



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

440,000

Population (2020)

Population **grew by 1,815** over the last 5 years and is projected to **grow by 1,254** over the next 5 years.

227,348

Total Regional Employment

Jobs **grew by 2,993** over the last 5 years and are projected to **grow by 4,509** over the next 5 years.

\$55.0K

Avg. Earnings Per Job (2020)

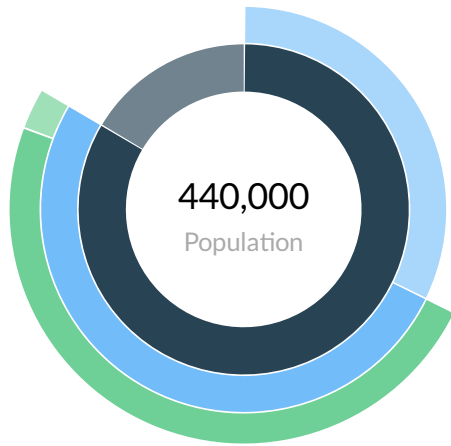
Regional average earnings per job are **\$14.6K below** the national average earnings of \$69.6K per job.

Takeaways

- As of 2020 the region's population **increased by 0.4%** since 2015, growing by 1,815. Population is expected to **increase by 0.3%** between 2020 and 2025, adding 1,254.
- From 2015 to 2020, jobs **increased by 1.3%** in NCWRPC from 224,355 to **227,348**. This change **fell short of the national growth rate of 6.2% by 4.9%**. As the number of jobs increased, the **labor force participation rate decreased from 61.9% to 61.4% between 2015 and 2020**.
- Concerning educational attainment, **15.0% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **11.3% hold an Associate's Degree** (3.1% above the national average).
- The top three industries in 2020 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	440,000	225,585	227,348	99.4	\$22.76B	\$29.92B	\$28.79B
NCWRPC	440,000	225,585	227,348	99.4	\$22.76B	\$29.92B	\$28.79B
State	5,838,034	3,062,770	3,184,256	100.0	\$339.97B	\$308.33B	\$336.99B

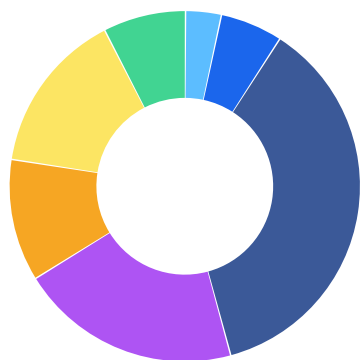
2020 Labor Force Breakdown



	Population
● Total Working Age Population	367,177
● Not in Labor Force (15+)	141,592
● Labor Force	225,585
● Employed	213,000
● Unemployed	12,585
● Under 15	72,823

Educational Attainment

Concerning educational attainment, **15.0% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **11.3% hold an Associate's Degree** (3.1% above the national average).

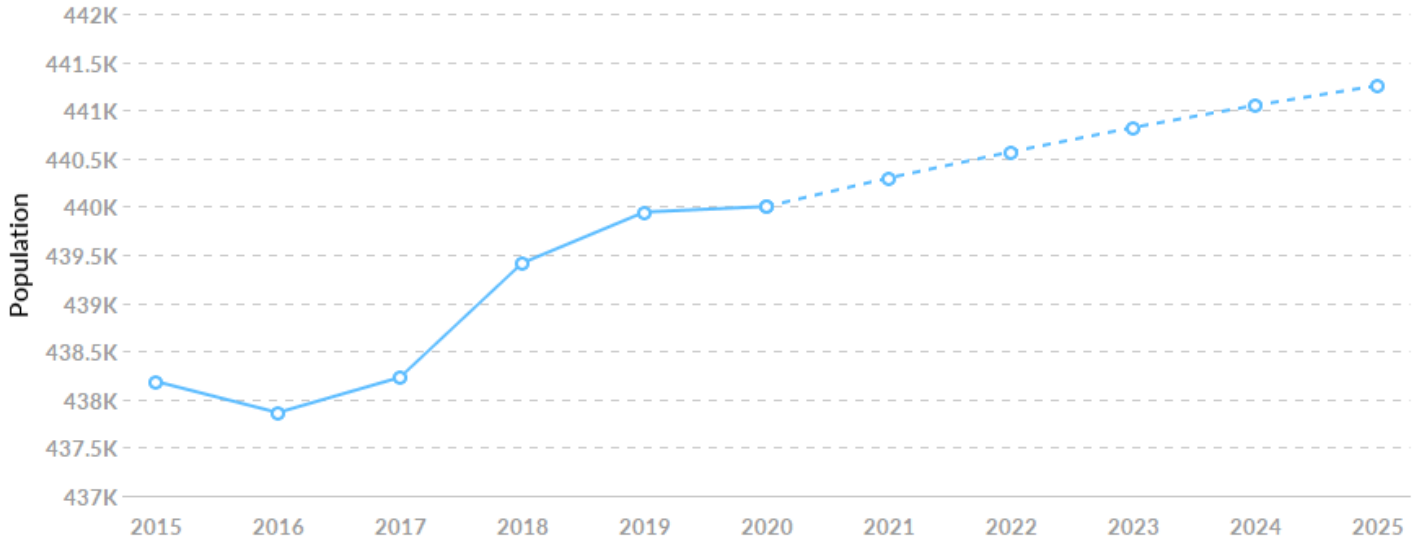


	% of Population	Population
● Less Than 9th Grade	3.3%	10,400
● 9th Grade to 12th Grade	5.8%	18,180
● High School Diploma	36.7%	115,791
● Some College	20.4%	64,493
● Associate's Degree	11.3%	35,583
● Bachelor's Degree	15.0%	47,386
● Graduate Degree and Higher	7.6%	24,067

Historic & Projected Trends

Population Trends

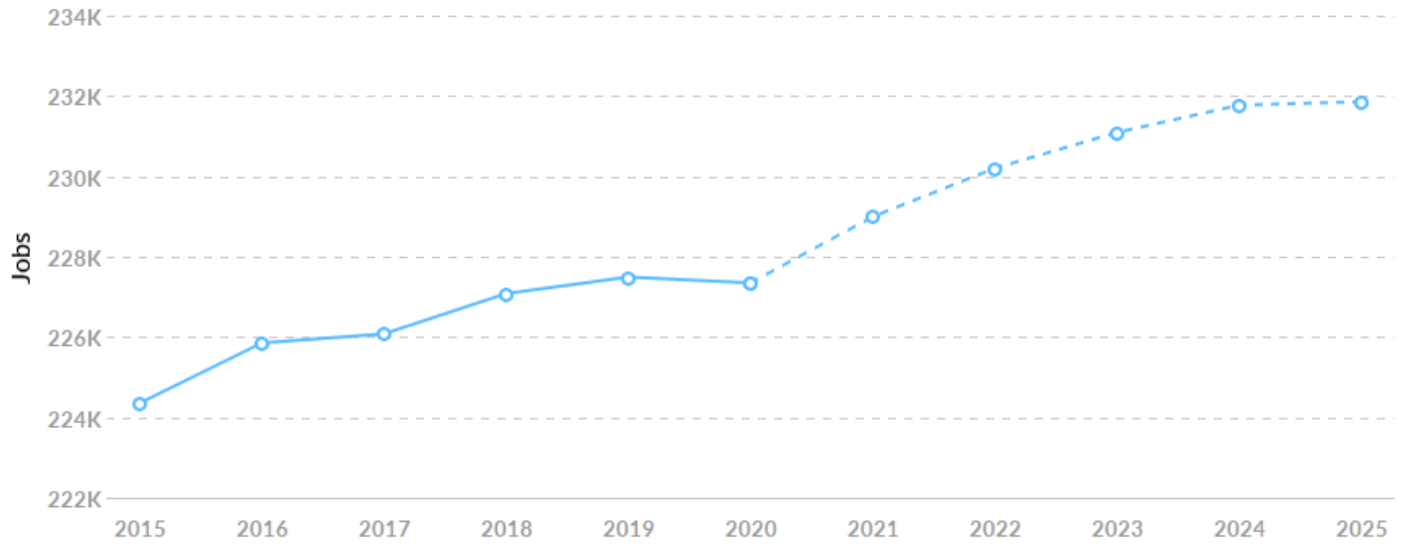
As of 2020 the region's population **increased by 0.4%** since 2015, growing by 1,815. Population is expected to **increase by 0.3%** between 2020 and 2025, adding 1,254.



Timeframe	Population
2015	438,186
2016	437,862
2017	438,228
2018	439,413
2019	439,942
2020	440,000
2021	440,296
2022	440,567
2023	440,819
2024	441,049
2025	441,254

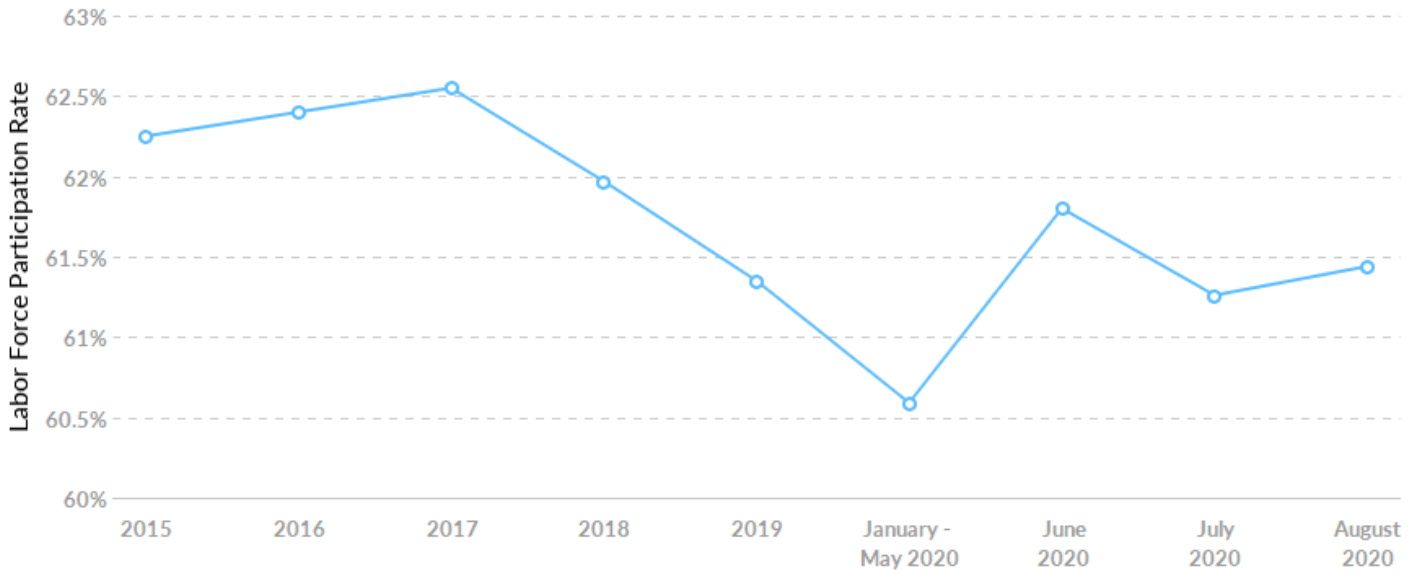
Job Trends

From 2015 to 2020, jobs increased by 1.3% in NCWRPC from 224,355 to 227,348. This change fell short of the national growth rate of 6.2% by 4.9%.



Timeframe	Jobs
2015	224,355
2016	225,852
2017	226,079
2018	227,083
2019	227,493
2020	227,348
2021	228,994
2022	230,202
2023	231,093
2024	231,773
2025	231,857

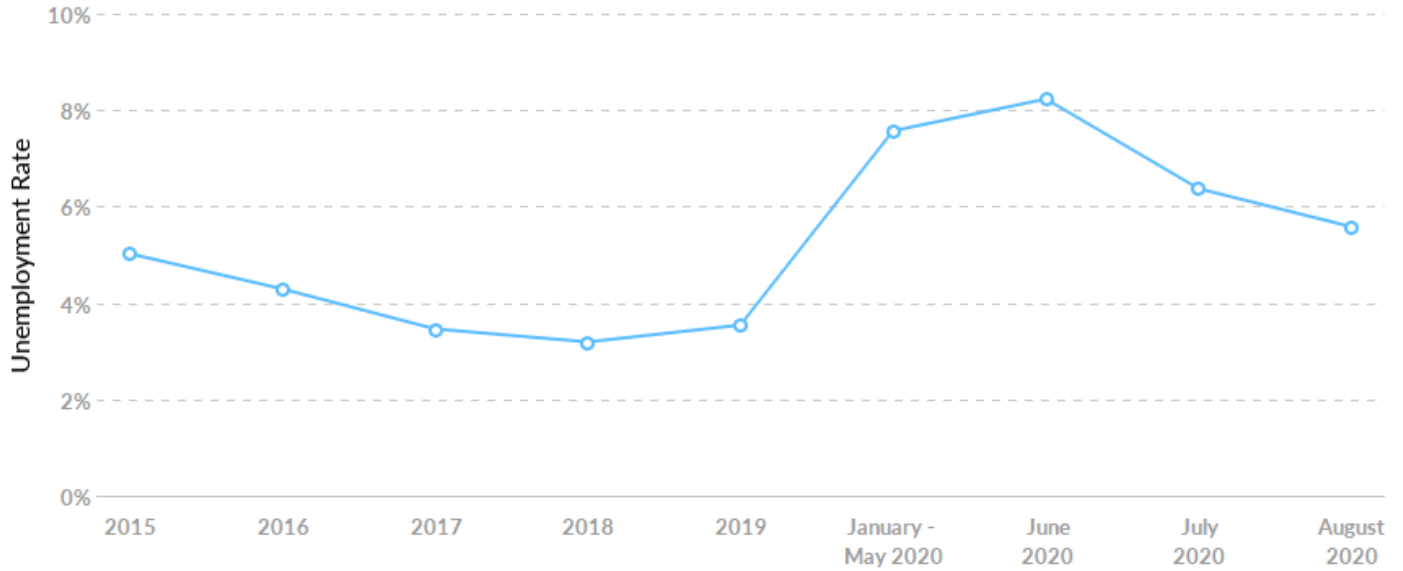
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	62.25%
2016	62.40%
2017	62.55%
2018	61.97%
2019	61.35%
January - May 2020	60.59%
June 2020	61.80%
July 2020	61.26%
August 2020	61.44%

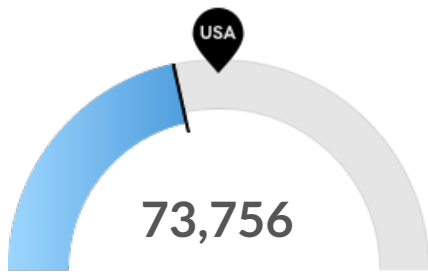
Unemployment Rate Trends

Your areas had an August 2020 unemployment rate of 5.58%, increasing from 5.02% 5 years before.



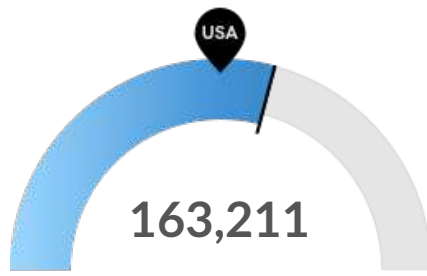
Timeframe	Unemployment Rate
2015	5.02%
2016	4.29%
2017	3.46%
2018	3.19%
2019	3.54%
January - May 2020	7.57%
June 2020	8.23%
July 2020	6.37%
August 2020	5.58%

Population Characteristics



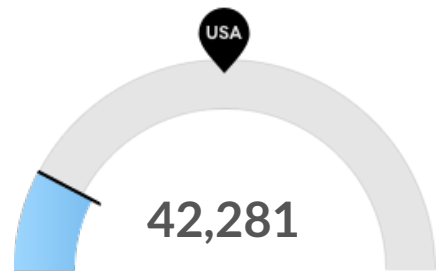
Millennials

Your area has 73,756 millennials (ages 25-39). The national average for an area this size is 90,709.



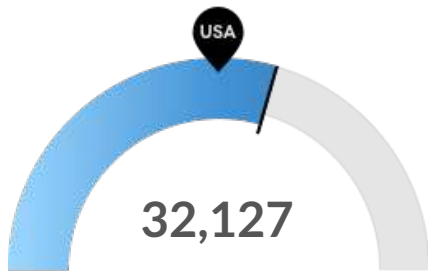
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 129,349 people 55 or older, while there are 163,211 here.



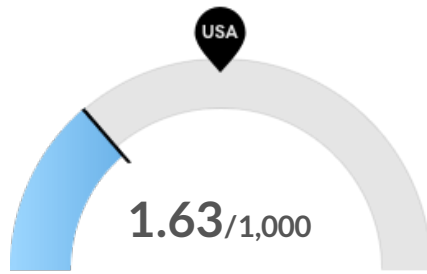
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 175,486 racially diverse people, while there are 42,281 here.



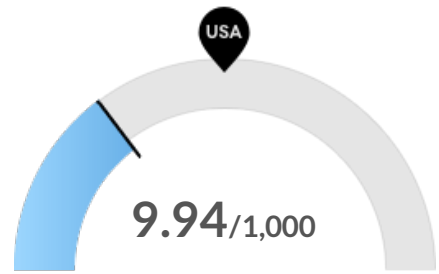
Veterans

Your area has 32,127 veterans. The national average for an area this size is 25,033.



Violent Crime

Your area has 1.63 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

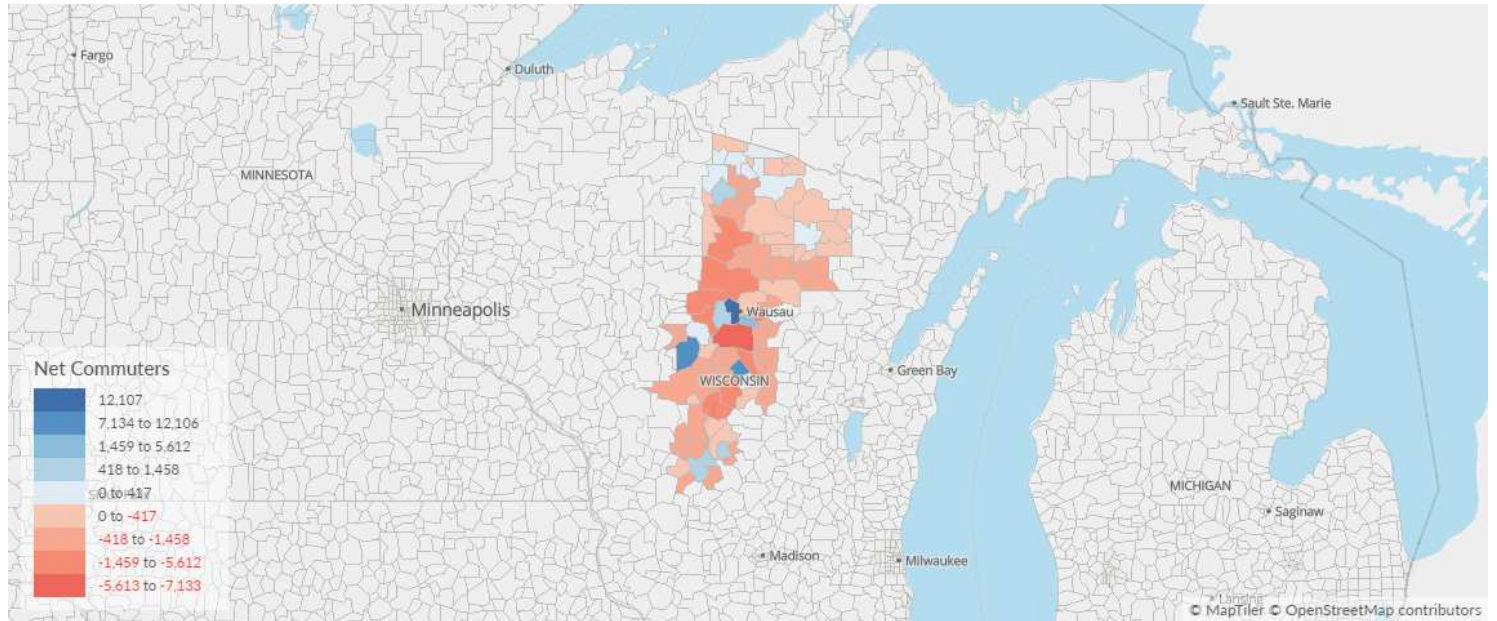


Property Crime

Your area has 9.94 property crimes per 1,000 people. The national rate is 19.79 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

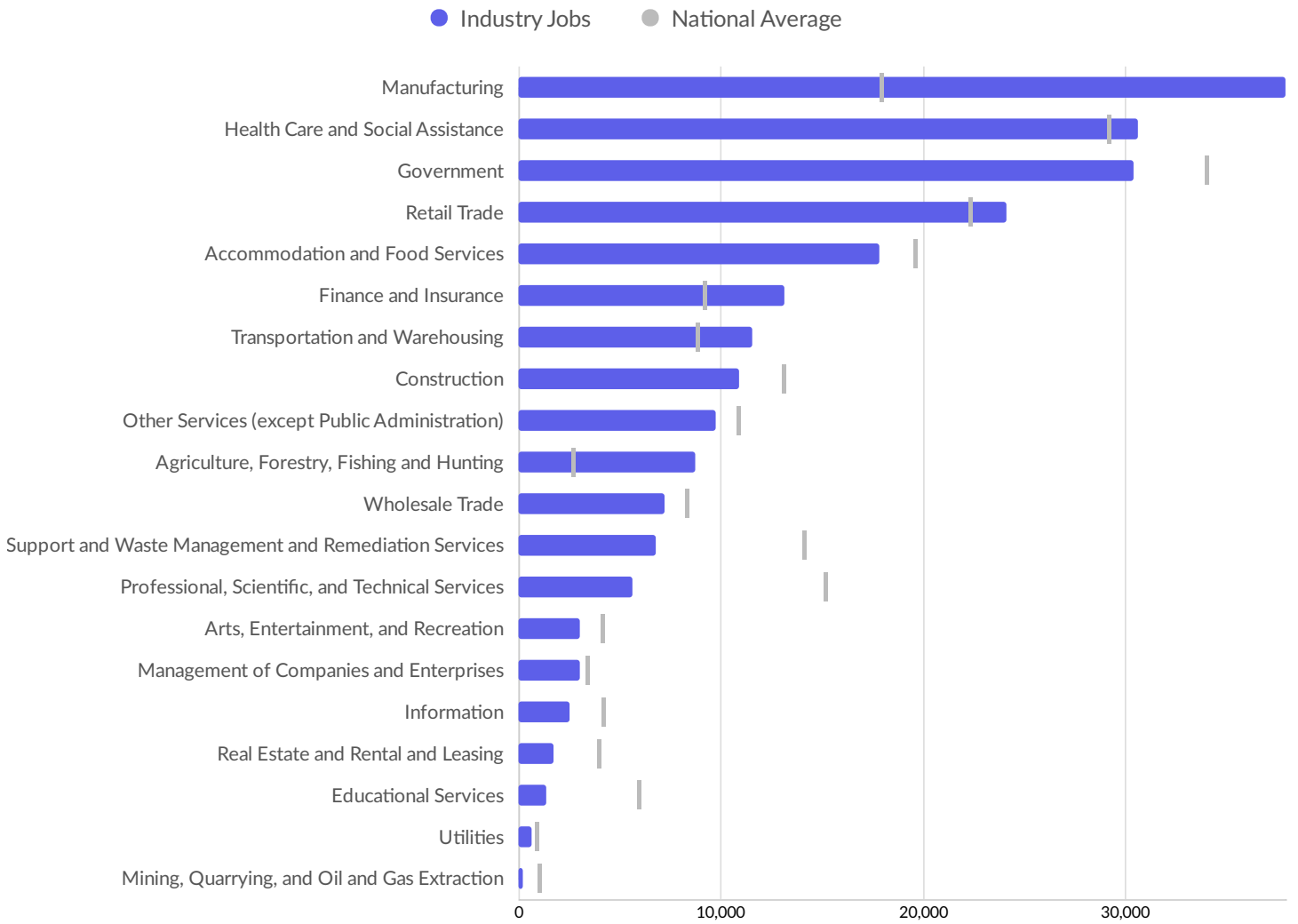
ZIP	Name	2020 Employment
54401	Wausau, WI (in Marath...	29,263
54481	Stevens Point, WI (in Po...	22,837
54449	Marshfield, WI (in Woo...	21,003
54476	Schofield, WI (in Marath...	14,442
54494	Wisconsin Rapids, WI (i...	11,169

Where Talent Lives

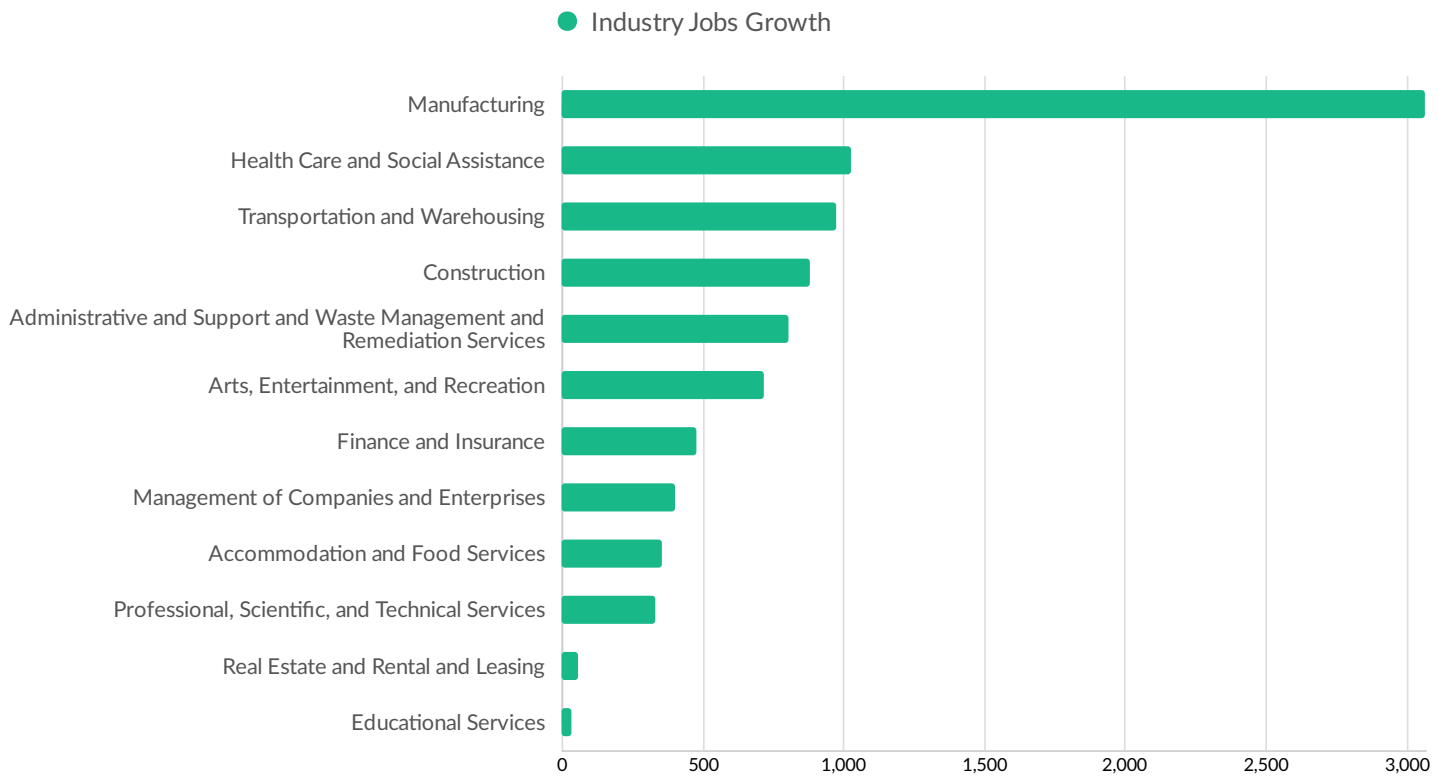
ZIP	Name	2020 Workers
54401	Wausau, WI (in Marath...	17,156
54481	Stevens Point, WI (in Po...	15,123
54449	Marshfield, WI (in Woo...	13,869
54494	Wisconsin Rapids, WI (i...	13,216
54476	Schofield, WI (in Marath...	11,803

Industry Characteristics

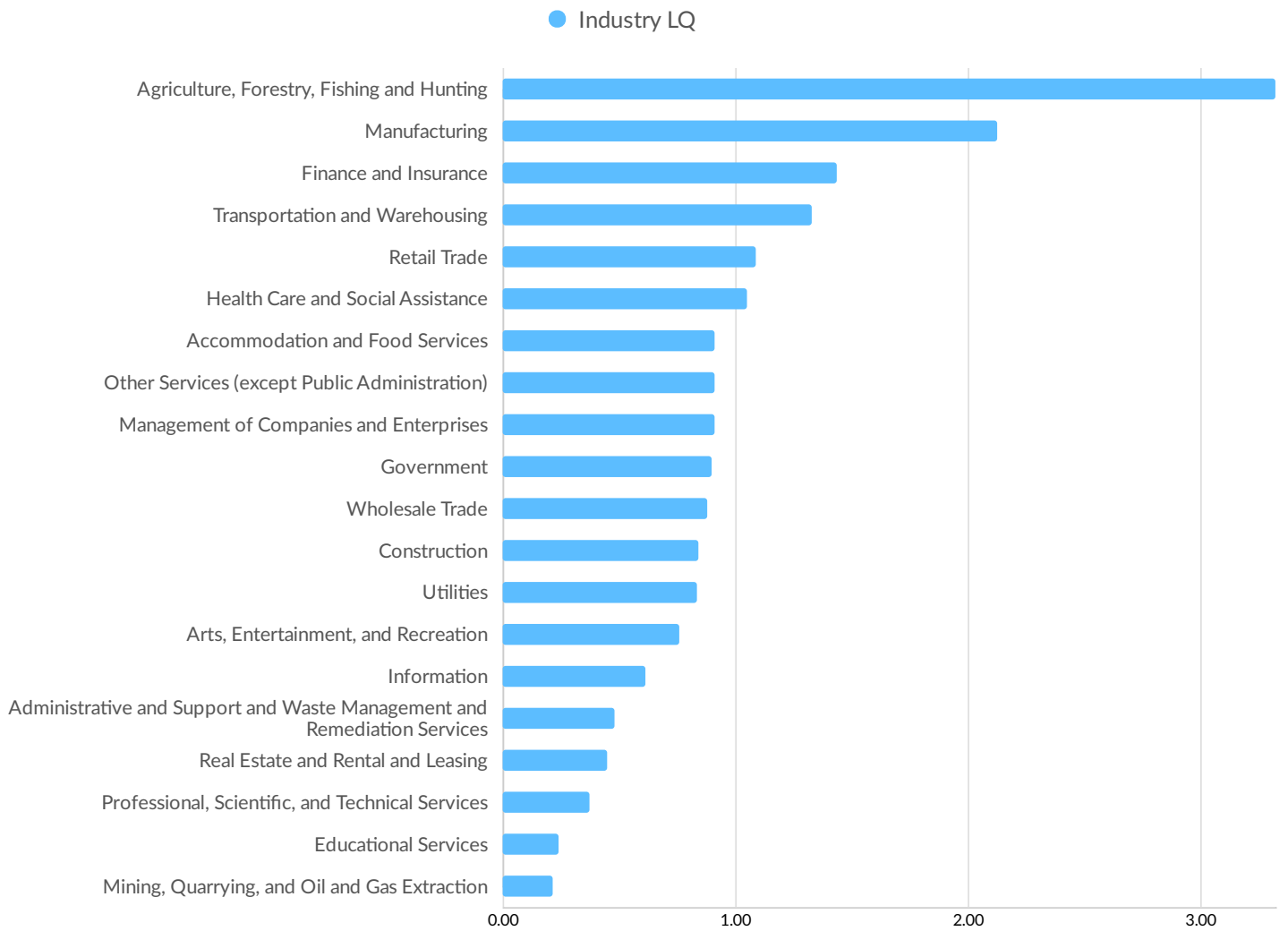
Largest Industries



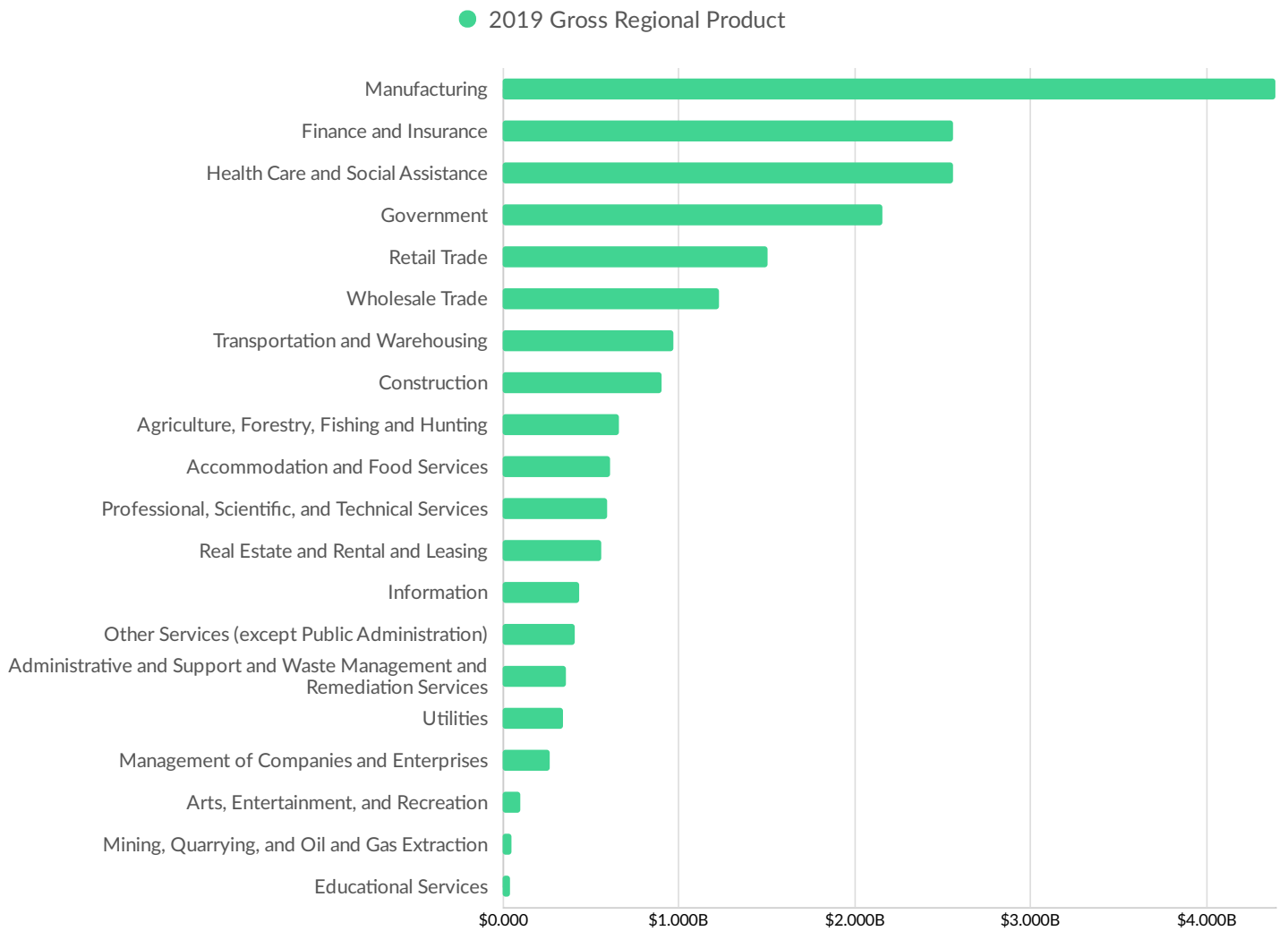
Top Growing Industries



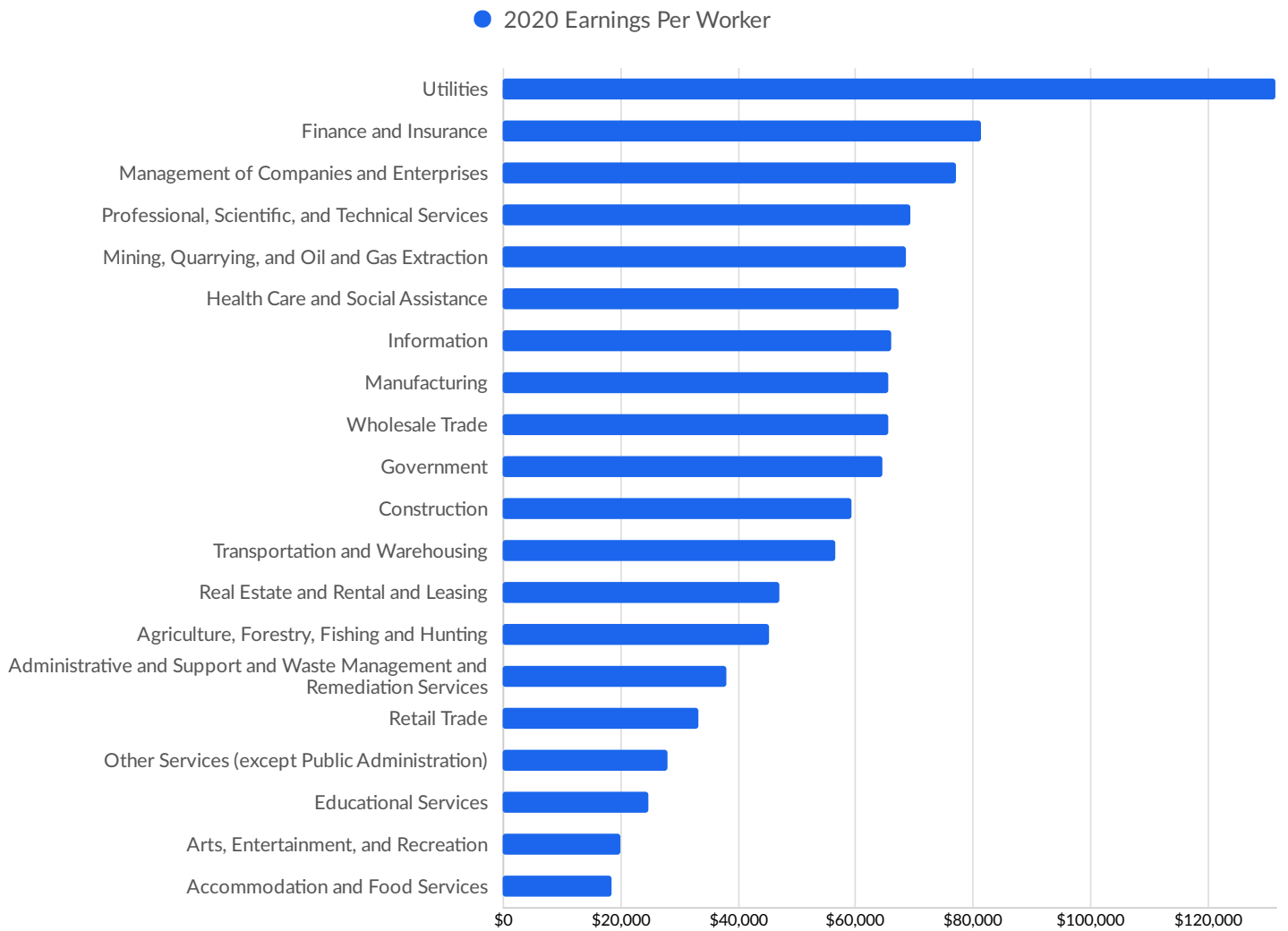
Top Industry LQ



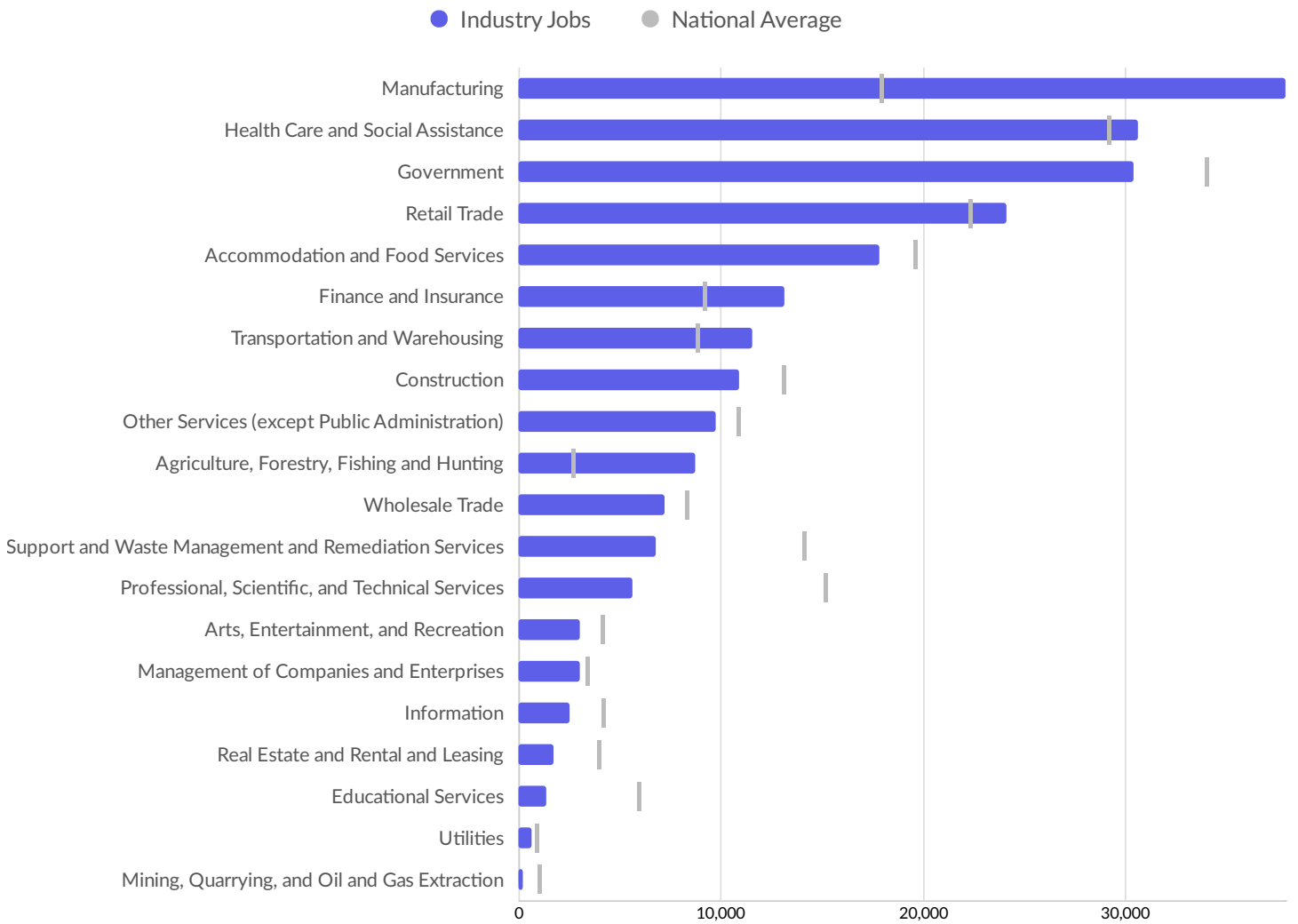
Top Industry GRP



Top Industry Earnings




Largest Industries



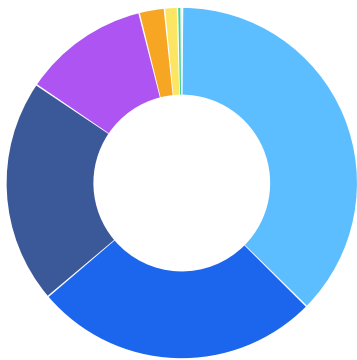
Business Characteristics

26,070 Companies Employ Your Workers

Online profiles for your workers mention 26,070 companies as employers, with the top 10 appearing below. In the last 12 months, 4,991 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,819 	Marshfield Clinic	2,944 
Aspirus Wausau Hospital, Inc.	1,648 	Platinum Supplemental Insuranc...	1,796 
Sentry Insurance	1,026 	Roehl Transport, Inc.	1,776 
University of Wisconsin Stevens...	870 	Aspirus Wausau Hospital, Inc.	1,657 
Ministry Health Care, Inc.	843 	CRST International, Inc.	865 
State of Wisconsin	662 	Ascension	815 
Greenheck Fan Corporation	599 	CompHealth, Inc.	653 
Wal-Mart, Inc.	502 	Dollar General Corporation	601 
Liberty Mutual Insurance Comp...	499 	Remedy Intelligent Staffing	595 
Wausau School District	476 	U.S. Xpress, Inc.	593 

Business Size

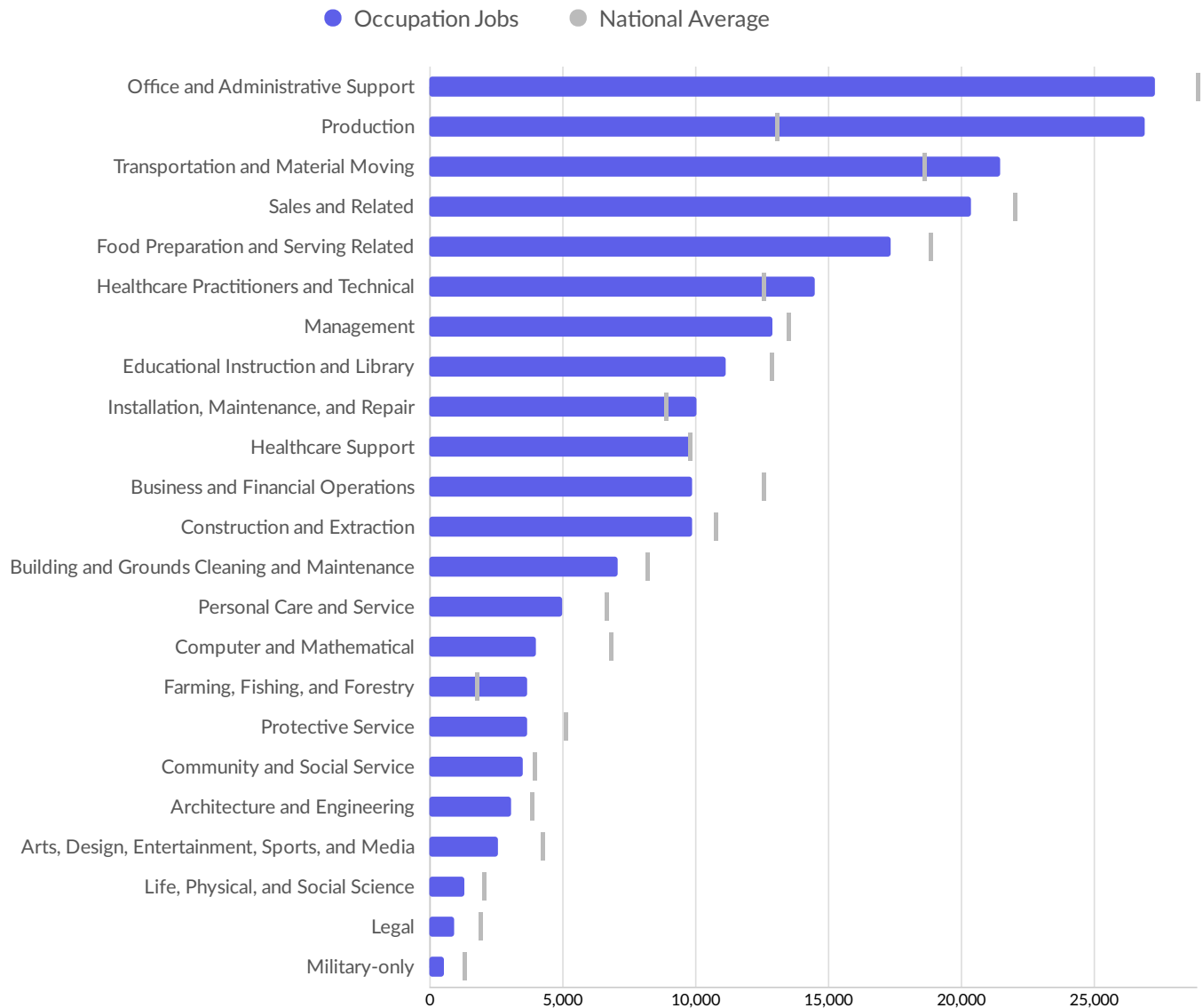


	Percentage	Business Count
1 to 4 employees	37.3%	7,394
5 to 9 employees	26.4%	5,229
10 to 19 employees	20.7%	4,091
20 to 49 employees	11.6%	2,301
50 to 99 employees	2.3%	463
100 to 249 employees	1.2%	235
250 to 499 employees	0.3%	66
500+ employees	0.1%	26

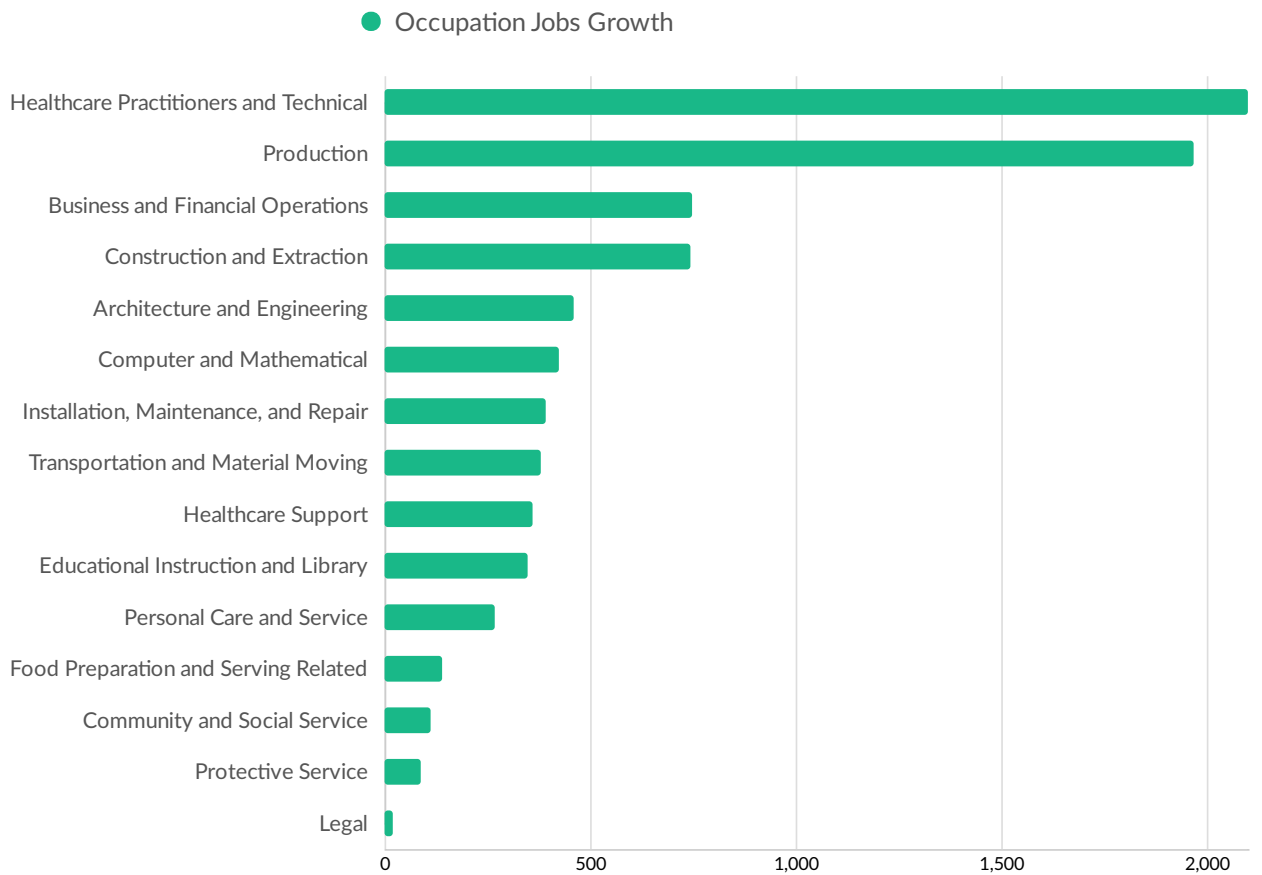
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

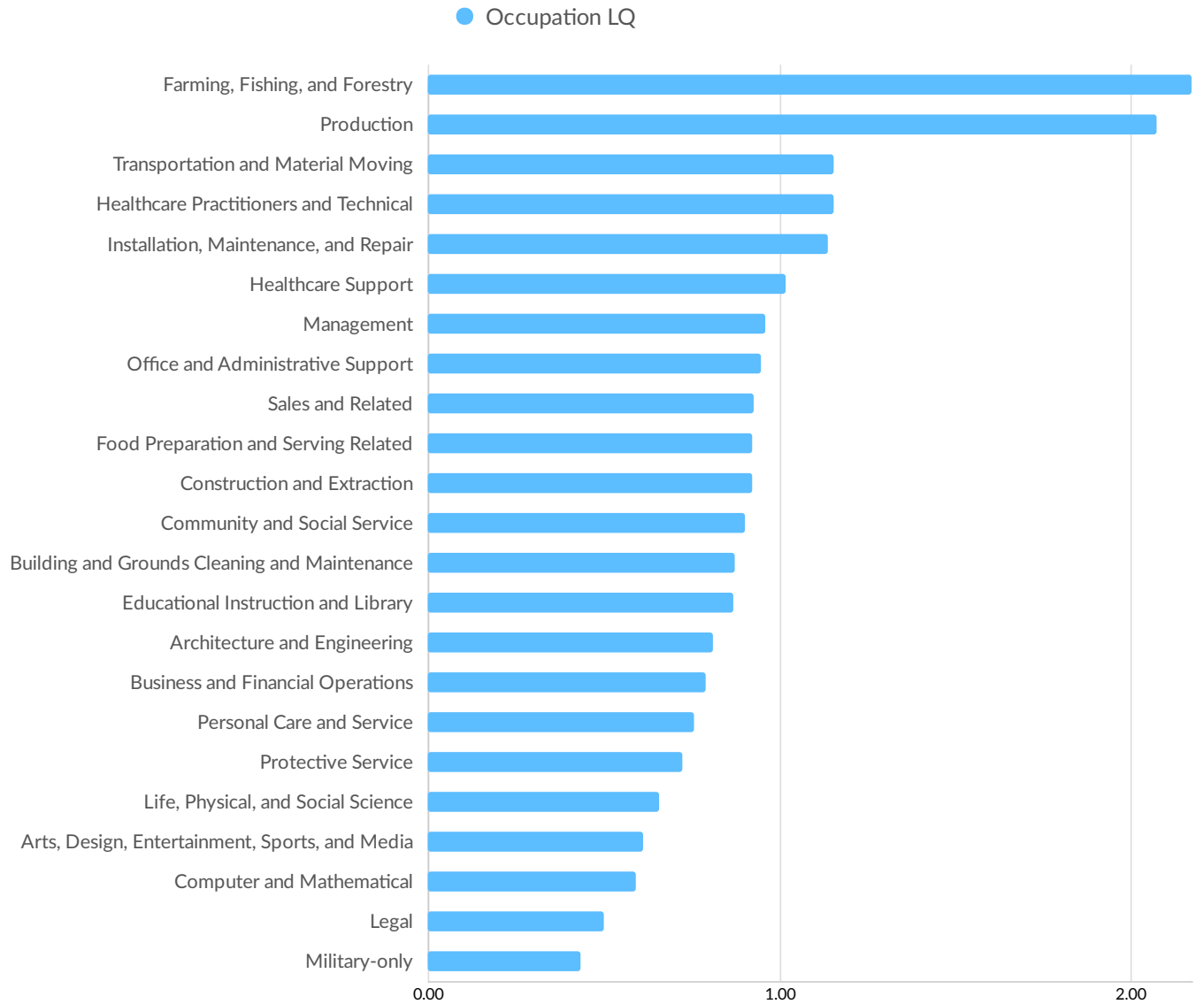
Largest Occupations



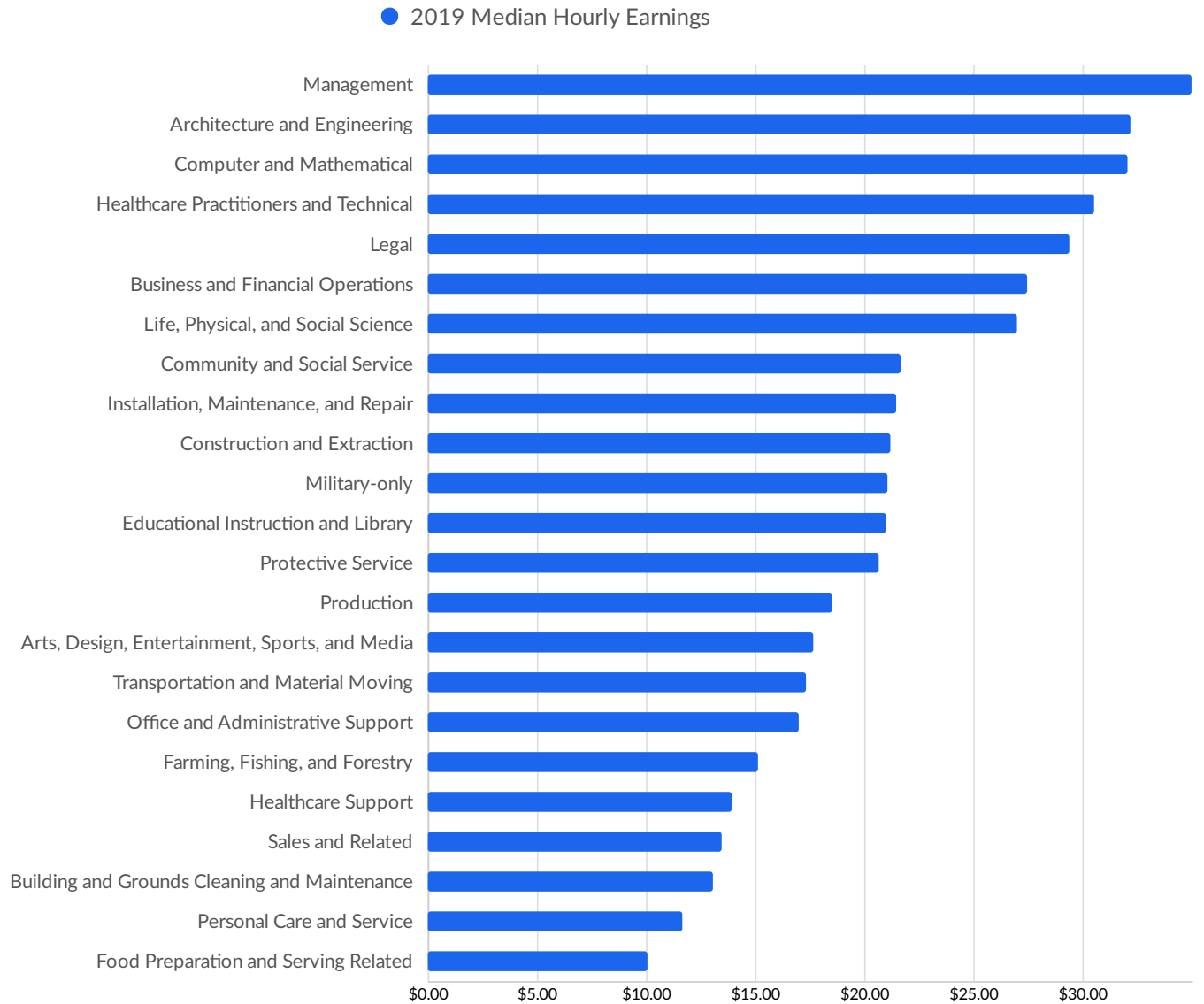
Top Growing Occupations



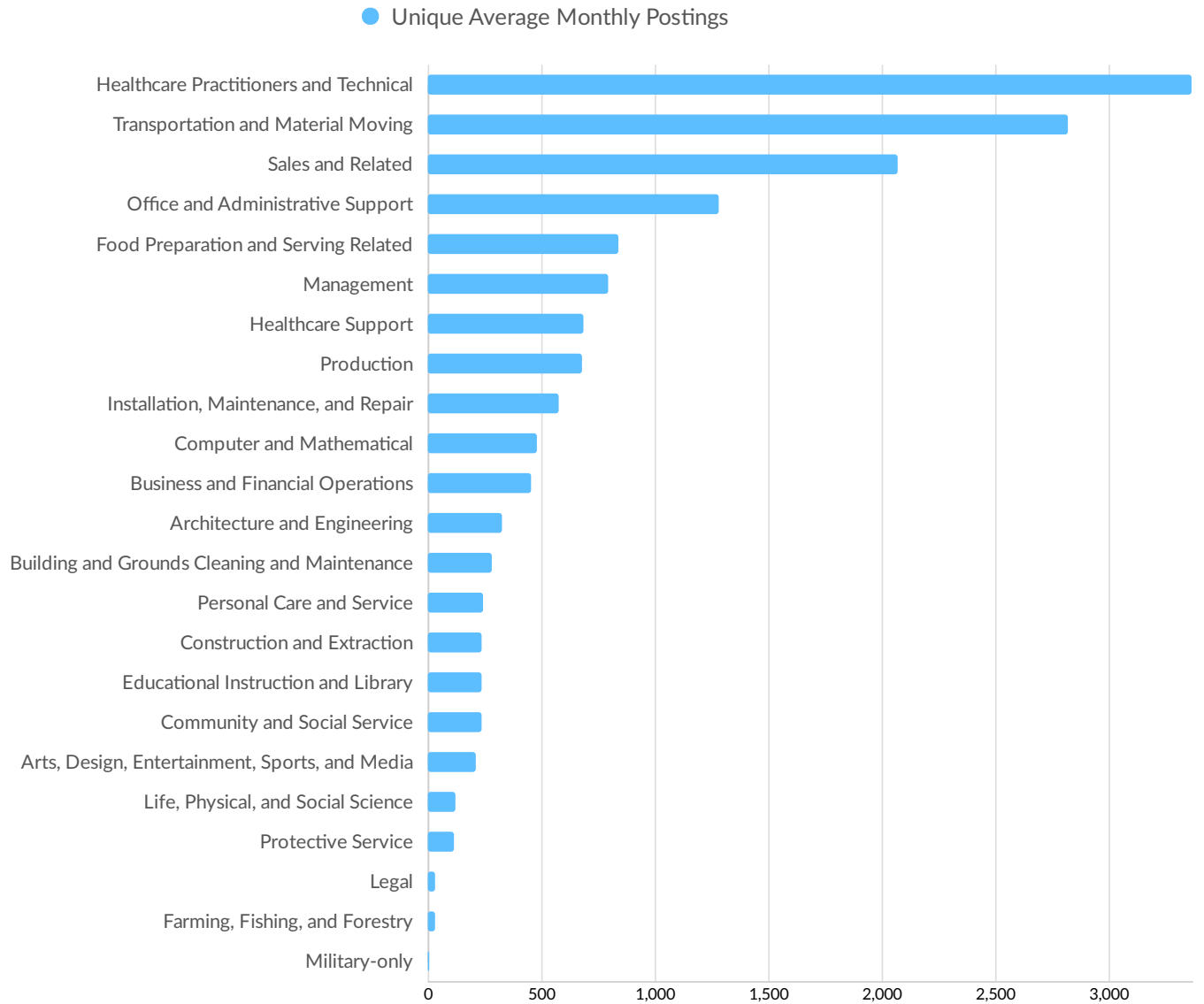
Top Occupation LQ



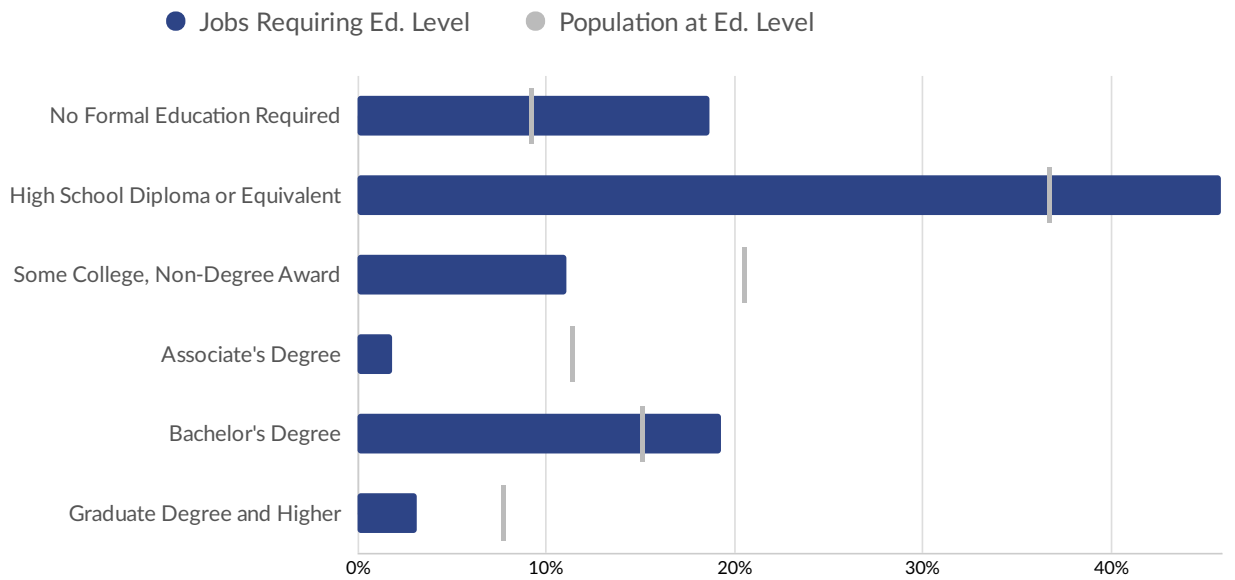
Top Occupation Earnings



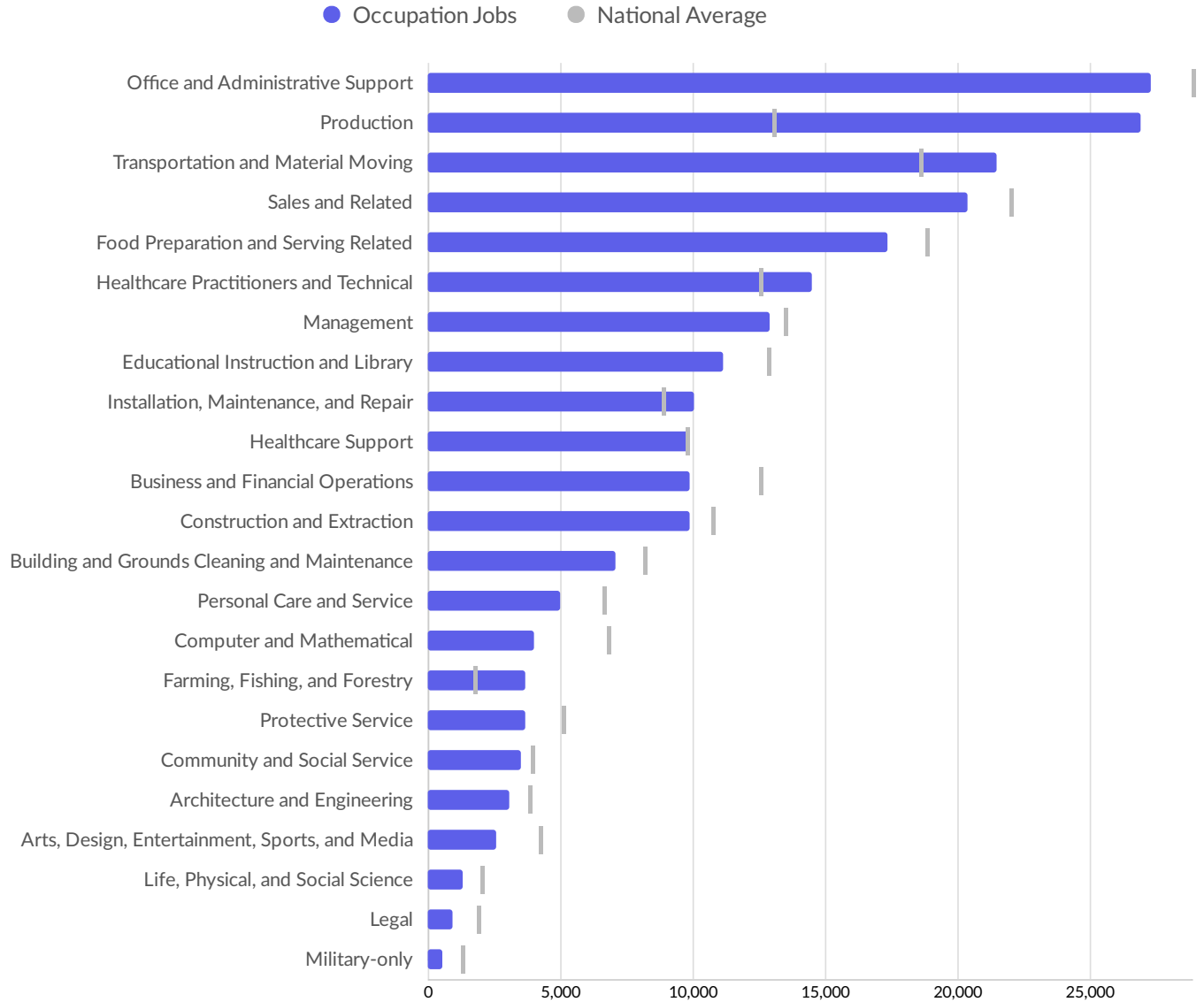
Top Posted Occupations



Underemployment

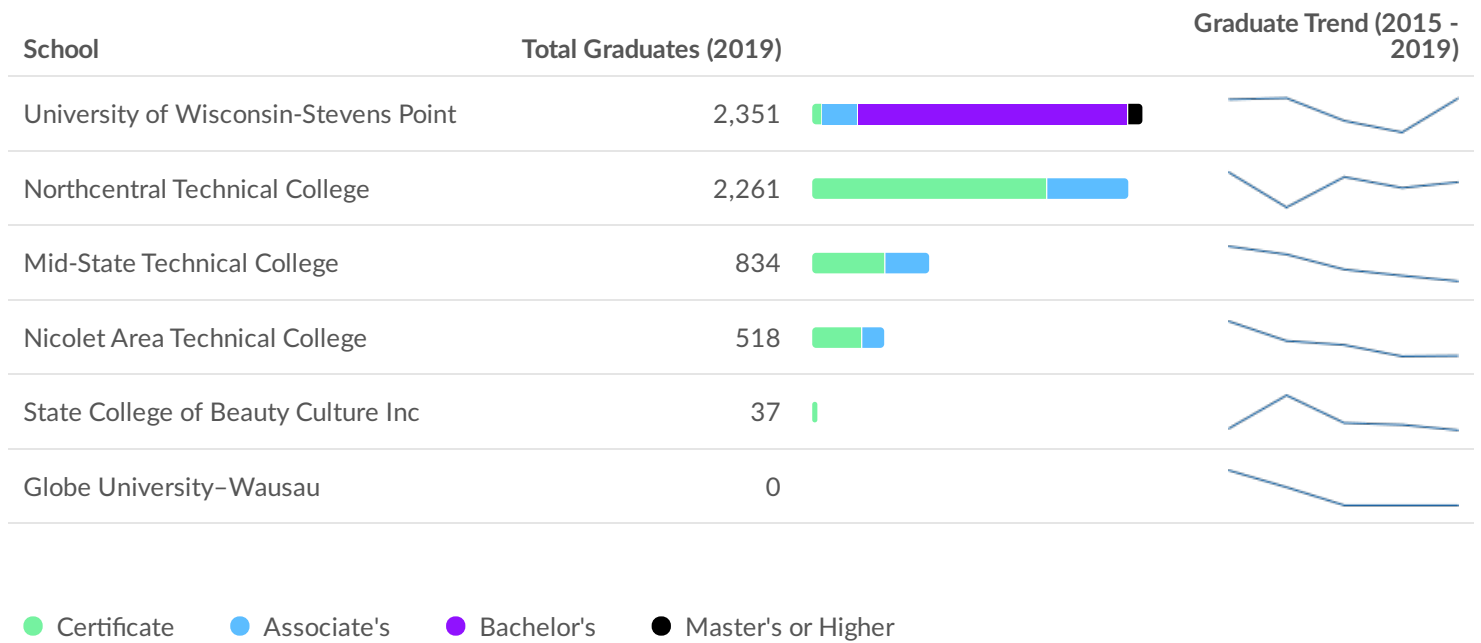


Largest Occupations



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".



In-Demand Skills

