



Taylor County, WI

Northwest Regional Planning Commission



Northwest Regional Planning Commission



keeping your future as our focus

1400 S. River Street
Spooner, Wisconsin 54801

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	28
In-Demand Skills	29

Report Parameters

1 County

55119 Taylor 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

19,841

Population (2022)

Population **decreased by 461** over the last 5 years and is projected to **decrease by 547** over the next 5 years.

8,480

Total Regional Employment

Jobs **decreased by 333** over the last 5 years but are projected to **grow by 263** over the next 5 years.

\$56.4K

Median Household Income (2021)

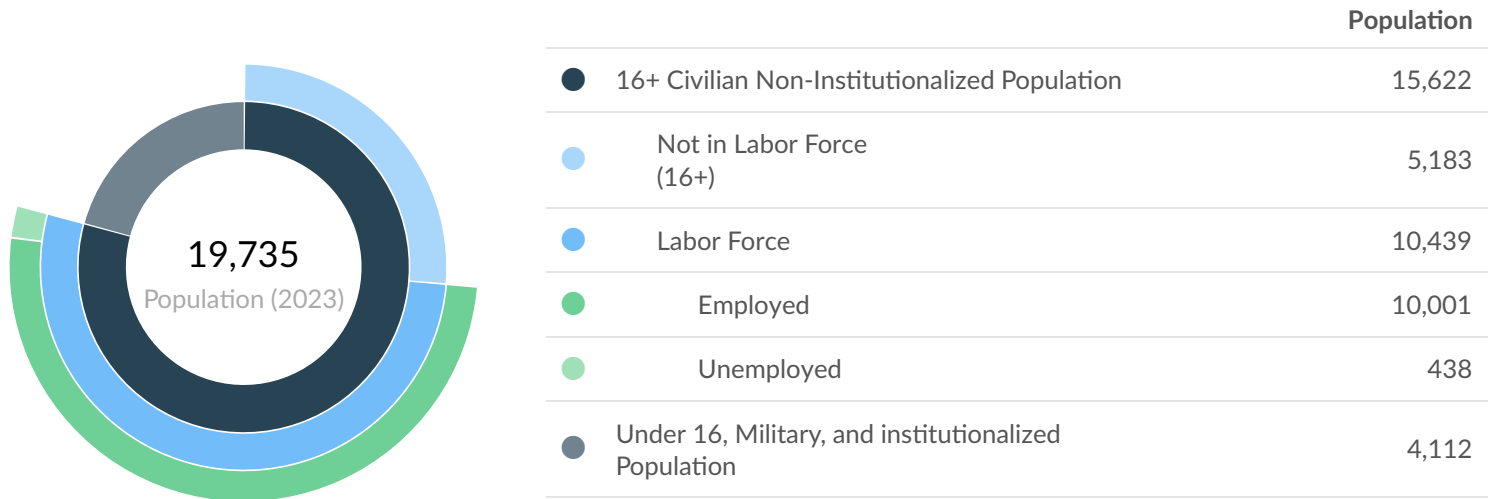
Median household income is **\$12.7K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **declined by 2.3%** since 2017, falling by 461. Population is expected to **decrease by 2.8%** between 2022 and 2027, losing 547.
- From 2017 to 2022, jobs **declined by 3.8%** in Taylor County, WI from 8,813 to **8,480**. This change **fell short of the national growth rate of 3.4% by 7.2%**. As the number of jobs declined, the **labor force participation rate decreased from 70.8% to 65.3% between 2017 and 2022**.
- Concerning educational attainment, **11.7% of Taylor County, WI residents possess a Bachelor's Degree** (9.1% below the national average), and **9.5% hold an Associate's Degree** (0.7% above the national average).
- The top three industries in 2022 are Dairy Product Manufacturing, Other Wood Product Manufacturing, and Education and Hospitals (Local Government).

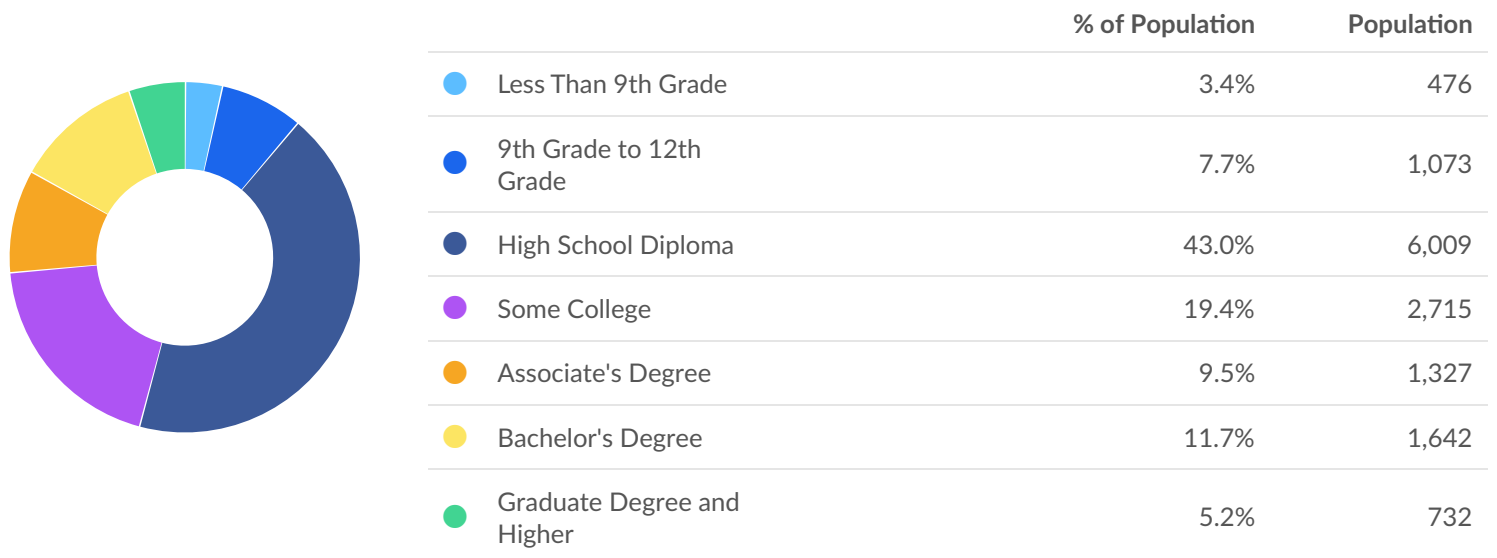
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	19,735	10,439	8,480	98.6	\$998.62M	\$1.87B	\$1.74B
State	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

Jan 2023 Labor Force Breakdown



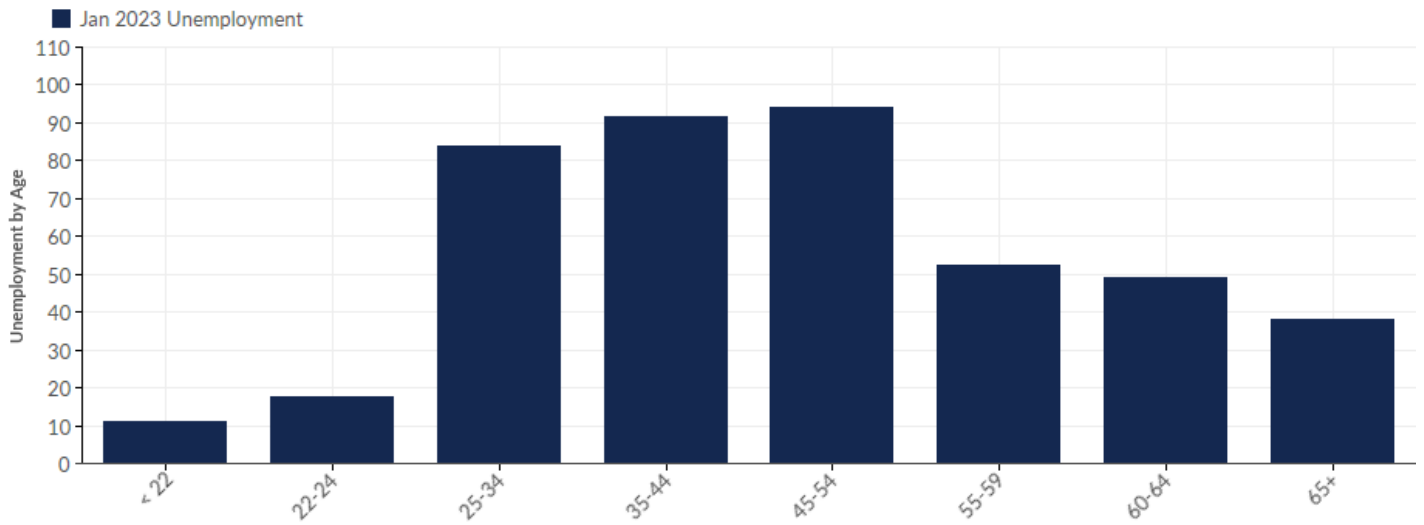
Educational Attainment

Concerning educational attainment, **11.7% of Taylor County, WI residents possess a Bachelor's Degree** (9.1% below the national average), and **9.5% hold an Associate's Degree** (0.7% above the national average).



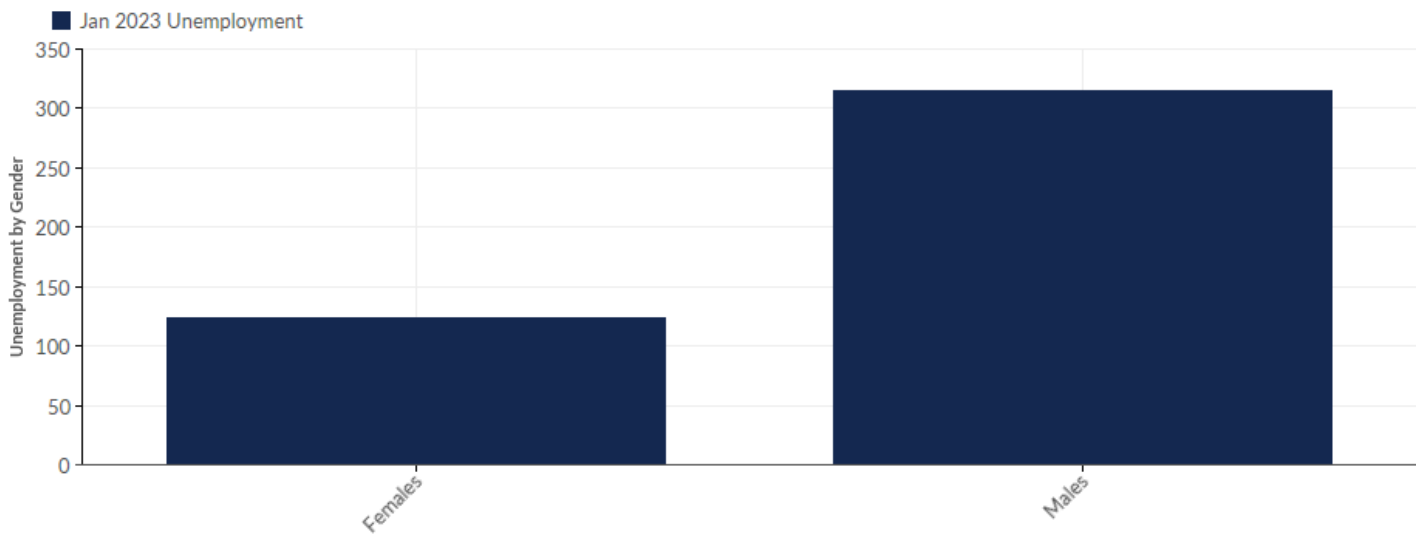
Unemployment by Demographics

Unemployment by Age



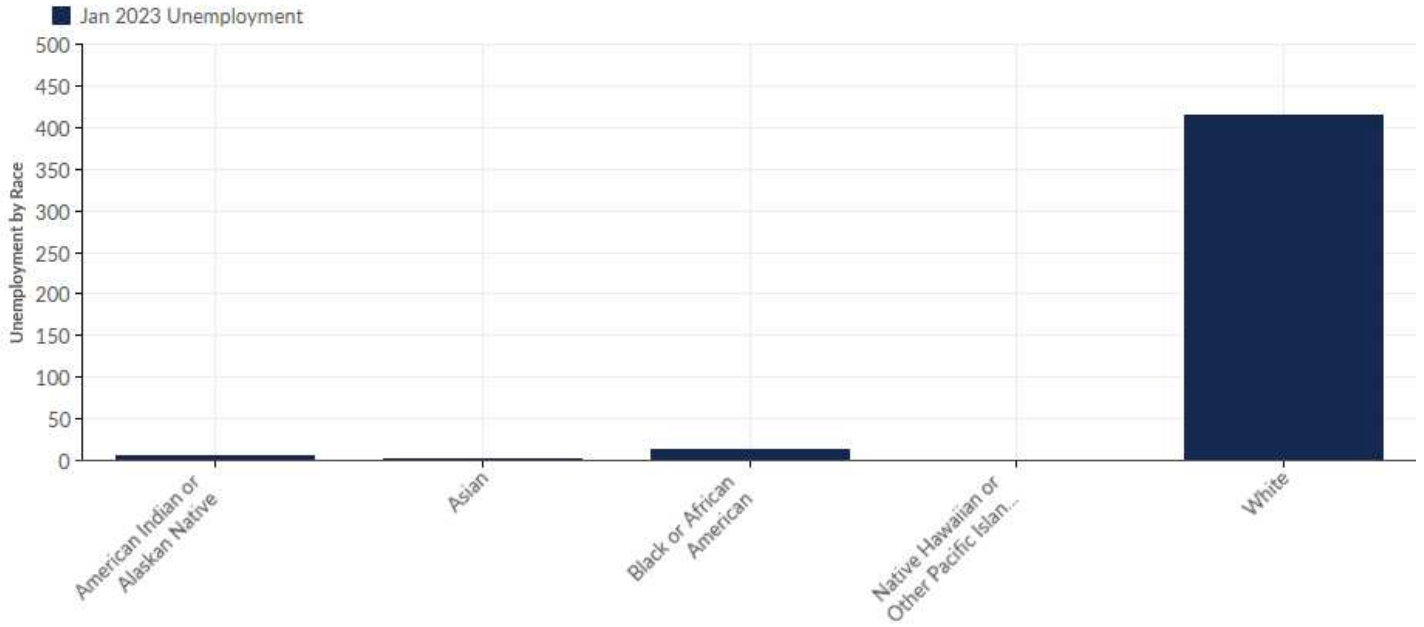
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	11	2.51%
22-24	18	4.11%
25-34	84	19.18%
35-44	92	21.00%
45-54	94	21.46%
55-59	52	11.87%
60-64	49	11.19%
65+	38	8.68%
Total	438	100.00%

Unemployment by Gender



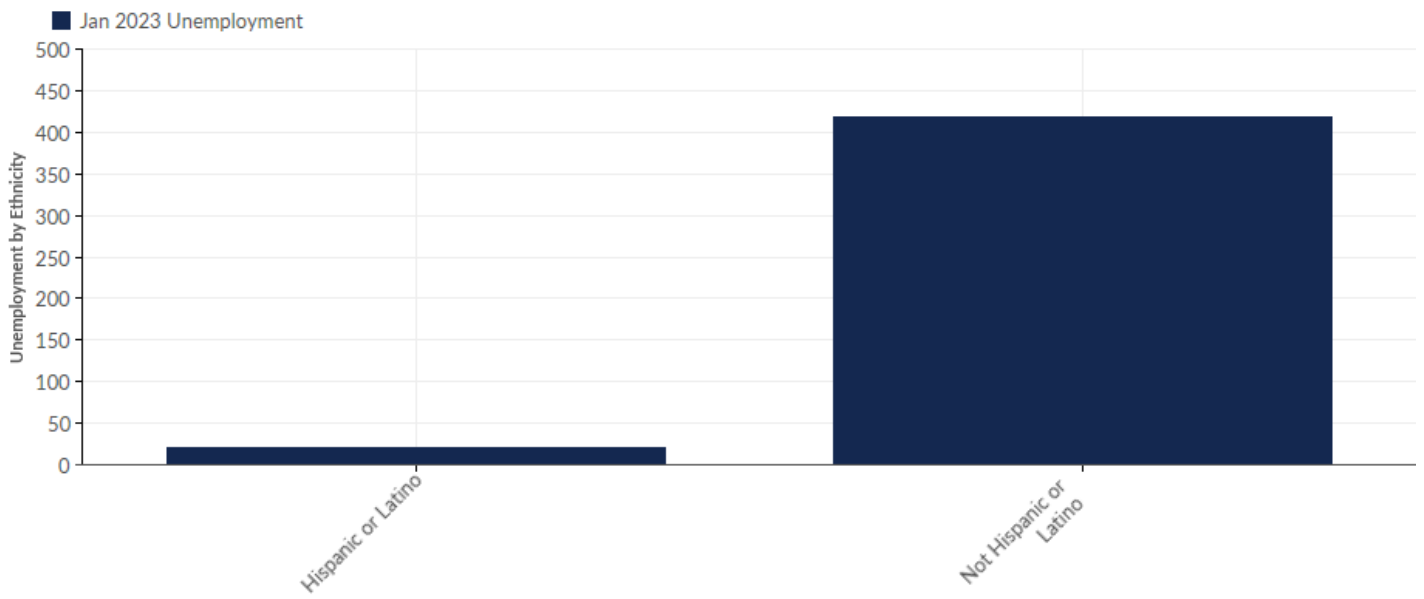
Gender	Unemployment (Jan 2023)	% of Unemployed
Females	124	28.31%
Males	314	71.69%
Total	438	100.00%

Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	6	1.37%
Asian	3	0.68%
Black or African American	13	2.97%
Native Hawaiian or Other Pacific Islander	1	0.23%
White	415	94.75%
Total	438	100.00%

Unemployment by Ethnicity

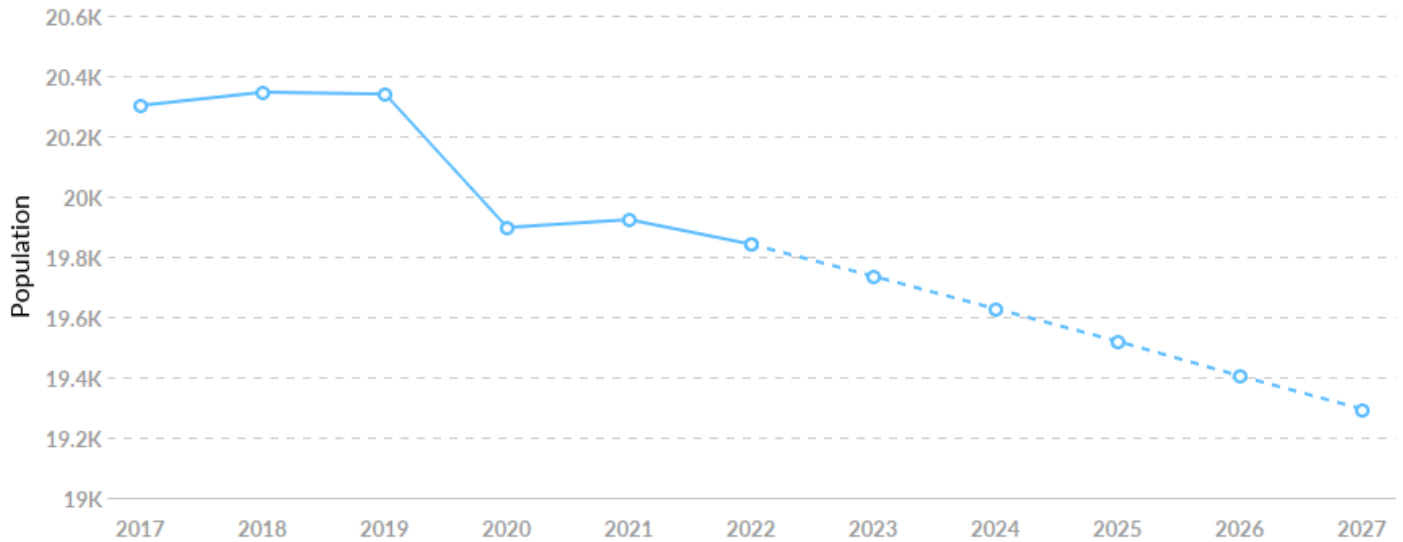


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	21	4.79%
Not Hispanic or Latino	417	95.21%
Total	438	100.00%

Historic & Projected Trends

Population Trends

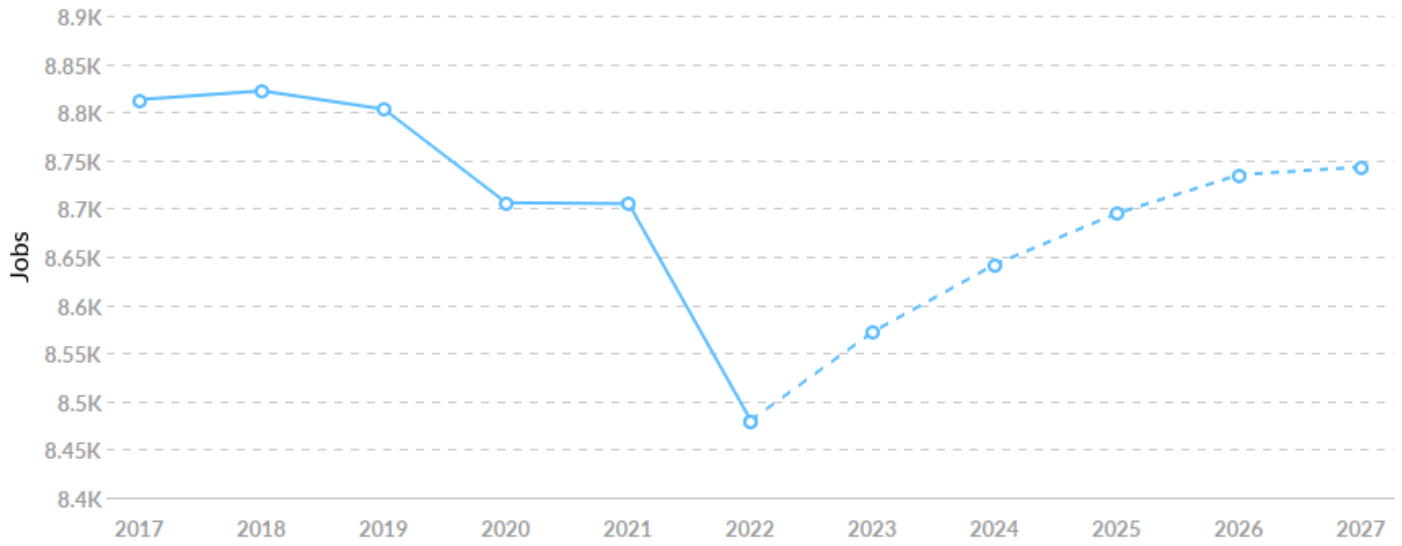
As of 2022 the region's population **declined by 2.3%** since 2017, falling by 461. Population is expected to **decrease by 2.8%** between 2022 and 2027, losing 547.



Timeframe	Population
2017	20,302
2018	20,346
2019	20,340
2020	19,897
2021	19,923
2022	19,841
2023	19,735
2024	19,627
2025	19,519
2026	19,404
2027	19,294

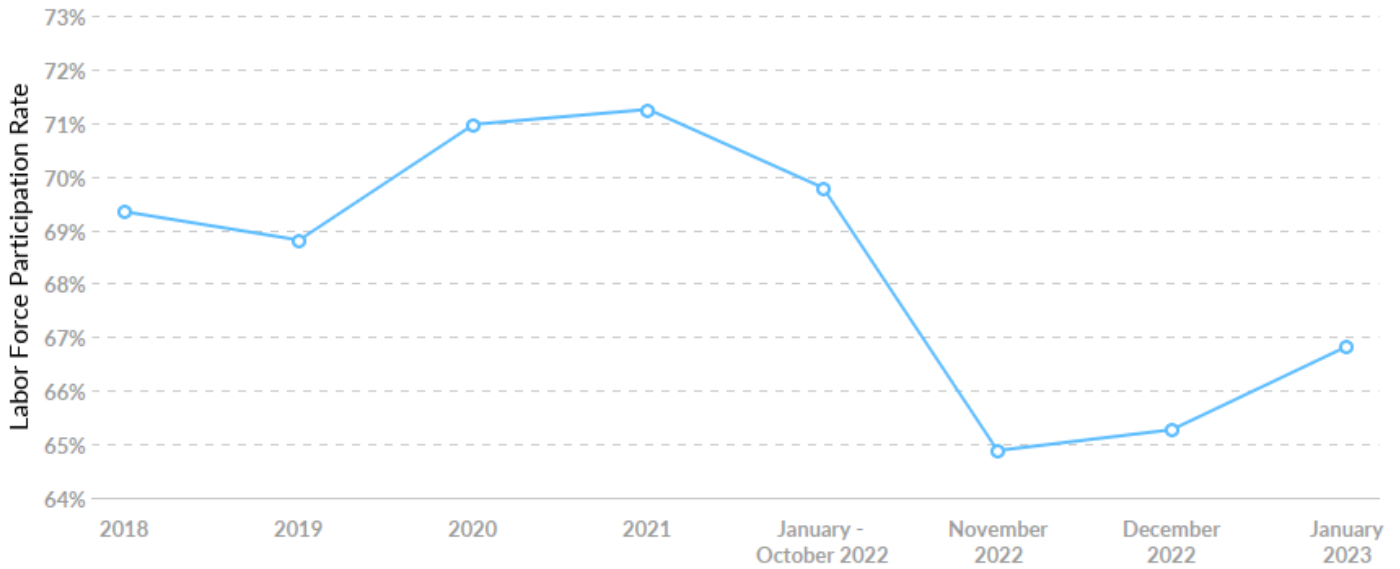
Job Trends

From 2017 to 2022, jobs declined by 3.8% in Taylor County, WI from 8,813 to 8,480. This change fell short of the national growth rate of 3.4% by 7.2%.



Timeframe	Jobs
2017	8,813
2018	8,822
2019	8,803
2020	8,706
2021	8,705
2022	8,480
2023	8,572
2024	8,642
2025	8,695
2026	8,735
2027	8,743

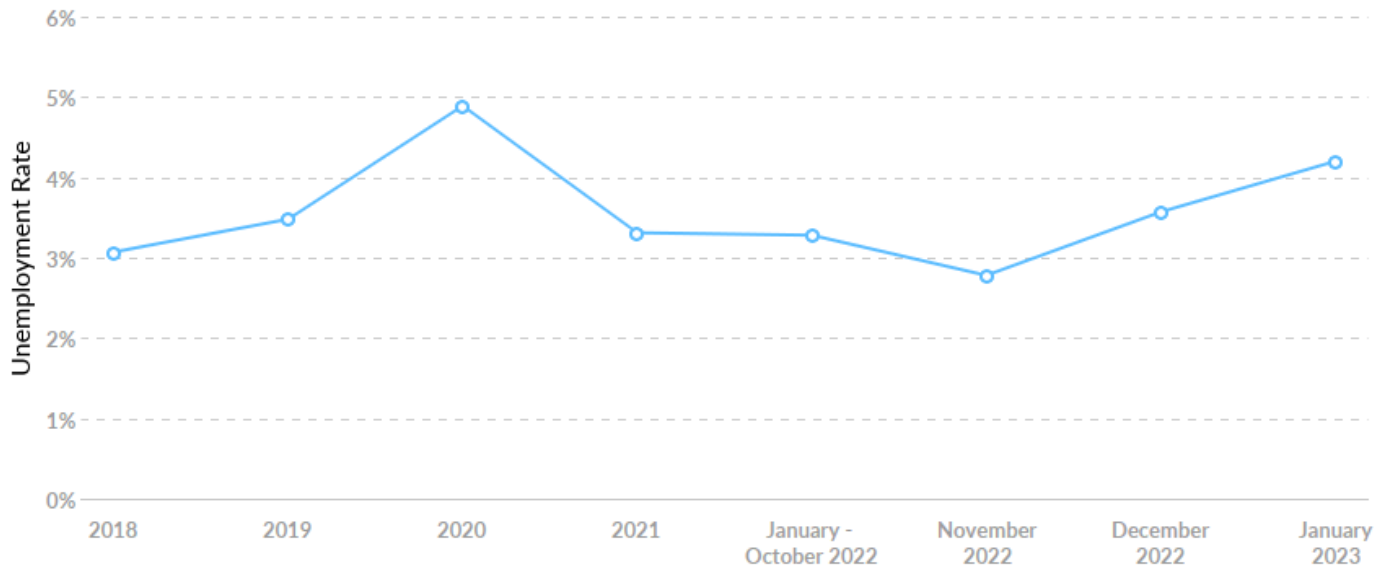
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	69.34%
2019	68.81%
2020	70.97%
2021	71.25%
January - October 2022	69.79%
November 2022	64.88%
December 2022	65.27%
January 2023	66.82%

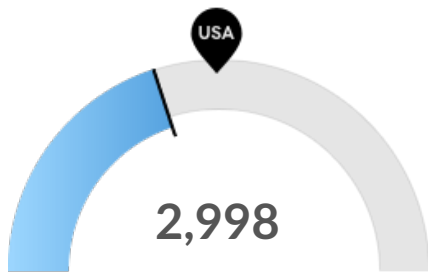
Unemployment Rate Trends

Taylor County, WI had a January 2023 unemployment rate of 4.20%, **increasing from 3.07%** 5 years before.



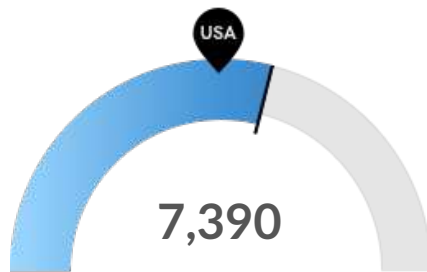
Timeframe	Unemployment Rate
2018	3.07%
2019	3.48%
2020	4.89%
2021	3.31%
January - October 2022	3.28%
November 2022	2.78%
December 2022	3.57%
January 2023	4.20%

Population Characteristics



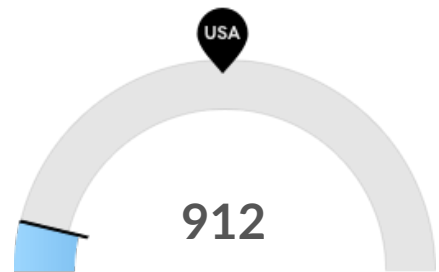
Millennials

Taylor County, WI has 2,998 millennials (ages 25-39). The national average for an area this size is 4,070.



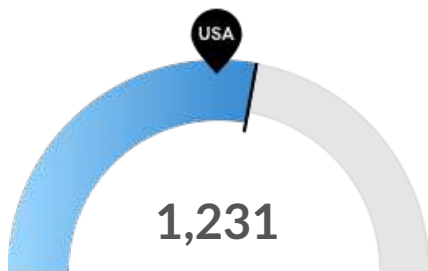
Retiring Soon

Retirement risk is high in Taylor County, WI. The national average for an area this size is 5,922 people 55 or older, while there are 7,390 here.



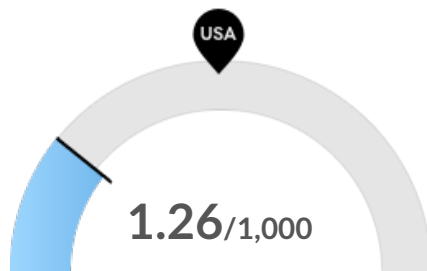
Racial Diversity

Racial diversity is low in Taylor County, WI. The national average for an area this size is 8,107 racially diverse people, while there are 912 here.



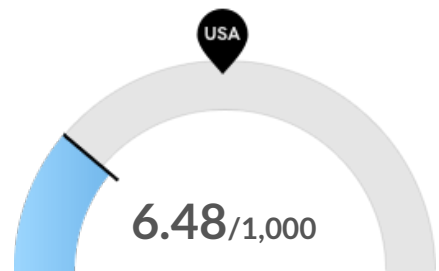
Veterans

Taylor County, WI has 1,231 veterans. The national average for an area this size is 1,046.



Violent Crime

Taylor County, WI has 1.26 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

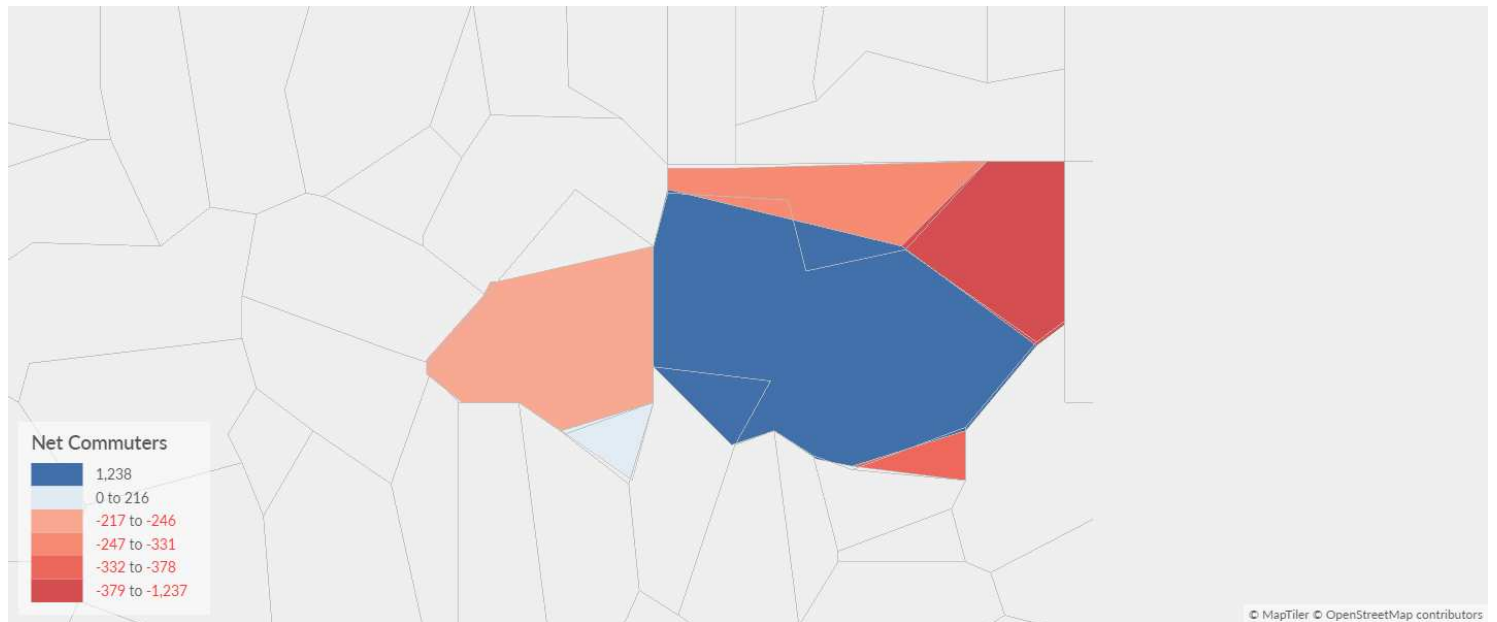


Property Crime

Taylor County, WI has 6.48 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 Taylor County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2022 Employment
54451	Medford, WI (in Taylor c...	6,546
54433	Gilman, WI (in Taylor co...	631
54470	Rib Lake, WI (in Taylor c...	614
54447	Lublin, WI (in Taylor cou...	272
54480	Stetsonville, WI (in Tayl...	245

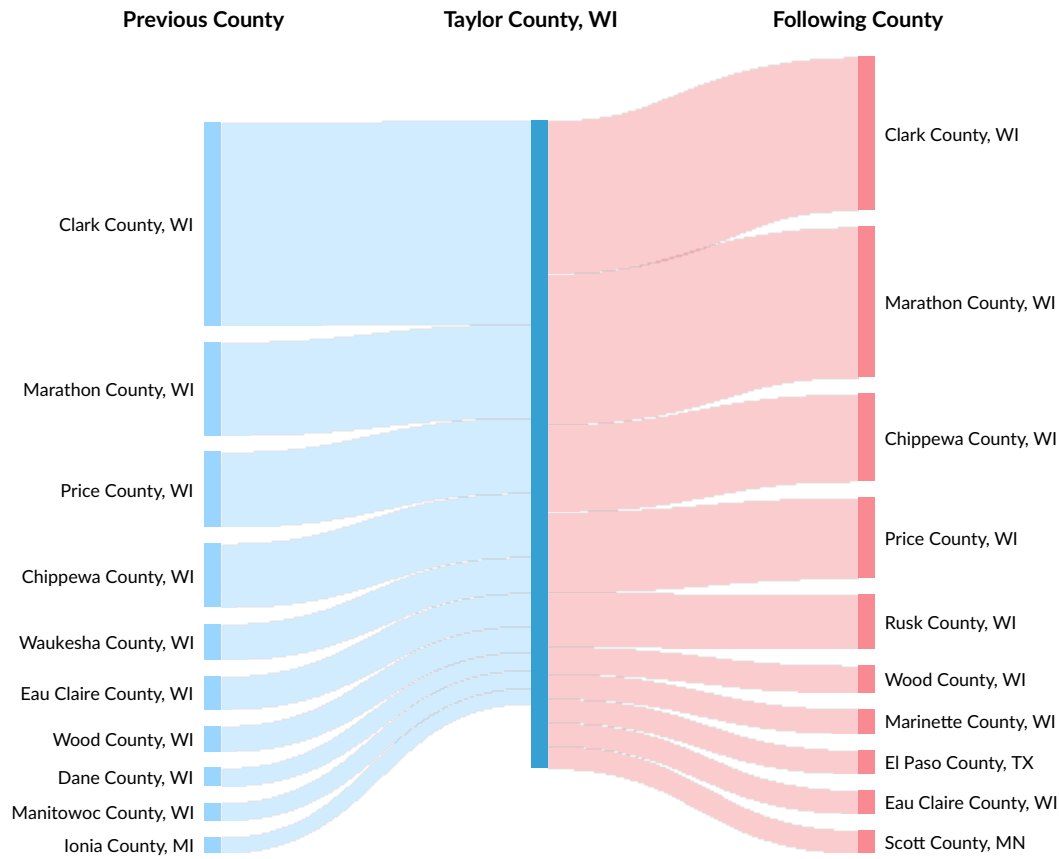
Where Talent Lives

ZIP	Name	2022 Workers
54451	Medford, WI (in Taylor c...	5,308
54470	Rib Lake, WI (in Taylor c...	993
54433	Gilman, WI (in Taylor co...	848
54480	Stetsonville, WI (in Tayl...	578
54490	Westboro, WI (in Taylor...	419

Inbound and Outbound Migration

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

As of 2020, **142** people have migrated from Clark County, WI to Taylor County, WI. In the same year, **107** people left Taylor County, WI migrating to Clark County, WI. The total Net Migration for Taylor County, WI in 2020 was **-28**.

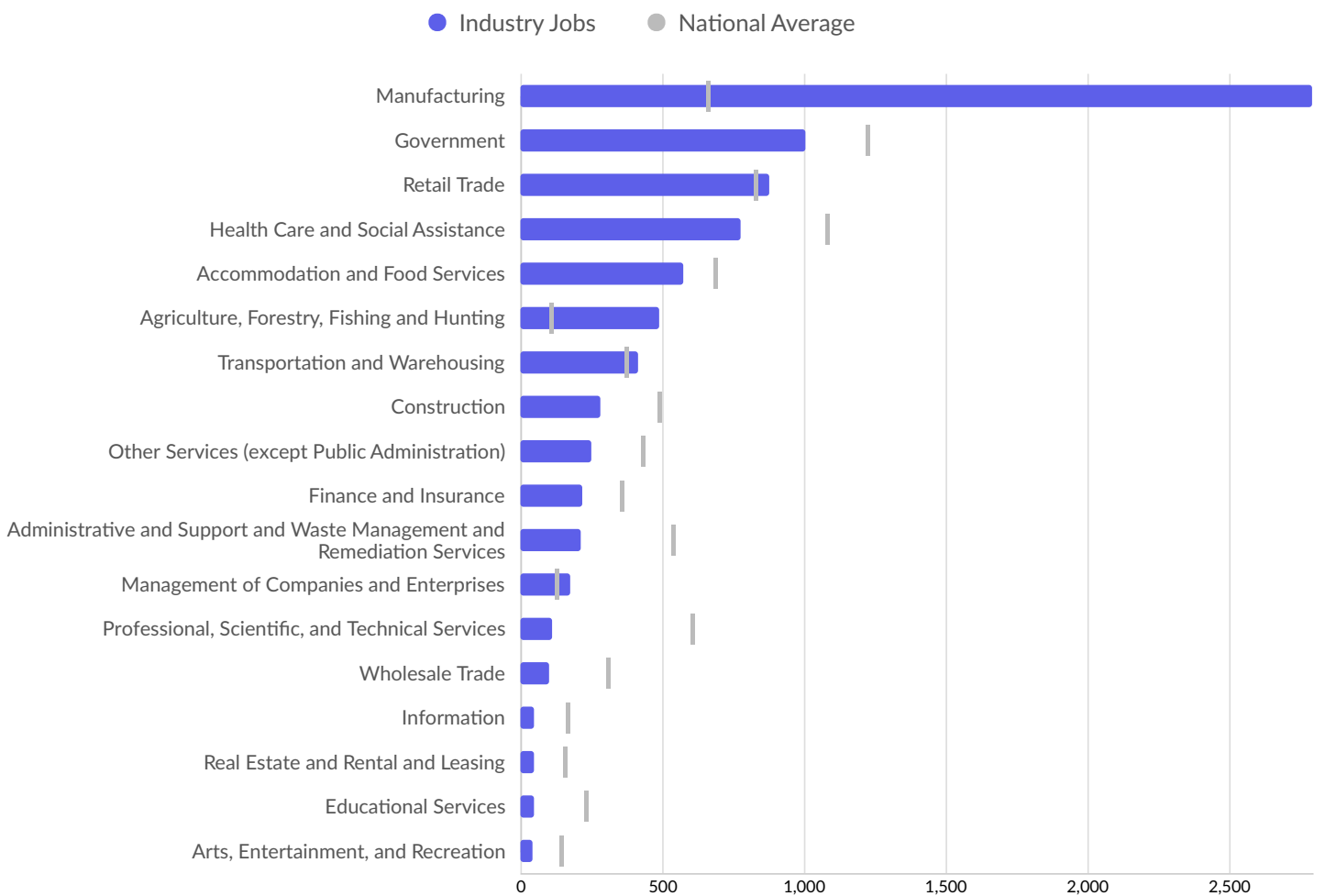


Top Previous Counties	Migrations
Clark County, WI	142
Marathon County, WI	65
Price County, WI	52
Chippewa County, WI	45
Waukesha County, WI	25
Eau Claire County, WI	23

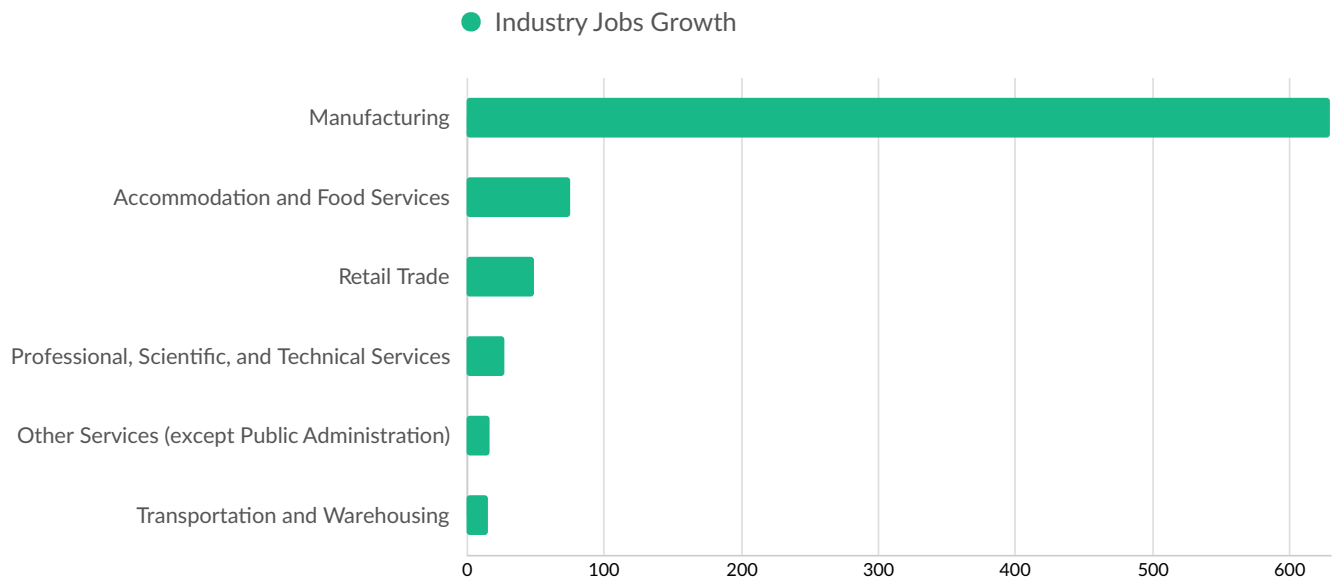
Top Previous Counties	Migrations
Wood County, WI	18
Dane County, WI	13
Manitowoc County, WI	13
Ionia County, MI	11
Portage County, WI	11
Cook County, IL	10
Fond du Lac County, WI	8
Dunn County, WI	8
Milwaukee County, WI	8
Top Following Counties	Migrations
Clark County, WI	107
Marathon County, WI	105
Chippewa County, WI	61
Price County, WI	56
Rusk County, WI	38
Wood County, WI	19
Marinette County, WI	17
El Paso County, TX	16
Eau Claire County, WI	16
Scott County, MN	16
Lincoln County, WI	14
Shawano County, WI	14
Rock County, WI	11
Carteret County, NC	9
Northumberland County, PA	8

Industry Characteristics

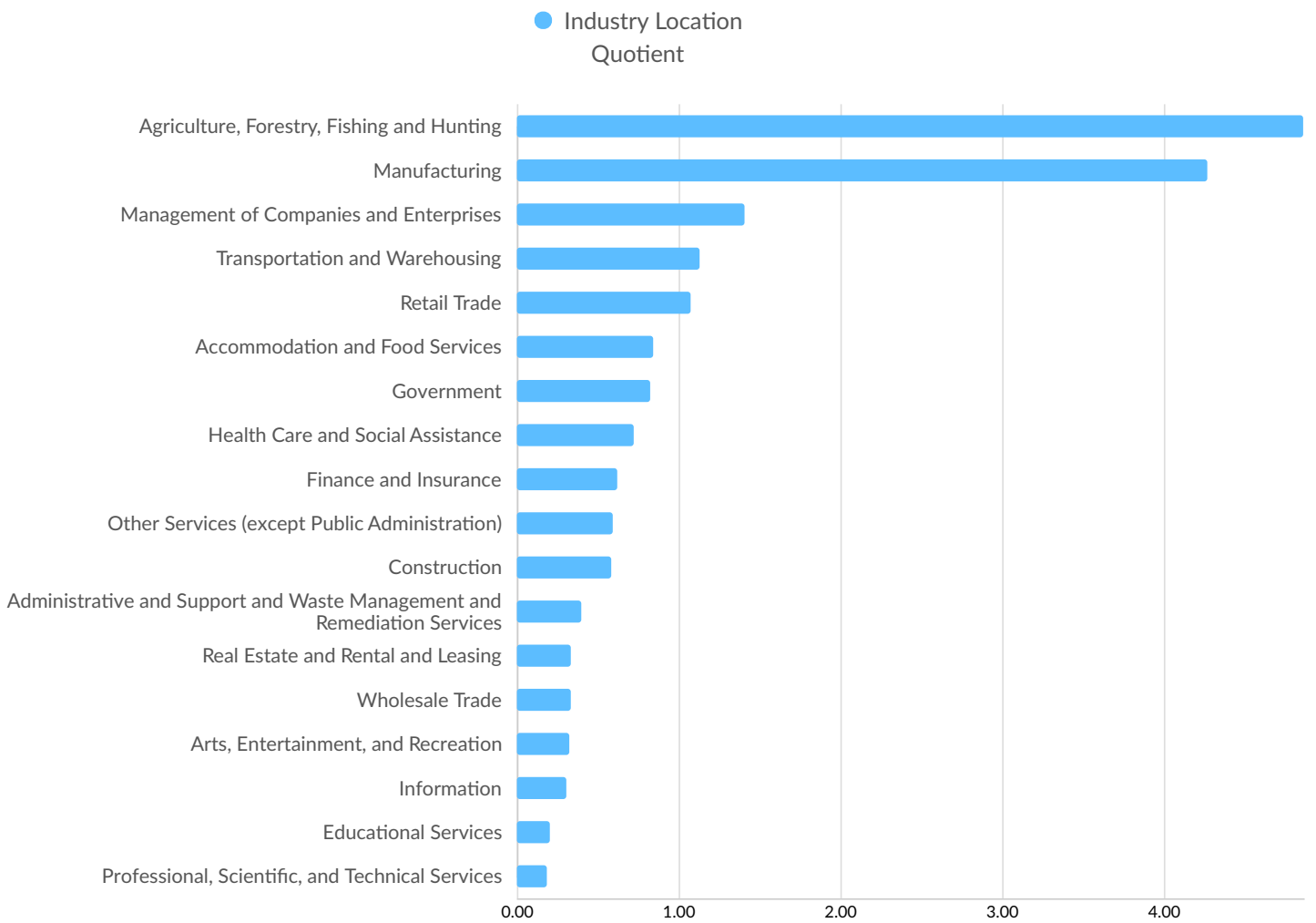
Largest Industries



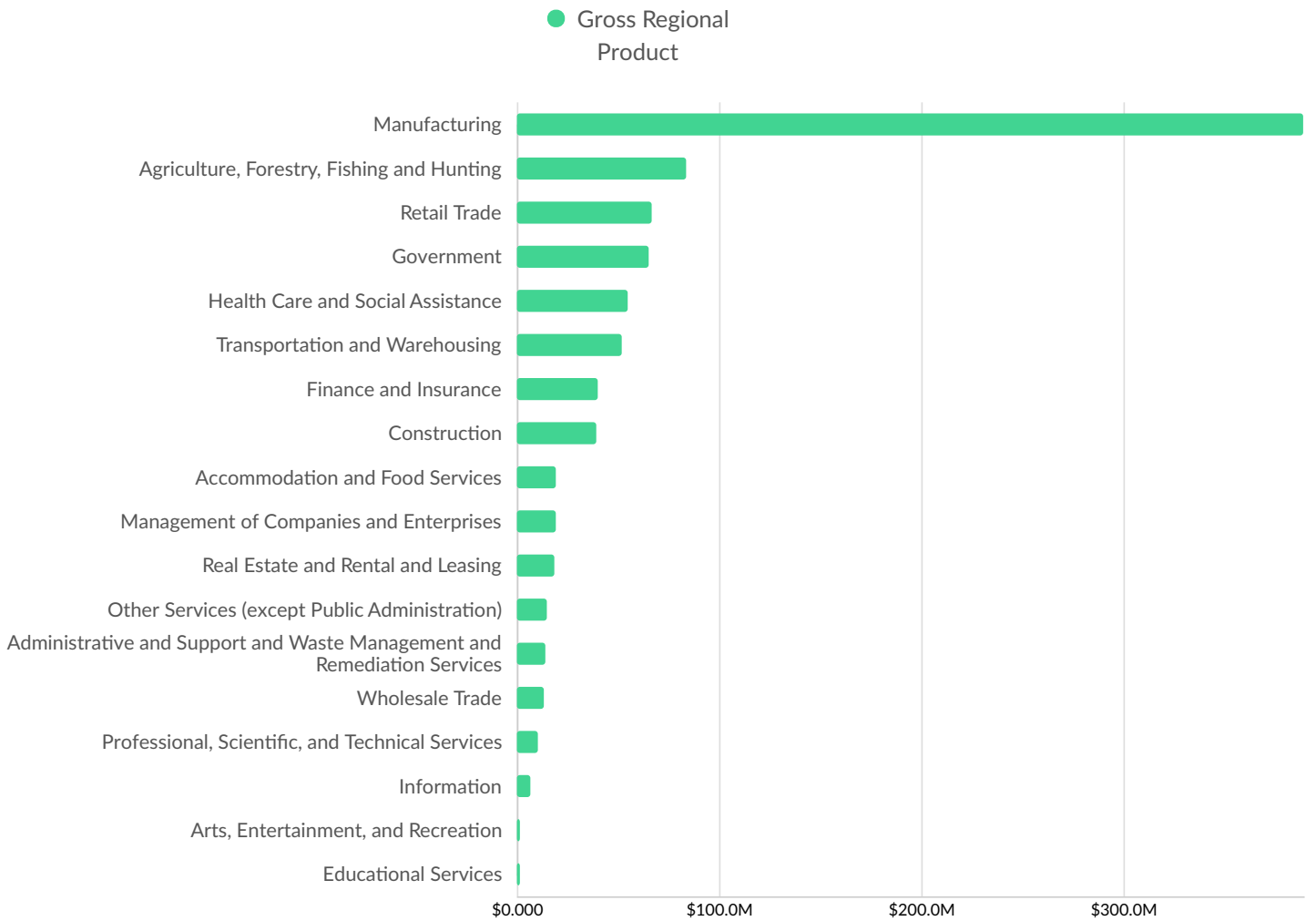
Top Growing Industries



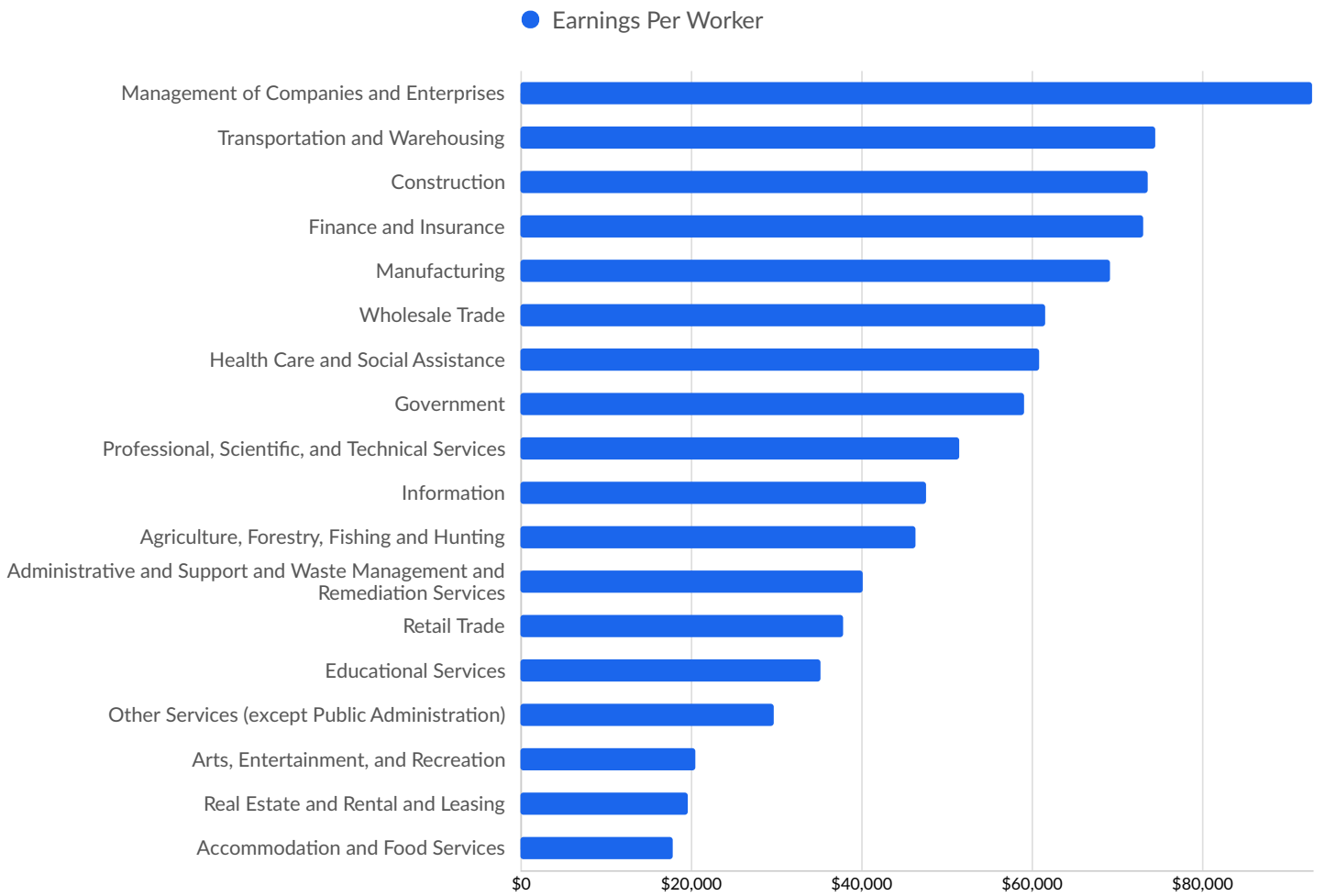
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



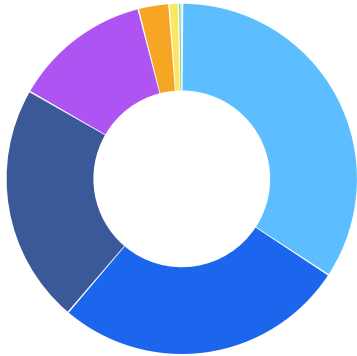
Business Characteristics

1,096 Companies Employ Your Workers

Online profiles for your workers mention 1,096 companies as employers, with the top 10 appearing below. In the last 12 months, 153 companies in Taylor County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	86 	Aspirus	156 
Nestlé	81 	Walmart	42 
Weather Shield Windows And D...	77 	Nestlé	36 
Medford Public Schools	54 	Koch Industries	32 
Koch Industries	48 	Arby's	29 
Marathon Cheese Corporation	40 	Drm International	16 
Aspirus Medford Hospital & Clin...	38 	Focus Staff	16 
Hurd Windows & Doors	35 	Kwik Trip	16 
Sierra Pacific Windows	27 	Aurora Community Services	15 
Medford Area Public School Dis...	26 	Nicolet National Bank	15 

Business Size

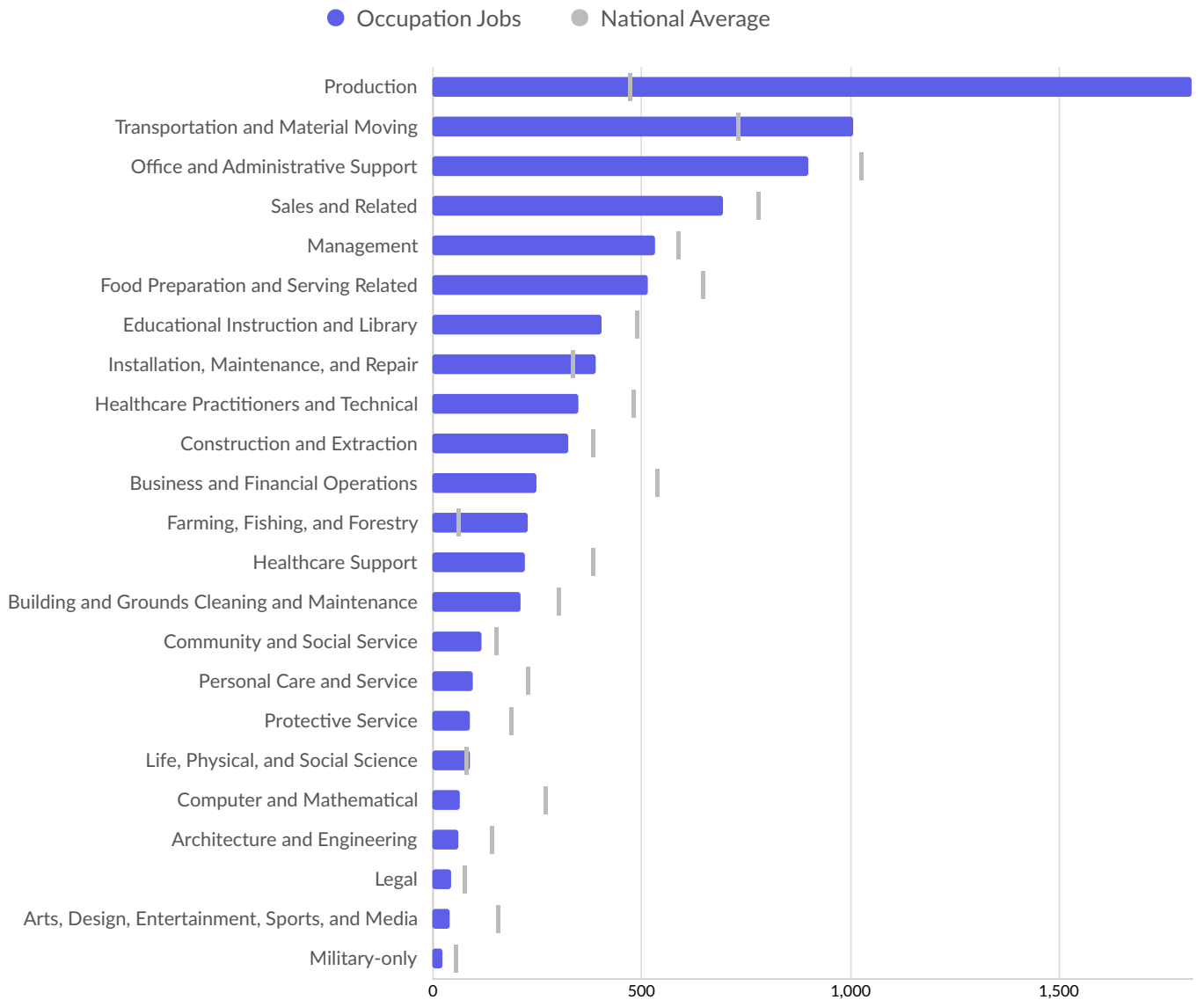


	Percentage	Business Count
● 1 to 4 employees	34.2%	277
● 5 to 9 employees	27.0%	219
● 10 to 19 employees	22.1%	179
● 20 to 49 employees	12.7%	103
● 50 to 99 employees	2.8%	23
● 100 to 249 employees	0.9%	7
● 250 to 499 employees	0.2%	2
● 500+ employees	0.1%	1

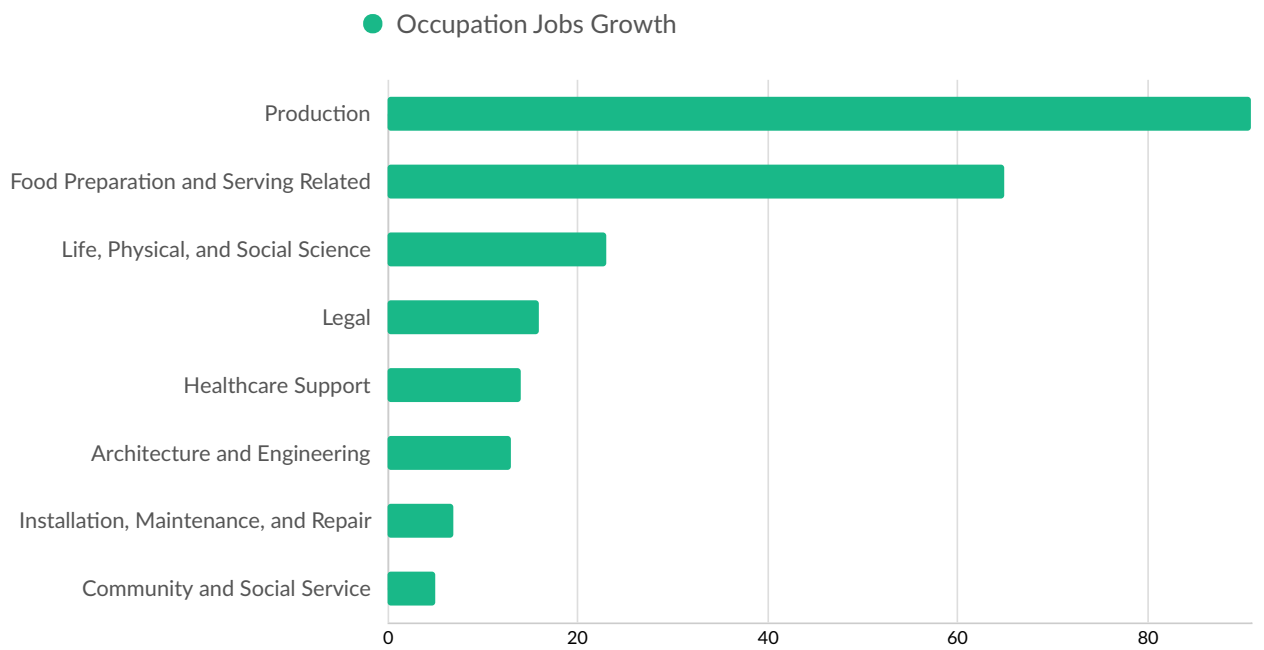
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

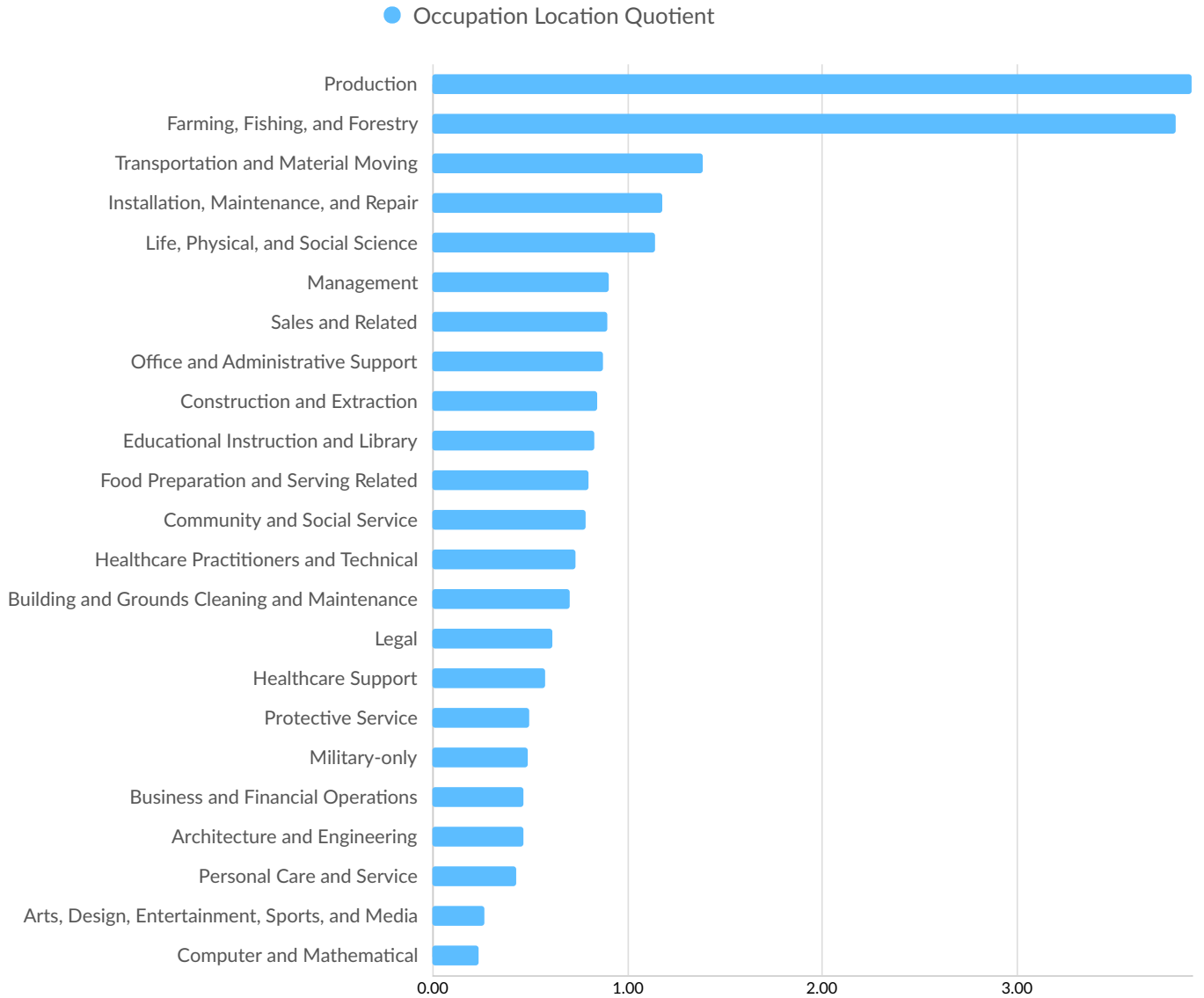
Largest Occupations



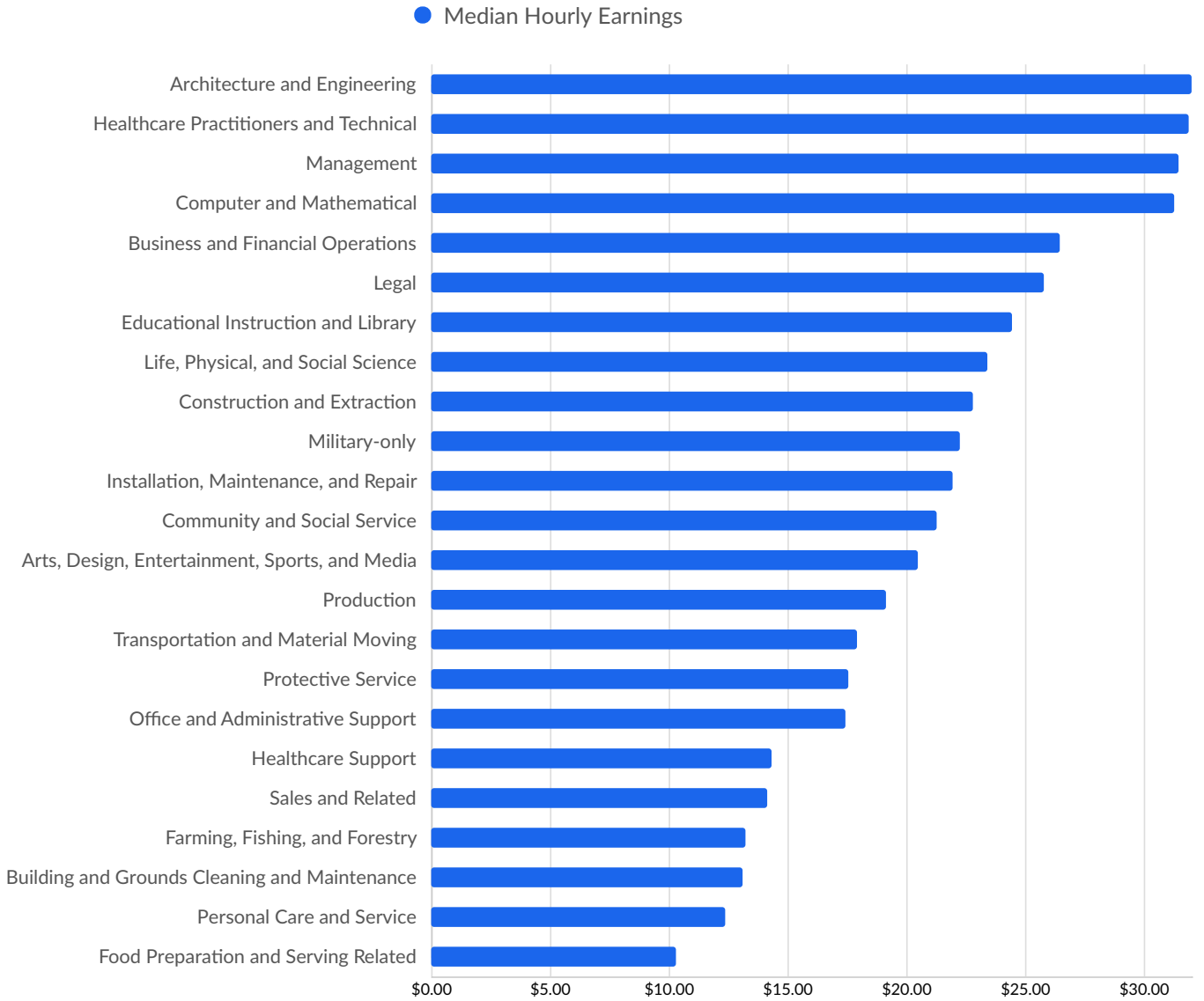
Top Growing Occupations



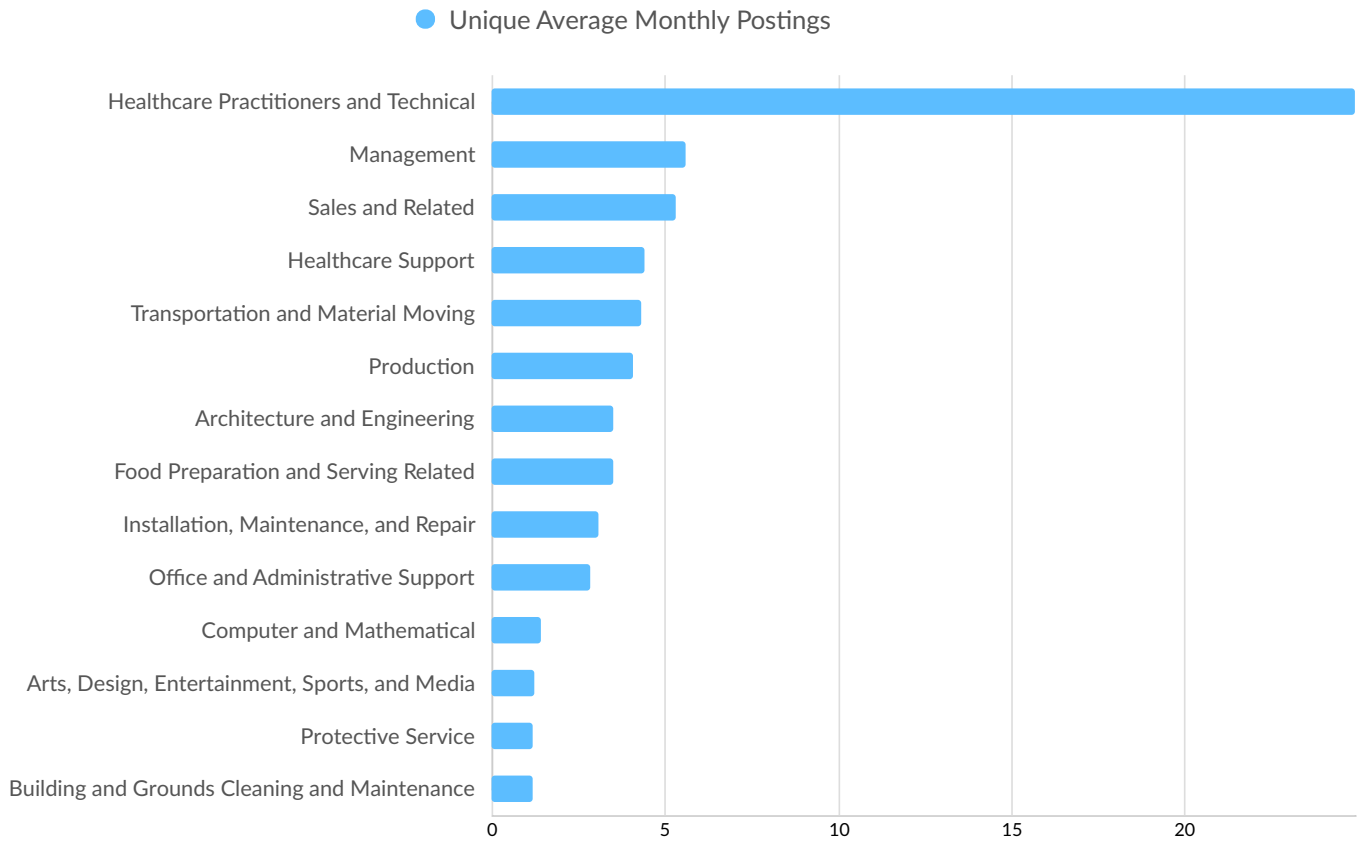
Top Occupation Location Quotient



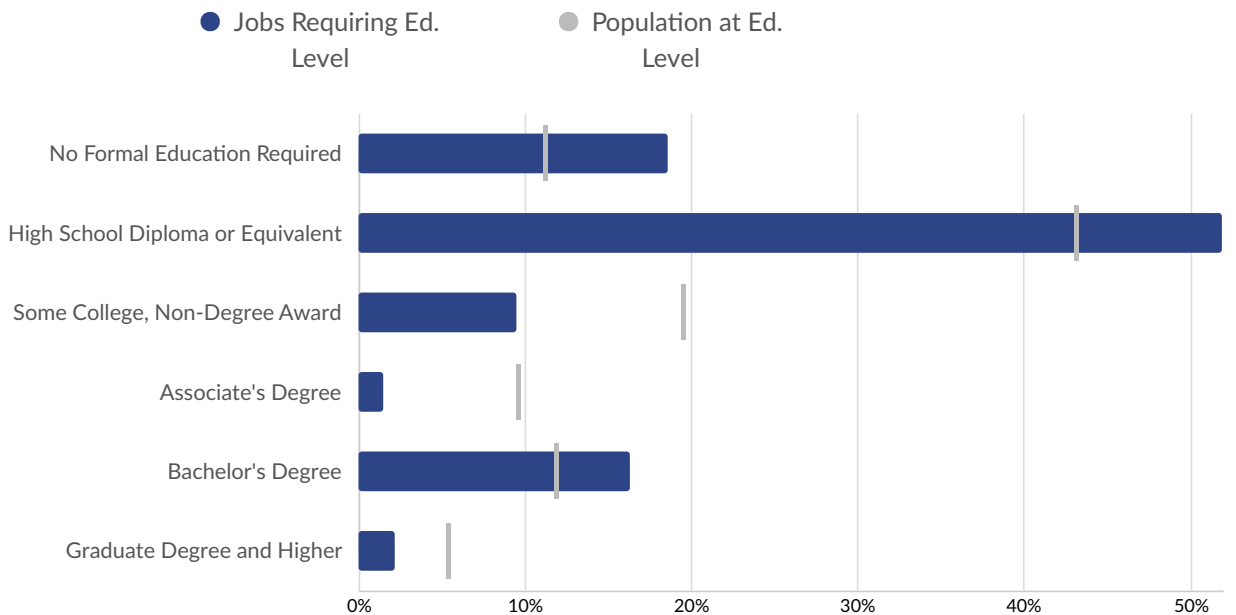
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

