

Issues & Opportunities

1.1 Introduction

A major objective of the City of Medford Comprehensive Plan is to provide local officials and citizens with guidelines that will enable them to determine how to most effectively cope with existing and future development issues. Development of the City of Medford's Comprehensive Plan begins with an overview of the City based on known information from the past to the present and projections of the future. This element provides an overview of demographic trends and background information. Examining past changes and present conditions enhances the ability to prepare for and understand the future.

1.2 Requirements

This element gives an overview of demographic trends and background information necessary to develop subsequent components of the comprehensive plan. This information includes past, present, and future population; household and employment forecasts; demographic trends; age distribution; education and income levels; and employment characteristics. It also includes overall goals, objectives, policies, and programs to help guide the future preservation and development in the City of Medford over a 20-year planning period.

1.3 Population Characteristics

Table 1.1 shows the population for the City of Medford from 1950 to 2000. Since 1950, the City has experienced an overall population growth, gaining a total of 1,551 people over the 50-year period. Taylor County's population has fluctuated over the same period. The County has seen a net loss of 5,601 people with the most loss occurring between 1950 to 1960 (5,887).

Table 1.1
City of Medford & Taylor County Population
1950-2000

	1950	1960	1970	1980	1990	2000
City of Medford	2,799	3,260	3,454	4,035	4,282	4,350
County of Taylor	23,730	17,843	16,958	18,817	18,901	19,680

Source: US Census Bureau

Population Projections

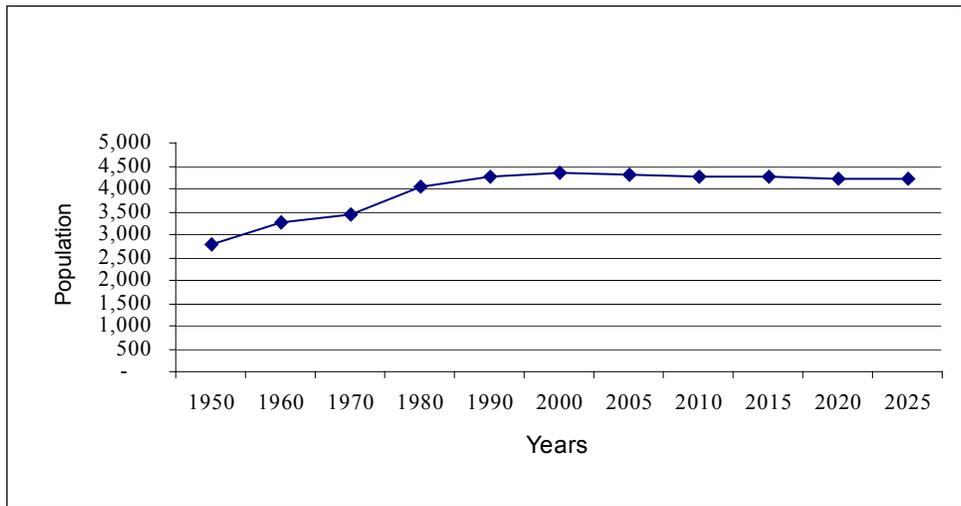
Table 1.2 shows the population projections for the City of Medford and Taylor County through 2025, as developed by the Demographic Services Center of the Wisconsin Department of Administration. These projections are based on past and current population trends and are intended as a base-line guide for users. The projections indicate that the City of Medford will see a slow decrease in population over the next 25 years. During the same time period, it is projected that Taylor County will experience a moderate growth rate.

**Table 1.2
City of Medford & Taylor County Projections
2005-2025**

	2005	2010	2015	2020	2025
City of Medford	4,300	4,280	4,262	4,238	4,200
County of Taylor	19,793	19,998	20,254	20,459	20,610

Source: Wisconsin Department of Administration Demographic Service Center

**Figure 1.1: City of Medford
Population: 1950-2000
Population Projections: 2005-2025**



Source: U.S. Census Bureau, Wisconsin Department of Administration Demographic Service Center

Ethnicity & Ancestral Composition

An ethnic group consists of those who conceive themselves as being alike. Most often times, these groups share a common ancestry, history, or culture. This may include geographic origins, family patterns, language, values, cultural norms, religion, music, and employment patterns. Table 1.3 details the ethnicity of City of Medford residents. Ethnic backgrounds for Germans are strongest in the City of Medford.

Table 1.3: City of Medford Ethnicity

Ancestry	Number	Percent
Czech	166	3.8
Danish	60	1.4
Dutch	36	0.8
English	227	5.2
French (Except Basque)	205	4.7
French Canadian	61	1.4
German	2,613	59.8

Table 1.3: City of Medford Ethnicity Continued

Irish	309	7.1
Italian	71	1.6
Norwegian	351	8.0
Polish	300	6.9
Russian	14	.03
Scotch-Irish	25	.06
Scottish	11	0.3
Slovak	7	0.2
Swedish	166	3.8
Swiss	80	1.8
Ukrainian	6	.01
United States or American	189	4.3
Other Ancestries	348	8.0

Source: U.S. Census Bureau, Census 2000

Racial Composition

The racial make-up of the City of Medford is primarily white. In 2000, whites accounted for 98.7 percent of the total population. Table 1.4 details the racial composition of the City of Medford.

Table 1.4: Number of Persons by Race

Race	Number	Percent
White	4,293	98.7
Black or African American	5	.01
American Indian & Alaska Native	8	.02
Asian	8	.02
Japanese	1	.00
Korean	6	.01
Vietnamese	1	0.0
Some Other Race	1	0.0
Two or More Races	35	0.8

Source: U.S. Census Bureau, Census 2000 DP-1

1.4 Age Distribution & Demographic Trends

In the years between 1990-2000, the City of Medford saw a decrease in age groups under 5, 5-14, 25-34, and 55-64. The most substantial decrease of 206 was seen in the age group 25-34. The City did see an increase in age groups 15-24, 35-44, 45-54, 75-84, and 85 & over. The most substantial increase was in the age groups 35-44 (129) and 45-54 (164). Table 1.5 below shows age distribution in the past 20 years and Table 1.6 illustrates the gain/loss and percentage change for each age group.

Table 1.5: City of Medford Age Distribution 1990 & 2000

Year	Under 5	5-14	15-24	25-34	35-44	45-54	55-64	65-74	75-84	85+
1990	313	639	529	752	505	337	357	373	335	143
2000	245	575	564	546	634	501	333	395	342	215

Source: U.S. Census Bureau, 1990 & 2000, DP-1

Table 1.6: City of Medford Demographic Change 1990-2000

Age Category	Change in Absolute Numbers 1999-2000	Percent Change 1999-2000
Under 5	-68	21.7%
5 to 14	-64	10%
15 to 24	+35	6.6%
25 to 34	-206	27%
35 to 44	+129	25.5%
45 to 54	+164	48.6%
55 to 64	-24	6.7%
65 to 74	+22	5.9%
75 to 84	+7	2%
85 & Over	+72	50%
Selected Age Categories		
All Inhabitants 14 & Under	-132	13.8%
All Inhabitants 24 & Under	-97	6.5%
All Inhabitants 65 & Over	+101	11.8%
All Inhabitants 75 & Over	+79	16.5%

Source: Calculated from US Census Bureau Data: 1990 & 2000, DP1

Figures 1.2 and 1.3 represent a visual depiction of the age categories for both 1990 and 2000 in the City of Medford. Tables 1.7 and 1.8 illustrate the gender distributions. Increases in the older population can easily be seen, especially in the 25 to 44 and 45 to 54 age groups.

Figure 1.2: 1990 Male & Female Age Distribution

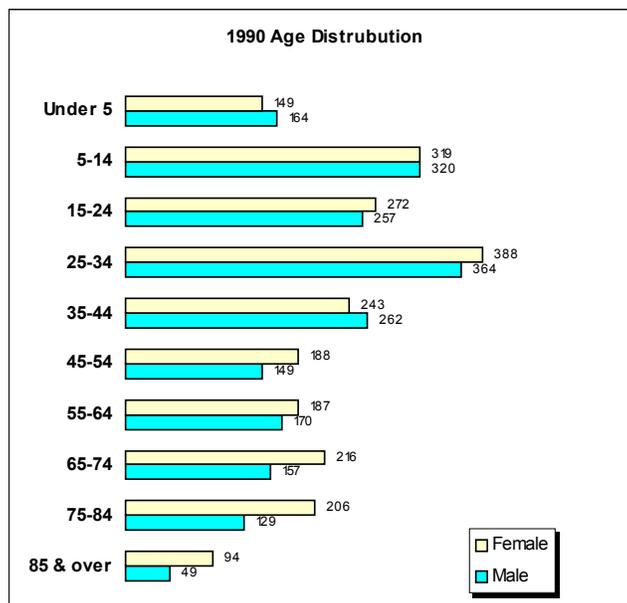


Table 1.7: 1990 Male & Female Age Distribution

Age	Male	Female	Total
85 & Over	49	94	143
75-84	129	206	335
65-74	157	216	373
55-64	170	187	357
45-54	149	188	337
35-44	262	243	505
25-34	364	388	752
15-24	257	272	529
5-14	320	319	639
Under 5	164	149	313
Totals	2021	2262	4283

Source: US Census Bureau (STF 1)

Figure 1.3: 2000 Male & Female Age Distribution

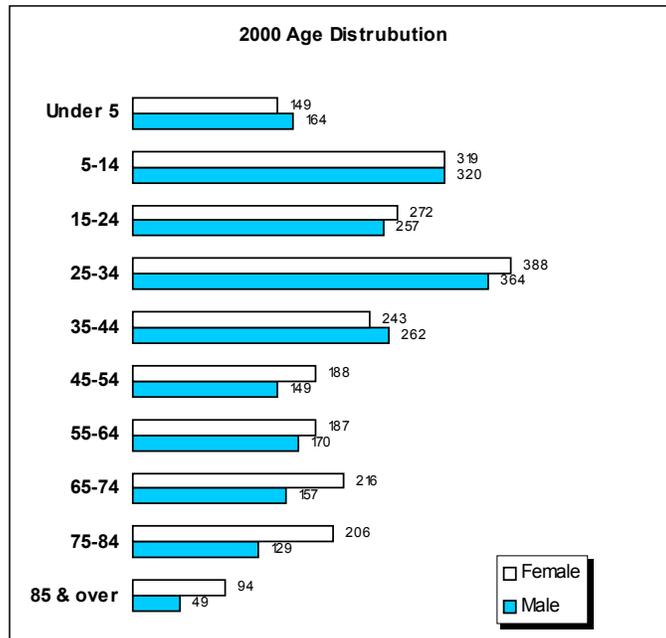


Table 1. 8: 2000 Male & Female Age Distribution

Age	Male	Female	Total
85 & Over	61	154	215
75-84	127	215	342
65-74	173	222	395
55-64	154	179	333
45-54	262	239	501
35-44	305	329	634
25-34	283	263	546

Table 1. 8: 2000 Male & Female Age Distribution Continued

15-24	283	281	564
5-14	290	285	575
Under 5	135	110	245
Totals	2073	2277	4350

Source: US Census Bureau (SF2)

Factors Affecting Population Change

The median age of a City of Medford resident in 2000 was 39.3. The City of Medford is experiencing trends common to many communities through northern Wisconsin. A stable population of elderly inhabitants who remain in the area, and individuals moving back to the area to raise families or have other ties to the City. There has been a decrease in individuals 25-34 who are most likely seeking employment and educational opportunities elsewhere.

Other factors contributing to the decrease in the City's overall population include individuals and families seeking a country life with access to amenities and opportunities of the City as well as a lack of residential lots.

1.5 Household Characteristics

Definitions

Definitions referring to household characteristics may assist in understanding household figures. According to the US Census Bureau:

Household – Includes all the people who occupy a housing unit as their usual place of residence of which may be family or non-family households.

Householder – This is the person or one of the people in whose name the house is owned, being bought, or rented.

Family Household (Families) – A group of two or more people who are related by birth, marriage, or adoption.

Married-Couple Family – A family in which the householder and his or her spouse are enumerated as members of the same household.

Non-Family Household – A householder living alone or with non-relatives only.

Average Household Size – A measure obtained by dividing the number of people in the households by the total number of households.

Average Family Size – A measure obtained by dividing the number of people in families by the total number of families.

1.5 Household Characteristics Continued

The 2000 census identified 1,947 households in the City of Medford. Of this total 1,132 (58.1%) -were identified as family households while 815 (41.9%) were identified as non-family households. In reviewing the household characteristics and present composition of households, one noticeable characteristic comes forth: the number of married couple family households (894) is just slightly higher than non-family households (815). Table 1.9 reveals in more detail the composition and characteristics of households in the City of Medford.

Table 1.9: City of Medford Household Characteristics-2000

	Total	Percent of All Households
TOTAL HOUSEHOLDS	1,947	100%
Family Households	1,132	58.1%
Married Couple Families	894	45.9%
Married Couple Families with own children under 18	529	27.2%
Married Couple Families with no children under 18	365	18.7%
Non Family Households	815	41.9%
Household 65 Years or Older	328	16.8%
1 Person in Household	705	36
2 Persons in Household	666	34
3 Persons in Household	253	13
4 Persons in Household	216	11
5 Persons in Household	77	4
6 Persons in Household	25	1
7 or More Persons in Household	5	0
Average Household Size	2.17	(x)
Average Family Size	2.86	(x)

Source: US Census Bureau, Census 2000 (SF1)

Household Projections

In Table 1.10, household projections for the City of Medford are displayed through 2025. From 2000 to 2025, the City is projected to gain 85 households or approximately 17 per year. This is an increase of 5.21%.

Housing Units

According to the 2000 US Census, there are 2,045 housing units in the City of Medford. Table 1.11 details the number of housing units in the City of Medford. Sixty-two percent of these units are one-unit detached.

Table 1.11: City of Medford Housing Units

	Number	Percent
1-Unit Detached	1,262	62%
1-Unit Attached	24	1.2%
2-Units	151	7.4%
3 or 4 Units	200	9.8%
5 to 9 Units	146	7.2%
10 to 19 Units	64	3.1%
20 or More Units	51	2.5%
Mobile Homes	137	6.7%

Source: US Census 2000 (SF 3)

Housing Occupancy Rate

According to the 2000 US Census, the City of Medford has a 2.1% homeowner vacancy rate and a 3.9% rental vacancy rate. Table 1.12 details the City's housing unit occupancy rate.

Table 1.12: City of Medford Housing Occupancy Rate

	Number	Percent
Occupied Housing Units	1,947	95.7%
Vacant Housing Units	87	4.3%
Seasonal, Recreational or Occasional Use	2	.01%

Source: US Census 2000 (SF 1)

1.6 Employment Profile

Occupational Categories

The 2000 Census reports 591 of the City of Medford's 4,350 inhabitants are currently employed with management, professional and related occupations. This is followed closely by production, transportation and material moving occupations at 555 inhabitants. Table 1.13 lists in more detail the composition of the City's workforce.

**Table 1.13: City of Medford Workforce by Occupation
(16 Years & Older)**

Occupation Category	Number	Percentage
Management, Professional & Related Occupations	591	27.6
Service Occupations	294	13.8
Sales & Office Occupations	476	22.3

Table 1.13: City of Medford Workforce by Occupation-(16 Years & Older) Continued

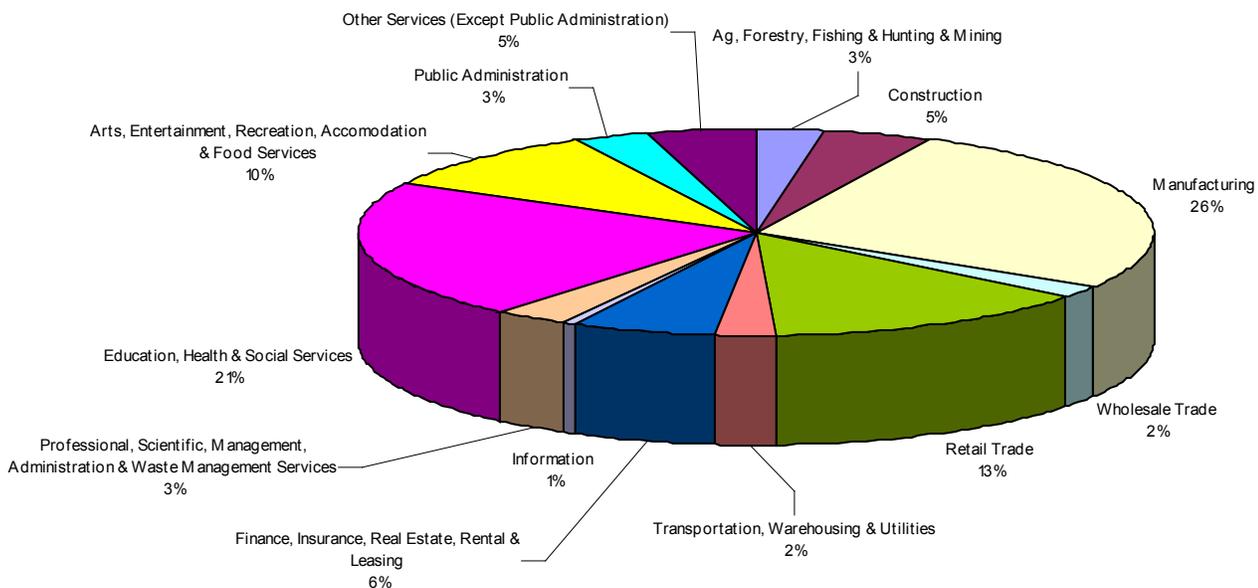
Farming, Fishing, & Forestry Occupations	25	1.2
Construction, Extraction & Maintenance Occupations	197	9.2
Production, Transportation & Material Moving Occupations	555	26.0
Total	2,138	100.0

Source: US Census 2000 (DP-3)

Industry

The 2000 Census identifies most employed (567) City of Medford residents work in the manufacturing industries. This is followed closely by the (462) residents employed by the education, health and social services industries. Figure 1.4 below illustrates the level of employment in various industries in the City of Medford.

Figure 1.4: City of Medford Workforce by Industry



Leading Employers

Listed in Table 1.14 are the leading employers in the City of Medford as of May 2005 according to the Wisconsin Department of Workforce Development. Weather Shield Mfg., Inc., Kraft Pizza Company, and Marathon Cheese Corporation employ the greatest number of persons from the City of Medford and the surrounding area.

Table 1.14: Leading Employers in the City of Medford

Company	Produce or Service	Size
Weather Shield Mfg., Inc.	Wood Window & Door Manufacturer	1000+
Kraft Pizza Company	Frozen Specialty Food Manufacturer	500-999

Table 1.14: Leading Employers in the City of Medford Continued

Marathon Cheese Corporation	Dairy Product Merchant Wholesaler	500-999
Memorial Health Center	Offices of Physicians, Except Mental Health	250-499
Medford Public School District	Elementary & Secondary School	250-499
Hurd Windows & Doors, Inc.	Wood Window & Door Manufacturer	250-499
Phillips Plastics Corporation	All Other Plastics Products Manufacturer	250-499
County of Taylor	Executive & Legislative Offices, Combined	100-249
Medford Cooperative, Inc.	Gasoline Stations with Convenience Stores	100-249
J. Bauer Trucking, Inc.	General Freight Trucking (Long Distance)	50-99
Mid Wisconsin Bank	Commercial Banking	50-99
Kmart Corporation	Discount Department Store	50-99
Prochnow Transport, Inc.	General Freight Trucking (Long Distance)	50-99
B&B Engineering Corporation	Other Millwork Including Flooring	50-99
Wildberg Enterprises, Inc.	Janitorial Services	50-99
James Peterson Sons, Inc.	Highway, Street & Bridge Construction	50-99
Slap, Inc. –McDonalds	Limited-Service Restaurant	50-99
City of Medford	Executive & Legislative Offices Combined	50-99
Wadal Plastics, Inc.	All Other Plastics Product Manufacturer	50-99
Enerquip, Inc.	Power Boiler & Heat Exchanger Manufacturer	20-49
Black River Industries, Inc.	Vocational Rehabilitation Services	20-49
Maple Island, Inc.	Dry, Condensed & Evaporated Dairy Product	20-49
Medford Café, Inc.	Full Service Restaurant	20-49
Cougar Enterprises, Inc. (Hardees)	Limited Service Restaurant	20-49
Krug’s Bus Service, Inc.	School & Employee Bus Transportation	20-49
Huotari Construction, Inc.	Industrial Building Construction	20-49
Happy Joe’s Pizza & Ice Cream Parlor	Limited Service Restaurant	20-49
Fidelity National Bank	Commercial Banking	20-49
Department of Agriculture US Forest Service	Agricultural Market & Commodity Regulation	20-49
Barb’s Cozy Kitchen	Full Service Restaurant	20-49
Weather Shield Transportation Ltd.	General Freight Trucking (Long Distance)	20-49
Medford Motors, Inc.	New Car Dealer	20-49
H&G Hardware Hank	All Other General Merchandise Store	20-49
Sports Page Bowl & Grill	Bowling Center	20-49
Kwik Trip, Inc.	Gasoline Stations with Convenience Store	20-49
Klinner Insurance, Inc.	Insurance Agency & Brokerage	20-49
Time Federal Savings Bank	Savings Institution	20-49
Medford Veterinary Clinic SC	Veterinary Services	20-49
Taylor Credit Union	Credit Union	20-49
SG Krause, Inc.	Limited Service Restaurant	20-49
Kentucky Fried Chicken	Limited Service Restaurant	20-49
Central Wisconsin Publications, Inc. (Star News)	Newspaper Publishers	20-49
U.S. Postal Service/Taylor Rural	Postal Service	20-49
Perry Arndt OD SC	Office of Optometrists	20-49

Source: WI Department of Workforce Development, ES-202, May 2005

Annual Wages

The average annual wage equals the total payroll of all jobholders divided by the jobholders. Table 1.15 shows the average annual wage for Taylor County and the State of Wisconsin for 2002 by industry division. Annual wages for the City of Medford are not available.

Table 1.15: Average Annual Wages by Industry Division in 2002

	Average Annual Wage		Percent of	1 Year
	Wisconsin	Taylor County	State Average	% Change
All Industries	\$32,422	\$26,350	81%	6.70%
Natural Resources	\$25,481	\$26,248	103%	-2.20%
Construction	\$39,649	\$34,973	88%	12%
Manufacturing	\$40,584	\$31,171	77%	7%
Trade, Transportation & Utilities	\$28,422	\$22,958	81%	4%
Financial Activities	\$40,337	\$26,434	66%	7.40%
Professional & Business Services	\$36,324	\$30,387	84%	-6.80%
Education & Health	\$33,768	\$27,320	81%	8.40%
Leisure & Hospitality	\$11,837	\$7,089	60%	4.30%
Other Services	\$19,500	\$16,766	86%	4.90%
Public Administration	\$33,769	\$21,266	63%	6.50%

Source: WI Department of Workforce Development, August 2003

The average wage for all workers in Taylor County of \$26,350 increased 6.7% from the 2001 average of \$24,690. Statewide the average wage rose 2.7% in 2002.

Taylor County Labor Force

A community's labor force is the portion of the population that is employed or available for work. The labor force includes people who are in the armed forces, employed or unemployed, or actively seeking employment. The total labor force in Taylor County has changed very little in the last ten years, although there was a temporary drop in 1999. In 1997, the total labor force in Taylor County was 10,730, and the unemployment rate increased to 5.3%. The labor force declined to 10,653 in 2002, and the unemployment rate increased to 6.1%, the highest level since 1995. Labor force data for the City of Medford is unavailable. Table 1.16 details Taylor County's labor force for the period 1994-2002.

Table 1.16: Taylor County Labor Force Data

	1994	1995	1996	1997	1998	1999	2000	2001	2002
Labor Force	10,700	10,700	10,800	10,730	10,449	10,119	10,597	10,680	10,653
Employed	9,900	10,000	10,300	10,157	9,922	9,724	10,112	10,059	10,003
Unemployed	810	680	540	573	527	395	485	621	650
Unemployment Rate	7.6%	6.4%	4.9%	5.3%	5.0%	3.9%	4.6%	5.8%	6.1%

Source: WI Department of Workforce Development, Office, Local Area Unemployment Statistics

Taylor County Commuting Patterns

The ‘county-to-county work flow’ files, also known as county-commuting patterns, is a key piece of information when profiling the workforce of a local community. In Taylor County, 1,693 residents or 17% of the workers who live in the county, traveled out of the county for a job. However, in most cases, commuters did not travel far from home. One in every three workers who left the county headed for destinations in Clark County, especially to employers in the Village of Dorchester and the City of Thorp. More county residents traveled to Dorchester than any other village or city. The second most popular destination was the City of Wausau in Marathon County.

Overall, more workers travel to Taylor County than leave the county to work in surrounding communities. The exchange of workers between Taylor and Clark Counties is nearly one-to-one, but the county gains more workers from Marathon and Price Counties than it sends to these counties. For those workers who live in Clark County, the destination is almost always the City of Medford, as it is for two out of every three workers who commute into the county for a job. Roughly 1,800 workers travel in the county for jobs and one-third of them are Clark County residents and another 25% are Marathon County residents. Add in the rough 325 workers from Price County, and these three counties account for 85% of all inbound traffic. These workers are important to the employers in Taylor County and has increased from 1,055 in 1990. Table 1.17 details Taylor County’s commuting patterns.

Table 1.17: Taylor County Commuting Patters

	Taylor County Residents Commuting to Listed County	Residents of Listed County Commuting to Taylor County	Net Gain Or Loss of Workers
Chippewa County	126	111	-15
Clark County	582	598	16
Dunn County	19	6	-13
Eau Claire County	51	72	21
Elsewhere	140	79	-61
Lincoln County	71	82	11
Marathon County	321	442	121
Price County	144	326	182
Rusk County	134	31	-103
Wood County	82	42	-40
Total	1,670	1,789	119

Source: US Department of Commerce, Census 2000, County-to-County Work-Flow Files

Employment Forecasts

There are no long-term employment projections available for the City of Medford or Taylor County. All the following projections are from the Wisconsin Department of Workforce Development-Office of Economic Advisors – Northwest Wisconsin Employment Projections. The northwest regional includes Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Taylor, and Washburn counties.

Employment Forecasts Continued

Long-term projections are for a ten-year period. Data used is for 2004-2014. Employment projections are available for both industries and occupations. An industry is where a person works, such as an insurance company, a paper manufacturing plant, or a restaurant. An occupation describes what a person does, such as a truck driver, physical therapist, or carpenter.

Projection information used by the Wisconsin Department of Workforce Development-Office of Economic Advisors is derived using the November 2004 OES Survey, 2004 QCEW, and 2004 CES (3/2005 Benchmark) data. Unpublished data from the United States Bureau of Labor Statistics and United States Census Bureau were also used.

To the extent possible, the projections take into account anticipated changes in Wisconsin's economy from 2004 to 2014. It is important to note unanticipated events may affect the accuracy of these projects.

Table 1.18 Major Occupational Group Summary-Estimated Employment

Occupational Title	2004	2014	% Change
Management Occupations	2,390	2,660	11.3%
Business & Financial Operations Occupations	1,190	2,200	15.2%
Computer & Mathematical Occupations	550	680	23.6%
Architecture & Engineering Occupations	860	930	8.1%
Life, Physical & Social Science Occupations	530	600	13.2%
Community & Social Services Occupations	1,370	1,620	18.2%
Legal Occupations	280	320	14.3%
Education, Training & Library Occupations	4,220	4,880	15.6%
Arts, Design, Entertainment Sports & Media Occupations	730	810	11.0%
Healthcare Practitioners & Technical Occupations	3,030	3,790	25.1%
Healthcare Support Occupations	2,190	2,680	22.4%
Protective Service Occupations	1,870	2,010	7.5%
Food Preparation & Serving Related Occupations	7,210	8,170	13.3%
Building & Grounds Cleaning & Maintenance Occupations	2,500	2,880	15.2%
Personal Care & Service Occupations	2,020	2,490	23.3%
Sales & Related Occupations	6,450	6,850	6.2%
Office & Administrative Support Occupations	10,200	10,440	2.4%
Farming, Fishing & Forestry Occupations	240	230	-4.2%
Construction & Extraction Occupations	3,430	3,590	15.2%
Installation, Maintenance & Repair Occupations	2,650	2,860	7.9%
Production Occupations	8,440	8,430	-0.1%
Transportation & Material Moving Occupations	6,640	7,160	7.8%

**Table 1.19 Top 25 Occupations with the Most New Jobs-Estimated Employment
(With at Least 200 Jobs in 2014)**

Occupational Title	2004	2014	Change	% Change
Registered Nurse	1,080	1,400	320	29.6%
Truck Drivers, Heavy & Tractor-Trailer	1,890	2,140	250	13.2%
Retail Salesperson	1,730	1,970	240	13.9%

**Table 1.19 Top 25 Occupations with the Most New Jobs-Estimated Employment
(With at Least 200 Jobs in 2014)
Continued**

Occupational Title	2004	2014	Change	% Change
Personal & Home Care Aides	520	750	230	44.2%
Waiters & Waitresses	1,540	1,760	220	14.3%
Combined Food Preparation & Serving Workers, Including Fast Food	1,350	1,560	210	15.6%
Home Health Aides	350	520	170	48.6%
Janitors & Cleaners, Except Maids & Housekeeping Cleaners	1,180	1,250	170	14.4%
Nursing Aids, Orderlies & Attendants	1,300	1,460	160	12.3%
Carpenters	900	1,060	160	17.8%
Team Assemblers	1,250	1,380	130	10.4%
Maids & Housekeeping Cleaners	790	910	120	15.2%
Customer Service Representatives	720	840	120	16.7%
Bartenders	1,000	1,110	110	11%
General & Operations Managers	660	750	90	13.6%
Elementary School Teachers, Except Special Education	710	800	90	12.7%
Teacher Assistants	620	710	90	14.5%
Receptionists & Information Clerks	520	610	90	17.3%
Food Preparation Workers	460	540	80	17.4%
Cooks-Restaurant	430	500	70	16.3%
Sales Representatives, Wholesale & Manufacturing (Except Technical & Scientific Products)	770	840	70	9.1%
Maintenance & Repair Workers-General	710	780	70	9.9%
Accountants & Auditors	400	460	60	15%
Social & Human Service Assistants	260	320	60	23.1%
Secondary School Teachers, Except Special & Vocational Education	600	660	60	10%

Table 1.20 Top 25 Fastest Growing Occupations-Estimated Employment

Occupational Title	2004	2014	Change	% Change
Home Health Aides	350	520	170	48.6%
Personal & Home Care Aides	520	750	230	44.2%
Registered Nurses	1,080	1,400	320	29.6%
Social & Human Service Assistants	260	320	60	23.1%
Plumbers, Pipefitters, & Steamfitters	180	220	40	22.2%
Bus Drivers-School	300	260	60	20%
Carpenters	900	1,060	160	17.8%
Amusement & Recreation Attendants	170	200	30	17.6%
Food Preparation Workers	460	540	80	17.4%
Hotel, Motel & Resort Desk Clerks	230	270	40	17.4%
Receptionists & Information Clerks	520	610	90	17.3%
Customer Service Representatives	720	840	120	16.7%
Emergency Medical Technicians & Paramedics	300	350	50	16.7%
First-Line Supervisors/Managers of Construction Trades & Extraction Workers	240	280	40	16.7%
Cooks-Restaurants	430	500	70	16.3%

**Table 1.20 Top 25 Fastest Growing Occupations-Estimated Employment
Continued**

Occupational Title	2004	2014	Change	% Change
Combined Food Preparation & Serving Workers, Including Fast Food	1,350	1,560	210	15.6%
Fire Fighters	390	450	60	15.4%
Dishwashers	390	450	60	15.4%
Highway Maintenance Workers	260	300	40	15.4%
Maids & Housekeeping Cleaners	790	910	120	15.2%
Accountants & Auditors	400	460	60	15%
Counter & Rental Clerks	200	230	30	15%
Operating Engineers & Other Construction Equipment Operators	270	310	40	14.8%
Teacher Assistants	620	710	90	14.5%
Janitors & Cleaners Except Maids & Housekeeping Cleaners	1,180	1,350	170	14.4%

Table 1.21 Top 25 Occupations with the Most Job Openings-Estimated Employment

Occupational Title	Estimated Average New Jobs
Registered Nurses	30
Truck Drivers, Heavy & Tractor-Trailer	30
Carpenters	20
Combined Food Preparation & Serving Workers, Including Fast Food	20
Home Health Aids	20
Janitors & Cleaners Except Maids & Housekeeping Cleaners	20
Nursing Aides, Orderlies & Attendants	20
Personal & Home Care Aides	20
Retail Salesperson	20
Waiters & Waitresses	20
Accountants & Auditors	10
Bartenders	10
Bus Drivers-School	10
Child Care Workers	10
Cooks-Restaurant	10
Customer Service Representative	10
Dishwashers	10
Elementary School Teachers Except Special Education	10
Emergency Medical Technicians Paramedics	10
Executive Secretaries & Administrative Assistants	10
Fire Fighters	10
First-Line Supervisors/Managers of Food Preparation & Serving Workers	10
Food Preparation Workers	10
General & Operations Managers	10
Landscaping & Groundskeeping Workers	10
Licensed Practical & Licensed Vocational Nurses	10
Maids & Housekeeping Cleaners	10
Maintenance & Repair Workers-General	10
Personal & Home Care Aids	10
Preschool Teachers-Except Special Education	10

**Table 1.21 Top 25 Occupations with the Most Job Openings-Estimated Employment
Continued**

Occupational Title	Estimated Average New Jobs
Secondary School Teachers Except Special Education & Vocational Education	10
Social & Human Service Assistants	10
Teacher Assistants	10
Team Assemblers	10
Truck Drivers-Light or Delivery Services	10

1.7 Income & Poverty Characteristics

Household Income

The 2000 US Census reports a median household income of \$35,278 for the City of Medford. This figure is lower than the median household income of \$43,791 for the State. Of the City's households in 1999, 388 households or 19.8% reported an income of between \$35,000 to \$49,999. Table 1.22 shows in more detail the average annual income for households in the City of Medford.

Table 1.22: City of Medford Household Income

Annual Income	Number of Households	Percent of Households
Less than \$10,000	195	9.9%
\$10,000 to \$14,999	171	8.7%
\$15,000 to \$24,999	344	17.6%
\$25,000 to \$34,999	263	13.4%
\$35,000 to \$49,999	388	19.8%
\$50,000 to \$74,999	357	18.2%
\$75,000 to \$99,999	146	7.4%
\$100,000 to \$149,999	55	2.8%
\$150,000 to \$199,999	24	1.2%
\$200,000 or More	17	0.9%

Source: US Census Bureau 2000 (SF-3)

Per Capita Income, Per Capita Personal Income & Poverty Rate

Per capita money income (PCI) is defined as all resident income divided by population and is reported by census data. It is composed of generally traceable money from wages, interest, dividends, welfare program payments, etc. It does not take into account money received from sale of property, money borrowed, exchange of money between relatives in same households, tax refunds, gifts, and insurance payments, which per capita personal income (PCPI) figures do take into consideration. Thus, PCPI figures are always higher than PCI. The US Census Bureau reports PCI and the Bureau of Economic Analysis, part of the Department of Commerce, calculates PCPI at the county level on a yearly basis.

Per Capita Income, Per Capita Personal Income & Poverty Rate Continued

As indicated in Table 1.23, the PCI in 1999 for City of Medford was lower than the County.

Poverty rates are determined on the basis of money income and, therefore, do not reflect the fact that many low-income people receive non-cash benefits. The percent of City of Medford inhabitants below the poverty level is substantially lower than the State.

Table 1.23: City of Medford, Taylor County & the State of Wisconsin: Income & Poverty Levels-1999

	City of Medford	Taylor County	State of WI
Median Household Income	\$35,278	\$38,502	\$43,791
Per Capital Income	\$19,962	\$17,570	\$21,271
Percent of Individuals Below Poverty Level	4.3%	9.8%	8.7%

Source: US Census 2000 (SF1 and DP 3)

1.8 Educational Attainment

The 2000 US Census identifies 2,991 City residents aged 25 and over of which 2,434 (81.4%) have attained a high school or greater level of education. Table 1.24 below describes in greater detail the level of education attainment of City of Medford residents.

Table 1.24: City of Medford Educational Attainment of Residents Age 25 and Over

Highest Level of Educational Attained	Number of Residents	Percentage of All City of Medford Residents Age 25 & Over
Less than 9 th Grade Education	264	8.8%
9 th to 12 th Education – No Diploma	293	9.8%
High School Diploma (Includes Equivalency)	1,144	38.2%
Some College – No Degree	519	17.4%
Associate Degree	201	6.7%
Bachelor’s Degree	386	12.9%
Master’s Degree or Professional Degree	184	6.2%

Source: US Census 2000 (SF-3)

1.9 Leadership Medford 2008 – Employment Issues in Medford – Working in Medford vs. Living in Medford & the Impact on the Community

Each year the Medford Area Chamber of Commerce sponsors a Leadership Medford Program. This program is designed to offer leadership skills to active community participants. As a part of the program, the participants are assigned a “community issue”. The Leadership Medford 2008 class explored employment issues in Medford. The group conducted a 12-day survey (2/14/08 to 2/25/08). There were 324 surveys issued, and 141 were completed (43.5%). The survey was sent via email to employer contacts. The employer contacts then forwarded the survey to upper level managers, middle, managers,

1.10 Leadership Medford 2008 – Employment Issues in Medford – Working in Medford vs. Living in Medford & the Impact on the Community Continued

and salaried employees, and those paid an hourly wage that would be considered significantly above the norm for the Medford area. The employer contacts used their own judgments as it related to “significantly above” the norm. A copy of the survey results is attached as Attachment A. The complete Leadership Medford 2008 project – Employment Issues in Medford-Working vs. Living in Medford & the Impact on the Community is available at City Hall and the Medford Chamber of Commerce.

1.10 Overall Goal Statement

As part of the planning process, the City of Medford has prepared a number of goals, objectives, and actions in addressing planning elements in the City. The goals and objectives are intended to assist the City Council and local property owners in implementing the actions. It is imperative the set goals, objectives, and actions described in the plan are implemented to fully achieve the desired outcome. A full set of the goals, objectives, and actions are included in the implementation element of this plan.

The overall goal is to maintain a high quality of life for our residents in the City of Medford. To do this, the overall objective is to guide future development and redevelopment in a consistent manner.

Attachment A

Medford Community Survey

Page 2-19 to 2-40

Chart 1: Where do you Live?

Do you live in the Medford Area?		
Yes	74.5%	105
No	25.5%	36
Totals	100.0%	141

Chart 2: Reason(s) for Living Choice

Why or why not?

Do you live in the Medford Area? = Yes

- Grew up in the area.
- Born and raised in Medford and all my family resides here.
- Small town atmosphere with "big city" activities.
- I enjoy the community. Great churches, Schools, Health care, etc. Excellent people.
- Its is close to work and good schools.
- I am from this area originally and have been fortunate to find career opportunities in town related to my bachelor's degree. Please note that I did commute to Wausau for about 5 years for work until something opened up locally. The biggest reason I stay in the area if because my wife's only family lives in the Medford area and allows her to be close to them.
- Moved here for a job.
- Moved here after retirement.
- Close to work, family schools, and a quiet community.
- Close to where my spouse and I work. Close to schools, grocery shopping and medical care.
- I grew up here and have stayed in the area.
- I was born here and like the area.
- It has a great school system, 'small-town' feel but has numerous activities & facilities for people of all interests to enjoy. It only takes 5 minutes to get to work. Great place to raise kids... people look out for each other.
- Close to work and schools.
- Because I work in Medford. I also like the town.
- It is a great small community to raise a family. The area is relatively safe and the crime rate is low, and both my husband's and my families are in the area.
- My job is in Medford.
- Proximity to work.
- Family and friends.
- I wanted to be close to my work location.
- My home town.
- I work here.
- The Medford community is my home, and I feel it is a progressive, friendly, and wonderful place to live.
- I did not want to commute anymore. My family had moved outside of Medford and we were commuting.
- Wanted to be close to work in case of issues or emergency.
- Born & raised here, employed here.
- Convenience, quality of life.
- Closer to work.
- Family, close to work.
- Born and raised here.
- Ease of access to city and schools. Great school system for kids.
- Like the community and like to live where we work.
- Great schools, shopping getting better with Walmart coming, get to have smaller town feel when still having opportunity for shopping and social activities.
- I enjoy the small-town community environment - good schools, caring people, nice place to raise a family.
- Convenience, access to shopping, schools, sports, etc.
- This is my home town, I met my husband here and wished to remain here.
- Because I like it! I want to be close to work (I worked out of town for many years and didn't like the drive anymore.)
- I choose to live here based on the community, industries/employment, schools and the people.
- Great place to raise a family, schools are top notch, lots of programs for kids (sports, summer school, pool, summer classes, etc.)
- Like city living rather than country.
- I was raised in Medford and currently work here.
- Close to work.
- Because I am employed in Medford.
- I have a job here. It is a very nice rural area.

- It was strongly recommended by my employer.
- Husband was born, bred & raised medford & won't leave. Roots are too deep. Good place to raise young children - not teenagers for lack of age appropriate entertainment.
- Because this is where I lived, where my husband and I met and started a family.
- Like small town.
- We work in Medford and kids established in school/friends.
- It is a solid community to locate our family and raise our kids.
- Work.
- I like the convenience of living in town, where I work and being able to walk in town and to shopping.
- My husband forced me to relocate from Marshfield.
- A nice place to raise a family.
- Close to schools and children's activities.
- It is my hometown.
- Opportunity for growth.
- For convenience.
- I want to be reasonably close to where I work.
- This is where our jobs are.
- Job, After work activities year around, overall community.
- Close to work.
- Close to work and recreational opportunities.
- I live where I do because it's only a short distance to work. My residence is also close to many of the activities that my family is involved in.
- My husband and I both work in Medford, I attended/graduated from Medford Schools. Our family lives in the area and we both enjoy the area that we live in. We choose not to live in a large city, but instead preferred to raise our family in a rural setting close to family and where people know who you are.
- Job is here.
- Grew up here and raising family here.
- Grew up and currently work here.
- I lived here my whole life.
- Because I like the small town environment, and less people provide a peaceful atmosphere.
- We have established our family and private business in Medford. My husband was born and raised here.
- Price of housing at the time.
- I live outside of Medford proper. I love it out there because of the beauty of the farms and the quietness.
- born and raised here
- We wanted a small town in which to raise our children that was centrally located to a number of family members/destinations and Medford fit the bill at the time.
- I feel Medford is a safe, friendly, convenient community. When we moved here we wanted to be close to work school church and friends.
- Hometown.
- Convenience of schools, church and work.
- Good schools and town.
- I chose to live in the Medford area because I work in Medford.
- I prefer to live in Medford to be closer to my job, to do shopping and be close to my son's school.
- We love it here, remote, peaceful, beautiful.
- I am very impressed with the greater Medford area. I find the services meet the needs of my family without the problems of a larger community.
- Always have.

Do you live in the Medford Area? = No

- My family settled in Phillips in about 1919. My wife teaches Kindergarten in the Phillips School District.
- I have lived in the Prentice area for the past 27 years and was born and raised in the Catawba area.
- Didn't want to move from where I am living.
- I grew up in Rib Lake and that is where my family is. My kids are established in school there.
- It is safer in Dorchester, less crime and police.
- We want to live close to my family and my wife's family.
- Moved closer to Wausau to maintain closeness to larger city. Museums, shopping eating out, and activities/festivals.
- Own Dairy Farm, outside Medford area. Need to work for insurance & benefits.
- I live in a surrounding town where I grew up.
- A larger community provided an easier transition for my family.
- Housing costs are higher. I live close enough to commute. Job security.
- Our home and my husband's business is located in Spirit.
- Live close, about 5 miles north of Athens. I choose to live in the country and commute.
- Already own a home.

- I live outside the area because when accepting the job I had already had established my home and friends, my children established themselves in school outside this area. It is still not too far to commute
- Took the job, knowing I didn't live here, but was okay commuting.
- Born and raised in Perkinstown, Gilman School District. I would like it to be the Medford School District, because people in that area work and do business in Medford. Everything we do is this direction.
- Live in Ogema area. Place where my husband grew up. Family and friends. Like the area.
- My spouse and I chose to raise our children in a smaller community than Medford, and his employment is in a different community.
- Lived in Wausau prior to working in Medford. Feel the amenities Wausau offers over Medford is worth the commute.
- House in Abbotsford.
- Live in Gilman.
- Chose to work and family.
- We live in Phillips. My wife has an office north, and I work south. Moving to get a shorter trip for one would result in a longer trip for the other.
- I was born and raised outside of the Medford area and like where I live.
- Spouse works over sixty miles away from the Medford area. We live between both places of employment.
- First, my wife works in Marshfield. Second, we have a home that we built 8 years ago that I intend to die in. My children can worry about my next move.
- Family is currently enrolled in Colby Schools.
- I live outside of the school district, although my children attended Medford through open enrollment, we had lived in Medford and moved to the country.
- Because I live in God's country.
- I want to move to Medford but my husband does not. I may move without him!
- Husband bought a small business.

Chart 3: Location before Accepting Position

When you accepted the position with the company you work for now, did you . . .		
already live in the Medford area	48.2%	68
live in an area outside Medford, but close enough to commute	21.3%	30
move into the Medford area	26.2%	37
move into an area outside Medford, but close enough to commute	4.3%	6
Totals	100.0%	141

Chart 4: Number of Career Moves for New Position

How many times have you moved to a new community to accept a new position?		
0	42.6%	60
1	19.1%	27
2	13.5%	19
3 or more	24.8%	35
Totals	100.0%	141
Mean		1.70

Chart 5: Importance of Factors in Selecting a Community

	Frequencies:					Totals	Mean
	Very Important	Somewhat Important	Little Importance	Not Important			
Important Factors							
Academic rating/quality of K - 12 schools	81 57.4%	25 17.7%	12 8.5%	23 16.3%	141 100.0%	3.16	
Availability of after-school activities and athletics	40 28.4%	59 41.8%	20 14.2%	22 15.6%	141 100.0%	2.83	
Housing availability and affordability	104 73.8%	34 24.1%	2 1.4%	1 0.7%	141 100.0%	3.71	
Cost of living	94 67.1%	45 32.1%	0 0.0%	1 0.7%	140 100.0%	3.66	
Low crime rate/safety of community	102 72.3%	38 27.0%	0 0.0%	1 0.7%	141 100.0%	3.71	
Diversity of population	7 5.0%	60 42.6%	53 37.6%	21 14.9%	141 100.0%	2.38	
Distance from airport, transportation	3 2.1%	56 39.7%	60 42.6%	22 15.6%	141 100.0%	2.28	
Employment opportunities for family members	66 47.1%	55 39.3%	10 7.1%	9 6.4%	140 100.0%	3.27	
Availability of entertainment	17 12.1%	77 54.6%	42 29.8%	5 3.5%	141 100.0%	2.75	
The warmth & friendliness of the community	81 57.4%	51 36.2%	8 5.7%	1 0.7%	141 100.0%	3.50	
Availability of good health care and hospitals	88 62.4%	50 35.5%	2 1.4%	1 0.7%	141 100.0%	3.60	
Resale value/appreciation value of a home	75 53.2%	56 39.7%	7 5.0%	3 2.1%	141 100.0%	3.44	
Size of community	36 25.5%	68 48.2%	33 23.4%	4 2.8%	141 100.0%	2.96	
Availability of public transportation	0 0.0%	32 22.7%	64 45.4%	45 31.9%	141 100.0%	1.91	
Recreational opportunities (indoor & outdoor)	43 30.5%	79 56.0%	15 10.6%	4 2.8%	141 100.0%	3.14	
Availability of a variety of restaurants	23 16.3%	74 52.5%	40 28.4%	4 2.8%	141 100.0%	2.82	
Types of retail shops and services	25 17.7%	81 57.4%	33 23.4%	2 1.4%	141 100.0%	2.91	
Volunteer opportunities	4 2.8%	54 38.3%	67 47.5%	16 11.3%	141 100.0%	2.33	
Proximity of higher educational facilities	13 9.3%	66 47.1%	52 37.1%	9 6.4%	140 100.0%	2.59	

Chart 5a: Order of Importance Factors

Important Factors

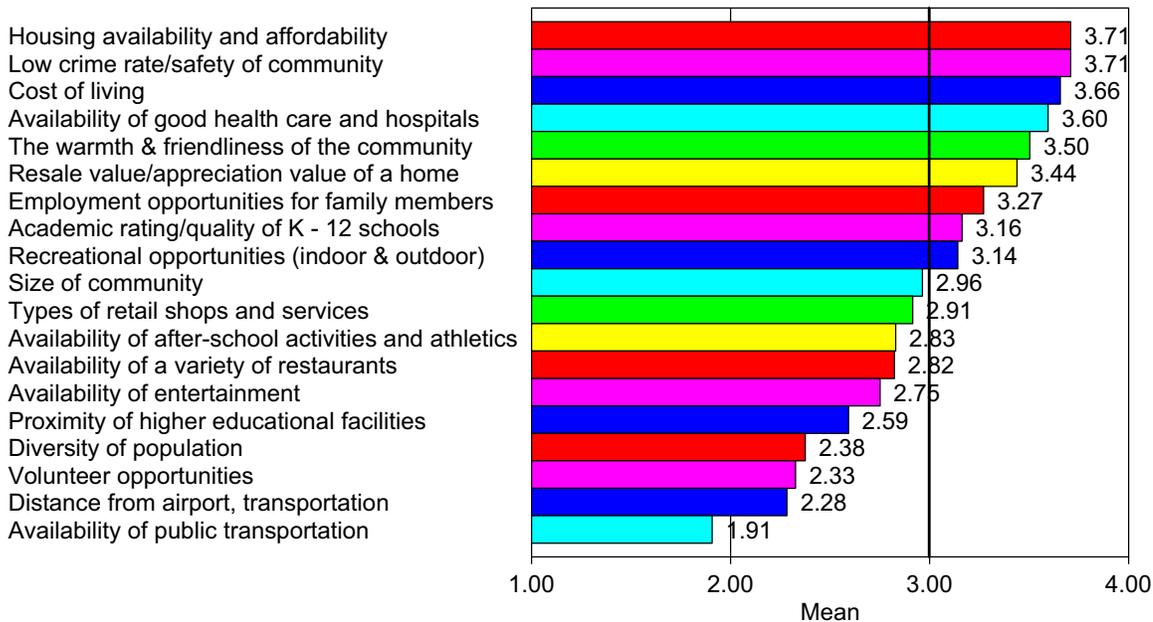


Chart 5b: Important Factors by Location & Home Town Population

Important Factors	Overall 141	Live in Medford?		Home Population	
		Yes 105	No 36	7,500 or less 95	7,501 or more 46
Mean					
Housing availability and affordability	3.71	3.75	3.58	3.72	3.70
Low crime rate/safety of community	3.71	3.72	3.67	3.71	3.72
Cost of living	3.66	3.69	3.57	3.67	3.63
Availability of good health care and hospitals	3.60	3.62	3.53	3.61	3.57
The warmth & friendliness of the community	3.50	3.52	3.44	3.51	3.50
Resale value/appreciation value of a home	3.44	3.45	3.42	3.46	3.39
Employment opportunities for family members	3.27	3.31	3.14	3.27	3.27
Academic rating/quality of K - 12 schools	3.16	3.16	3.17	3.25	2.98
Recreational opportunities (indoor & outdoor)	3.14	3.15	3.11	3.12	3.20
Size of community	2.96	2.95	3.00	2.97	2.96
Types of retail shops and services	2.91	2.98	2.72	2.89	2.96
Availability of after-school activities and athletics	2.83	2.81	2.89	2.91	2.67
Availability of a variety of restaurants	2.82	2.89	2.64	2.73	3.02
Availability of entertainment	2.75	2.80	2.61	2.71	2.85
Proximity of higher educational facilities	2.59	2.62	2.53	2.63	2.52
Diversity of population	2.38	2.40	2.31	2.31	2.52
Volunteer opportunities	2.33	2.34	2.28	2.28	2.41
Distance from airport, transportation	2.28	2.32	2.17	2.16	2.54
Availability of public transportation	1.91	1.92	1.86	1.91	1.91

Chart 6: Other Important Factors

What other factor(s) do you consider important when evaluating a new area?

Do you live in the Medford Area? = Yes

- Your list is pretty comprehensive.
- Is the area growing?
- Most of the decisions I make are based on what is best for my wife and children. In my current state, I do not have a need for entertainment or adult activities. As my children get older that may be something that changes and becomes more valuable to me. What I look for in a new area are the schools, safety of the community, warmth of the community/church and then aggressiveness towards development of the community. I can live in a small, medium, or large city, it really doesn't matter to me the size as long as there appears to be a core group of leaders in the community that is continuously trying to improve the community. I do not want to live in a community that is slowing losing businesses, factories, or population.
- -Quality / availability of general aviation facilities.- Climate- Proximity to public land, hunting, fishing, etc.
- At the time I moved I was just happy to have a job and I would have moved pretty much anywhere. Now I wish I was closer to a university for concerts, lectures, etc. I also wish I didn't have to drive an hour to buy a pair of shoes!
- Appearance of area and job market.
- Church Community
- Public lands for recreation.
- Religious diversity.
- Entertainment.
- The School system, Medical Care, and the ease in getting around the new area to places frequently needed.
- Is this the best job for me? If so, can I live with the community and will it be good for my family?
- Proximity to extended family.
- weather
- Distance from family members.
- Fitness center, day care centers.
- Appearance/cleanliness of community; enhanced 9-1-1.
- Proximity to family members.
- Climate--not too hot.
- Mainly the above.
- Stability of commerce/industry. The existence of a gym or work out facility. The sports and activities offered in an area for children.
- Potential for growth of community. existence of viable industry and jobs to keep people in the community. Not a lot of "diversity" of a community I think is important because it keeps the community close knit and non-threatening.
- Aesthetics, land prices, clean rivers, clean groundwater/drinking water, availability of fresh fruits and vegetables, good churches, open minds.
- Values of the community.
- How the community views the personal and reputation of the business/establishment I plan to work for. It's important to be viewed as reputable/valued in your career setting.
- Job with benefits.
- Housing costs are very important, as are low crime rates-safety & good education in schools.
- Climate.
- Walkable community, strong neighborhoods, adult education opportunities (e.g. art, computer classes.)
- Pet-friendly atmosphere (dog parks, etc.)
- Property taxes.
- Sustain ability of the community.
- Public hunting land and other outdoor recreation availability.
- What types of churches are available in the community or within a short drive. For smaller communities, whether they are flexible and workable or whether they are the type of community that is a "good old boys club."
- Availability of quality care and programs for day care and special needs children/adults. I believe that a Y would be a great addition to Medford provided the membership is priced so that ALL can enjoy it, not just a select few as seems to be the case with a lot of things in Medford.
- Property tax rate. State tax rate.
- Climate.
- How clean the town presents itself, and if the town has a lot of gov. land near by.
- I think a community should look clean and tidy. I would be hesitant to move into a community of the size of Medford if it had a slum area or a lot of empty downtown stores.
- would not leave this area
- Neatness/litter management.
- safety, crime, convenience, traffic,
- Friendliness of the community, population, church organizations and civic groups.

- Churches and availability of housing outside of the city limits.
- The job itself.

Do you live in the Medford Area? = No

- Most of the United States is (at the present) safe from terrorists which is high on my priority list. Opportunity for my children to find employment prior to college and participate in a variety of extracurricular activities at school and in the community.
- The first impression that I get when I go to a new area is very important to me. The appearance of the community. Are the streets well taken care of and is the community clean in appearance.
- Basically, it would all be about my kids. Good schools, safe for them - low crime rates, etc.
- Does the area have a YMCA? Does the area offer high quality youth sporting options? Do the area high schools offer many AP courses? Can my children live at home and still attend colleges/universities? Does the community offer shopping choices (clothes, building supplies, sporting goods, food, etc.). Restaurants, Restaurants, Restaurants!!!
- temps,
- Athletic club with child care! This item drove us to Wausau area to be very honest.
- Employment opportunities in my field.
- Churches that have similar beliefs to my own.
- Environment of my employer.
- Climate, I like the seasonal changes. Cleanliness of the streets, parks and rivers.
- Economic outlook for the community.
- If I were to evaluate a new area, I would consider my hobbies and interests, the cost of living in that area, affordable housing. Recreational activities within an hour drive is a positive.
- Income.
- Condition of highways, winter maintenance of same.

Chart 7: Evaluation of Medford as a Community

	Frequencies:					Totals	Mean
	Strongly Agree	Agree	Disagree	Strongly Disagree			
Medford Eval							
Academic rating/quality of Medford's schools is acceptable	60 42.6%	69 48.9%	11 7.8%	1 0.7%	141 100.0%	3.33	
Sufficient after-school activities & athletics are available	34 24.3%	97 69.3%	8 5.7%	1 0.7%	140 100.0%	3.17	
Housing is available and affordable in Medford	17 12.1%	103 73.0%	19 13.5%	2 1.4%	141 100.0%	2.96	
The cost of living in Medford is acceptable	15 10.6%	106 75.2%	17 12.1%	3 2.1%	141 100.0%	2.94	
Home resale value/appreciation in Medford is acceptable	8 5.8%	106 76.3%	23 16.5%	2 1.4%	139 100.0%	2.86	
Medford is a safe community	47 33.3%	92 65.2%	2 1.4%	0 0.0%	141 100.0%	3.32	
The population of Medford is diverse	1 0.7%	70 49.6%	59 41.8%	11 7.8%	141 100.0%	2.43	
Proximity to airports/other transportation is acceptable	4 2.8%	99 70.2%	38 27.0%	0 0.0%	141 100.0%	2.76	
Employment is available for other family members	6 4.3%	88 62.4%	45 31.9%	2 1.4%	141 100.0%	2.70	
Entertainment options are acceptable	2 1.4%	78 55.3%	55 39.0%	6 4.3%	141 100.0%	2.54	
Medford seems friendly and accepting of new residents	12 8.5%	93 66.0%	35 24.8%	1 0.7%	141 100.0%	2.82	
Medford is about the right size for me	20 14.2%	90 63.8%	30 21.3%	1 0.7%	141 100.0%	2.91	
Public transportation options are acceptable in Medford	1 0.7%	66 47.1%	63 45.0%	10 7.1%	140 100.0%	2.41	
Recreational options are acceptable in the area	13 9.3%	102 72.9%	22 15.7%	3 2.1%	140 100.0%	2.89	
The restaurants in Medford are acceptable	4 2.8%	55 39.0%	64 45.4%	18 12.8%	141 100.0%	2.32	
The homes & businesses in Medford are well-kept	11 7.8%	123 87.2%	7 5.0%	0 0.0%	141 100.0%	3.03	
The variety of retail shops/services in Medford are acceptable	1 0.7%	62 44.0%	71 50.4%	7 5.0%	141 100.0%	2.40	
Volunteer opportunities are acceptable in the area	8 5.7%	122 87.1%	9 6.4%	1 0.7%	140 100.0%	2.98	
I can access higher education opportunities in the area	2 1.4%	83 59.3%	52 37.1%	3 2.1%	140 100.0%	2.60	
Personal enrichment opportunities are acceptable	1 0.7%	79 56.4%	56 40.0%	4 2.9%	140 100.0%	2.55	

Chart 7a: Medford Evaluation in Descending Order

Medford Eval

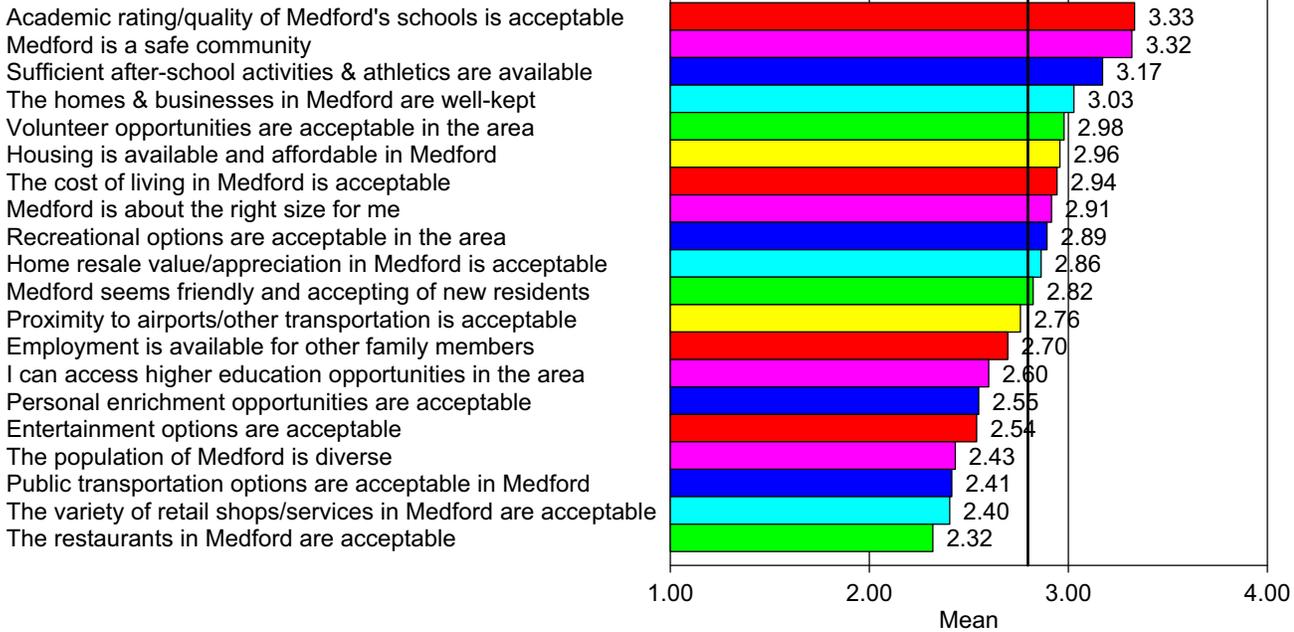


Chart 7b: Medford Evaluation by Location & Home Town Population

	Overall 141	Live in Medford?		Home Population	
		Yes 105	No 36	7,500 or less 95	7,501 or more 46
Medford Eval					
Mean					
Academic rating/quality of Medford's schools is acceptable	3.33	3.36	3.25	3.40	3.20
Medford is a safe community	3.32	3.37	3.17	3.29	3.37
Sufficient after-school activities & athletics are available	3.17	3.20	3.08	3.22	3.07
The homes & businesses in Medford are well-kept	3.03	3.06	2.94	3.02	3.04
Volunteer opportunities are acceptable in the area	2.98	3.01	2.89	2.94	3.07
Housing is available and affordable in Medford	2.96	2.96	2.94	2.91	3.07
The cost of living in Medford is acceptable	2.94	2.90	3.06	2.92	3.00
Medford is about the right size for me	2.91	2.97	2.75	2.94	2.87
Recreational options are acceptable in the area	2.89	2.88	2.94	2.89	2.89
Home resale value/appreciation in Medford is acceptable	2.86	2.87	2.83	2.89	2.80
Medford seems friendly and accepting of new residents	2.82	2.81	2.86	2.83	2.80
Proximity to airports/other transportation is acceptable	2.76	2.77	2.72	2.79	2.70
Employment is available for other family members	2.70	2.72	2.61	2.68	2.72
I can access higher education opportunities in the area	2.60	2.61	2.57	2.62	2.57
Personal enrichment opportunities are acceptable	2.55	2.57	2.50	2.61	2.43
Entertainment options are acceptable	2.54	2.52	2.58	2.57	2.48
The population of Medford is diverse	2.43	2.37	2.61	2.53	2.24
Public transportation options are acceptable in Medford	2.41	2.37	2.56	2.40	2.43
The variety of retail shops/services in Medford are acceptable	2.40	2.36	2.53	2.45	2.30
The restaurants in Medford are acceptable	2.32	2.25	2.53	2.41	2.13

Chart 8: Major Strengths of Medford

In your opinion, what are the major strengths of the Medford area?

Do you live in the Medford Area? = Yes

- Have a fair amount of manufacturing jobs.
- Medford is a safe community.
- Industry, quality education, friendly community.
- Quiet community. Family oriented. Diversification of manufacturing.
- People, schools, health care, outdoor recreation.
- Schools and public safety.
- Safe community and good schools.
- Small town appeal but it has major employers and enough diversity in the service industry so you have a few choices and enough retail options so don't HAVE to drive 40 miles to get something if you need it right away. Also, we have a very nice park and nice golf courses.
- Country setting.
- Good schools, adequate health care in town or available within an hour drive, access to outdoor recreational opportunities.
- The number of employers in the area , the community is safe and the school system is good.
- Small friendly community.
- Friendly community, ample industry, safe community.
- School system and extra curricular events. Manufacturing industries offer many employment opportunities.
- Many opportunities for children/family activities for a small city.
- Good schools, outdoor recreation, friendly people, good job opportunities, safe.
- Small town friendly atmosphere.
- Medford offers people a close knit community with a safe environment. Young people are offered opportunities, which some living in larger cities may not be options due to cost. These include sport teams which do not cut people, sports, which are high price tags in large cities, are more affordable here...such as golf, hockey etc. The parks and recreational trails are an asset and enjoyed by all who take advantage of them.
- Small town atmosphere, feel safe walking the streets at night.
- The school systems and the safeness of the community.
- Small town friendly.
- The community is safe and a good place to raise a family. We are involved in the community and enjoy being part various organizations. The number of jobs available and the cost of living is a positive.
- Small town atmosphere, friendly (to a point.)
- Religions, medical and educational (K-12) along with being able to access natural areas.
- Recreation, somewhat job opportunity.
- The major Strengths are leader with vision for the future, a good school system, and Medical care, well managed governmental unit in terms of the city. Good responsible dedicated leadership in the city.
- Low crime rate and education.
- Small safe community.
- Friendly community
- Nice Area
- businesses, churches
- Size, safety, schools.
- Pleasant downtown, nice people
- There may be more gossip, but you wouldn't find the closeness of a community in a big city. When there are people in need everyone comes together. There is a lot to be said for a small community that allot would not give up for anything. I think people like Medford. You cant always have everything.
- school and hospital
- Schools, people, small-town feel with some bigger town amenities.
- school system, low crime rate
- Our schools and our small community environment
- Clean community in a beautiful setting.
- Small town atmosphere that is friendly.
- The people, jobs, schools, churches, out door activities.
- For a small town, there are a lot of well educated, generous people who volunteer a lot of their time and talents and cash in making things happen. There is a great work ethic here and people support their children's activities. There are 2 gyms here and a large percentage of the population is seen working out, walking, engaging in outside activities, businesses have wellness programs, community has become more wellness focused and that is unusual for a town this size.
- Medford residents are friendly for the most part. Schools are good. We have been fortunate to have generous individuals give their support back to the community, in time and money.
- great school systems small town feeling fair amount of job opportunities

- Strong industrial base and availability of employment. Lots of opportunity for outdoor recreation year round. Proximity to lakes, parks, cross country ski trails. Low illegal immigrant population. Good hard working people with traditional values.
- Size, people, beauty,
- 1) K-12 schools - very good academics (must be sure not to cut academics if budgets become tight, otherwise Medford's strength will easily become a weakness.) 2) The values of the community are strong and positive - very hard working. (I'm glad the strip club burned down; It wasn't contributing positively to Medford's persona.) 3) Beautiful countryside (Would recommend a screen of trees or something to block the less than desirable from Hwy 13's view - i.e.: junk yards, possibly the mink farms.) 4) Love the CLC after-school program. 5) Like the fact that there is a hospital and clinic right in town - very convenient.
- We all know each other and share the hidden truths behind what our teens have been up to.
- The friendly community, and growing ability
- school system, housing, medical care, nice home town to raise your children
- Medford is a safe community with good schools.
- It does not suffer from the negative influences a larger city, or a community in range of a bigger city, brings.
- Friendly community, strong economic base, excellent health care, involved citizens, farmers' market
- Walmart
- Industry
- when in a pinch, you can get most things needed in this city.
- Friendly people that care about each other. Great size. Fantastic school system.
- Contributions and work by individuals have updated important structures in the community. Medford is ready for growth.
- Medford is a small town, with the ability to have a safe environment. It has affordable housing and recreational activities.
- Sense of faith-based community, design and ease of use of hospital / clinic / walk-in clinic.
- Size of the community
- People are very nice.
- Amount of jobs provided vs. number of people living here
- Good school system, good place to raise kids, low-cost, low-crime, those advantages that come with a smaller community (no traffic, more relaxed environment, easier to get to know people)
- Its small size, cost of living, and proximity to hunting and fishing.
- Medford has been very strong economically. There seem to be an abundance of jobs available; although, I don't think it's as strong as it was 10-15 years ago. There are a lot of things available in Medford, for this size of community, and things that are not available are a short distance away.
- The major strengths of Medford are the number of jobs available within the city. The numerous churches are also a plus. The town, for the most part, is pleasing to the eye. The library is also very good.
- Strong industrial base with job opportunities.
- cleanliness. thriving businesses
- Small town with some mid-size attributes such as a library, fire station, shopping, etc.
- Close to nature
- the calm and friendly environment, and the low population.
- Medford has a very good school district and activities for kids
- The fact that it is small is a strength. People know their neighbors and are friendly. The schools here are excellent with plenty of activities for the kids.
- Size; Location; Number of employers; The library
- safety friendliness convenience community pride little traffic good schools affordable housing easy to get involved and participate in activities for kids and adults
- It's a small town with a lot to offer, public library, good schools, etc.
- Friendliness of the people, good school system.
- Good schools and caring community.
- Employment, health care.
- The industry here.
- Its a friendly community concerned with the well-being of others, it tries to offer services with a personal touch in the area businesses. Though we are a small populated county, we seem to have much available in terms of services provided by business, schools (pre-school through tech. school classes).
- Friendliness.
- I like the size, health care facility available nearby.
- Location, love the north woods, hospital.
- Smaller community with low crime rates, affordable housing, great health care, and friendly people.
- The people.

Do you live in the Medford Area? = No

- The people.
- The smaller city areas appeal to me more than large cities. Medford also seems to be growing at a consistent rate.
- Strong Industrial base, lots of opportunity.

- It is a clean, nice community. I like working in Medford. I think it's great that they open things up to the surrounding areas like their Youth Football Program. Even though my son goes to Rib Lake, he is given the opportunity to play in Medford's football program. I think that is awesome!
- Huge potential.
- Progressive government (city, county), good workforce,) friendly people.
- Nice people.
- Size and attitude.
- Several job opportunities.
- Hard-working, well-educated work force.
- It has a small town atmosphere.
- Friendly community (initially) and connectivity of community to the local high school and its activities.
- Small town feel
- The people in the community
- friendly community members, many good school extracurricular activities, retail shops
- Don't live here, not sure
- Good work ethic for the most part. Job opportunities for general labor.
- close knit community. Nice size of town. Good schools. Good employment opportunities. Good people
- health care facility; outdoor activities-parks/pool
- a lot of businesses
- Has a lot of manufacturing facilities.
- Safe community, attractive city, friendly community.
- Industry, Churches, Good Schools. I would like to mention that for questions 13 & 14, I do not volunteer my time and money in my 'city of residence', however, I do volunteer and contribute in the city of Medford - another reason why we should move here.
- Good health care, good schools.

Chart 9: Major Shortcomings of Medford

In your opinion, what are the major shortcomings of the Medford area?

Do you live in the Medford Area? = Yes

- Doesn't seem to draw in new well paying business's, or companies. Expanding the manufacturing sector, which in turns draws more people to the area.
- Medford is a very clicky community. The clicks that exist do not make an effort to involve other individuals unless it is for their benefit. This is one of the reasons the Medford community has a hard time finding individuals to volunteer for special events. Another shortcoming of the Medford area is the personnel of the education system. A majority of the teachers are still fighting to resolve a contract that has been voted on and accepted. Another shortcoming is the unfair treatment that our children receive in the school system if they are not involved in sports. Athletes cheating in academics and drug testing is overlooked.
- Activities for young adults 18-21.
- Lack of retail shopping for clothing and household goods.
- limited post secondary education, Limited Athletic Facilities
- restaurants variety
- No very friendly to new people or former residents that come back. It is a very clicky community especially to outsiders. It is not receptive to new ideas. Businesses in town have lost the meaning of customer service.
- 1) Some county / town roads are really horrible.
2) The city fails to see its own potential, leverage its own resources and market itself appropriately.
3) We have a beautiful river flowing through the heart of town yet each side of the river has tired old buildings that are currently for sale.
4) We have a tremendous airport given our size, yet we have one of the worst terminal buildings in the state and we don't use the airport as a way to get pilots to land, explore the area and spend money in the community.
5) It seems that there's always something going on in Medford, but never something going on to draw people in from outside the community.
6) The fairgrounds are uninspiring, cramped and under-utilized.
- clicky. not including new residents to join in
- Would like more retail stores, such as shoe and clothing stores and Walmart is not what I am looking for.
- Concerts, lectures and educational opportunities are scarce. Sit-down dining experiences are quite limited by number as well as by choices of cuisine. The area does not seem to be particularly diverse ethnically. Shopping is limited. There is limited public transportation and really nothing available outside the city limits.
- Variety of restaurants
- Retail store options. Want to shop Medford first but personal needs, selections and sometimes prices warrant people to shop out of town. Not much selection when it comes to restaurants.
- Population could be more diverse. More retail shops would offer better competition.
- Very clicky!!
- Not enough restaurant or shopping choices, is a long ways from a large airport for when I travel, it is cold, but don't think that can be changed.
- Lack of grocery shops available
- Not a variety of choices for folks who come from larger communities and are used to such as a choice in utilities, stores, restaurants etc. It all depends on what folks are used to when they move to Medford. If you are used to a small town, you still look for certain main things such as schools, hospitals, housing ect, but may not mind a small choice of restaurants or shopping as you are used to limited choices and realize it is not the end of the world.
- Distance from larger shopping areas, limited choice of stores; i.e., only one grocery store...not competition for pricing. No specialty stores; i.e., shoe stores.
- Size, distance to major cities and shopping opportunities.
- more retail competition.
- When we moved to Medford 20 years ago the schools and facilities were some of the best in the area. That is no longer true today. Our community does not offer the same facilities that many other communities have added over the past 20 years. Merrill has 2 field houses and 2 performance centers Medford has none. The city Pool and parks need to be upgraded. Affordable housing needs to be created to help working families reside within the city of Medford.
- Lack of diversity with people, entertainment, etc.
- open posting of positions that would allow locals and family members who have moved out of the area an opportunity to apply for positions
- Small town, not enough privacy, not enough shopping and restaurants.
- Medford is a hard place for newcomers to feel welcomed by society in the city. They usually gain address and knowledge through their employer/employment but neighborhoods are clicky, and it can be tough to fit in. If a newcomer asks for invitation for membership in clubs, etc., that will work, but invitations aren't freely given. It can be hard to settle in.
- Conservative political leadership, non-progressive community, no competition for area businesses i.e. one grocery store.
- People are not friendly, the high taxes, resale of homes.
- Nothing to do - same ole restaurants.

- Culture Taxes way too high for public service
- COST OF LIVING! Decisions made by local government are a short sighted or benefit a select few.
- very "clicky" community. Hard for people to come into
- Restaurant options-other than standard fish, chicken, steak. Need to travel for some clothing diversity (may be an enjoyable option at times) , travel to airports (not too far though), college educational activities or do them online, some travel to major activities (nice diversion at times anyway.)
- The restaurants are good, but more ethnic restaurants would be nice
- We need more shopping areas. And something for the kids to do other then sports. More family orientated things. We need people to get more involved because we are a small town people should trust each other a little more.
- Cost of living is to high in the area, School system, "Good old boy system" seems to be everywhere in this town.
- need better restaurants, for breakfast sit down meal on the weekday there are only 3 choices, that is terrible, need more chain restaurants, need more fast food options
- Lack of programs for kids - like a YMCA.
- no major clothing and footwear retailers, places to eat such as an Applebees, Olive Garden, etc.
- Job opportunities with chances for advancement and competitive salaries.
- Can't buy quality clothes and shoes in Medford. Only one grocery store. Fine dining availability is very limited.
- Lack of restaurants and nightlife activities.
- Few choices of restaurants, and shopping especially groceries.
- Would like to see more options for eating out, a field house would be a great addition so that we could attract more major events to the area and we should be more active in recruiting other businesses and commerce to the area.
- Shopping is lacking; restaurants are okay, but need more variety and competition. Property taxes and assessments are high.
- Shopping and restaurants.
- Proximity to shopping, but not so important especially with on line shopping so available. Having just one grocery store is a negative especially since their produce section is so dismal. Other than that not really any significant short comings.
- Lack of available good priced land, too many non-residents with vacation properties, Super-Walmart, Not very diverse dining options,
- 1) The variety of retail (suggest: Kohls, Menards or Home Depot) 2) The variety of restaurants (suggest: Olive Garden, Red Lobster, Applebees) 3) Employment options for spouses lacking severely (unless they want to work in a factory or drive a truck.) 4) Limited nightlife/entertainment activities (most of what I've experienced involves lots of drinking.) 5) Social clubs for the betterment of oneself and/or sheer enjoyment of a common interest. 6) Kids sports & enrichment activities tend to be scheduled in the late afternoon, which is nearly impossible for our children to participate because both of us parents are working (one of which is out of town because the spousal employment opportunities are low here.) 7) The length of time a Medford home is on the market is too long; It's been well over year or two now for some.
- Disappointed in the high school system. The kids during school hours and at sporting events are allowed to drop the f...bomb as if it is normal language. It is embarrassing to go to after school events. Don't feel welcome. Too much emphasis on winning and not enough on sportsmanship. Come on...that's not what I am struggling to teach at home. It is the easy way out for teachers as is suspension from school. Teachers need to be creative and take responsibility also. I am a taxpayer and it would not bother me a bit to pay taxes to another school district.
- Recreational buildings and parks are subpar compared to that of even smaller communities. The lack of entertainment opportunities and dining is minimal. Really no classy dining establishments.
- Restaurants. But I live here because I want too and don't need the other stuff. I can drive if I want
- Sometimes too small & some people can be close minded -gossip.
- It does not benefit from the opportunities and influences a larger city, or a community in range of a bigger city, brings.
- Shopping (e.g. shoes, clothes) is very limited. Entertainment is limited. I miss diversity.
- There seems to be a big gap in the socioeconomic classes in Medford, and an unwillingness to mix with each other.
- Local Support and Promotion of local community
- residents should not be "expected" to shop here. one grocery store for a city this size is foolish.
- Lack of a qualified workforce. The workforce can only maintain the current employment and is not sufficient to support growth.
- Medford lacks a family restaurant without a bar, such as a ""Culvers," and it lacks quality shopping opportunities, with good competition on pricing.
- Lake Woa-be-gone mentality - "All the children are smart and all the ladies are beautiful." With this thought in mind, our schools teach to the middle and do not provide enough opportunities or support for either end of the academic spectrum - special needs or gifted students. The community is not aware enough of what is actually happening in the school system. Most community members are comfortable with status quo having never experienced a higher quality of expectations from a school system.
- The Medford Chamber of Commerce and other decision makers seem to be close minded. They like Medford to keep the status quo.
- Not enough restaurants or shopping.
- Higher quality after hour entertainment, clubs, eateries
- Disadvantages of small-town living: Not as many options for entertainment, dining, services, etc. Have to drive further for some things. Off the beaten path, so not close to major airport and other amenities available to those in larger communities.

- If you get a taste at all of local politics, Medford is very much a "home boys club". There seems to be too much stock put in who you are, who you know or how much money you make. This makes it somewhat of an unwelcoming atmosphere for newcomers, or outsiders to the community. Businesses that don't have enough competition, I think, may have necessarily high prices. For example grocery stores, things were much better when we had two. Now that we only have one, I think many of that stores' prices are higher than if I shopped elsewhere. That situation will be rectified soon; however, if businesses want us to buy local, why do they stick it to us? I will say that is not always the case. I try to buy local and most of the time find great service at competitive prices.
- The major short comings of Medford are the lack of current employers and their willingness to employ anyone with a disability. Other than BRI, the number of jobs for disabled people is extremely low. The fact that we only have one grocery store is also a shortcoming. There is no competition and you can save quite a lot of money even considering the price of gas by driving out of town to grocery shop. The selection and price of good quality clothes for professional personnel leaves much to be desired. You do need to go out of town for professional level clothes as well as clothes for special occasions such as weddings, special anniversaries, etc. While Medford does have sports for all age groups, the cost associated with those make it again, more of a rich kids sport, not everyone can afford to pay several hundred dollars for the Pop Werner football program for example. Medford is perceived as a have or have not town and this is very evident in the schools, school programs, places of employment. The selection of restaurants needs to be improved.
- Lack of Grocery stores.
- Not enough retail businesses and competition, example shoe store, clothing stores, grocery stores
- Taxes are high, large blue collar community, to many night life establishments.
- Too much emphasis on school-sportsClosed mindedness at times
- There is not a lot of things for people to do except go to the bars in the evening if they are not involved in sports.
- Not enough variety for restaurants, and that we only had one grocery store who raised there prices way to high-made me shop out of the area.
- Not enough variety in restaurants and "night life". We have many restaurants, but they are all basically the same. We have a newspaper that is good at reporting the kids sports, but it is otherwise filled with mostly useless opinions about nothing. There is no national or state stories, and the ads are usually too late for what event is planned.
- only one grocery store
- No cultural center: Few positive organized activities for youth
- Lack of good restaurants with variety, lack of good shopping, no university close by, far from airport.
- Only one major type of industry, needs more advanced education programs, associate/bachelor degrees.
- Location away from major shopping stores.
- Shopping and restaurants.
- Shopping, restaurants.
- Lack of good paying jobs to keep the young people here. There is no competition. All employers keep wages and benefits very close. It seems all retail businesses in Medford (including gas stations) charge more than the surrounding area businesses.
- You have to travel a ways to get a variety of products and discounts that a Farm and Home or Klingbeil's would not offer. Having one major grocery store in town means not getting the lowest price but the only price unless you shop out of the county.
- Lack of diverse restaurants, shopping.
- Shopping diversity.
- Small town, cliques, etc., Little diversity, a lot of stereotyping and racism, shopping is very limited (hard for the wife.)
- Rural community with limited resources around marketing the area.
- The cliques.

Do you live in the Medford Area? = No

- I am interested in college level courses from the university system.
- As most smaller areas the option for some types of night life are quite limited.
- I really don't have a any major issues with Medford, just don't want to move the kids
- I think Medford could use a nice dance club. We love to dance and other than the hangouts for young singles, there isn't a nice place to go dancing.
- All items over priced when compared to Marshfield and Wausau areasPeople here believe they are worth more profit than any one else
- Employment opportunities aren't diverse enough. Medford needs more companies that do something other than manufacture products. Everybody knows everyone, it is difficult to be accepted
- lack of good paying jobs
- No athletic club with child care. Distance from shopping mall with scale. No college or pro sports close.
- Fear the Walmart could knock out some of your business that have supported your community through all the years.
- Proximity to an airport and retail. Perhaps an over-dependence on Manufacturing jobs.
- Housing and job opportunities.
- Distance to an airport. If you are not from this area, it is difficult to get involved in clubs and organizations until you know someone -- these organizations need to be inviting new people in rather than waiting for them to become accepted elsewhere in the community.
- unsure

- Don't live here, not sure, but in my opinion, the community/school system is larger than what we want to raise our children in. It's just a personal choice.
- Building sites minimal in the city limits. Would like city boundaries expanded and keep rural areas from being built up. I like wide open spaces and our rural community is getting built up with homes on an acre or less. I oppose mobile homes and the junk that goes with them, setting anywhere.
- I can't think of any right now.
- overall it is fine
- People are not all that friendly.
- Poor transportation options, could use more employment opportunities that pay higher than minimum wage.
- Taxes seem high. That's why my husband doesn't want to move!
- Need more grocery stores to promote some competitive pricing.

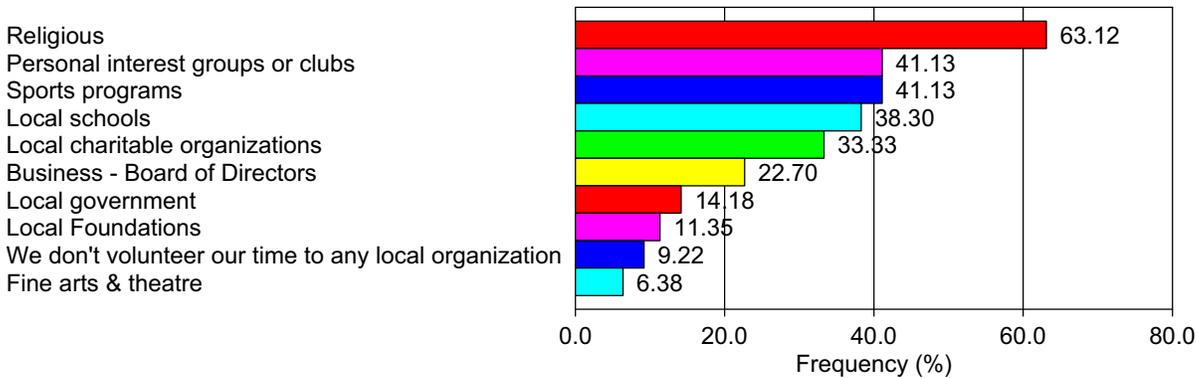
Chart 10: Organization(s) Where Time is Volunteered

In your city of residence, for what organizations do you or your family volunteer time? (Check as many as apply.)		
Religious	63.1%	89
Personal interest groups or clubs	41.1%	58
Sports programs	41.1%	58
Local schools	38.3%	54
Local charitable organizations	33.3%	47
Business - Board of Directors	22.7%	32
Local government	14.2%	20
Local Foundations	11.3%	16
We don't volunteer our time to any local organization	9.2%	13
Fine arts & theatre	6.4%	9
Totals	*	*

* Note: Multiple answer percentage-count totals not meaningful.

Chart 10a: Volunteer Time

In your city of residence, for what organizations do you or your family volunteer time? (Check as many as apply.)



* Note: Multiple answer percentage-count totals not meaningful.

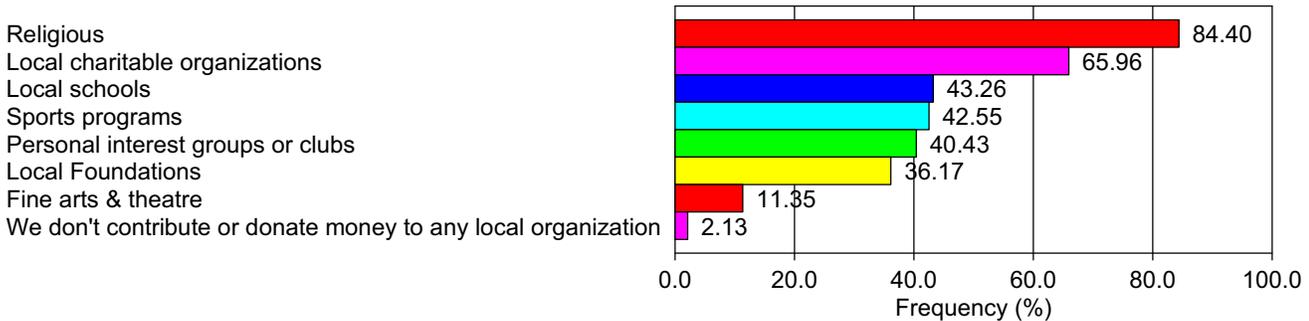
Chart 11: Organization(s) Where Money is Donated

In your city of residence, for what organizations do you or your family donate money? (Check as many as apply.)		
Religious	84.4%	119
Local charitable organizations	66.0%	93
Local schools	43.3%	61
Sports programs	42.6%	60
Personal interest groups or clubs	40.4%	57
Local Foundations	36.2%	51
Fine arts & theatre	11.3%	16
We don't contribute or donate money to any local organization	2.1%	3
Totals	*	*

* Note: Multiple answer percentage-count totals not meaningful.

Chart 11a: Donate Money

In your city of residence, for what organizations do you or your family donate money? (Check as many as apply.)



* Note: Multiple answer percentage-count totals not meaningful.

Chart 12: Age

How old are you?		
24 & younger	1.4%	2
25 - 39	24.1%	34
40 - 64	73.0%	103
65 & over	1.4%	2
Totals	100.0%	141
Mean		47.01

Chart 13: Gender

Are you?		
Male	41.1%	58
Female	58.9%	83
Totals	100.0%	141

Chart 14: Presence of Significant Other

Does another adult (significant other) live with you?		
Yes	92.2%	130
No	7.8%	11
Totals	100.0%	141

Chart 15: Presence of School Age Dependents

Do you have school-age dependents living with you?		
Yes	44.7%	63
No	55.3%	78
Totals	100.0%	141

Chart 16: Respondent's Home Community Size

What was the population size of the community where you grew up?		
7,500 or less	67.4%	95
7,501 - 40,000	11.3%	16
40,001 - 100,000	8.5%	12
100,001 or more	12.8%	18
Totals	100.0%	141

Chart 17: Respondent's "Significant Other" Home Community Size

What was the population size of the community where your significant other grew up?		
7,500 or less	60.3%	85
7,501 - 40,000	12.8%	18
40,001 - 100,000	5.7%	8
100,001 or more	14.2%	20
Not Applicable	7.1%	10
Totals	100.0%	141

Chart 18: Respondent Position Level

Which of the following best describes your position?		
Upper management	13.5%	19
Middle management	52.5%	74
Other	34.0%	48
Totals	100.0%	141

Chart 19: Respondent's Employer

	Overall		Position					
			Upper management	Middle management	Other			
With which company are you employed?								
Weather Shield	2.1%	3	5.3%	1	2.7%	2	0.0%	0
Kraft Pizza	15.6%	22	31.6%	6	12.2%	9	14.6%	7
Marathon Cheese	0.7%	1	0.0%	0	0.0%	0	2.1%	1
Memorial Health Center	42.6%	60	15.8%	3	37.8%	28	60.4%	29
Hurd Windows & Doors	9.2%	13	15.8%	3	12.2%	9	2.1%	1
Medford Public School District	3.5%	5	15.8%	3	1.4%	1	2.1%	1
Phillips Plastics	9.2%	13	5.3%	1	12.2%	9	6.3%	3
County of Taylor	9.9%	14	0.0%	0	13.5%	10	8.3%	4
Medford Coop	7.1%	10	10.5%	2	8.1%	6	4.2%	2
Totals	100.0%	141	100.0%	19	100.0%	74	100.0%	48

Chart 20: How to Overcome Medford Shortcomings

What should be done to overcome the major shortcomings?

Do you live in the Medford Area? = Yes

- I believe it will be very difficult to dissolve the clicks in this community. As far as the personnel in the education system we need to have an individual (not Steve Russ) that is not a yes person. This person should monitor the personnel and document the negativism and offer alternative employment so our children do not have to deal with these issues in school.
- Roller skating rink, mall, etc.
- Encourage additional retail clothing, household.
- Build a Field house. Continue to work with NTC and perhaps UW-MC to expand offerings in our area.
- Establish a group of individuals to grow the community by bringing alternative restaurants, retail stores, industrial facilities. Establish a 3 - 5 year plan that includes specific goals for bringing in businesses. I think bringing in respected and established chain type of restaurants and retails stores will make the community more attractive and people may want to stay or move to Medford. Bringing in new people in the community will bring in fresh and diverse ideas that will inevitably lead to development of the community.
- 1) Create a prioritized road improvement plan and address the worst roads first. Maybe we've got this already and the roads I drive just happen to be coming up next.
- 2) I was told that Medford once called itself the heart of Wisconsin. I don't know if that's true, but it sure sounds good. It's the mfg. center in this area, a jumping off point for the national forest, snowmobilers, fishermen, etc. These people pass through town and view it as just another wide spot in the road. Leverage the idea of being the gateway to recreational areas (north woods, Chequamegon, etc.). Suddenly Medford has meaning.
- 3) Research what other small towns have done to revive their downtown, including getting government grants. Use those ideas and that money to leverage the downtown river section and improve the "historic" down town.
- 4) Two things for the airport. First: a courtesy car. It's a common practice and it allows pilots to go into town and spend money in the community. Without that, pilots are trapped and all they can do is buy gas. Second: expedite the building of a new terminal.
- 5) Focus all events on drawing people in from other communities. Coordinate the timing of the events and focus on special interest groups. For example, Eagle River has an "antique engine" show. I don't know what goes on but anyone within 200 miles that's interested in "antique engines" shows up. The Strawberries & Cream festival is great for people who live here but people aren't going to drive from Wausau to see it.
- 6) Move the fairgrounds. Design them so they have a curving, interesting layout. The perfect spot for the fairgrounds is across from the airport. There's a lot of unused land. This also gives you the opportunity to tie two resources together so every event held at the fair grounds becomes another "fly in" event at the airport and every fly in event can spill over into the fair grounds. The two resources draw on each other and grow. As for the current fairgrounds, I'm sure you can court some business to take up residence at the busiest intersection in town.
- Small town traits are hard to change.
- Bring in some department stores like a Kohls or J.C. Penney and a shoe store.
- I wish I had some answers!
- Would Applebees come to a community the size of Medford?
- Diversity is beginning to improve with the Hispanic population in the surrounding areas, but an even more diverse community is still needed. Walmart will help with competitive pricing among retail businesses.

- more shopping and dining choices would be nice.....as would affordable transportation to larger airports.....such as St. Paul.....However, I am not sure the community is large enough to sustain the above recommendations. I like a small town in a rural area, but like with everything there are strengths and shortcomings; and limited shopping, dining and entertainment is probably something that has to be sacrificed to live in a nice, safe small community with a lot of outdoor recreational activities available.
- Need more stores so there's more competitive pricing.
- It appears folks moving to Medford from larger cities are the folks who seem to have the hardest time moving to a smaller town. I think more choices for shopping and restaurants would be the first thing to come to mind. It would be nice to have a slight step up in the stores...no more dollar type stores...some named brand one would help along with a larger group of restaurant choices. The school are good however...a field house would help with be another promotional item to attract new comers.
- Make it more attractive for new businesses to start up here.
- Increase the shopping opportunities in the area.
- Attract new business.
- The first step is to identify and accept the short comings within the community. If we don't admit we need to change and improve I'm not sure the community will be willing to make the necessary improvements. Too often I hear it's been good for the past so why do we have to change. I have even had members of the community tell me if I don't like what we have in Medford I should move. I'm not sure that is the best way to grow Medford.
- Try to attract more diverse businesses and people.
- Job fairs for more than entry level positions, catalog of resumes of family members that would like to move back to the Medford area.
- More jobs, more population leads to the above.
- I thinks clubs and organizations who want new membership should develop a more open and friendly extension of membership invitations. I think that neighbors need to know their neighbors again, and overall, develop a sense of community that is inclusive of all.
- Change meeting times of county and city leadership meetings to encourage younger, professional involvement as well as ability to run for board positions.
- A more comprehensive welcome to Medford package, more than just a pamphlet and a free pencil, having someone to talk to when moving into the area would be very helpful. This would give new people someone to go to if they have questions on the local community, like when is sign up for sporting events for children, where to go for other activities like stamping, sewing, softball, etc....
As for the taxes, everyone needs to pay there fair share in order for a community to run, but the value you have on homes and tax rate is higher than any where else that I have lived. The money I would have saved on taxes and having my holding tanks pumped out every 4 weeks would cover the cost to commute from outside of this area.
When it is time to move I know that I will have to sell my house back to my company because everyone I know that has worked here has not been able to sell there house. And if I would have known this I would have moved to a more conducive area for resale of homes.
- More variety for shopping/eating/entertainment/employment.
- I don't feel I get my tax value. School is a burden on my family.
- (Cost of Living) - Be more competitive with surrounding areas Adopt more policies to regulate and hold local government accountable for their actions.
- Local college degree options via Interactive TV? Could another diverse restaurant survive? Continue wide variety of events in the community -- dance, performing arts, sled dog races, Perkinstown tramp, snowmobile, summer events and festivals
- Support of new business.
- Get more shopping here, maybe with Walmart this will encourage more to come, more clothes shops, more of everything.
- Develop more programs for kids - bring in a YMCA.
- Bring in more major retailers. With the number of school and recreational sports offered in Medford, you can't buy walking, running, football, soccer, etc. shoes at Kmart or Walmart!
- We need to continue to get more industry and business to locate in the Medford area.
- Better shopping and dining opportunities.
- Recruit some interested individuals interested in opening 1 or 2 nice restaurants or supper clubs. Perhaps offering a grant or financial assistance if necessary.
- Encourage these types of businesses to open here.
- Medford needs to grow. In order to continue to attract professionals to the area there needs to be more offerings for shopping, restaurants, and family opportunities. Jobs are important; but the value of family life exceeds.....there needs to be a balance.
- Bring in business that will being in job opportunities.
- Better produce at the grocery store and that really is my only complaint about this area believe it or not. I am from the east coast and I absolutely love Medford and the mid west in general. No plans to move back east.
- Triple property taxes for non-resident land owners. Make Walmart payback all that money we gave them-then shut them down. Offer some incentive for a really good Italian place or Brew pub or something. A place with blackened Friday fish options would be nice.
- 1) Do not allow more discount/dollar stores into the area - unless of course Medford opens a Premium Outlet Mall for Old Navy, Macy's, Adidas, Liz Claiborne, etc. (A Premium Outlet Mall could be a large enough draw to bring people here from the surrounding cities, i.e.: Eau Claire, Wausau. . . . Could be a good year-round revenue for the community.) 2) Solicit a

branch of a large corporate organization here that would establish research, engineering, distribution, and a sales force here - perhaps a optical company that builds/sells rifle scopes? or a medical device company.... 3) Solicit a large university and convince them to open a satellite campus that would require dorms for their students here (college students will have money to spend in the community, and the motivation to work the retail/service establishments that are having a tough time filling customer service positions.) 4) Does Medford control how many new construction building permits are issued per year? Does it have a Smart Growth plan? Does it have ordinances regarding mobile home parks, the upkeep of residential or business properties, or the number of non-functioning vehicles allowed in a yard? - I have heard recently, on two occasions, that people fell in love with a home in a nearby community, but decided not to purchase because the appearance of the community/town was embarrassing. 5) Would suggest that the city/county actively solicit people to move/live here - a nice brochure with beautiful photography should be developed - utilize a professional agency so the copy is compelling and have a tactical sales plan. Revamp/update the web site too; it needs to project a greater sense of progressiveness.

- The teachers should be allowed to discipline.
- Take advantage of growth opportunities and give citizens a reason to venture into the business world of Medford and build a new establishment. Give prominent career people a reason to want to raise children here and settle here. One word Variety!
- Don't let the Star News print all the gossip, print facts & things that are uplifting. Why would the Bear Den burning down be printed on the front page of the newspaper and the Viken girl missing not?
- Incorporate more opportunities for outside events to take place in our community on a regular basis. Dinner theater (Fire Side or Fanny Hill type...), a variety of restaurants, quality art show.... etc. Things that will keep people coming here, but not balloon the small town to remove the positive qualities that keep us "small".
- With Walmart opening, the might be restaurant opportunities? A climate that encourages retail goods, with some kind of incentives (downtown Tax Incremental Financing district?)
- The upper and upper-middle class of Medford - and there is quite a large number of upper class citizens for such a small town, due to the heavy industry- need to be reminded that without the working class, their industry would not be nearly as successful.
- All businesses should be willing to meet or beat competitive prices from out of town competition. Encourage new and existing businesses to expand downtown or on hwy 64 east and hwy 64 west before hwy 13 turns Medford into a city like Merrill. (it almost takes more time to drive through Merrill than it takes to get there).
- Medford/Taylor County should promote local tourism and knowledge of the area in state wide publications. We can compete with the North woods and the Dells. Tourism will bring residents and businesses over time that will increase the workforce.
- Have not been here long enough to venture an answer yet.
- Re-organize the administration in the district office. Develop programs such as dual-enrollment with local community college or international baccalaureate program to help our graduates compete with students outside of Wisconsin. Yes, there is life outside of Wisconsin.
- Be open to newcomers ideas.
- Need to attract outside organizations/business.
- Continue to work to attract new businesses and/or help existing businesses so a stable economic environment can be maintained. Would be nice to have more non-manufacturing employment to diversify the economic base. Strong and diverse economy is the foundation of a vibrant community.
- Get some new blood in local politics and leadership positions. I'm not sure how this can be done, but it would make Medford a much better place.
- The first thing is that ALL members of Medford regardless of age, income bracket, capabilities, need to be made a valuable part of the community. There are plenty of jobs in the Medford area and we need to look at using the resources we have within our community before we bring people in from other areas to take jobs away from our people. The employers need to be willing to work with disabled people so they can become a valuable member of our town. While I am against large malls and chain stores, we do need more variety in clothing and groceries. After school activities for the kids need to be made affordable for all children, not just the select few.
- Quite making it so difficult for discount stores to build.
- Offer incentives for businesses to start up in the area.
- Lower taxes and reduce the number of liquor licences.
- Reward academics instead. Elect individuals not tied to the status quo and willing to be creative.
- More competition for that business.
- Encourage new businesses to come here. Not just factories but downtown type businesses. We need an overhaul of the Star News.
- Find ways to solve the above shortcomings.
- attract better restaurants, better shopping otherwise no idea
- Expand the courses at the Technical College.
- More shopping options, many businesses are too territorial.
- Attract restaurants and retail.
- The community needs to be more open to new ideas for changing things and provide more competition in the businesses.
- Inviting more major businesses into the community like Menard's, Fleet Farm, Home Depot.
- Encourage businesses to invest and come to the area.
- I think the biggest problem with Medford is that it is largely blue collar, and people are educated largely only to a high school level. People grow up here and stay here until they die. Young people need to be sent away to college, educated and

come back. That is the only way you'll change the stereotyping and racism, and it'll change the cliques as well. Walmart will help with the shopping.. Keep encouraging companies to come to town.

- The Medford area has much to offer but needs to make a financial commitment to the tourism market. When you review the many publications on tourism for Northern Wisconsin, you seldom see anything about Medford or Taylor County.

Do you live in the Medford Area? = No

- I think I have to go on line.
- It would be very difficult to provide some of the extras that some larger cities offer. One of the best options may be to promote some of the things offered by areas like Wausau and Eau Claire.
- Reality check.
- New (young) people at the city level.
- Shopping mall?
- The answer depends largely upon the city vision. Does Medford want to remain as-is or does it want to be a regional hub of North central WI? If growth is desired, the economic base must further expand.
- Reaching out to newcomers to make them feel a part rather than just feeling tolerated.
- People should have a junk ordinance. No junk cars etc. sitting in yards. Broadway is looking unkept and that is a main route through our city. Motor homes that haven't moved in years. Junk dealer on corner of Main and Broadway. (They have reduced inventory) Residence north of town looks like rat infested junk yard. Just a few examples.
- I believe growth is a long term process. I like the market place settings and cobblestone or brick sidewalks. Downtown would be a nice cultural diverse mix. Certainly everyone likes driving on main street and not walking so far. The River walk and that area has a lot of potential. Although I do not expect my ideals or others' ideals to impose a financial bind. We need to live within our means. We have a lot to offer, recreationally and cultural night life. I don't have the answer for better transportation and more jobs. Certainly various options would have to be looked at and studies done to determine the actual need. If additional employment is needed, how does one best determine what the community needs or wants. Competition is good. Does Medford have a large enough population to support new enterprises? We have a lot of people coming in from outside areas. If there is a recession and economic shortages, how will it effect our area. Does small business have a difficult time surviving in today's economy? I think it is a good idea to study and learn about the community so that the leaders of tomorrow are able make informed choices and suggestions.
- Promote and support business growth in the city.

Issues & Opportunities



**City Population Sign
(Census 2000)**