



# NCWRPC

North Central Wisconsin Regional Planning Commission



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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.

**226,804**

**Jobs (2018)**

Jobs **grew by 4,848** over the last 5 years and are projected to **grow by 4,023** over the next 5 years.

**\$51.5K**

**Avg. Earnings Per Job (2018)**

Regional average earnings per job are **\$14.2K below** the national average earnings of \$65.7K per job.

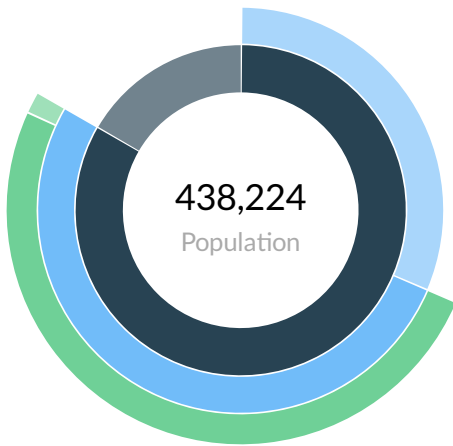
### Takeaways

- 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 2.2%** in NCWRPC from 221,956 to **226,804**. This change **fell short of the national growth rate of 8.2% by 6.0%**. As the number of jobs increased, the **labor force participation rate decreased from 62.9% to 62.4% 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.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	438,224	227,610	226,804	99.6	\$22.05B	\$28.07B	\$27.11B
Wisconsin	5,810,713	3,105,645	3,147,009	100.3	\$327.87B	\$291.36B	\$319.54B

## Economy Overview - Cont.

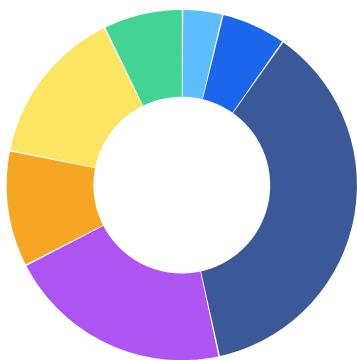
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	364,999
● Not in Labor Force (15+)	137,389
● Labor Force	227,610
● Employed	220,982
● Unemployed	6,628
● 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).

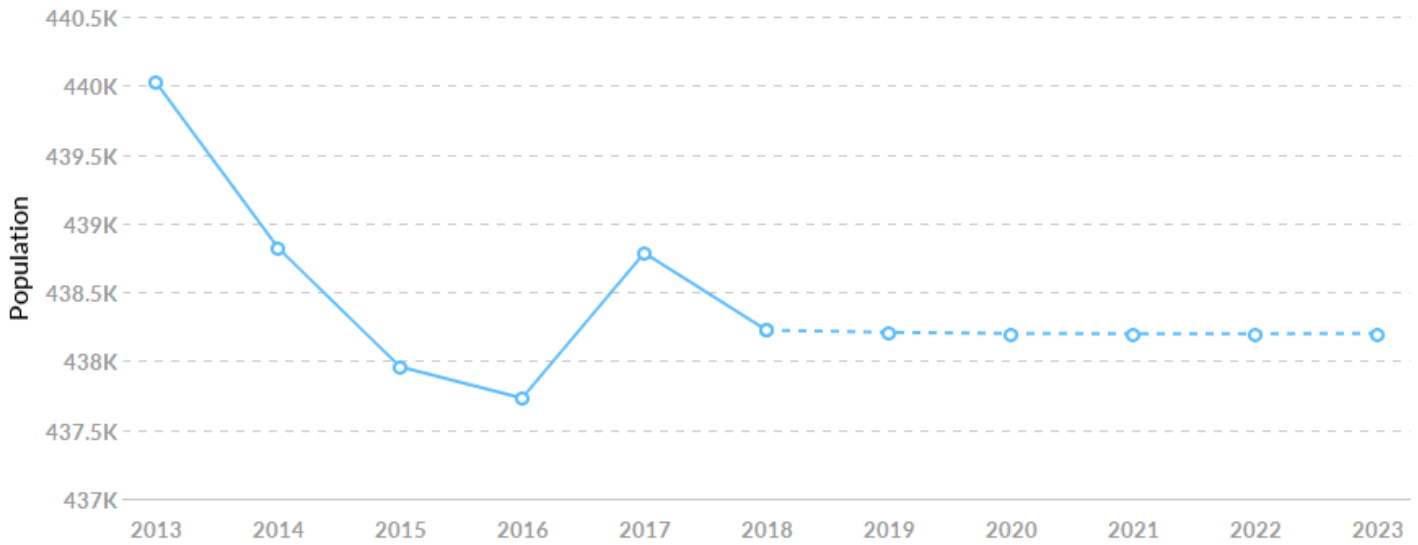


	% of Population	Population
● Less Than 9th Grade	3.7%	11,543
● 9th Grade to 12th Grade	6.0%	18,757
● High School Diploma	36.8%	114,896
● Some College	20.9%	65,147
● Associate's Degree	10.7%	33,431
● Bachelor's Degree	14.6%	45,565
● Graduate Degree and Higher	7.3%	22,887

# 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.

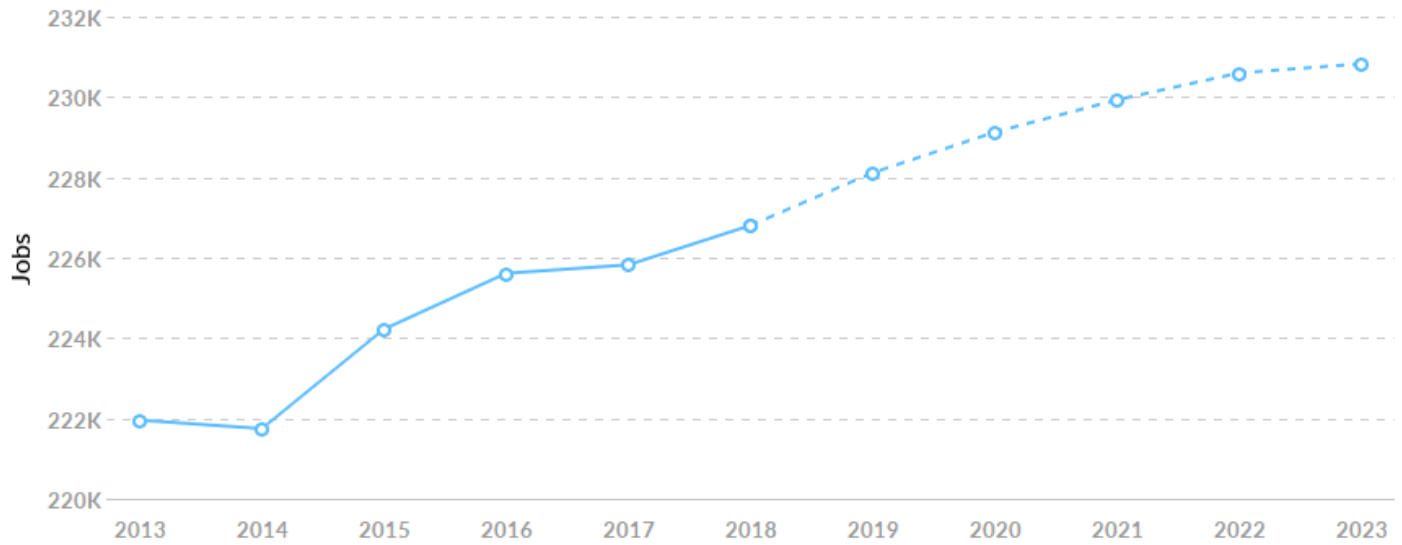


Timeframe	Population
2013	440,023
2014	438,822
2015	437,958
2016	437,730
2017	438,784
2018	438,224
2019	438,208
2020	438,200
2021	438,198
2022	438,198
2023	438,200

# Historic & Projected Trends - Cont.

## Job Trends

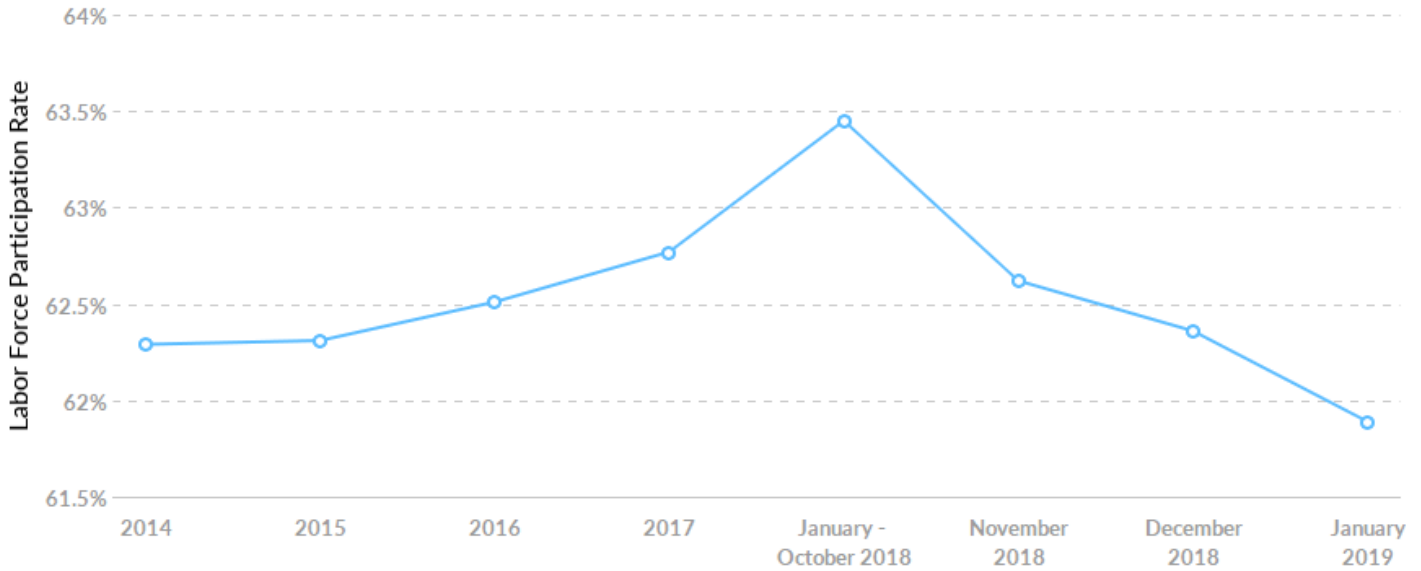
From 2013 to 2018, jobs increased by 2.2% in NCWRPC from 221,956 to 226,804. This change fell short of the national growth rate of 8.2% by 6.0%.



Timeframe	Jobs
2013	221,956
2014	221,745
2015	224,222
2016	225,611
2017	225,822
2018	226,804
2019	228,115
2020	229,126
2021	229,929
2022	230,599
2023	230,827

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

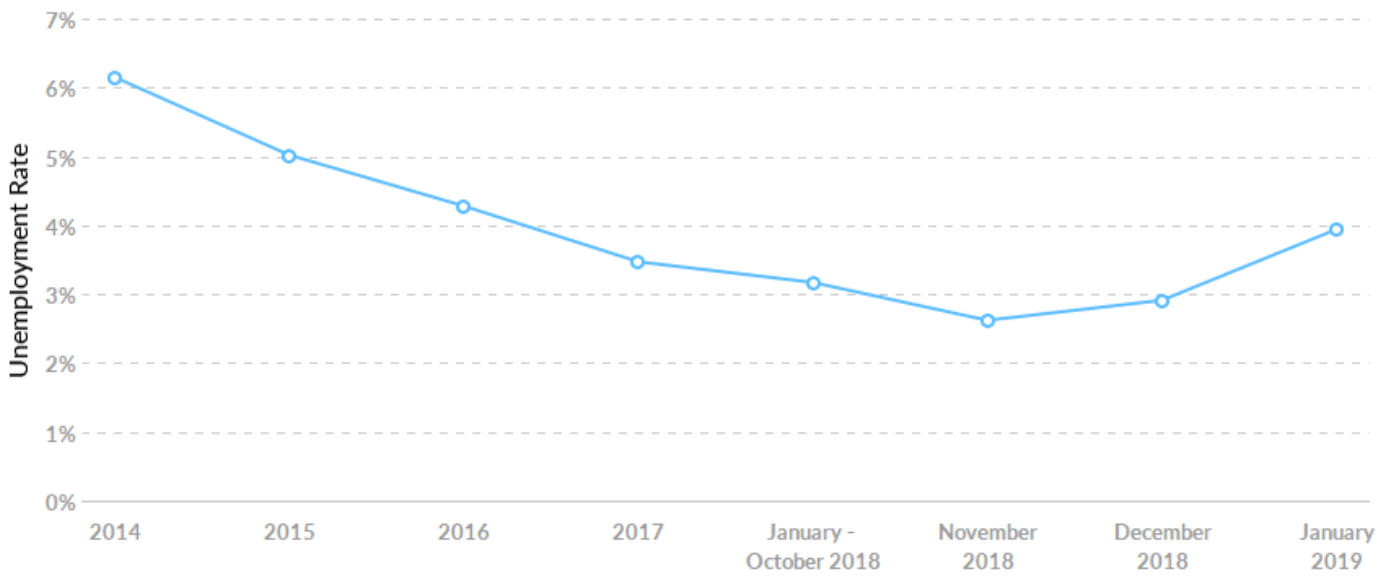


Timeframe	Labor Force Participation Rate
2014	62.29%
2015	62.31%
2016	62.51%
2017	62.77%
January - October 2018	63.45%
November 2018	62.62%
December 2018	62.36%
January 2019	61.89%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

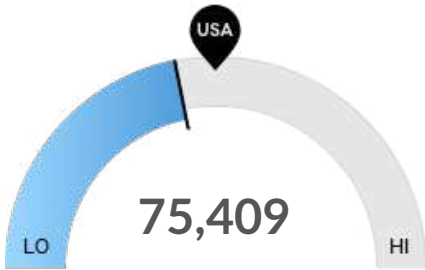
Your areas had a January 2019 unemployment rate of 3.94%, **decreasing from 6.15%** 5 years before.



Timeframe	Unemployment Rate
2014	6.15%
2015	5.02%
2016	4.28%
2017	3.47%
January - October 2018	3.17%
November 2018	2.62%
December 2018	2.91%
January 2019	3.94%

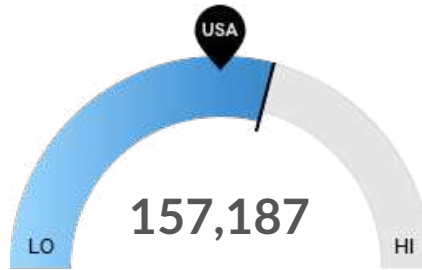


## Population Characteristics



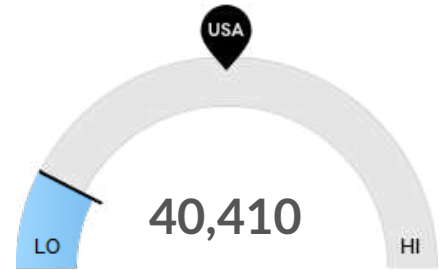
**Millennials**

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



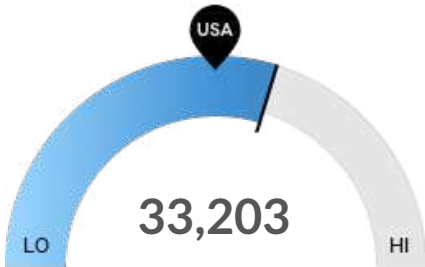
**Retiring Soon**

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.



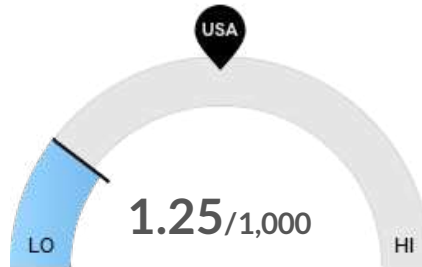
**Racial Diversity**

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.



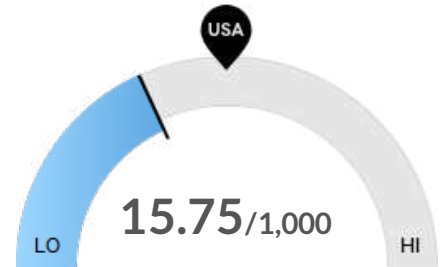
**Veterans**

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.



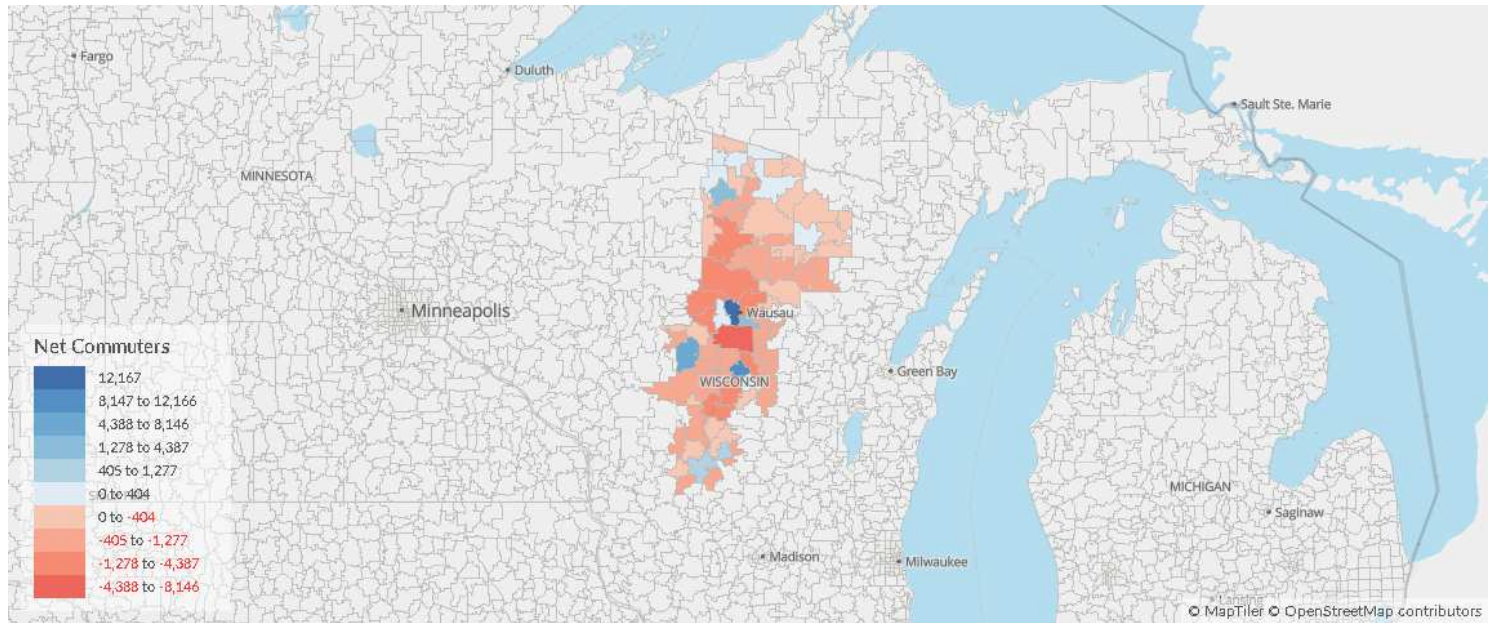
**Property Crime**

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

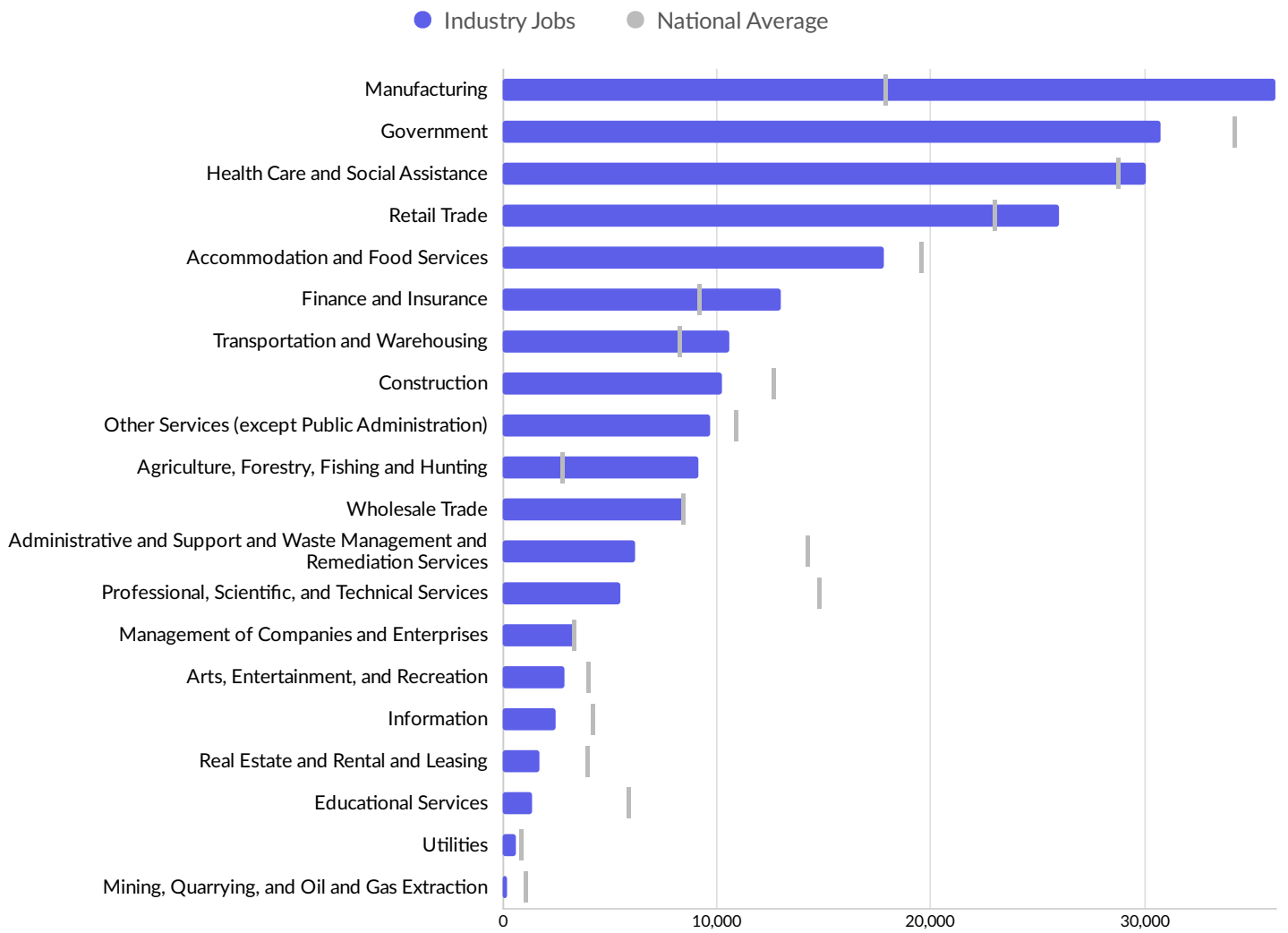
### Where Talent Lives

ZIP	Name	2018 Employment
54401	Wausau, WI (in Marath...	29,589
54481	Stevens Point, WI (in Po...	23,041
54449	Marshfield, WI (in Woo...	20,696
54476	Schofield, WI (in Marath...	13,277
54494	Wisconsin Rapids, WI (i...	11,561

ZIP	Name	2018 Workers
54401	Wausau, WI (in Marath...	17,422
54481	Stevens Point, WI (in Po...	14,894
54449	Marshfield, WI (in Woo...	14,892
54494	Wisconsin Rapids, WI (i...	13,007
54403	Wausau, WI (in Marath...	12,263

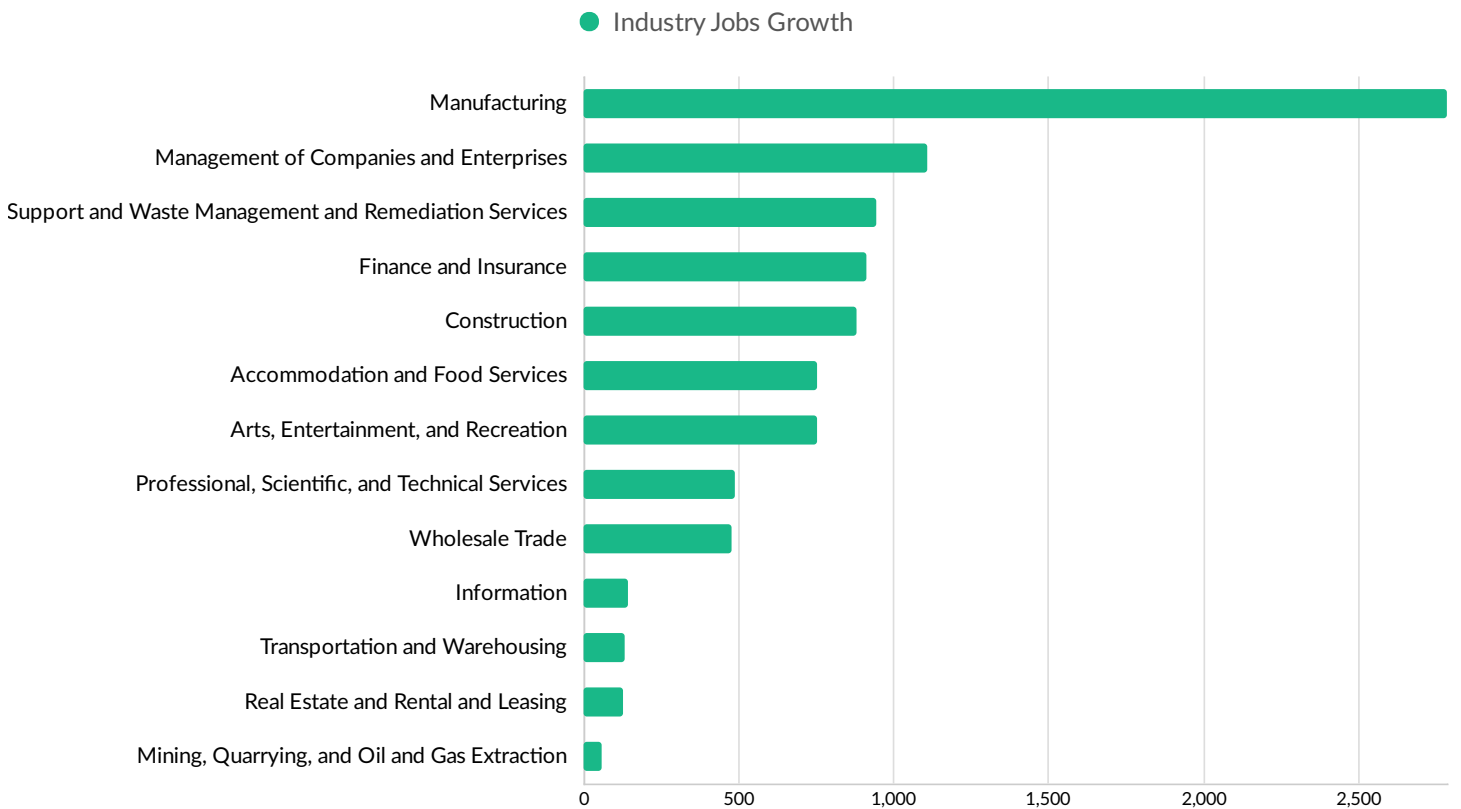
# Industry Characteristics

## Largest Industries



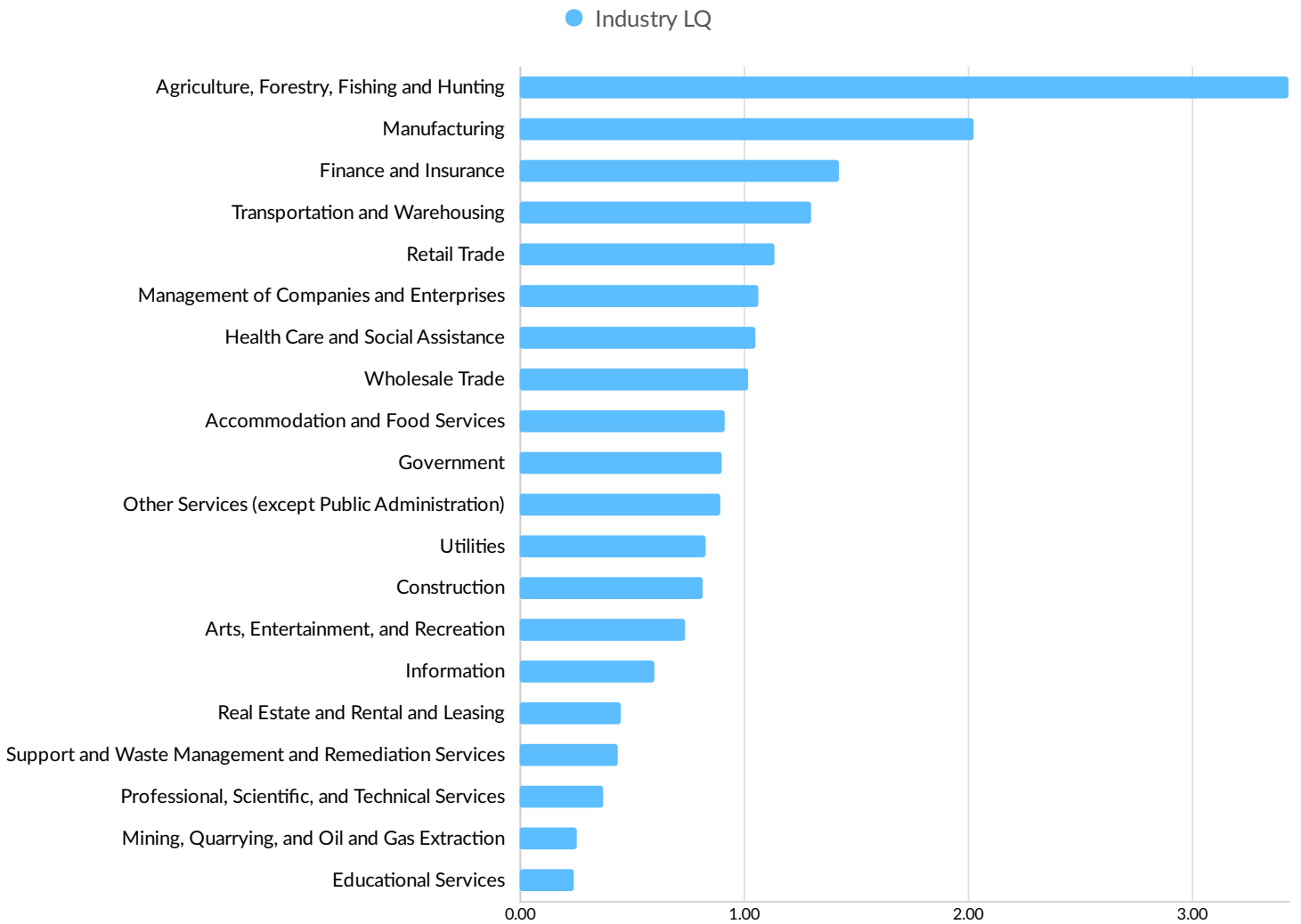
# Industry Characteristics - Cont.

## Top Growing Industries



## Industry Characteristics - Cont.

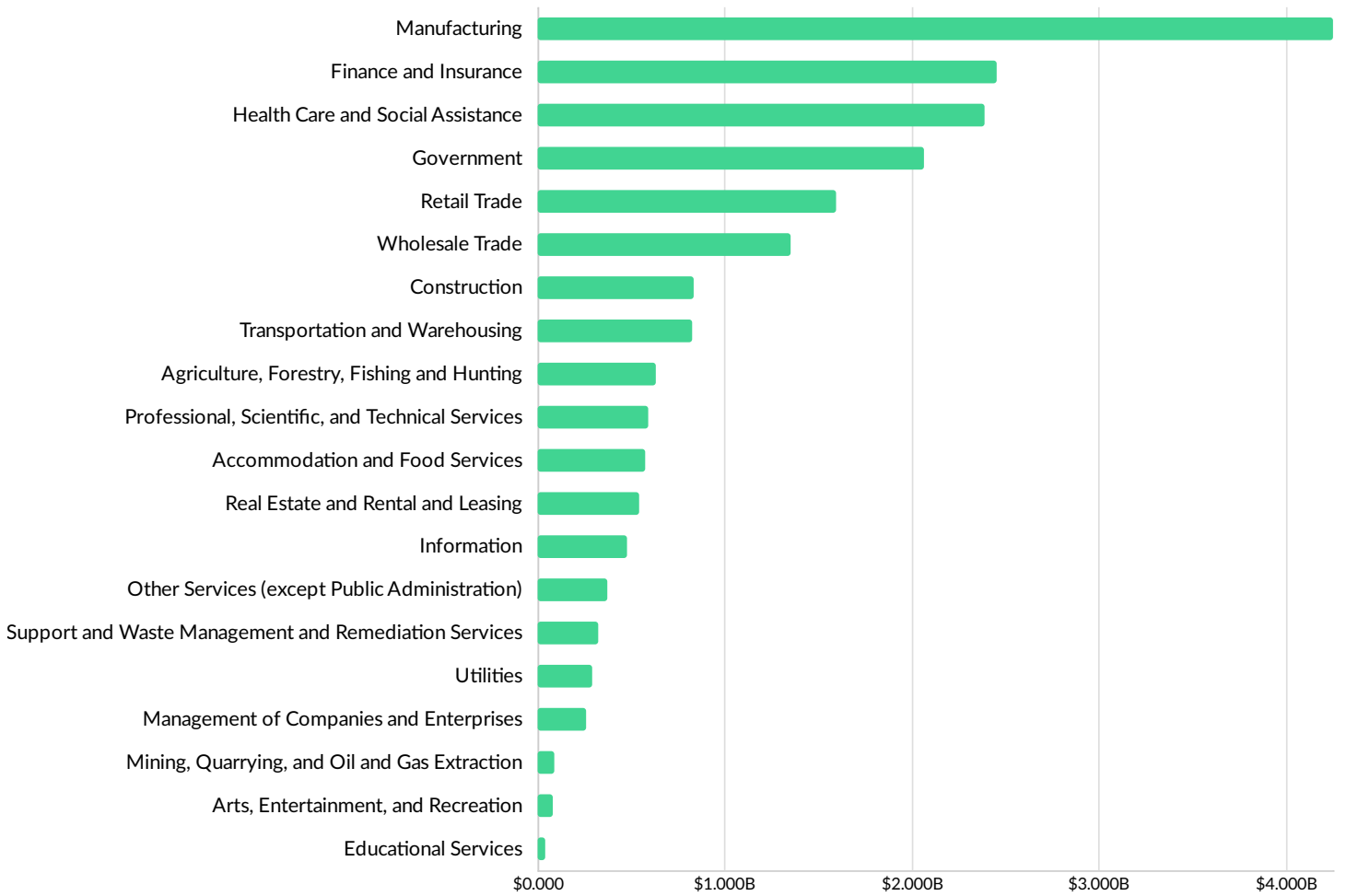
### Top Industry LQ



## Industry Characteristics - Cont.

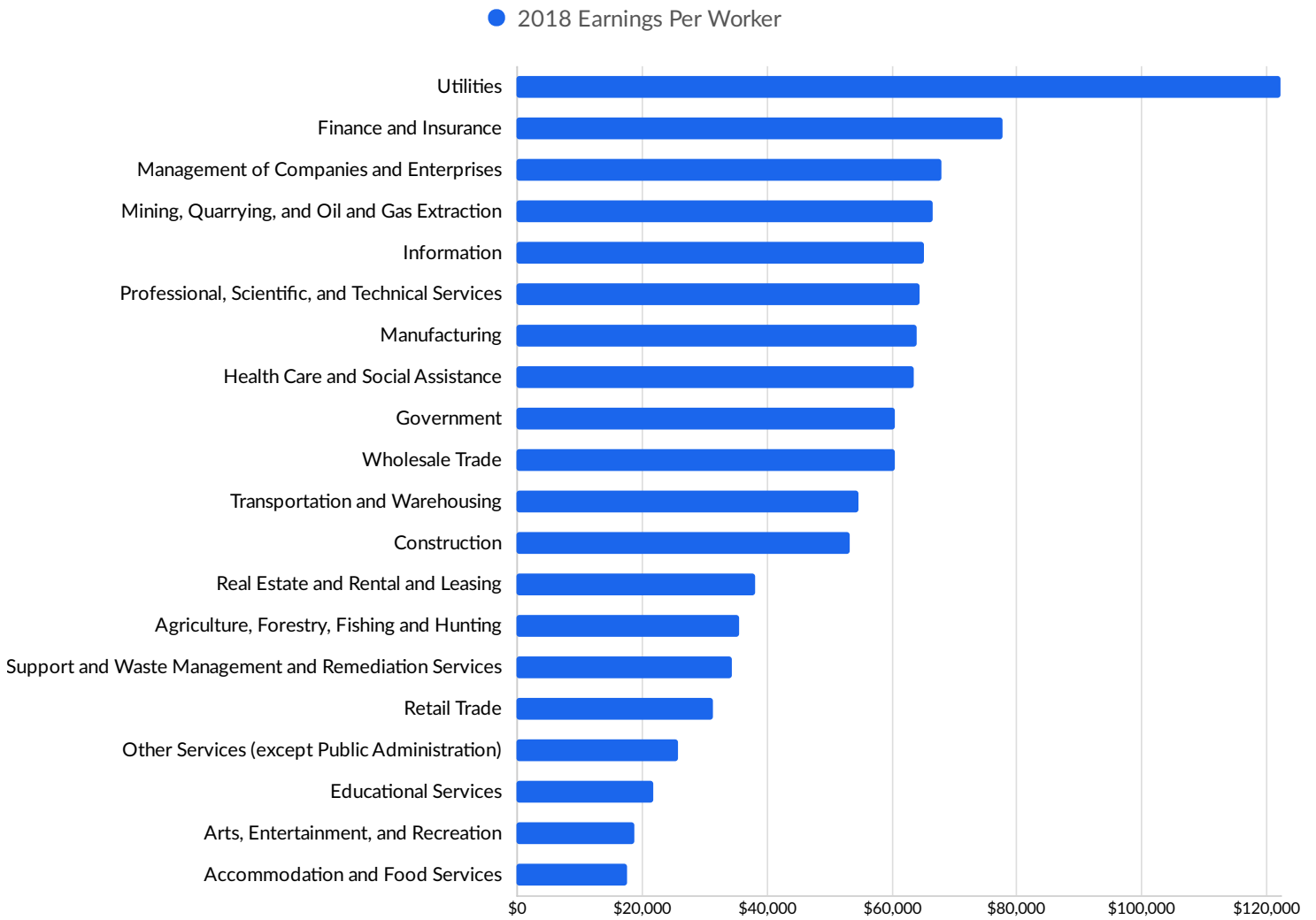
### Top Industry GRP

● 2018 Gross Regional Product



## 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	36,162	2,788	+8%	2.02	\$64,123	\$4.25B
Government	31,072	30,783	-289	-1%	0.90	\$60,549	\$2.07B
Health Care and Social Assistance	32,086	30,131	-1,955	-6%	1.05	\$63,657	\$2.39B
Retail Trade	27,270	26,030	-1,240	-5%	1.14	\$31,538	\$1.59B
Accommodation and Food Services	17,056	17,811	755	+4%	0.91	\$17,593	\$577.42M
Finance and Insurance	12,105	13,017	912	+8%	1.43	\$77,785	\$2.45B
Transportation and Warehousing	10,506	10,637	131	+1%	1.30	\$54,717	\$824.67M
Construction	9,417	10,296	879	+9%	0.82	\$53,312	\$834.92M
Other Services (except Public Administration)	10,705	9,678	-1,027	-10%	0.90	\$25,777	\$370.50M
Agriculture, Forestry, Fishing and Hunting	9,290	9,143	-147	-2%	3.43	\$35,567	\$635.72M
Wholesale Trade	8,036	8,513	477	+6%	1.02	\$60,532	\$1.36B
Administrative and Support and Waste Management and Remediation Services	5,286	6,229	943	+18%	0.44	\$34,413	\$323.71M
Professional, Scientific, and Technical Services	5,005	5,492	487	+10%	0.37	\$64,493	\$590.64M
Management of Companies and Enterprises	2,346	3,457	1,111	+47%	1.06	\$68,012	\$262.26M
Arts, Entertainment, and Recreation	2,157	2,910	753	+35%	0.74	\$18,892	\$84.67M
Information	2,369	2,510	141	+6%	0.60	\$65,183	\$480.15M
Real Estate and Rental and Leasing	1,586	1,714	128	+8%	0.45	\$38,266	\$544.80M
Educational Services	1,438	1,405	-33	-2%	0.24	\$22,001	\$38.83M
Utilities	670	645	-25	-4%	0.83	\$122,279	\$294.13M
Mining, Quarrying, and Oil and Gas Extraction	181	240	59	+33%	0.26	\$66,708	\$87.53M



## Business Characteristics

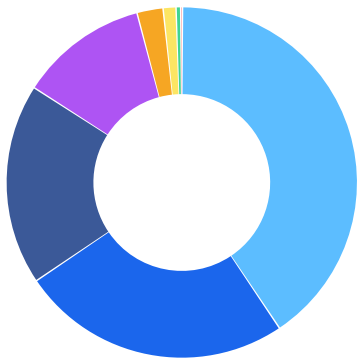
### 24,195 Companies Employ Your Workers

Online profiles for your workers mention 24,195 companies as employers, with the top 10 appearing below. In the last 12 months, 5,339 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	2,305 
Aspirus Wausau Hospital, Inc.	1,408 	Roehl Transport, Inc.	2,011 
Ministry Health Care, Inc.	866 	Aspirus Wausau Hospital, Inc.	1,570 
Sentry Insurance	852 	Remedy Intelligent Staffing	1,262 
University of Wisconsin Stevens...	832 	C.R. England, Inc.	1,030 
Greenheck Fan Corporation	560 	Teach For America, Inc.	967 
Liberty Mutual Insurance Comp...	446 	U. S. Xpress, Inc.	957 
Wausau School District	412 	Tutree, Inc.	905 
Saint Joseph's Hospital of Atlant...	385 	Platinum Supplemental Insuranc...	883 
State of Wisconsin	370 	Ascension Health	874 

## Business Characteristics - Cont.

### Business Size

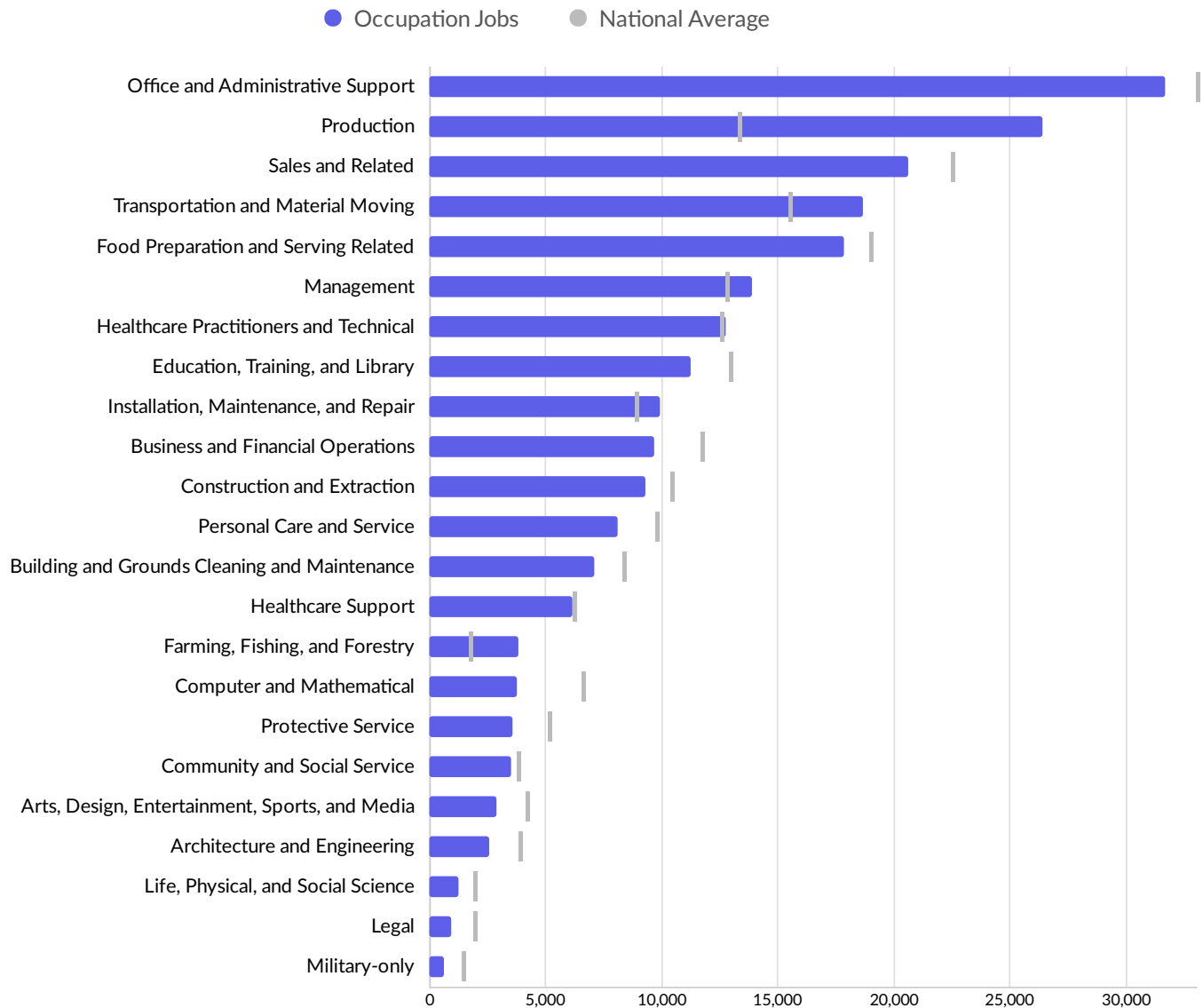


	Percentage	Business Count
1 to 4 employees	40.5%	8,069
5 to 9 employees	24.9%	4,968
10 to 19 employees	18.5%	3,692
20 to 49 employees	11.8%	2,350
50 to 99 employees	2.4%	479
100 to 249 employees	1.2%	236
250 to 499 employees	0.4%	84
500+ employees	0.2%	34

*\*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.*

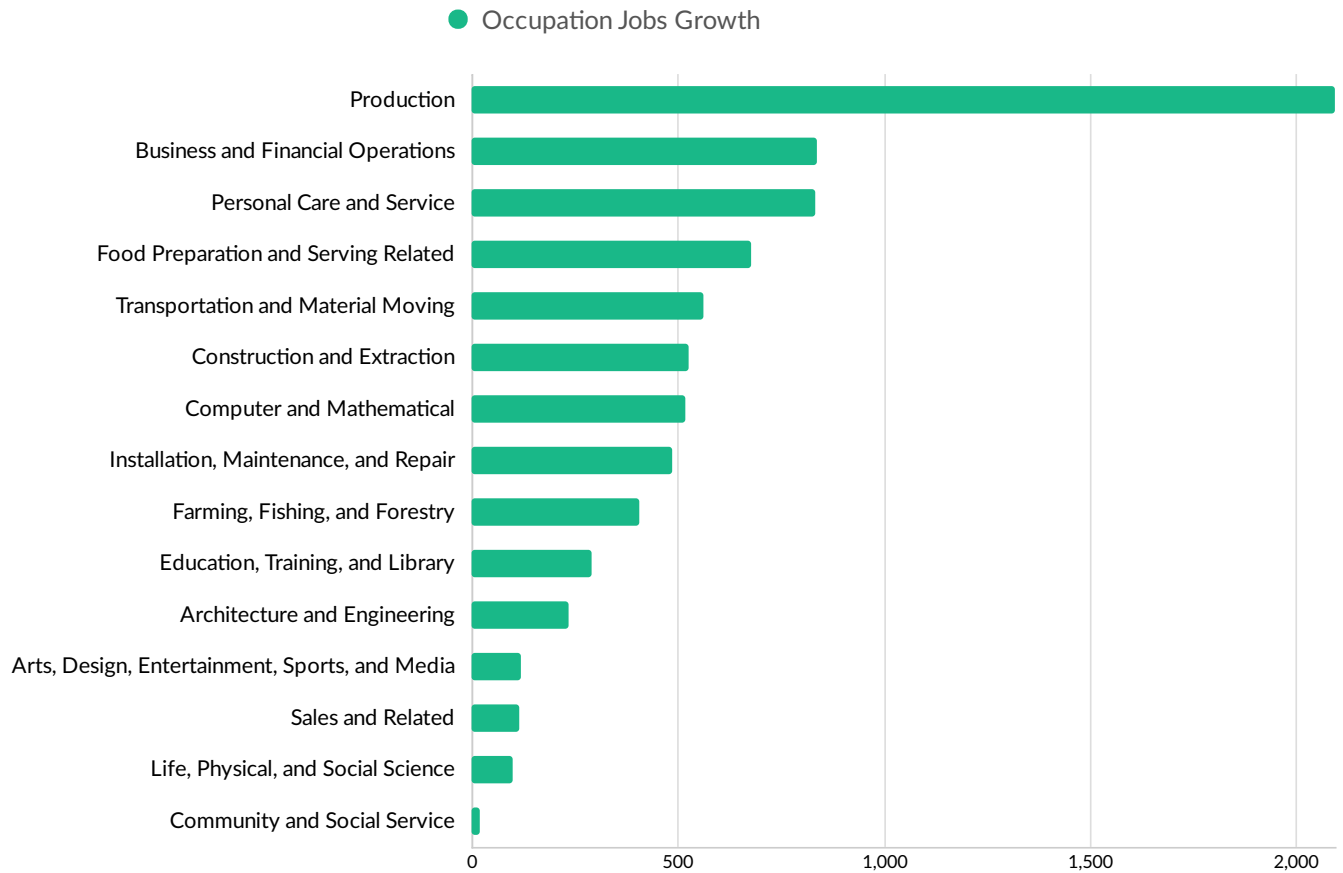
# Workforce Characteristics

## Largest Occupations



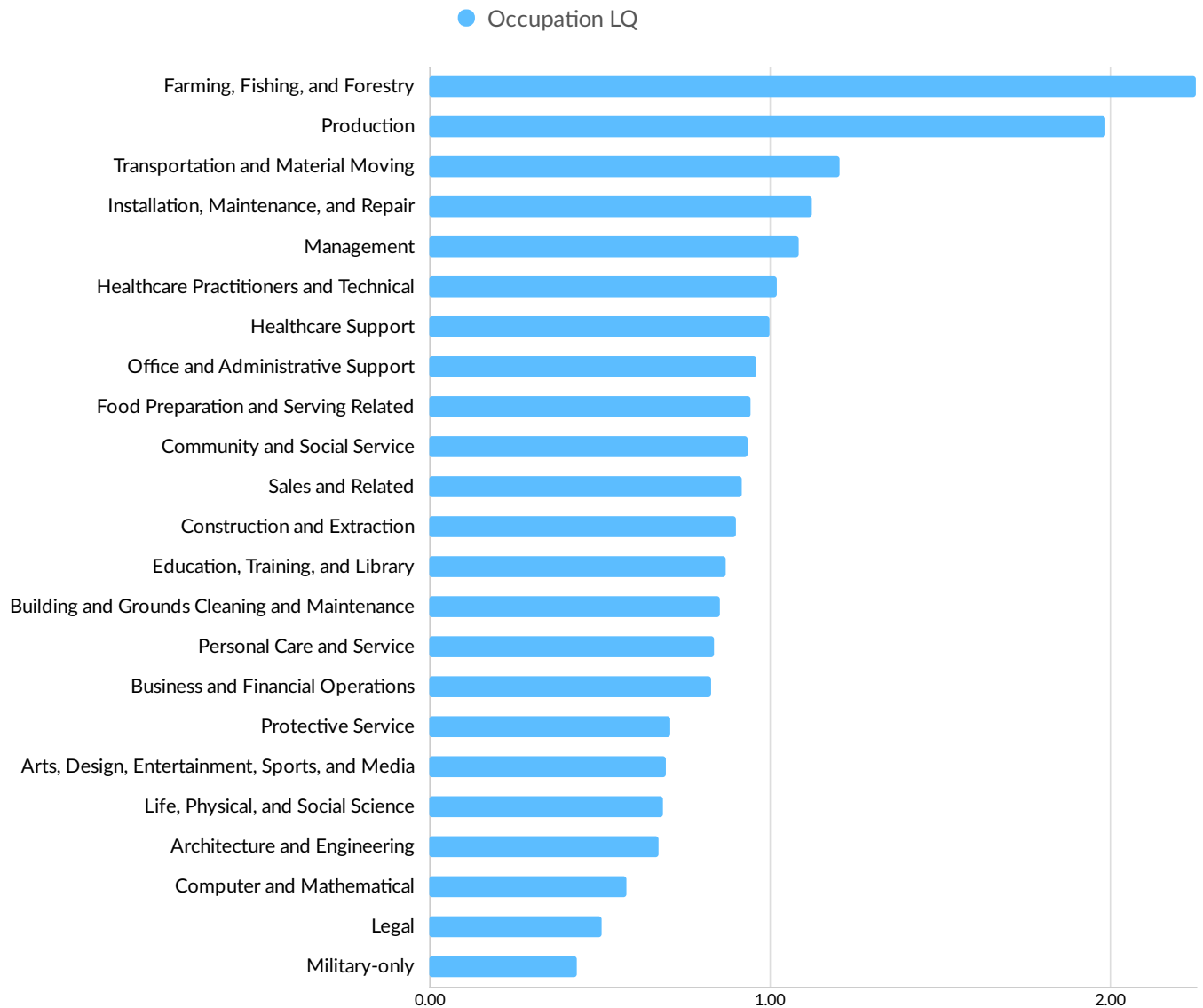
## Workforce Characteristics - Cont.

### Top Growing Occupations



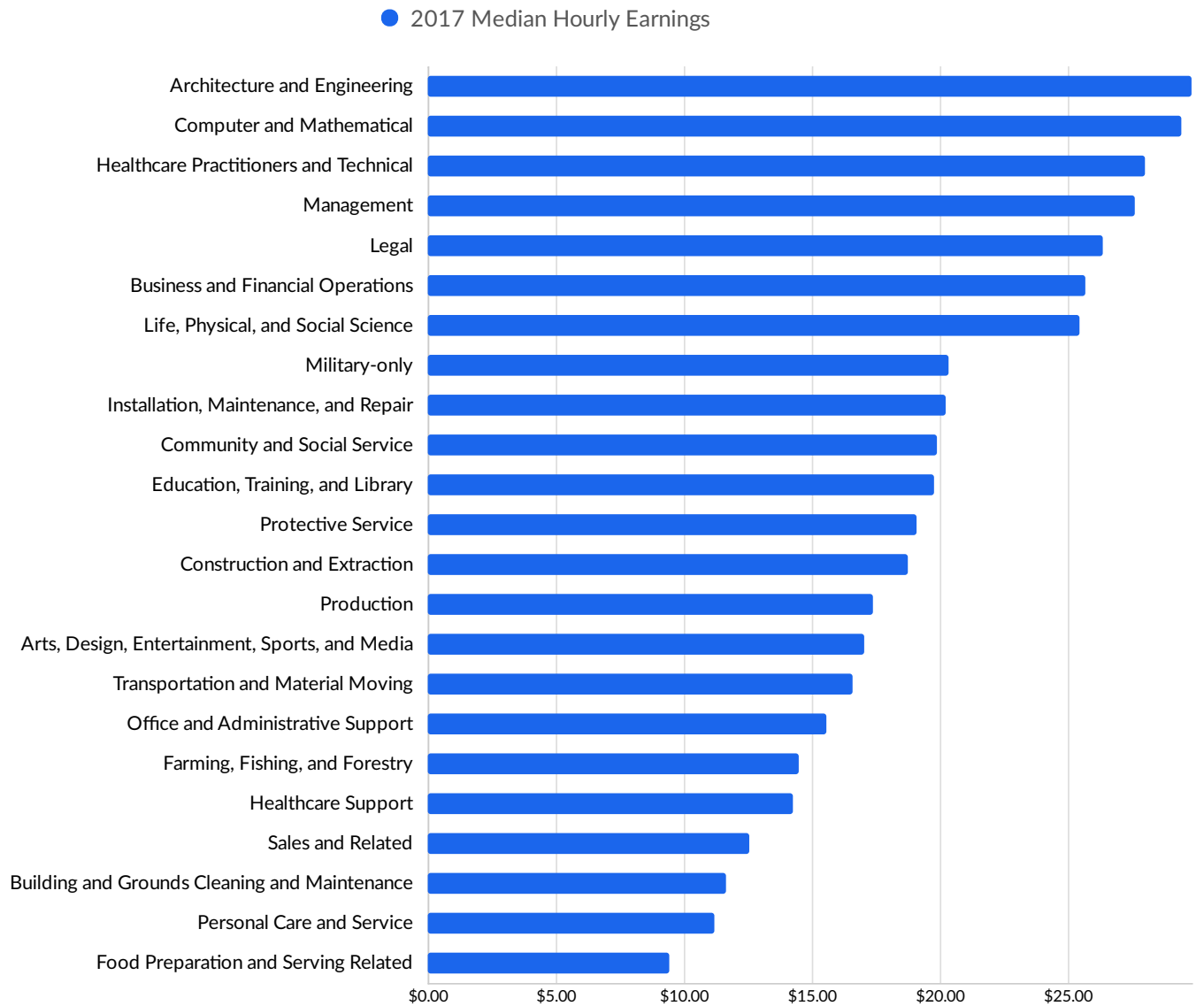
# Workforce Characteristics - Cont.

## Top Occupation LQ



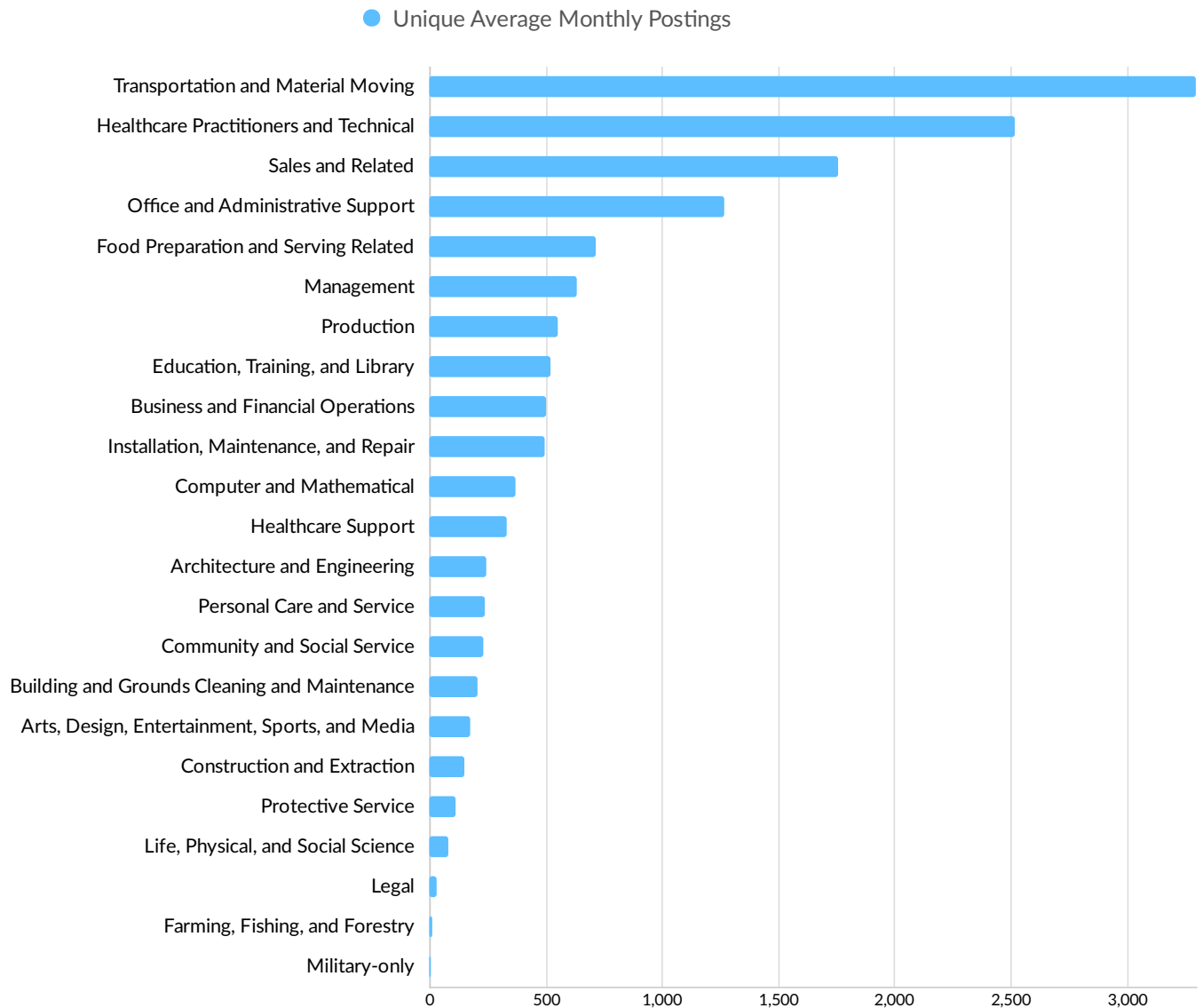
# Workforce Characteristics - Cont.

## Top Occupation Earnings



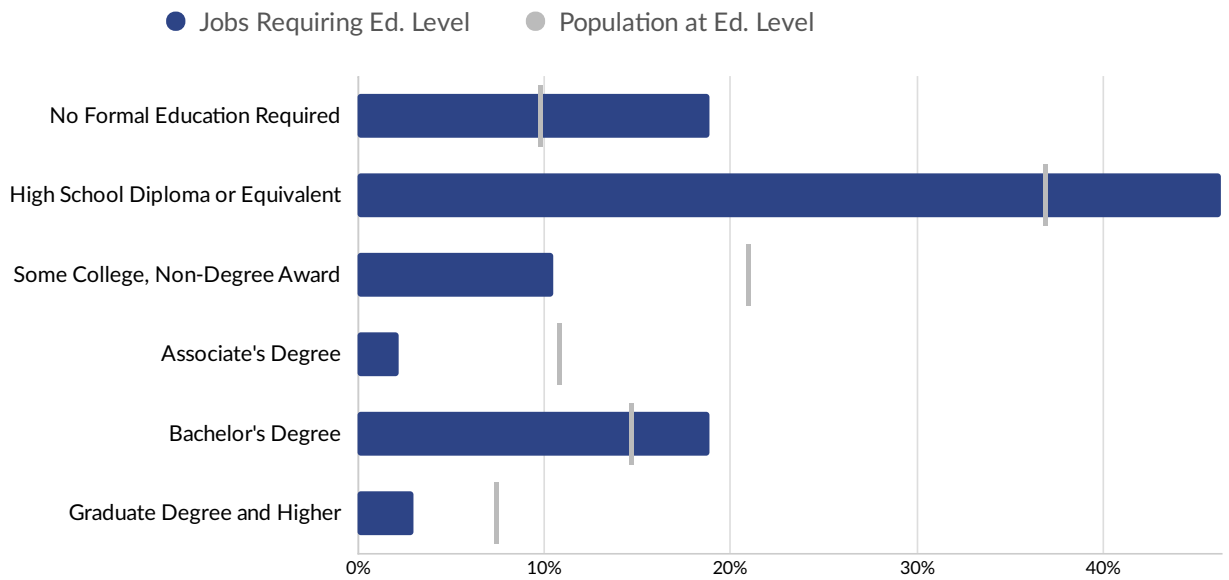
# Workforce Characteristics - Cont.

## Top Posted Occupations



## Workforce Characteristics - Cont.

### Underemployment





## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Office and Administrative Support	32,569	31,731	-838	-3%	0.96	\$15.57	1,269
Production	24,325	26,419	2,094	+9%	1.99	\$17.36	553
Sales and Related	20,526	20,641	115	+1%	0.92	\$12.52	1,761
Transportation and Material Moving	18,111	18,674	563	+3%	1.21	\$16.58	3,297
Food Preparation and Serving Related	17,225	17,903	678	+4%	0.94	\$9.44	719
Management	14,163	13,902	-261	-2%	1.09	\$27.58	632
Healthcare Practitioners and Technical	13,853	12,806	-1,047	-8%	1.02	\$27.97	2,518
Education, Training, and Library	10,949	11,242	293	+3%	0.87	\$19.77	520
Installation, Maintenance, and Repair	9,490	9,975	485	+5%	1.12	\$20.23	498
Business and Financial Operations	8,860	9,696	836	+9%	0.83	\$25.66	504
Construction and Extraction	8,818	9,345	527	+6%	0.90	\$18.73	150
Personal Care and Service	7,304	8,137	833	+11%	0.84	\$11.18	240
Building and Grounds Cleaning and Maintenance	7,157	7,129	-28	0%	0.86	\$11.62	206
Healthcare Support	6,763	6,156	-607	-9%	1.00	\$14.28	334
Farming, Fishing, and Forestry	3,401	3,809	408	+12%	2.25	\$14.45	10
Computer and Mathematical	3,283	3,800	517	+16%	0.58	\$29.38	370
Protective Service	3,722	3,604	-118	-3%	0.71	\$19.08	113
Community and Social Service	3,489	3,509	20	+1%	0.94	\$19.85	233

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	2,780	2,900	120	+4%	0.69	\$17.06	176
Architecture and Engineering	2,360	2,594	234	+10%	0.67	\$29.80	245
Life, Physical, and Social Science	1,181	1,280	99	+8%	0.69	\$25.42	79
Legal	983	948	-35	-4%	0.51	\$26.33	29
Military-only	644	601	-43	-7%	0.43	\$20.32	7

## 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-Wausau	0	

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