



# 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

440,343

Population (2020)

Population **grew by 2,040** over the last 5 years and is projected to **grow by 2,410** over the next 5 years.

217,511

Total Regional Employment

Jobs **decreased by 8,308** over the last 5 years but are projected to **grow by 3,211** over the next 5 years.

\$58.4K

Avg. Earnings Per Job (2020)

Regional average earnings per job are **\$15.8K below** the national average earnings of \$74.2K per job.

## Takeaways

- As of 2020 the region's population **increased by 0.5%** since 2015, growing by 2,040. Population is expected to **increase by 0.5%** between 2020 and 2025, adding 2,410.
- From 2015 to 2020, jobs **declined by 3.7%** in NCWRPC from 225,819 to **217,511**. This change **fell short of the national growth rate of 0.0% by 3.7%**. As the number of jobs declined, the **labor force participation rate decreased from 64.0% to 61.8% between 2015 and 2020**.
- Concerning educational attainment, **16.3% of the selected regions' residents possess a Bachelor's Degree** (3.7% below the national average), and **12.1% hold an Associate's Degree** (3.5% 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.

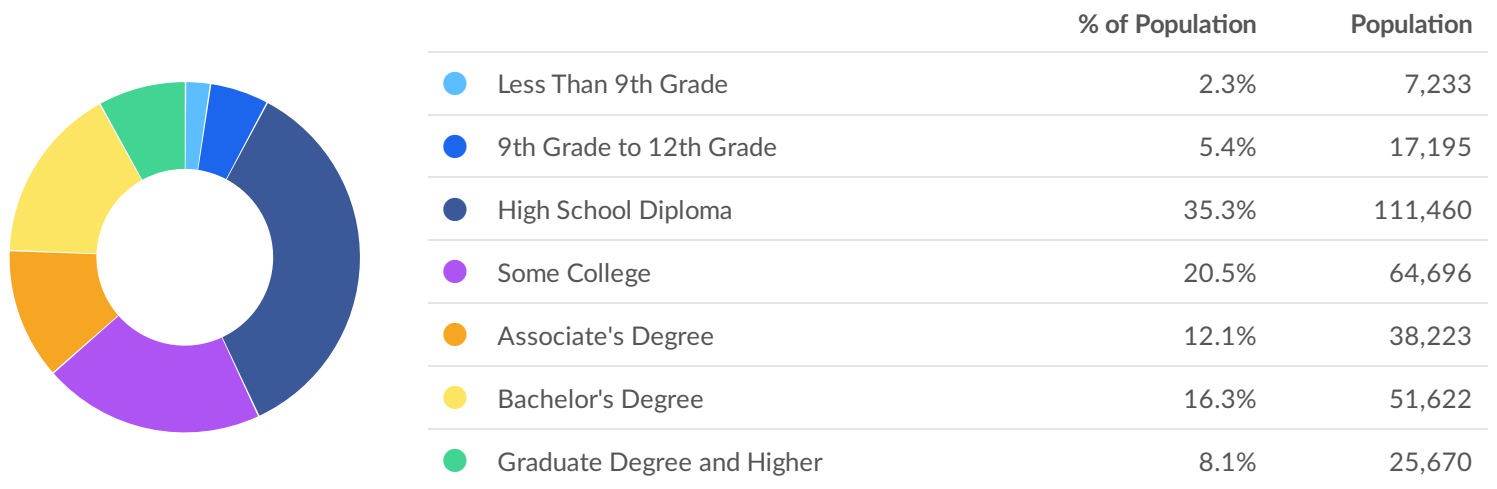
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	440,343	220,182	217,511	99.7	\$22.09B	\$31.18B	\$29.35B
Wisconsin	5,832,655	3,038,273	3,040,858	100.3	\$334.10B	\$327.47B	\$347.75B

## Dec 2020 Labor Force Breakdown



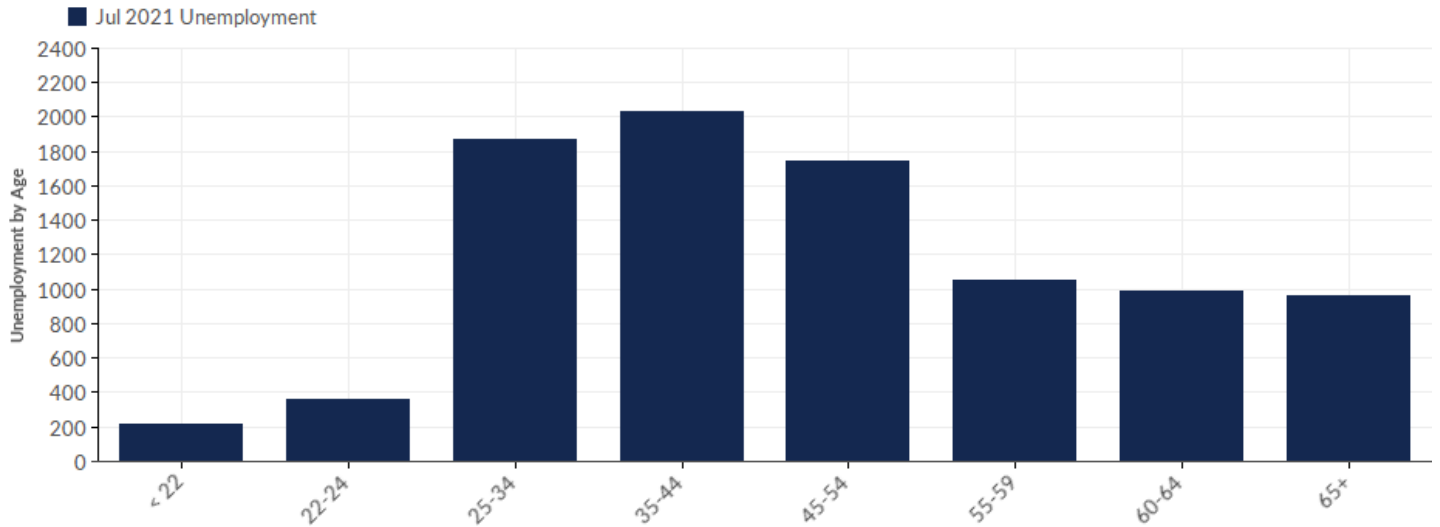
## Educational Attainment

Concerning educational attainment, **16.3%** of the selected regions' residents possess a **Bachelor's Degree** (3.7% below the national average), and **12.1%** hold an **Associate's Degree** (3.5% above the national average).



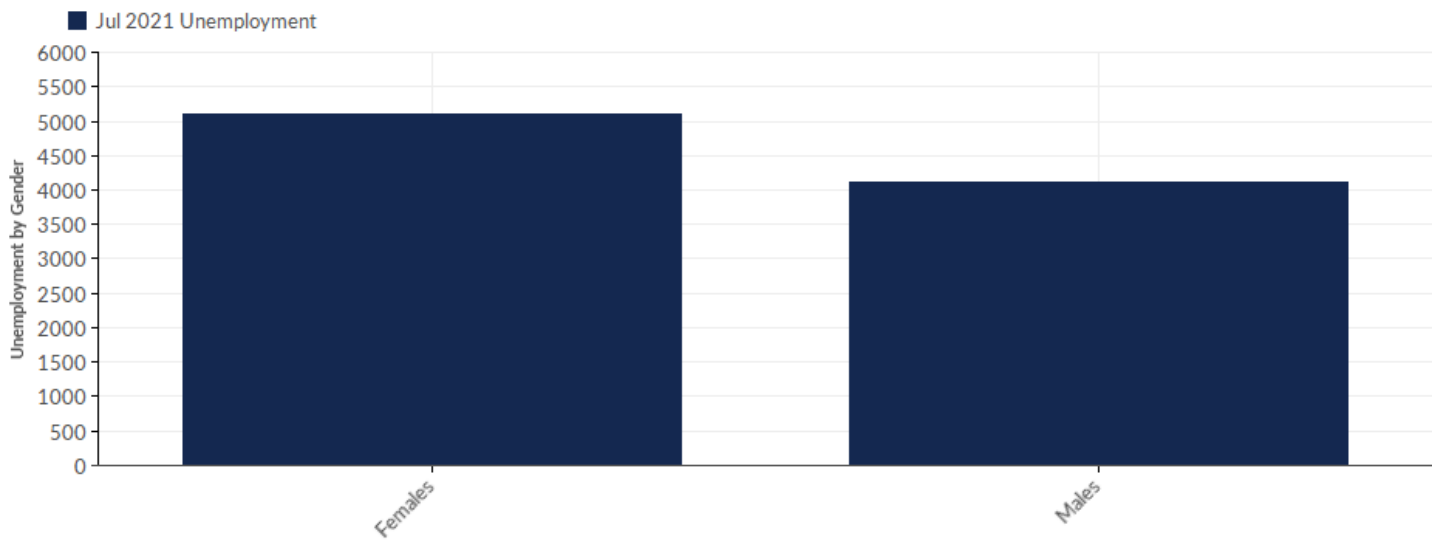
# Unemployment by Demographics

## Unemployment by Age



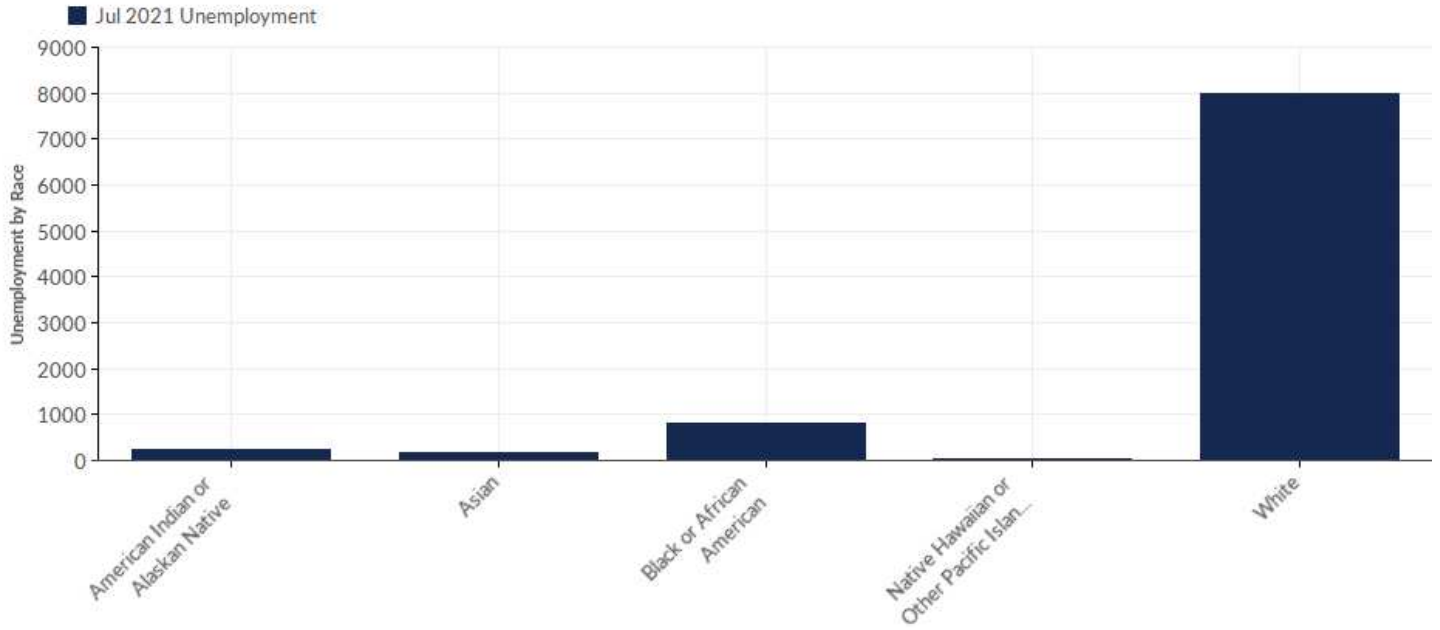
Age	Unemployment (Jul 2021)	% of Cohort
< 22	215	2.33%
22-24	357	3.87%
25-34	1,865	20.23%
35-44	2,034	22.06%
45-54	1,741	18.88%
55-59	1,052	11.41%
60-64	989	10.73%
65+	965	10.47%
Total	9,219	100.00%

## Unemployment by Gender



Gender	Unemployment (Jul 2021)	% of Cohort
Females	5,110	55.43%
Males	4,109	44.57%
Total	9,219	100.00%

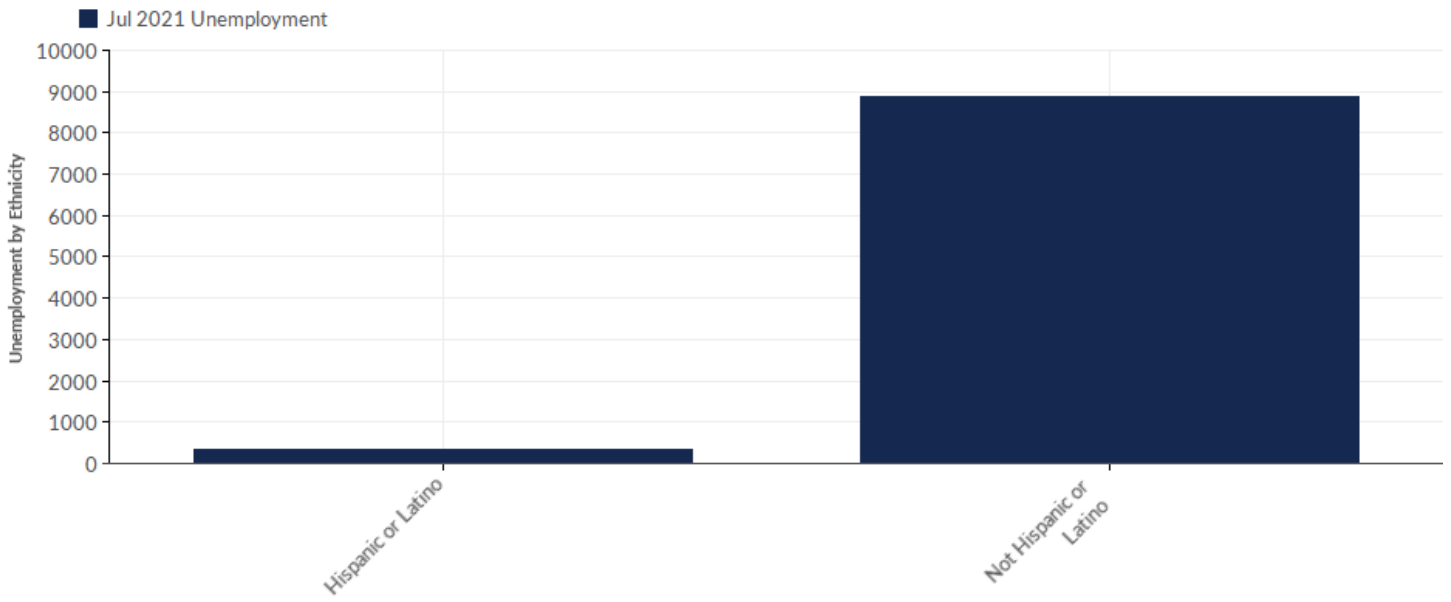
## Unemployment by Race



Race	Unemployment (Jul 2021)	% of Cohort
American Indian or Alaskan Native	246	2.67%
Asian	166	1.80%
Black or African American	797	8.65%
Native Hawaiian or Other Pacific Islander	23	0.25%
White	7,987	86.64%
Total	9,219	100.00%



## Unemployment by Ethnicity

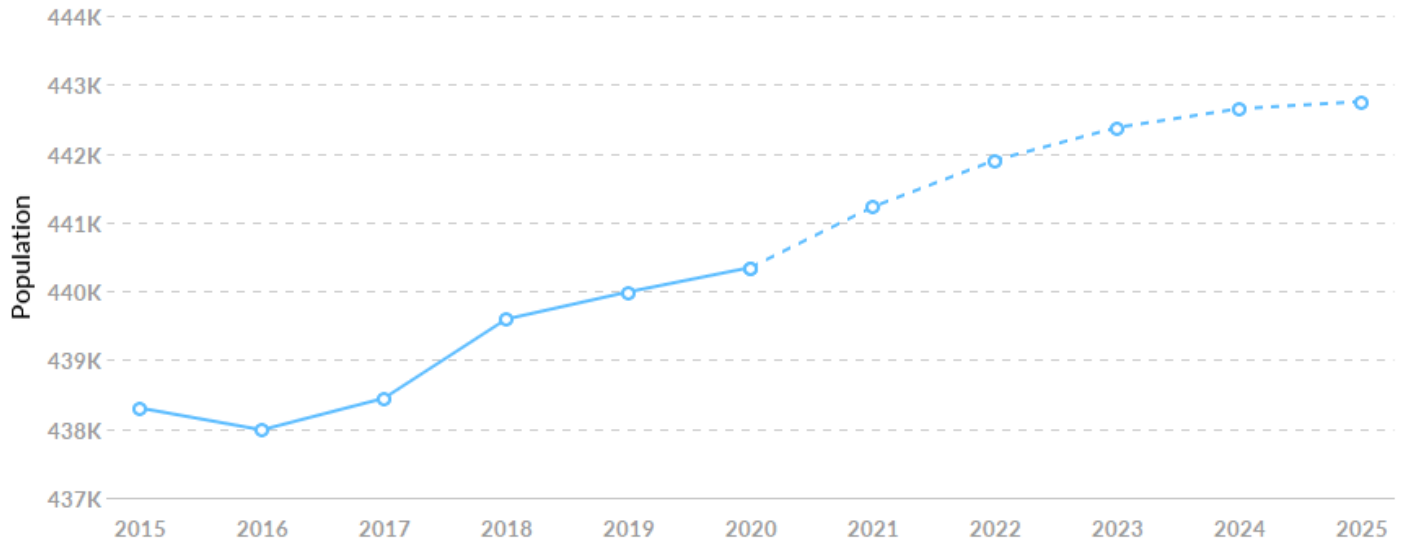


Ethnicity	Unemployment (Jul 2021)	% of Cohort
Hispanic or Latino	326	3.54%
Not Hispanic or Latino	8,893	96.46%
Total	9,219	100.00%

# Historic & Projected Trends

## Population Trends

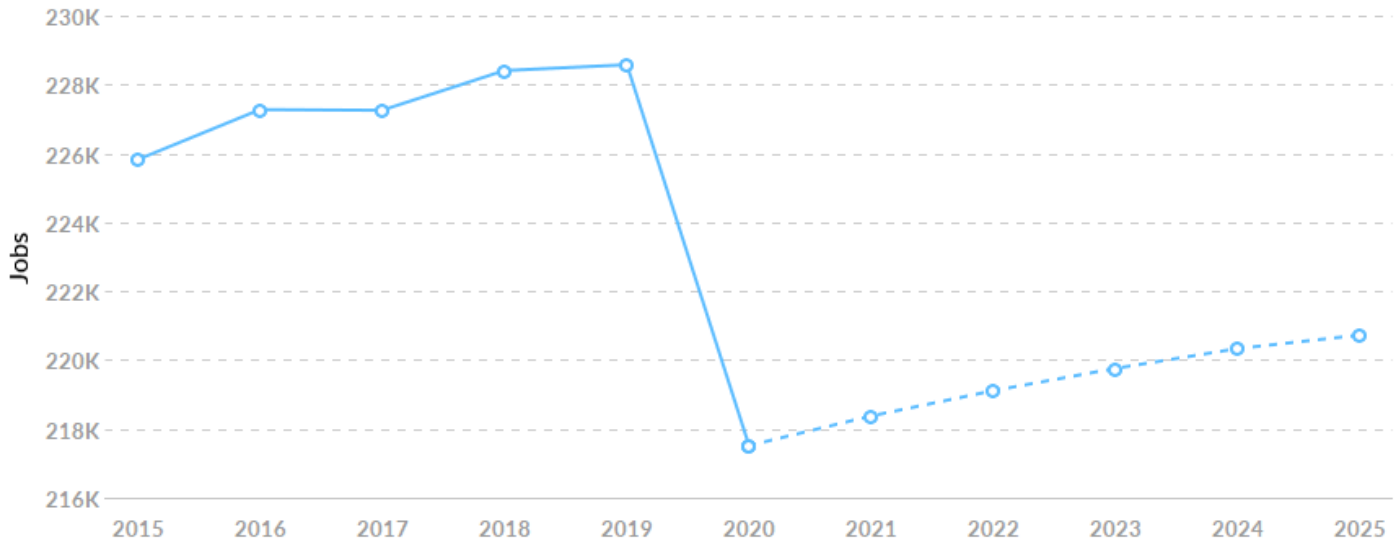
As of 2020 the region's population **increased by 0.5%** since 2015, growing by 2,040. Population is expected to **increase by 0.5%** between 2020 and 2025, adding 2,410.



Timeframe	Population
2015	438,303
2016	437,985
2017	438,445
2018	439,593
2019	439,989
2020	440,343
2021	441,223
2022	441,901
2023	442,376
2024	442,649
2025	442,753

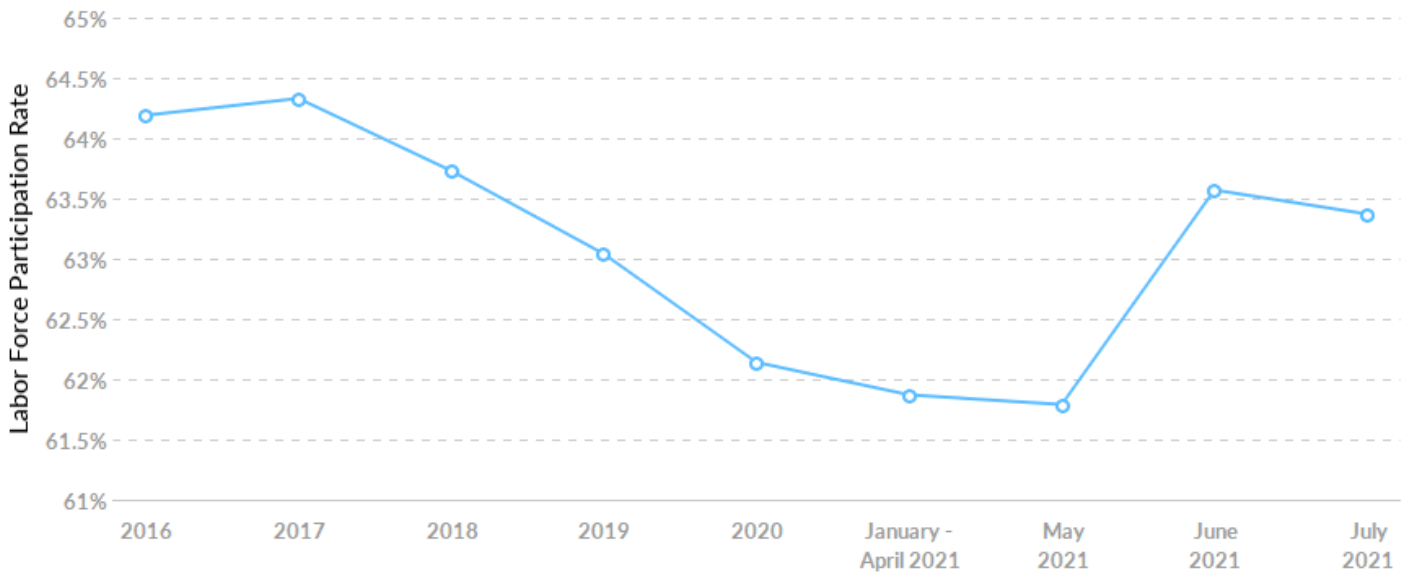
## Job Trends

From 2015 to 2020, jobs declined by 3.7% in NCWRPC from 225,819 to 217,511. This change fell short of the national growth rate of 0.0% by 3.7%.



Timeframe	Jobs
2015	225,819
2016	227,271
2017	227,252
2018	228,404
2019	228,574
2020	217,511
2021	218,371
2022	219,106
2023	219,753
2024	220,329
2025	220,722

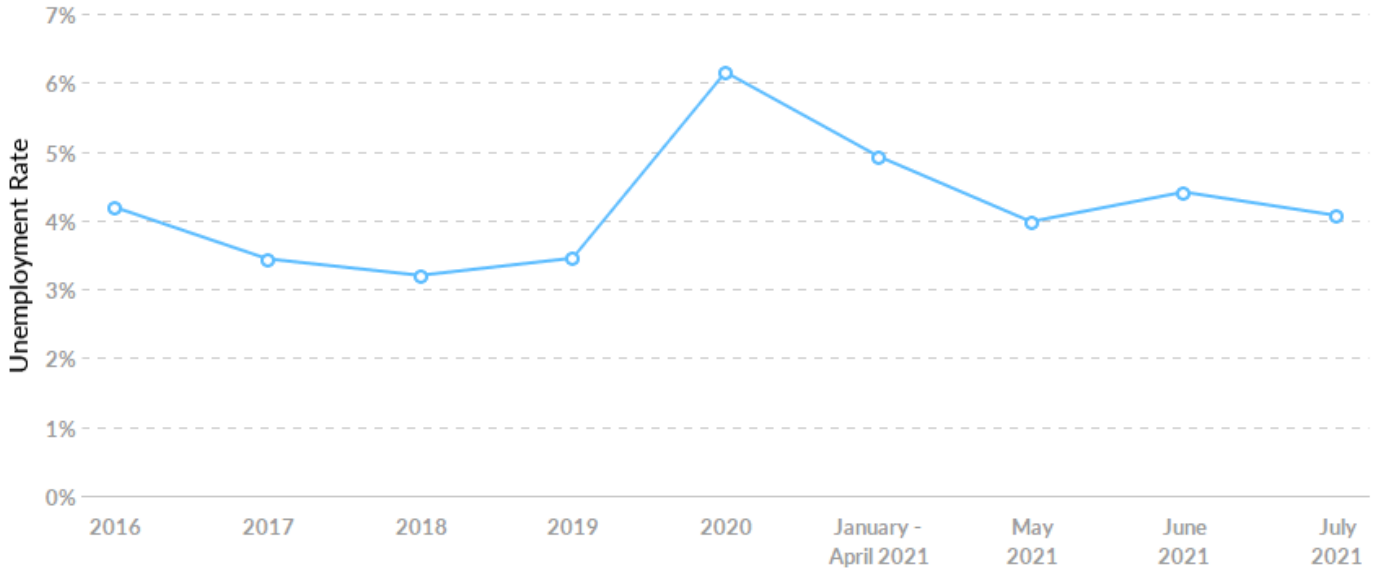
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	64.19%
2017	64.33%
2018	63.73%
2019	63.04%
2020	62.14%
January - April 2021	61.87%
May 2021	61.79%
June 2021	63.57%
July 2021	63.37%

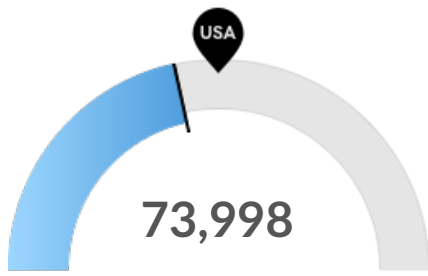
## Unemployment Rate Trends

Your areas had a July 2021 unemployment rate of 4.07%, **decreasing from 4.19%** 5 years before.



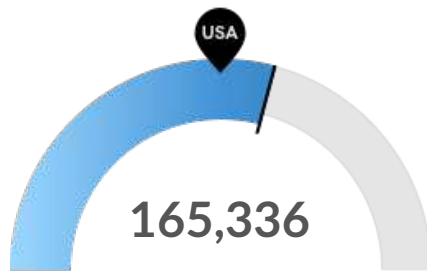
Timeframe	Unemployment Rate
2016	4.19%
2017	3.44%
2018	3.20%
2019	3.45%
2020	6.15%
January - April 2021	4.93%
May 2021	3.98%
June 2021	4.41%
July 2021	4.07%

## Population Characteristics



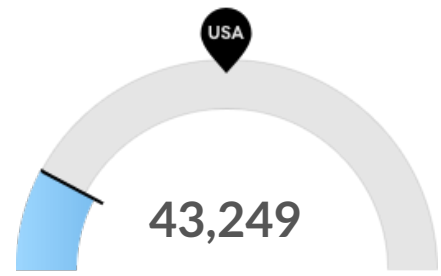
**Millennials**

Your area has 73,998 millennials (ages 25-39). The national average for an area this size is 90,743.



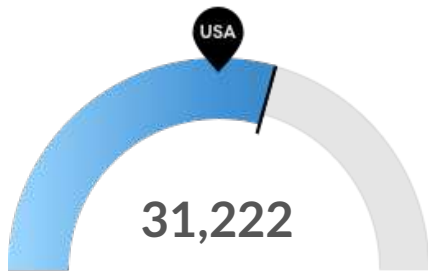
**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 131,058 people 55 or older, while there are 165,336 here.



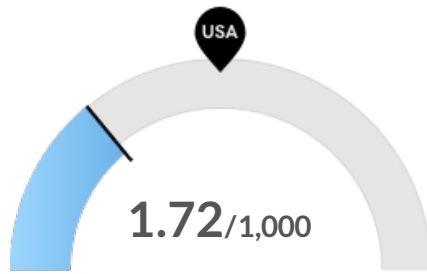
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 177,363 racially diverse people, while there are 43,249 here.



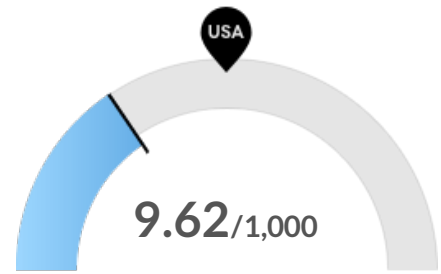
**Veterans**

Your area has 31,222 veterans. The national average for an area this size is 24,430.



**Violent Crime**

Your area has 1.72 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

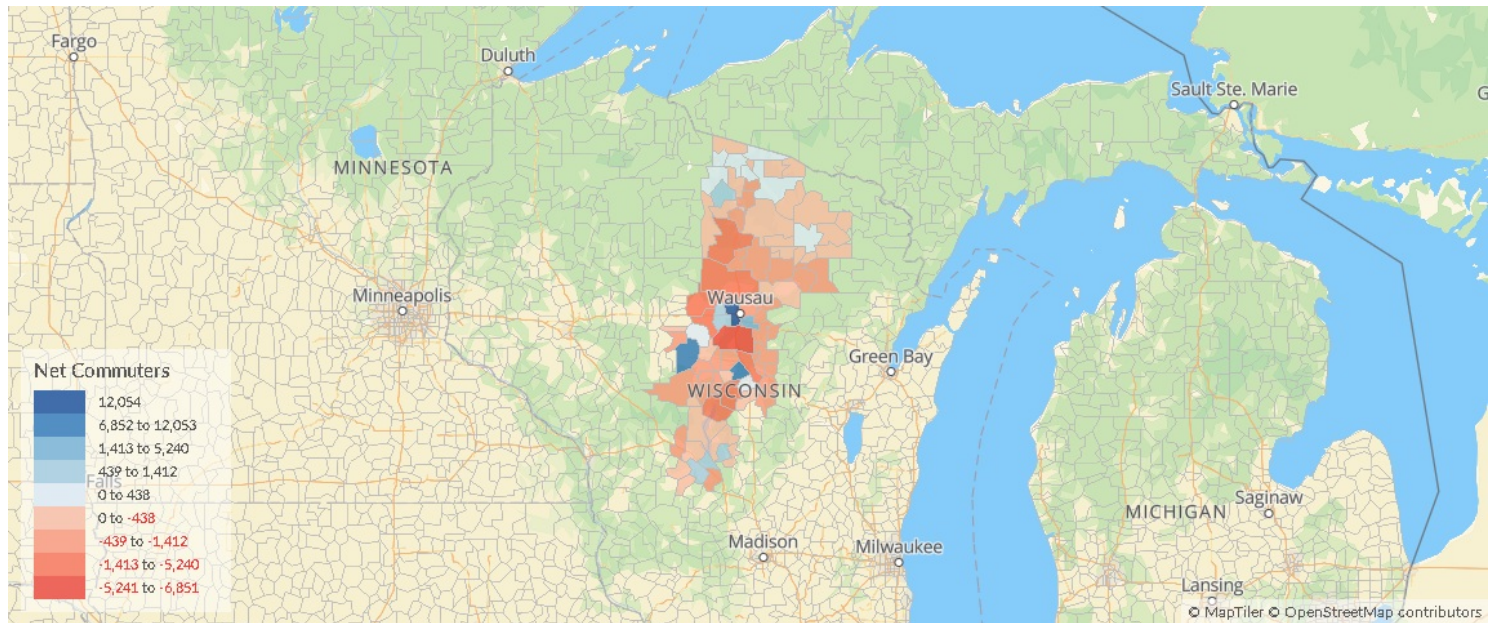


**Property Crime**

Your area has 9.62 property crimes per 1,000 people. The national rate is 17.91 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...	28,491
54481	Stevens Point, WI (in Po...	21,600
54449	Marshfield, WI (in Woo...	19,988
54476	Schofield, WI (in Marath...	13,421
54494	Wisconsin Rapids, WI (i...	10,729

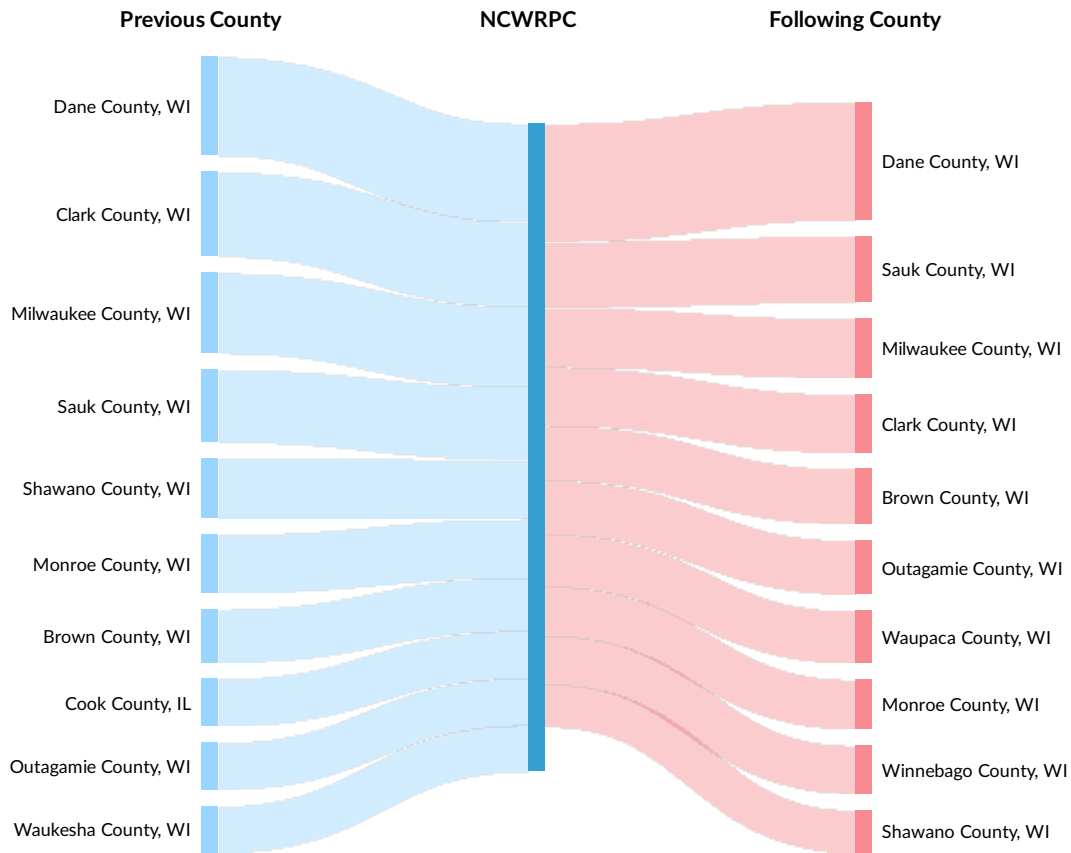
### Where Talent Lives

ZIP	Name	2020 Workers
54401	Wausau, WI (in Marath...	16,437
54481	Stevens Point, WI (in Po...	14,339
54449	Marshfield, WI (in Woo...	13,136
54494	Wisconsin Rapids, WI (i...	12,561
54476	Schofield, WI (in Marath...	11,097

# Inbound and Outbound Migration

The table below analyzes past and current residents of NCWRPC. The left column shows residents of other counties migrating to NCWRPC. The right column shows residents migrating from NCWRPC to other counties.

As of 2019, 517 people have migrated from Dane County, WI to NCWRPC. In the same year, 620 people left NCWRPC migrating to Dane County, WI. The total Net Migration for NCWRPC in 2018 was 763.



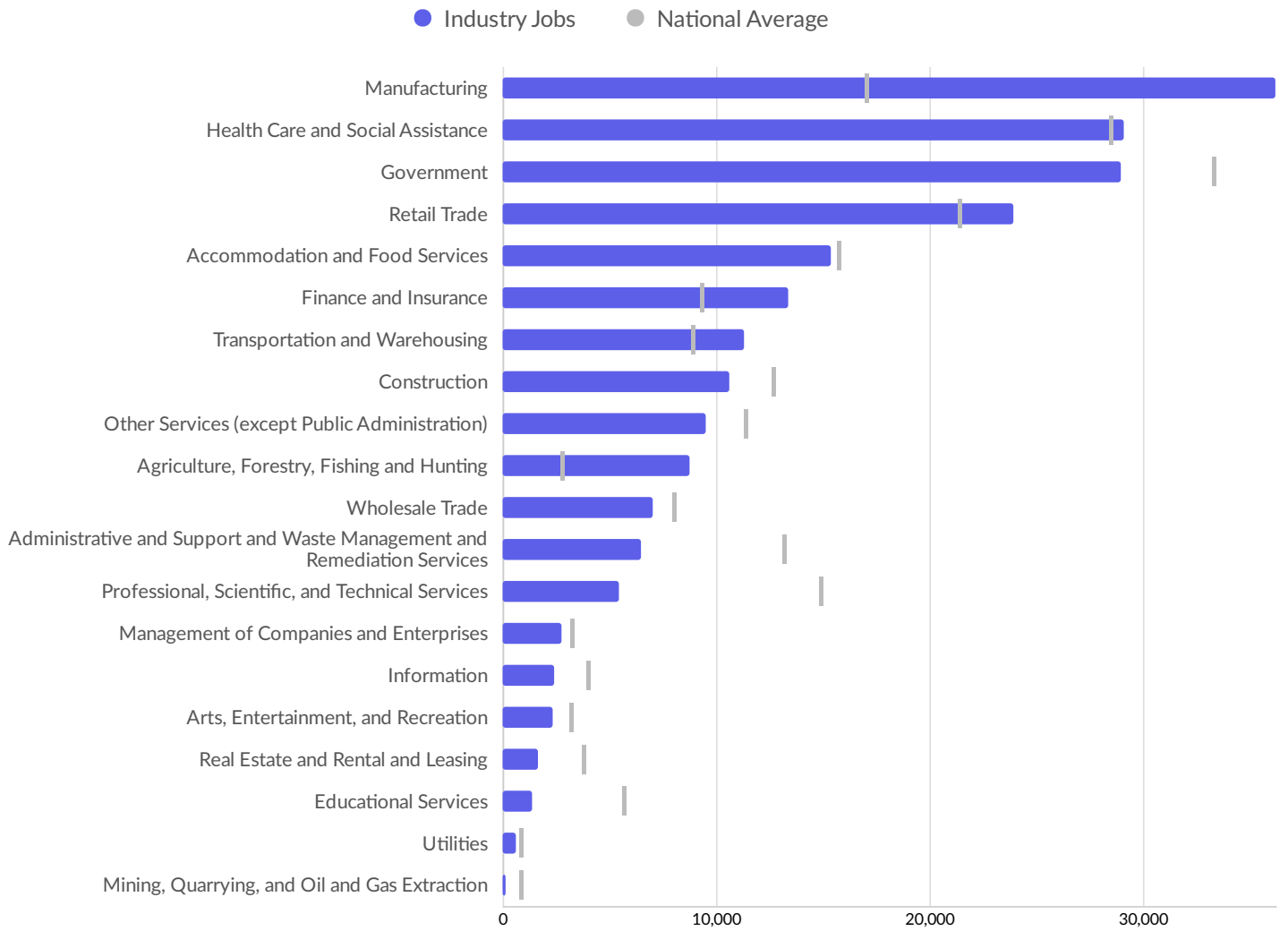
Top Previous Counties	Migrations
Dane County, WI	517
Clark County, WI	445
Milwaukee County, WI	421
Sauk County, WI	382
Shawano County, WI	313
Monroe County, WI	307



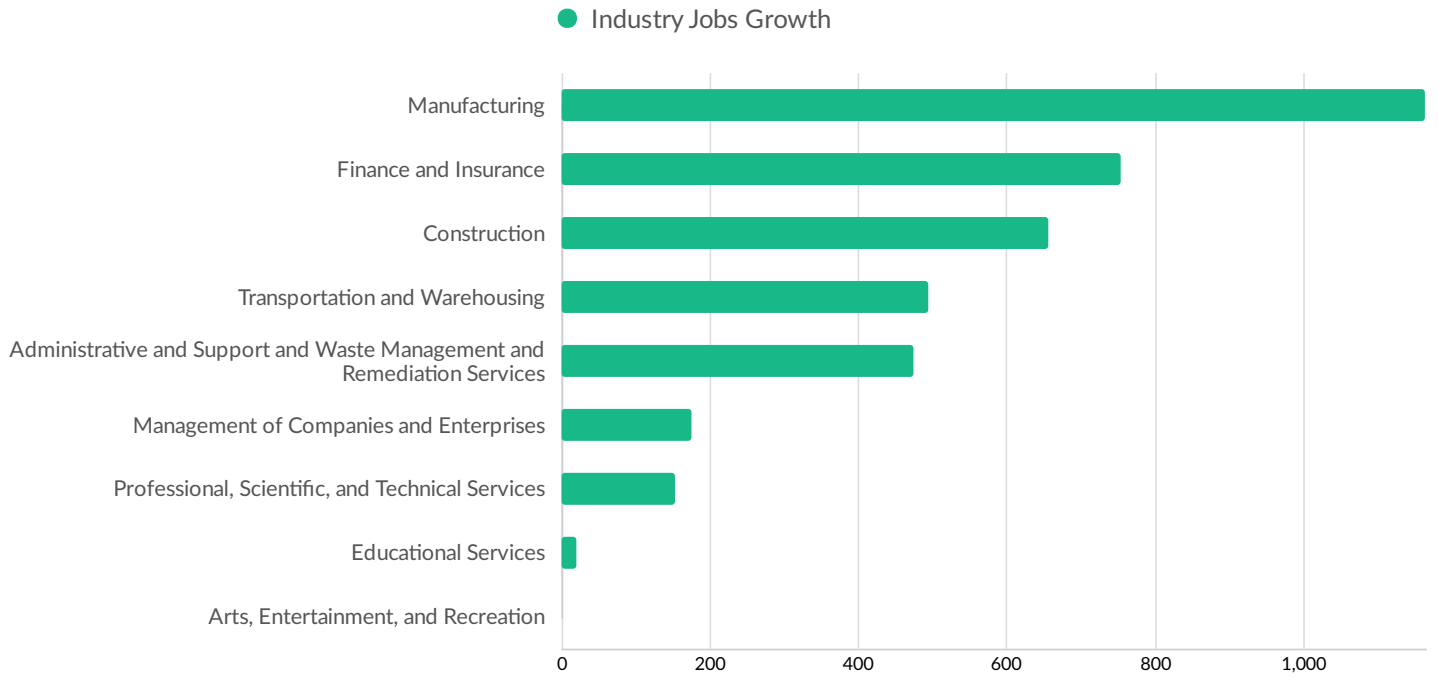
Top Previous Counties	Migrations
Brown County, WI	279
Cook County, IL	248
Outagamie County, WI	247
Waukesha County, WI	245
Winnebago County, WI	239
Waupaca County, WI	233
Columbia County, WI	200
Rock County, WI	177
Waushara County, WI	169
Top Following Counties	Migrations
Dane County, WI	620
Sauk County, WI	347
Milwaukee County, WI	312
Clark County, WI	306
Brown County, WI	289
Outagamie County, WI	283
Waupaca County, WI	275
Monroe County, WI	259
Winnebago County, WI	253
Shawano County, WI	224
Waukesha County, WI	215
Columbia County, WI	181
La Crosse County, WI	156
Waushara County, WI	151
Eau Claire County, WI	137

# Industry Characteristics

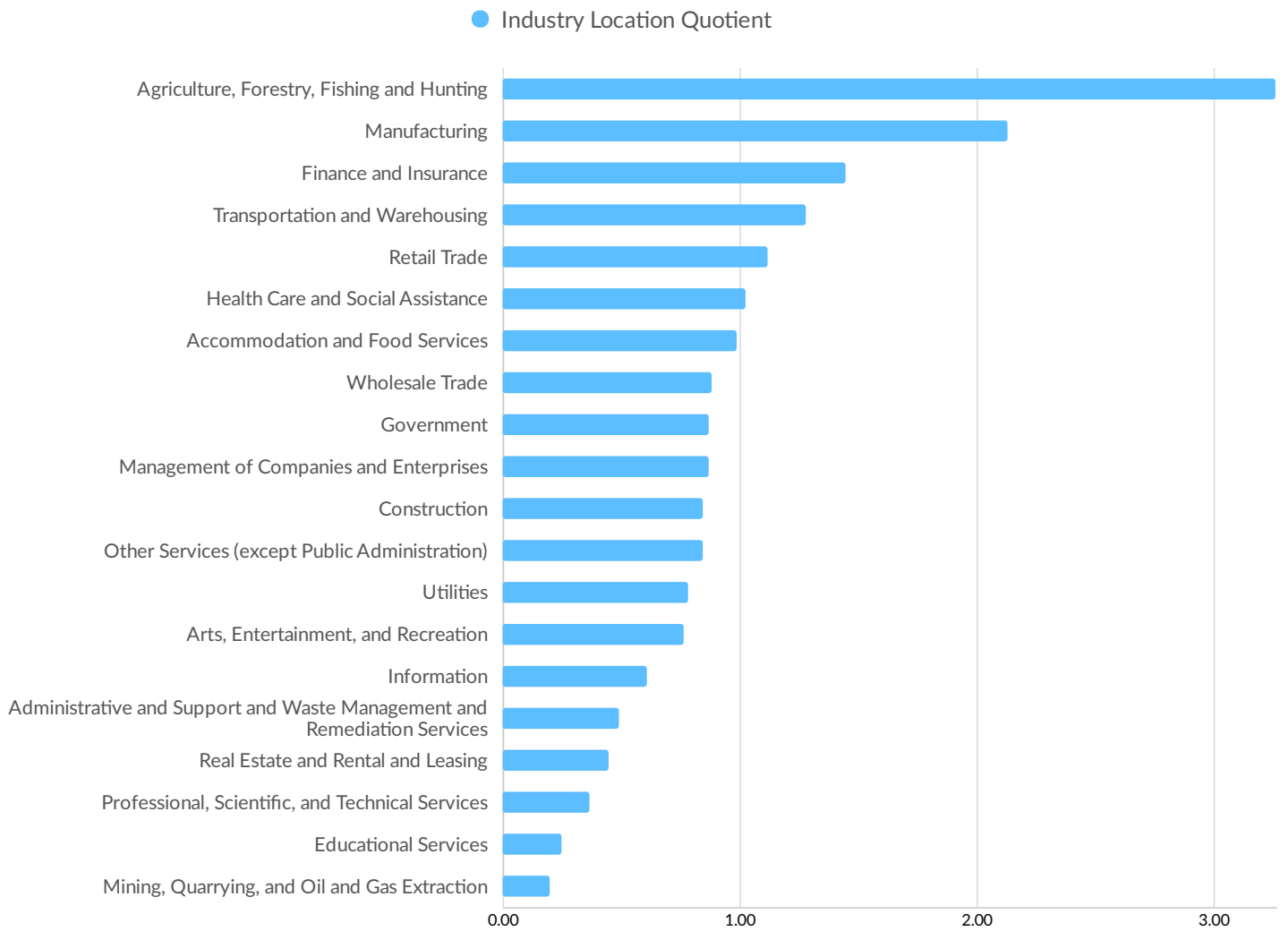
## Largest Industries



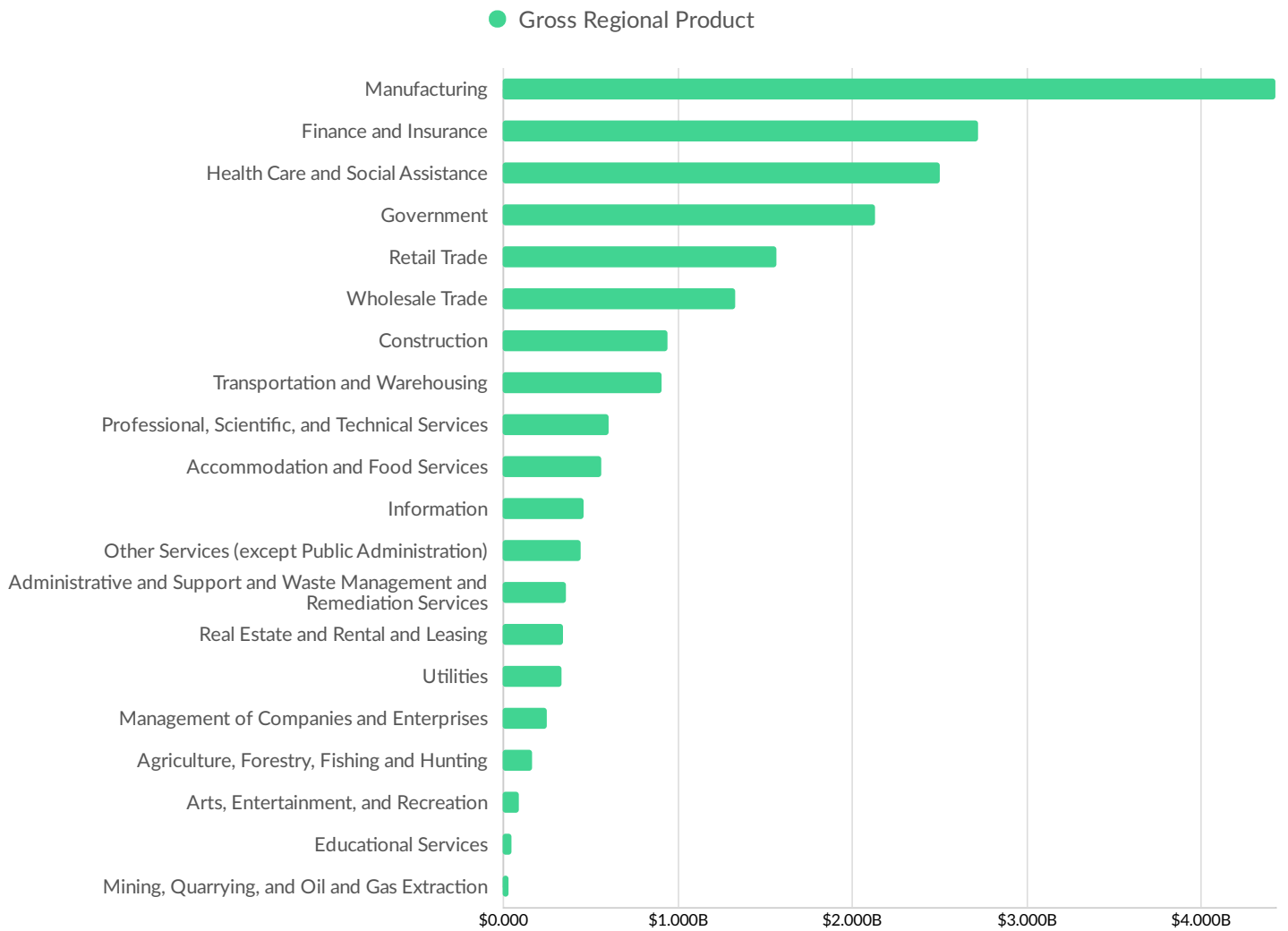
## Top Growing Industries



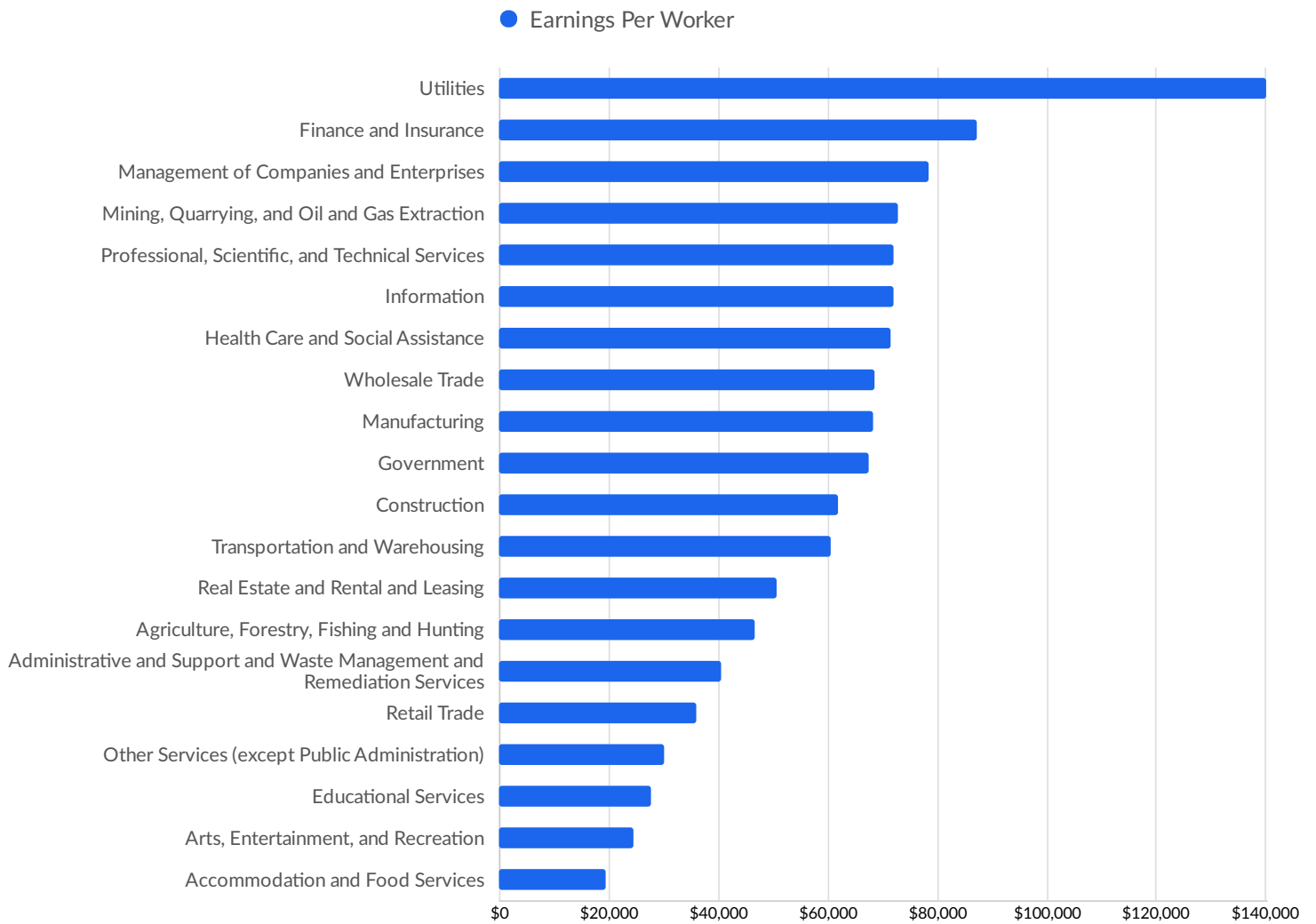
## Top Industry Location Quotient



## Top Industry GRP





















## Top Industry Earnings



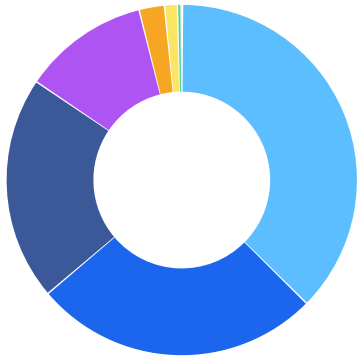
## Business Characteristics

### 23,822 Companies Employ Your Workers

Online profiles for your workers mention 23,822 companies as employers, with the top 10 appearing below. In the last 12 months, 5,027 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,411 	Roehl Transport, Inc.	2,789 
Sentry Insurance	1,562 	Aspirus Wausau Hospital, Inc.	1,901 
Aspirus Wausau Hospital, Inc.	1,433 	Marshfield Clinic	1,760 
University of Wisconsin Stevens...	1,088 	Marshfield, LLC	1,186 
Ministry Health Care, Inc.	845 	Wal-Mart, Inc.	948 
State of Wisconsin	820 	Ascension	938 
Greenheck Fan Corporation	693 	C.R. England, Inc.	935 
Church Mutual Insurance Comp...	488 	U.S. Xpress, Inc.	852 
Stevens Point Area Public Schoo...	473 	Uber Eats	684 
Wal-Mart, Inc.	442 	Remedy Intelligent Staffing	596 

## Business Size



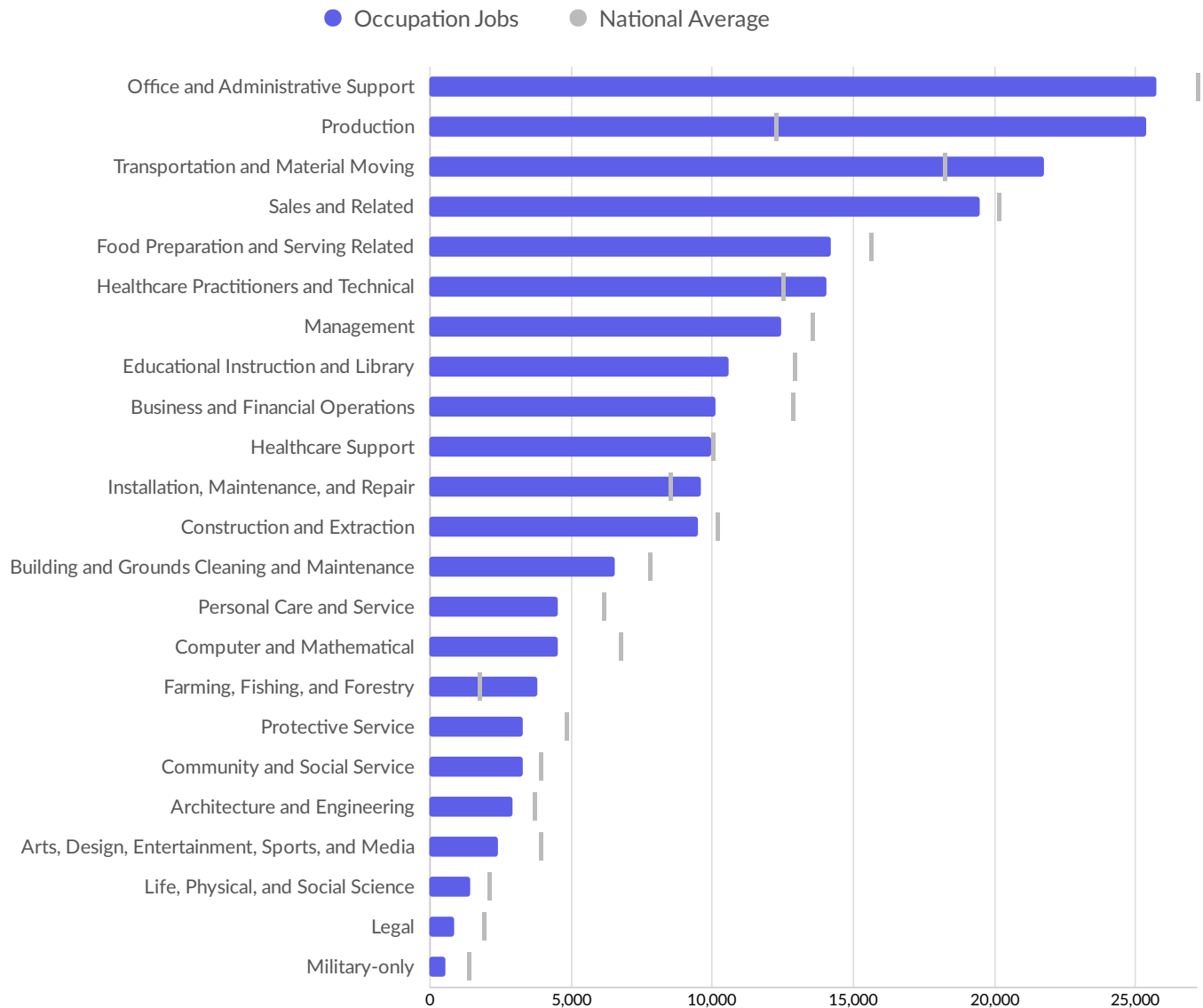
	Percentage	Business Count
1 to 4 employees	37.3%	7,394
5 to 9 employees	26.4%	5,229
10 to 19 employees	20.7%	4,091
20 to 49 employees	11.6%	2,301
50 to 99 employees	2.3%	463
100 to 249 employees	1.2%	235
250 to 499 employees	0.3%	66
500+ employees	0.1%	26

*\*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.*

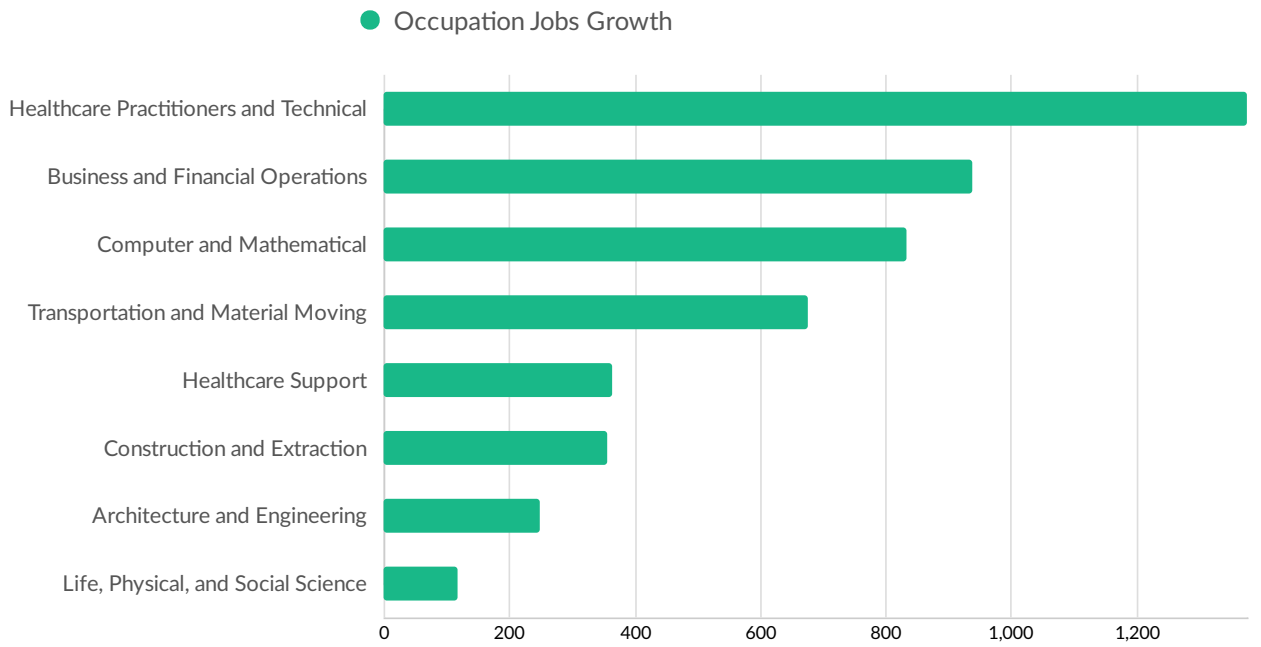


# Workforce Characteristics

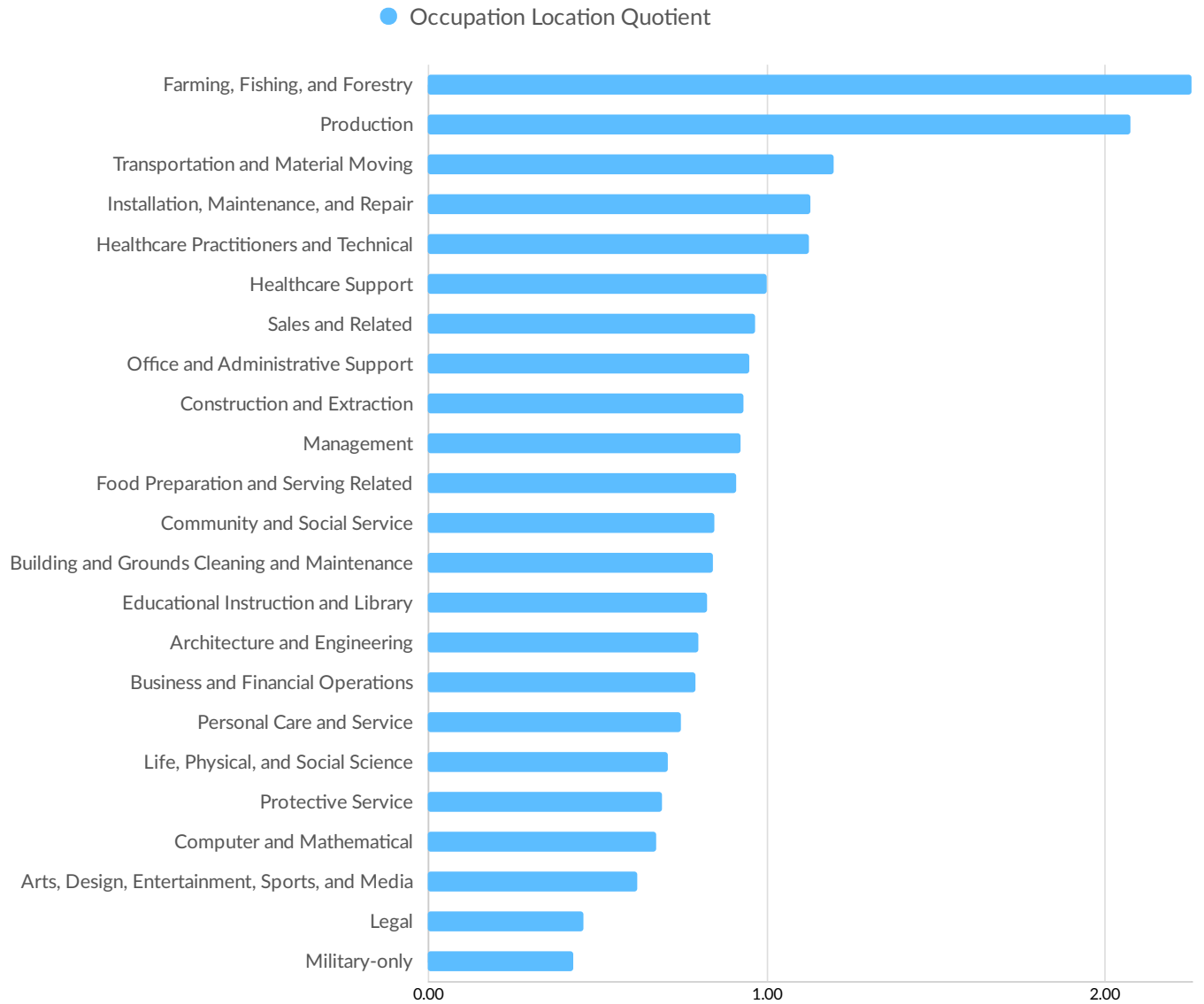
## Largest Occupations



## Top Growing Occupations



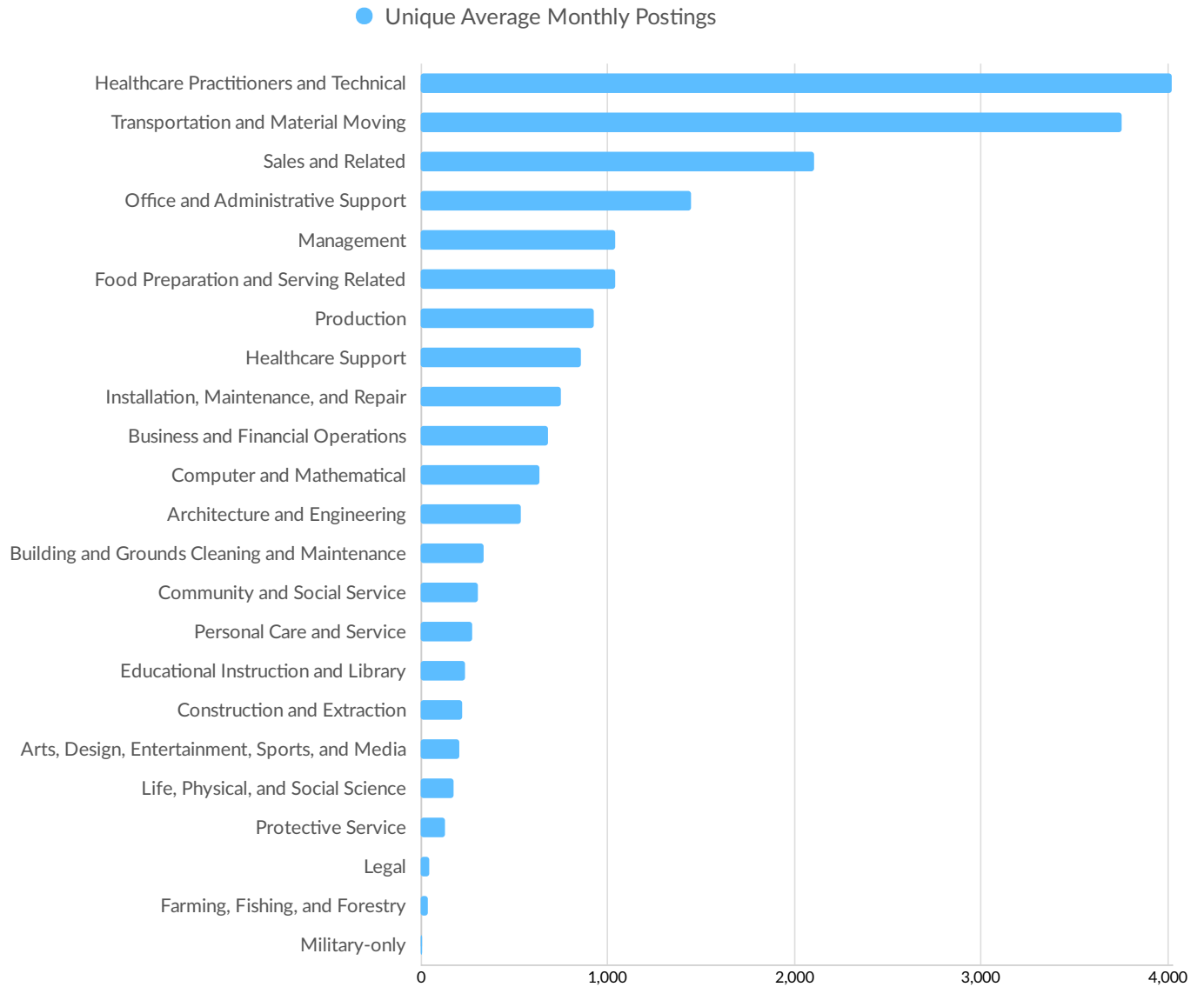
## Top Occupation Location Quotient



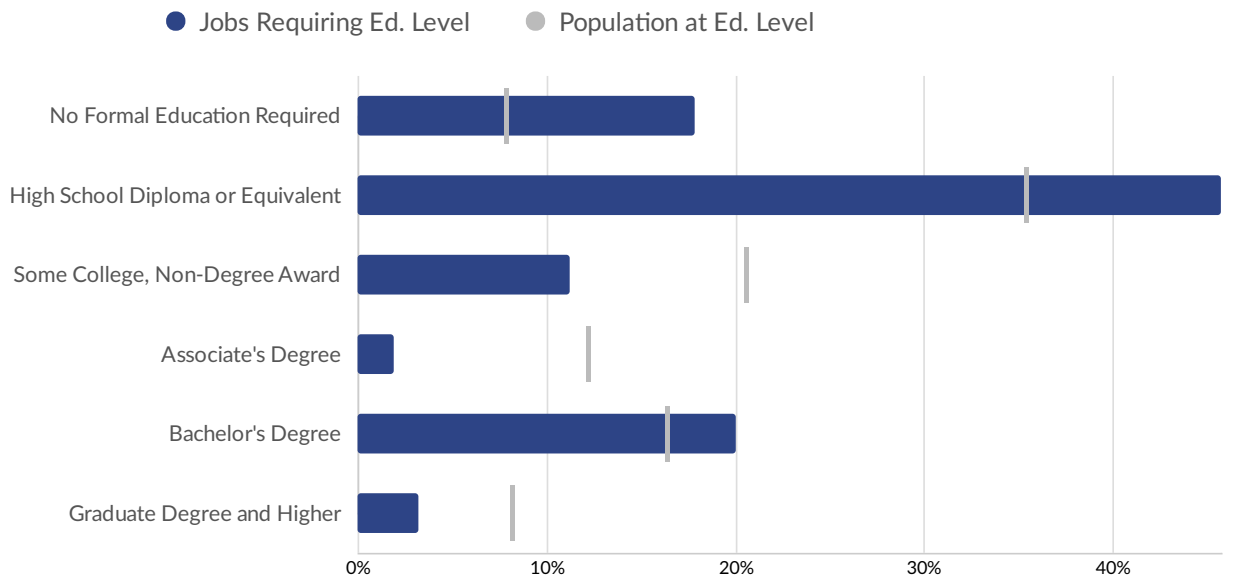
## Top Occupation Earnings



## Top Posted Occupations

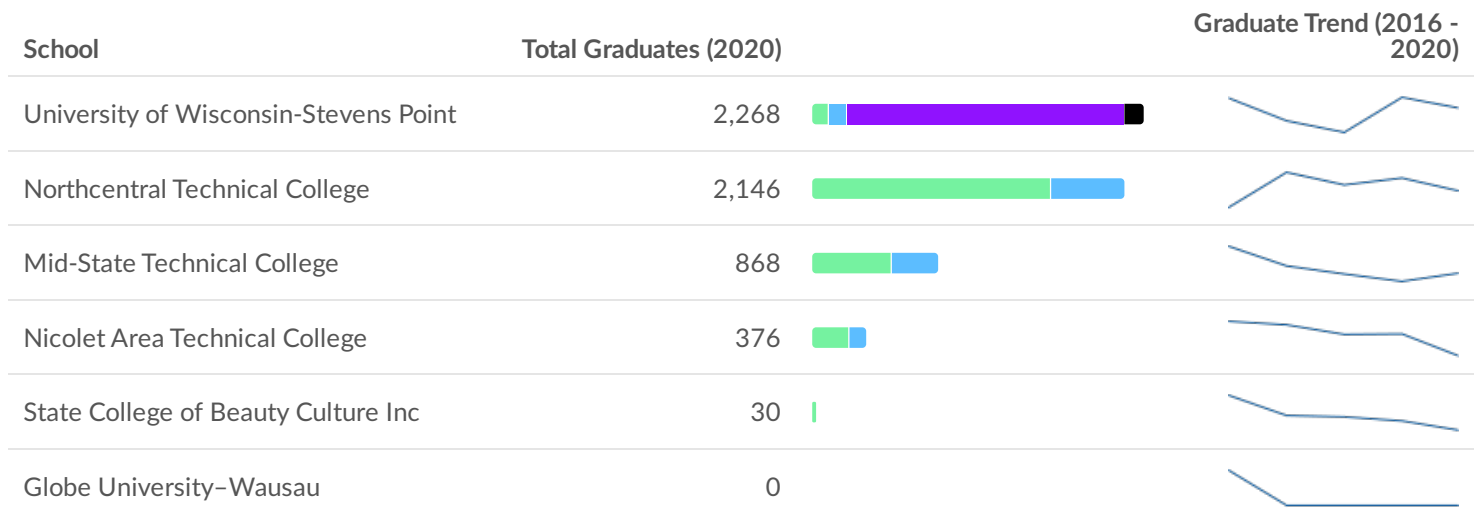


## Underemployment



## Educational Pipeline

In 2020, there were 5,688 graduates in NCWRPC. This pipeline has shrunk by 5% 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".



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

# In-Demand Skills

