



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

452,641

Population (2024)

Population **grew by 12,652** over the last 5 years and is projected to **grow by 9,215** over the next 5 years.

224,456

Total Regional Employment

Jobs **decreased by 4,000** over the last 5 years but are projected to **grow by 3,872** 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 2.9%** since 2019, growing by 12,652. Population is expected to **increase by 2.0%** between 2024 and 2029, adding 9,215.
- From 2019 to 2024, jobs **declined by 1.8%** in NCWRPC from 228,456 to **224,456**. This change **fell short of the national growth rate of 4.4% by 6.2%**. As the number of jobs declined, the **labor force participation rate decreased from 64.1% to 60.9% 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.

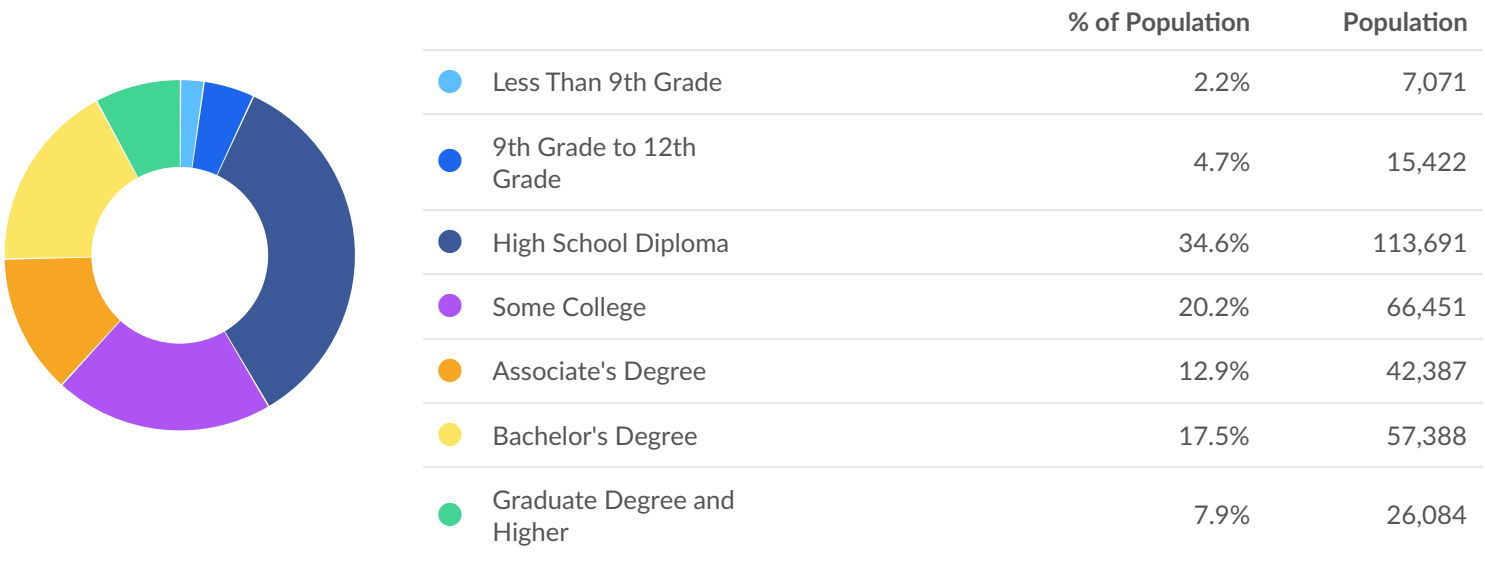
	Population (2025)	Labor Force (Aug 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	455,077	225,847	224,456	99.5	\$28.73B	\$35.90B	\$33.31B
State	5,980,718	3,144,655	3,264,613	100.3	\$439.61B	\$392.12B	\$421.40B

Aug 2025 Labor Force Breakdown



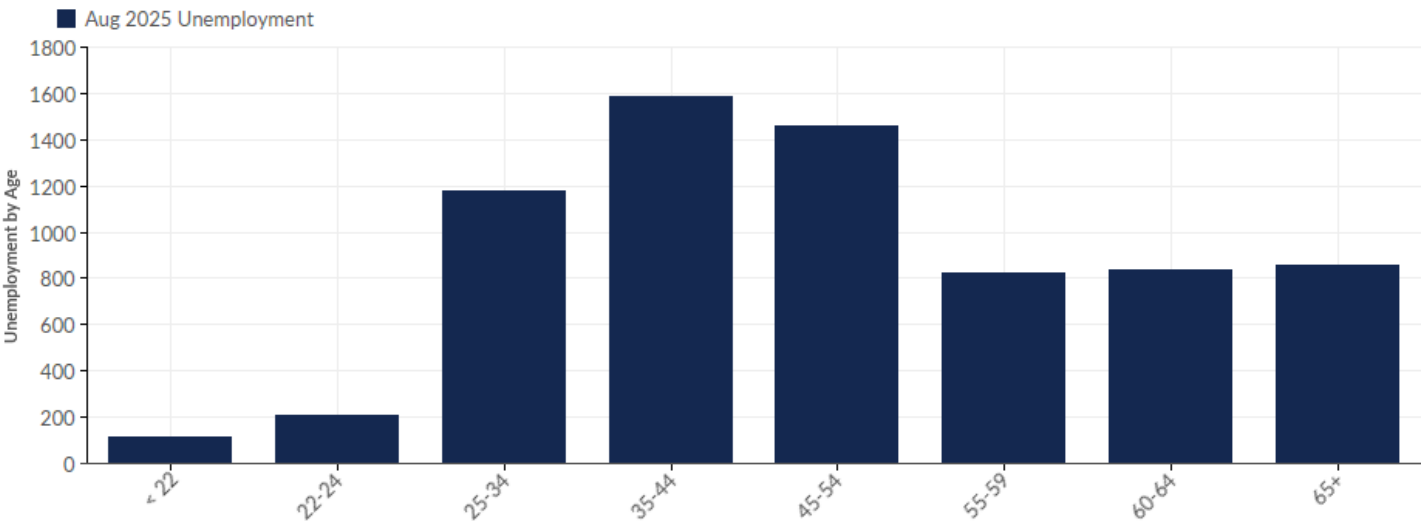
Educational Attainment

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).



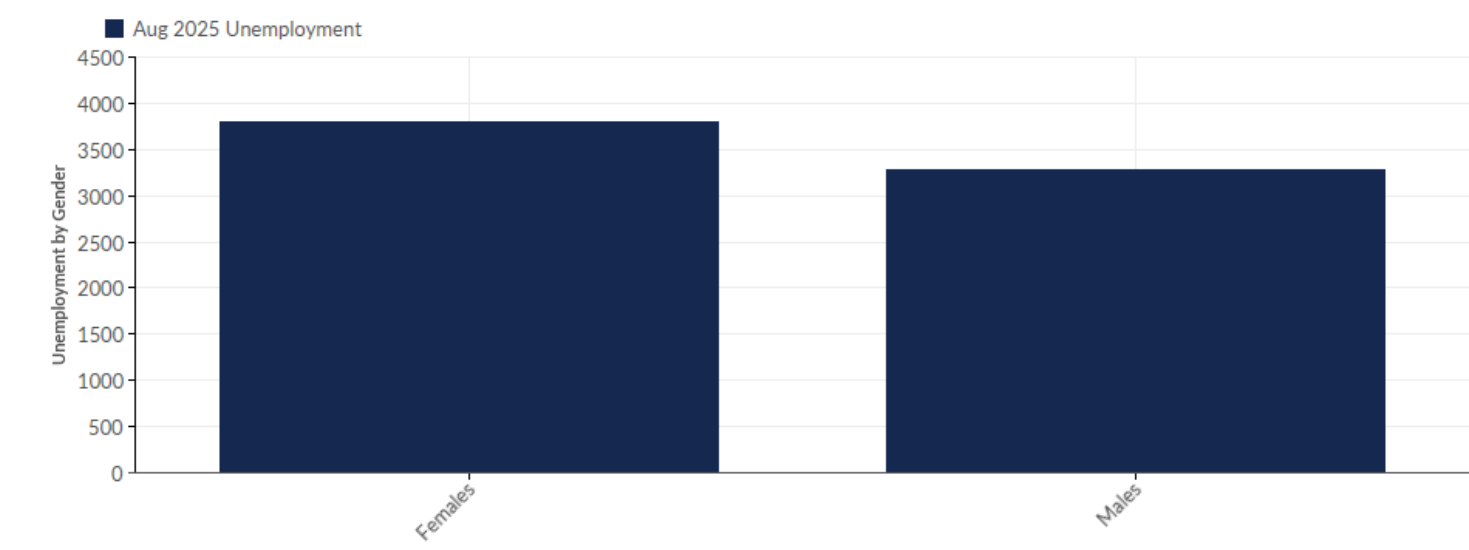
Unemployment by Demographics

Unemployment by Age



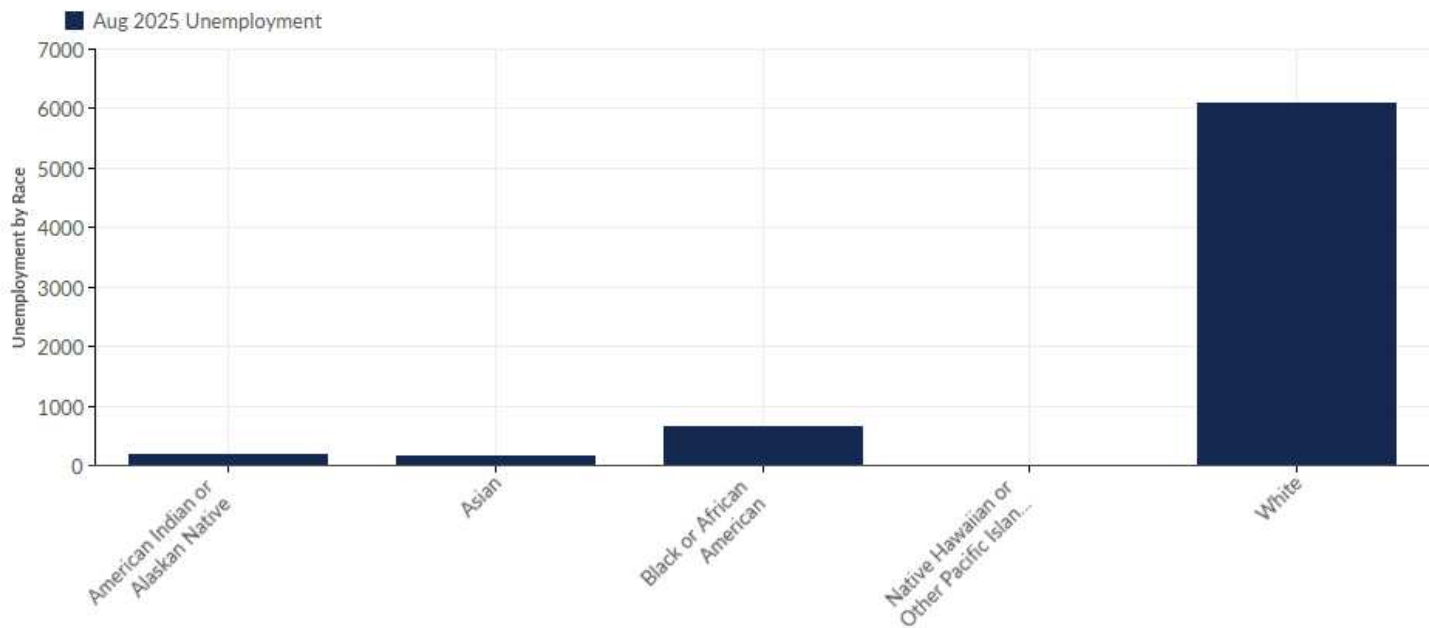
Age	Unemployment (Aug 2025)	% of Unemployed
< 22	116	1.64%
22-24	206	2.91%
25-34	1,175	16.62%
35-44	1,589	22.48%
45-54	1,462	20.68%
55-59	825	11.67%
60-64	837	11.84%
65+	858	12.14%
Total	7,068	100.00%

Unemployment by Gender



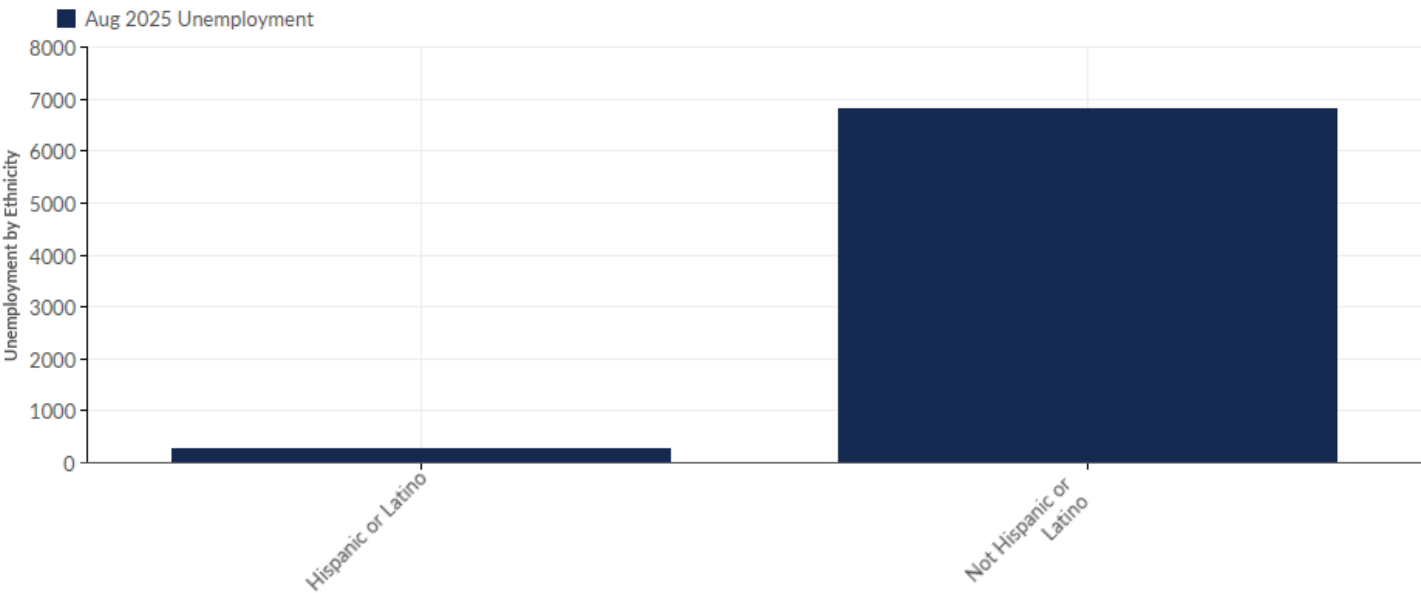
Gender	Unemployment (Aug 2025)	% of Unemployed
Females	3,791	53.64%
Males	3,277	46.36%
Total	7,068	100.00%

Unemployment by Race



Race	Unemployment (Aug 2025)	% of Unemployed
American Indian or Alaskan Native	175	2.48%
Asian	146	2.07%
Black or African American	654	9.25%
Native Hawaiian or Other Pacific Islander	9	0.13%
White	6,083	86.06%
Total	7,068	100.00%

Unemployment by Ethnicity

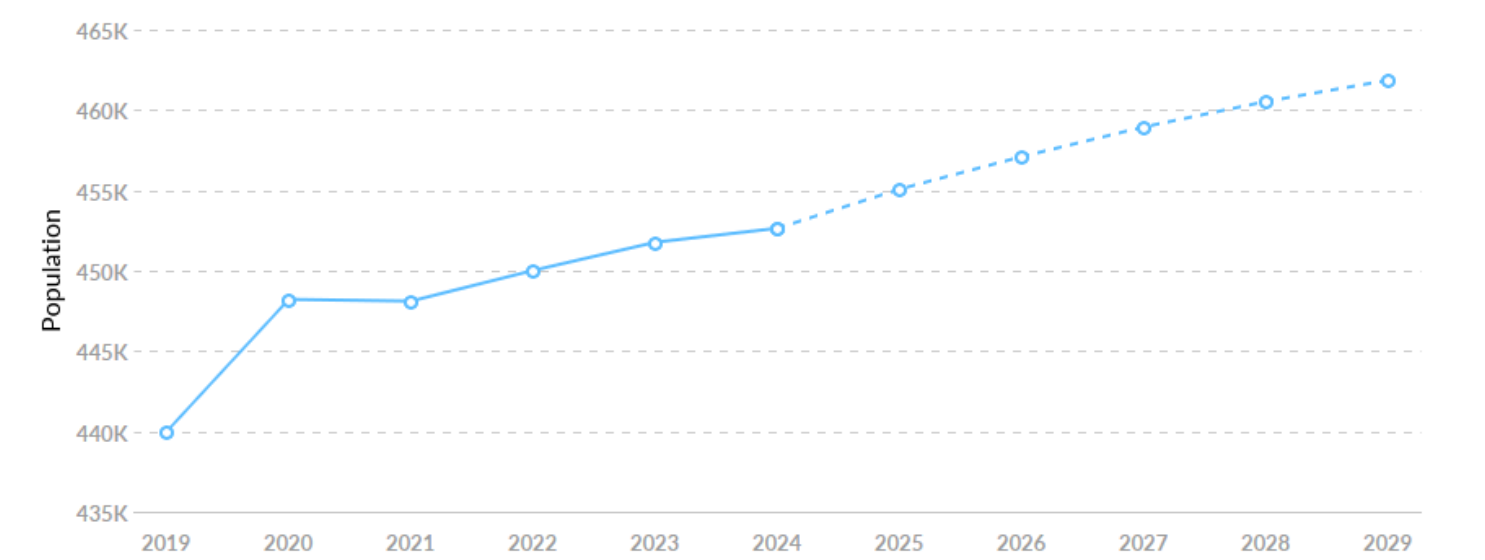


Ethnicity	Unemployment (Aug 2025)	% of Unemployed
Hispanic or Latino	258	3.65%
Not Hispanic or Latino	6,810	96.35%
Total	7,068	100.00%

Historic & Projected Trends

Population Trends

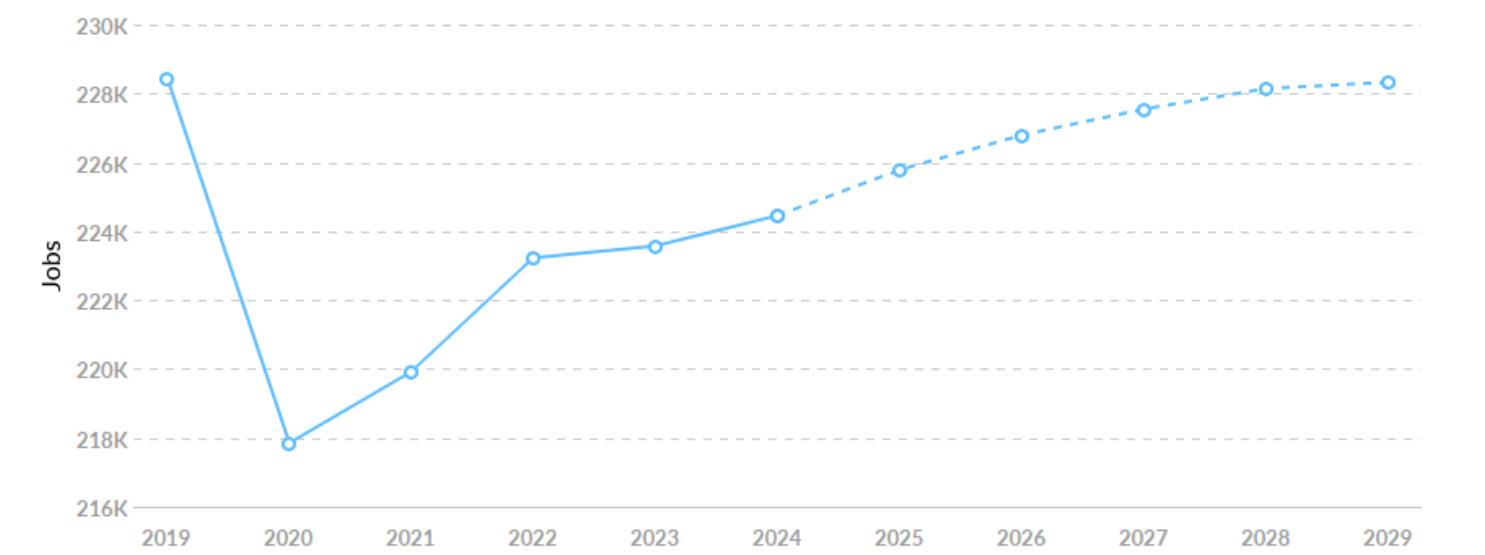
As of 2024 the region's population **increased by 2.9%** since 2019, growing by 12,652. Population is expected to **increase by 2.0%** between 2024 and 2029, adding 9,215.



Timeframe	Population
2019	439,989
2020	448,214
2021	448,106
2022	450,016
2023	451,770
2024	452,641
2025	455,077
2026	457,100
2027	458,947
2028	460,533
2029	461,856

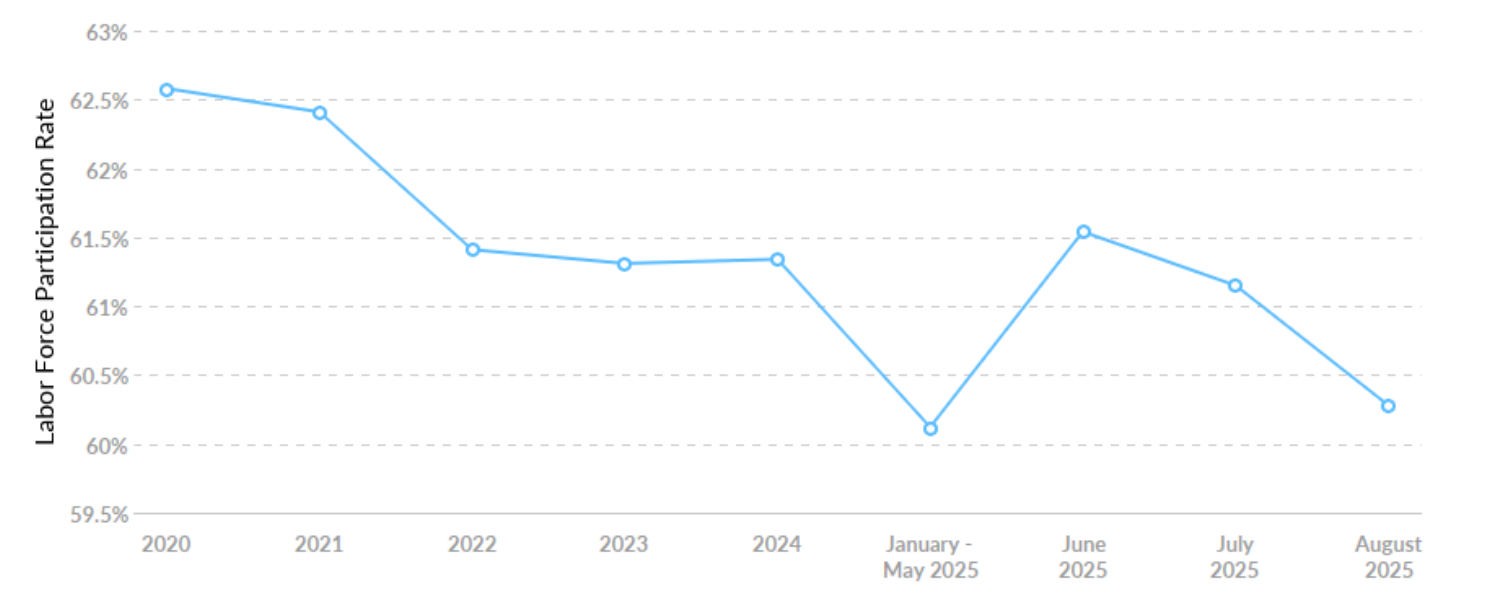
Job Trends

From 2019 to 2024, jobs declined by 1.8% in NCWRPC from 228,456 to 224,456. This change fell short of the national growth rate of 4.4% by 6.2%.



Timeframe	Jobs
2019	228,456
2020	217,844
2021	219,917
2022	223,227
2023	223,574
2024	224,456
2025	225,784
2026	226,794
2027	227,548
2028	228,145
2029	228,328

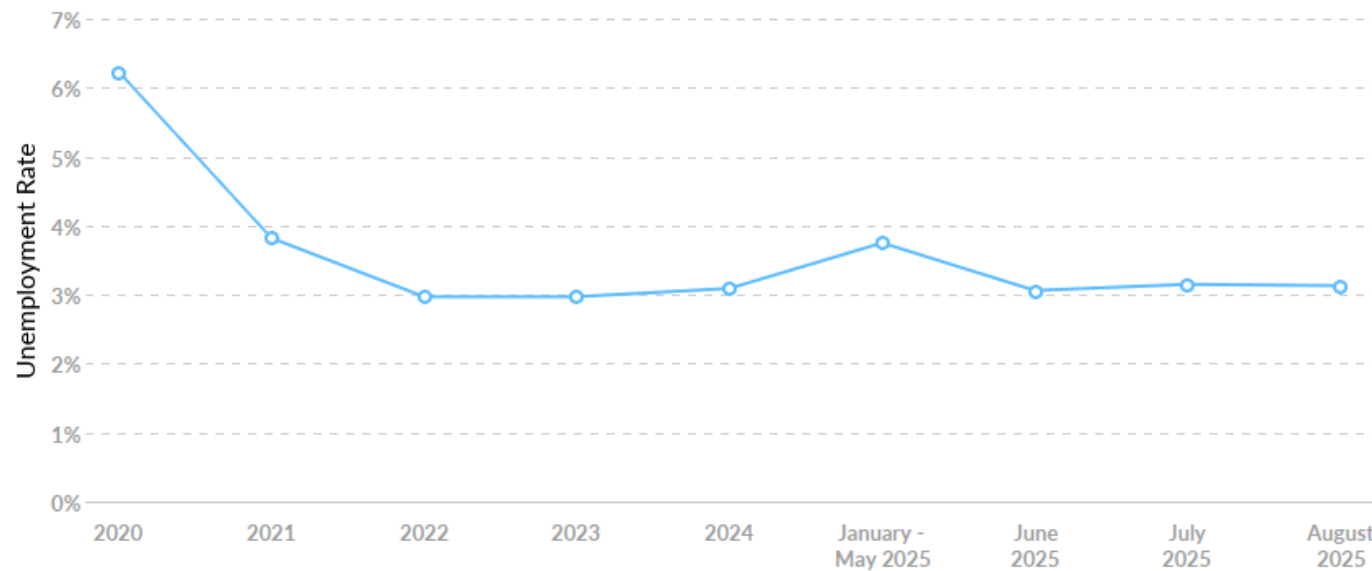
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	62.58%
2021	62.41%
2022	61.41%
2023	61.31%
2024	61.34%
January - May 2025	60.12%
June 2025	61.54%
July 2025	61.15%
August 2025	60.28%

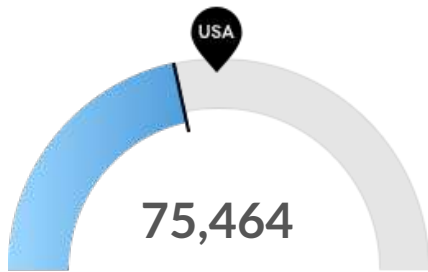
Unemployment Rate Trends

Your areas had an August 2025 unemployment rate of 3.13%, **decreasing from 6.23%** 5 years before.



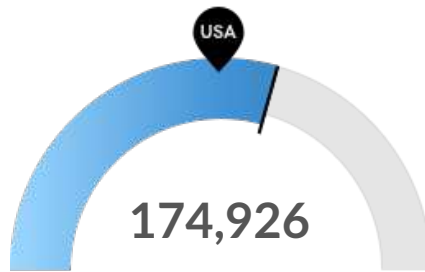
Timeframe	Unemployment Rate
2020	6.23%
2021	3.82%
2022	2.97%
2023	2.97%
2024	3.09%
January - May 2025	3.75%
June 2025	3.06%
July 2025	3.15%
August 2025	3.13%

Population Characteristics



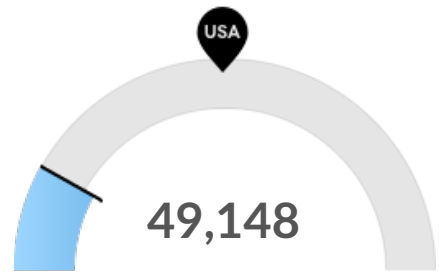
Millennials

Your area has 75,464 millennials (ages 25-39). The national average for an area this size is 92,660.



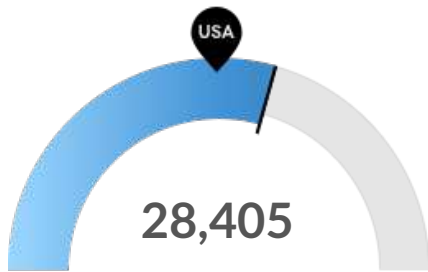
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 136,868 people 55 or older, while there are 174,926 here.



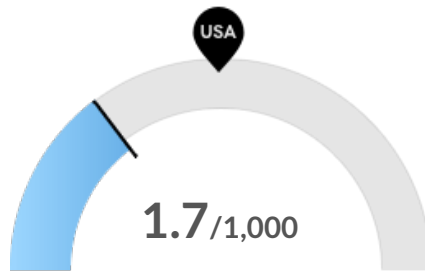
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 192,546 racially diverse people, while there are 49,148 here.



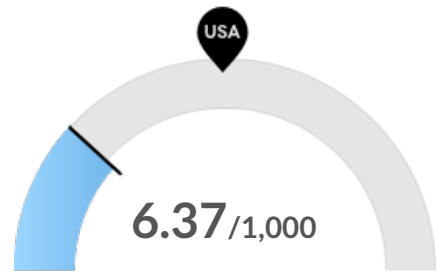
Veterans

Your area has 28,405 veterans. The national average for an area this size is 22,225.



Violent Crime

Your area has 1.7 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

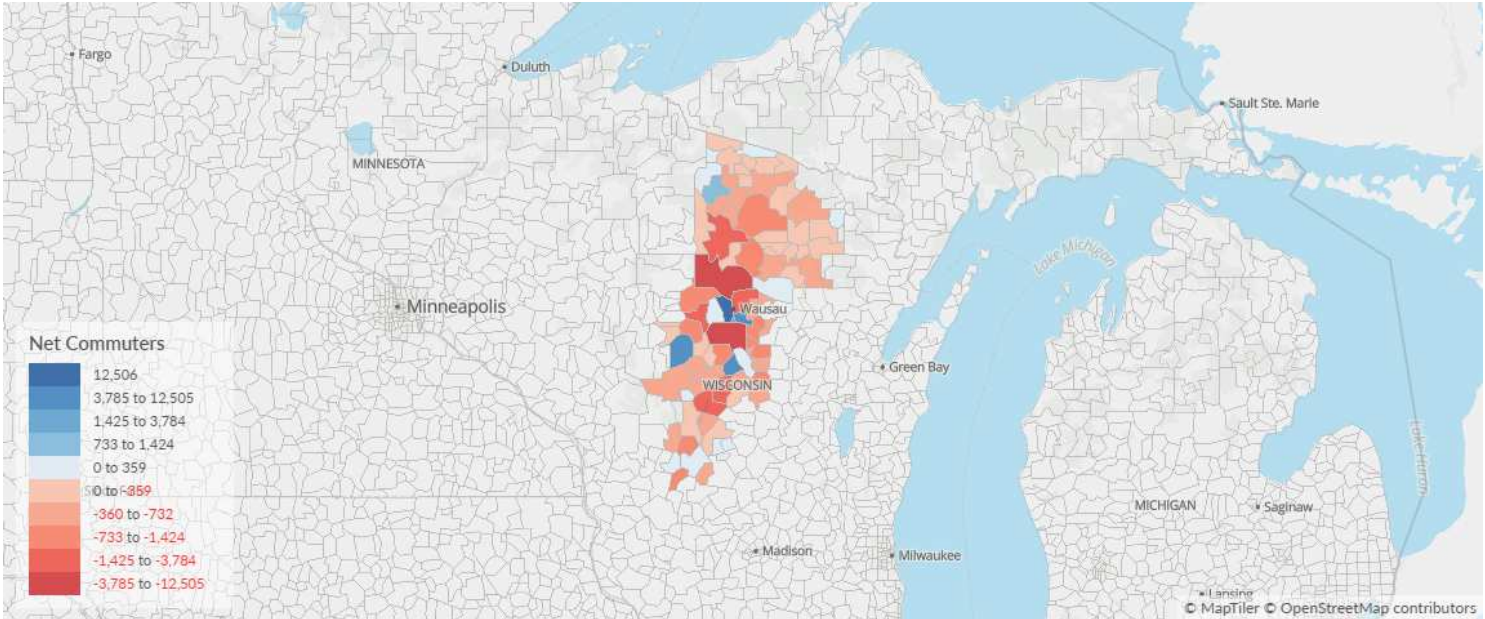


Property Crime

Your area has 6.37 property crimes per 1,000 people. The national rate is 16.44 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	2024 Employment
54401	Wausau, WI (in Maratho...	29,031
54481	Stevens Point, WI (in Po...	18,775
54449	Marshfield, WI (in Woo...	17,112
54476	Schofield, WI (in Marath...	15,109
54494	Wisconsin Rapids, WI (i...	11,963

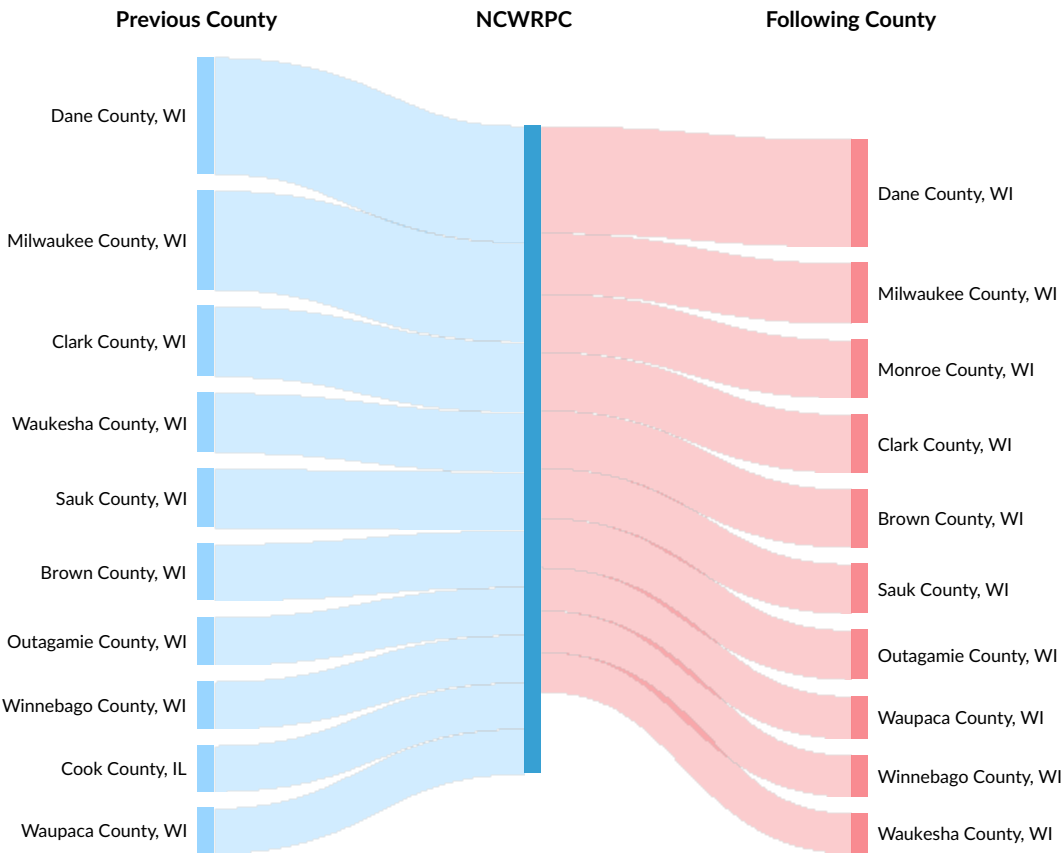
Where Talent Lives

ZIP	Name	2024 Workers
54401	Wausau, WI (in Maratho...	16,525
54481	Stevens Point, WI (in Po...	14,607
54494	Wisconsin Rapids, WI (i...	14,416
54403	Wausau, WI (in Maratho...	12,634
54449	Marshfield, WI (in Woo...	12,471

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.

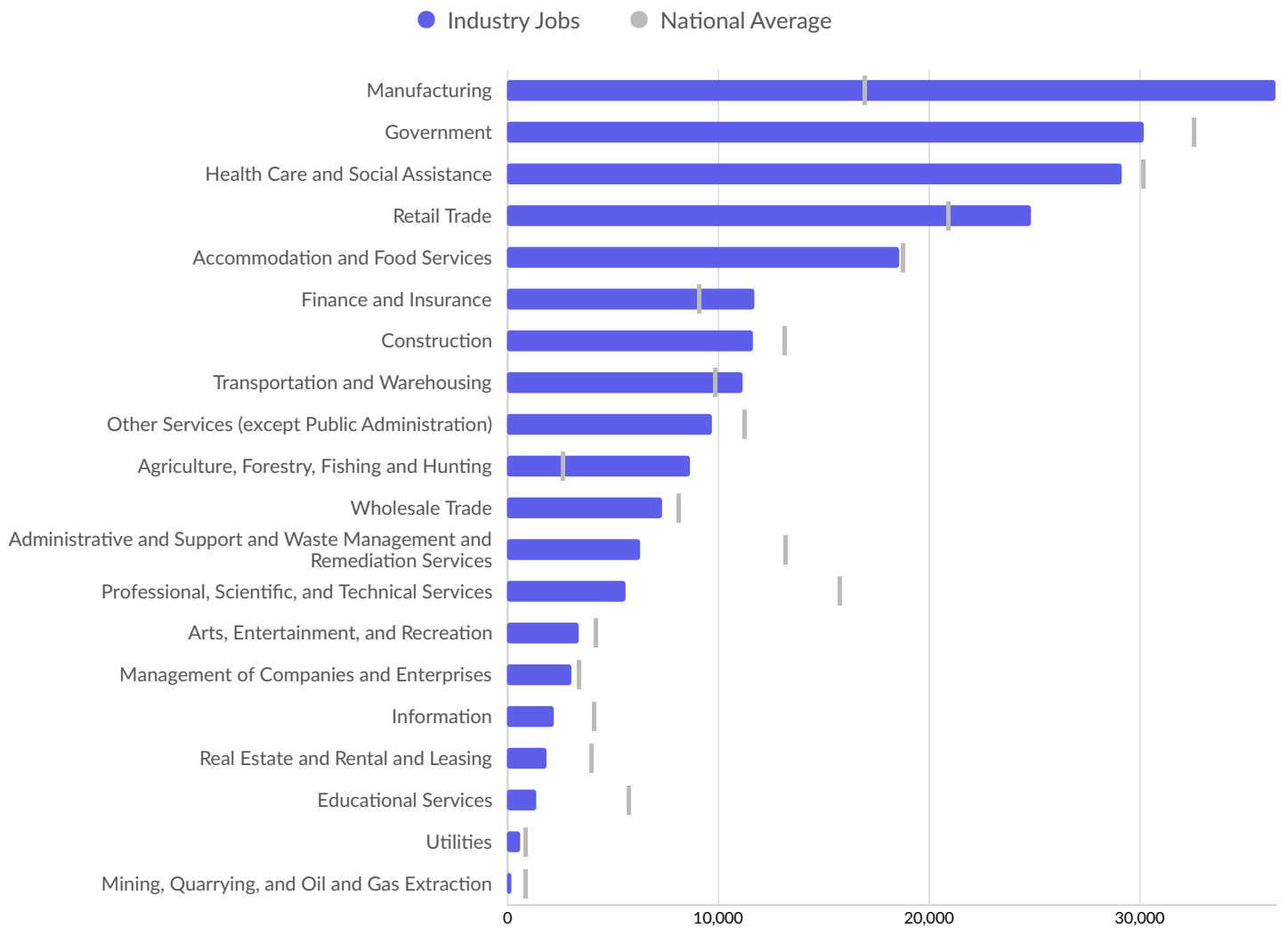


Top Previous Counties	Migrations
Dane County, WI	706
Milwaukee County, WI	602
Clark County, WI	426
Waukesha County, WI	361
Sauk County, WI	355
Brown County, WI	343

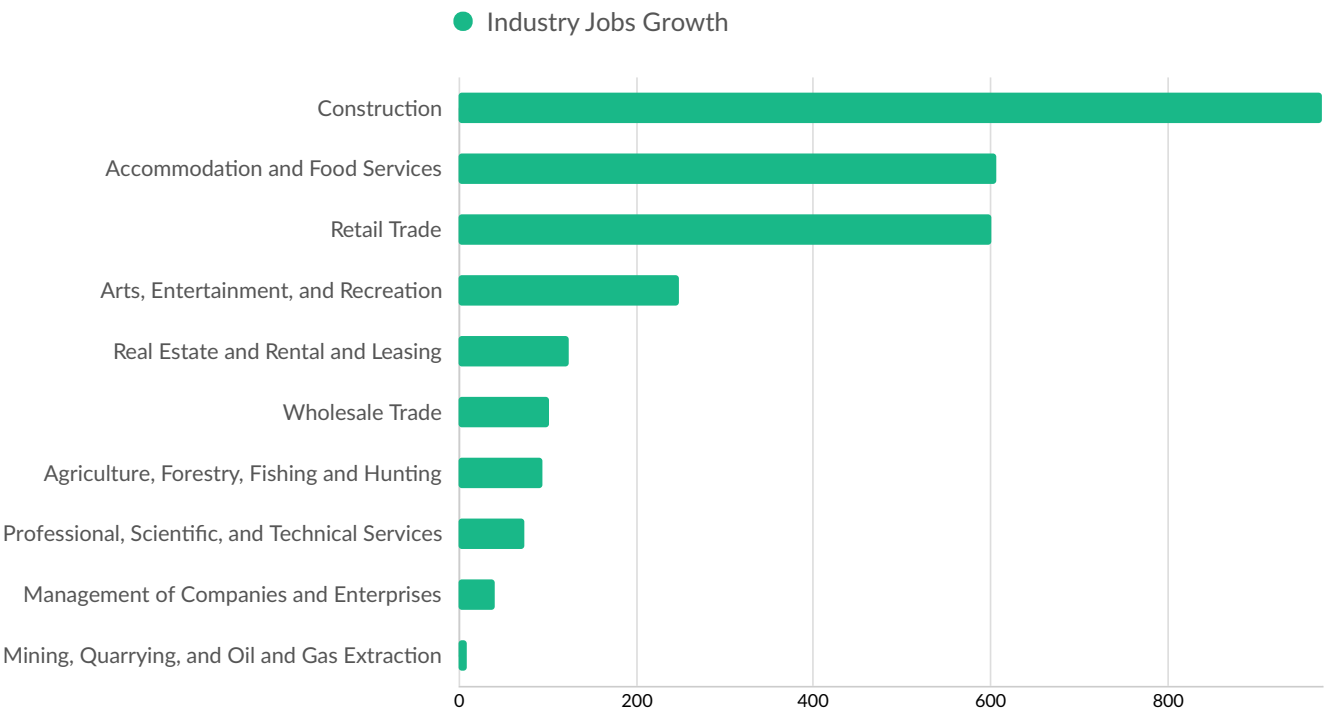
Top Previous Counties	Migrations
Outagamie County, WI	290
Winnebago County, WI	288
Cook County, IL	279
Waupaca County, WI	273
Monroe County, WI	264
Hennepin County, MN	239
Shawano County, WI	238
Columbia County, WI	230
Waushara County, WI	190
Top Following Counties	Migrations
Dane County, WI	649
Milwaukee 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

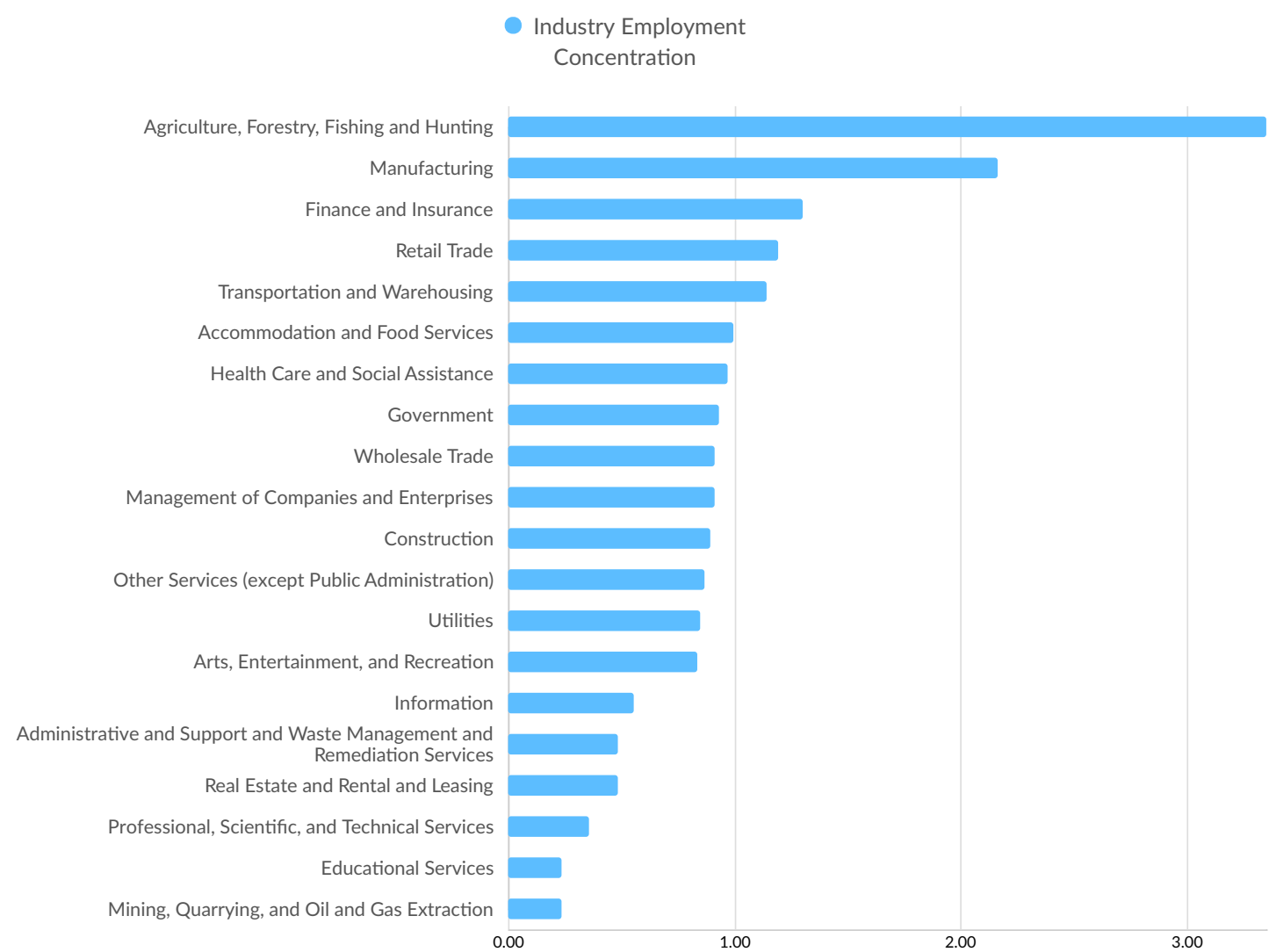
Largest Industries



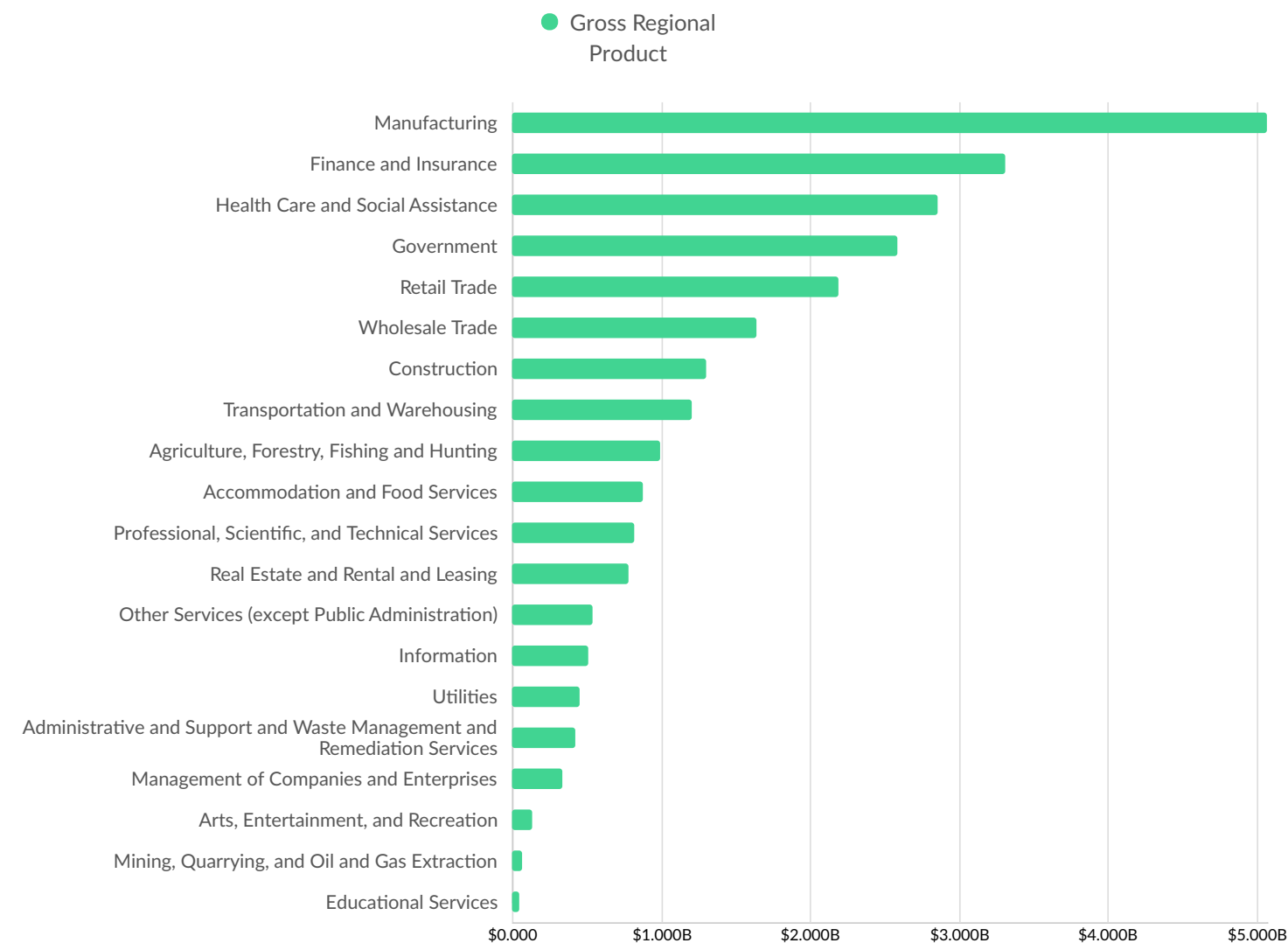
Top Growing Industries



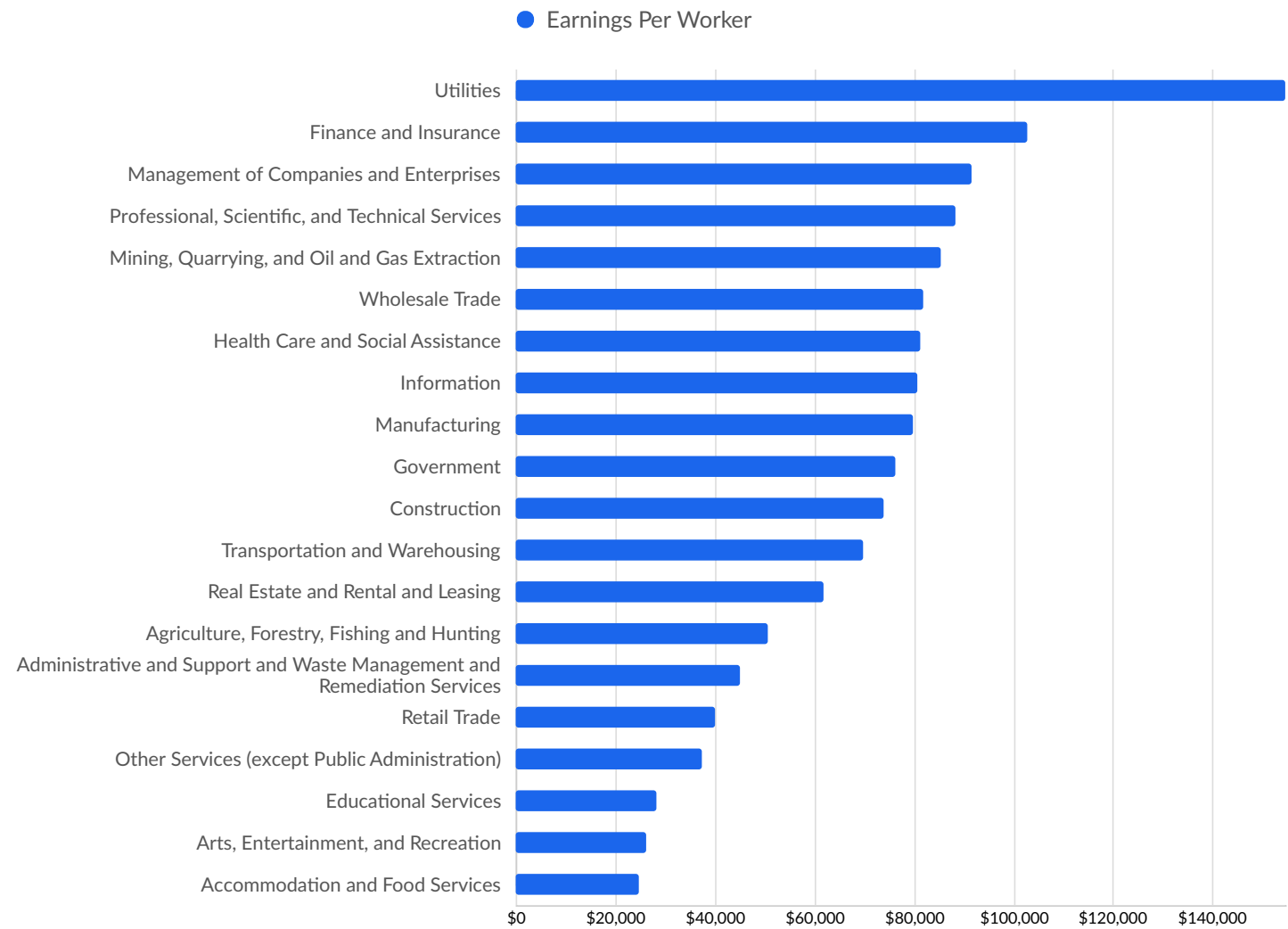
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



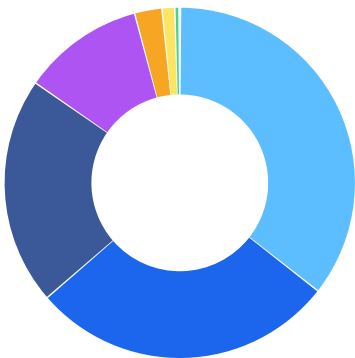
Business Characteristics

23,707 Companies Employ Your Workers

Online profiles for your workers mention 23,707 companies as employers, with the top 10 appearing below. In the last 12 months, 4,385 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,584 	Aspirus	2,636 
Aspirus	1,763 	Marshfield Clinic	2,509 
Sentry Insurance	1,286 	CompHealth	739 
University of Wisconsin-Steven...	1,276 	Aya Healthcare	695 
Sentry	623 	Walmart	481 
Ascension	596 	MedPro Healthcare Staffing	459 
Walmart	485 	GPAC	449 
State of Wisconsin	482 	Community Horizons	428 
Church Mutual Insurance Comp...	469 	OneStaff Medical	404 
Northcentral Technical College	430 	Southern Health Partners	403 

Business Size

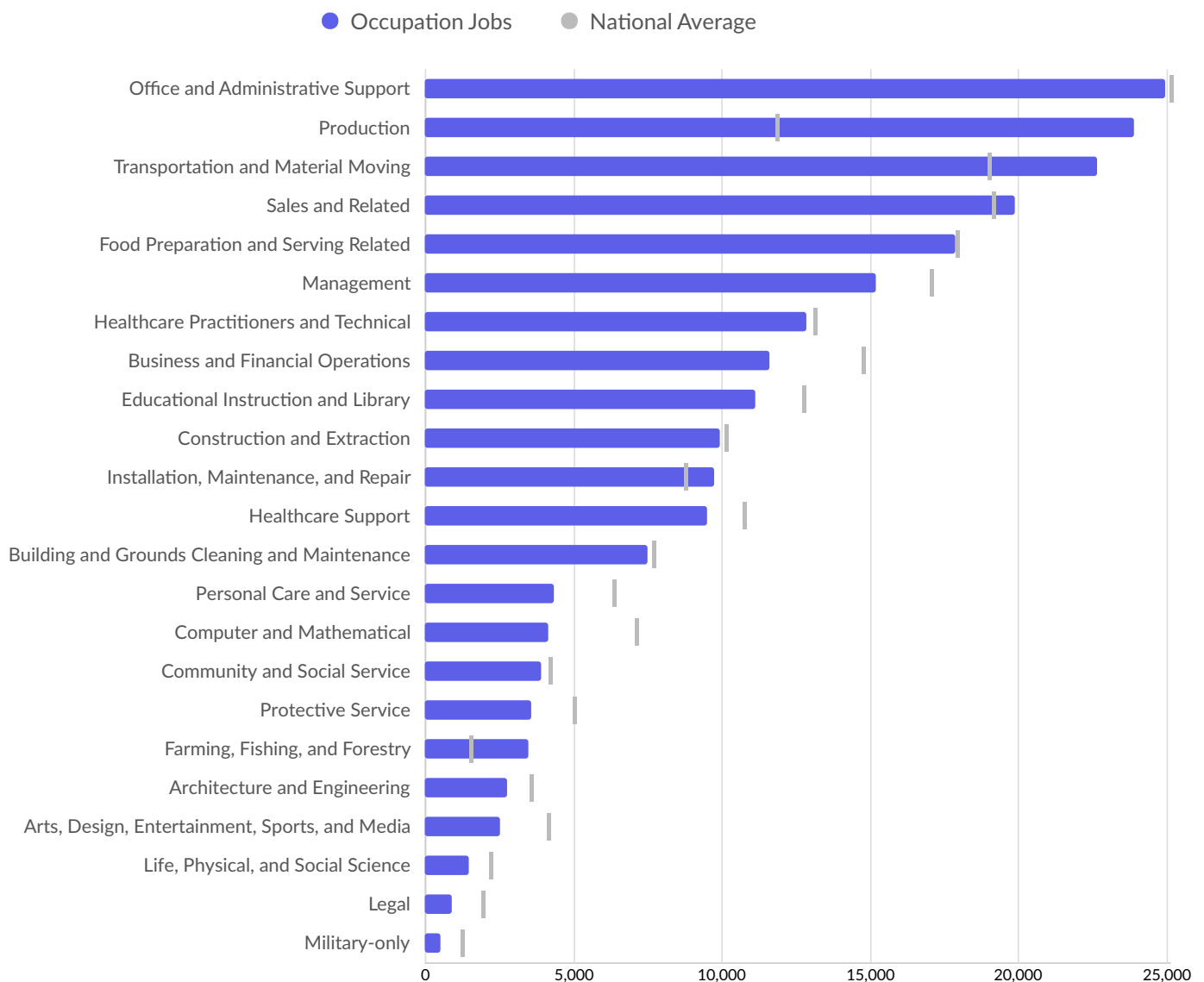


	Percentage	Business Count
1 to 4 employees	35.5%	7,494
5 to 9 employees	28.1%	5,928
10 to 19 employees	21.0%	4,432
20 to 49 employees	11.2%	2,367
50 to 99 employees	2.5%	532
100 to 249 employees	1.2%	249
250 to 499 employees	0.4%	80
500+ employees	0.1%	30

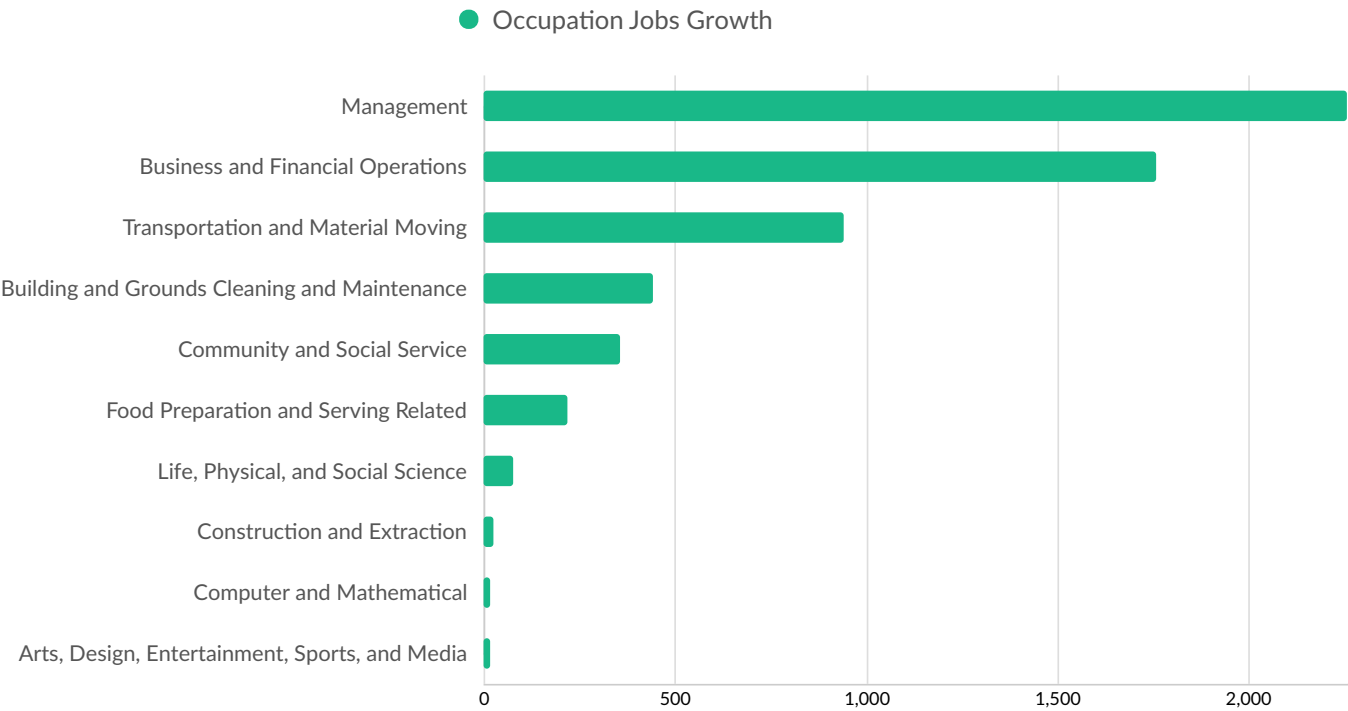
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

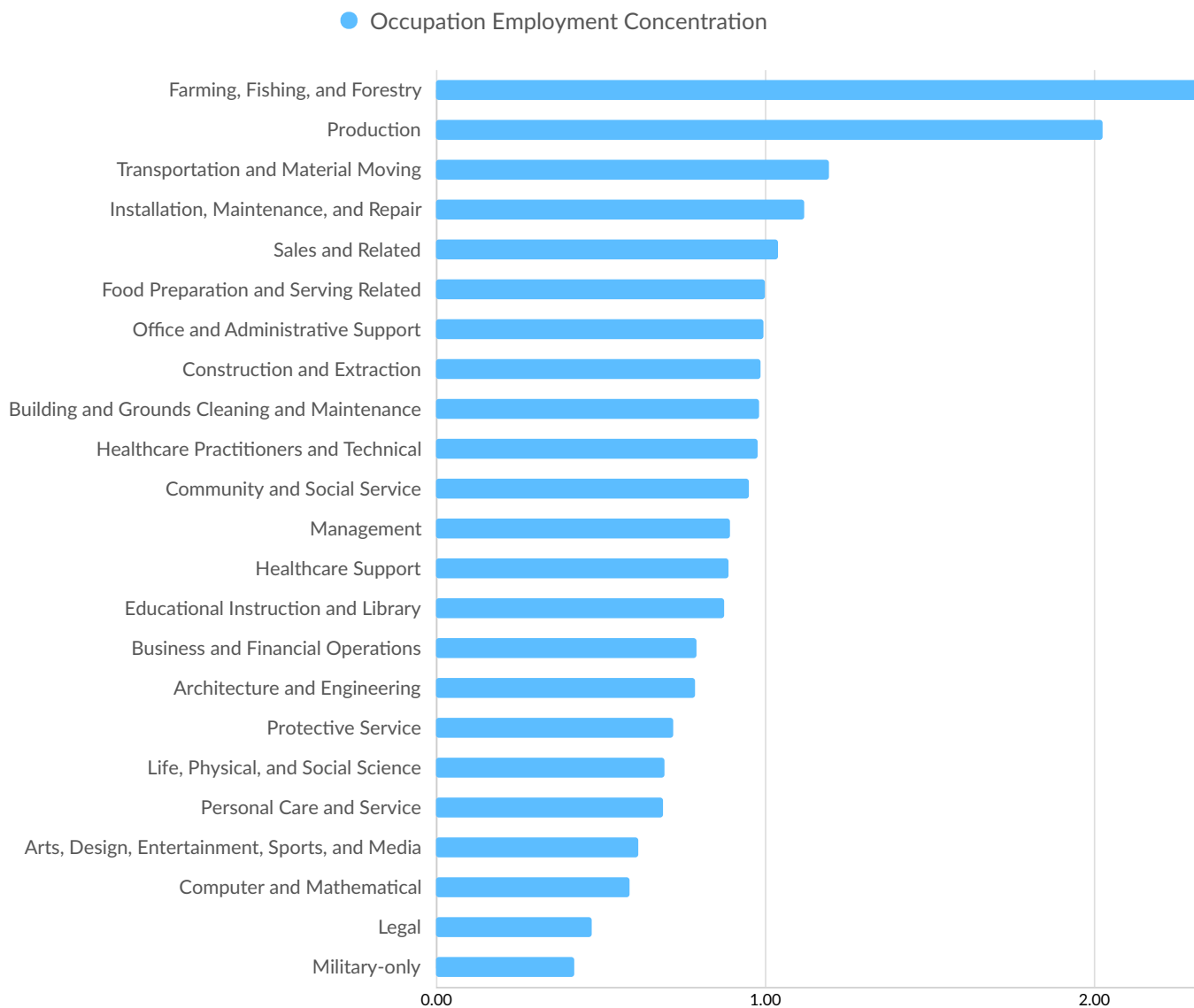
Largest Occupations



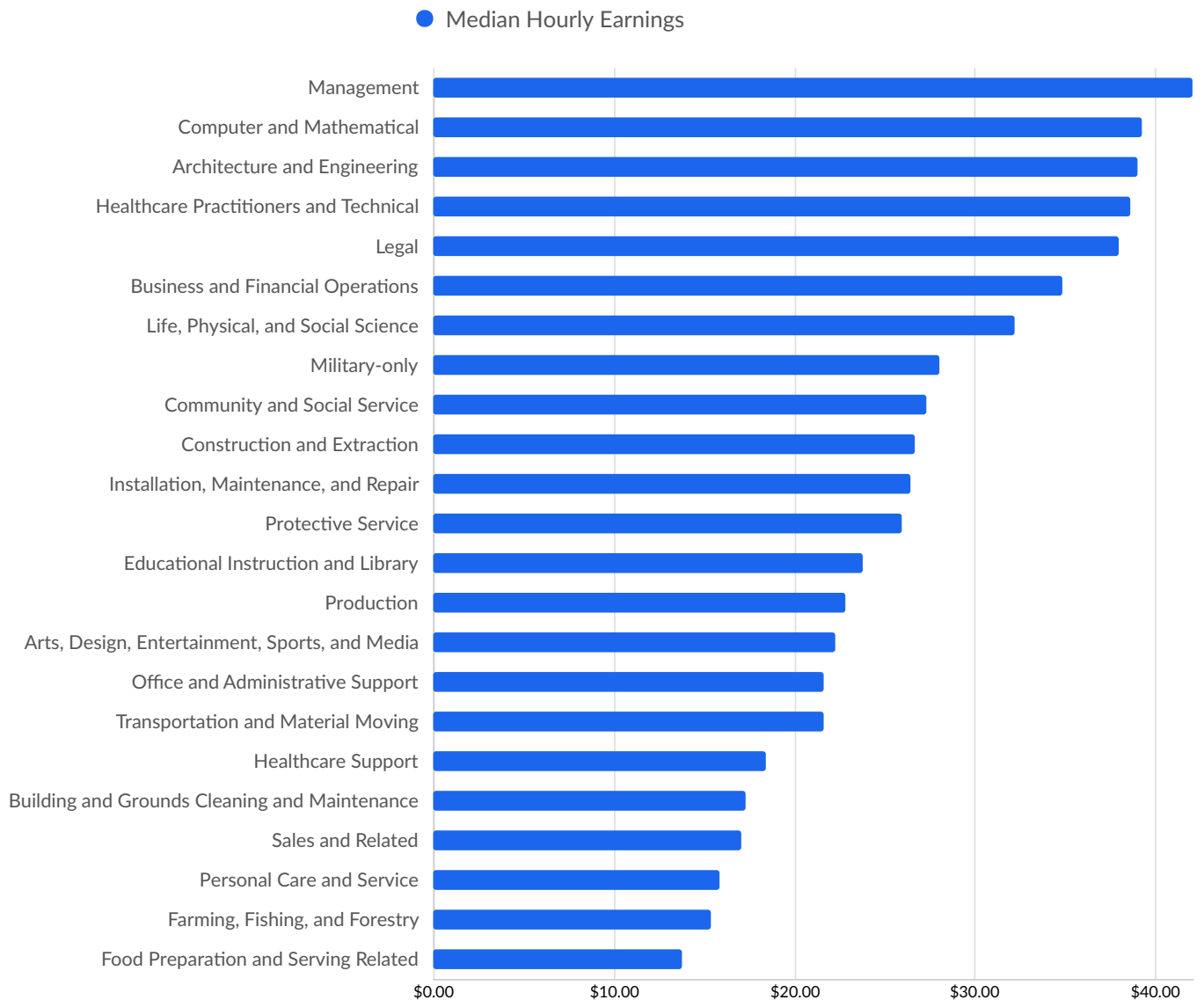
Top Growing Occupations



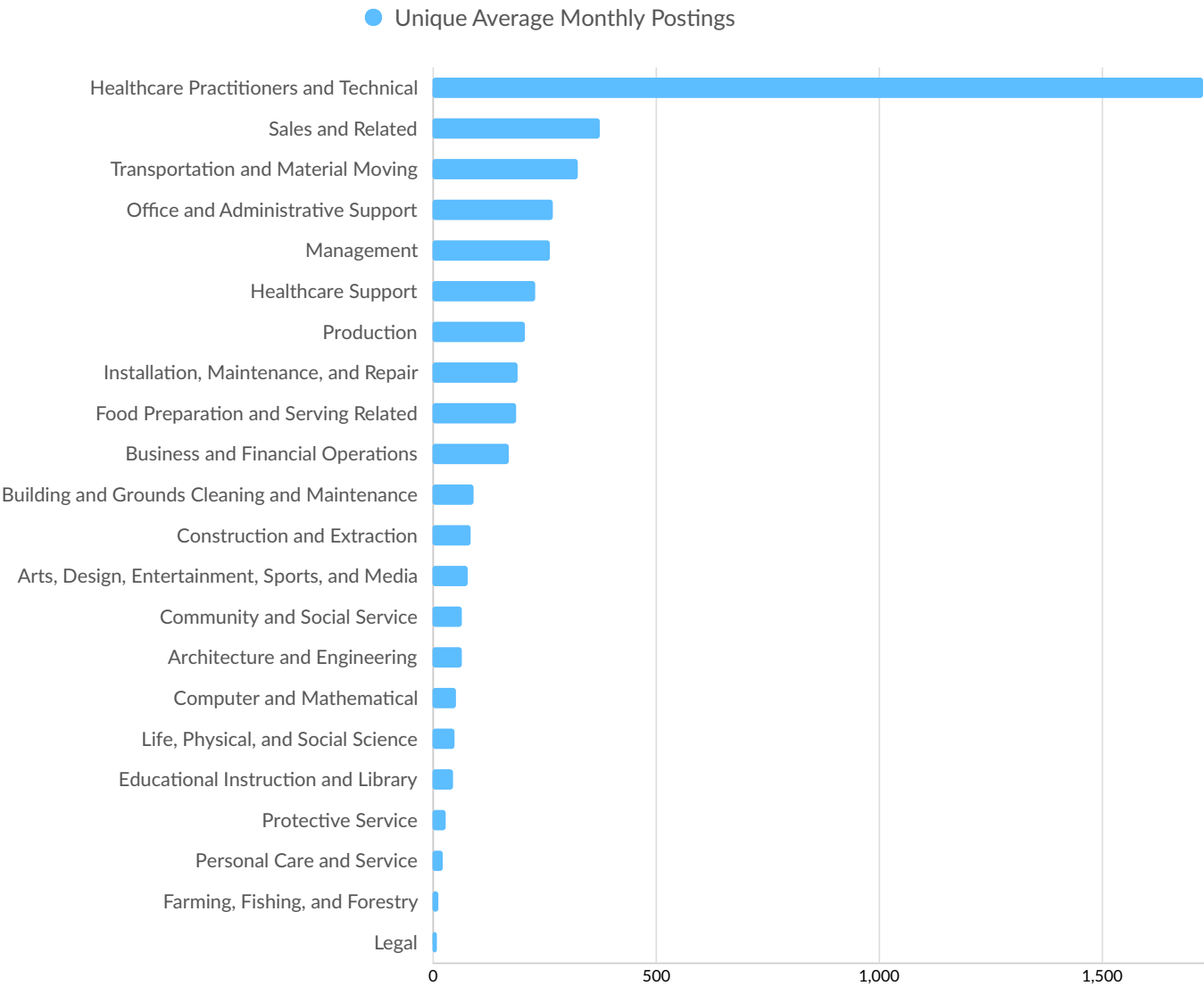
Top Occupation Employment Concentration



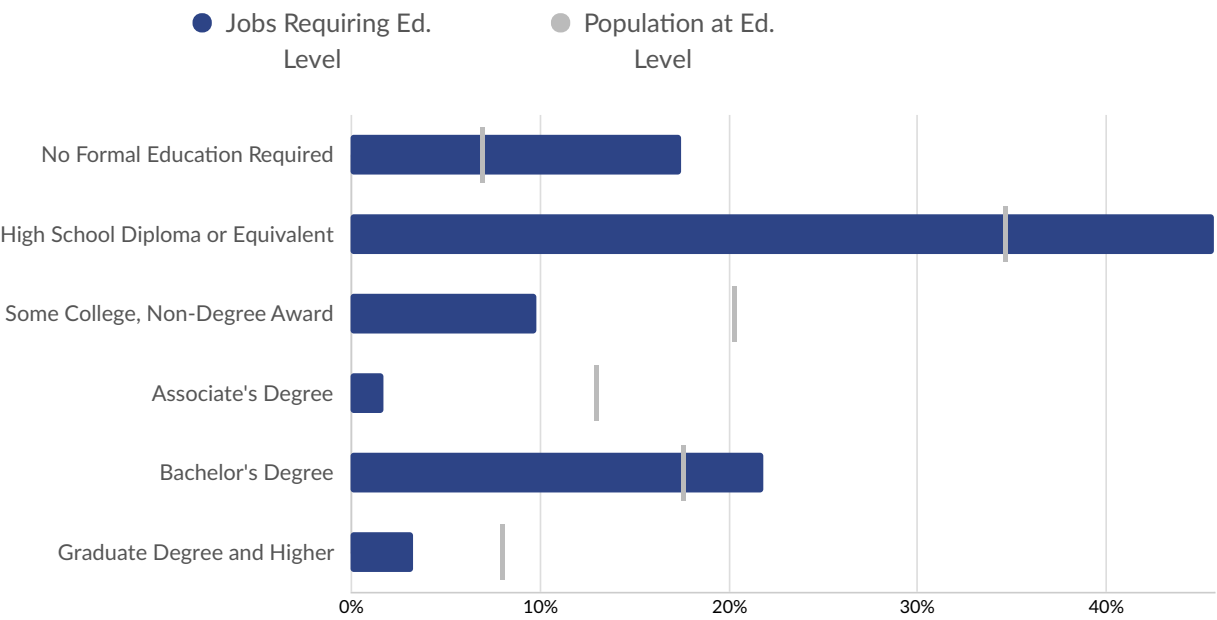
Top Occupation Earnings



Top Posted Occupations

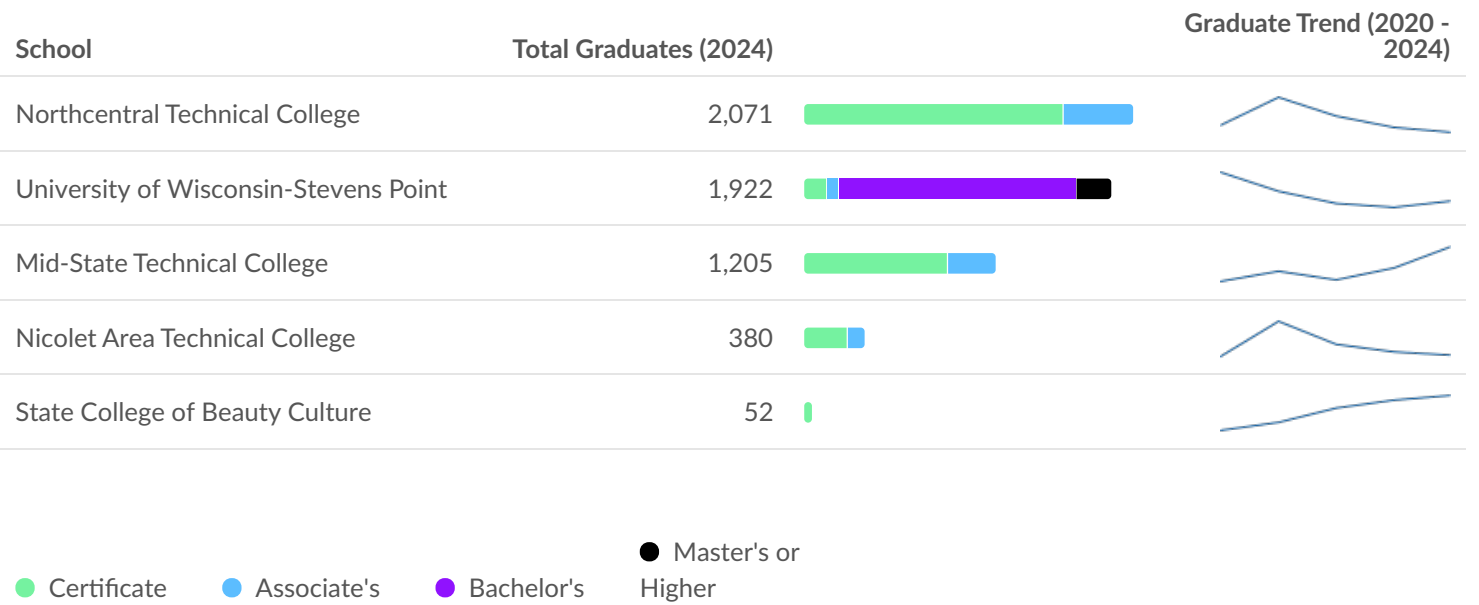


Underemployment



Educational Pipeline

In 2024, there were 5,630 graduates in NCWRPC. This pipeline has shrunk by 1% 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

