



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

442,118

Population (2021)

Population **grew by 4,133** over the last 5 years and is projected to **grow by 5,177** over the next 5 years.

219,837

Total Regional Employment

Jobs **decreased by 7,470** over the last 5 years but are projected to **grow by 3,656** over the next 5 years.

\$59.6K

Avg. Earnings Per Job (2021)

Regional average earnings per job are **\$17.0K below** the national average earnings of \$76.6K per job.

Takeaways

- As of 2021 the region's population **increased by 0.9%** since 2016, growing by 4,133. Population is expected to **increase by 1.2%** between 2021 and 2026, adding 5,177.
- From 2016 to 2021, jobs **declined by 3.3%** in NCWRPC from 227,307 to **219,837**. This change **fell short of the national growth rate of 0.7% by 4.0%**. As the number of jobs declined, the **labor force participation rate decreased from 63.3% to 62.6% 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.

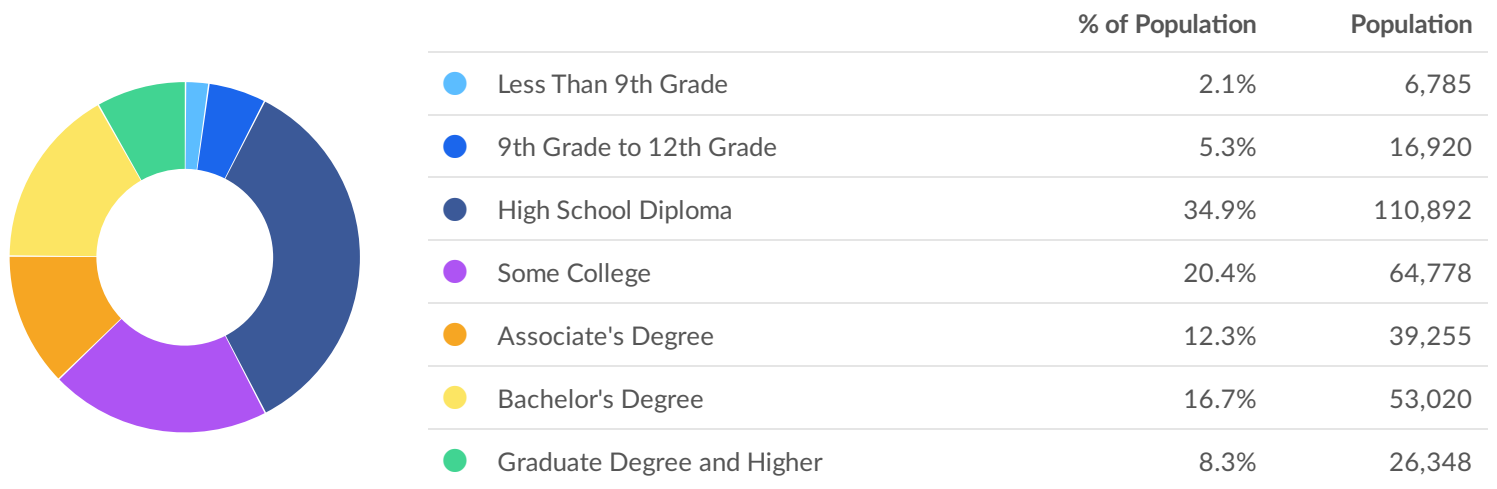
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	442,118	224,156	219,837	99.7	\$23.27B	\$30.68B	\$28.86B
NCWRPC	442,118	224,156	219,837	99.7	\$23.27B	\$30.68B	\$28.86B
Wisconsin	5,862,467	3,124,751	3,092,982	100.3	\$350.81B	\$326.32B	\$348.63B

Dec 2021 Labor Force Breakdown



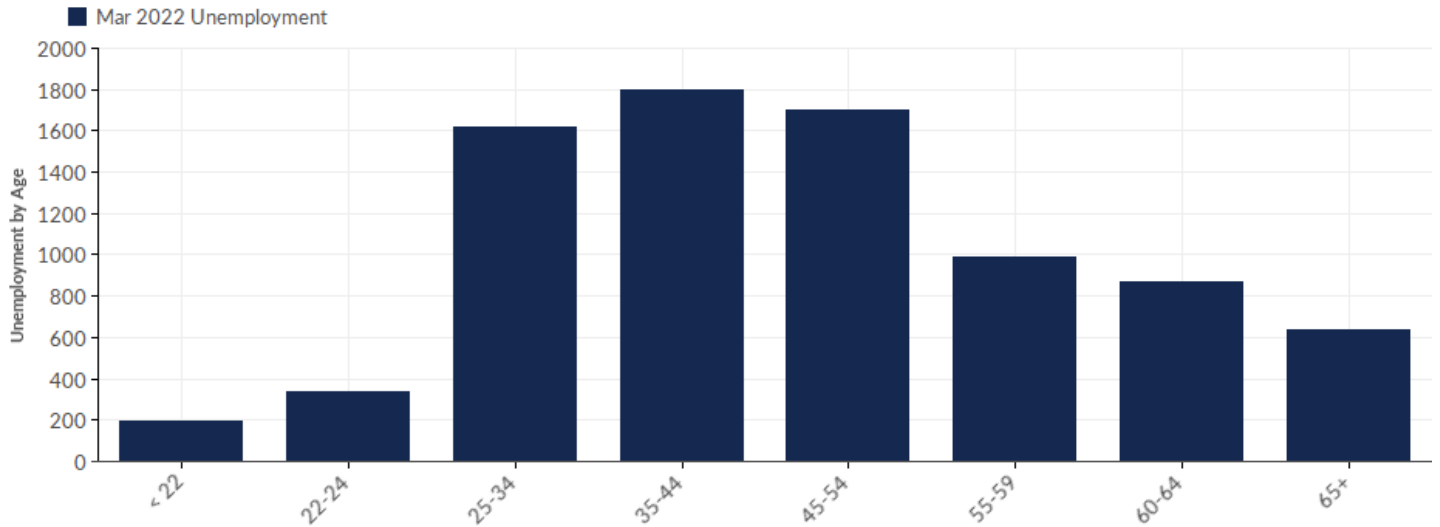
Educational Attainment

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).



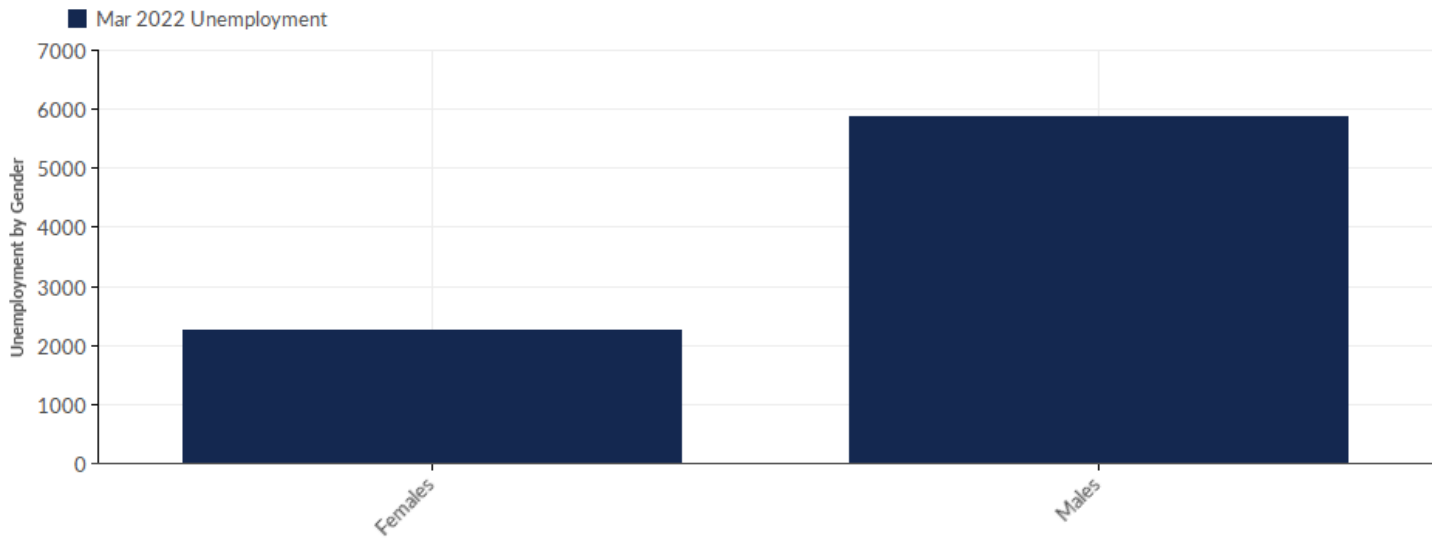
Unemployment by Demographics

Unemployment by Age



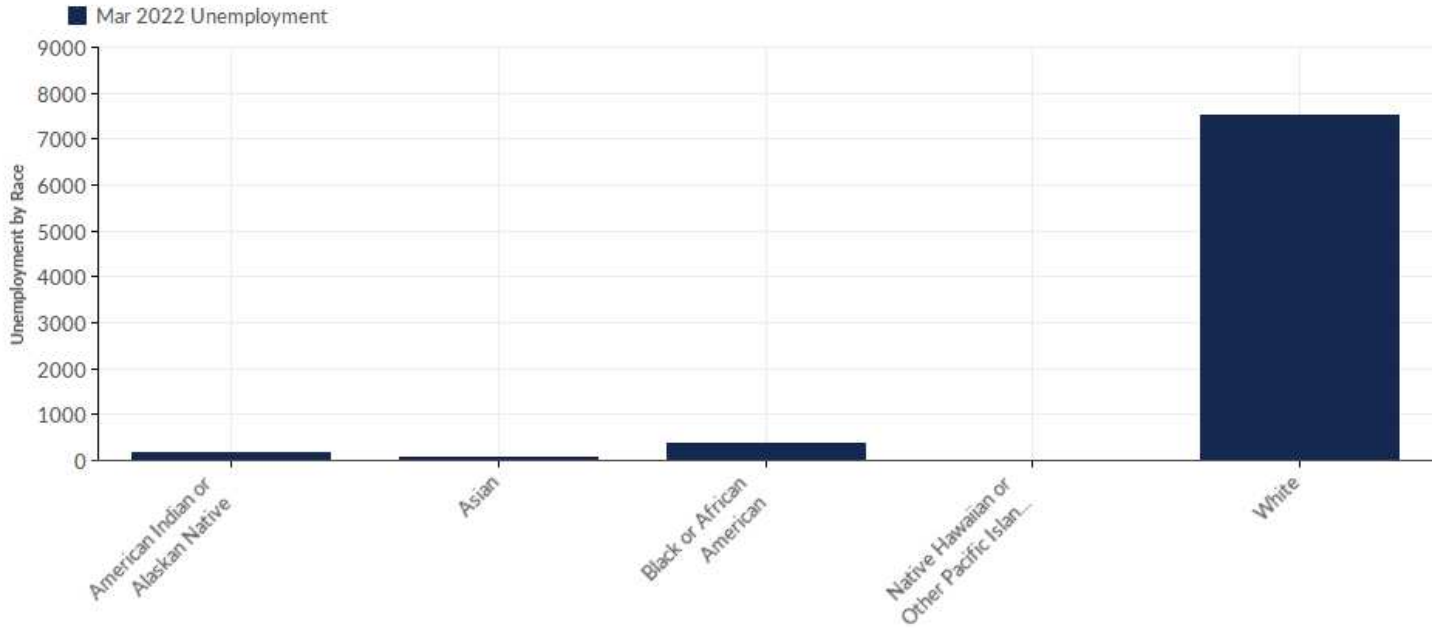
Age	Unemployment (Mar 2022)	% of Unemployed
< 22	191	2.35%
22-24	334	4.10%
25-34	1,621	19.91%
35-44	1,800	22.11%
45-54	1,702	20.90%
55-59	986	12.11%
60-64	870	10.69%
65+	638	7.84%
Total	8,142	100.00%

Unemployment by Gender



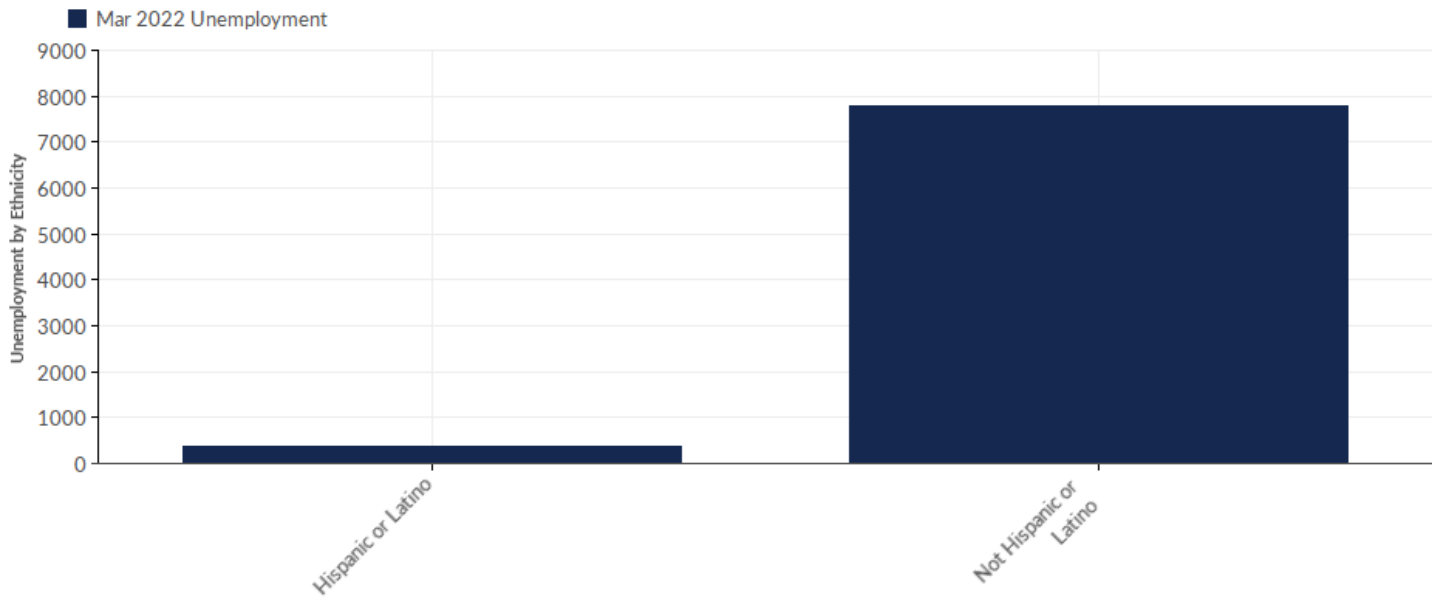
Gender	Unemployment (Mar 2022)	% of Unemployed
Females	2,261	27.77%
Males	5,881	72.23%
Total	8,142	100.00%

Unemployment by Race



Race	Unemployment (Mar 2022)	% of Unemployed
American Indian or Alaskan Native	180	2.21%
Asian	70	0.86%
Black or African American	361	4.43%
Native Hawaiian or Other Pacific Islander	7	0.09%
White	7,524	92.41%
Total	8,142	100.00%

Unemployment by Ethnicity

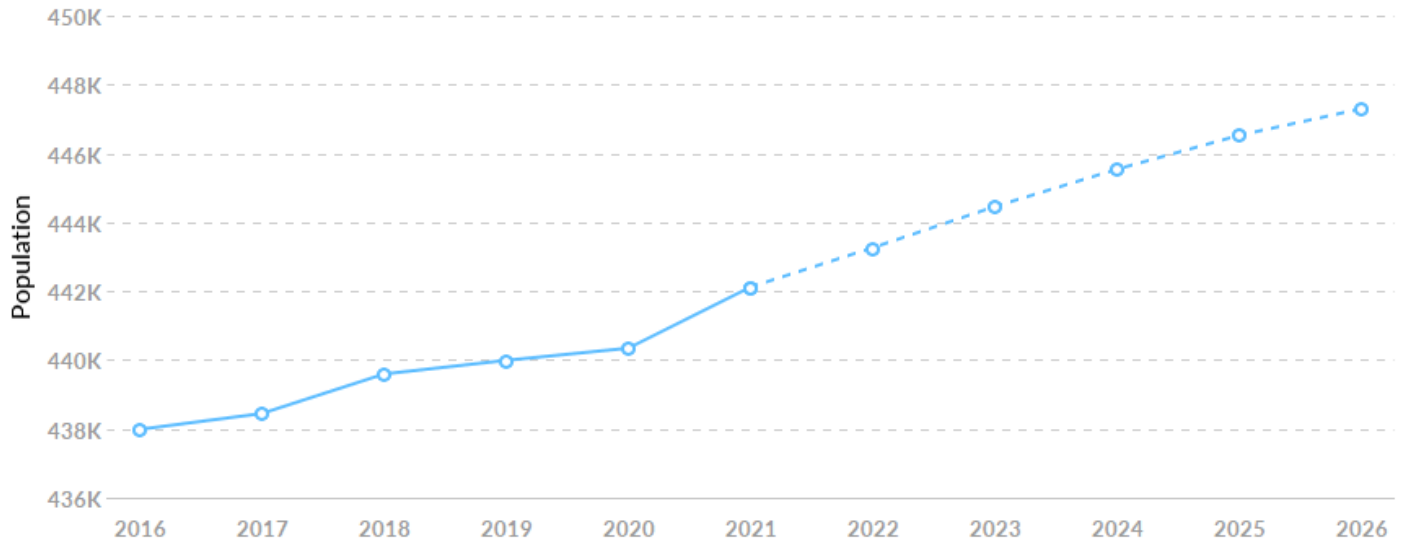


Ethnicity	Unemployment (Mar 2022)	% of Unemployed
Hispanic or Latino	356	4.37%
Not Hispanic or Latino	7,786	95.63%
Total	8,142	100.00%

Historic & Projected Trends

Population Trends

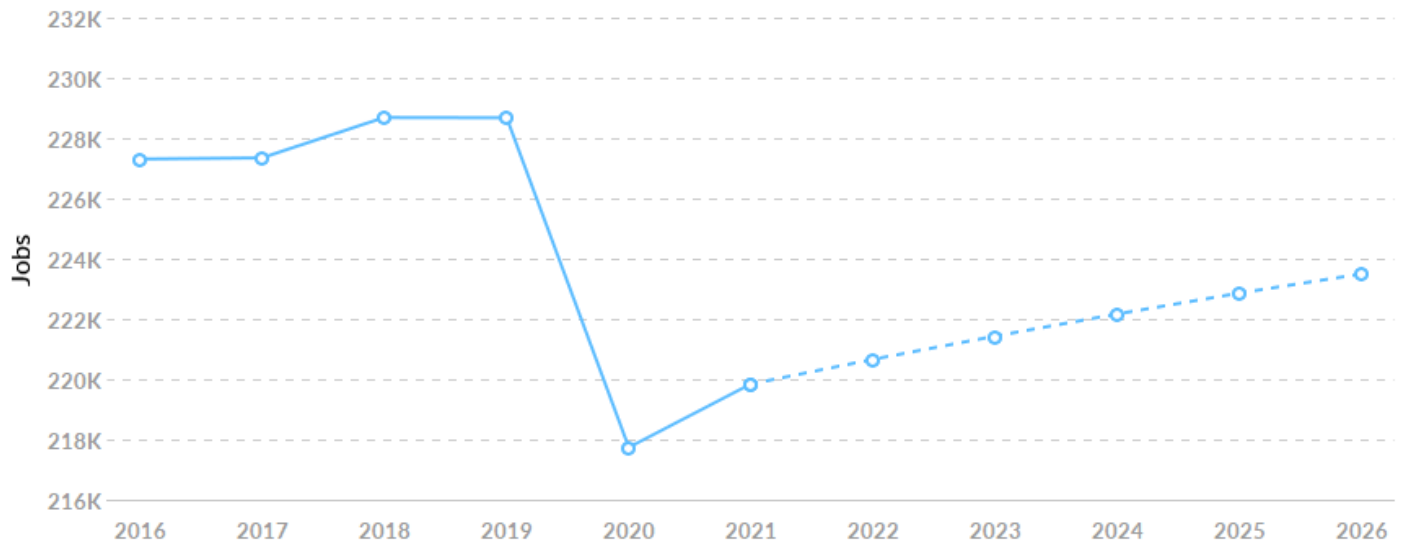
As of 2021 the region's population **increased by 0.9%** since 2016, growing by 4,133. Population is expected to **increase by 1.2%** between 2021 and 2026, adding 5,177.



Timeframe	Population
2016	437,985
2017	438,445
2018	439,593
2019	439,989
2020	440,343
2021	442,118
2022	443,260
2023	444,456
2024	445,540
2025	446,524
2026	447,296

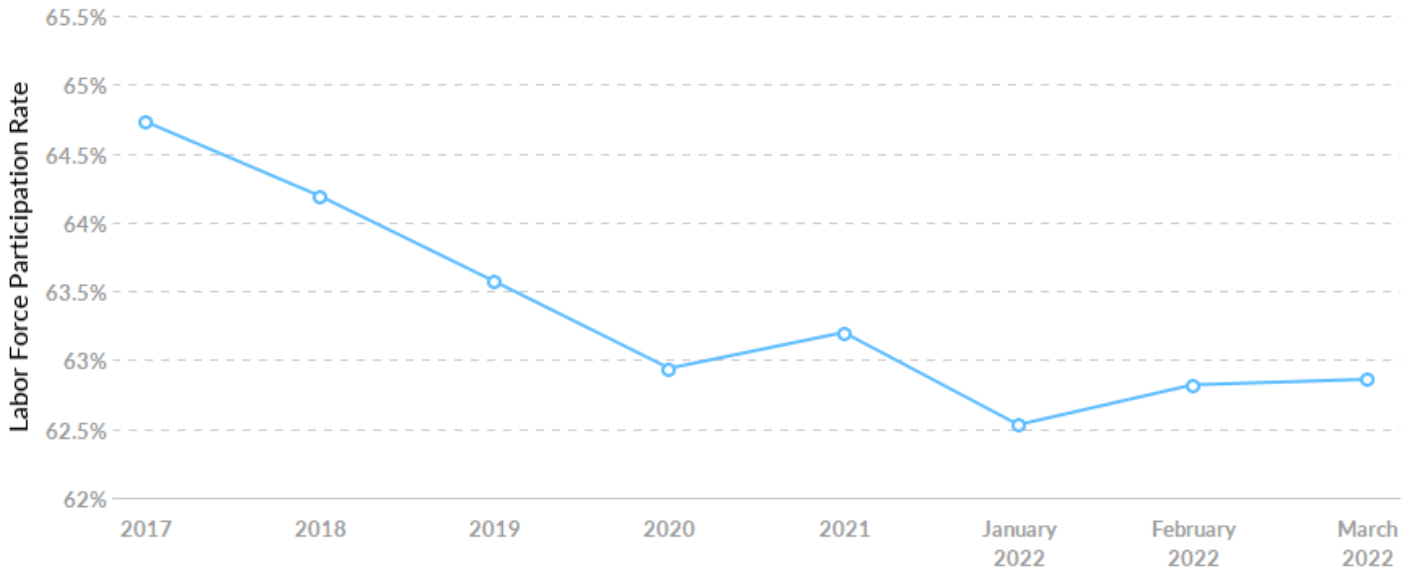
Job Trends

From 2016 to 2021, jobs declined by 3.3% in NCWRPC from 227,307 to 219,837. This change fell short of the national growth rate of 0.7% by 4.0%.



Timeframe	Jobs
2016	227,307
2017	227,346
2018	228,685
2019	228,678
2020	217,729
2021	219,837
2022	220,657
2023	221,428
2024	222,163
2025	222,857
2026	223,493

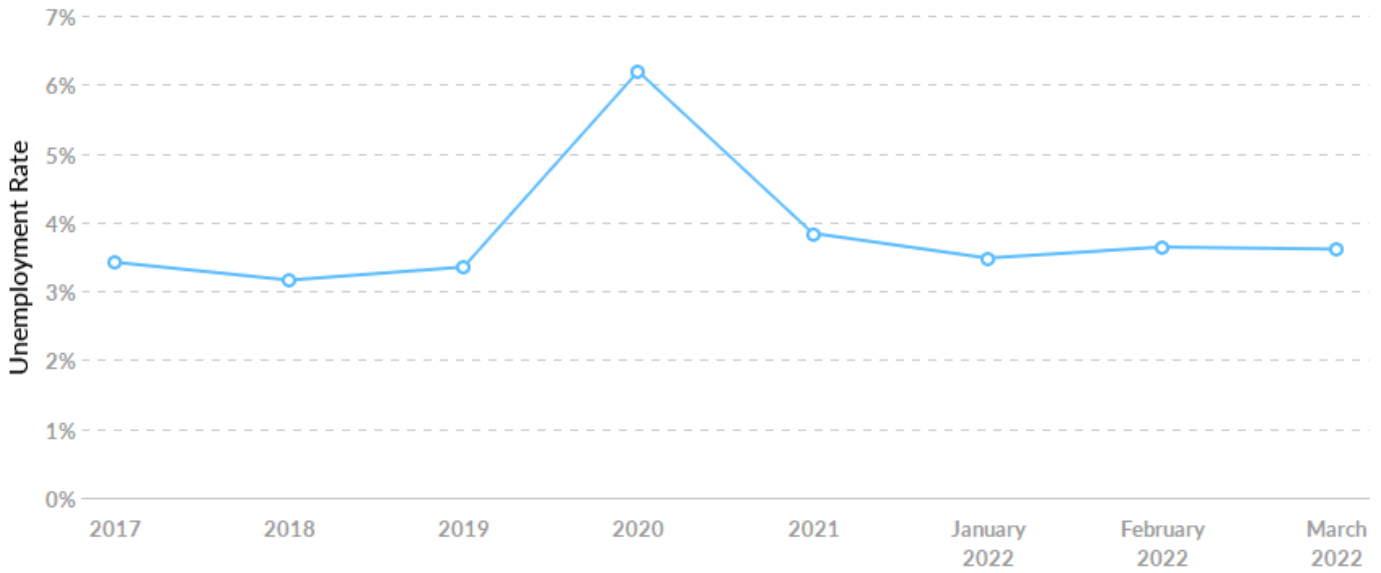
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	64.73%
2018	64.19%
2019	63.57%
2020	62.94%
2021	63.20%
January 2022	62.53%
February 2022	62.82%
March 2022	62.86%

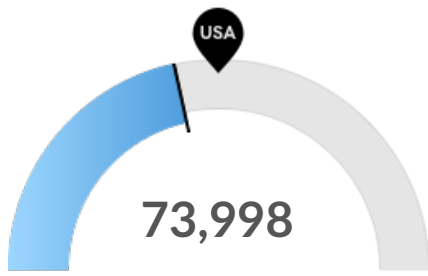
Unemployment Rate Trends

Your areas had a March 2022 unemployment rate of 3.61%, **increasing from 3.42% 5 years before.**



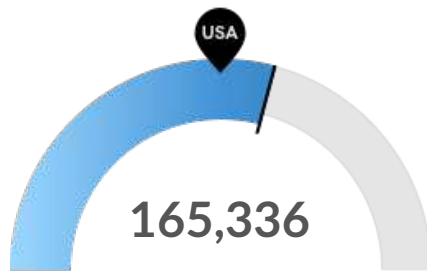
Timeframe	Unemployment Rate
2017	3.42%
2018	3.16%
2019	3.35%
2020	6.19%
2021	3.84%
January 2022	3.48%
February 2022	3.64%
March 2022	3.61%

Population Characteristics



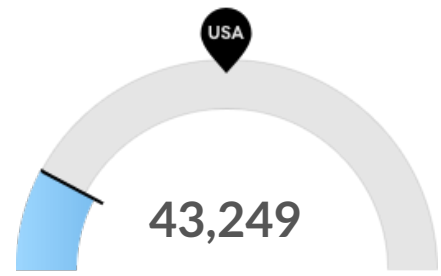
Millennials

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



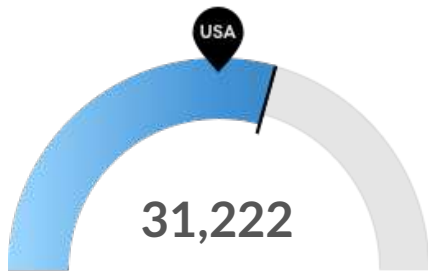
Retiring Soon

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.



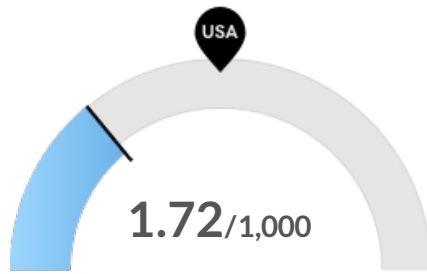
Racial Diversity

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.



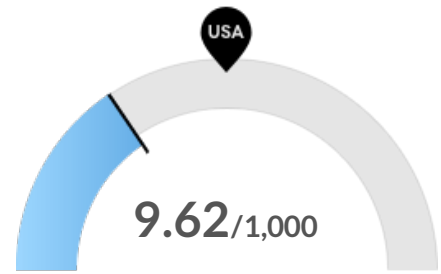
Veterans

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.

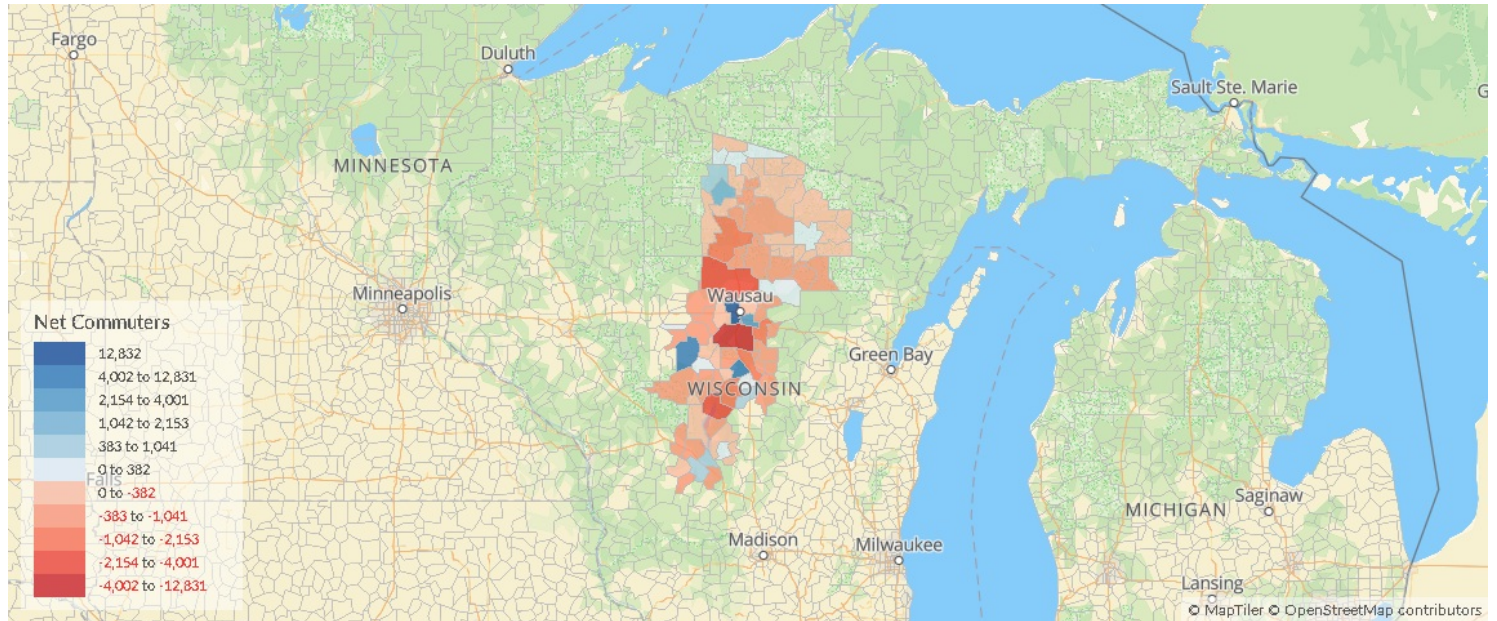


Property Crime

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...	29,338
54449	Marshfield, WI (in Woo...	18,099
54481	Stevens Point, WI (in Po...	17,588
54476	Schofield, WI (in Marath...	13,737
54494	Wisconsin Rapids, WI (i...	11,813

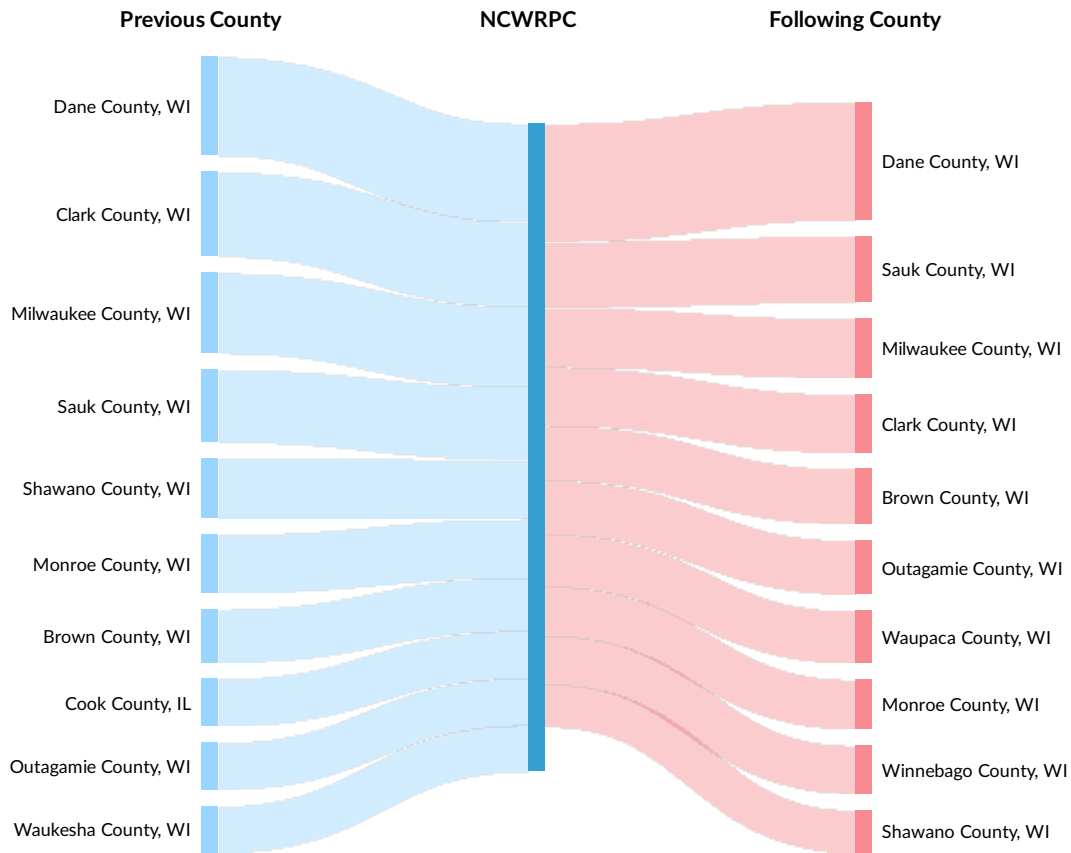
Where Talent Lives

ZIP	Name	2021 Workers
54401	Wausau, WI (in Marath...	16,506
54481	Stevens Point, WI (in Po...	13,586
54494	Wisconsin Rapids, WI (i...	12,892
54449	Marshfield, WI (in Woo...	12,719
54455	Mosinee, WI (in Marath...	11,149

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**.

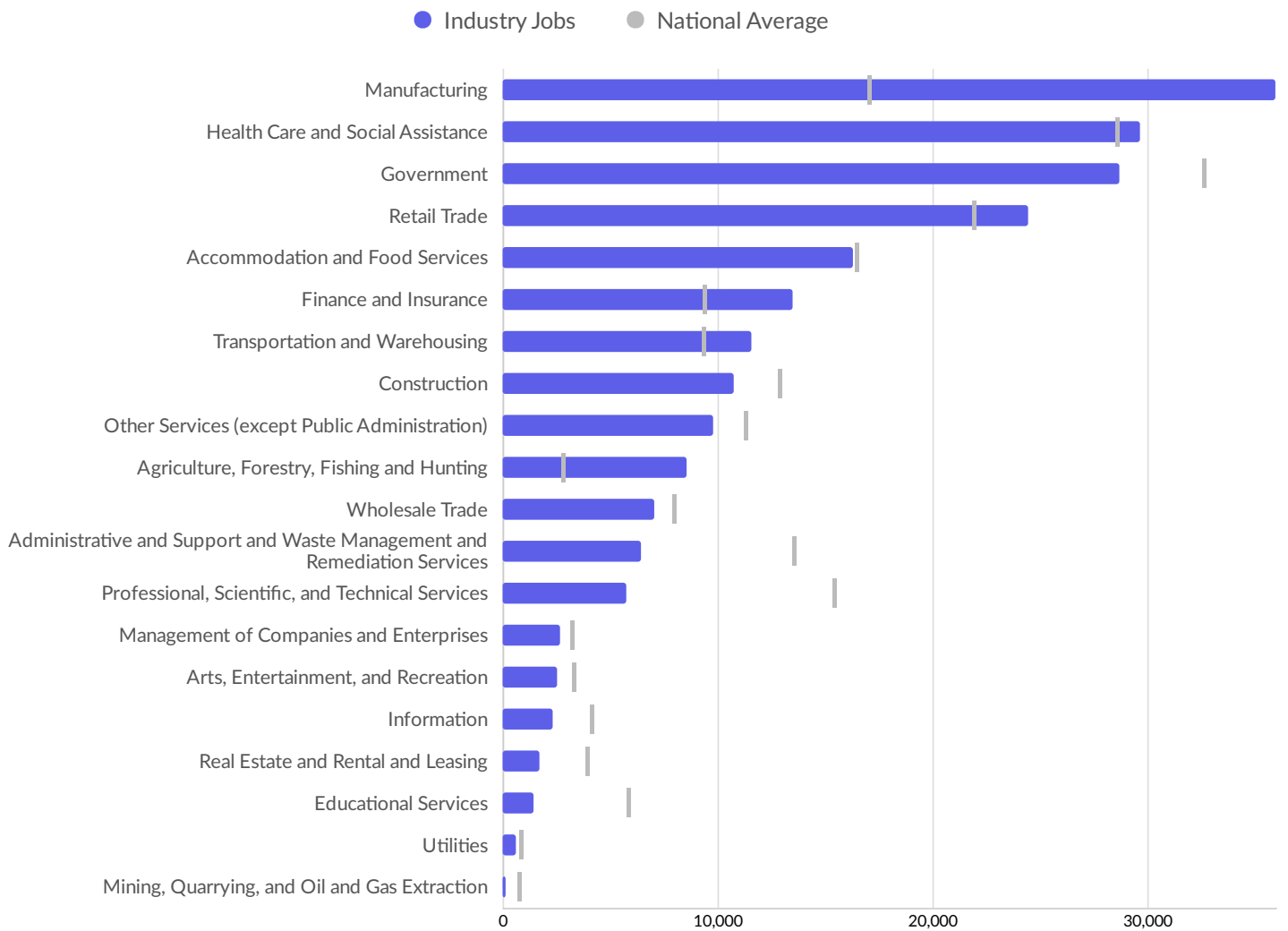


Top Previous Counties	Migrations
Dane County, WI	517
Clark County, WI	445
Milwaukee County, WI	421
Sauk County, WI	382
Shawano County, WI	313
Monroe County, WI	307

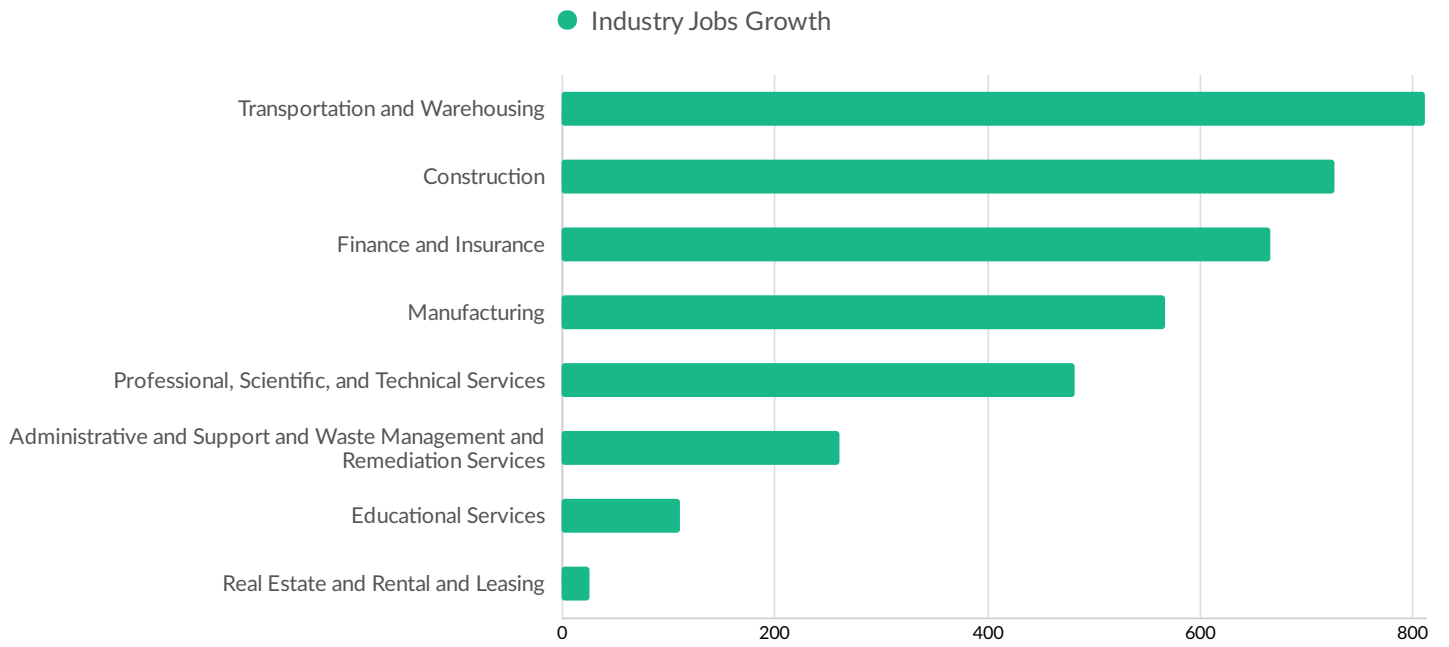
Top Previous Counties	Migrations
Brown County, WI	279
Cook County, IL	248
Outagamie County, WI	247
Waukesha County, WI	245
Winnebago County, WI	239
Waupaca County, WI	233
Columbia County, WI	200
Rock County, WI	177
Waushara County, WI	169
Top Following Counties	Migrations
Dane County, WI	620
Sauk County,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

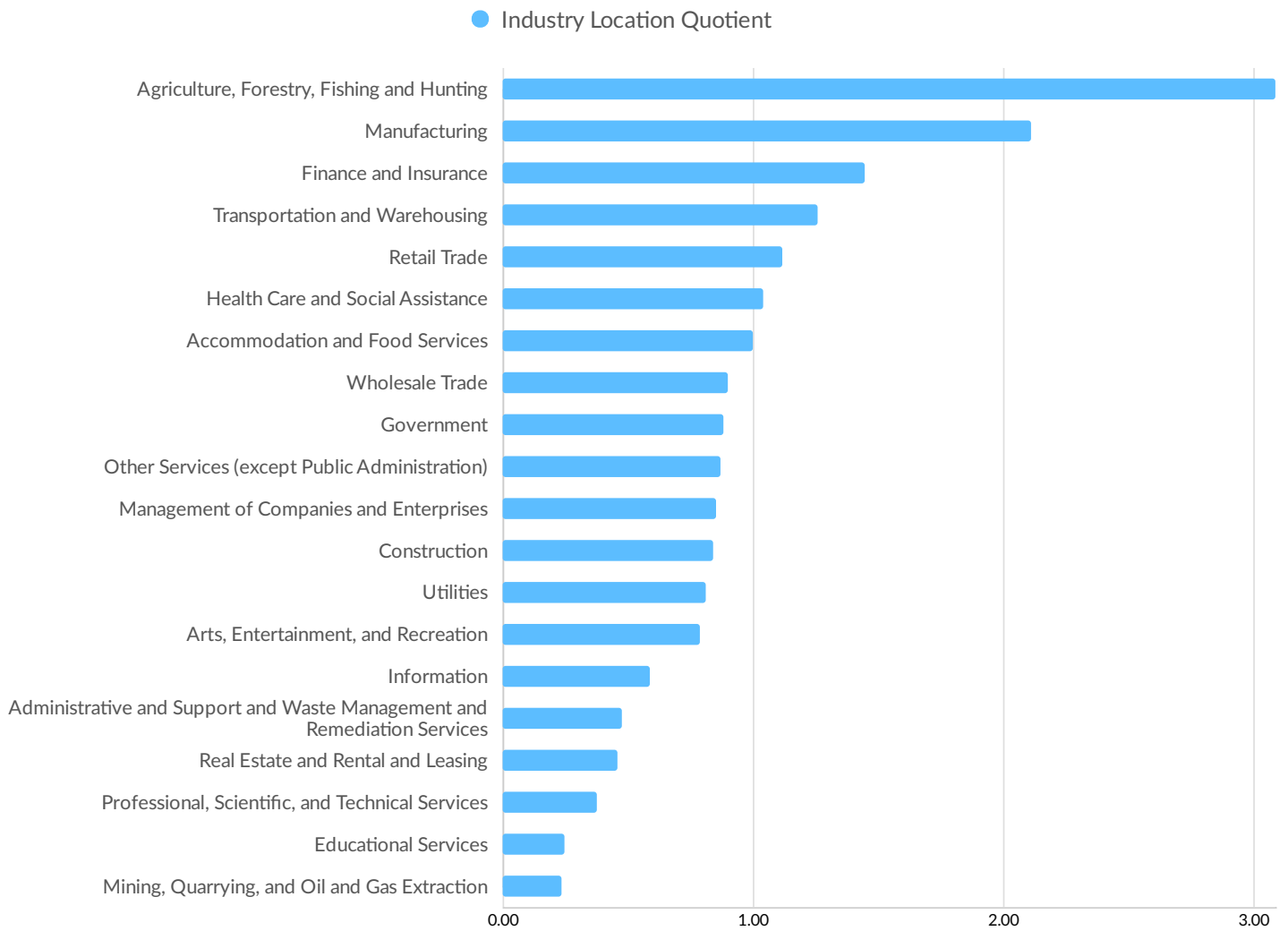
Largest Industries



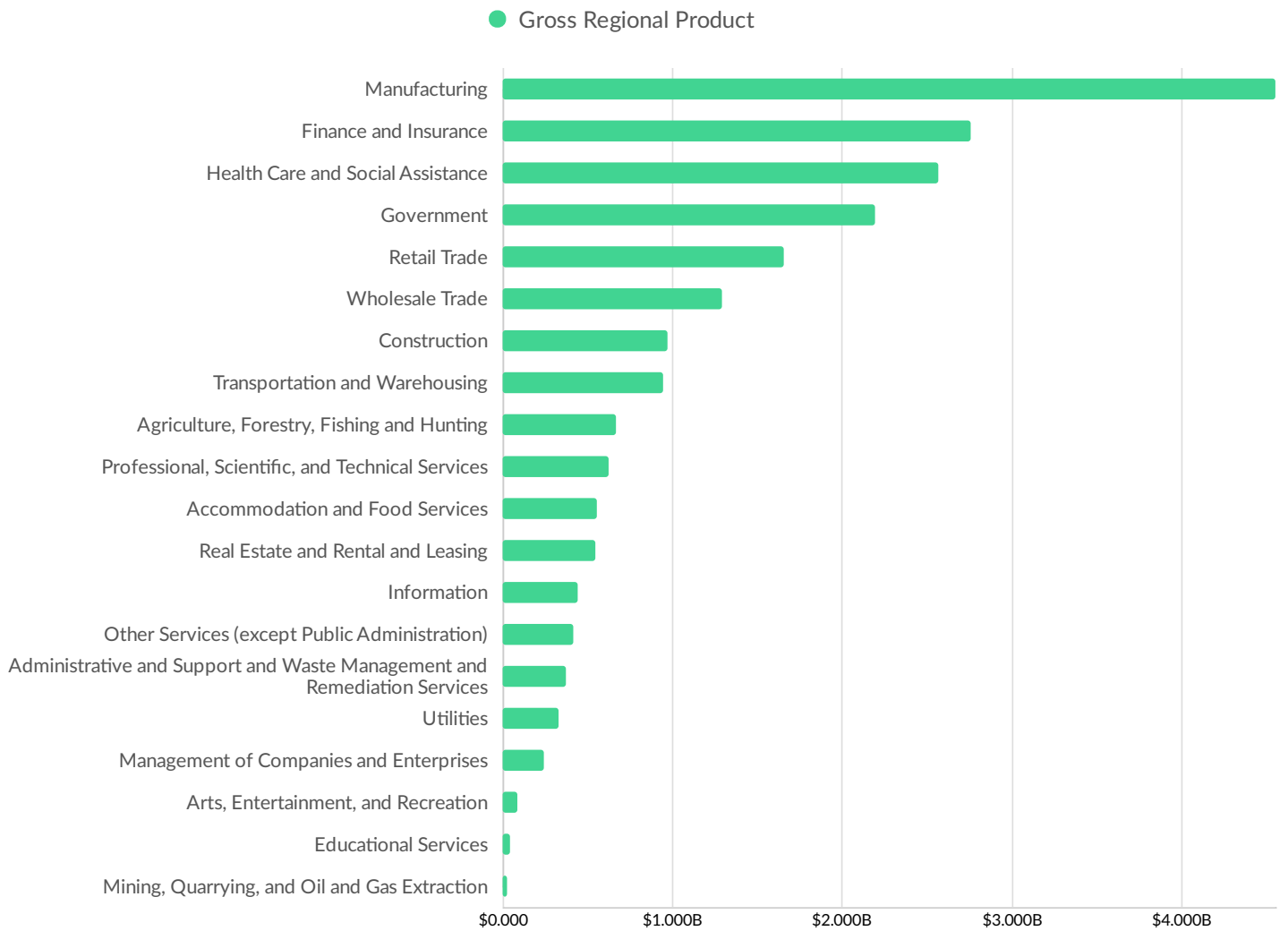
Top Growing Industries



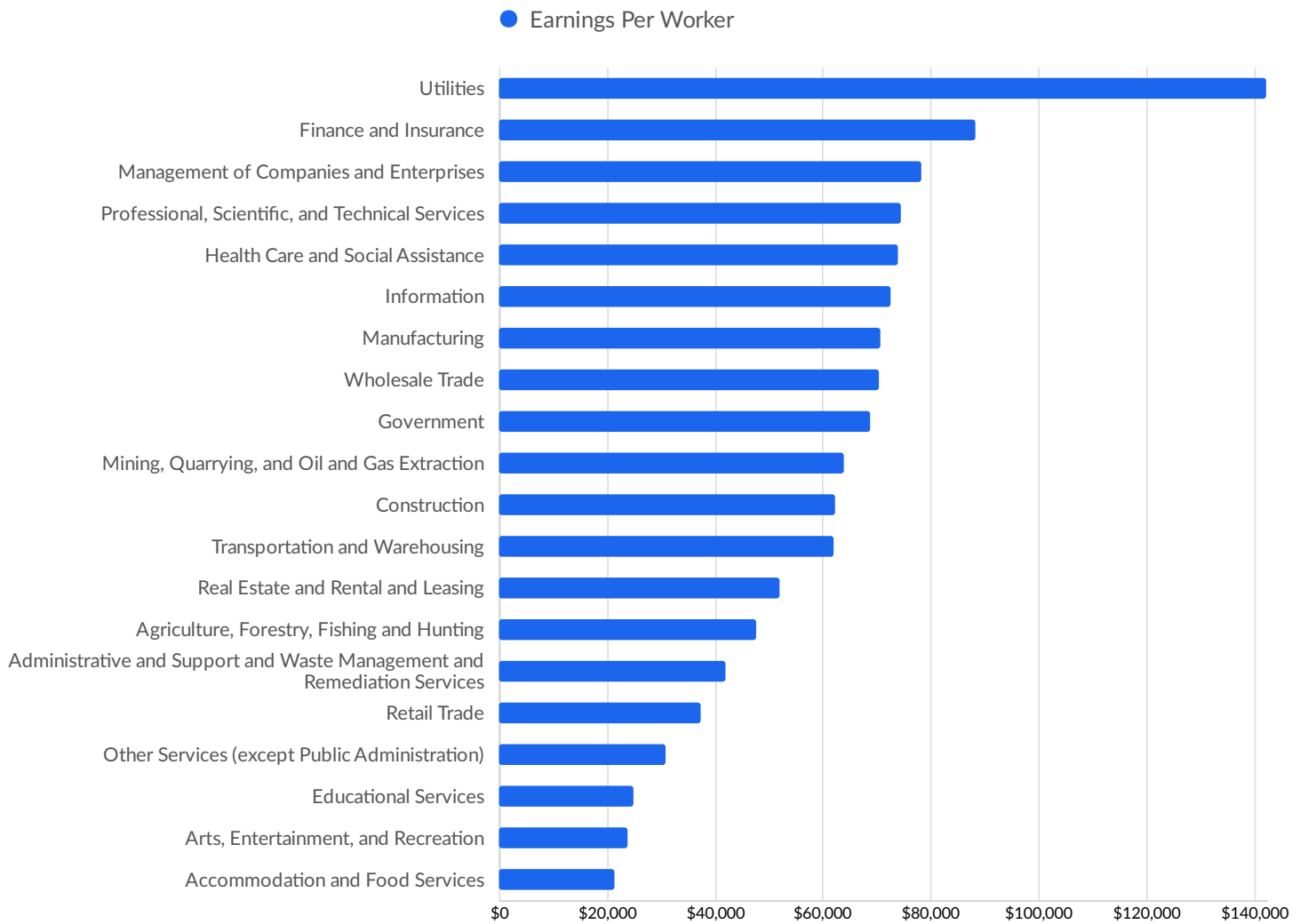
Top Industry Location Quotient



Top Industry GRP










Top Industry Earnings



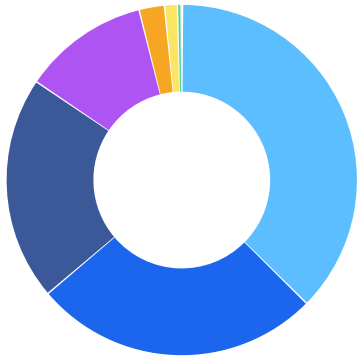
Business Characteristics

17,812 Companies Employ Your Workers

Online profiles for your workers mention 17,812 companies as employers, with the top 10 appearing below. In the last 12 months, 2,080 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,451 	Marshfield Clinic	3,039 
Aspirus	1,342 	Aspirus	2,264 
University Of Wisconsin - Steve...	1,229 	Kwik Trip	689 
Sentry	1,161 	Beaver Dam Community Hospit...	507 
Ministry Health Care	794 	Walmart	395 
Greenheck	641 	Remedy Intelligent Staffing	370 
Walmart	549 	Festival Foods	351 
Church Mutual Insurance Comp...	491 	FedEx	338 
Sentry Insurance	482 	Sentry Insurance	298 
Wausau School District	462 	Greenheck Fan Corporation	284 

Business Size

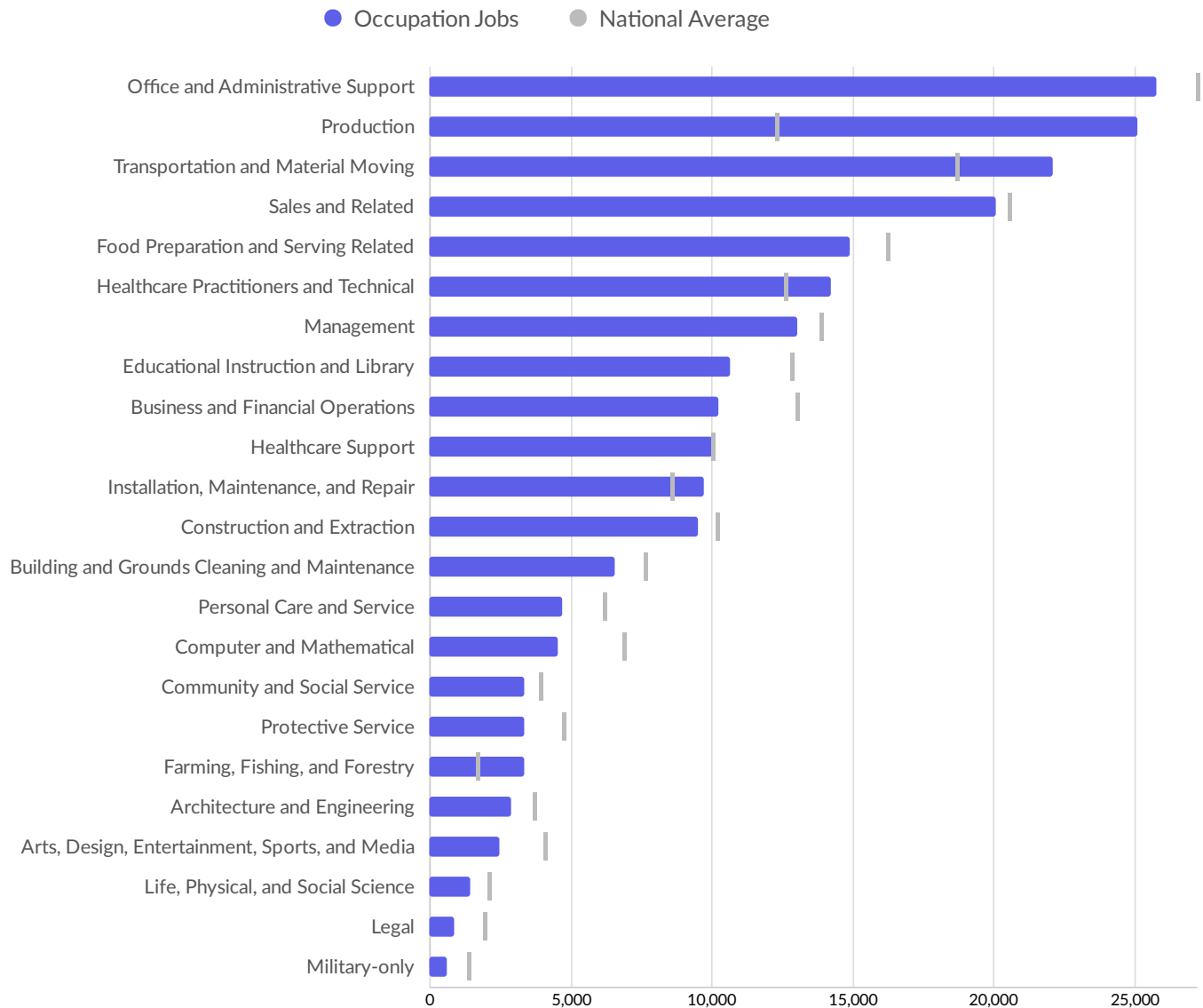


	Percentage	Business Count
1 to 4 employees	37.3%	7,394
5 to 9 employees	26.4%	5,229
10 to 19 employees	20.7%	4,091
20 to 49 employees	11.6%	2,301
50 to 99 employees	2.3%	463
100 to 249 employees	1.2%	235
250 to 499 employees	0.3%	66
500+ employees	0.1%	26

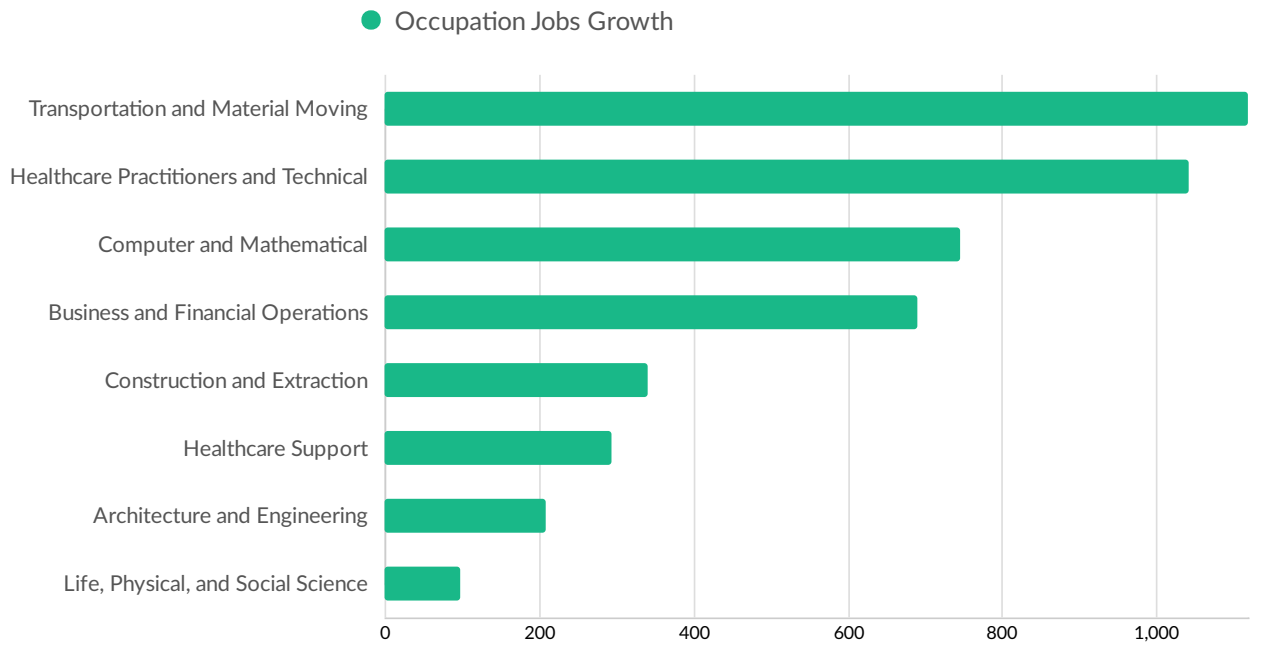
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

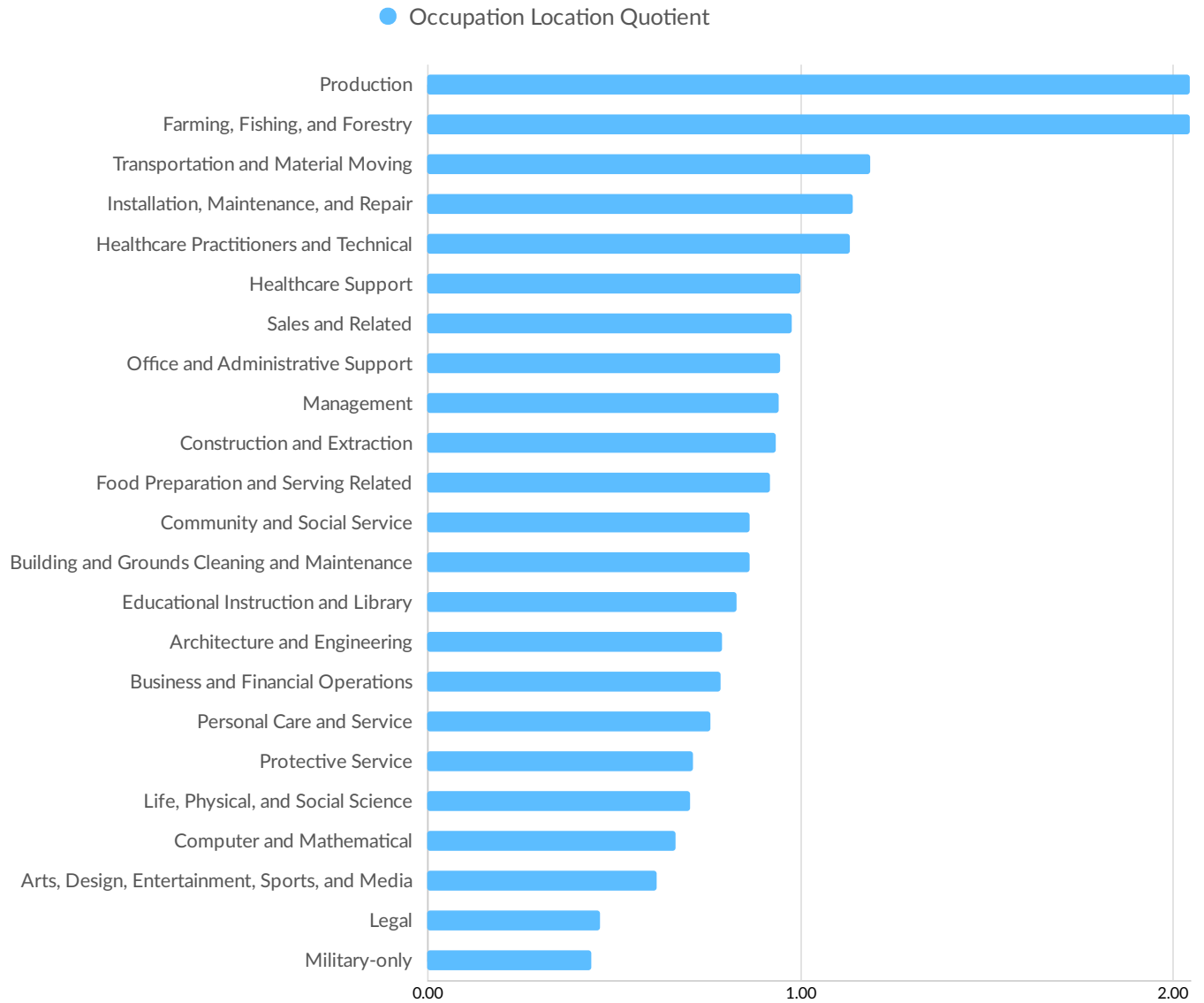
Largest Occupations



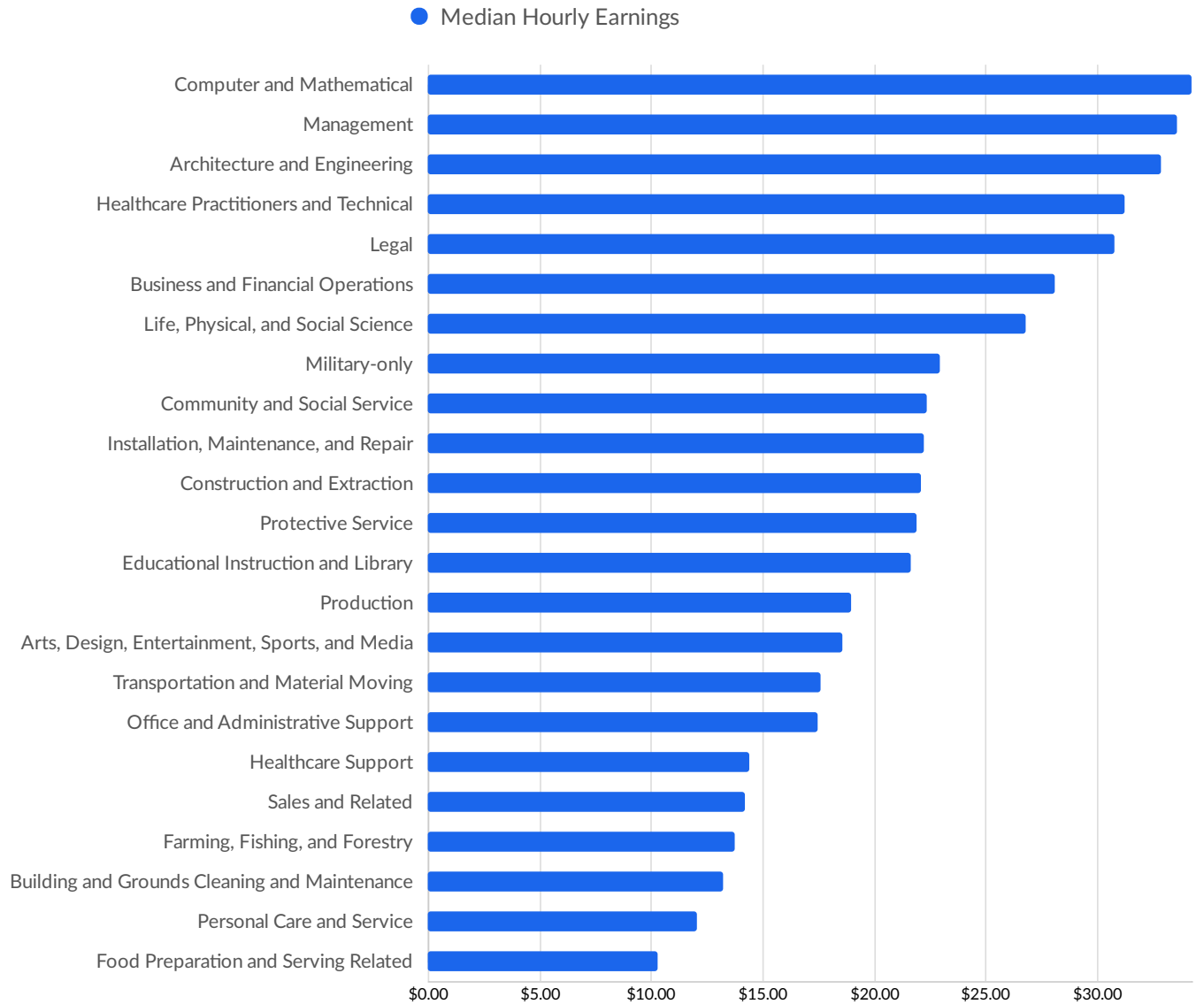
Top Growing Occupations



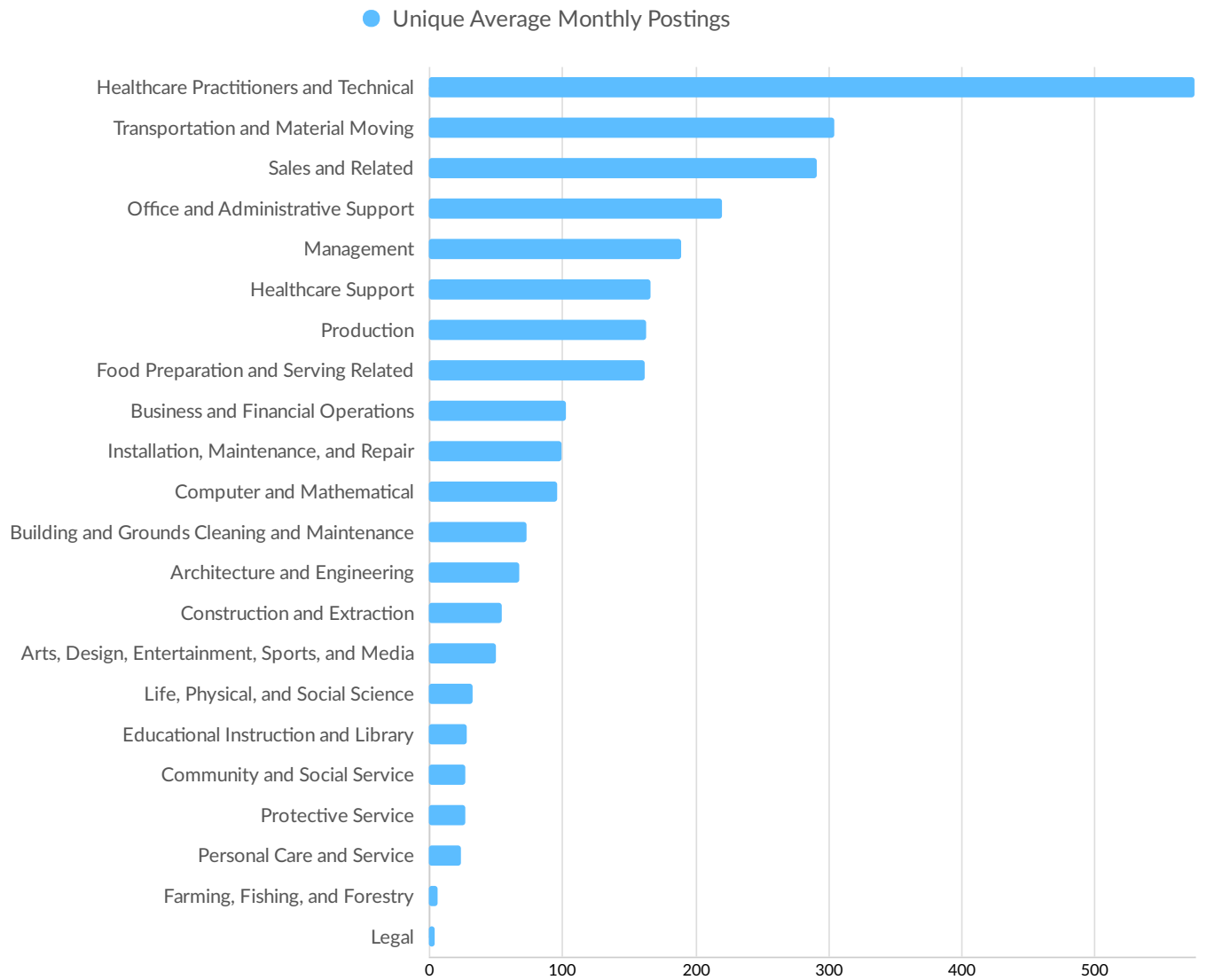
Top Occupation Location Quotient



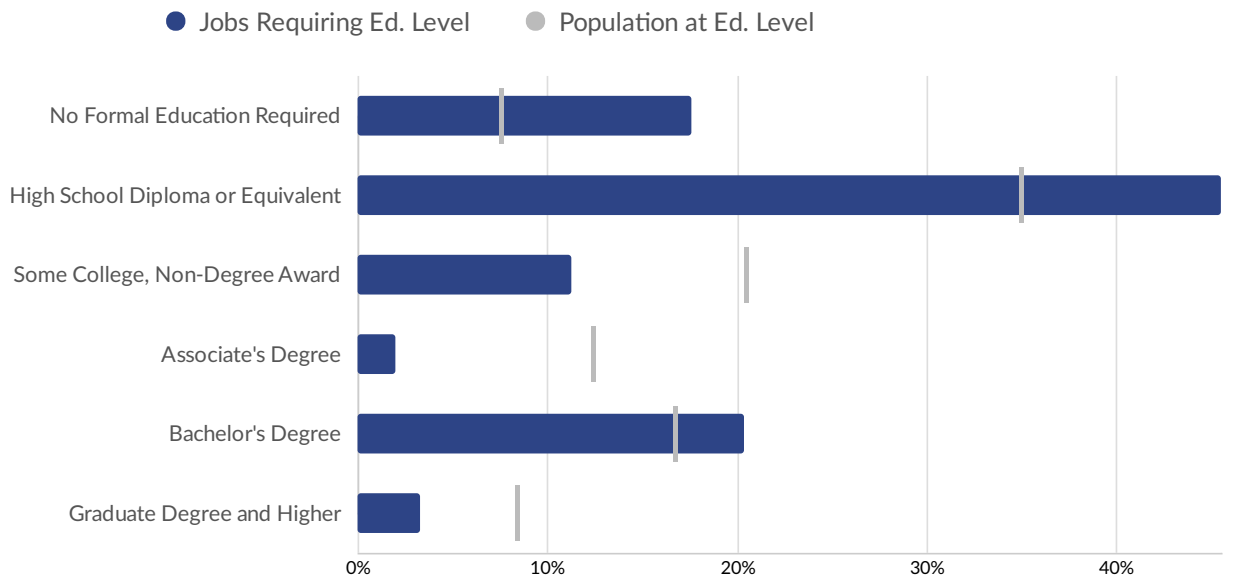
Top Occupation Earnings



Top Posted Occupations

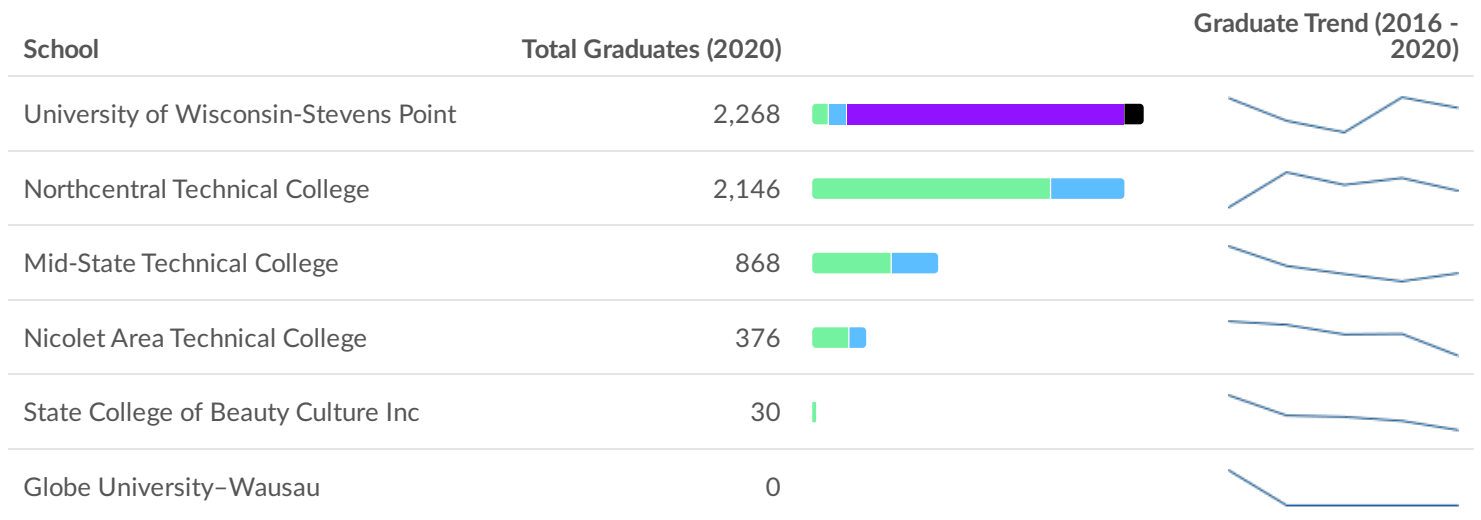


Underemployment



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

