



Wausau-Weston, WI



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Wausau, Wisconsin 54403-5530

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Report Parameters

1 MSA

48140 Wausau-Weston, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

167,659

Population (2022)

Population **grew by 4,389** over the last 5 years and is projected to **grow by 5,357** over the next 5 years.

86,105

Total Regional Employment

Jobs **decreased by 1,321** over the last 5 years but are projected to **grow by 2,113** over the next 5 years.

\$66.7K

Median Household Income (2021)

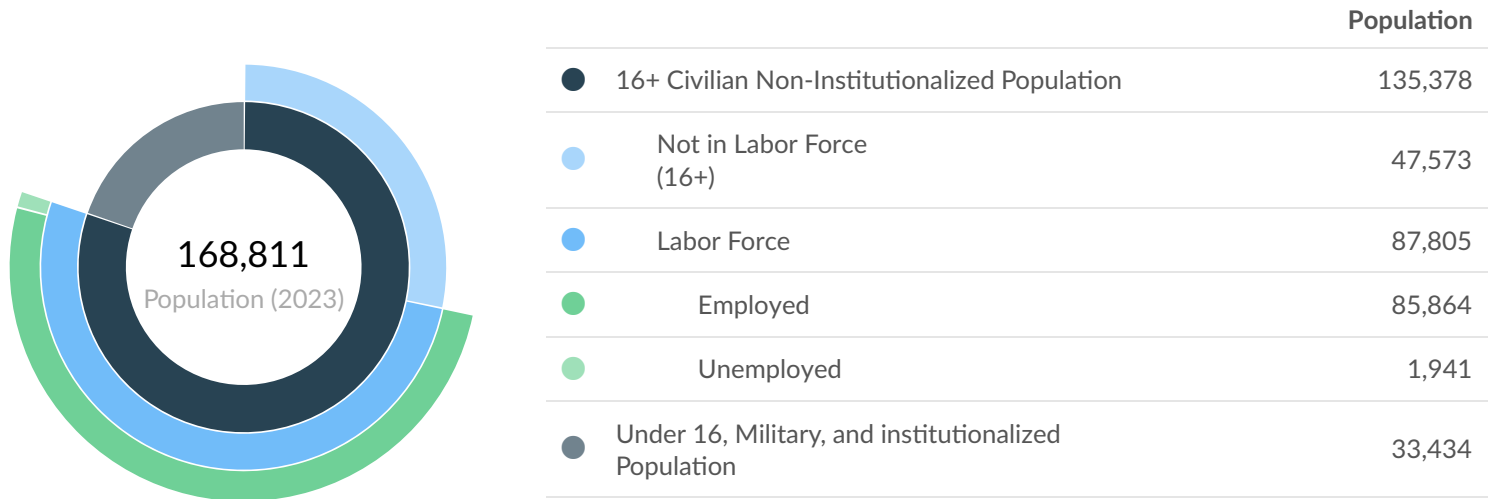
Median household income is **\$2.3K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 2.7%** since 2017, growing by 4,389. Population is expected to **increase by 3.2%** between 2022 and 2027, adding 5,357.
- From 2017 to 2022, jobs **declined by 1.5%** in Wausau-Weston, WI from 87,425 to **86,105**. This change **fell short of the national growth rate of 3.4% by 4.9%**. As the number of jobs declined, the **labor force participation rate decreased from 68.5% to 64.3% between 2017 and 2022**.
- Concerning educational attainment, **17.5% of Wausau-Weston, WI residents possess a Bachelor's Degree** (3.4% below the national average), and **13.7% hold an Associate's Degree** (4.9% above the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Dairy Product Manufacturing.

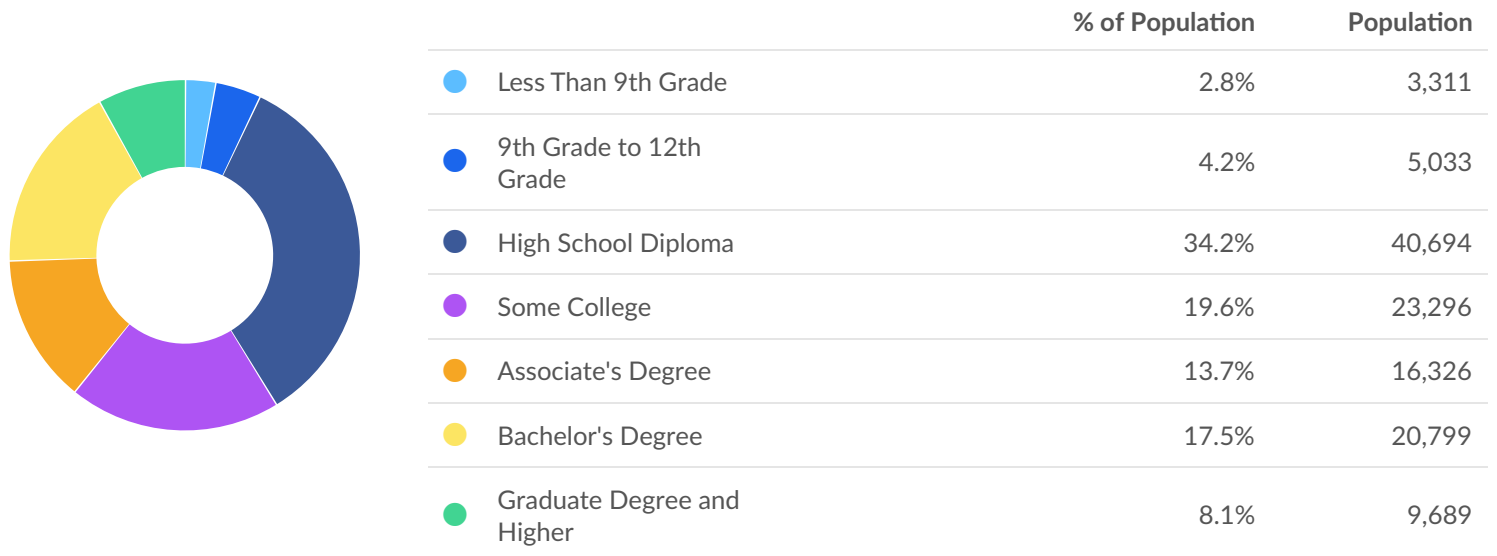
	Population (2023)	Labor Force (Mar 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	168,811	87,805	86,105	100.2	\$10.59B	\$13.48B	\$13.65B
Labor Shed	429,820	216,730	204,213	99.0	\$24.31B	\$32.53B	\$30.63B
Wausau Metropolitan	113,772	N/A	66,005	99.9	\$8.26B	\$9.91B	\$10.98B

Mar 2023 Labor Force Breakdown



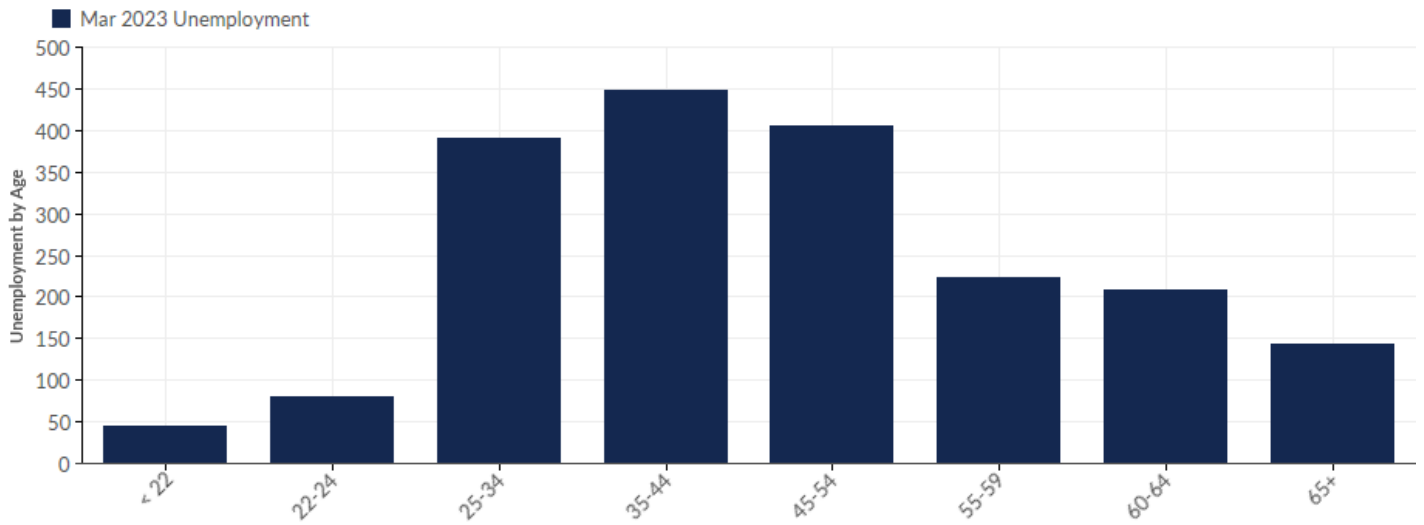
Educational Attainment

Concerning educational attainment, **17.5% of Wausau-Weston, WI residents possess a Bachelor's Degree** (3.4% below the national average), and **13.7% hold an Associate's Degree** (4.9% above the national average).



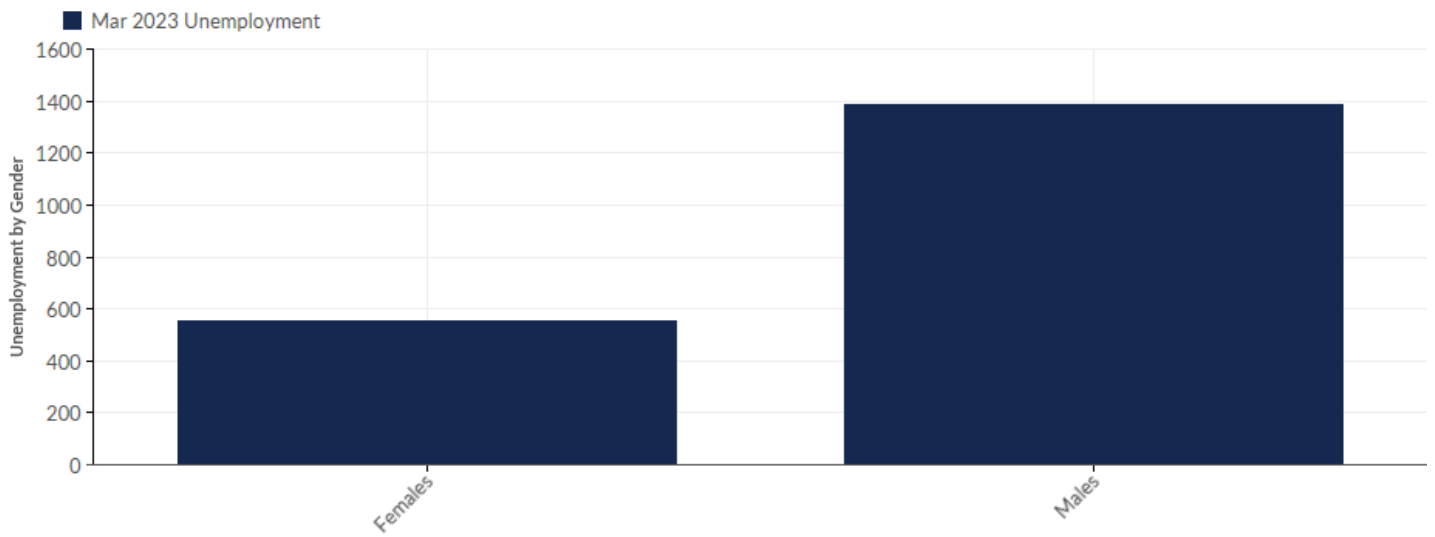
Unemployment by Demographics

Unemployment by Age



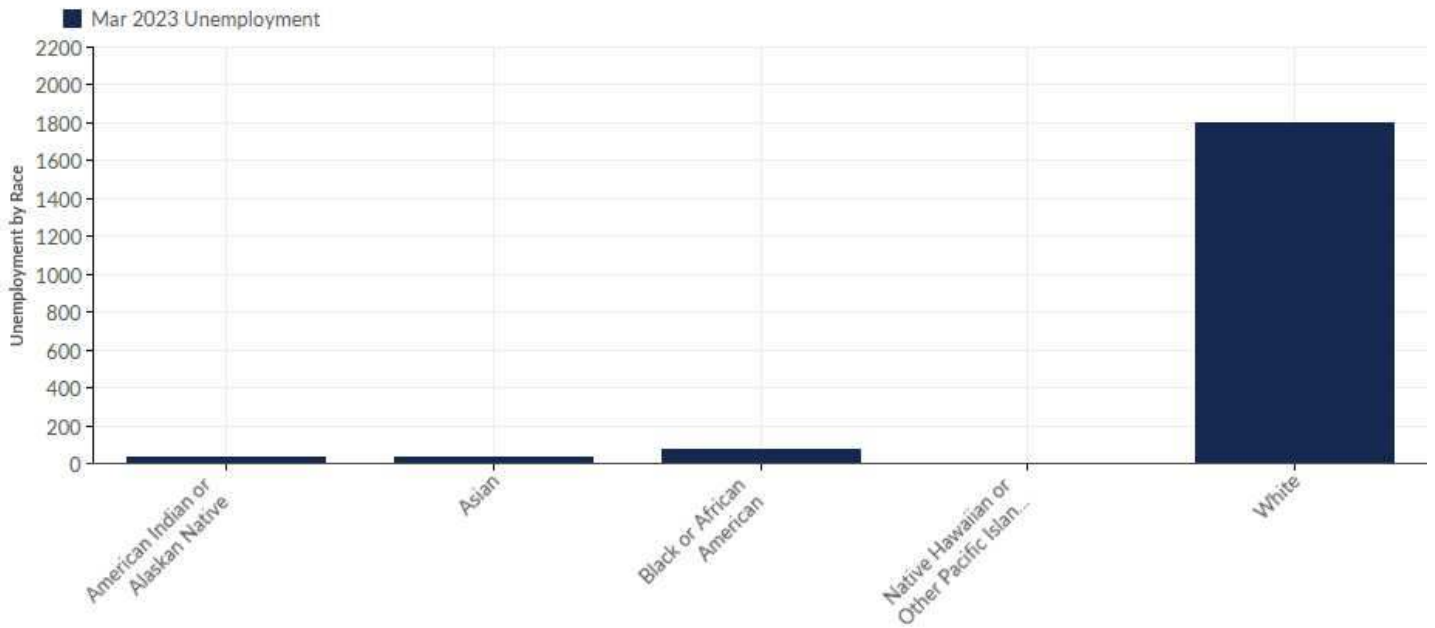
Age	Unemployment (Mar 2023)	% of Unemployed
< 22	44	2.27%
22-24	80	4.12%
25-34	390	20.09%
35-44	448	23.08%
45-54	405	20.87%
55-59	223	11.49%
60-64	207	10.66%
65+	143	7.37%
Total	1,941	100.00%

Unemployment by Gender



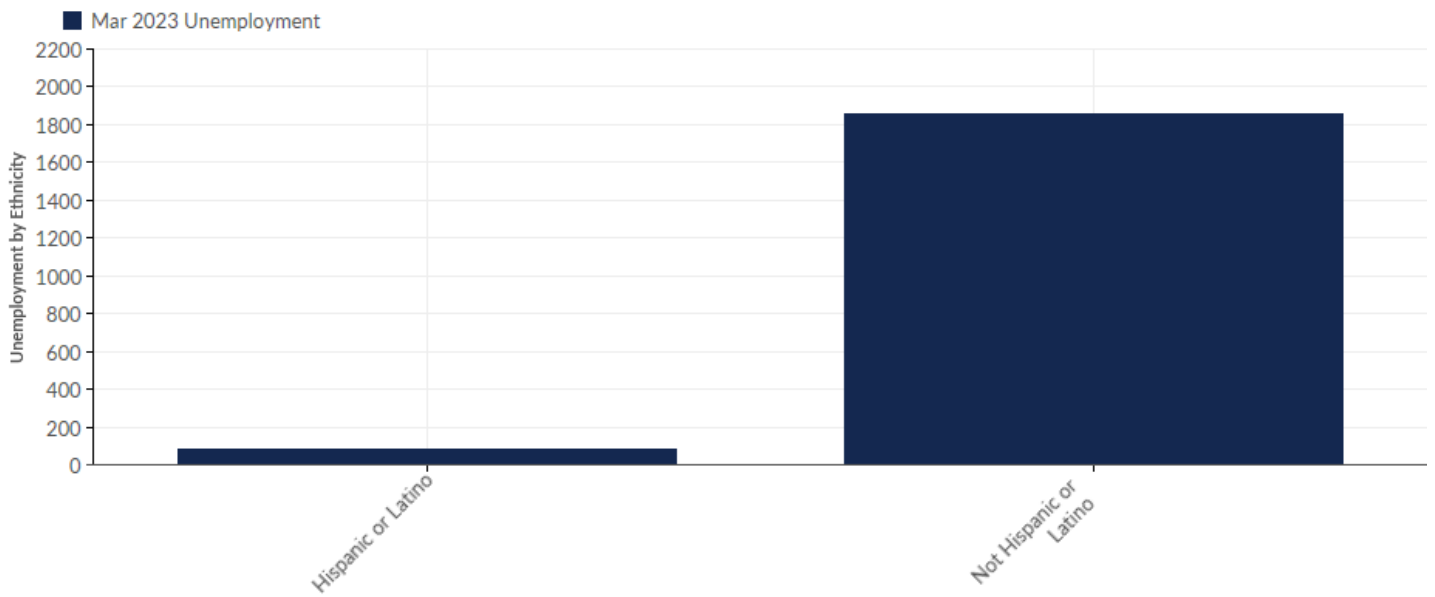
Gender	Unemployment (Mar 2023)	% of Unemployed
Females	553	28.49%
Males	1,388	71.51%
Total	1,941	100.00%

Unemployment by Race



Race	Unemployment (Mar 2023)	% of Unemployed
American Indian or Alaskan Native	33	1.70%
Asian	34	1.75%
Black or African American	71	3.66%
Native Hawaiian or Other Pacific Islander	2	0.10%
White	1,801	92.79%
Total	1,941	100.00%

Unemployment by Ethnicity

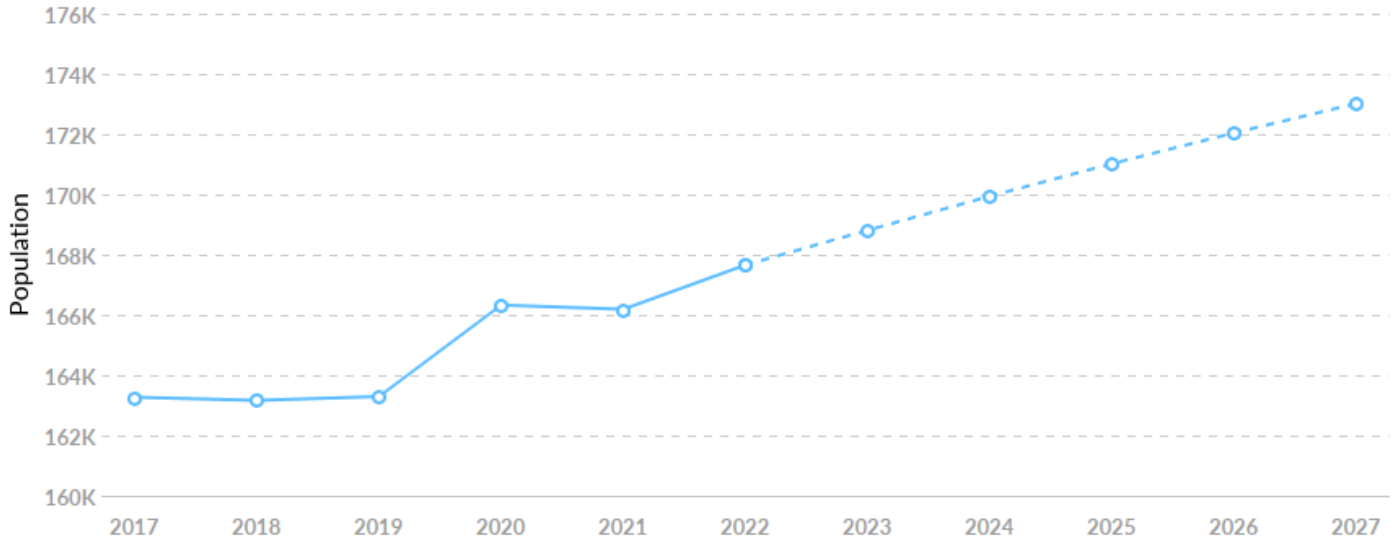


Ethnicity	Unemployment (Mar 2023)	% of Unemployed
Hispanic or Latino	84	4.33%
Not Hispanic or Latino	1,857	95.67%
Total	1,941	100.00%

Historic & Projected Trends

Population Trends

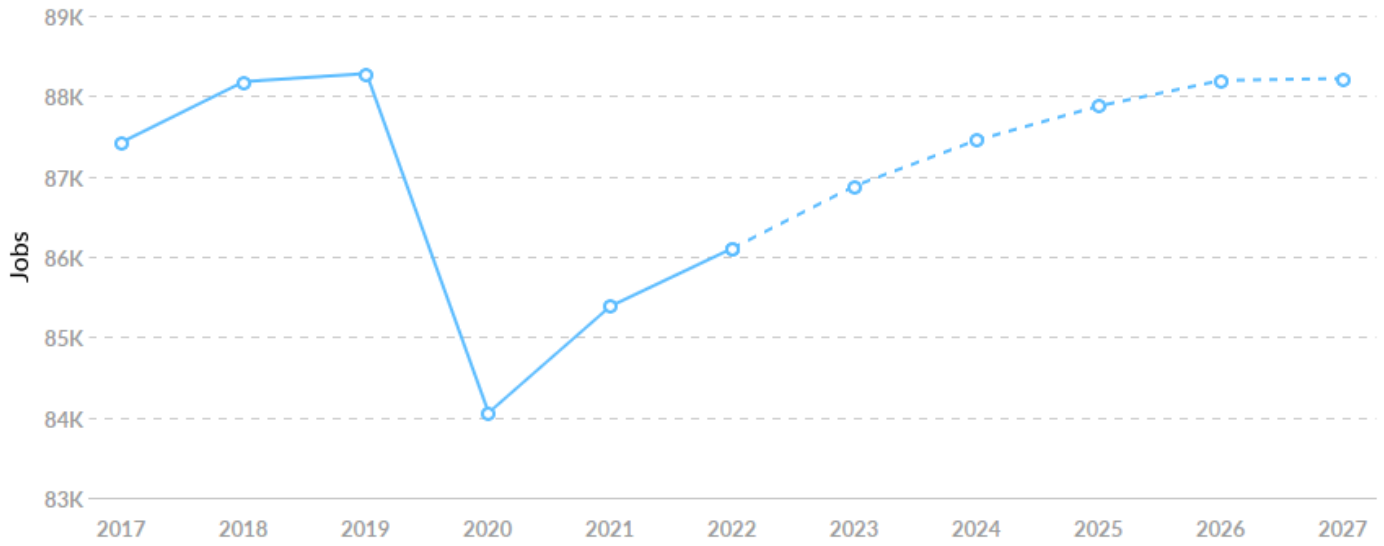
As of 2022 the region's population **increased by 2.7%** since 2017, growing by 4,389. Population is expected to **increase by 3.2%** between 2022 and 2027, adding 5,357.



Timeframe	Population
2017	163,270
2018	163,164
2019	163,293
2020	166,328
2021	166,189
2022	167,659
2023	168,811
2024	169,941
2025	171,020
2026	172,044
2027	173,016

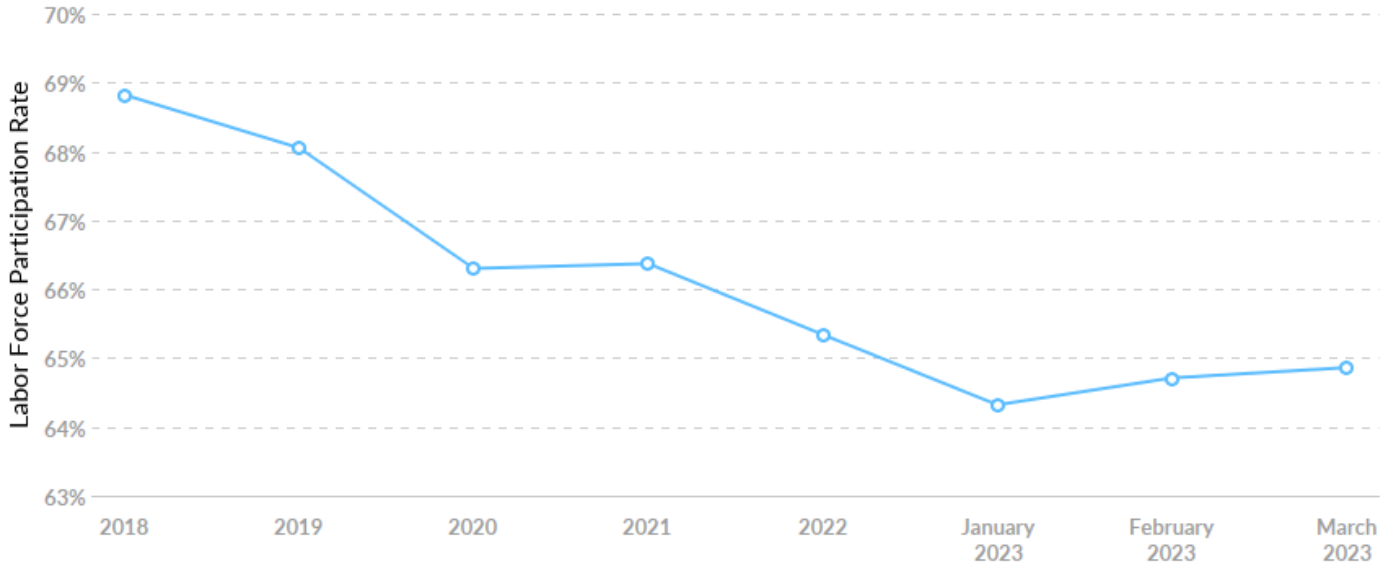
Job Trends

From 2017 to 2022, jobs declined by 1.5% in Wausau-Weston, WI from 87,425 to 86,105. This change fell short of the national growth rate of 3.4% by 4.9%.



Timeframe	Jobs
2017	87,425
2018	88,179
2019	88,279
2020	84,054
2021	85,383
2022	86,105
2023	86,881
2024	87,451
2025	87,876
2026	88,194
2027	88,218

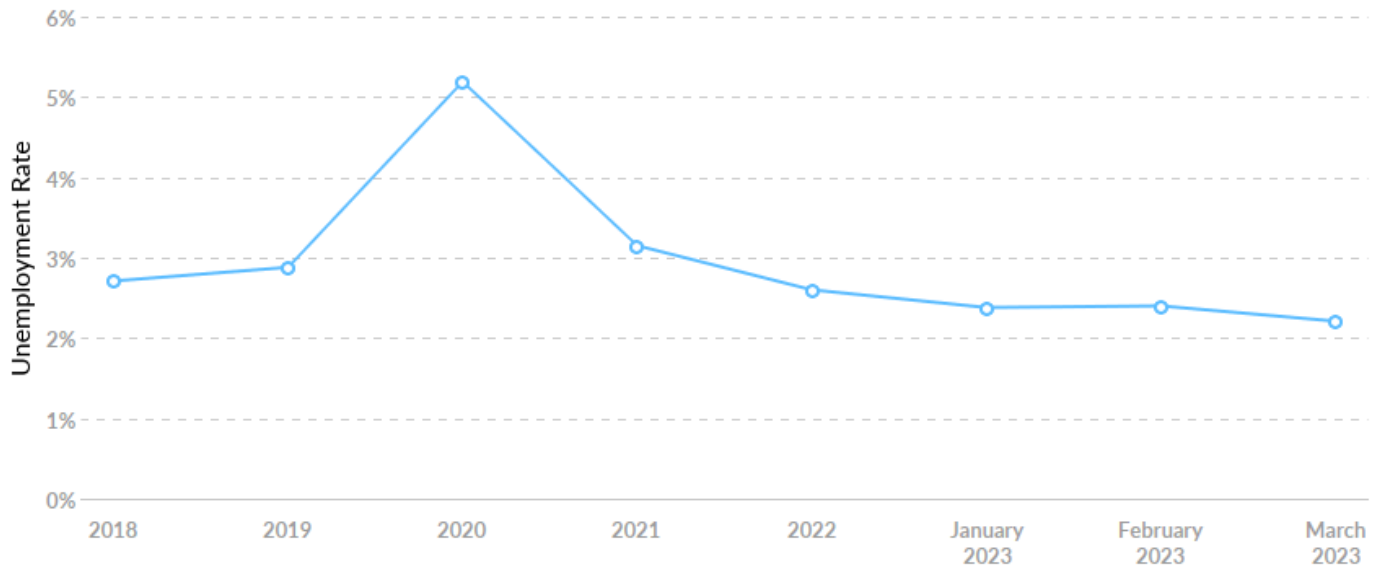
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	68.82%
2019	68.05%
2020	66.30%
2021	66.37%
2022	65.34%
January 2023	64.32%
February 2023	64.71%
March 2023	64.86%

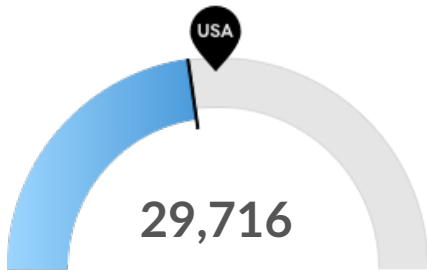
Unemployment Rate Trends

Wausau-Weston, WI had a March 2023 unemployment rate of 2.21%, decreasing from 2.71% 5 years before.



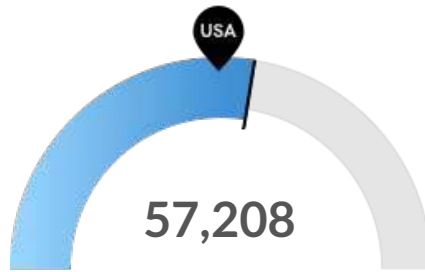
Timeframe	Unemployment Rate
2018	2.71%
2019	2.88%
2020	5.19%
2021	3.15%
2022	2.60%
January 2023	2.38%
February 2023	2.40%
March 2023	2.21%

Population Characteristics



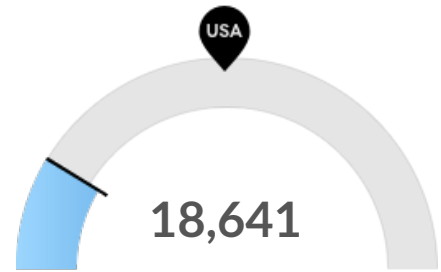
Millennials

Wausau-Weston, WI has 29,716 millennials (ages 25-39). The national average for an area this size is 33,947.



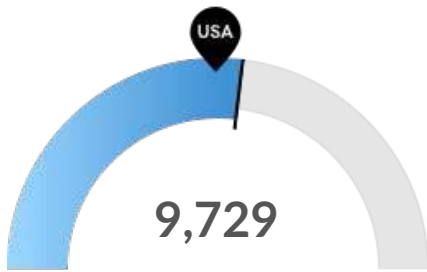
Retiring Soon

Retirement risk is high in Wausau-Weston, WI. The national average for an area this size is 49,397 people 55 or older, while there are 57,208 here.



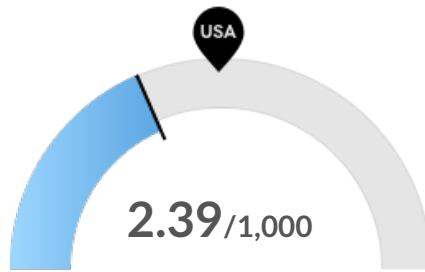
Racial Diversity

Racial diversity is low in Wausau-Weston, WI. The national average for an area this size is 67,629 racially diverse people, while there are 18,641 here.



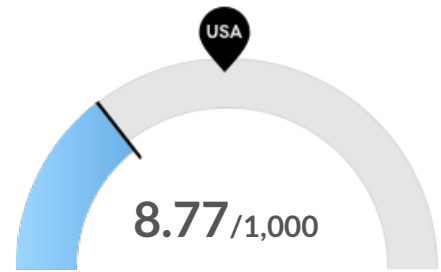
Veterans

Wausau-Weston, WI has 9,729 veterans. The national average for an area this size is 8,728.



Violent Crime

Wausau-Weston, WI has 2.39 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

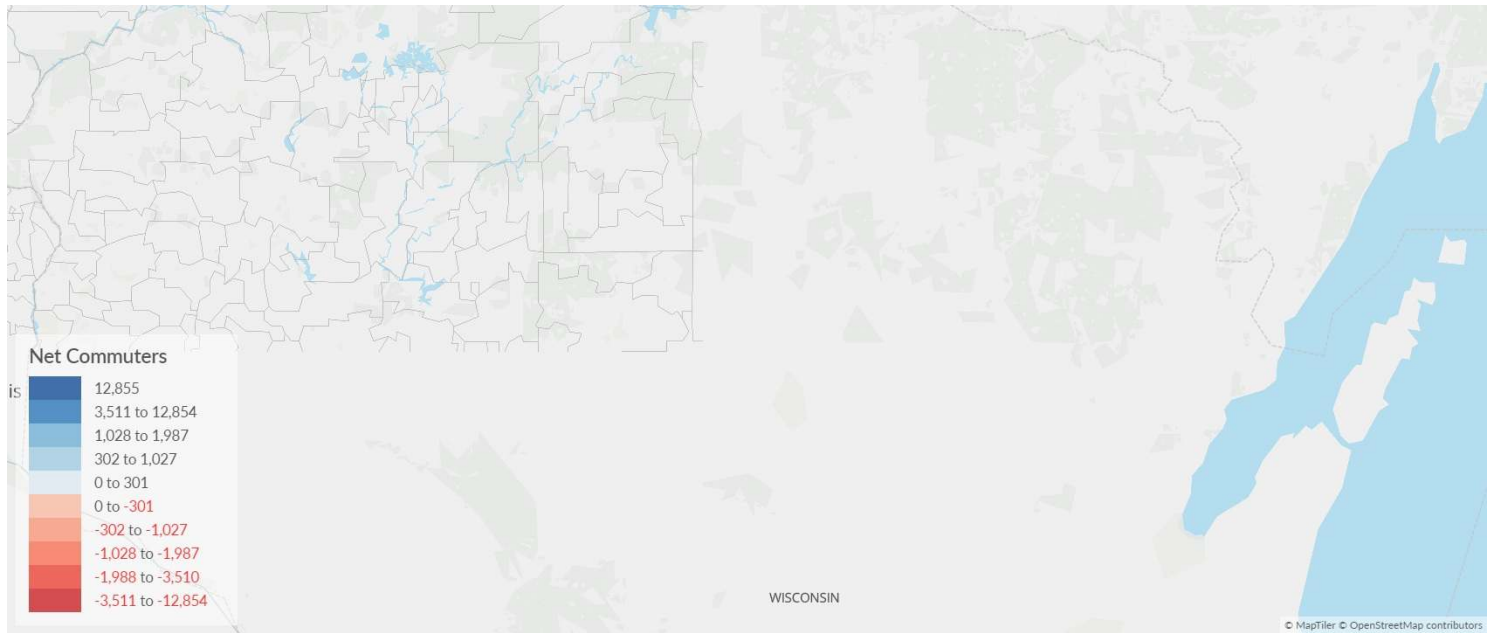


Property Crime

Wausau-Weston, WI has 8.77 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 Wausau-Weston, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2022 Employment
54401	Wausau, WI (in Maratho...	29,060
54476	Schofield, WI (in Marath...	14,124
54403	Wausau, WI (in Maratho...	10,137
54452	Merrill, WI (in Lincoln c...	6,776
54455	Mosinee, WI (in Marath...	5,972

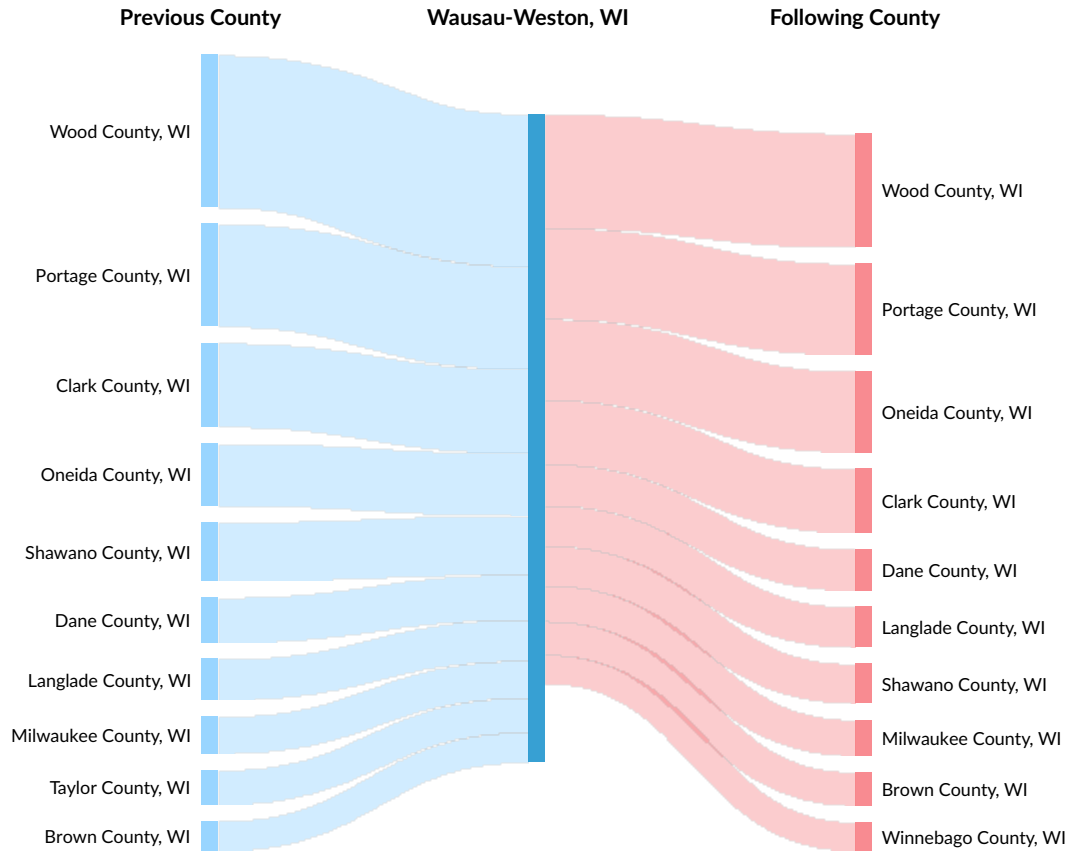
Where Talent Lives

ZIP	Name	2022 Workers
54401	Wausau, WI (in Maratho...	16,205
54403	Wausau, WI (in Maratho...	12,125
54452	Merrill, WI (in Lincoln c...	10,287
54455	Mosinee, WI (in Marath...	10,190
54476	Schofield, WI (in Marath...	10,158

Inbound and Outbound Migration

The table below analyzes past and current residents of Wausau-Weston, WI. The left column shows residents of other counties migrating to Wausau-Weston, WI. The right column shows residents migrating from Wausau-Weston, WI to other counties.

As of 2020, **527** people have migrated from Wood County, WI to Wausau-Weston, WI. In the same year, **393** people left Wausau-Weston, WI migrating to Wood County, WI. The total Net Migration for Wausau-Weston, WI in 2020 was **266**.

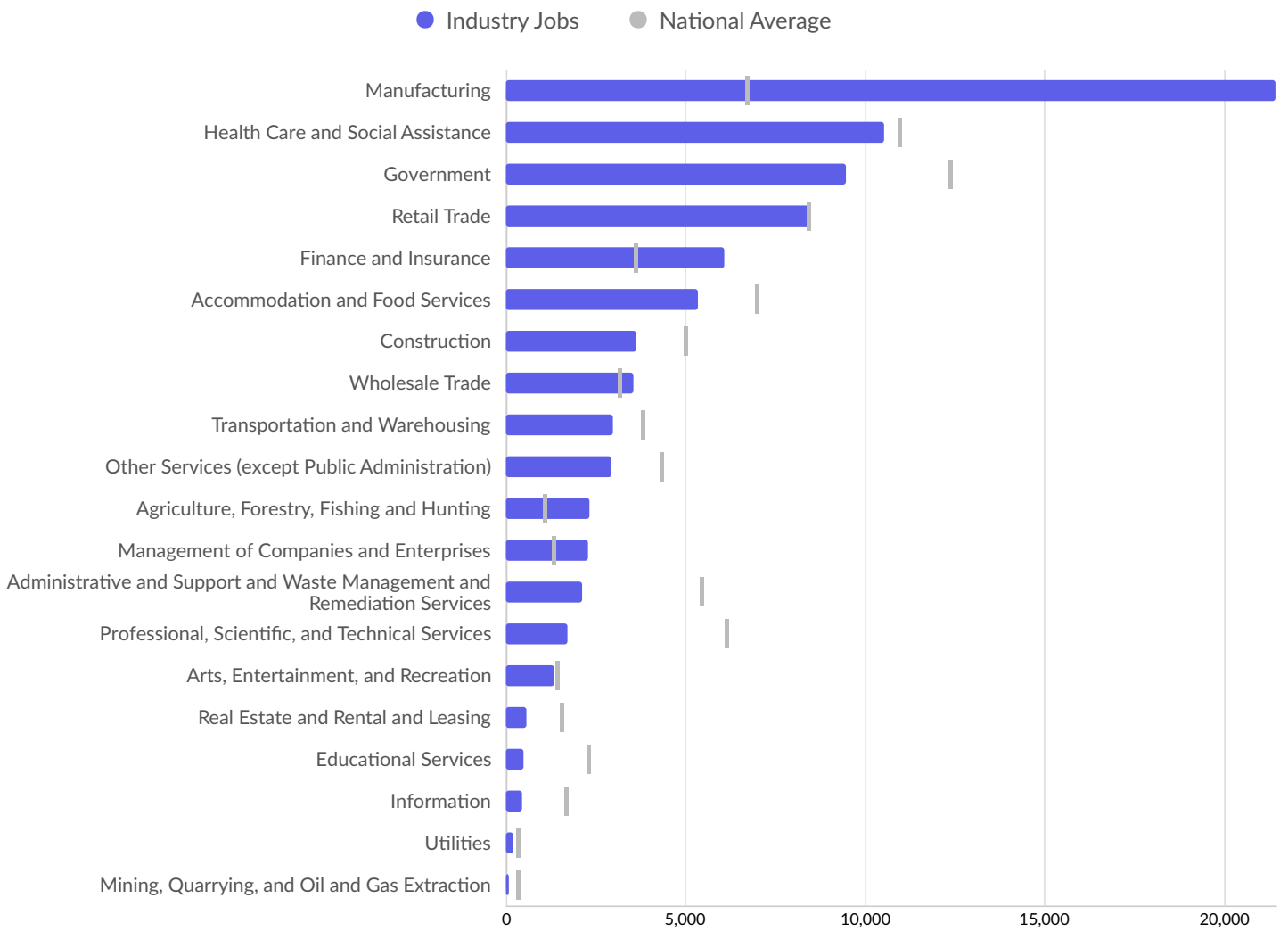


Top Previous Counties	Migrations
Wood County, WI	527
Portage County, WI	356
Clark County, WI	290
Oneida County, WI	216
Shawano County, WI	204
Dane County, WI	156

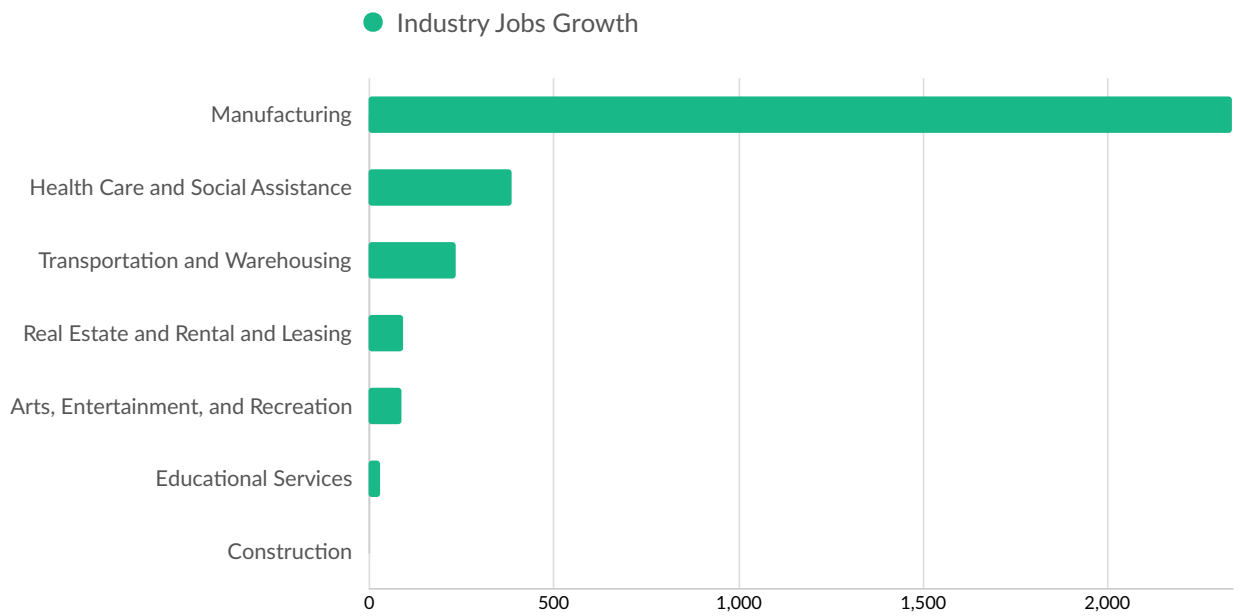
Top Previous Counties	Migrations
Langlade County, WI	142
Milwaukee County, WI	128
Taylor County, WI	119
Brown County, WI	104
Outagamie County, WI	90
Winnebago County, WI	72
Cook County, IL	69
Hennepin County, MN	68
Waukesha County, WI	66
Top Following Counties	Migrations
Wood County, WI	393
Portage County, WI	315
Oneida County, WI	281
Clark County, WI	222
Dane County, WI	143
Langlade County, WI	140
Shawano County, WI	137
Milwaukee County, WI	124
Brown County, WI	116
Winnebago County, WI	100
Eau Claire County, WI	80
Maricopa County, AZ	70
Vilas County, WI	69
Outagamie County, WI	69
Taylor County, WI	67

Industry Characteristics

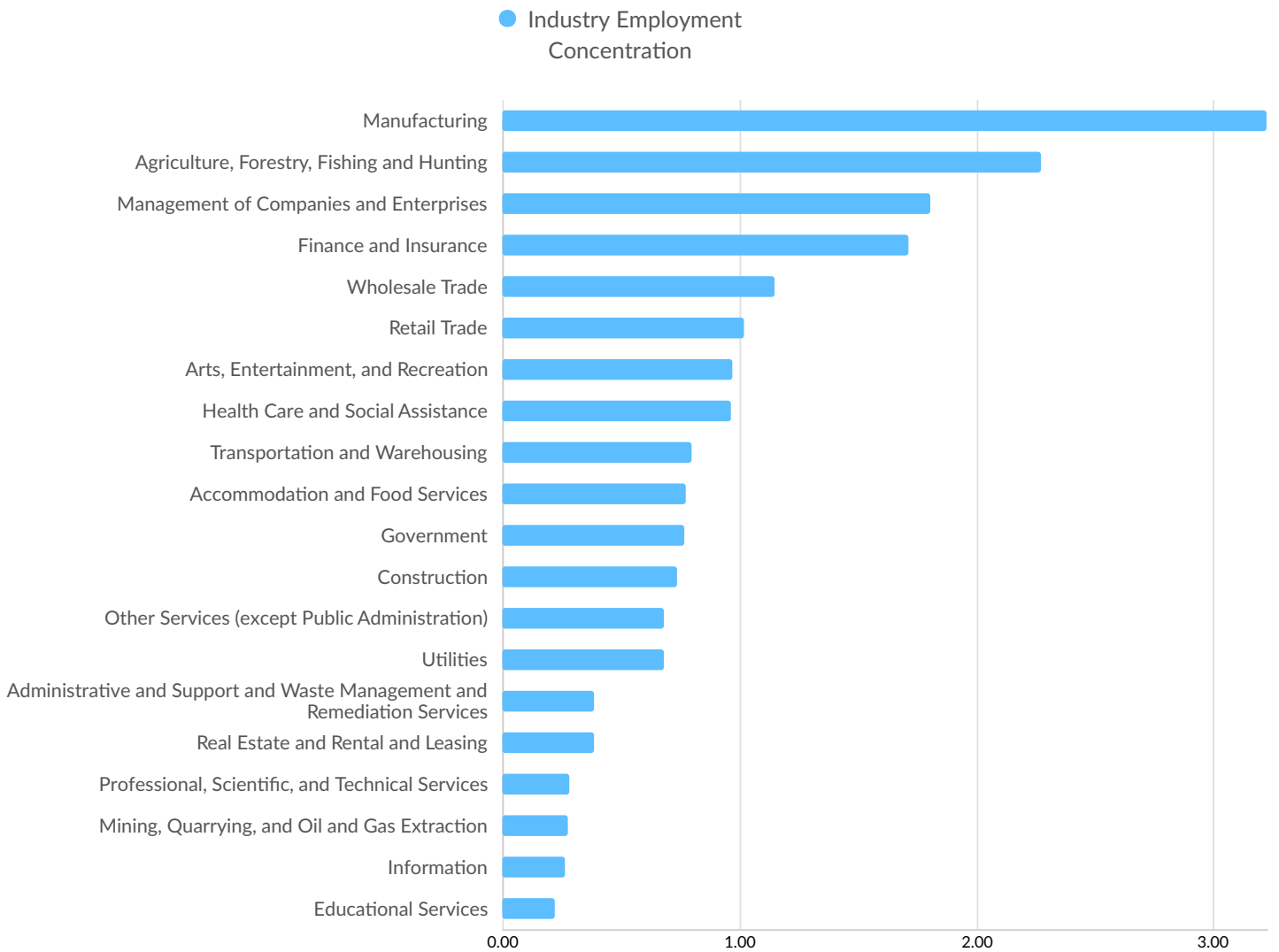
Largest Industries



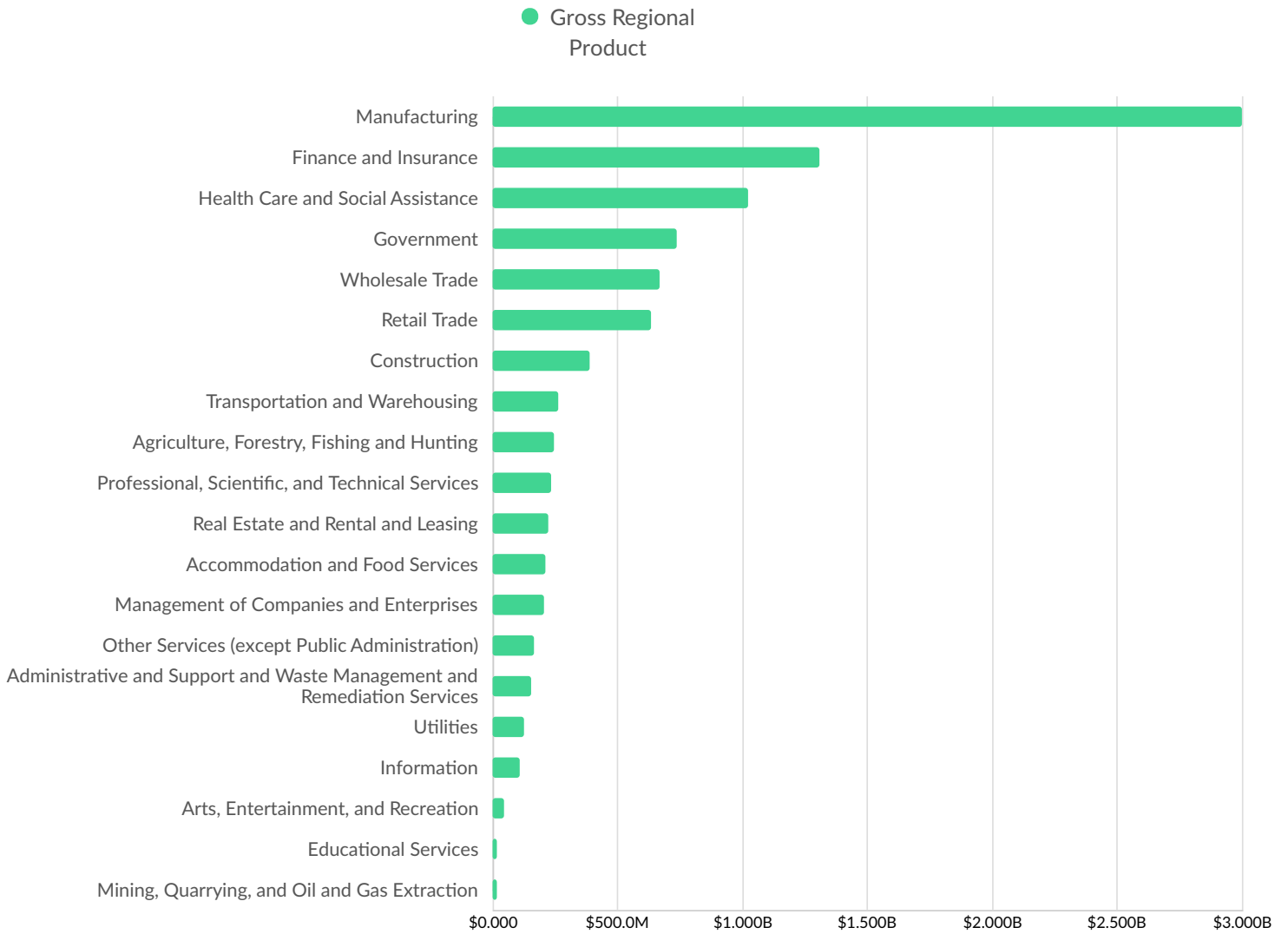
Top Growing Industries



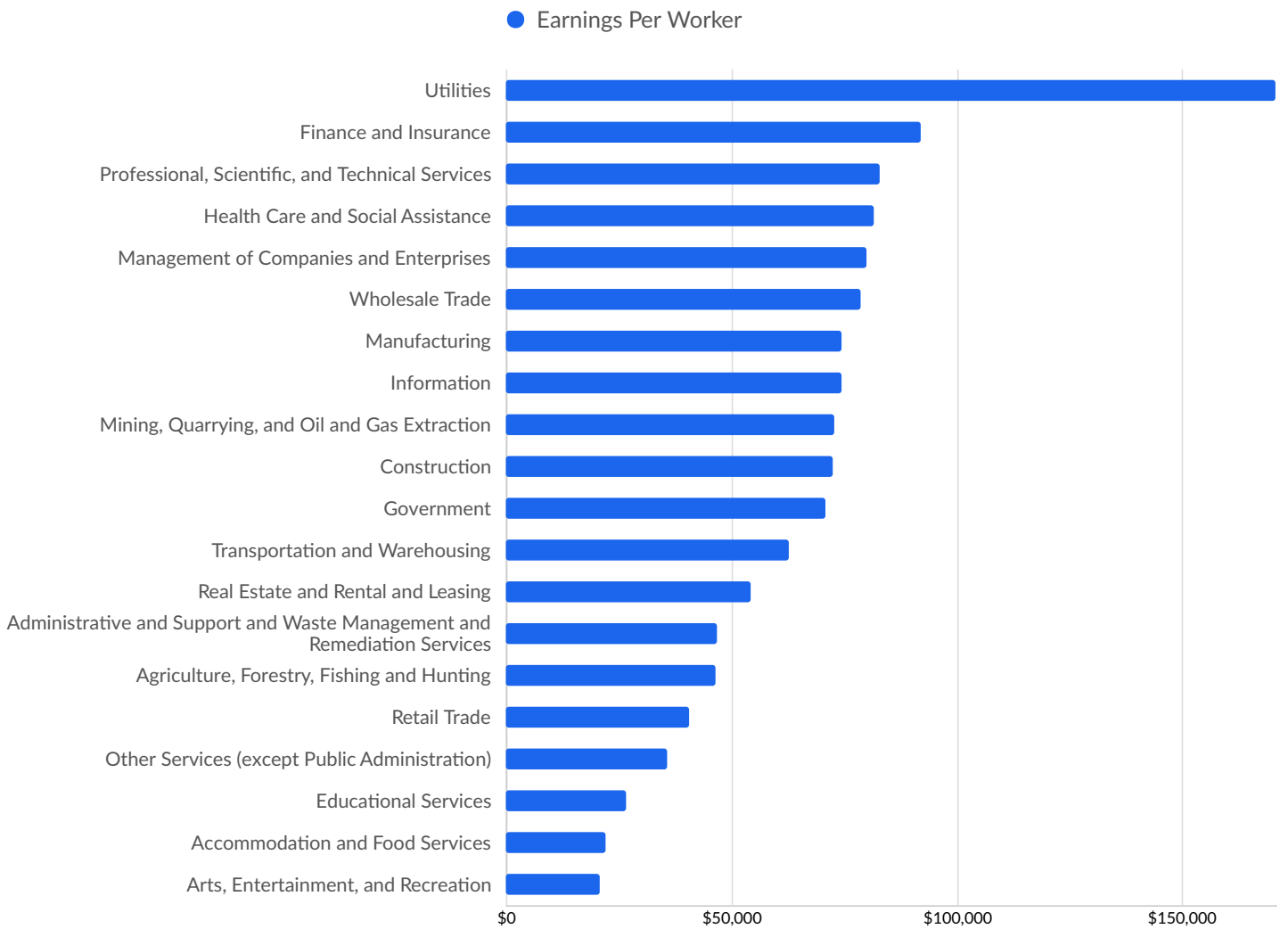
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



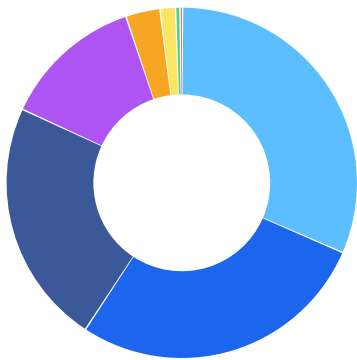
Business Characteristics

10,999 Companies Employ Your Workers

Online profiles for your workers mention 10,999 companies as employers, with the top 10 appearing below. In the last 12 months, 1,096 companies in Wausau-Weston, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Aspirus	1,110 	Aspirus	894 
Marshfield Clinic	658 	Marshfield Clinic	321 
Greenheck	598 	LocumTenens.com	207 
Church Mutual Insurance Comp...	505 	Greenheck Fan Corporation	201 
Northcentral Technical College	416 	Kwik Trip	178 
Wausau School District	406 	Beaver Dam Community Hospit...	176 
Liberty Mutual	391 	FedEx	174 
UnitedHealth Group	318 	ABR Employment Services	152 
Sentry	313 	Efco Corporation	150 
North Central Health Care	207 	M & R Stores	139 

Business Size

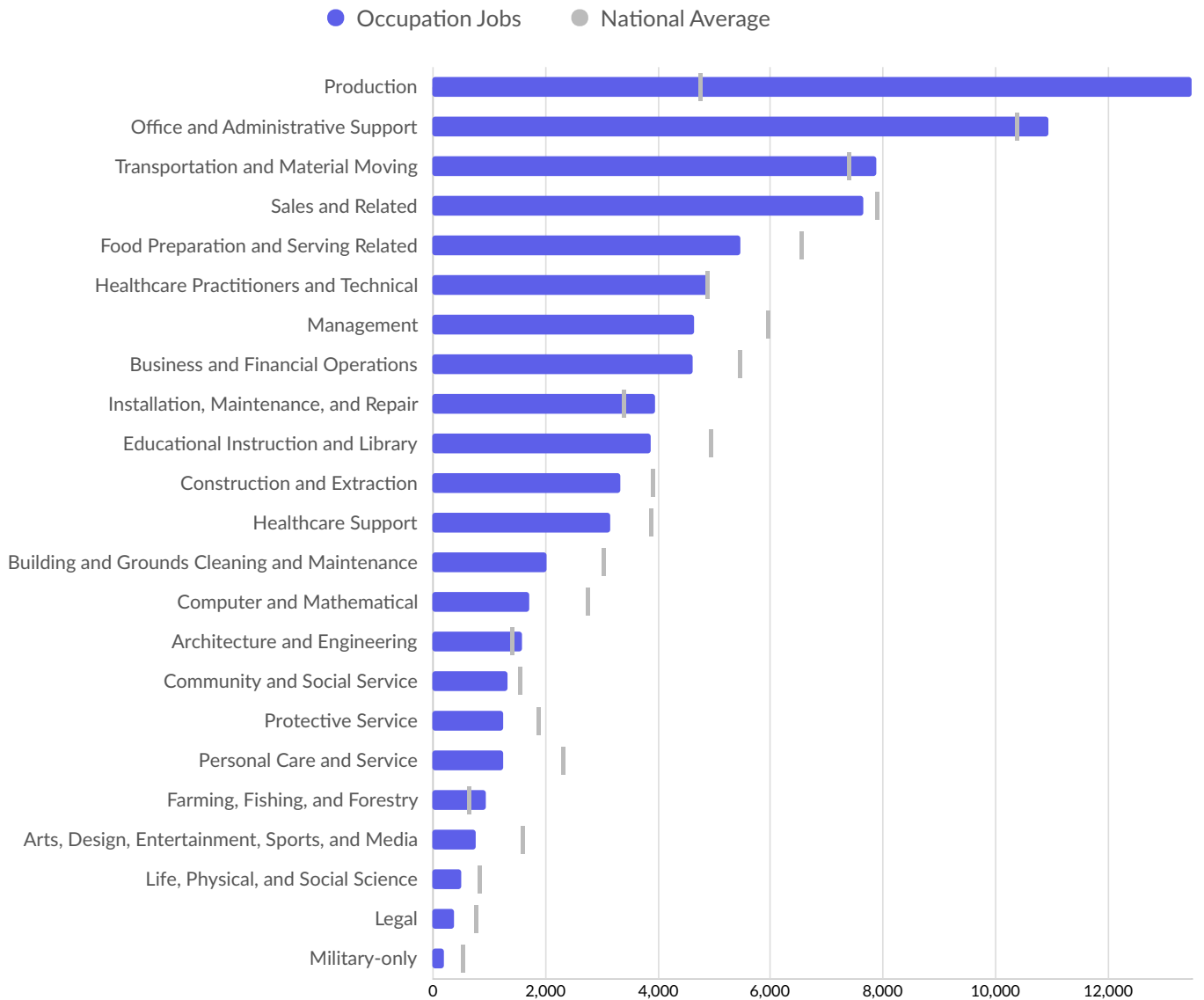


	Percentage	Business Count
● 1 to 4 employees	31.4%	1,918
● 5 to 9 employees	27.7%	1,693
● 10 to 19 employees	22.6%	1,380
● 20 to 49 employees	13.0%	791
● 50 to 99 employees	3.2%	193
● 100 to 249 employees	1.4%	87
● 250 to 499 employees	0.4%	25
● 500+ employees	0.2%	14

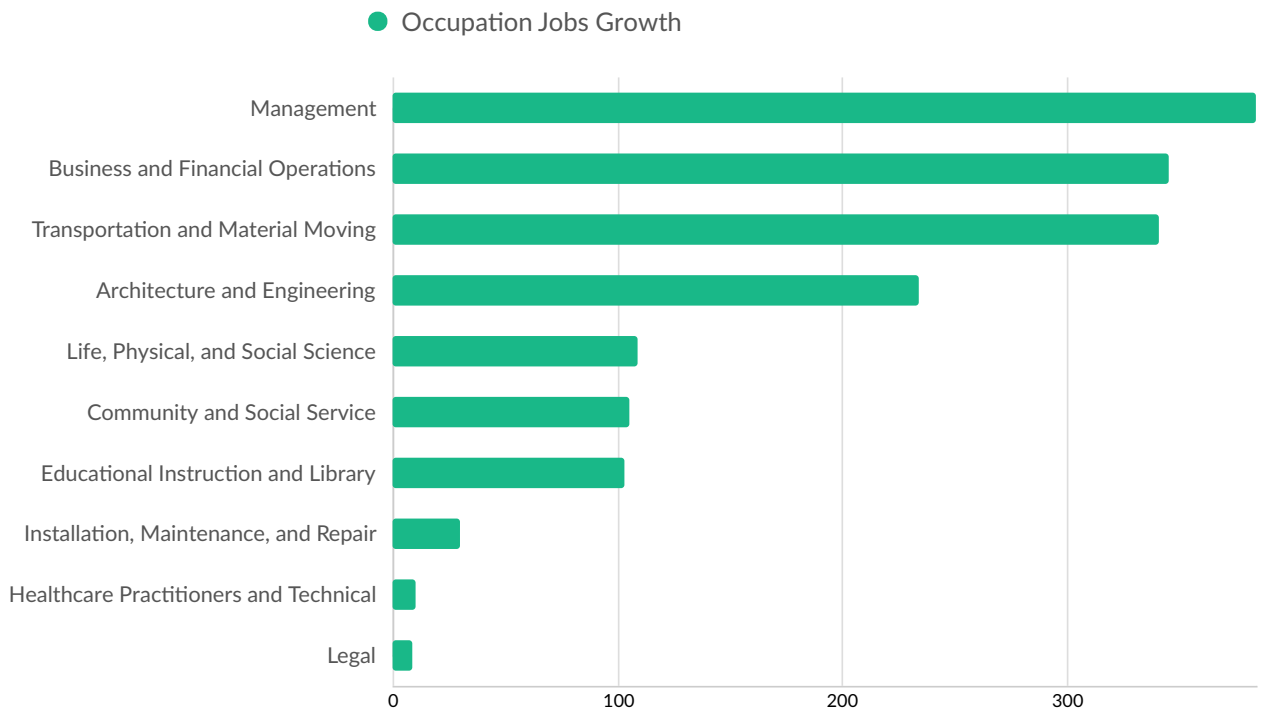
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

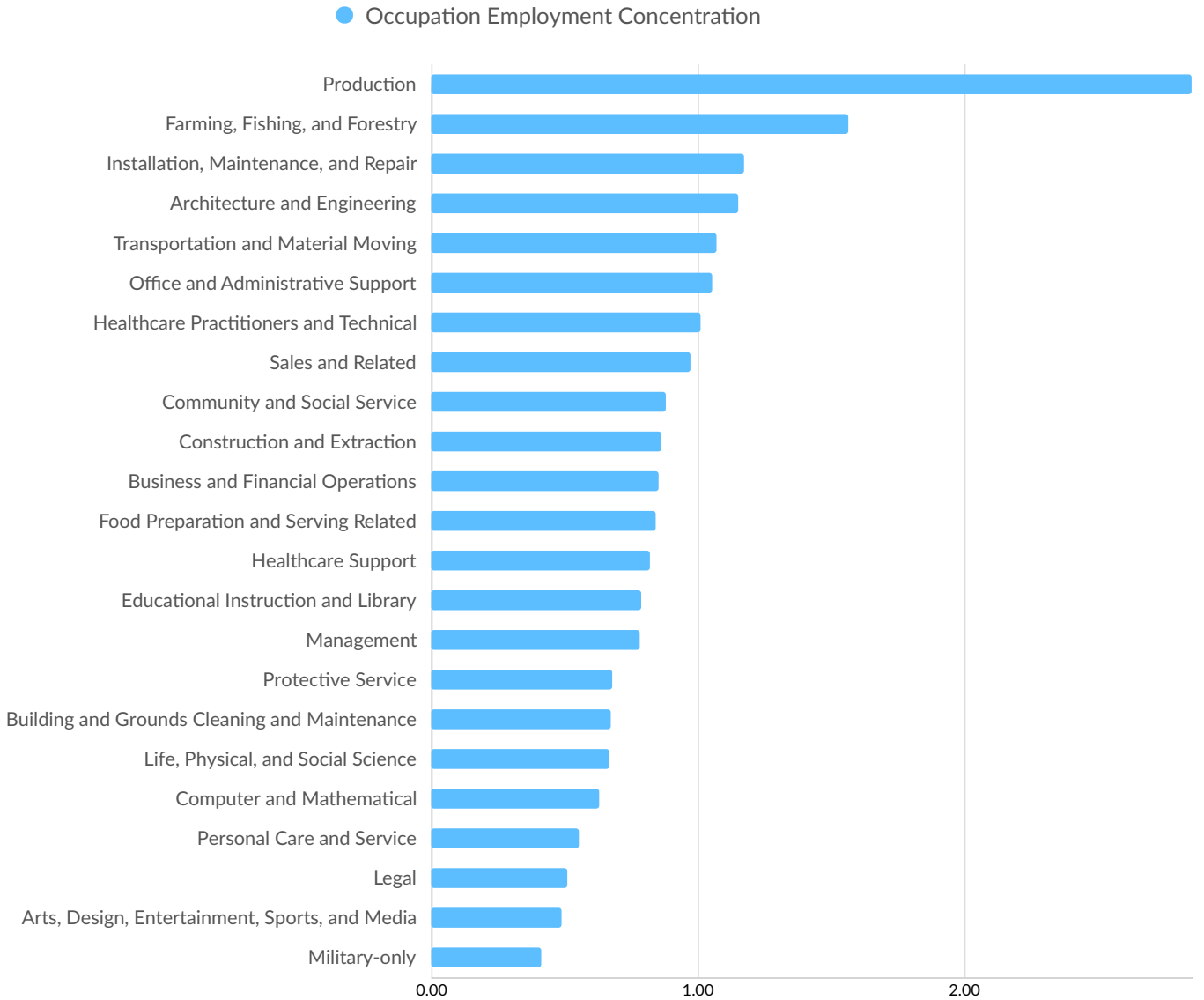
Largest Occupations



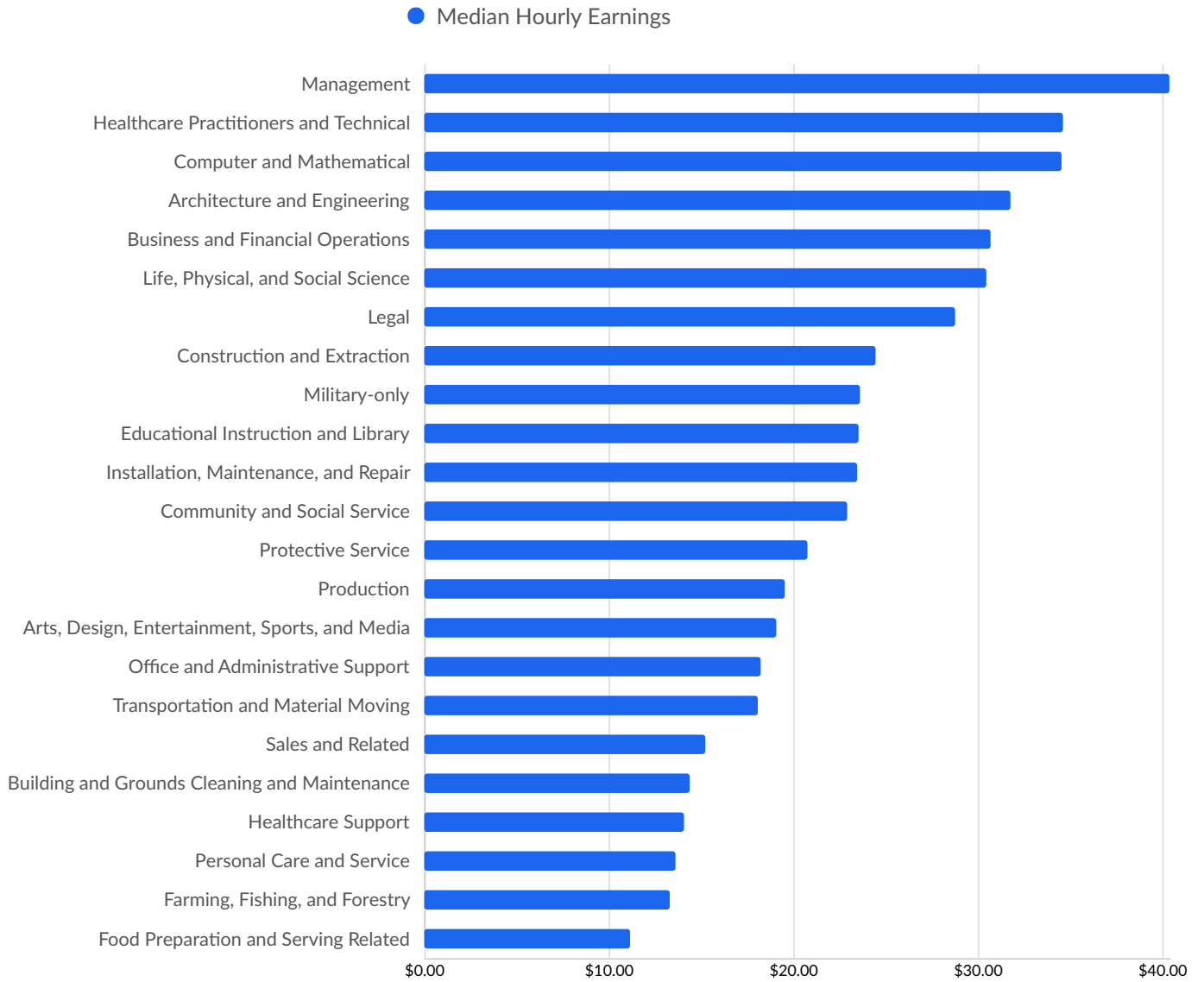
Top Growing Occupations



Top Occupation Employment Concentration



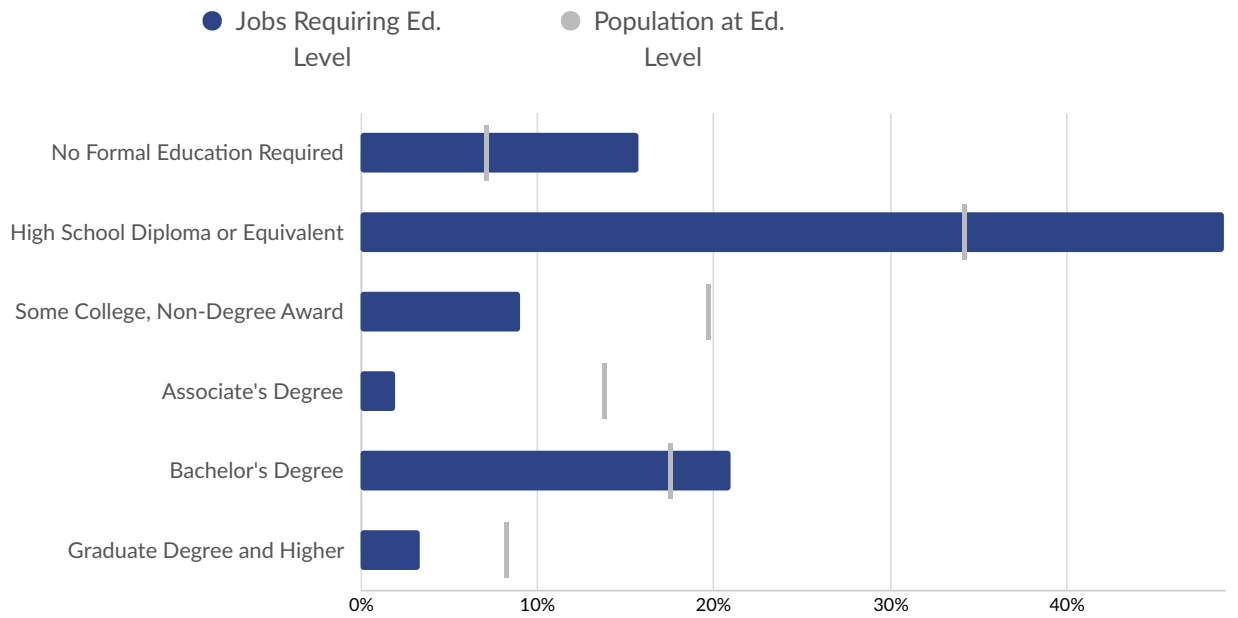
Top Occupation Earnings



Top Posted Occupations

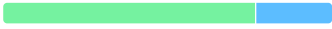



● Unique Average Monthly Postings

Underemployment



Educational Pipeline

In 2021, there were 2,470 graduates in Wausau-Weston, WI. This pipeline has grown by 5% 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 (2021)	Graduate Trend (2017 - 2021)
Northcentral Technical College	2,435 	
State College of Beauty Culture Inc	35 	

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

In-Demand Skills

