



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

450,863

Population (2023)

Population grew by **11,270** over the last 5 years and is projected to grow by **10,530** over the next 5 years.

224,133

Total Regional Employment

Jobs decreased by **4,483** over the last 5 years but are projected to grow by **4,433** over the next 5 years.

\$64.8K

Avg. Earnings Per Job (2023)

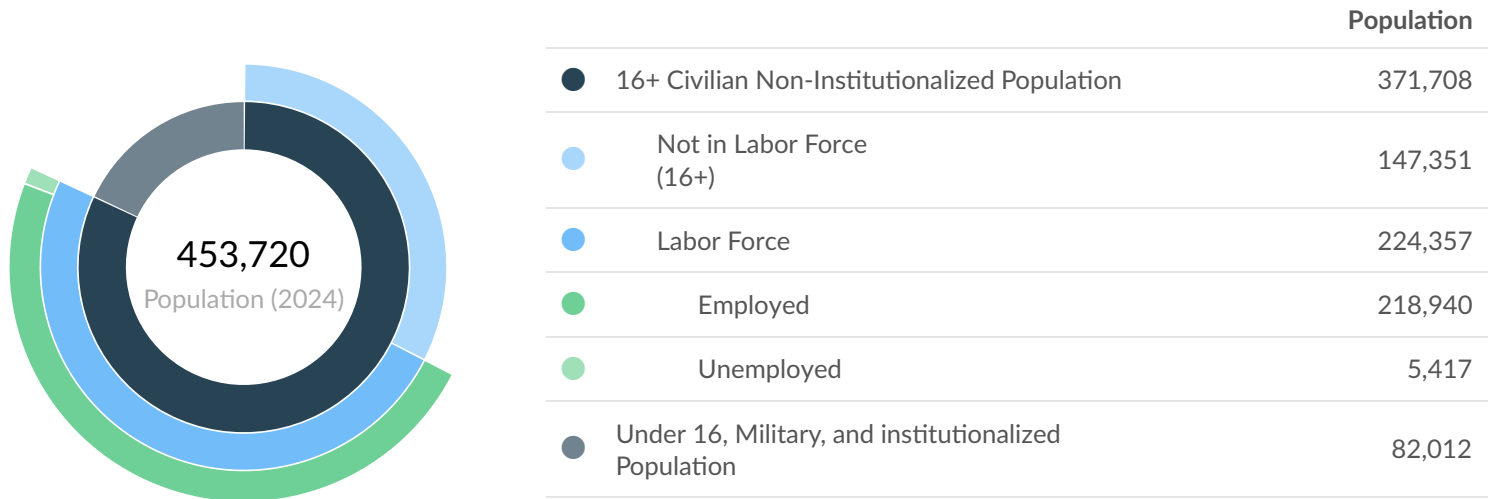
Regional average earnings per job are **\$18.5K below** the national average earnings of \$83.3K per job.

Takeaways

- As of 2023 the region's population **increased by 2.6%** since 2018, growing by 11,270. Population is expected to **increase by 2.3%** between 2023 and 2028, adding 10,530.
- From 2018 to 2023, jobs **declined by 2.0%** in NCWRPC from 228,616 to **224,133**. This change **fell short of the national growth rate of 4.5% by 6.5%**. As the number of jobs declined, the **labor force participation rate decreased from 63.4% to 59.8% 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.

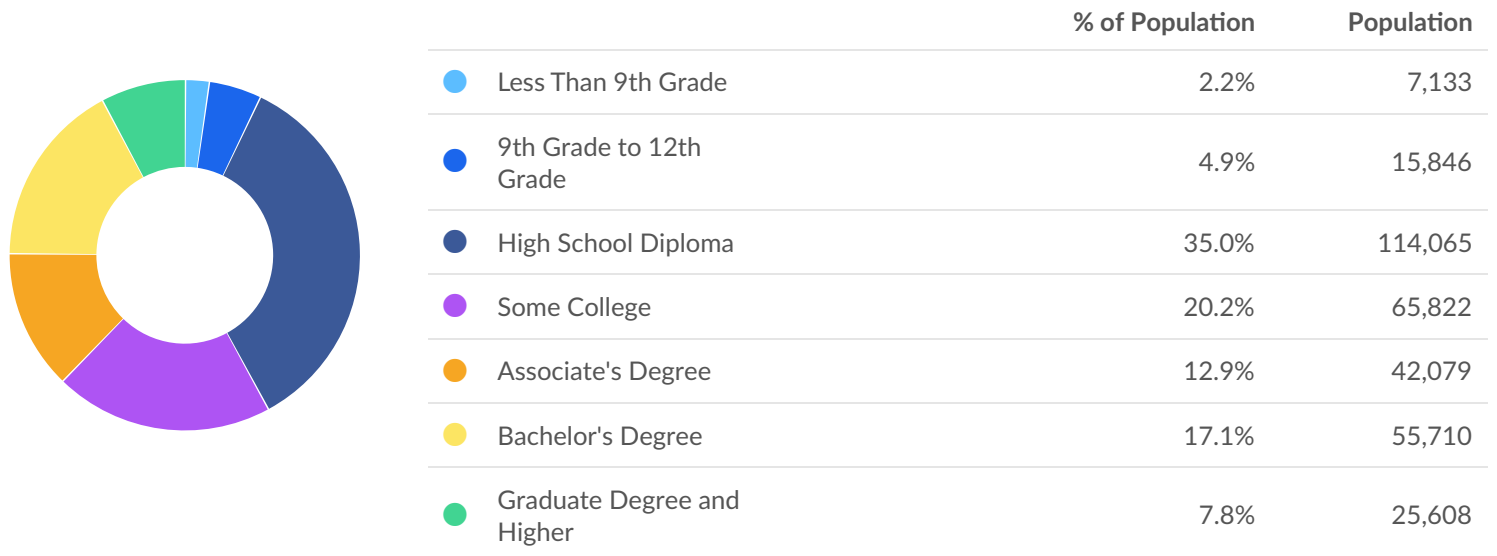
	Population (2024)	Labor Force (Sep 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	453,720	224,357	224,133	99.3	\$27.30B	\$35.07B	\$33.29B
State	5,932,800	3,174,542	3,245,667	100.2	\$412.45B	\$381.77B	\$408.89B

Sep 2024 Labor Force Breakdown



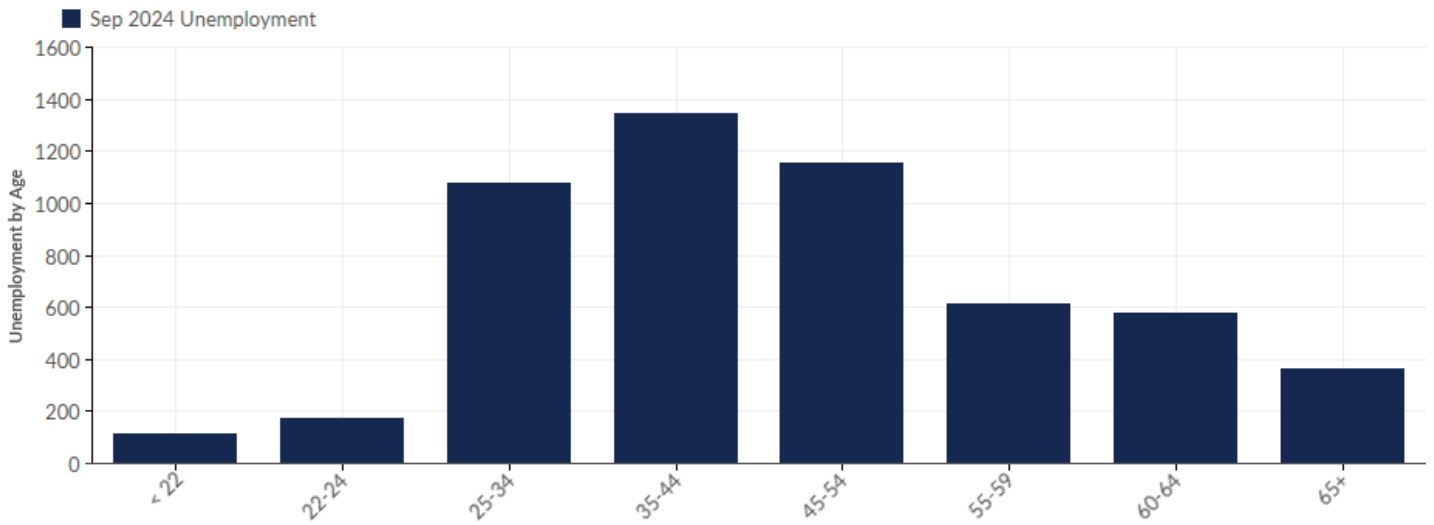
Educational Attainment

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).



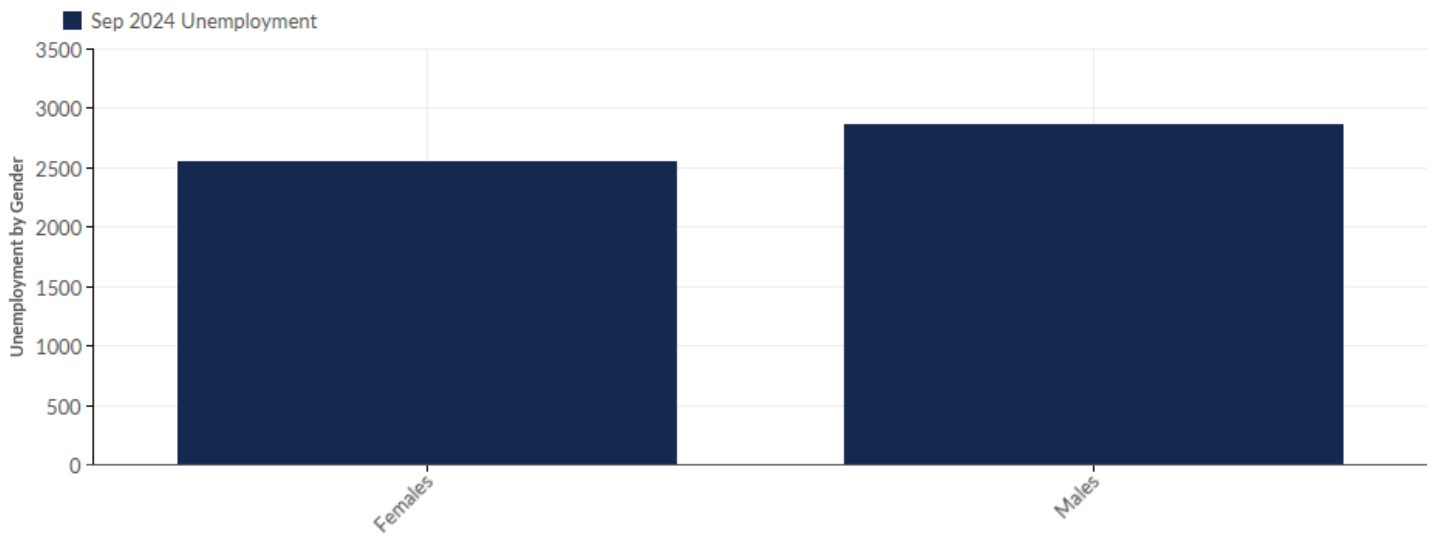
Unemployment by Demographics

Unemployment by Age



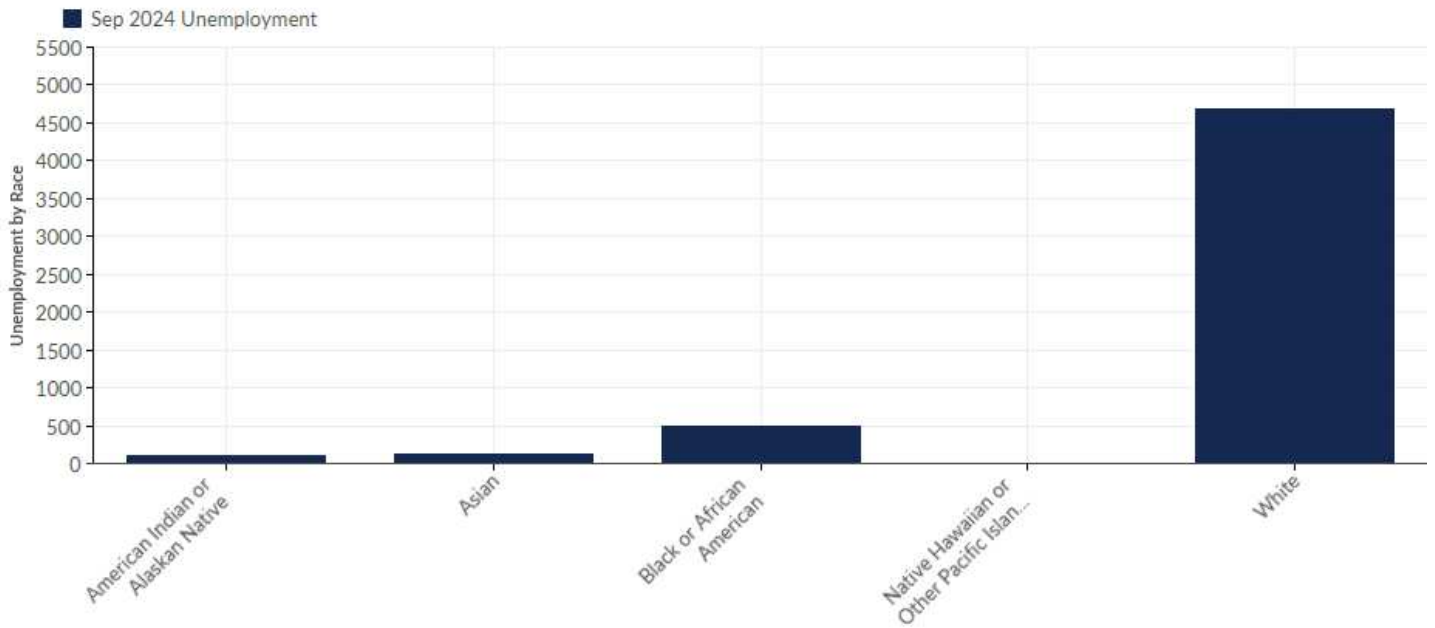
Age	Unemployment (Sep 2024)	% of Unemployed
< 22	115	2.12%
22-24	173	3.19%
25-34	1,078	19.90%
35-44	1,344	24.81%
45-54	1,156	21.34%
55-59	615	11.35%
60-64	576	10.63%
65+	360	6.65%
Total	5,417	100.00%

Unemployment by Gender



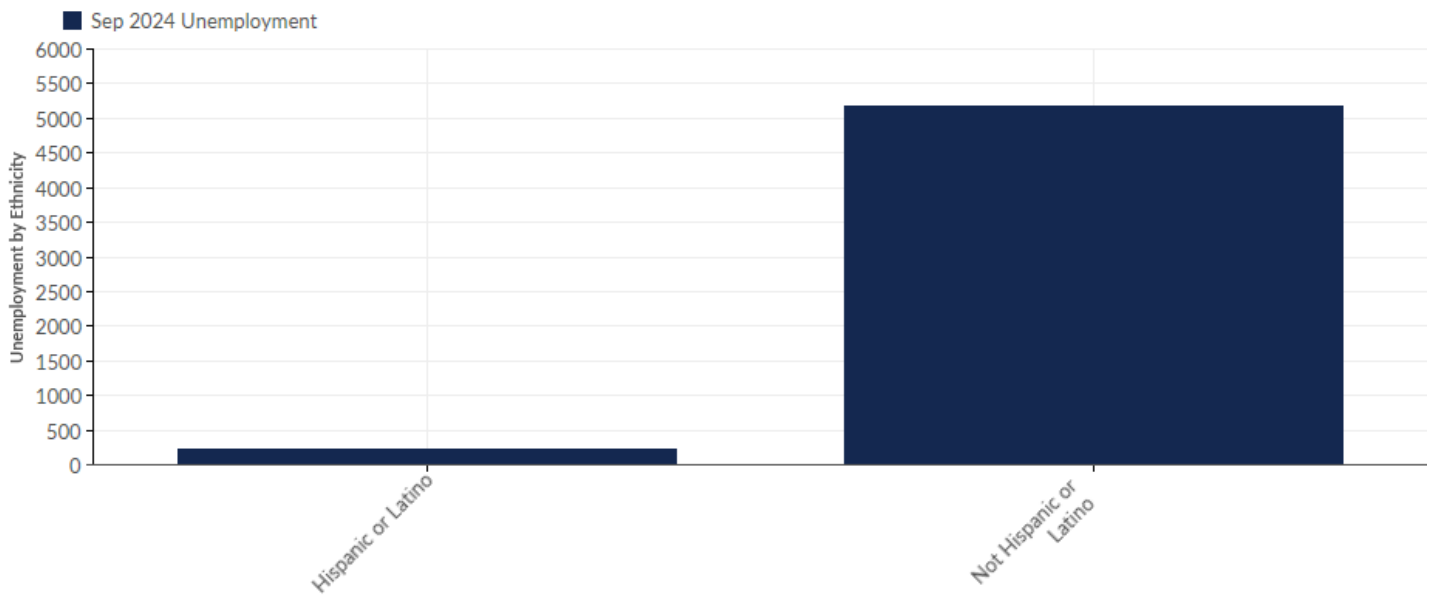
Gender	Unemployment (Sep 2024)	% of Unemployed
Females	2,550	47.07%
Males	2,867	52.93%
Total	5,417	100.00%

Unemployment by Race



Race	Unemployment (Sep 2024)	% of Unemployed
American Indian or Alaskan Native	109	2.01%
Asian	123	2.27%
Black or African American	489	9.03%
Native Hawaiian or Other Pacific Islander	9	0.17%
White	4,688	86.54%
Total	5,417	100.00%

Unemployment by Ethnicity

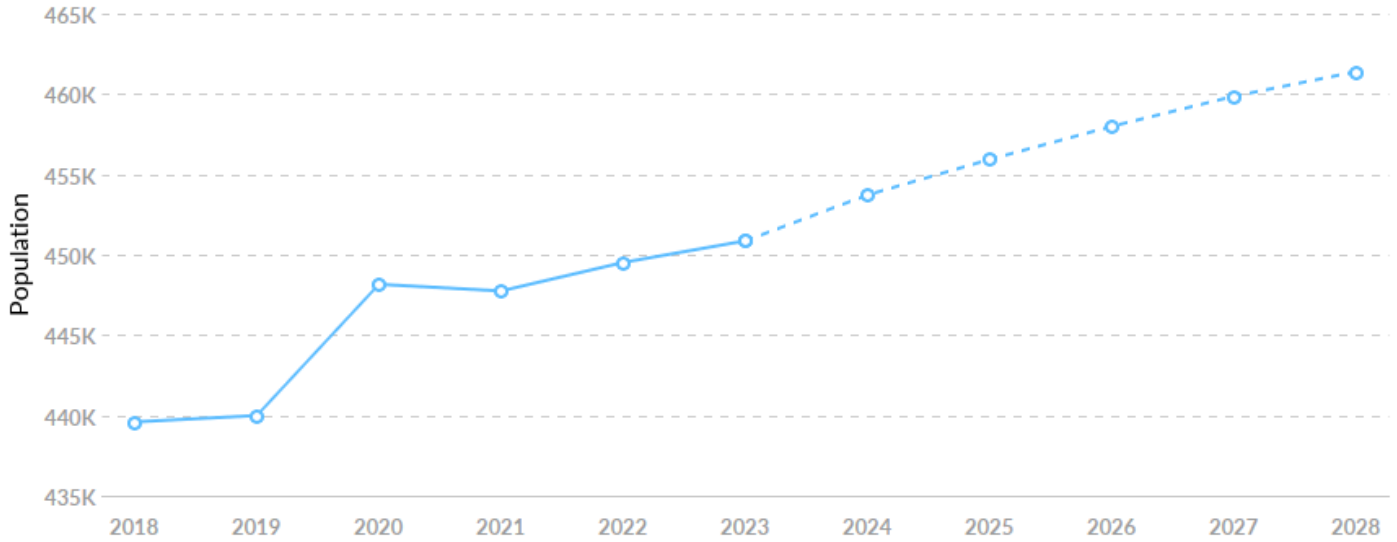


Ethnicity	Unemployment (Sep 2024)	% of Unemployed
Hispanic or Latino	233	4.30%
Not Hispanic or Latino	5,184	95.70%
Total	5,417	100.00%

Historic & Projected Trends

Population Trends

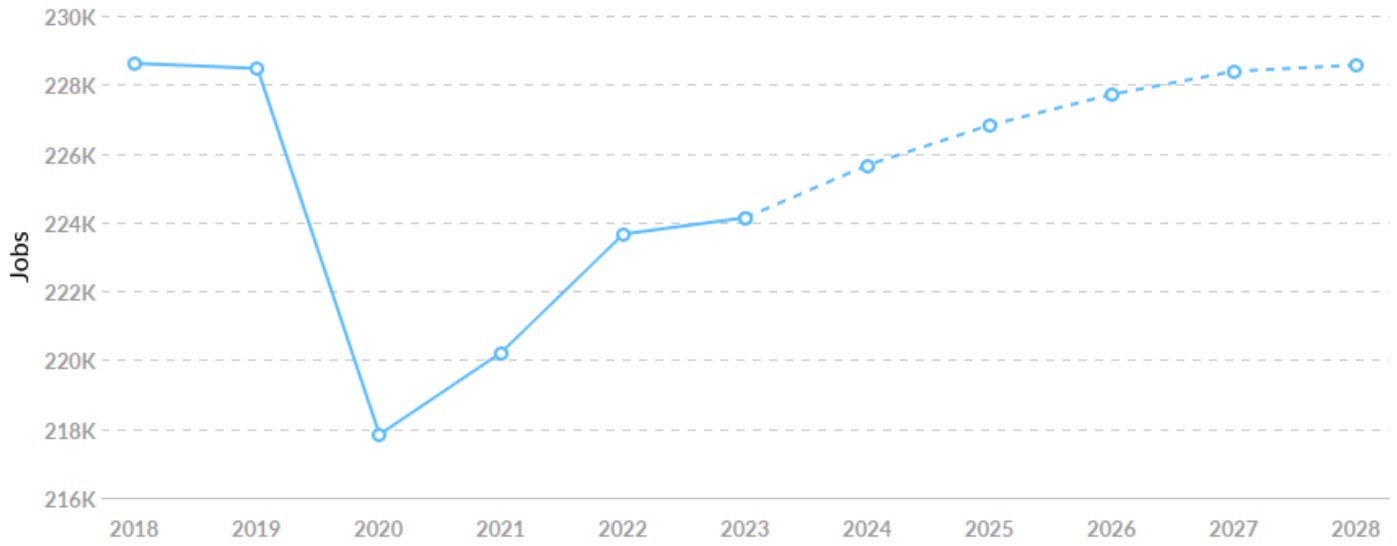
As of 2023 the region's population increased by 2.6% since 2018, growing by 11,270. Population is expected to increase by 2.3% between 2023 and 2028, adding 10,530.



Timeframe	Population
2018	439,593
2019	439,989
2020	448,158
2021	447,743
2022	449,518
2023	450,863
2024	453,720
2025	455,931
2026	457,990
2027	459,863
2028	461,393

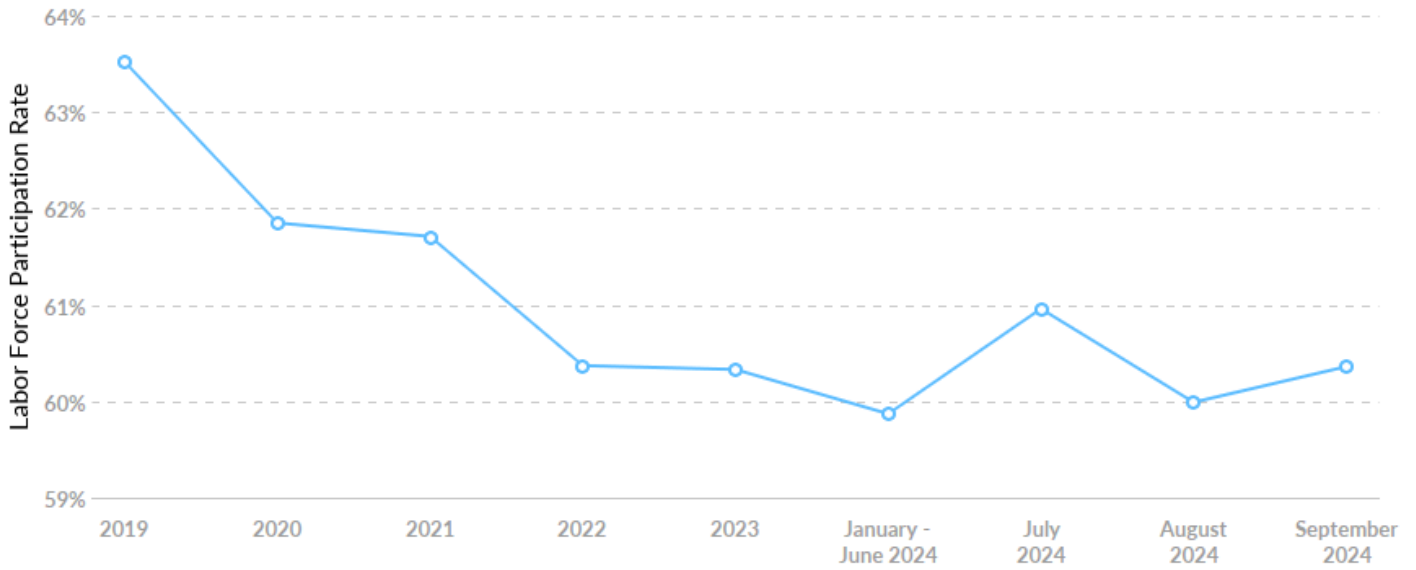
Job Trends

From 2018 to 2023, jobs declined by 2.0% in NCWRPC from 228,616 to 224,133. This change fell short of the national growth rate of 4.5% by 6.5%.



Timeframe	Jobs
2018	228,616
2019	228,468
2020	217,828
2021	220,215
2022	223,656
2023	224,133
2024	225,663
2025	226,821
2026	227,715
2027	228,385
2028	228,566

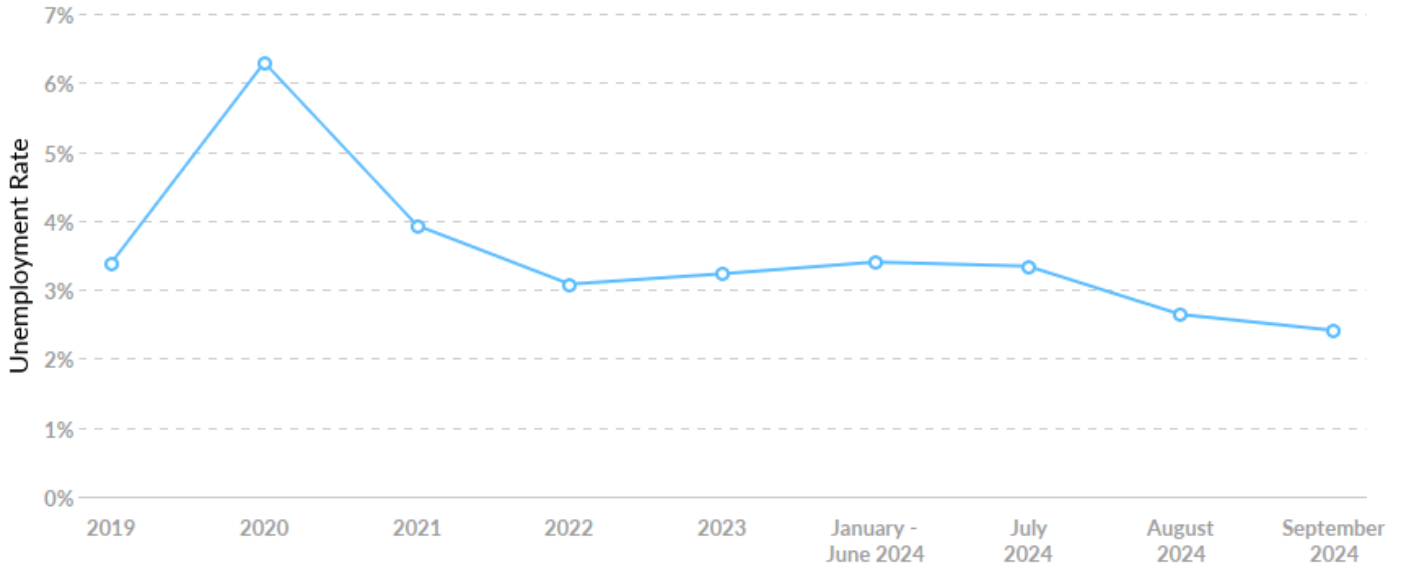
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	63.52%
2020	61.85%
2021	61.71%
2022	60.37%
2023	60.33%
January - June 2024	59.87%
July 2024	60.96%
August 2024	59.99%
September 2024	60.36%

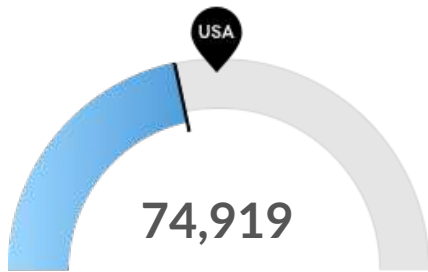
Unemployment Rate Trends

Your areas had a September 2024 unemployment rate of 2.41%, decreasing from 3.39% 5 years before.



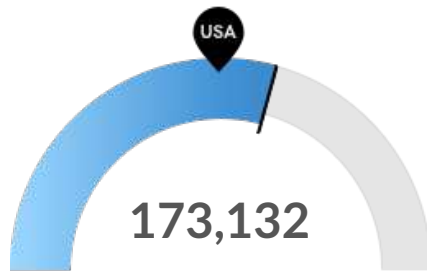
Timeframe	Unemployment Rate
2019	3.39%
2020	6.29%
2021	3.93%
2022	3.08%
2023	3.23%
January - June 2024	3.40%
July 2024	3.34%
August 2024	2.64%
September 2024	2.41%

Population Characteristics



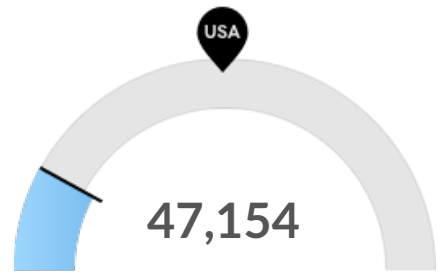
Millennials

Your area has 74,919 millennials (ages 25-39). The national average for an area this size is 91,608.



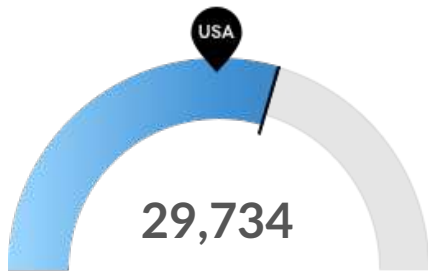
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 136,105 people 55 or older, while there are 173,132 here.



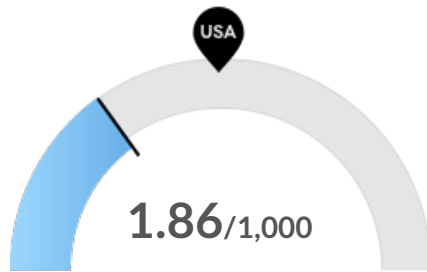
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 187,771 racially diverse people, while there are 47,154 here.



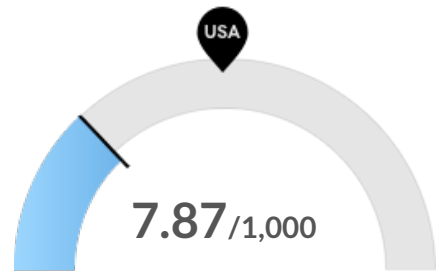
Veterans

Your area has 29,734 veterans. The national average for an area this size is 22,982.



Violent Crime

Your area has 1.86 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

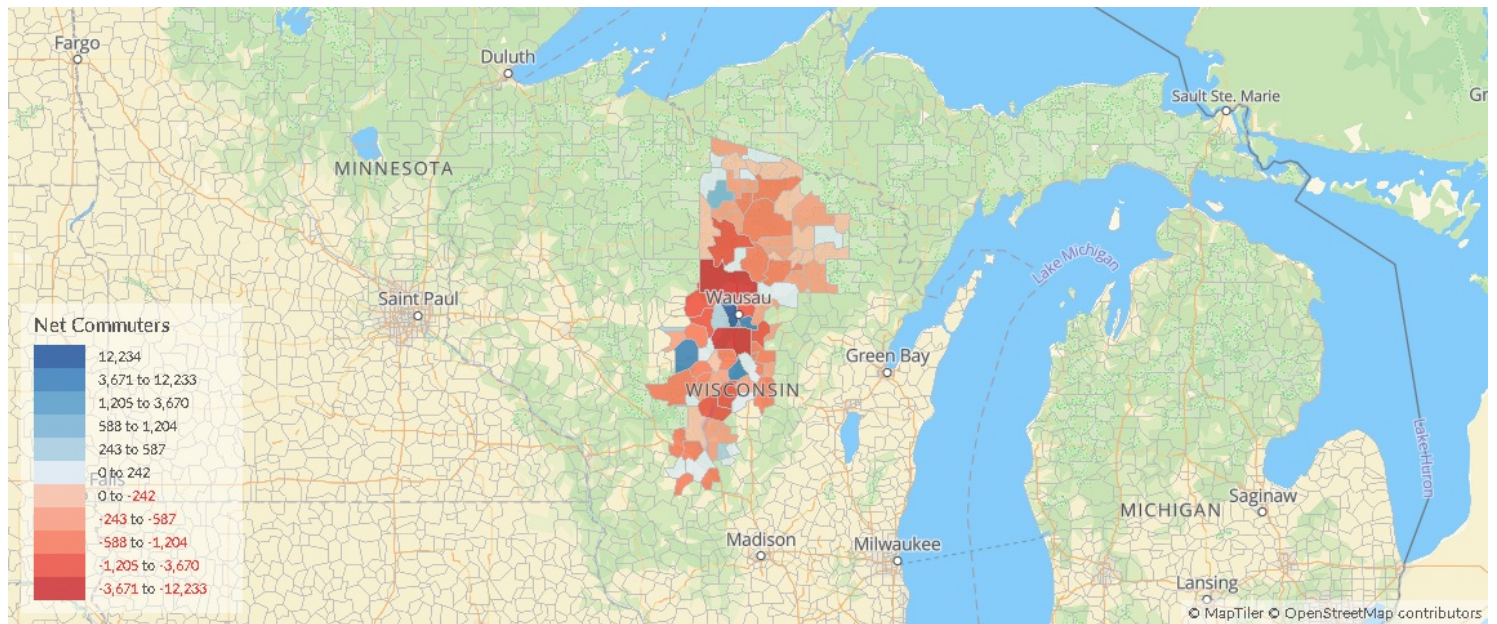


Property Crime

Your area has 7.87 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...	28,778
54481	Stevens Point, WI (in Po...	18,552
54449	Marshfield, WI (in Woo...	17,346
54476	Schofield, WI (in Marath...	14,528
54494	Wisconsin Rapids, WI (i...	12,359

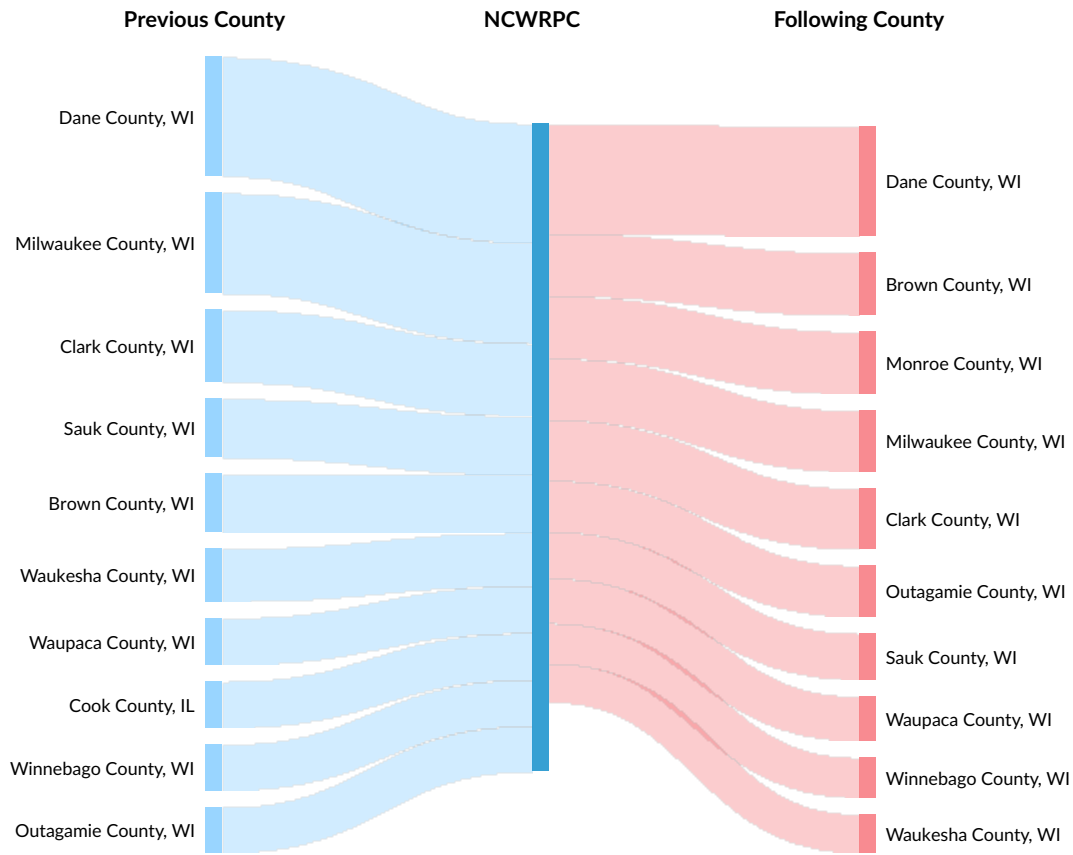
Where Talent Lives

ZIP	Name	2023 Workers
54401	Wausau, WI (in Maratho...	16,544
54494	Wisconsin Rapids, WI (i...	14,267
54481	Stevens Point, WI (in Po...	14,194
54449	Marshfield, WI (in Woo...	12,842
54403	Wausau, WI (in Maratho...	12,398

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 2022, **708** people have migrated from Dane County, WI to NCWRPC. In the same year, **652** people left NCWRPC migrating to Dane County, WI. The total Net Migration for NCWRPC in 2022 was **1,984**.

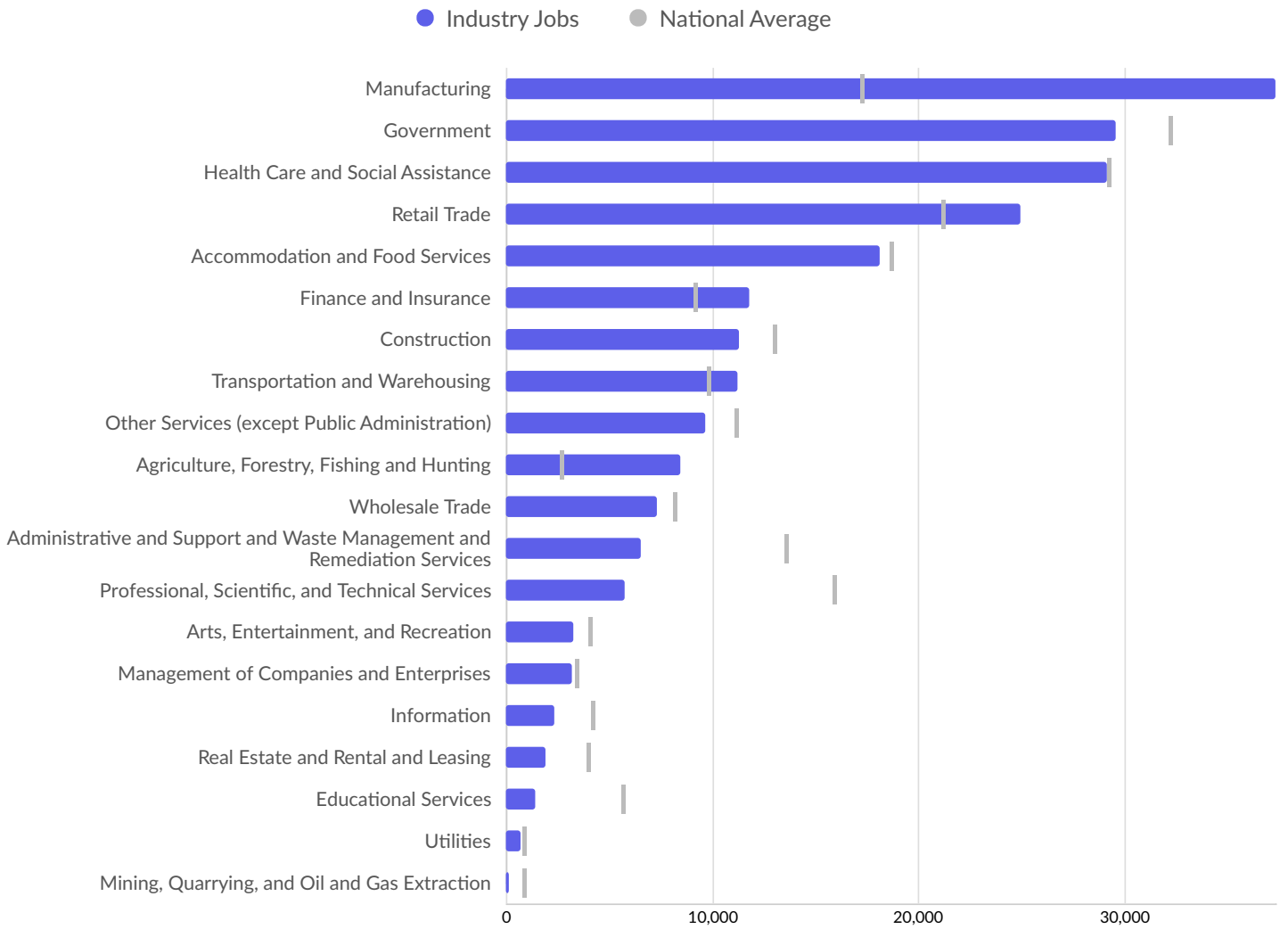


Top Previous Counties	Migrations
Dane County, WI	708
Milwaukee County, WI	596
Clark County, WI	431
Sauk County, WI	349
Brown County, WI	345
Waukesha County, WI	315

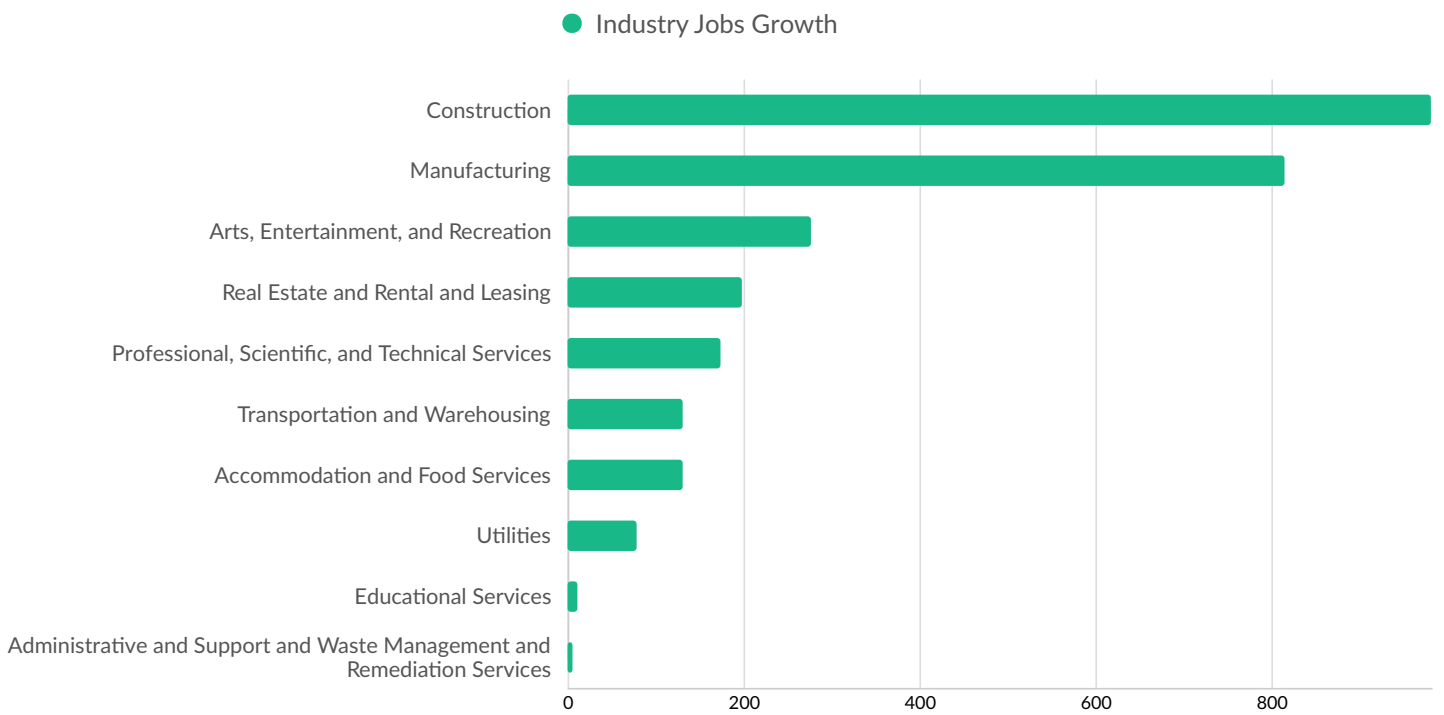
Top Previous Counties	Migrations
Waupaca County, WI	278
Cook County, IL	277
Winnebago County, WI	274
Outagamie County, WI	272
Monroe County, WI	270
Shawano County, WI	230
Columbia County, WI	223
Waushara County, WI	191
Hennepin County, MN	183
Top Following Counties	Migrations
Dane County, WI	652
Brown County, WI	371
Monroe County, WI	370
Milwaukee County, WI	365
Clark County, WI	360
Outagamie County, WI	304
Sauk County, WI	276
Waupaca County, WI	266
Winnebago County, WI	239
Waukesha County, WI	230
Shawano County, WI	205
Columbia County, WI	176
Eau Claire County, WI	171
Waushara County, WI	171
Hennepin County, MN	150

Industry Characteristics

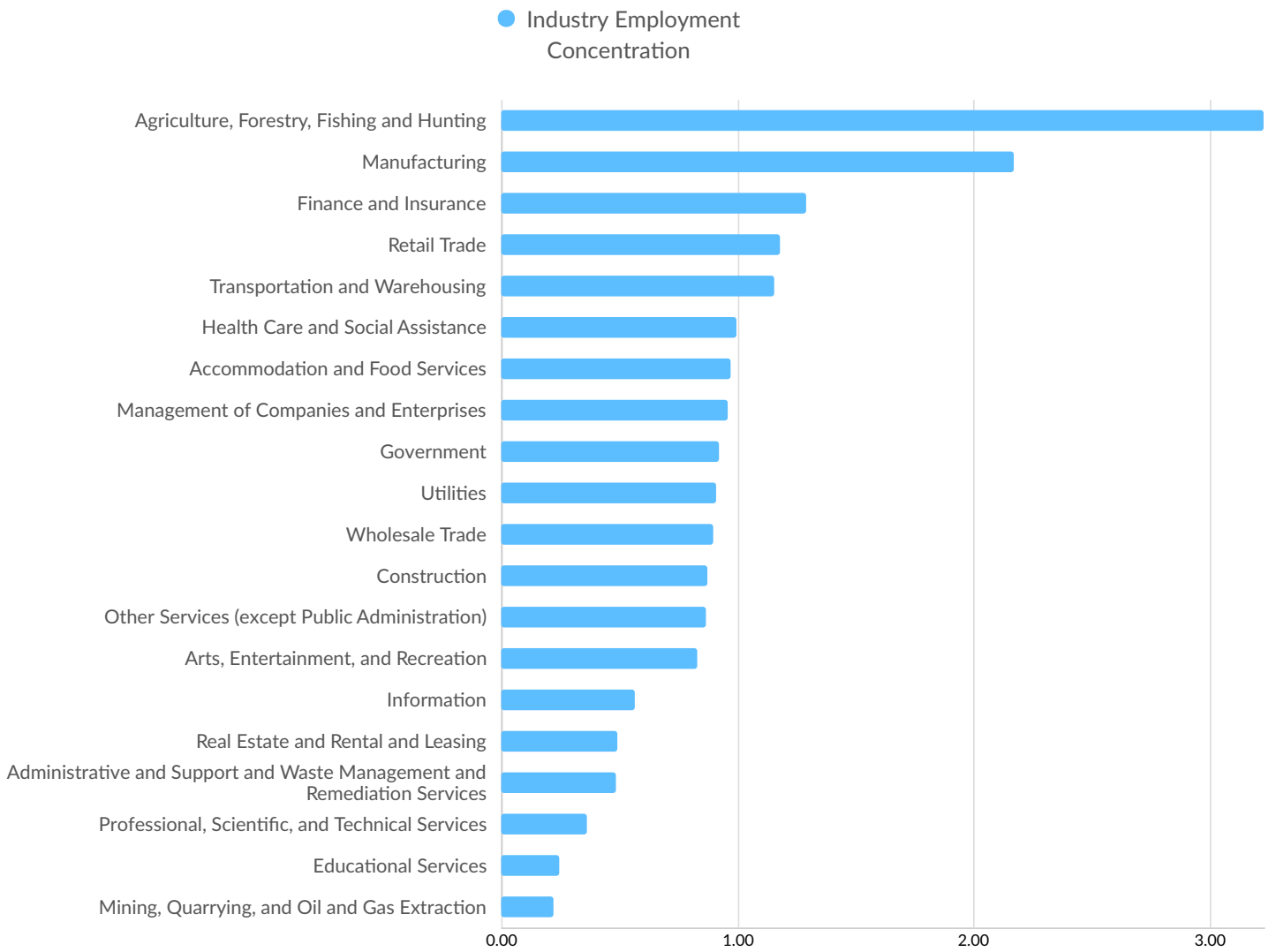
Largest Industries



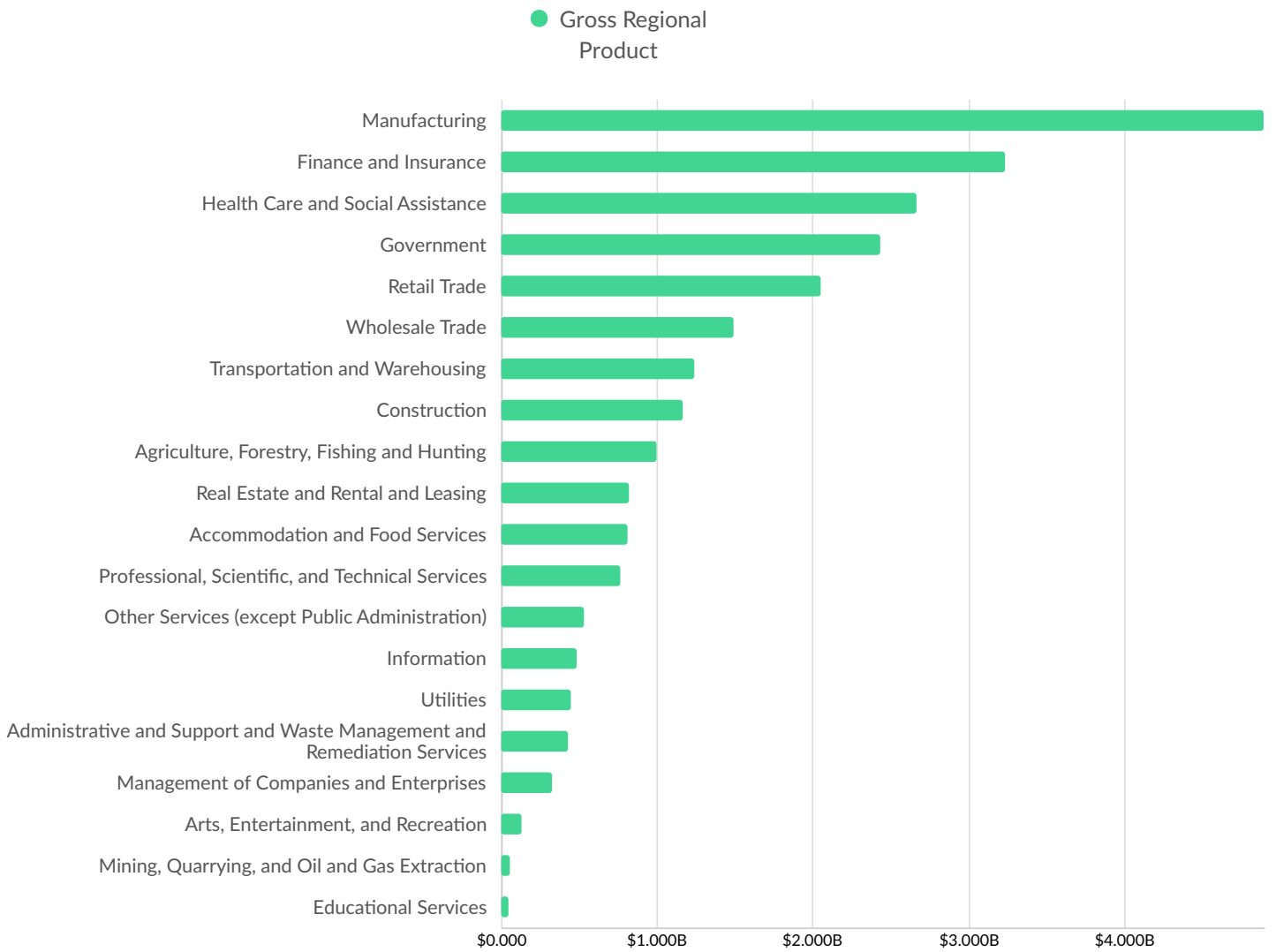
Top Growing Industries



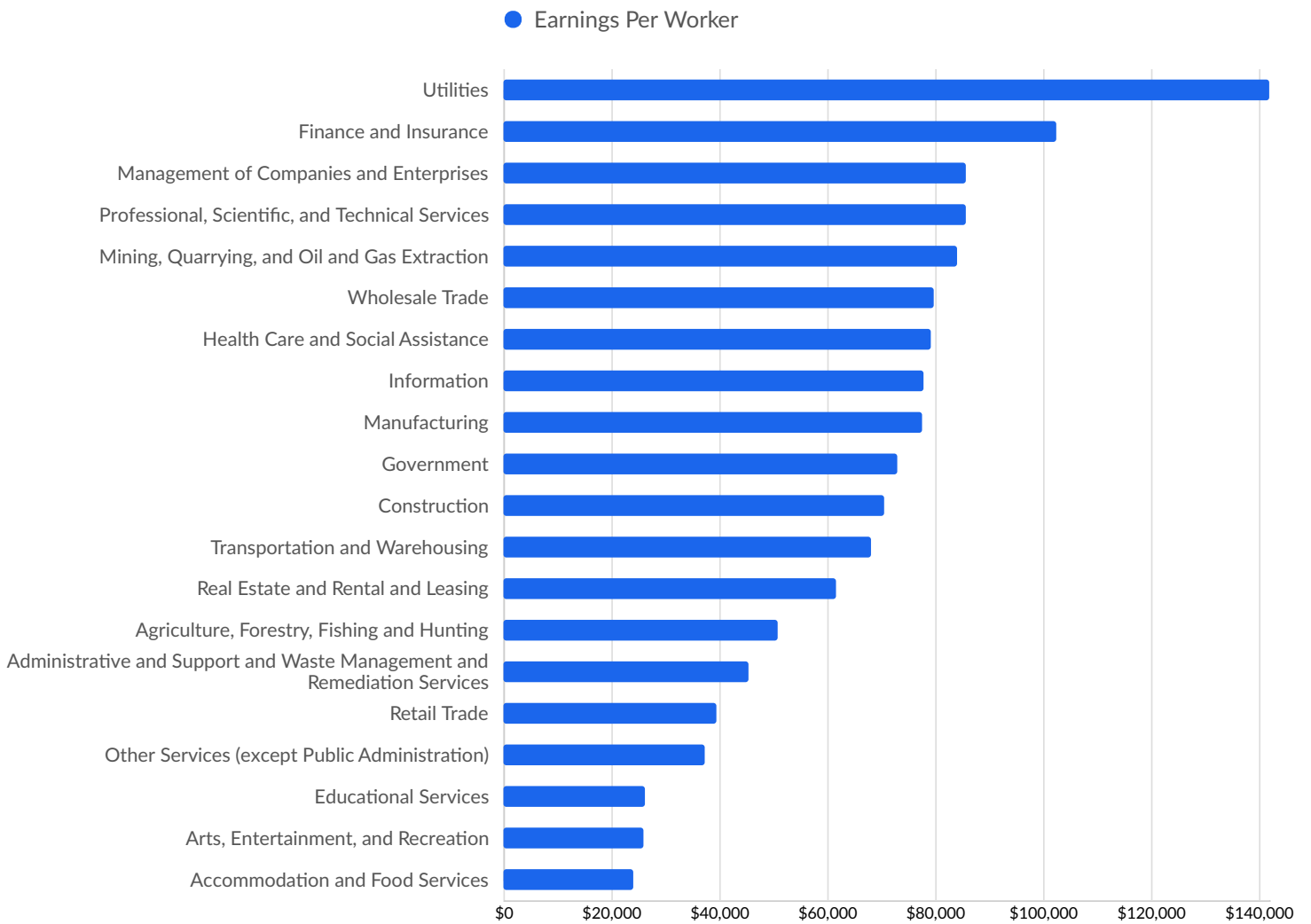
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



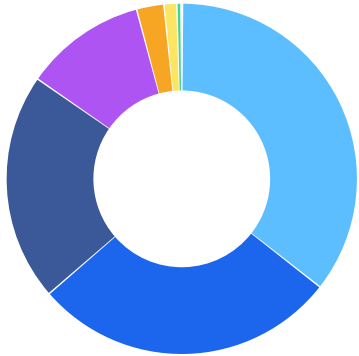
Business Characteristics

26,668 Companies Employ Your Workers

Online profiles for your workers mention 26,668 companies as employers, with the top 10 appearing below. In the last 12 months, 2,061 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,590 	Aspirus	1,689 
University of Wisconsin System	1,849 	Marshfield Clinic	1,413 
Sentry	1,718 	CompHealth	440 
Aspirus	1,599 	Walmart	432 
Ministry Health Care	799 	Kwik Trip	354 
Greenheck	637 	Beaver Dam Community Hospit...	320 
State of Wisconsin	628 	Aya Healthcare	295 
Church Mutual Insurance Comp...	512 	GPAC	282 
Walmart	500 	Walgreens Boots Alliance	258 
Northcentral Technical College	484 	OneStaff Medical	256 

Business Size

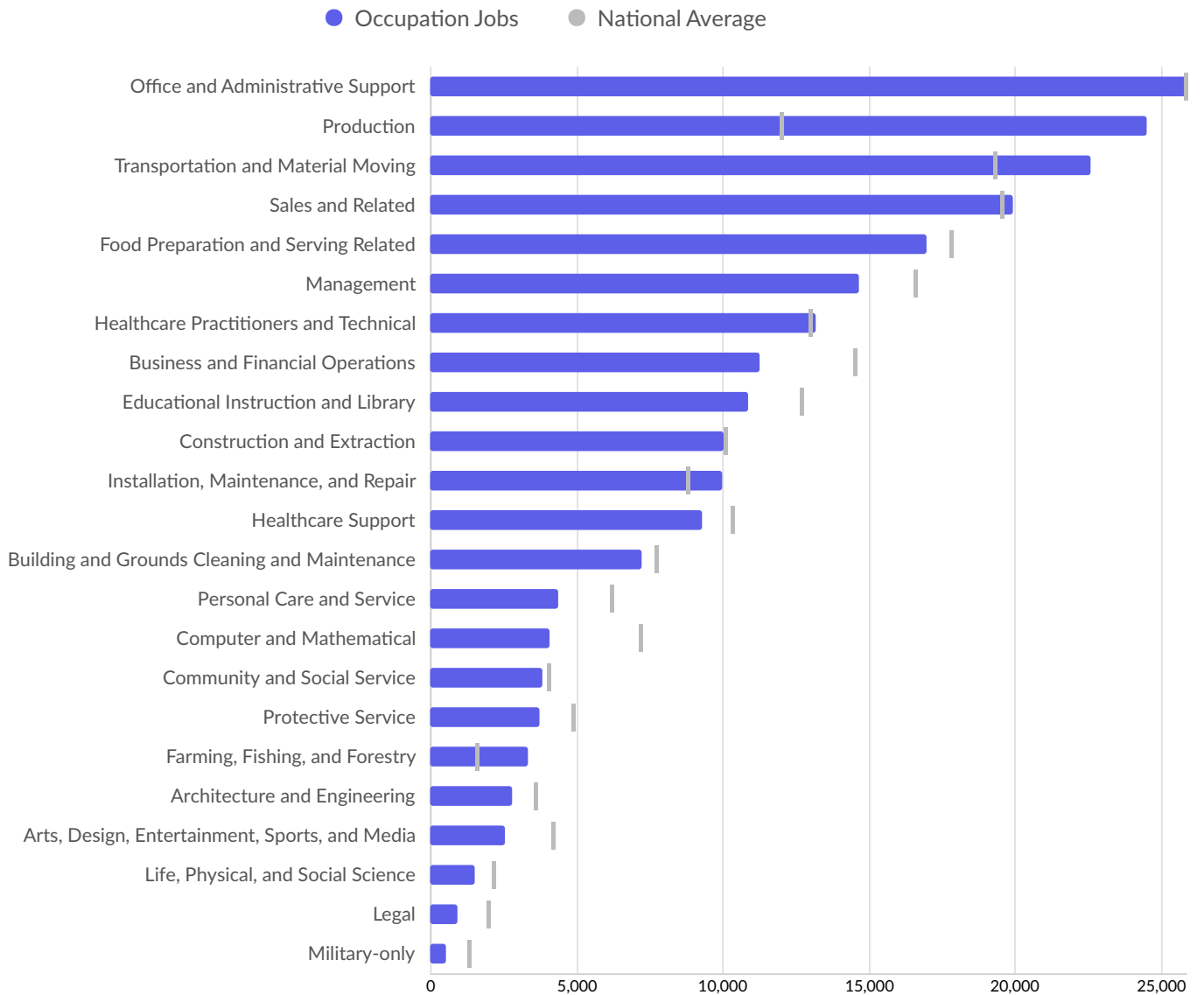


	Percentage	Business Count
● 1 to 4 employees	35.5%	7,494
● 5 to 9 employees	28.1%	5,928
● 10 to 19 employees	21.0%	4,432
● 20 to 49 employees	11.2%	2,367
● 50 to 99 employees	2.5%	532
● 100 to 249 employees	1.2%	249
● 250 to 499 employees	0.4%	80
● 500+ employees	0.1%	30

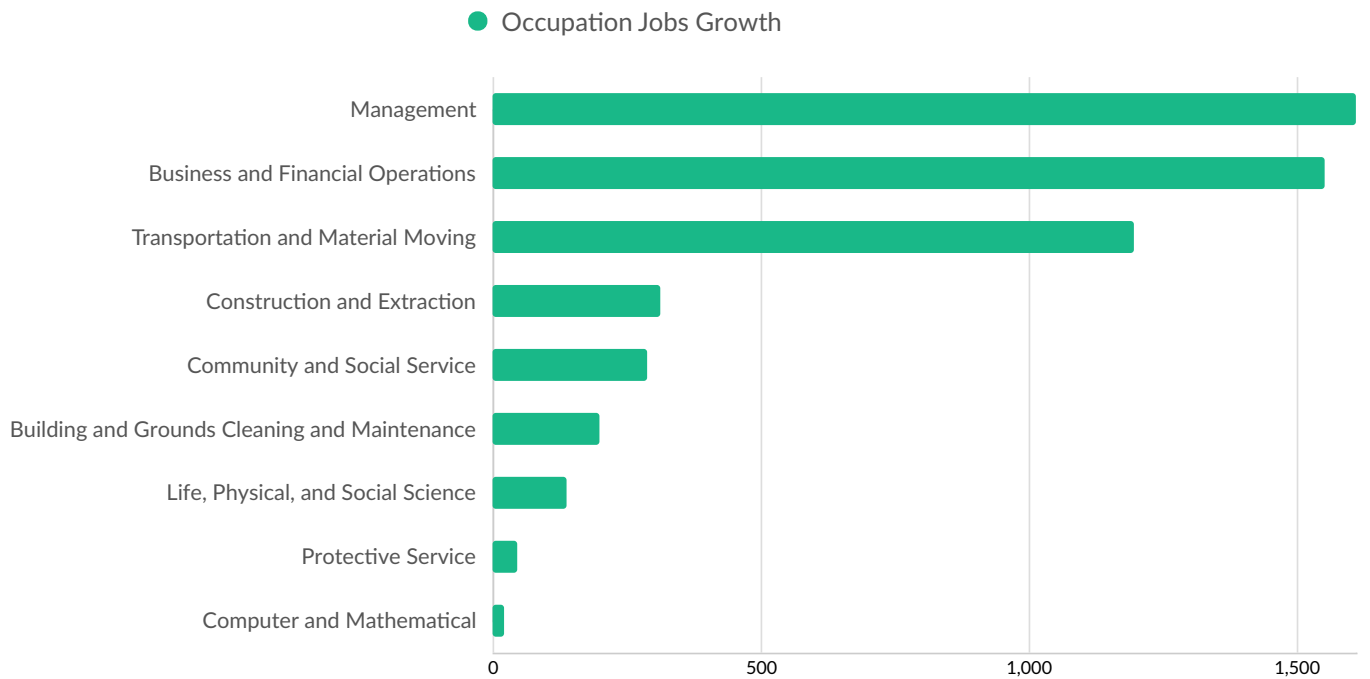
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

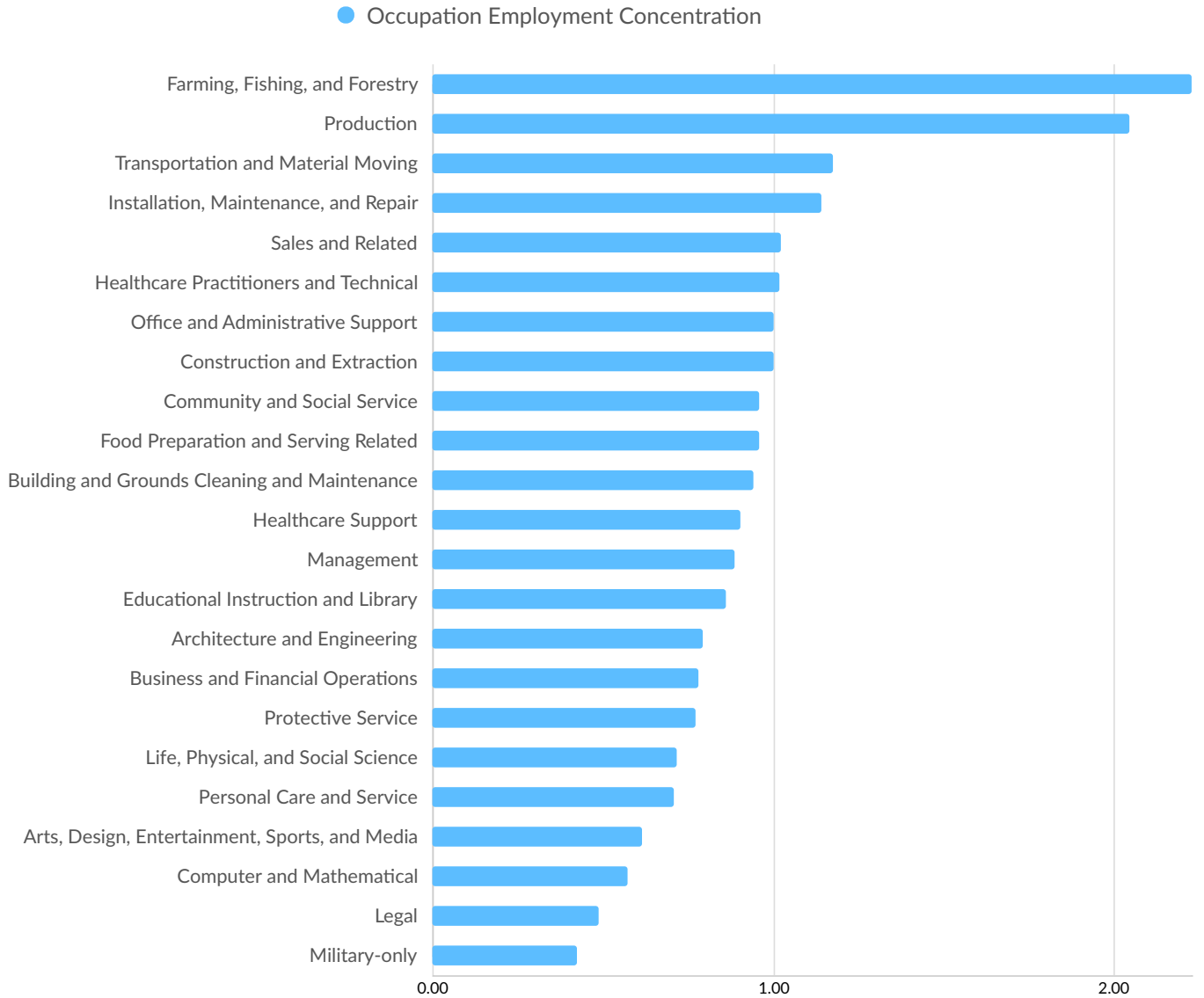
Largest Occupations



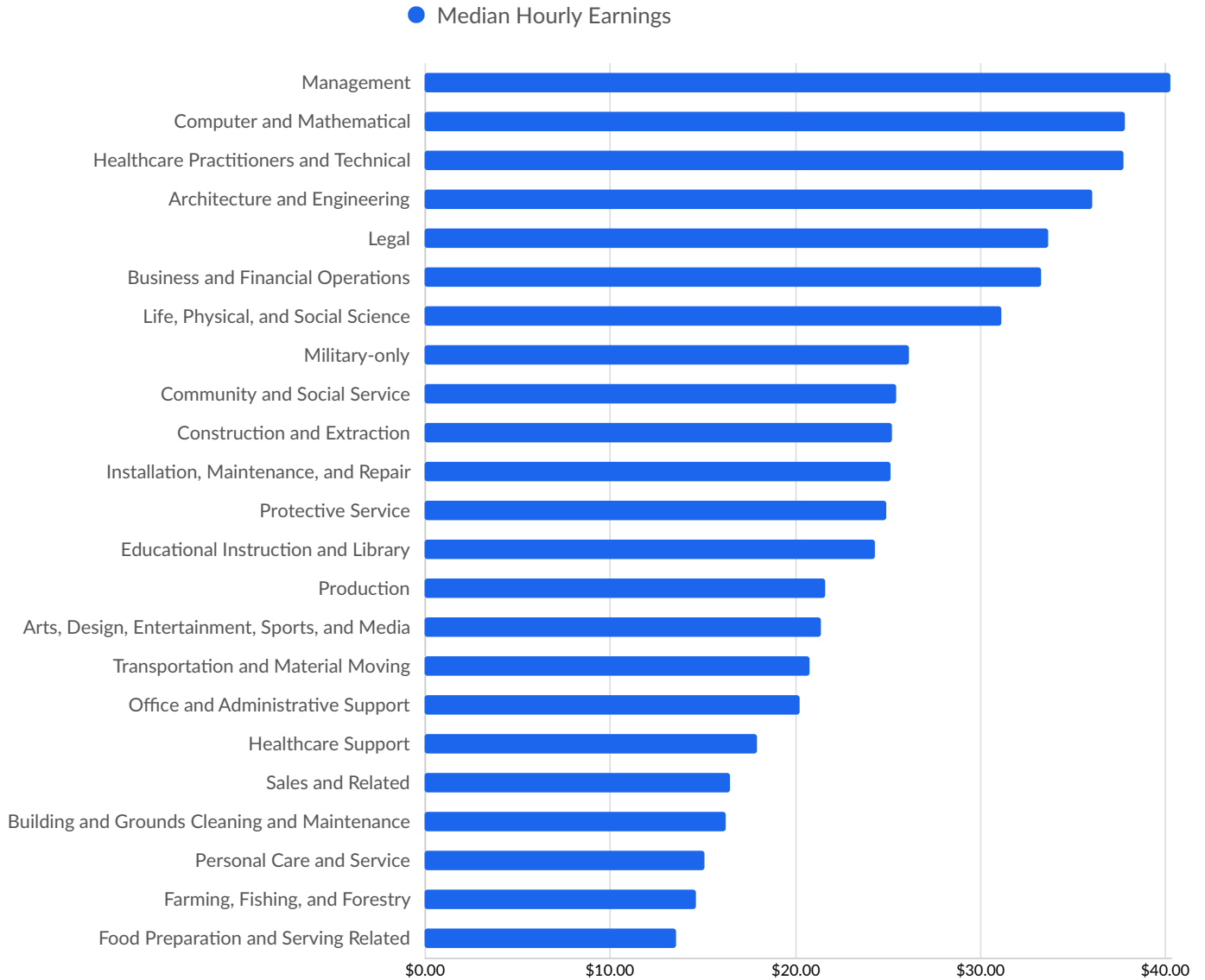
Top Growing Occupations



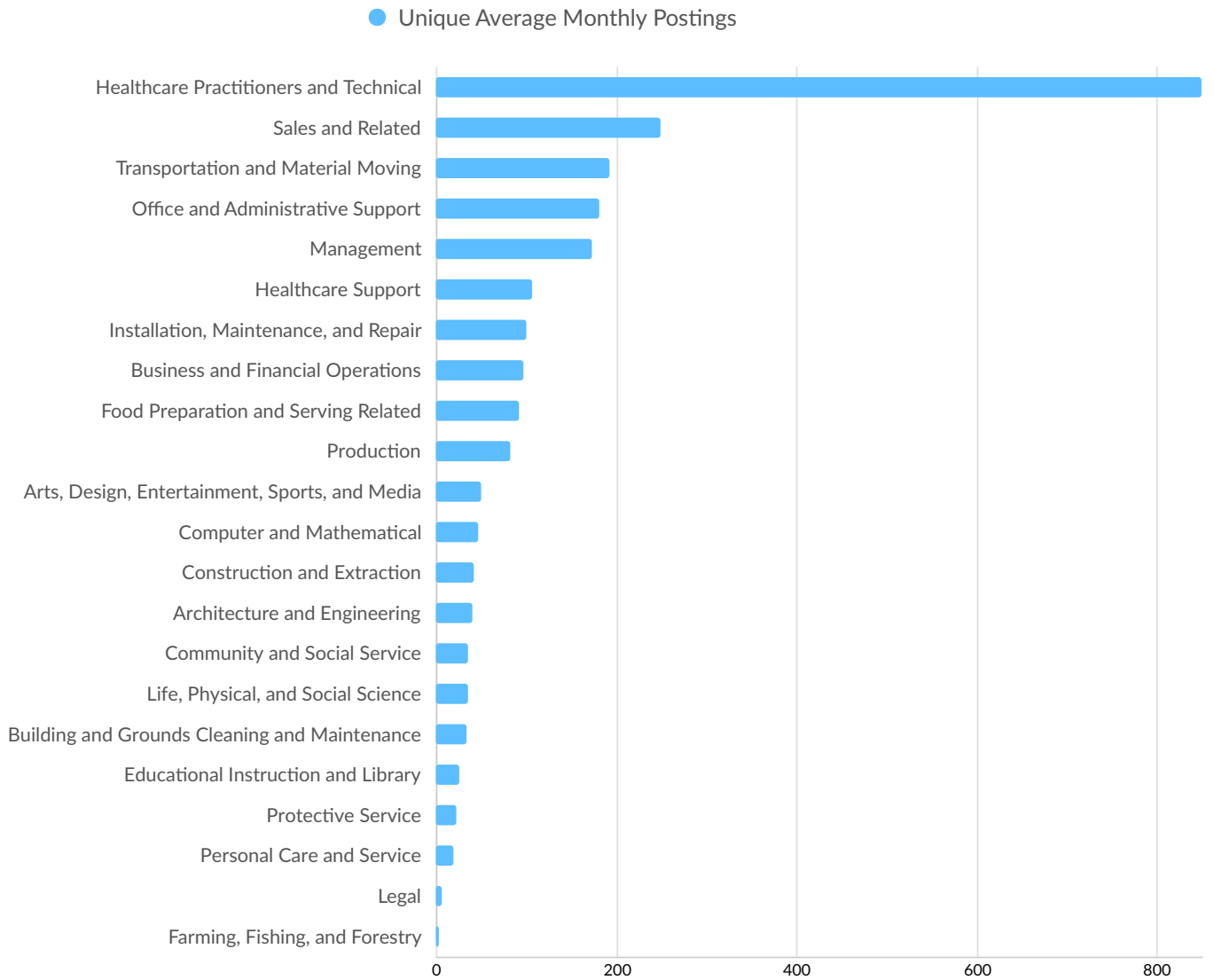
Top Occupation Employment Concentration



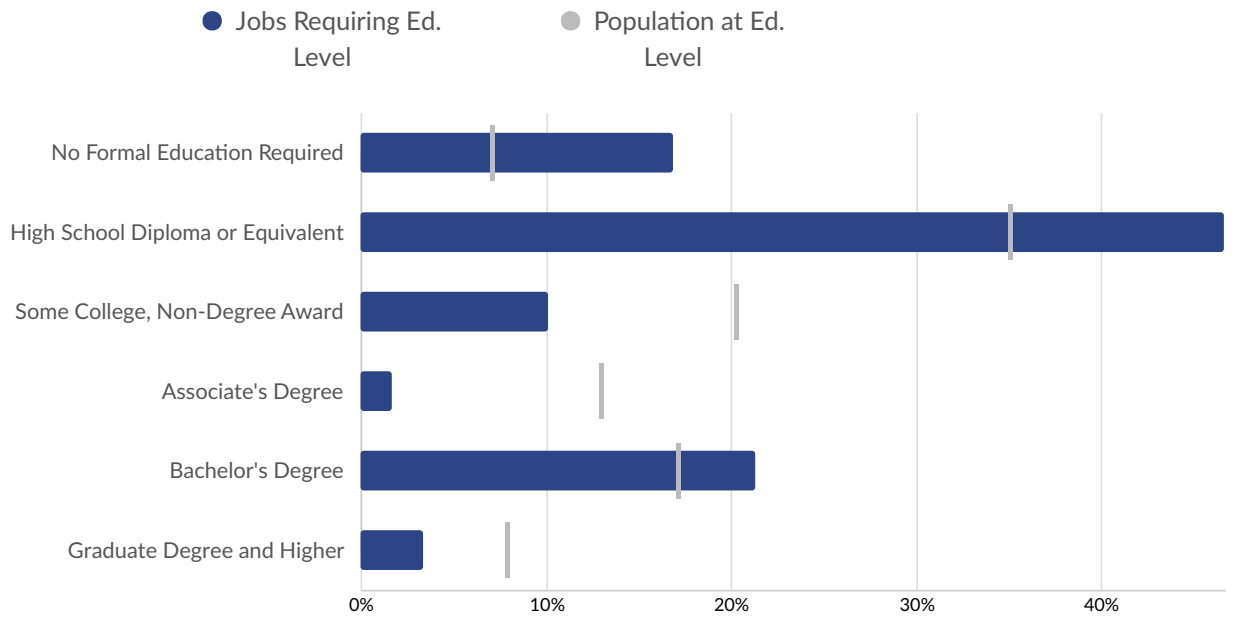
Top Occupation Earnings



Top Posted Occupations

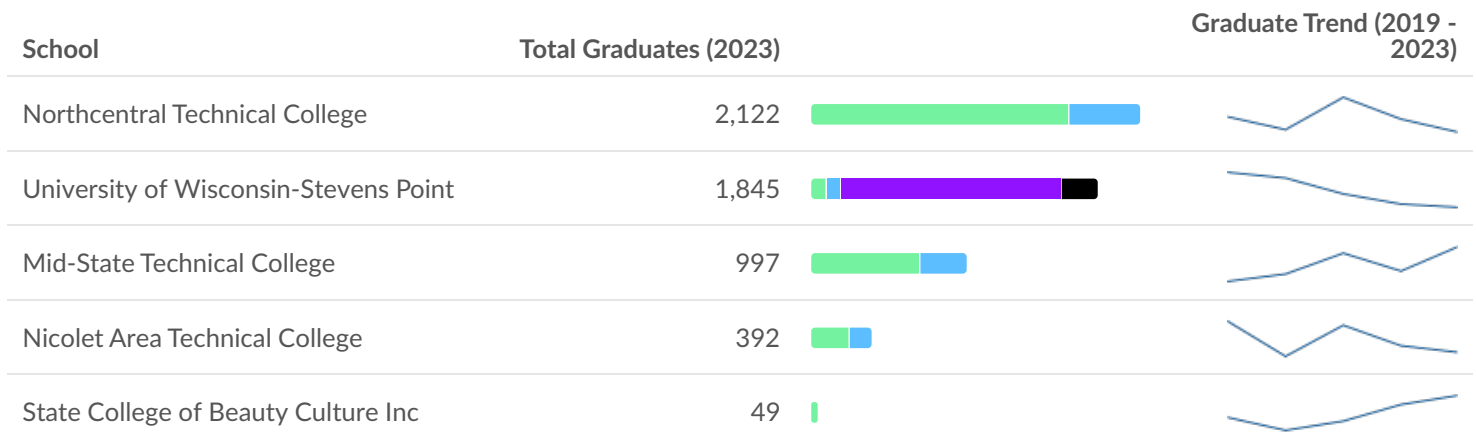


Underemployment



Educational Pipeline

In 2023, there were 5,405 graduates in NCWRPC. This pipeline has shrunk by 10% 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

