



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.

217,548

Total Regional Employment

Jobs **decreased by 8,276** over the last 5 years but are projected to **grow by 4,079** 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 225,823 to **217,548**. 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.

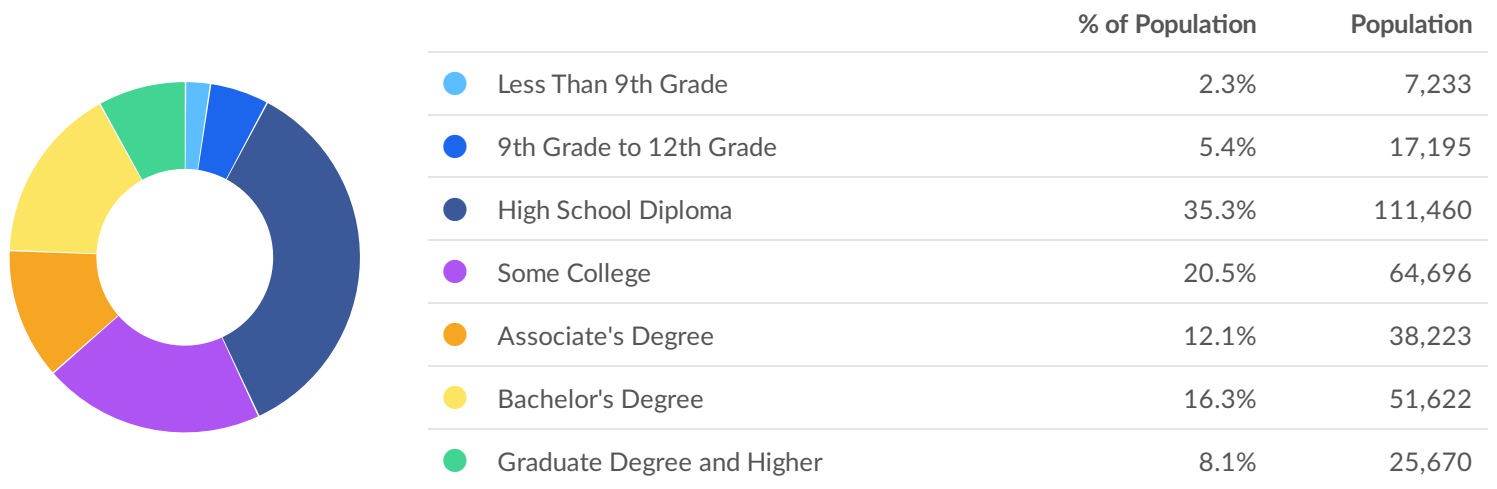
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	440,343	220,182	217,548	99.7	\$21.60B	\$31.10B	\$29.06B
Centergy	327,249	166,642	168,987	99.2	\$17.25B	\$23.87B	\$22.84B
NCWRPC	440,343	220,182	217,548	99.7	\$21.60B	\$31.10B	\$29.06B
Wisconsin	5,832,655	3,038,273	3,041,642	100.3	\$328.66B	\$327.57B	\$346.07B

Dec 2020 Labor Force Breakdown



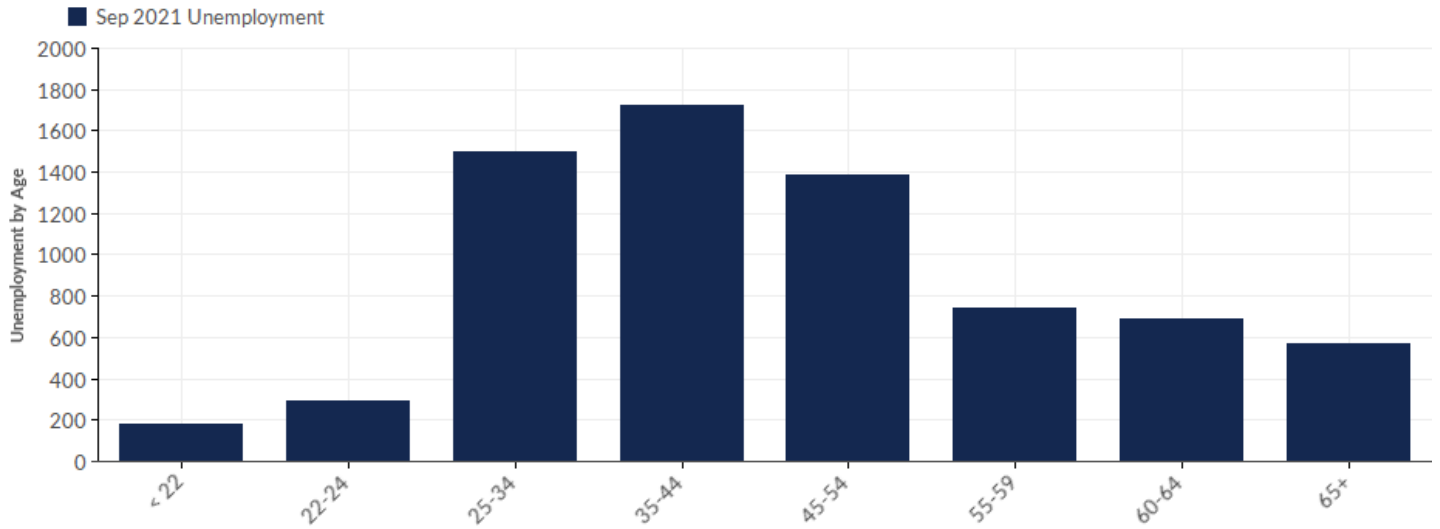
Educational Attainment

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).



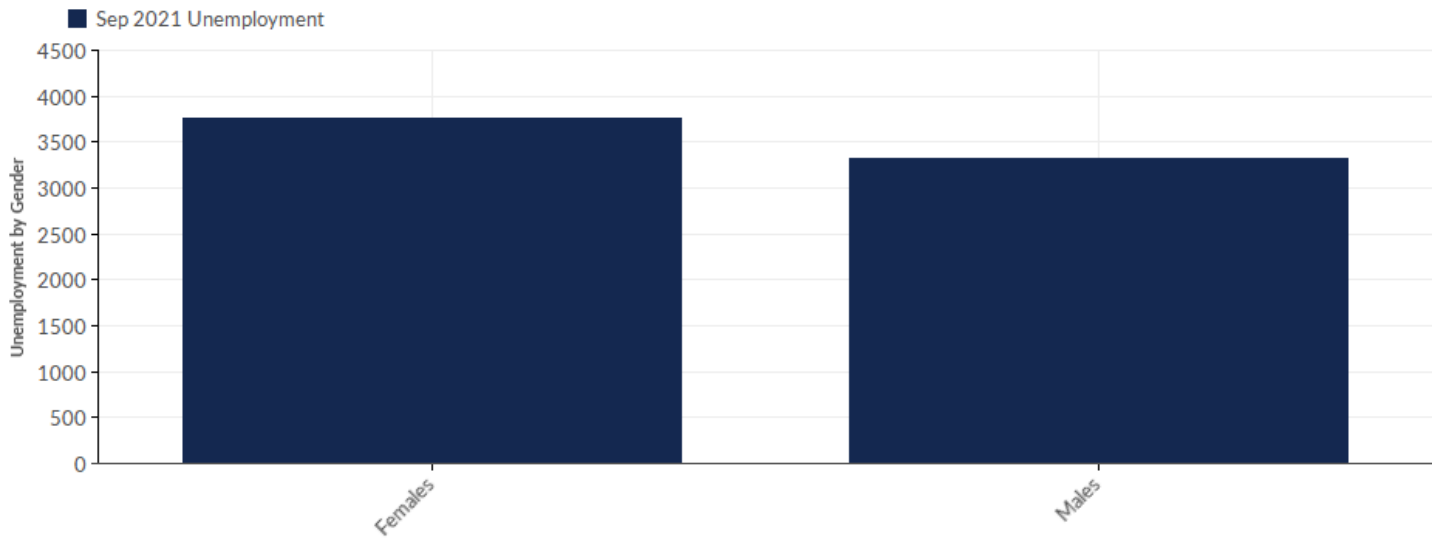
Unemployment by Demographics

Unemployment by Age



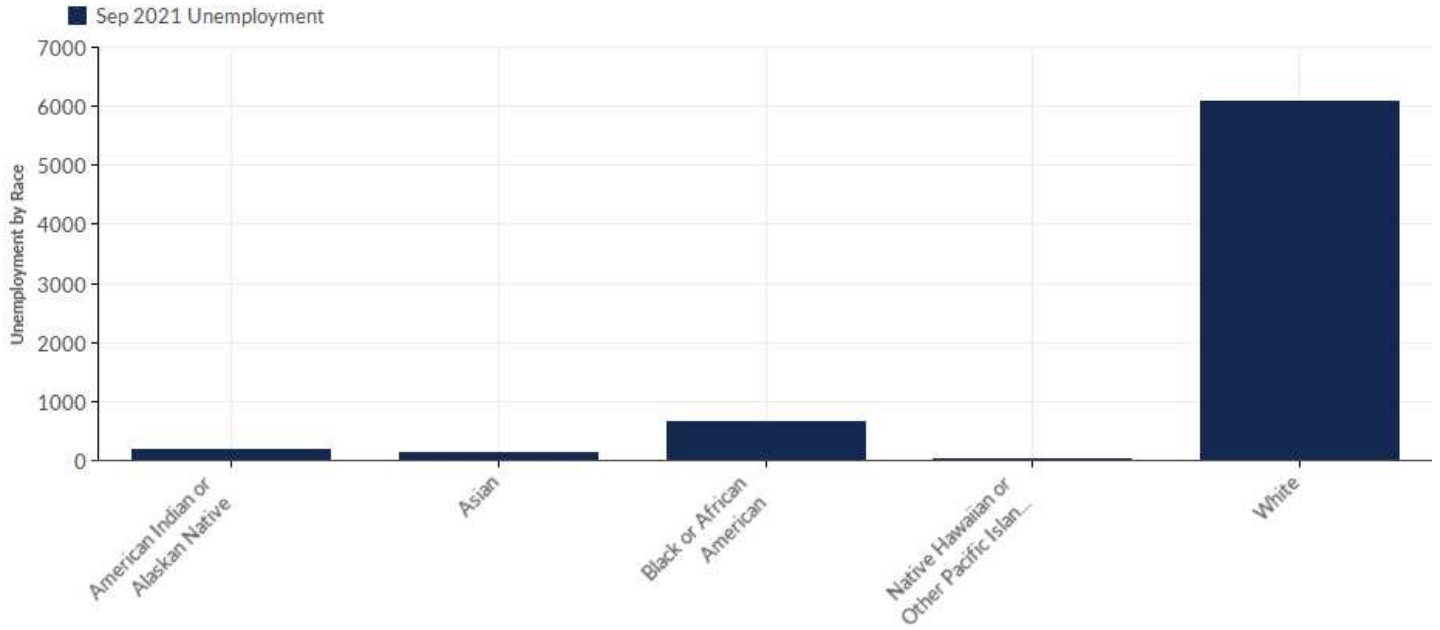
Age	Unemployment (Sep 2021)	% of Cohort
< 22	181	2.56%
22-24	291	4.11%
25-34	1,496	21.14%
35-44	1,725	24.37%
45-54	1,383	19.54%
55-59	745	10.53%
60-64	692	9.78%
65+	566	8.00%
Total	7,078	100.00%

Unemployment by Gender



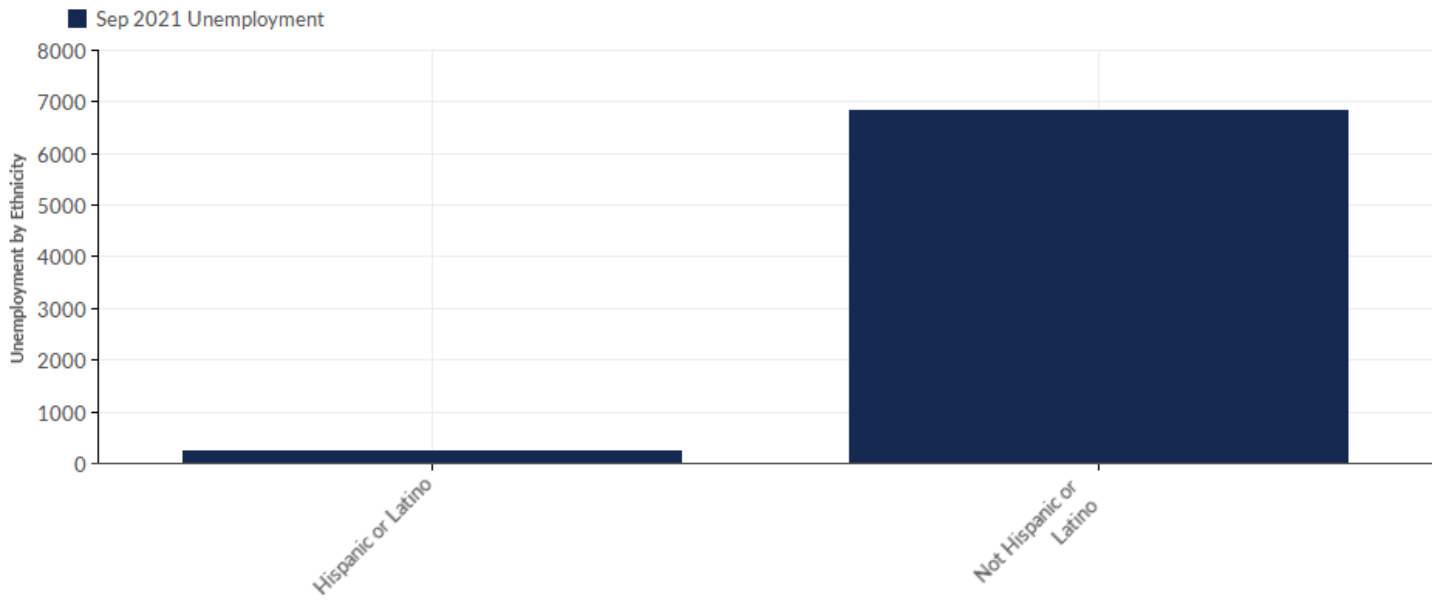
Gender	Unemployment (Sep 2021)	% of Cohort
Females	3,751	53.00%
Males	3,327	47.00%
Total	7,078	100.00%

Unemployment by Race



Race	Unemployment (Sep 2021)	% of Cohort
American Indian or Alaskan Native	179	2.53%
Asian	127	1.79%
Black or African American	666	9.41%
Native Hawaiian or Other Pacific Islander	15	0.21%
White	6,091	86.06%
Total	7,078	100.00%

Unemployment by Ethnicity

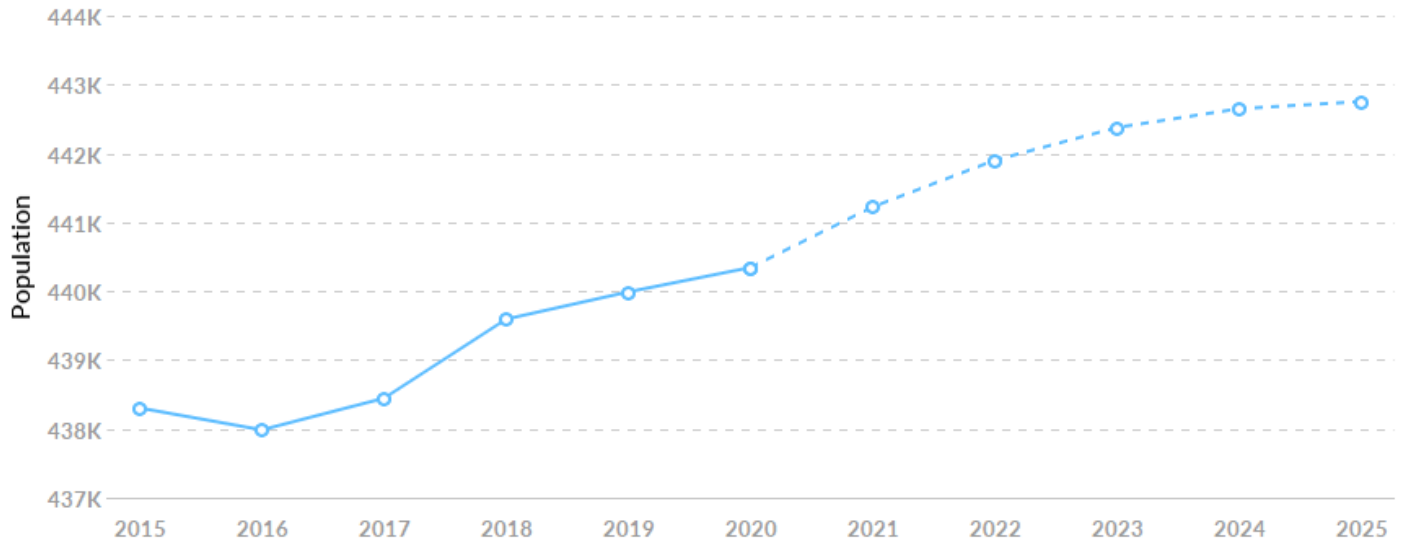


Ethnicity	Unemployment (Sep 2021)	% of Cohort
Hispanic or Latino	253	3.57%
Not Hispanic or Latino	6,825	96.43%
Total	7,078	100.00%

Historic & Projected Trends

Population Trends

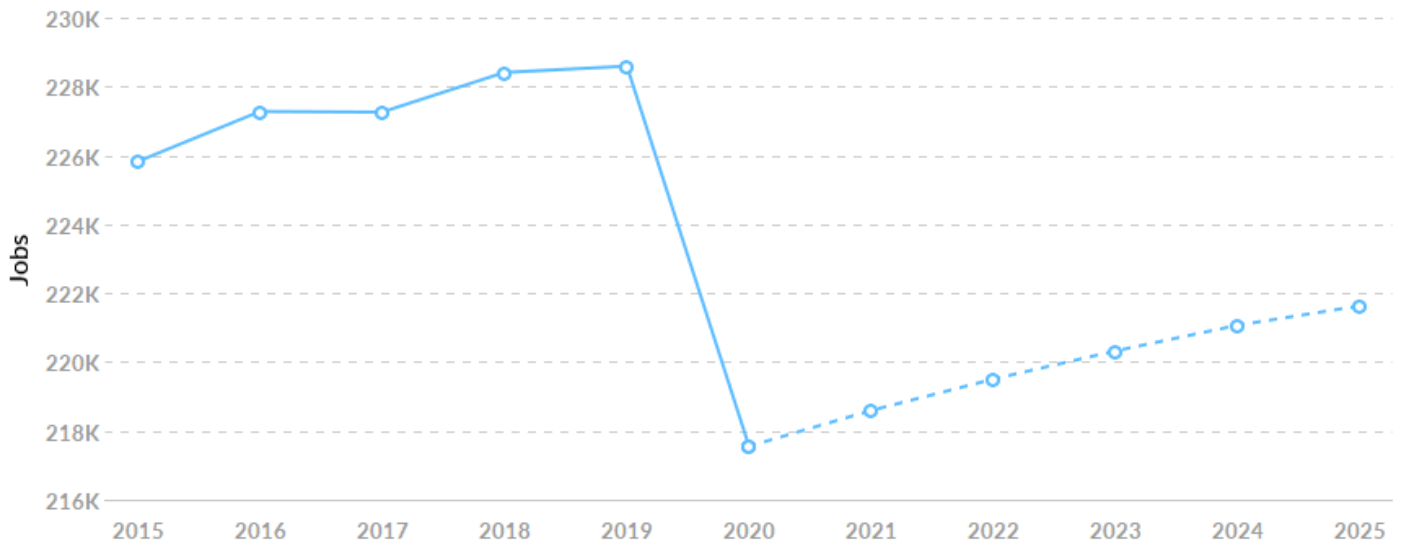
As of 2020 the region's population **increased by 0.5%** since 2015, growing by 2,040. Population is expected to **increase by 0.5%** between 2020 and 2025, adding 2,410.



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

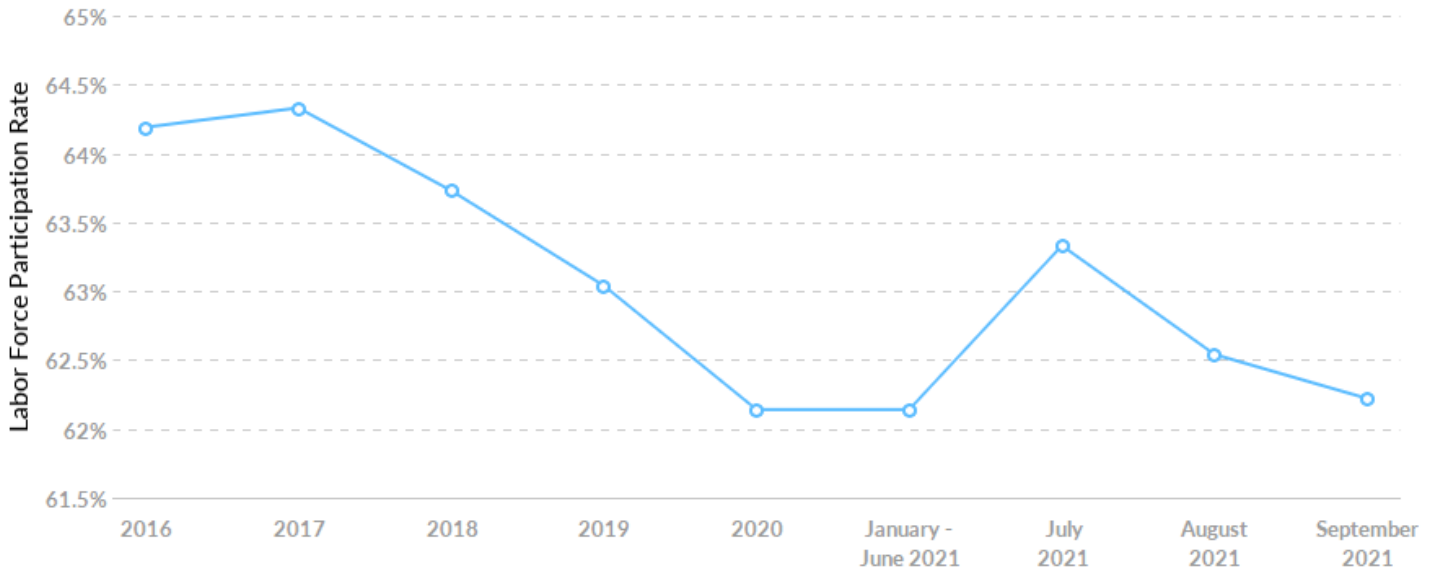
Job Trends

From 2015 to 2020, jobs declined by 3.7% in NCWRPC from 225,823 to 217,548. This change fell short of the national growth rate of 0.0% by 3.7%.



Timeframe	Jobs
2015	225,823
2016	227,275
2017	227,257
2018	228,408
2019	228,591
2020	217,548
2021	218,588
2022	219,499
2023	220,319
2024	221,065
2025	221,627

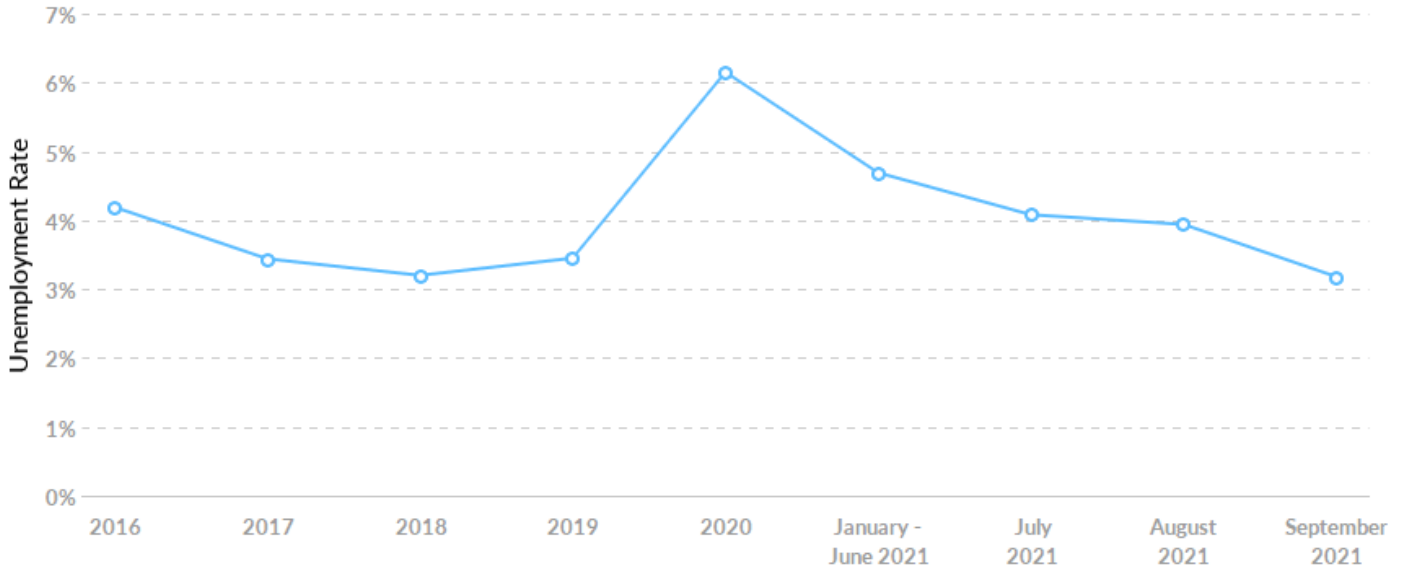
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	64.19%
2017	64.33%
2018	63.73%
2019	63.04%
2020	62.14%
January - June 2021	62.14%
July 2021	63.33%
August 2021	62.54%
September 2021	62.22%

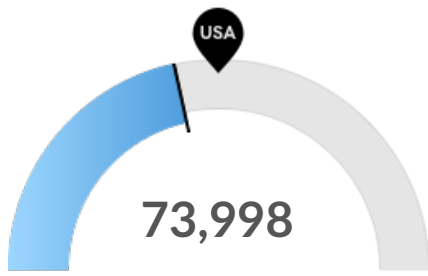
Unemployment Rate Trends

Your areas had a September 2021 unemployment rate of 3.18%, **decreasing from 4.19% 5 years before.**



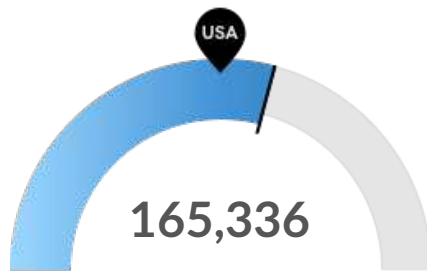
Timeframe	Unemployment Rate
2016	4.19%
2017	3.44%
2018	3.20%
2019	3.45%
2020	6.15%
January - June 2021	4.69%
July 2021	4.08%
August 2021	3.94%
September 2021	3.18%

Population Characteristics



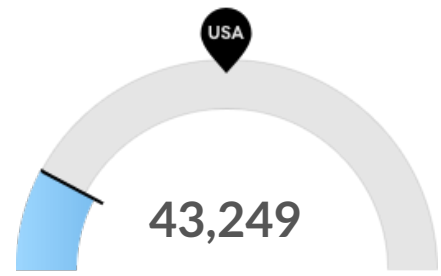
Millennials

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



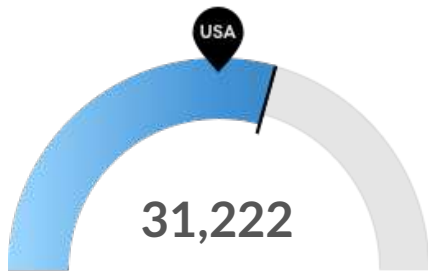
Retiring Soon

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.



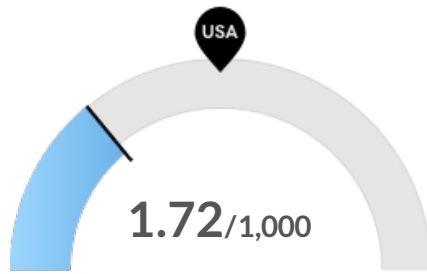
Racial Diversity

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.



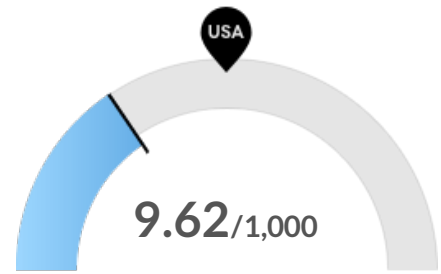
Veterans

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.

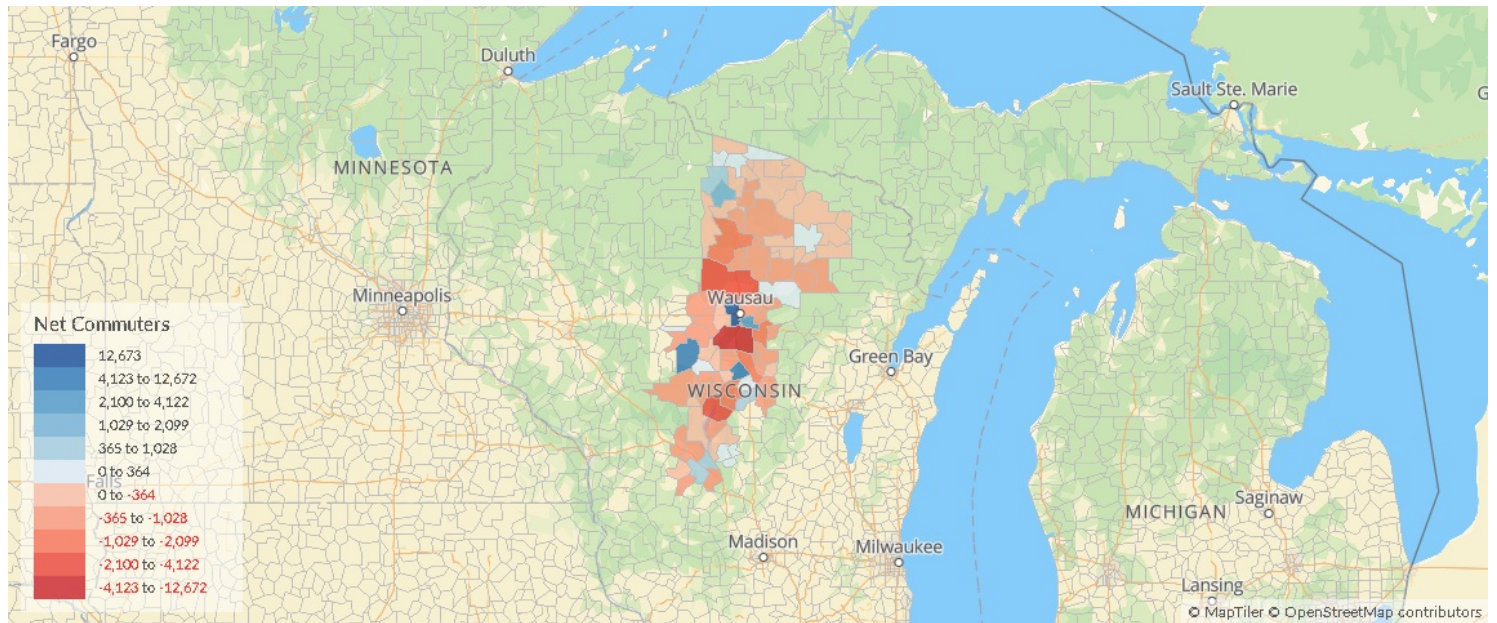


Property Crime

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...	28,966
54449	Marshfield, WI (in Woo...	17,768
54481	Stevens Point, WI (in Po...	17,631
54476	Schofield, WI (in Marath...	13,567
54494	Wisconsin Rapids, WI (i...	11,563

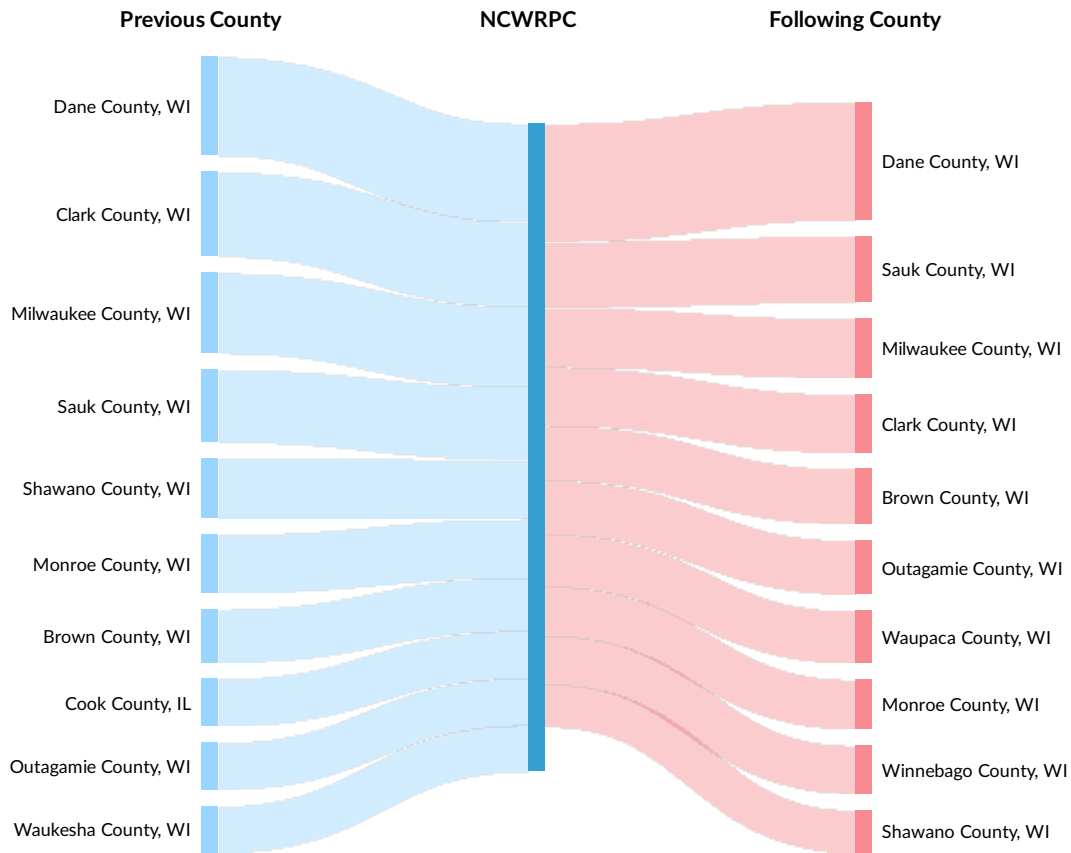
Where Talent Lives

ZIP	Name	2020 Workers
54401	Wausau, WI (in Marath...	16,293
54481	Stevens Point, WI (in Po...	13,508
54494	Wisconsin Rapids, WI (i...	12,822
54449	Marshfield, WI (in Woo...	12,531
54455	Mosinee, WI (in Marath...	11,034

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.

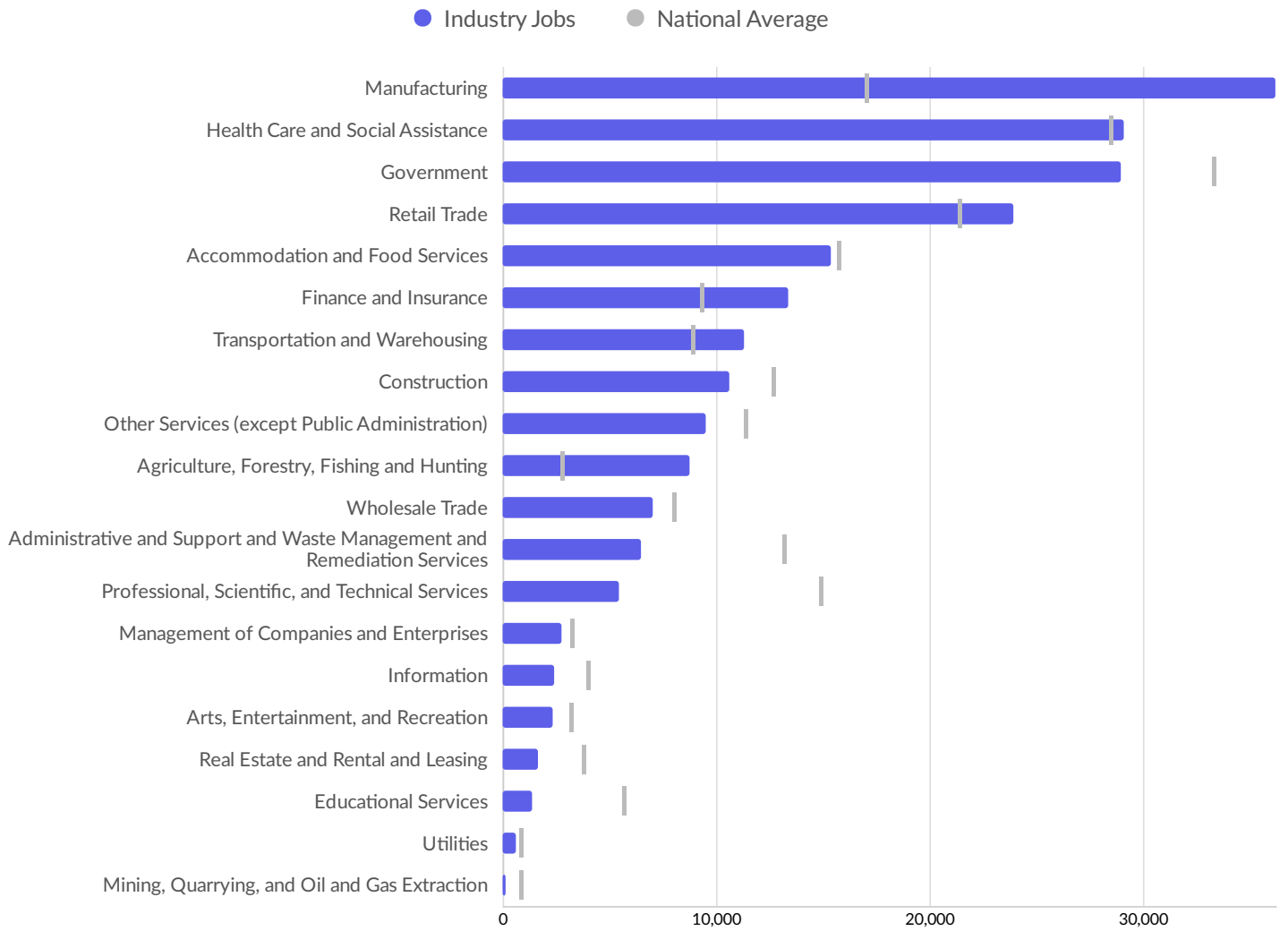


Top Previous Counties	Migrations
Dane County, WI	517
Clark County, WI	445
Milwaukee County, WI	421
Sauk County, WI	382
Shawano County, WI	313
Monroe County, WI	307

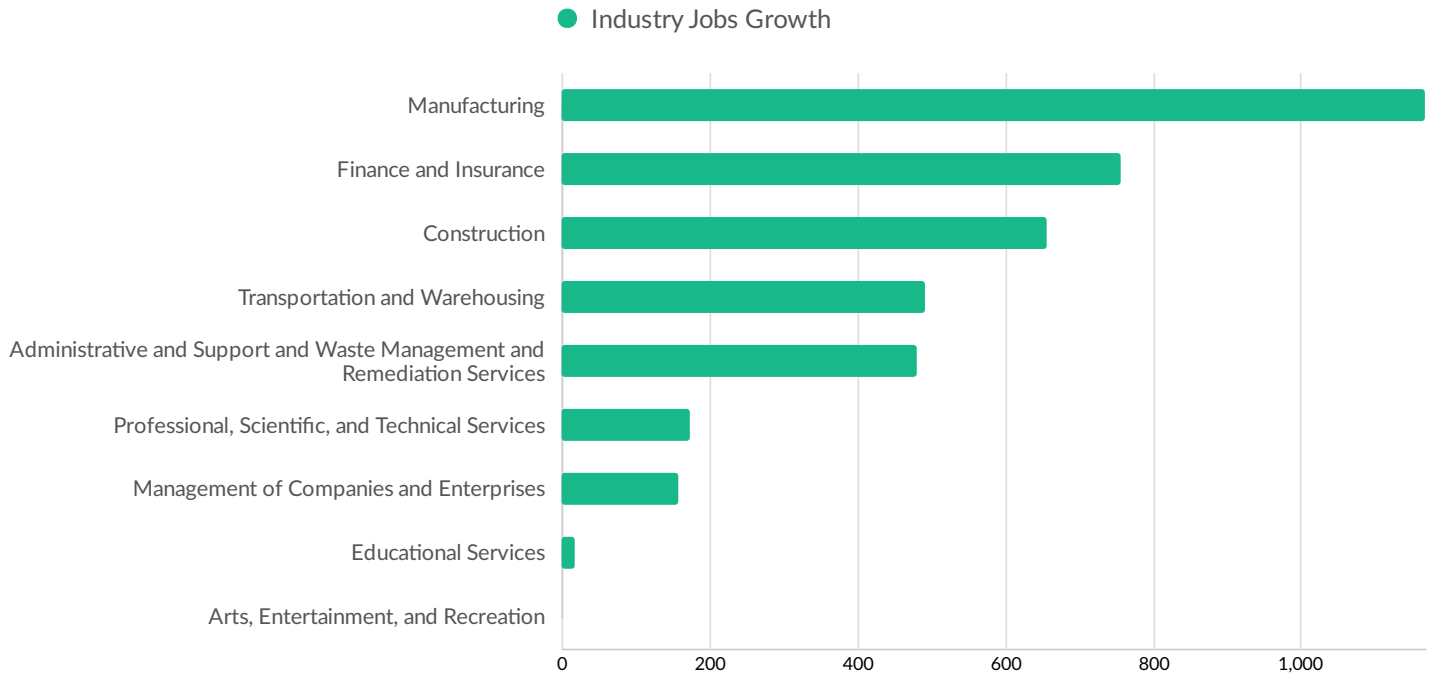
Top Previous Counties	Migrations
Brown County, WI	279
Cook County, IL	248
Outagamie County, WI	247
Waukesha County, WI	245
Winnebago County, WI	239
Waupaca County, WI	233
Columbia County, WI	200
Rock County, WI	177
Waushara County, WI	169
Top Following Counties	Migrations
Dane County, WI	620
Sauk County, 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

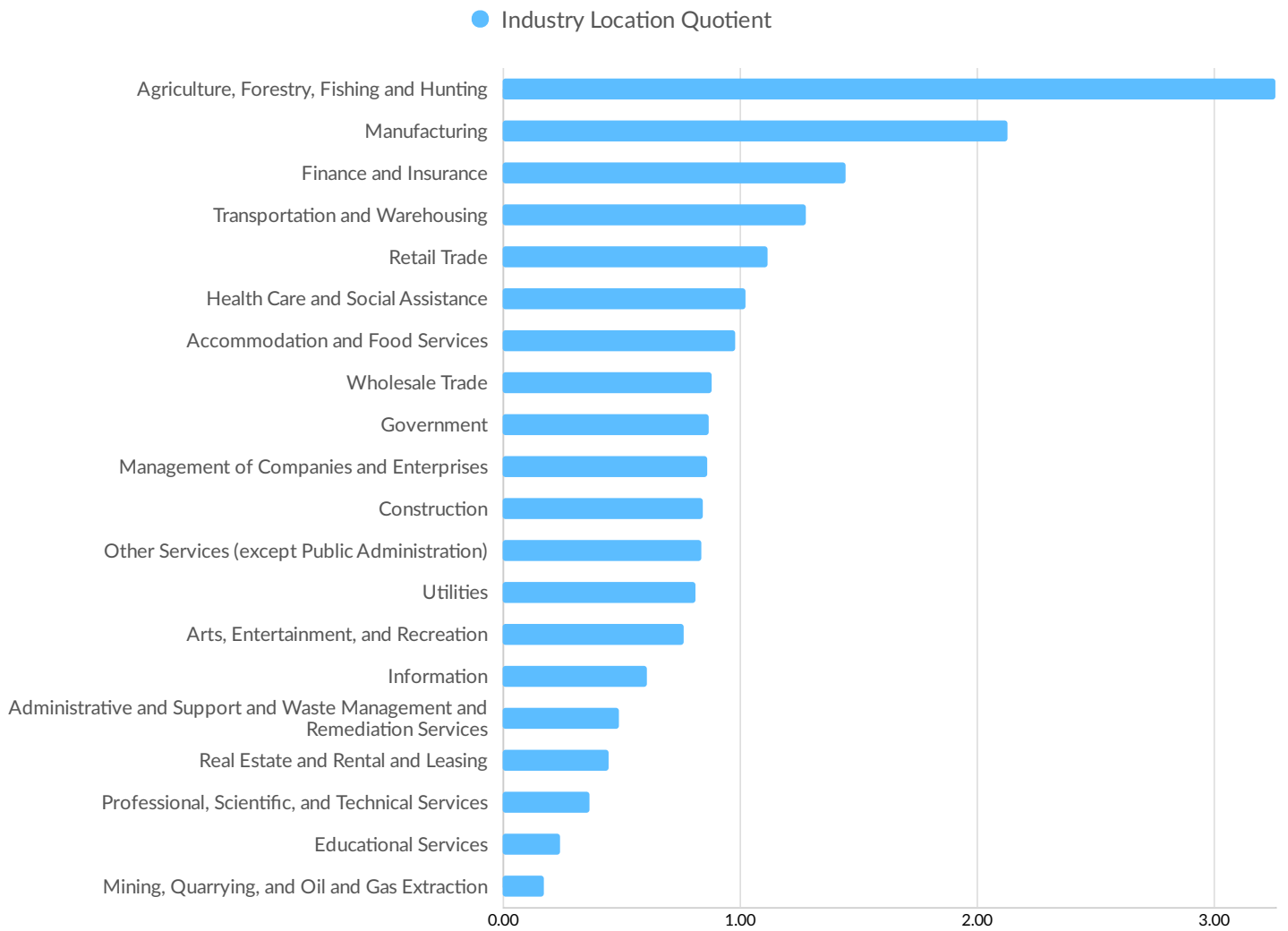
Largest Industries



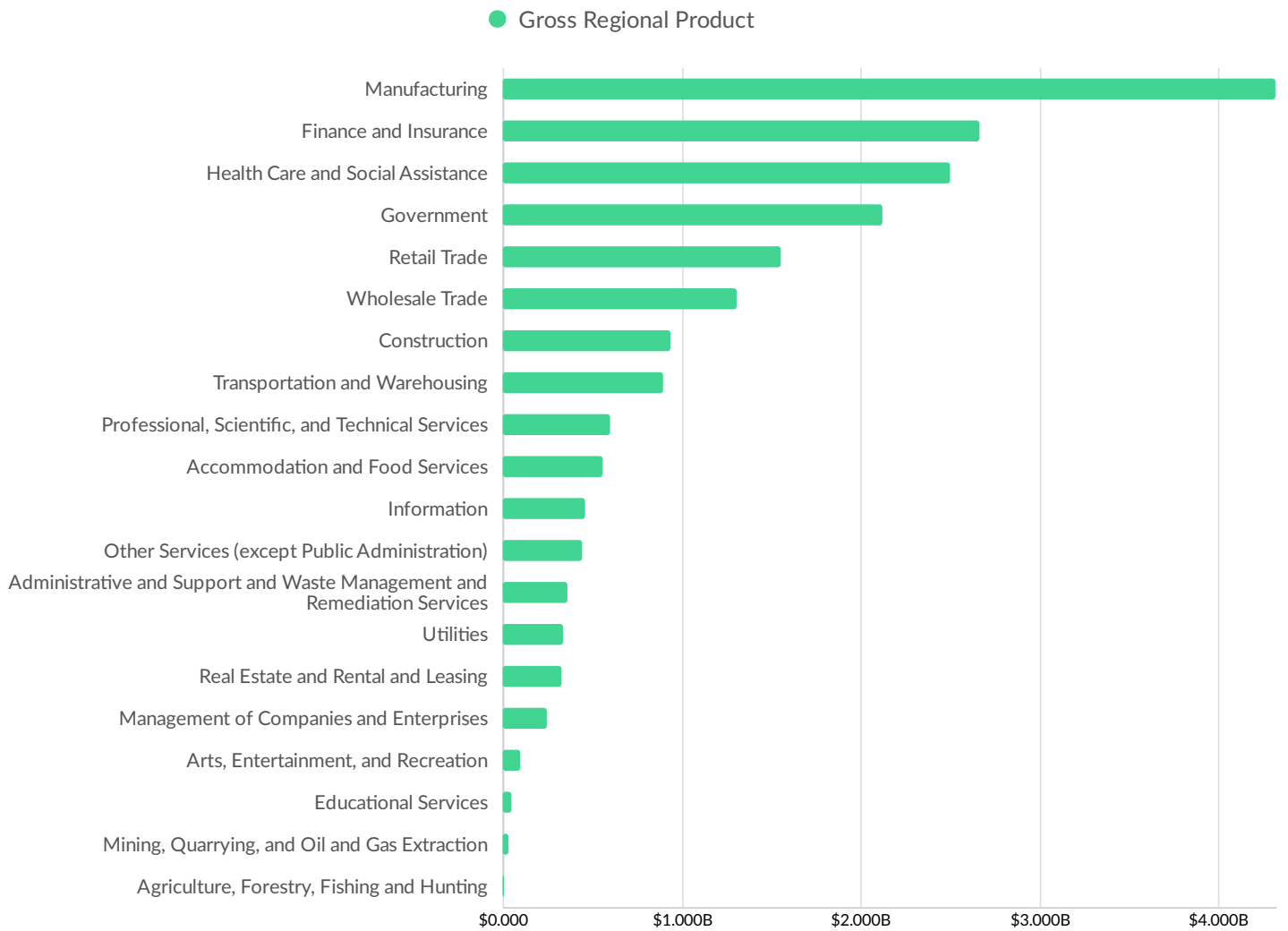
Top Growing Industries



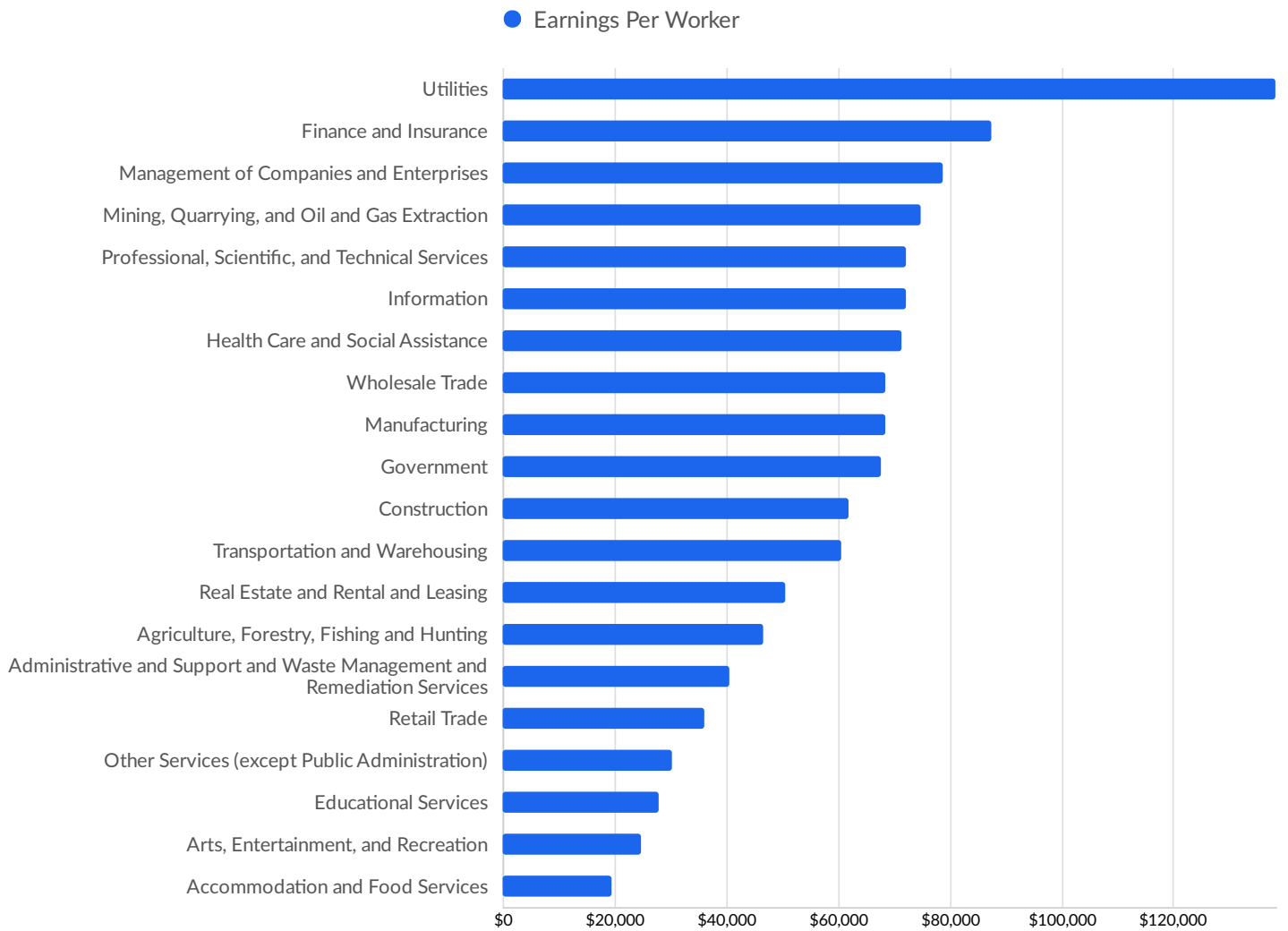
Top Industry Location Quotient



Top Industry GRP





















Top Industry Earnings



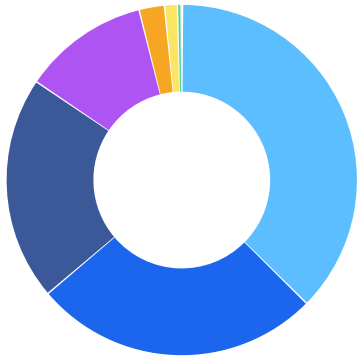
Business Characteristics

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

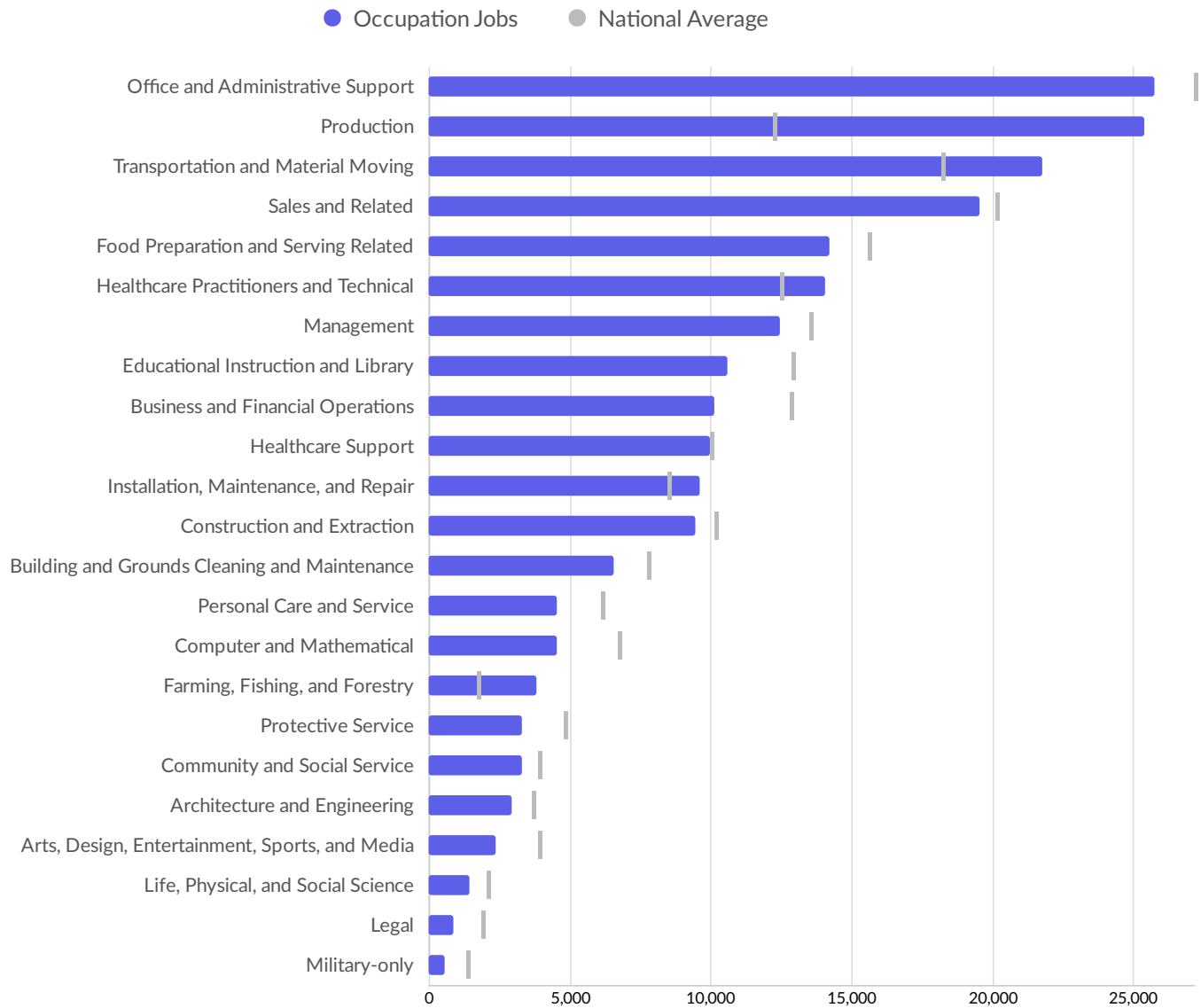


	Percentage	Business Count
1 to 4 employees	37.3%	7,394
5 to 9 employees	26.4%	5,229
10 to 19 employees	20.7%	4,091
20 to 49 employees	11.6%	2,301
50 to 99 employees	2.3%	463
100 to 249 employees	1.2%	235
250 to 499 employees	0.3%	66
500+ employees	0.1%	26

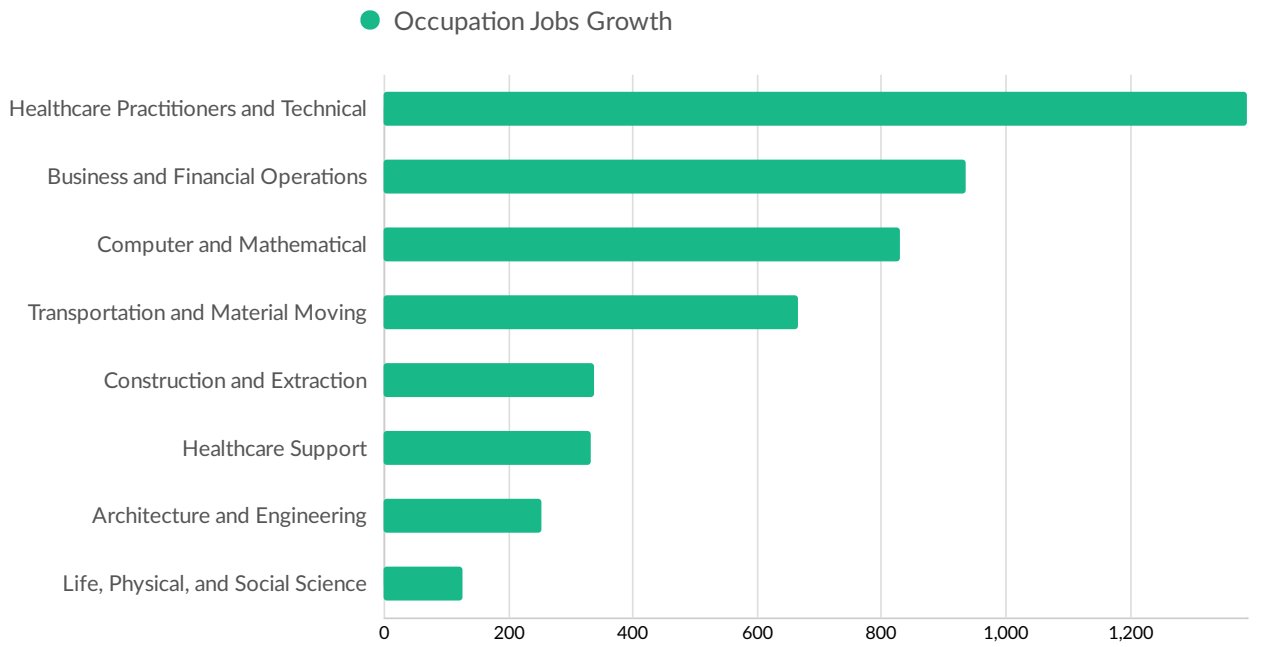
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

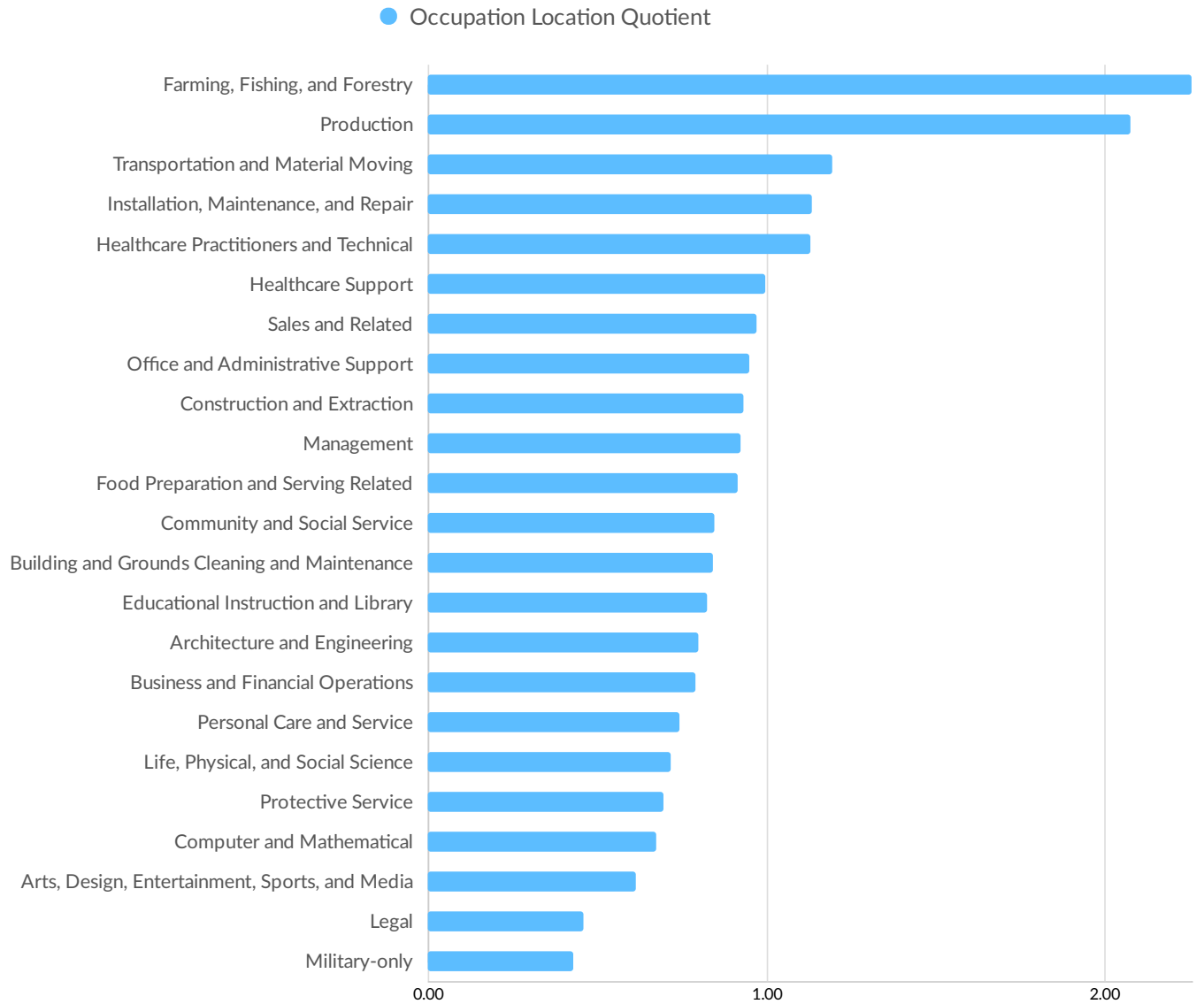
Largest Occupations



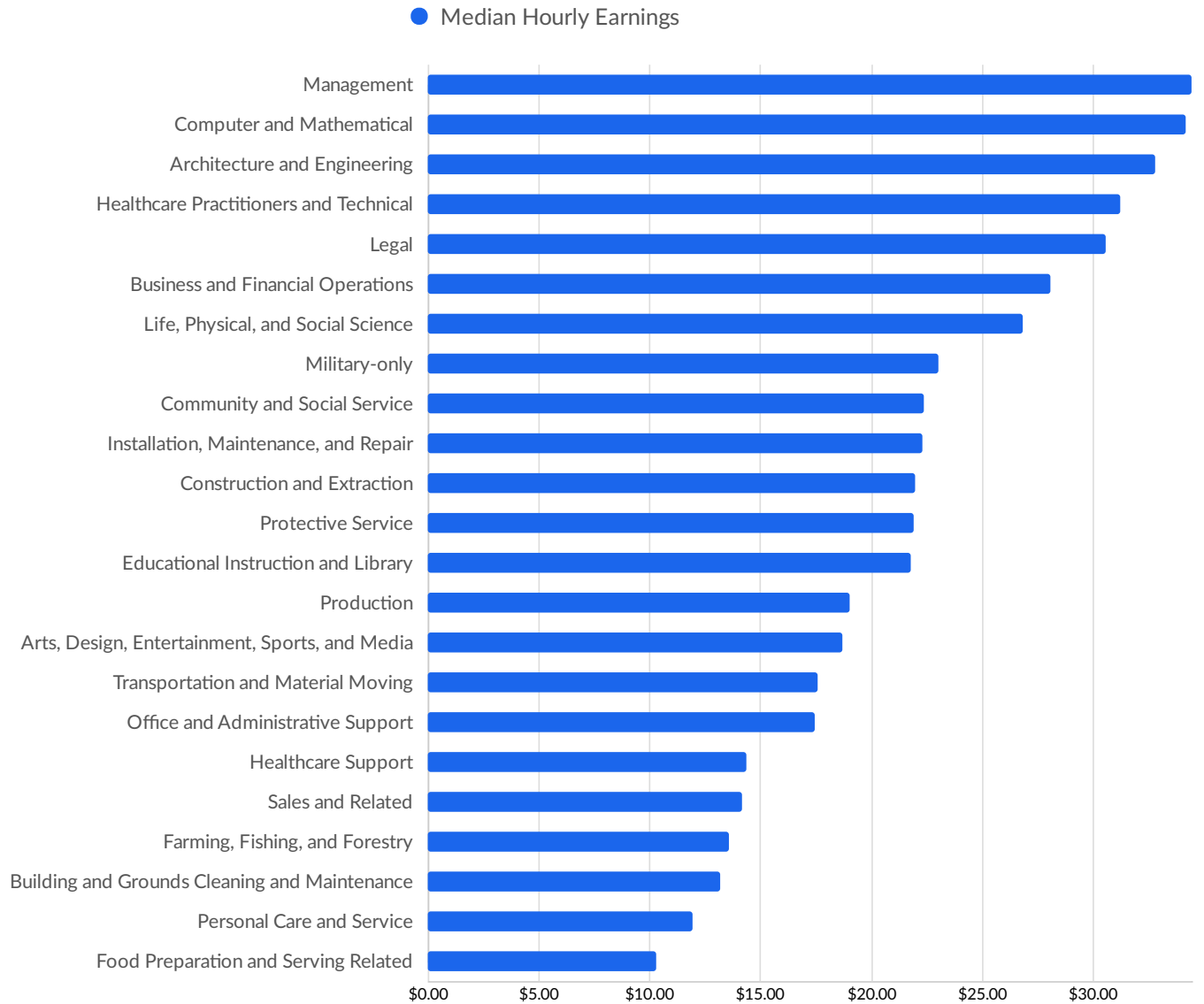
Top Growing Occupations



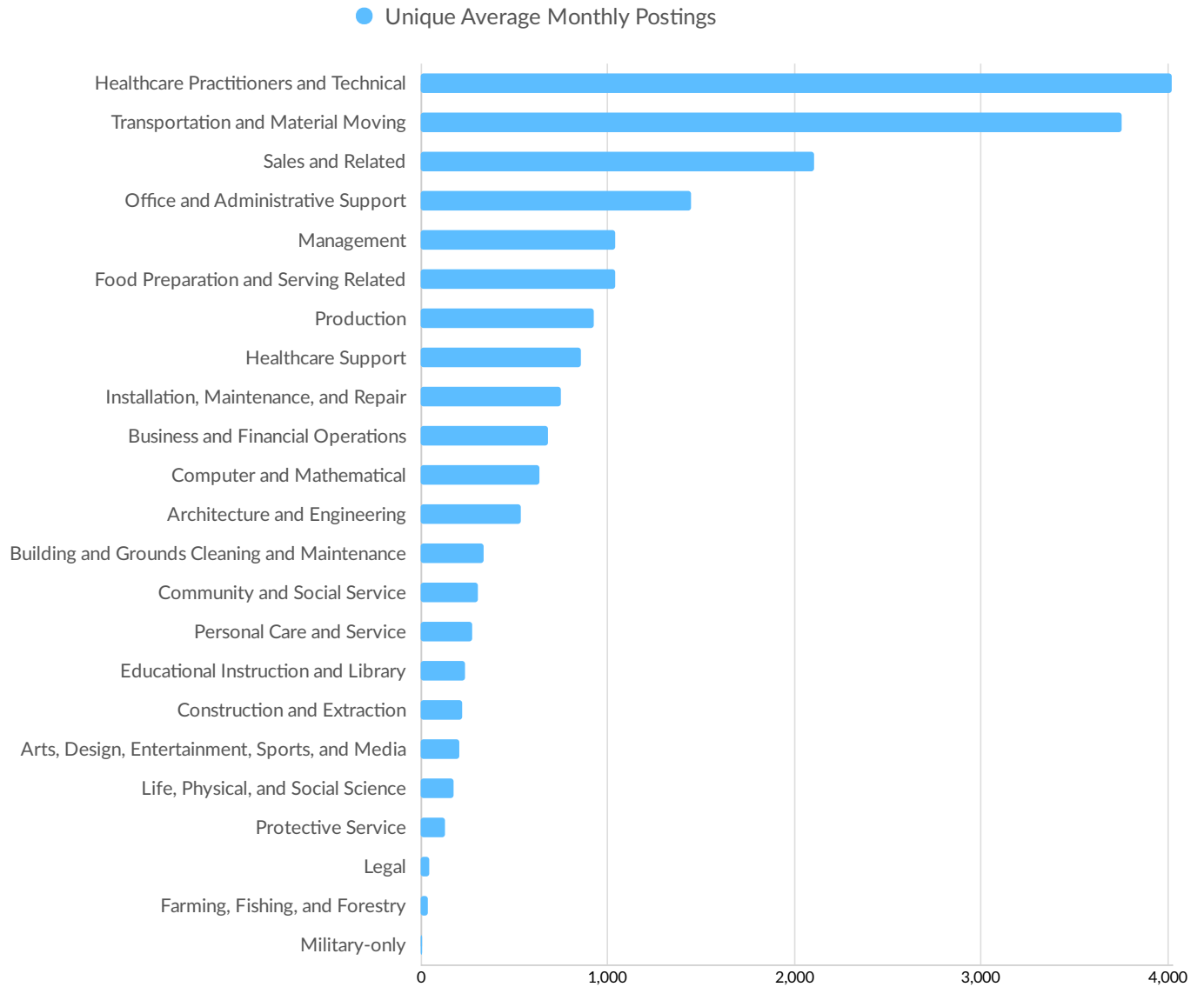
Top Occupation Location Quotient



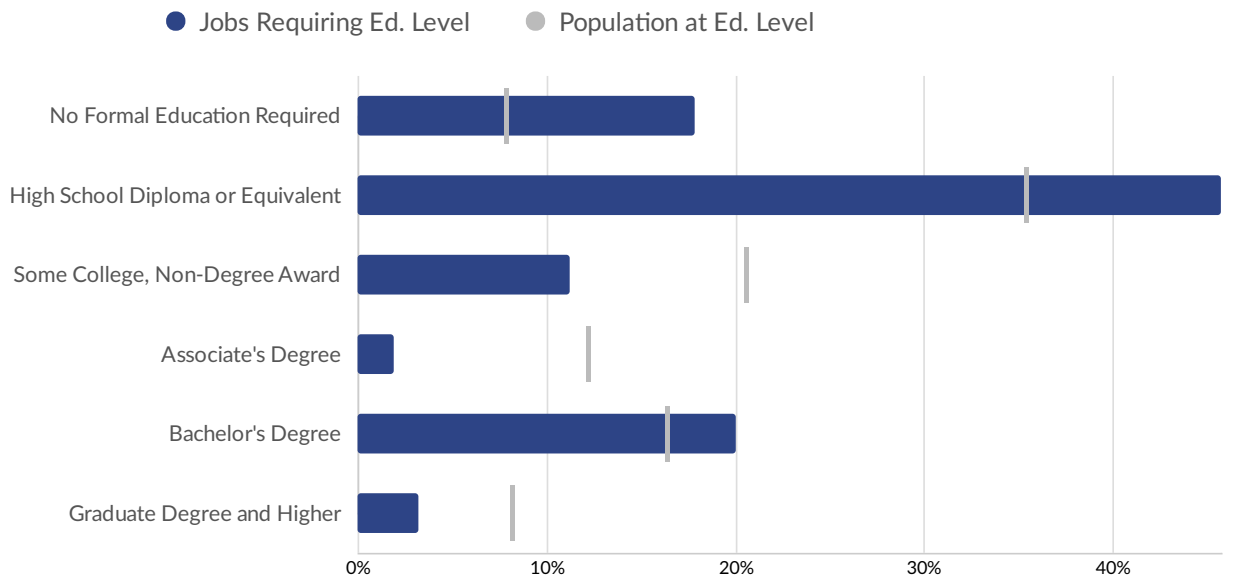
Top Occupation Earnings



Top Posted Occupations

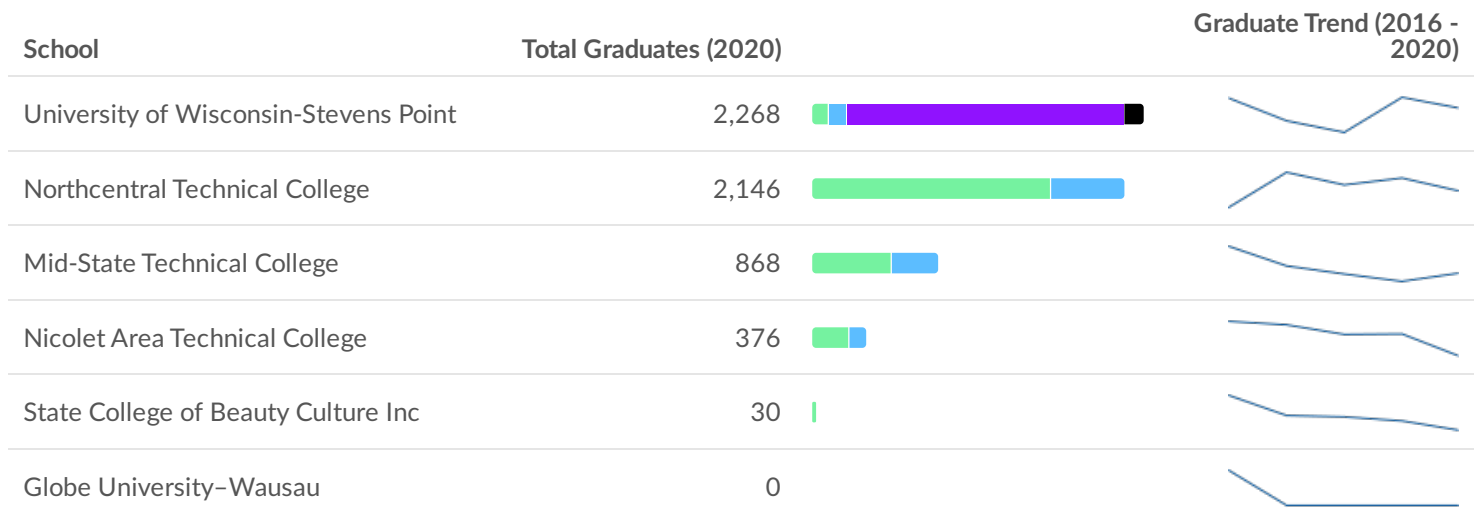


Underemployment



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

