



NCWRPC

North Central Wisconsin Regional Planning Commission



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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

453,720

Population (2024)

Population grew by **13,731** over the last 5 years and is projected to grow by **8,971** over the next 5 years.

224,138

Total Regional Employment

Jobs decreased by **4,333** over the last 5 years but are projected to grow by **3,881** over the next 5 years.

\$65.3K

Avg. Earnings Per Job (2024)

Regional average earnings per job are **\$19.7K below** the national average earnings of \$85.0K per job.

Takeaways

- As of 2024 the region's population **increased by 3.1%** since 2019, growing by 13,731. Population is expected to **increase by 2.0%** between 2024 and 2029, adding 8,971.
- From 2019 to 2024, jobs **declined by 1.9%** in NCWRPC from 228,470 to **224,138**. This change **fell short of the national growth rate of 3.9% by 5.8%**. As the number of jobs declined, the **labor force participation rate decreased from 63.1% to 59.9% between 2019 and 2024**.
- Concerning educational attainment, **17.4% of the selected regions' residents possess a Bachelor's Degree** (4.1% below the national average), and **13.2% hold an Associate's Degree** (4.2% above the national average).
- The top three industries in 2024 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

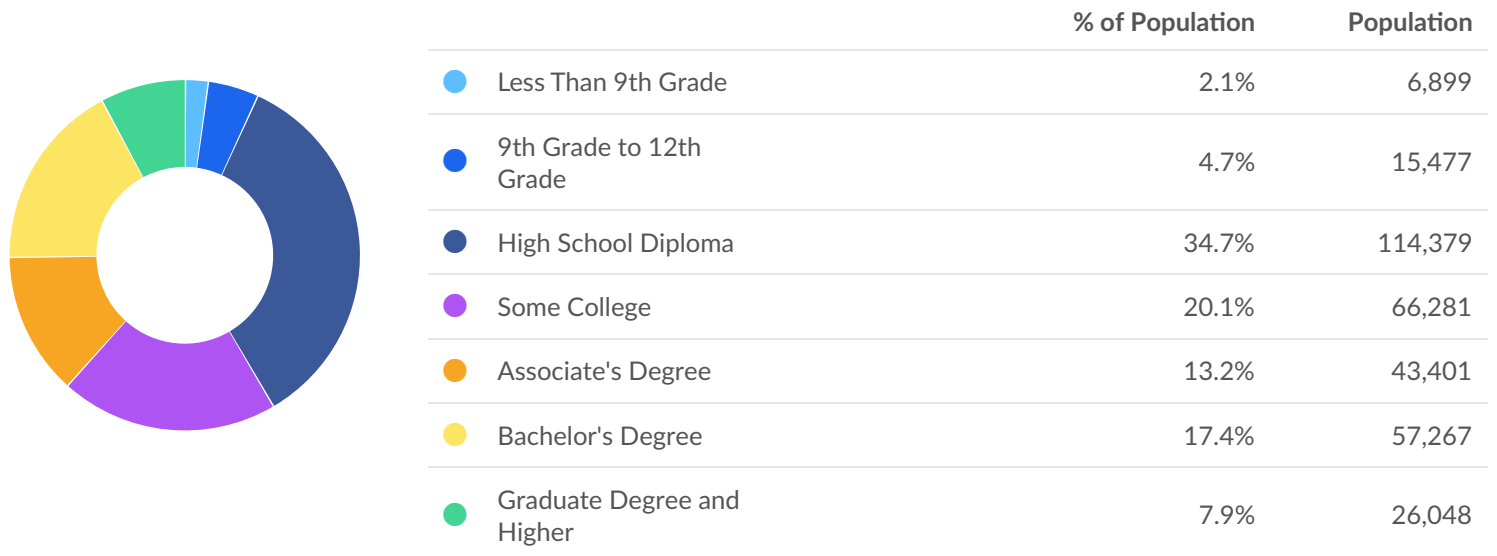
	Population (2024)	Labor Force (Oct 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	453,720	222,722	224,138	99.3	\$27.64B	\$35.31B	\$33.32B
State	5,932,800	3,179,316	3,252,259	100.2	\$422.54B	\$383.58B	\$412.93B

Oct 2024 Labor Force Breakdown



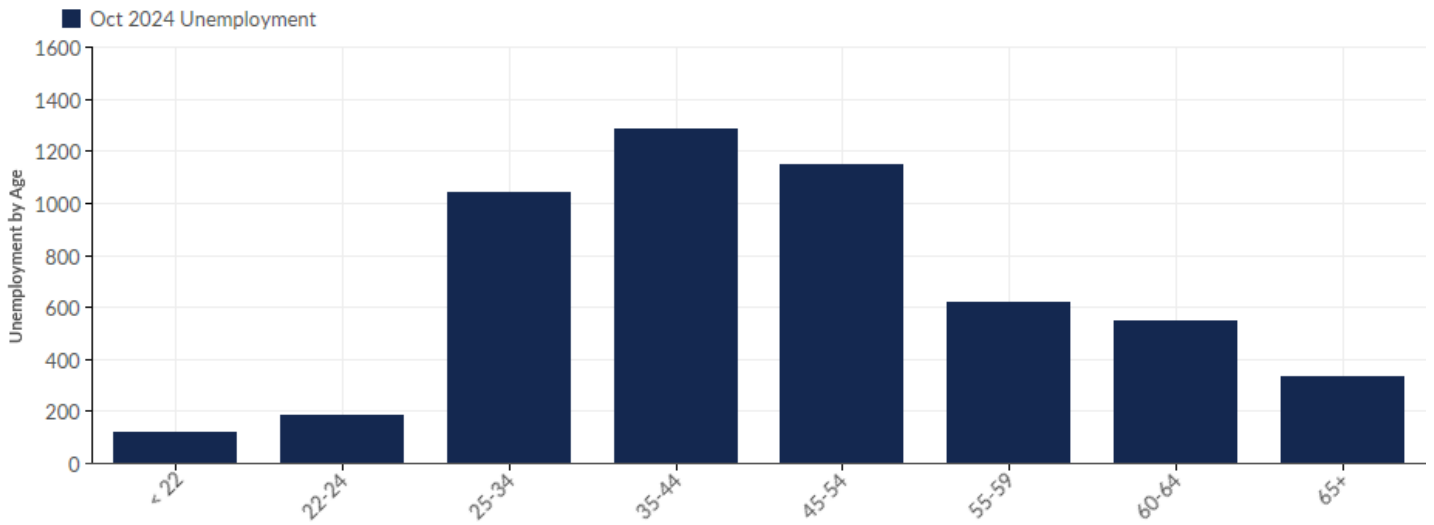
Educational Attainment

Concerning educational attainment, **17.4%** of the selected regions' residents possess a **Bachelor's Degree** (4.1% below the national average), and **13.2%** hold an **Associate's Degree** (4.2% above the national average).



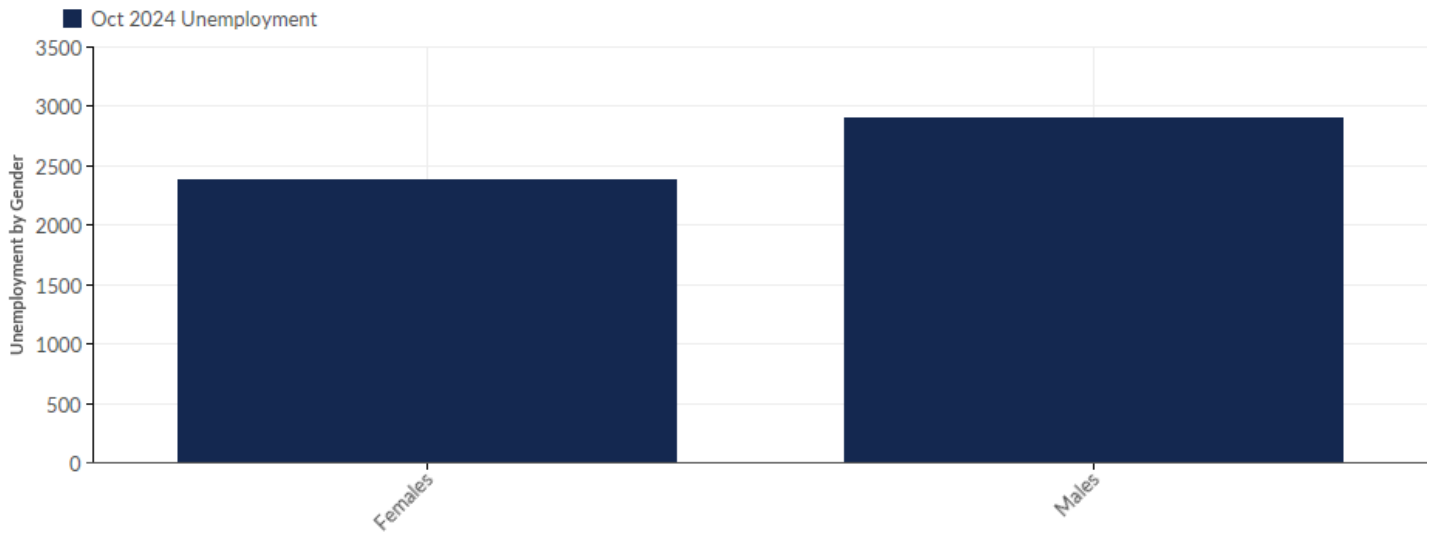
Unemployment by Demographics

Unemployment by Age



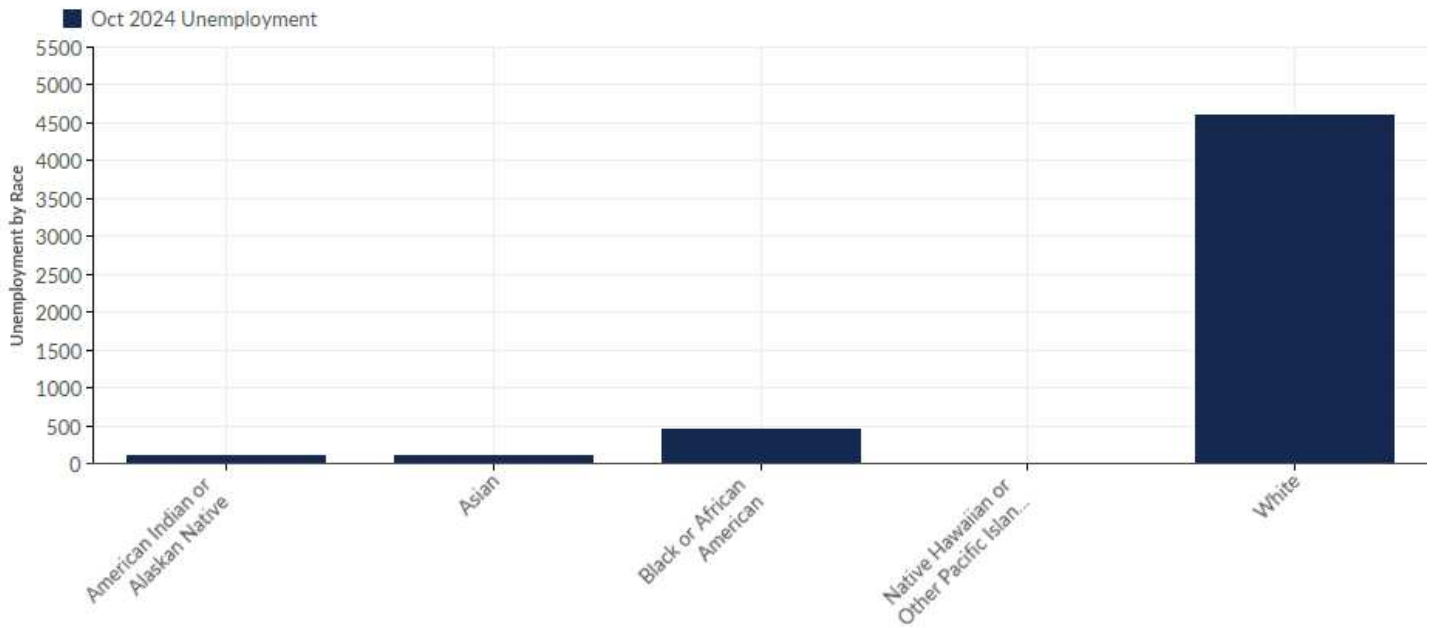
Age	Unemployment (Oct 2024)	% of Unemployed
< 22	119	2.25%
22-24	185	3.50%
25-34	1,043	19.75%
35-44	1,287	24.38%
45-54	1,148	21.74%
55-59	620	11.74%
60-64	548	10.38%
65+	331	6.27%
Total	5,280	100.00%

Unemployment by Gender



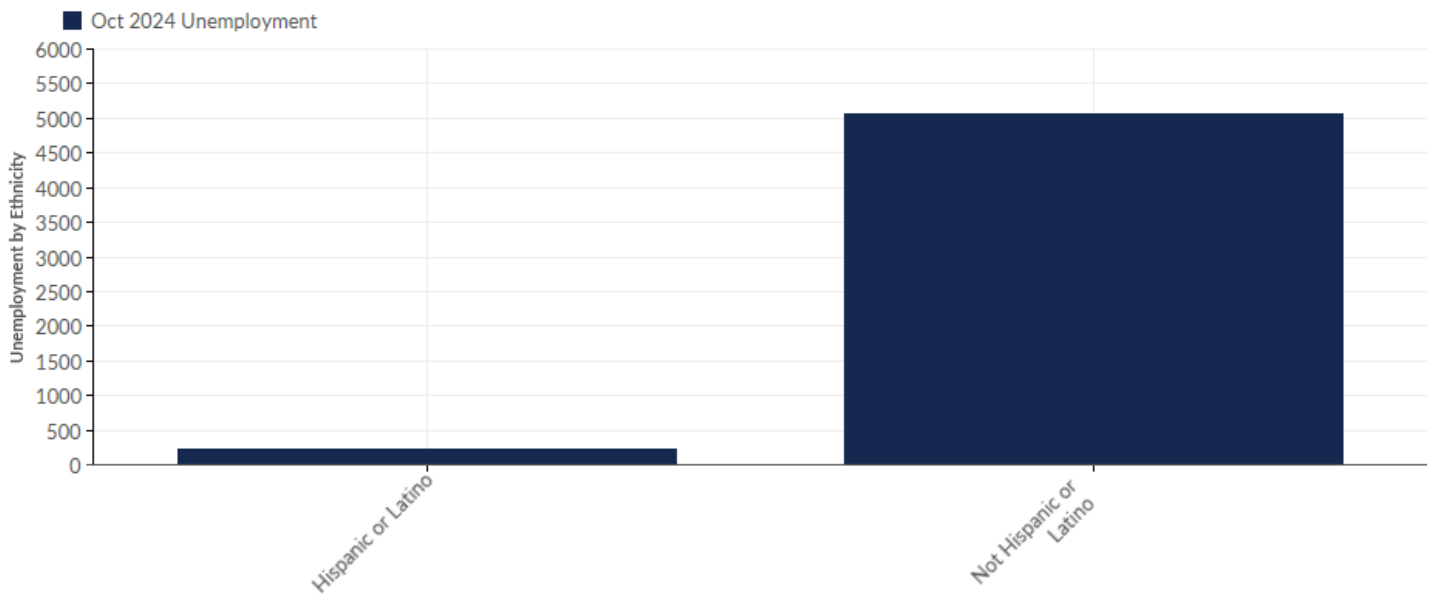
Gender	Unemployment (Oct 2024)	% of Unemployed
Females	2,383	45.13%
Males	2,897	54.87%
Total	5,280	100.00%

Unemployment by Race



Race	Unemployment (Oct 2024)	% of Unemployed
American Indian or Alaskan Native	100	1.89%
Asian	108	2.05%
Black or African American	456	8.64%
Native Hawaiian or Other Pacific Islander	6	0.11%
White	4,609	87.29%
Total	5,280	100.00%

Unemployment by Ethnicity

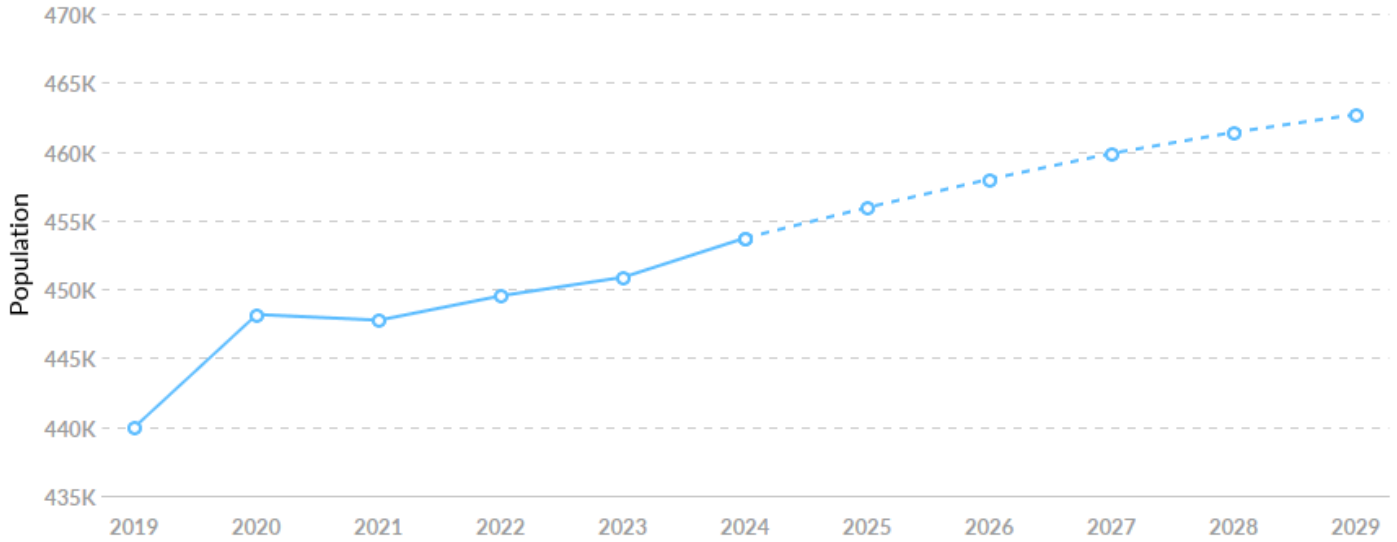


Ethnicity	Unemployment (Oct 2024)	% of Unemployed
Hispanic or Latino	225	4.26%
Not Hispanic or Latino	5,055	95.74%
Total	5,280	100.00%

Historic & Projected Trends

Population Trends

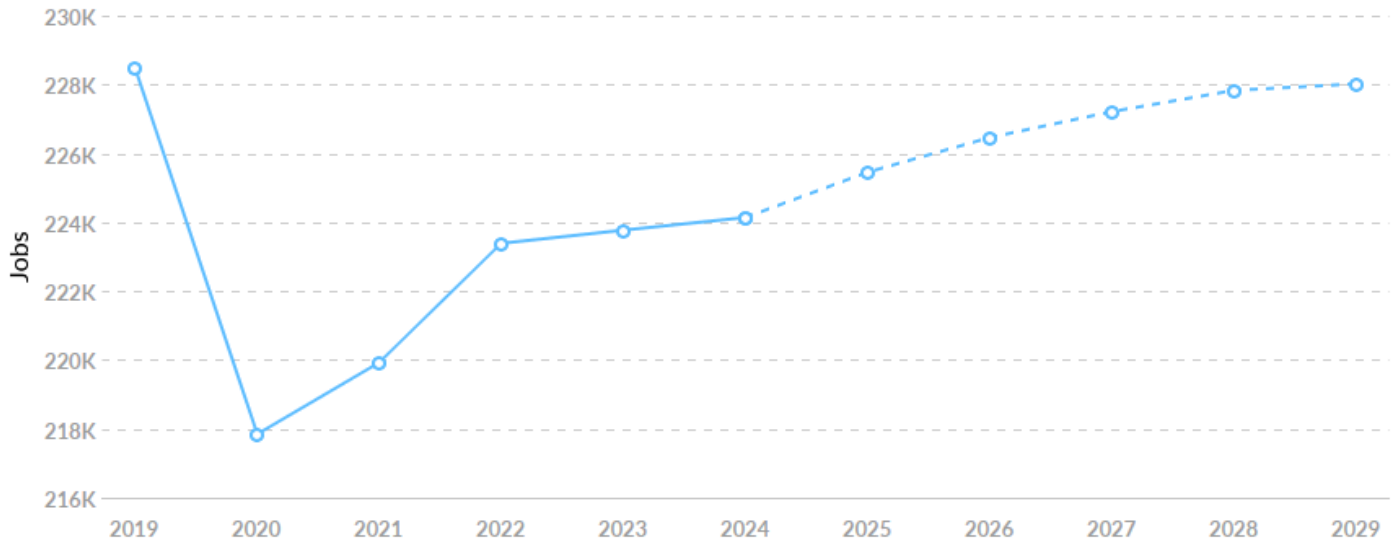
As of 2024 the region's population **increased by 3.1%** since 2019, growing by 13,731. Population is expected to **increase by 2.0%** between 2024 and 2029, adding 8,971.



Timeframe	Population
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
2029	462,691

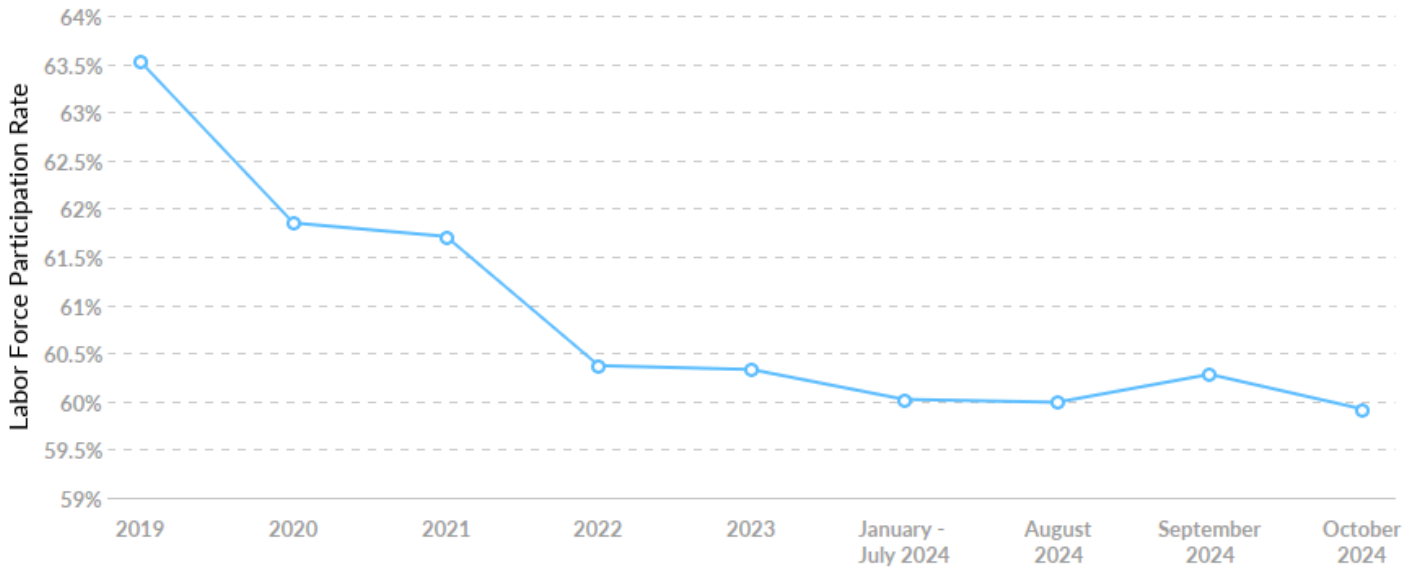
Job Trends

From 2019 to 2024, jobs declined by 1.9% in NCWRPC from 228,470 to 224,138. This change fell short of the national growth rate of 3.9% by 5.8%.



Timeframe	Jobs
2019	228,470
2020	217,840
2021	219,923
2022	223,387
2023	223,770
2024	224,138
2025	225,455
2026	226,461
2027	227,214
2028	227,831
2029	228,019

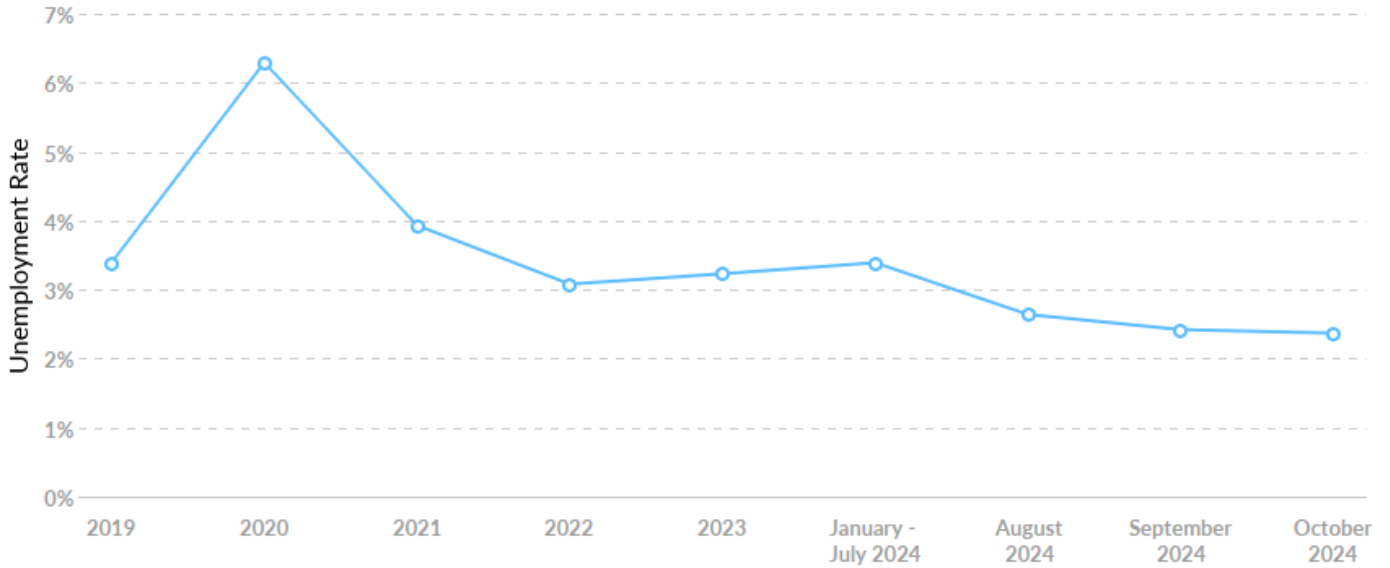
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	63.52%
2020	61.85%
2021	61.71%
2022	60.37%
2023	60.33%
January - July 2024	60.02%
August 2024	59.99%
September 2024	60.28%
October 2024	59.92%

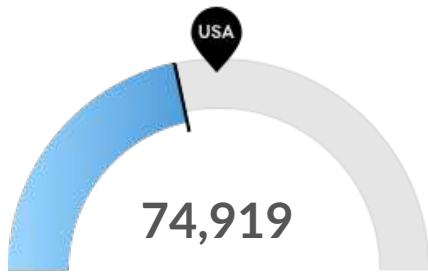
Unemployment Rate Trends

Your areas had an October 2024 unemployment rate of 2.37%, 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 - July 2024	3.39%
August 2024	2.64%
September 2024	2.42%
October 2024	2.37%

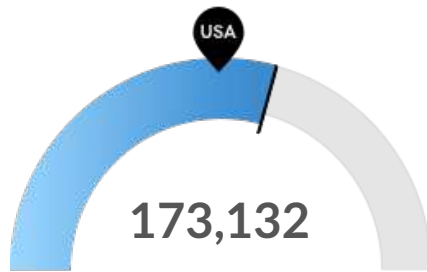
Population Characteristics



74,919

Millennials

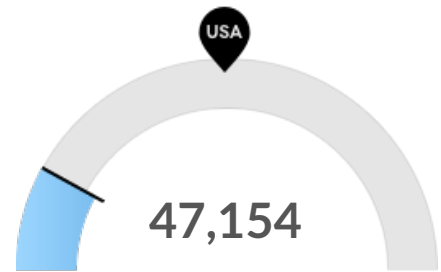
Your area has 74,919 millennials (ages 25-39). The national average for an area this size is 91,608.



173,132

Retiring Soon

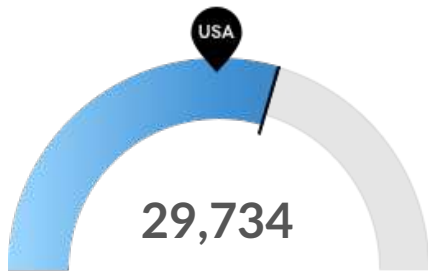
Retirement risk is high in your area. The national average for an area this size is 136,105 people 55 or older, while there are 173,132 here.



47,154

Racial Diversity

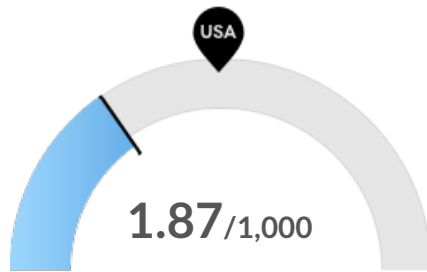
Racial diversity is low in your area. The national average for an area this size is 187,771 racially diverse people, while there are 47,154 here.



29,734

Veterans

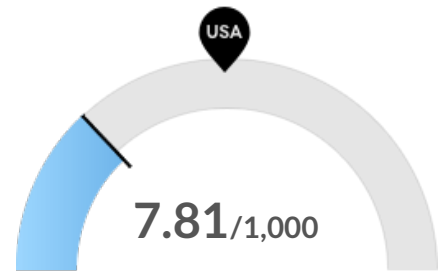
Your area has 29,734 veterans. The national average for an area this size is 22,982.



1.87/1,000

Violent Crime

Your area has 1.87 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.



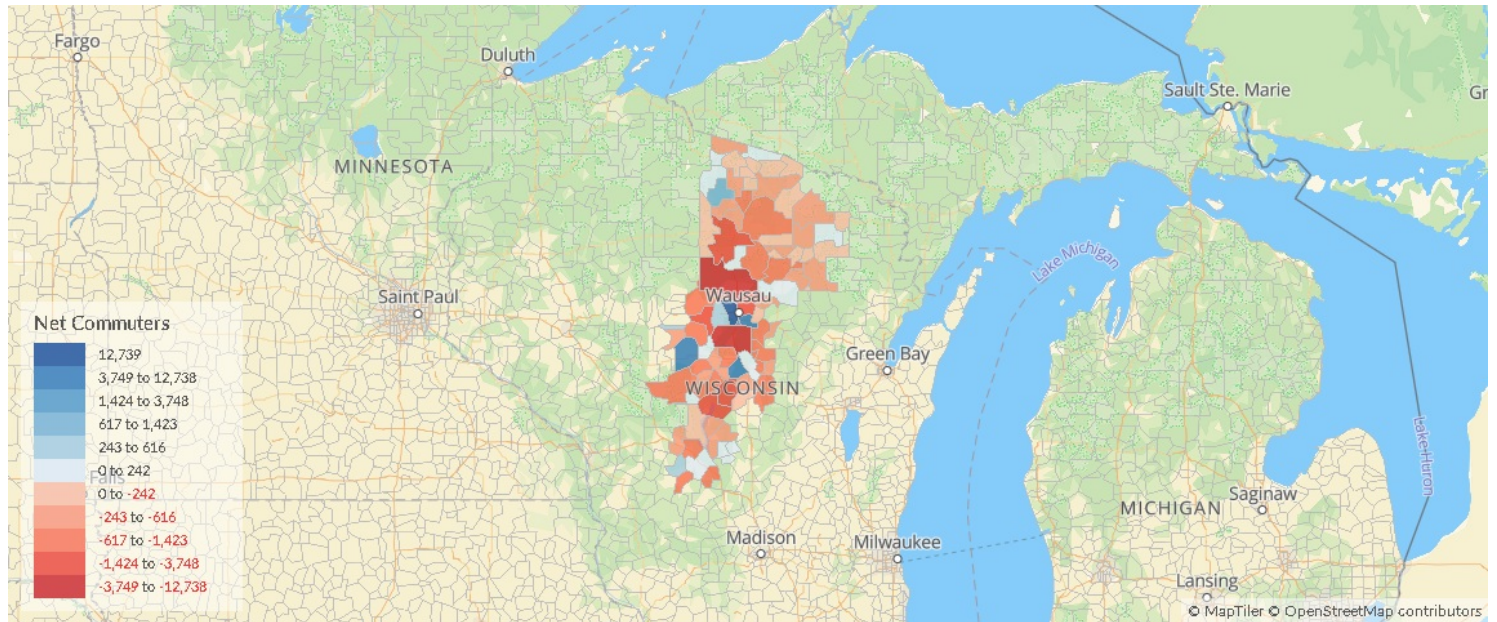
7.81/1,000

Property Crime

Your area has 7.81 property crimes per 1,000 people. The national rate is 18.02 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

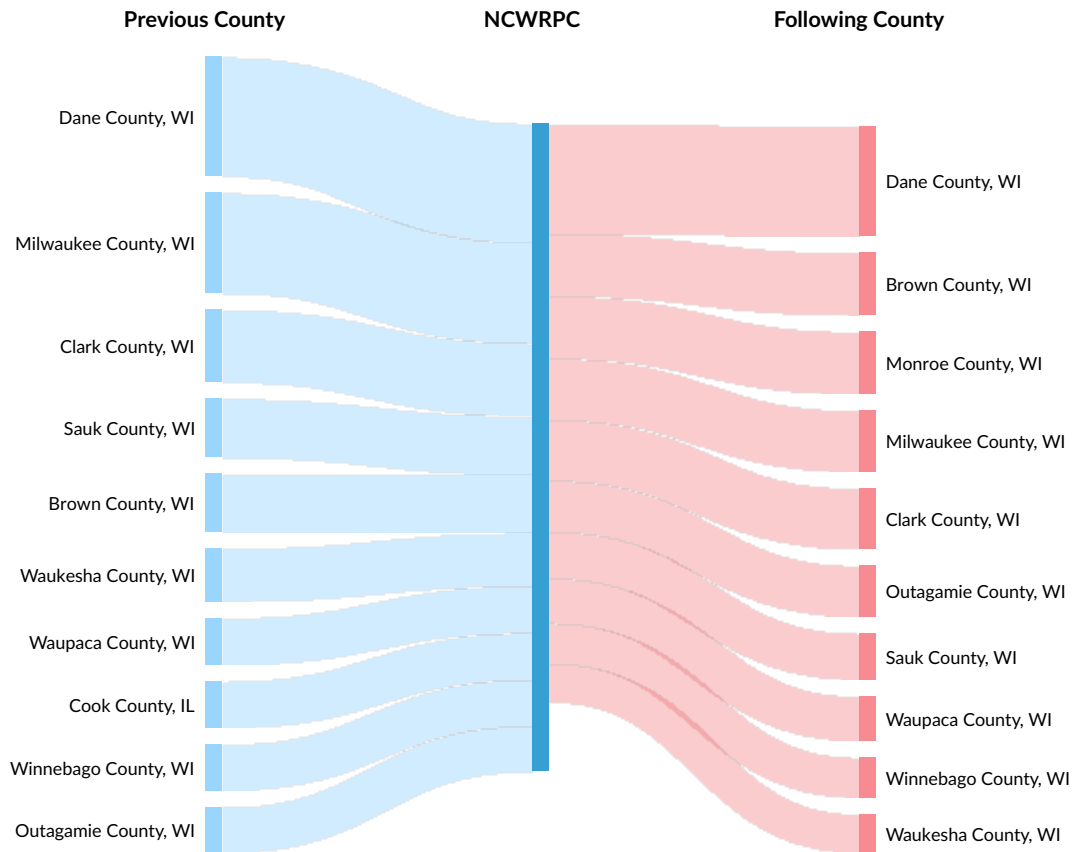
ZIP	Name	2024 Employment
54401	Wausau, WI (in Maratho...	29,228
54481	Stevens Point, WI (in Po...	18,376
54449	Marshfield, WI (in Woo...	17,223
54476	Schofield, WI (in Marath...	14,257
54494	Wisconsin Rapids, WI (i...	12,308

ZIP	Name	2024 Workers
54401	Wausau, WI (in Maratho...	16,489
54481	Stevens Point, WI (in Po...	14,477
54494	Wisconsin Rapids, WI (i...	14,428
54403	Wausau, WI (in Maratho...	12,566
54449	Marshfield, WI (in Woo...	12,505

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**.

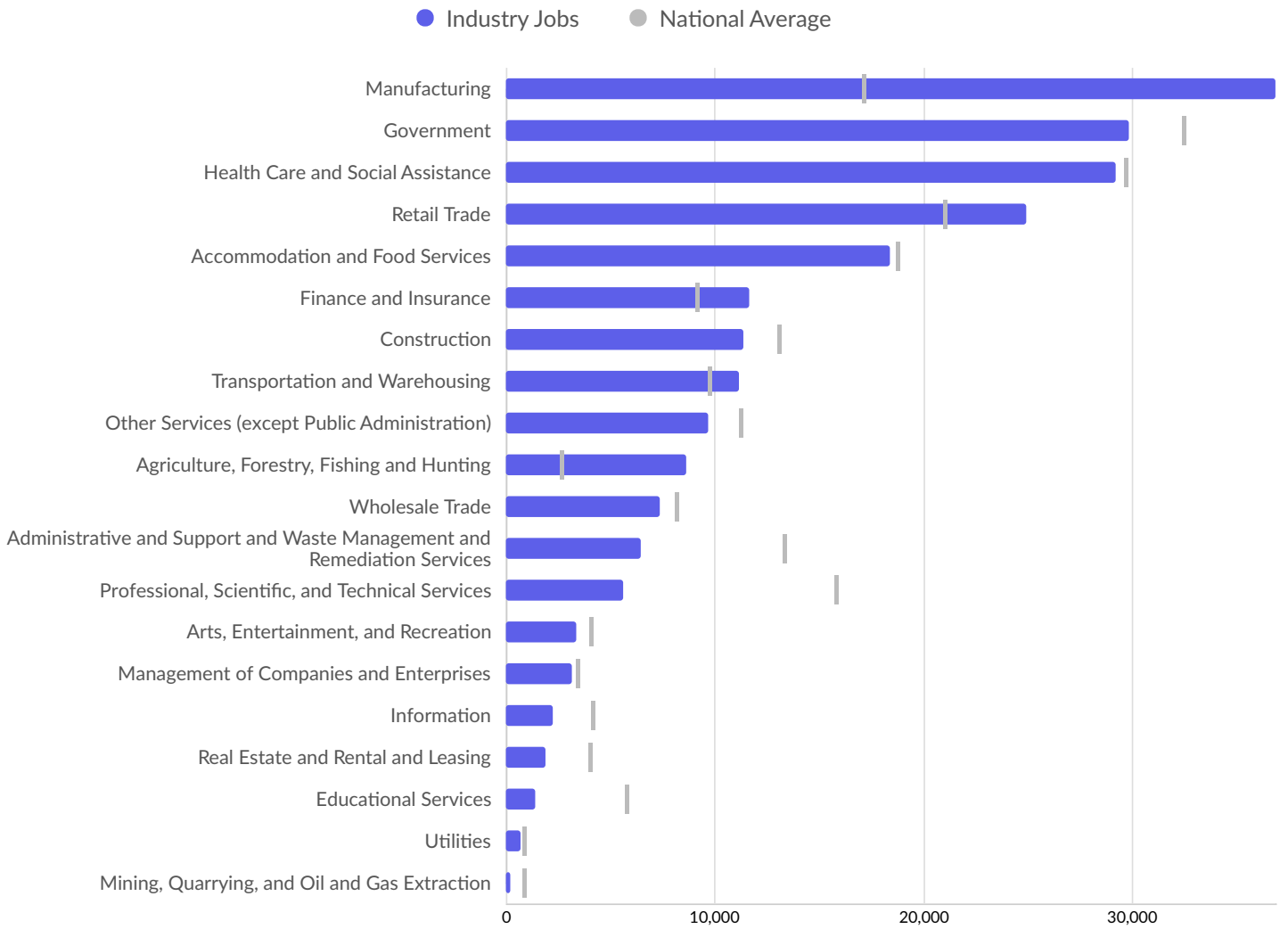


Top Previous Counties	Migrations
Dane County, WI	708
Milwaukee County, WI	596
Clark County, WI	431
Sauk County, WI	349
Brown County, WI	345
Waukesha County, WI	315

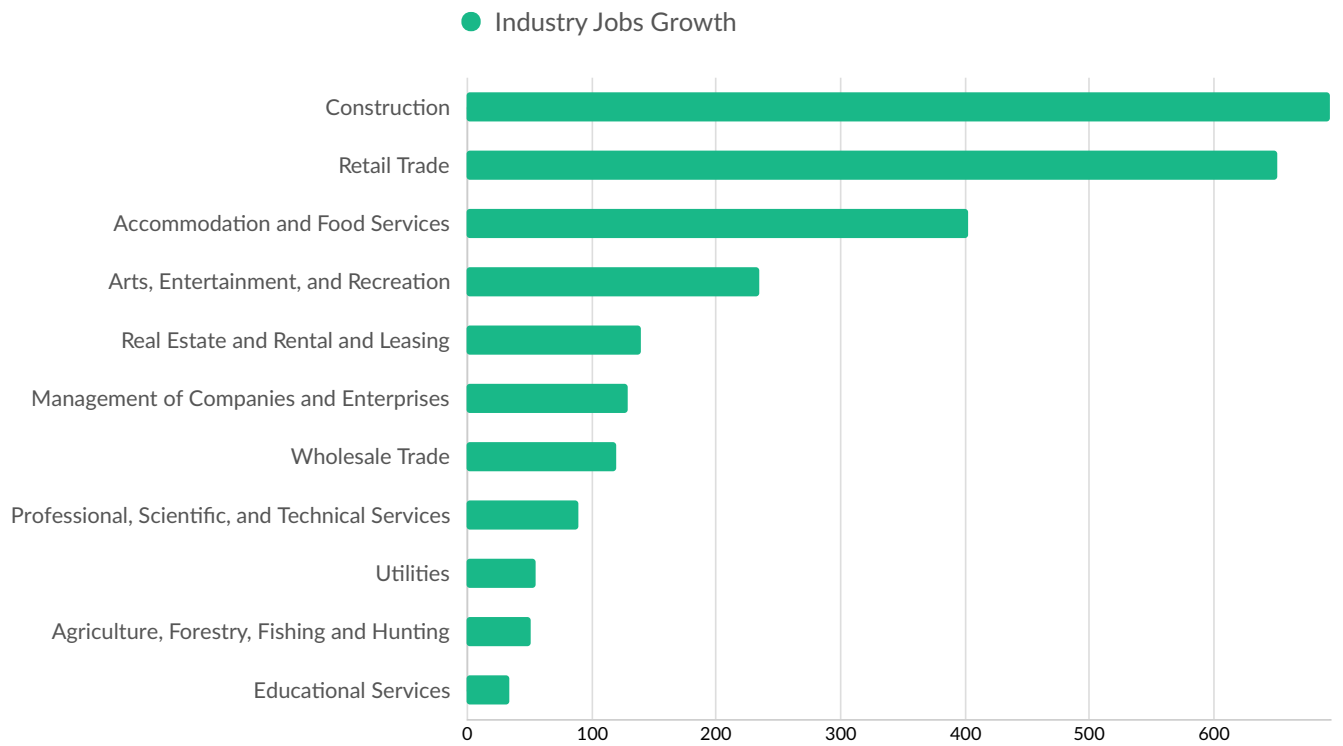
Top Previous Counties	Migrations
Waupaca County, WI	278
Cook County, IL	277
Winnebago County, WI	274
Outagamie County, WI	272
Monroe County, WI	270
Shawano County, WI	230
Columbia County, WI	223
Waushara County, WI	191
Hennepin County, MN	183
Top Following Counties	Migrations
Dane County, WI	652
Brown 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

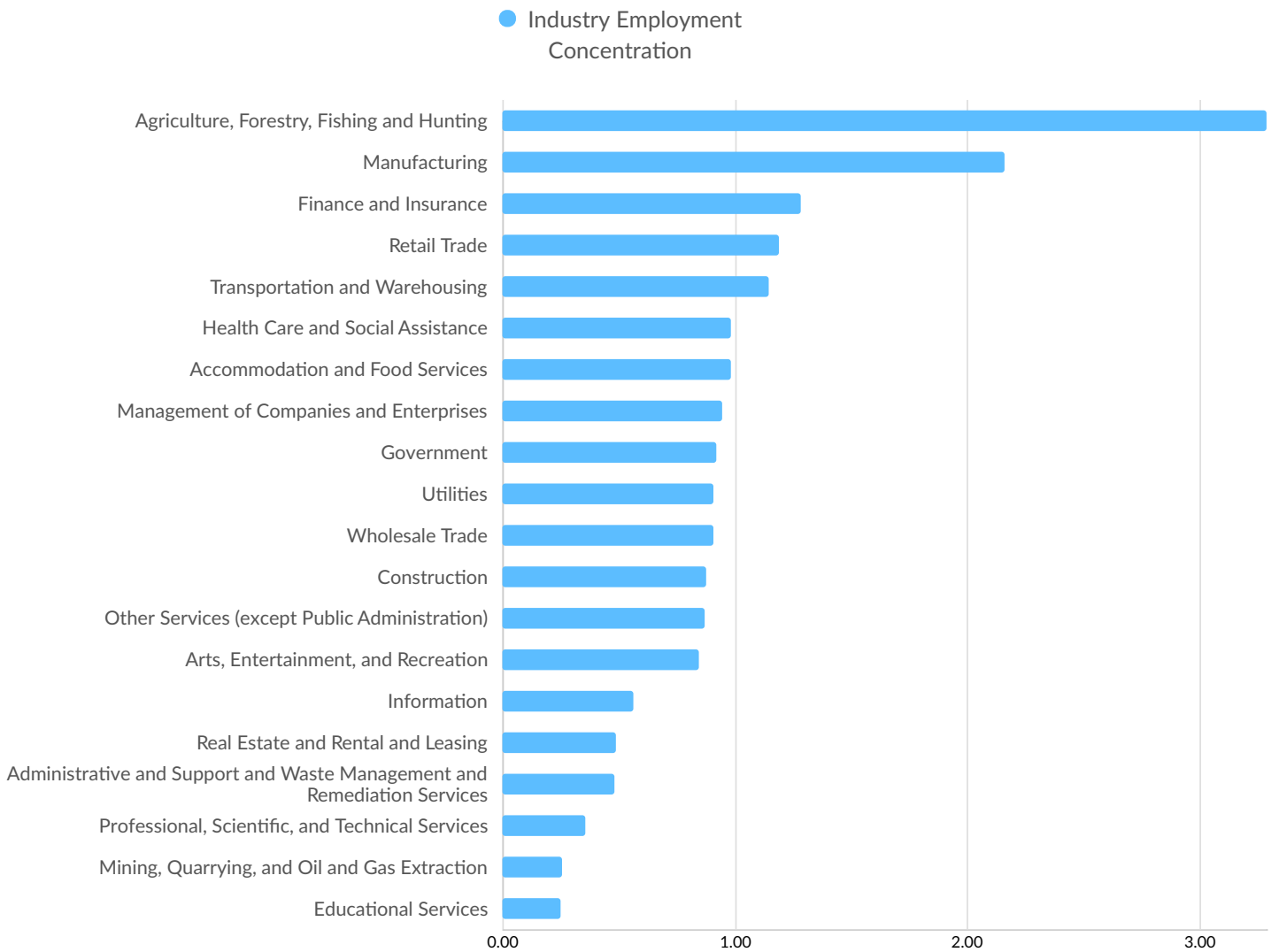
Largest Industries



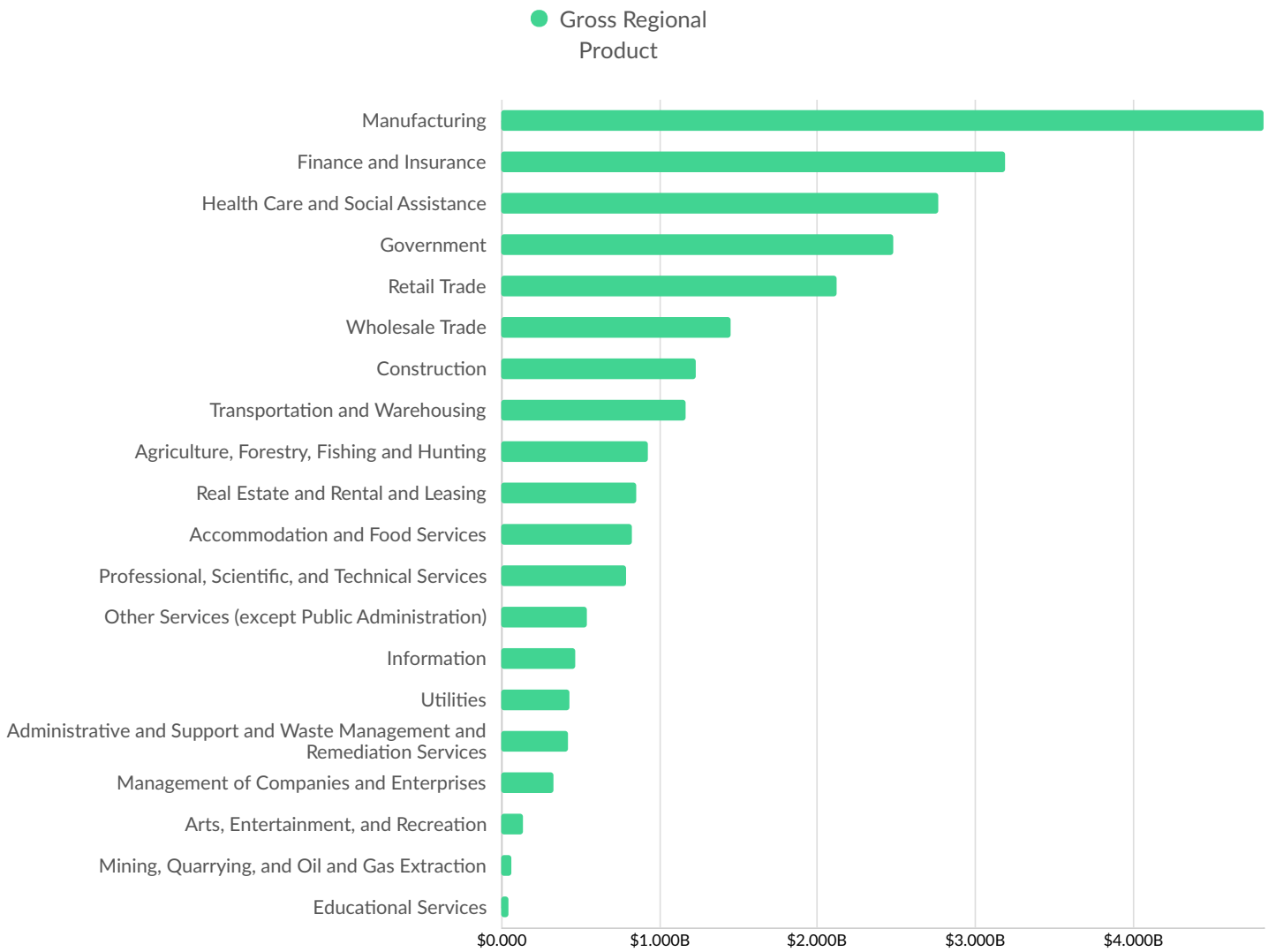
Top Growing Industries



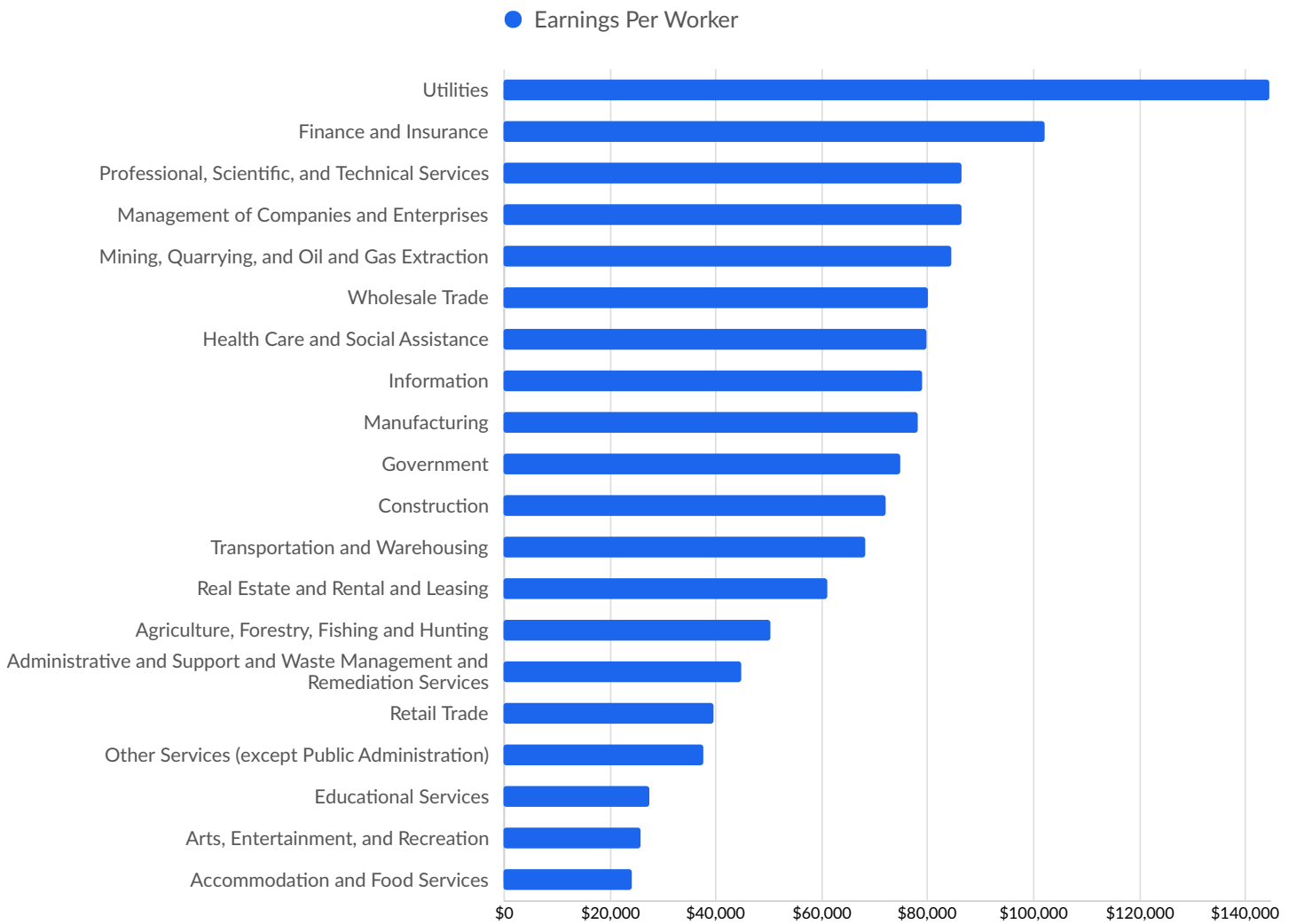
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



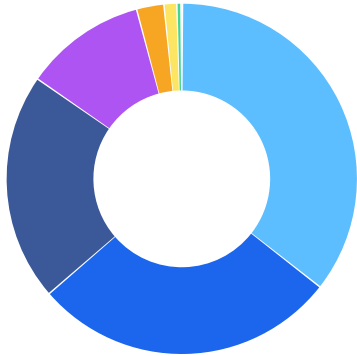
Business Characteristics

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, 2,089 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	2,214 
Sentry	1,718 	Marshfield Clinic	1,712 
Aspirus	1,599 	CompHealth	529 
University of Wisconsin-Steven...	1,412 	Walmart	468 
Ministry Health Care	799 	Aya Healthcare	411 
Greenheck	637 	Kwik Trip	360 
State of Wisconsin	628 	Sentry	306 
Church Mutual Insurance Comp...	512 	OneStaff Medical	303 
Walmart	500 	GPAC	281 
Northcentral Technical College	484 	Weatherby Healthcare	278 

Business Size

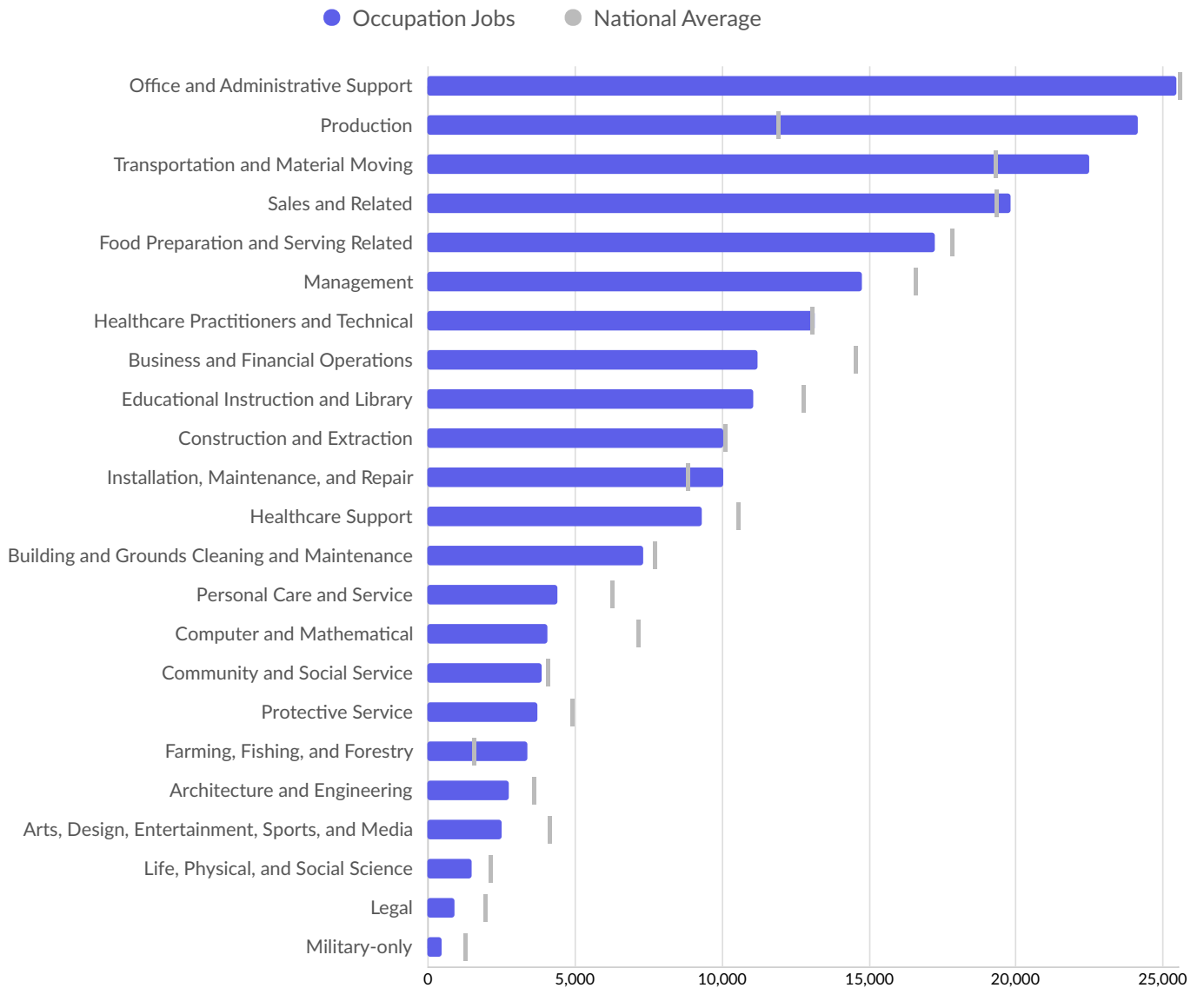


	Percentage	Business Count
● 1 to 4 employees	35.5%	7,494
● 5 to 9 employees	28.1%	5,928
● 10 to 19 employees	21.0%	4,432
● 20 to 49 employees	11.2%	2,367
● 50 to 99 employees	2.5%	532
● 100 to 249 employees	1.2%	249
● 250 to 499 employees	0.4%	80
● 500+ employees	0.1%	30

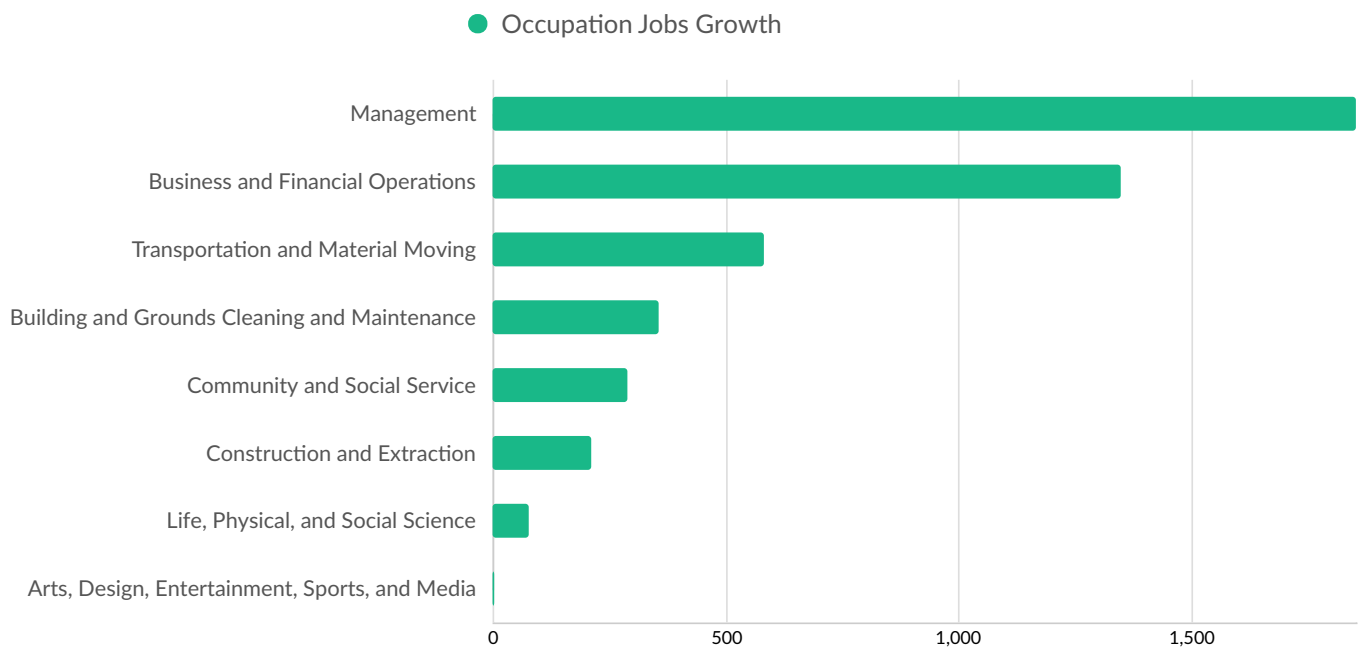
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

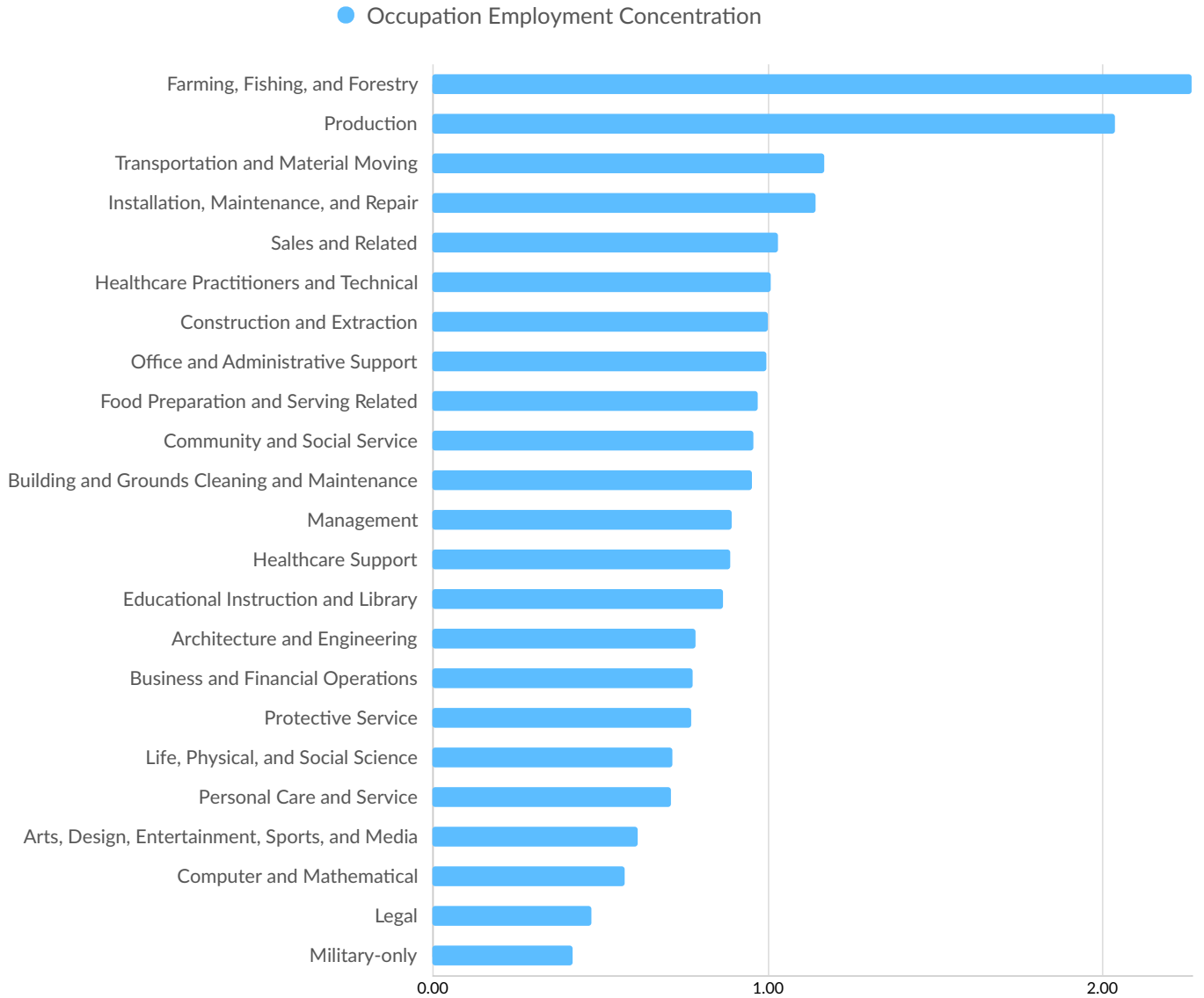
Largest Occupations



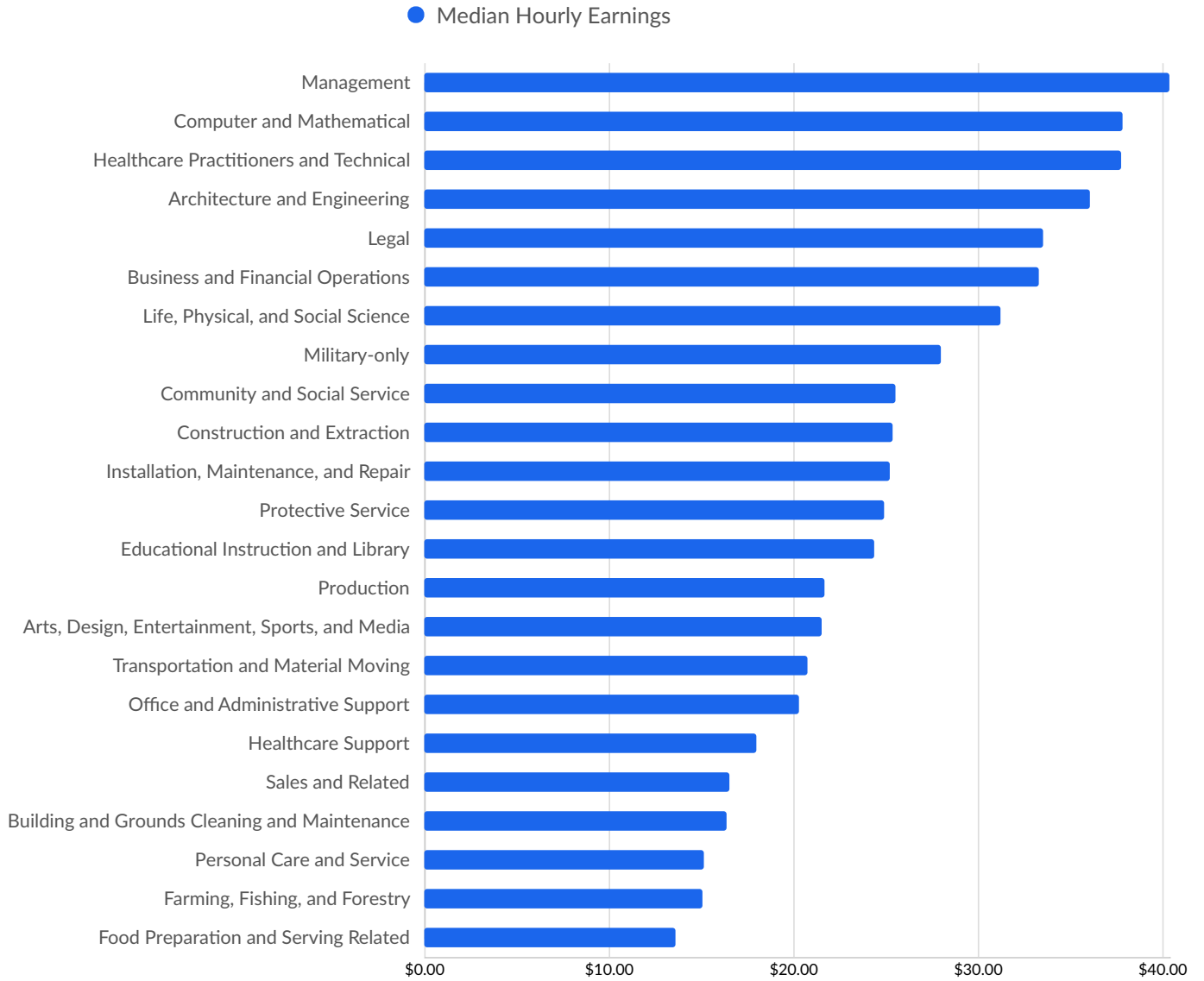
Top Growing Occupations



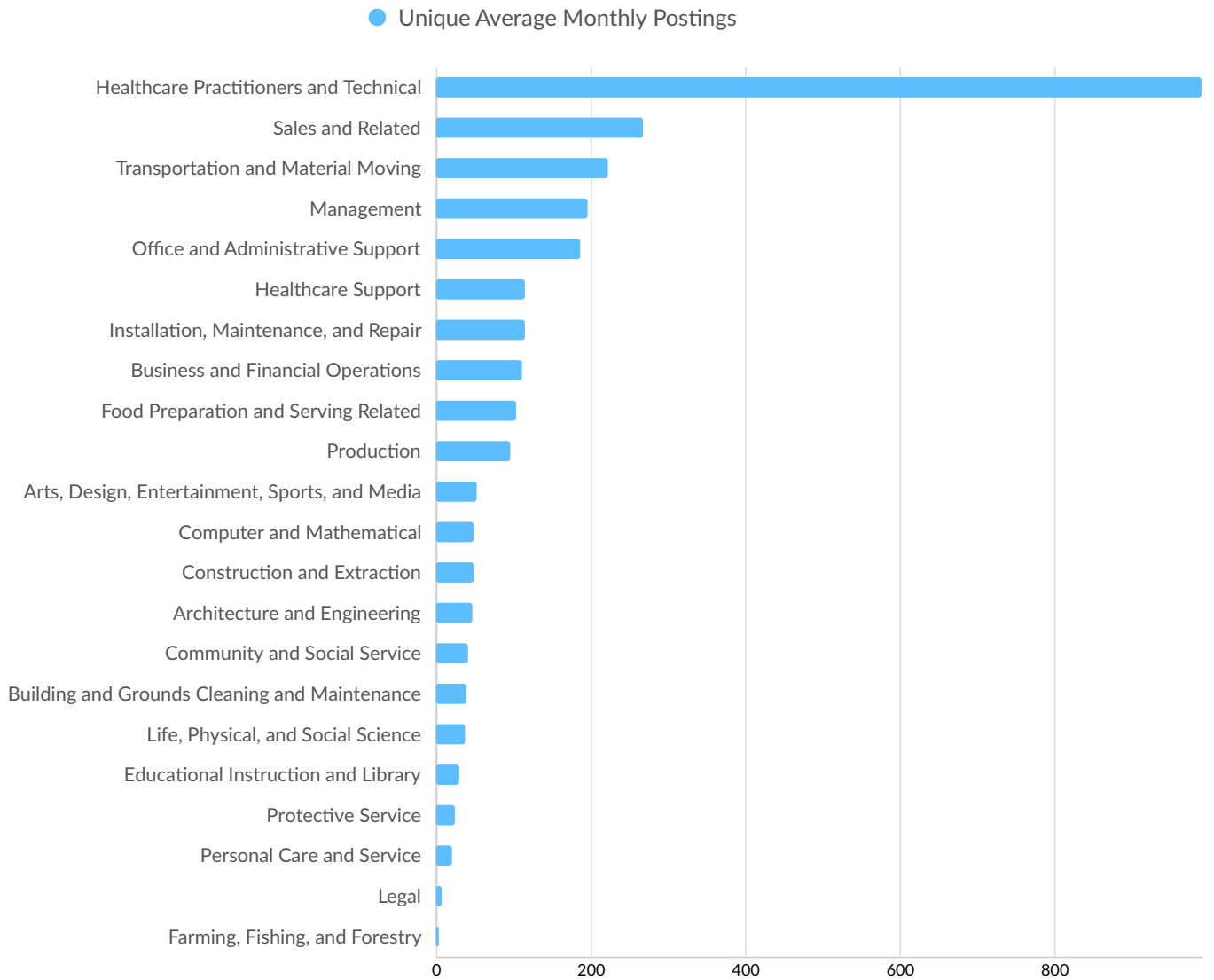
Top Occupation Employment Concentration



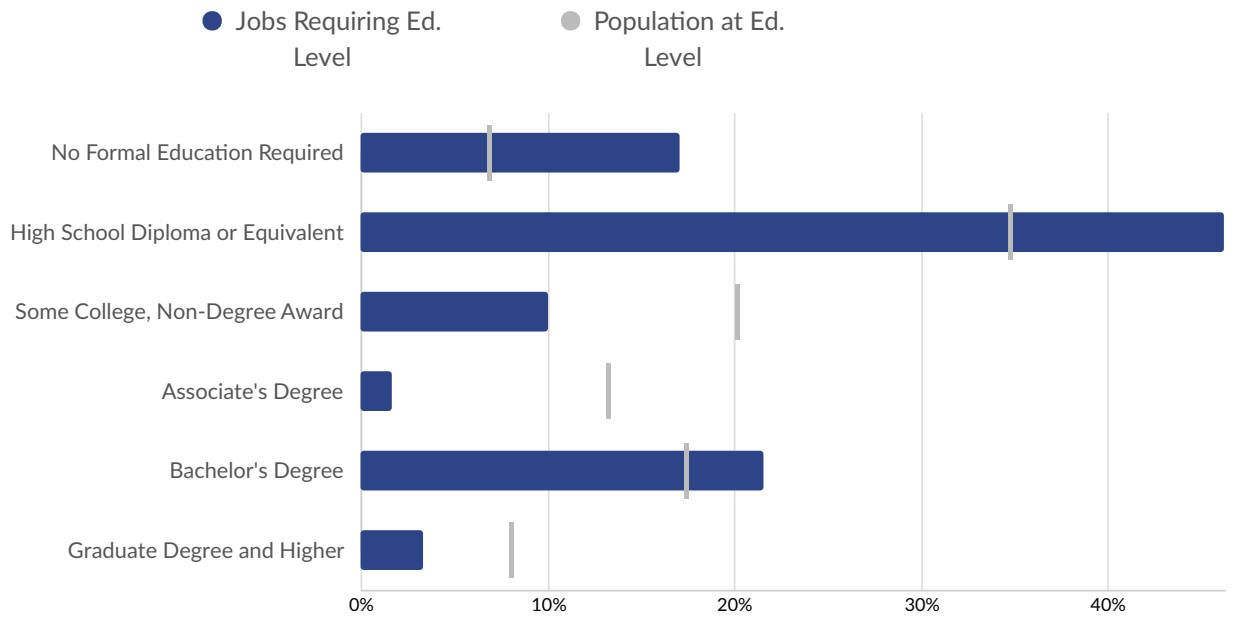
Top Occupation Earnings



Top Posted Occupations

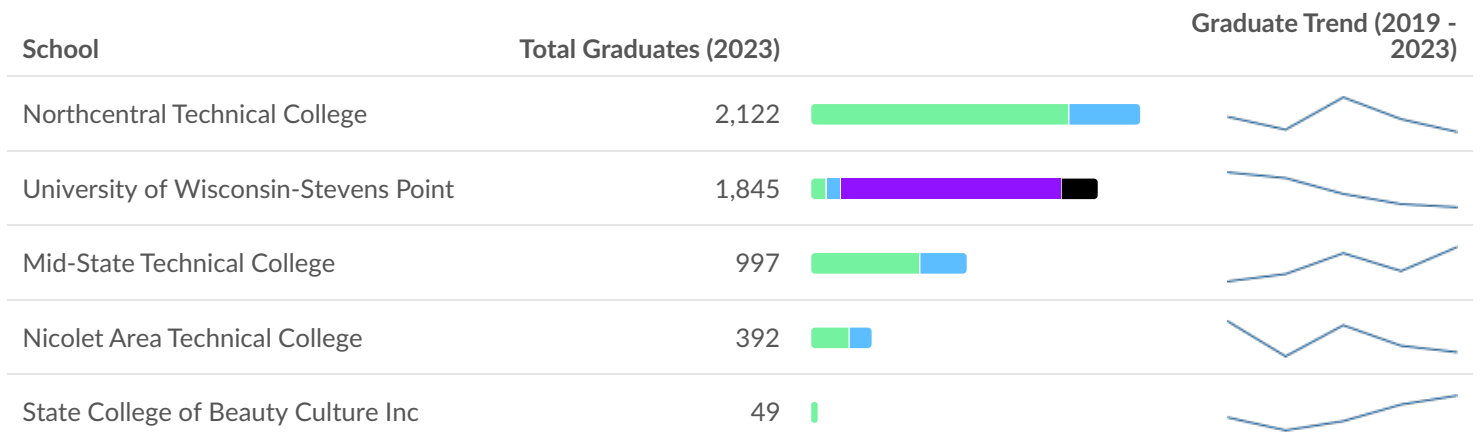


Underemployment



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

