



NCWRPC

North Central Wisconsin Regional Planning Commission



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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.

227,782

Total Regional Employment

Jobs **grew by 6,102** over the last 5 years and are projected to **grow by 4,218** over the next 5 years.

\$53.7K

Avg. Earnings Per Job (2019)

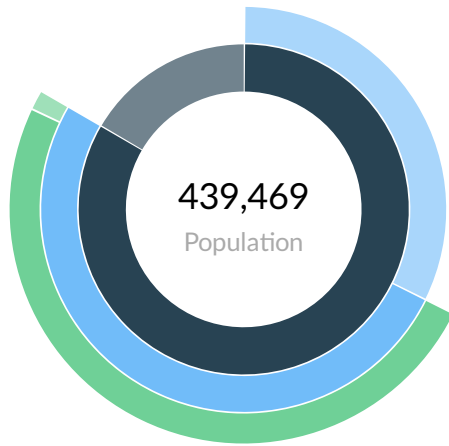
Regional average earnings per job are **\$14.3K below** the national average earnings of \$68.0K per job.

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 2.8%** in NCWRPC from 221,680 to **227,782**. This change **fell short of the national growth rate of 7.3% by 4.5%**. As the number of jobs increased, the **labor force participation rate decreased from 62.1% to 61.3% 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	224,528	227,782	99.3	\$22.46B	\$29.15B	\$27.97B
Grow North	195,459	98,325	84,346	100.9	\$7.67B	\$12.66B	\$9.95B
Centergy	327,328	170,330	177,036	98.6	\$17.92B	\$22.42B	\$22.15B
Wisconsin	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B

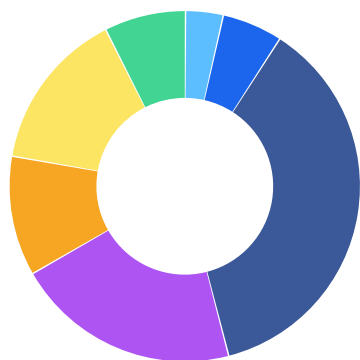
2019 Labor Force Breakdown



	Population
● Total Working Age Population	366,315
● Not in Labor Force (15+)	141,787
● Labor Force	224,528
● Employed	218,452
● Unemployed	6,076
● 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).

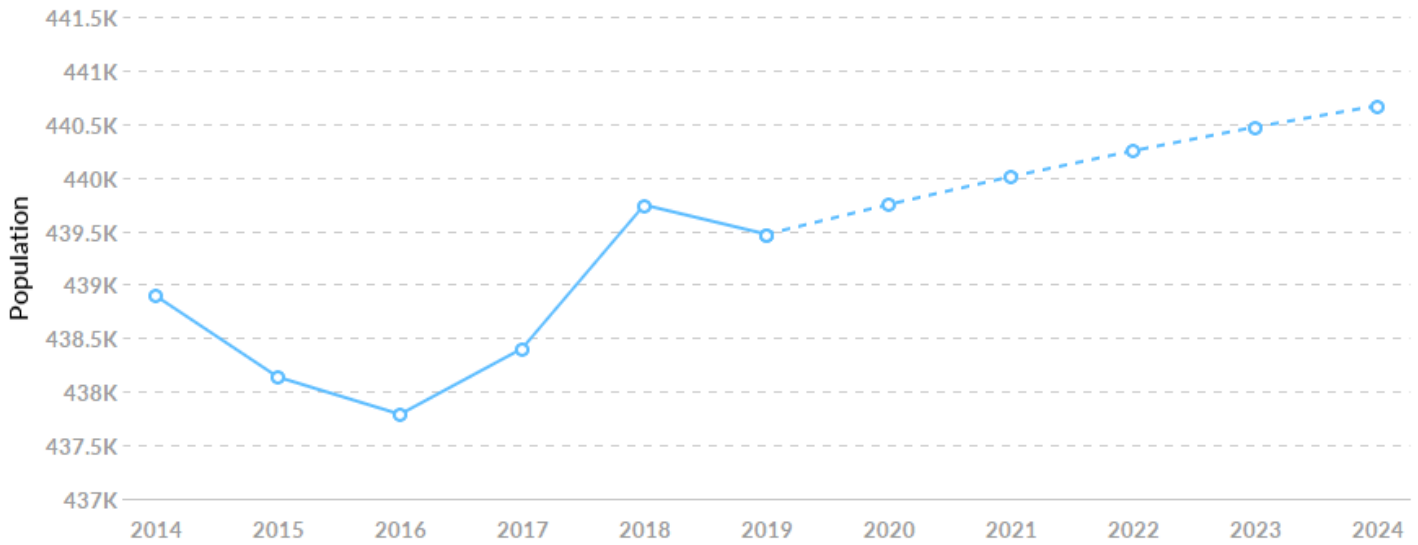


	% of Population	Population
● Less Than 9th Grade	3.5%	10,894
● 9th Grade to 12th Grade	5.6%	17,538
● High School Diploma	36.8%	115,816
● Some College	20.7%	65,187
● Associate's Degree	11.0%	34,726
● Bachelor's Degree	14.8%	46,562
● Graduate Degree and Higher	7.5%	23,595

Historic & Projected Trends

Population Trends

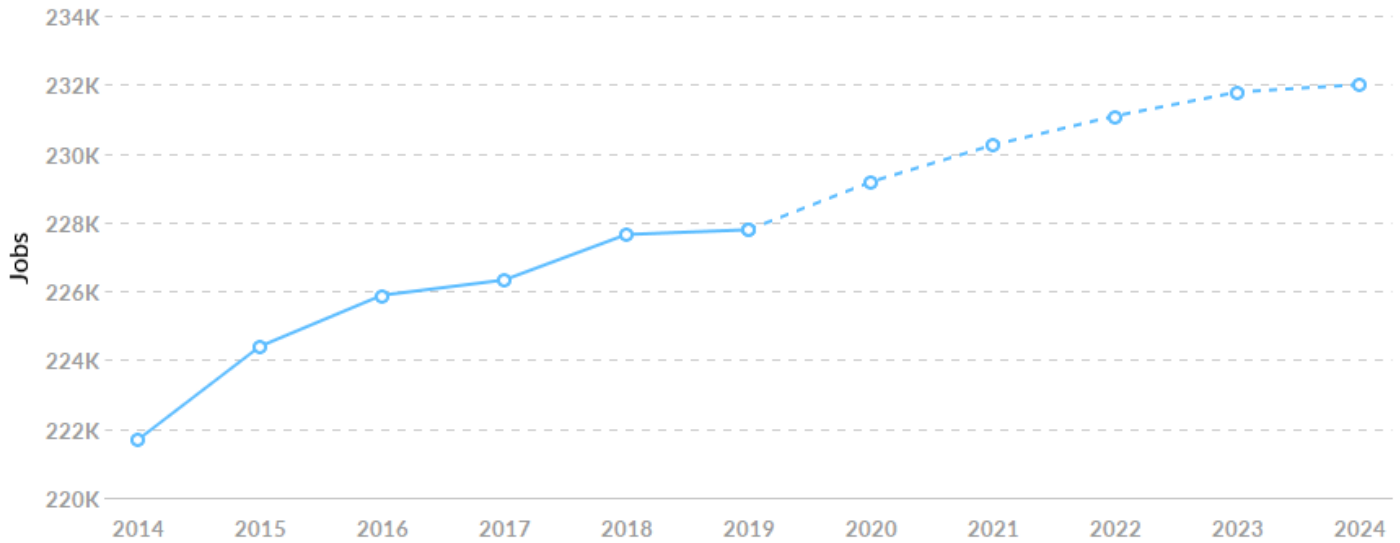
As of 2019 the region's population increased by 0.1% since 2014, growing by 576. Population is expected to increase by 0.3% between 2019 and 2024, adding 1,200.



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

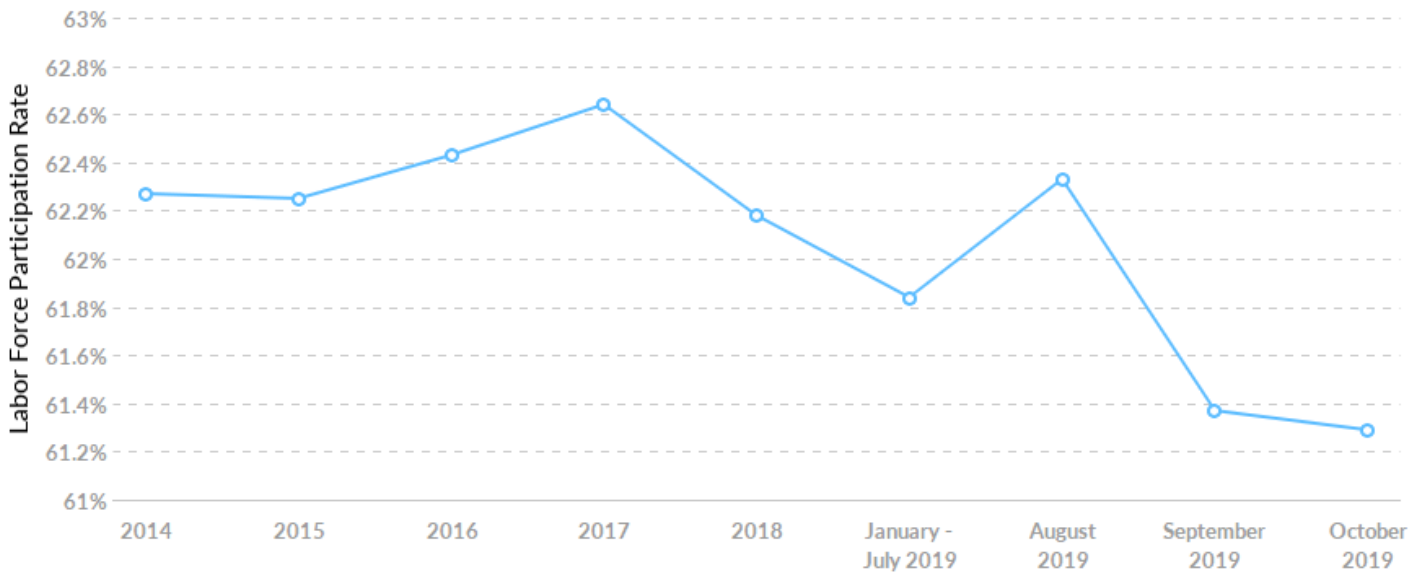
Job Trends

From 2014 to 2019, jobs increased by 2.8% in NCWRPC from 221,680 to 227,782. This change fell short of the national growth rate of 7.3% by 4.5%.



Timeframe	Jobs
2014	221,680
2015	224,394
2016	225,881
2017	226,323
2018	227,644
2019	227,782
2020	229,172
2021	230,242
2022	231,087
2023	231,779
2024	232,000

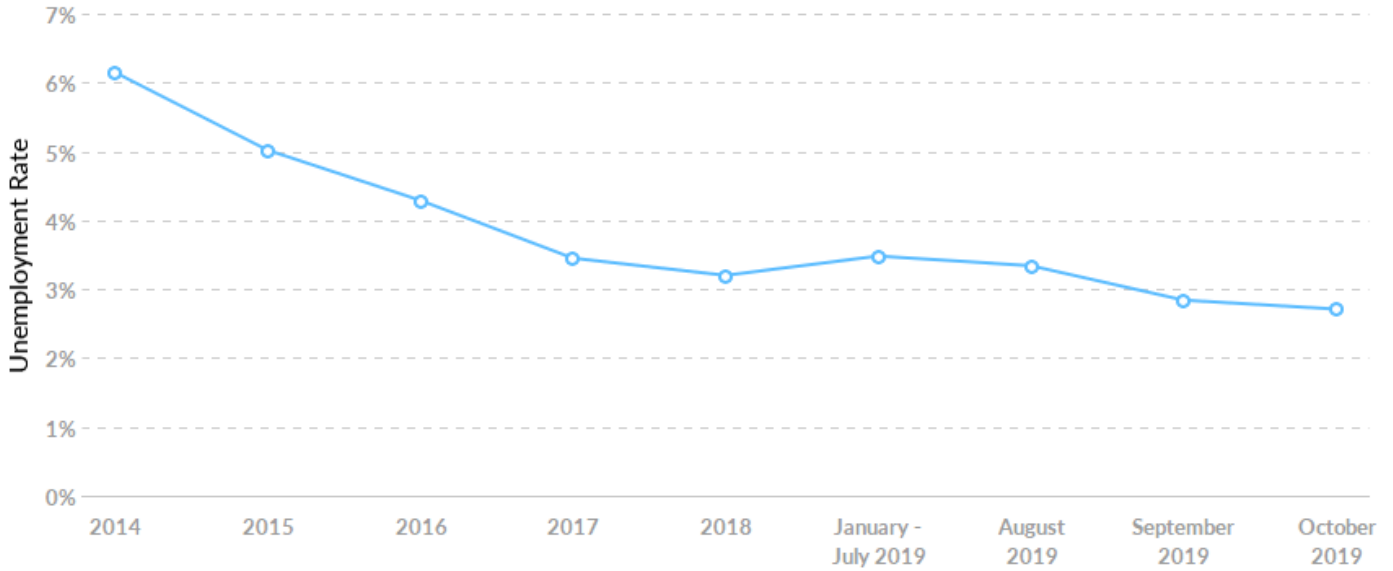
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	62.27%
2015	62.25%
2016	62.43%
2017	62.64%
2018	62.18%
January - July 2019	61.84%
August 2019	62.33%
September 2019	61.37%
October 2019	61.29%

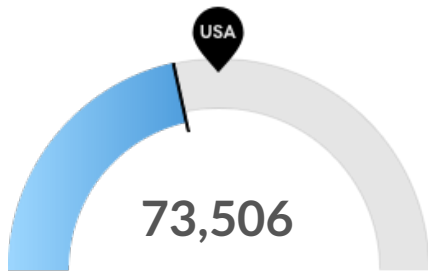
Unemployment Rate Trends

Your areas had an October 2019 unemployment rate of 2.71%, 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 - July 2019	3.48%
August 2019	3.34%
September 2019	2.84%
October 2019	2.71%

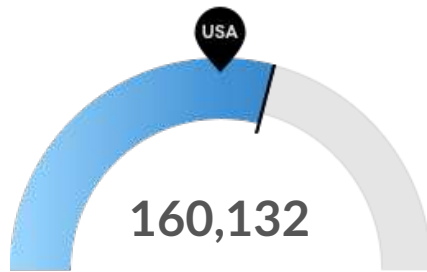
Population Characteristics



73,506

Millennials

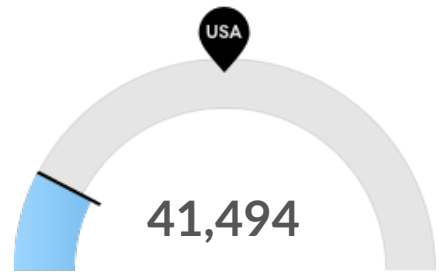
Your area has 73,506 millennials (ages 25-39). The national average for an area this size is 90,405.



160,132

Retiring Soon

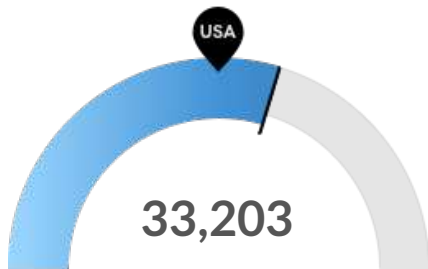
Retirement risk is high in your area. The national average for an area this size is 127,290 people 55 or older, while there are 160,132 here.



41,494

Racial Diversity

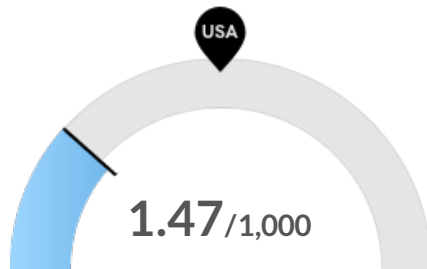
Racial diversity is low in your area. The national average for an area this size is 174,222 racially diverse people, while there are 41,494 here.



33,203

Veterans

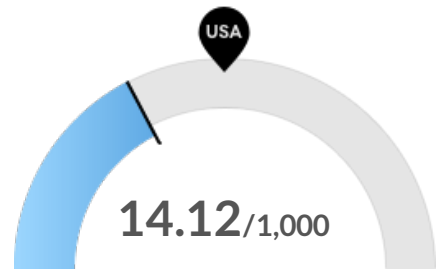
Your area has 33,203 veterans. The national average for an area this size is 25,536.



1.47/1,000

Violent Crime

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



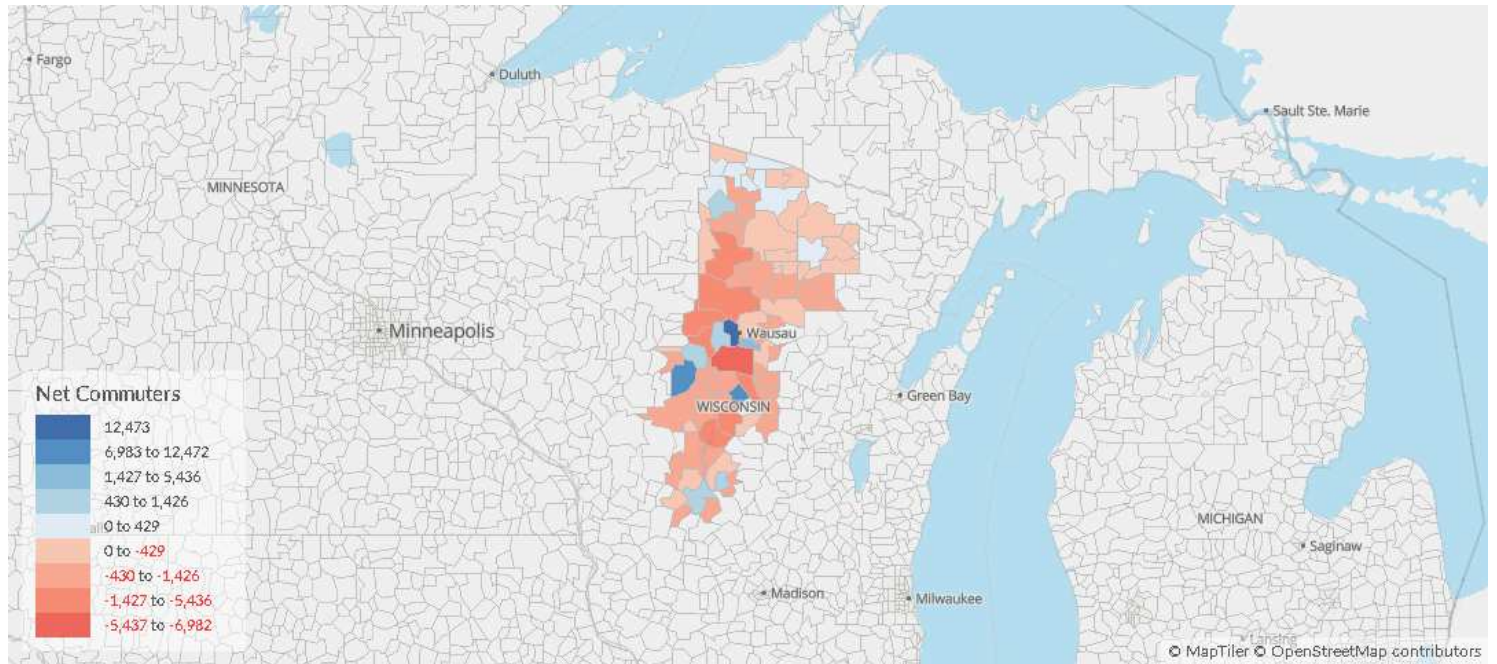
14.12/1,000

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

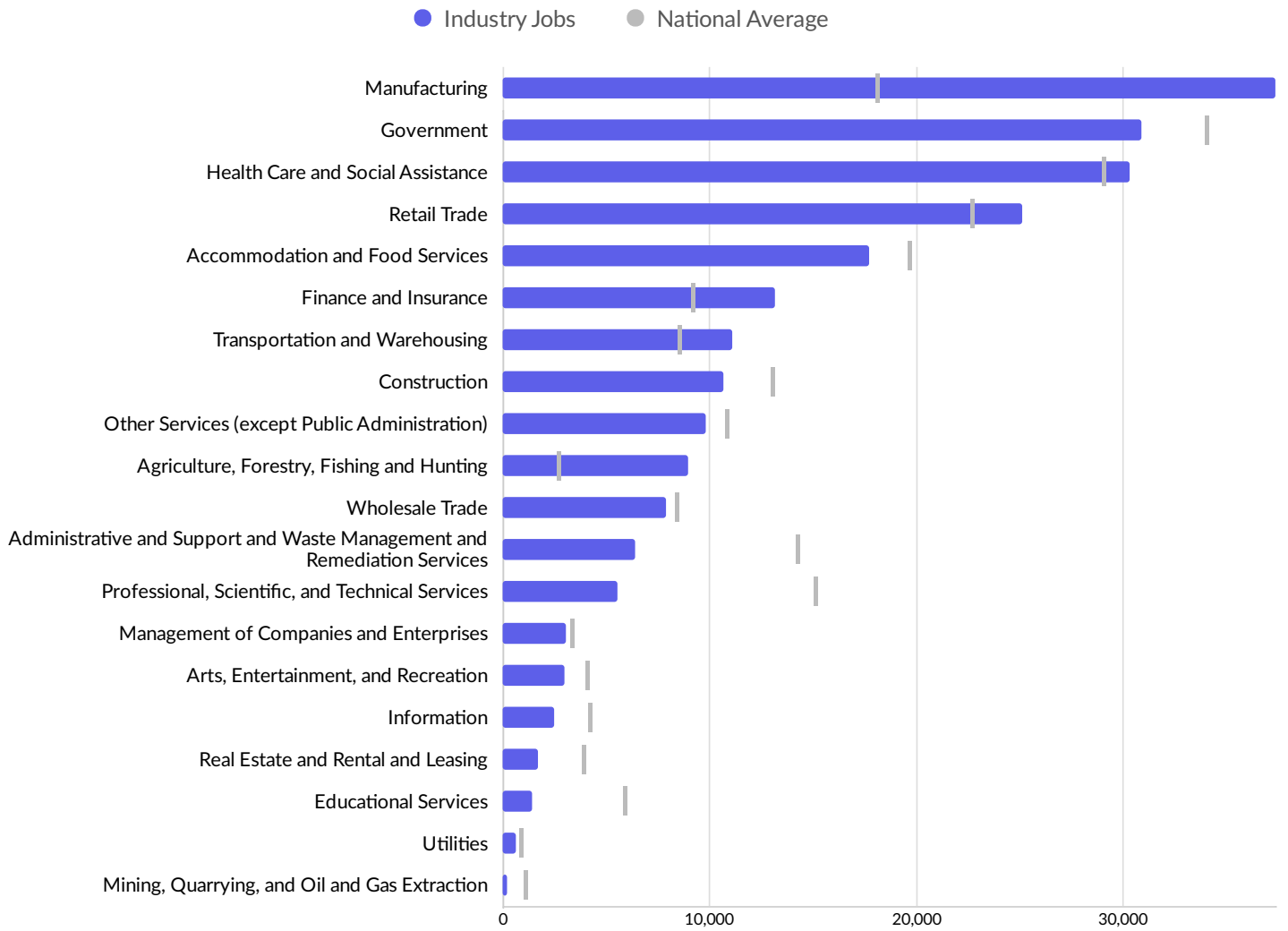
ZIP	Name	2019 Employment
54401	Wausau, WI (in Marath...	29,602
54481	Stevens Point, WI (in Po...	23,217
54449	Marshfield, WI (in Woo...	20,958
54476	Schofield, WI (in Marath...	13,673
54494	Wisconsin Rapids, WI (i...	11,620

Where Talent Lives

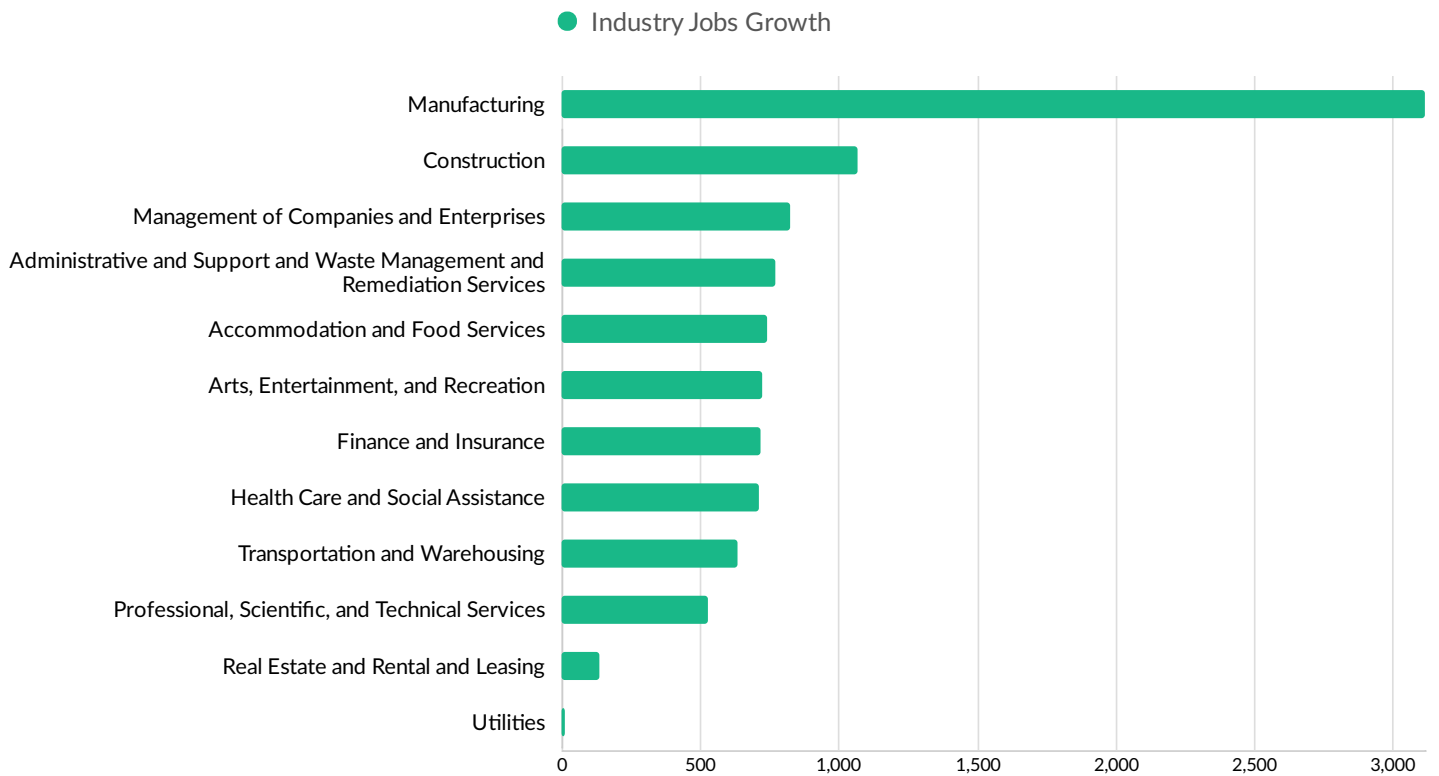
ZIP	Name	2019 Workers
54401	Wausau, WI (in Marath...	17,129
54481	Stevens Point, WI (in Po...	15,325
54449	Marshfield, WI (in Woo...	13,975
54494	Wisconsin Rapids, WI (i...	13,307
54455	Mosinee, WI (in Marath...	11,557

Industry Characteristics

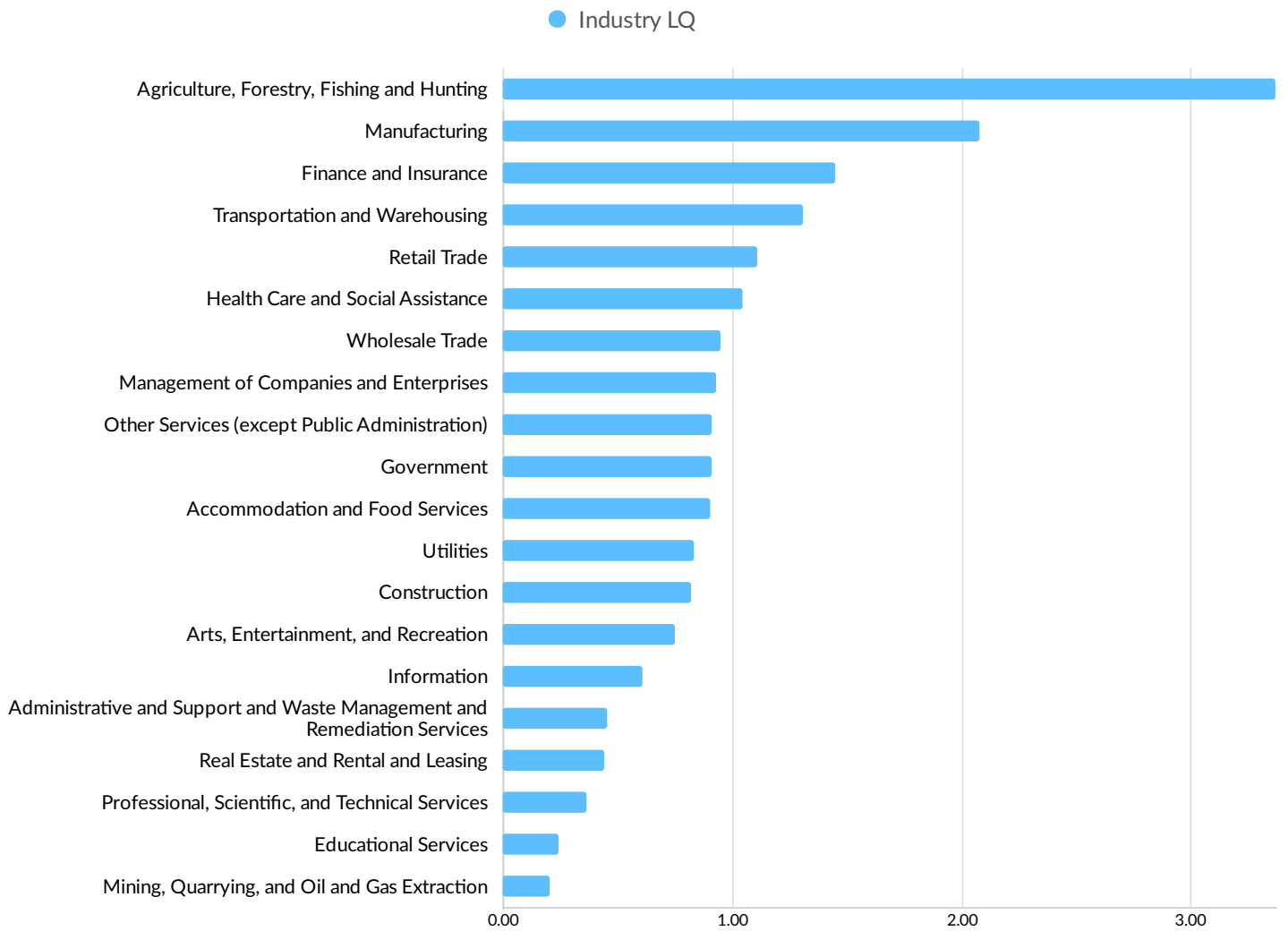
Largest Industries



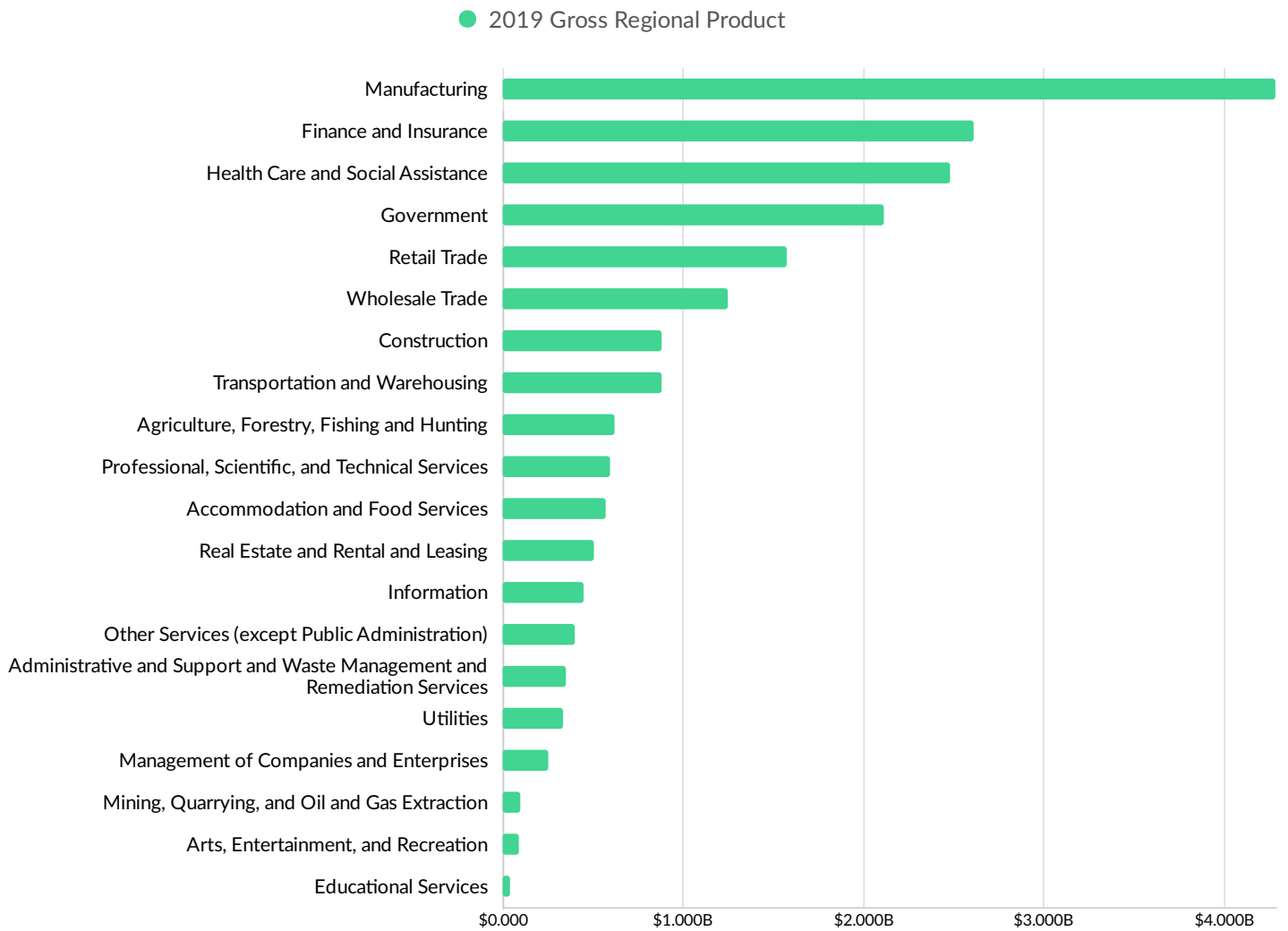
Top Growing Industries



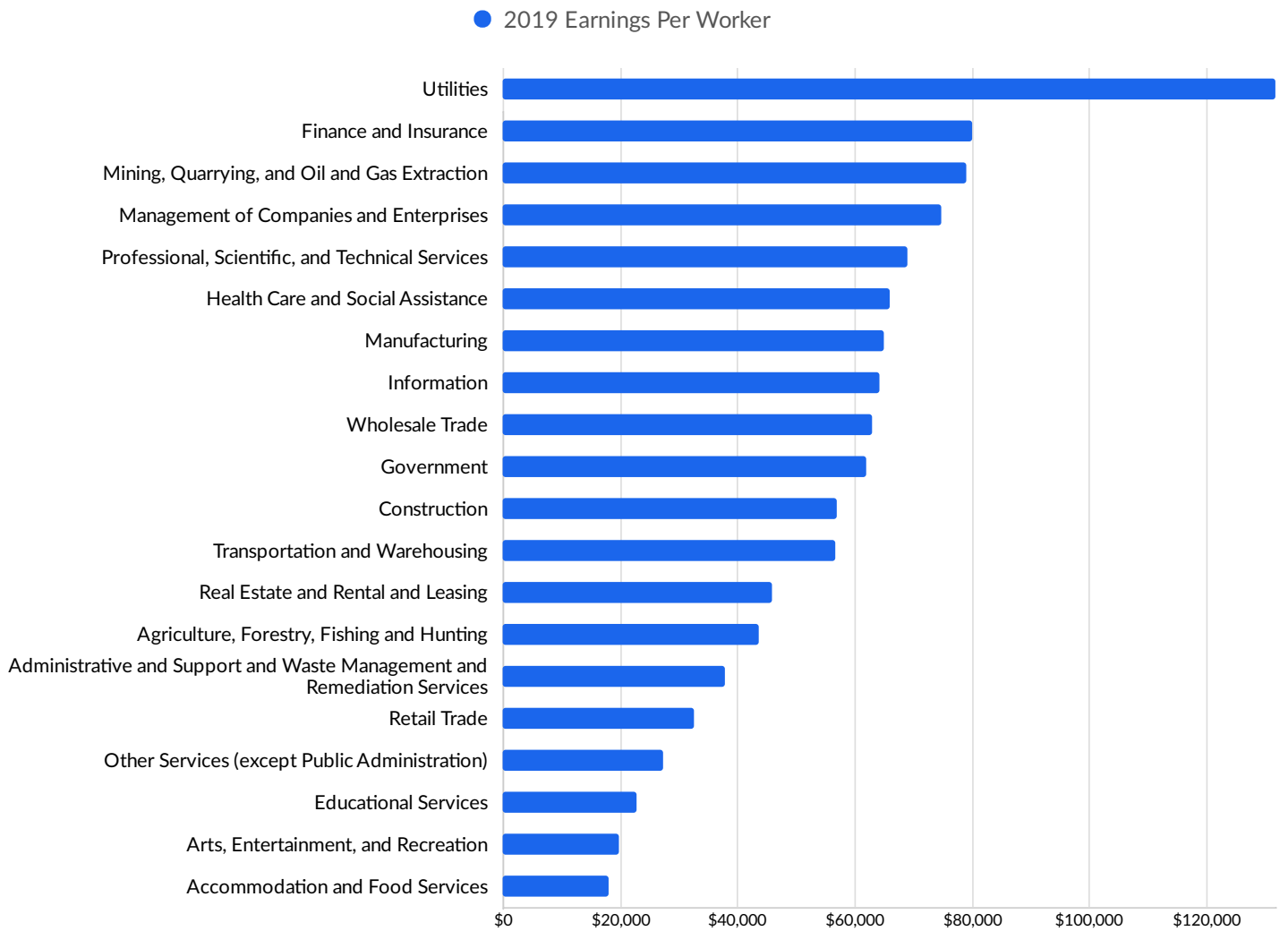
Top Industry LQ



Top Industry GRP



Top Industry Earnings









Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	34,283	37,400	3,117	+9%	2.08	\$64,925	\$4.29B
Government	31,272	30,897	-375	-1%	0.91	\$62,041	\$2.12B
Health Care and Social Assistance	29,612	30,327	715	+2%	1.05	\$66,103	\$2.48B
Retail Trade	27,440	25,182	-2,258	-8%	1.11	\$32,719	\$1.57B
Accommodation and Food Services	17,011	17,754	743	+4%	0.91	\$18,099	\$569.30M
Finance and Insurance	12,492	13,213	721	+6%	1.45	\$80,029	\$2.61B
Transportation and Warehousing	10,501	11,135	634	+6%	1.31	\$56,654	\$882.32M
Construction	9,584	10,655	1,071	+11%	0.82	\$57,018	\$884.26M
Other Services (except Public Administration)	10,277	9,816	-461	-4%	0.91	\$27,326	\$400.11M
Agriculture, Forestry, Fishing and Hunting	9,443	8,948	-495	-5%	3.37	\$43,649	\$621.27M
Wholesale Trade	8,097	7,905	-192	-2%	0.95	\$63,029	\$1.25B
Administrative and Support and Waste Management and Remediation Services	5,674	6,443	769	+14%	0.46	\$37,925	\$353.29M
Professional, Scientific, and Technical Services	5,009	5,535	526	+11%	0.37	\$68,964	\$598.32M
Management of Companies and Enterprises	2,237	3,064	827	+37%	0.93	\$74,791	\$257.14M
Arts, Entertainment, and Recreation	2,282	3,005	723	+32%	0.75	\$19,842	\$93.49M
Information	2,614	2,512	-102	-4%	0.61	\$64,403	\$449.16M
Real Estate and Rental and Leasing	1,593	1,728	135	+8%	0.45	\$45,960	\$508.15M
Educational Services	1,419	1,419	0	0%	0.24	\$22,806	\$39.80M
Utilities	633	645	12	+2%	0.84	\$131,853	\$331.47M
Mining, Quarrying, and Oil and Gas Extraction	203	199	-4	-2%	0.21	\$79,214	\$99.36M

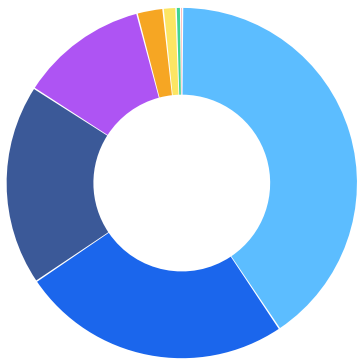
Business Characteristics

30,646 Companies Employ Your Workers

Online profiles for your workers mention 30,646 companies as employers, with the top 10 appearing below. In the last 12 months, 5,544 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,400 	Marshfield Clinic	3,409 
Aspirus Wausau Hospital, Inc.	2,020 	Roehl Transport, Inc.	2,673 
Sentry Insurance	1,282 	Platinum Supplemental Insuranc...	2,532 
University of Wisconsin Stevens...	1,082 	Aspirus Wausau Hospital, Inc.	2,067 
Ministry Health Care, Inc.	1,077 	HealthCare Employment Netwo...	1,662 
Greenheck Fan Corporation	744 	Ascension Health	1,524 
Foot Locker, Inc.	659 	U.S. Xpress, Inc.	1,240 
Wal-Mart Stores, Inc.	634 	Remedy Intelligent Staffing	1,220 
Liberty Mutual Insurance Comp...	591 	Telereach Inc	1,188 
Wausau School District	582 	Teach For America, Inc.	1,065 

Business Size

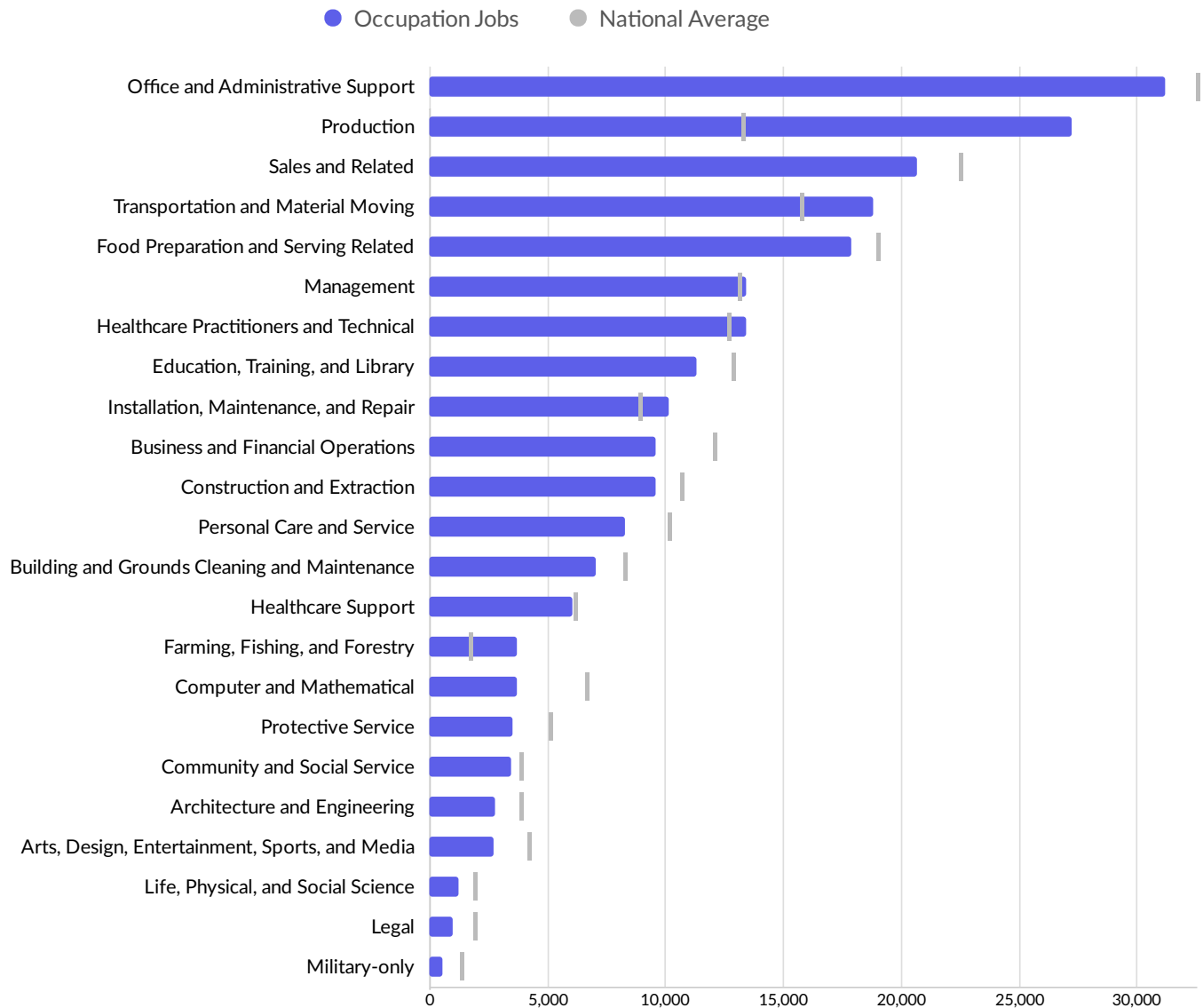


	Percentage	Business Count
1 to 4 employees	40.5%	8,069
5 to 9 employees	24.9%	4,968
10 to 19 employees	18.5%	3,692
20 to 49 employees	11.8%	2,350
50 to 99 employees	2.4%	479
100 to 249 employees	1.2%	236
250 to 499 employees	0.4%	84
500+ employees	0.2%	34

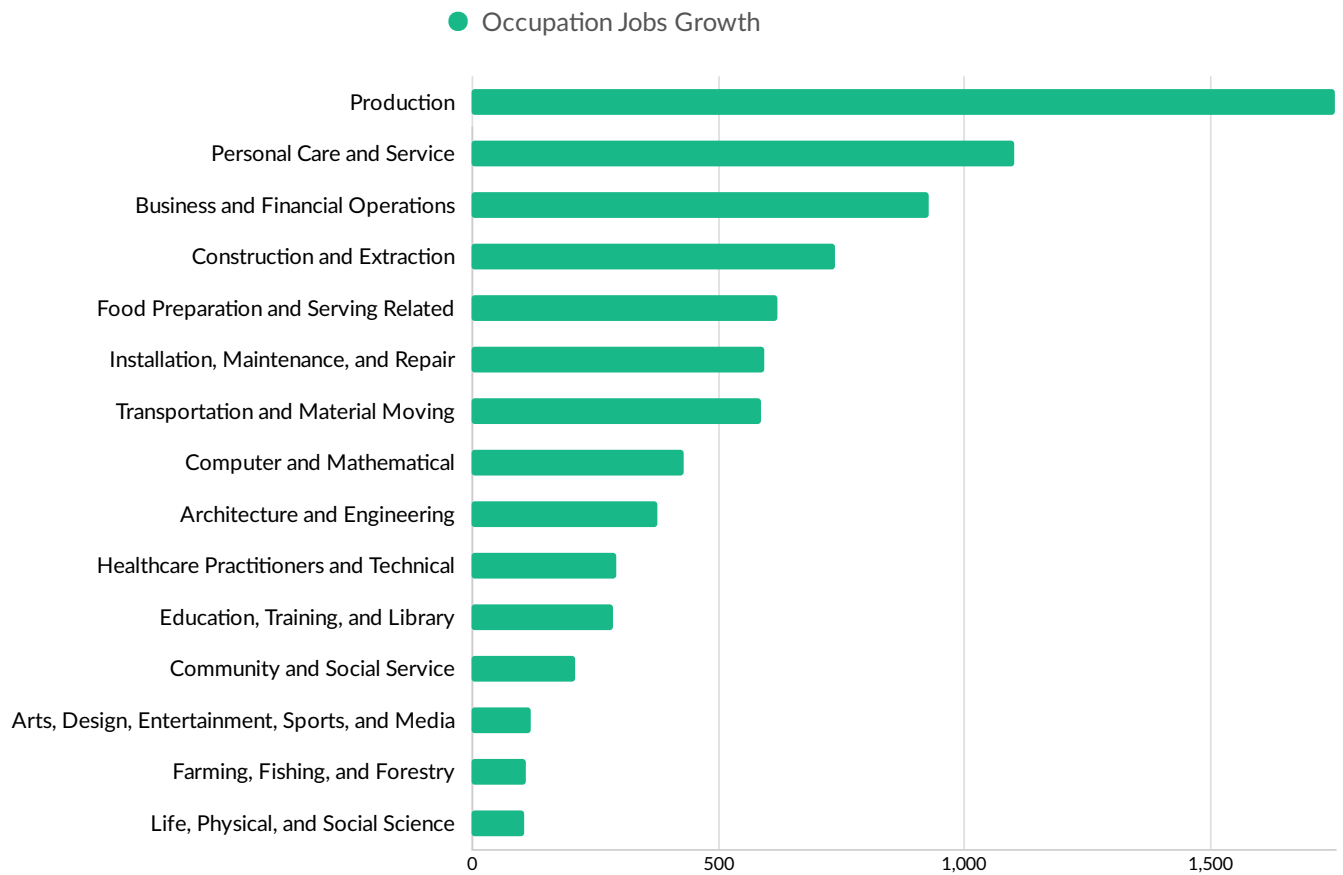
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

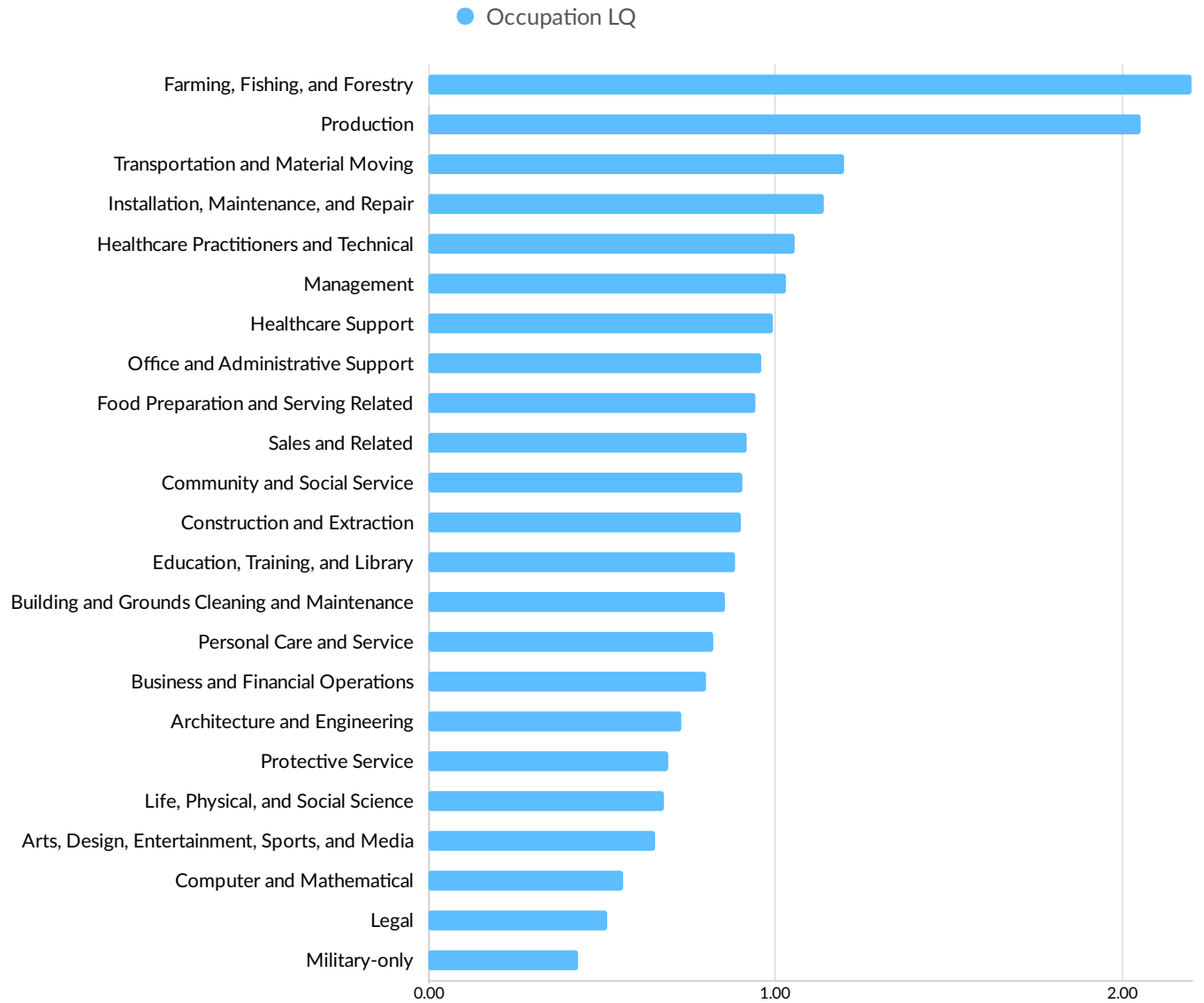
Largest Occupations



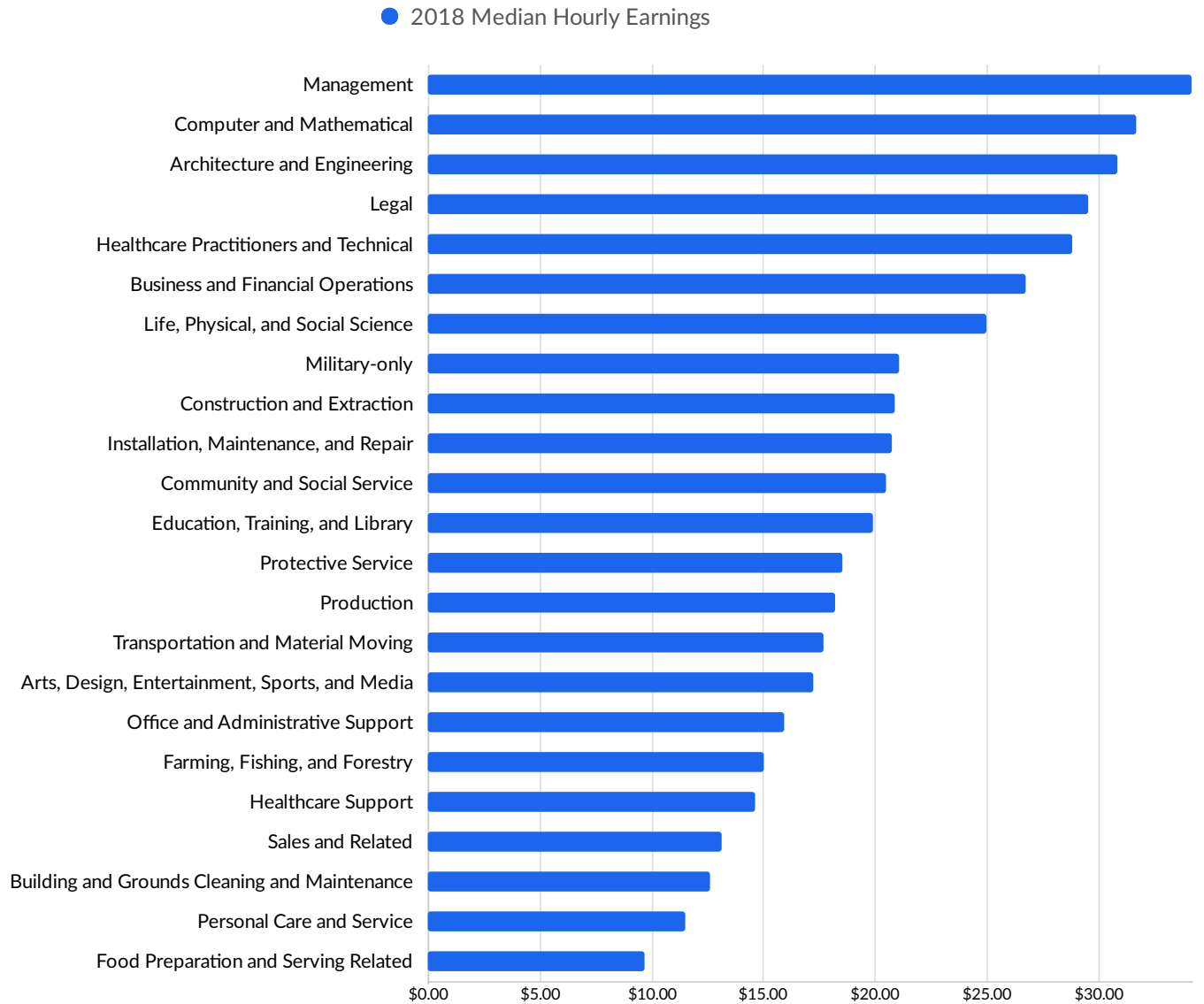
Top Growing Occupations



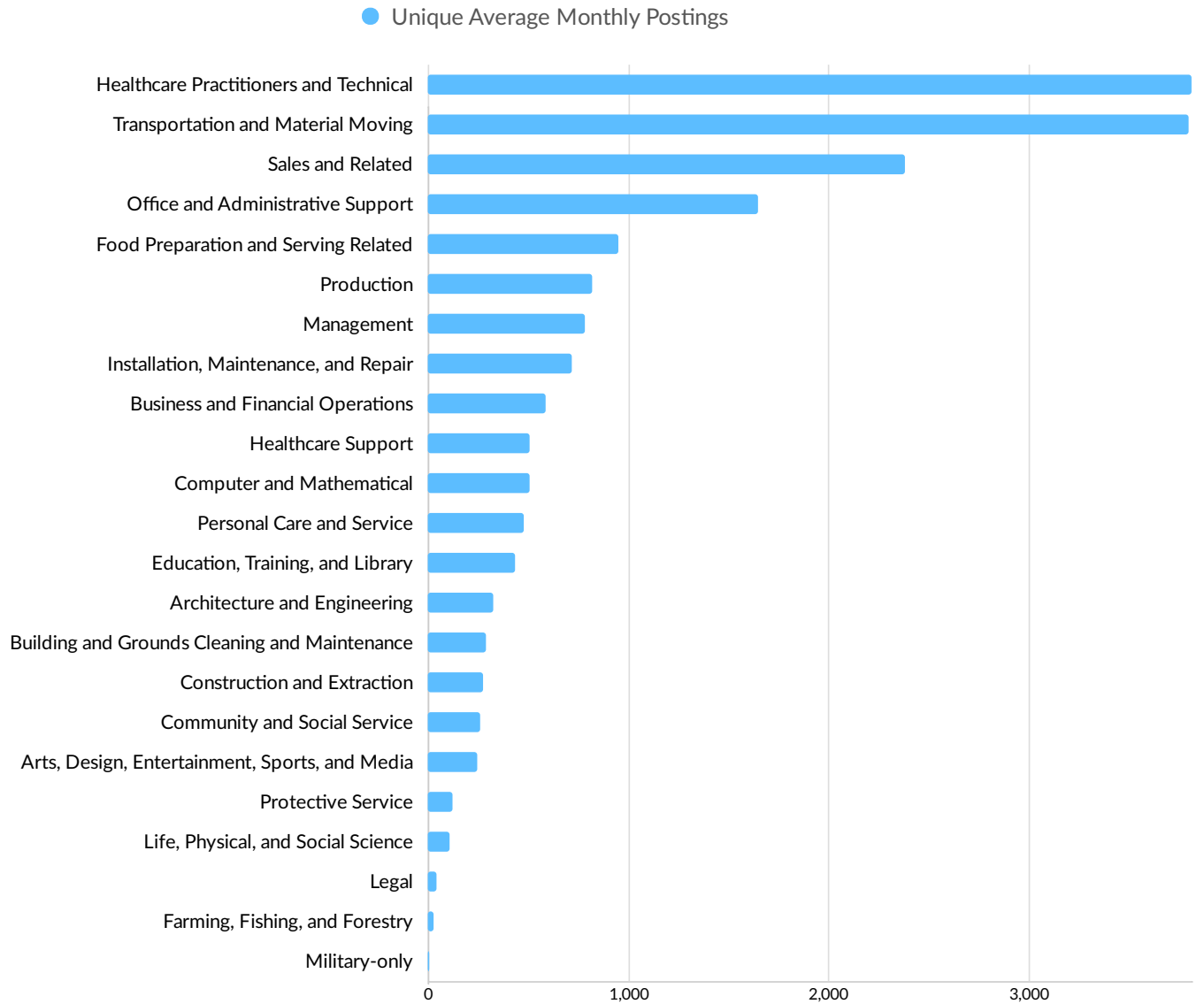
Top Occupation LQ



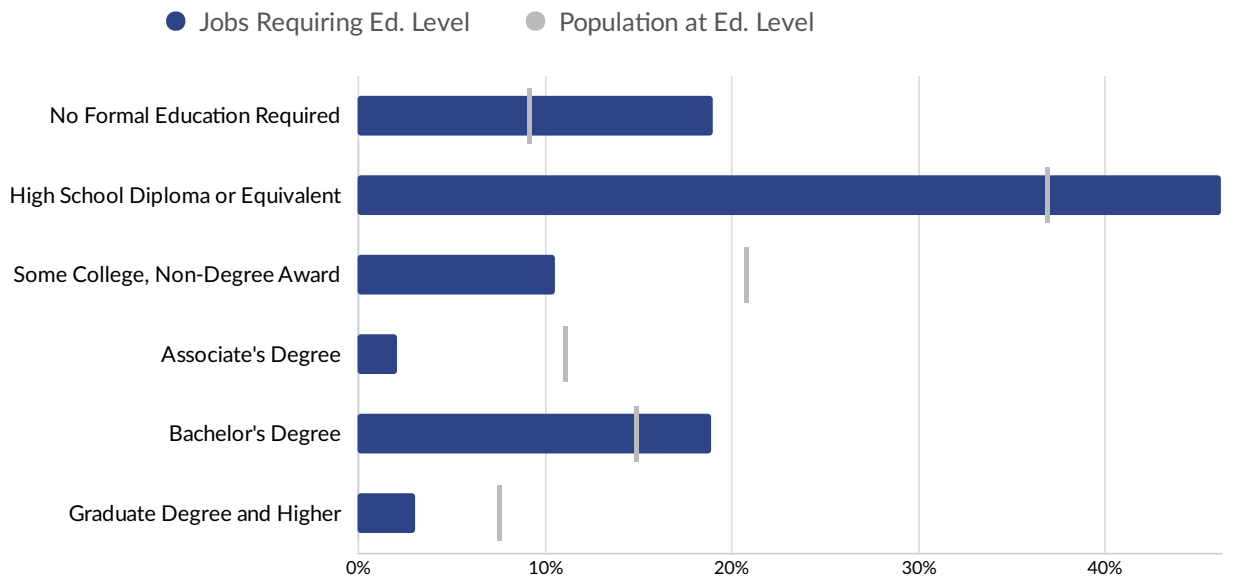
Top Occupation Earnings



Top Posted Occupations



Underemployment

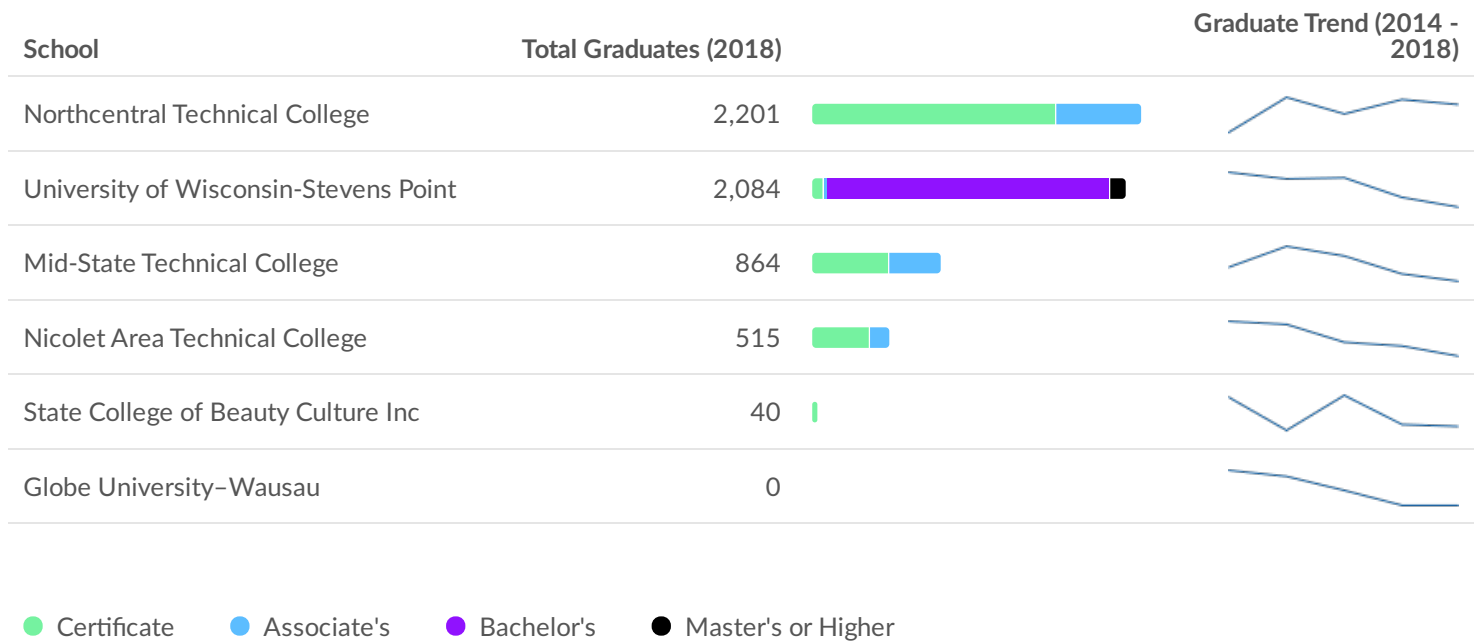


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Office and Administrative Support	32,276	31,231	-1,045	-3%	0.96	\$15.95	1,648
Production	25,515	27,269	1,754	+7%	2.06	\$18.22	819
Sales and Related	21,004	20,710	-294	-1%	0.92	\$13.18	2,379
Transportation and Material Moving	18,241	18,830	589	+3%	1.20	\$17.69	3,799
Food Preparation and Serving Related	17,306	17,929	623	+4%	0.95	\$9.73	952
Management	13,654	13,458	-196	-1%	1.03	\$34.18	786
Healthcare Practitioners and Technical	13,115	13,410	295	+2%	1.06	\$28.87	3,812
Education, Training, and Library	11,070	11,357	287	+3%	0.88	\$19.93	432
Installation, Maintenance, and Repair	9,541	10,137	596	+6%	1.14	\$20.78	717
Business and Financial Operations	8,696	9,625	929	+11%	0.80	\$26.74	590
Construction and Extraction	8,877	9,615	738	+8%	0.90	\$20.92	274
Personal Care and Service	7,207	8,310	1,103	+15%	0.82	\$11.53	481
Building and Grounds Cleaning and Maintenance	7,211	7,065	-146	-2%	0.86	\$12.61	289
Healthcare Support	6,397	6,078	-319	-5%	0.99	\$14.65	509
Farming, Fishing, and Forestry	3,634	3,743	109	+3%	2.20	\$15.05	27
Computer and Mathematical	3,299	3,731	432	+13%	0.56	\$31.70	507
Protective Service	3,611	3,506	-105	-3%	0.69	\$18.56	126
Community and Social Service	3,269	3,478	209	+6%	0.91	\$20.51	264

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Architecture and Engineering	2,415	2,793	378	+16%	0.73	\$30.88	330
Arts, Design, Entertainment, Sports, and Media	2,590	2,710	120	+5%	0.66	\$17.23	246
Life, Physical, and Social Science	1,151	1,258	107	+9%	0.68	\$24.99	108
Legal	981	973	-8	-1%	0.52	\$29.57	43
Military-only	619	564	-55	-9%	0.43	\$21.08	8

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".



In-Demand Skills

