



NCWRPC

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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Economy Overview

438,224

Population (2018)

Population **decreased by 1,800** over the last 5 years and is projected to **decrease by 24** over the next 5 years.

227,020

Jobs (2018)

Jobs **grew by 5,037** over the last 5 years and are projected to **grow by 4,446** over the next 5 years.

\$50.5K

Avg. Earnings Per Job (2018)

Regional average earnings per job are **\$14.3K below** the national average earnings of \$64.7K per job.

As of 2018 the region's population **declined by 0.4%** since 2013, falling by 1,800. Population is expected to **decrease by 0.0%** between 2018 and 2023, losing 24.

From 2013 to 2018, jobs **increased by 2.3%** in NCWRPC from 221,984 to **227,020**. This change **fell short of the national growth rate of 7.4% by 5.1%**. As the number of jobs increased, the **labor force participation rate increased from 63.6% to 64.4% between 2013 and 2018**.

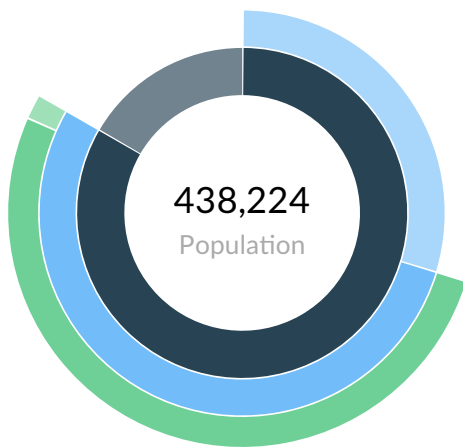
Concerning educational attainment, **14.6% of the selected regions' residents possess a Bachelor's Degree** (4.0% below the national average), and **10.7% hold an Associate's Degree** (2.7% above the national average).

The top three industries in 2018 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.



Economy Overview - Cont.

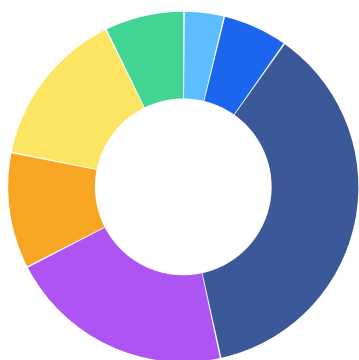
2018 Labor Force Breakdown



	Population
Total Working Age Population	364,999
Not in Labor Force (15+)	129,918
Labor Force	235,081
Employed	227,480
Unemployed	7,601
Under 15	73,225

Educational Attainment

Concerning educational attainment, **14.6% of the selected regions' residents possess a Bachelor's Degree** (4.0% below the national average), and **10.7% hold an Associate's Degree** (2.7% above the national average).

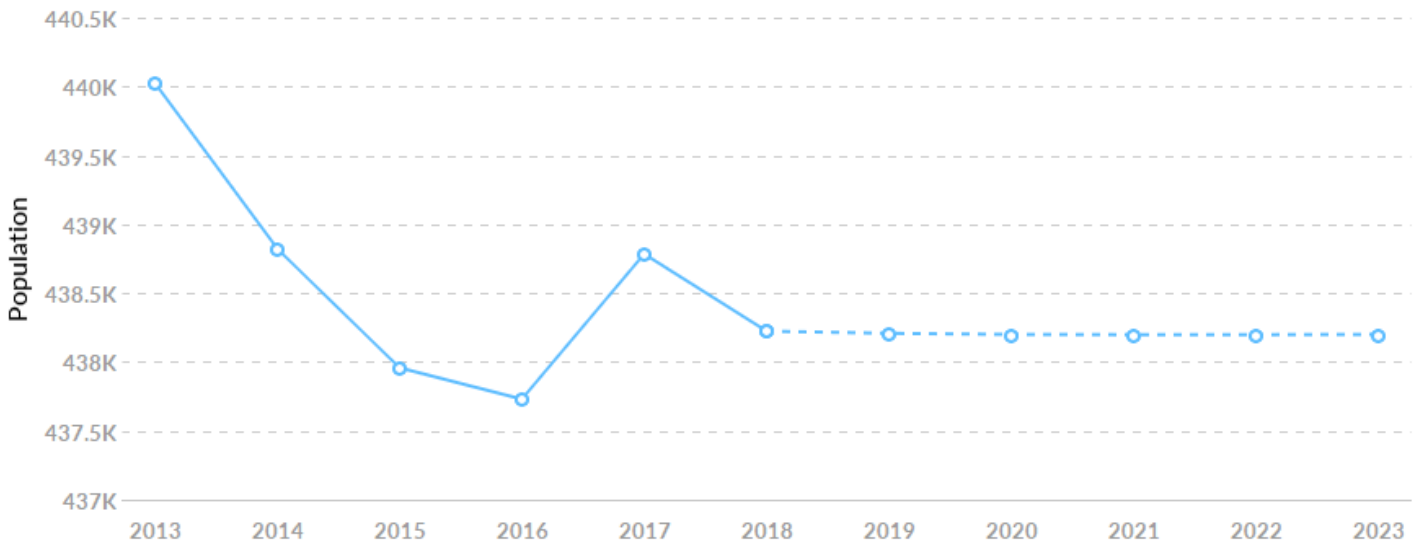


	% of Population	Population
Less Than 9th Grade	3.7%	11,543
9th Grade to 12th Grade	6.0%	18,757
High School Diploma	36.8%	114,896
Some College	20.9%	65,147
Associate's Degree	10.7%	33,431
Bachelor's Degree	14.6%	45,565
Graduate Degree and Higher	7.3%	22,887

Historic & Projected Trends

Population Trends

As of 2018 the region's population **declined by 0.4%** since 2013, falling by 1,800. Population is expected to **decrease by 0.0%** between 2018 and 2023, losing 24.

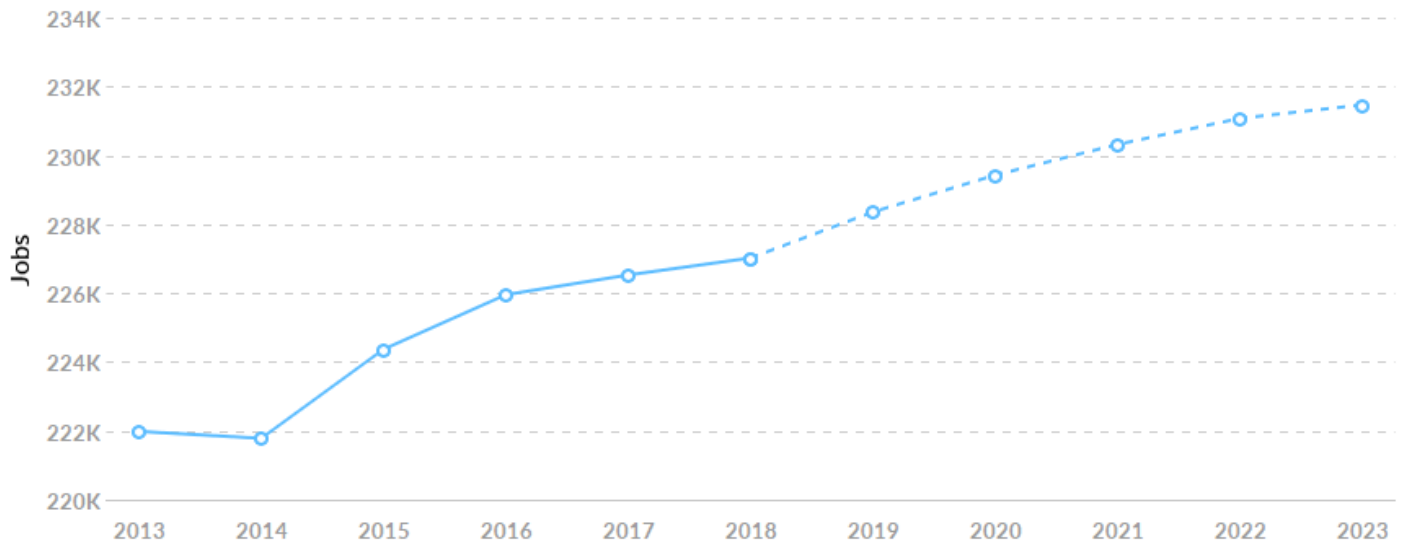


Timeframe	Population
2013	440,023
2014	438,822
2015	437,958
2016	437,730
2017	438,784
2018	438,224
2019	438,208
2020	438,200
2021	438,198
2022	438,198
2023	438,200

Historic & Projected Trends - Cont.

Job Trends

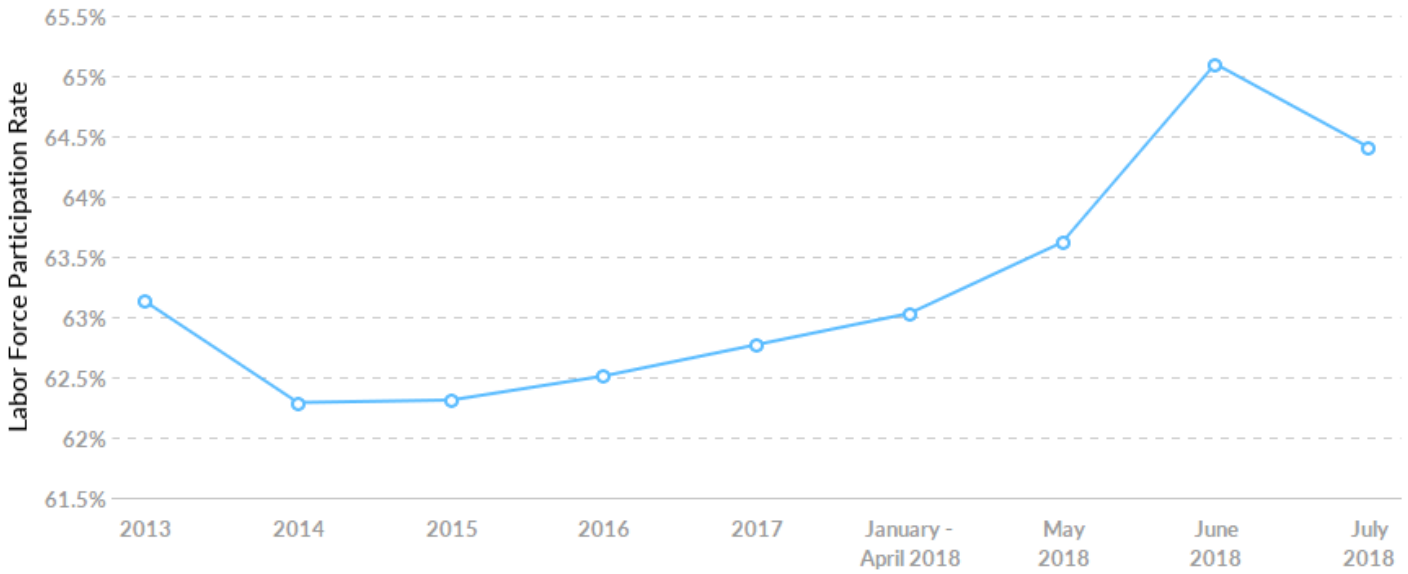
From 2013 to 2018, jobs increased by 2.3% in NCWRPC from 221,984 to 227,020. This change fell short of the national growth rate of 7.4% by 5.1%.



Timeframe	Jobs
2013	221,984
2014	221,783
2015	224,369
2016	225,954
2017	226,527
2018	227,020
2019	228,357
2020	229,428
2021	230,318
2022	231,076
2023	231,467

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

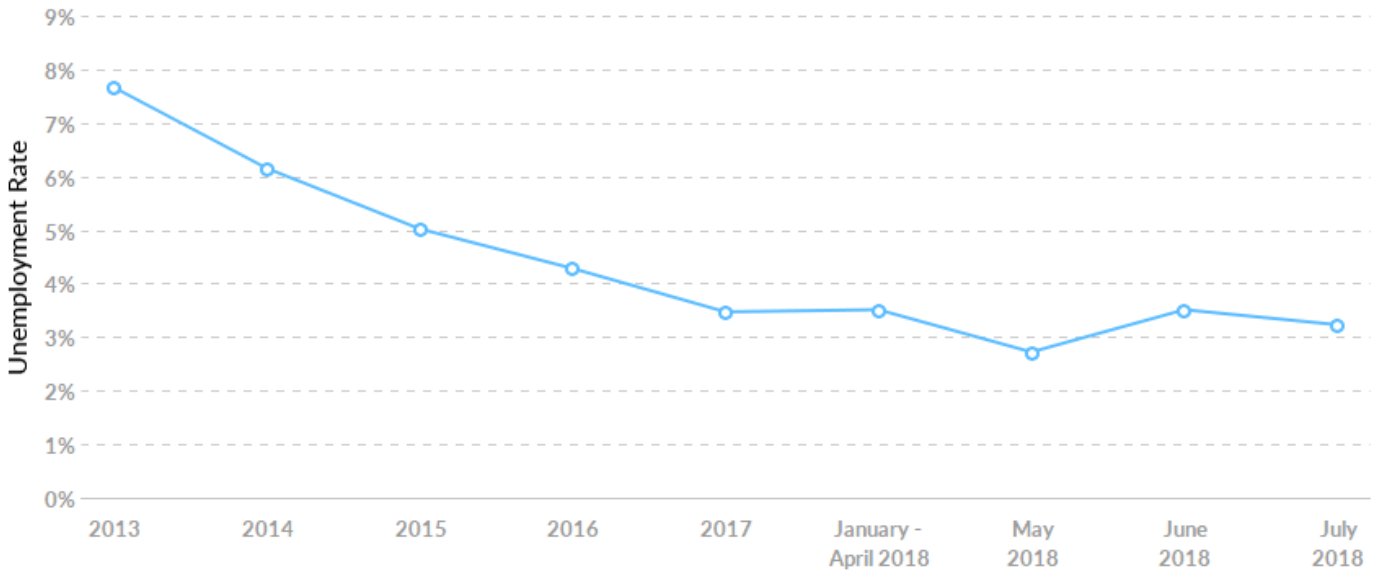


Timeframe	Labor Force Participation Rate
2013	63.13%
2014	62.29%
2015	62.31%
2016	62.51%
2017	62.77%
January - April 2018	63.03%
May 2018	63.62%
June 2018	65.10%
July 2018	64.41%

Historic & Projected Trends - Cont.

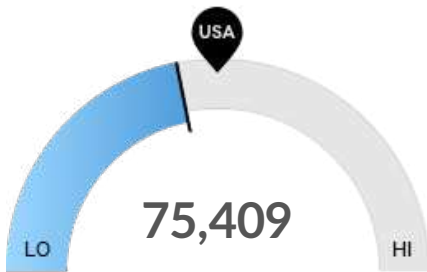
Unemployment Rate Trends

Your areas had a July 2018 unemployment rate of 3.23%, **decreasing from 7.66%** 5 years before.



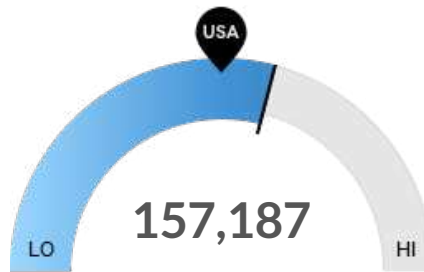
Timeframe	Unemployment Rate
2013	7.66%
2014	6.15%
2015	5.02%
2016	4.28%
2017	3.47%
January - April 2018	3.51%
May 2018	2.72%
June 2018	3.51%
July 2018	3.23%

Population Characteristics



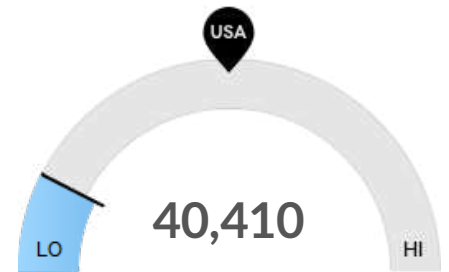
Millennials

Your area has 75,409 millennials (ages 20-34). The national average for an area this size is 90,879.



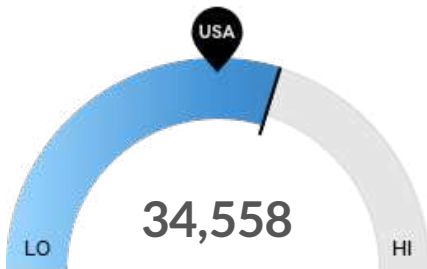
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 125,086 people 55 or older, while there are 157,187 here.



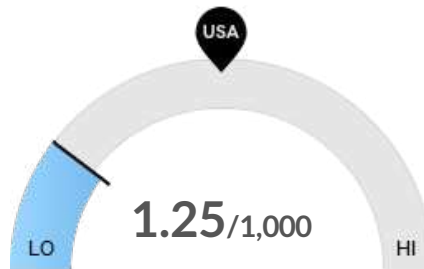
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 172,319 racially diverse people, while there are 40,410 here.



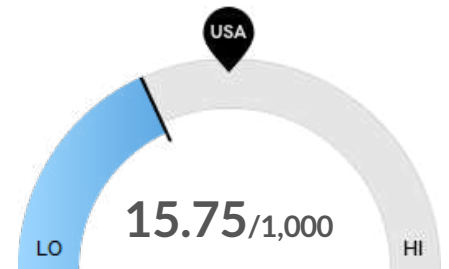
Veterans

Your area has 34,558 veterans. The national average for an area this size is 26,441.



Violent Crime

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



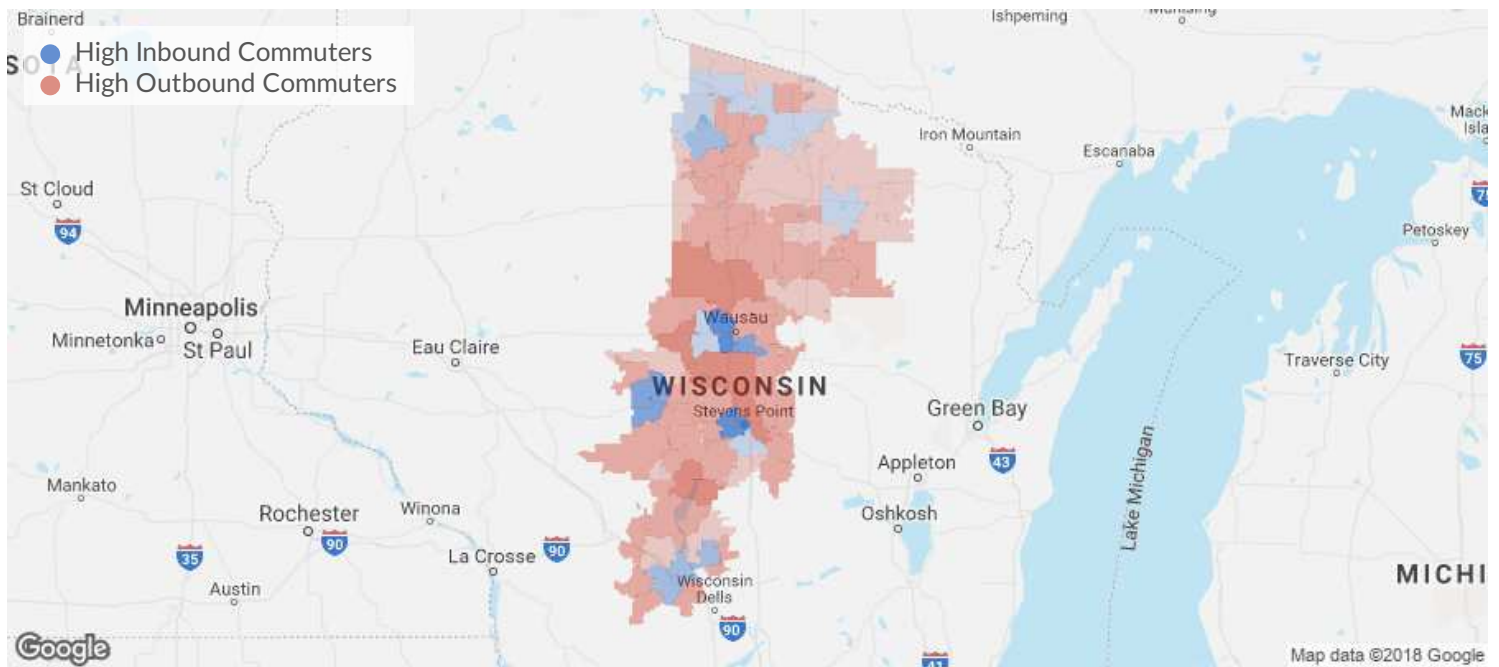
Property Crime

Your area has 15.75 property crimes per 1,000 people. The national rate is 24.21 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

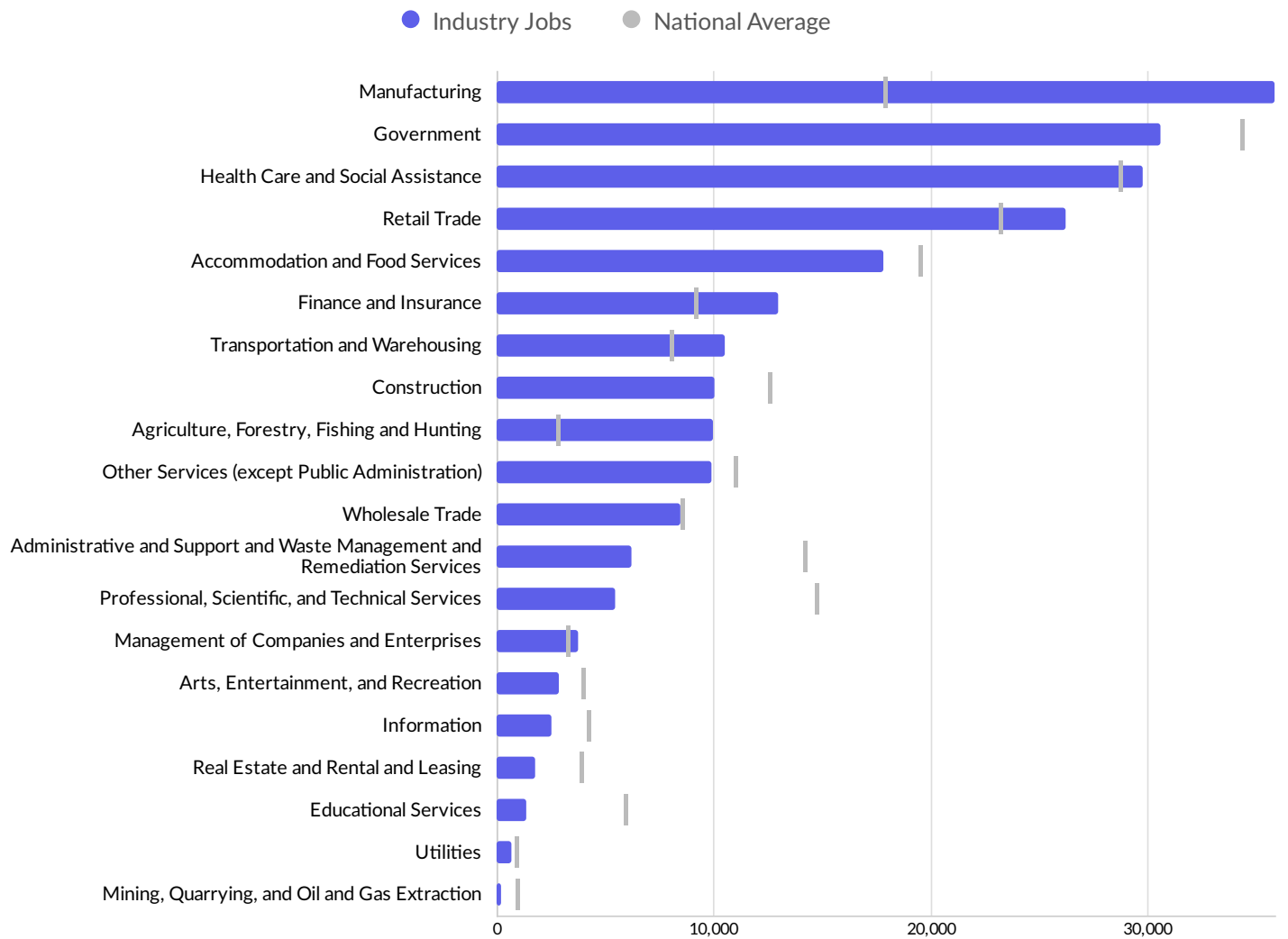
ZIP	Name	2018 Employment
54401	Wausau, WI (in Marath...	29,542
54481	Stevens Point, WI (in P...	23,053
54449	Marshfield, WI (in Woo...	20,509
54476	Schofield, WI (in Marat...	13,154
54494	Wisconsin Rapids, WI ...	11,460

Where Talent Lives

ZIP	Name	2018 Workers
54401	Wausau, WI (in Marath...	17,389
54481	Stevens Point, WI (in P...	14,973
54449	Marshfield, WI (in Woo...	14,786
54494	Wisconsin Rapids, WI ...	12,995
54403	Wausau, WI (in Marath...	12,278

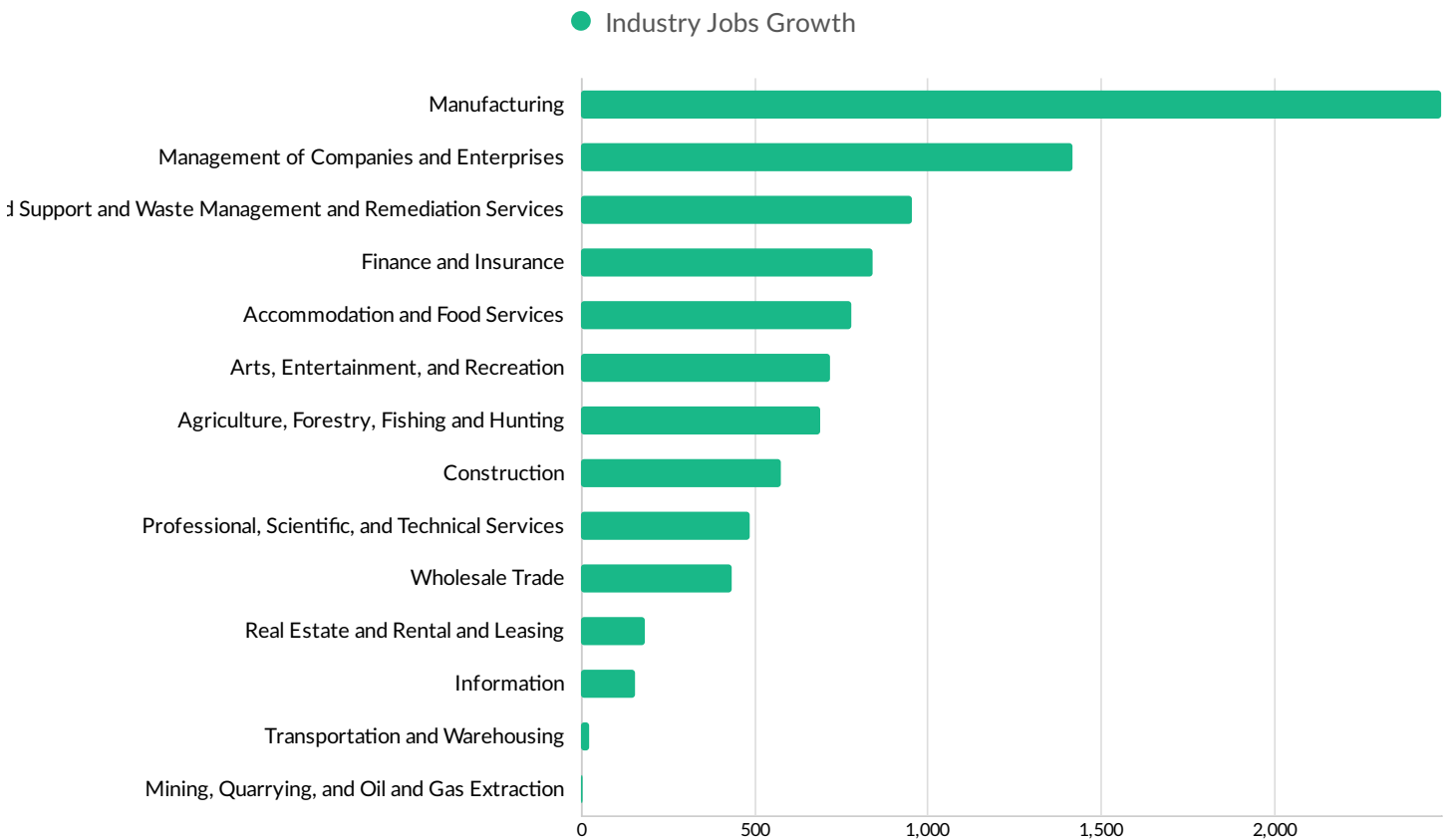
Industry Characteristics

Largest Industries



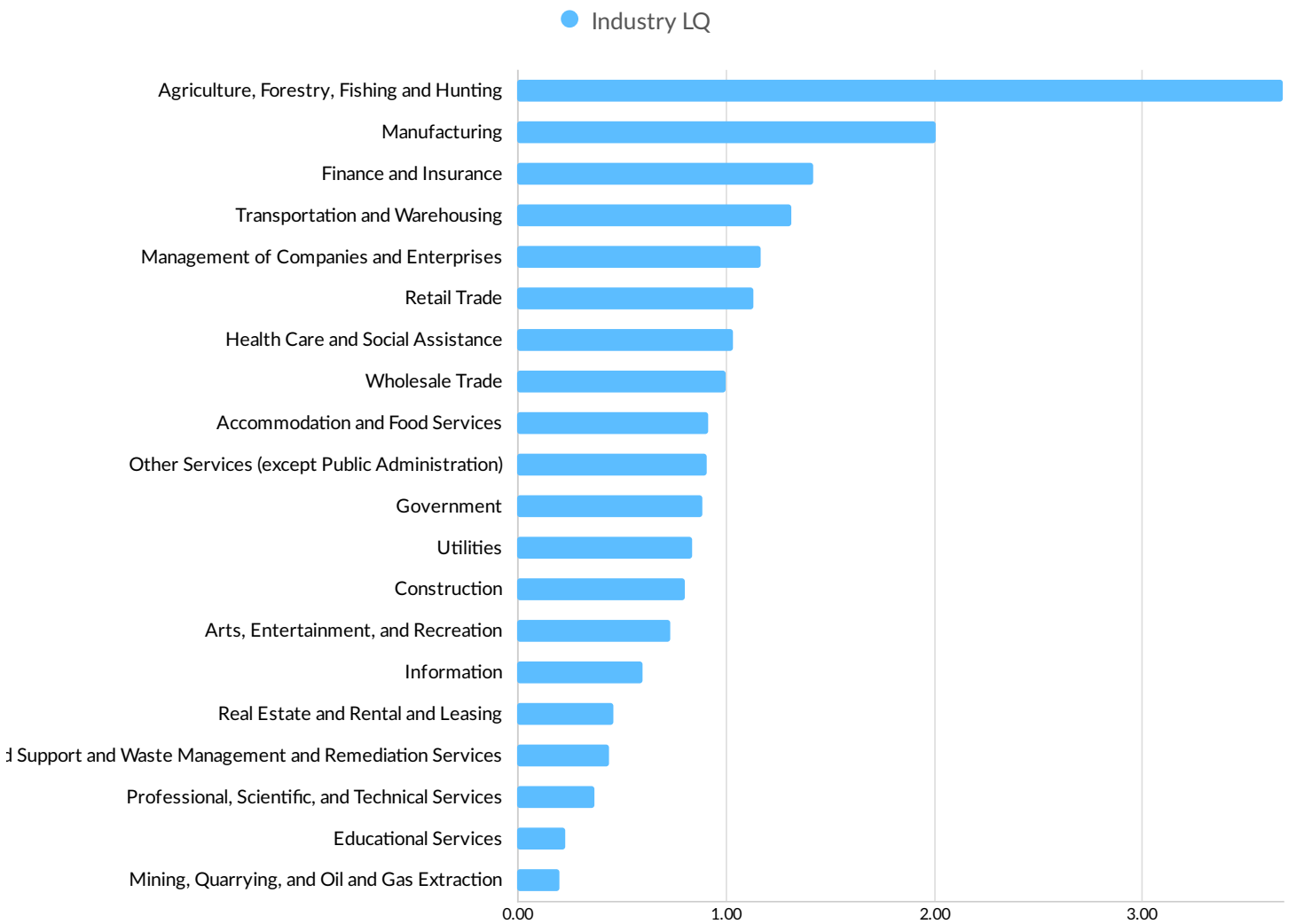
Industry Characteristics - Cont.

Top Growing Industries



Industry Characteristics - Cont.

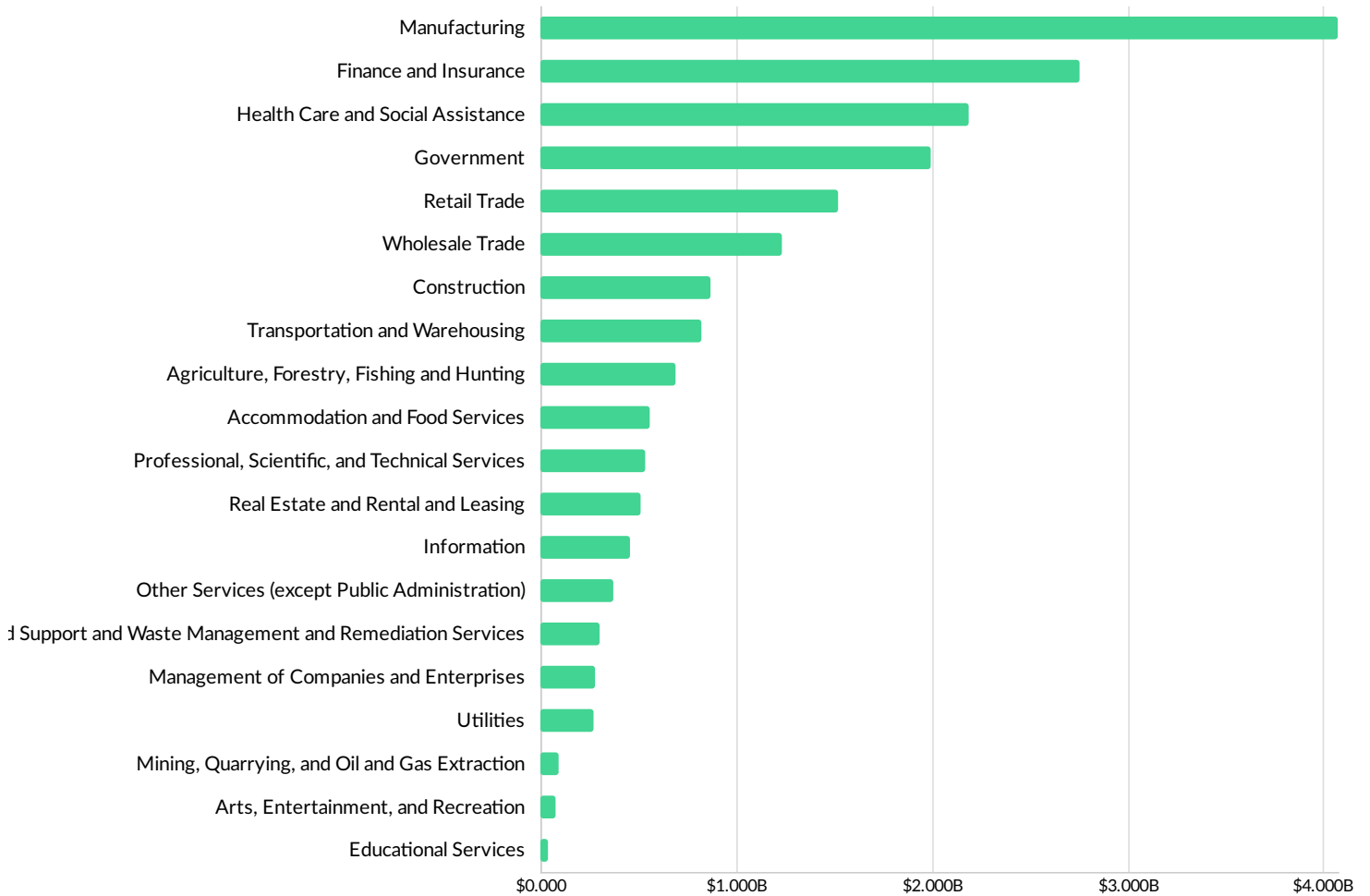
Top Industry LQ



Industry Characteristics - Cont.

Top Industry GRP

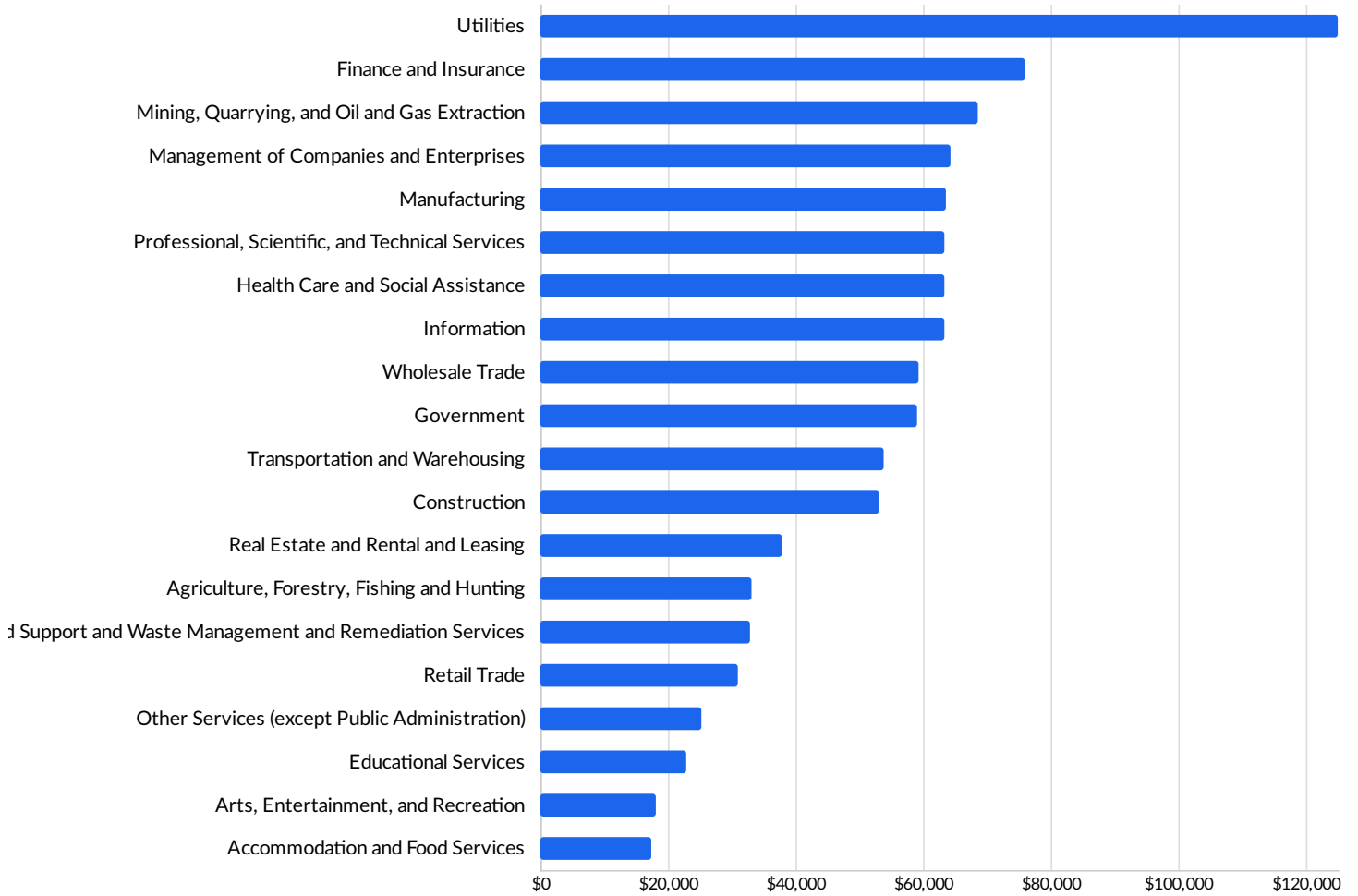
● 2017 Gross Regional Product



Industry Characteristics - Cont.

Top Industry Earnings

● 2018 Earnings Per Worker



Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Manufacturing	33,374	35,857	2,483	+7%	2.01	\$63,450	\$4.07B
Government	31,072	30,609	-463	-1%	0.89	\$59,044	\$1.99B
Health Care and Social Assistance	32,088	29,747	-2,341	-7%	1.04	\$63,364	\$2.19B
Retail Trade	27,270	26,214	-1,056	-4%	1.13	\$31,043	\$1.52B
Accommodation and Food Services	17,056	17,835	779	+5%	0.91	\$17,388	\$558.72M
Finance and Insurance	12,108	12,951	843	+7%	1.42	\$76,007	\$2.76B
Transportation and Warehousing	10,506	10,532	26	+0%	1.31	\$53,895	\$820.68M
Construction	9,433	10,008	575	+6%	0.80	\$53,176	\$870.36M
Agriculture, Forestry, Fishing and Hunting	9,293	9,984	691	+7%	3.68	\$33,078	\$692.64M
Other Services (except Public Administration)	10,705	9,909	-796	-7%	0.91	\$25,263	\$374.44M
Wholesale Trade	8,036	8,473	437	+5%	1.00	\$59,328	\$1.23B
Administrative and Support and Waste Management and Remediation Services	5,286	6,241	955	+18%	0.44	\$32,890	\$303.38M
Professional, Scientific, and Technical Services	5,007	5,494	487	+10%	0.37	\$63,423	\$533.69M
Management of Companies and Enterprises	2,346	3,766	1,420	+61%	1.17	\$64,160	\$276.58M
Arts, Entertainment, and Recreation	2,157	2,878	721	+33%	0.73	\$17,991	\$81.47M
Information	2,369	2,525	156	+7%	0.61	\$63,290	\$458.44M
Real Estate and Rental and Leasing	1,588	1,771	183	+12%	0.46	\$37,936	\$510.21M
Educational Services	1,438	1,382	-56	-4%	0.23	\$22,959	\$37.09M
Utilities	670	658	-12	-2%	0.84	\$124,957	\$272.13M





















Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Mining, Quarrying, and Oil and Gas Extraction	181	187	6	+3%	0.20	\$68,474	\$92.07M

Business Characteristics

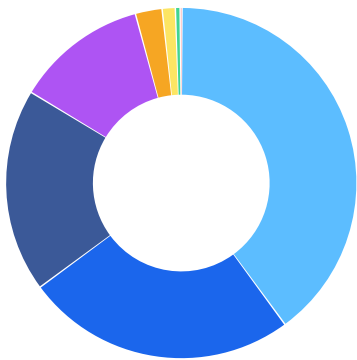
24,195 Companies Employ Your Workers

Online profiles for your workers mention 24,195 companies as employers, with the top 10 appearing below. In the last 12 months, 4,398 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,768 	Marshfield Clinic	1,870 
Aspirus Wausau Hospital, Inc.	1,408 	Roehl Transport, Inc.	1,638 
Ministry Health Care, Inc.	866 	Aspirus Wausau Hospital, Inc.	1,482 
Sentry Insurance	852 	Platinum Supplemental Insuran...	1,382 
University of Wisconsin Steven...	832 	Tutree, Inc.	1,119 
Greenheck Fan Corporation	560 	Barr-Nunn Transportation, Inc.	792 
Liberty Mutual Insurance Comp...	446 	Shopko Stores Operating Co., L...	782 
Wausau School District	412 	Remedy Intelligent Staffing	771 
Saint Joseph's Hospital of Atlan...	385 	Ascension Health	767 
State of Wisconsin	370 	C.R. England, Inc.	747 

Business Characteristics - Cont.

Business Size

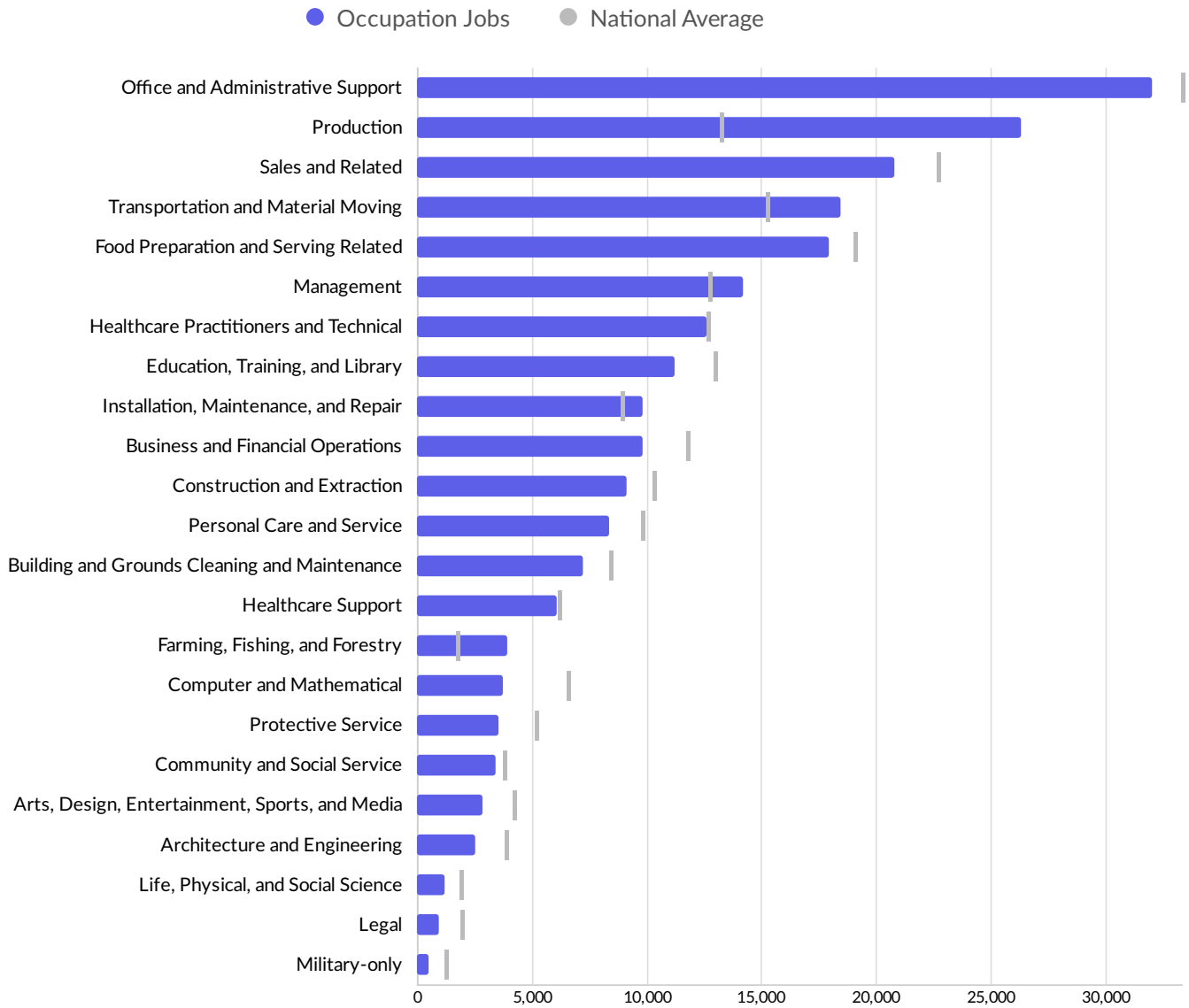


	Percentage	Business Count
● 1 to 4 employees	39.9%	8,128
● 5 to 9 employees	25.0%	5,090
● 10 to 19 employees	18.8%	3,826
● 20 to 49 employees	12.1%	2,475
● 50 to 99 employees	2.5%	503
● 100 to 249 employees	1.2%	247
● 250 to 499 employees	0.4%	89
● 500+ employees	0.2%	35

**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.*

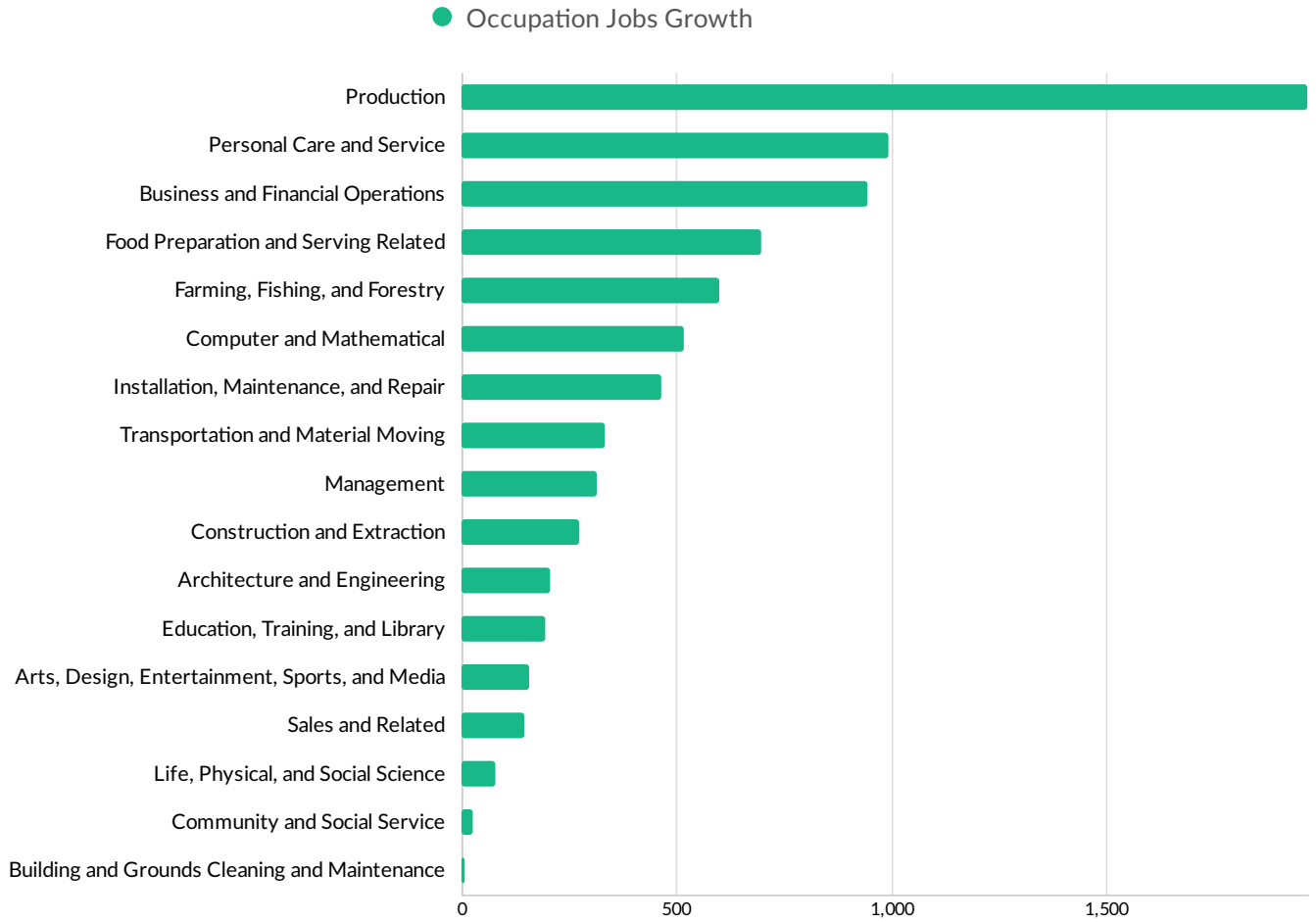
Workforce Characteristics

Largest Occupations



Workforce Characteristics - Cont.

Top Growing Occupations



Top Occupation LQ

● Occupation LQ

Top Occupation Earnings

● 2017 Avg. Hourly Earnings

Top Posted Occupations

● Unique Average Monthly Postings

Workforce Characteristics - Cont.












Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Office and Administrative Support	32,932	32,062	-870	-3%	0.96	\$16.43	1,110
Production	24,382	26,349	1,967	+8%	1.99	\$18.15	438
Sales and Related	20,666	20,812	146	+1%	0.92	\$16.93	1,710
Transportation and Material Moving	18,117	18,450	333	+2%	1.21	\$17.63	2,506
Food Preparation and Serving Related	17,240	17,936	696	+4%	0.94	\$10.23	575
Management	13,924	14,239	315	+2%	1.12	\$32.98	573
Healthcare Practitioners and Technical	13,854	12,638	-1,216	-9%	1.00	\$33.95	2,104
Education, Training, and Library	11,072	11,265	193	+2%	0.87	\$21.63	378
Installation, Maintenance, and Repair	9,392	9,855	463	+5%	1.11	\$20.95	416
Business and Financial Operations	8,870	9,815	945	+11%	0.84	\$27.66	481
Construction and Extraction	8,844	9,118	274	+3%	0.88	\$21.51	130
Personal Care and Service	7,395	8,387	992	+13%	0.86	\$11.52	202
Building and Grounds Cleaning and Maintenance	7,234	7,240	6	+0%	0.86	\$12.61	169
Healthcare Support	6,749	6,121	-628	-9%	0.99	\$15.13	287
Farming, Fishing, and Forestry	3,339	3,937	598	+18%	2.28	\$14.61	8
Computer and Mathematical	3,202	3,719	517	+16%	0.57	\$31.72	312
Protective Service	3,725	3,582	-143	-4%	0.70	\$20.90	96

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Community and Social Service	3,423	3,449	26	+1%	0.92	\$20.80	186
Arts, Design, Entertainment, Sports, and Media	2,681	2,838	157	+6%	0.68	\$18.31	145
Architecture and Engineering	2,323	2,529	206	+9%	0.66	\$30.80	199
Life, Physical, and Social Science	1,153	1,232	79	+7%	0.68	\$27.35	63
Legal	964	941	-23	-2%	0.50	\$35.63	29
Military-only	504	504	0	0%	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