



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.

226,355

Jobs (2017)

Jobs **grew by 5,662** over the last 5 years and are projected to **grow by 3,640** over the next 5 years.

\$49.8K

Avg. Earnings Per Job (2017)

Regional average earnings per job are **\$13.8K below** the national average earnings of \$63.5K 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 2.6%** in NCWRPC from 220,693 to 226,355. This change fell **short of the national growth rate of 7.9% by 5.3%**. As the number of jobs increased, the **labor force participation rate increased from 63.1% 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).

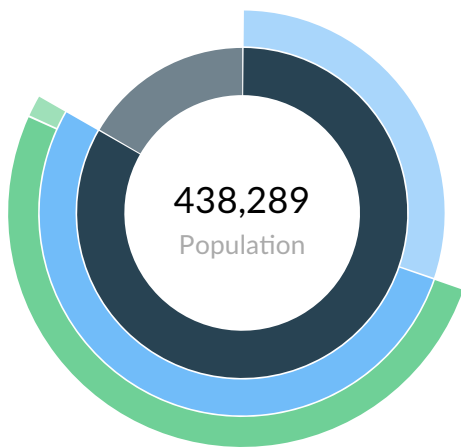
The top three industries in 2017 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.



Economy Overview - Cont.

Economy Overview - Cont.

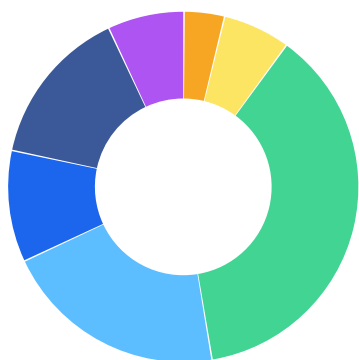
2017 Labor Force Breakdown



	Population
● Total Working Age Population	364,999
● Not in Labor Force (15+)	132,333
● Labor Force	232,666
● Employed	225,775
● Unemployed	6,891
● 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).

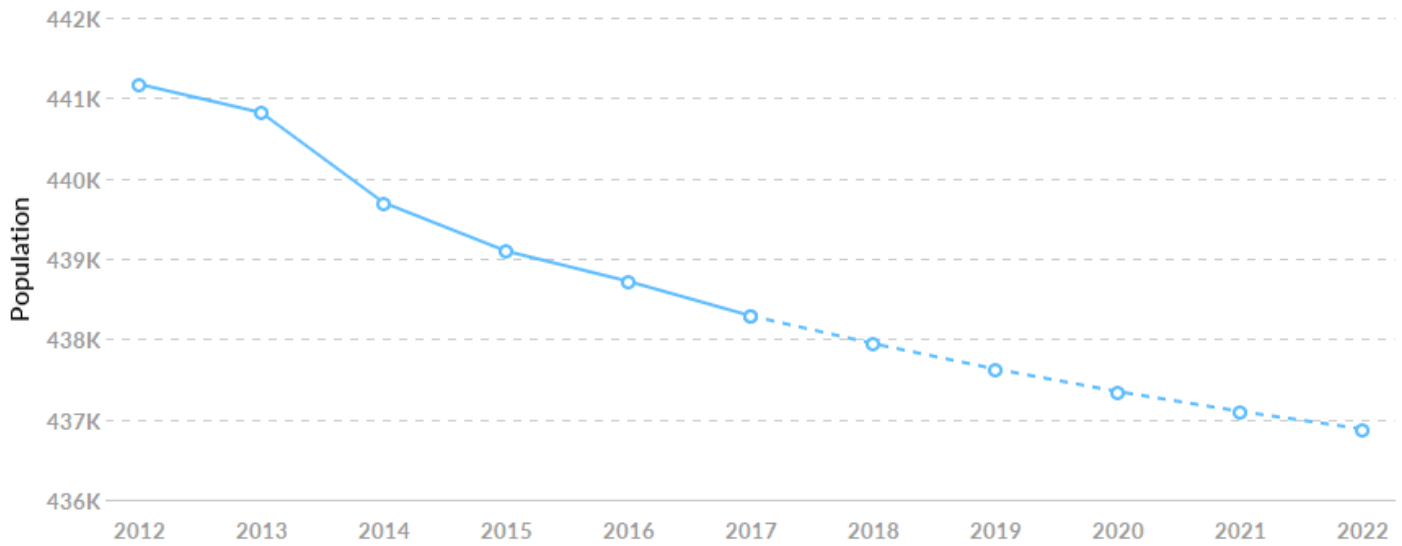


	% of Population	Population
● Less Than 9th Grade	3.7%	11,609
● 9th Grade to 12th Grade	6.2%	19,401
● High School Diploma	37.3%	116,334
● Some College	20.7%	64,405
● Associate's Degree	10.3%	32,078
● Bachelor's Degree	14.7%	45,695
● Graduate Degree and Higher	7.1%	21,993

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.

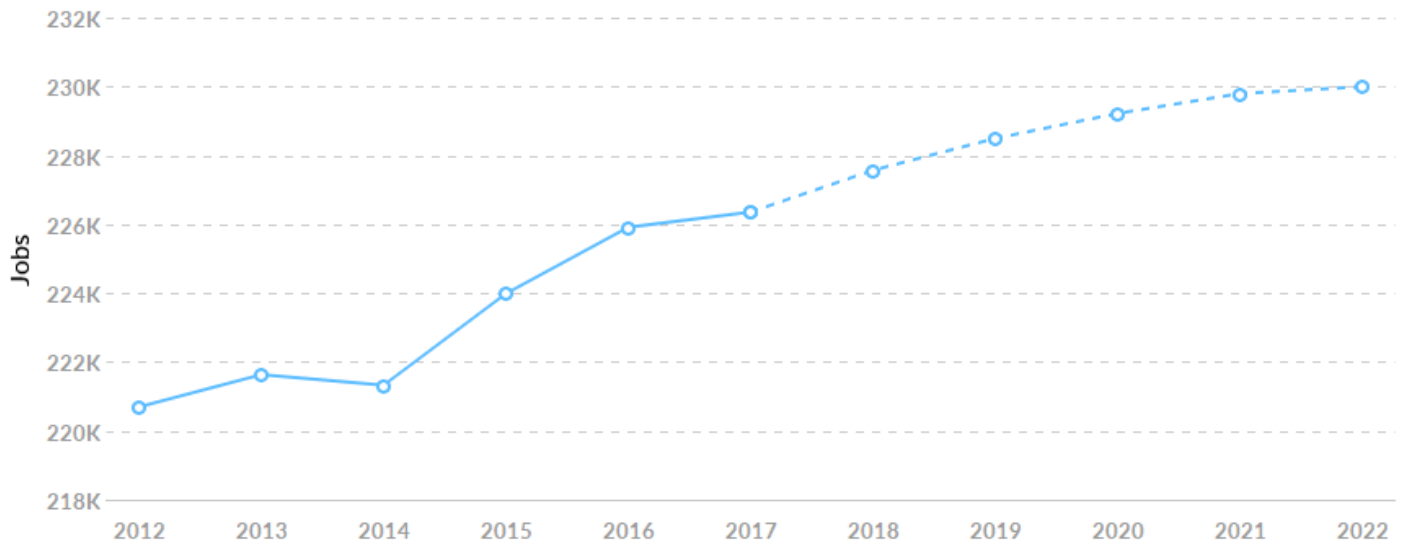


Timeframe	Population
2012	441,173
2013	440,818
2014	439,698
2015	439,096
2016	438,719
2017	438,289
2018	437,944
2019	437,627
2020	437,347
2021	437,100
2022	436,881

Historic & Projected Trends - Cont.

Job Trends

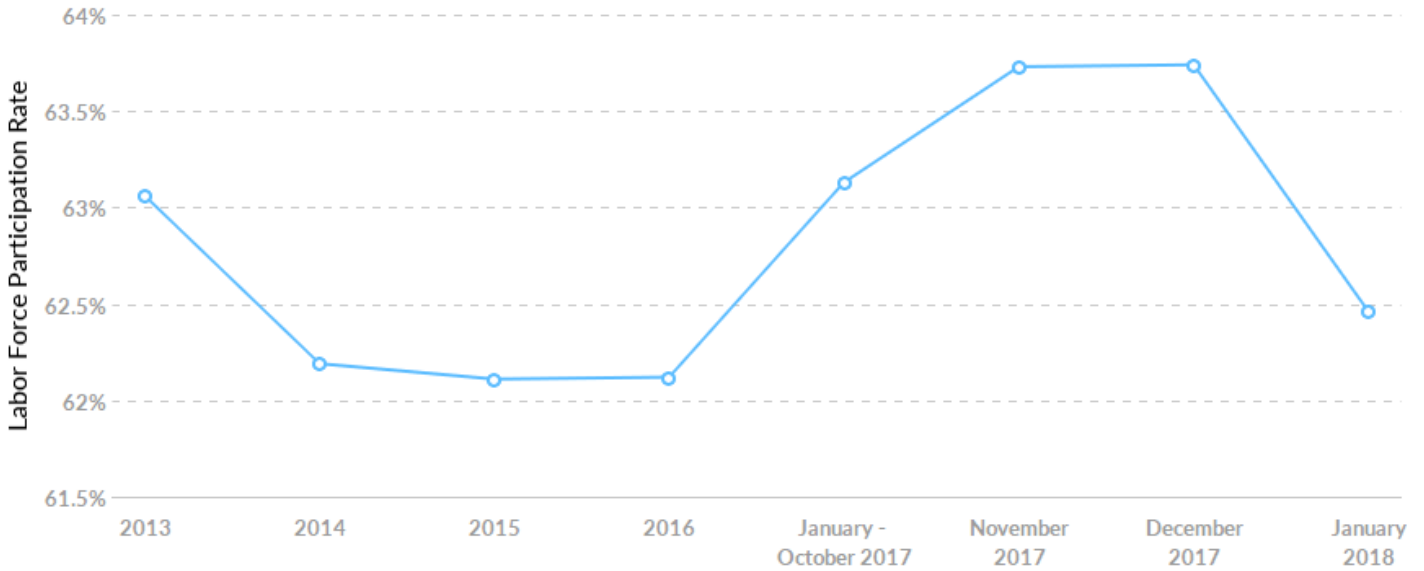
From 2012 to 2017, jobs increased by 2.6% in NCWRPC from 220,693 to 226,355. This change fell short of the national growth rate of 7.9% by 5.3%.



Timeframe	Jobs
2012	220,693
2013	221,633
2014	221,326
2015	223,986
2016	225,912
2017	226,355
2018	227,567
2019	228,493
2020	229,218
2021	229,796
2022	229,995

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

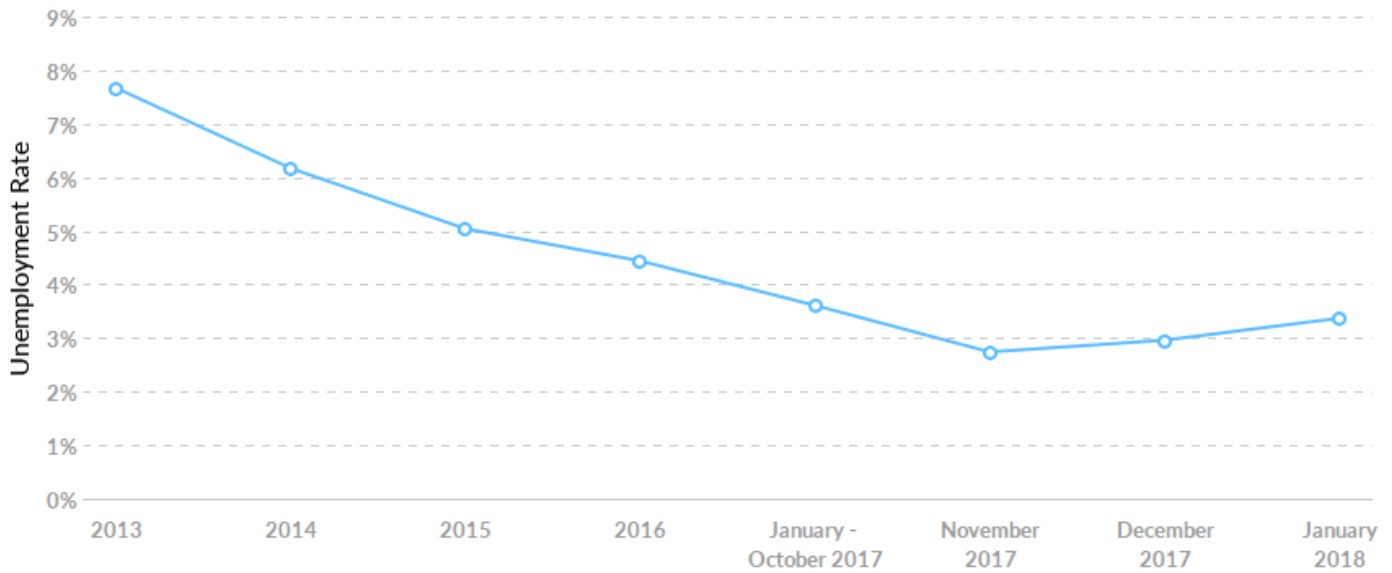


Timeframe	Labor Force Participation Rate
2013	63.06%
2014	62.19%
2015	62.11%
2016	62.12%
January - October 2017	63.13%
November 2017	63.73%
December 2017	63.74%
January 2018	62.46%

Historic & Projected Trends - Cont.

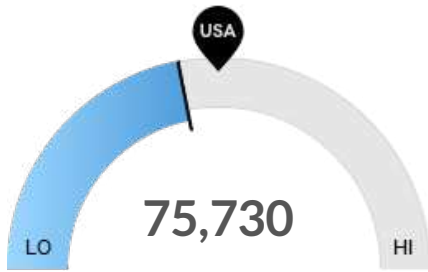
Unemployment Rate Trends

Your areas had a January 2018 unemployment rate of 3.37%, **decreasing from 7.67%** 5 years before.



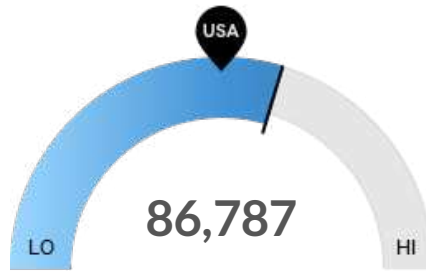
Timeframe	Unemployment Rate
2013	7.67%
2014	6.17%
2015	5.04%
2016	4.44%
January - October 2017	3.61%
November 2017	2.74%
December 2017	2.96%
January 2018	3.37%

Population Characteristics



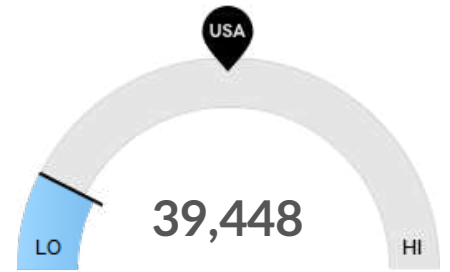
Millennials

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



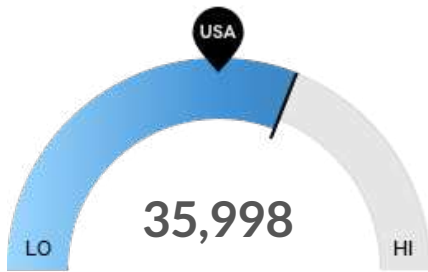
Retiring Soon

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.



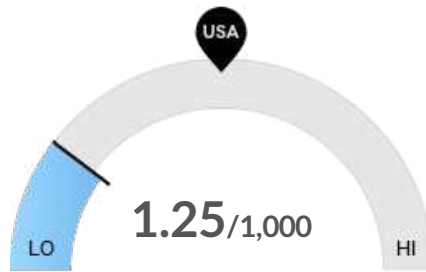
Racial Diversity

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.



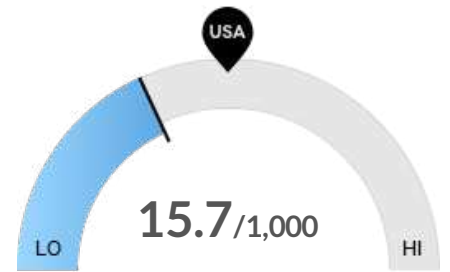
Veterans

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.



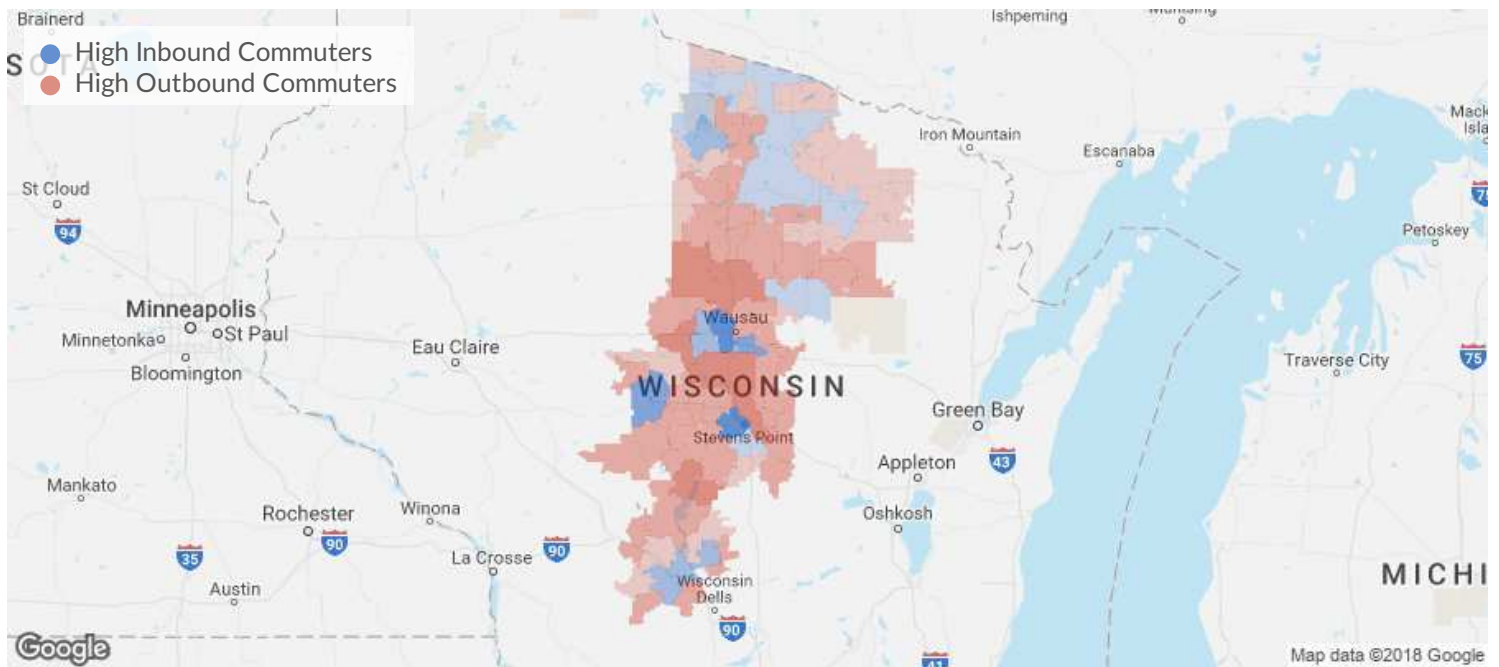
Property Crime

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

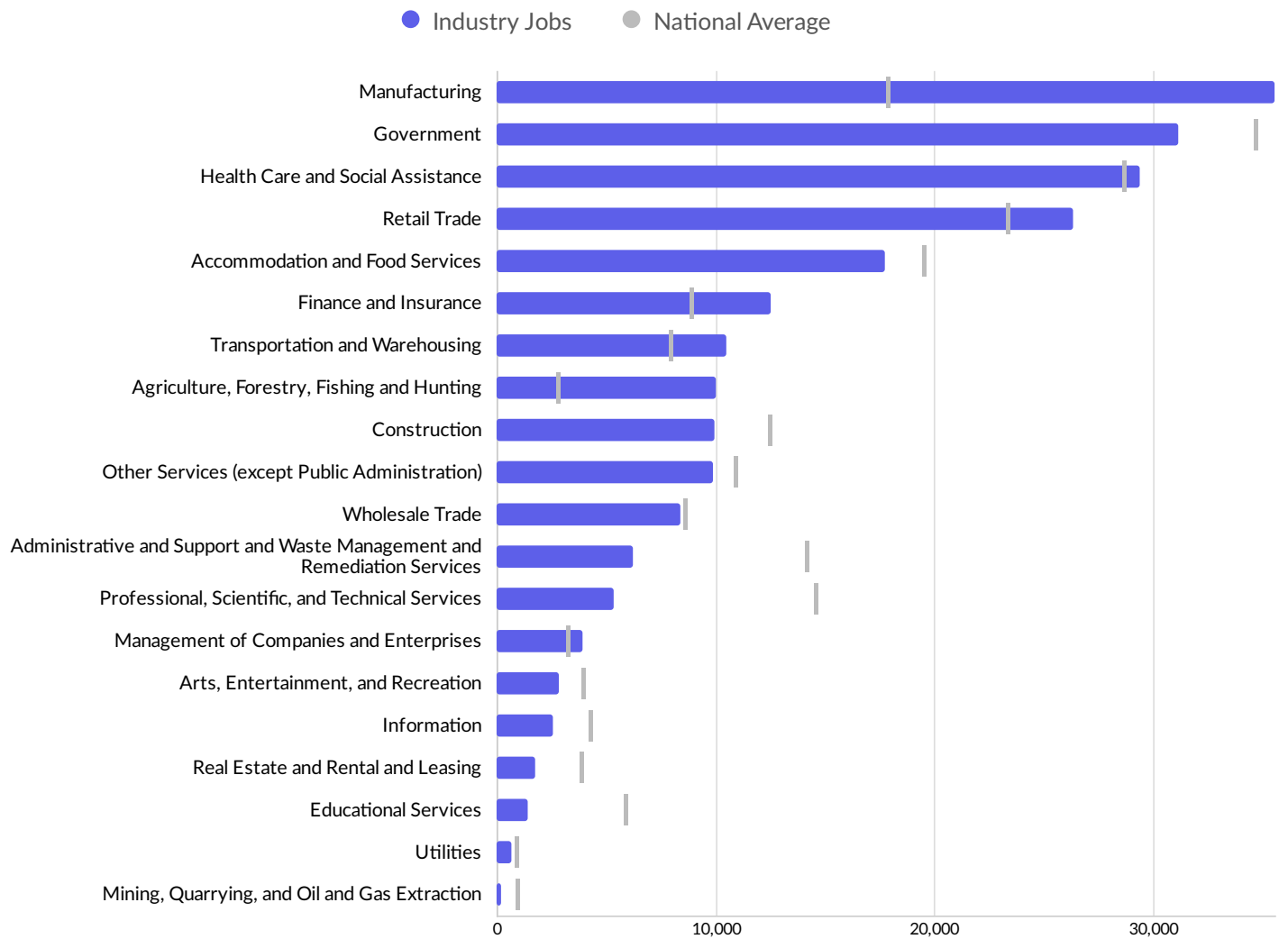
Where Talent Lives

ZIP	Name	2017 Employment
54401	Wausau, WI (in Marath...	30,076
54481	Stevens Point, WI (in P...	23,172
54449	Marshfield, WI (in Woo...	20,253
54476	Schofield, WI (in Marat...	13,145
54501	Rhineland, WI (in On...	11,327

ZIP	Name	2017 Workers
54401	Wausau, WI (in Marath...	17,292
54481	Stevens Point, WI (in P...	14,908
54449	Marshfield, WI (in Woo...	14,720
54494	Wisconsin Rapids, WI ...	12,839
54403	Wausau, WI (in Marath...	12,186

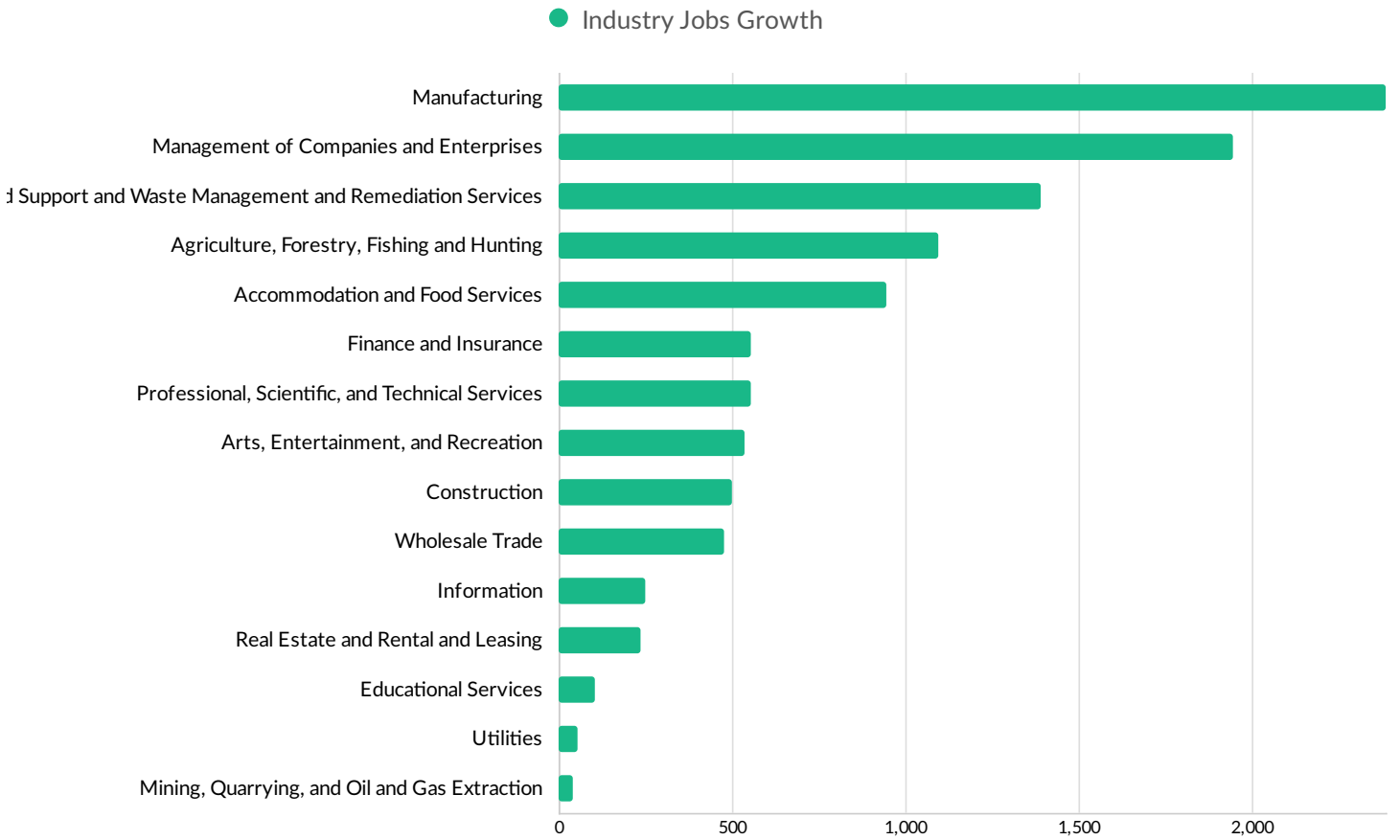
Industry Characteristics

Largest Industries



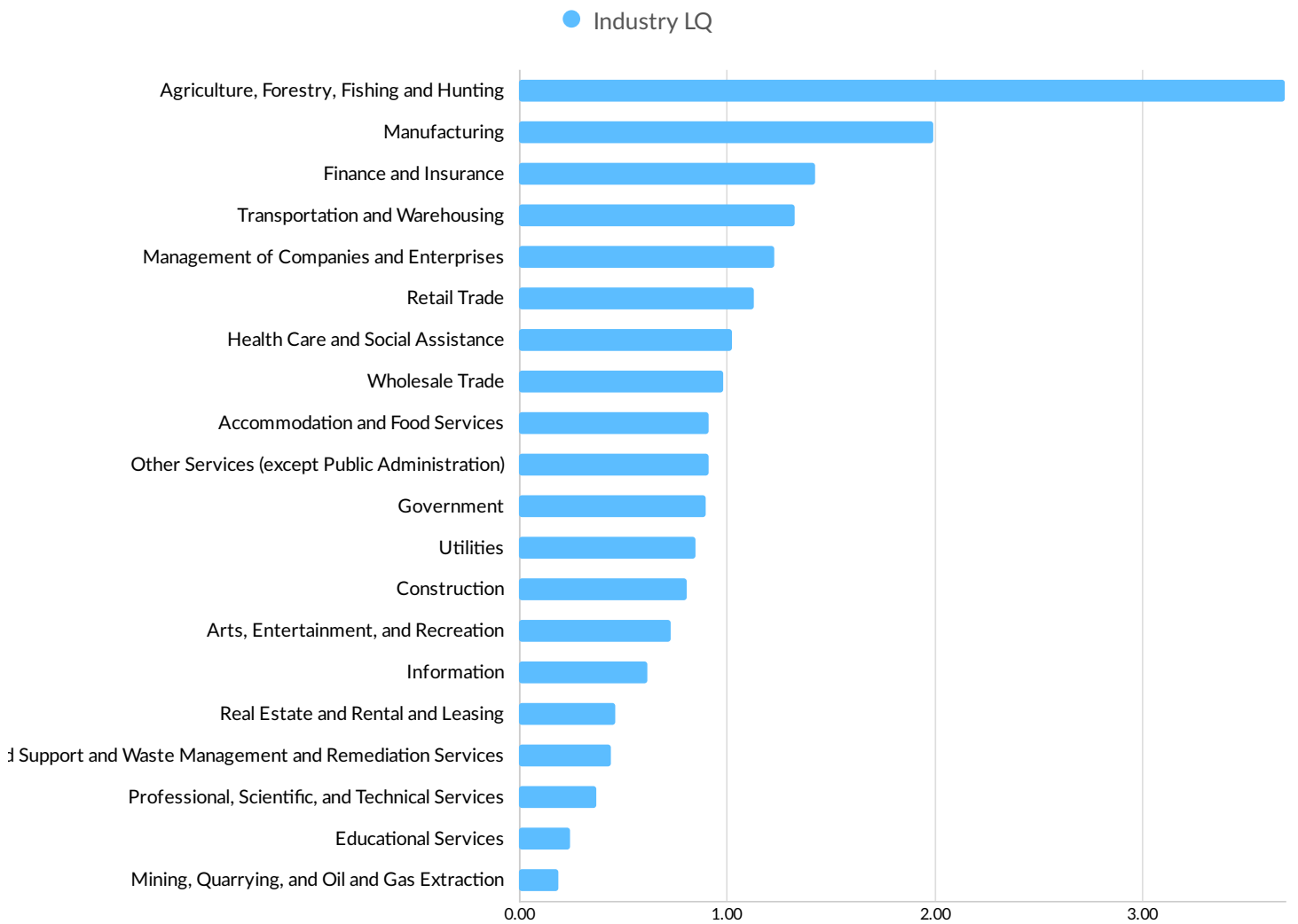
Industry Characteristics - Cont.

Top Growing Industries



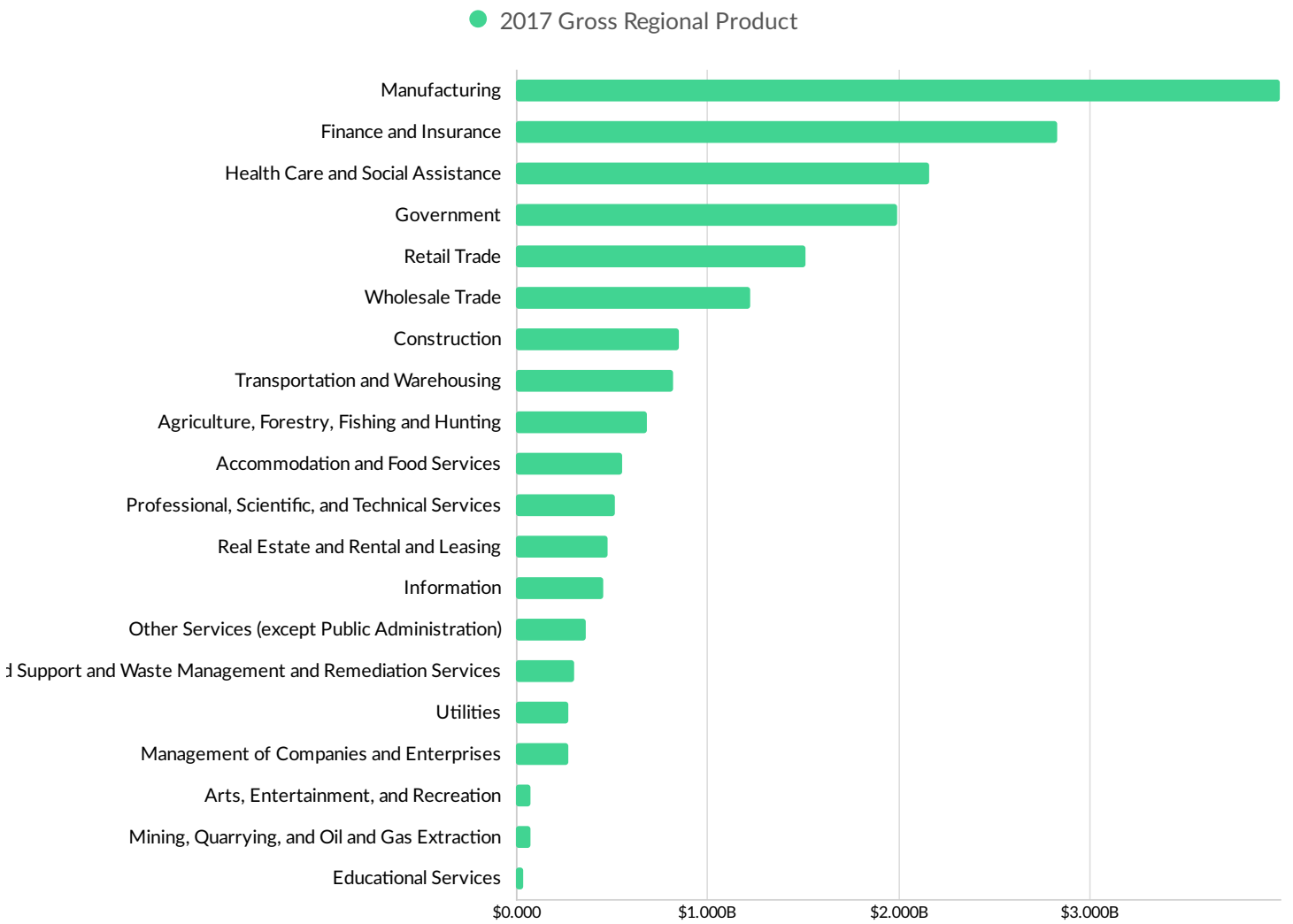
Industry Characteristics - Cont.

Top Industry LQ



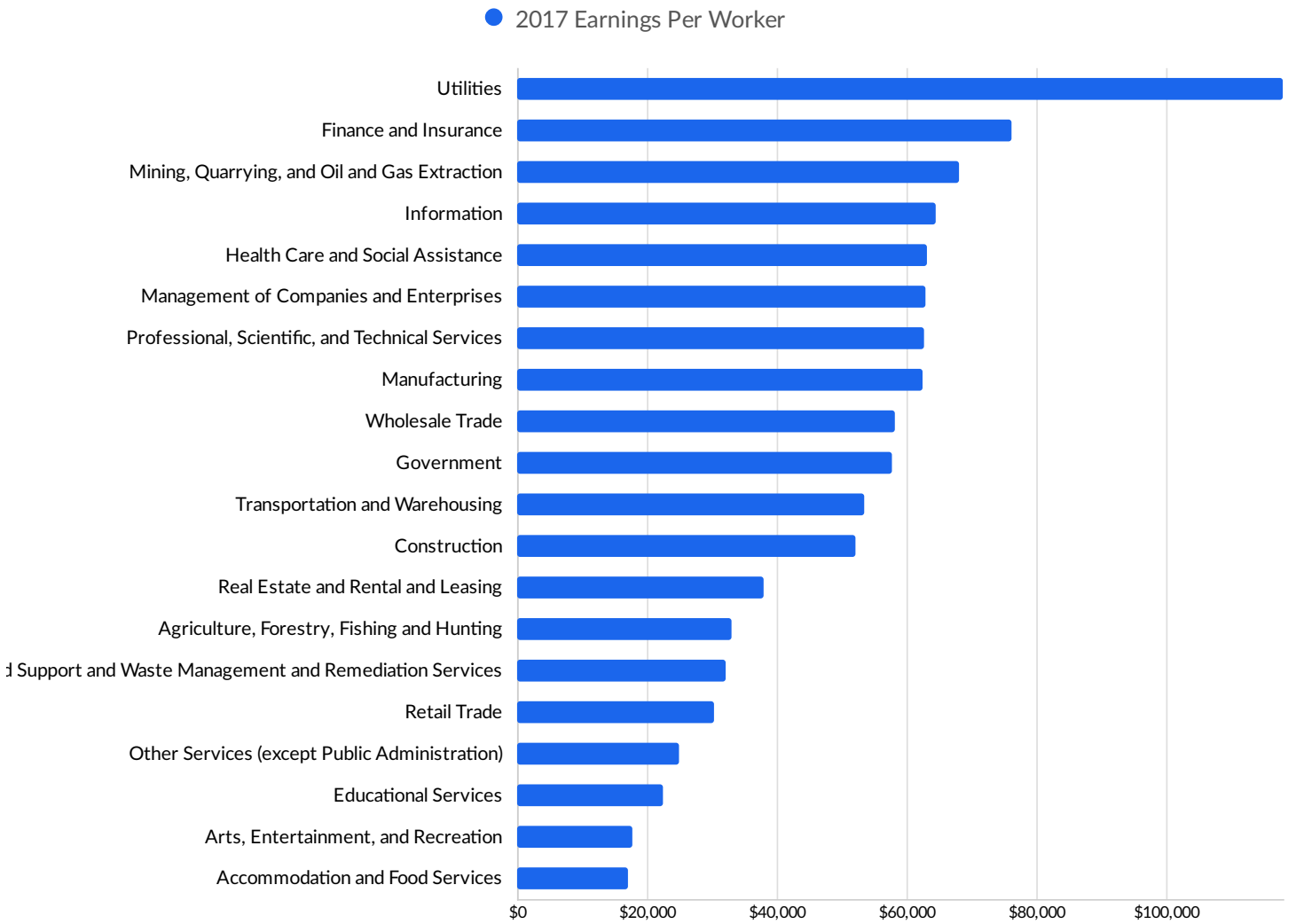
Industry Characteristics - Cont.

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	35,552	2,389	+7%	2.00	\$62,421	\$3.99B
Government	31,356	31,126	-230	-1%	0.90	\$57,806	\$1.99B
Health Care and Social Assistance	32,727	29,423	-3,304	-10%	1.03	\$63,052	\$2.16B
Retail Trade	27,155	26,316	-839	-3%	1.13	\$30,386	\$1.51B
Accommodation and Food Services	16,799	17,745	946	+6%	0.91	\$17,077	\$556.29M
Finance and Insurance	11,945	12,502	557	+5%	1.42	\$76,210	\$2.83B
Transportation and Warehousing	10,613	10,463	-150	-1%	1.33	\$53,454	\$822.04M
Agriculture, Forestry, Fishing and Hunting	8,937	10,035	1,098	+12%	3.69	\$33,076	\$684.48M
Construction	9,483	9,982	499	+5%	0.81	\$52,138	\$853.88M
Other Services (except Public Administration)	10,788	9,889	-899	-8%	0.91	\$24,916	\$366.37M
Wholesale Trade	7,899	8,379	480	+6%	0.98	\$58,255	\$1.22B
Administrative and Support and Waste Management and Remediation Services	4,812	6,203	1,391	+29%	0.44	\$32,121	\$300.89M
Professional, Scientific, and Technical Services	4,805	5,358	553	+12%	0.37	\$62,717	\$518.39M
Management of Companies and Enterprises	1,991	3,939	1,948	+98%	1.23	\$62,832	\$275.60M
Arts, Entertainment, and Recreation	2,293	2,829	536	+23%	0.73	\$17,667	\$78.89M















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	2,579	249	+11%	0.61	\$64,469	\$456.67M
Real Estate and Rental and Leasing	1,518	1,755	237	+16%	0.47	\$38,011	\$478.41M
Educational Services	1,333	1,437	104	+8%	0.25	\$22,420	\$37.88M
Utilities	619	673	54	+9%	0.85	\$117,950	\$277.47M
Mining, Quarrying, and Oil and Gas Extraction	127	170	43	+34%	0.19	\$68,126	\$76.59M

Business Characteristics

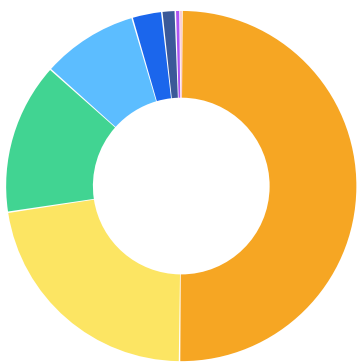
6,283 Companies Employ Your Workers

Online profiles for your workers mention 6,283 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
Aspirus Wausau Hospital, Inc.	152 	Aspirus Wausau Hospital, Inc.	4,607 
Marshfield Clinic	124 	Marshfield Clinic	3,957 
University of Wisconsin Steven...	92 	Comphealth Associates, Inc	3,877 
Sentry Insurance	87 	Ascension Health	2,805 
Greenheck Fan Corporation	75 	Pizza Hut, Inc.	2,774 
Wausau School District	67 	Roehl Transport, Inc.	2,617 
Foot Locker, Inc.	54 	C.R. England, Inc.	2,447 
Liberty Mutual Insurance Comp...	48 	CRST International, Inc.	2,251 
Wal-Mart Stores, Inc.	47 	Shopko Stores Operating Co., L...	2,247 
Unitedhealth Group Incorporat...	46 	Kwik Trip, Inc.	2,148 

Business Characteristics - Cont.

Business Size

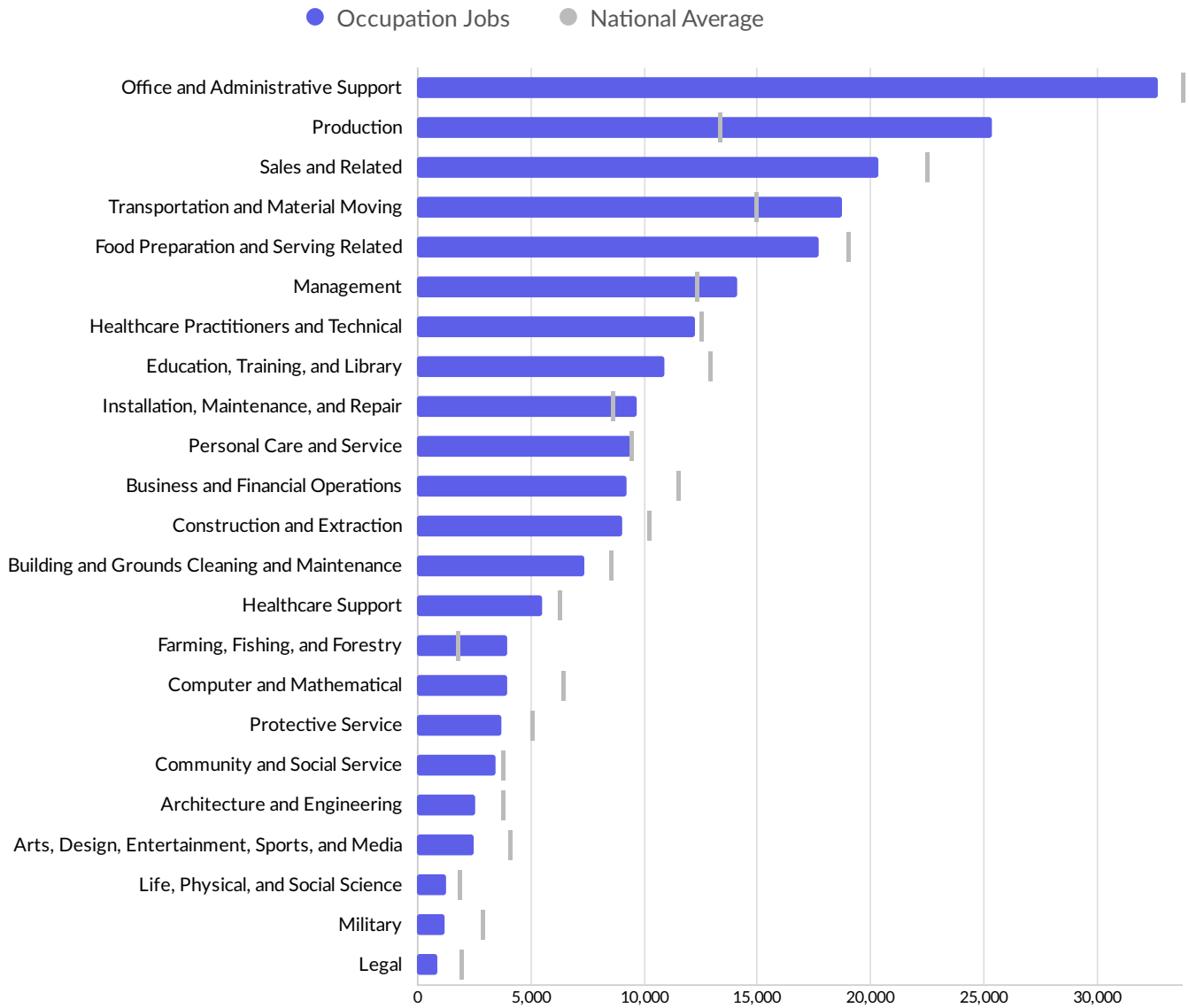


	Percentage	Business Count
1 to 4 employees	50.1%	10,205
5 to 9 employees	22.5%	4,574
10 to 19 employees	14.0%	2,850
20 to 49 employees	8.9%	1,809
50 to 99 employees	2.7%	560
100 to 249 employees	1.2%	251
250 to 499 employees	0.4%	87
500+ employees	0.2%	38

**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.*

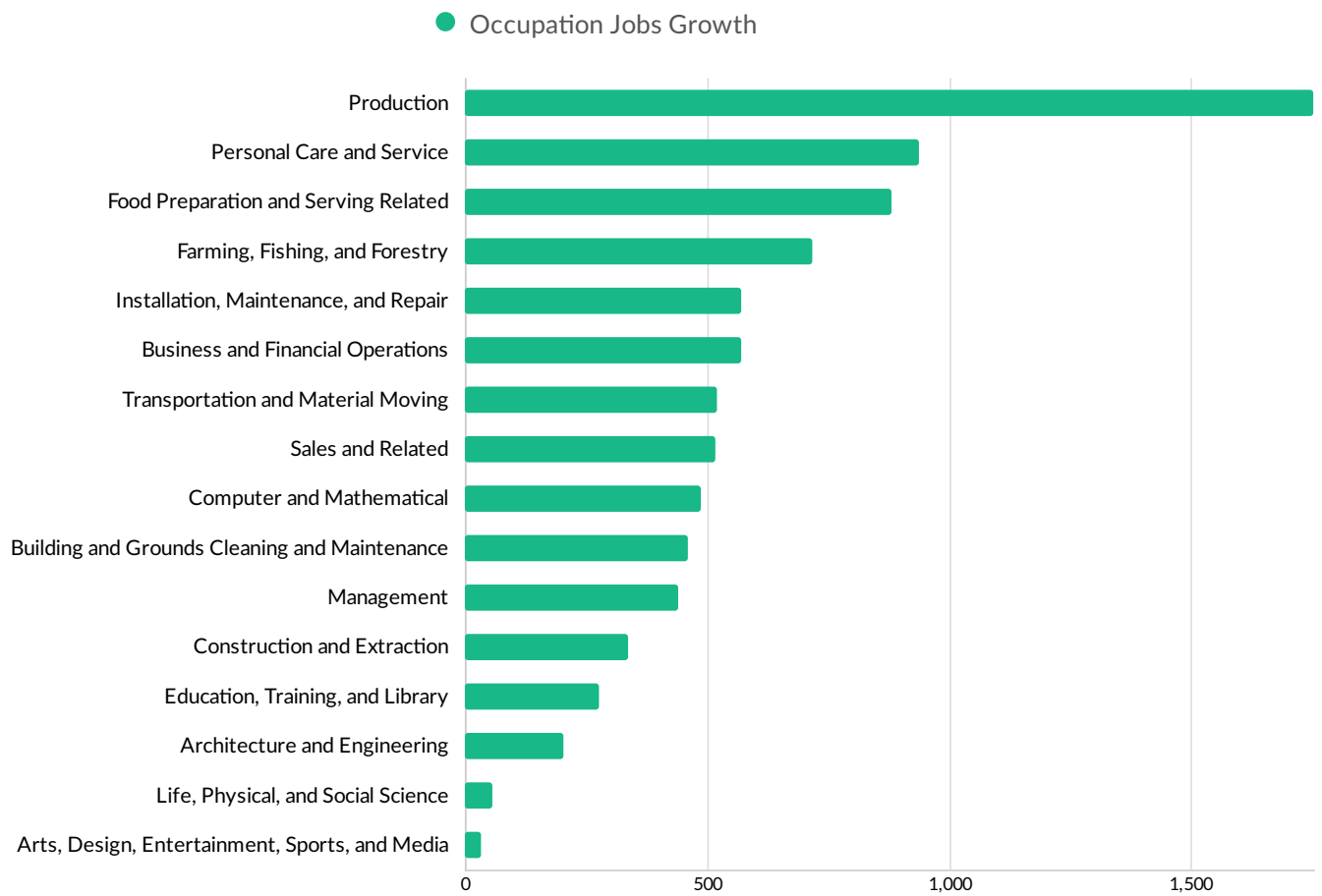
Workforce Characteristics

Largest Occupations



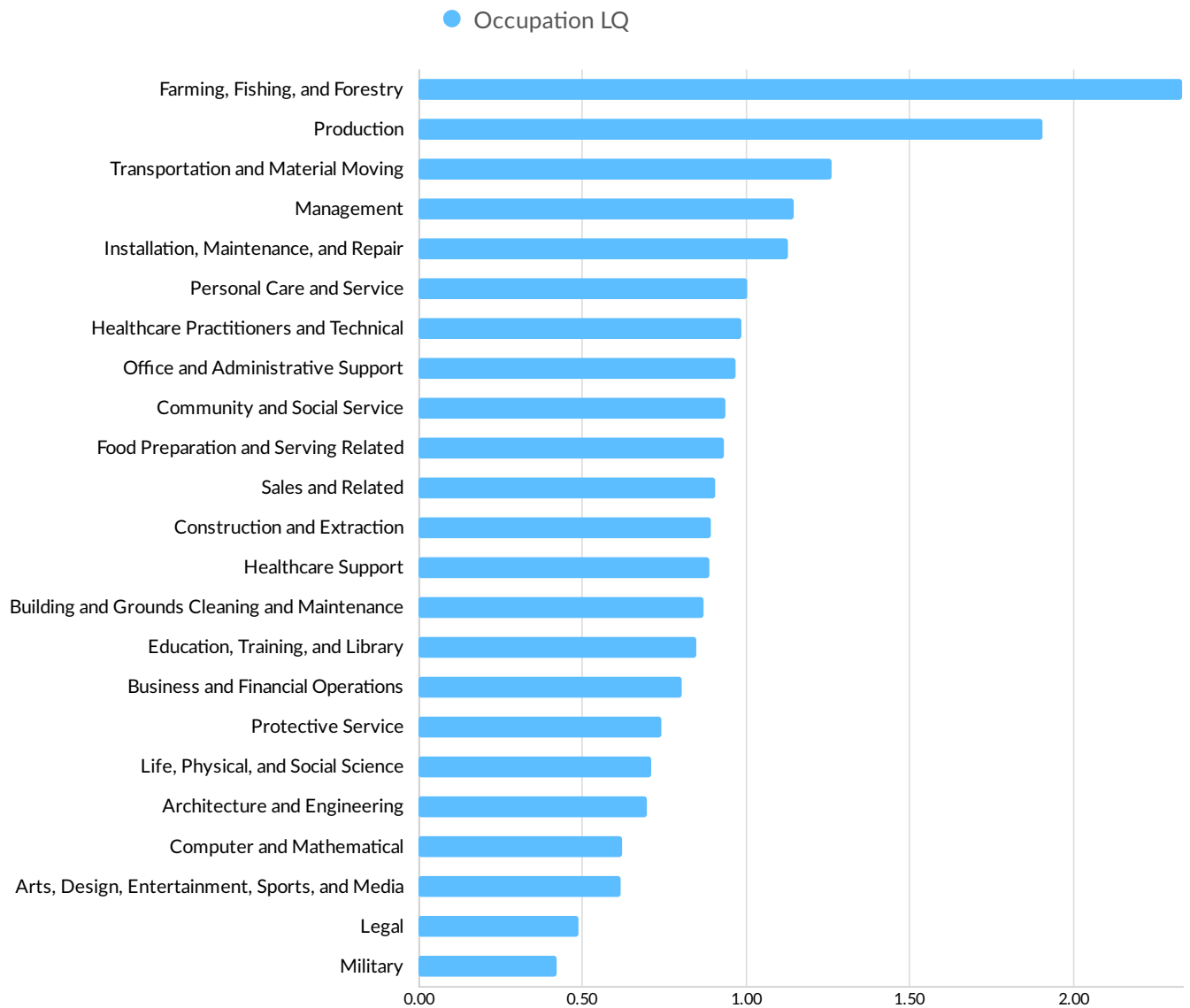
Workforce Characteristics - Cont.

Top Growing Occupations



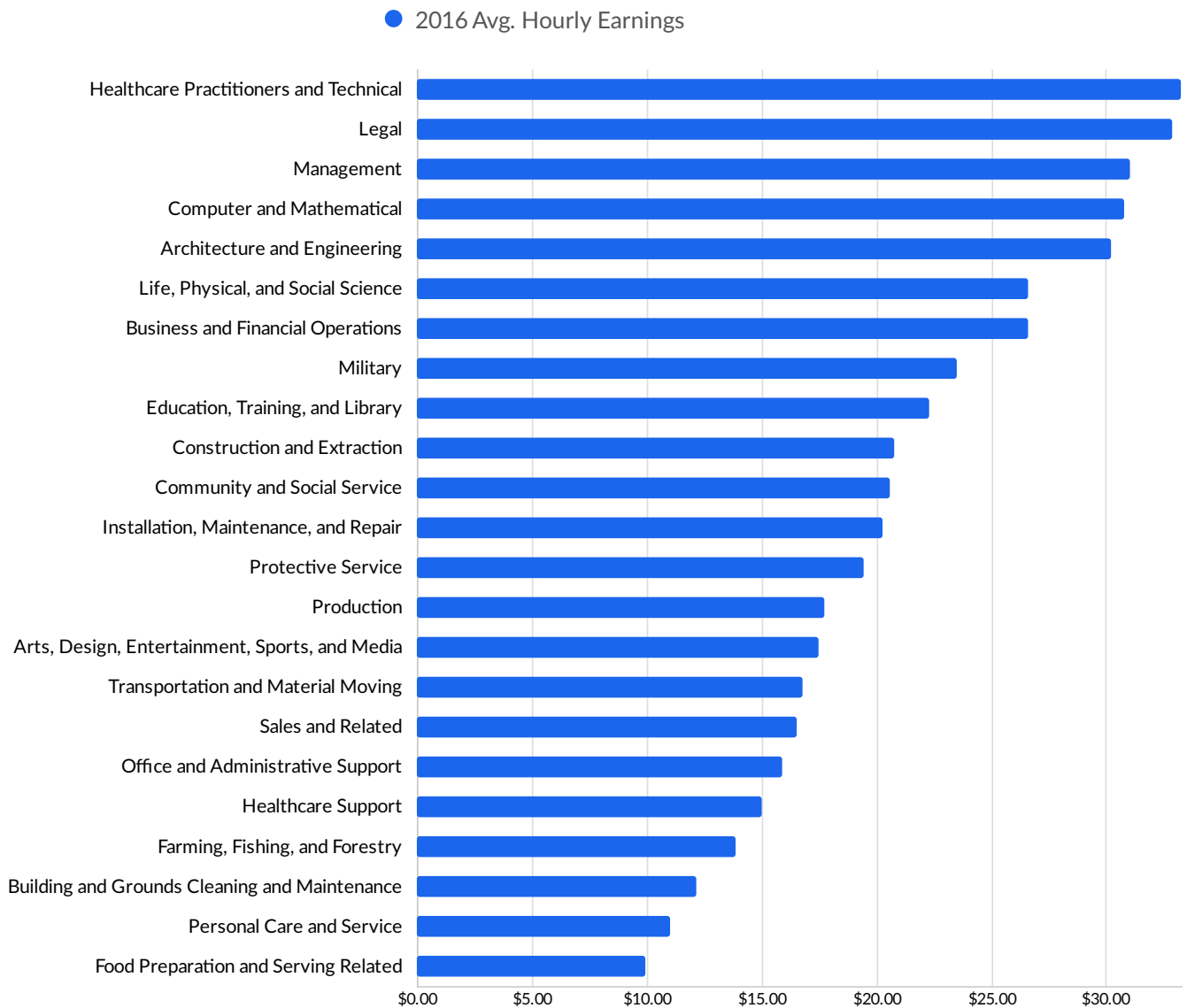
Workforce Characteristics - Cont.

Top Occupation LQ



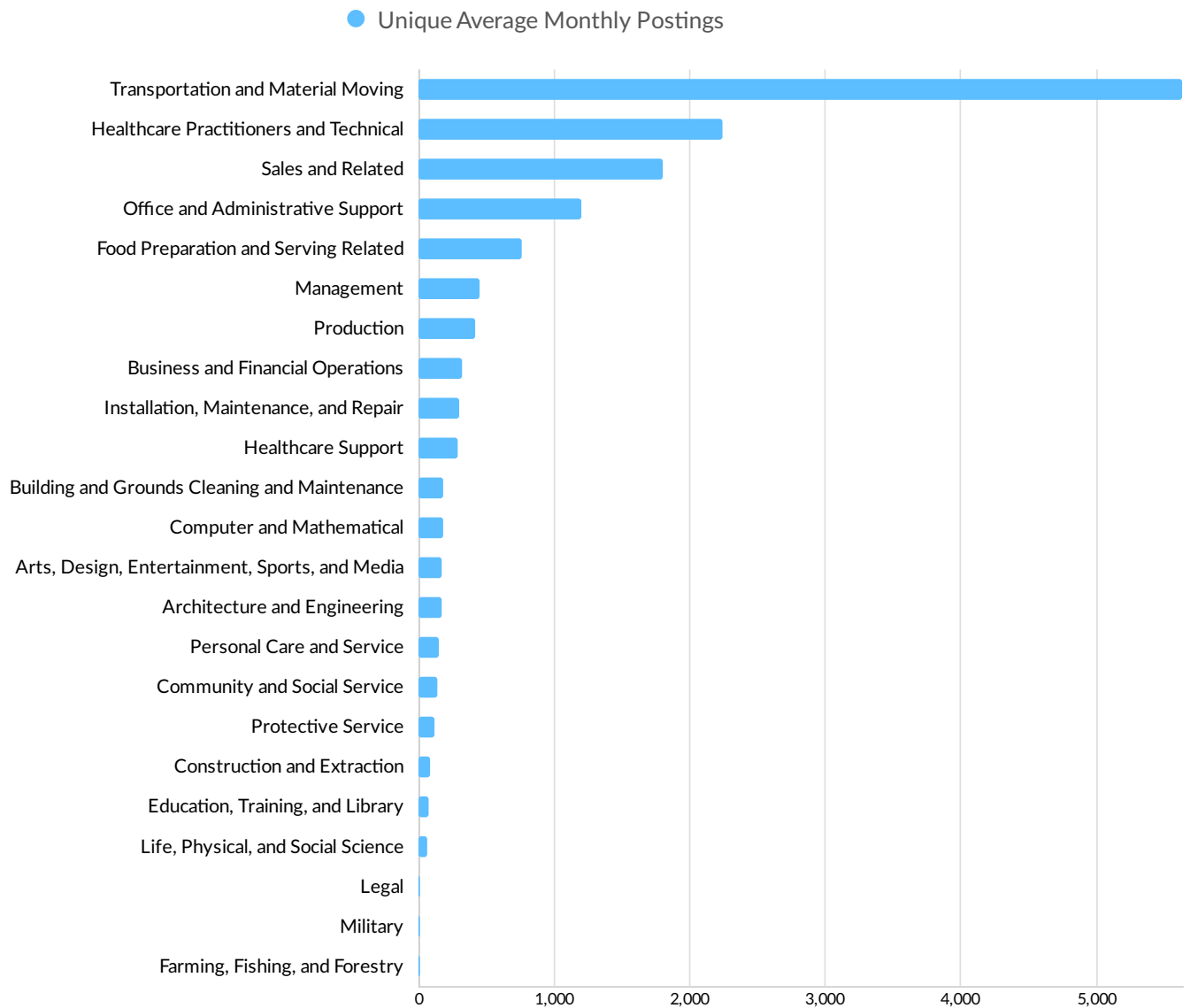
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

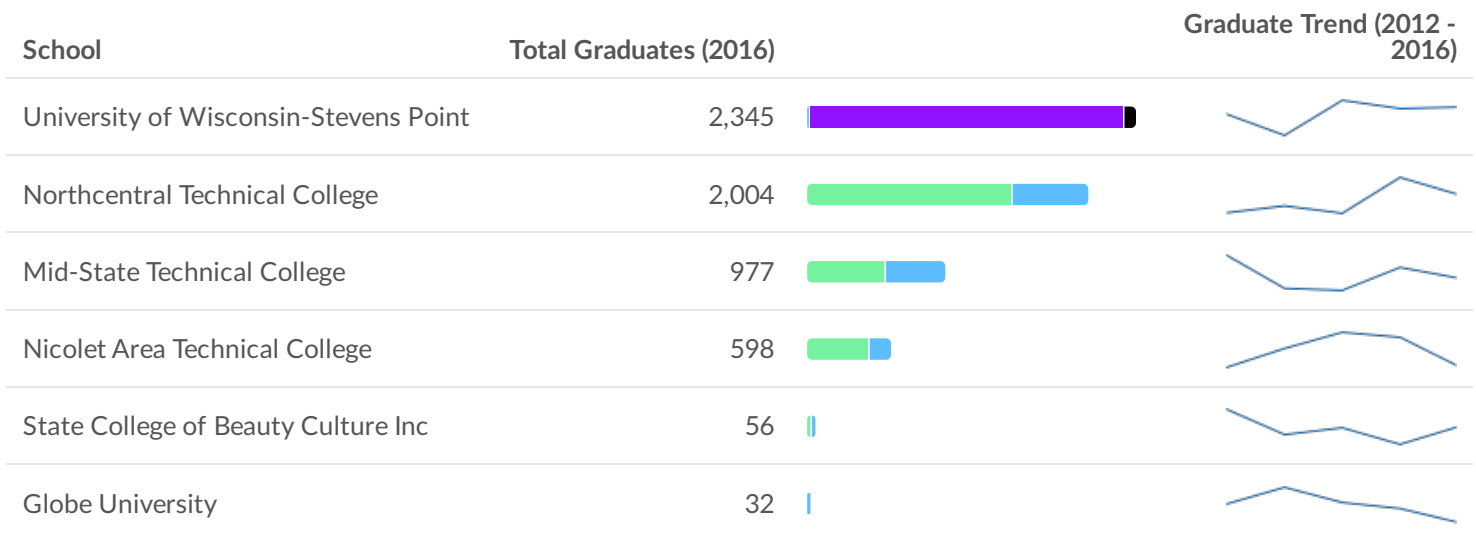
Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Office and Administrative Support	32,987	32,731	-256	-1%	0.97	\$15.88	1,197
Production	23,635	25,387	1,752	+7%	1.91	\$17.74	420
Sales and Related	19,865	20,381	516	+3%	0.91	\$16.51	1,803
Transportation and Material Moving	18,263	18,783	520	+3%	1.26	\$16.76	5,638
Food Preparation and Serving Related	16,838	17,718	880	+5%	0.93	\$9.97	760
Management	13,692	14,132	440	+3%	1.15	\$31.03	449
Healthcare Practitioners and Technical	14,369	12,289	-2,080	-14%	0.99	\$33.26	2,249
Education, Training, and Library	10,637	10,913	276	+3%	0.85	\$22.32	75
Installation, Maintenance, and Repair	9,116	9,688	572	+6%	1.13	\$20.29	300
Personal Care and Service	8,486	9,424	938	+11%	1.01	\$11.01	146
Business and Financial Operations	8,663	9,234	571	+7%	0.81	\$26.62	318
Construction and Extraction	8,720	9,056	336	+4%	0.89	\$20.81	81
Building and Grounds Cleaning and Maintenance	6,922	7,384	462	+7%	0.87	\$12.17	184
Healthcare Support	6,200	5,543	-657	-11%	0.89	\$15.03	286
Farming, Fishing, and Forestry	3,294	4,012	718	+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	3,499	3,986	487	+14%	0.62	\$30.78	178
Protective Service	3,780	3,739	-41	-1%	0.74	\$19.47	122
Community and Social Service	3,483	3,468	-15	0%	0.94	\$20.59	142
Architecture and Engineering	2,387	2,591	204	+9%	0.70	\$30.21	167
Arts, Design, Entertainment, Sports, and Media	2,490	2,523	33	+1%	0.62	\$17.49	170
Life, Physical, and Social Science	1,220	1,276	56	+5%	0.71	\$26.64	62
Military	1,242	1,196	-46	-4%	0.42	\$23.49	9
Legal	907	903	-4	0%	0.49	\$32.91	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).



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