



Taylor 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

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

20,432

Population (2020)

Population **grew by 118** over the last 5 years and is projected to **grow by 315** over the next 5 years.

9,246

Total Regional Employment

Jobs **grew by 105** over the last 5 years and are projected to **grow by 582** over the next 5 years.

\$53.0K

Median Household Income (2019)

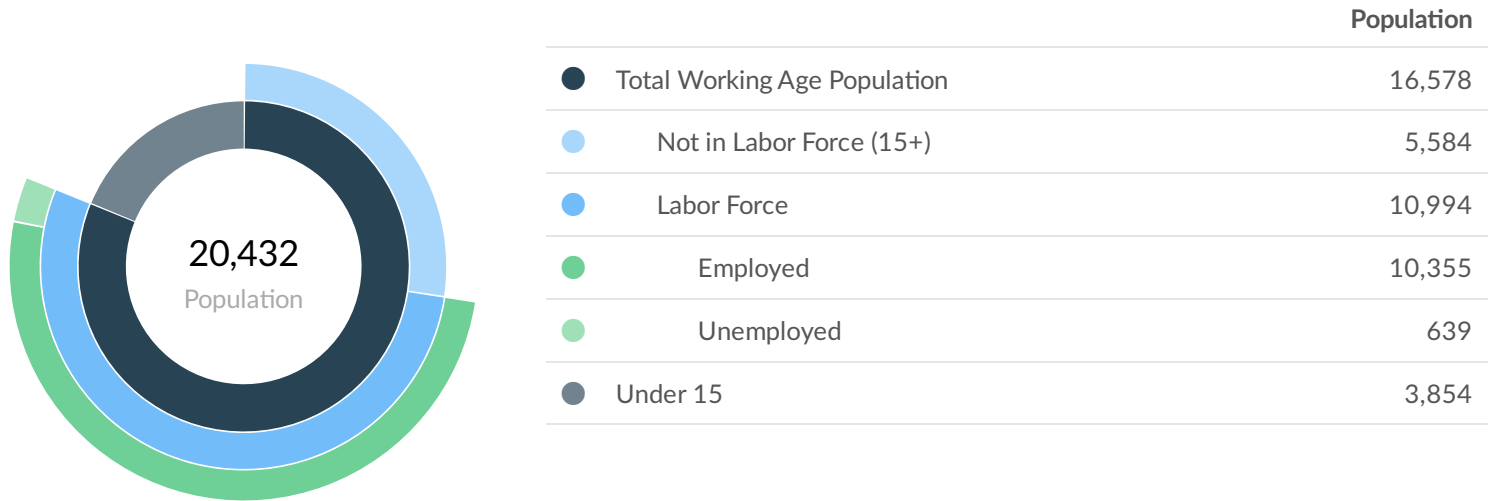
Median household income is **\$9.8K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 0.6%** since 2015, growing by 118. Population is expected to **increase by 1.5%** between 2020 and 2025, adding 315.
- From 2015 to 2020, jobs **increased by 1.1%** in Taylor County, WI from 9,141 to **9,246**. This change **fell short of the national growth rate of 1.3% by 0.2%**. As the number of jobs increased, the **labor force participation rate increased from 66.1% to 66.3% between 2015 and 2020**.
- Concerning educational attainment, **10.7% of Taylor County, WI residents possess a Bachelor's Degree** (9.3% below the national average), and **10.7% hold an Associate's Degree** (2.1% above the national average).
- The top three industries in 2020 are Other Wood Product Manufacturing, Dairy Product Manufacturing, and Education and Hospitals (Local Government).

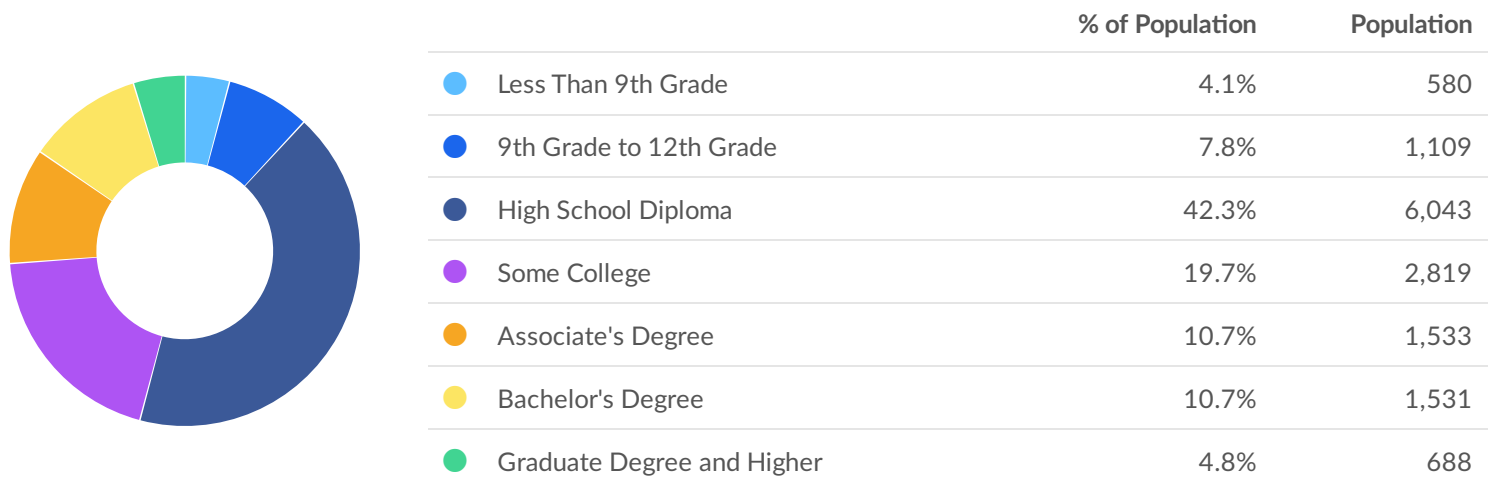
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	20,432	10,994	9,246	98.2	\$867.18M	\$1.82B	\$1.63B
NWRPC	175,719	87,306	72,838	99.2	\$6.87B	\$11.80B	\$9.92B
State	5,848,151	3,094,138	3,074,986	100.0	\$331.57B	\$322.64B	\$342.03B
Nation	330,591,441	159,976,949	160,385,413	100.0	\$20.70T	\$0	\$9.99T

2020 Labor Force Breakdown



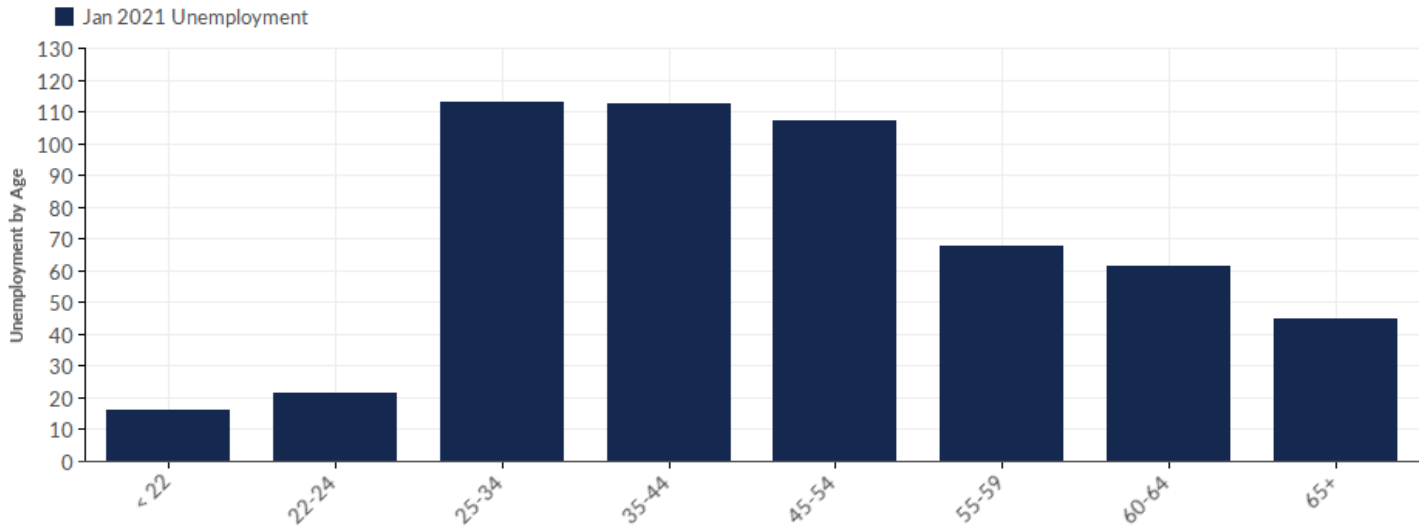
Educational Attainment

Concerning educational attainment, **10.7% of Taylor County, WI residents possess a Bachelor's Degree** (9.3% below the national average), and **10.7% hold an Associate's Degree** (2.1% above the national average).



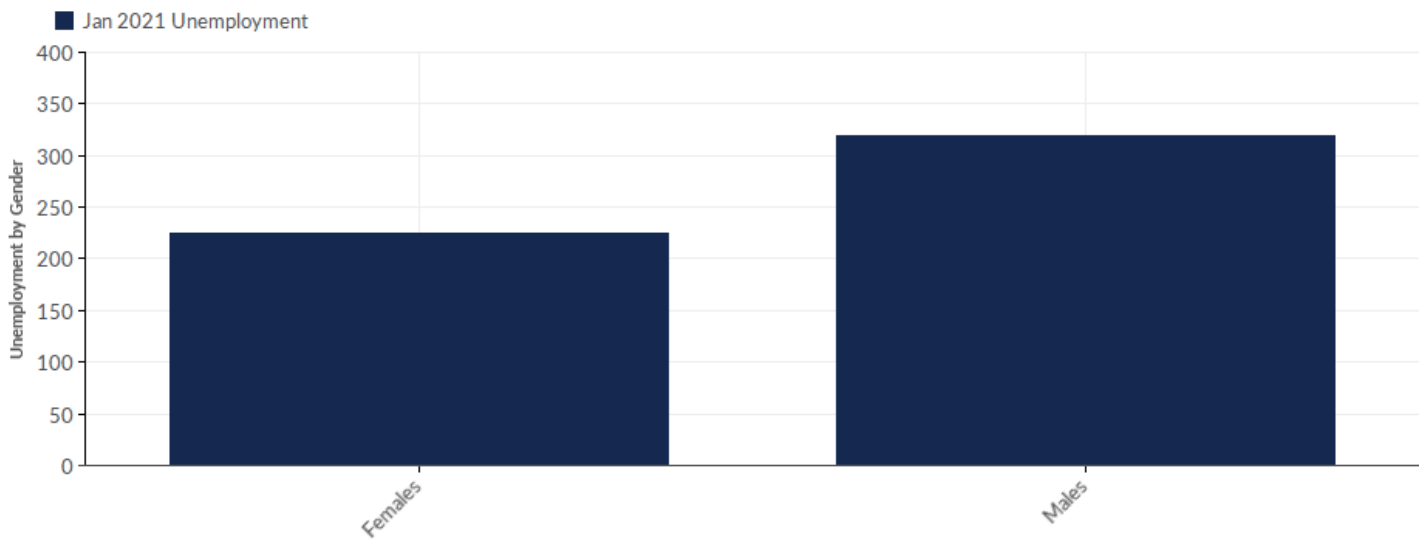
Unemployment by Demographics

Unemployment by Age



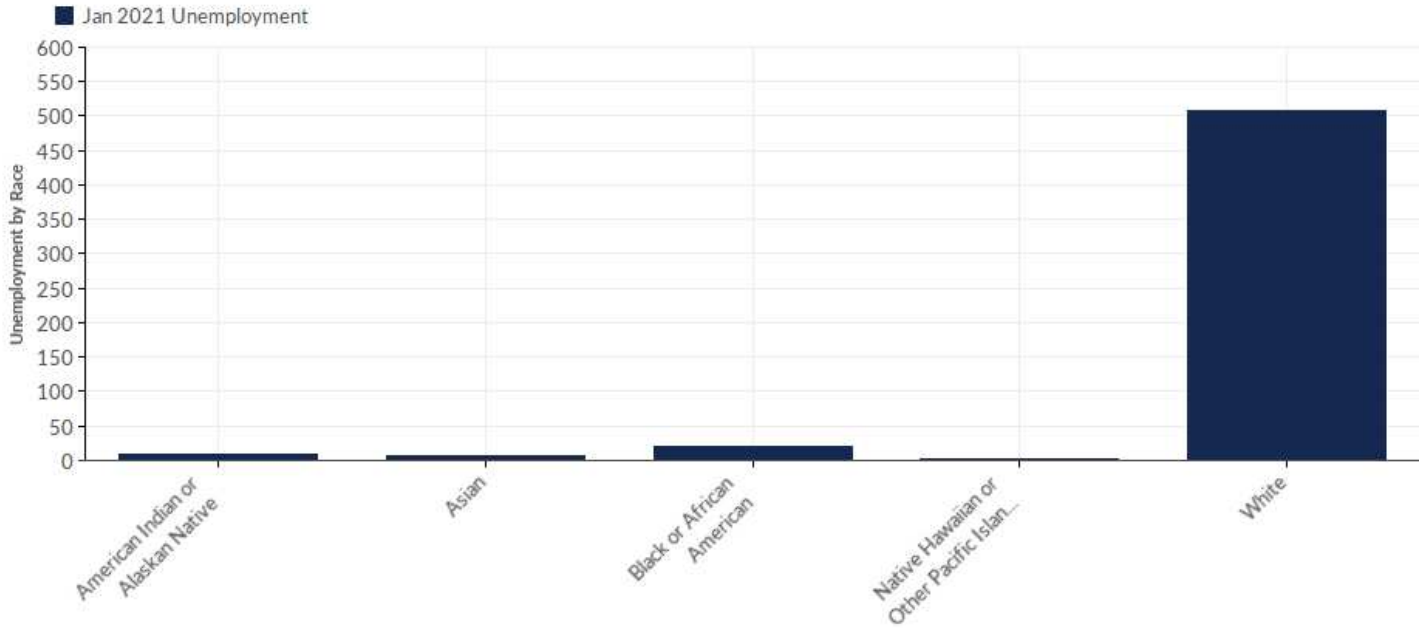
Age	Unemployment (Jan 2021)	% of Age Cohort
< 22	16	2.94%
22-24	22	4.04%
25-34	113	20.77%
35-44	112	20.59%
45-54	107	19.67%
55-59	68	12.50%
60-64	61	11.21%
65+	45	8.27%
Total	544	100.00%

Unemployment by Gender



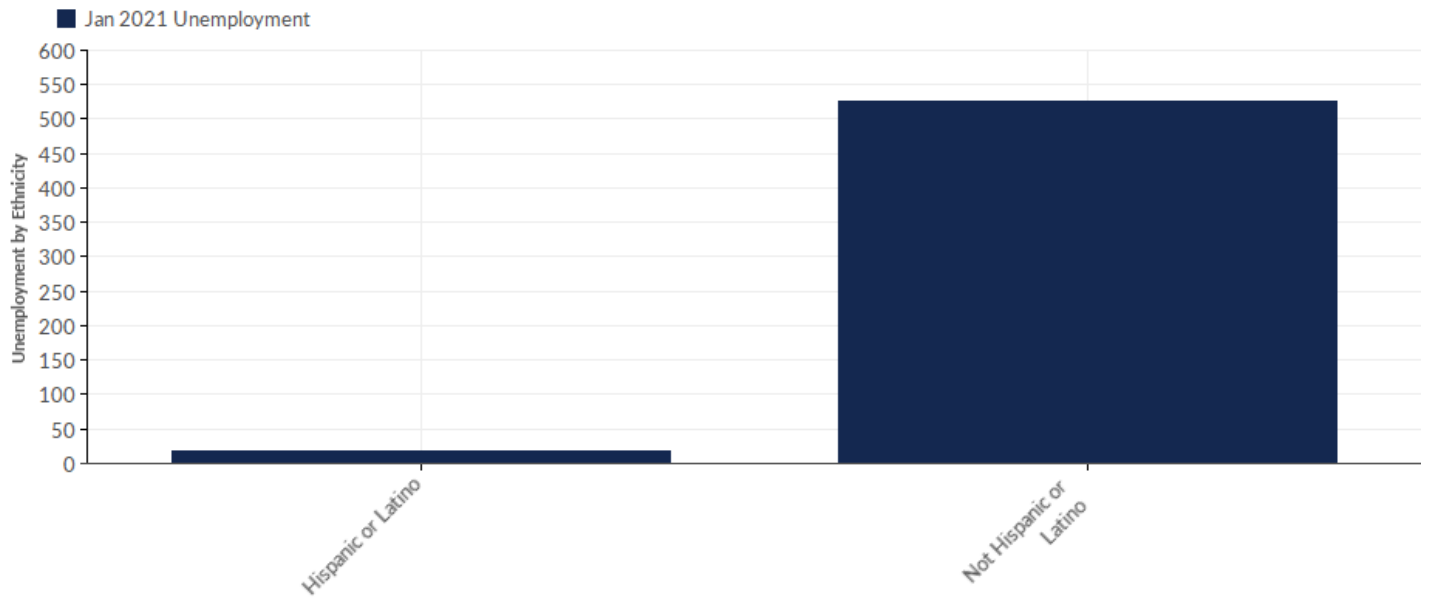
Gender	Unemployment (Jan 2021)	% of Age Cohort
Females	224	41.18%
Males	320	58.82%
Total	544	100.00%

Unemployment by Race



Race	Unemployment (Jan 2021)	% of Age Cohort
American Indian or Alaskan Native	8	1.47%
Asian	7	1.29%
Black or African American	20	3.68%
Native Hawaiian or Other Pacific Islander	1	0.18%
White	507	93.20%
Total	544	100.00%

Unemployment by Ethnicity

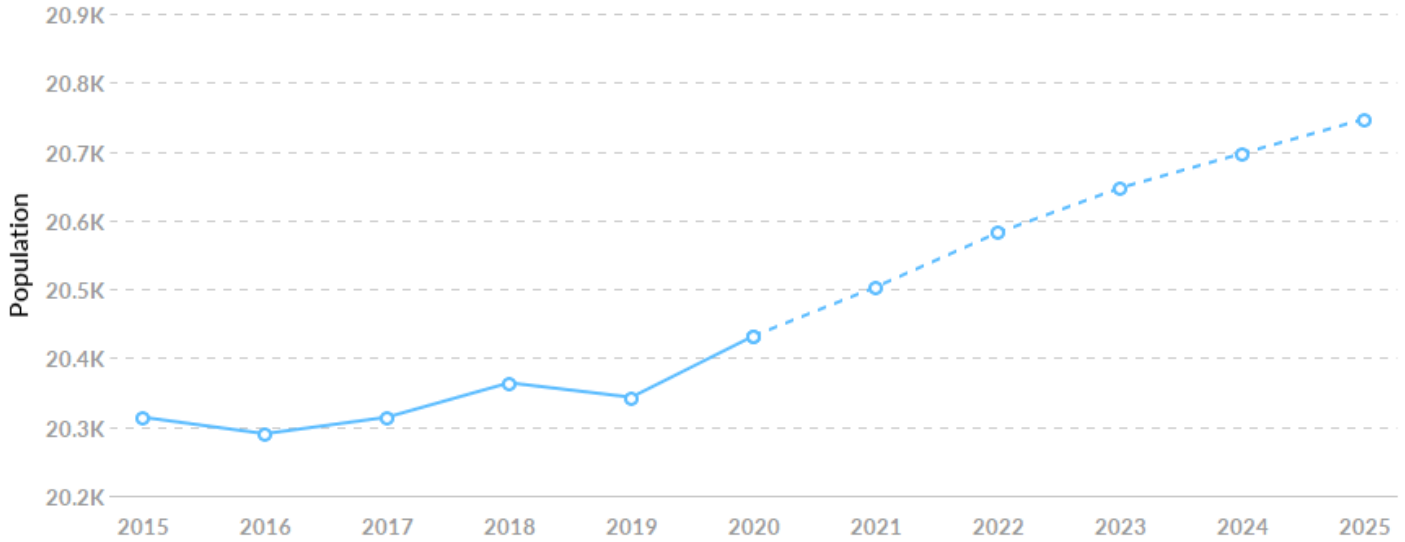


Ethnicity	Unemployment (Jan 2021)	% of Age Cohort
Hispanic or Latino	19	3.49%
Not Hispanic or Latino	525	96.51%
Total	544	100.00%

Historic & Projected Trends

Population Trends

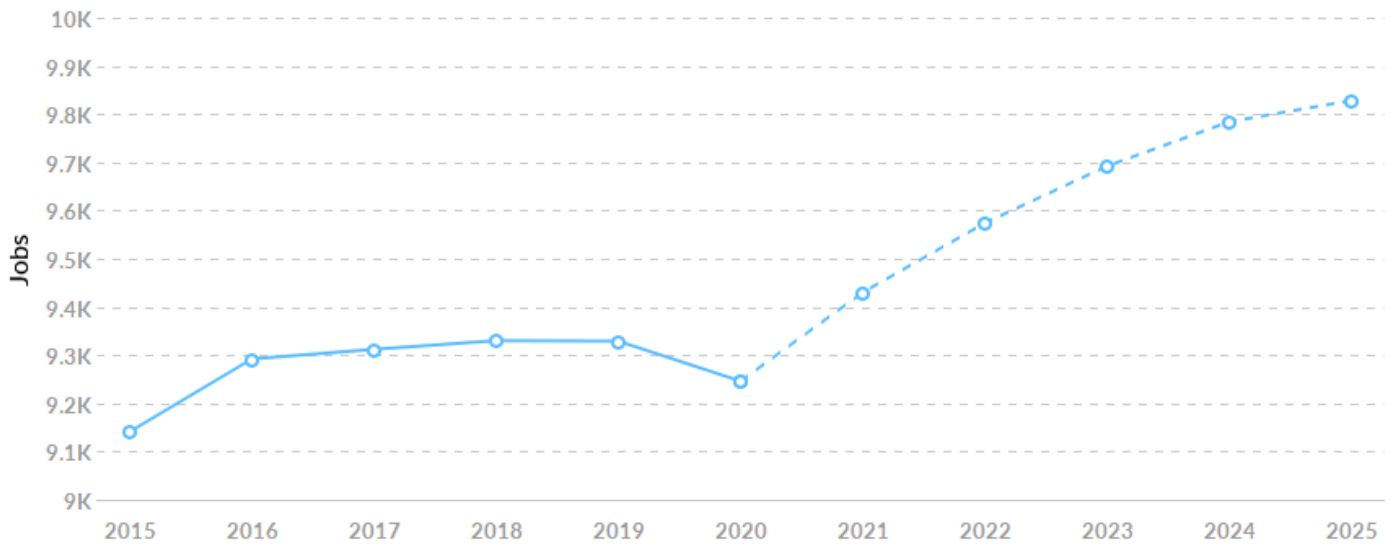
As of 2020 the region's population **increased by 0.6%** since 2015, growing by 118. Population is expected to **increase by 1.5%** between 2020 and 2025, adding 315.



Timeframe	Population
2015	20,314
2016	20,290
2017	20,314
2018	20,364
2019	20,343
2020	20,432
2021	20,503
2022	20,582
2023	20,647
2024	20,697
2025	20,747

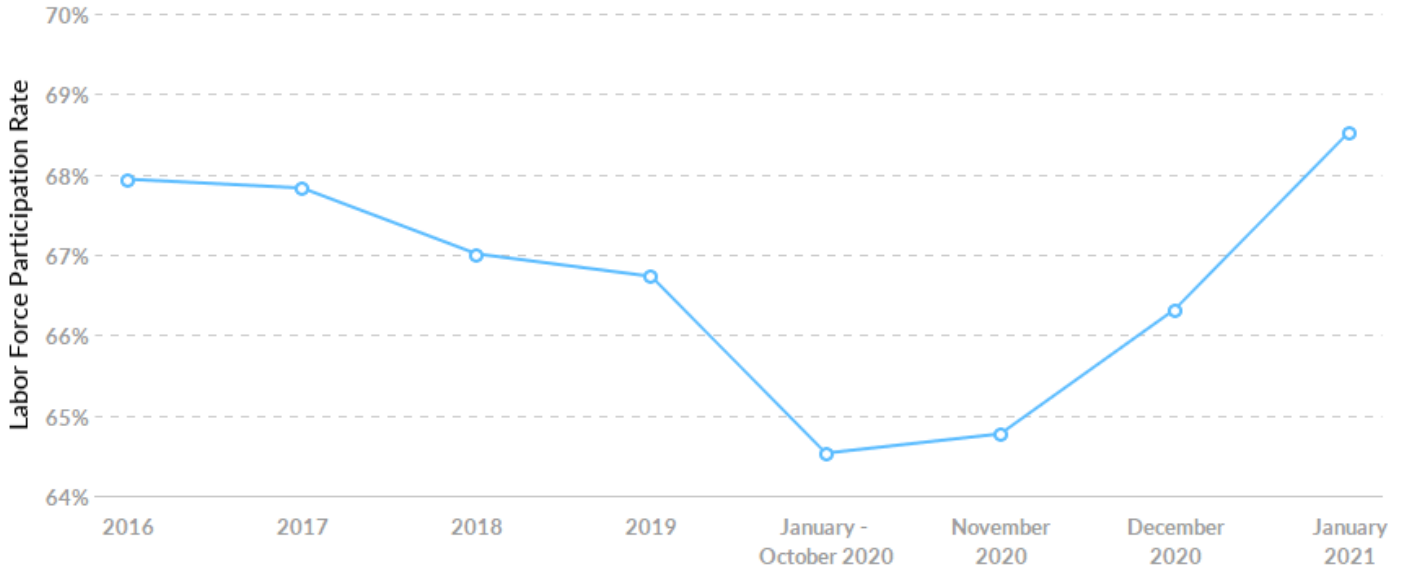
Job Trends

From 2015 to 2020, jobs increased by 1.1% in Taylor County, WI from 9,141 to 9,246. This change fell short of the national growth rate of 1.3% by 0.2%.



Timeframe	Jobs
2015	9,141
2016	9,292
2017	9,312
2018	9,330
2019	9,329
2020	9,246
2021	9,430
2022	9,574
2023	9,692
2024	9,784
2025	9,828

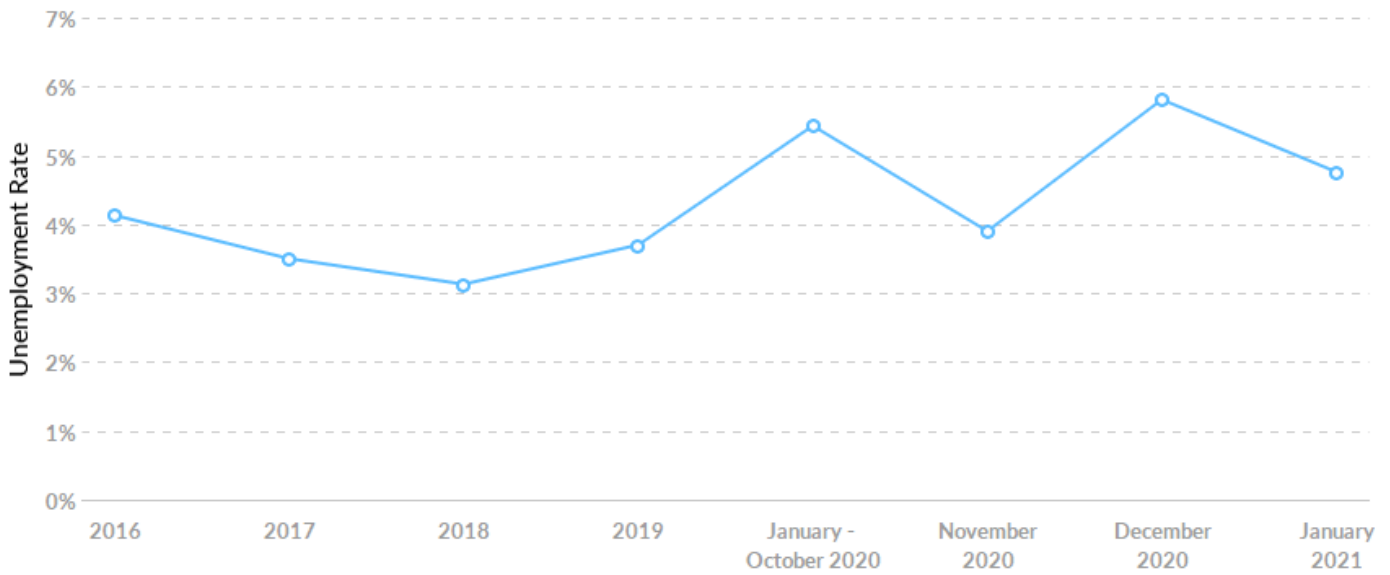
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	67.94%
2017	68.83%
2018	67.01%
2019	66.73%
January - October 2020	64.53%
November 2020	64.77%
December 2020	66.32%
January 2021	68.53%

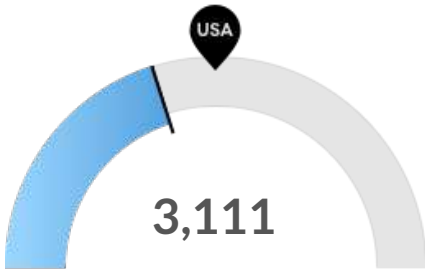
Unemployment Rate Trends

Taylor County, WI had a January 2021 unemployment rate of 4.76%, **increasing from 4.13%** 5 years before.



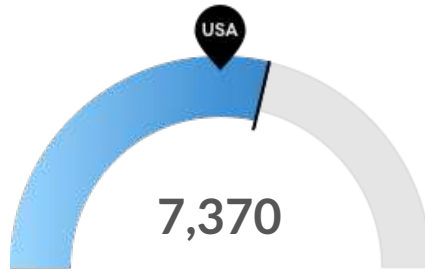
Timeframe	Unemployment Rate
2016	4.13%
2017	3.50%
2018	3.13%
2019	3.70%
January - October 2020	5.43%
November 2020	3.90%
December 2020	5.81%
January 2021	4.76%

Population Characteristics



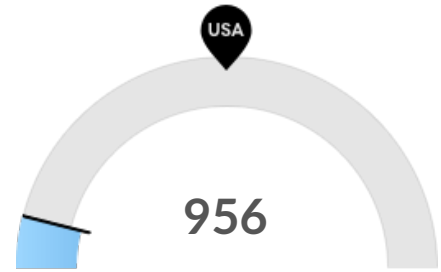
Millennials

Taylor County, WI has 3,111 millennials (ages 25-39). The national average for an area this size is 4,194.



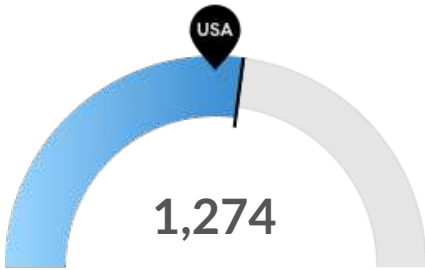
Retiring Soon

Retirement risk is high in Taylor County, WI. The national average for an area this size is 5,981 people 55 or older, while there are 7,370 here.



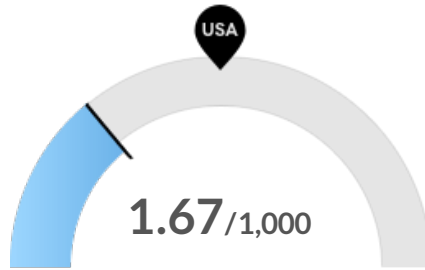
Racial Diversity

Racial diversity is low in Taylor County, WI. The national average for an area this size is 8,115 racially diverse people, while there are 956 here.



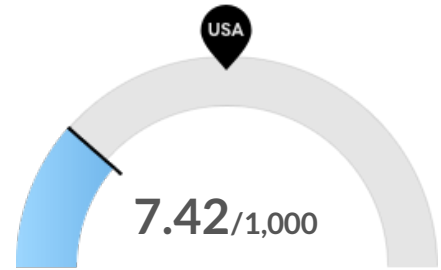
Veterans

Taylor County, WI has 1,274 veterans. The national average for an area this size is 1,130.



Violent Crime

Taylor County, WI has 1.67 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

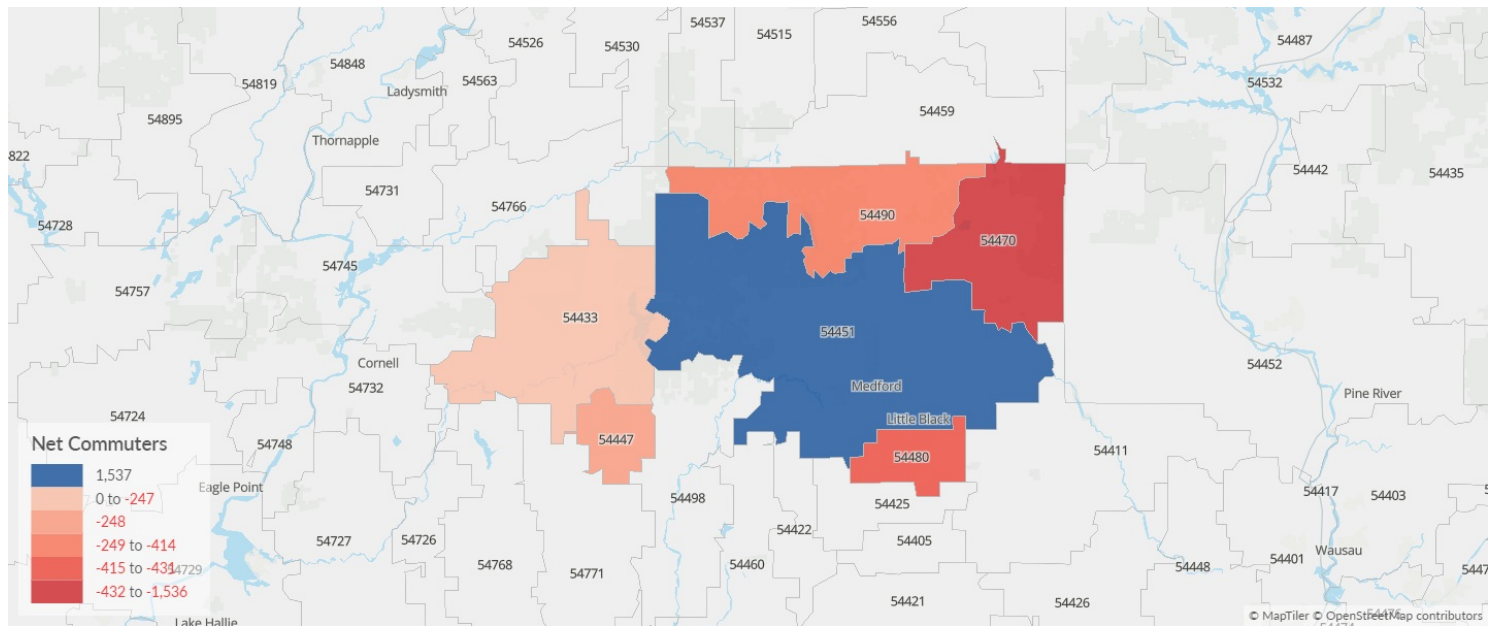


Property Crime

Taylor County, WI has 7.42 property crimes per 1,000 people. The national rate is 19.79 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	2020 Employment
54451	Medford, WI (in Taylor c...	7,348
54433	Gilman, WI (in Taylor co...	723
54470	Rib Lake, WI (in Taylor c...	595
54490	Westboro, WI (in Taylor...	317
54480	Stetsonville, WI (in Tayl...	220

Where Talent Lives

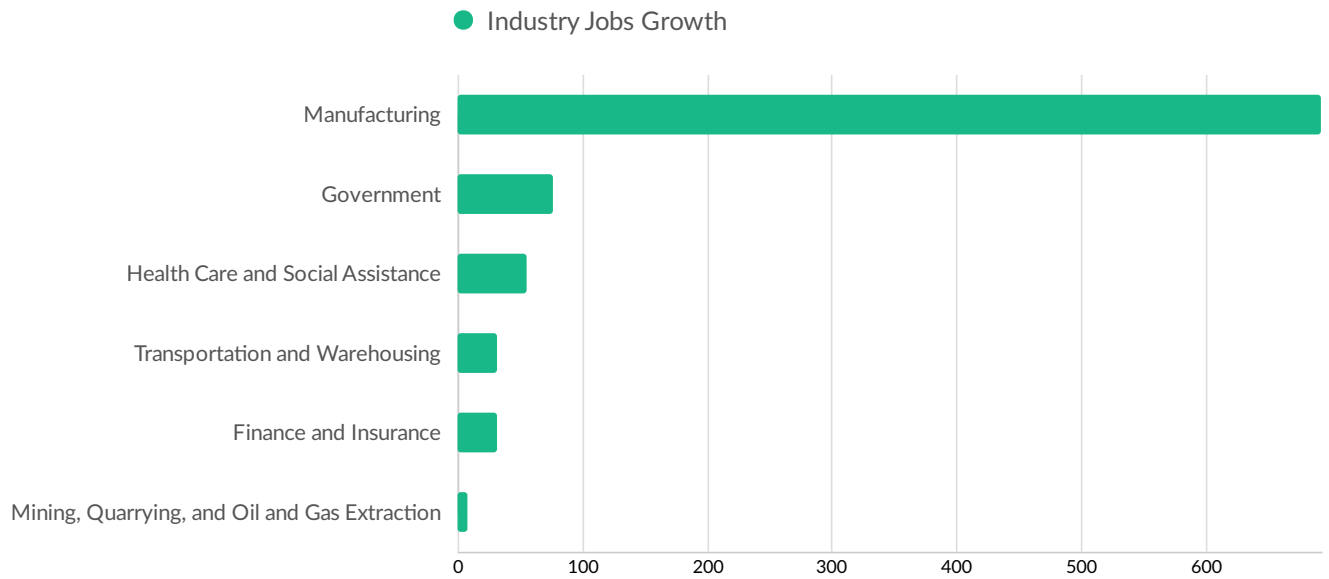
ZIP	Name	2020 Workers
54451	Medford, WI (in Taylor c...	5,811
54470	Rib Lake, WI (in Taylor c...	1,026
54433	Gilman, WI (in Taylor co...	915
54480	Stetsonville, WI (in Tayl...	635
54490	Westboro, WI (in Taylor...	566

Industry Characteristics

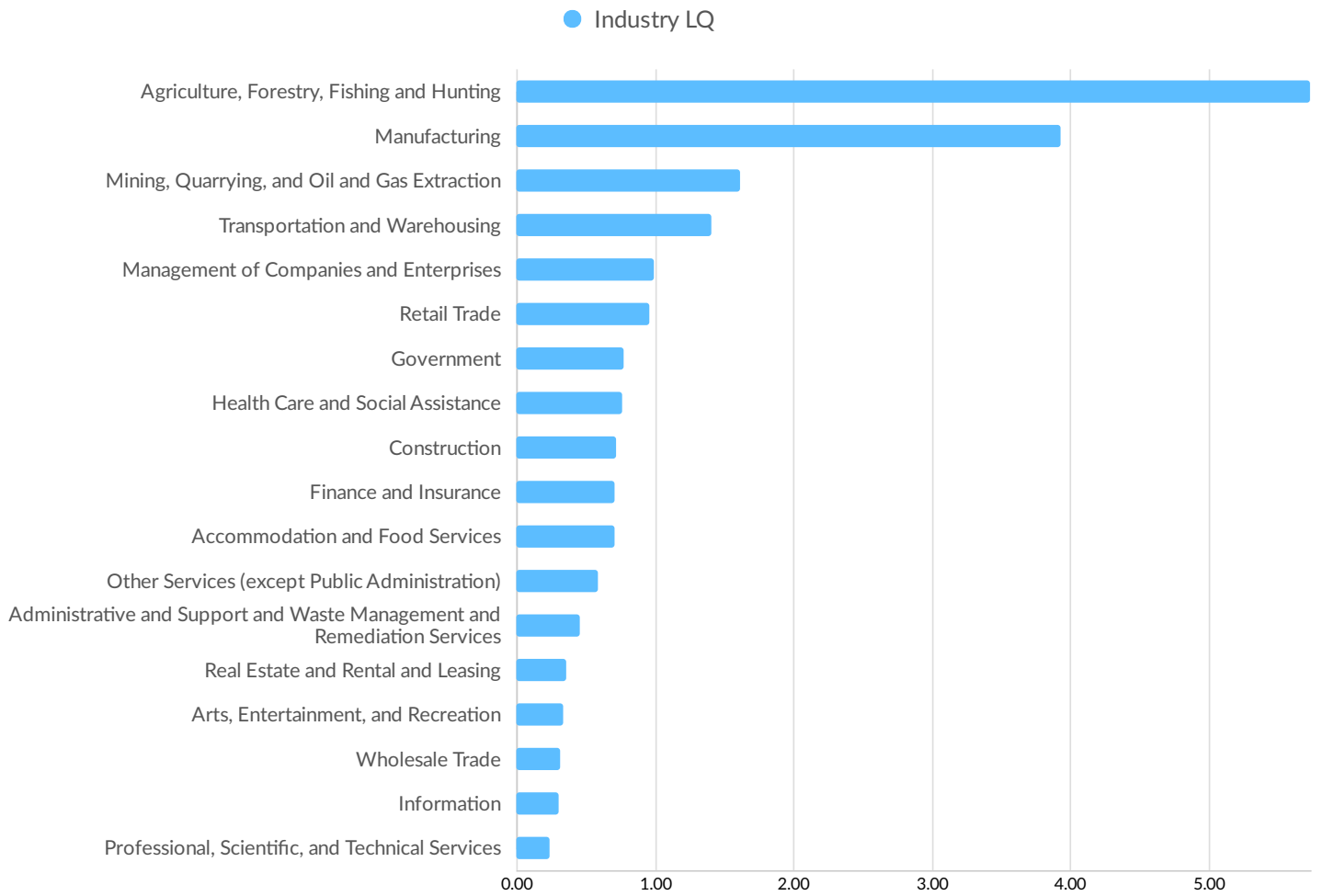
Largest Industries

● Industry Jobs ● National Average

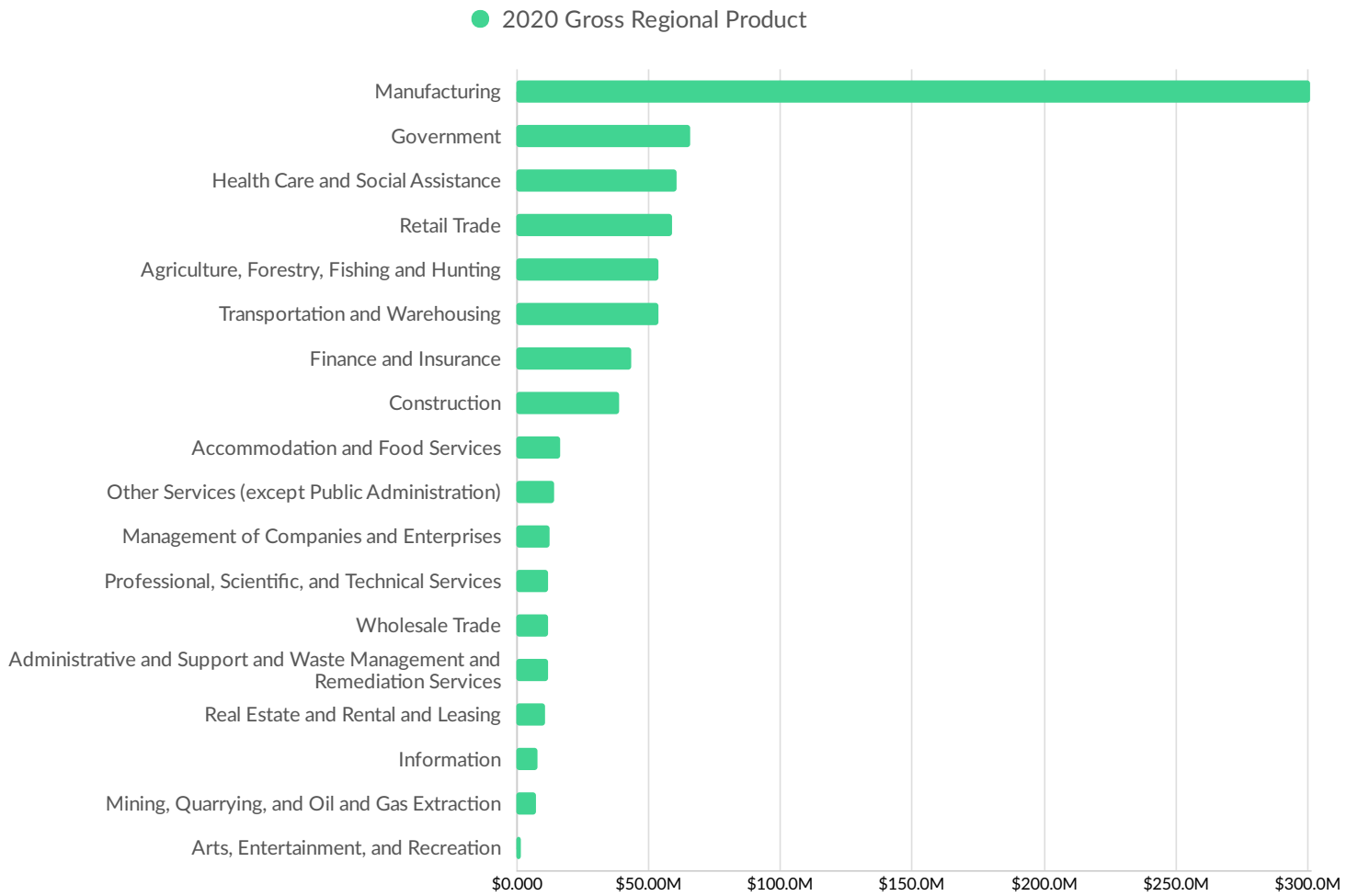
Top Growing Industries



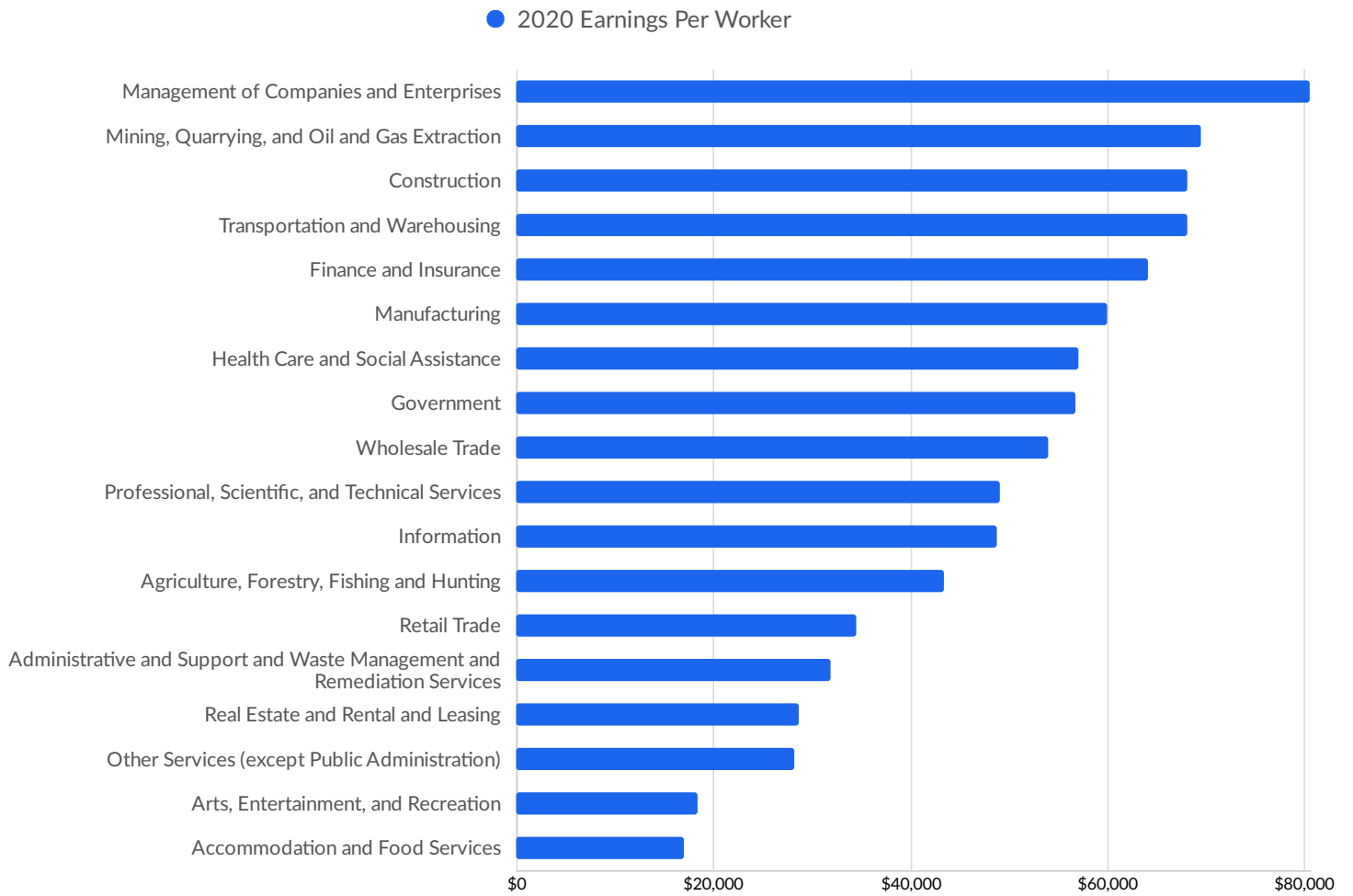
Top Industry LQ



Top Industry GRP



Top Industry Earnings



Largest Industries

● Industry Jobs ● National Average

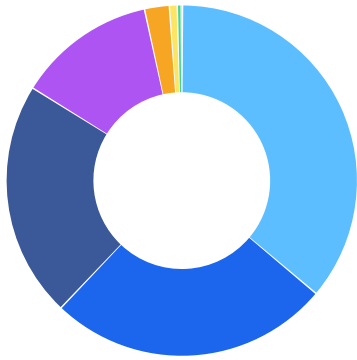
Business Characteristics

992 Companies Employ Your Workers

Online profiles for your workers mention 992 companies as employers, with the top 10 appearing below. In the last 12 months, 492 companies in Taylor County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus Wausau Hospital, Inc.	63 	Aspirus Wausau Hospital, Inc.	216 
Nestle	59 	Roehl Transport, Inc.	200 
Medford Public Schools	56 	Remedy Intelligent Staffing	109 
Weather Shield Windows	54 	Aspirus Clinics, Inc.	105 
Stanford Hospital and Clinics	38 	U.S. Xpress, Inc.	89 
Phillips Plastics Corporation	36 	C.R. England, Inc.	71 
Taylor Corporation	36 	Wal-Mart, Inc.	60 
Marathon Cheese Corporation	28 	ManpowerGroup Global	47 
Hurd Windows & Doors	22 	Marten Transport, Ltd.	38 
Medford Area Public School Dis...	19 	Platinum Supplemental Insuranc...	37 

Business Size

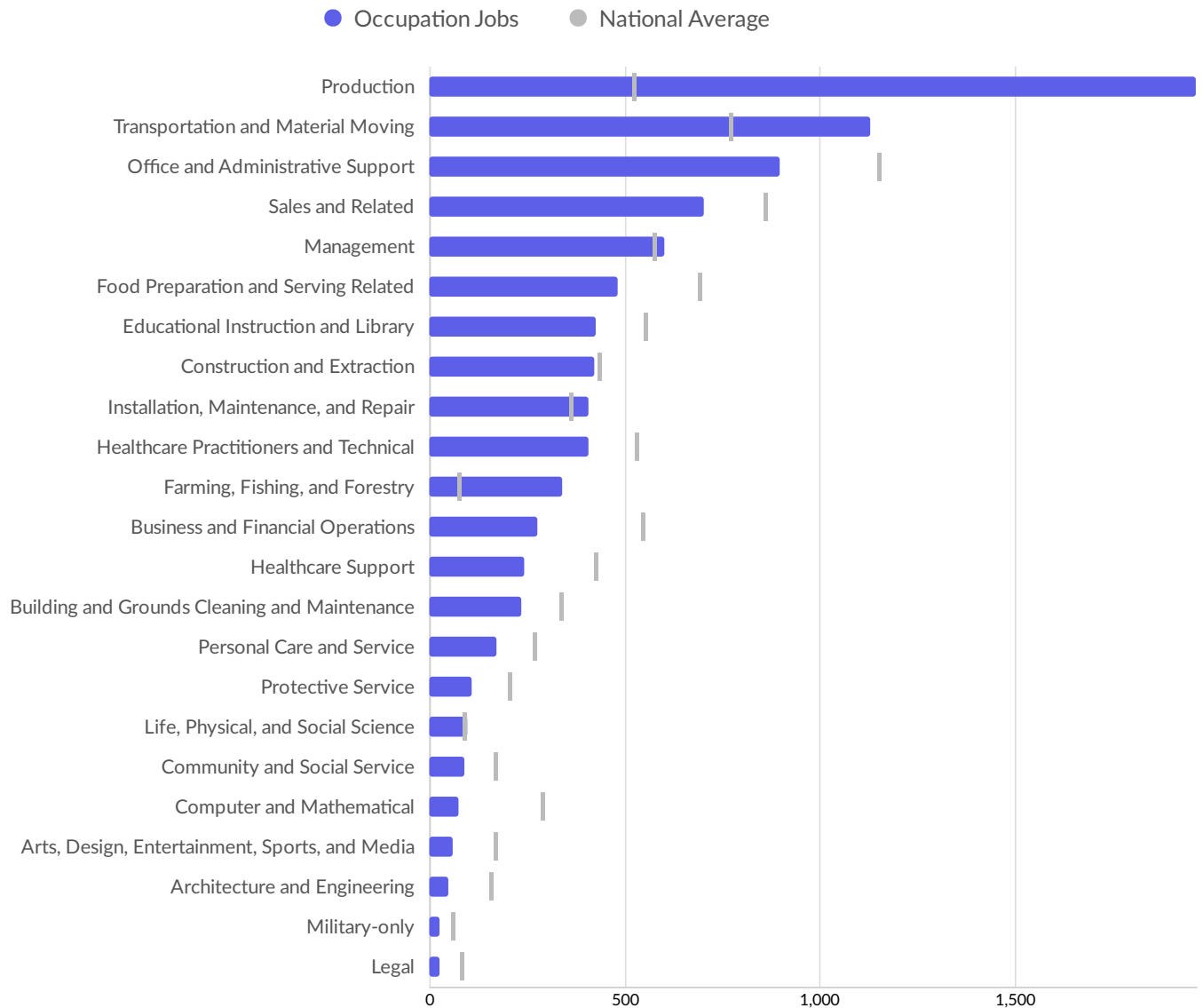


	Percentage	Business Count
1 to 4 employees	36.1%	300
5 to 9 employees	26.0%	216
10 to 19 employees	21.8%	181
20 to 49 employees	12.7%	106
50 to 99 employees	2.3%	19
100 to 249 employees	0.7%	6
250 to 499 employees	0.4%	3
500+ employees	0.1%	1

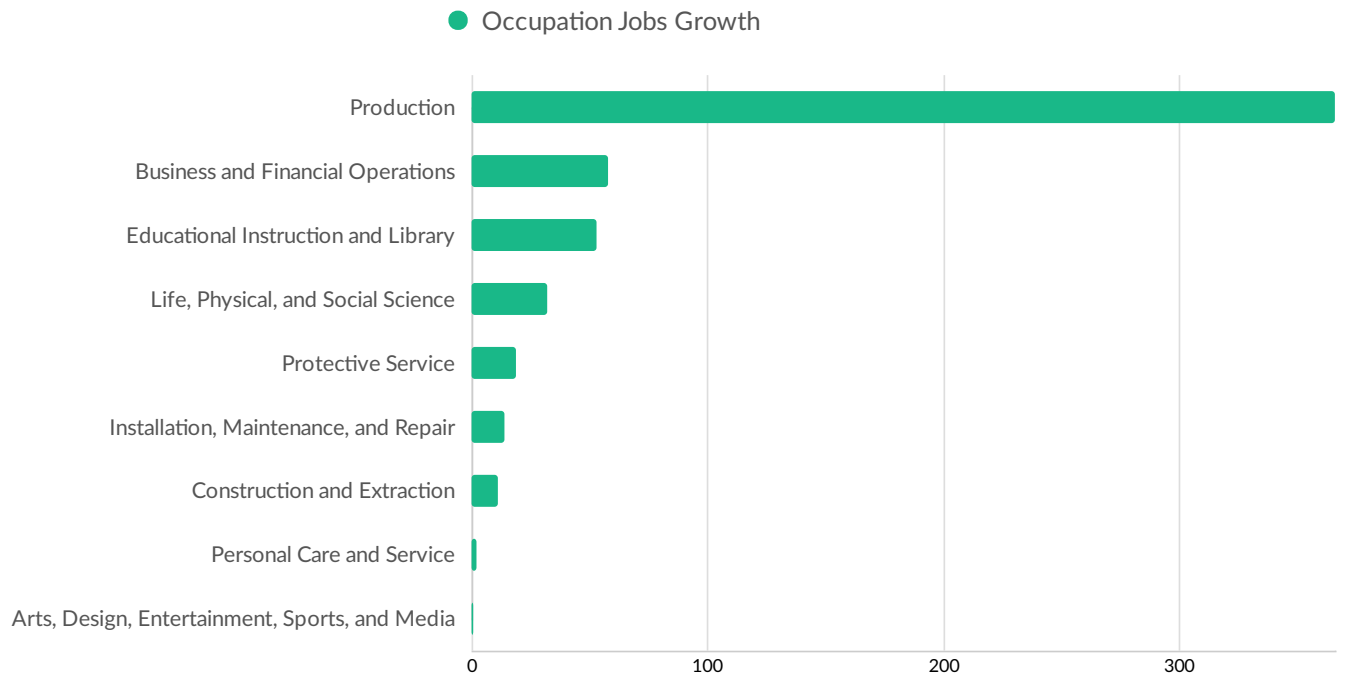
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

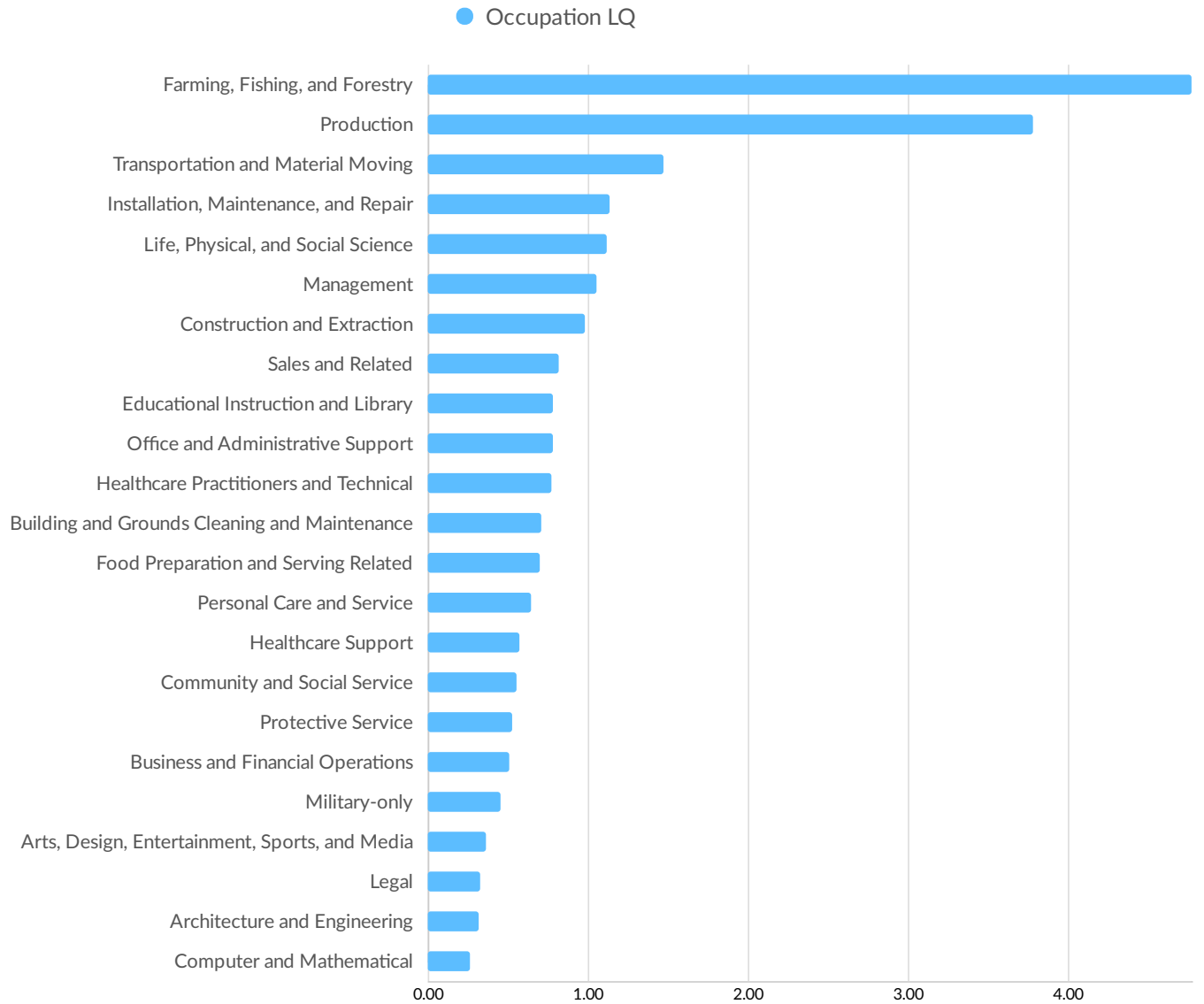
Largest Occupations



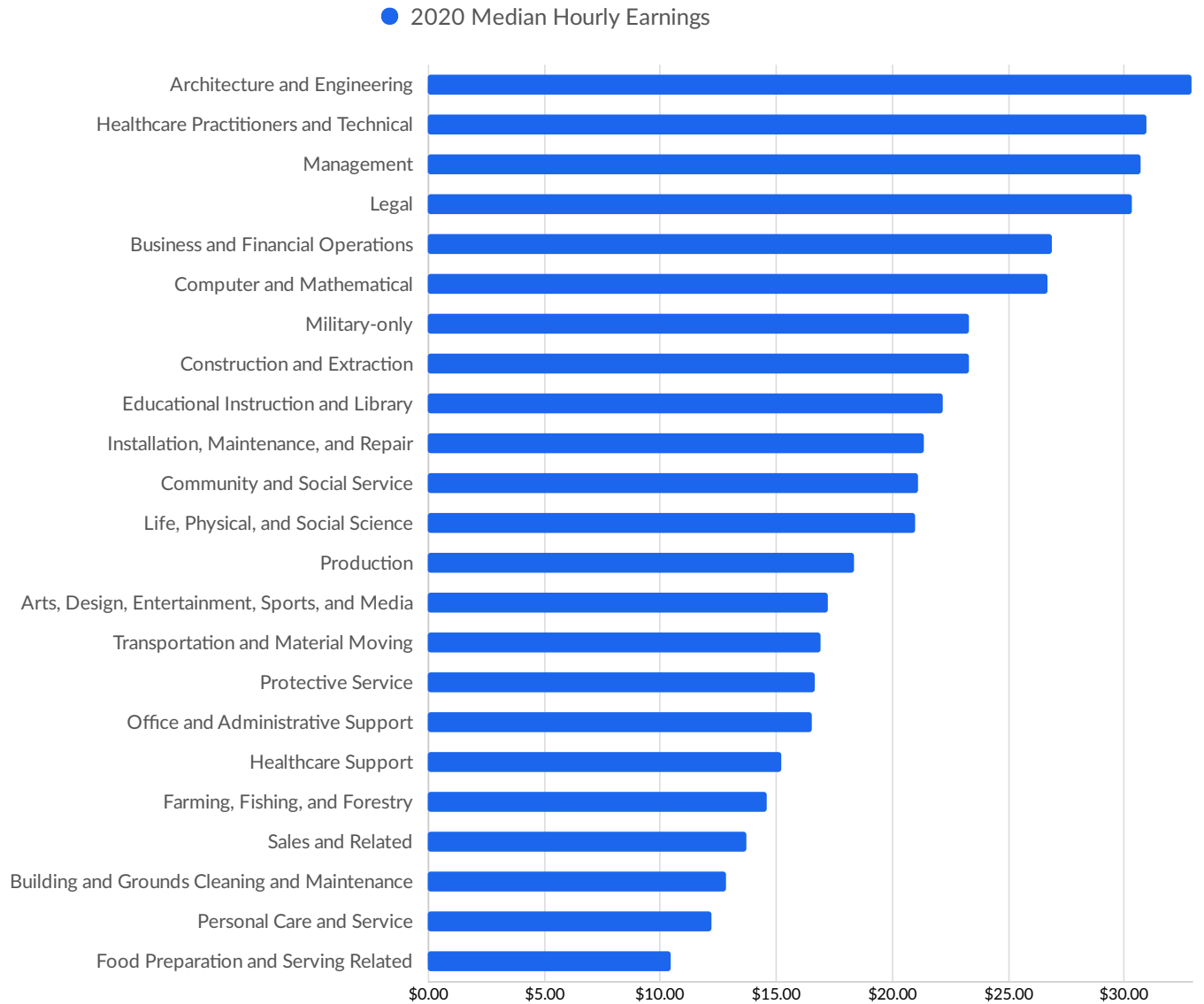
Top Growing Occupations



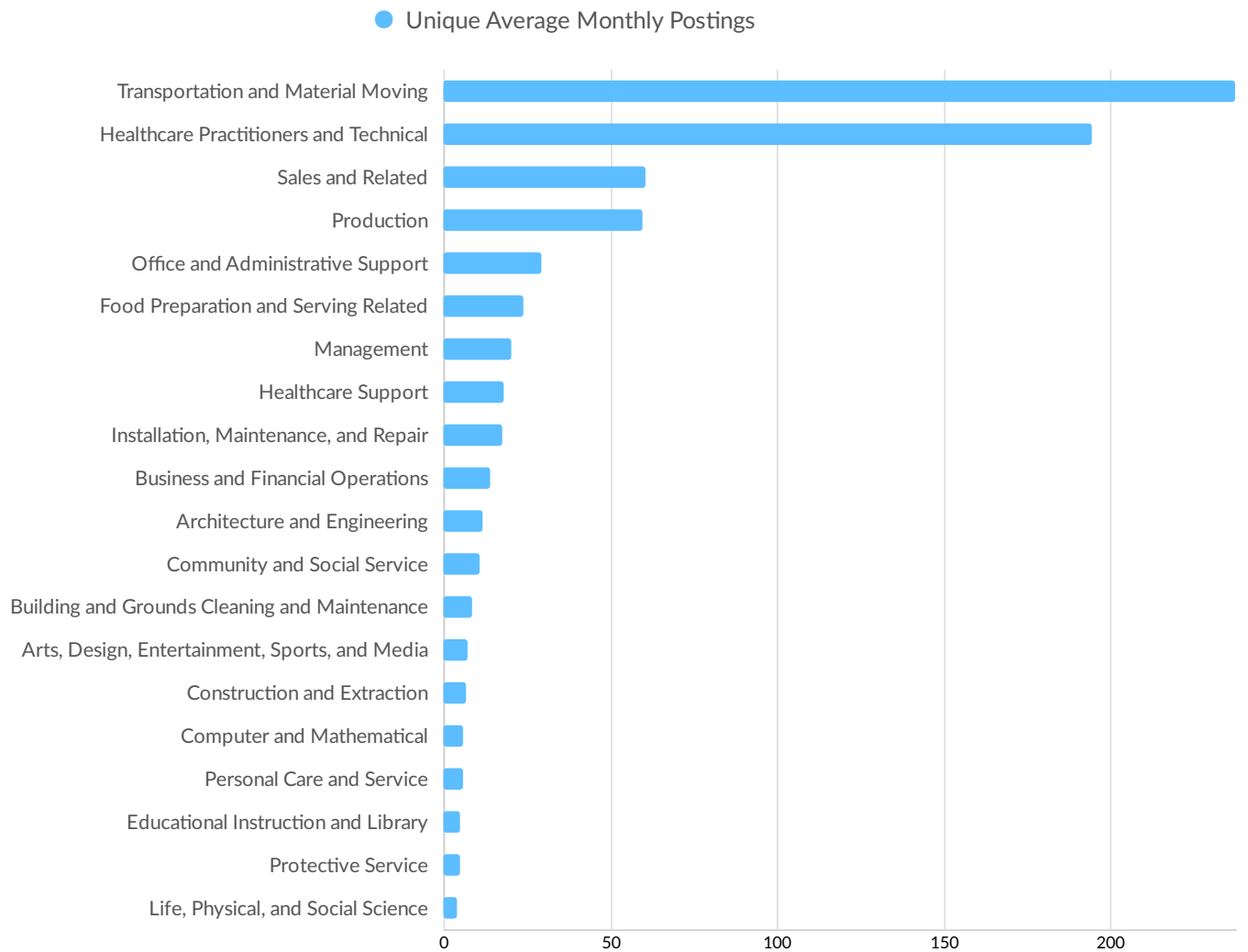
Top Occupation LQ



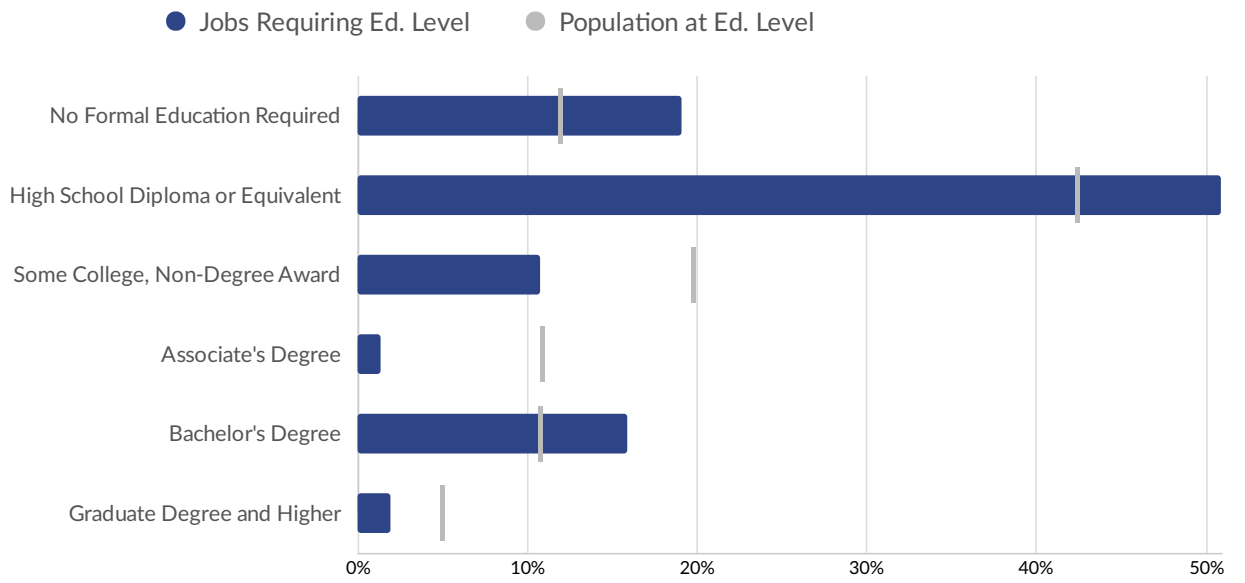
Top Occupation Earnings



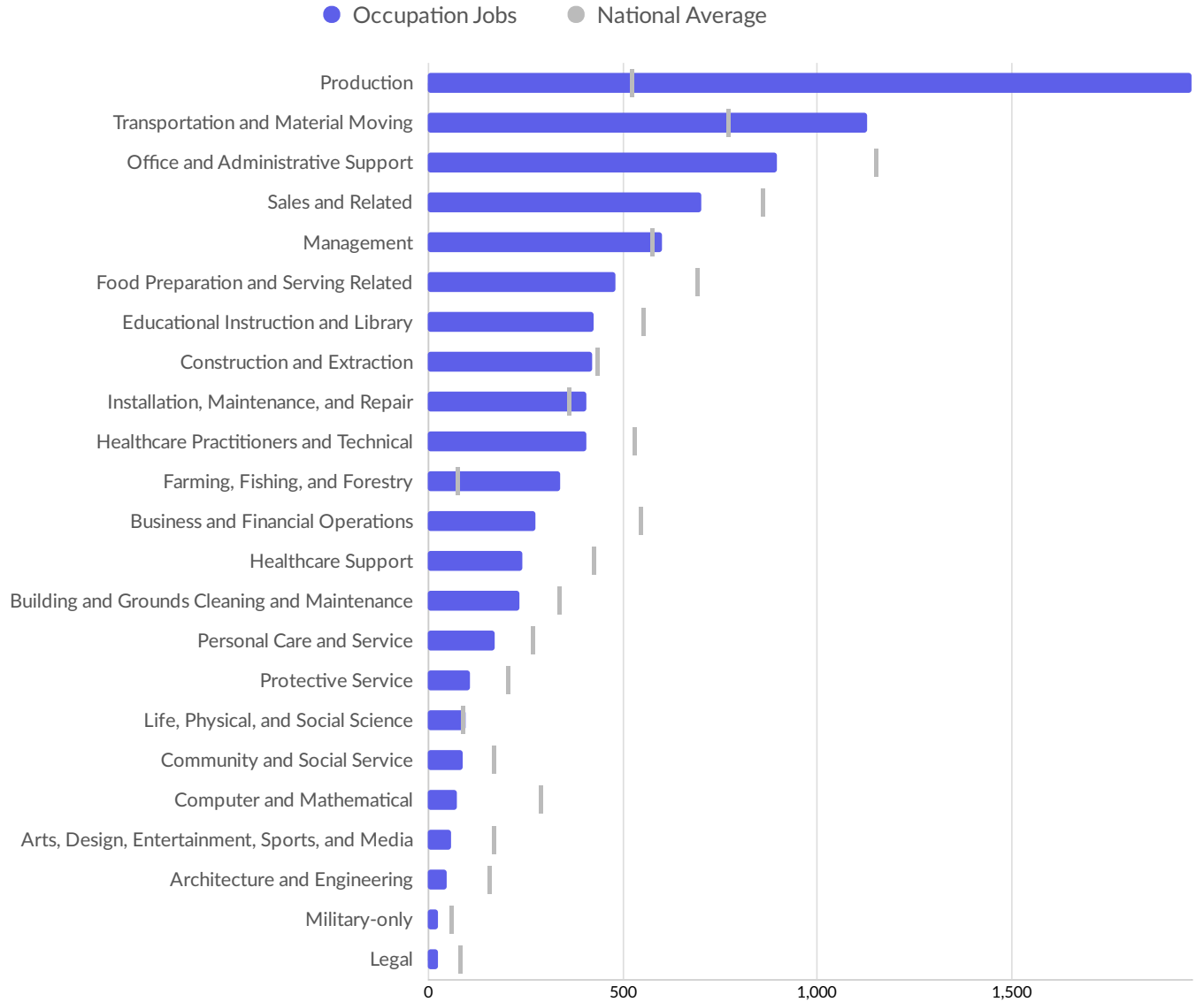
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills

