



# 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

**455,077**

**Population (2025)**

Population **grew by 6,863** over the last 5 years and is projected to **grow by 7,812** over the next 5 years.

**224,430**

**Total Regional Employment**

Jobs **grew by 6,645** over the last 5 years and are projected to **grow by 3,308** over the next 5 years.

**\$68.2K**

**Avg. Earnings Per Job (2025)**

Regional average earnings per job are **\$20.3K below** the national average earnings of \$88.5K per job.

### Takeaways

- As of 2025 the region's population **increased by 1.5%** since 2020, growing by 6,863. Population is expected to **increase by 1.7%** between 2025 and 2030, adding 7,812.
- From 2020 to 2025, jobs **increased by 3.1%** in NCWRPC from 217,785 to **224,430**. This change **fell short of the national growth rate of 10.6% by 7.5%**. As the number of jobs increased, the **labor force participation rate decreased from 62.5% to 59.4% between 2020 and 2025**.
- Concerning educational attainment, **17.8% of the selected regions' residents possess a Bachelor's Degree** (4.0% below the national average), and **13.1% hold an Associate's Degree** (4.2% above the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

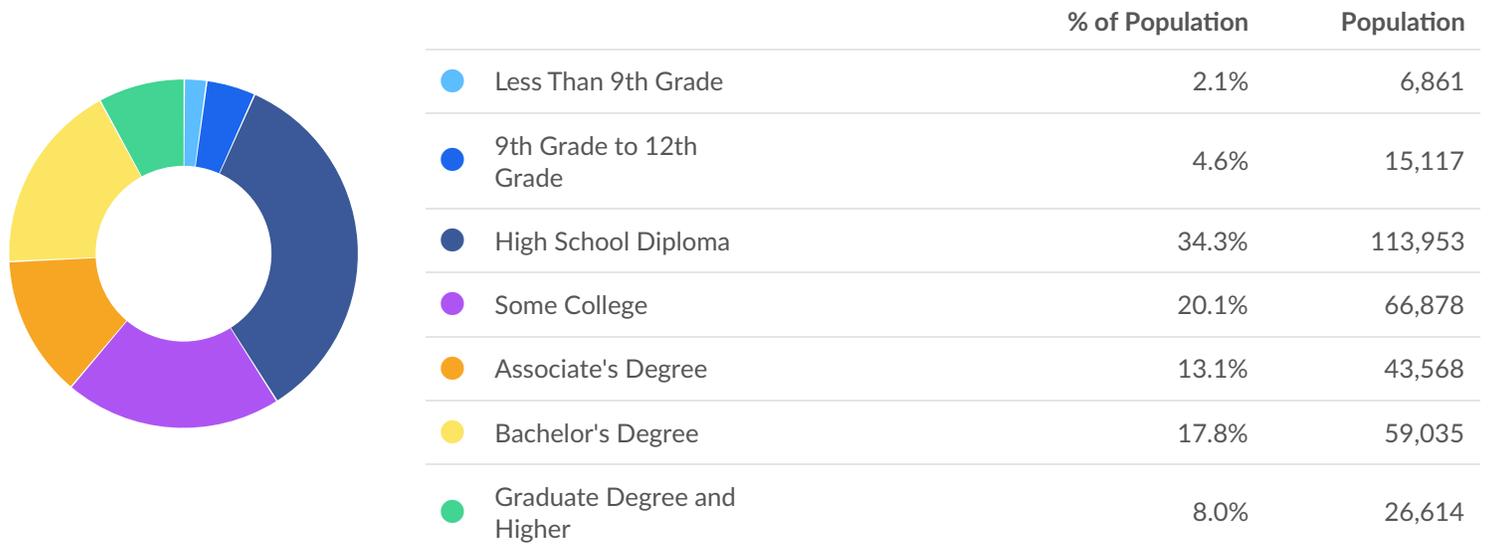
	Population (2025)	Labor Force (Nov 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	455,077	222,527	224,430	99.5	\$29.98B	\$37.11B	\$34.65B
State	5,980,718	3,113,826	3,272,214	100.3	\$457.86B	\$400.36B	\$432.85B

## Nov 2025 Labor Force Breakdown



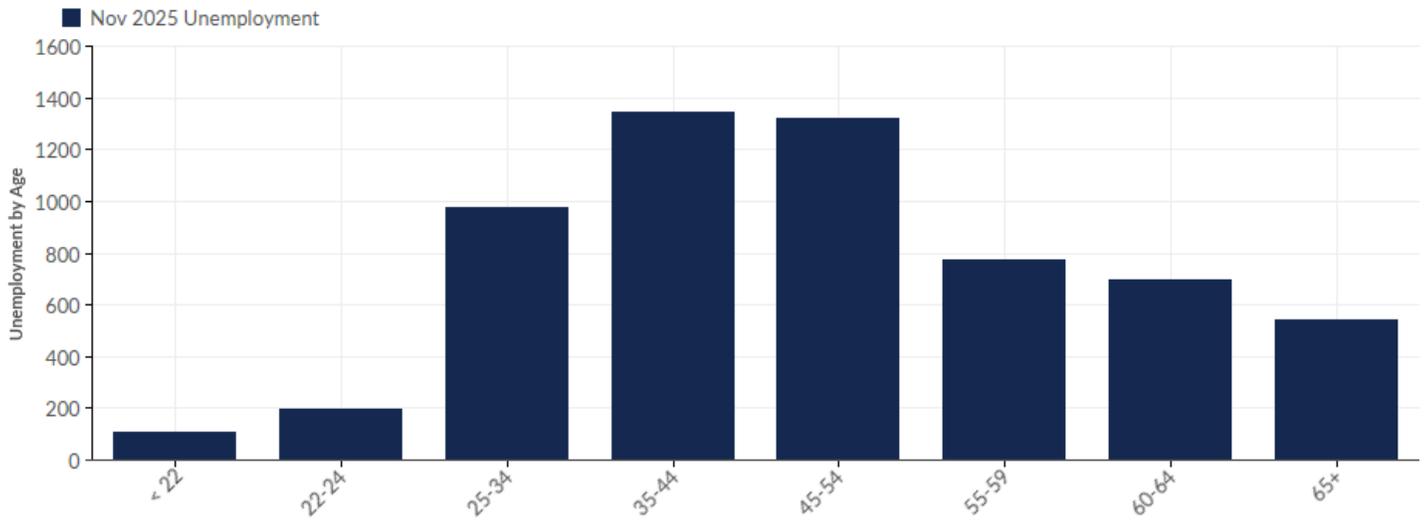
## Educational Attainment

Concerning educational attainment, **17.8% of the selected regions' residents possess a Bachelor's Degree** (4.0% below the national average), and **13.1% hold an Associate's Degree** (4.2% above the national average).



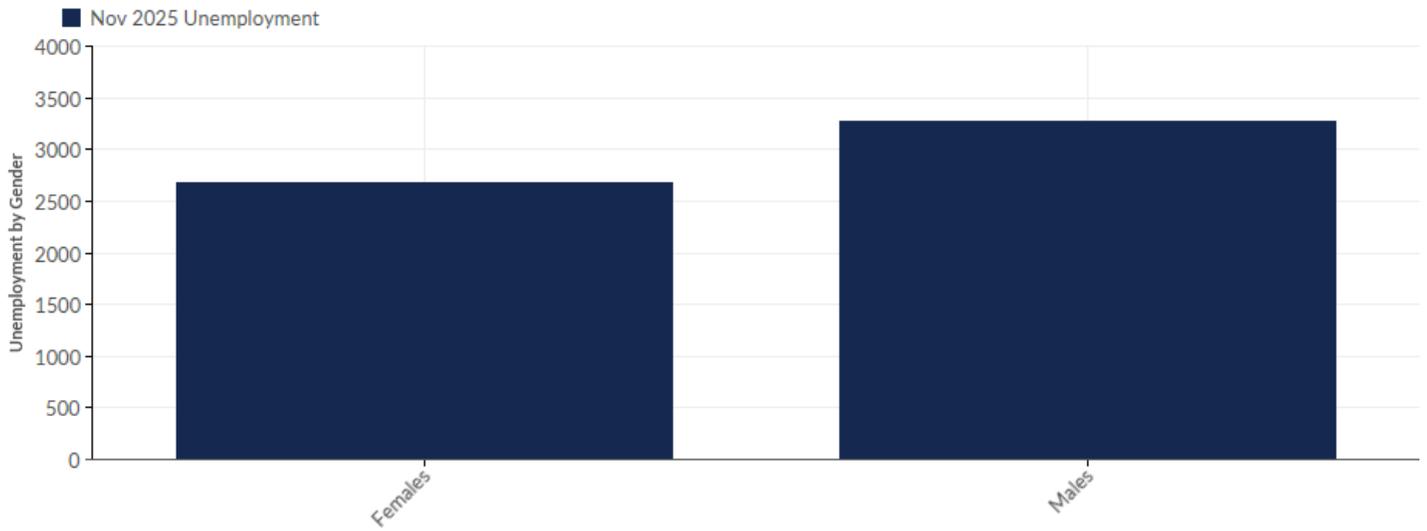
# Unemployment by Demographics

## Unemployment by Age



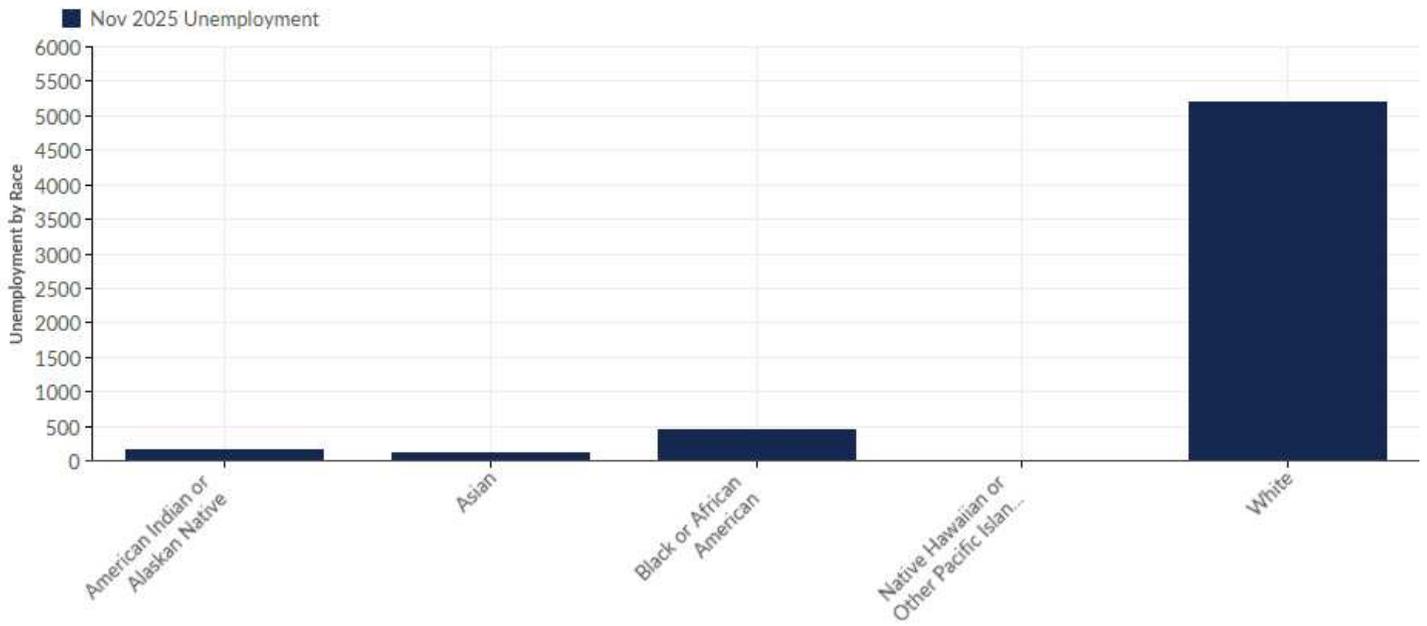
Age	Unemployment (Nov 2025)	% of Unemployed
< 22	107	1.80%
22-24	194	3.26%
25-34	975	16.39%
35-44	1,345	22.61%
45-54	1,318	22.15%
55-59	773	12.99%
60-64	698	11.73%
65+	539	9.06%
<b>Total</b>	<b>5,949</b>	<b>100.00%</b>

## Unemployment by Gender



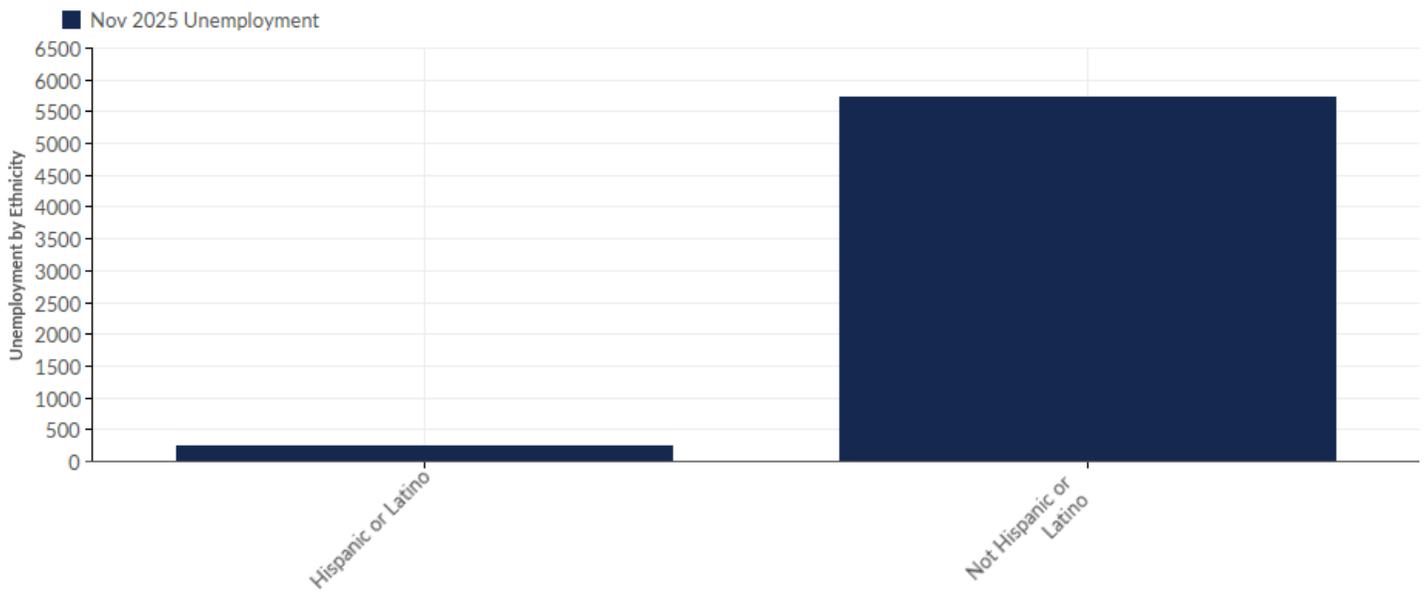
Gender	Unemployment (Nov 2025)	% of Unemployed
Females	2,675	44.97%
Males	3,274	55.03%
Total	5,949	100.00%

## Unemployment by Race



Race	Unemployment (Nov 2025)	% of Unemployed
American Indian or Alaskan Native	165	2.77%
Asian	114	1.92%
Black or African American	453	7.61%
Native Hawaiian or Other Pacific Islander	10	0.17%
White	5,207	87.53%
<b>Total</b>	<b>5,949</b>	<b>100.00%</b>

## Unemployment by Ethnicity

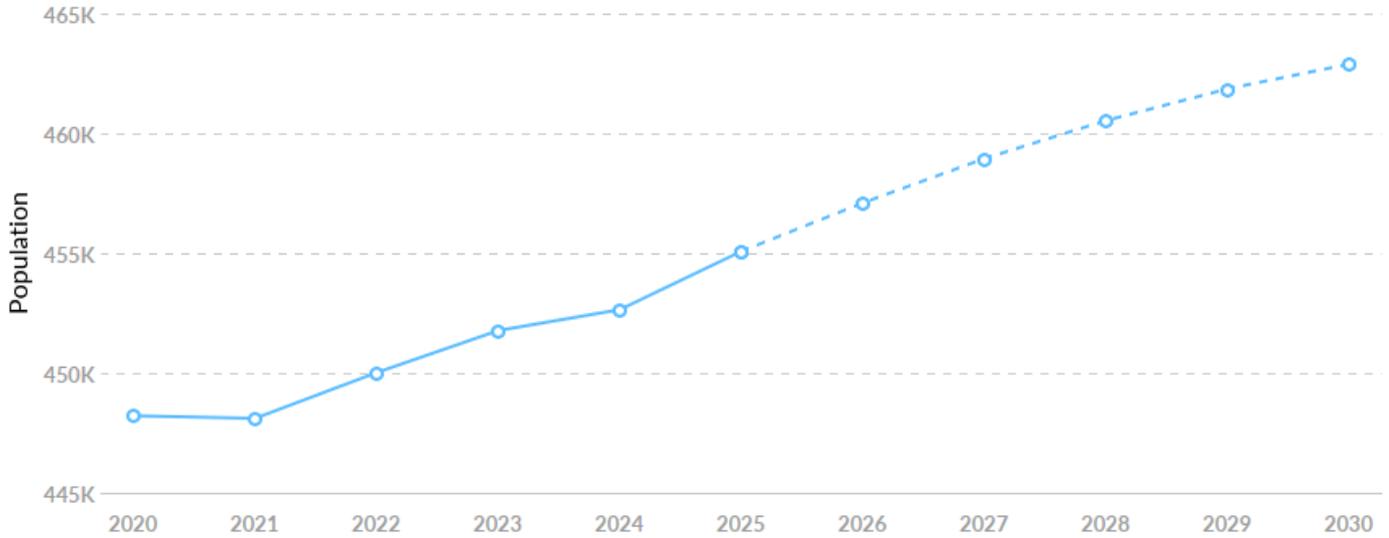


Ethnicity	Unemployment (Nov 2025)	% of Unemployed
Hispanic or Latino	232	3.90%
Not Hispanic or Latino	5,717	96.10%
Total	5,949	100.00%

# Historic & Projected Trends

## Population Trends

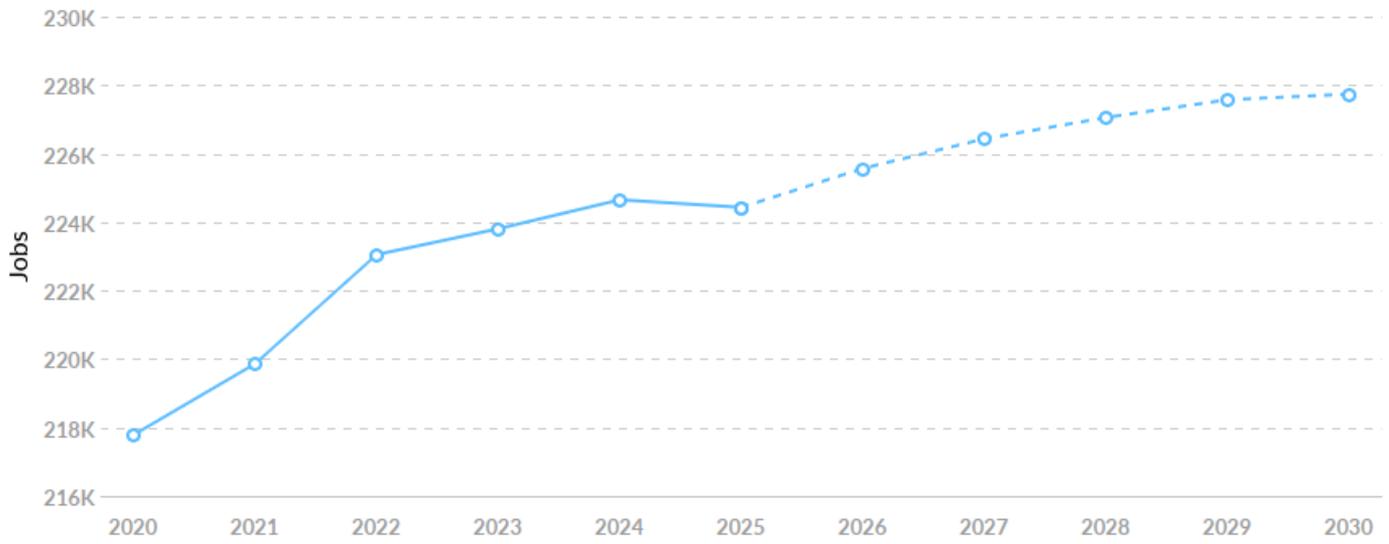
As of 2025 the region's population increased by 1.5% since 2020, growing by 6,863. Population is expected to increase by 1.7% between 2025 and 2030, adding 7,812.



Timeframe	Population
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
2030	462,889

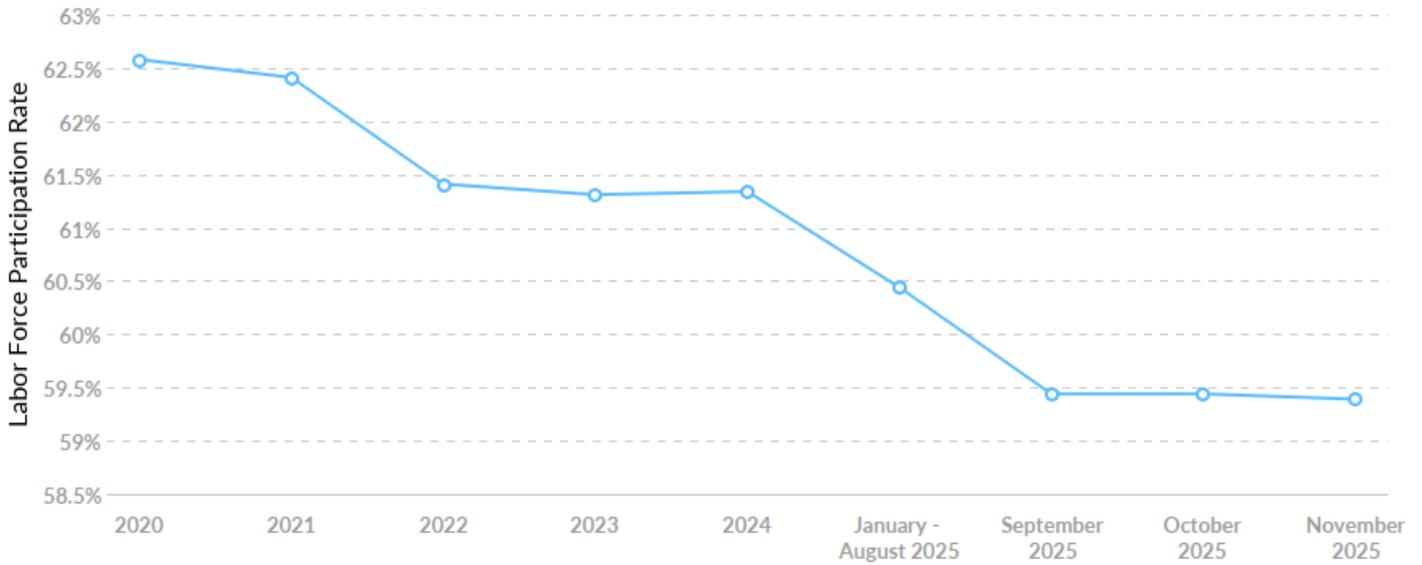
## Job Trends

From 2020 to 2025, jobs increased by 3.1% in NCWRPC from 217,785 to 224,430. This change fell short of the national growth rate of 10.6% by 7.5%.



Timeframe	Jobs
2020	217,785
2021	219,861
2022	223,050
2023	223,804
2024	224,651
2025	224,430
2026	225,567
2027	226,433
2028	227,054
2029	227,575
2030	227,738

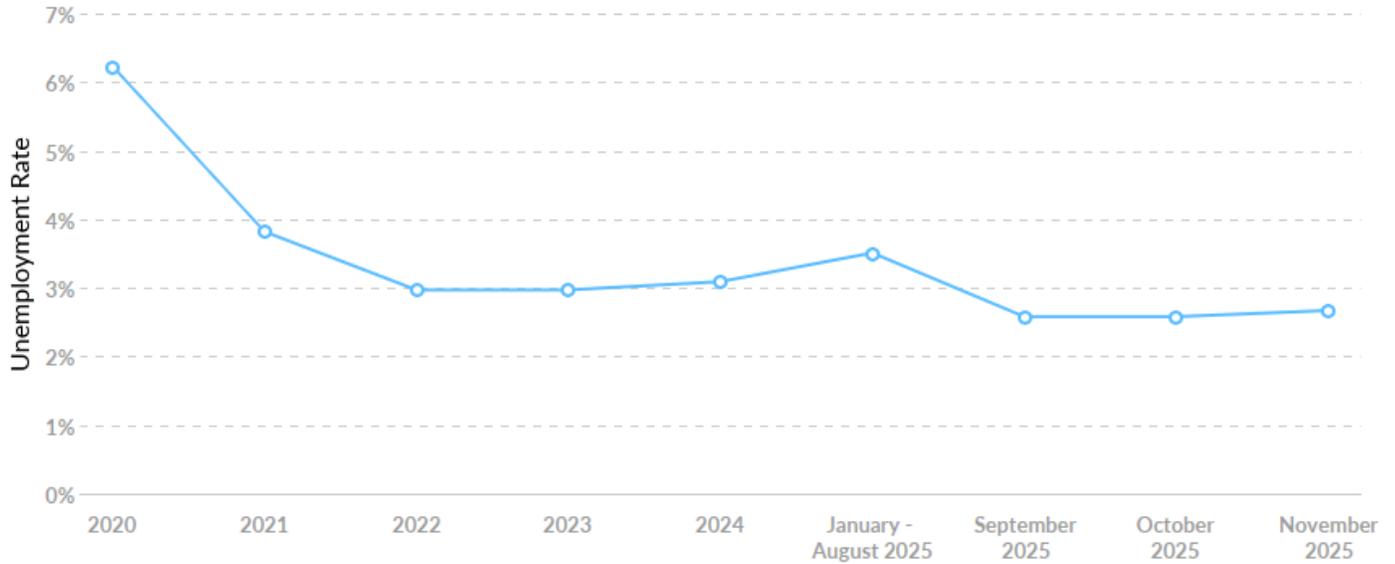
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	62.58%
2021	62.41%
2022	61.41%
2023	61.31%
2024	61.34%
January - August 2025	60.44%
September 2025	59.44%
October 2025	59.44%
November 2025	59.39%

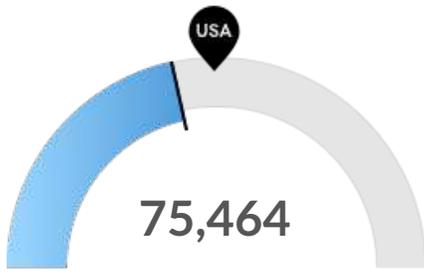
## Unemployment Rate Trends

Your areas had a November 2025 unemployment rate of 2.67%, **decreasing from 6.23%** 5 years before.



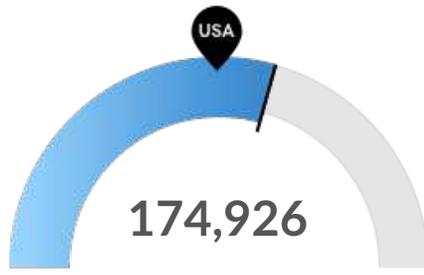
Timeframe	Unemployment Rate
2020	6.23%
2021	3.82%
2022	2.97%
2023	2.97%
2024	3.09%
January - August 2025	3.51%
September 2025	2.58%
October 2025	2.58%
November 2025	2.67%

## Population Characteristics



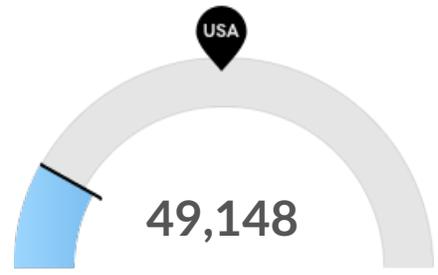
**Millennials**

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



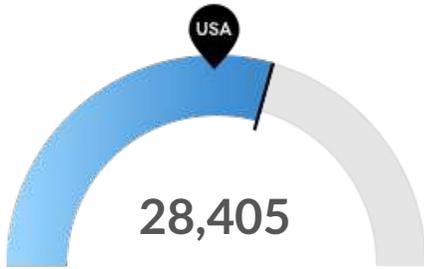
**Retiring Soon**

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.



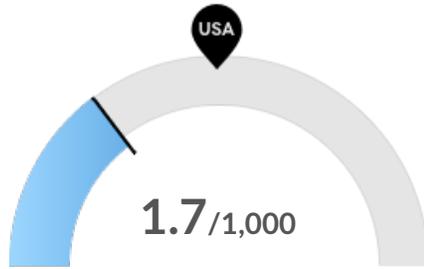
**Racial Diversity**

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.



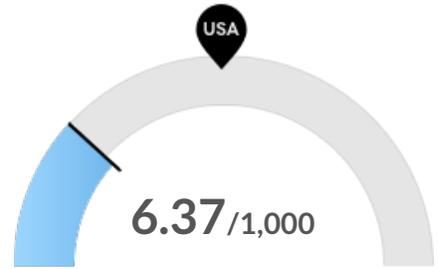
**Veterans**

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.

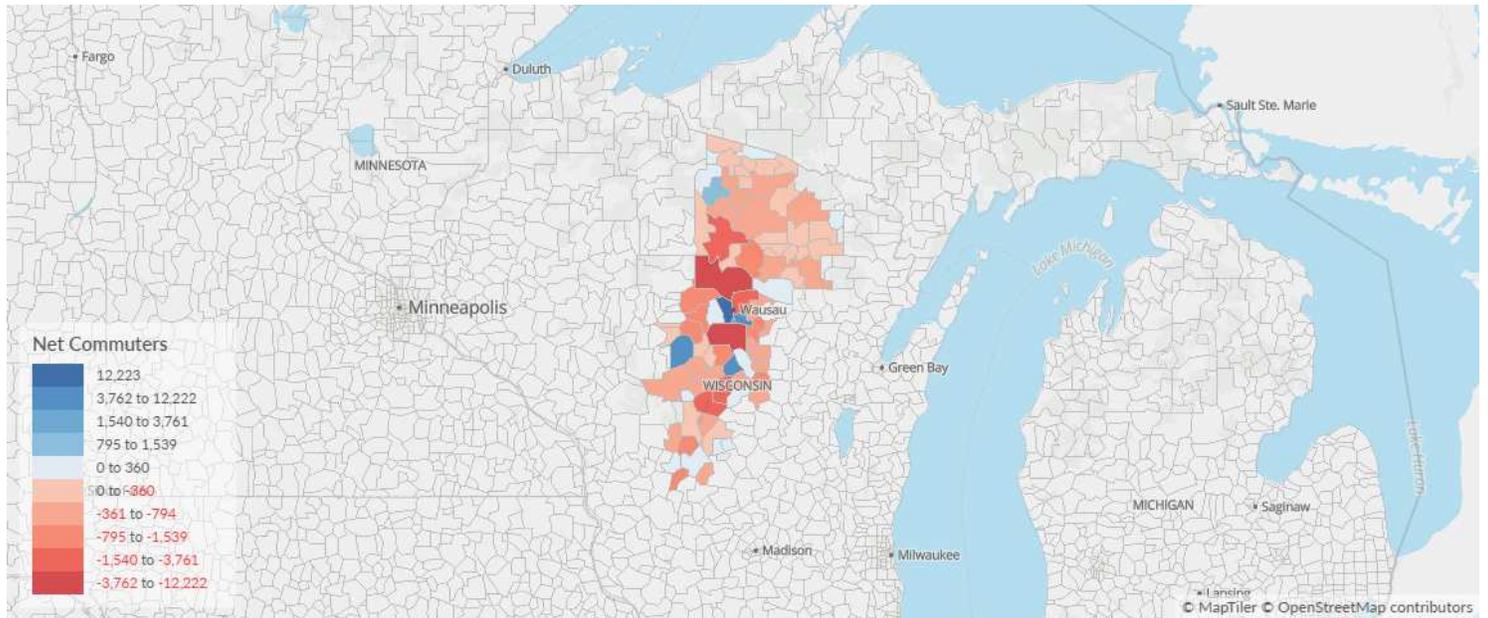


**Property Crime**

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	2025 Employment
54401	Wausau, WI (in Maratho...	28,687
54481	Stevens Point, WI (in Po...	18,991
54449	Marshfield, WI (in Woo...	16,949
54476	Schofield, WI (in Marath...	15,181
54494	Wisconsin Rapids, WI (i...	11,910

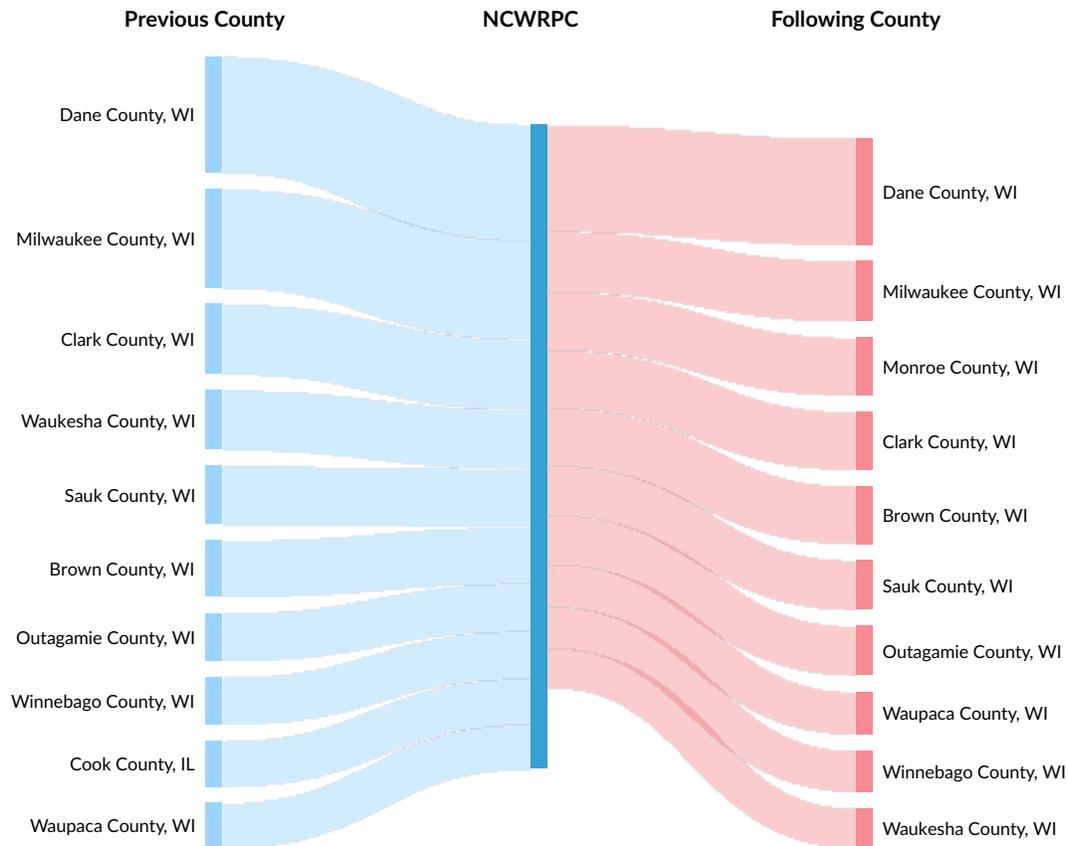
### Where Talent Lives

ZIP	Name	2025 Workers
54401	Wausau, WI (in Maratho...	16,464
54481	Stevens Point, WI (in Po...	14,686
54494	Wisconsin Rapids, WI (i...	14,434
54403	Wausau, WI (in Maratho...	12,600
54449	Marshfield, WI (in Woo...	12,439

# 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**.

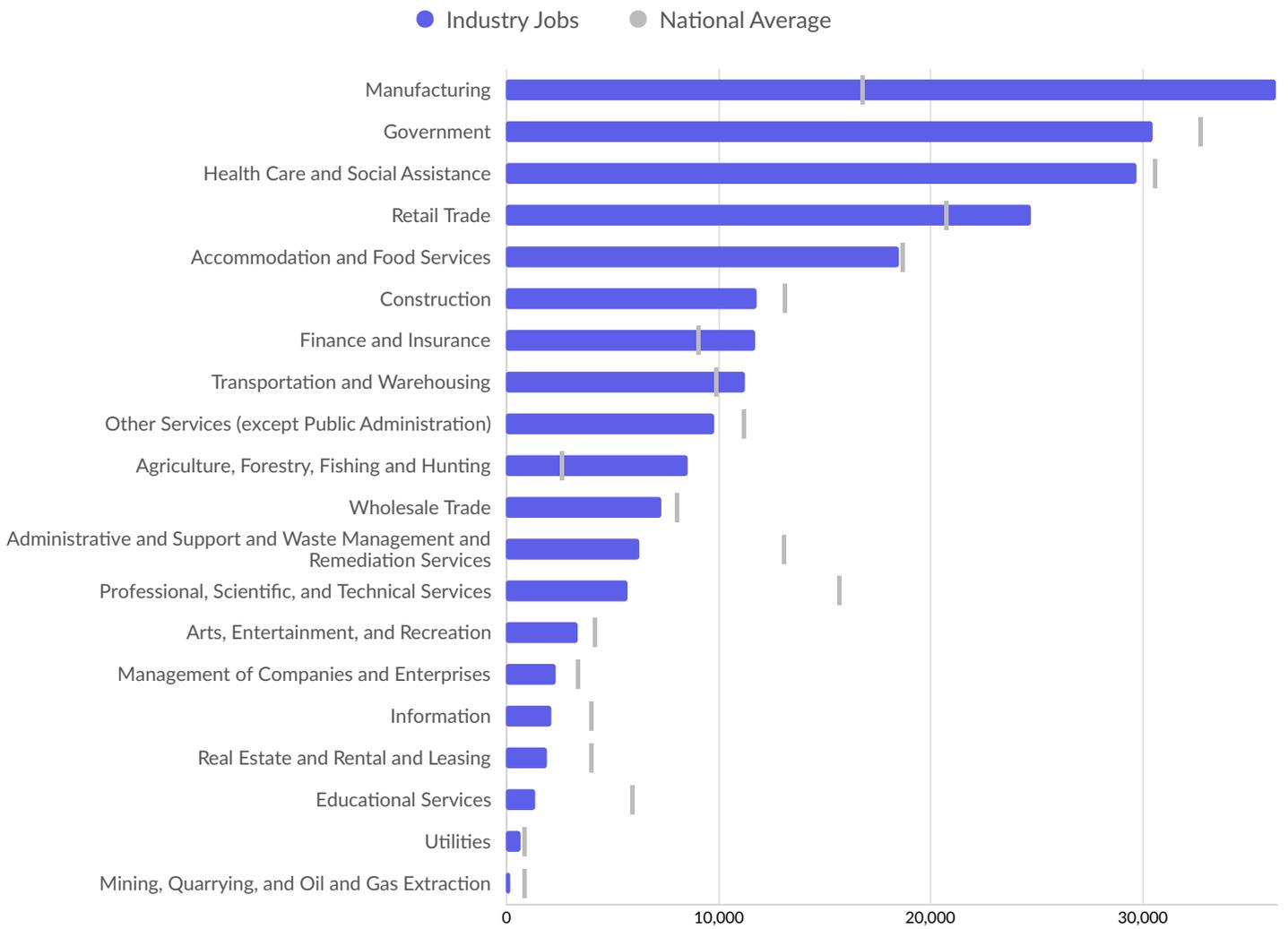


Top Previous Counties	Migrations
Dane County, WI	706
Milwaukee County, WI	602
Clark County, WI	426
Waukesha County, WI	361
Sauk County, WI	355
Brown County, WI	343

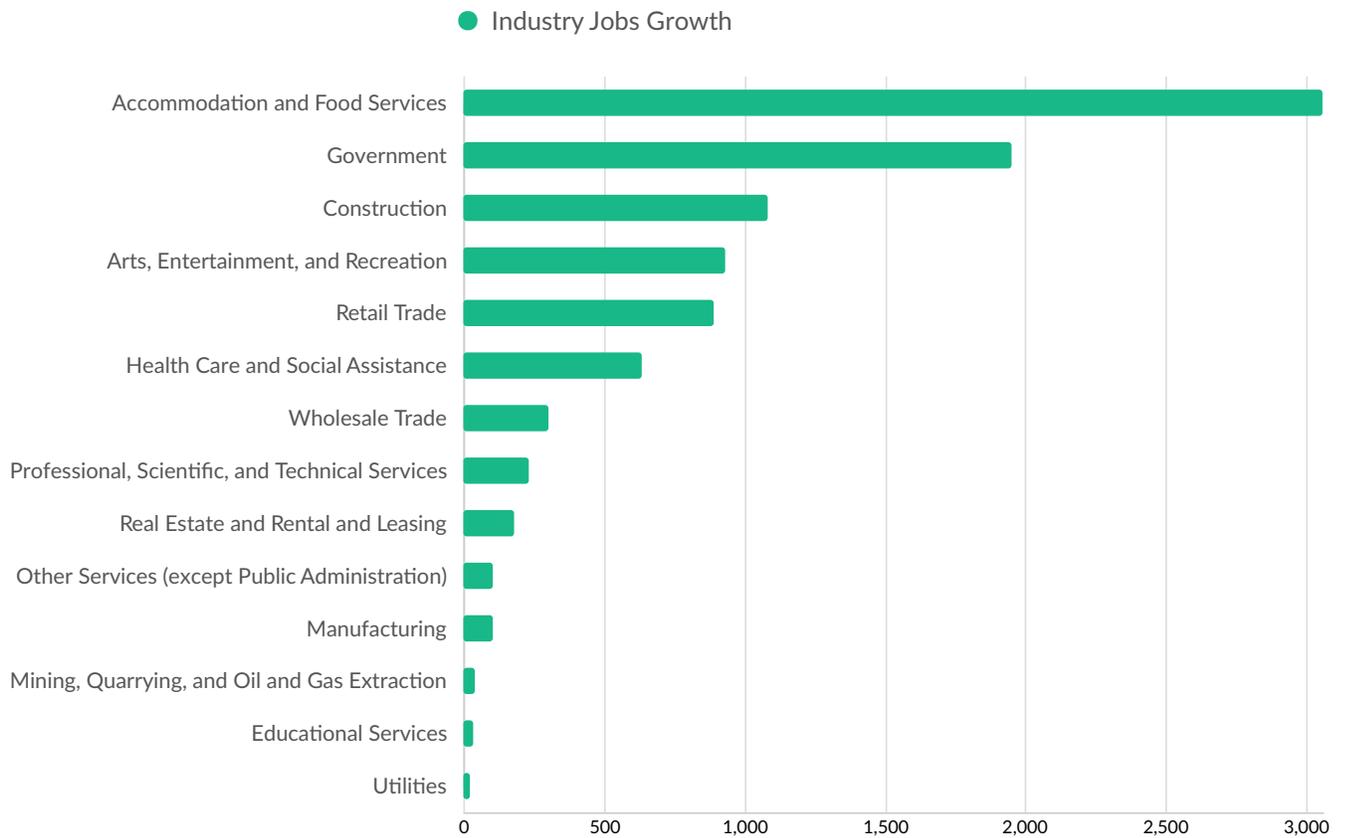
Top Previous Counties	Migrations
Outagamie County, WI	290
Winnebago County, WI	288
Cook County, IL	279
Waupaca County, WI	273
Monroe County, WI	264
Hennepin County, MN	239
Shawano County, WI	238
Columbia County, WI	230
Waushara County, WI	190
Top Following Counties	Migrations
Dane County, WI	649
Milwaukee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

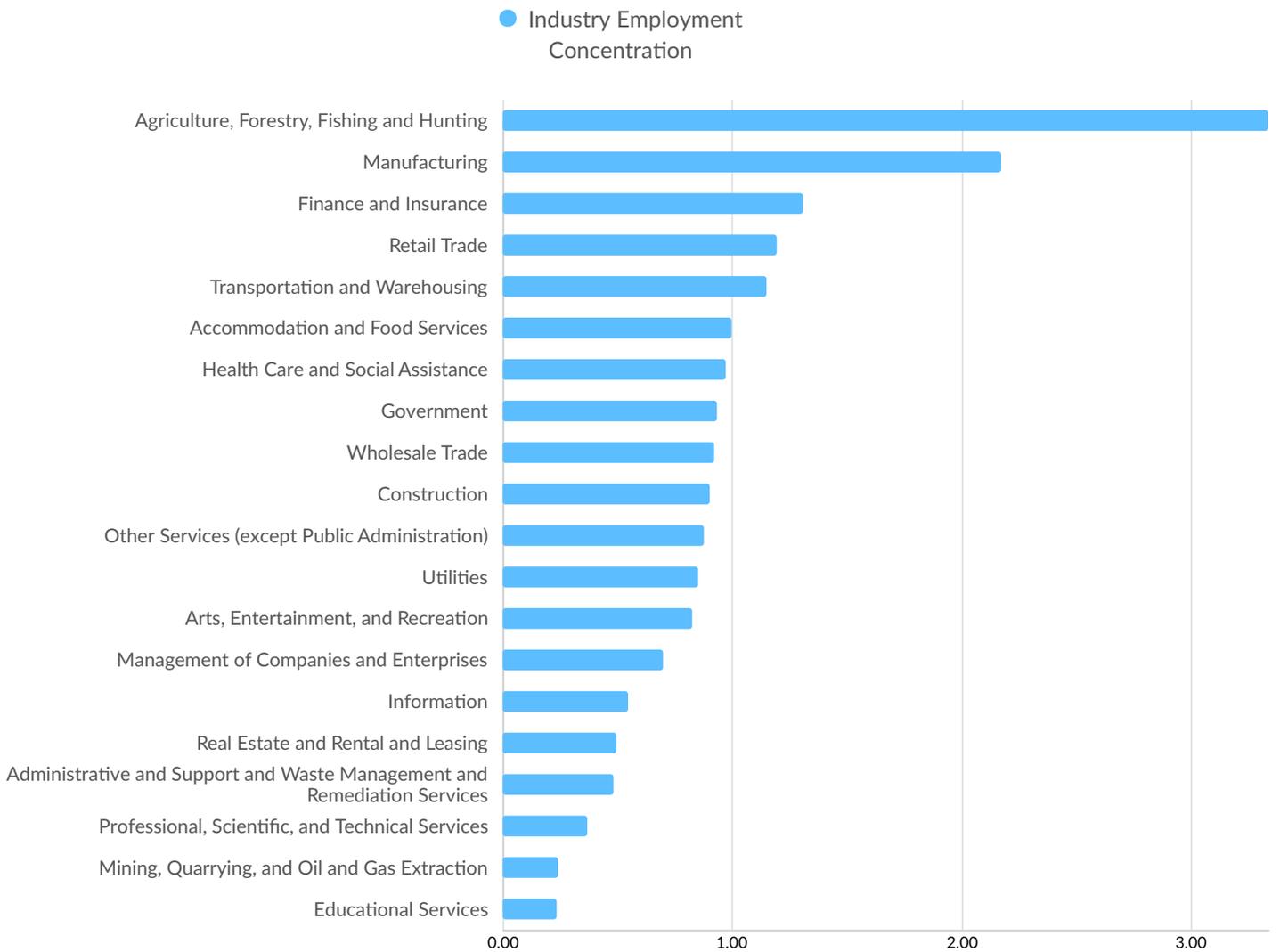
## Largest Industries



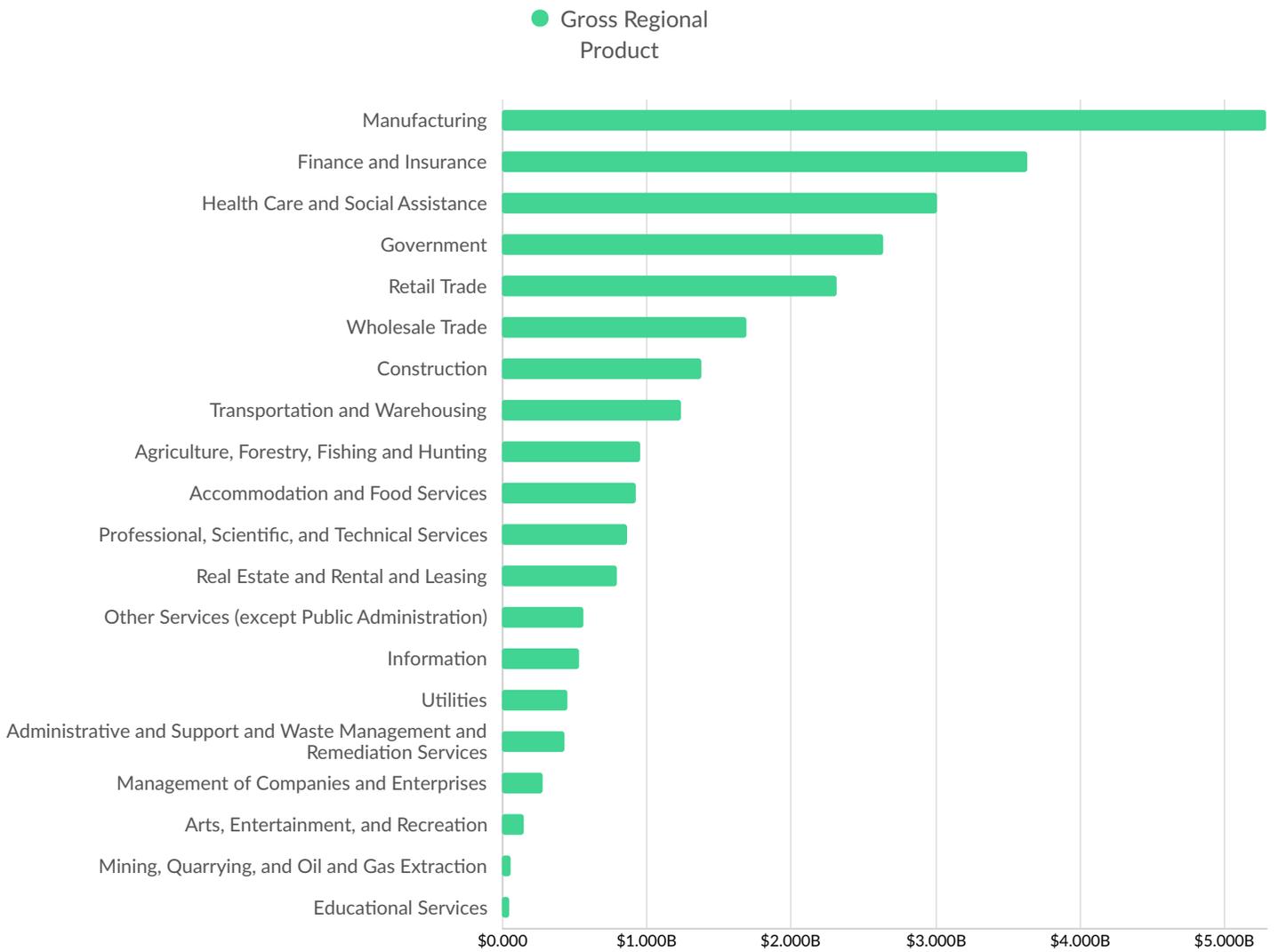
## Top Growing Industries



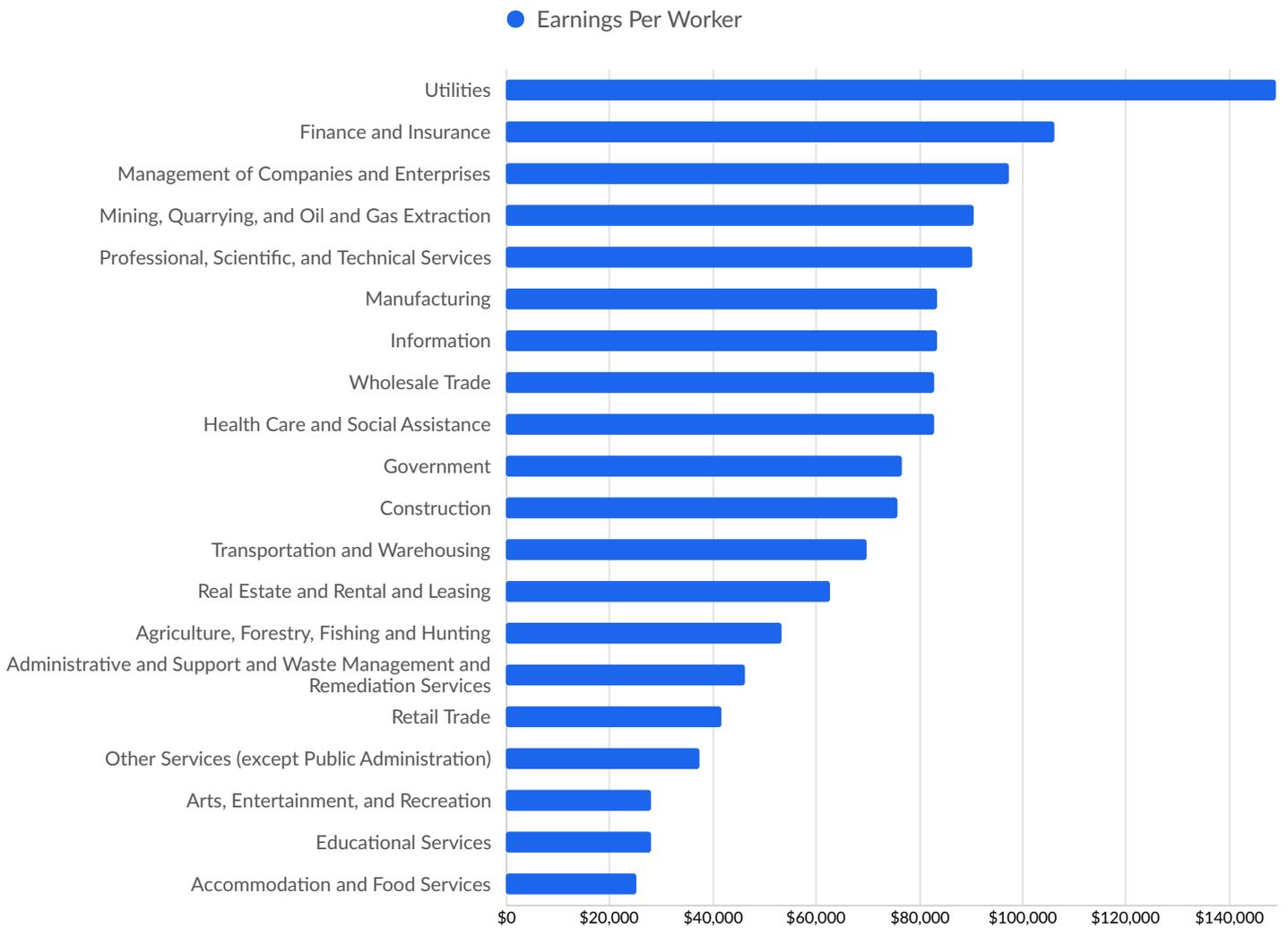
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



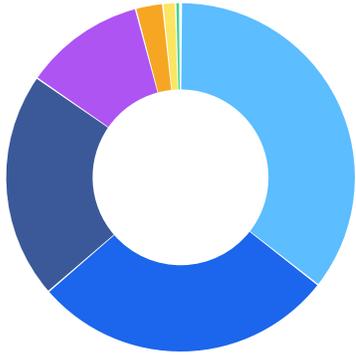
## Business Characteristics

### 26,344 Companies Employ Your Workers

Online profiles for your workers mention 26,344 companies as employers, with the top 10 appearing below. In the last 12 months, 4,672 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,678 	Aspirus	2,821 
Sentry	1,816 	Marshfield Clinic	2,516 
Aspirus	1,779 	Vetted Health	870 
University of Wisconsin-Steven...	1,499 	CompHealth	822 
State of Wisconsin	685 	Aya Healthcare	701 
Ministry Health Care	651 	MedPro Healthcare Staffing	553 
Church Mutual Insurance Comp...	503 	Soliant Health	519 
Walmart	463 	Titan Medical	517 
Greenheck	460 	Community Horizons	494 
Northcentral Technical College	404 	GPAC	487 

## Business Size

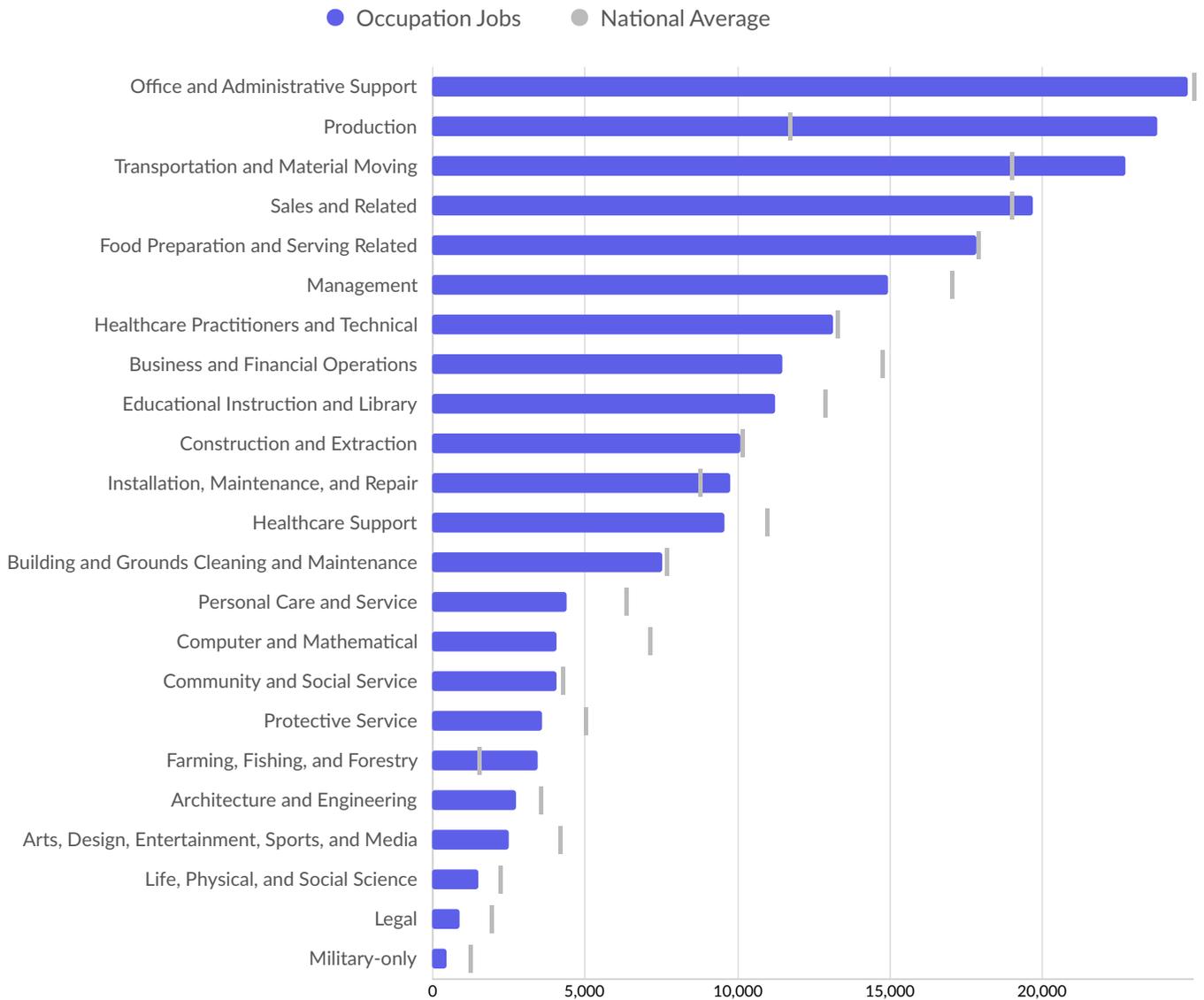


	Percentage	Business Count
● 1 to 4 employees	35.5%	7,494
● 5 to 9 employees	28.1%	5,928
● 10 to 19 employees	21.0%	4,432
● 20 to 49 employees	11.2%	2,367
● 50 to 99 employees	2.5%	532
● 100 to 249 employees	1.2%	249
● 250 to 499 employees	0.4%	80
● 500+ employees	0.1%	30

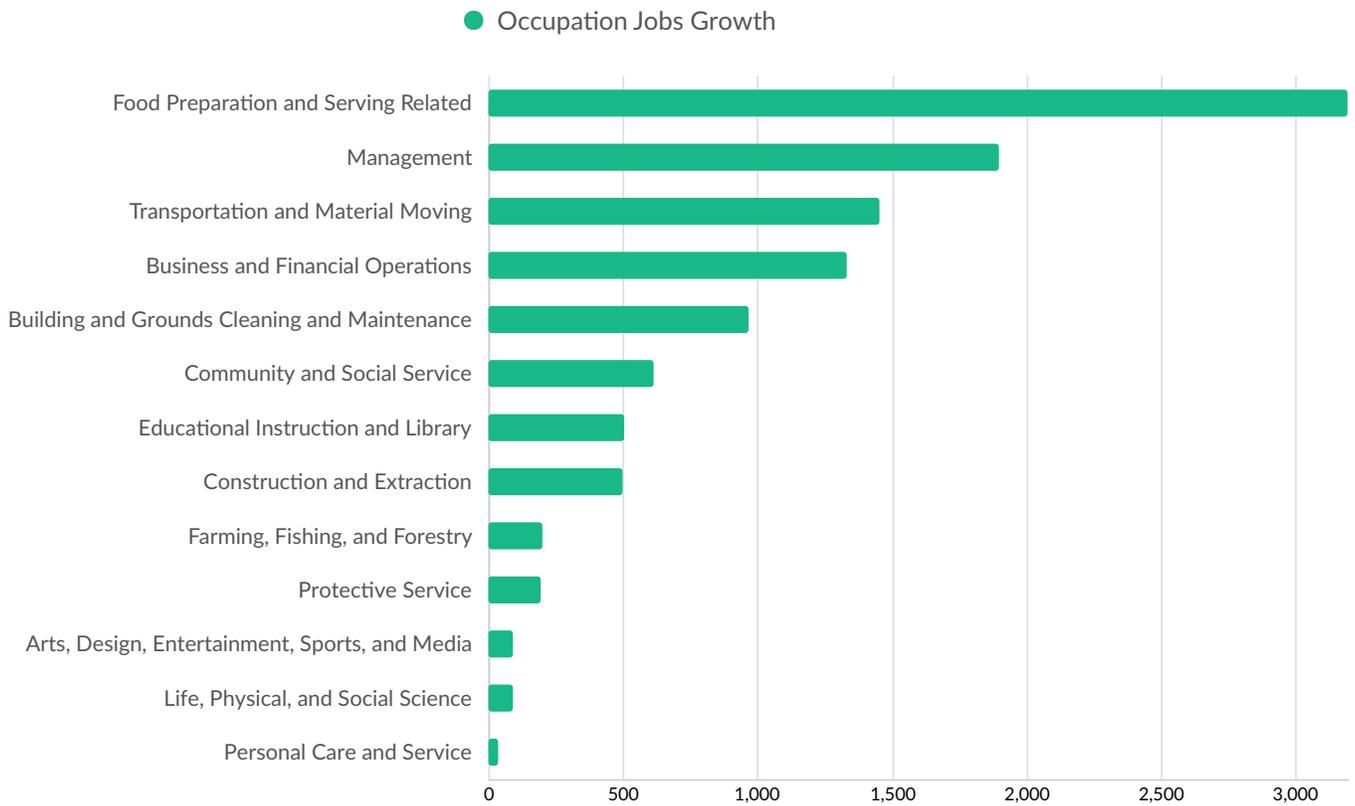
*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

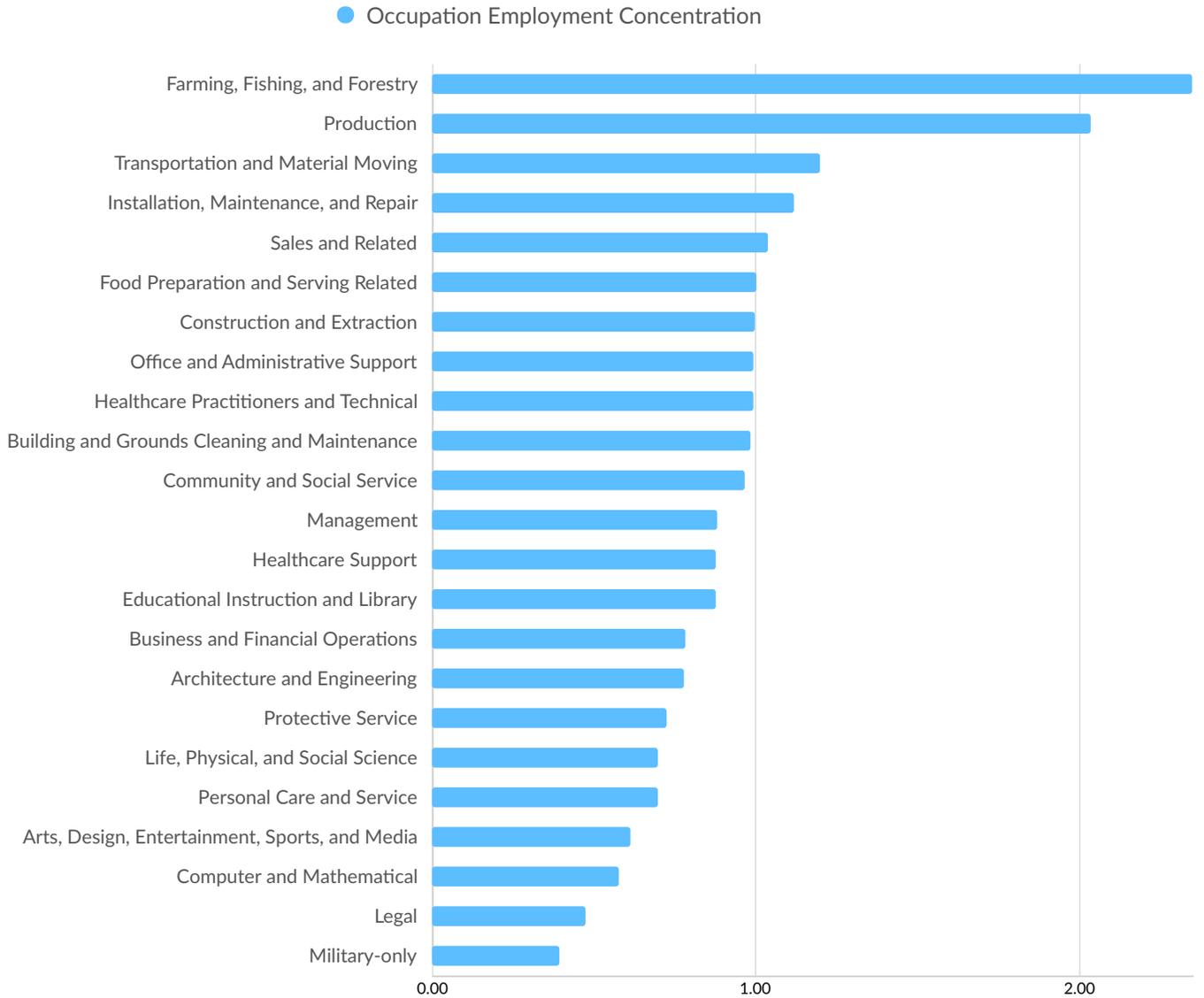
## Largest Occupations



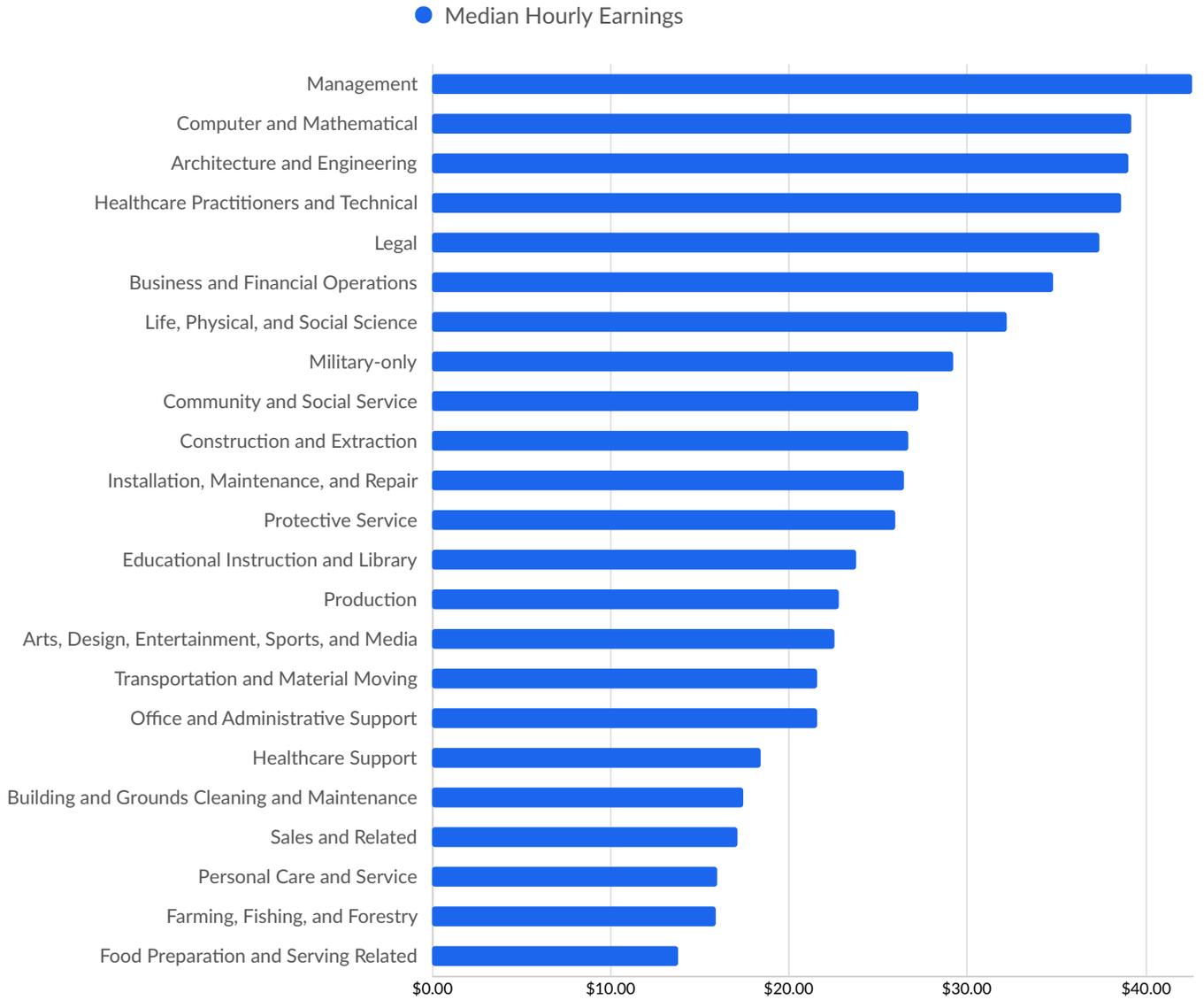
## Top Growing Occupations



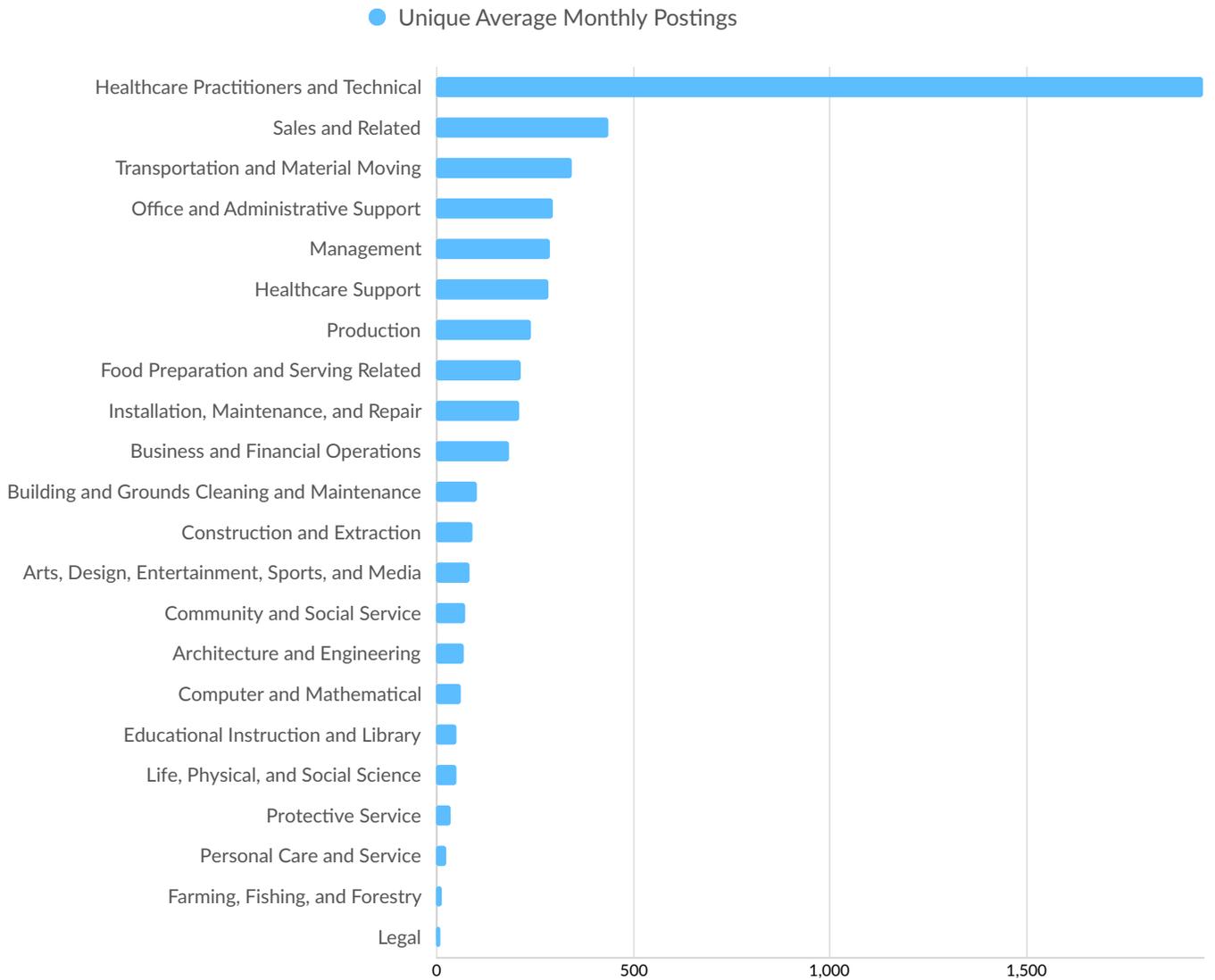
## Top Occupation Employment Concentration



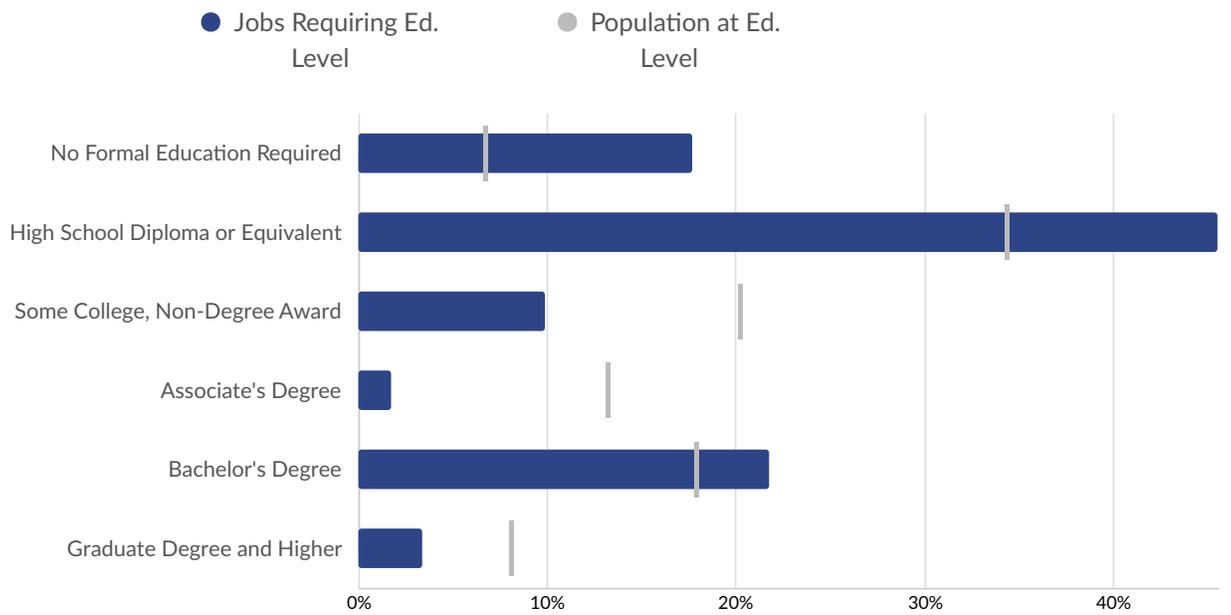
## Top Occupation Earnings



## Top Posted Occupations

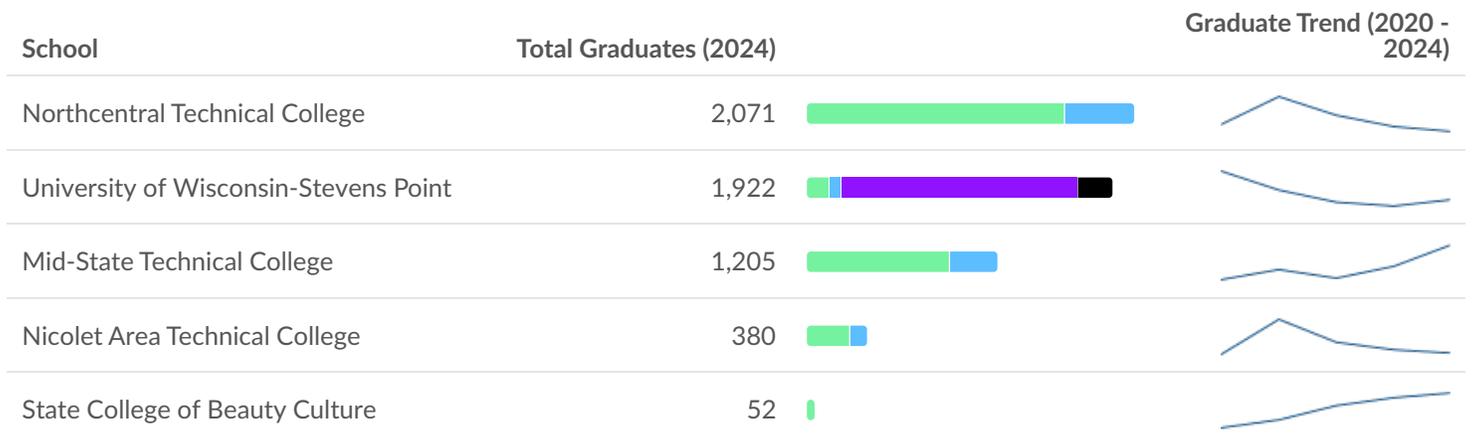


## Underemployment



## 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

