



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.

84,314

Total Regional Employment

Jobs **decreased by 371** over the last 5 years but are projected to **grow by 1,252** over the next 5 years.

\$49.5K

Avg. Earnings Per Job (2019)

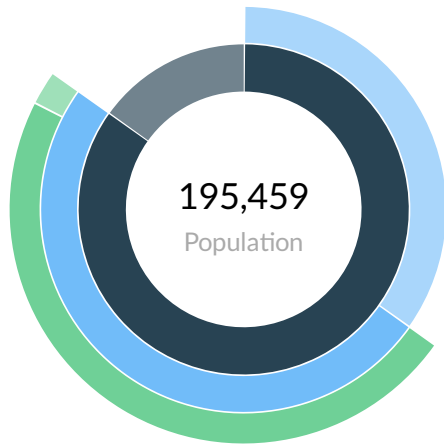
Regional average earnings per job are **\$19.5K below** the national average earnings of \$69.1K per job.

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 84,685 to **84,314**. This change **fell short of the national growth rate of 7.9% by 8.3%**. As the number of jobs declined, the **labor force participation rate decreased from 60.5% to 59.0% 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	97,849	84,314	100.6	\$7.76B	\$12.81B	\$10.06B
Centergy	327,328	170,973	177,468	99.0	\$18.07B	\$22.90B	\$22.62B
NCWRPC	439,469	224,862	228,305	99.4	\$22.63B	\$29.66B	\$28.40B
Wisconsin	5,829,343	3,089,956	3,180,026	100.0	\$339.02B	\$308.87B	\$336.99B

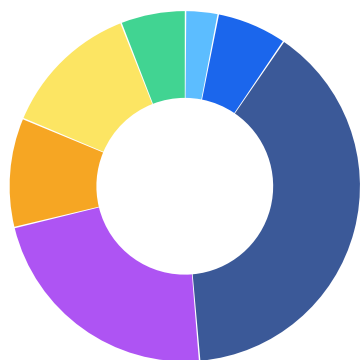
2019 Labor Force Breakdown



	Population
● Total Working Age Population	165,759
● Not in Labor Force (15+)	67,910
● Labor Force	97,849
● Employed	93,215
● Unemployed	4,634
● 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).

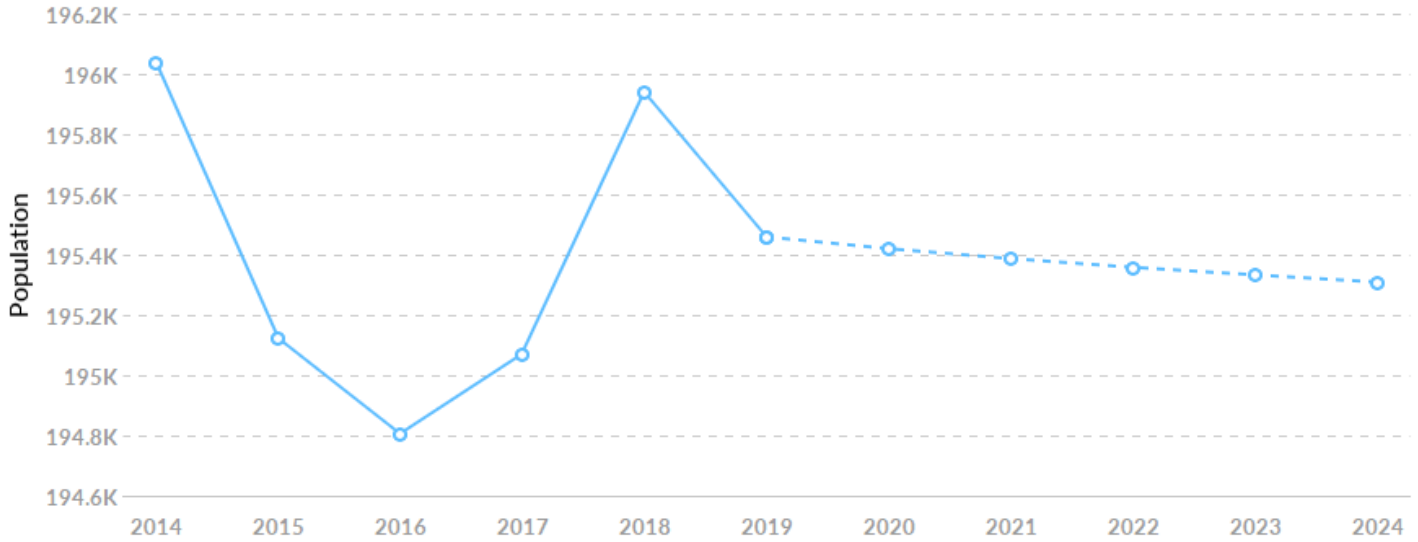


	% of Population	Population
● Less Than 9th Grade	3.0%	4,403
● 9th Grade to 12th Grade	6.5%	9,511
● High School Diploma	39.1%	57,526
● Some College	22.6%	33,192
● Associate's Degree	10.1%	14,843
● Bachelor's Degree	12.8%	18,779
● Graduate Degree and Higher	6.0%	8,813

Historic & Projected Trends

Population Trends

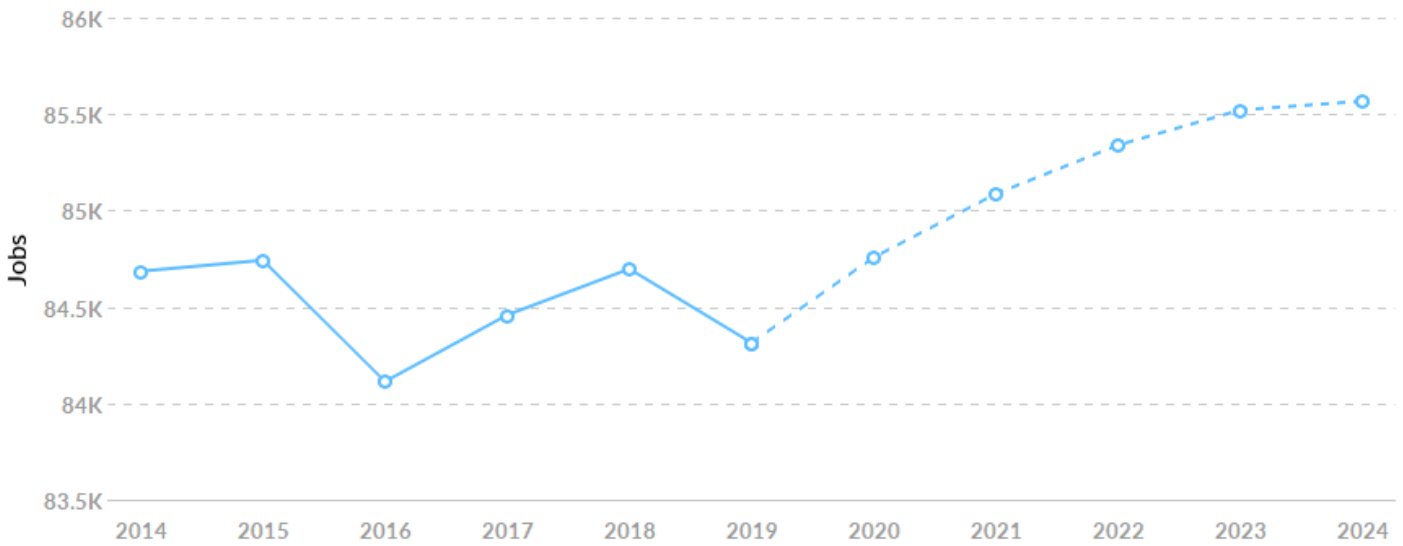
As of 2019 the region's population **declined by 0.3%** since 2014, falling by 580. Population is expected to **decrease by 0.1%** between 2019 and 2024, losing 150.



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

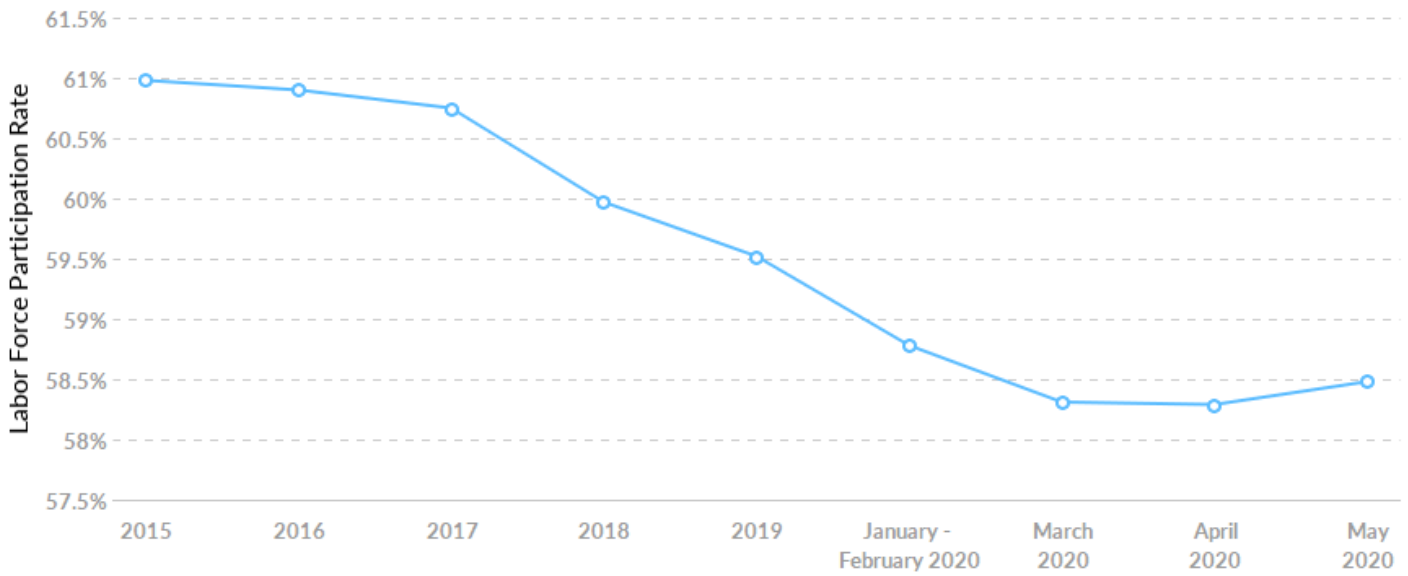
Job Trends

From 2014 to 2019, jobs declined by 0.4% in Grow North from 84,685 to 84,314. This change fell short of the national growth rate of 7.9% by 8.3%.



Timeframe	Jobs
2014	84,685
2015	84,742
2016	84,113
2017	84,458
2018	84,697
2019	84,314
2020	84,757
2021	85,086
2022	85,339
2023	85,521
2024	85,567

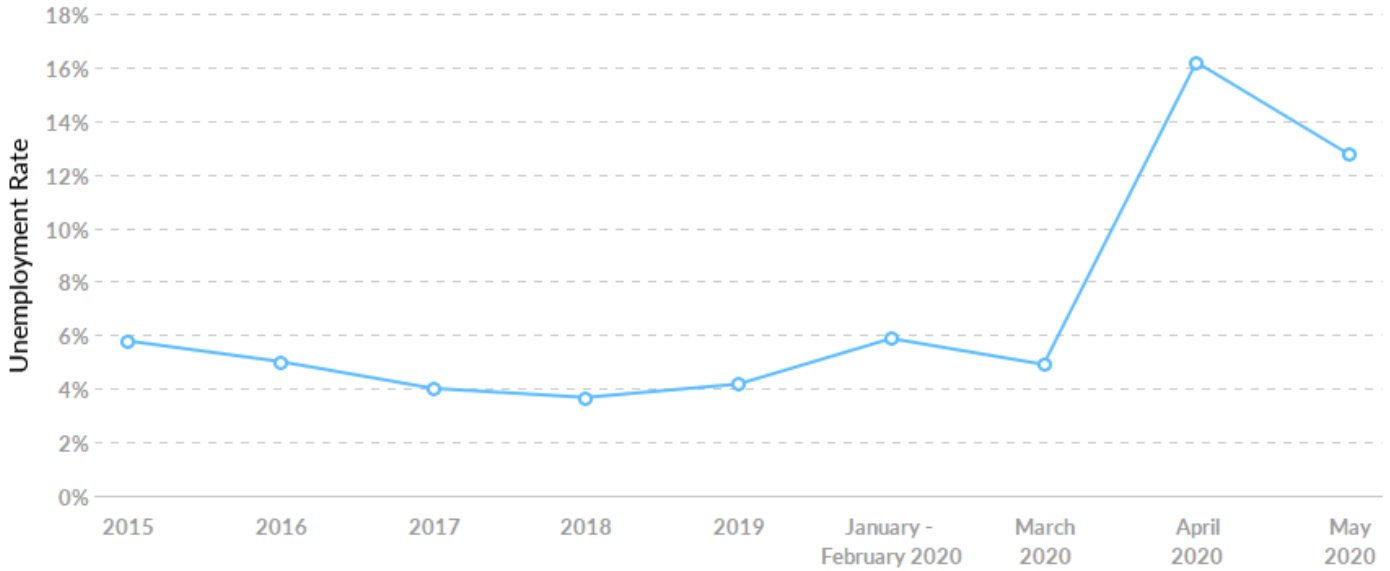
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	60.98%
2016	60.90%
2017	60.75%
2018	59.97%
2019	59.52%
January - February 2020	58.78%
March 2020	58.31%
April 2020	58.29%
May 2020	58.48%

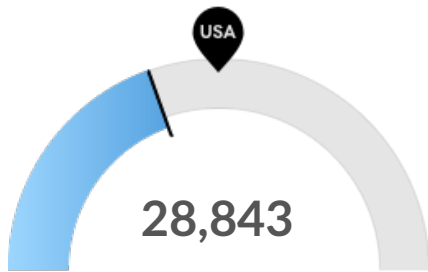
Unemployment Rate Trends

Your areas had a May 2020 unemployment rate of 12.74%, increasing from 5.78% 5 years before.



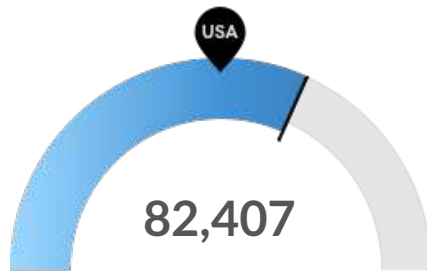
Timeframe	Unemployment Rate
2015	5.78%
2016	5.01%
2017	4.01%
2018	3.67%
2019	4.17%
January - February 2020	5.87%
March 2020	4.90%
April 2020	16.18%
May 2020	12.74%

Population Characteristics



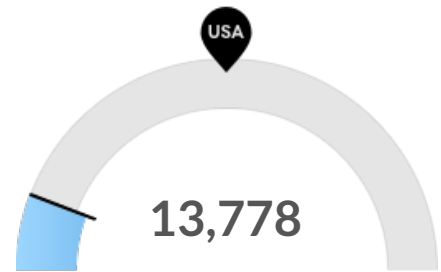
Millennials

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



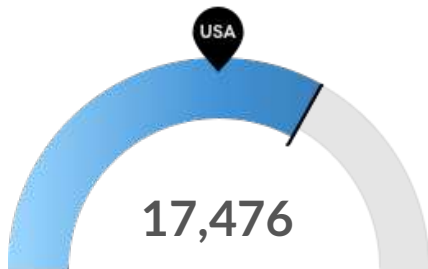
Retiring Soon

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.



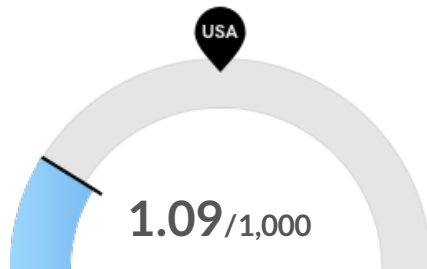
Racial Diversity

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.



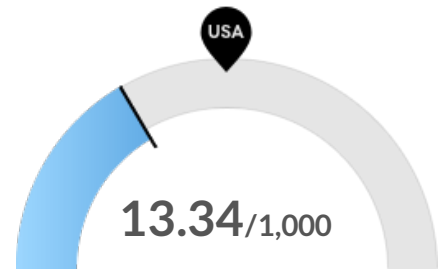
Veterans

Your area has 17,476 veterans. The national average for an area this size is 11,146.



Violent Crime

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

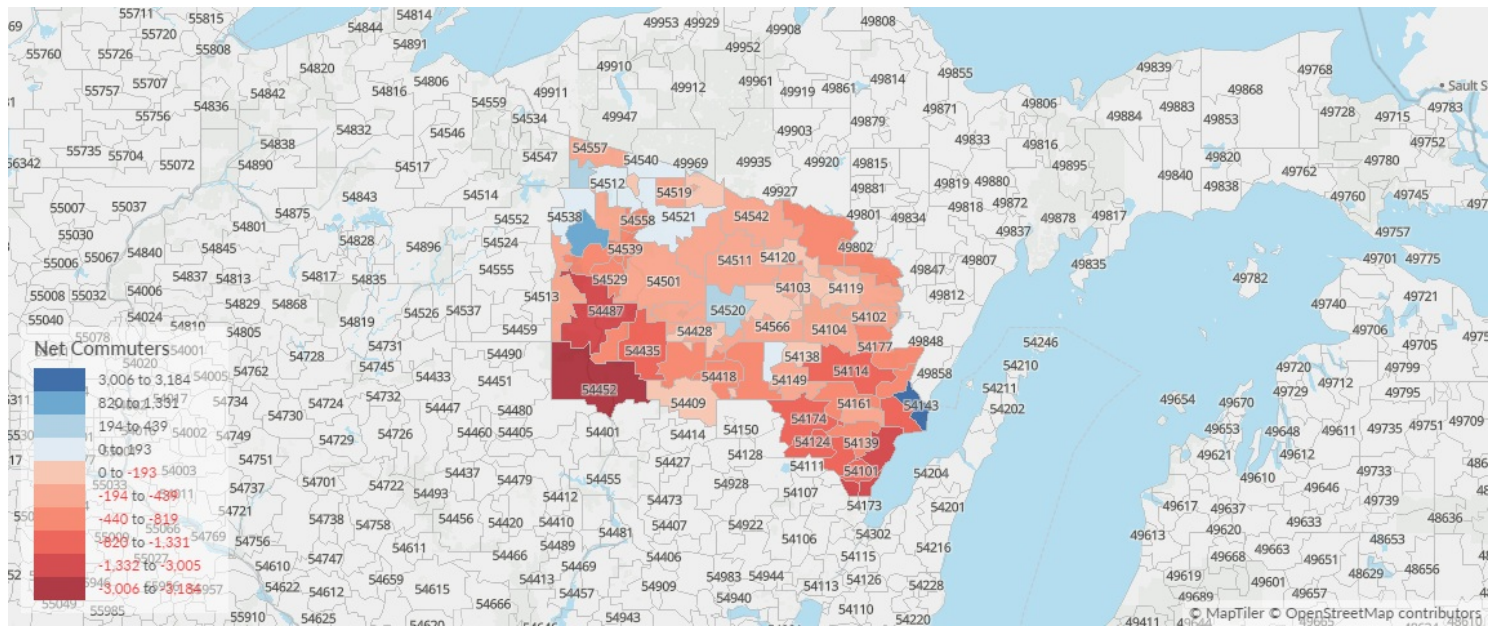


Property Crime

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.



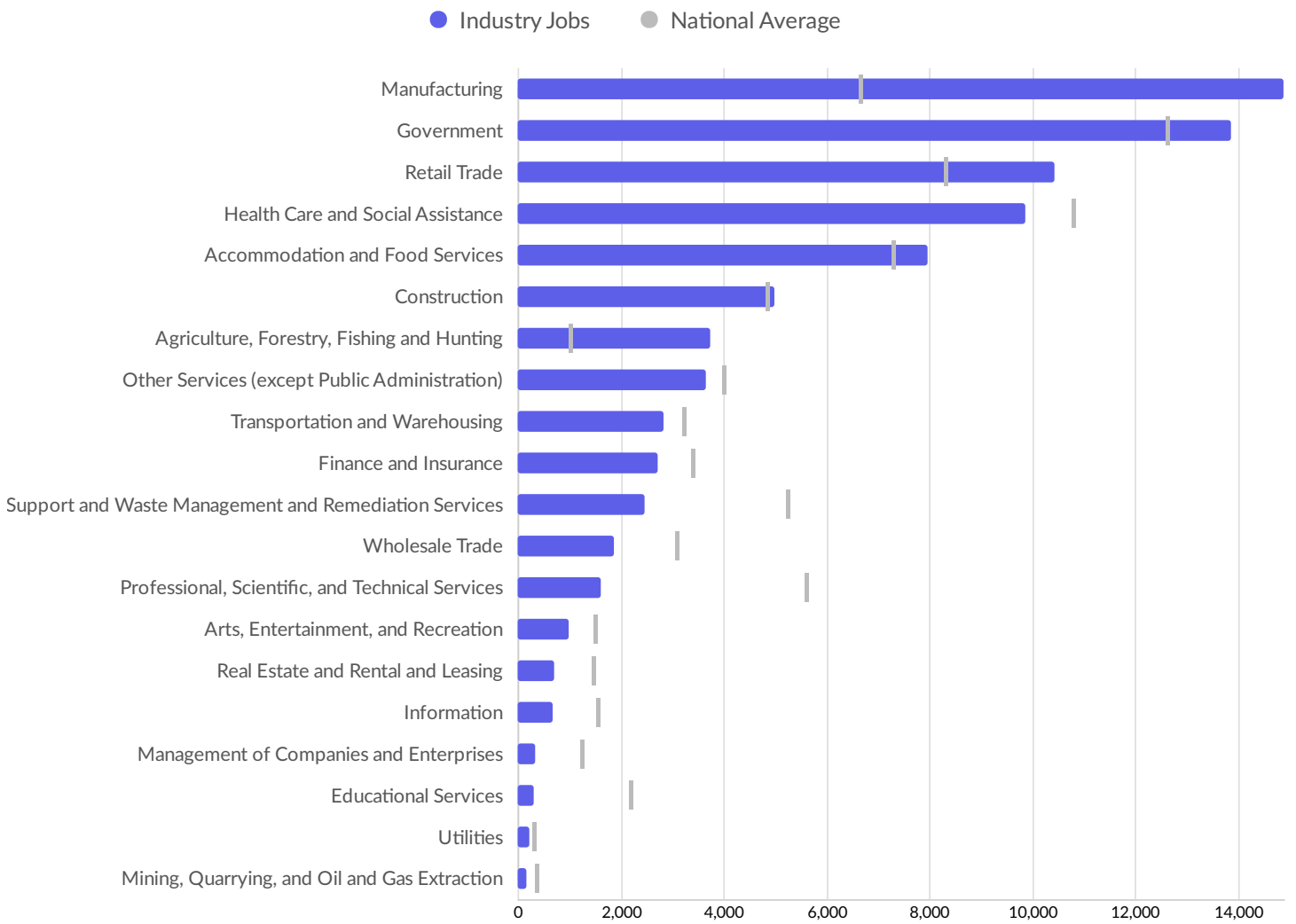
Where Talent Works

Where Talent Lives

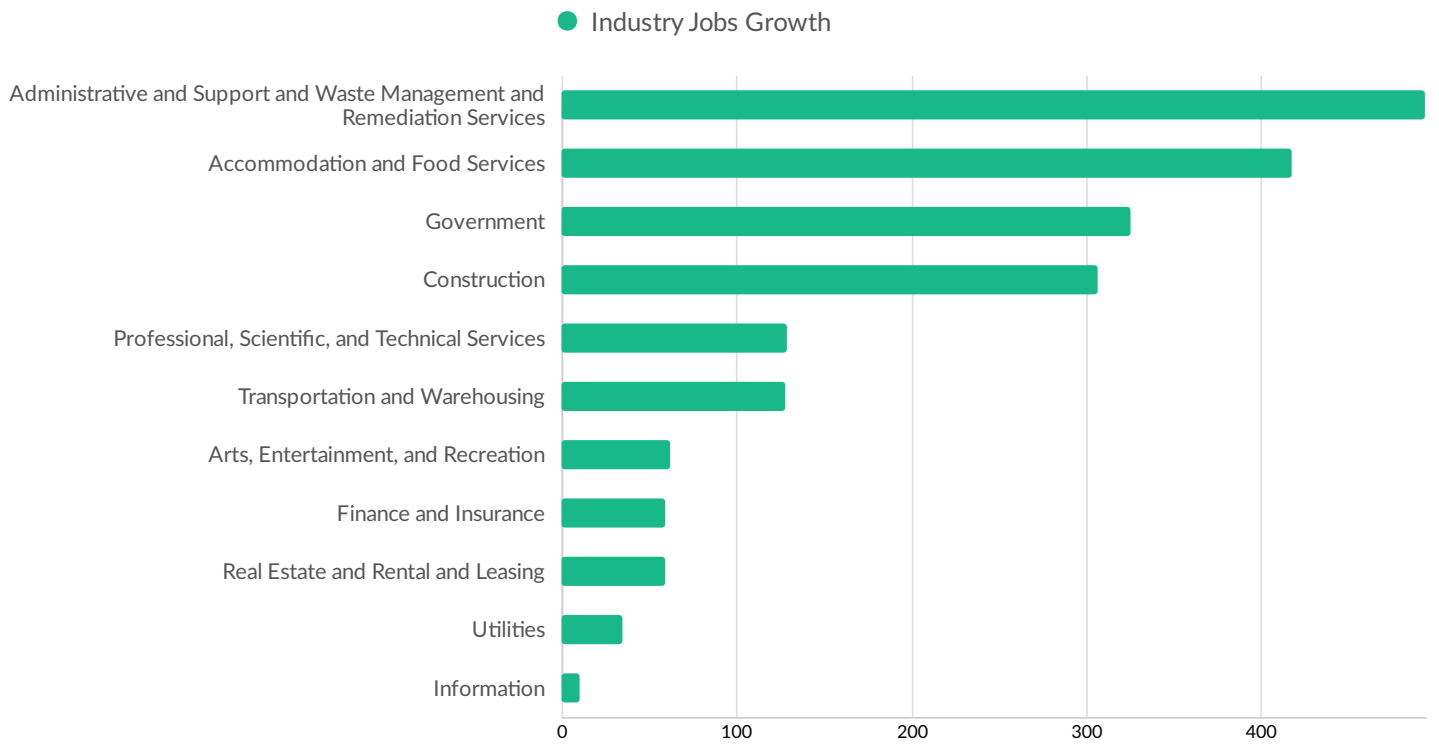
ZIP	Name	2019 Employment	ZIP	Name	2019 Workers
54143	Marinette, WI (in Marin...	11,502	54501	Rhineland, WI (in One...	11,178
54501	Rhineland, WI (in One...	10,886	54452	Merrill, WI (in Lincoln c...	10,723
54452	Merrill, WI (in Lincoln c...	7,717	54143	Marinette, WI (in Marin...	8,318
54409	Antigo, WI (in Langlade ...	6,837	54409	Antigo, WI (in Langlade ...	6,950
54521	Eagle River, WI (in Vilas...	4,562	54487	Tomahawk, WI (in Linco...	5,388

Industry Characteristics

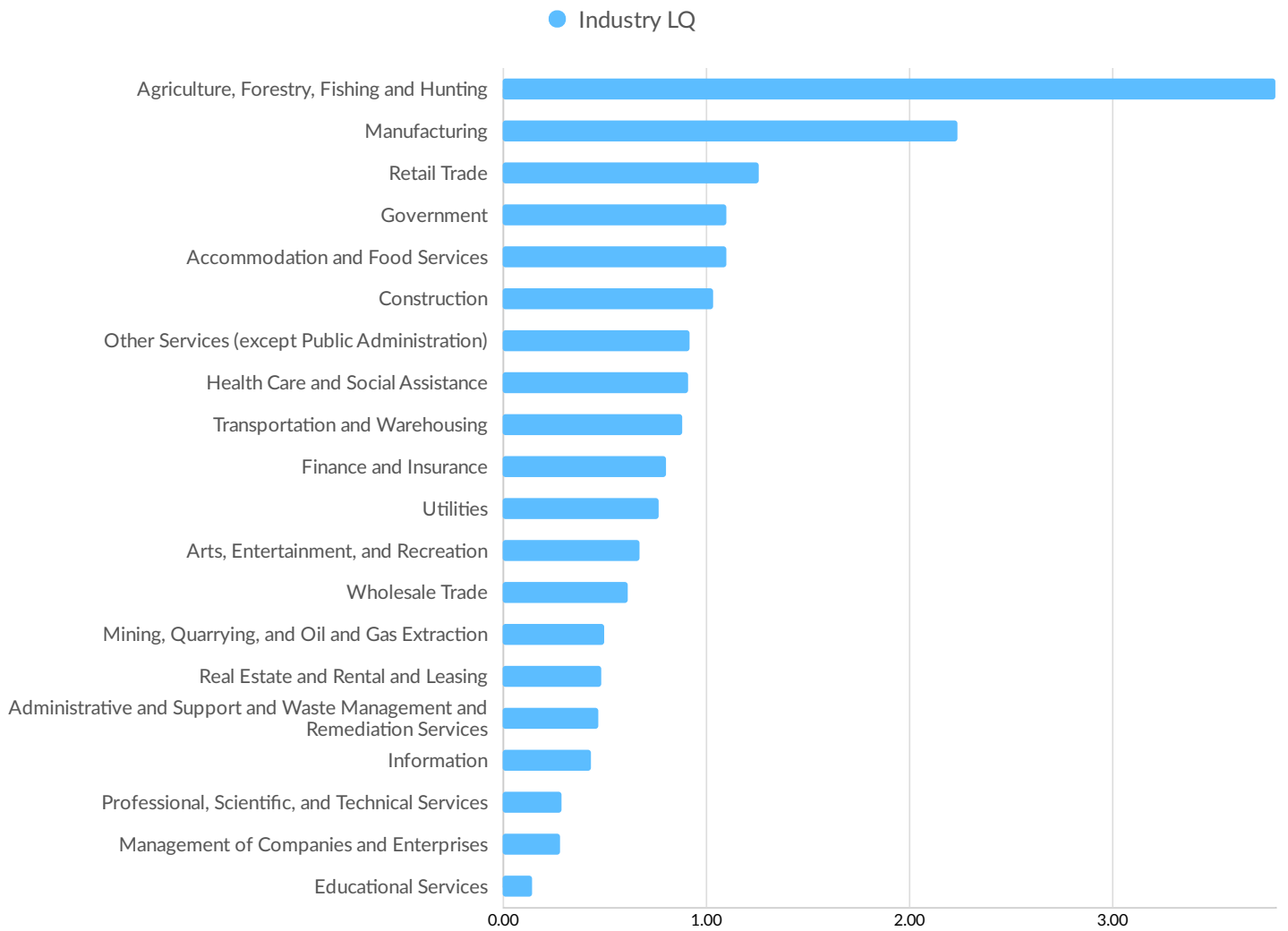
Largest Industries



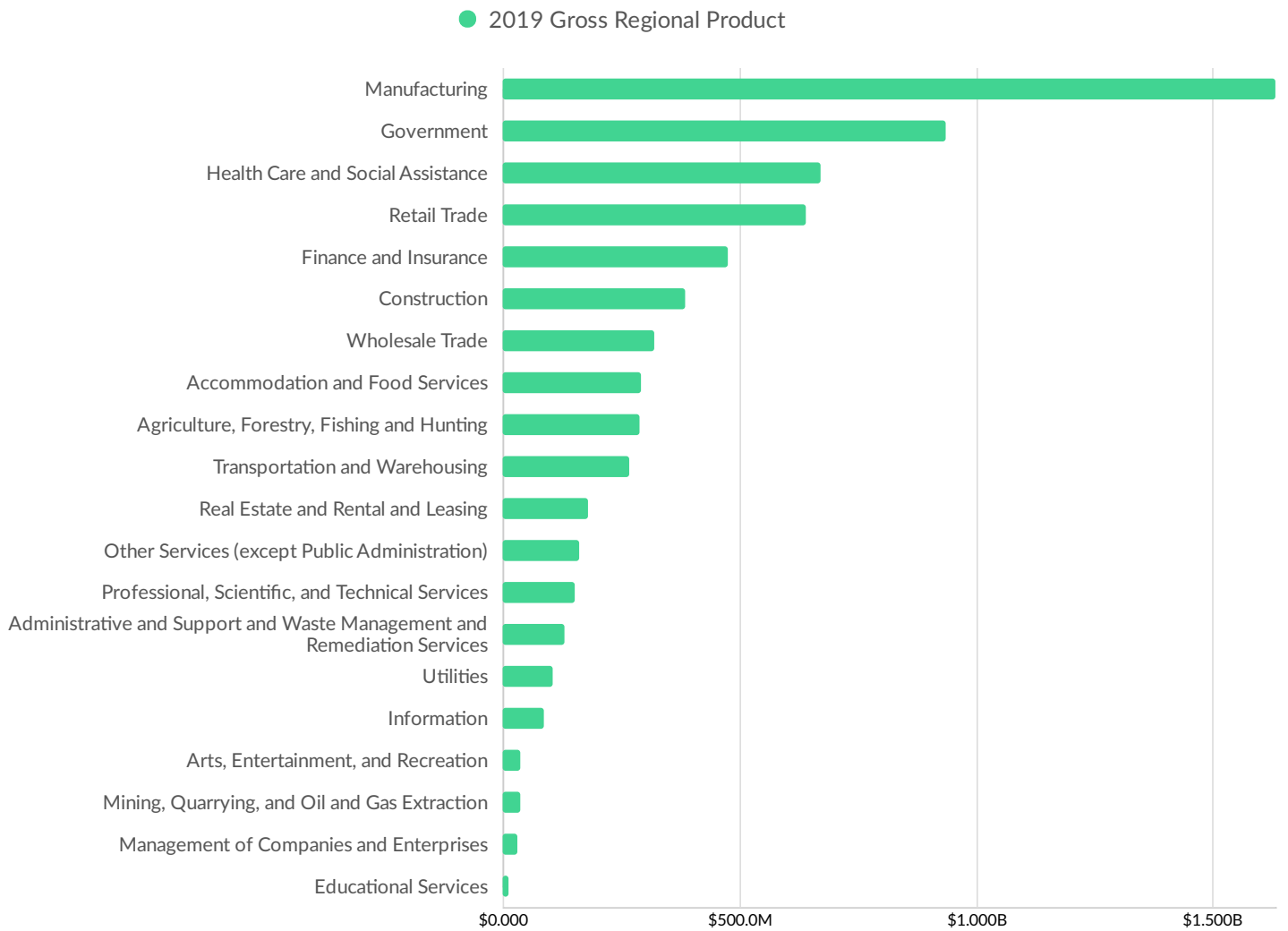
Top Growing Industries



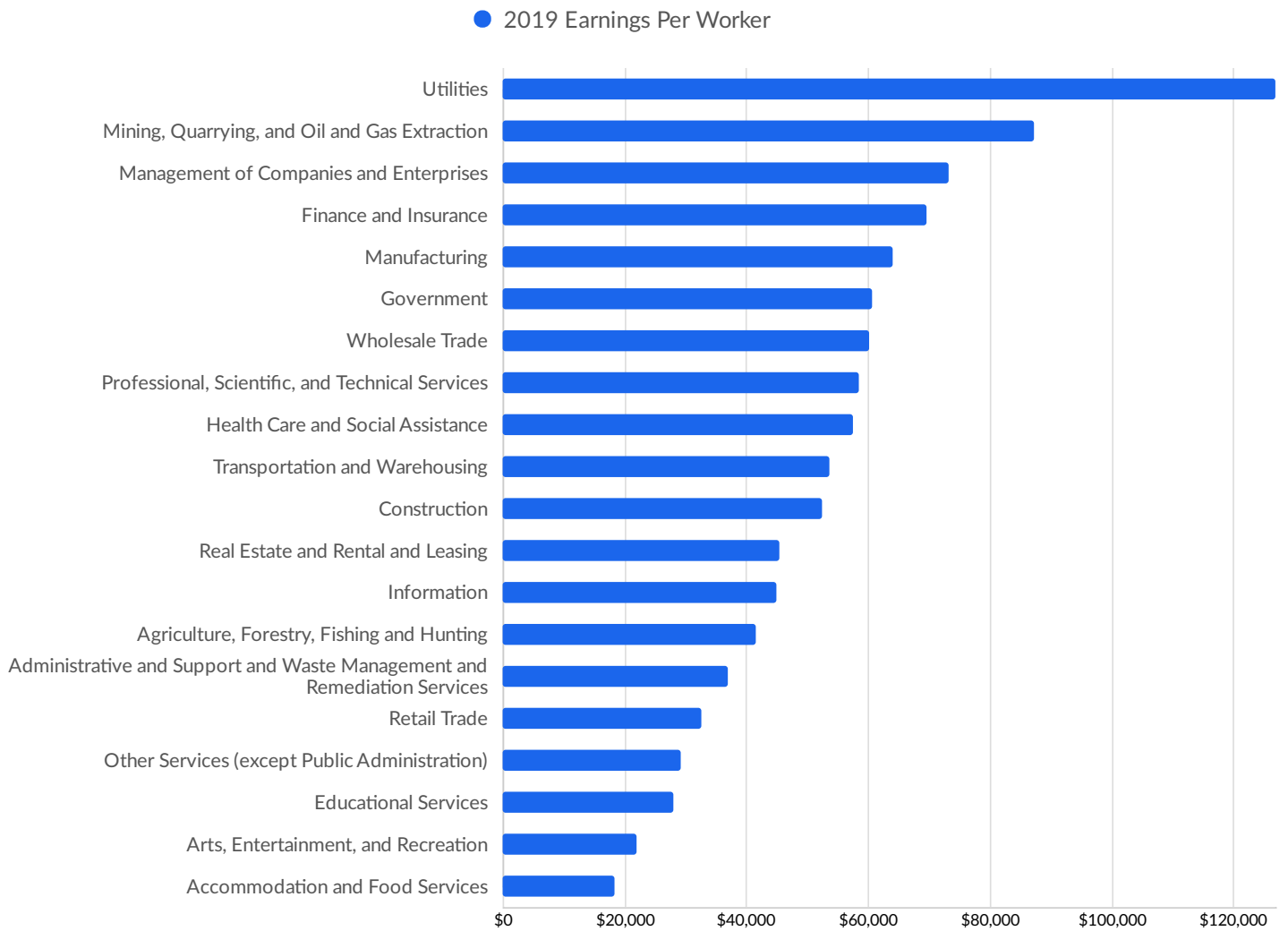
Top Industry LQ



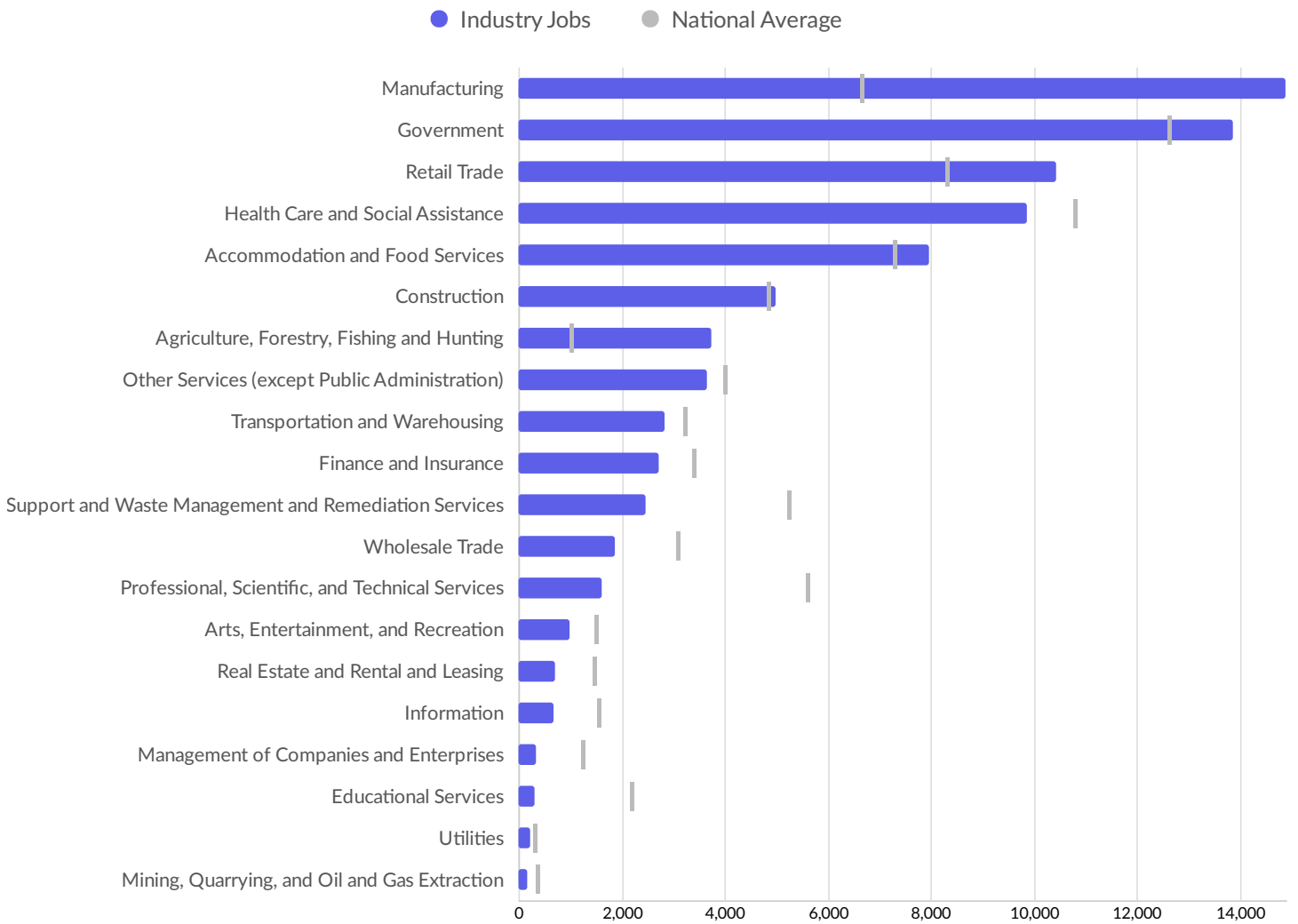
Top Industry GRP



Top Industry Earnings














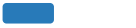








Largest Industries



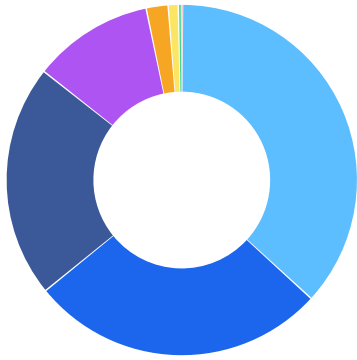
Business Characteristics

8,554 Companies Employ Your Workers

Online profiles for your workers mention 8,554 companies as employers, with the top 10 appearing below. In the last 12 months, 2,389 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
State of Wisconsin	199 	Platinum Supplemental Insuranc...	1,455 
Ministry Health Care, Inc.	186 	HealthCare Employment Netwo...	825 
Marinette Marine Corporation	180 	Lhc Group, Inc.	733 
Aspirus Wausau Hospital, Inc.	175 	Roehl Transport, Inc.	641 
Wal-Mart, Inc.	164 	CRST International, Inc.	589 
Marshfield Clinic	134 	Marshfield Clinic	514 
Church Mutual Insurance Comp...	123 	Aurora Health Care	438 
Bay Area Medical Center, Inc.	121 	Ascension	416 
Nicolet Area Technical College	98 	Johnson Controls, Inc.	371 
UnitedHealth Group Incorporate...	77 	McDonald's Corporation	333 

Business Size

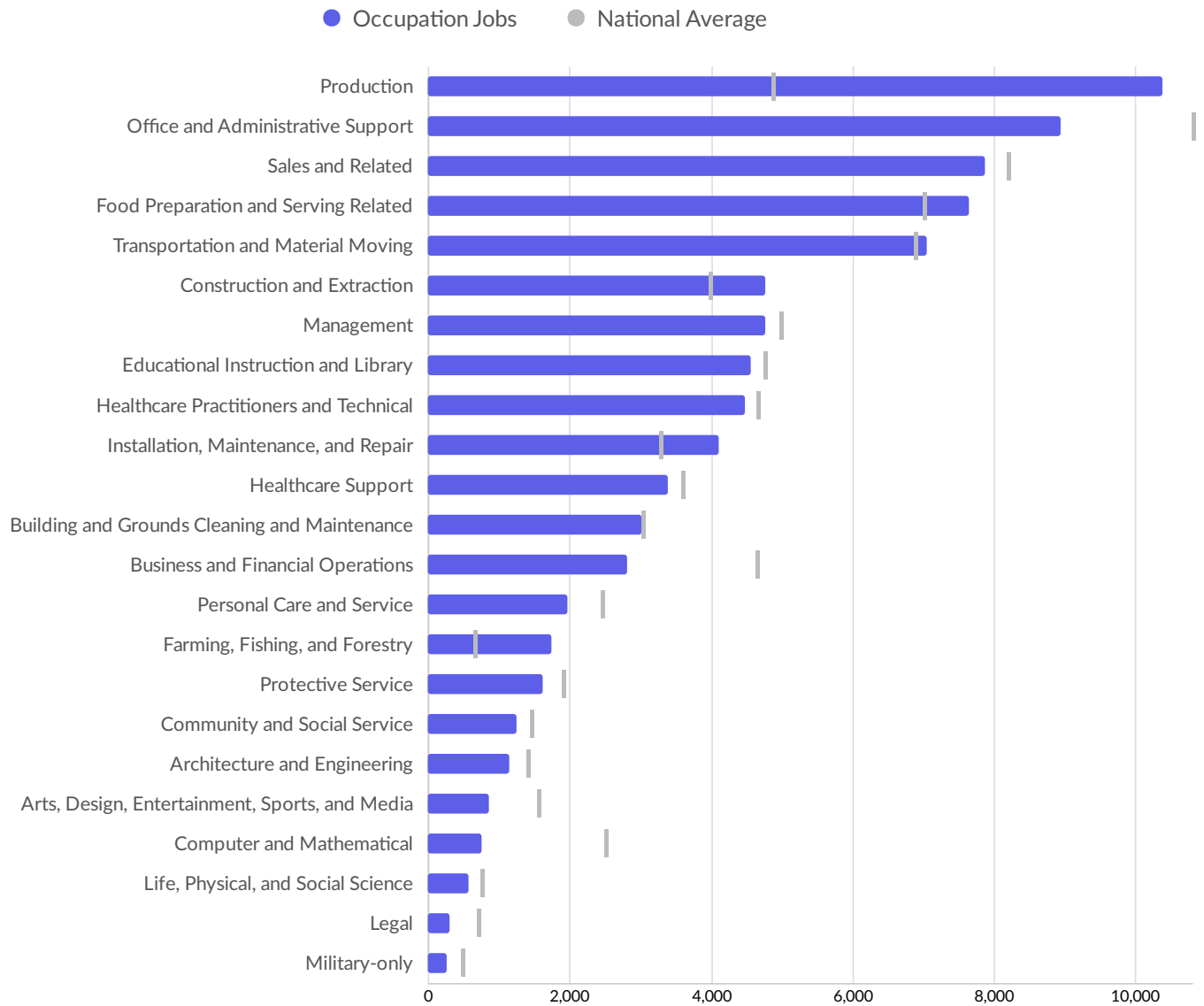


	Percentage	Business Count
1 to 4 employees	36.7%	3,527
5 to 9 employees	27.3%	2,626
10 to 19 employees	21.5%	2,062
20 to 49 employees	11.1%	1,068
50 to 99 employees	2.0%	194
100 to 249 employees	0.9%	89
250 to 499 employees	0.3%	28
500+ employees	0.1%	9

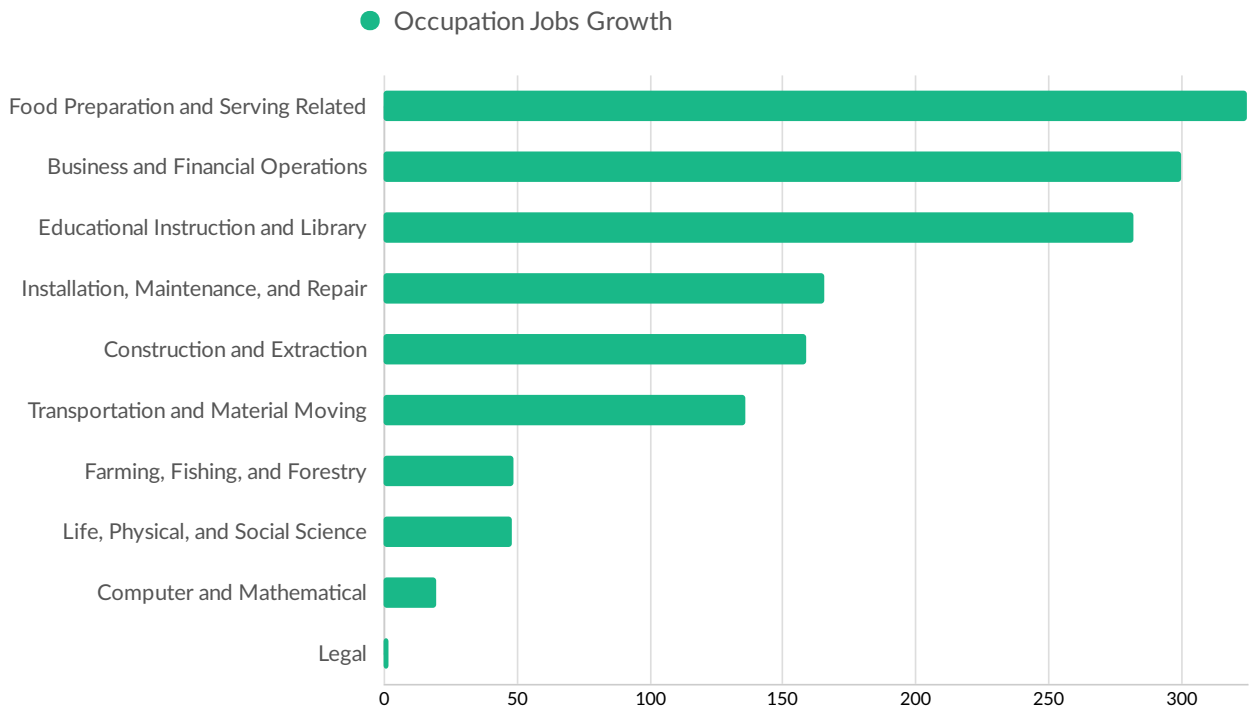
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

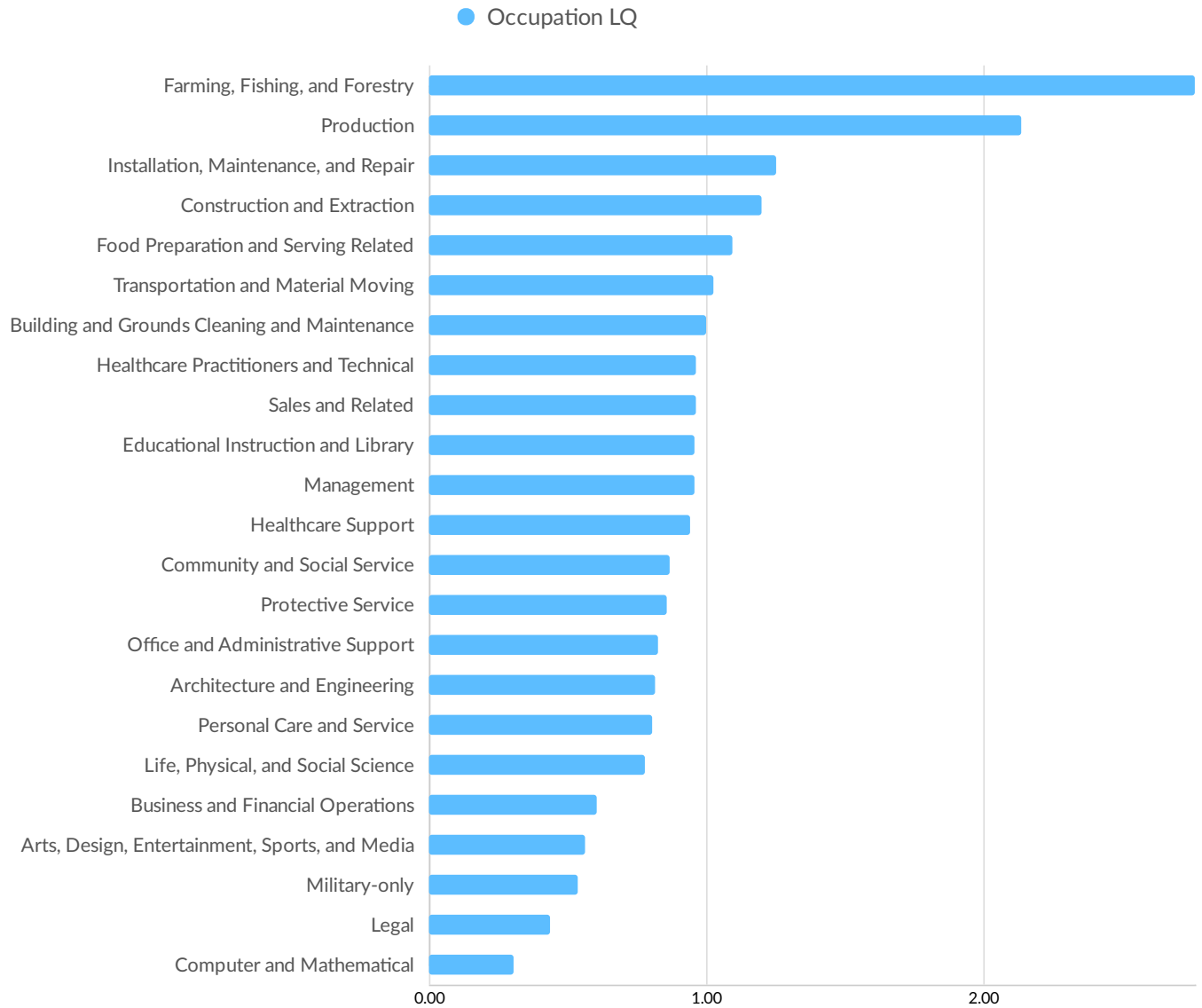
Largest Occupations



Top Growing Occupations



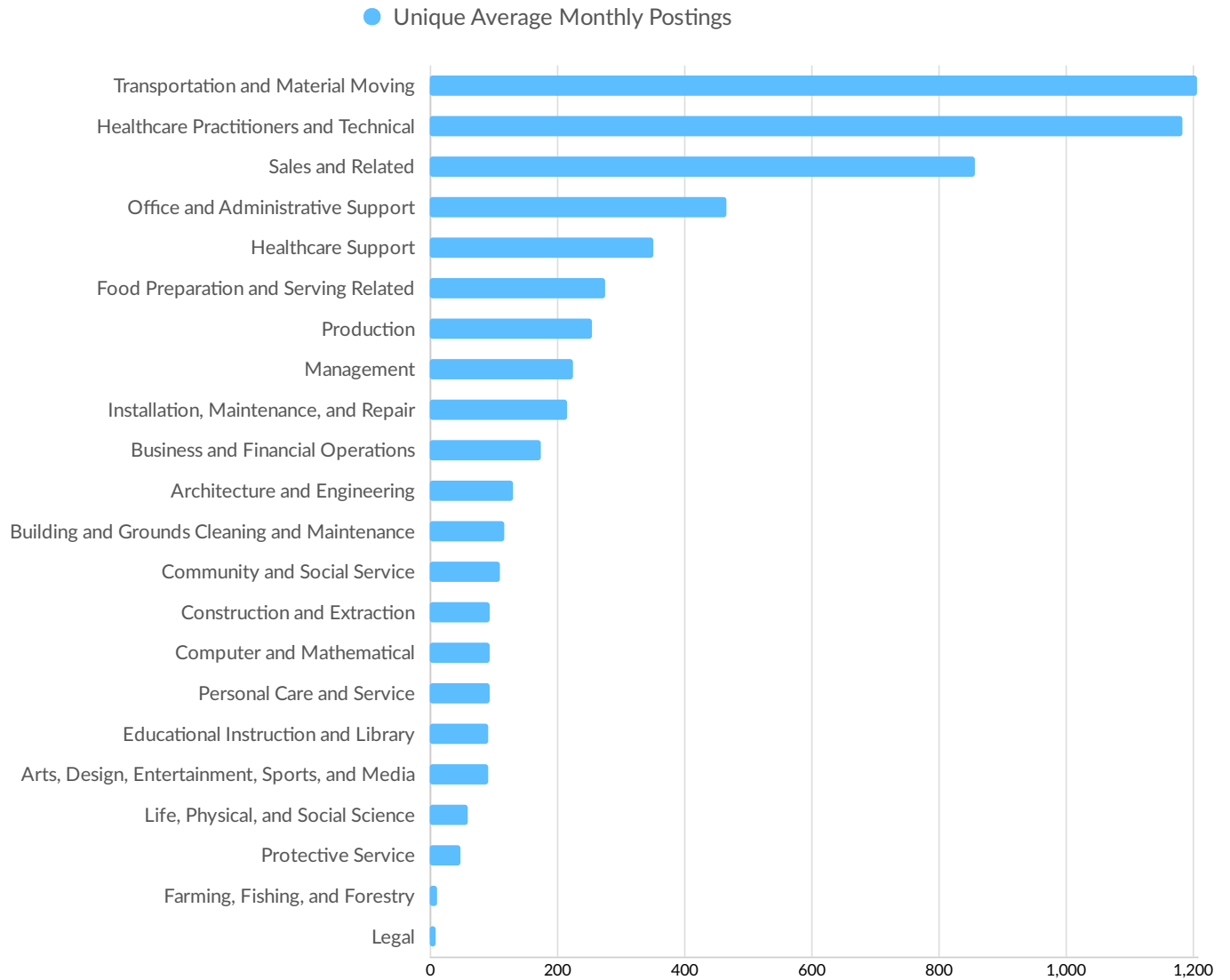
Top Occupation LQ



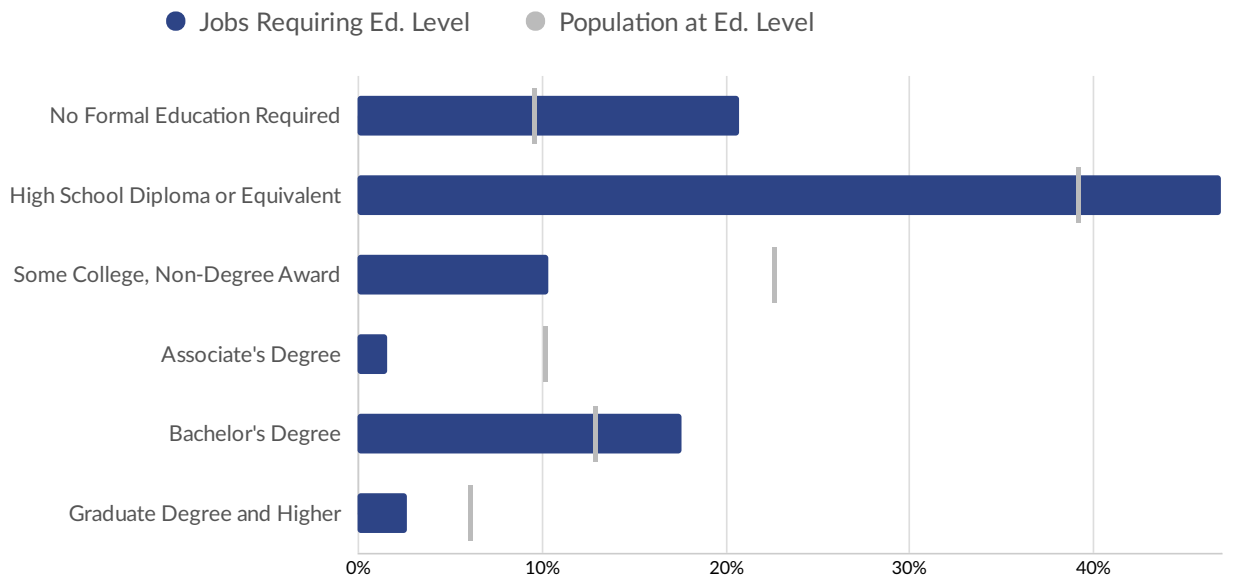
Top Occupation Earnings

● 2019 Median Hourly Earnings

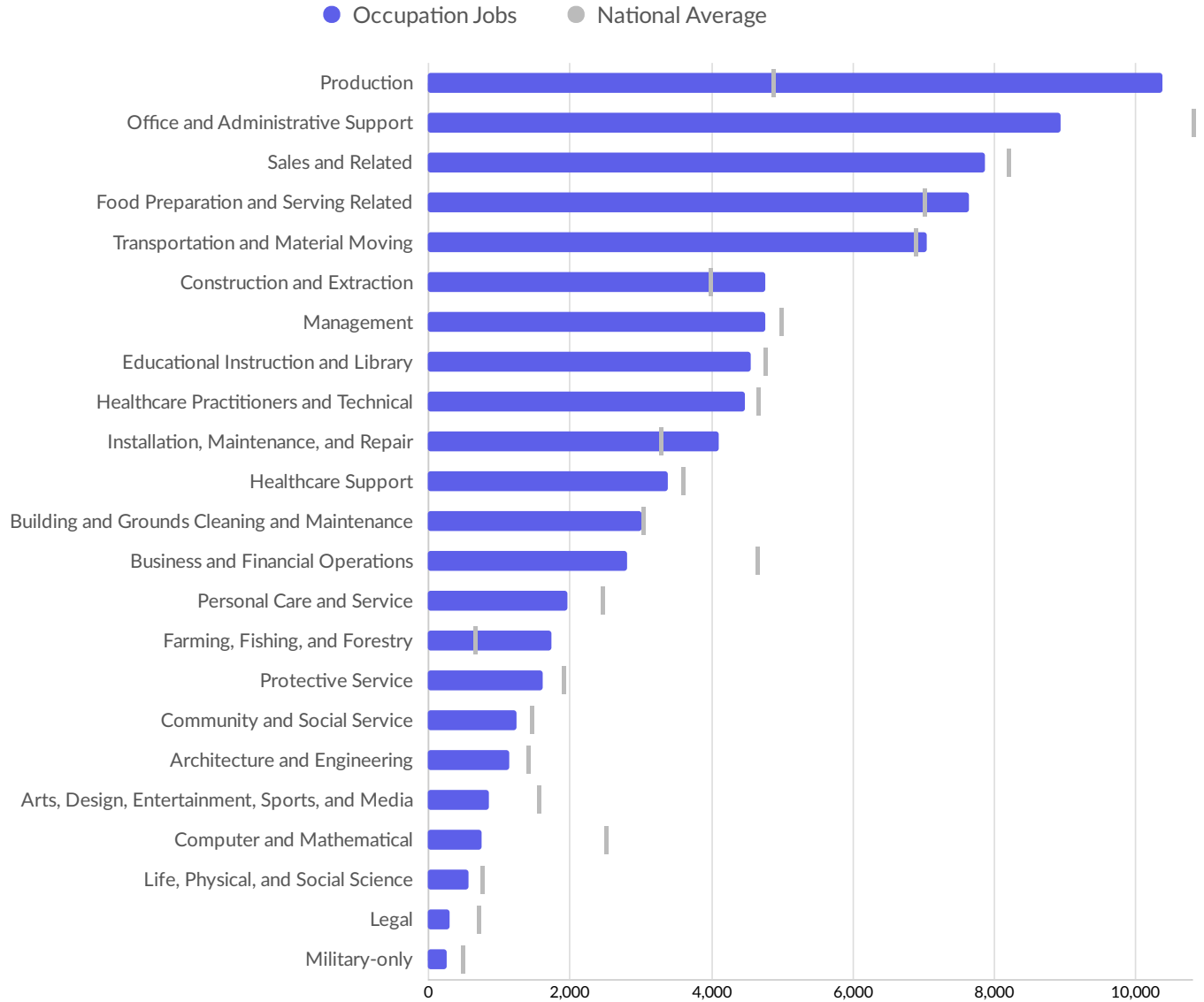
Top Posted Occupations



Underemployment





Largest Occupations



Educational Pipeline

In 2019, there were 518 graduates in Grow North. This pipeline has shrunk by 28% 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 (2019)	Graduate Trend (2015 - 2019)
Nicolet Area Technical College	518	
Wisconsin Academy	0	

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

In-Demand Skills

