



Taylor County, WI

Northwest Regional Planning Commission



Northwest Regional Planning Commission

NWRPC 

keeping your future as our focus

1400 S. River Street
Spooner, Wisconsin 54801

Contents

Report Parameters	1
Economy Overview	2
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Business Characteristics	16
Workforce Characteristics	18
Educational Pipeline	26
In-Demand Skills	27

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

20,407

Population (2019)

Population **decreased by 8** over the last 5 years but is projected to **grow by 113** over the next 5 years.

9,323

Total Regional Employment

Jobs **grew by 359** over the last 5 years and are projected to **grow by 131** over the next 5 years.

\$51.7K

Median Household Income (2018)

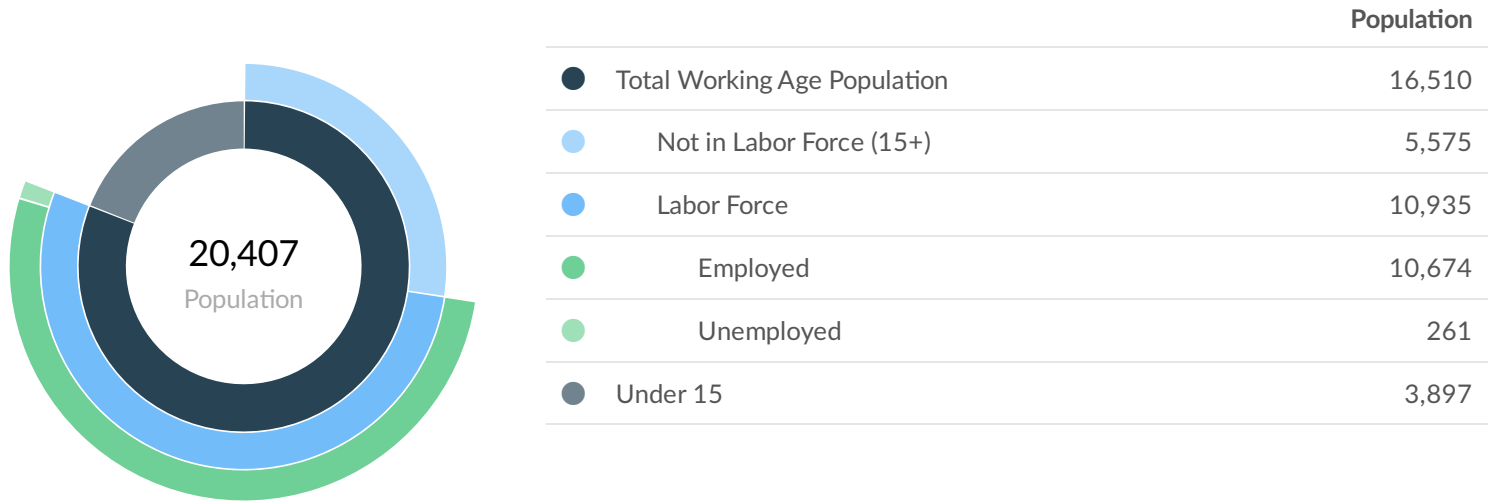
Median household income is **\$8.6K below** the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population **declined by 0.0%** since 2014, falling by 8. Population is expected to **increase by 0.6%** between 2019 and 2024, adding 113.
- From 2014 to 2019, jobs **increased by 4.0%** in Taylor County, WI from 8,964 to **9,323**. This change **fell short of the national growth rate of 7.3% by 3.3%**. As the number of jobs increased, the **labor force participation rate increased from 64.8% to 66.2% between 2014 and 2019**.
- Concerning educational attainment, **10.5% of Taylor County, WI residents possess a Bachelor's Degree** (8.3% below the national average), and **9.3% hold an Associate's Degree** (1.2% above the national average).
- The top three industries in 2019 are Other Wood Product Manufacturing, Dairy Product Manufacturing, and Education and Hospitals (Local Government).

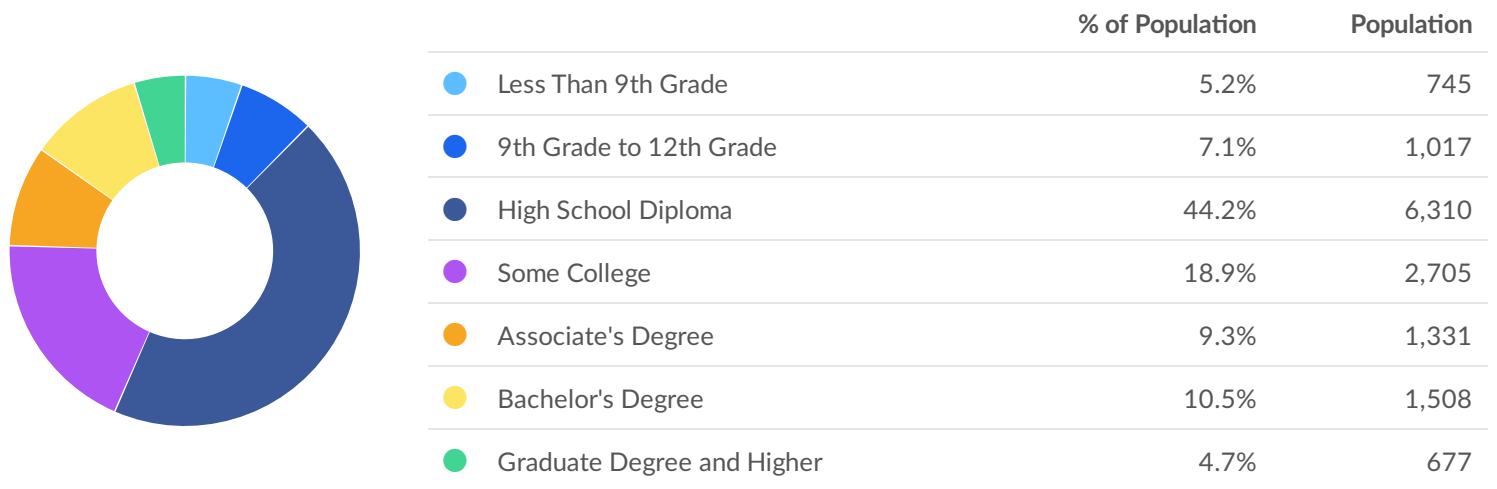
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	20,407	10,935	9,323	98.3	\$821.74M	\$1.48B	\$1.32B
NWRPC	174,866	88,351	75,869	99.8	\$6.92B	\$10.95B	\$9.46B
State	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B
Nation	329,399,330	164,576,320	164,699,638	100.0	\$20.78T	\$0	\$8.91T

2019 Labor Force Breakdown



Educational Attainment

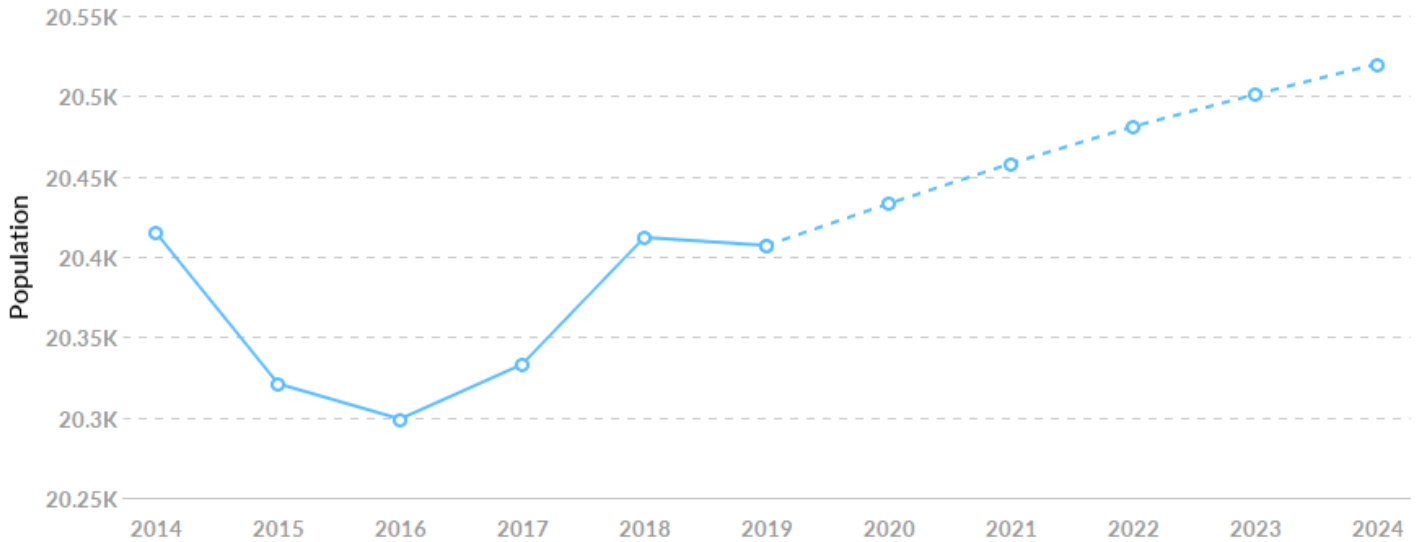
Concerning educational attainment, **10.5% of Taylor County, WI residents possess a Bachelor's Degree** (8.3% below the national average), and **9.3% hold an Associate's Degree** (1.2% above the national average).



Historic & Projected Trends

Population Trends

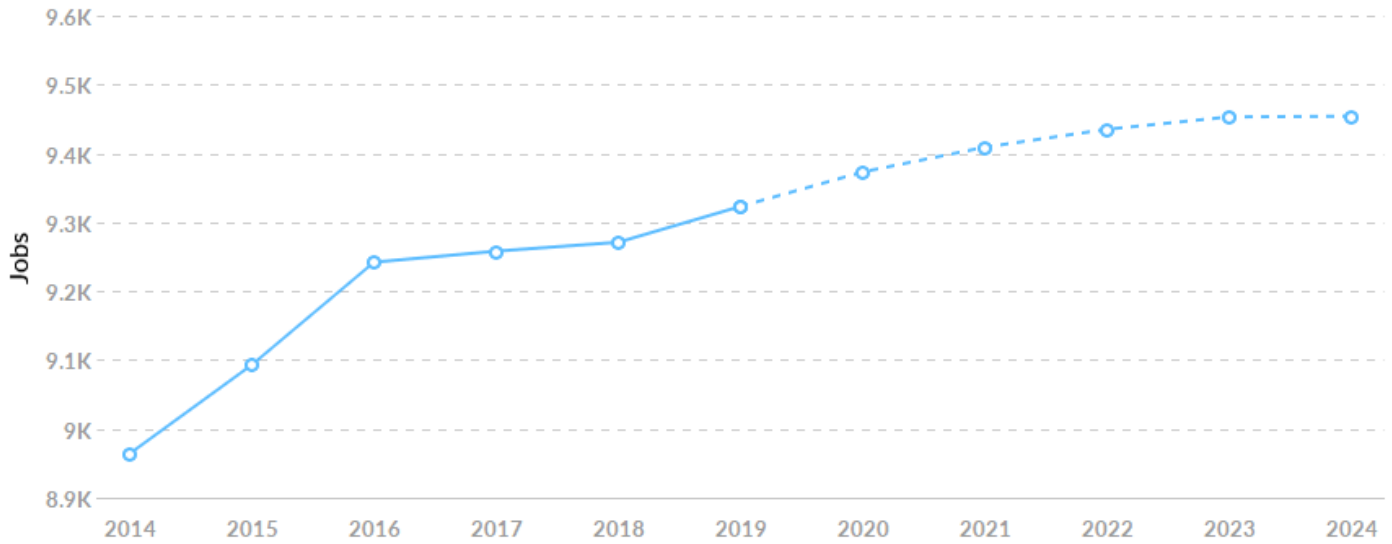
As of 2019 the region's population **declined by 0.0%** since 2014, falling by 8. Population is expected to **increase by 0.6%** between 2019 and 2024, adding 113.



Timeframe	Population
2014	20,415
2015	20,321
2016	20,299
2017	20,333
2018	20,412
2019	20,407
2020	20,433
2021	20,458
2022	20,481
2023	20,501
2024	20,520

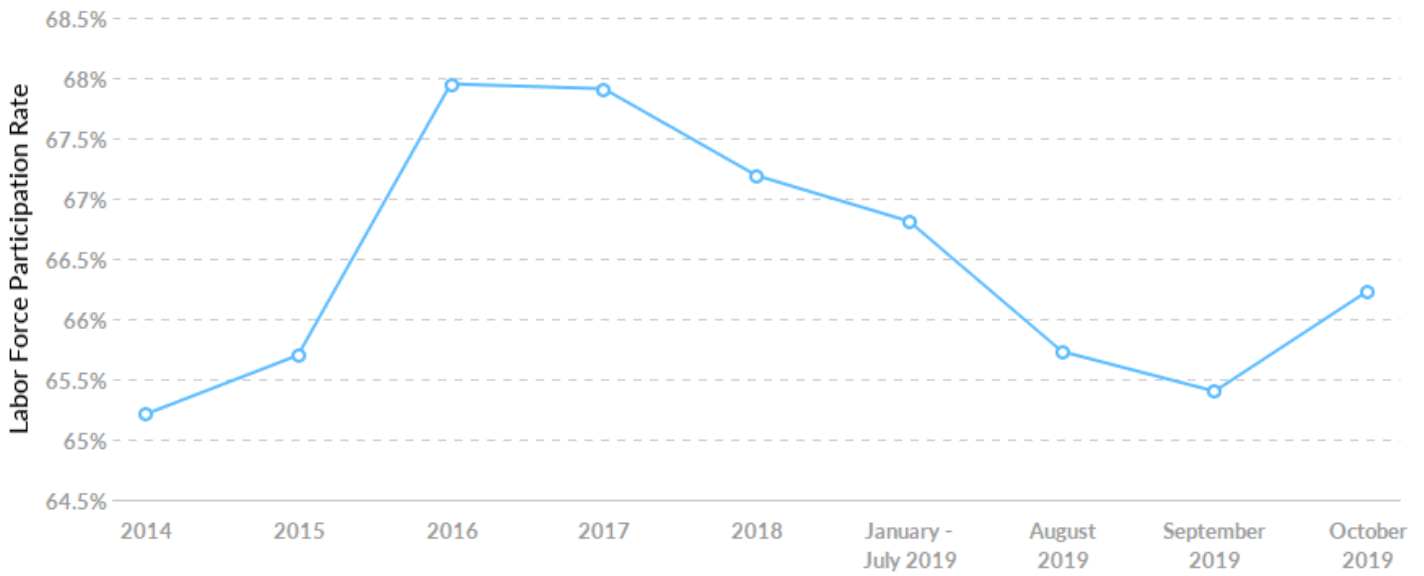
Job Trends

From 2014 to 2019, jobs increased by 4.0% in Taylor County, WI from 8,964 to 9,323. This change fell short of the national growth rate of 7.3% by 3.3%.



Timeframe	Jobs
2014	8,964
2015	9,093
2016	9,242
2017	9,258
2018	9,271
2019	9,323
2020	9,373
2021	9,409
2022	9,435
2023	9,453
2024	9,454

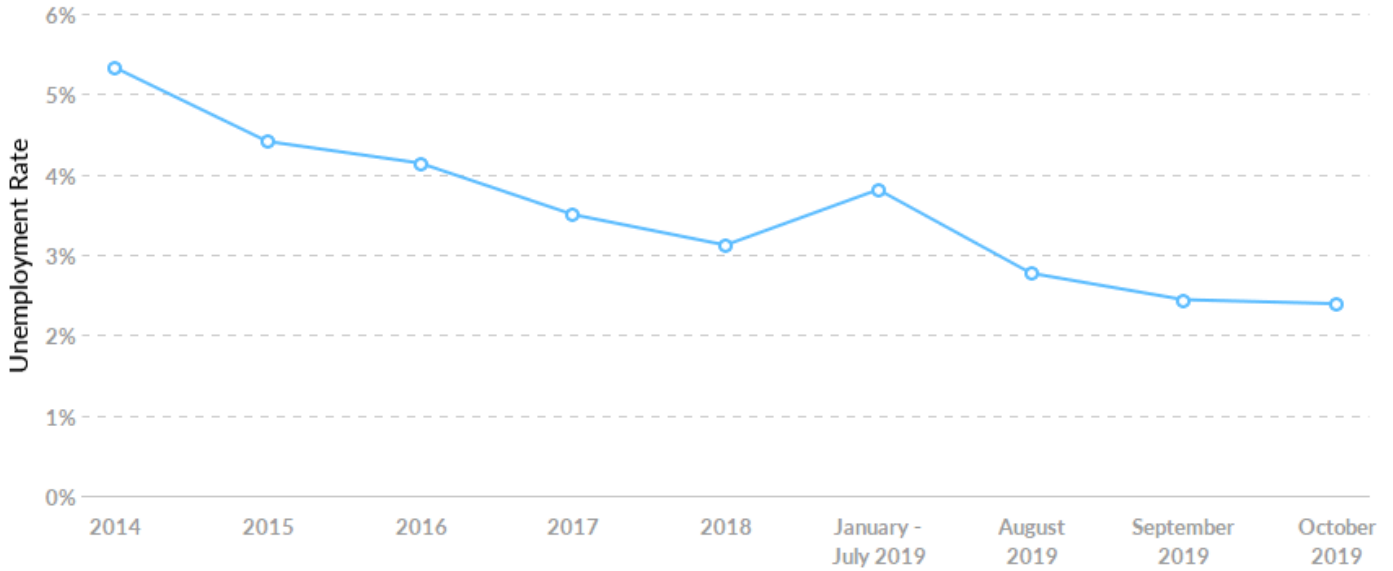
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	65.21%
2015	65.70%
2016	67.95%
2017	67.91%
2018	67.19%
January - July 2019	66.81%
August 2019	65.73%
September 2019	65.40%
October 2019	66.23%

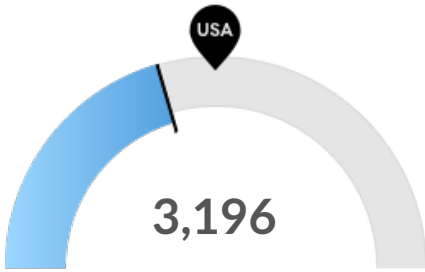
Unemployment Rate Trends

Taylor County, WI had an October 2019 unemployment rate of 2.39%, decreasing from 5.33% 5 years before.



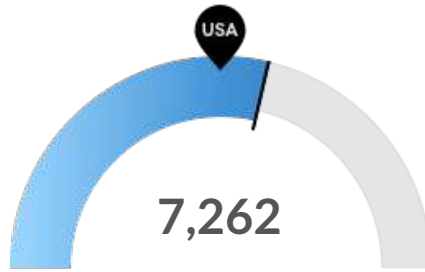
Timeframe	Unemployment Rate
2014	5.33%
2015	4.41%
2016	4.14%
2017	3.50%
2018	3.12%
January - July 2019	3.81%
August 2019	2.77%
September 2019	2.44%
October 2019	2.39%

Population Characteristics



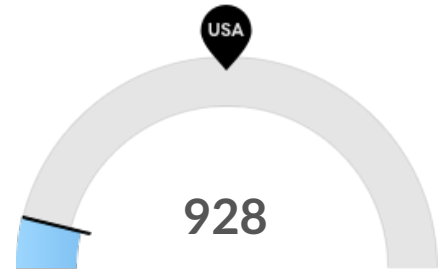
Millennials

Taylor County, WI has 3,196 millennials (ages 25-39). The national average for an area this size is 4,196.



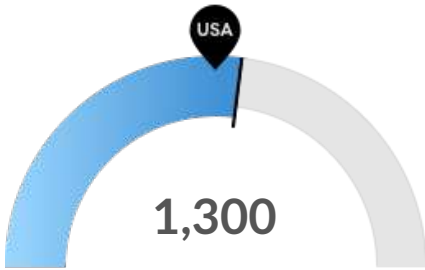
Retiring Soon

Retirement risk is high in Taylor County, WI. The national average for an area this size is 5,908 people 55 or older, while there are 7,262 here.



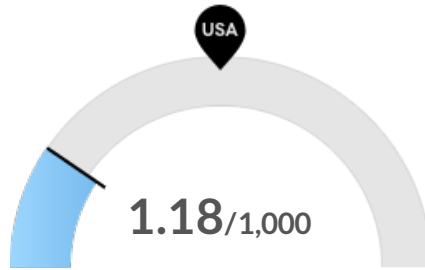
Racial Diversity

Racial diversity is low in Taylor County, WI. The national average for an area this size is 8,087 racially diverse people, while there are 928 here.



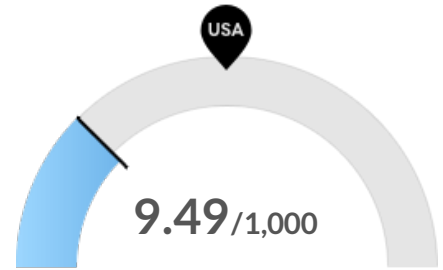
Veterans

Taylor County, WI has 1,300 veterans. The national average for an area this size is 1,161.



Violent Crime

Taylor County, WI has 1.18 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

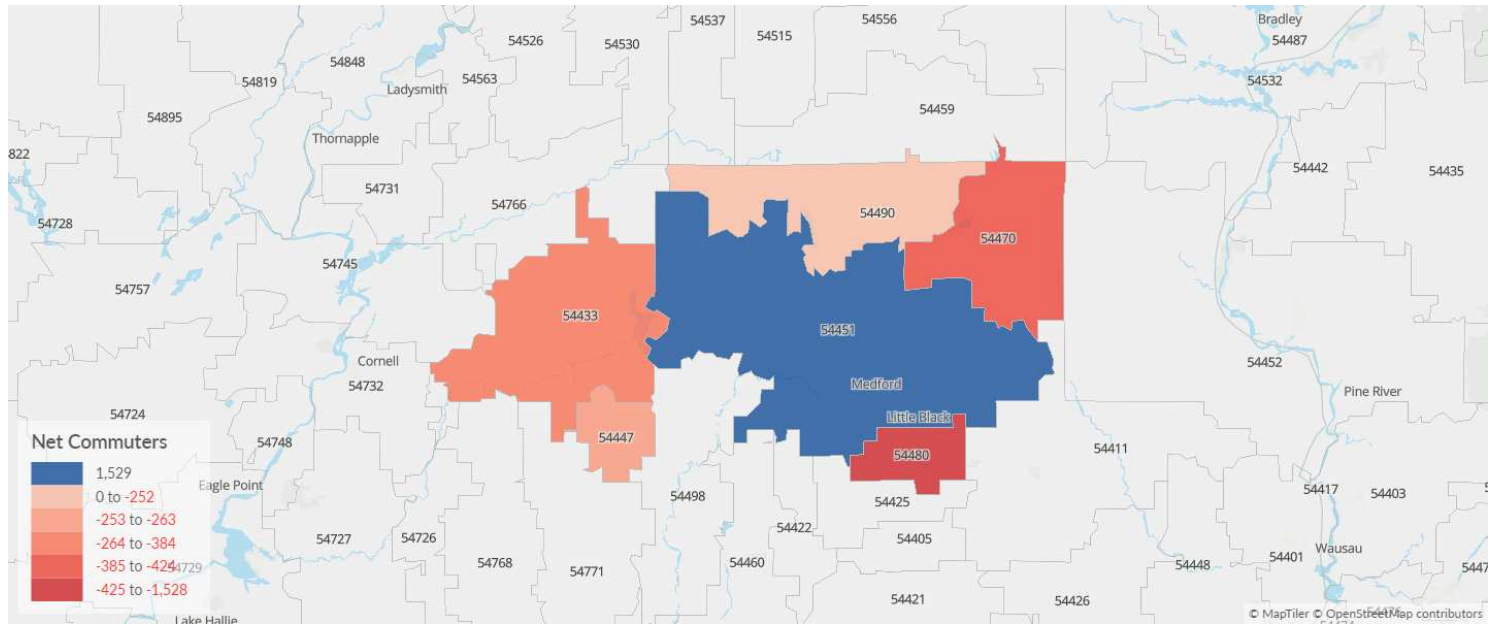


Property Crime

Taylor County, WI has 9.49 property crimes per 1,000 people. The national rate is 22.98 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

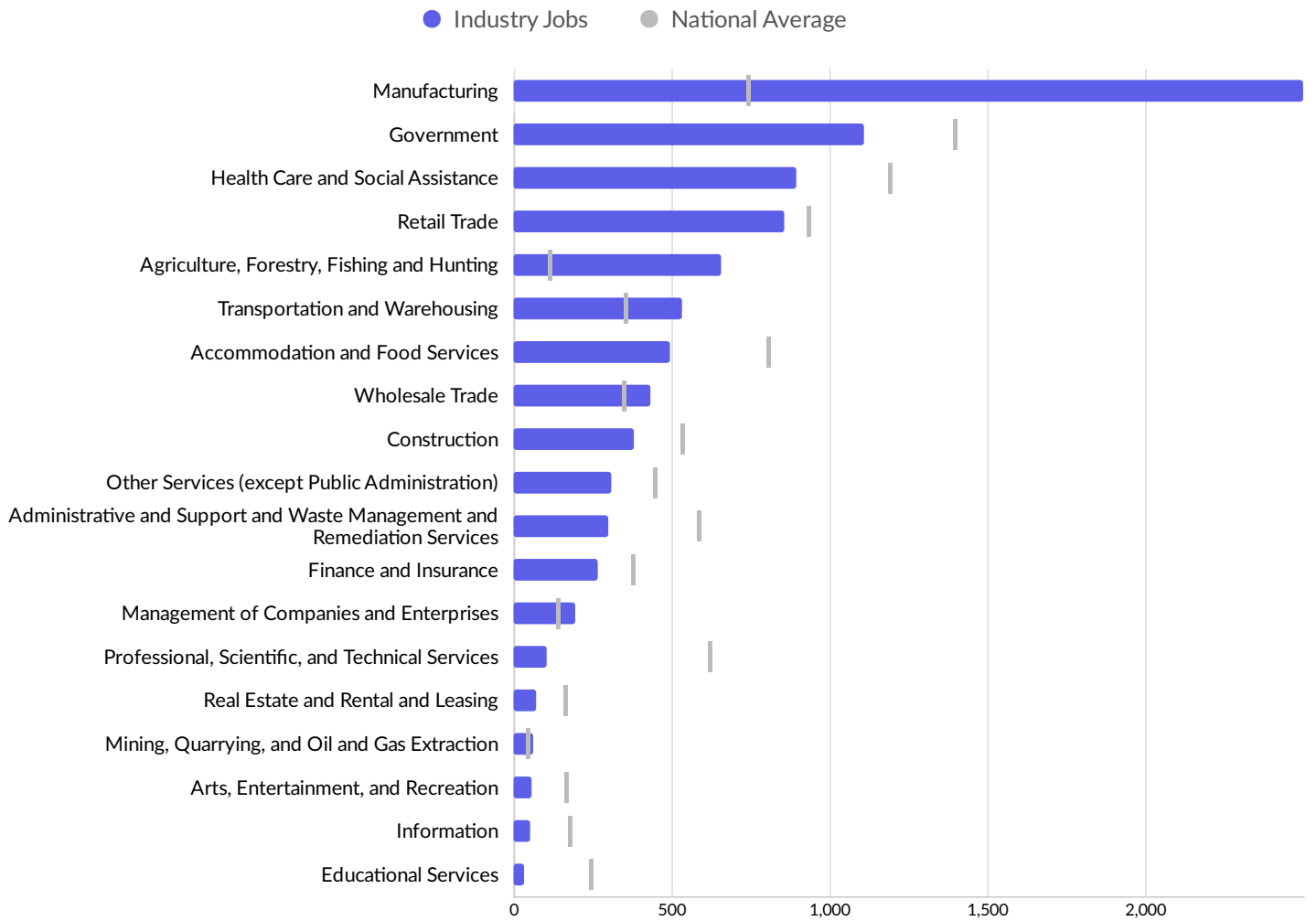
ZIP	Name	2019 Employment
54451	Medford, WI (in Taylor c...	7,367
54433	Gilman, WI (in Taylor co...	665
54470	Rib Lake, WI (in Taylor c...	641
54490	Westboro, WI (in Taylor...	369
54480	Stetsonville, WI (in Tayl...	240

Where Talent Lives

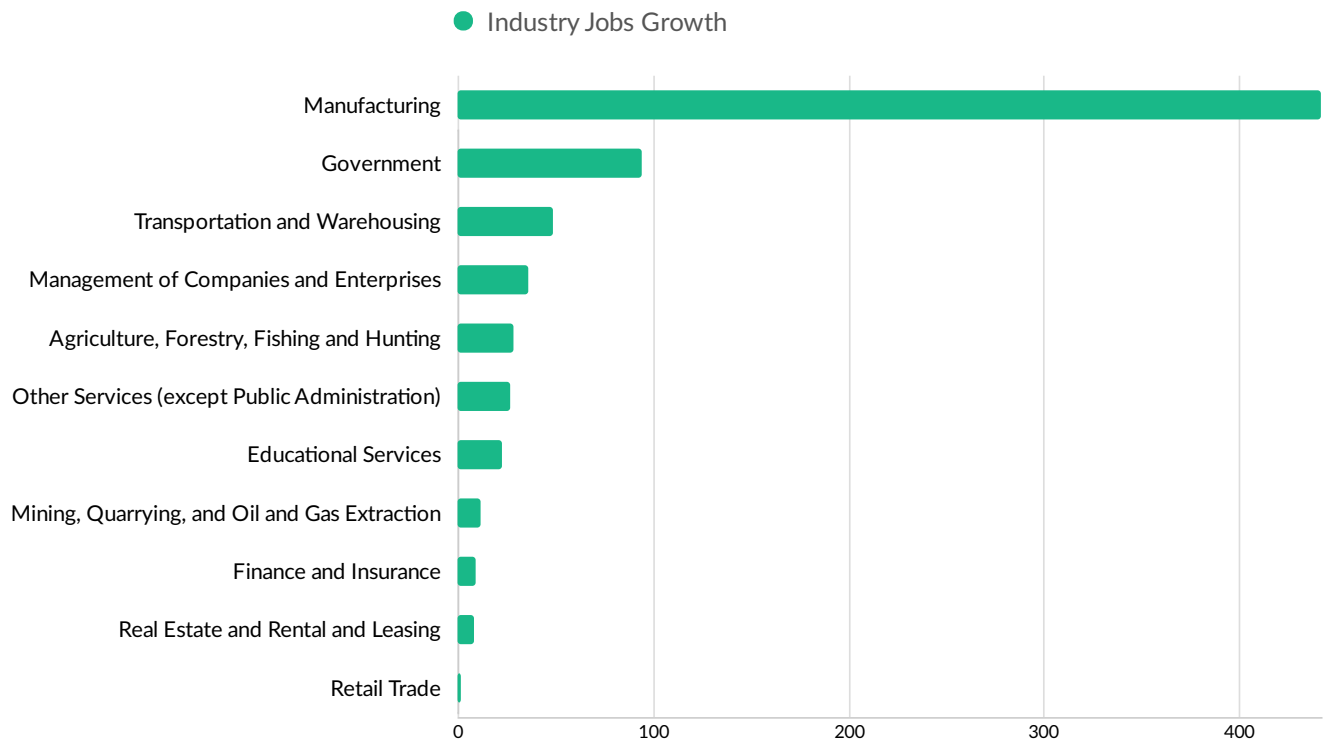
ZIP	Name	2019 Workers
54451	Medford, WI (in Taylor c...	5,838
54470	Rib Lake, WI (in Taylor c...	1,026
54433	Gilman, WI (in Taylor co...	929
54480	Stetsonville, WI (in Tayl...	665
54490	Westboro, WI (in Taylor...	572

Industry Characteristics

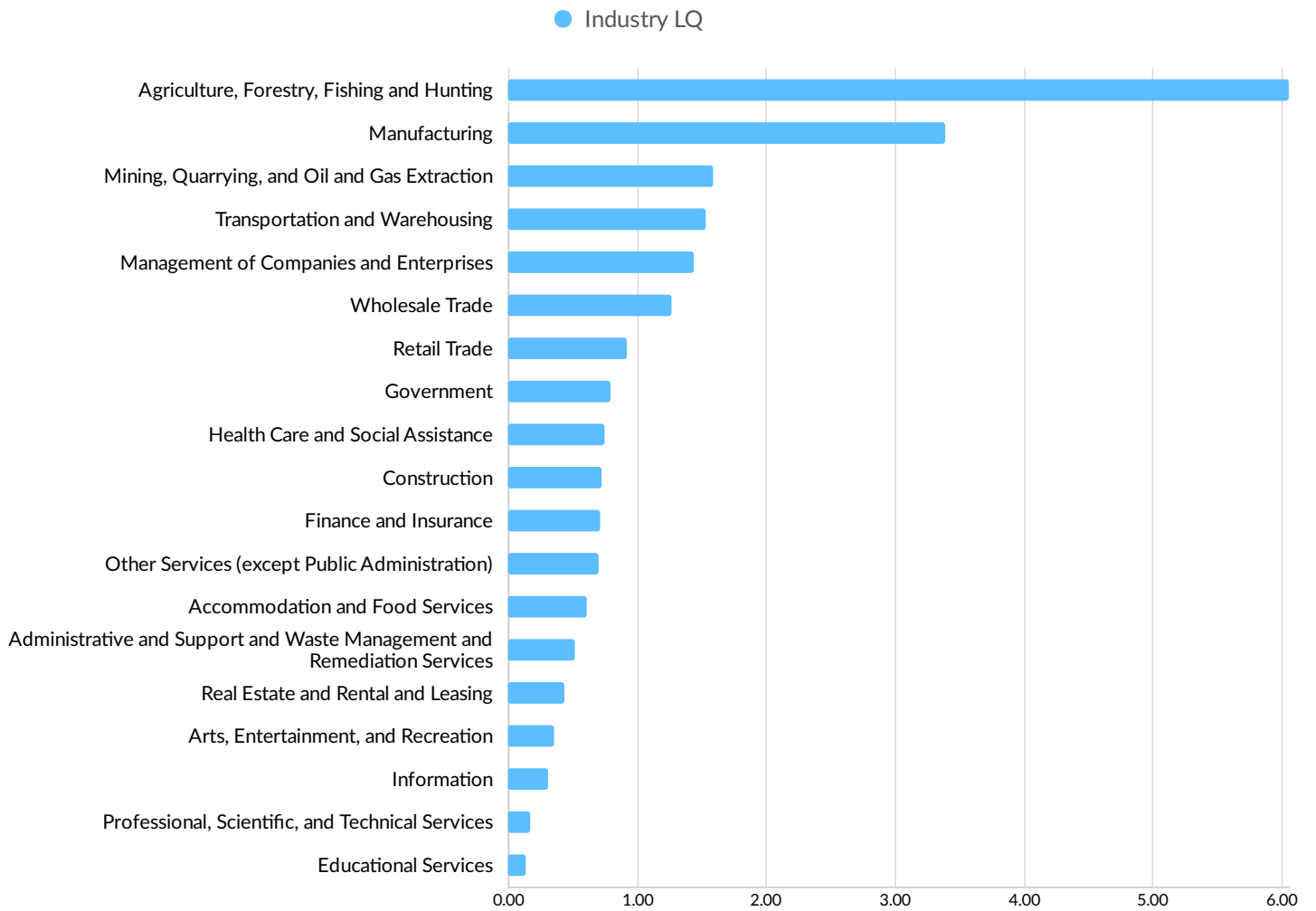
Largest Industries



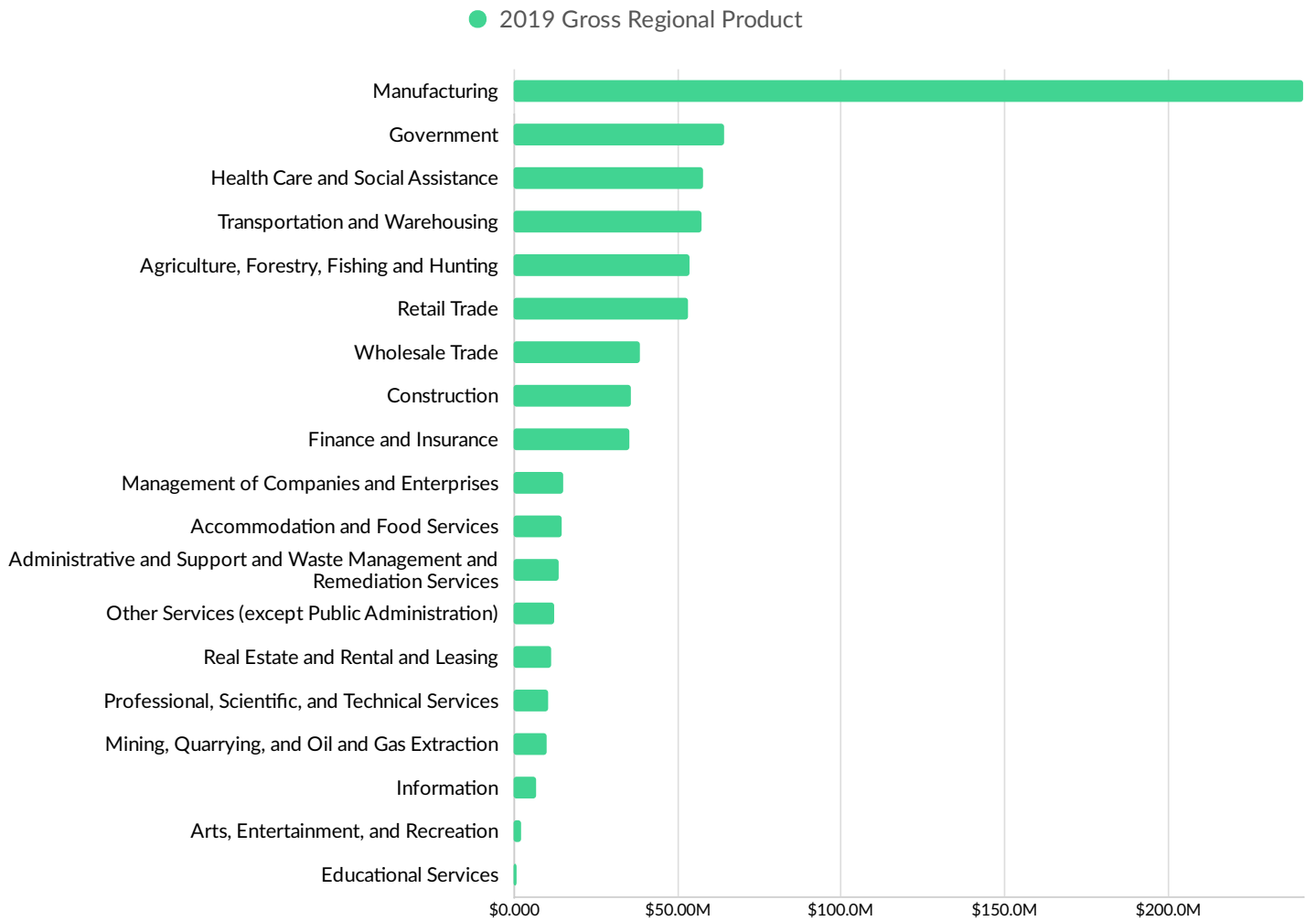
Top Growing Industries



Top Industry LQ

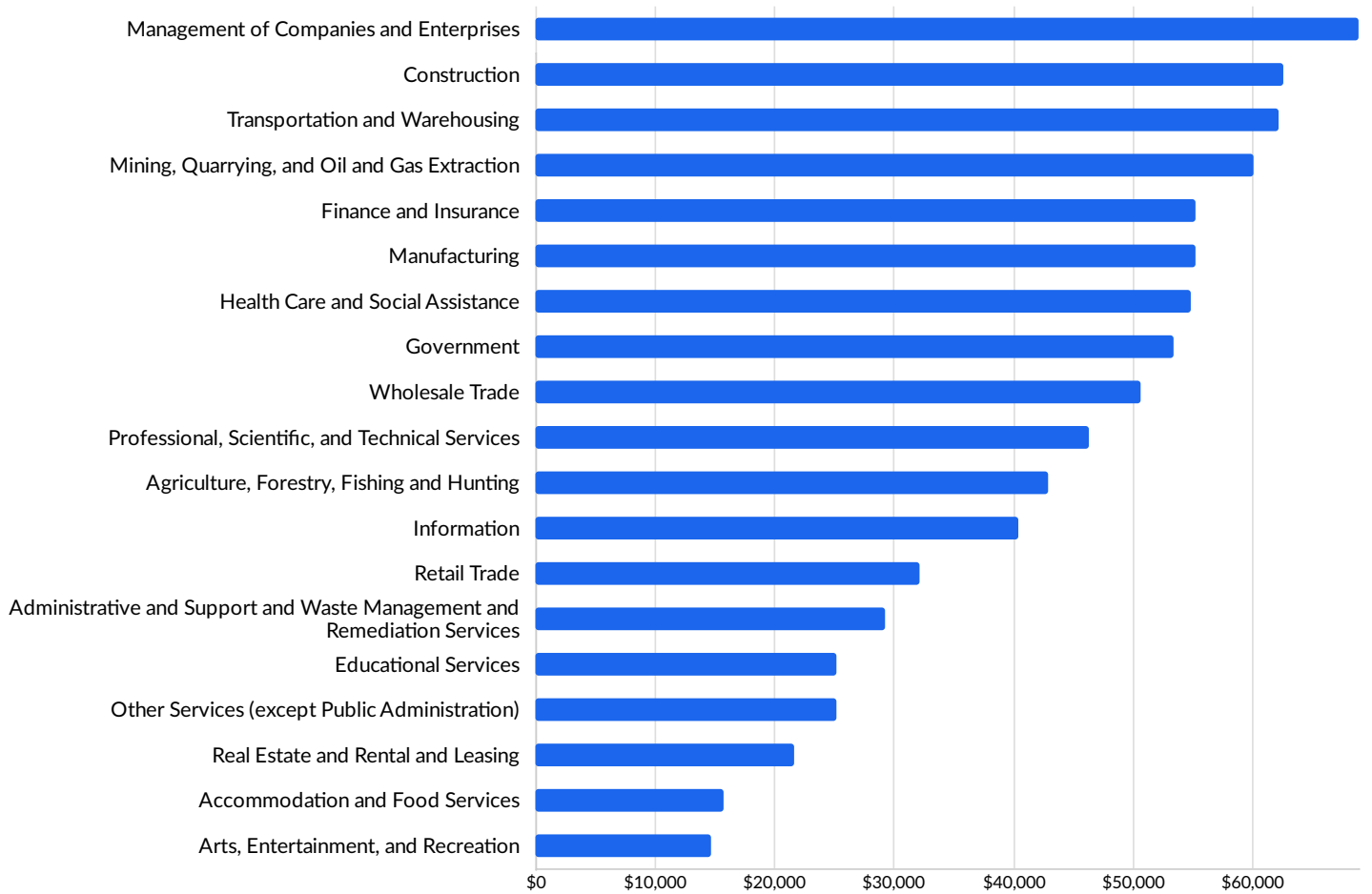


Top Industry GRP



Top Industry Earnings

● 2019 Earnings Per Worker



Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	2,058	2,500	442	+21%	3.39	\$55,311	\$241.47M
Government	1,015	1,109	94	+9%	0.80	\$53,411	\$64.34M
Health Care and Social Assistance	906	896	-10	-1%	0.76	\$54,888	\$58.03M
Retail Trade	855	857	2	+0%	0.92	\$32,239	\$53.20M
Agriculture, Forestry, Fishing and Hunting	629	658	29	+5%	6.06	\$42,912	\$53.94M
Transportation and Warehousing	484	533	49	+10%	1.53	\$62,194	\$57.63M
Accommodation and Food Services	503	494	-9	-2%	0.62	\$15,808	\$14.86M
Wholesale Trade	664	432	-232	-35%	1.27	\$50,734	\$38.77M
Construction	393	382	-11	-3%	0.72	\$62,664	\$35.79M
Other Services (except Public Administration)	284	311	27	+10%	0.70	\$25,209	\$12.53M
Administrative and Support and Waste Management and Remediation Services	346	299	-47	-14%	0.52	\$29,271	\$13.69M
Finance and Insurance	260	269	9	+3%	0.72	\$55,341	\$35.42M
Management of Companies and Enterprises	158	194	36	+23%	1.44	\$68,953	\$15.01M
Professional, Scientific, and Technical Services	159	107	-52	-33%	0.17	\$46,428	\$10.52M
Real Estate and Rental and Leasing	61	69	8	+13%	0.44	\$21,661	\$11.69M
Mining, Quarrying, and Oil and Gas Extraction	51	63	12	+24%	1.59	\$60,142	\$10.35M
Arts, Entertainment, and Recreation	62	58	-4	-6%	0.36	\$14,747	\$2.34M
Information	63	53	-10	-16%	0.31	\$40,448	\$6.88M
Educational Services	10	33	23	+230%	0.14	\$25,247	\$1.02M

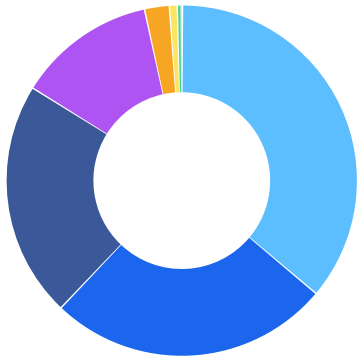
Business Characteristics

985 Companies Employ Your Workers

Online profiles for your workers mention 985 companies as employers, with the top 10 appearing below. In the last 12 months, 503 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.	70 	Aspirus Wausau Hospital, Inc.	342 
Weather Shield Windows	65 	Platinum Supplemental Insuranc...	218 
Medford Public Schools	51 	Roehl Transport, Inc.	217 
Nestle	50 	Remedy Intelligent Staffing	149 
Phillips Plastics Corporation	45 	Telereach Inc	88 
Stanford Hospital and Clinics	34 	HomeAdvisor, Inc.	77 
Marathon Cheese Corporation	32 	U.S. Xpress, Inc.	72 
Taylor Corporation	24 	Aspirus Clinics, Inc.	61 
Hurd Windows & Doors	22 	NurseFly	60 
Marshfield Clinic	22 	ManpowerGroup Global	58 

Business Size

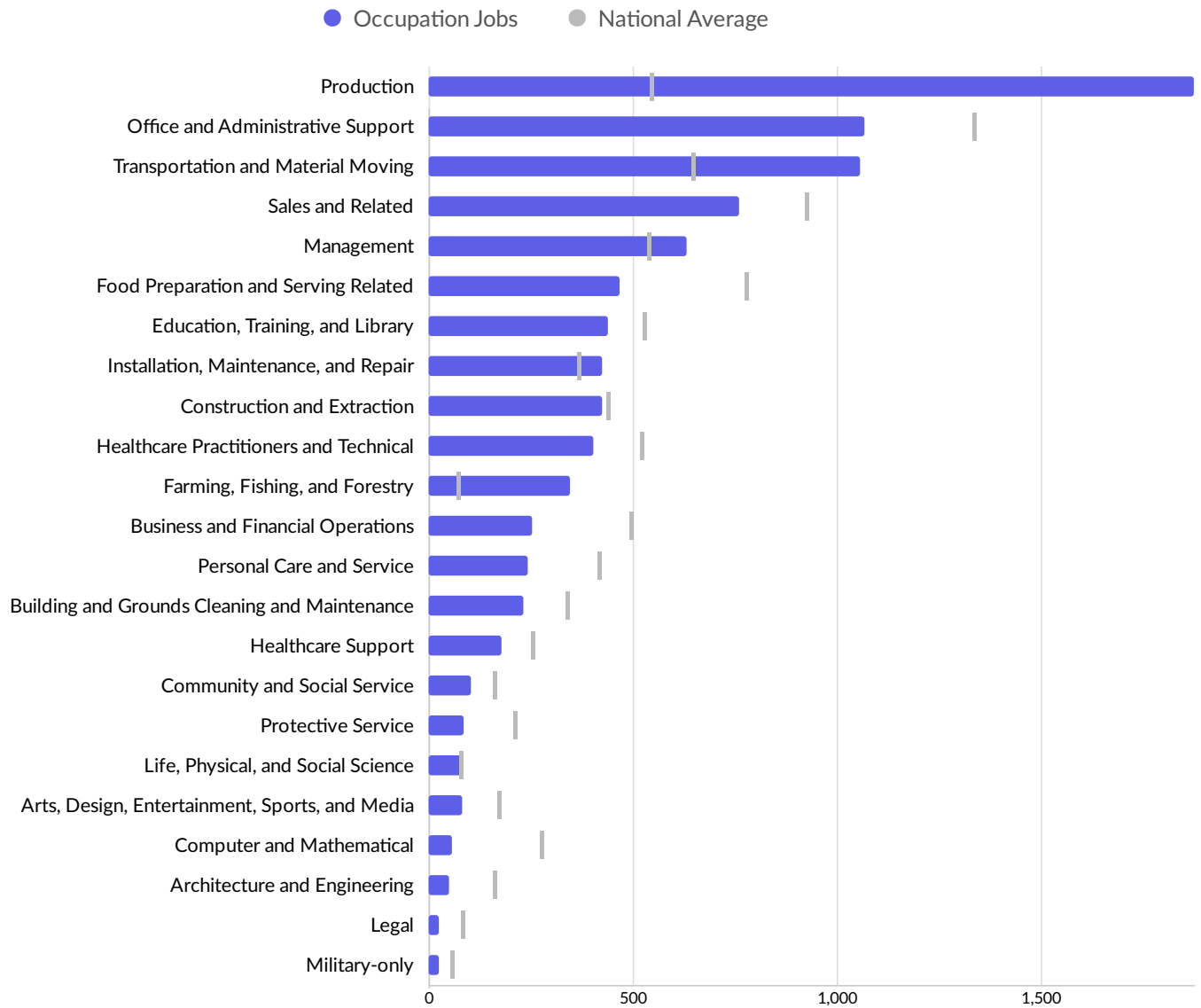


	Percentage	Business Count
1 to 4 employees	36.1%	300
5 to 9 employees	26.0%	216
10 to 19 employees	21.8%	181
20 to 49 employees	12.7%	106
50 to 99 employees	2.3%	19
100 to 249 employees	0.7%	6
250 to 499 employees	0.4%	3
500+ employees	0.1%	1

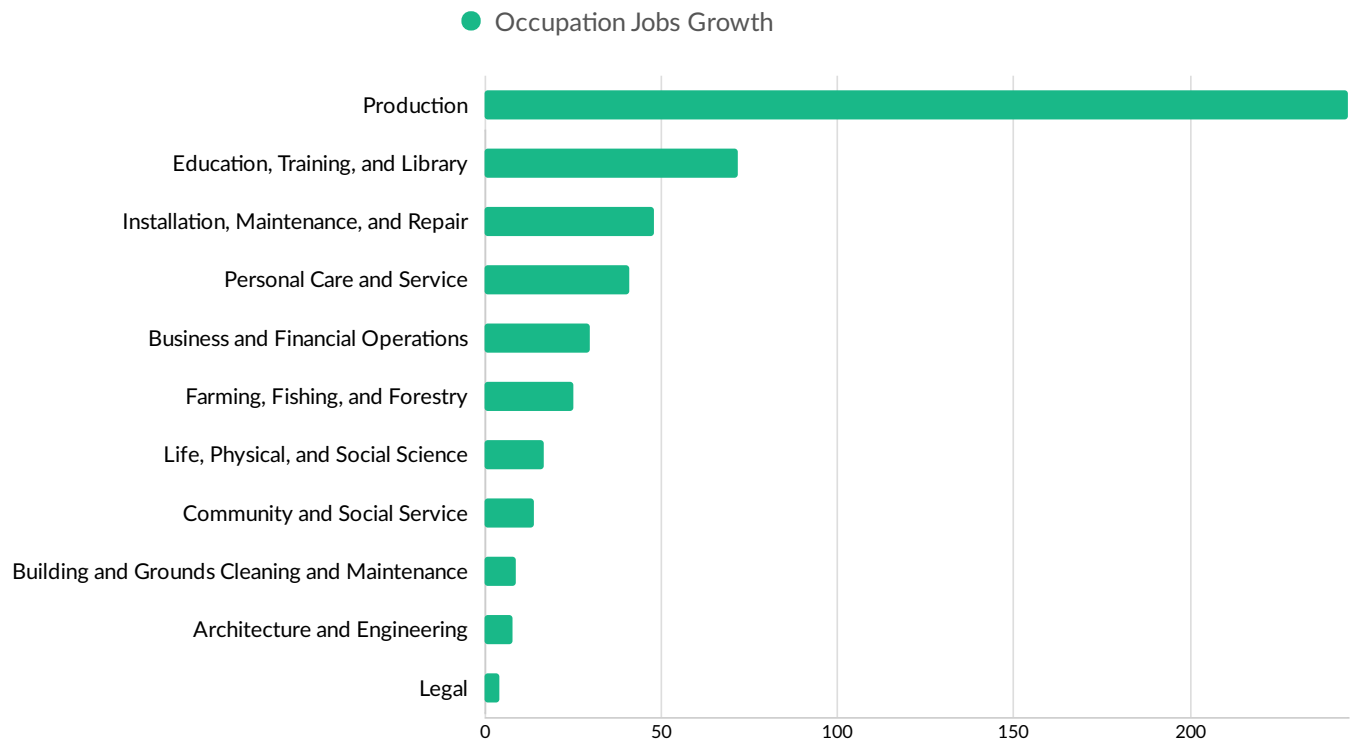
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

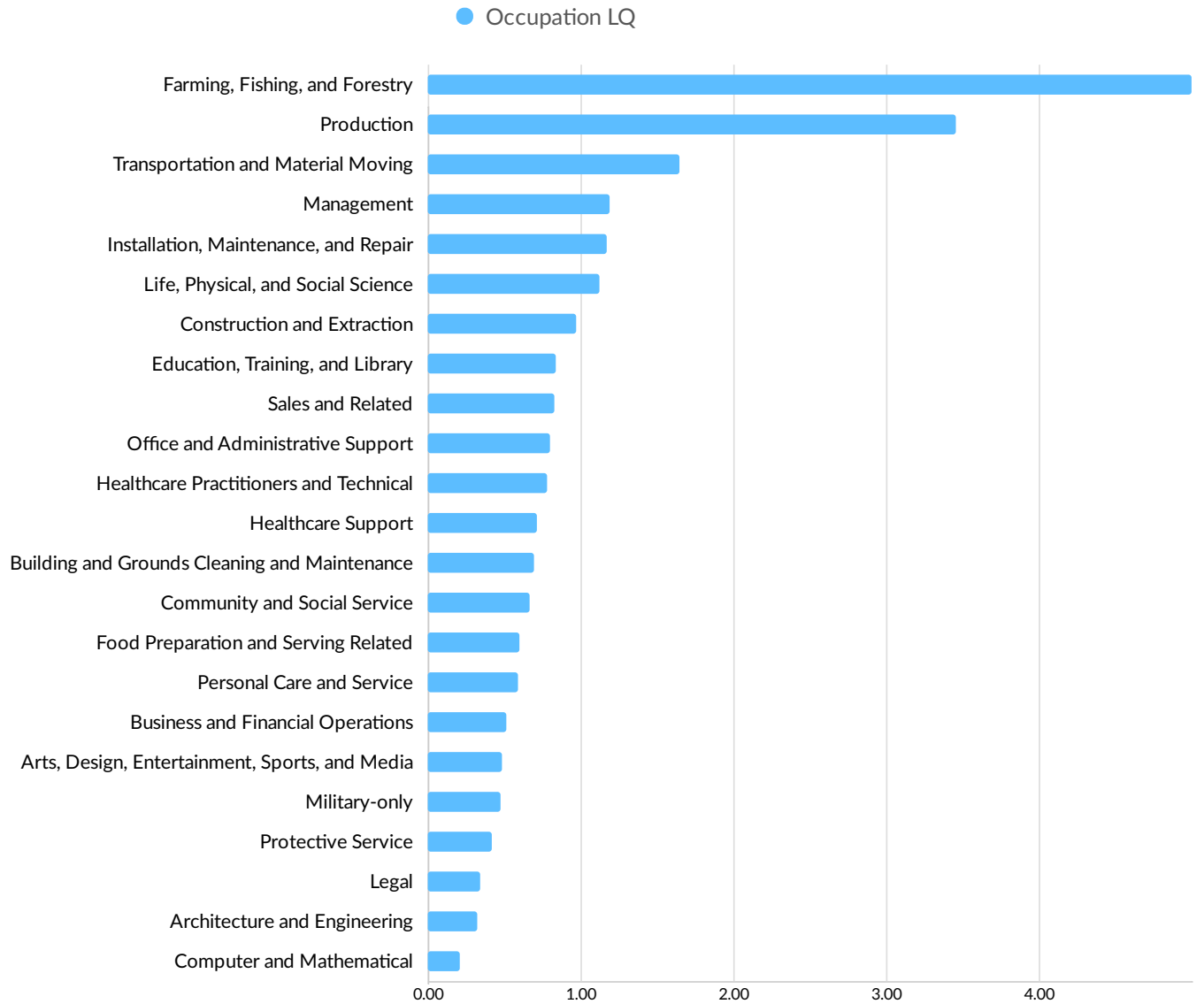
Largest Occupations



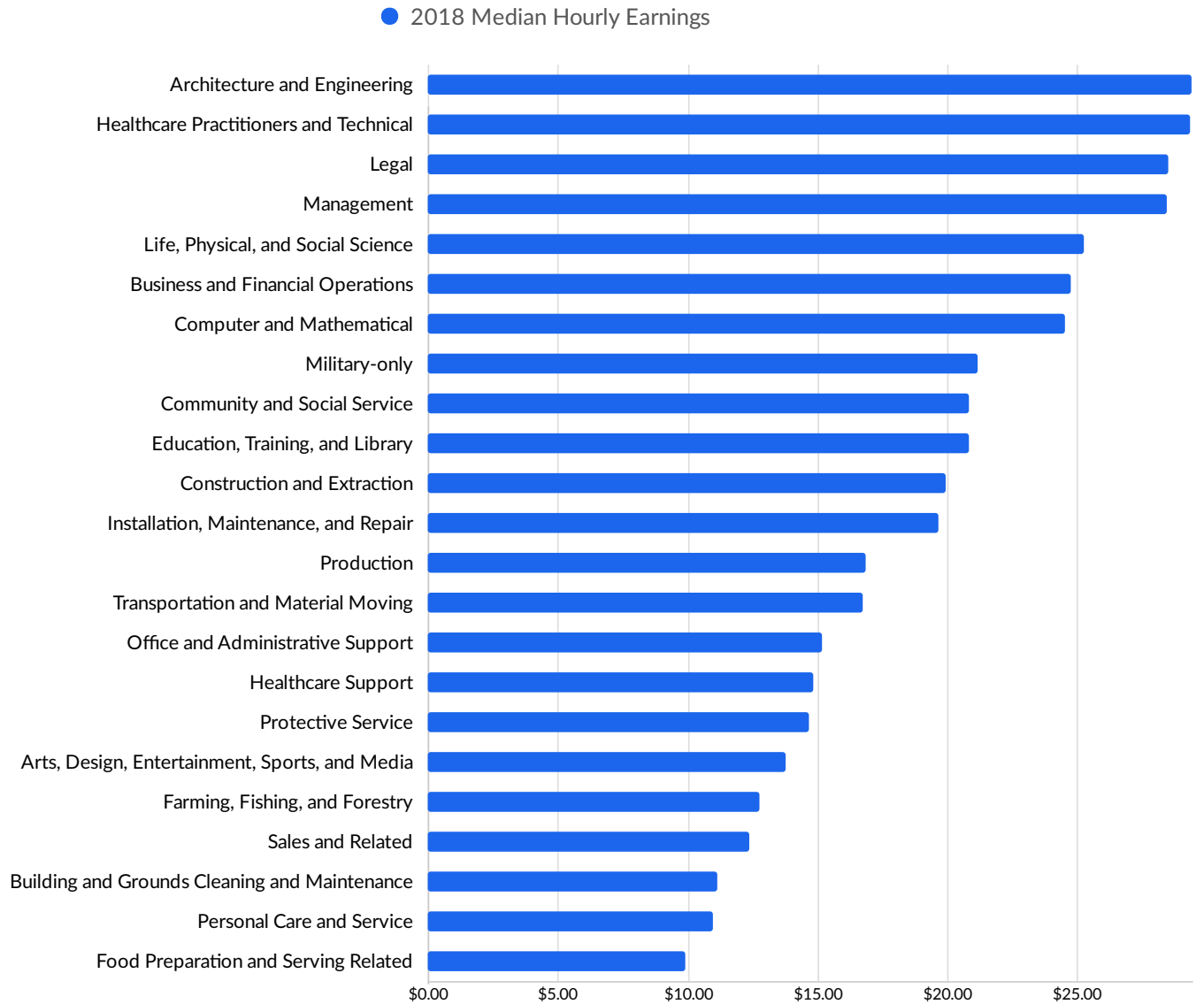
Top Growing Occupations



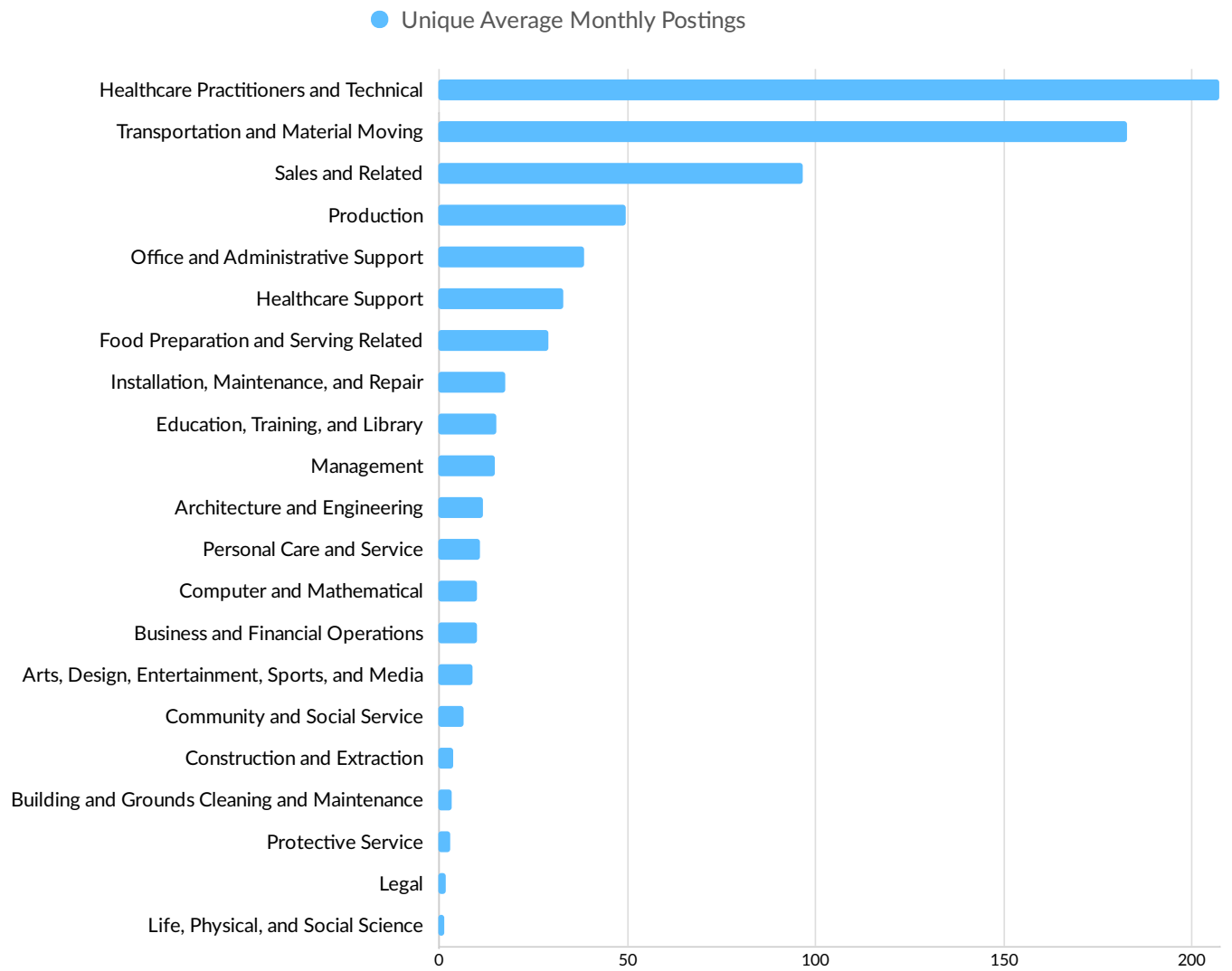
Top Occupation LQ



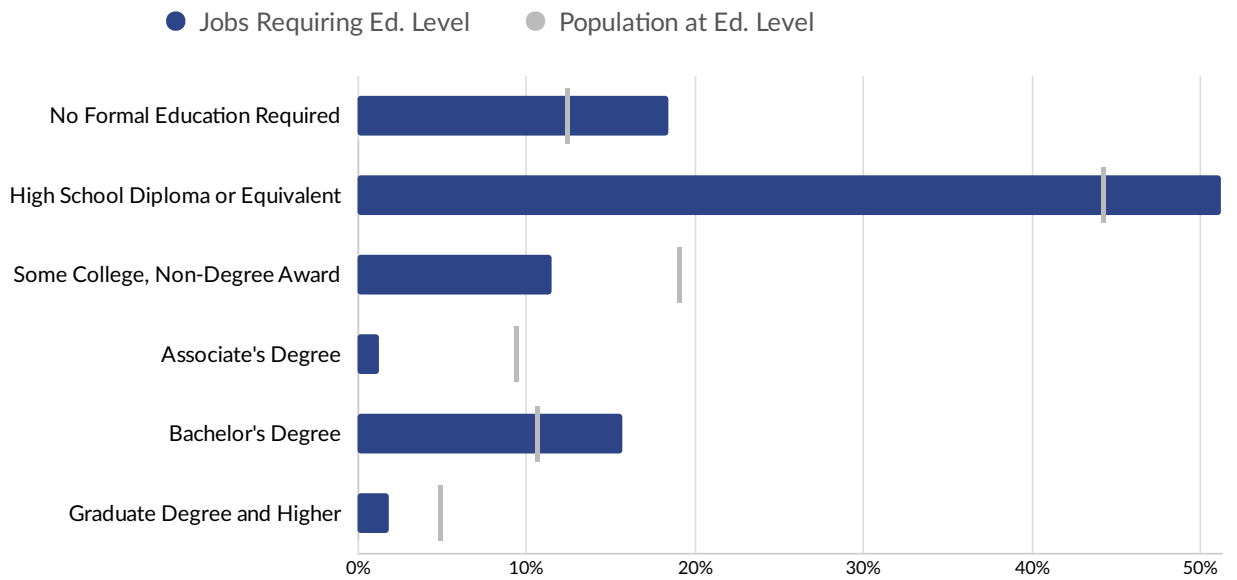
Top Occupation Earnings



Top Posted Occupations



Underemployment



Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Production	1,630	1,875	245	+15%	3.45	\$16.83	50
Office and Administrative Support	1,104	1,068	-36	-3%	0.80	\$15.17	39
Transportation and Material Moving	1,086	1,058	-28	-3%	1.65	\$16.72	183
Sales and Related	782	759	-23	-3%	0.82	\$12.40	97
Management	636	633	-3	0%	1.18	\$28.47	15
Food Preparation and Serving Related	485	469	-16	-3%	0.60	\$9.93	29
Education, Training, and Library	366	438	72	+20%	0.83	\$20.81	15
Installation, Maintenance, and Repair	377	425	48	+13%	1.17	\$19.63	18
Construction and Extraction	430	423	-7	-2%	0.97	\$19.95	4
Healthcare Practitioners and Technical	414	403	-11	-3%	0.78	\$29.35	208
Farming, Fishing, and Forestry	322	347	25	+8%	4.99	\$12.76	0
Business and Financial Operations	222	252	30	+14%	0.51	\$24.76	10
Personal Care and Service	201	242	41	+20%	0.59	\$10.98	11
Building and Grounds Cleaning and Maintenance	225	234	9	+4%	0.69	\$11.13	4
Healthcare Support	187	178	-9	-5%	0.71	\$14.82	33
Community and Social Service	90	104	14	+16%	0.66	\$20.85	7
Protective Service	87	87	0	0%	0.42	\$14.67	3
Life, Physical, and Social Science	68	85	17	+25%	1.12	\$25.23	2

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Apr 2019 - Mar 2020 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	85	83	-2	-2%	0.49	\$13.75	9
Computer and Mathematical	70	57	-13	-19%	0.21	\$24.54	10
Architecture and Engineering	42	50	8	+19%	0.32	\$29.40	12
Legal	23	27	4	+17%	0.34	\$28.50	2
Military-only	29	25	-4	-14%	0.48	\$21.17	0

Educational Pipeline

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

In-Demand Skills

