



NCWRPC

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
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

453,889

Population (2023)

Population grew by **14,296** over the last 5 years and is projected to grow by **14,267** over the next 5 years.

224,196

Total Regional Employment

Jobs decreased by **4,512** over the last 5 years but are projected to grow by **2,452** over the next 5 years.

\$64.6K

Avg. Earnings Per Job (2023)

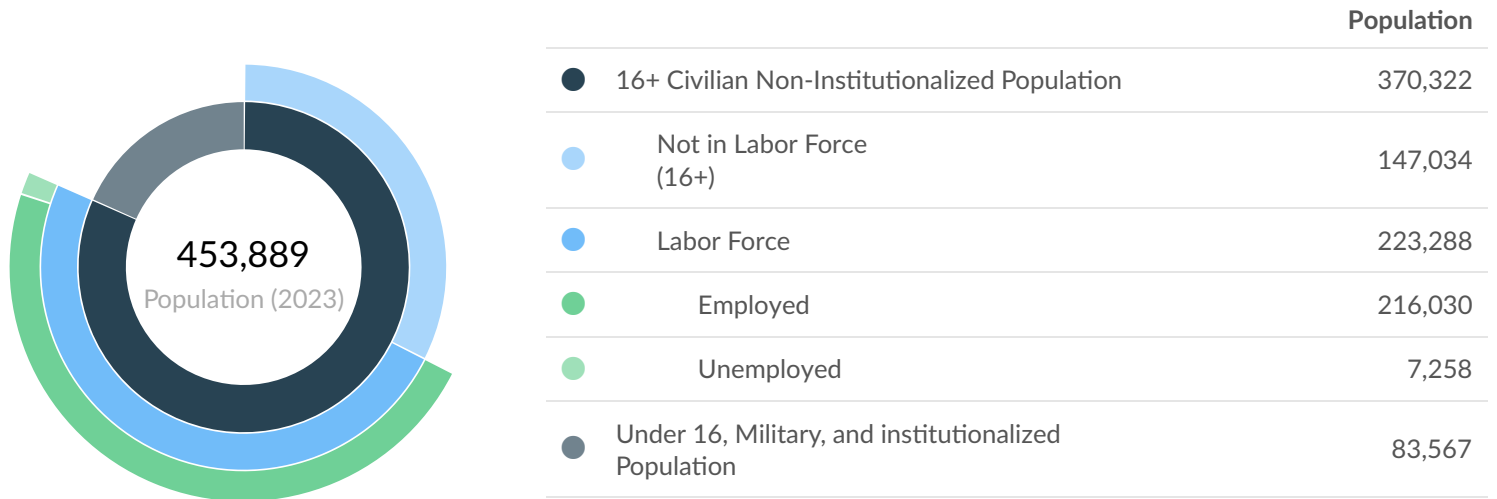
Regional average earnings per job are **\$18.0K below** the national average earnings of \$82.5K per job.

Takeaways

- As of 2023 the region's population **increased by 3.3%** since 2018, growing by 14,296. Population is expected to **increase by 3.1%** between 2023 and 2028, adding 14,267.
- From 2018 to 2023, jobs **declined by 2.0%** in NCWRPC from 228,708 to **224,196**. This change **fell short of the national growth rate of 3.6% by 5.6%**. As the number of jobs declined, the **labor force participation rate decreased from 63.8% to 60.3% between 2018 and 2023**.
- Concerning educational attainment, **17.0% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **13.0% hold an Associate's Degree** (4.1% above the national average).
- The top three industries in 2023 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

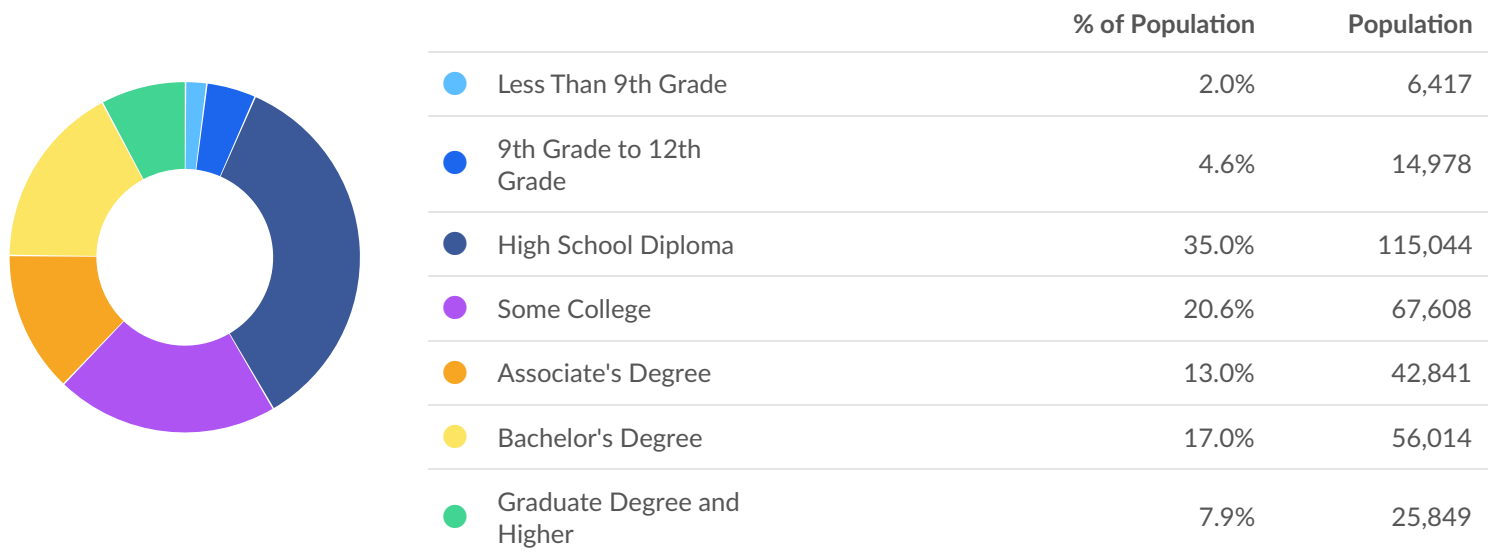
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	453,889	223,288	224,196	99.4	\$25.72B	\$33.89B	\$32.19B
State	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

Sep 2023 Labor Force Breakdown



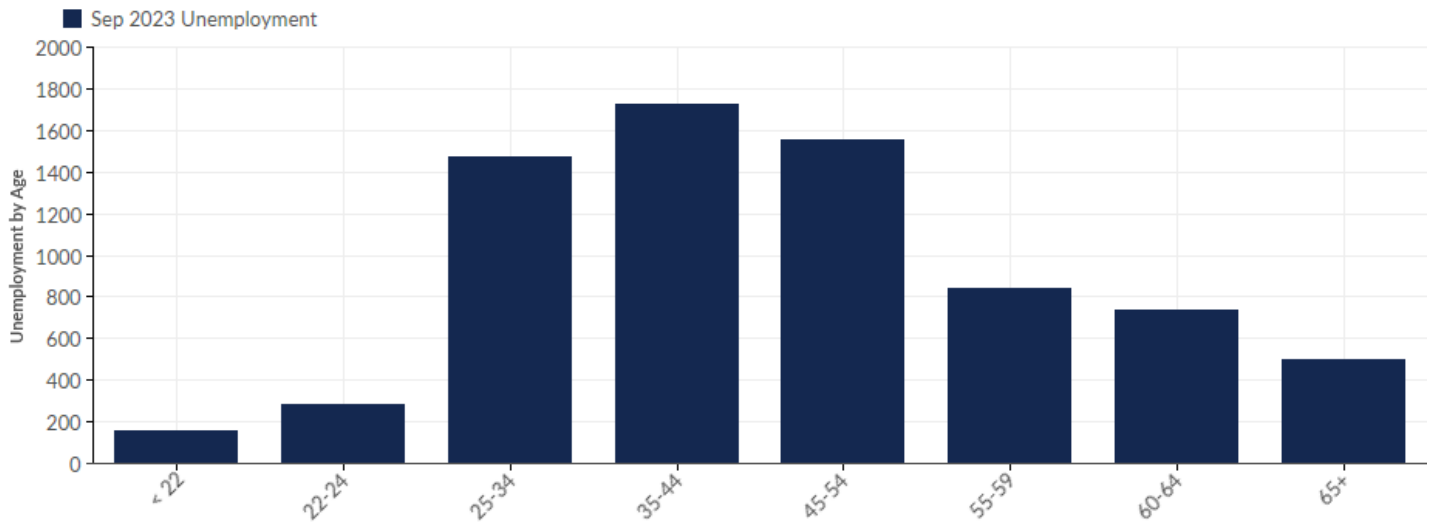
Educational Attainment

Concerning educational attainment, **17.0% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **13.0% hold an Associate's Degree** (4.1% above the national average).



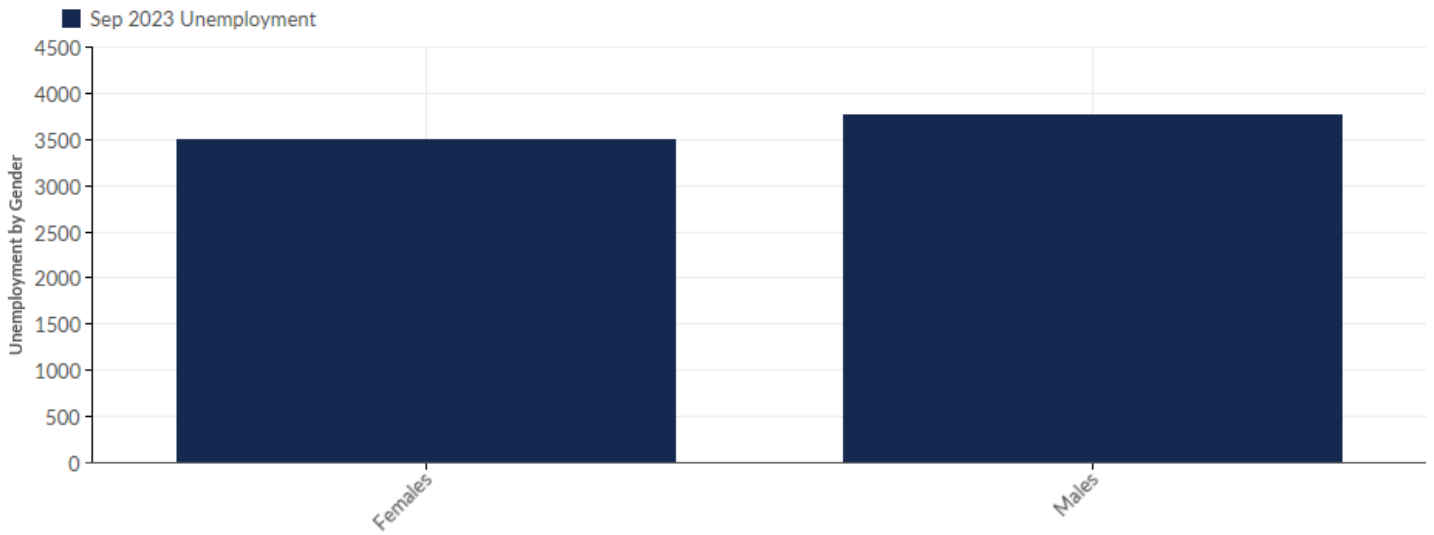
Unemployment by Demographics

Unemployment by Age



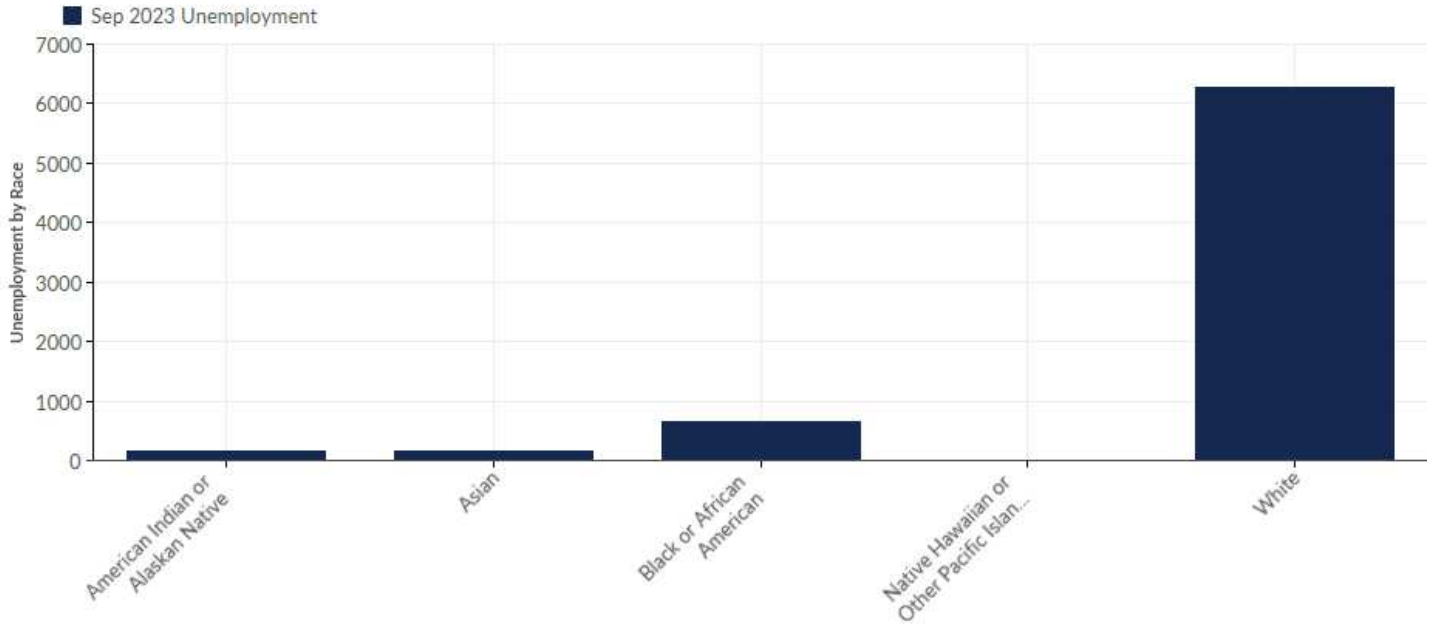
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	153	2.11%
22-24	284	3.91%
25-34	1,475	20.32%
35-44	1,725	23.77%
45-54	1,551	21.37%
55-59	838	11.55%
60-64	733	10.10%
65+	498	6.86%
Total	7,258	100.00%

Unemployment by Gender



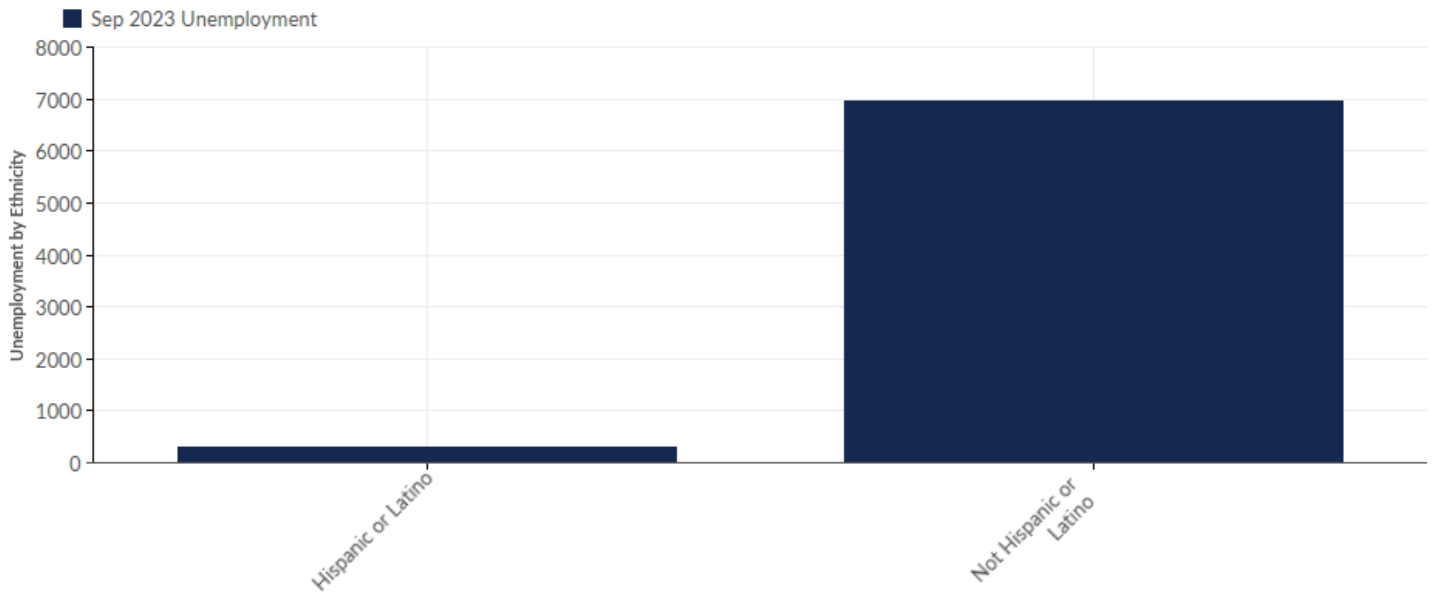
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	3,497	48.18%
Males	3,761	51.82%
Total	7,258	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	167	2.30%
Asian	160	2.20%
Black or African American	654	9.01%
Native Hawaiian or Other Pacific Islander	9	0.12%
White	6,267	86.35%
Total	7,258	100.00%

Unemployment by Ethnicity

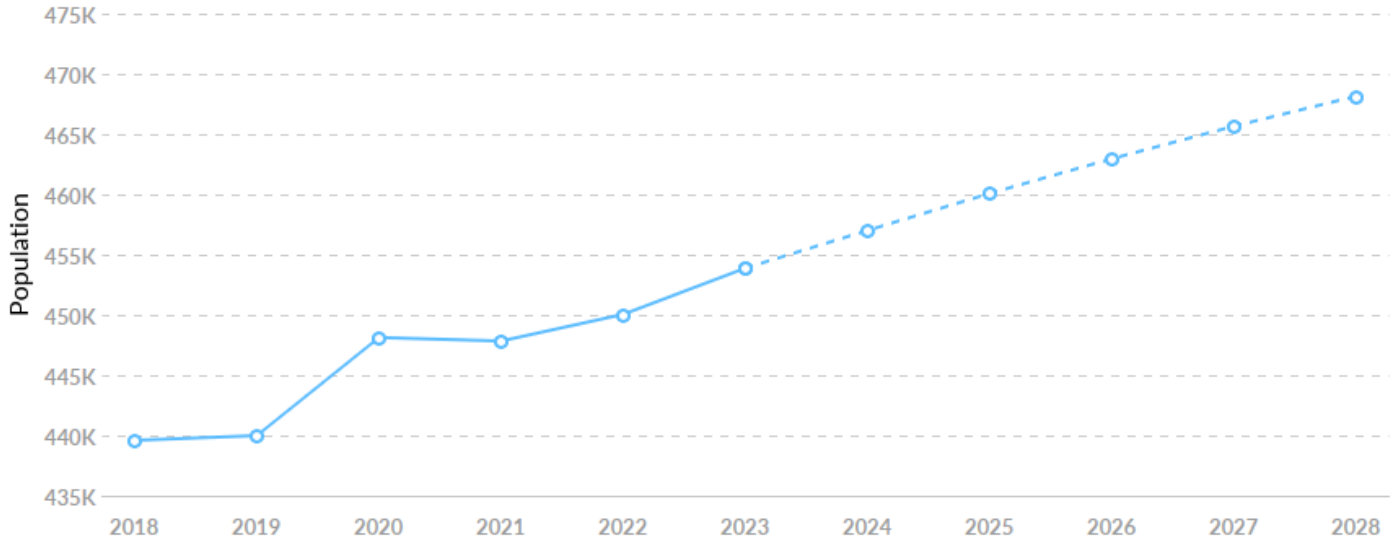


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	302	4.16%
Not Hispanic or Latino	6,956	95.84%
Total	7,258	100.00%

Historic & Projected Trends

Population Trends

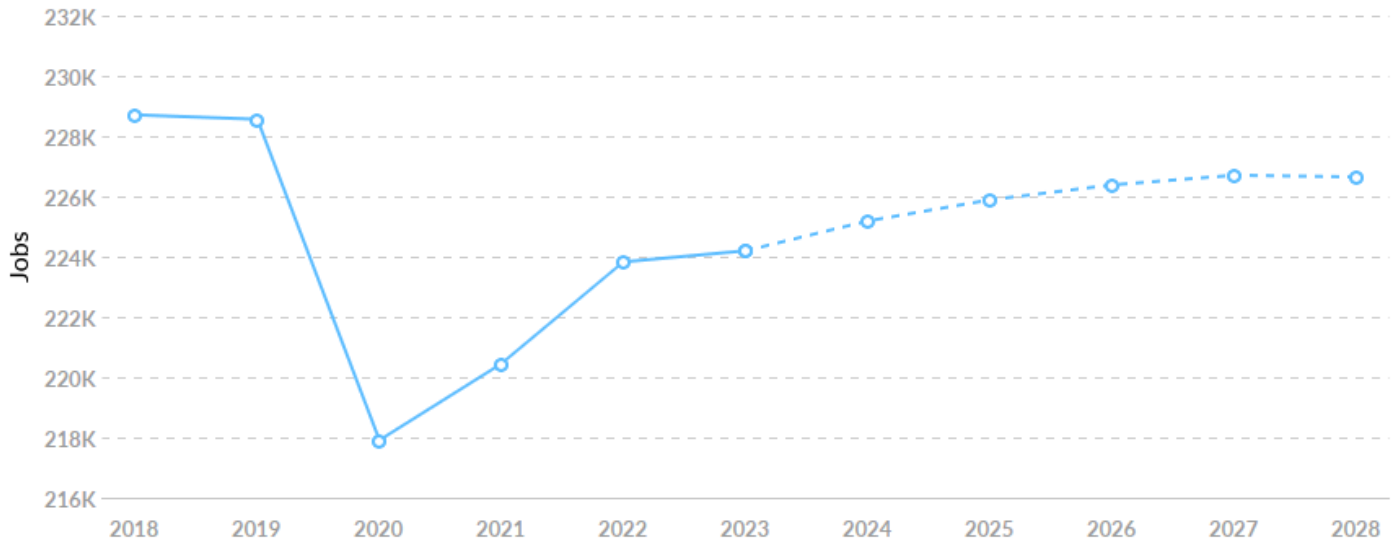
As of 2023 the region's population **increased by 3.3%** since 2018, growing by 14,296. Population is expected to **increase by 3.1%** between 2023 and 2028, adding 14,267.



Timeframe	Population
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
2028	468,156

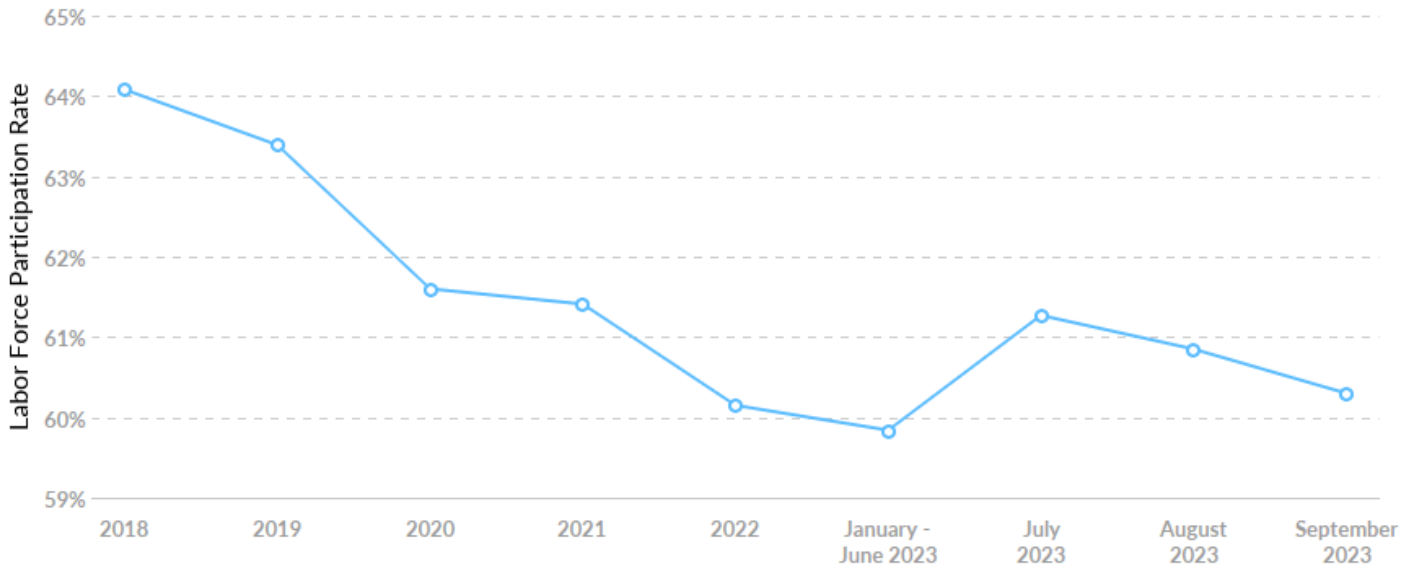
Job Trends

From 2018 to 2023, jobs declined by 2.0% in NCWRPC from 228,708 to 224,196. This change fell short of the national growth rate of 3.6% by 5.6%.



Timeframe	Jobs
2018	228,708
2019	228,562
2020	217,902
2021	220,445
2022	223,827
2023	224,196
2024	225,185
2025	225,886
2026	226,382
2027	226,703
2028	226,648

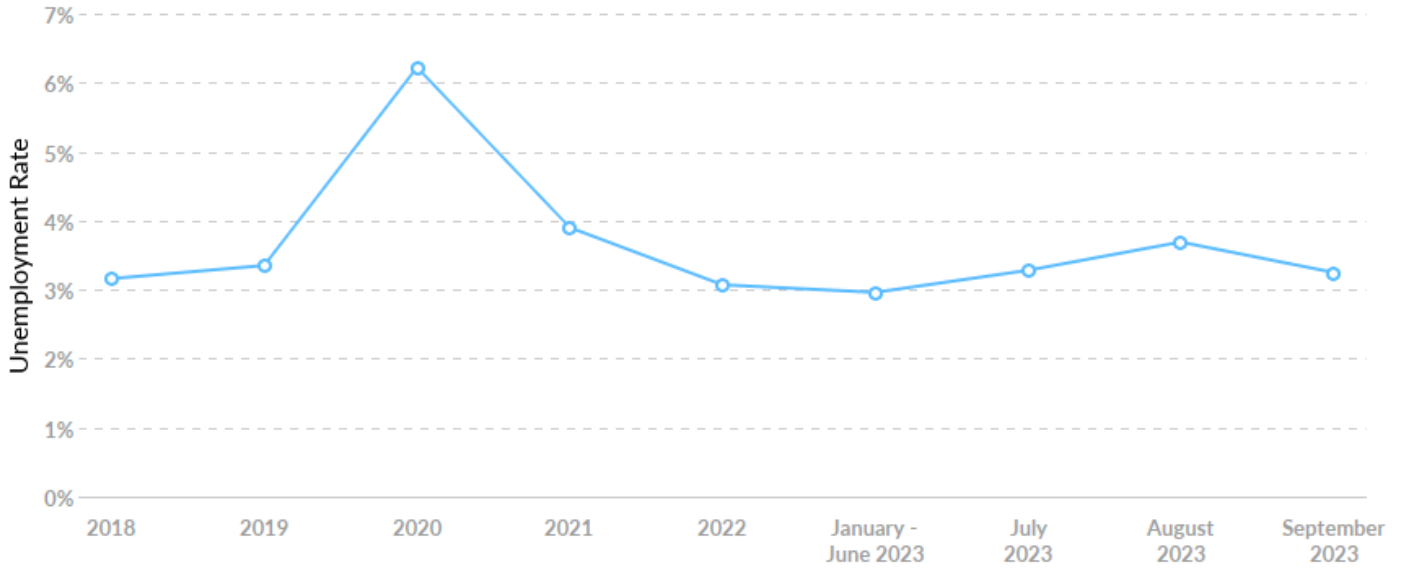
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	64.08%
2019	63.39%
2020	61.60%
2021	61.41%
2022	60.15%
January - June 2023	59.84%
July 2023	61.27%
August 2023	60.85%
September 2023	60.30%

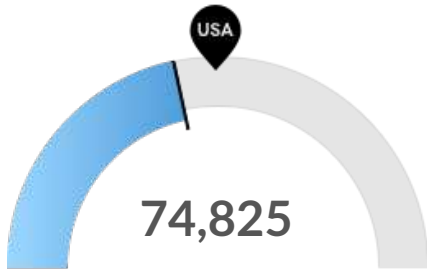
Unemployment Rate Trends

Your areas had a September 2023 unemployment rate of 3.25%, **increasing from 3.16%** 5 years before.



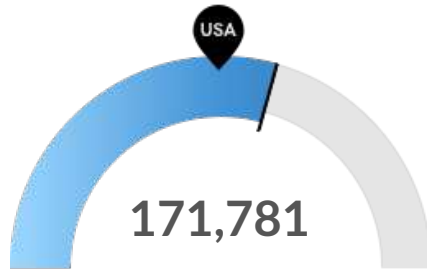
Timeframe	Unemployment Rate
2018	3.16%
2019	3.35%
2020	6.22%
2021	3.90%
2022	3.07%
January - June 2023	2.96%
July 2023	3.28%
August 2023	3.69%
September 2023	3.25%

Population Characteristics



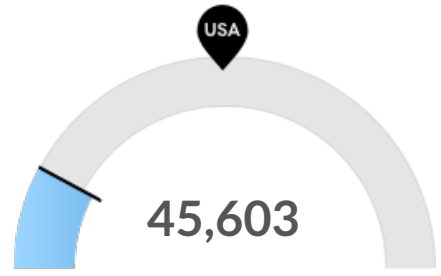
Millennials

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



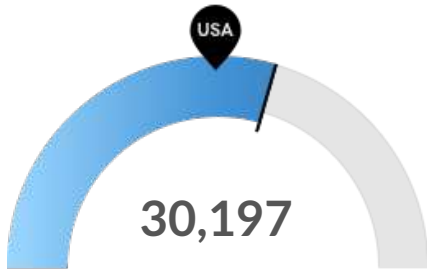
Retiring Soon

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.



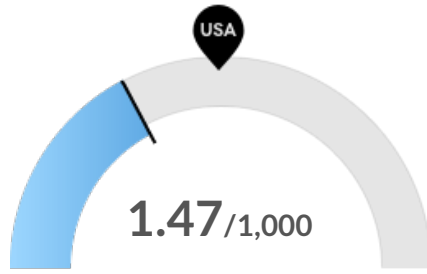
Racial Diversity

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.



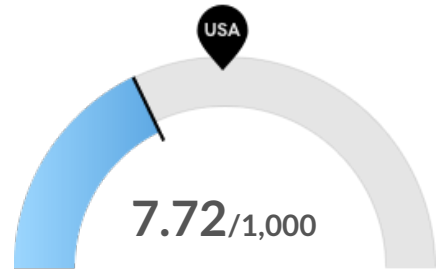
Veterans

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



Violent Crime

Your area has 1.47 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

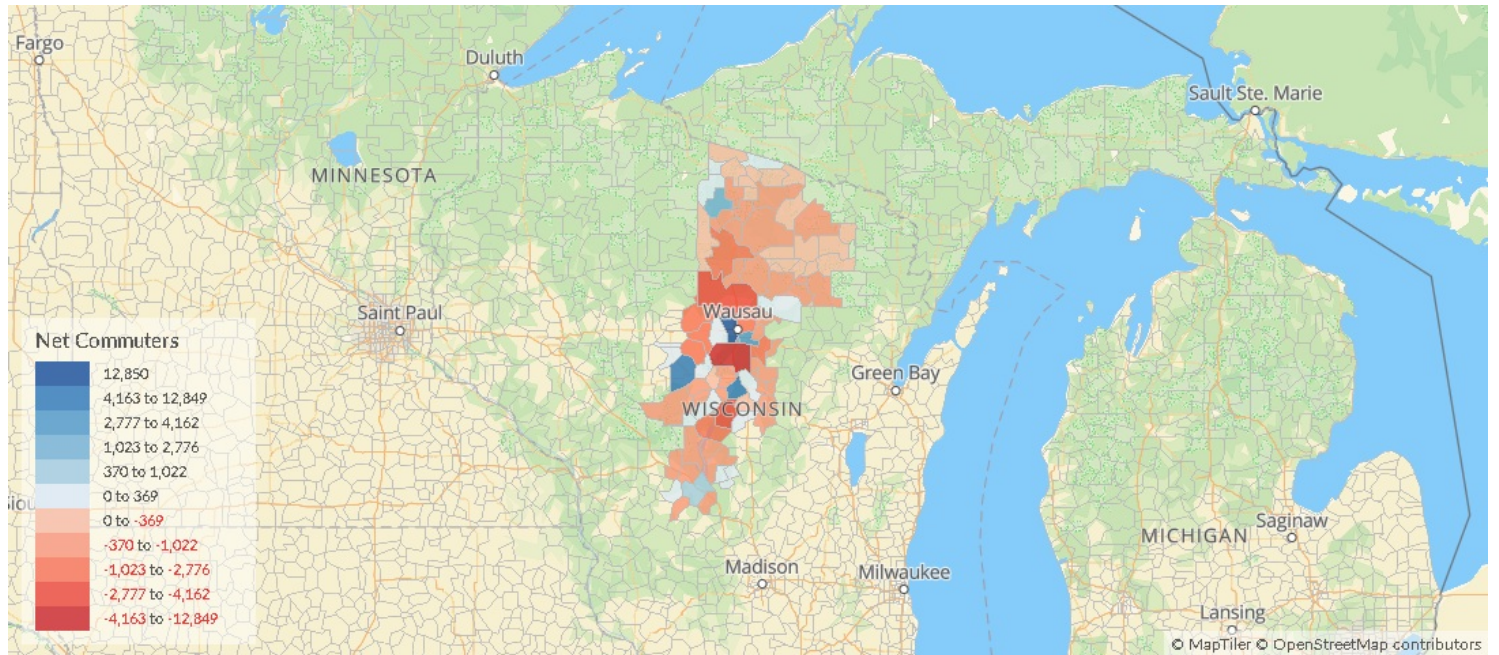


Property Crime

Your area has 7.72 property crimes per 1,000 people. The national rate is 12.12 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	2023 Employment
54401	Wausau, WI (in Maratho...	29,517
54481	Stevens Point, WI (in Po...	18,282
54449	Marshfield, WI (in Woo...	17,606
54476	Schofield, WI (in Marath...	14,149
54494	Wisconsin Rapids, WI (i...	11,301

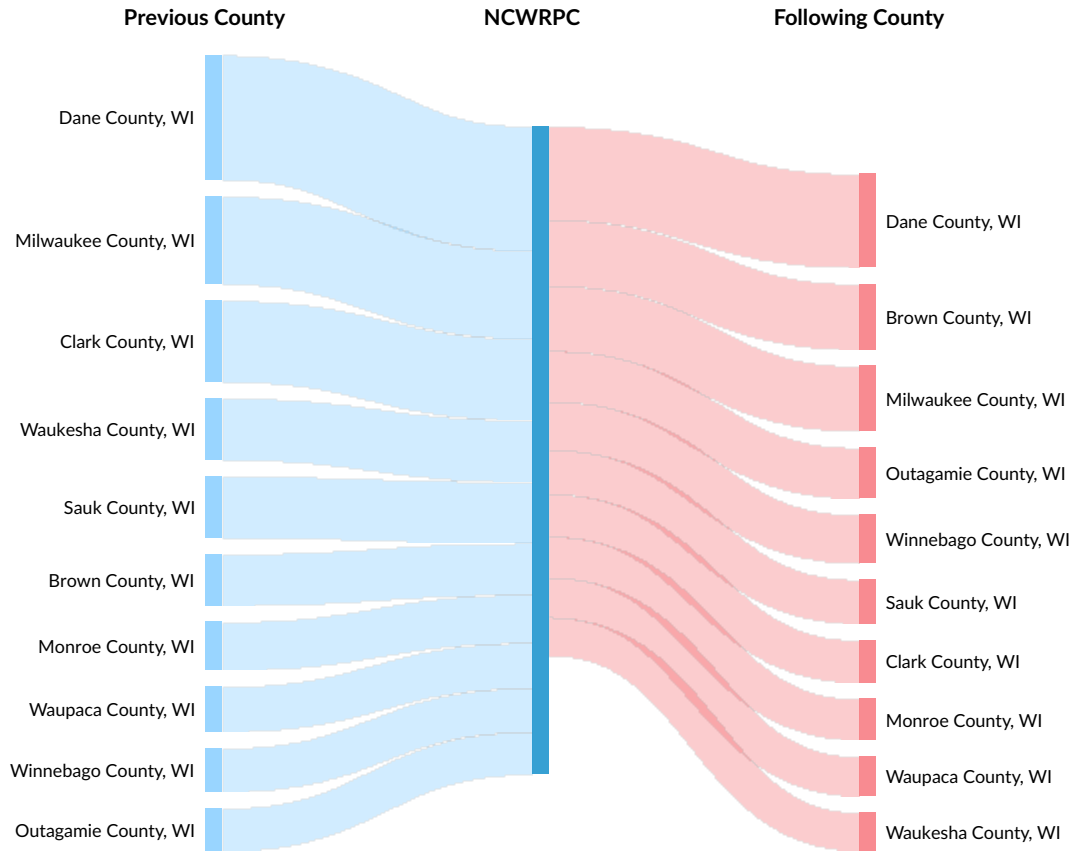
Where Talent Lives

ZIP	Name	2023 Workers
54401	Wausau, WI (in Maratho...	16,667
54481	Stevens Point, WI (in Po...	14,119
54494	Wisconsin Rapids, WI (i...	14,078
54449	Marshfield, WI (in Woo...	13,037
54403	Wausau, WI (in Maratho...	12,480

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 2021, **861** people have migrated from Dane County, WI to NCWRPC. In the same year, **647** people left NCWRPC migrating to Dane County, WI. The total Net Migration for NCWRPC in 2021 was **2,794**.

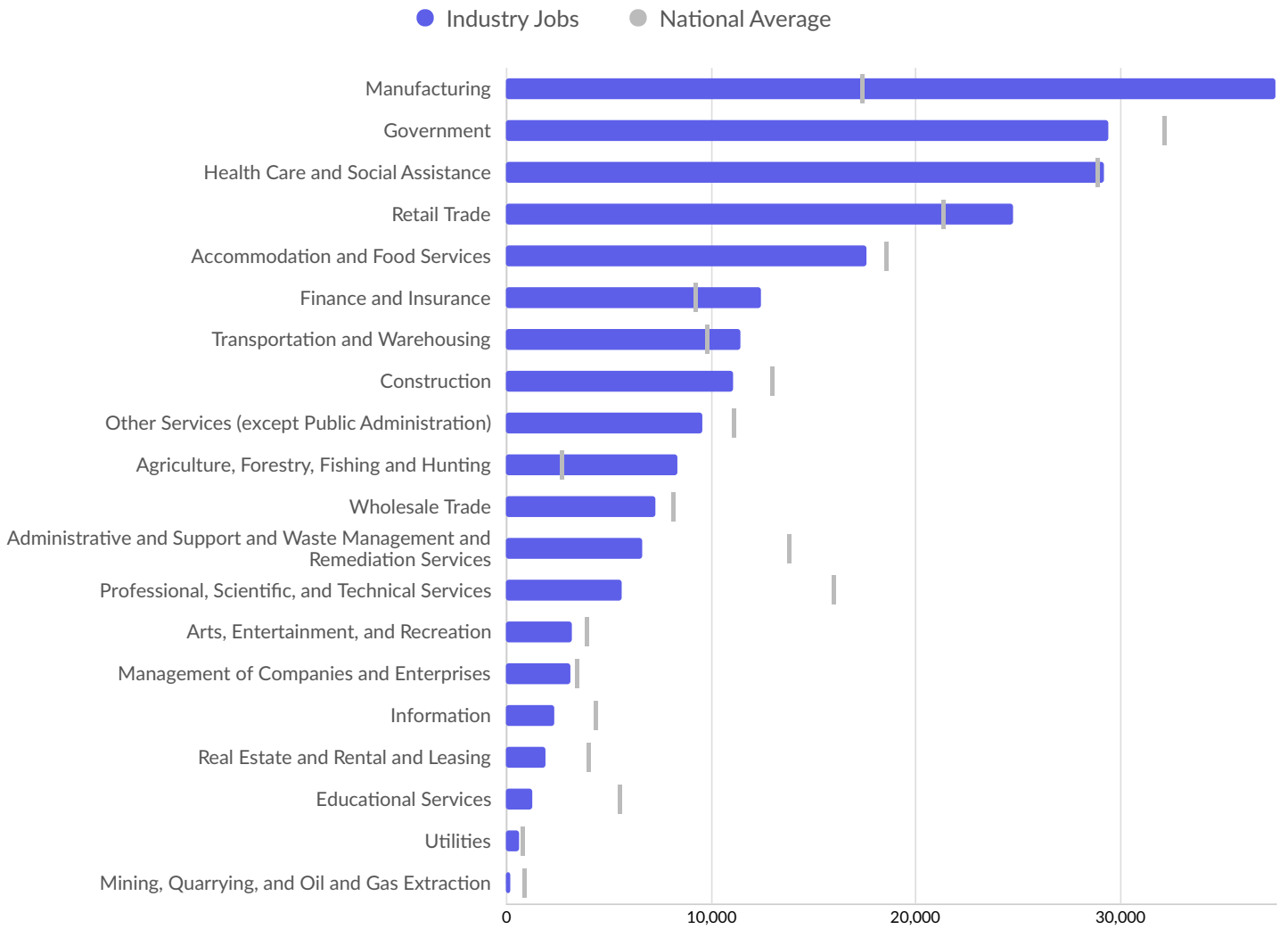


Top Previous Counties	Migrations
Dane County, WI	861
Milwaukee County, WI	608
Clark County, WI	563
Waukesha County, WI	427
Sauk County, WI	423
Brown County, WI	356

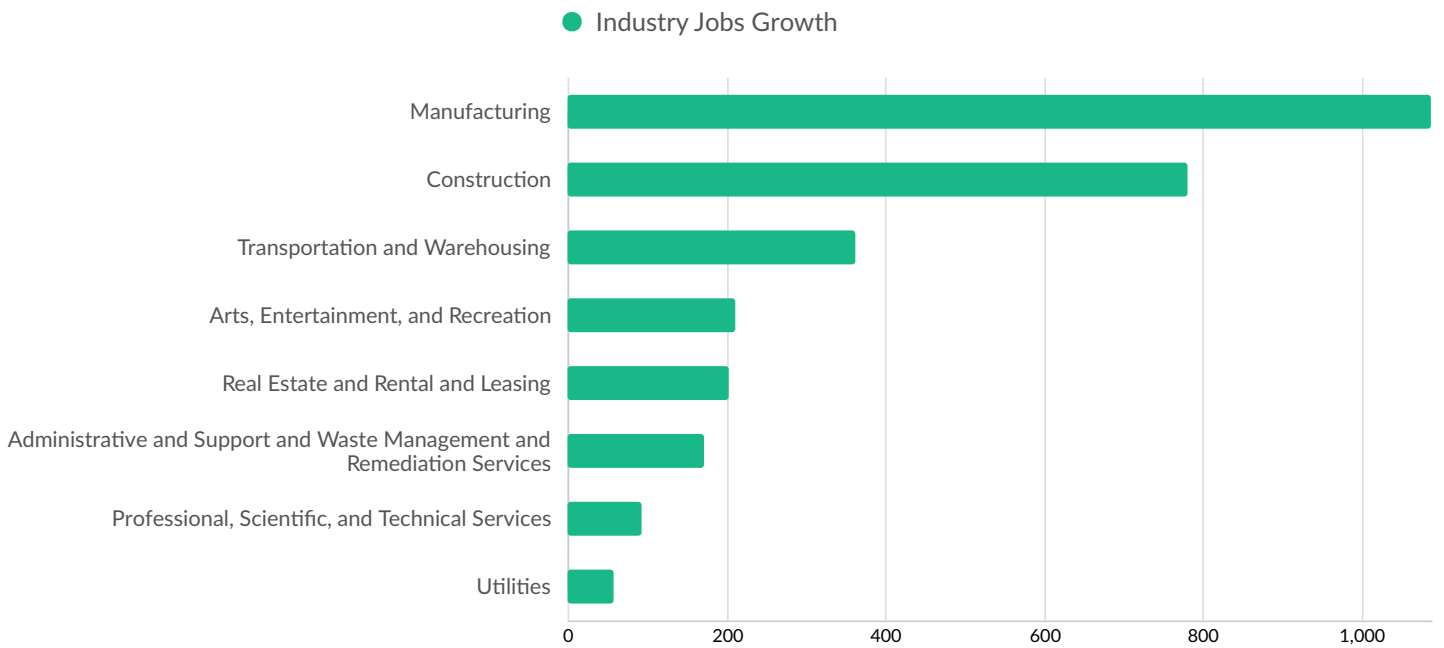
Top Previous Counties	Migrations
Monroe County, WI	333
Waupaca County, WI	312
Winnebago County, WI	302
Outagamie County, WI	294
Cook County, IL	279
Shawano County, WI	263
Waushara County, WI	244
Columbia County, WI	244
Rock County, WI	234
Top Following Counties	Migrations
Dane County, WI	647
Brown County, WI	455
Milwaukee County, WI	450
Outagamie County, WI	351
Winnebago County, WI	334
Sauk County, WI	305
Clark County, WI	293
Monroe County, WI	284
Waupaca County, WI	274
Waukesha County, WI	265
Columbia County, WI	249
Shawano County, WI	240
Eau Claire County, WI	234
La Crosse County, WI	233
Racine County, WI	183

Industry Characteristics

Largest Industries



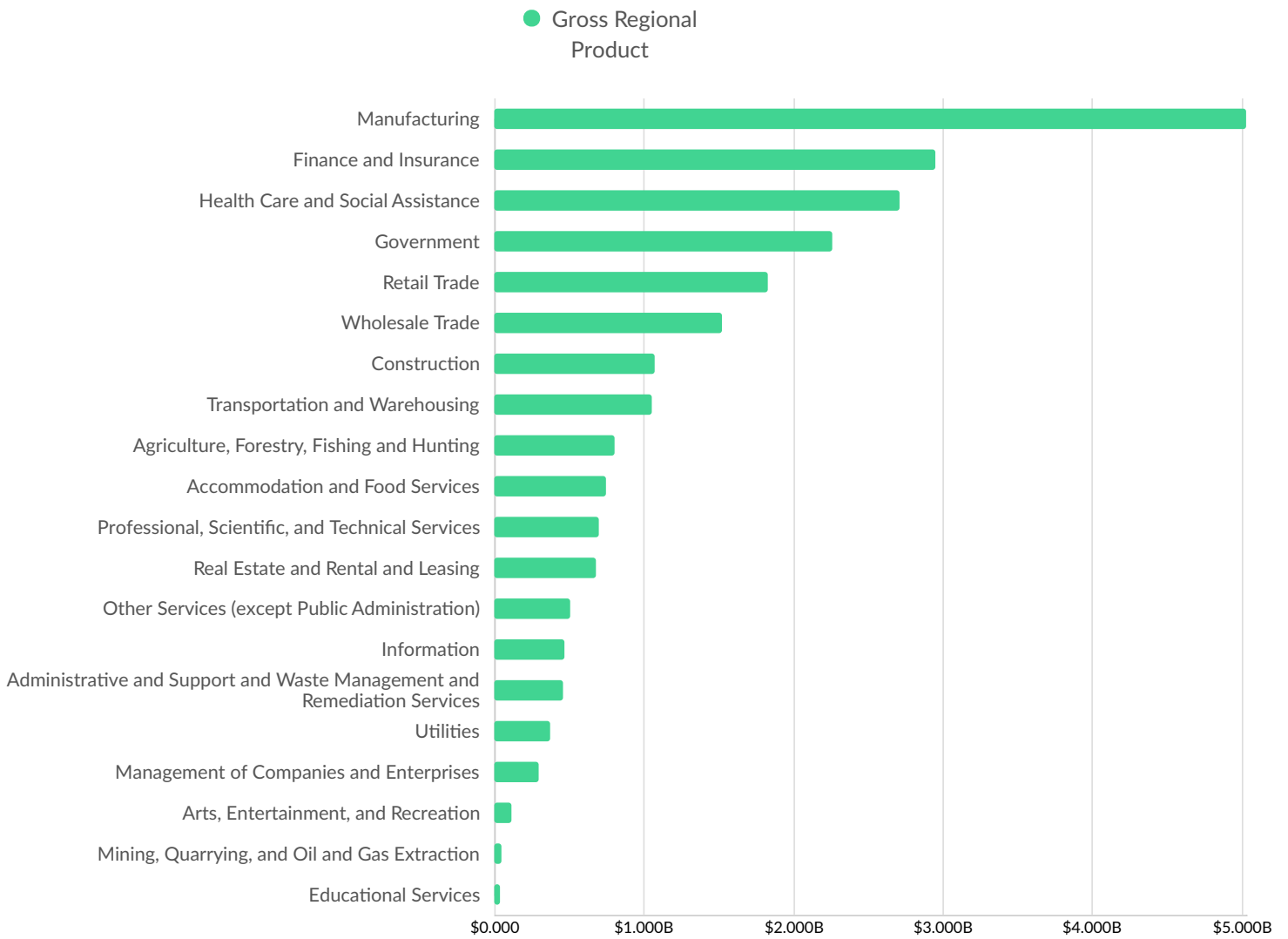
Top Growing Industries



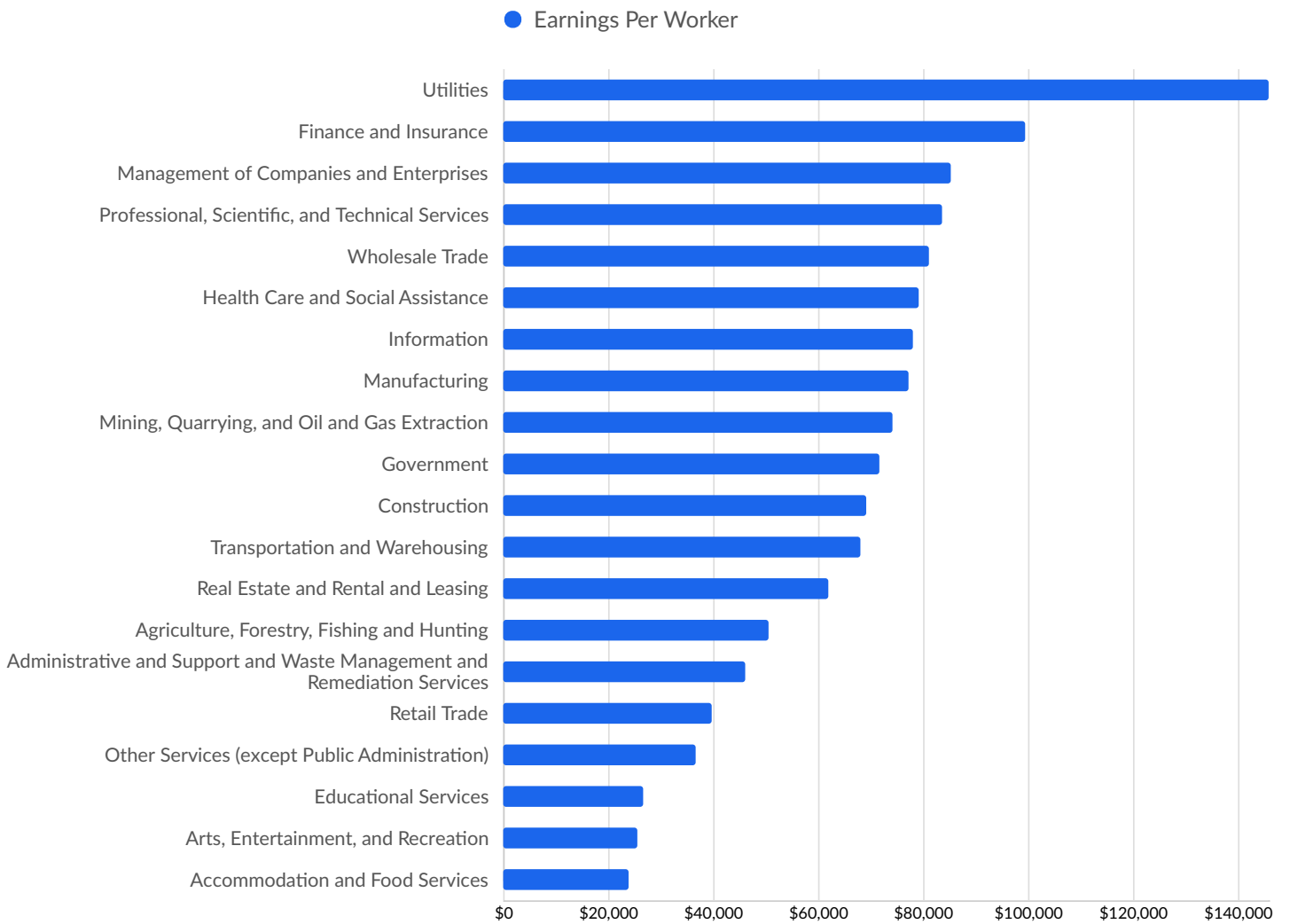
Top Industry Employment Concentration



Top Industry GRP






















Top Industry Earnings



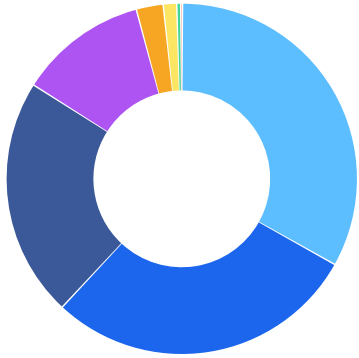
Business Characteristics

27,171 Companies Employ Your Workers

Online profiles for your workers mention 27,171 companies as employers, with the top 10 appearing below. In the last 12 months, 2,126 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,685 	Aspirus	1,846 
University of Wisconsin System	1,979 	Marshfield Clinic	995 
Aspirus	1,755 	Beaver Dam Community Hospit...	611 
Ministry Health Care	814 	Sentry Insurance	382 
Greenheck	690 	Kwik Trip	310 
Walmart	626 	Festival Foods	291 
State of Wisconsin	617 	Walgreens Boots Alliance	281 
Church Mutual Insurance Comp...	543 	CareInHomes	263 
Northcentral Technical College	527 	Walmart	252 
Liberty Mutual	465 	ABR Employment Services	247 

Business Size

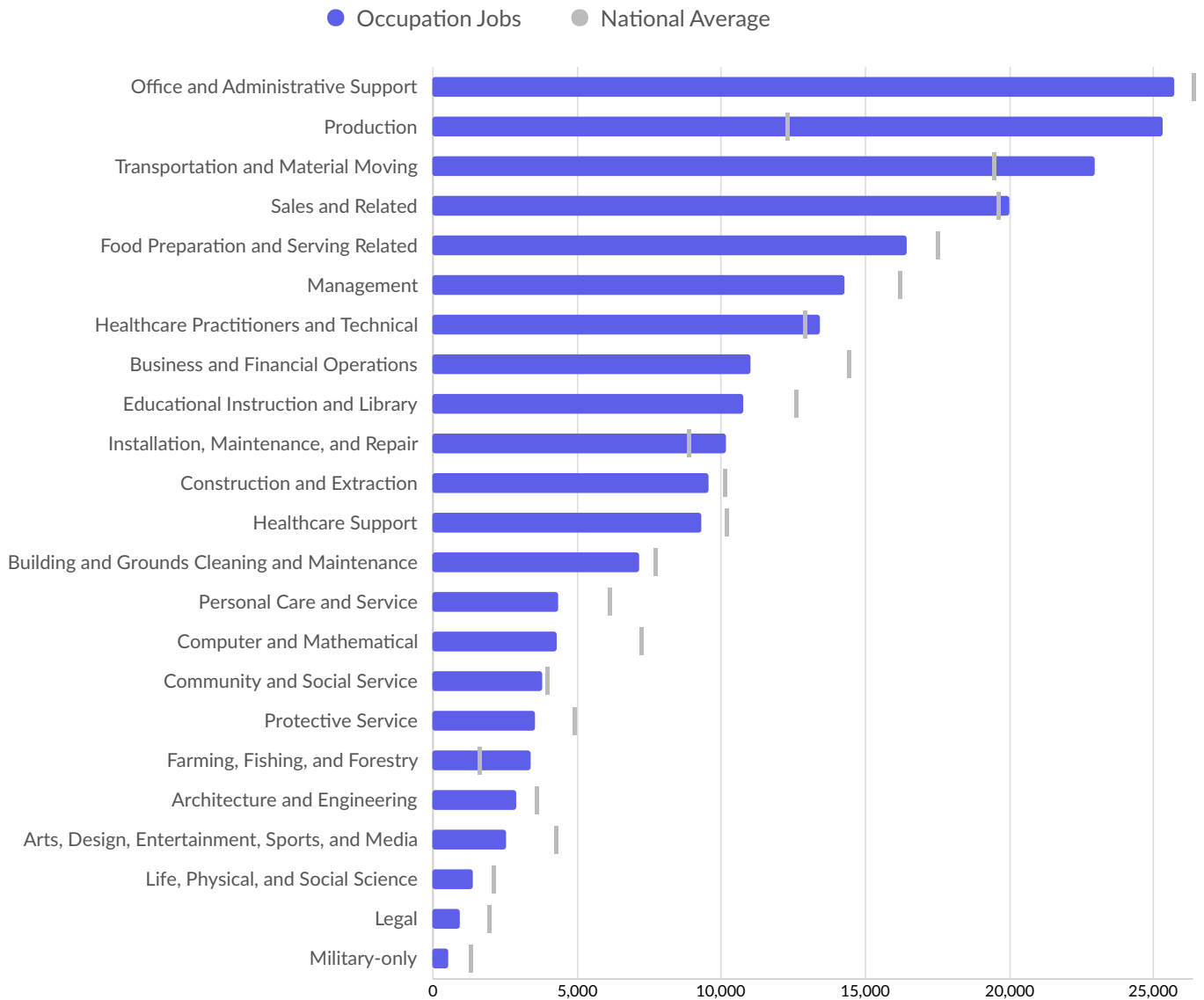


	Percentage	Business Count
● 1 to 4 employees	33.1%	6,138
● 5 to 9 employees	28.8%	5,352
● 10 to 19 employees	22.0%	4,094
● 20 to 49 employees	11.8%	2,198
● 50 to 99 employees	2.5%	461
● 100 to 249 employees	1.2%	230
● 250 to 499 employees	0.4%	67
● 500+ employees	0.2%	31

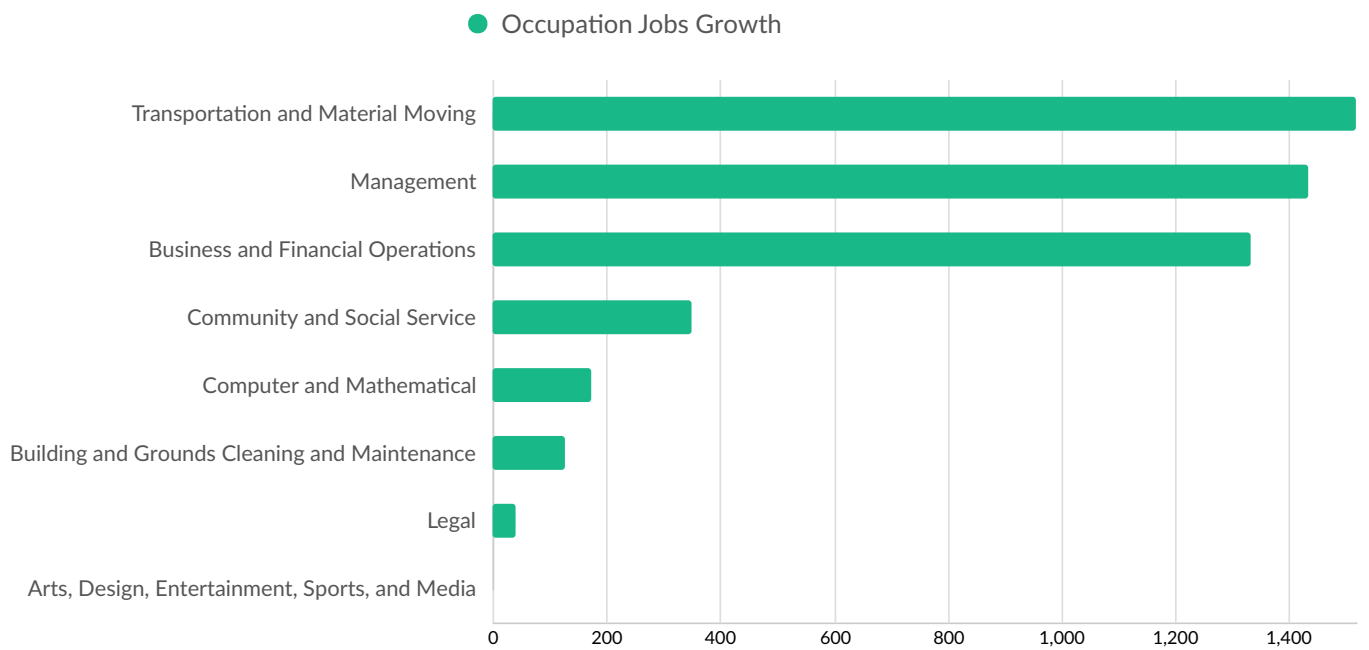
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

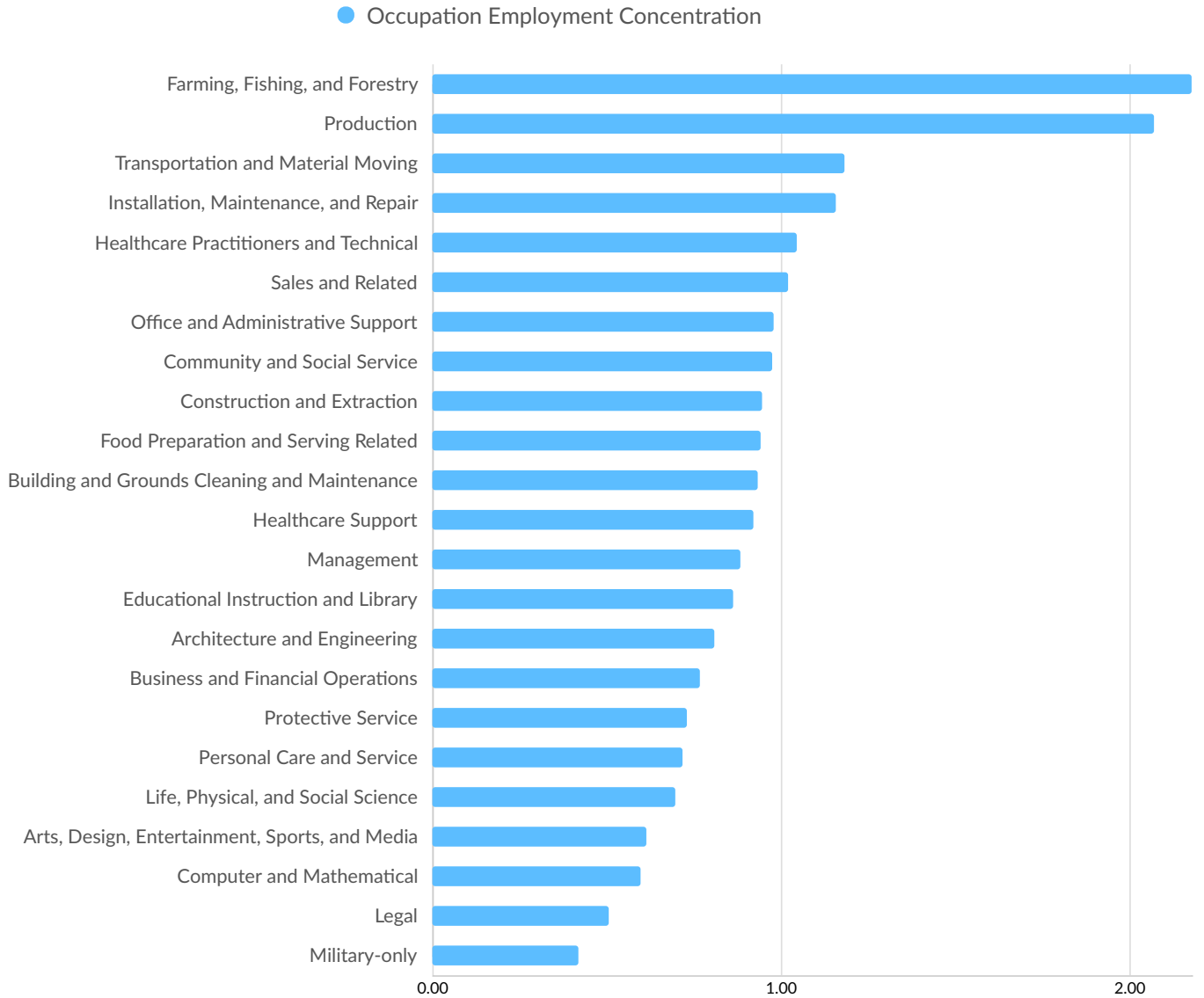
Largest Occupations



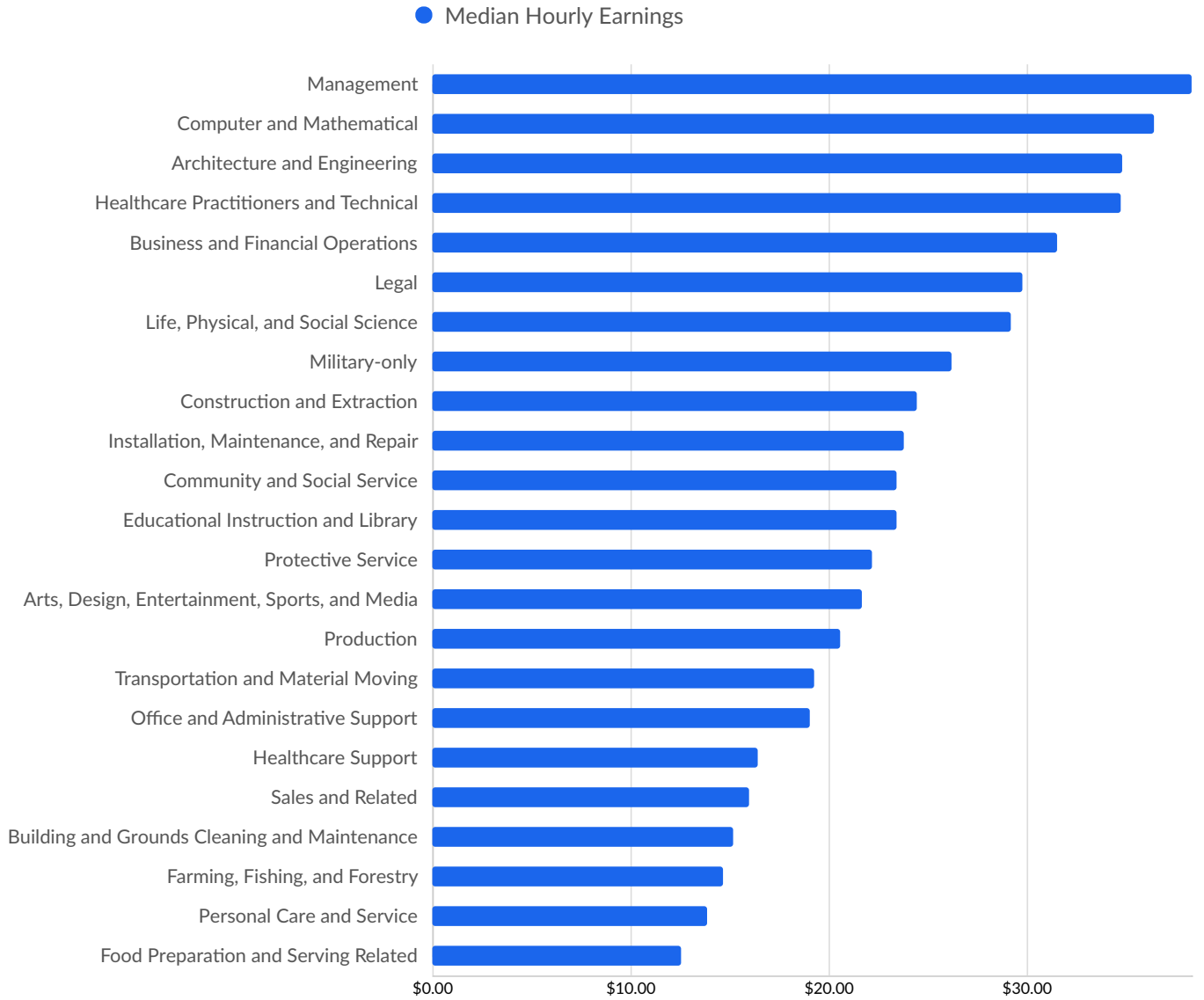
Top Growing Occupations



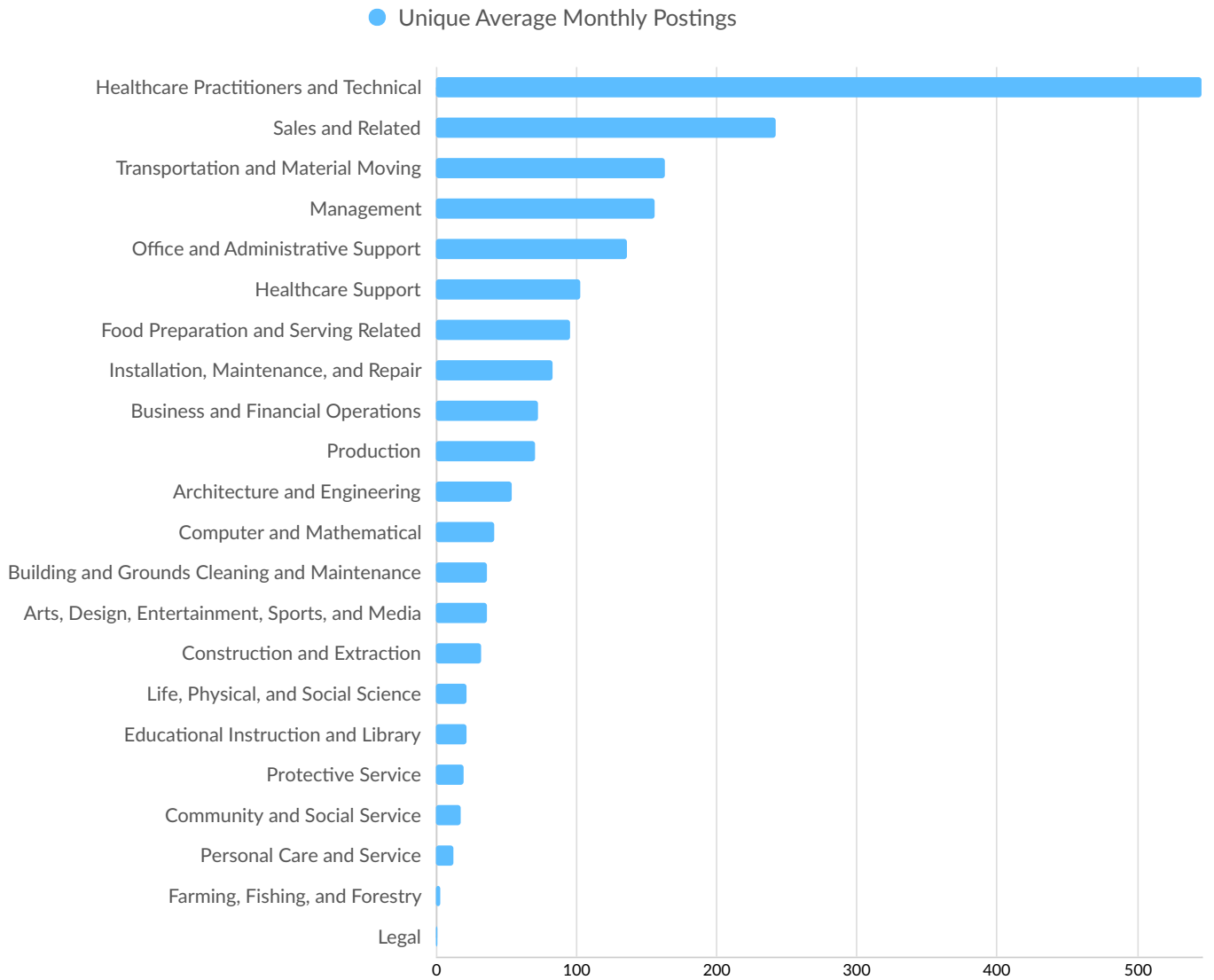
Top Occupation Employment Concentration



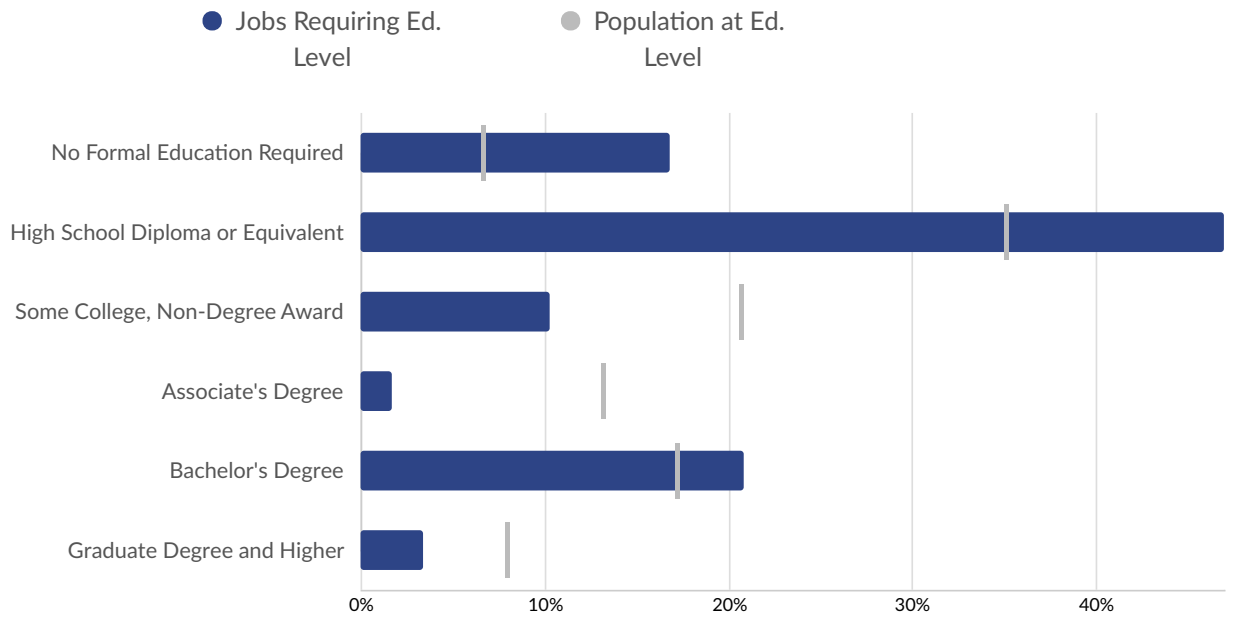
Top Occupation Earnings



Top Posted Occupations

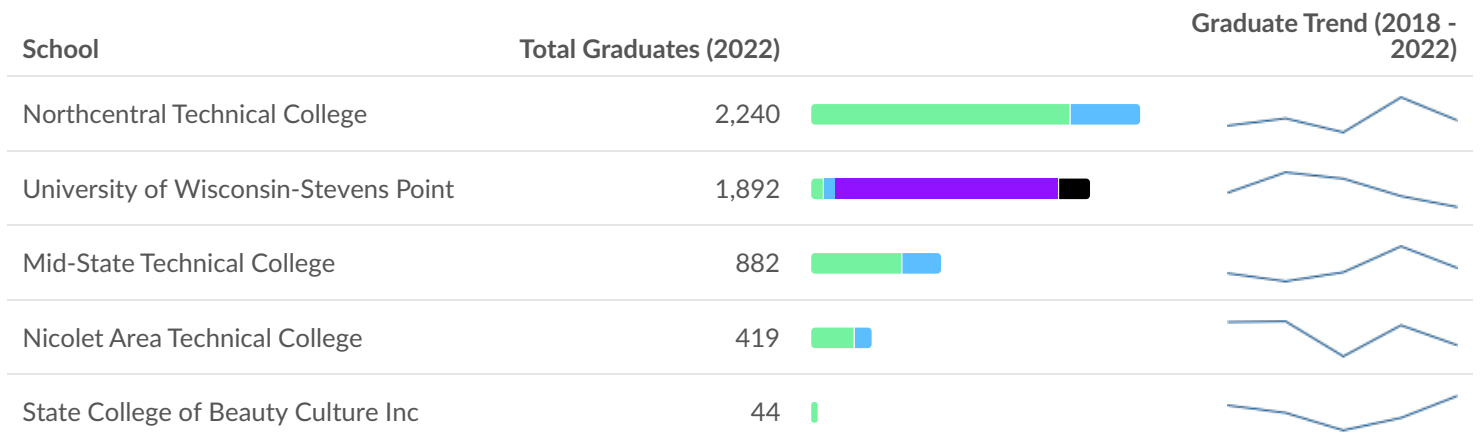


Underemployment



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

