



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

20,352

Population (2021)

Population **grew by 57** over the last 5 years but is projected to **decrease by 13** over the next 5 years.

9,364

Total Regional Employment

Jobs **grew by 72** over the last 5 years and are projected to **grow by 428** 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 2021 the region's population **increased by 0.3%** since 2016, growing by 57. Population is expected to **decrease by 0.1%** between 2021 and 2026, losing 13.
- From 2016 to 2021, jobs **increased by 0.8%** in Taylor County, WI from 9,292 to **9,364**. This change **outpaced the national growth rate of 0.4% by 1.2%**. As the number of jobs increased, the **labor force participation rate decreased from 70.6% to 69.8% between 2016 and 2021**.
- Concerning educational attainment, **10.9% of Taylor County, WI residents possess a Bachelor's Degree** (9.4% below the national average), and **11.0% hold an Associate's Degree** (2.3% above the national average).
- The top three industries in 2021 are Other Wood Product Manufacturing, Dairy Product Manufacturing, and Education and Hospitals (Local Government).

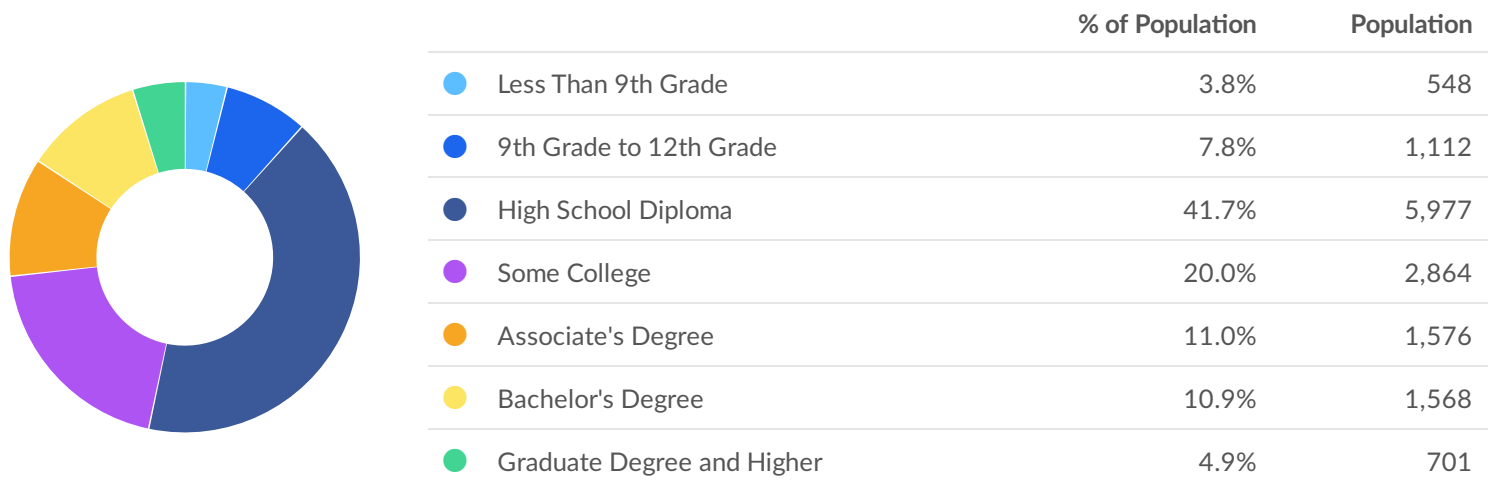
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	20,352	11,219	9,364	98.7	\$950.79M	\$1.76B	\$1.60B
NWRPC	175,998	85,727	73,402	99.8	\$7.13B	\$11.69B	\$9.70B
State	5,855,036	3,102,500	3,069,154	100.3	\$345.97B	\$320.32B	\$341.85B

Nov 2021 Labor Force Breakdown



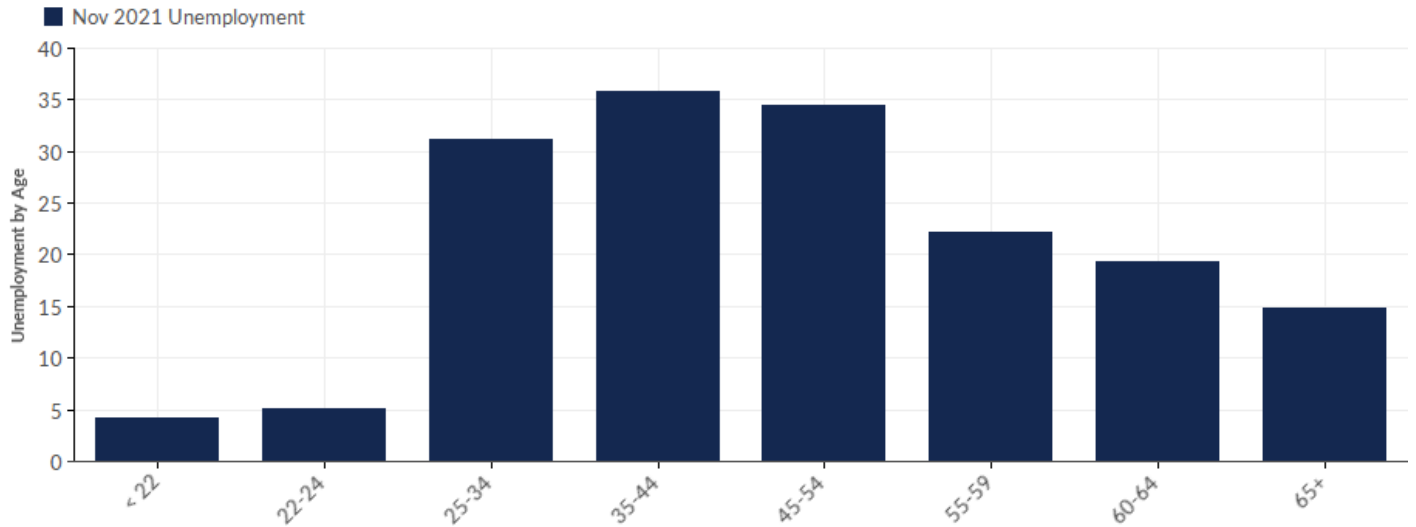
Educational Attainment

Concerning educational attainment, **10.9% of Taylor County, WI residents possess a Bachelor's Degree** (9.4% below the national average), and **11.0% hold an Associate's Degree** (2.3% above the national average).



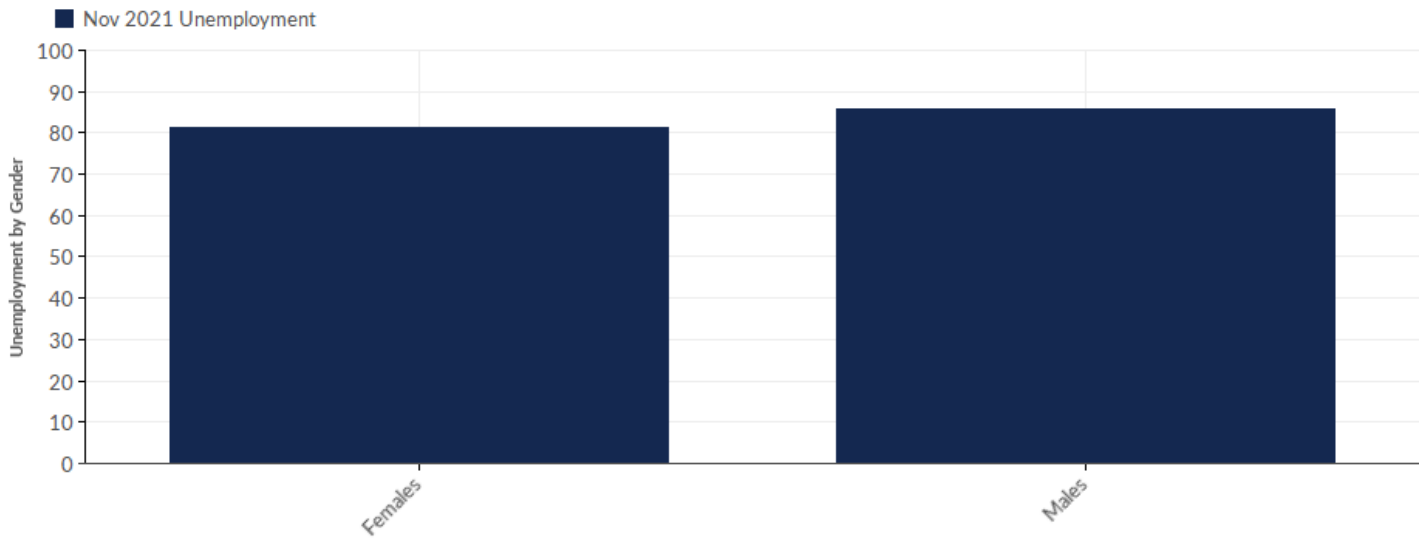
Unemployment by Demographics

Unemployment by Age



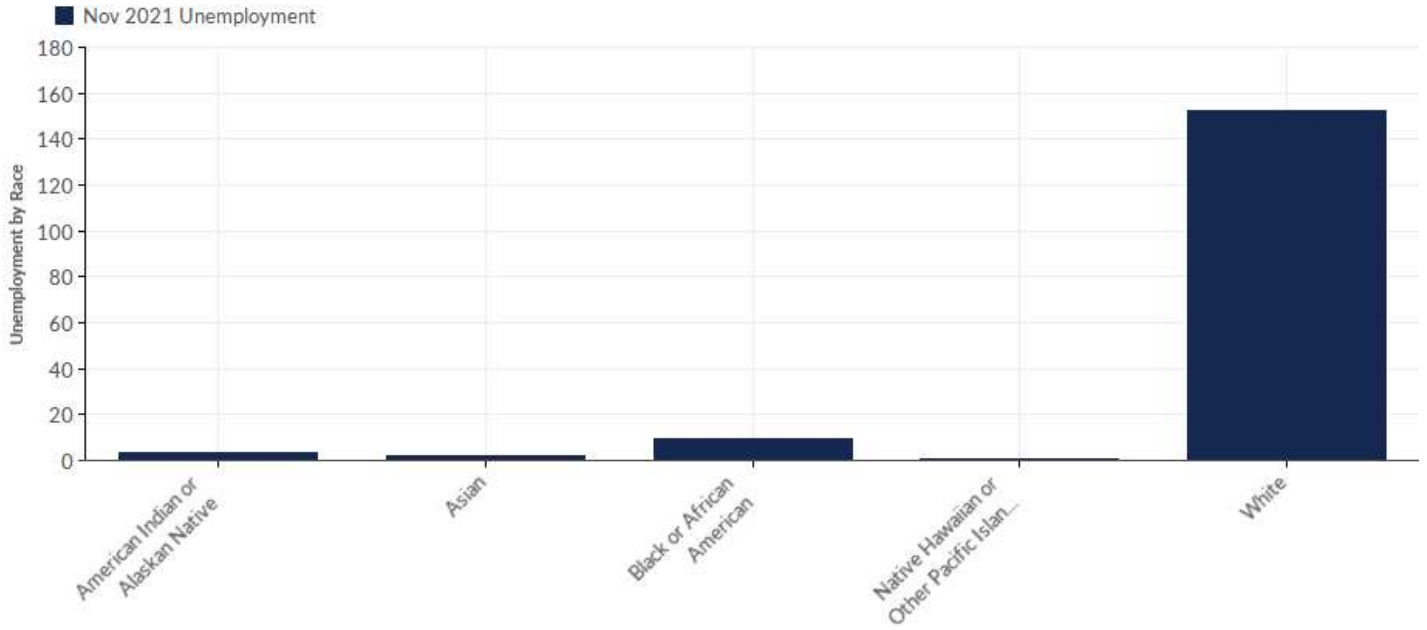
Age	Unemployment (Nov 2021)	% of Cohort
< 22	4	2.40%
22-24	5	2.99%
25-34	31	18.56%
35-44	36	21.56%
45-54	34	20.36%
55-59	22	13.17%
60-64	19	11.38%
65+	15	8.98%
Total	167	99.00%

Unemployment by Gender



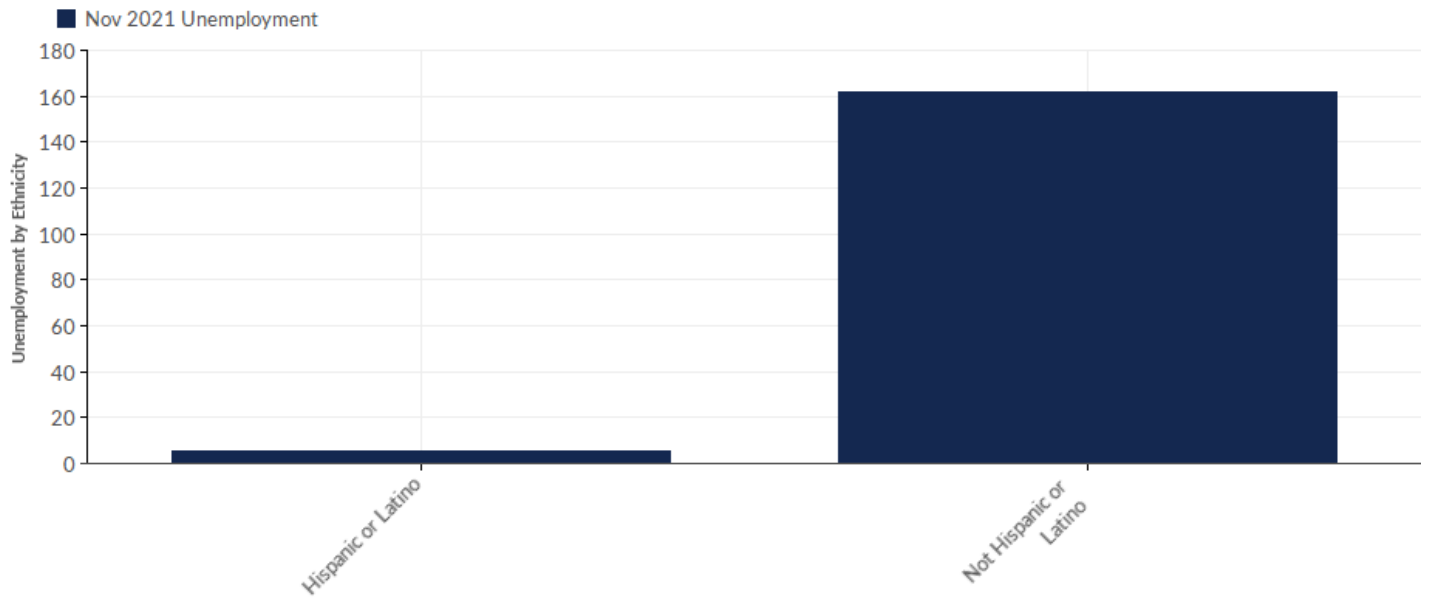
Gender	Unemployment (Nov 2021)	% of Cohort
Females	81	48.50%
Males	86	51.50%
Total	167	100.00%

Unemployment by Race



Race	Unemployment (Nov 2021)	% of Cohort
American Indian or Alaskan Native	3	1.80%
Asian	2	1.20%
Black or African American	9	5.39%
Native Hawaiian or Other Pacific Islander	1	0.60%
White	152	91.02%
Total	167	100.00%

Unemployment by Ethnicity

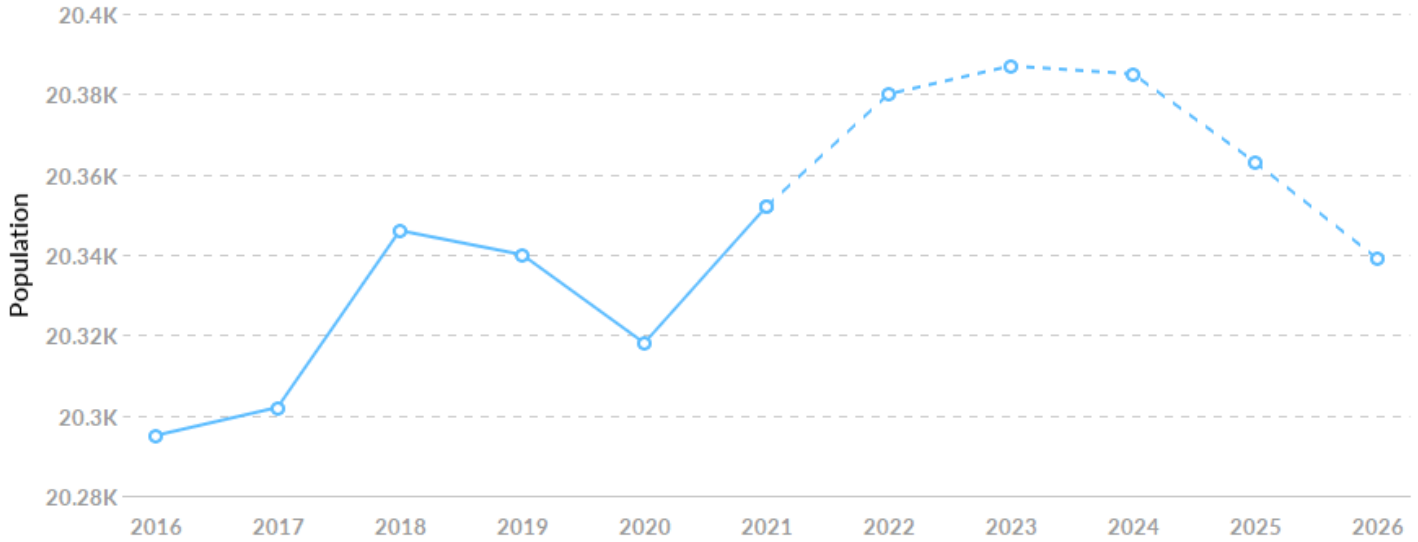


Ethnicity	Unemployment (Nov 2021)	% of Cohort
Hispanic or Latino	5	2.99%
Not Hispanic or Latino	162	97.01%
Total	167	100.00%

Historic & Projected Trends

Population Trends

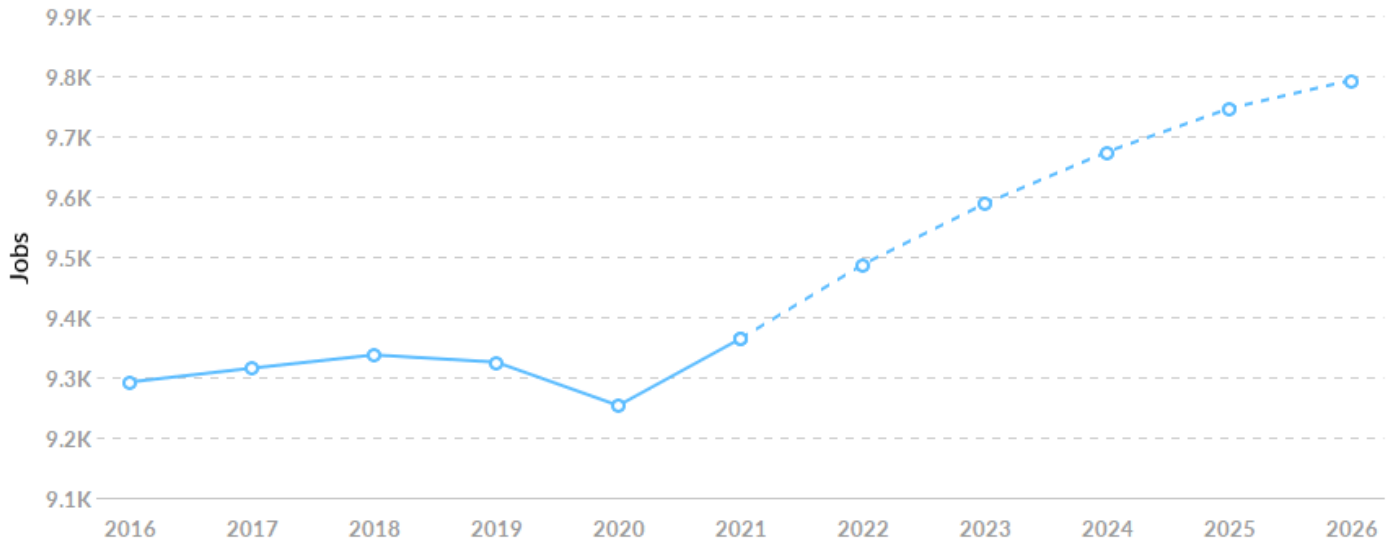
As of 2021 the region's population **increased by 0.3%** since 2016, growing by 57. Population is expected to **decrease by 0.1%** between 2021 and 2026, losing 13.



Timeframe	Population
2016	20,295
2017	20,302
2018	20,346
2019	20,340
2020	20,318
2021	20,352
2022	20,380
2023	20,387
2024	20,385
2025	20,363
2026	20,339

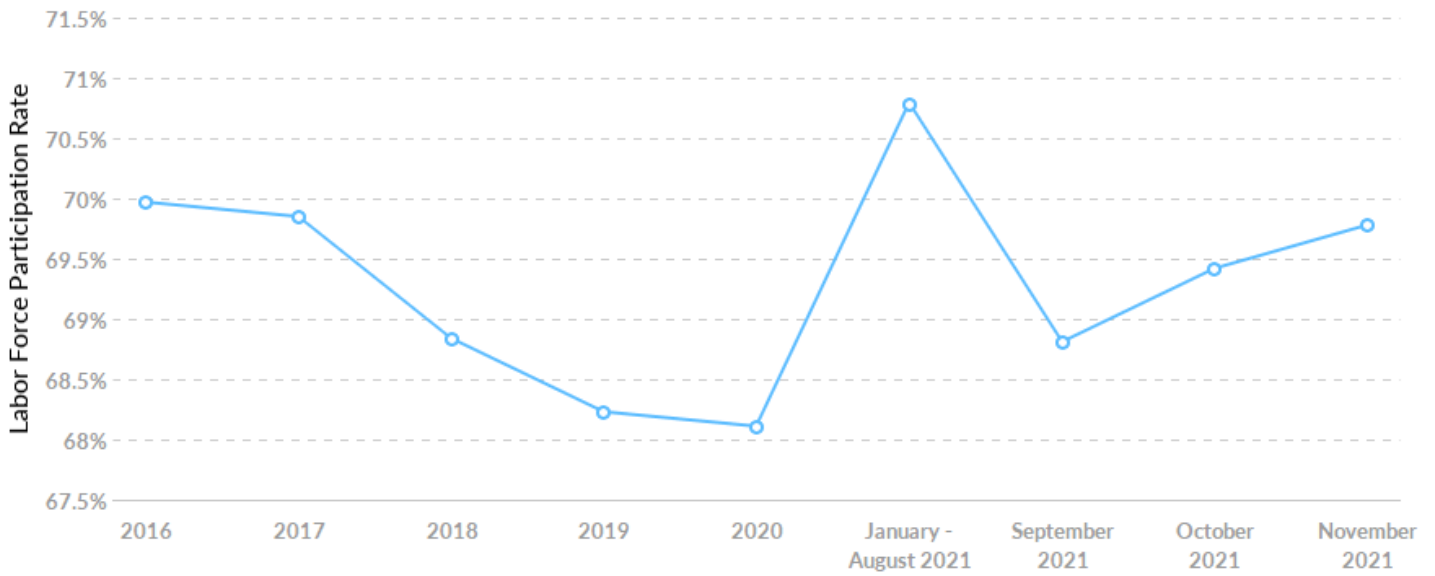
Job Trends

From 2016 to 2021, jobs increased by 0.8% in Taylor County, WI from 9,292 to 9,364. This change outpaced the national growth rate of 0.4% by 1.2%.



Timeframe	Jobs
2016	9,292
2017	9,315
2018	9,337
2019	9,325
2020	9,253
2021	9,364
2022	9,487
2023	9,588
2024	9,674
2025	9,746
2026	9,793

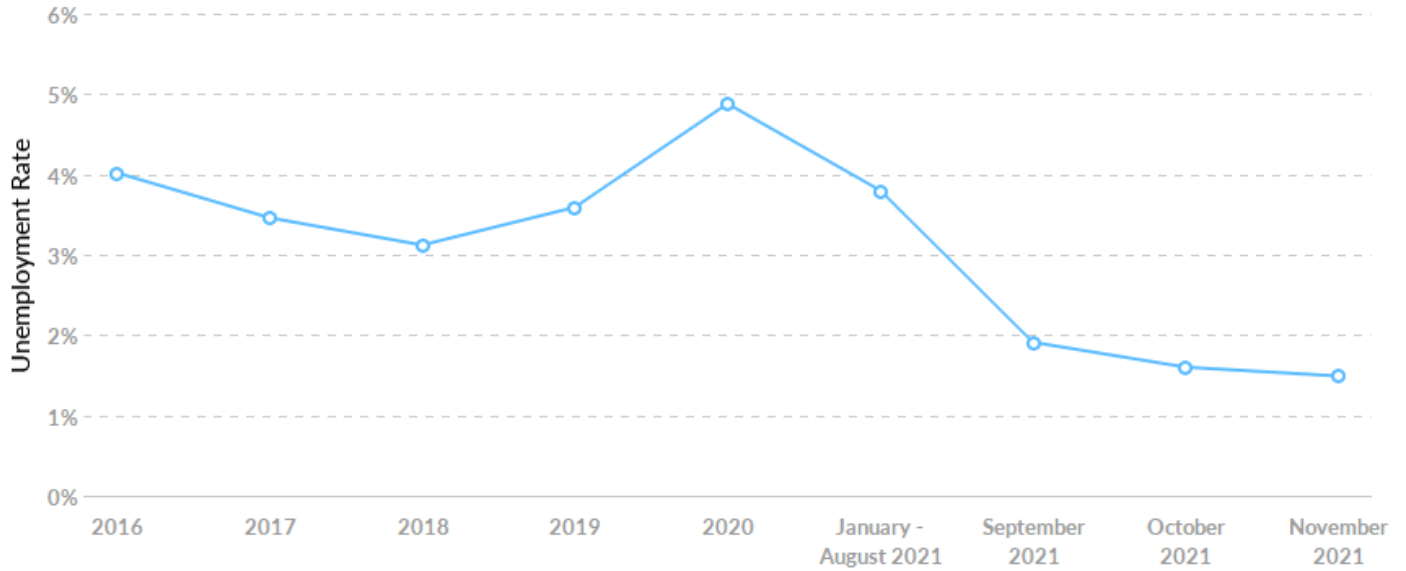
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	69.97%
2017	69.85%
2018	68.84%
2019	68.23%
2020	68.11%
January - August 2021	70.79%
September 2021	68.81%
October 2021	69.42%
November 2021	69.78%

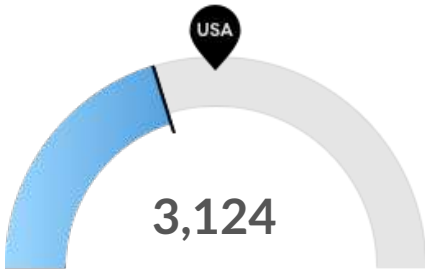
Unemployment Rate Trends

Taylor County, WI had a November 2021 unemployment rate of 1.49%, **decreasing from 4.02% 5 years before.**



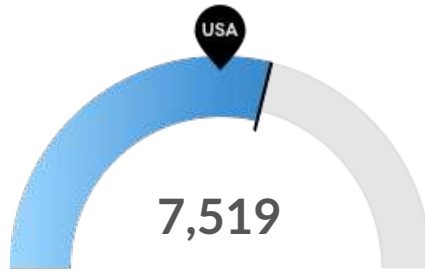
Timeframe	Unemployment Rate
2016	4.02%
2017	3.46%
2018	3.12%
2019	3.59%
2020	4.88%
January - August 2021	3.80%
September 2021	1.91%
October 2021	1.60%
November 2021	1.49%

Population Characteristics



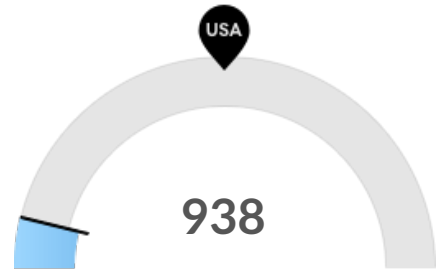
Millennials

Taylor County, WI has 3,124 millennials (ages 25-39). The national average for an area this size is 4,187.



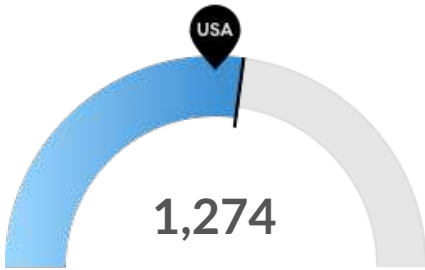
Retiring Soon

Retirement risk is high in Taylor County, WI. The national average for an area this size is 6,047 people 55 or older, while there are 7,519 here.



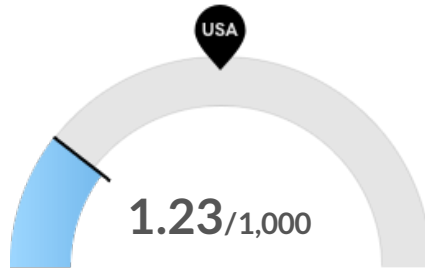
Racial Diversity

Racial diversity is low in Taylor County, WI. The national average for an area this size is 8,184 racially diverse people, while there are 938 here.



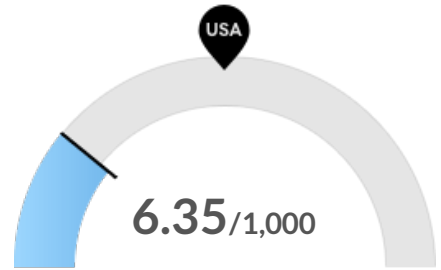
Veterans

Taylor County, WI has 1,274 veterans. The national average for an area this size is 1,129.



Violent Crime

Taylor County, WI has 1.23 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

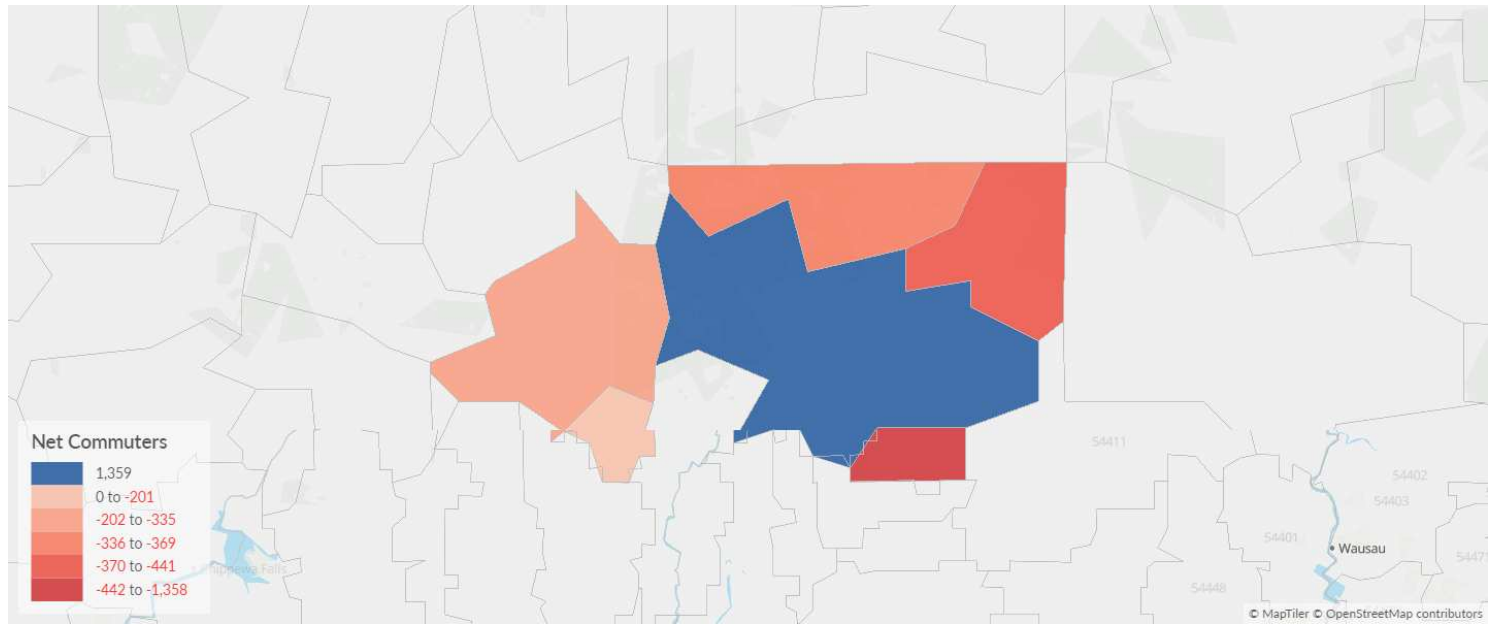


Property Crime

Taylor County, WI has 6.35 property crimes per 1,000 people. The national rate is 17.91 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	2021 Employment
54451	Medford, WI (in Taylor c...	7,249
54433	Gilman, WI (in Taylor co...	728
54470	Rib Lake, WI (in Taylor c...	698
54447	Lublin, WI (in Taylor cou...	294
54490	Westboro, WI (in Taylor...	203

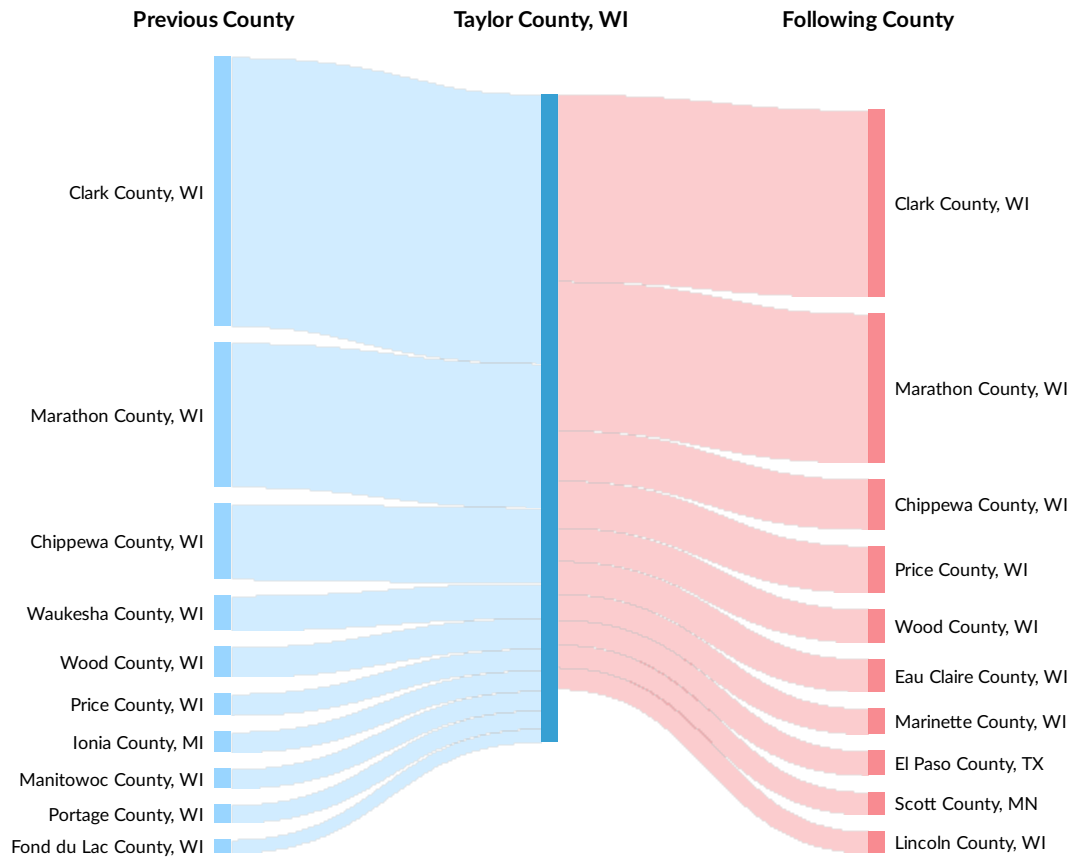
Where Talent Lives

ZIP	Name	2021 Workers
54451	Medford, WI (in Taylor c...	5,890
54470	Rib Lake, WI (in Taylor c...	1,068
54433	Gilman, WI (in Taylor co...	930
54480	Stetsonville, WI (in Tayl...	634
54490	Westboro, WI (in Taylor...	539

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 2019, **142** people have migrated from Clark County, WI to Taylor County, WI. In the same year, **99** people left Taylor County, WI migrating to Clark County, WI. The total Net Migration for Taylor County, WI in 2019 was **26**.

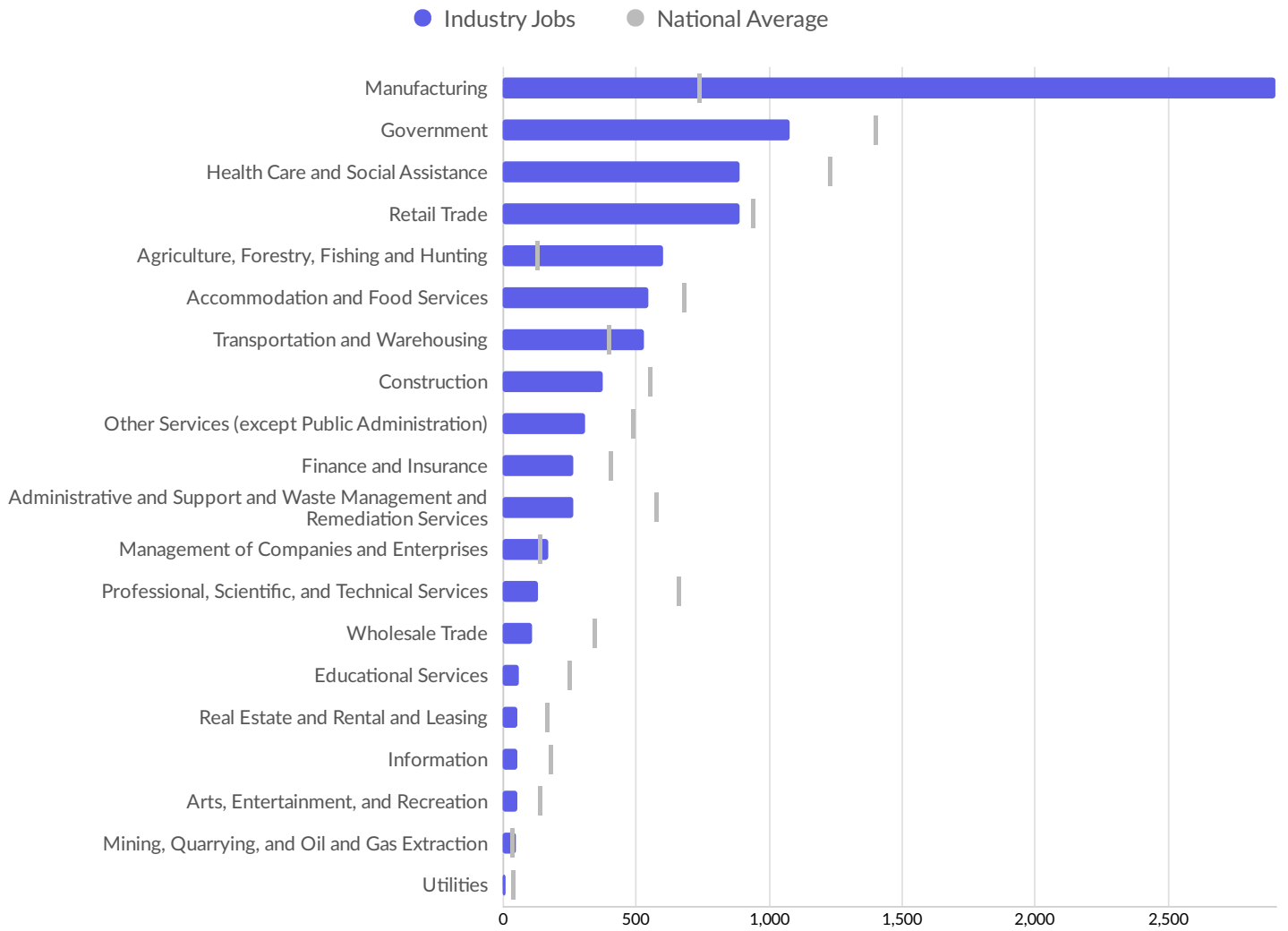


Top Previous Counties	Migrations
Clark County, WI	142
Marathon County, WI	76
Chippewa County, WI	40
Waukesha County, WI	18
Wood County, WI	16
Price County, WI	11

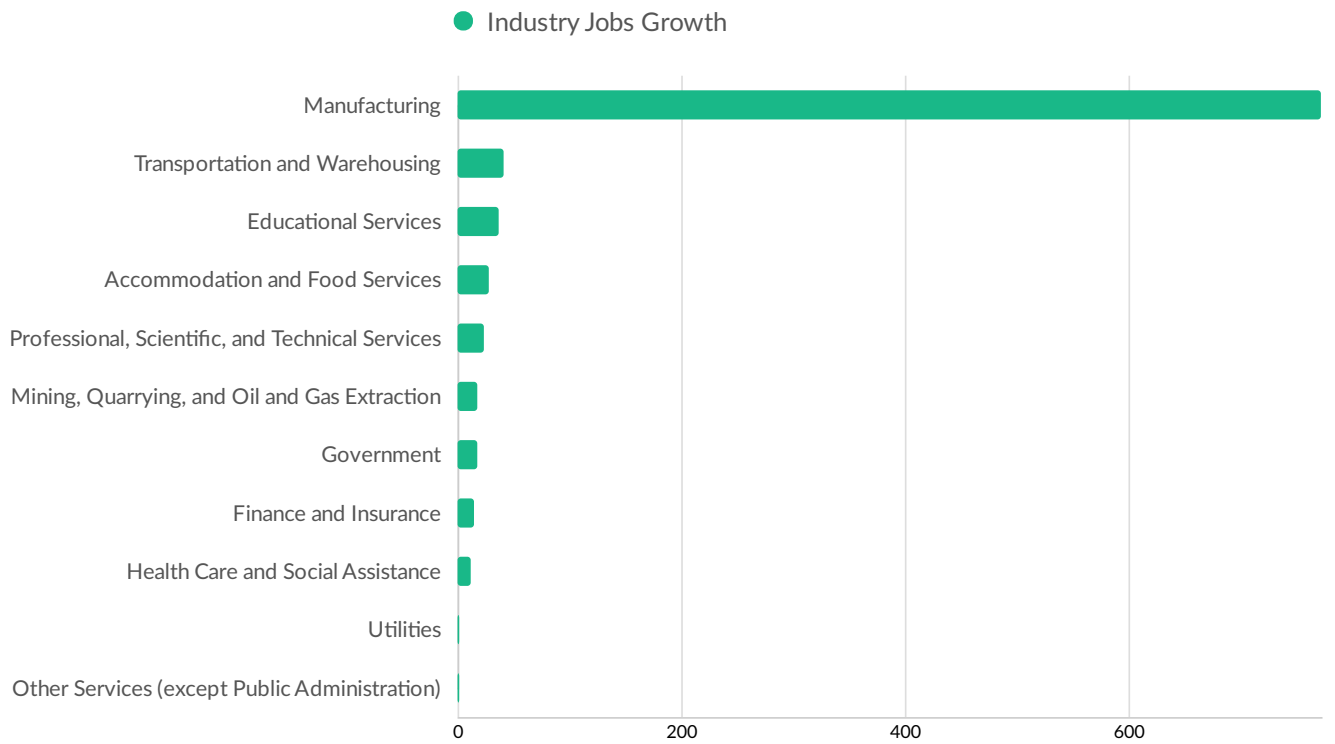
Top Previous Counties	Migrations
Ionia County, MI	11
Manitowoc County, WI	10
Portage County, WI	10
Fond du Lac County, WI	7
Brown County, WI	7
Cook County, IL	7
Dane County, WI	6
Milwaukee County, WI	6
Outagamie County, WI	6
Top Following Counties	Migrations
Clark County, WI	99
Marathon County, WI	79
Chippewa County, WI	27
Price County, WI	25
Wood County, WI	18
Eau Claire County, WI	17
Marinette County, WI	14
El Paso County, TX	13
Scott County, MN	12
Lincoln County, WI	11
Shawano County, WI	11
Waukesha County, WI	10
Rusk County, WI	9
Hennepin County, MN	8
Rock County, WI	8

Industry Characteristics

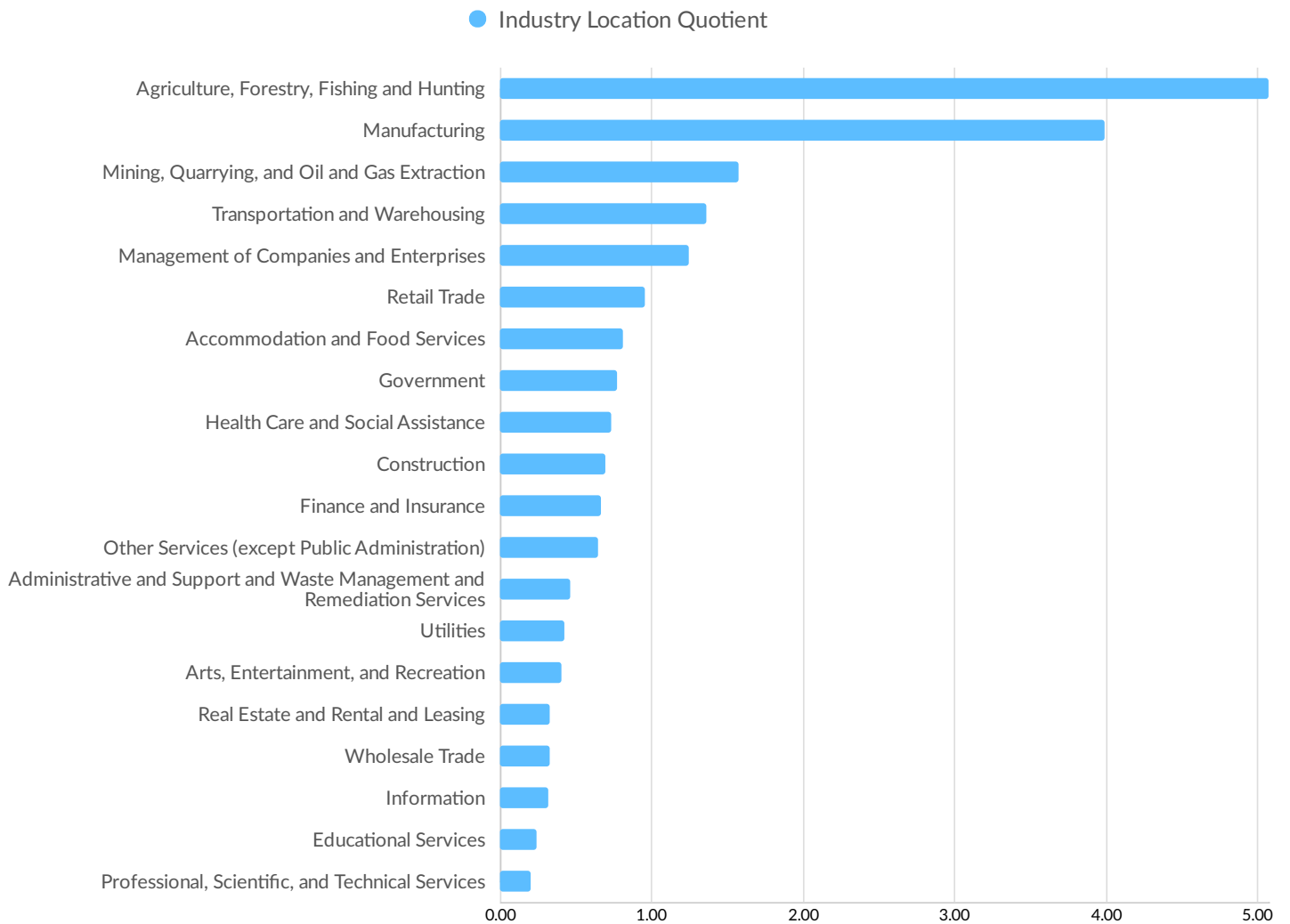
Largest Industries



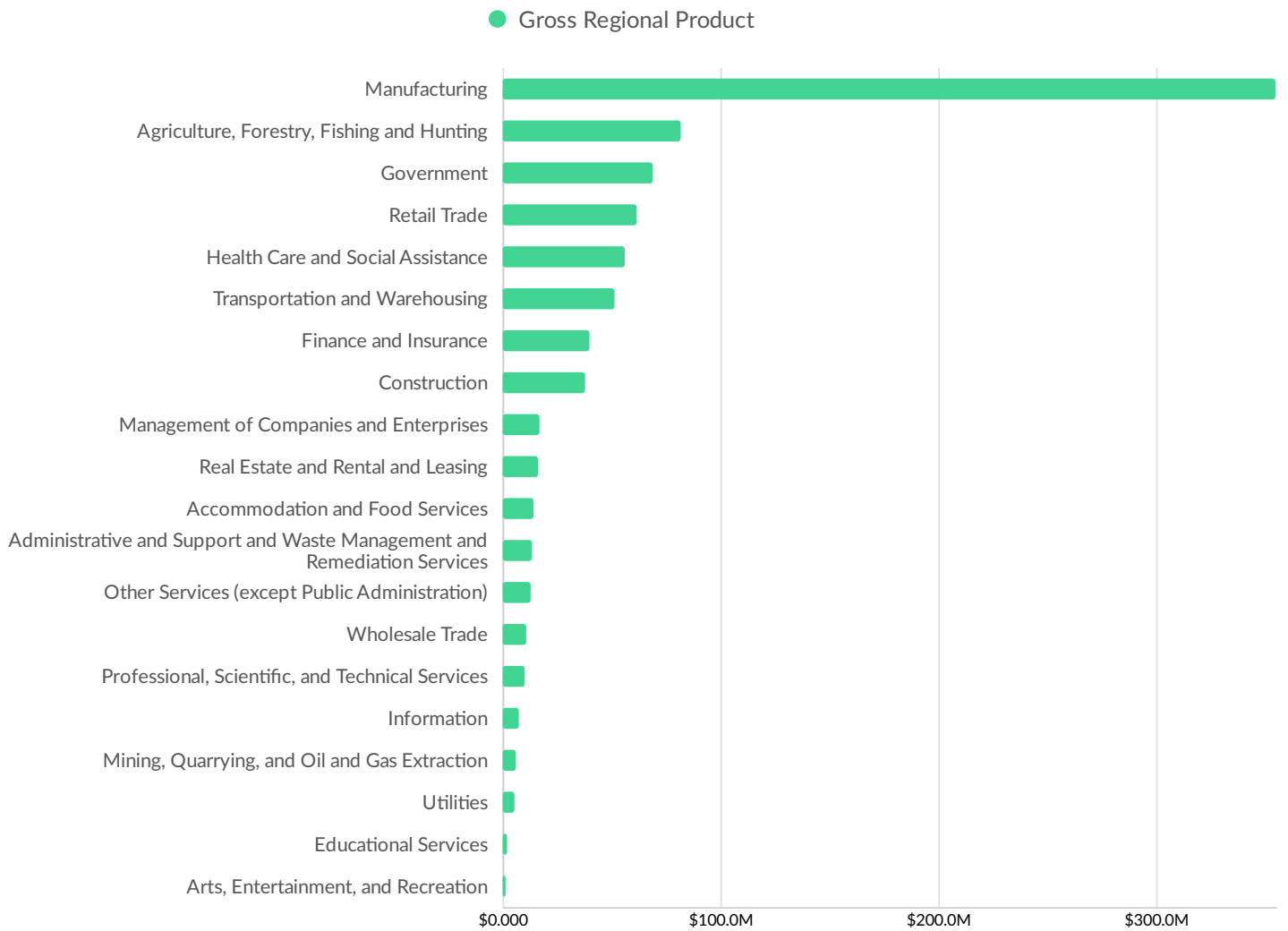
Top Growing Industries



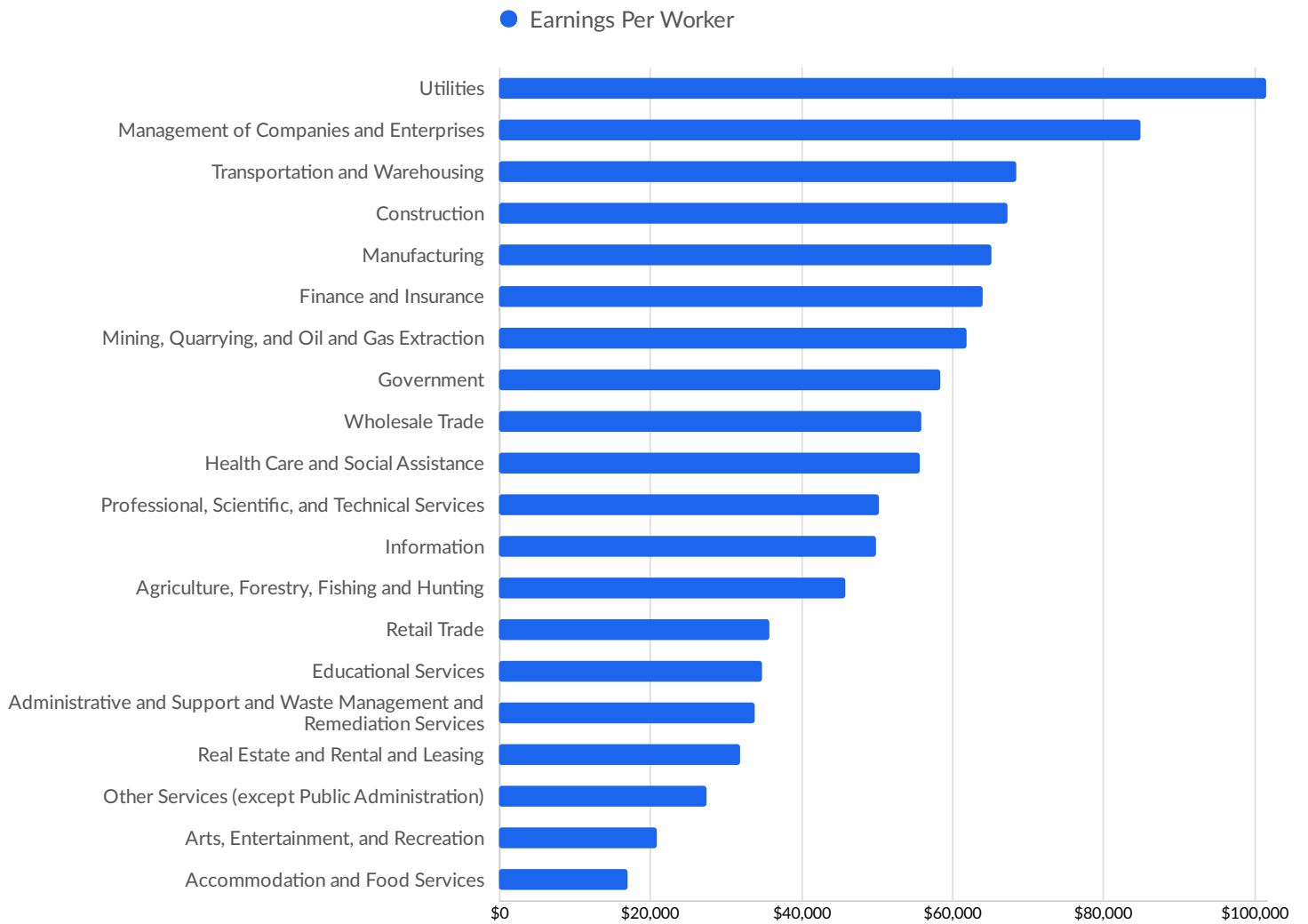
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



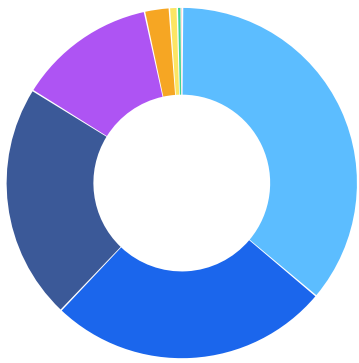
Business Characteristics

1,190 Companies Employ Your Workers

Online profiles for your workers mention 1,190 companies as employers, with the top 10 appearing below. In the last 12 months, 172 companies in Taylor County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Nestlé	79 	Aspirus	191 
Aspirus	73 	Remedy Intelligent Staffing	61 
Weather Shield Windows And D...	69 	Aurora Health Care	46 
Phillips-Medize	56 	Koch Industries	41 
Medford Public Schools	52 	Tractor Supply	38 
Aspirus Medford Hospital & Clin...	42 	Kwik Trip	32 
Hurd Windows & Doors	35 	ManpowerGroup	25 
Sierra Pacific Windows	23 	Nestlé	23 
Forest Springs Camp & Conferen...	22 	North Shore Healthcare	22 
Medford Cooperative	19 	Walmart	22 

Business Size

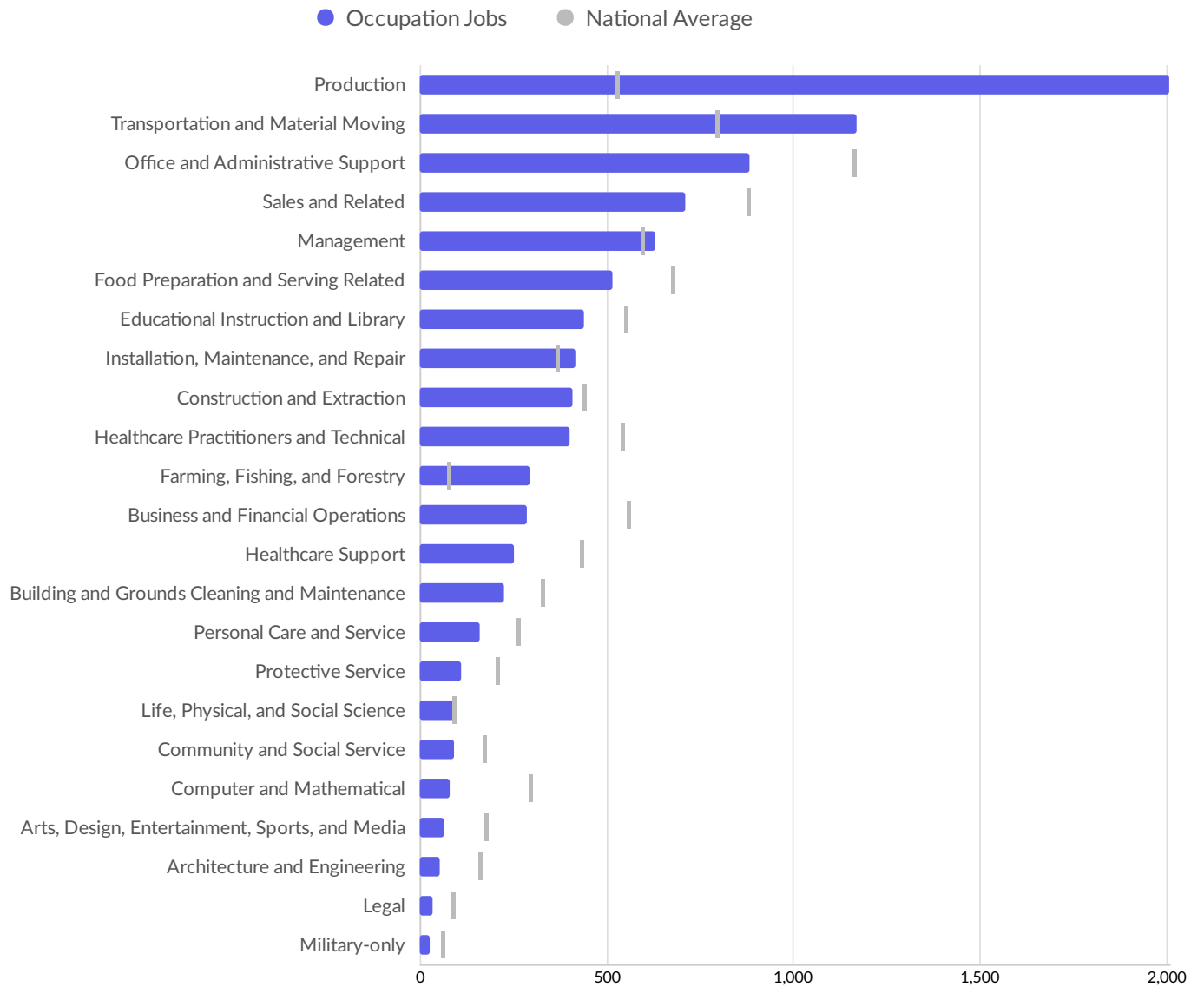


	Percentage	Business Count
1 to 4 employees	36.1%	300
5 to 9 employees	26.0%	216
10 to 19 employees	21.8%	181
20 to 49 employees	12.7%	106
50 to 99 employees	2.3%	19
100 to 249 employees	0.7%	6
250 to 499 employees	0.4%	3
500+ employees	0.1%	1

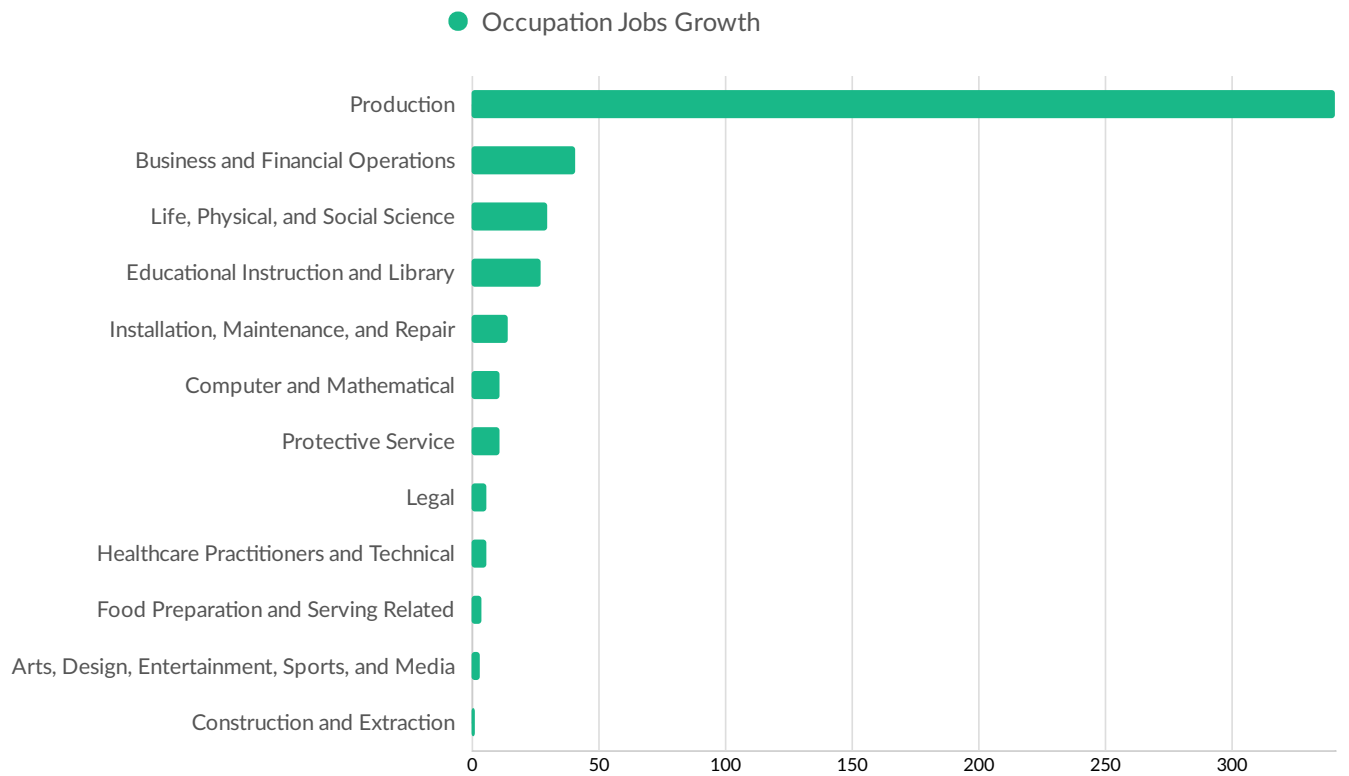
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

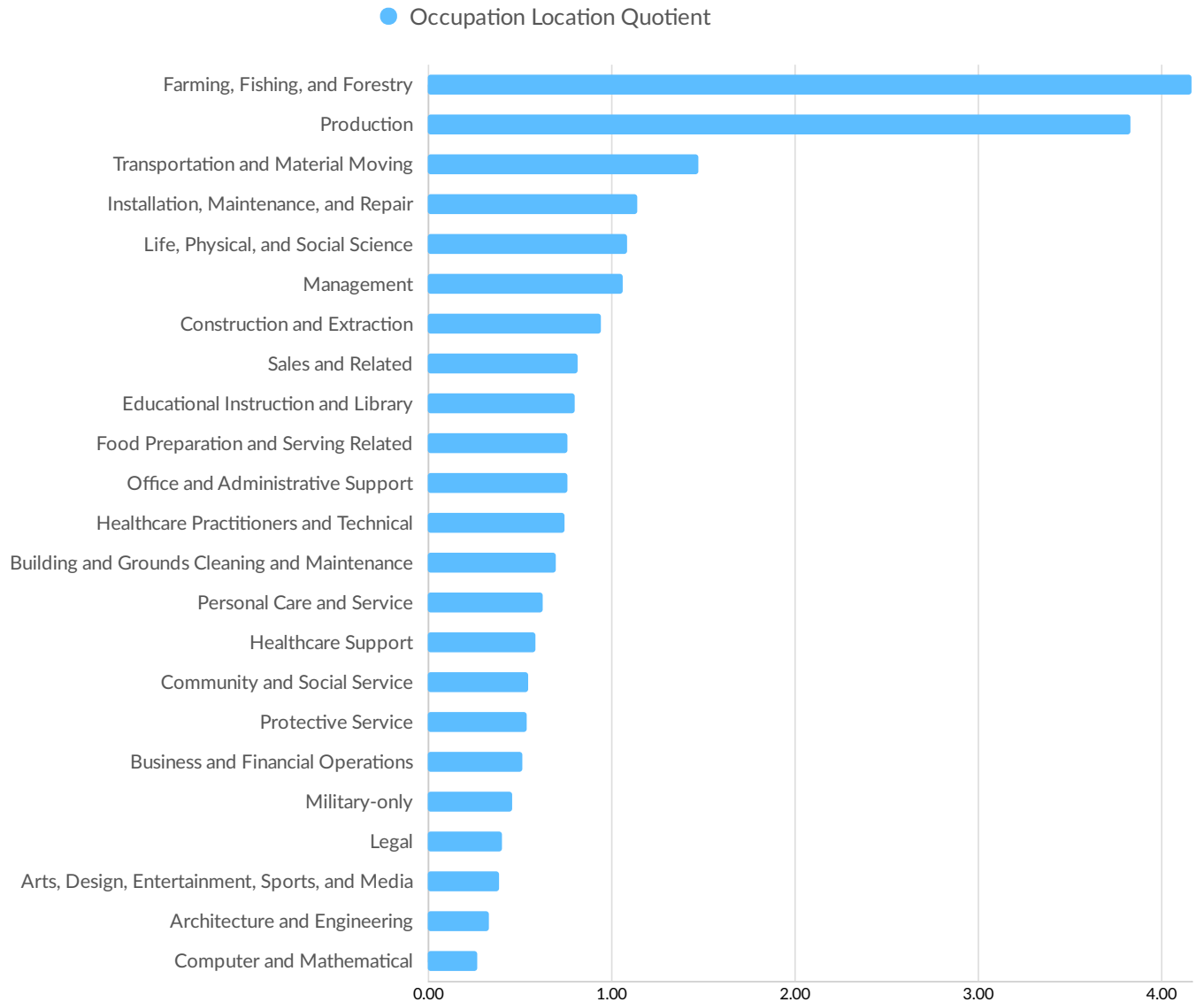
Largest Occupations



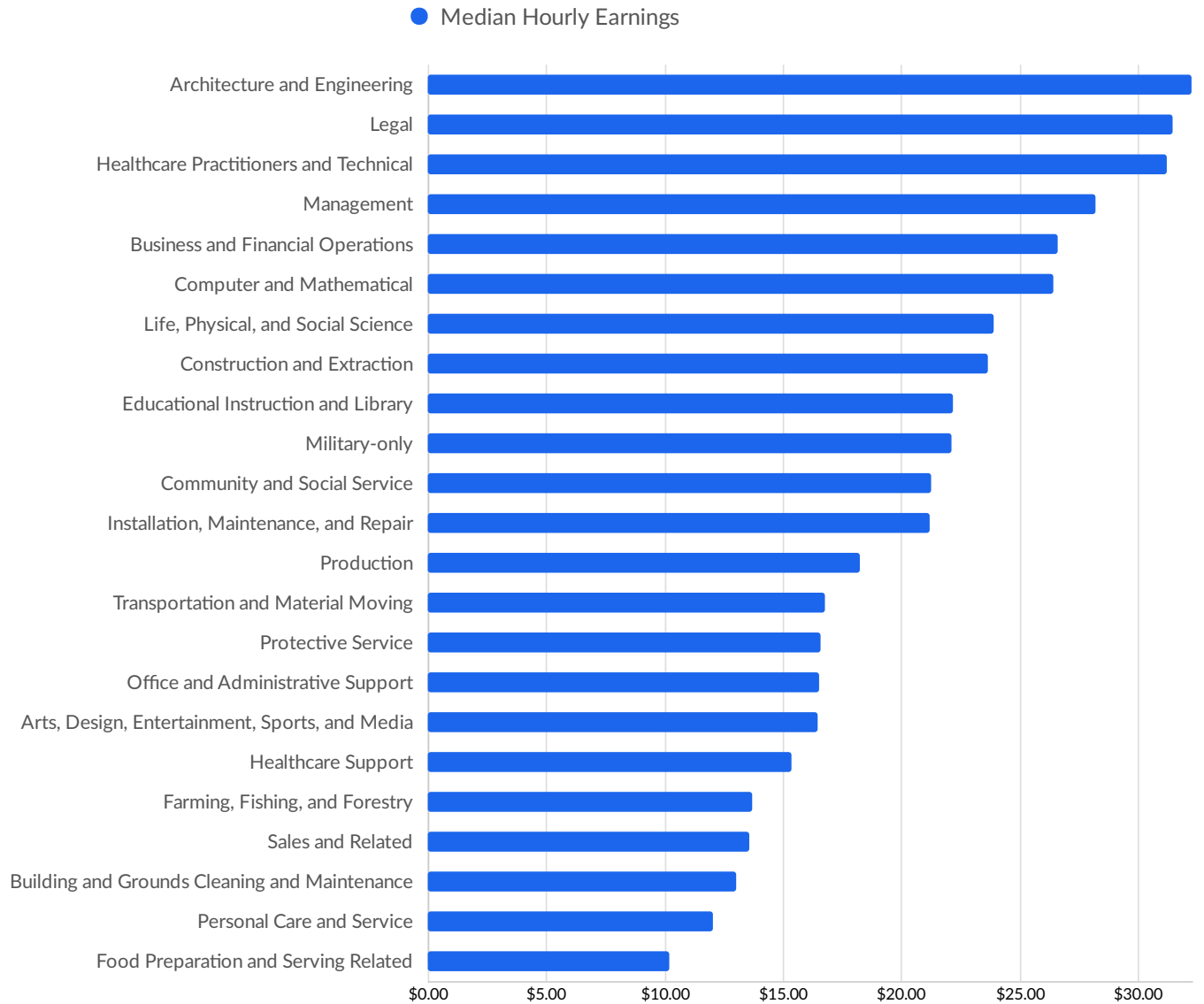
Top Growing Occupations



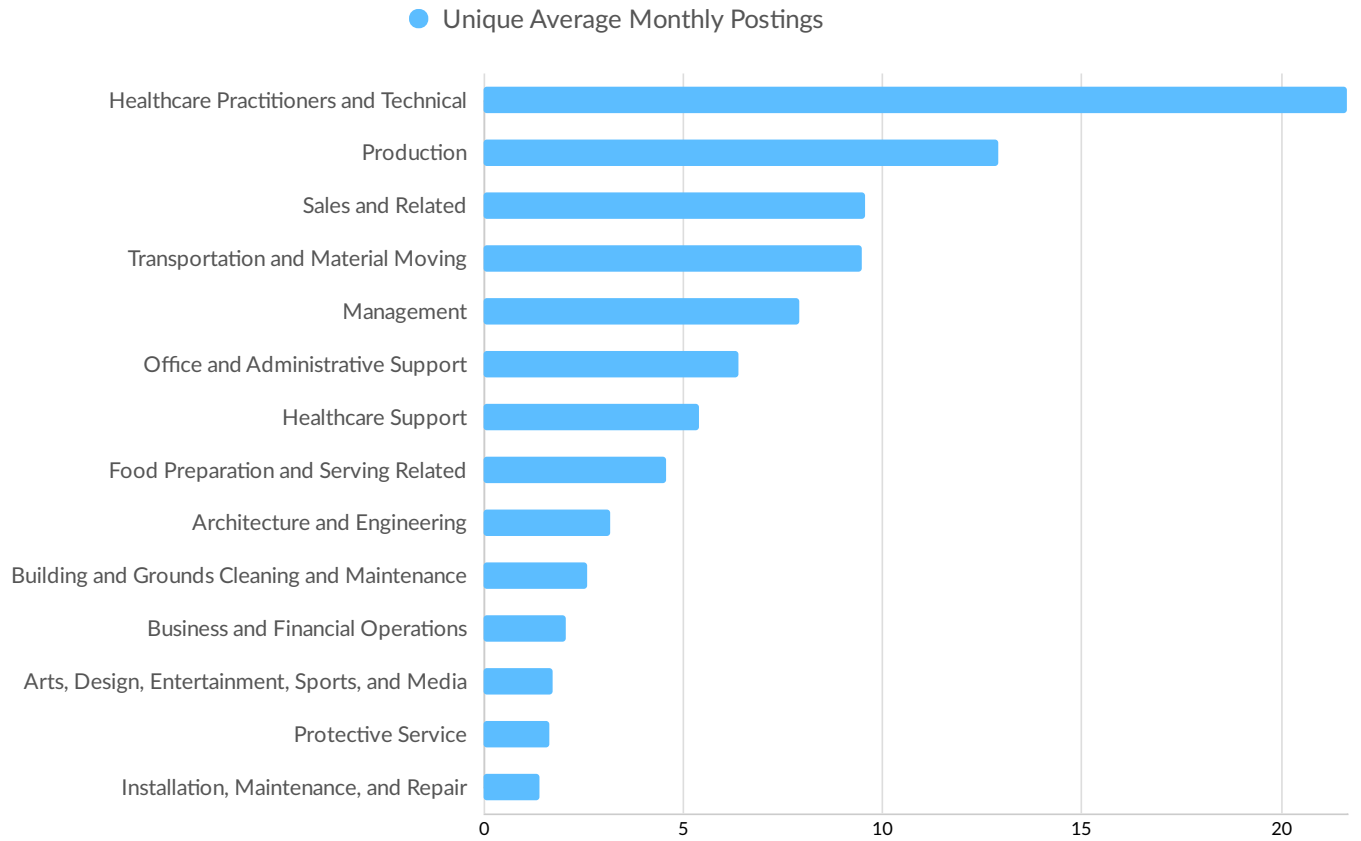
Top Occupation Location Quotient



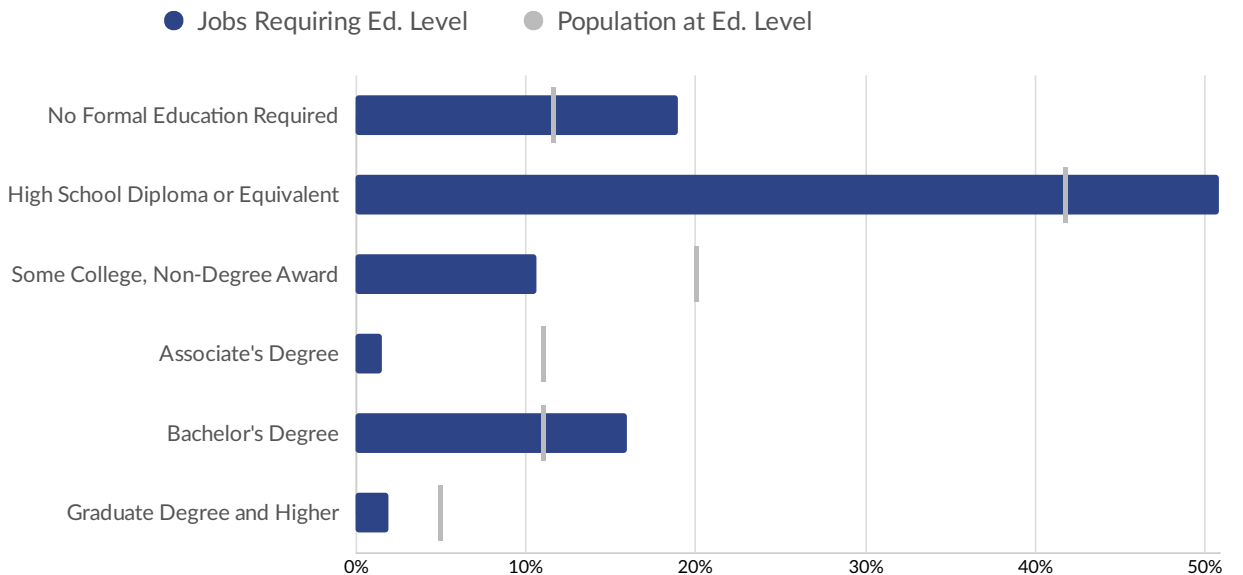
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

