COUNTY ECONOMIC PROFILE

...experienced a 1.4% increase in population between 1990 and 2000, resulting in a 2000 total population of 15,822. In 2000, the county had 12.6 persons per square mile, a density much lower than the state as a whole. The median age in Price County is 41.7, indicating a much older population than the State of Wisconsin, which has a median age of 36.0 years. The largest municipality is the City of Park Falls.

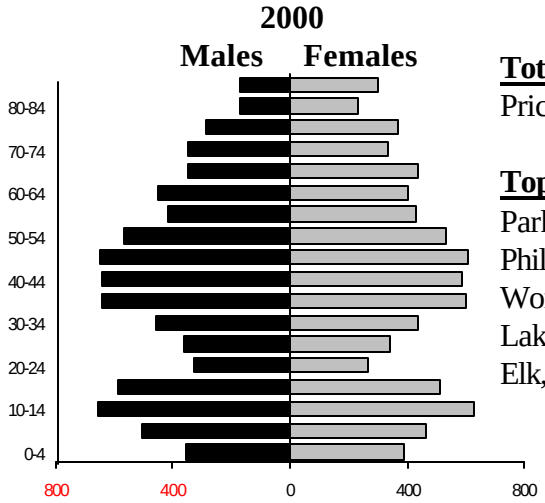
The median value of owner-occupied housing in Price County is $70,100. 26.8% of the housing units are seasonal, a value much above the state's average of 6.3%.

Farmland covers 11.6% of the county, while 42.9% of Wisconsin land is used for farming. The county is 75% forested and has 389 of the State's 15,057 lakes.

In Price County, Phillips Plastics Corporation employs more workers than any other manufacturing firm, and the School District of Phillips is the largest non-manufacturing employer. The Manufacturing industry generates the largest share of the county's total personal income. Price County's 1999 median household income was $35,249.

Department of Commerce PO Box 7970 Madison, WI 53707
Phone: (608) 266-1018 Fax: (608) 267-0436 Web Site: http://www.commerce.state.wi.us

Population



Total	1990		2000
Price County	15,600		15,822

Top Five Municipalities

Park Falls, City	3,104	Park Falls, City	2,793
Phillips, City	1,592	Worcester, Town	1,711
Worcester, Town	1,582	Phillips, City	1,675
Lake, Town	1,333	Lake, Town	1,319
Elk, Town	1,059	Elk, Town	1,183

Quality of Life

	Wisconsin	Price
Persons per Square Mile, 2000	98.8	12.6
Number of Staffed Hospital Beds, 1995	16,070	46
Average Birth Rate per 1,000 population, 2000	12.9	7.9
Public School Enrollment, 2000-2001	879,476	2,696
Number of 2000 Public High School Graduates	58,545	246
1999-2000 Public High School Dropout Rate	2.3%	0.4%

Vital Statistics

	1990		2000	
	Wisconsin	Price	Wisconsin	Price
Birth Rate (per 1,000)	14.8	11.9	12.9	7.9
Death Rate (per 1,000)	8.7	12.6	8.7	13.1
Number of Marriages	38,934	116	36,100	105
Number of Divorces	17,727	48	17,337	55

Housing

	1990	2000
Total Number of Housing Units	9,052	9,574
Number of Single-Unit Structures	7,151	7,585
Number of Multiple-Unit Structures	574	714
Number of Single Units Permitted	44	167
Number of Multiple Units Permitted	17	0
Percent Seasonal Housing	26.3%	26.8%
Median Value, Owner-Occupied	$40,900	$70,100
Median Rent	$223	$336

Recreation

1995 Number of:	Wisconsin	Price
Campgrounds	1,106	15
Campsites	75,367	780
Hiking Trails (in miles)	5,617	196
Mountain Biking Trails (in miles)	3,155	132
Cross Country Skiing Trails (in miles)	4,154	176
Snowmobile Trails (in miles)	14,896	308
Visitor Expenditures, 2000	$11,046,539,344	$40,058,928

Income

	1980	1990	2000
Total Personal Income	$124,567	$229,803	$341,654
Non-Farm Personal Income (in thousands)	$118,021	$228,125	$341,687
Farm Income (in thousands)	$6,546	$1,678	(L)
Per Capita Income	$7,861	$14,714	$21,594
Transfer Payments (in thousands)	$25,666	$44,106	$72,746
Proprietor Income (in thousands)	$15,797	$15,362	$21,207

Banking

2000	Wisconsin	Price
Savings Institutions-Offices	396	1
Savings Institutions-Savings Capital (Millions)	$12,761	$52
Commercial Banks-Offices	1,720	9
Commercial Banks-Deposits (Millions)	$62,618	$137

Government Finance

1997	Wisconsin	Price
Total Property Taxes Levied (in 1000's)	$5,144,206	$11,201
Effective per Capita Property Tax	$997	$704
Total Expenditures (in 1,000's)	$17,139,825	$44,183
In Dollars per Capita	$3,322	$2,777
As Percent of Total:		
Education	43.2%	45.0%
Health & Hospital	4.5%	2.5%
Police	5.0%	4.1%
Fire	2.3%	1.8%
Public Welfare	6.8%	9.5%
Highways	7.7%	16.9%

Retail, Service, Wholesale

1997	Wisconsin	Price
Number of Retail Sales Establishments	21,717	97
Sales (in thousands)	$50,520,463	$106,918
Annual Payroll (in thousands)	$4,826,217	$9,886
Number of Service Establishments	55,618	122
Receipts (in thousands)	$48,559,607	$22,542
Annual Payroll (in thousands)	$18,990,629	$9,553
Number of Wholesale Establishments	8,025	19
Sales (in thousands)	$57,192,863	$41,511
Annual Payroll (in thousands)	$3,764,944	$3,312

Manufacturing

1997	Wisconsin	Price
Number of Establishments	9,936	46
Number of Employees	562,479	2,957
Total Payroll (in 1,000's)	$18,766,395	$91,675
Production Workers, average number	416,254	2,168
Production Worker Hours (in 1,000's)	837,444	12,175
Production Worker Wages (in 1,000's)	$11,952,570	$59,466
Value Added (in 1,000's)	$54,947,083	$232,835
Value of Shipments (in 1,000's)	$117,382,992	$449,617

2002 Top Employers

Top Five Manufacturing Firms	Number Employed	Product/Type of Business
Phillips Plastics Corp.	250-499	Plastic Products
Marquip L.L.C.	250-499	Paper Industries Machinery
Fraser Papers Inc.	250-499	Paper Mills
Weather Shield Inc.	100-249	Window and Door Millwork
Saint Croix of Park Falls Ltd.	100-249	Sporting Goods & Fishing Rods
Top Five Non-Manufacturing Firms		
School District of Phillips	250-499	Elementary and Secondary School
Flambeau Hospital Inc.	100-249	General Hospital
County of Price	100-249	Executive & Legislative Govt.
Park Manor Ltd.	100-249	Skilled Nursing Care Facility
Park Falls Public School	100-249	Elementary and Secondary School

Employment by Industry

	1980	1990	2000
Mining	(L)	(L)	(DS)
Construction	203	233	346
Manufacturing	2,146	3,071	2,505
Transportation and Public Utilities	252	282	208
Trade	1,063	1,406	1,485
Services	1,304	1,761	2,083
Government	894	1,019	1,133

Income by Industry

In Thousands:	1980	1990	2000
Mining	$450	(L)	(D)
Construction	$2,036	$3,684	$9,910
Manufacturing	$36,410	$75,138	$91,976
Transportation and Public Utilities	$4,916	$8,136	$10,243
Trade	$9,801	$16,282	$21,419
Services	$9,934	$19,270	$36,669
Government	$11,491	$21,053	$34,643

Natural Resources

	Wisconsin	Price
Land Area (square miles)	54,310	1,253
Total Forest Land (in thousands of acres)	15,964.8	600.8
Commercial	15,702.5	595.4
Non-Commercial	262.3	5.4
Percent Land in Forests	46%	75%
Number of Lakes	15,057	389
Total Acreage of Lakes	982,155	15,129

Farming

1997	Wisconsin	Price
Number of Farms	65,602	370
Land in Farms (acres)	14,900,205	92,599
Average size of Farm (acres)	227	250
Sales by Selected Products (in 1,000's):		
Hay, Silage, and Field Seeds	$106,572	$438
Vegetables, Sweet Corn, and Melons	$149,443	(DS)
Fruits, Nuts, and Berries	$140,140	(DS)
Nursery and Greenhouse Crops	$157,348	$1,103
Poultry and Poultry Products	$241,523	$4
Dairy Products	$2,746,950	$8,759
Cattle and Calves	$670,518	$1,831
Hogs and Pigs	$151,164	(DS)

Notes:
(NA) - Not available
(DS) - Data suppressed; not shown to avoid disclosure of confidential information
(L) - Less than 10 persons employed in “Employed by Industry” or less than $50,000 in “Income by Industry”
Number of Single-Unit Structures - Number of housing units standing alone
Number of Multiple-Unit Structures - Number of housing units connected to another structure, including other housing units
Percent Factory Jobs - Percent of employed persons working in factories
Services - Includes services and finance, insurance, and real estate
Trade - Includes retail and wholesale trade

SOURCES:

TEXT
1999 Median Household Income, U.S. Bureau of the Census, Census 2000

POPULATION
U.S. Department of Commerce, Bureau of the Census.
2000 Census of Population and Housing
Table P8: Sex by Age
1990 Census of Population and Housing
Table P001: Persons
2000 Census of Population and Housing
Table P1: Total Population
Wisconsin Department of Workforce Development, County Workforce Profiles, Fifth Edition, 2002.
Top Five Municipalities

QUALITY OF LIFE
U.S. Bureau of the Census, Census 2000. State & County Quick Facts, Geography Quick Facts
Persons per Square Mile
Wisconsin Department of Health and Family Services, Division of Health, Bureau of Health Care
Number of Staffed Hospital Beds, 1995
Wisconsin Department of Health and Family Services, Wisconsin Births and Infant Deaths, 2000 Report
Table 23: Number of Births by County of Residence, Wisconsin 1980-2000
Wisconsin Department of Public Instruction, Statistics and Reports, Student Data
Raw Data for Public School Enrollments, Graduates, and Dropout Rates

VITAL STATISTICS
Wisconsin Department of Health and Family Services, Vital Statistics Reports
Wisconsin Births and Infant Deaths, 2000
Table 23: Number of Births by County of Residence
Wisconsin Deaths, 2000
Table 3: Deaths by County of Residence
Wisconsin Marriages and Divorces, 2000
Table 4: Monthly Marriage Totals by County
Table 6: Divorces and Annulments by County

HOUSING
U.S. Department of Commerce, Bureau of the Census, Census 2000.
Table H1: Housing Units
Table H30: Units in Structure
Table H8: Vacancy Status
Raw Data for Seasonal Housing Percentages
Table H76: Median Value for Specified Owner-Occupied Housing Units
Table H56: Median Contract Rent
U.S. Department of Commerce, Bureau of the Census, Census 2000.
CenStats Databases:
Building Permits, Annual 2000
Note: Data for some counties are not exact because some municipalities had no available data (NA).

RECREATION
Wisconsin Department of Natural Resources.
Unpublished Data for Wisconsin Statewide Comprehensive Outdoor Recreation Plan for 1991-1996.
Wisconsin Department of Tourism, Research and Travel Trends
1993-2002 Economic Impact of Traveler Expenditures by County

INCOME
U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income
Table CA05: Personal Income by Major Source and Earnings by Industry

BANKING
Federal Deposit Insurance Corporation, Summary of Deposits, Individual State Tables
Table 07: County (June 30, 2000)

GOVERNMENT FINANCE
U.S. Department of Commerce, Bureau of the Census.
Census of Governments, 1997. County Area Finance and Employment Fast Facts.

RETAIL, SERVICE, WHOLESALE

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97R44-WI Census of Retail Trade, 1997.

Table 3: Summary Statistics for Counties, 1997.

EC97W42-WI(RV) Census of Wholesale Trade, 1997.

Table 5: Summary Statistics for Counties, 1997.

Economic Census, 1997. Summary Statistics.

Raw Data for Service Industries

Note: The Census of Service Industries was not compiled in 1997 due to the change in industry coverage from the Standard Industrial Classification System (SIC) to the North American Industry Classification System (NAICS). There is no Service Industries classification in the new system.

MANUFACTURING

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97M31-WI Census of Manufacturing, 1997.

Table 3: Industry Statistics for Counties, 1997.

TOP EMPLOYERS

Wisconsin Department of Workforce Development, Local Labor Market Information, Top Fifty Employers by County.

Raw Data for Public and Private Employers, 2002.

EMPLOYMENT BY INDUSTRY

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA25: Total Full-Time and Part-Time Employment by Industry

Note: Data was compiled in March, 2003.

INCOME BY INDUSTRY

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

NATURAL RESOURCES

U.S. Department of Commerce, Bureau of the Census, Census 2000.

GCT-PH1: Population, Housing Units, Area, and Density, 2000.

Schmidt, Thomas L. Wisconsin Forest Statistics, 1996. United States Department of Agriculture, Forest Service.

Table 1: Area of Land by Forest Survey Unit, County, and Major Land-Use Class, Wisconsin, 1996.

Wisconsin Department of Natural Resources, Bureau of Water Resources Management-Lake Section, Wisconsin Lakes PUB-FM-800 99Rev.

Inland Lake Summary Information by County

FARMING

AC97-A-49 Census of Agriculture, 1997.

Table 1: County Summary Highlights.

Table 2: Market Value.

Table 14: Cattle and Calves: Inventory & Sales.

Table 15: Hogs and Pigs: Inventory & Sales.

Table 16: Poultry: Inventory & Sales.

Published July 2003 by:
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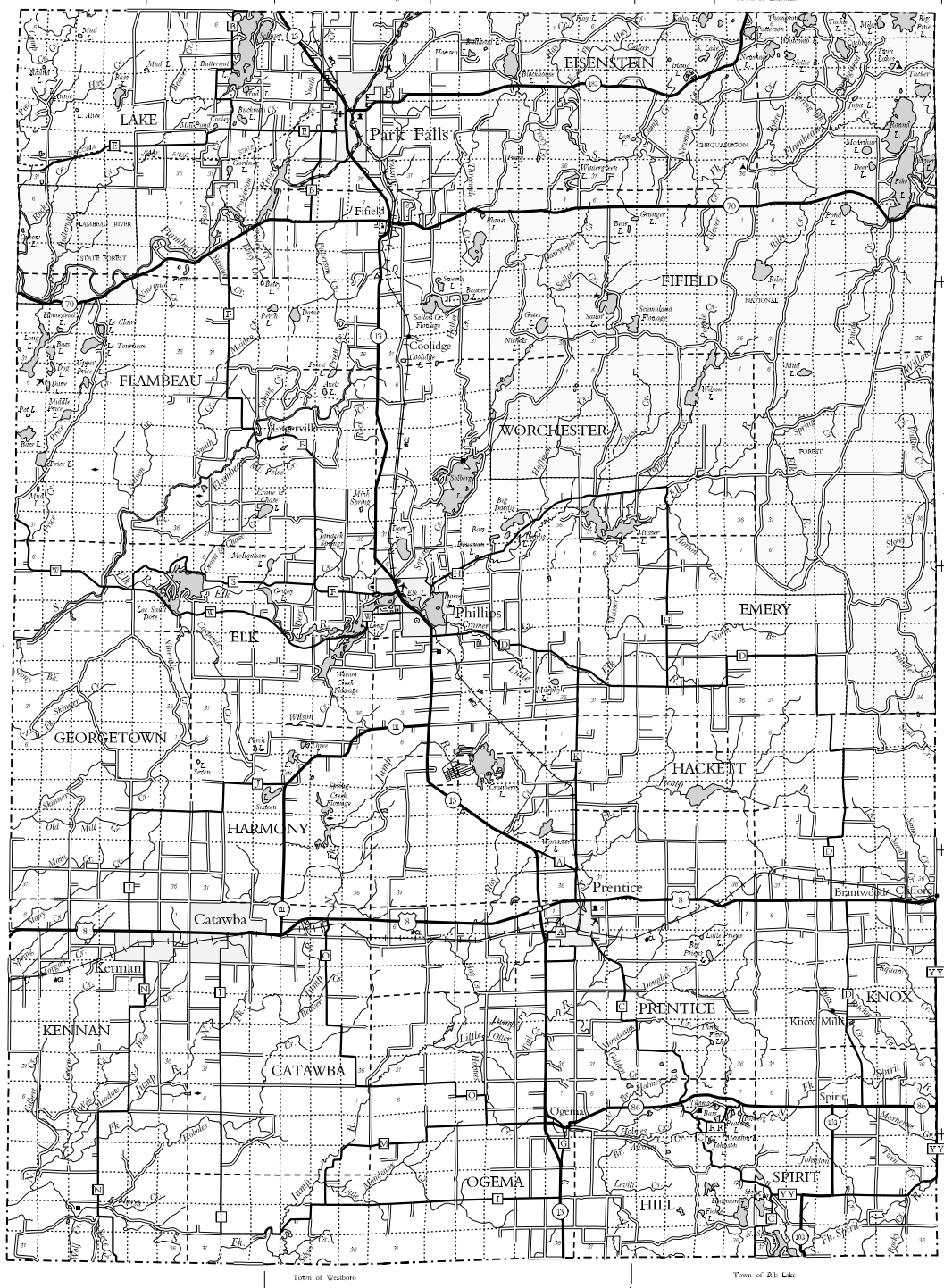

LEGEND

- Freeway
- Multilane Divided
- U.S. or State Hwy
- County Trunk Hwy
- Town Road
- Firelane
- Railroad
- State Trail
- Interchange
- Highway Separation
- Interstate Highway No. 94
- U.S. Highway No. 18
- State Highway No. 59
- County Highway Letter T
- Dam
- Hospital
- Schools
- Airport
- County Seat
- Unincorporated Village
- State Boundary
- County Boundary
- Civil Town Boundary
- Section Line
- Fish Hatchery
- Game Farm
- Public Hunt or Fish. Grds.
- Public Camp & Picnic Grds
- Ranger Station
- State Park
- County Park ...Fish Facilities
- ...Wildlife Facilities
- Wayside ...Modern Facilities
- ...Rustic Facilities

For boundaries of public hunting and fishing grounds please contact the Department of Natural Resources

Grid based on the state plane coordinate system north zone and the NAD 27

SECTION NUMBERING OF A TOWNSHIP

6	5	4	3	2	1
7	8	9	10	11	12
18	17	16	15	14	13
19	20	21	22	23	24
30	29	28	27	26	25
31	32	33	34	35	36

MILES OF HIGHWAY
as of Jan. 1, 1998

STATE	155
COUNTY	228
LOCAL ROADS	1036
OTHER ROADS	20
TOTAL FOR COUNTY	1439

Land Area (2000 Census) - 1253 sq mi
Population (2000 Census) 15600
County Seat ..... Phillips

PRICE CO.

DEPARTMENT OF TRANSPORTATION
STATE OFFICE BUILDING
Madison, Wisconsin

SCALE 0 1 2 MILES

Compiled by
JAN. 2000

Base compiled from U.S.G.S. Quadrangles
1:100,000 Series

PRICE 50-7