



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.

227,345

Total Regional Employment

Jobs **grew by 5,277** over the last 5 years and are projected to **grow by 4,187** over the next 5 years.

\$52.7K

Avg. Earnings Per Job (2018)

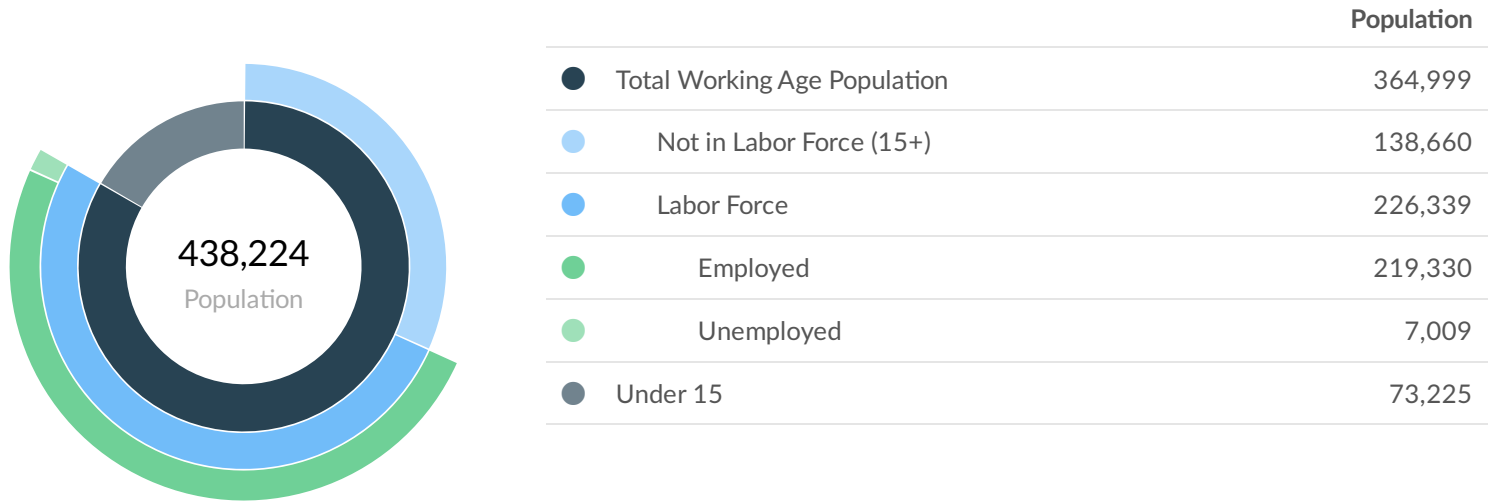
Regional average earnings per job are **\$14.2K below** the national average earnings of \$66.9K per job.

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 2.4%** in NCWRPC from 222,067 to **227,345**. This change **fell short of the national growth rate of 8.5% by 6.1%**. As the number of jobs increased, the **labor force participation rate decreased from 62.9% to 62.0% 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.

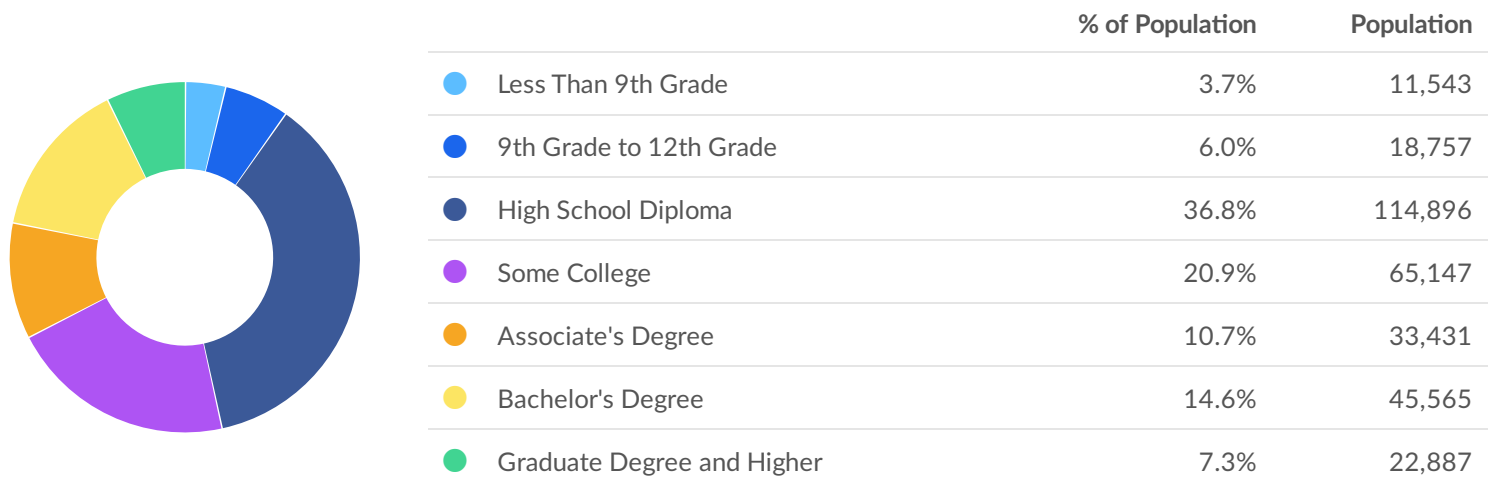
	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	438,224	226,339	227,345	99.3	\$22.23B	\$28.15B	\$27.20B
Wisconsin	5,810,713	3,106,626	3,156,907	100.0	\$329.70B	\$293.29B	\$321.51B

2018 Labor Force Breakdown



Educational Attainment

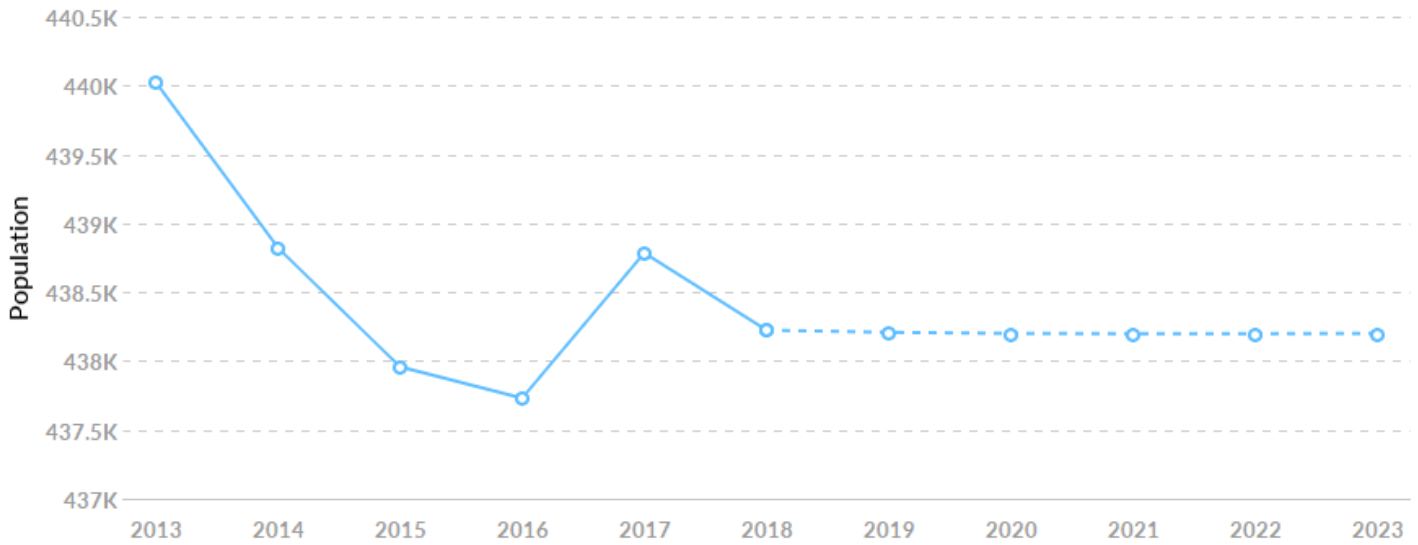
Concerning educational attainment, **14.6% of the selected regions' residents possess a Bachelor's Degree** (4.0% below the national average), and **10.7% hold an Associate's Degree** (2.7% above the national average).



Historic & Projected Trends

Population Trends

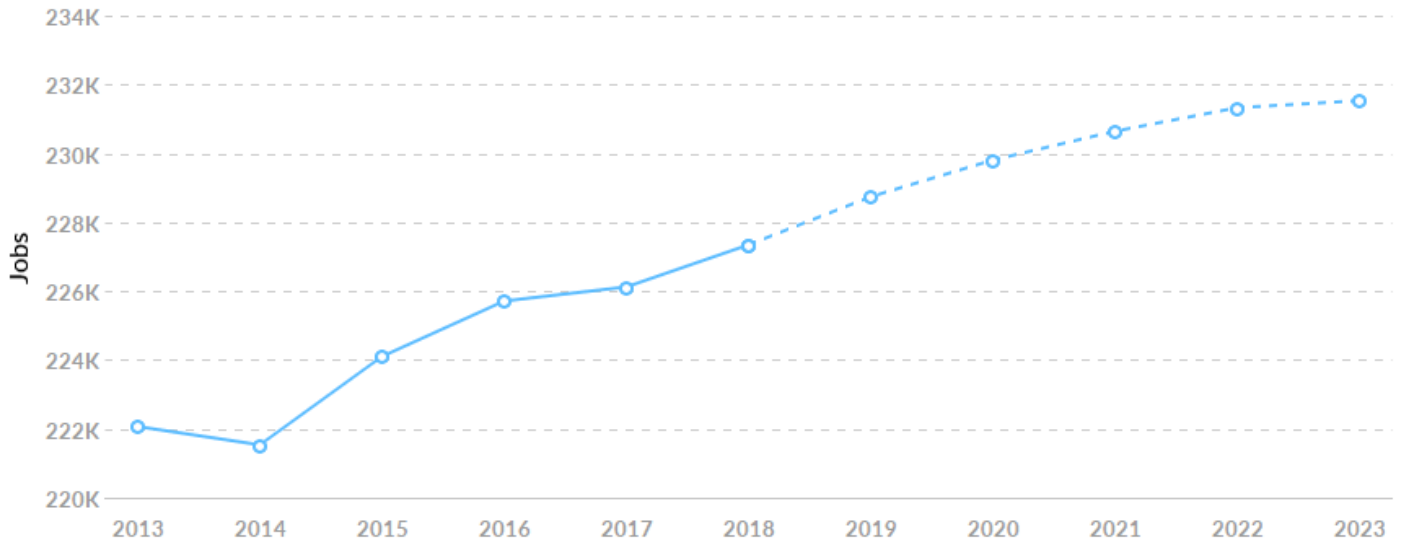
As of 2018 the region's population **declined by 0.4%** since 2013, falling by 1,800. Population is expected to **decrease by 0.0%** between 2018 and 2023, losing 24.



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

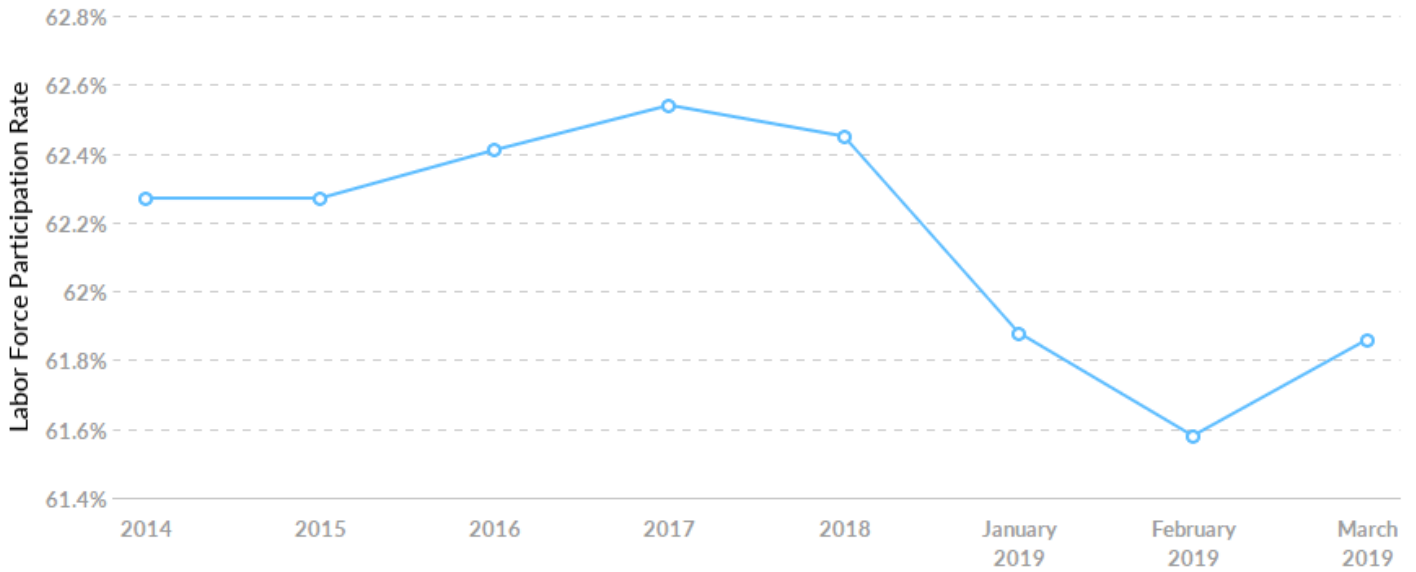
Job Trends

From 2013 to 2018, jobs increased by 2.4% in NCWRPC from 222,067 to 227,345. This change fell short of the national growth rate of 8.5% by 6.1%.



Timeframe	Jobs
2013	222,067
2014	221,535
2015	224,102
2016	225,712
2017	226,121
2018	227,345
2019	228,741
2020	229,807
2021	230,644
2022	231,326
2023	231,532

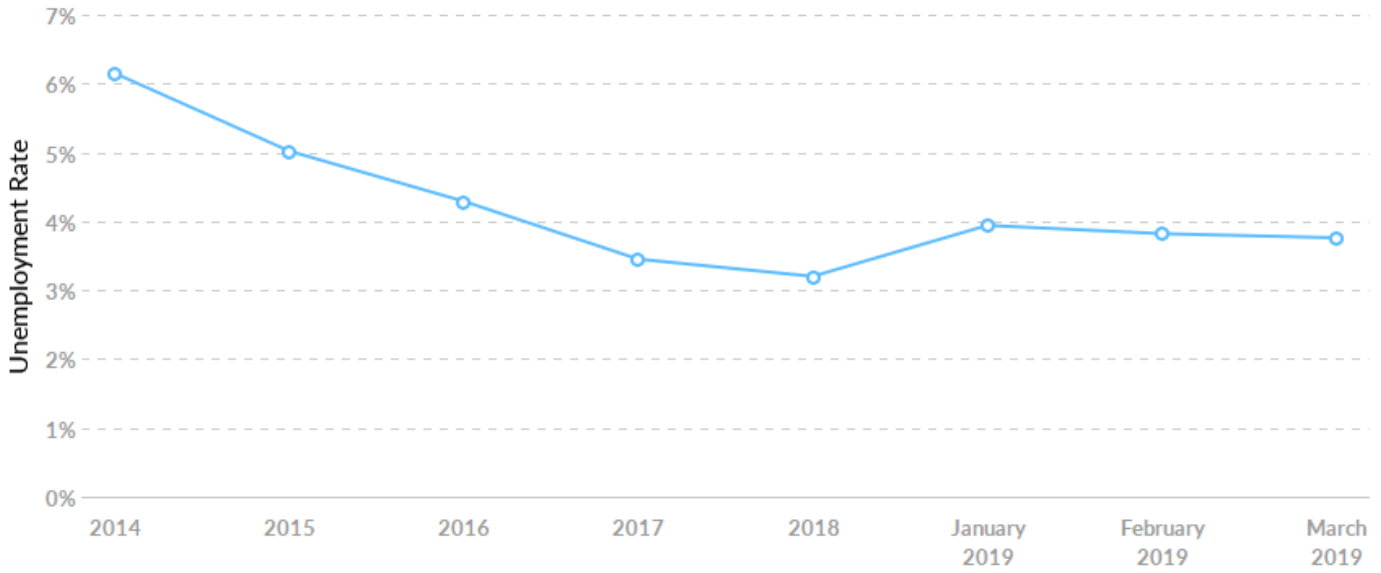
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	62.27%
2015	62.27%
2016	62.41%
2017	62.54%
2018	62.45%
January 2019	61.88%
February 2019	61.58%
March 2019	61.86%

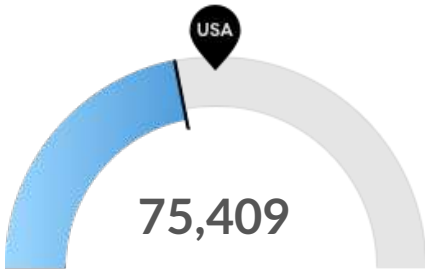
Unemployment Rate Trends

Your areas had a March 2019 unemployment rate of 3.76%, decreasing from 6.15% 5 years before.



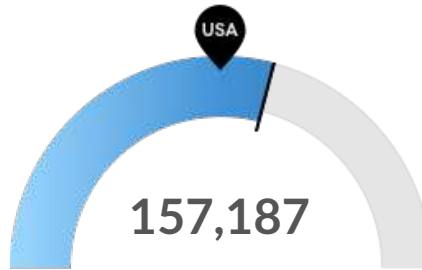
Timeframe	Unemployment Rate
2014	6.15%
2015	5.02%
2016	4.29%
2017	3.45%
2018	3.20%
January 2019	3.94%
February 2019	3.82%
March 2019	3.76%

Population Characteristics



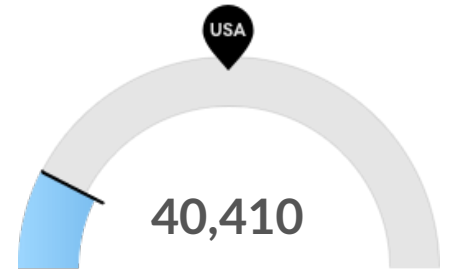
Millennials

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



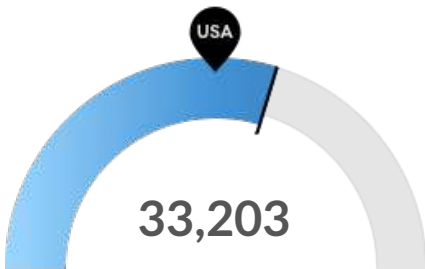
Retiring Soon

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.



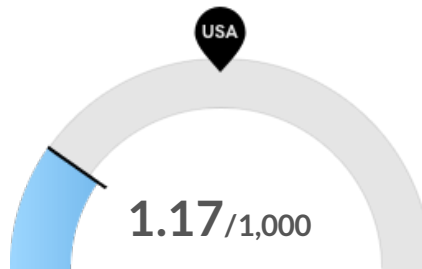
Racial Diversity

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.



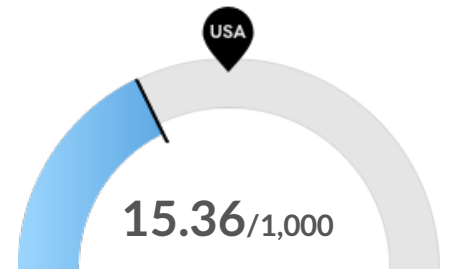
Veterans

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



Violent Crime

Your area has 1.17 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.

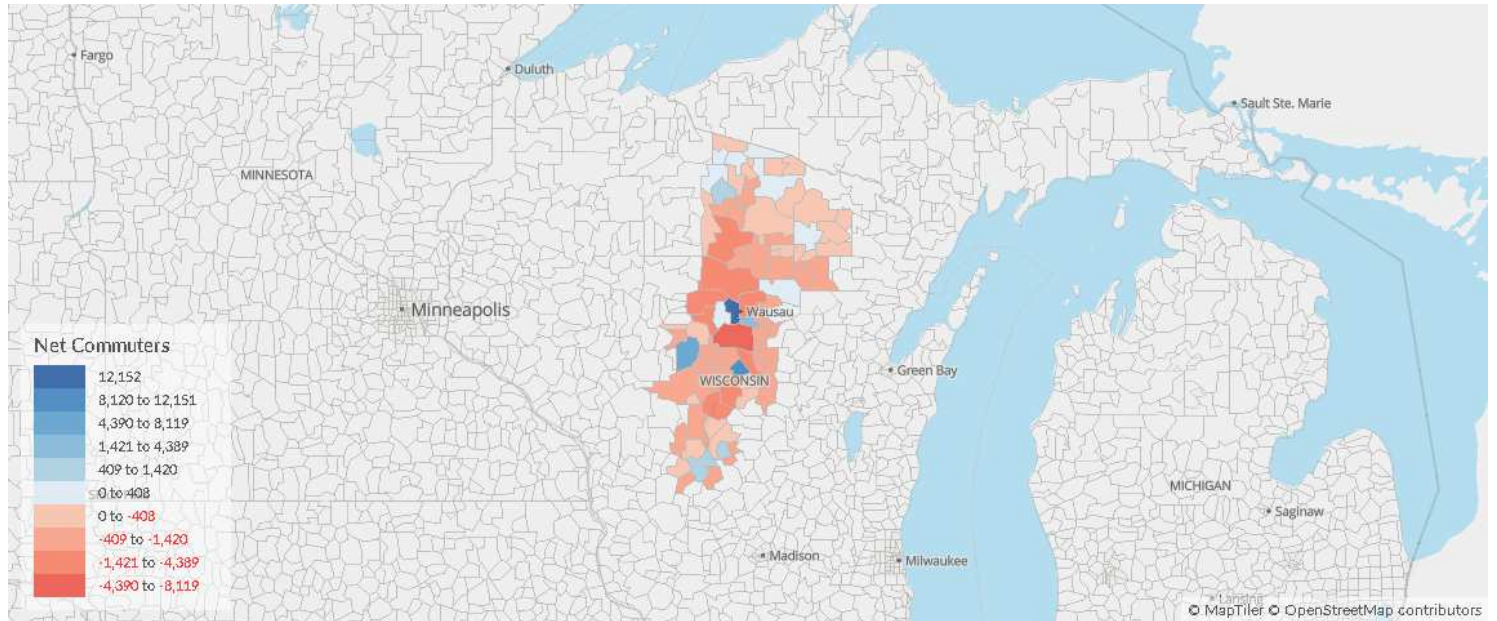


Property Crime

Your area has 15.36 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

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

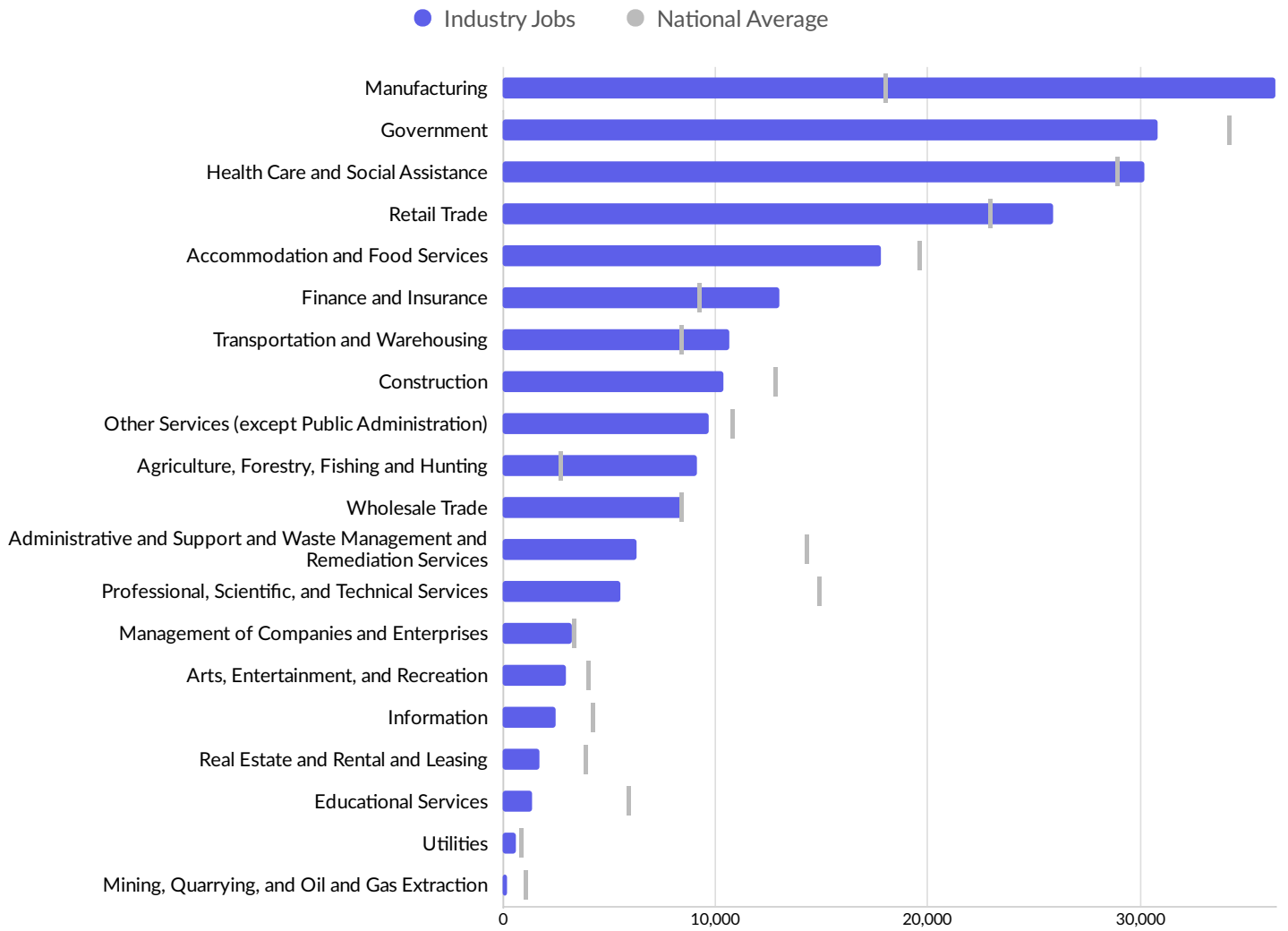
ZIP	Name	2018 Employment
54401	Wausau, WI (in Marath...	29,622
54481	Stevens Point, WI (in Po...	23,071
54449	Marshfield, WI (in Woo...	20,815
54476	Schofield, WI (in Marath...	13,390
54494	Wisconsin Rapids, WI (i...	11,600

Where Talent Lives

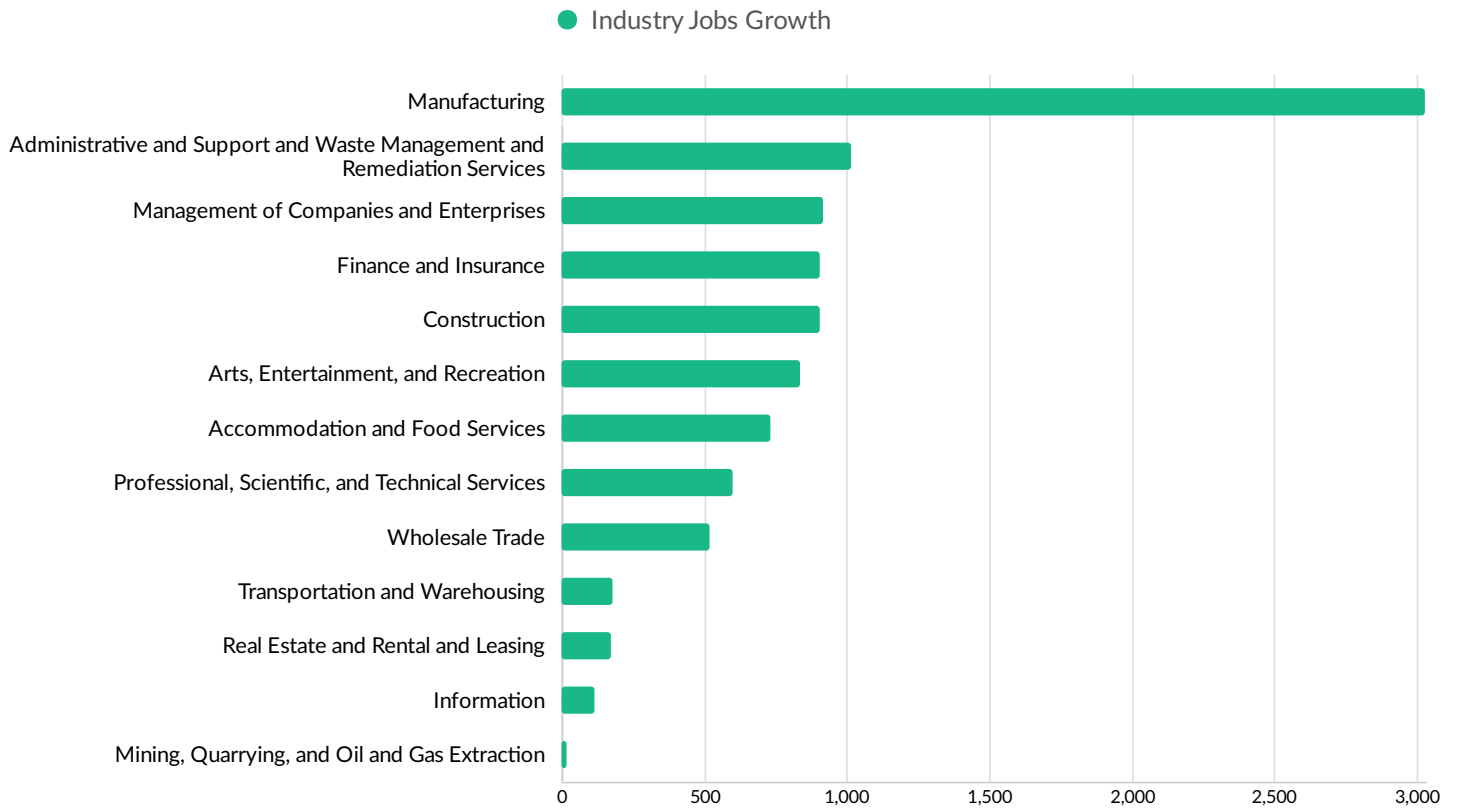
ZIP	Name	2018 Workers
54401	Wausau, WI (in Marath...	17,470
54449	Marshfield, WI (in Woo...	14,989
54481	Stevens Point, WI (in Po...	14,951
54494	Wisconsin Rapids, WI (i...	13,021
54403	Wausau, WI (in Marath...	12,286

Industry Characteristics

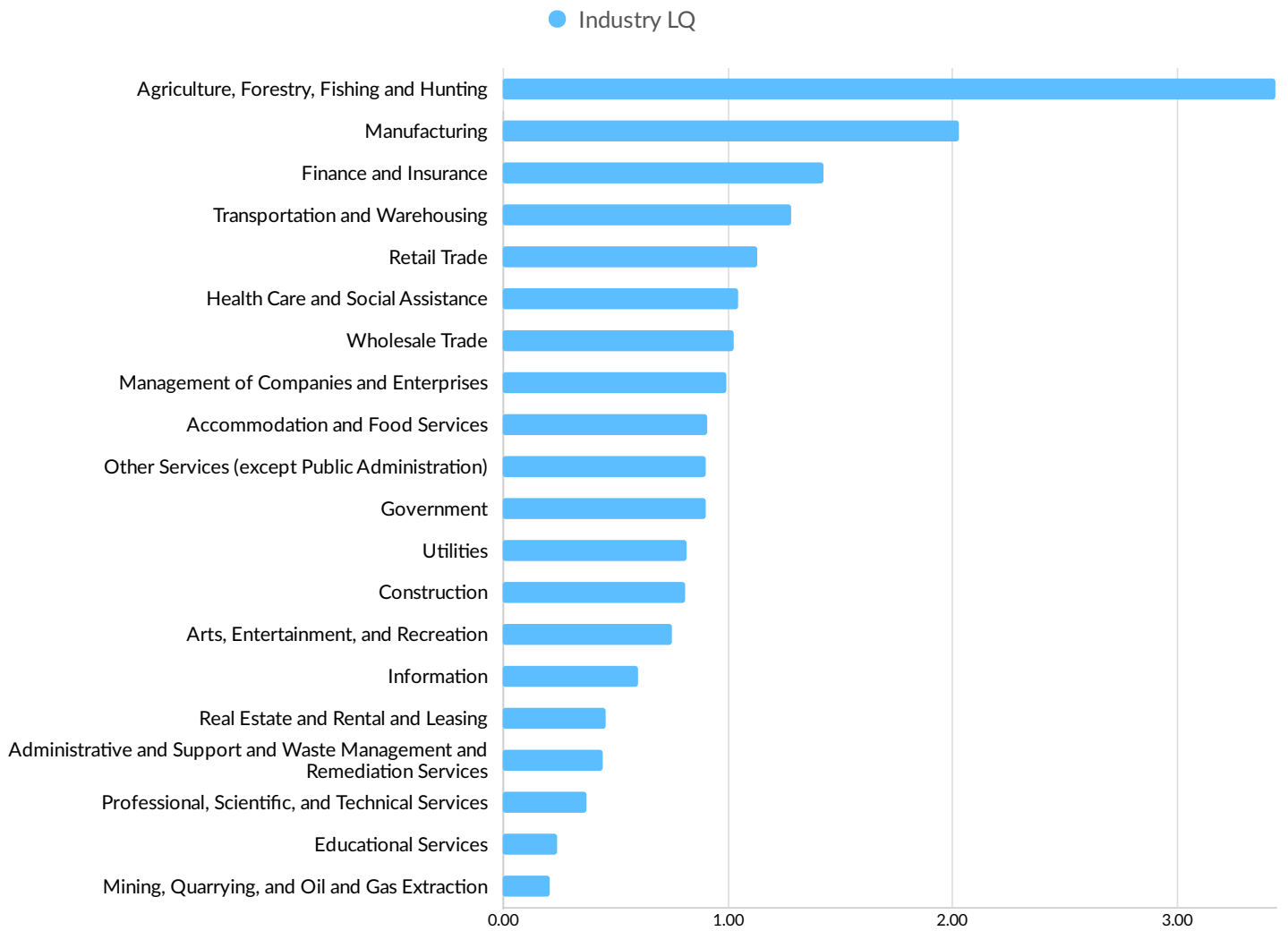
Largest Industries



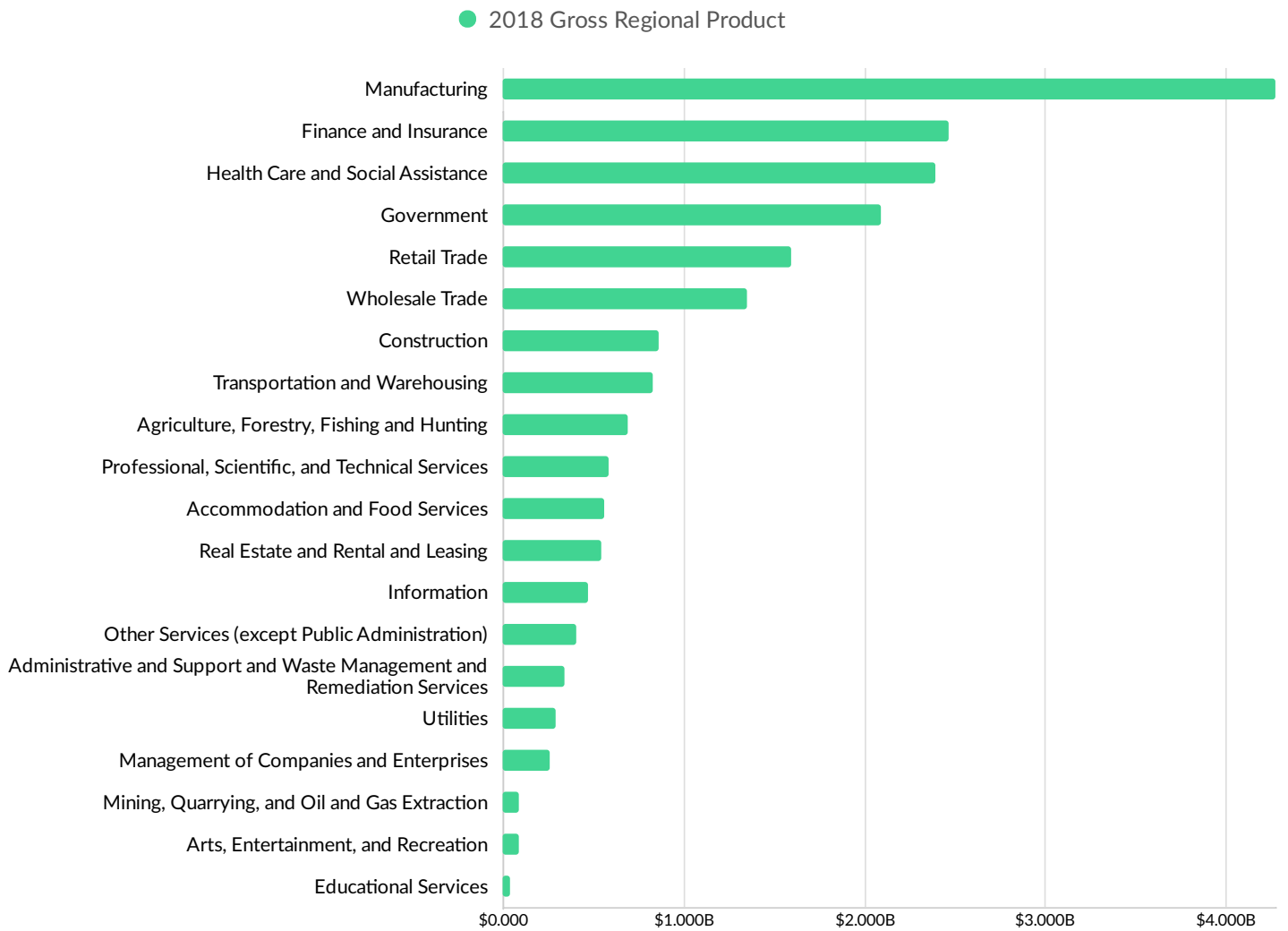
Top Growing Industries



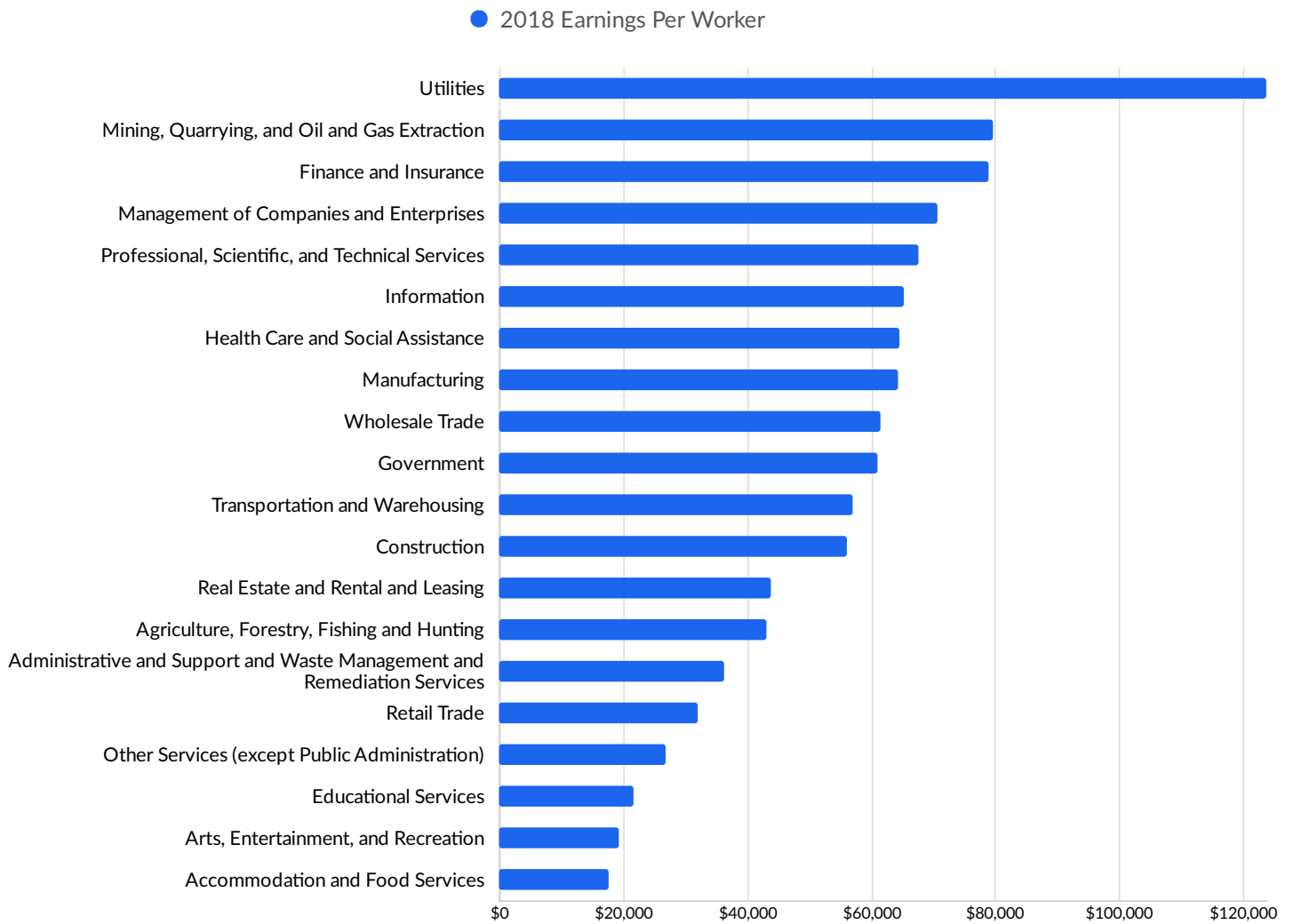
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	33,380	36,408	3,028	+9%	2.03	\$64,346	\$4.27B
Government	31,072	30,894	-178	-1%	0.90	\$61,099	\$2.09B
Health Care and Social Assistance	32,040	30,233	-1,807	-6%	1.05	\$64,534	\$2.40B
Retail Trade	27,260	25,903	-1,357	-5%	1.13	\$32,025	\$1.59B
Accommodation and Food Services	17,058	17,792	734	+4%	0.91	\$17,698	\$559.24M
Finance and Insurance	12,113	13,021	908	+7%	1.43	\$78,893	\$2.47B
Transportation and Warehousing	10,504	10,680	176	+2%	1.29	\$56,987	\$829.35M
Construction	9,491	10,394	903	+10%	0.81	\$55,993	\$863.62M
Other Services (except Public Administration)	10,841	9,734	-1,107	-10%	0.91	\$26,870	\$404.57M
Agriculture, Forestry, Fishing and Hunting	9,284	9,122	-162	-2%	3.44	\$43,158	\$689.24M
Wholesale Trade	8,040	8,561	521	+6%	1.03	\$61,490	\$1.36B
Administrative and Support and Waste Management and Remediation Services	5,313	6,327	1,014	+19%	0.45	\$36,355	\$341.85M
Professional, Scientific, and Technical Services	4,943	5,540	597	+12%	0.37	\$67,743	\$588.25M
Management of Companies and Enterprises	2,346	3,261	915	+39%	1.00	\$70,593	\$256.63M
Arts, Entertainment, and Recreation	2,125	2,963	838	+39%	0.75	\$19,303	\$85.57M
Information	2,384	2,498	114	+5%	0.60	\$65,255	\$471.39M
Real Estate and Rental and Leasing	1,589	1,764	175	+11%	0.46	\$43,877	\$548.20M
Educational Services	1,433	1,412	-21	-1%	0.24	\$21,690	\$38.05M
Utilities	671	637	-34	-5%	0.82	\$123,740	\$296.09M
Mining, Quarrying, and Oil and Gas Extraction	181	200	19	+10%	0.21	\$79,603	\$92.87M

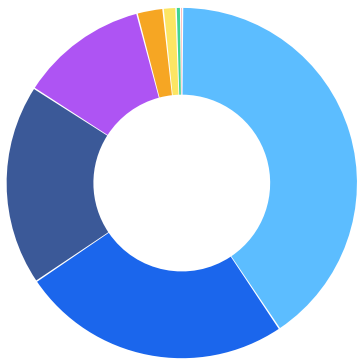
Business Characteristics

28,641 Companies Employ Your Workers

Online profiles for your workers mention 28,641 companies as employers, with the top 10 appearing below. In the last 12 months, 5,582 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,303 	Marshfield Clinic	3,039 
Aspirus Wausau Hospital, Inc.	1,936 	Roehl Transport, Inc.	2,572 
Sentry Insurance	1,224 	Aspirus Wausau Hospital, Inc.	1,907 
Ministry Health Care, Inc.	1,125 	Ascension Health	1,613 
University of Wisconsin Stevens...	1,054 	Platinum Supplemental Insuranc...	1,568 
Greenheck Fan Corporation	721 	Remedy Intelligent Staffing	1,342 
Foot Locker, Inc.	670 	U. S. Xpress, Inc.	1,282 
Wal-Mart Stores, Inc.	611 	Telereach Inc	1,122 
Liberty Mutual Insurance Comp...	594 	Comphealth Associates, Inc	1,055 
Wausau School District	577 	Teach For America, Inc.	1,036 

Business Size

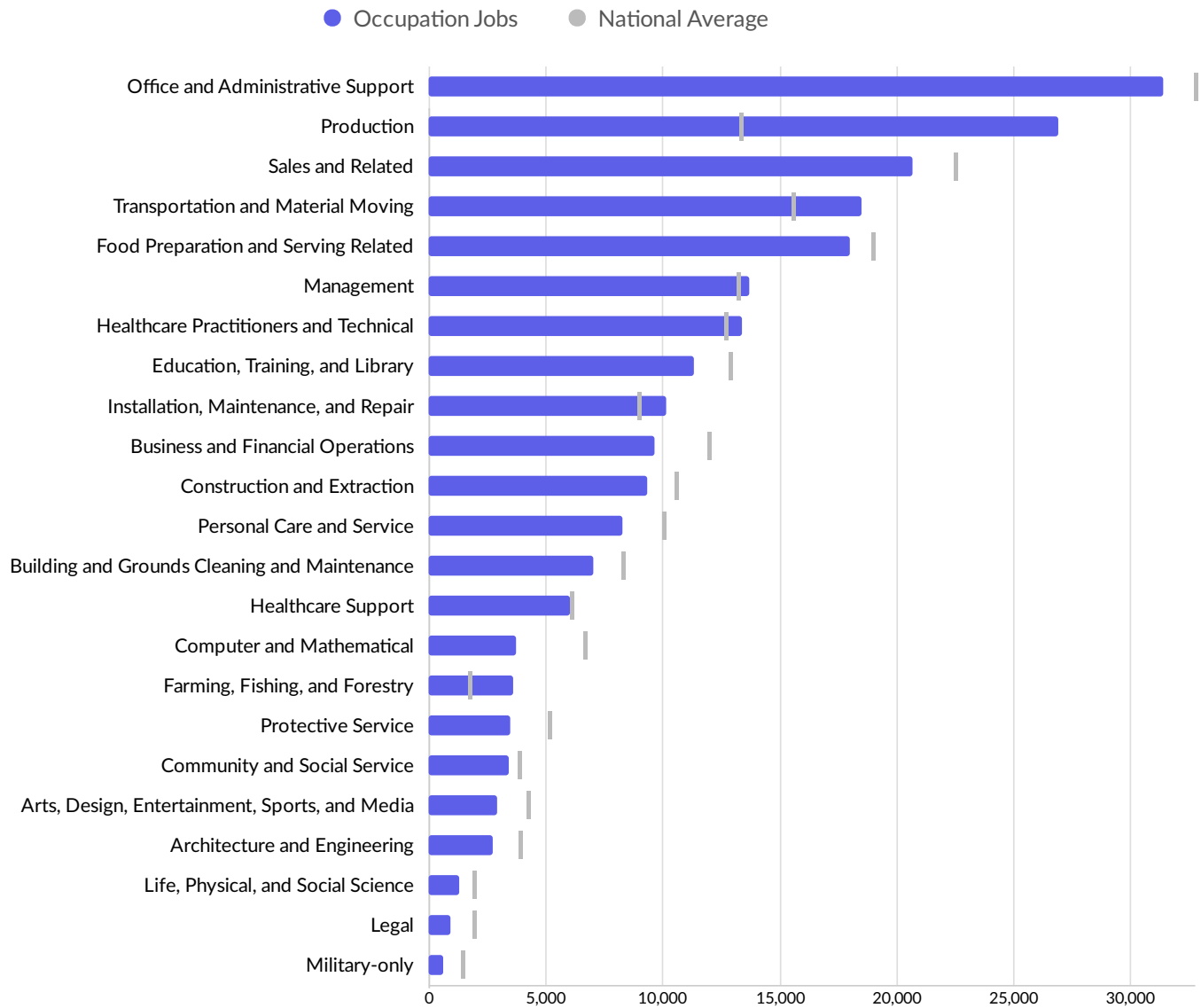


	Percentage	Business Count
1 to 4 employees	40.5%	8,069
5 to 9 employees	24.9%	4,968
10 to 19 employees	18.5%	3,692
20 to 49 employees	11.8%	2,350
50 to 99 employees	2.4%	479
100 to 249 employees	1.2%	236
250 to 499 employees	0.4%	84
500+ employees	0.2%	34

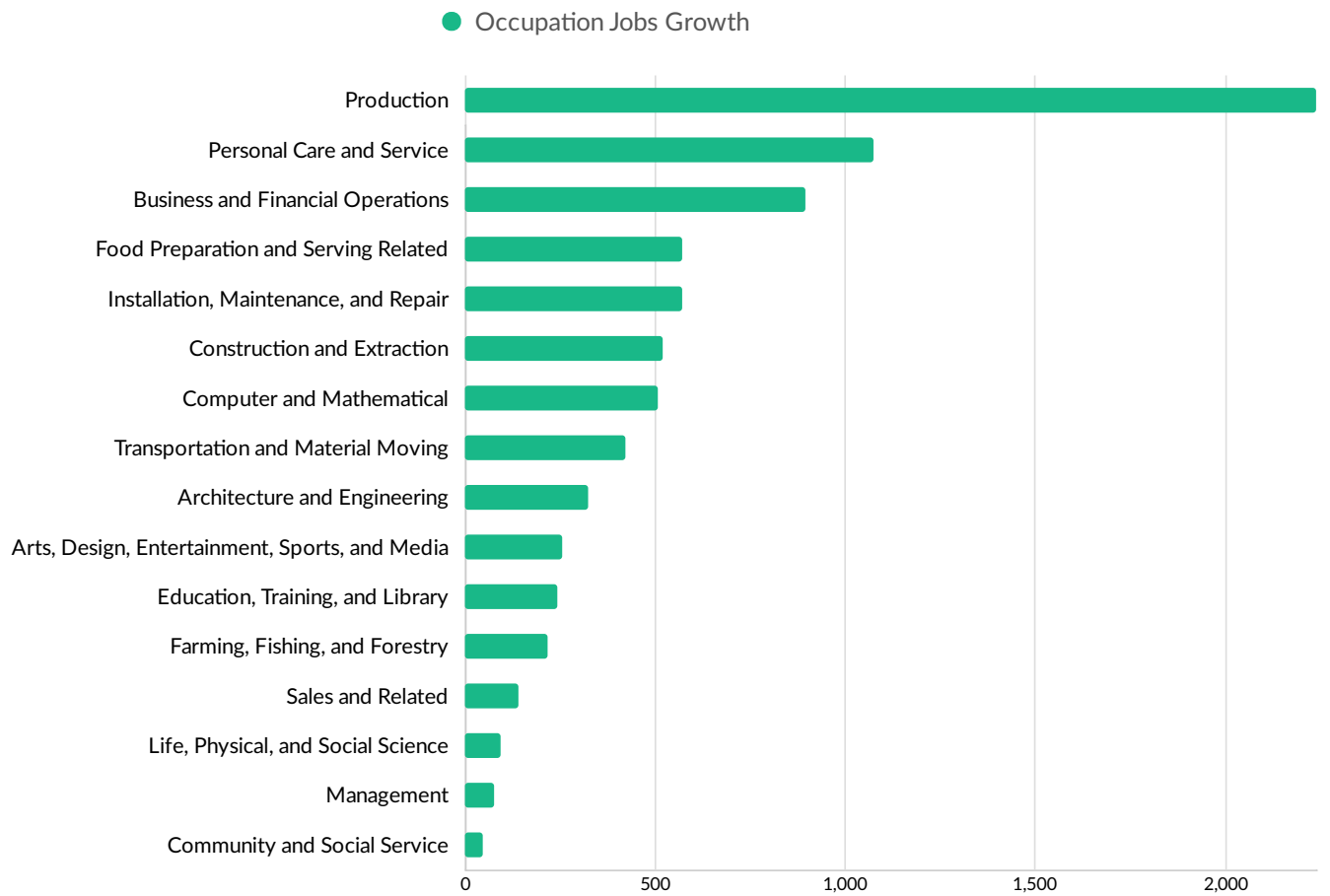
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

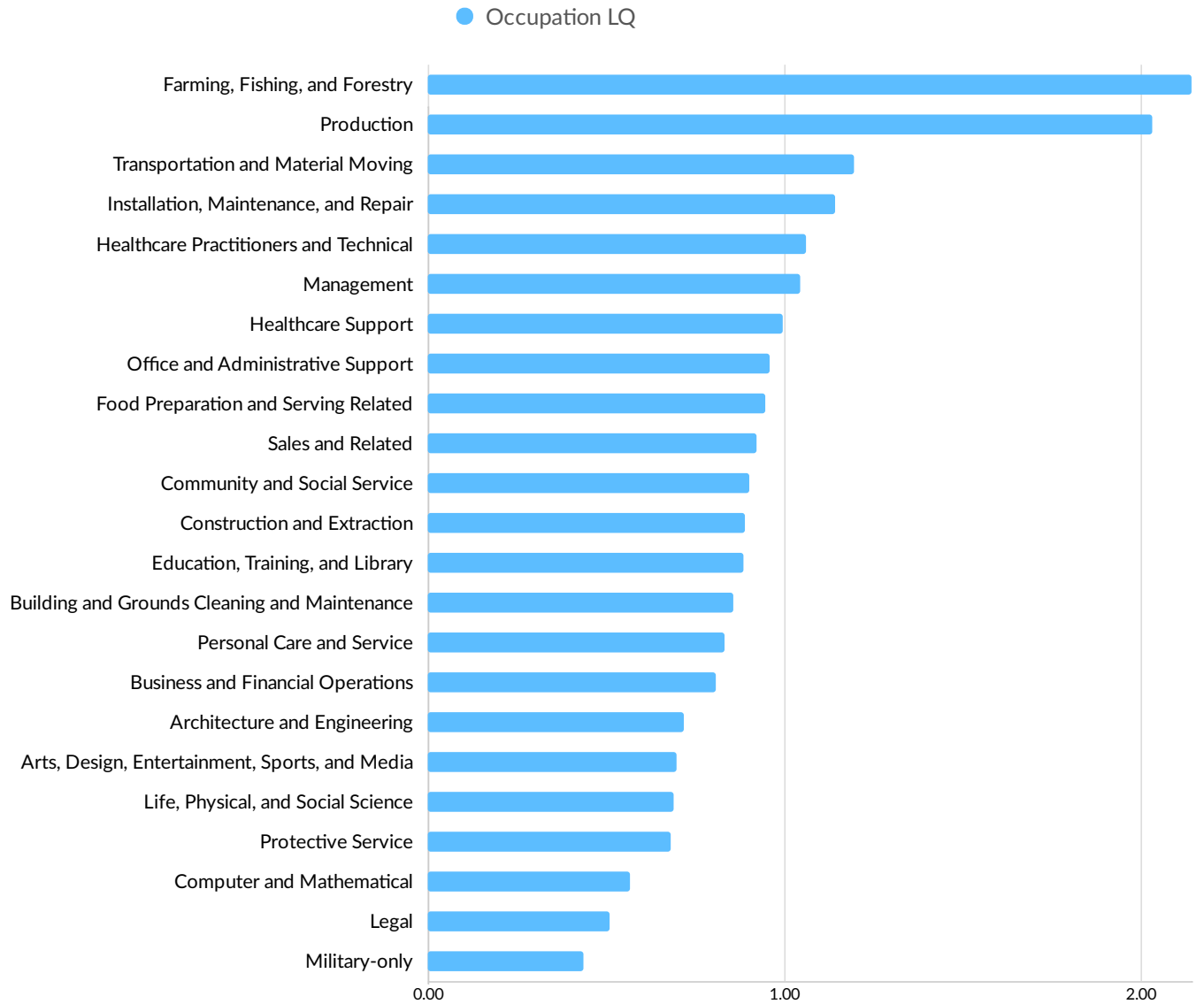
Largest Occupations



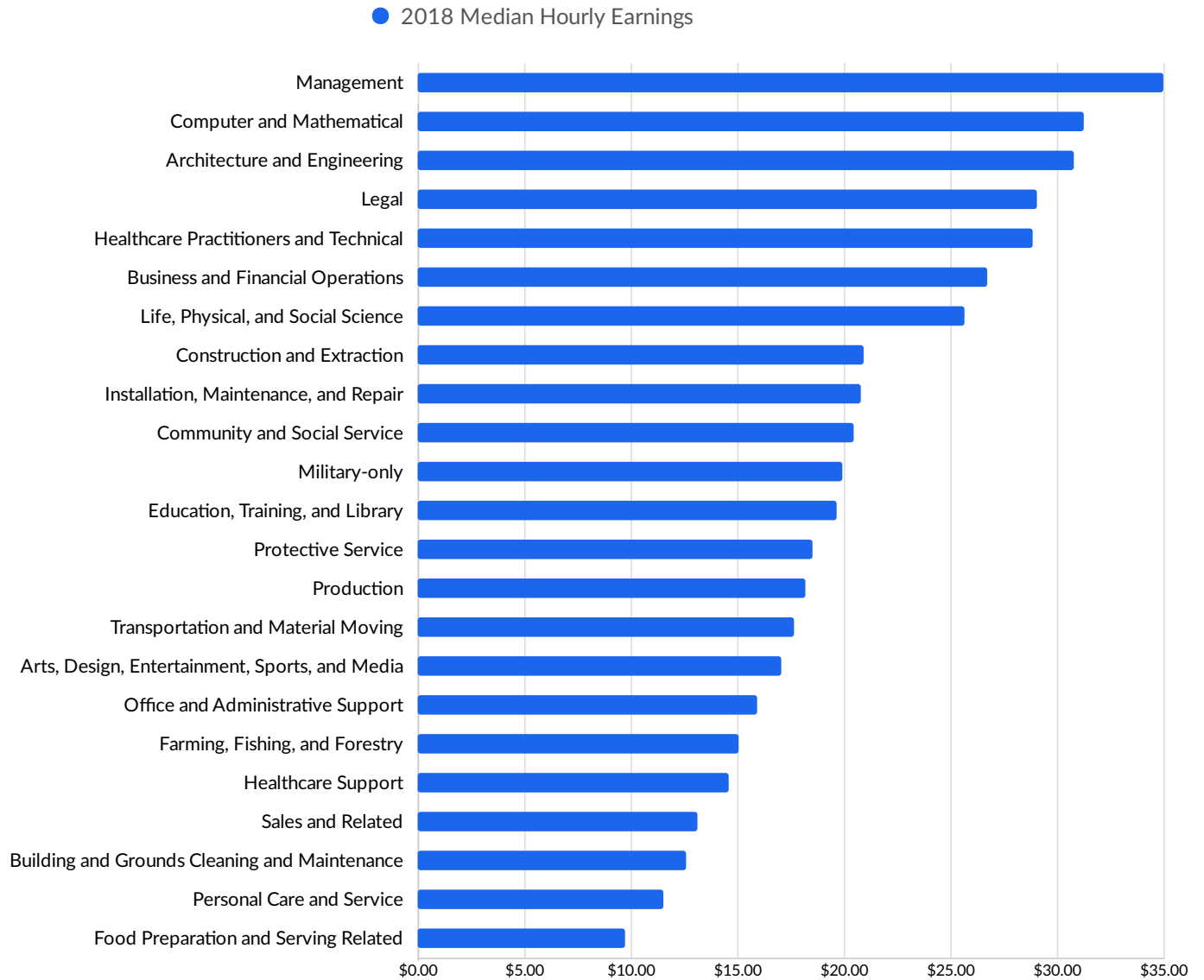
Top Growing Occupations



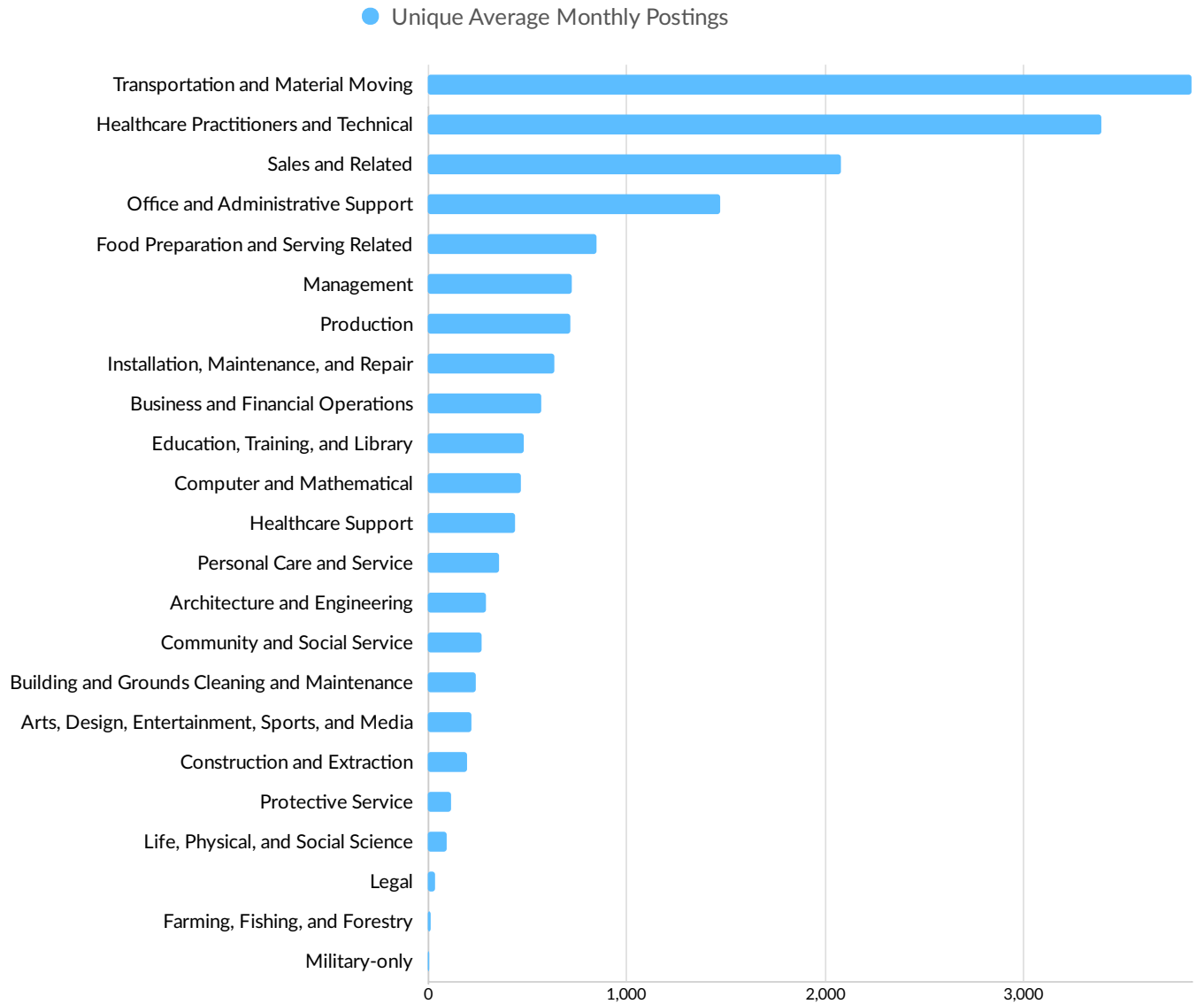
Top Occupation LQ



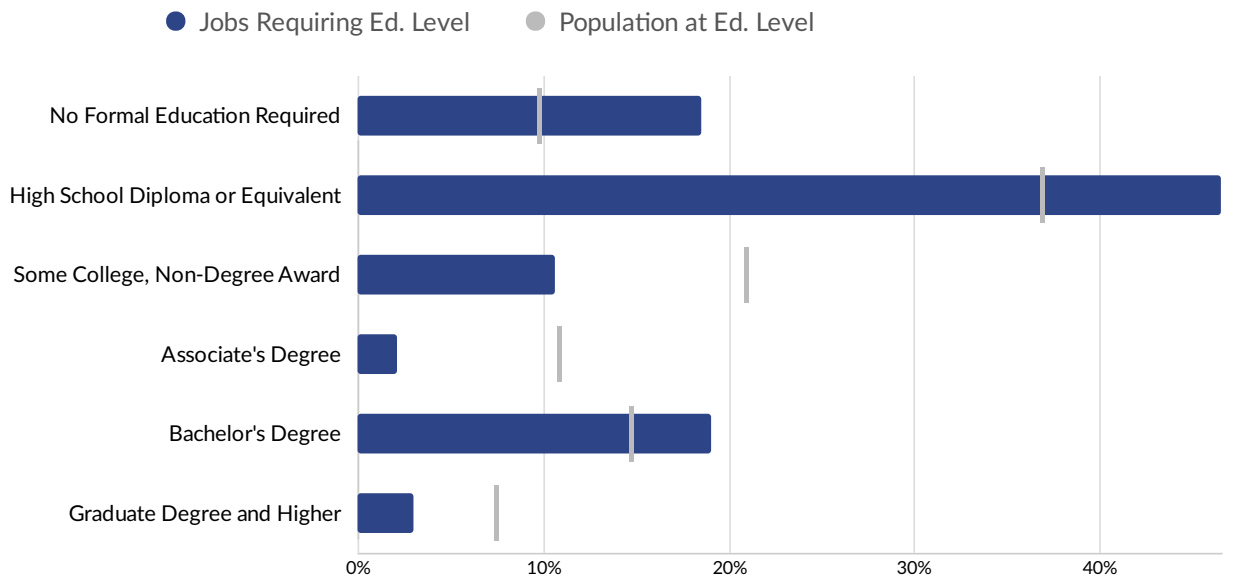
Top Occupation Earnings



Top Posted Occupations



Underemployment

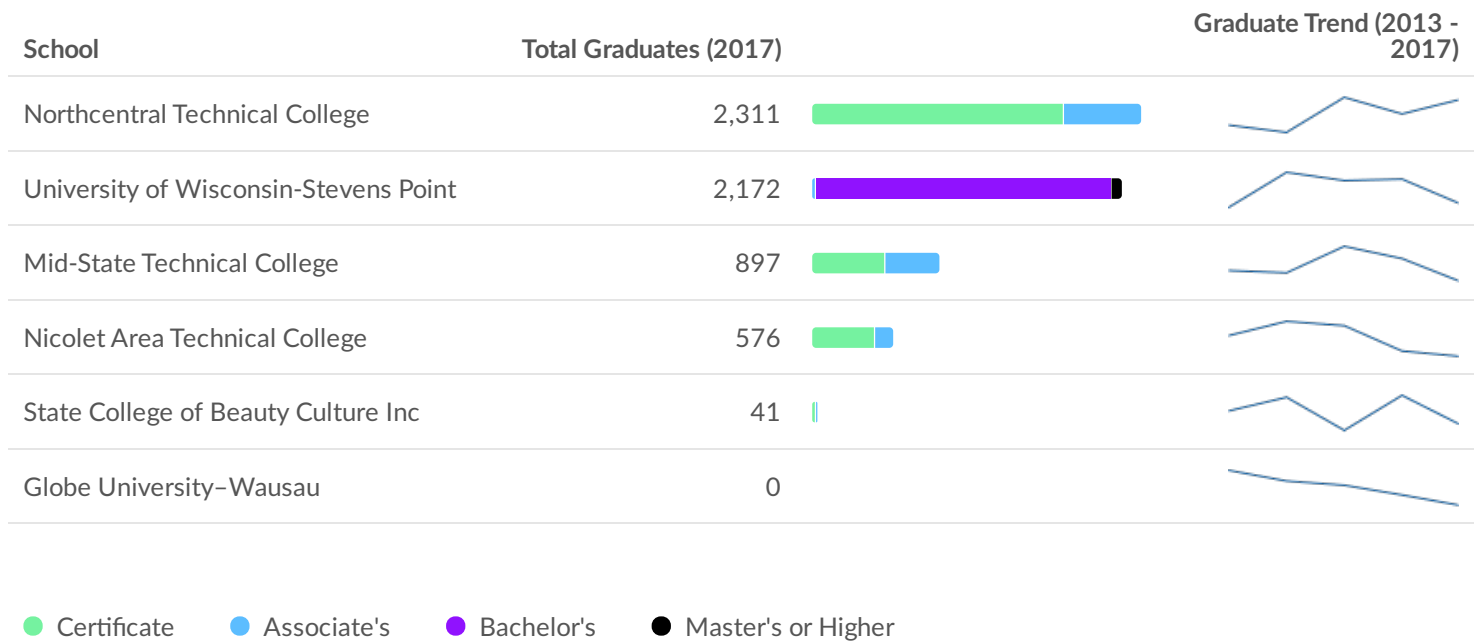


Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Office and Administrative Support	32,353	31,427	-926	-3%	0.96	\$15.96	1,475
Production	24,706	26,947	2,241	+9%	2.03	\$18.22	716
Sales and Related	20,564	20,703	139	+1%	0.92	\$13.15	2,080
Transportation and Material Moving	18,067	18,488	421	+2%	1.19	\$17.70	3,849
Food Preparation and Serving Related	17,404	17,977	573	+3%	0.95	\$9.74	849
Management	13,653	13,731	78	+1%	1.05	\$35.01	725
Healthcare Practitioners and Technical	14,354	13,422	-932	-6%	1.06	\$28.90	3,395
Education, Training, and Library	11,081	11,326	245	+2%	0.88	\$19.70	481
Installation, Maintenance, and Repair	9,571	10,144	573	+6%	1.14	\$20.81	636
Business and Financial Operations	8,749	9,647	898	+10%	0.81	\$26.74	571
Construction and Extraction	8,852	9,374	522	+6%	0.89	\$20.91	197
Personal Care and Service	7,232	8,309	1,077	+15%	0.83	\$11.51	357
Building and Grounds Cleaning and Maintenance	7,191	7,041	-150	-2%	0.86	\$12.58	242
Healthcare Support	6,817	6,040	-777	-11%	1.00	\$14.63	443
Computer and Mathematical	3,238	3,748	510	+16%	0.57	\$31.26	468
Farming, Fishing, and Forestry	3,394	3,612	218	+6%	2.14	\$15.09	18
Protective Service	3,553	3,459	-94	-3%	0.68	\$18.54	118
Community and Social Service	3,377	3,424	47	+1%	0.90	\$20.50	270

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	2,654	2,910	256	+10%	0.70	\$17.08	219
Architecture and Engineering	2,441	2,766	325	+13%	0.72	\$30.81	294
Life, Physical, and Social Science	1,193	1,285	92	+8%	0.69	\$25.68	94
Legal	971	964	-7	-1%	0.51	\$29.10	36
Military-only	652	600	-52	-8%	0.44	\$19.95	9

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".



In-Demand Skills

