County Facts: Price County, WI
Population 13,000

The Local Economy

Unemployment rate 3.8% 3.3% 12.7% Price County WI United States
Poverty rate 14.9% 15.1% 3.8% 3.3% 14.9% 12.7% 15.1% Price County WI United States
Median family income (000s) $46 $56 $57 $46 $56 $57 $63
Population growth 2000-2017 -15% 8% 16% -15% 8% 16% United States
Manufacturing share of workforce 16% 16% 18% 16% 16% 18% United States
Farming share of workforce 4.4% 4.7% 4.4% 4.7% 4.4% 4.7% United States
Great Recession unemployment spike (pp) 10% 10% 1.7% 10% 10% 1.7% United States

How Local Kids' Lives Turn Out

Percent graduating any college 50% 49% 46% Price County WI United States
Percent reaching upper-middle class 24% 23% 20% Price County WI United States
Percent achieving American Dream 15% 11% 10% Price County WI United States
Percent giving birth as a teen 20% 14% 10% Price County WI United States
Percent landing in jail 1.5% 0.1% 0.1% Price County WI United States
Local school expenditure per student (000s) $7.4 $6.3 $6.4 Price County WI United States
Local Colleges and Upward Mobility

4-Year Colleges

- Low-income share of students: 6.5% (Northland College†), 10.0% (Wisconsin 4-year-college average), 15.6% (U.S. 4-year-college average)
- Low-income student success rate: 4.7% (Northland College†), 37.8% (Wisconsin 4-year-college average), 48.6% (U.S. 4-year-college average)

2-Year Colleges

- Low-income share of students: 10.0% (Northland College†), 29.5% (Wisconsin 2-year-college average), 32.9% (U.S. 2-year-college average)
- Low-income student success rate: 15.6% (Northland College†), 21% (Wisconsin 2-year-college average)

*: Data refers to the full college system, not just this campus. †: In nearby county

Local Demographics

- Percent Black: 1% (Price County), 6% (WI), 14% (United States)
- Percent Hispanic: 2% (Price County), 6% (WI), 17% (United States)
- Percent over age 65: 11% (Price County), 13.0% (WI), 21.0% (United States)
- Percent college grad: 16% (Price County), 20% (WI), 21% (United States)
- Crime rate (arrests per 10K residents): 0 (Price County), 0 (WI), 76 (United States)

* Prices, Donnelly, Clancy Green, and Danny Yagan

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Definitions and Sources

The Local Economy

- Unemployment rate (August 2018, BLS)
- Poverty rate (2012-2016 ACS)
- Median family income (2016 ACS)
- Manufacturing share of workforce (2012-2016 ACS)
- Farming share of workforce (2012-2016 ACS)
- Great Recession unemployment spike (BLS LAUS)

How Local Kids’ Lives Turn Out

- Percent graduating any college (2-yr or 4-yr, Tax Data 2, N/A for some counties)
- Percent reaching upper middle-class (top 20% of the U.S. income distribution, Tax Data 1, N/A for some counties)
- Percent achieving American Dream (share of local low-income kids—i.e. those with 25th-income-percentile parents—who reach the top 20% of the U.S. income distribution as adults, Tax Data 1, N/A for some counties)
- Percent (of local female kids) giving birth as a teen (Tax Data 1, N/A for some counties)
- Percent landing in jail (percent of local kids in jail on 1 April 2010, Tax Data 1 and 2010 Census, N/A for some counties)
- Local school expenditure per student (in public schools, NCES, N/A for some counties)

Local Colleges and Upward Mobility

- Low-income share of students (share of age-18-22 students with bottom-20% parents, Tax Data 2)
- Low-income student success rate (share of low-income age-18-22 students who reach the top 40% of the U.S. income distribution as adults, Tax Data 2)

Local Demographics

- Percent Black (2012-2016 ACS)
- Percent Hispanic (2012-2016 ACS)
- Percent over age 65 (2010 Census)
- Percent college grad (4-yr college, 2012-2016 ACS)
- Crime rate (serious violent and property arrests per 10,000 residents, FBI Uniform Crime Reports, N/A for some counties)
- Life expectancy (at age 40, Tax Data 3, N/A for some counties)
- Opioid deaths (per 10,000 residents in 2017, CDC, N/A for some counties and some counties report population weighted commuting zone average)

Sources Legend

- ACS: U.S. Census Bureau American Community Surveys, 2012-2016
- CDC: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2017 on CDC WONDER Online Database.
- Census: U.S. Census Bureau