Grow North

North Central Wisconsin Regional Planning Commission

NCWRPC

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Wausau, Wisconsin 54403

Contents

Report Parameters 1
Economy Overview 2
Unemployment by Demographics 4
Historic & Projected Trends 8
Population Characteristics 12
Inbound and Outbound Migration 14
Industry Characteristics 30
Business Characteristics 36
Workforce Characteristics 38
Educational Pipeline 45
In-Demand Skills 46

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

197,222

Population (2020)

Population **grew by 2,094** over the last 5 years and is projected to **grow by 3,338** over the next 5 years.

81,461

Total Regional Employment

Jobs **decreased by 3,828** over the last 5 years but are projected to **grow by 449** over the next 5 years.

$51.6K

Avg. Earnings Per Job (2020)

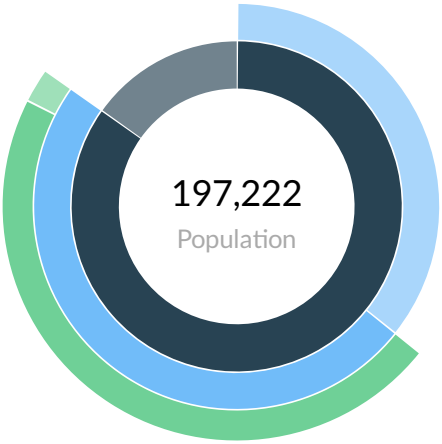
Regional average earnings per job are **$20.4K below** the national average earnings of $72.0K per job.

Takeaways

- As of 2020 the region's population **increased by 1.1%** since 2015, growing by 2,094. Population is expected to **increase by 1.7%** between 2020 and 2025, adding 3,338.
- From 2015 to 2020, jobs **declined by 4.5%** in Grow North from 85,289 to **81,461**. This change **fell short of the national growth rate of 1.3% by 5.8%**. As the number of jobs declined, the **labor force participation rate decreased from 60.3% to 57.9% between 2015 and 2020**.
- Concerning educational attainment, **14.0% of the selected regions' residents possess a Bachelor's Degree** (6.0% below the national average), and **11.4% hold an Associate's Degree** (2.8% 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	197,222	96,816	81,461	100.6	$7.51B	$13.44B	$10.34B
NCWRPC	441,515	220,182	219,922	99.4	$21.89B	$30.67B	$28.81B
Wisconsin	5,848,151	3,038,273	3,074,986	100.0	$331.57B	$322.64B	$342.03B

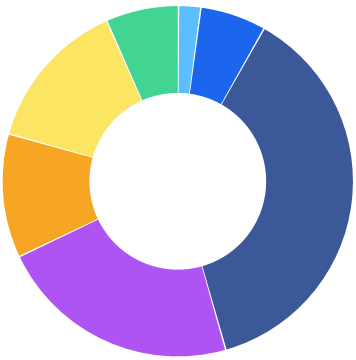
2020 Labor Force Breakdown



	Population
Total Working Age Population	167,157
Not in Labor Force (15+)	70,341
Labor Force	96,816
Employed	92,130
Unemployed	4,686
Under 15	30,064

Educational Attainment

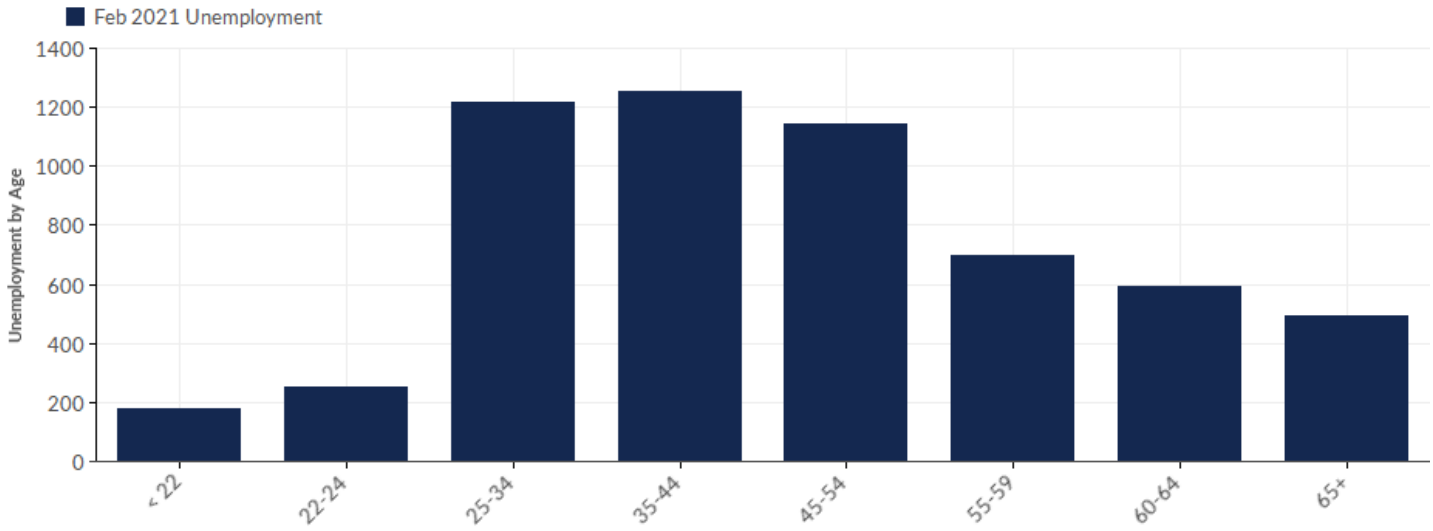
Concerning educational attainment, **14.0% of the selected regions' residents possess a Bachelor's Degree** (6.0% below the national average), and **11.4% hold an Associate's Degree** (2.8% above the national average).



	% of Population	Population
Less Than 9th Grade	2.0%	3,038
9th Grade to 12th Grade	6.1%	9,041
High School Diploma	37.4%	55,599
Some College	22.4%	33,243
Associate's Degree	11.4%	16,984
Bachelor's Degree	14.0%	20,846
Graduate Degree and Higher	6.7%	9,969

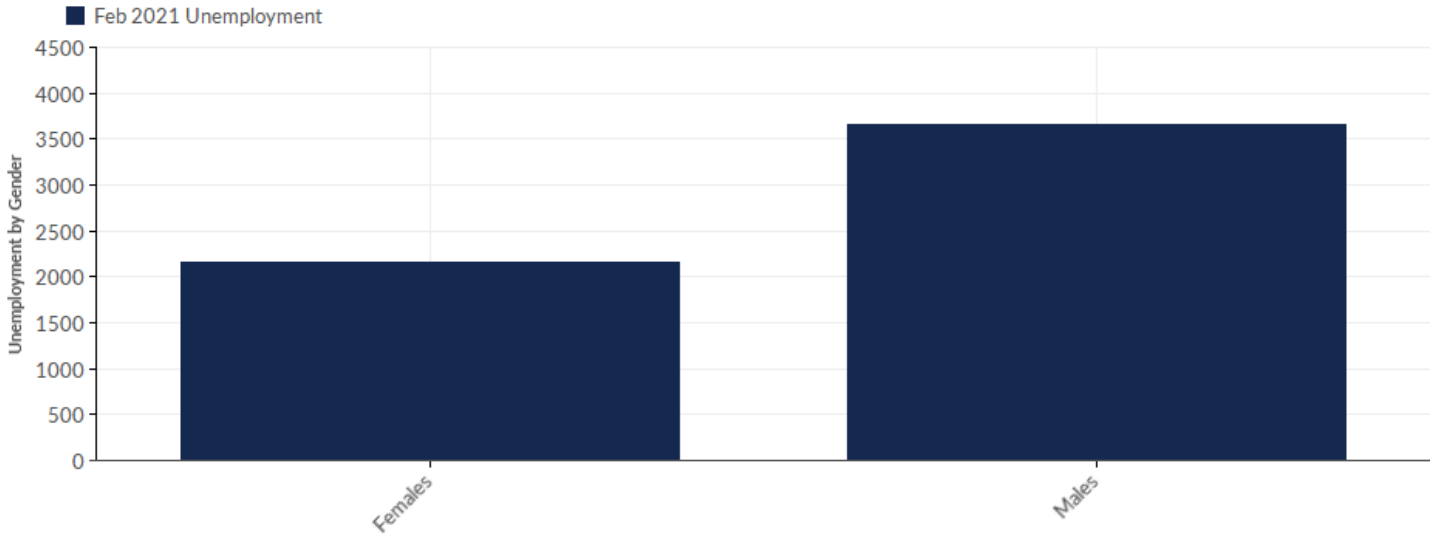
Unemployment by Demographics

Unemployment by Age



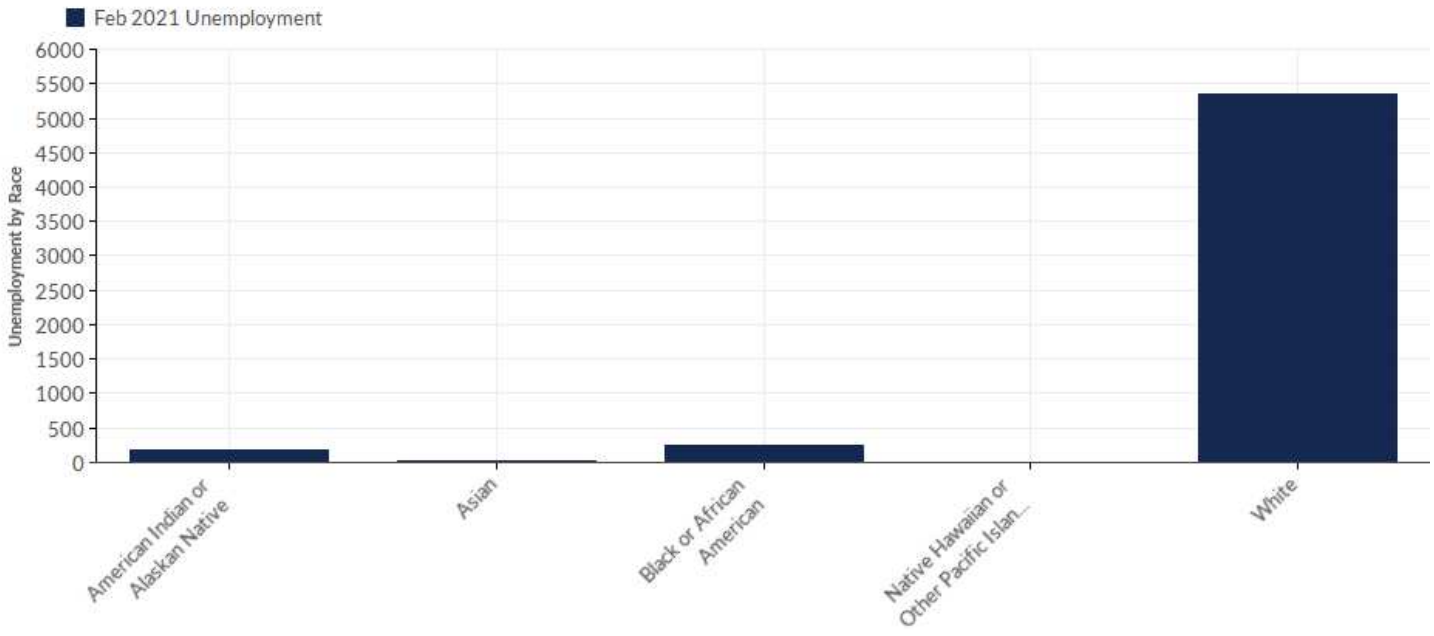
Age	Unemployment (Feb 2021)	% of Age Cohort
< 22	178	3.06%
22-24	254	4.36%
25-34	1,215	20.85%
35-44	1,252	21.49%
45-54	1,141	19.58%
55-59	699	12.00%
60-64	594	10.20%
65+	493	8.46%
Total	5,826	100.00%

Unemployment by Gender



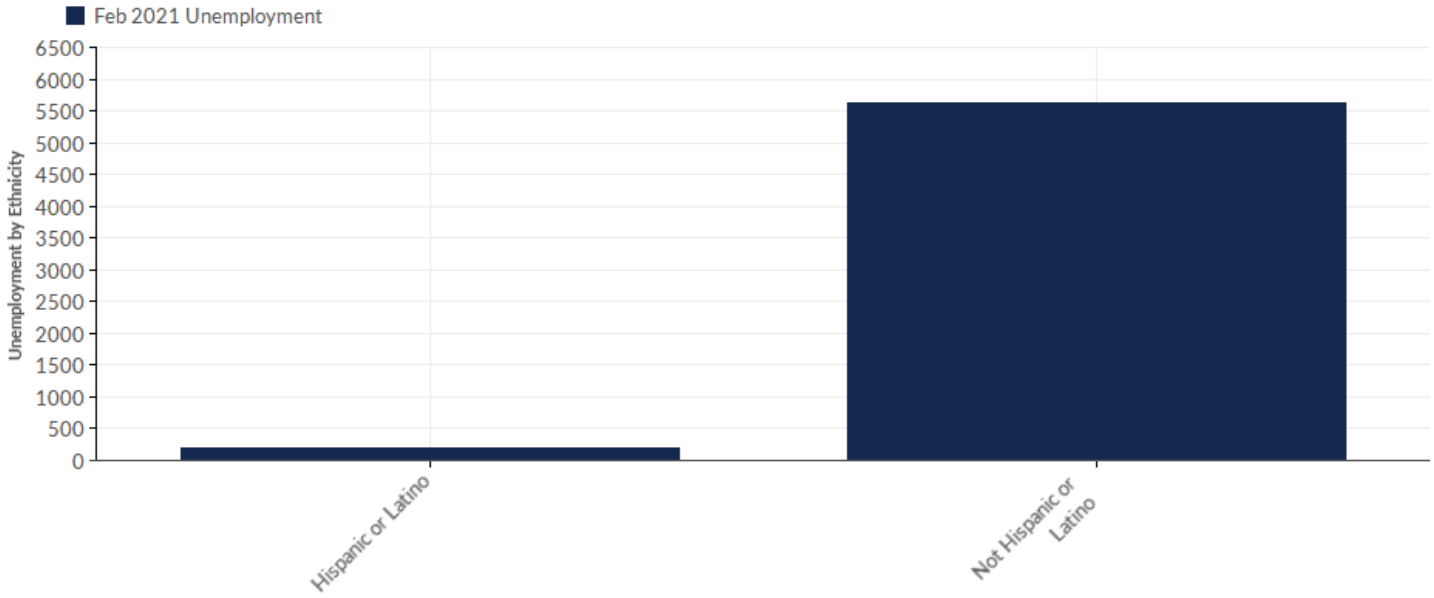
Gender	Unemployment (Feb 2021)	% of Age Cohort
Females	2,165	37.16%
Males	3,661	62.84%
Total	5,826	100.00%

Unemployment by Race



Race	Unemployment (Feb 2021)	% of Age Cohort
American Indian or Alaskan Native	189	3.24%
Asian	33	0.57%
Black or African American	249	4.27%
Native Hawaiian or Other Pacific Islander	9	0.15%
White	5,347	91.78%
Total	5,826	100.00%

Unemployment by Ethnicity

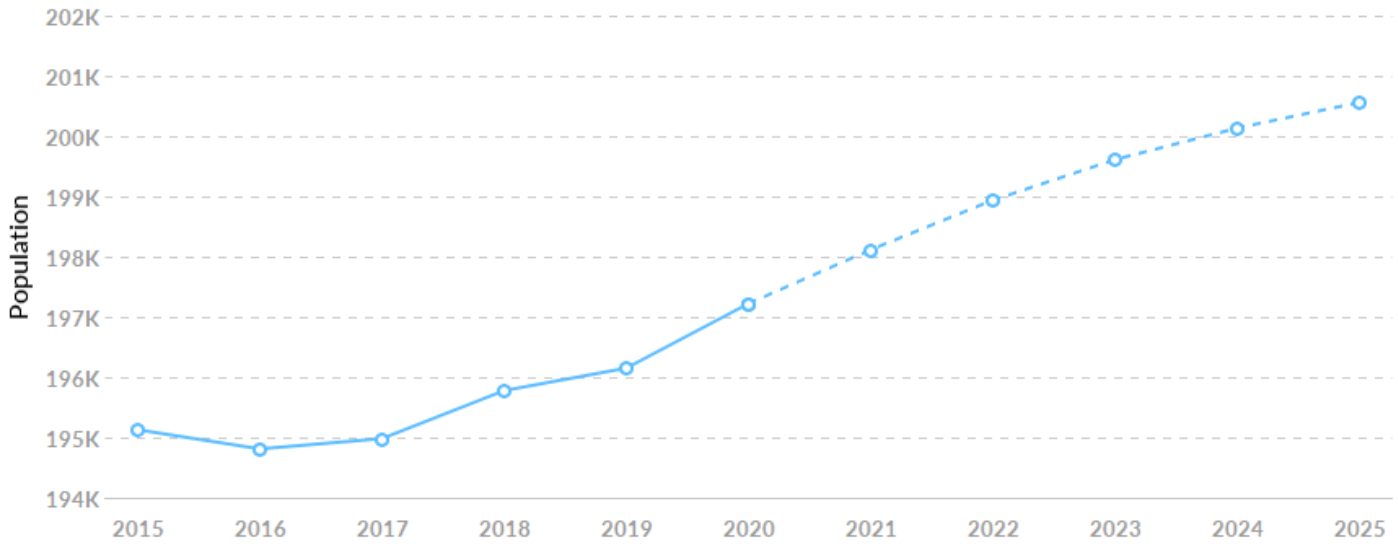


Ethnicity	Unemployment (Feb 2021)	% of Age Cohort
Hispanic or Latino	194	3.33%
Not Hispanic or Latino	5,632	96.67%
Total	5,826	100.00%

Historic & Projected Trends

Population Trends

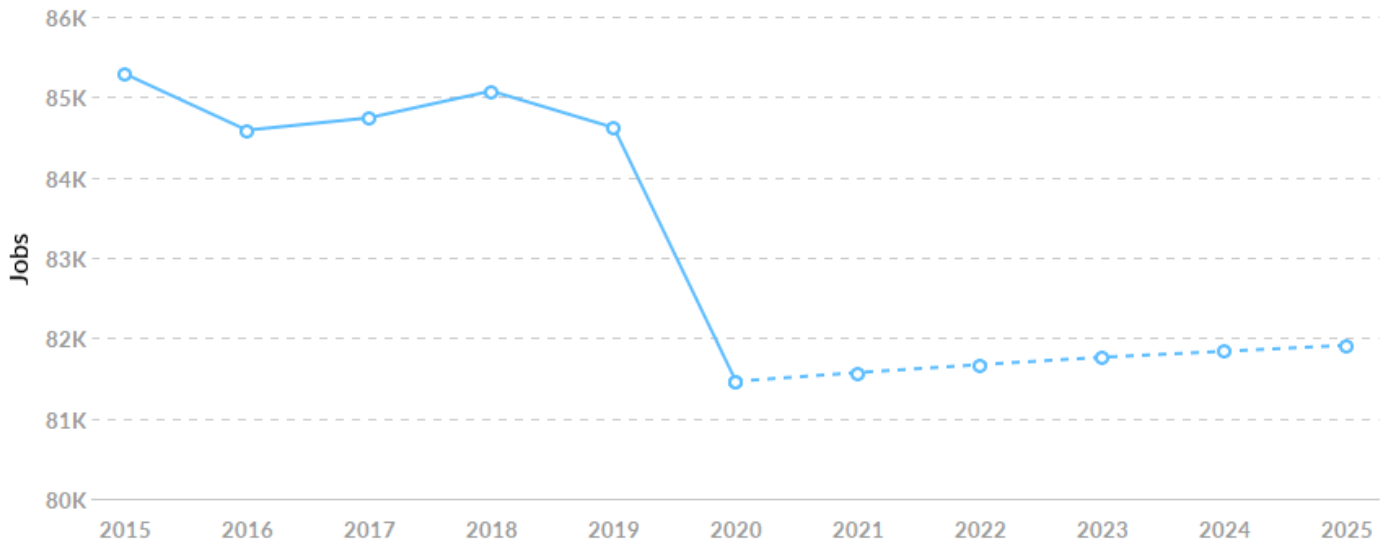
As of 2020 the region's population **increased by 1.1%** since 2015, growing by 2,094. Population is expected to **increase by 1.7%** between 2020 and 2025, adding 3,338.



Timeframe	Population
2015	195,128
2016	194,810
2017	194,981
2018	195,778
2019	196,151
2020	197,222
2021	198,115
2022	198,938
2023	199,611
2024	200,134
2025	200,560

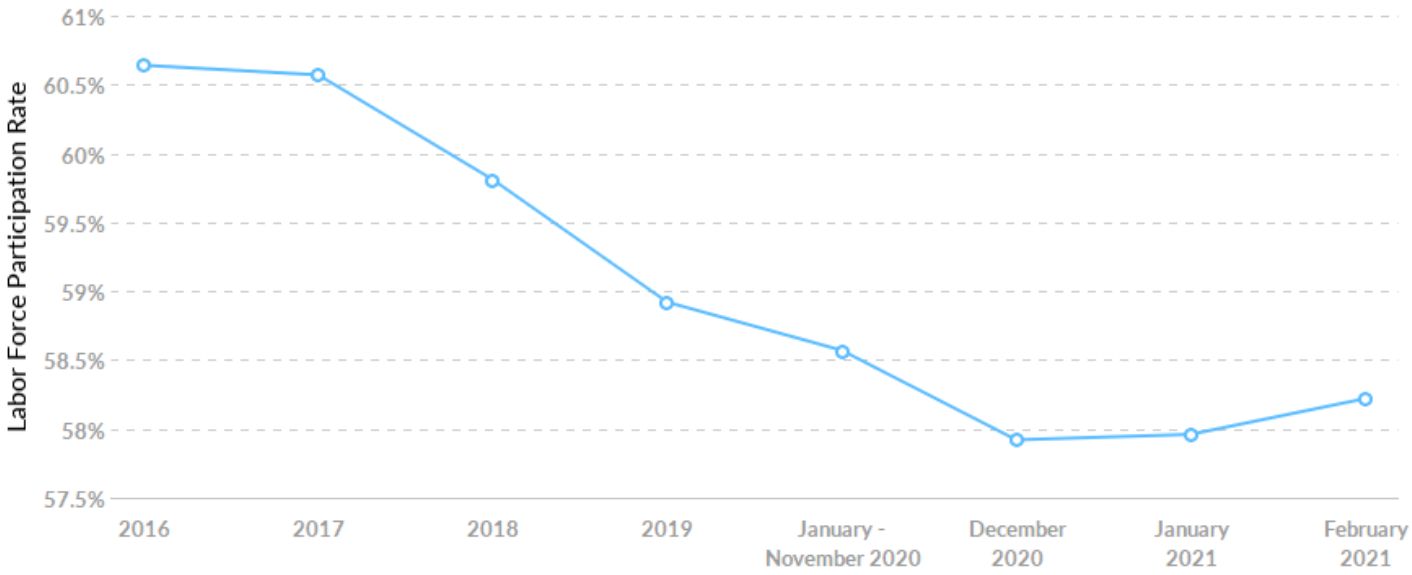
Job Trends

From 2015 to 2020, jobs **declined by 4.5%** in Grow North from 85,289 to **81,461**. This change **fell short of the national growth rate of 1.3% by 5.8%**.



Timeframe	Jobs
2015	85,289
2016	84,587
2017	84,741
2018	85,075
2019	84,620
2020	81,461
2021	81,570
2022	81,669
2023	81,761
2024	81,835
2025	81,910

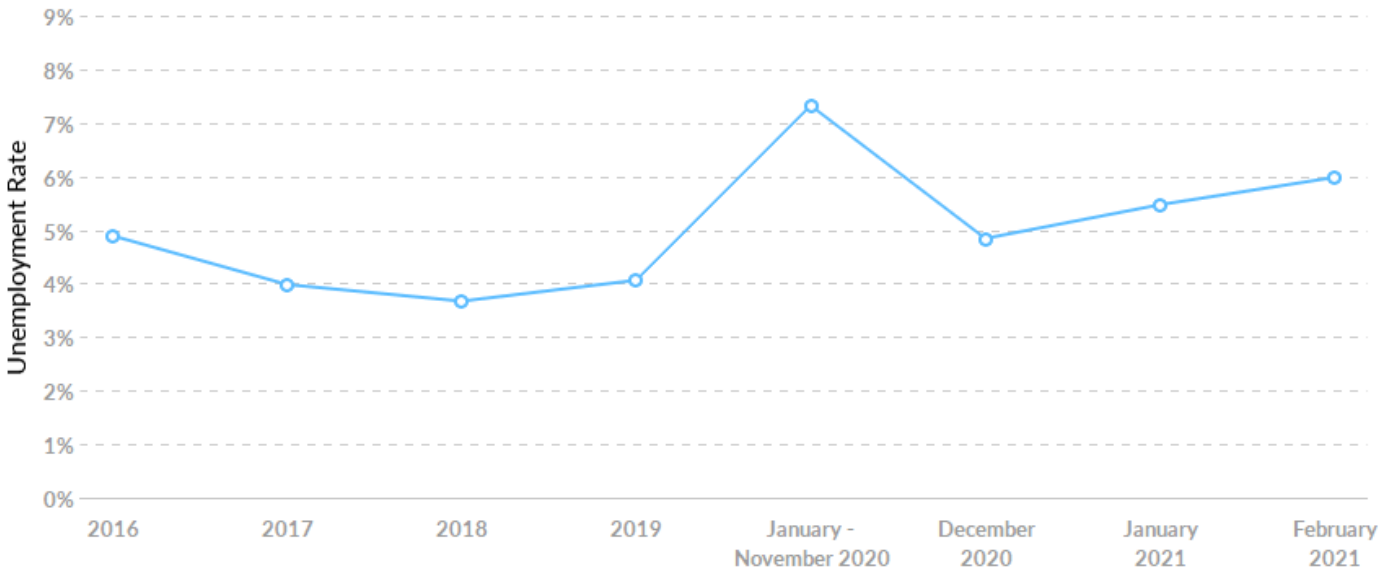
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	60.64%
2017	60.57%
2018	59.81%
2019	58.92%
January - November 2020	58.57%
December 2020	57.92%
January 2021	57.96%
February 2021	58.22%

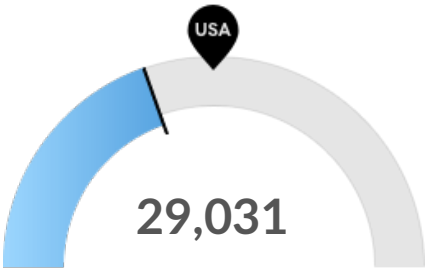
Unemployment Rate Trends

Your areas had a February 2021 unemployment rate of 5.98%, **increasing from 4.89%** 5 years before.



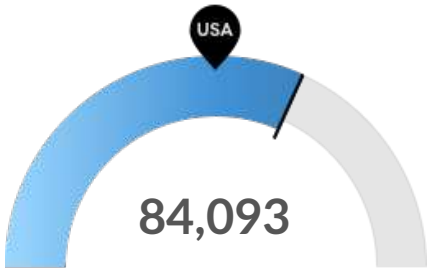
Timeframe	Unemployment Rate
2016	4.89%
2017	3.98%
2018	3.67%
2019	4.06%
January - November 2020	7.32%
December 2020	4.84%
January 2021	5.47%
February 2021	5.98%

Population Characteristics



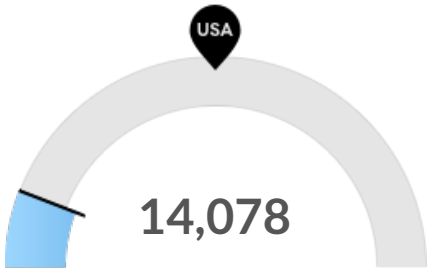
Millennials

Your area has 29,031 millennials (ages 25-39). The national average for an area this size is 40,443.



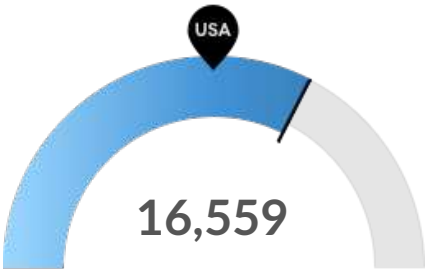
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 57,671 people 55 or older, while there are 84,093 here.



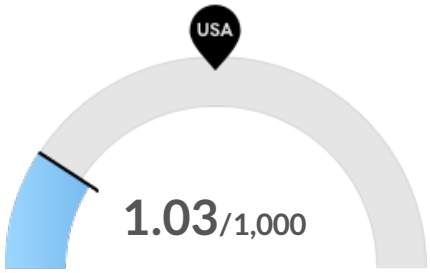
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 78,242 racially diverse people, while there are 14,078 here.



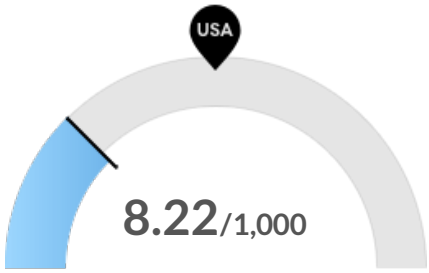
Veterans

Your area has 16,559 veterans. The national average for an area this size is 10,894.



Violent Crime

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

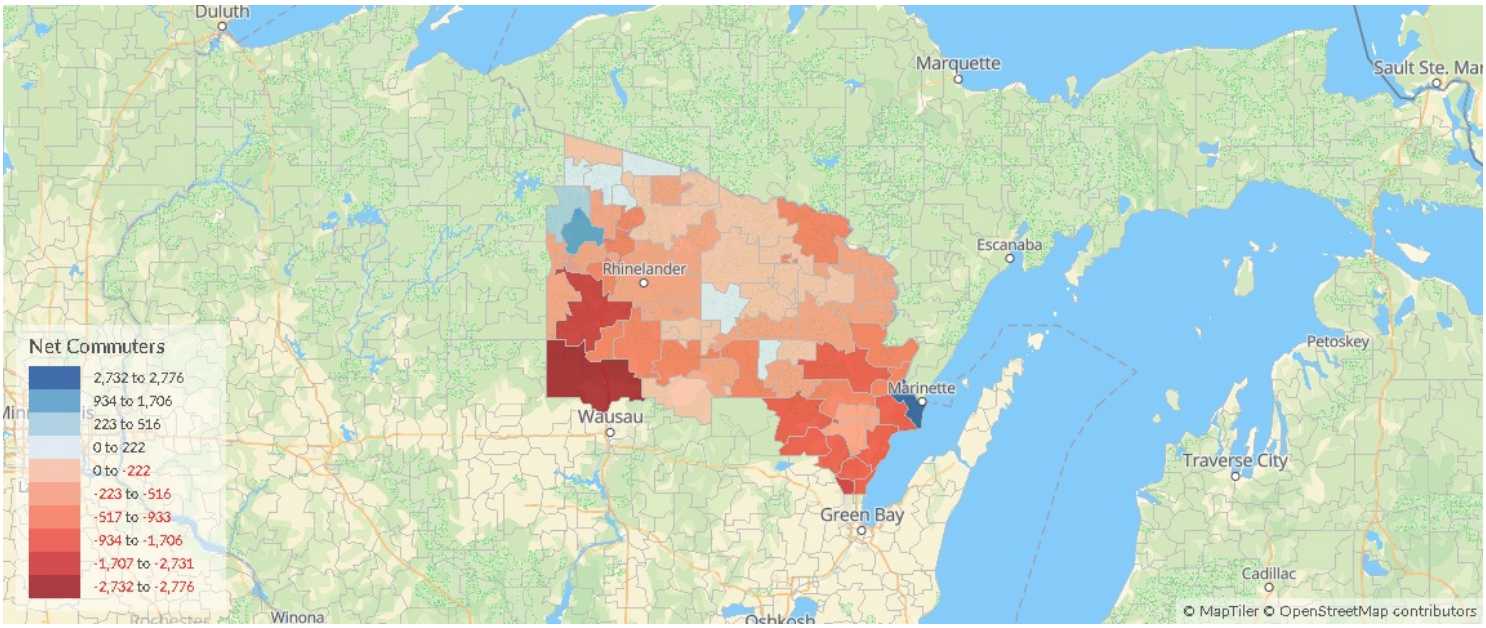


Property Crime

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

ZIP	Name	2020 Employment
54143	Marinette, WI (in Marin...	10,793
54501	Rhinelander, WI (in One...	10,452
54452	Merrill, WI (in Lincoln c...	7,454
54409	Antigo, WI (in Langlade ...	6,673
54521	Eagle River, WI (in Vilas...	4,450

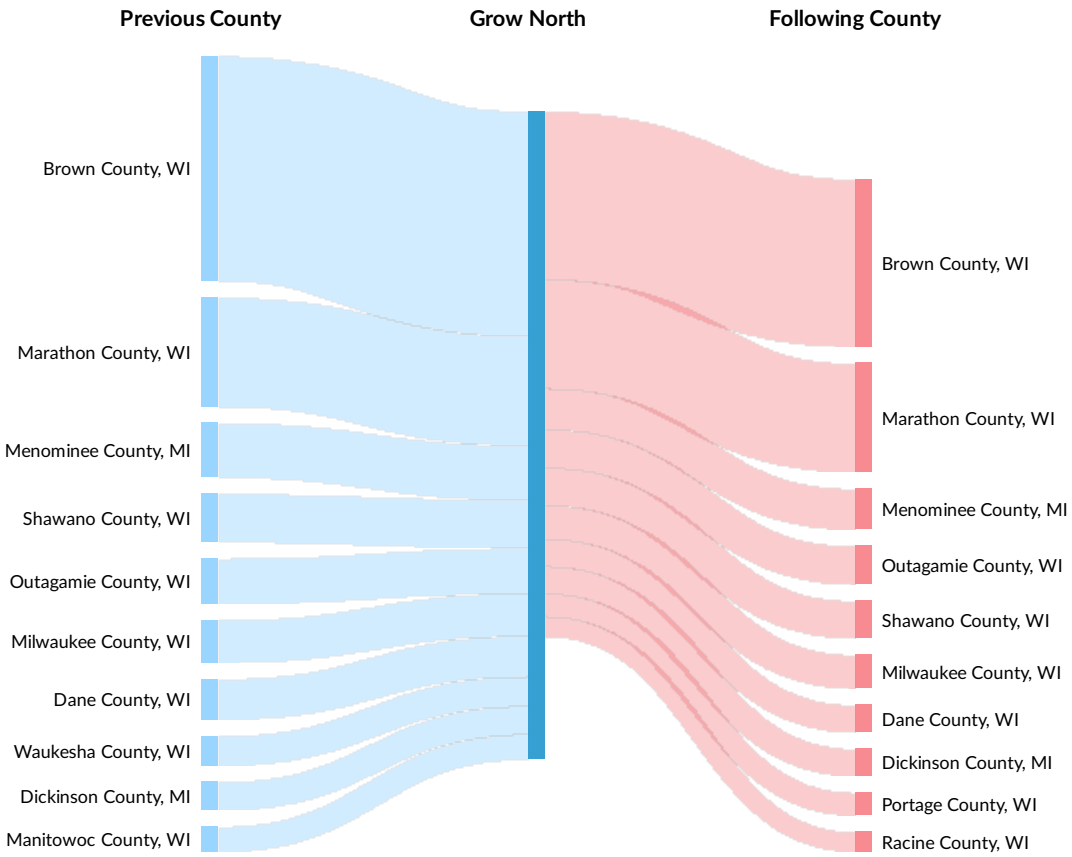
Where Talent Lives

ZIP	Name	2020 Workers
54501	Rhinelander, WI (in One...	10,796
54452	Merrill, WI (in Lincoln c...	10,231
54143	Marinette, WI (in Marin...	8,062
54409	Antigo, WI (in Langlade ...	6,797
54487	Tomahawk, WI (in Linco...	5,375

Inbound and Outbound Migration

The table below analyzes past and current residents of Grow North. The left column shows residents of other counties migrating to Grow North. The right column shows residents migrating from Grow North to other counties.

As of 2018, 1,179 people have migrated from Brown County, WI to Grow North. In the same year, 880 people left Grow North migrating to Brown County, WI. The total Net Migration for Grow North in 2018 was 609.



Top Previous Counties	Migrations
Brown County, WI	1,179
Marathon County, WI	572
Menominee County, MI	285
Shawano County, WI	253
Outagamie County, WI	237
Milwaukee County, WI	223

Top Previous Counties	Migrations
Dane County, WI	213
Waukesha County, WI	155
Dickinson County, MI	148
Manitowoc County, WI	132
Cook County, IL	113
Livingston County, MI	93
Winnebago County, WI	84
Portage County, WI	82
Los Angeles County, CA	80
Eau Claire County, WI	75
Hennepin County, MN	74
Harrison County, MS	71
Maricopa County, AZ	69
Columbia County, WI	69
Bingham County, ID	63
Jefferson County, WI	58
Wood County, WI	53
Taylor County, WI	53
Delta County, MI	52
Orange County, CA	50
Washington County, WI	48
Bexar County, TX	44
Rock County, WI	41
Marquette County, MI	41
Waupaca County, WI	40
San Diego County, CA	39

Top Previous Counties	Migrations
Calumet County, WI	38
Daviess County, IN	38
Fremont County, WY	37
Onslow County, NC	35
Monroe County, WI	35
Dodge County, WI	34
Gogebic County, MI	33
Houghton County, MI	30
Sauk County, WI	29
Fond du Lac County, WI	28
Lee County, FL	28
Jackson County, GA	28
Walworth County, WI	28
Price County, WI	27
Marquette County, WI	26
Racine County, WI	25
La Crosse County, WI	25
Denton County, TX	24
Lake County, FL	24
Allen County, IN	23
Dunn County, WI	23
Sheboygan County, WI	23
Kewaunee County, WI	23
Olmsted County, MN	22
McHenry County, IL	20
Northampton County, PA	20

Top Previous Counties	Migrations
Lewis and Clark County, MT	20
Ventura County, CA	19
Waushara County, WI	18
Hughes County, SD	18
Kent County, MI	18
Ozaukee County, WI	18
Barron County, WI	18
Floyd County, KY	18
Douglas County, WI	17
Pima County, AZ	17
Green Lake County, WI	17
Williams County, ND	16
Polk County, FL	16
El Paso County, CO	16
Anoka County, MN	14
Iron County, MI	14
Grant County, WI	14
Logan County, CO	14
Burleigh County, ND	13
Iron County, WI	13
Juneau County, WI	13
Lake County, IN	13
Yuma County, AZ	13
Shelby County, TN	12
Knox County, ME	12
Indian River County, FL	11

Top Previous Counties	Migrations
Rusk County, WI	11
Benton County, AR	11
Kanabec County, MN	11
Dallas County, TX	10
Kane County, IL	10
Sumter County, FL	10
Door County, WI	10
Pine County, MN	10
Lancaster County, PA	10
Ogle County, IL	9
Lawrence County, TN	9
Dakota County, MN	9
Shelby County, IN	9
Pierce County, WI	9
Ashland County, WI	9
Washburn County, WI	9
Suffolk County, MA	8
Duval County, FL	8
Ontonagon County, MI	8
Manistee County, MI	8
Chippewa County, WI	8
Woodford County, IL	8
Mohave County, AZ	8
Burnett County, WI	8
Richland County, WI	7
Dodge County, MN	7

Top Previous Counties	Migrations
DuPage County, IL	7
Clark County, WA	7
Cass County, ND	7
Frederick County, MD	7
Scotts Bluff County, NE	7
Washington County, MN	7
St. Joseph County, IN	7
Dubuque County, IA	7
Macomb County, MI	7
Pasco County, FL	7
Marion County, IN	6
Greene County, OH	6
Grayson County, KY	5
Union County, OH	5
Clark County, WI	5
Oakland County, MI	5
Kenai Peninsula Borough County, AK	5
Wichita County, TX	5
Fremont County, CO	5
Green County, WI	5
Meeker County, MN	5
Goodhue County, MN	5
Laurens County, GA	5
Jackson County, WI	4
Essex County, MA	4
Morton County, ND	4

Top Previous Counties	Migrations
Ramsey County, MN	4
San Juan County, NM	4
Sawyer County, WI	4
St. Johns County, FL	4
Alexandria City County, VA	4
Nueces County, TX	3
Crawford County, WI	3
St. Louis County, MN	3
Las Animas County, CO	3
Washtenaw County, MI	3
Rice County, MN	3
Kenosha County, WI	3
Polk County, WI	3
Fayette County, KY	2
Clearwater County, MN	2
Marshall County, MN	2
Miami County, OH	2
Vernon Parish, LA	2
Platte County, MO	2
Pepin County, WI	2
Missaukee County, MI	2
Beauregard Parish, LA	2
Goshen County, WY	2
Oceana County, MI	1
Emmet County, MI	1
Trempealeau County, WI	1

Top Previous Counties	Migrations
Isabella County, MI	1
Muscogee County, GA	1
Anderson County, KY	0
Schuyler County, IL	0
Mecklenburg County, VA	0

Top Following Counties	Migrations
Brown County, WI	880
Marathon County, WI	571
Menominee County, MI	215
Outagamie County, WI	201
Shawano County, WI	196
Milwaukee County, WI	177
Dane County, WI	143
Dickinson County, MI	143
Portage County, WI	120
Racine County, WI	105
Cook County, IL	98
Manitowoc County, WI	85
Waukesha County, WI	84
Winnebago County, WI	83
Fond du Lac County, WI	62
McHenry County, IL	58
Kenosha County, WI	55
DuPage County, IL	54
Spotsylvania County, VA	53
Yolo County, CA	52

Top Following Counties	Migrations
Kane County, IL	48
Wood County, WI	46
Missoula County, MT	43
Wexford County, MI	40
Price County, WI	38
Marquette County, WI	37
Howard County, MD	35
Sumter County, FL	35
Waupaca County, WI	34
Iron County, MI	32
Spokane County, WA	32
San Diego County, CA	32
Walworth County, WI	31
Tazewell County, IL	30
Calumet County, WI	30
Iron County, WI	29
Columbia County, WI	29
Sheboygan County, WI	28
Los Angeles County, CA	27
Eau Claire County, WI	27
Washington County, MN	27
Wayne County, MI	27
Jefferson County, WI	27
La Crosse County, WI	27
Pima County, AZ	26
Kankakee County, IL	26

Top Following Counties	Migrations
Jackson County, OR	25
Marquette County, MI	25
Sumner County, TN	25
Jefferson County, KY	25
La Salle County, IL	24
Washington County, WI	24
Ramsey County, MN	23
Hillsborough County, FL	23
Clark County, NV	23
Rock County, WI	23
Lake County, IL	22
Dunn County, WI	22
Jasper County, SC	22
Kent County, DE	21
Barron County, WI	21
Crawford County, WI	21
Clearwater County, MN	20
Lake County, FL	20
Adams County, WI	19
Gogebic County, MI	19
Will County, IL	19
Fulton County, GA	19
Chippewa County, WI	18
Polk County, IA	18
Monroe County, WI	18
Jessamine County, KY	18

Top Following Counties	Migrations
Nassau County, FL	18
Polk County, WI	17
Alexandria City County, VA	17
Sawyer County, WI	17
Osage County, OK	17
Clark County, WI	17
Ashland County, WI	16
Trempealeau County, WI	16
Calhoun County, FL	16
Sauk County, WI	15
Dodge County, WI	15
Fairbanks North Star Borough County, AK	15
Door County, WI	14
Denton County, TX	14
Bradford County, FL	14
Polk County, TX	14
Maricopa County, AZ	13
Lenawee County, MI	13
Juneau County, WI	13
Manatee County, FL	13
Duval County, FL	13
Miami-Dade County, FL	13
Sonoma County, CA	12
Douglas County, NE	12
Warren County, IA	12
Montgomery County, IL	12

Top Following Counties	Migrations
Bethel Census Area County, AK	12
Charlotte County, FL	12
Cameron County, TX	12
Santa Fe County, NM	11
Russell County, AL	11
Lonoke County, AR	11
Lafayette County, WI	11
Houghton County, MI	11
Twin Falls County, ID	11
Lake County, IN	10
Jackson County, WI	10
Cleburne County, AL	10
Trimble County, KY	10
Cuyahoga County, OH	10
DeKalb County, IL	10
Beltrami County, MN	9
Walker County, GA	9
Prince George's County, MD	9
Benton County, AR	9
Delaware County, OH	9
Ozaukee County, WI	9
Minnehaha County, SD	9
Fauquier County, VA	8
Washburn County, WI	8
Marion County, FL	8
San Bernardino County, CA	8

Top Following Counties	Migrations
Broomfield County, CO	8
Winnebago County, IL	7
Polk County, FL	7
Scott County, MN	7
Marion County, TN	7
Green Lake County, WI	7
Cannon County, TN	7
Polk County, OR	7
Menominee County, WI	7
Bexar County, TX	6
Contra Costa County, CA	6
Olmsted County, MN	6
Pierce County, WI	6
El Paso County, CO	6
Sevier County, TN	6
Oklahoma County, OK	6
Osceola County, MI	6
Iowa County, WI	5
Delta County, MI	5
Montgomery County, OH	5
Dakota County, MN	5
San Mateo County, CA	5
Nevada County, CA	5
Kewaunee County, WI	5
Cochise County, AZ	5
Ogle County, IL	5

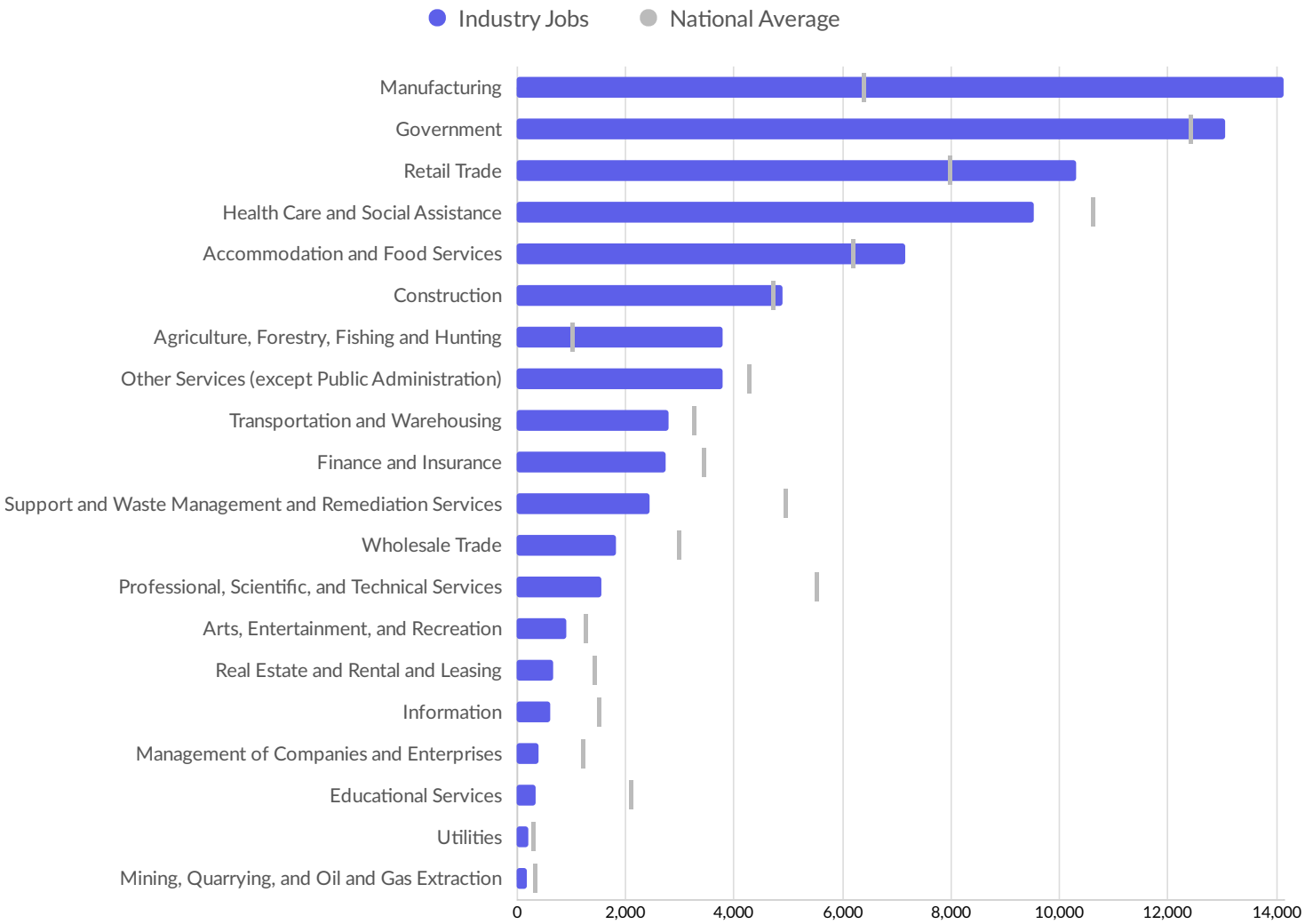
Top Following Counties	Migrations
Grant County, WI	5
Dallas County, TX	5
Shelby County, TN	5
Washtenaw County, MI	4
Green County, WI	4
Anoka County, MN	4
Livingston County, MI	4
Burnett County, WI	4
Gallatin County, MT	4
Hennepin County, MN	4
Grand Forks County, ND	4
Kittitas County, WA	4
Callaway County, MO	4
Jackson County, MI	4
Liberty County, GA	4
Mille Lacs County, MN	3
Kendall County, IL	3
Adams County, CO	3
Park County, CO	3
Clay County, IL	3
Douglas County, WI	3
Freeborn County, MN	3
Baltimore City County, MD	3
Cobb County, GA	3
Rock Island County, IL	3
Fulton County, IL	3

Top Following Counties	Migrations
Bartow County, GA	3
Alpena County, MI	3
Hamilton County, OH	3
Taylor County, WI	3
Denver County, CO	2
San Luis Obispo County, CA	2
Ashland County, OH	2
Anne Arundel County, MD	2
Ventura County, CA	2
Fresno County, CA	2
Ottawa County, MI	2
Butler County, KS	2
Burleigh County, ND	2
Pulaski County, IN	1
Hendricks County, IN	1
Multnomah County, OR	1
Lane County, OR	1
Waushara County, WI	1
Chippewa County, MI	1
Cheboygan County, MI	1
Larimer County, CO	1
Klamath County, OR	1
Benton County, MO	1
Howell County, MO	1
Porter County, IN	1
Marion County, IA	1

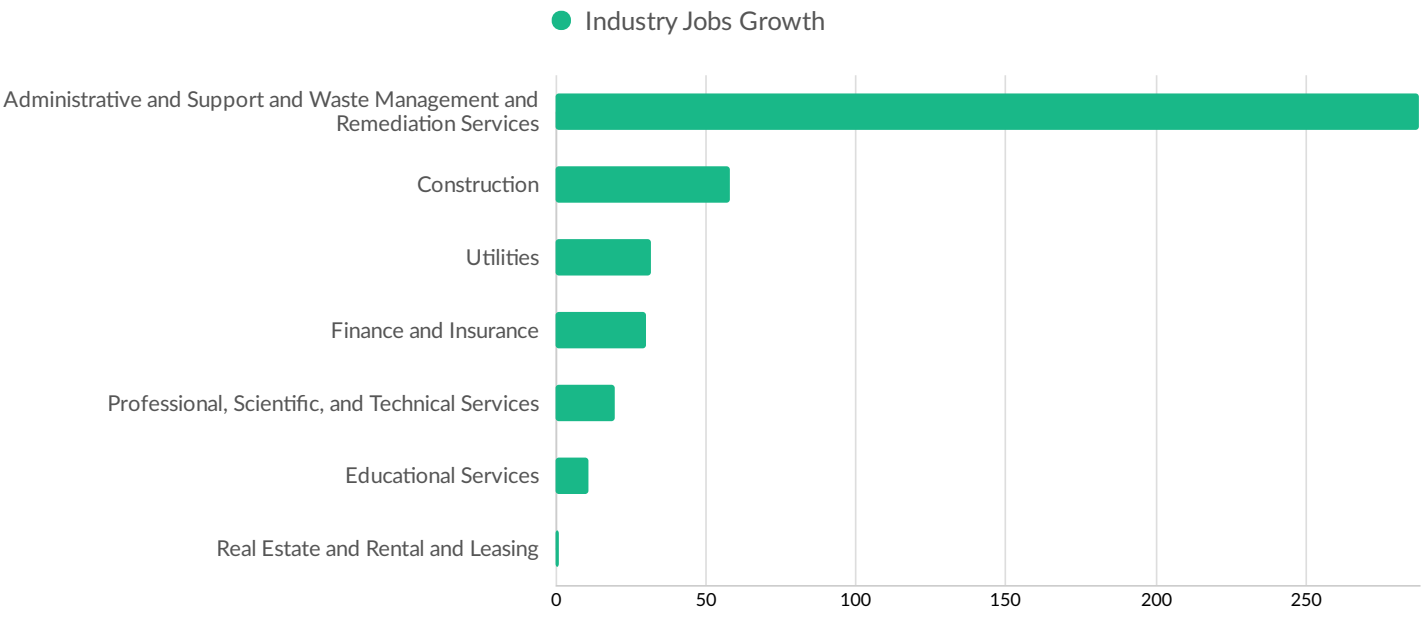
Top Following Counties	Migrations
Butler County, OH	1
Johnson County, IA	1
Rusk County, WI	1
Itasca County, MN	1
Baraga County, MI	1
Goodhue County, MN	1
Bayfield County, WI	1
Whiteside County, IL	0

Industry Characteristics

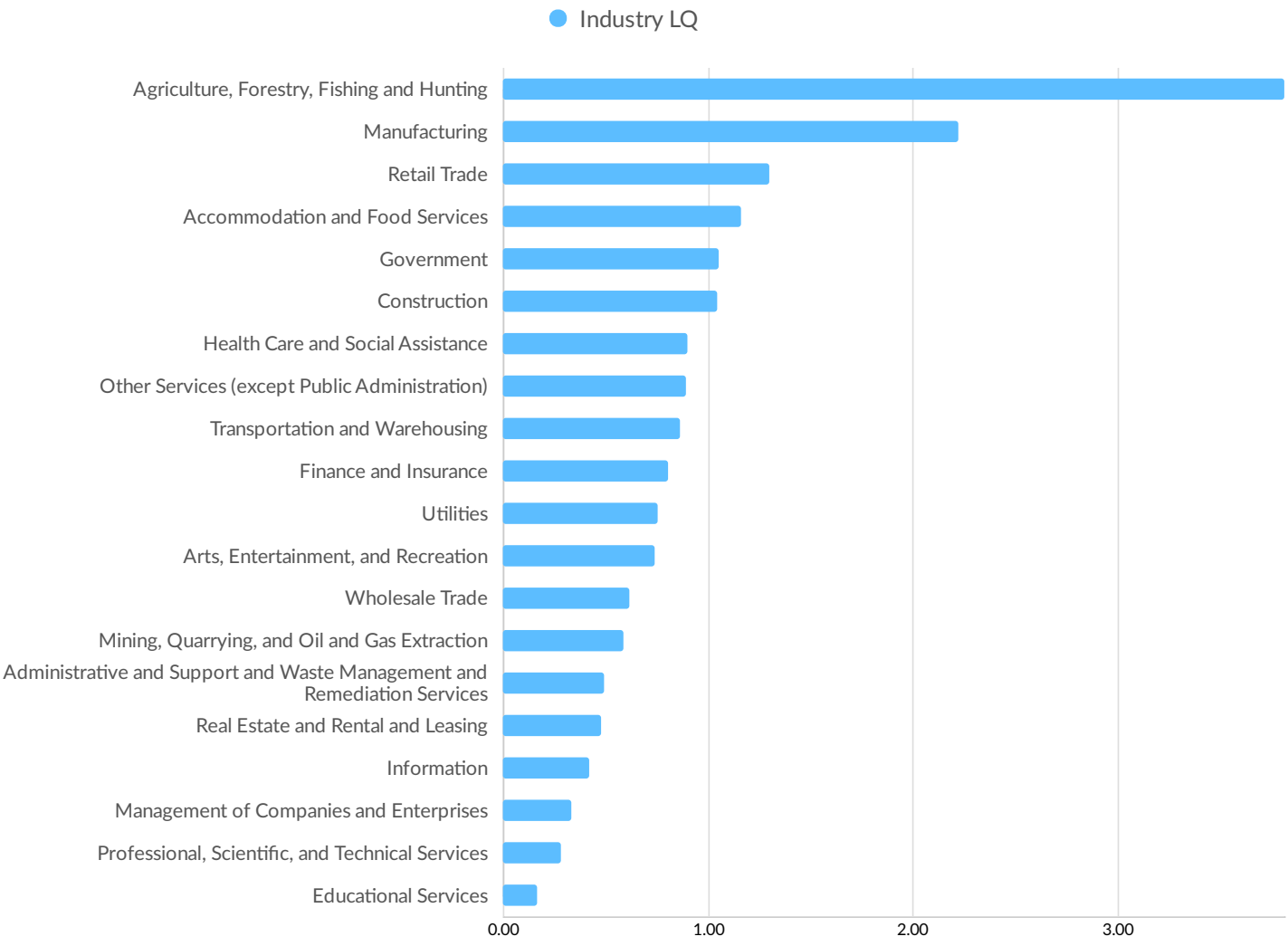
Largest Industries



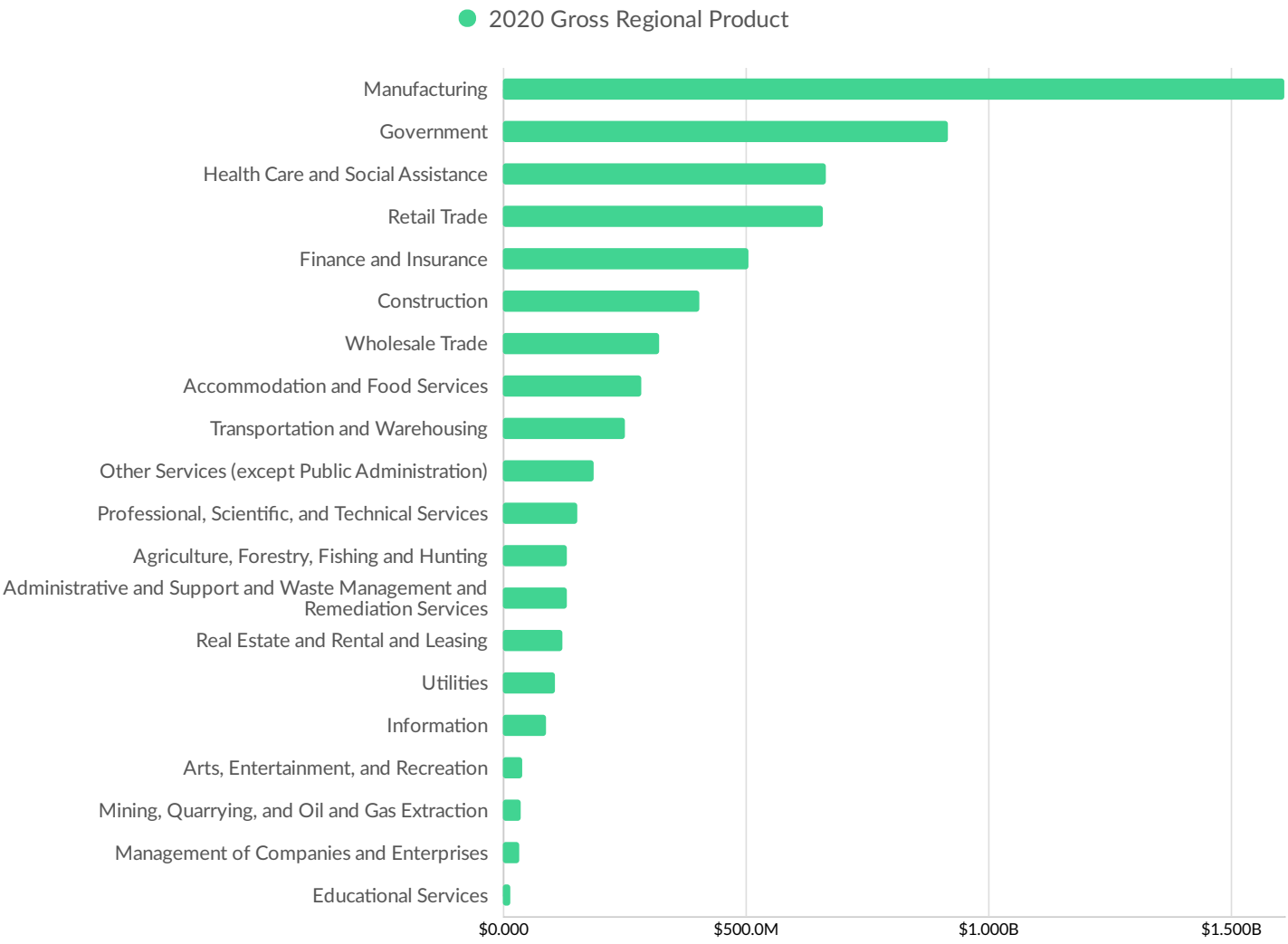
Top Growing Industries



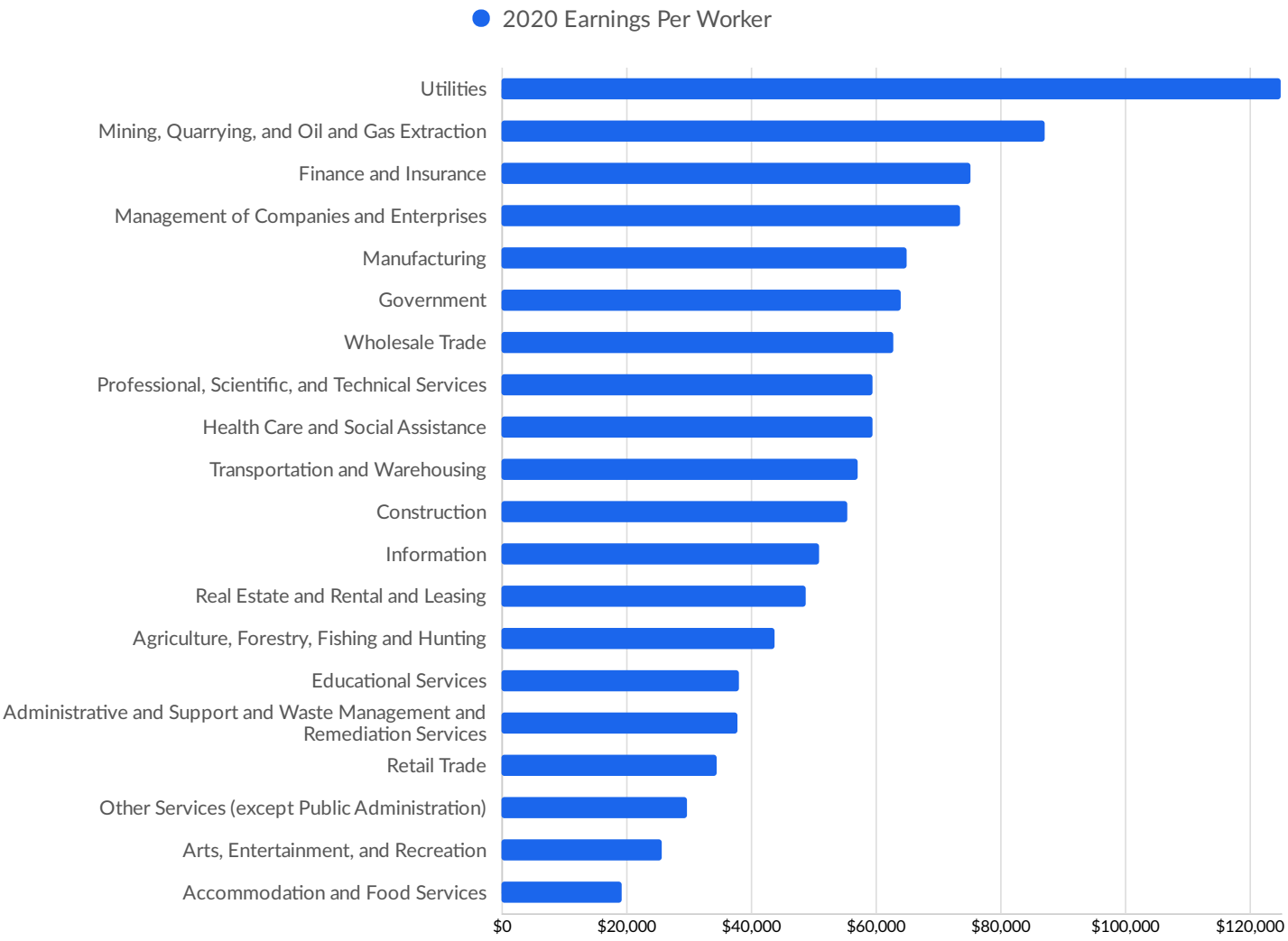
Top Industry LQ



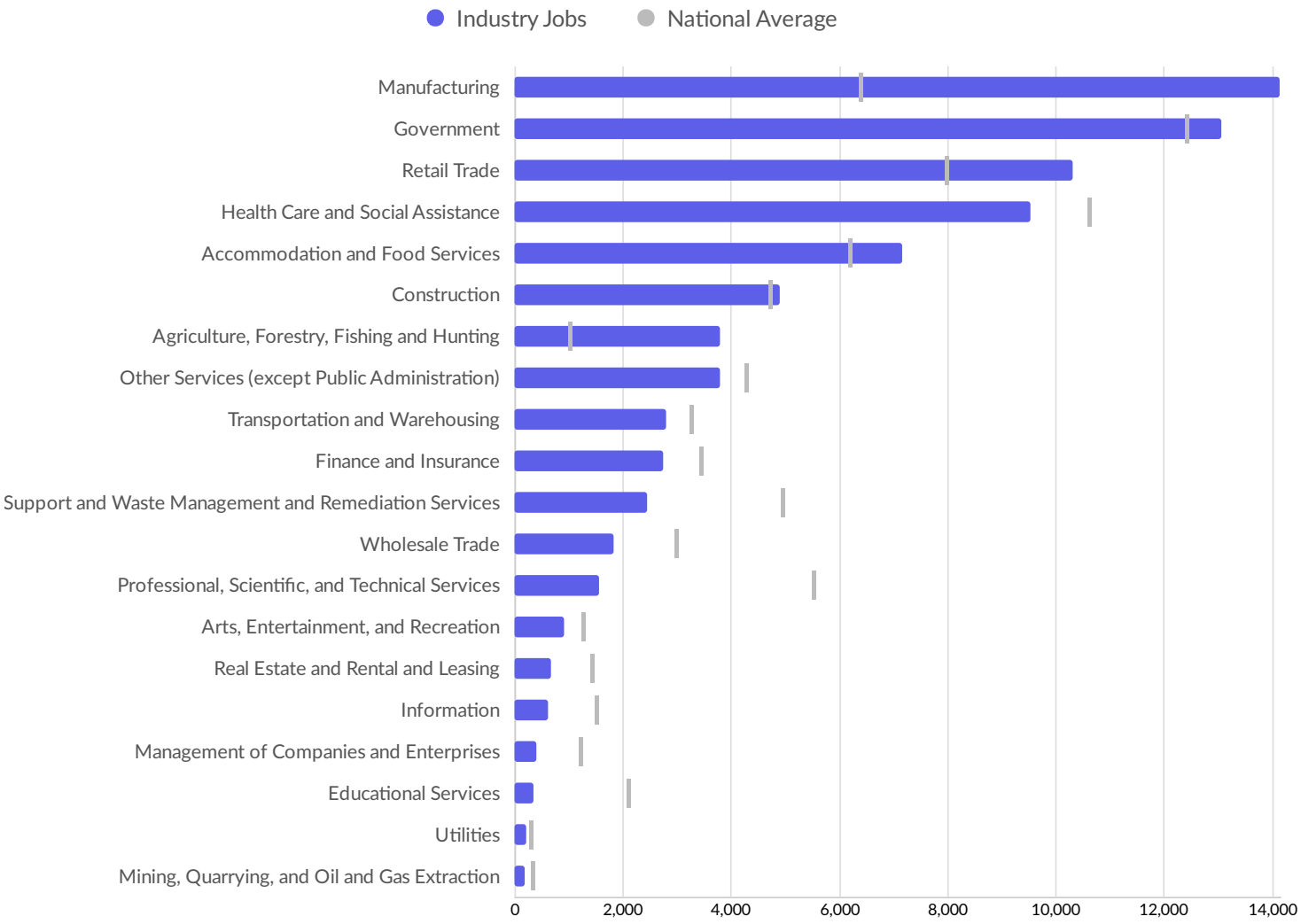
Top Industry GRP



Top Industry Earnings



Largest Industries



Business Characteristics

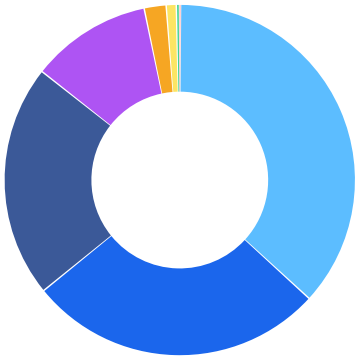
12,061 Companies Employ Your Workers

Online profiles for your workers mention 12,061 companies as employers, with the top 10 appearing below. In the last 12 months, 2,402 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles
State of Wisconsin	341
Church Mutual Insurance Comp...	269
Ministry Health Care, Inc.	259
Aspirus Wausau Hospital, Inc.	228
Marshfield Clinic	226
Fincantieri Marine Group, LLC	218
Nicolet Area Technical College	169
Wal-Mart, Inc.	156
Bay Area Medical Center, Inc.	129
Forest County Potawatomi Com...	124

Top Companies Posting	Unique Postings
C.R. England, Inc.	711
Roehl Transport, Inc.	668
Lhc Group, Inc.	658
Ascension	623
U.S. Xpress, Inc.	539
Marshfield Clinic	428
Wal-Mart, Inc.	426
Aurora Health Care	375
Fincantieri Marine Group, LLC	333
The Home Depot	324

Business Size

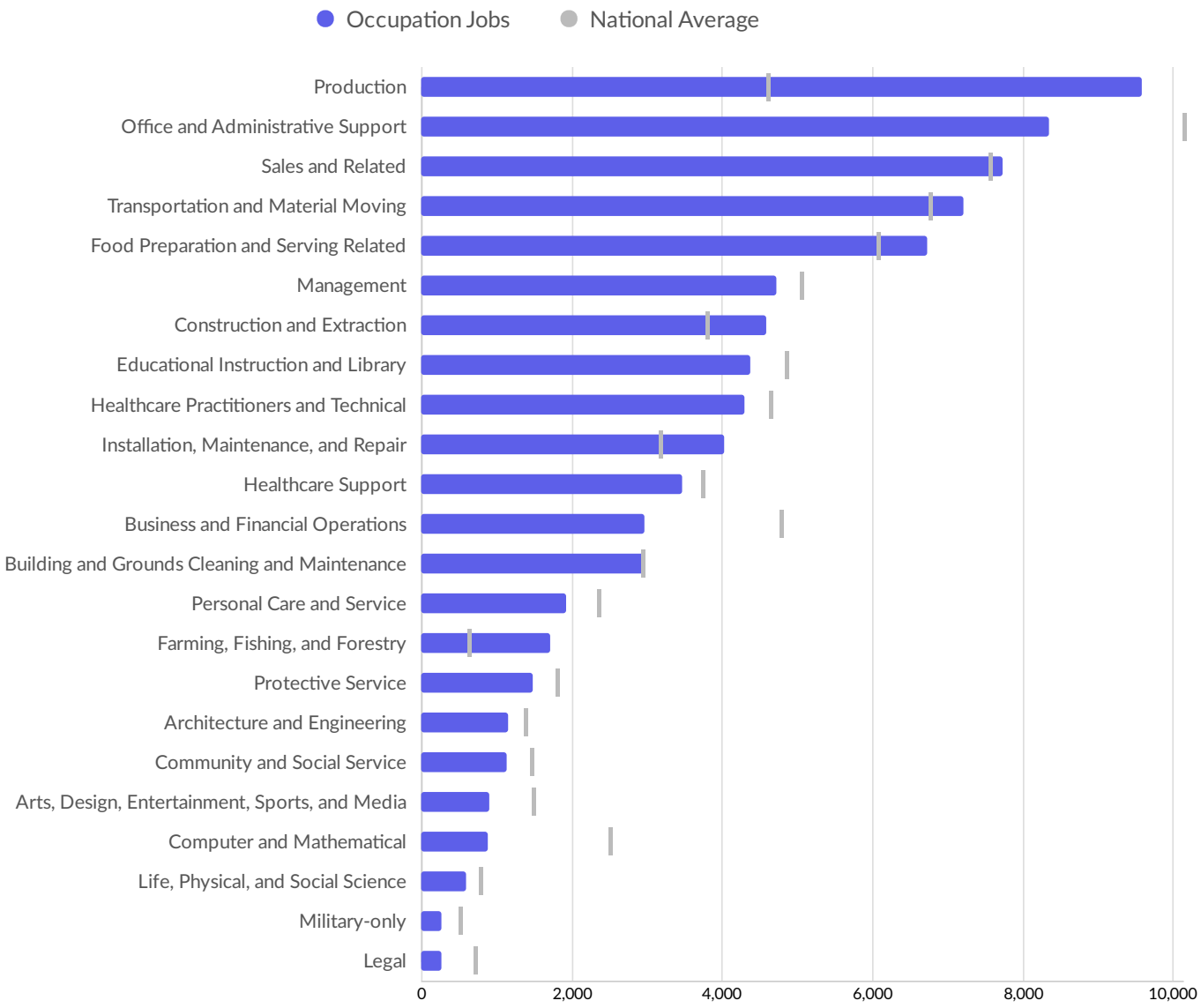


	Percentage	Business Count
1 to 4 employees	36.7%	3,527
5 to 9 employees	27.3%	2,626
10 to 19 employees	21.5%	2,062
20 to 49 employees	11.1%	1,068
50 to 99 employees	2.0%	194
100 to 249 employees	0.9%	89
250 to 499 employees	0.3%	28
500+ employees	0.1%	9

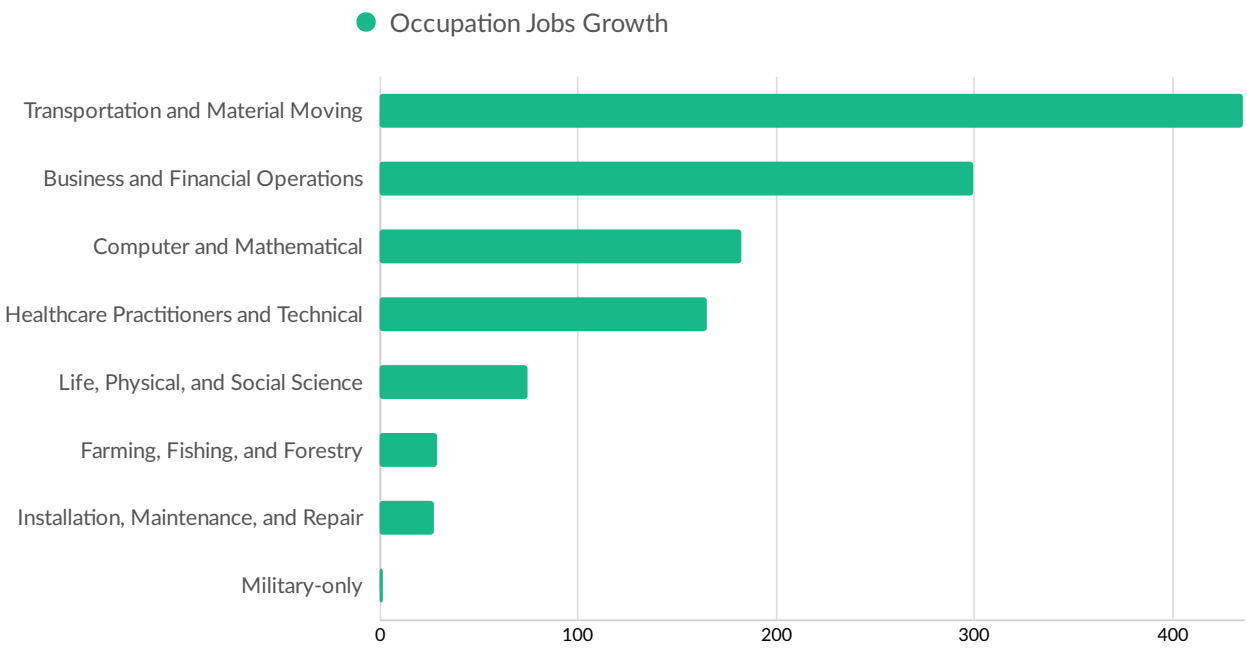
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

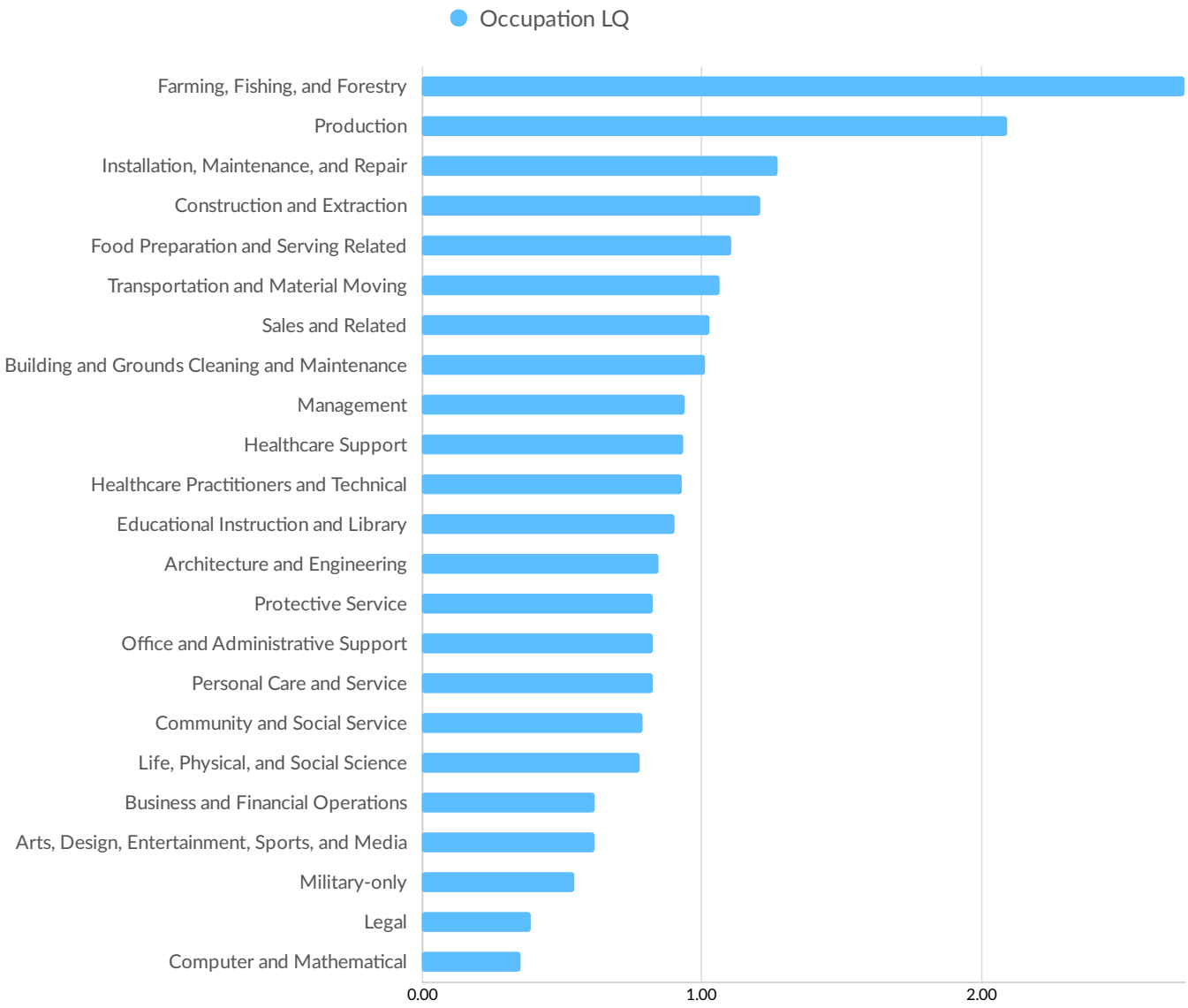
Largest Occupations



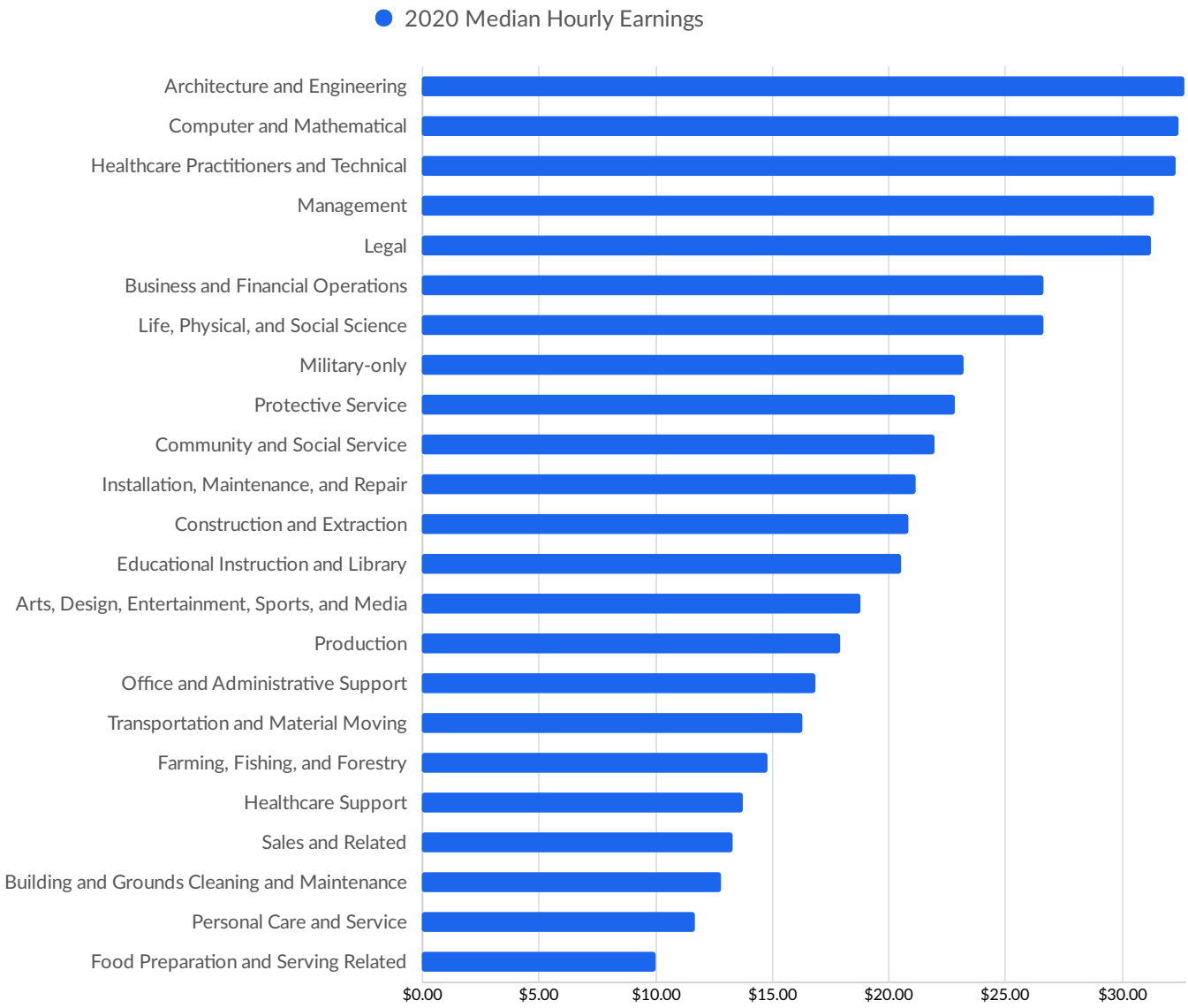
Top Growing Occupations



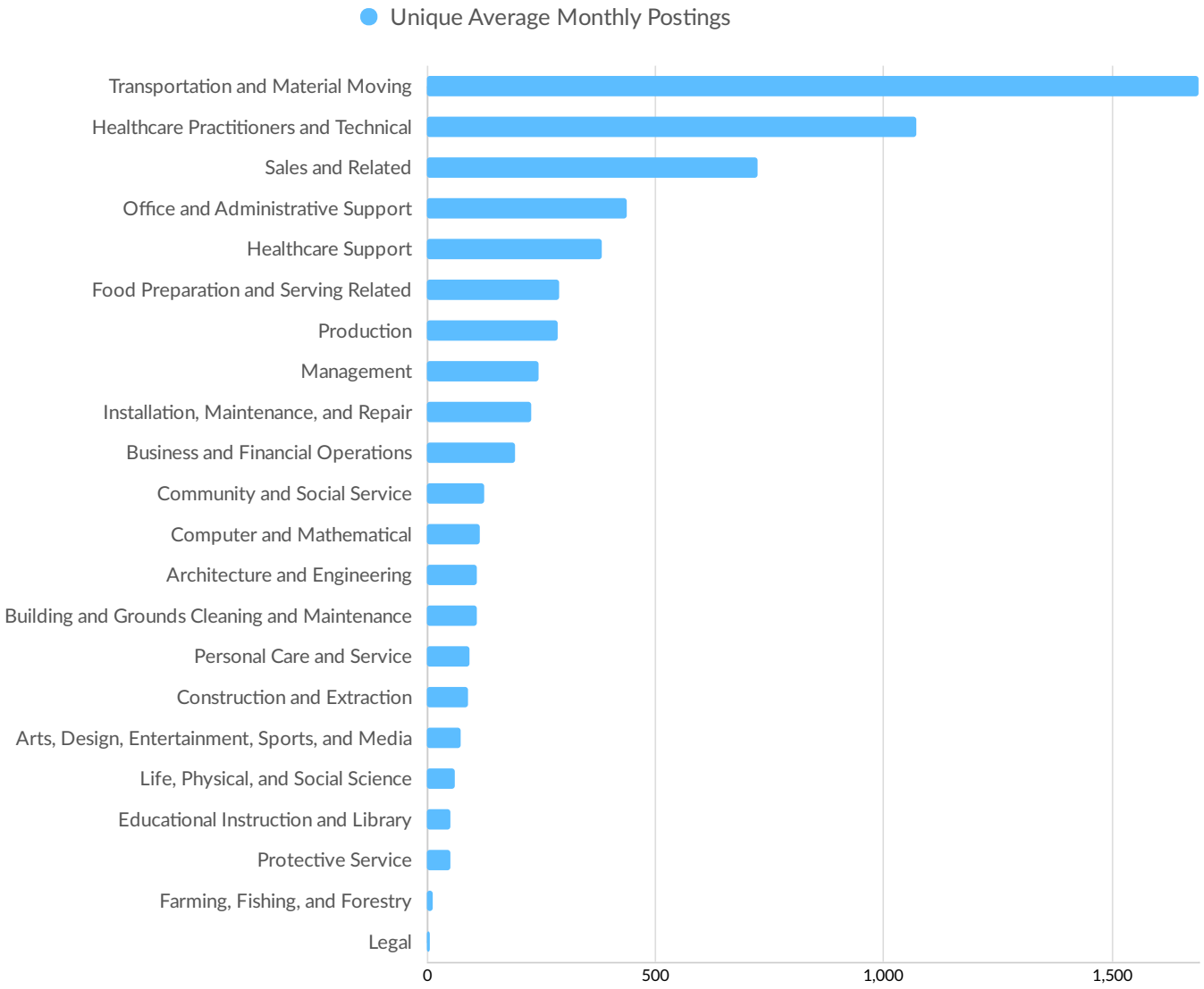
Top Occupation LQ



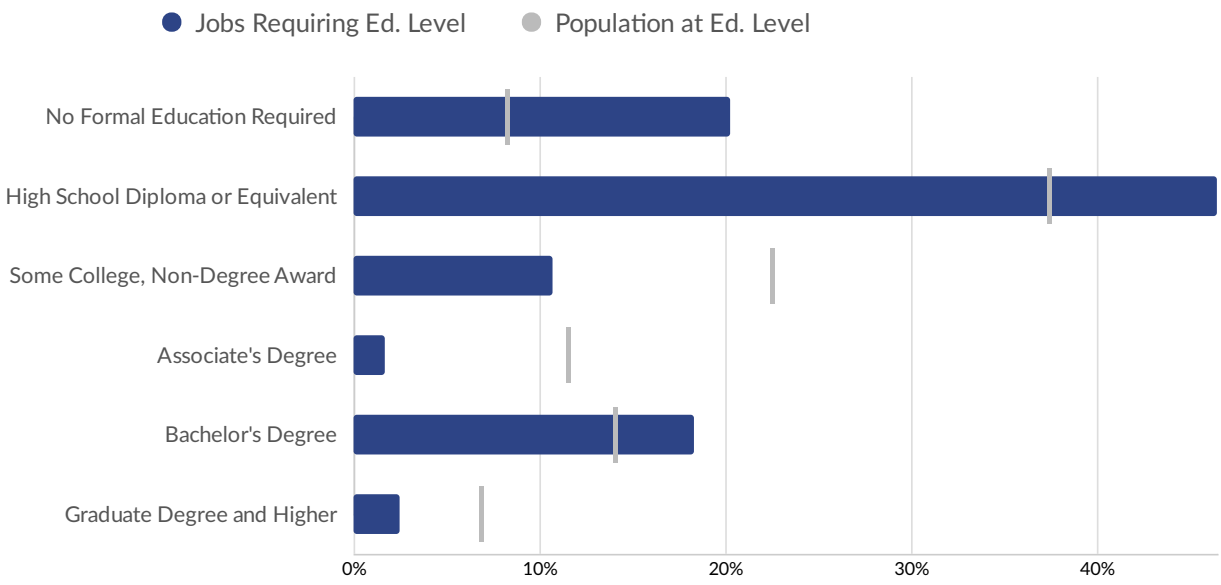
Top Occupation Earnings



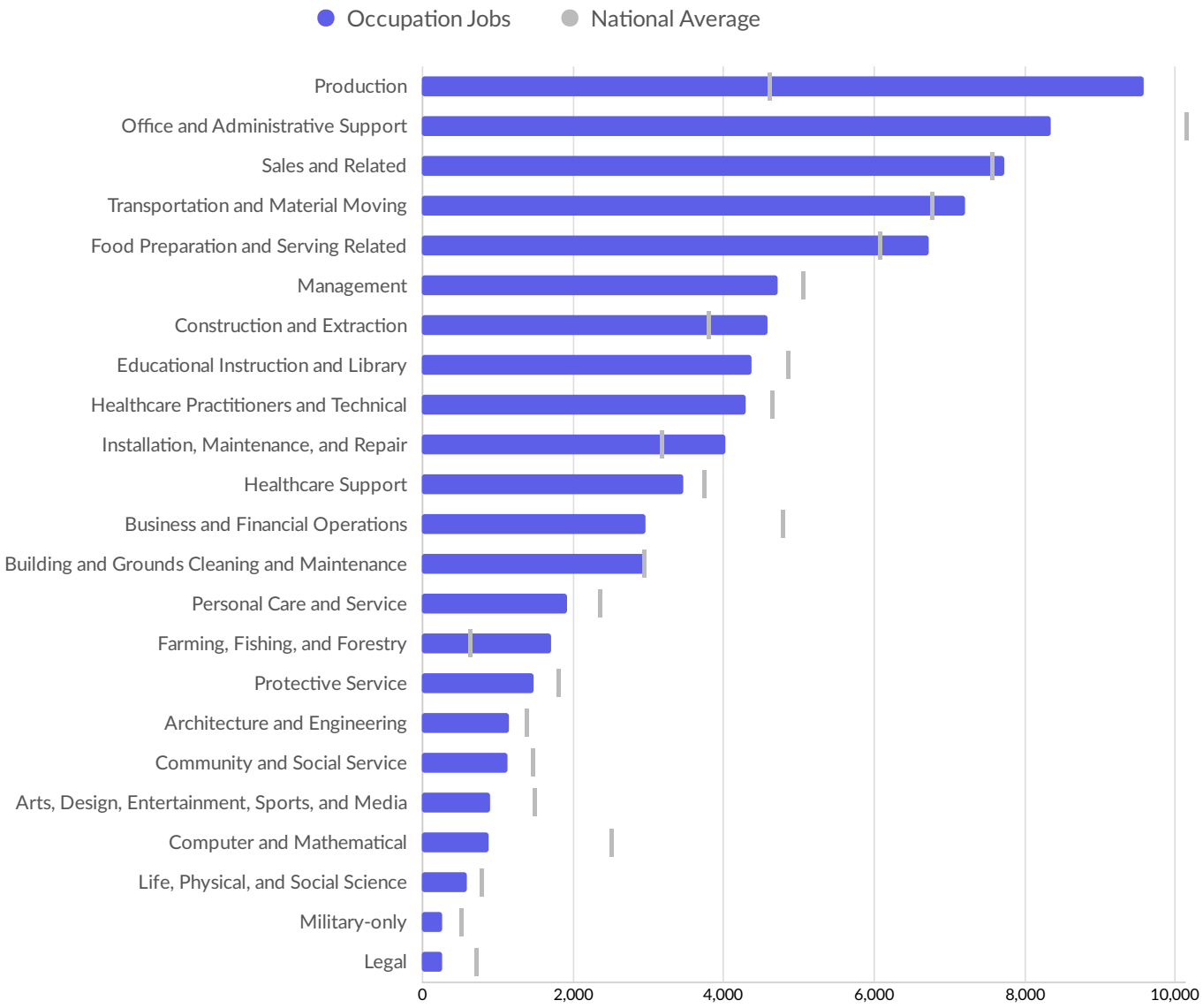
Top Posted Occupations



Underemployment



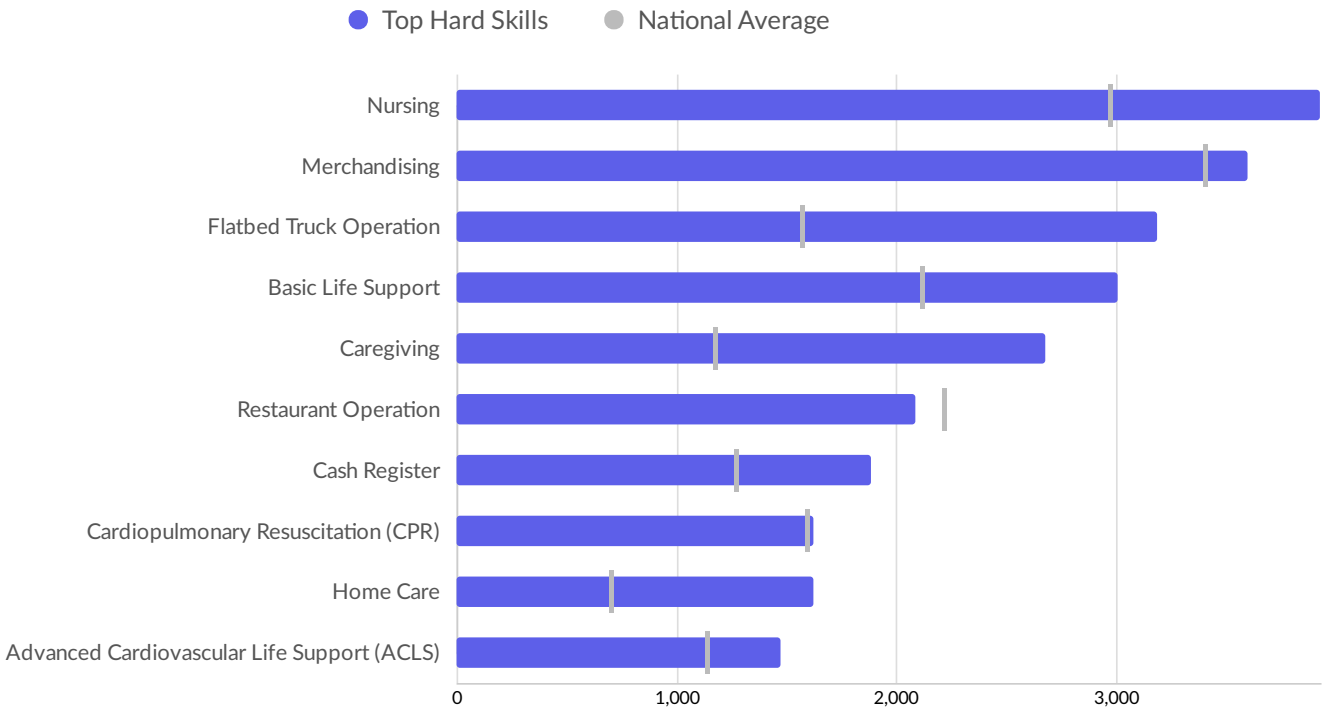
Largest Occupations



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