

Chapter 2 – Demographics and Employment

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Population and Labor Force

Examining recent and projected population trends, age distribution, educational attainment, labor force size, labor force participation rates, employment, and unemployment rates help provide important context on the Region's people and how they are faring. Examining recent and projected population growth trends, as well as age distribution, can help determine the current and future needs of the regional population. This helps the Region to be better prepared for the infrastructure, services, and development patterns that will be needed to accommodate the population. Examining educational attainment levels and degree completions among the adult population helps provide context for the distribution of talent available in the Region and can help the Region prepare for changing trends in workforce development. Examining labor force size and participation rates can help determine the current and future economic competitiveness of the Region.

Recent Population Trends and Projected Population

Over 448,000 people resided in the North Central Wisconsin Region in 2023, representing a four percent increase in population since 2000. Since 2000, six of the Region's ten counties have experienced an increase in population, with Vilas County experiencing the fastest growth in population during this time. Forest County experienced the fastest decrease in population among the four counties within the Region that experienced a decrease in population during this time. **Table 2** shows population trends from 2000 to 2023 for the North Central Wisconsin Region.

The North Central Wisconsin Region is projected to increase by about six percent between 2020 and 2050 according to population projections conducted by the NCWRPC. According to these projections, the North Central Wisconsin Region is estimated to reach a population of 474,852 people in 2050. Six of the Region's ten counties are projected to experience a population increase during this time, with Juneau County projected to experience the fastest growth in population during this time. Forest County is projected to experience the fastest decrease in population during this time among the counties that are projected to decrease in population. **Table 3** shows projected population growth for the North Central Wisconsin Region from 2020 to 2050.

Table 2: Population Trends					
	2000	2010	2020	2023	Change
Adams	19,920	20,875	20,654	20,928	5.1%
Forest	10,024	9,304	9,179	9,261	-7.6%
Juneau	24,316	26,664	26,718	26,695	9.8%
Langlade	20,740	19,977	19,491	19,473	-6.1%
Lincoln	29,641	28,743	28,415	28,403	-4.2%
Marathon	125,834	134,063	138,013	138,067	9.7%
Oneida	36,776	35,998	37,845	38,007	3.3%
Portage	67,182	70,019	70,377	70,375	4.8%
Vilas	21,033	21,430	23,047	23,410	11.3%
Wood	75,555	74,749	74,207	74,039	-2.0%
Region	431,021	441,822	447,946	448,658	4.1%
Wisconsin	5,363,715	5,688,040	5,893,718	5,892,023	9.8%

Source: U.S. Census, American Community Survey

Table 3: Projected Population					
	2020 Census	2030 Projection	2040 Projection	2050 Projection	Change
Adams	20,654	21,035	21,422	21,817	5.6%
Forest	9,179	8,792	8,422	8,067	-12.1%
Juneau	26,718	28,038	29,422	30,876	15.6%
Langlade	19,491	18,904	18,335	17,783	-8.8%
Lincoln	28,415	27,827	27,252	26,688	-6.1%
Marathon	138,013	144,692	151,694	159,035	15.2%
Oneida	37,845	38,395	38,953	39,519	4.4%
Portage	70,377	72,050	73,764	75,518	7.3%
Vilas	23,047	24,150	25,307	26,518	15.1%
Wood	74,207	73,545	72,889	72,239	-2.7%
Region	447,946	456,741	465,708	474,852	6.0%
Wisconsin	5,893,718	6,497,304	7,162,704	7,896,249	34.0%

Source: NCWRPC

Age Distribution

The population of the North Central Wisconsin Region continues to shift towards having more individuals aged 65 and older and less individuals under the age of 18. These groups are known as dependent populations, since these age groups often require different services and the fact that most of the workforce is between the two age groups. As this trend continues, the Region's economy will change as senior-oriented services will be in higher demand, and there will be a lower proportion of the population that is of working age to help fill the Region's employment and service needs.

In the North Central Wisconsin Region, the percentage of the population age 65 and older increased from 16.9 percent of the population in 2010 to 21.8 percent of the population in 2023. The percentage of the population below the age of 18 in the Region decreased from 21.9 percent in 2010 to 20.0 percent in 2023.

Figure 1: Percent of Population Age 65+

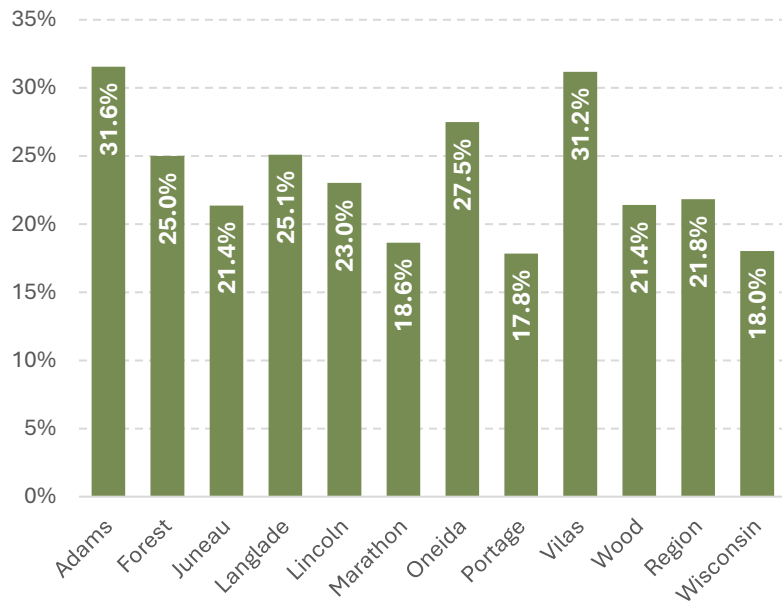
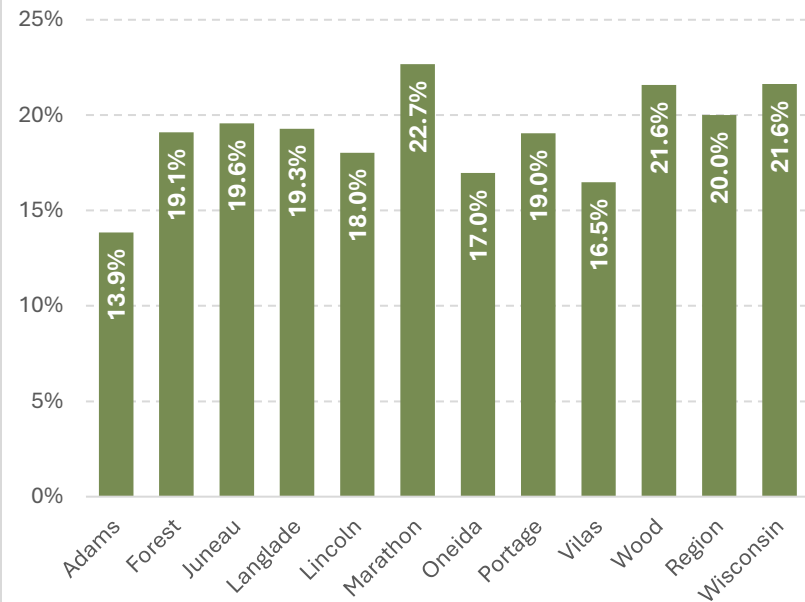


Figure 2: Percent of Population Below 18



Education

Educational attainment levels within North Central Wisconsin continue to increase. In 2023, over 93 percent of residents age 25 and older within the North Central Wisconsin Region held a high school degree or higher level of educational attainment, higher than 2010 when about 89 percent of the population held a high school degree or higher. This trend is also true for the percentage of residents with a bachelor's degree or higher. In 2023, over 25 percent of the Region's population held a bachelor's degree or higher, compared to 2010 when about 20 percent of the population held a bachelor's degree or higher. **Table 4** shows educational attainment by county in 2023.

When examining the skill and talent potential of the Regional workforce, it is important to examine the proportion of individuals with an associate's degree or higher. Associate's degrees can help determine the proportion of the population who have continued their education and gained credentials, degrees, skills, and knowledge that are often needed to fill jobs. Over 37 percent of individuals age 25 and older within the North Central Wisconsin Region held an associate's degree or higher in 2023. This was below the State's percentage of 44 percent of residents hold an associate's degree or higher. Portage County (46.7 percent) had the highest percentage of residents with an associate's degree or higher within the Region, while Adams County had the lowest percentage (26.5 percent) within the Region. Four counties (Marathon, Oneida, Portage, and Vilas) had a higher percentage of residents with an associate's degree or higher than the Regional percentage. **Figure 3** shows the share of the population with an associate's degree or higher in 2023 and shows the highest level of degree that they have obtained.

Identifying the top educational programs that residents are completing can help to identify the skillsets held by the Regional workforce and can identify the types of occupations that are desired by workers. In 2023, the largest programs by degree completions in the North Central Wisconsin Region were related to Health, Business Management, Education, Natural Resources, and Liberal Arts, among others. Within the Region, UW-Stevens Point offers undergraduate and graduate degree opportunities while several technical colleges offer an array of associate's degree opportunities. **Figure 4** shows the top programs by program completions within North Central Wisconsin.

Table 4: Educational Attainment in North Central Wisconsin, 2023

	Adams	Forest	Juneau	Langlade	Lincoln	Marathon	Oneida	Portage	Vilas	Wood	Region	Wisconsin
High School Graduate or Higher	89.0%	90.7%	89.7%	89.8%	92.5%	93.1%	95.7%	94.8%	96.1%	93.5%	93.2%	93.4%
Associate's Degree or Higher	26.5%	27.9%	27.8%	26.9%	32.2%	40.5%	41.0%	46.7%	41.7%	35.7%	37.8%	44.0%
Bachelor's Degree or Higher	17.3%	15.5%	16.3%	16.2%	19.4%	27.3%	28.4%	33.7%	30.5%	21.4%	25.1%	32.8%

Source: U.S. Census, American Community Survey

Figure 3: Share of Population Age 25+ with an Associates Degree or Higher by County, 2023

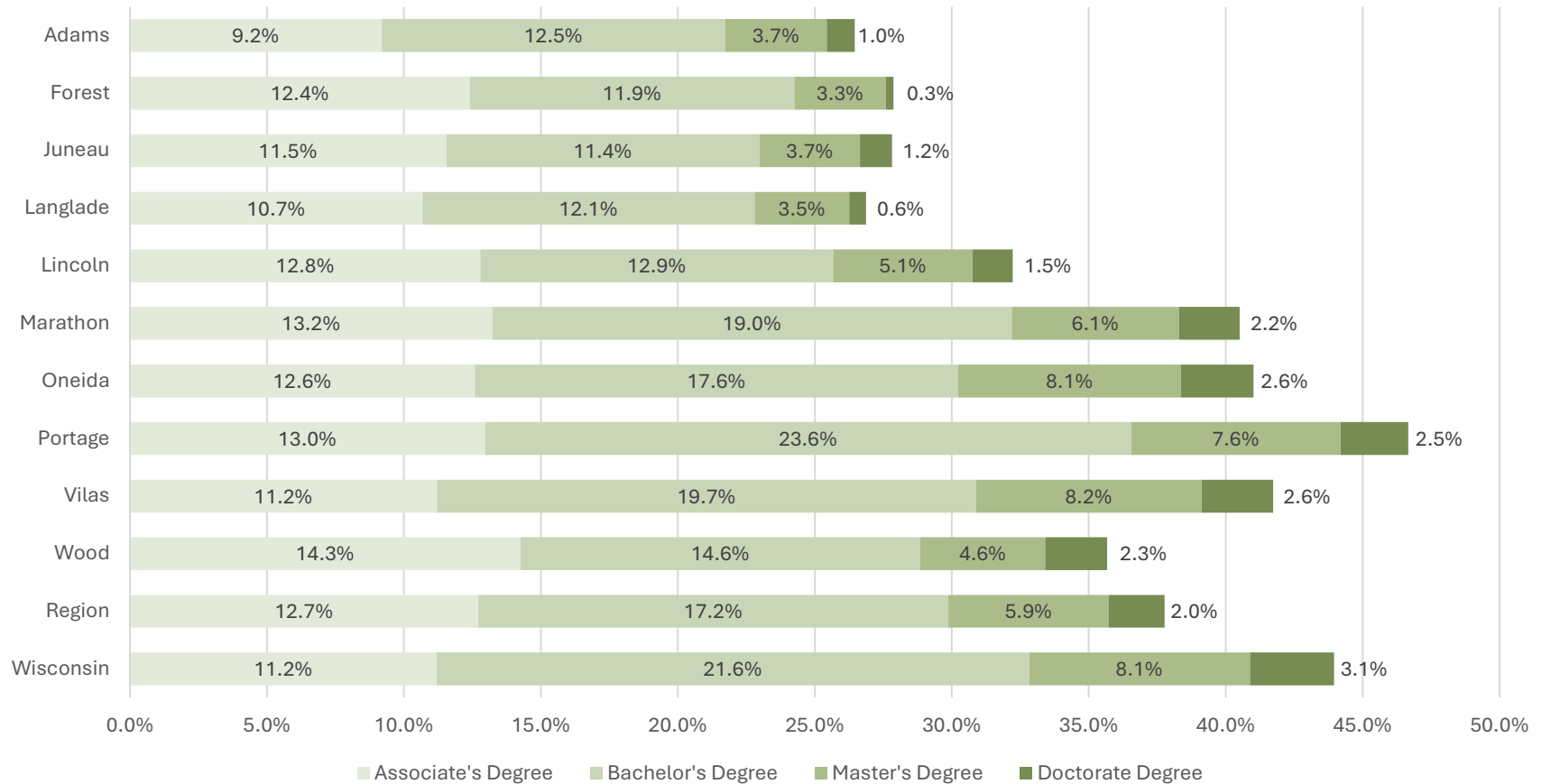
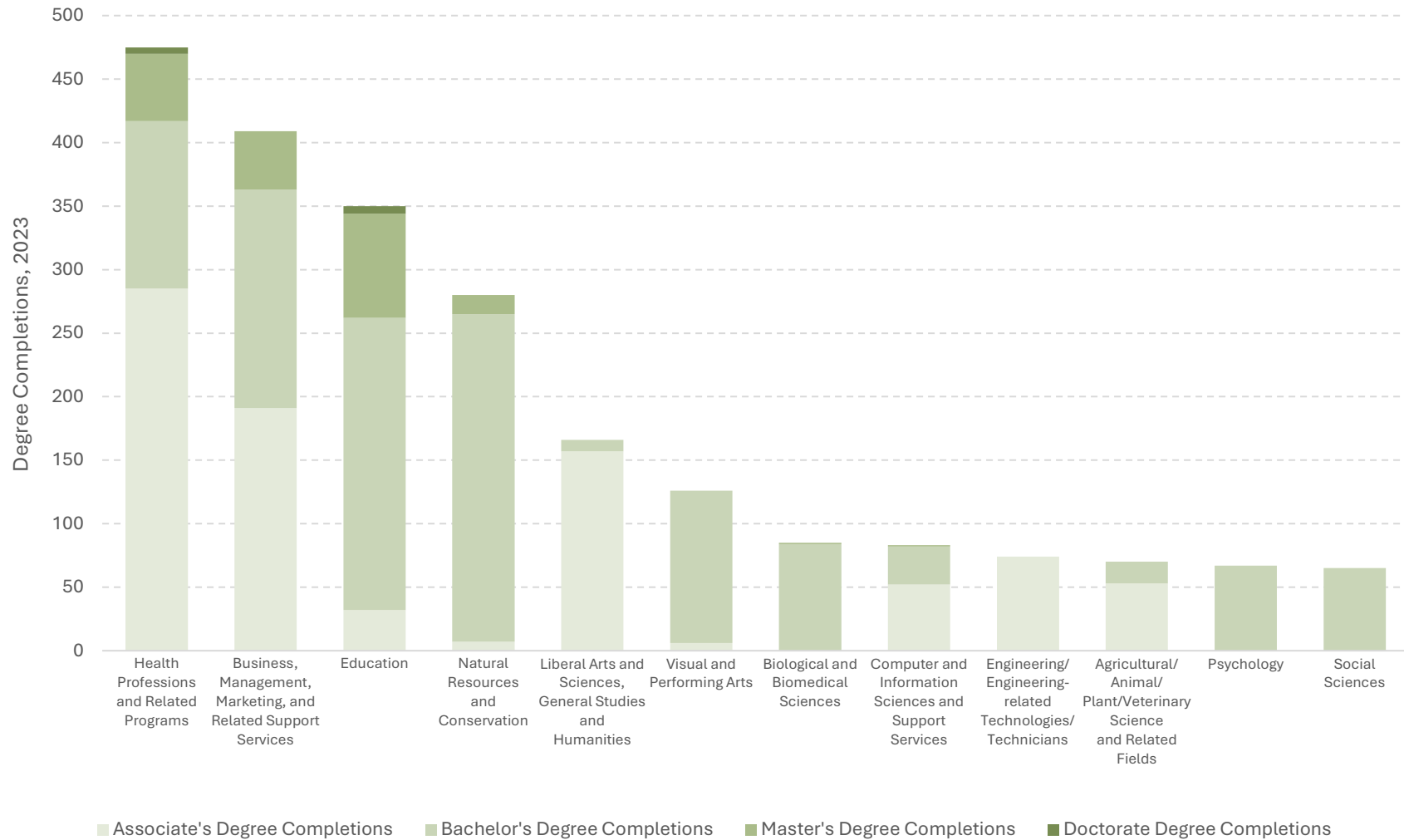


Figure 4: Regional Top 12 Program Completions, 2023



Labor Force Status

The total Regional labor force is the population 16 years of age and older that is employed or actively pursuing employment. Persons 16 and older who are students, homemakers, retired, institutionalized, or unable/unwilling to seek employment are not considered part of the labor force. There were 369,817 individuals age 16 and older living in the North Central Wisconsin Region in 2023. The Region's labor force was comprised of 227,768 individuals in 2023. **Table 5** shows labor force totals by county for the Region over the past decade.

The Regional labor force participation rate was 61.6 percent in 2023. Marathon County (67.2 percent) had the highest labor force participation rate within the Region in 2023, while Adams County (48.1 percent) had the lowest. **Figure 5** shows labor force participation rates by County in 2023, while **Figure 6** shows changes in labor force size over the past decade.

Table 5: Labor Force Totals										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Adams	8,512	8,302	8,188	8,194	8,121	8,271	8,414	8,366	8,636	8,853
Forest	4,055	3,961	3,978	3,987	3,972	3,940	3,902	3,941	3,937	3,877
Juneau	13,011	12,499	12,593	12,555	12,714	12,705	13,053	12,908	12,851	12,528
Langlade	9,690	9,566	9,623	9,513	9,255	9,333	9,260	9,365	9,405	9,516
Lincoln	14,837	14,873	14,999	14,930	14,769	14,697	14,217	14,370	14,181	14,181
Marathon	74,898	74,083	73,790	73,952	73,696	73,789	73,426	74,721	74,139	74,270
Oneida	18,004	17,684	17,393	17,528	17,201	17,029	16,931	17,393	17,187	17,705
Portage	39,078	39,204	39,293	39,120	39,310	39,139	39,007	39,145	38,982	38,997
Vilas	9,841	9,771	9,725	9,811	9,907	10,061	9,998	10,398	10,674	10,832
Wood	38,859	39,043	38,930	38,357	37,907	37,386	37,454	37,239	37,426	37,009
Region	230,785	228,986	228,512	227,947	226,852	226,350	225,662	227,846	227,418	227,768
Wisconsin	3,076,311	3,079,657	3,082,186	3,087,719	3,092,330	3,097,113	3,096,518	3,127,362	3,129,606	3,125,057

Source: U.S. Census, American Community Survey

Figure 5: Labor Force Participation Rate, 2023

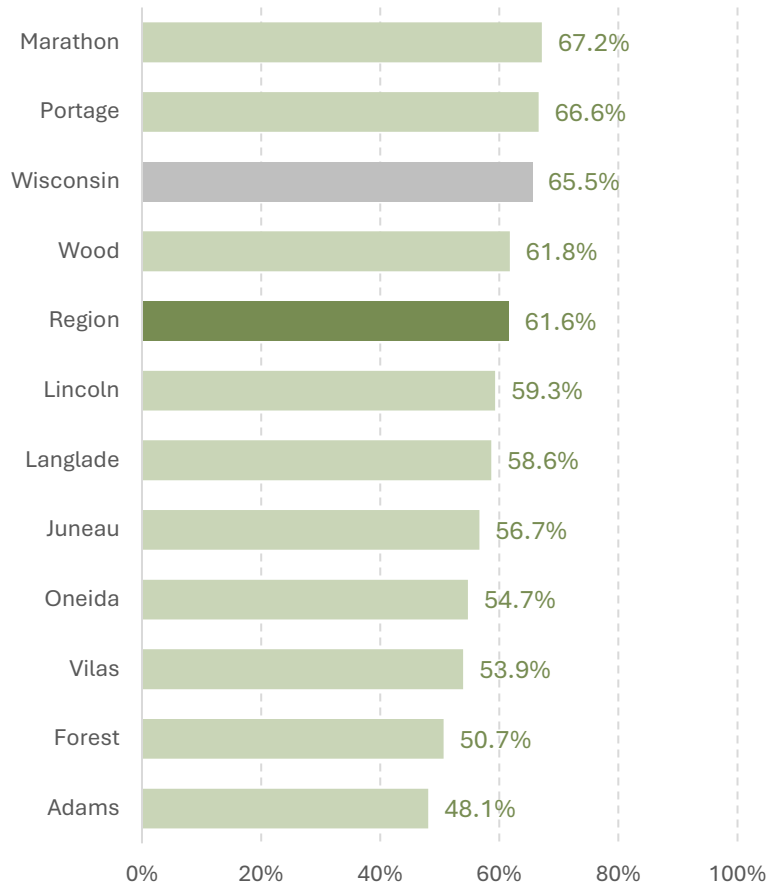
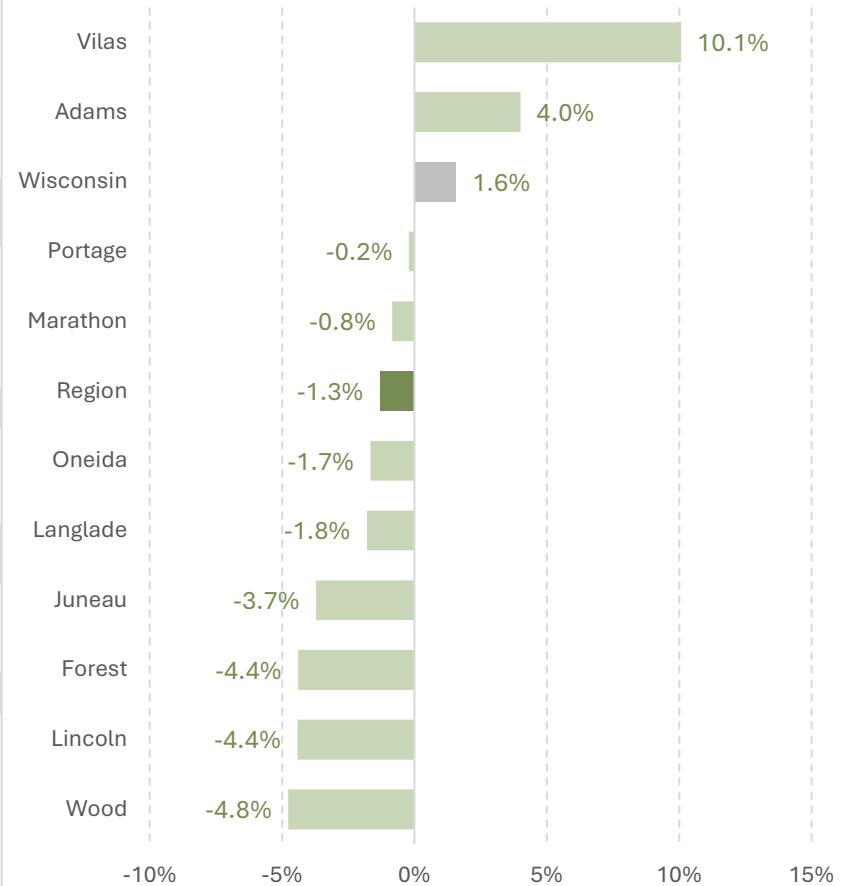


Figure 6: Change in Labor Force Size (2014-2023)



Employment

In 2023, there were 214,977 people employed in the North Central Wisconsin Region, a decrease of over 5 percent since 2000 when there were 226,531 people employed. Juneau County and Marathon County were the only counties within the Region to experience an increase in employment during this time. However, employment is higher now than it was in 2010, as Regional employment has increased by about one percent since 2010. **Table 6** shows employment trends by county since 2000. The ramifications of the COVID-19 pandemic negatively impacted employment and led to a drastic and sudden decrease in employment, as Regional employment decreased by about 2 percent between 2010 and 2020 (with most of these job losses occurring in 2020). The Region has since recovered these lost jobs and has surpassed 2010 employment levels as it moves forward from the impacts of the pandemic. These trends indicate that while employment is currently increasing, employment levels have still yet to reach their pre-recession (2008) levels.

Table 6: Total Employment					
	2000	2010	2020	2023	Change
Adams	8,502	8,022	7,334	7,654	-10.0%
Forest	4,381	3,764	3,427	3,756	-14.3%
Juneau	12,185	12,359	12,451	13,169	8.1%
Langlade	10,306	9,083	8,764	8,898	-13.7%
Lincoln	15,489	13,920	13,951	14,140	-8.7%
Marathon	69,750	66,842	69,400	70,751	1.4%
Oneida	18,779	17,161	16,727	17,563	-6.5%
Portage	37,367	36,752	35,783	36,695	-1.8%
Vilas	10,428	9,197	9,640	10,044	-3.7%
Wood	39,344	36,337	32,421	32,307	-17.9%
Region	226,531	213,437	209,898	214,977	-5.1%
Wisconsin	2,880,877	2,820,966	2,902,114	3,056,957	6.1%

Source: U.S. Bureau of Labor Statistics LAUS

Unemployment

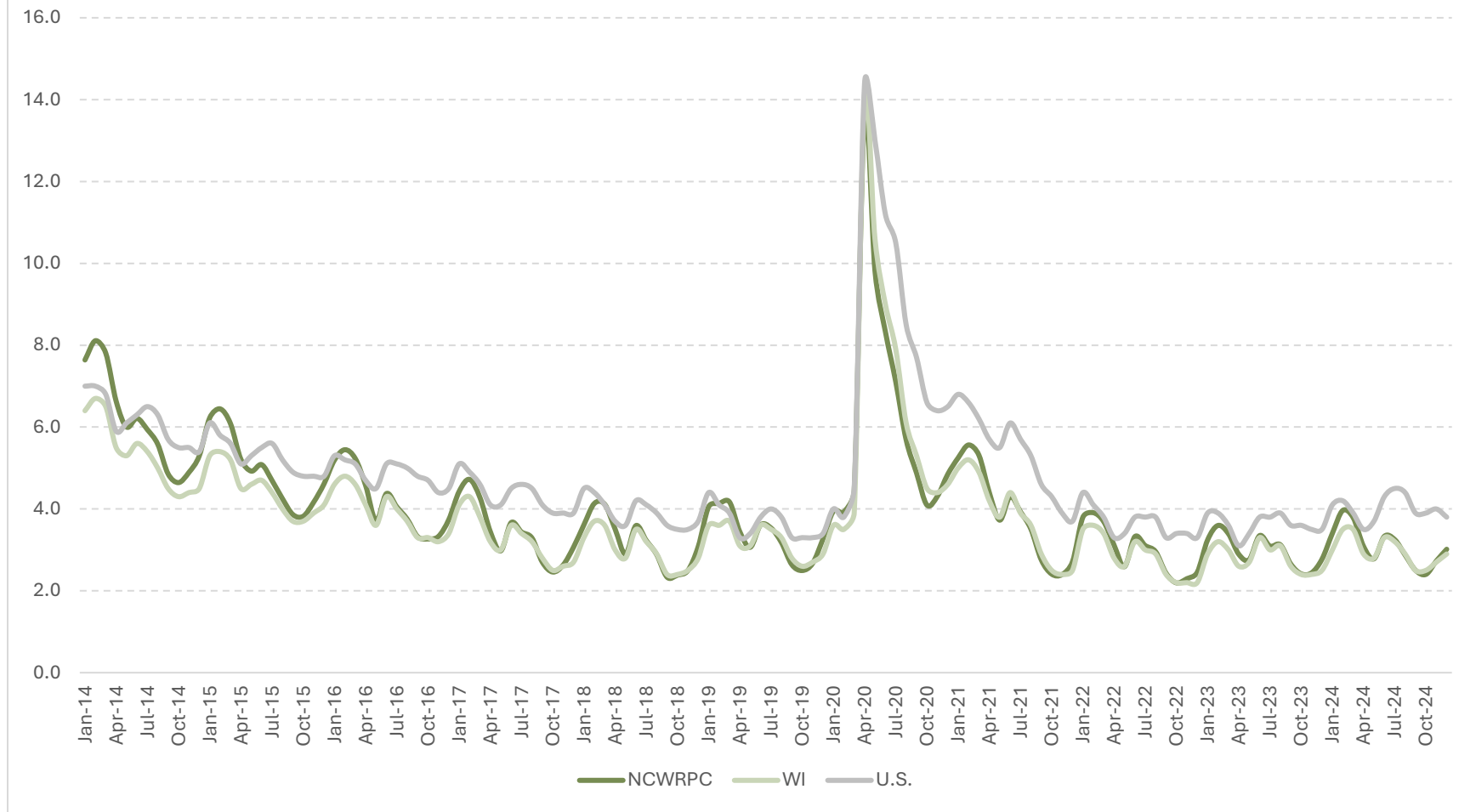
Annual unemployment rates have been steadily decreasing since 2010, with a slight interruption due to the ramifications of the pandemic which caused a temporary spike in unemployment in 2020 and 2021. In 2023, the North Central Wisconsin Region's annual unemployment rate was 3.2 percent, which was lower than the unemployment rate in 2000. Annual unemployment rates reached a peak in 2010 following the recession in 2008, as the Regional unemployment rate reached 9.5 percent. **Table 7** compares the annual unemployment rates for 2000, 2010, 2020, and 2023 across the Region. Adams and Vilas Counties are the only two counties within the Region who had a higher unemployment rate in 2023 than in 2000. Lower unemployment rates can suggest several different scenarios such as a comfortable working environment or potential labor shortages. **Figure 7** compares monthly unemployment rates for the Region, State, and Nation from 2014-2024.

Due to the Region's strong Tourism industry, the unemployment rate in North Central Wisconsin fluctuates more seasonally than the rates for Wisconsin and the Nation. Unemployment rates are generally lower within the Region in the summer months and are generally higher during the winter months.

Table 7: Unemployment Rates					
	2000	2010	2020	2023	Change
Adams	4.4	12.2	9.8	5.1	15.9%
Forest	5.6	11.5	12.8	4.8	-14.3%
Juneau	4.9	9.8	7.4	3.2	-34.7%
Langlade	4.6	10.8	6.6	3.6	-21.7%
Lincoln	4.1	11.1	6.1	3.2	-22.0%
Marathon	3.3	9.1	5.1	2.7	-18.2%
Oneida	4.9	10.0	7.4	3.4	-30.6%
Portage	3.4	7.9	5.5	3.0	-11.8%
Vilas	3.9	7.3	11.1	4.9	25.6%
Wood	3.8	9.1	6.8	3.5	-7.9%
Region	3.9	9.5	6.3	3.2	-17.9%
Wisconsin	3.4	8.4	6.4	2.8	-17.6%

Source: U.S. Bureau of Labor Statistics LAUS

Figure 7: Regional, State, and US Monthly Unemployment Rate 2014-2024



Source: U.S. Bureau of Labor Statistics LAUS

Business Environment

Examining the Region's business environment can help to determine the Region's economic well-being and overall competitiveness. A strong business environment is an indicator of a healthy and competitive economic environment. Being able to retain, support, and attract businesses is critical for the overall economy, and leads to more jobs. Examining the total number of business establishments can help determine whether the Region has a healthy business environment. It is also important to examine entrepreneurship and the number of new businesses being started. Supporting the entrepreneurial ecosystem is a vital economic development strategy because young, small-growth firms are currently responsible for the majority of net new jobs nationwide.

Total Business Establishments

Overall, North Central Wisconsin has experienced a net increase of 1,799 establishments in the number of business establishments since 2014, as the total number of business establishments increased to 13,582 in 2024. This represents an increase of over 15 percent since 2014. Each county within the Region experienced a net increase in the number of business establishments during this time, with Adams County experiencing the fastest net growth (34.1 percent) and Oneida County experiencing the slowest net growth (3.2 percent). **Table 8** shows total business establishments by county, while **Figure 8** shows the total number of business establishments per year within the North Central Wisconsin Region.

Business Startups and Entrepreneurship

In 2024, there were 3,885 business startups within North Central Wisconsin, significantly higher than the 2,249 business startups within the Region in 2014. Over the past decade, there have been an average of 2,980 business startups in North Central Wisconsin per year. The number of business startups per year dramatically increased in 2021 and has stayed at that high level since. **Table 9** shows annual business startups by county, while **Figure 9** shows the number of business startups per year within the North Central Wisconsin Region.

Table 8: Total Business Establishments												
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Change
Adams	334	341	344	337	340	348	348	348	347	404	448	34.1%
Forest	301	302	295	294	294	305	296	292	289	294	311	3.3%
Juneau	600	610	626	650	666	675	670	696	683	722	742	23.7%
Langlade	598	597	604	618	627	644	642	633	609	622	647	8.2%
Lincoln	696	719	743	754	771	788	784	778	763	769	805	15.7%
Marathon	3,361	3,426	3,456	3,469	3,554	3,646	3,653	3,694	3,652	3,804	3,999	19.0%
Oneida	1,458	1,481	1,474	1,450	1,462	1,461	1,463	1,453	1,419	1,463	1,505	3.2%
Portage	1,631	1,683	1,706	1,728	1,773	1,831	1,836	1,852	1,839	1,915	1,954	19.8%
Vilas	940	970	965	963	980	1,016	1,003	999	955	977	1,022	8.7%
Wood	1,864	1,914	1,953	1,992	2,024	2,073	2,085	2,123	2,093	2,116	2,149	15.3%
Region	11,783	12,043	12,166	12,255	12,491	12,787	12,780	12,868	12,649	13,086	13,582	15.3%

Source: WI Dept. of Workforce Development QCEW Payroll Employment

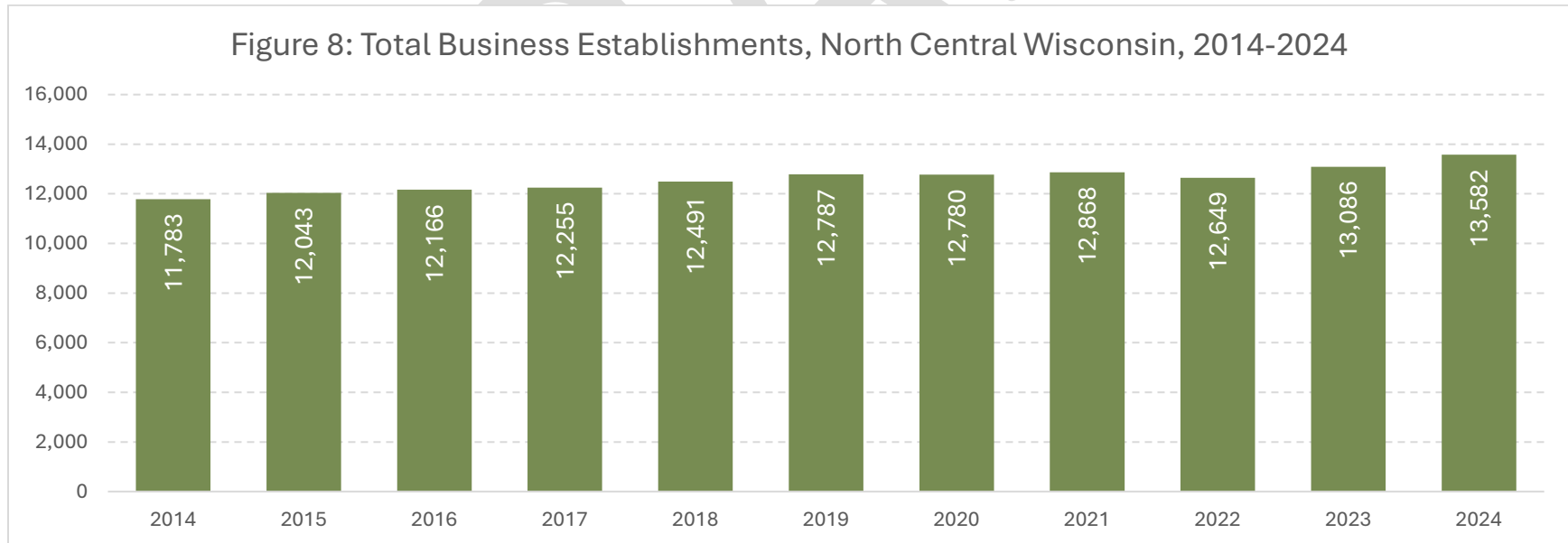
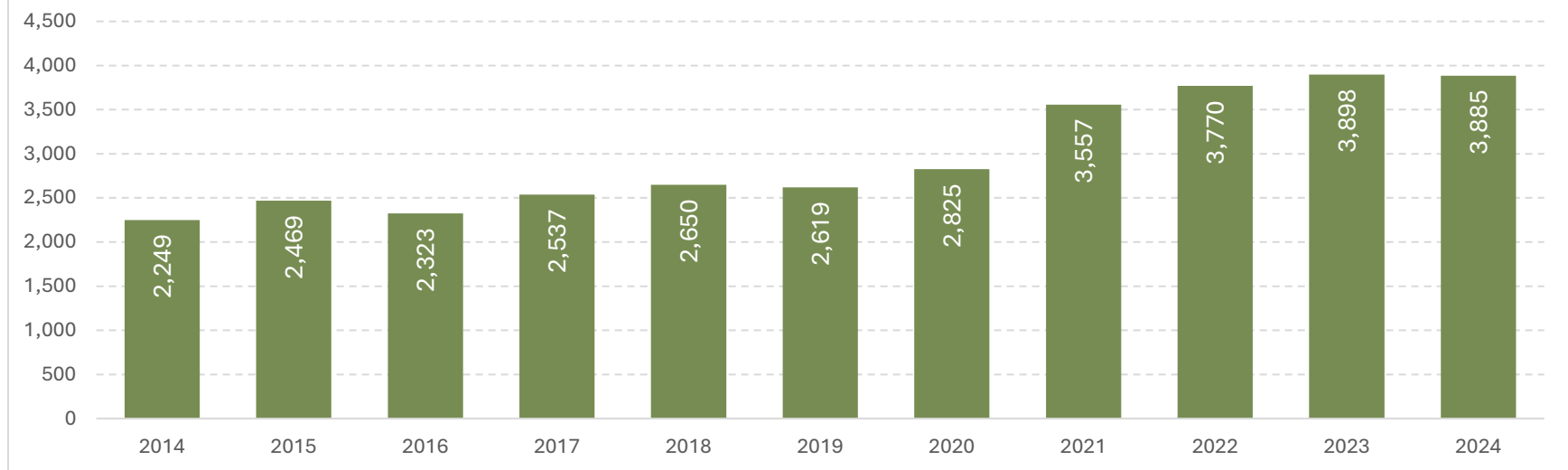


Table 9: Annual Business Startups												
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	Change
Adams	109	117	74	97	128	92	130	144	161	196	195	78.9%
Forest	53	72	58	64	56	38	65	64	84	85	90	69.8%
Juneau	128	110	139	159	192	144	154	215	219	220	232	81.3%
Langlade	107	133	123	118	109	116	100	152	176	181	191	78.5%
Lincoln	151	136	121	146	163	177	165	225	220	243	227	50.3%
Marathon	638	733	709	800	764	821	871	1,134	1,131	1,232	1,188	86.2%
Oneida	194	271	245	236	237	245	273	344	383	360	379	95.4%
Portage	365	344	324	359	424	443	481	533	574	589	565	54.8%
Vilas	168	205	176	160	191	160	177	271	280	297	286	70.2%
Wood	336	348	354	398	386	383	409	475	542	495	532	58.3%
Region	2,249	2,469	2,323	2,537	2,650	2,619	2,825	3,557	3,770	3,898	3,885	72.7%

Source: U.S Census Bureau Business Formation Statistics

Figure 9: Business Startups, North Central Wisconsin, 2014-2024



Industry

Examining employment trends by industry sector provides context on the general condition of the Regional economy and identifies the industries which are considered to be on the rise and those that are declining. Identifying the status of each industry within the Region can help determine the overall competitiveness of that industry within the Region, identify which industries are strongest in the Region, and can help the Region better adapt to changes in industrial trends. Evaluating overall employment, wages, and concentration of employment by industry sector helps to determine the competitiveness of each industry.

NAICS 2-Digit Employment and Average Wage

Between 2013 and 2023, ten of the Region's industry sectors increased in employment, while the other ten industry sectors experienced a decrease in employment. The Arts, Entertainment, and Recreation industry experienced the fastest growth in employment during this time, increasing by nearly 52 percent. In contrast, the Mining industry experienced the fastest decrease in employment, decreasing by over 16 percent during this time. **Table 10** shows changes in NAICS 2-Digit industry employment between 2013 and 2023.

The Manufacturing industry held the highest share of jobs among industry sectors, accounting for over 16 percent of jobs in the Region. Other major industries by employment within North Central Wisconsin include the Government, Health Care and Social Assistance, Retail Trade, and Accommodation and Food Services industries. **Figure 10** compares the share of employment for NAICS 2-Digit industries in the Region.

Overall, the average annual wage in North Central Wisconsin was \$65,342 in 2023. The Region's average annual wage was lower than the State's average wage of \$74,101. Among industry sectors, the Utilities industry had the highest average annual wage in the Region at \$144,632, followed by the Finance and Insurance industry at \$102,214. The Accommodation and Food Services industry had the lowest average annual wage in the Region at \$24,203, followed by the Arts, Entertainment, and Recreation industry at \$25,789. **Figure 11** displays average annual wage by NAICS 2-Digit industry for the Region and Wisconsin.

Table 10: Employment by NAICS 2-Digit Industry, North Central Wisconsin			
	2013	2023	Change
Agriculture	9,893	8,574	-13.3%
Mining	209	175	-16.3%
Utilities	653	691	5.8%
Construction	9,455	11,208	18.5%
Manufacturing	33,621	37,285	10.9%
Wholesale Trade	8,071	7,320	-9.3%
Retail Trade	27,339	24,924	-8.8%
Transportation and Warehousing	10,736	11,186	4.2%
Information	2,381	2,306	-3.1%
Finance and Insurance	12,183	11,756	-3.5%
Real Estate	1,576	1,913	21.4%
Professional, Scientific, and Technical Services	4,920	5,696	15.8%
Management of Companies and Enterprises	2,348	3,188	35.8%
Administrative and Support Services	5,311	6,508	22.5%
Educational Services	1,400	1,391	-0.6%
Health Care and Social Assistance	32,318	29,115	-9.9%
Arts, Entertainment, and Recreation	2,156	3,273	51.8%
Accommodation and Food Services	17,197	18,131	5.4%
Other Services (except Public Administration)	11,110	9,571	-13.9%
Government	30,983	29,559	-4.6%

Source: Lightcast

Figure 10: Share of Employment by NAICS 2-Digit Industry in North Central Wisconsin, 2023

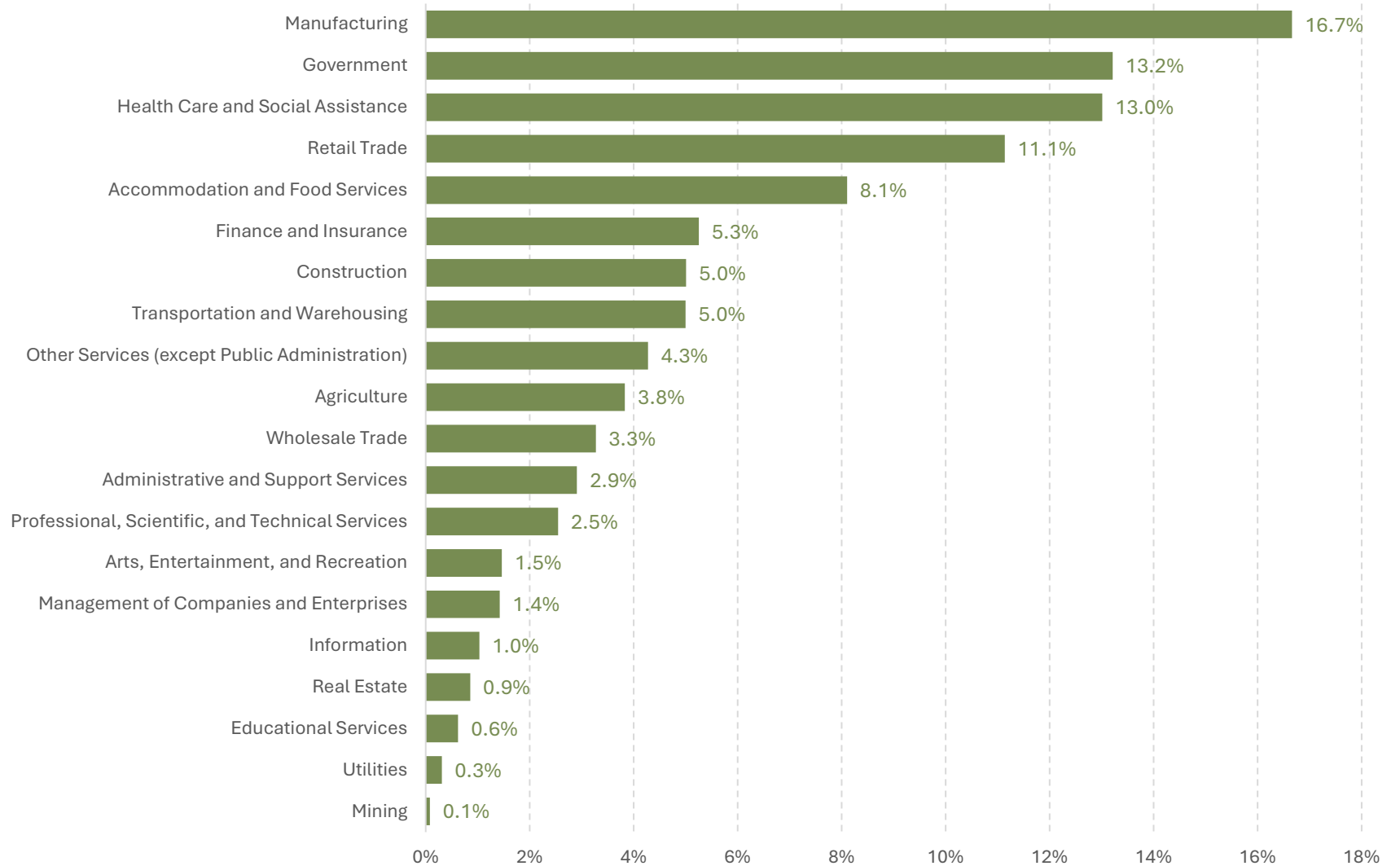
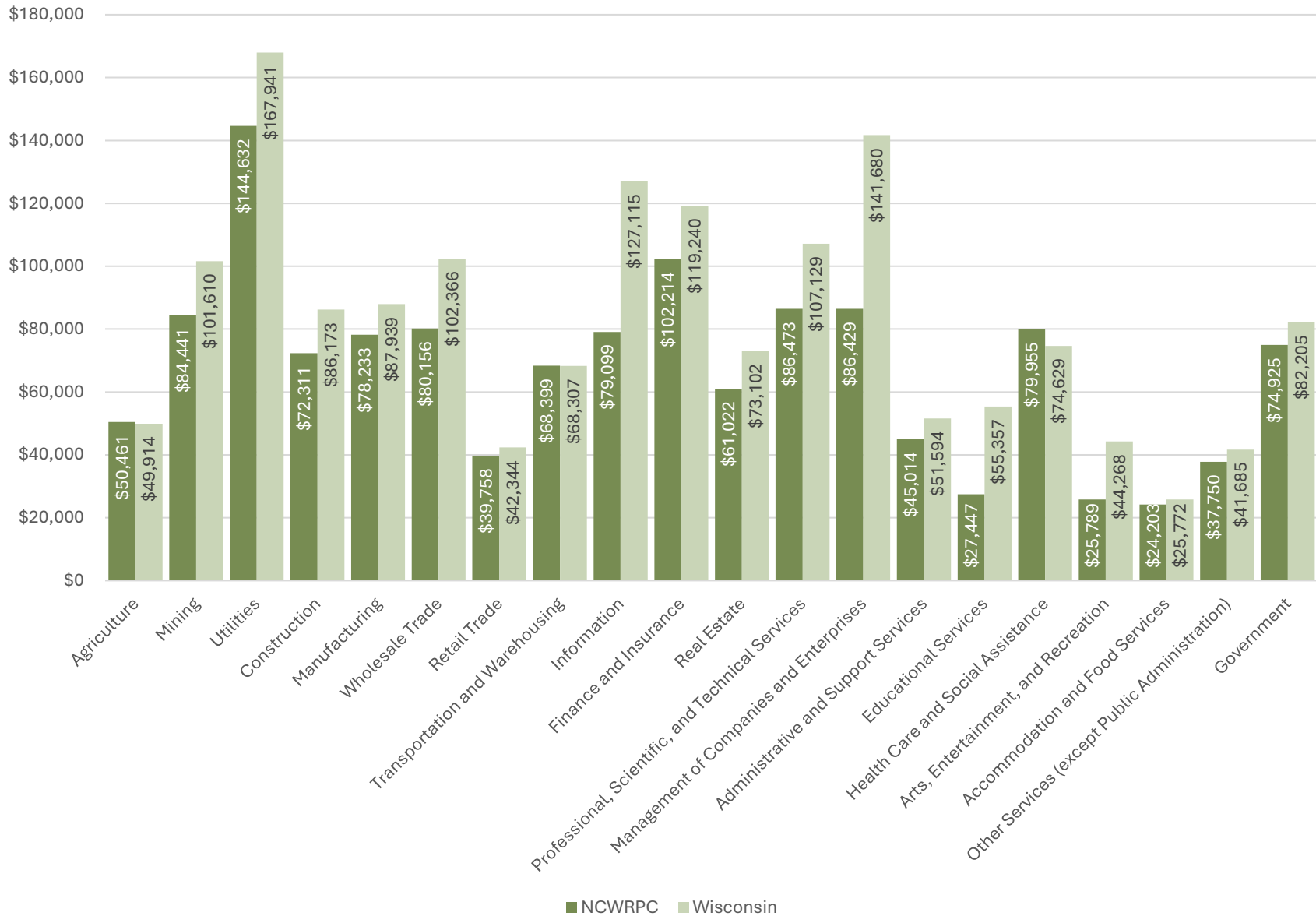


Figure 11: Average Annual Wage by NAICS 2-Digit Industry, 2023



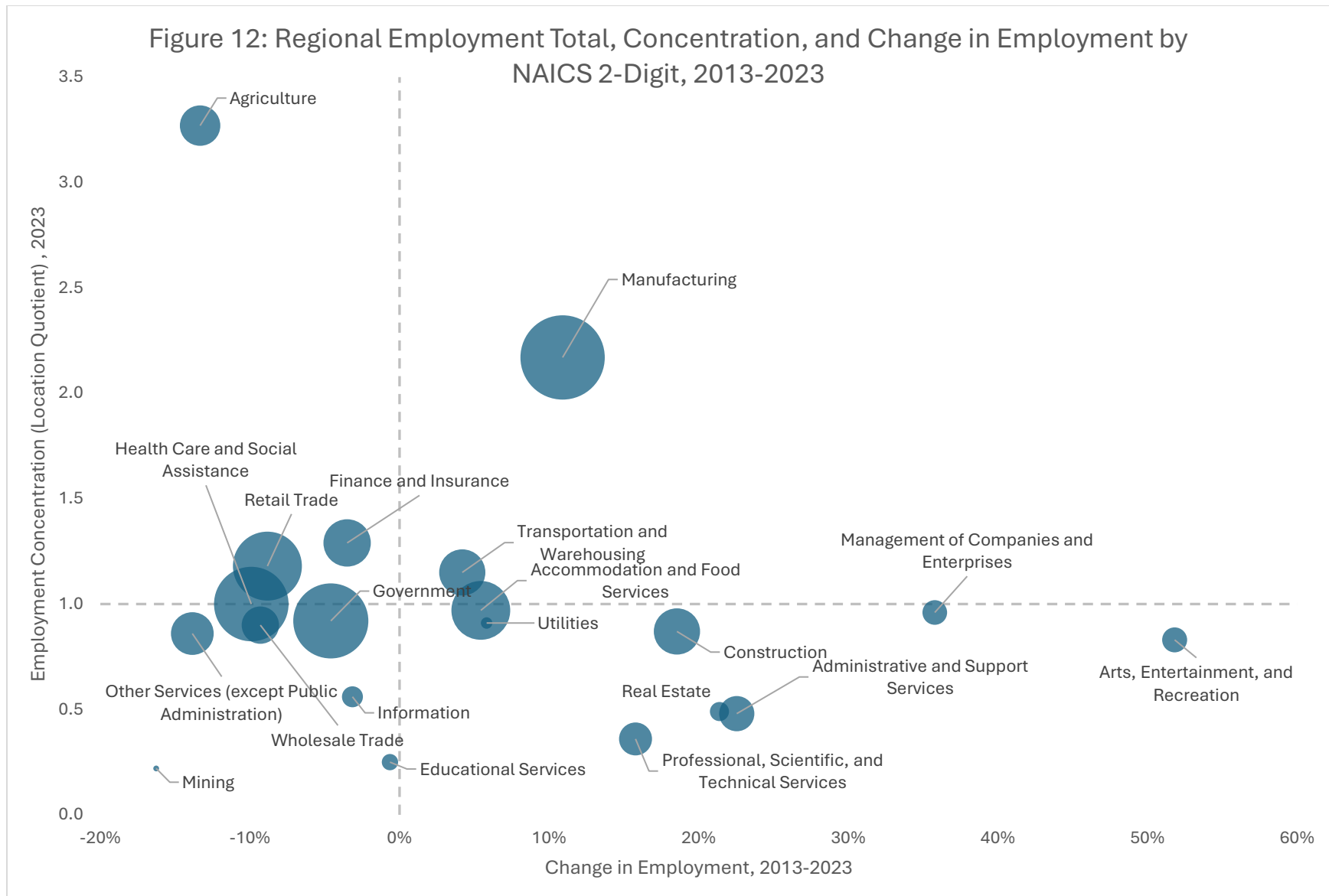
NAICS 2-Digit Employment Concentration

Employment concentration (location quotient) quantifies how concentrated an industry is in a region compared to the nation. It can reveal what makes a particular region unique as well as its economic strengths and weaknesses. The location quotient model uses employment information for both a particular region and the nation and compares their ratios of industrial employment to total employment. Based on this information, each industry sector is assigned a numeric value called a location quotient which in turn is used to identify exporter industries. Export industries are the drivers of the local economy. Any industry with a location quotient value greater than one is considered to be an exporter and the higher the location quotient, the greater the concentration of jobs. Non-exporter industries have location quotients lower than one. While non-exporter industries are less concentrated and are not major drivers of the local economy, they are important for economic diversity and possibly have the potential to grow.

The relative strength of a regional industry can be determined using a quadrant analysis. By examining the size and change over time of a location quotient value, mature, driver, troubled, and emerging industries can be identified by their quadrant position. **Figure 12** below displays a quadrant analysis using industry employment concentration on the vertical axis and the percentage change in employment from 2013 to 2023 on the horizontal axis. The size of each bubble in the figure represents the total number of workers in each respective industry.

Industries in the upper right quadrant of Figure 12 are considered driver industries, industries in the bottom right quadrant are considered emerging industries, industries in the lower left quadrant are considered troubled industries, and industries in the upper left quadrant are considered mature industries.

Figure 12: Regional Employment Total, Concentration, and Change in Employment by NAICS 2-Digit, 2013-2023



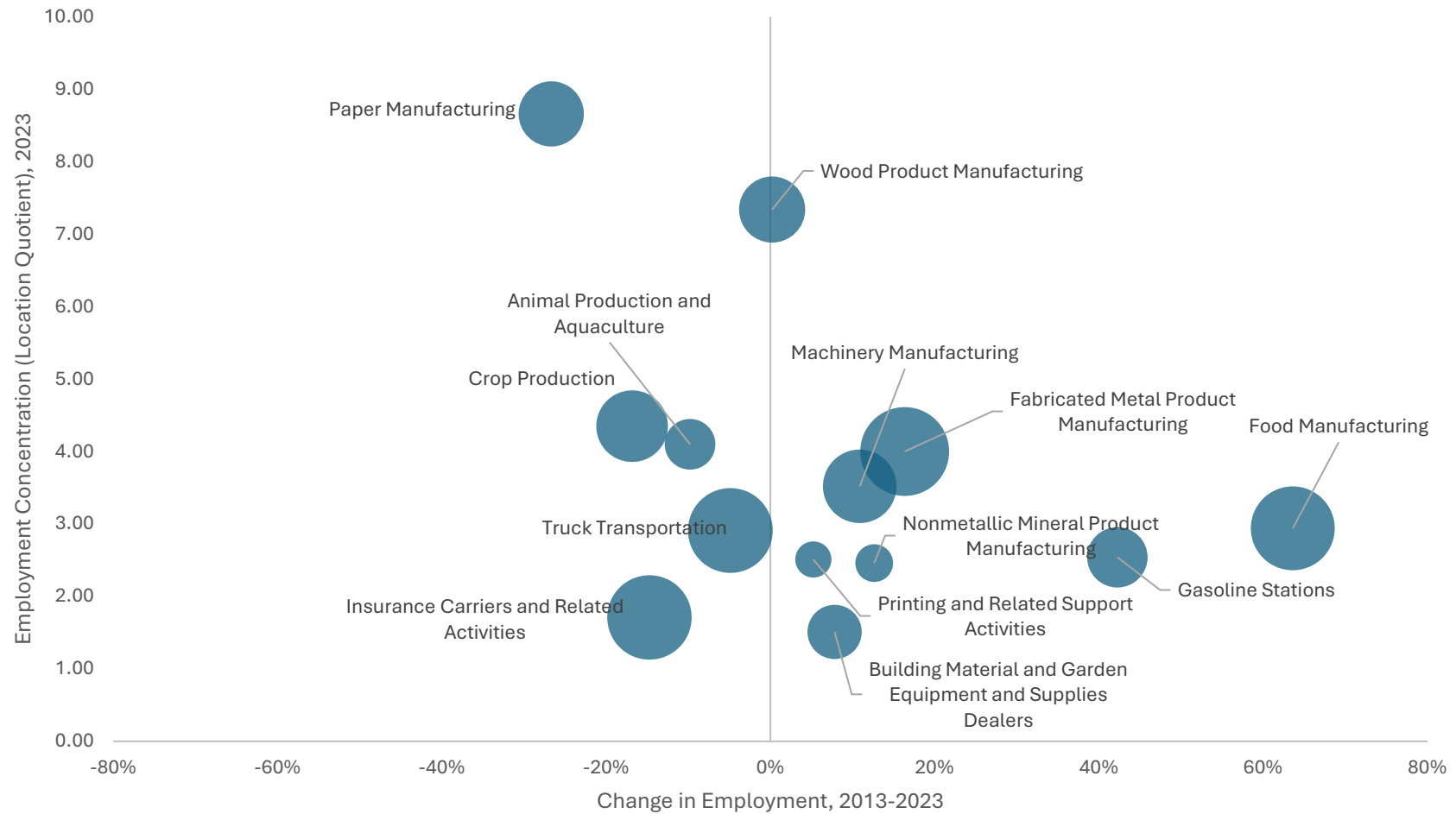
NAICS 3-Digit Specialization and Employment Concentration

By using NAICS 3-Digit Industry data, we can identify the industry subsectors that are entrenched as or are emerging as key components of the Regional economy. These industry subsectors are those that have an employment concentration (Location Quotient) that is greater than or equal to 1.5 and where total employment is greater than or equal to 1,000. By using this criteria, thirteen industry subsectors were identified as key components of the Regional economy. These subsectors are listed below:

- Paper Manufacturing (Employment: 4,125)
- Wood Product Manufacturing (Employment 4,238)
- Crop Production (Employment: 4,970)
- Animal Production and Aquaculture (Employment: 2,491)
- Fabricated Metal Product Manufacturing (Employment: 7,648)
- Machinery Manufacturing (Employment: 5,238)
- Food Manufacturing (Employment: 6,819)
- Truck Transportation (Employment: 6,970)
- Gasoline Stations (Employment: 3,542)
- Printing and Related Support Activities (Employment: 1,267)
- Nonmetallic Mineral Product Manufacturing (Employment: 1,381)
- Insurance Carriers and Related Activities (Employment: 6,905)
- Building Material and Garden Equipment and Supplies Dealers (Employment: 2,853)

Figure 13 displays a quadrant analysis of these thirteen subsectors, using industry subsector employment concentration on the vertical axis and the percentage change in employment from 2013 to 2023 on the horizontal axis. The size of each bubble in the figure represents the total number of workers in each respective industry subsector.

Figure 13: Regional Employment Total, Concentration, and Change in Employment by Specialized NAICS 3-Digit (LQ > 1.5 and Employment > 1,000), 2013-2023



Occupation

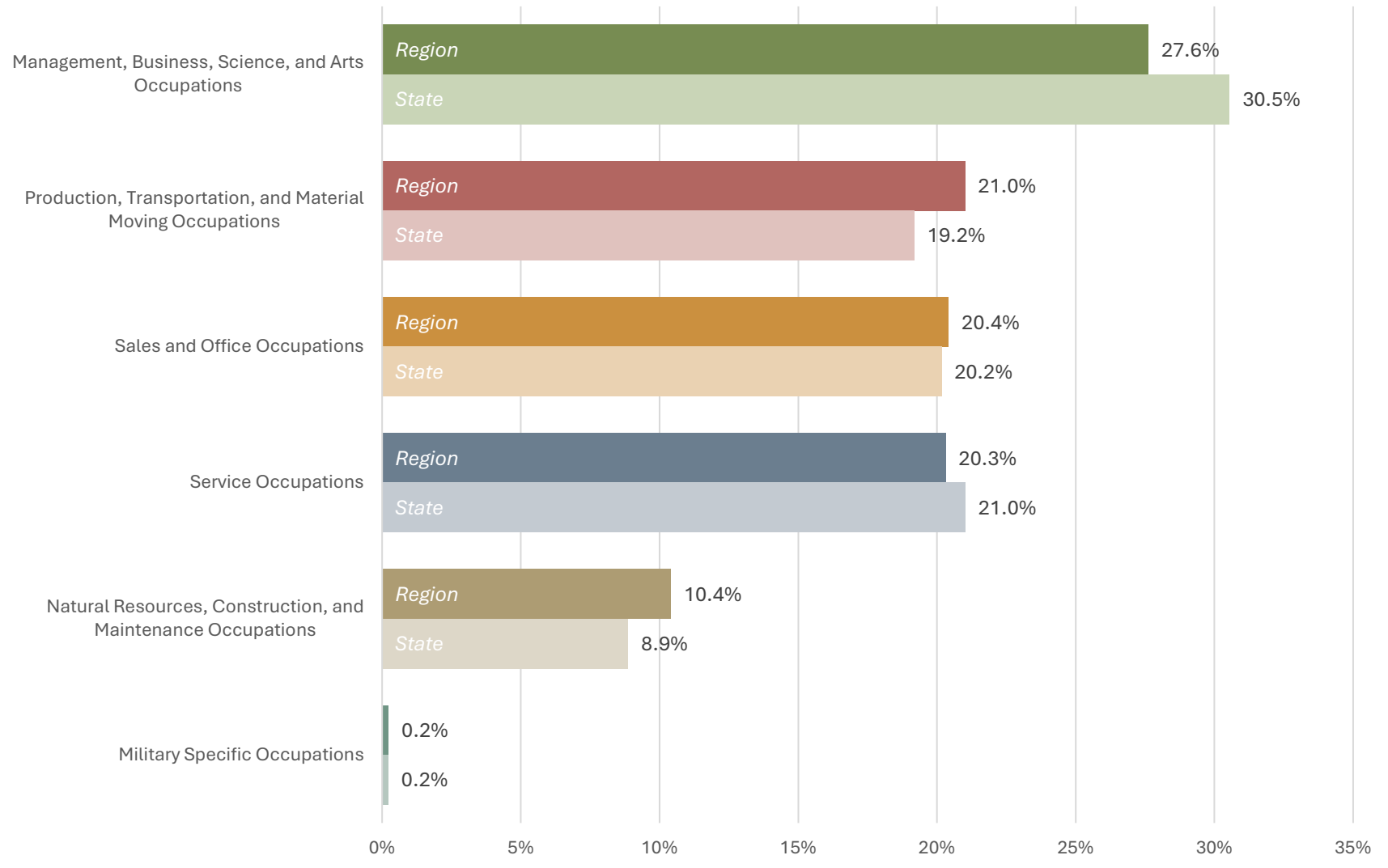
Examining trends in occupational employment and wages helps to identify the occupations that are most attractive to prospective workers, and the occupations that are faltering within the Region. Identifying occupations that are attractive to prospective workers can help guide the educational programming that is offered to students in the Region, attract employers based in these occupations to the Region, and ultimately attract workers to the Region. Meanwhile, identifying the faltering occupations within the Region that are major sources of employment can lead to efforts to increase the competitiveness of these occupations as changes to the economy and worker preferences take place over time. Examining the changing trends in employment and trends can help identify the opportunities and challenges facing the Region and its employers and workers.

SOC High-Level Employment

SOC High-Level groups occupations into six major occupational groups: Management, Business, Science, and Arts occupations; Production, Transportation, and Material Moving occupations; Sales and Office occupations; Service occupations; Natural Resources, Construction, and Maintenance occupations; and Military Specific occupations. These occupational groups are grouped together because they share common characteristics such as work performed. This means that skills are more easily transferred across jobs within these high-level occupational groups.

In 2023, Management, Business, Science and Arts occupations accounted for over 27 percent of total employment within North Central Wisconsin, compared to over 30 percent in Wisconsin. **Figure 14** shows the share of employment by SOC High-Level group for the Region and State in 2023.

Figure 14: Share of Employment by SOC High-Level, 2023



SOC 2-Digit Employment and Average Wage

SOC occupation groups can be broken down further into 23 major occupation groups. These are commonly known as the SOC 2-Digit occupation groups. In 2023, the largest occupations by employment within North Central Wisconsin were the Office and Administrative Support, Production, and Transportation and Material Moving occupations. Transportation and Material Moving occupations experienced a growth in employment between 2013 and 2023, while Office and Administrative Support occupations and Production occupations both experienced a decrease in employment during this time. Overall, 13 occupation groups experienced an increase in employment between 2013 and 2023, while 10 occupation groups experienced a decrease in employment. Business and Financial occupations experienced the fastest growth in employment (25.9 percent) between 2013 and 2023, followed by Computer and Mathematical occupations (19.1 percent) and Construction and Extraction occupations (12.3 percent). Military-Only occupations experienced the fastest decrease in employment (20.2 percent) during this time, followed by Personal Care and Service occupations (16.5 percent) and Office and Administrative Support occupations (15.4 percent). **Table 11** shows changes in Regional employment by occupation between 2013 and 2023, while **Figure 15** shows Regional employment by occupation group in 2023.

In 2023, Management occupations had the highest median annual wage in North Central Wisconsin at \$83,965, followed by Computer and Mathematical occupations at \$78,753 and Healthcare Practitioners and Technical occupations at \$78,588. Food Preparation and Serving Related occupations had the lowest median annual wage in the Region at \$28,240, followed by Farming, Fishing, and Forestry occupations at \$31,290 and Personal Care and Service occupations at \$31,560. **Figure 16** shows median wage by occupation group for the Region in 2023.

A noticeable trend in regard to occupational employment and wages is that the occupation groups with low median annual wages experience more volatility in employment than the occupation groups with high median annual wages. For example, of the eleven occupation groups with a median annual wage below \$50,000, six occupation groups experienced decreases in employment between 2013 and 2023. Of the twelve occupation groups with a median annual wage above \$50,000, only four occupation groups experienced a decrease in employment. **Figure 17** compares the total employment, change in employment, and median wage among occupation groups in 2023. Bubble size represents total employment, while the change in employment is graphed on the horizontal axis and median wage is graphed on the vertical axis. Generally speaking, occupation groups closer to the top right are those that are faring well and those that are closer to the bottom left are those that are faltering. Looking at the bubble size can help prioritize which occupation groups to further support.

Table 11: Changes in Regional Employment by Occupation

SOC 2-Digit Occupation Group	2013	2023	Change
Office and Administrative Support	30,556	25,841	-15.4%
Production	25,314	24,502	-3.2%
Transportation and Material Moving	20,831	22,516	8.1%
Sales and Related	20,582	19,848	-3.6%
Food Preparation and Serving Related	16,156	16,995	5.2%
Management	13,959	14,712	5.4%
Healthcare Practitioners and Technical	13,571	13,160	-3.0%
Business and Financial	8,954	11,271	25.9%
Educational Instruction and Library	10,948	10,903	-0.4%
Installation, Maintenance, and Repair	9,521	9,970	4.7%
Construction and Extraction	8,874	9,962	12.3%
Healthcare Support	9,812	9,279	-5.4%
Building and Grounds Cleaning and Maintenance	7,159	7,248	1.2%
Personal Care and Service	5,243	4,378	-16.5%
Computer and Mathematical	3,421	4,073	19.1%
Community and Social Service	3,585	3,827	6.8%
Protective Service	3,607	3,724	3.2%
Farming, Fishing, and Forestry	3,827	3,353	-12.4%
Architecture and Engineering	2,610	2,789	6.9%
Arts, Design, Entertainment, Sports, and Media	2,361	2,487	5.3%
Life, Physical, and Social Science	1,386	1,502	8.4%
Legal	937	906	-3.3%
Military-only	652	520	-20.2%

Figure 15: Regional Employment by SOC 2-Digit

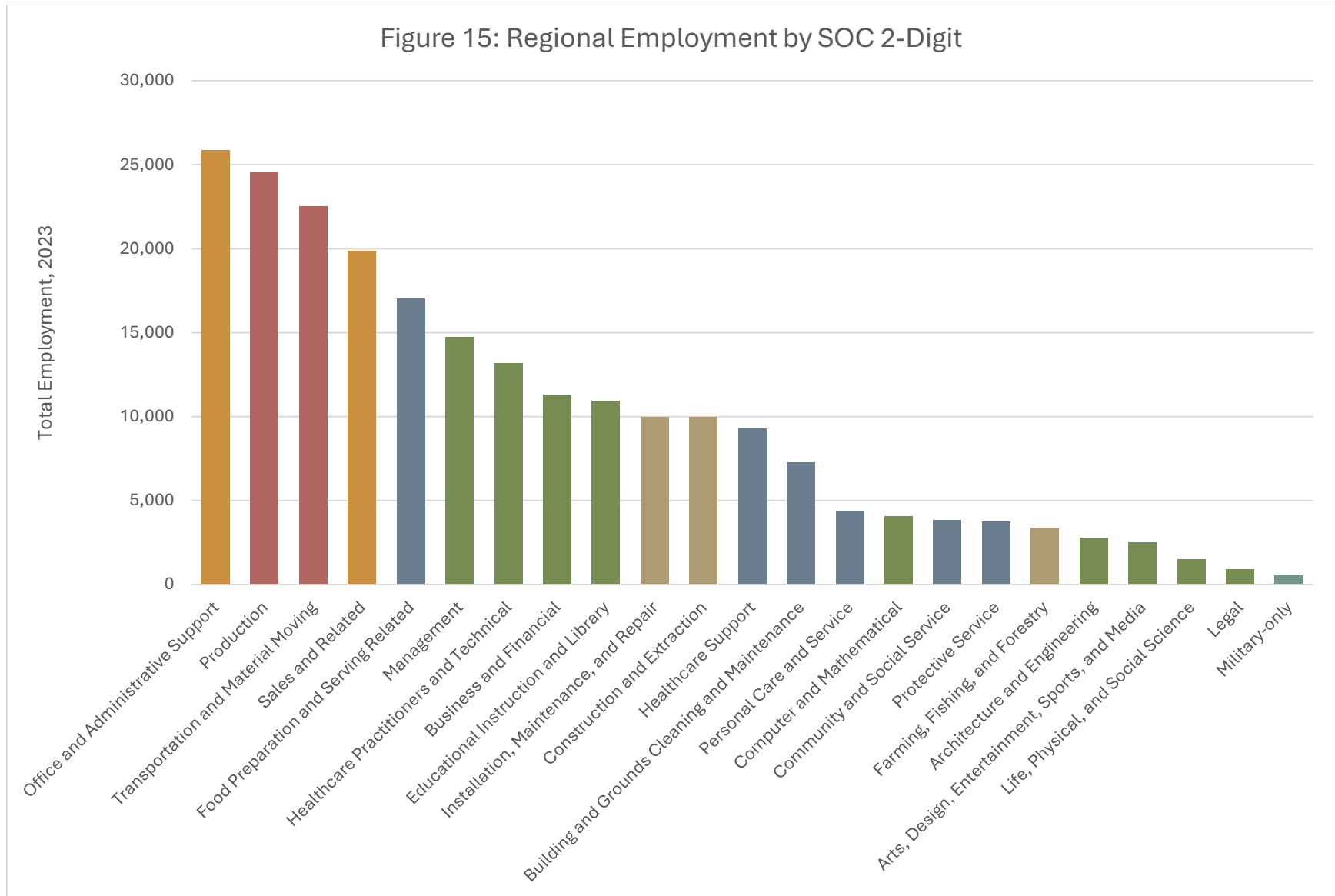


Figure 16: Regional Median Annual Wage by SOC 2-Digit

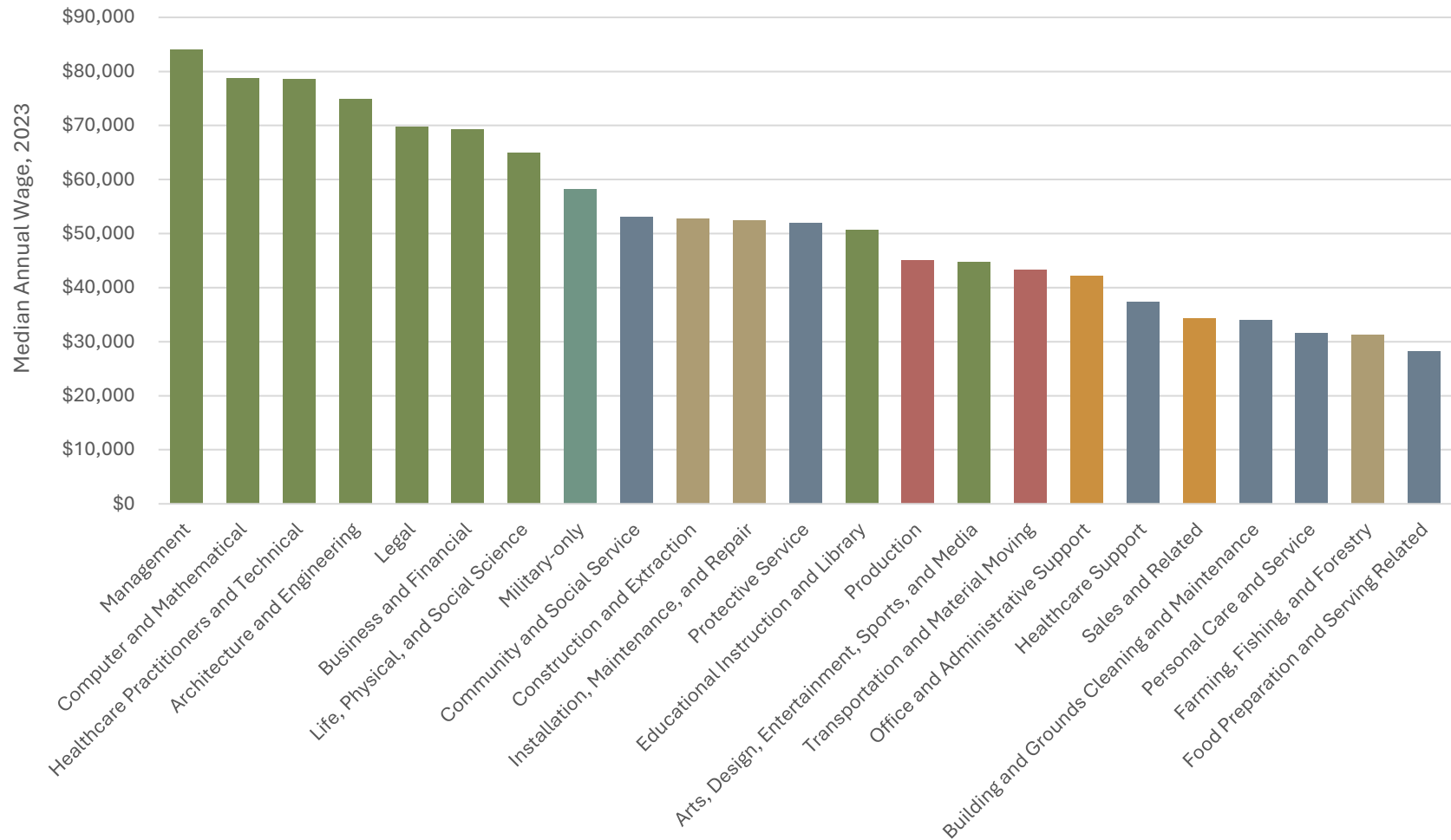


Figure 17: Regional Employment Total Median Wage, and Change in Employment by SOC 2-Digit (2013-2023)

