



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.

84,346

Total Regional Employment

Jobs **decreased by 312** over the last 5 years but are projected to **grow by 826** over the next 5 years.

\$48.9K

Avg. Earnings Per Job (2019)

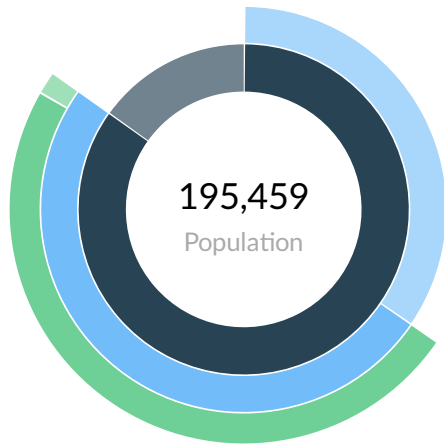
Regional average earnings per job are **\$19.0K below** the national average earnings of \$68.0K per job.

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 84,658 to **84,346**. This change **fell short of the national growth rate of 7.3% by 7.7%**. As the number of jobs declined, the **labor force participation rate decreased from 60.4% to 59.3% 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	98,325	84,346	100.9	\$7.67B	\$12.66B	\$9.95B
Centergy	327,328	170,330	177,036	98.6	\$17.92B	\$22.42B	\$22.15B
NCWRPC	439,469	224,528	227,782	99.3	\$22.46B	\$29.15B	\$27.97B
Wisconsin	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B

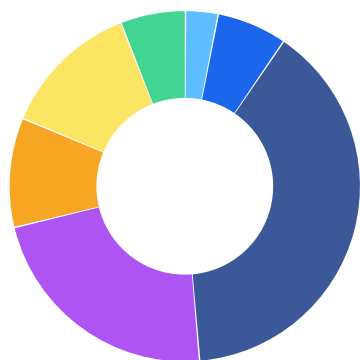
2019 Labor Force Breakdown



	Population
● Total Working Age Population	165,759
● Not in Labor Force (15+)	67,434
● Labor Force	98,325
● Employed	95,229
● Unemployed	3,096
● Under 15	29,700

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).

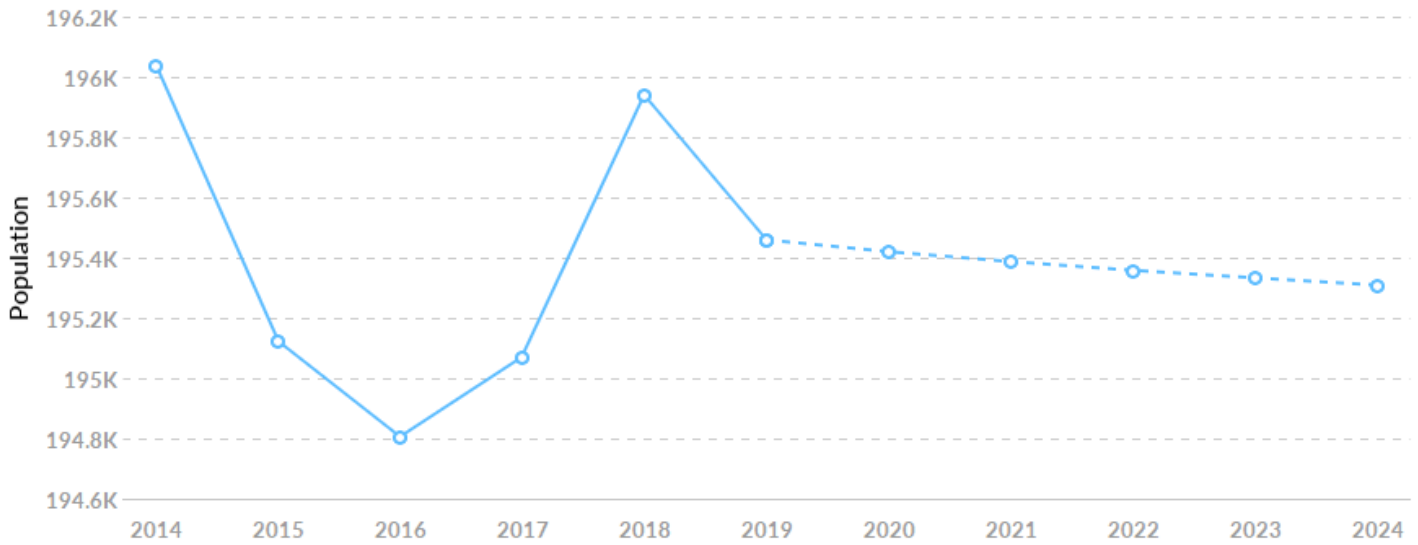


	% of Population	Population
● Less Than 9th Grade	3.0%	4,403
● 9th Grade to 12th Grade	6.5%	9,511
● High School Diploma	39.1%	57,526
● Some College	22.6%	33,192
● Associate's Degree	10.1%	14,843
● Bachelor's Degree	12.8%	18,779
● Graduate Degree and Higher	6.0%	8,813

Historic & Projected Trends

Population Trends

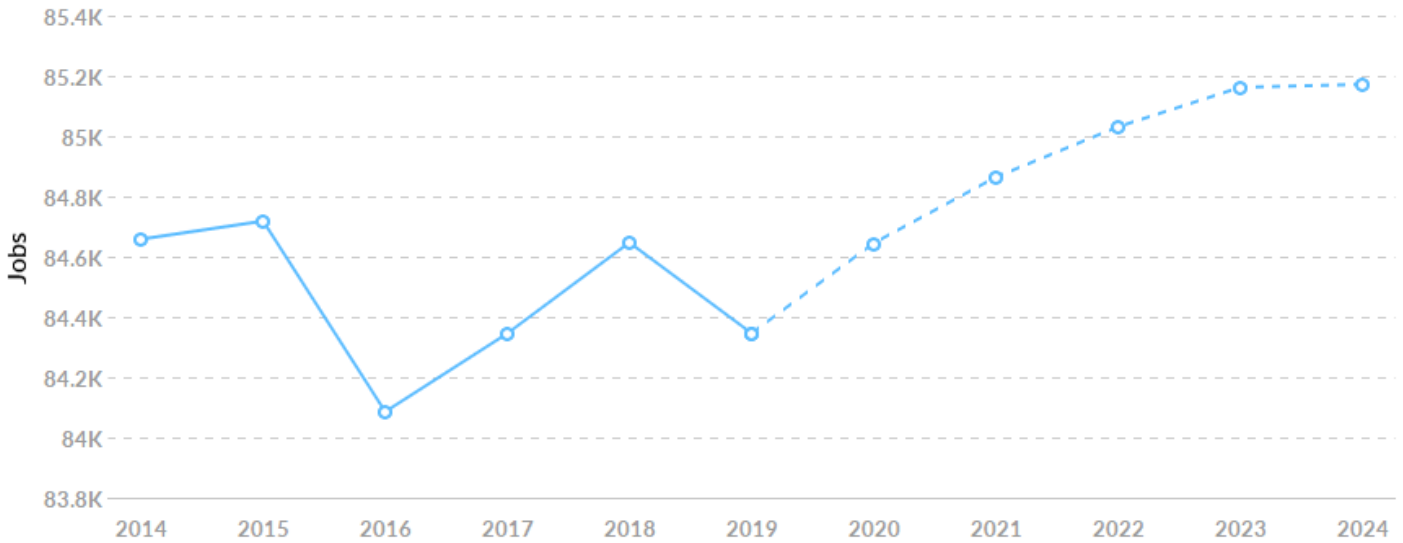
As of 2019 the region's population **declined by 0.3%** since 2014, falling by 580. Population is expected to **decrease by 0.1%** between 2019 and 2024, losing 150.



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

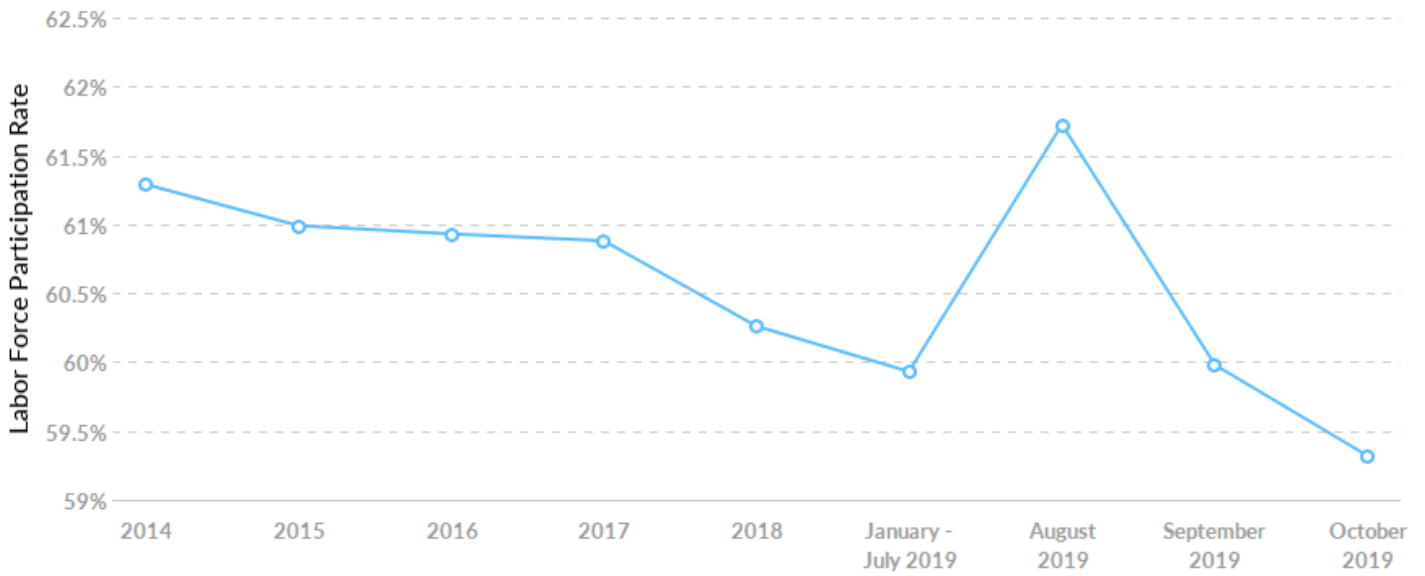
Job Trends

From 2014 to 2019, jobs declined by 0.4% in Grow North from 84,658 to 84,346. This change fell short of the national growth rate of 7.3% by 7.7%.



Timeframe	Jobs
2014	84,658
2015	84,718
2016	84,085
2017	84,345
2018	84,647
2019	84,346
2020	84,645
2021	84,864
2022	85,031
2023	85,162
2024	85,172

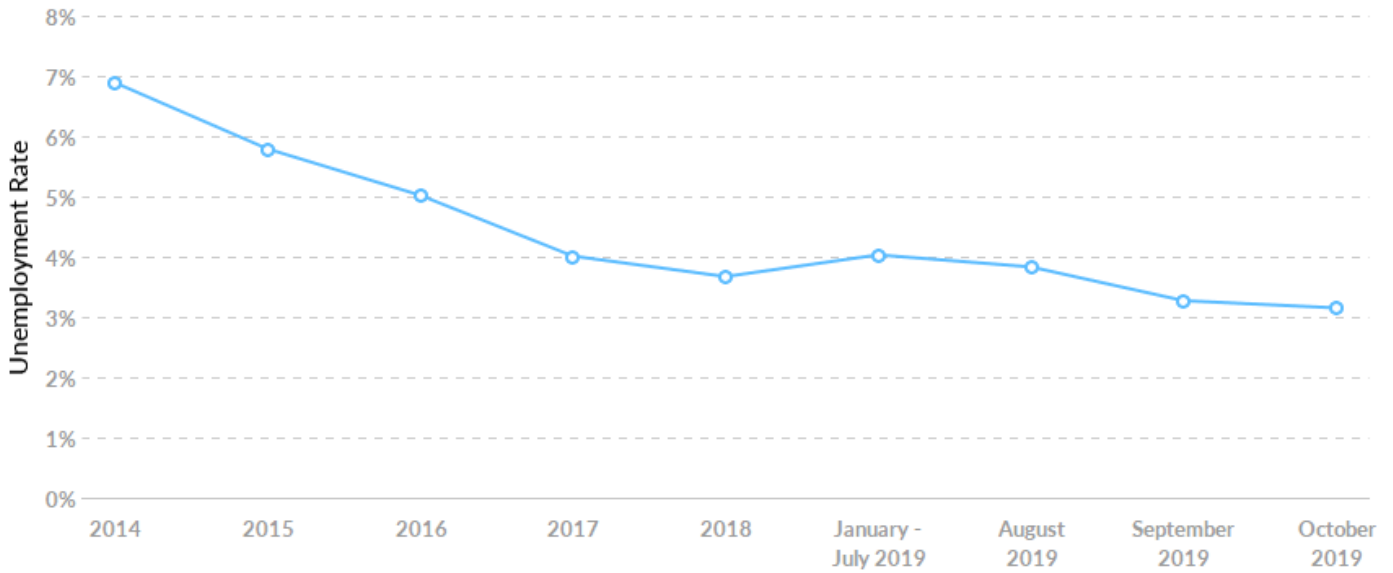
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	61.29%
2015	60.99%
2016	60.93%
2017	60.88%
2018	60.26%
January - July 2019	59.93%
August 2019	61.72%
September 2019	59.98%
October 2019	59.32%

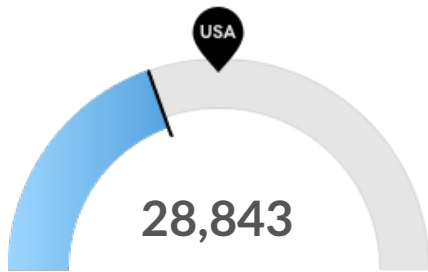
Unemployment Rate Trends

Your areas had an October 2019 unemployment rate of 3.15%, decreasing from 6.89% 5 years before.



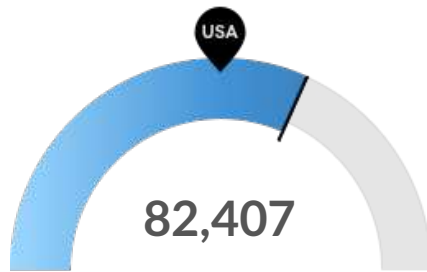
Timeframe	Unemployment Rate
2014	6.89%
2015	5.79%
2016	5.02%
2017	4.01%
2018	3.67%
January - July 2019	4.03%
August 2019	3.83%
September 2019	3.27%
October 2019	3.15%

Population Characteristics



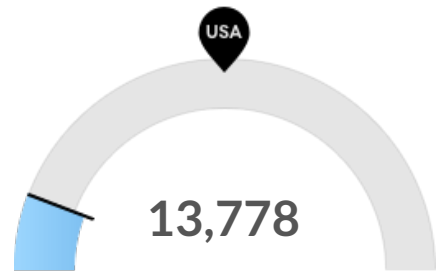
Millennials

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



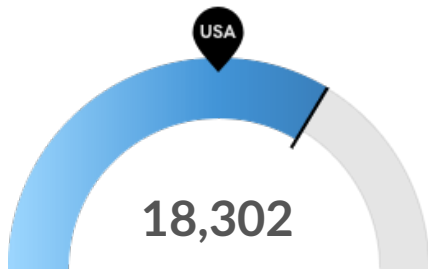
Retiring Soon

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.



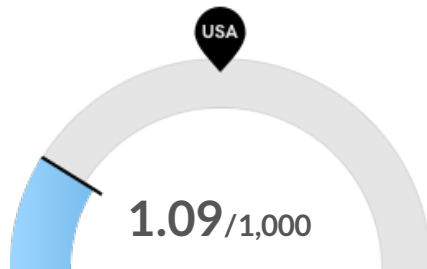
Racial Diversity

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.



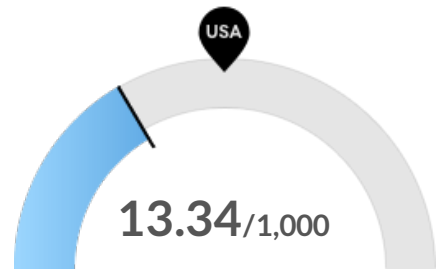
Veterans

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.

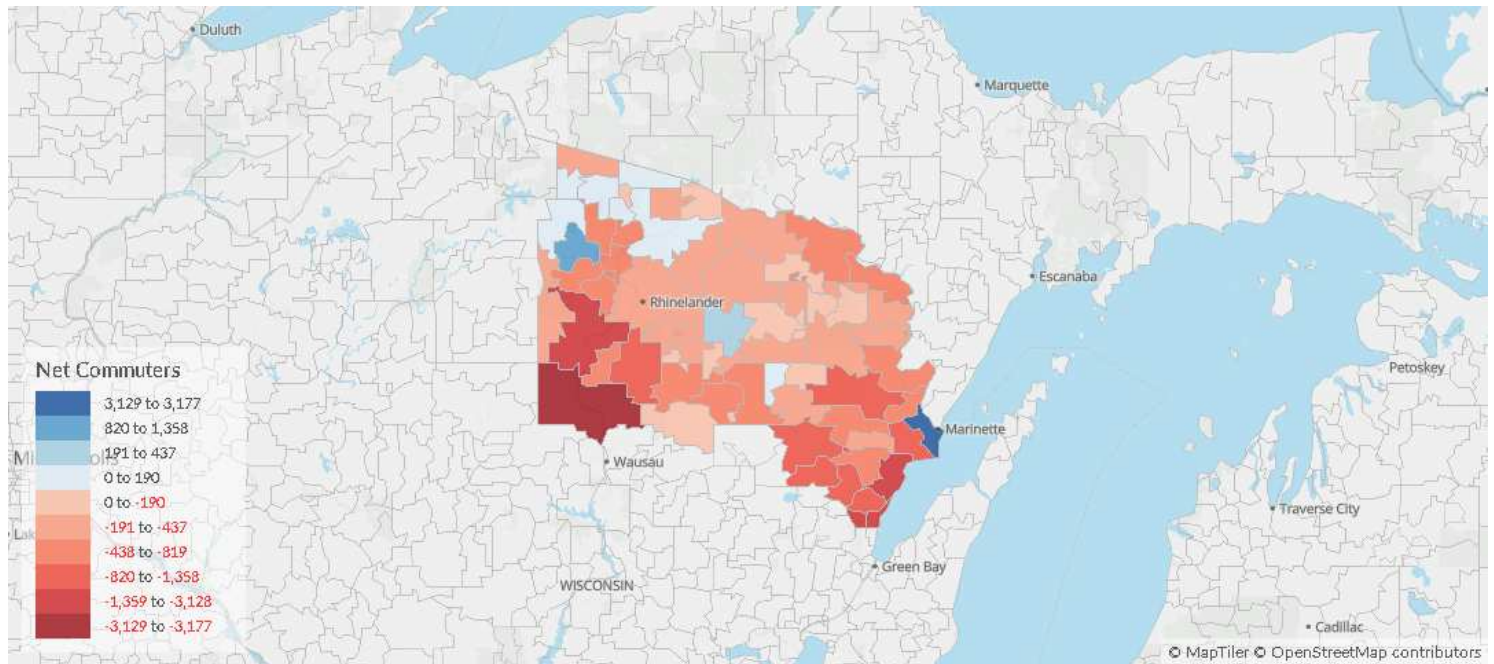


Property Crime

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

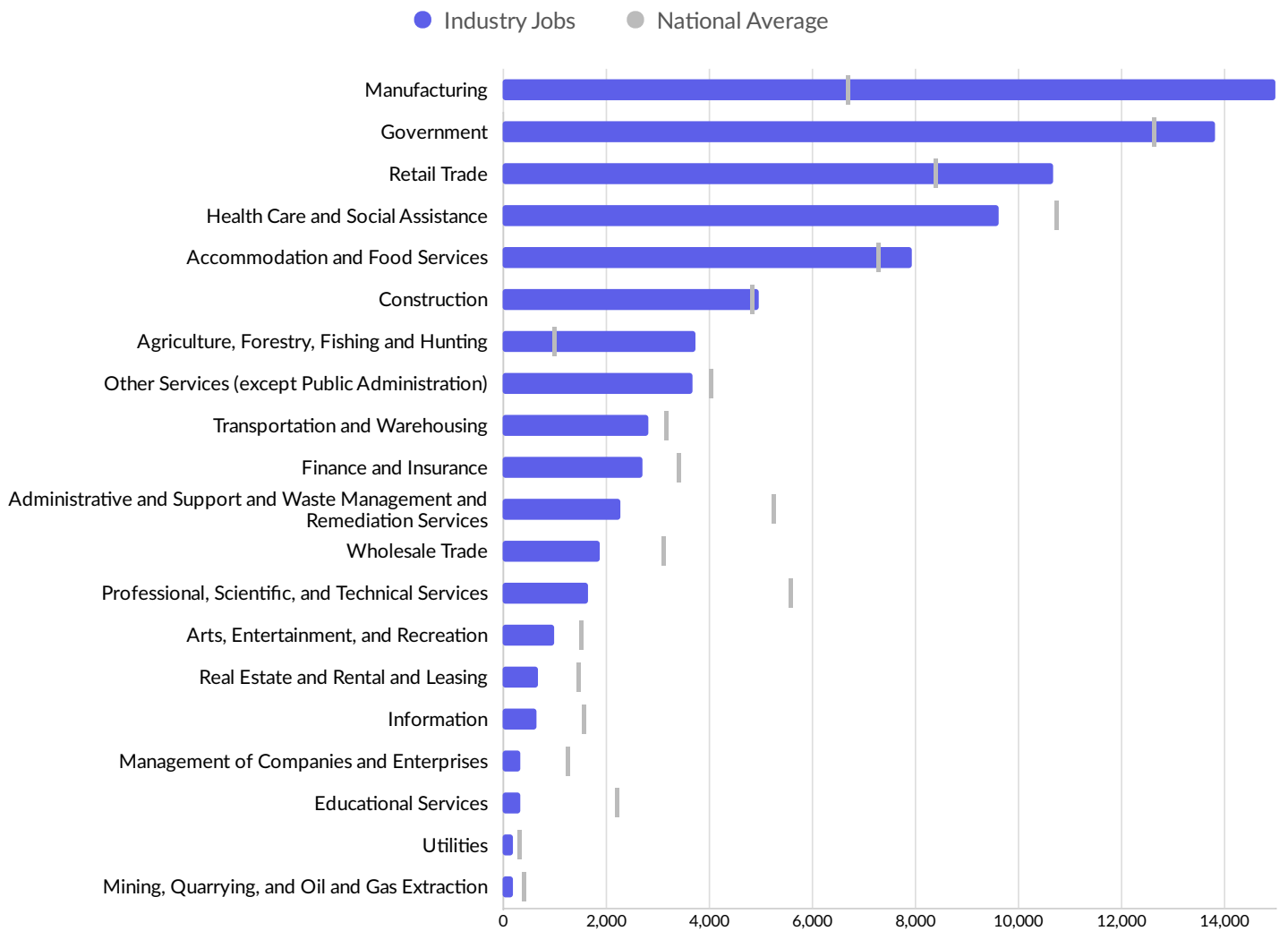
ZIP	Name	2019 Employment
54143	Marinette, WI (in Marin...	11,513
54501	Rhineland, WI (in One...	10,850
54452	Merrill, WI (in Lincoln c...	7,778
54409	Antigo, WI (in Langlade ...	6,884
54521	Eagle River, WI (in Vilas...	4,575

Where Talent Lives

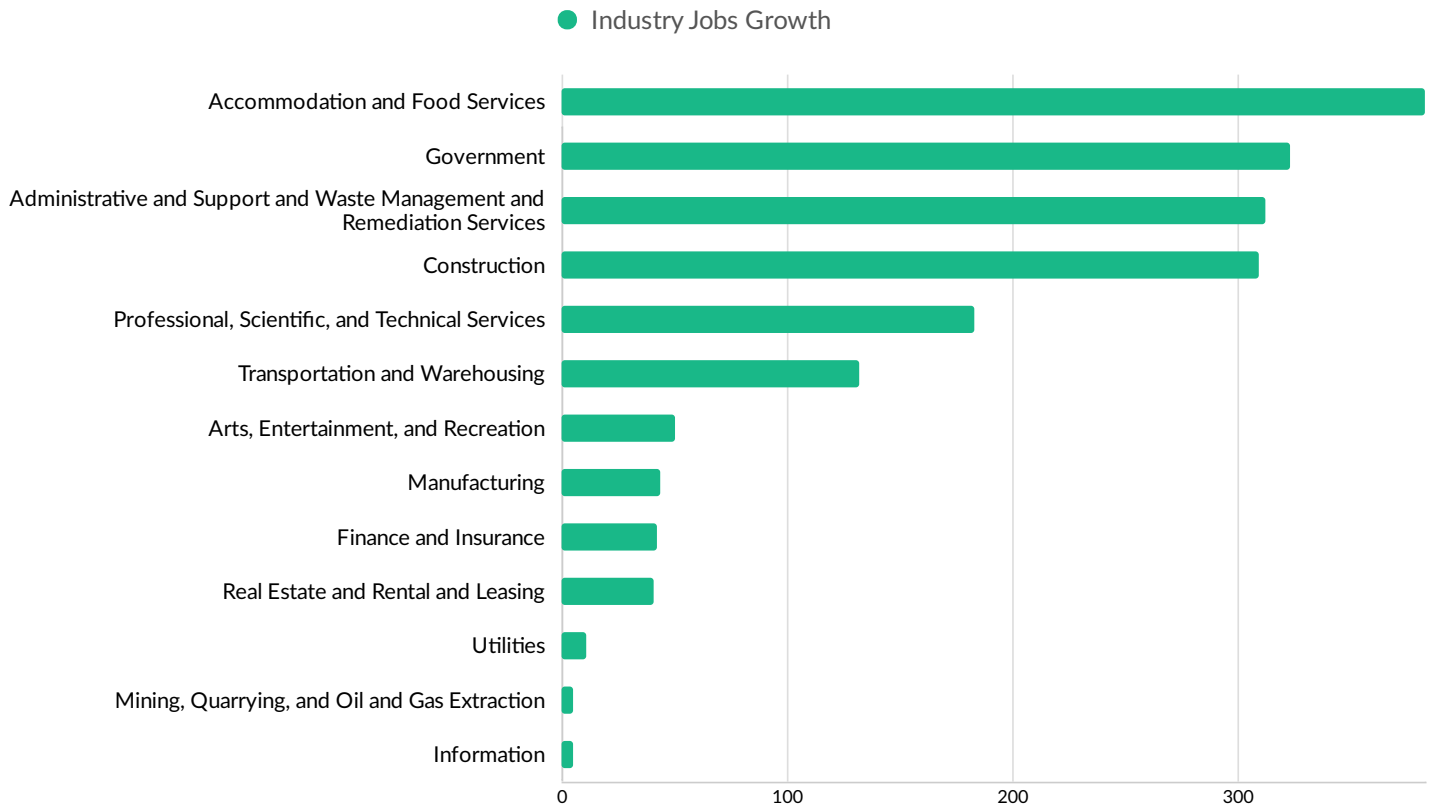
ZIP	Name	2019 Workers
54501	Rhineland, WI (in One...	11,131
54452	Merrill, WI (in Lincoln c...	10,907
54143	Marinette, WI (in Marin...	8,336
54409	Antigo, WI (in Langlade ...	6,974
54487	Tomahawk, WI (in Linco...	5,421

Industry Characteristics

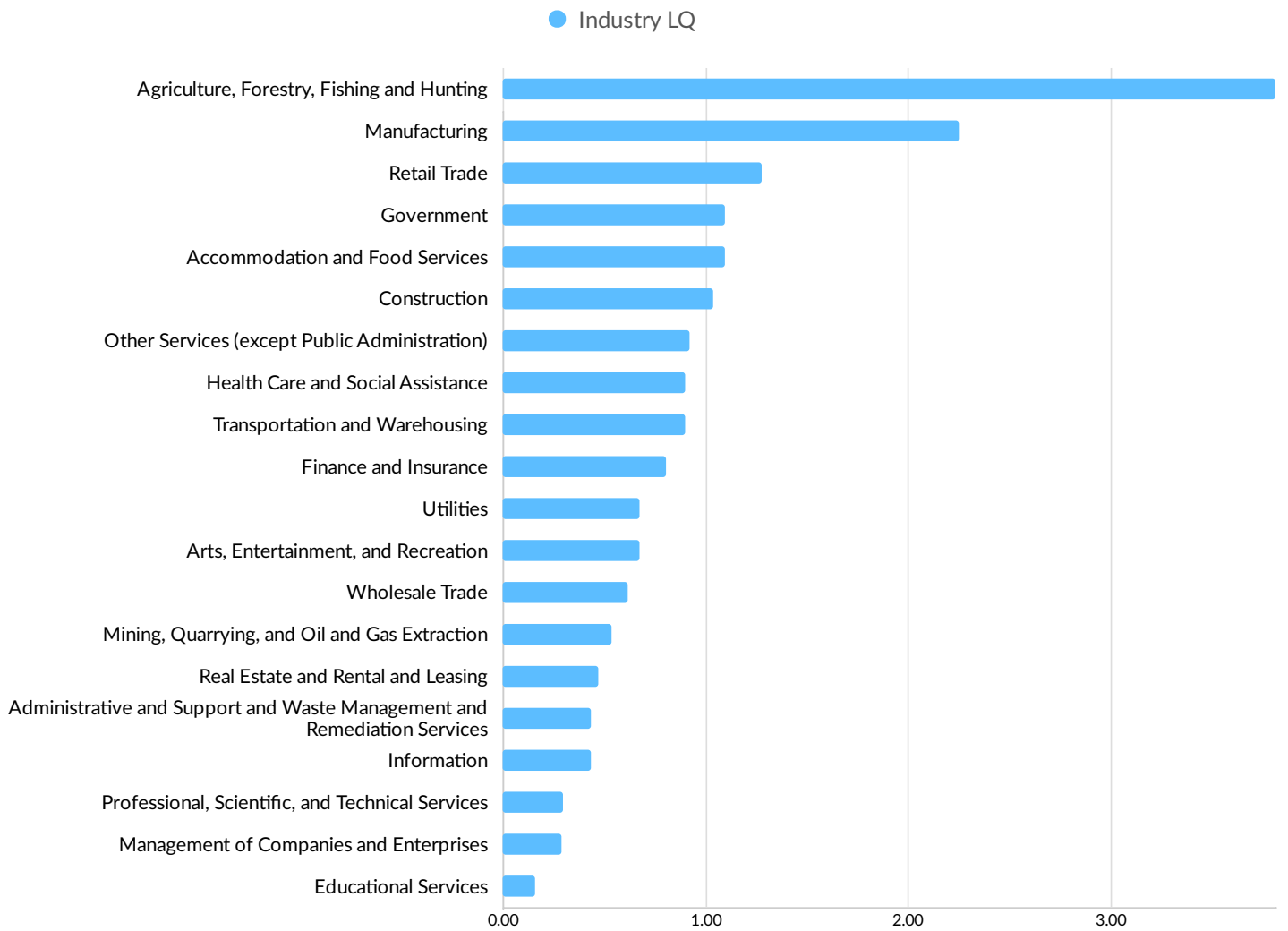
Largest Industries



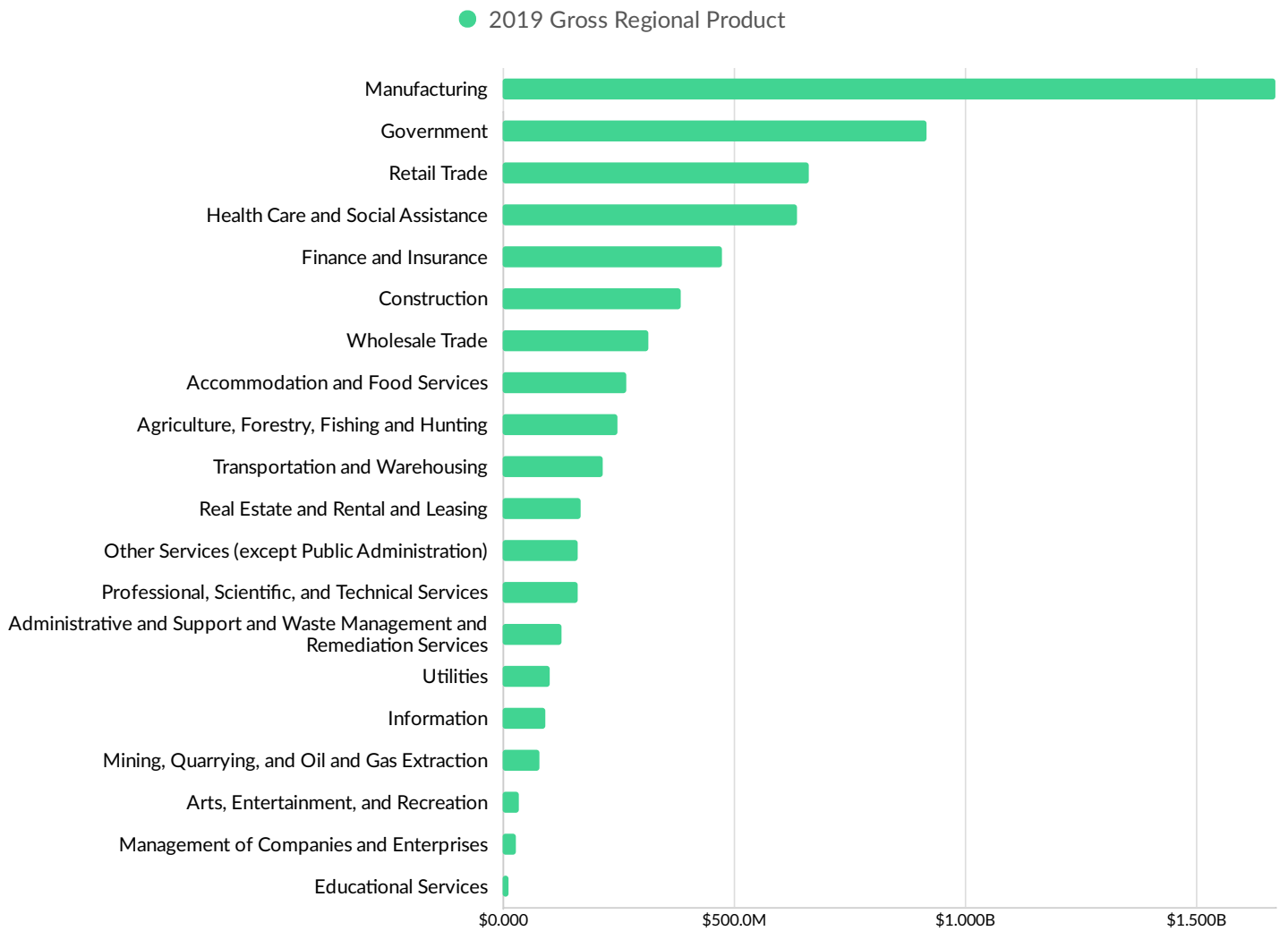
Top Growing Industries



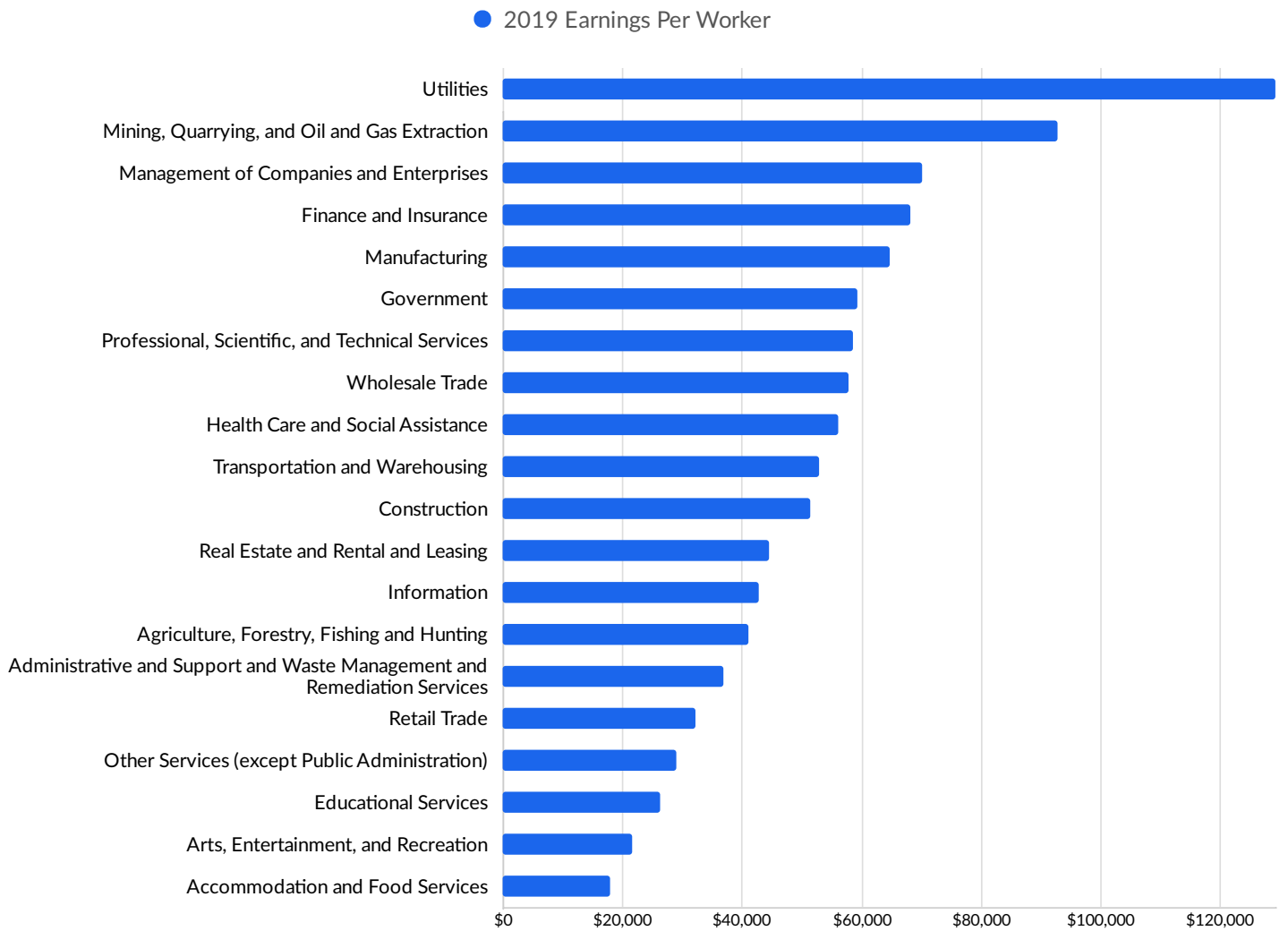
Top Industry LQ



Top Industry GRP



Top Industry Earnings












Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	14,964	15,008	44	+0%	2.25	\$64,922	\$1.67B
Government	13,504	13,827	323	+2%	1.10	\$59,497	\$916.31M
Retail Trade	11,025	10,706	-319	-3%	1.28	\$32,157	\$661.83M
Health Care and Social Assistance	10,370	9,647	-723	-7%	0.90	\$56,237	\$636.84M
Accommodation and Food Services	7,553	7,936	383	+5%	1.09	\$17,965	\$267.56M
Construction	4,679	4,988	309	+7%	1.04	\$51,467	\$385.33M
Agriculture, Forestry, Fishing and Hunting	3,895	3,752	-143	-4%	3.82	\$41,144	\$248.29M
Other Services (except Public Administration)	4,343	3,674	-669	-15%	0.92	\$28,981	\$162.39M
Transportation and Warehousing	2,695	2,827	132	+5%	0.90	\$53,019	\$216.38M
Finance and Insurance	2,673	2,715	42	+2%	0.80	\$68,238	\$473.34M
Administrative and Support and Waste Management and Remediation Services	1,973	2,285	312	+16%	0.44	\$36,875	\$125.93M
Wholesale Trade	1,935	1,899	-36	-2%	0.62	\$57,993	\$316.53M
Professional, Scientific, and Technical Services	1,473	1,656	183	+12%	0.30	\$58,744	\$161.92M
Arts, Entertainment, and Recreation	943	993	50	+5%	0.67	\$21,794	\$35.05M
Real Estate and Rental and Leasing	638	679	41	+6%	0.47	\$44,594	\$167.93M
Information	659	664	5	+1%	0.43	\$42,795	\$91.77M
Management of Companies and Enterprises	592	357	-235	-40%	0.29	\$70,290	\$27.95M
Educational Services	369	346	-23	-6%	0.16	\$26,317	\$11.74M
Utilities	183	194	11	+6%	0.68	\$129,363	\$100.52M
Mining, Quarrying, and Oil and Gas Extraction	187	192	5	+3%	0.54	\$92,910	\$79.02M

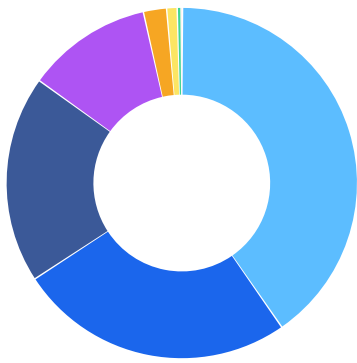
Business Characteristics

11,313 Companies Employ Your Workers

Online profiles for your workers mention 11,313 companies as employers, with the top 10 appearing below. In the last 12 months, 2,803 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marinette Marine Corporation	257 	Platinum Supplemental Insuranc...	1,631 
Ministry Health Care, Inc.	251 	HealthCare Employment Netwo...	1,074 
Church Mutual Insurance Comp...	227 	Roehl Transport, Inc.	859 
Wal-Mart Stores, Inc.	225 	Telereach Inc	818 
State of Wisconsin	201 	U.S. Xpress, Inc.	783 
Marshfield Clinic	186 	HomeAdvisor, Inc.	695 
Aspirus Wausau Hospital, Inc.	184 	Teach For America, Inc.	594 
Bay Area Medical Center, Inc.	167 	Ascension Health	582 
Nicolet Area Technical College	139 	Lhc Group, Inc.	514 
Aspirus Langlade Hospital	129 	McDonald's Corporation	495 

Business Size

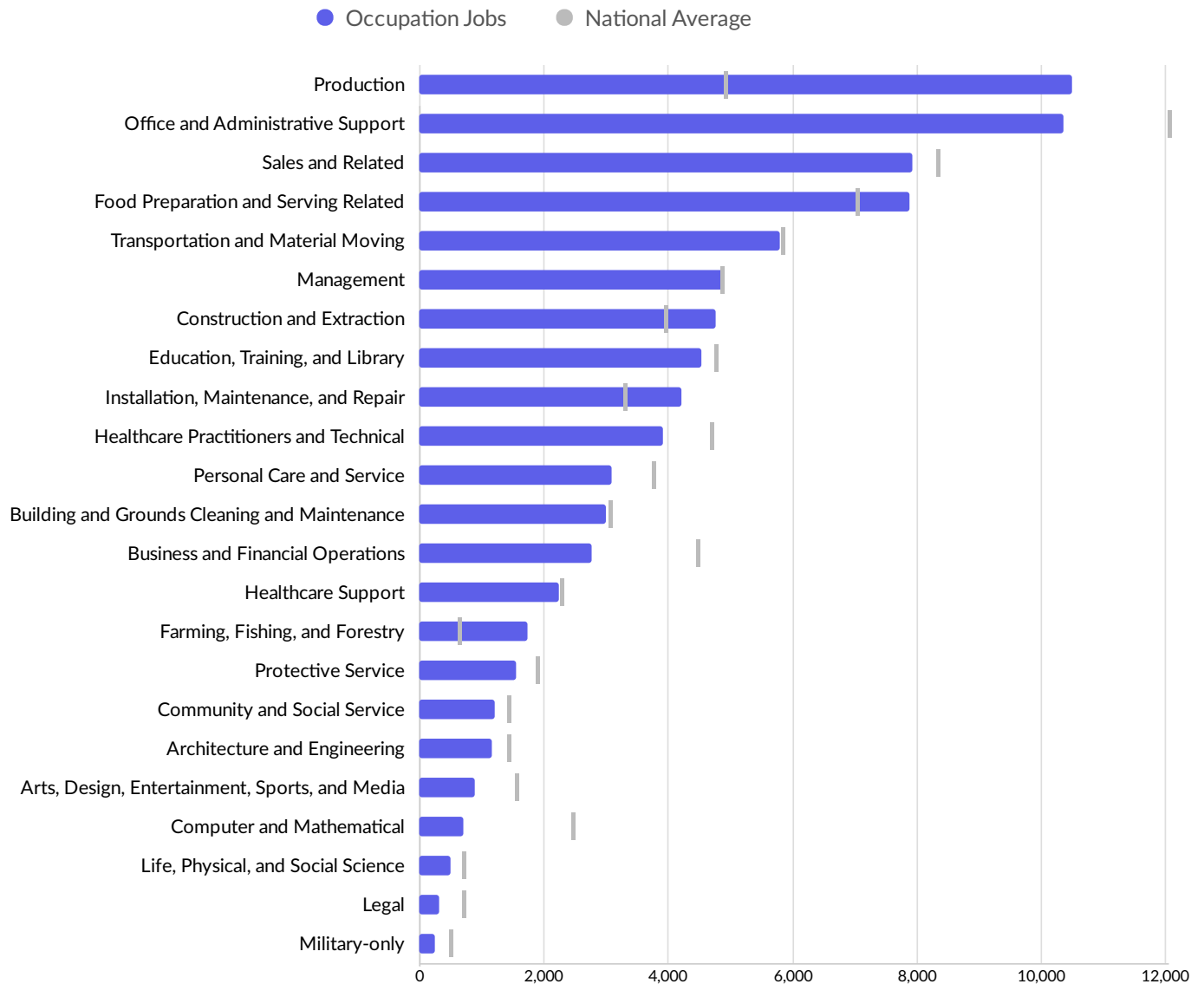


	Percentage	Business Count
1 to 4 employees	40.3%	3,960
5 to 9 employees	25.5%	2,503
10 to 19 employees	19.1%	1,880
20 to 49 employees	11.6%	1,137
50 to 99 employees	2.1%	210
100 to 249 employees	1.0%	95
250 to 499 employees	0.4%	35
500+ employees	0.1%	13

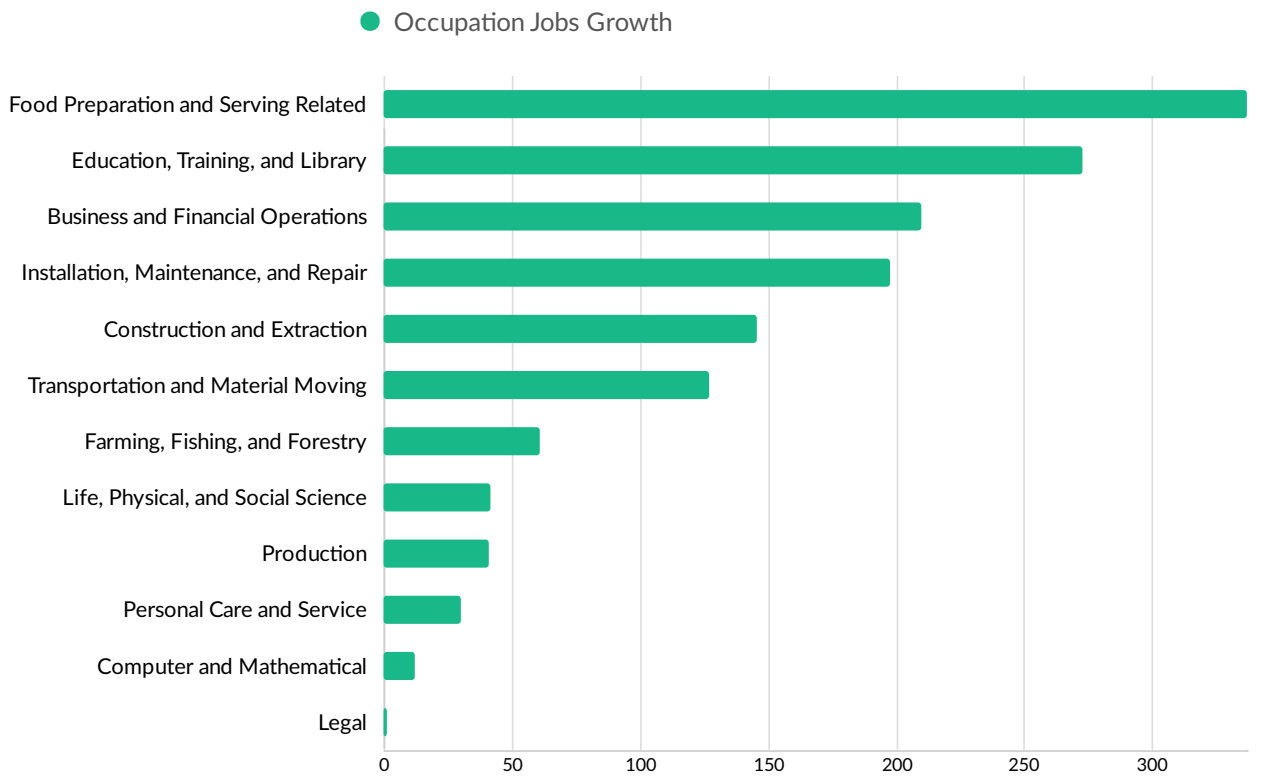
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

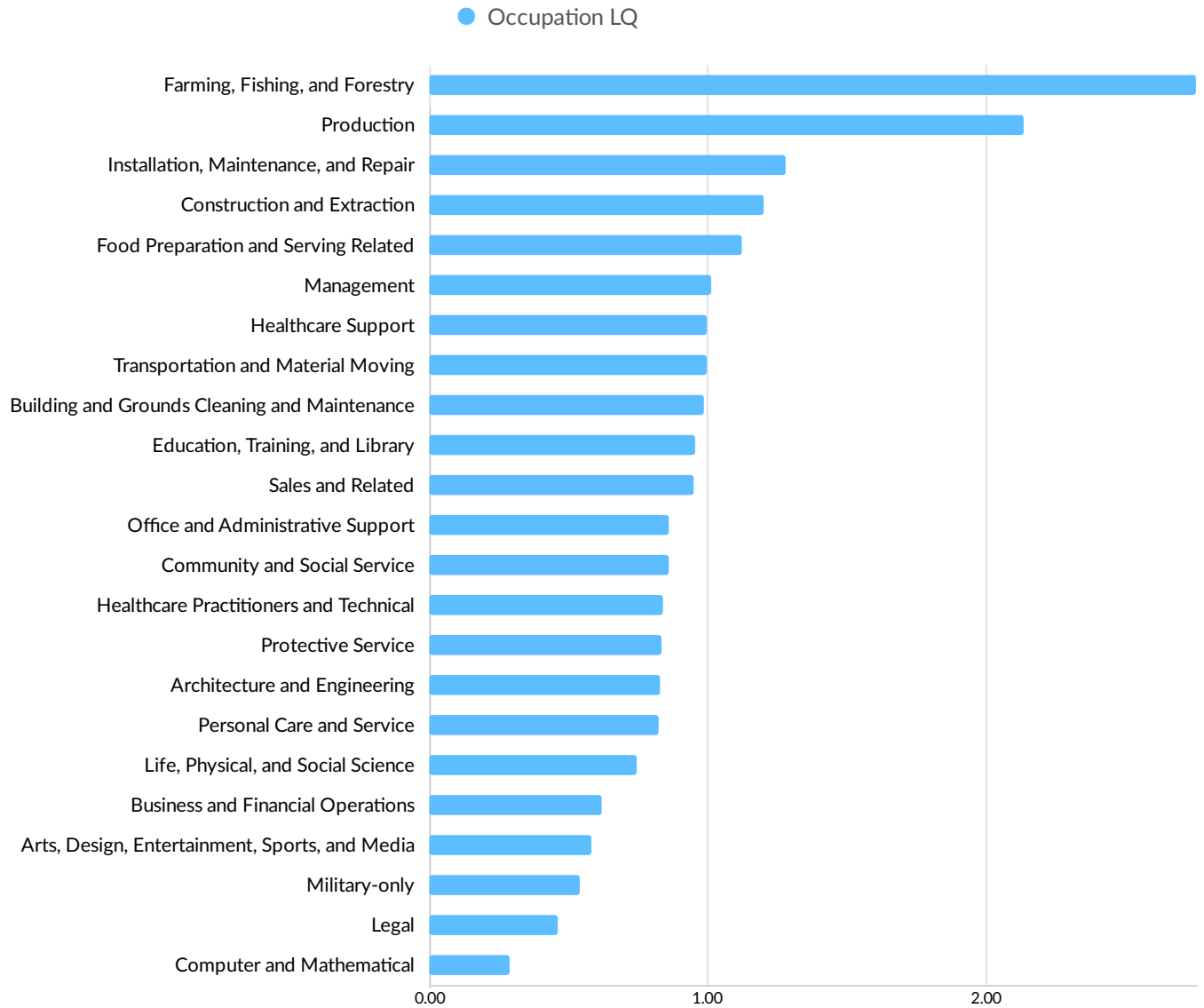
Largest Occupations



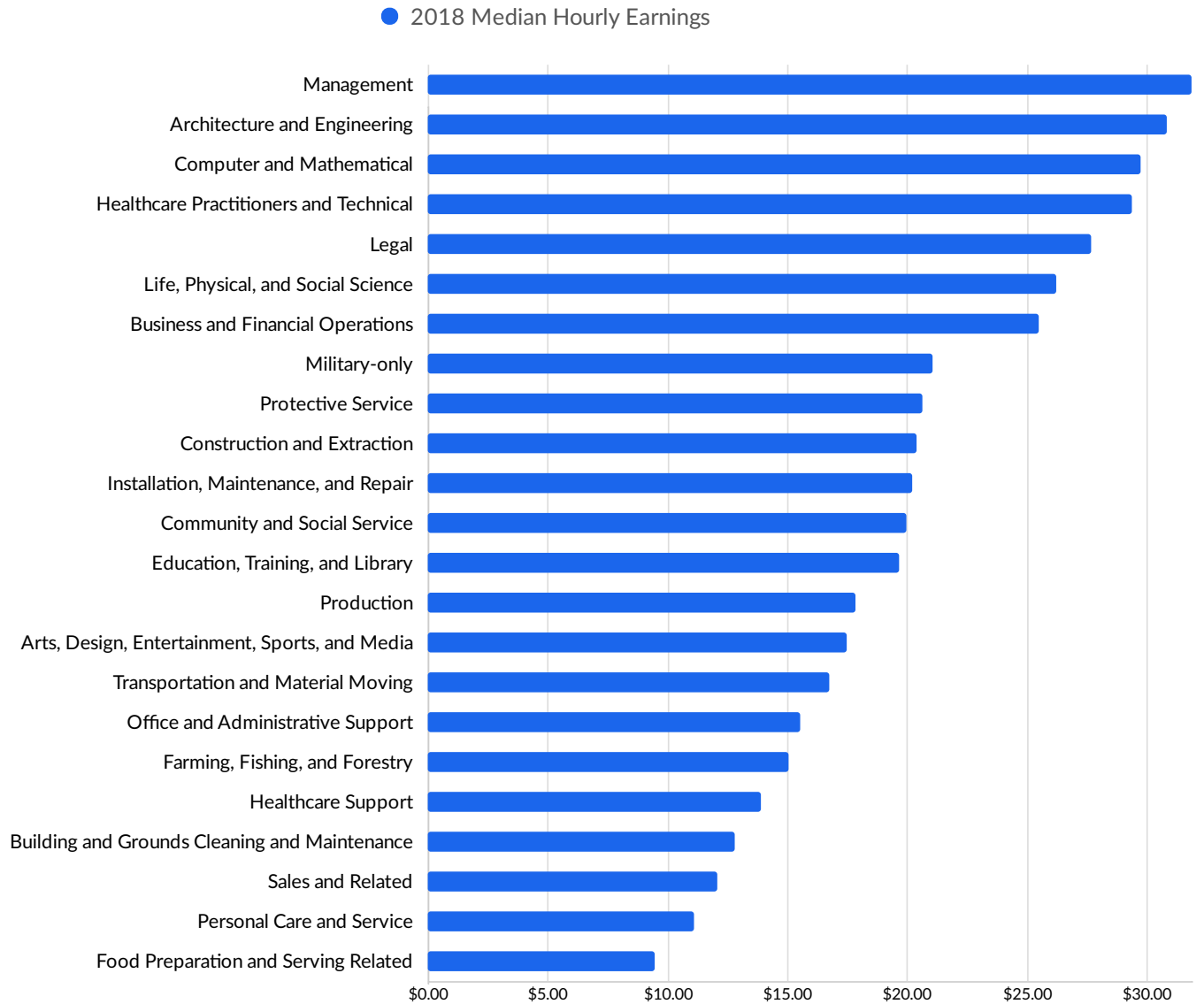
Top Growing Occupations



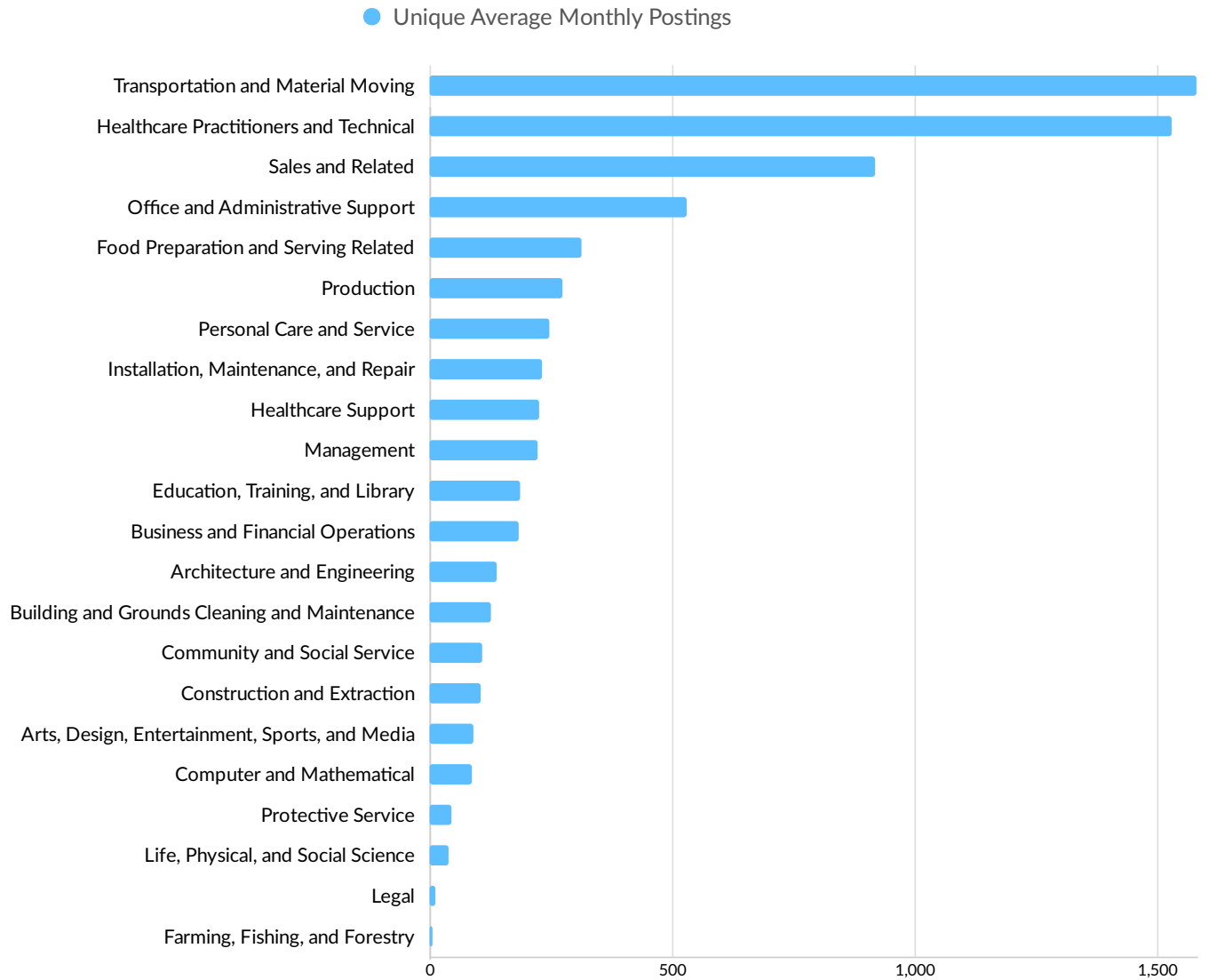
Top Occupation LQ



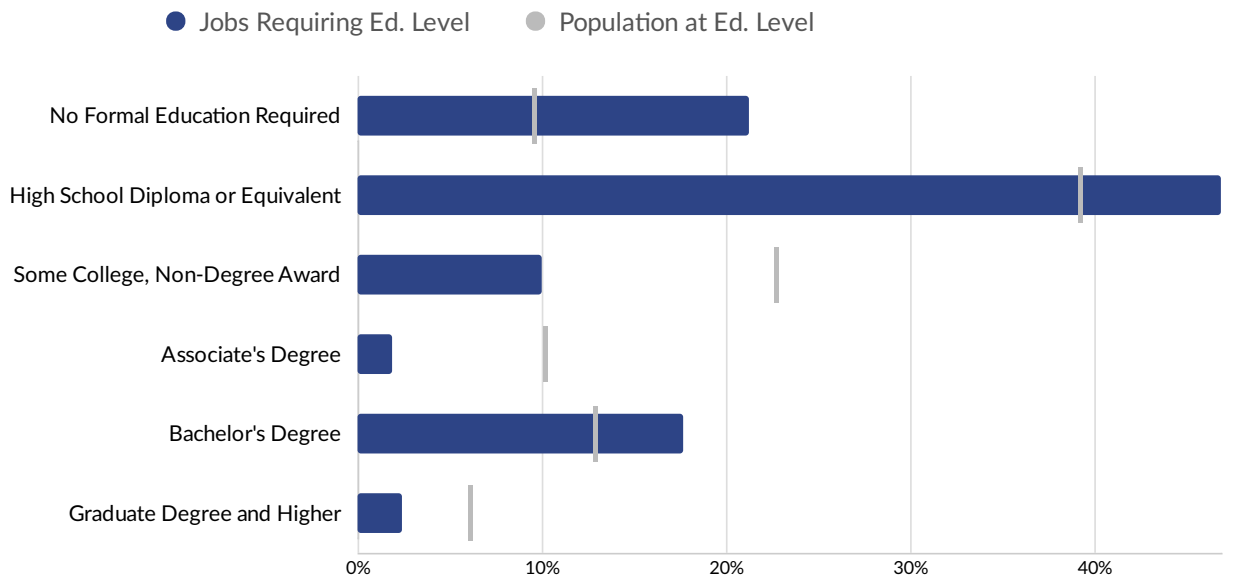
Top Occupation Earnings



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	10,468	10,509	41	+0%	2.14	\$17.84	273
Office and Administrative Support	10,912	10,370	-542	-5%	0.86	\$15.52	531
Sales and Related	8,005	7,935	-70	-1%	0.95	\$12.07	920
Food Preparation and Serving Related	7,563	7,900	337	+4%	1.12	\$9.46	314
Transportation and Material Moving	5,665	5,792	127	+2%	1.00	\$16.76	1,582
Management	5,112	4,888	-224	-4%	1.01	\$31.88	222
Construction and Extraction	4,618	4,764	146	+3%	1.21	\$20.41	105
Education, Training, and Library	4,265	4,538	273	+6%	0.95	\$19.67	188
Installation, Maintenance, and Repair	4,018	4,216	198	+5%	1.28	\$20.23	233
Healthcare Practitioners and Technical	4,222	3,930	-292	-7%	0.84	\$29.41	1,531
Personal Care and Service	3,057	3,087	30	+1%	0.82	\$11.12	247
Building and Grounds Cleaning and Maintenance	3,188	3,008	-180	-6%	0.99	\$12.80	128
Business and Financial Operations	2,554	2,764	210	+8%	0.62	\$25.53	183
Healthcare Support	2,615	2,257	-358	-14%	1.00	\$13.90	226
Farming, Fishing, and Forestry	1,674	1,735	61	+4%	2.76	\$15.08	6
Protective Service	1,610	1,565	-45	-3%	0.83	\$20.66	46
Community and Social Service	1,277	1,221	-56	-4%	0.86	\$19.98	107
Architecture and Engineering	1,176	1,175	-1	0%	0.83	\$30.86	138

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	906	895	-11	-1%	0.59	\$17.48	91
Computer and Mathematical	691	703	12	+2%	0.29	\$29.78	86
Life, Physical, and Social Science	467	509	42	+9%	0.74	\$26.22	40
Legal	322	323	1	+0%	0.46	\$27.71	14
Military-only	275	261	-14	-5%	0.54	\$21.08	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

