



NCWRPC

North Central Wisconsin Regional Planning Commission



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Wausau, Wisconsin 54403

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

442,120

Population (2021)

Population **grew by 4,135** over the last 5 years and is projected to **grow by 5,176** over the next 5 years.

220,380

Total Regional Employment

Jobs **decreased by 6,927** over the last 5 years but are projected to **grow by 4,073** over the next 5 years.

\$60.3K

Avg. Earnings Per Job (2021)

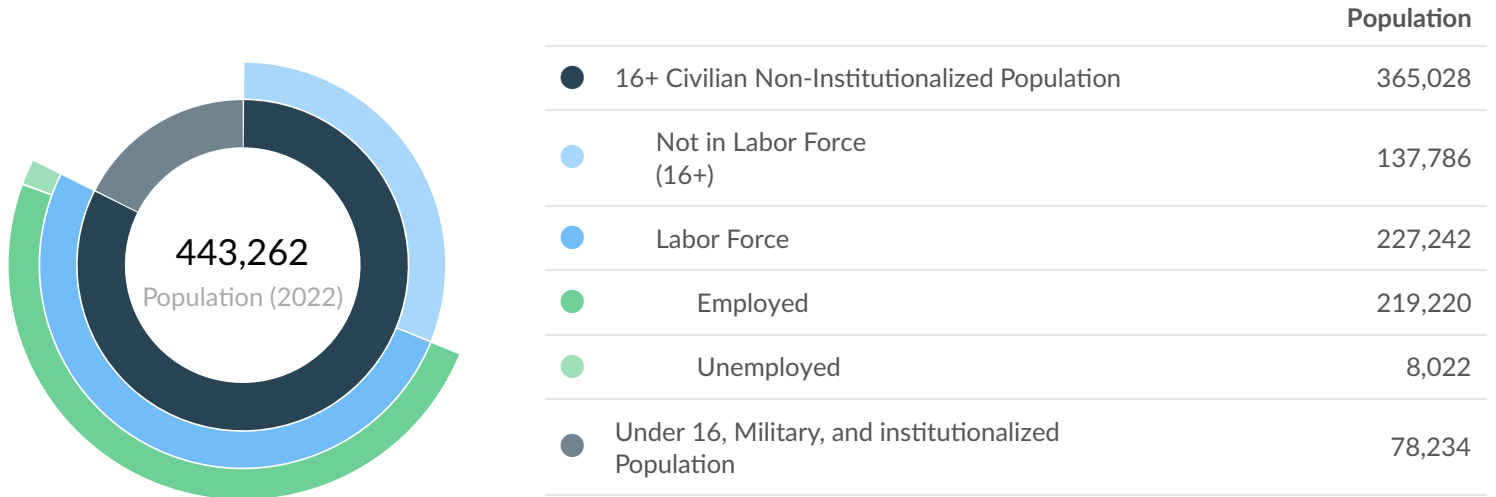
Regional average earnings per job are **\$17.5K below** the national average earnings of \$77.8K per job.

Takeaways

- As of 2021 the region's population **increased by 0.9%** since 2016, growing by 4,135. Population is expected to **increase by 1.2%** between 2021 and 2026, adding 5,176.
- From 2016 to 2021, jobs **declined by 3.0%** in NCWRPC from 227,307 to **220,380**. This change **fell short of the national growth rate of 1.8% by 4.8%**. As the number of jobs declined, the **labor force participation rate decreased from 63.3% to 61.7% 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), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

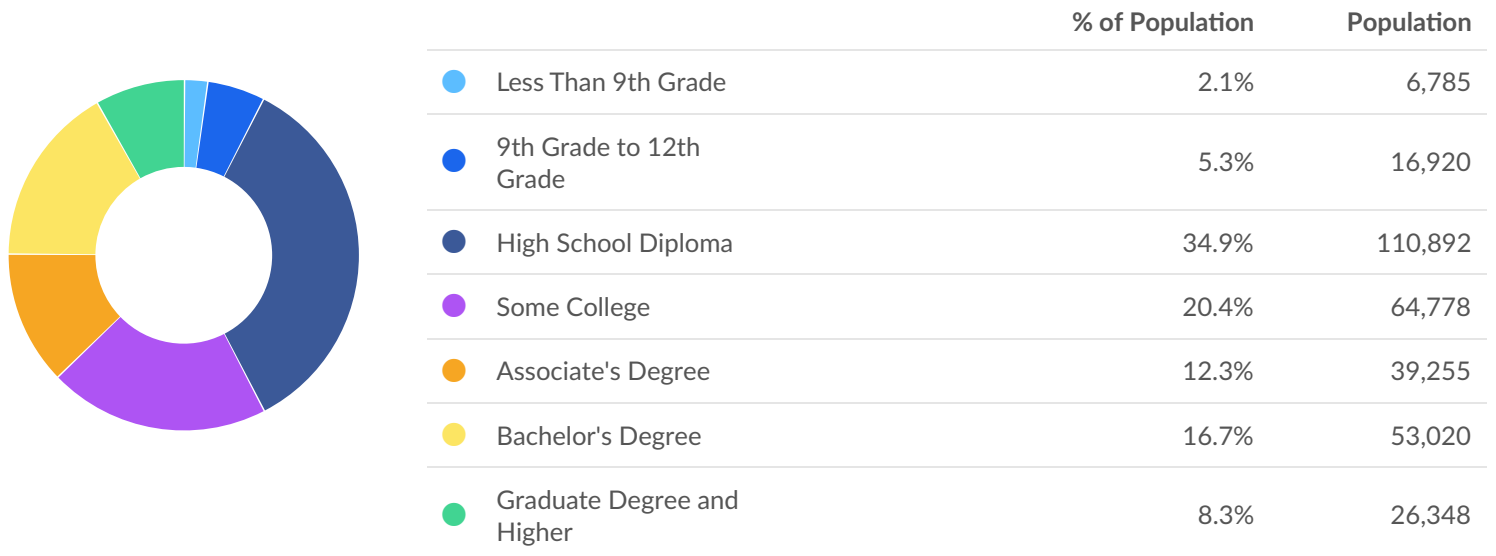
| | Population (2022) | Labor Force (Jun 2022) | Jobs (2021) | Cost of Living | GRP | Imports | Exports |
|-----------|----------------------|---------------------------------|----------------|----------------------|-----------|-----------|-----------|
| Region | 443,262 | 227,242 | 220,380 | 99.7 | \$23.77B | \$31.13B | \$29.22B |
| NCWRPC | 443,262 | 227,242 | 220,380 | 99.7 | \$23.77B | \$31.13B | \$29.22B |
| Wisconsin | 5,881,227 | 3,153,688 | 3,110,882 | 100.3 | \$360.23B | \$330.30B | \$353.71B |

Jun 2022 Labor Force Breakdown



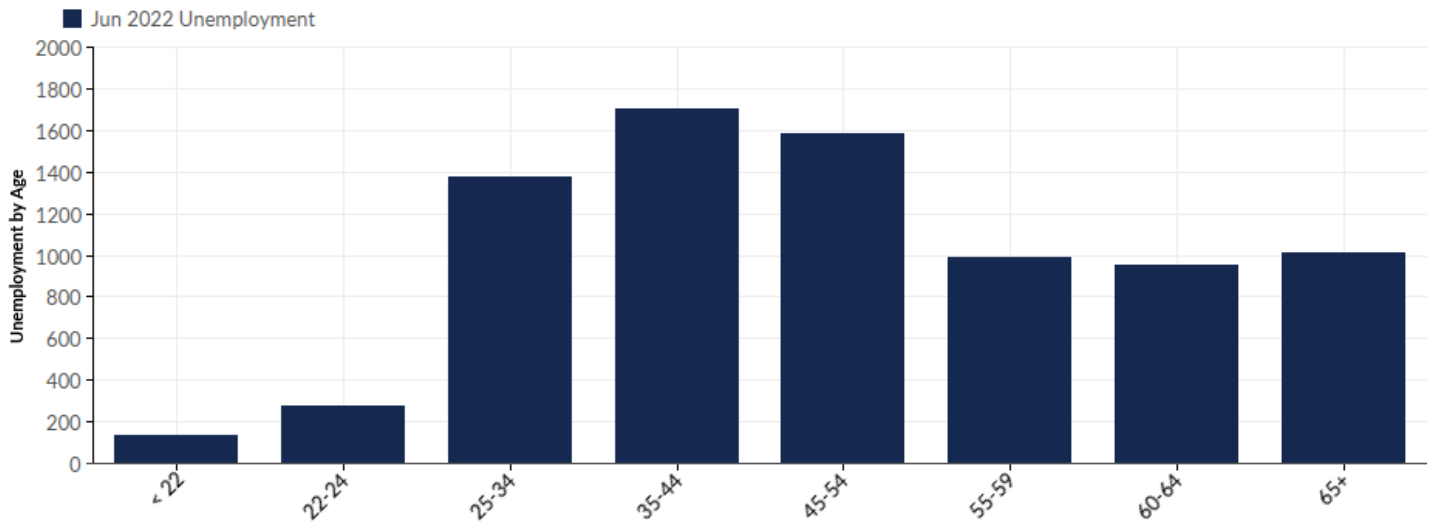
Educational Attainment

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).



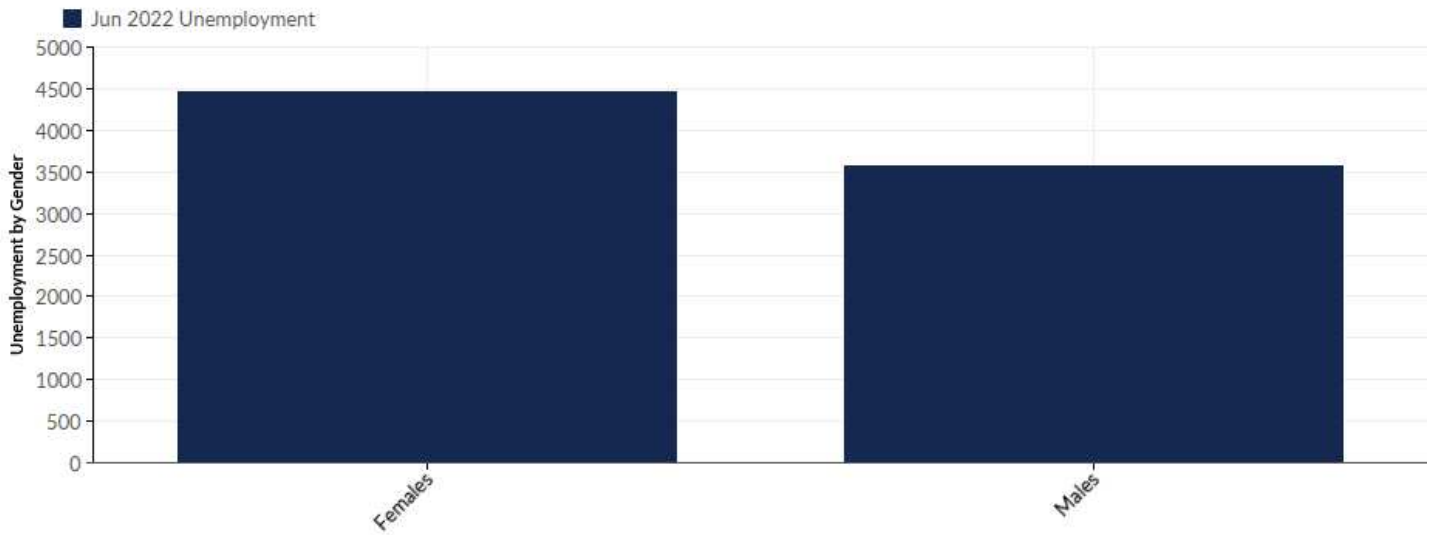
Unemployment by Demographics

Unemployment by Age



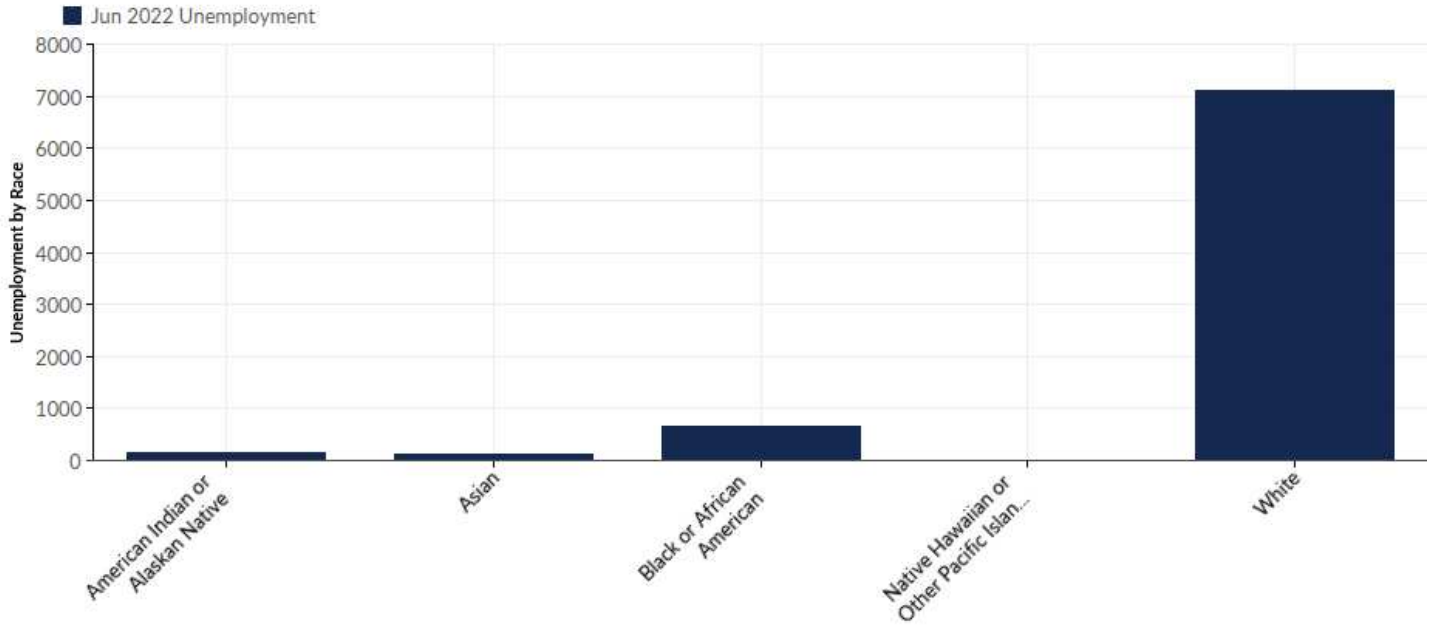
| Age | Unemployment (Jun 2022) | % of Unemployed |
|--------------|-------------------------|-----------------|
| < 22 | 133 | 1.66% |
| 22-24 | 277 | 3.45% |
| 25-34 | 1,374 | 17.13% |
| 35-44 | 1,706 | 21.27% |
| 45-54 | 1,581 | 19.71% |
| 55-59 | 986 | 12.29% |
| 60-64 | 954 | 11.89% |
| 65+ | 1,011 | 12.60% |
| Total | 8,022 | 100.00% |

Unemployment by Gender



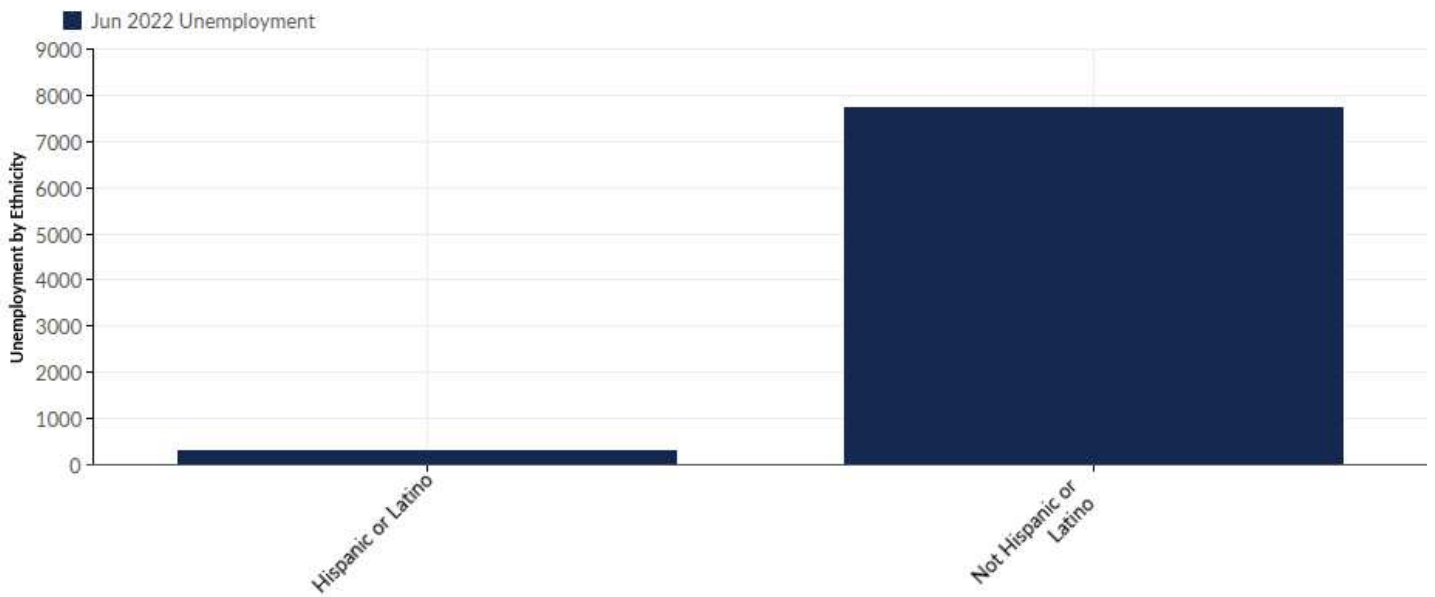
| Gender | Unemployment (Jun 2022) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 4,460 | 55.60% |
| Males | 3,562 | 44.40% |
| Total | 8,022 | 100.00% |

Unemployment by Race



| Race | Unemployment (Jun 2022) | % of Unemployed |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native | 155 | 1.93% |
| Asian | 110 | 1.37% |
| Black or African American | 642 | 8.00% |
| Native Hawaiian or Other Pacific Islander | 8 | 0.10% |
| White | 7,106 | 88.58% |
| Total | 8,022 | 100.00% |

Unemployment by Ethnicity

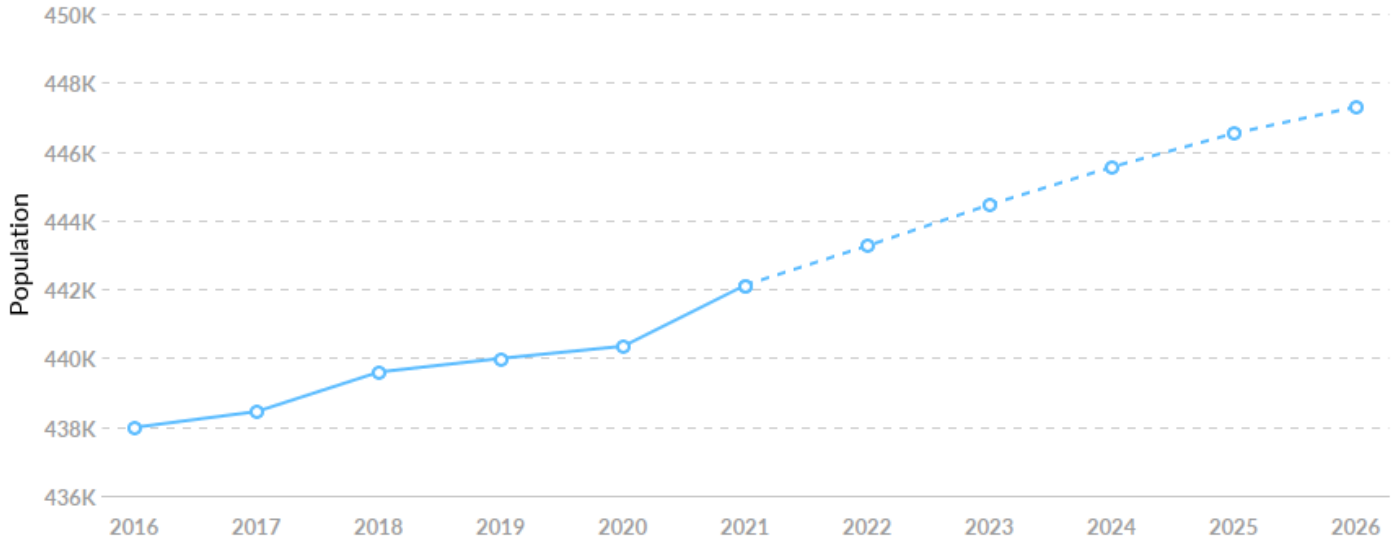


| Ethnicity | Unemployment (Jun 2022) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 285 | 3.55% |
| Not Hispanic or Latino | 7,737 | 96.45% |
| Total | 8,022 | 100.00% |

Historic & Projected Trends

Population Trends

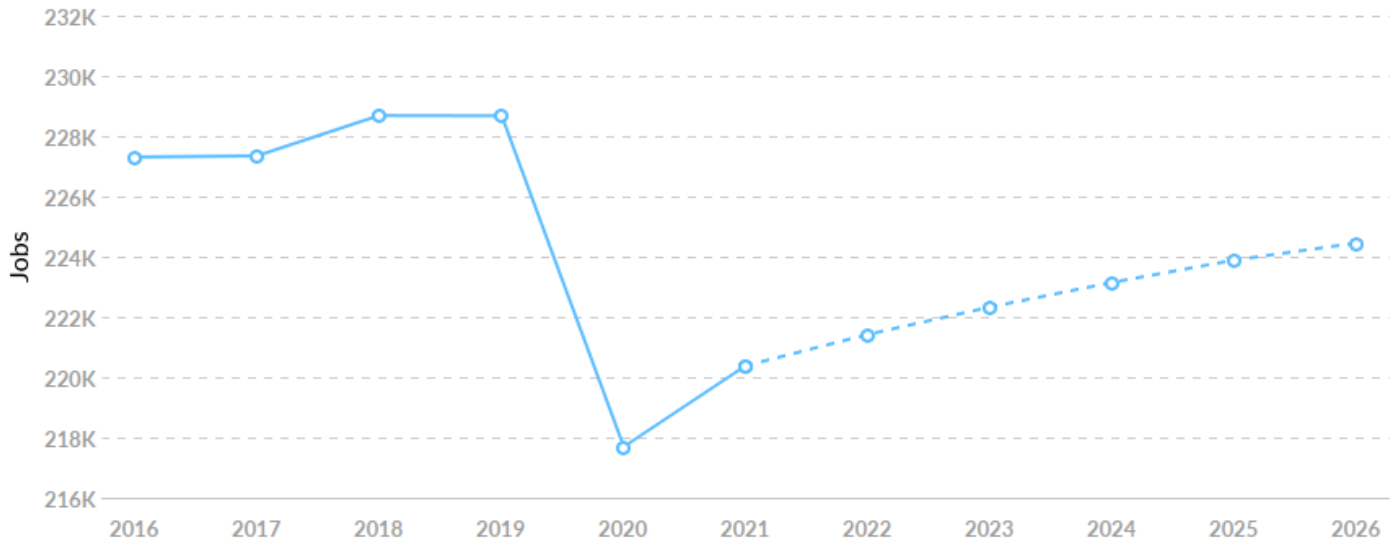
As of 2021 the region's population increased by 0.9% since 2016, growing by 4,135. Population is expected to increase by 1.2% between 2021 and 2026, adding 5,176.



| Timeframe | Population |
|-----------|------------|
| 2016 | 437,985 |
| 2017 | 438,445 |
| 2018 | 439,593 |
| 2019 | 439,989 |
| 2020 | 440,343 |
| 2021 | 442,120 |
| 2022 | 443,262 |
| 2023 | 444,454 |
| 2024 | 445,547 |
| 2025 | 446,525 |
| 2026 | 447,295 |

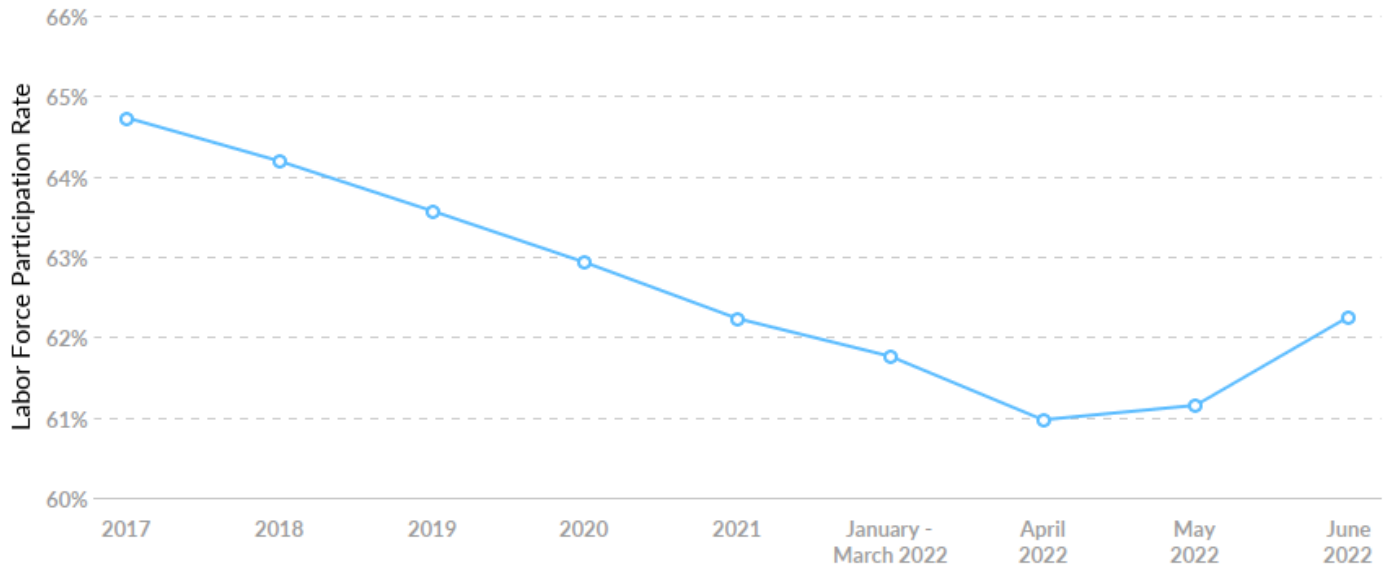
Job Trends

From 2016 to 2021, jobs declined by 3.0% in NCWRPC from 227,307 to 220,380. This change fell short of the national growth rate of 1.8% by 4.8%.



| Timeframe | Jobs |
|-----------|---------|
| 2016 | 227,307 |
| 2017 | 227,346 |
| 2018 | 228,685 |
| 2019 | 228,678 |
| 2020 | 217,683 |
| 2021 | 220,380 |
| 2022 | 221,418 |
| 2023 | 222,327 |
| 2024 | 223,145 |
| 2025 | 223,887 |
| 2026 | 224,453 |

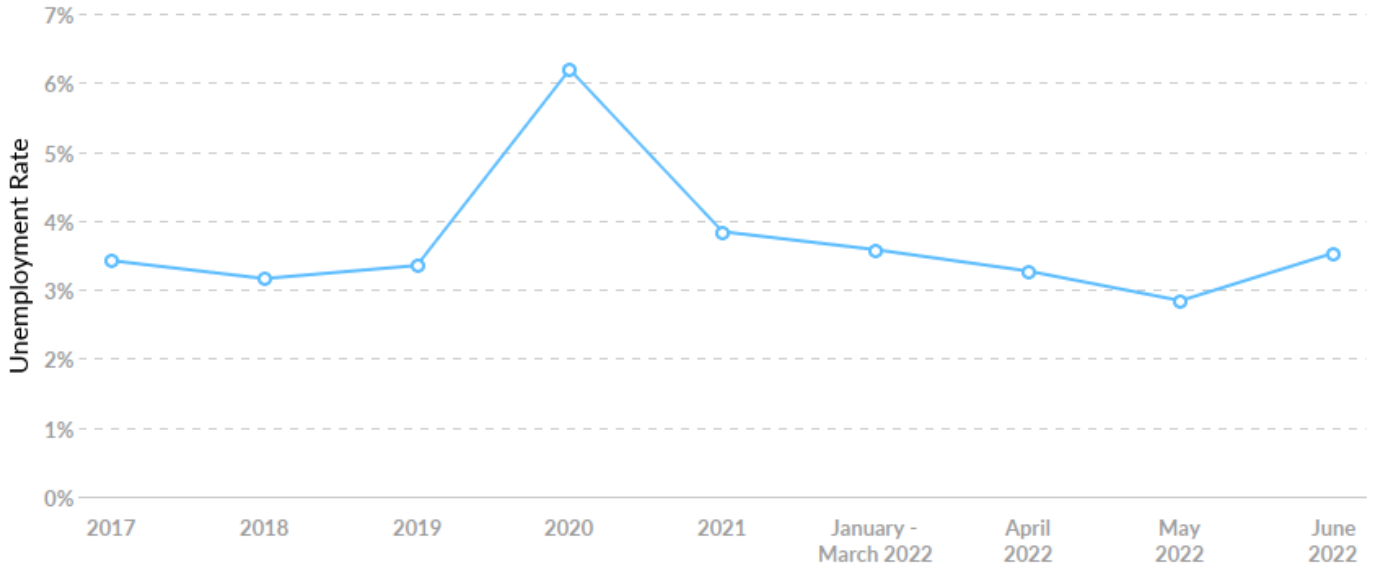
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|----------------------|--------------------------------|
| 2017 | 64.73% |
| 2018 | 64.19% |
| 2019 | 63.57% |
| 2020 | 62.93% |
| 2021 | 62.23% |
| January - March 2022 | 61.76% |
| April 2022 | 60.97% |
| May 2022 | 61.15% |
| June 2022 | 62.25% |

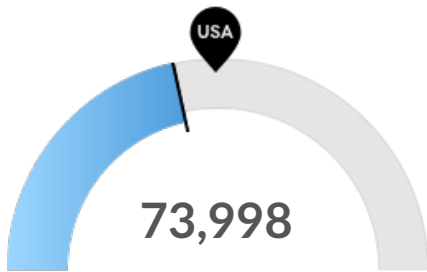
Unemployment Rate Trends

Your areas had a June 2022 unemployment rate of 3.53%, **increasing from 3.42% 5 years before.**



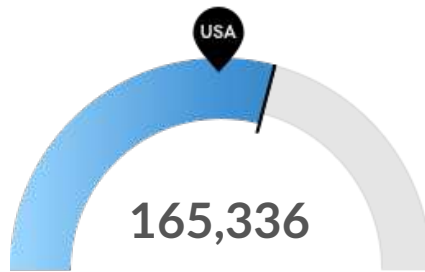
| Timeframe | Unemployment Rate |
|----------------------|-------------------|
| 2017 | 3.42% |
| 2018 | 3.16% |
| 2019 | 3.35% |
| 2020 | 6.19% |
| 2021 | 3.84% |
| January - March 2022 | 3.58% |
| April 2022 | 3.27% |
| May 2022 | 2.84% |
| June 2022 | 3.53% |

Population Characteristics



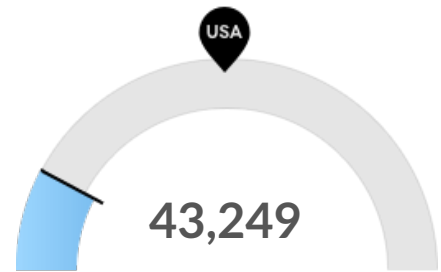
Millennials

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



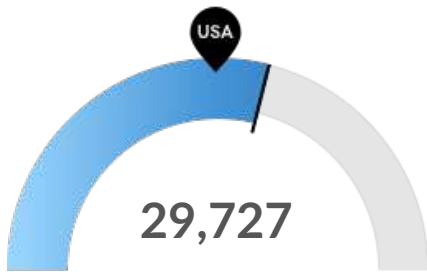
Retiring Soon

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.



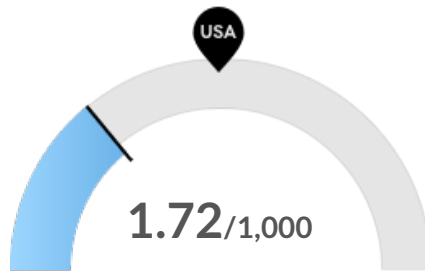
Racial Diversity

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.



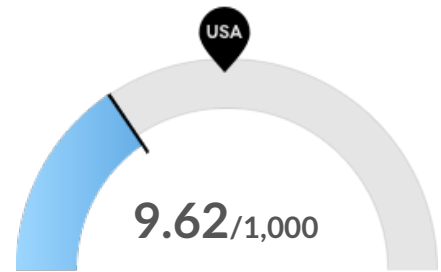
Veterans

Your area has 29,727 veterans. The national average for an area this size is 23,836.



Violent Crime

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

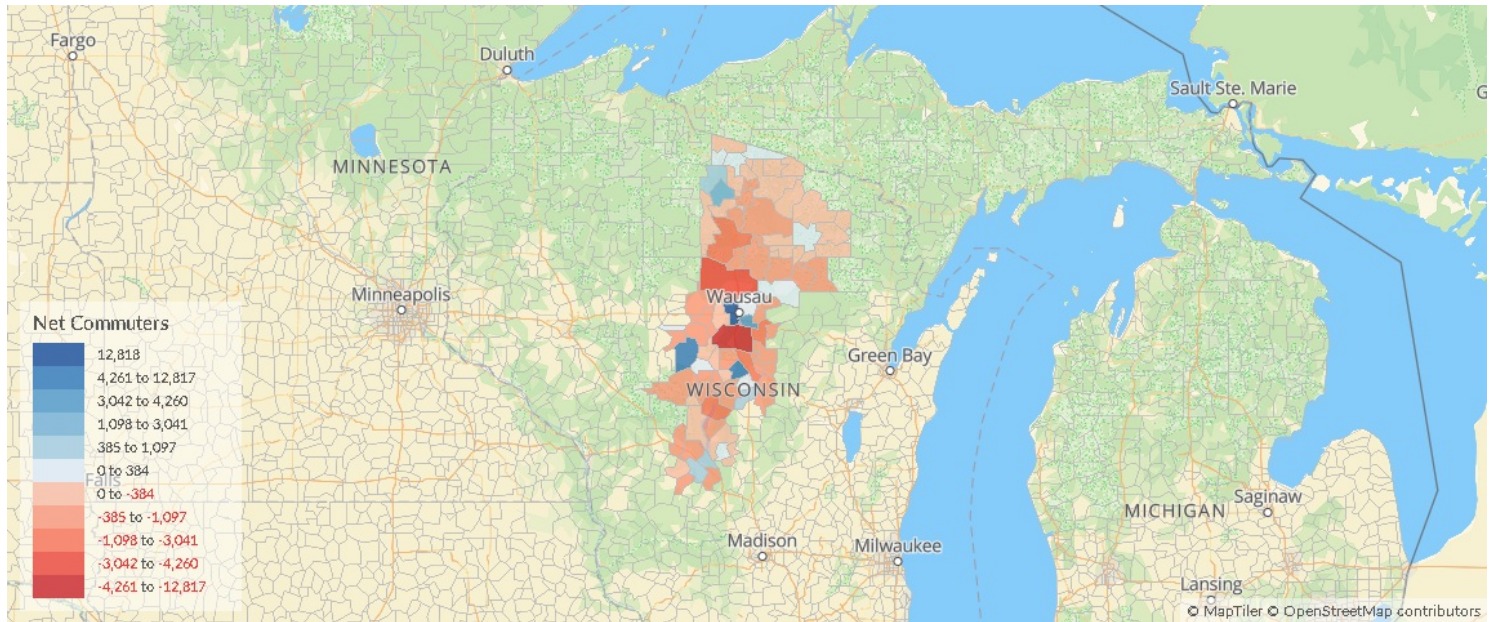


Property Crime

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 Maratho... | 29,571 |
| 54481 | Stevens Point, WI (in Po... | 17,704 |
| 54449 | Marshfield, WI (in Woo... | 17,525 |
| 54476 | Schofield, WI (in Marath... | 13,762 |
| 54494 | Wisconsin Rapids, WI (i... | 12,268 |

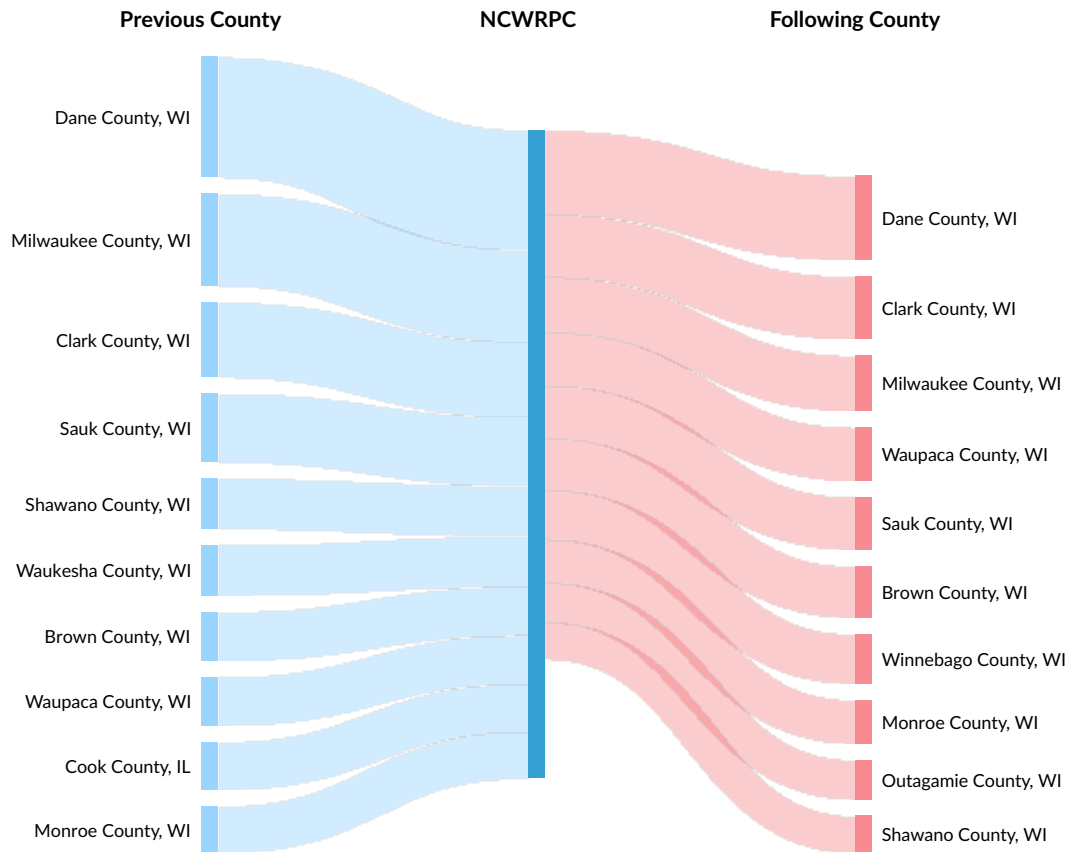
Where Talent Lives

| ZIP | Name | 2021 Workers |
|-------|-----------------------------|--------------|
| 54401 | Wausau, WI (in Maratho... | 16,753 |
| 54481 | Stevens Point, WI (in Po... | 13,443 |
| 54494 | Wisconsin Rapids, WI (i... | 13,068 |
| 54449 | Marshfield, WI (in Woo... | 12,538 |
| 54455 | Mosinee, WI (in Marath... | 11,257 |

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 2020, 744 people have migrated from Dane County, WI to NCWRPC. In the same year, 521 people left NCWRPC migrating to Dane County, WI. The total Net Migration for NCWRPC in 2020 was 1,800.

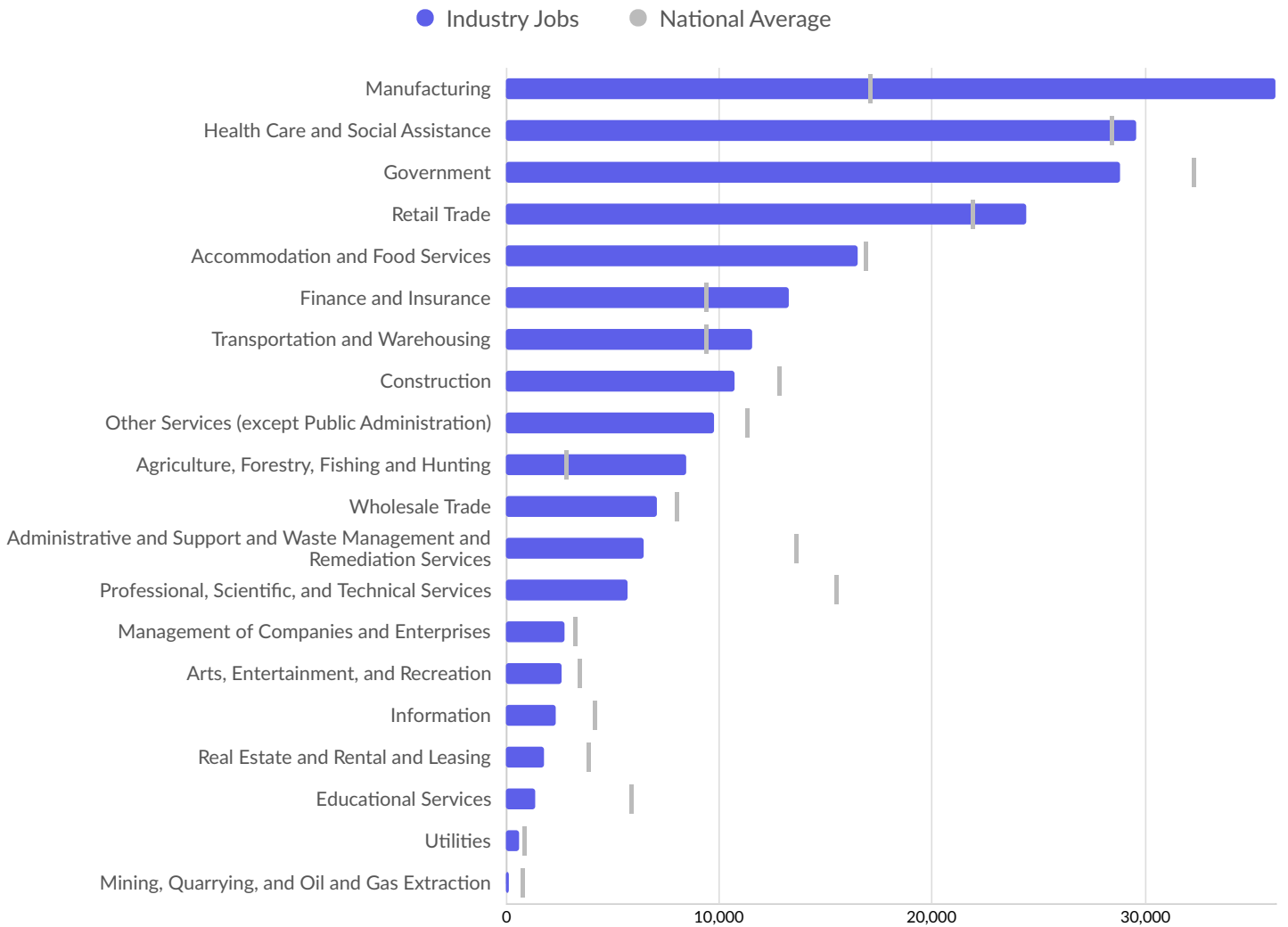


| Top Previous Counties | Migrations |
|-----------------------|------------|
| Dane County, WI | 744 |
| Milwaukee County, WI | 571 |
| Clark County, WI | 464 |
| Sauk County, WI | 425 |
| Shawano County, WI | 312 |
| Waukesha County, WI | 312 |

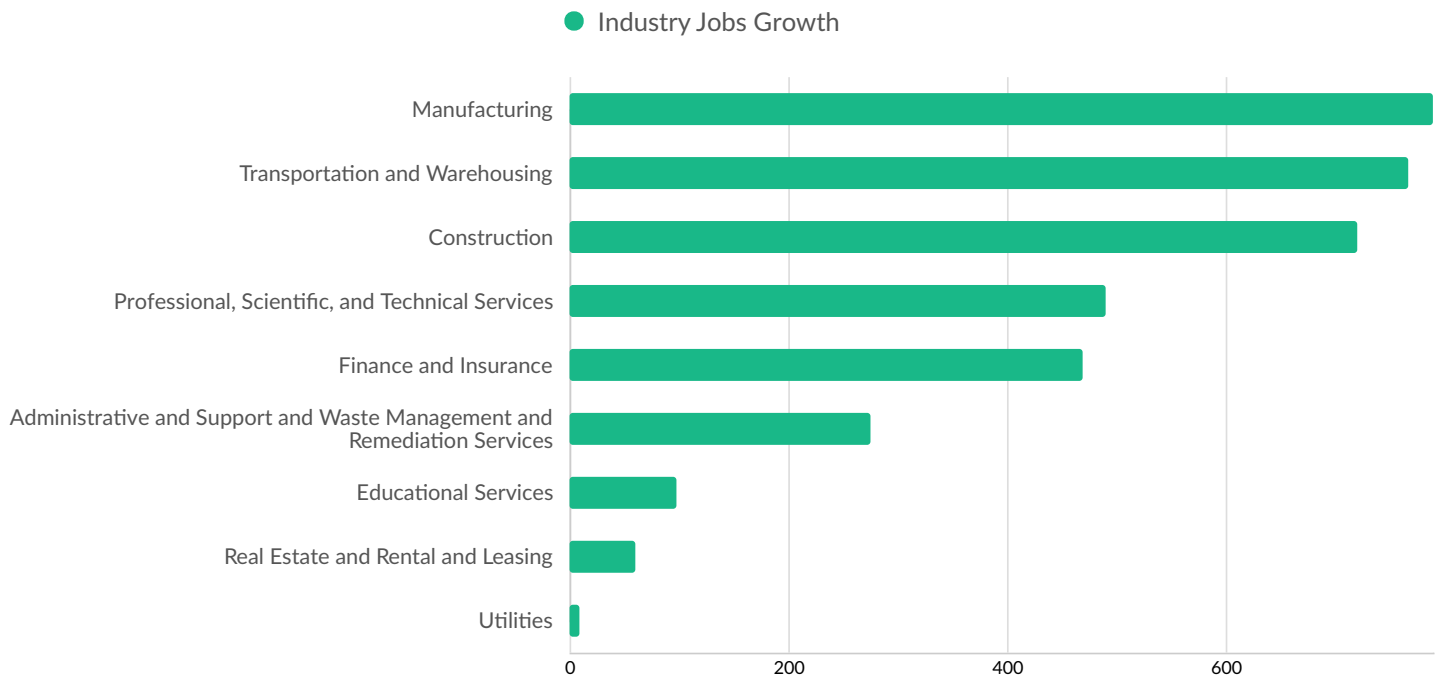
| Top Previous Counties | Migrations |
|-------------------------------|-------------------|
| Brown County, WI | 302 |
| Waupaca County, WI | 300 |
| Cook County, IL | 297 |
| Monroe County, WI | 289 |
| Outagamie County, WI | 282 |
| Winnebago County, WI | 274 |
| Columbia County, WI | 245 |
| Rock County, WI | 192 |
| Hennepin County, MN | 180 |
| Top Following Counties | Migrations |
| Dane County, WI | 521 |
| Clark County, WI | 388 |
| Milwaukee County, WI | 343 |
| Waupaca County, WI | 330 |
| Sauk County, WI | 327 |
| Brown County, WI | 319 |
| Winnebago County, WI | 307 |
| Monroe County, WI | 269 |
| Outagamie County, WI | 244 |
| Shawano County, WI | 229 |
| Waukesha County, WI | 177 |
| Columbia County, WI | 159 |
| Eau Claire County, WI | 158 |
| La Crosse County, WI | 146 |
| Maricopa County, AZ | 146 |

Industry Characteristics

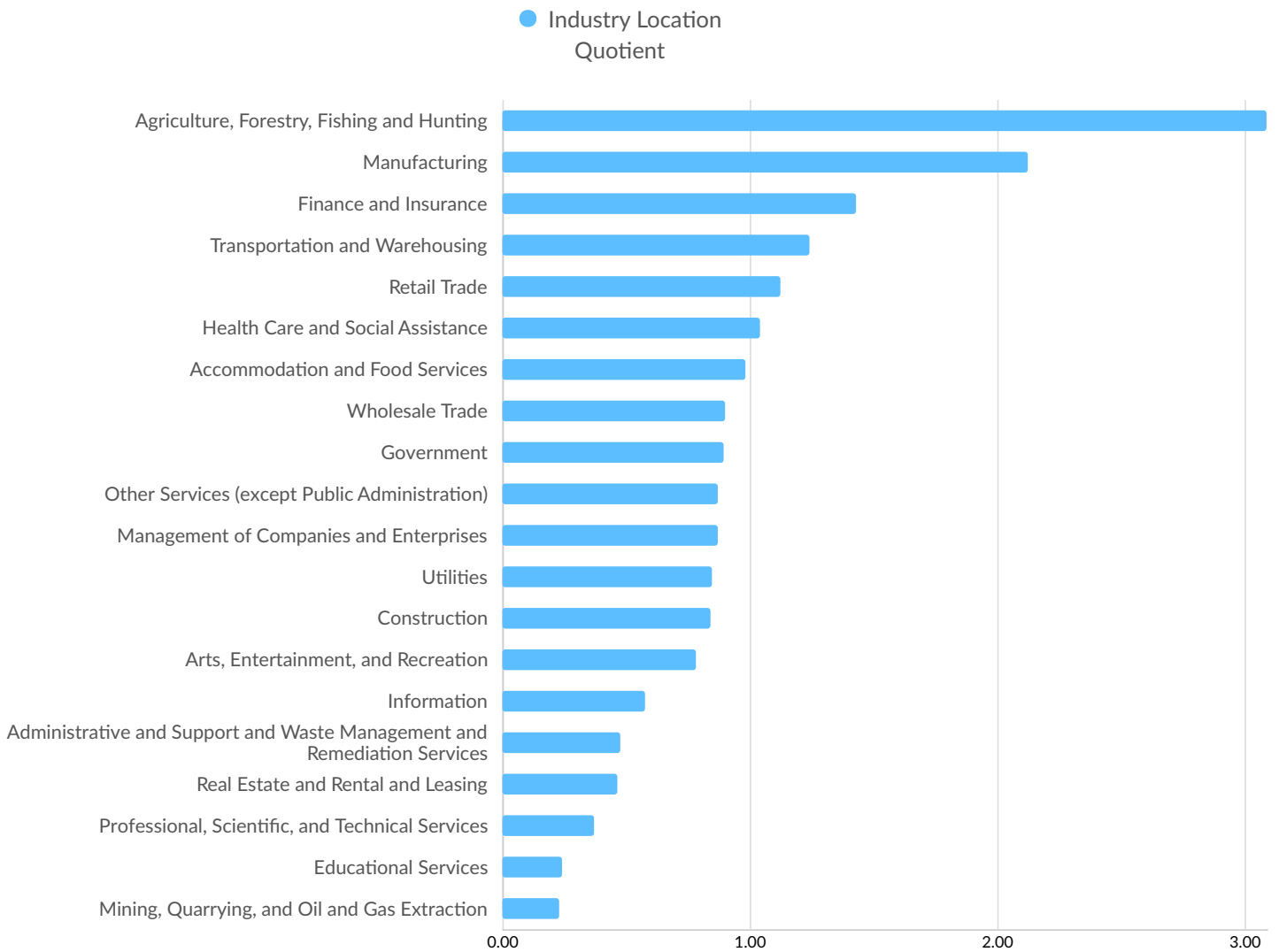
Largest Industries



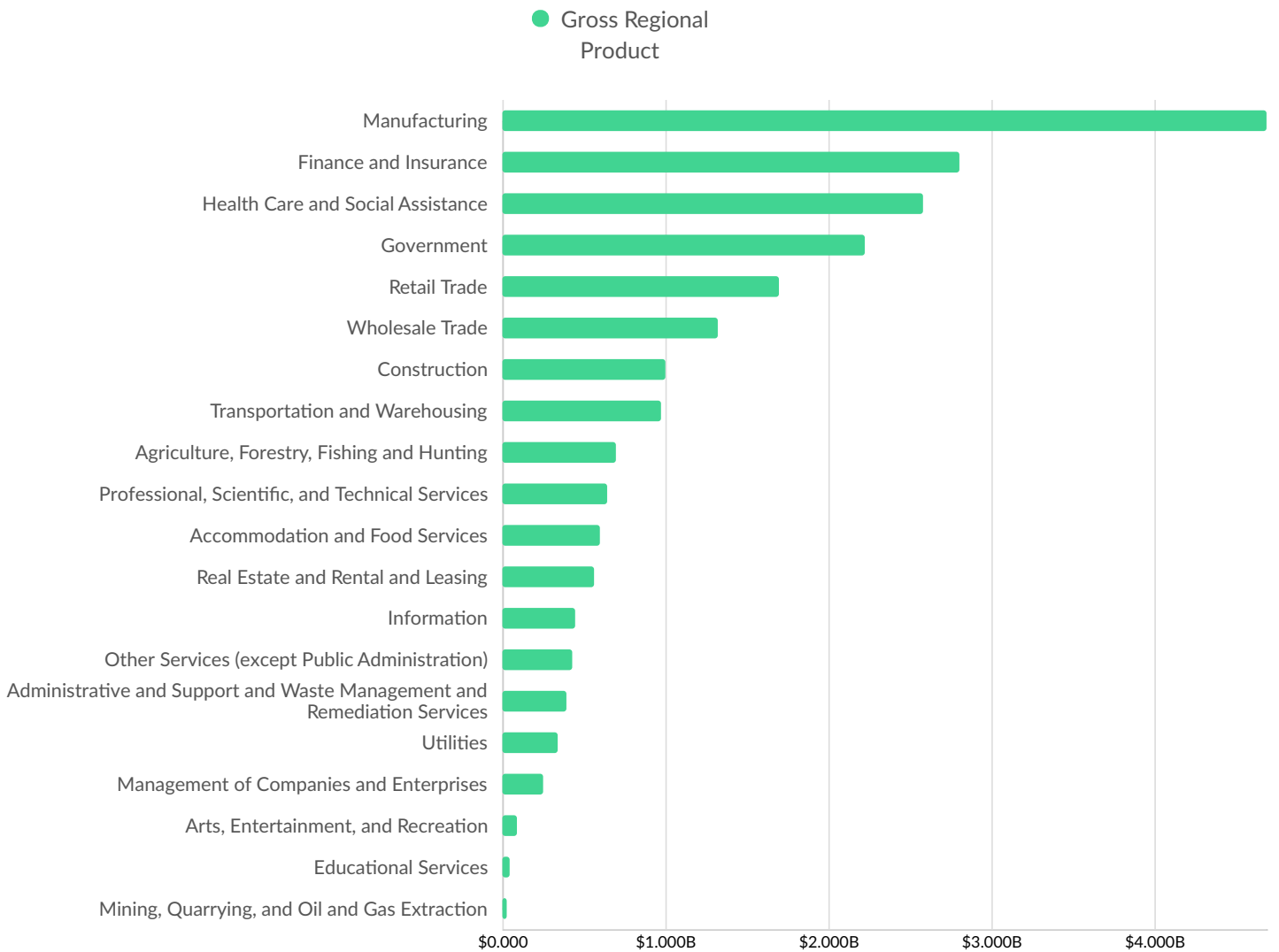
Top Growing Industries



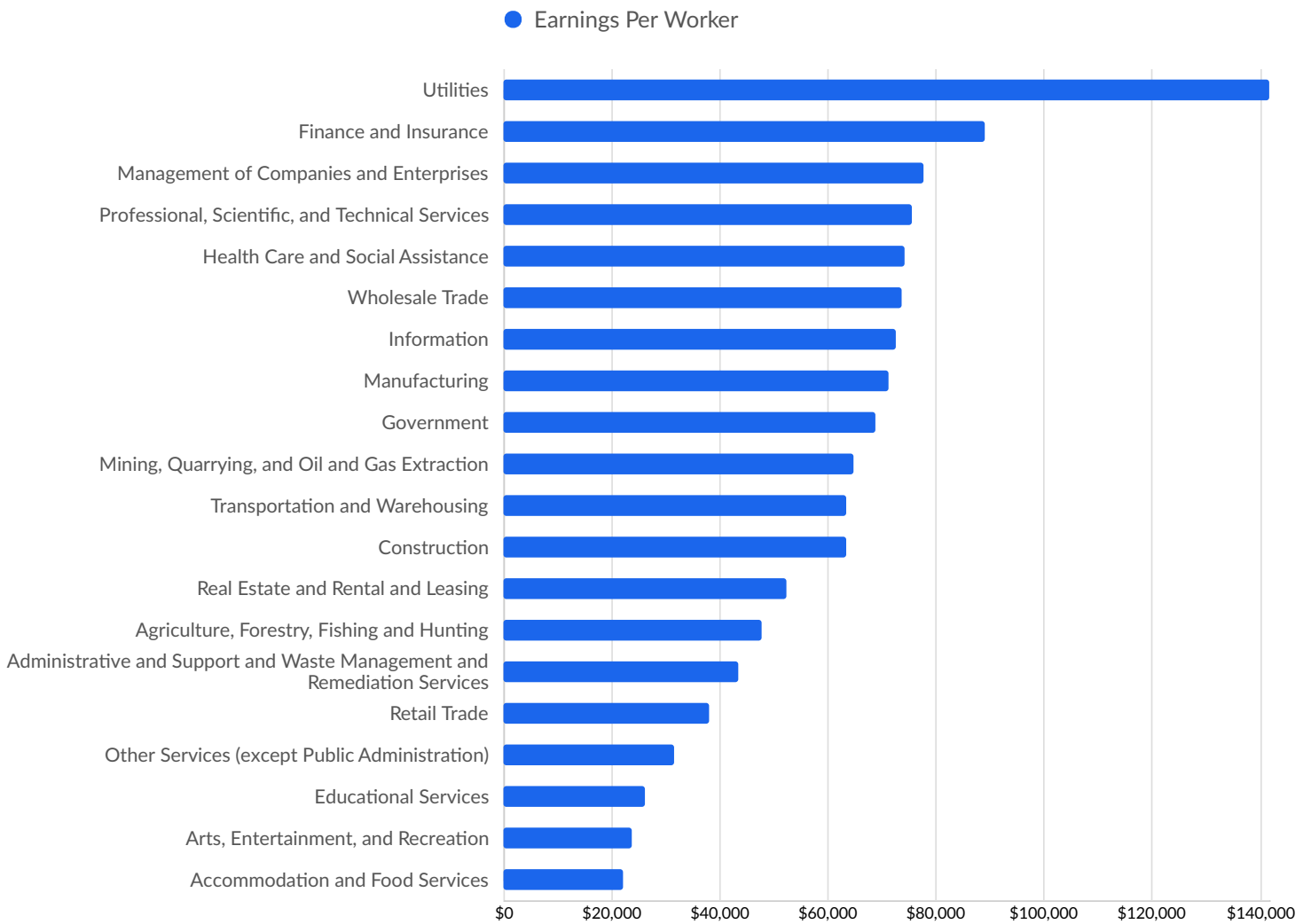
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



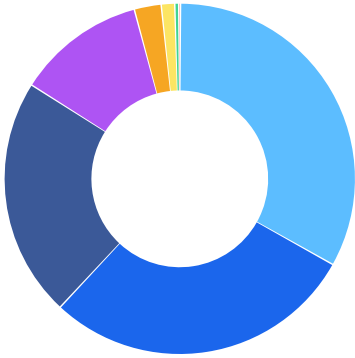
Business Characteristics

22,690 Companies Employ Your Workers

Online profiles for your workers mention 22,690 companies as employers, with the top 10 appearing below. In the last 12 months, 1,640 companies in your area posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|------------------------------------|---|--------------------------------|---|
| Marshfield Clinic | 2,604  | Marshfield Clinic | 2,023  |
| Aspirus | 1,611  | Aspirus | 1,844  |
| University Of Wisconsin - Steve... | 1,435  | Beaver Dam Community Hospit... | 1,185  |
| Sentry | 1,281  | Kwik Trip | 652  |
| Ministry Health Care | 803  | Sentry Insurance | 561  |
| Greenheck | 651  | FedEx | 485  |
| Walmart | 629  | Walmart | 434  |
| Church Mutual Insurance Comp... | 528  | Festival Foods | 373  |
| Sentry Insurance | 510  | ABR Employment Services | 282  |
| Wausau School District | 486  | Walgreens Boots Alliance | 262  |

Business Size

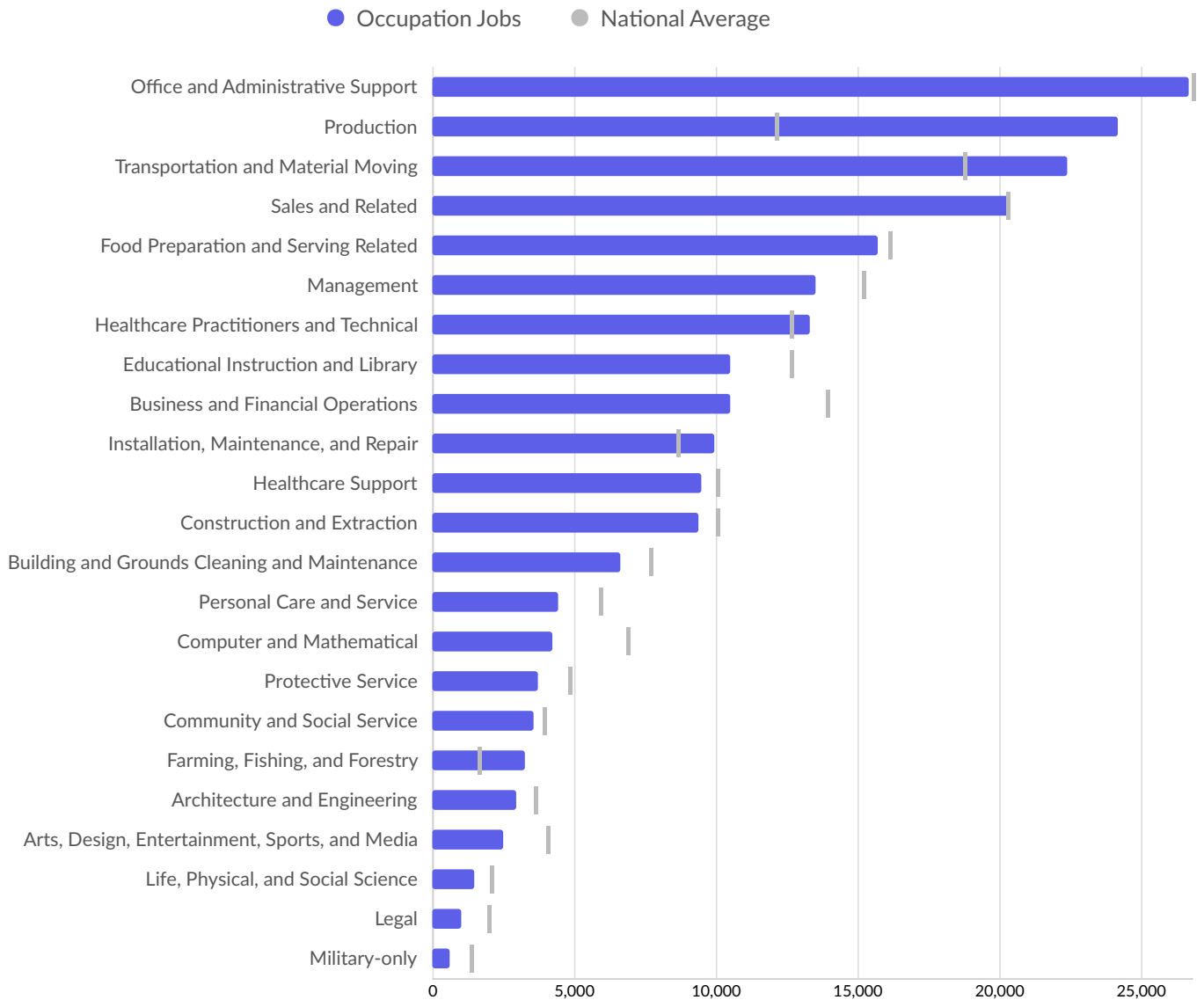


| | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees | 33.1% | 6,138 |
| ● 5 to 9 employees | 28.8% | 5,352 |
| ● 10 to 19 employees | 22.0% | 4,094 |
| ● 20 to 49 employees | 11.8% | 2,198 |
| ● 50 to 99 employees | 2.5% | 461 |
| ● 100 to 249 employees | 1.2% | 230 |
| ● 250 to 499 employees | 0.4% | 67 |
| ● 500+ employees | 0.2% | 31 |

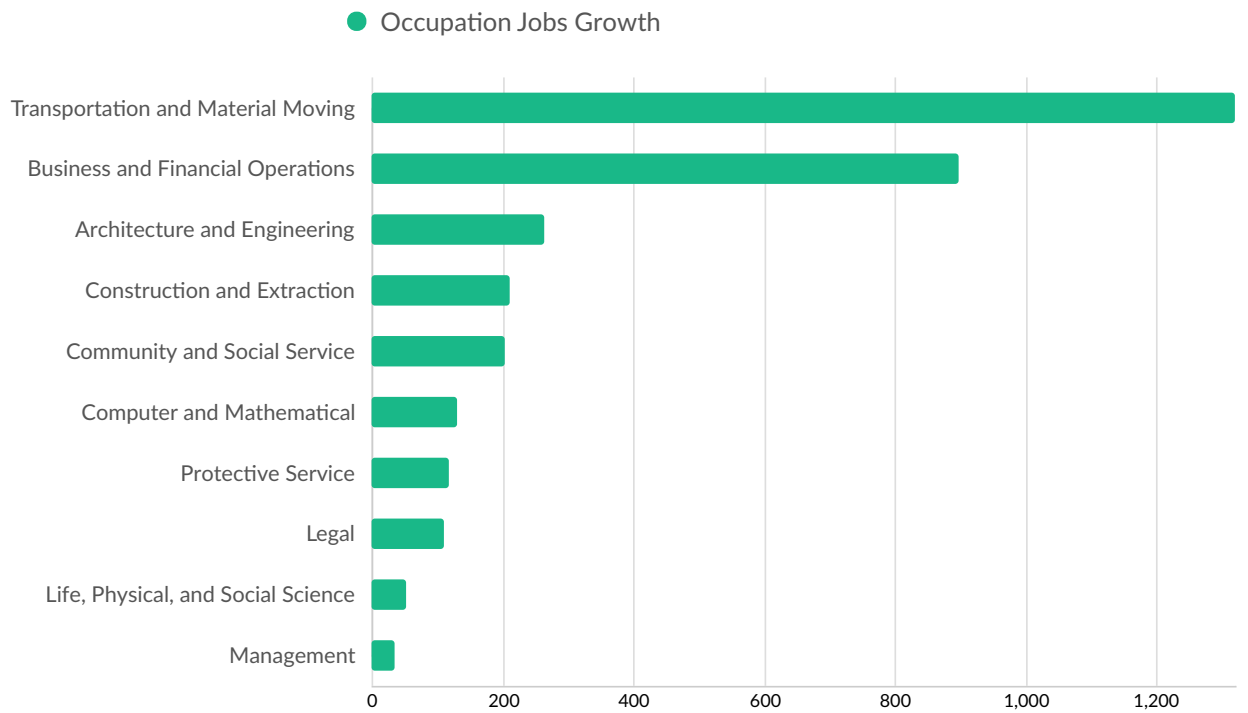
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

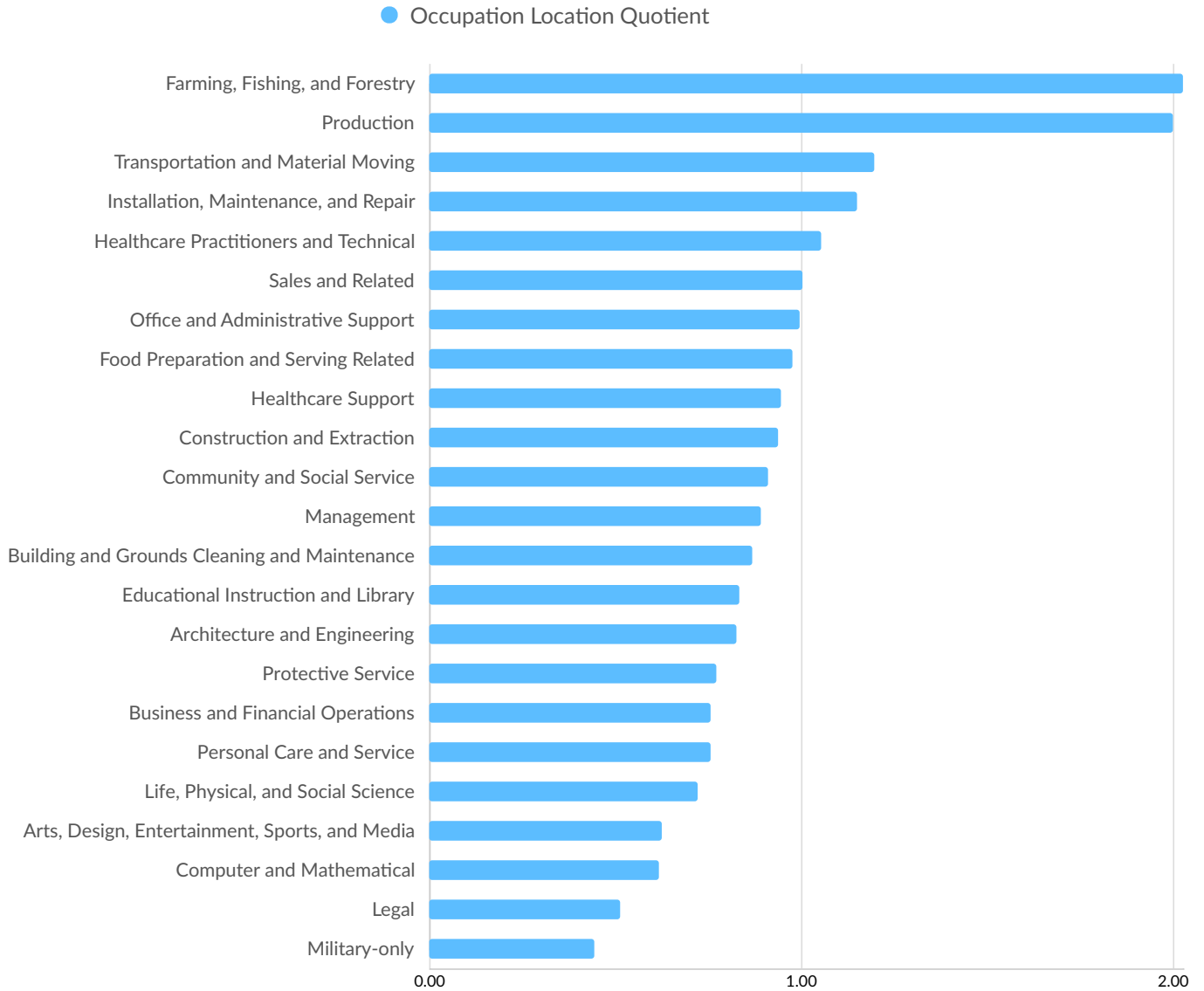
Largest Occupations



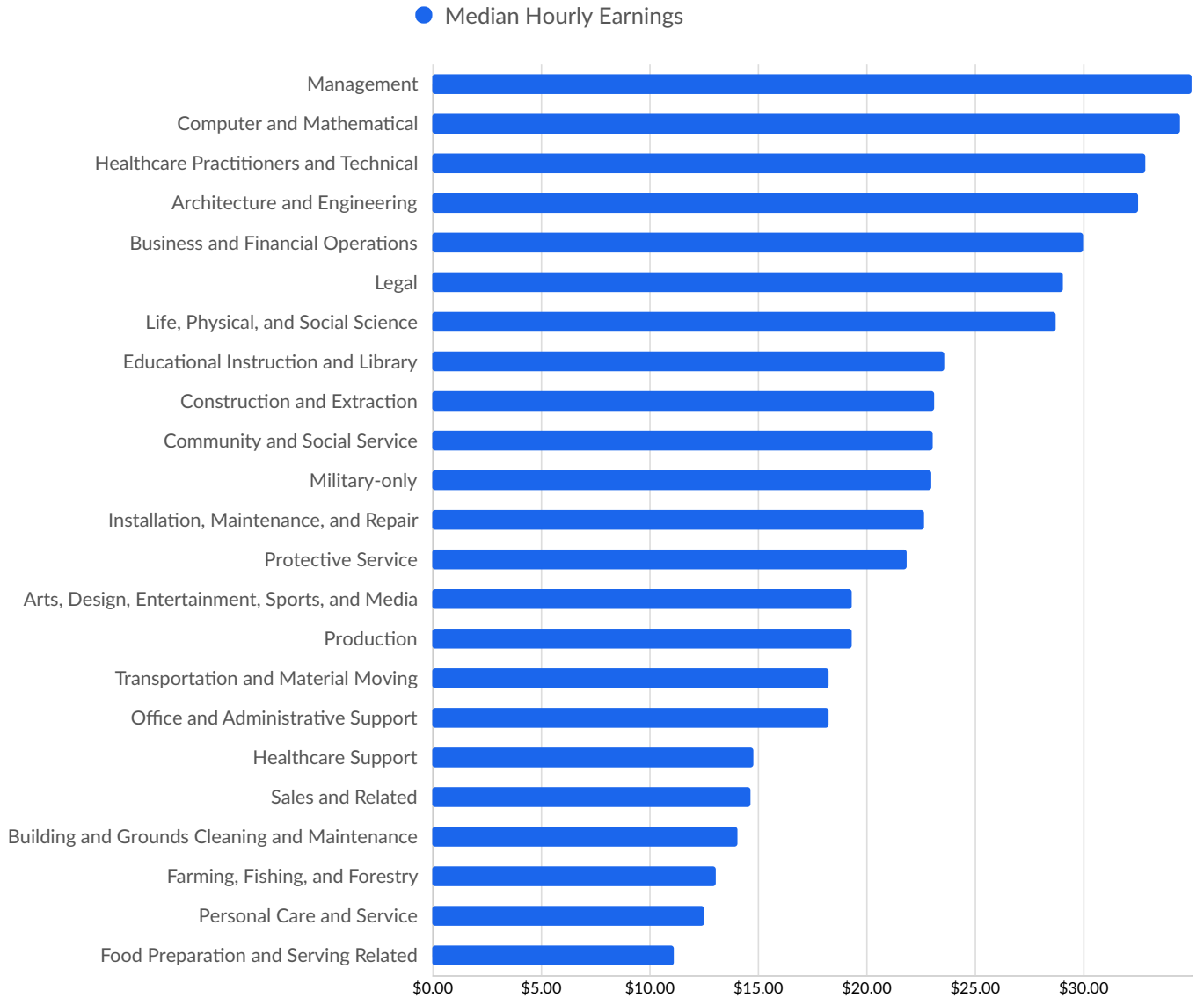
Top Growing Occupations



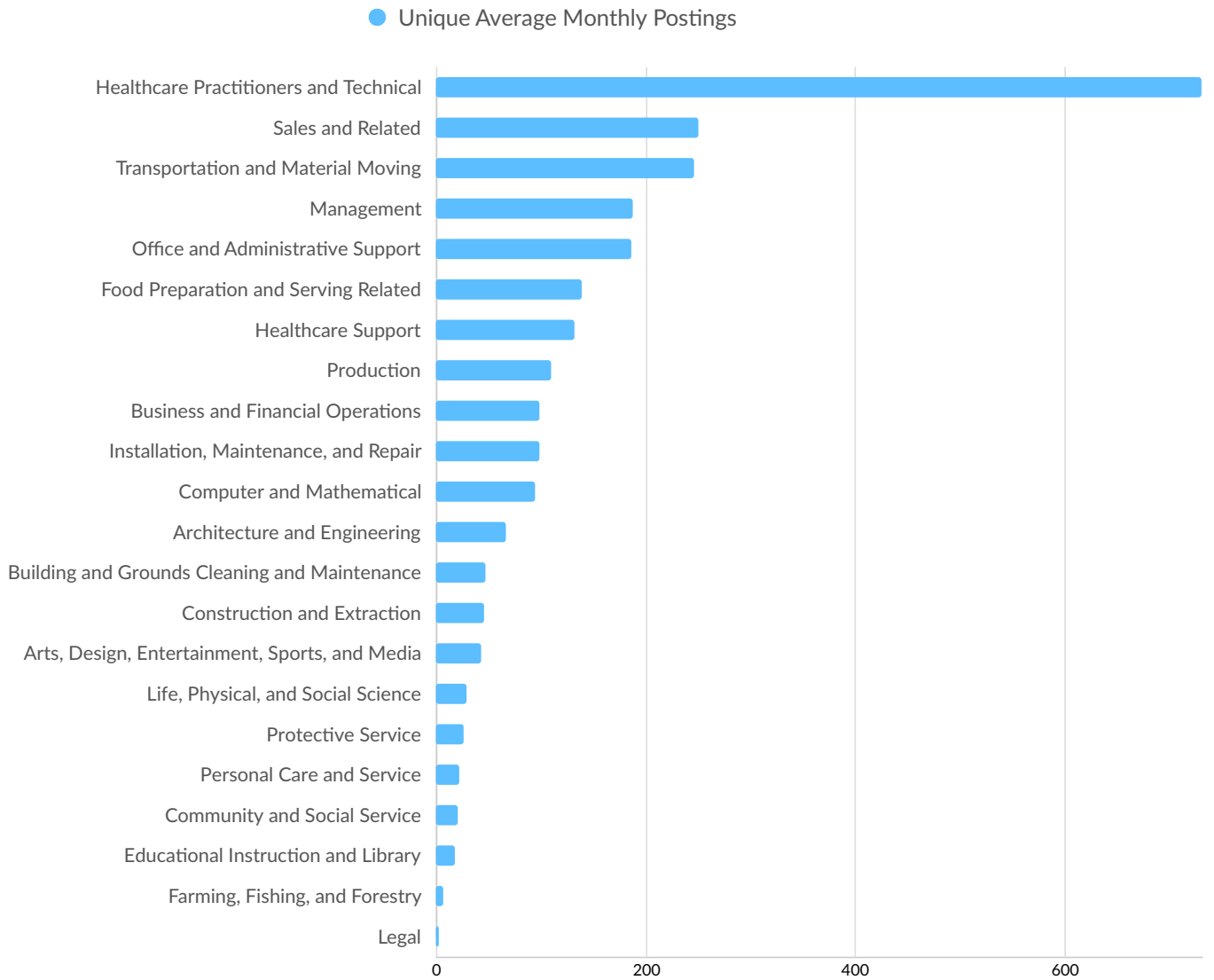
Top Occupation Location Quotient



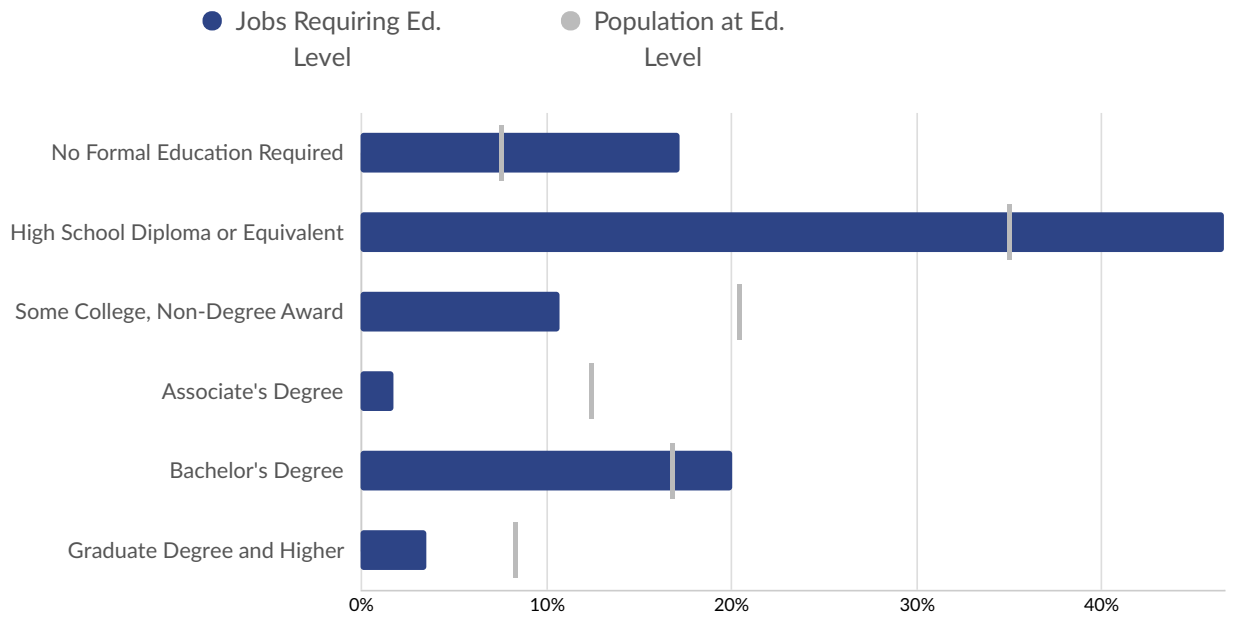
Top Occupation Earnings



Top Posted Occupations

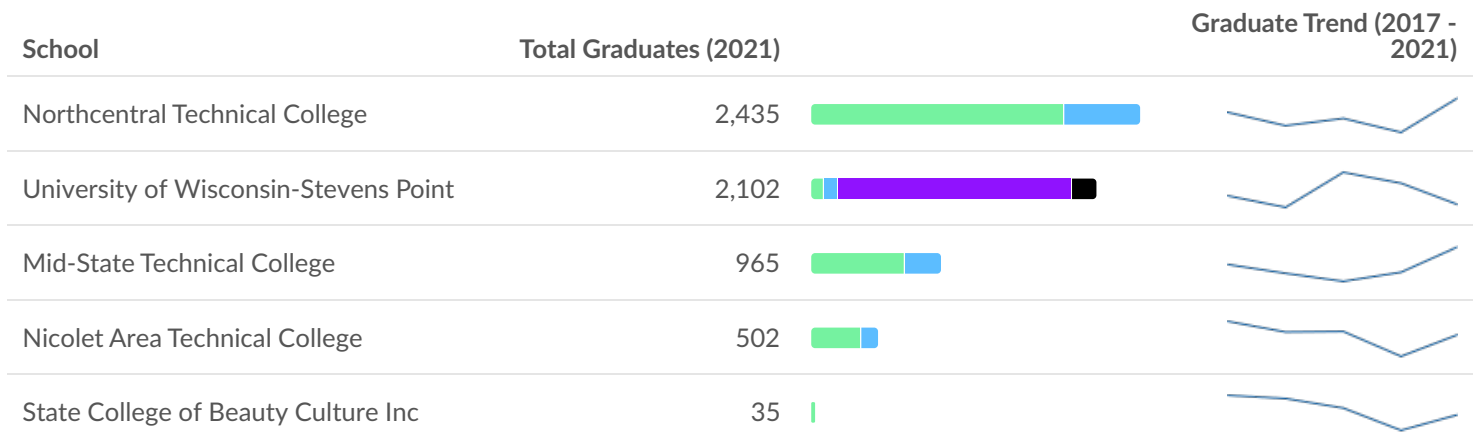


Underemployment



Educational Pipeline

In 2021, there were 6,039 graduates in NCWRPC. This pipeline has grown by 1% 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 Registered Nursing/Registered Nurse.



In-Demand Skills

