



# 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

**453,889**

**Population (2023)**

Population grew by **14,296** over the last 5 years and is projected to grow by **14,270** over the next 5 years.

**224,170**

**Total Regional Employment**

Jobs decreased by **4,538** over the last 5 years but are projected to grow by **2,508** over the next 5 years.

**\$64.4K**

**Avg. Earnings Per Job (2023)**

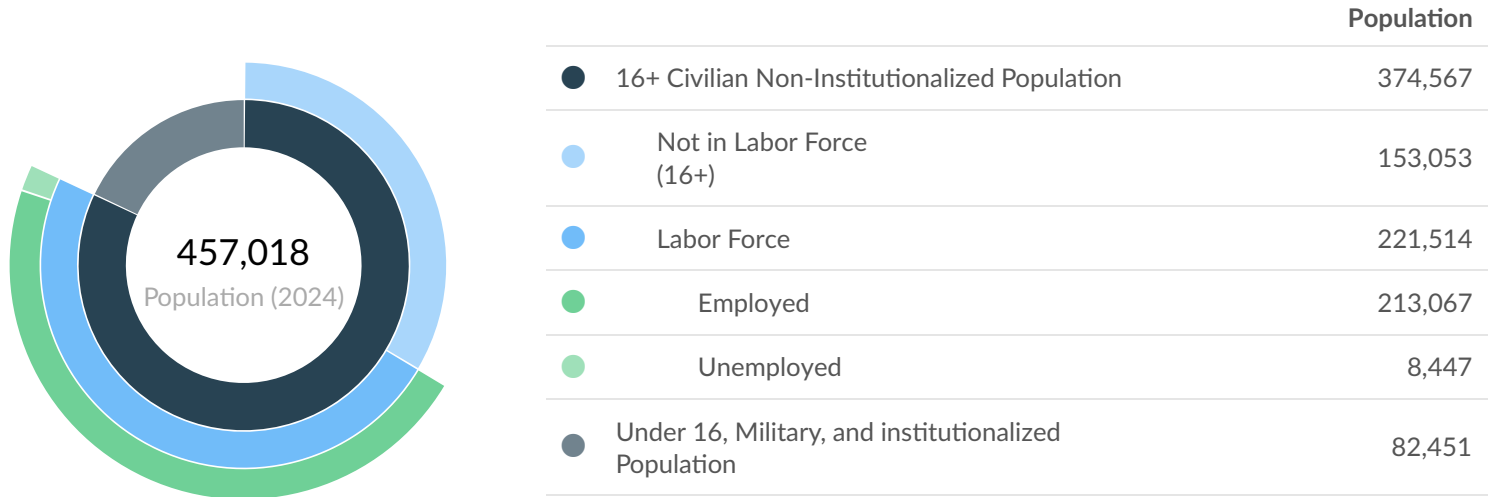
Regional average earnings per job are **\$18.2K below** the national average earnings of \$82.6K per job.

### 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 14,270.
- From 2018 to 2023, jobs **declined by 2.0%** in NCWRPC from 228,708 to **224,170**. This change **fell short of the national growth rate of 3.9% by 5.9%**. As the number of jobs declined, the **labor force participation rate decreased from 63.4% to 59.6% between 2018 and 2023**.
- Concerning educational attainment, **17.1% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **12.9% 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.

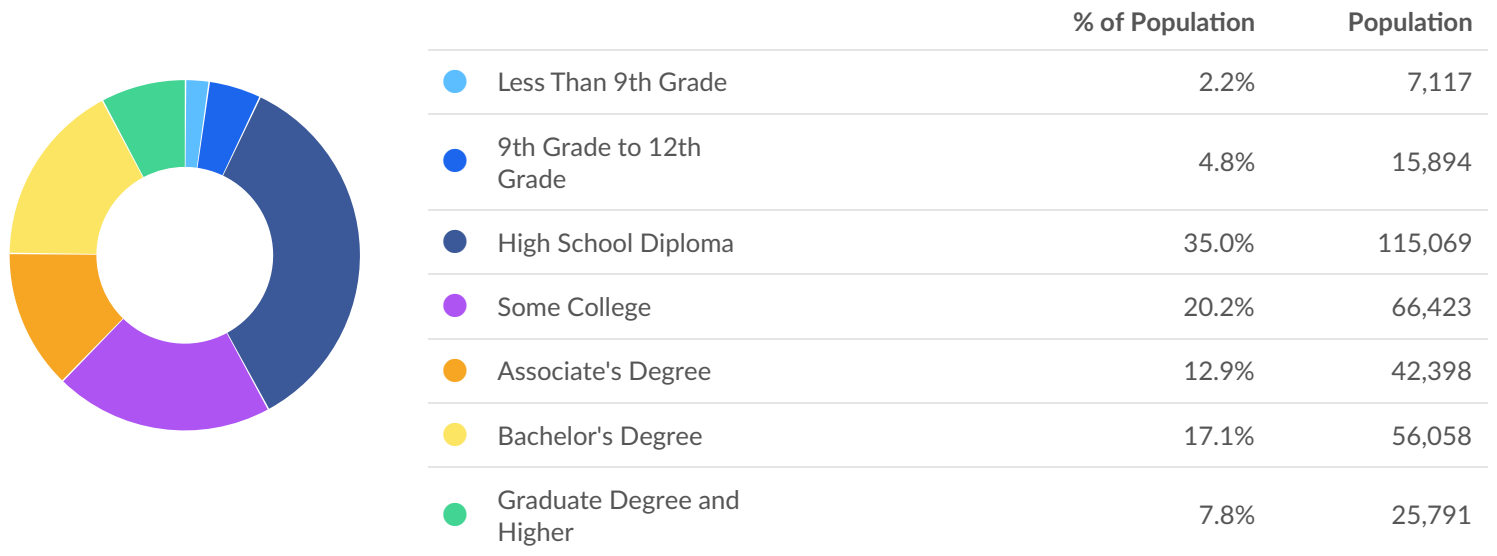
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	457,018	221,514	224,170	99.4	\$26.74B	\$34.99B	\$33.21B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

## Feb 2024 Labor Force Breakdown



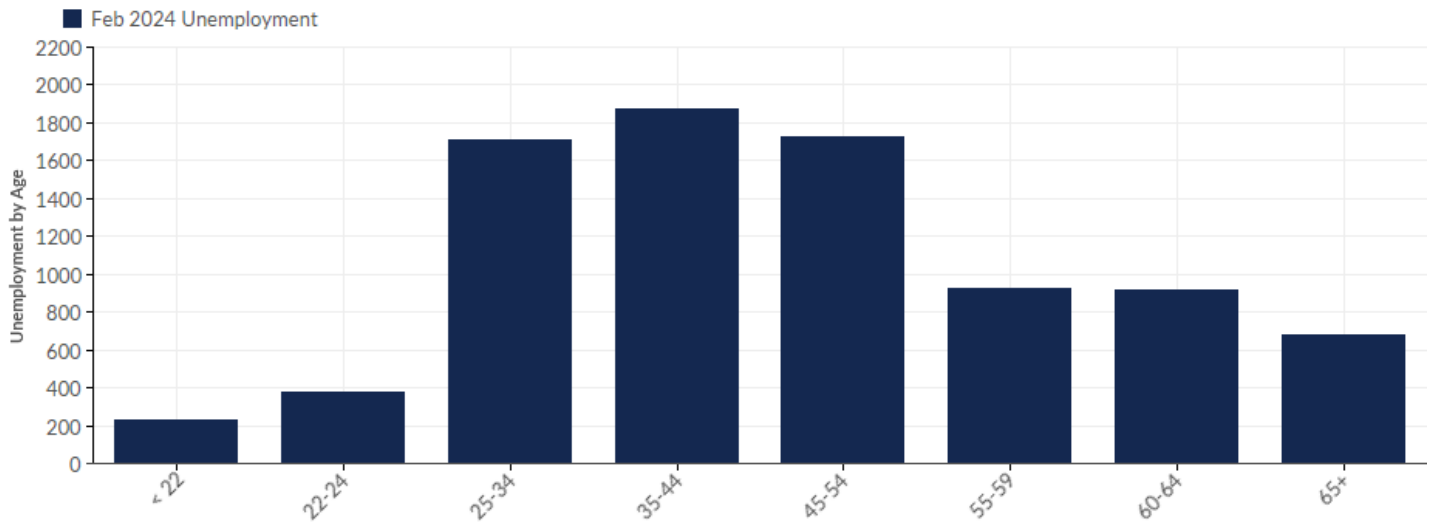
## Educational Attainment

Concerning educational attainment, **17.1% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **12.9% hold an Associate's Degree** (4.1% above the national average).



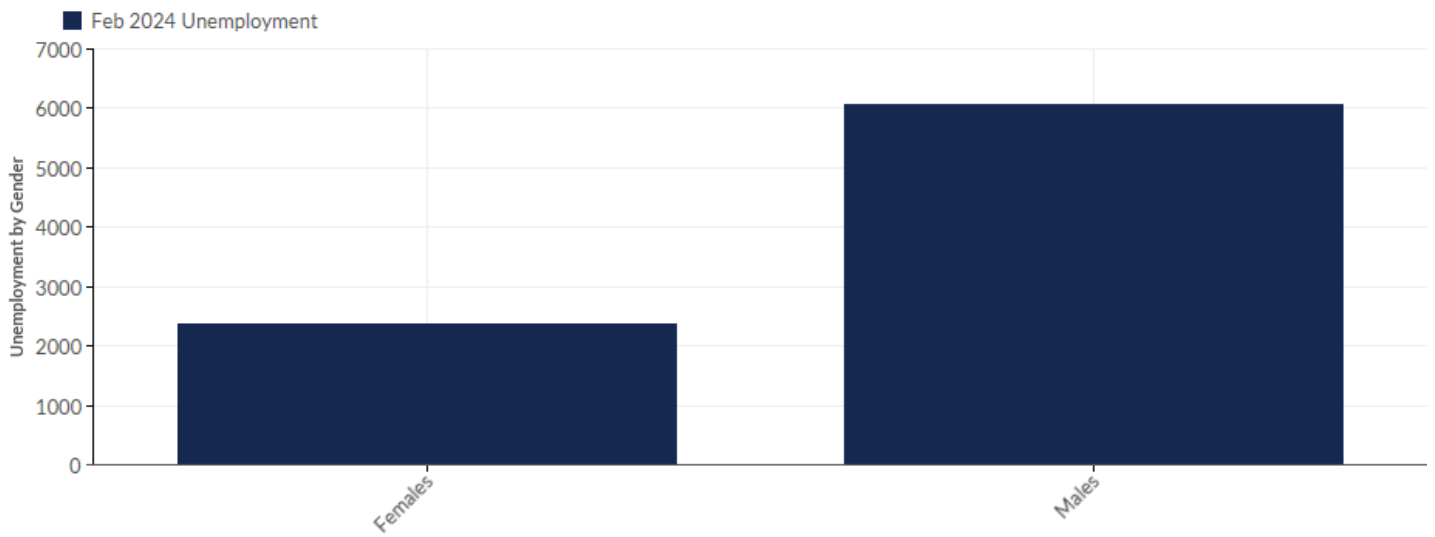
# Unemployment by Demographics

## Unemployment by Age



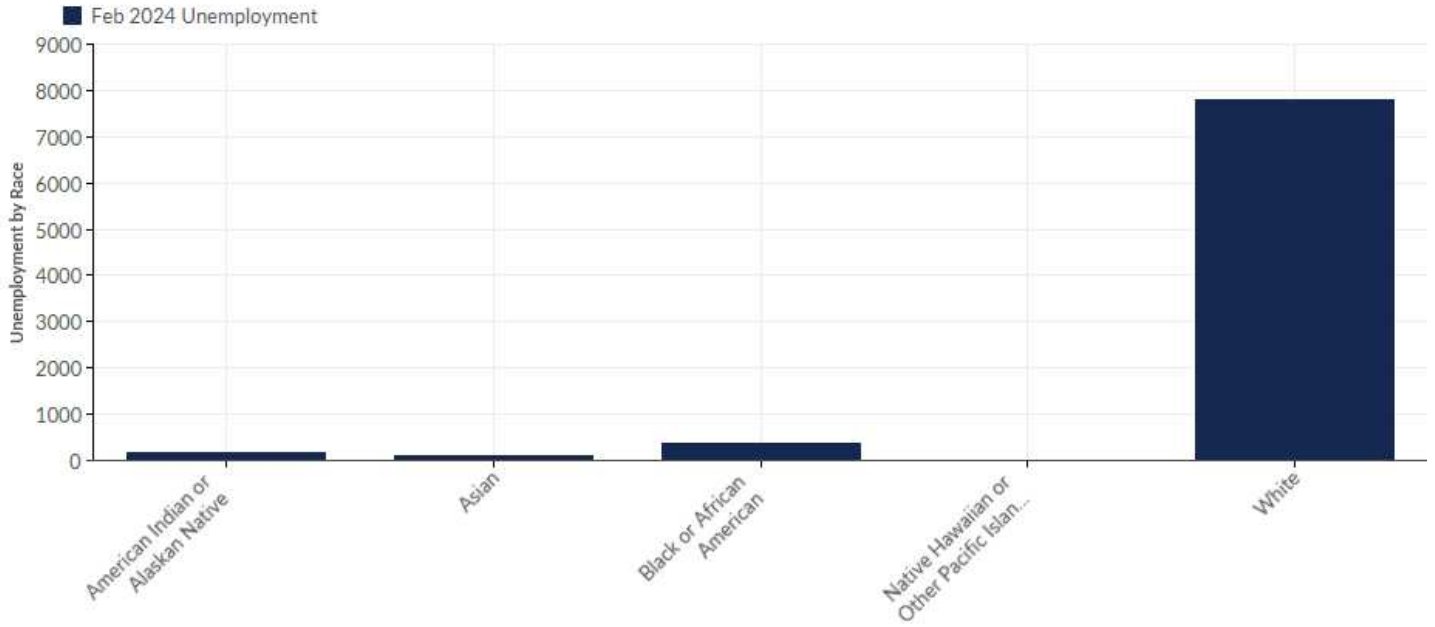
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	230	2.72%
22-24	379	4.49%
25-34	1,710	20.24%
35-44	1,873	22.17%
45-54	1,730	20.48%
55-59	924	10.94%
60-64	919	10.88%
65+	682	8.07%
Total	8,447	100.00%

## Unemployment by Gender



Gender	Unemployment (Feb 2024)	% of Unemployed
Females	2,375	28.12%
Males	6,072	71.88%
Total	8,447	100.00%

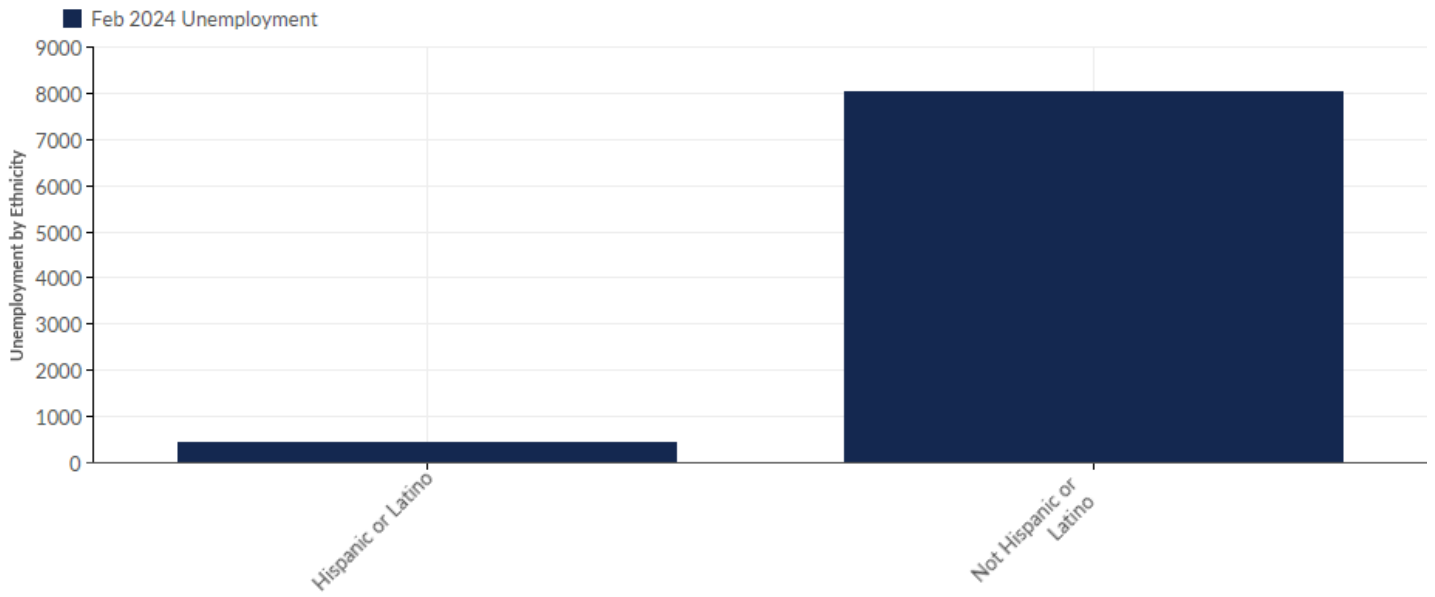
## Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	166	1.97%
Asian	101	1.20%
Black or African American	374	4.43%
Native Hawaiian or Other Pacific Islander	9	0.11%
White	7,797	92.30%
<b>Total</b>	<b>8,447</b>	<b>100.00%</b>



## Unemployment by Ethnicity

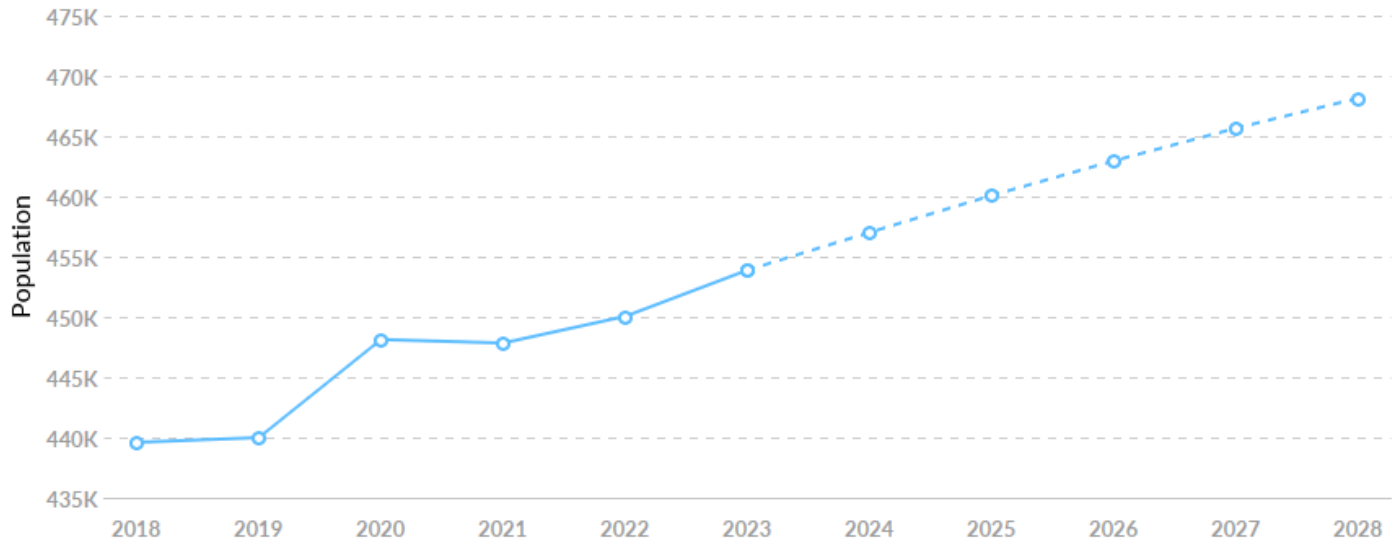


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	425	5.03%
Not Hispanic or Latino	8,022	94.97%
Total	8,447	100.00%

# Historic & Projected Trends

## Population Trends

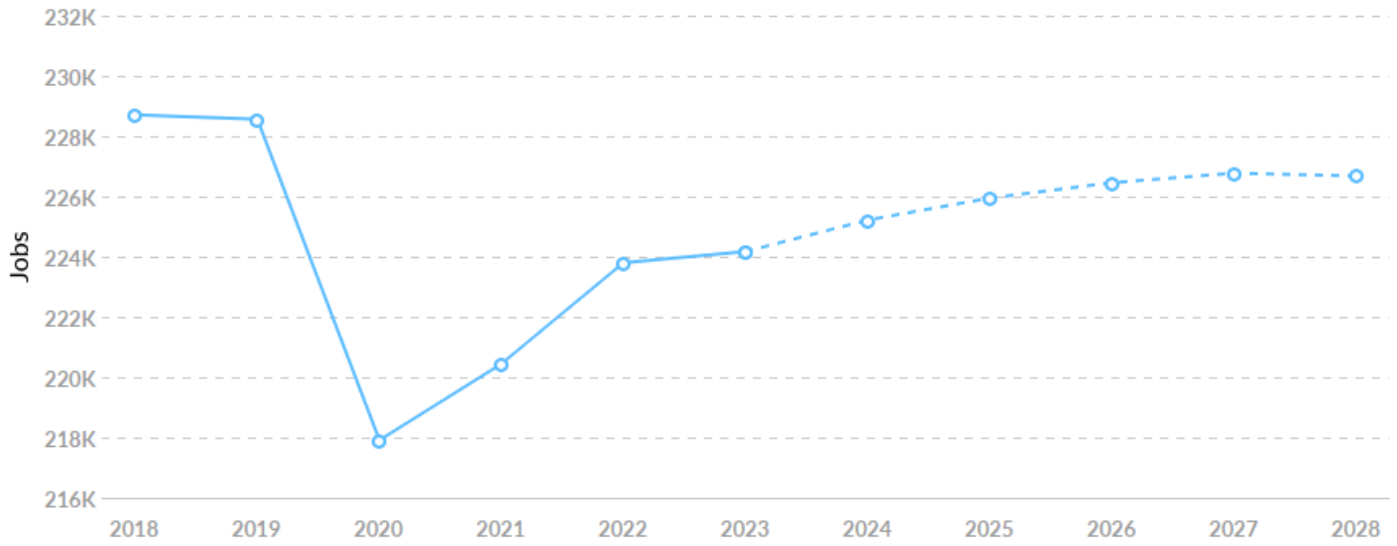
As of 2023 the region's population increased by 3.3% since 2018, growing by 14,296. Population is expected to increase by 3.1% between 2023 and 2028, adding 14,270.



Timeframe	Population
2018	439,593
2019	439,989
2020	448,126
2021	447,835
2022	450,052
2023	453,889
2024	457,018
2025	460,087
2026	462,961
2027	465,665
2028	468,159

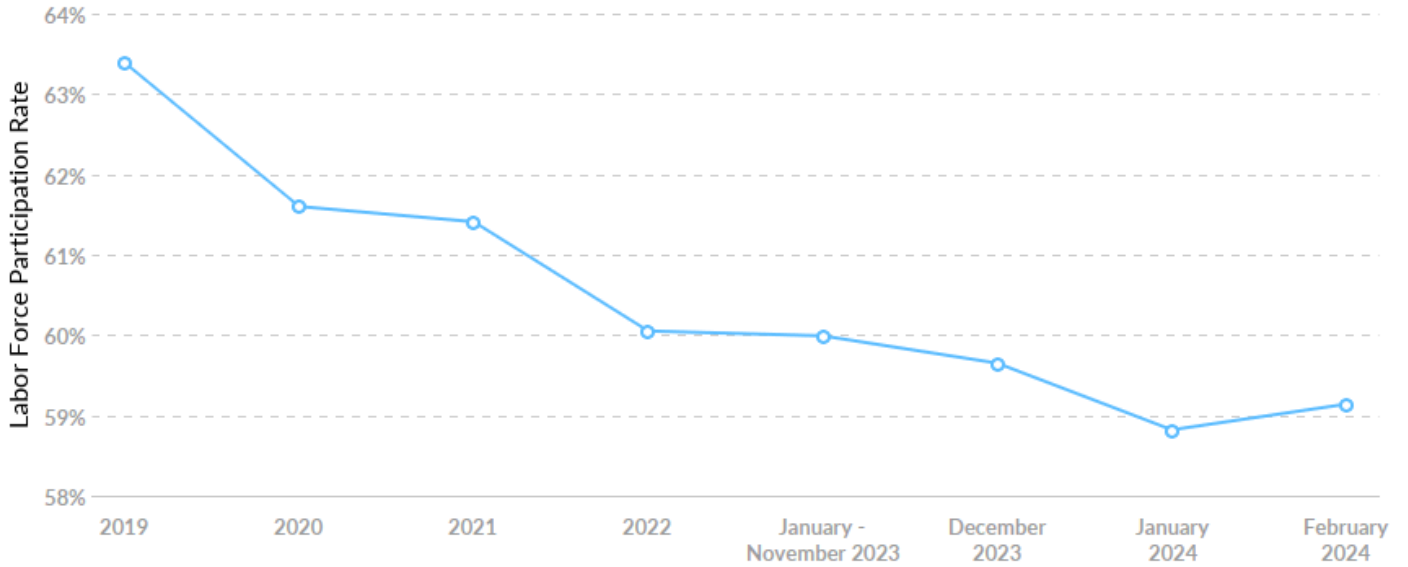
## Job Trends

From 2018 to 2023, jobs declined by 2.0% in NCWRPC from 228,708 to 224,170. This change fell short of the national growth rate of 3.9% by 5.9%.



Timeframe	Jobs
2018	228,708
2019	228,562
2020	217,902
2021	220,439
2022	223,797
2023	224,170
2024	225,216
2025	225,947
2026	226,455
2027	226,774
2028	226,677

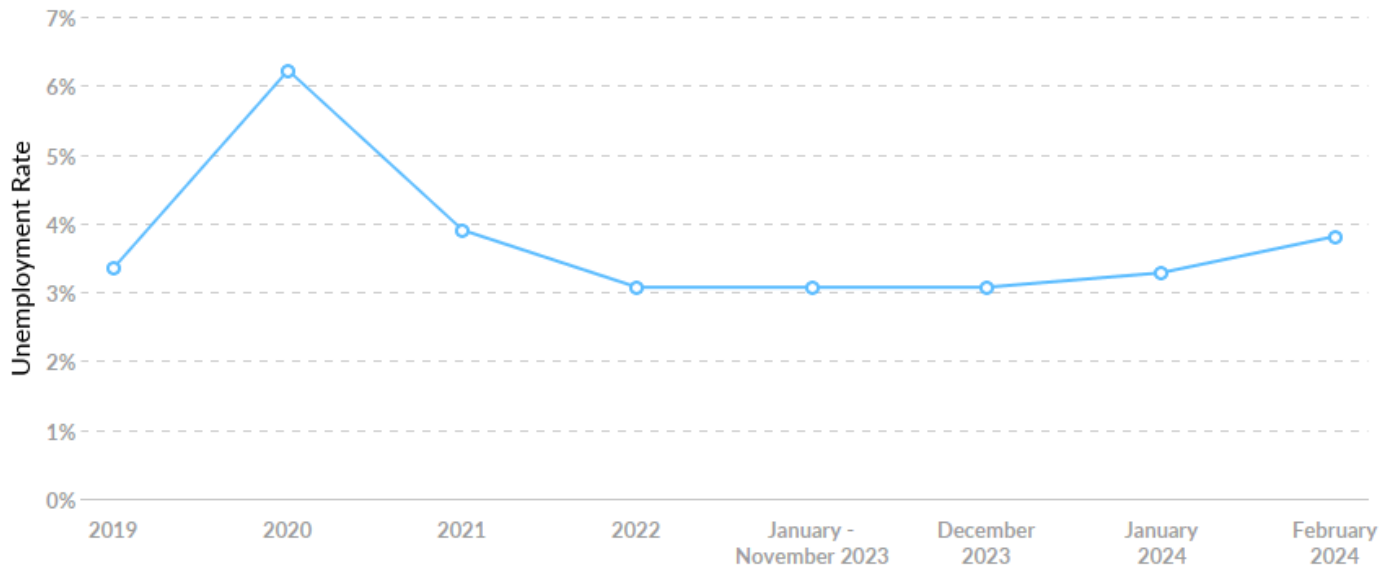
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	63.39%
2020	61.60%
2021	61.41%
2022	60.05%
January - November 2023	59.99%
December 2023	59.65%
January 2024	58.82%
February 2024	59.14%

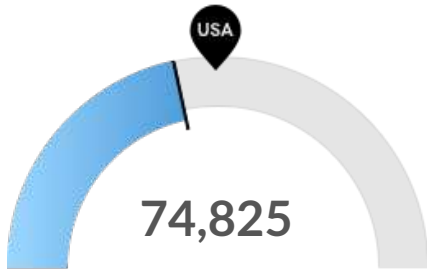
## Unemployment Rate Trends

Your areas had a February 2024 unemployment rate of 3.81%, increasing from 3.35% 5 years before.



Timeframe	Unemployment Rate
2019	3.35%
2020	6.22%
2021	3.90%
2022	3.07%
January - November 2023	3.07%
December 2023	3.07%
January 2024	3.28%
February 2024	3.81%

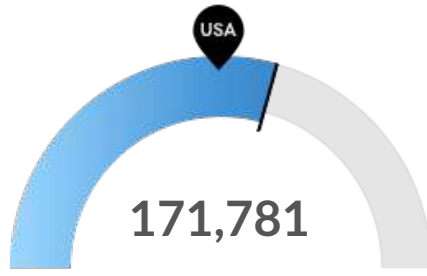
## Population Characteristics



**74,825**

**Millennials**

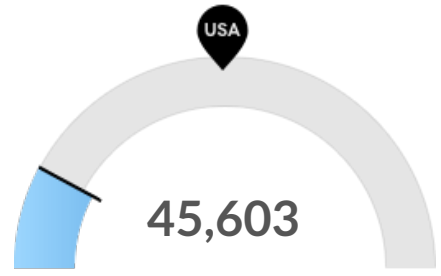
Your area has 74,825 millennials (ages 25-39). The national average for an area this size is 91,512.



**171,781**

**Retiring Soon**

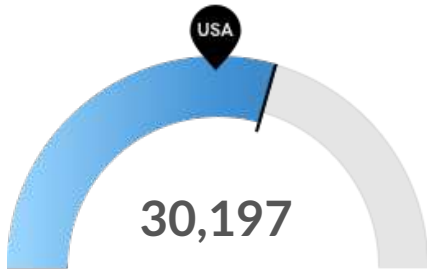
Retirement risk is high in your area. The national average for an area this size is 134,872 people 55 or older, while there are 171,781 here.



**45,603**

**Racial Diversity**

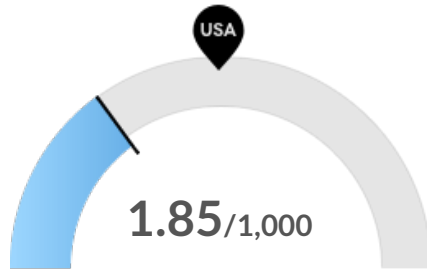
Racial diversity is low in your area. The national average for an area this size is 185,080 racially diverse people, while there are 45,603 here.



**30,197**

**Veterans**

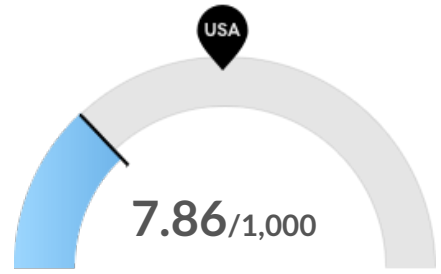
Your area has 30,197 veterans. The national average for an area this size is 23,538.



**1.85/1,000**

**Violent Crime**

Your area has 1.85 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.



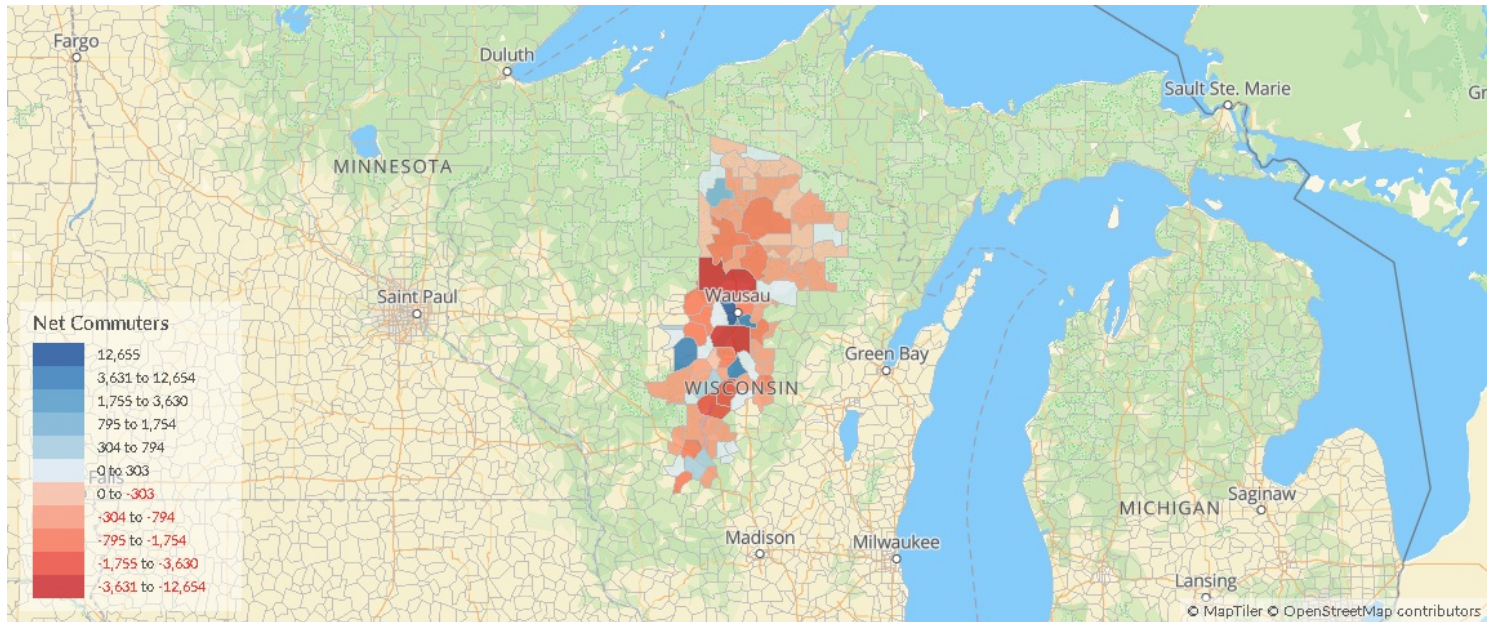
**7.86/1,000**

**Property Crime**

Your area has 7.86 property crimes per 1,000 people. The national rate is 18.22 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...	29,265
54481	Stevens Point, WI (in Po...	18,387
54449	Marshfield, WI (in Woo...	17,470
54476	Schofield, WI (in Marath...	14,265
54494	Wisconsin Rapids, WI (i...	11,286

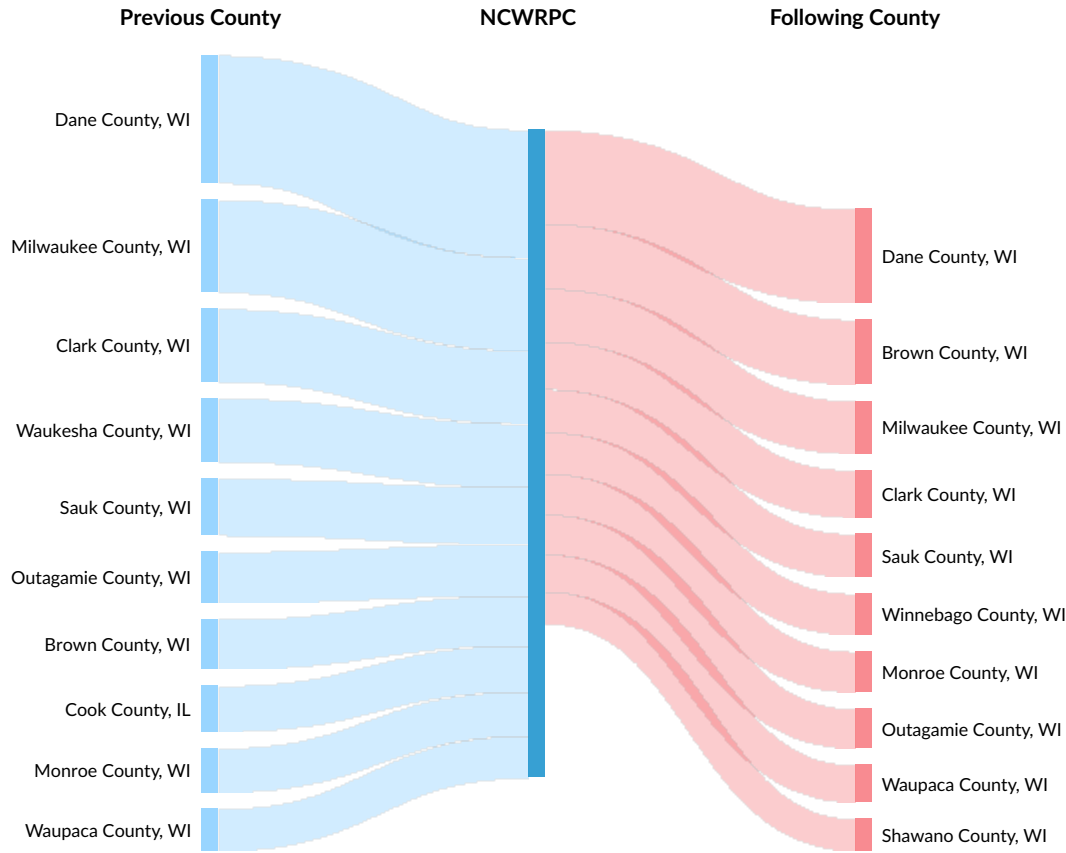
### Where Talent Lives

ZIP	Name	2023 Workers
54401	Wausau, WI (in Maratho...	16,610
54481	Stevens Point, WI (in Po...	14,142
54494	Wisconsin Rapids, WI (i...	14,093
54449	Marshfield, WI (in Woo...	12,987
54403	Wausau, WI (in Maratho...	12,439

# 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, **634** people left NCWRPC migrating to Dane County, WI. The total Net Migration for NCWRPC in 2021 was **2,862**.



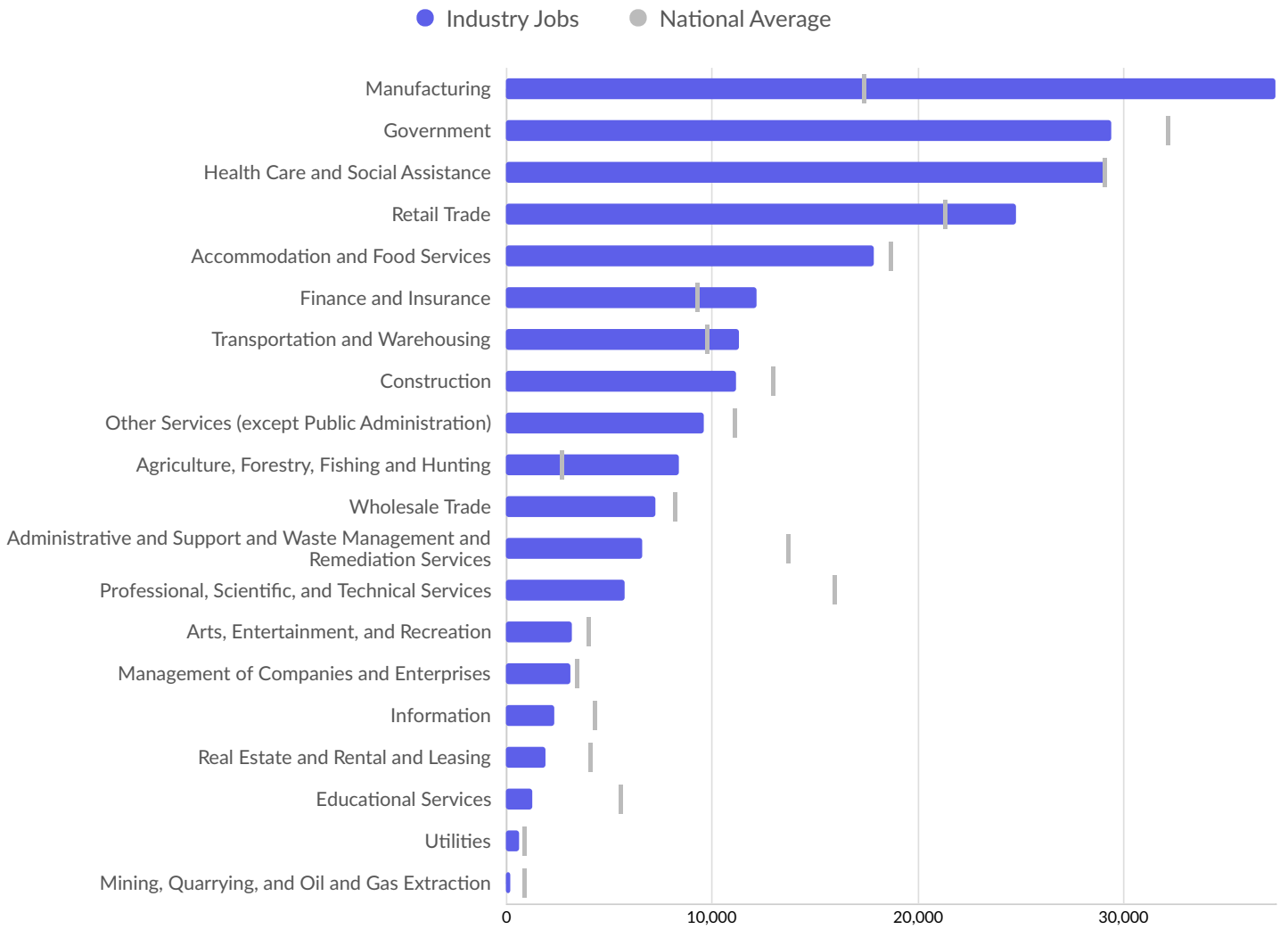
Top Previous Counties	Migrations
Dane County, WI	861
Milwaukee County, WI	627
Clark County, WI	492
Waukesha County, WI	429
Sauk County, WI	383
Outagamie County, WI	345



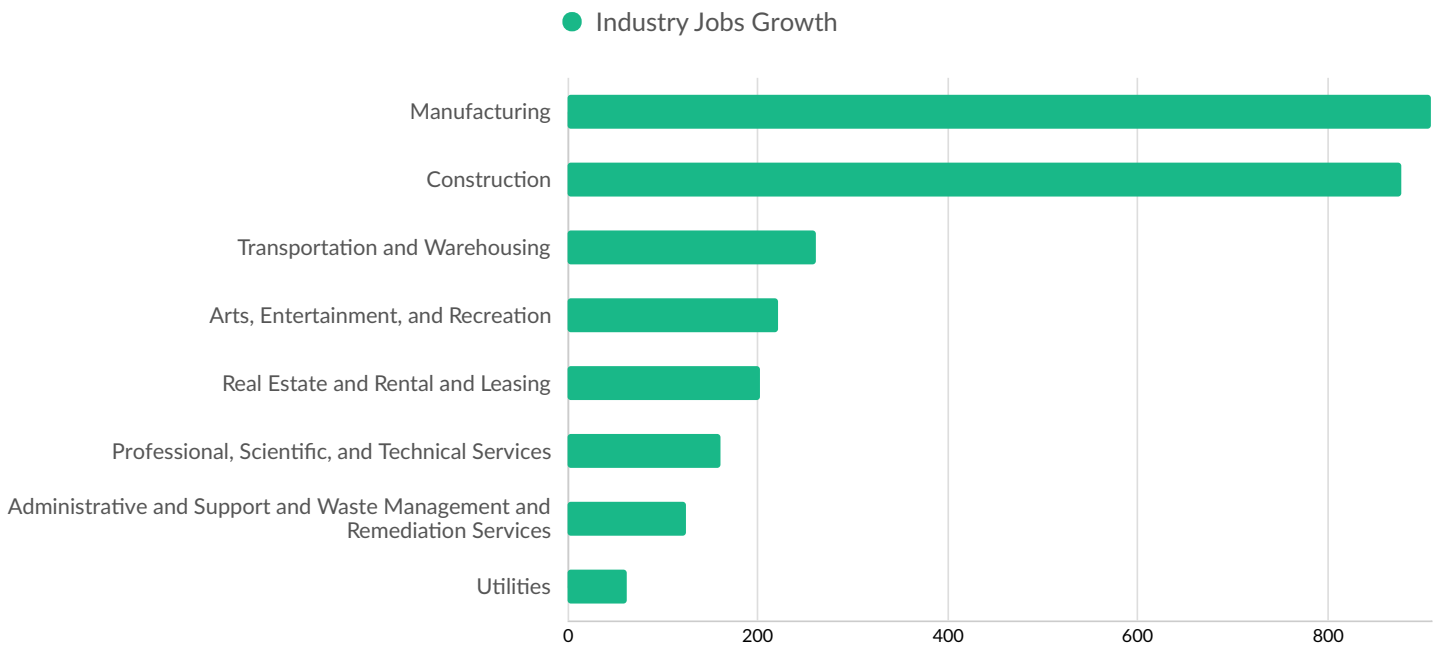
Top Previous Counties	Migrations
Brown County, WI	337
Cook County, IL	310
Monroe County, WI	299
Waupaca County, WI	284
Winnebago County, WI	273
Rock County, WI	216
Columbia County, WI	210
Waushara County, WI	197
Hennepin County, MN	197
Top Following Counties	Migrations
Dane County, WI	634
Brown County, WI	437
Milwaukee County, WI	357
Clark County, WI	319
Sauk County, WI	291
Winnebago County, WI	279
Monroe County, WI	275
Outagamie County, WI	268
Waupaca County, WI	252
Shawano County, WI	217
Columbia County, WI	212
Waukesha County, WI	199
La Crosse County, WI	174
Waushara County, WI	146
Taylor County, WI	132

# Industry Characteristics

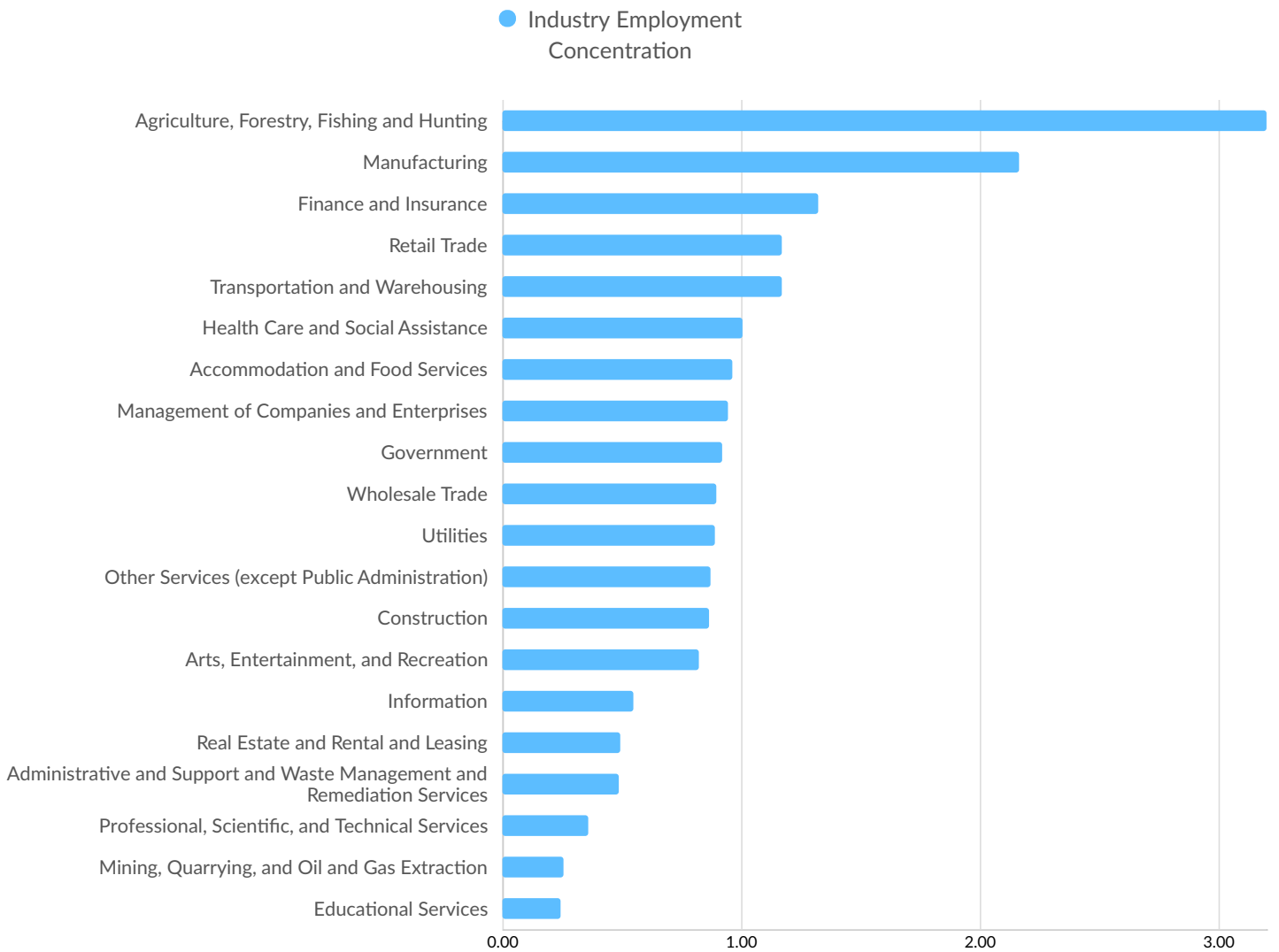
## Largest Industries



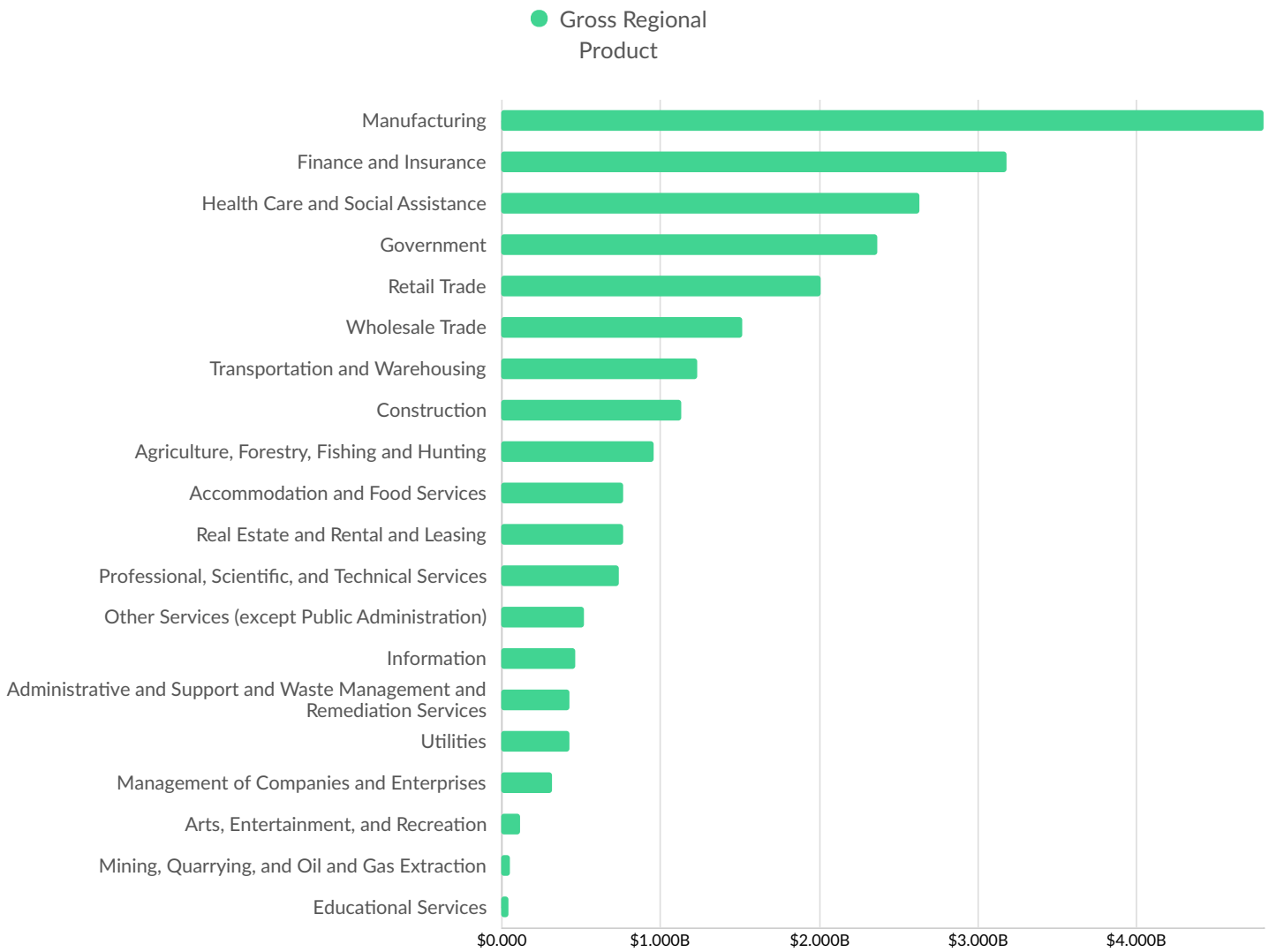
## Top Growing Industries



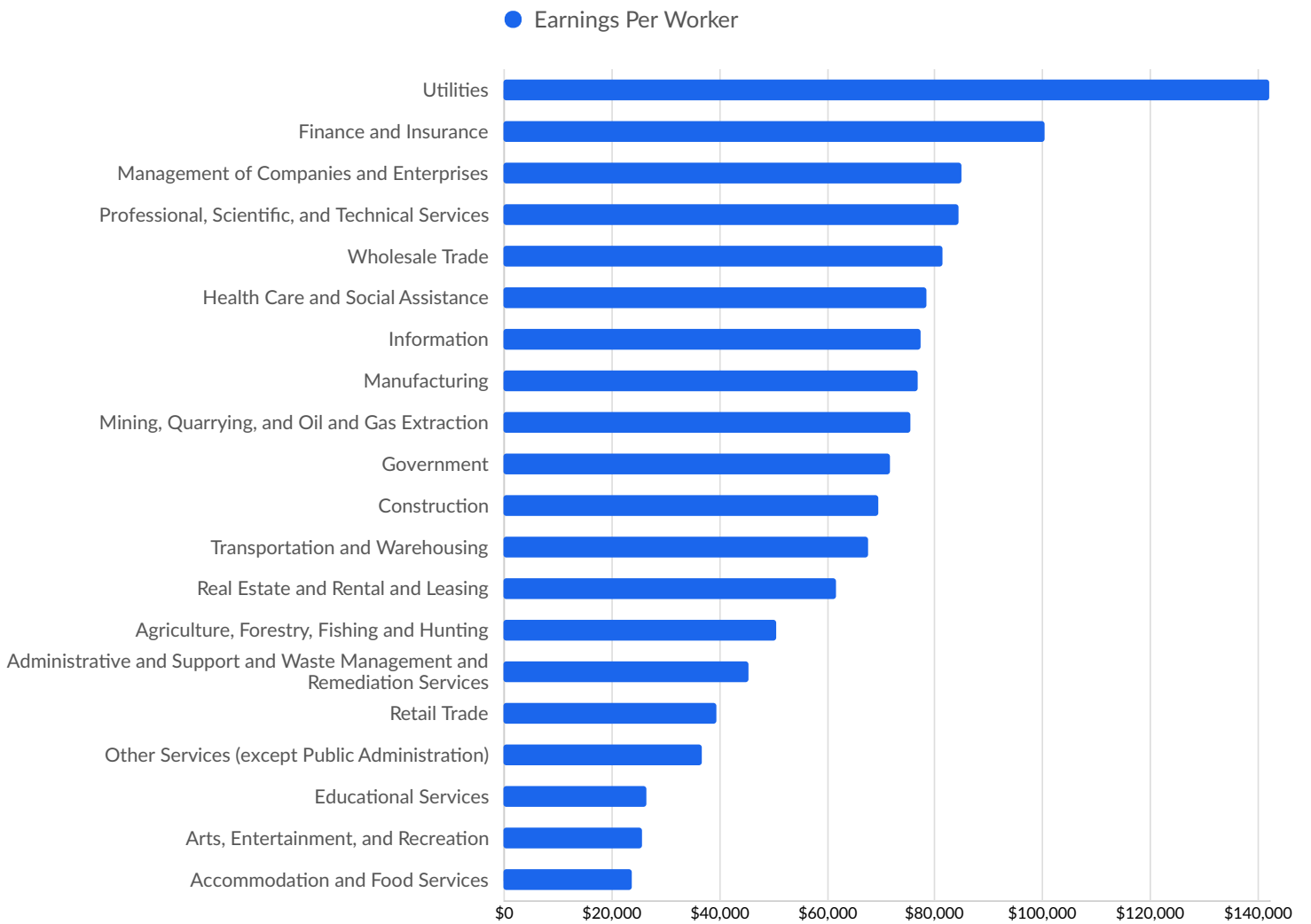
## Top Industry Employment Concentration



## Top Industry GRP





## Top Industry Earnings



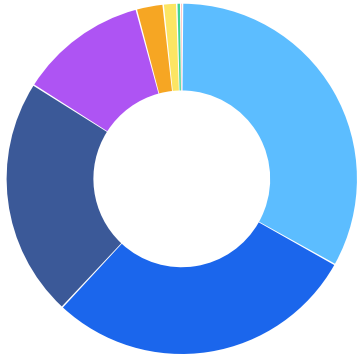
## Business Characteristics

### 26,505 Companies Employ Your Workers

Online profiles for your workers mention 26,505 companies as employers, with the top 10 appearing below. In the last 12 months, 2,196 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,579 	Aspirus	1,875 
University of Wisconsin System	1,873 	Marshfield Clinic	892 
Sentry	1,716 	Beaver Dam Community Hospit...	544 
Aspirus	1,642 	CompHealth	340 
Ministry Health Care	770 	Walgreens Boots Alliance	320 
Greenheck	653 	CareInHomes	277 
State of Wisconsin	604 	Walmart	272 
Walmart	555 	Festival Foods	256 
Church Mutual Insurance Comp...	506 	Kwik Trip	253 
Northcentral Technical College	499 	Sentry Insurance	244 

## Business Size



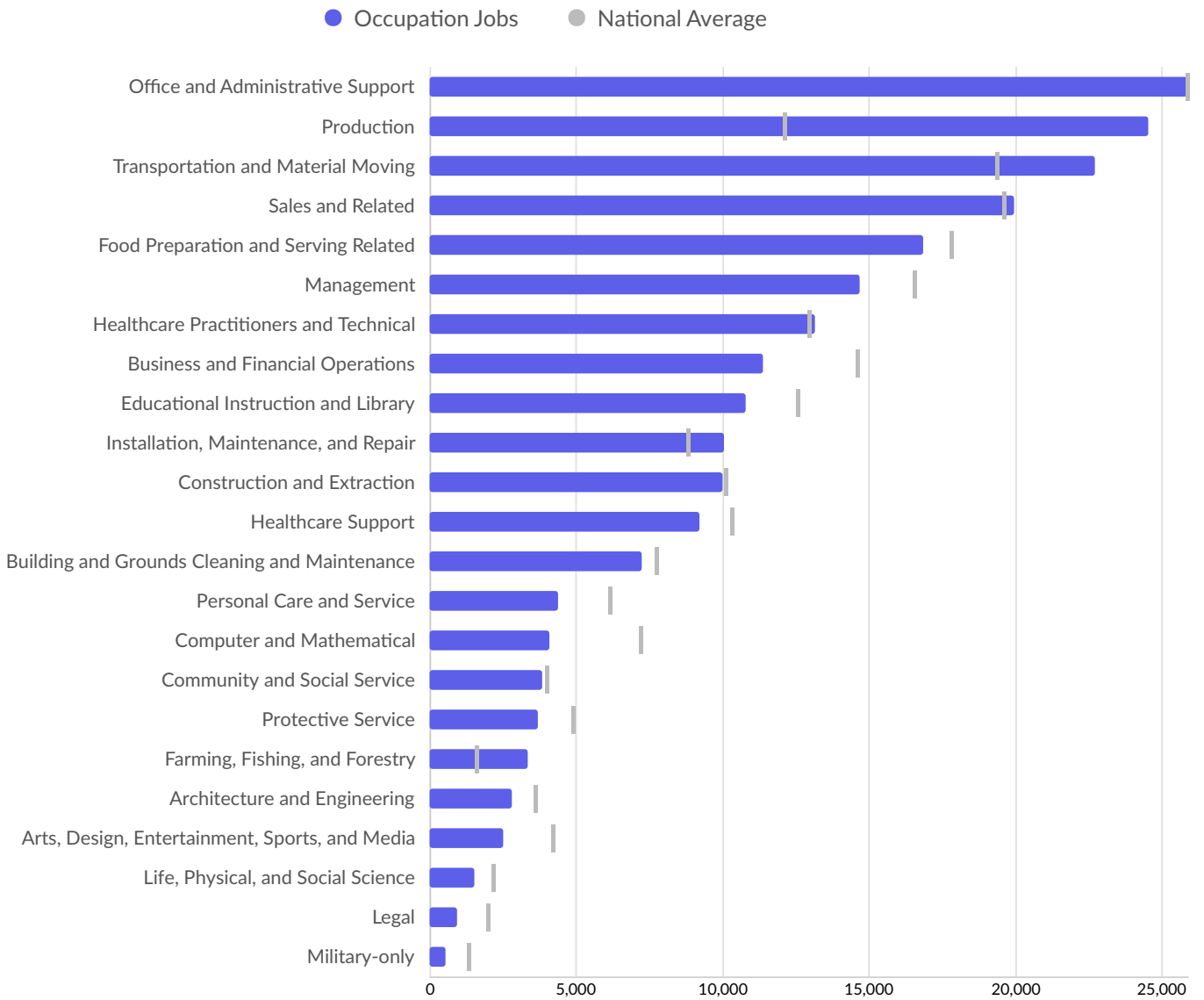
	Percentage	Business Count
● 1 to 4 employees	33.1%	6,138
● 5 to 9 employees	28.8%	5,352
● 10 to 19 employees	22.0%	4,094
● 20 to 49 employees	11.8%	2,198
● 50 to 99 employees	2.5%	461
● 100 to 249 employees	1.2%	230
● 250 to 499 employees	0.4%	67
● 500+ employees	0.2%	31

\*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.

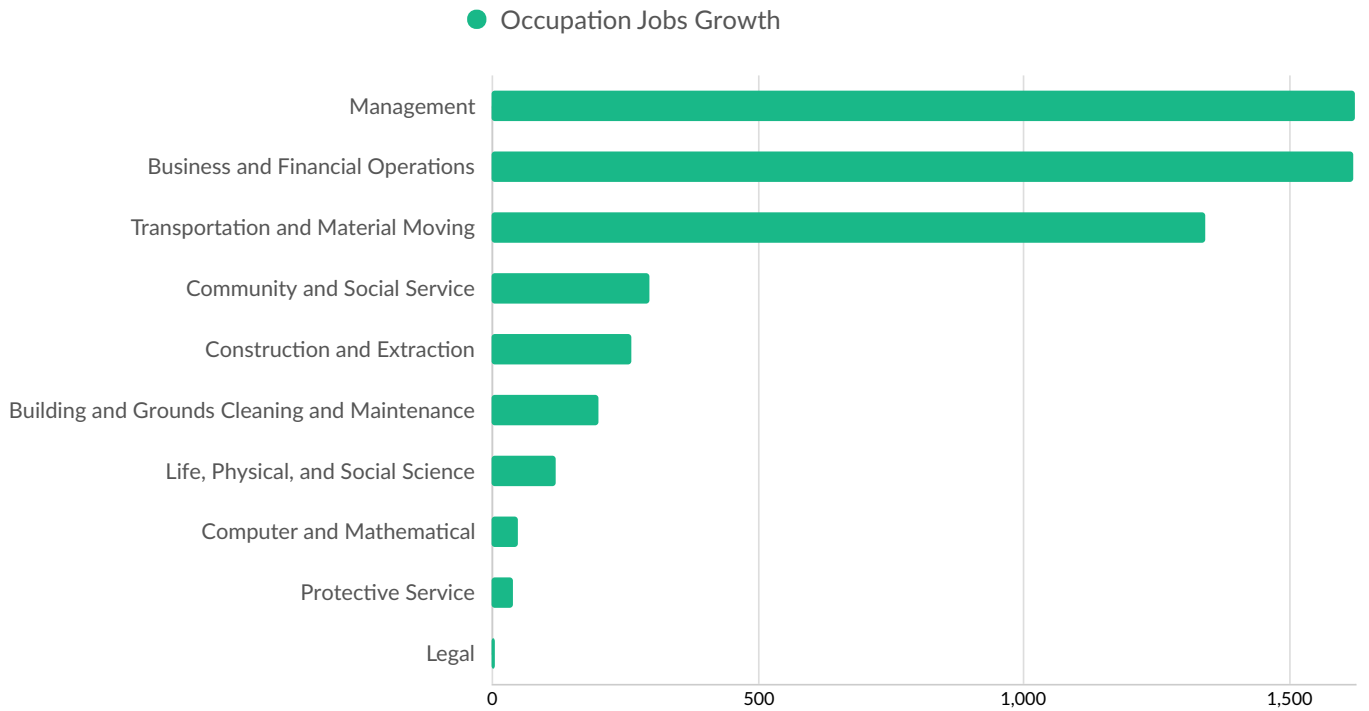


# Workforce Characteristics

## Largest Occupations

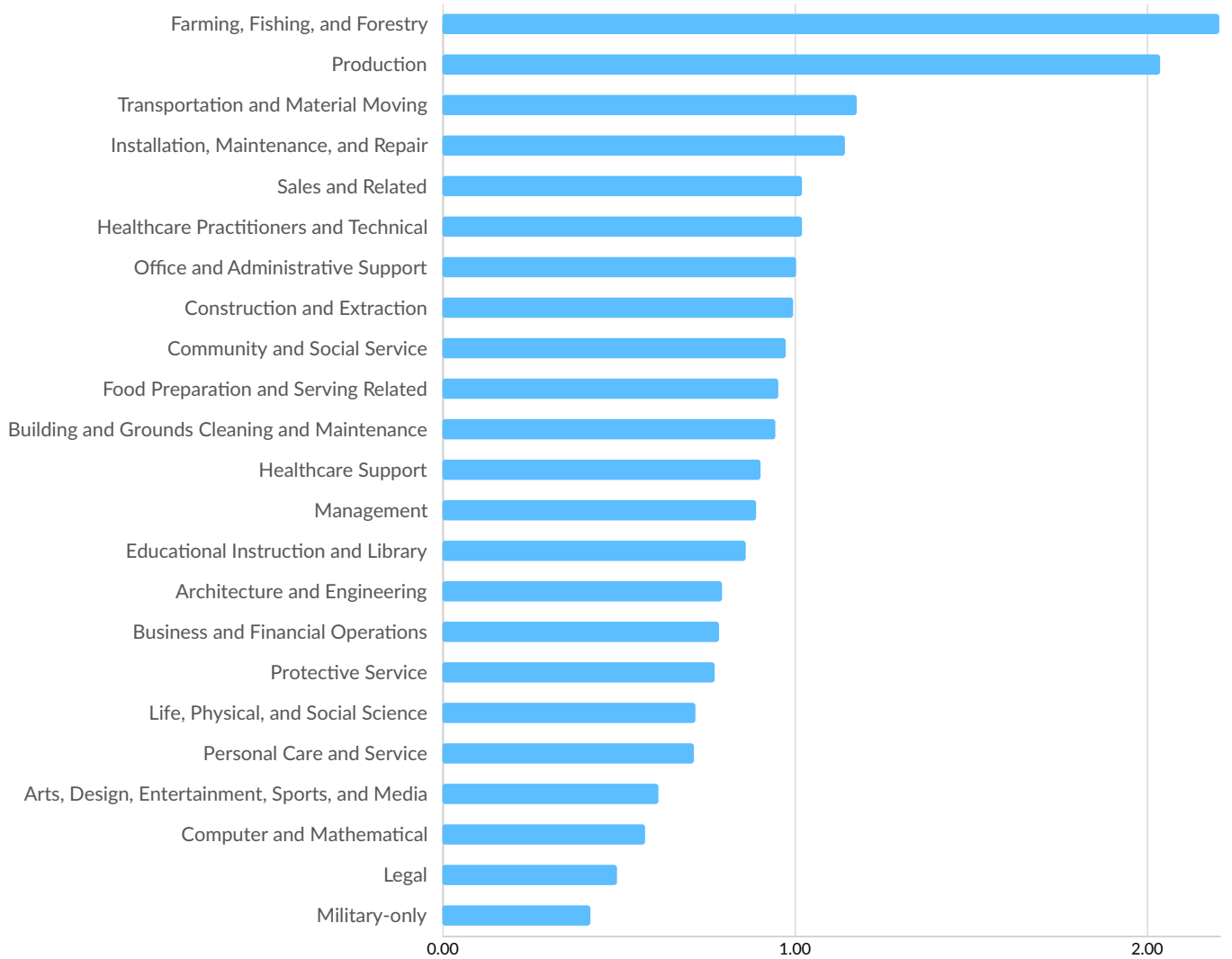


### Top Growing Occupations

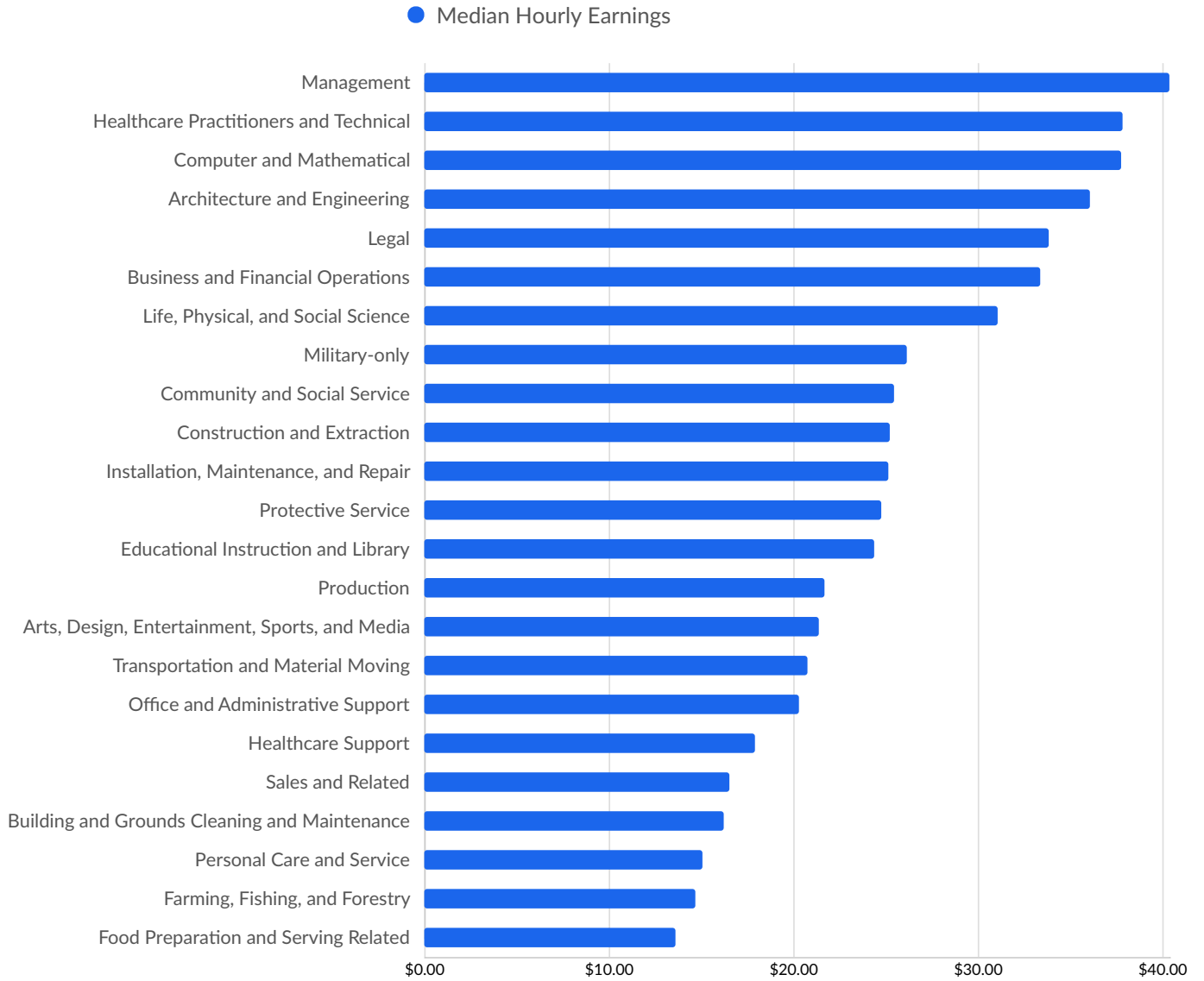


## Top Occupation Employment Concentration

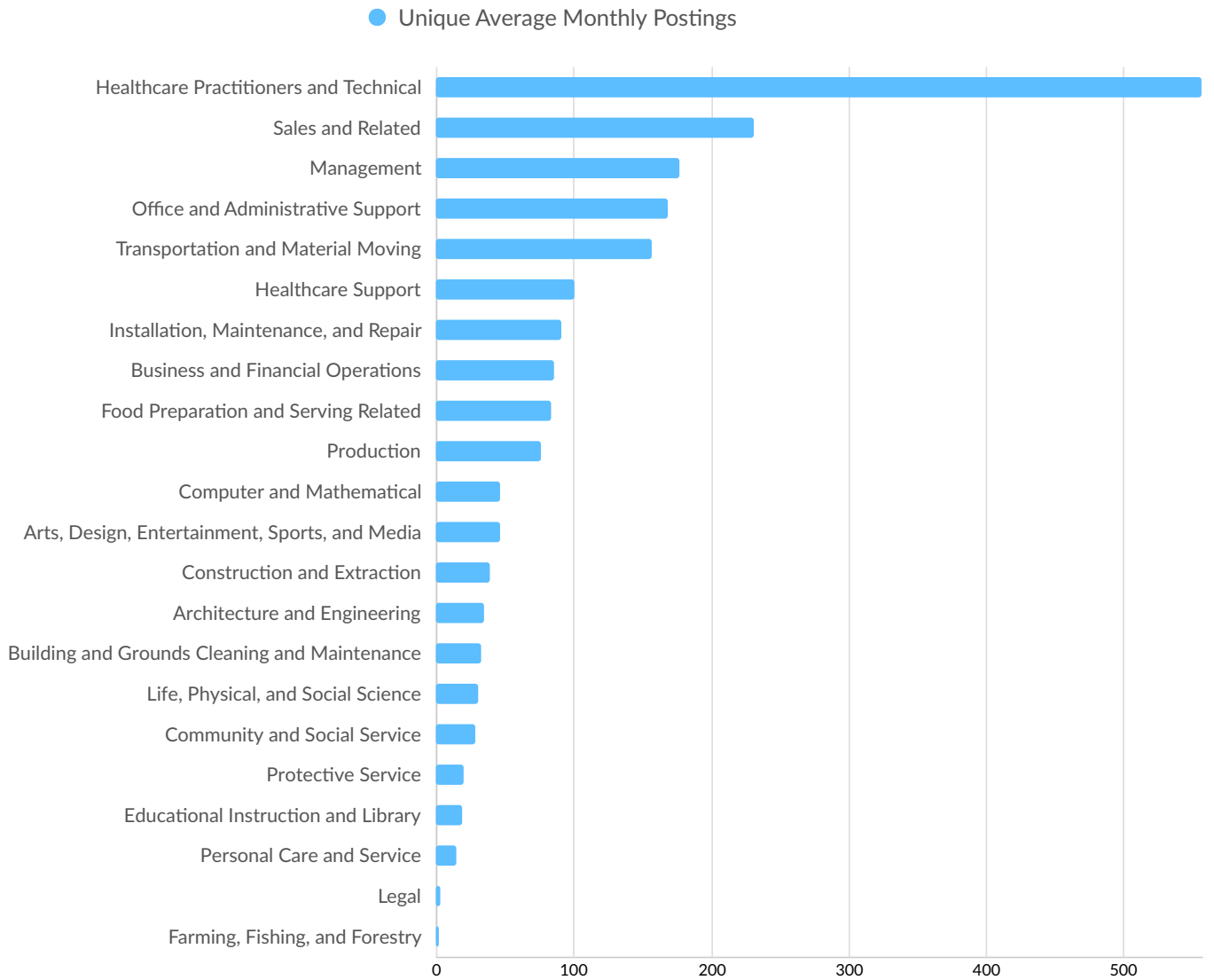
● Occupation Employment Concentration



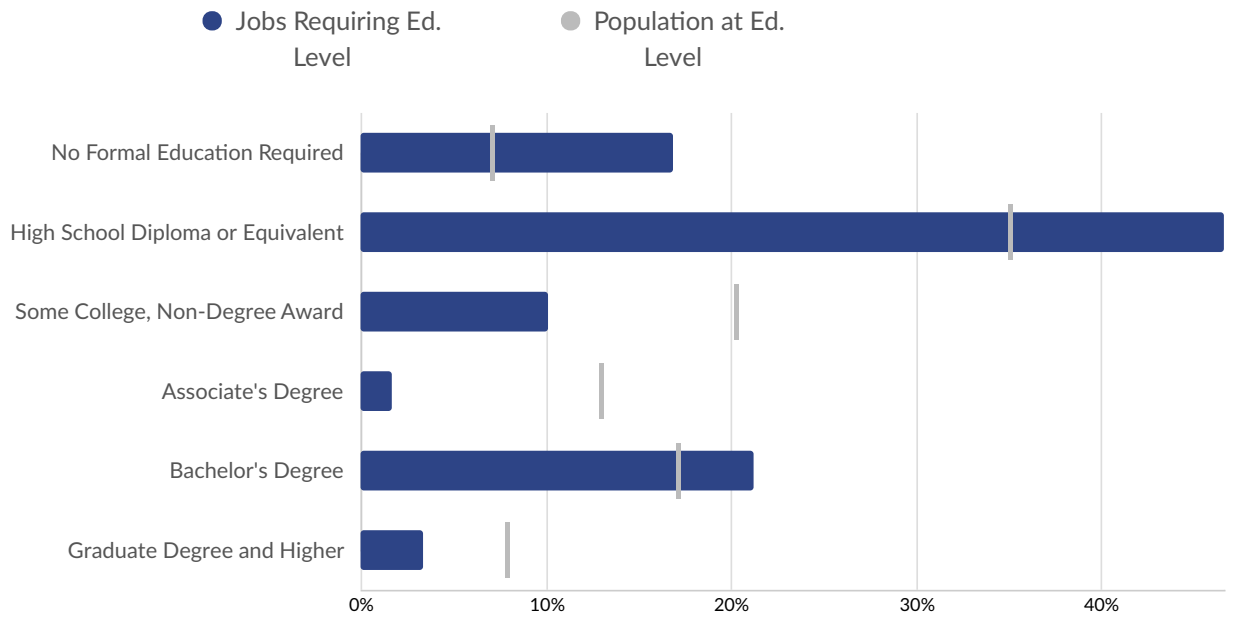
## Top Occupation Earnings



## Top Posted Occupations

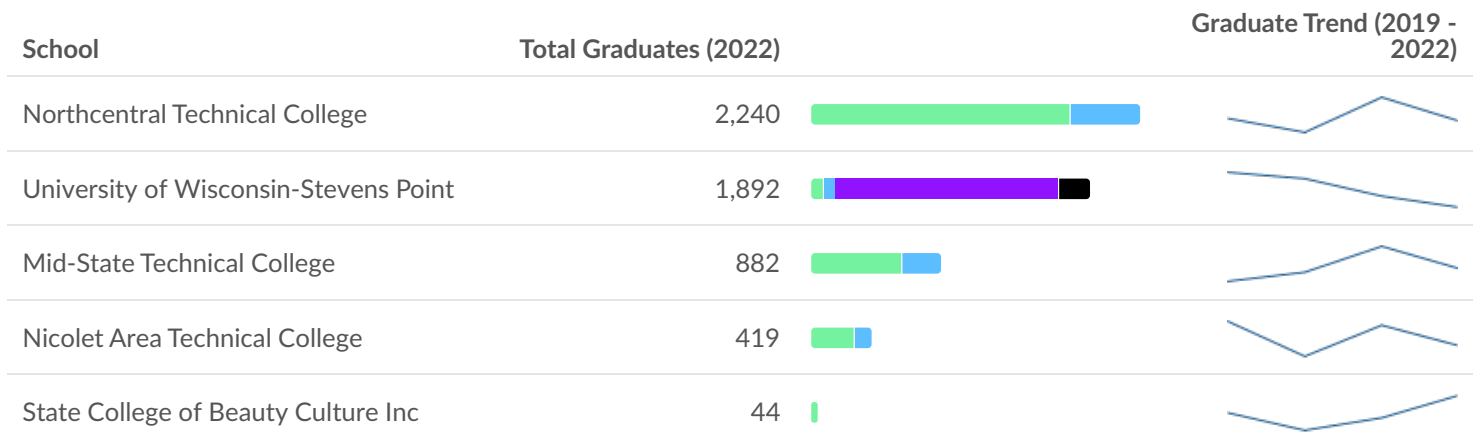


## Underemployment



## Educational Pipeline

In 2022, there were 5,477 graduates in NCWRPC. This pipeline has shrunk by 9% over the last 4 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

