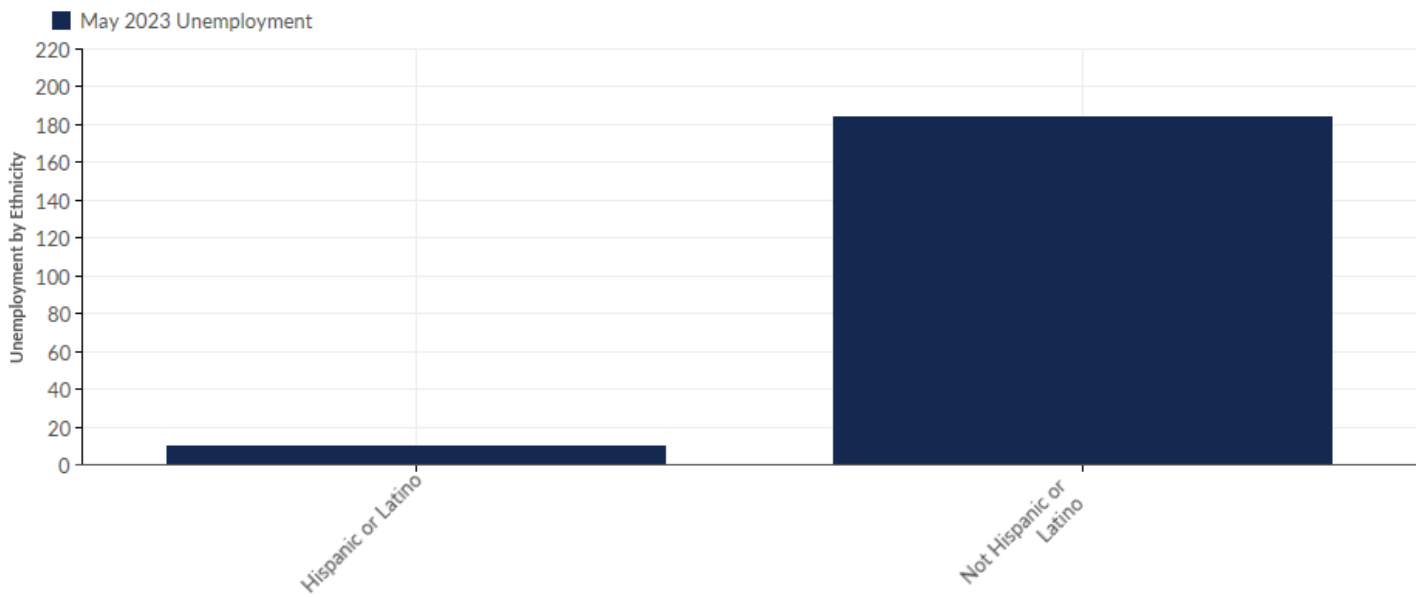
Gender	Unemployment (May 2023)	% of Unemployed
Females	85	43.81%
Males	109	56.19%
Total	194	100.00%

Unemployment by Race



Race	Unemployment (May 2023)	% of Unemployed
American Indian or Alaskan Native	5	2.58%
Asian	2	1.03%
Black or African American	10	5.15%
Native Hawaiian or Other Pacific Islander	2	1.03%
White	175	90.21%
Total	194	100.00%

Unemployment by Ethnicity

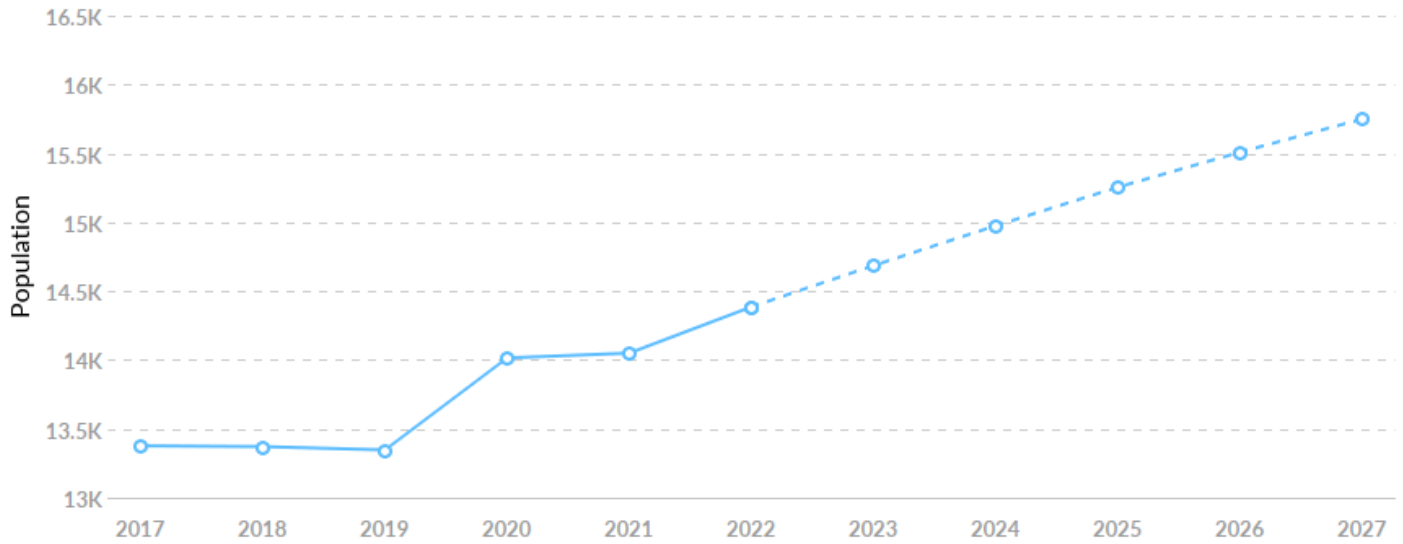


Ethnicity	Unemployment (May 2023)	% of Unemployed
Hispanic or Latino	10	5.15%
Not Hispanic or Latino	184	94.85%
Total	194	100.00%

Historic & Projected Trends

Population Trends

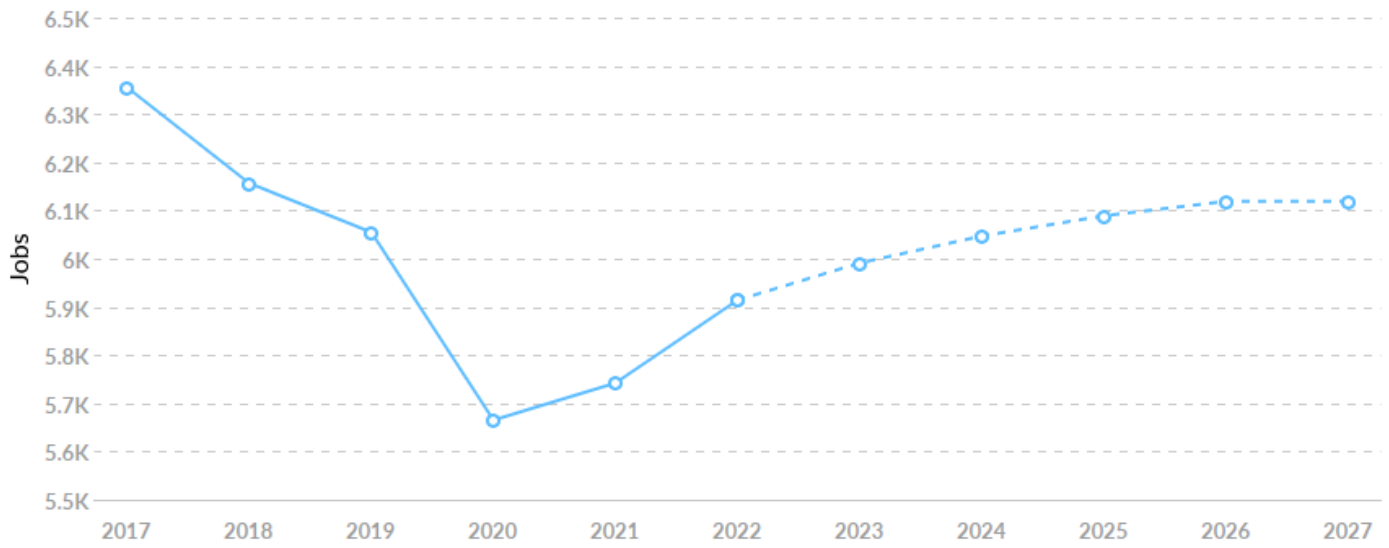
As of 2022 the region's population increased by 7.5% since 2017, growing by 1,009. Population is expected to increase by 9.5% between 2022 and 2027, adding 1,364.



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

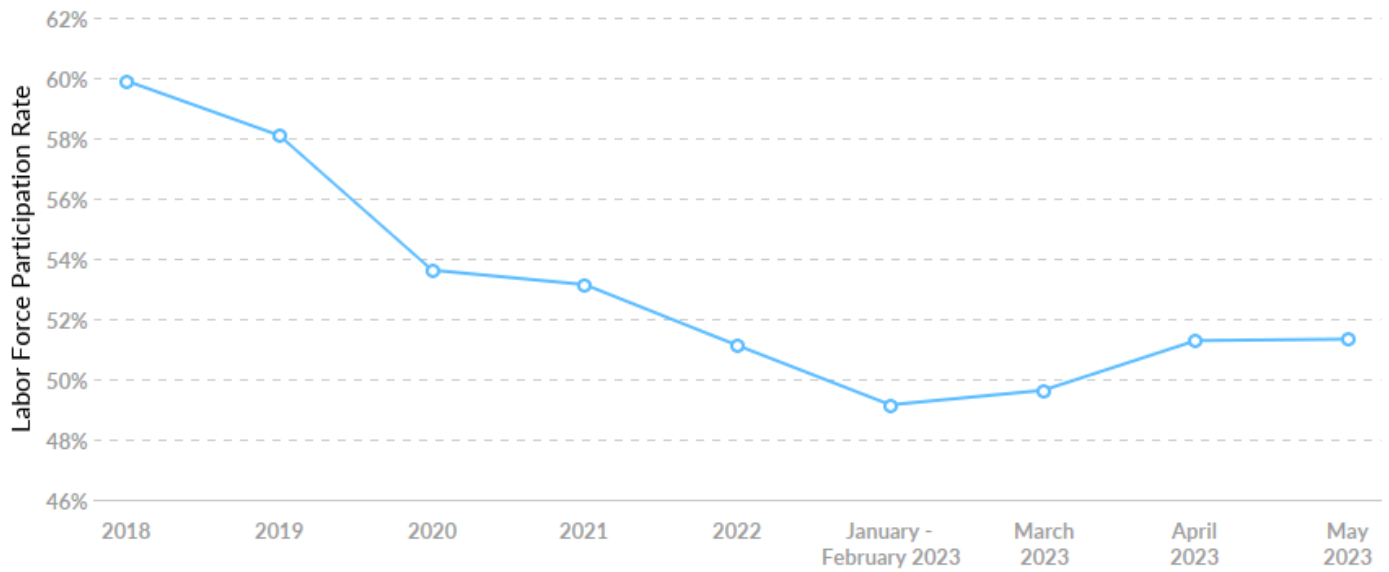
Job Trends

From 2017 to 2022, jobs **declined by 7.0%** in Price County, WI from 6,356 to 5,914. This change **fell short of the national growth rate of 3.8% by 10.8%**.



Timeframe	Jobs
2017	6,356
2018	6,157
2019	6,055
2020	5,665
2021	5,742
2022	5,914
2023	5,991
2024	6,047
2025	6,089
2026	6,119
2027	6,119

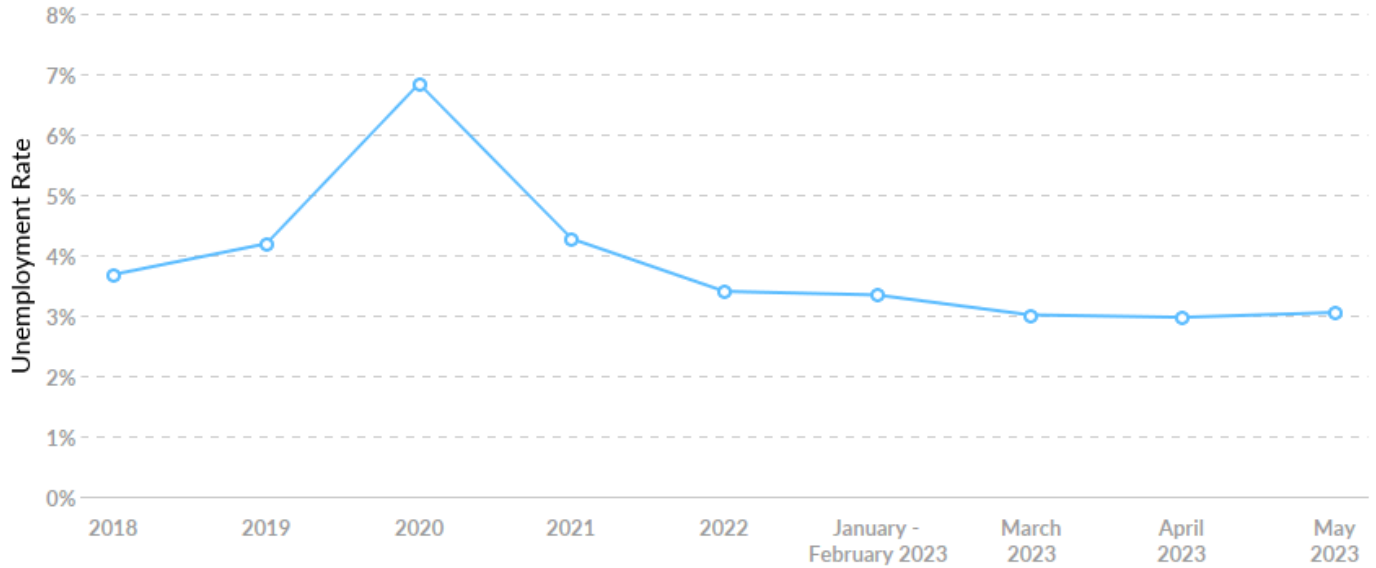
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	59.90%
2019	58.09%
2020	53.62%
2021	53.14%
2022	51.12%
January - February 2023	49.15%
March 2023	49.63%
April 2023	51.28%
May 2023	51.33%

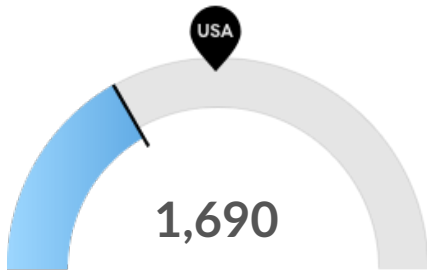
Unemployment Rate Trends

Price County, WI had a May 2023 unemployment rate of 3.05%, decreasing from 3.68% 5 years before.



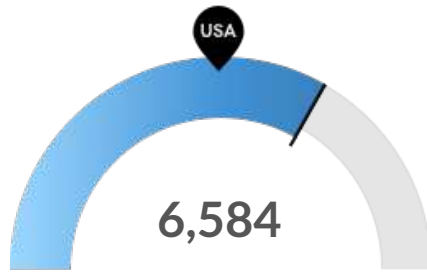
Timeframe	Unemployment Rate
2018	3.68%
2019	4.19%
2020	6.84%
2021	4.27%
2022	3.40%
January - February 2023	3.34%
March 2023	3.01%
April 2023	2.97%
May 2023	3.05%

Population Characteristics



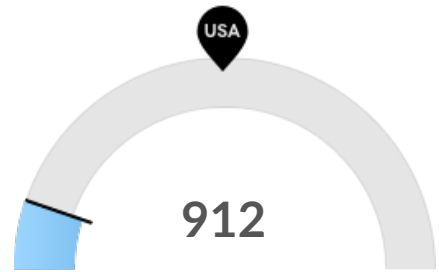
Millennials

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



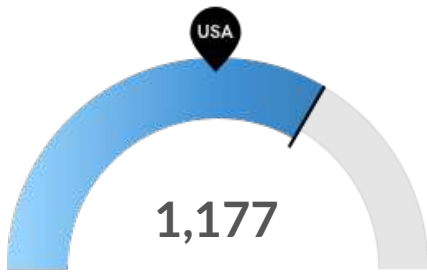
Retiring Soon

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.



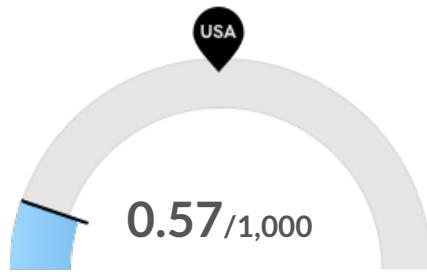
Racial Diversity

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.



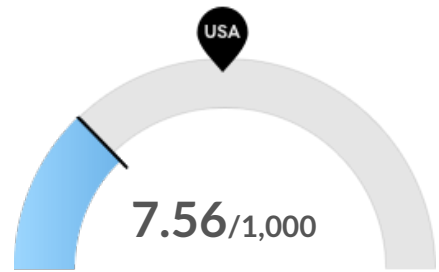
Veterans

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.

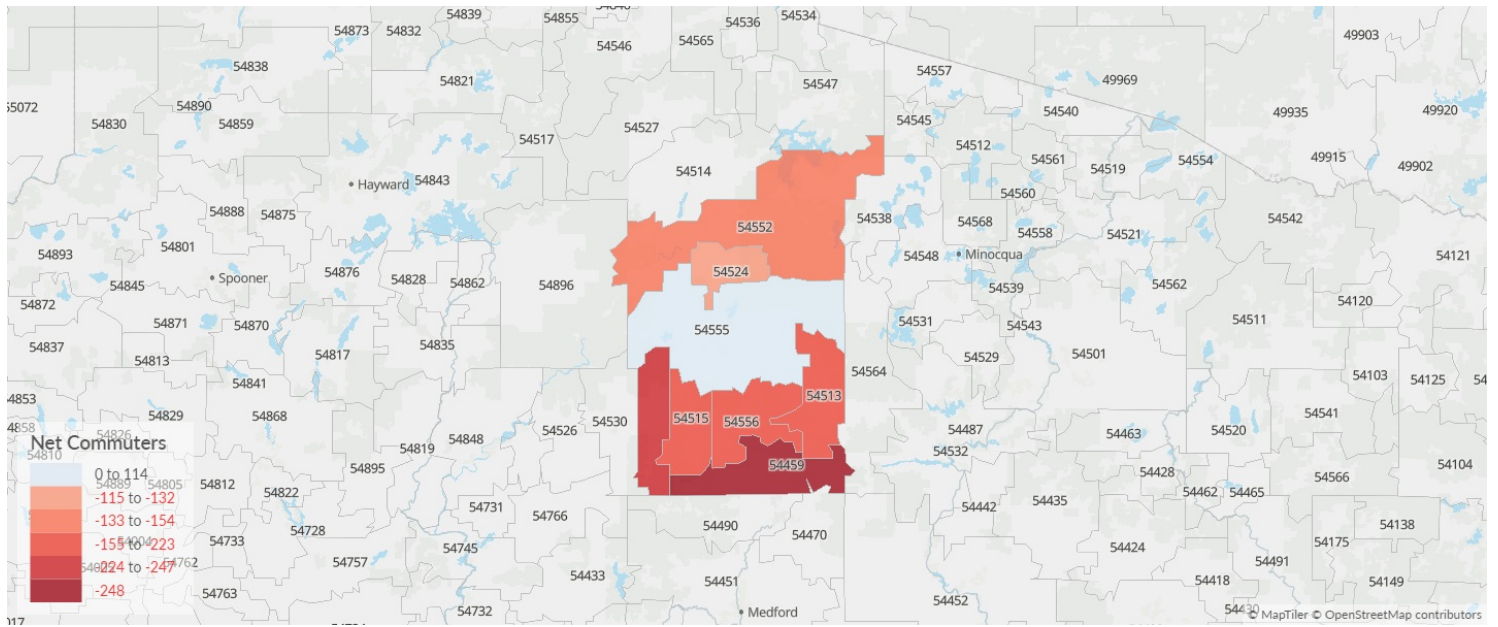


Property Crime

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

Where Talent Lives

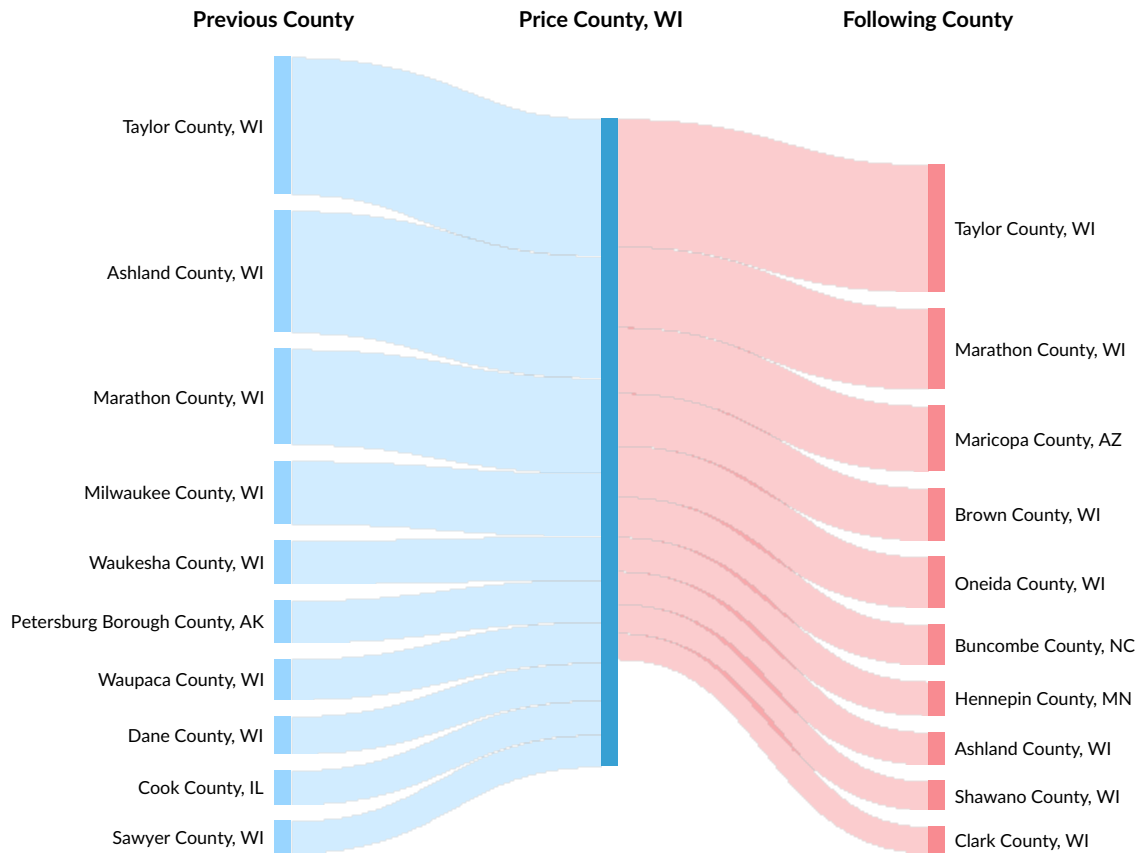
ZIP	Name	2022 Employment
54555	Phillips, WI (in Price cou...	2,525
54552	Park Falls, WI (in Price c...	2,014
54556	Prentice, WI (in Price co...	501
54459	Ogema, WI (in Price cou...	342
54524	Fifield, WI (in Price cou...	227

ZIP	Name	2022 Workers
54555	Phillips, WI (in Price cou...	2,499
54552	Park Falls, WI (in Price c...	2,147
54556	Prentice, WI (in Price co...	669
54459	Ogema, WI (in Price cou...	590
54524	Fifield, WI (in Price cou...	342

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**.

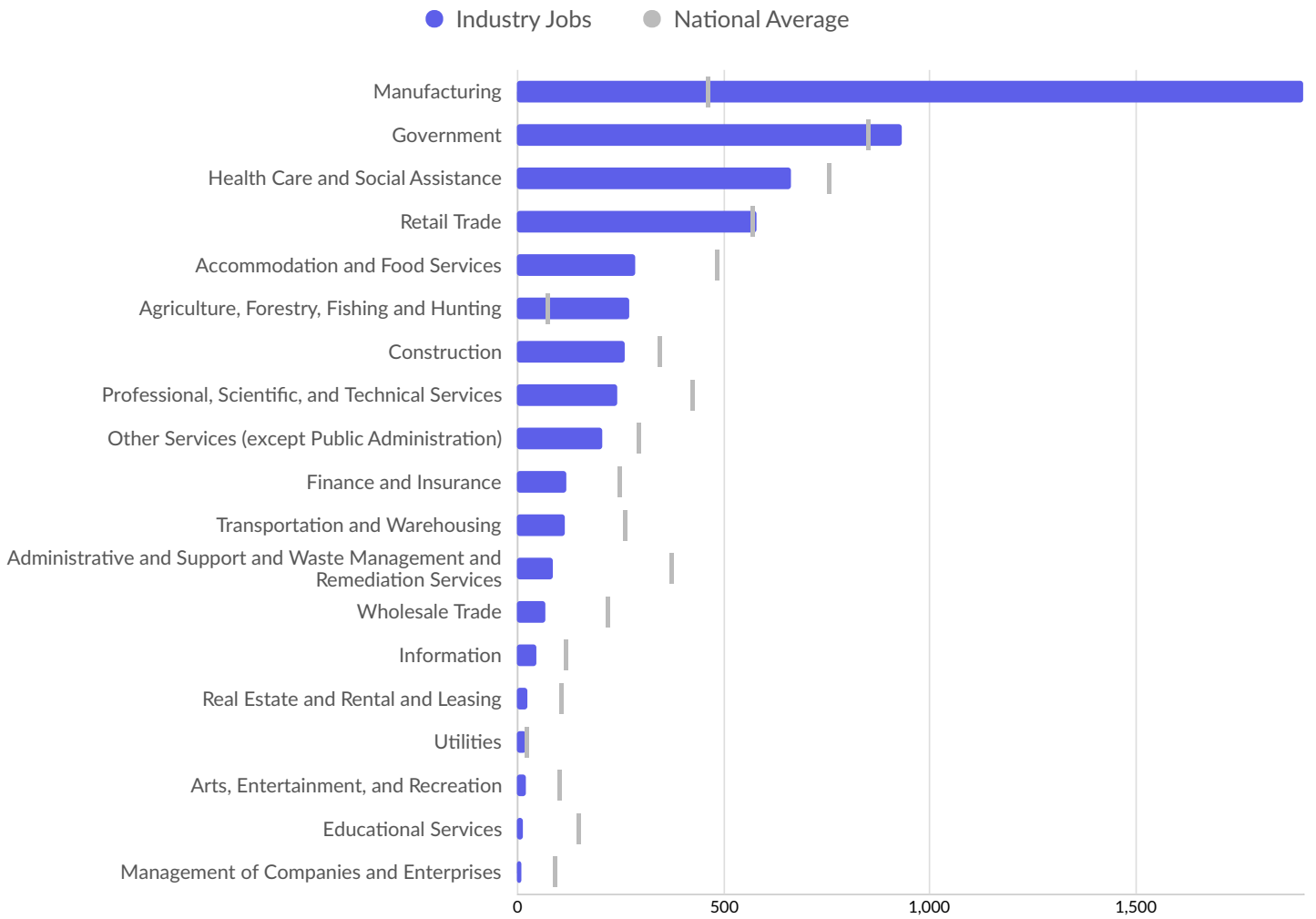


Top Previous Counties	Migrations
Taylor County, WI	56
Ashland County, WI	50
Marathon County, WI	39
Milwaukee County, WI	26
Waukesha County, WI	18
Petersburg Borough County, AK	17

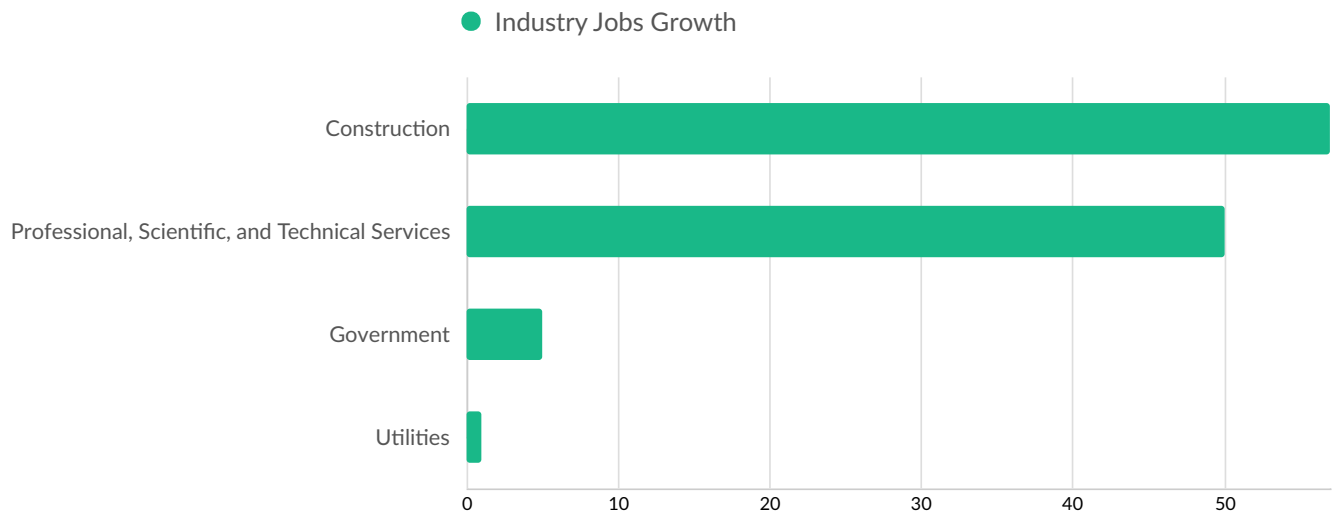
Top Previous Counties	Migrations
Waupaca County, WI	17
Dane County, WI	16
Cook County, IL	14
Sawyer County, WI	13
Portage County, WI	12
Eau Claire County, WI	12
Lincoln County, WI	11
Steele County, MN	11
Barron County, WI	11
Top Following Counties	Migrations
Taylor County, WI	52
Marathon County, WI	33
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

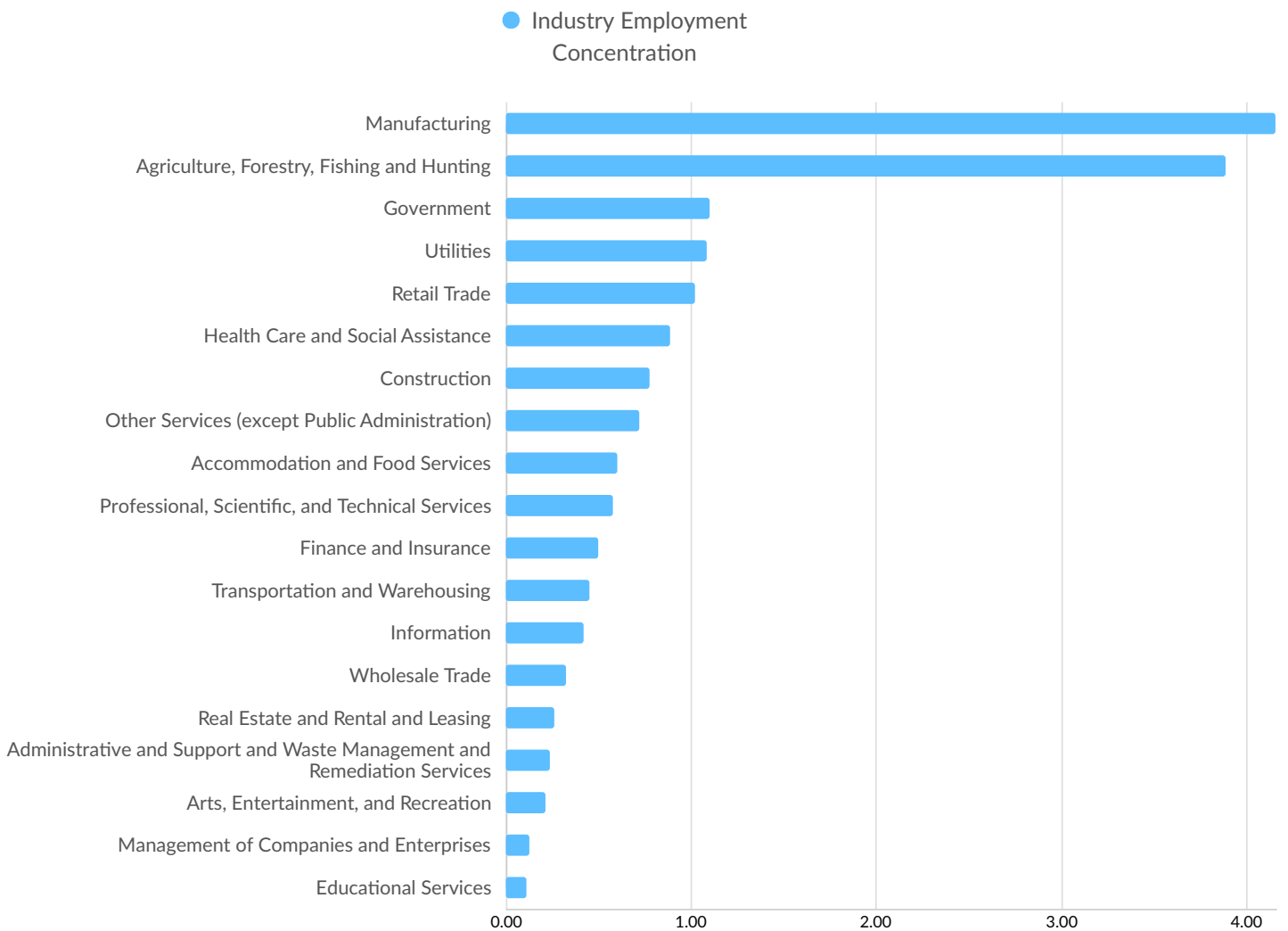
Largest Industries



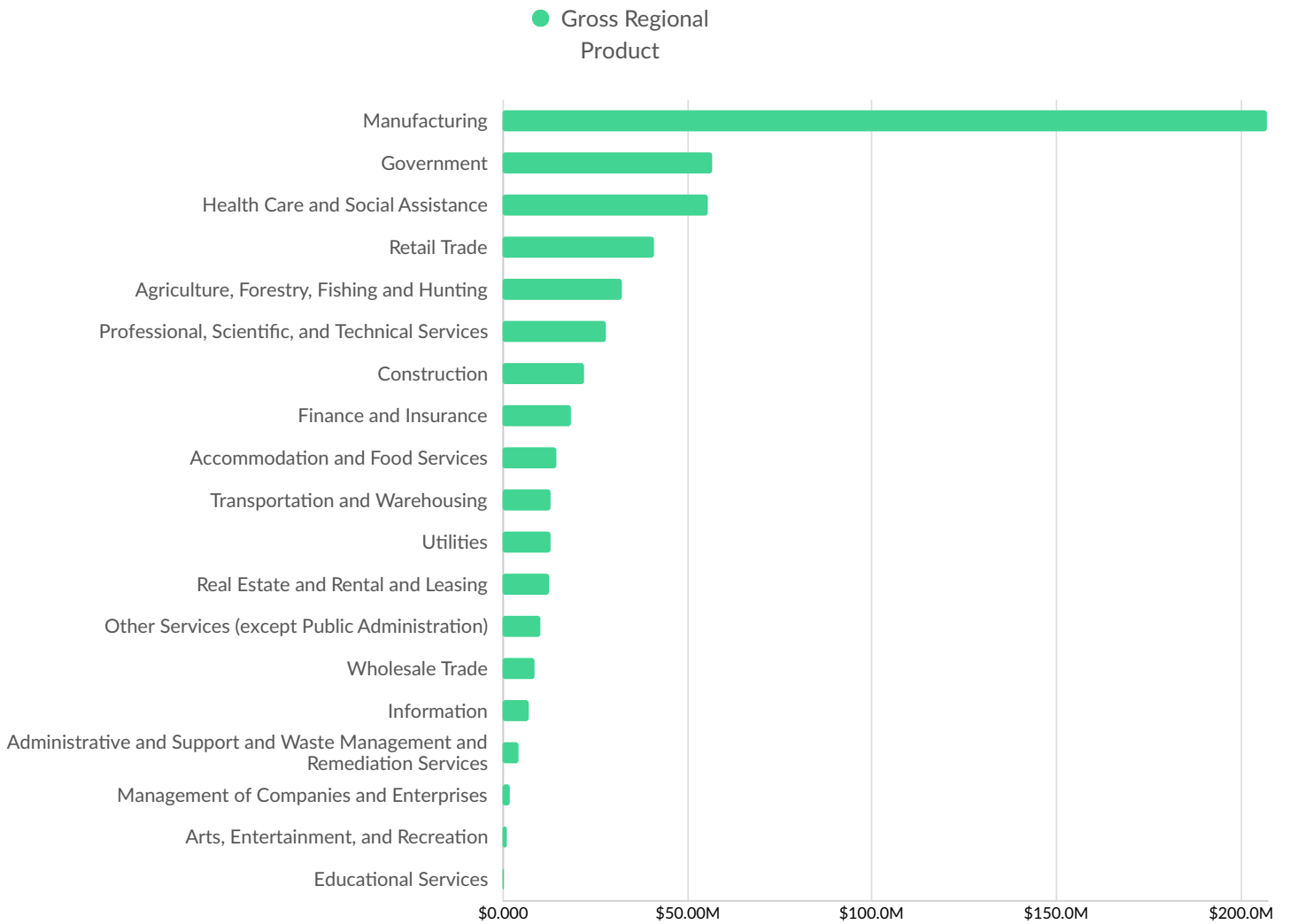
Top Growing Industries



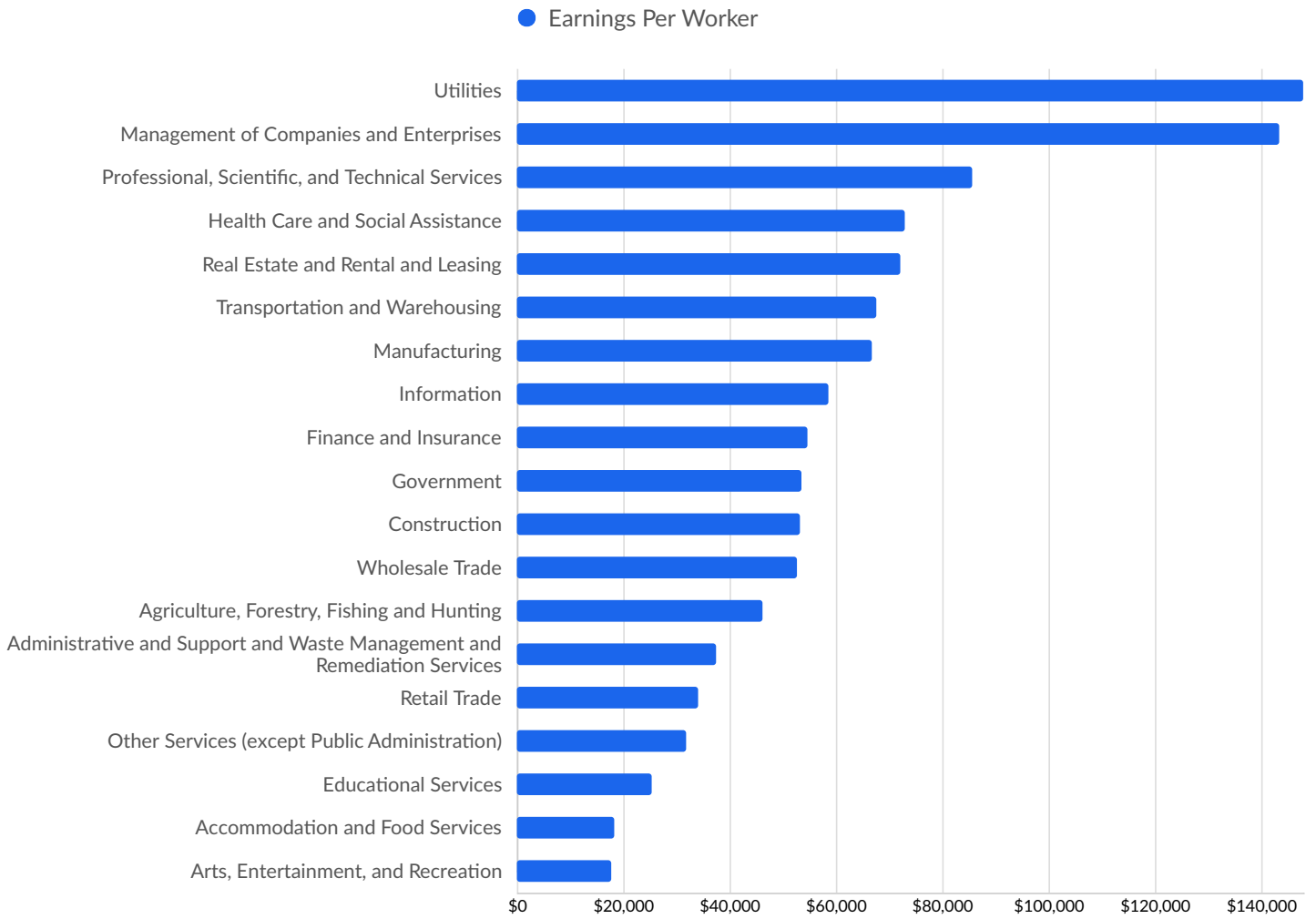
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



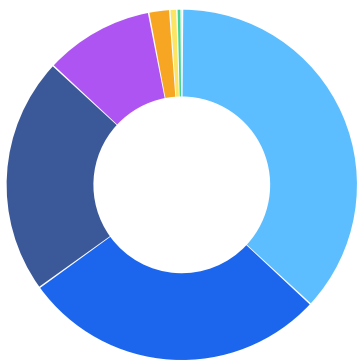
Business Characteristics

825 Companies Employ Your Workers

Online profiles for your workers mention 825 companies as employers, with the top 10 appearing below. In the last 12 months, 68 companies in Price County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Bw Papersystems	78 	Barry Wehmiller Company	84 
Koch Industries	73 	Bw Design Group	84 
Marquipwardunited	47 	Marshfield Clinic	47 
School District Of Phillips	39 	Beaver Dam Community Hospit...	43 
Marshfield Clinic	34 	M & R Stores	33 
Flambeau River Papers	32 	Kwik Trip	26 
Chequamegon School District	29 	Super One Foods	19 
Price County, Wisconsin	25 	University of Washington	14 
Aspirus	22 	CompHealth	13 
Biewer Lumber	22 	Dollar General	11 

Business Size

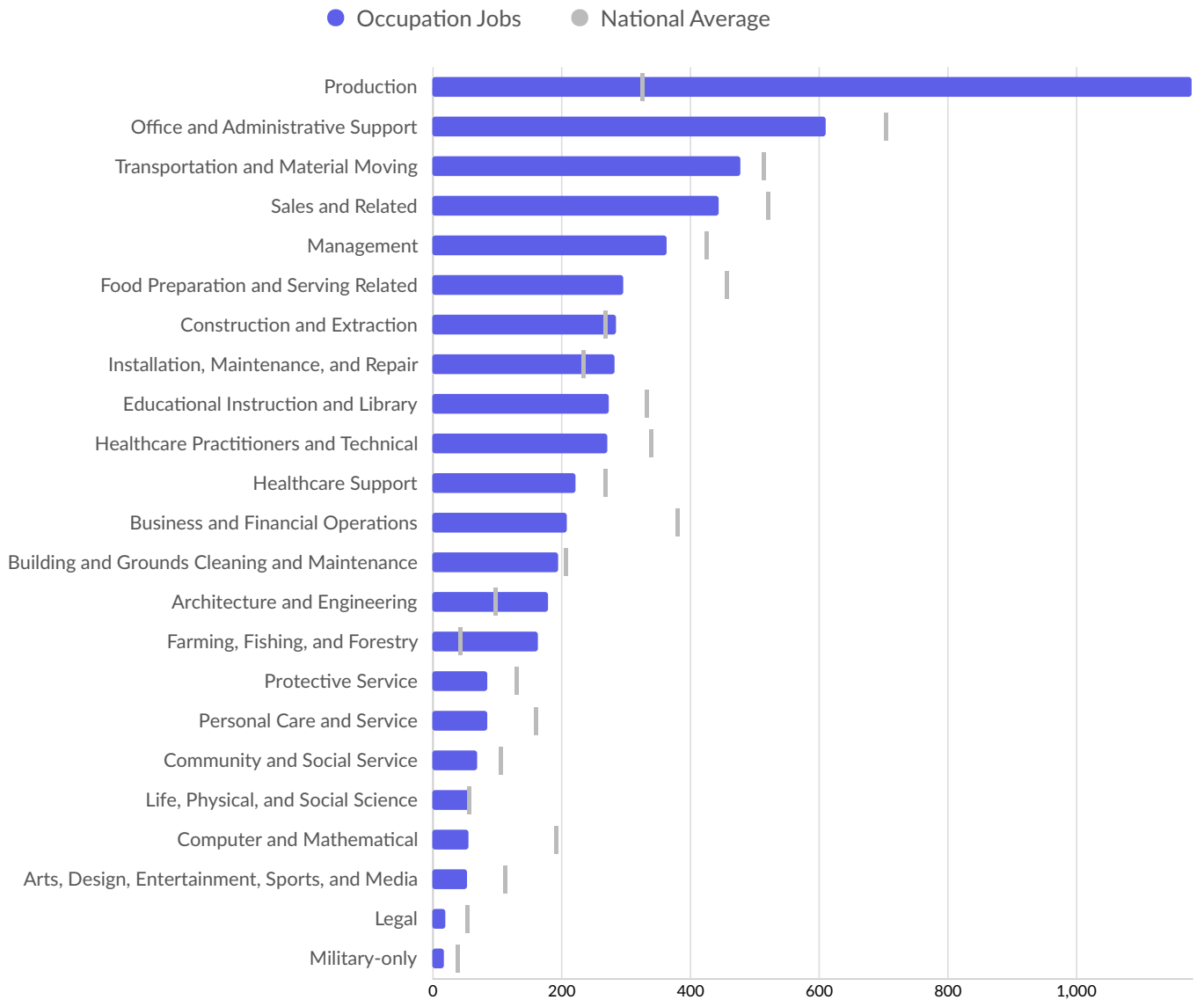


	Percentage	Business Count
● 1 to 4 employees	36.8%	285
● 5 to 9 employees	28.2%	218
● 10 to 19 employees	21.8%	169
● 20 to 49 employees	10.1%	78
● 50 to 99 employees	1.9%	15
● 100 to 249 employees	0.6%	5
● 250 to 499 employees	0.4%	3
● 500+ employees	0.1%	1

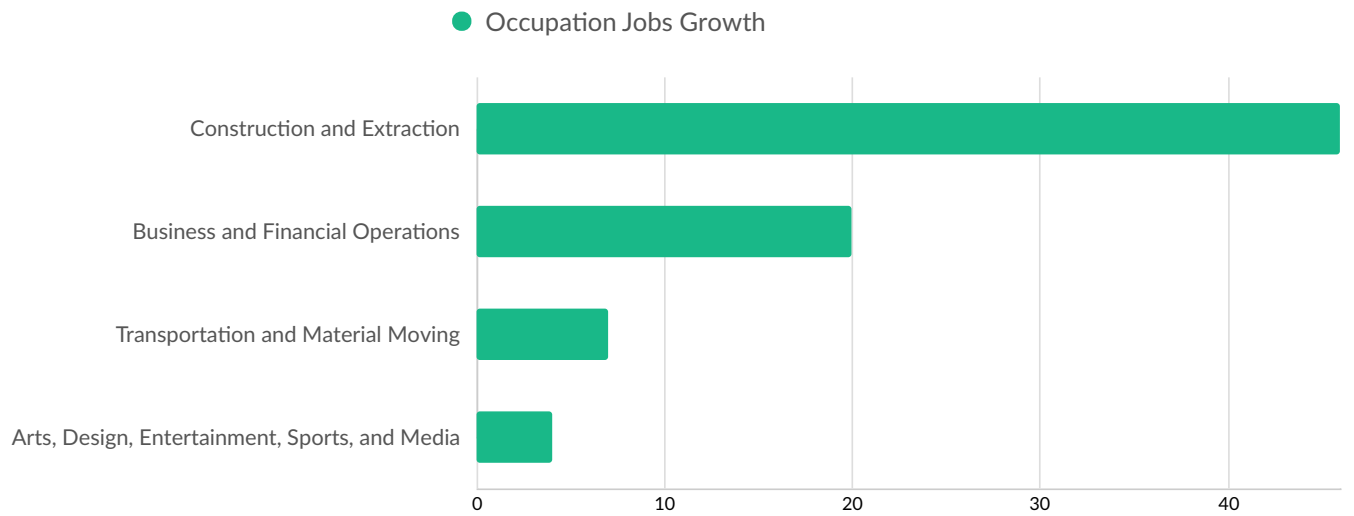
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

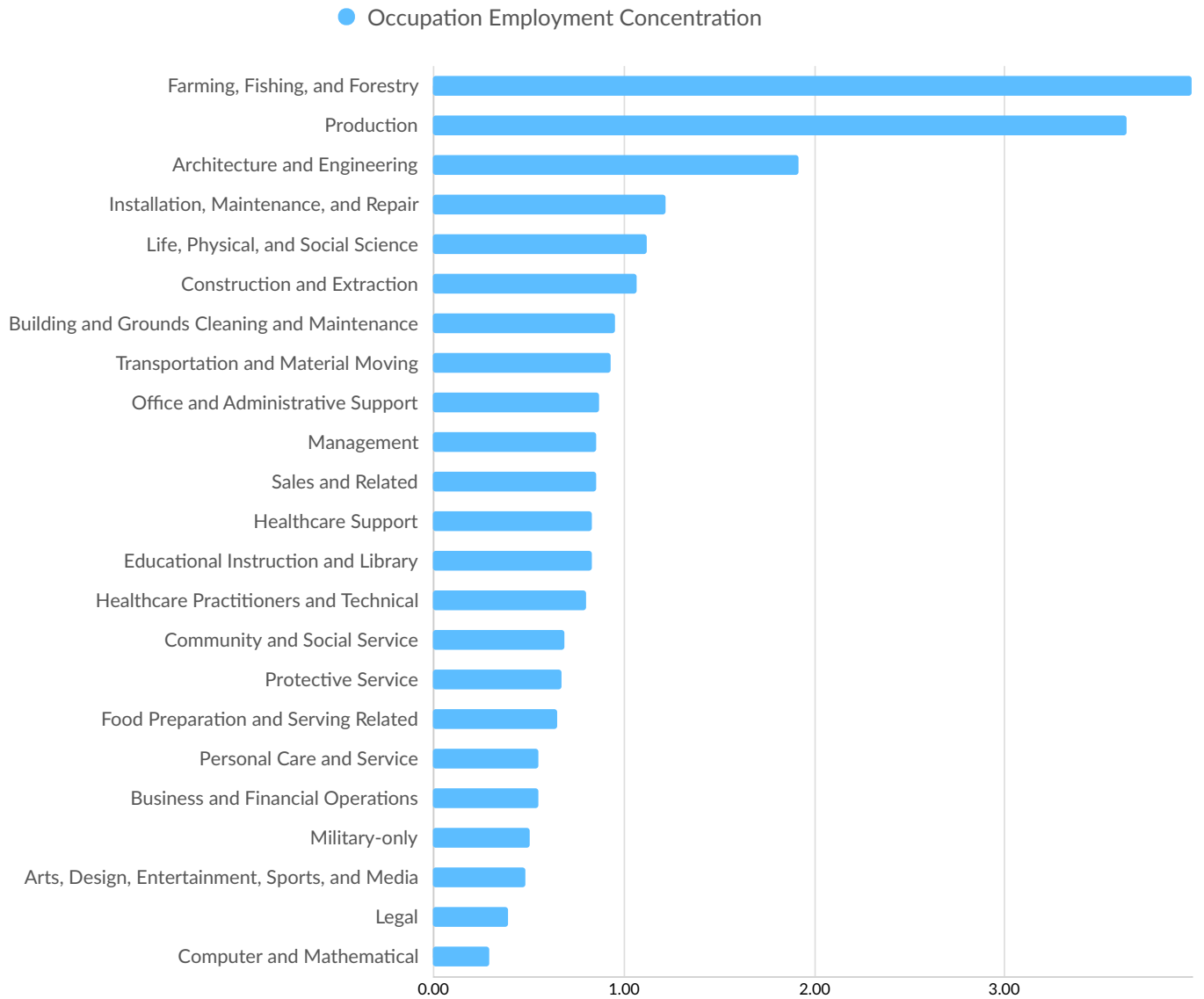
Largest Occupations



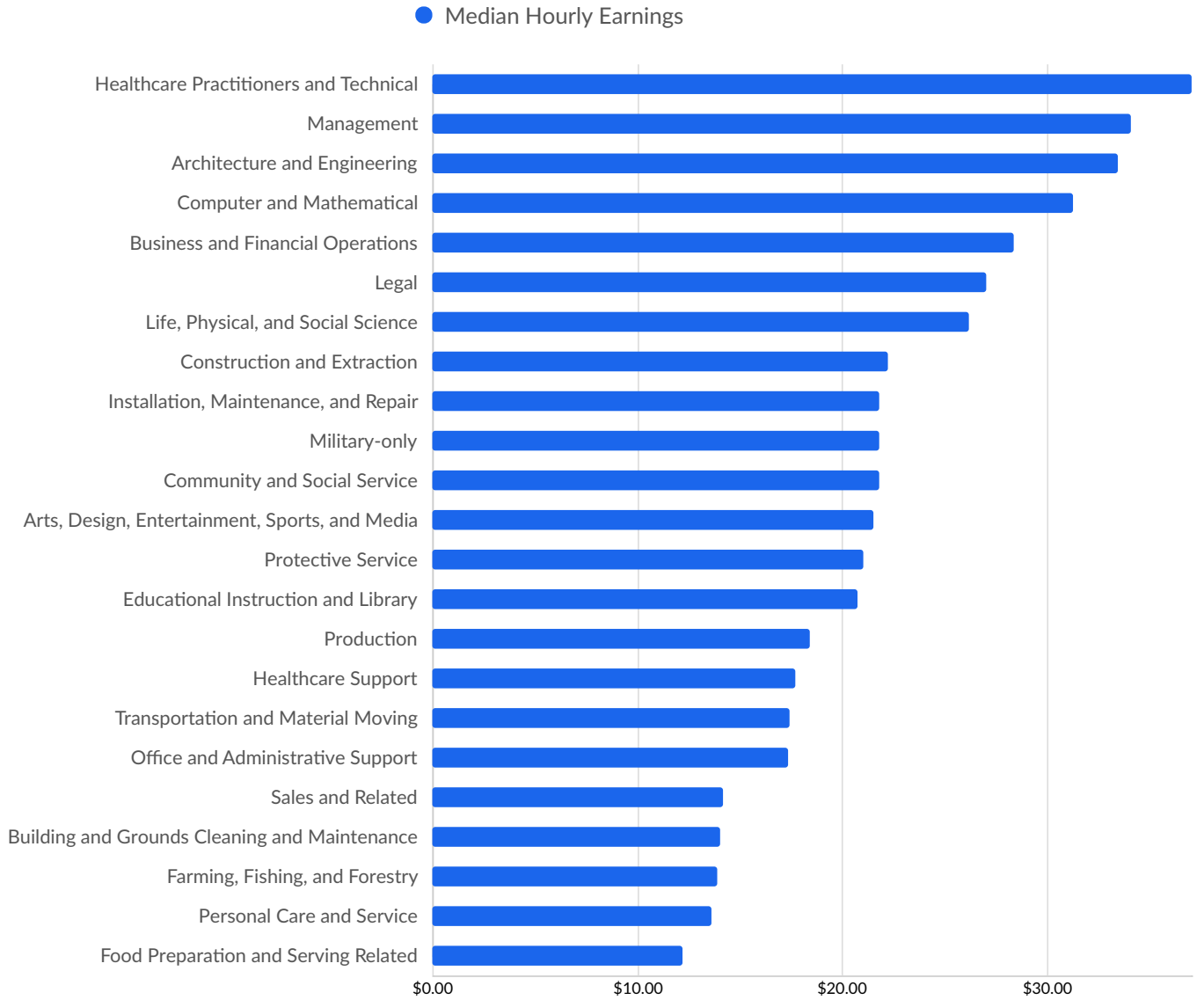
Top Growing Occupations



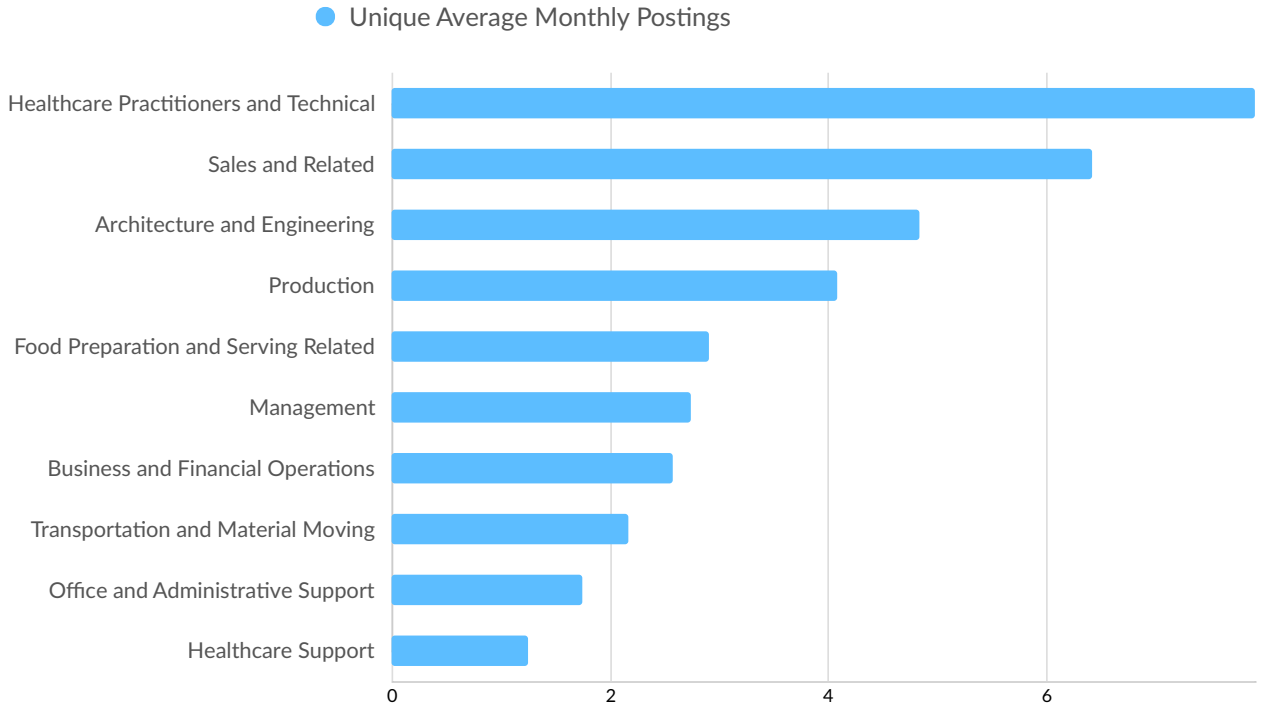
Top Occupation Employment Concentration



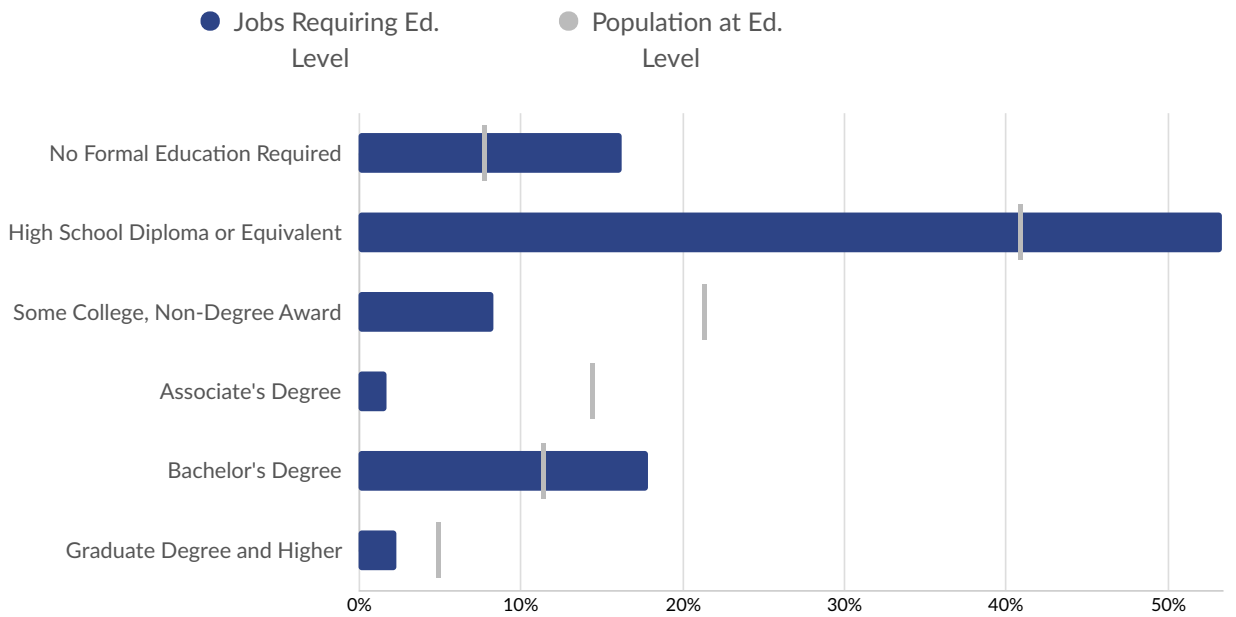
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

