



NCWRPC

North Central Wisconsin Regional Planning Commission



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Economy Overview

438,289

Population (2017)

Population **decreased by 2,883** over the last 5 years and is projected to **decrease by 1,408** over the next 5 years.

226,293

Jobs (2017)

Jobs **grew by 5,600** over the last 5 years and are projected to **grow by 3,667** over the next 5 years.

\$49.9K

Avg. Earnings Per Job (2017)

Regional average earnings per job are **\$13.7K below** the national average earnings of \$63.6K per job.

As of 2017 the region's population **declined by 0.7%** since 2012, falling by 2,883. Population is expected to **decrease by 0.3%** between 2017 and 2022, losing 1,408.

From 2012 to 2017, jobs **increased by 2.5%** in NCWRPC from 220,693 to 226,293. This change fell **short of the national growth rate of 7.6% by 5.1%**. As the number of jobs increased, the **labor force participation rate increased from 63.3% to 63.7% between 2012 and 2017**.

Concerning educational attainment, **14.7% of the selected regions' residents possess a Bachelor's Degree** (3.7% below the national average), and **10.3% hold an Associate's Degree** (2.4% above the national average).

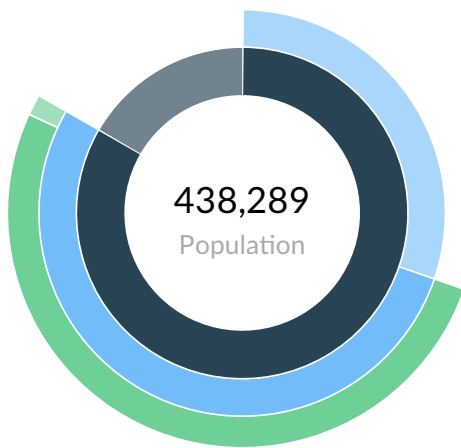
The top three industries in 2017 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.



Economy Overview - Cont.

Economy Overview - Cont.

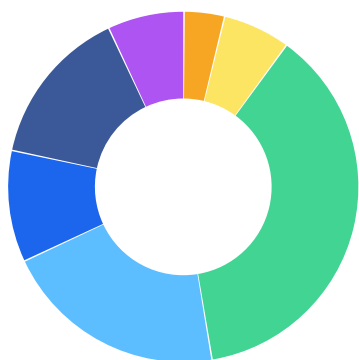
2017 Labor Force Breakdown



	Population
● Total Working Age Population	364,999
● Not in Labor Force (15+)	132,318
● Labor Force	232,681
● Employed	226,317
● Unemployed	6,364
● Under 15	73,291

Educational Attainment

Concerning educational attainment, **14.7% of the selected regions' residents possess a Bachelor's Degree** (3.7% below the national average), and **10.3% hold an Associate's Degree** (2.4% above the national average).

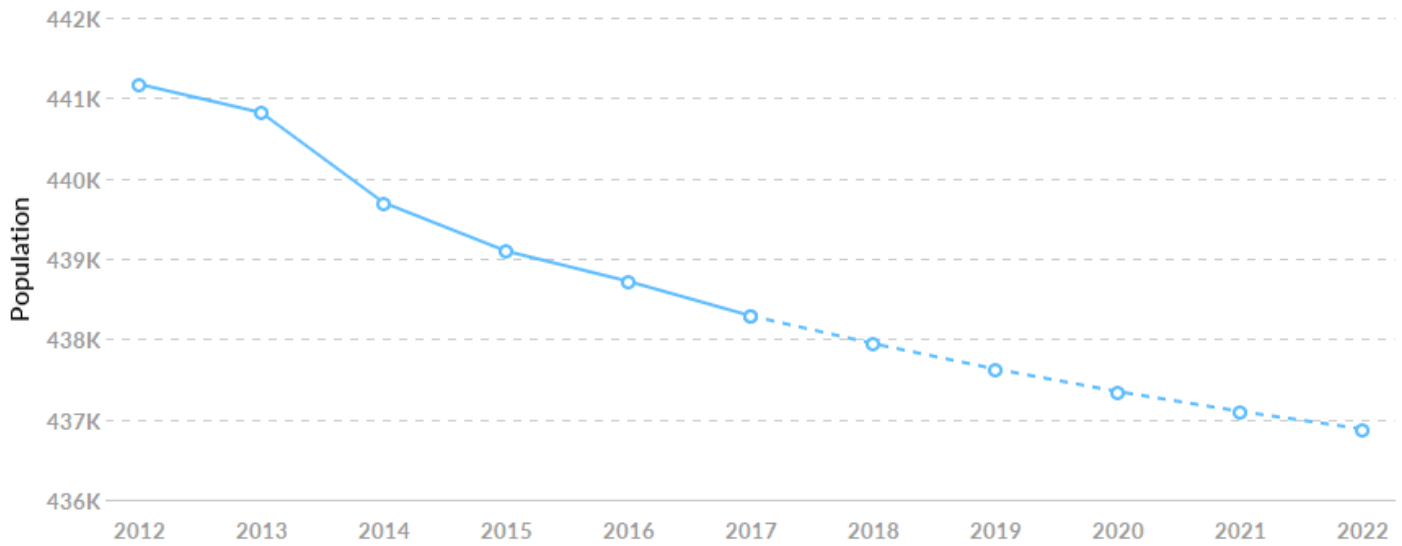


	% of Population	Population
● Less Than 9th Grade	3.7%	11,609
● 9th Grade to 12th Grade	6.2%	19,401
● High School Diploma	37.3%	116,334
● Some College	20.7%	64,405
● Associate's Degree	10.3%	32,078
● Bachelor's Degree	14.7%	45,695
● Graduate Degree and Higher	7.1%	21,993

Historic & Projected Trends

Population Trends

As of 2017 the region's population declined by 0.7% since 2012, falling by 2,883. Population is expected to decrease by 0.3% between 2017 and 2022, losing 1,408.

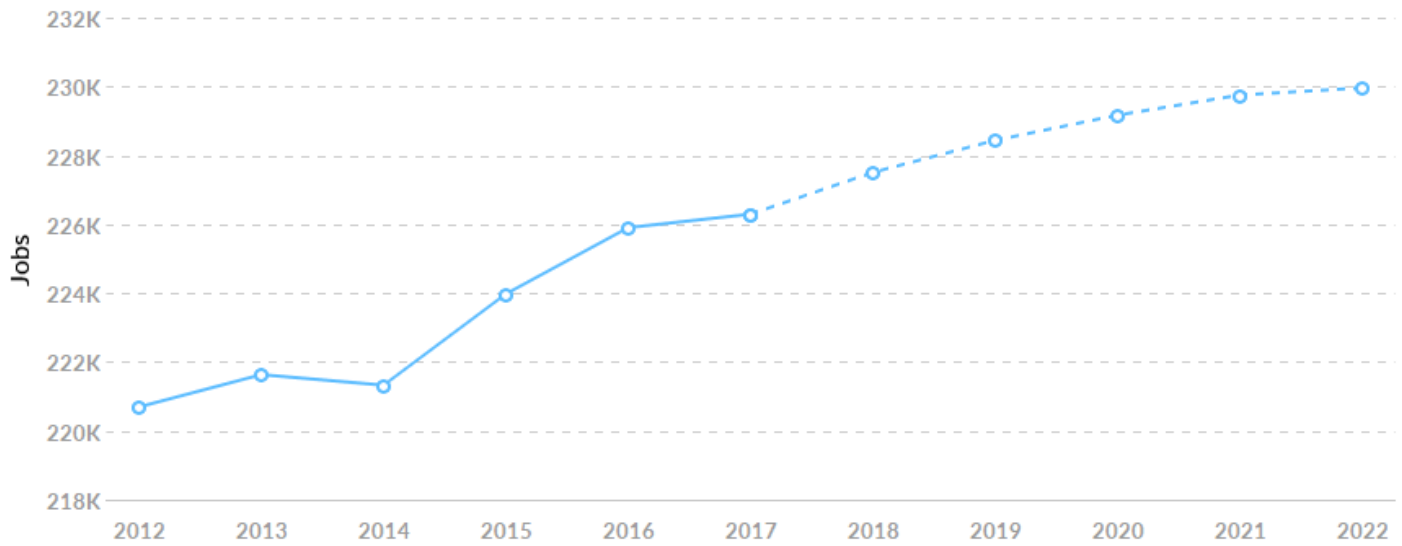


Timeframe	Population
2012	441,173
2013	440,818
2014	439,698
2015	439,096
2016	438,719
2017	438,289
2018	437,944
2019	437,627
2020	437,347
2021	437,100
2022	436,881

Historic & Projected Trends - Cont.

Job Trends

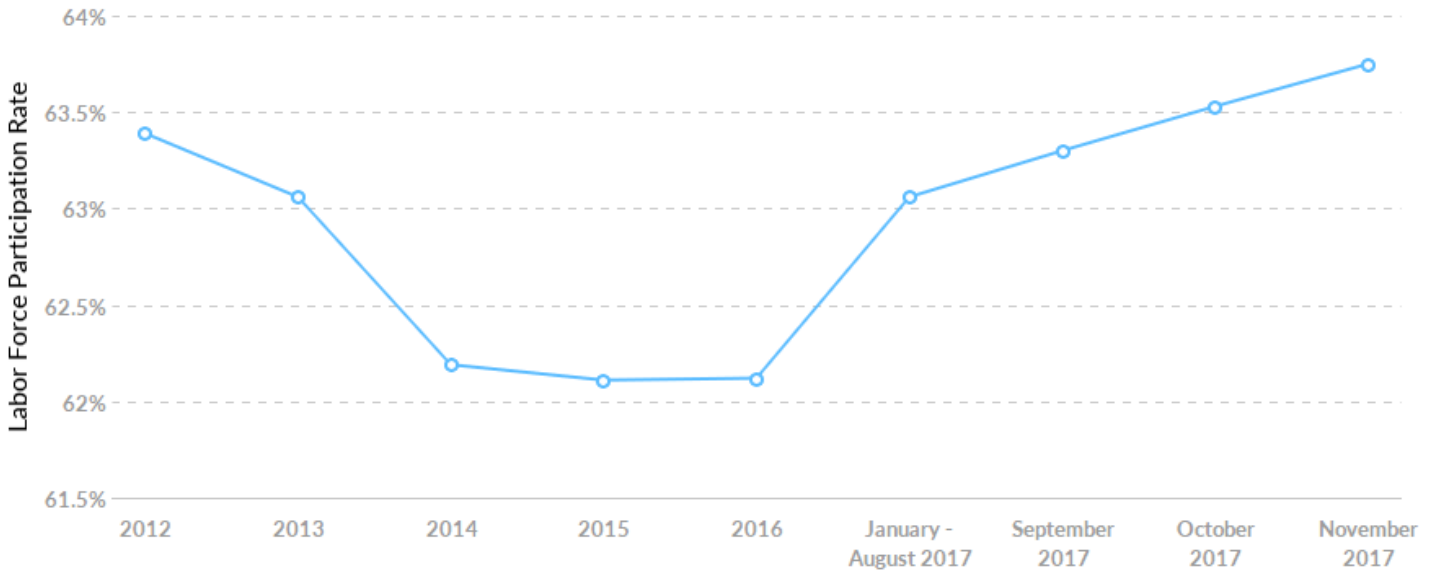
From 2012 to 2017, jobs increased by 2.5% in NCWRPC from 220,693 to 226,293. This change fell short of the national growth rate of 7.6% by 5.1%.



Timeframe	Jobs
2012	220,693
2013	221,633
2014	221,326
2015	223,977
2016	225,902
2017	226,293
2018	227,507
2019	228,438
2020	229,169
2021	229,753
2022	229,960

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

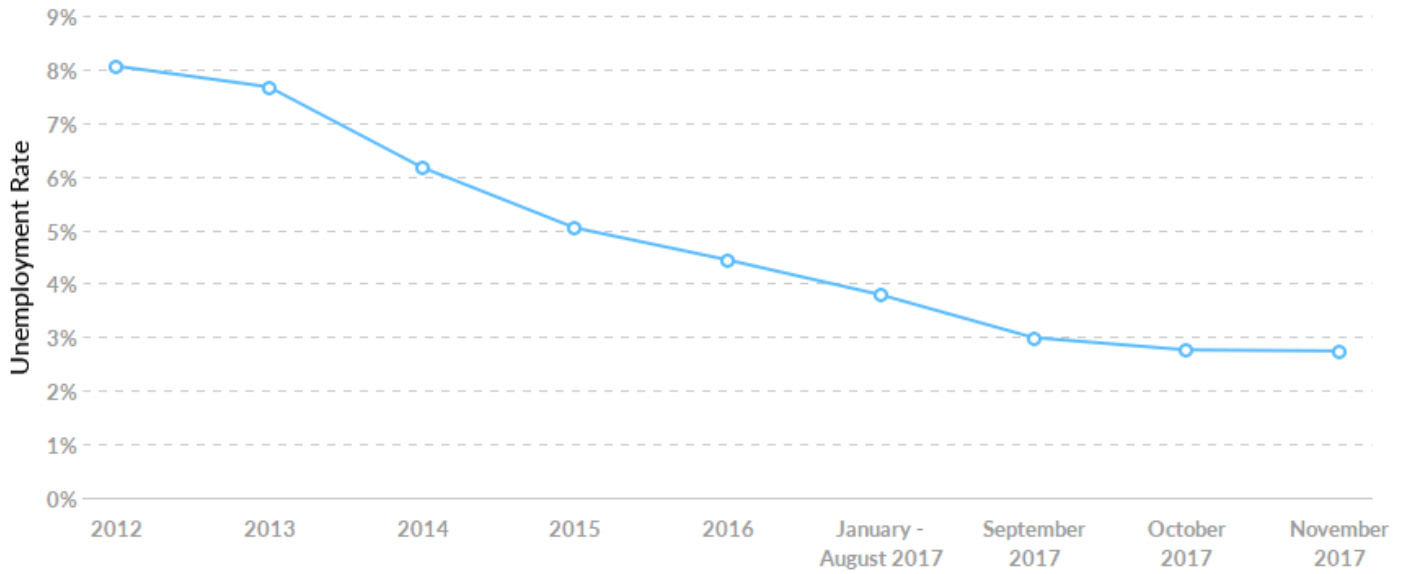


Timeframe	Labor Force Participation Rate
2012	63.39%
2013	63.06%
2014	62.19%
2015	62.11%
2016	62.12%
January - August 2017	63.06%
September 2017	63.30%
October 2017	63.53%
November 2017	63.75%

Historic & Projected Trends - Cont.

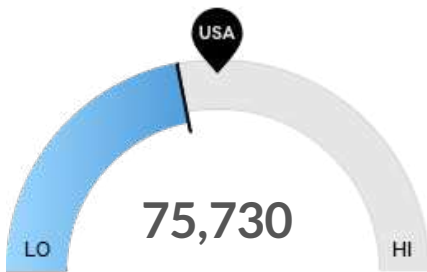
Unemployment Rate Trends

Your areas had a November 2017 unemployment rate of 2.74%, **decreasing from 8.06%** 5 years before.



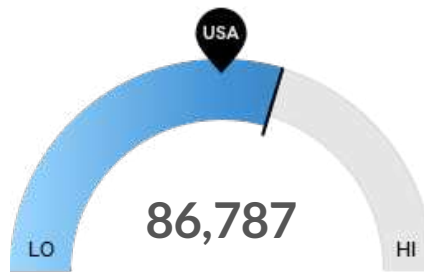
Timeframe	Unemployment Rate
2012	8.06%
2013	7.67%
2014	6.17%
2015	5.04%
2016	4.44%
January - August 2017	3.79%
September 2017	2.99%
October 2017	2.76%
November 2017	2.74%

Population Characteristics



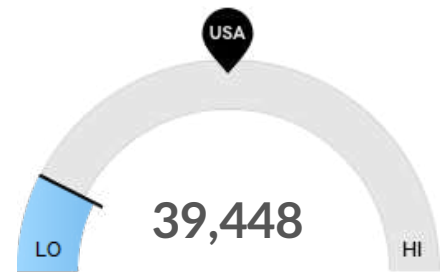
Millennials

Your area has 75,730 millennials (ages 20-34). The national average for an area this size is 91,047.



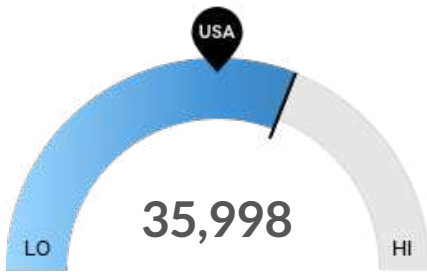
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 66,860 people 65 or older, while there are 86,787 here.



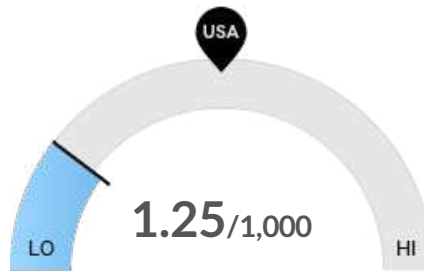
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 169,930 racially diverse people, while there are 39,448 here.



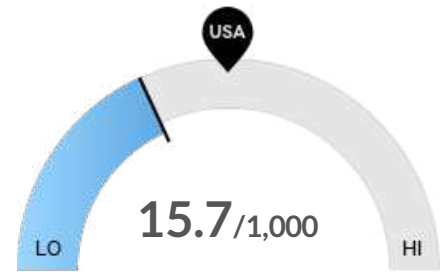
Veterans

Your area has 35,998 veterans. The national average for an area this size is 25,766.



Violent Crime

Your area has 1.25 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



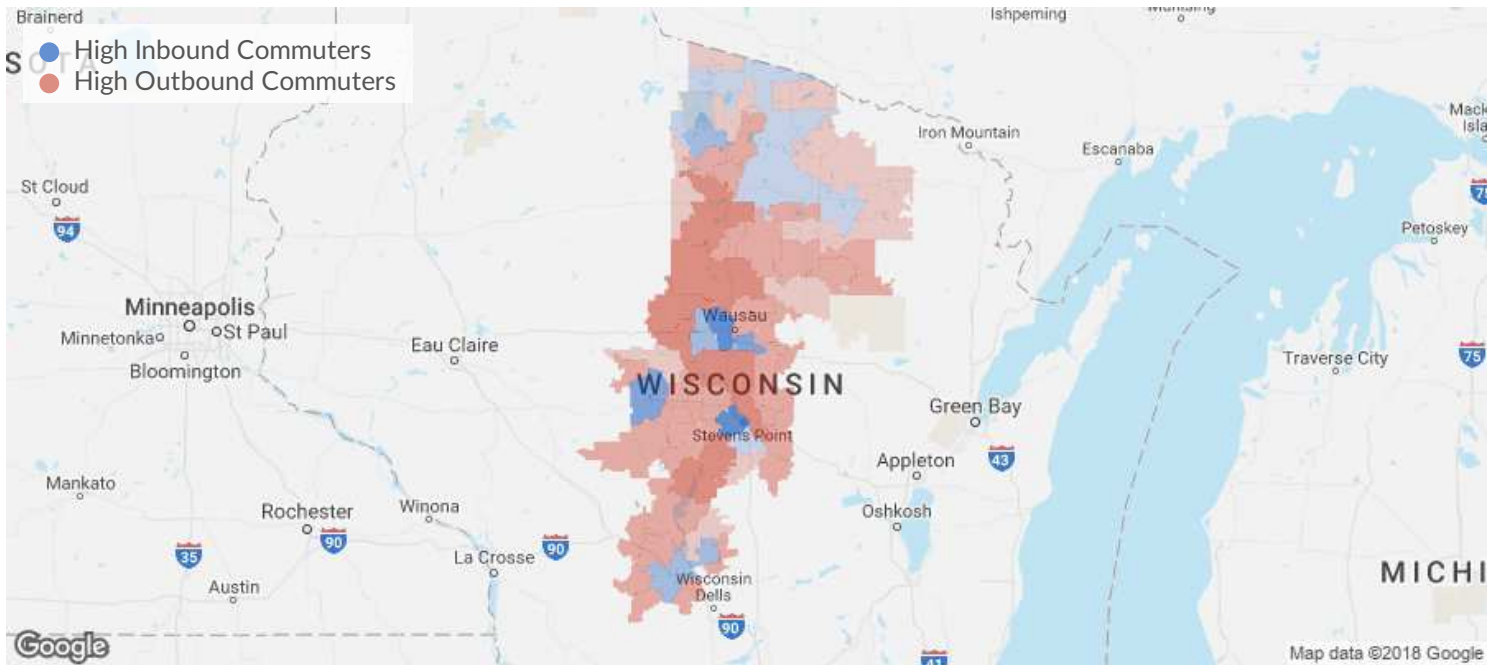
Property Crime

Your area has 15.7 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

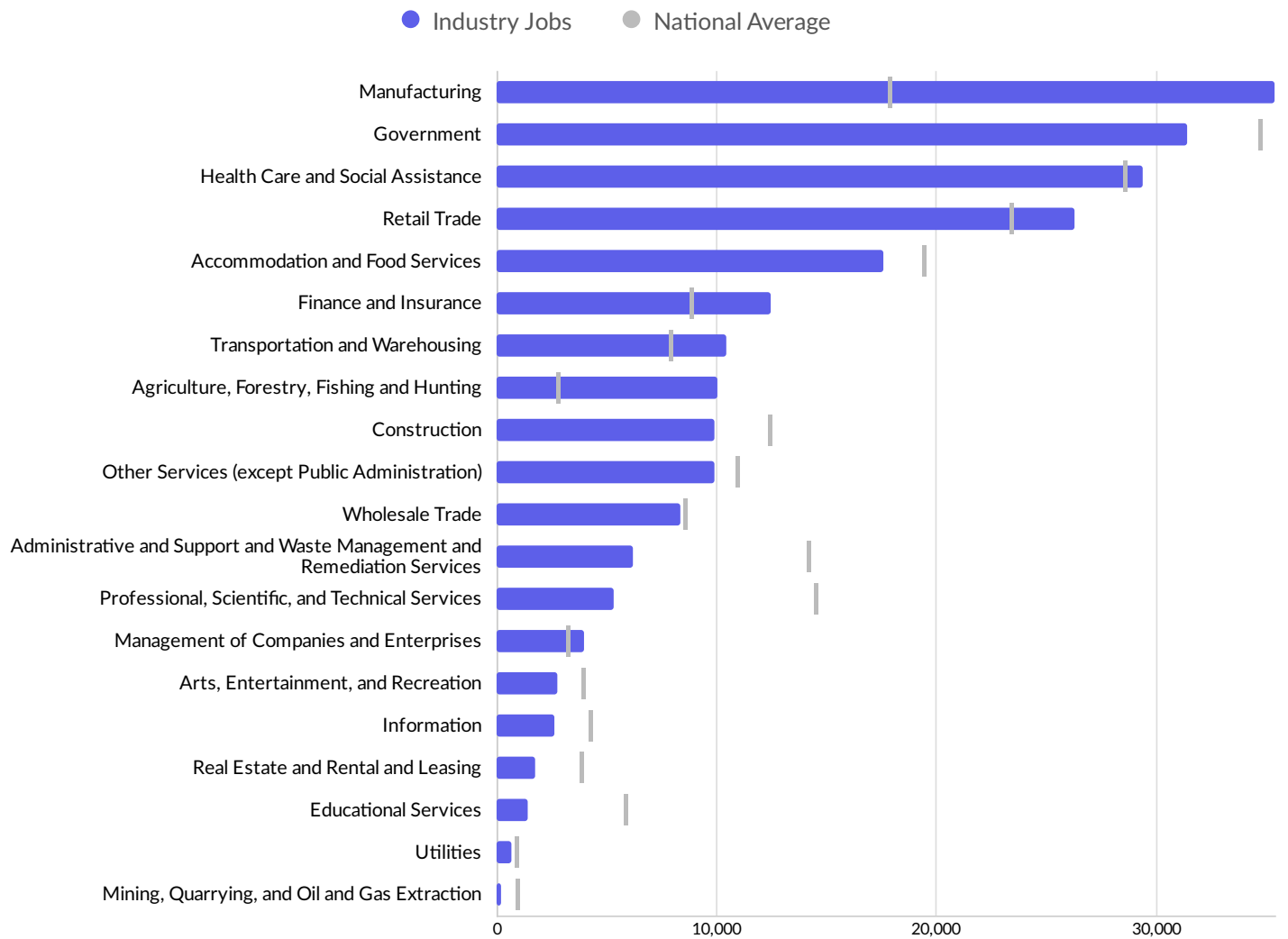
Where Talent Lives

ZIP	Name	2017 Employment
54401	Wausau, WI (in Marath...	30,178
54481	Stevens Point, WI (in P...	23,230
54449	Marshfield, WI (in Woo...	20,224
54476	Schofield, WI (in Marat...	13,125
54501	Rhineland, WI (in On...	11,371

ZIP	Name	2017 Workers
54401	Wausau, WI (in Marath...	17,676
54481	Stevens Point, WI (in P...	14,772
54449	Marshfield, WI (in Woo...	14,615
54494	Wisconsin Rapids, WI ...	13,144
54403	Wausau, WI (in Marath...	12,324

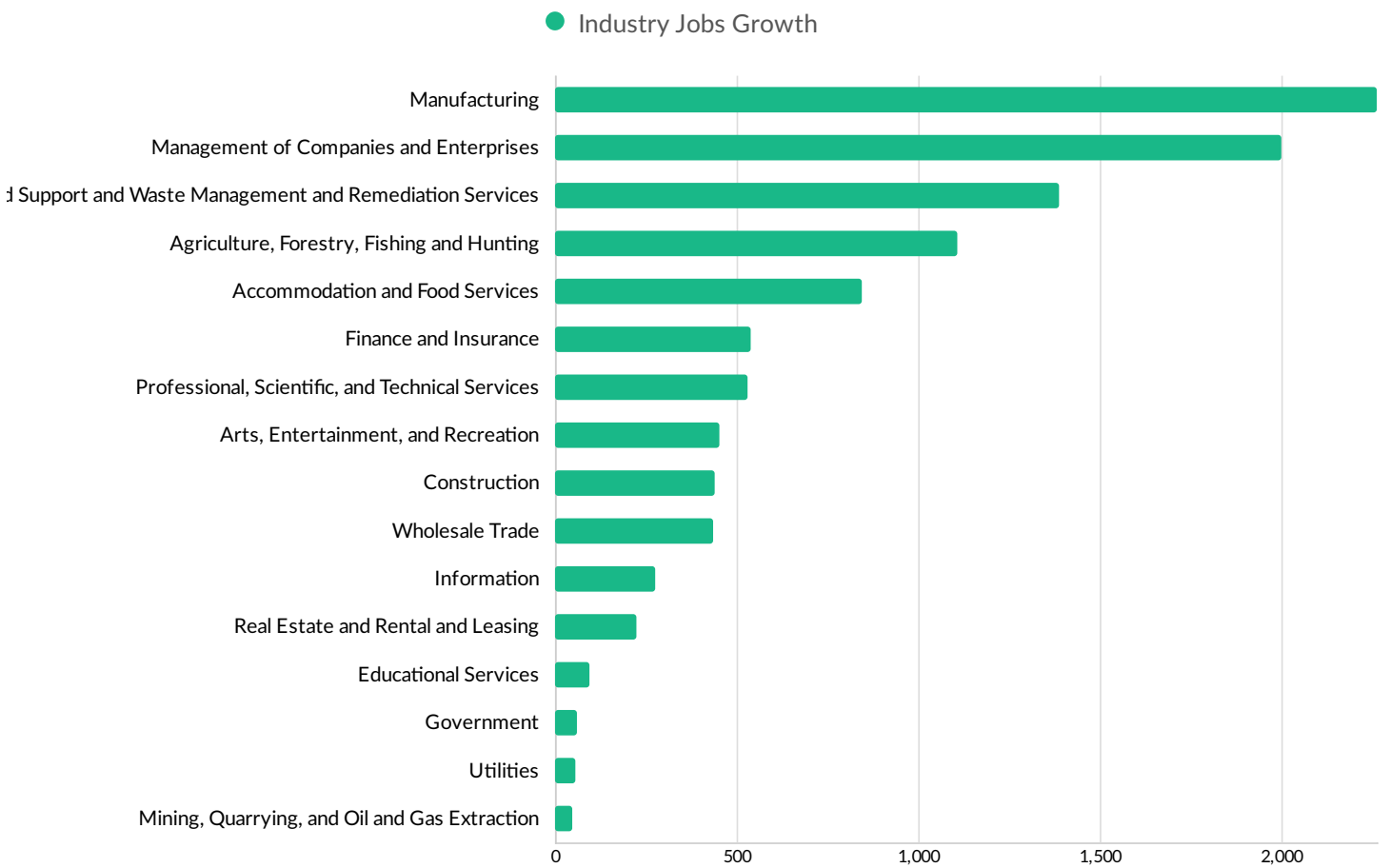
Industry Characteristics

Largest Industries



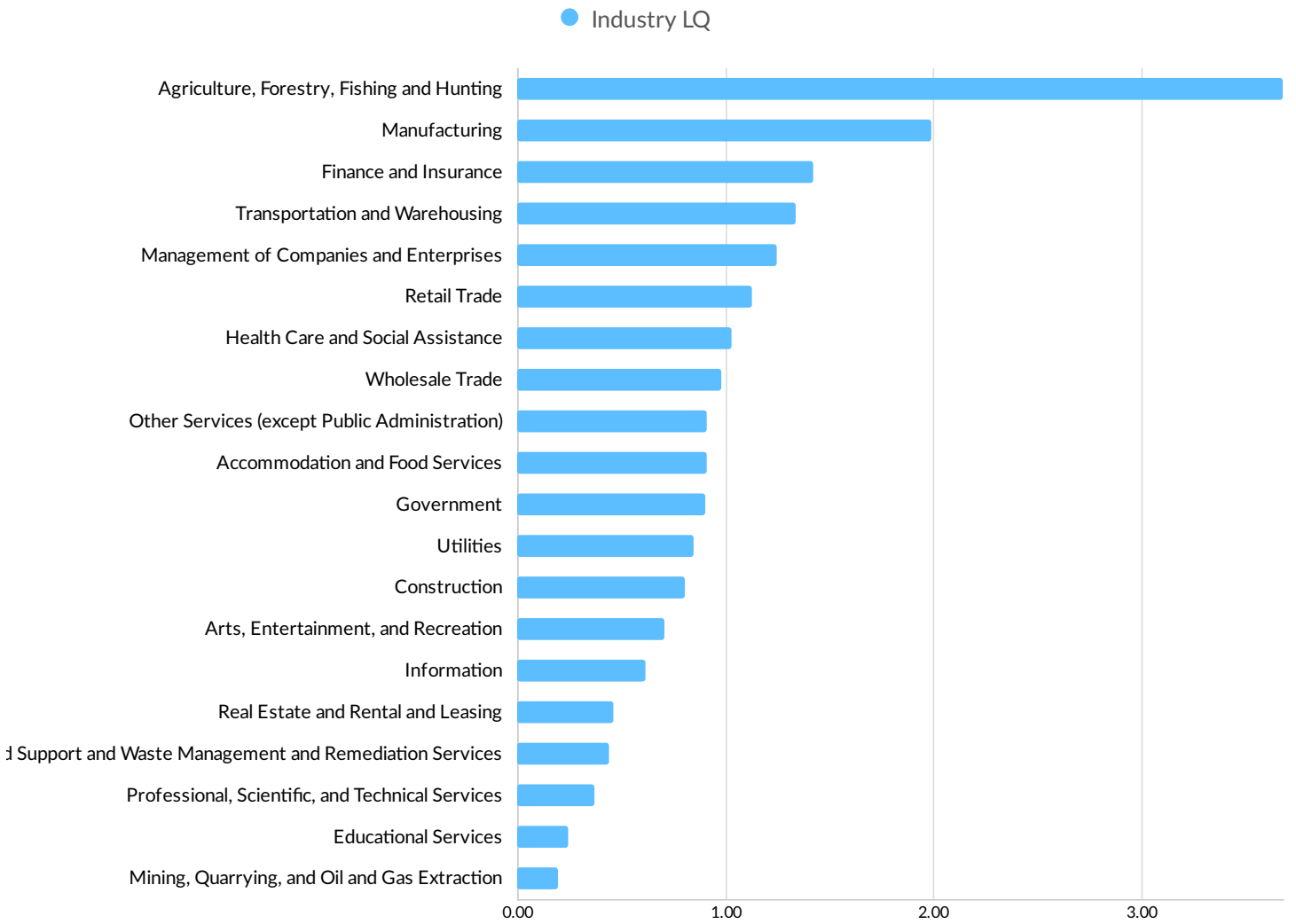
Industry Characteristics - Cont.

Top Growing Industries



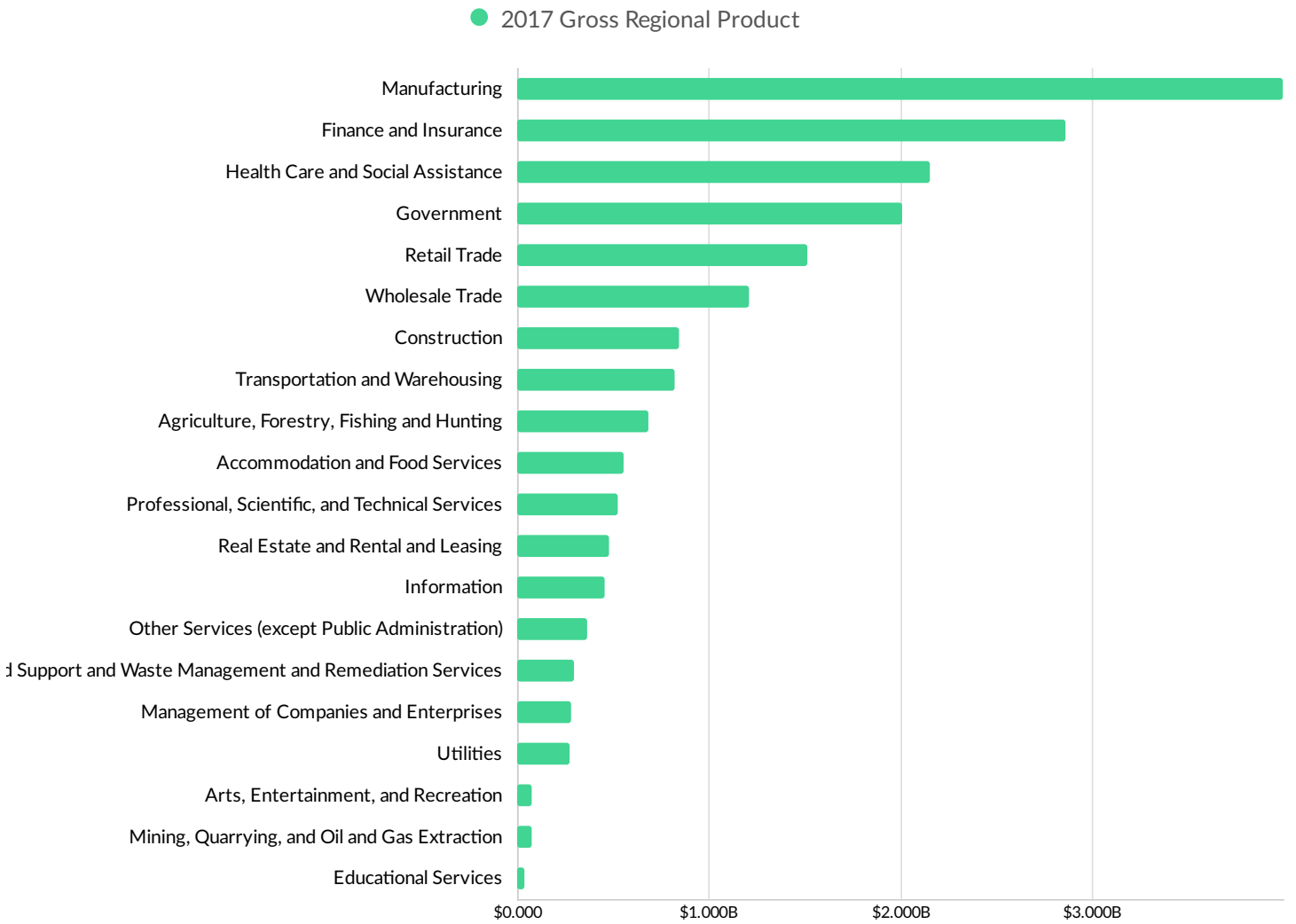
Industry Characteristics - Cont.

Top Industry LQ



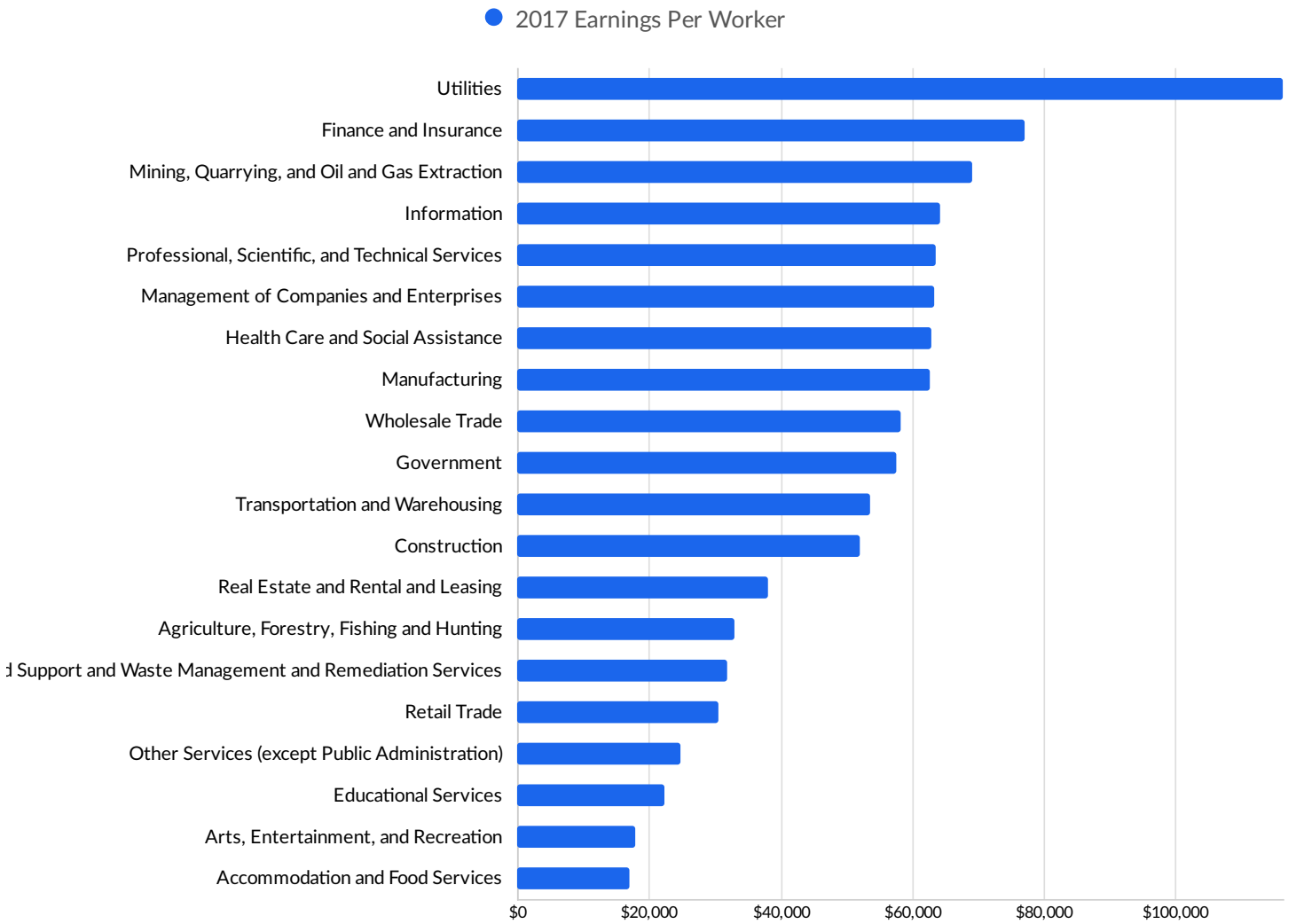
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Manufacturing	33,163	35,426	2,263	+7%	1.99	\$62,735	\$3.99B
Government	31,356	31,415	59	+0%	0.91	\$57,706	\$2.01B
Health Care and Social Assistance	32,727	29,405	-3,322	-10%	1.03	\$62,842	\$2.15B
Retail Trade	27,155	26,342	-813	-3%	1.13	\$30,476	\$1.52B
Accommodation and Food Services	16,799	17,644	845	+5%	0.91	\$17,090	\$554.22M
Finance and Insurance	11,945	12,483	538	+5%	1.42	\$77,048	\$2.86B
Transportation and Warehousing	10,613	10,462	-151	-1%	1.34	\$53,624	\$824.41M
Agriculture, Forestry, Fishing and Hunting	8,937	10,043	1,106	+12%	3.68	\$33,070	\$684.53M
Construction	9,483	9,921	438	+5%	0.81	\$52,091	\$847.76M
Other Services (except Public Administration)	10,788	9,920	-868	-8%	0.91	\$24,840	\$366.31M
Wholesale Trade	7,899	8,334	435	+6%	0.98	\$58,193	\$1.21B
Administrative and Support and Waste Management and Remediation Services	4,812	6,201	1,389	+29%	0.44	\$31,947	\$298.95M
Professional, Scientific, and Technical Services	4,805	5,337	532	+11%	0.37	\$63,665	\$522.56M
Management of Companies and Enterprises	1,991	3,992	2,001	+101%	1.25	\$63,268	\$281.08M
Arts, Entertainment, and Recreation	2,293	2,744	451	+20%	0.71	\$17,901	\$78.12M

Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Information	2,330	2,605	275	+12%	0.62	\$64,333	\$459.49M
Real Estate and Rental and Leasing	1,518	1,744	226	+15%	0.46	\$38,184	\$479.98M
Educational Services	1,333	1,428	95	+7%	0.25	\$22,480	\$37.72M
Utilities	619	673	54	+9%	0.85	\$116,303	\$272.16M
Mining, Quarrying, and Oil and Gas Extraction	127	175	48	+38%	0.20	\$69,092	\$77.85M

Business Characteristics

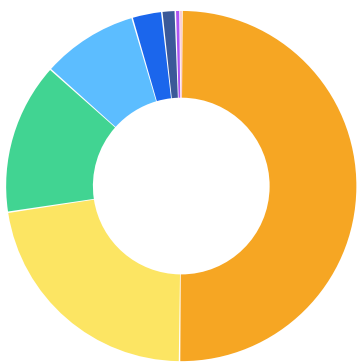
14,458 Companies Employ Your Workers

Online profiles for your workers mention 14,458 companies as employers, with the top 10 appearing below. In the last 12 months, 2,474 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,696 	Aspirus Wausau Hospital, Inc.	4,607 
Ministry Health Care, Inc.	891 	Marshfield Clinic	3,957 
Aspirus Wausau Hospital, Inc.	861 	Comphealth Associates, Inc	3,877 
University of Wisconsin Steven...	816 	Ascension Health	2,805 
Sentry Insurance	812 	Pizza Hut, Inc.	2,774 
Greenheck Fan Corporation	501 	Roehl Transport, Inc.	2,617 
Liberty Mutual Insurance Comp...	405 	C.R. England, Inc.	2,447 
Northcentral Technical College	366 	CRST International, Inc.	2,251 
Church Mutual Insurance Com...	349 	Shopko Stores Operating Co., L...	2,247 
State of Wisconsin	346 	Kwik Trip, Inc.	2,148 

Business Characteristics - Cont.

Business Size

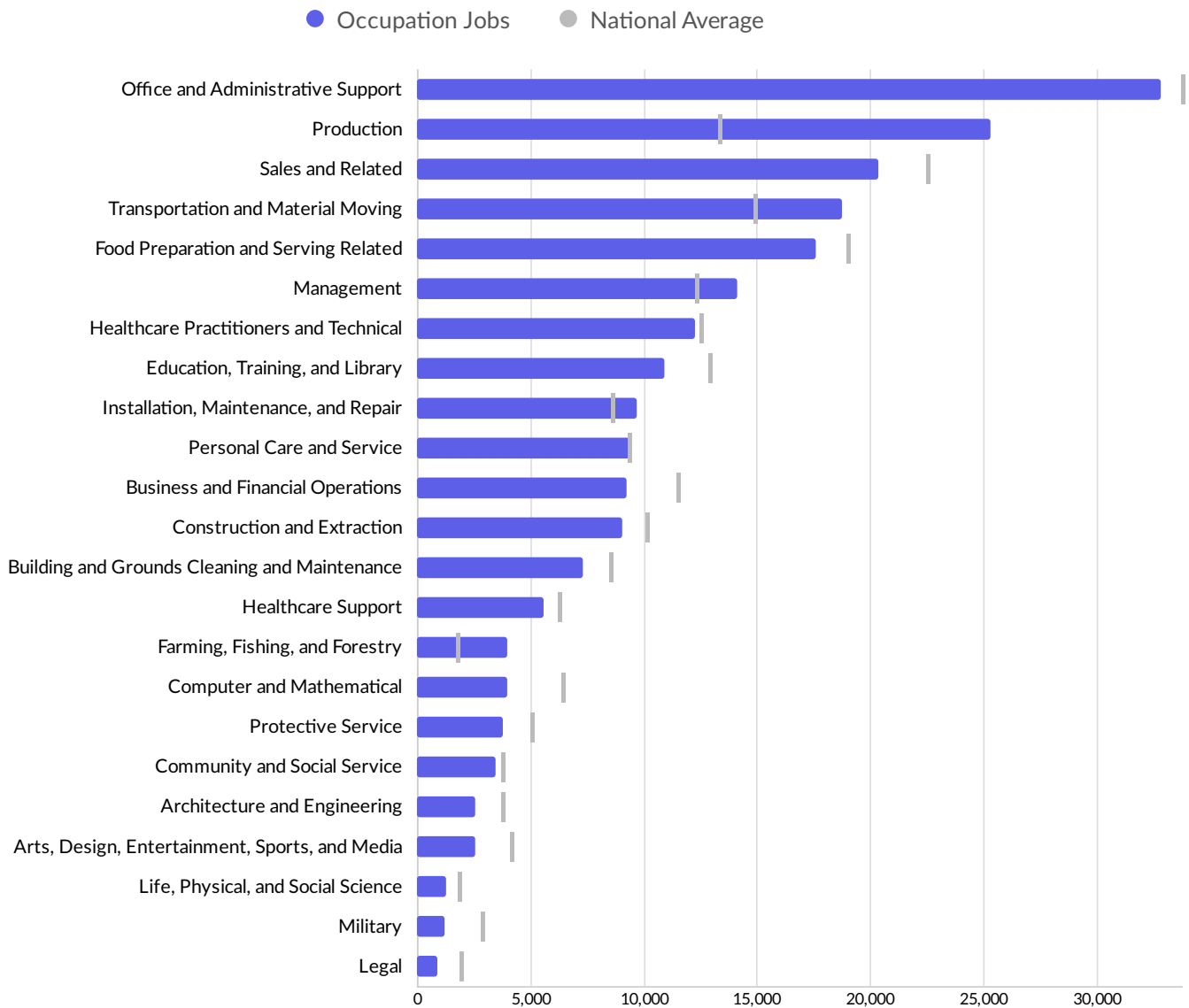


	Percentage	Business Count
● 1 to 4 employees	50.1%	10,205
● 5 to 9 employees	22.5%	4,574
● 10 to 19 employees	14.0%	2,850
● 20 to 49 employees	8.9%	1,809
● 50 to 99 employees	2.7%	560
● 100 to 249 employees	1.2%	251
● 250 to 499 employees	0.4%	87
● 500+ employees	0.2%	38

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

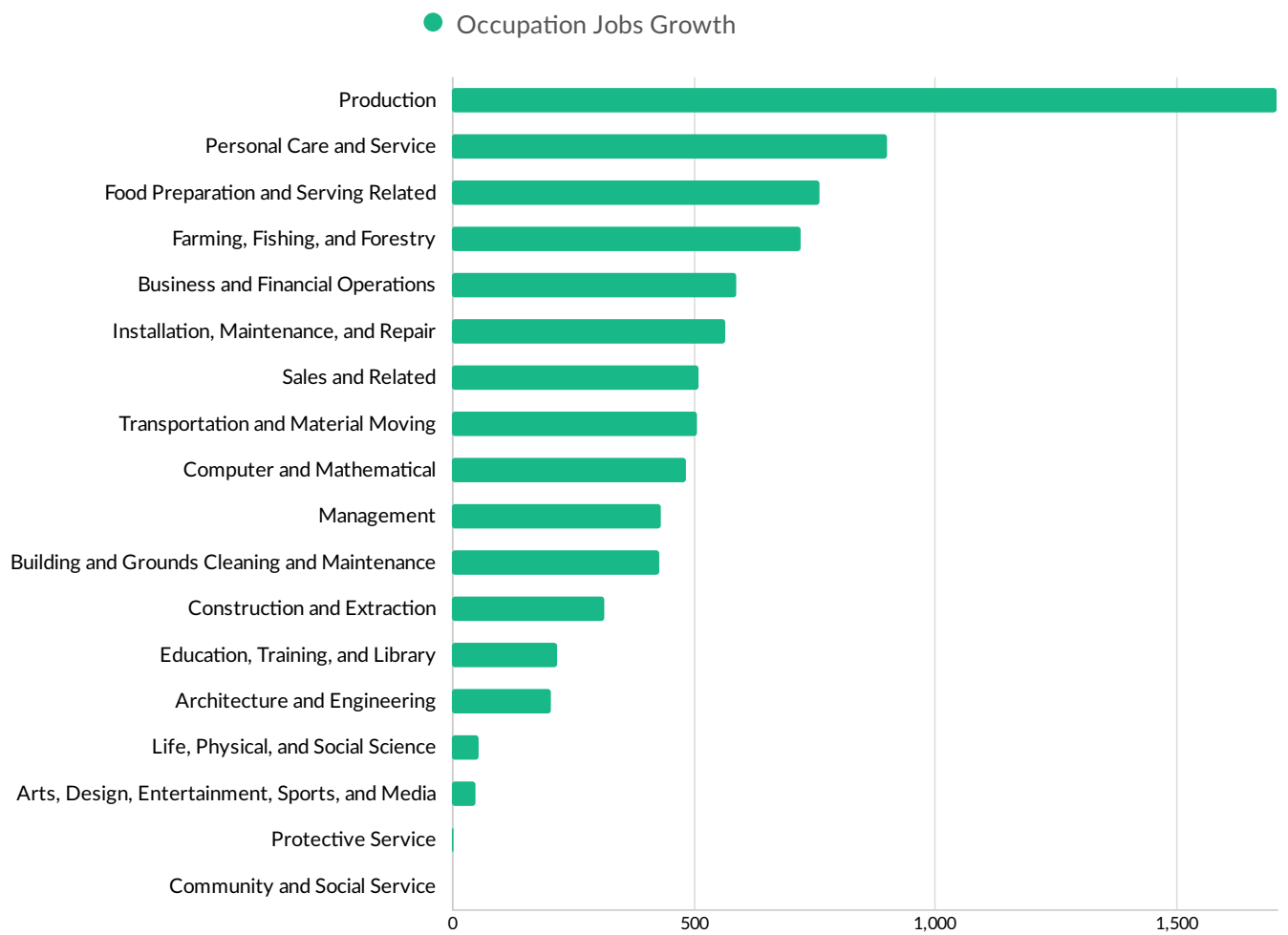
Workforce Characteristics

Largest Occupations



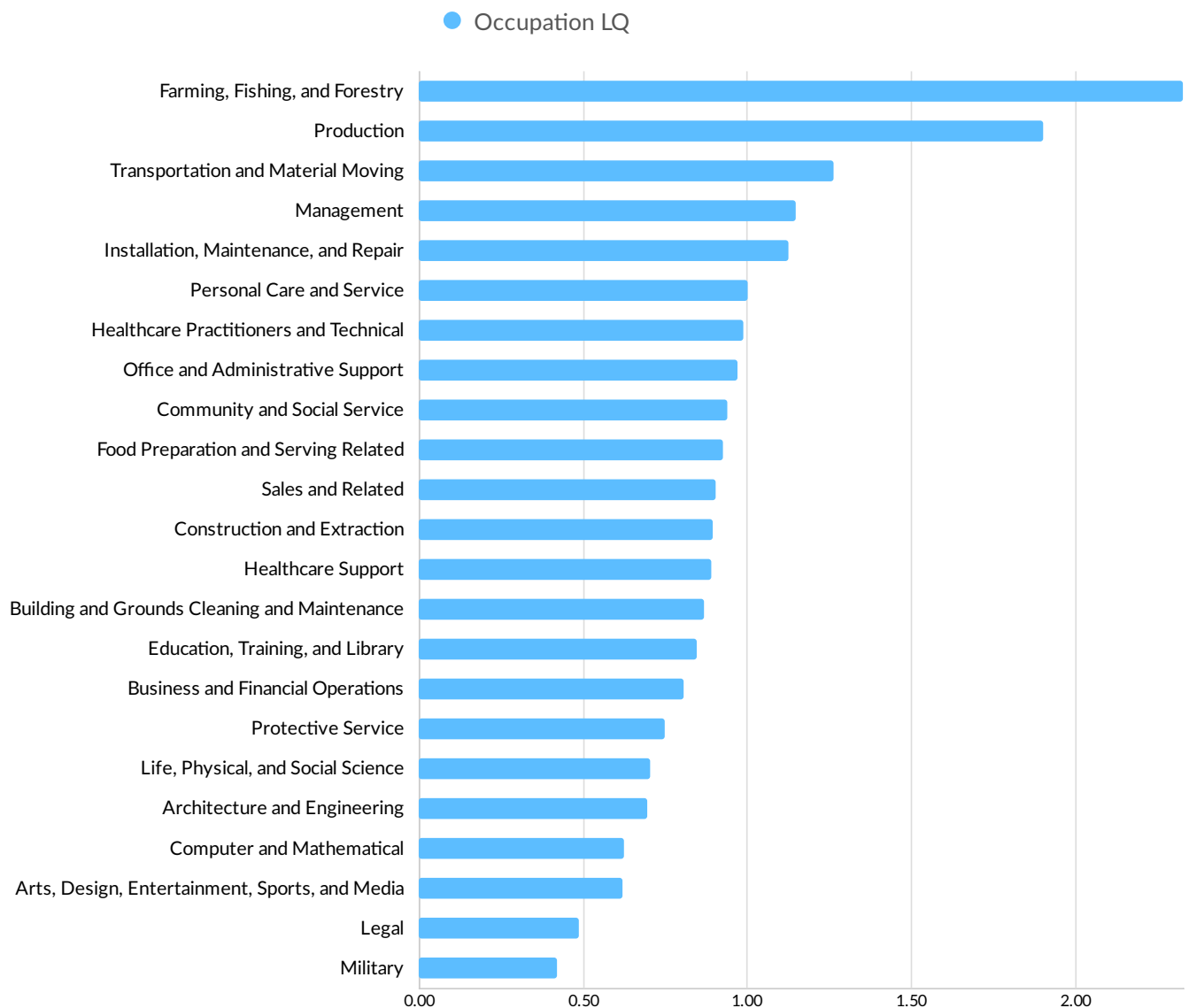
Workforce Characteristics - Cont.

Top Growing Occupations



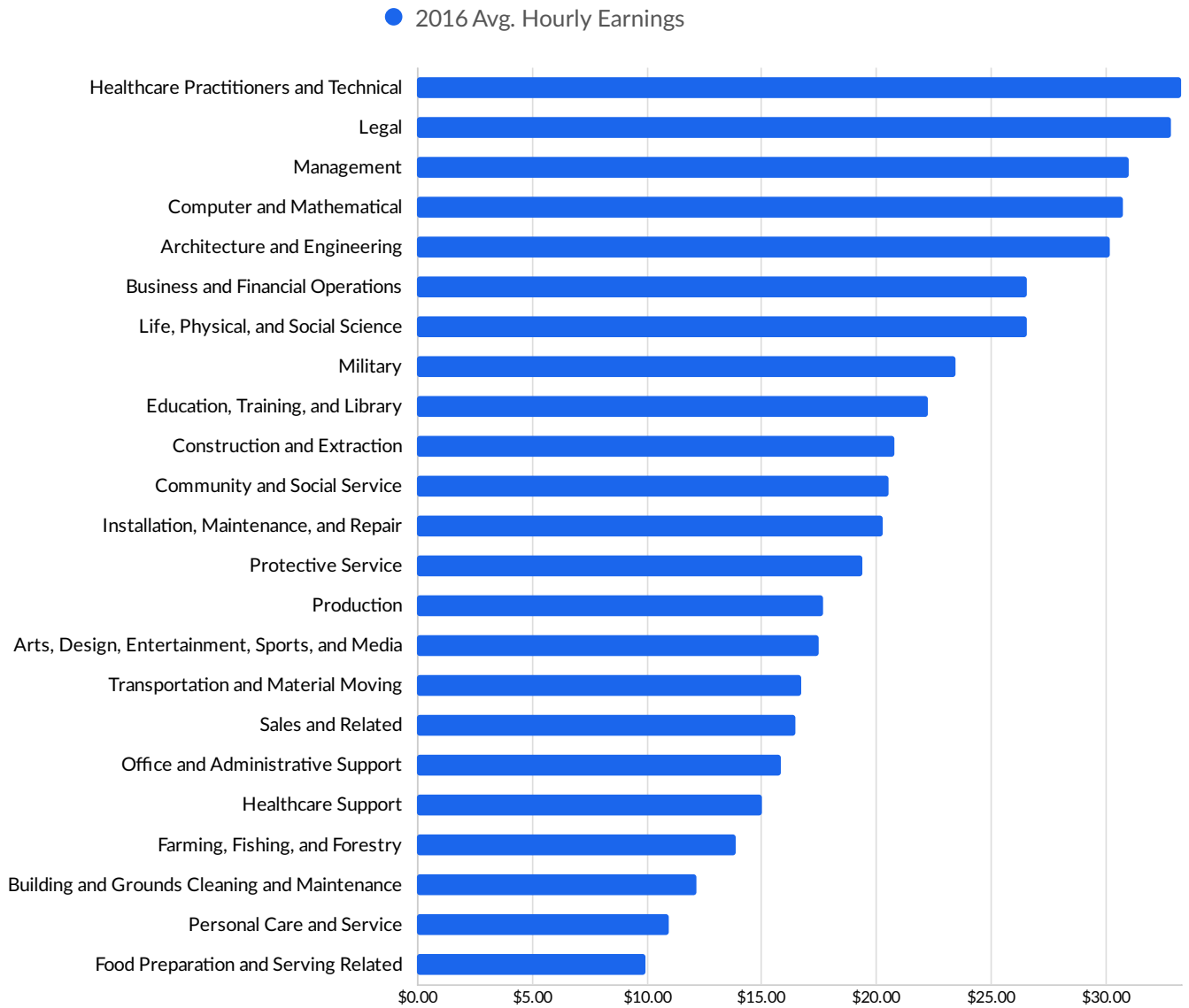
Workforce Characteristics - Cont.

Top Occupation LQ



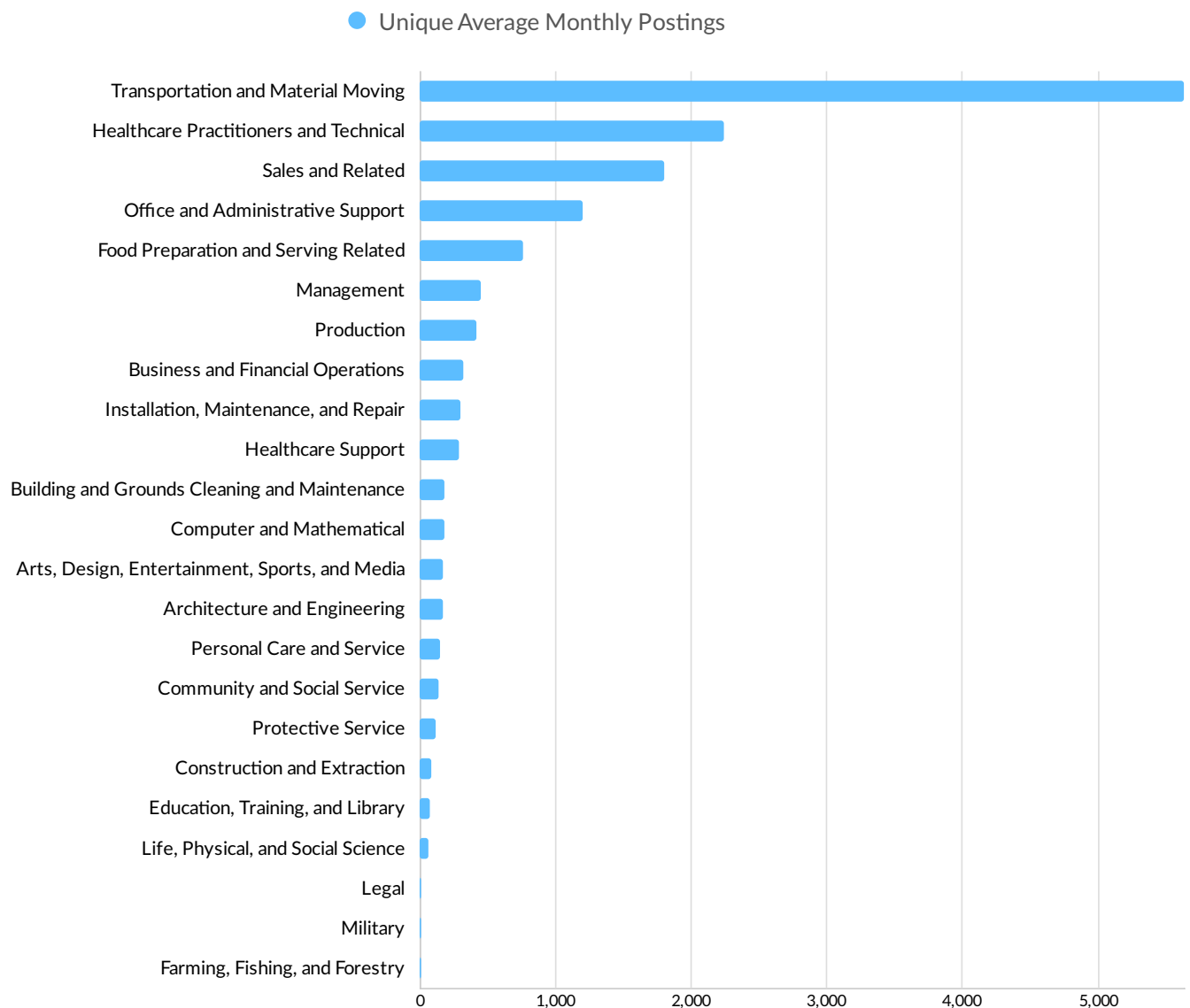
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.













Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Office and Administrative Support	32,984	32,828	-156	0%	0.97	\$15.88	1,197
Production	23,629	25,339	1,710	+7%	1.90	\$17.74	420
Sales and Related	19,858	20,369	511	+3%	0.91	\$16.51	1,803
Transportation and Material Moving	18,264	18,771	507	+3%	1.26	\$16.75	5,638
Food Preparation and Serving Related	16,841	17,604	763	+5%	0.93	\$9.97	760
Management	13,696	14,130	434	+3%	1.15	\$31.03	449
Healthcare Practitioners and Technical	14,341	12,307	-2,034	-14%	0.99	\$33.32	2,249
Education, Training, and Library	10,679	10,898	219	+2%	0.85	\$22.28	75
Installation, Maintenance, and Repair	9,109	9,677	568	+6%	1.13	\$20.29	300
Personal Care and Service	8,487	9,388	901	+11%	1.00	\$11.00	146
Business and Financial Operations	8,660	9,250	590	+7%	0.81	\$26.62	318
Construction and Extraction	8,721	9,037	316	+4%	0.89	\$20.81	81
Building and Grounds Cleaning and Maintenance	6,922	7,352	430	+6%	0.87	\$12.17	184
Healthcare Support	6,194	5,562	-632	-10%	0.89	\$15.02	286
Farming, Fishing, and Forestry	3,293	4,015	722	+22%	2.33	\$13.90	7

Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Computer and Mathematical	3,500	3,984	484	+14%	0.62	\$30.77	178
Protective Service	3,785	3,789	4	+0%	0.75	\$19.43	122
Community and Social Service	3,486	3,487	1	+0%	0.94	\$20.57	142
Architecture and Engineering	2,386	2,592	206	+9%	0.70	\$30.21	167
Arts, Design, Entertainment, Sports, and Media	2,492	2,541	49	+2%	0.62	\$17.50	170
Life, Physical, and Social Science	1,218	1,274	56	+5%	0.71	\$26.61	62
Military	1,242	1,195	-47	-4%	0.42	\$23.49	9
Legal	907	904	-3	0%	0.49	\$32.90	11

Educational Pipeline

In 2016, there were 6,012 graduates in NCWRPC. This pipeline has grown by 5% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Welding Technology/Welder, and Emergency Medical Technology/Technician (EMT Paramedic).

School	Total Graduates (2016)	Graduate Trend (2012 - 2016)
University of Wisconsin-Stevens Point	2,345 	
Northcentral Technical College	2,004 	
Mid-State Technical College	977 	
Nicolet Area Technical College	598 	
State College of Beauty Culture Inc	56 	
Globe University	32 	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher