



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

450,052

Population (2022)

Population grew by **11,607** over the last 5 years and is projected to grow by **15,613** over the next 5 years.

222,684

Total Regional Employment

Jobs decreased by **4,667** over the last 5 years but are projected to grow by **5,701** over the next 5 years.

\$62.6K

Avg. Earnings Per Job (2022)

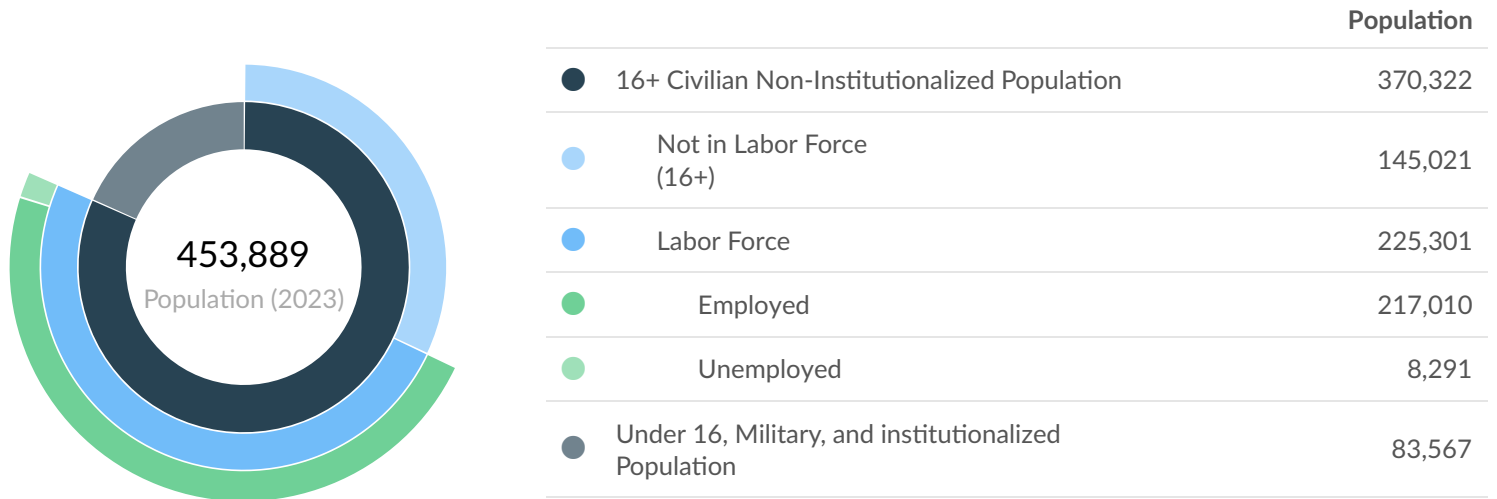
Regional average earnings per job are **\$18.2K below** the national average earnings of \$80.8K per job.

Takeaways

- As of 2022 the region's population **increased by 2.6%** since 2017, growing by 11,607. Population is expected to **increase by 3.5%** between 2022 and 2027, adding 15,613.
- From 2017 to 2022, jobs **declined by 2.1%** in NCWRPC from 227,351 to **222,684**. This change **fell short of the national growth rate of 3.8% by 5.9%**. As the number of jobs declined, the **labor force participation rate decreased from 63.7% to 58.9% 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.

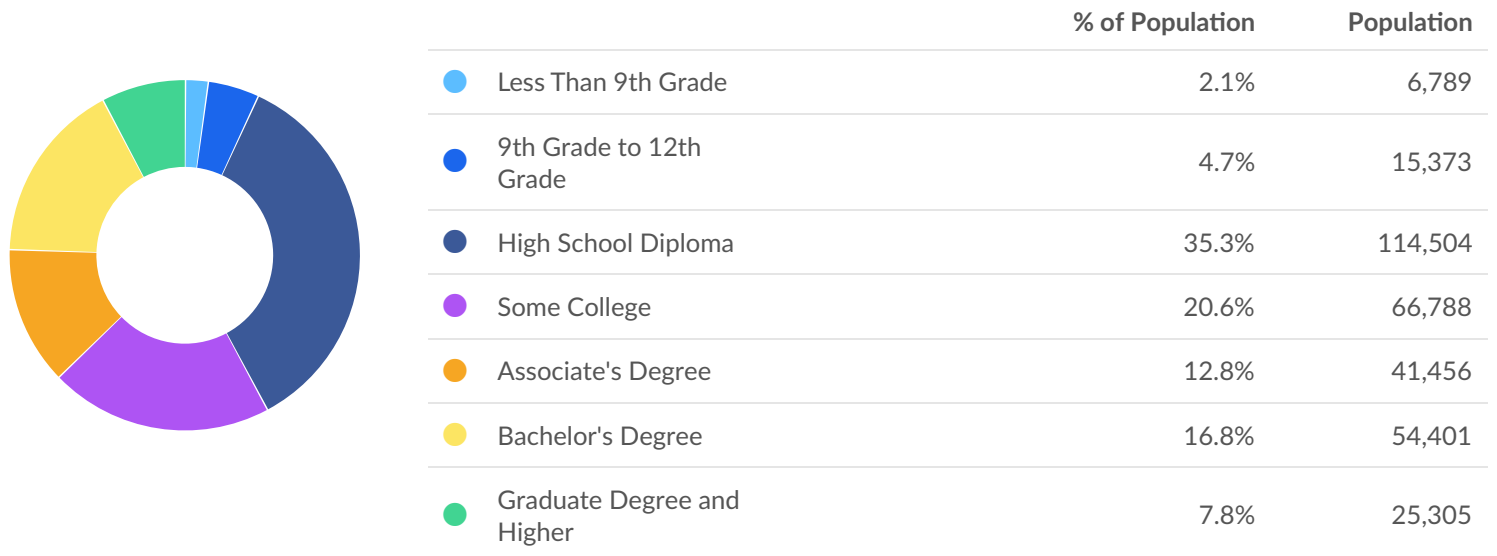
	Population (2023)	Labor Force (Aug 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	453,889	225,301	222,684	99.4	\$25.83B	\$33.49B	\$31.92B
State	5,921,135	3,169,909	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

Aug 2023 Labor Force Breakdown



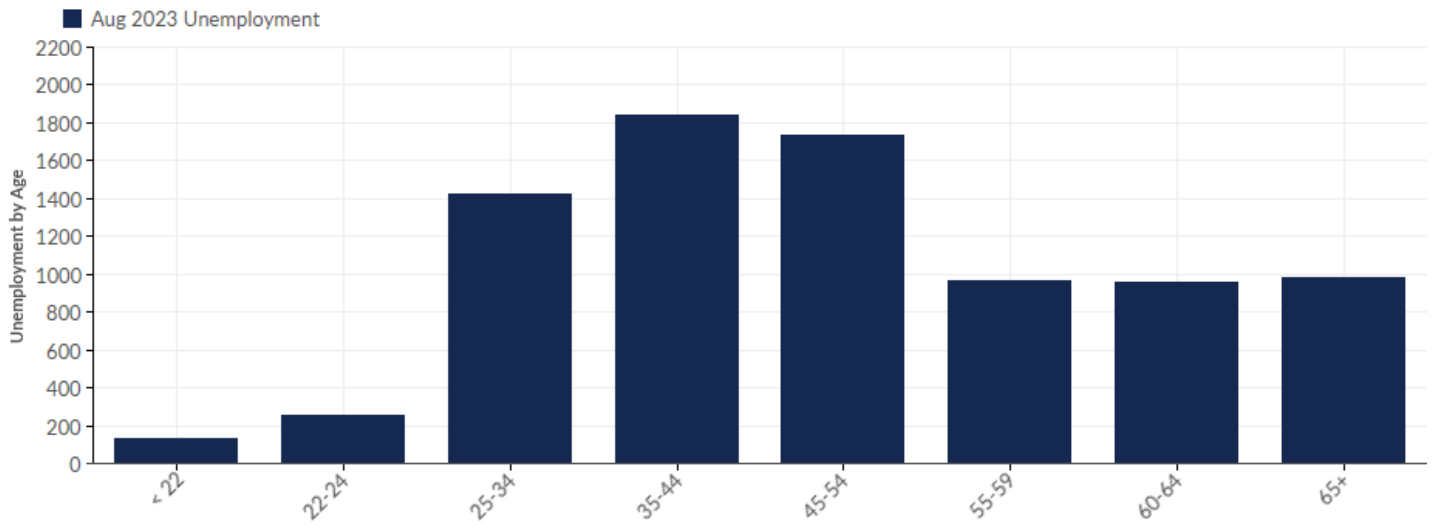
Educational Attainment

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).



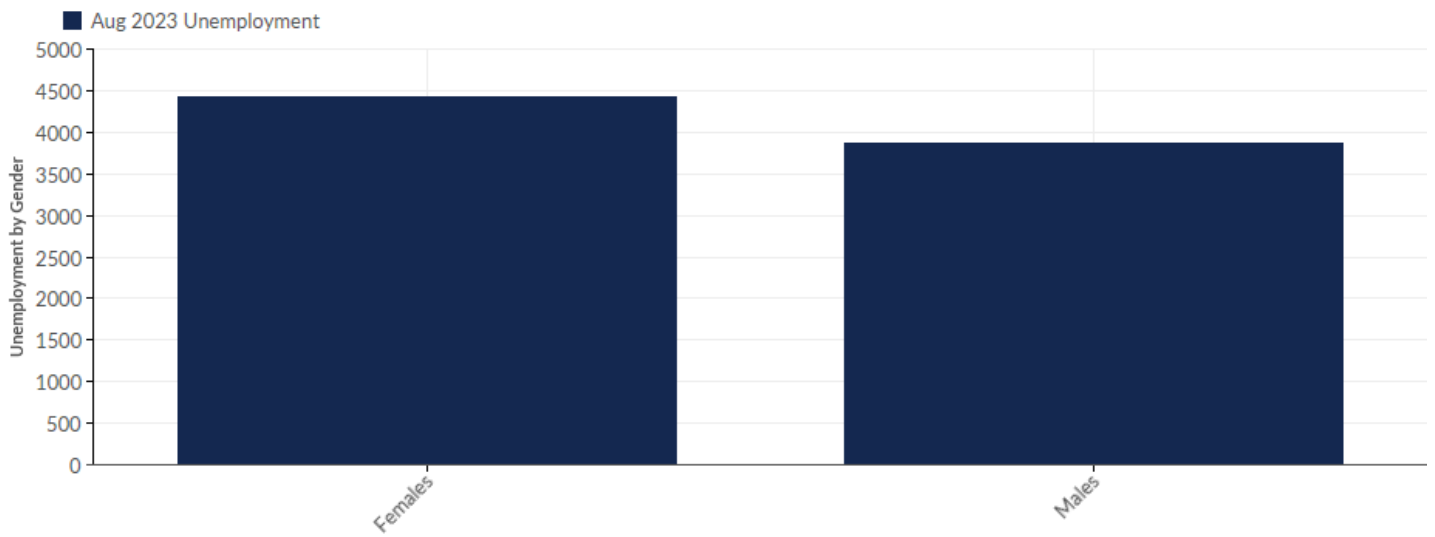
Unemployment by Demographics

Unemployment by Age



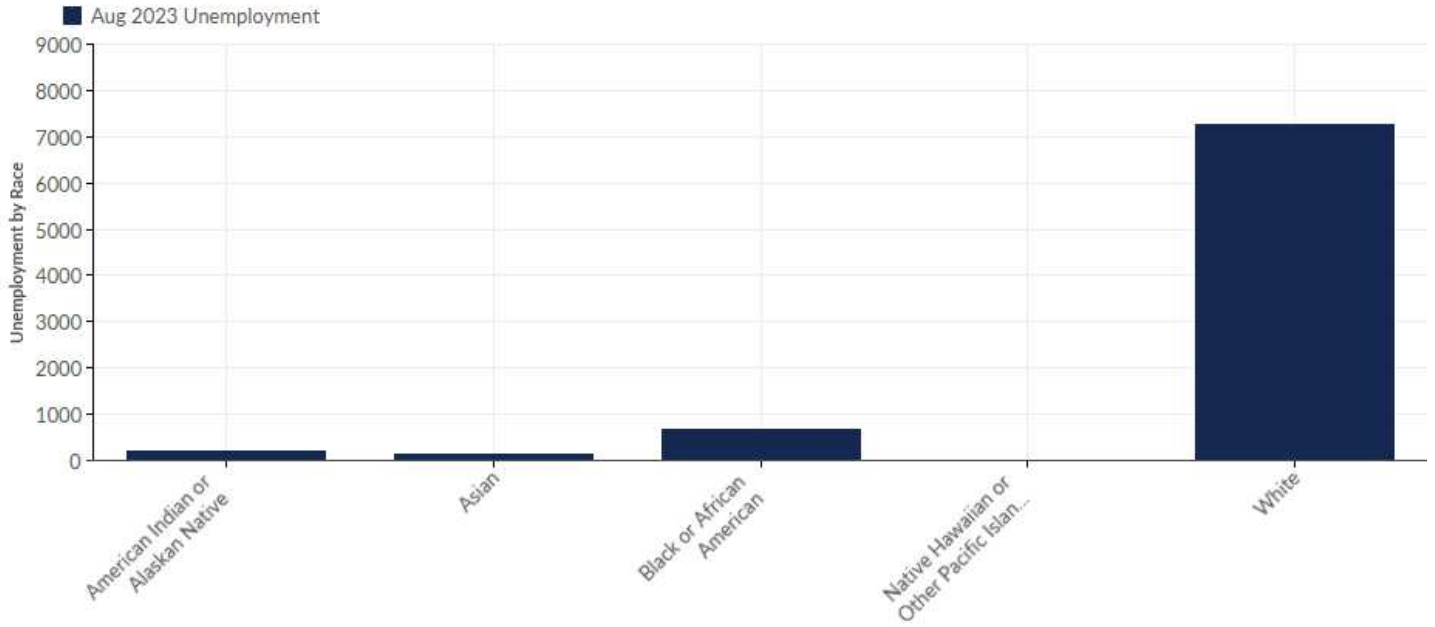
Age	Unemployment (Aug 2023)	% of Unemployed
< 22	133	1.60%
22-24	257	3.10%
25-34	1,426	17.20%
35-44	1,838	22.17%
45-54	1,731	20.88%
55-59	967	11.66%
60-64	960	11.58%
65+	978	11.80%
Total	8,291	100.00%

Unemployment by Gender



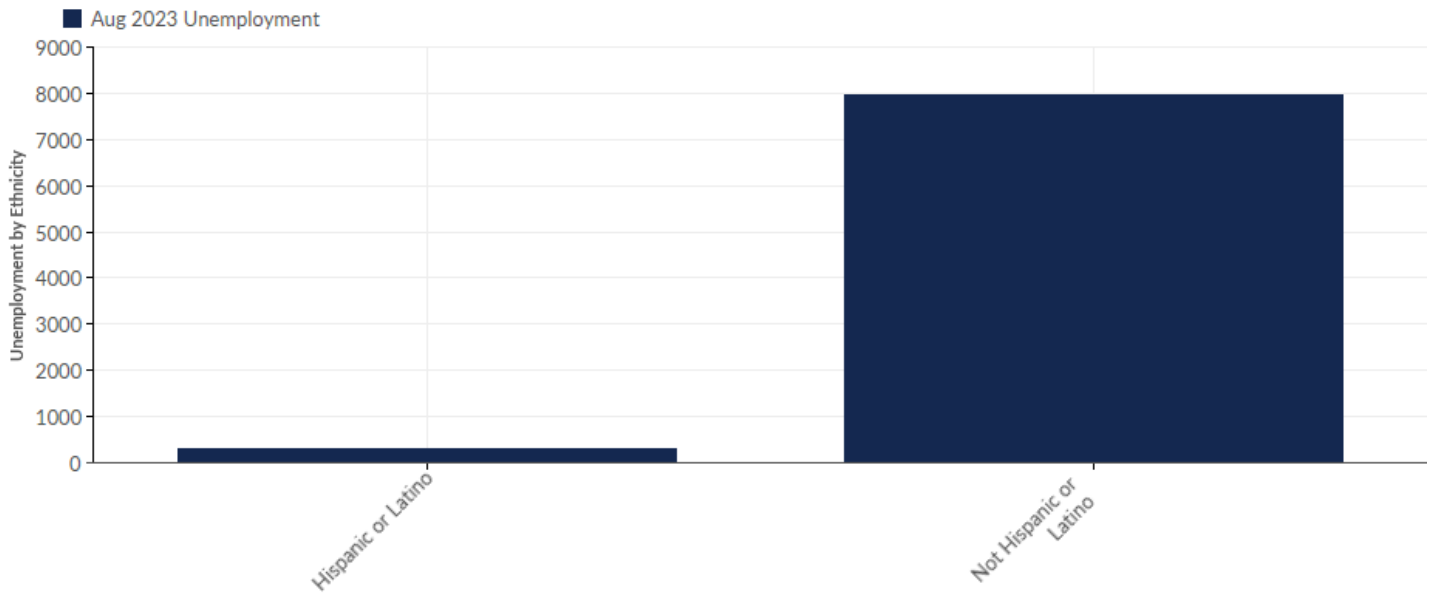
Gender	Unemployment (Aug 2023)	% of Unemployed
Females	4,417	53.27%
Males	3,874	46.73%
Total	8,291	100.00%

Unemployment by Race



Race	Unemployment (Aug 2023)	% of Unemployed
American Indian or Alaskan Native	189	2.28%
Asian	140	1.69%
Black or African American	682	8.23%
Native Hawaiian or Other Pacific Islander	14	0.17%
White	7,265	87.63%
Total	8,291	100.00%

Unemployment by Ethnicity

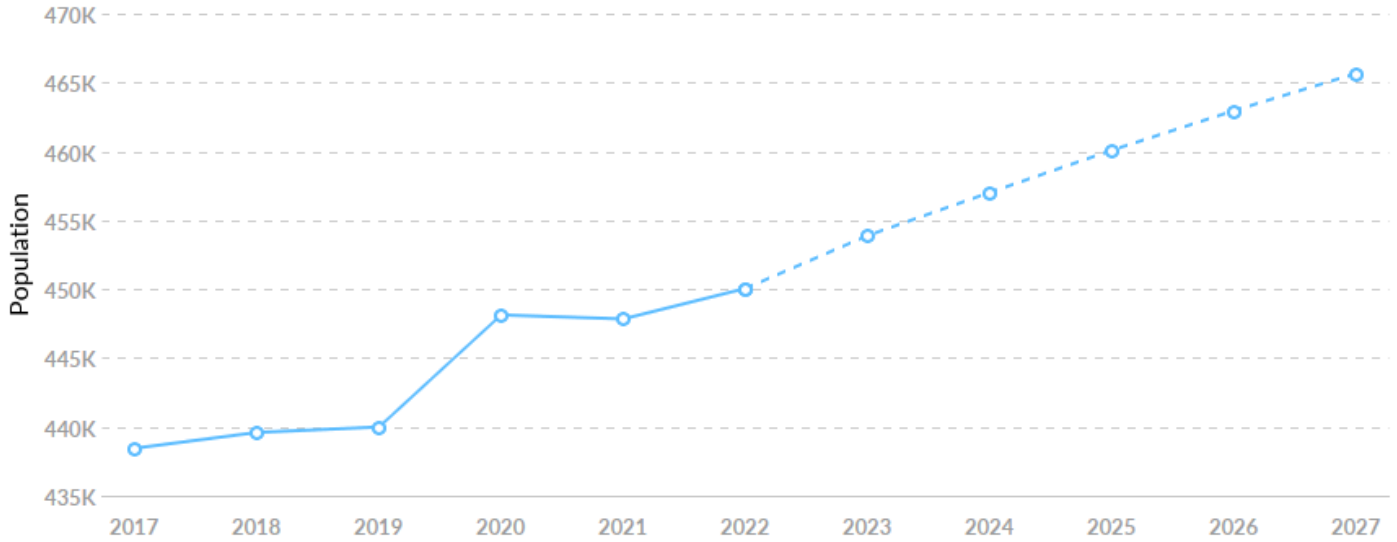


Ethnicity	Unemployment (Aug 2023)	% of Unemployed
Hispanic or Latino	317	3.82%
Not Hispanic or Latino	7,974	96.18%
Total	8,291	100.00%

Historic & Projected Trends

Population Trends

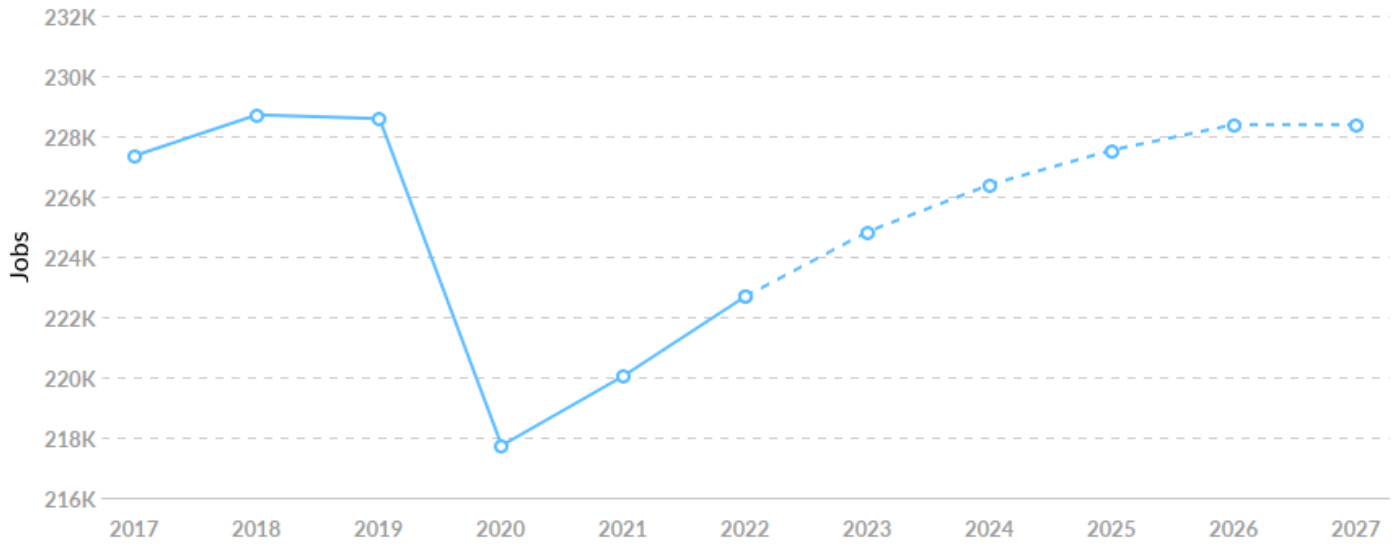
As of 2022 the region's population increased by 2.6% since 2017, growing by 11,607. Population is expected to increase by 3.5% between 2022 and 2027, adding 15,613.



Timeframe	Population
2017	438,445
2018	439,593
2019	439,989
2020	448,126
2021	447,835
2022	450,052
2023	453,889
2024	457,018
2025	460,088
2026	462,963
2027	465,665

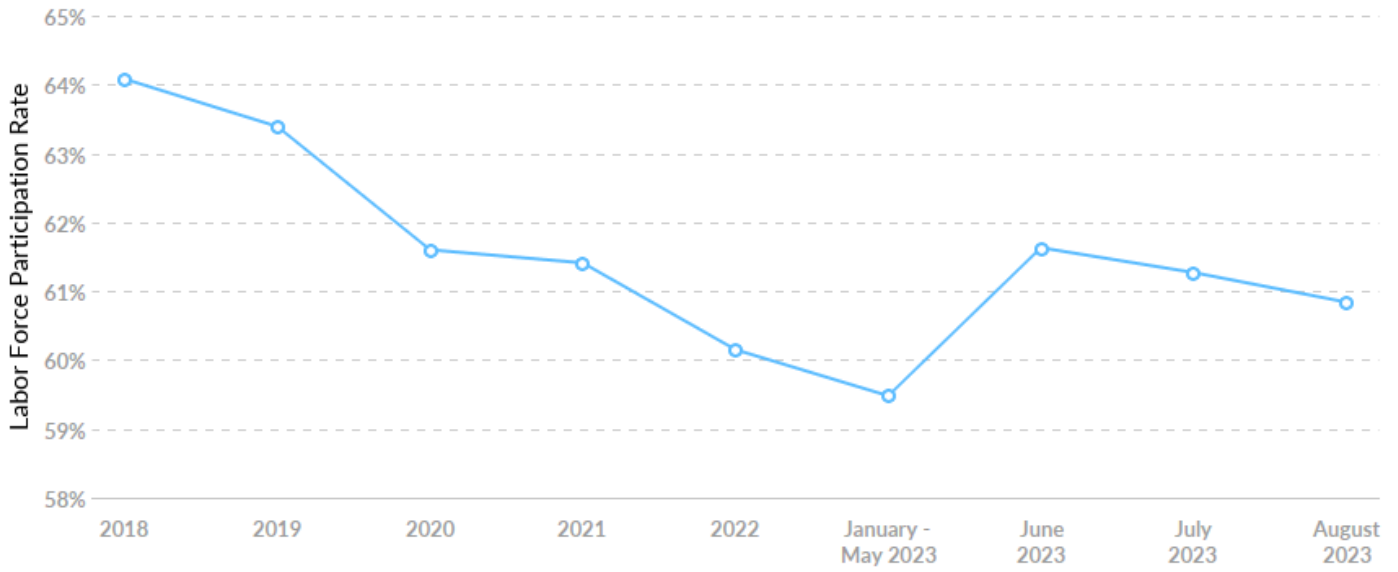
Job Trends

From 2017 to 2022, jobs declined by 2.1% in NCWRPC from 227,351 to 222,684. This change fell short of the national growth rate of 3.8% by 5.9%.



Timeframe	Jobs
2017	227,351
2018	228,708
2019	228,581
2020	217,723
2021	220,039
2022	222,684
2023	224,830
2024	226,391
2025	227,539
2026	228,386
2027	228,385

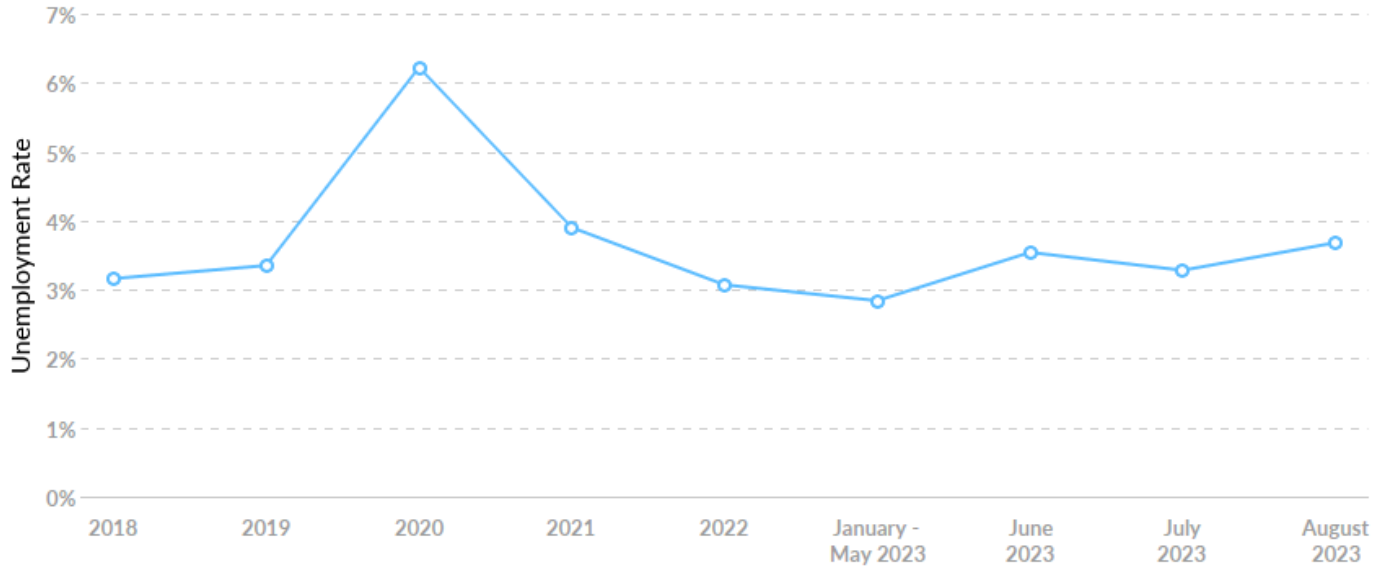
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	64.08%
2019	63.39%
2020	61.60%
2021	61.41%
2022	60.15%
January - May 2023	59.48%
June 2023	61.63%
July 2023	61.27%
August 2023	60.84%

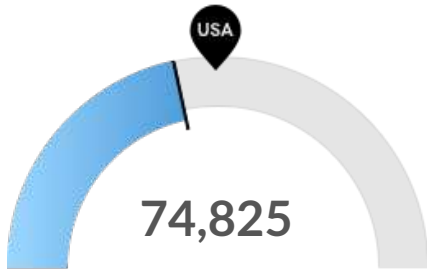
Unemployment Rate Trends

Your areas had an August 2023 unemployment rate of 3.68%, increasing from 3.16% 5 years before.



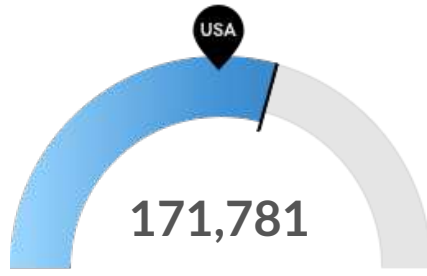
Timeframe	Unemployment Rate
2018	3.16%
2019	3.35%
2020	6.22%
2021	3.90%
2022	3.07%
January - May 2023	2.84%
June 2023	3.54%
July 2023	3.28%
August 2023	3.68%

Population Characteristics



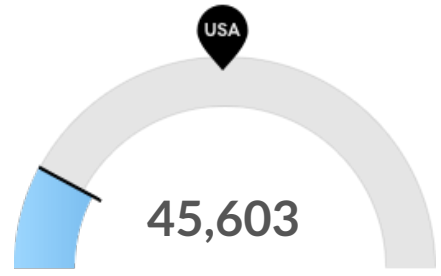
Millennials

Your area has 74,825 millennials (ages 25-39). The national average for an area this size is 91,512.



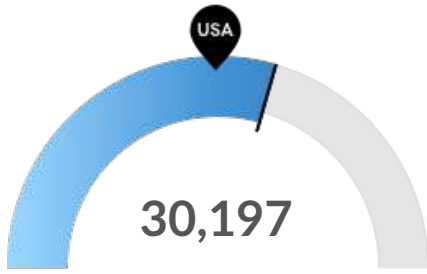
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 134,872 people 55 or older, while there are 171,781 here.



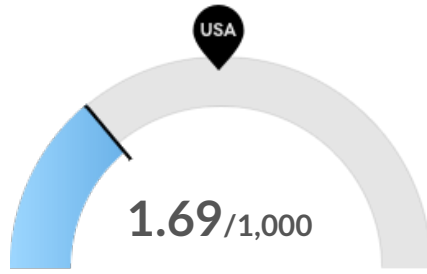
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 185,080 racially diverse people, while there are 45,603 here.



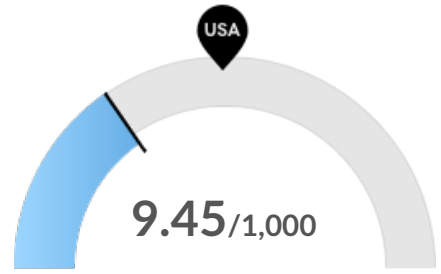
Veterans

Your area has 30,197 veterans. The national average for an area this size is 23,511.



Violent Crime

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

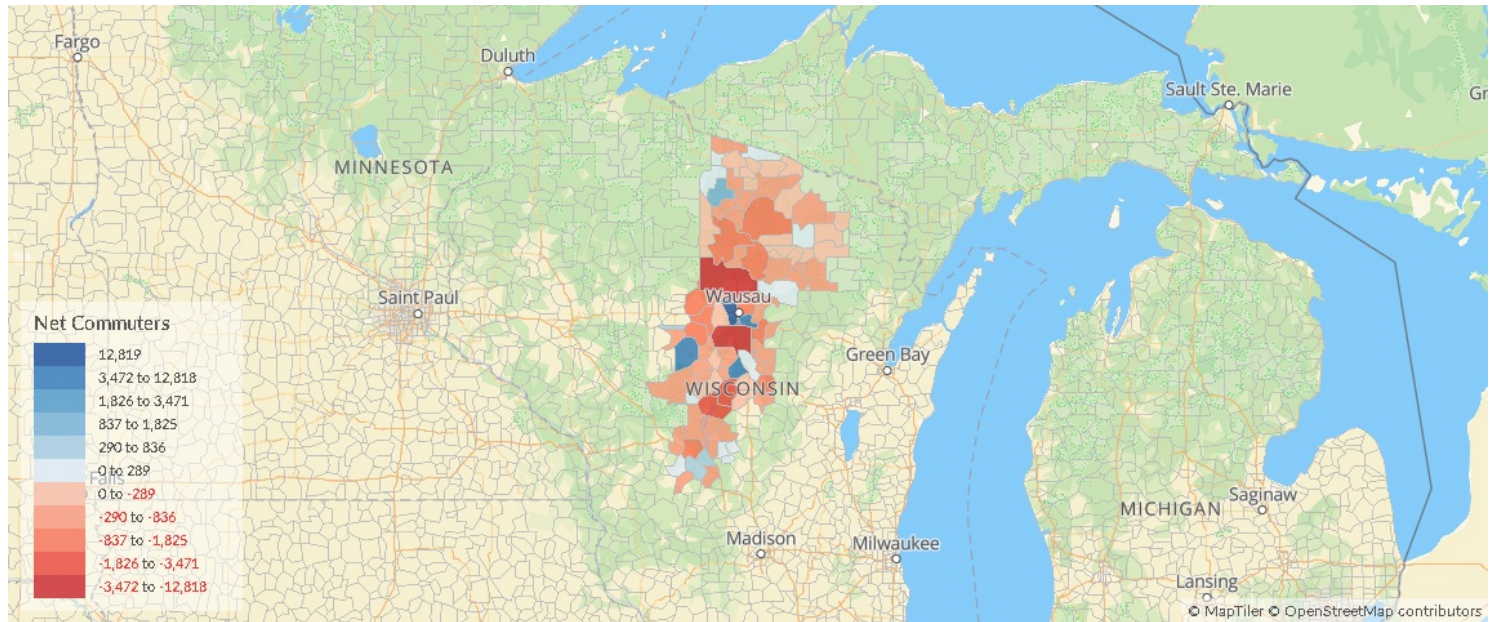


Property Crime

Your area has 9.45 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

Where Talent Lives

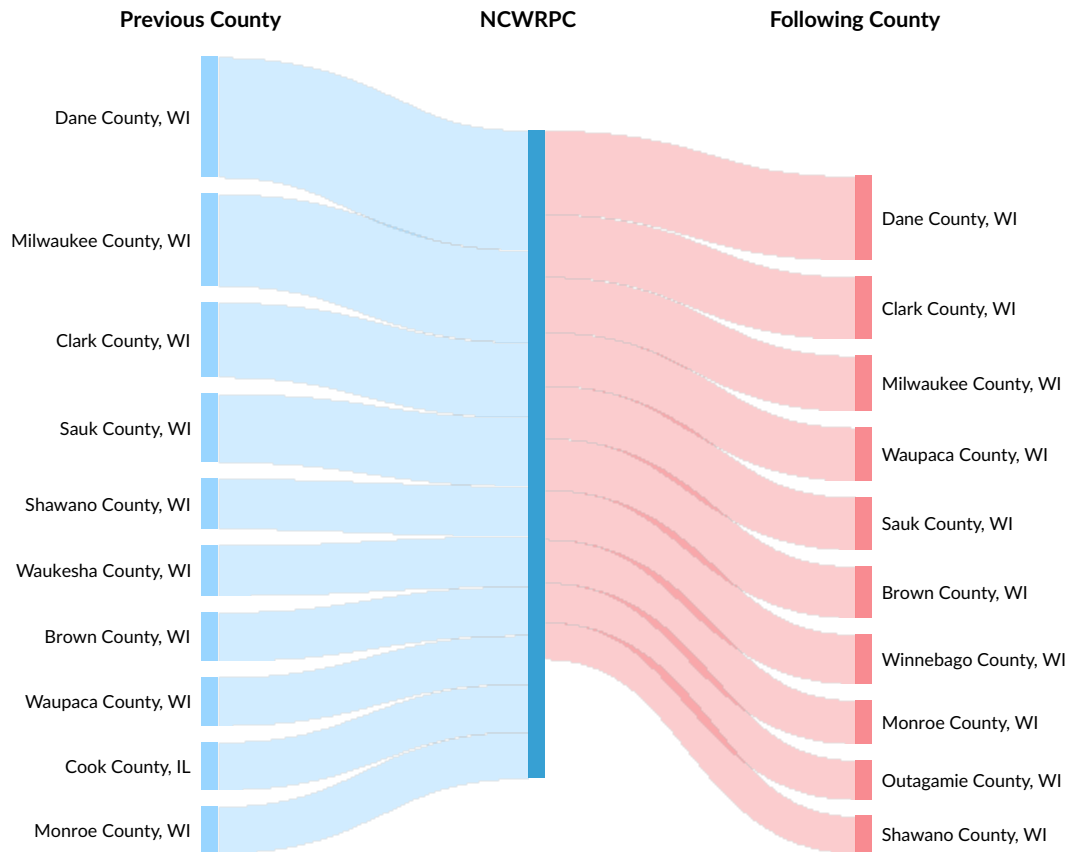
ZIP	Name	2022 Employment
54401	Wausau, WI (in Maratho...	29,760
54481	Stevens Point, WI (in Po...	18,050
54449	Marshfield, WI (in Woo...	17,274
54476	Schofield, WI (in Marath...	14,181
54494	Wisconsin Rapids, WI (i...	11,959

ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	16,941
54481	Stevens Point, WI (in Po...	14,059
54494	Wisconsin Rapids, WI (i...	13,958
54403	Wausau, WI (in Maratho...	12,522
54449	Marshfield, WI (in Woo...	12,453

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**.

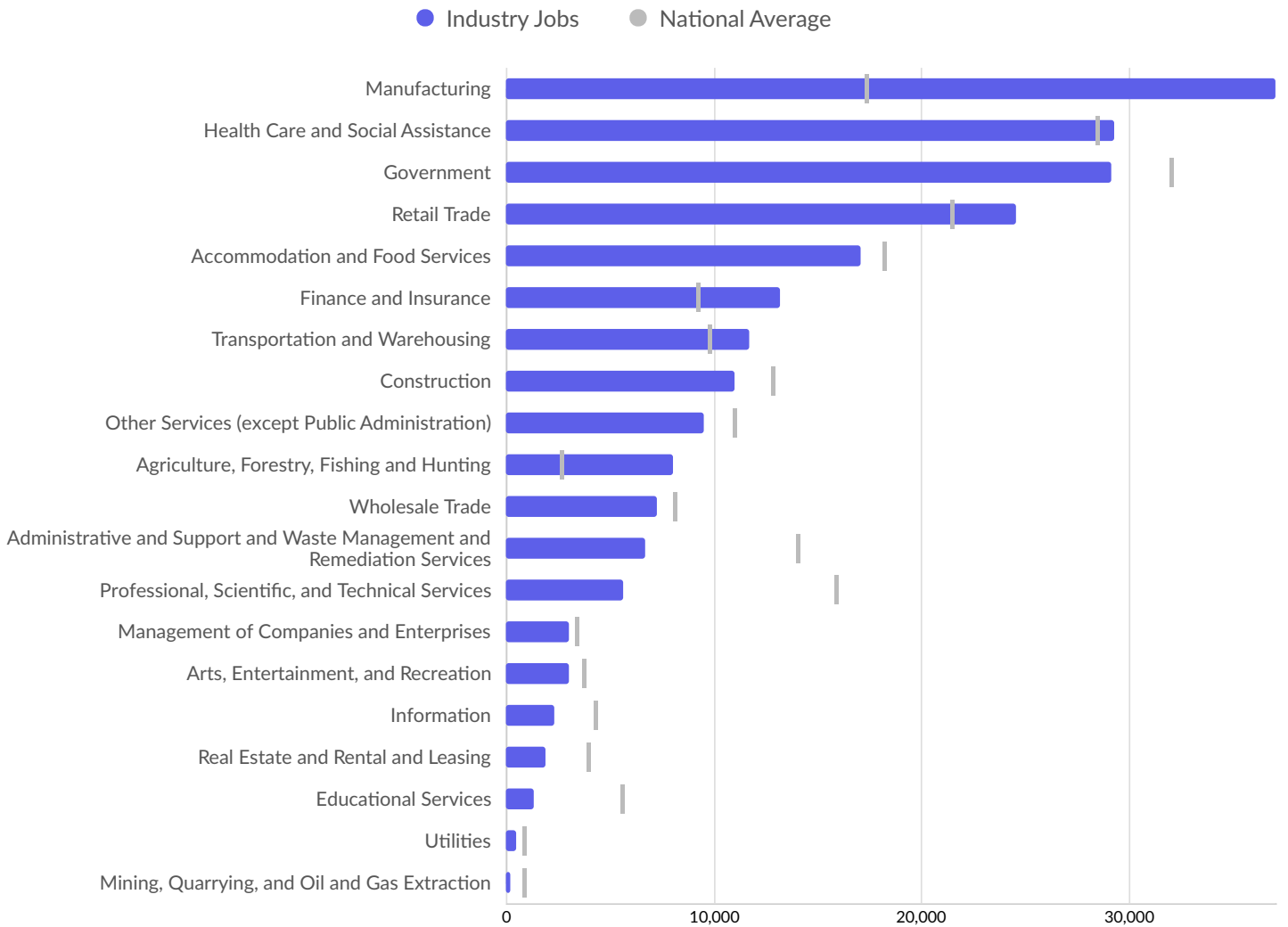


Top Previous Counties	Migrations
Dane County, WI	744
Milwaukee County, WI	571
Clark County, WI	464
Sauk County, WI	425
Shawano County, WI	312
Waukesha County, WI	312

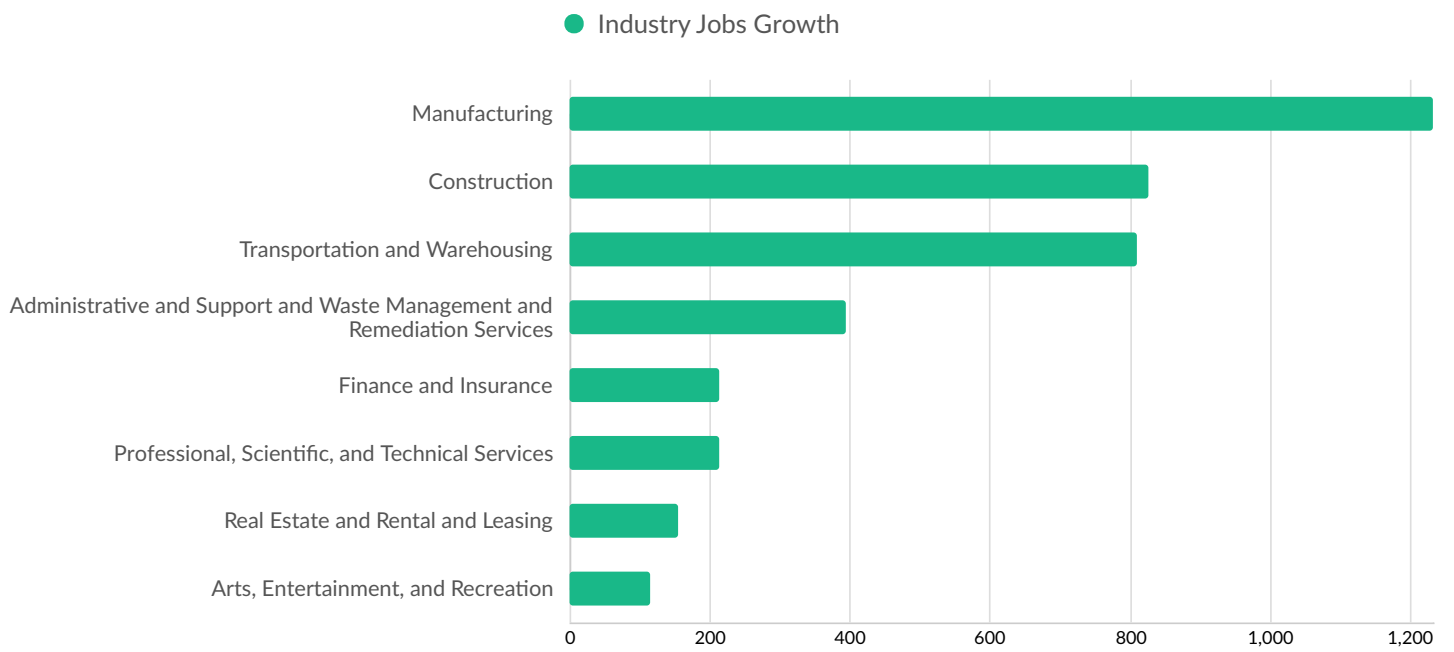
Top Previous Counties	Migrations
Brown County, WI	302
Waupaca County, WI	300
Cook County, IL	297
Monroe County, WI	289
Outagamie County, WI	282
Winnebago County, WI	274
Columbia County, WI	245
Rock County, WI	192
Hennepin County, MN	180
Top Following Counties	Migrations
Dane County, WI	521
Clark County,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

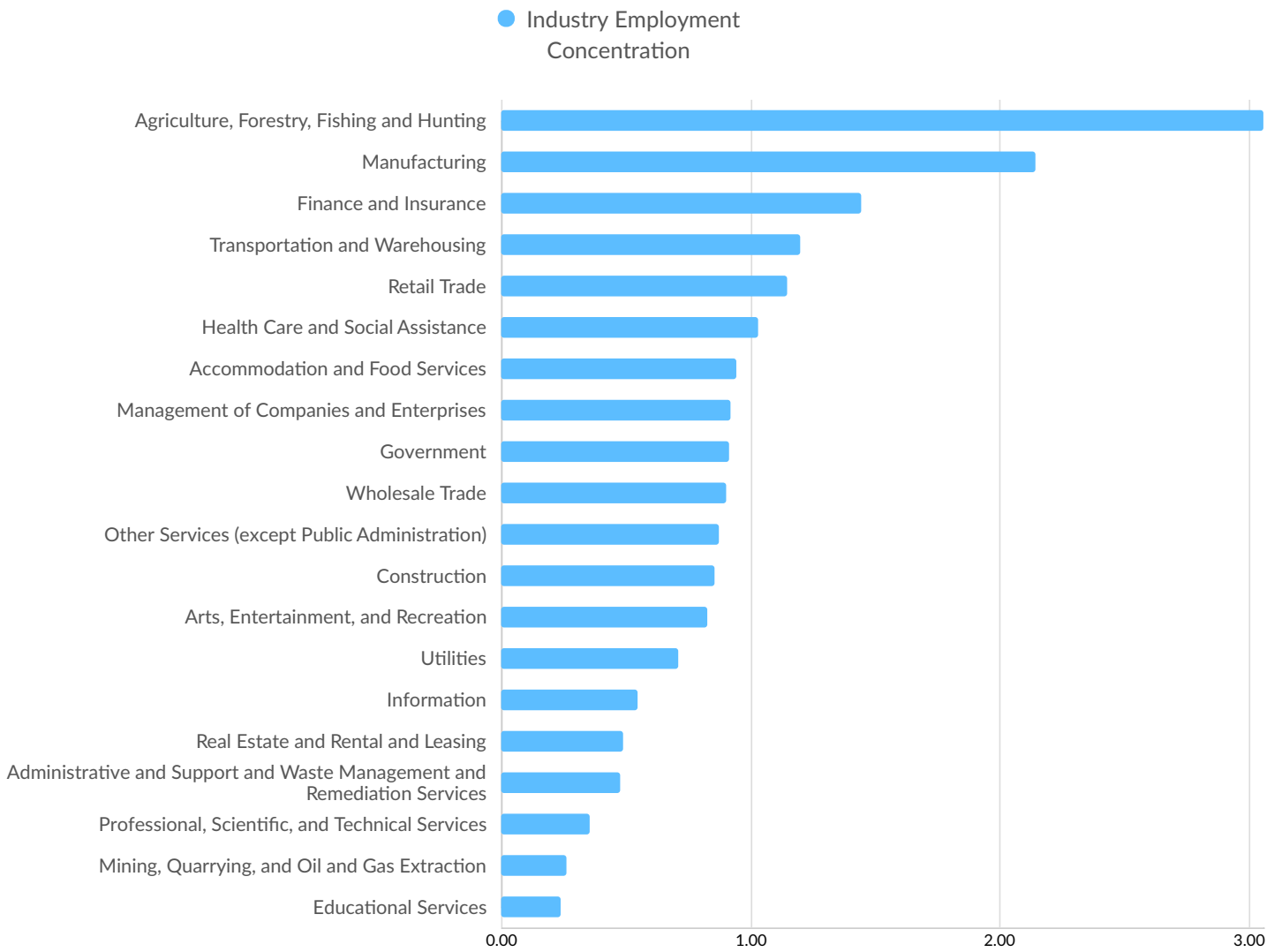
Largest Industries



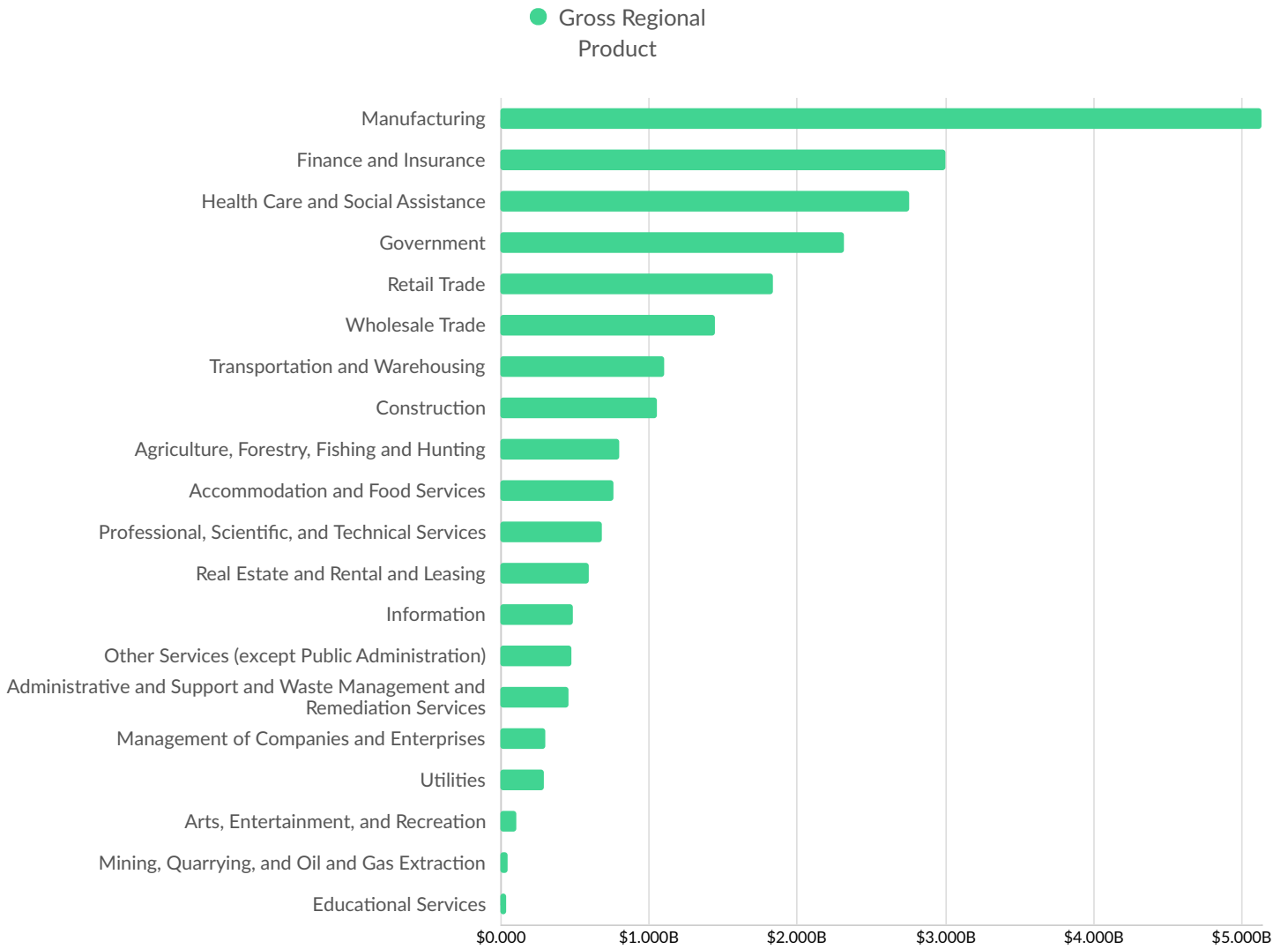
Top Growing Industries



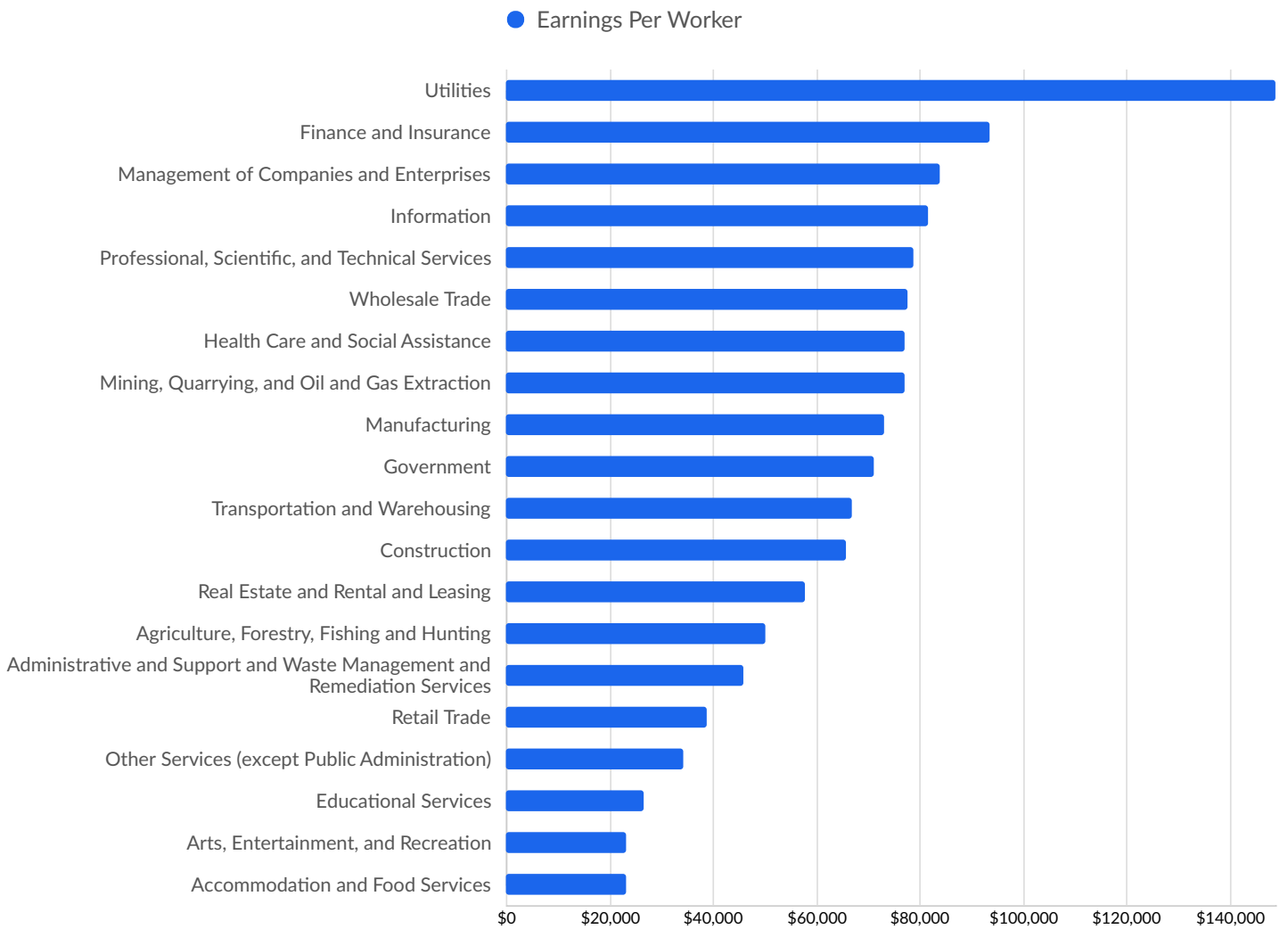
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



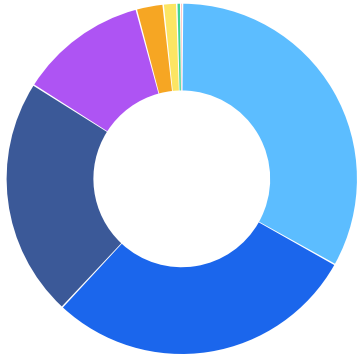
Business Characteristics

26,286 Companies Employ Your Workers

Online profiles for your workers mention 26,286 companies as employers, with the top 10 appearing below. In the last 12 months, 2,066 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,702 	Aspirus	1,789 
University of Wisconsin System	1,837 	Marshfield Clinic	1,288 
Sentry	1,826 	Beaver Dam Community Hospit...	820 
Aspirus	1,743 	Sentry Insurance	534 
Ministry Health Care	786 	Kwik Trip	395 
Greenheck	693 	Walmart	376 
Walmart	605 	ABR Employment Services	297 
State of Wisconsin	588 	Festival Foods	293 
Church Mutual Insurance Comp...	548 	Walgreens Boots Alliance	276 
Northcentral Technical College	516 	CompHealth	236 

Business Size

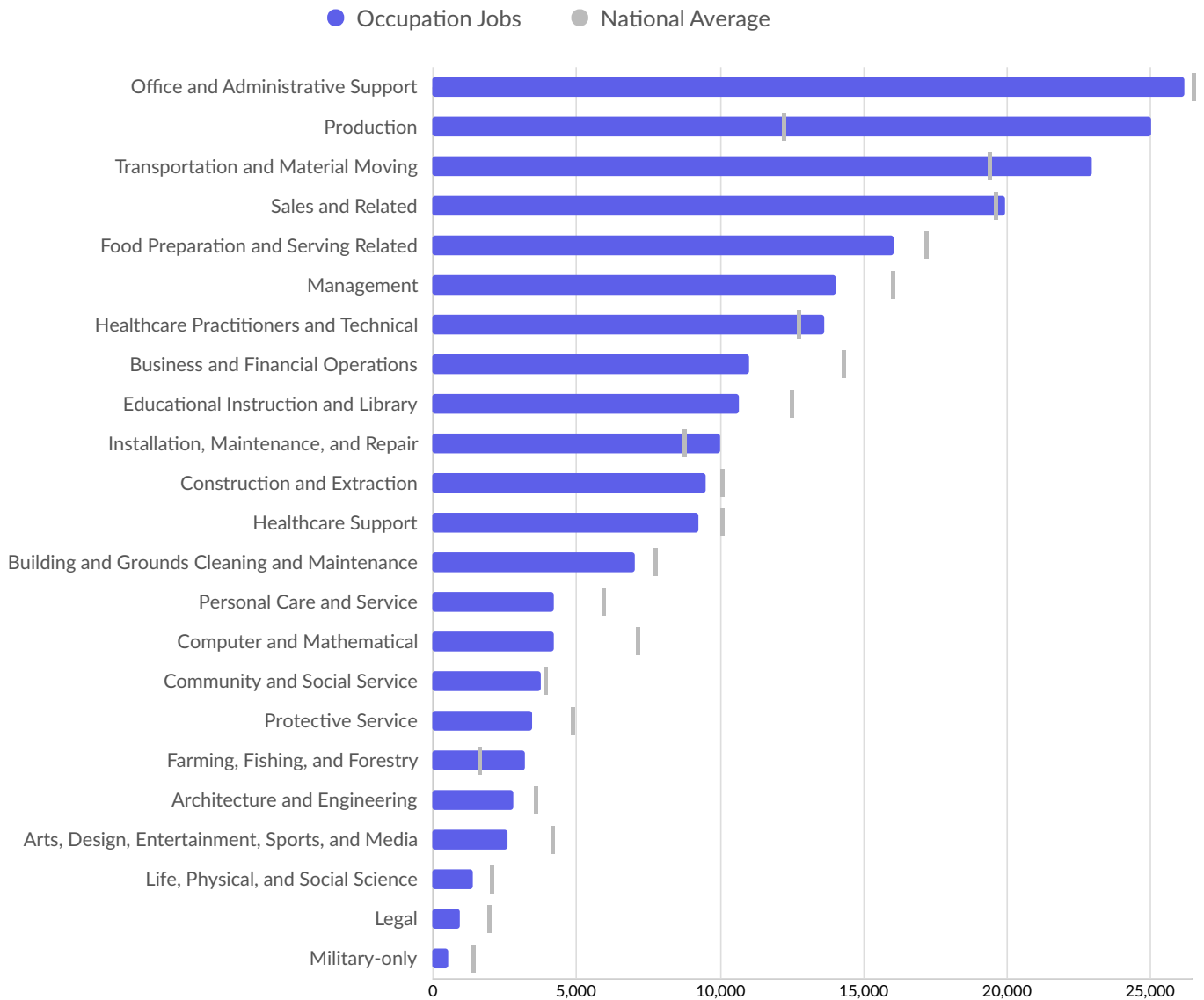


	Percentage	Business Count
● 1 to 4 employees	33.1%	6,138
● 5 to 9 employees	28.8%	5,352
● 10 to 19 employees	22.0%	4,094
● 20 to 49 employees	11.8%	2,198
● 50 to 99 employees	2.5%	461
● 100 to 249 employees	1.2%	230
● 250 to 499 employees	0.4%	67
● 500+ employees	0.2%	31

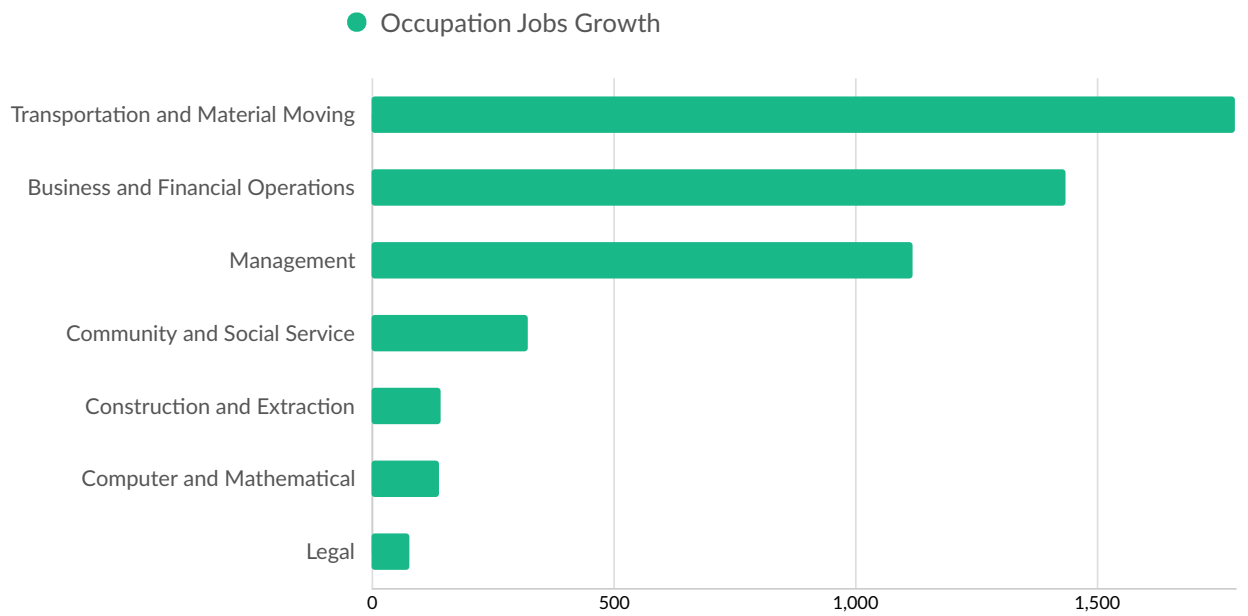
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations

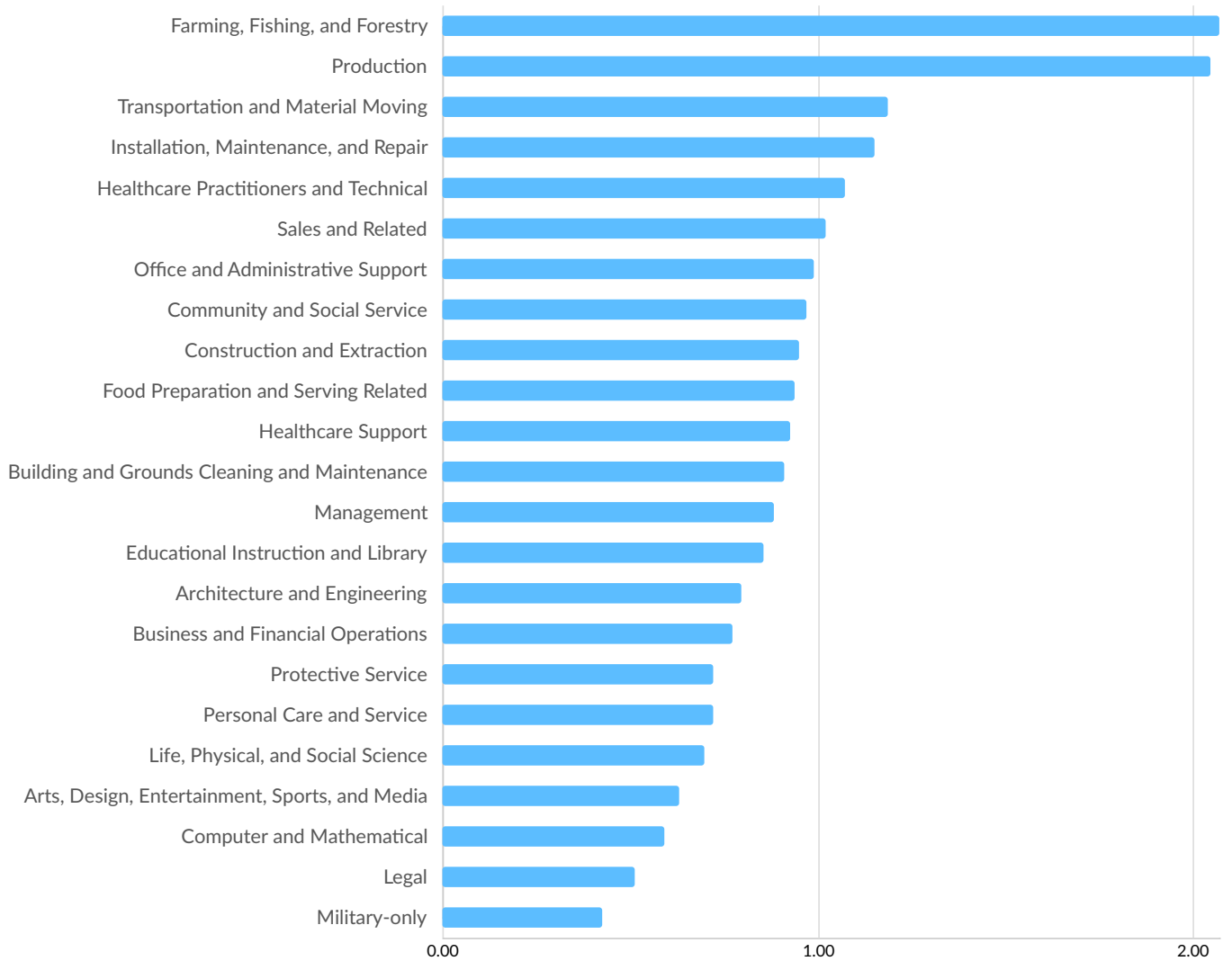


Top Growing Occupations

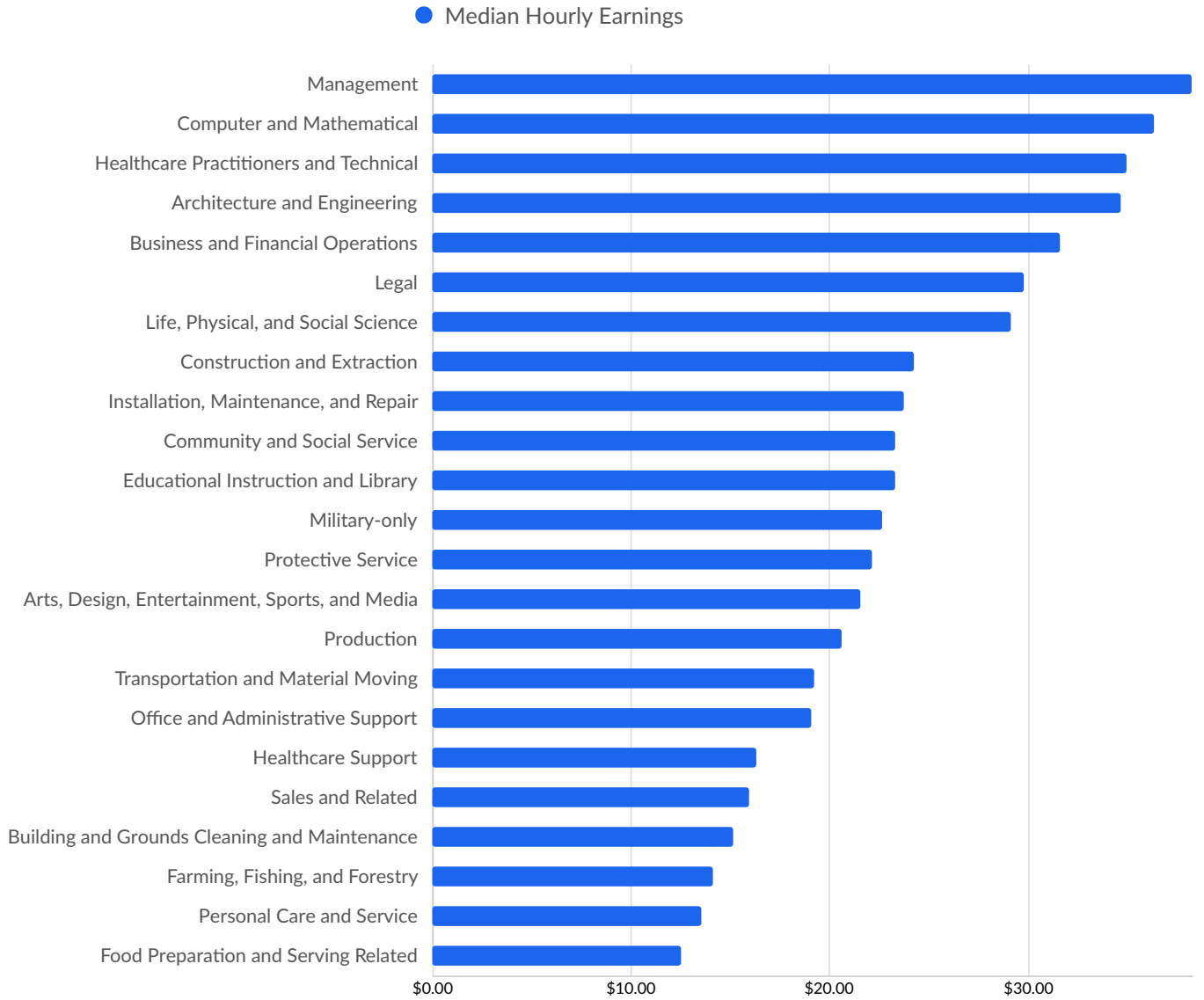


Top Occupation Employment Concentration

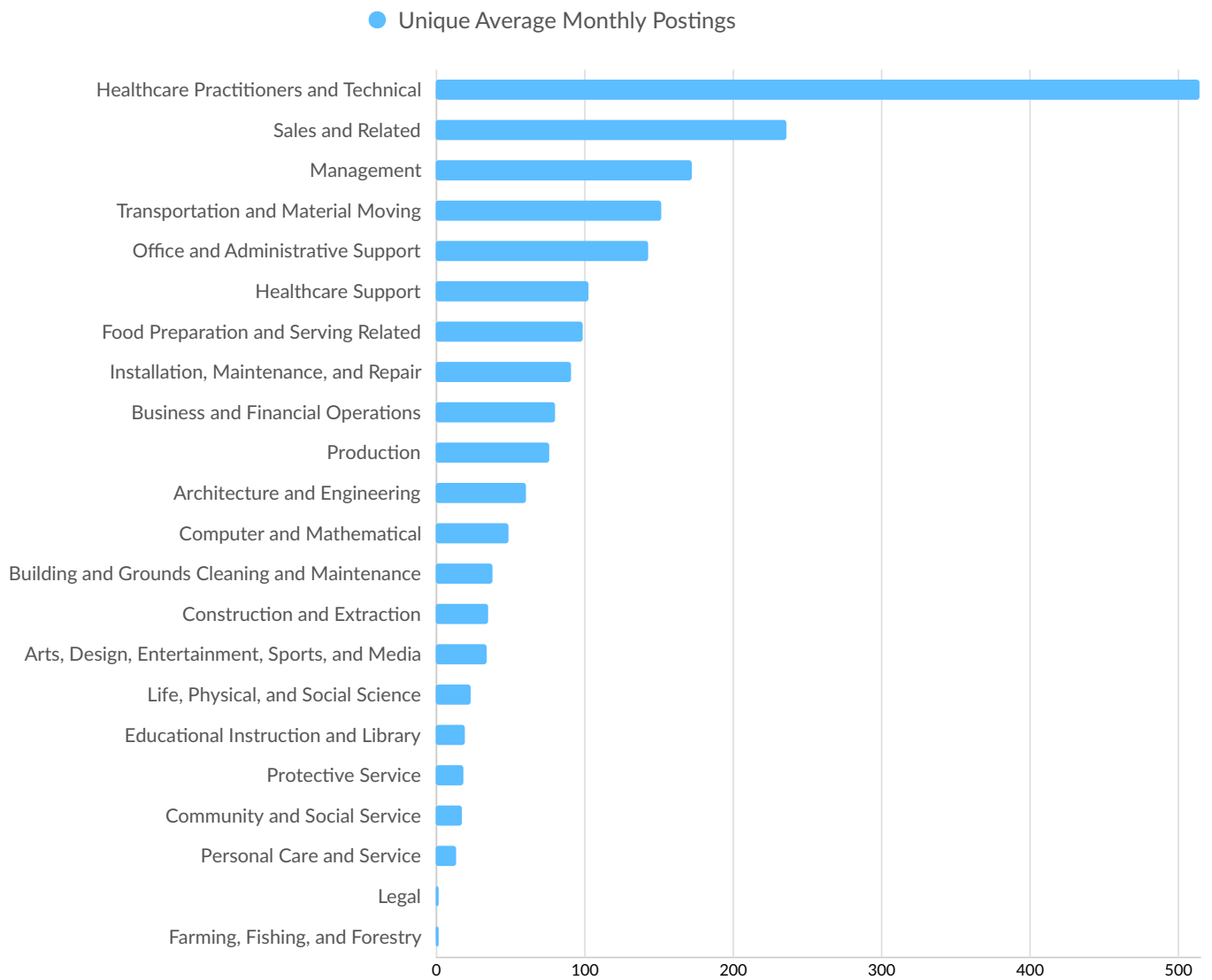
● Occupation Employment Concentration



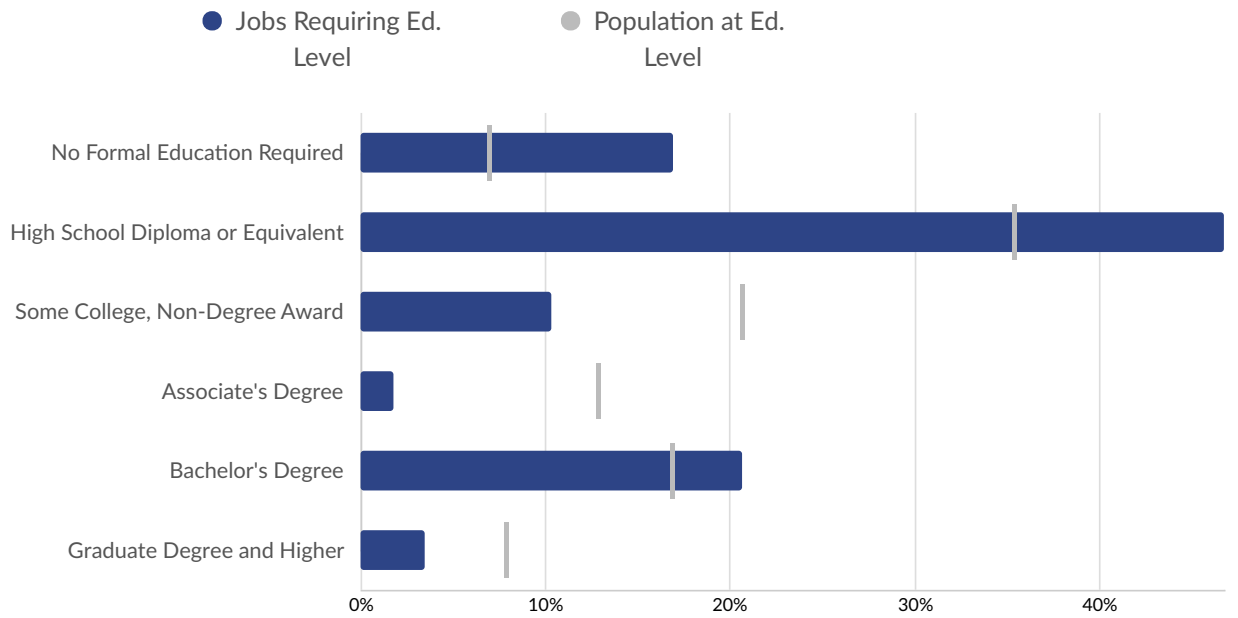
Top Occupation Earnings



Top Posted Occupations

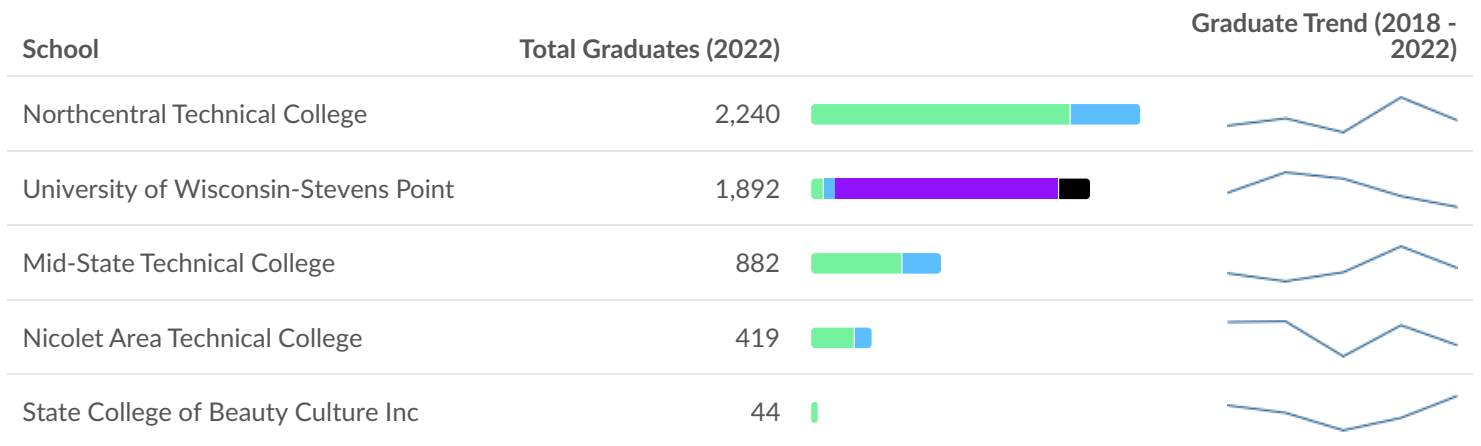


Underemployment



Educational Pipeline

In 2022, there were 5,477 graduates in NCWRPC. This pipeline has shrunk by 4% 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 "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate).



In-Demand Skills

