



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

453,633

Population (2024)

Population **grew by 13,644** over the last 5 years and is projected to **grow by 8,453** over the next 5 years.

224,412

Total Regional Employment

Jobs **decreased by 4,055** over the last 5 years but are projected to **grow by 3,911** over the next 5 years.

\$66.5K

Avg. Earnings Per Job (2024)

Regional average earnings per job are **\$20.2K below** the national average earnings of \$86.7K per job.

Takeaways

- As of 2024 the region's population **increased by 3.1%** since 2019, growing by 13,644. Population is expected to **increase by 1.9%** between 2024 and 2029, adding 8,453.
- From 2019 to 2024, jobs **declined by 1.8%** in NCWRPC from 228,468 to **224,412**. This change **fell short of the national growth rate of 4.3% by 6.1%**. As the number of jobs declined, the **labor force participation rate decreased from 64.1% to 60.8% between 2019 and 2024**.
- Concerning educational attainment, **17.5% of the selected regions' residents possess a Bachelor's Degree** (4.0% below the national average), and **12.9% hold an Associate's Degree** (4.1% 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.

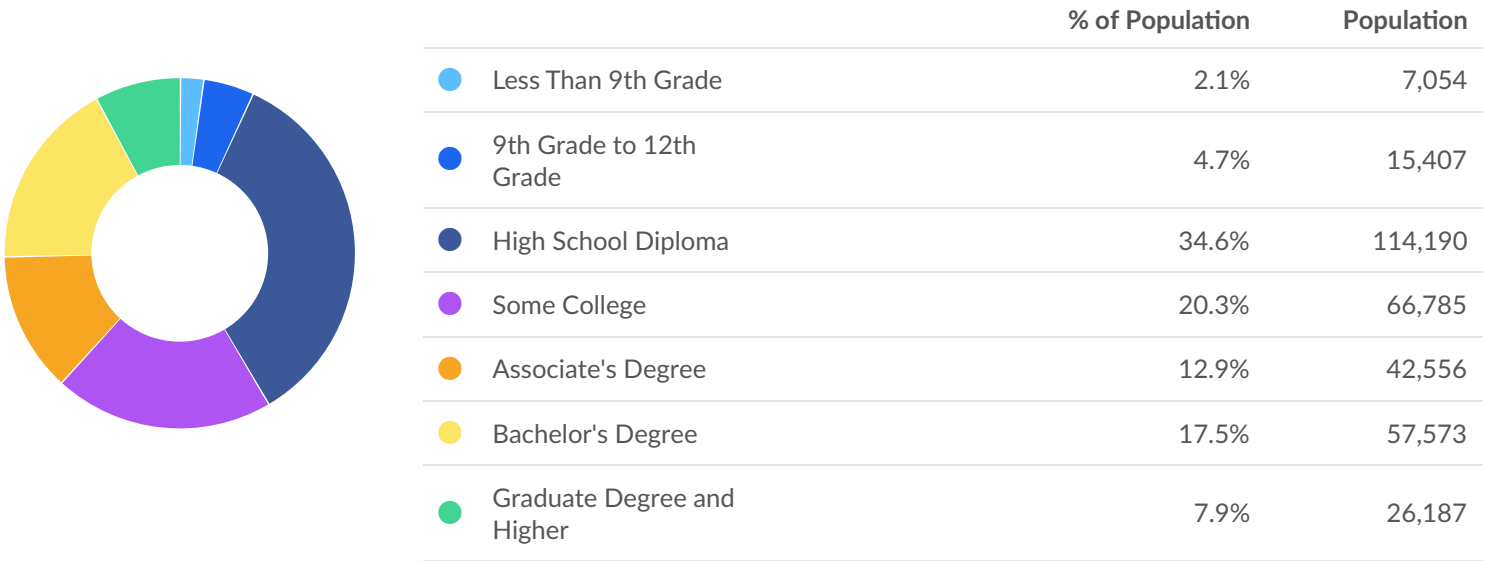
	Population (2025)	Labor Force (May 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	455,728	224,341	224,412	99.5	\$28.68B	\$35.89B	\$33.26B
State	5,948,400	3,123,479	3,263,455	100.3	\$439.69B	\$391.85B	\$421.21B

May 2025 Labor Force Breakdown



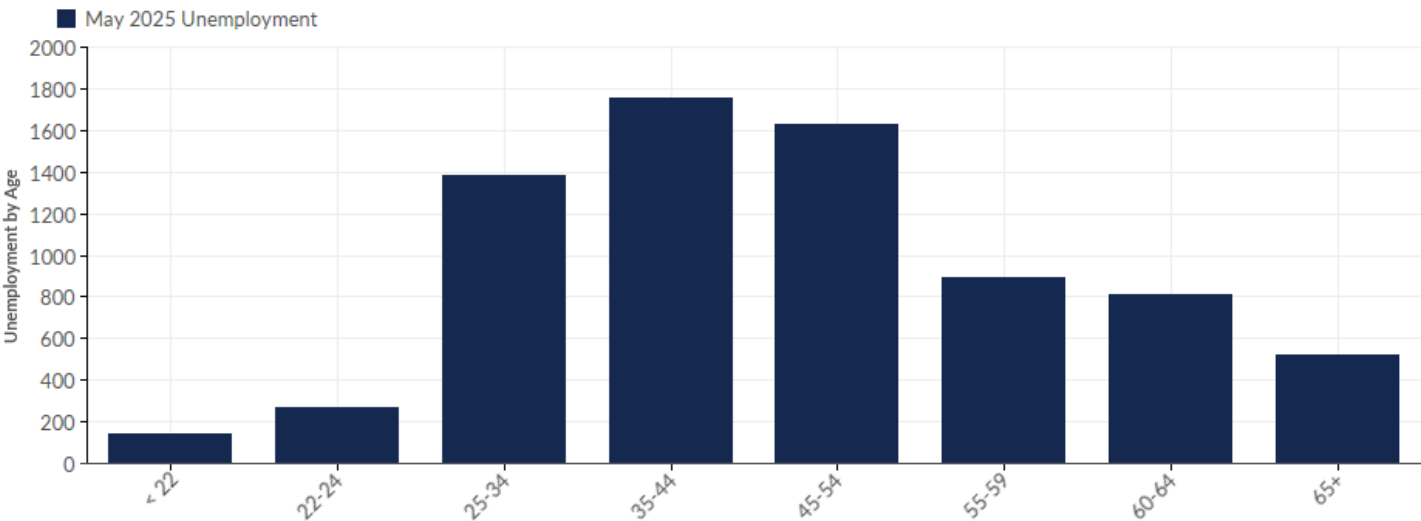
Educational Attainment

Concerning educational attainment, **17.5% of the selected regions' residents possess a Bachelor's Degree** (4.0% below the national average), and **12.9% hold an Associate's Degree** (4.1% above the national average).



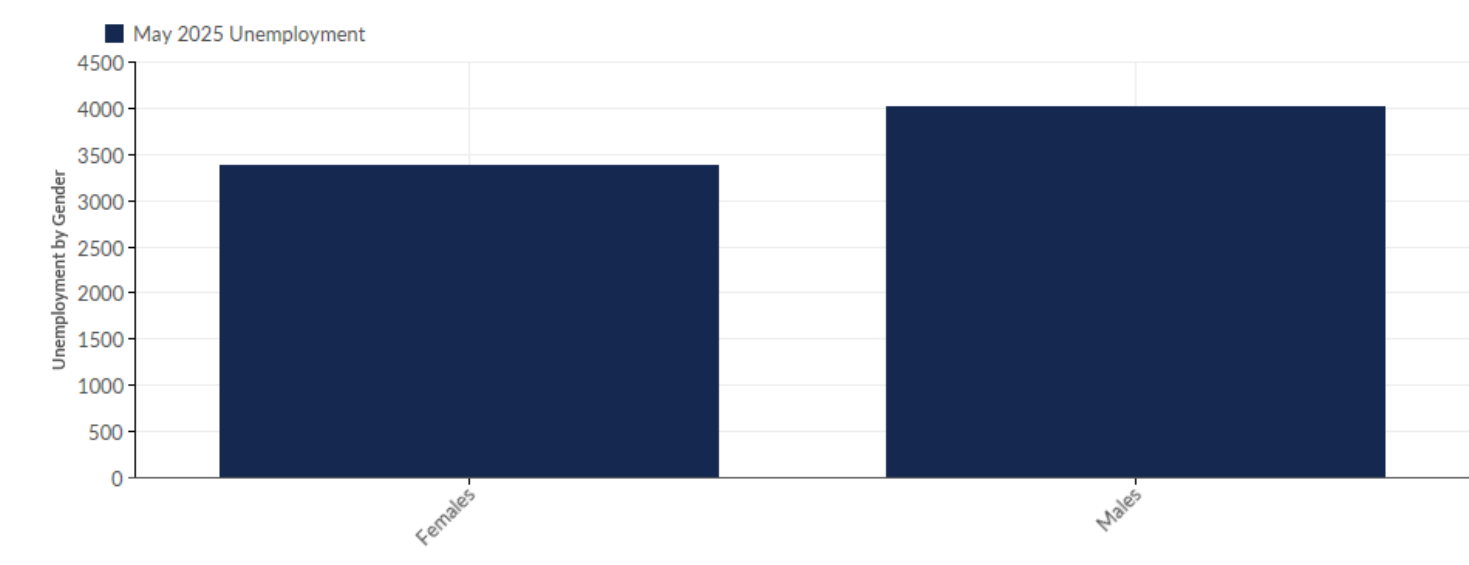
Unemployment by Demographics

Unemployment by Age



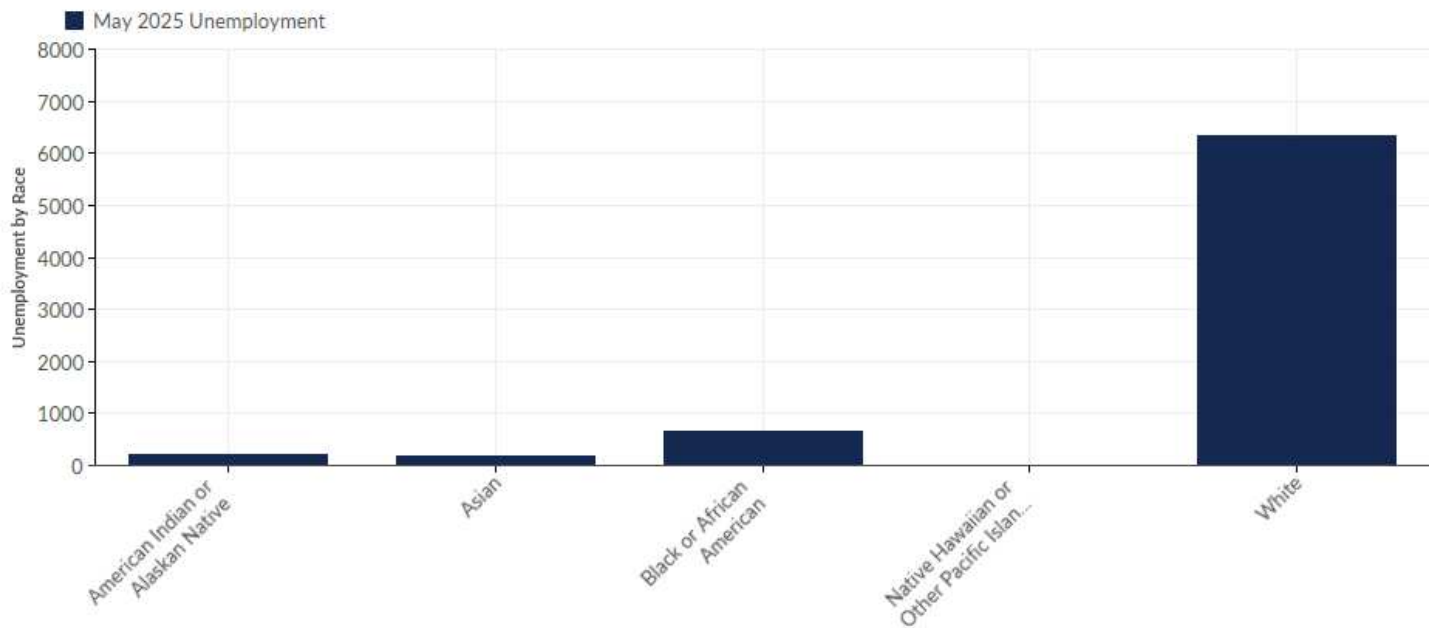
Age	Unemployment (May 2025)	% of Unemployed
< 22	140	1.89%
22-24	269	3.64%
25-34	1,382	18.70%
35-44	1,753	23.71%
45-54	1,626	22.00%
55-59	893	12.08%
60-64	809	10.94%
65+	519	7.02%
Total	7,392	100.00%

Unemployment by Gender



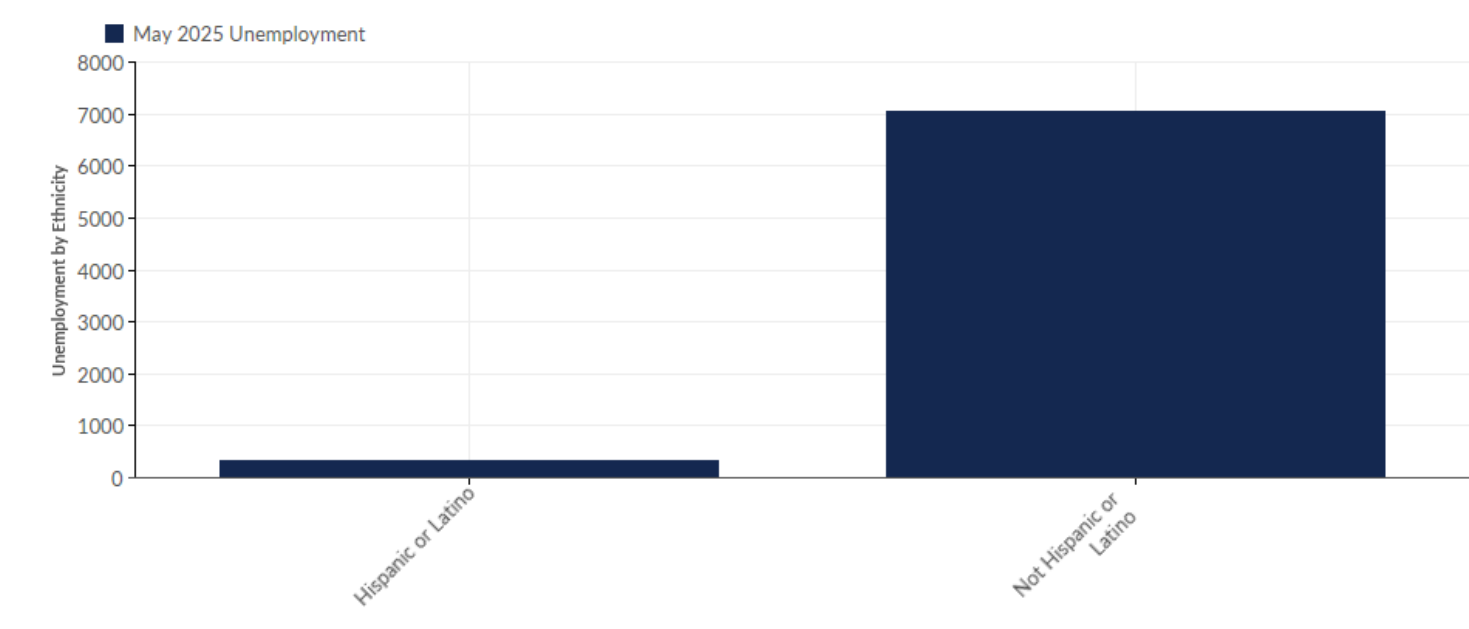
Gender	Unemployment (May 2025)	% of Unemployed
Females	3,383	45.77%
Males	4,009	54.23%
Total	7,392	100.00%

Unemployment by Race



Race	Unemployment (May 2025)	% of Unemployed
American Indian or Alaskan Native	200	2.71%
Asian	191	2.58%
Black or African American	640	8.66%
Native Hawaiian or Other Pacific Islander	14	0.19%
White	6,348	85.88%
Total	7,392	100.00%

Unemployment by Ethnicity

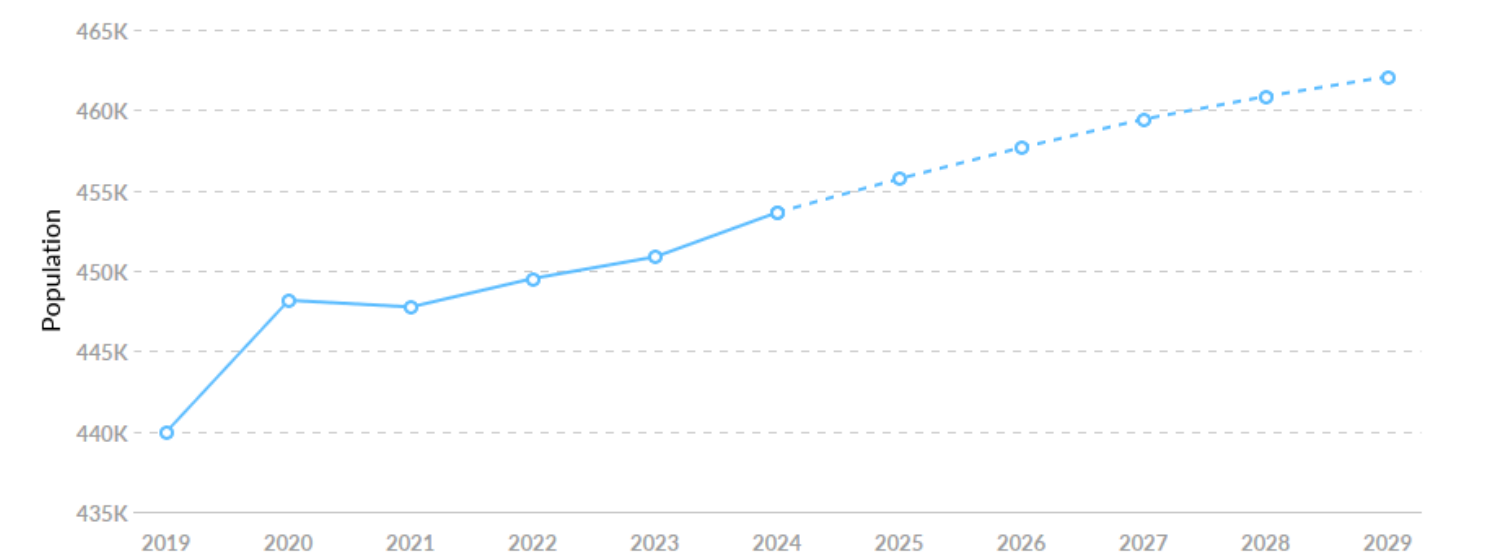


Ethnicity	Unemployment (May 2025)	% of Unemployed
Hispanic or Latino	338	4.57%
Not Hispanic or Latino	7,054	95.43%
Total	7,392	100.00%

Historic & Projected Trends

Population Trends

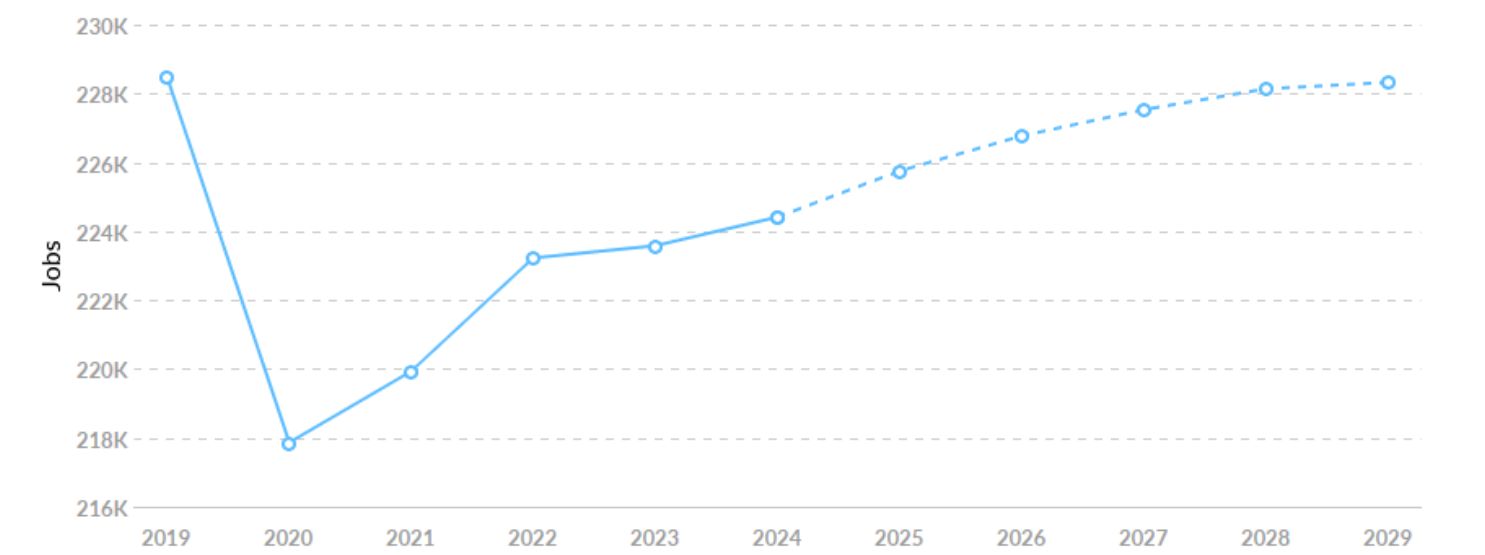
As of 2024 the region's population **increased by 3.1%** since 2019, growing by 13,644. Population is expected to **increase by 1.9%** between 2024 and 2029, adding 8,453.



Timeframe	Population
2019	439,989
2020	448,158
2021	447,743
2022	449,518
2023	450,863
2024	453,633
2025	455,728
2026	457,672
2027	459,432
2028	460,853
2029	462,086

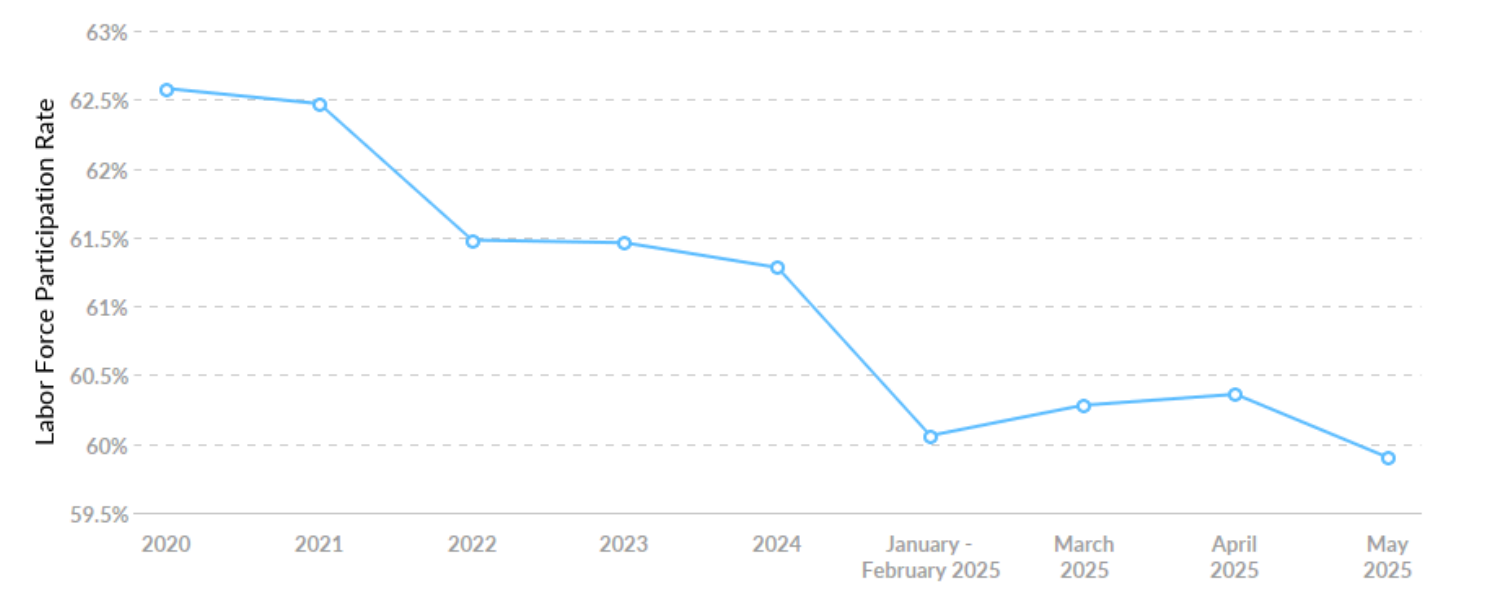
Job Trends

From 2019 to 2024, jobs declined by 1.8% in NCWRPC from 228,468 to 224,412. This change fell short of the national growth rate of 4.3% by 6.1%.



Timeframe	Jobs
2019	228,468
2020	217,858
2021	219,930
2022	223,224
2023	223,580
2024	224,412
2025	225,751
2026	226,770
2027	227,532
2028	228,137
2029	228,324

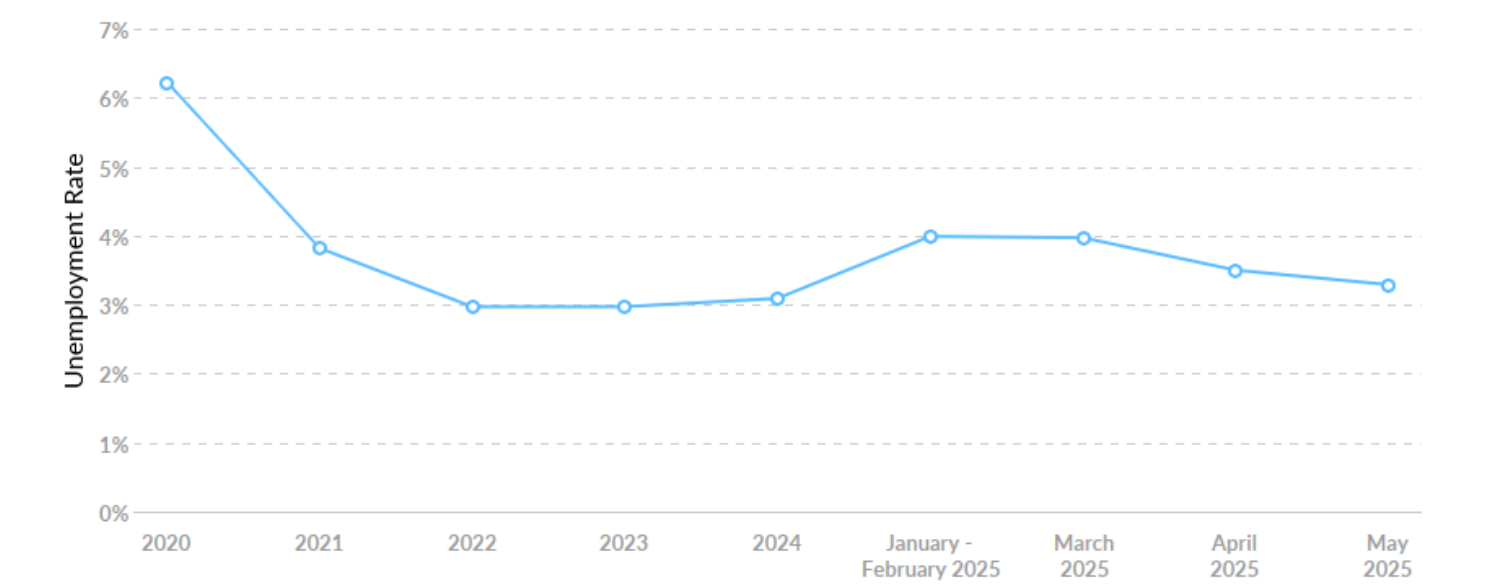
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	62.58%
2021	62.47%
2022	61.48%
2023	61.46%
2024	61.28%
January - February 2025	60.06%
March 2025	60.28%
April 2025	60.36%
May 2025	59.90%

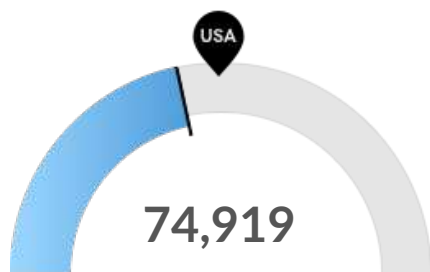
Unemployment Rate Trends

Your areas had a May 2025 unemployment rate of 3.29%, **decreasing from 6.23%** 5 years before.



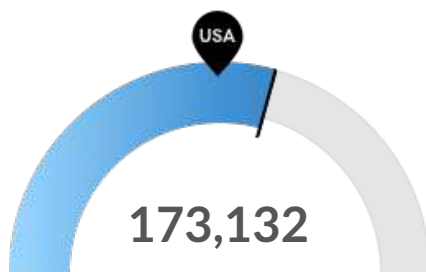
Timeframe	Unemployment Rate
2020	6.23%
2021	3.82%
2022	2.97%
2023	2.97%
2024	3.09%
January - February 2025	3.99%
March 2025	3.97%
April 2025	3.50%
May 2025	3.29%

Population Characteristics



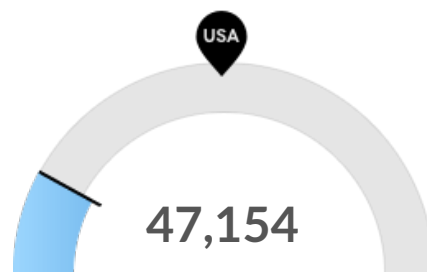
Millennials

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



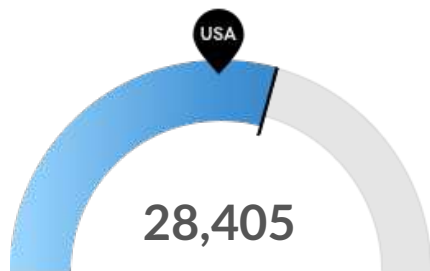
Retiring Soon

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.



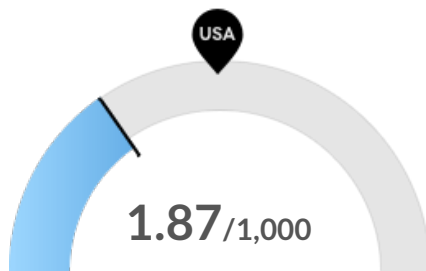
Racial Diversity

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.



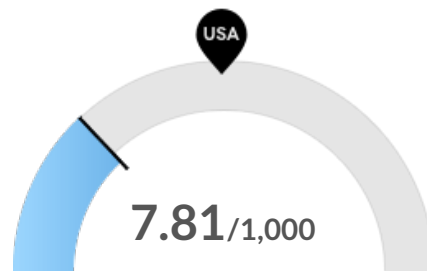
Veterans

Your area has 28,405 veterans. The national average for an area this size is 22,305.



Violent Crime

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

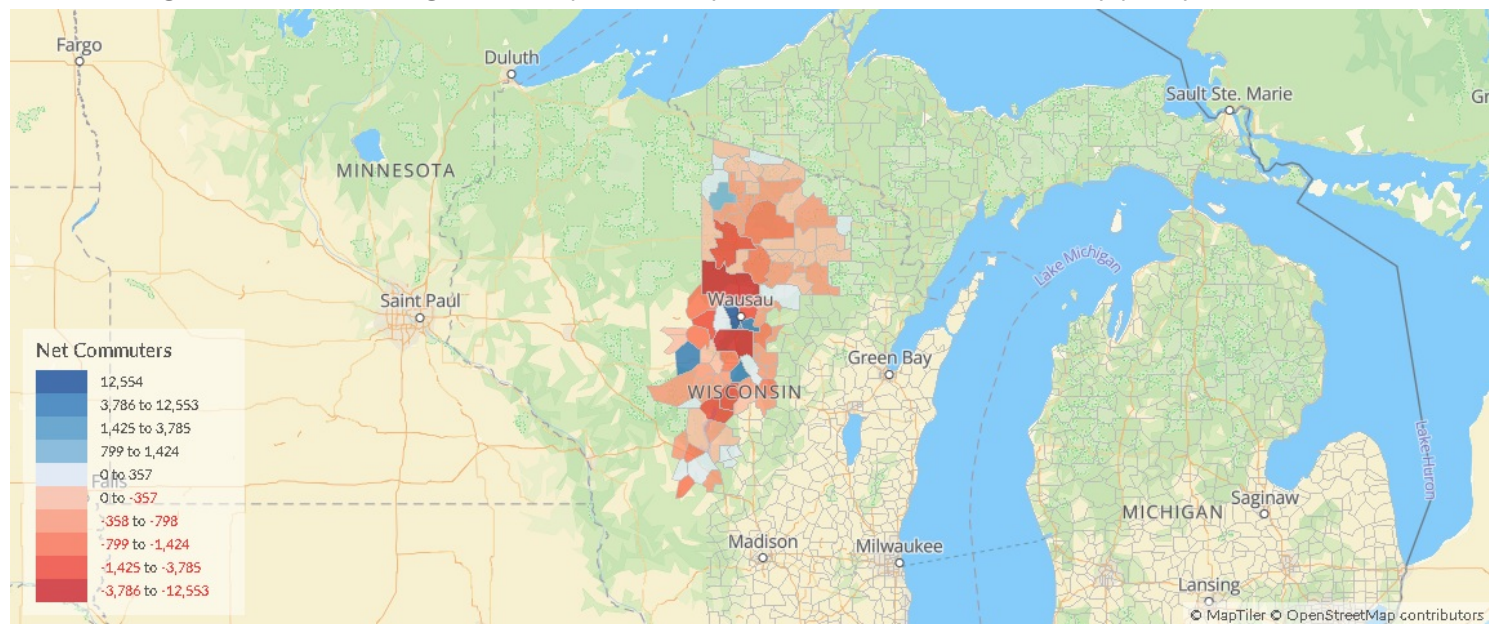


Property Crime

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.

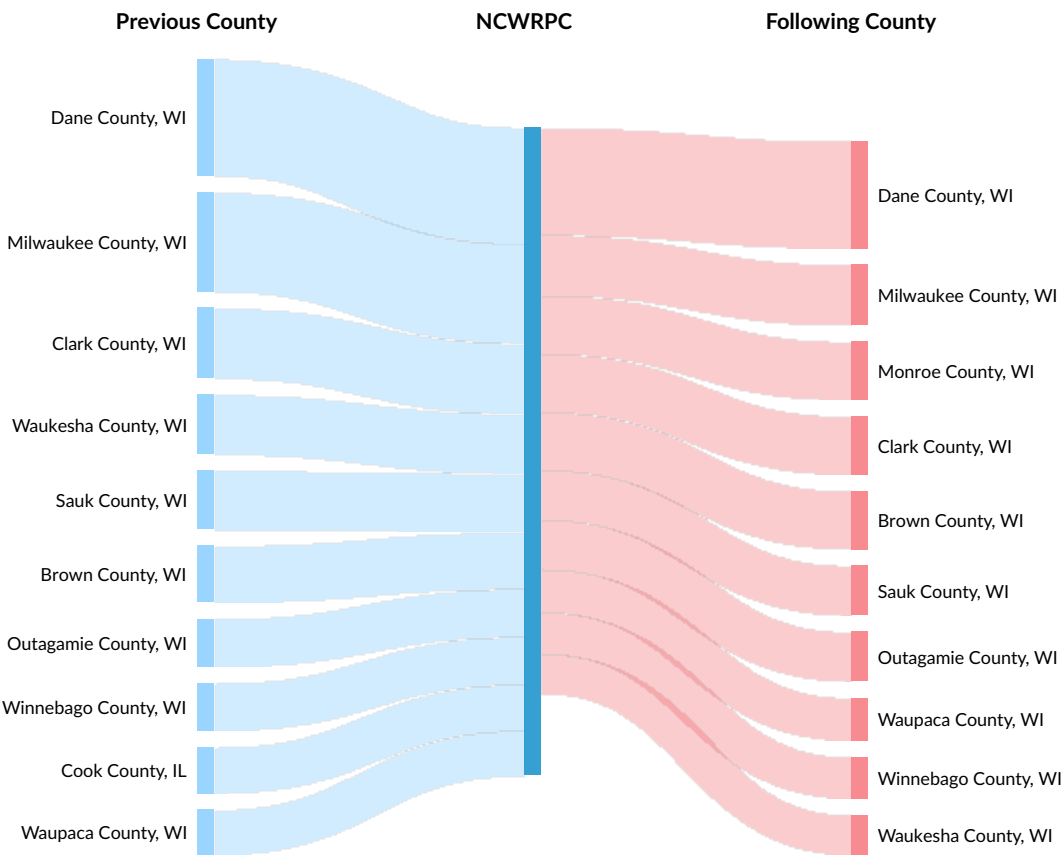


Where Talent Works			Where Talent Lives		
ZIP	Name	2024 Employment	ZIP	Name	2024 Workers
54401	Wausau, WI (in Maratho...	29,087	54401	Wausau, WI (in Maratho...	16,533
54481	Stevens Point, WI (in Po...	18,822	54481	Stevens Point, WI (in Po...	14,621
54449	Marshfield, WI (in Woo...	17,163	54494	Wisconsin Rapids, WI (i...	14,415
54476	Schofield, WI (in Marath...	15,024	54403	Wausau, WI (in Maratho...	12,638
54494	Wisconsin Rapids, WI (i...	11,954	54449	Marshfield, WI (in Woo...	12,485

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, 706 people have migrated from Dane County, WI to NCWRPC. In the same year, 649 people left NCWRPC migrating to Dane County, WI. The total Net Migration for NCWRPC in 2022 was 1,984.

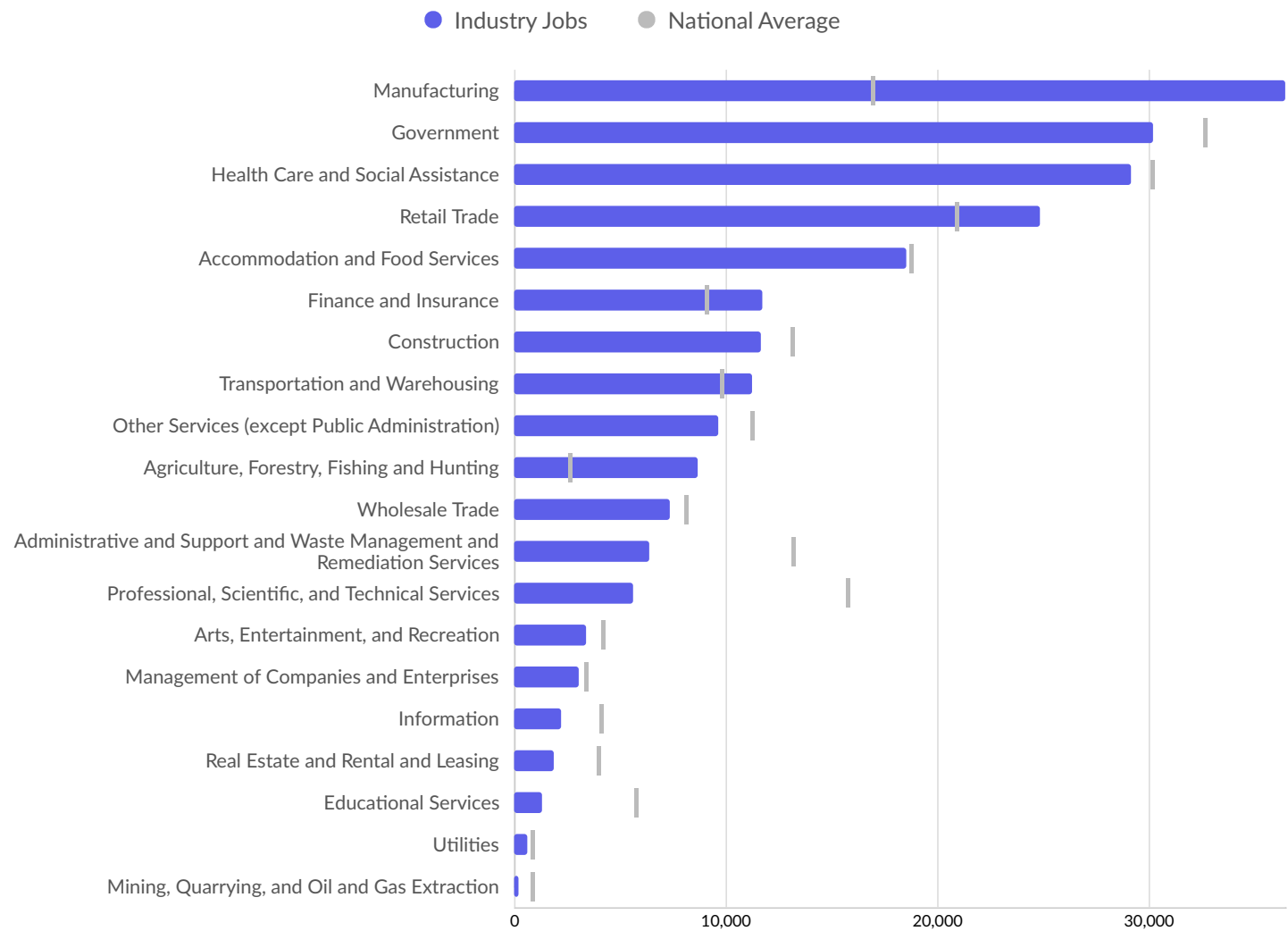


Top Previous Counties	Migrations
Dane County, WI	706
Milwaukee County, WI	602
Clark County, WI	426
Waukesha County, WI	361
Sauk County, WI	355
Brown County, WI	343

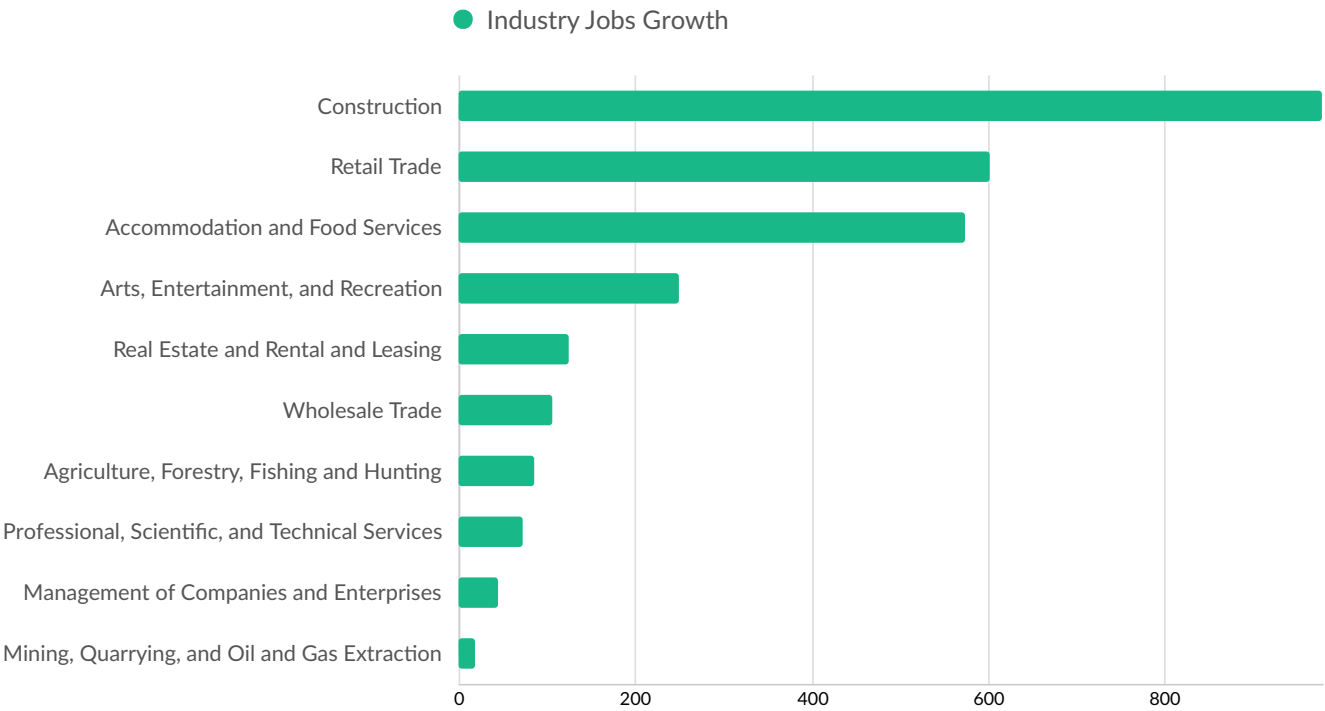
Top Previous Counties	Migrations
Outagamie County, WI	290
Winnebago County, WI	288
Cook County, IL	279
Waupaca County, WI	273
Monroe County, WI	264
Hennepin County, MN	239
Shawano County, WI	238
Columbia County, WI	230
Waushara County, WI	190
Top Following Counties	Migrations
Dane County, WI	649
Milwaukee County, WI	366
Monroe County, WI	353
Clark County, WI	353
Brown County, WI	351
Sauk County, WI	302
Outagamie County, WI	300
Waupaca County, WI	259
Winnebago County, WI	252
Waukesha County, WI	241
Shawano County, WI	198
Eau Claire County, WI	176
Waushara County, WI	175
Columbia County, WI	170
La Crosse County, WI	158

Industry Characteristics

Largest Industries



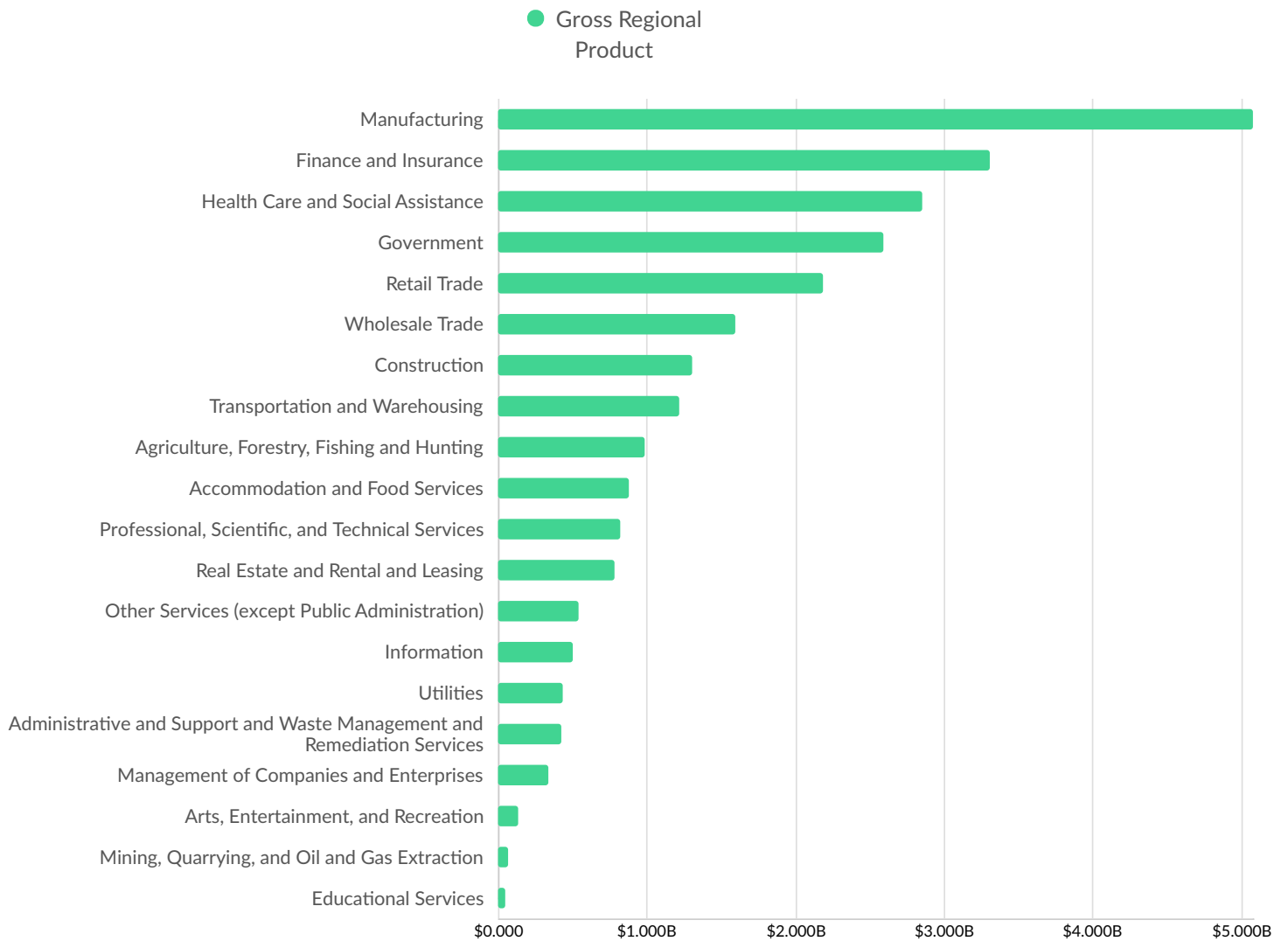
Top Growing Industries



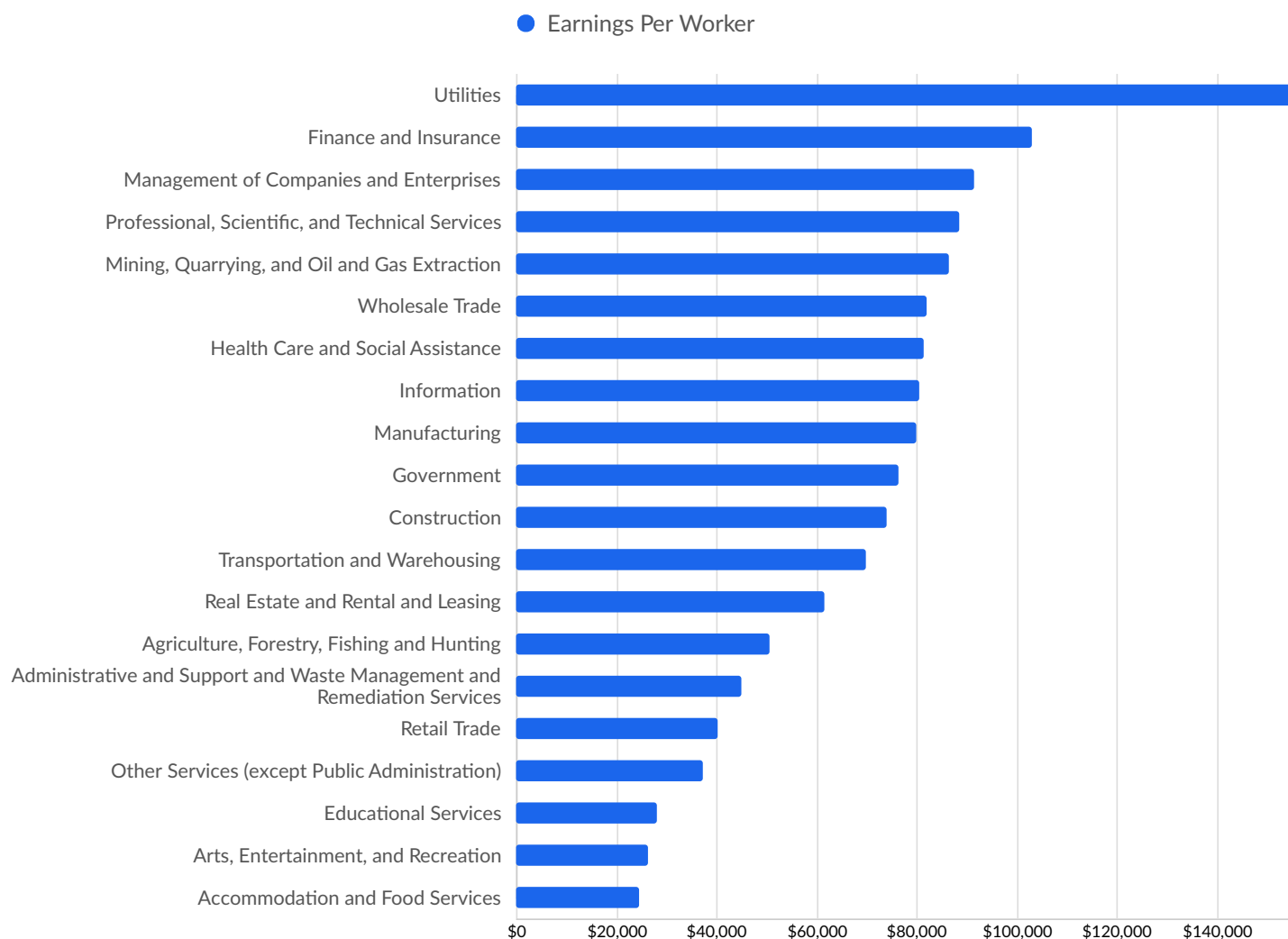
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



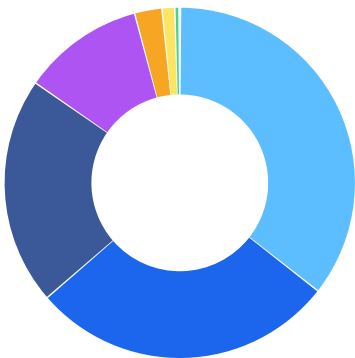
Business Characteristics

23,903 Companies Employ Your Workers

Online profiles for your workers mention 23,903 companies as employers, with the top 10 appearing below. In the last 12 months, 3,680 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,691 <div></div>	Marshfield Clinic	2,614 <div></div>
Aspirus	1,720 <div></div>	Aspirus	2,596 <div></div>
Sentry	1,586 <div></div>	Aya Healthcare	707 <div></div>
University of Wisconsin-Steven...	1,444 <div></div>	CompHealth	646 <div></div>
Ministry Health Care	671 <div></div>	Walmart	543 <div></div>
State of Wisconsin	614 <div></div>	Anders Group	415 <div></div>
Church Mutual Insurance Comp...	522 <div></div>	GPAC	413 <div></div>
Greenheck	519 <div></div>	Service First Staffing	410 <div></div>
Walmart	465 <div></div>	Pick And Save	384 <div></div>
Northcentral Technical College	436 <div></div>	OneStaff Medical	379 <div></div>

Business Size

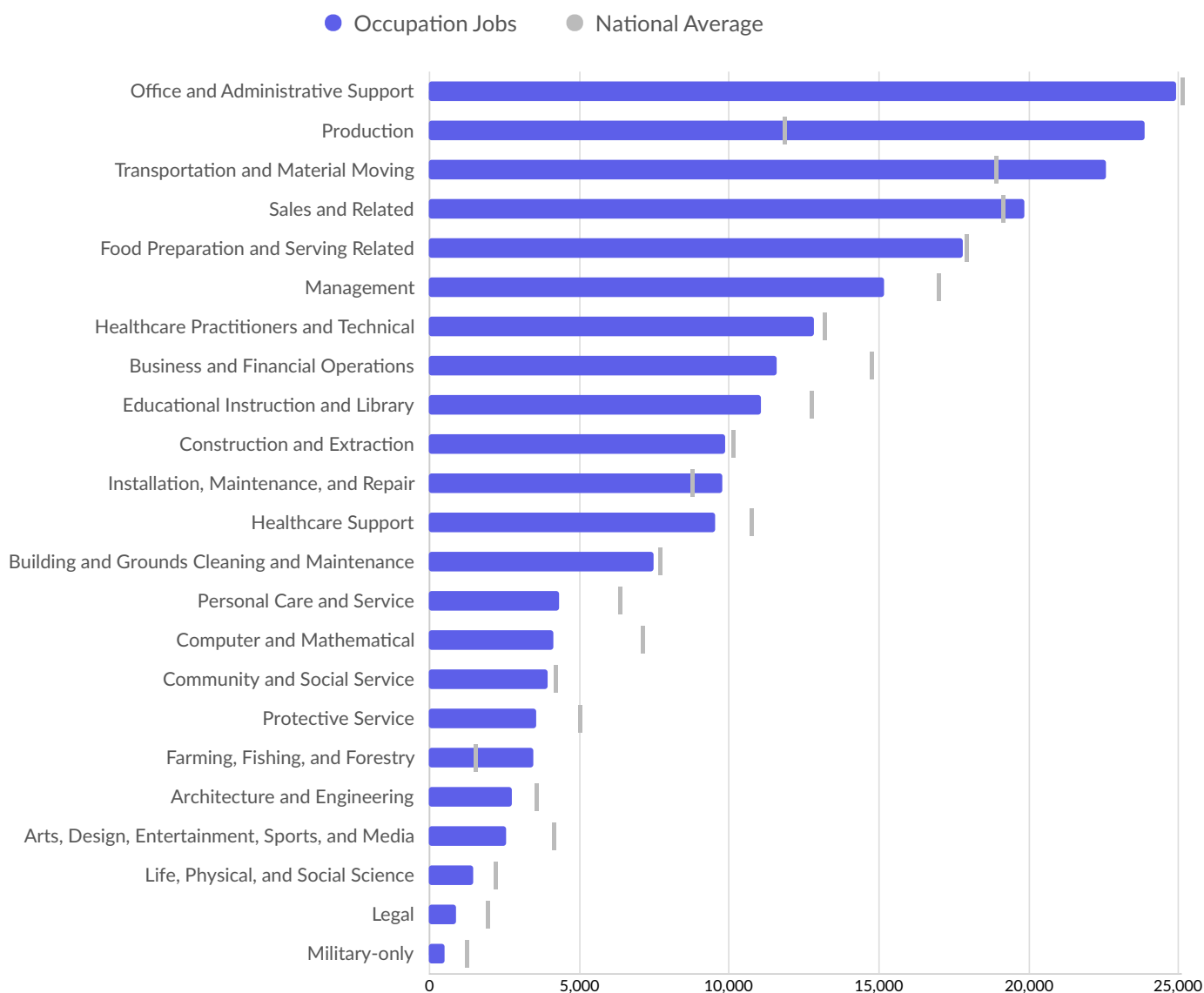


	Percentage	Business Count
1 to 4 employees	35.5%	7,494
5 to 9 employees	28.1%	5,928
10 to 19 employees	21.0%	4,432
20 to 49 employees	11.2%	2,367
50 to 99 employees	2.5%	532
100 to 249 employees	1.2%	249
250 to 499 employees	0.4%	80
500+ employees	0.1%	30

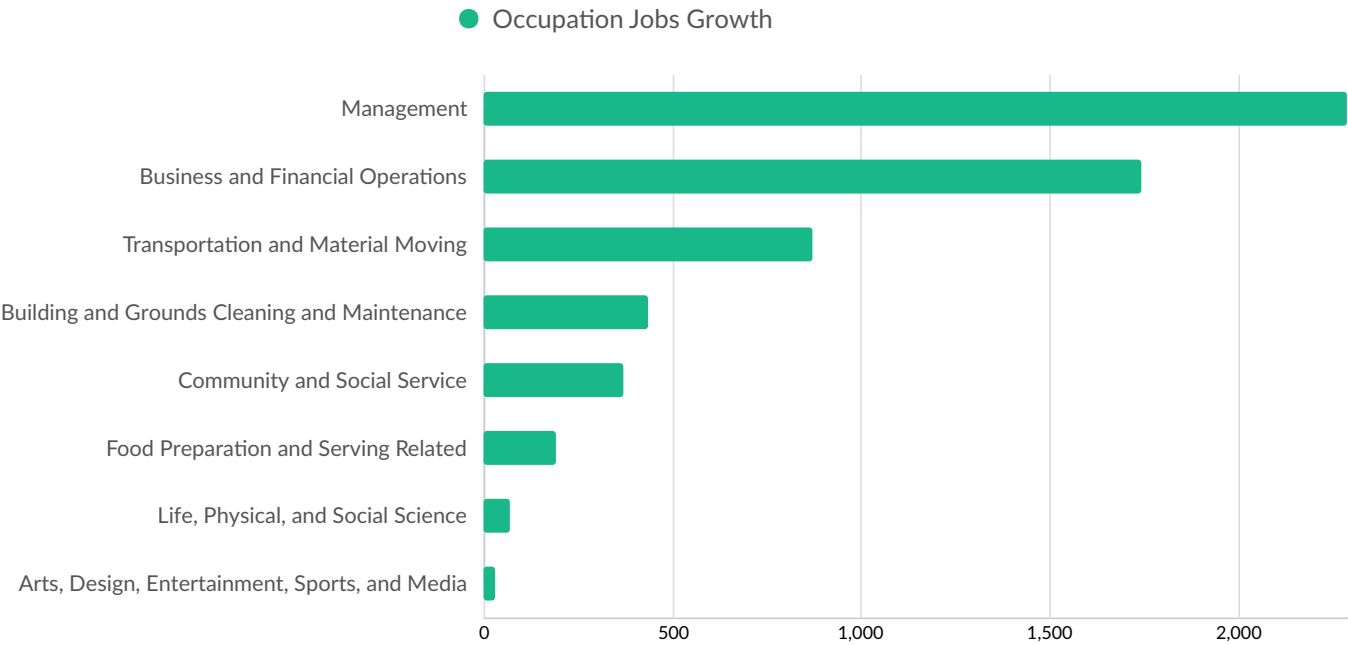
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

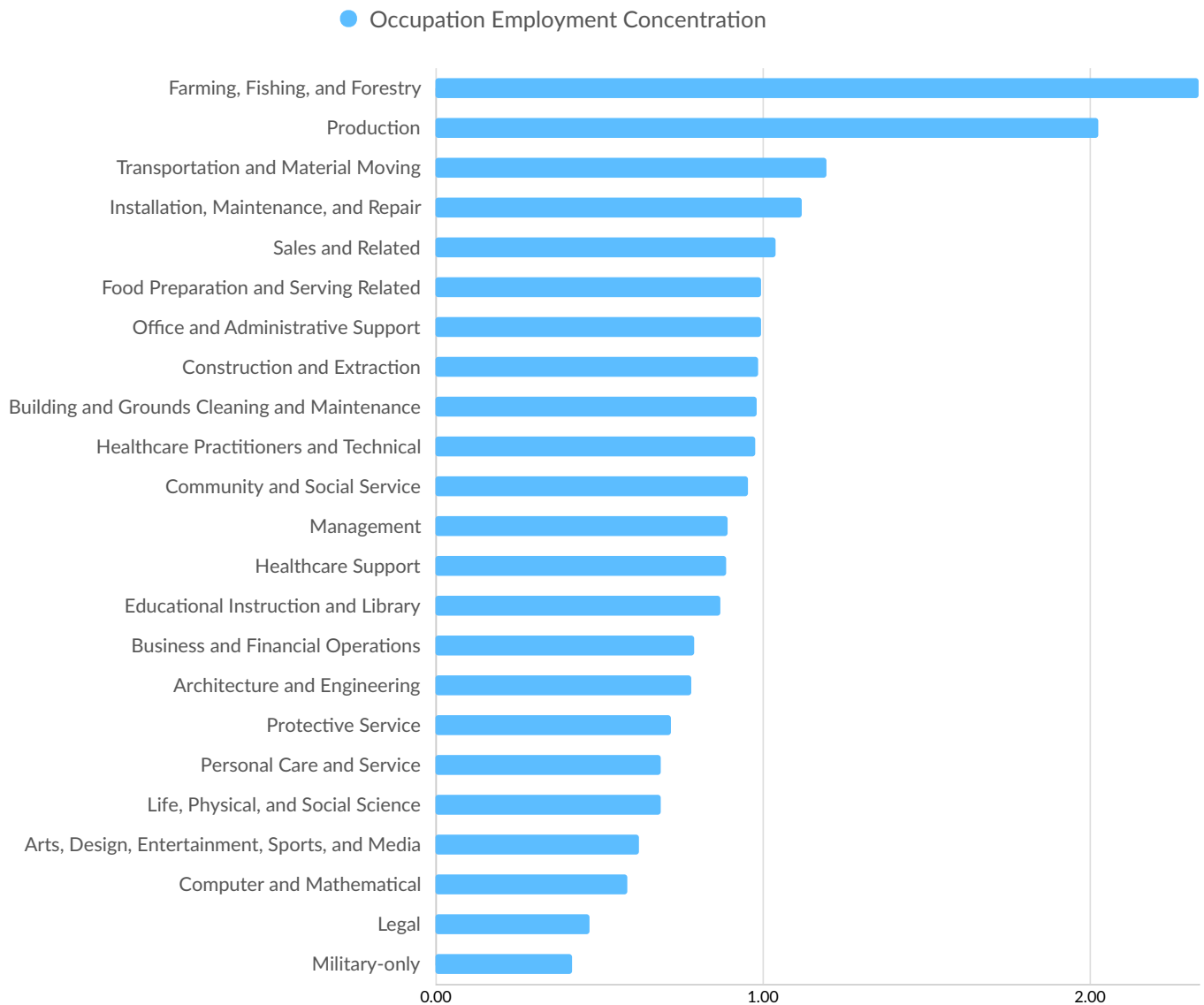
Largest Occupations



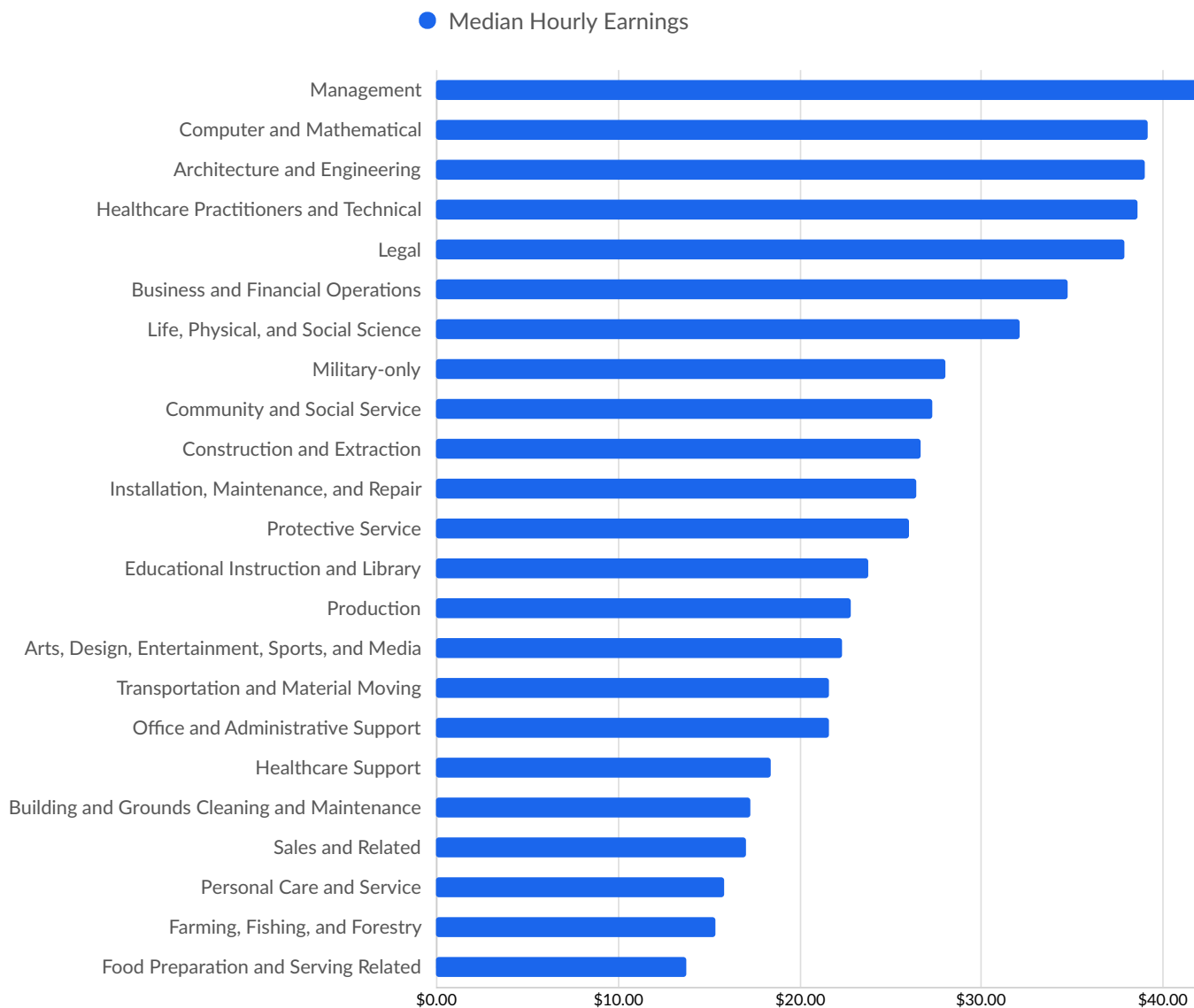
Top Growing Occupations



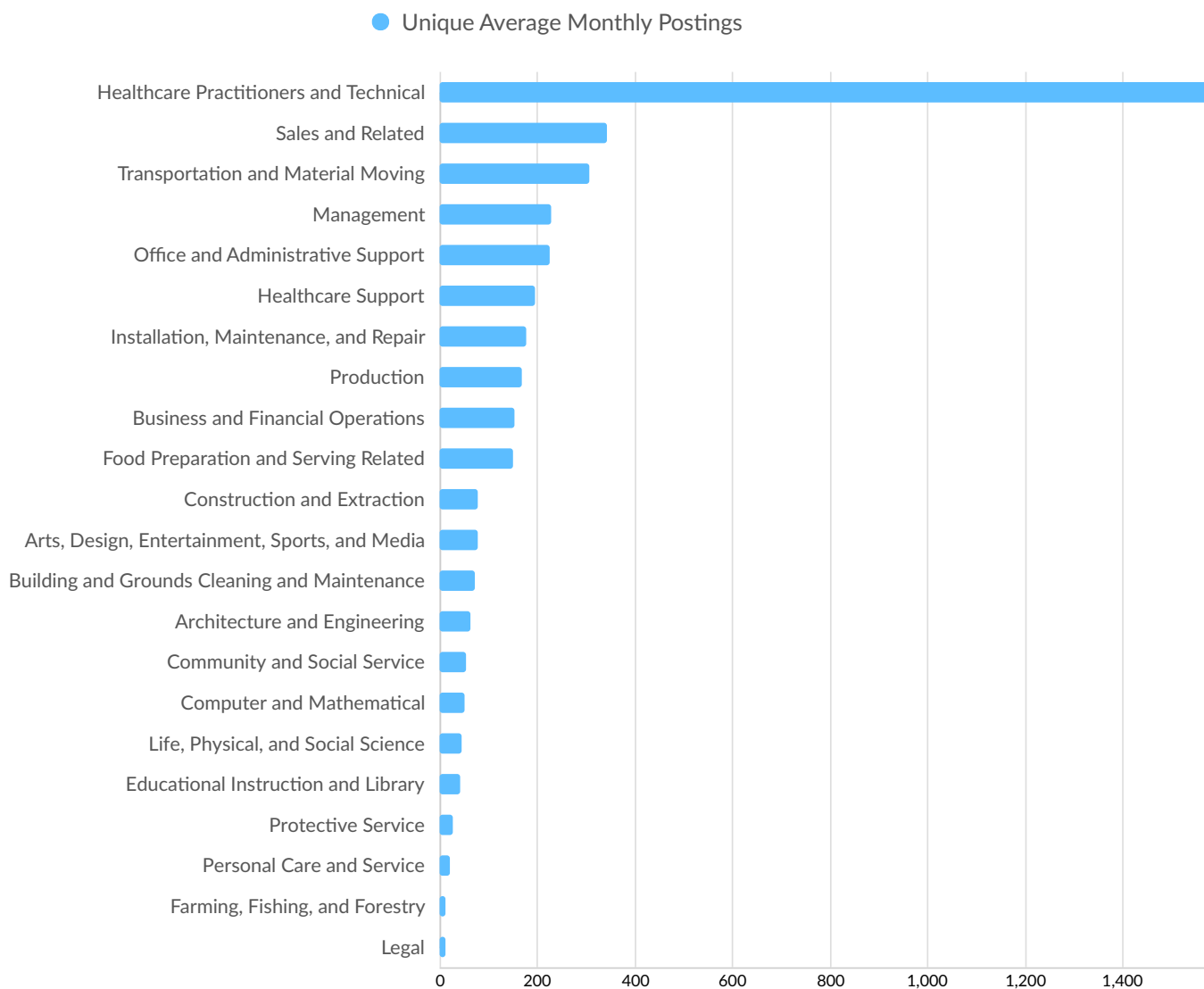
Top Occupation Employment Concentration



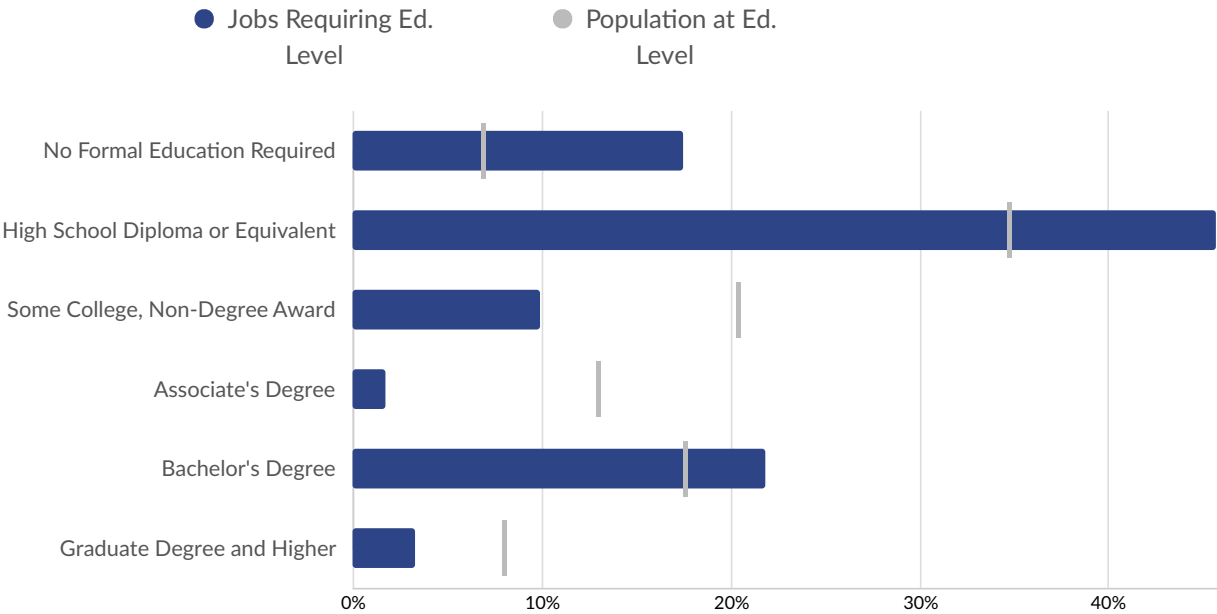
Top Occupation Earnings



Top Posted Occupations

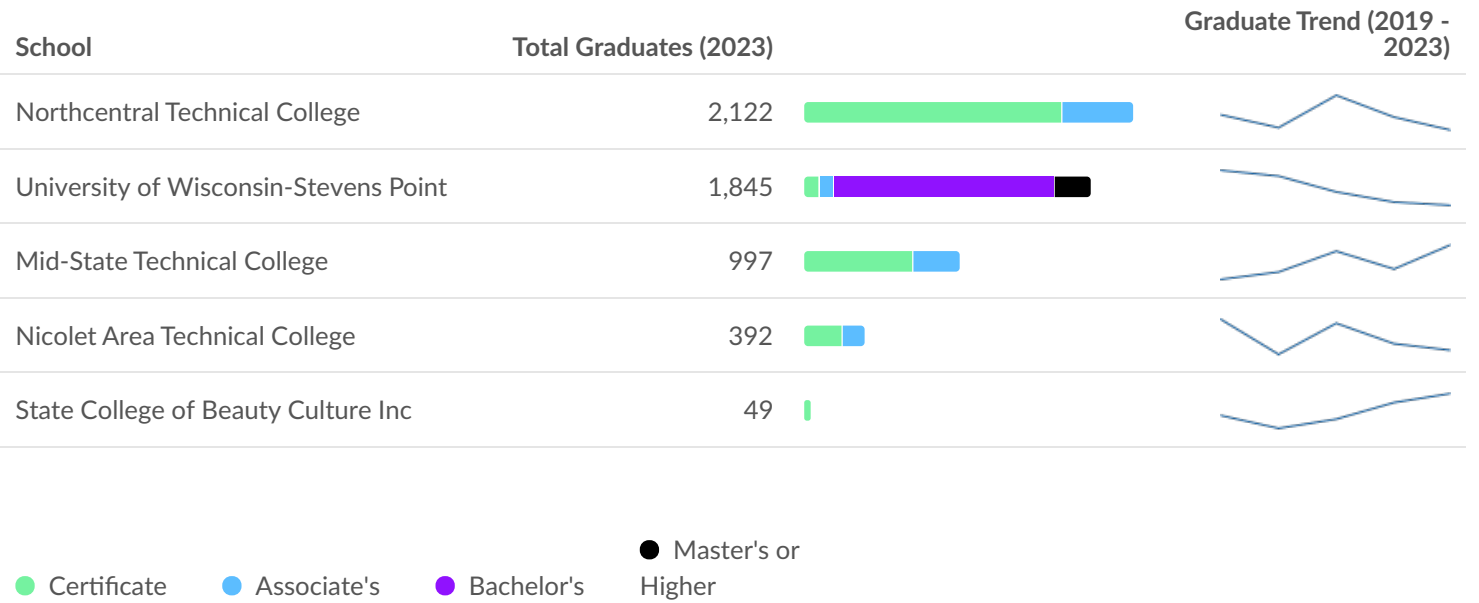


Underemployment



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

