



# 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.

**226,667**

Jobs (2017)

Jobs **grew by 5,551** over the last 5 years and are projected to **grow by 3,255** over the next 5 years.

**\$50.0K**

Avg. Earnings Per Job (2017)

Regional average earnings per job are **\$14.1K below** the national average earnings of \$64.2K 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 221,116 to **226,667**. This change fell **short of the national growth rate of 8.2% by 5.7%**. As the number of jobs increased, the **labor force participation rate decreased from 63.1% to 62.9% between 2012 and 2017**.

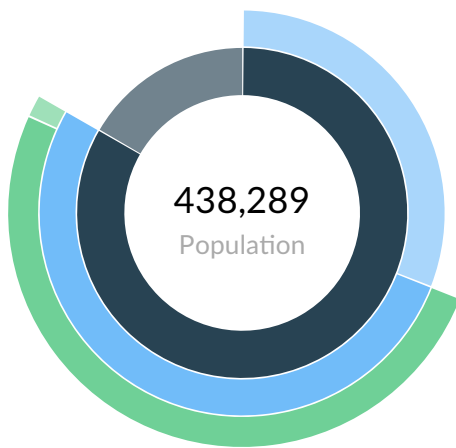
Concerning educational attainment, **14.7% of the selected regions' residents possess a Bachelor's Degree** (3.7% below the national average), and **10.3% hold an Associate's Degree** (2.4% above the national average).

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.

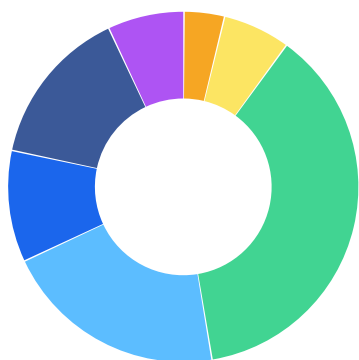
### 2017 Labor Force Breakdown



	Population
● Total Working Age Population	364,999
● Not in Labor Force (15+)	135,308
● Labor Force	229,691
● Employed	222,826
● Unemployed	6,865
● 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).

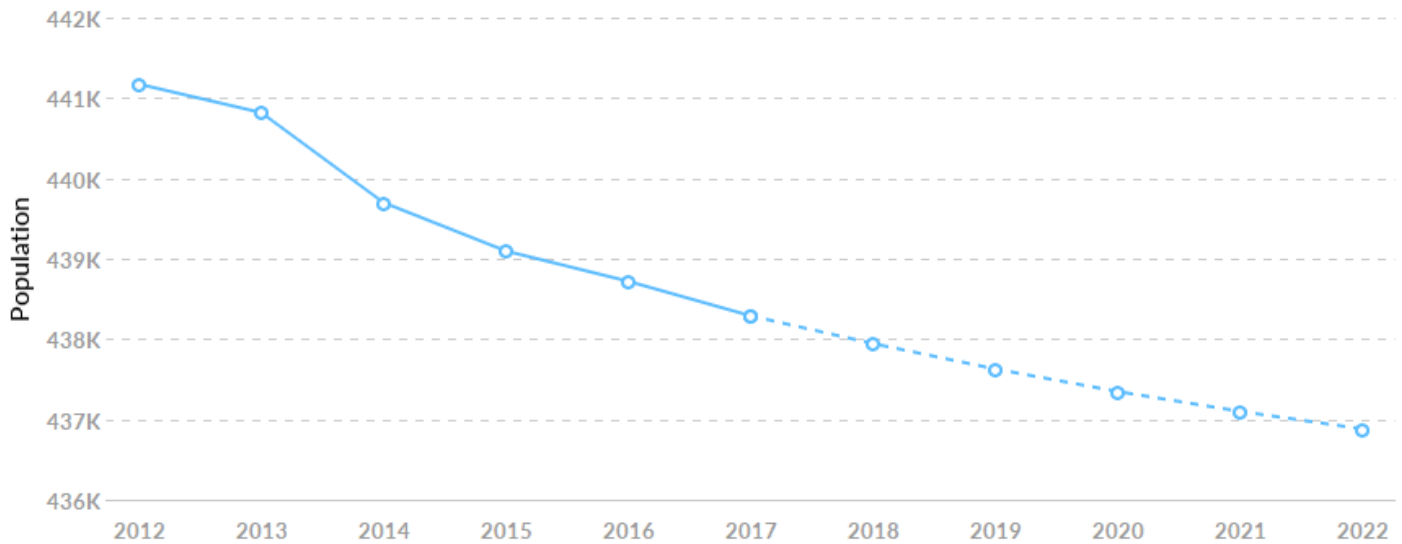


	% of Population	Population
● Less Than 9th Grade	3.7%	11,609
● 9th Grade to 12th Grade	6.2%	19,401
● High School Diploma	37.3%	116,334
● Some College	20.7%	64,405
● Associate's Degree	10.3%	32,078
● Bachelor's Degree	14.7%	45,695
● Graduate Degree and Higher	7.1%	21,993

# 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.

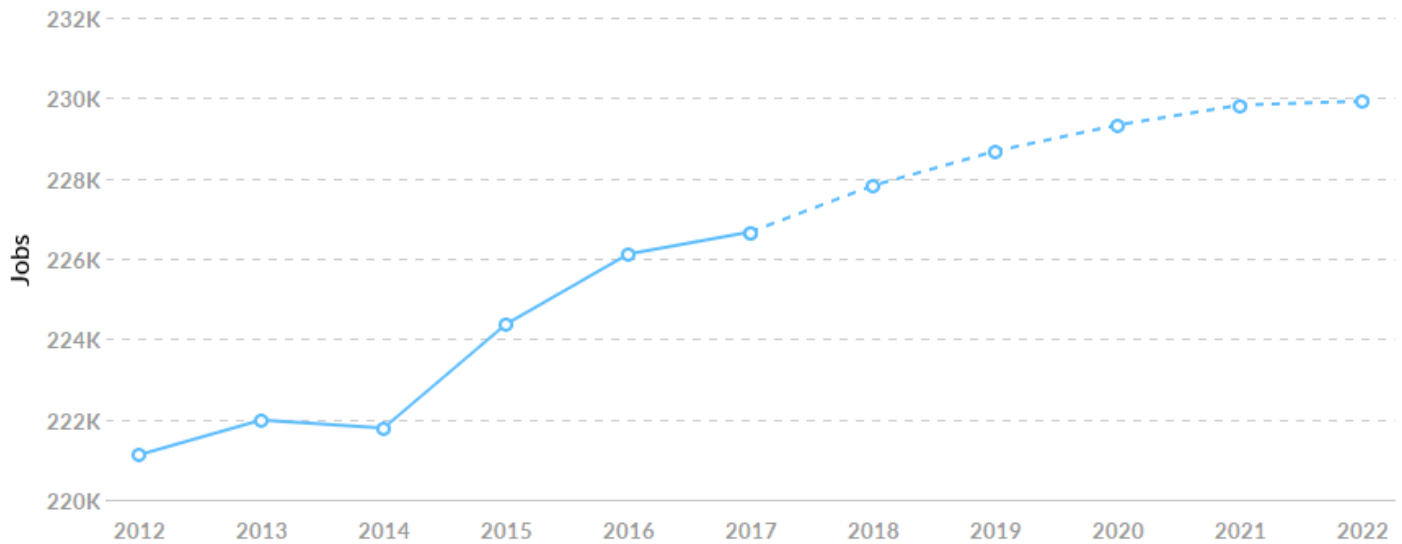


Timeframe	Population
2012	441,173
2013	440,818
2014	439,698
2015	439,096
2016	438,719
2017	438,289
2018	437,944
2019	437,627
2020	437,347
2021	437,100
2022	436,881

# Historic & Projected Trends - Cont.

## Job Trends

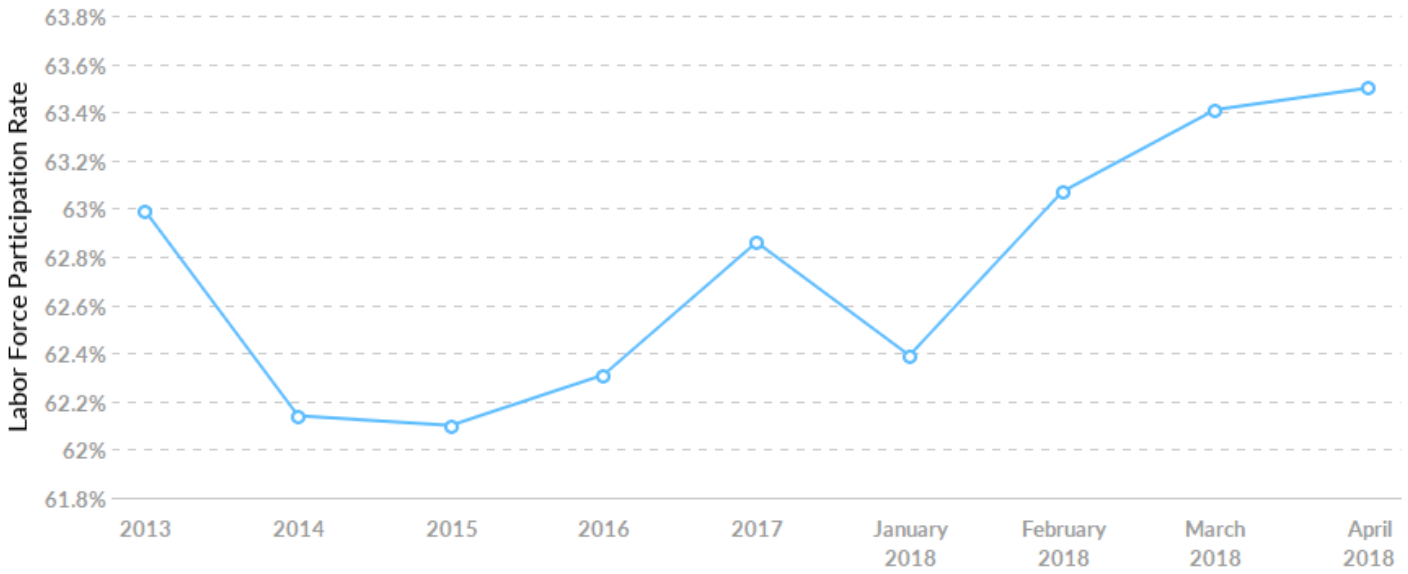
From 2012 to 2017, jobs increased by 2.5% in NCWRPC from 221,116 to 226,667. This change fell short of the national growth rate of 8.2% by 5.7%.



Timeframe	Jobs
2012	221,116
2013	221,984
2014	221,783
2015	224,368
2016	226,115
2017	226,667
2018	227,820
2019	228,678
2020	229,328
2021	229,824
2022	229,922

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

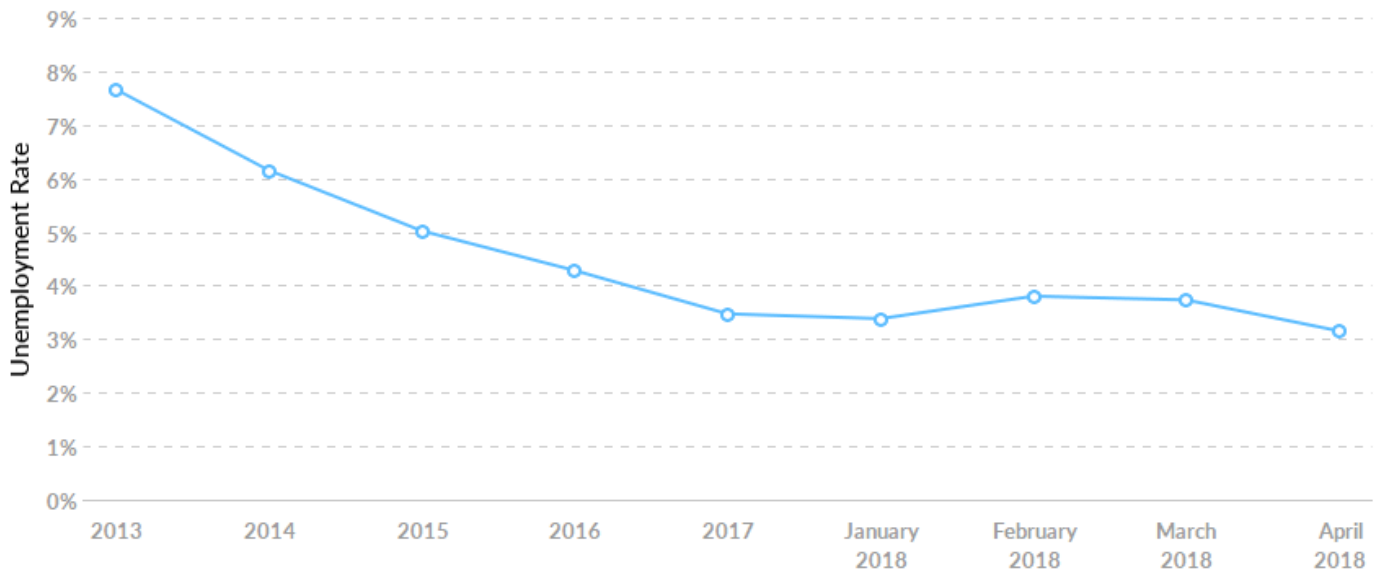


Timeframe	Labor Force Participation Rate
2013	62.99%
2014	62.14%
2015	62.10%
2016	62.31%
2017	62.86%
January 2018	62.39%
February 2018	63.07%
March 2018	63.41%
April 2018	63.50%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

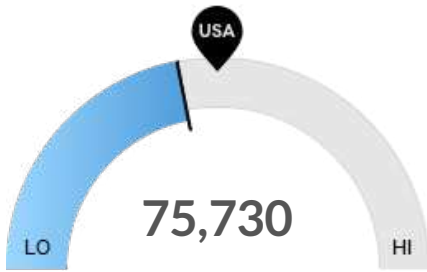
Your areas had an April 2018 unemployment rate of 3.15%, **decreasing from 7.66%** 5 years before.



Timeframe	Unemployment Rate
2013	7.66%
2014	6.15%
2015	5.02%
2016	4.28%
2017	3.47%
January 2018	3.38%
February 2018	3.80%
March 2018	3.73%
April 2018	3.15%

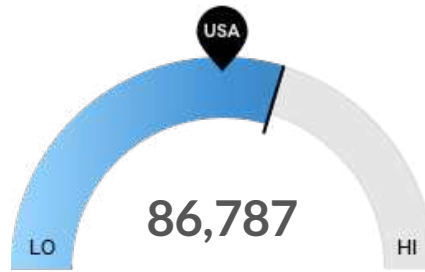


## Population Characteristics



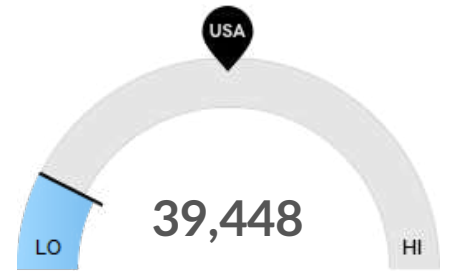
**Millennials**

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



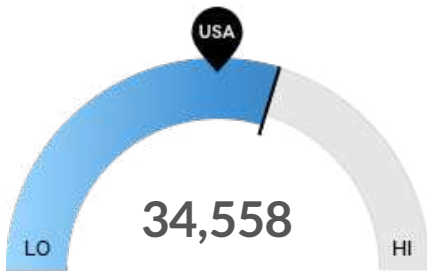
**Retiring Soon**

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.



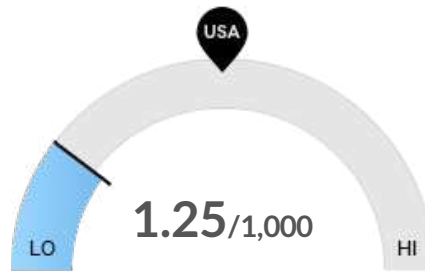
**Racial Diversity**

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.



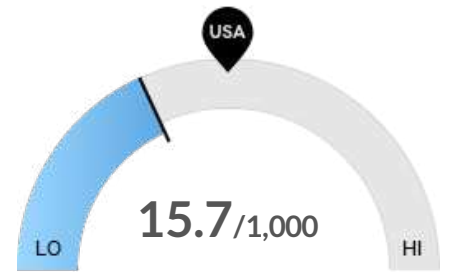
**Veterans**

Your area has 34,558 veterans. The national average for an area this size is 26,524.



**Violent Crime**

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



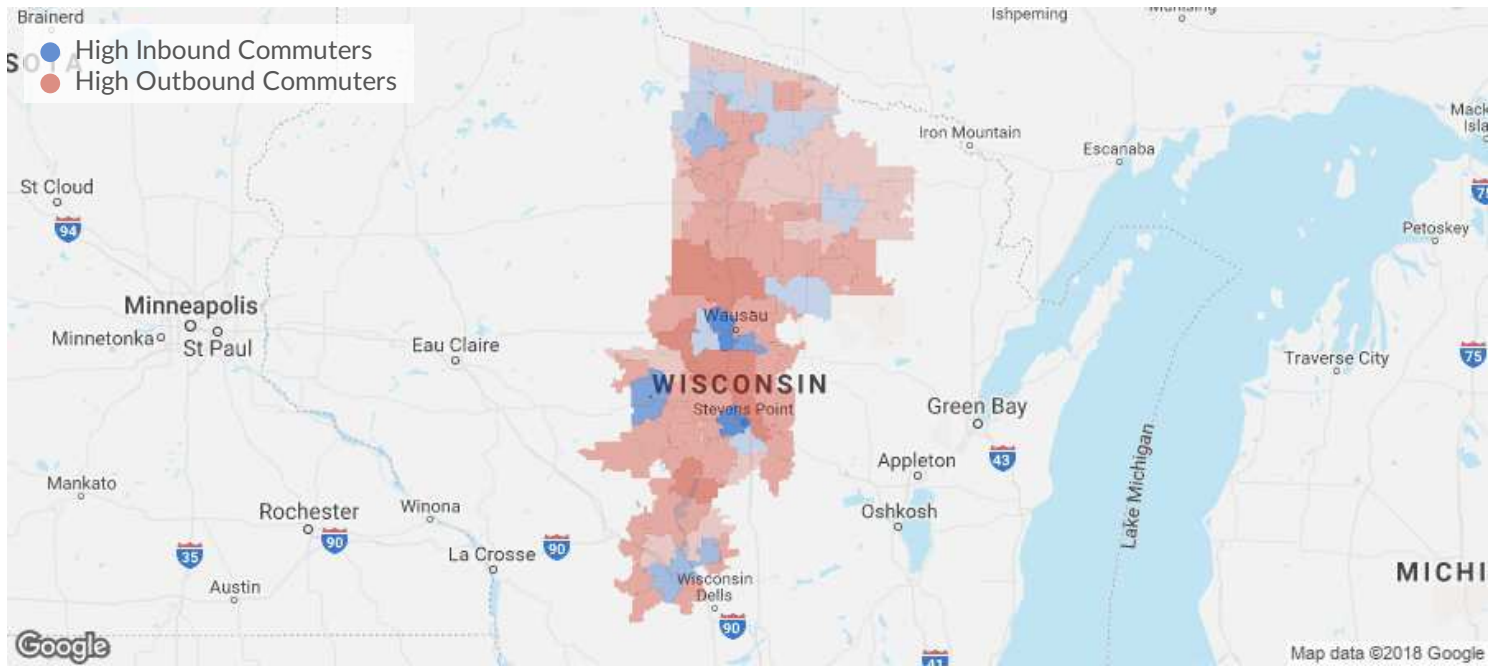
**Property Crime**

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

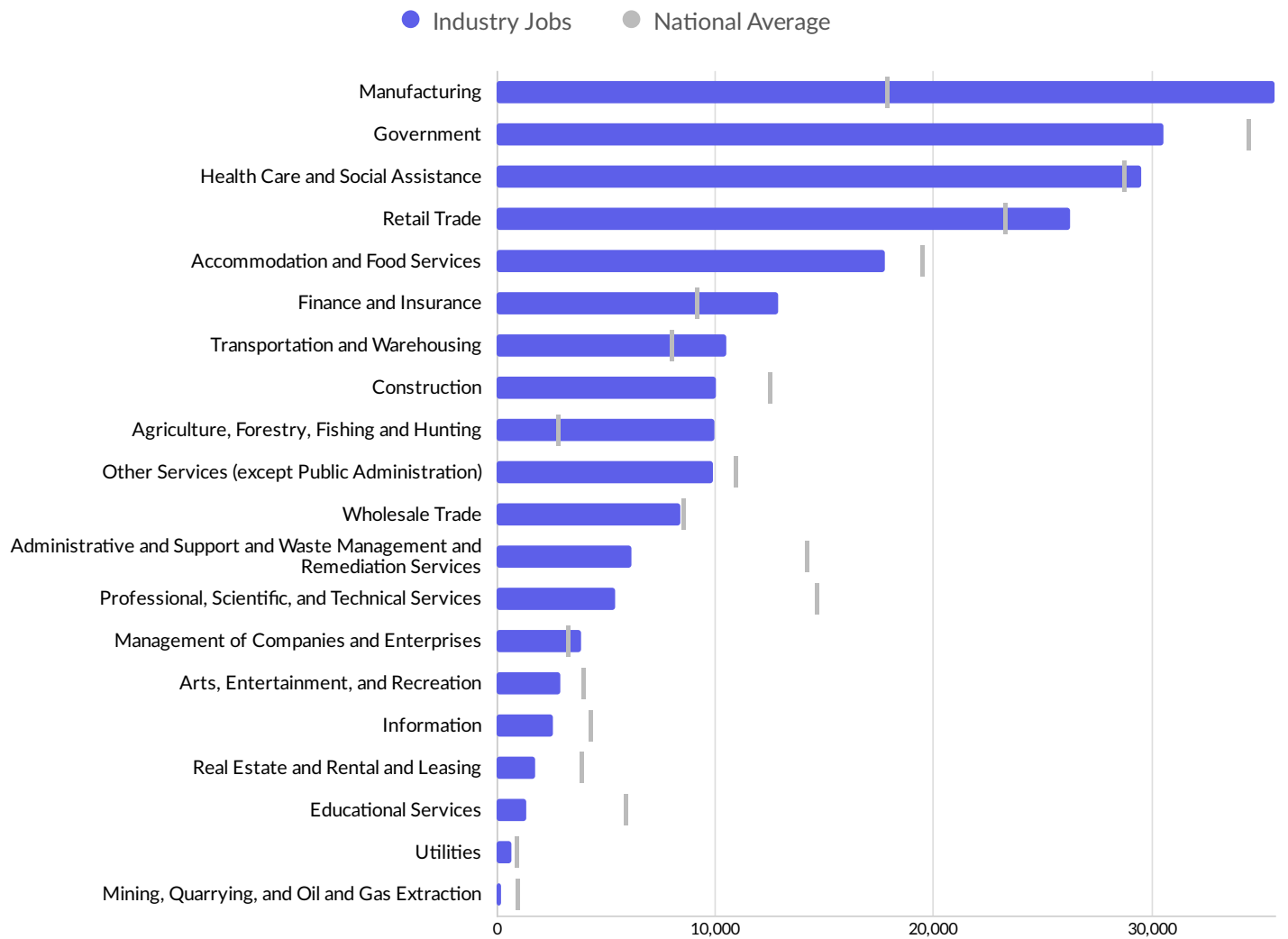
ZIP	Name	2017 Employment
54401	Wausau, WI (in Marath...	29,525
54481	Stevens Point, WI (in P...	23,009
54449	Marshfield, WI (in Woo...	20,441
54476	Schofield, WI (in Marat...	13,080
54494	Wisconsin Rapids, WI ...	11,510

### Where Talent Lives

ZIP	Name	2017 Workers
54401	Wausau, WI (in Marath...	17,365
54481	Stevens Point, WI (in P...	14,948
54449	Marshfield, WI (in Woo...	14,747
54494	Wisconsin Rapids, WI ...	13,023
54403	Wausau, WI (in Marath...	12,261

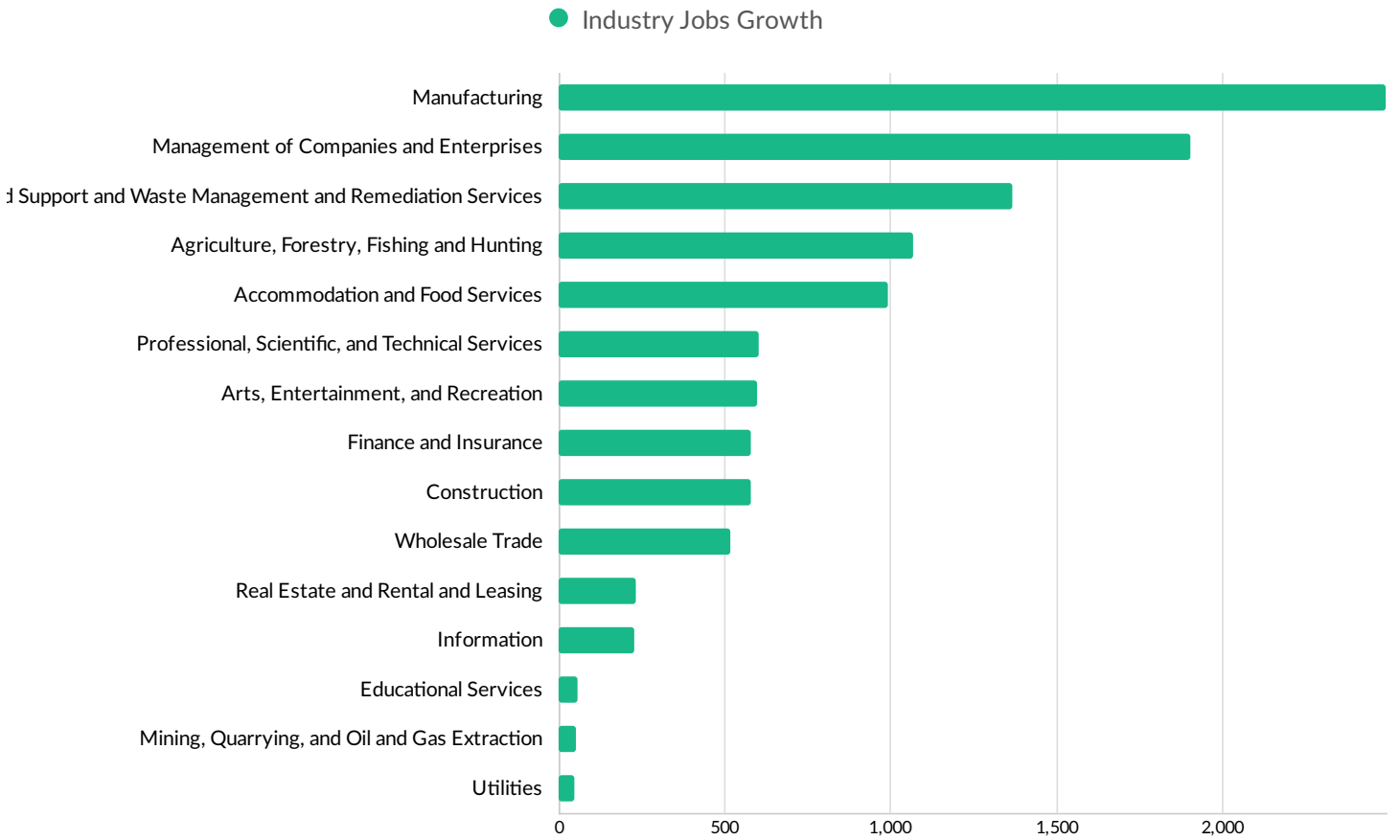
# Industry Characteristics

## Largest Industries



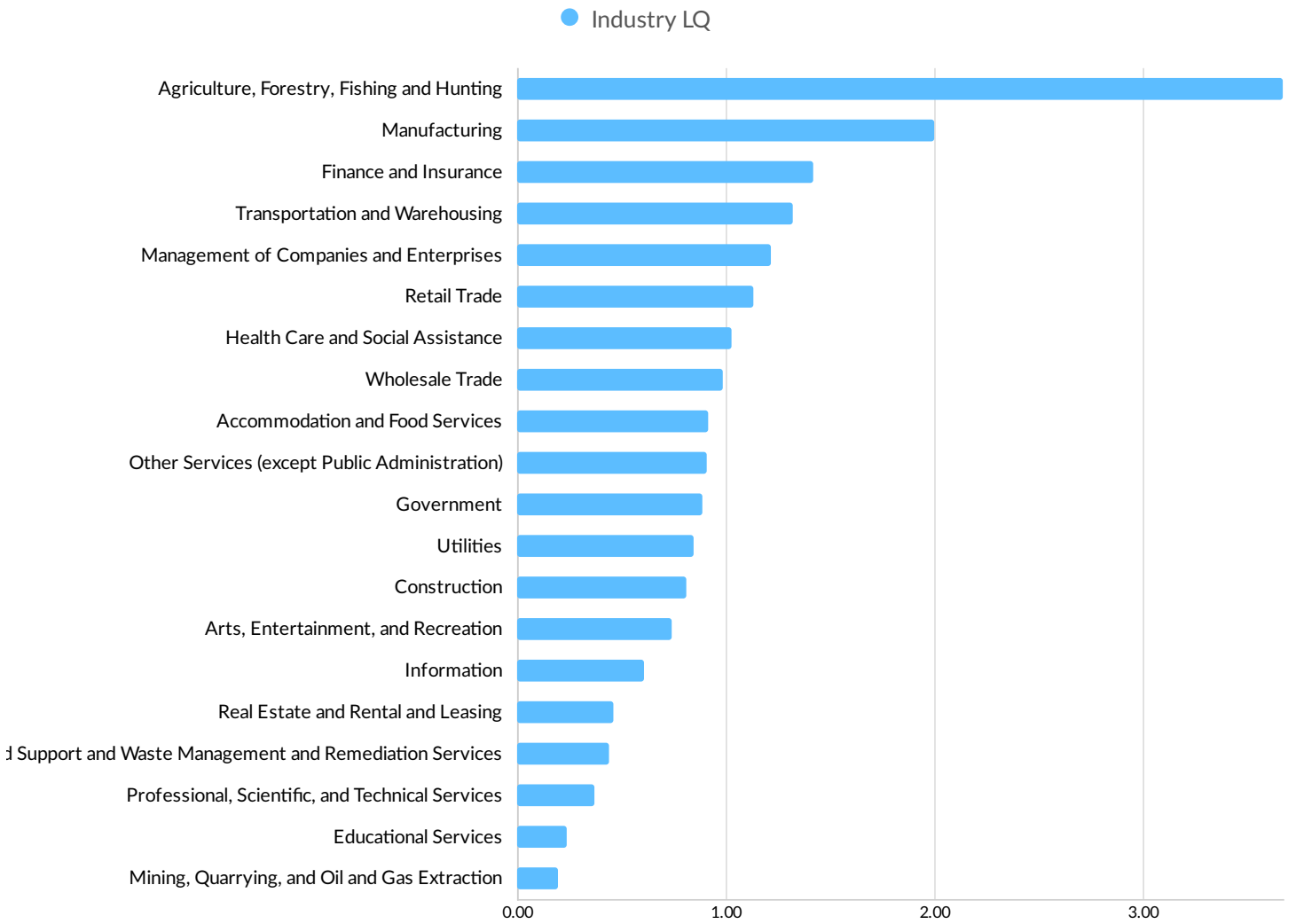
## Industry Characteristics - Cont.

### Top Growing Industries



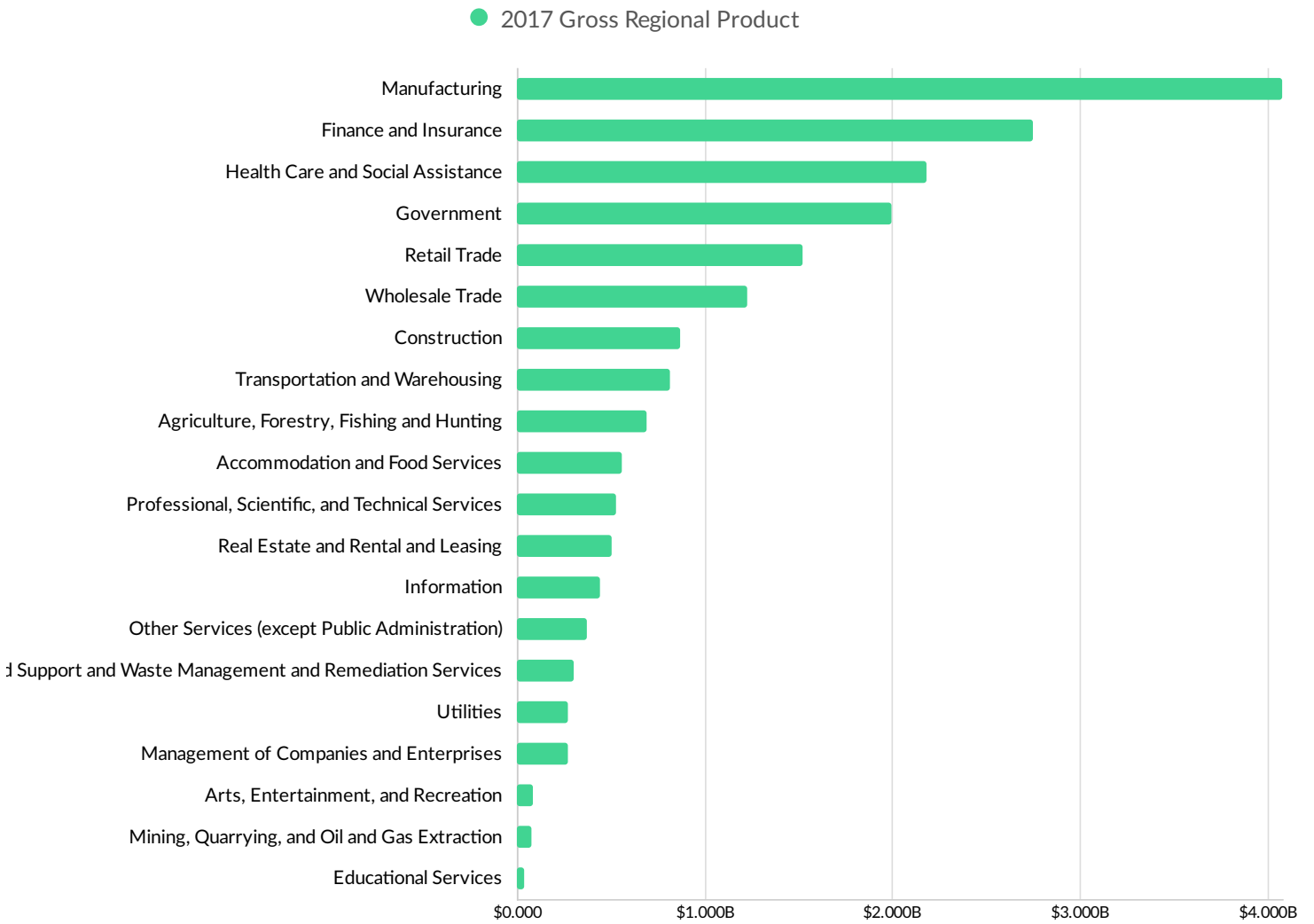
## Industry Characteristics - Cont.

### Top Industry LQ



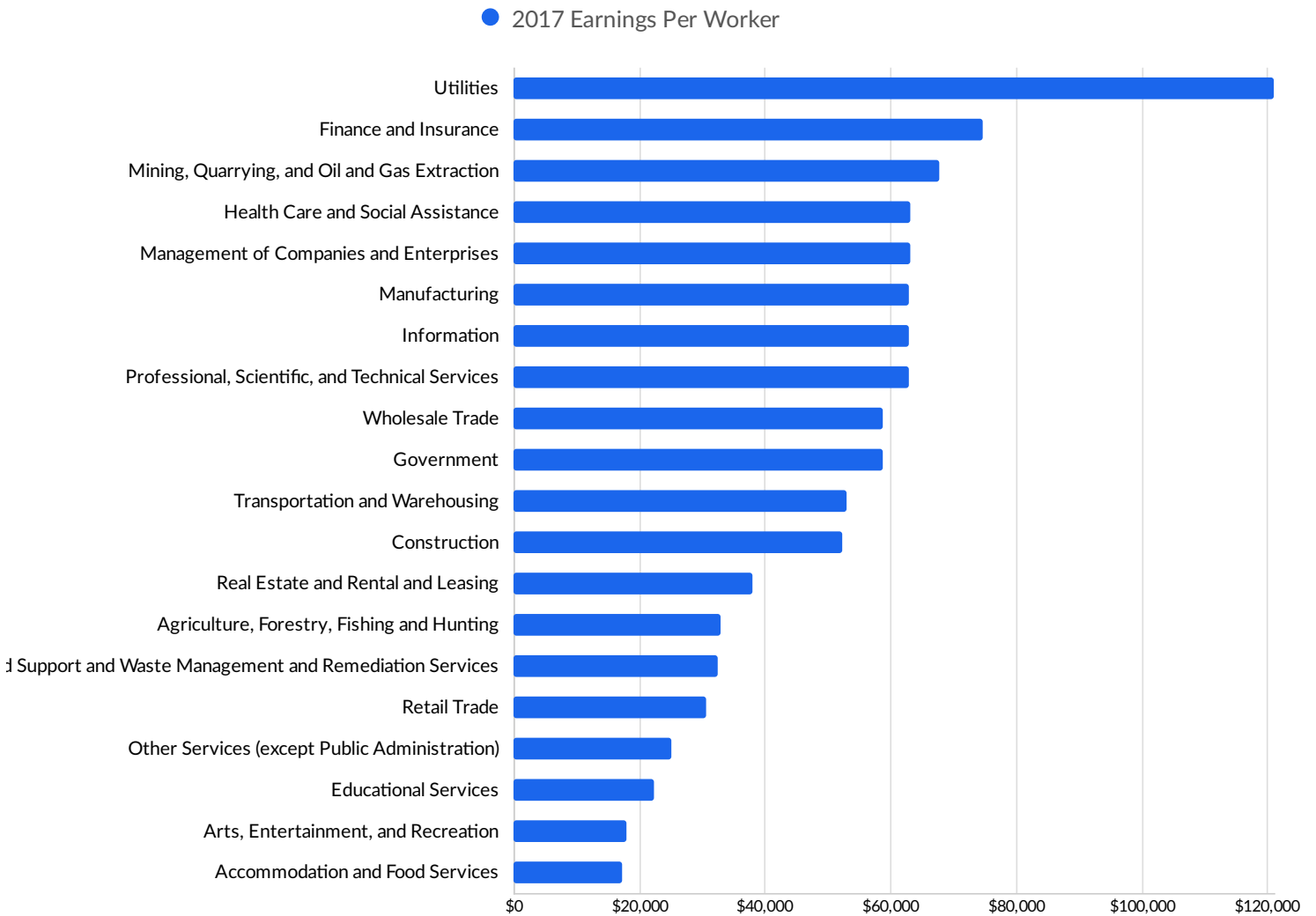
## Industry Characteristics - Cont.

### 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	35,659	2,496	+8%	2.00	\$63,015	\$4.08B
Government	31,356	30,593	-763	-2%	0.89	\$58,792	\$1.99B
Health Care and Social Assistance	32,727	29,538	-3,189	-10%	1.03	\$63,254	\$2.18B
Retail Trade	27,155	26,308	-847	-3%	1.13	\$30,636	\$1.52B
Accommodation and Food Services	16,799	17,794	995	+6%	0.91	\$17,242	\$562.86M
Finance and Insurance	12,325	12,906	581	+5%	1.42	\$74,672	\$2.75B
Transportation and Warehousing	10,613	10,534	-79	-1%	1.33	\$52,962	\$819.42M
Construction	9,483	10,061	578	+6%	0.81	\$52,428	\$871.79M
Agriculture, Forestry, Fishing and Hunting	8,937	10,005	1,068	+12%	3.68	\$33,017	\$692.29M
Other Services (except Public Administration)	10,788	9,883	-905	-8%	0.91	\$25,078	\$369.49M
Wholesale Trade	7,899	8,416	517	+7%	0.99	\$58,856	\$1.23B
Administrative and Support and Waste Management and Remediation Services	4,812	6,181	1,369	+28%	0.44	\$32,613	\$302.71M
Professional, Scientific, and Technical Services	4,832	5,438	606	+13%	0.37	\$62,888	\$526.99M
Management of Companies and Enterprises	1,991	3,896	1,905	+96%	1.21	\$63,157	\$274.61M
Arts, Entertainment, and Recreation	2,293	2,893	600	+26%	0.74	\$18,019	\$81.89M
Information	2,330	2,558	228	+10%	0.61	\$62,938	\$445.68M
Real Estate and Rental and Leasing	1,534	1,769	235	+15%	0.46	\$37,990	\$507.77M
Educational Services	1,333	1,390	57	+4%	0.24	\$22,430	\$36.73M
Utilities	619	667	48	+8%	0.85	\$121,095	\$275.64M























## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Mining, Quarrying, and Oil and Gas Extraction	127	179	52	+41%	0.20	\$67,773	\$77.98M

# Business Characteristics

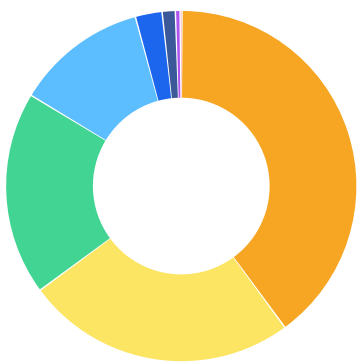
## 23,807 Companies Employ Your Workers

Online profiles for your workers mention 23,807 companies as employers, with the top 10 appearing below. In the last 12 months, 4,609 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,762 	Marshfield Clinic	1,803 
Aspirus Wausau Hospital, Inc.	1,398 	Roehl Transport, Inc.	1,567 
Ministry Health Care, Inc.	868 	Aspirus Wausau Hospital, Inc.	1,327 
Sentry Insurance	853 	Platinum Supplemental Insuran...	1,252 
University of Wisconsin Steven...	831 	Barr-Nunn Transportation, Inc.	893 
Greenheck Fan Corporation	558 	Tutree, Inc.	797 
Liberty Mutual Insurance Comp...	445 	Ascension Health	767 
Wausau School District	412 	Shopko Stores Operating Co., L...	762 
Saint Joseph's Hospital of Atlan...	383 	Travel Nurse Inc	701 
State of Wisconsin	368 	C.R. England, Inc.	662 

## Business Characteristics - Cont.

### Business Size

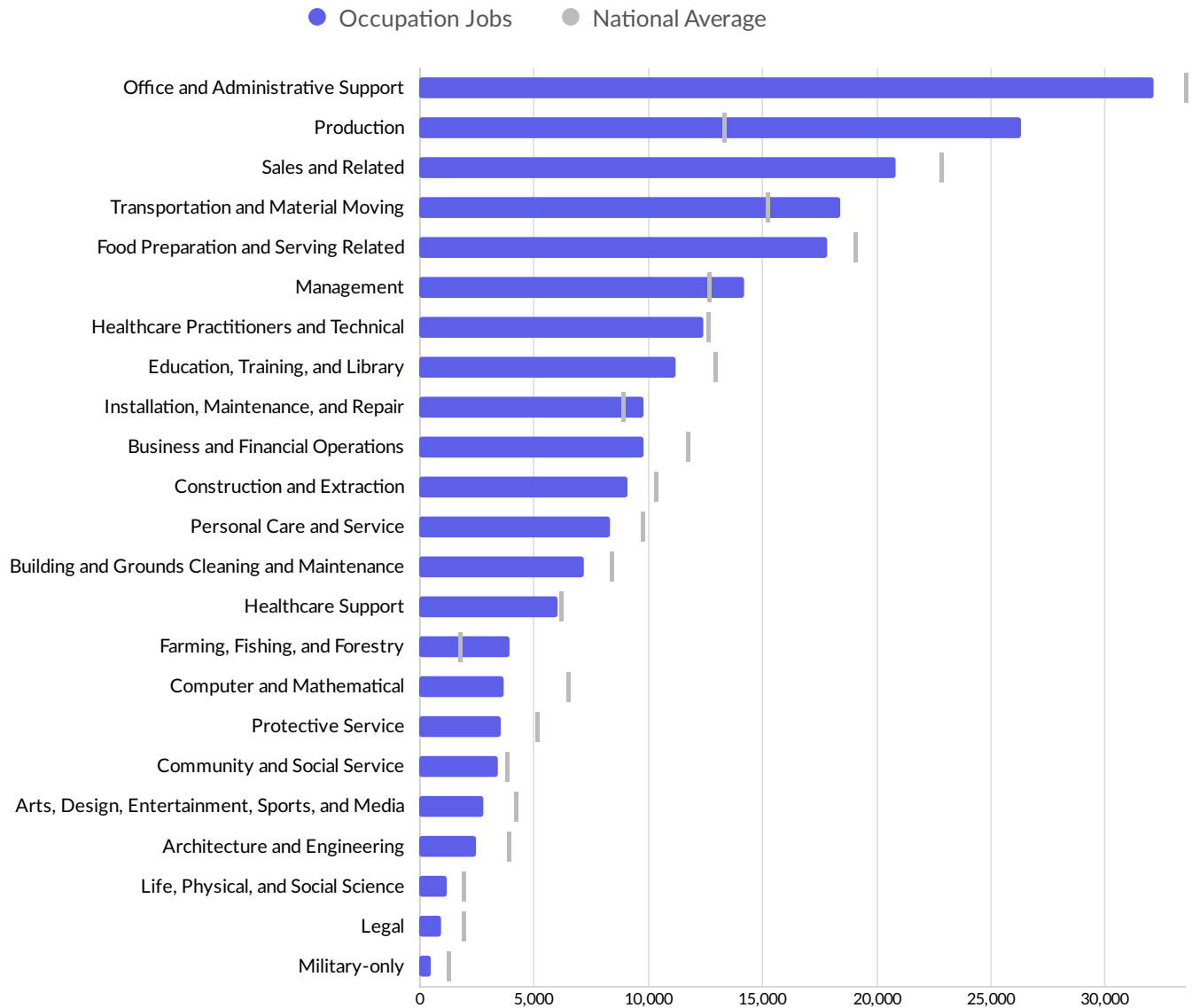


	Percentage	Business Count
1 to 4 employees	39.9%	8,128
5 to 9 employees	25.0%	5,090
10 to 19 employees	18.8%	3,826
20 to 49 employees	12.1%	2,475
50 to 99 employees	2.5%	503
100 to 249 employees	1.2%	247
250 to 499 employees	0.4%	89
500+ employees	0.2%	35

*\*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.*

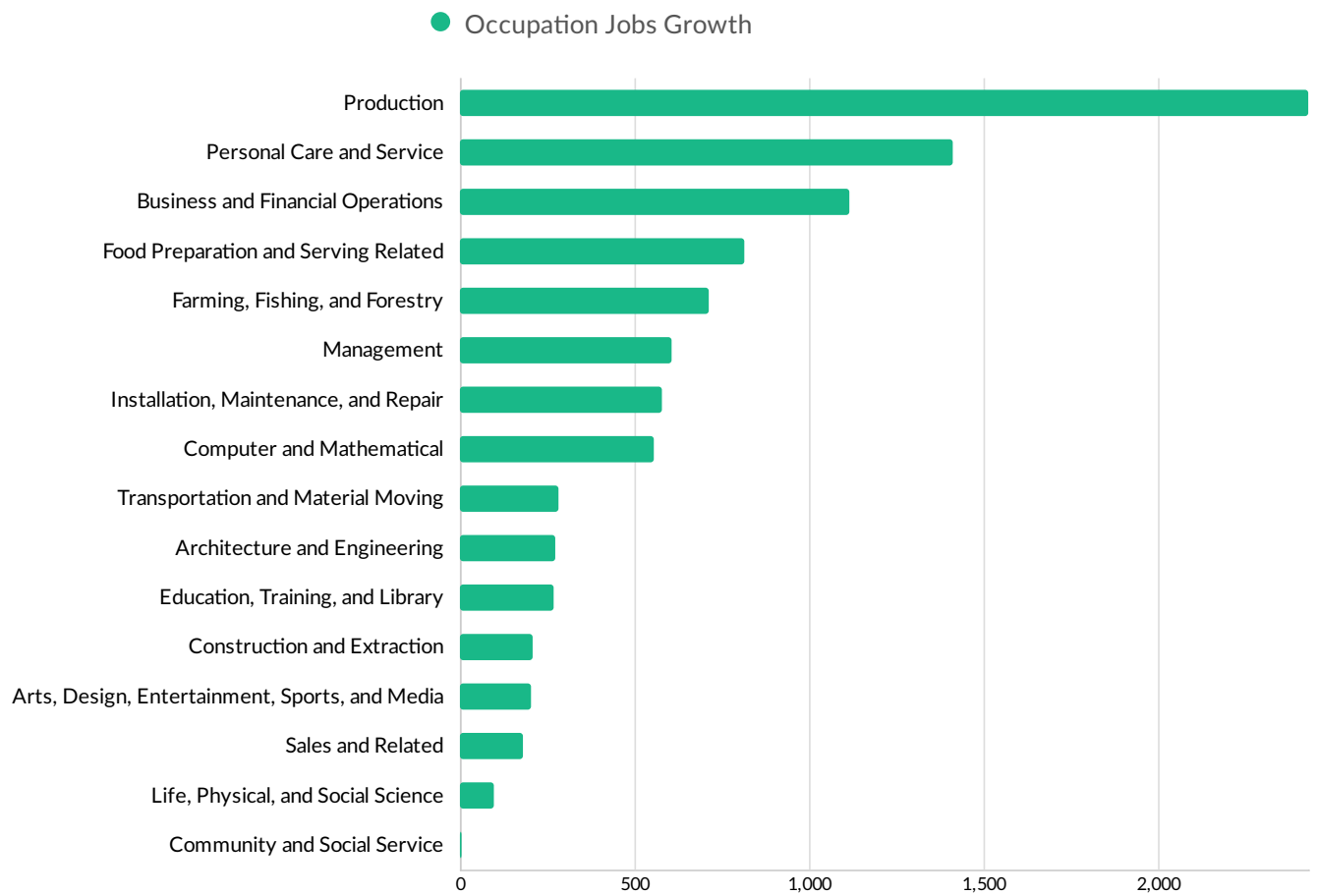
# Workforce Characteristics

## Largest Occupations



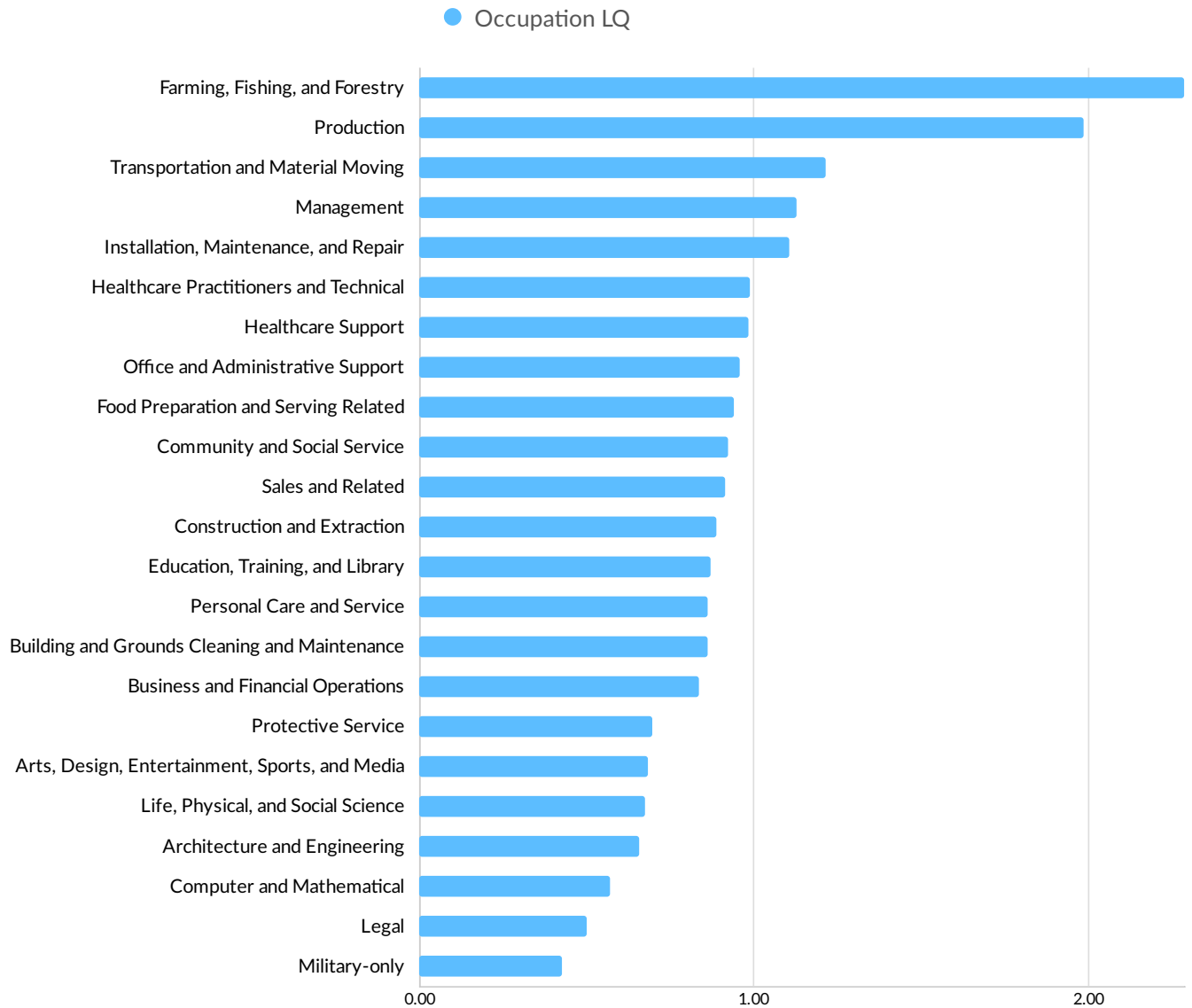
## Workforce Characteristics - Cont.

### Top Growing Occupations



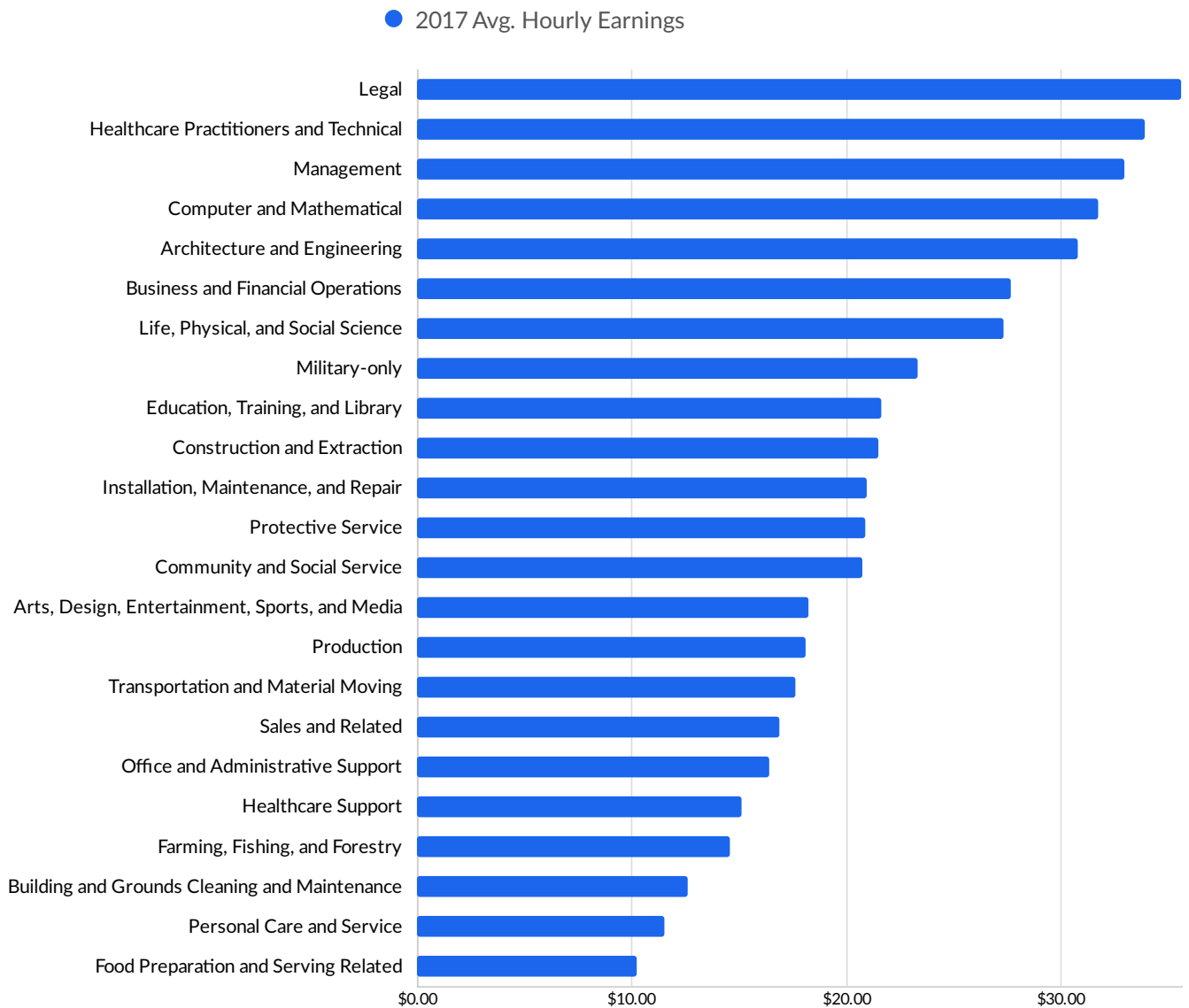
## Workforce Characteristics - Cont.

### Top Occupation LQ



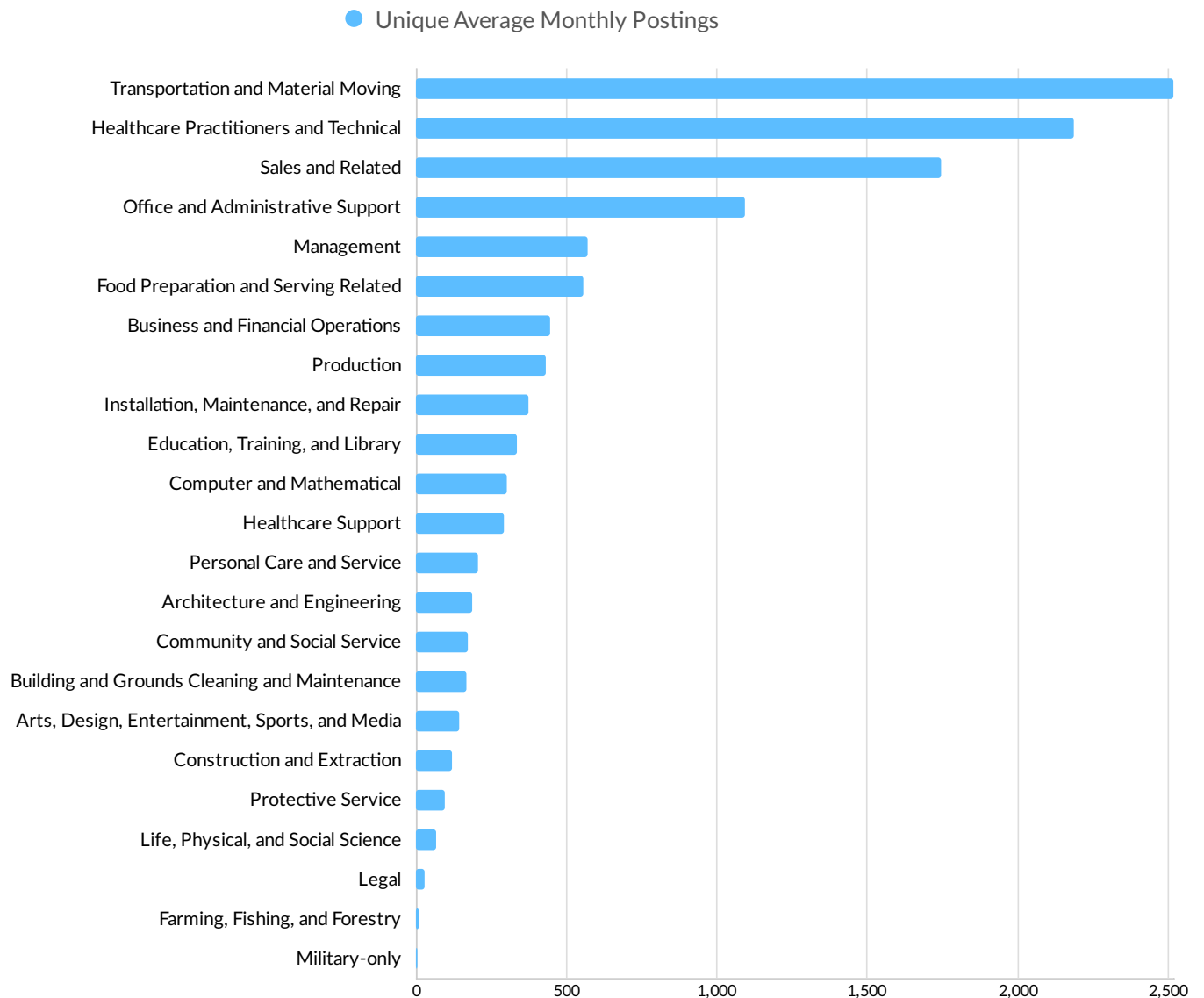
## Workforce Characteristics - Cont.

### 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	2017 Avg. Hourly Earnings	Sep 2017 - Aug 2018 Unique Average Monthly Postings
Office and Administrative Support	33,273	32,167	-1,106	-3%	0.96	\$16.43	1,096
Production	23,912	26,340	2,428	+10%	1.99	\$18.15	430
Sales and Related	20,668	20,847	179	+1%	0.92	\$16.92	1,747
Transportation and Material Moving	18,141	18,423	282	+2%	1.21	\$17.64	2,521
Food Preparation and Serving Related	17,065	17,877	812	+5%	0.94	\$10.24	559
Management	13,621	14,225	604	+4%	1.13	\$32.96	573
Healthcare Practitioners and Technical	14,356	12,462	-1,894	-13%	0.99	\$33.90	2,190
Education, Training, and Library	10,991	11,258	267	+2%	0.87	\$21.62	336
Installation, Maintenance, and Repair	9,239	9,818	579	+6%	1.11	\$20.95	372
Business and Financial Operations	8,686	9,799	1,113	+13%	0.84	\$27.67	446
Construction and Extraction	8,928	9,136	208	+2%	0.89	\$21.48	120
Personal Care and Service	6,956	8,366	1,410	+20%	0.86	\$11.54	207
Building and Grounds Cleaning and Maintenance	7,236	7,192	-44	-1%	0.86	\$12.62	170
Healthcare Support	7,031	6,051	-980	-14%	0.99	\$15.13	295
Farming, Fishing, and Forestry	3,239	3,953	714	+22%	2.29	\$14.62	9
Computer and Mathematical	3,143	3,700	557	+18%	0.57	\$31.73	305
Protective Service	3,702	3,583	-119	-3%	0.70	\$20.88	95

## Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Sep 2017 - Aug 2018 Unique Average Monthly Postings
Community and Social Service	3,449	3,453	4	+0%	0.92	\$20.77	174
Arts, Design, Entertainment, Sports, and Media	2,624	2,826	202	+8%	0.68	\$18.28	146
Architecture and Engineering	2,235	2,506	271	+12%	0.66	\$30.80	187
Life, Physical, and Social Science	1,135	1,232	97	+9%	0.68	\$27.32	67
Legal	966	941	-25	-3%	0.50	\$35.63	29
Military-only	522	509	-13	-2%	0.43	\$23.31	3

## Educational Pipeline

In 2017, there were 5,997 graduates in NCWRPC. This pipeline has grown by 6% 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 "Business Administration and Management, General".

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Northcentral Technical College	2,311 	
University of Wisconsin-Stevens Point	2,172 	
Mid-State Technical College	897 	
Nicolet Area Technical College	576 	
State College of Beauty Culture Inc	41 	
Globe University	0	

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