



Labor Shed



200 Washington St Ste 120
Wausau, Wisconsin 54403-5530

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

Report Parameters

8 Counties

55019	Clark County, WI	55097	Portage County, WI
55067	Langlade County, WI	55115	Shawano County, WI
55069	Lincoln County, WI	55119	Taylor County, WI
55073	Marathon 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

428,155

Population (2022)

Population **grew by 6,252** over the last 5 years and is projected to **grow by 7,702** over the next 5 years.

204,213

Total Regional Employment

Jobs **decreased by 6,144** over the last 5 years but are projected to **grow by 4,039** over the next 5 years.

\$62.8K

Avg. Earnings Per Job (2022)

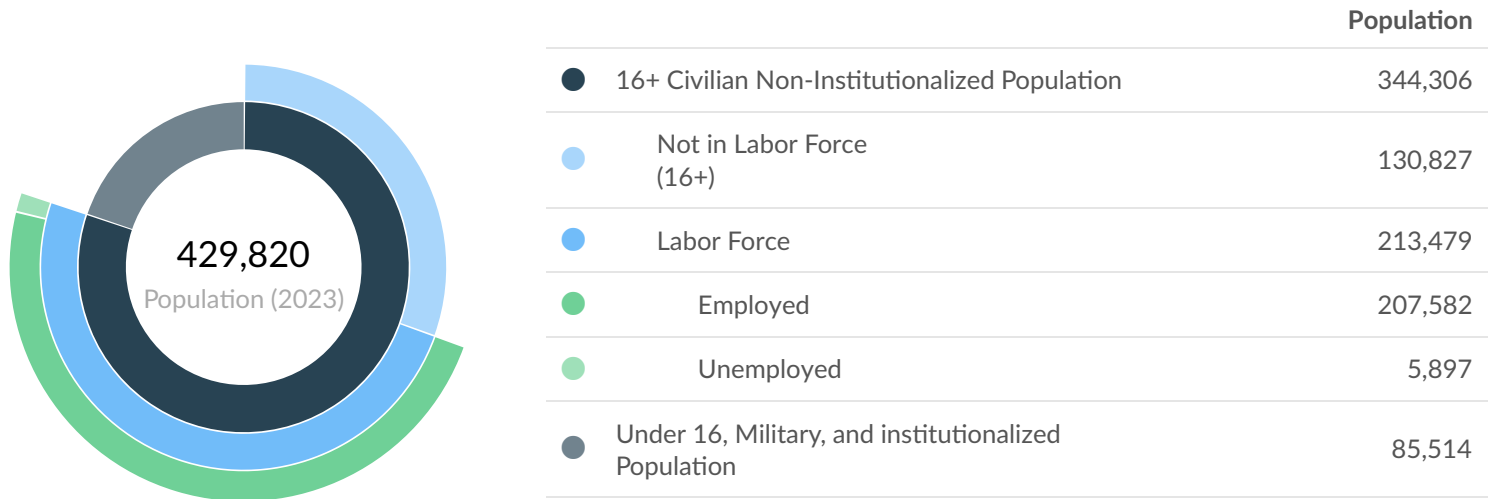
Regional average earnings per job are **\$18.1K below** the national average earnings of \$80.9K per job.

Takeaways

- As of 2022 the region's population **increased by 1.5%** since 2017, growing by 6,252. Population is expected to **increase by 1.8%** between 2022 and 2027, adding 7,702.
- From 2017 to 2022, jobs **declined by 2.9%** in Labor Shed from 210,357 to **204,213**. This change **fell short of the national growth rate of 3.4% by 6.3%**. As the number of jobs declined, the **labor force participation rate decreased from 66.3% to 62.0% between 2017 and 2022**.
- Concerning educational attainment, **16.1% of the selected regions' residents possess a Bachelor's Degree** (4.7% below the national average), and **13.1% hold an Associate's Degree** (4.3% above the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.

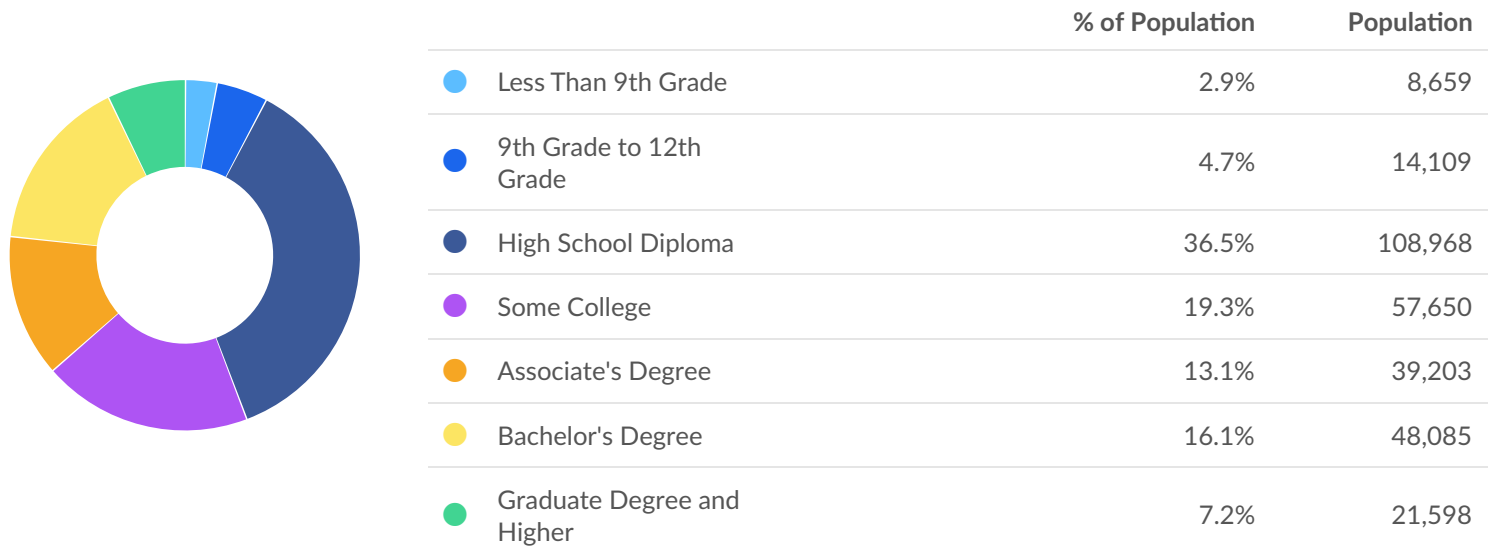
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	429,820	213,479	204,213	99.0	\$24.31B	\$32.53B	\$30.63B
GWCC Membership	1,077,249	N/A	656,248	100.2	\$83.20B	\$91.94B	\$104.67B
Labor Shed	429,820	213,479	204,213	99.0	\$24.31B	\$32.53B	\$30.63B
Wausau Metropolitan	113,772	N/A	66,005	99.9	\$8.26B	\$9.91B	\$10.98B

Jan 2023 Labor Force Breakdown



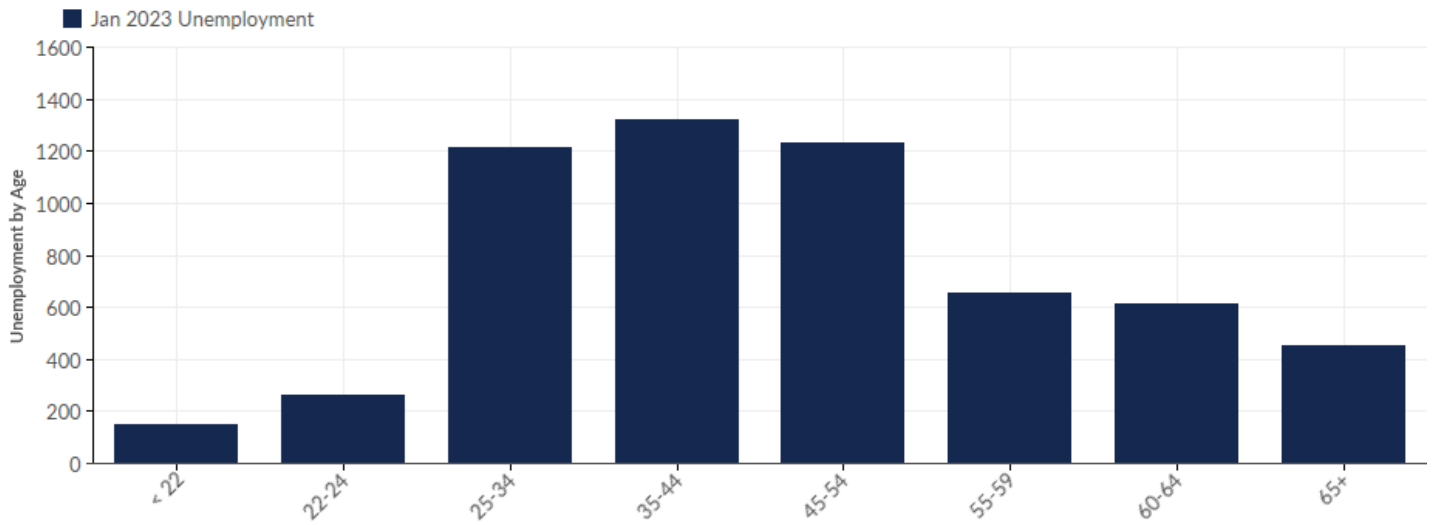
Educational Attainment

Concerning educational attainment, **16.1% of the selected regions' residents possess a Bachelor's Degree** (4.7% below the national average), and **13.1% hold an Associate's Degree** (4.3% above the national average).



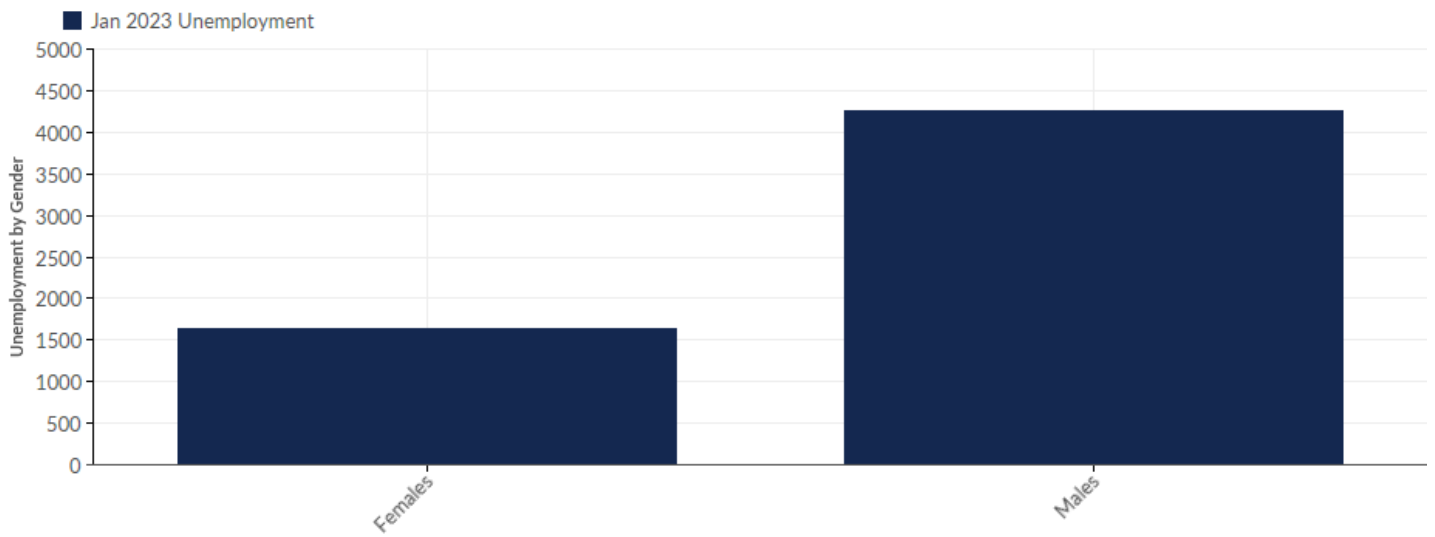
Unemployment by Demographics

Unemployment by Age



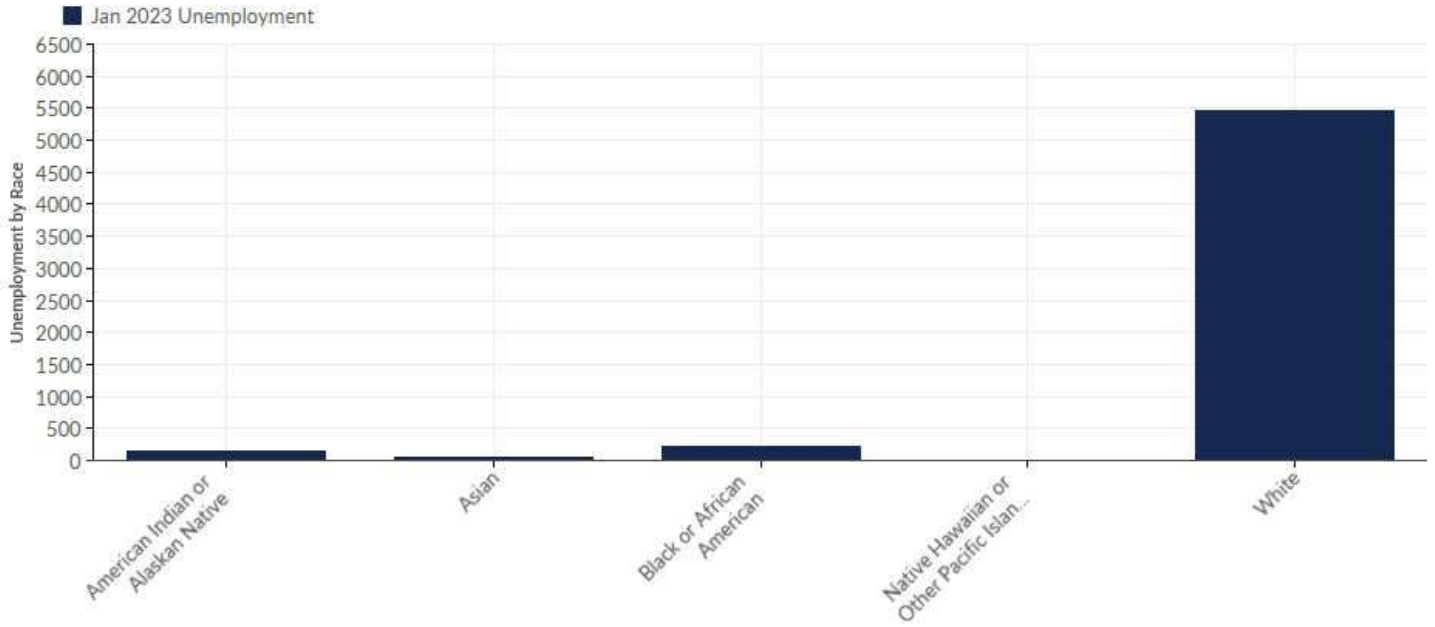
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	151	2.56%
22-24	264	4.48%
25-34	1,215	20.60%
35-44	1,322	22.42%
45-54	1,230	20.86%
55-59	652	11.06%
60-64	614	10.41%
65+	450	7.63%
Total	5,897	100.00%

Unemployment by Gender



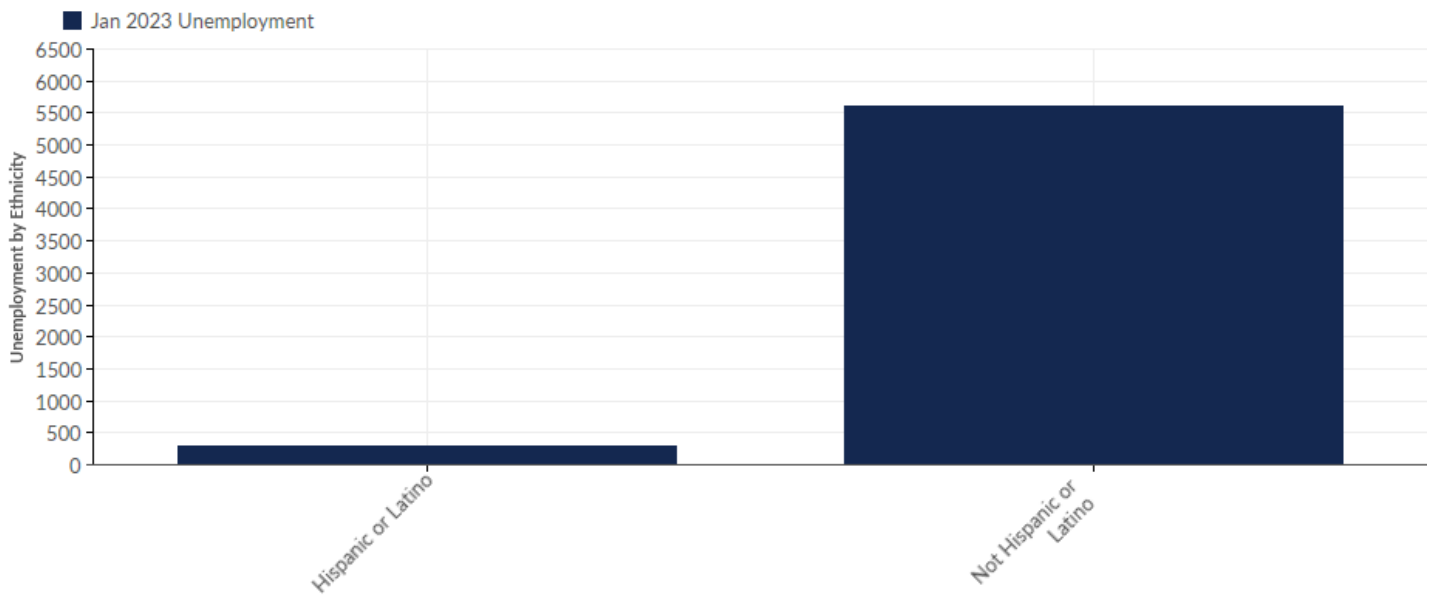
Gender	Unemployment (Jan 2023)	% of Unemployed
Females	1,634	27.71%
Males	4,263	72.29%
Total	5,897	100.00%

Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	141	2.39%
Asian	55	0.93%
Black or African American	228	3.87%
Native Hawaiian or Other Pacific Islander	7	0.12%
White	5,466	92.69%
Total	5,897	100.00%

Unemployment by Ethnicity

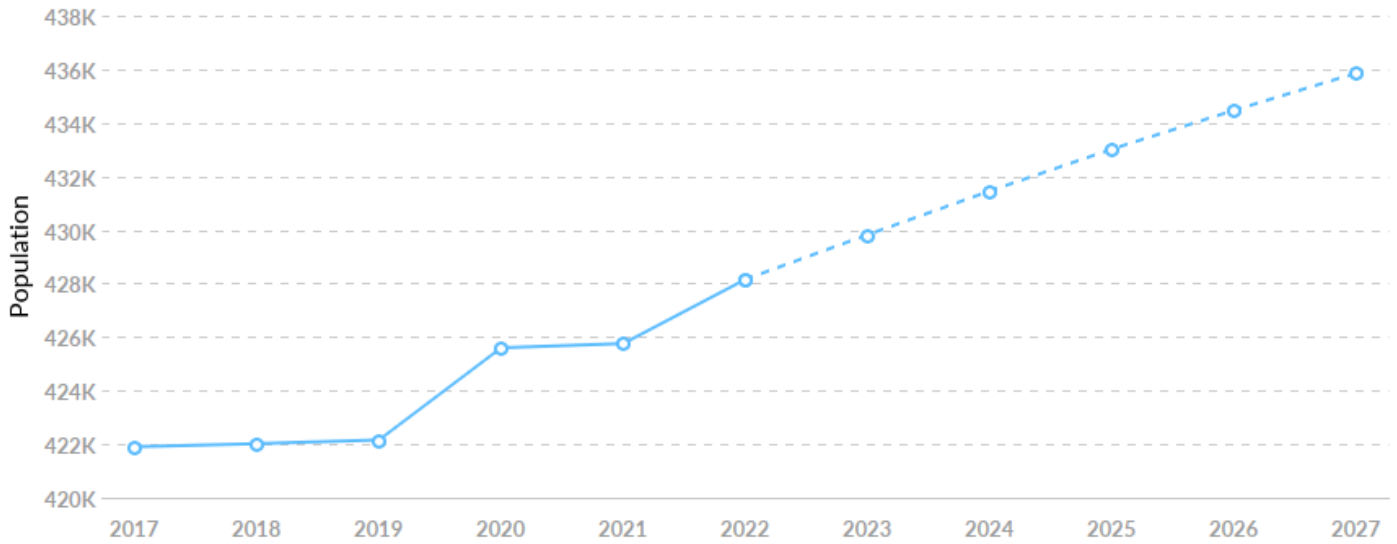


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	295	5.00%
Not Hispanic or Latino	5,602	95.00%
Total	5,897	100.00%

Historic & Projected Trends

Population Trends

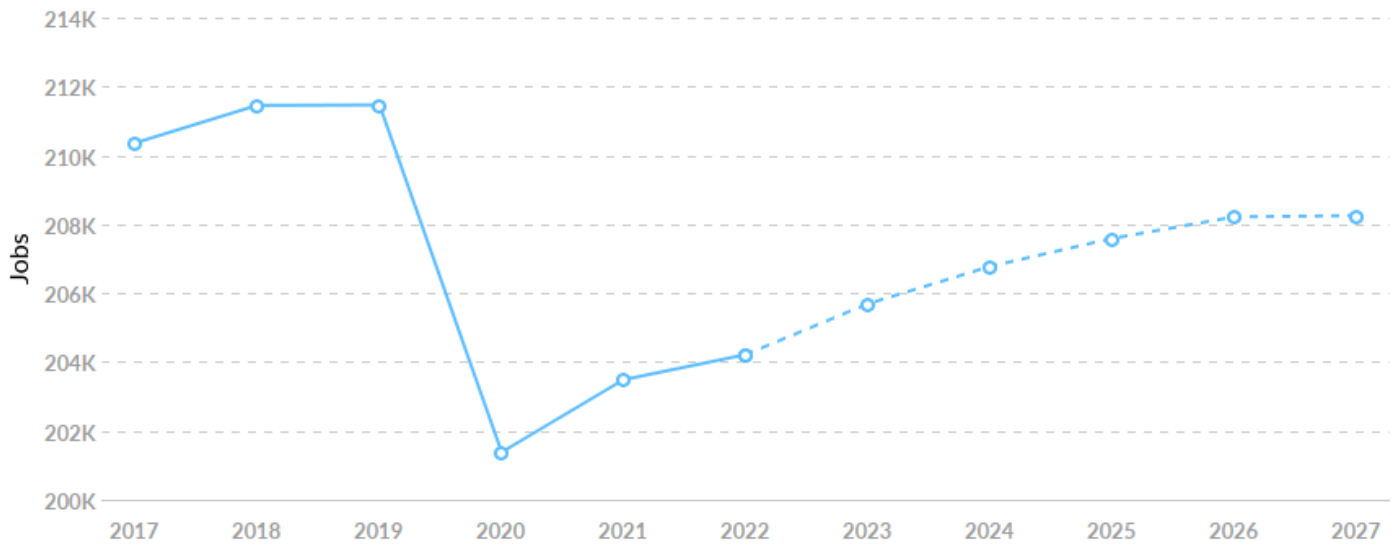
As of 2022 the region's population increased by 1.5% since 2017, growing by 6,252. Population is expected to increase by 1.8% between 2022 and 2027, adding 7,702.



Timeframe	Population
2017	421,903
2018	422,017
2019	422,158
2020	425,598
2021	425,757
2022	428,155
2023	429,820
2024	431,454
2025	433,019
2026	434,468
2027	435,857

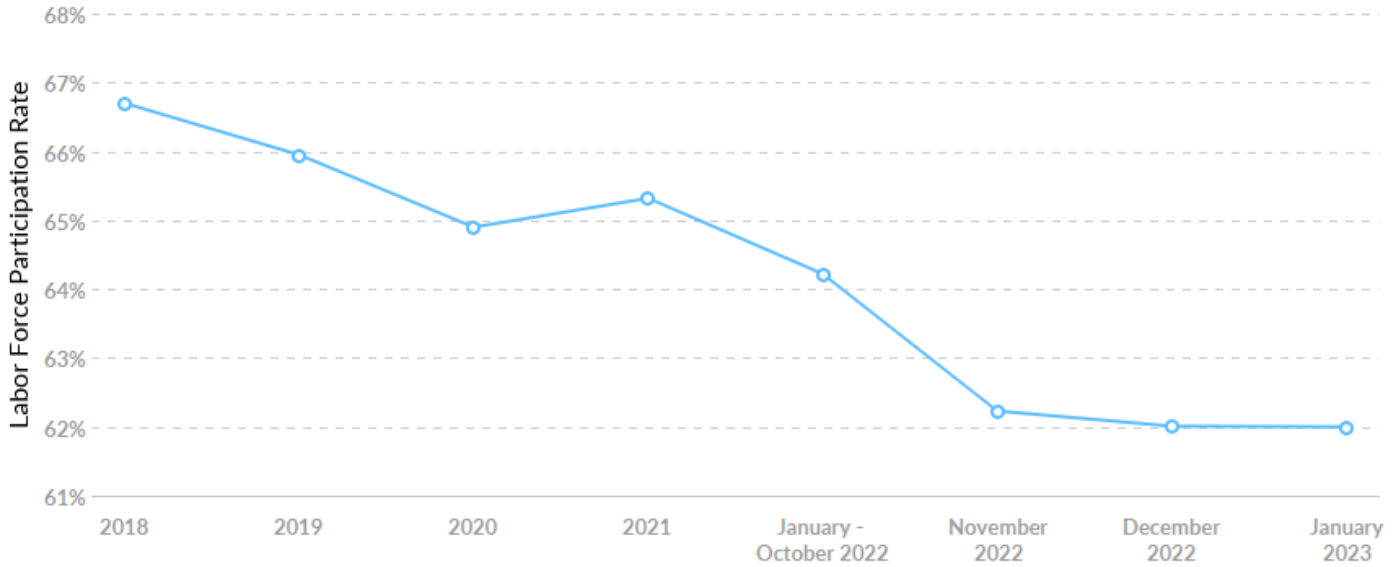
Job Trends

From 2017 to 2022, jobs declined by 2.9% in Labor Shed from 210,357 to 204,213. This change fell short of the national growth rate of 3.4% by 6.3%.



Timeframe	Jobs
2017	210,357
2018	211,452
2019	211,465
2020	201,373
2021	203,484
2022	204,213
2023	205,688
2024	206,774
2025	207,587
2026	208,214
2027	208,252

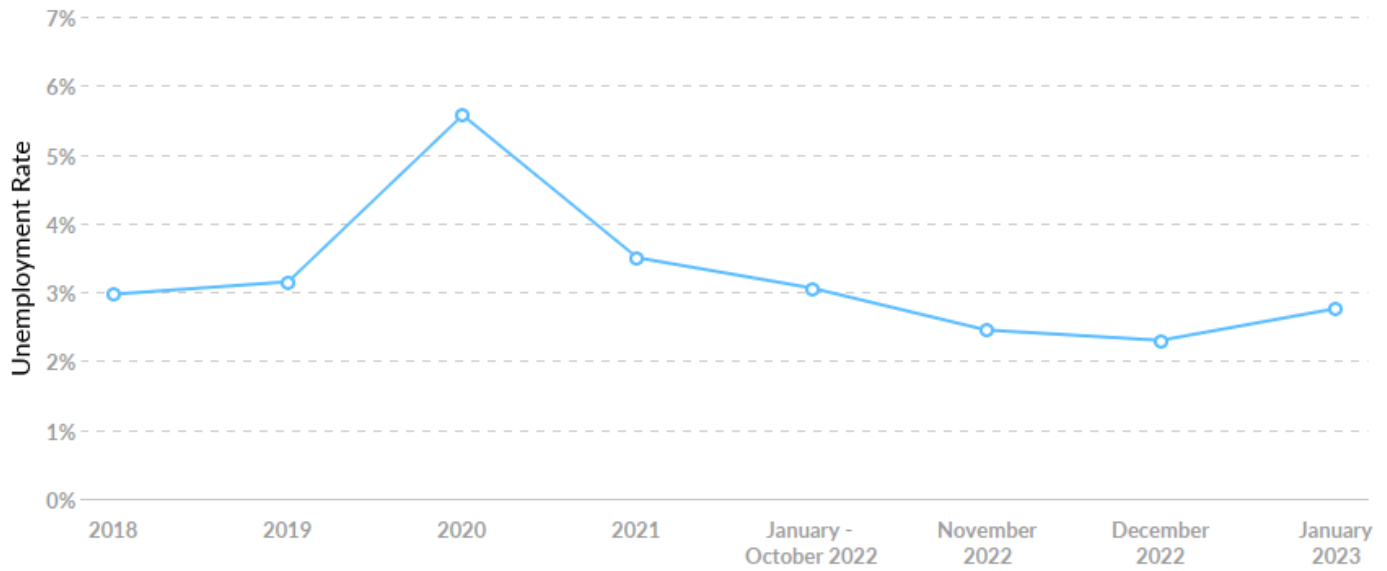
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	66.70%
2019	65.95%
2020	64.90%
2021	65.32%
January - October 2022	64.22%
November 2022	62.23%
December 2022	62.01%
January 2023	62.00%

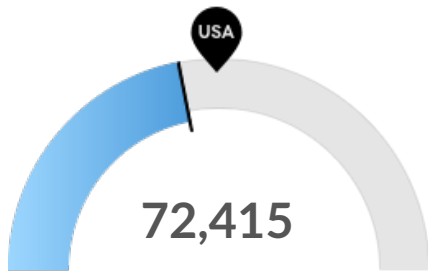
Unemployment Rate Trends

Your areas had a January 2023 unemployment rate of 2.76%, decreasing from 2.97% 5 years before.



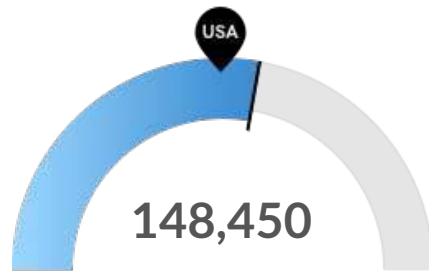
Timeframe	Unemployment Rate
2018	2.97%
2019	3.15%
2020	5.57%
2021	3.50%
January - October 2022	3.06%
November 2022	2.45%
December 2022	2.30%
January 2023	2.76%

Population Characteristics



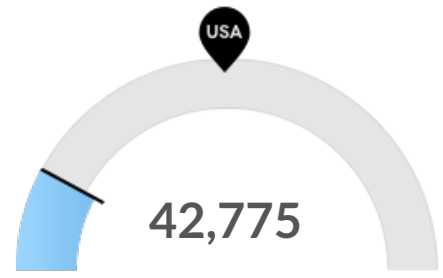
Millennials

Your area has 72,415 millennials (ages 25-39). The national average for an area this size is 86,967.



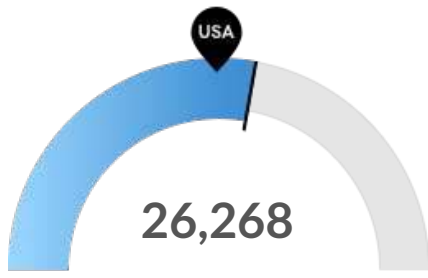
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 126,551 people 55 or older, while there are 148,450 here.



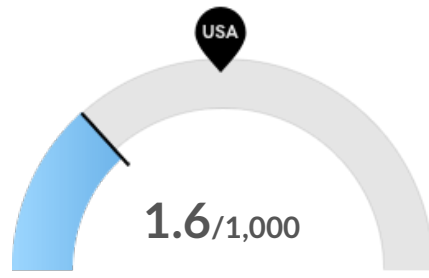
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 173,257 racially diverse people, while there are 42,775 here.



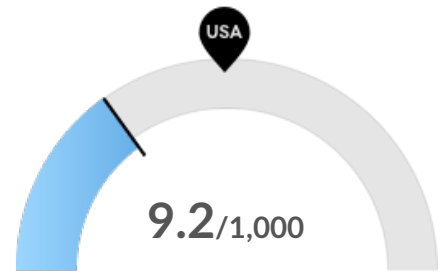
Veterans

Your area has 26,268 veterans. The national average for an area this size is 22,361.



Violent Crime

Your area has 1.6 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

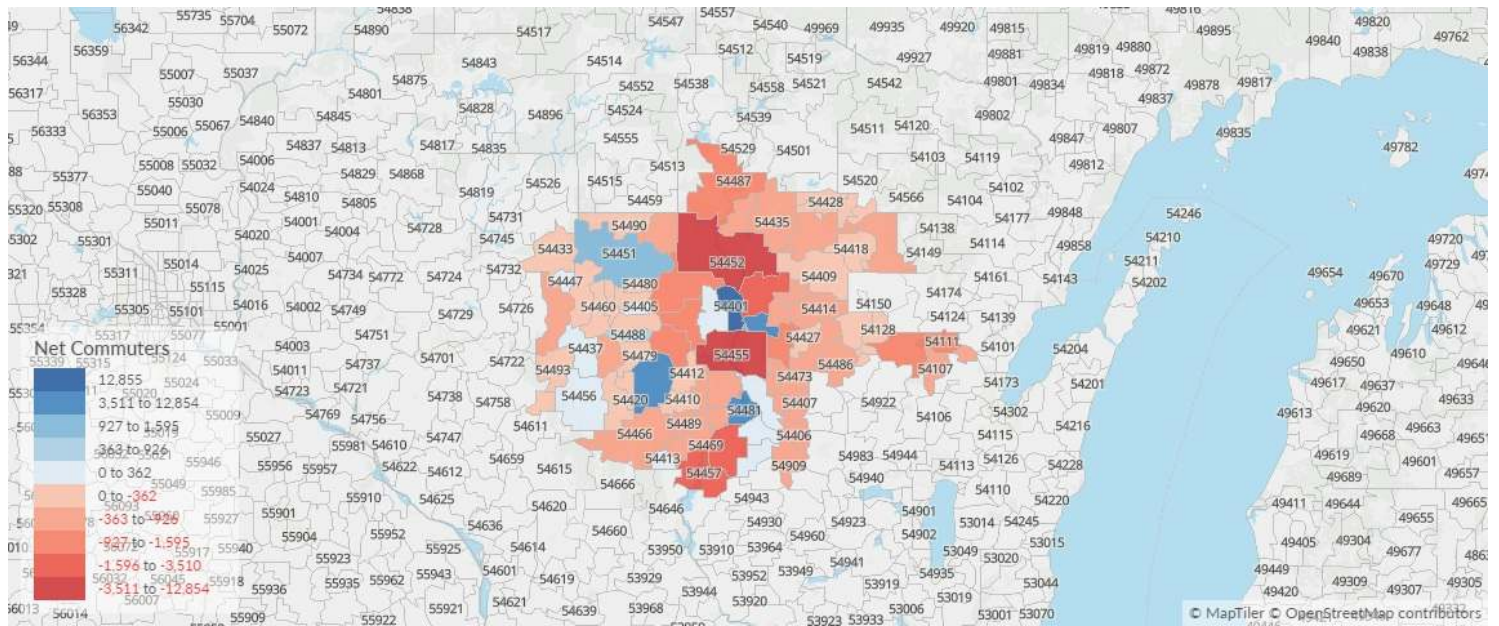


Property Crime

Your area has 9.2 property crimes per 1,000 people. The national rate is 17.8 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

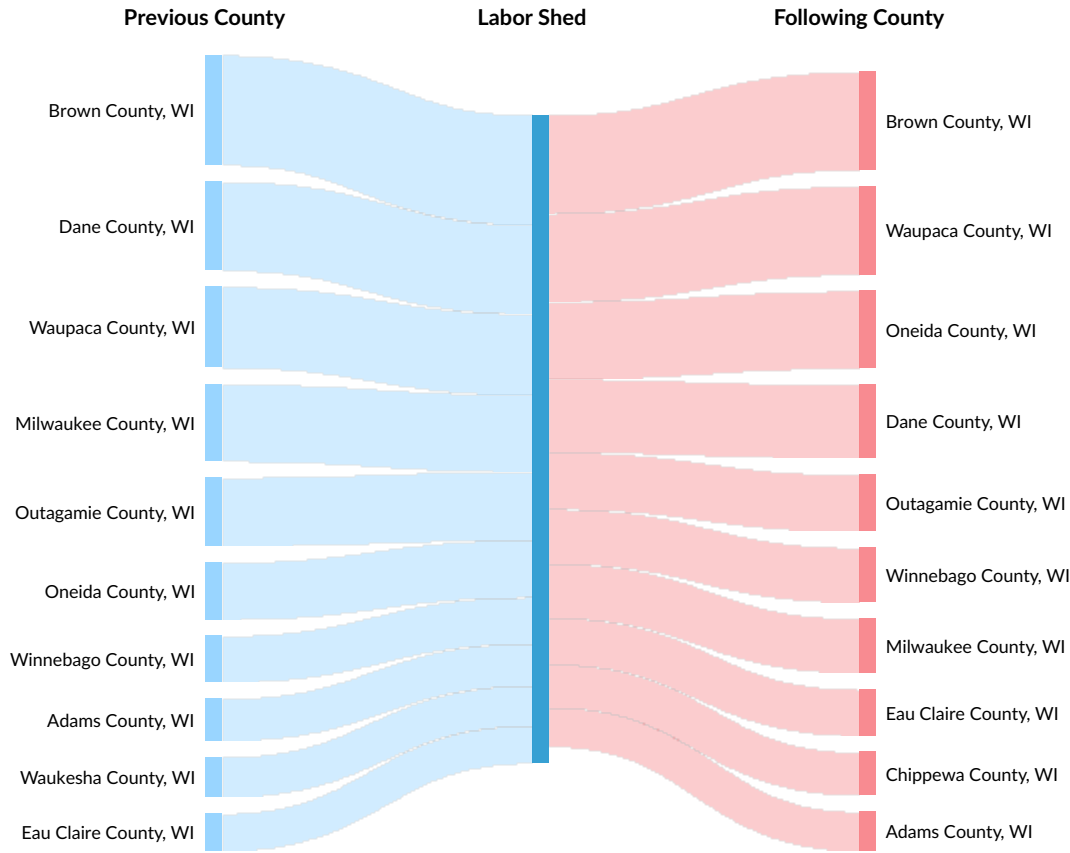
Where Talent Lives

ZIP	Name	2022 Employment	ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	29,060	54401	Wausau, WI (in Maratho...	16,205
54449	Marshfield, WI (in Woo...	17,251	54494	Wisconsin Rapids, WI (i...	13,494
54481	Stevens Point, WI (in Po...	17,175	54481	Stevens Point, WI (in Po...	13,475
54476	Schofield, WI (in Marath...	14,124	54449	Marshfield, WI (in Woo...	12,640
54494	Wisconsin Rapids, WI (i...	11,899	54403	Wausau, WI (in Maratho...	12,125

Inbound and Outbound Migration

The table below analyzes past and current residents of Labor Shed. The left column shows residents of other counties migrating to Labor Shed. The right column shows residents migrating from Labor Shed to other counties.

As of 2020, **562** people have migrated from Brown County, WI to Labor Shed. In the same year, **504** people left Labor Shed migrating to Brown County, WI. The total Net Migration for Labor Shed in 2020 was **366**.

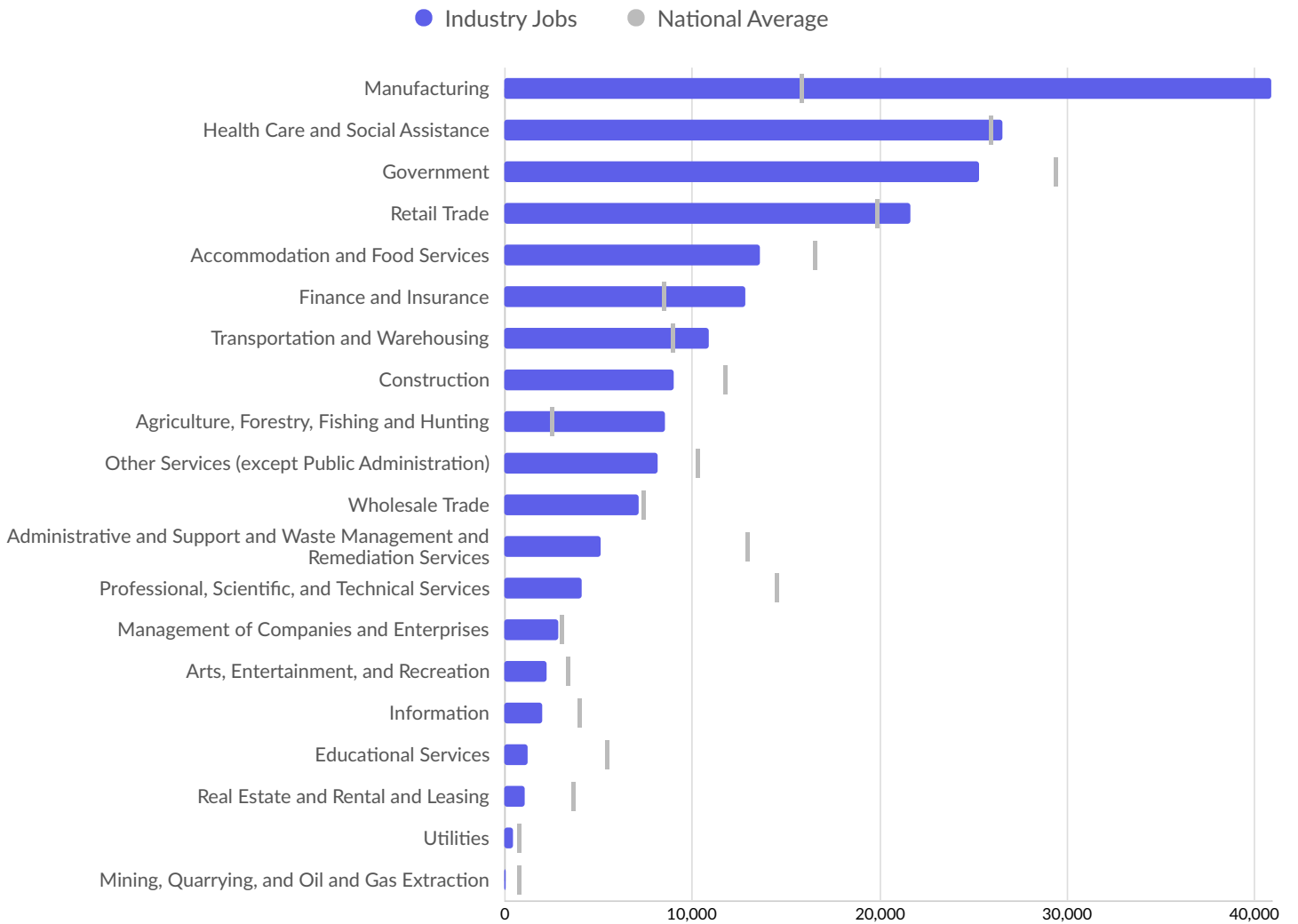


Top Previous Counties	Migrations
Brown County, WI	562
Dane County, WI	456
Waupaca County, WI	414
Milwaukee County, WI	394
Outagamie County, WI	350
Oneida County, WI	293

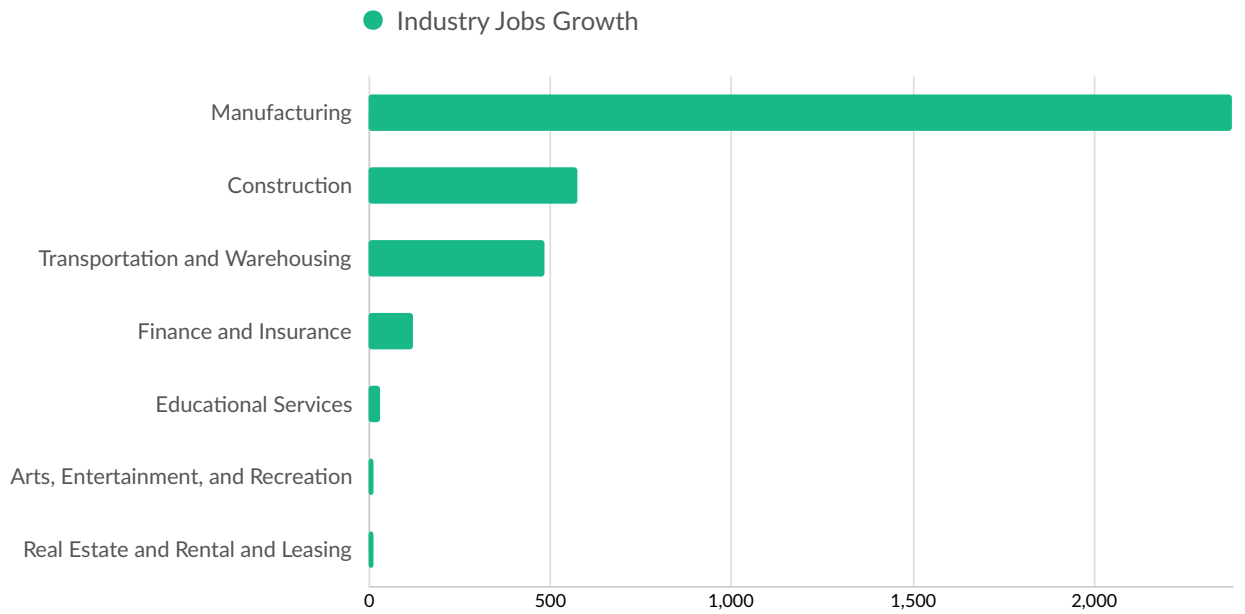
Top Previous Counties	Migrations
Winnebago County, WI	237
Adams County, WI	215
Waukesha County, WI	204
Eau Claire County, WI	192
Cook County, IL	184
Chippewa County, WI	182
Hennepin County, MN	141
Washington County, WI	141
Waushara County, WI	140
Top Following Counties	Migrations
Brown County, WI	504
Waupaca County, WI	452
Oneida County, WI	396
Dane County, WI	376
Outagamie County, WI	290
Winnebago County, WI	280
Milwaukee County, WI	278
Eau Claire County, WI	237
Chippewa County, WI	221
Adams County, WI	201
Oconto County, WI	167
Hennepin County, MN	152
Price County, WI	144
Waukesha County, WI	141
Waushara County, WI	123

Industry Characteristics

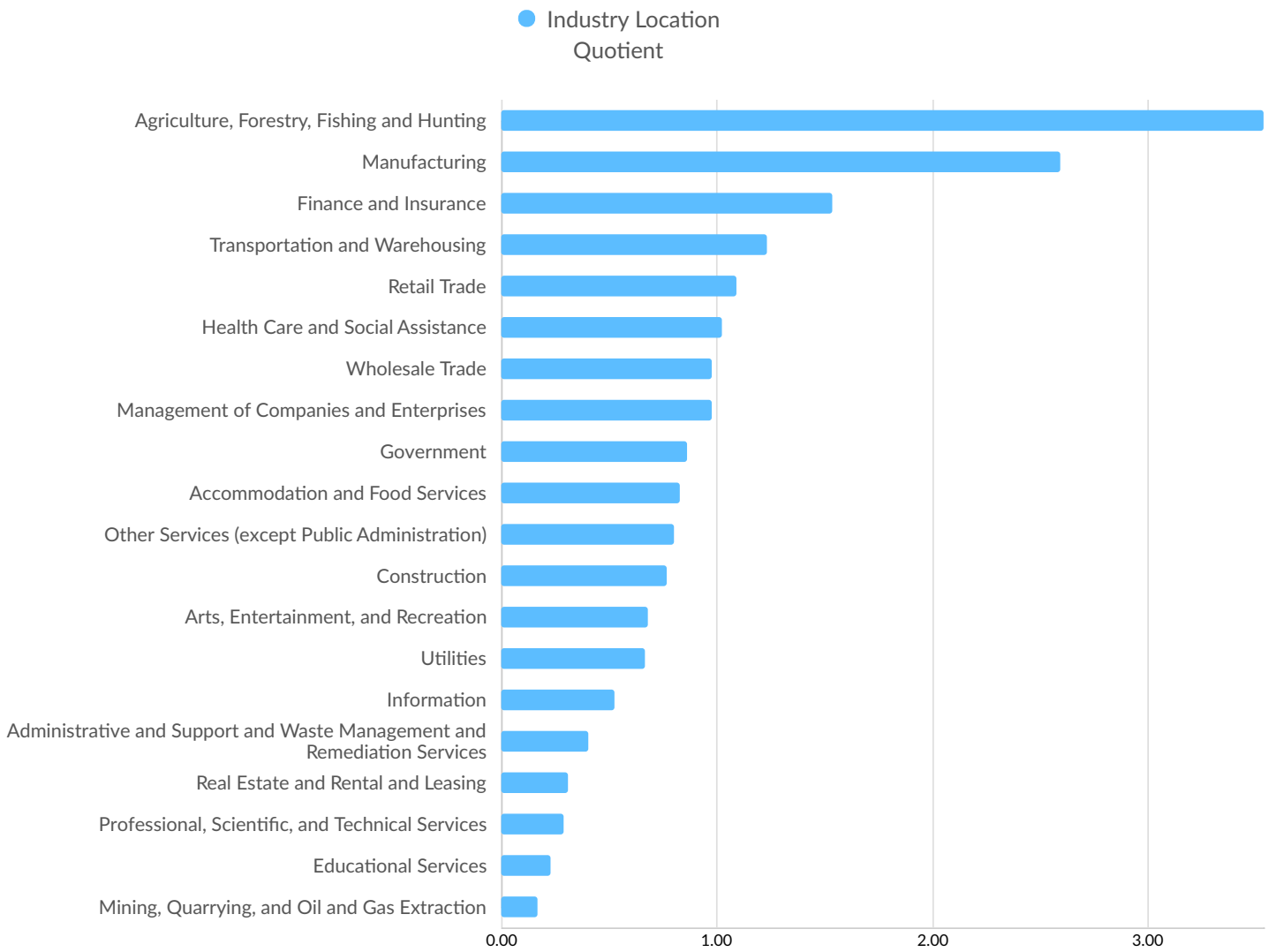
Largest Industries



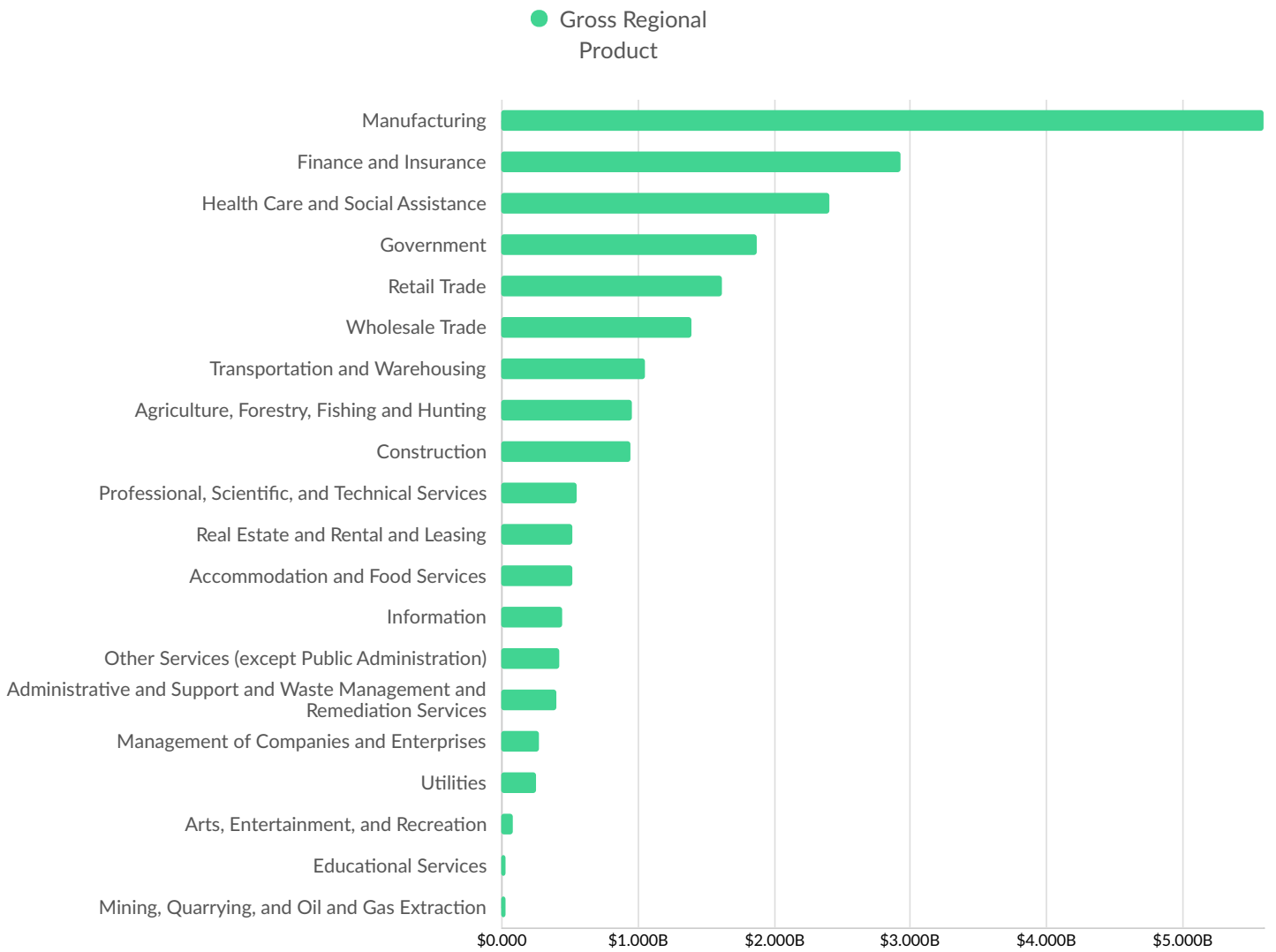
Top Growing Industries



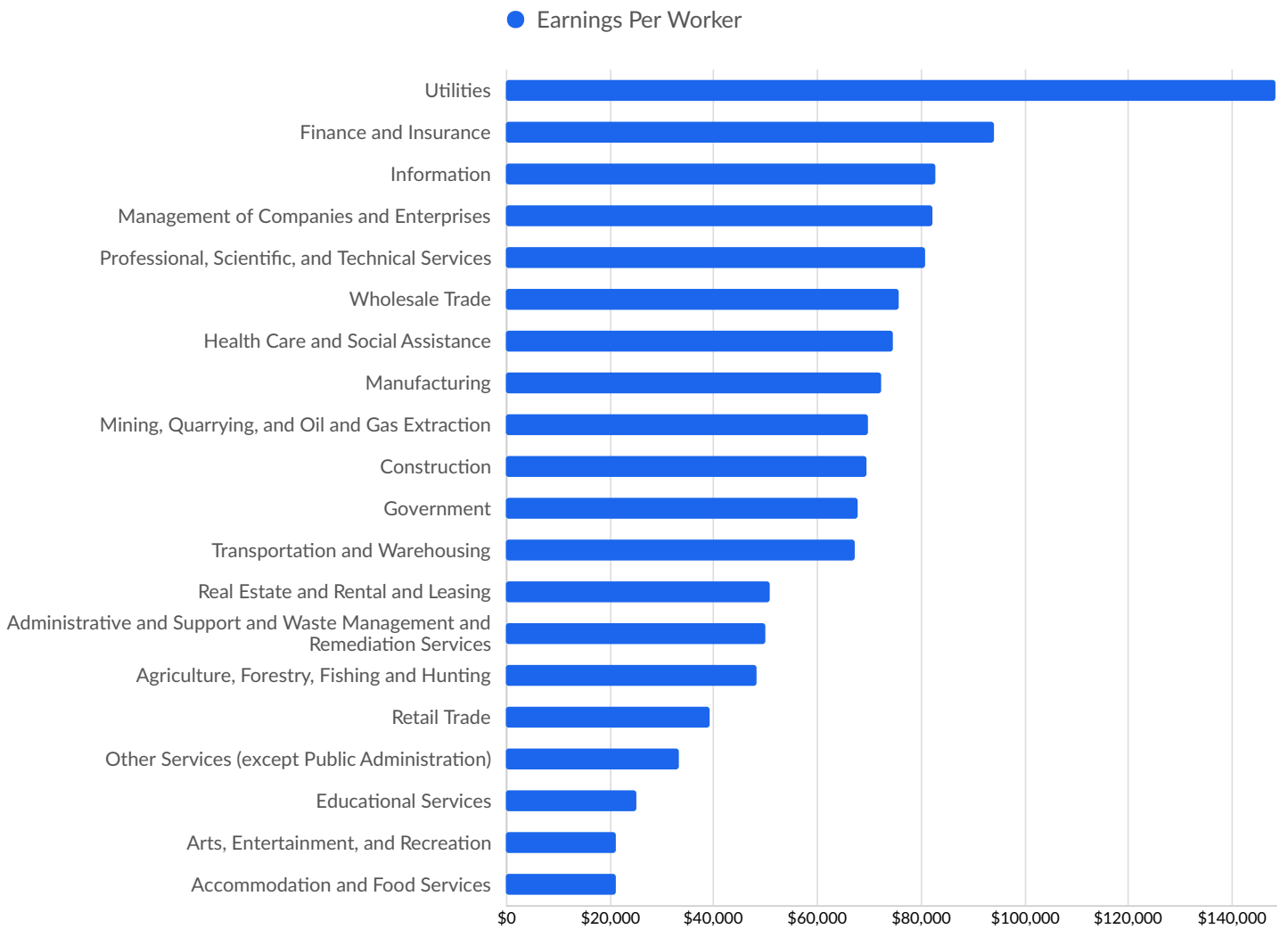
Top Industry Location Quotient



Top Industry GRP





Top Industry Earnings



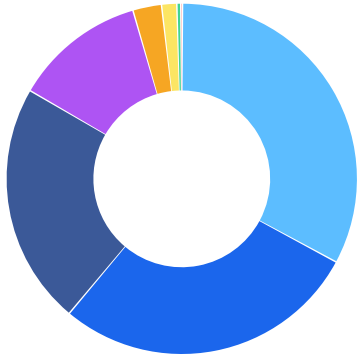
Business Characteristics

24,793 Companies Employ Your Workers

Online profiles for your workers mention 24,793 companies as employers, with the top 10 appearing below. In the last 12 months, 1,733 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,426 	Aspirus	1,569 
Sentry	1,667 	Marshfield Clinic	1,547 
Aspirus	1,630 	Beaver Dam Community Hospit...	824 
University Of Wisconsin - Steve...	1,430 	Sentry Insurance	585 
Greenheck	657 	Kwik Trip	525 
Ministry Health Care	601 	Walmart	401 
Church Mutual Insurance Comp...	532 	FedEx	328 
Northcentral Technical College	519 	ABR Employment Services	293 
Walmart	513 	Festival Foods	240 
Liberty Mutual	441 	Fleet Farm	233 

Business Size

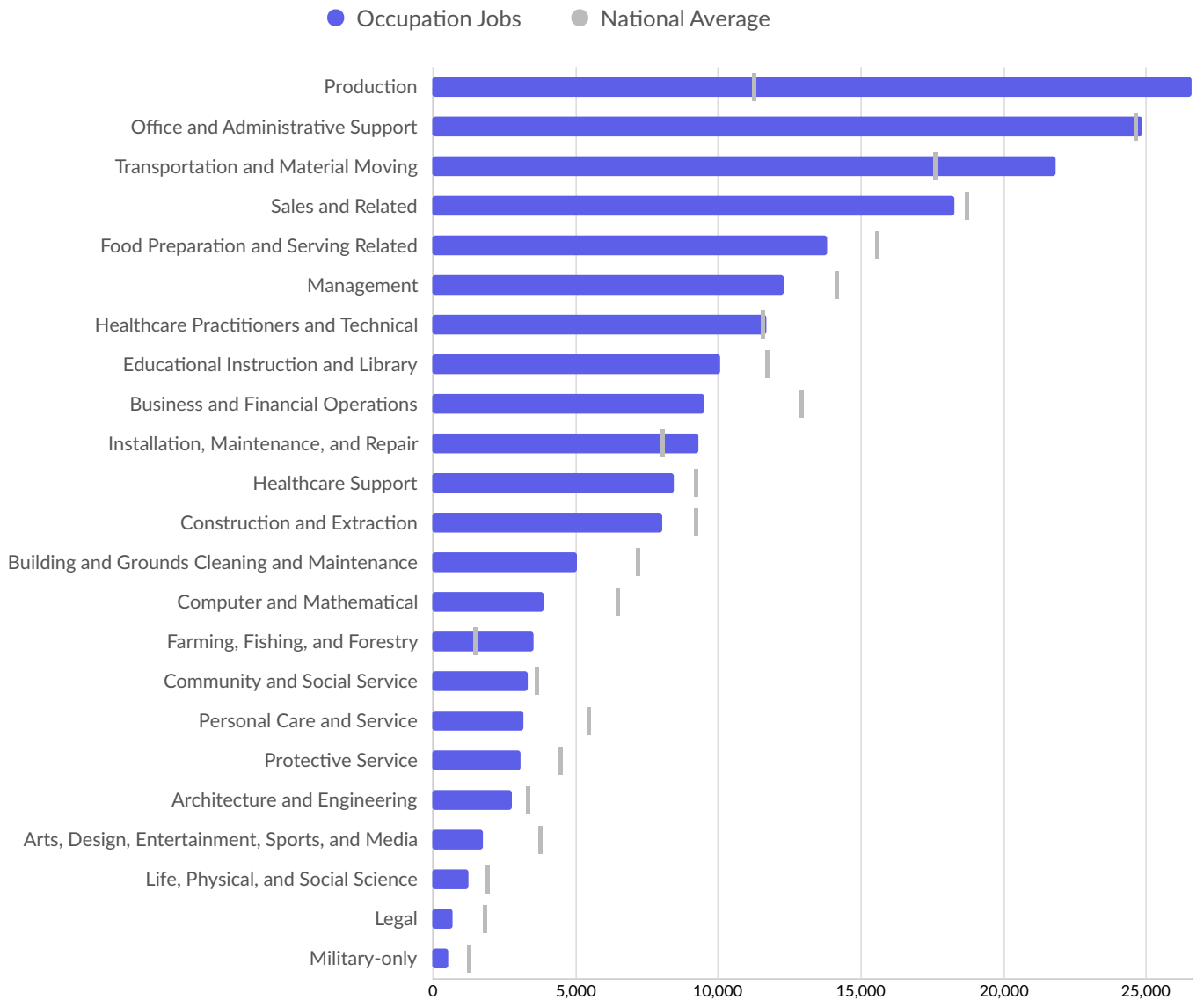


	Percentage	Business Count
● 1 to 4 employees	32.8%	5,416
● 5 to 9 employees	28.2%	4,661
● 10 to 19 employees	22.3%	3,682
● 20 to 49 employees	12.1%	2,002
● 50 to 99 employees	2.6%	437
● 100 to 249 employees	1.4%	231
● 250 to 499 employees	0.4%	59
● 500+ employees	0.2%	27

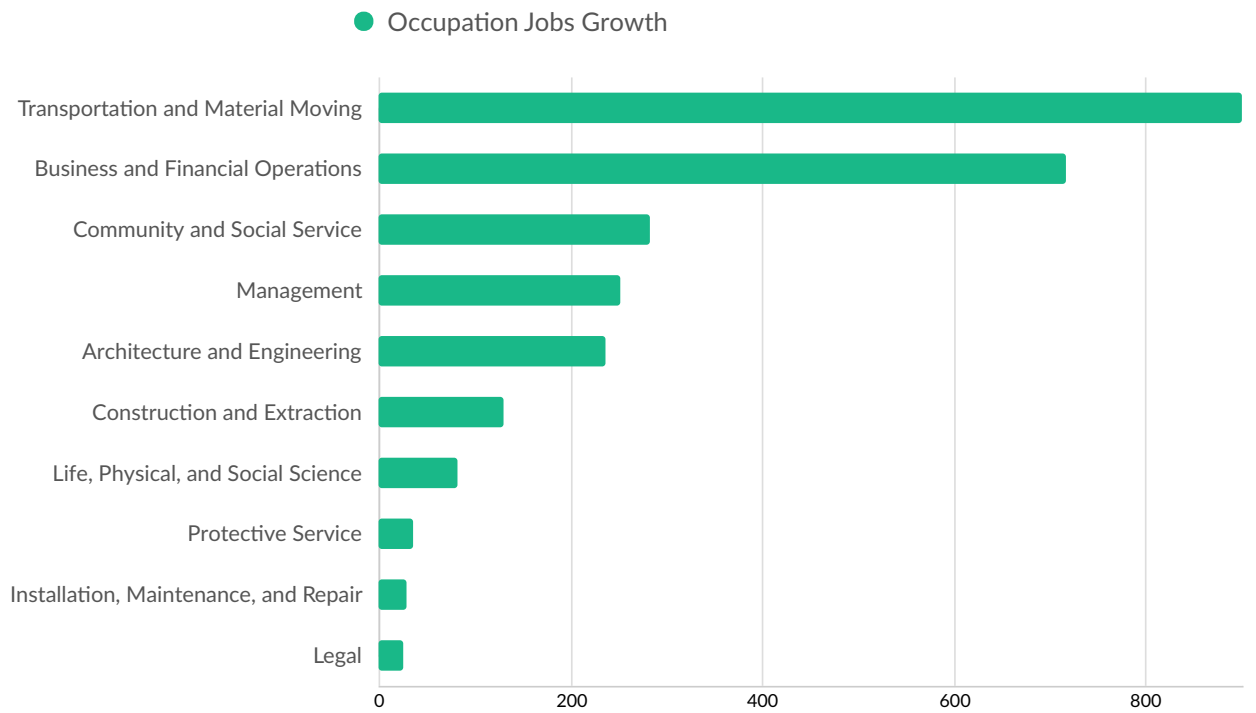
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

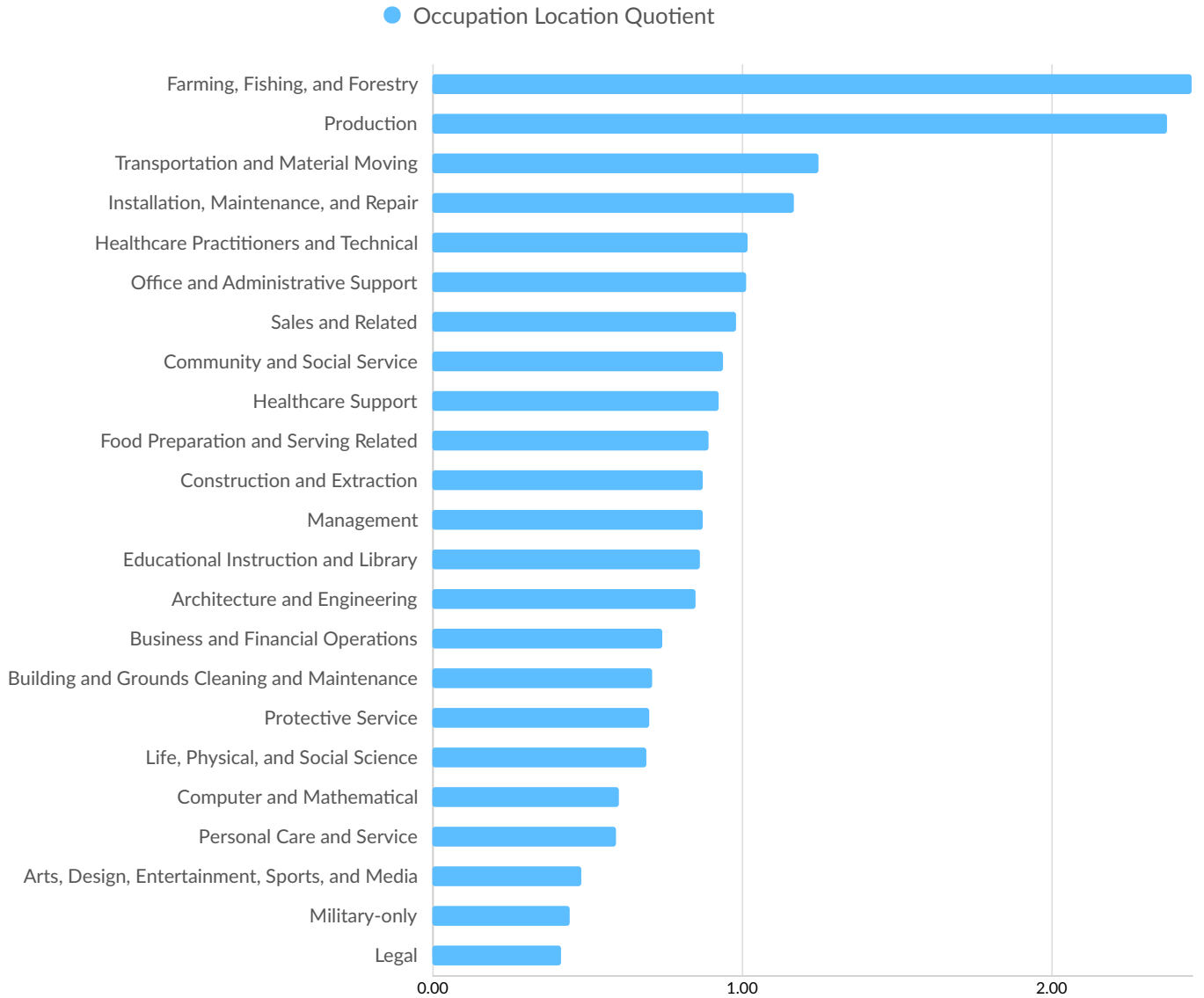
Largest Occupations



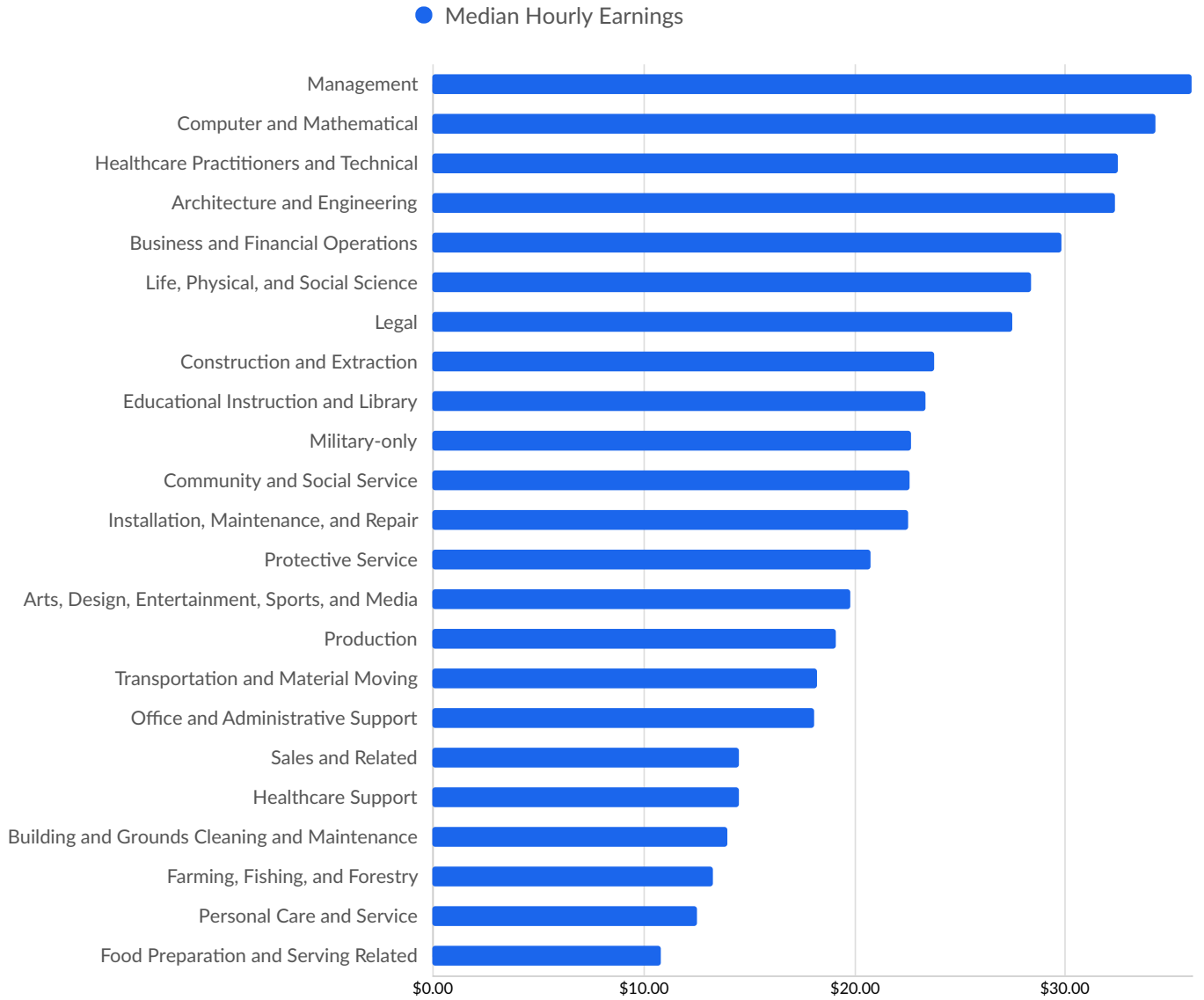
Top Growing Occupations



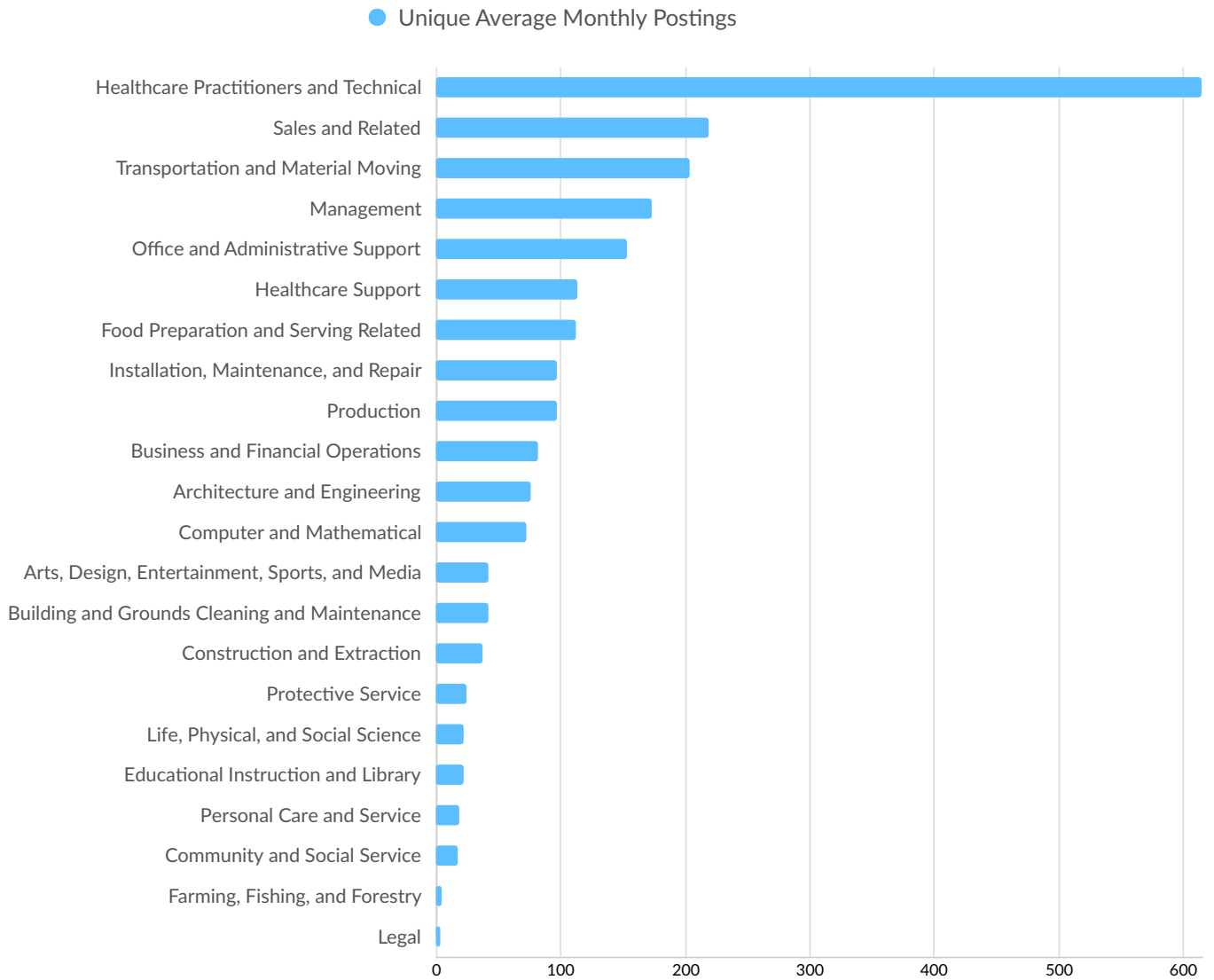
Top Occupation Location Quotient



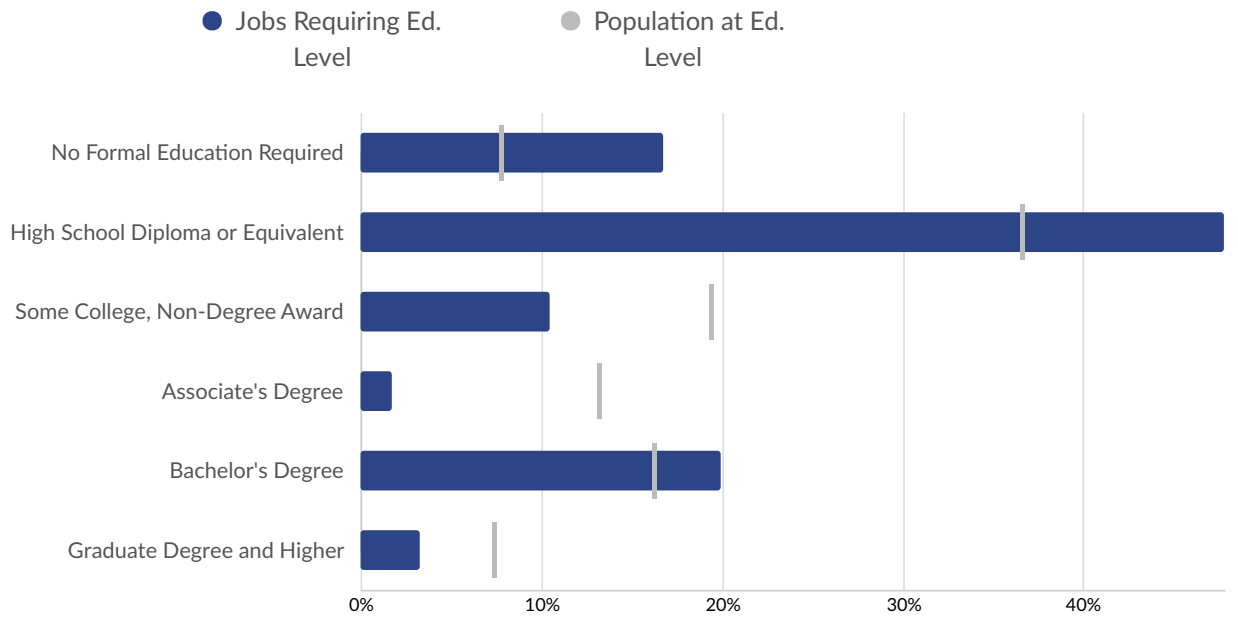
Top Occupation Earnings



Top Posted Occupations

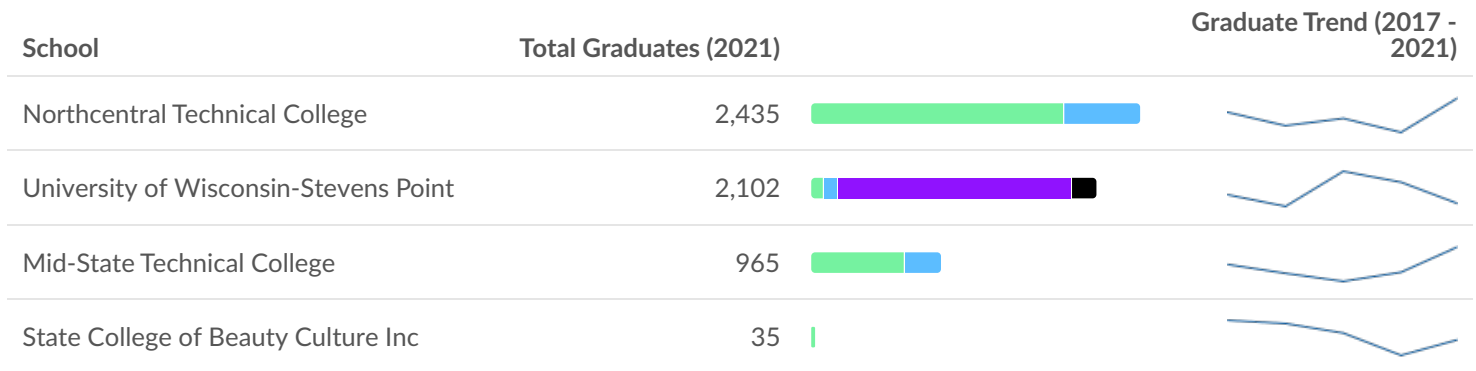


Underemployment



Educational Pipeline

In 2021, there were 5,537 graduates in Labor Shed. This pipeline has grown by 2% 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 "Business Administration and Management, General" (Bachelor's).



In-Demand Skills

