



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

453,569

Population (2022)

Population **grew by 15,124** over the last 5 years and is projected to **grow by 17,640** over the next 5 years.

213,508

Total Regional Employment

Jobs **decreased by 6,564** over the last 5 years but are projected to **grow by 4,600** over the next 5 years.

\$63.3K

Avg. Earnings Per Job (2022)

Regional average earnings per job are **\$17.6K below** the national average earnings of \$80.9K per job.

Takeaways

- As of 2022 the region's population **increased by 3.4%** since 2017, growing by 15,124. Population is expected to **increase by 3.9%** between 2022 and 2027, adding 17,640.
- From 2017 to 2022, jobs **declined by 3.0%** in NCWRPC from 220,072 to **213,508**. This change **fell short of the national growth rate of 3.4% by 6.4%**. As the number of jobs declined, the **labor force participation rate decreased from 63.7% to 58.7% between 2017 and 2022**.
- Concerning educational attainment, **16.8% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **12.8% hold an Associate's Degree** (3.9% above the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

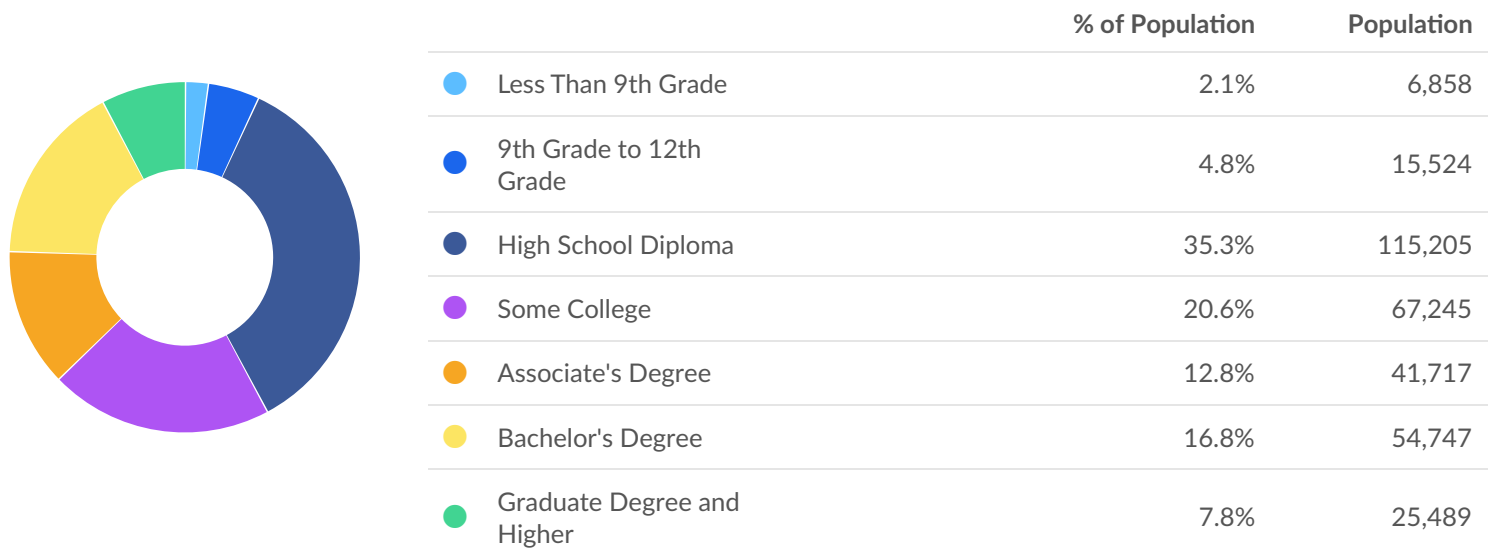
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	457,338	216,937	213,508	99.6	\$25.25B	\$33.07B	\$31.54B
NCWRPC	457,338	216,937	213,508	99.6	\$25.25B	\$33.07B	\$31.54B
Wisconsin	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

Jan 2023 Labor Force Breakdown



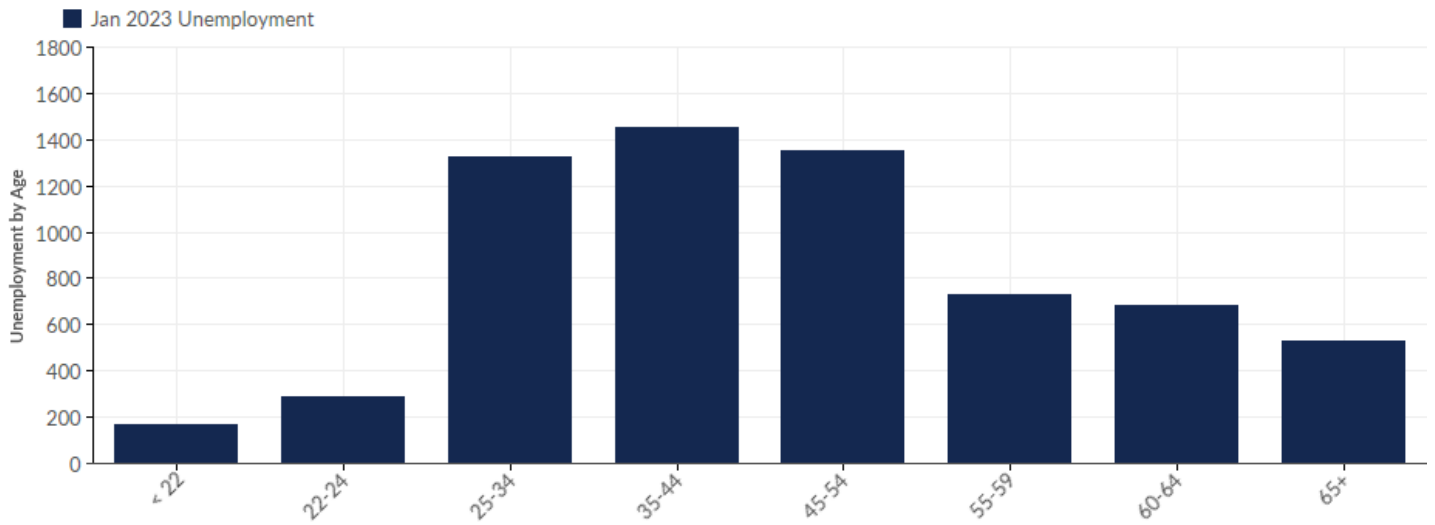
Educational Attainment

Concerning educational attainment, **16.8%** of the selected regions' residents possess a **Bachelor's Degree** (4.1% below the national average), and **12.8%** hold an **Associate's Degree** (3.9% above the national average).



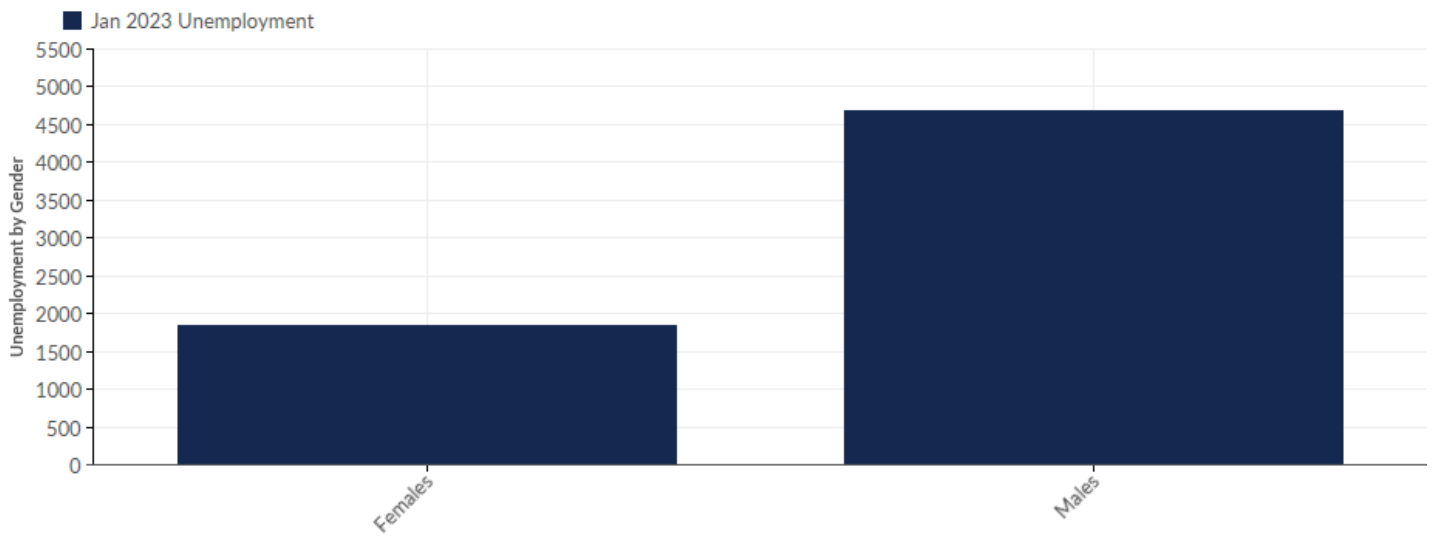
Unemployment by Demographics

Unemployment by Age



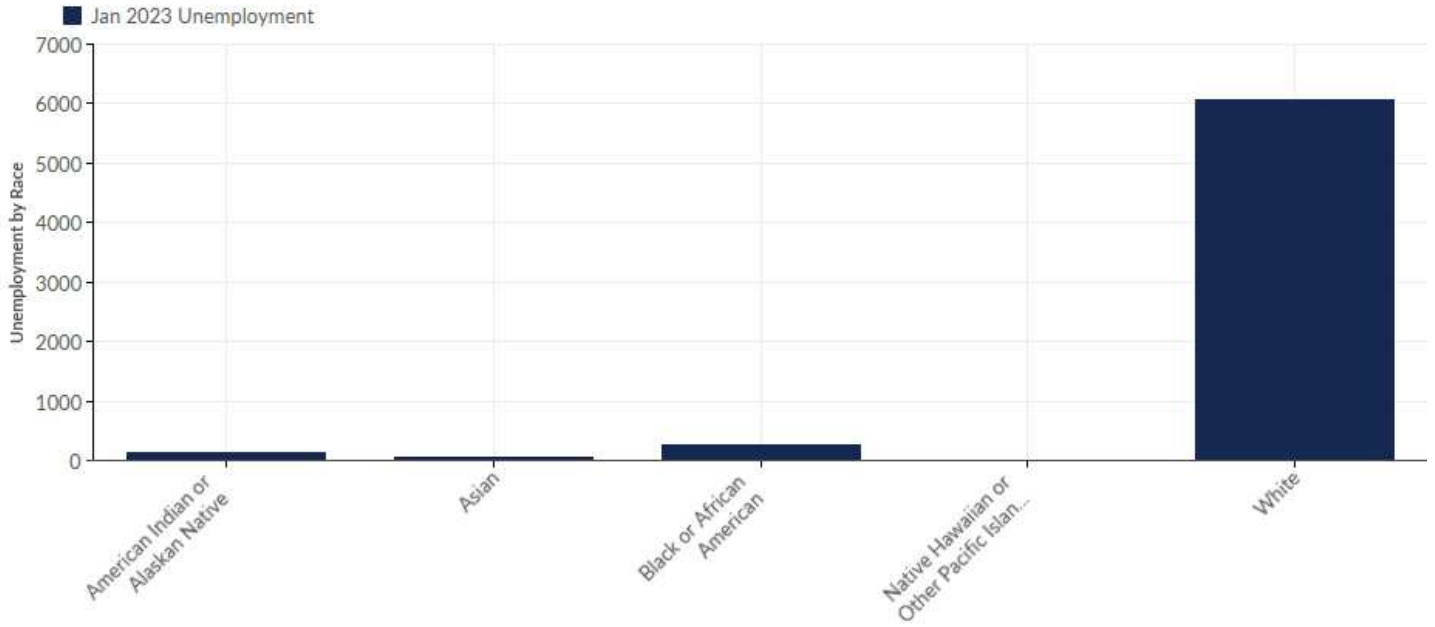
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	164	2.51%
22-24	285	4.37%
25-34	1,326	20.33%
35-44	1,452	22.26%
45-54	1,353	20.74%
55-59	728	11.16%
60-64	686	10.52%
65+	529	8.11%
Total	6,523	100.00%

Unemployment by Gender



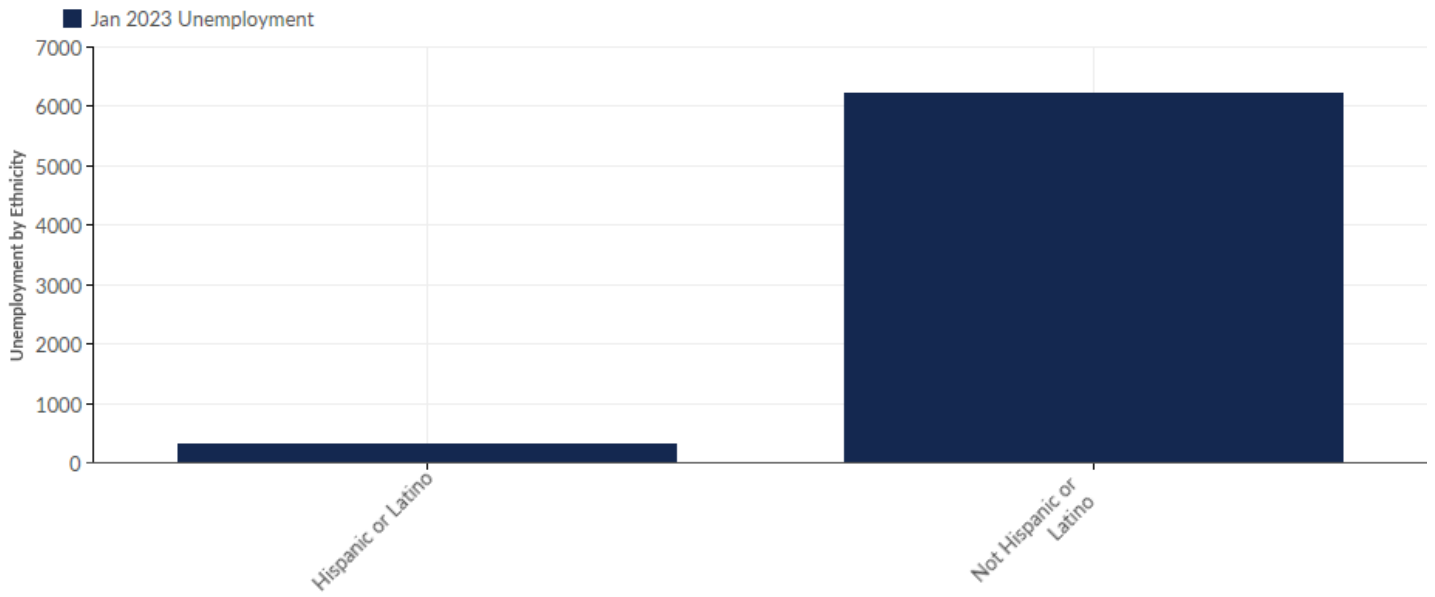
Gender	Unemployment (Jan 2023)	% of Unemployed
Females	1,847	28.32%
Males	4,676	71.68%
Total	6,523	100.00%

Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	139	2.13%
Asian	58	0.89%
Black or African American	255	3.91%
Native Hawaiian or Other Pacific Islander	6	0.09%
White	6,065	92.98%
Total	6,523	100.00%

Unemployment by Ethnicity

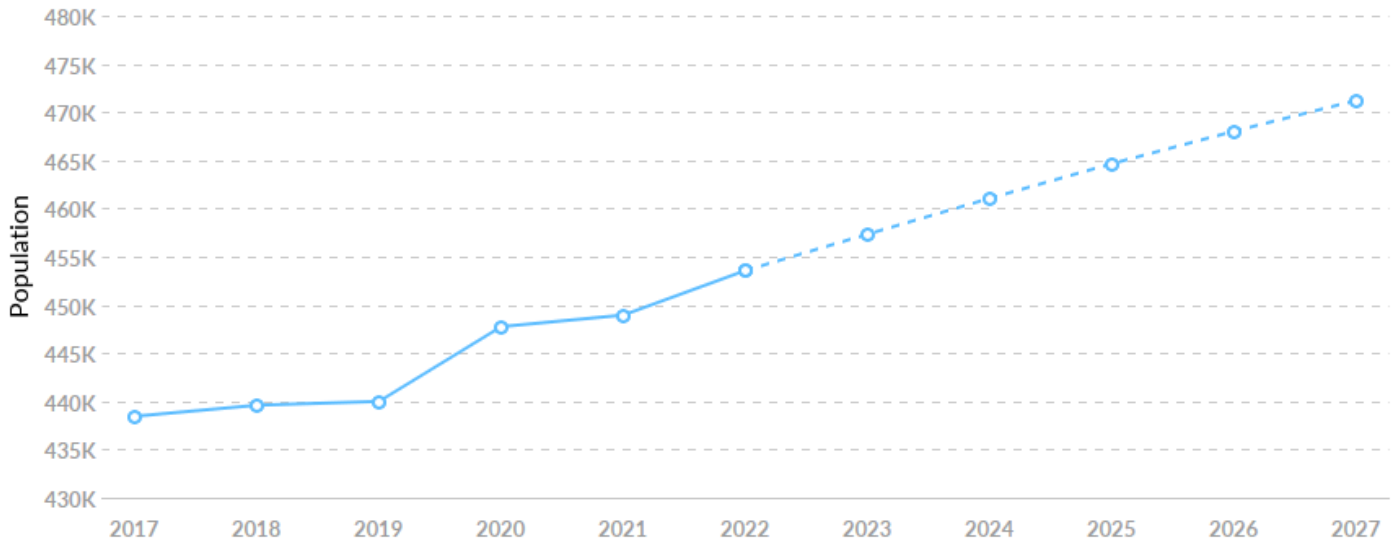


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	314	4.81%
Not Hispanic or Latino	6,209	95.19%
Total	6,523	100.00%

Historic & Projected Trends

Population Trends

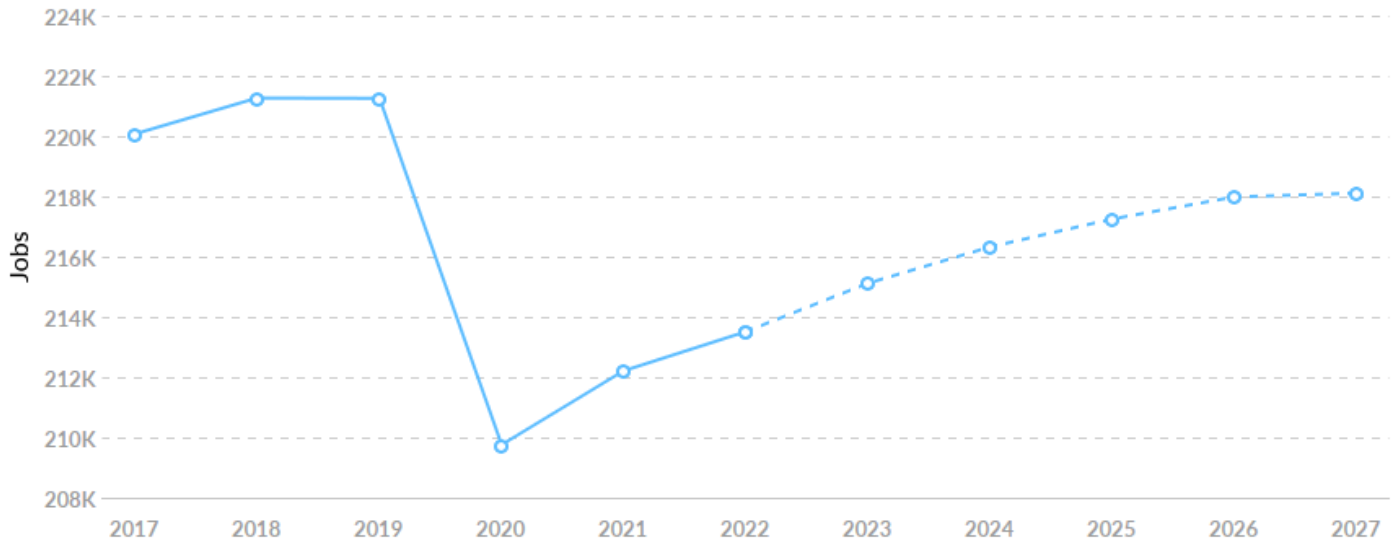
As of 2022 the region's population increased by 3.4% since 2017, growing by 15,124. Population is expected to increase by 3.9% between 2022 and 2027, adding 17,640.



Timeframe	Population
2017	438,445
2018	439,593
2019	439,989
2020	447,742
2021	448,943
2022	453,569
2023	457,338
2024	461,054
2025	464,651
2026	468,015
2027	471,208

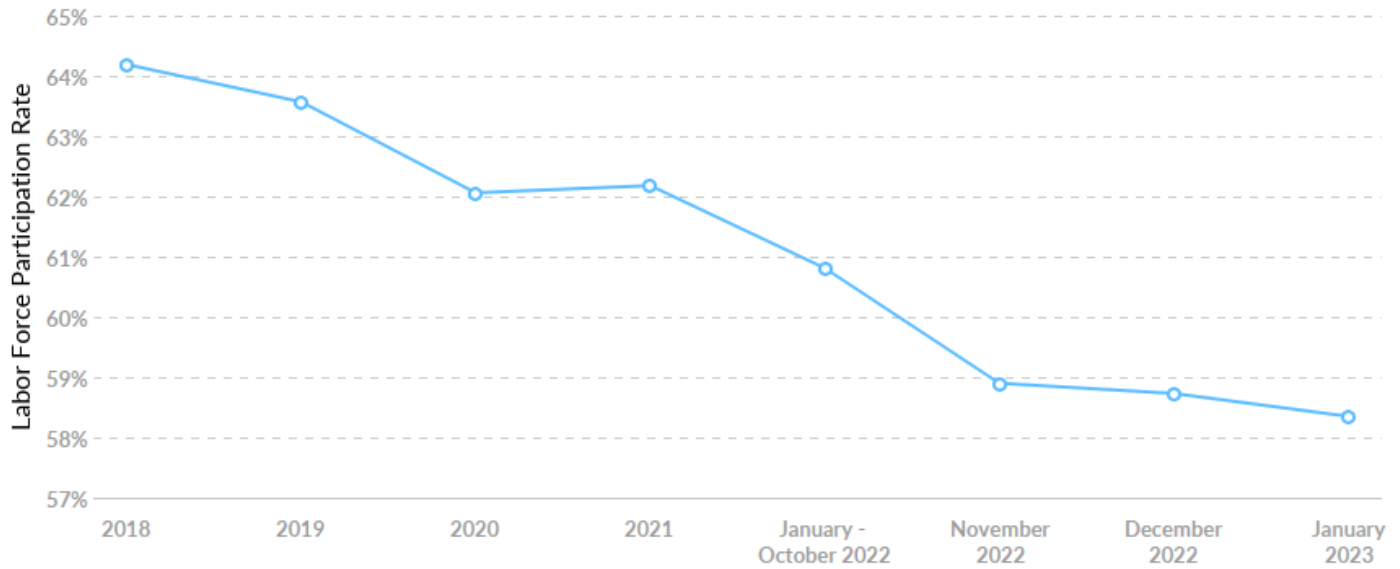
Job Trends

From 2017 to 2022, jobs declined by 3.0% in NCWRPC from 220,072 to 213,508. This change fell short of the national growth rate of 3.4% by 6.4%.



Timeframe	Jobs
2017	220,072
2018	221,265
2019	221,257
2020	209,749
2021	212,208
2022	213,508
2023	215,115
2024	216,322
2025	217,249
2026	217,983
2027	218,108

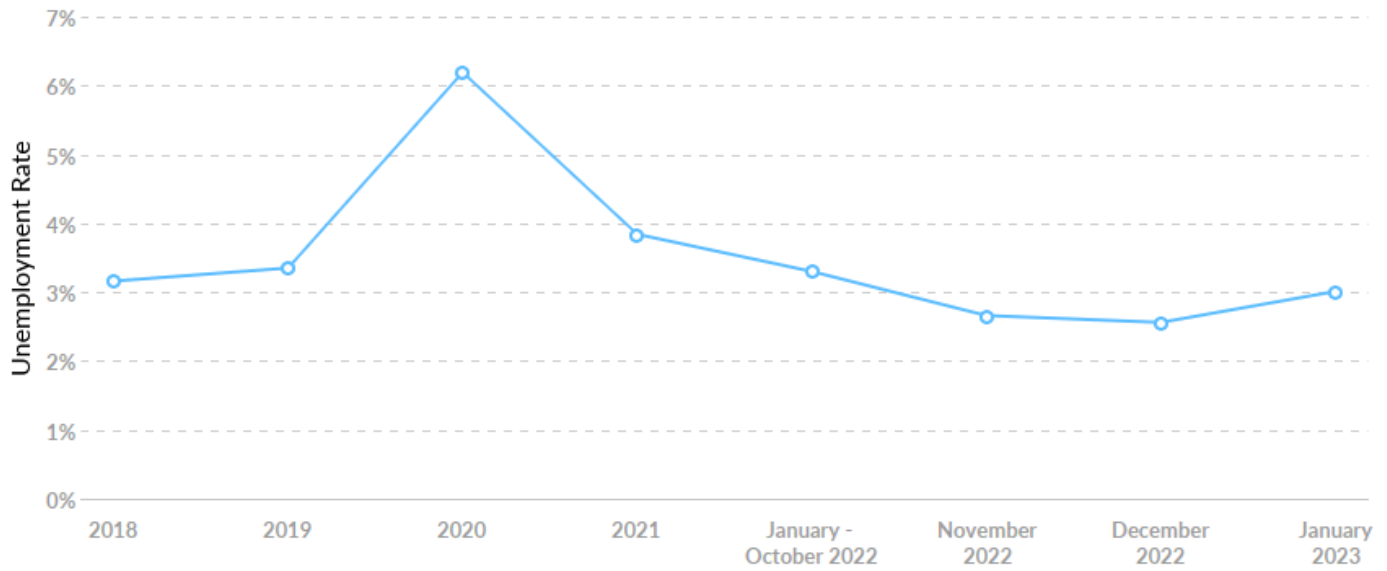
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	64.19%
2019	63.57%
2020	62.06%
2021	62.18%
January - October 2022	60.81%
November 2022	58.90%
December 2022	58.73%
January 2023	58.35%

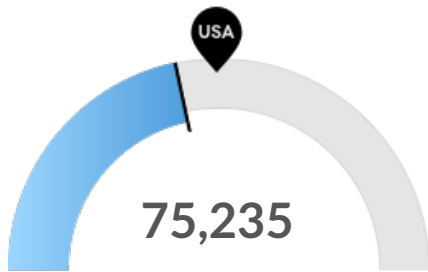
Unemployment Rate Trends

Your areas had a January 2023 unemployment rate of 3.01%, **decreasing from 3.16%** 5 years before.



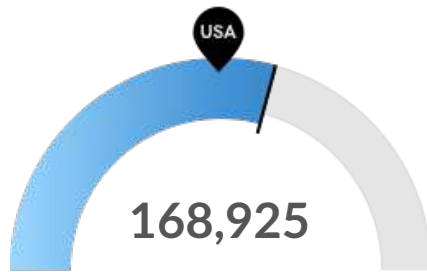
Timeframe	Unemployment Rate
2018	3.16%
2019	3.35%
2020	6.19%
2021	3.84%
January - October 2022	3.30%
November 2022	2.66%
December 2022	2.56%
January 2023	3.01%

Population Characteristics



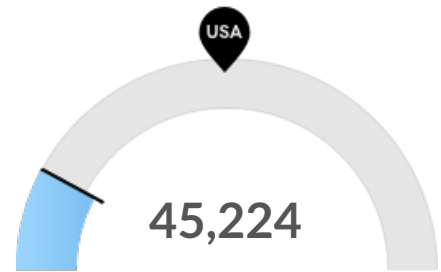
Millennials

Your area has 75,235 millennials (ages 25-39). The national average for an area this size is 91,704.



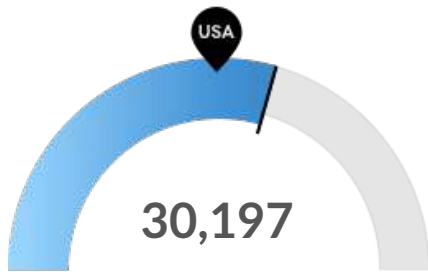
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 133,442 people 55 or older, while there are 168,925 here.



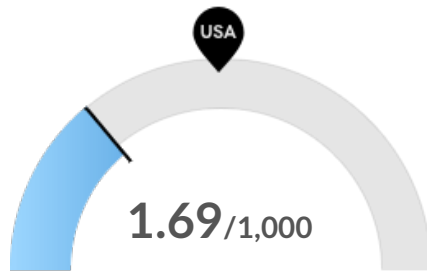
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 182,692 racially diverse people, while there are 45,224 here.



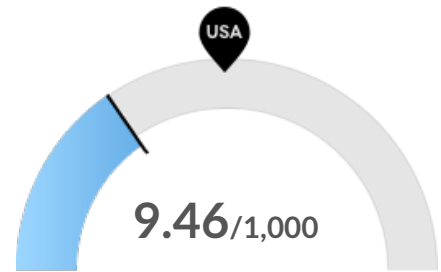
Veterans

Your area has 30,197 veterans. The national average for an area this size is 23,579.



Violent Crime

Your area has 1.69 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

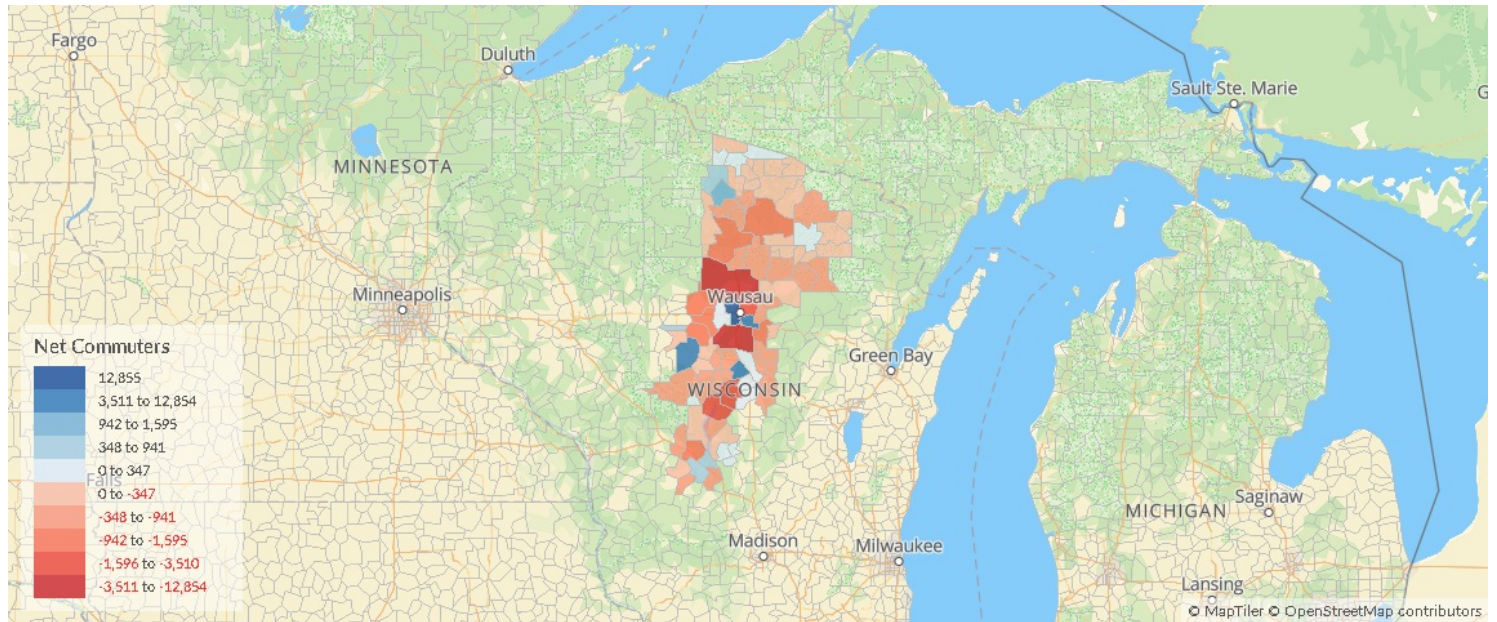


Property Crime

Your area has 9.46 property crimes per 1,000 people. The national rate is 17.8 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	2022 Employment
54401	Wausau, WI (in Maratho...	29,060
54449	Marshfield, WI (in Woo...	17,251
54481	Stevens Point, WI (in Po...	17,175
54476	Schofield, WI (in Marath...	14,124
54494	Wisconsin Rapids, WI (i...	11,899

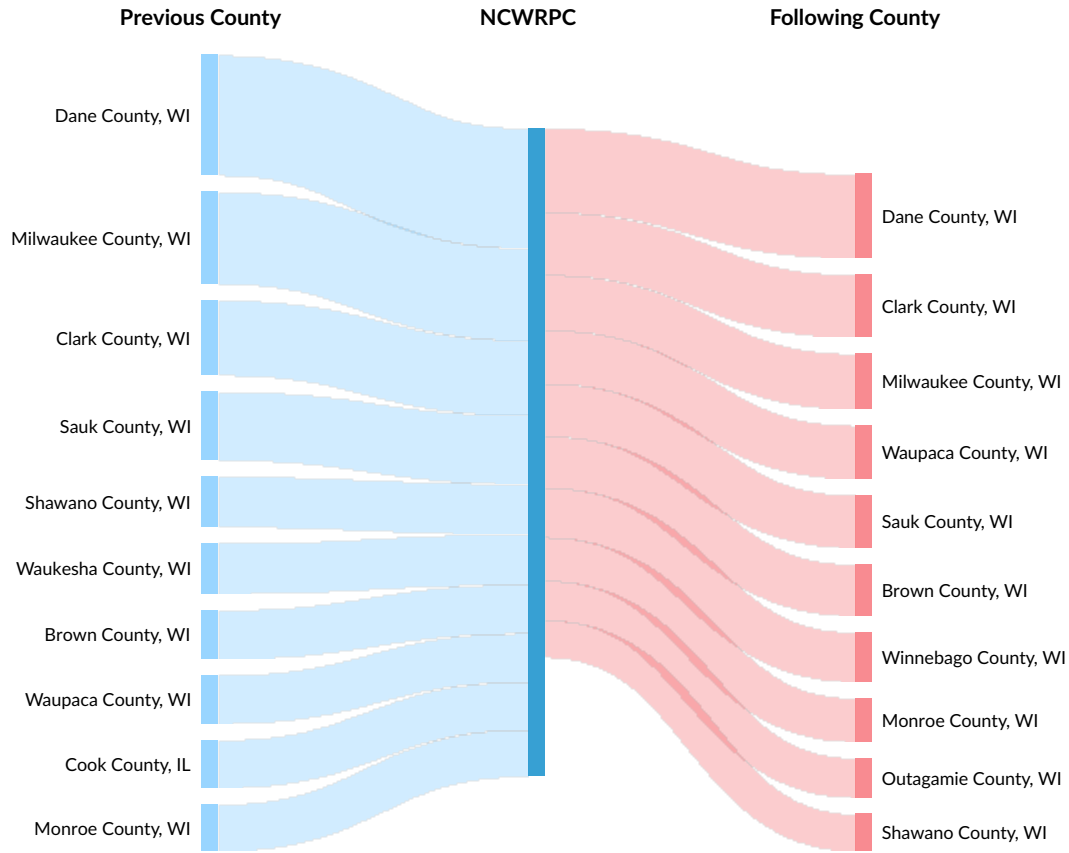
Where Talent Lives

ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	16,205
54494	Wisconsin Rapids, WI (i...	13,494
54481	Stevens Point, WI (in Po...	13,475
54449	Marshfield, WI (in Woo...	12,640
54403	Wausau, WI (in Maratho...	12,125

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.

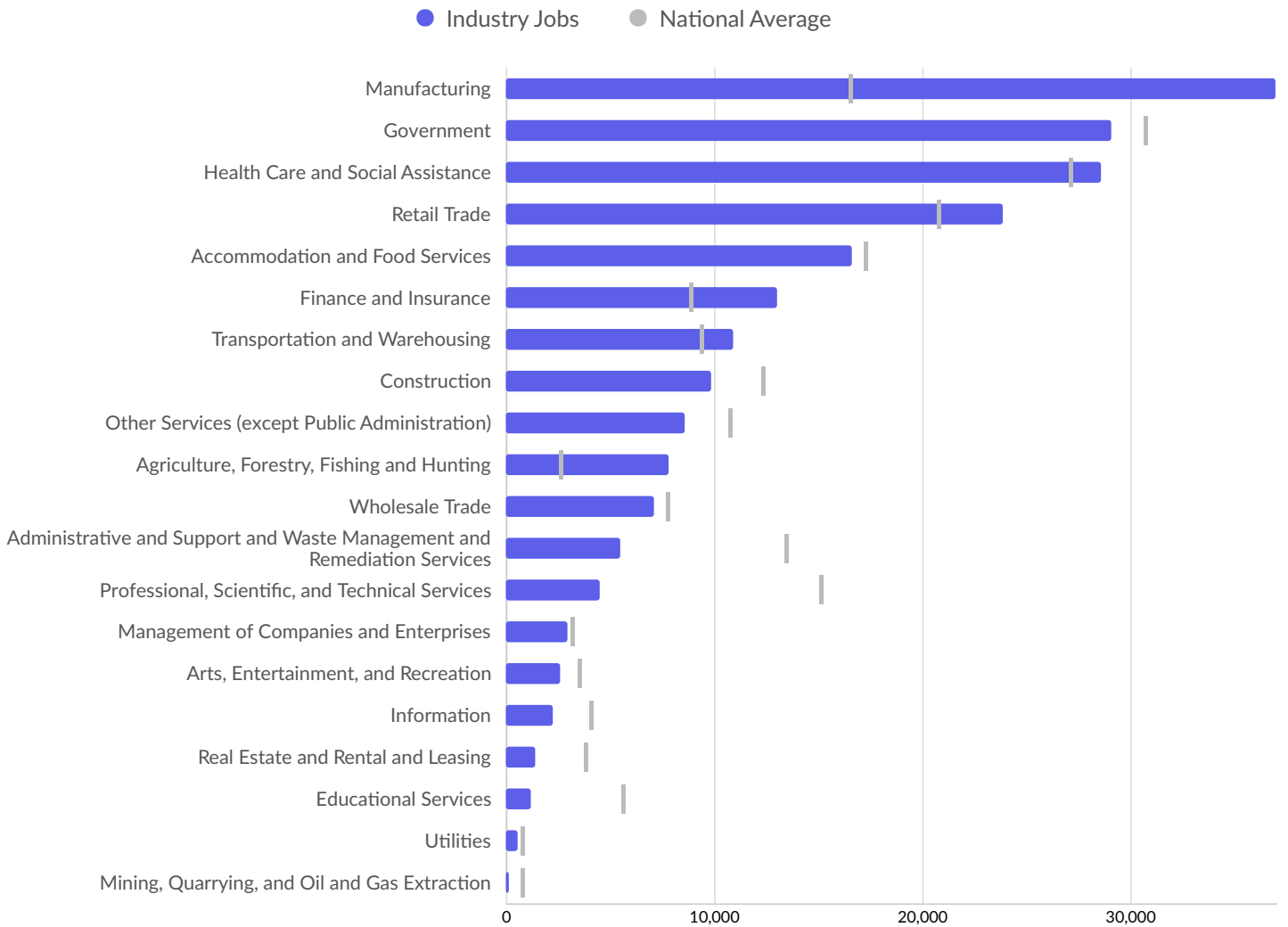


Top Previous Counties	Migrations
Dane County, WI	744
Milwaukee County, WI	571
Clark County, WI	464
Sauk County, WI	425
Shawano County, WI	312
Waukesha County, WI	312

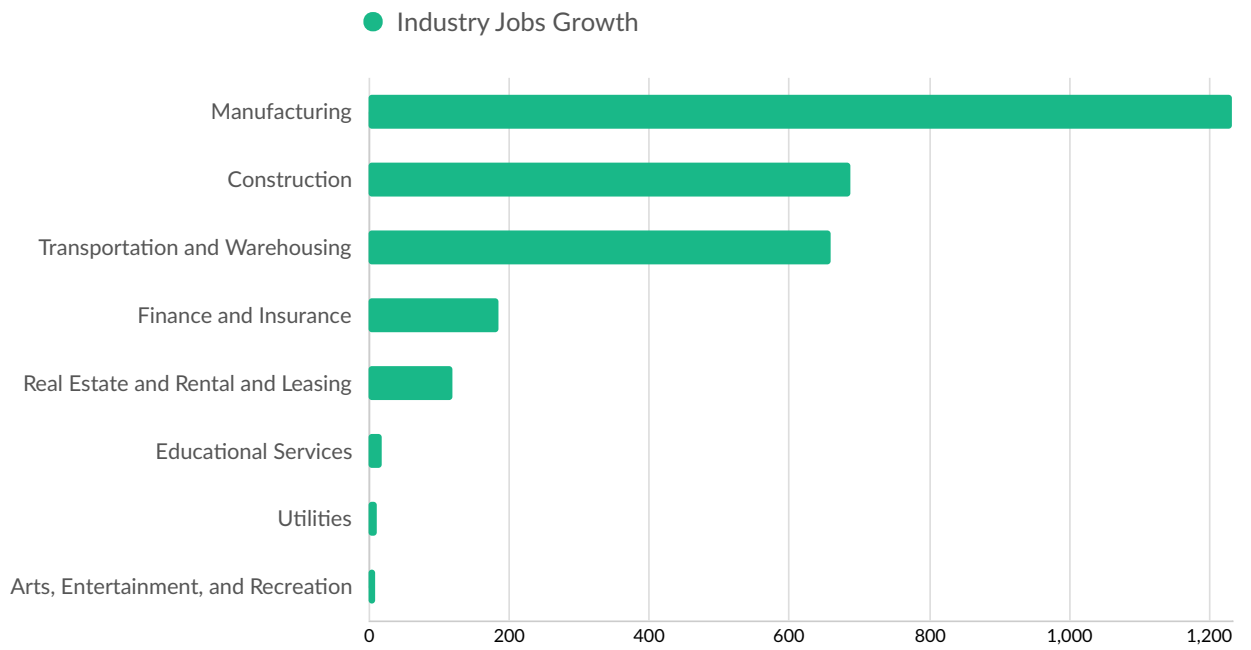
Top Previous Counties	Migrations
Brown County, WI	302
Waupaca County, WI	300
Cook County, IL	297
Monroe County, WI	289
Outagamie County, WI	282
Winnebago County, WI	274
Columbia County, WI	245
Rock County, WI	192
Hennepin County, MN	180
Top Following Counties	Migrations
Dane County, WI	521
Clark County, 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

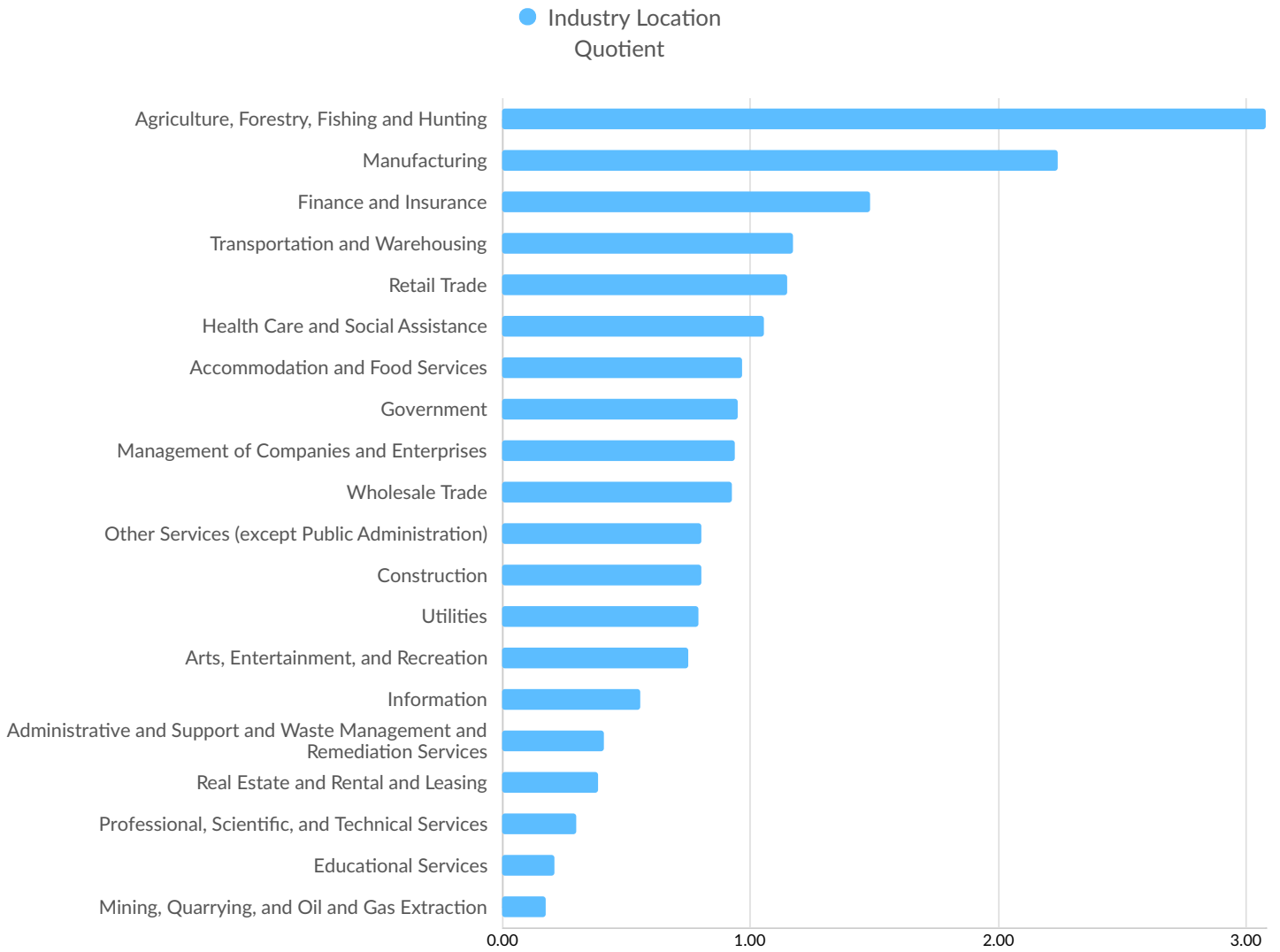
Largest Industries



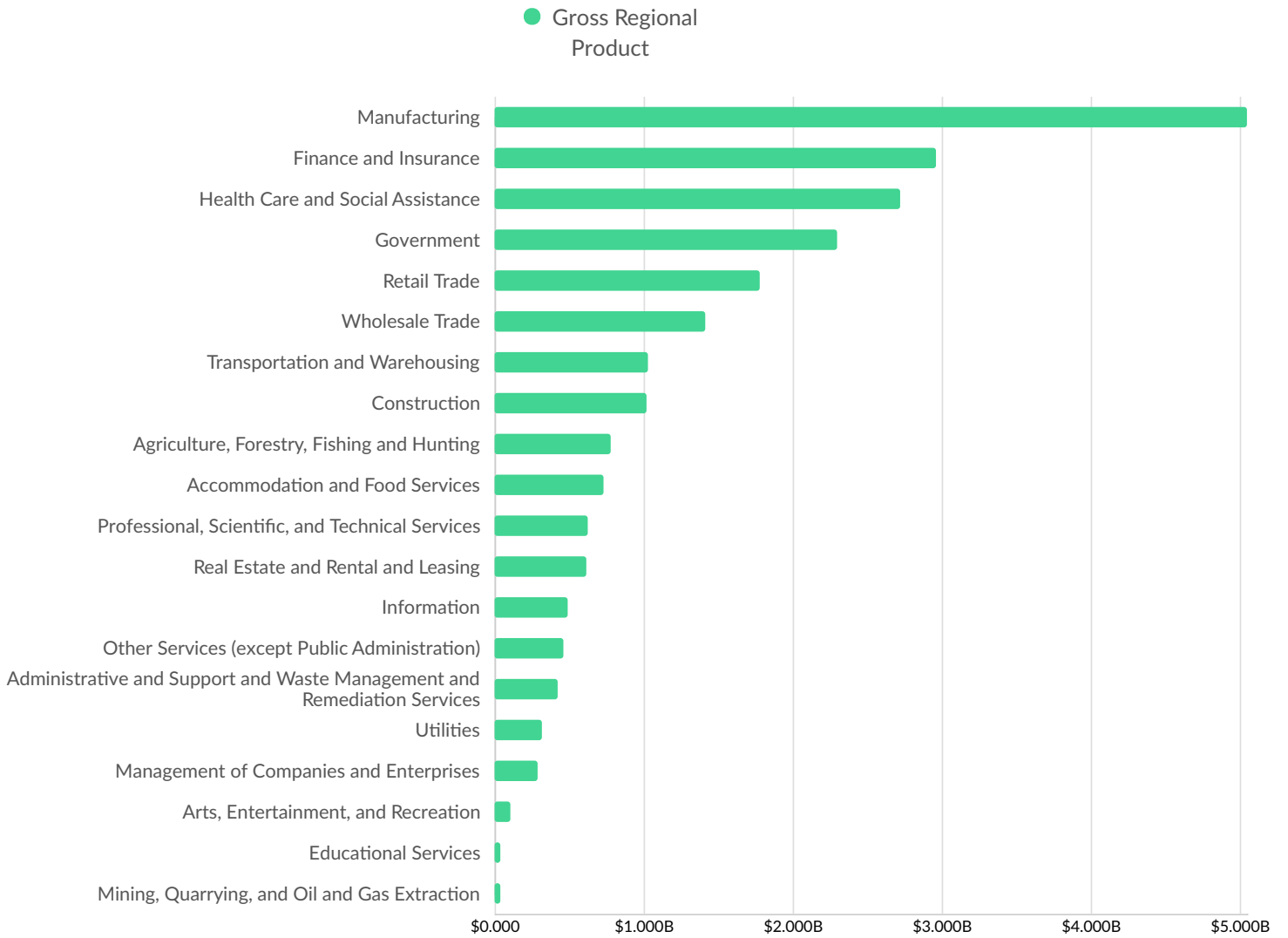
Top Growing Industries



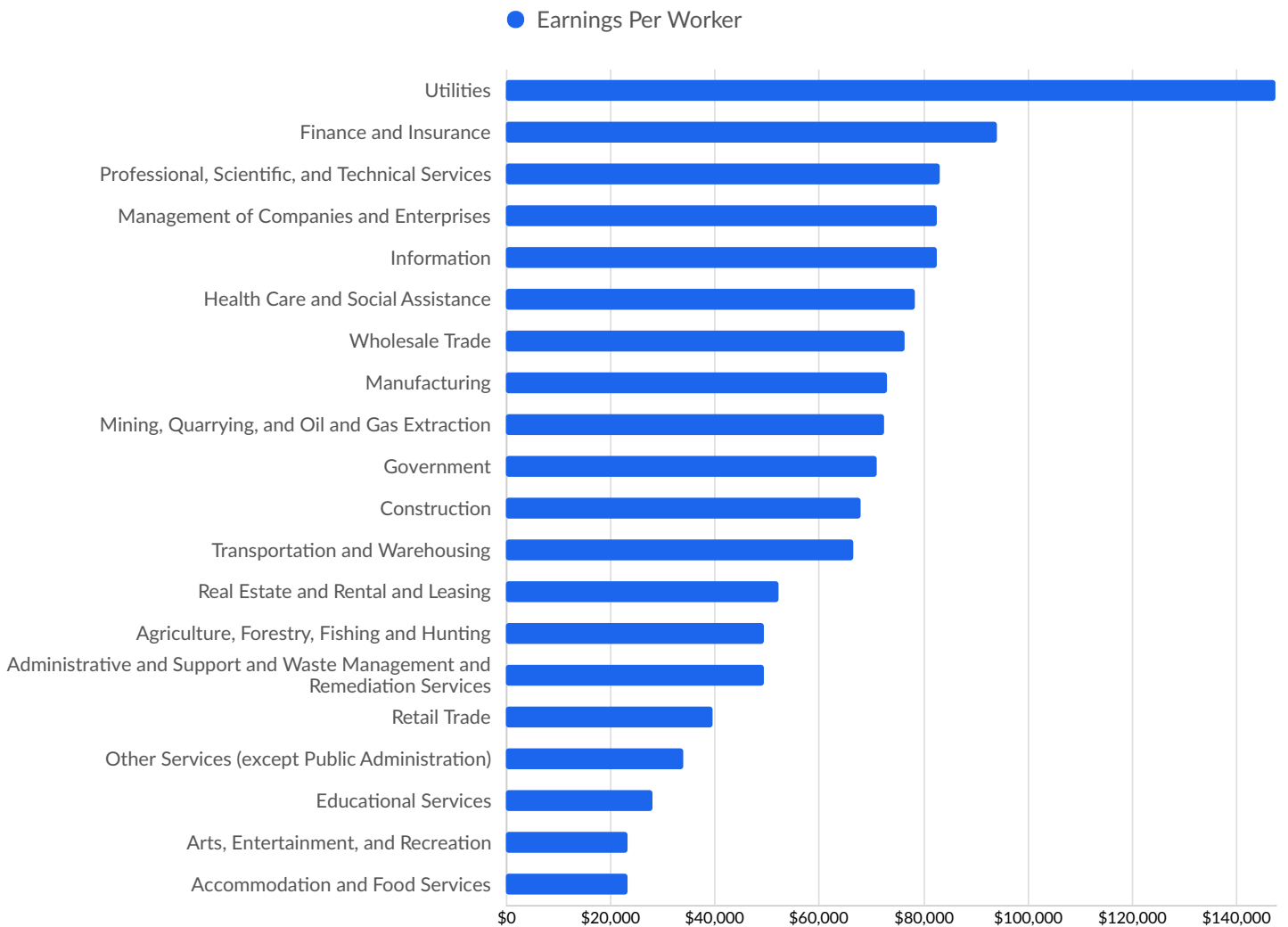
Top Industry Location Quotient



Top Industry GRP








Top Industry Earnings



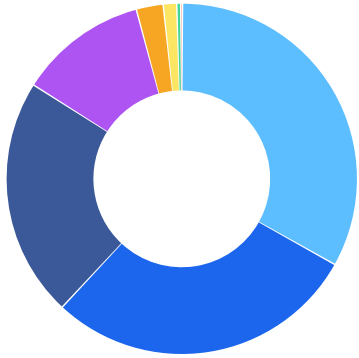
Business Characteristics

26,624 Companies Employ Your Workers

Online profiles for your workers mention 26,624 companies as employers, with the top 10 appearing below. In the last 12 months, 1,666 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,460 	Marshfield Clinic	1,737 
Sentry	1,677 	Aspirus	1,728 
Aspirus	1,584 	Beaver Dam Community Hospit...	910 
University Of Wisconsin - Steve...	1,435 	Sentry Insurance	585 
Ministry Health Care	764 	Kwik Trip	579 
Greenheck	653 	FedEx	416 
Walmart	568 	Walmart	415 
Church Mutual Insurance Comp...	532 	Festival Foods	306 
Northcentral Technical College	488 	ABR Employment Services	300 
Wausau School District	431 	Fleet Farm	233 

Business Size

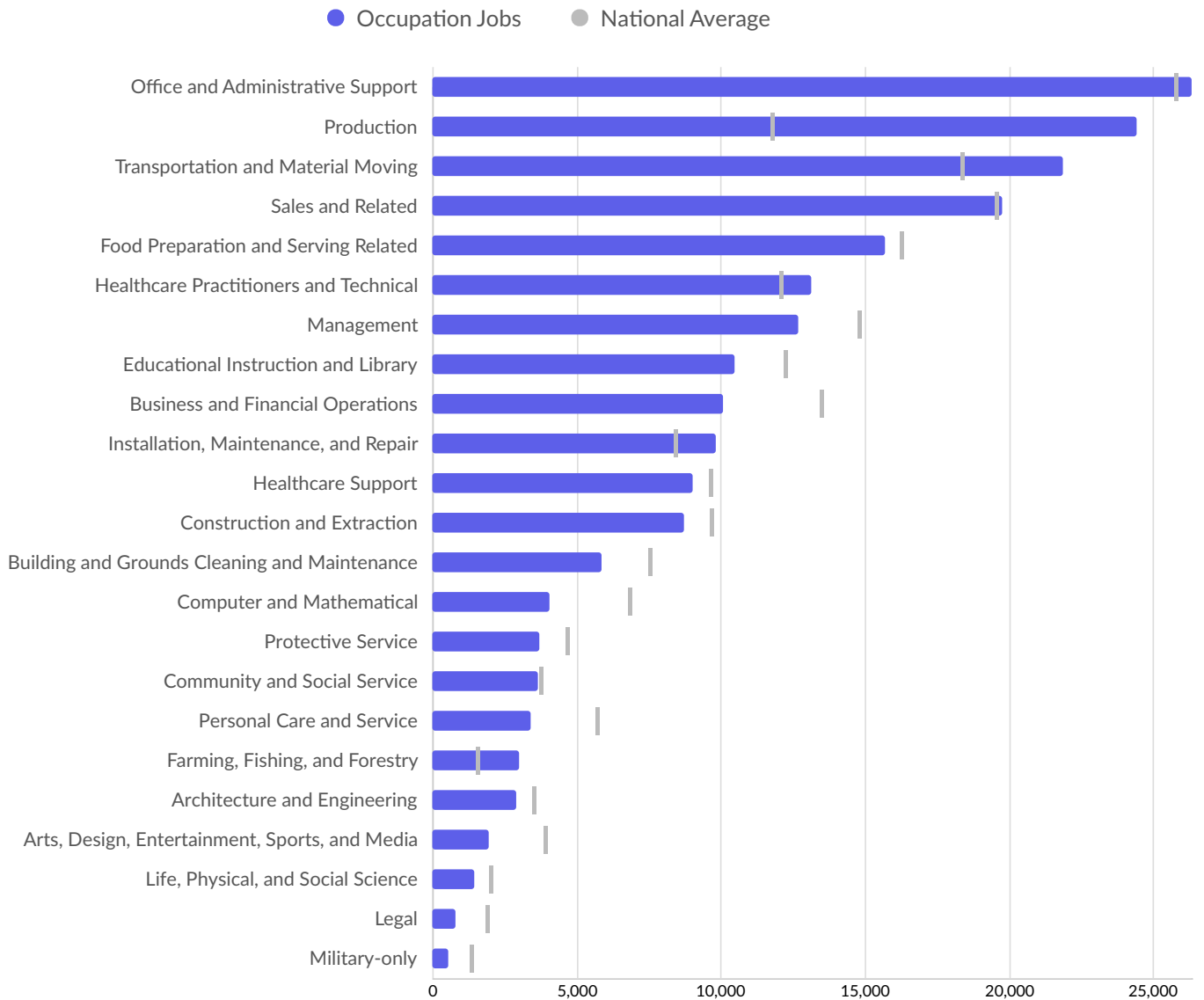


	Percentage	Business Count
● 1 to 4 employees	33.1%	6,138
● 5 to 9 employees	28.8%	5,352
● 10 to 19 employees	22.0%	4,094
● 20 to 49 employees	11.8%	2,198
● 50 to 99 employees	2.5%	461
● 100 to 249 employees	1.2%	230
● 250 to 499 employees	0.4%	67
● 500+ employees	0.2%	31

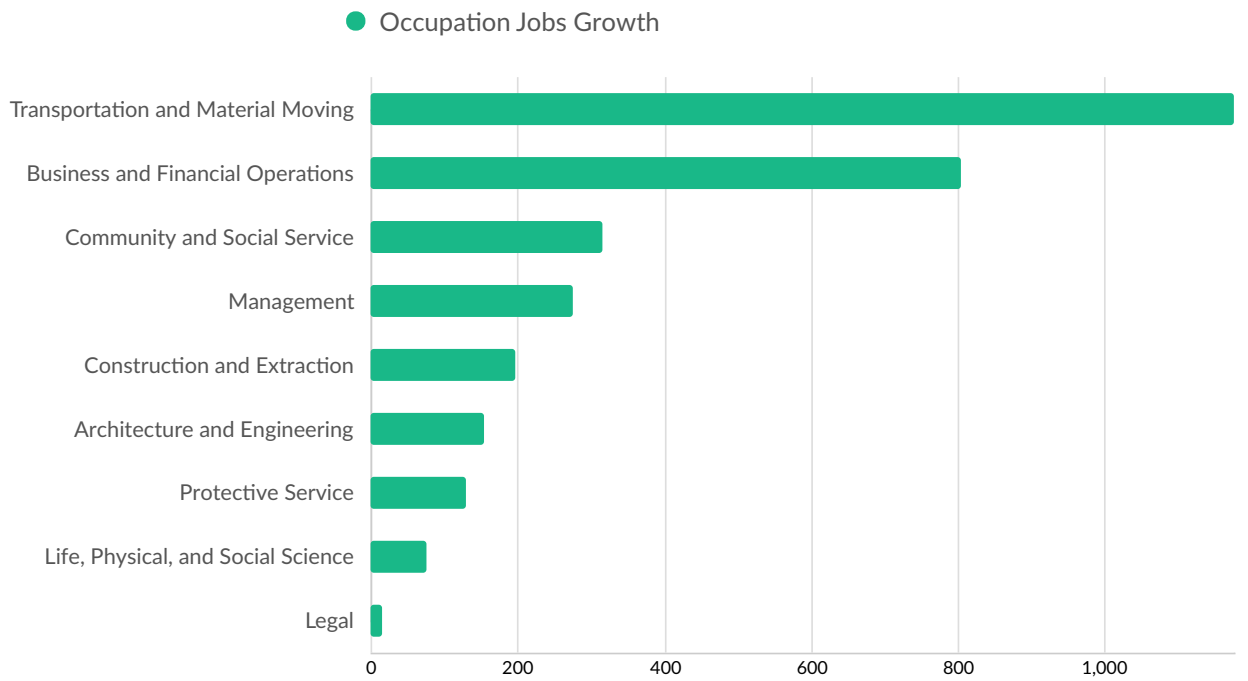
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

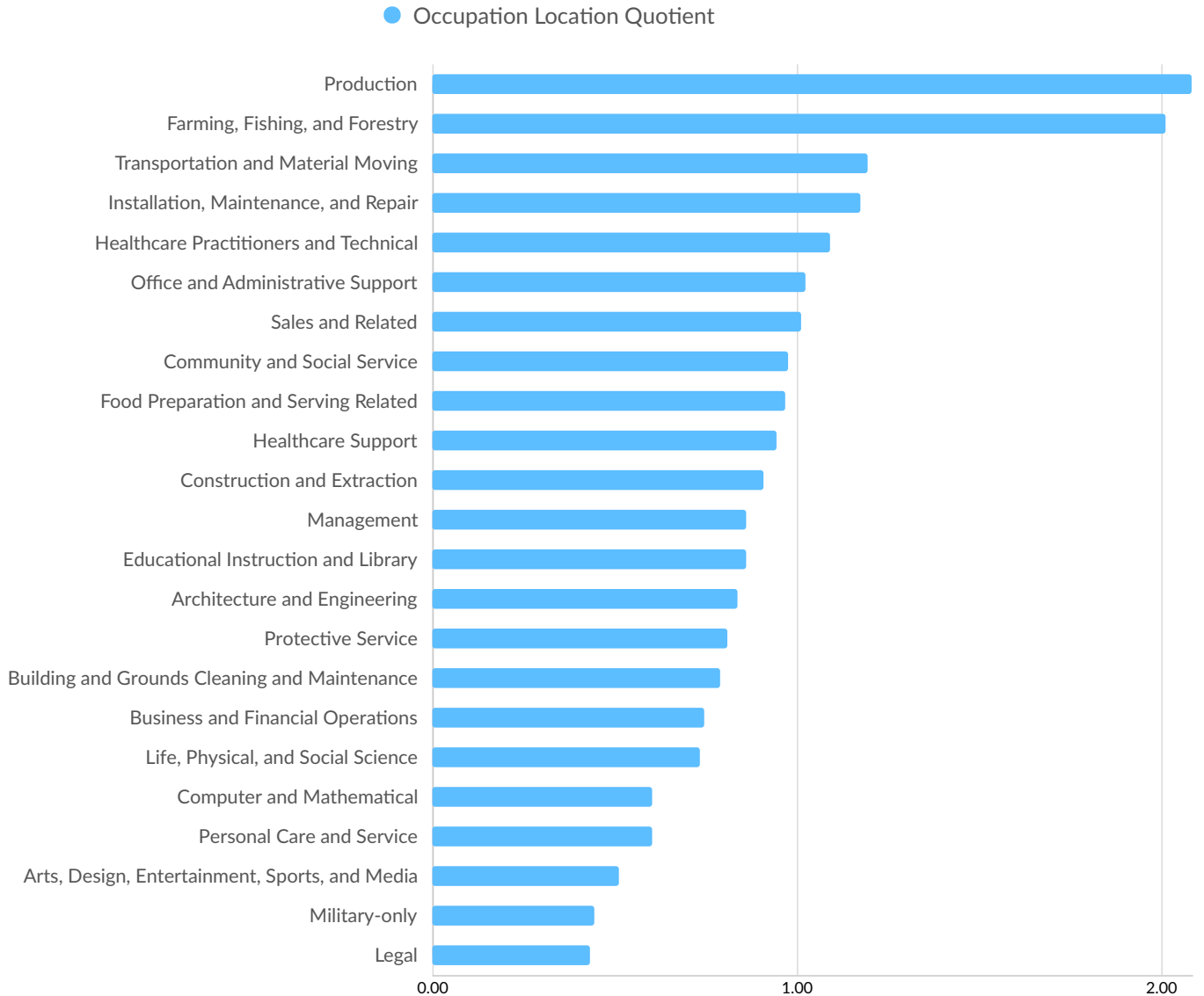
Largest Occupations



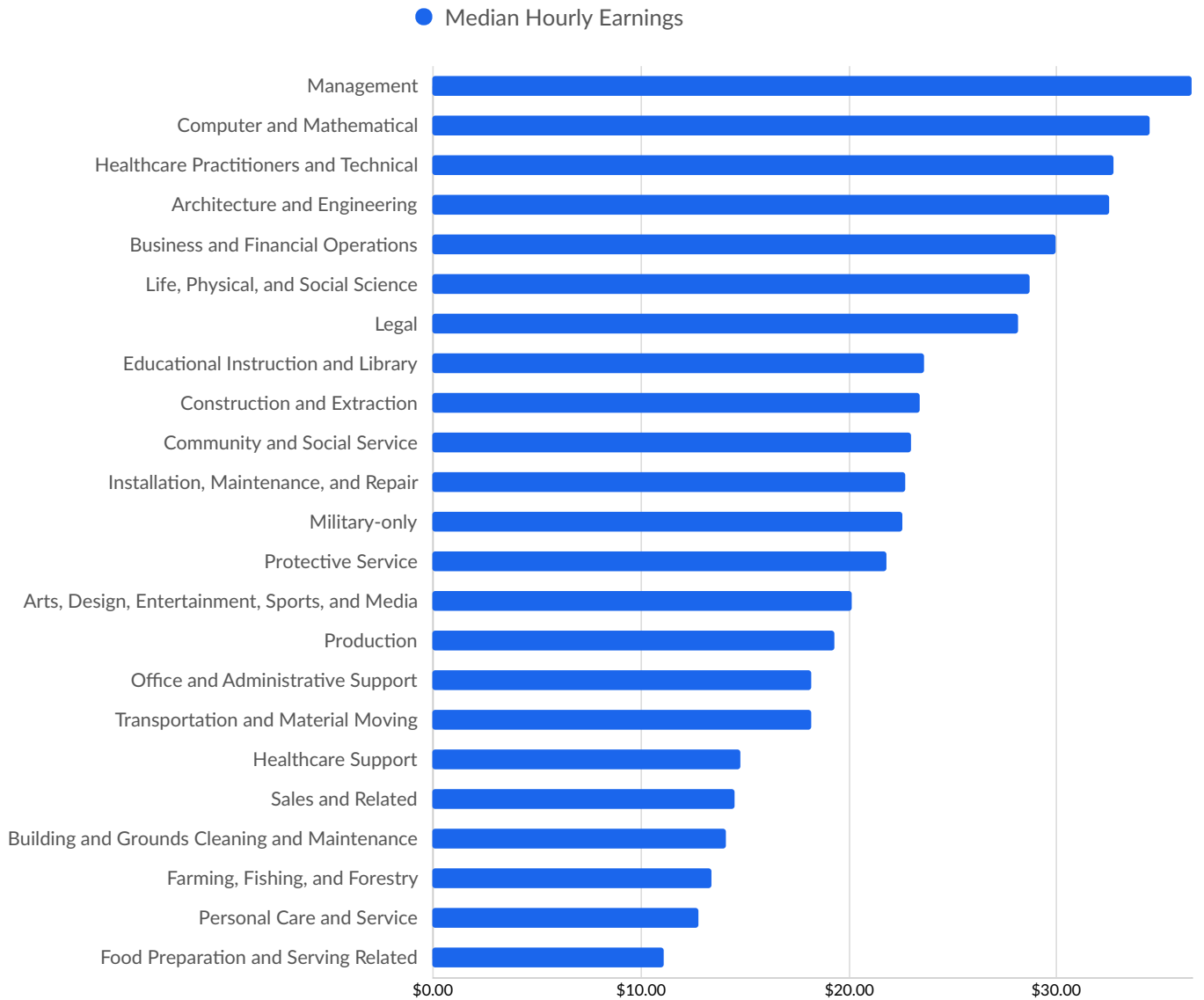
Top Growing Occupations



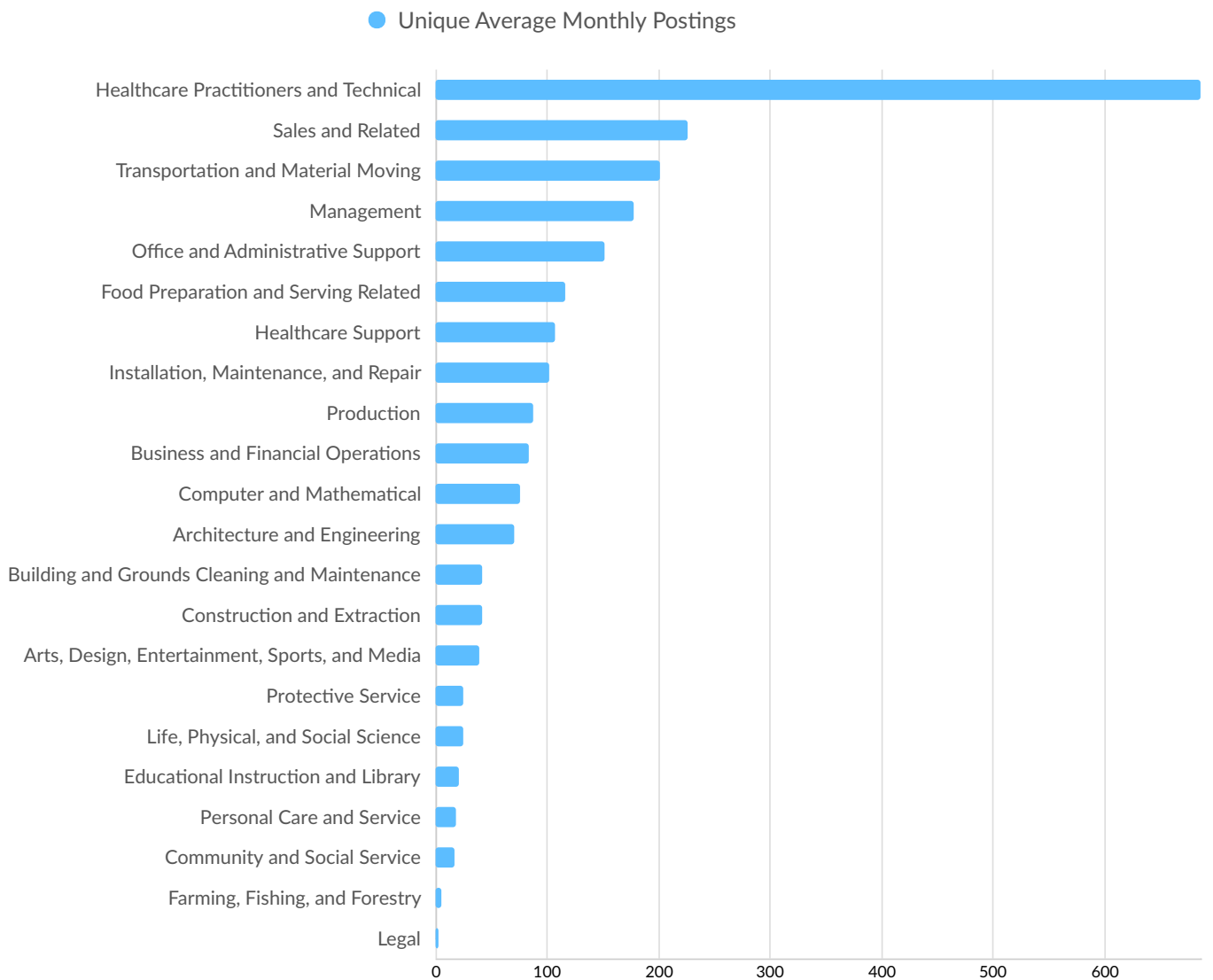
Top Occupation Location Quotient



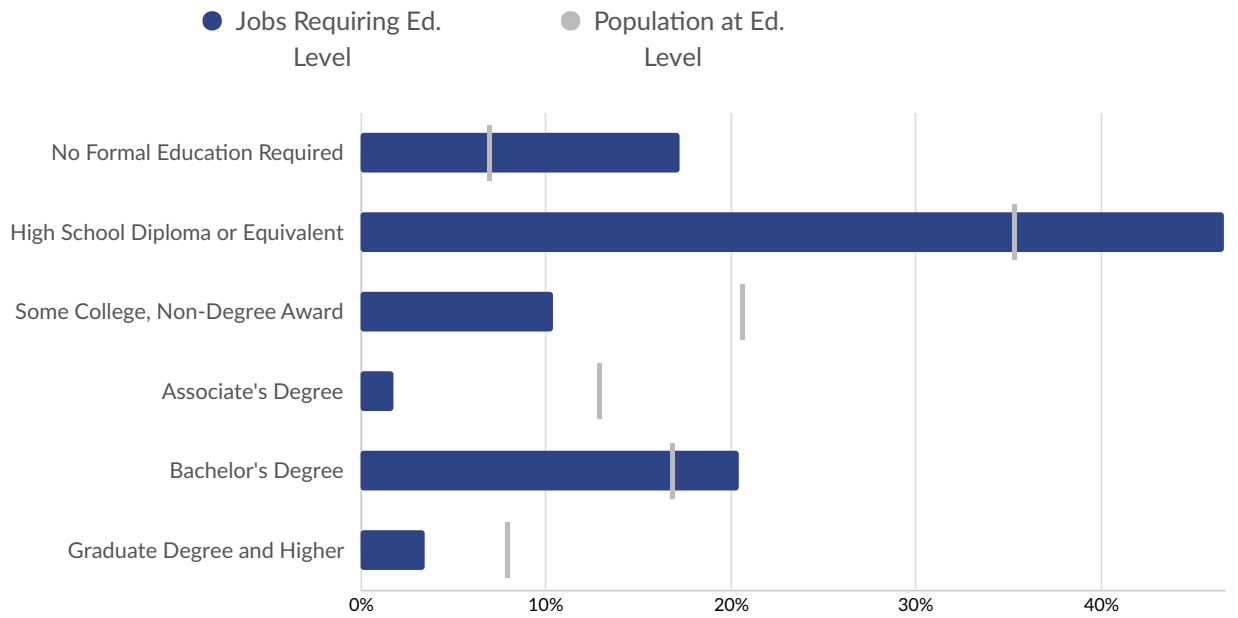
Top Occupation Earnings



Top Posted Occupations

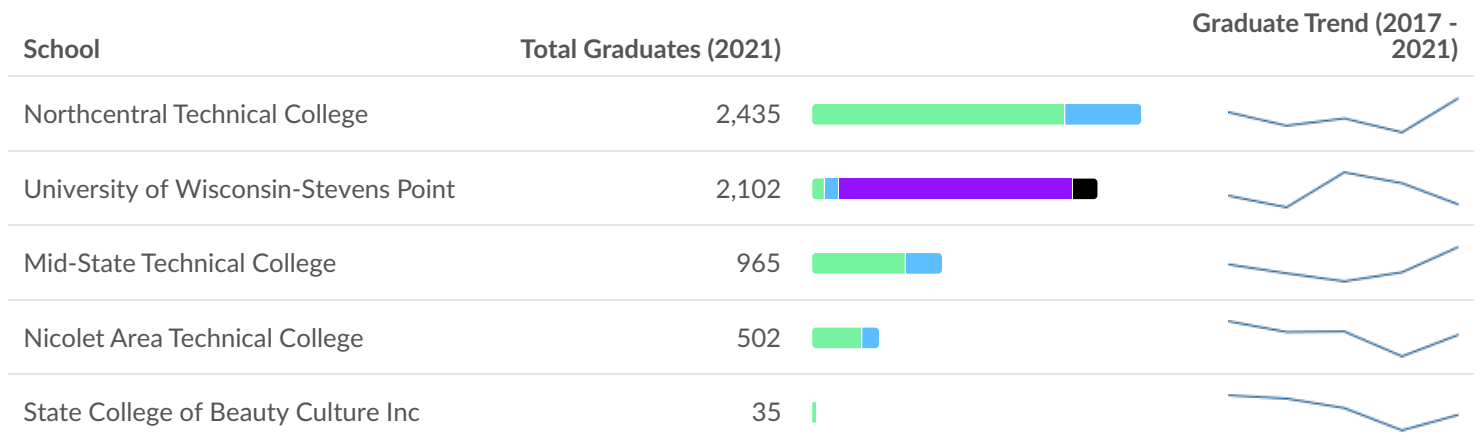


Underemployment



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" (Certificate), "Welding Technology/Welder" (Certificate), and "Registered Nursing/Registered Nurse" (Associate's).



In-Demand Skills

