



NCWRPC

North Central Wisconsin Regional Planning Commission



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Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

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

441,223

Population (2021)

Population **grew by 3,238** over the last 5 years and is projected to **grow by 1,499** over the next 5 years.

218,790

Total Regional Employment

Jobs **decreased by 8,517** over the last 5 years but are projected to **grow by 3,965** over the next 5 years.

\$58.8K

Avg. Earnings Per Job (2021)

Regional average earnings per job are **\$16.7K below** the national average earnings of \$75.5K per job.

Takeaways

- As of 2021 the region's population **increased by 0.7%** since 2016, growing by 3,238. Population is expected to **increase by 0.3%** between 2021 and 2026, adding 1,499.
- From 2016 to 2021, jobs **declined by 3.7%** in NCWRPC from 227,307 to **218,790**. This change **fell short of the national growth rate of 0.4% by 3.3%**. As the number of jobs declined, the **labor force participation rate decreased from 63.7% to 62.2% between 2016 and 2021**.
- Concerning educational attainment, **16.7% of the selected regions' residents possess a Bachelor's Degree** (3.6% below the national average), and **12.3% hold an Associate's Degree** (3.6% above the national average).
- The top three industries in 2021 are Education and Hospitals (Local Government), Local Government, Excluding Education and Hospitals, and Restaurants and Other Eating Places.

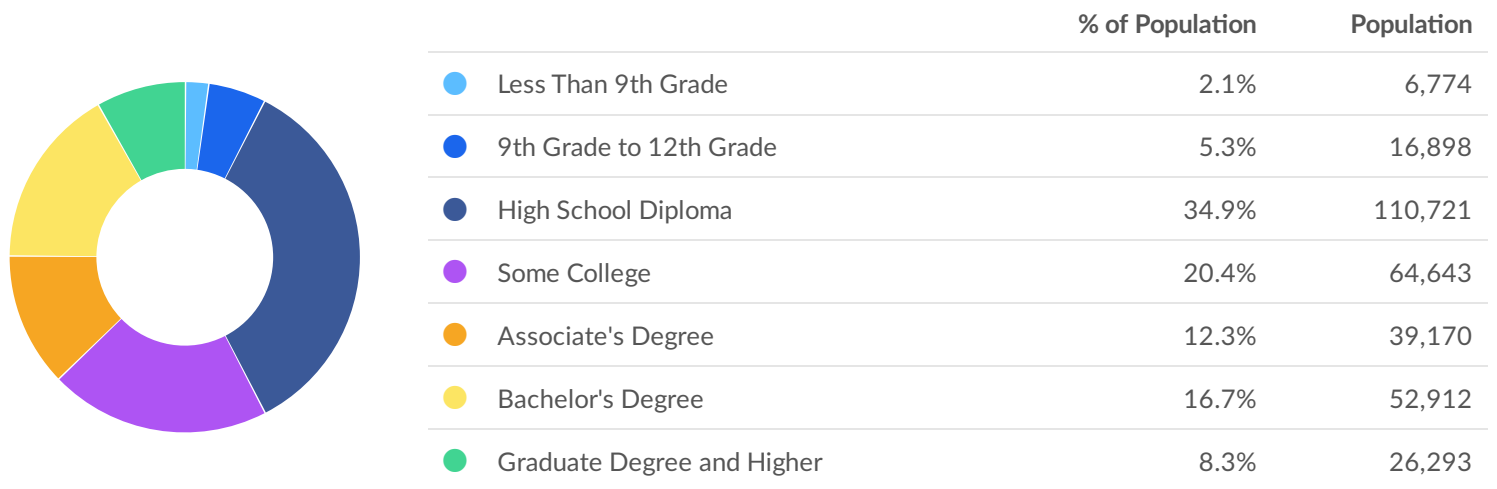
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	441,223	222,283	218,790	99.7	\$23.11B	\$30.24B	\$28.47B
NCWRPC	441,223	222,283	218,790	99.7	\$23.11B	\$30.24B	\$28.47B
Wisconsin	5,855,036	3,102,500	3,069,154	100.3	\$345.97B	\$320.32B	\$341.85B

Nov 2021 Labor Force Breakdown



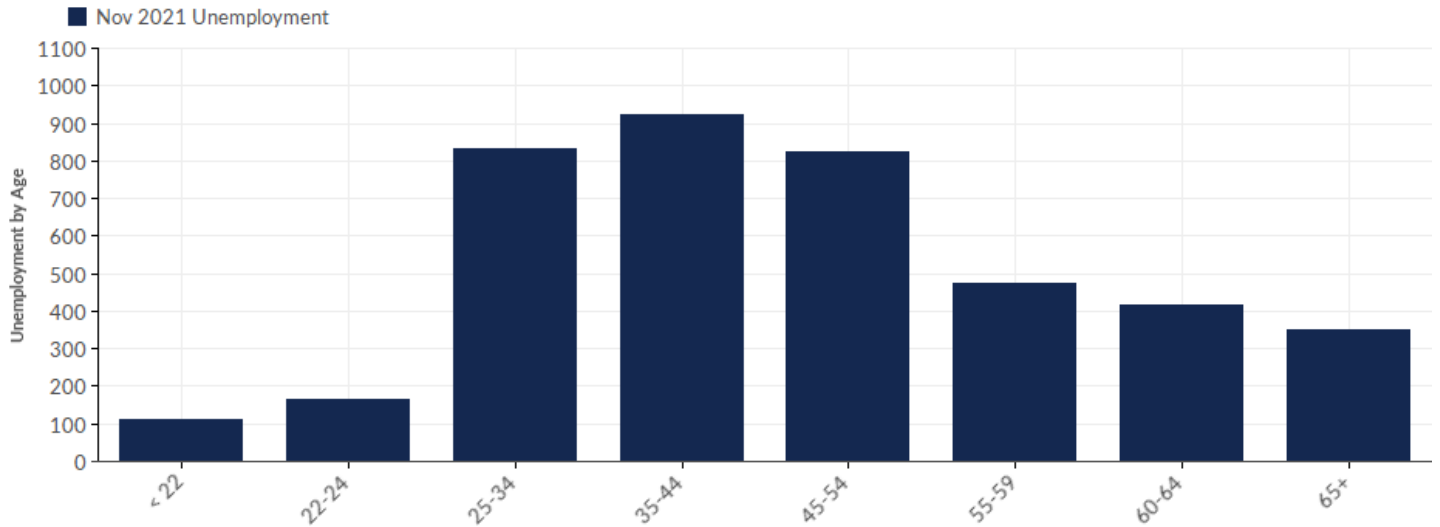
Educational Attainment

Concerning educational attainment, **16.7%** of the selected regions' residents possess a **Bachelor's Degree** (3.6% below the national average), and **12.3%** hold an **Associate's Degree** (3.6% above the national average).



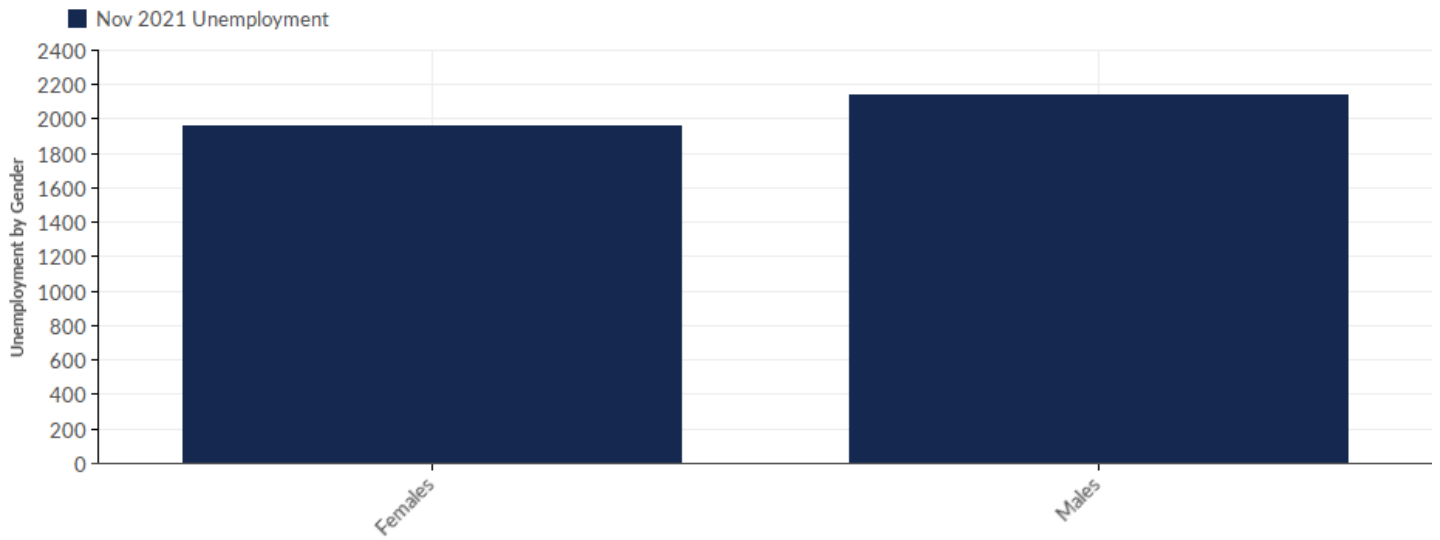
Unemployment by Demographics

Unemployment by Age



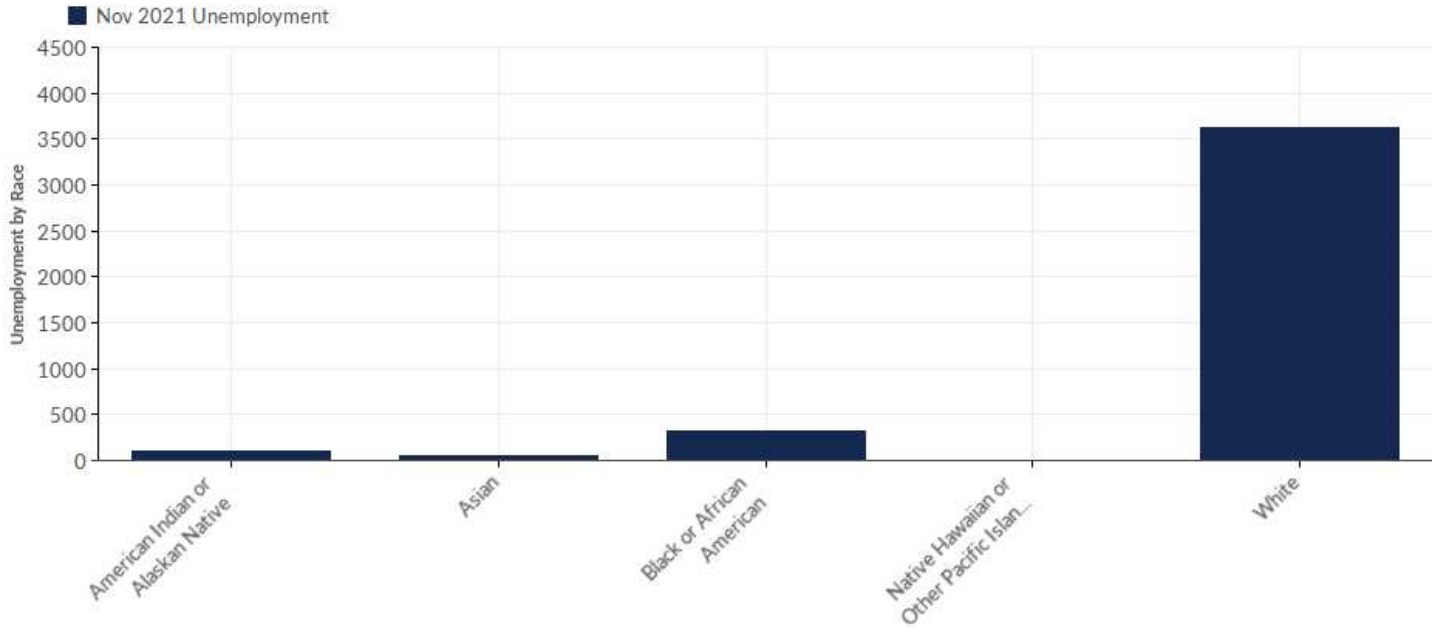
Age	Unemployment (Nov 2021)	% of Cohort
< 22	111	2.71%
22-24	164	4.00%
25-34	832	20.31%
35-44	924	22.55%
45-54	823	20.09%
55-59	475	11.59%
60-64	416	10.15%
65+	351	8.57%
Total	4,097	100.00%

Unemployment by Gender



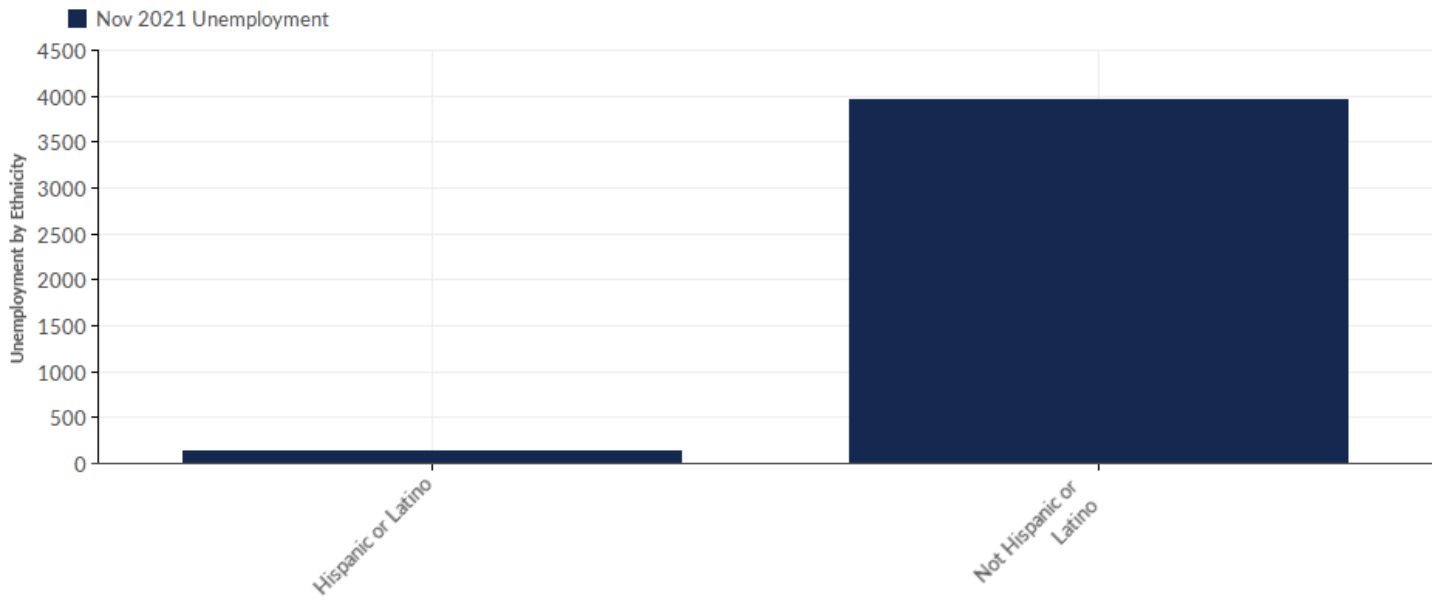
Gender	Unemployment (Nov 2021)	% of Cohort
Females	1,960	47.84%
Males	2,137	52.16%
Total	4,097	100.00%

Unemployment by Race



Race	Unemployment (Nov 2021)	% of Cohort
American Indian or Alaskan Native	94	2.29%
Asian	56	1.37%
Black or African American	323	7.88%
Native Hawaiian or Other Pacific Islander	8	0.20%
White	3,616	88.26%
Total	4,097	100.00%

Unemployment by Ethnicity

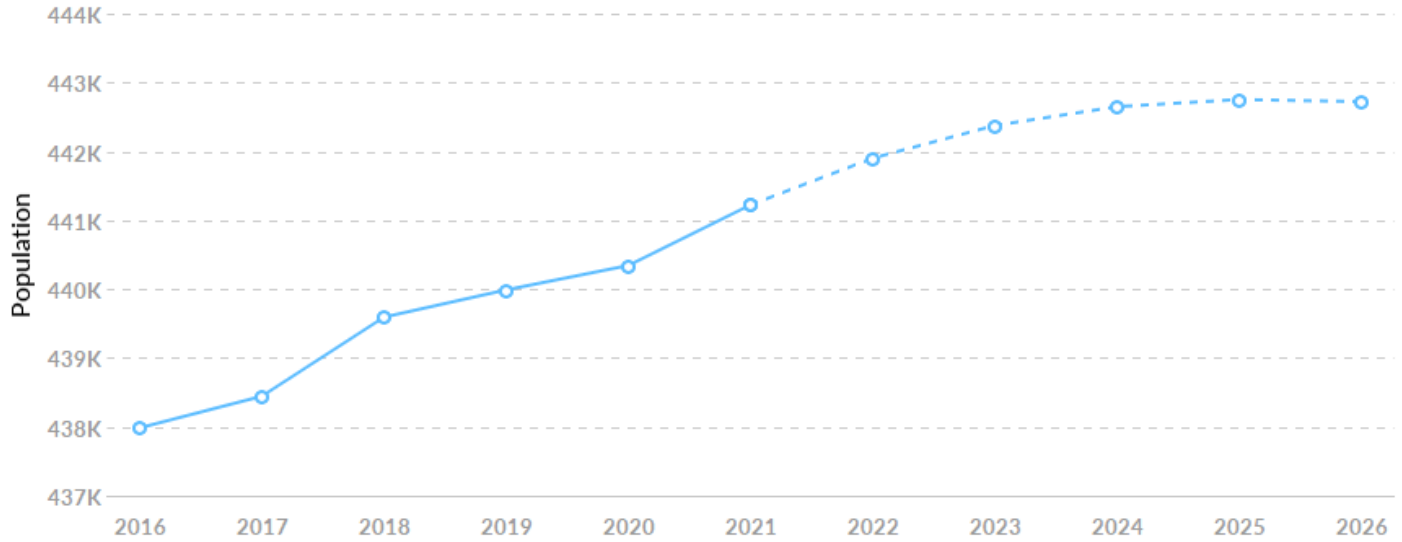


Ethnicity	Unemployment (Nov 2021)	% of Cohort
Hispanic or Latino	138	3.37%
Not Hispanic or Latino	3,959	96.63%
Total	4,097	100.00%

Historic & Projected Trends

Population Trends

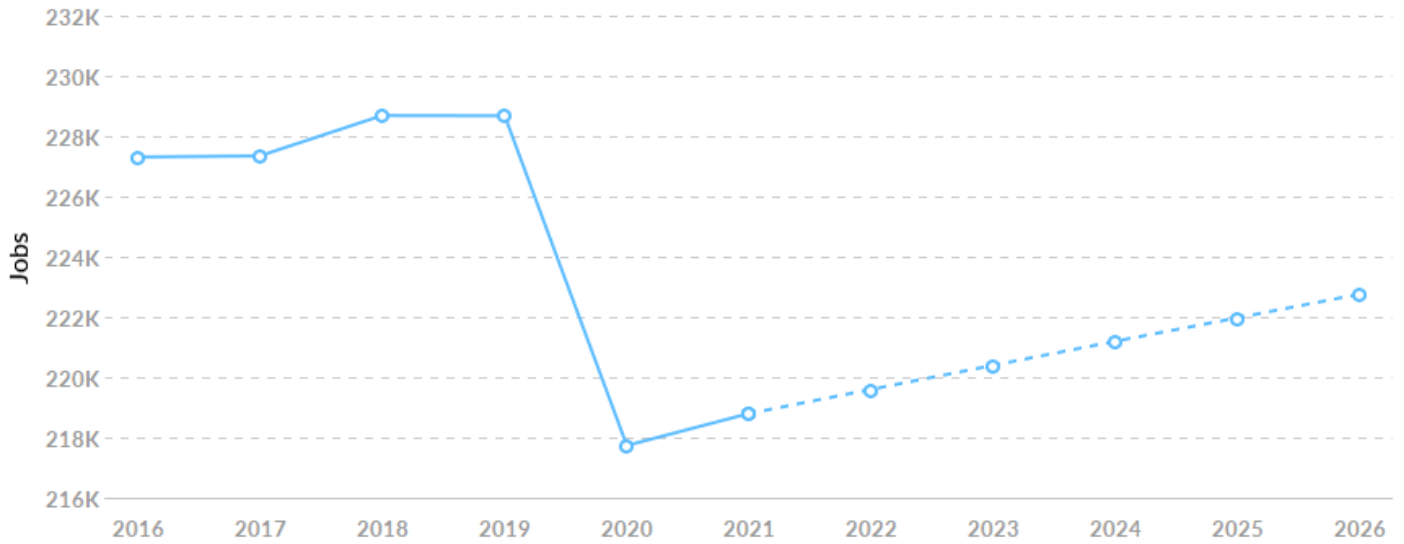
As of 2021 the region's population **increased by 0.7%** since 2016, growing by 3,238. Population is expected to **increase by 0.3%** between 2021 and 2026, adding 1,499.



Timeframe	Population
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
2026	442,723

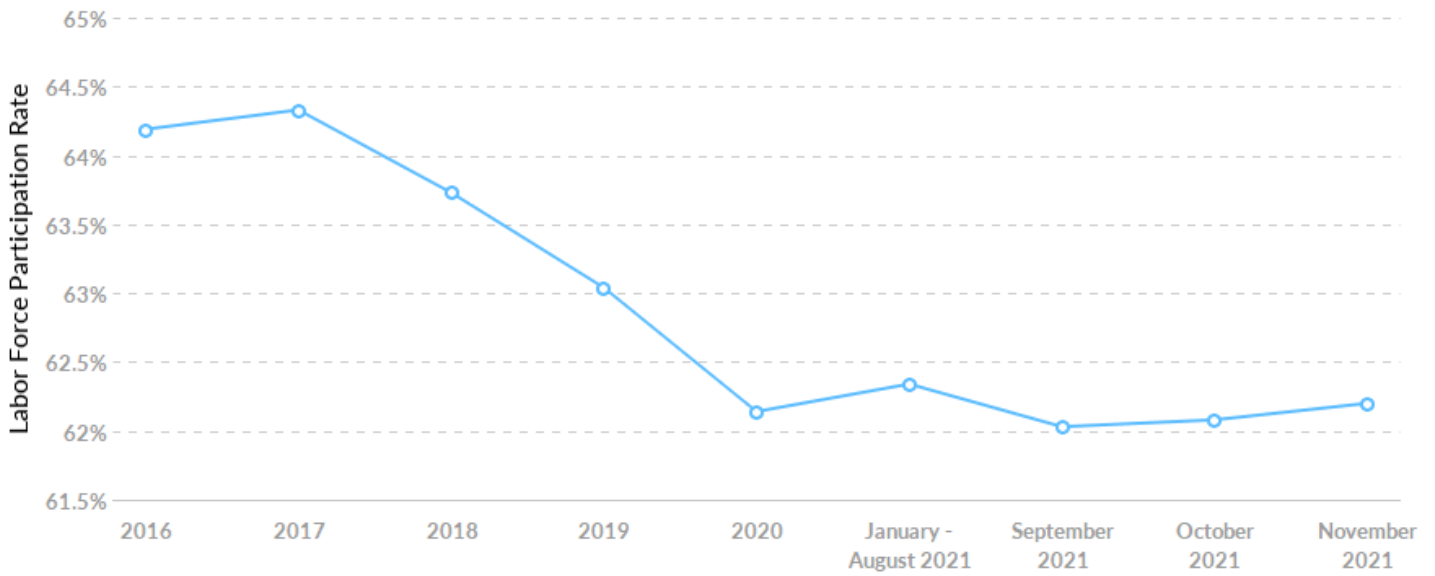
Job Trends

From 2016 to 2021, jobs declined by 3.7% in NCWRPC from 227,307 to 218,790. This change fell short of the national growth rate of 0.4% by 3.3%.



Timeframe	Jobs
2016	227,307
2017	227,346
2018	228,685
2019	228,678
2020	217,729
2021	218,790
2022	219,593
2023	220,393
2024	221,190
2025	221,970
2026	222,755

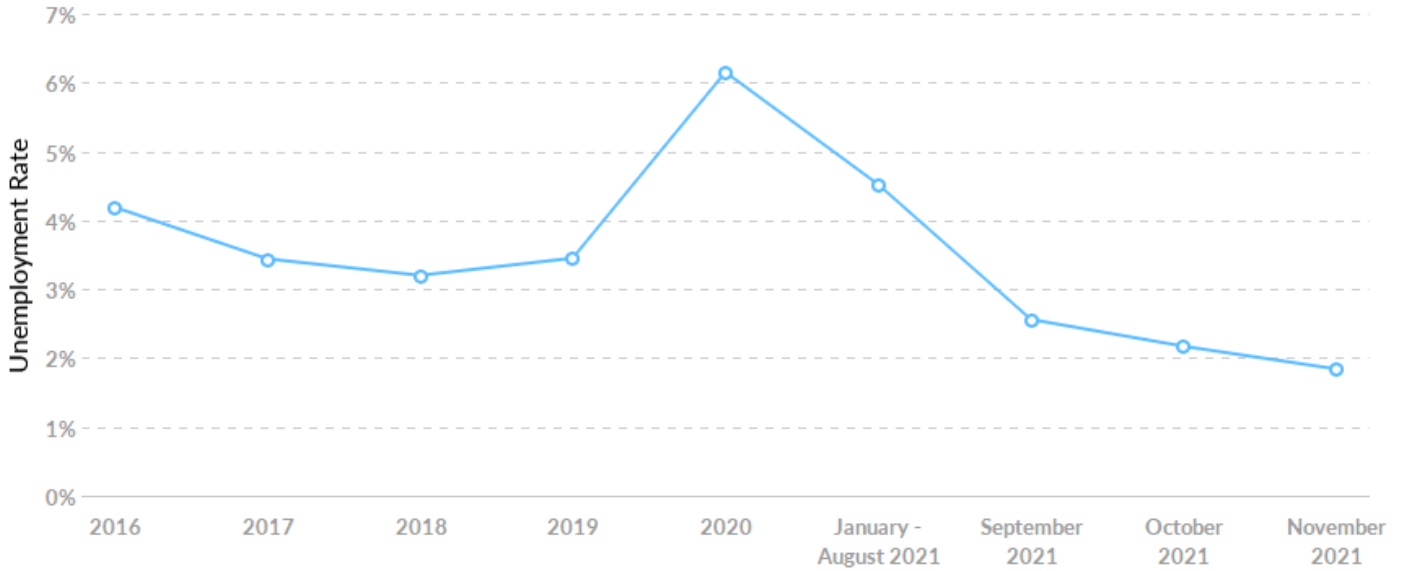
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	64.19%
2017	64.33%
2018	63.73%
2019	63.04%
2020	62.14%
January - August 2021	62.34%
September 2021	62.03%
October 2021	62.08%
November 2021	62.20%

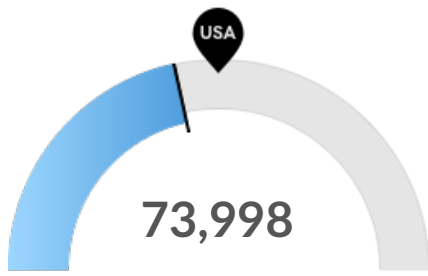
Unemployment Rate Trends

Your areas had a November 2021 unemployment rate of 1.84%, decreasing from 4.19% 5 years before.



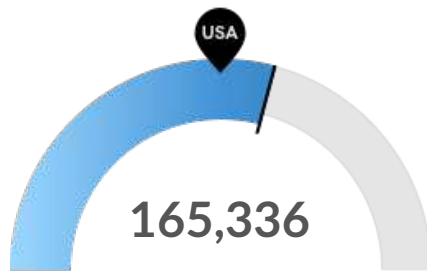
Timeframe	Unemployment Rate
2016	4.19%
2017	3.44%
2018	3.20%
2019	3.45%
2020	6.15%
January - August 2021	4.52%
September 2021	2.56%
October 2021	2.17%
November 2021	1.84%

Population Characteristics



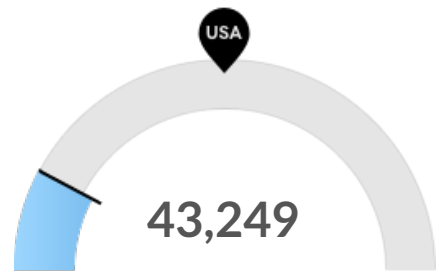
Millennials

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



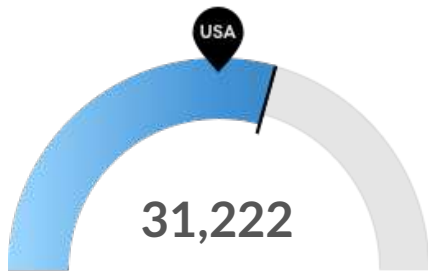
Retiring Soon

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.



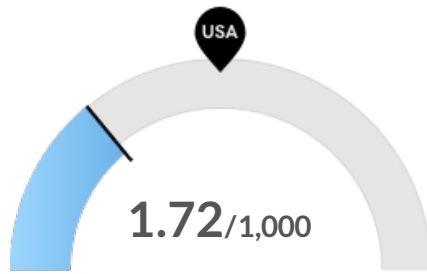
Racial Diversity

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.



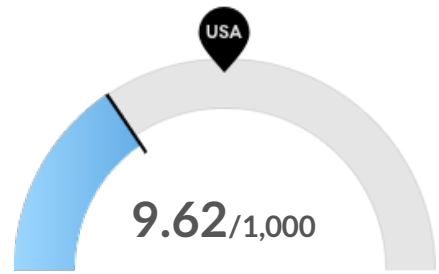
Veterans

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.

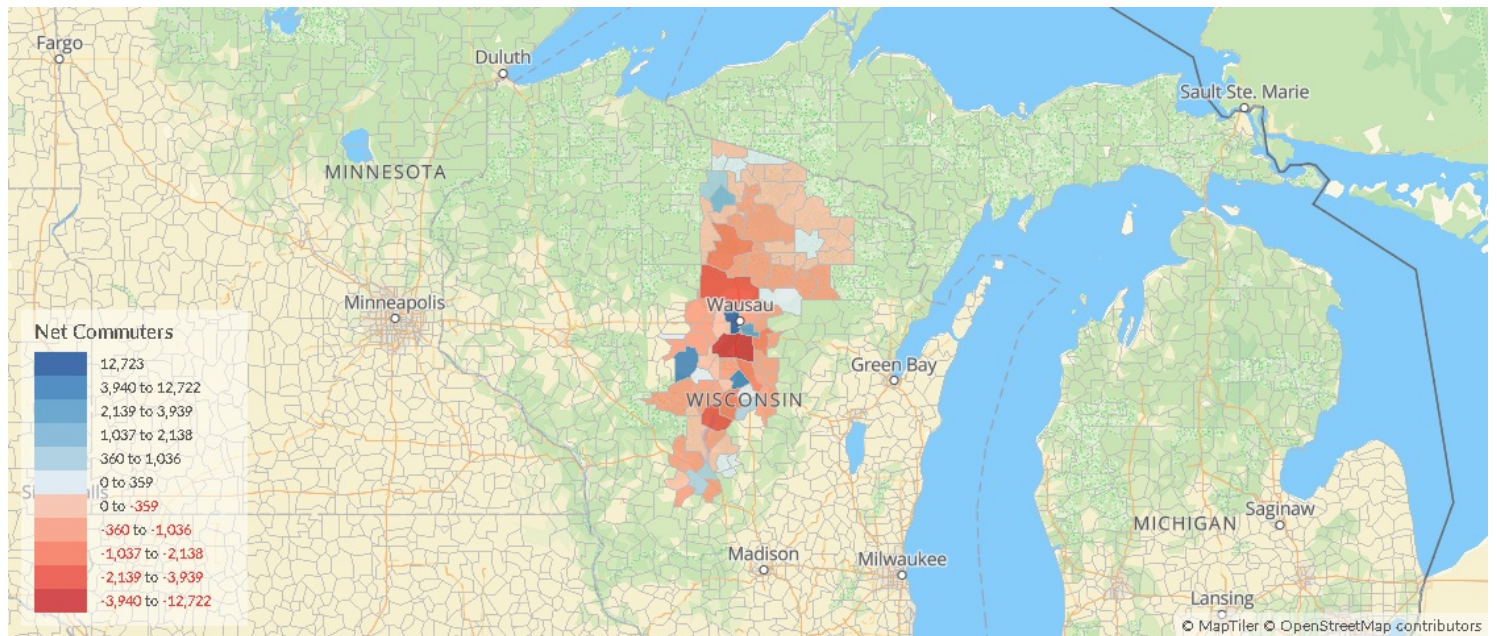


Property Crime

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	2021 Employment
54401	Wausau, WI (in Marath...	29,169
54449	Marshfield, WI (in Woo...	18,085
54481	Stevens Point, WI (in Po...	17,427
54476	Schofield, WI (in Marath...	13,660
54494	Wisconsin Rapids, WI (i...	11,755

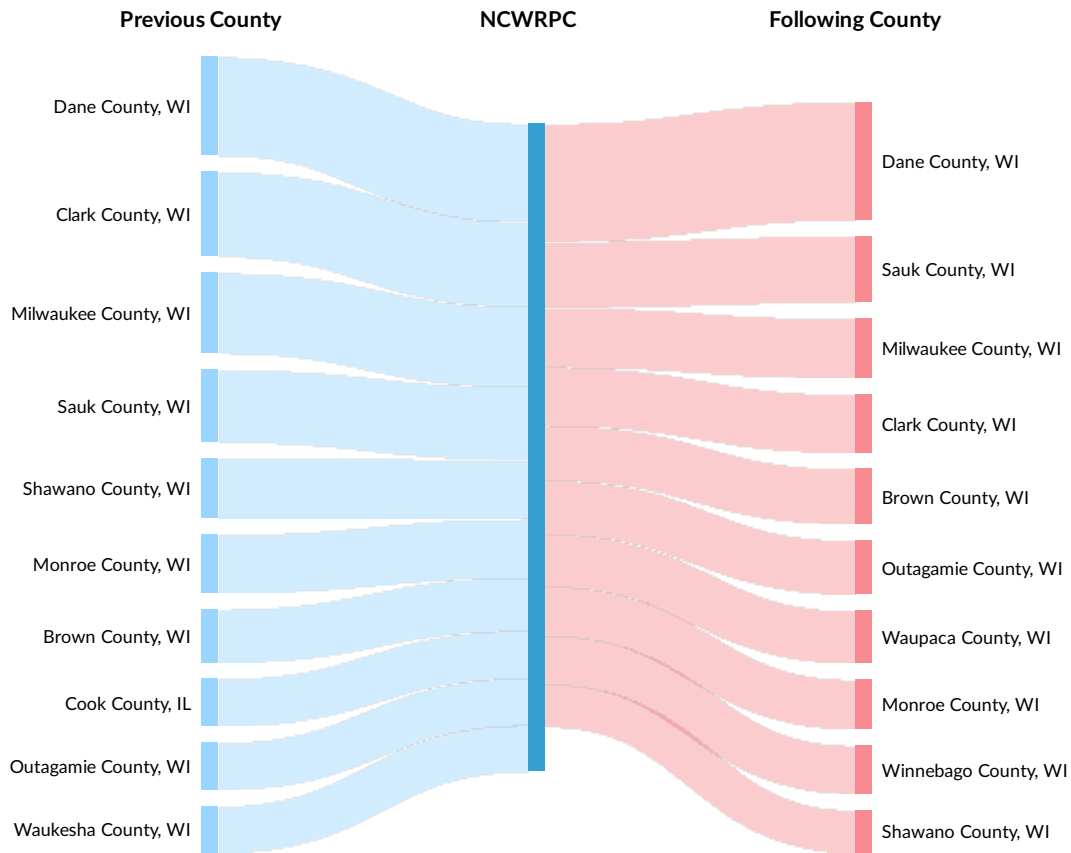
Where Talent Lives

ZIP	Name	2021 Workers
54401	Wausau, WI (in Marath...	16,446
54481	Stevens Point, WI (in Po...	13,487
54494	Wisconsin Rapids, WI (i...	12,854
54449	Marshfield, WI (in Woo...	12,684
54455	Mosinee, WI (in Marath...	11,093

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 2019 was **763**.

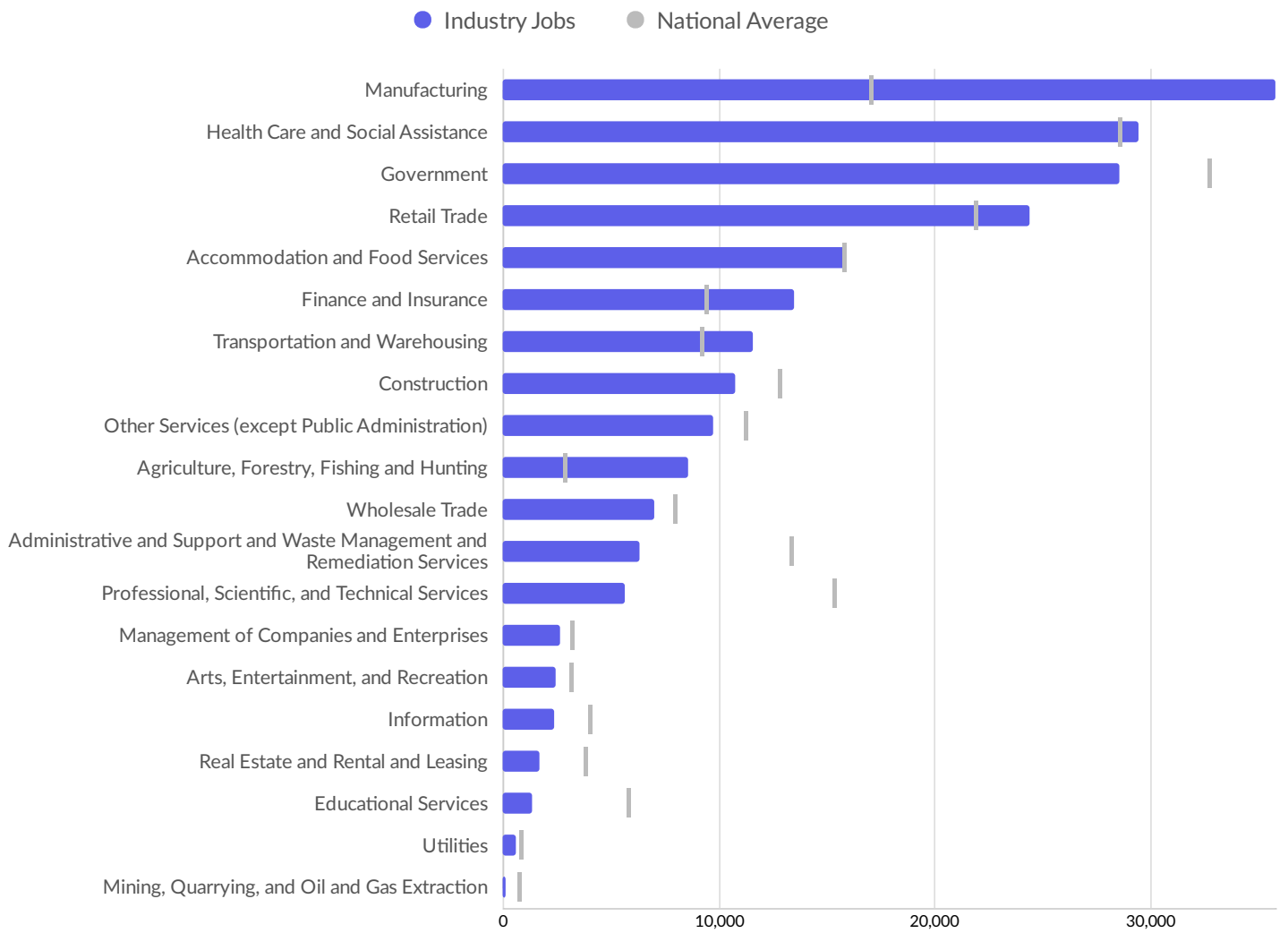


Top Previous Counties	Migrations
Dane County, WI	517
Clark County, WI	445
Milwaukee County, WI	421
Sauk County, WI	382
Shawano County, WI	313
Monroe County, WI	307

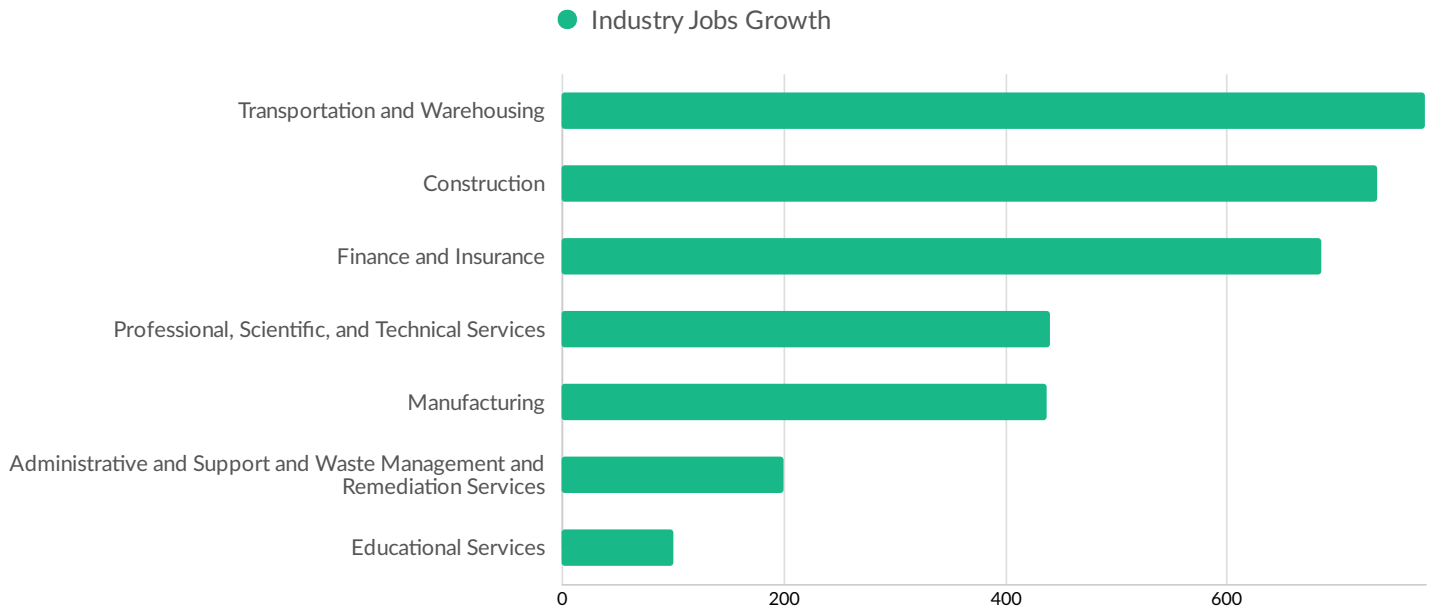
Top Previous Counties	Migrations
Brown County, WI	279
Cook County, IL	248
Outagamie County, WI	247
Waukesha County, WI	245
Winnebago County, WI	239
Waupaca County, WI	233
Columbia County, WI	200
Rock County, WI	177
Waushara County, WI	169
Top Following Counties	Migrations
Dane County, WI	620
Sauk County,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

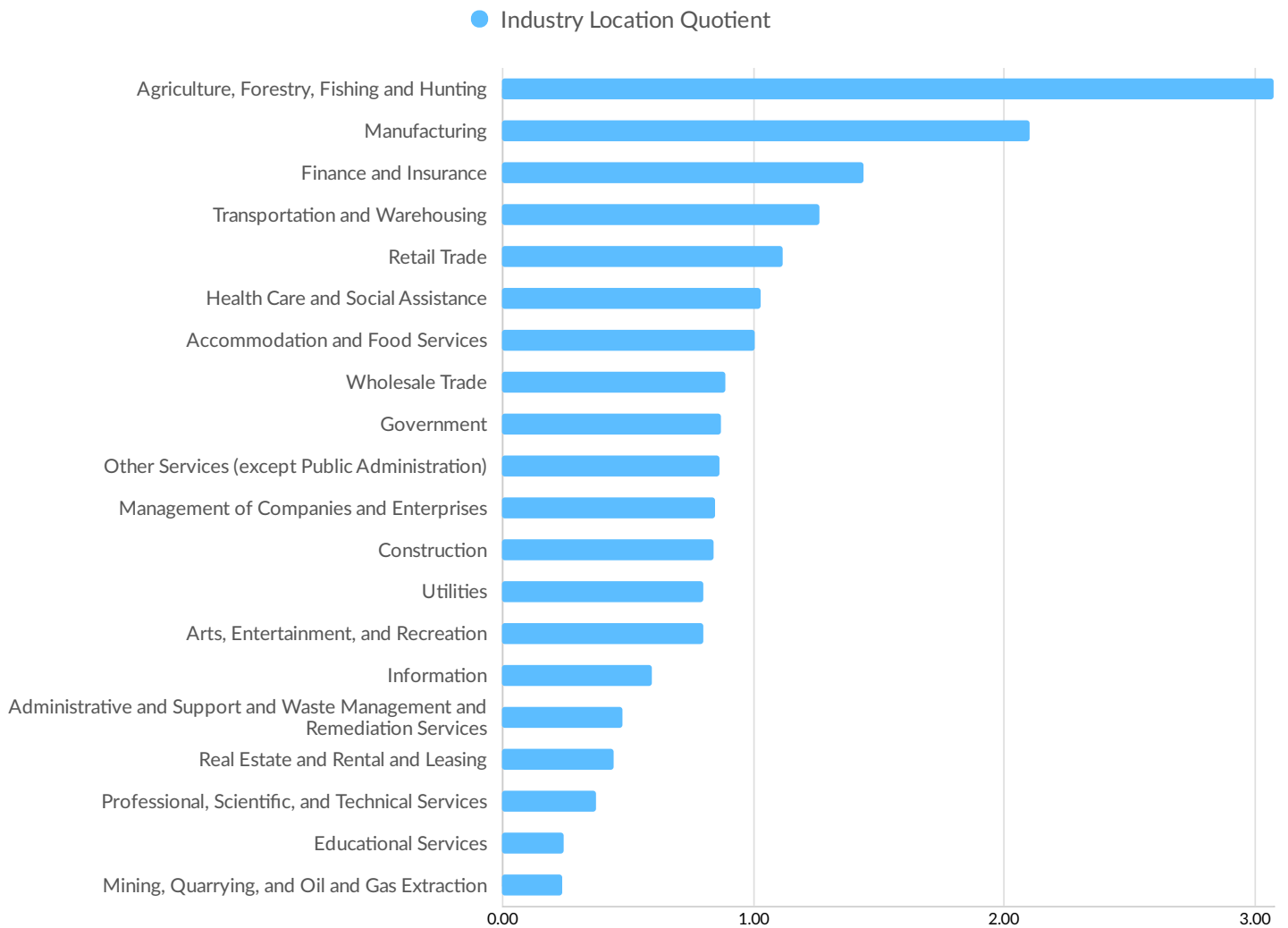
Largest Industries



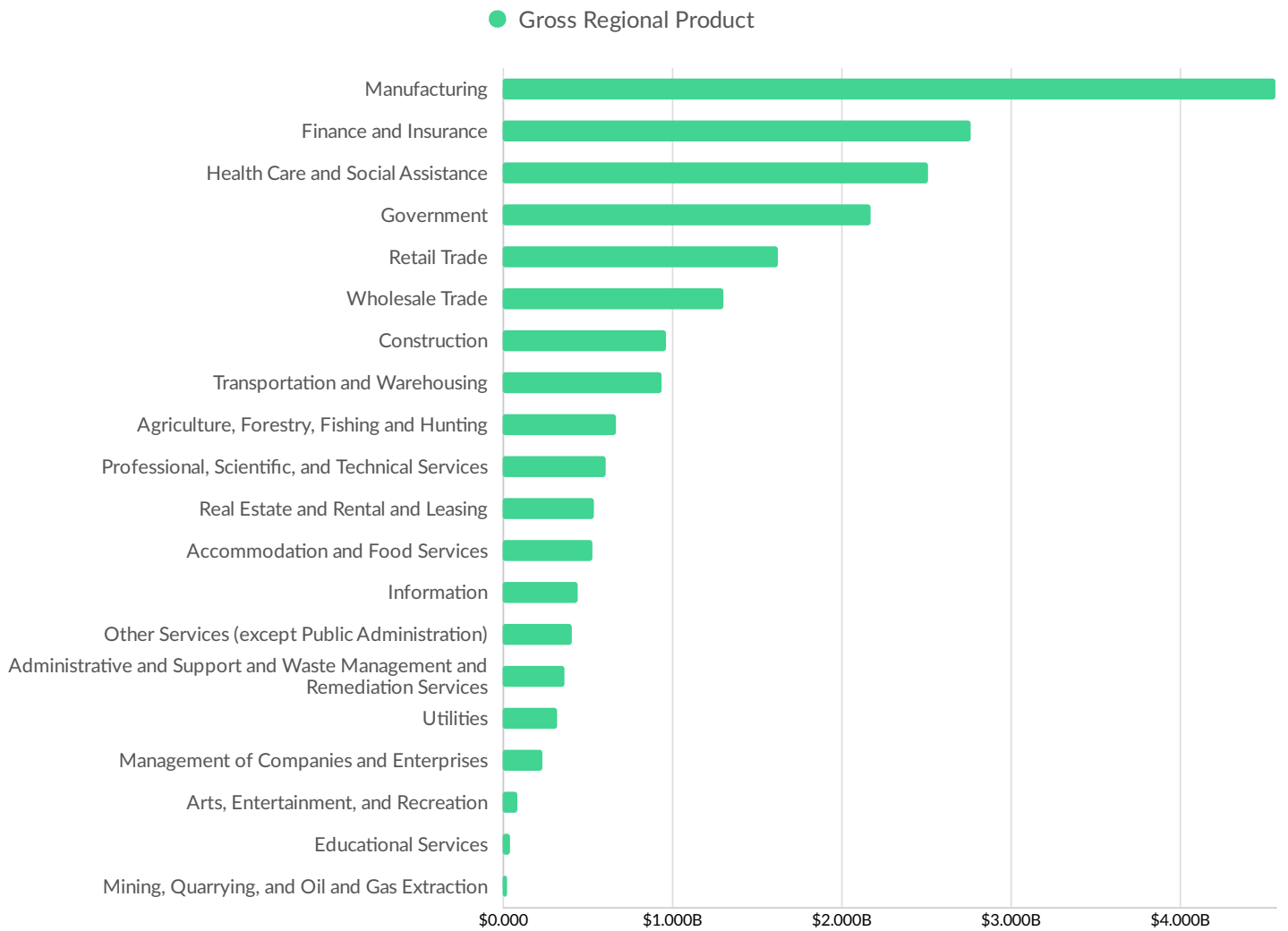
Top Growing Industries



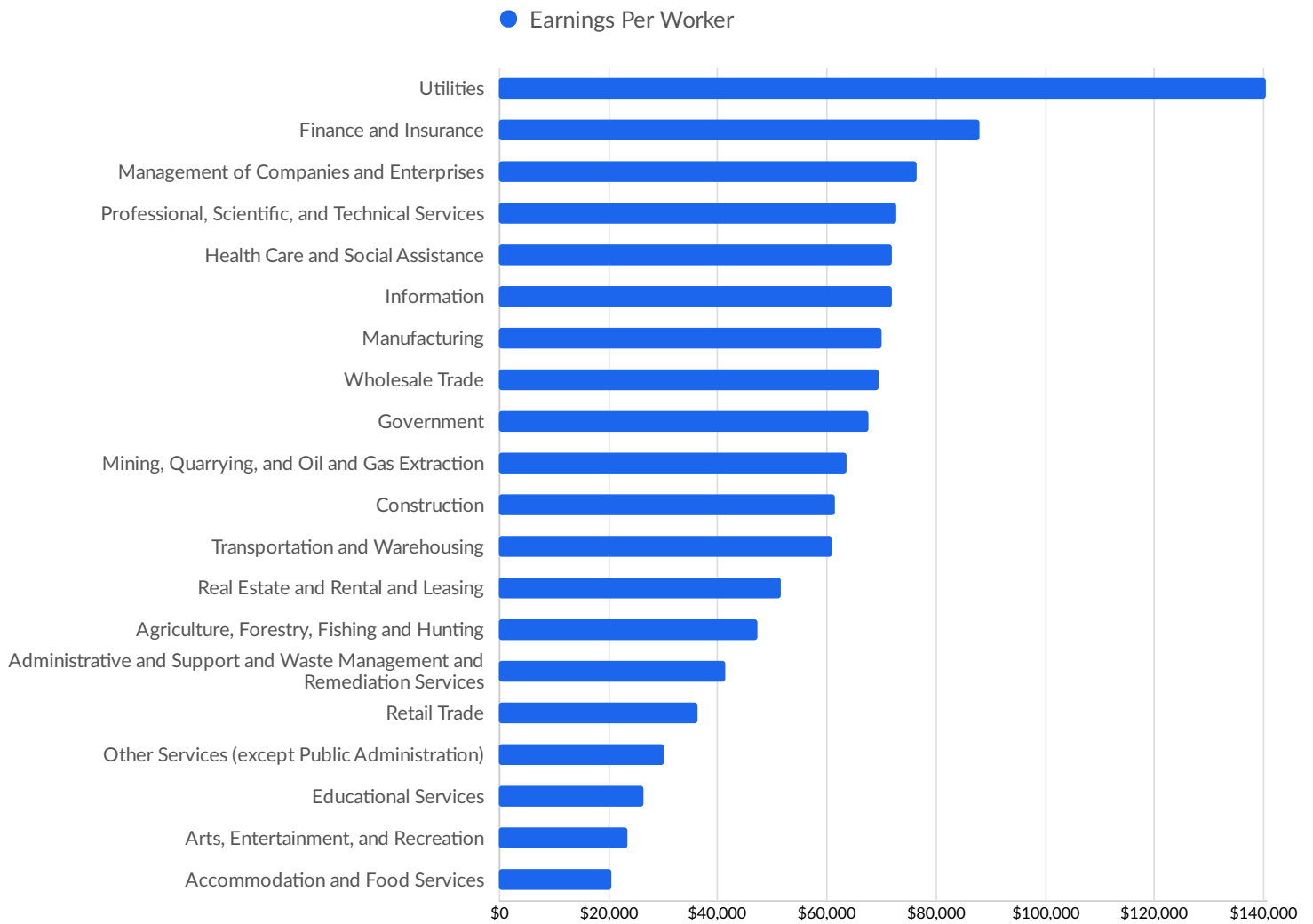
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



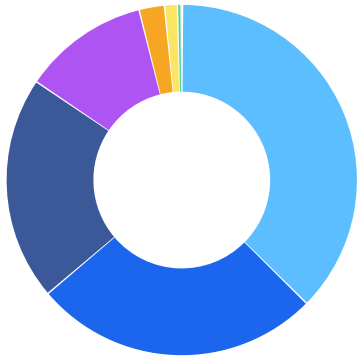
Business Characteristics

26,398 Companies Employ Your Workers

Online profiles for your workers mention 26,398 companies as employers, with the top 10 appearing below. In the last 12 months, 1,789 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,431 	Marshfield Clinic	3,103 
Sentry Insurance	1,581 	Aspirus	2,152 
Aspirus	1,303 	Kwik Trip	571 
University Of Wisconsin - Steve...	1,206 	FedEx	387 
Ministry Health Care	793 	Remedy Intelligent Staffing	387 
Walmart	543 	The Home Depot	370 
Greenheck Fan Corporation	522 	Ascension	364 
Church Mutual Insurance Comp...	499 	EatStreet	317 
Wausau School District	462 	Walmart	316 
Newpage Corporation	426 	Greenheck Fan Corporation	305 

Business Size

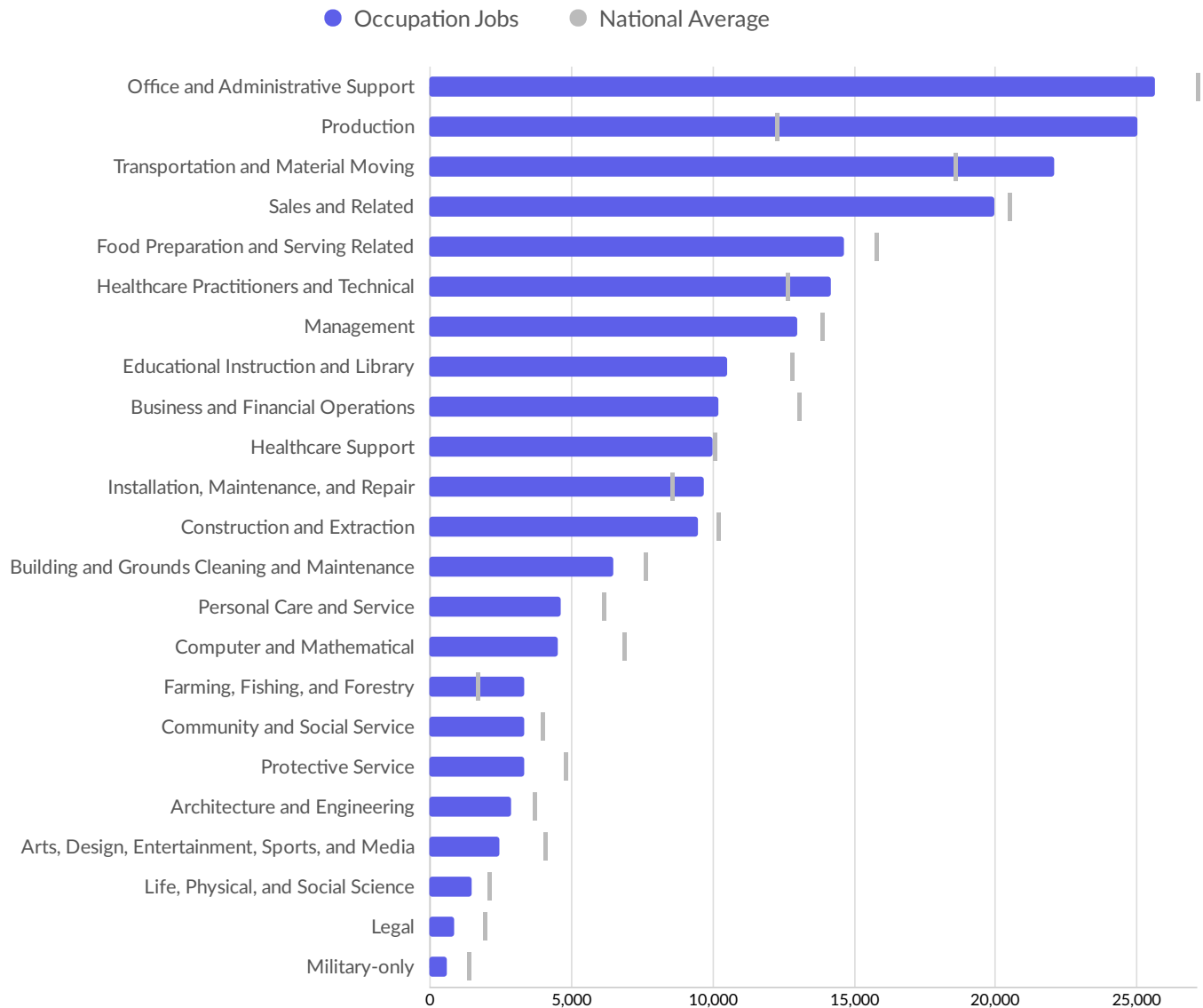


	Percentage	Business Count
1 to 4 employees	37.3%	7,394
5 to 9 employees	26.4%	5,229
10 to 19 employees	20.7%	4,091
20 to 49 employees	11.6%	2,301
50 to 99 employees	2.3%	463
100 to 249 employees	1.2%	235
250 to 499 employees	0.3%	66
500+ employees	0.1%	26

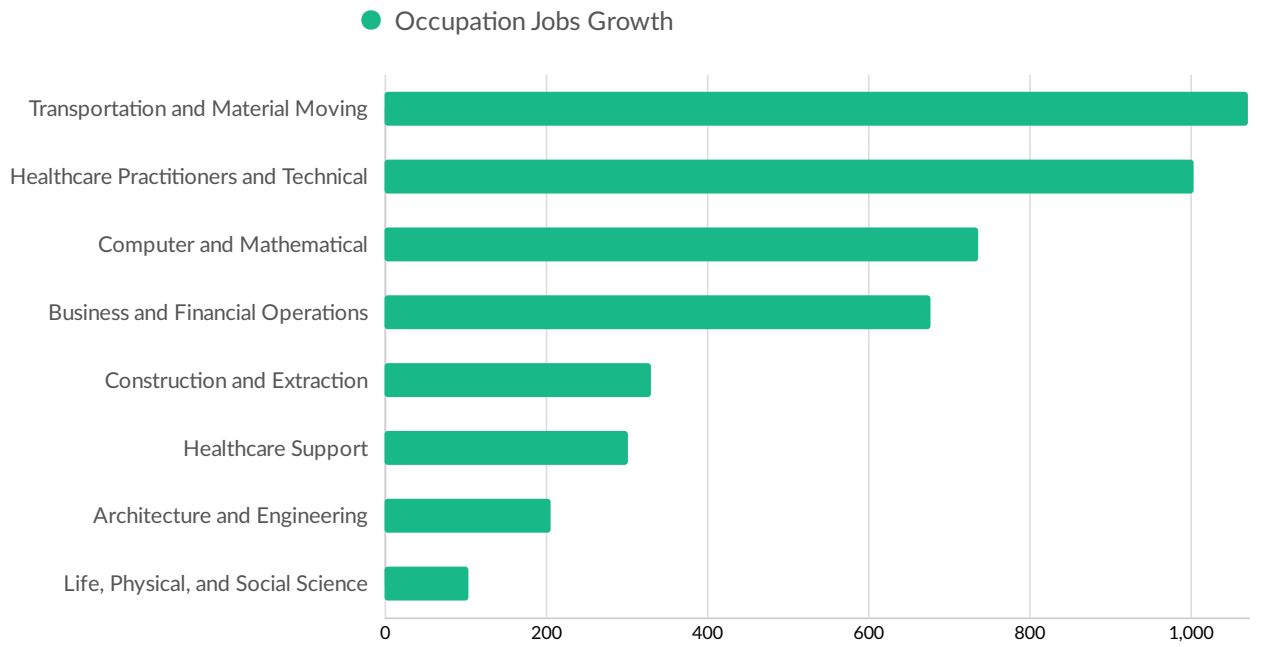
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

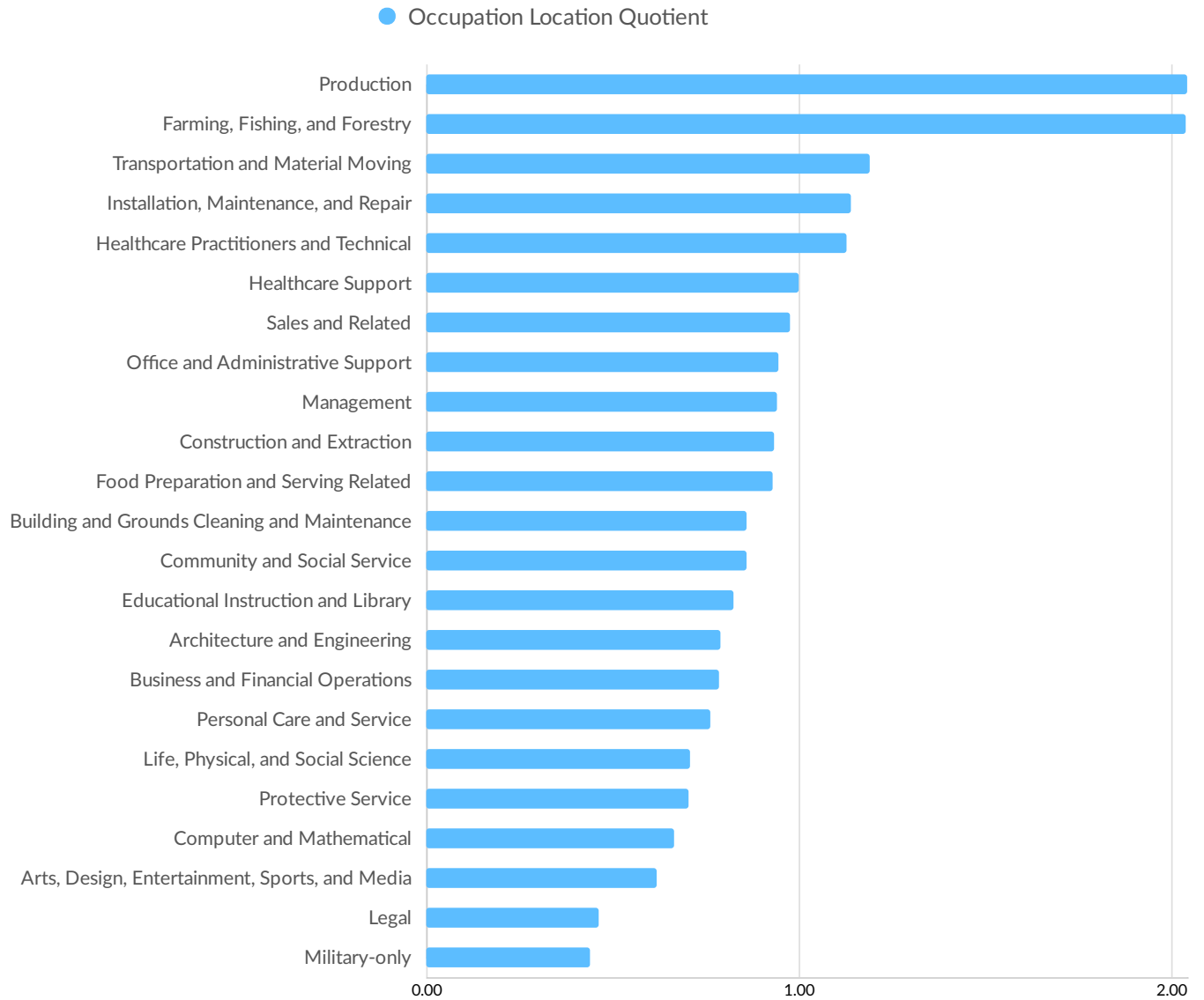
Largest Occupations



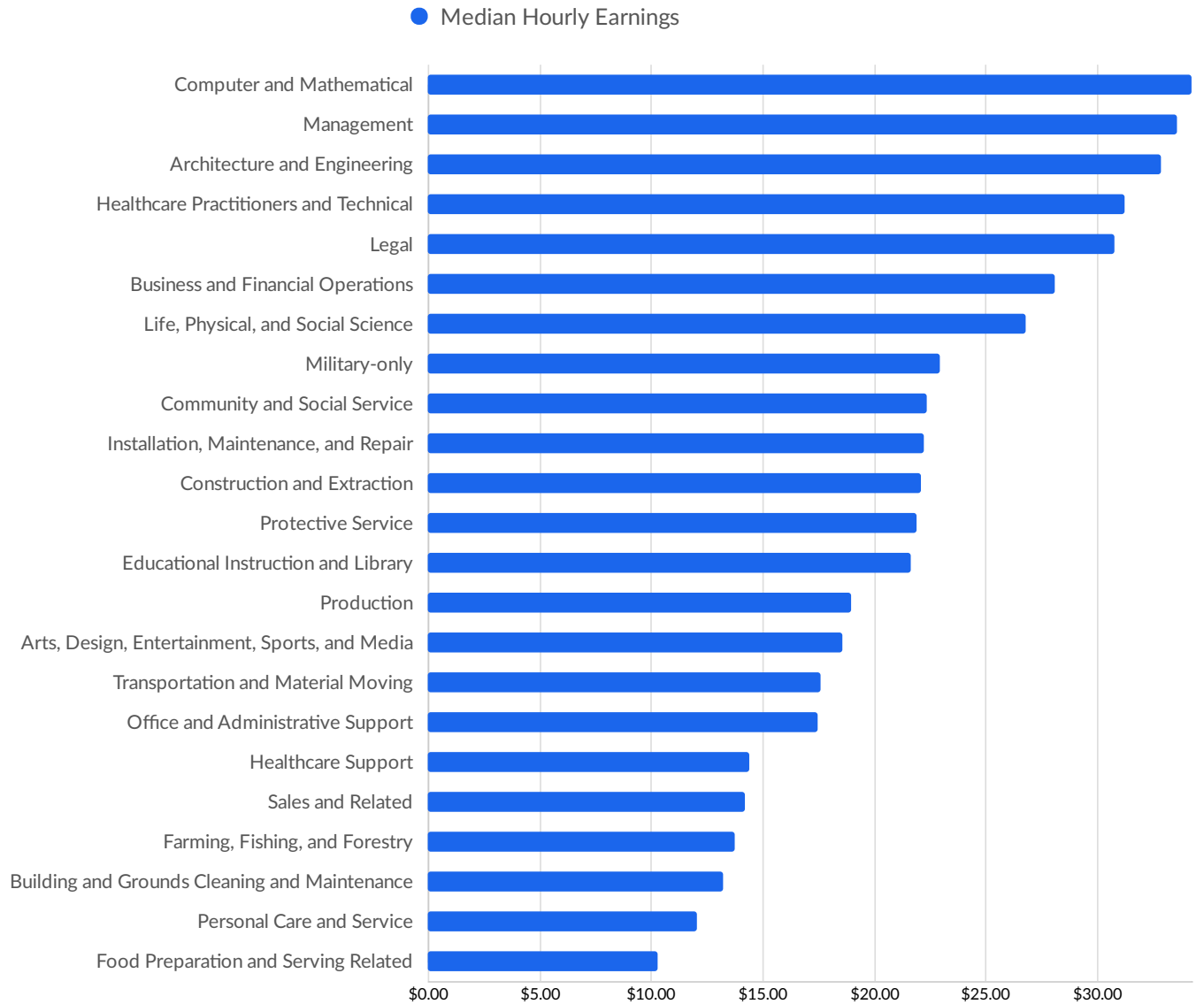
Top Growing Occupations



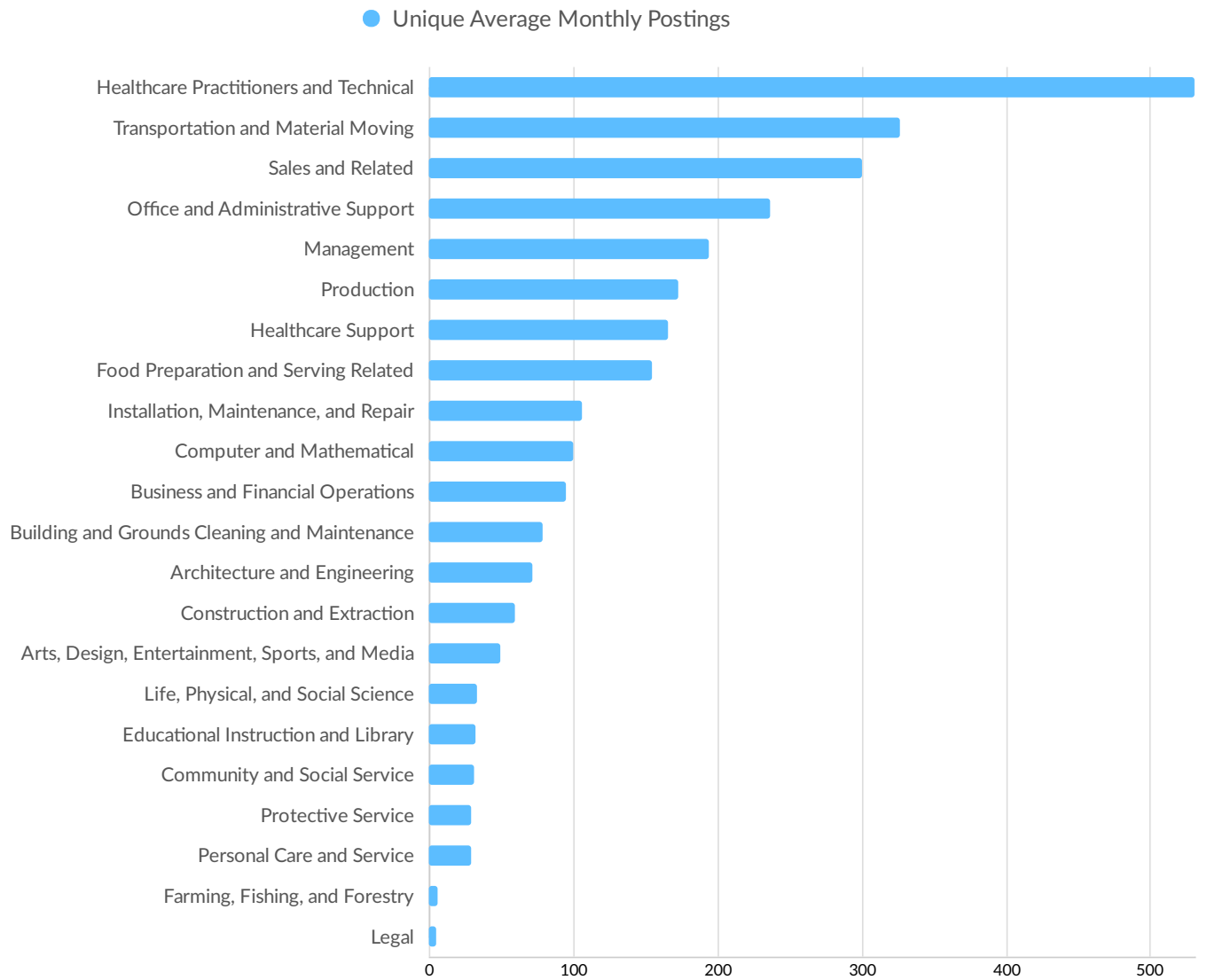
Top Occupation Location Quotient



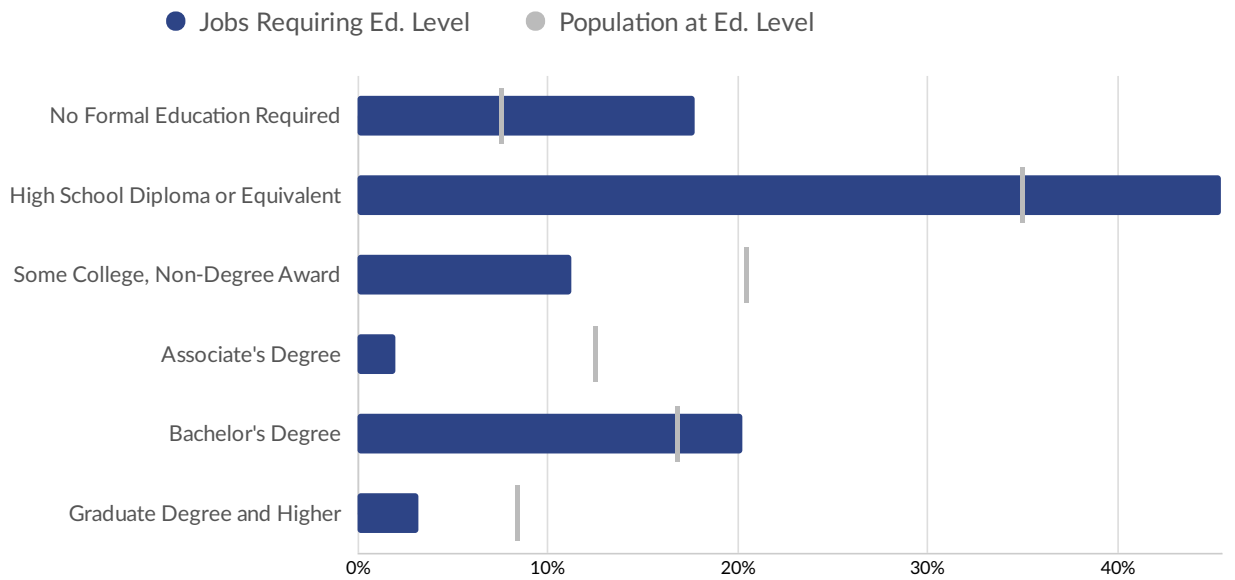
Top Occupation Earnings



Top Posted Occupations

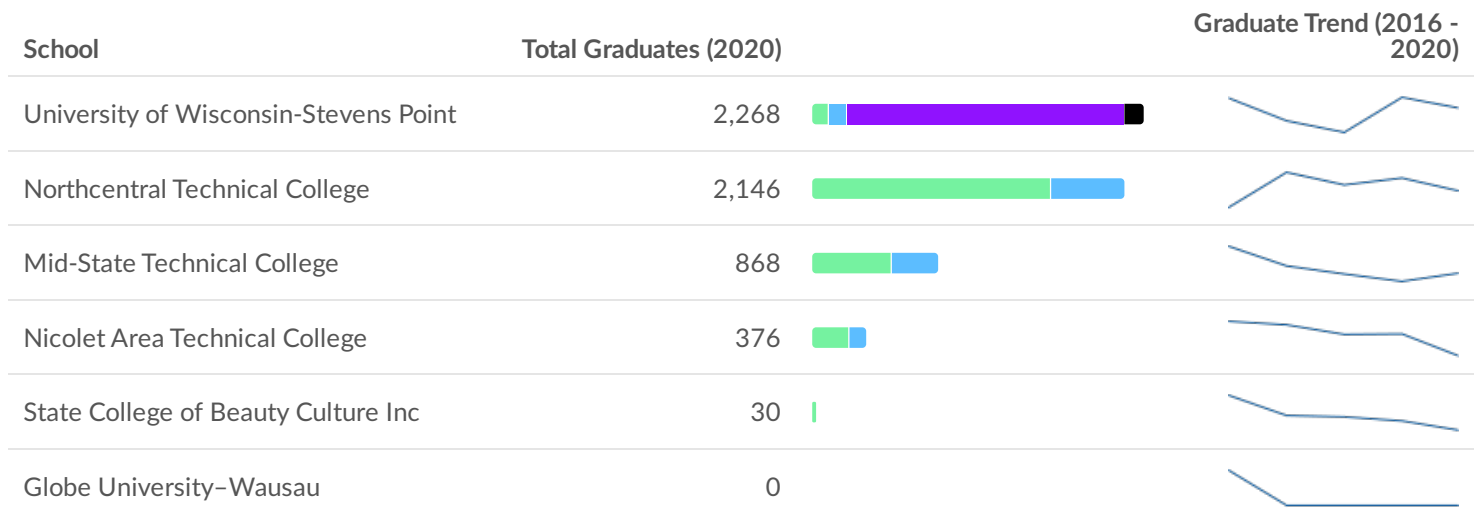


Underemployment



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

