



10 Wisconsin Counties

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

454,362

Population (2025)

Population **grew by 6,148** over the last 5 years and is projected to **grow by 3,687** over the next 5 years.

224,256

Total Regional Employment

Jobs **grew by 6,459** over the last 5 years and are projected to **grow by 3,345** over the next 5 years.

\$68.8K

Avg. Earnings Per Job (2025)

Regional average earnings per job are **\$20.6K below** the national average earnings of \$89.4K per job.

Takeaways

- As of 2025 the region's population **increased by 1.4%** since 2020, growing by 6,148. Population is expected to **increase by 0.8%** between 2025 and 2030, adding 3,687.
- From 2020 to 2025, jobs **increased by 3.0%** in 10 Wisconsin Counties from 217,797 to **224,256**. This change **fell short of the national growth rate of 10.6% by 7.6%**. As the number of jobs increased, the **labor force participation rate decreased from 62.2% to 59.6% between 2020 and 2025**.
- Concerning educational attainment, **18.0% of the selected regions' residents possess a Bachelor's Degree** (3.8% below the national average), and **13.3% hold an Associate's Degree** (4.4% 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.

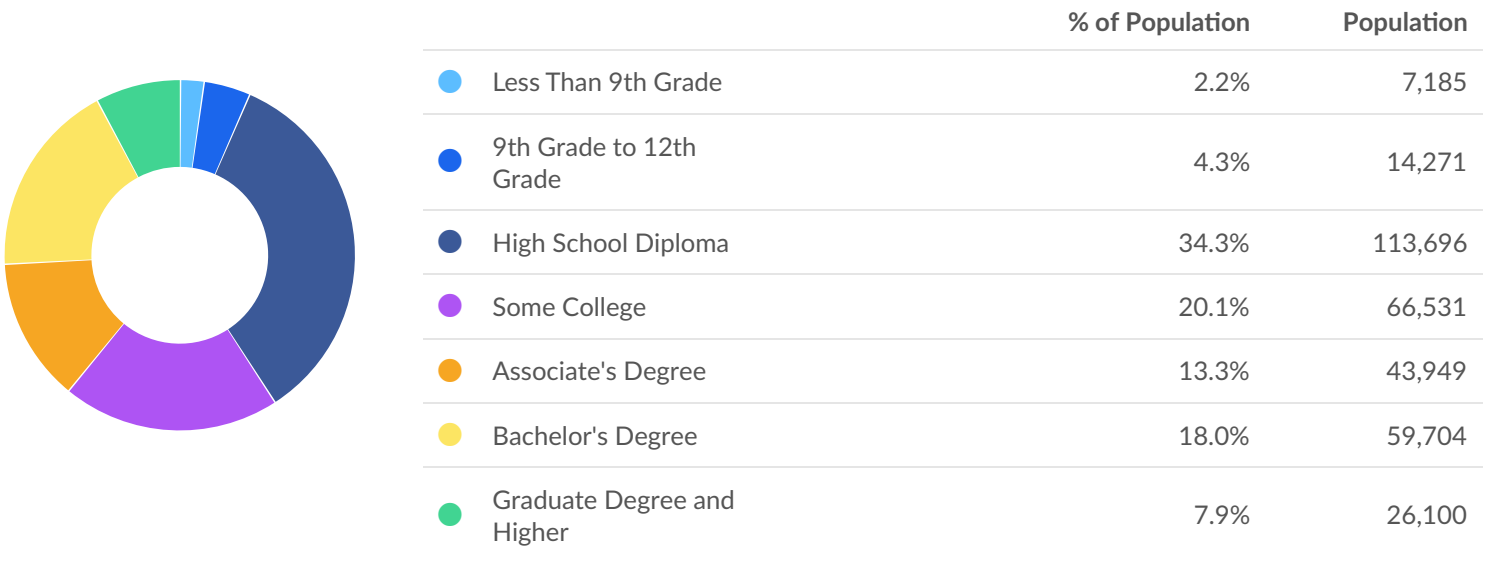
	Population (2026)	Labor Force (Mar 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	455,530	222,639	224,256	99.5	\$30.35B	\$37.48B	\$34.81B
State	5,996,794	3,120,531	3,270,959	100.3	\$463.86B	\$403.59B	\$435.94B

Mar 2026 Labor Force Breakdown



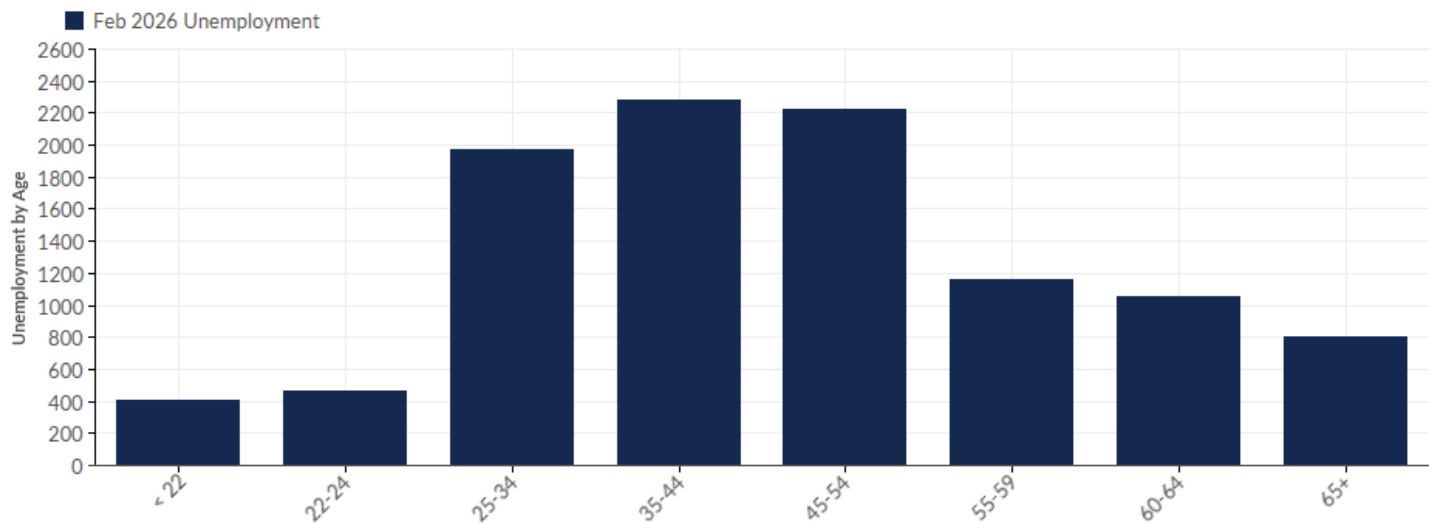
Educational Attainment

Concerning educational attainment, **18.0% of the selected regions' residents possess a Bachelor's Degree** (3.8% below the national average), and **13.3% hold an Associate's Degree** (4.4% above the national average).



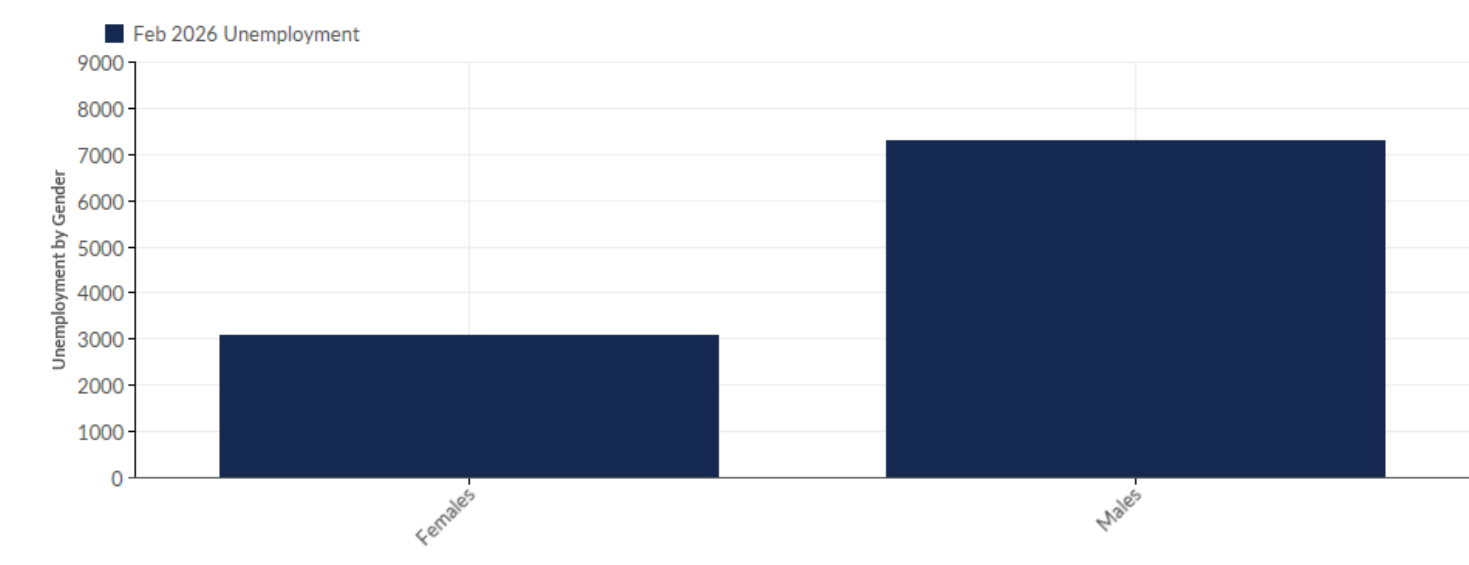
Unemployment by Demographics

Unemployment by Age



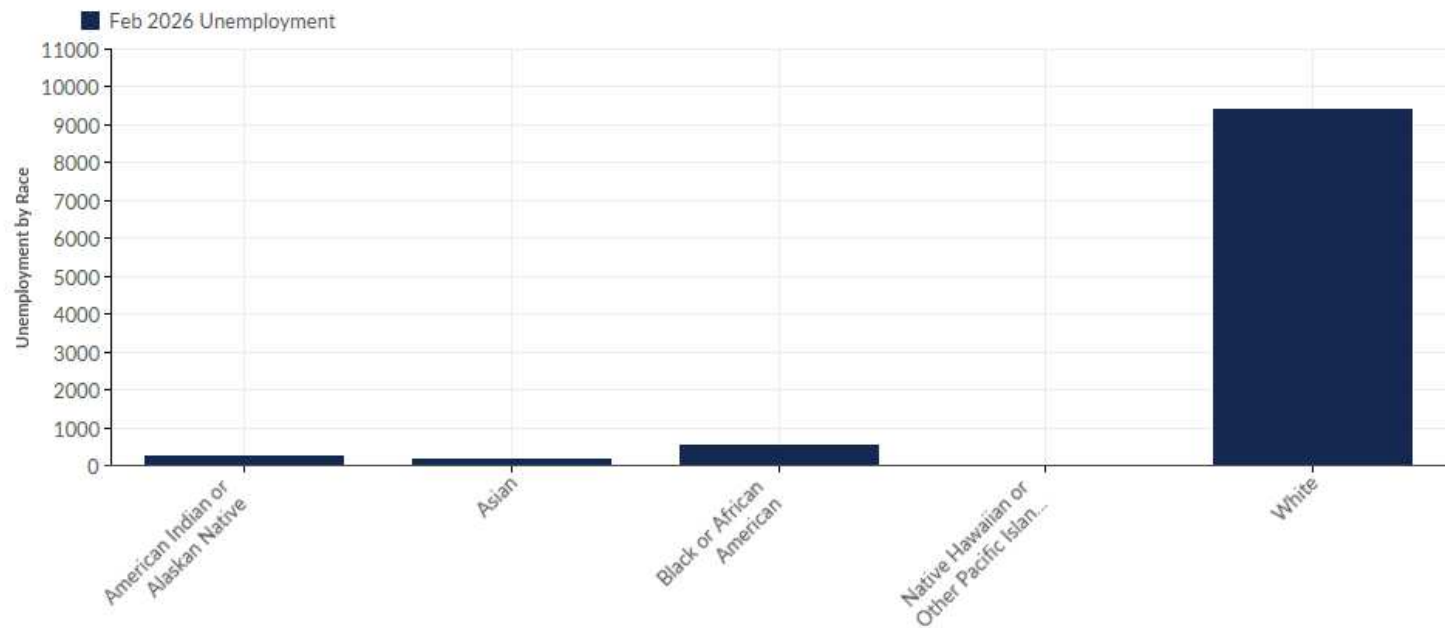
Age	Unemployment (Feb 2026)	% of Unemployed
< 22	405	3.91%
22-24	461	4.45%
25-34	1,970	19.03%
35-44	2,279	22.02%
45-54	2,224	21.48%
55-59	1,160	11.21%
60-64	1,053	10.17%
65+	801	7.74%
Total	10,352	100.00%

Unemployment by Gender



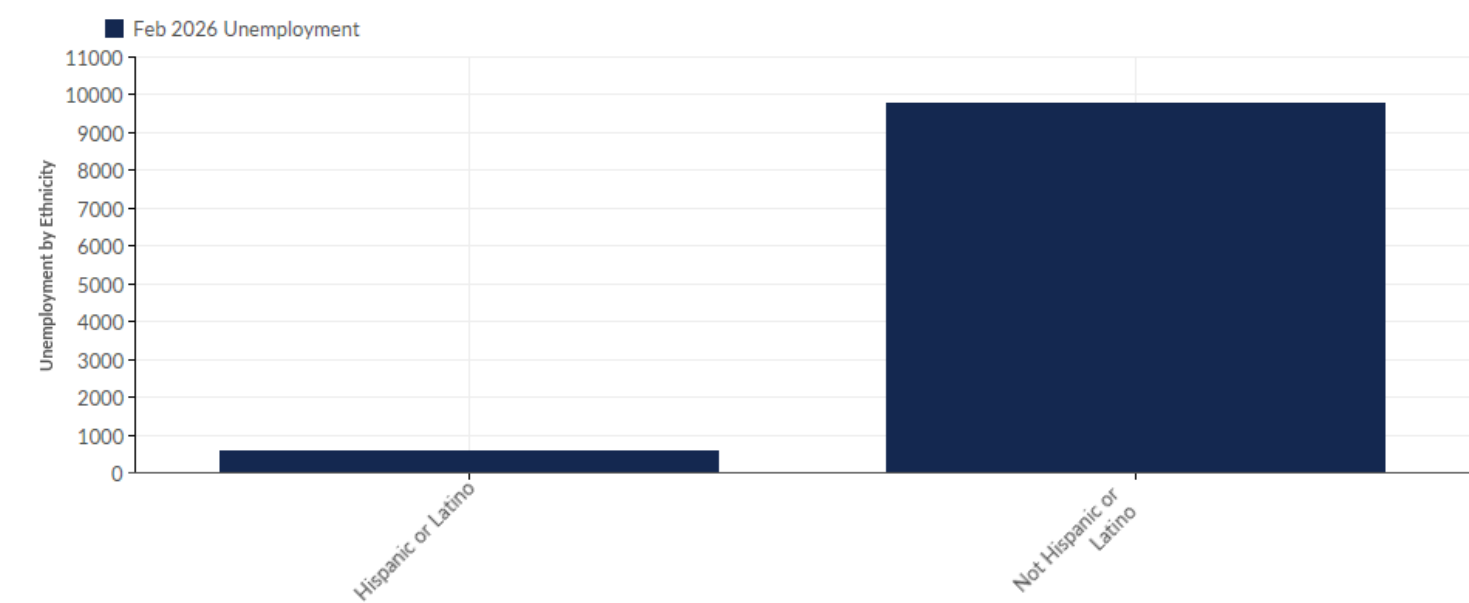
Gender	Unemployment (Feb 2026)	% of Unemployed
Females	3,063	29.59%
Males	7,289	70.41%
Total	10,352	100.00%

Unemployment by Race



Race	Unemployment (Feb 2026)	% of Unemployed
American Indian or Alaskan Native	255	2.46%
Asian	147	1.42%
Black or African American	513	4.96%
Native Hawaiian or Other Pacific Islander	15	0.14%
White	9,421	91.01%
Total	10,352	100.00%

Unemployment by Ethnicity

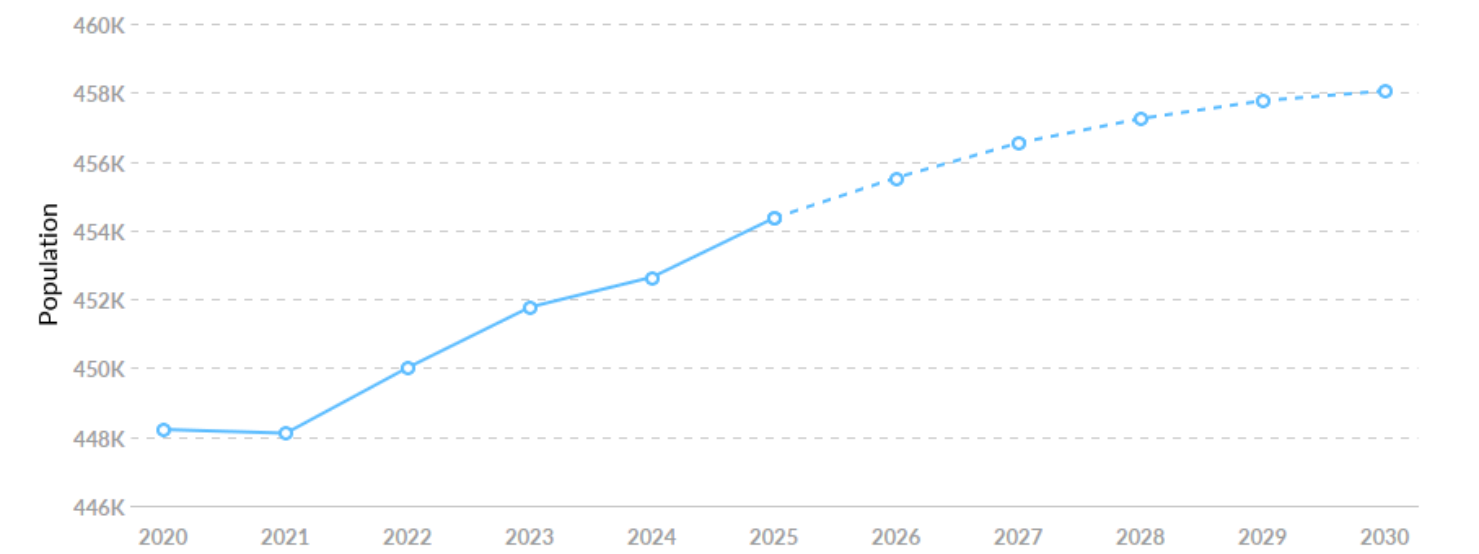


Ethnicity	Unemployment (Feb 2026)	% of Unemployed
Hispanic or Latino	564	5.45%
Not Hispanic or Latino	9,788	94.55%
Total	10,352	100.00%

Historic & Projected Trends

Population Trends

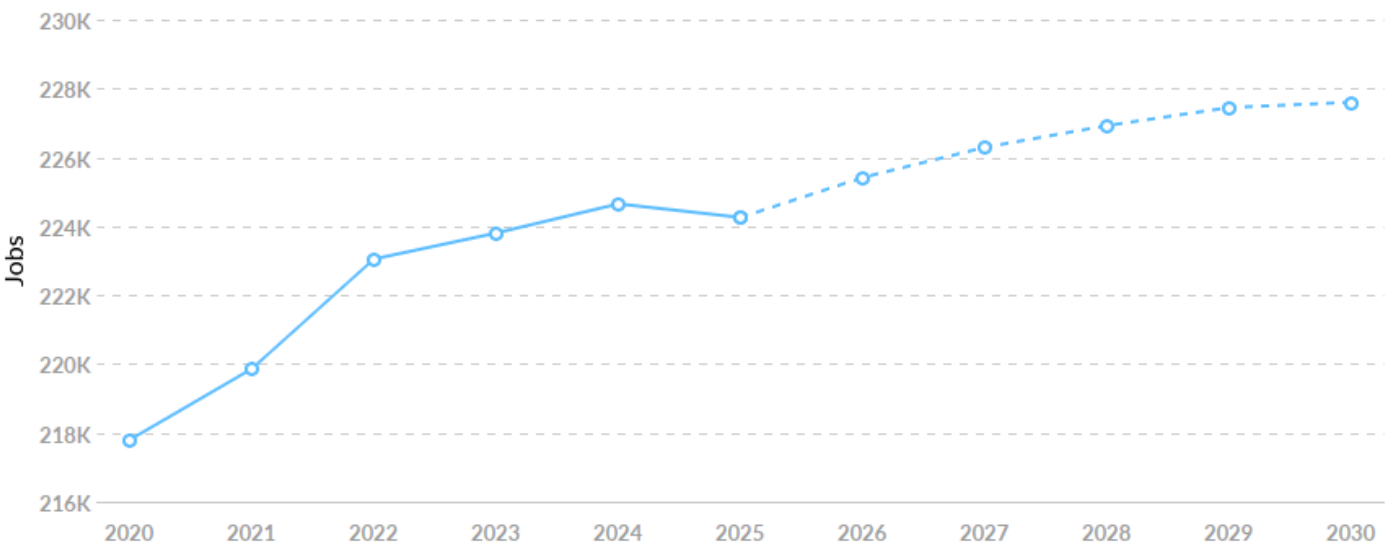
As of 2025 the region's population **increased by 1.4%** since 2020, growing by 6,148. Population is expected to **increase by 0.8%** between 2025 and 2030, adding 3,687.



Timeframe	Population
2020	448,214
2021	448,106
2022	450,016
2023	451,770
2024	452,641
2025	454,362
2026	455,530
2027	456,539
2028	457,244
2029	457,764
2030	458,048

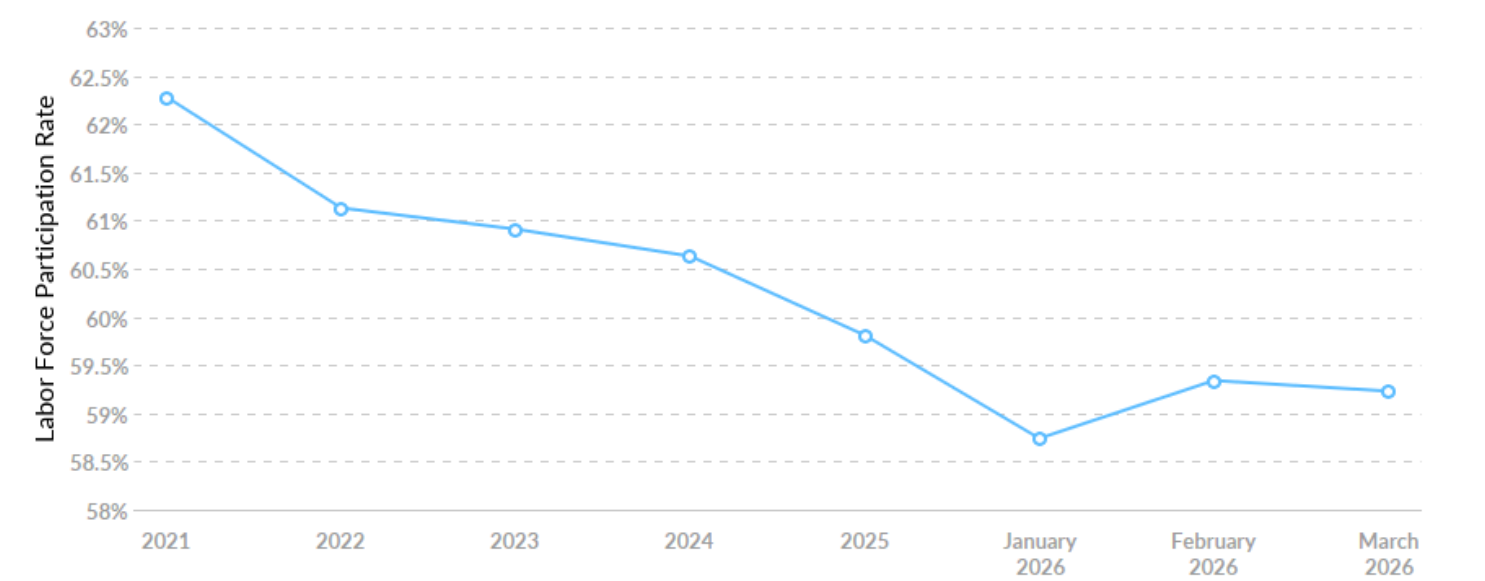
Job Trends

From 2020 to 2025, jobs increased by 3.0% in 10 Wisconsin Counties from 217,797 to **224,256**. This change **fell short of the national growth rate of 10.6% by 7.6%**.



Timeframe	Jobs
2020	217,797
2021	219,861
2022	223,049
2023	223,803
2024	224,650
2025	224,256
2026	225,415
2027	226,293
2028	226,923
2029	227,447
2030	227,601

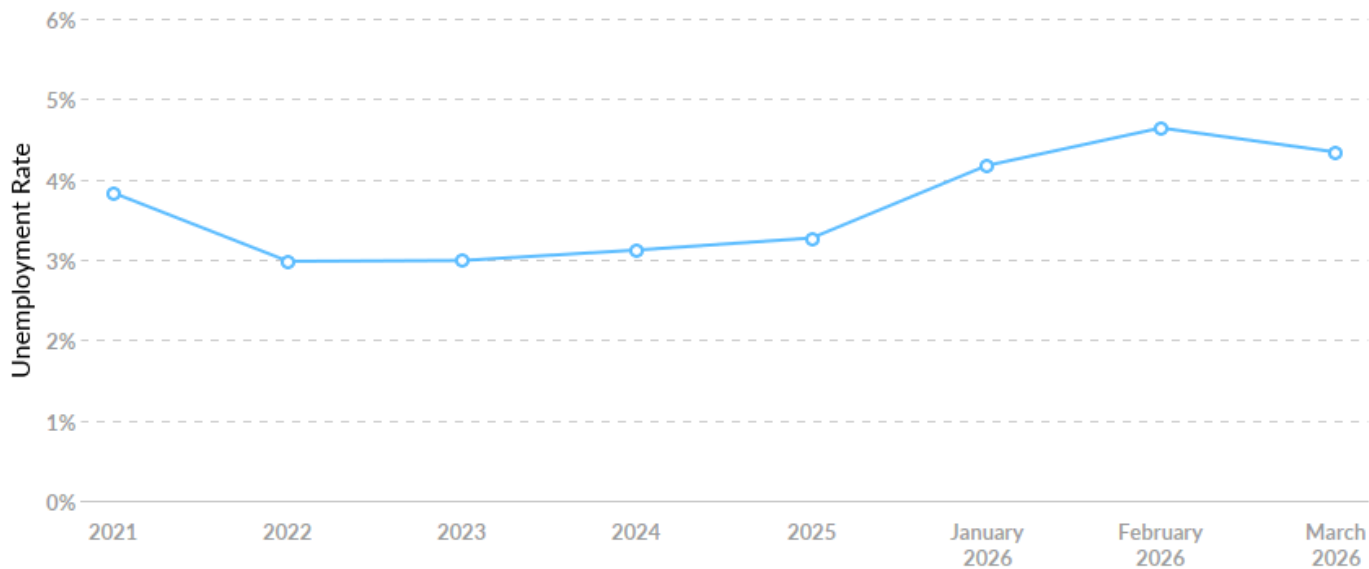
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	62.28%
2022	61.13%
2023	60.91%
2024	60.63%
2025	59.81%
January 2026	58.74%
February 2026	59.34%
March 2026	59.23%

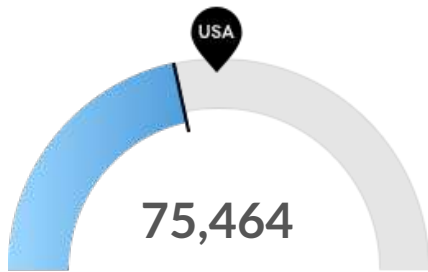
Unemployment Rate Trends

Your areas had a March 2026 unemployment rate of 4.34%, **increasing from 3.83%** 5 years before.



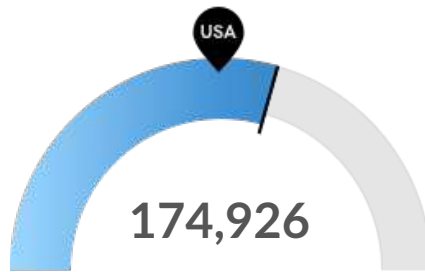
Timeframe	Unemployment Rate
2021	3.83%
2022	2.98%
2023	2.99%
2024	3.12%
2025	3.27%
January 2026	4.17%
February 2026	4.64%
March 2026	4.34%

Population Characteristics



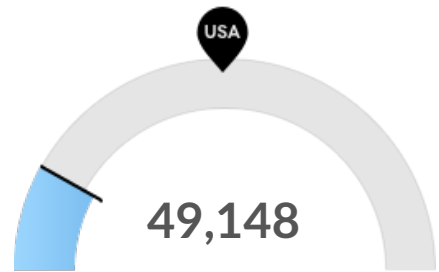
Millennials

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



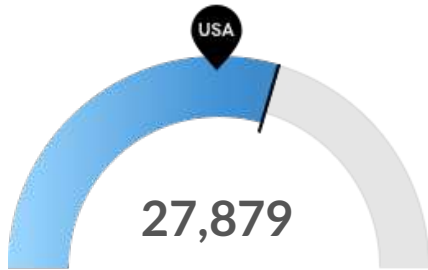
Retiring Soon

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.



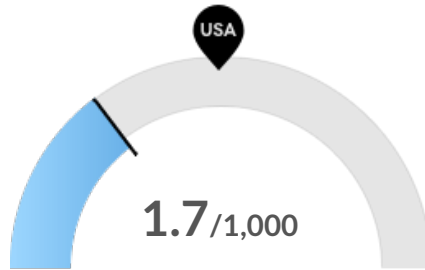
Racial Diversity

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.



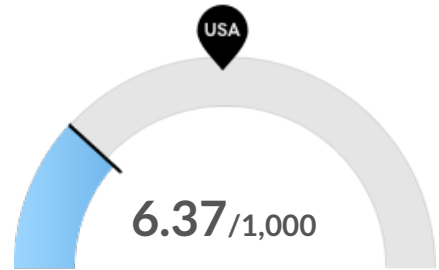
Veterans

Your area has 27,879 veterans. The national average for an area this size is 21,541.



Violent Crime

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

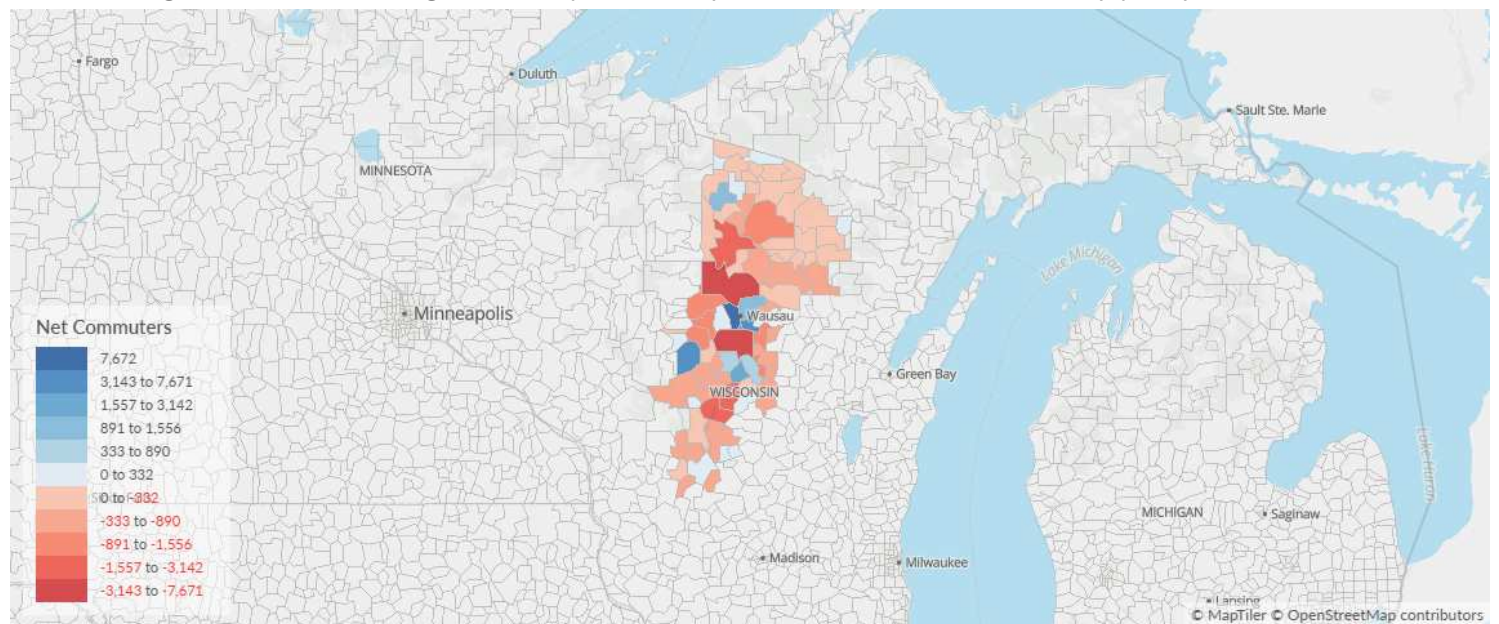


Property Crime

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.

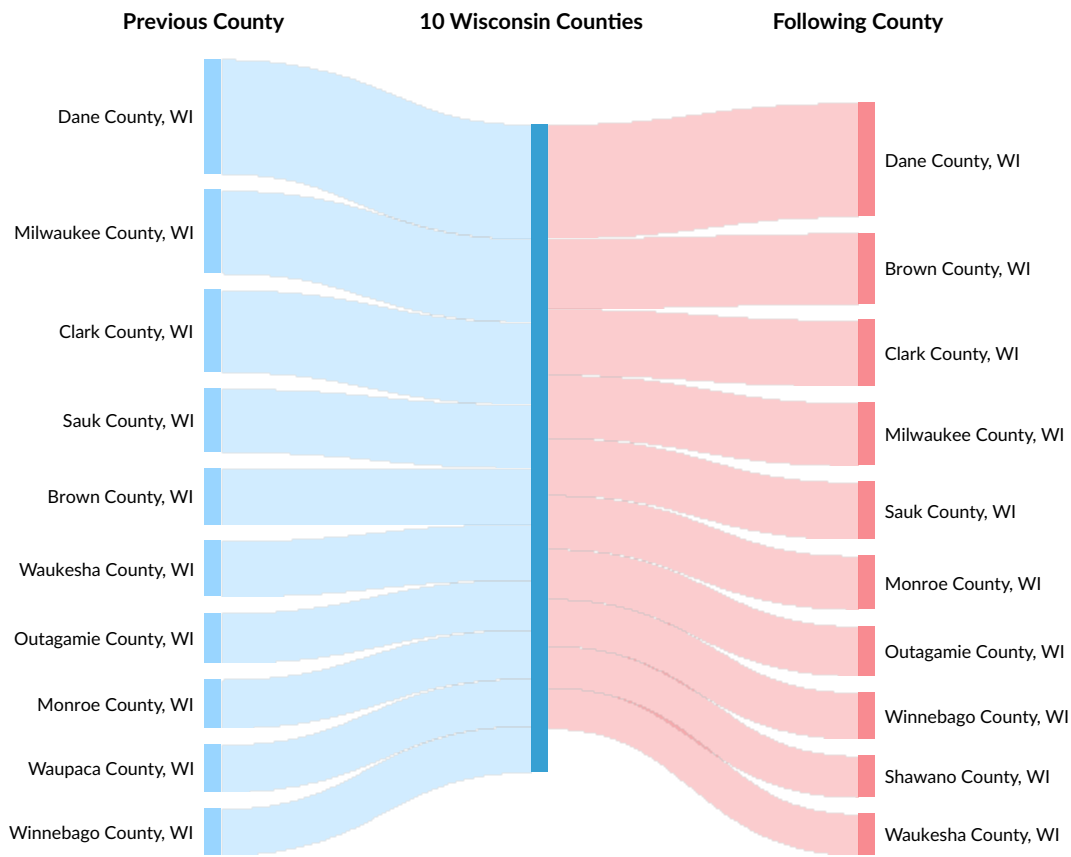


Where Talent Works			Where Talent Lives		
ZIP	Name	2025 Employment	ZIP	Name	2025 Workers
54401	Wausau, WI (in Maratho...	24,062	54401	Wausau, WI (in Maratho...	16,391
54481	Stevens Point, WI (in Po...	16,263	54494	Wisconsin Rapids, WI (i...	14,776
54449	Marshfield, WI (in Woo...	15,418	54481	Stevens Point, WI (in Po...	14,439
54403	Wausau, WI (in Maratho...	14,613	54403	Wausau, WI (in Maratho...	13,329
54476	Schofield, WI (in Marath...	14,565	54449	Marshfield, WI (in Woo...	12,130

Inbound and Outbound Migration

The table below analyzes past and current residents of 10 Wisconsin Counties. The left column shows residents of other counties migrating to 10 Wisconsin Counties. The right column shows residents migrating from 10 Wisconsin Counties to other counties.

As of 2023, 621 people have migrated from Dane County, WI to 10 Wisconsin Counties. In the same year, 617 people left 10 Wisconsin Counties migrating to Dane County, WI. The total Net Migration for 10 Wisconsin Counties in 2023 was 988.

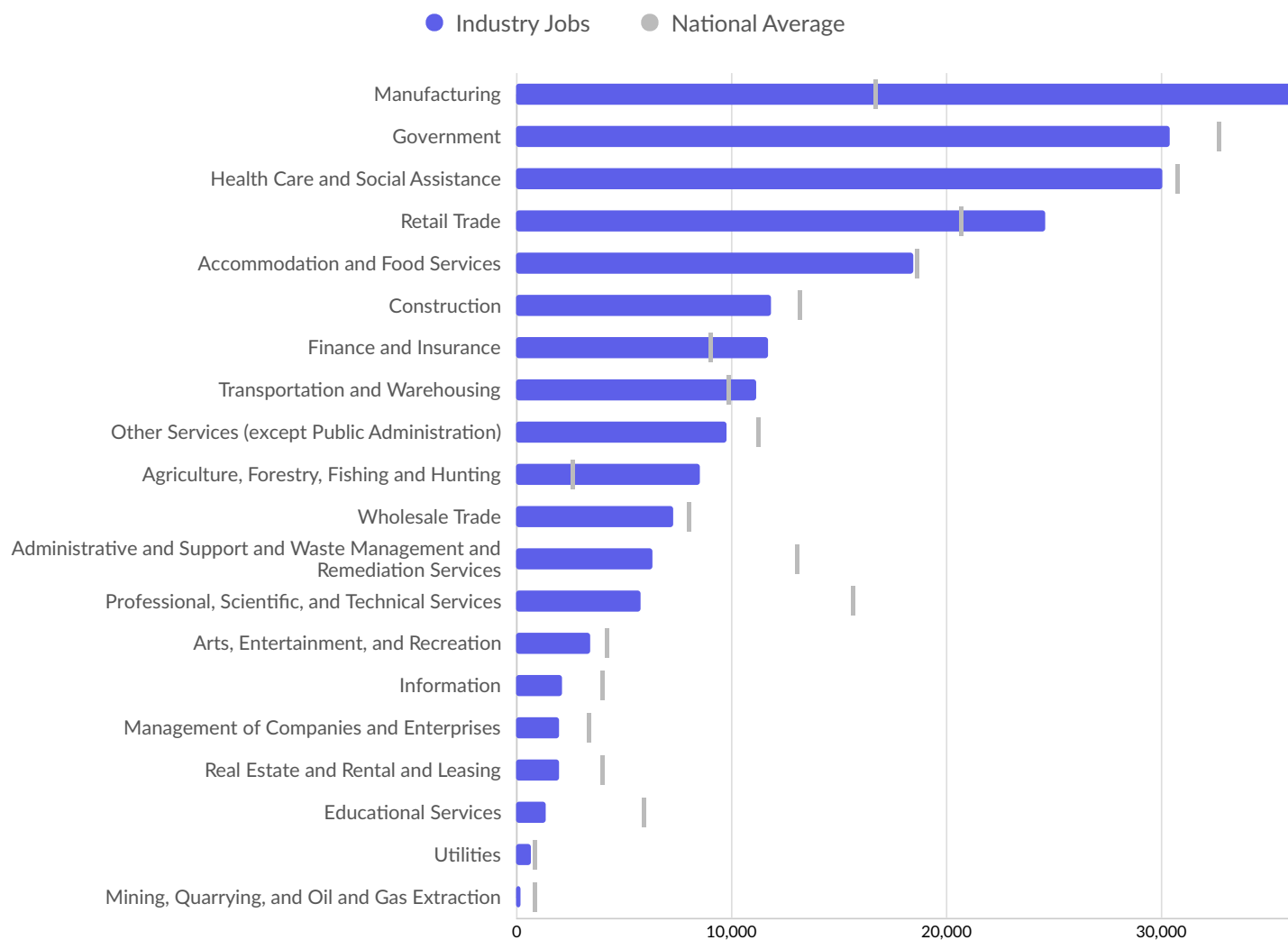


Top Previous Counties	Migrations
Dane County, WI	621
Milwaukee County, WI	449
Clark County, WI	445
Sauk County, WI	343
Brown County, WI	304
Waukesha County, WI	301

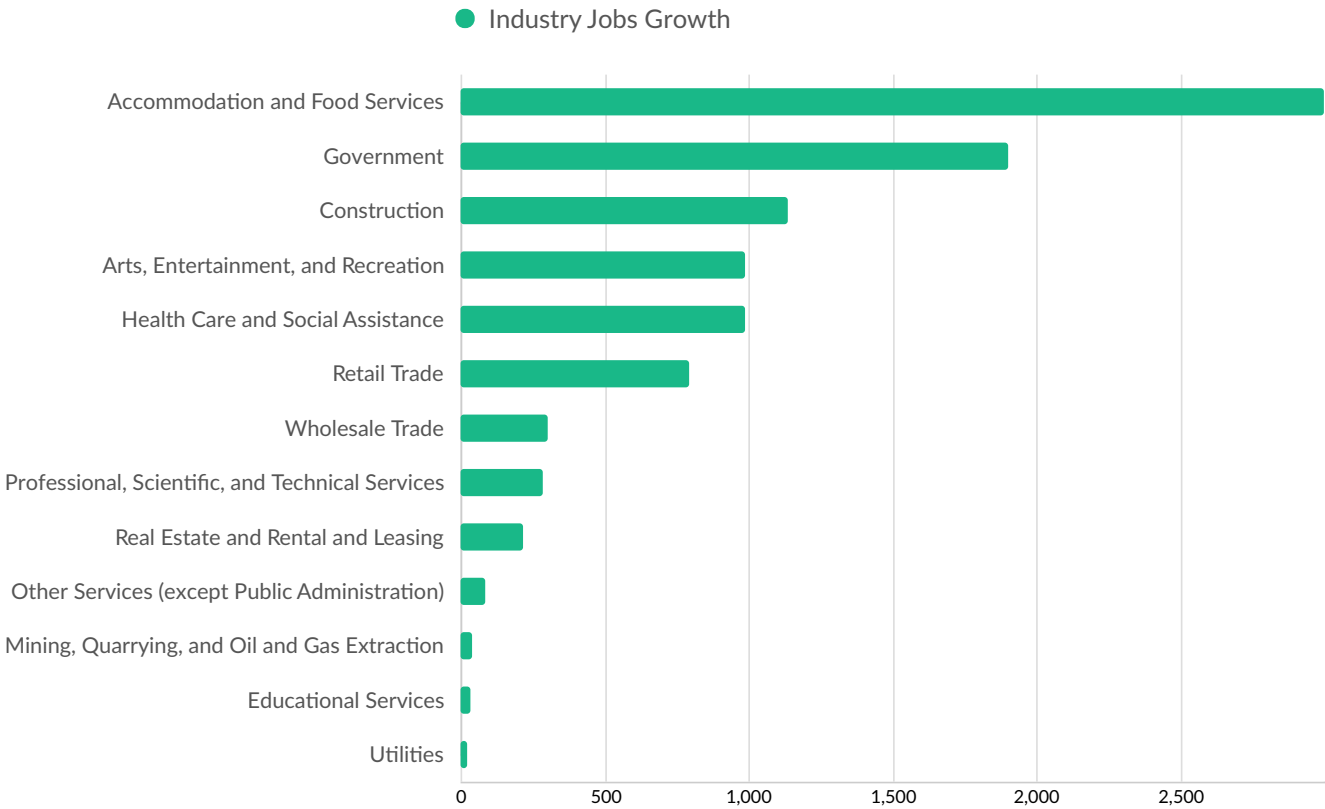
Top Previous Counties	Migrations
Outagamie County, WI	270
Monroe County, WI	265
Waupaca County, WI	257
Winnebago County, WI	251
Cook County, IL	246
Shawano County, WI	214
Columbia County, WI	203
Waushara County, WI	193
Hennepin County, MN	179
Top Following Counties	Migrations
Dane County, WI	617
Brown County, WI	382
Clark County, WI	358
Milwaukee County, WI	341
Sauk County, WI	309
Monroe County, WI	291
Outagamie County, WI	270
Winnebago County, WI	254
Shawano County, WI	226
Waukesha County, WI	223
La Crosse County, WI	220
Waupaca County, WI	219
Hennepin County, MN	210
Columbia County, WI	178
Eau Claire County, WI	165

Industry Characteristics

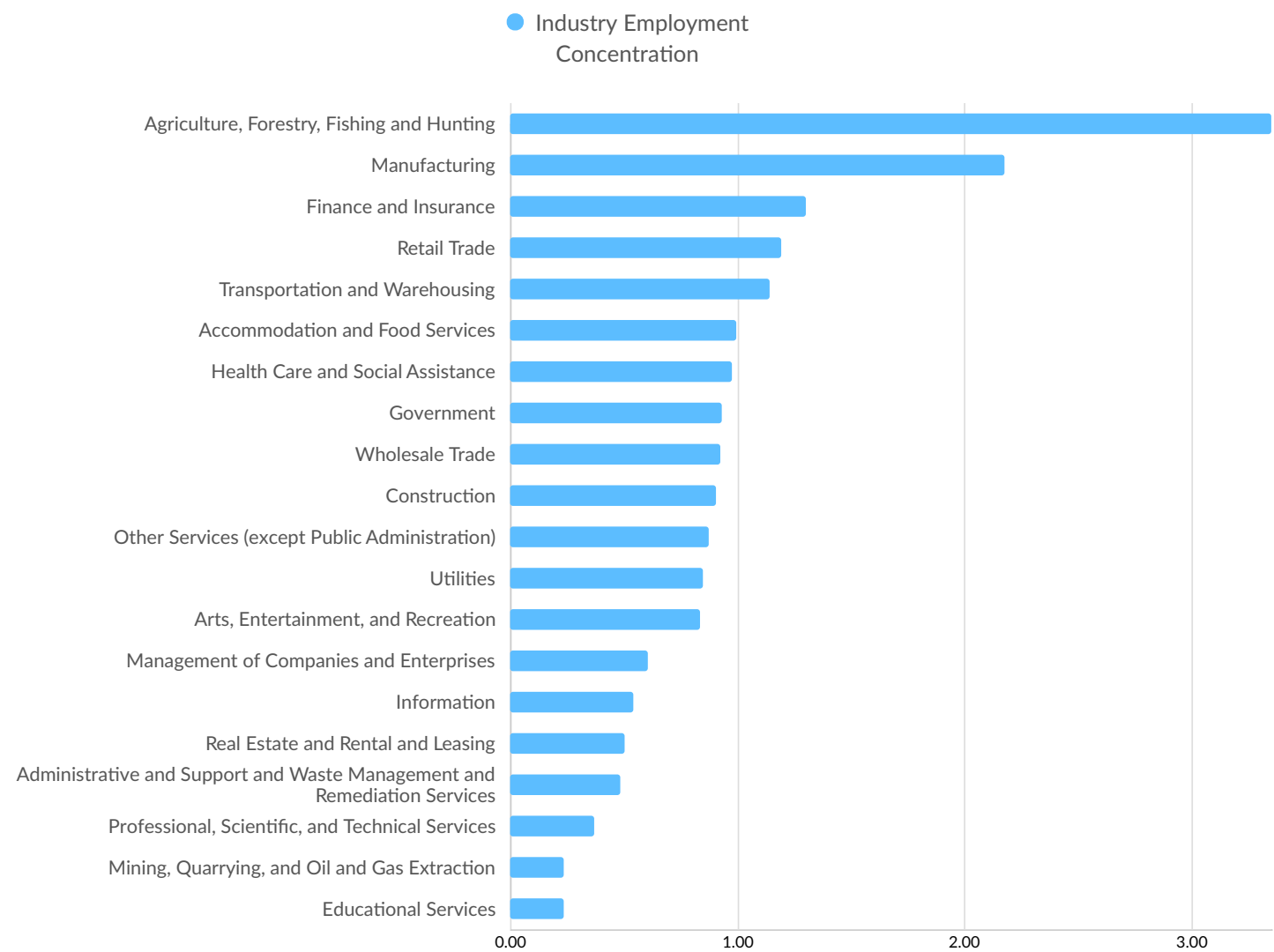
Largest Industries



Top Growing Industries

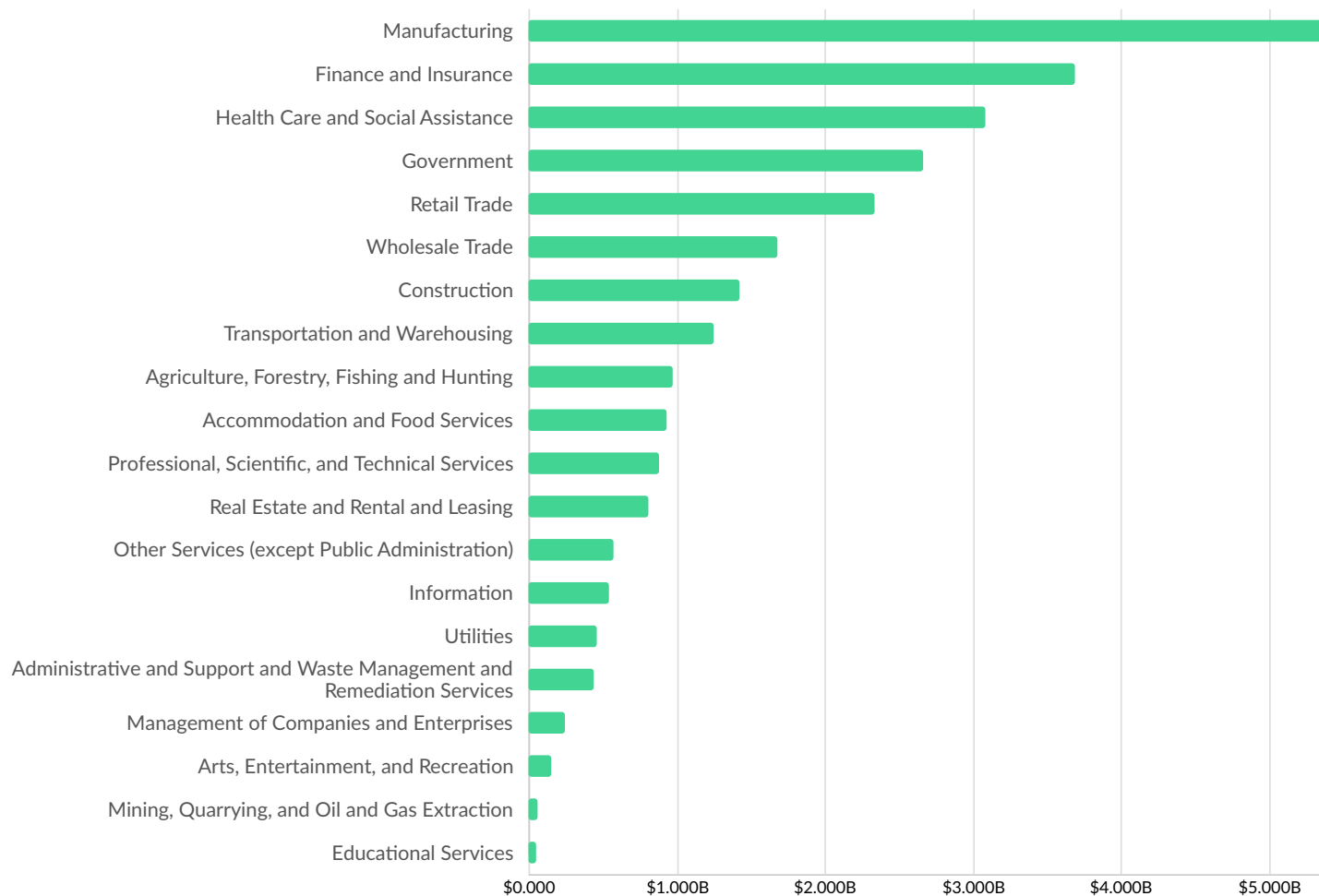


Top Industry Employment Concentration

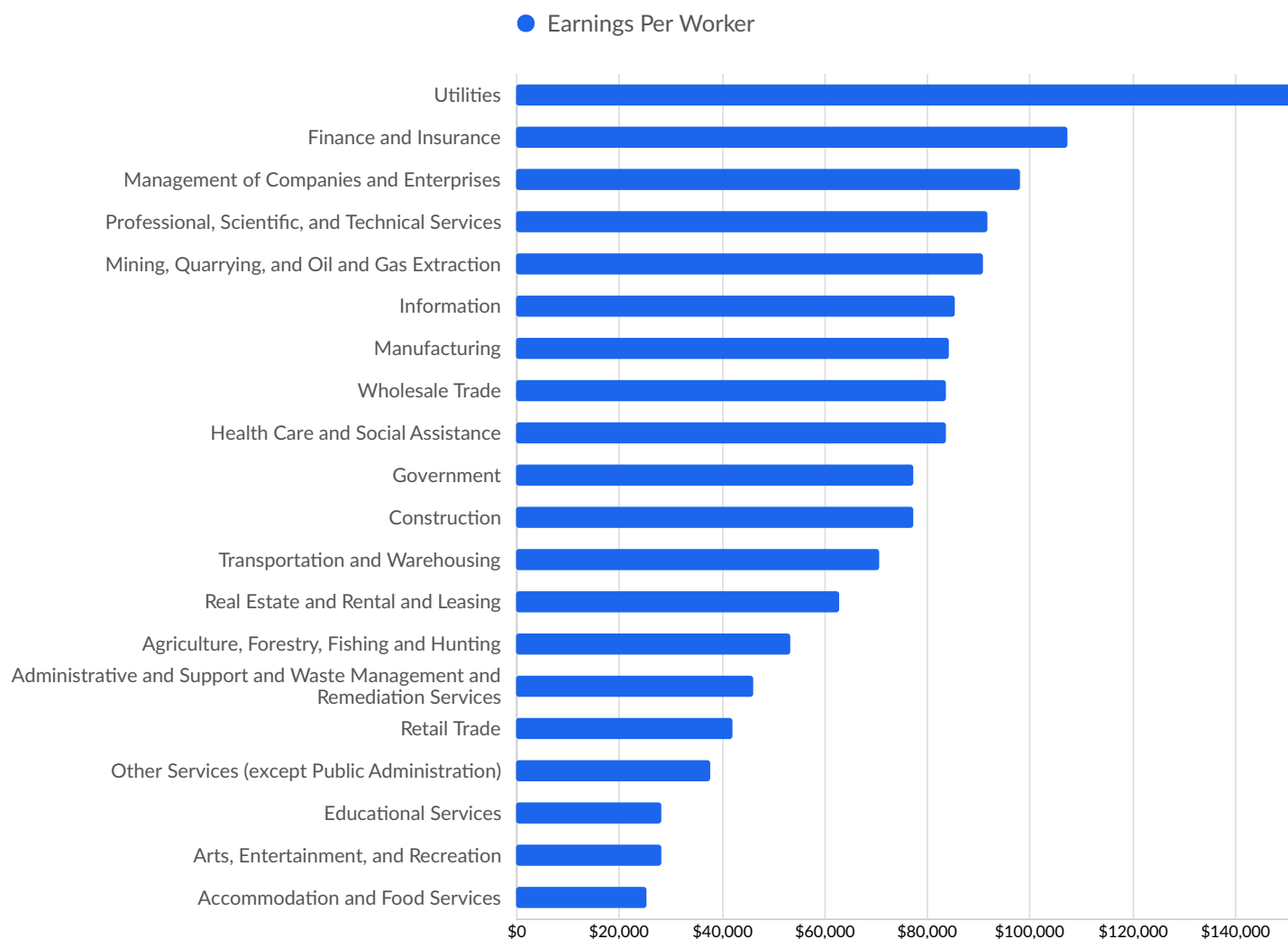


Top Industry GRP

● Gross Regional Product



Top Industry Earnings



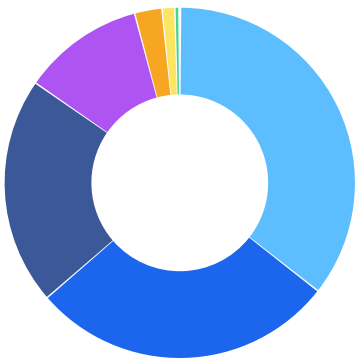
Business Characteristics

26,490 Companies Employ Your Workers

Online profiles for your workers mention 26,490 companies as employers, with the top 10 appearing below. In the last 12 months, 4,286 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,556	Aspirus	2,757
Sentry	1,808	Marshfield Clinic	2,297
Aspirus	1,768	CompHealth	1,142
University of Wisconsin-Steven...	1,484	Weatherby Healthcare	828
State of Wisconsin	683	Vetted Health	754
Ministry Health Care	647	Aya Healthcare	711
Church Mutual Insurance Comp...	455	Soliant Health	569
Walmart	454	Kroger	537
Greenheck	434	GPAC	480
Northcentral Technical College	380	Titan Medical	471

Business Size

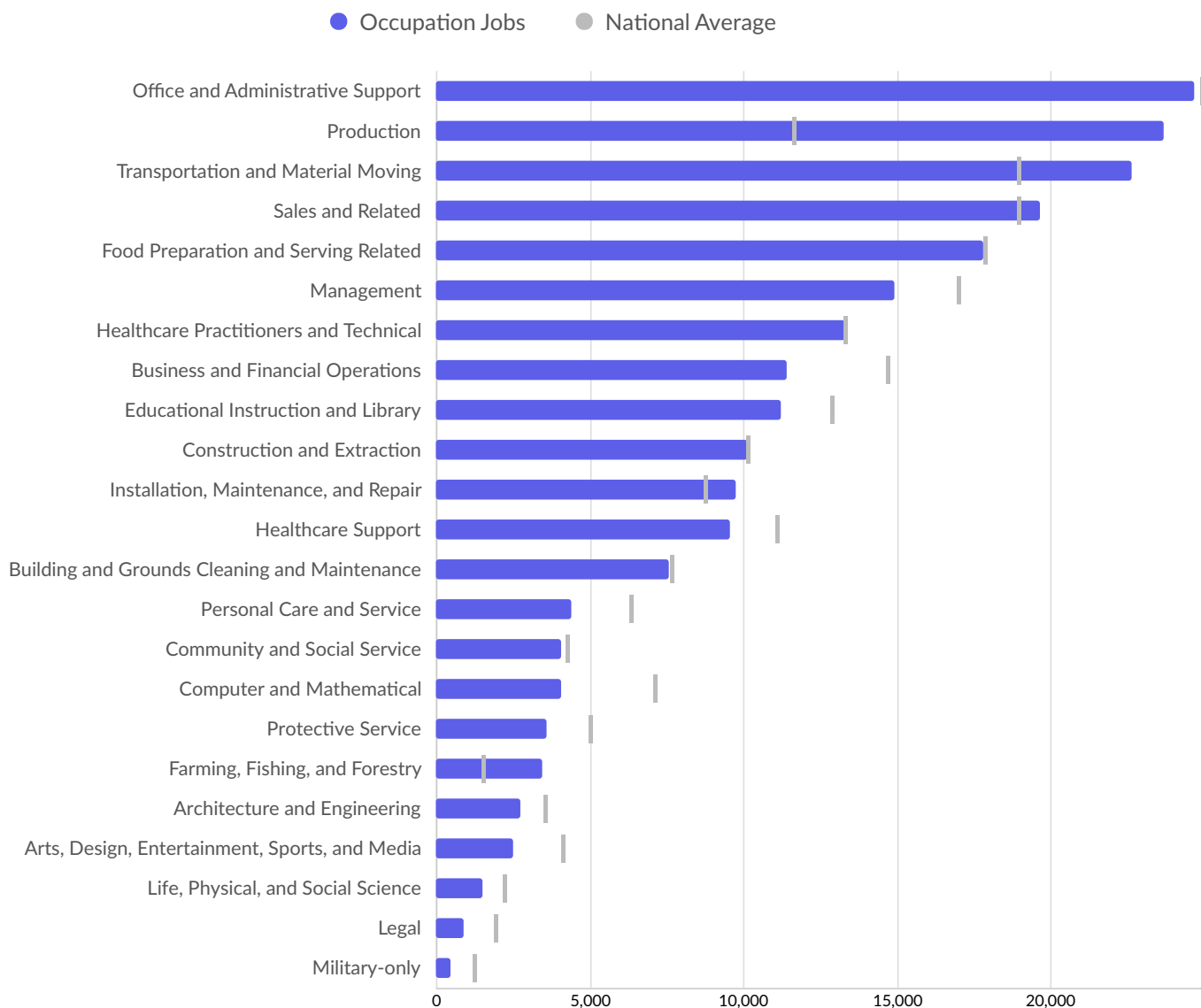


	Percentage	Business Count
1 to 4 employees	35.5%	7,494
5 to 9 employees	28.1%	5,928
10 to 19 employees	21.0%	4,432
20 to 49 employees	11.2%	2,367
50 to 99 employees	2.5%	532
100 to 249 employees	1.2%	249
250 to 499 employees	0.4%	80
500+ employees	0.1%	30

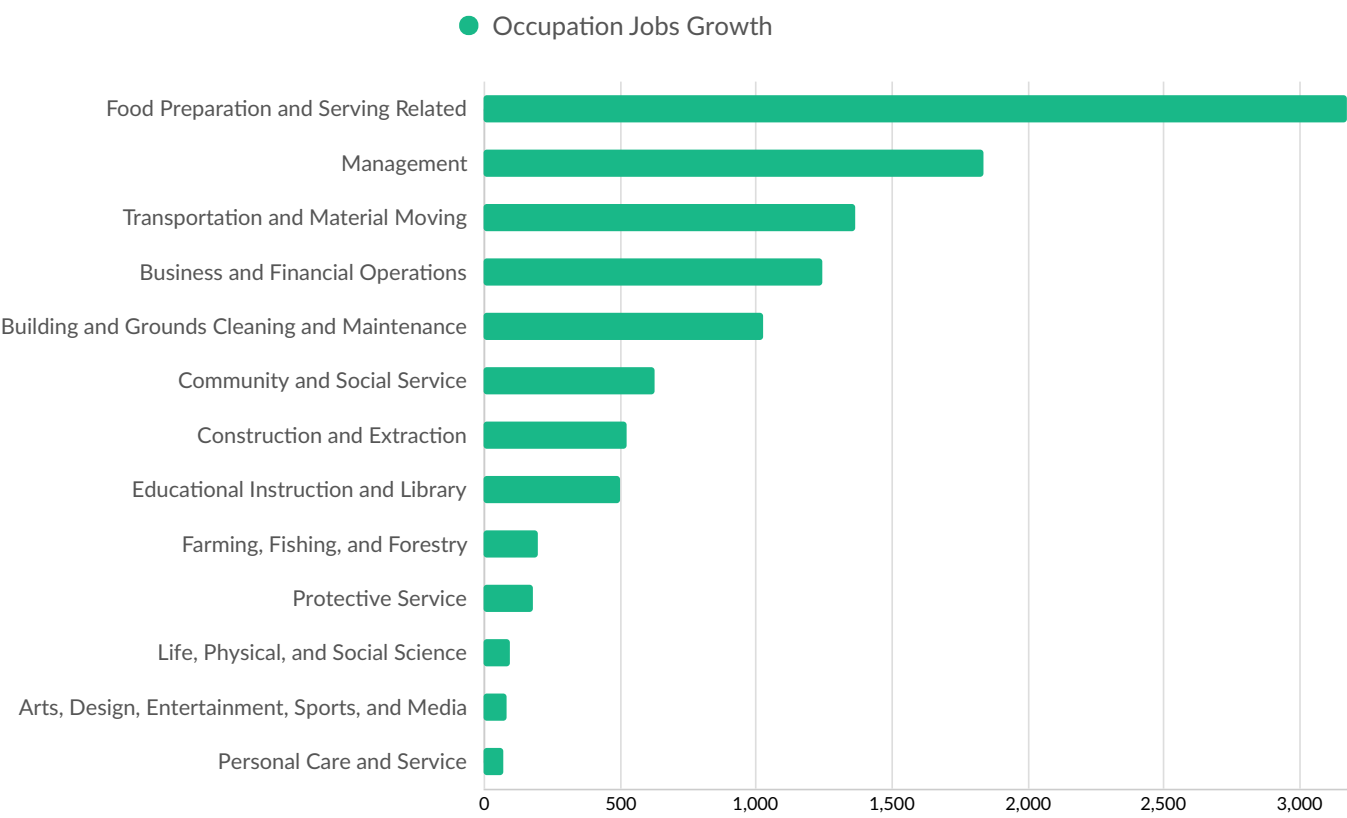
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

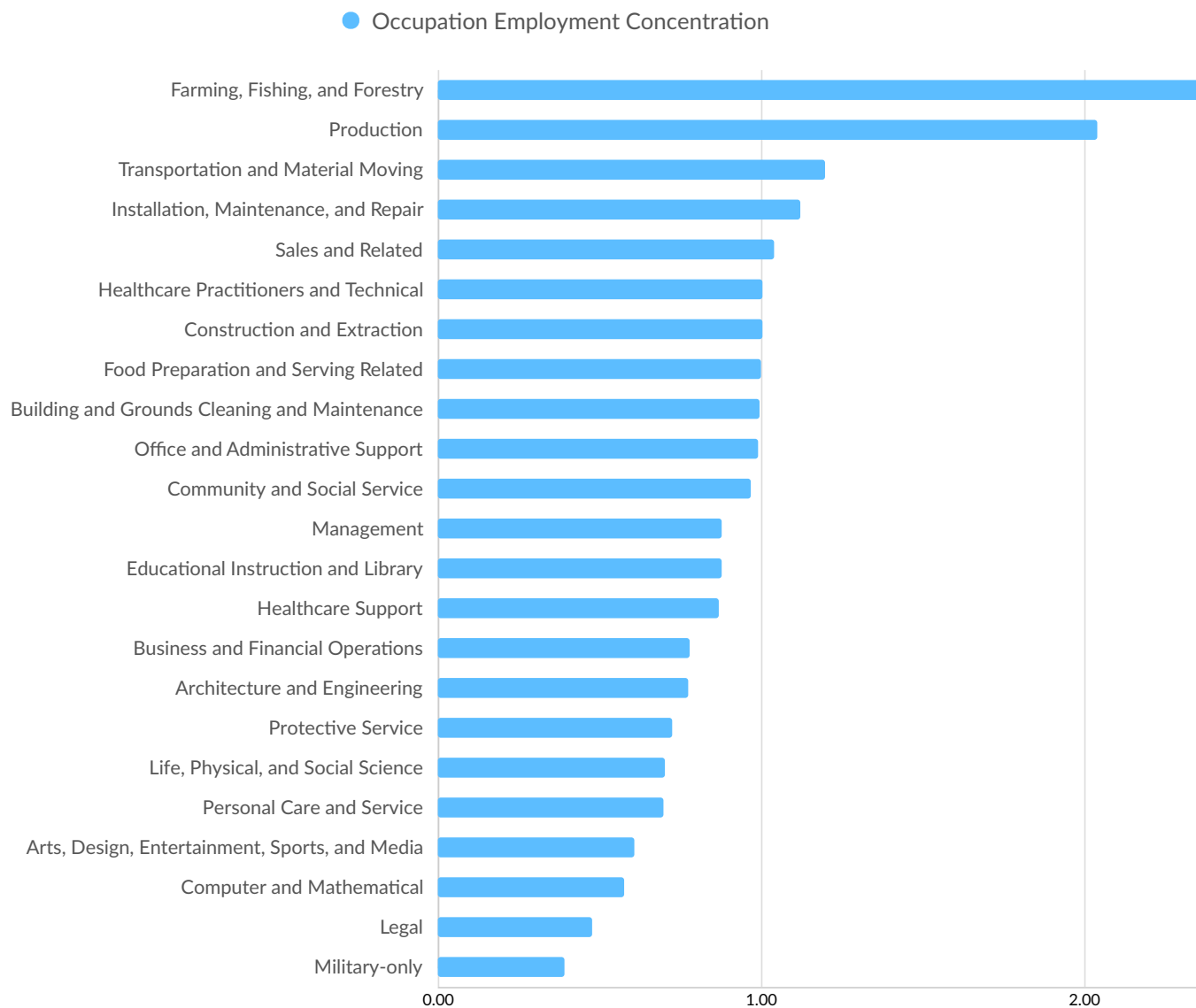
Largest Occupations



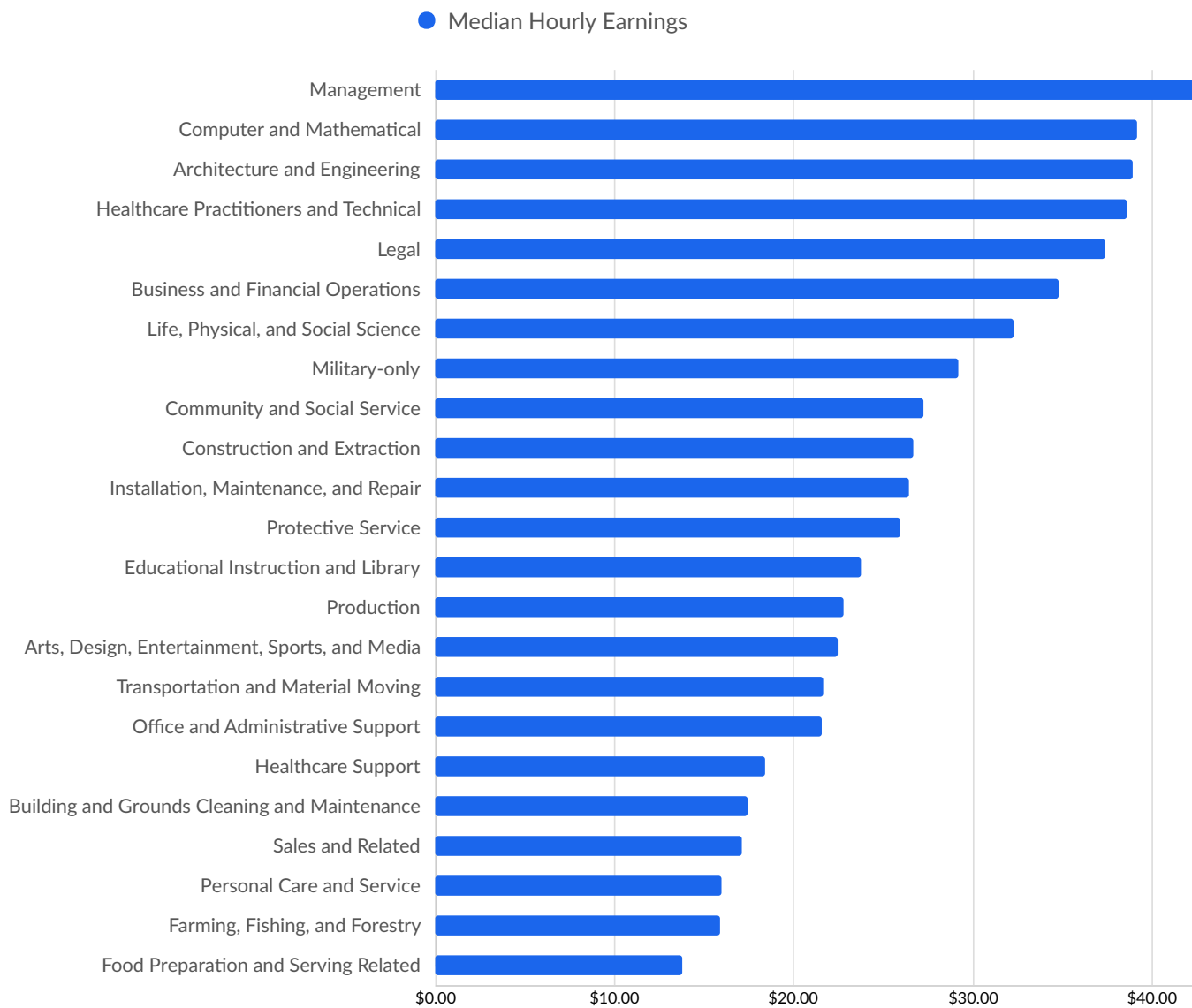
Top Growing Occupations



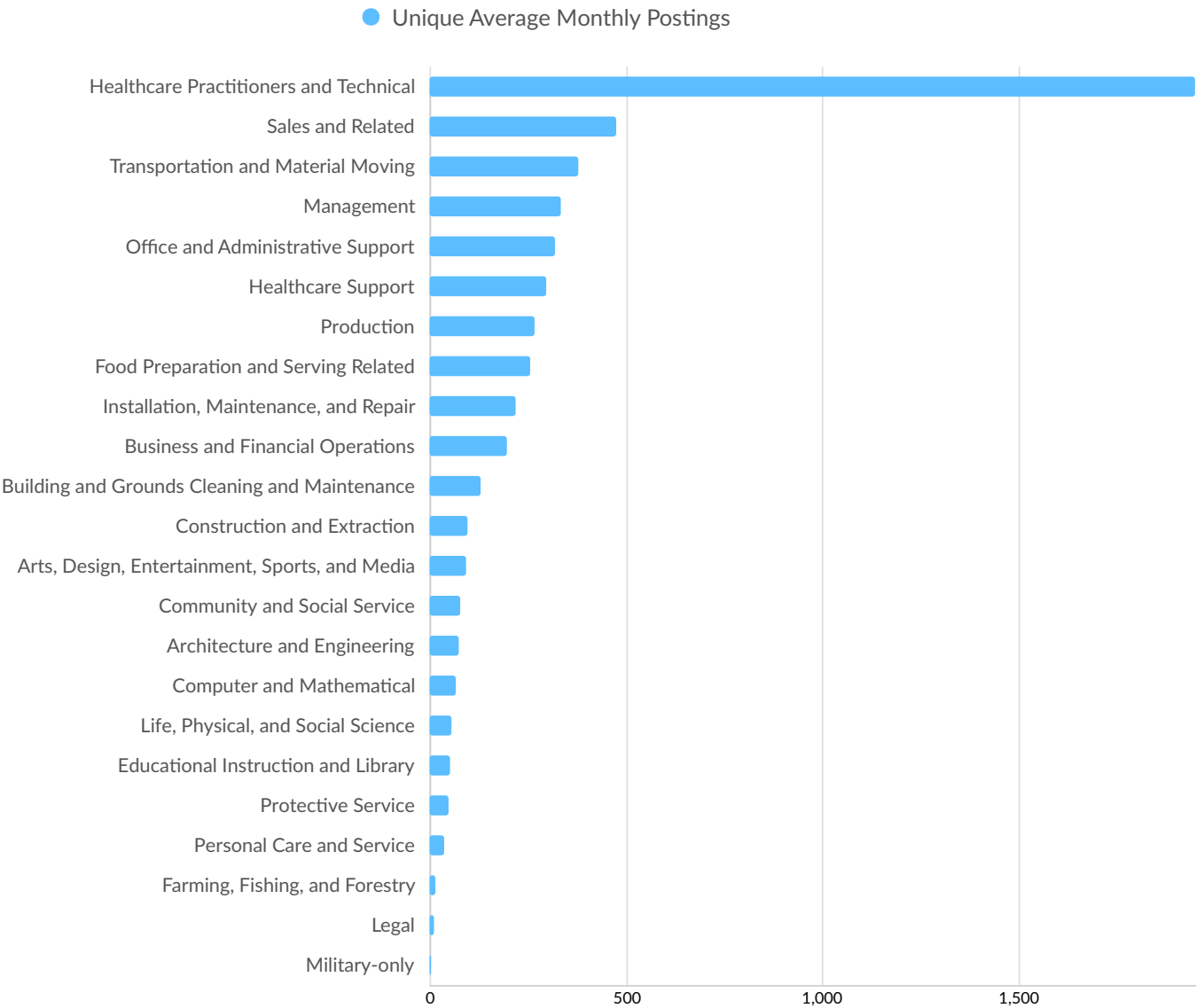
Top Occupation Employment Concentration



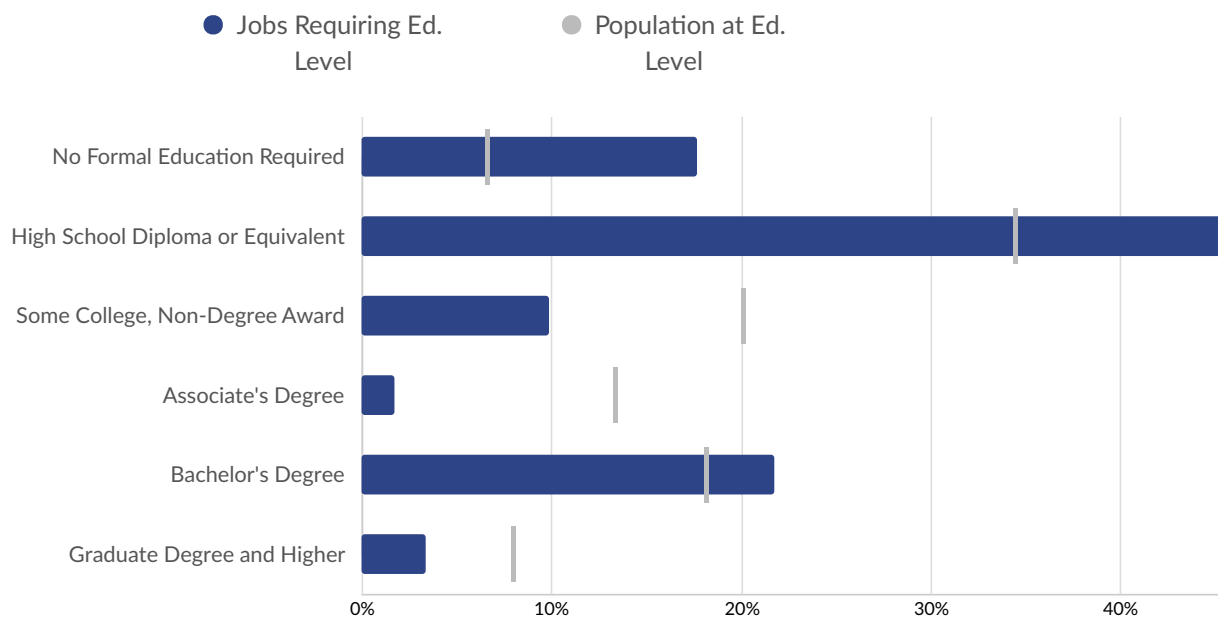
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2024, there were 5,630 graduates in 10 Wisconsin Counties. 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).

School	Total Graduates (2024)		Graduate Trend (2020 - 2024)
Northcentral Technical College	2,071		
University of Wisconsin-Stevens Point	1,922		
Mid-State Technical College	1,205		
Nicolet Area Technical College	380		
State College of Beauty Culture	52		

- Certificate
- Associate's
- Bachelor's
- Master's or Higher

In-Demand Skills

