



NCWRPC

North Central Wisconsin Regional Planning Commission



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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.

226,463

Jobs (2018)

Jobs grew by 4,507 over the last 5 years and are projected to grow by 4,149 over the next 5 years.

\$51.1K

Avg. Earnings Per Job (2018)

Regional average earnings per job are \$14.0K below the national average earnings of \$65.1K per job.

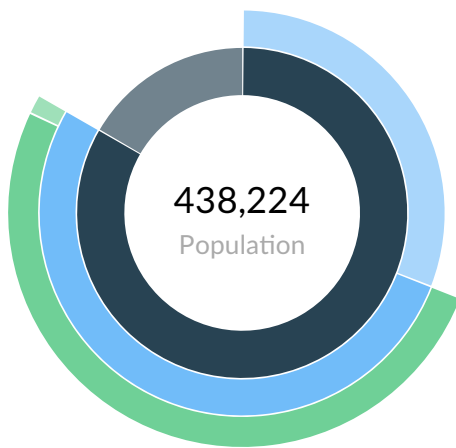
Takeaways

- 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 2.0% in NCWRPC from 221,956 to 226,463. This change fell short of the national growth rate of 7.8% by 5.8%. As the number of jobs increased, the labor force participation rate increased from 62.8% to 63.0% 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.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	438,224	229,828	226,463	99.6	\$22.05B	\$28.00B	\$27.29B
Wisconsin	5,810,713	3,148,851	3,139,957	100.3	\$327.94B	\$290.04B	\$322.18B

Economy Overview - Cont.

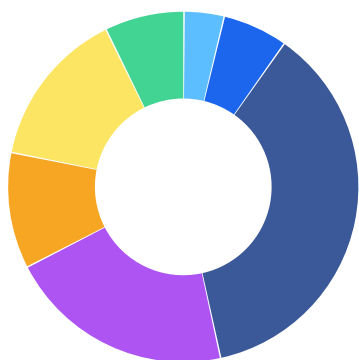
2018 Labor Force Breakdown



	Population
● Total Working Age Population	364,999
● Not in Labor Force (15+)	135,171
● Labor Force	229,828
● Employed	223,933
● Unemployed	5,895
● 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).

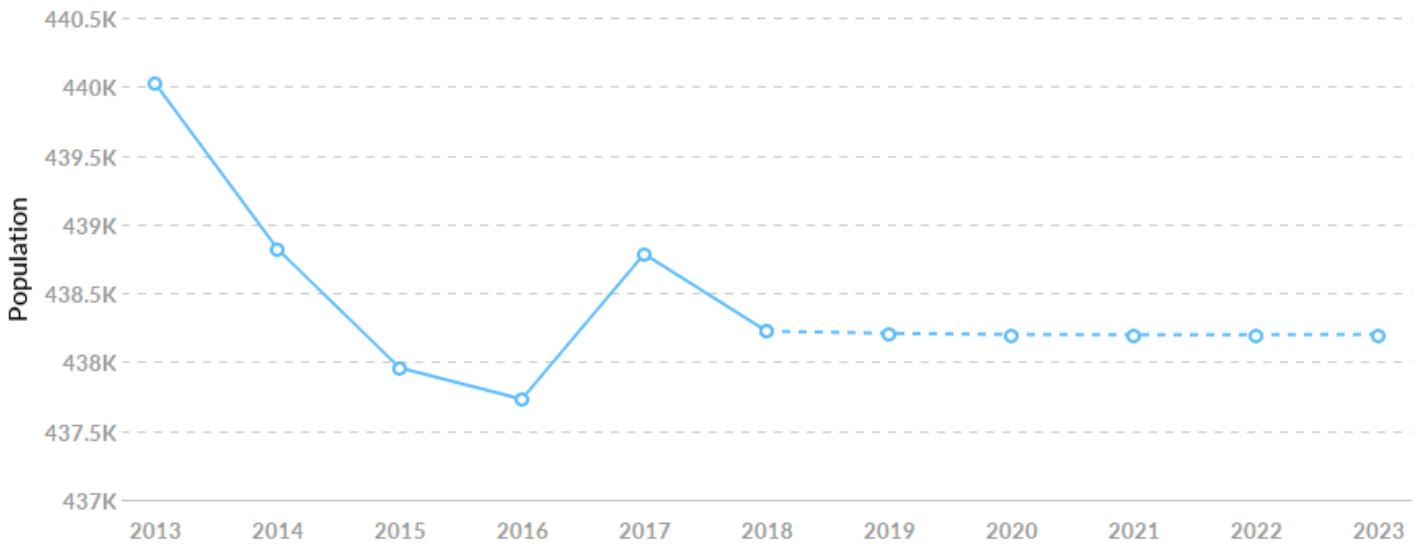


	% of Population	Population
● Less Than 9th Grade	3.7%	11,543
● 9th Grade to 12th Grade	6.0%	18,757
● High School Diploma	36.8%	114,896
● Some College	20.9%	65,147
● Associate's Degree	10.7%	33,431
● Bachelor's Degree	14.6%	45,565
● Graduate Degree and Higher	7.3%	22,887

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.

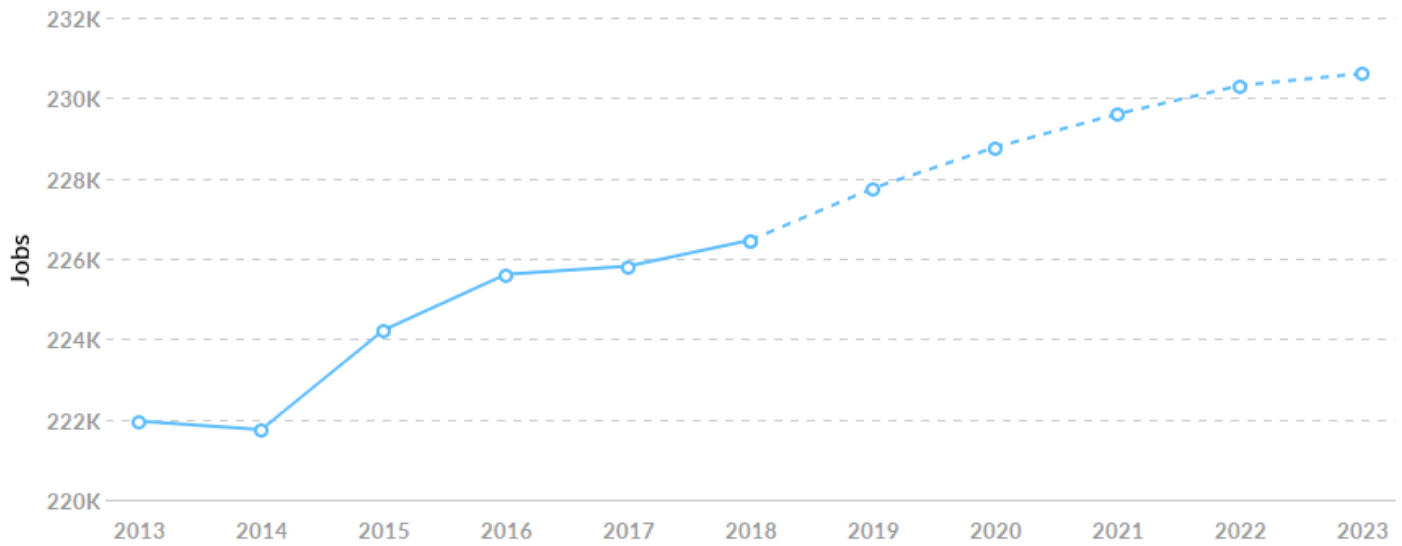


Timeframe	Population
2013	440,023
2014	438,822
2015	437,958
2016	437,730
2017	438,784
2018	438,224
2019	438,208
2020	438,200
2021	438,198
2022	438,198
2023	438,200

Historic & Projected Trends - Cont.

Job Trends

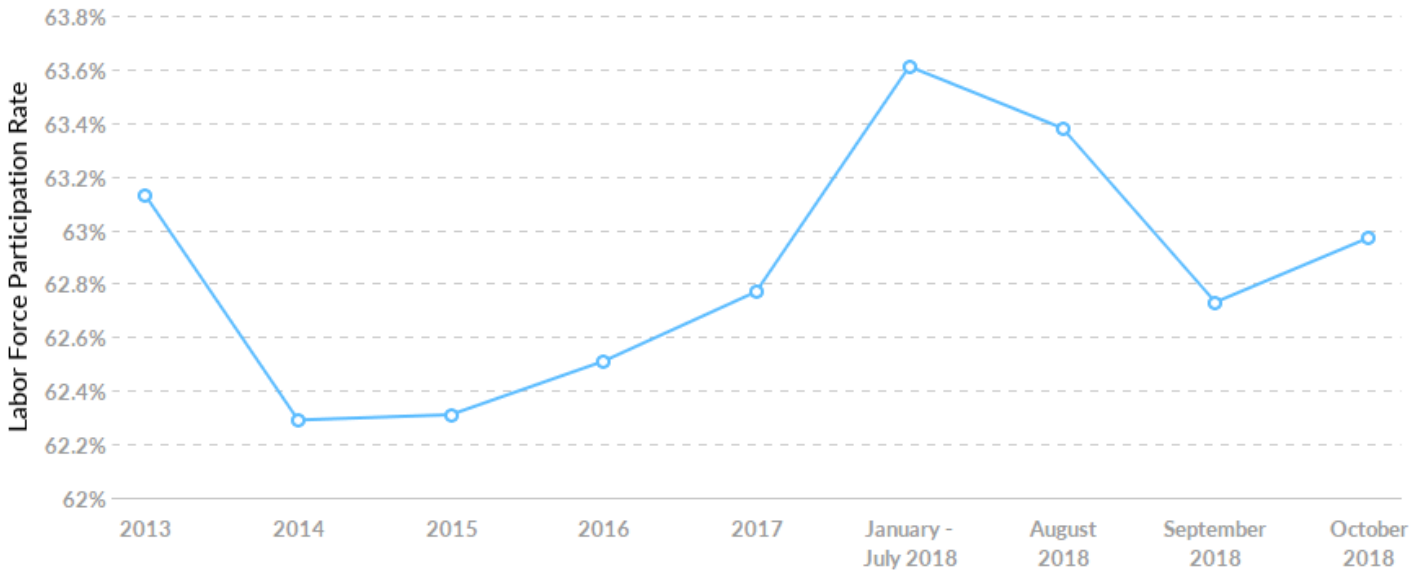
From 2013 to 2018, jobs increased by 2.0% in NCWRPC from 221,956 to 226,463. This change fell short of the national growth rate of 7.8% by 5.8%.



Timeframe	Jobs
2013	221,956
2014	221,745
2015	224,222
2016	225,611
2017	225,814
2018	226,463
2019	227,755
2020	228,775
2021	229,603
2022	230,311
2023	230,612

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

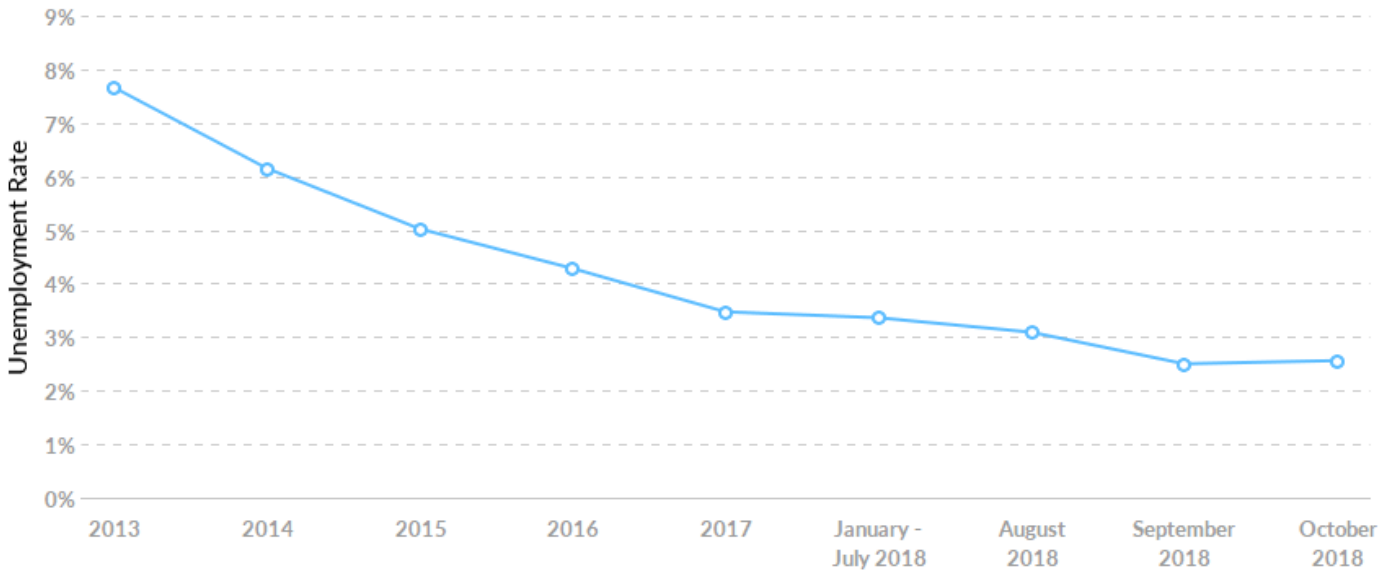


Timeframe	Labor Force Participation Rate
2013	63.13%
2014	62.29%
2015	62.31%
2016	62.51%
2017	62.77%
January - July 2018	63.61%
August 2018	63.8%
September 2018	62.73%
October 2018	62.97%

Historic & Projected Trends - Cont.

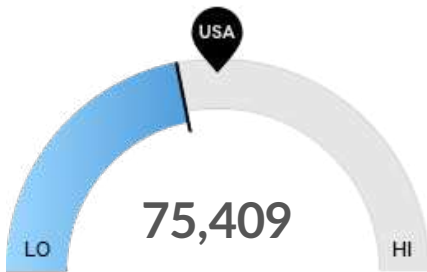
Unemployment Rate Trends

Your areas had an October 2018 unemployment rate of 2.56%, **decreasing from 7.66%** 5 years before.



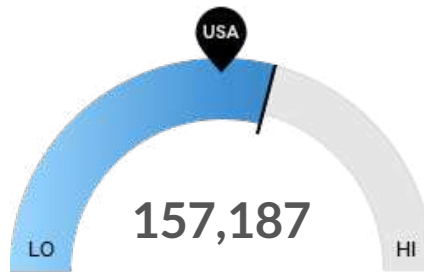
Timeframe	Unemployment Rate
2013	7.66%
2014	6.15%
2015	5.02%
2016	4.28%
2017	3.47%
January - July 2018	3.36%
August 2018	3.09%
September 2018	2.50%
October 2018	2.56%

Population Characteristics



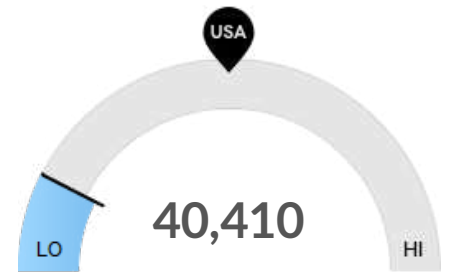
Millennials

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



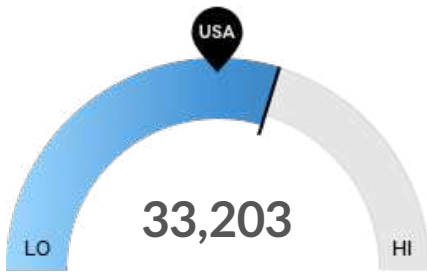
Retiring Soon

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.



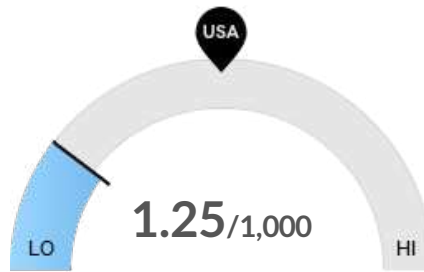
Racial Diversity

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.



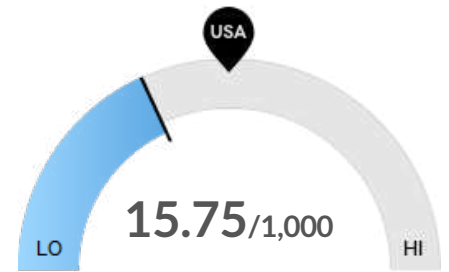
Veterans

Your area has 33,203 veterans. The national average for an area this size is 25,513.



Violent Crime

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



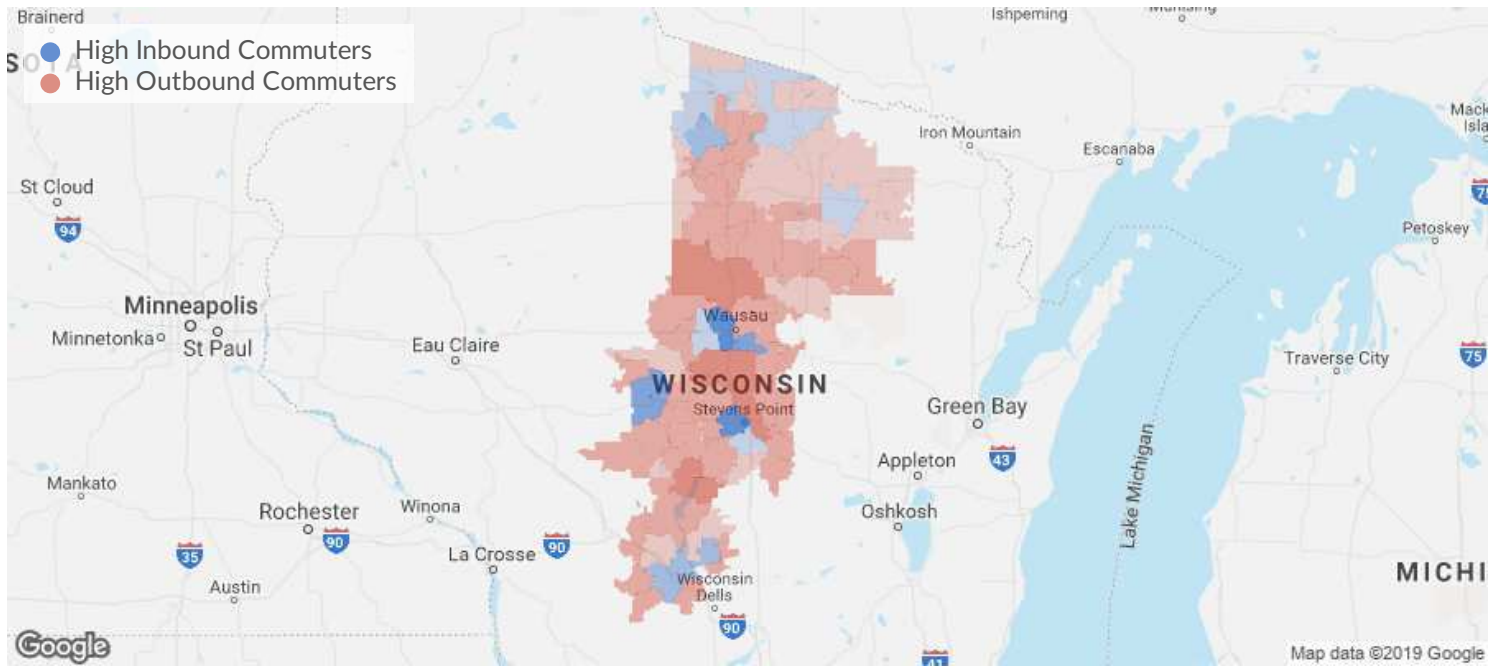
Property Crime

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

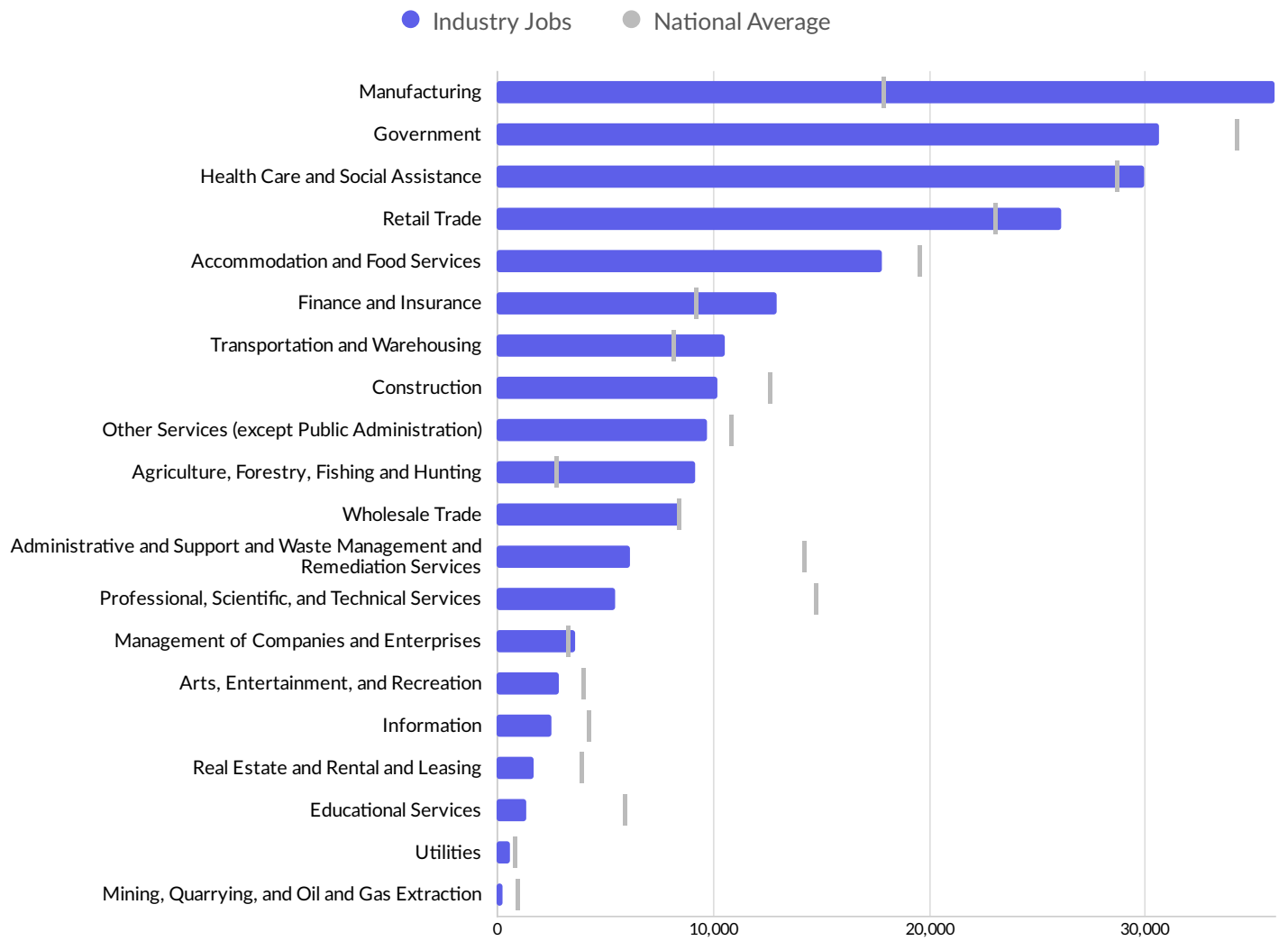
ZIP	Name	2018 Employment
54401	Wausau, WI (in Marath...	29,592
54481	Stevens Point, WI (in P...	23,001
54449	Marshfield, WI (in Woo...	20,598
54476	Schofield, WI (in Marat...	13,199
54494	Wisconsin Rapids, WI ...	11,468

Where Talent Lives

ZIP	Name	2018 Workers
54401	Wausau, WI (in Marath...	17,402
54481	Stevens Point, WI (in P...	14,869
54449	Marshfield, WI (in Woo...	14,830
54494	Wisconsin Rapids, WI ...	12,968
54403	Wausau, WI (in Marath...	12,256

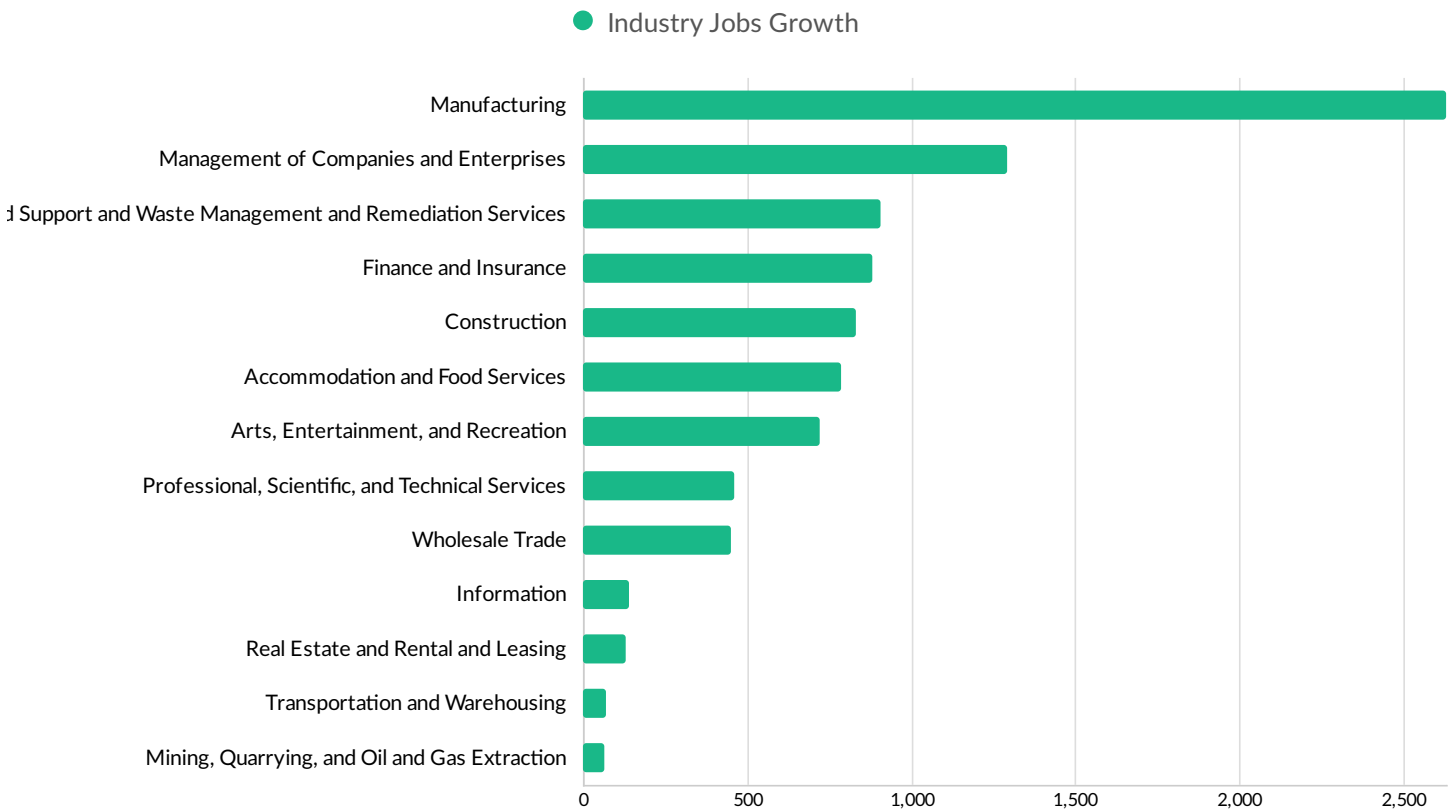
Industry Characteristics

Largest Industries



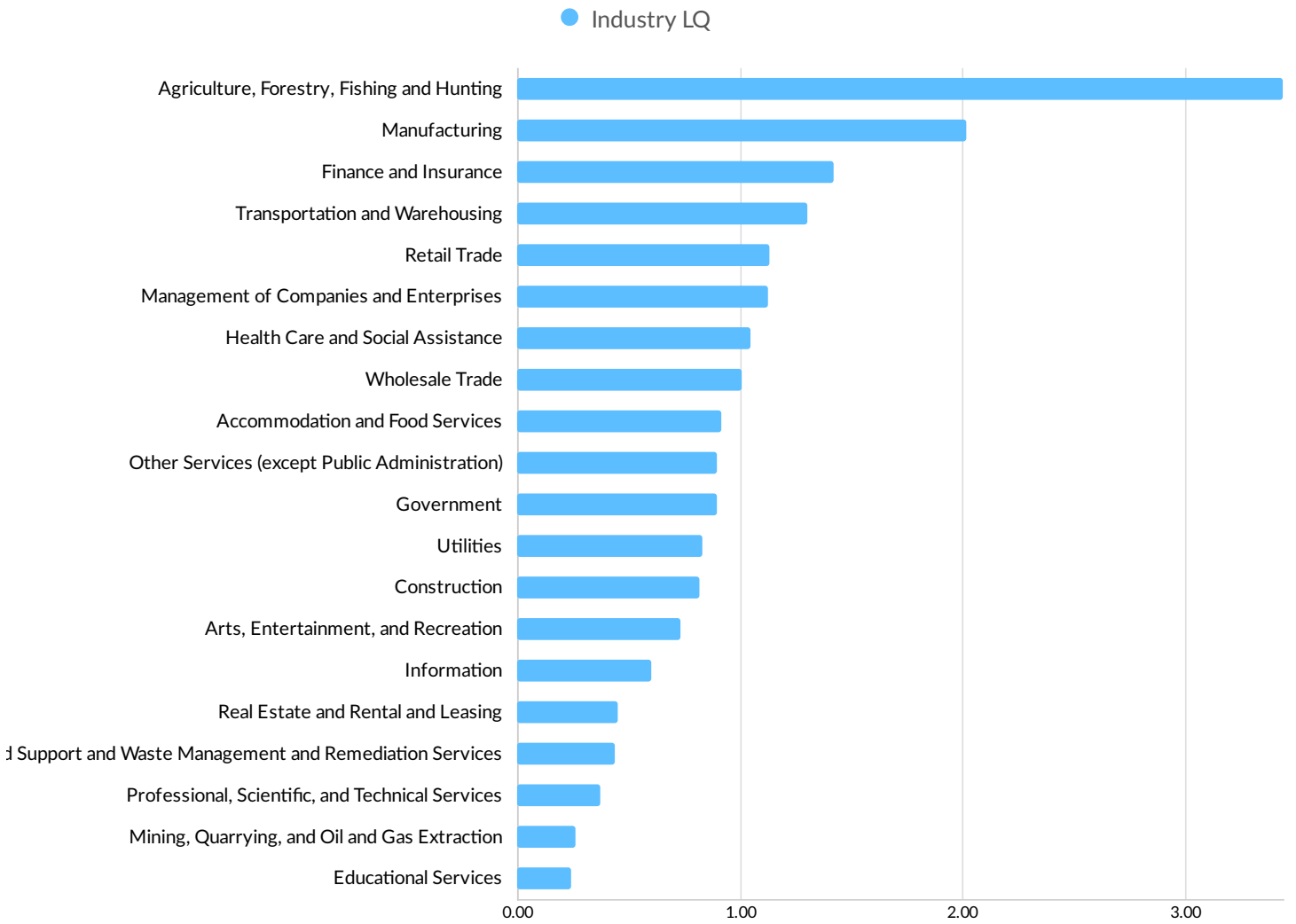
Industry Characteristics - Cont.

Top Growing Industries



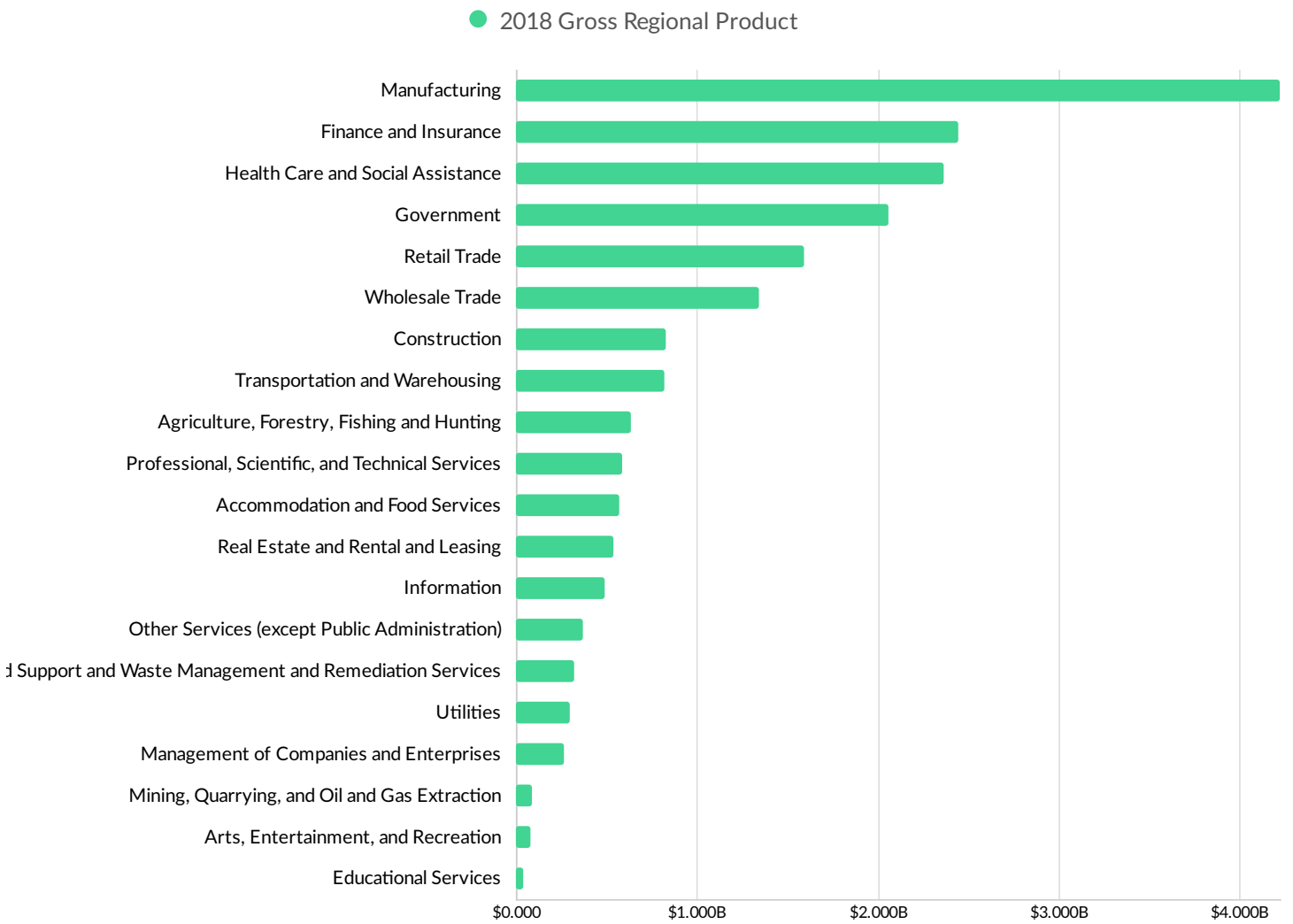
Industry Characteristics - Cont.

Top Industry LQ



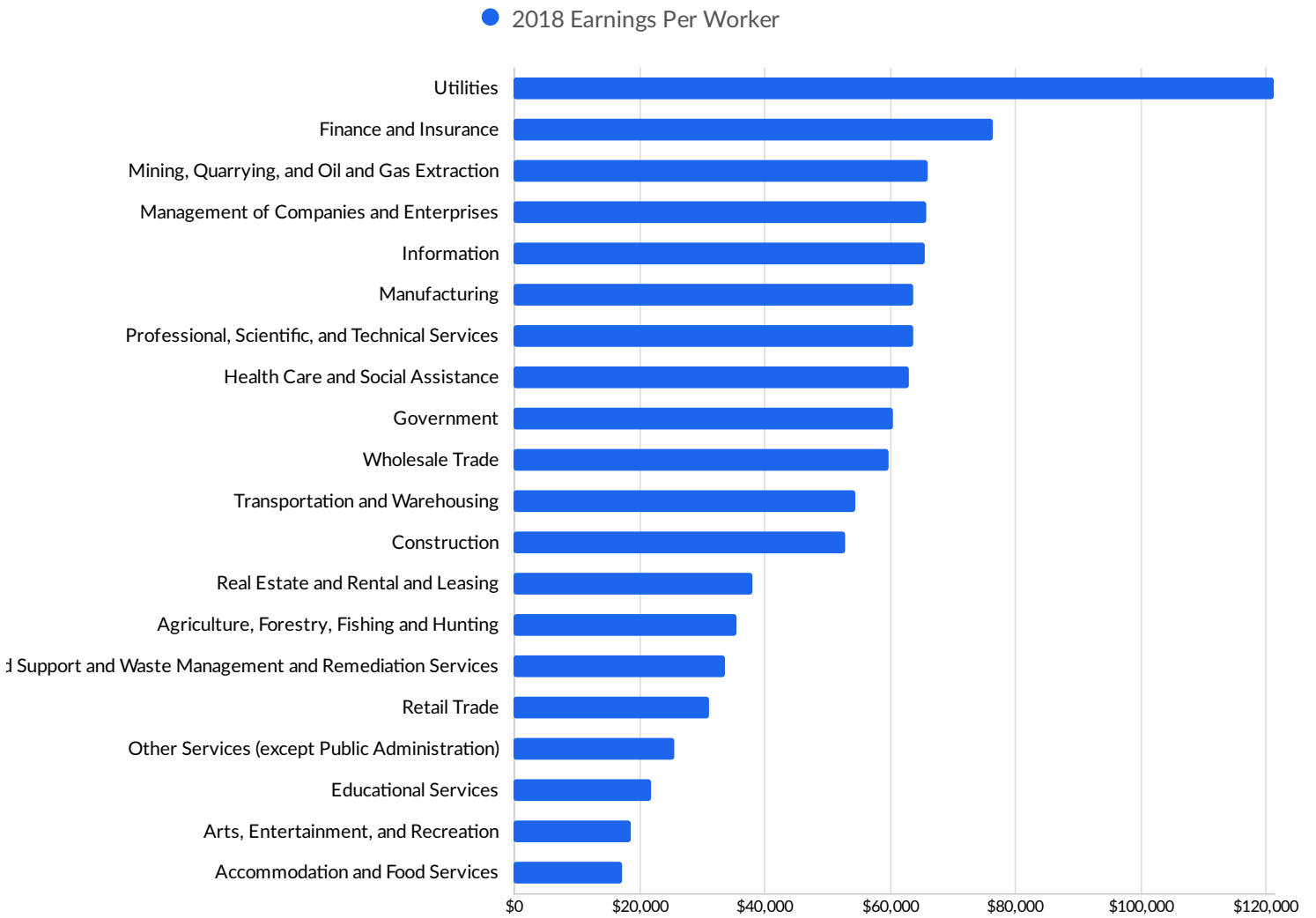
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	33,374	36,005	2,631	+8%	2.02	\$63,797	\$4.22B
Government	31,072	30,622	-450	-1%	0.90	\$60,453	\$2.06B
Health Care and Social Assistance	32,086	29,948	-2,138	-7%	1.05	\$63,196	\$2.37B
Retail Trade	27,270	26,138	-1,132	-4%	1.14	\$31,270	\$1.59B
Accommodation and Food Services	17,056	17,843	787	+5%	0.92	\$17,438	\$575.13M
Finance and Insurance	12,105	12,987	882	+7%	1.42	\$76,456	\$2.44B
Transportation and Warehousing	10,506	10,574	68	+1%	1.30	\$54,465	\$817.17M
Construction	9,417	10,248	831	+9%	0.82	\$53,008	\$830.15M
Other Services (except Public Administration)	10,705	9,713	-992	-9%	0.90	\$25,605	\$369.21M
Agriculture, Forestry, Fishing and Hunting	9,290	9,197	-93	-1%	3.44	\$35,519	\$639.51M
Wholesale Trade	8,036	8,485	449	+6%	1.01	\$59,859	\$1.35B
Administrative and Support and Waste Management and Remediation Services	5,286	6,194	908	+17%	0.44	\$33,828	\$318.93M
Professional, Scientific, and Technical Services	5,005	5,468	463	+9%	0.37	\$63,789	\$585.07M
Management of Companies and Enterprises	2,346	3,639	1,293	+55%	1.13	\$65,891	\$267.07M
Arts, Entertainment, and Recreation	2,157	2,879	722	+33%	0.73	\$18,609	\$83.33M
Information	2,369	2,509	140	+6%	0.60	\$65,649	\$494.52M
Real Estate and Rental and Leasing	1,586	1,715	129	+8%	0.45	\$38,124	\$541.59M
Educational Services	1,438	1,402	-36	-3%	0.24	\$21,921	\$38.69M
Utilities	670	651	-19	-3%	0.83	\$121,360	\$293.81M




















Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Mining, Quarrying, and Oil and Gas Extraction	181	244	63	+35%	0.26	\$66,147	\$87.15M

Business Characteristics

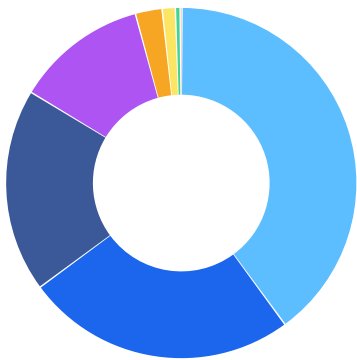
24,195 Companies Employ Your Workers

Online profiles for your workers mention 24,195 companies as employers, with the top 10 appearing below. In the last 12 months, 4,828 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	2,093 
Aspirus Wausau Hospital, Inc.	1,408 	Roehl Transport, Inc.	1,774 
Ministry Health Care, Inc.	866 	Aspirus Wausau Hospital, Inc.	1,404 
Sentry Insurance	852 	Tutree, Inc.	1,137 
University of Wisconsin Steven...	832 	Remedy Intelligent Staffing	1,027 
Greenheck Fan Corporation	560 	C.R. England, Inc.	948 
Liberty Mutual Insurance Comp...	446 	Platinum Supplemental Insuran...	890 
Wausau School District	412 	Shopko Stores Operating Co., L...	808 
Saint Joseph's Hospital of Atlan...	385 	Ascension Health	741 
State of Wisconsin	370 	Comphealth Associates, Inc	726 

Business Characteristics - Cont.

Business Size

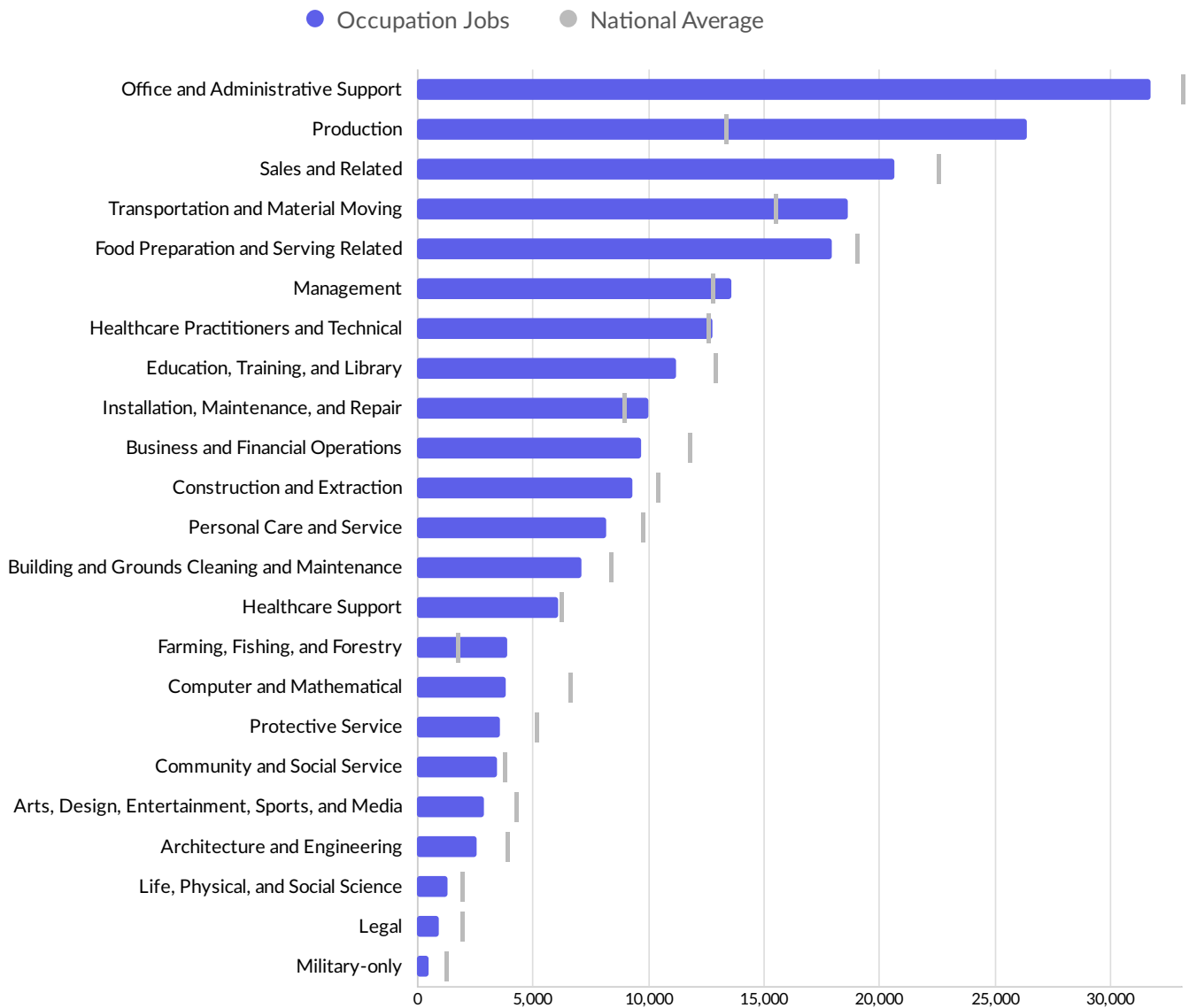


	Percentage	Business Count
● 1 to 4 employees	39.9%	8,128
● 5 to 9 employees	25.0%	5,090
● 10 to 19 employees	18.8%	3,826
● 20 to 49 employees	12.1%	2,475
● 50 to 99 employees	2.5%	503
● 100 to 249 employees	1.2%	247
● 250 to 499 employees	0.4%	89
● 500+ employees	0.2%	35

**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.*

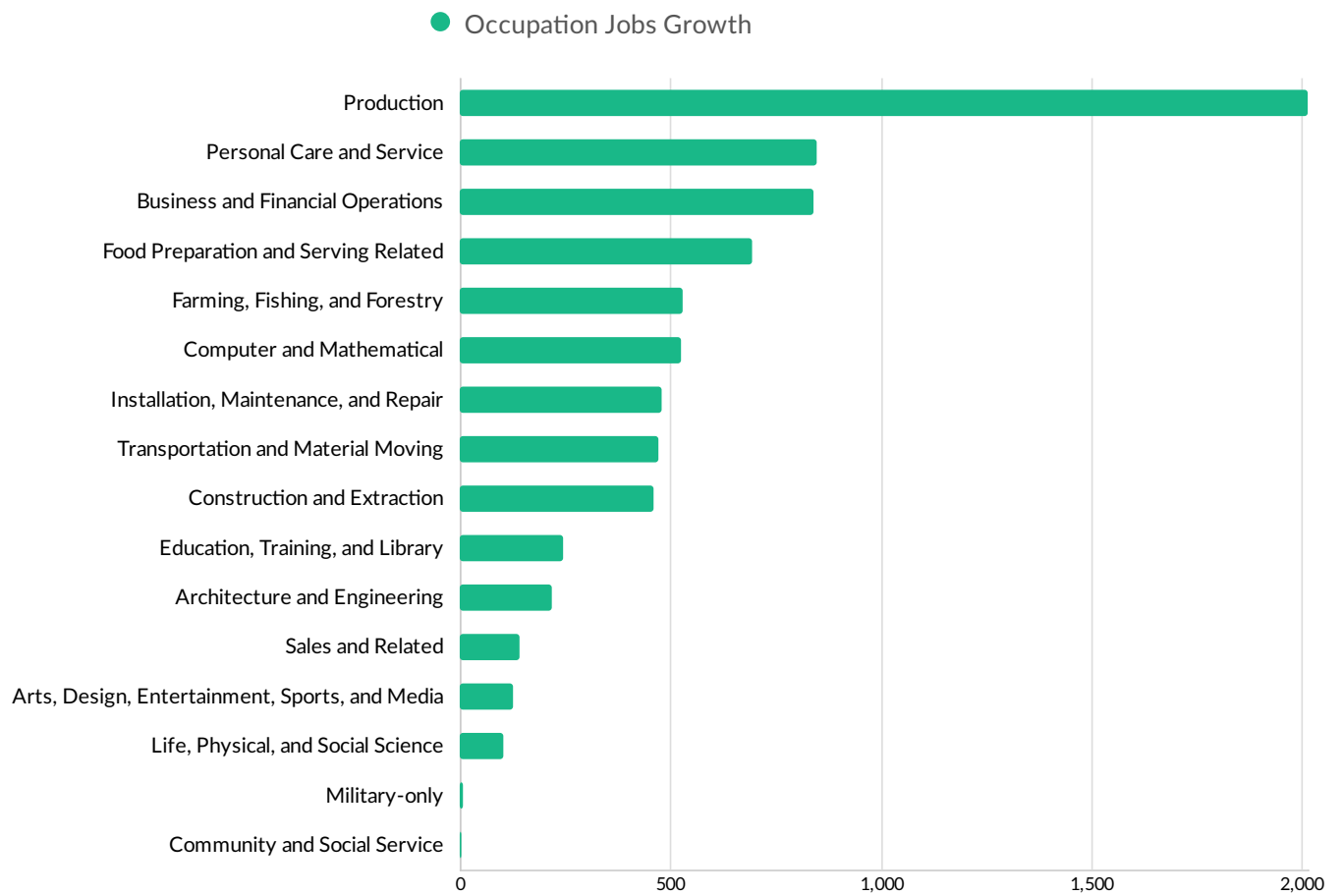
Workforce Characteristics

Largest Occupations



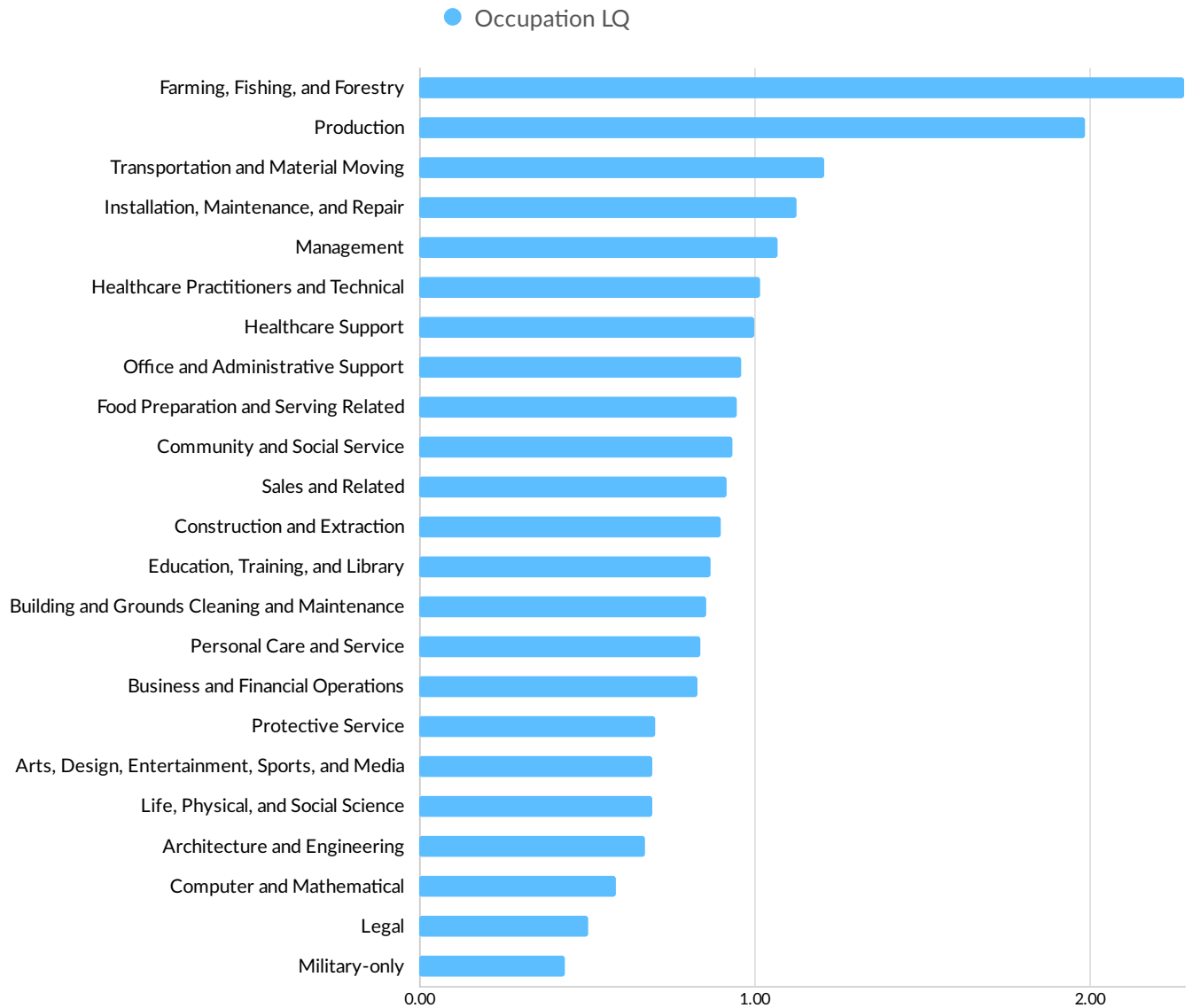
Workforce Characteristics - Cont.

Top Growing Occupations



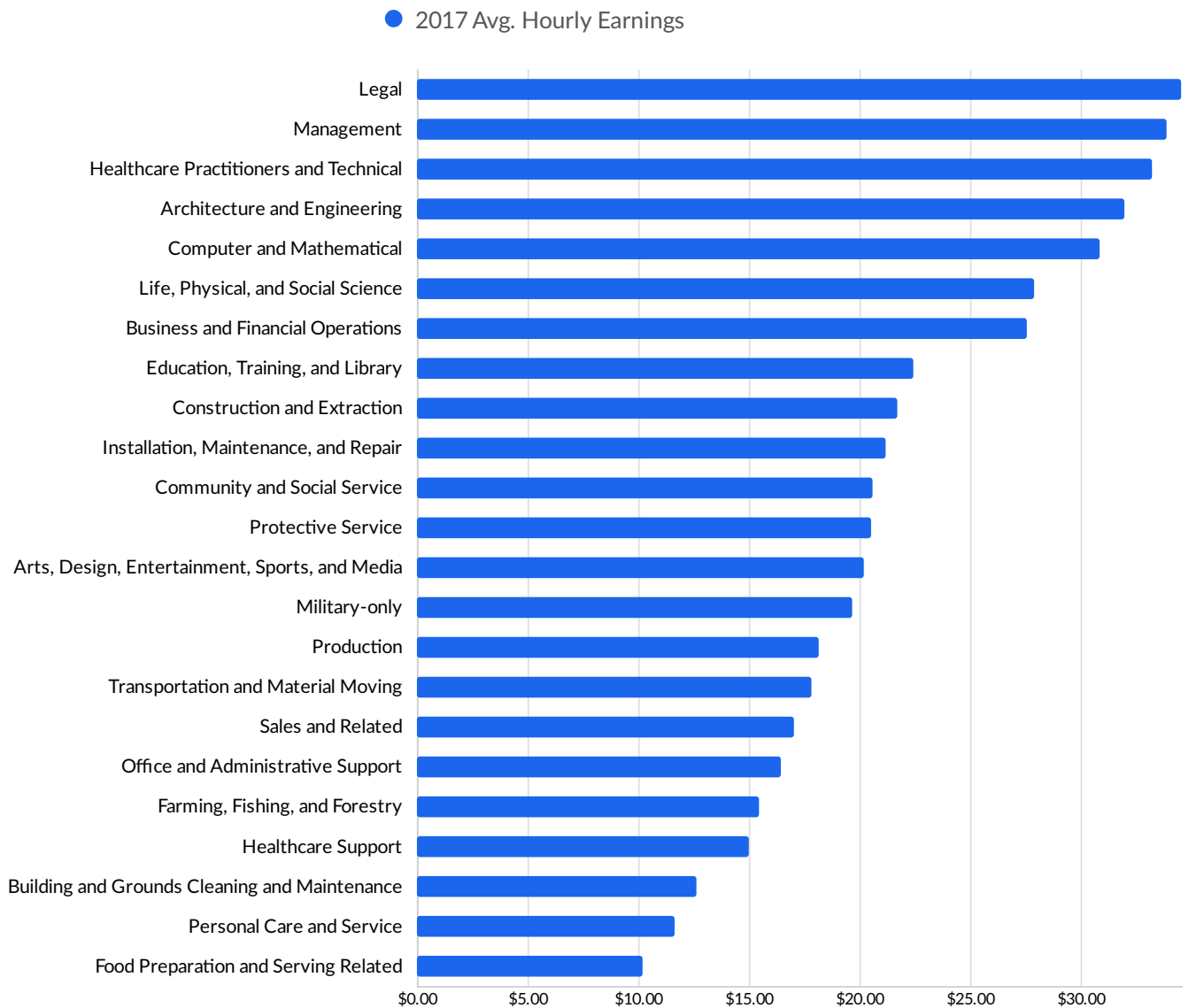
Workforce Characteristics - Cont.

Top Occupation LQ



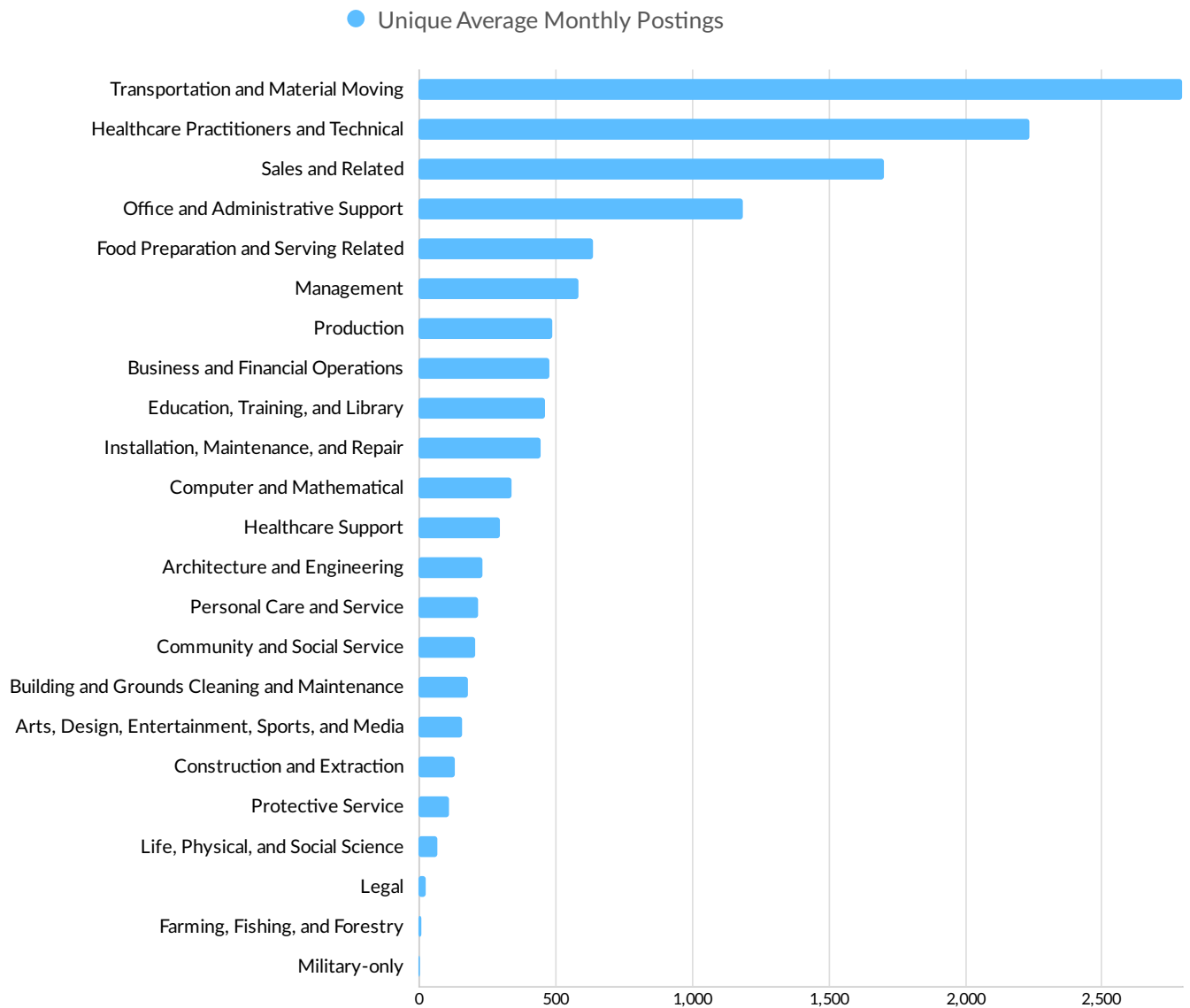
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.





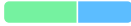






Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Feb 2018 - Jan 2019 Unique Average Monthly Postings
Office and Administrative Support	32,650	31,737	-913	-3%	0.96	\$16.47	1,188
Production	24,368	26,382	2,014	+8%	1.99	\$18.21	488
Sales and Related	20,551	20,693	142	+1%	0.92	\$17.04	1,705
Transportation and Material Moving	18,173	18,643	470	+3%	1.21	\$17.82	2,796
Food Preparation and Serving Related	17,244	17,937	693	+4%	0.95	\$10.24	641
Management	13,896	13,587	-309	-2%	1.07	\$33.90	587
Healthcare Practitioners and Technical	13,871	12,763	-1,108	-8%	1.02	\$33.26	2,235
Education, Training, and Library	10,949	11,193	244	+2%	0.87	\$22.47	465
Installation, Maintenance, and Repair	9,524	10,003	479	+5%	1.13	\$21.22	447
Business and Financial Operations	8,887	9,727	840	+9%	0.83	\$27.58	480
Construction and Extraction	8,849	9,309	460	+5%	0.90	\$21.71	134
Personal Care and Service	7,316	8,163	847	+12%	0.84	\$11.69	217
Building and Grounds Cleaning and Maintenance	7,159	7,124	-35	0%	0.86	\$12.68	182
Healthcare Support	6,771	6,130	-641	-9%	1.00	\$15.03	297
Farming, Fishing, and Forestry	3,384	3,913	529	+16%	2.28	\$15.48	9
Computer and Mathematical	3,298	3,824	526	+16%	0.58	\$30.90	340
Protective Service	3,736	3,583	-153	-4%	0.71	\$20.53	109

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Feb 2018 - Jan 2019 Unique Average Monthly Postings
Community and Social Service	3,484	3,488	4	+0%	0.93	\$20.64	206
Arts, Design, Entertainment, Sports, and Media	2,791	2,916	125	+4%	0.70	\$20.20	159
Architecture and Engineering	2,371	2,591	220	+9%	0.67	\$32.02	234
Life, Physical, and Social Science	1,195	1,298	103	+9%	0.69	\$27.95	68
Legal	987	948	-39	-4%	0.51	\$34.58	27
Military-only	503	510	7	+1%	0.43	\$19.68	5

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