



Grow North

North Central Wisconsin Regional Planning Commission



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Report Parameters

8 Counties

55037	Florence County, WI	55075	Marinette County, WI
55041	Forest County, WI	55083	Oconto County, WI
55067	Langlade County, WI	55085	Oneida County, WI
55069	Lincoln County, WI	55125	Vilas 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

195,459

Population (2019)

Population **decreased by 580** over the last 5 years and is projected to **decrease by 150** over the next 5 years.

84,367

Total Regional Employment

Jobs **decreased by 348** over the last 5 years but are projected to **grow by 1,035** over the next 5 years.

\$48.3K

Avg. Earnings Per Job (2019)

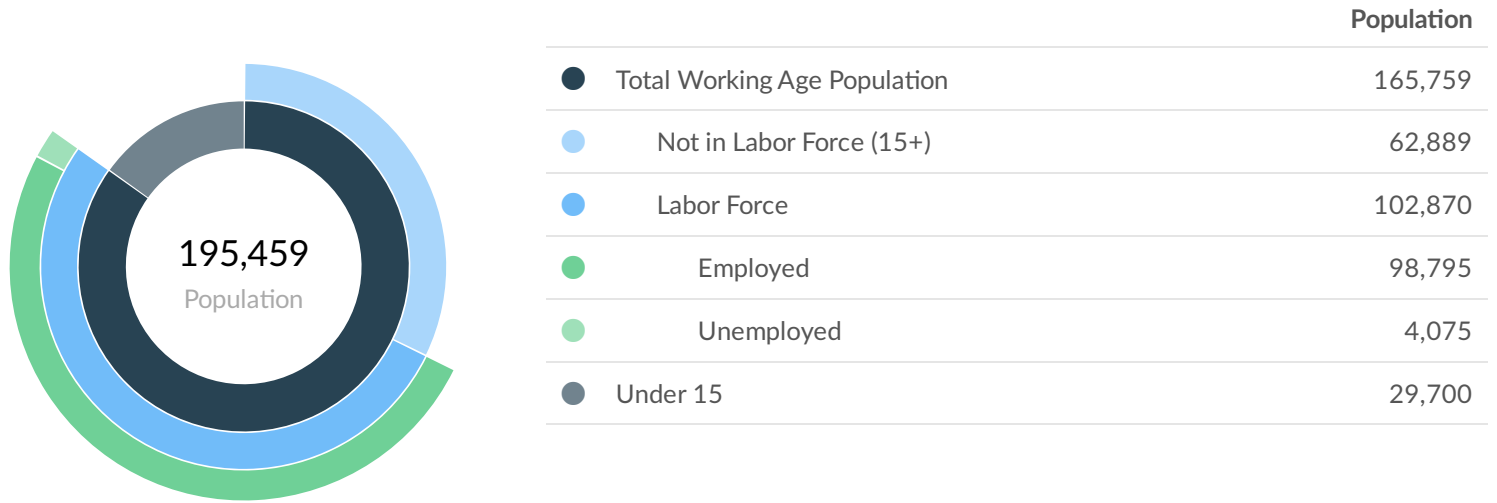
Regional average earnings per job are **\$19.0K below** the national average earnings of \$67.3K per job.

Takeaways

- As of 2019 the region's population **declined by 0.3%** since 2014, falling by 580. Population is expected to **decrease by 0.1%** between 2019 and 2024, losing 150.
- From 2014 to 2019, jobs **declined by 0.4%** in Grow North from 84,714 to **84,367**. This change **fell short of the national growth rate of 6.9% by 7.3%**. As the number of jobs declined, the **labor force participation rate decreased from 62.6% to 62.1% between 2014 and 2019**.
- Concerning educational attainment, **12.8% of the selected regions' residents possess a Bachelor's Degree** (6.1% below the national average), and **10.1% hold an Associate's Degree** (2.0% above the national average).
- The top three industries in 2019 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

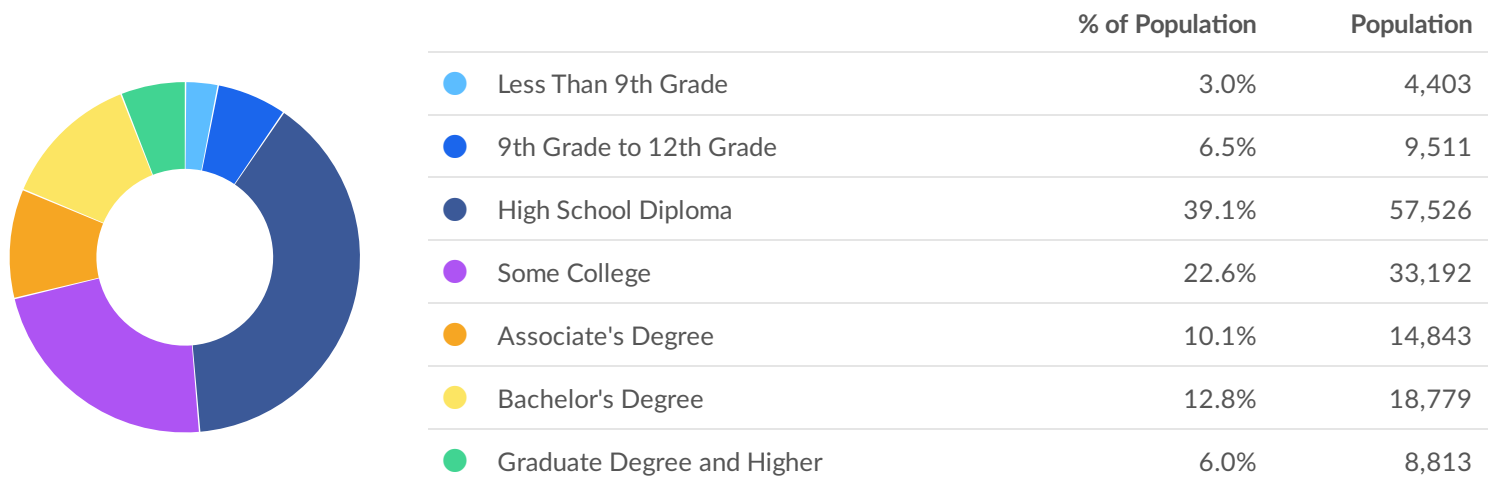
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	195,459	102,870	84,367	100.9	\$7.59B	\$12.33B	\$9.74B
Centergy	327,328	171,988	176,783	98.6	\$17.63B	\$21.50B	\$21.42B
NCWRPC	439,469	230,228	227,543	99.3	\$22.12B	\$27.98B	\$27.03B
Wisconsin	5,829,343	3,169,992	3,161,196	100.0	\$327.99B	\$292.45B	\$319.01B

2019 Labor Force Breakdown



Educational Attainment

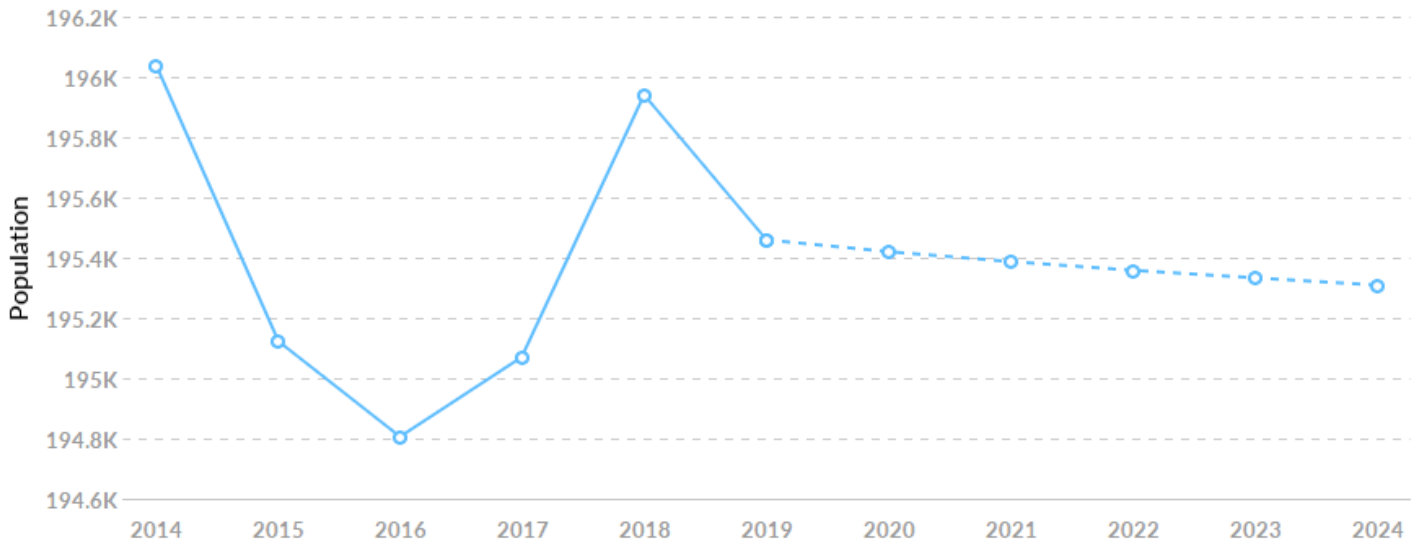
Concerning educational attainment, **12.8% of the selected regions' residents possess a Bachelor's Degree** (6.1% below the national average), and **10.1% hold an Associate's Degree** (2.0% above the national average).



Historic & Projected Trends

Population Trends

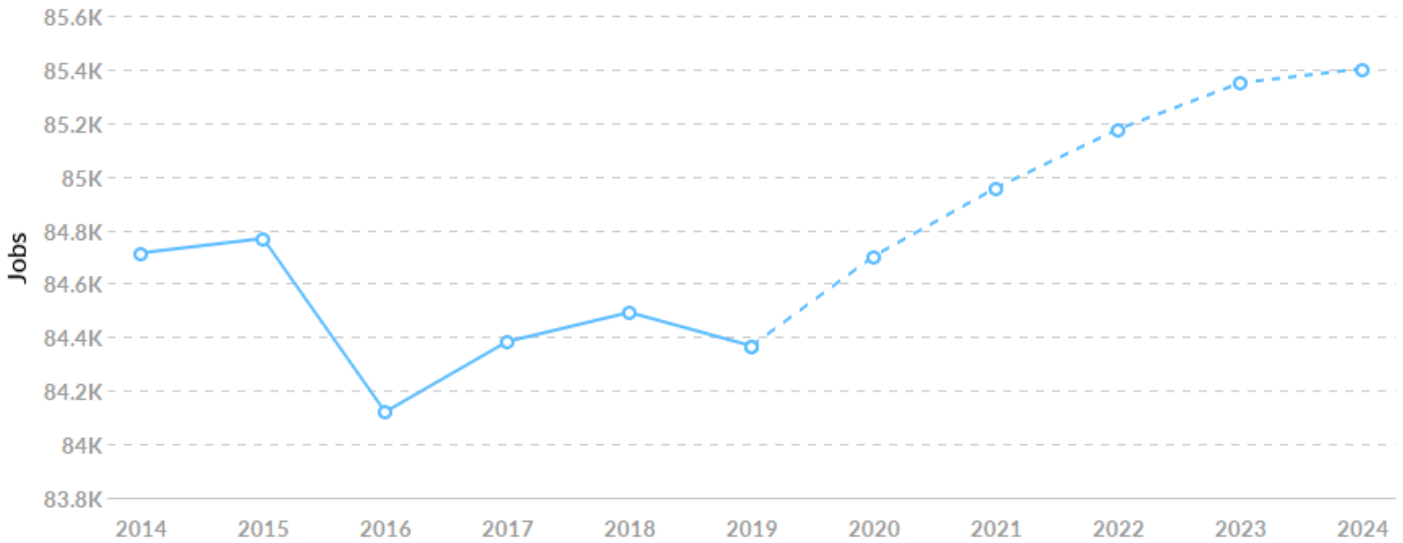
As of 2019 the region's population **declined by 0.3%** since 2014, falling by 580. Population is expected to **decrease by 0.1%** between 2019 and 2024, losing 150.



Timeframe	Population
2014	196,039
2015	195,124
2016	194,806
2017	195,071
2018	195,939
2019	195,459
2020	195,420
2021	195,387
2022	195,358
2023	195,333
2024	195,309

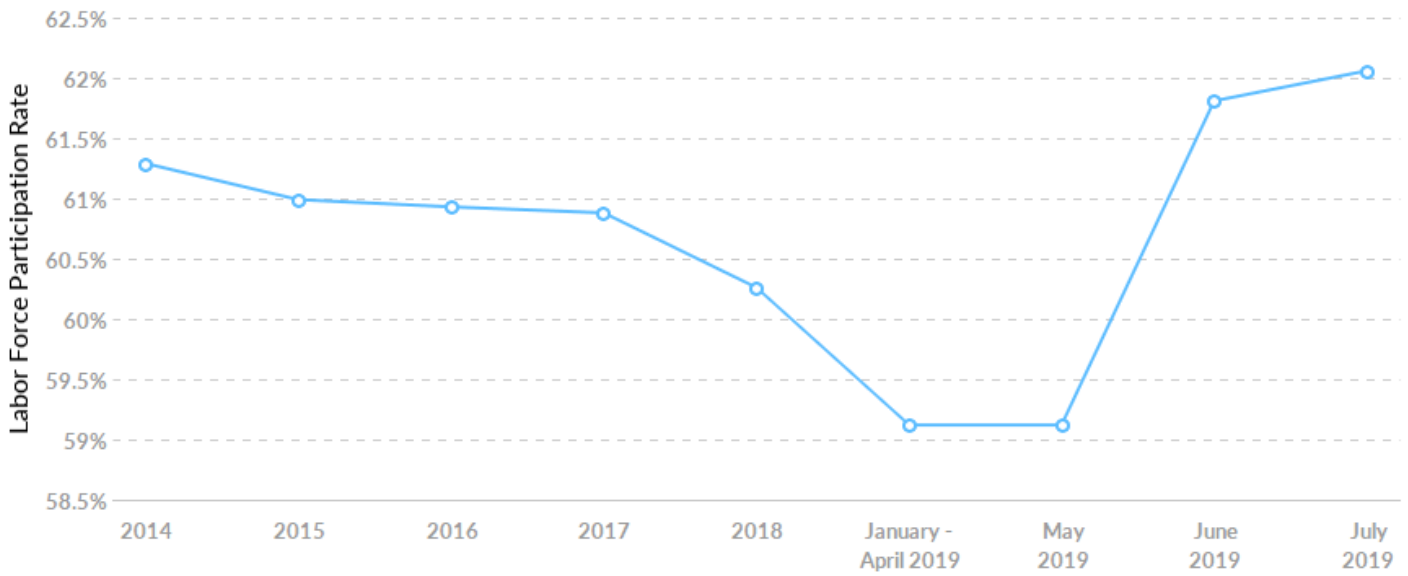
Job Trends

From 2014 to 2019, jobs declined by 0.4% in Grow North from 84,714 to 84,367. This change fell short of the national growth rate of 6.9% by 7.3%.



Timeframe	Jobs
2014	84,714
2015	84,768
2016	84,120
2017	84,383
2018	84,492
2019	84,367
2020	84,702
2021	84,957
2022	85,176
2023	85,349
2024	85,402

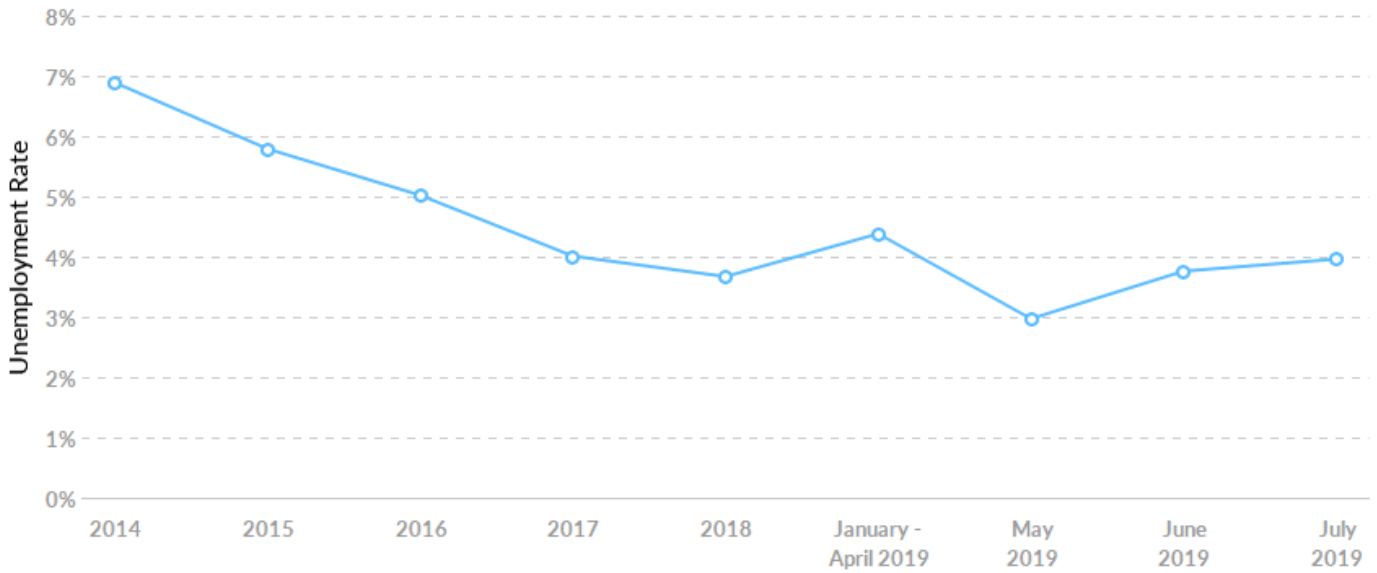
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	61.29%
2015	60.99%
2016	60.93%
2017	60.88%
2018	60.26%
January - April 2019	59.12%
May 2019	59.12%
June 2019	61.81%
July 2019	62.06%

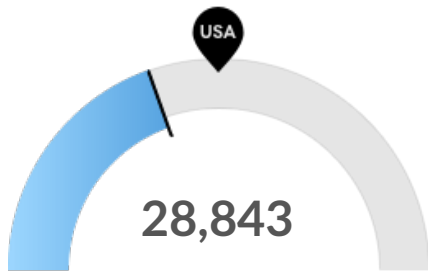
Unemployment Rate Trends

Your areas had a July 2019 unemployment rate of 3.96%, decreasing from 6.89% 5 years before.



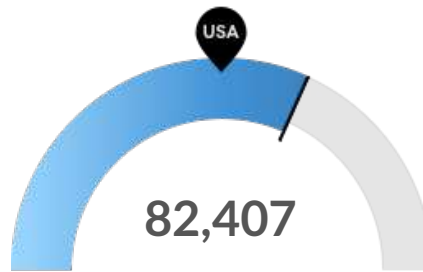
Timeframe	Unemployment Rate
2014	6.89%
2015	5.79%
2016	5.02%
2017	4.01%
2018	3.67%
January - April 2019	4.38%
May 2019	2.97%
June 2019	3.76%
July 2019	3.96%

Population Characteristics



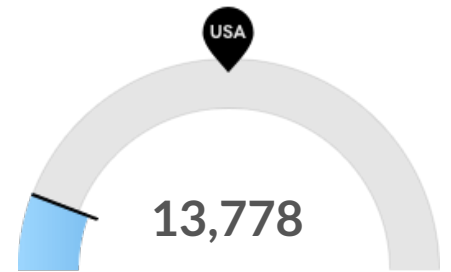
Millennials

Your area has 28,843 millennials (ages 25-39). The national average for an area this size is 40,282.



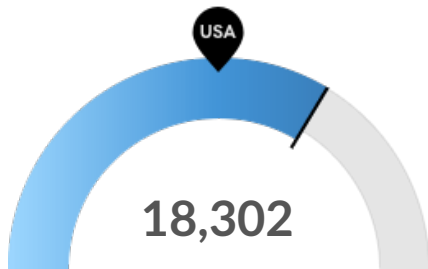
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 56,718 people 55 or older, while there are 82,407 here.



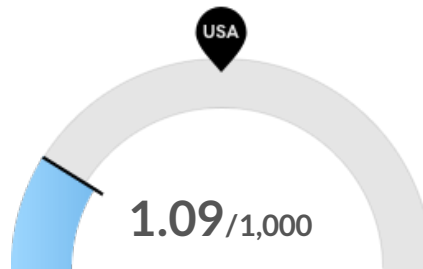
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 77,629 racially diverse people, while there are 13,778 here.



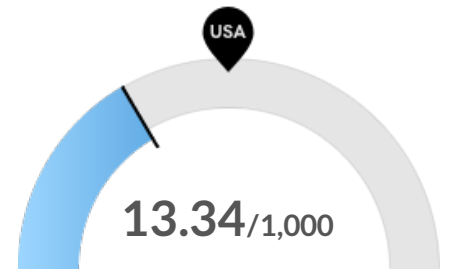
Veterans

Your area has 18,302 veterans. The national average for an area this size is 11,363.



Violent Crime

Your area has 1.09 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

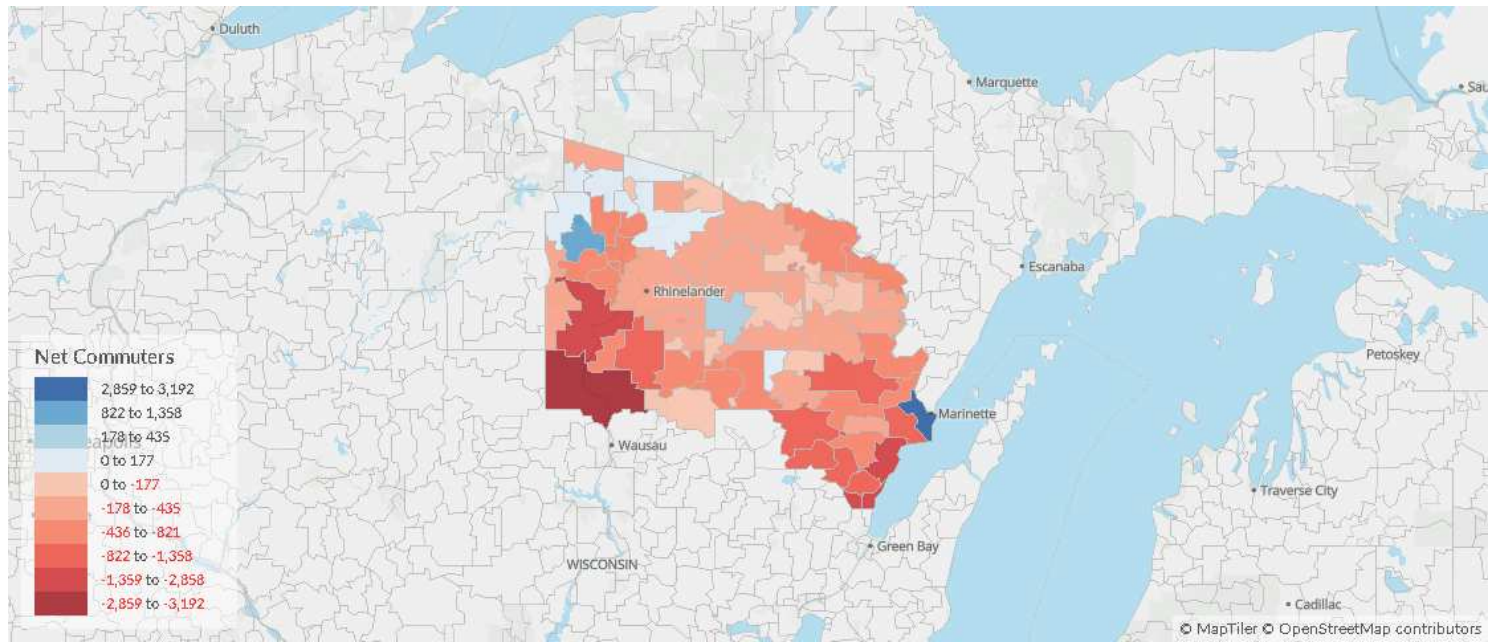


Property Crime

Your area has 13.34 property crimes per 1,000 people. The national rate is 22.98 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. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 54501.



Where Talent Works

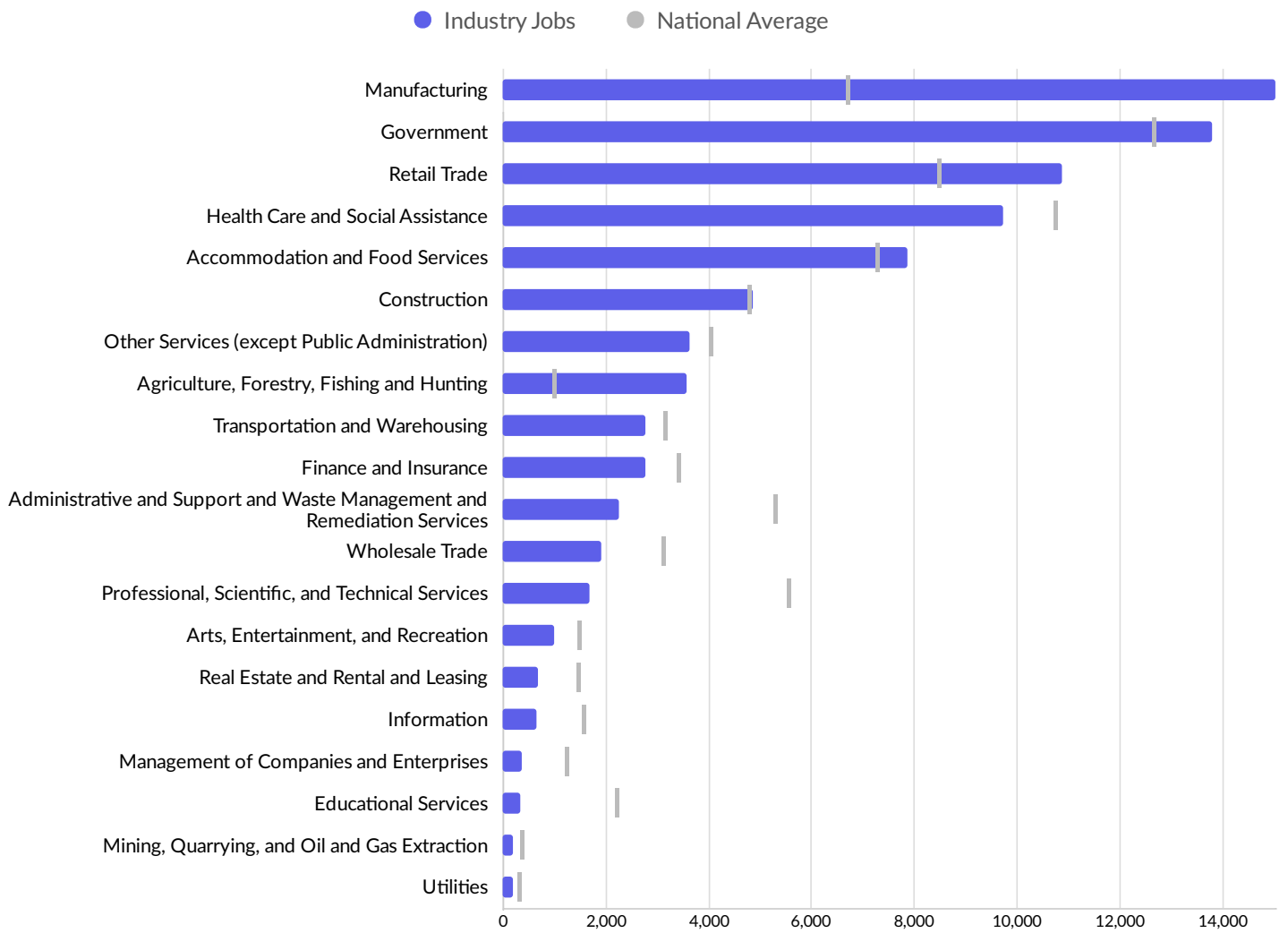
Where Talent Lives

ZIP	Name	2019 Employment
54143	Marinette, WI (in Marin...	11,528
54501	Rhineland, WI (in One...	10,897
54452	Merrill, WI (in Lincoln c...	7,816
54409	Antigo, WI (in Langlade ...	6,882
54521	Eagle River, WI (in Vilas...	4,565

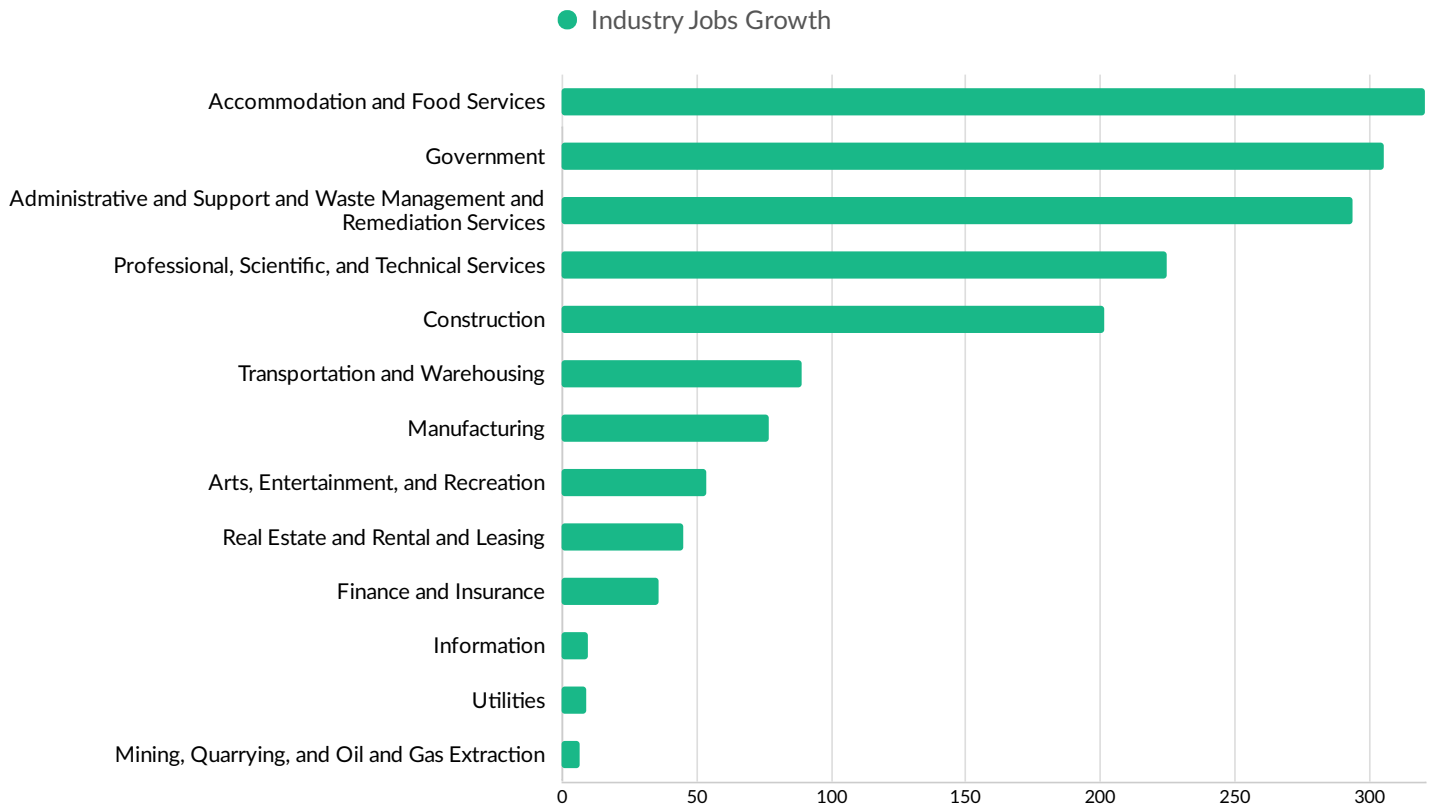
ZIP	Name	2019 Workers
54501	Rhineland, WI (in One...	11,170
54452	Merrill, WI (in Lincoln c...	10,675
54143	Marinette, WI (in Marin...	8,335
54409	Antigo, WI (in Langlade ...	6,953
54487	Tomahawk, WI (in Linco...	5,414

Industry Characteristics

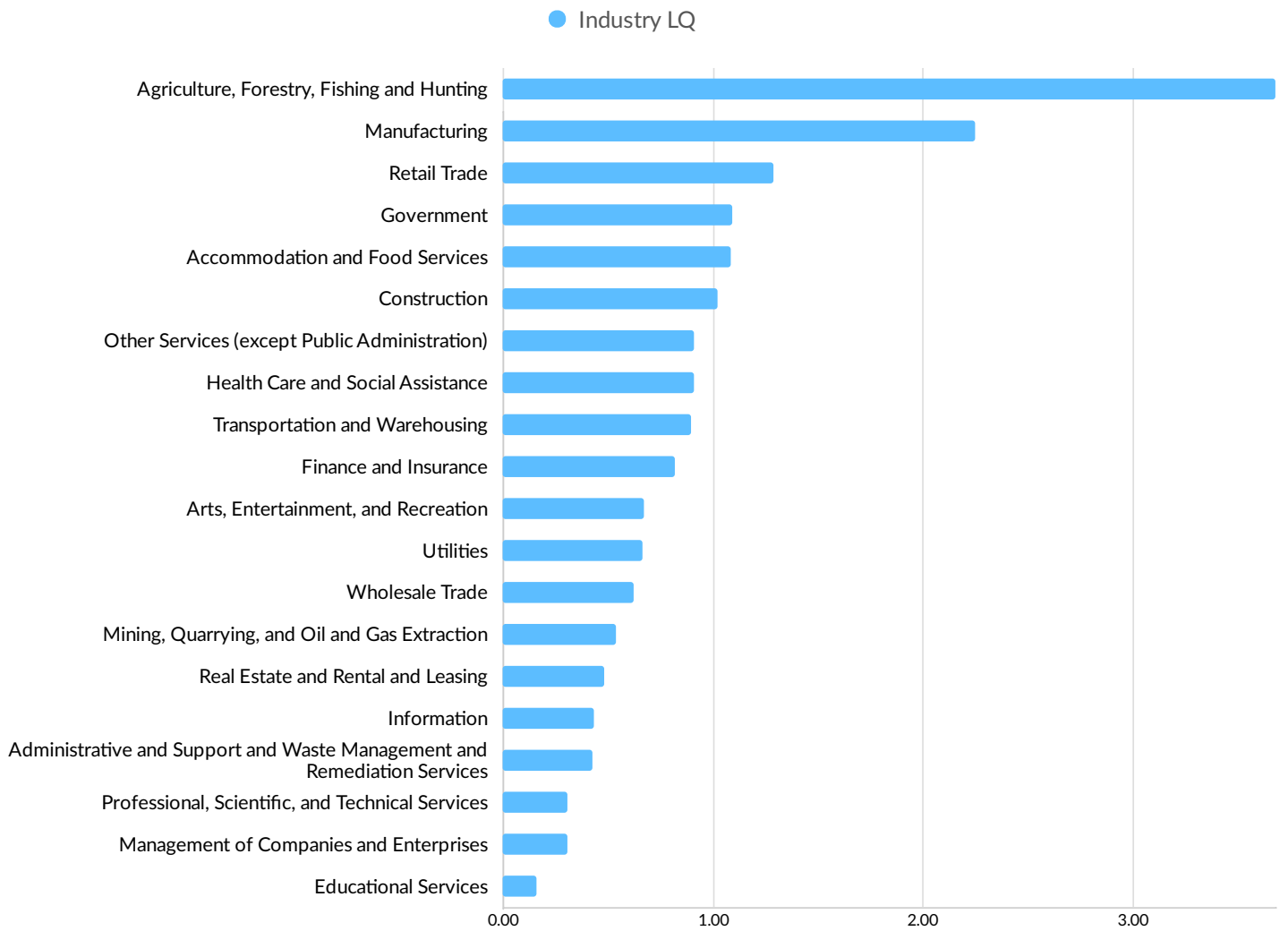
Largest Industries



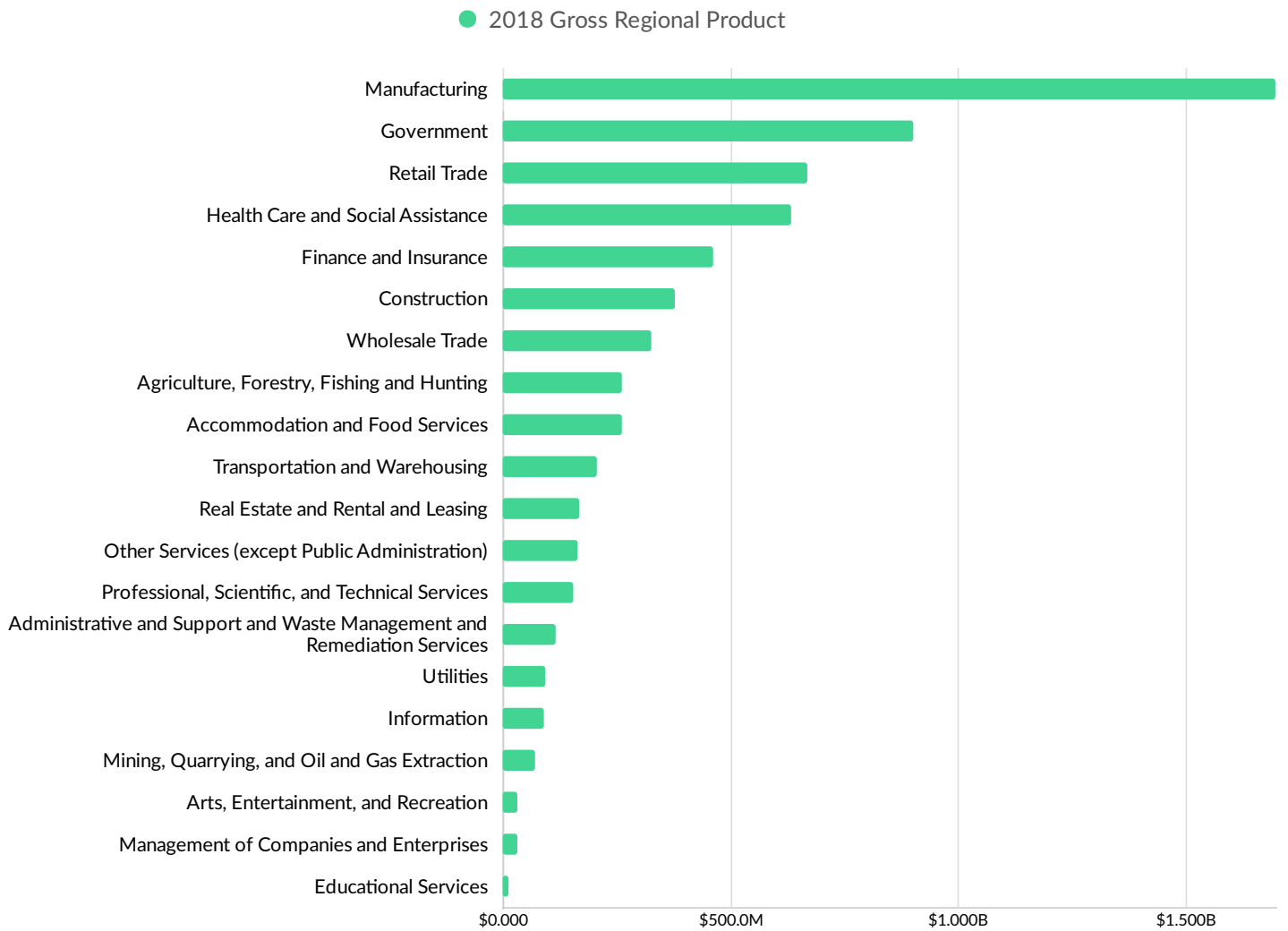
Top Growing Industries



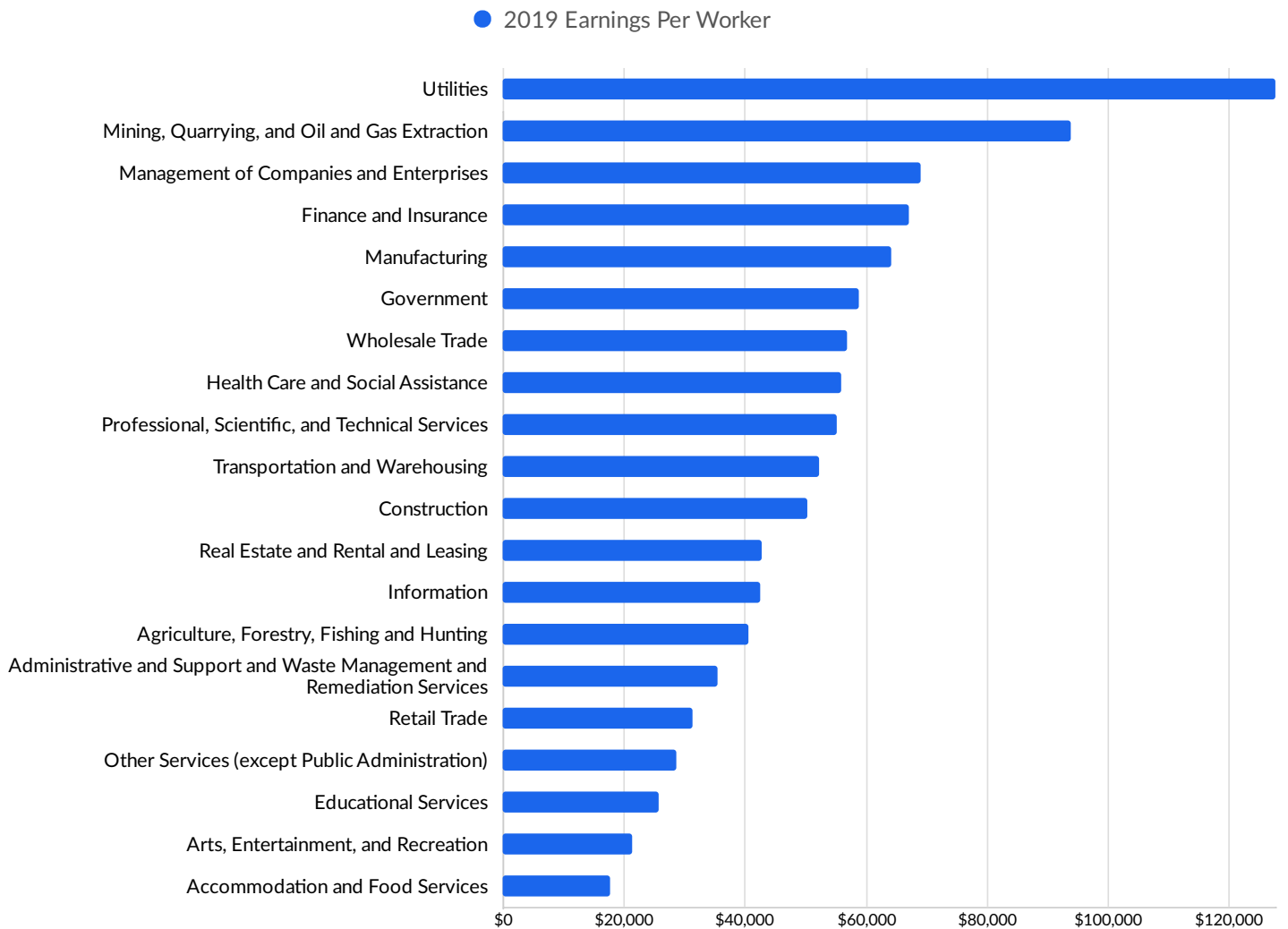
Top Industry LQ



Top Industry GRP



Top Industry Earnings



Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2018 GRP
Manufacturing	14,964	15,041	77	+1%	2.25	\$64,313	\$1.70B
Government	13,504	13,810	306	+2%	1.09	\$58,934	\$902.49M
Retail Trade	11,023	10,883	-140	-1%	1.29	\$31,485	\$667.73M
Health Care and Social Assistance	10,367	9,736	-631	-6%	0.91	\$56,031	\$634.32M
Accommodation and Food Services	7,553	7,874	321	+4%	1.09	\$17,642	\$260.93M
Construction	4,676	4,878	202	+4%	1.03	\$50,431	\$379.75M
Other Services (except Public Administration)	4,341	3,649	-692	-16%	0.91	\$28,577	\$164.72M
Agriculture, Forestry, Fishing and Hunting	3,893	3,592	-301	-8%	3.68	\$40,689	\$263.45M
Transportation and Warehousing	2,695	2,784	89	+3%	0.90	\$52,399	\$207.09M
Finance and Insurance	2,747	2,783	36	+1%	0.82	\$67,093	\$460.91M
Administrative and Support and Waste Management and Remediation Services	1,973	2,267	294	+15%	0.43	\$35,531	\$117.80M
Wholesale Trade	1,935	1,924	-11	-1%	0.62	\$56,799	\$326.32M
Professional, Scientific, and Technical Services	1,472	1,697	225	+15%	0.31	\$55,313	\$153.77M
Arts, Entertainment, and Recreation	936	990	54	+6%	0.67	\$21,315	\$33.21M
Real Estate and Rental and Leasing	641	686	45	+7%	0.48	\$42,795	\$168.61M
Information	659	669	10	+2%	0.43	\$42,464	\$90.60M
Management of Companies and Enterprises	592	371	-221	-37%	0.31	\$68,967	\$30.87M
Educational Services	369	348	-21	-6%	0.16	\$25,805	\$11.43M
Mining, Quarrying, and Oil and Gas Extraction	186	193	7	+4%	0.54	\$93,790	\$71.20M
Utilities	183	192	9	+5%	0.67	\$127,668	\$95.16M

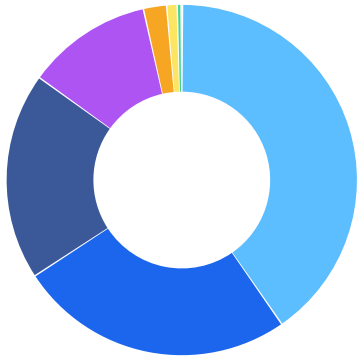
Business Characteristics

11,474 Companies Employ Your Workers

Online profiles for your workers mention 11,474 companies as employers, with the top 10 appearing below. In the last 12 months, 2,851 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Ministry Health Care, Inc.	245 	Platinum Supplemental Insuranc...	1,631 
Marinette Marine Corporation	230 	HealthCare Employment Netwo...	1,074 
Wal-Mart Stores, Inc.	214 	Roehl Transport, Inc.	863 
State of Wisconsin	188 	Telereach Inc	818 
Aspirus Wausau Hospital, Inc.	174 	U.S. Xpress, Inc.	783 
Church Mutual Insurance Comp...	172 	HomeAdvisor, Inc.	695 
Marshfield Clinic	163 	Ascension Health	596 
Bay Area Medical Center, Inc.	157 	Teach For America, Inc.	594 
Aspirus Langlade Hospital	128 	McDonald's Corporation	495 
Nicolet Area Technical College	126 	Johnson Controls, Inc.	483 

Business Size

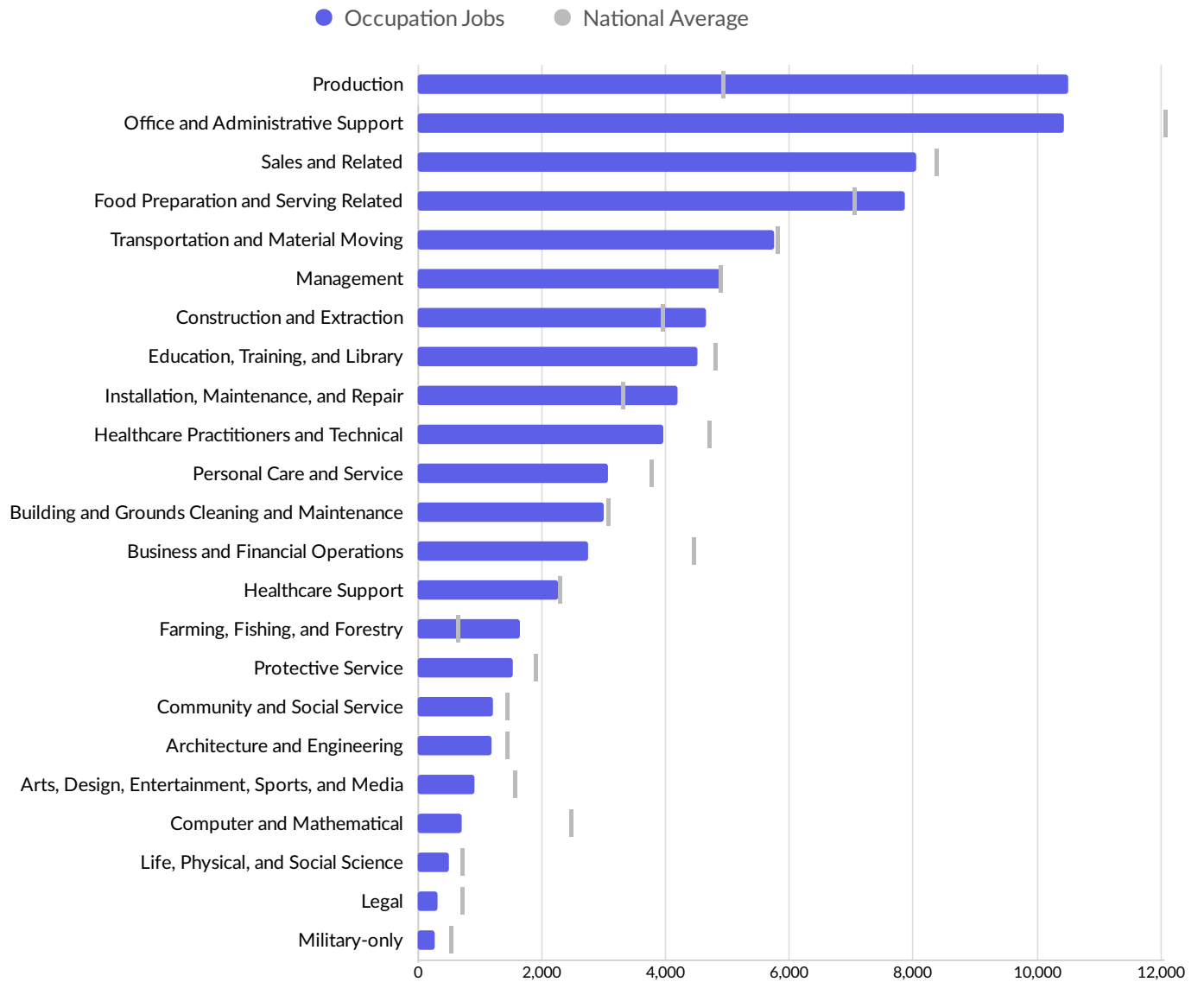


	Percentage	Business Count
1 to 4 employees	40.3%	3,960
5 to 9 employees	25.5%	2,503
10 to 19 employees	19.1%	1,880
20 to 49 employees	11.6%	1,137
50 to 99 employees	2.1%	210
100 to 249 employees	1.0%	95
250 to 499 employees	0.4%	35
500+ employees	0.1%	13

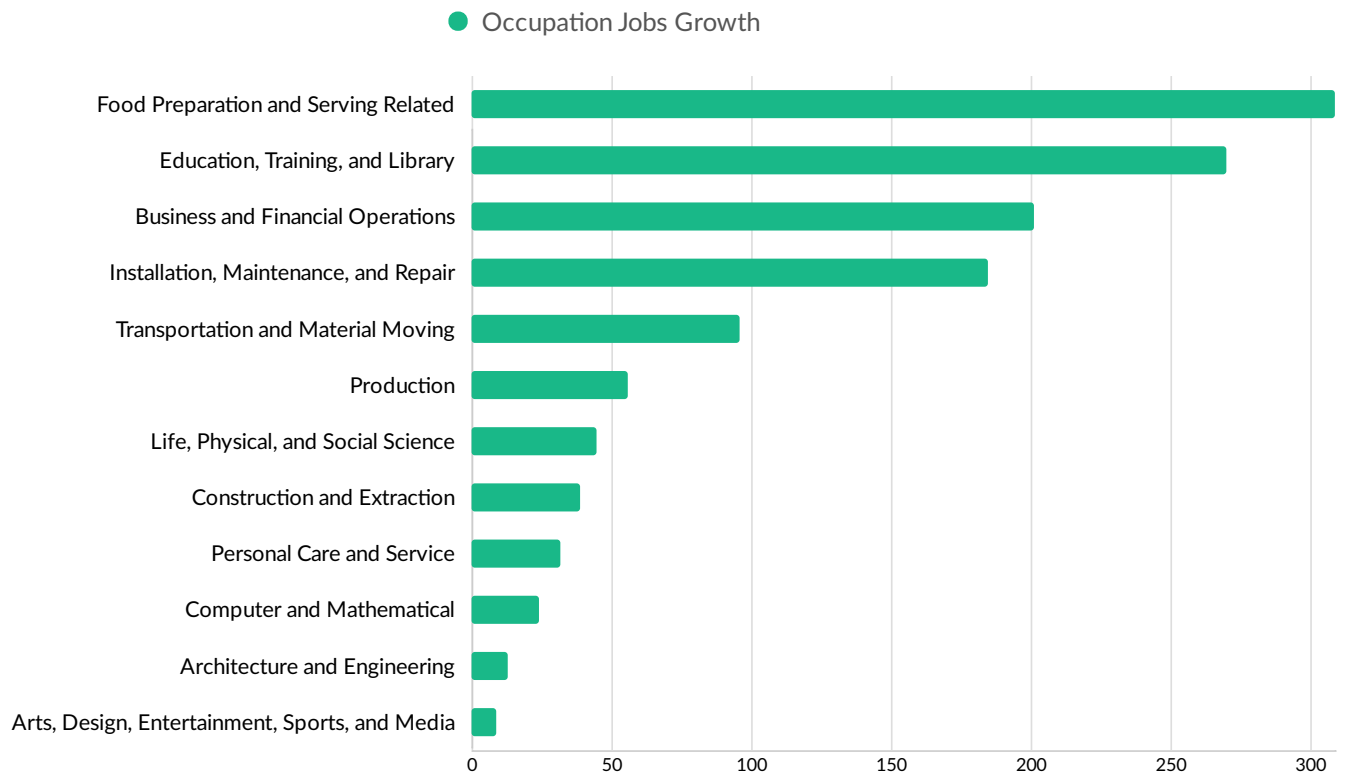
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

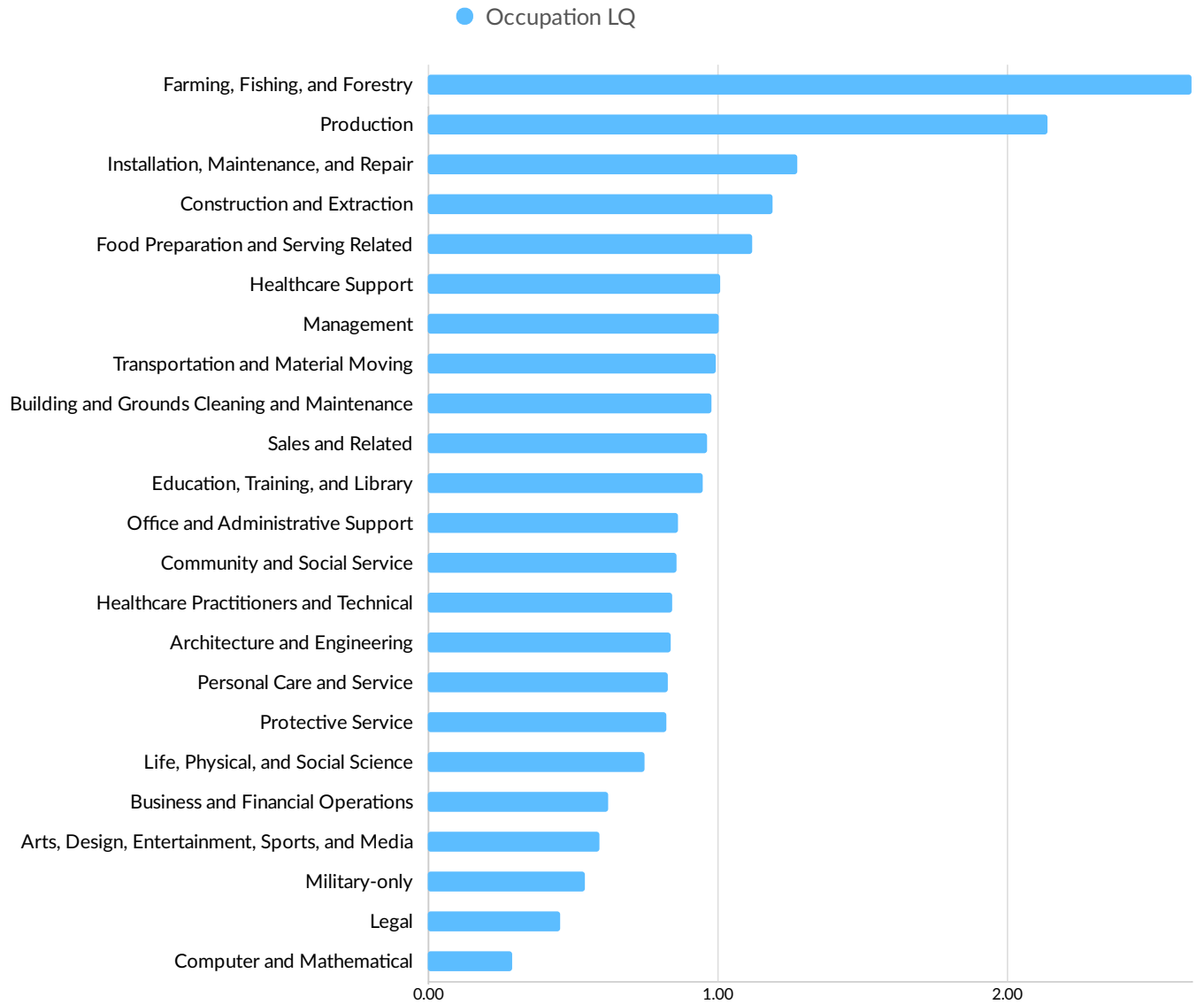
Largest Occupations



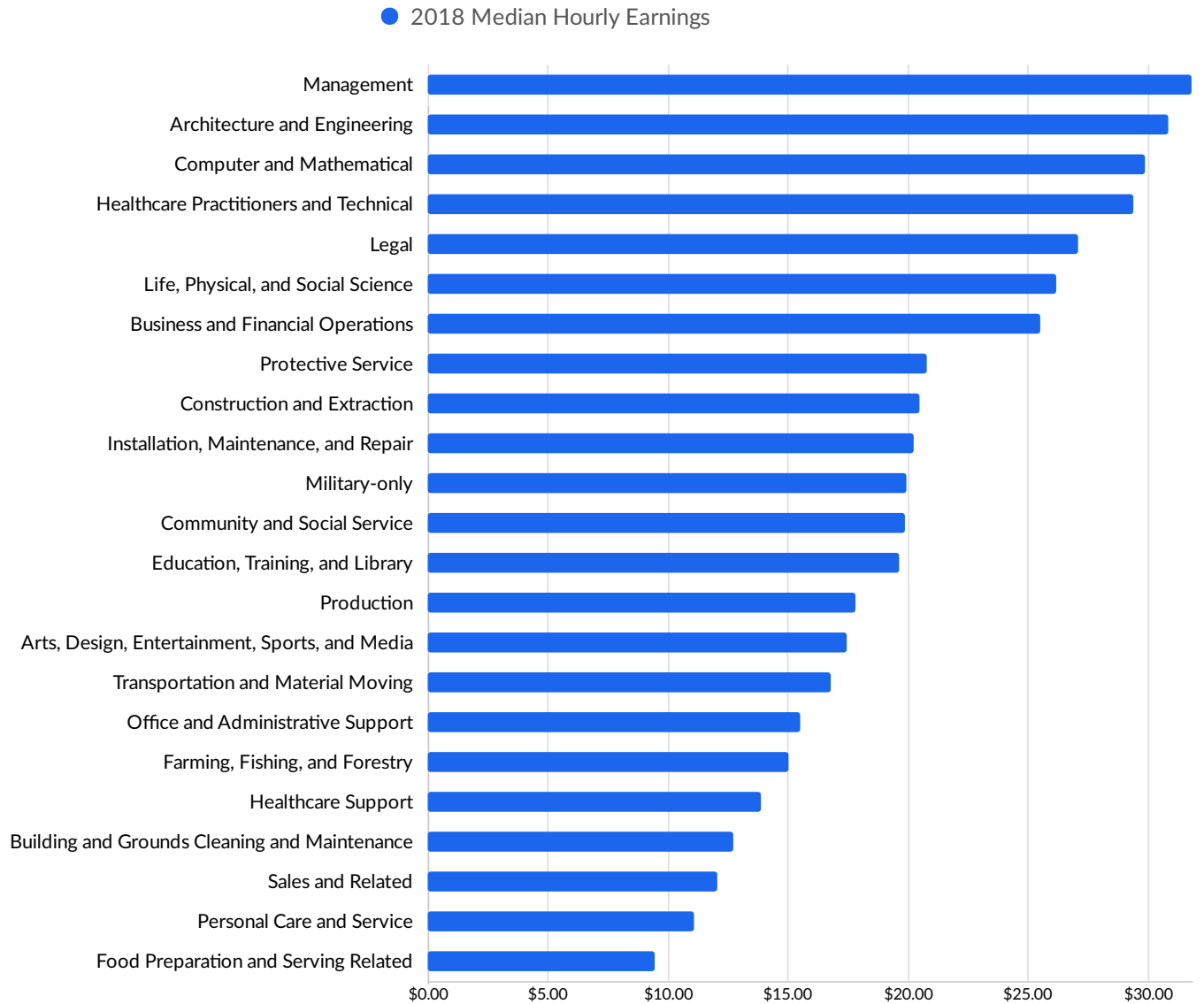
Top Growing Occupations



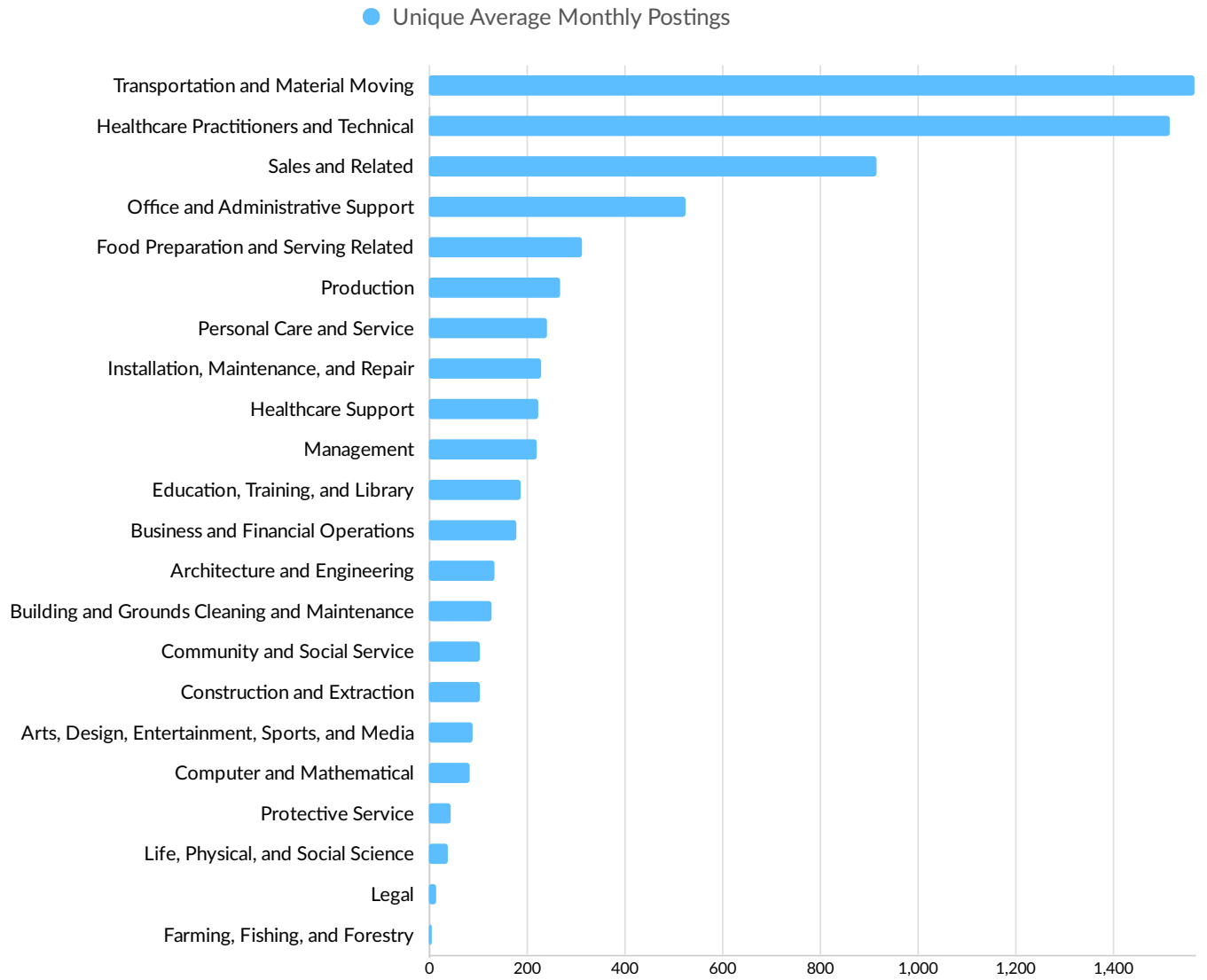
Top Occupation LQ



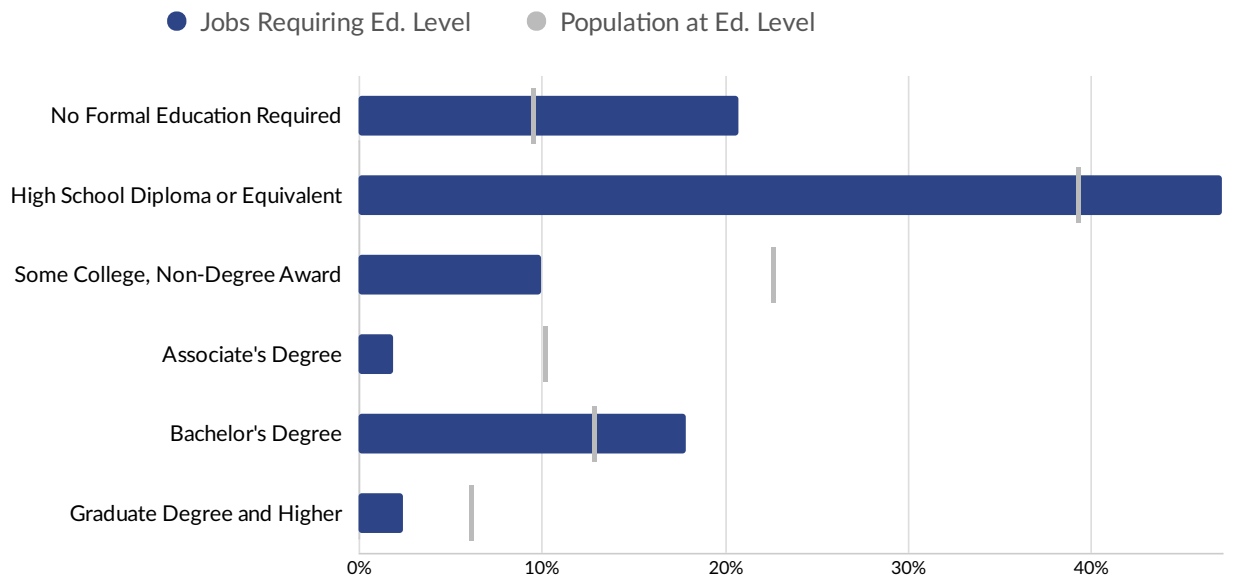
Top Occupation Earnings



Top Posted Occupations



Underemployment






Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Production	10,467	10,523	56	+1%	2.14	\$17.85	269
Office and Administrative Support	10,919	10,442	-477	-4%	0.87	\$15.52	525
Sales and Related	8,063	8,054	-9	0%	0.96	\$12.06	917
Food Preparation and Serving Related	7,562	7,871	309	+4%	1.12	\$9.46	314
Transportation and Material Moving	5,669	5,765	96	+2%	1.00	\$16.78	1,568
Management	5,115	4,883	-232	-5%	1.00	\$31.82	220
Construction and Extraction	4,617	4,656	39	+1%	1.19	\$20.50	104
Education, Training, and Library	4,264	4,534	270	+6%	0.95	\$19.67	188
Installation, Maintenance, and Repair	4,019	4,204	185	+5%	1.28	\$20.27	230
Healthcare Practitioners and Technical	4,221	3,963	-258	-6%	0.85	\$29.41	1,518
Personal Care and Service	3,055	3,087	32	+1%	0.83	\$11.12	241
Building and Grounds Cleaning and Maintenance	3,187	2,997	-190	-6%	0.98	\$12.76	128
Business and Financial Operations	2,561	2,762	201	+8%	0.62	\$25.49	179
Healthcare Support	2,615	2,282	-333	-13%	1.01	\$13.90	223
Farming, Fishing, and Forestry	1,672	1,657	-15	-1%	2.64	\$15.01	6
Protective Service	1,598	1,548	-50	-3%	0.82	\$20.77	45
Community and Social Service	1,278	1,220	-58	-5%	0.86	\$19.91	106
Architecture and Engineering	1,176	1,189	13	+1%	0.84	\$30.86	135

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	901	910	9	+1%	0.59	\$17.44	89
Computer and Mathematical	690	714	24	+3%	0.29	\$29.89	84
Life, Physical, and Social Science	467	512	45	+10%	0.75	\$26.20	40
Legal	322	321	-1	0%	0.46	\$27.11	14
Military-only	275	275	0	0%	0.54	\$19.96	1

Educational Pipeline

In 2018, there were 515 graduates in Grow North. This pipeline has shrunk by 39% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Welding Technology/Welder, and Liberal Arts and Sciences/Liberal Studies.

School	Total Graduates (2018)	Graduate Trend (2014 - 2018)
Nicolet Area Technical College	515	
Northland International University	0	
Wisconsin Academy	0	

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

In-Demand Skills

