

NCWRPC

North Central Wisconsin Regional Planning Commission

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Wausau, Wisconsin 54403

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Report Parameters

10 Counties

55001	Adams County, WI
55041	Forest County, WI
55057	Juneau County, WI
55067	Langlade County, WI
55069	Lincoln County, WI
55073	Marathon County, WI
55085	Oneida County, WI
55097	Portage County, WI
55125	Vilas 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

453,239

Population (2025)

Population **grew by 5,033** over the last 5 years and is projected to **grow by 3,660** over the next 5 years.

224,259

Total Regional Employment

Jobs **grew by 6,472** over the last 5 years and are projected to **grow by 1,225** over the next 5 years.

$69.9K

Avg. Earnings Per Job (2025)

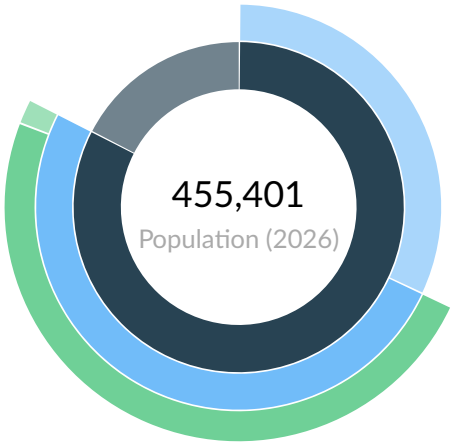
Regional average earnings per job are **$20.7K below** the national average earnings of $90.6K per job.

Takeaways

- As of 2025 the region's population **increased by 1.1%** since 2020, growing by 5,033. Population is expected to **increase by 0.8%** between 2025 and 2030, adding 3,660.
- From 2020 to 2025, jobs **increased by 3.0%** in NCWRPC from 217,787 to **224,259**. This change **fell short of the national growth rate of 10.7% by 7.7%**. As the number of jobs increased, the **labor force participation rate decreased from 62.1% to 59.8% 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** (4.5% 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 (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	455,401	230,289	224,259	99.5	$30.43B	$37.75B	$35.30B
State	5,995,935	3,191,892	3,272,992	100.3	$465.83B	$405.24B	$440.26B

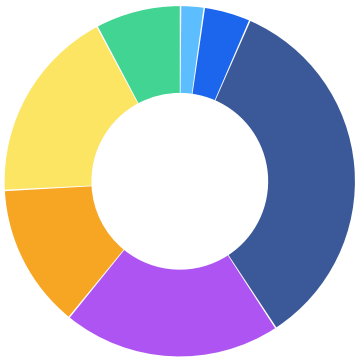
Jul 2026 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	375,679
Not in Labor Force (16+)	145,390
Labor Force	230,289
Employed	222,433
Unemployed	7,856
Under 16, Military, and institutionalized Population	79,722

Educational Attainment

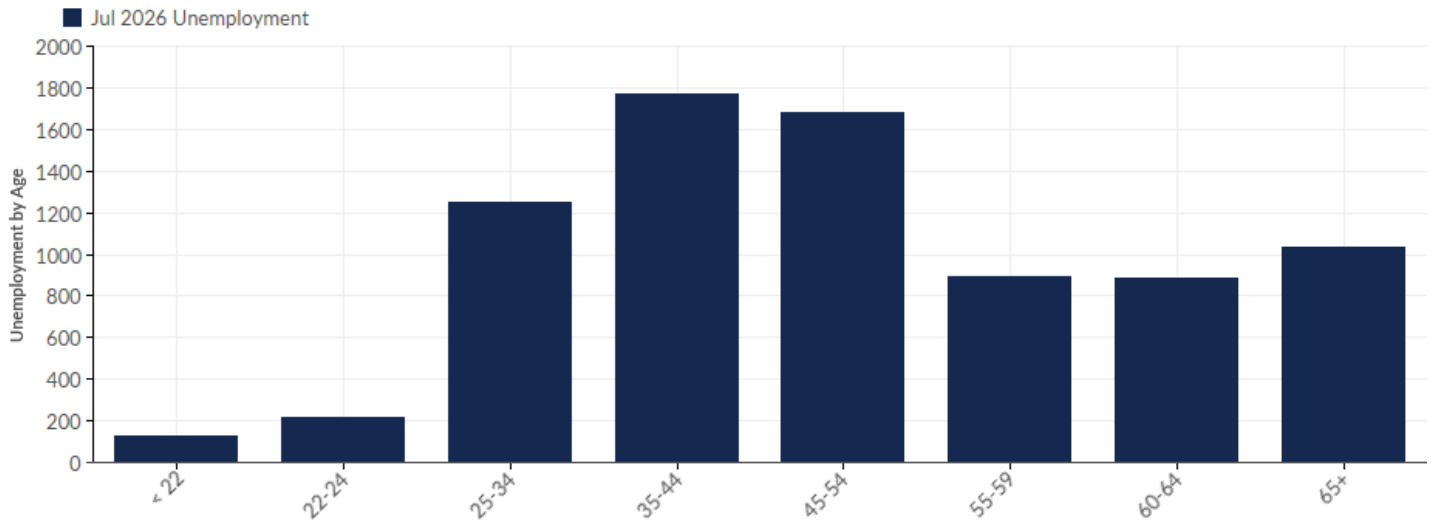
Concerning educational attainment, **18.0% of the selected regions' residents possess a Bachelor's Degree** (3.8% below the national average), and **13.3% hold an Associate's Degree** (4.5% above the national average).



	% of Population	Population
Less Than 9th Grade	2.2%	7,151
9th Grade to 12th Grade	4.3%	14,203
High School Diploma	34.2%	113,022
Some College	20.1%	66,366
Associate's Degree	13.3%	43,895
Bachelor's Degree	18.0%	59,498
Graduate Degree and Higher	7.9%	26,014

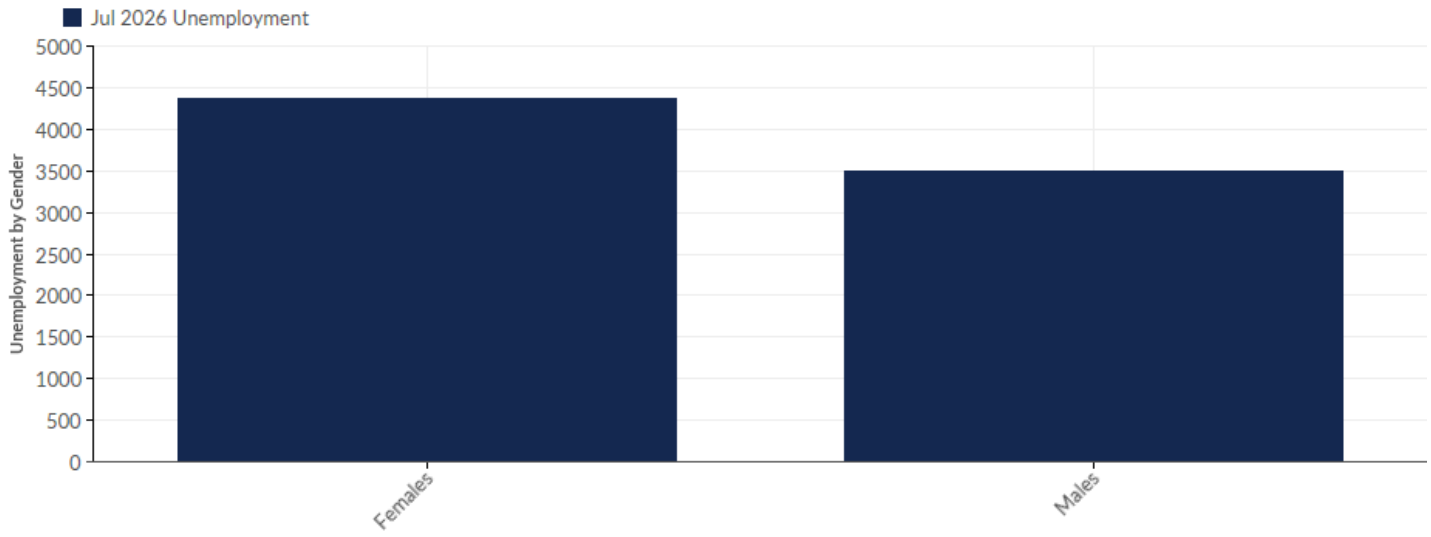
Unemployment by Demographics

Unemployment by Age



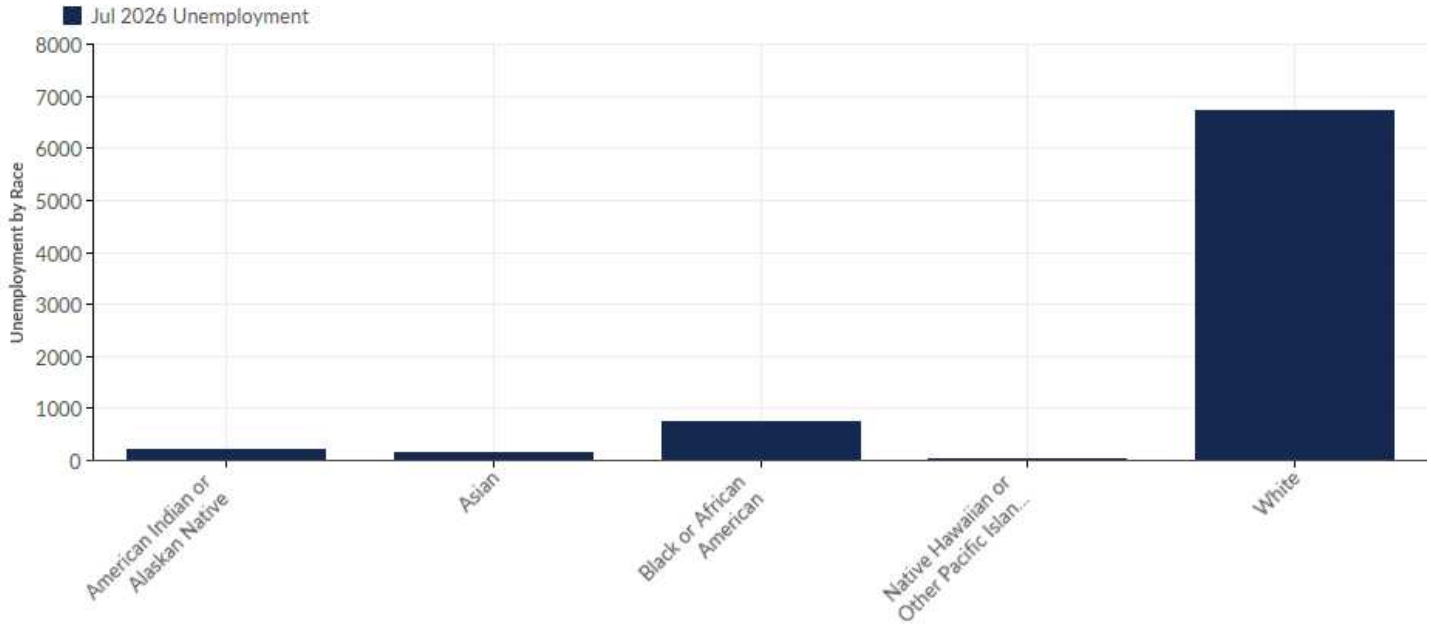
Age	Unemployment (Jul 2026)	% of Unemployed
< 22	130	1.65%
22-24	212	2.70%
25-34	1,252	15.94%
35-44	1,772	22.56%
45-54	1,680	21.38%
55-59	894	11.38%
60-64	883	11.24%
65+	1,033	13.15%
Total	7,856	100.00%

Unemployment by Gender



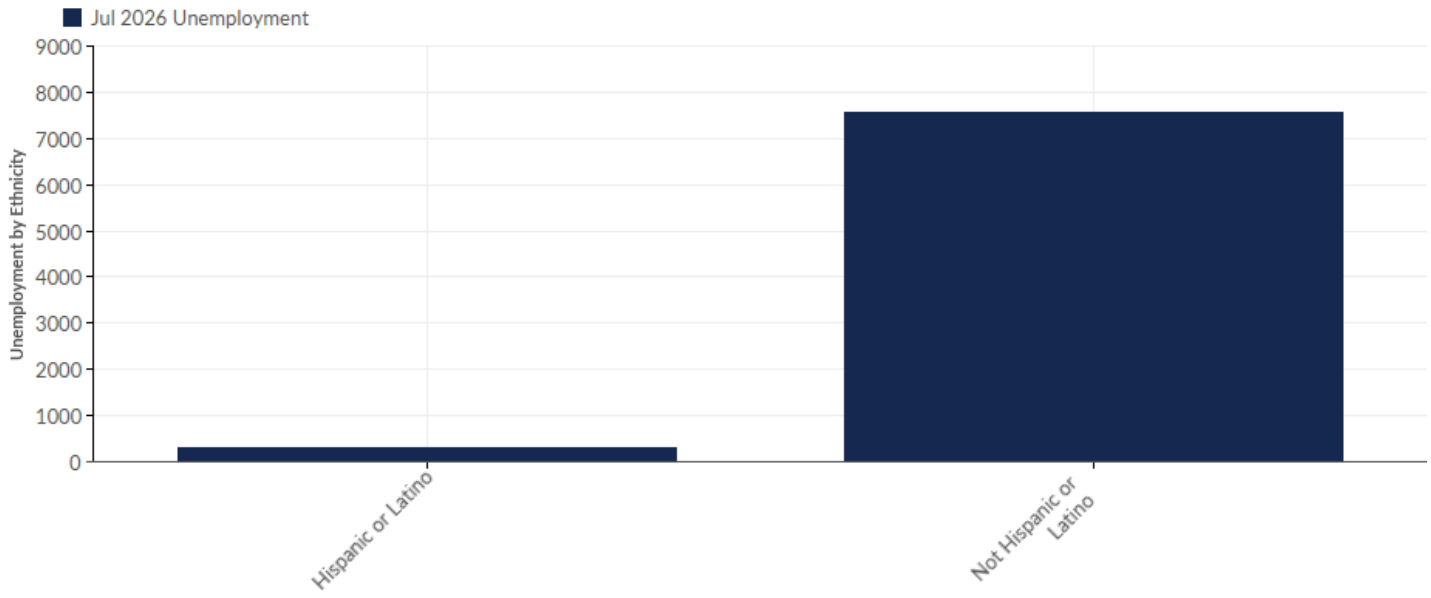
Gender		Unemployment (Jul 2026)	% of Unemployed
Females		4,370	55.63%
Males		3,486	44.37%
	Total	7,856	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	207	2.63%
Asian	155	1.97%
Black or African American	741	9.43%
Native Hawaiian or Other Pacific Islander	18	0.23%
White	6,736	85.74%
Total	7,856	100.00%

Unemployment by Ethnicity

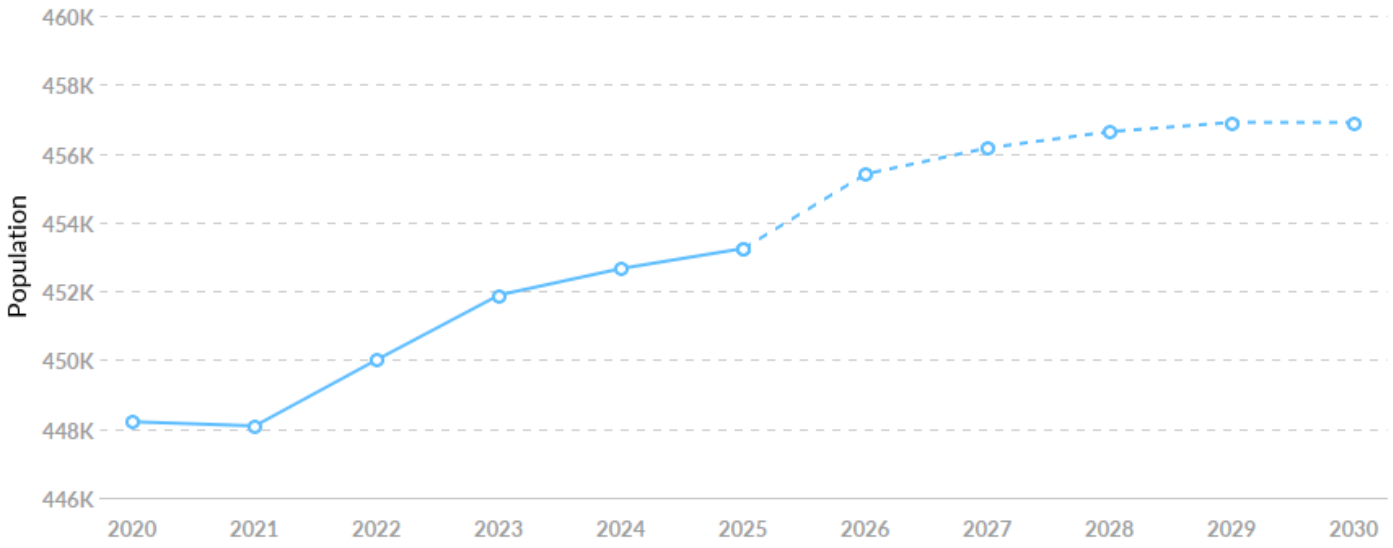


Ethnicity		Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino		292	3.72%
Not Hispanic or Latino		7,564	96.28%
	Total	7,856	100.00%

Historic & Projected Trends

Population Trends

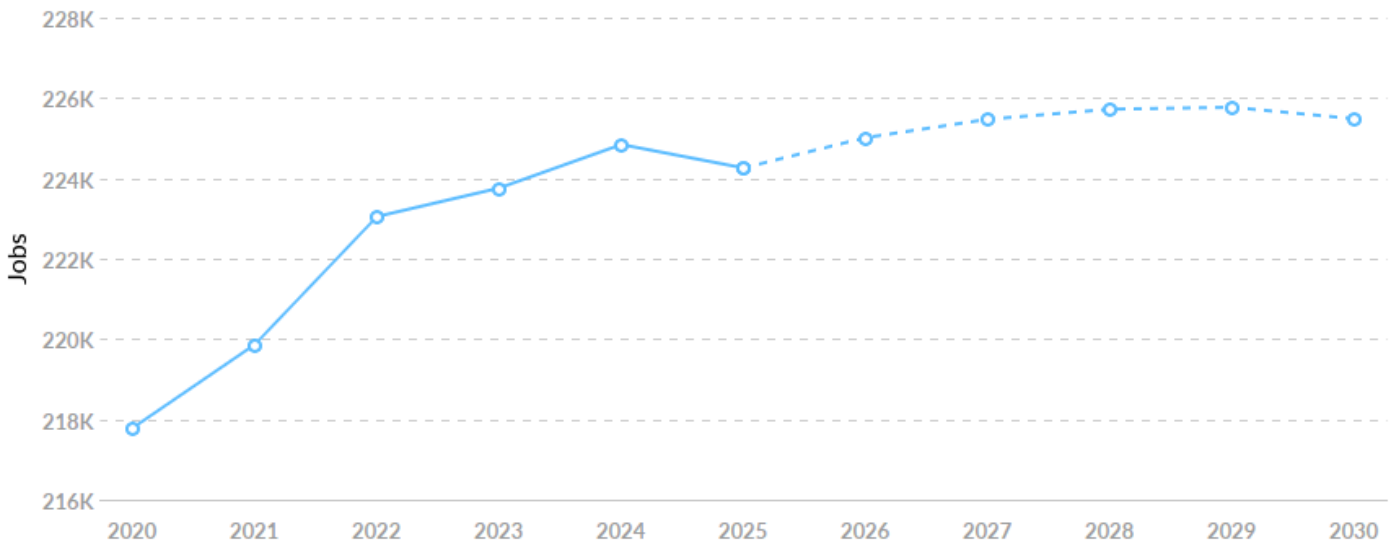
As of 2025 the region's population **increased by 1.1%** since 2020, growing by 5,033. Population is expected to **increase by 0.8%** between 2025 and 2030, adding 3,660.



Timeframe	Population
2020	448,206
2021	448,085
2022	450,011
2023	451,888
2024	452,657
2025	453,239
2026	455,401
2027	456,159
2028	456,632
2029	456,901
2030	456,899

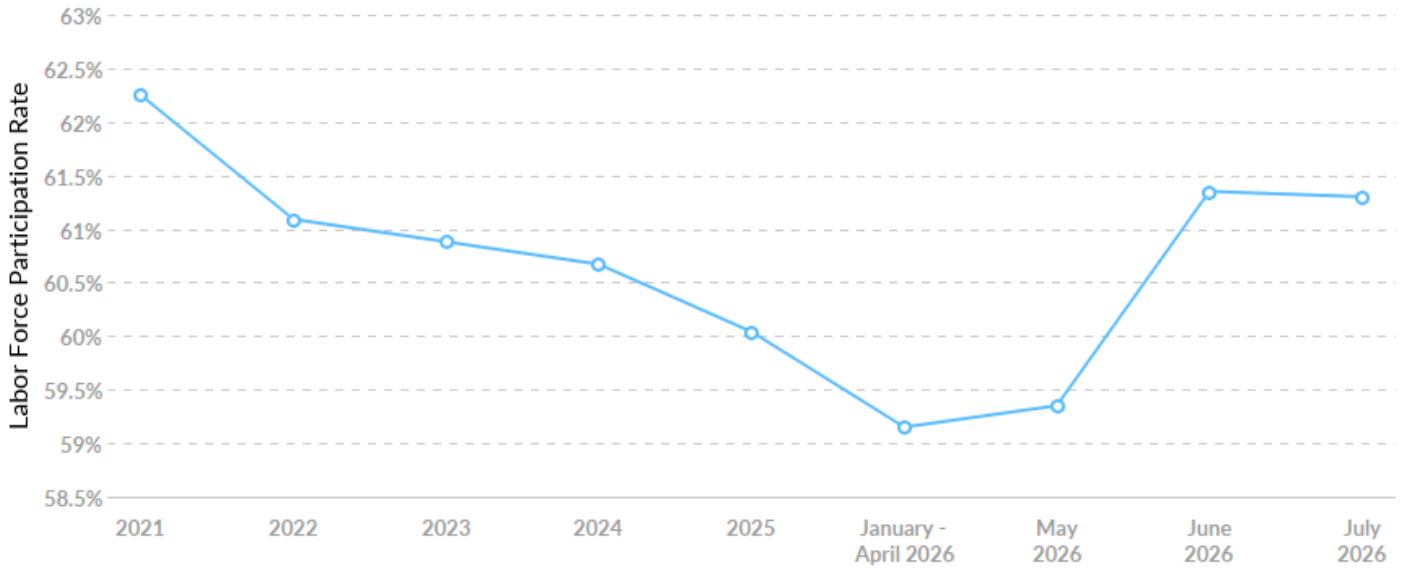
Job Trends

From 2020 to 2025, jobs **increased by 3.0%** in NCWRPC from 217,787 to **224,259**. This change **fell short of the national growth rate of 10.7% by 7.7%**.



Timeframe	Jobs
2020	217,787
2021	219,864
2022	223,048
2023	223,759
2024	224,842
2025	224,259
2026	225,013
2027	225,471
2028	225,721
2029	225,769
2030	225,483

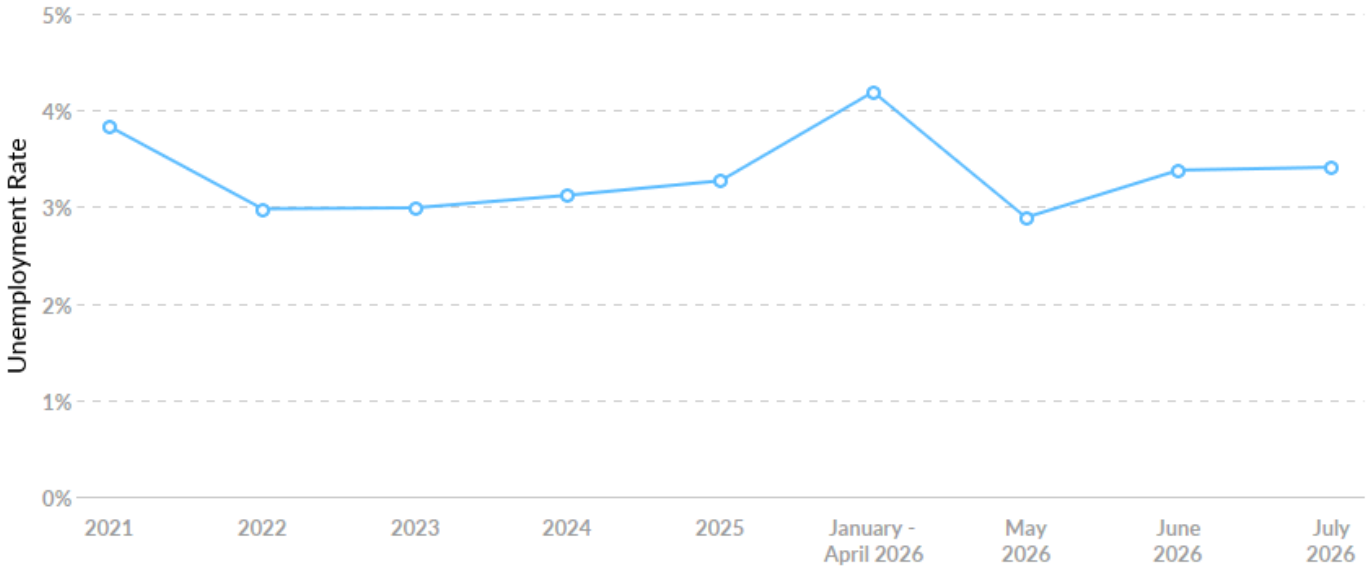
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	62.25%
2022	61.09%
2023	60.88%
2024	60.67%
2025	60.04%
January - April 2026	59.15%
May 2026	59.35%
June 2026	61.35%
July 2026	61.30%

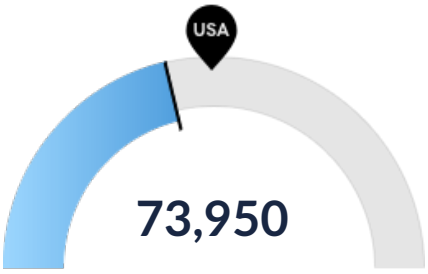
Unemployment Rate Trends

Your areas had a July 2026 unemployment rate of 3.41%, **decreasing from 3.83%** 5 years before.



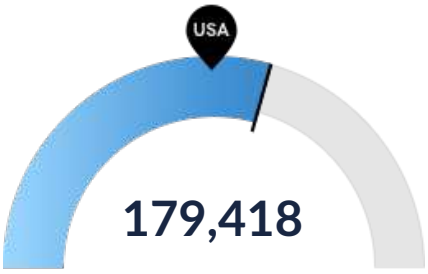
Timeframe	Unemployment Rate
2021	3.83%
2022	2.98%
2023	2.99%
2024	3.12%
2025	3.27%
January - April 2026	4.19%
May 2026	2.89%
June 2026	3.38%
July 2026	3.41%

Population Characteristics



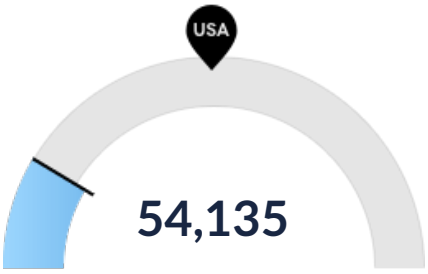
Millennials

Your area has 73,950 millennials (ages 25-39). The national average for an area this size is 92,476.



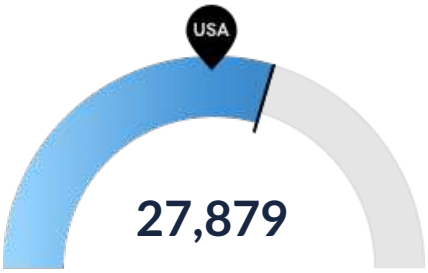
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 140,310 people 55 or older, while there are 179,418 here.



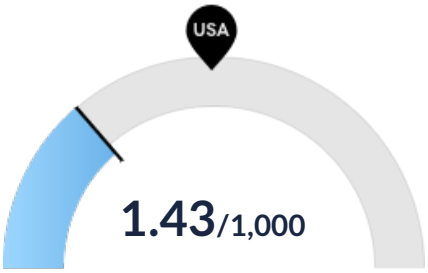
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 198,938 racially diverse people, while there are 54,135 here.



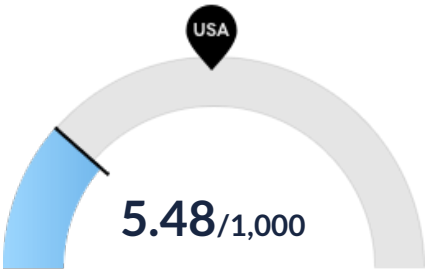
Veterans

Your area has 27,879 veterans. The national average for an area this size is 21,549.



Violent Crime

Your area has 1.43 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

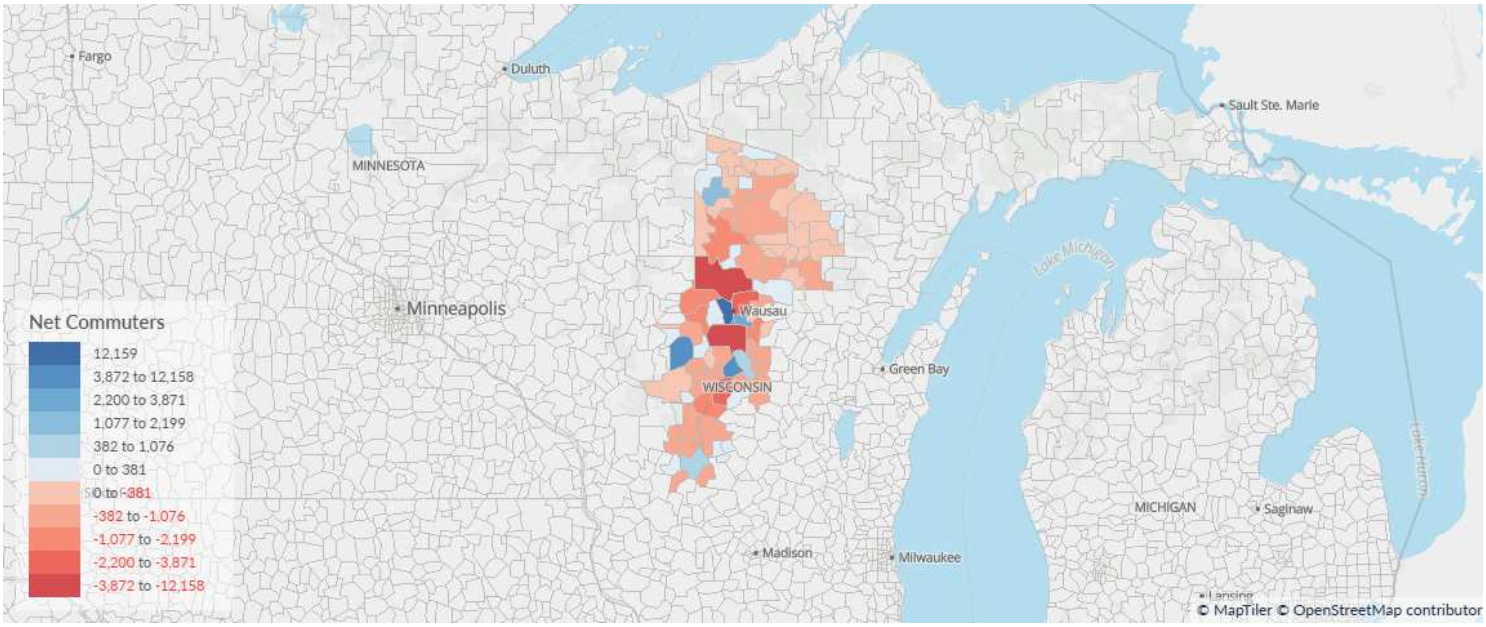


Property Crime

Your area has 5.48 property crimes per 1,000 people. The national rate is 14.58 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...	28,504
54481	Stevens Point, WI (in Po...	18,937
54449	Marshfield, WI (in Woo...	17,209
54476	Schofield, WI (in Marath...	13,636
54494	Wisconsin Rapids, WI (i...	11,369

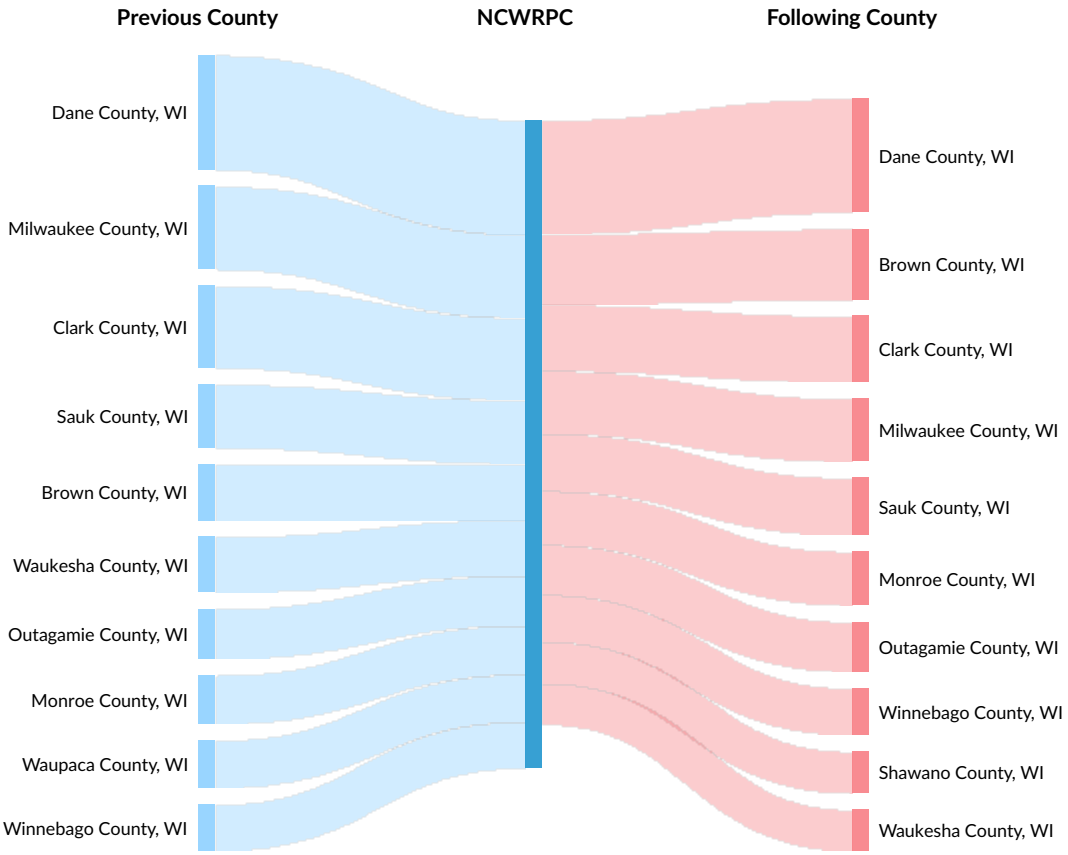
Where Talent Lives

ZIP	Name	2025 Workers
54401	Wausau, WI (in Maratho...	16,345
54481	Stevens Point, WI (in Po...	14,505
54494	Wisconsin Rapids, WI (i...	13,950
54403	Wausau, WI (in Maratho...	12,918
54449	Marshfield, WI (in Woo...	12,582

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



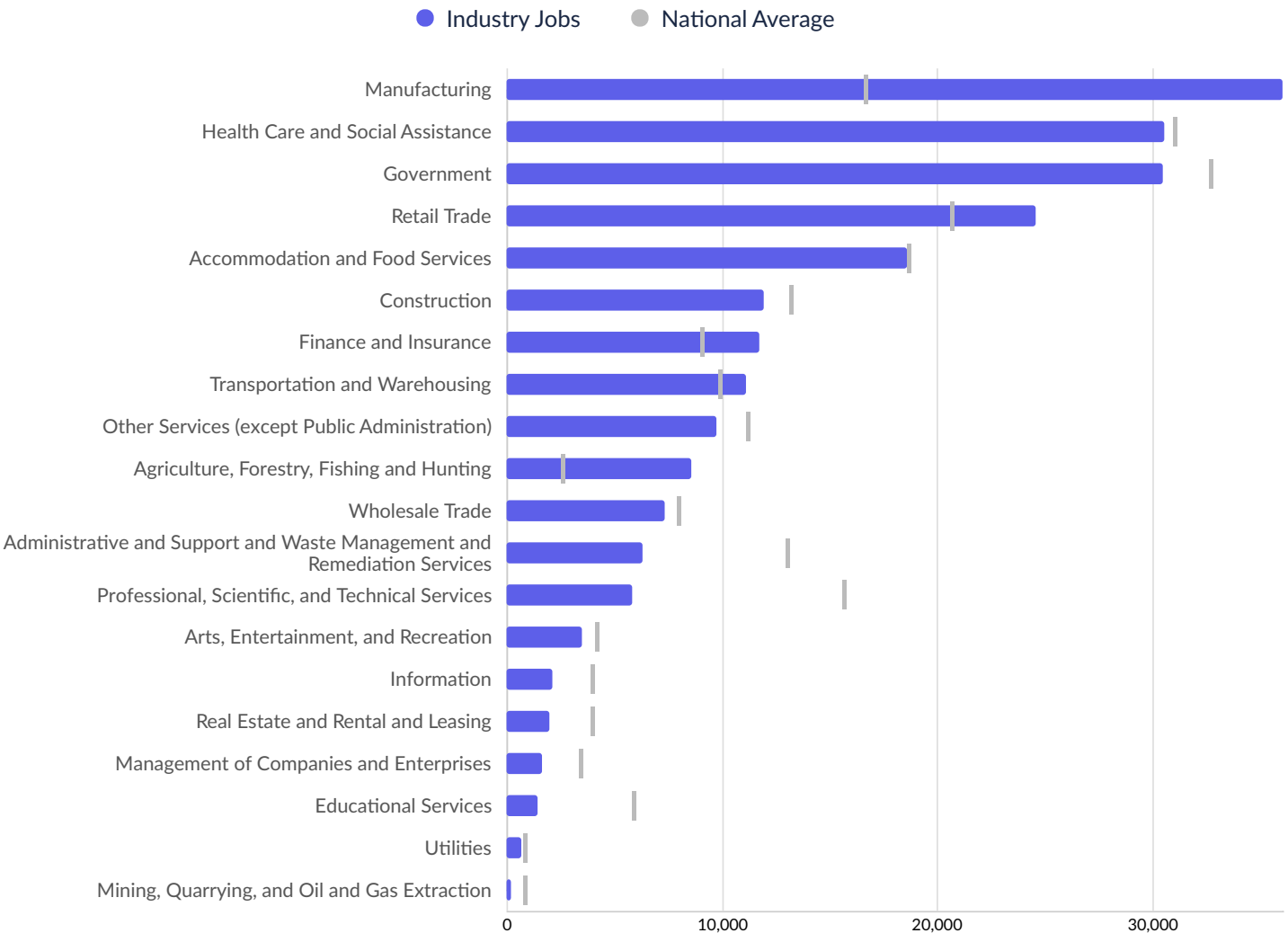
Top Previous Counties	Migrations
Dane County, WI	621
Milwaukee County, WI	449
Clark County, WI	445
Sauk County, WI	343
Brown County, WI	304
Waukesha County, WI	301

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

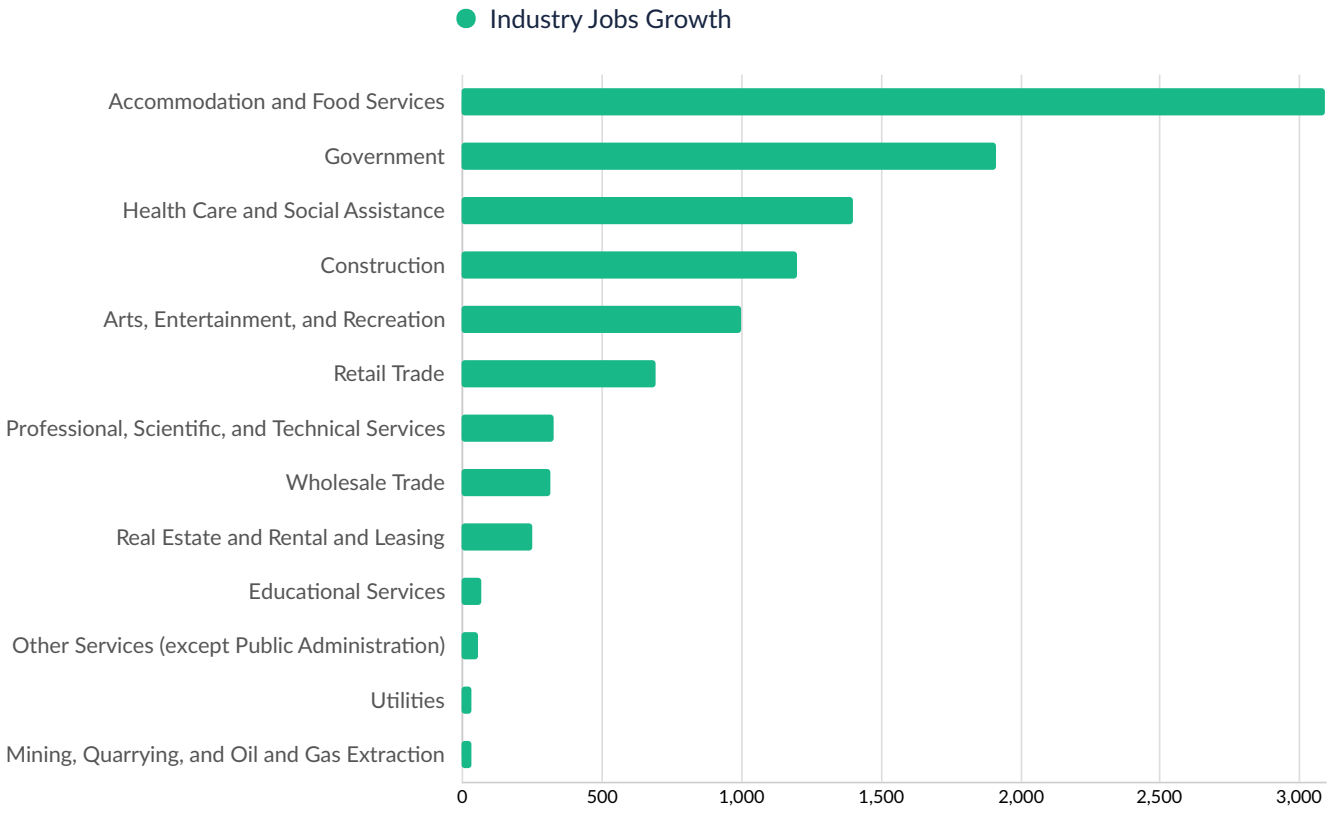
Top Following Counties	Migrations
Dane County, WI	617
Brown County, WI	382
Clark County, WI	358
Milwaukee County, WI	341
Sauk County, WI	309
Monroe County, WI	291
Outagamie County, WI	270
Winnebago County, WI	254
Shawano County, WI	226
Waukesha County, WI	223
La Crosse County, WI	220
Waupaca County, WI	219
Hennepin County, MN	210
Columbia County, WI	178
Eau Claire County, WI	165

Industry Characteristics

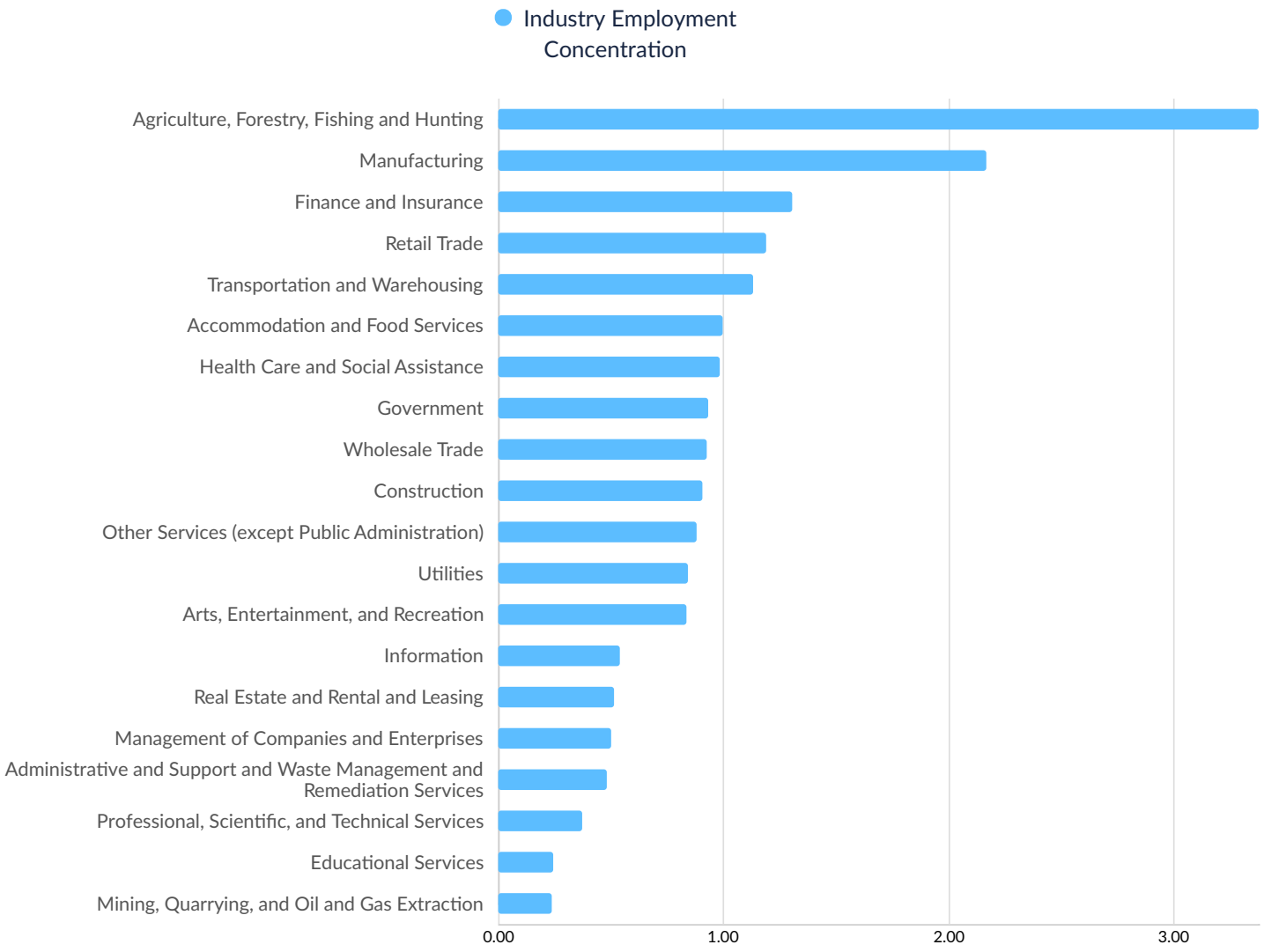
Largest Industries



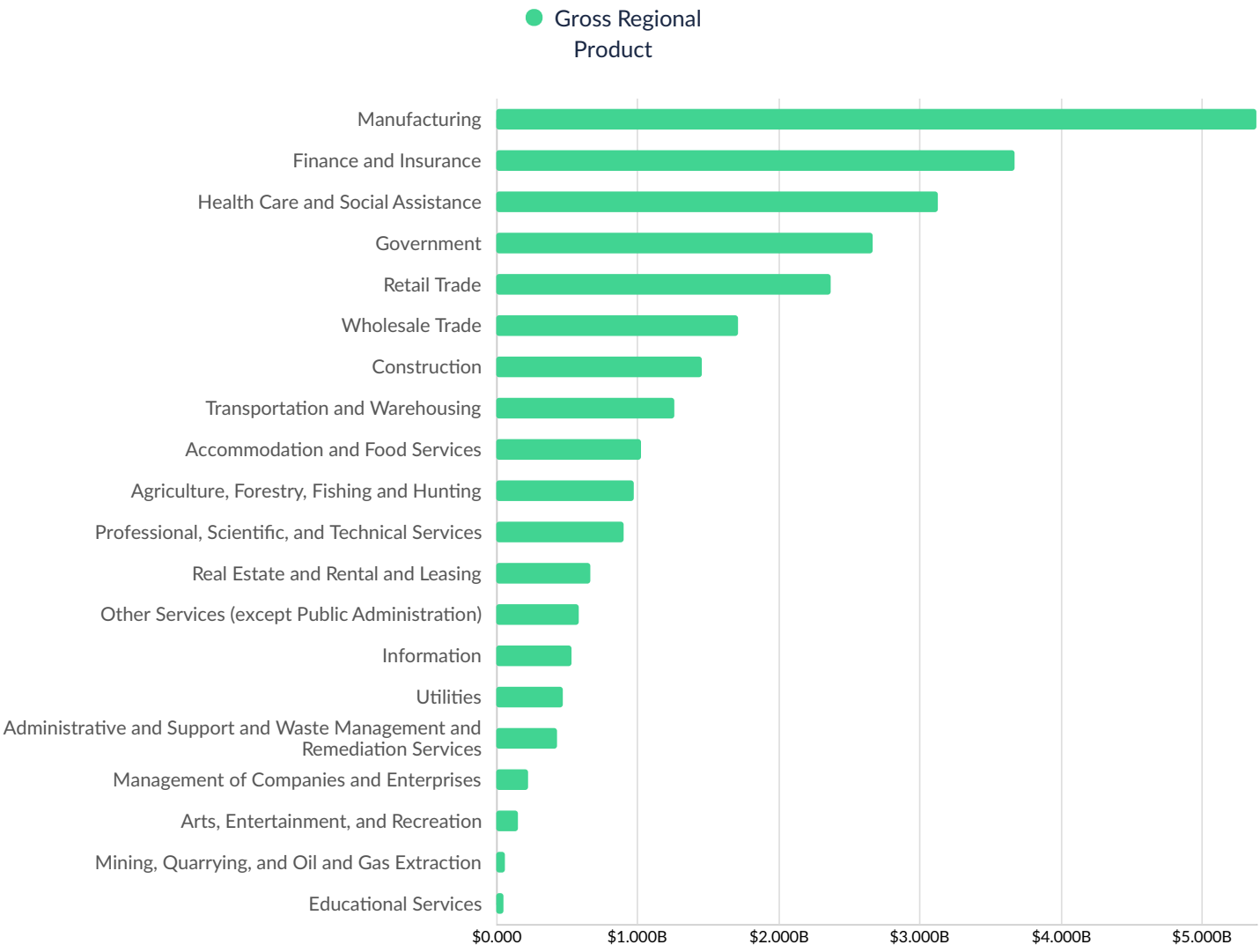
Top Growing Industries



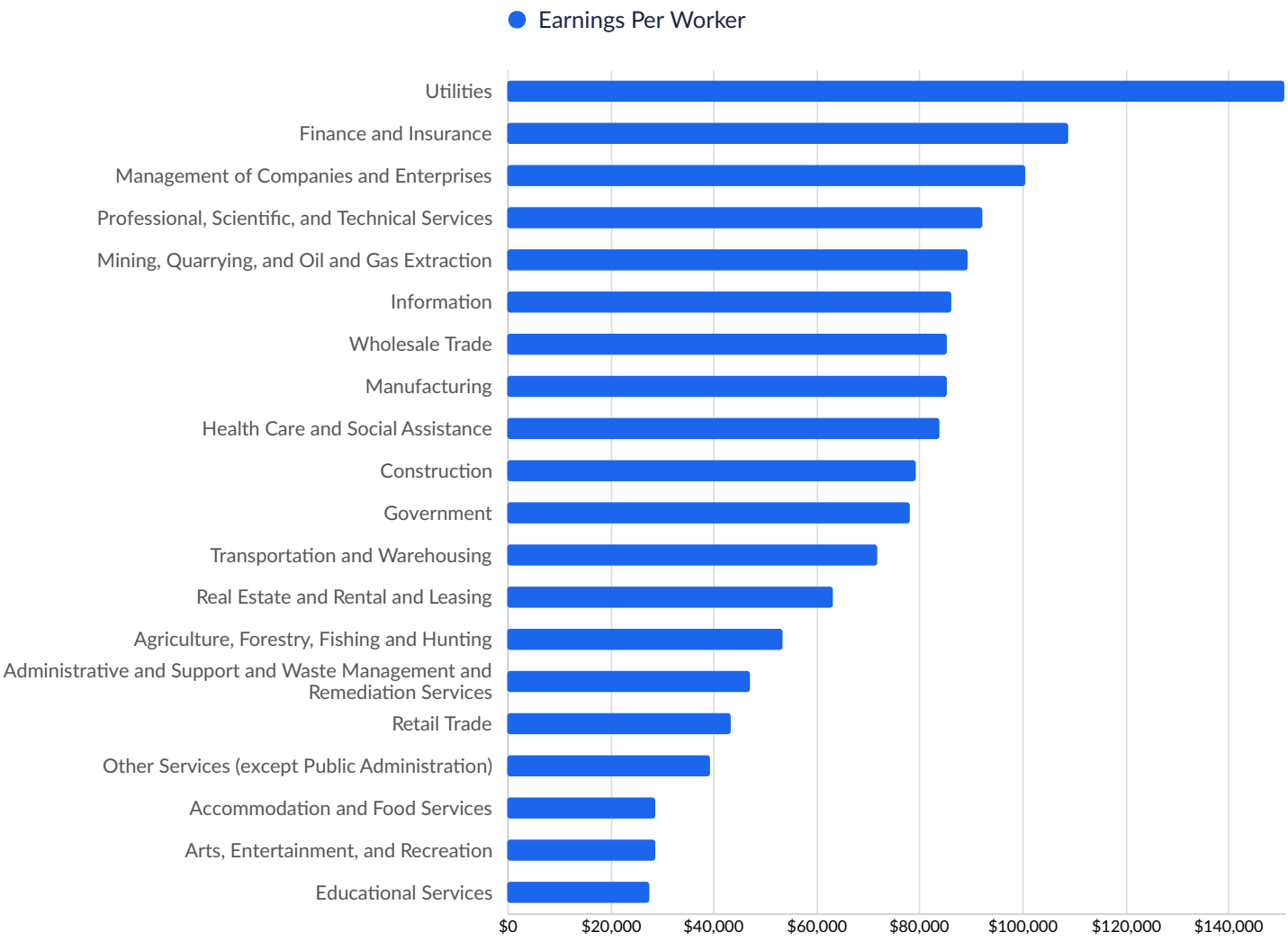
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

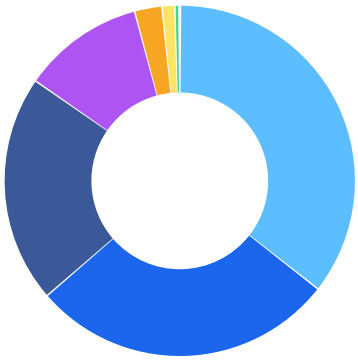
28,590 Companies Employ Your Workers

Online profiles for your workers mention 28,590 companies as employers, with the top 10 appearing below. In the last 12 months, 4,242 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Marshfield Clinic	2,441
Sentry	1,870
Aspirus	1,795
University of Wisconsin-Steven...	1,446
State of Wisconsin	648
Ministry Health Care	627
Church Mutual Insurance Comp...	450
Greenheck	417
Skyward	372
Stevens Point Area Public Schoo...	372

Top Companies Posting	Unique Postings
Aspirus	2,710
Marshfield Clinic	2,195
CompHealth	1,082
Weatherby Healthcare	862
Aya Healthcare	718
Vetted Health	601
Soliant Health	592
Kroger	588
Pick And Save	460
Supplemental Health Care	445

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.*

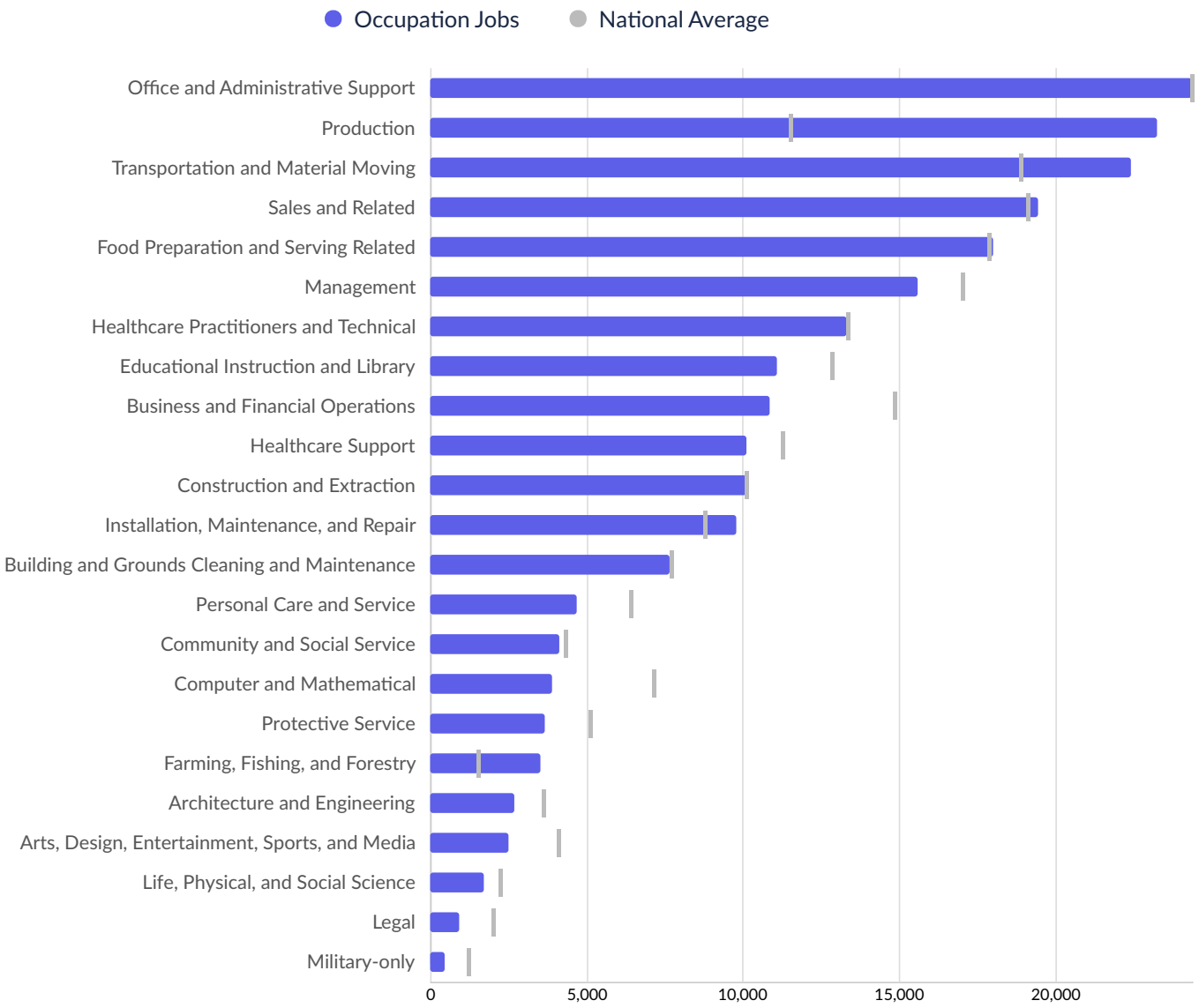
Layoff Activity (Reported WARN Notices)

The table below shows the 50 most recent WARN records for the past 12 months. Since WARN notices can include both new notices and revisions to previously reported notices, duplicate records may be reflected in the table. Layoff data is based on employer-filed WARN notices and does not respond to occupation filters. Please see the knowledge base article to learn more.

Region	Company	Event Date	Employees Affected
Wood	Foremost Farms USA	08-24-2026	68
Lincoln	Samuel Pressure Vessel Group	08-05-2026	76
Wood	Prince	12-19-2025	80

Workforce Characteristics

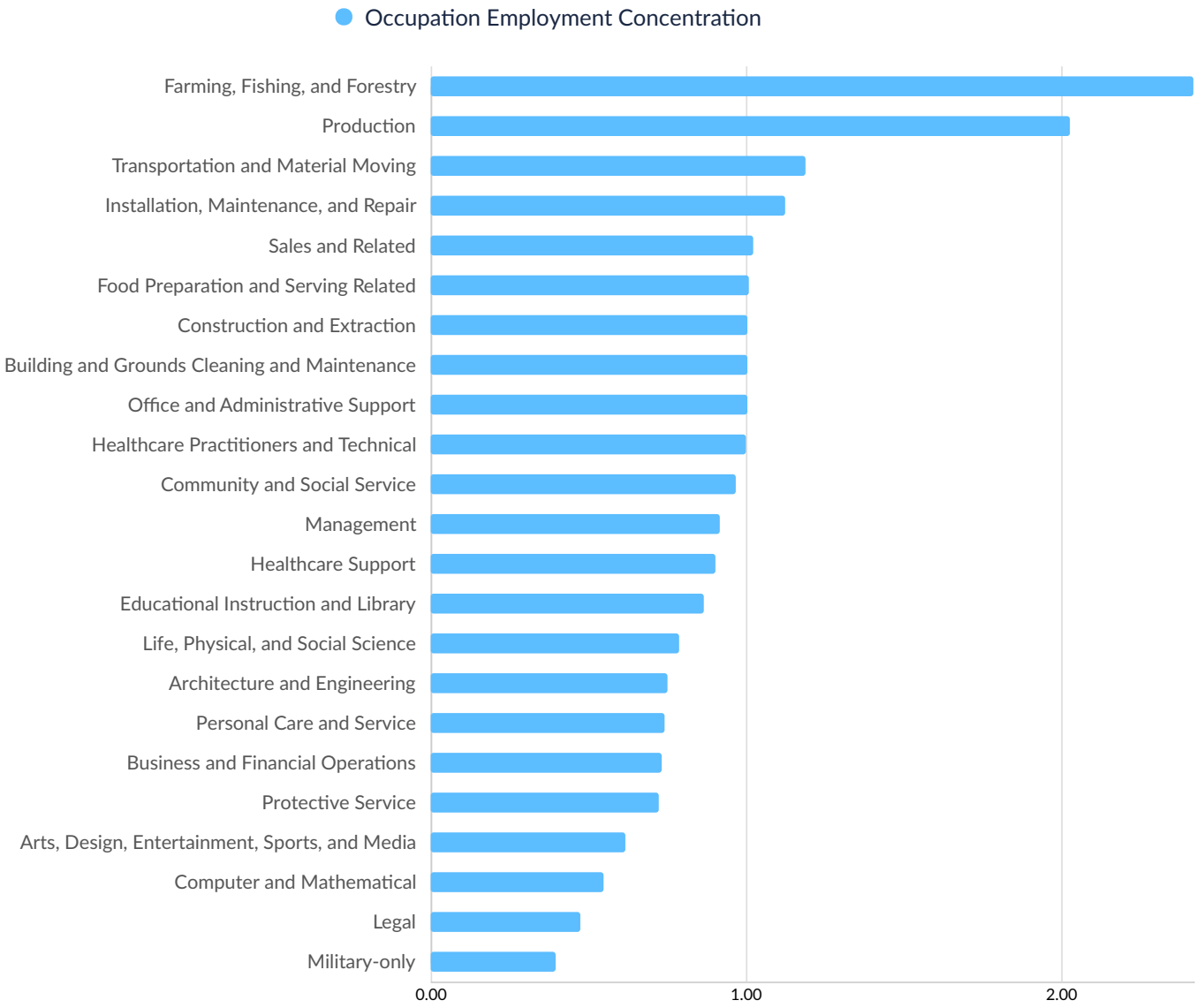
Largest Occupations



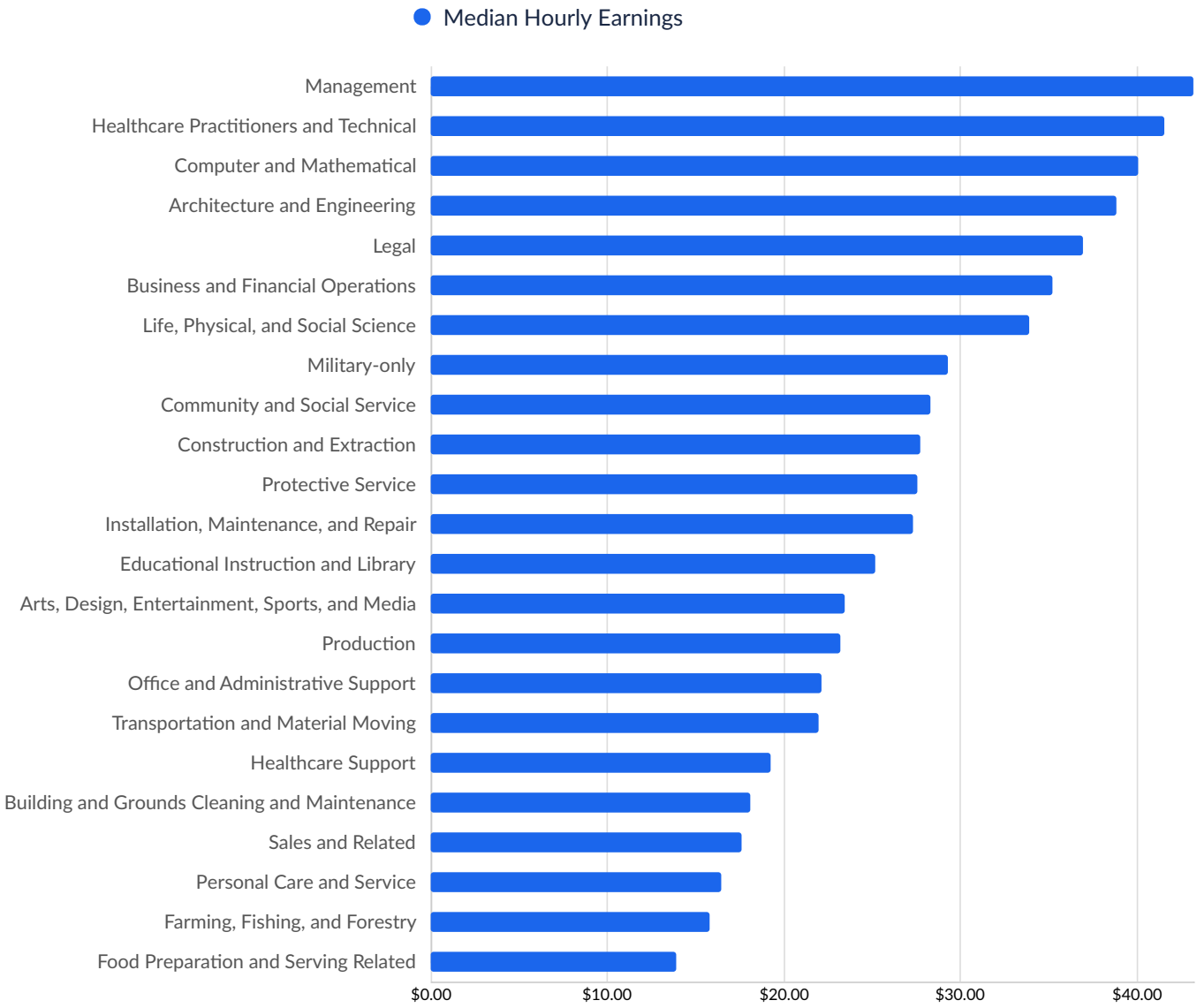
Top Growing Occupations



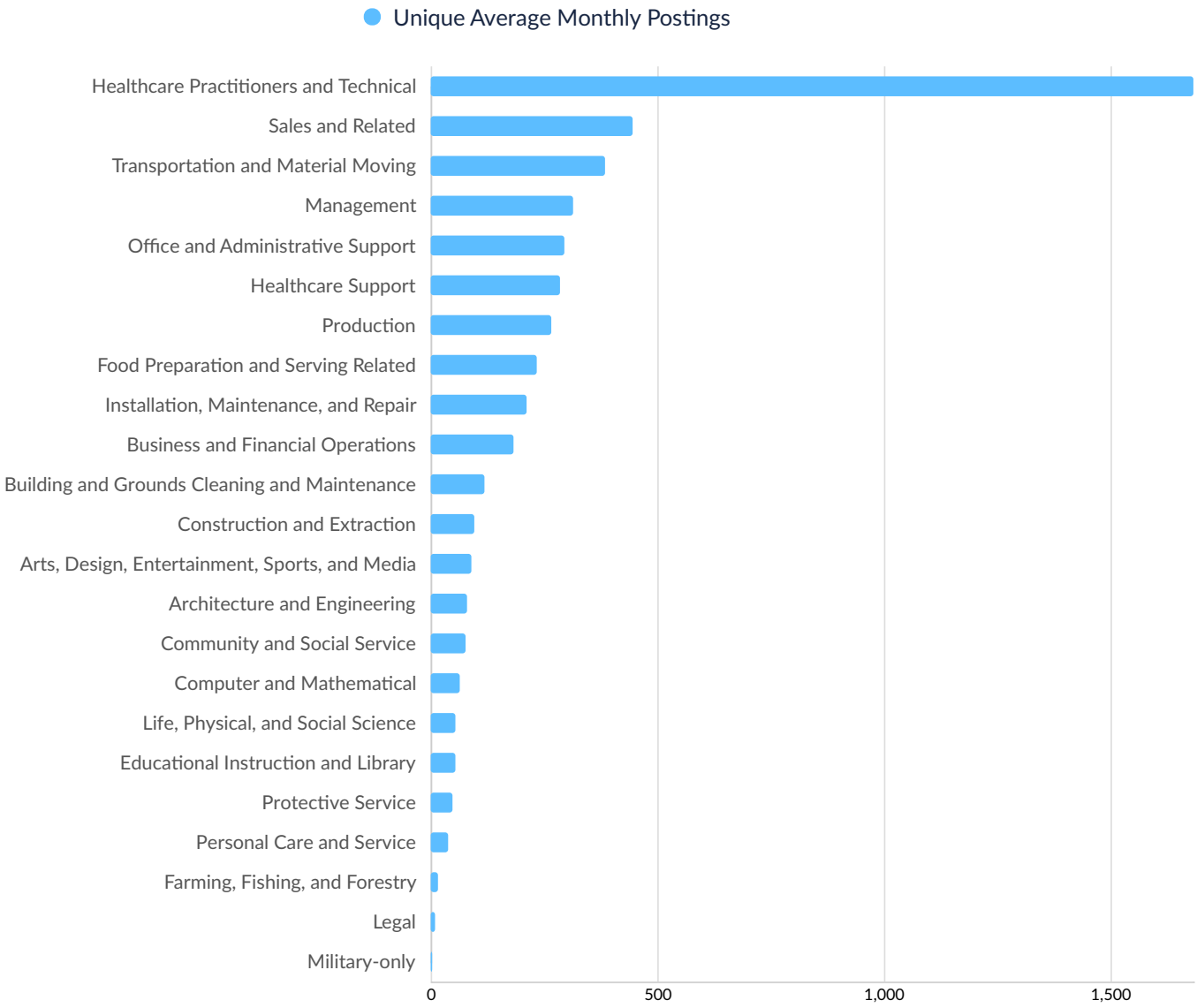
Top Occupation Employment Concentration



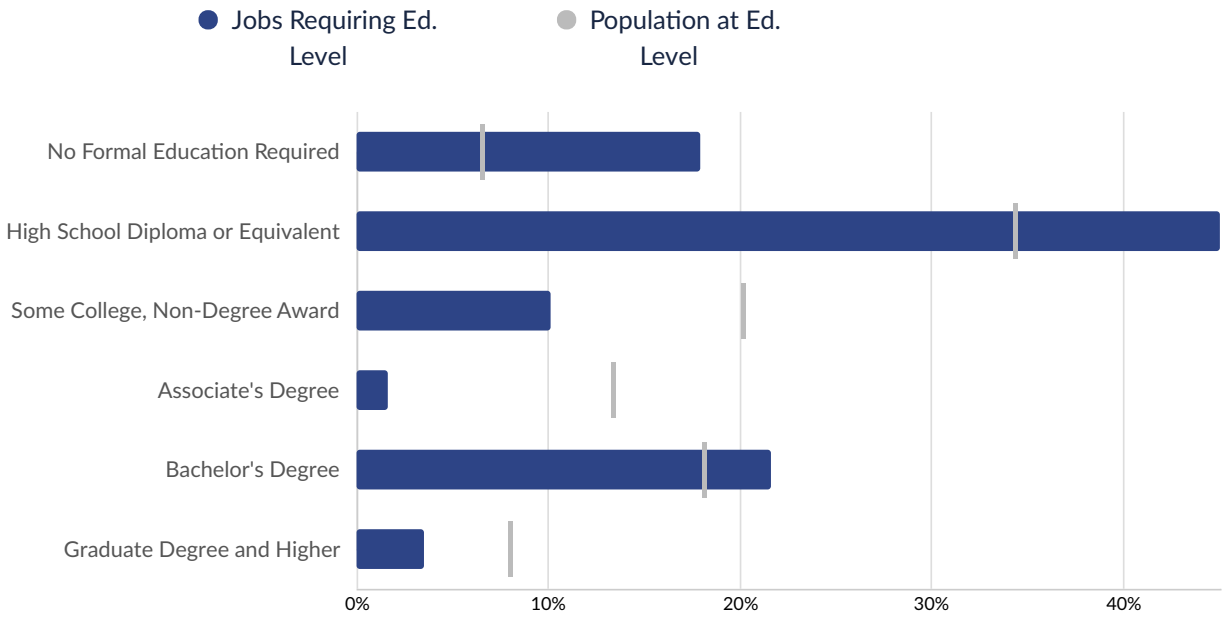
Top Occupation Earnings



Top Posted Occupations

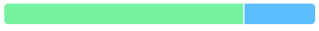


Underemployment



Educational Pipeline

In 2025, there were 5,629 graduates in NCWRPC. This pipeline has shrunk by 6% over the last 5 years. The highest share of these graduates come from "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate), and "Welding Technology/Welder" (Certificate).

School	Total Graduates (2025)		Graduate Trend (2021 - 2025)
University of Wisconsin-Stevens Point	2,069		
Northcentral Technical College	1,959		
Mid-State Technical College	1,185		
Nicolet Area Technical College	359		
State College of Beauty Culture	57		

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

In-Demand Skills

