



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

195,989

Population (2020)

Population **grew by 862** over the last 5 years and is projected to **grow by 267** over the next 5 years.

84,169

Total Regional Employment

Jobs **decreased by 431** over the last 5 years but are projected to **grow by 834** over the next 5 years.

\$50.0K

Avg. Earnings Per Job (2020)

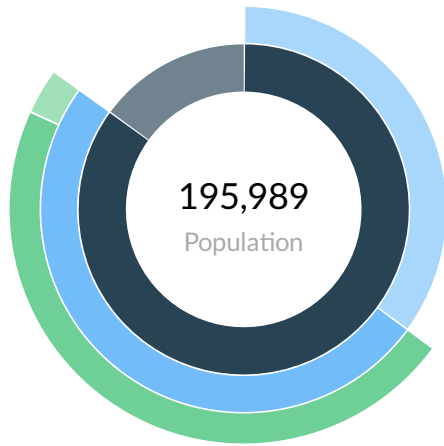
Regional average earnings per job are **\$19.7K below** the national average earnings of \$69.6K per job.

Takeaways

- As of 2020 the region's population **increased by 0.4%** since 2015, growing by 862. Population is expected to **increase by 0.1%** between 2020 and 2025, adding 267.
- From 2015 to 2020, jobs **declined by 0.5%** in Grow North from 84,600 to **84,169**. This change **fell short of the national growth rate of 6.2% by 6.7%**. As the number of jobs declined, the **labor force participation rate decreased from 60.7% to 58.8% between 2015 and 2020**.
- Concerning educational attainment, **12.3% of the selected regions' residents possess a Bachelor's Degree** (6.7% below the national average), and **10.3% hold an Associate's Degree** (2.2% above the national average).
- The top three industries in 2020 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	195,989	97,864	84,169	100.6	\$7.75B	\$12.91B	\$10.09B
Centergy	327,271	170,967	176,579	99.0	\$18.18B	\$23.06B	\$22.86B
NCWRPC	440,000	225,585	227,348	99.4	\$22.76B	\$29.92B	\$28.79B
State	5,838,034	3,062,770	3,184,256	100.0	\$339.97B	\$308.33B	\$336.99B

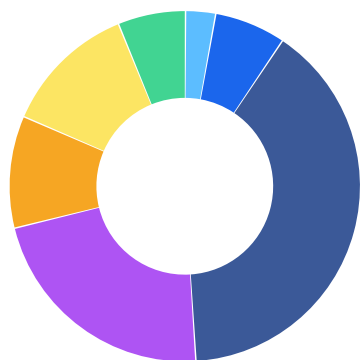
2020 Labor Force Breakdown



	Population
● Total Working Age Population	166,461
● Not in Labor Force (15+)	68,597
● Labor Force	97,864
● Employed	91,634
● Unemployed	6,230
● Under 15	29,528

Educational Attainment

Concerning educational attainment, **12.3% of the selected regions' residents possess a Bachelor's Degree** (6.7% below the national average), and **10.3% hold an Associate's Degree** (2.2% above the national average).

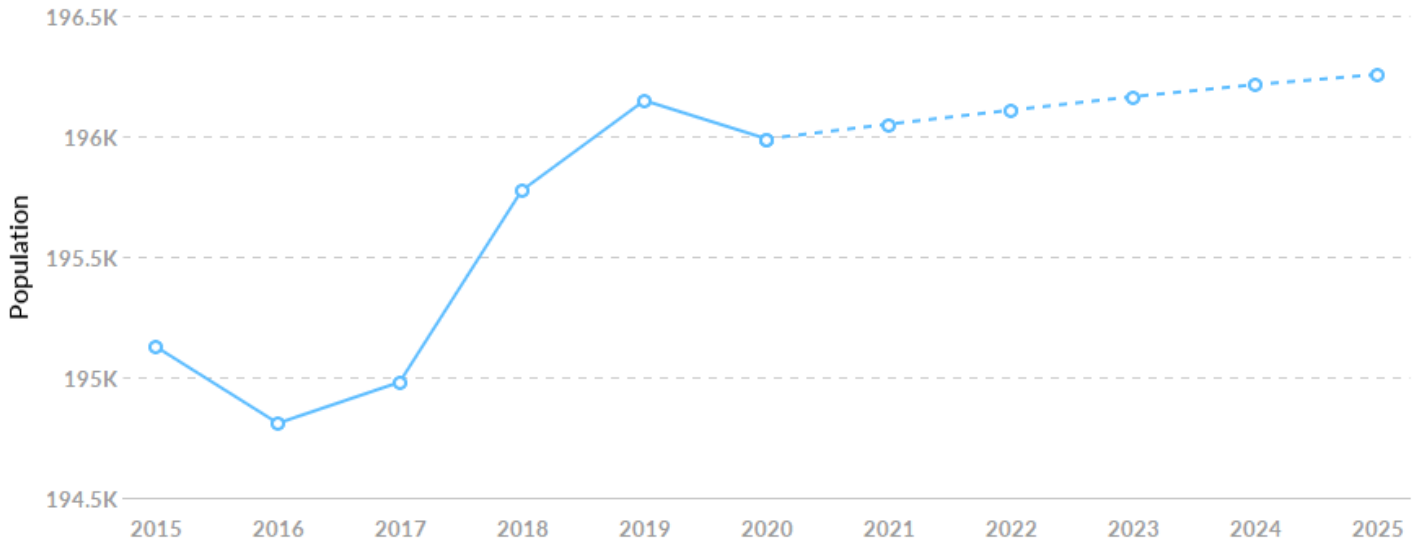


	% of Population	Population
● Less Than 9th Grade	2.8%	4,091
● 9th Grade to 12th Grade	6.6%	9,730
● High School Diploma	39.6%	58,551
● Some College	22.2%	32,797
● Associate's Degree	10.3%	15,306
● Bachelor's Degree	12.3%	18,243
● Graduate Degree and Higher	6.2%	9,238

Historic & Projected Trends

Population Trends

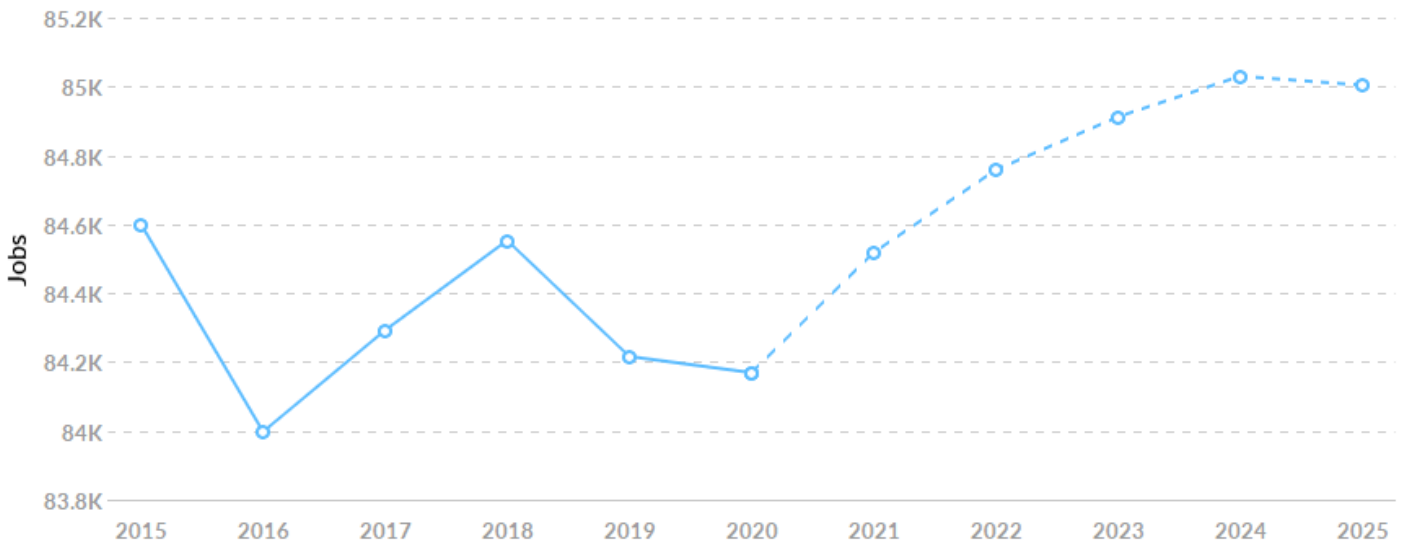
As of 2020 the region's population **increased by 0.4%** since 2015, growing by 862. Population is expected to **increase by 0.1%** between 2020 and 2025, adding 267.



Timeframe	Population
2015	195,127
2016	194,809
2017	194,980
2018	195,776
2019	196,148
2020	195,989
2021	196,050
2022	196,108
2023	196,164
2024	196,214
2025	196,256

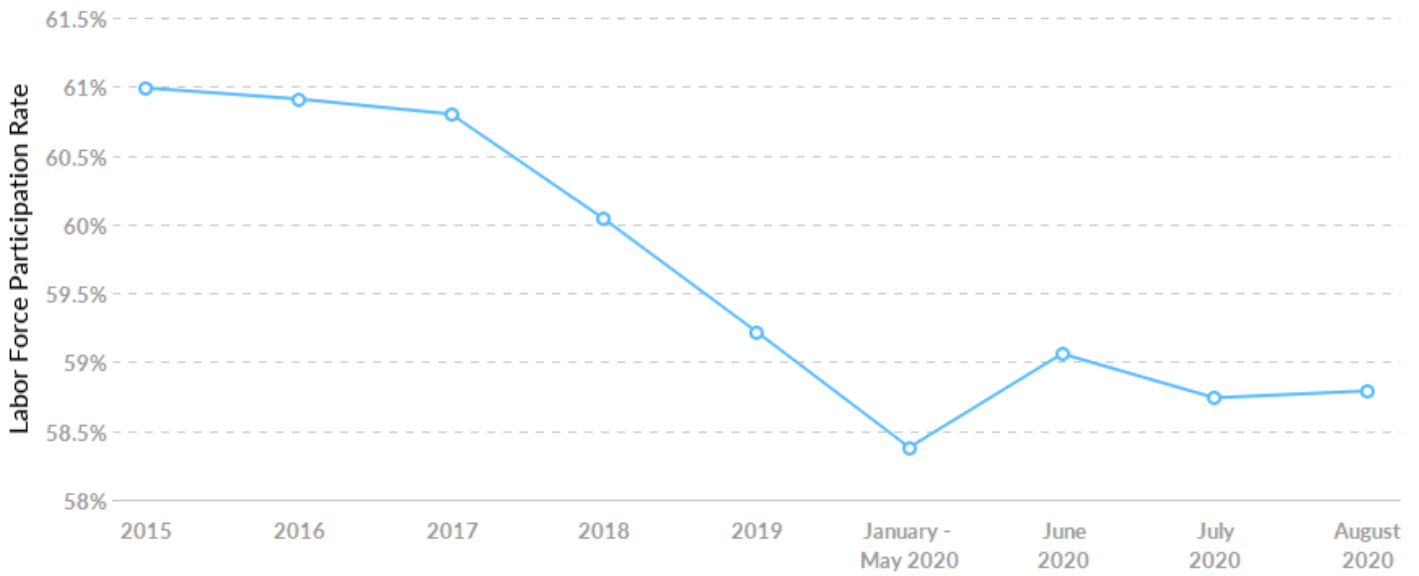
Job Trends

From 2015 to 2020, jobs declined by 0.5% in Grow North from 84,600 to **84,169**. This change fell short of the national growth rate of 6.2% by 6.7%.



Timeframe	Jobs
2015	84,600
2016	83,997
2017	84,292
2018	84,553
2019	84,216
2020	84,169
2021	84,518
2022	84,758
2023	84,912
2024	85,030
2025	85,004

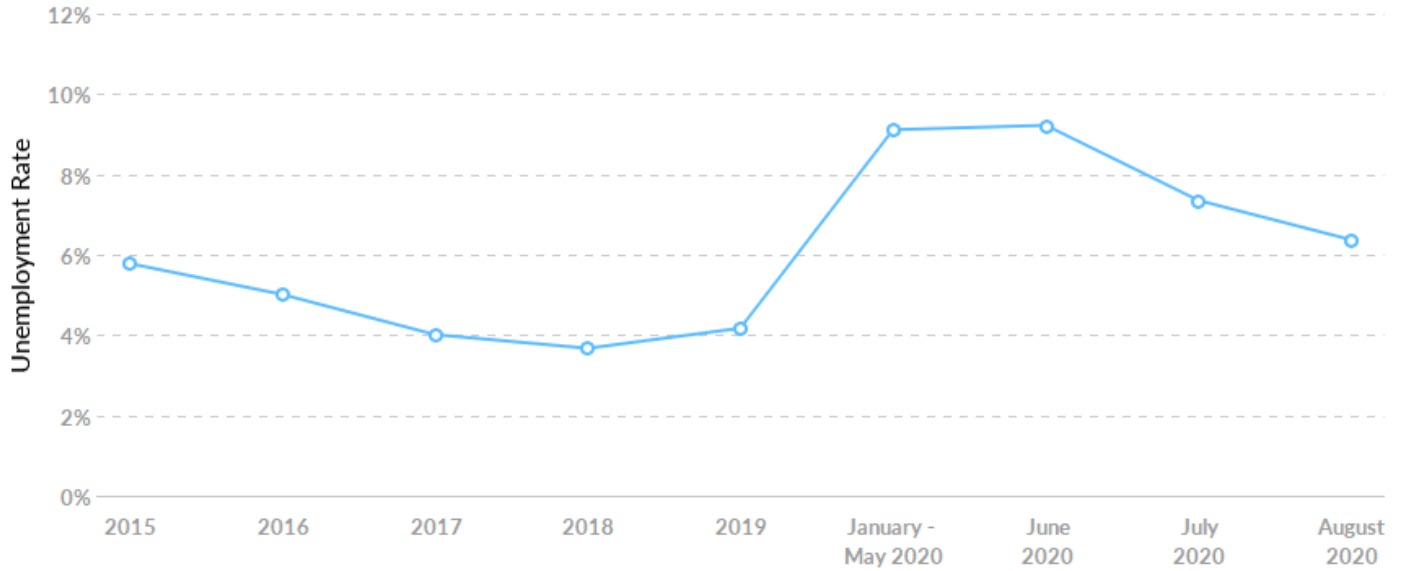
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	60.99%
2016	60.91%
2017	60.80%
2018	60.04%
2019	59.22%
January - May 2020	58.38%
June 2020	59.06%
July 2020	58.74%
August 2020	58.79%

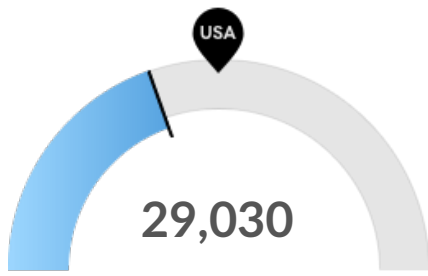
Unemployment Rate Trends

Your areas had an August 2020 unemployment rate of 6.37%, increasing from 5.78% 5 years before.



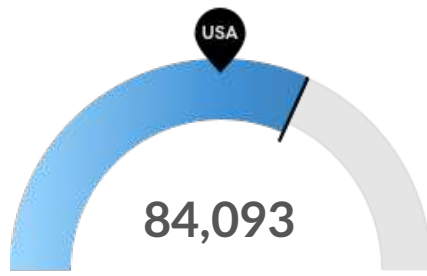
Timeframe	Unemployment Rate
2015	5.78%
2016	5.01%
2017	4.01%
2018	3.67%
2019	4.17%
January - May 2020	9.11%
June 2020	9.22%
July 2020	7.35%
August 2020	6.37%

Population Characteristics



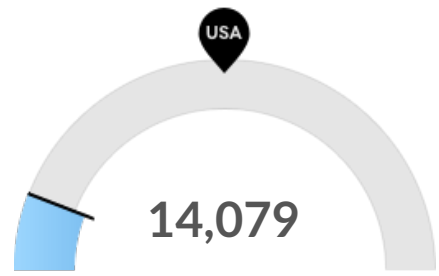
Millennials

Your area has 29,030 millennials (ages 25-39). The national average for an area this size is 40,443.



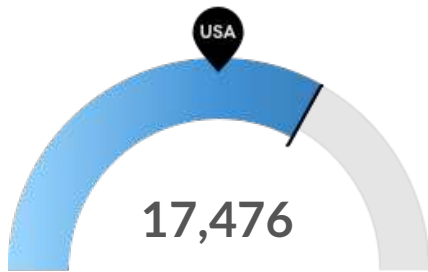
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 57,670 people 55 or older, while there are 84,093 here.



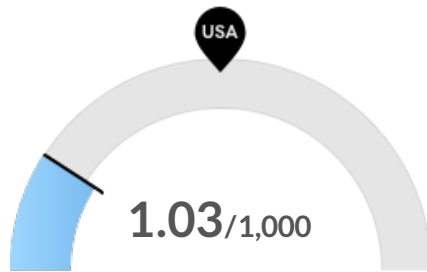
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 78,240 racially diverse people, while there are 14,079 here.



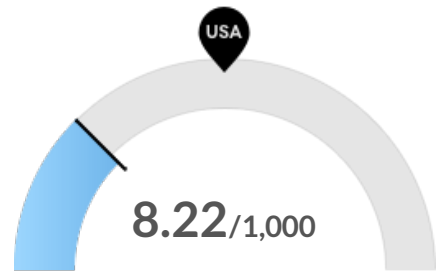
Veterans

Your area has 17,476 veterans. The national average for an area this size is 11,153.



Violent Crime

Your area has 1.03 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

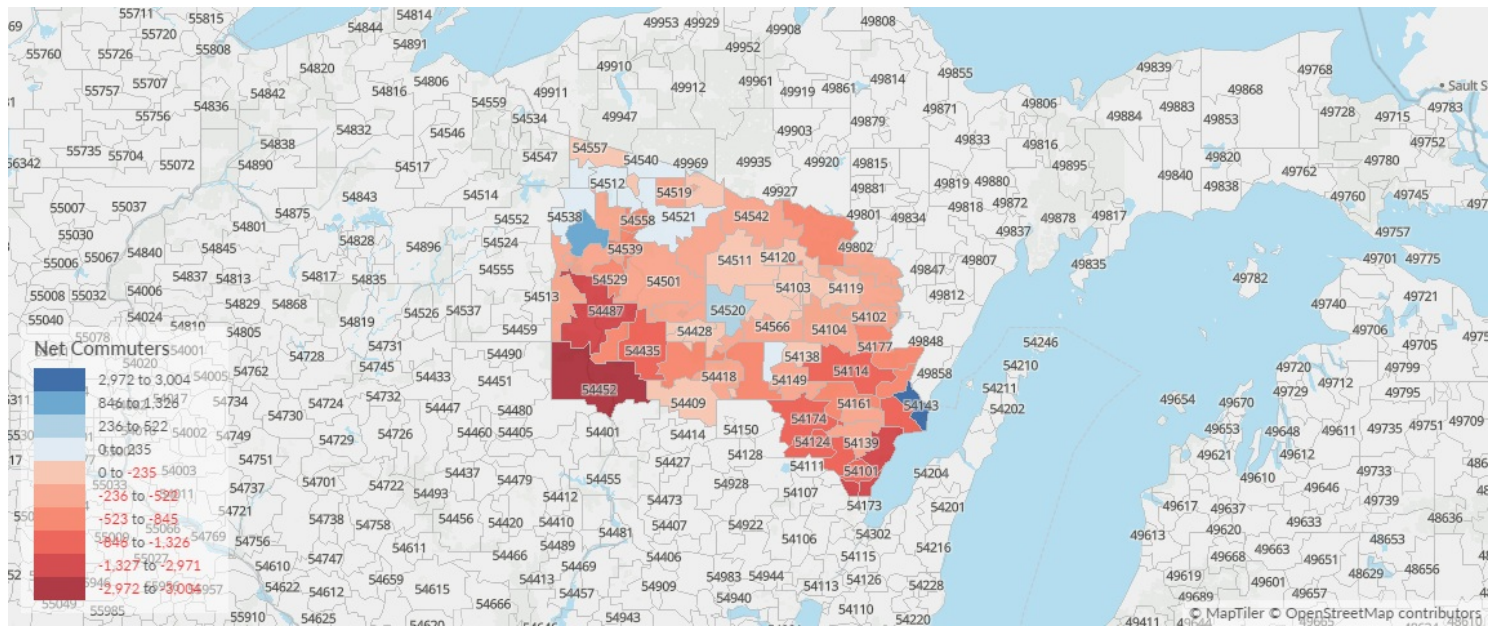


Property Crime

Your area has 8.22 property crimes per 1,000 people. The national rate is 19.79 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

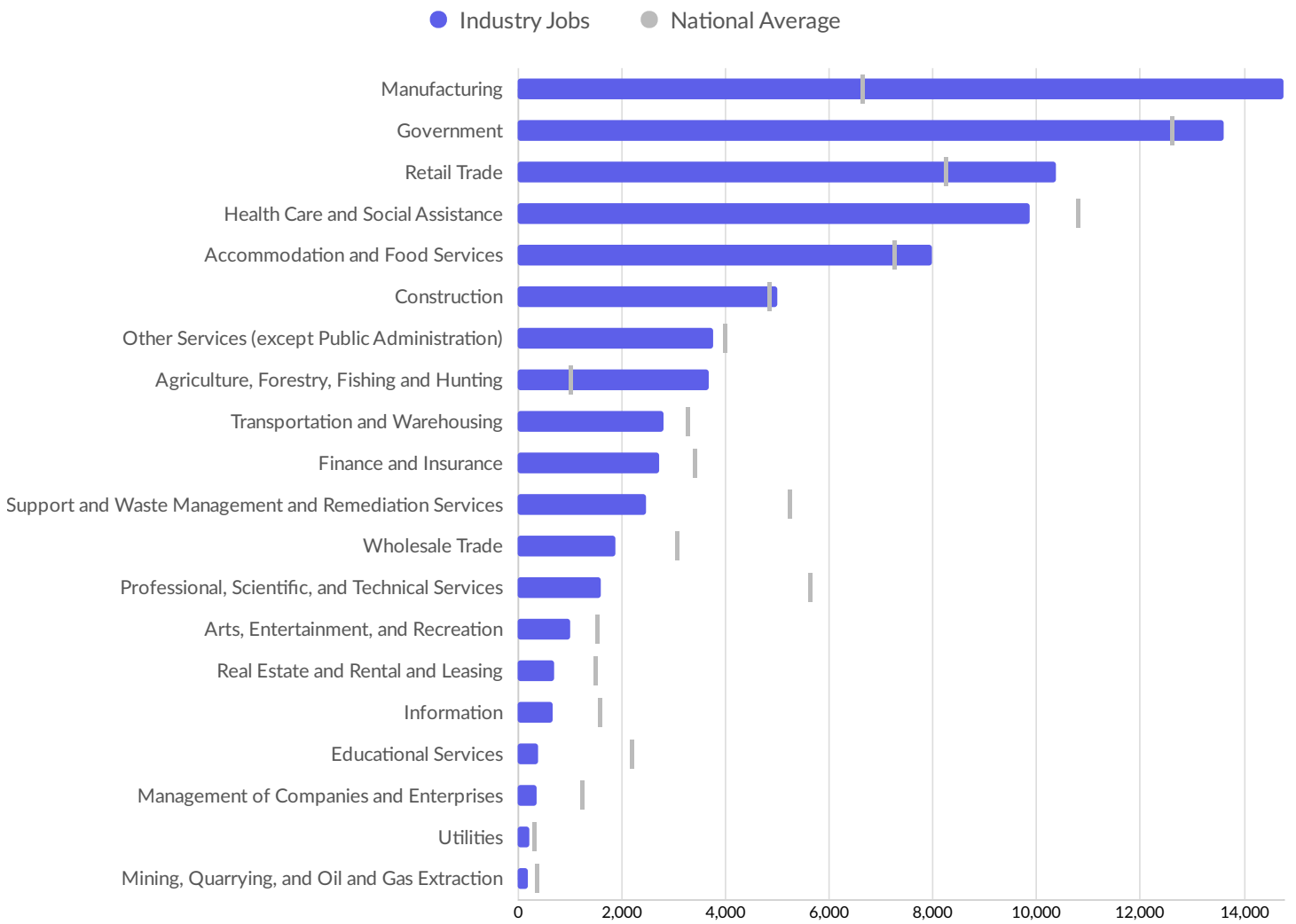
Where Talent Lives

ZIP	Name	2020 Employment
54143	Marinette, WI (in Marin...	11,113
54501	Rhineland, WI (in One...	10,735
54452	Merrill, WI (in Lincoln c...	7,726
54409	Antigo, WI (in Langlade ...	6,784
54521	Eagle River, WI (in Vilas...	4,649

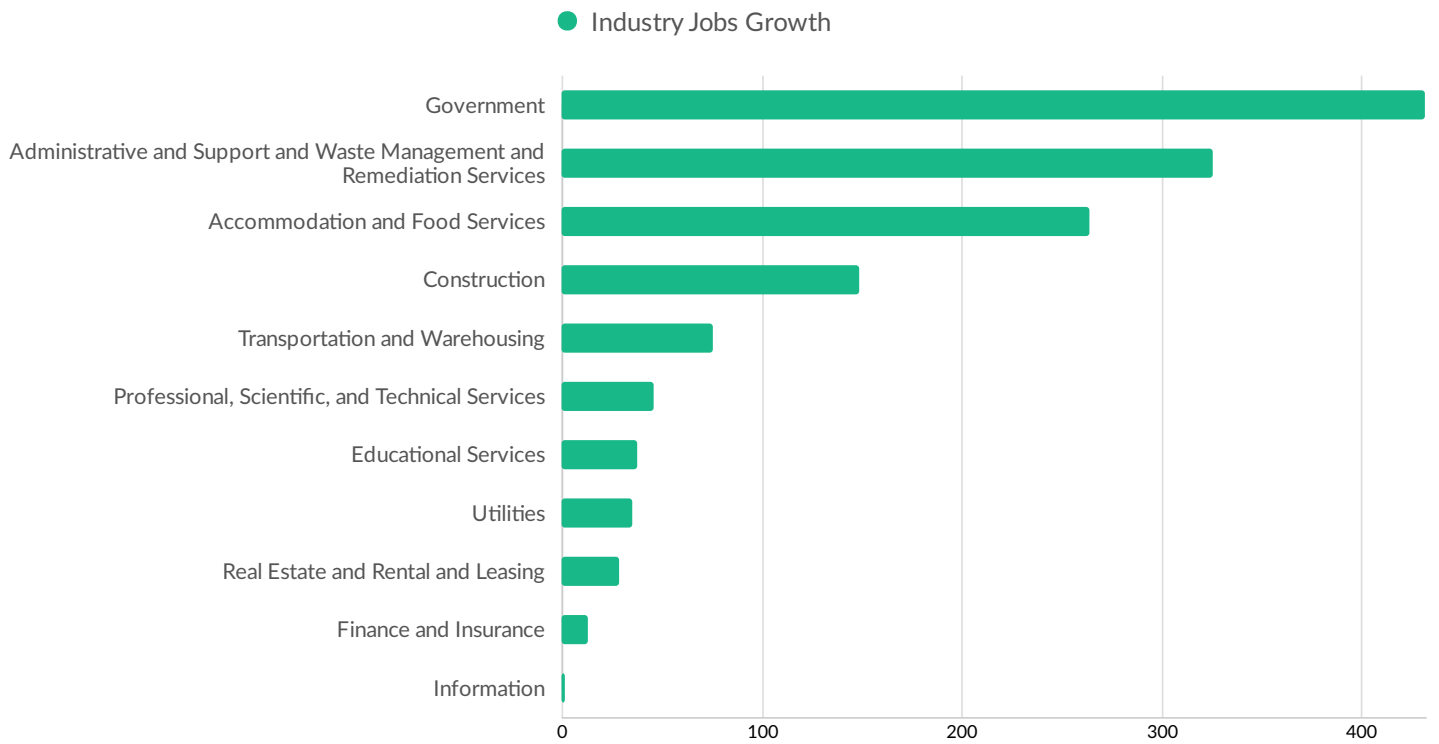
ZIP	Name	2020 Workers
54501	Rhineland, WI (in One...	11,065
54452	Merrill, WI (in Lincoln c...	10,730
54143	Marinette, WI (in Marin...	8,141
54409	Antigo, WI (in Langlade ...	6,855
54487	Tomahawk, WI (in Linco...	5,348

Industry Characteristics

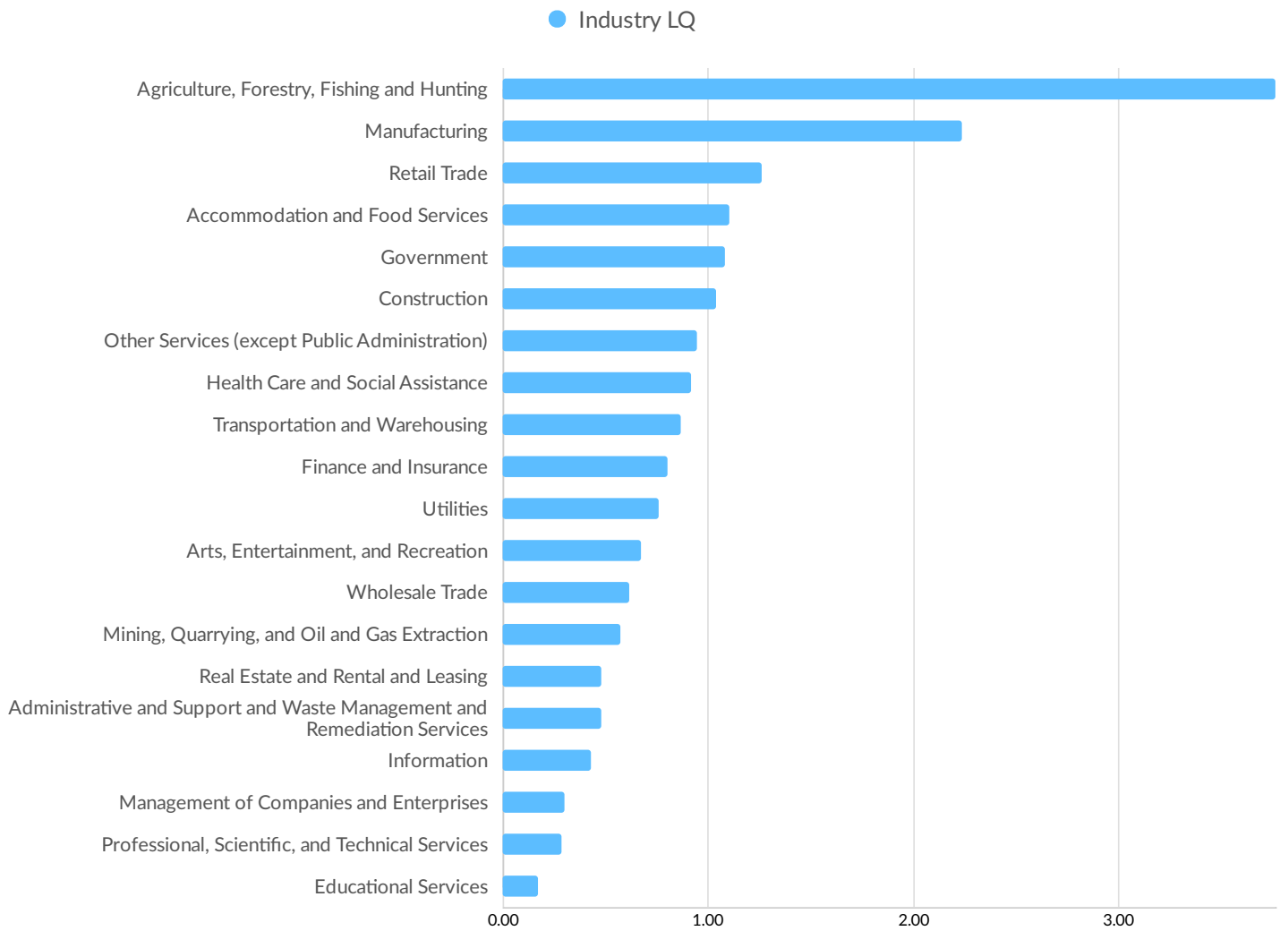
Largest Industries



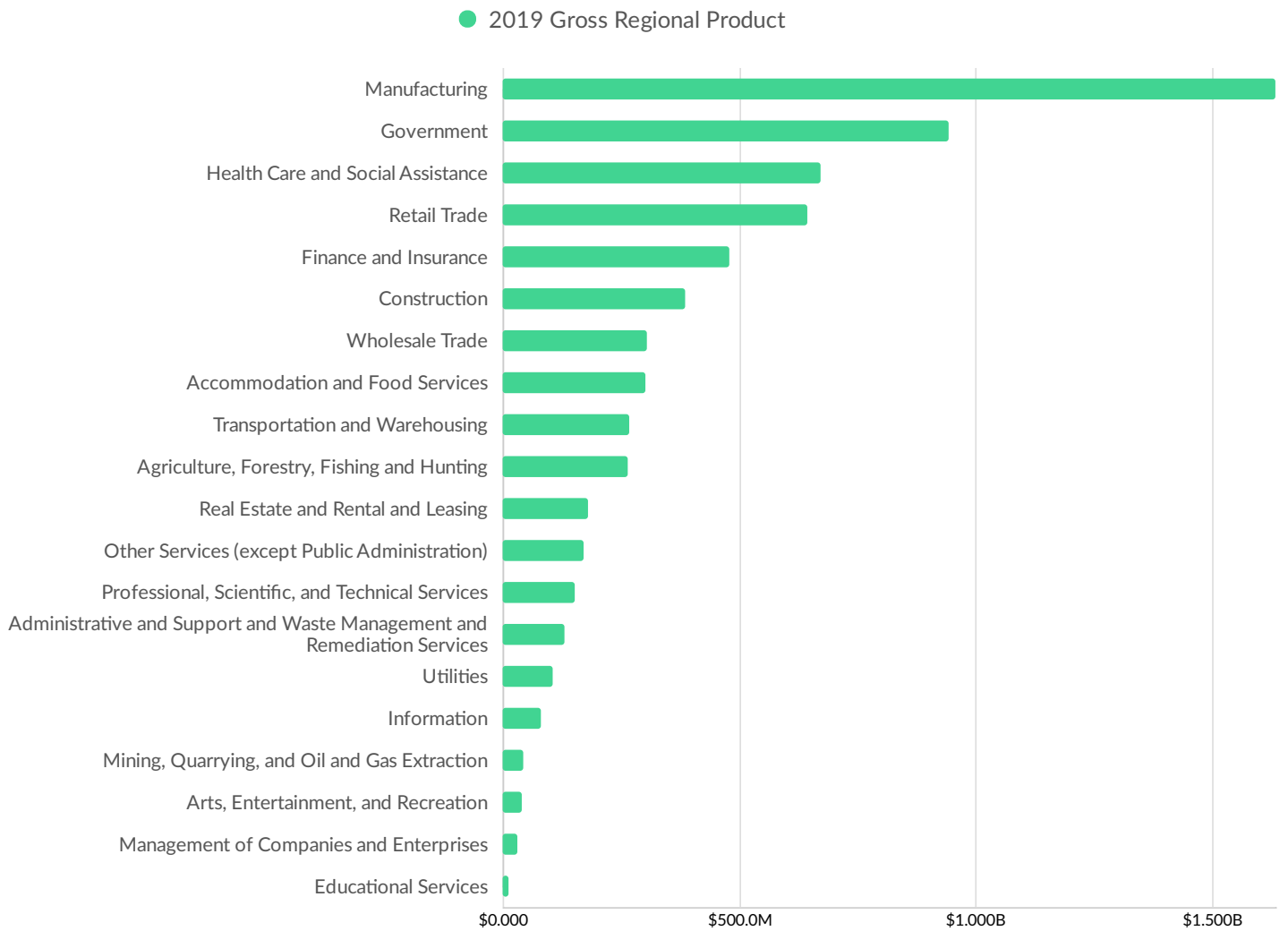
Top Growing Industries



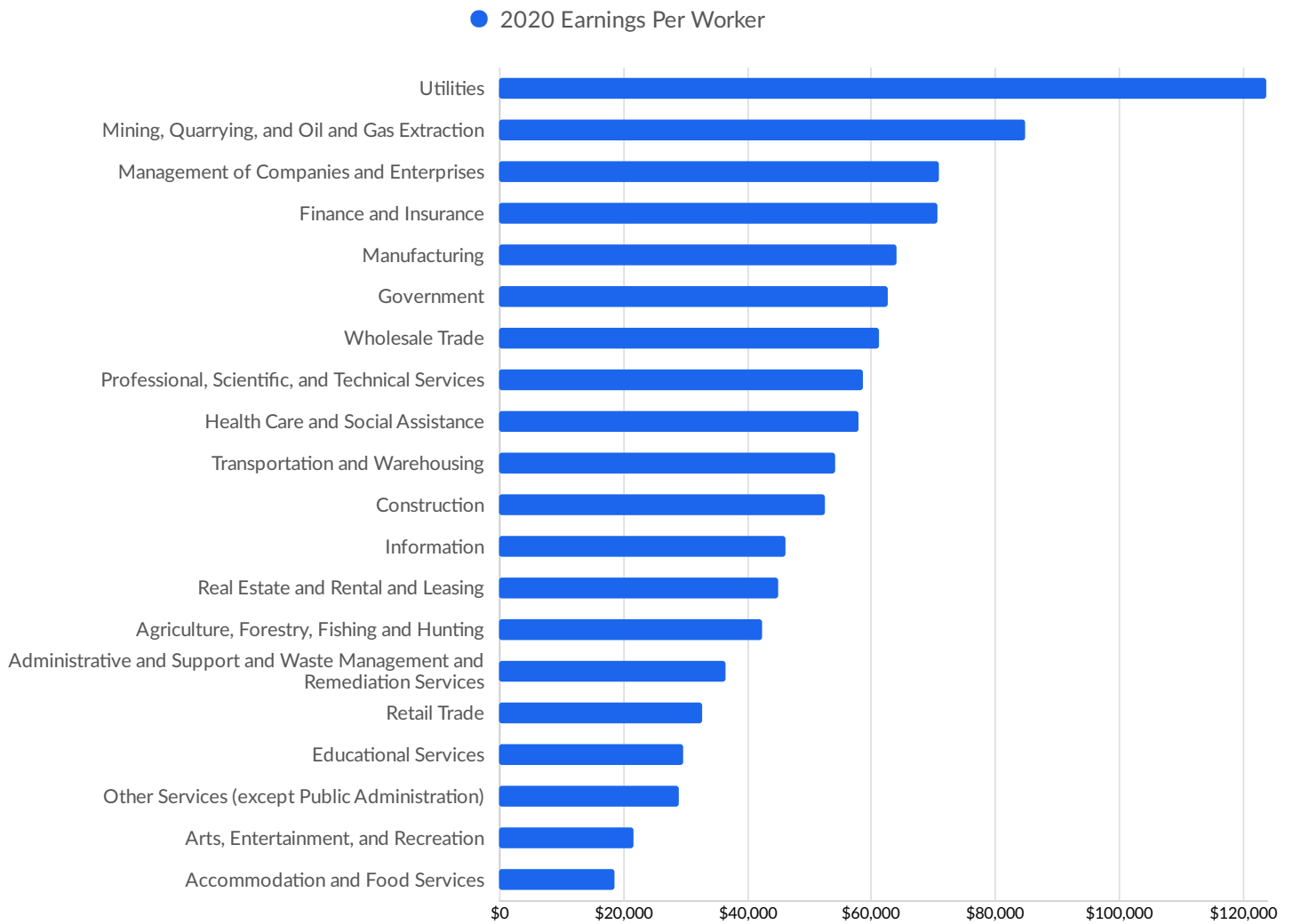
Top Industry LQ



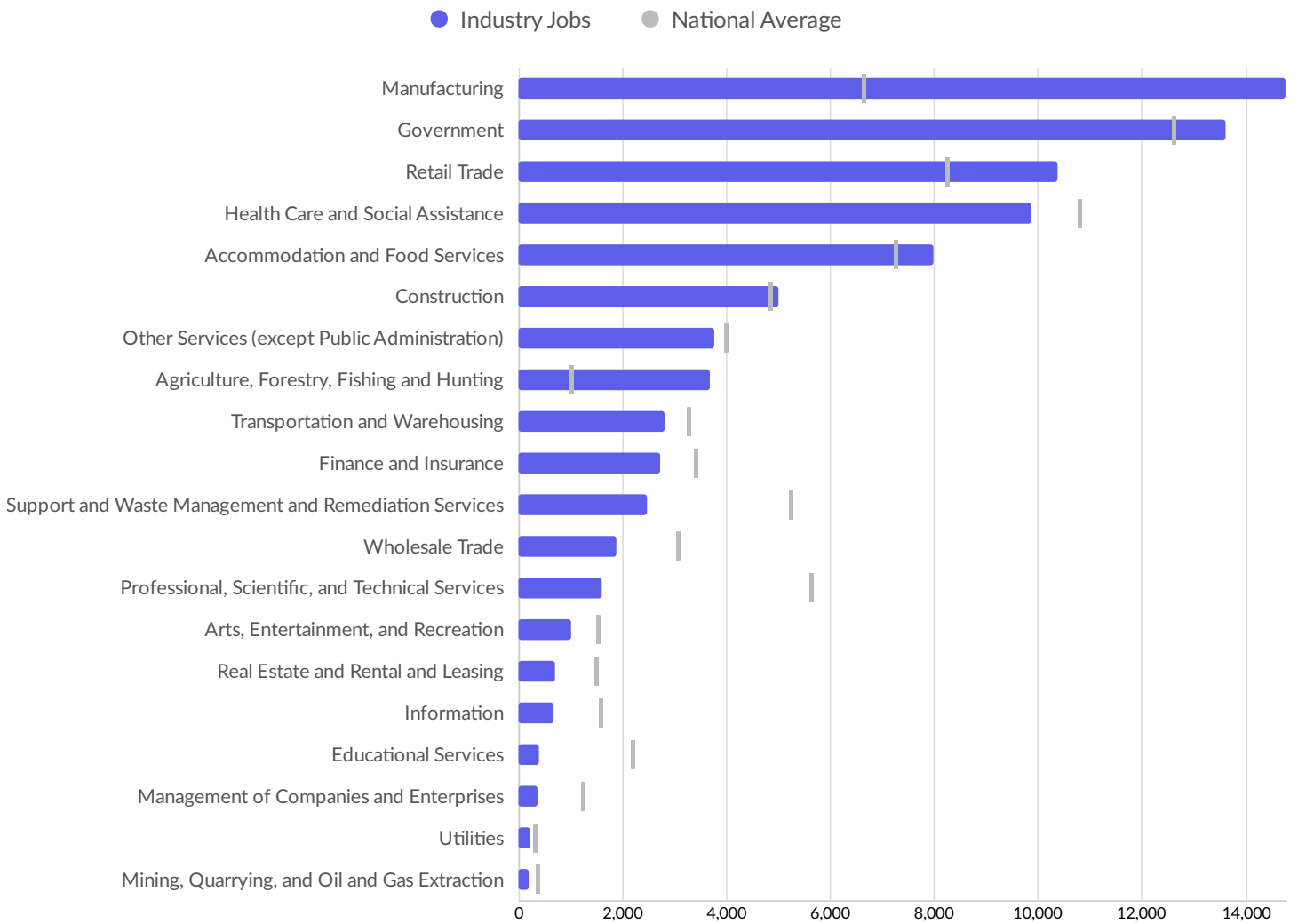
Top Industry GRP



Top Industry Earnings














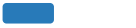






Largest Industries



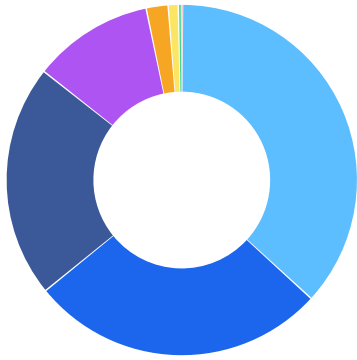
Business Characteristics

8,953 Companies Employ Your Workers

Online profiles for your workers mention 8,953 companies as employers, with the top 10 appearing below. In the last 12 months, 2,284 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...	1,214 
Marinette Marine Corporation	180 	Lhc Group, Inc.	688 
Ministry Health Care, Inc.	180 	Roehl Transport, Inc.	604 
Aspirus Wausau Hospital, Inc.	176 	CRST International, Inc.	530 
Wal-Mart, Inc.	164 	Marshfield Clinic	512 
Marshfield Clinic	133 	Ascension	421 
Church Mutual Insurance Comp...	127 	Aurora Health Care	419 
Bay Area Medical Center, Inc.	124 	Johnson Controls, Inc.	317 
Nicolet Area Technical College	93 	C.R. England, Inc.	314 
UnitedHealth Group Incorporate...	73 	U.S. Xpress, Inc.	287 

Business Size

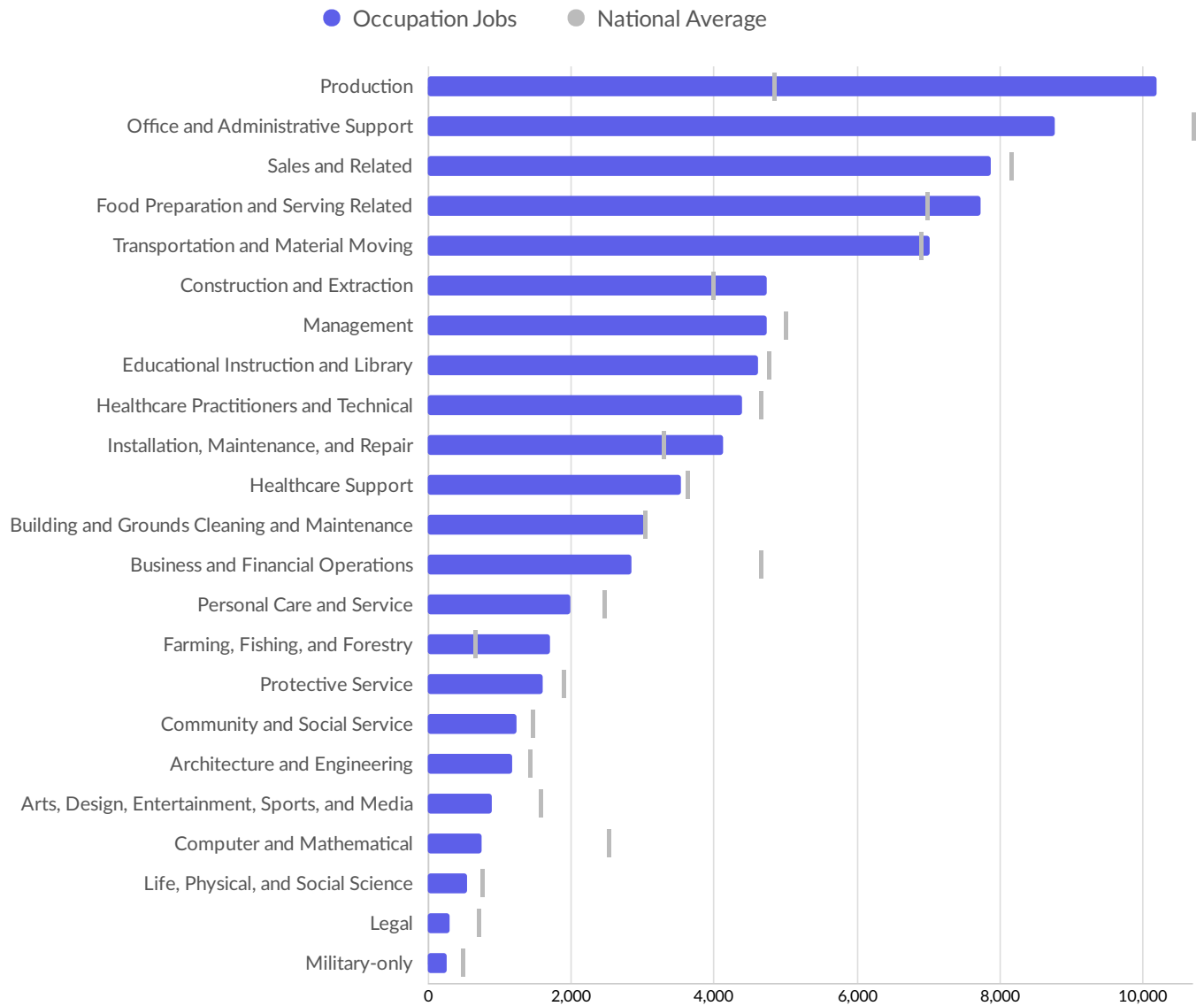


	Percentage	Business Count
1 to 4 employees	36.7%	3,527
5 to 9 employees	27.3%	2,626
10 to 19 employees	21.5%	2,062
20 to 49 employees	11.1%	1,068
50 to 99 employees	2.0%	194
100 to 249 employees	0.9%	89
250 to 499 employees	0.3%	28
500+ employees	0.1%	9

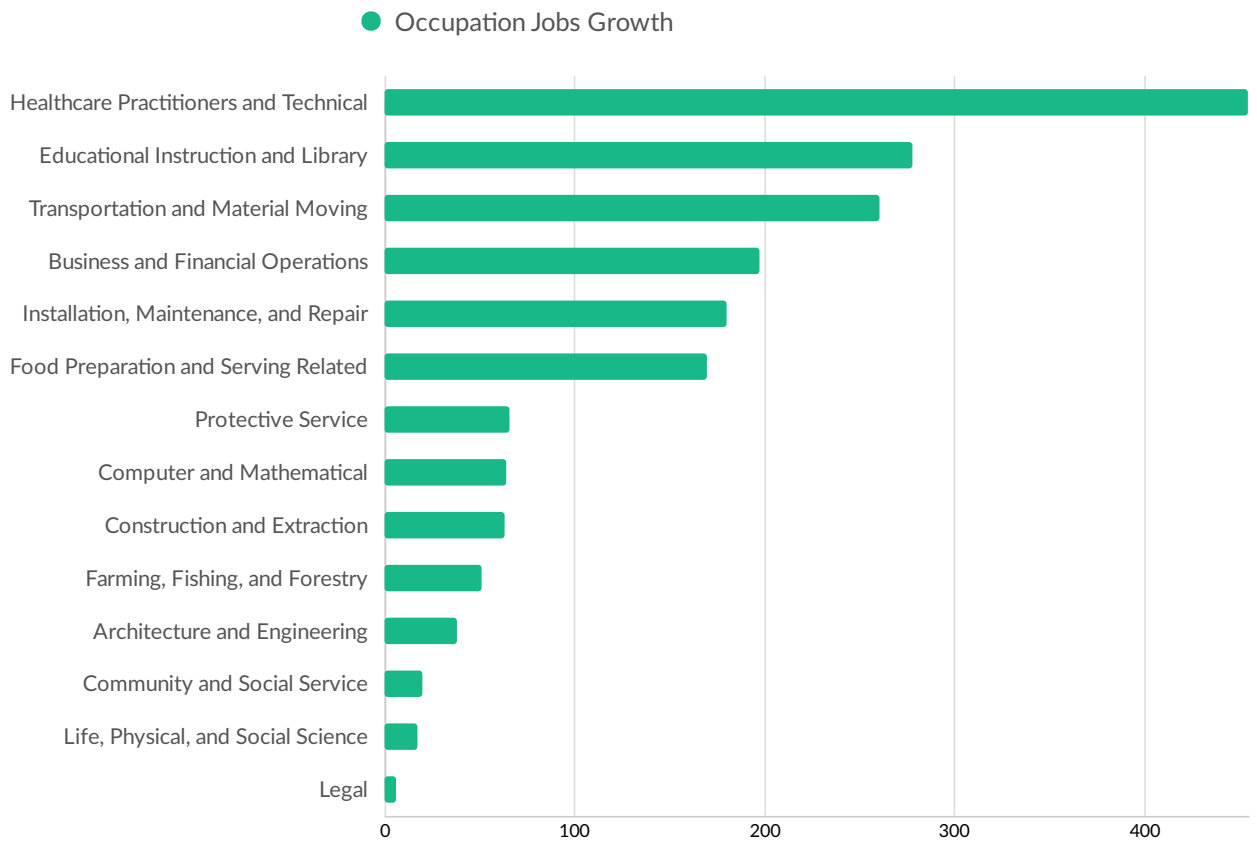
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

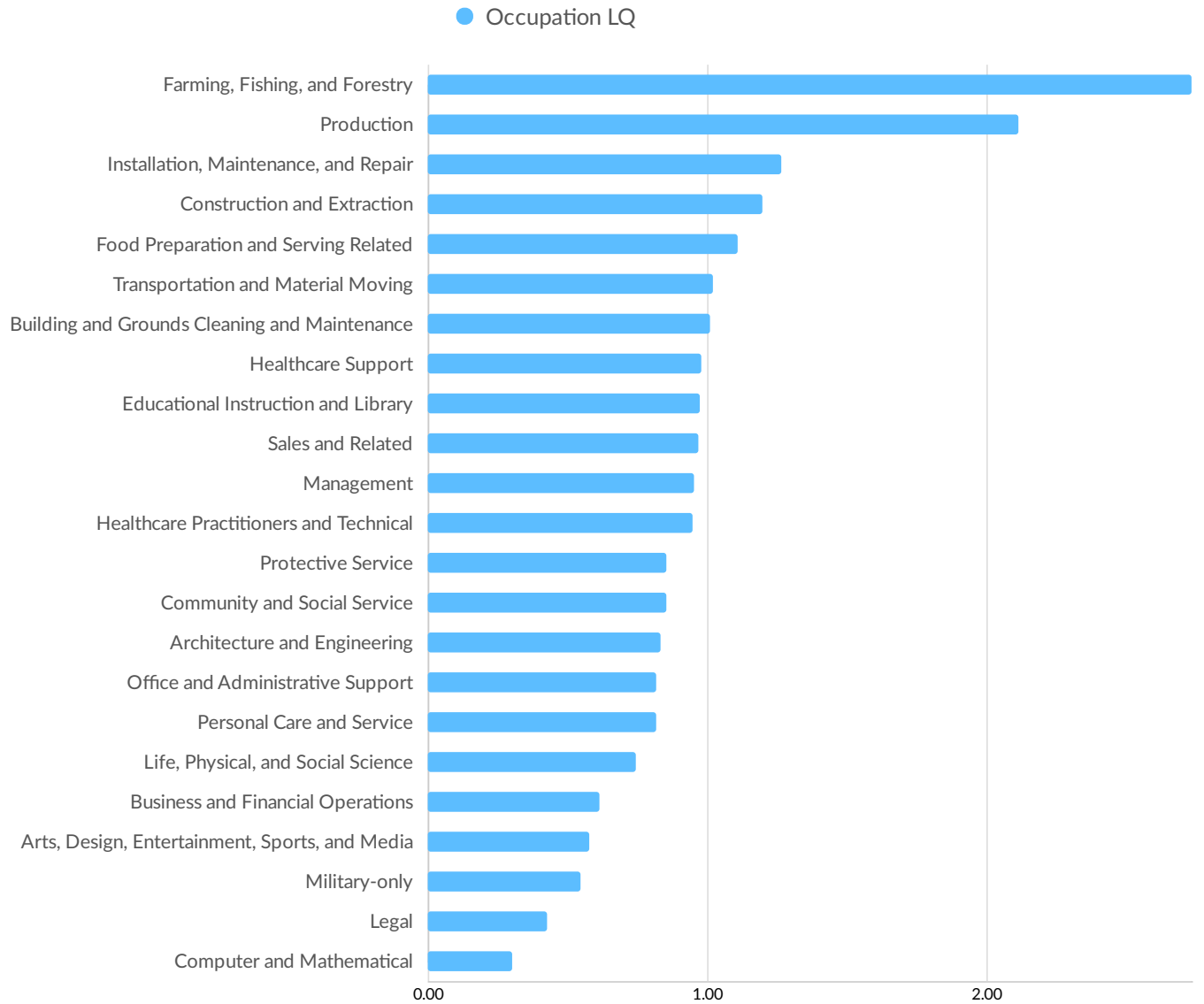
Largest Occupations



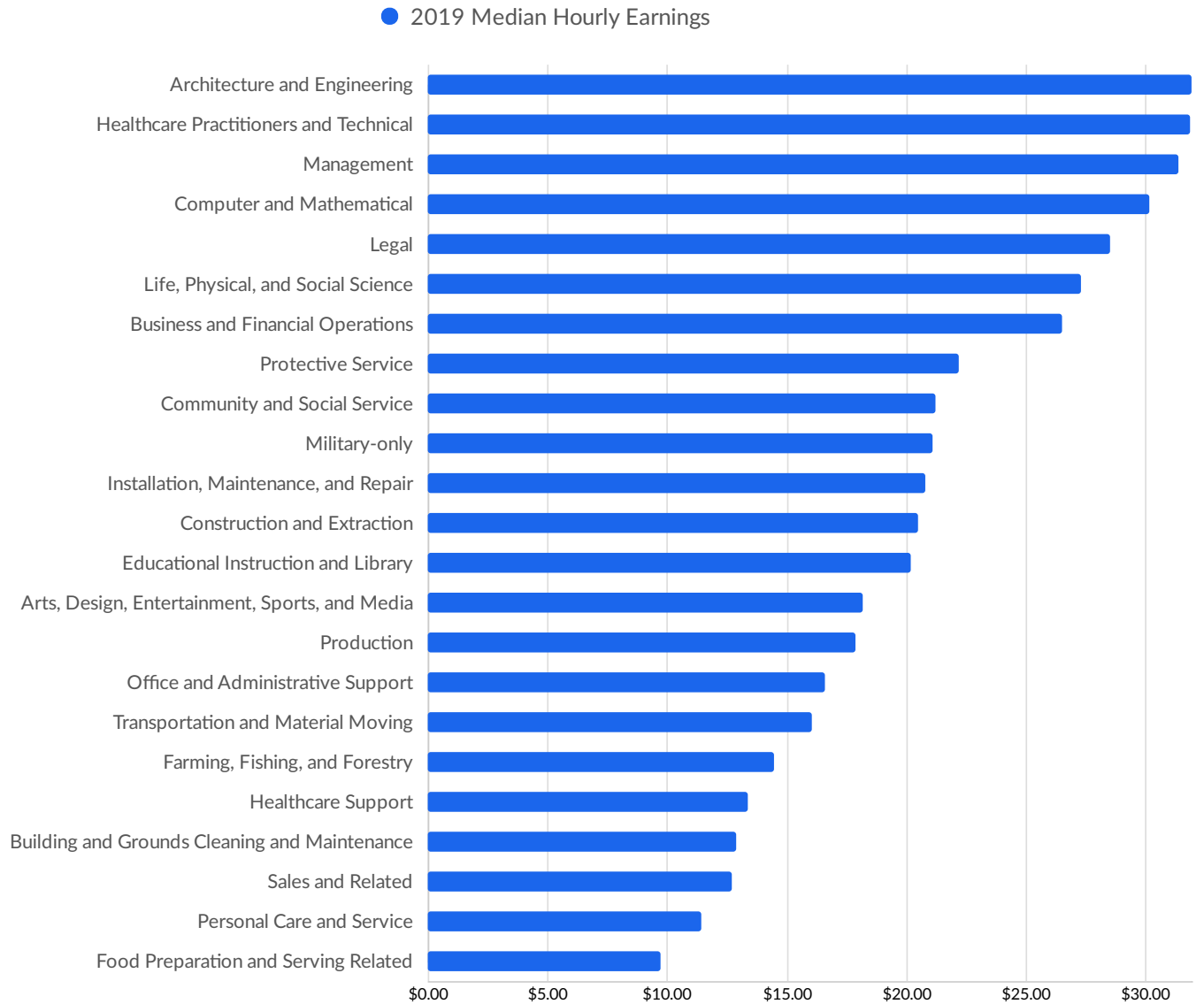
Top Growing Occupations



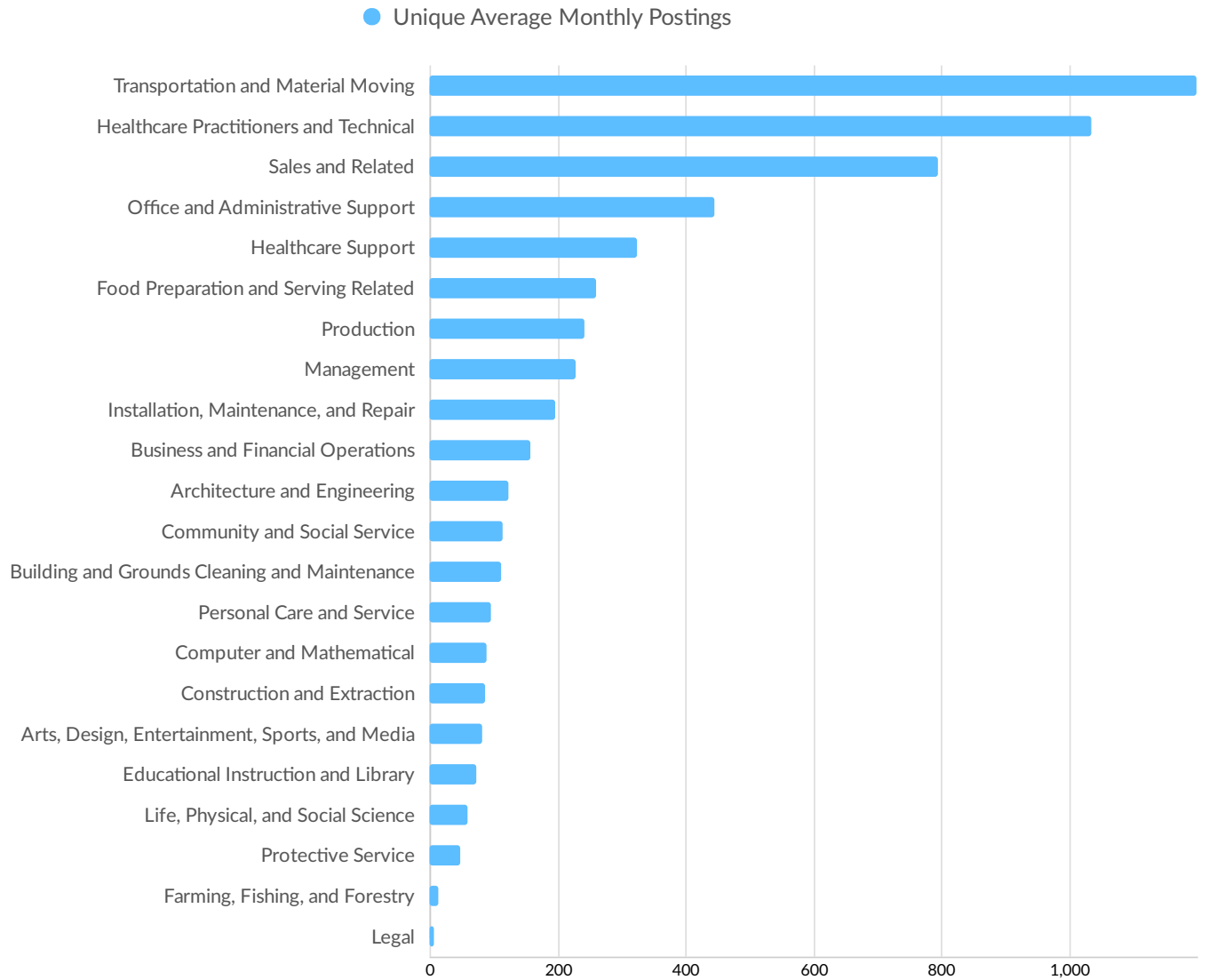
Top Occupation LQ



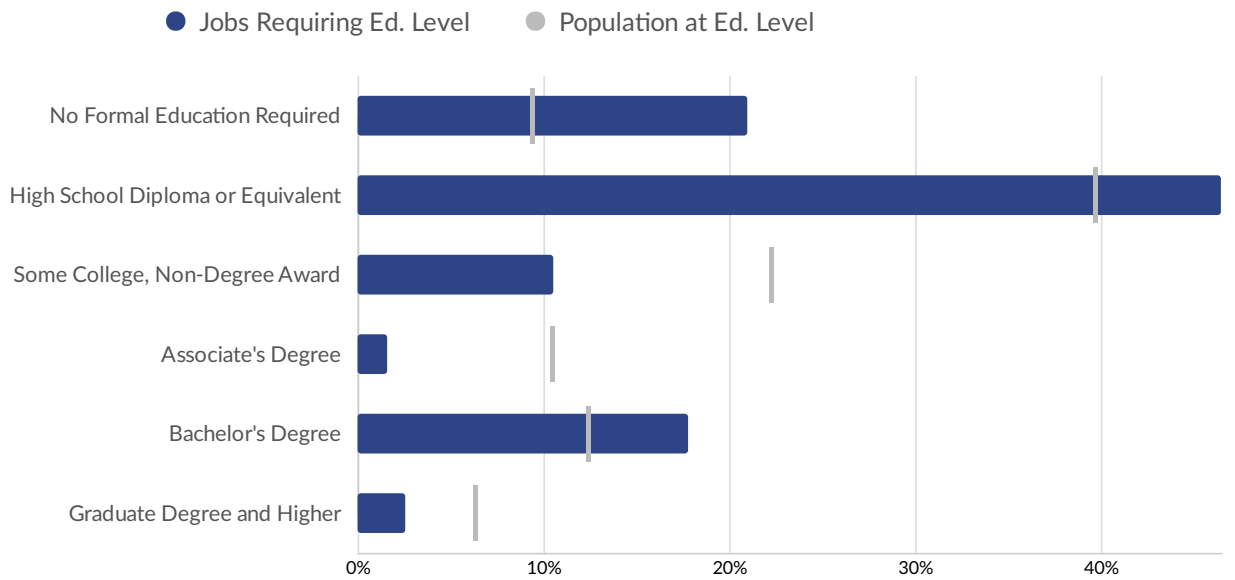
Top Occupation Earnings



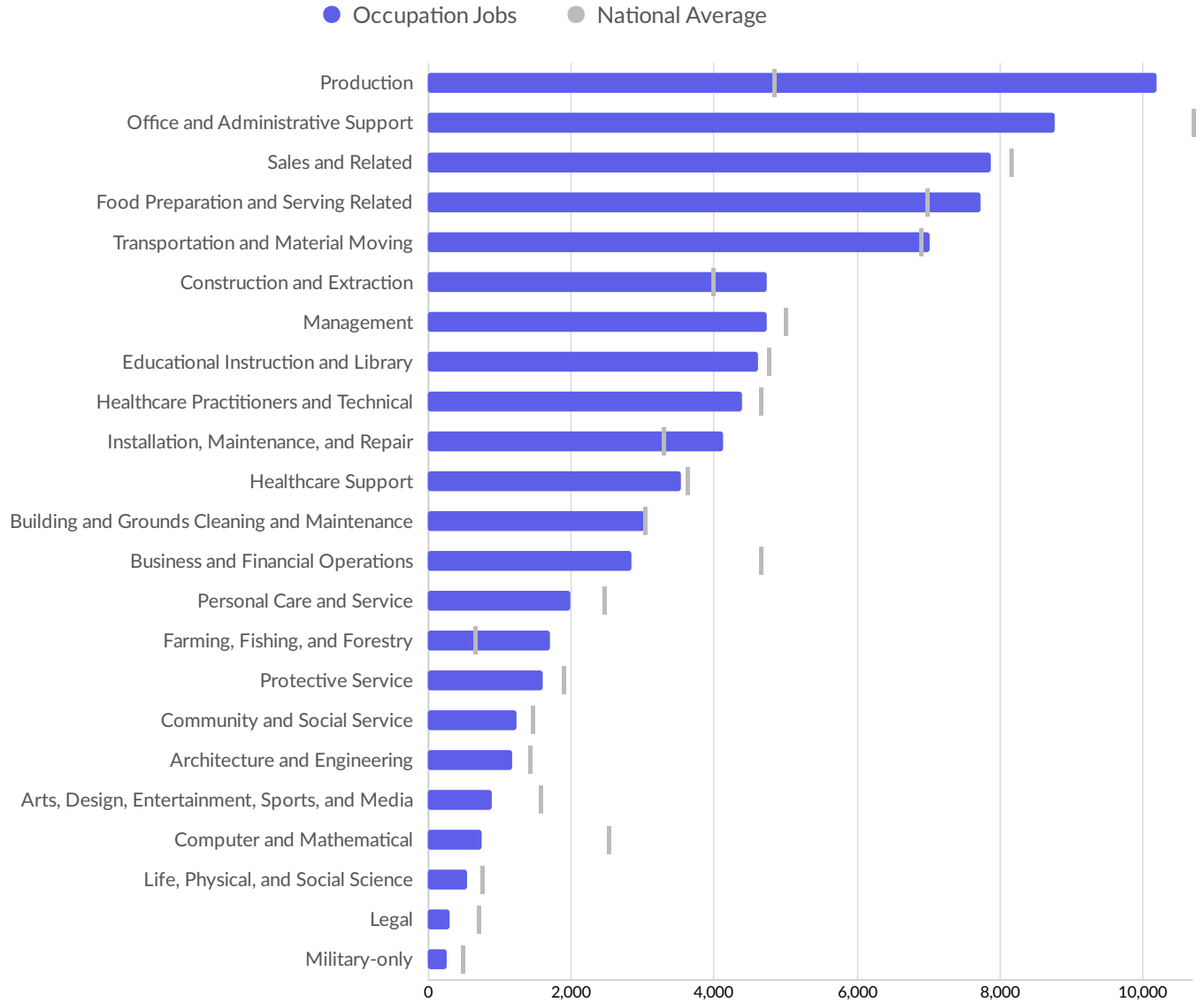
Top Posted Occupations



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

