



# 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.

**228,305**

**Total Regional Employment**

Jobs **grew by 5,955** over the last 5 years and are projected to **grow by 5,812** over the next 5 years.

**\$54.3K**

**Avg. Earnings Per Job (2019)**

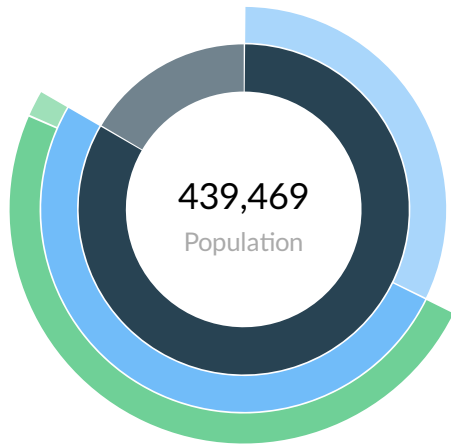
Regional average earnings per job are **\$14.8K below** the national average earnings of \$69.1K per job.

## 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 222,350 to **228,305**. This change **fell short of the national growth rate of 7.9% by 5.2%**. As the number of jobs increased, the **labor force participation rate decreased from 61.7% to 61.4% 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), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	439,469	224,862	228,305	99.4	\$22.63B	\$29.66B	\$28.40B
Wisconsin	5,829,343	3,089,956	3,180,026	100.0	\$339.02B	\$308.87B	\$336.99B

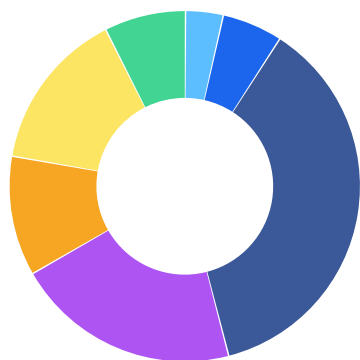
## 2019 Labor Force Breakdown



	Population
● Total Working Age Population	366,315
● Not in Labor Force (15+)	141,453
● Labor Force	224,862
● Employed	216,630
● Unemployed	8,232
● 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).

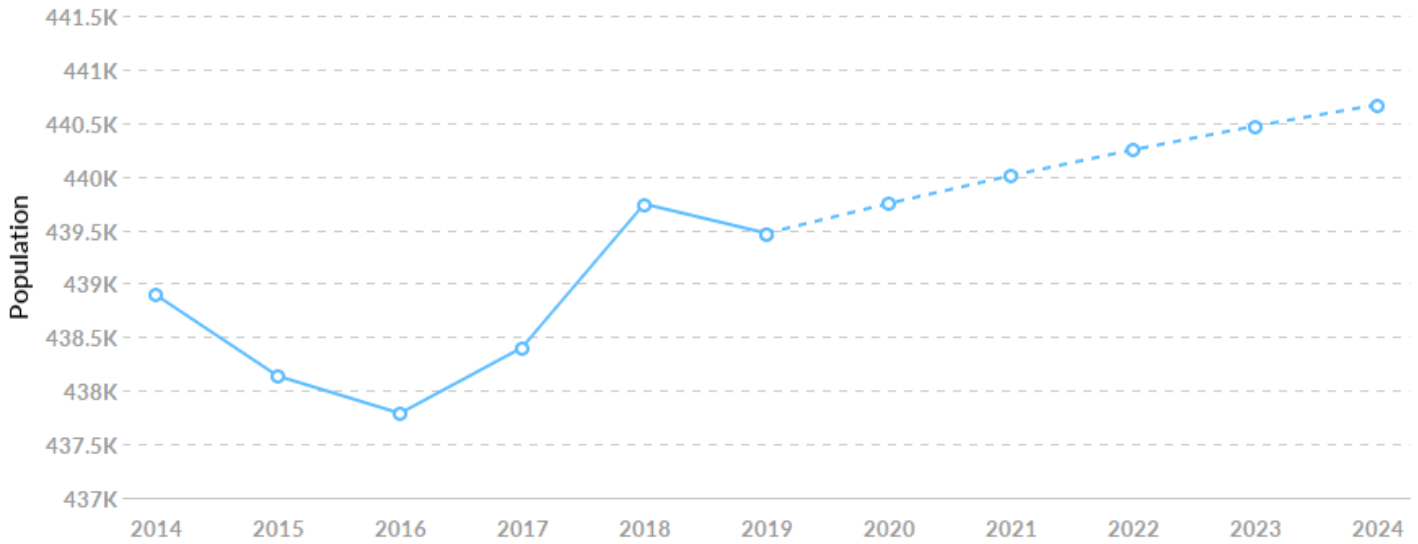


	% of Population	Population
● Less Than 9th Grade	3.5%	10,894
● 9th Grade to 12th Grade	5.6%	17,538
● High School Diploma	36.8%	115,816
● Some College	20.7%	65,187
● Associate's Degree	11.0%	34,726
● Bachelor's Degree	14.8%	46,562
● Graduate Degree and Higher	7.5%	23,595

# Historic & Projected Trends

## Population Trends

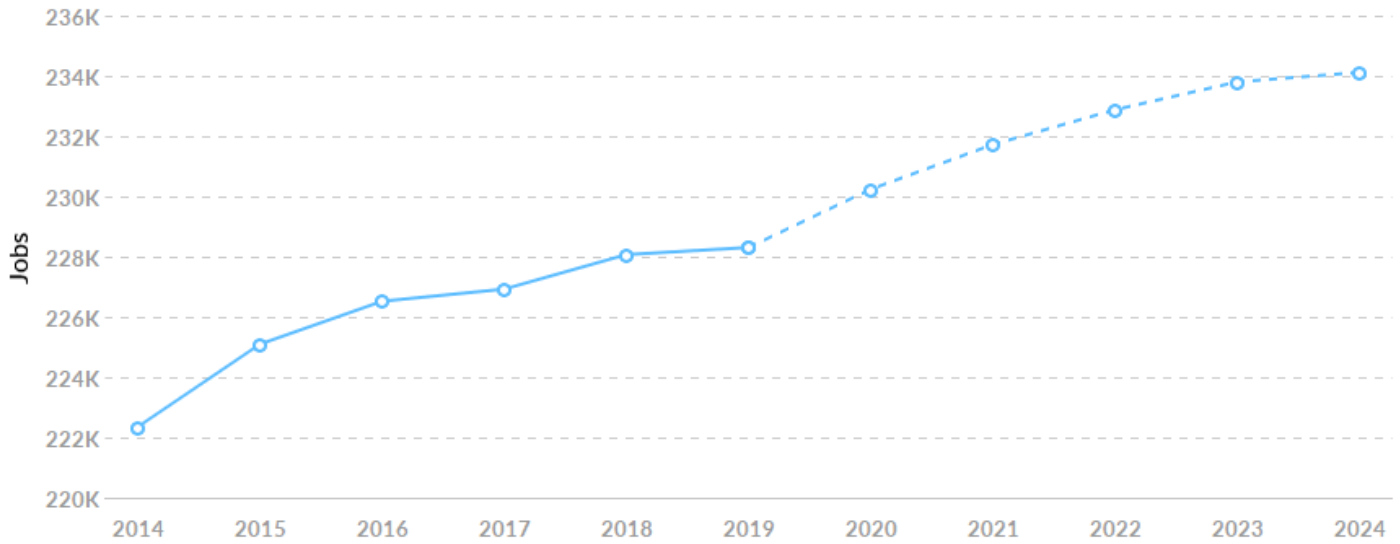
As of 2019 the region's population **increased by 0.1%** since 2014, growing by 576. Population is expected to **increase by 0.3%** between 2019 and 2024, adding 1,200.



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

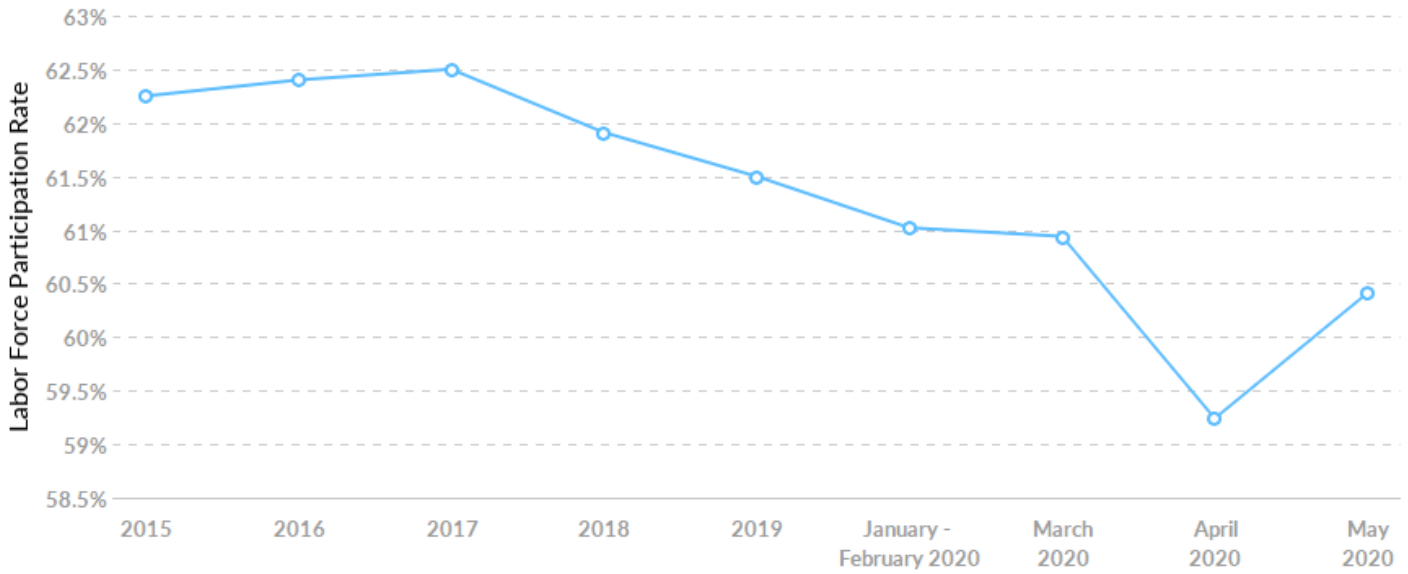
## Job Trends

From 2014 to 2019, jobs increased by 2.7% in NCWRPC from 222,350 to 228,305. This change fell short of the national growth rate of 7.9% by 5.2%.



Timeframe	Jobs
2014	222,350
2015	225,094
2016	226,520
2017	226,923
2018	228,069
2019	228,305
2020	230,238
2021	231,721
2022	232,877
2023	233,801
2024	234,117

## Labor Force Participation Rate Trends

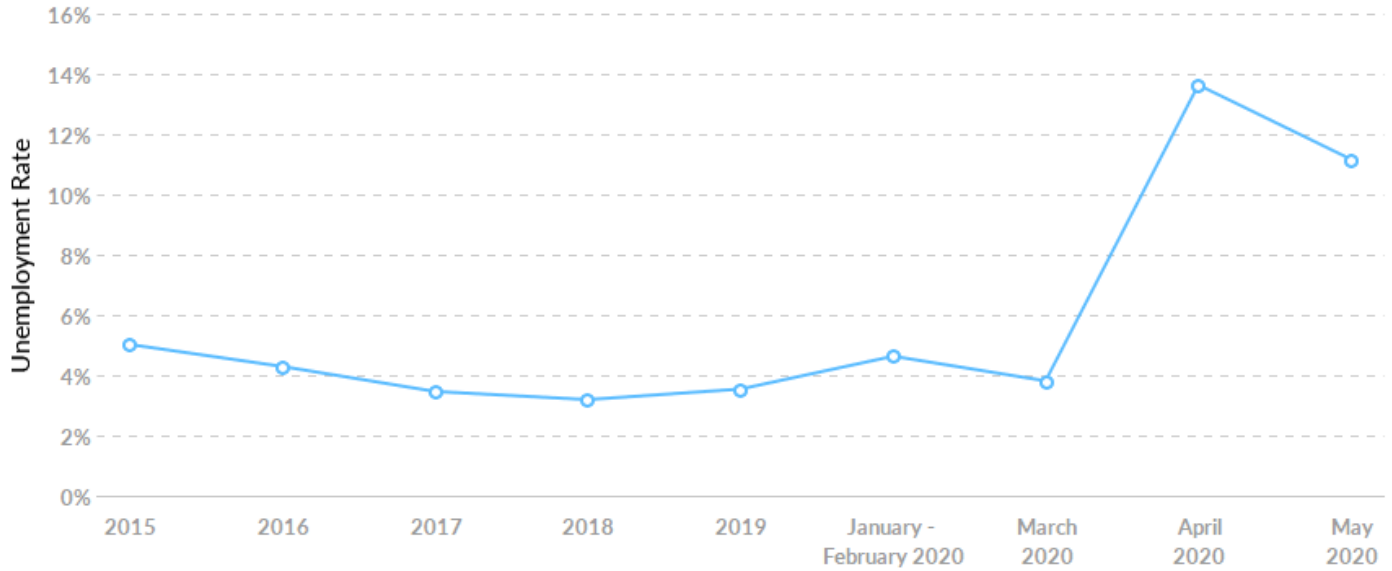


Timeframe	Labor Force Participation Rate
2015	62.25%
2016	62.40%
2017	62.50%
2018	61.91%
2019	61.50%
January - February 2020	61.02%
March 2020	60.94%
April 2020	59.24%
May 2020	60.41%



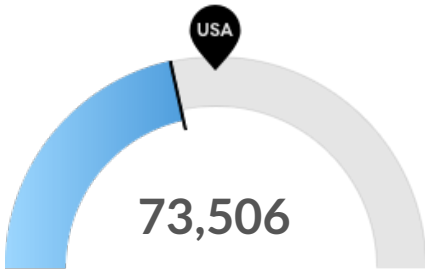
## Unemployment Rate Trends

Your areas had a May 2020 unemployment rate of 11.16%, increasing from 5.02% 5 years before.



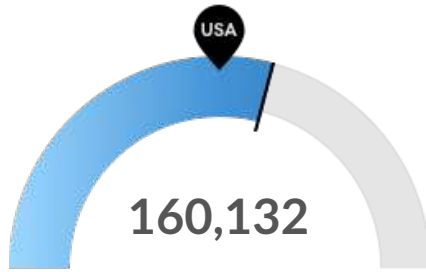
Timeframe	Unemployment Rate
2015	5.02%
2016	4.29%
2017	3.46%
2018	3.19%
2019	3.54%
January - February 2020	4.63%
March 2020	3.81%
April 2020	13.63%
May 2020	11.16%

## Population Characteristics



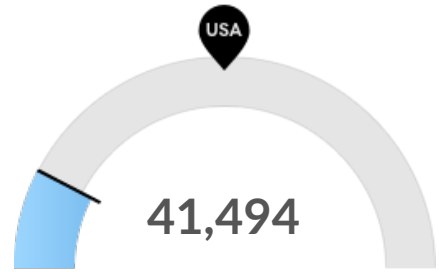
**Millennials**

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



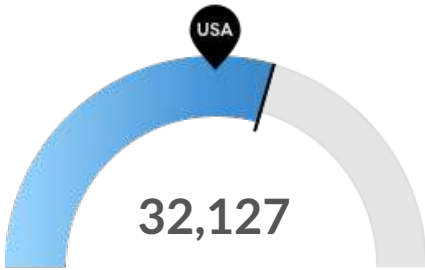
**Retiring Soon**

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.



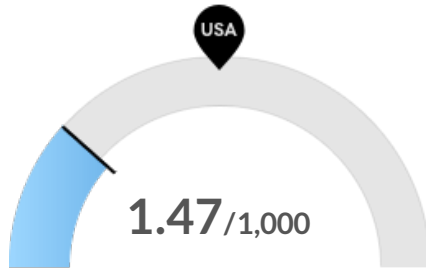
**Racial Diversity**

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.



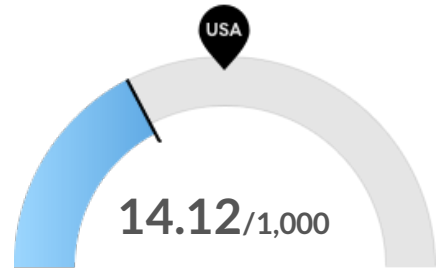
**Veterans**

Your area has 32,127 veterans. The national average for an area this size is 25,015.



**Violent Crime**

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

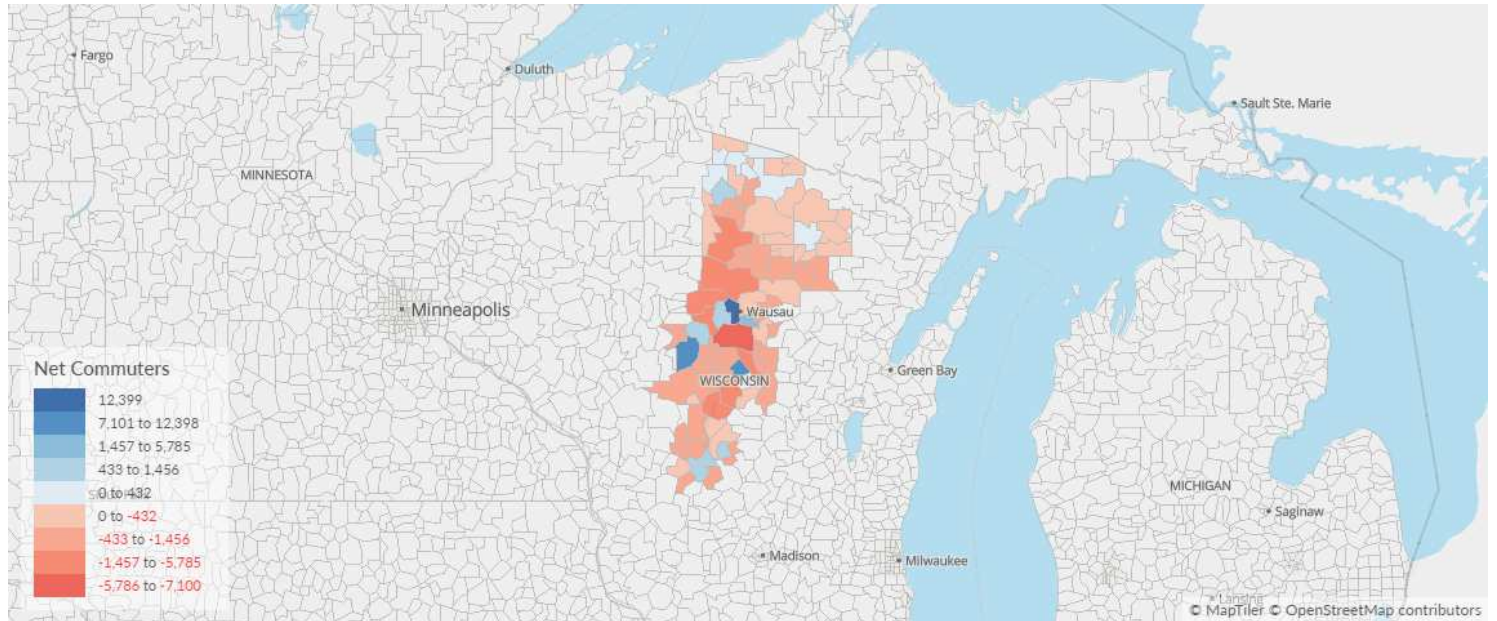


**Property Crime**

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

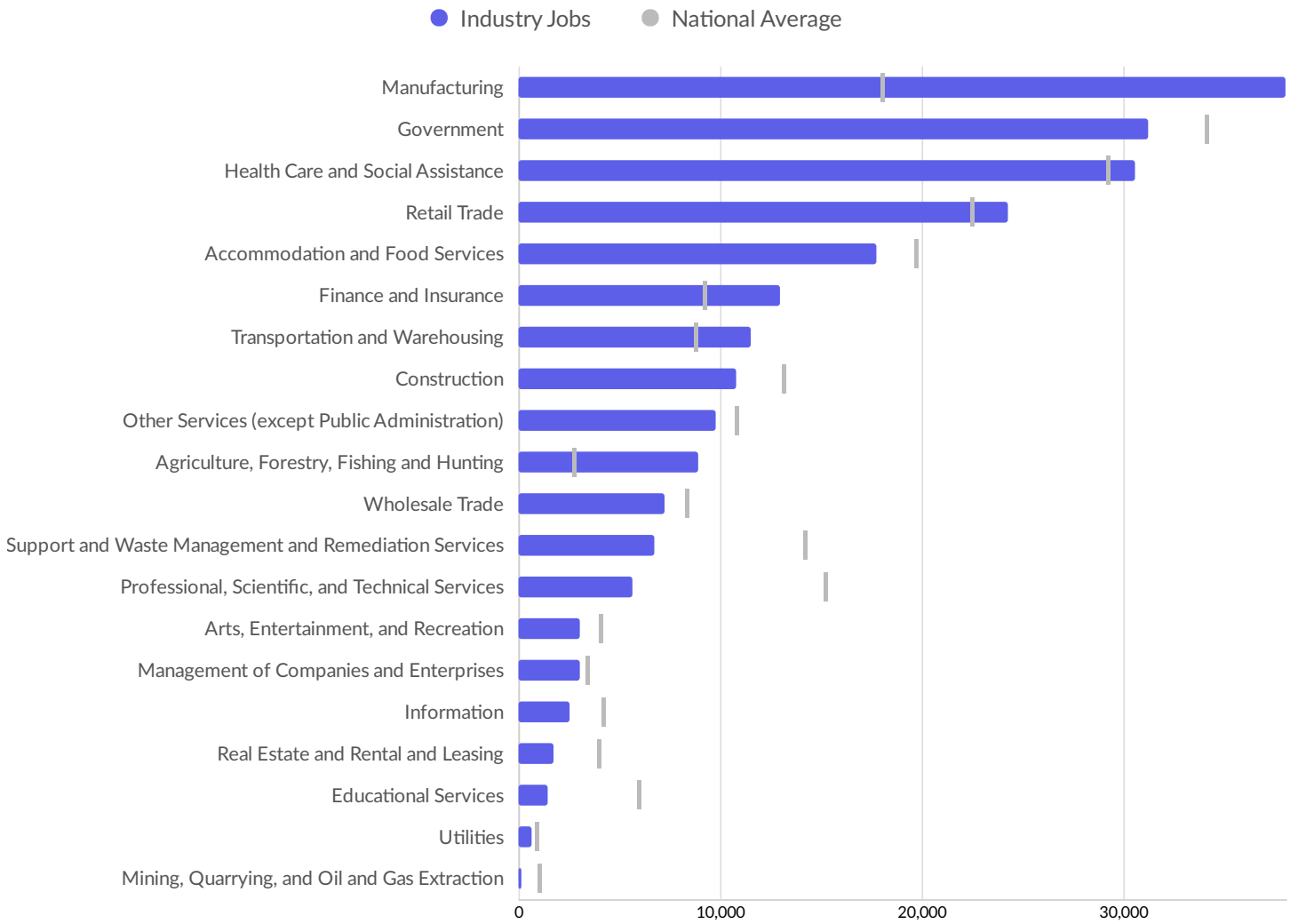
ZIP	Name	2019 Employment
54401	Wausau, WI (in Marath...	29,588
54481	Stevens Point, WI (in Po...	23,233
54449	Marshfield, WI (in Woo...	21,050
54476	Schofield, WI (in Marath...	13,915
54494	Wisconsin Rapids, WI (i...	11,726

### Where Talent Lives

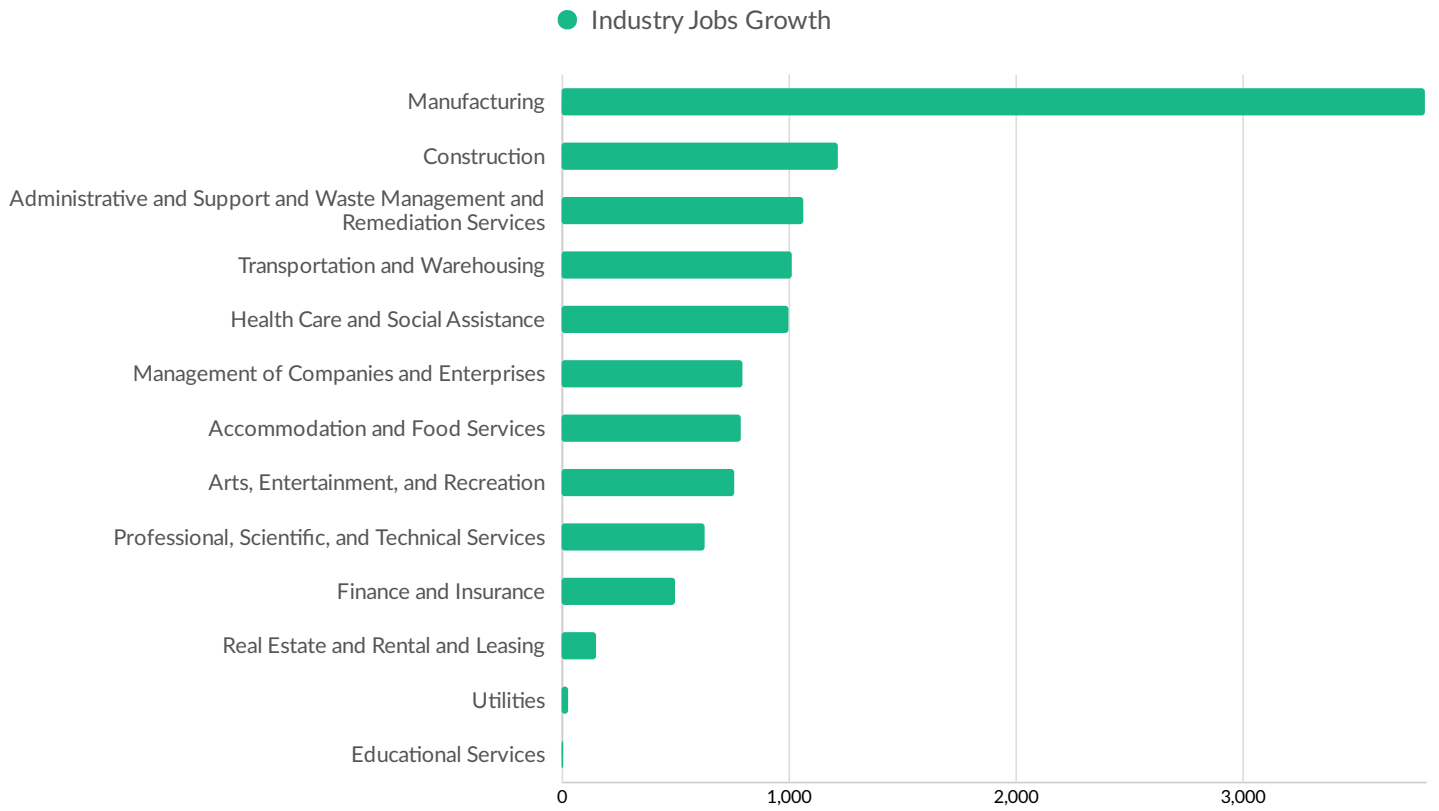
ZIP	Name	2019 Workers
54401	Wausau, WI (in Marath...	17,189
54481	Stevens Point, WI (in Po...	15,345
54449	Marshfield, WI (in Woo...	13,949
54494	Wisconsin Rapids, WI (i...	13,396
54476	Schofield, WI (in Marath...	11,649

# Industry Characteristics

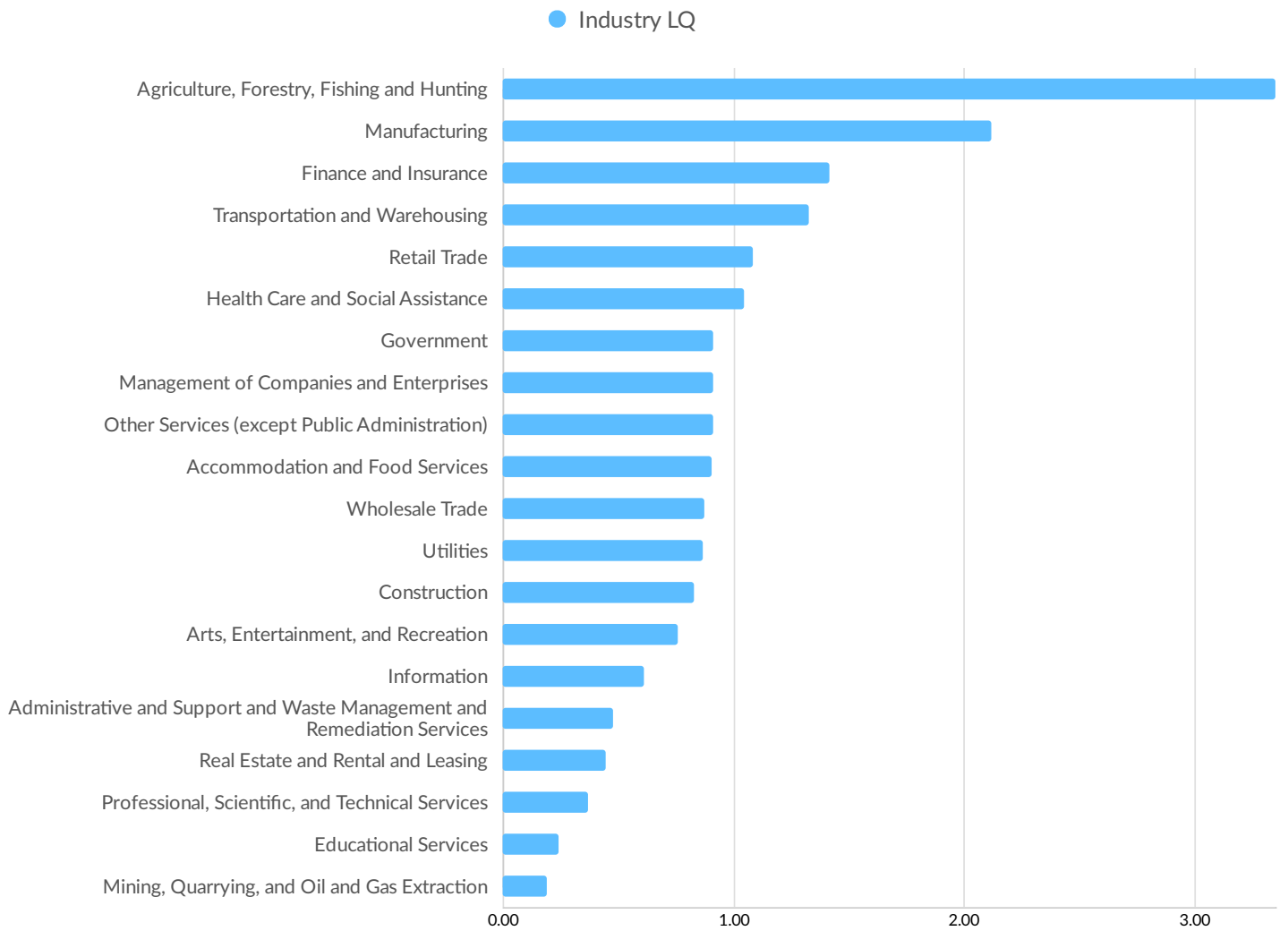
## Largest Industries



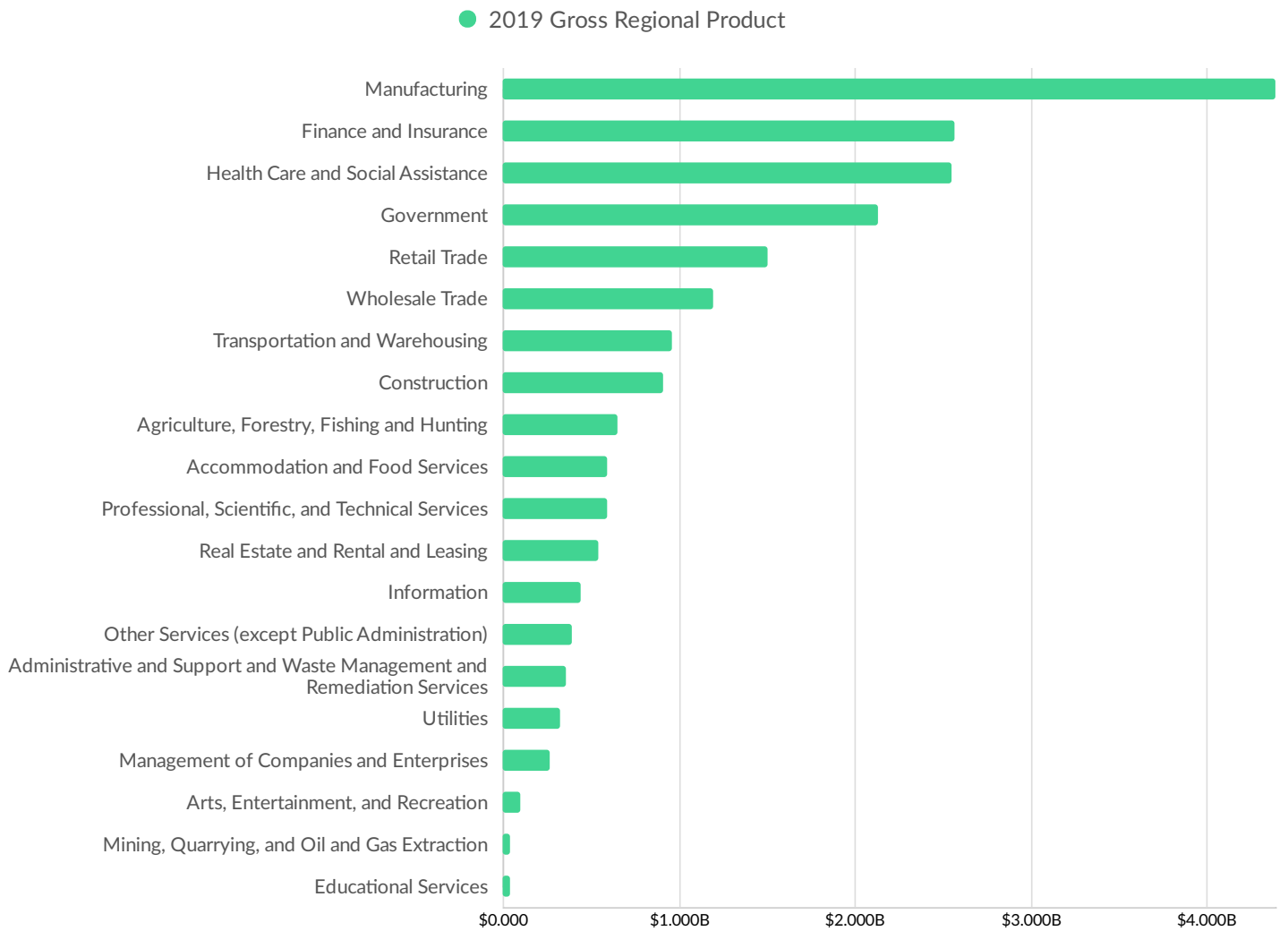
## Top Growing Industries



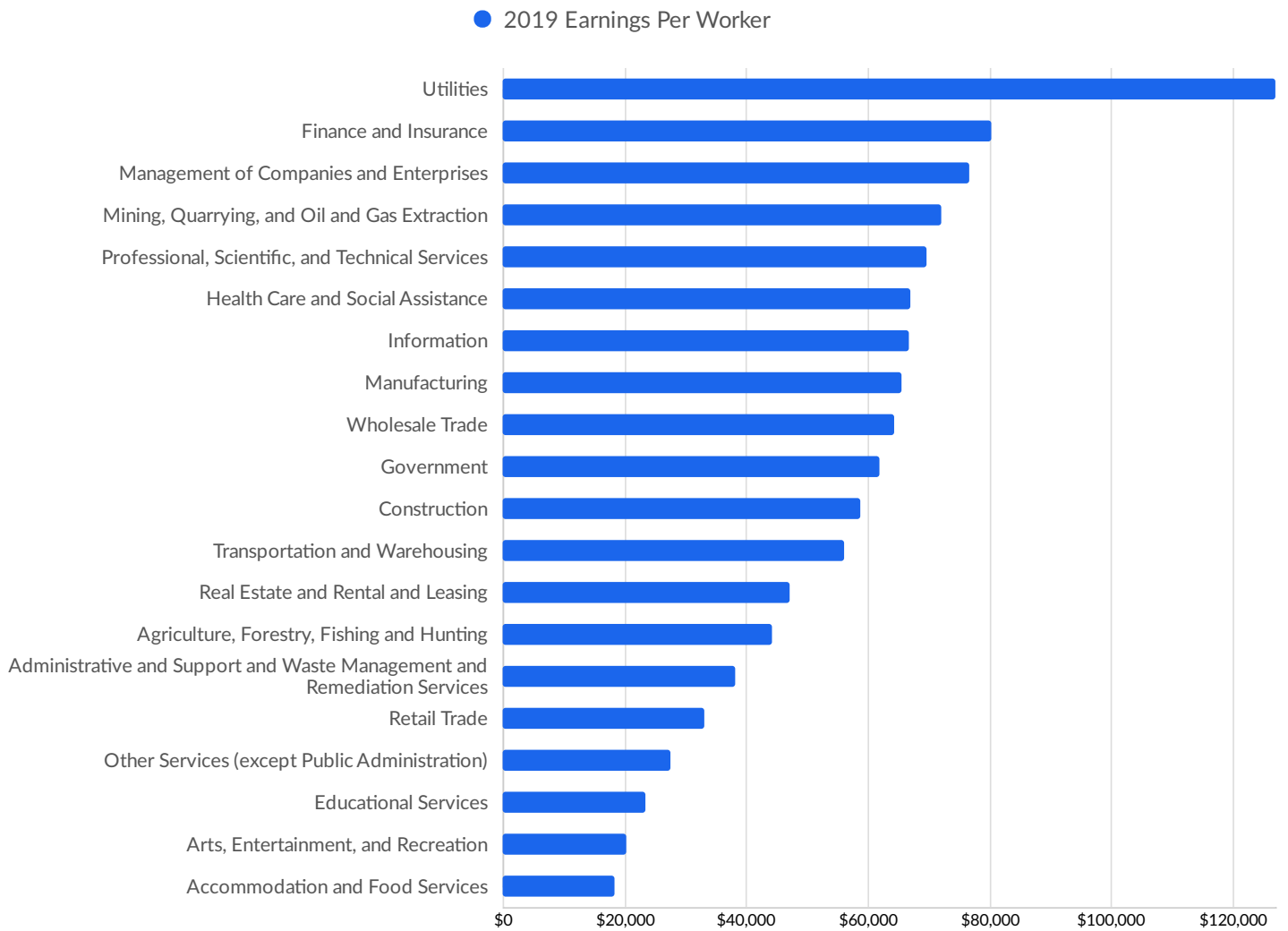
## Top Industry LQ



## Top Industry GRP

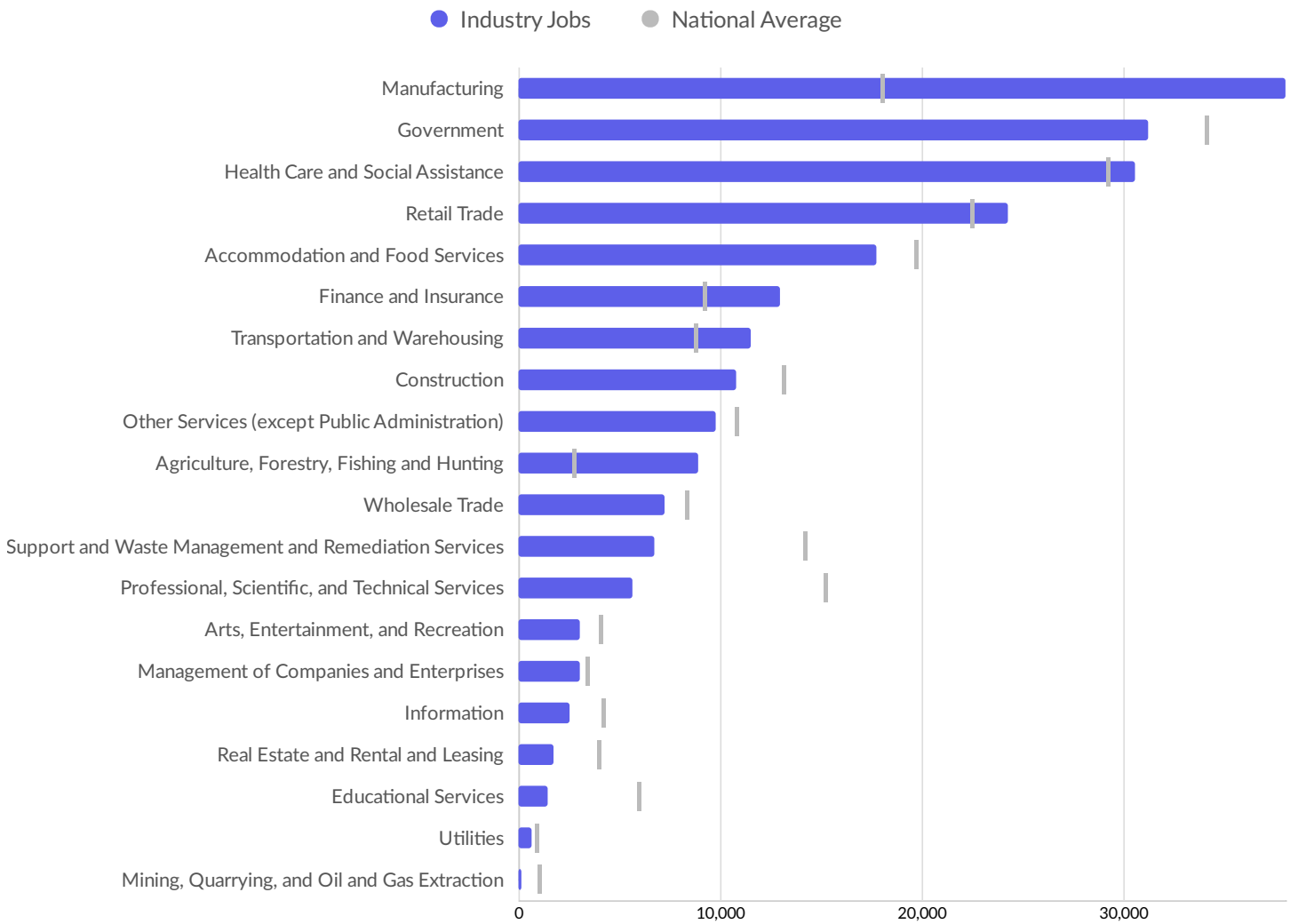


## Top Industry Earnings





## Largest Industries



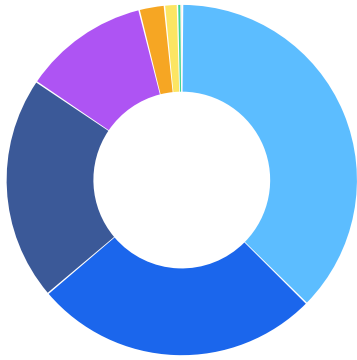
## Business Characteristics

### 27,078 Companies Employ Your Workers

Online profiles for your workers mention 27,078 companies as employers, with the top 10 appearing below. In the last 12 months, 4,679 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,823 	Marshfield Clinic	3,119 
Aspirus Wausau Hospital, Inc.	1,669 	Platinum Supplemental Insuranc...	2,160 
Sentry Insurance	1,023 	Roehl Transport, Inc.	1,875 
University of Wisconsin Stevens...	879 	Aspirus Wausau Hospital, Inc.	1,719 
Ministry Health Care, Inc.	847 	HealthCare Employment Netwo...	1,204 
State of Wisconsin	661 	CRST International, Inc.	967 
Greenheck Fan Corporation	607 	Ascension	867 
Wal-Mart, Inc.	510 	CompHealth, Inc.	740 
Liberty Mutual Insurance Comp...	493 	Remedy Intelligent Staffing	695 
Wausau School District	472 	U.S. Xpress, Inc.	620 

## Business Size

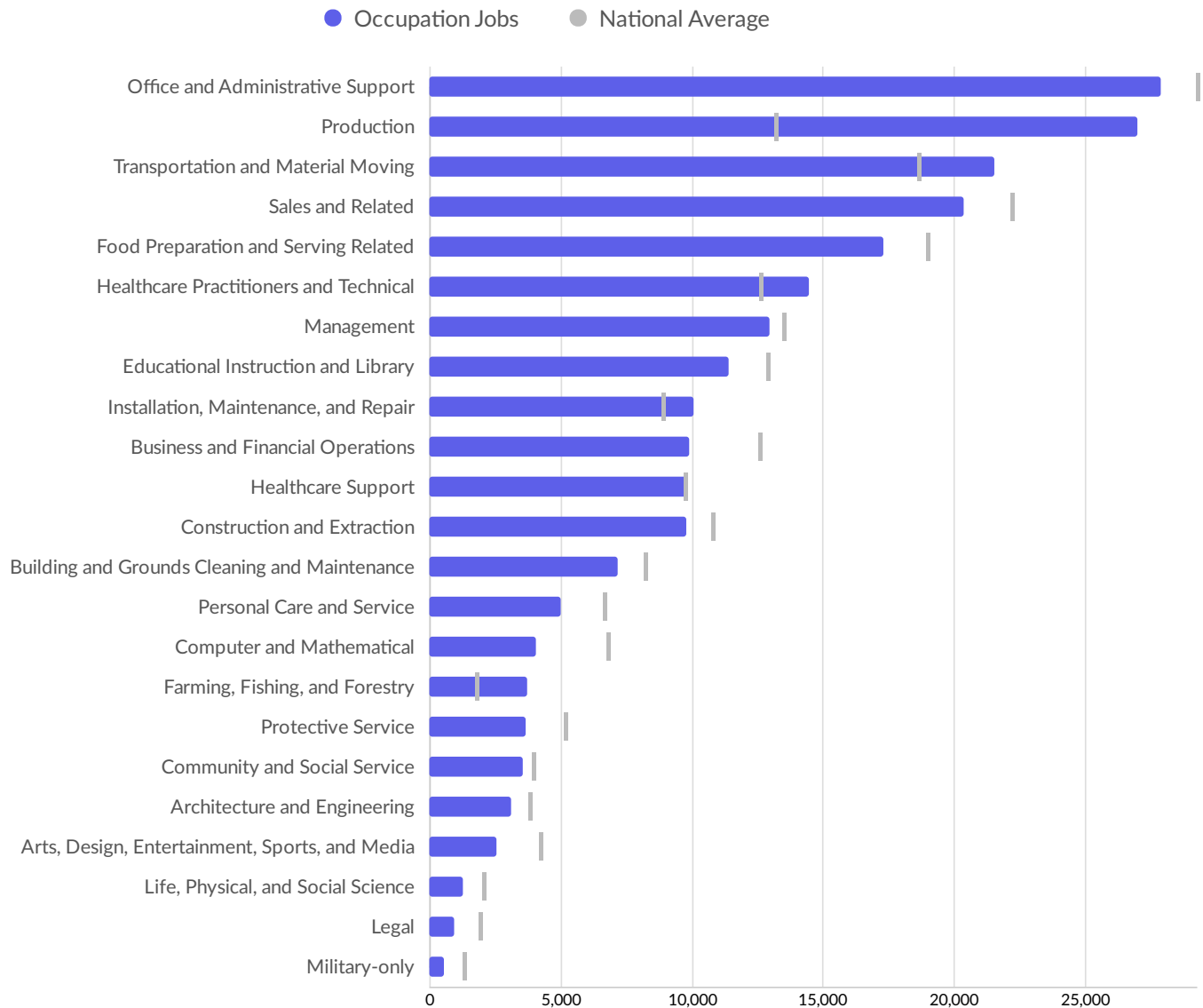


	Percentage	Business Count
1 to 4 employees	37.3%	7,394
5 to 9 employees	26.4%	5,229
10 to 19 employees	20.7%	4,091
20 to 49 employees	11.6%	2,301
50 to 99 employees	2.3%	463
100 to 249 employees	1.2%	235
250 to 499 employees	0.3%	66
500+ employees	0.1%	26

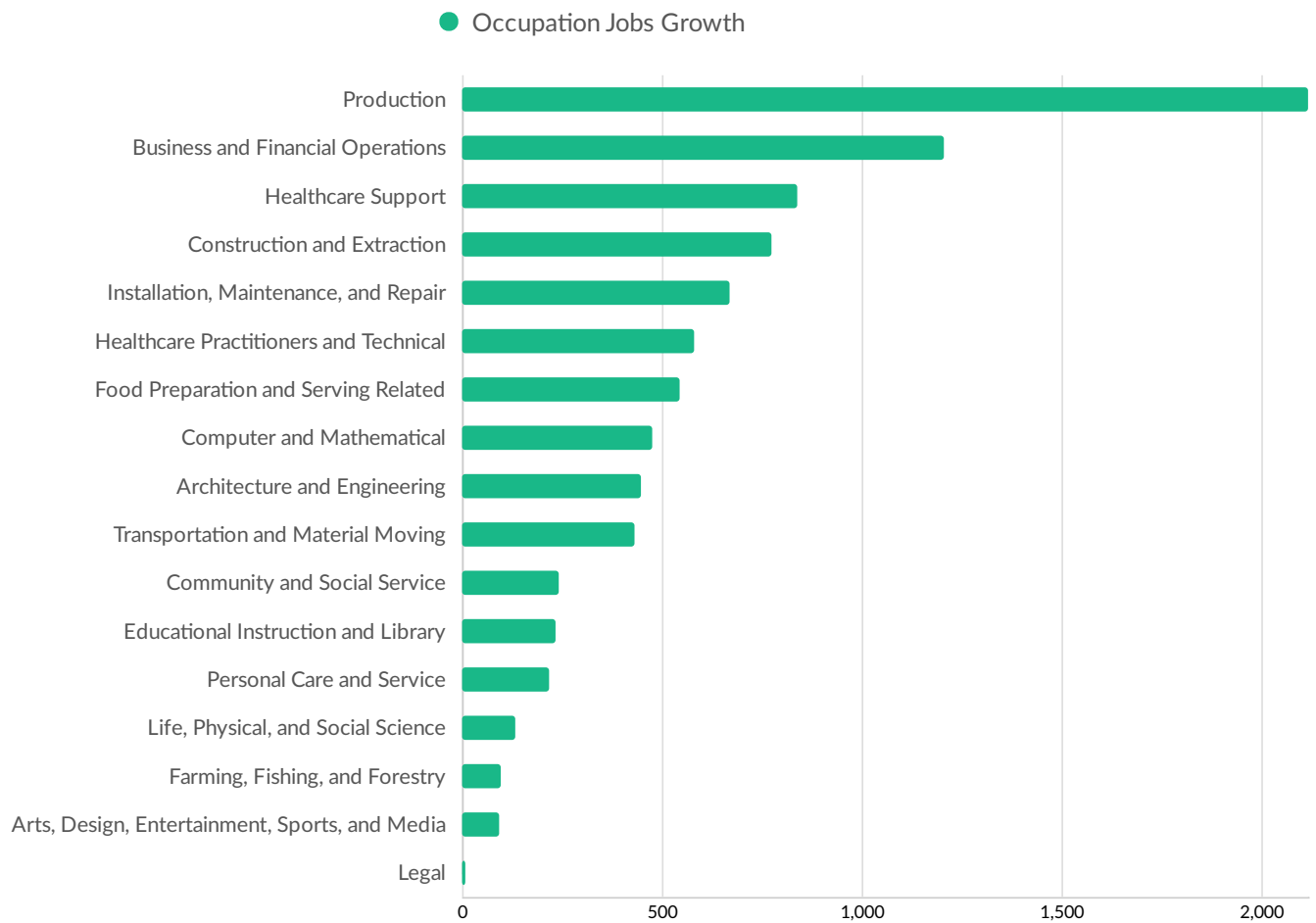
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

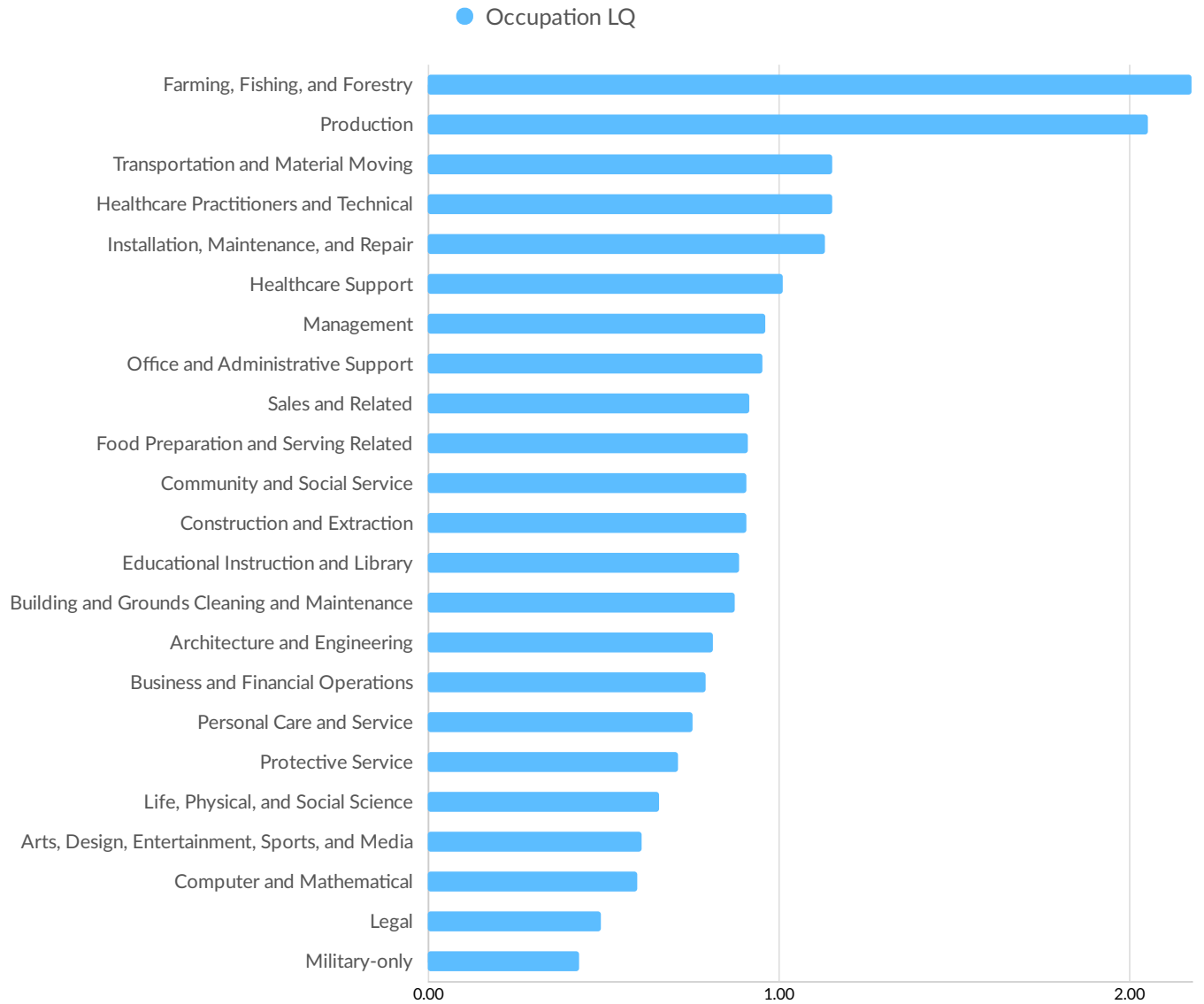
## Largest Occupations



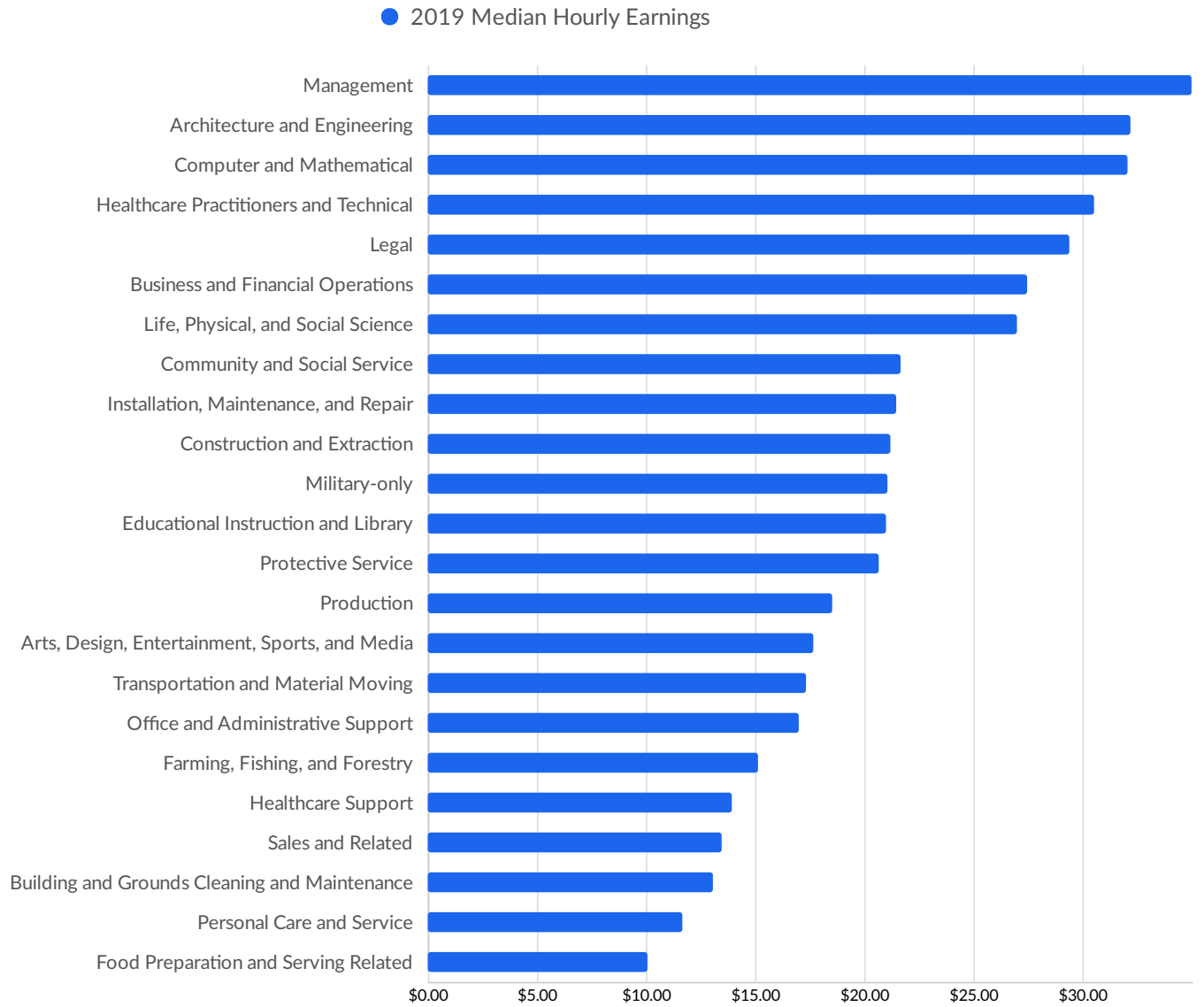
## Top Growing Occupations



## Top Occupation LQ



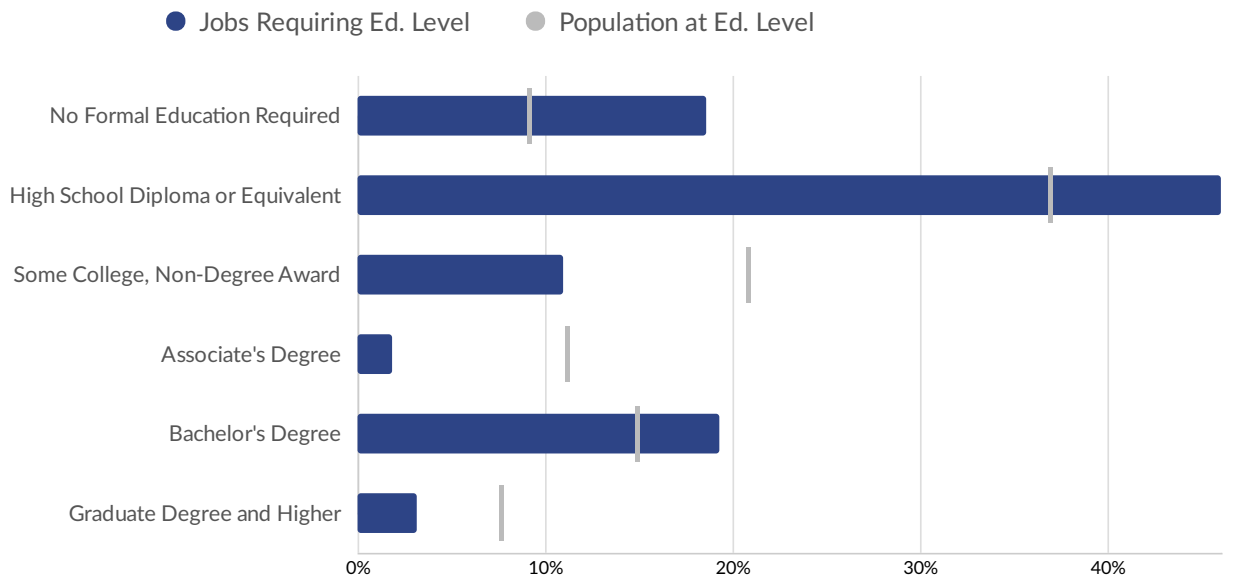
## Top Occupation Earnings



## Top Posted Occupations

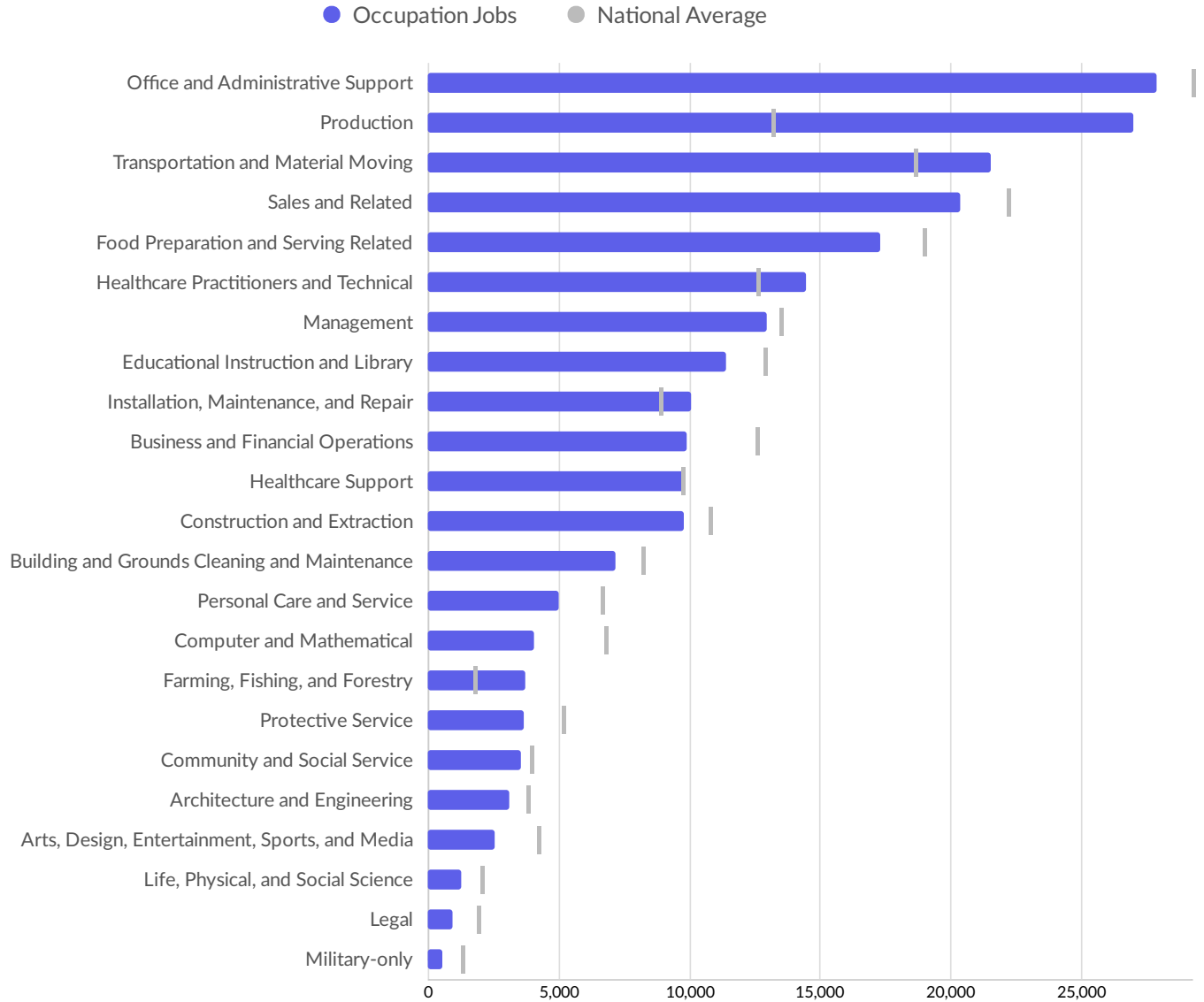
● Unique Average Monthly Postings

## Underemployment





## Largest Occupations



## Educational Pipeline

In 2019, there were 6,001 graduates in NCWRPC. This pipeline has shrunk by 8% 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 (2019)	Graduate Trend (2015 - 2019)
University of Wisconsin-Stevens Point	2,351	
Northcentral Technical College	2,261	
Mid-State Technical College	834	
Nicolet Area Technical College	518	
State College of Beauty Culture Inc	37	
Globe University-Wausau	0	

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

## In-Demand Skills

