



# 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

# Contents

|                                   |    |
|-----------------------------------|----|
| Report Parameters .....           | 1  |
| Economy Overview .....            | 2  |
| Historic & Projected Trends ..... | 4  |
| Population Characteristics .....  | 8  |
| Industry Characteristics .....    | 10 |
| Business Characteristics .....    | 16 |
| Workforce Characteristics .....   | 18 |
| Educational Pipeline .....        | 26 |
| In-Demand Skills .....            | 27 |

## Report Parameters

### 1 County

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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

**13,299**

**Population (2019)**

Population decreased by 356 over the last 5 years and is projected to decrease by 261 over the next 5 years.

**6,169**

**Total Regional Employment**

Jobs decreased by 246 over the last 5 years and are projected to decrease by 259 over the next 5 years.

**\$46.7K**

**Median Household Income (2018)**

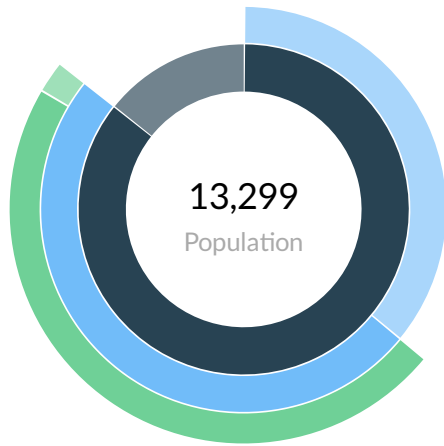
Median household income is \$13.6K below the national median household income of \$60.3K.

## Takeaways

- As of 2019 the region's population declined by 2.6% since 2014, falling by 356. Population is expected to decrease by 2.0% between 2019 and 2024, losing 261.
- From 2014 to 2019, jobs declined by 3.8% in Price County, WI from 6,414 to 6,169. This change fell short of the national growth rate of 7.3% by 11.1%. As the number of jobs declined, the labor force participation rate decreased from 58.2% to 58.0% between 2014 and 2019.
- Concerning educational attainment, 12.7% of Price County, WI residents possess a Bachelor's Degree (6.1% below the national average), and 10.5% hold an Associate's Degree (2.5% above the national average).
- The top three industries in 2019 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Pulp, Paper, and Paperboard Mills.

|        | Population (2019) | Labor Force (2019) | Jobs (2019) | Cost of Living | GRP       | Imports   | Exports   |
|--------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 13,299            | 6,607              | 6,169       | 101.4          | \$548.21M | \$918.63M | \$794.65M |
| 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   |

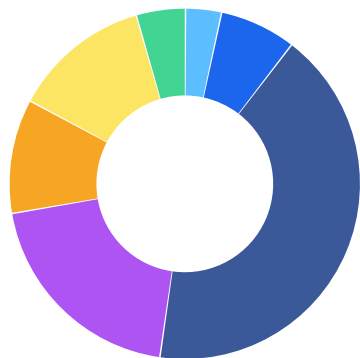
## 2019 Labor Force Breakdown



|                                | Population |
|--------------------------------|------------|
| ● Total Working Age Population | 11,385     |
| ● Not in Labor Force (15+)     | 4,778      |
| ● Labor Force                  | 6,607      |
| ● Employed                     | 6,312      |
| ● Unemployed                   | 295        |
| ● Under 15                     | 1,914      |

## Educational Attainment

Concerning educational attainment, **12.7% of Price County, WI residents possess a Bachelor's Degree** (6.1% below the national average), and **10.5% hold an Associate's Degree** (2.5% above the national average).

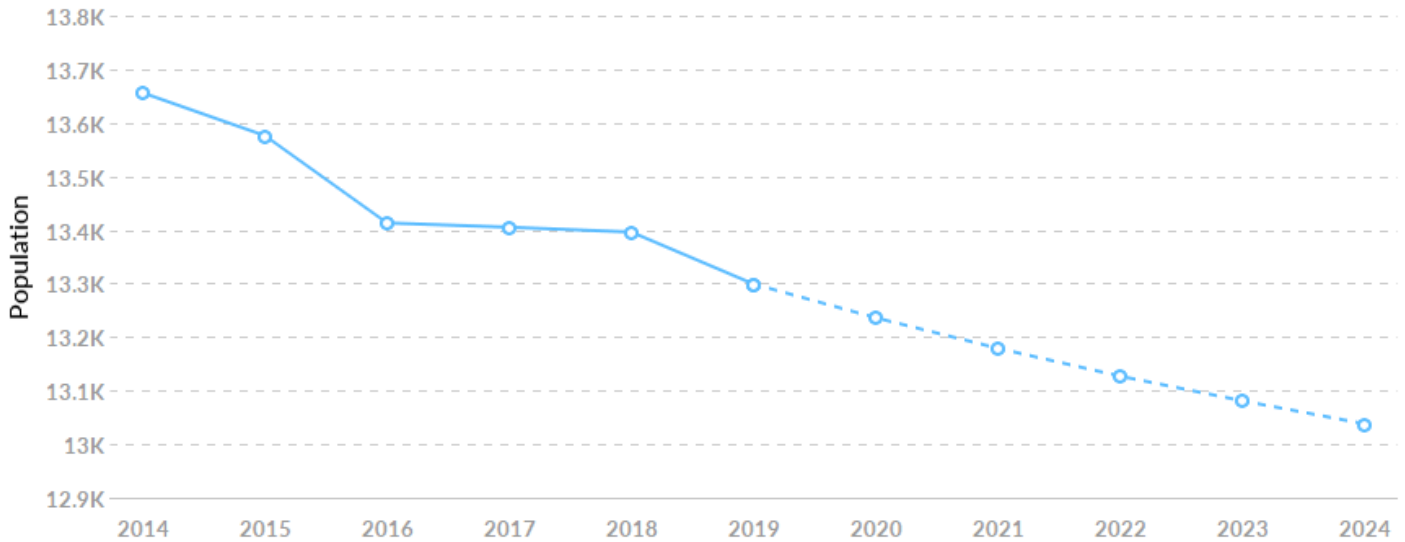


|                              | % of Population | Population |
|------------------------------|-----------------|------------|
| ● Less Than 9th Grade        | 3.3%            | 334        |
| ● 9th Grade to 12th Grade    | 7.0%            | 712        |
| ● High School Diploma        | 41.8%           | 4,230      |
| ● Some College               | 20.0%           | 2,023      |
| ● Associate's Degree         | 10.5%           | 1,065      |
| ● Bachelor's Degree          | 12.7%           | 1,285      |
| ● Graduate Degree and Higher | 4.5%            | 458        |

# Historic & Projected Trends

## Population Trends

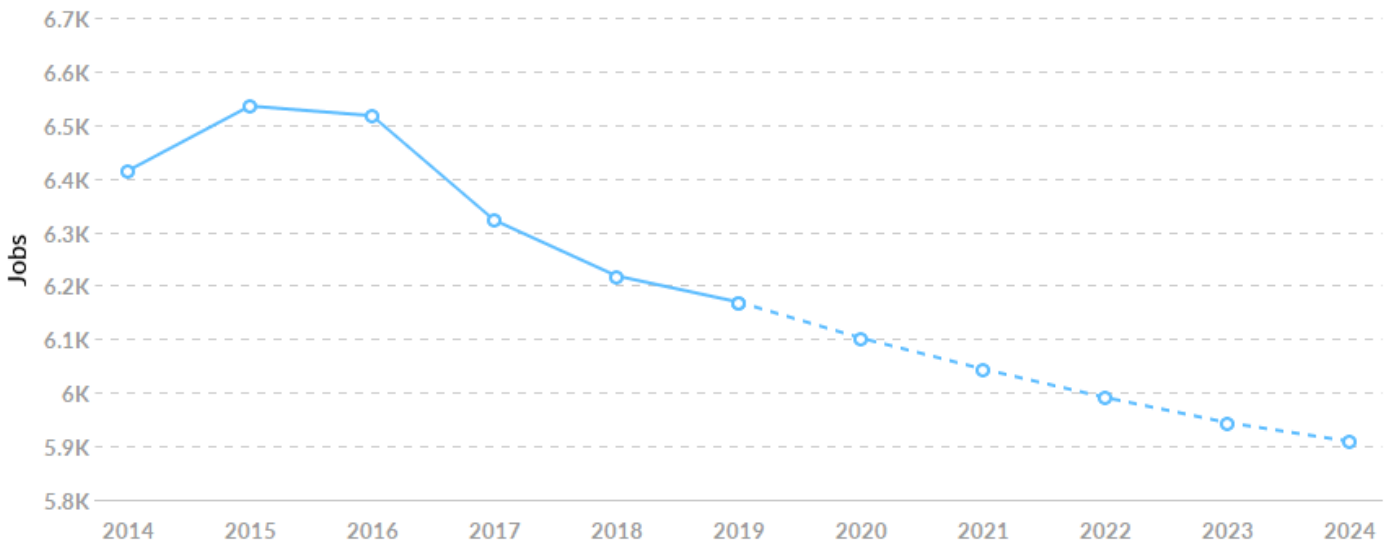
As of 2019 the region's population **declined by 2.6%** since 2014, falling by 356. Population is expected to **decrease by 2.0%** between 2019 and 2024, losing 261.



| Timeframe | Population |
|-----------|------------|
| 2014      | 13,656     |
| 2015      | 13,576     |
| 2016      | 13,413     |
| 2017      | 13,405     |
| 2018      | 13,396     |
| 2019      | 13,299     |
| 2020      | 13,236     |
| 2021      | 13,179     |
| 2022      | 13,127     |
| 2023      | 13,081     |
| 2024      | 13,038     |

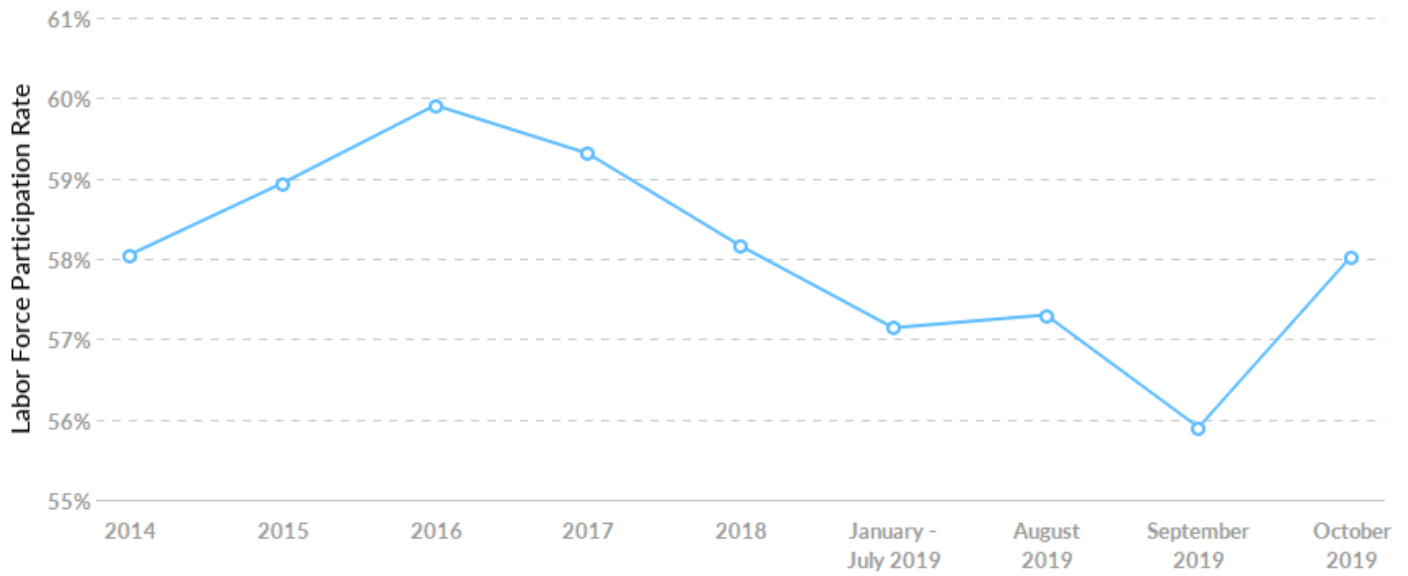
## Job Trends

From 2014 to 2019, jobs declined by 3.8% in Price County, WI from 6,414 to 6,169. This change fell short of the national growth rate of 7.3% by 11.1%.



| Timeframe | Jobs  |
|-----------|-------|
| 2014      | 6,414 |
| 2015      | 6,535 |
| 2016      | 6,517 |
| 2017      | 6,322 |
| 2018      | 6,218 |
| 2019      | 6,169 |
| 2020      | 6,102 |
| 2021      | 6,044 |
| 2022      | 5,991 |
| 2023      | 5,944 |
| 2024      | 5,909 |

## Labor Force Participation Rate Trends

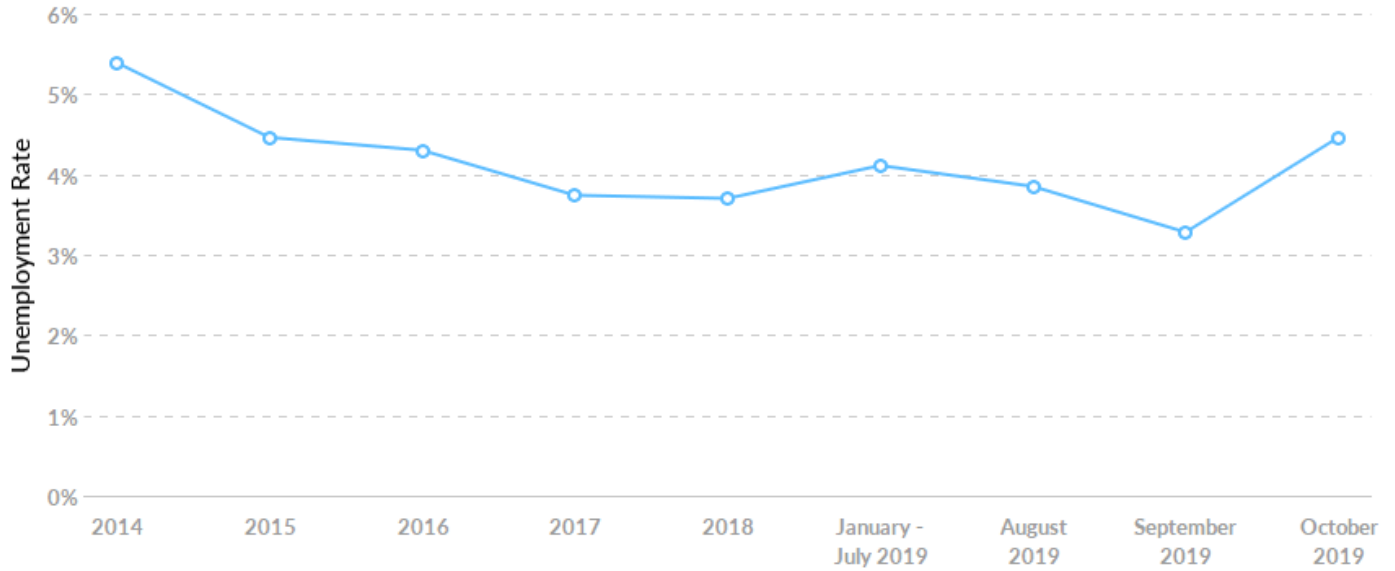


| Timeframe           | Labor Force Participation Rate |
|---------------------|--------------------------------|
| 2014                | 58.05%                         |
| 2015                | 58.94%                         |
| 2016                | 59.91%                         |
| 2017                | 59.31%                         |
| 2018                | 58.16%                         |
| January - July 2019 | 57.14%                         |
| August 2019         | 57.30%                         |
| September 2019      | 55.90%                         |
| October 2019        | 58.03%                         |



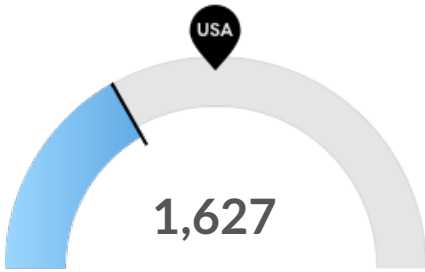
## Unemployment Rate Trends

Price County, WI had an October 2019 unemployment rate of 4.46%, decreasing from 5.39% 5 years before.



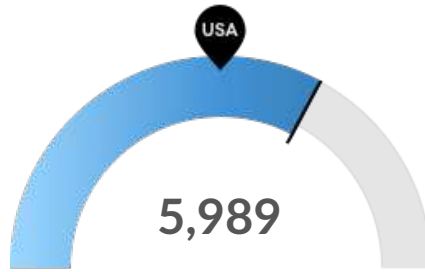
| Timeframe           | Unemployment Rate |
|---------------------|-------------------|
| 2014                | 5.39%             |
| 2015                | 4.46%             |
| 2016                | 4.30%             |
| 2017                | 3.74%             |
| 2018                | 3.70%             |
| January - July 2019 | 4.11%             |
| August 2019         | 3.85%             |
| September 2019      | 3.28%             |
| October 2019        | 4.46%             |

## Population Characteristics



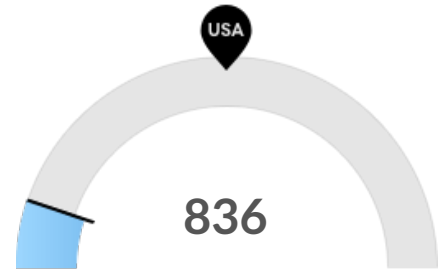
Millennials

Price County, WI has 1,627 millennials (ages 25-39). The national average for an area this size is 2,754.



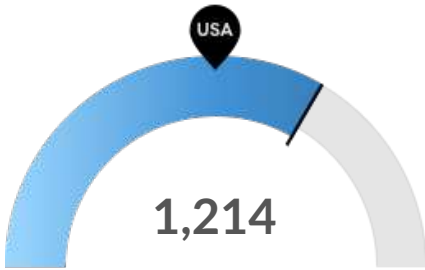
Retiring Soon

Retirement risk is high in Price County, WI. The national average for an area this size is 3,878 people 55 or older, while there are 5,989 here.



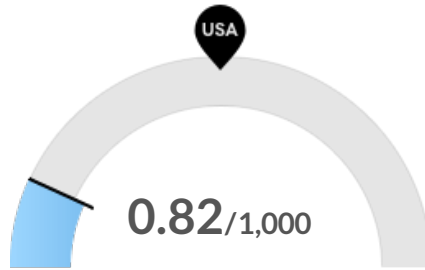
Racial Diversity

Racial diversity is low in Price County, WI. The national average for an area this size is 5,307 racially diverse people, while there are 836 here.



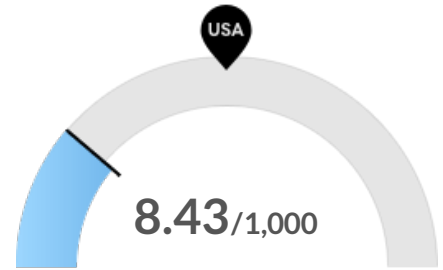
Veterans

Price County, WI has 1,214 veterans. The national average for an area this size is 762.



Violent Crime

Price County, WI has 0.82 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

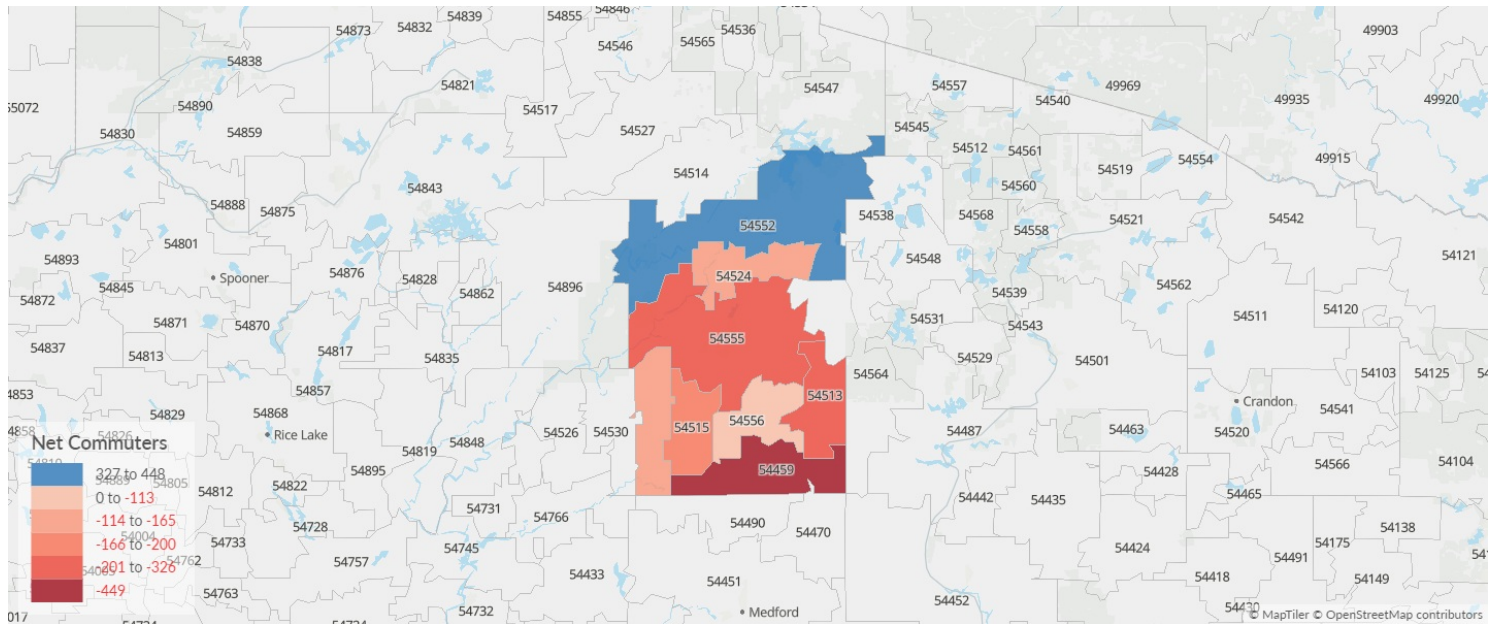


Property Crime

Price County, WI has 8.43 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 Price County, WI currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 54555.



### Where Talent Works

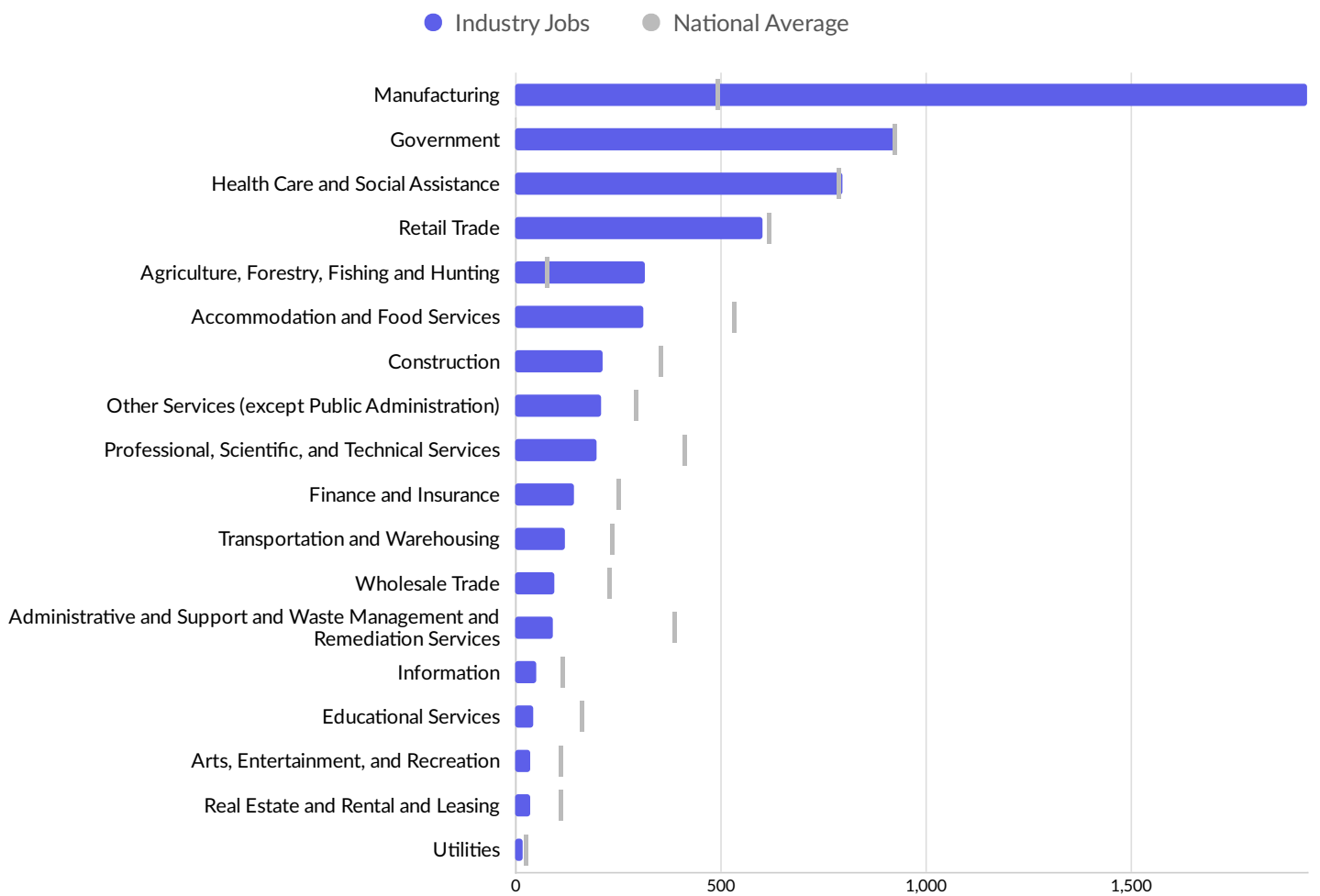
### Where Talent Lives

| ZIP   | Name                          | 2019 Employment |
|-------|-------------------------------|-----------------|
| 54552 | Park Falls, WI (in Price c... | 2,679           |
| 54555 | Phillips, WI (in Price cou... | 2,206           |
| 54556 | Prentice, WI (in Price co...  | 627             |
| 54459 | Ogema, WI (in Price cou...    | 212             |
| 54524 | Fifield, WI (in Price cou...  | 138             |

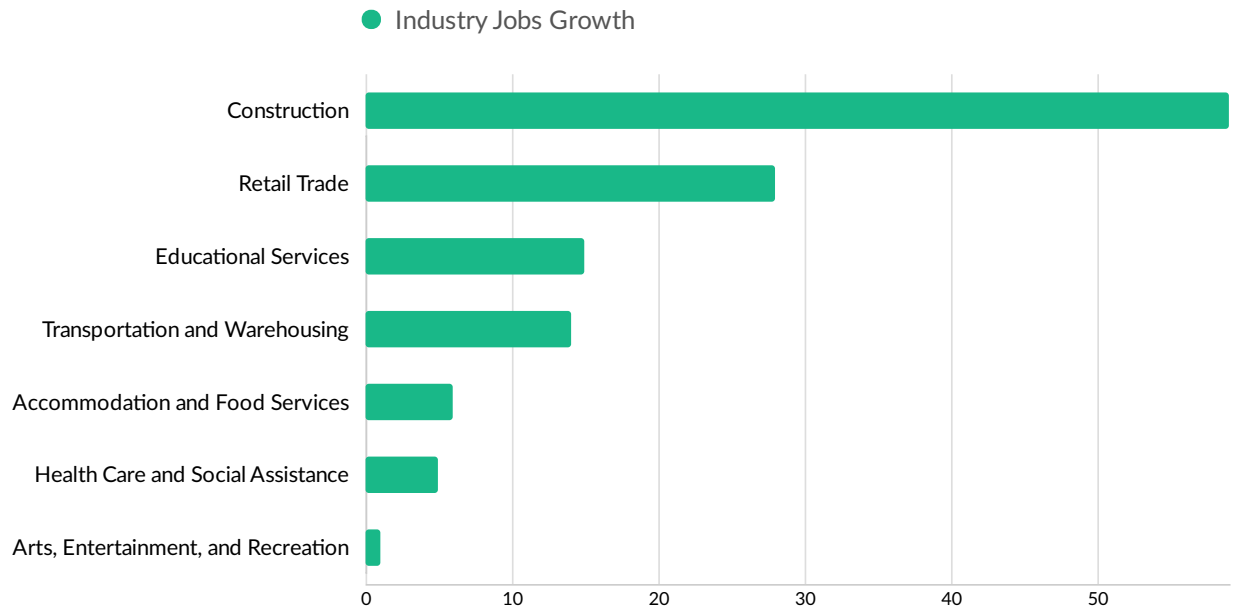
| ZIP   | Name                          | 2019 Workers |
|-------|-------------------------------|--------------|
| 54555 | Phillips, WI (in Price cou... | 2,438        |
| 54552 | Park Falls, WI (in Price c... | 2,352        |
| 54459 | Ogema, WI (in Price cou...    | 661          |
| 54556 | Prentice, WI (in Price co...  | 636          |
| 54515 | Catawba, WI (in Price c...    | 297          |

# Industry Characteristics

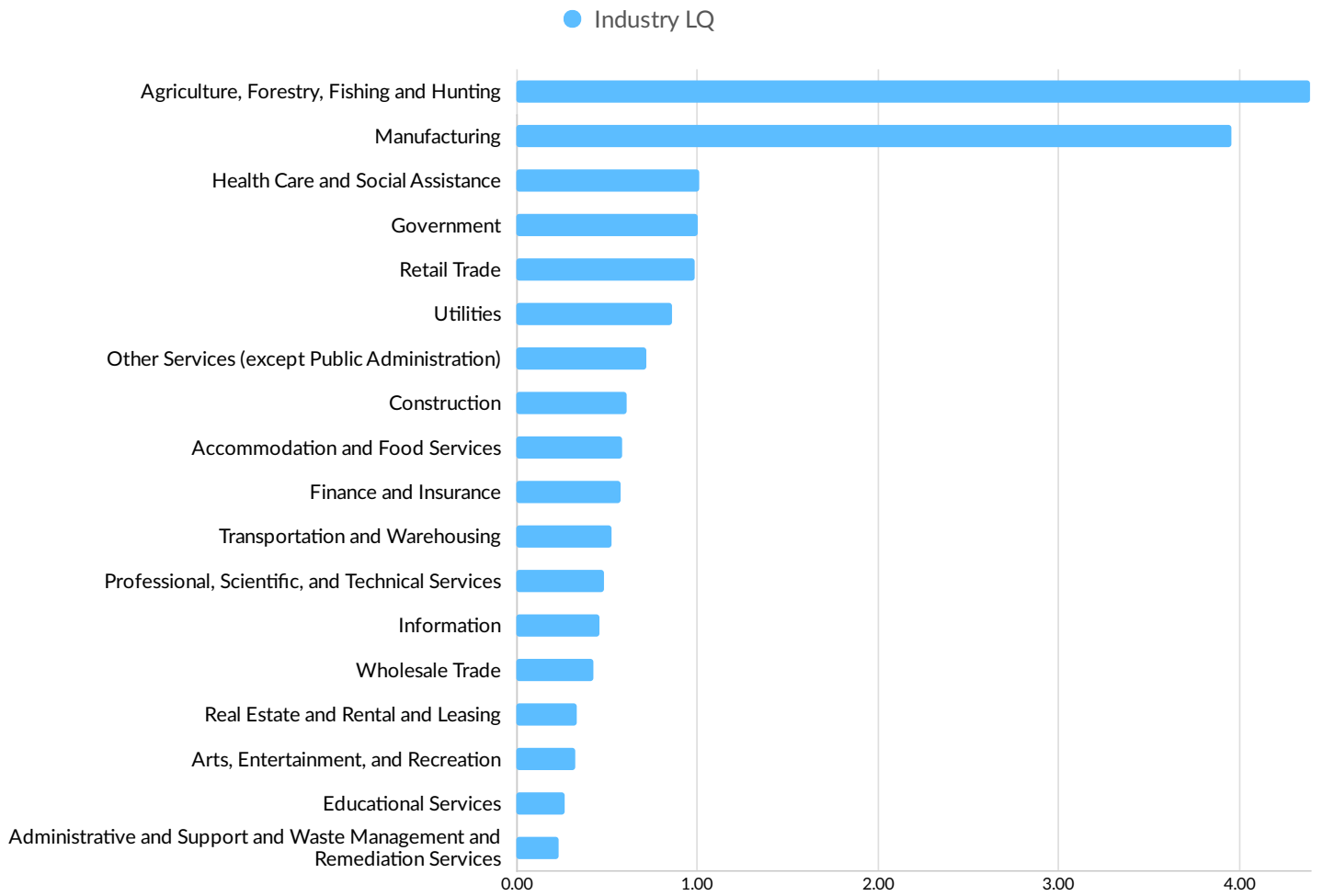
## Largest Industries



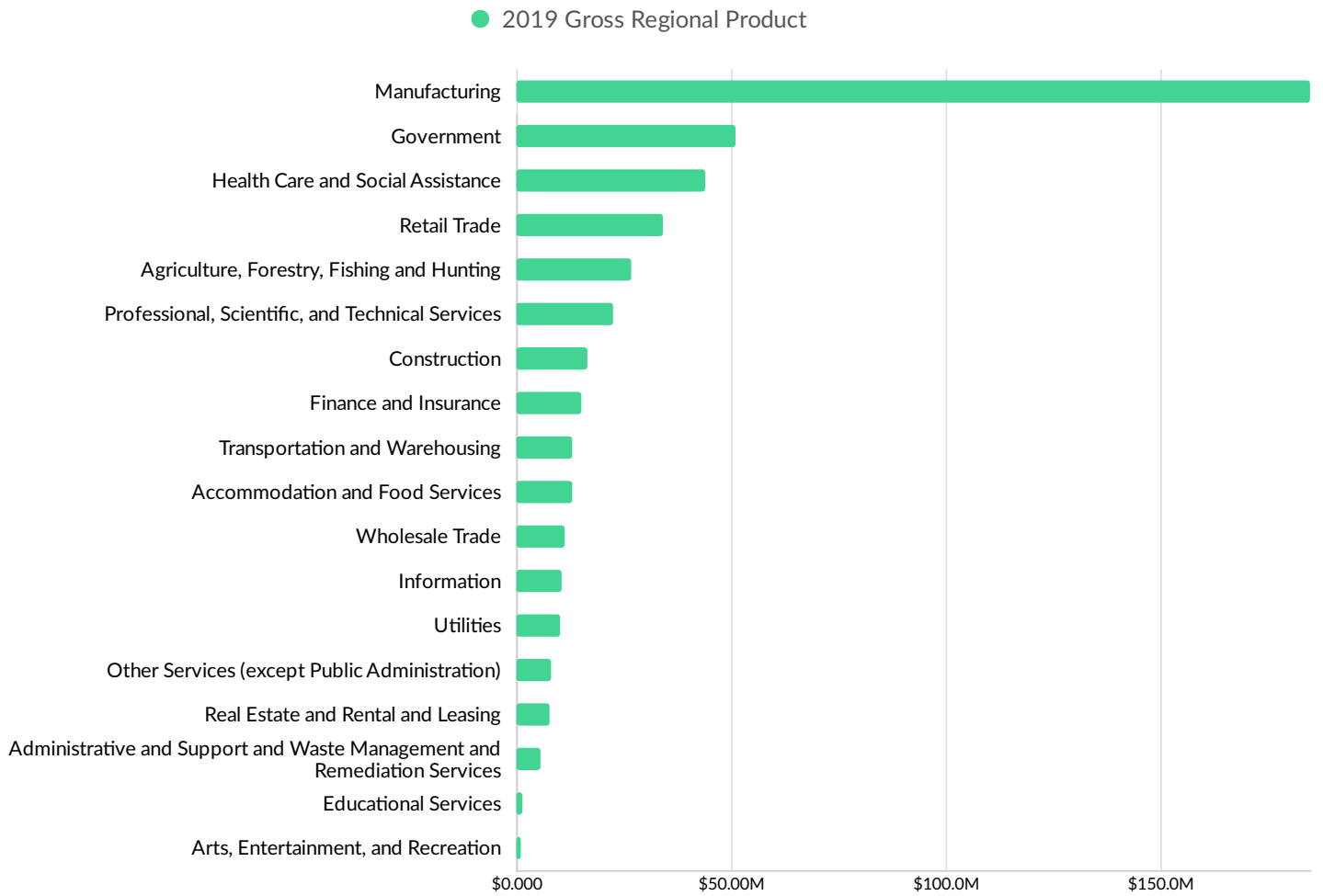
## Top Growing Industries



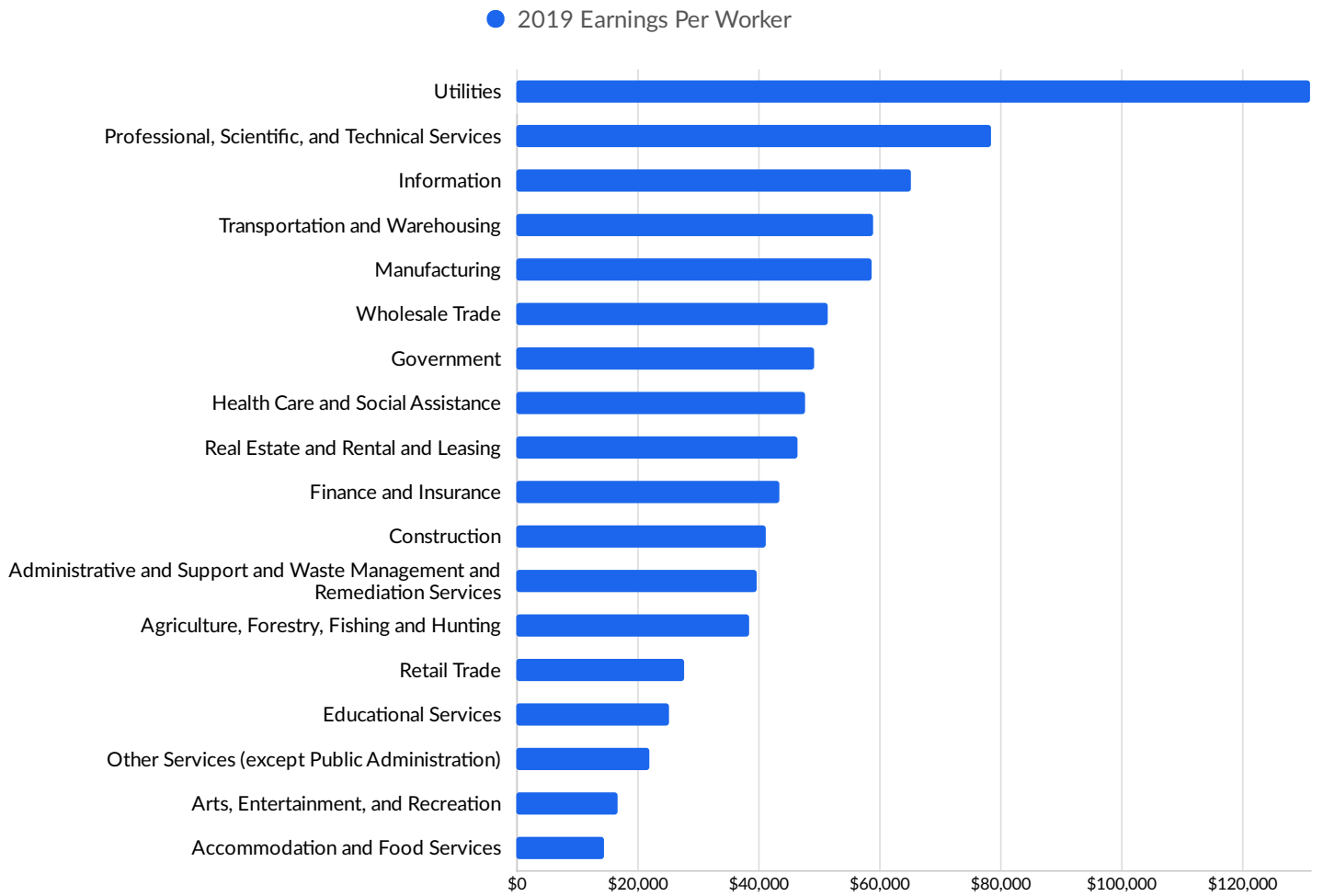
## Top Industry LQ



## 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  |
|--|-----------|-----------|----------------|------------------|---------|--------------------------|-----------|
| Manufacturing  | 2,125     | 1,931     | -194           | -9%              | 3.96    | \$58,840                 | \$185.06M |
| Government   | 934       | 926       | -8             | -1%              | 1.00    | \$49,242                 | \$51.15M  |
| Health Care and Social Assistance  | 792       | 797       | 5              | +1%              | 1.02    | \$47,713                 | \$43.97M  |
| Retail Trade   | 576       | 604       | 28             | +5%              | 0.98    | \$27,685                 | \$34.14M  |
| Agriculture, Forestry, Fishing and Hunting                               | 346       | 316       | -30            | -9%              | 4.40    | \$38,423                 | \$26.68M  |
| Accommodation and Food Services  | 307       | 313       | 6              | +2%              | 0.59    | \$14,479                 | \$13.08M  |
| Construction   | 155       | 214       | 59             | +38%             | 0.61    | \$41,171                 | \$16.53M  |
| Other Services (except Public Administration)                            | 246       | 209       | -37            | -15%             | 0.72    | \$22,026                 | \$8.02M   |
| Professional, Scientific, and Technical Services                         | 200       | 198       | -2             | -1%              | 0.49    | \$78,534                 | \$22.41M  |
| Finance and Insurance  | 170       | 143       | -27            | -16%             | 0.58    | \$43,596                 | \$15.20M  |
| Transportation and Warehousing   | 108       | 122       | 14             | +13%             | 0.53    | \$58,961                 | \$13.18M  |
| Wholesale Trade  | 130       | 95        | -35            | -27%             | 0.42    | \$51,651                 | \$11.27M  |
| Administrative and Support and Waste Management and Remediation Services | 133       | 91        | -42            | -32%             | 0.24    | \$39,852                 | \$5.80M   |
| Information  | 54        | 52        | -2             | -4%              | 0.46    | \$65,251                 | \$10.58M  |
| Educational Services   | 28        | 43        | 15             | +54%             | 0.27    | \$25,214                 | \$1.24M   |
| Arts, Entertainment, and Recreation                                      | 34        | 35        | 1              | +3%              | 0.32    | \$16,682                 | \$1.13M   |
| Real Estate and Rental and Leasing                                       | 35        | 35        | 0              | 0%               | 0.33    | \$46,537                 | \$7.68M   |
| Utilities  | 28        | 18        | -10            | -36%             | 0.86    | \$131,379                | \$10.05M  |

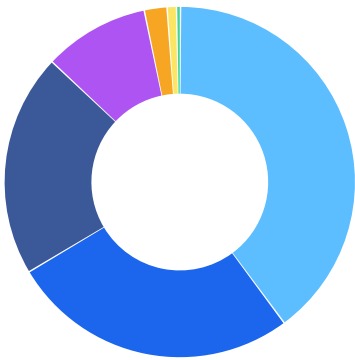
## Business Characteristics

### 785 Companies Employ Your Workers

Online profiles for your workers mention 785 companies as employers, with the top 10 appearing below. In the last 12 months, 371 companies in Price County, WI posted job postings, with the top 10 appearing below.

| Top Companies                  | Profiles   | Top Companies Posting             | Unique Postings   |
|--------------------------------|--|-----------------------------------|---|
| Marquipwardunited, Inc.        | 72    | Platinum Supplemental Insuranc... | 243    |
| Phillips Plastics Corporation  | 62  | Roehl Transport, Inc.             | 131  |
| School District of Phillips    | 39  | Telereach Inc                     | 98   |
| Flambeau River Papers, LLC     | 37  | Aspirus Wausau Hospital, Inc.     | 87   |
| Flambeau Hospital, Inc.        | 33  | U.S. Xpress, Inc.                 | 86   |
| Chequamegon School District    | 29  | CRST International, Inc.          | 76   |
| Marshfield Clinic              | 28  | Ef Education First, Inc.          | 59   |
| Aspirus Wausau Hospital, Inc.  | 18  | Pegasus Transportation, Inc.      | 53   |
| Biewer Lumber, LLC             | 18  | C.R. England, Inc.                | 49   |
| Bw Papersystems do Brasil Ltda | 18  | HomeAdvisor, Inc.                 | 48   |

## Business Size

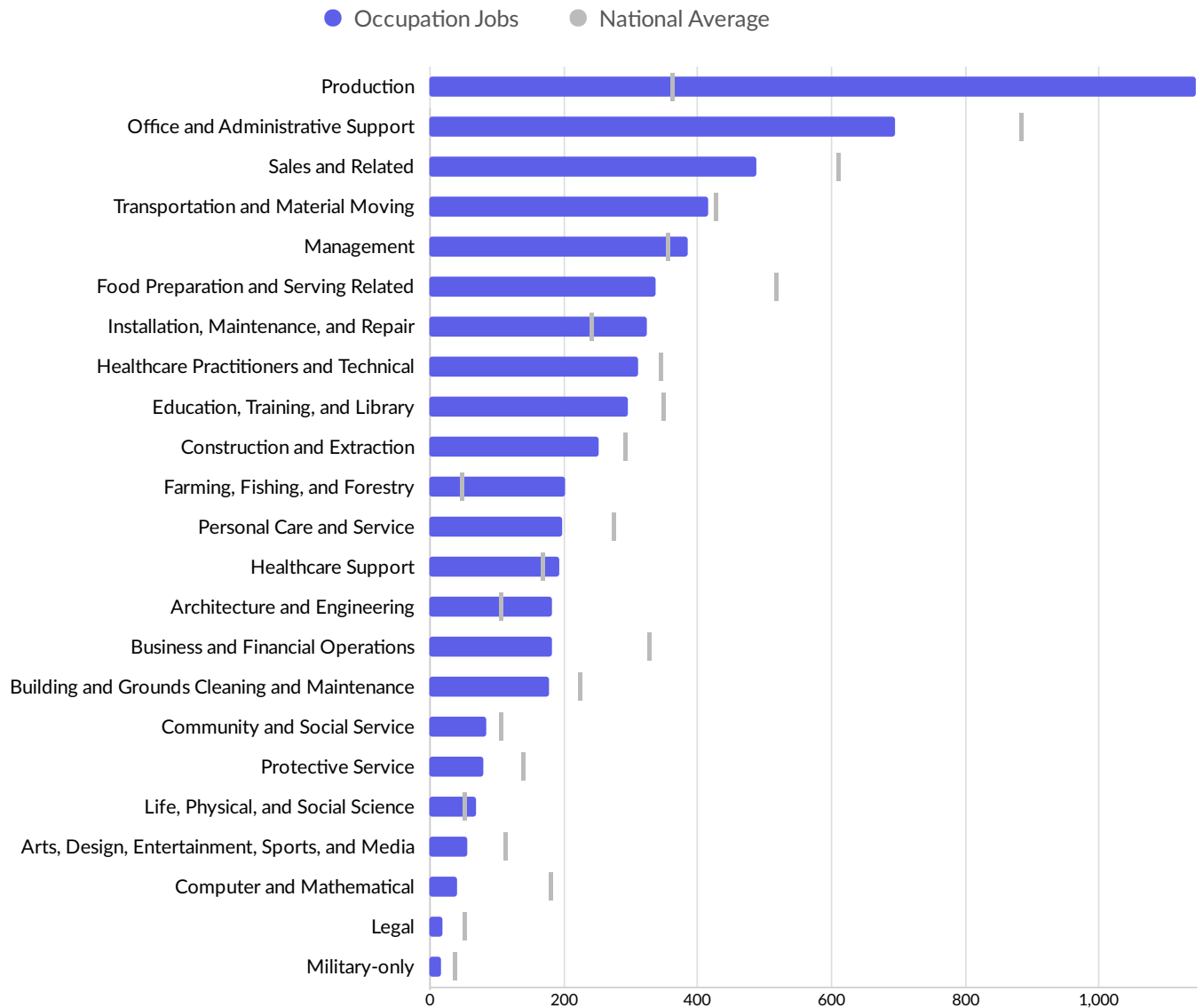


|                      | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees     | 39.8%      | 323            |
| 5 to 9 employees     | 26.6%      | 216            |
| 10 to 19 employees   | 20.6%      | 167            |
| 20 to 49 employees   | 9.7%       | 79             |
| 50 to 99 employees   | 2.1%       | 17             |
| 100 to 249 employees | 0.9%       | 7              |
| 250 to 499 employees | 0.4%       | 3              |

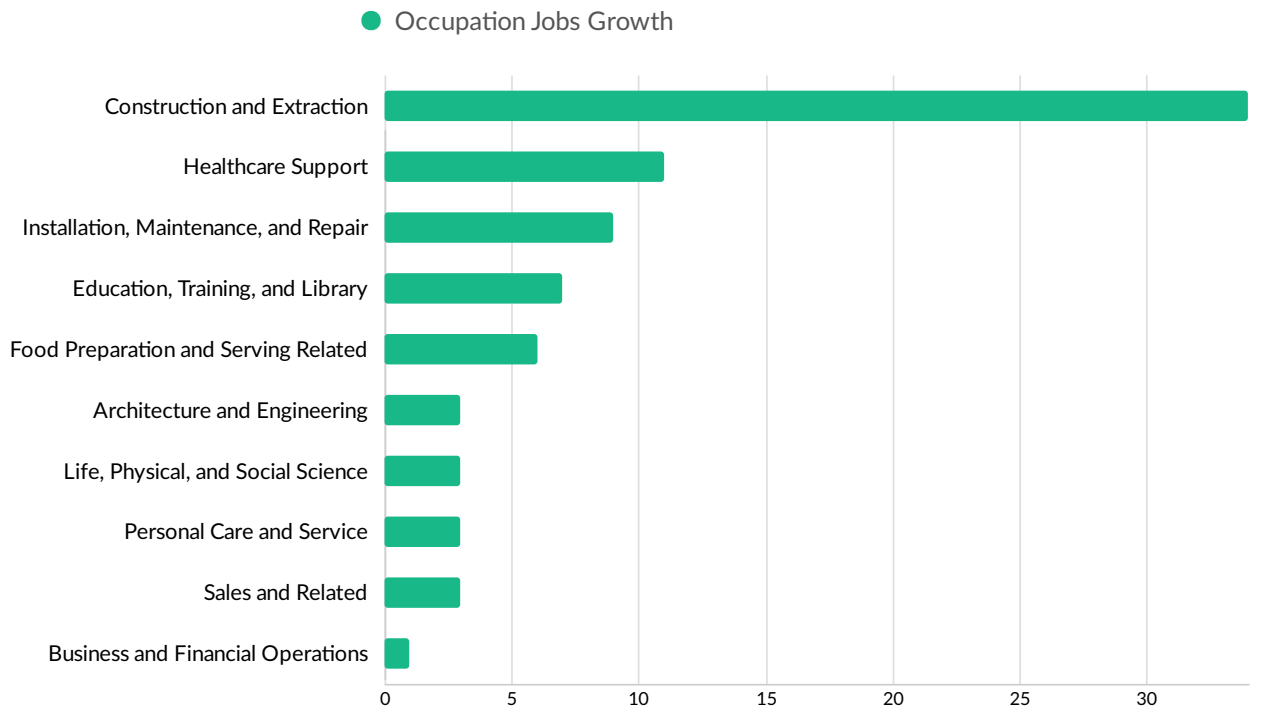
*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

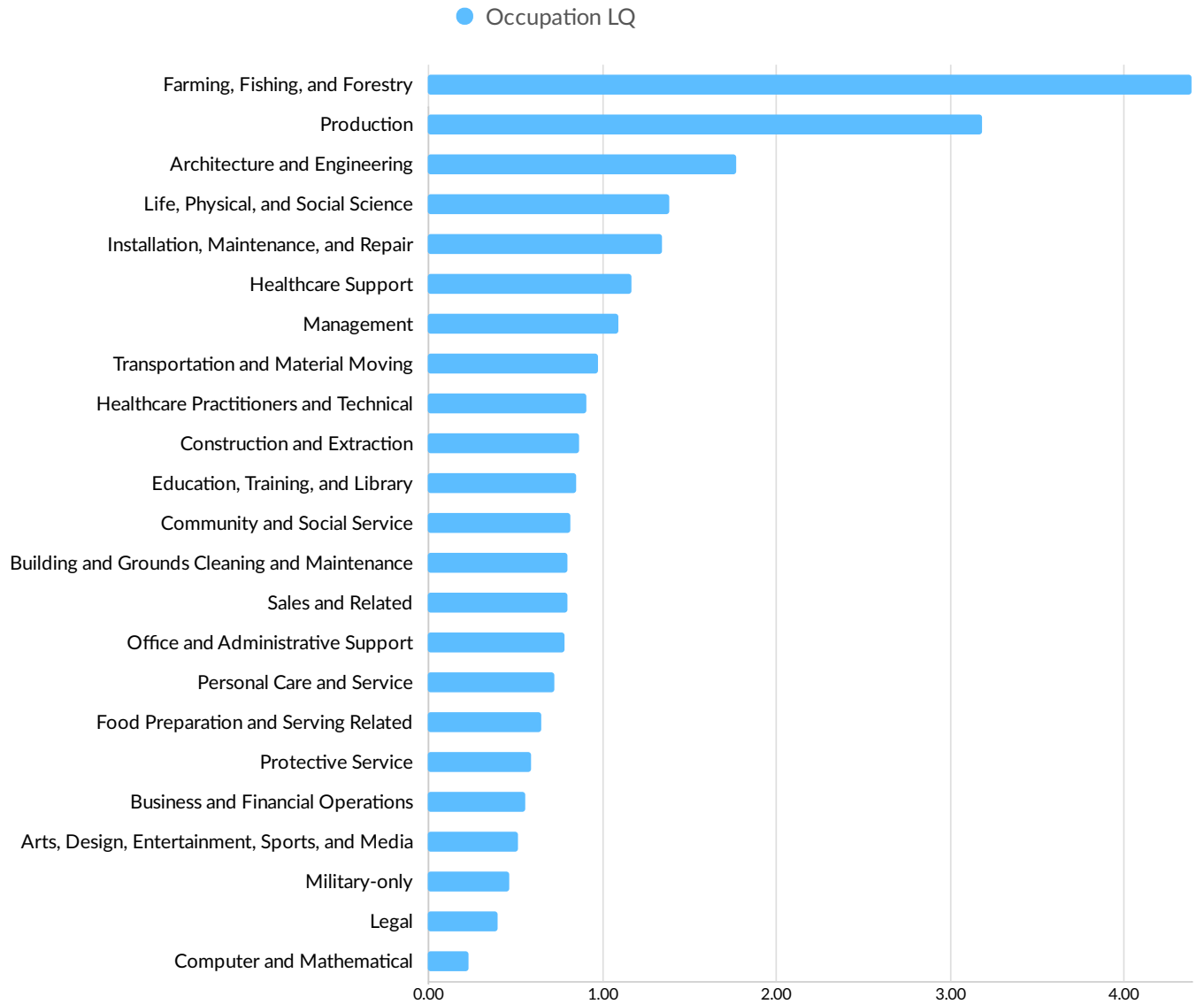
## Largest Occupations



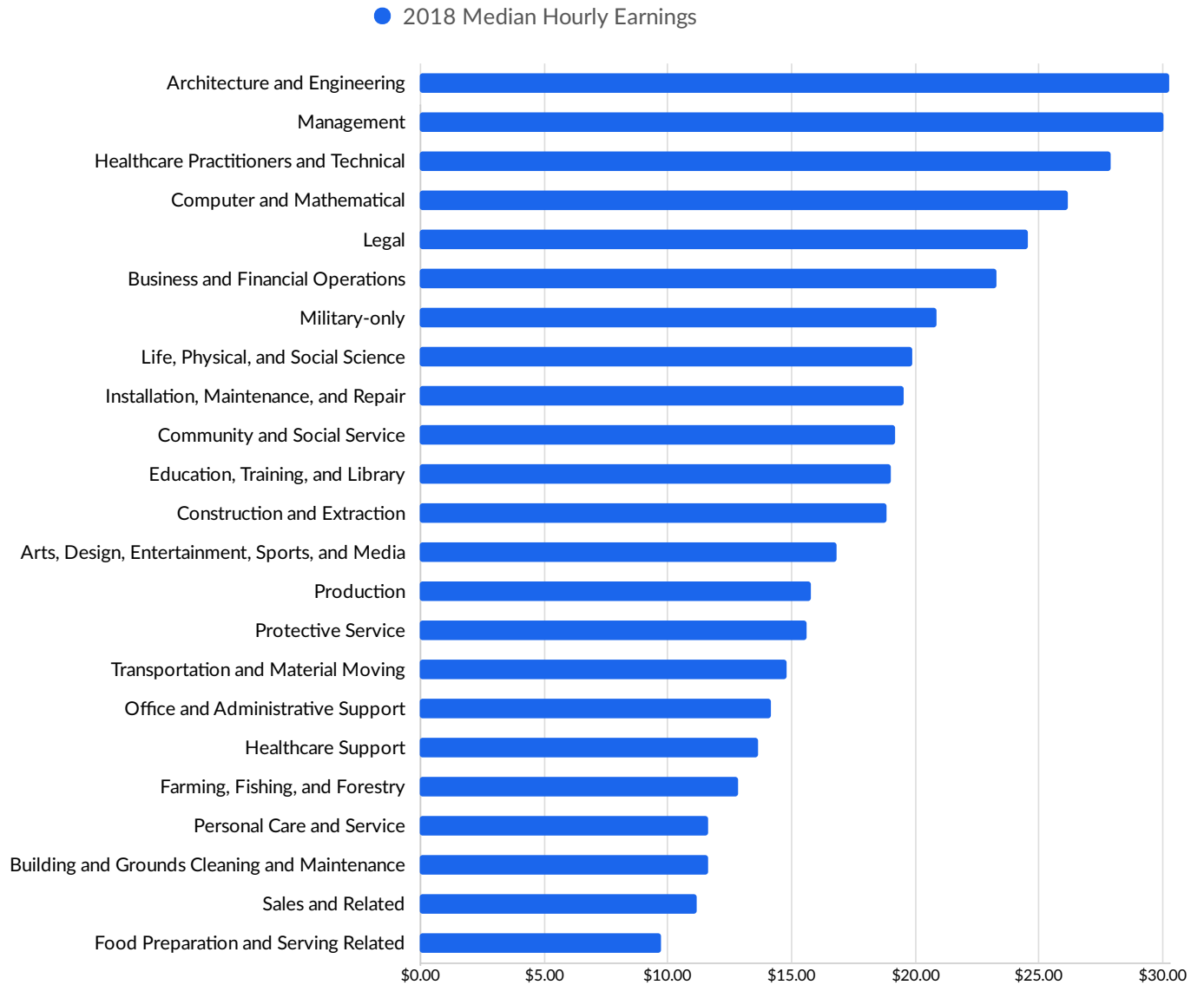
## Top Growing Occupations



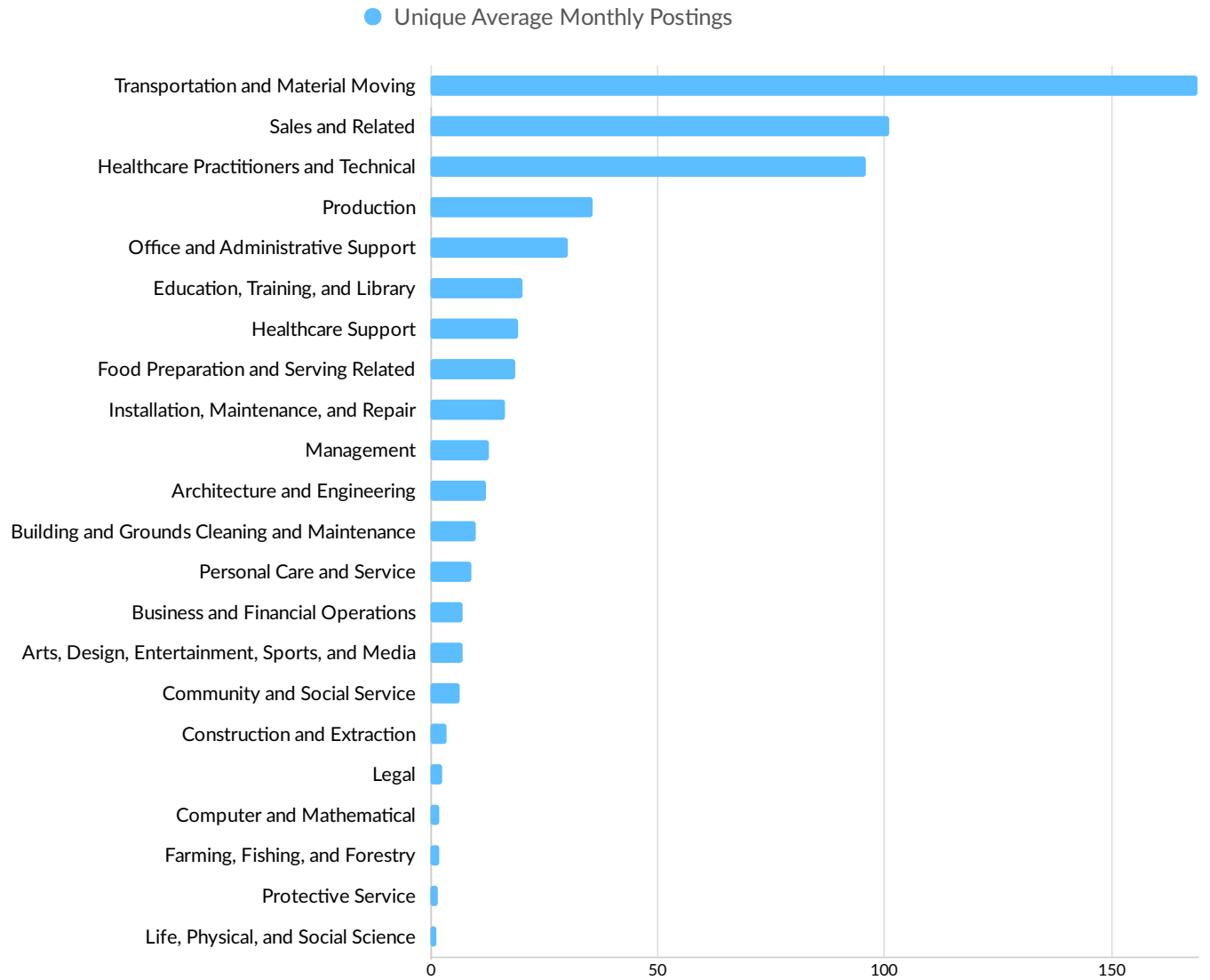
## Top Occupation LQ



## Top Occupation Earnings

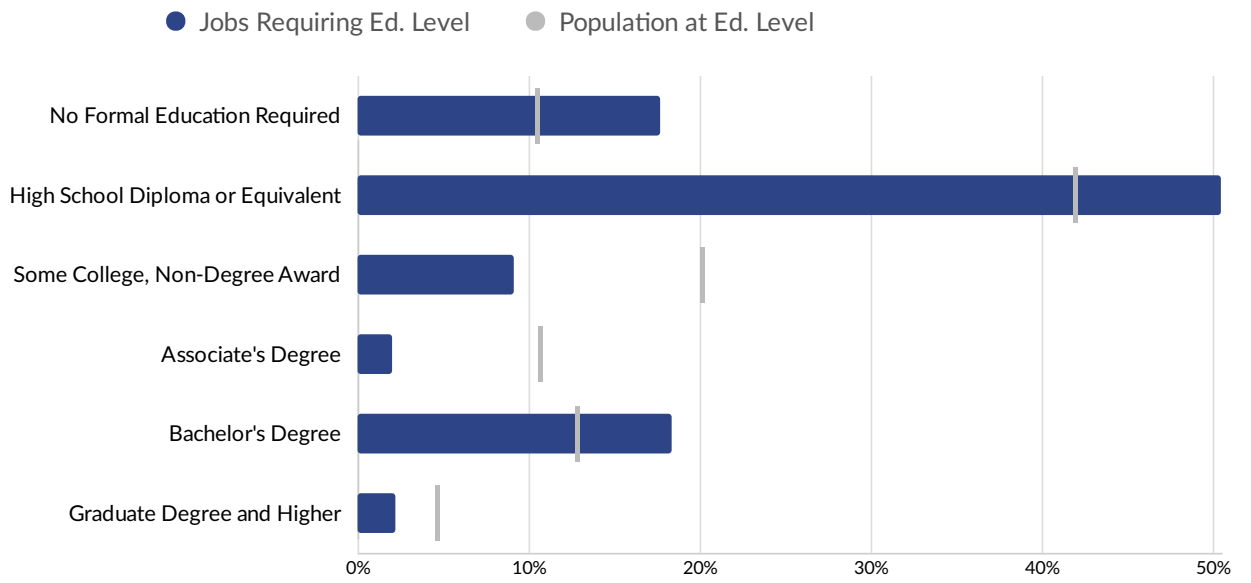


## Top Posted Occupations





## 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                                    | 1,296     | 1,145     | -151           | -12%             | 3.19    | \$15.83                     | 36  |
| Office and Administrative Support             | 768       | 696       | -72            | -9%              | 0.79    | \$14.21                     | 30  |
| Sales and Related                             | 485       | 488       | 3              | +1%              | 0.80    | \$11.19                     | 101   |
| Transportation and Material Moving            | 419       | 417       | -2             | 0%               | 0.98    | \$14.83                     | 169   |
| Management                                    | 428       | 387       | -41            | -10%             | 1.09    | \$30.04                     | 13  |
| Food Preparation and Serving Related          | 331       | 337       | 6              | +2%              | 0.66    | \$9.73                      | 19  |
| Installation, Maintenance, and Repair         | 315       | 324       | 9              | +3%              | 1.35    | \$19.54                     | 17  |
| Healthcare Practitioners and Technical        | 324       | 313       | -11            | -3%              | 0.91    | \$27.93                     | 96  |
| Education, Training, and Library              | 289       | 296       | 7              | +2%              | 0.85    | \$19.02                     | 20  |
| Construction and Extraction                   | 219       | 253       | 34             | +16%             | 0.87    | \$18.83                     | 4   |
| Farming, Fishing, and Forestry                | 206       | 202       | -4             | -2%              | 4.39    | \$12.88                     | 2   |
| Personal Care and Service                     | 196       | 199       | 3              | +2%              | 0.73    | \$11.67                     | 9   |
| Healthcare Support                            | 183       | 194       | 11             | +6%              | 1.17    | \$13.67                     | 19  |
| Architecture and Engineering                  | 181       | 184       | 3              | +2%              | 1.77    | \$30.28                     | 12  |
| Business and Financial Operations             | 182       | 183       | 1              | +1%              | 0.56    | \$23.28                     | 7   |
| Building and Grounds Cleaning and Maintenance | 214       | 179       | -35            | -16%             | 0.80    | \$11.65                     | 10  |
| Community and Social Service                  | 85        | 85        | 0              | 0%               | 0.82    | \$19.19                     | 6   |
| Protective Service                            | 84        | 81        | -3             | -4%              | 0.59    | \$15.63                     | 2   |

| 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 |
|--|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Life, Physical, and Social Science             | 66        | 69        | 3              | +5%              | 1.39    | \$19.91                     | 1   |
| Arts, Design, Entertainment, Sports, and Media | 59        | 58        | -1             | -2%              | 0.52    | \$16.82                     | 7   |
| Computer and Mathematical                      | 43        | 42        | -1             | -2%              | 0.23    | \$26.16                     | 2   |
| Legal  | 22        | 21        | -1             | -5%              | 0.41    | \$24.57                     | 3   |
| Military-only                                  | 19        | 16        | -3             | -16%             | 0.46    | \$20.90                     | 0   |

## Educational Pipeline

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

# In-Demand Skills

