



NCWRPC

North Central Wisconsin Regional Planning Commission



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Wausau, Wisconsin 54403

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Report Parameters

10 Counties

55001	Adams County, WI	55073	Marathon County, WI
55041	Forest County, WI	55085	Oneida County, WI
55057	Juneau County, WI	55097	Portage County, WI
55067	Langlade County, WI	55125	Vilas County, WI
55069	Lincoln County, WI	55141	Wood County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

439,469

Population (2019)

Population **grew by 576** over the last 5 years and is projected to **grow by 1,200** over the next 5 years.

227,543

Total Regional Employment

Jobs **grew by 5,897** over the last 5 years and are projected to **grow by 4,744** over the next 5 years.

\$53.0K

Avg. Earnings Per Job (2019)

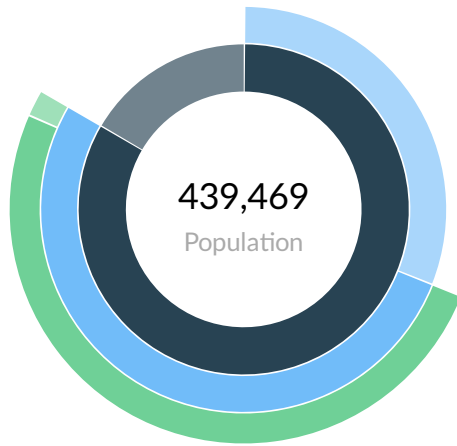
Regional average earnings per job are **\$14.3K below** the national average earnings of \$67.3K per job.

Takeaways

- As of 2019 the region's population **increased by 0.1%** since 2014, growing by 576. Population is expected to **increase by 0.3%** between 2019 and 2024, adding 1,200.
- From 2014 to 2019, jobs **increased by 2.7%** in NCWRPC from 221,647 to **227,543**. This change **fell short of the national growth rate of 6.9% by 4.2%**. As the number of jobs increased, the **labor force participation rate increased from 62.6% to 62.8% between 2014 and 2019**.
- Concerning educational attainment, **14.8% of the selected regions' residents possess a Bachelor's Degree** (4.0% below the national average), and **11.0% hold an Associate's Degree** (3.0% above the national average).
- The top three industries in 2019 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	439,469	230,228	227,543	99.3	\$22.12B	\$27.98B	\$27.03B
Wisconsin	5,829,343	3,169,992	3,161,196	100.0	\$327.99B	\$292.45B	\$319.01B

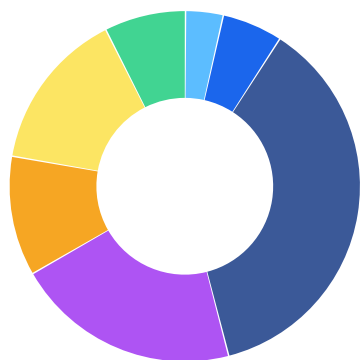
2019 Labor Force Breakdown



	Population
● Total Working Age Population	366,315
● Not in Labor Force (15+)	136,087
● Labor Force	230,228
● Employed	222,110
● Unemployed	8,118
● Under 15	73,154

Educational Attainment

Concerning educational attainment, **14.8% of the selected regions' residents possess a Bachelor's Degree** (4.0% below the national average), and **11.0% hold an Associate's Degree** (3.0% above the national average).

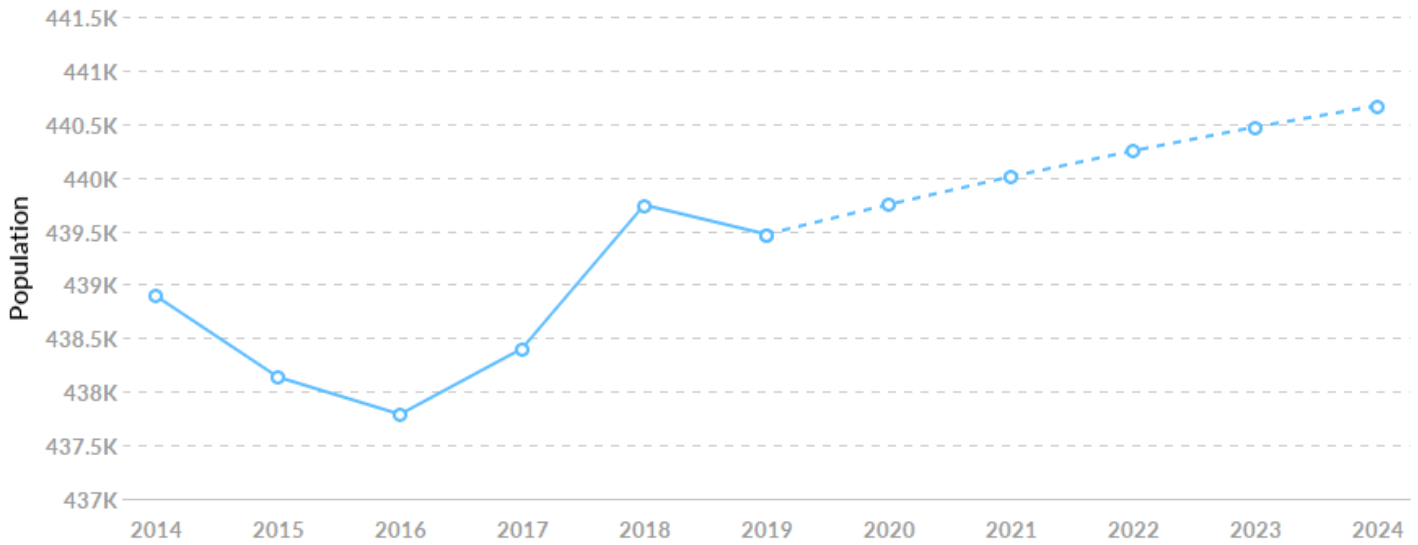


	% of Population	Population
● Less Than 9th Grade	3.5%	10,894
● 9th Grade to 12th Grade	5.6%	17,538
● High School Diploma	36.8%	115,816
● Some College	20.7%	65,187
● Associate's Degree	11.0%	34,726
● Bachelor's Degree	14.8%	46,562
● Graduate Degree and Higher	7.5%	23,595

Historic & Projected Trends

Population Trends

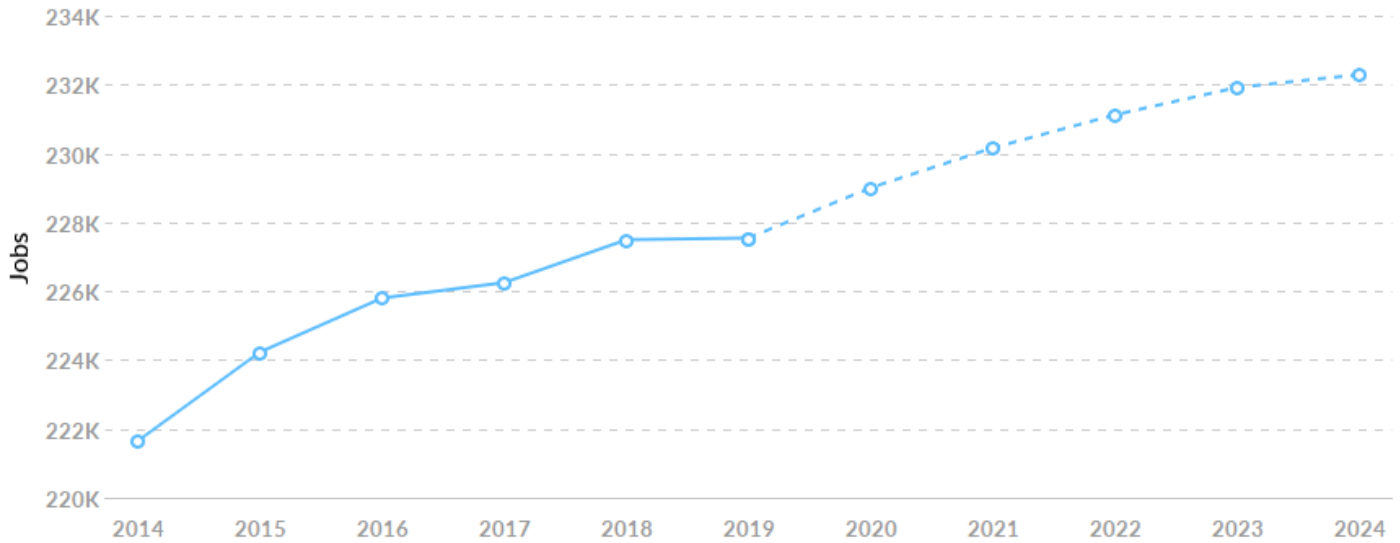
As of 2019 the region's population increased by 0.1% since 2014, growing by 576. Population is expected to increase by 0.3% between 2019 and 2024, adding 1,200.



Timeframe	Population
2014	438,894
2015	438,136
2016	437,788
2017	438,402
2018	439,742
2019	439,469
2020	439,747
2021	440,007
2022	440,248
2023	440,470
2024	440,669

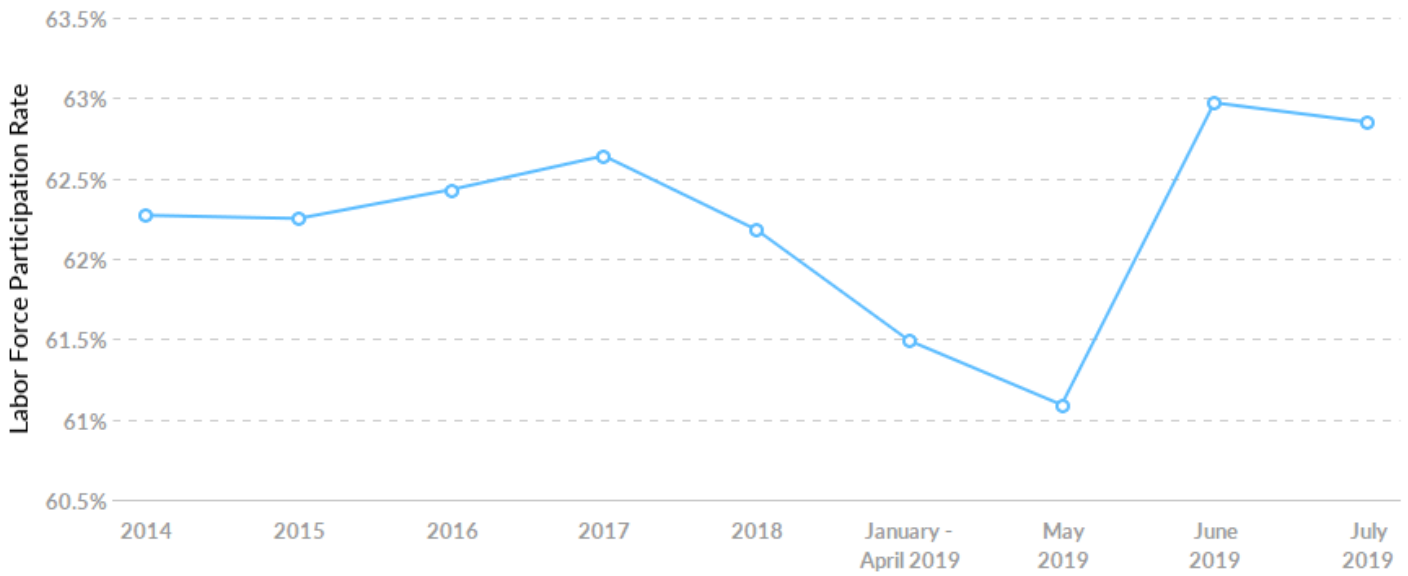
Job Trends

From 2014 to 2019, jobs increased by 2.7% in NCWRPC from 221,647 to 227,543. This change fell short of the national growth rate of 6.9% by 4.2%.



Timeframe	Jobs
2014	221,647
2015	224,228
2016	225,798
2017	226,247
2018	227,492
2019	227,543
2020	229,003
2021	230,160
2022	231,121
2023	231,916
2024	232,288

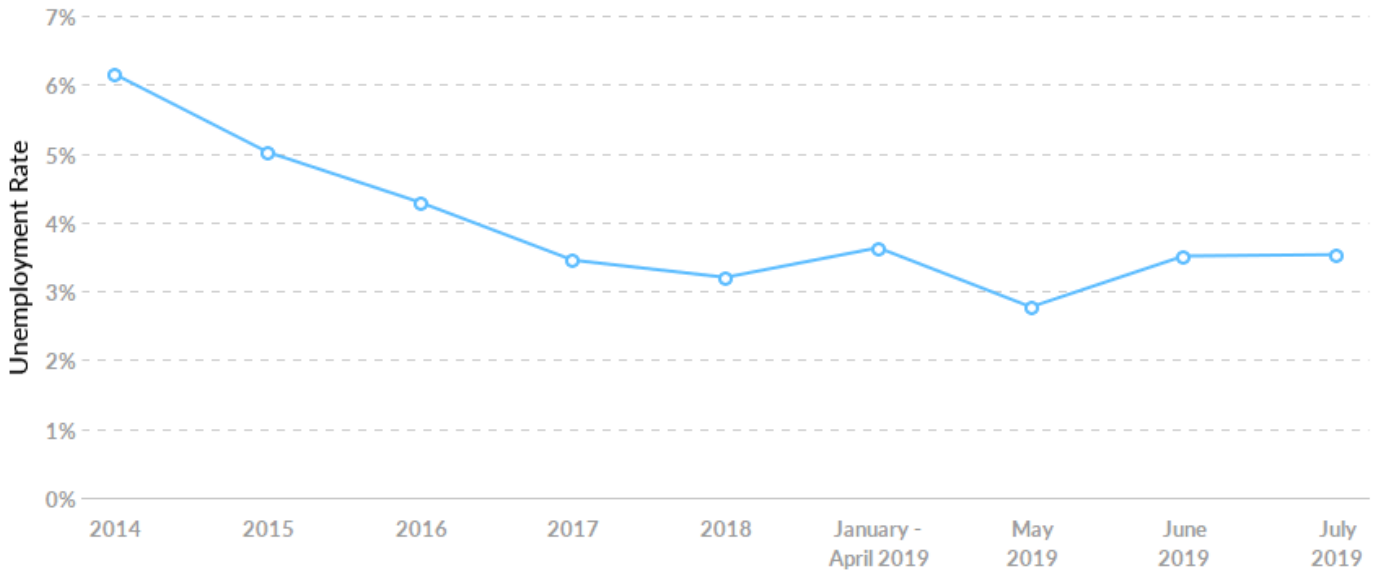
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	62.27%
2015	62.25%
2016	62.43%
2017	62.64%
2018	62.18%
January - April 2019	61.49%
May 2019	61.09%
June 2019	62.97%
July 2019	62.85%

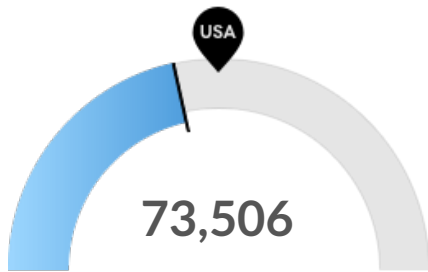
Unemployment Rate Trends

Your areas had a July 2019 unemployment rate of 3.53%, decreasing from 6.15% 5 years before.



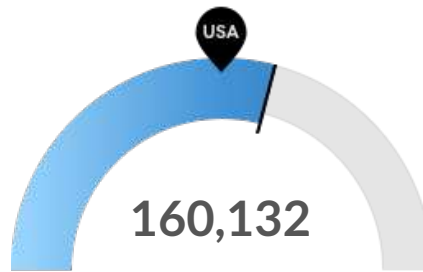
Timeframe	Unemployment Rate
2014	6.15%
2015	5.02%
2016	4.29%
2017	3.45%
2018	3.20%
January - April 2019	3.63%
May 2019	2.77%
June 2019	3.51%
July 2019	3.53%

Population Characteristics



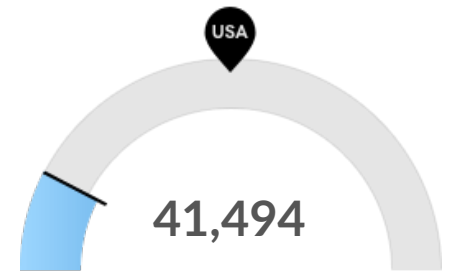
Millennials

Your area has 73,506 millennials (ages 25-39). The national average for an area this size is 90,405.



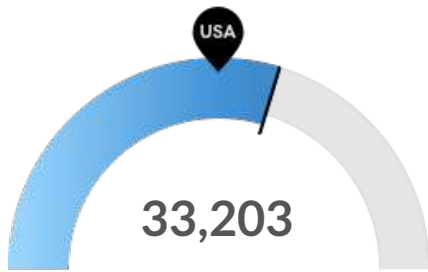
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 127,290 people 55 or older, while there are 160,132 here.



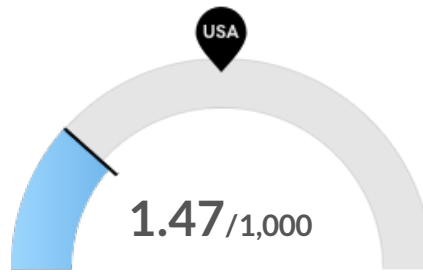
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 174,222 racially diverse people, while there are 41,494 here.



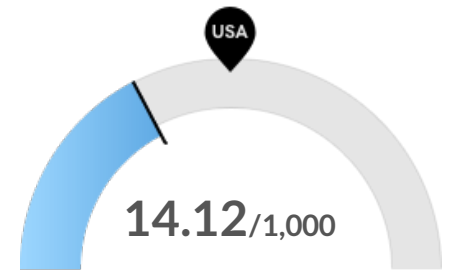
Veterans

Your area has 33,203 veterans. The national average for an area this size is 25,536.



Violent Crime

Your area has 1.47 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

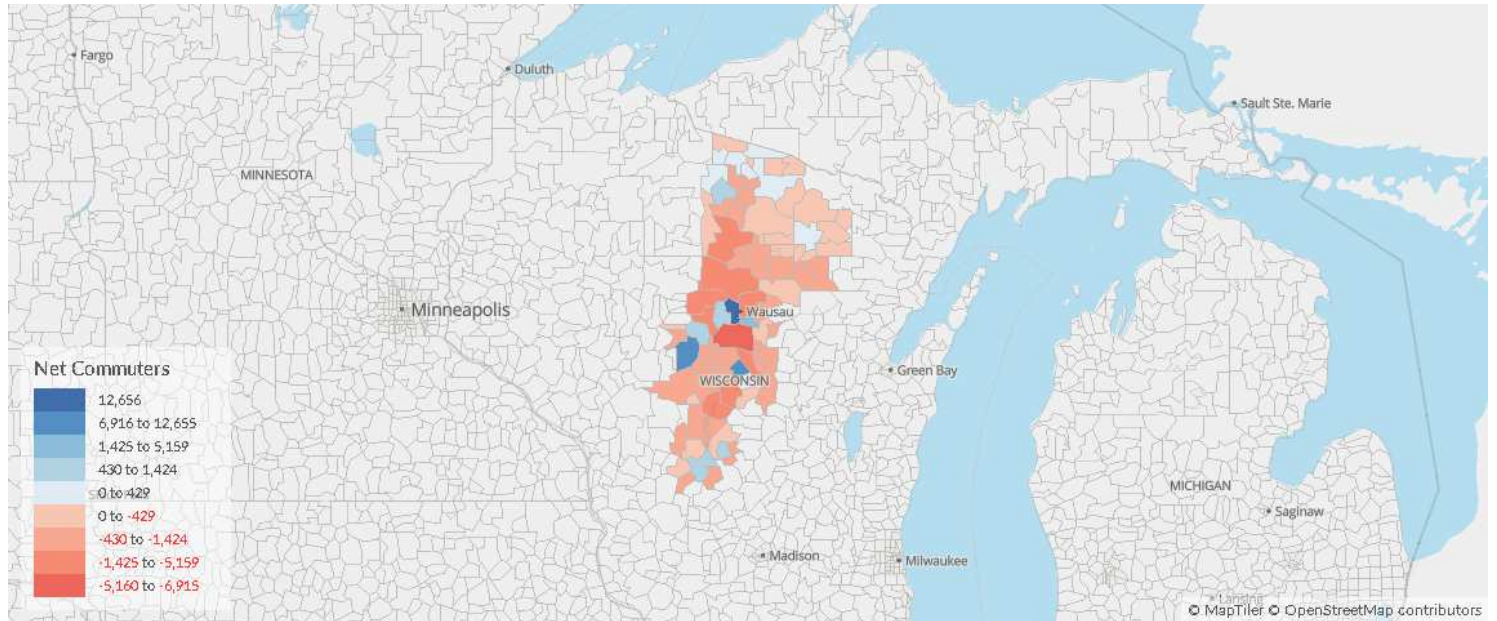


Property Crime

Your area has 14.12 property crimes per 1,000 people. The national rate is 22.98 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

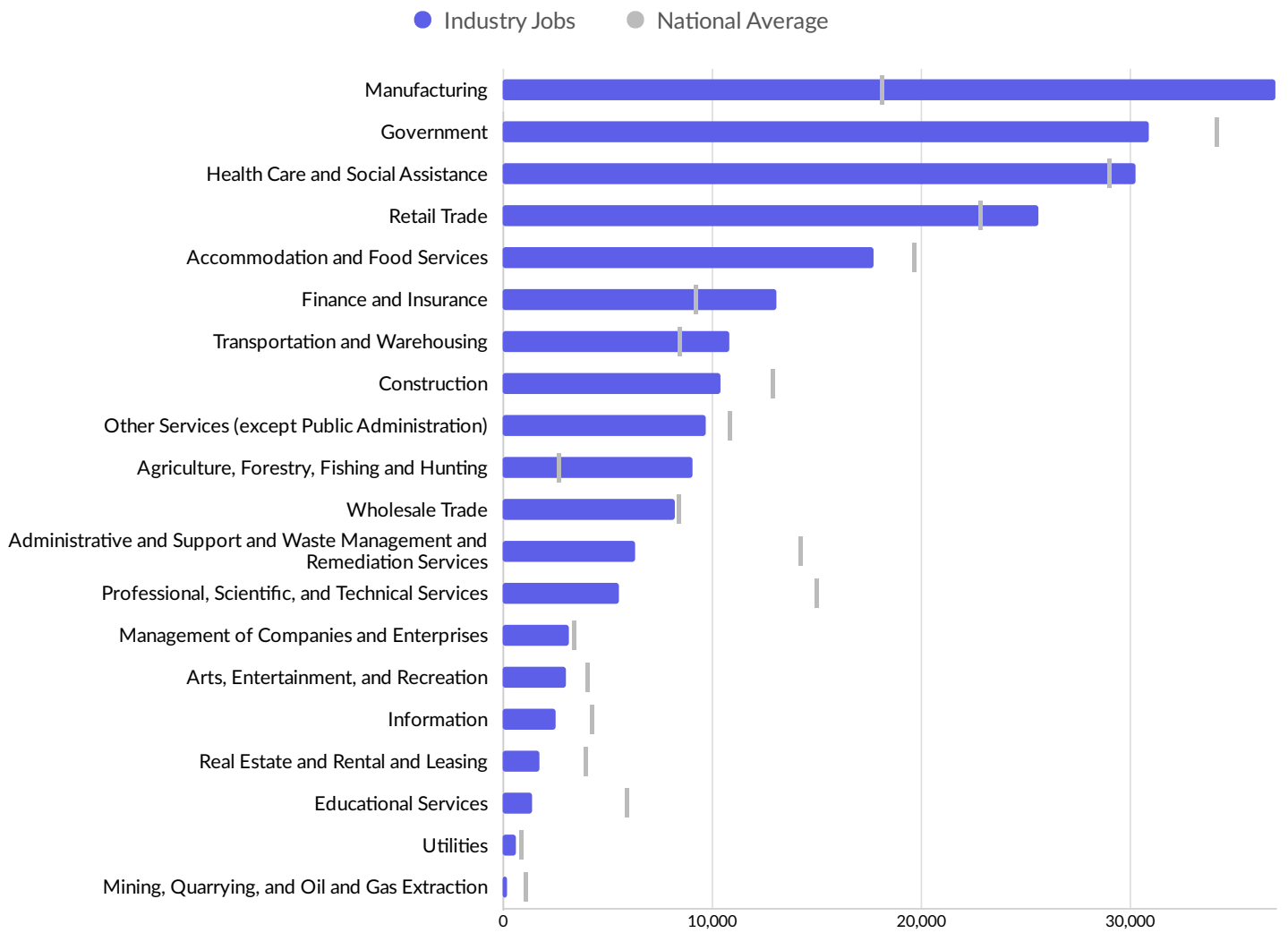
ZIP	Name	2019 Employment
54401	Wausau, WI (in Marath...	29,621
54481	Stevens Point, WI (in Po...	23,076
54449	Marshfield, WI (in Woo...	20,817
54476	Schofield, WI (in Marath...	13,523
54494	Wisconsin Rapids, WI (i...	11,633

Where Talent Lives

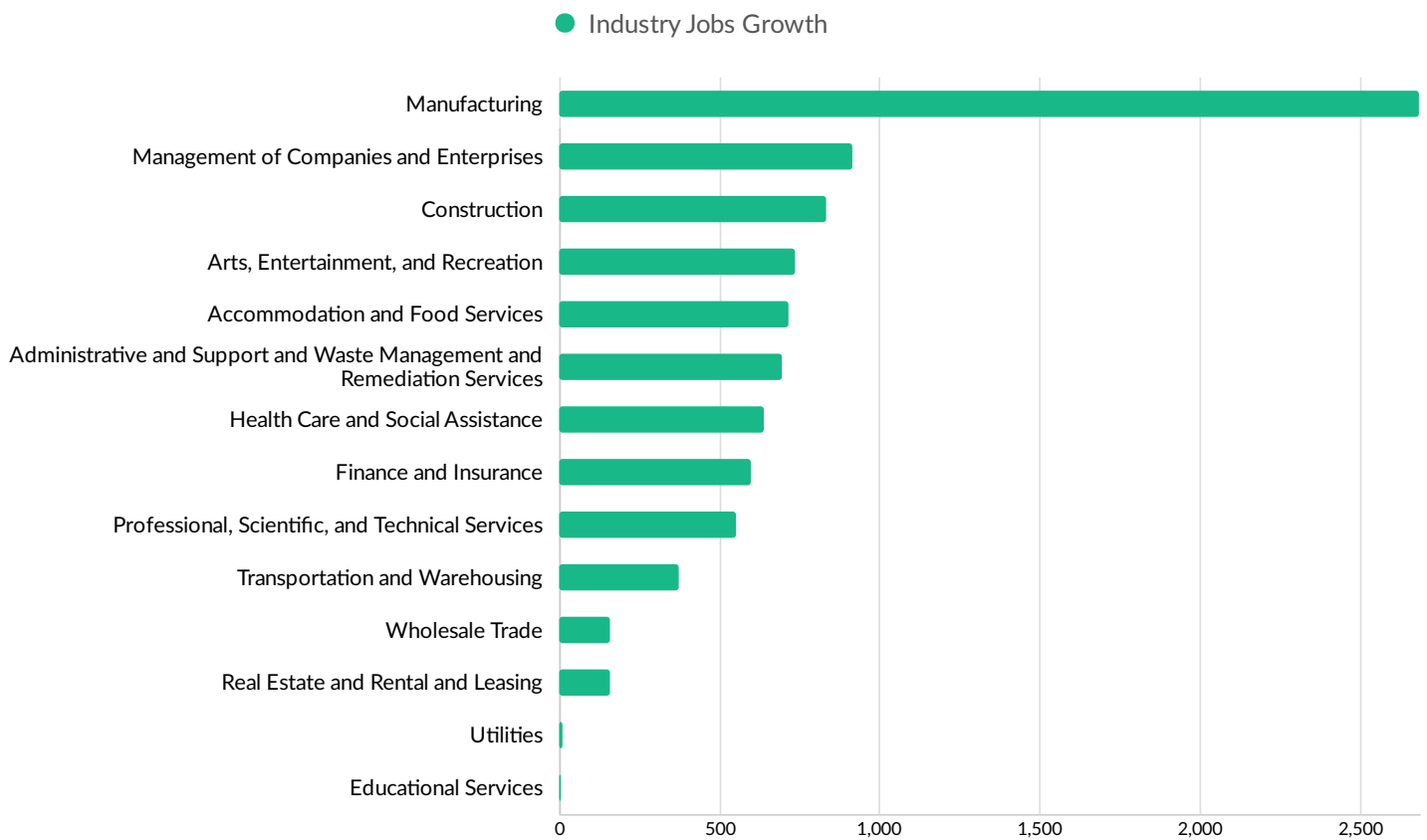
ZIP	Name	2019 Workers
54401	Wausau, WI (in Marath...	16,965
54481	Stevens Point, WI (in Po...	15,205
54449	Marshfield, WI (in Woo...	13,901
54494	Wisconsin Rapids, WI (i...	13,299
54403	Wausau, WI (in Marath...	12,728

Industry Characteristics

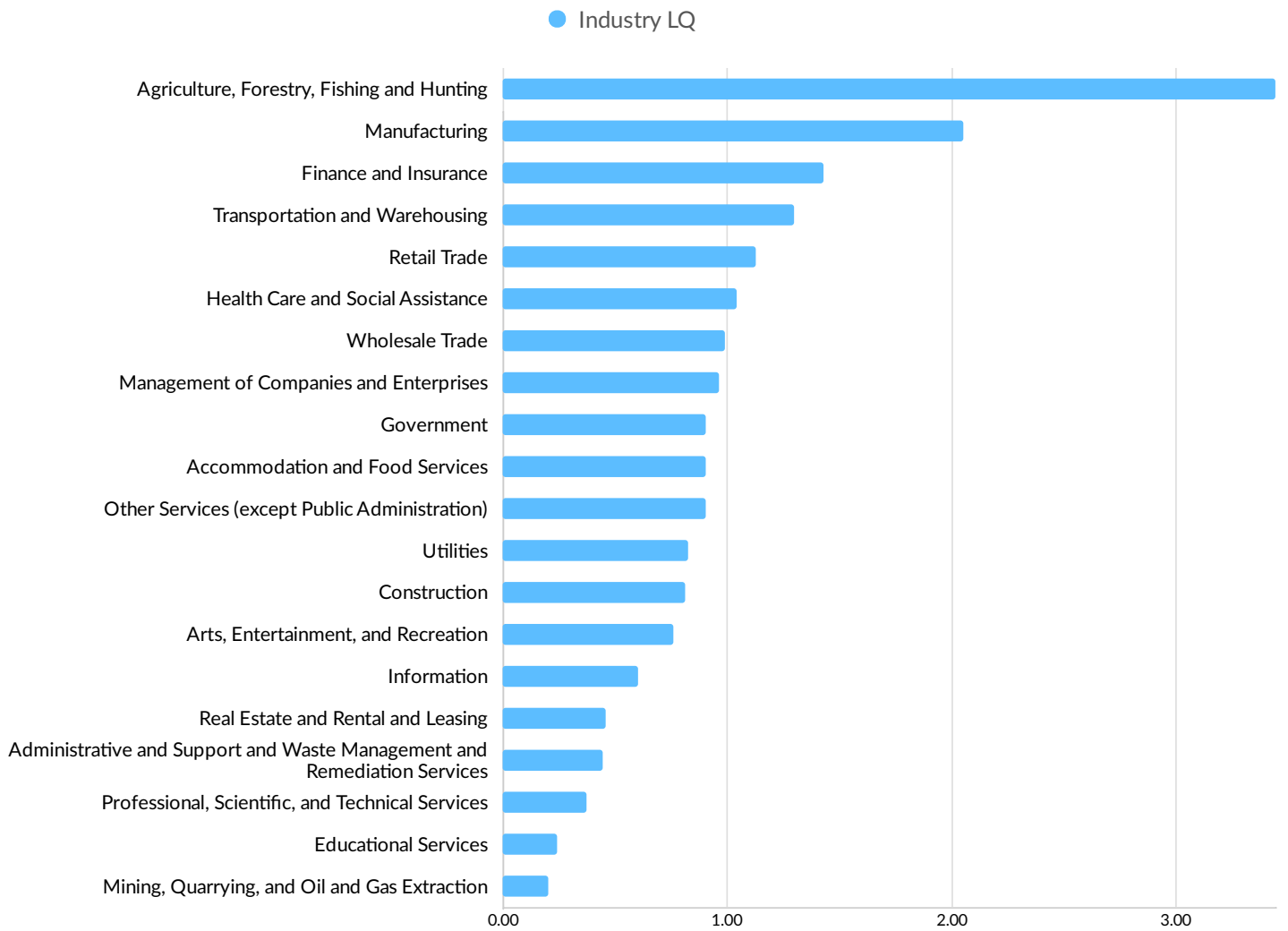
Largest Industries



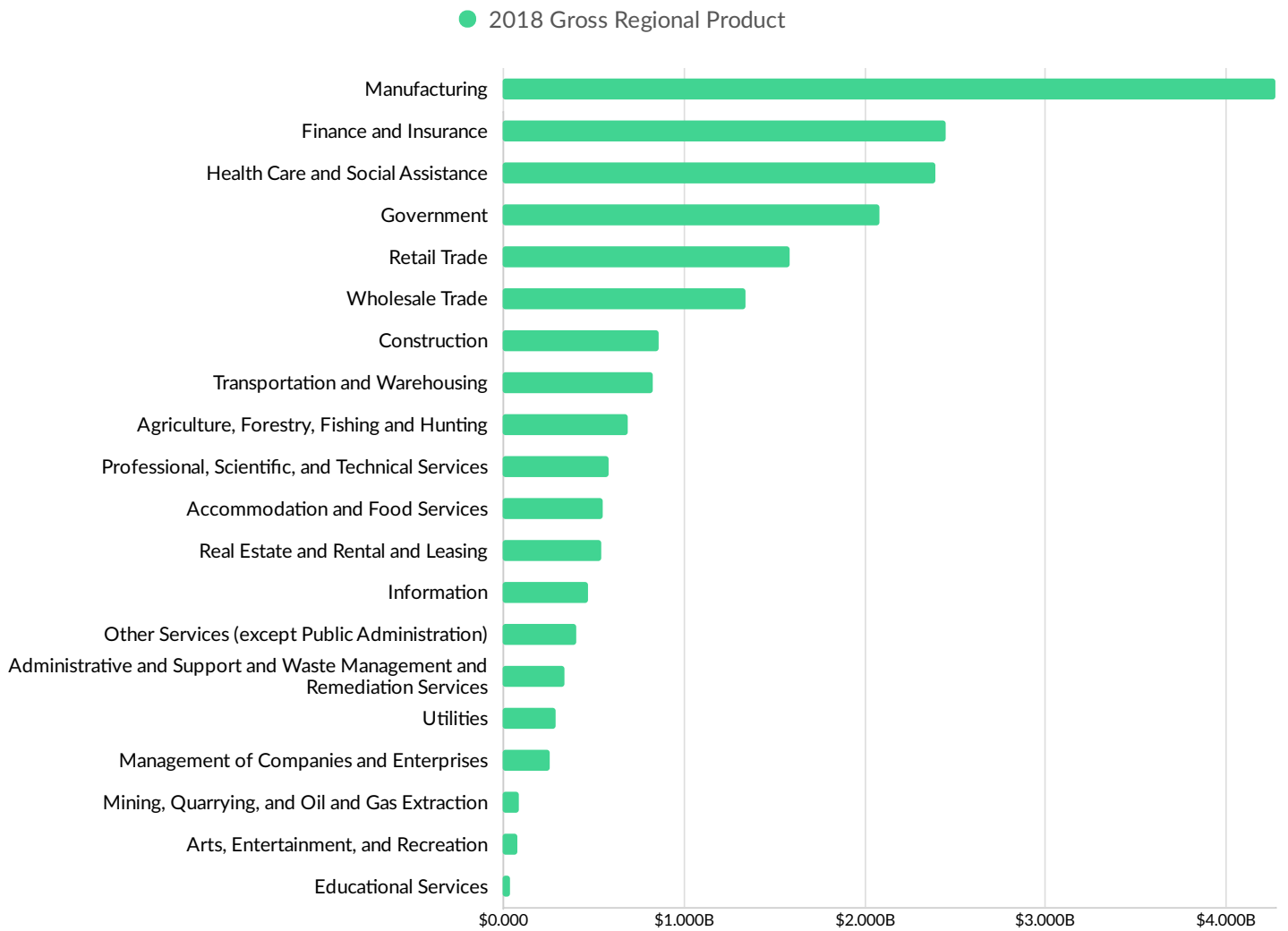
Top Growing Industries



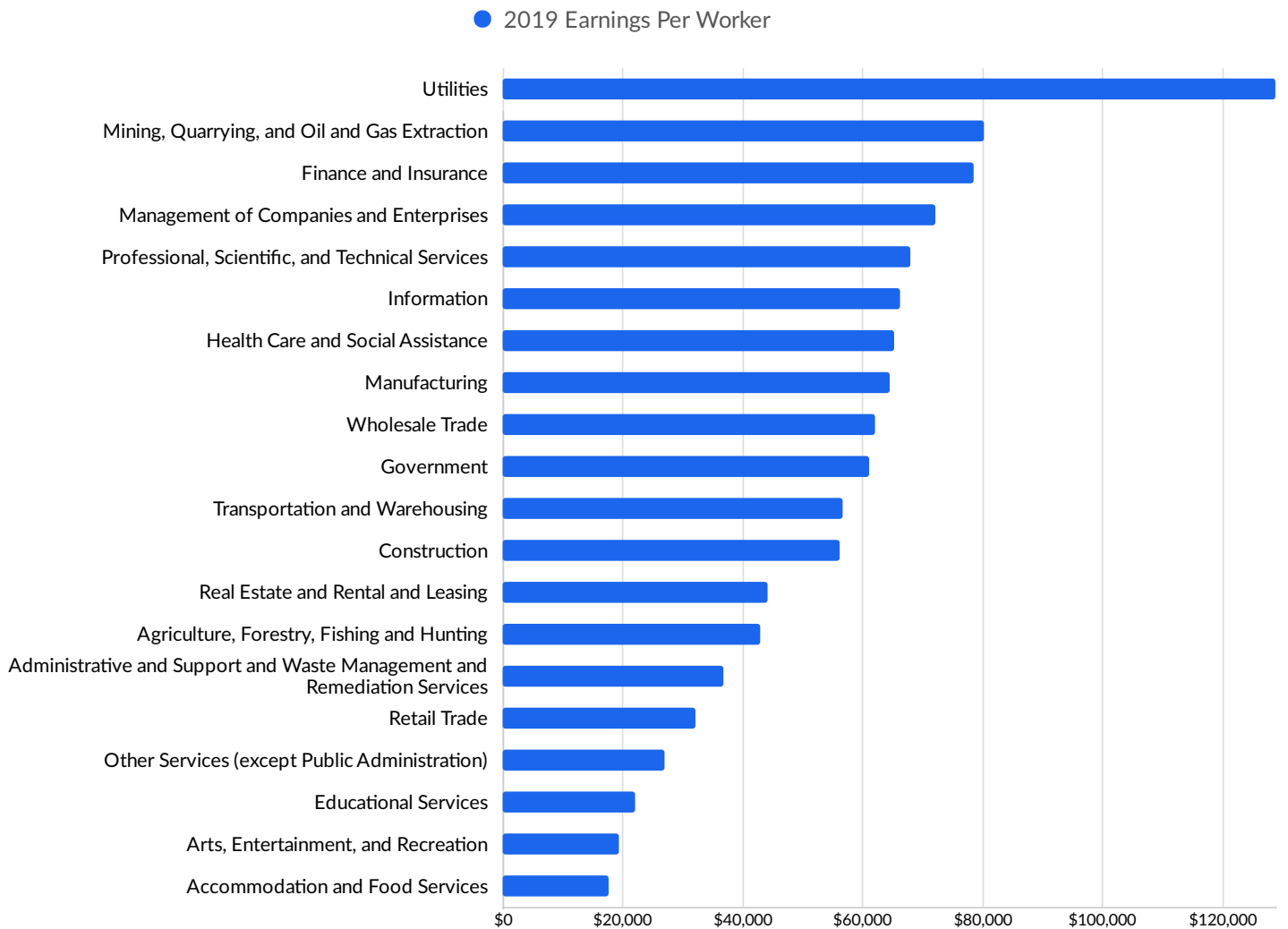
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2018 GRP
Manufacturing	34,284	36,970	2,686	+8%	2.05	\$64,497	\$4.27B
Government	31,272	30,902	-370	-1%	0.91	\$61,246	\$2.09B
Health Care and Social Assistance	29,605	30,247	642	+2%	1.05	\$65,386	\$2.39B
Retail Trade	27,438	25,645	-1,793	-7%	1.13	\$32,136	\$1.59B
Accommodation and Food Services	17,011	17,727	716	+4%	0.91	\$17,759	\$556.86M
Finance and Insurance	12,476	13,073	597	+5%	1.43	\$78,545	\$2.45B
Transportation and Warehousing	10,501	10,874	373	+4%	1.30	\$56,827	\$833.68M
Construction	9,581	10,413	832	+9%	0.81	\$56,180	\$862.77M
Other Services (except Public Administration)	10,277	9,740	-537	-5%	0.90	\$26,978	\$404.58M
Agriculture, Forestry, Fishing and Hunting	9,442	9,067	-375	-4%	3.44	\$42,931	\$688.43M
Wholesale Trade	8,097	8,256	159	+2%	0.99	\$62,187	\$1.34B
Administrative and Support and Waste Management and Remediation Services	5,673	6,370	697	+12%	0.45	\$36,936	\$341.03M
Professional, Scientific, and Technical Services	5,007	5,562	555	+11%	0.37	\$68,097	\$587.12M
Management of Companies and Enterprises	2,237	3,154	917	+41%	0.96	\$72,203	\$256.48M
Arts, Entertainment, and Recreation	2,278	3,013	735	+32%	0.76	\$19,332	\$85.35M
Information	2,614	2,511	-103	-4%	0.61	\$66,335	\$469.66M
Real Estate and Rental and Leasing	1,599	1,758	159	+10%	0.46	\$44,188	\$543.13M
Educational Services	1,419	1,423	4	+0%	0.24	\$22,219	\$38.01M
Utilities	633	641	8	+1%	0.83	\$128,966	\$293.65M
Mining, Quarrying, and Oil and Gas Extraction	198	197	-1	-1%	0.20	\$80,268	\$91.57M

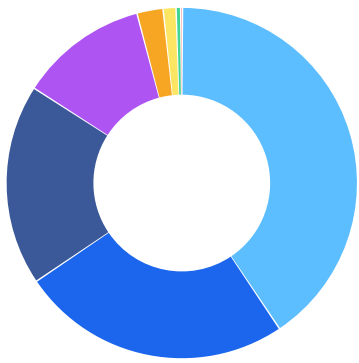
Business Characteristics

30,567 Companies Employ Your Workers

Online profiles for your workers mention 30,567 companies as employers, with the top 10 appearing below. In the last 12 months, 6,059 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,320 	Marshfield Clinic	3,238 
Aspirus Wausau Hospital, Inc.	1,965 	Roehl Transport, Inc.	2,595 
Sentry Insurance	1,275 	Aspirus Wausau Hospital, Inc.	2,028 
Ministry Health Care, Inc.	1,092 	Platinum Supplemental Insuranc...	2,016 
University of Wisconsin Stevens...	1,059 	HealthCare Employment Netwo...	1,642 
Greenheck Fan Corporation	717 	Ascension Health	1,531 
Foot Locker, Inc.	654 	Remedy Intelligent Staffing	1,325 
Wal-Mart Stores, Inc.	611 	U.S. Xpress, Inc.	1,213 
Liberty Mutual Insurance Comp...	592 	Telereach Inc	1,190 
Wausau School District	575 	Comphealth Associates, Inc	1,153 

Business Size

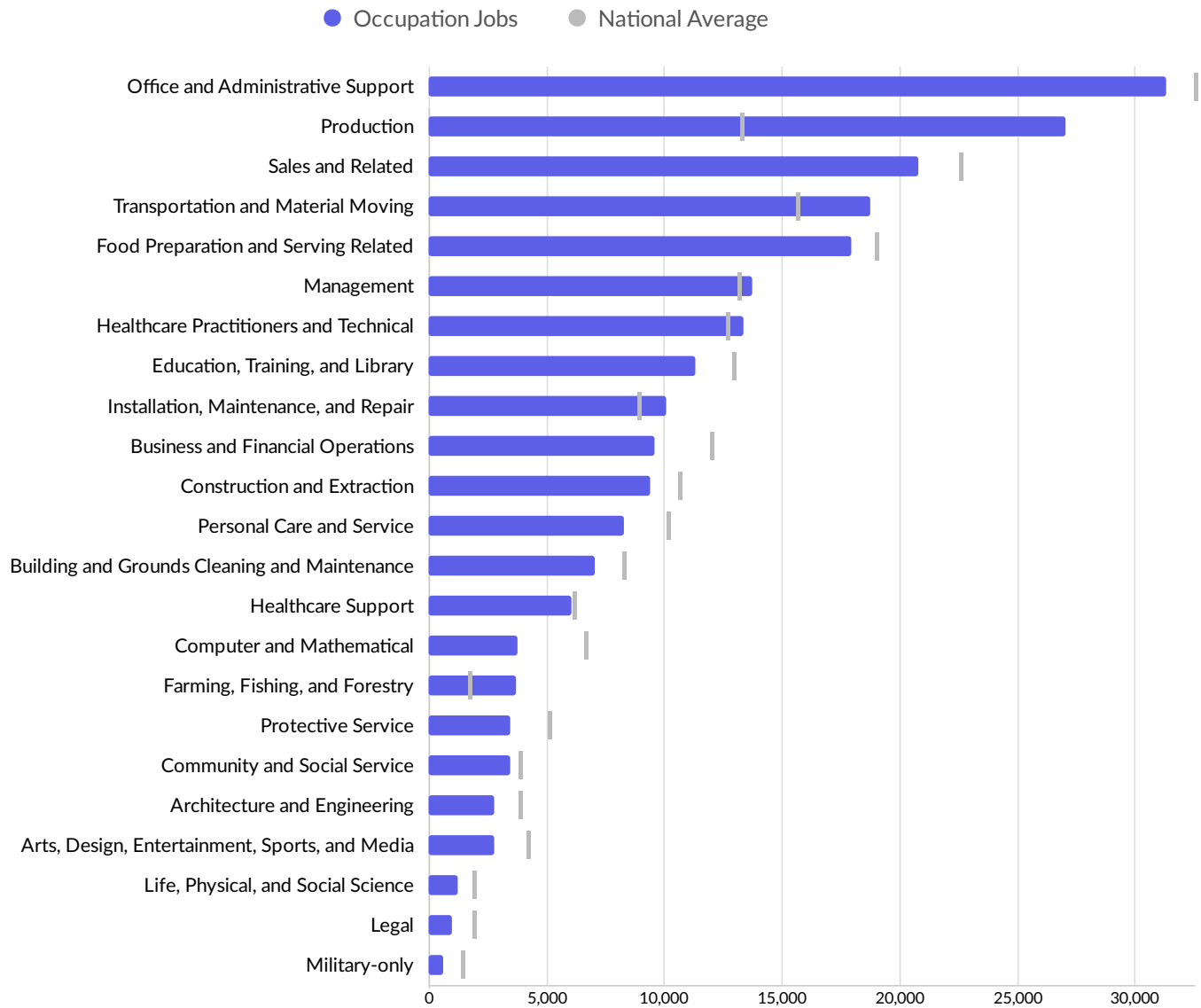


	Percentage	Business Count
1 to 4 employees	40.5%	8,069
5 to 9 employees	24.9%	4,968
10 to 19 employees	18.5%	3,692
20 to 49 employees	11.8%	2,350
50 to 99 employees	2.4%	479
100 to 249 employees	1.2%	236
250 to 499 employees	0.4%	84
500+ employees	0.2%	34

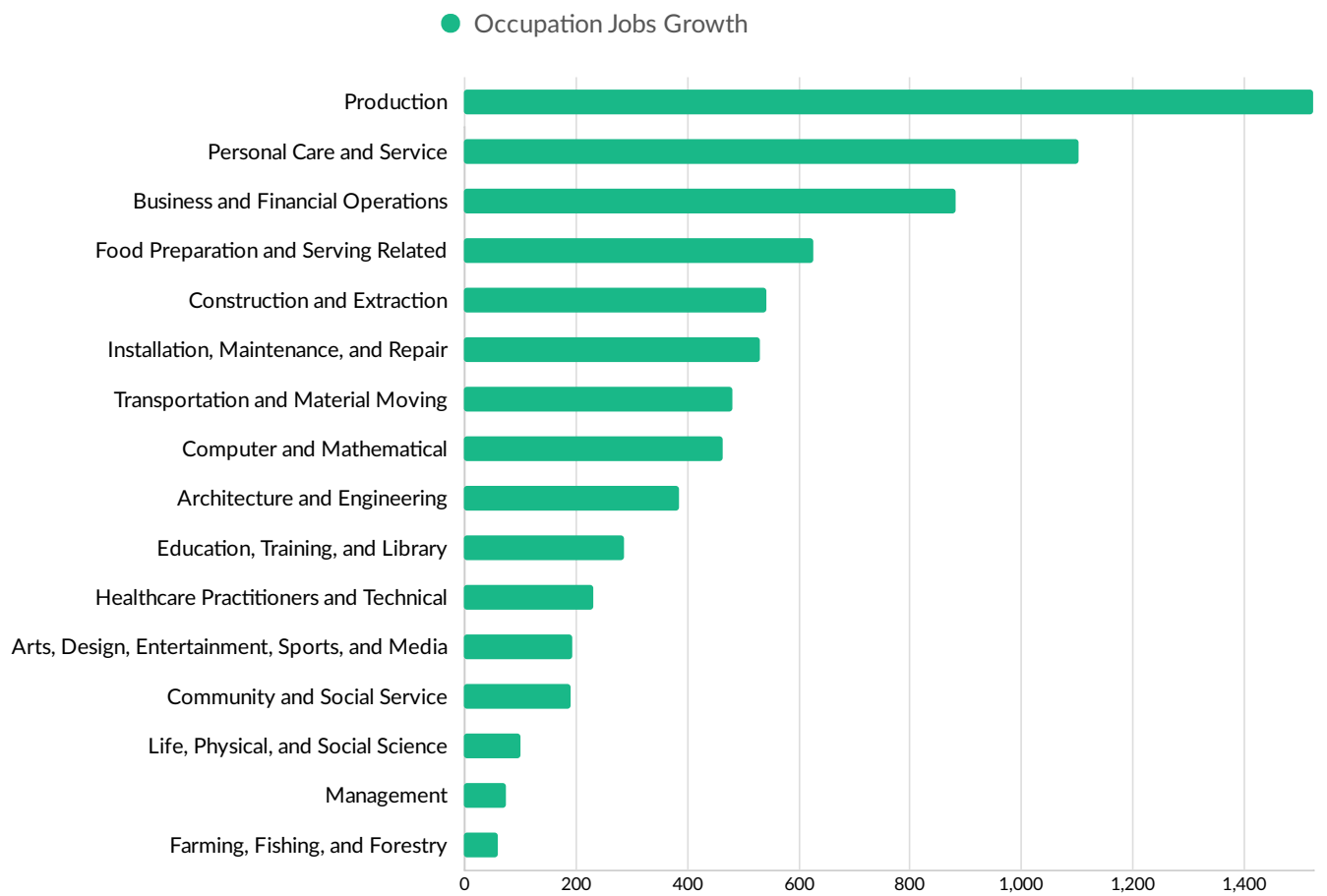
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

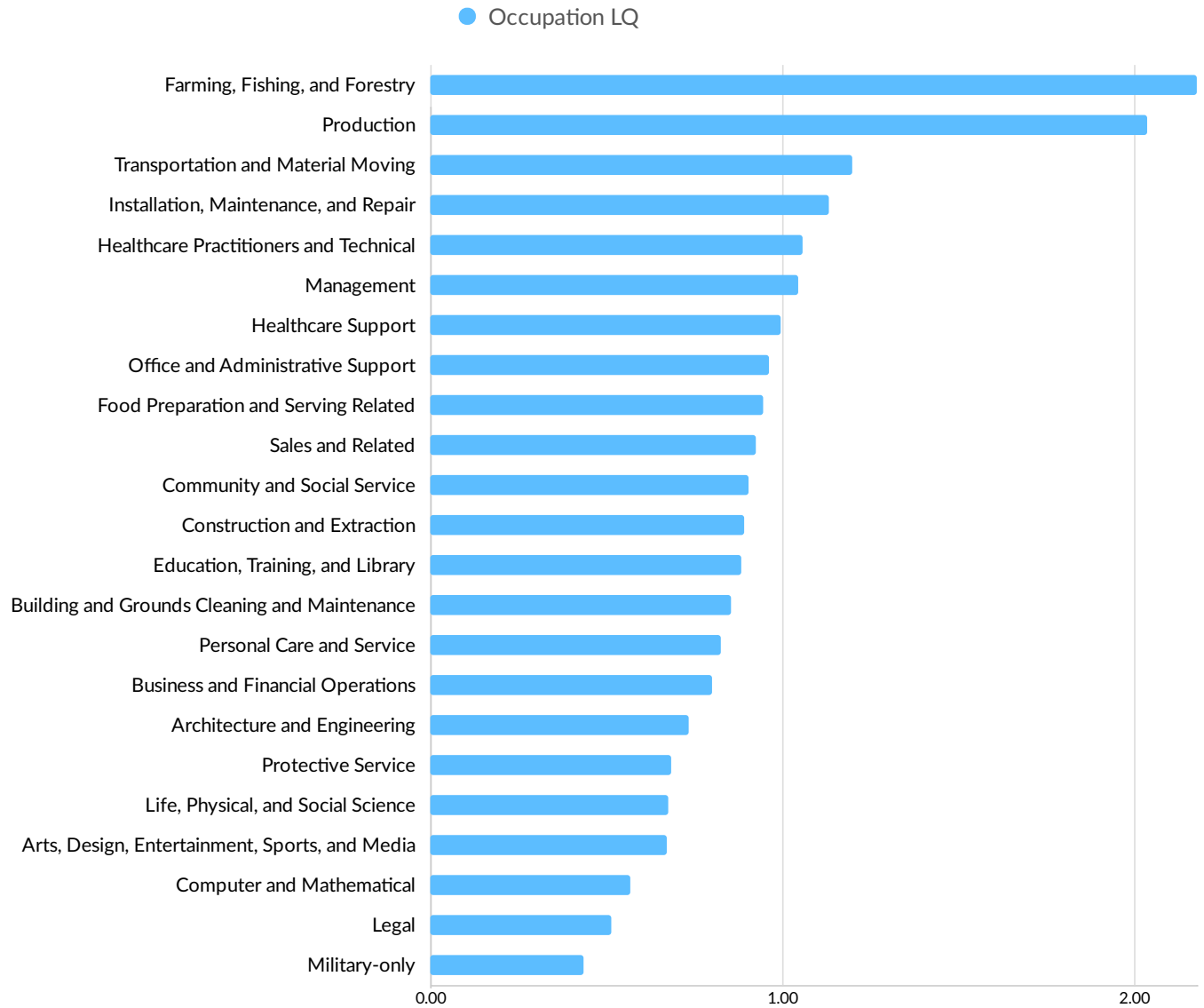
Largest Occupations



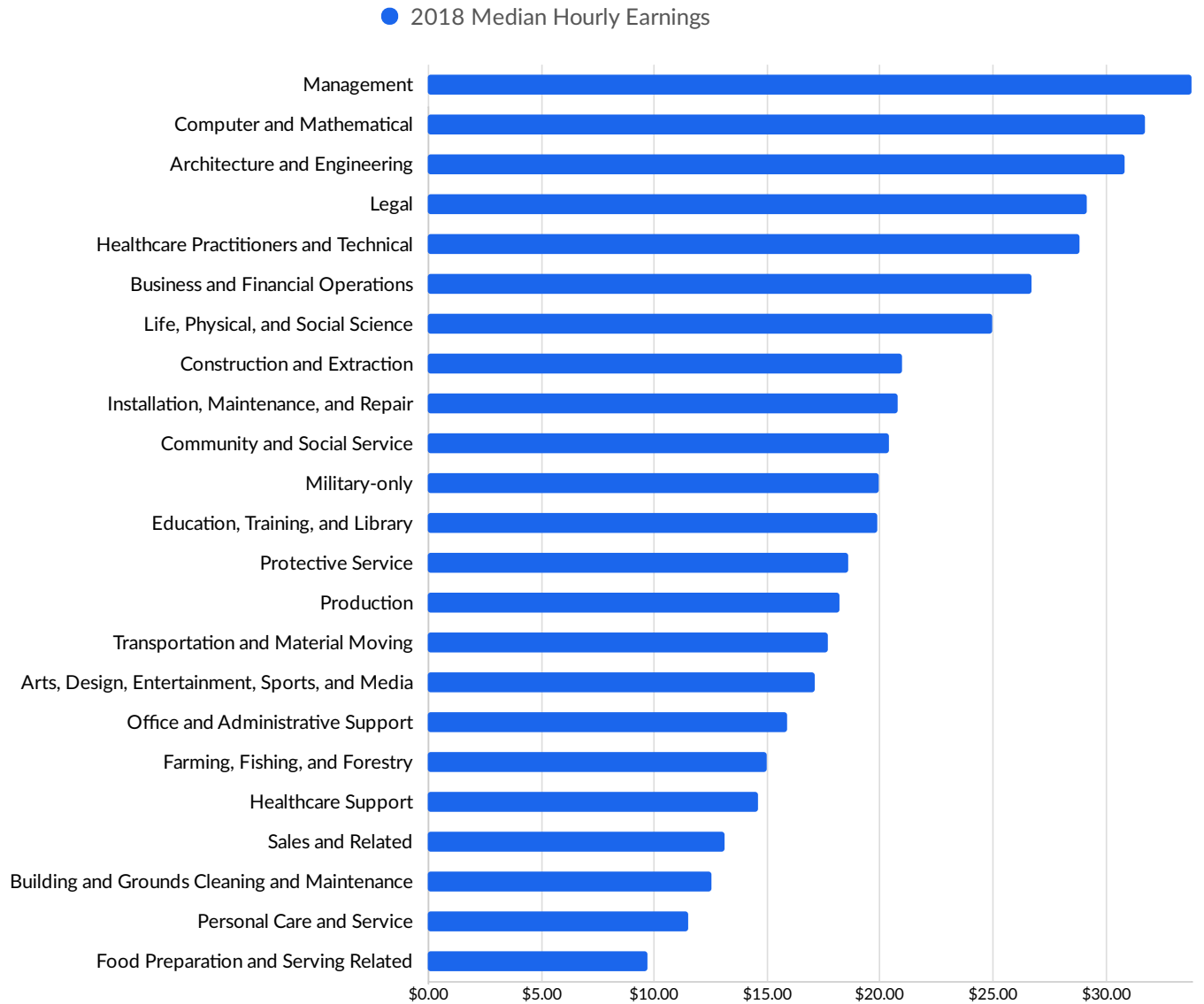
Top Growing Occupations



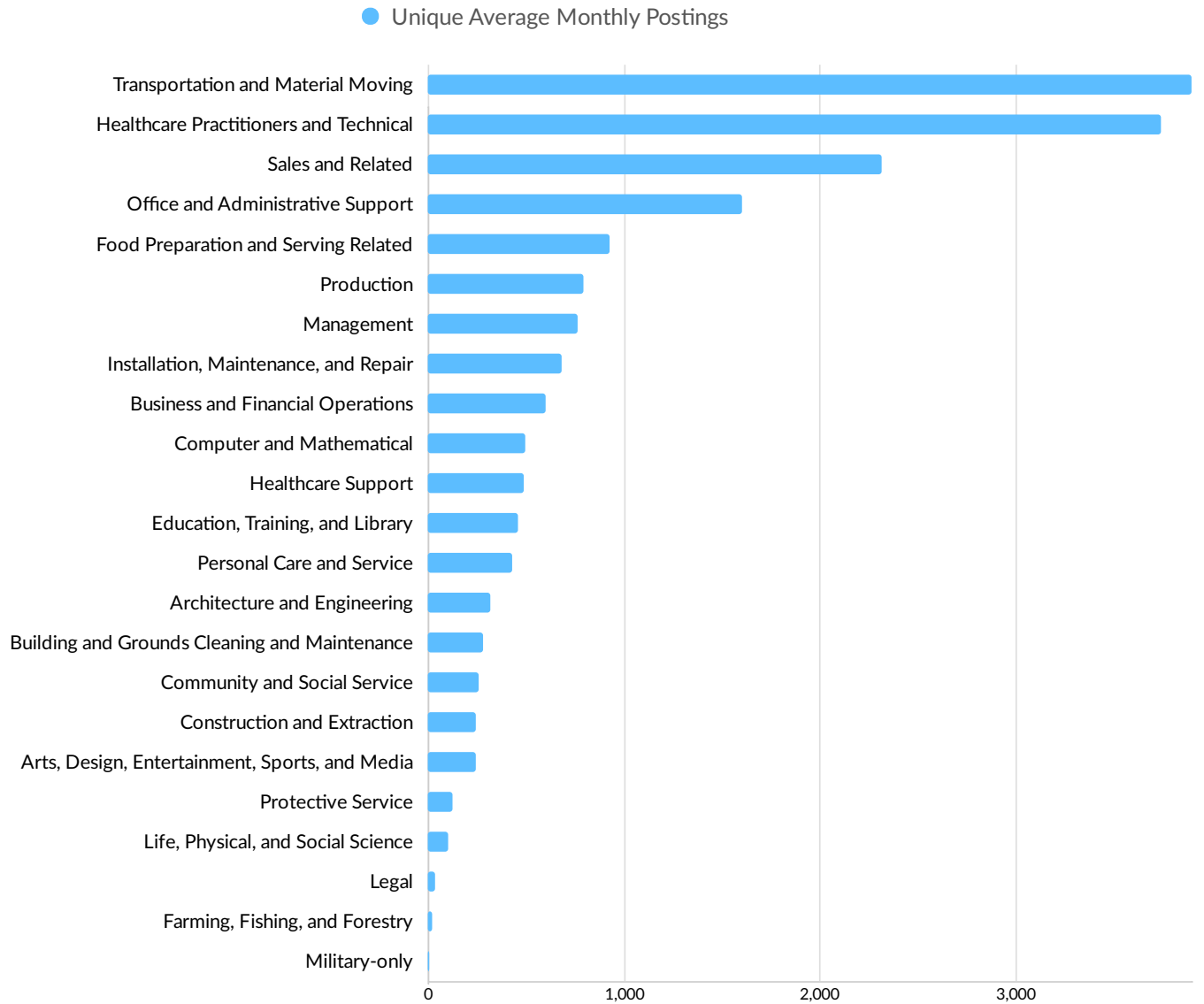
Top Occupation LQ



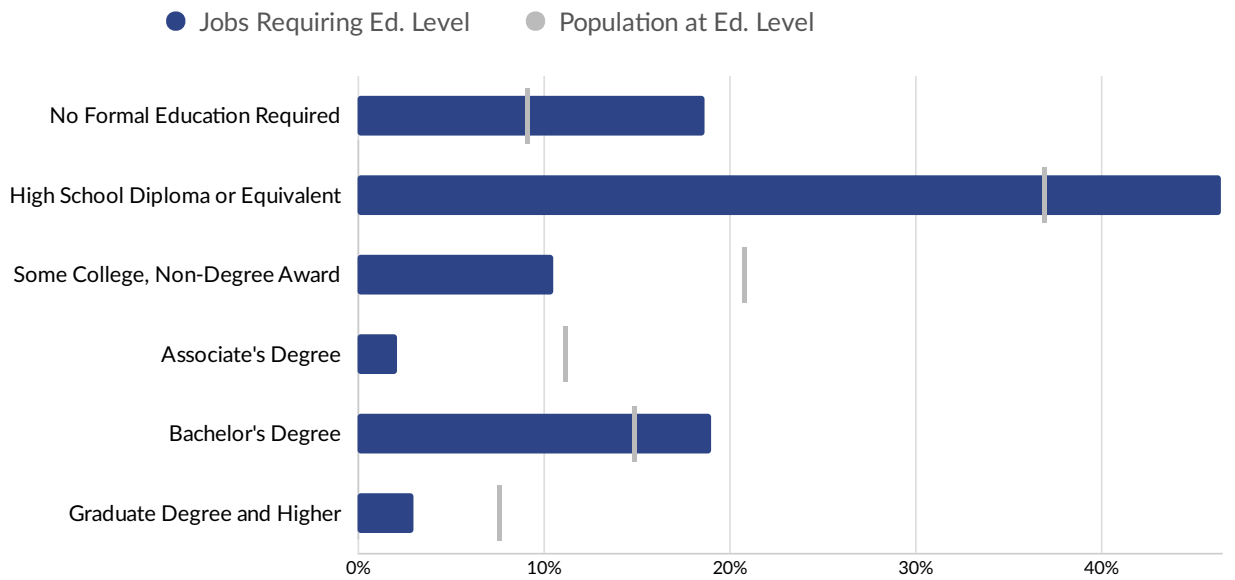
Top Occupation Earnings



Top Posted Occupations



Underemployment



Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Office and Administrative Support	32,288	31,314	-974	-3%	0.96	\$15.95	1,602
Production	25,510	27,035	1,525	+6%	2.04	\$18.23	798
Sales and Related	20,999	20,823	-176	-1%	0.92	\$13.14	2,317
Transportation and Material Moving	18,253	18,735	482	+3%	1.20	\$17.70	3,903
Food Preparation and Serving Related	17,304	17,931	627	+4%	0.95	\$9.73	931
Management	13,648	13,724	76	+1%	1.05	\$33.83	763
Healthcare Practitioners and Technical	13,116	13,347	231	+2%	1.06	\$28.87	3,746
Education, Training, and Library	11,072	11,359	287	+3%	0.88	\$19.93	458
Installation, Maintenance, and Repair	9,539	10,071	532	+6%	1.13	\$20.80	687
Business and Financial Operations	8,692	9,575	883	+10%	0.80	\$26.71	601
Construction and Extraction	8,876	9,418	542	+6%	0.89	\$21.00	244
Personal Care and Service	7,206	8,309	1,103	+15%	0.82	\$11.53	434
Building and Grounds Cleaning and Maintenance	7,211	7,043	-168	-2%	0.85	\$12.58	279
Healthcare Support	6,397	6,075	-322	-5%	1.00	\$14.64	491
Computer and Mathematical	3,297	3,762	465	+14%	0.57	\$31.75	495
Farming, Fishing, and Forestry	3,633	3,693	60	+2%	2.18	\$14.98	24
Protective Service	3,594	3,477	-117	-3%	0.69	\$18.62	126
Community and Social Service	3,270	3,463	193	+6%	0.90	\$20.44	263

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Architecture and Engineering	2,414	2,801	387	+16%	0.73	\$30.88	319
Arts, Design, Entertainment, Sports, and Media	2,588	2,784	196	+8%	0.67	\$17.14	243
Life, Physical, and Social Science	1,139	1,241	102	+9%	0.67	\$25.01	106
Legal	981	970	-11	-1%	0.51	\$29.22	41
Military-only	620	595	-25	-4%	0.44	\$19.95	9

Educational Pipeline

In 2018, there were 5,704 graduates in NCWRPC. This pipeline has shrunk by 1% 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 (2018)	Graduate Trend (2014 - 2018)
Northcentral Technical College	2,201	
University of Wisconsin-Stevens Point	2,084	
Mid-State Technical College	864	
Nicolet Area Technical College	515	
State College of Beauty Culture Inc	40	
Globe University-Wausau	0	

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

In-Demand Skills

