



# 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

**454,009**

**Population (2023)**

Population grew by **14,416** over the last 5 years and is projected to grow by **12,494** over the next 5 years.

**224,043**

**Total Regional Employment**

Jobs decreased by **4,665** over the last 5 years but are projected to grow by **2,733** over the next 5 years.

**\$64.8K**

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

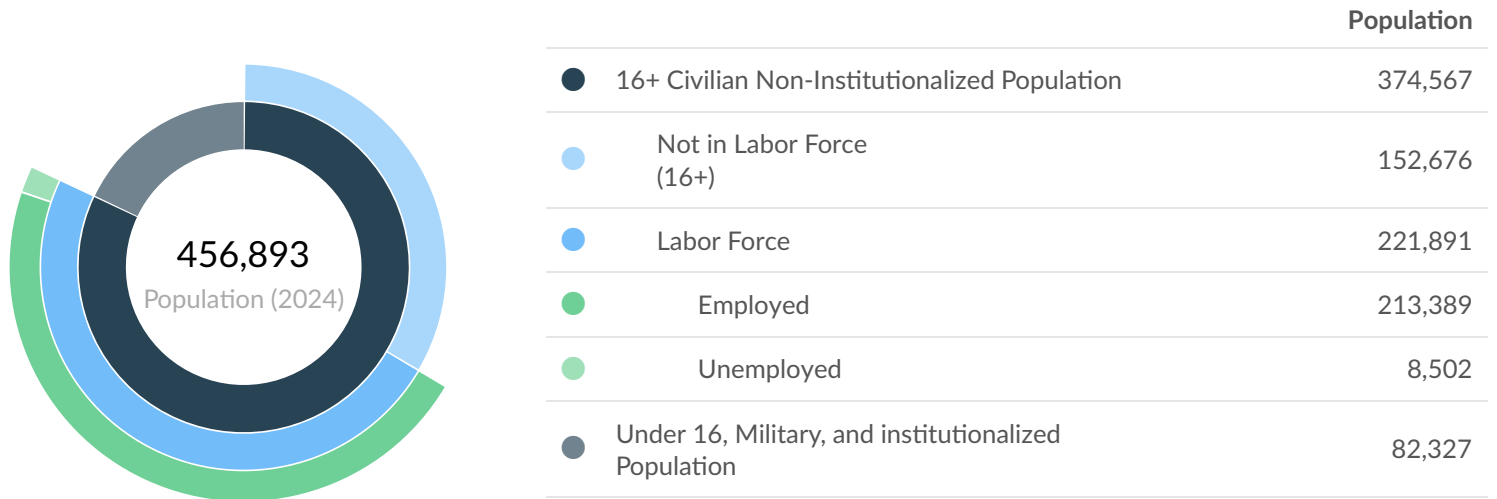
Regional average earnings per job are **\$18.6K below** the national average earnings of \$83.3K per job.

### Takeaways

- As of 2023 the region's population **increased by 3.3%** since 2018, growing by 14,416. Population is expected to **increase by 2.8%** between 2023 and 2028, adding 12,494.
- From 2018 to 2023, jobs **declined by 2.0%** in NCWRPC from 228,708 to **224,043**. This change **fell short of the national growth rate of 4.3% by 6.3%**. As the number of jobs declined, the **labor force participation rate decreased from 63.4% to 59.4% 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.

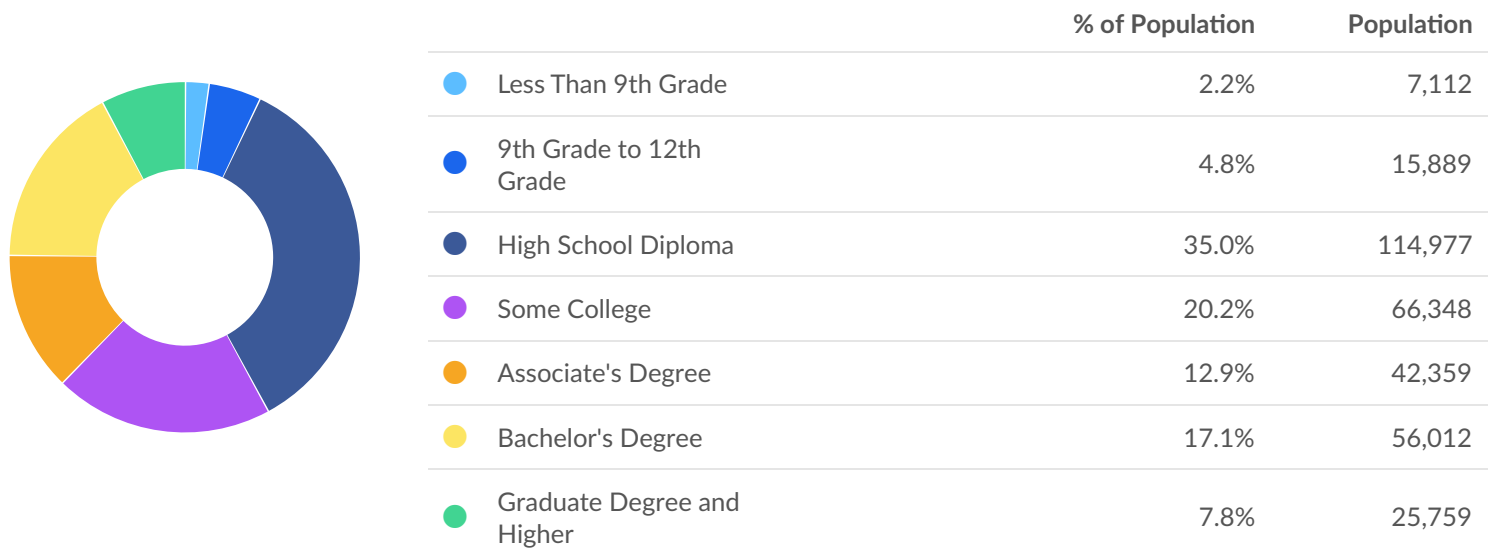
|        | Population (2024) | Labor Force (Mar 2024) | Jobs (2023) | Cost of Living | GRP       | Imports   | Exports   |
|--------|-------------------|------------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 456,893           | 221,891                | 224,043     | 99.3           | \$27.56B  | \$35.33B  | \$33.79B  |
| State  | 5,940,347         | 3,129,054              | 3,241,311   | 100.2          | \$416.85B | \$383.10B | \$414.67B |

## Mar 2024 Labor Force Breakdown



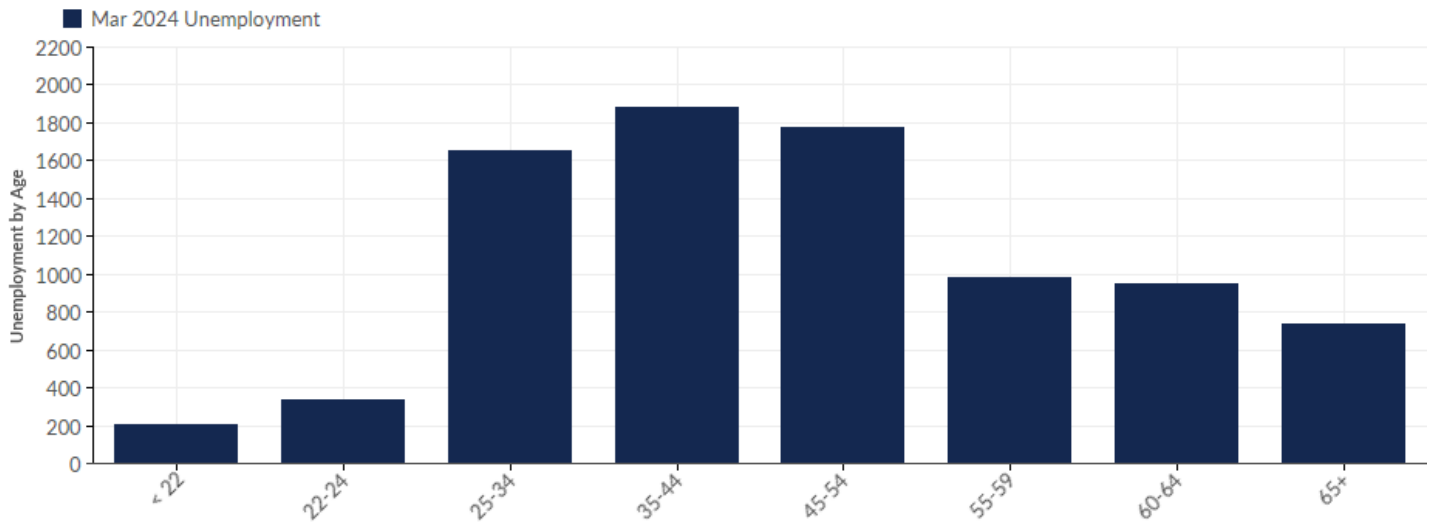
## Educational Attainment

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).



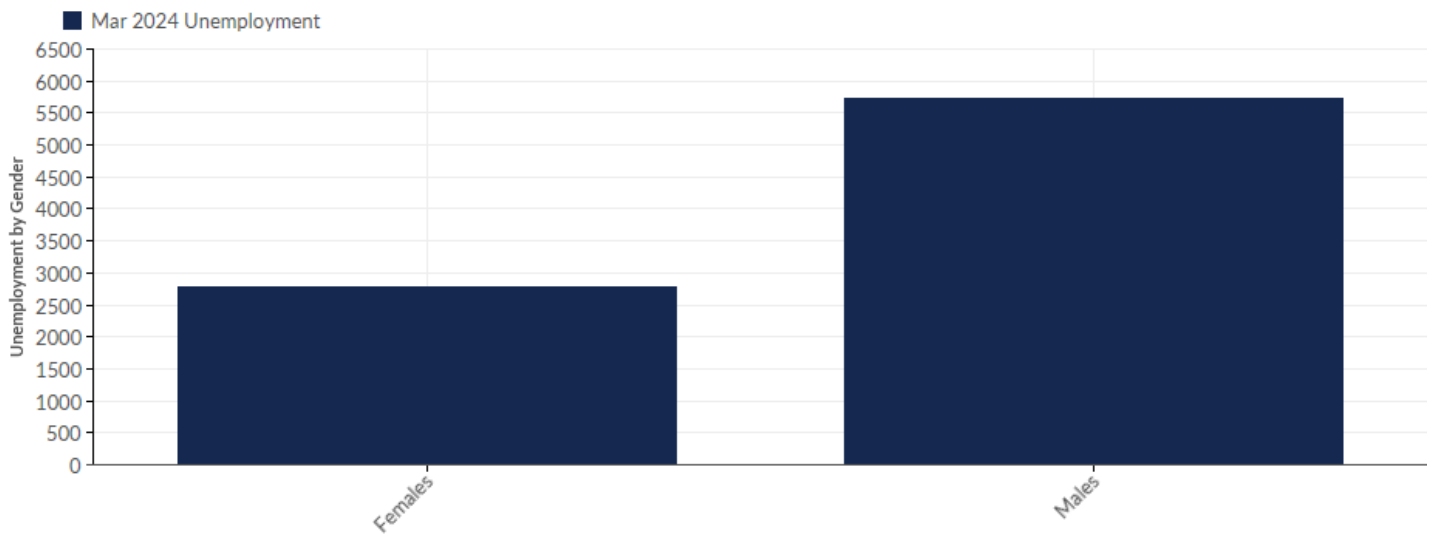
# Unemployment by Demographics

## Unemployment by Age



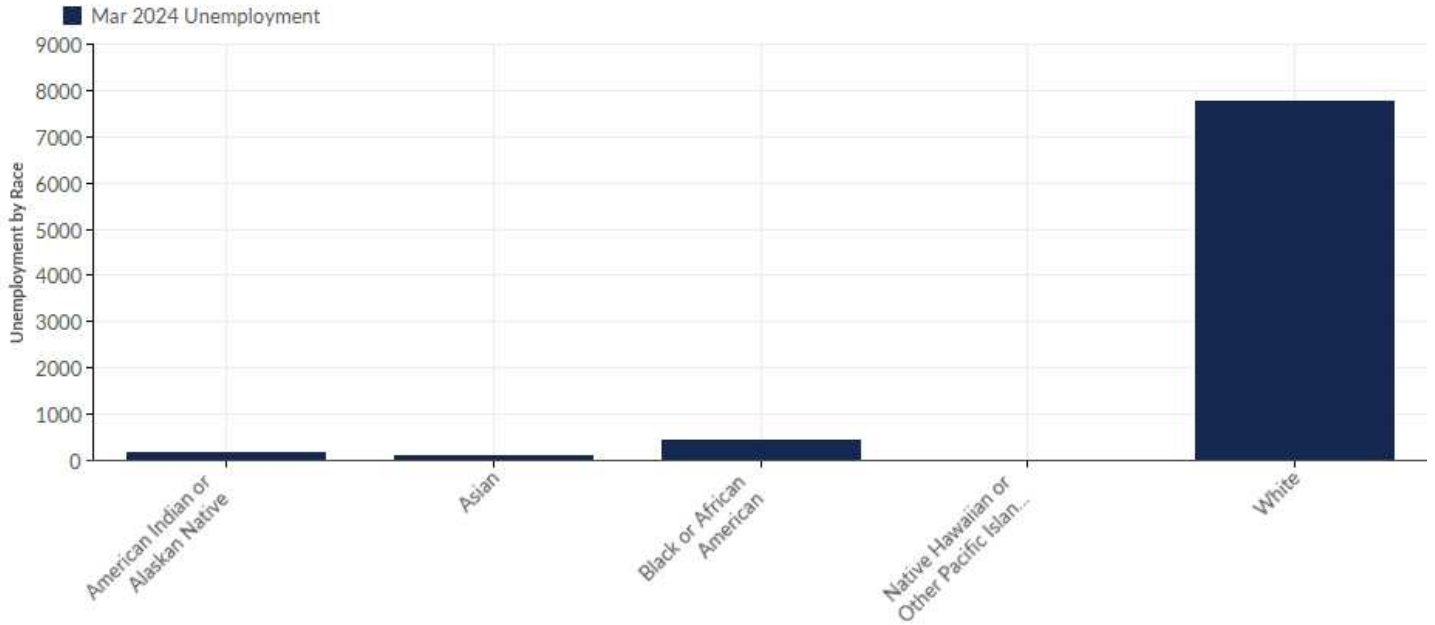
| Age   | Unemployment (Mar 2024) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22  | 206                     | 2.42%           |
| 22-24 | 332                     | 3.90%           |
| 25-34 | 1,648                   | 19.38%          |
| 35-44 | 1,878                   | 22.09%          |
| 45-54 | 1,774                   | 20.87%          |
| 55-59 | 980                     | 11.53%          |
| 60-64 | 945                     | 11.12%          |
| 65+   | 737                     | 8.67%           |
| Total | 8,502                   | 100.00%         |

## Unemployment by Gender



| Gender  | Unemployment (Mar 2024) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 2,774                   | 32.63%          |
| Males   | 5,728                   | 67.37%          |
| Total   | 8,502                   | 100.00%         |

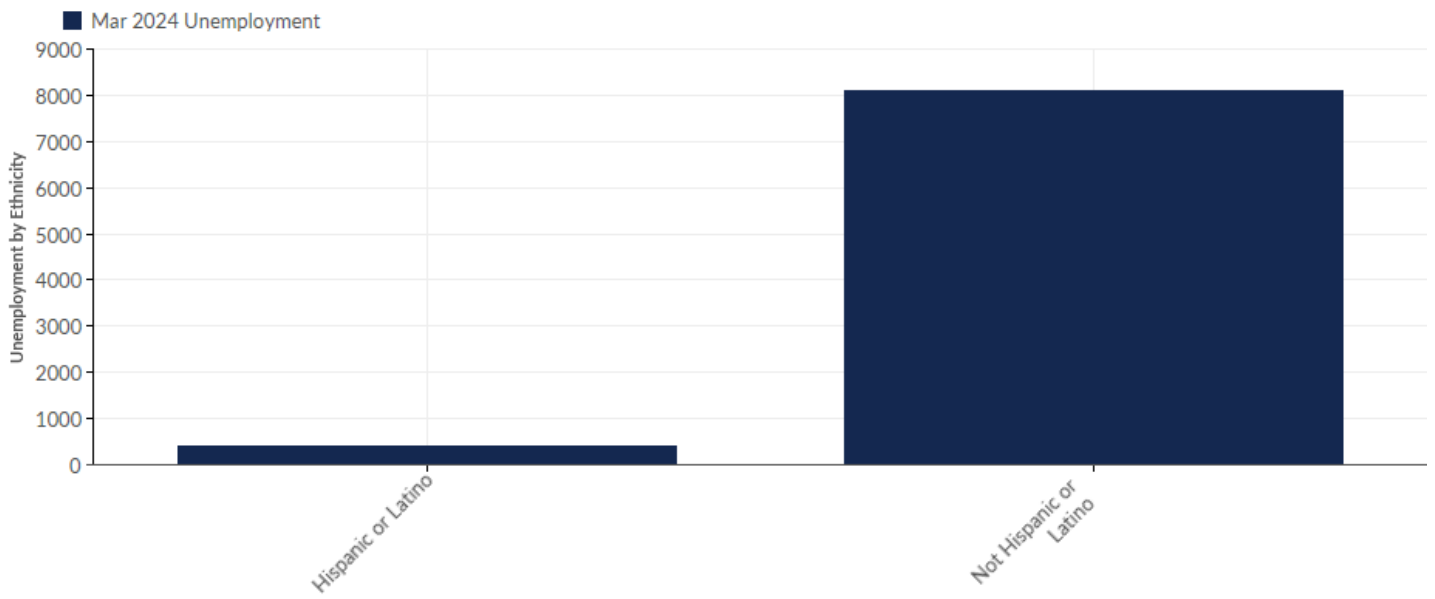
## Unemployment by Race



| Race                                      | Unemployment (Mar 2024) | % of Unemployed |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native         | 181                     | 2.13%           |
| Asian                                     | 110                     | 1.29%           |
| Black or African American                 | 438                     | 5.15%           |
| Native Hawaiian or Other Pacific Islander | 9                       | 0.11%           |
| White                                     | 7,764                   | 91.32%          |
| Total                                     | 8,502                   | 100.00%         |



## Unemployment by Ethnicity

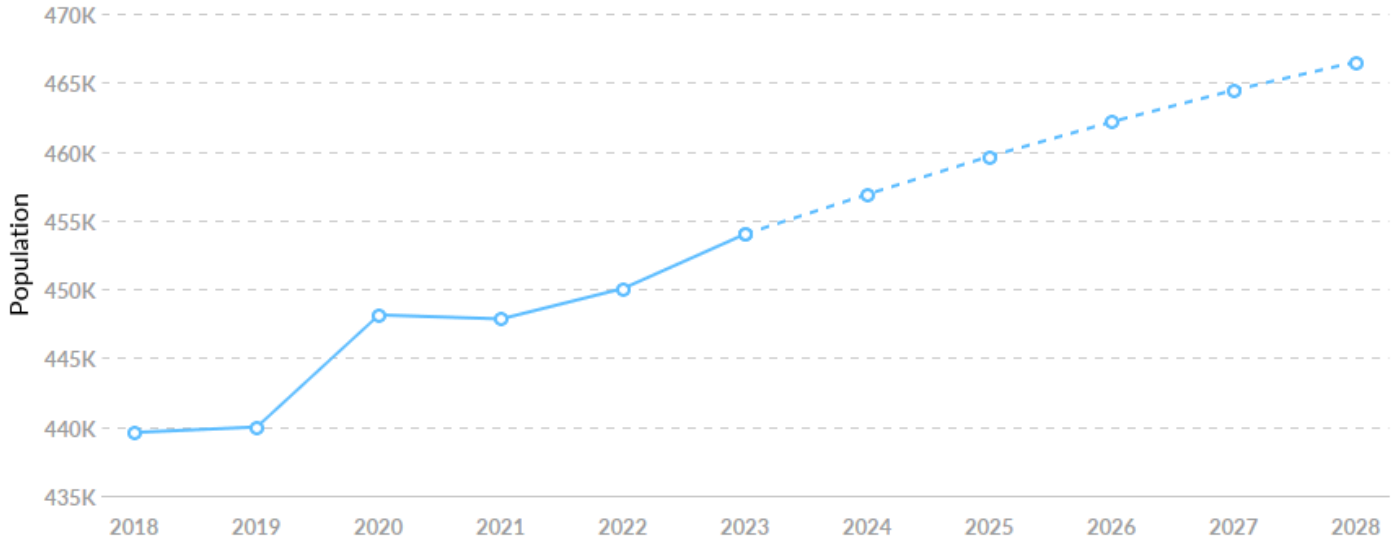


| Ethnicity              | Unemployment (Mar 2024) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino     | 417                     | 4.90%           |
| Not Hispanic or Latino | 8,085                   | 95.10%          |
| Total                  | 8,502                   | 100.00%         |

# Historic & Projected Trends

## Population Trends

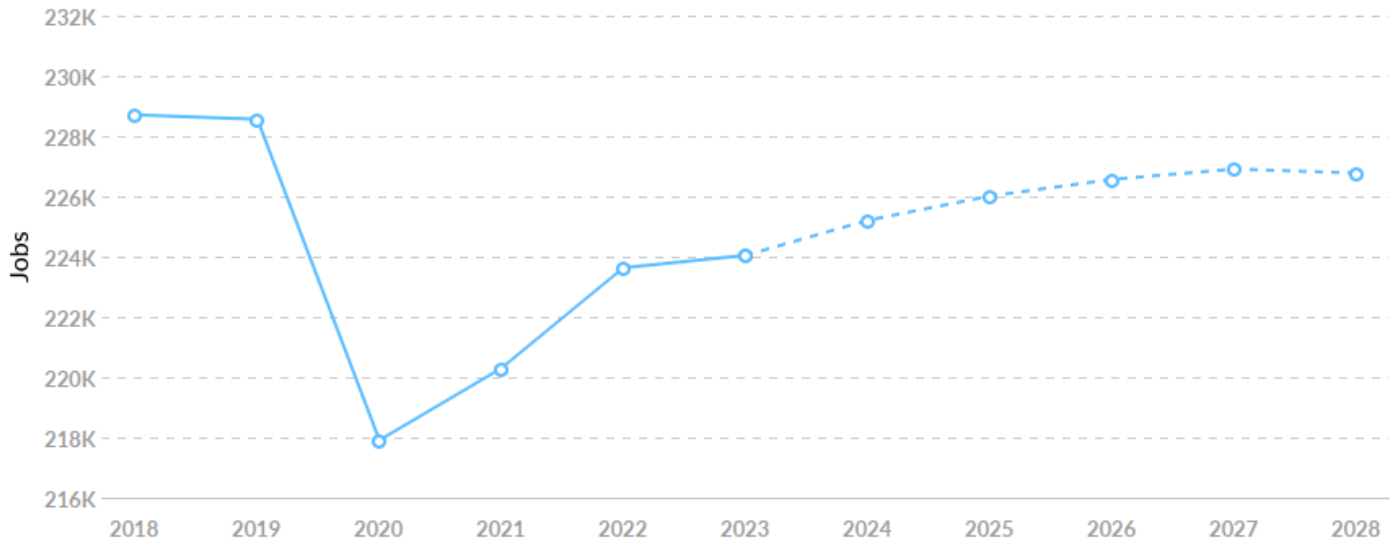
As of 2023 the region's population increased by 3.3% since 2018, growing by 14,416. Population is expected to increase by 2.8% between 2023 and 2028, adding 12,494.



| Timeframe | Population |
|-----------|------------|
| 2018      | 439,593    |
| 2019      | 439,989    |
| 2020      | 448,126    |
| 2021      | 447,835    |
| 2022      | 450,052    |
| 2023      | 454,009    |
| 2024      | 456,893    |
| 2025      | 459,646    |
| 2026      | 462,153    |
| 2027      | 464,452    |
| 2028      | 466,503    |

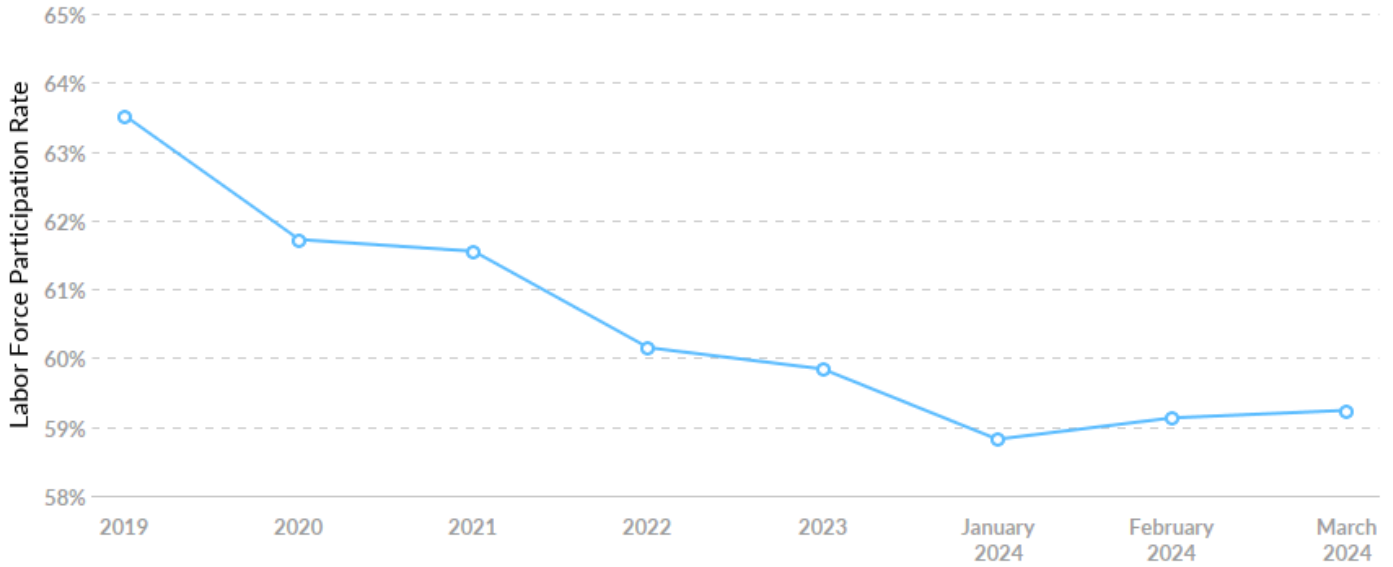
## Job Trends

From 2018 to 2023, jobs declined by 2.0% in NCWRPC from 228,708 to 224,043. This change fell short of the national growth rate of 4.3% by 6.3%.



| Timeframe | Jobs    |
|-----------|---------|
| 2018      | 228,708 |
| 2019      | 228,562 |
| 2020      | 217,902 |
| 2021      | 220,294 |
| 2022      | 223,632 |
| 2023      | 224,043 |
| 2024      | 225,207 |
| 2025      | 226,013 |
| 2026      | 226,566 |
| 2027      | 226,908 |
| 2028      | 226,776 |

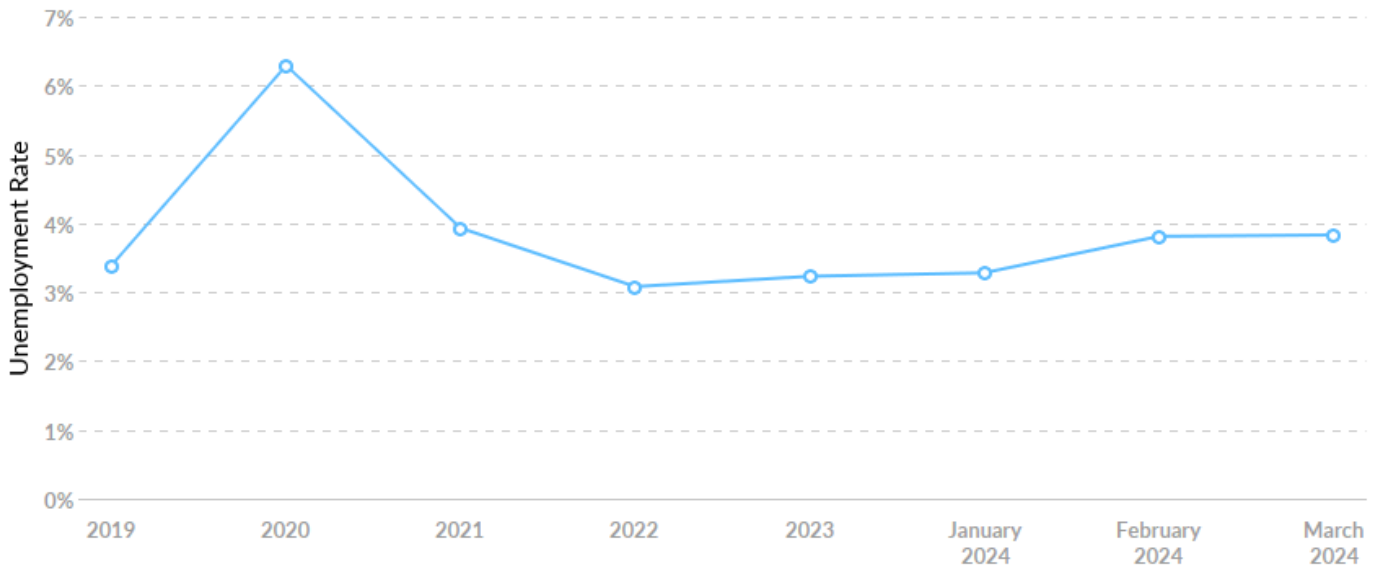
## Labor Force Participation Rate Trends



| Timeframe     | Labor Force Participation Rate |
|---------------|--------------------------------|
| 2019          | 63.52%                         |
| 2020          | 61.72%                         |
| 2021          | 61.55%                         |
| 2022          | 60.15%                         |
| 2023          | 59.84%                         |
| January 2024  | 58.82%                         |
| February 2024 | 59.13%                         |
| March 2024    | 59.24%                         |

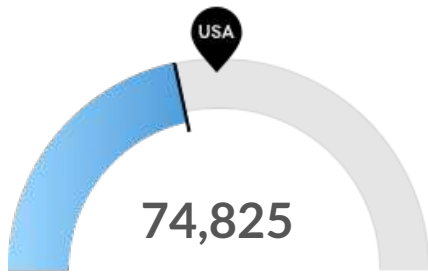
## Unemployment Rate Trends

Your areas had a March 2024 unemployment rate of 3.83%, **increasing from 3.39%** 5 years before.



| Timeframe     | Unemployment Rate |
|---------------|-------------------|
| 2019          | 3.39%             |
| 2020          | 6.29%             |
| 2021          | 3.93%             |
| 2022          | 3.08%             |
| 2023          | 3.23%             |
| January 2024  | 3.28%             |
| February 2024 | 3.81%             |
| March 2024    | 3.83%             |

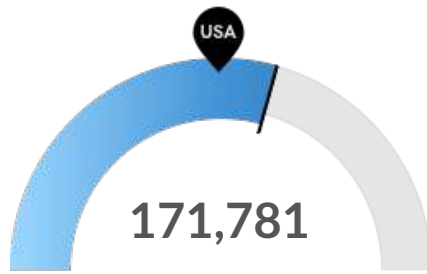
## Population Characteristics



74,825

Millennials

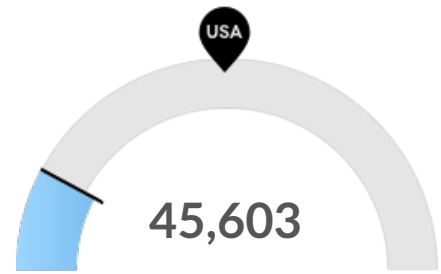
Your area has 74,825 millennials (ages 25-39). The national average for an area this size is 91,512.



171,781

Retiring Soon

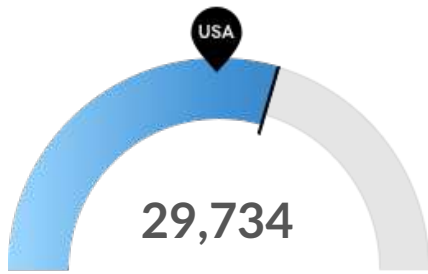
Retirement risk is high in your area. The national average for an area this size is 134,872 people 55 or older, while there are 171,781 here.



45,603

Racial Diversity

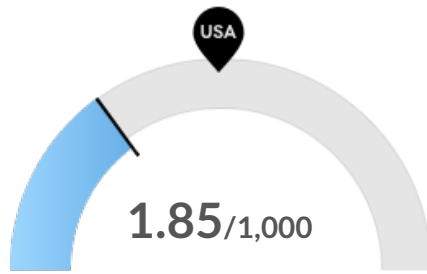
Racial diversity is low in your area. The national average for an area this size is 185,080 racially diverse people, while there are 45,603 here.



29,734

Veterans

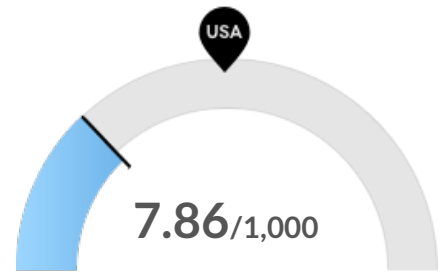
Your area has 29,734 veterans. The national average for an area this size is 23,008.



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.



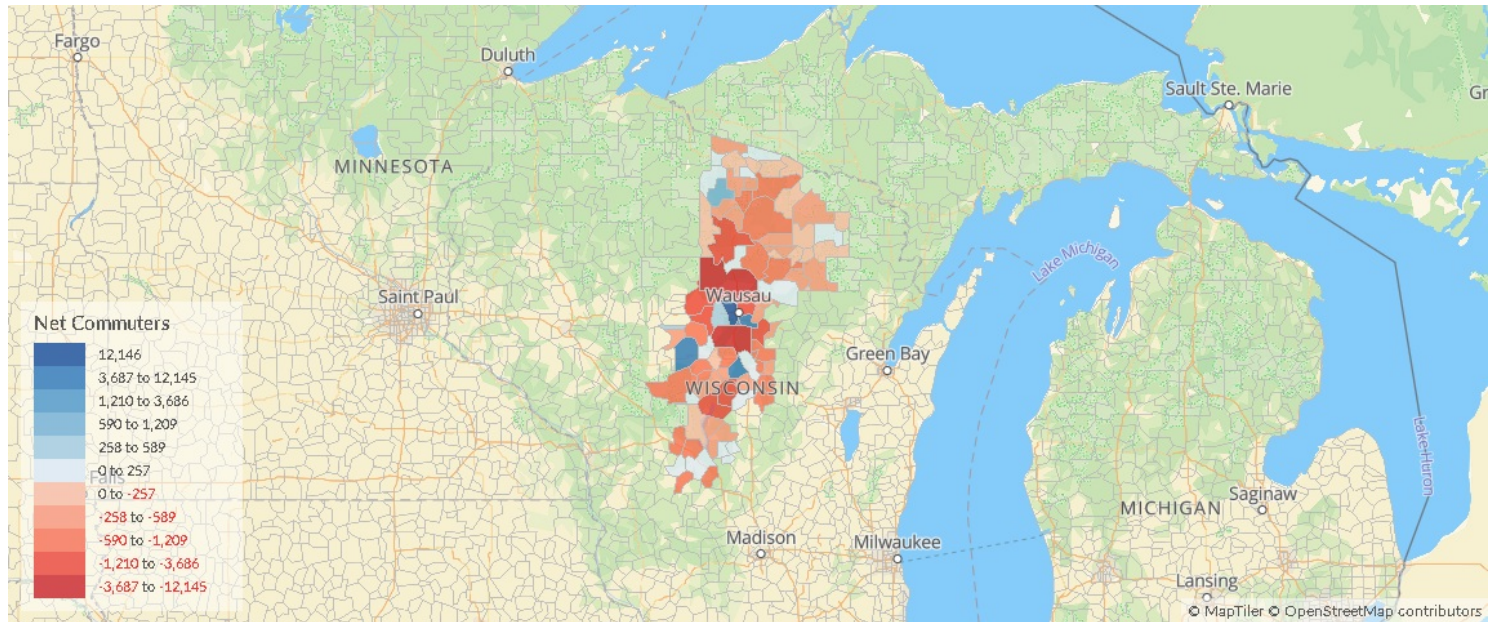
7.86/1,000

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...   | 28,674          |
| 54481 | Stevens Point, WI (in Po... | 18,512          |
| 54449 | Marshfield, WI (in Woo...   | 17,301          |
| 54476 | Schofield, WI (in Marath... | 14,637          |
| 54494 | Wisconsin Rapids, WI (i...  | 12,366          |

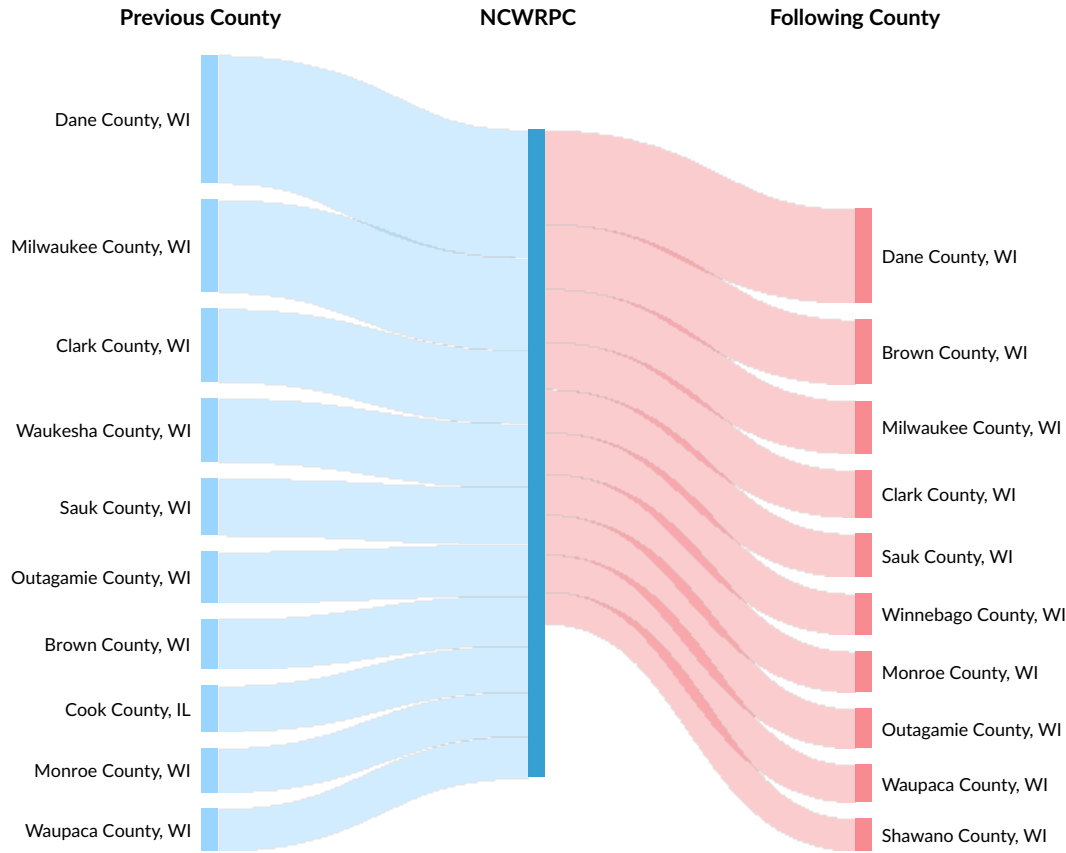
### Where Talent Lives

| ZIP   | Name                        | 2023 Workers |
|-------|-----------------------------|--------------|
| 54401 | Wausau, WI (in Maratho...   | 16,527       |
| 54494 | Wisconsin Rapids, WI (i...  | 14,275       |
| 54481 | Stevens Point, WI (in Po... | 14,180       |
| 54449 | Marshfield, WI (in Woo...   | 12,831       |
| 54403 | Wausau, WI (in Maratho...   | 12,387       |

# 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**.



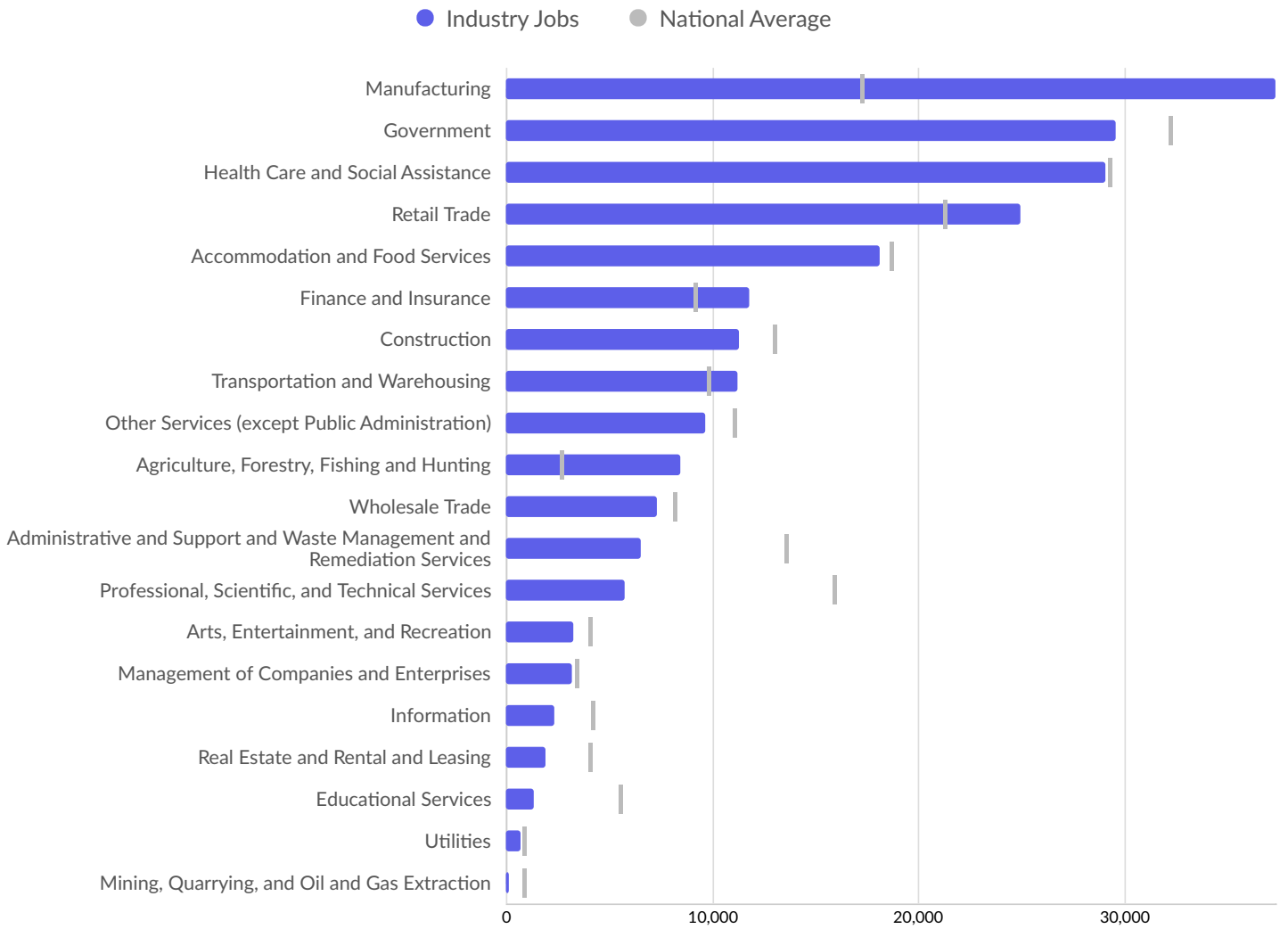
| Top Previous Counties | Migrations |
|-----------------------|------------|
| Dane County, WI       | 861        |
| Milwaukee County, WI  | 627        |
| Clark County, WI      | 492        |
| Waukesha County, WI   | 429        |
| Sauk County, WI       | 383        |
| Outagamie County, WI  | 345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



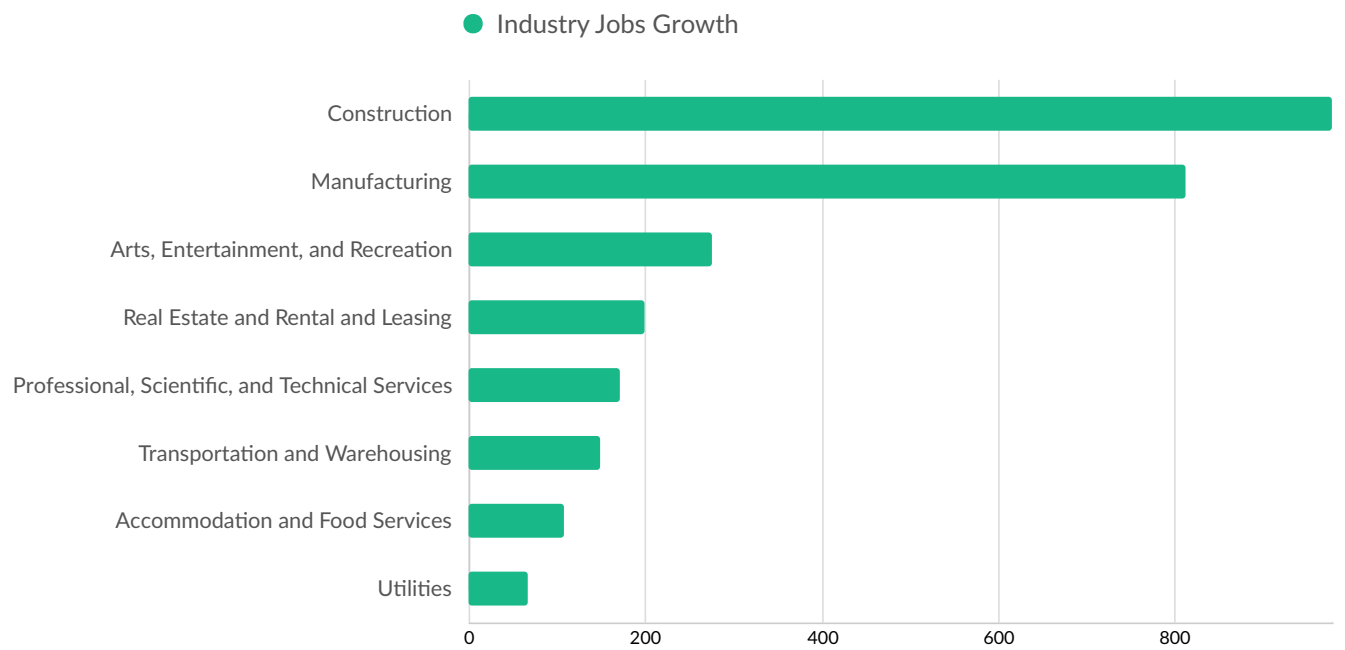
| Top Previous Counties  | Migrations |
|------------------------|------------|
| Brown County, WI       | 337        |
| Cook County, IL        | 310        |
| Monroe County, WI      | 299        |
| Waupaca County, WI     | 284        |
| Winnebago County, WI   | 273        |
| Rock County, WI        | 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



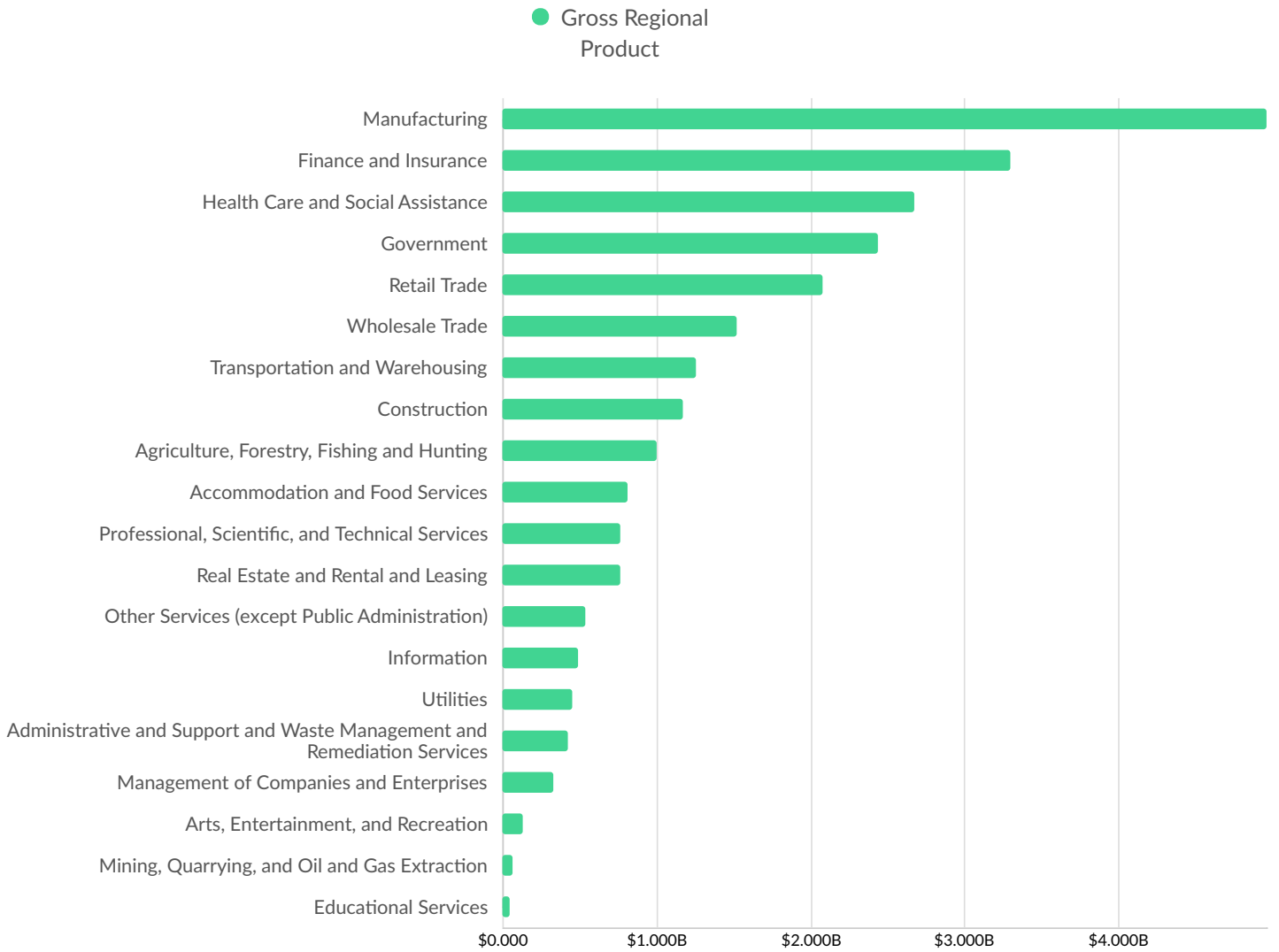
## Top Growing Industries



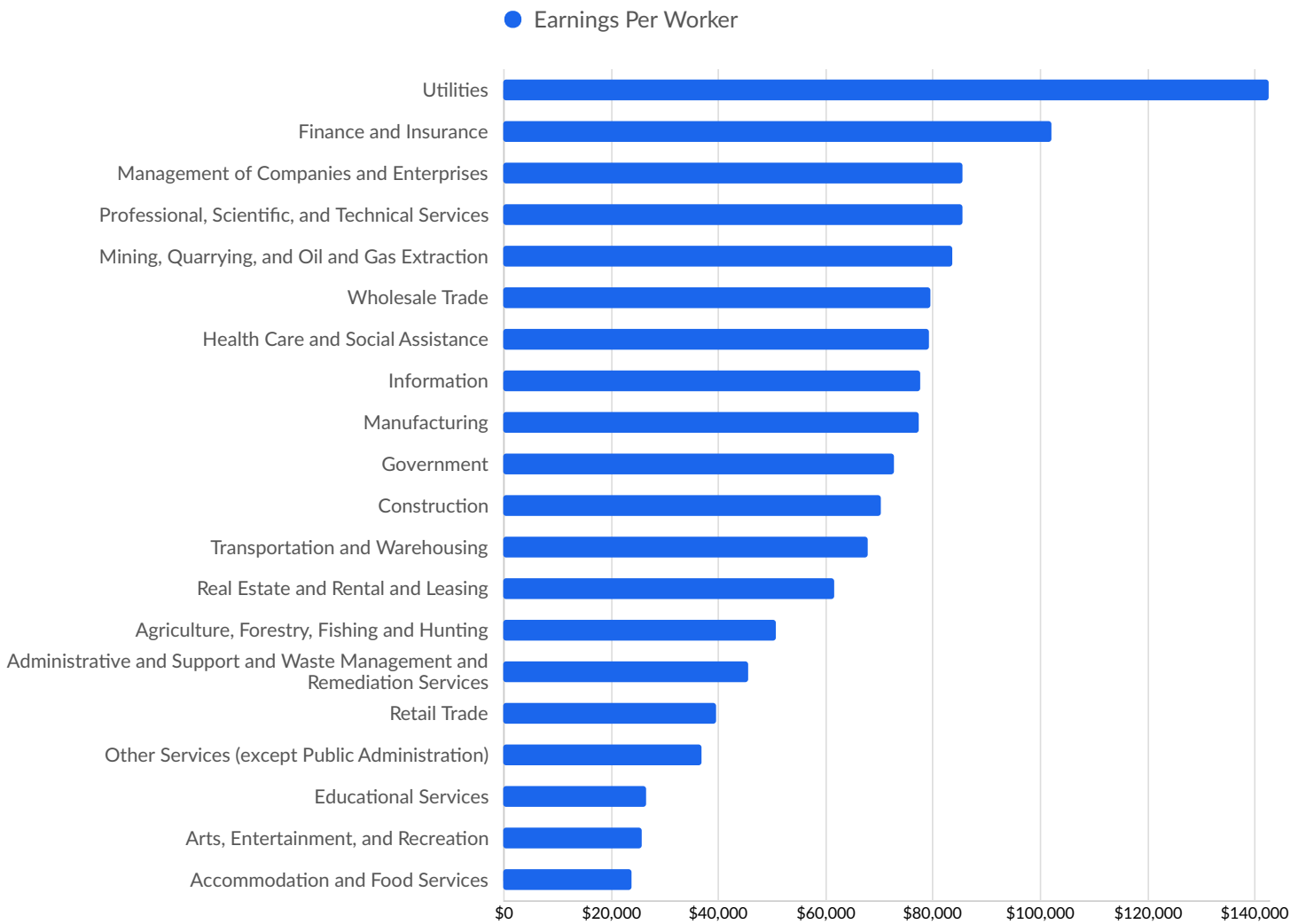
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



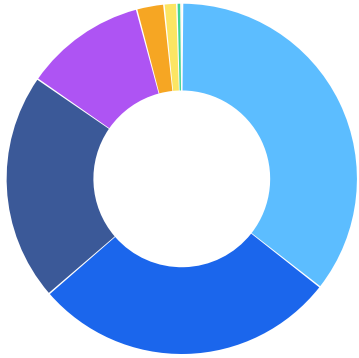
## Business Characteristics

### 27,280 Companies Employ Your Workers

Online profiles for your workers mention 27,280 companies as employers, with the top 10 appearing below. In the last 12 months, 2,285 companies in your area posted job postings, with the top 10 appearing below.

| Top Companies                   | Profiles  | Top Companies Posting          | Unique Postings   |
|---------------------------------|---|--------------------------------|---|
| Marshfield Clinic               | 2,462    | Aspirus                        | 1,875  |
| University of Wisconsin System  | 1,792  | Marshfield Clinic              | 915  |
| Sentry                          | 1,653  | Beaver Dam Community Hospit... | 601  |
| Aspirus                         | 1,549  | CompHealth                     | 408  |
| Ministry Health Care            | 748    | Kwik Trip                      | 288  |
| Greenheck                       | 622    | Walgreens Boots Alliance       | 281  |
| State of Wisconsin              | 580    | CareInHomes                    | 279  |
| Walmart                         | 503    | Walmart                        | 275  |
| Church Mutual Insurance Comp... | 482    | Kroger                         | 258  |
| Northcentral Technical College  | 468    | Festival Foods                 | 255  |

## Business Size



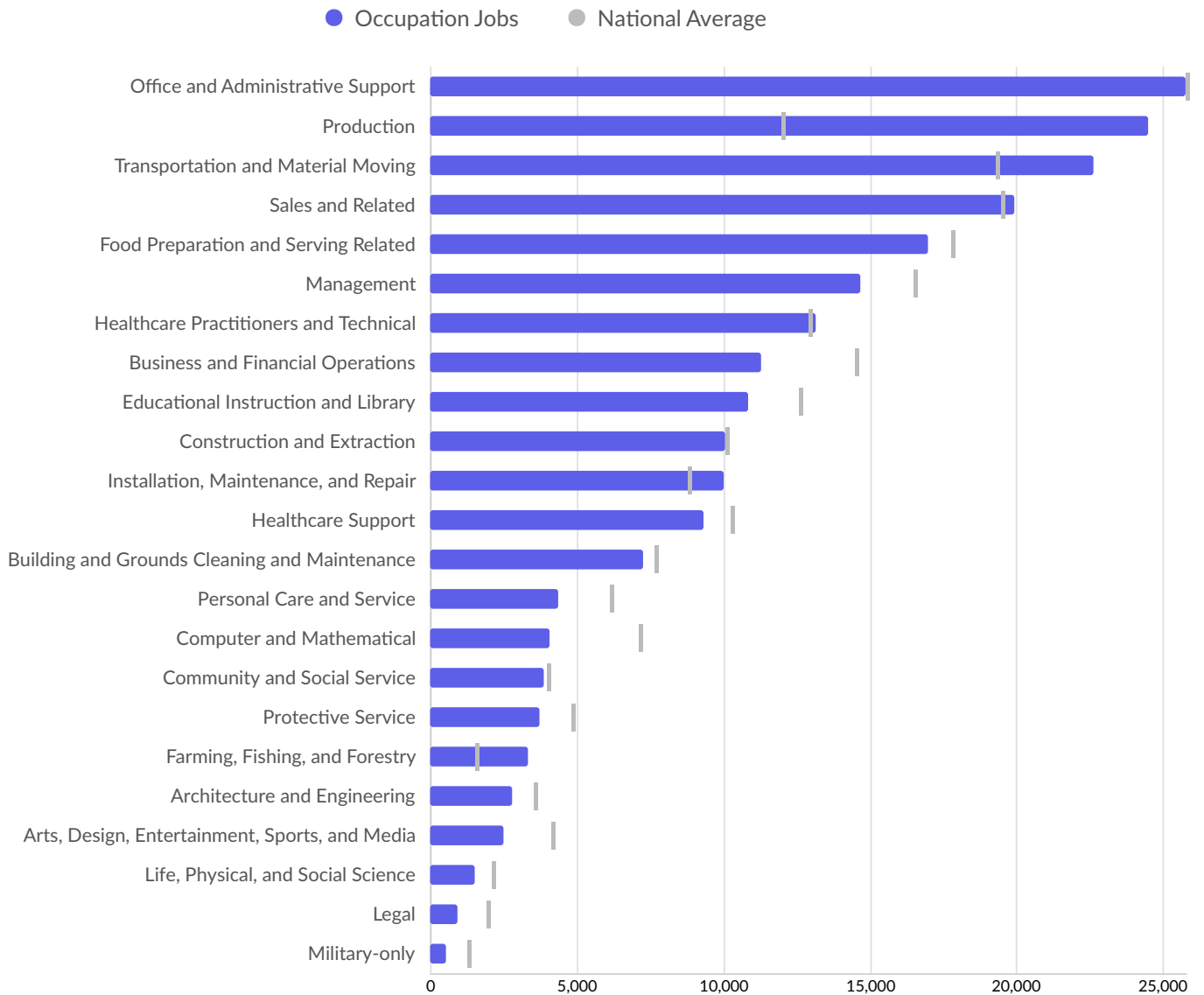
|                        | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees     | 35.5%      | 7,494          |
| ● 5 to 9 employees     | 28.1%      | 5,928          |
| ● 10 to 19 employees   | 21.0%      | 4,432          |
| ● 20 to 49 employees   | 11.2%      | 2,367          |
| ● 50 to 99 employees   | 2.5%       | 532            |
| ● 100 to 249 employees | 1.2%       | 249            |
| ● 250 to 499 employees | 0.4%       | 80             |
| ● 500+ employees       | 0.1%       | 30             |

*\*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.*

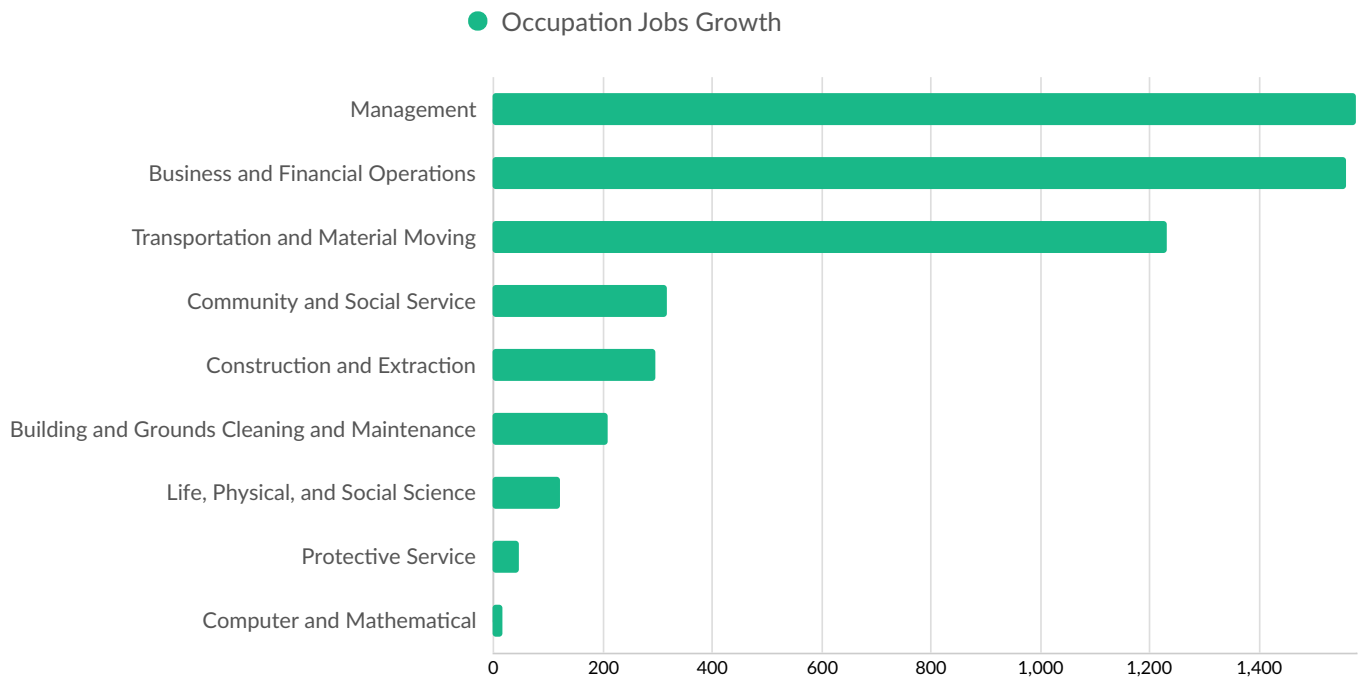


# Workforce Characteristics

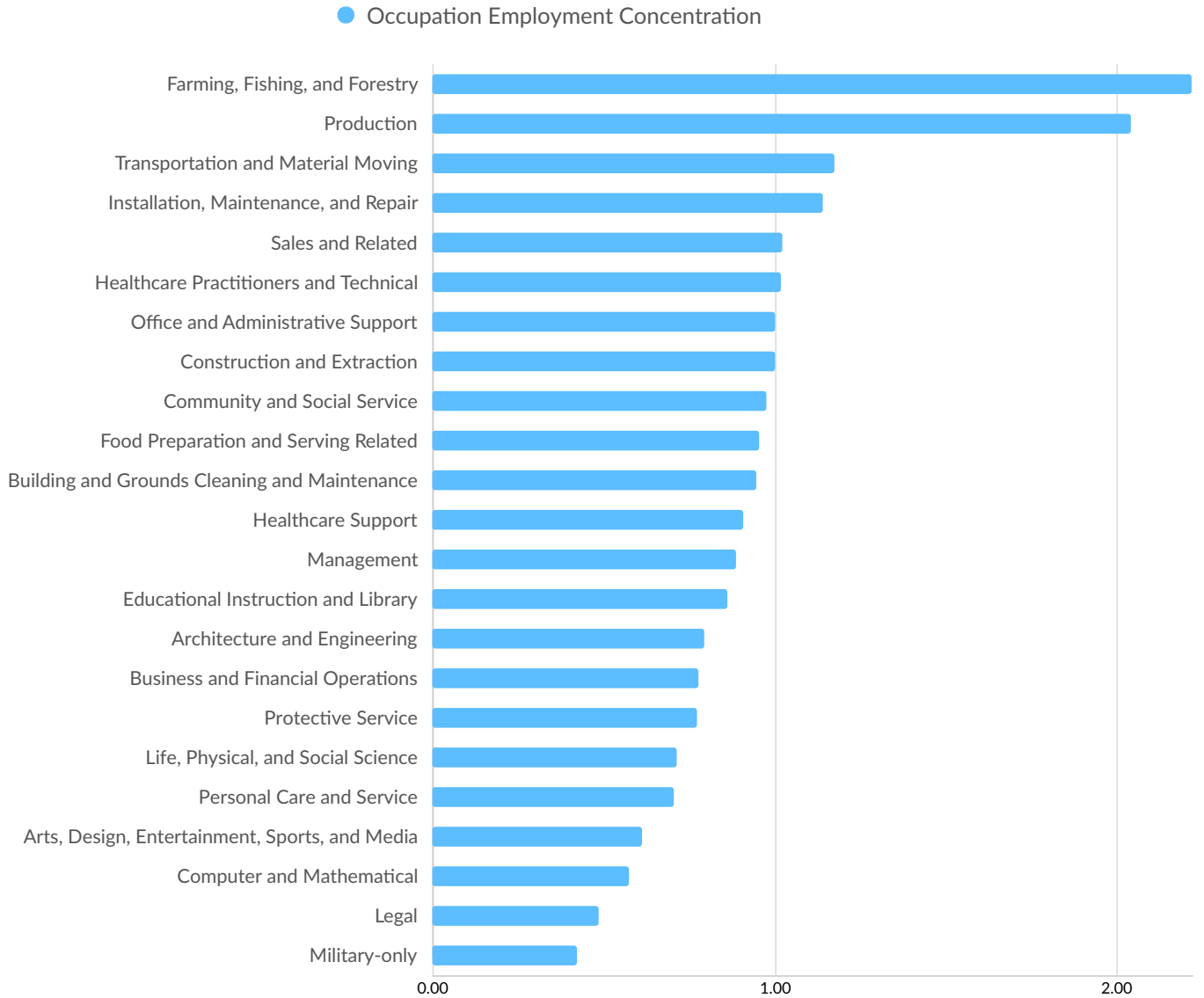
## Largest Occupations



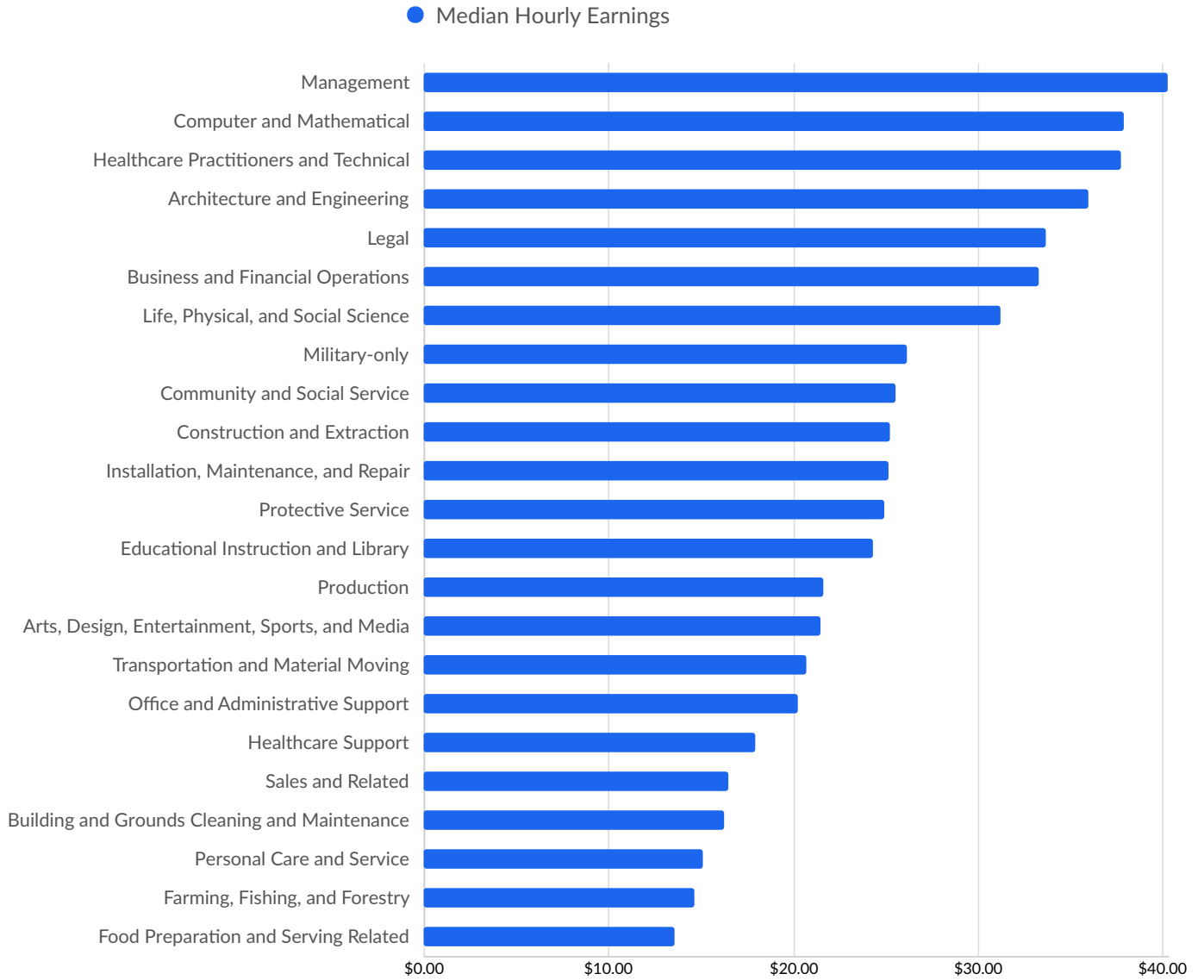
## Top Growing Occupations



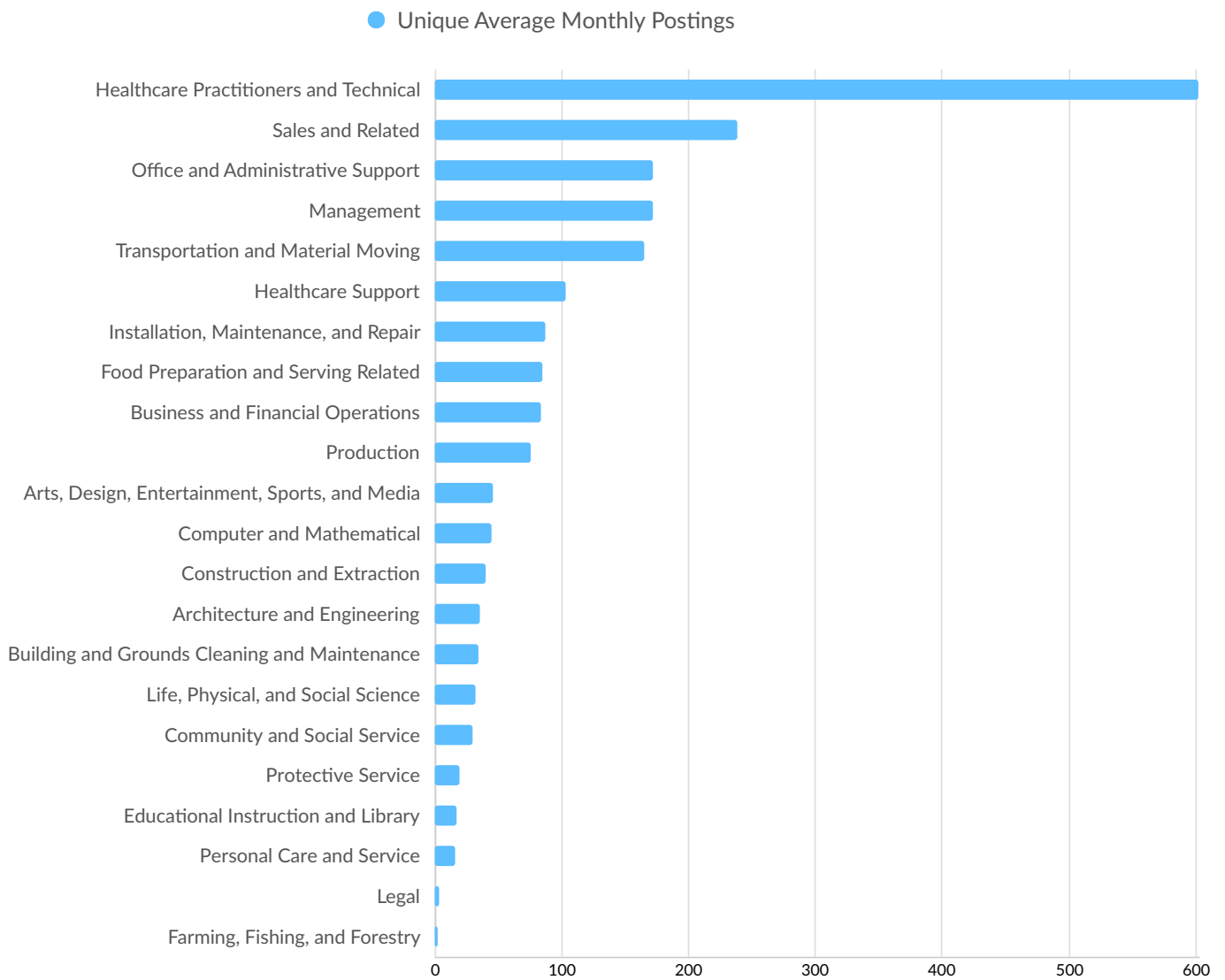
## Top Occupation Employment Concentration



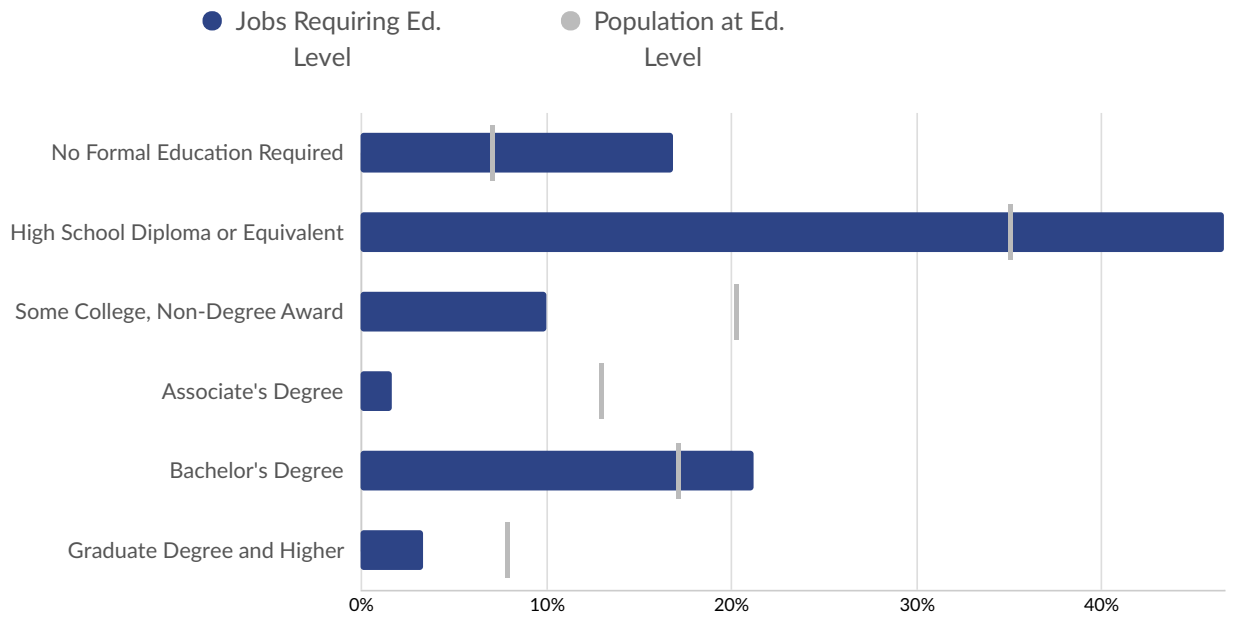
## Top Occupation Earnings



## Top Posted Occupations

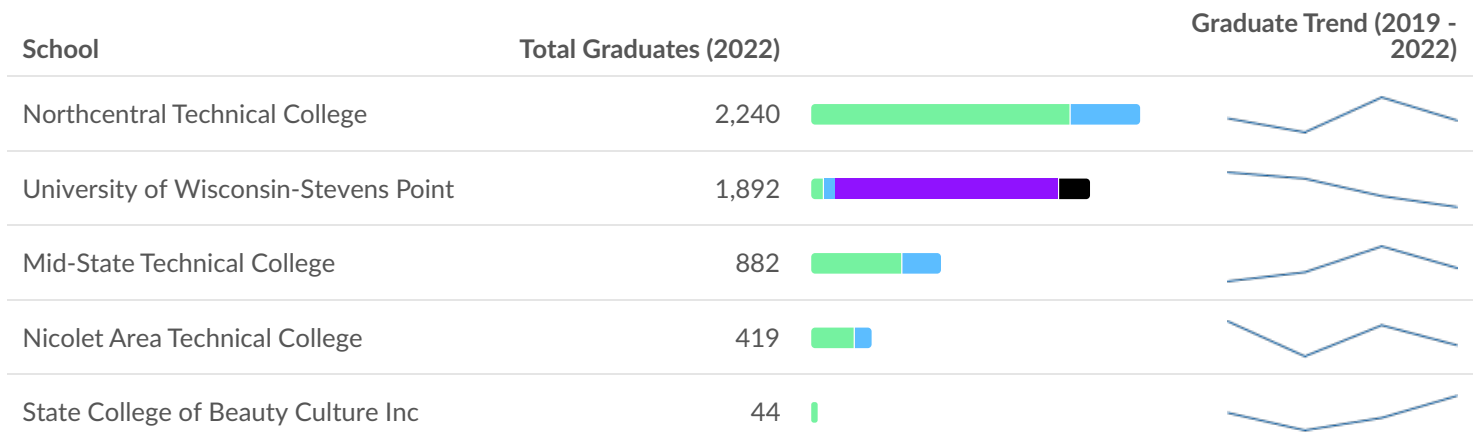


## Underemployment



## Educational Pipeline

In 2022, there were 5,477 graduates in NCWRPC. This pipeline has shrunk by 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

