



9 Wisconsin Counties

Fox Valley Workforce Development Board, Inc.



Wisconsin

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Report Parameters

9 Counties

55001	Adams County, WI	55085	Oneida County, WI
55041	Forest County, WI	55097	Portage County, WI
55067	Langlade County, WI	55125	Vilas County, WI
55069	Lincoln County, WI	55141	Wood County, WI
55073	Marathon 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

427,795

Population (2025)

Population **grew by 6,361** over the last 5 years and is projected to **grow by 4,141** over the next 5 years.

213,822

Total Regional Employment

Jobs **grew by 6,146** over the last 5 years and are projected to **grow by 3,193** over the next 5 years.

\$68.9K

Avg. Earnings Per Job (2025)

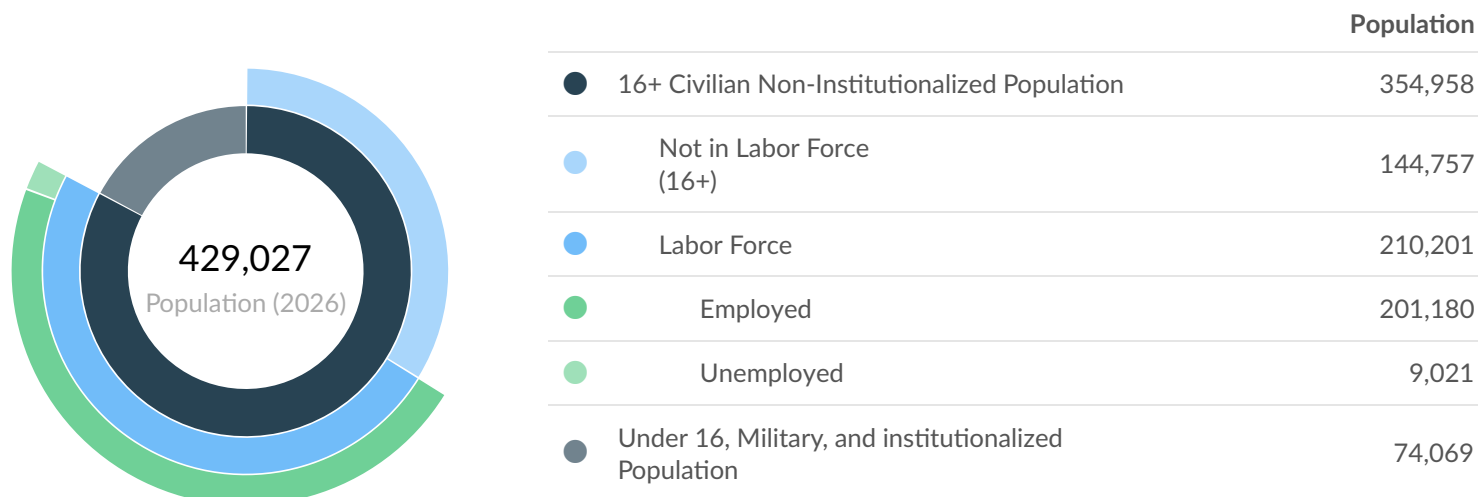
Regional average earnings per job are **\$20.5K below** the national average earnings of \$89.4K per job.

Takeaways

- As of 2025 the region's population **increased by 1.5%** since 2020, growing by 6,361. Population is expected to **increase by 1.0%** between 2025 and 2030, adding 4,141.
- From 2020 to 2025, jobs **increased by 3.0%** in 9 Wisconsin Counties from 207,676 to **213,822**. 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 62.3% to 59.6% between 2020 and 2025**.
- Concerning educational attainment, **18.4% of the selected regions' residents possess a Bachelor's Degree** (3.5% 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.

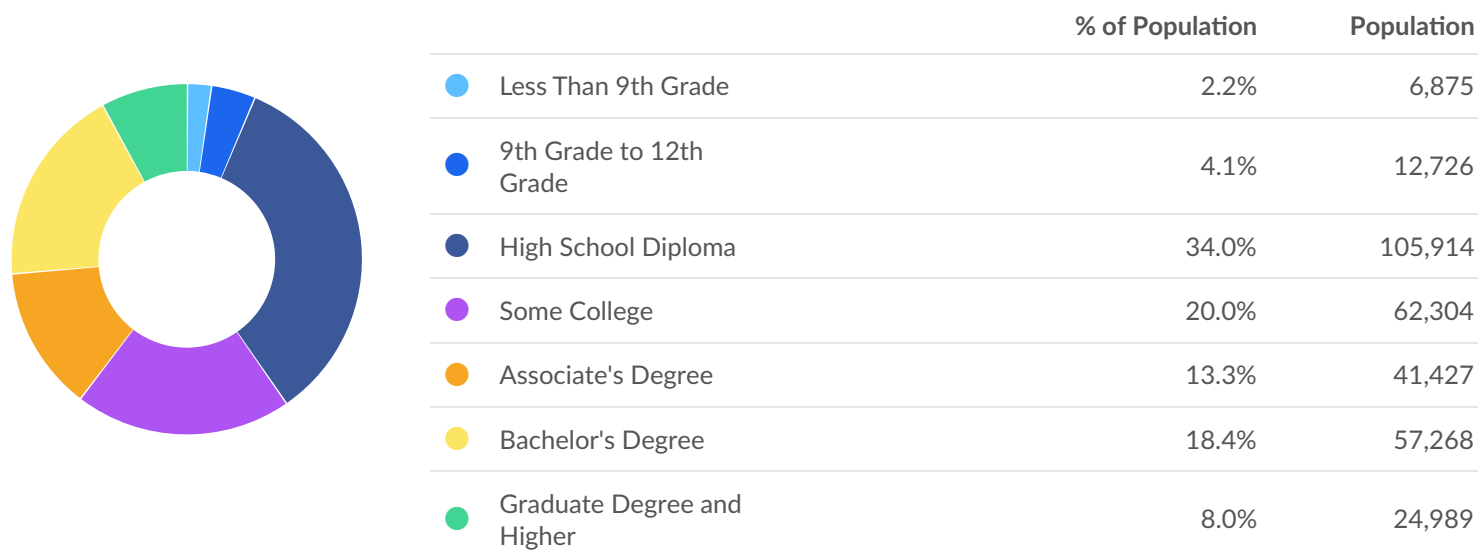
	Population (2026)	Labor Force (Mar 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	429,027	210,201	213,822	99.7	\$29.03B	\$35.45B	\$32.87B
State	5,996,794	3,120,531	3,270,959	100.3	\$463.86B	\$403.59B	\$435.94B

Mar 2026 Labor Force Breakdown



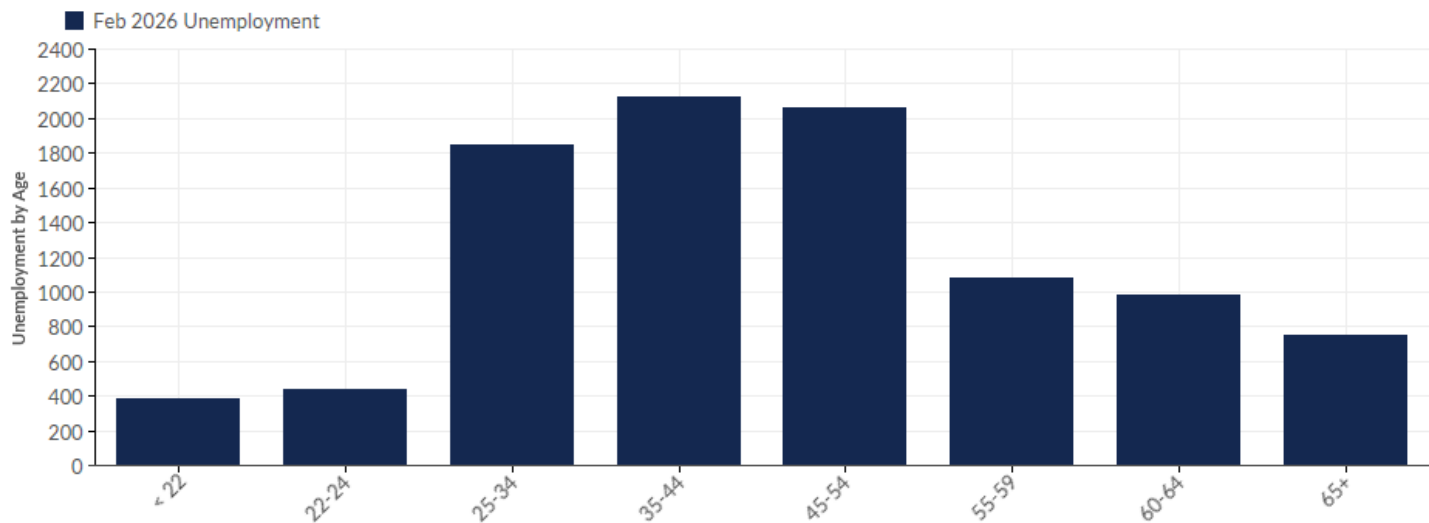
Educational Attainment

Concerning educational attainment, **18.4% of the selected regions' residents possess a Bachelor's Degree** (3.5% below the national average), and **13.3% hold an Associate's Degree** (4.5% above the national average).



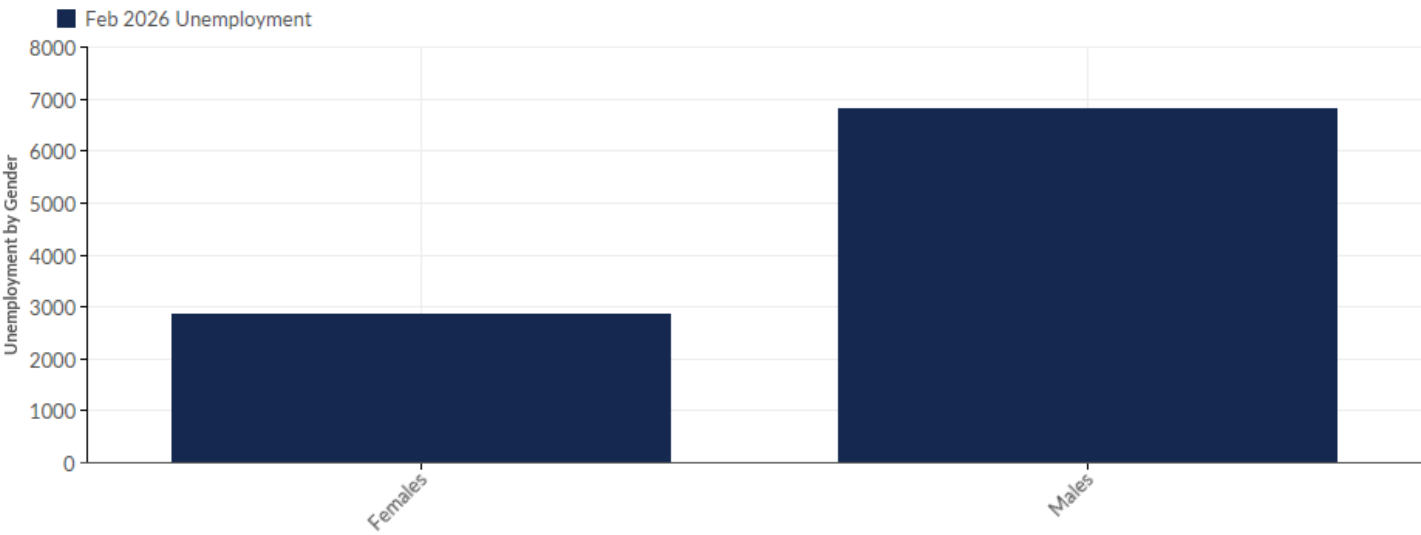
Unemployment by Demographics

Unemployment by Age



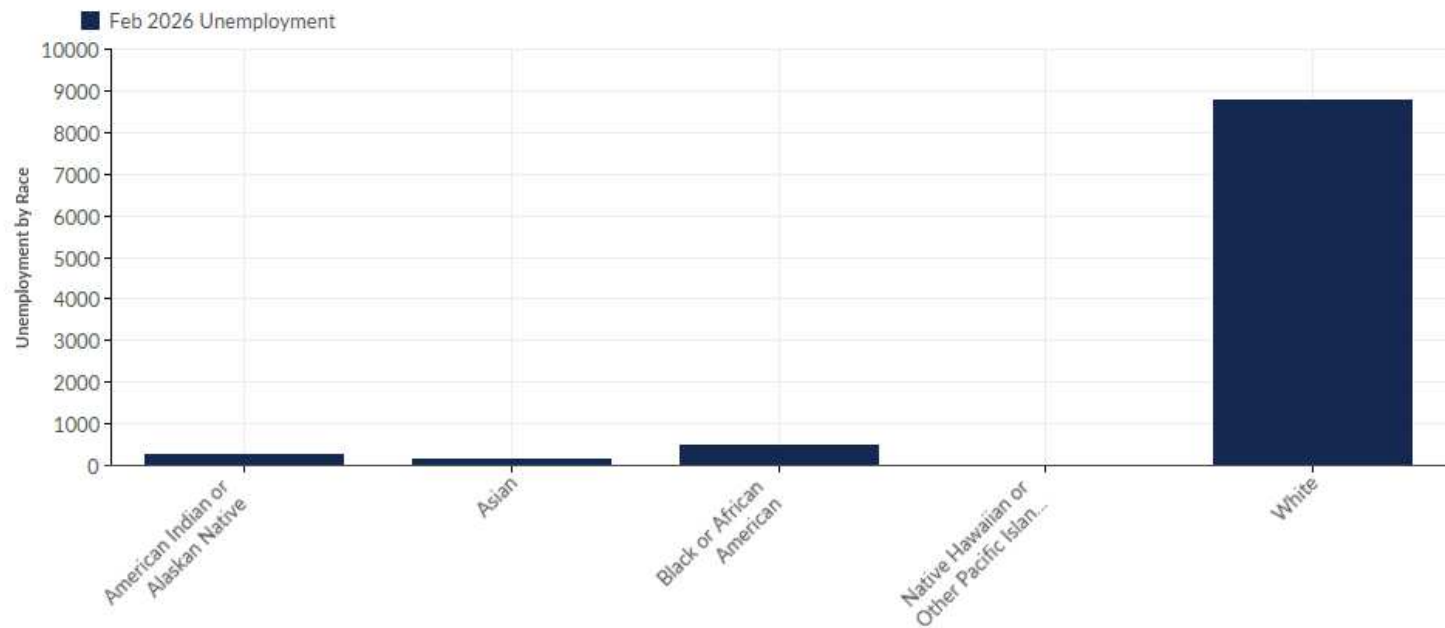
Age	Unemployment (Feb 2026)	% of Unemployed
< 22	379	3.93%
22-24	435	4.51%
25-34	1,844	19.11%
35-44	2,119	21.96%
45-54	2,065	21.40%
55-59	1,079	11.18%
60-64	980	10.16%
65+	749	7.76%
Total	9,649	100.00%

Unemployment by Gender



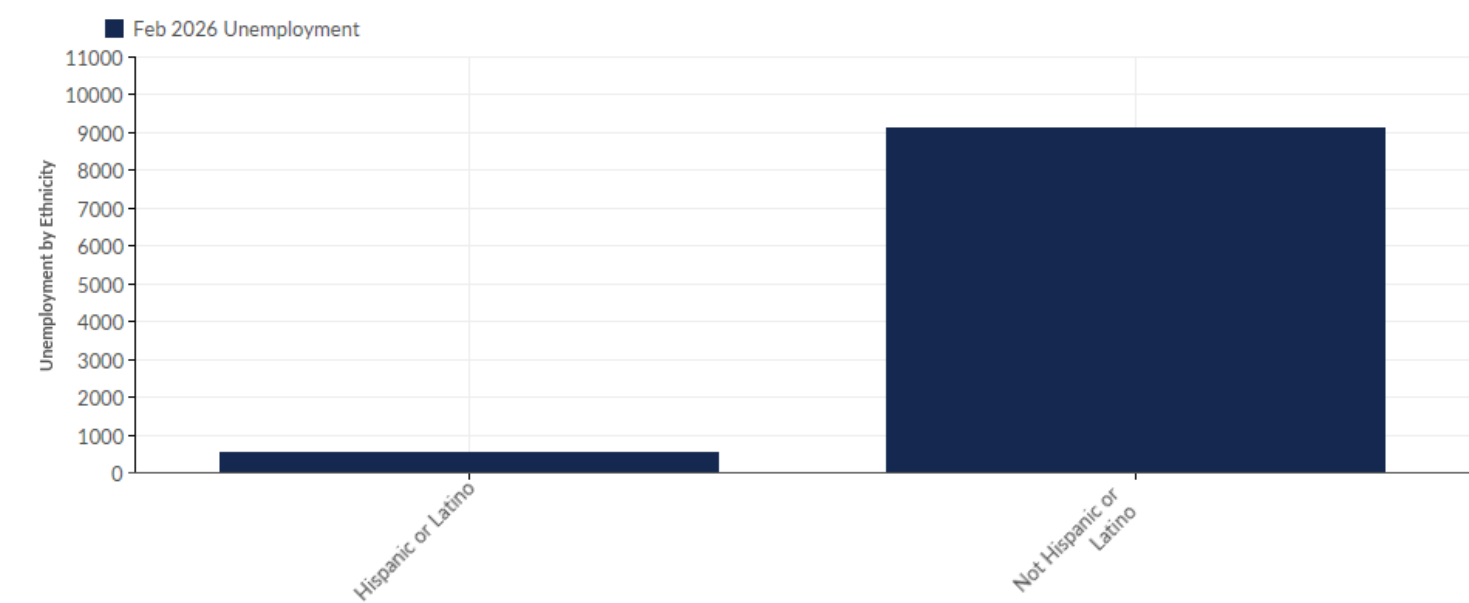
Gender	Unemployment (Feb 2026)	% of Unemployed
Females	2,841	29.44%
Males	6,808	70.56%
Total	9,649	100.00%

Unemployment by Race



Race	Unemployment (Feb 2026)	% of Unemployed
American Indian or Alaskan Native	243	2.52%
Asian	143	1.48%
Black or African American	482	5.00%
Native Hawaiian or Other Pacific Islander	15	0.16%
White	8,766	90.85%
Total	9,649	100.00%

Unemployment by Ethnicity

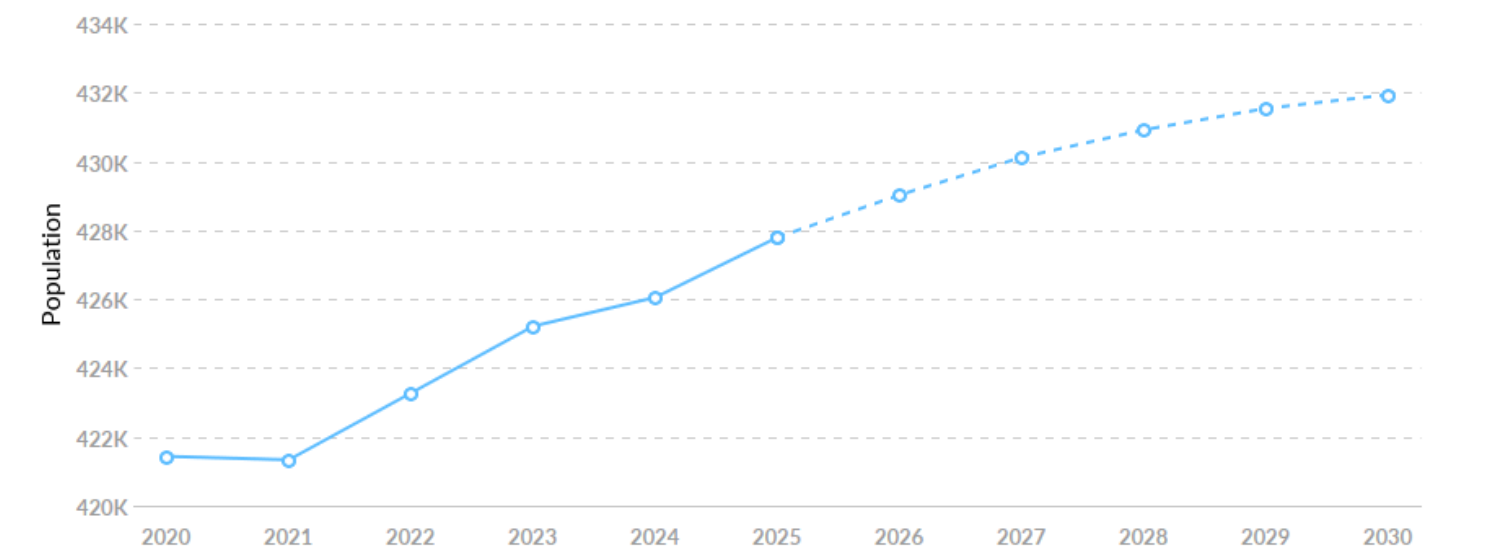


Ethnicity	Unemployment (Feb 2026)	% of Unemployed
Hispanic or Latino	521	5.40%
Not Hispanic or Latino	9,128	94.60%
Total	9,649	100.00%

Historic & Projected Trends

Population Trends

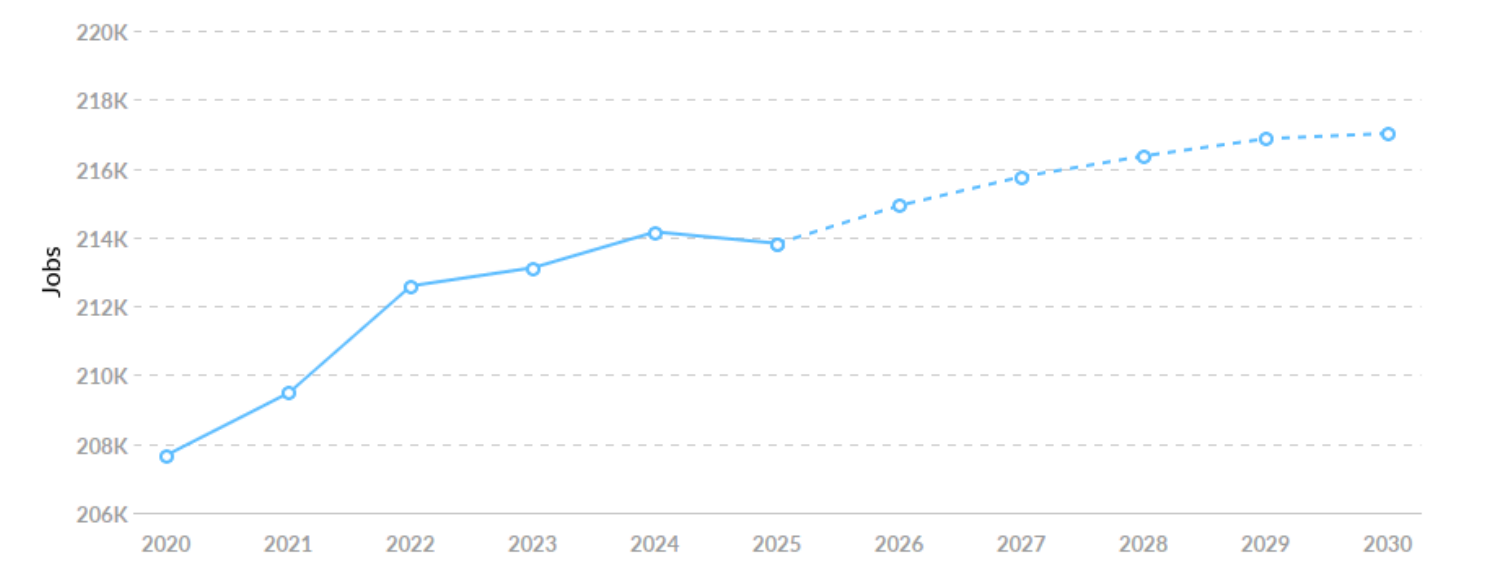
As of 2025 the region's population **increased by 1.5%** since 2020, growing by 6,361. Population is expected to **increase by 1.0%** between 2025 and 2030, adding 4,141.



Timeframe	Population
2020	421,434
2021	421,333
2022	423,273
2023	425,213
2024	426,051
2025	427,795
2026	429,027
2027	430,118
2028	430,917
2029	431,540
2030	431,936

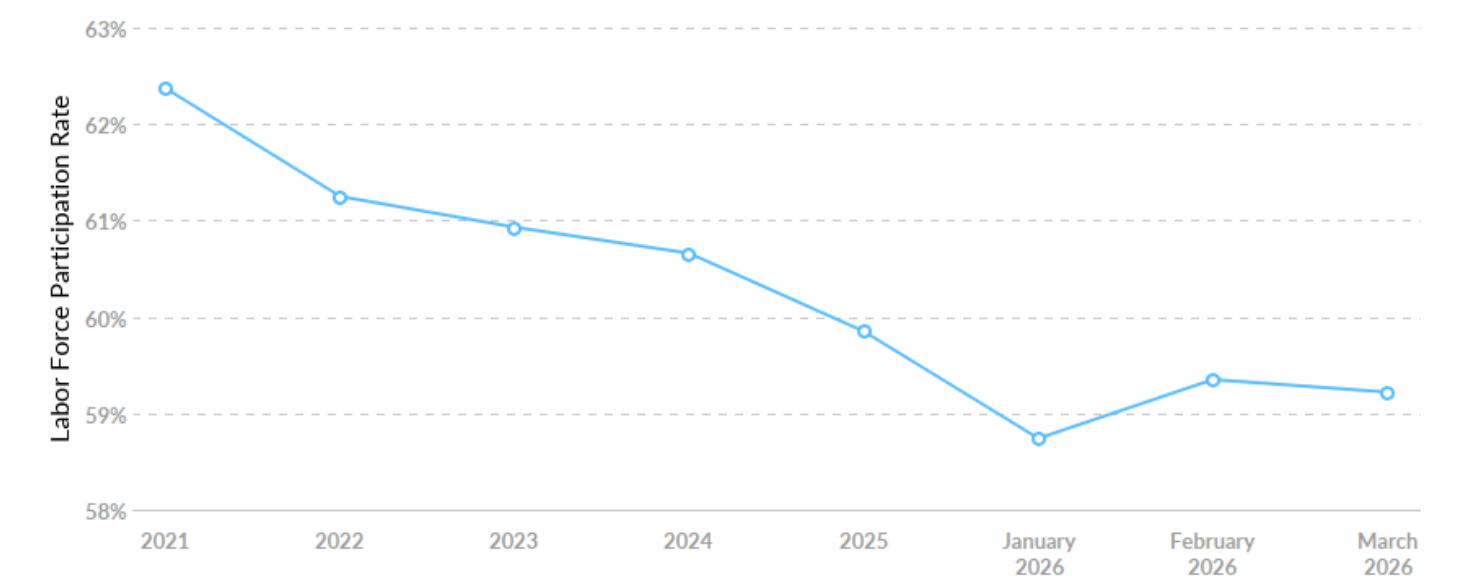
Job Trends

From 2020 to 2025, jobs increased by 3.0% in 9 Wisconsin Counties from 207,676 to 213,822. This change fell short of the national growth rate of 10.6% by 7.6%.



Timeframe	Jobs
2020	207,676
2021	209,482
2022	212,587
2023	213,116
2024	214,156
2025	213,822
2026	214,924
2027	215,760
2028	216,362
2029	216,863
2030	217,016

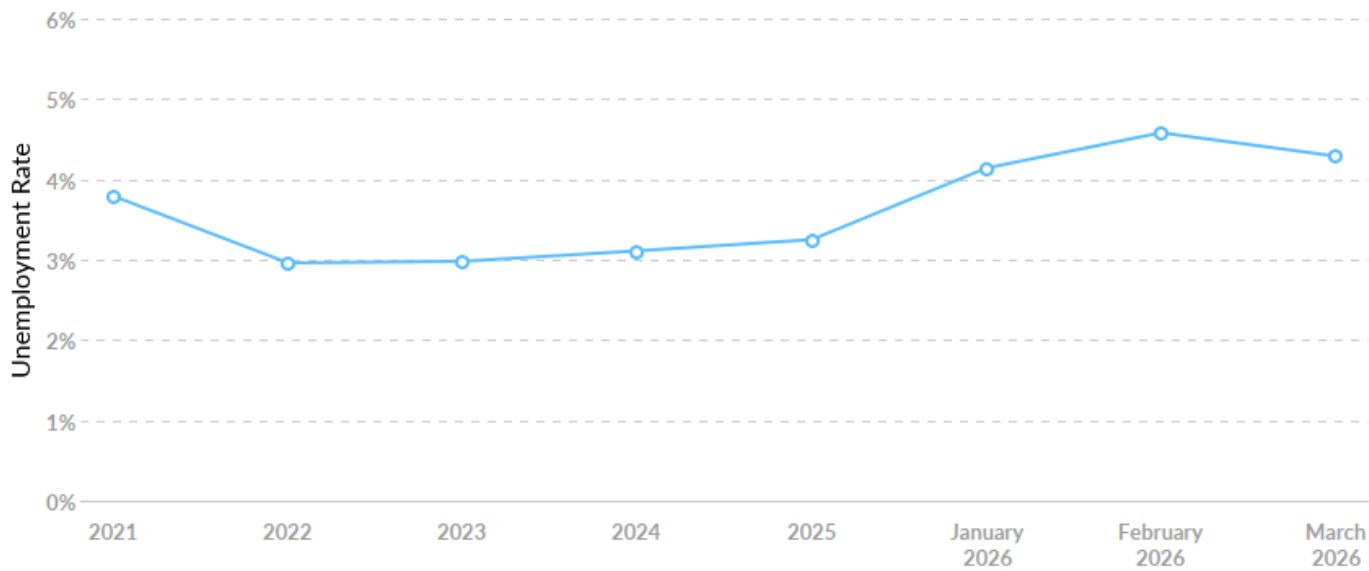
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	62.37%
2022	61.25%
2023	60.93%
2024	60.66%
2025	59.85%
January 2026	58.74%
February 2026	59.35%
March 2026	59.22%

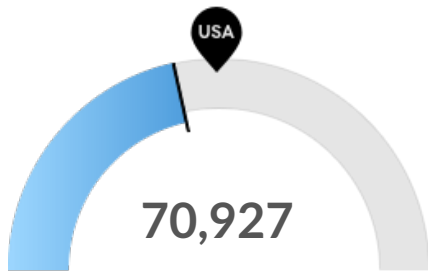
Unemployment Rate Trends

Your areas had a March 2026 unemployment rate of 4.29%, **increasing from 3.79%** 5 years before.



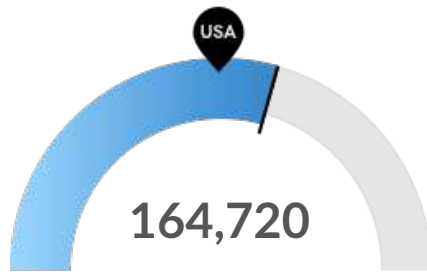
Timeframe	Unemployment Rate
2021	3.79%
2022	2.96%
2023	2.98%
2024	3.11%
2025	3.25%
January 2026	4.14%
February 2026	4.58%
March 2026	4.29%

Population Characteristics



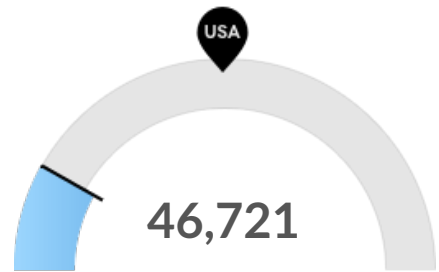
Millennials

Your area has 70,927 millennials (ages 25-39). The national average for an area this size is 87,217.



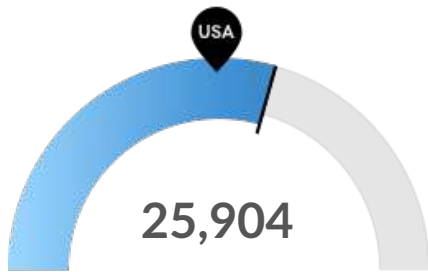
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 128,828 people 55 or older, while there are 164,720 here.



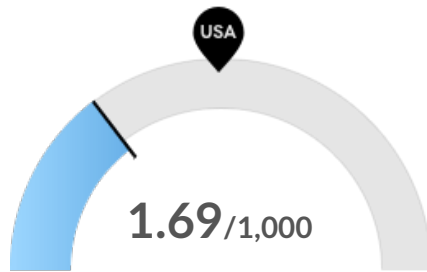
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 181,235 racially diverse people, while there are 46,721 here.



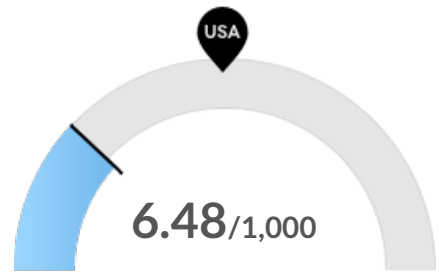
Veterans

Your area has 25,904 veterans. The national average for an area this size is 20,276.



Violent Crime

Your area has 1.69 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

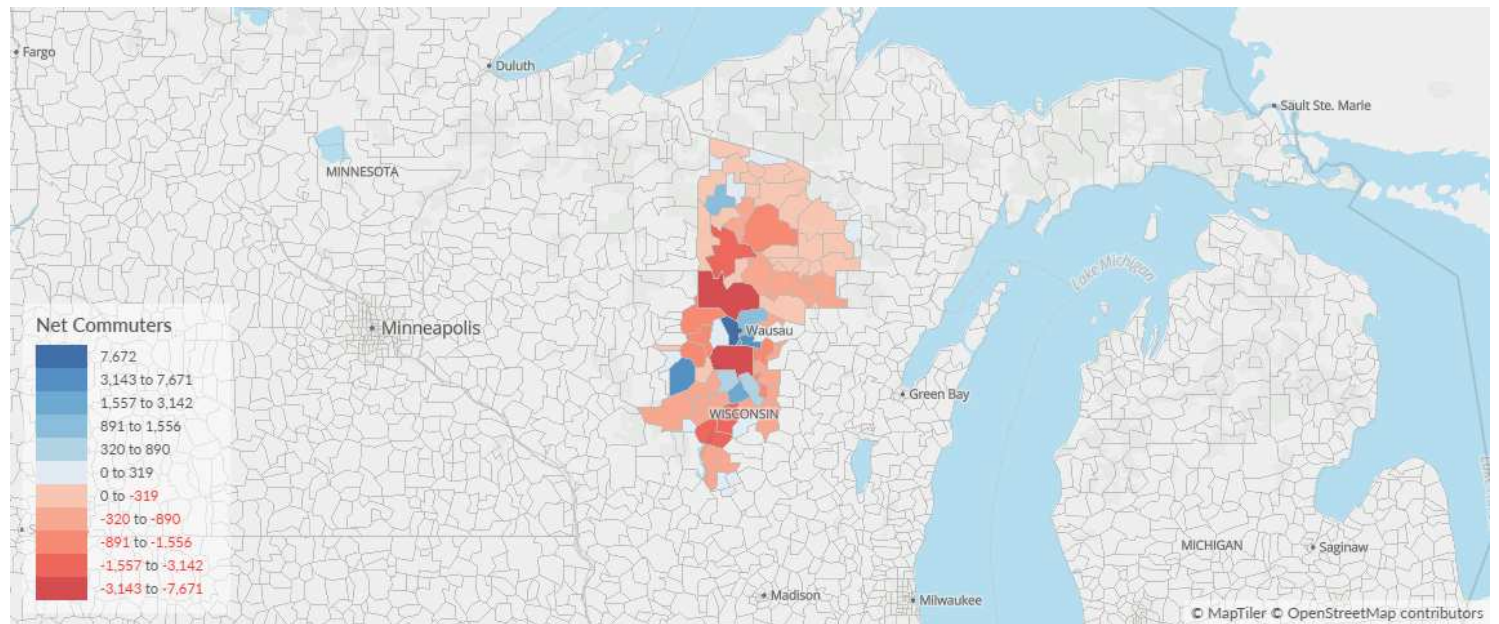


Property Crime

Your area has 6.48 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.

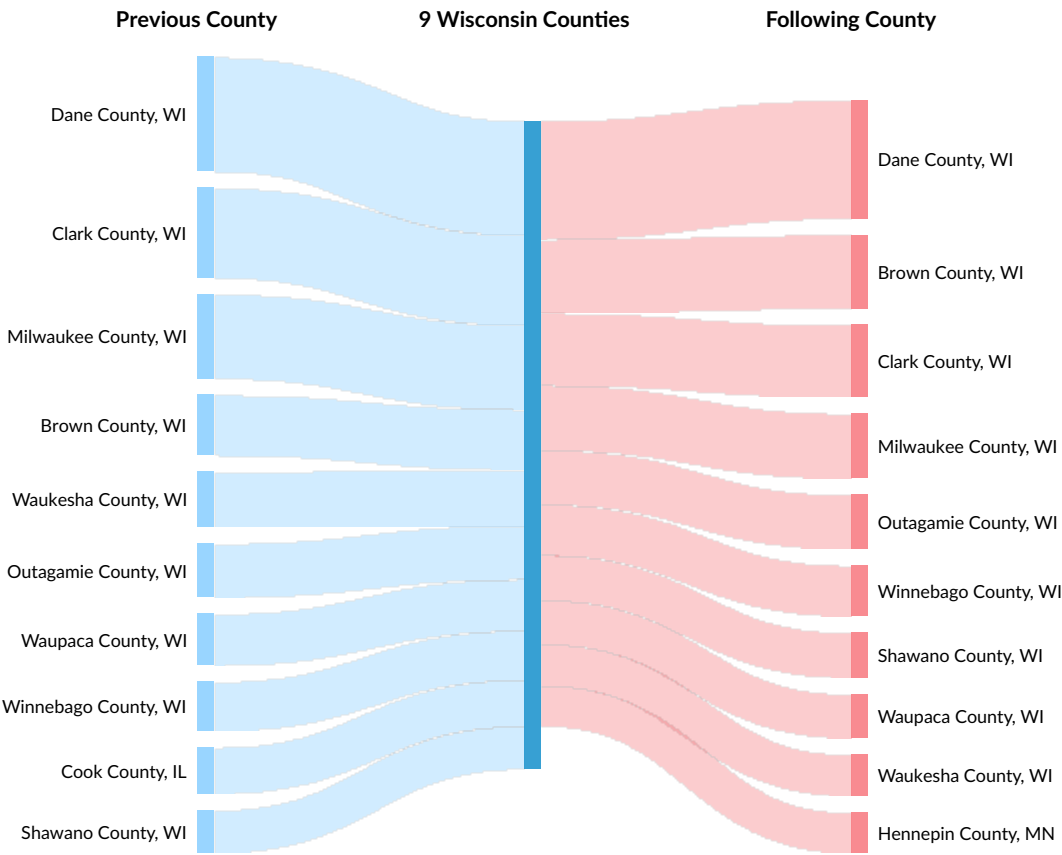


Where Talent Works			Where Talent Lives		
ZIP	Name	2025 Employment	ZIP	Name	2025 Workers
54401	Wausau, WI (in Maratho...	24,062	54401	Wausau, WI (in Maratho...	16,391
54481	Stevens Point, WI (in Po...	16,263	54494	Wisconsin Rapids, WI (i...	14,776
54449	Marshfield, WI (in Woo...	15,418	54481	Stevens 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 9 Wisconsin Counties. The left column shows residents of other counties migrating to 9 Wisconsin Counties. The right column shows residents migrating from 9 Wisconsin Counties to other counties.

As of 2023, 560 people have migrated from Dane County, WI to 9 Wisconsin Counties. In the same year, 580 people left 9 Wisconsin Counties migrating to Dane County, WI. The total Net Migration for 9 Wisconsin Counties in 2023 was 984.

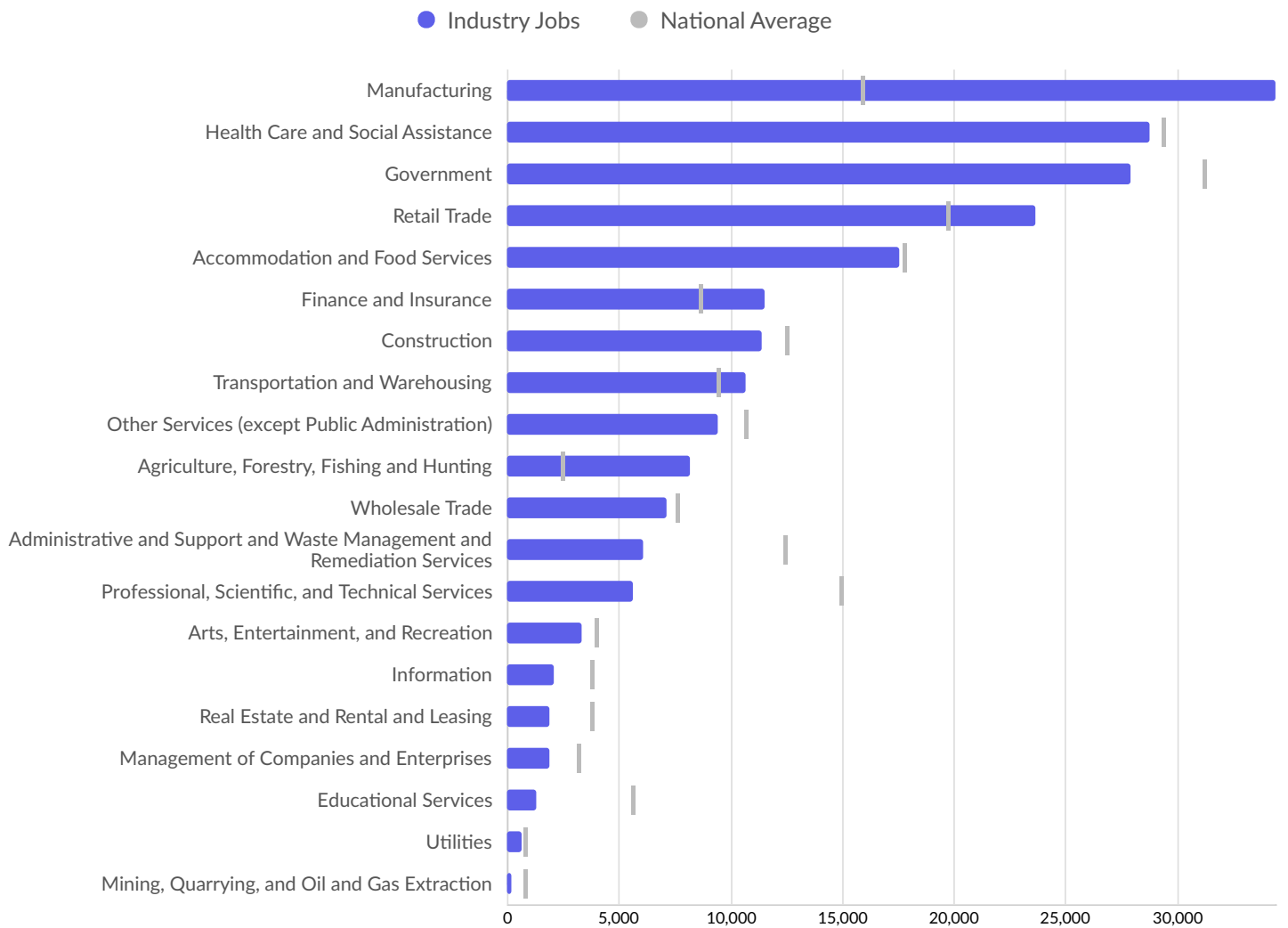


Top Previous Counties	Migrations
Dane County, WI	560
Clark County, WI	441
Milwaukee County, WI	413
Brown County, WI	295
Waukesha County, WI	272
Outagamie County, WI	264

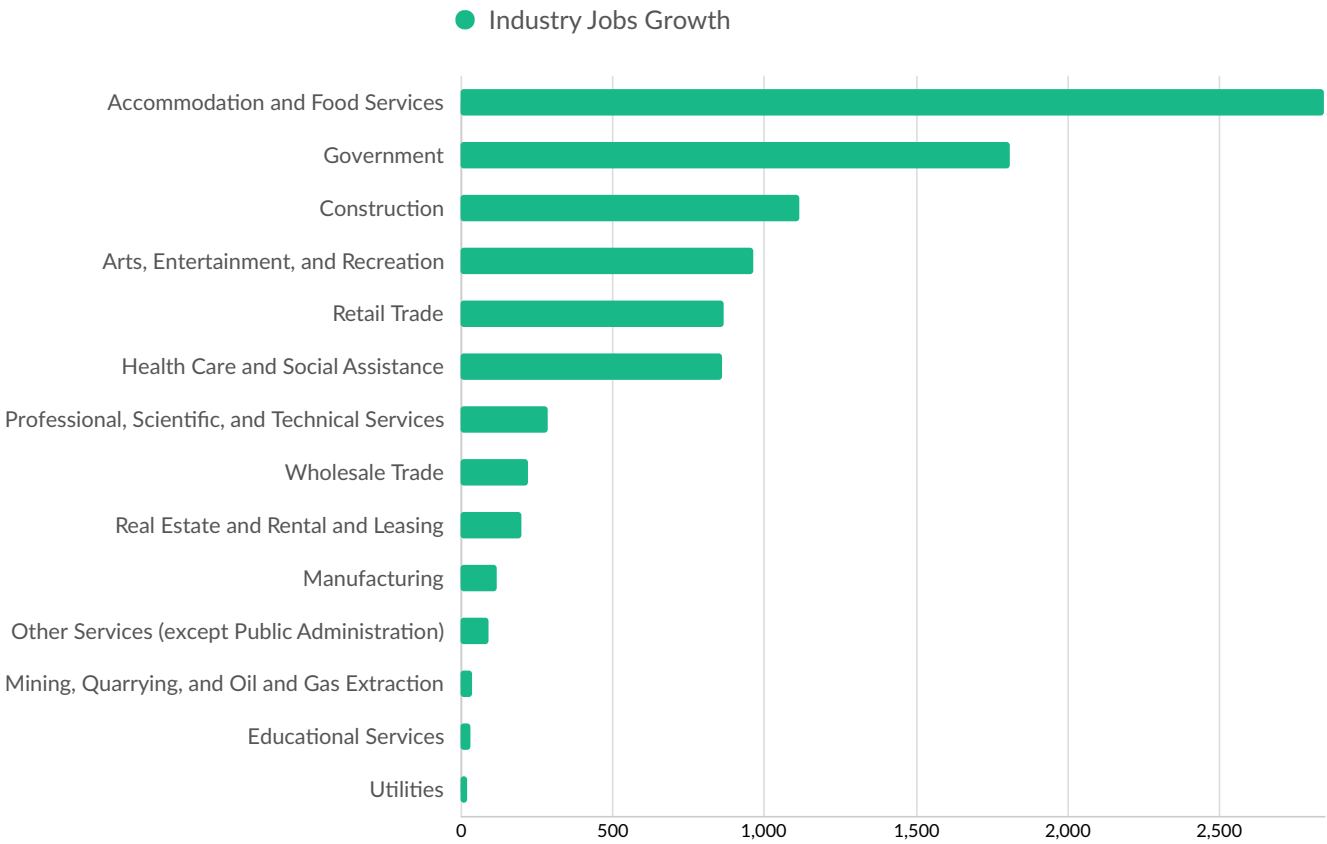
Top Previous Counties	Migrations
Waupaca County, WI	252
Winnebago County, WI	241
Cook County, IL	227
Shawano County, WI	210
Waushara County, WI	188
Sauk County, WI	180
Hennepin County, MN	168
Columbia County, WI	163
Taylor County, WI	162
Top Following Counties	Migrations
Dane County, WI	580
Brown County, WI	361
Clark County, WI	353
Milwaukee County, WI	318
Outagamie County, WI	266
Winnebago County, WI	248
Shawano County, WI	221
Waupaca County, WI	215
Waukesha County, WI	203
Hennepin County, MN	198
La Crosse County, WI	168
Eau Claire County, WI	160
Sauk County, WI	154
Waushara County, WI	143
Juneau County, WI	140

Industry Characteristics

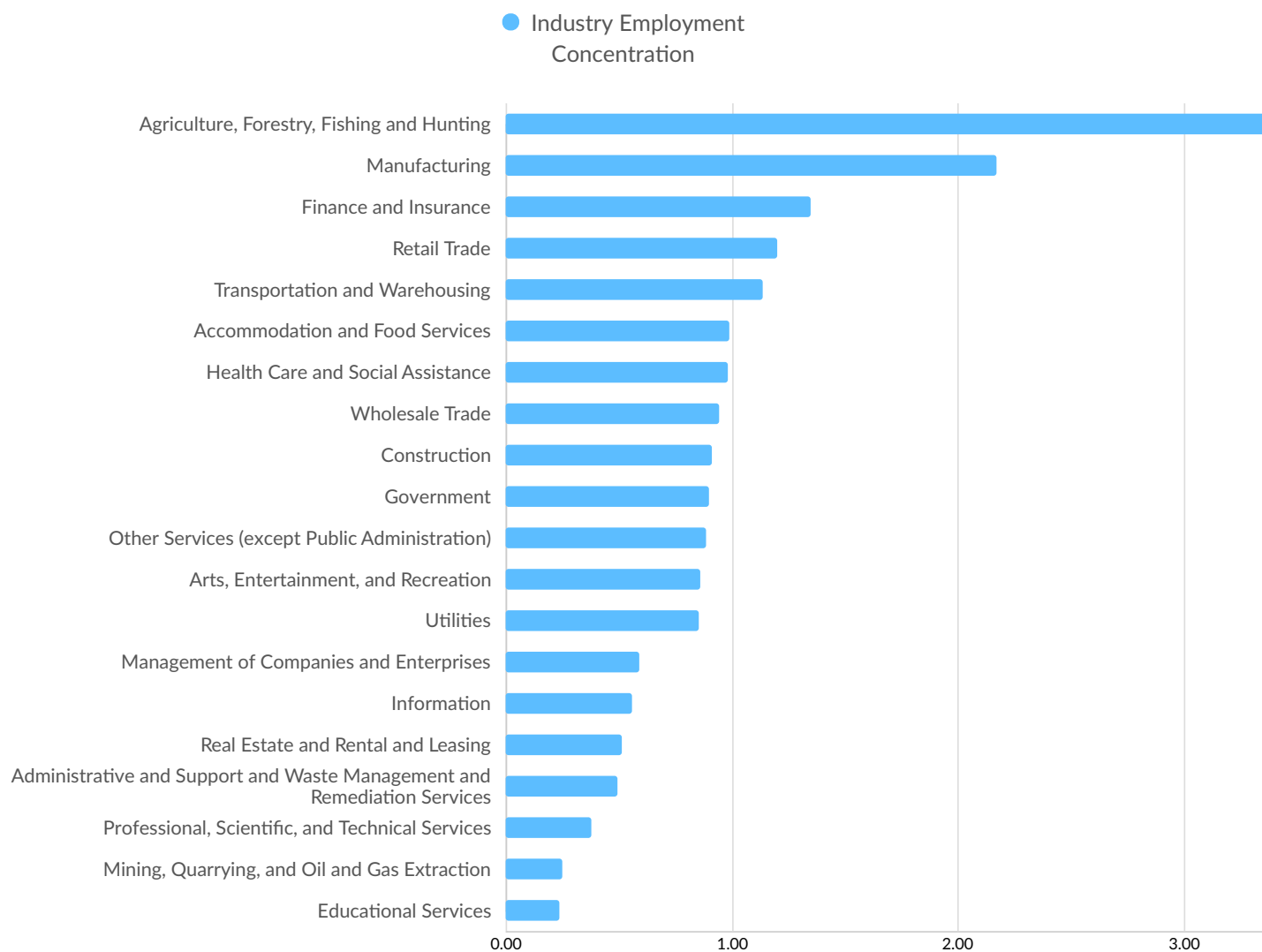
Largest Industries



Top Growing Industries

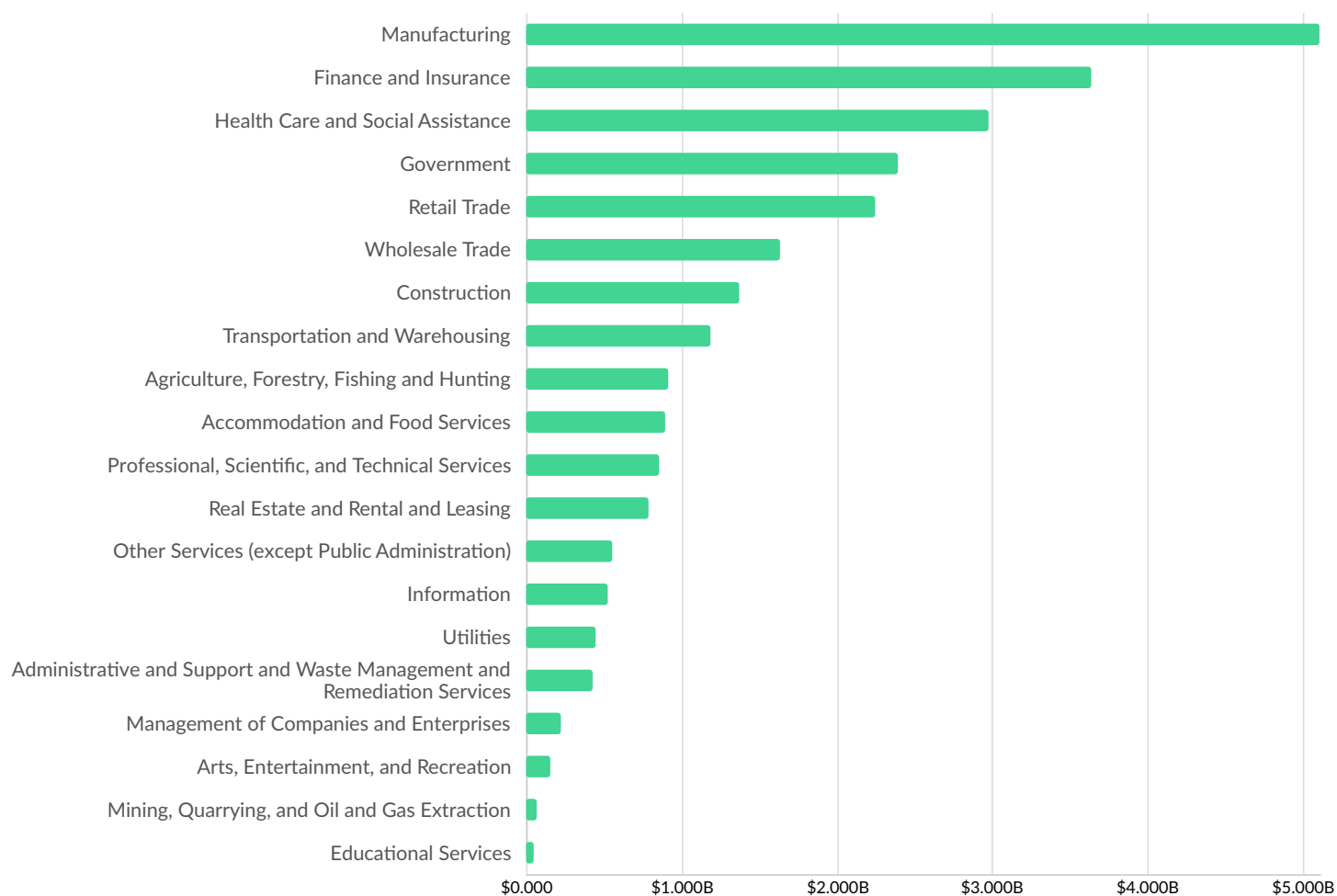


Top Industry Employment Concentration



Top Industry GRP

● Gross Regional Product



Top Industry Earnings



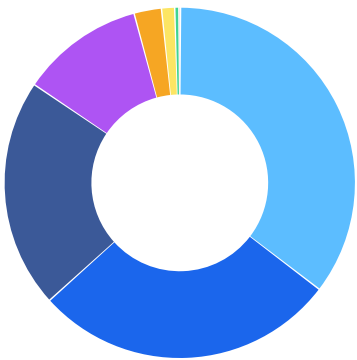
Business Characteristics

26,402 Companies Employ Your Workers

Online profiles for your workers mention 26,402 companies as employers, with the top 10 appearing below. In the last 12 months, 4,091 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	2,600	Aspirus	2,765
Sentry	1,851	Marshfield Clinic	2,335
Aspirus	1,826	CompHealth	1,124
University of Wisconsin-Steven...	1,497	Weatherby Healthcare	826
Ministry Health Care	658	Vetted Health	776
State of Wisconsin	616	Aya Healthcare	726
Walmart	469	Kroger	518
Church Mutual Insurance Comp...	467	Soliant Health	484
Greenheck	444	MedPro Healthcare Staffing	482
Northcentral Technical College	397	Pick And Save	476

Business Size

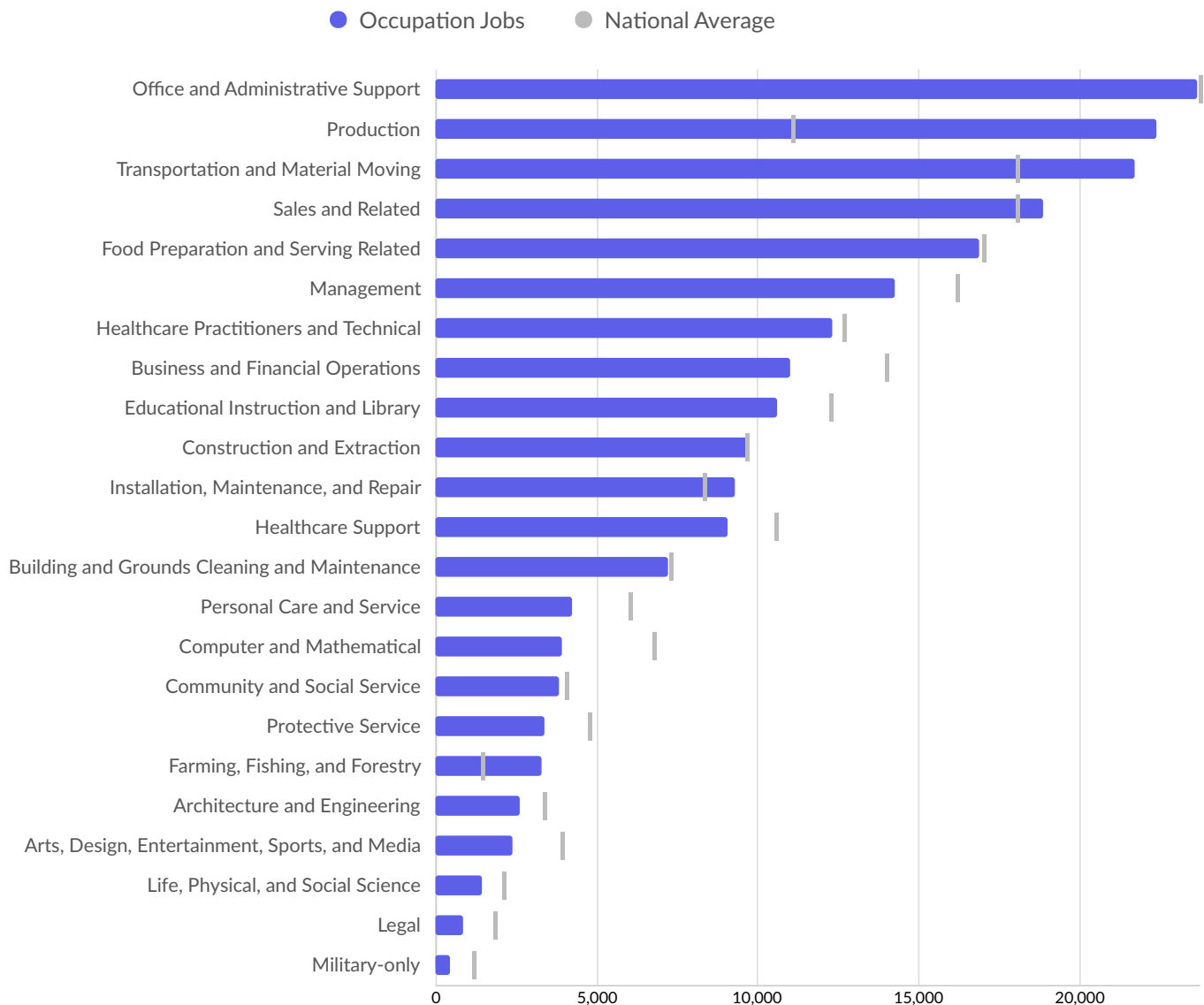


	Percentage	Business Count
1 to 4 employees	35.3%	7,048
5 to 9 employees	27.9%	5,578
10 to 19 employees	21.1%	4,219
20 to 49 employees	11.4%	2,266
50 to 99 employees	2.5%	505
100 to 249 employees	1.2%	241
250 to 499 employees	0.4%	76
500+ employees	0.2%	30

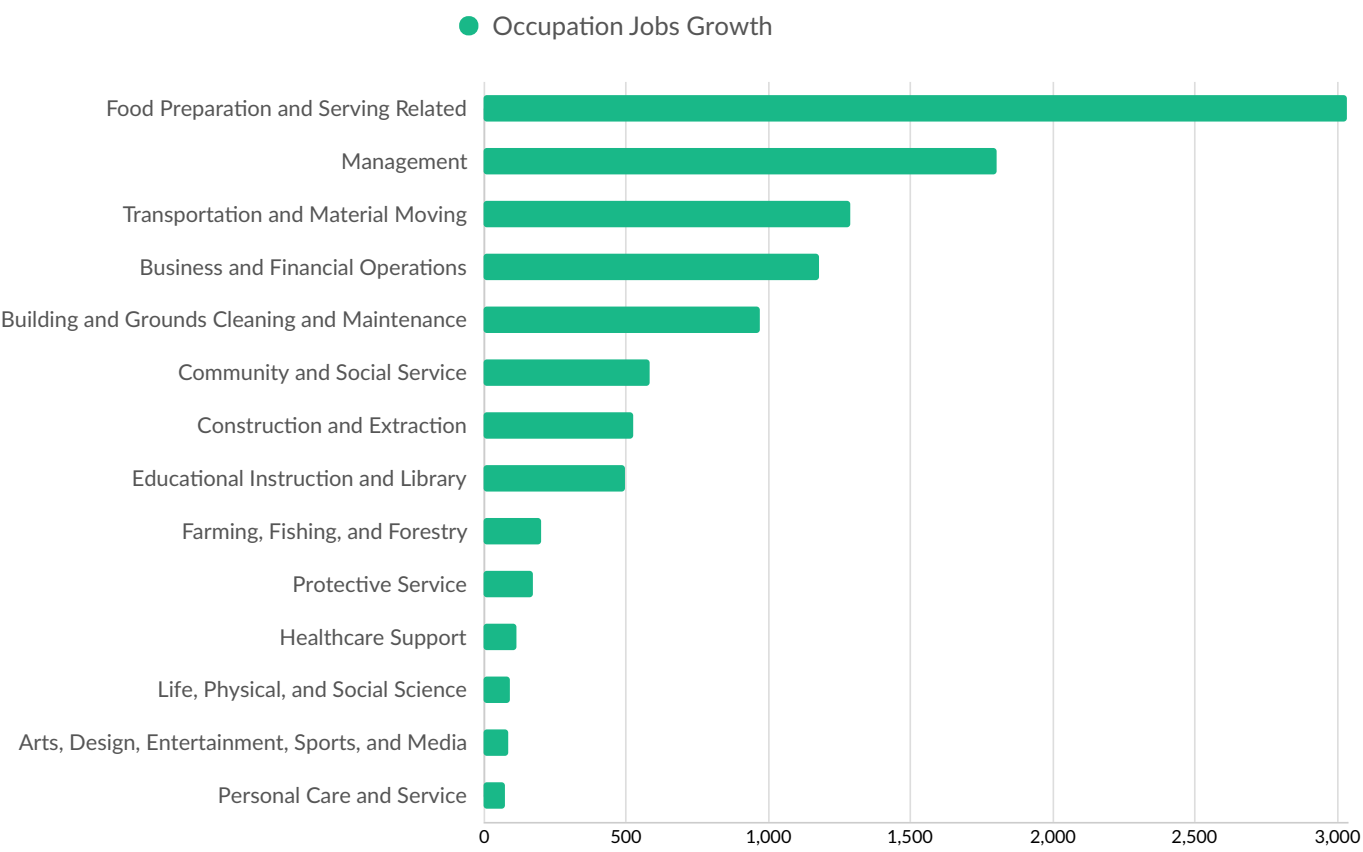
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

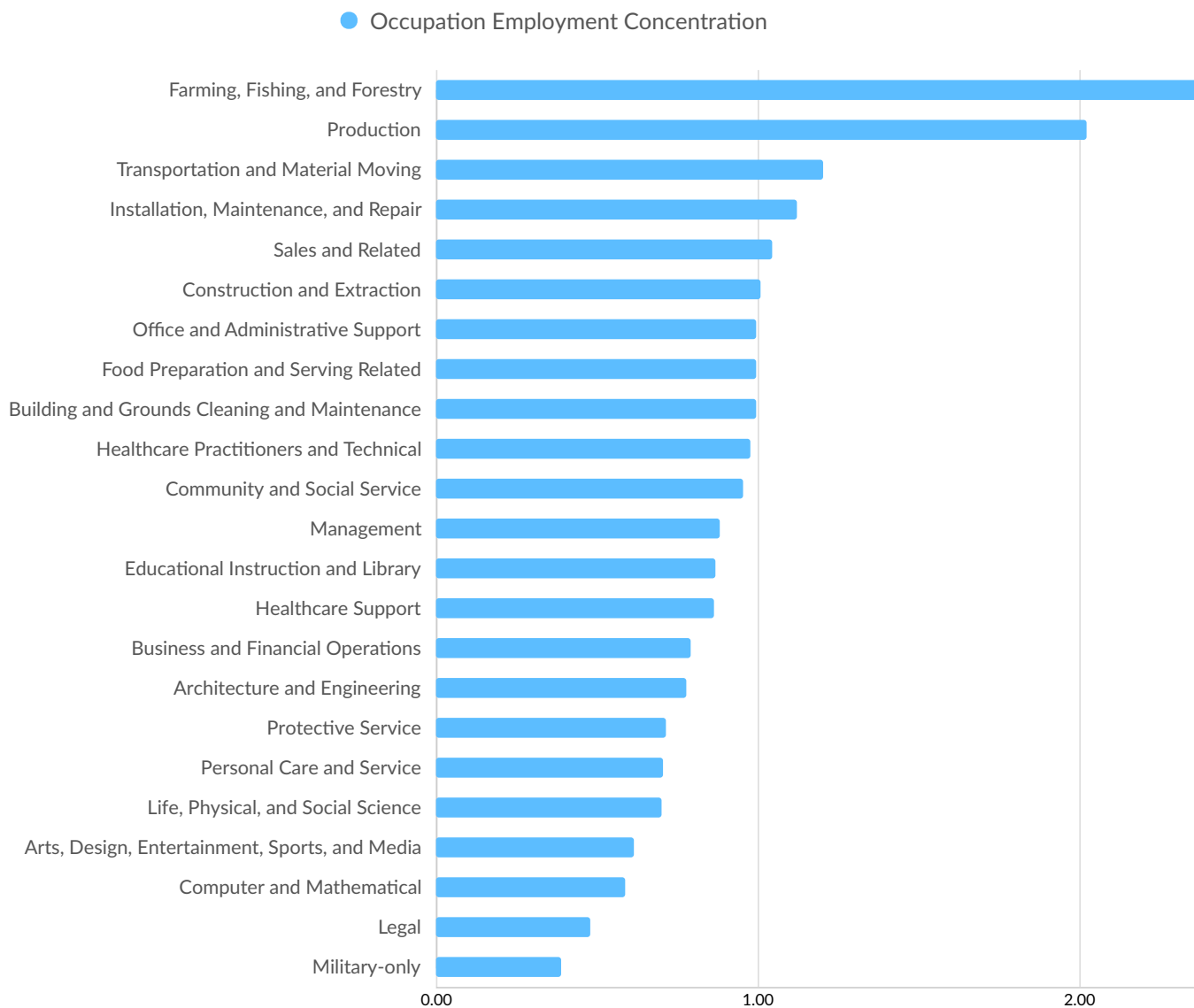
Largest Occupations



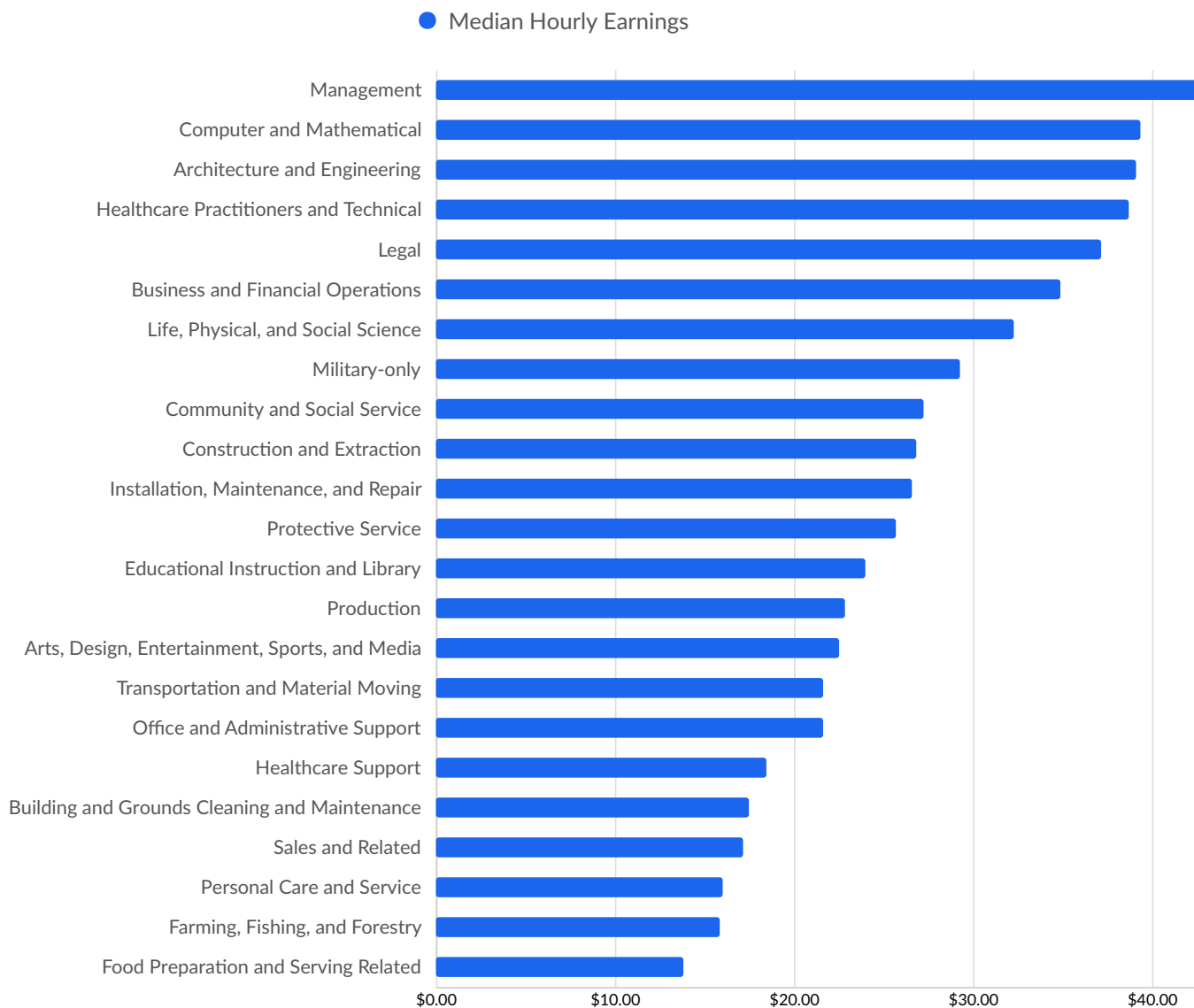
Top Growing Occupations



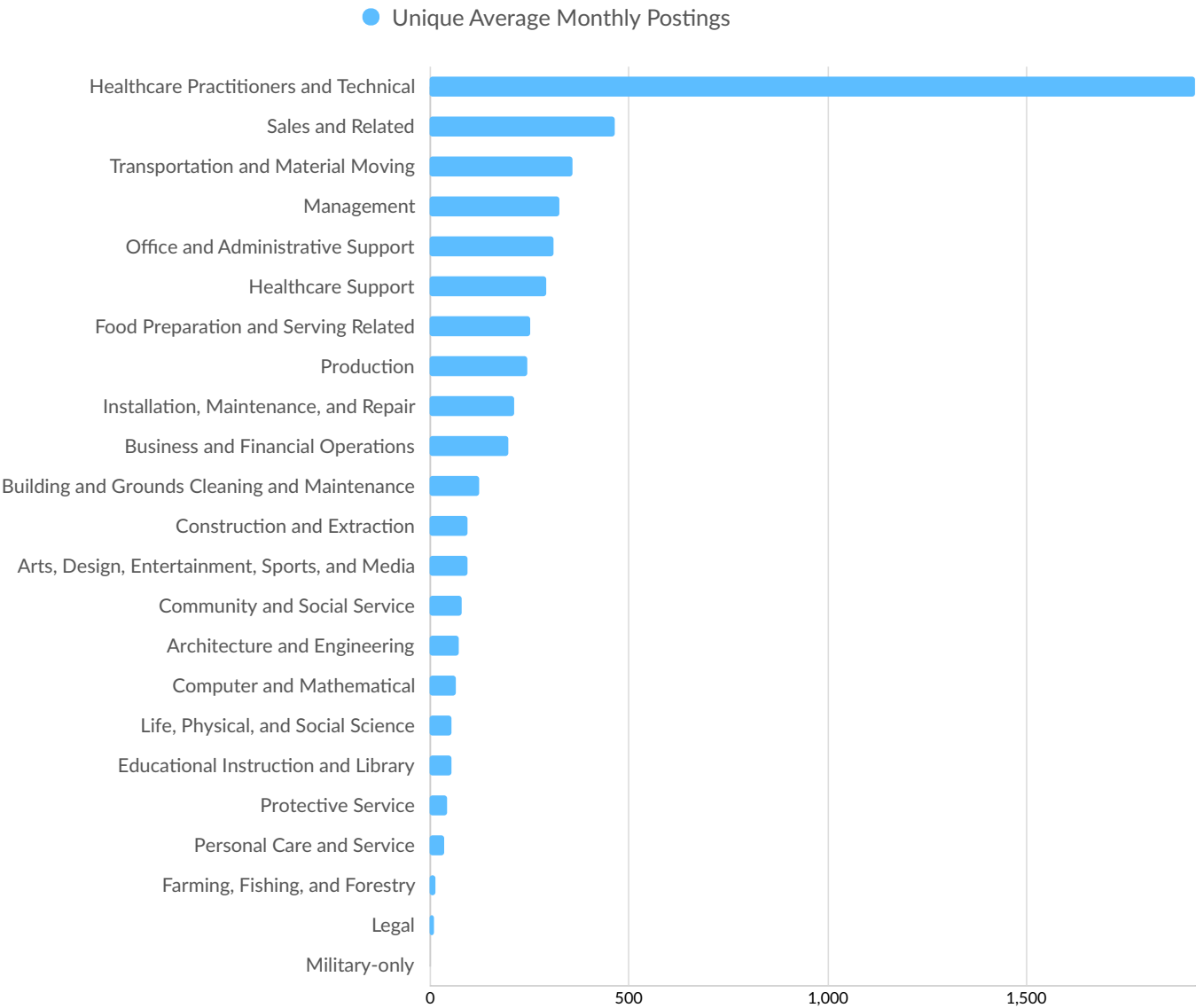
Top Occupation Employment Concentration



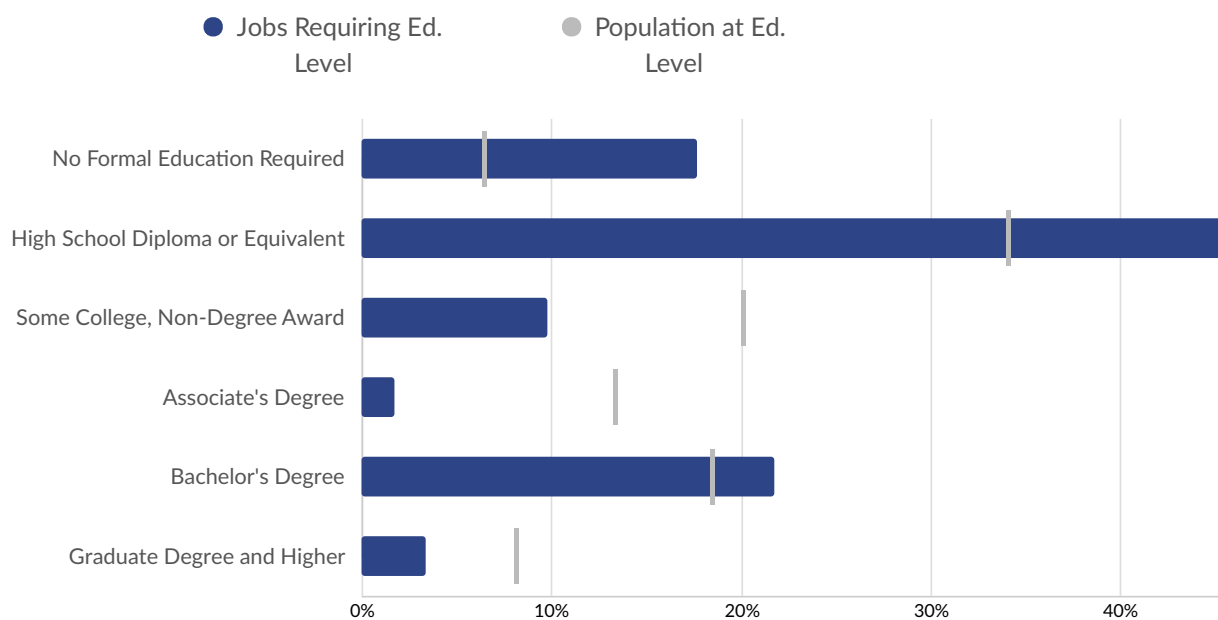
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2024, there were 5,630 graduates in 9 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

