



# 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

196,695

Population (2020)

Population **grew by 1,510** over the last 5 years and is projected to **grow by 1,702** over the next 5 years.

80,764

Total Regional Employment

Jobs **decreased by 4,524** over the last 5 years but are projected to **grow by 804** over the next 5 years.

\$53.0K

Avg. Earnings Per Job (2020)

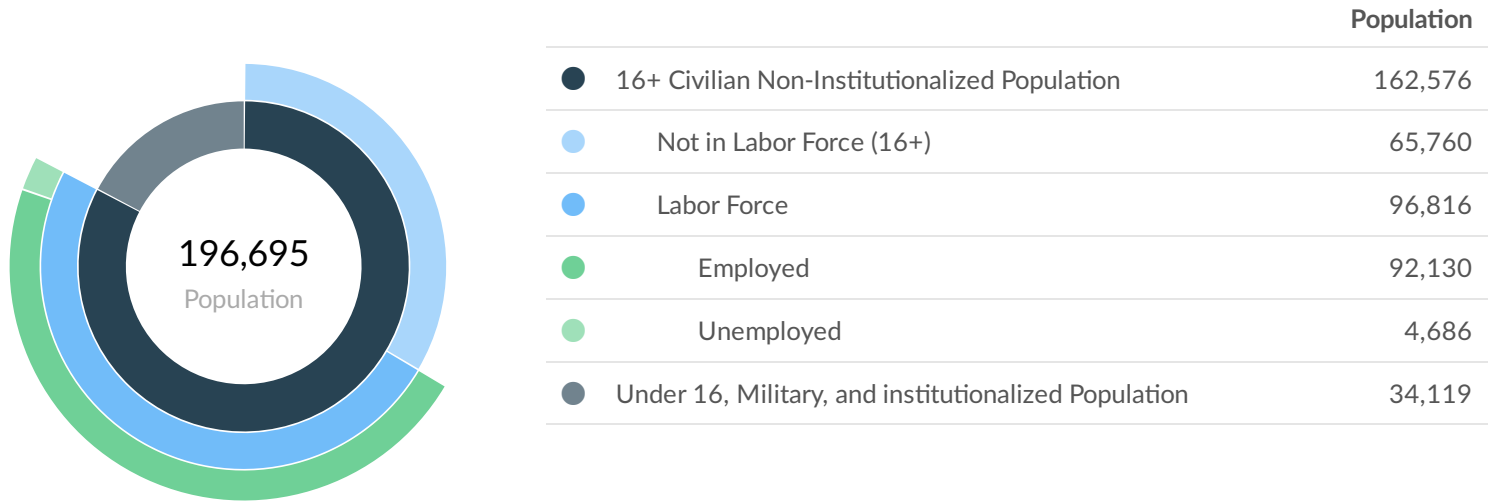
Regional average earnings per job are **\$21.2K below** the national average earnings of \$74.2K per job.

## Takeaways

- As of 2020 the region's population **increased by 0.8%** since 2015, growing by 1,510. Population is expected to **increase by 0.9%** between 2020 and 2025, adding 1,702.
- From 2015 to 2020, jobs **declined by 5.3%** in Grow North from 85,289 to **80,764**. This change **fell short of the national growth rate of 0.0% by 5.3%**. As the number of jobs declined, the **labor force participation rate decreased from 62.1% to 59.6% 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, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

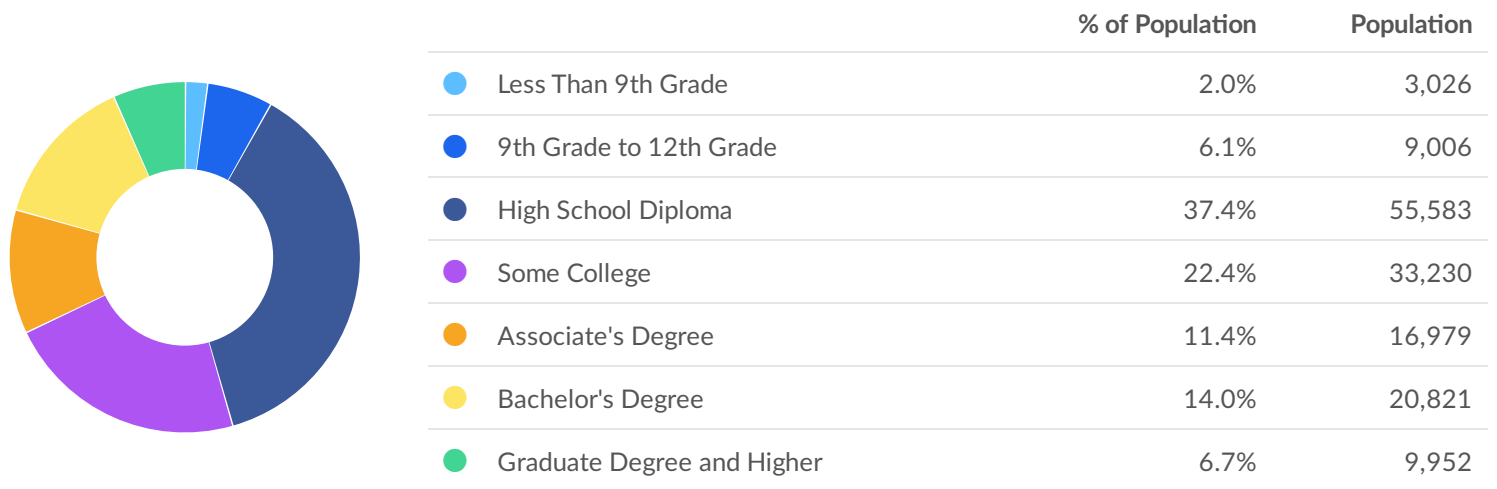
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	196,695	96,816	80,764	101.0	\$7.60B	\$13.68B	\$10.60B
Centergy	327,249	166,642	168,952	99.2	\$17.65B	\$23.95B	\$23.11B
NCWRPC	440,343	220,182	217,511	99.7	\$22.09B	\$31.18B	\$29.35B
Wisconsin	5,832,655	3,038,273	3,040,858	100.3	\$334.10B	\$327.47B	\$347.75B

## Dec 2020 Labor Force Breakdown



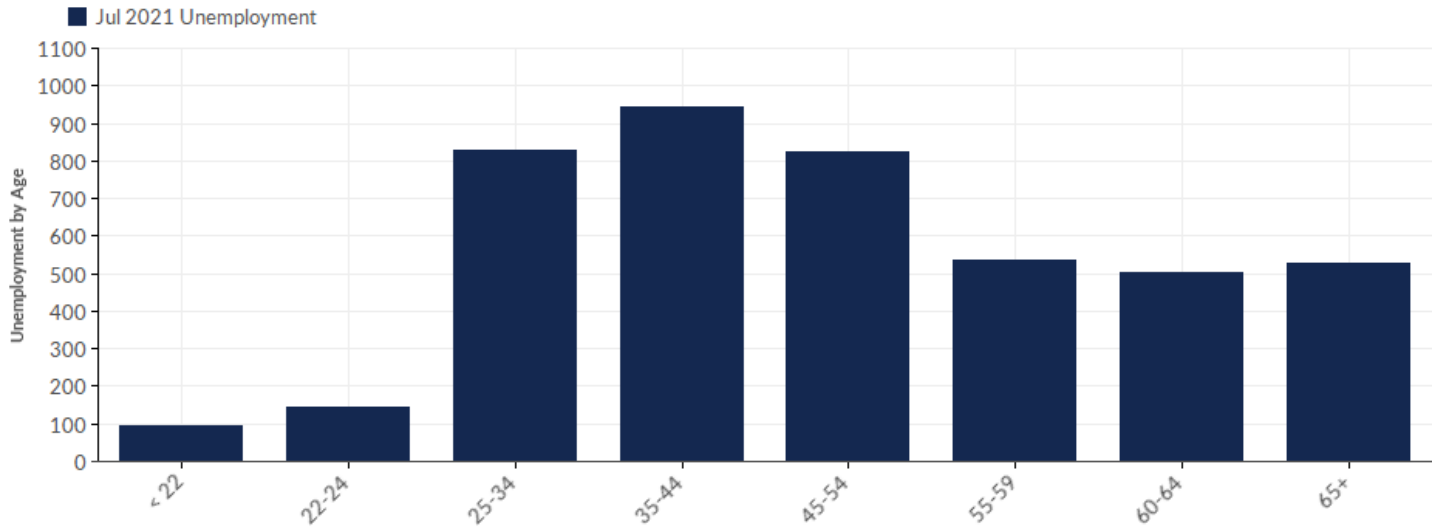
## Educational Attainment

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).



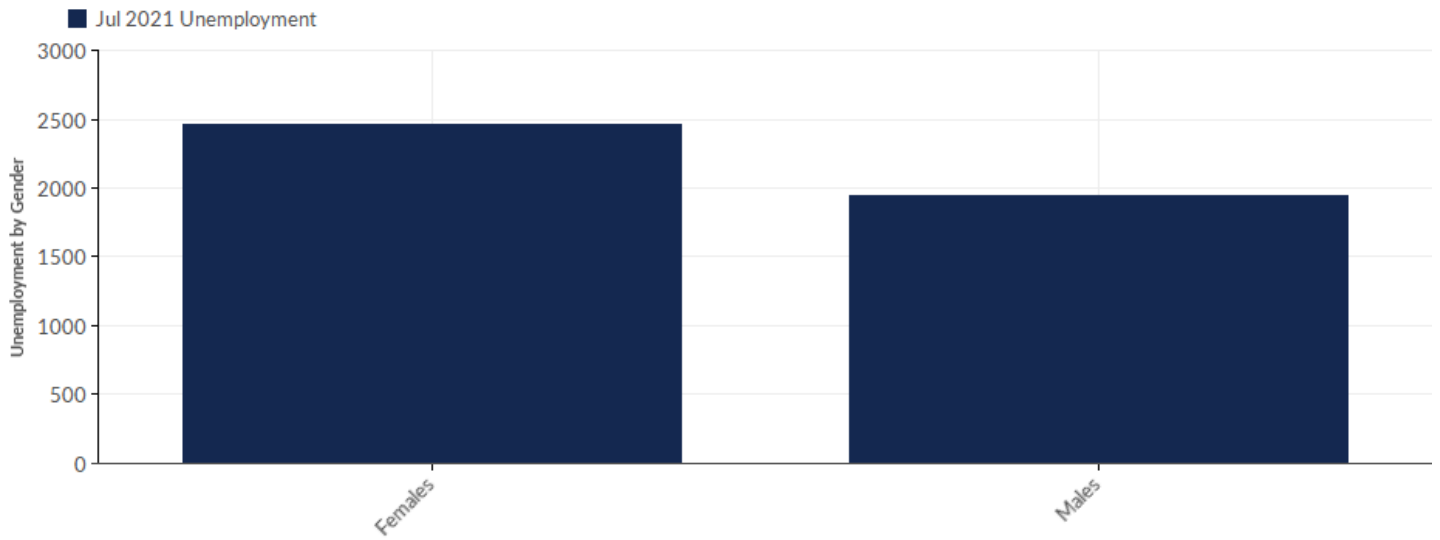
# Unemployment by Demographics

## Unemployment by Age



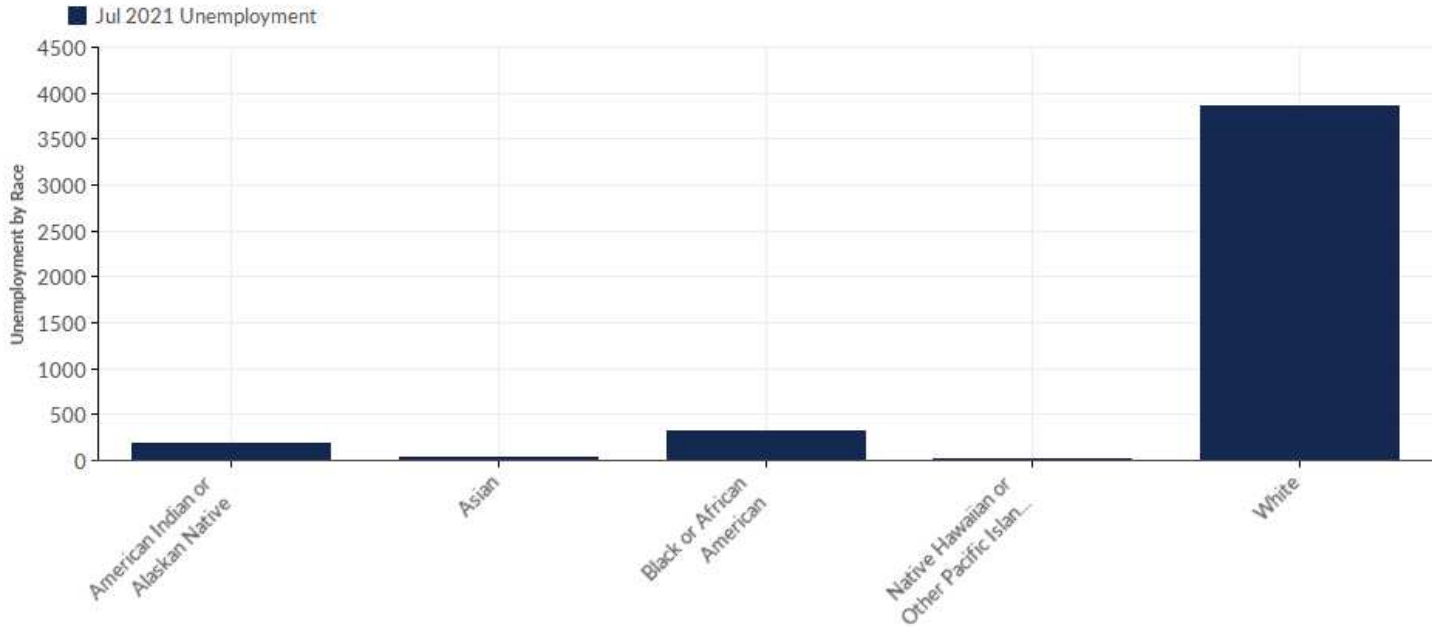
Age	Unemployment (Jul 2021)	% of Cohort
< 22	96	2.18%
22-24	146	3.32%
25-34	829	18.83%
35-44	942	21.40%
45-54	823	18.70%
55-59	535	12.15%
60-64	503	11.43%
65+	527	11.97%
Total	4,402	100.00%

## Unemployment by Gender



Gender	Unemployment (Jul 2021)	% of Cohort
Females	2,462	55.93%
Males	1,940	44.07%
Total	4,402	100.00%

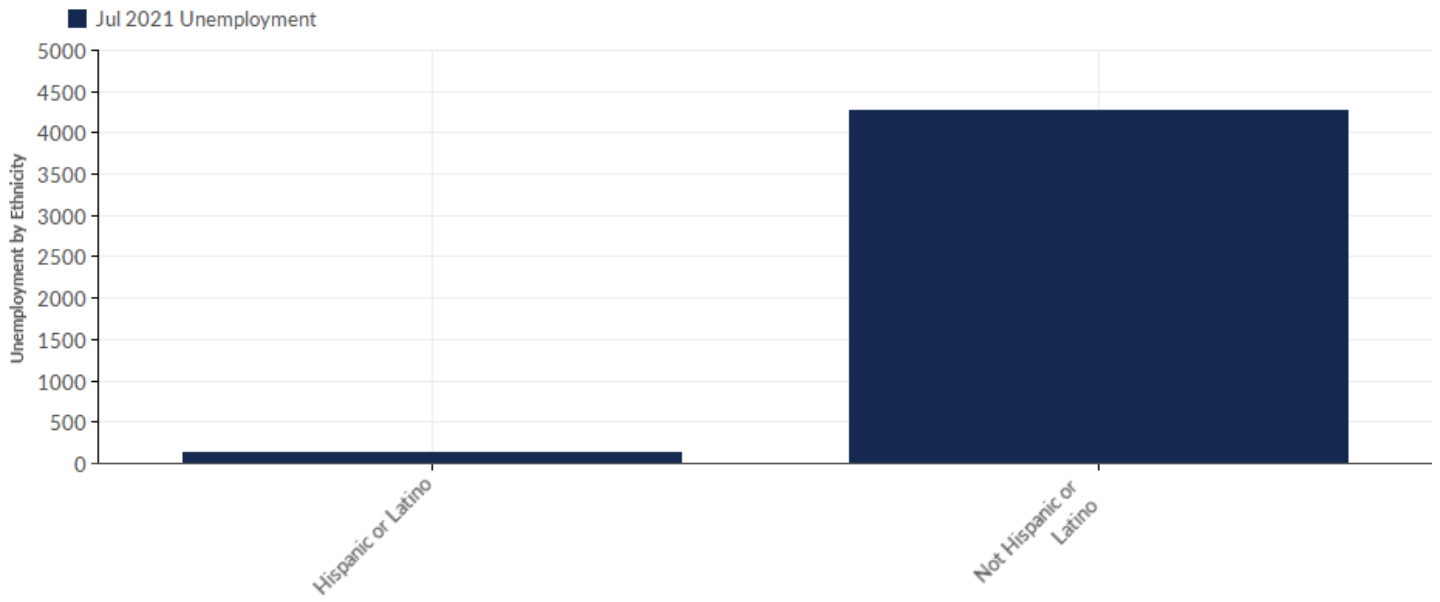
## Unemployment by Race



Race	Unemployment (Jul 2021)	% of Cohort
American Indian or Alaskan Native	179	4.07%
Asian	30	0.68%
Black or African American	328	7.45%
Native Hawaiian or Other Pacific Islander	12	0.27%
White	3,853	87.53%
Total	4,402	100.00%



## Unemployment by Ethnicity

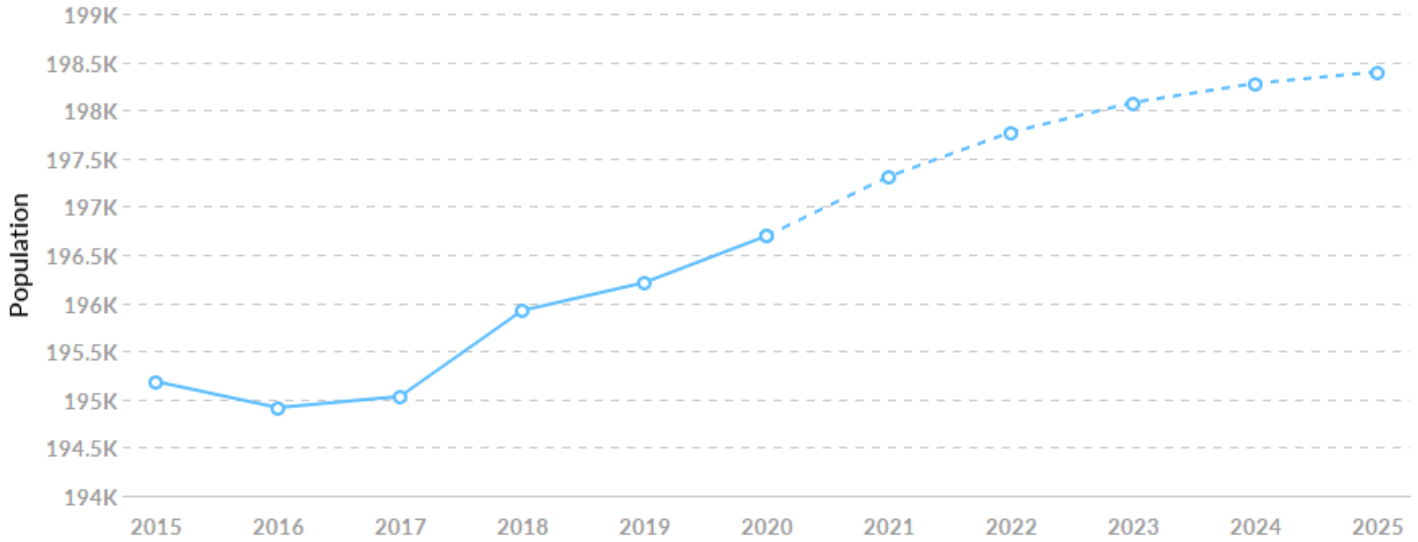


Ethnicity	Unemployment (Jul 2021)	% of Cohort
Hispanic or Latino	139	3.16%
Not Hispanic or Latino	4,263	96.84%
Total	4,402	100.00%

# Historic & Projected Trends

## Population Trends

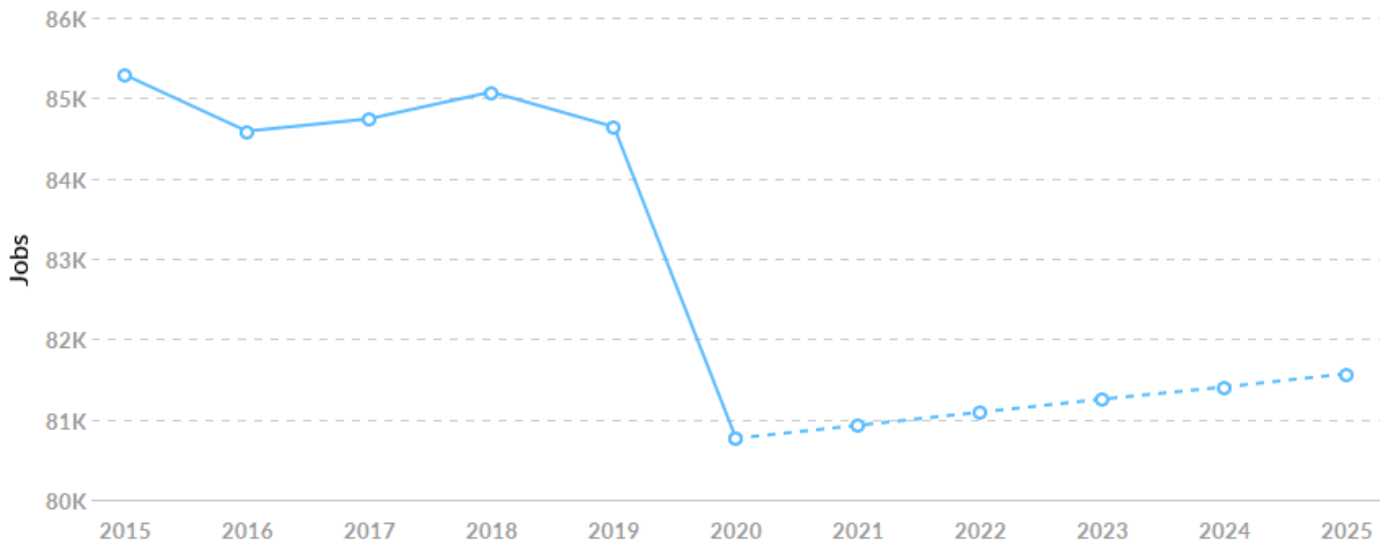
As of 2020 the region's population **increased by 0.8%** since 2015, growing by 1,510. Population is expected to **increase by 0.9%** between 2020 and 2025, adding 1,702.



Timeframe	Population
2015	195,185
2016	194,914
2017	195,030
2018	195,921
2019	196,211
2020	196,695
2021	197,311
2022	197,771
2023	198,079
2024	198,277
2025	198,397

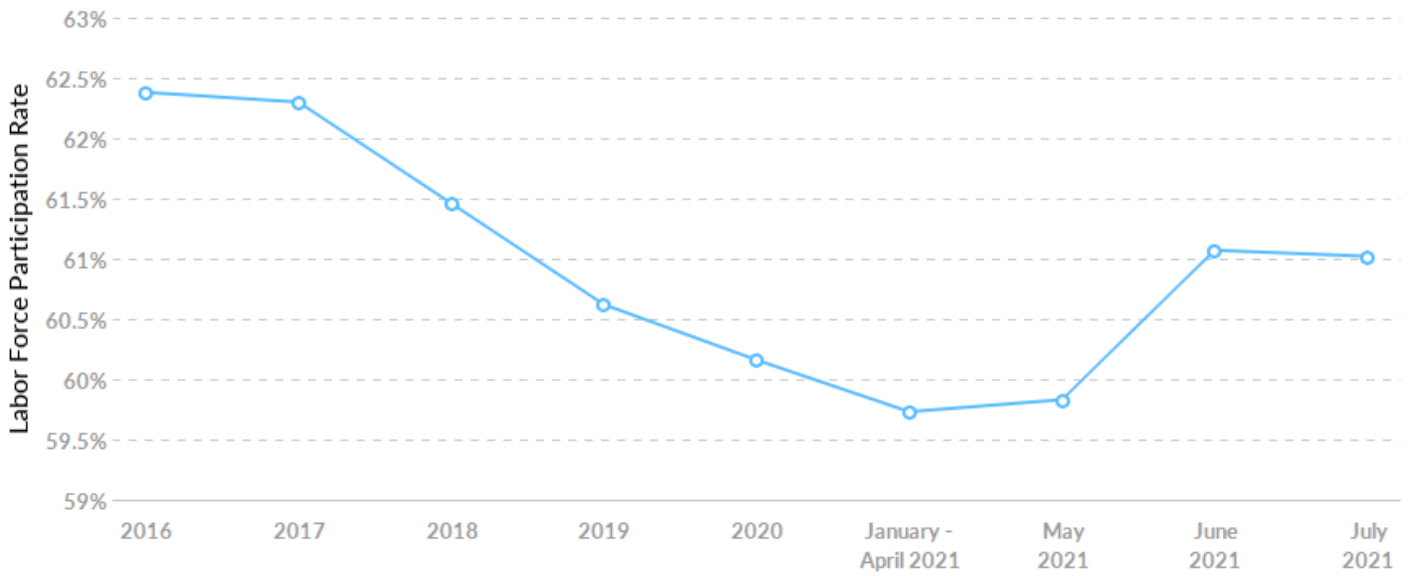
## Job Trends

From 2015 to 2020, jobs declined by 5.3% in Grow North from 85,289 to 80,764. This change fell short of the national growth rate of 0.0% by 5.3%.



Timeframe	Jobs
2015	85,289
2016	84,587
2017	84,741
2018	85,075
2019	84,643
2020	80,764
2021	80,926
2022	81,089
2023	81,252
2024	81,403
2025	81,568

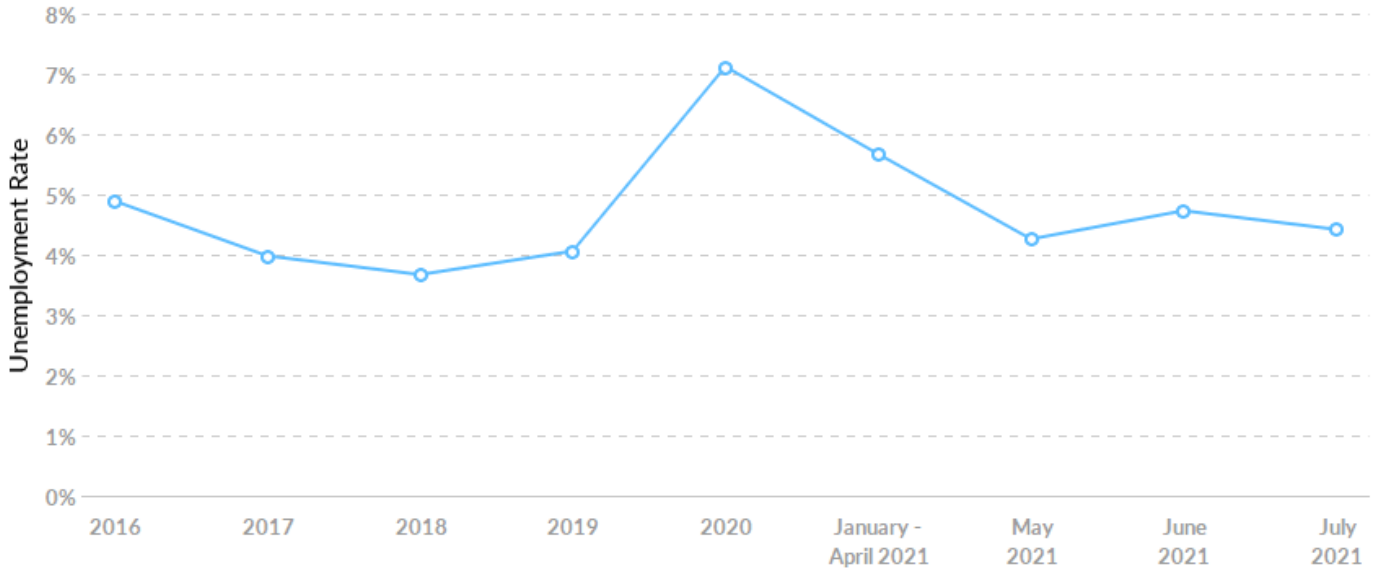
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	62.38%
2017	62.30%
2018	61.46%
2019	60.62%
2020	60.16%
January - April 2021	59.73%
May 2021	59.83%
June 2021	61.07%
July 2021	61.02%

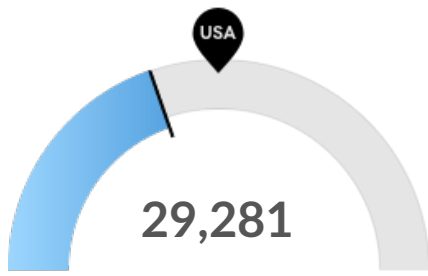
## Unemployment Rate Trends

Your areas had a July 2021 unemployment rate of 4.42%, **decreasing from 4.89%** 5 years before.



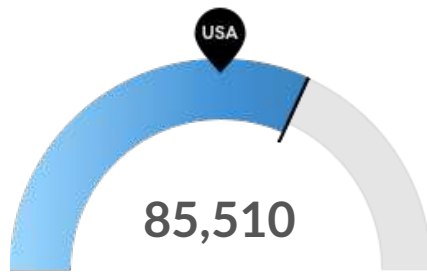
Timeframe	Unemployment Rate
2016	4.89%
2017	3.98%
2018	3.67%
2019	4.06%
2020	7.12%
January - April 2021	5.67%
May 2021	4.26%
June 2021	4.73%
July 2021	4.42%

## Population Characteristics



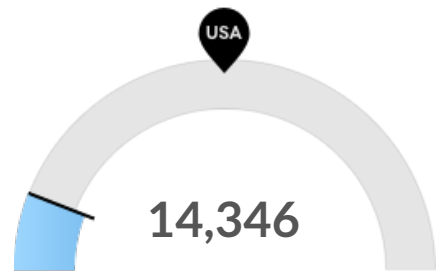
**Millennials**

Your area has 29,281 millennials (ages 25-39). The national average for an area this size is 40,534.



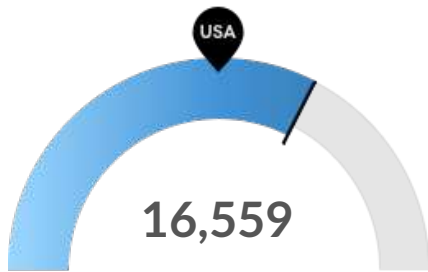
**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 58,542 people 55 or older, while there are 85,510 here.



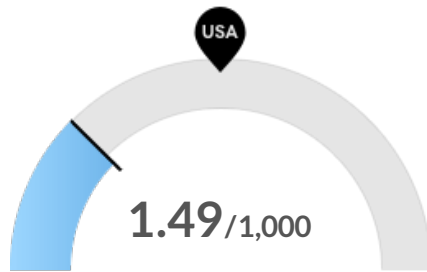
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 79,225 racially diverse people, while there are 14,346 here.



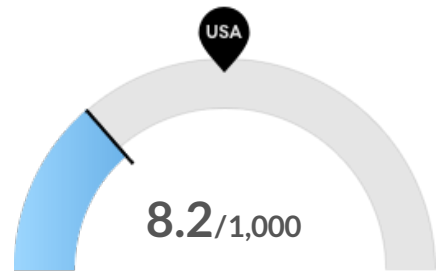
**Veterans**

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



**Violent Crime**

Your area has 1.49 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

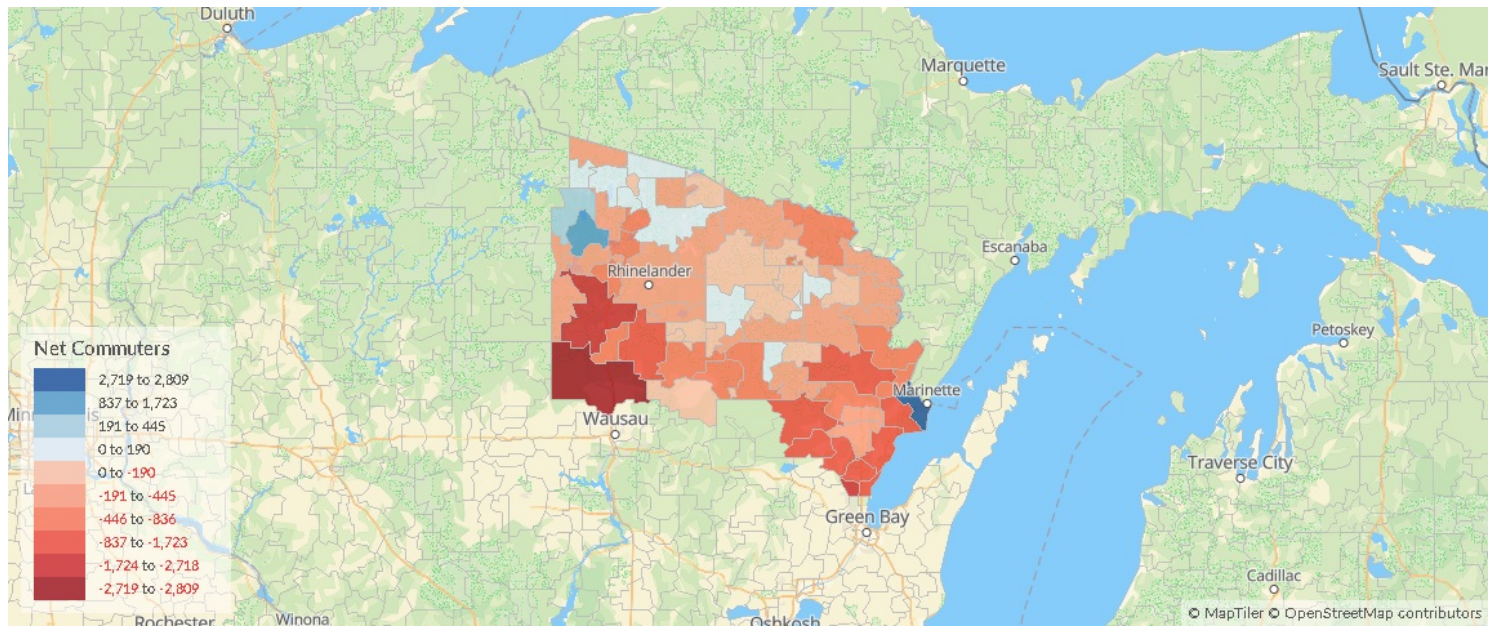


**Property Crime**

Your area has 8.2 property crimes per 1,000 people. The national rate is 17.91 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...	10,795
54501	Rhinelander, WI (in One...	10,350
54452	Merrill, WI (in Lincoln c...	7,346
54409	Antigo, WI (in Langlade ...	6,636
54521	Eagle River, WI (in Vilas...	4,470

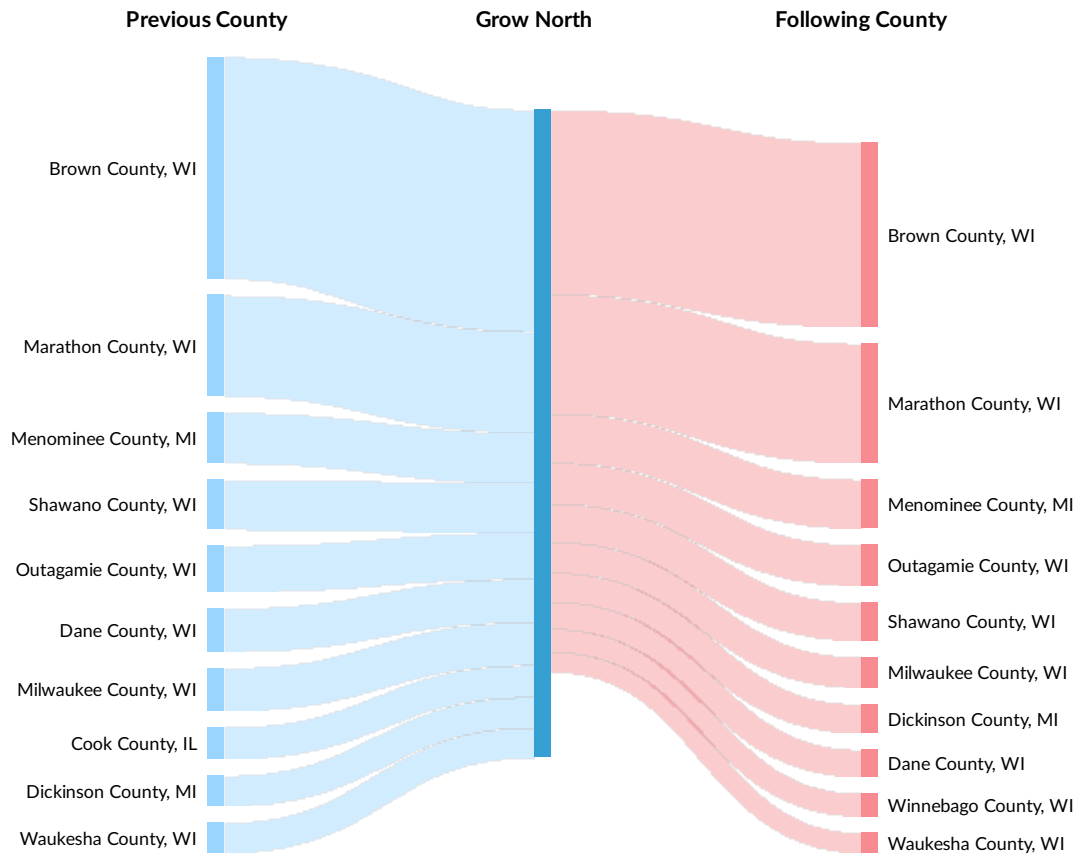
### Where Talent Lives

ZIP	Name	2020 Workers
54501	Rhinelander, WI (in One...	10,678
54452	Merrill, WI (in Lincoln c...	10,065
54143	Marinette, WI (in Marin...	7,987
54409	Antigo, WI (in Langlade ...	6,757
54487	Tomahawk, WI (in Linco...	5,314

# 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 2019, **1,067** people have migrated from Brown County, WI to Grow North. In the same year, **888** people left Grow North migrating to Brown County, WI. The total Net Migration for Grow North in 2018 was **1,000**.



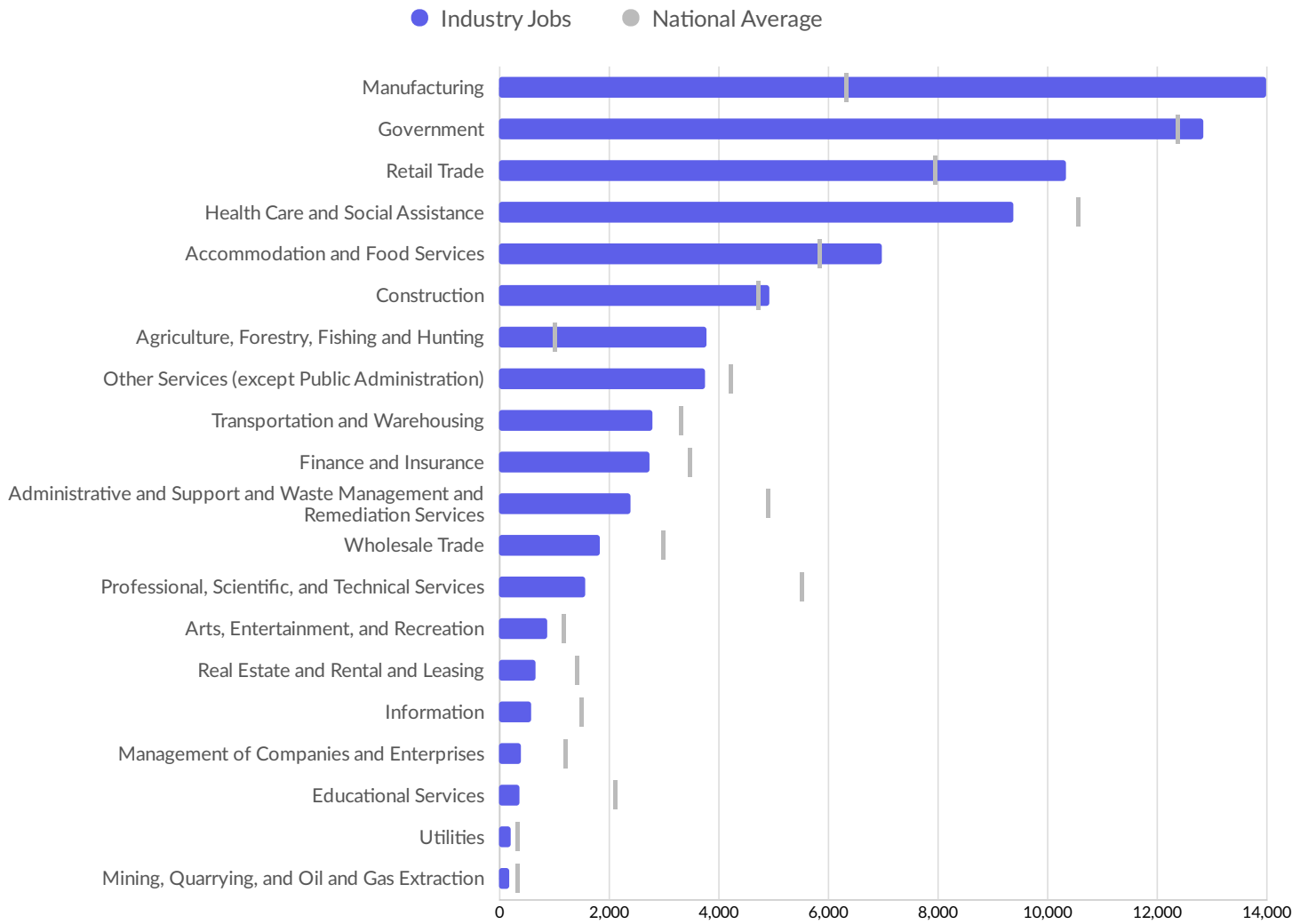
Top Previous Counties	Migrations
Brown County, WI	1,067
Marathon County, WI	487
Menominee County, MI	242
Shawano County, WI	239
Outagamie County, WI	223
Dane County, WI	208



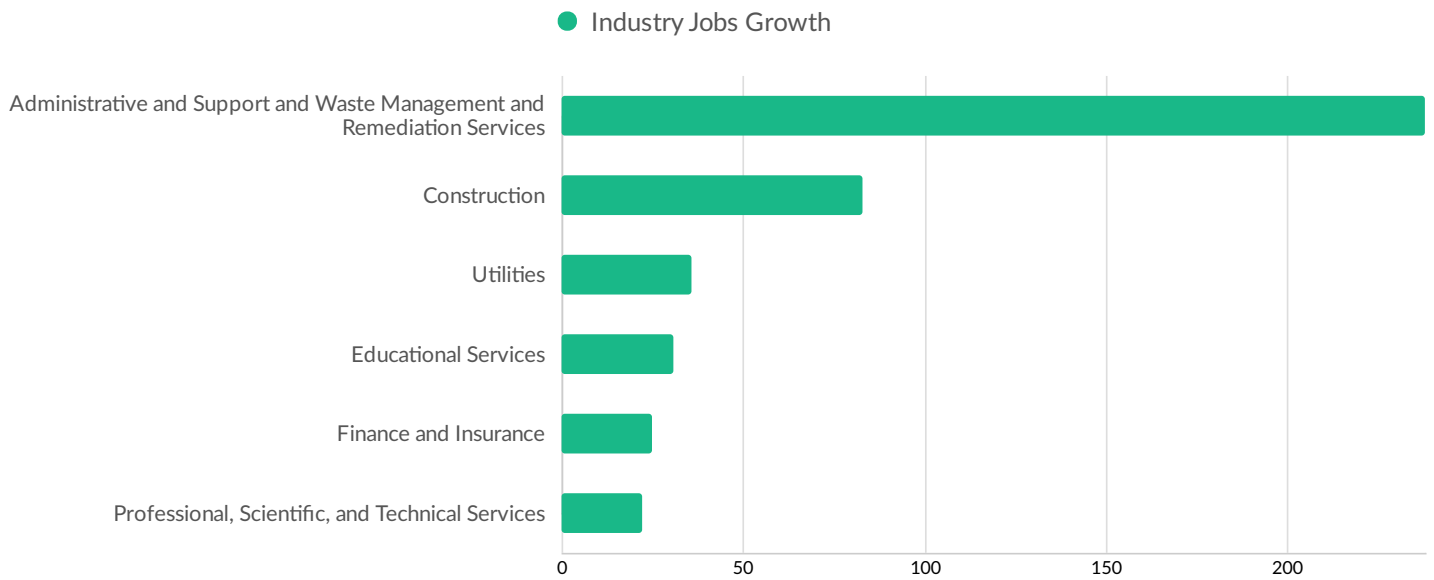
Top Previous Counties	Migrations
Milwaukee County, WI	206
Cook County, IL	153
Dickinson County, MI	147
Waukesha County, WI	145
Winnebago County, WI	103
Wood County, WI	83
Rock County, WI	75
Manitowoc County, WI	75
Portage County, WI	74
Top Following Counties	Migrations
Brown County, WI	888
Marathon County, WI	575
Menominee County, MI	235
Outagamie County, WI	198
Shawano County, WI	183
Milwaukee County, WI	148
Dickinson County, MI	140
Dane County, WI	131
Winnebago County, WI	111
Waukesha County, WI	97
Portage County, WI	68
DuPage County, IL	67
Wood County, WI	61
Manitowoc County, WI	54
Maricopa County, AZ	46

# Industry Characteristics

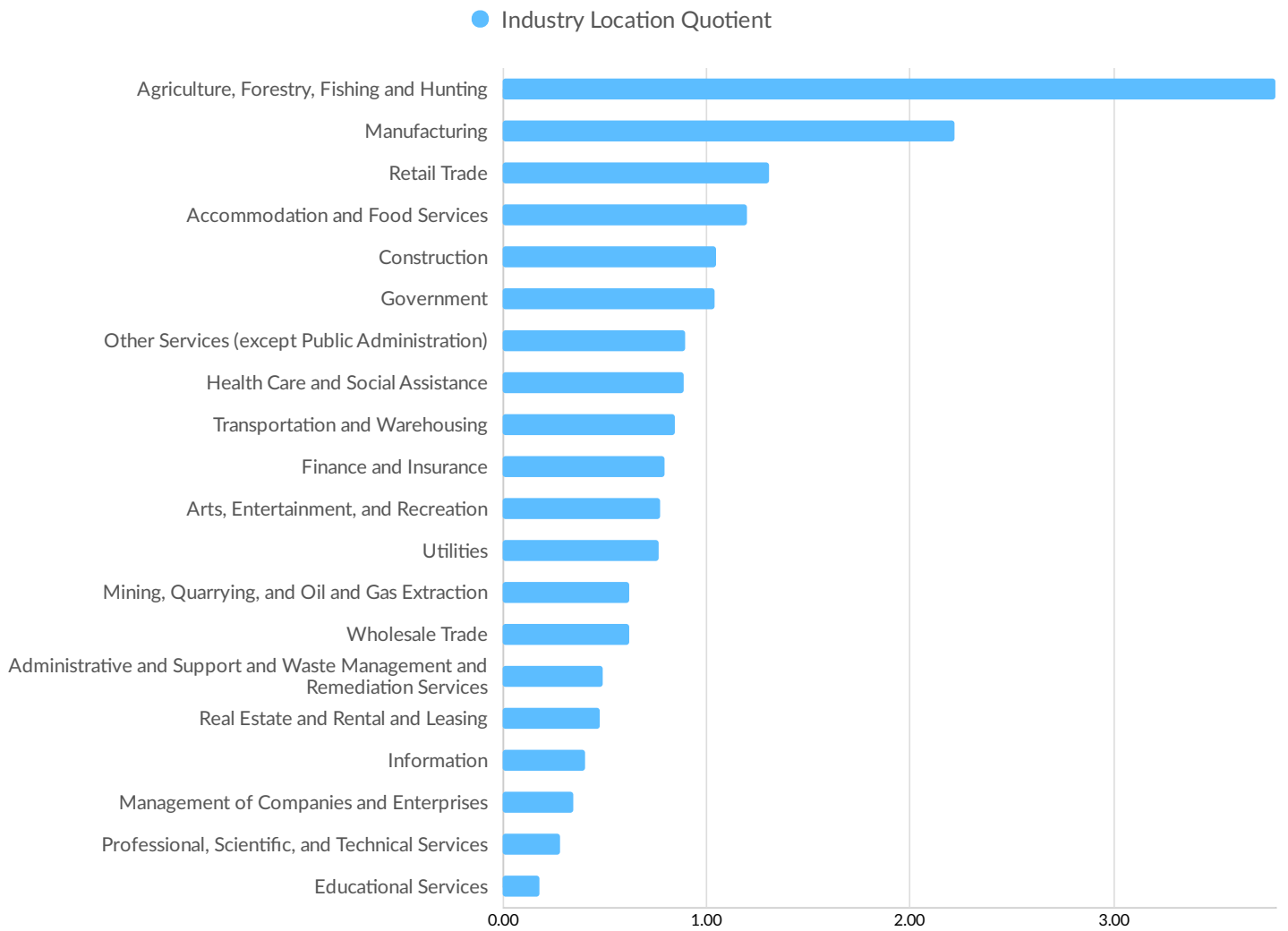
## Largest Industries



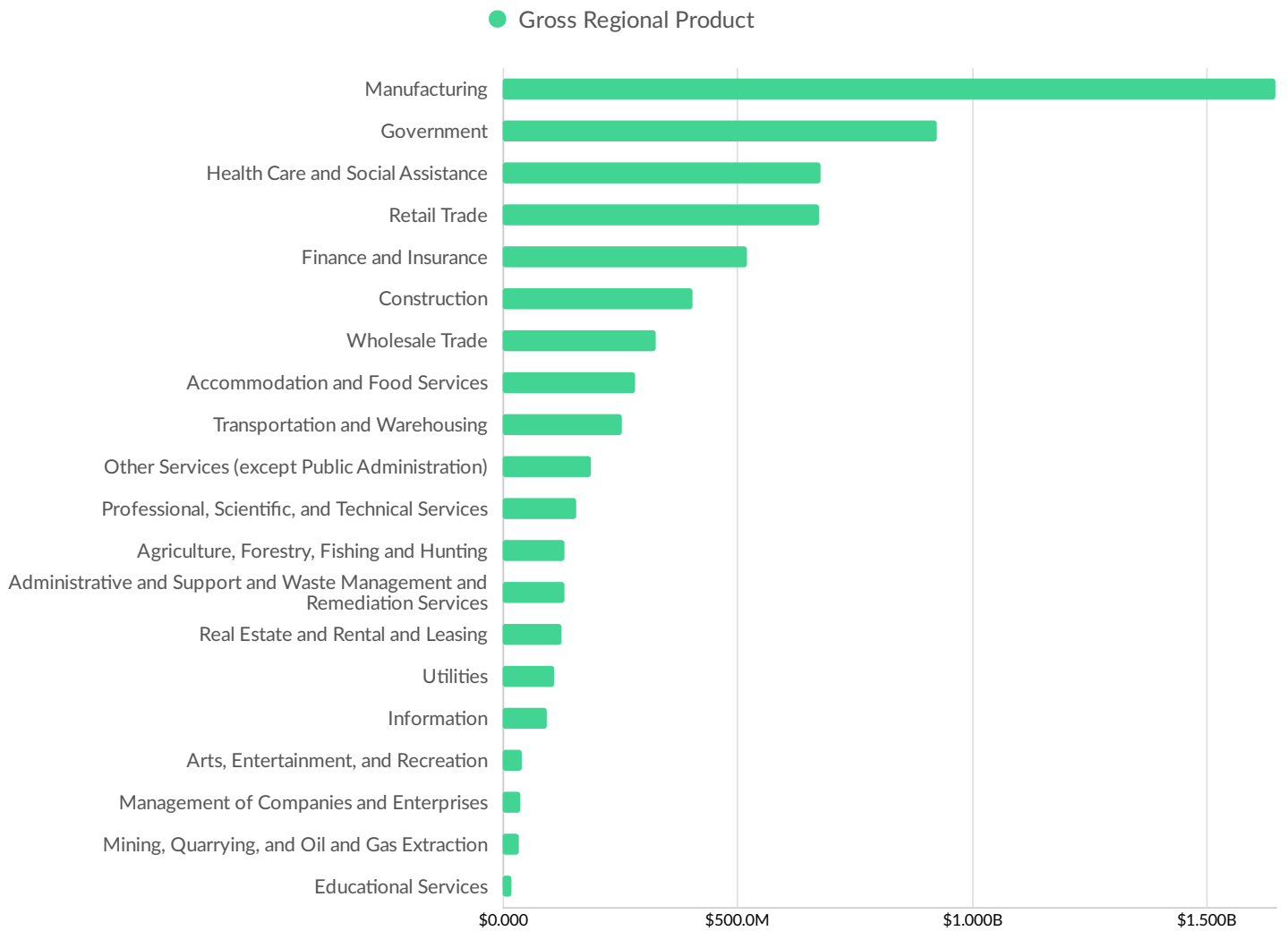
## Top Growing Industries



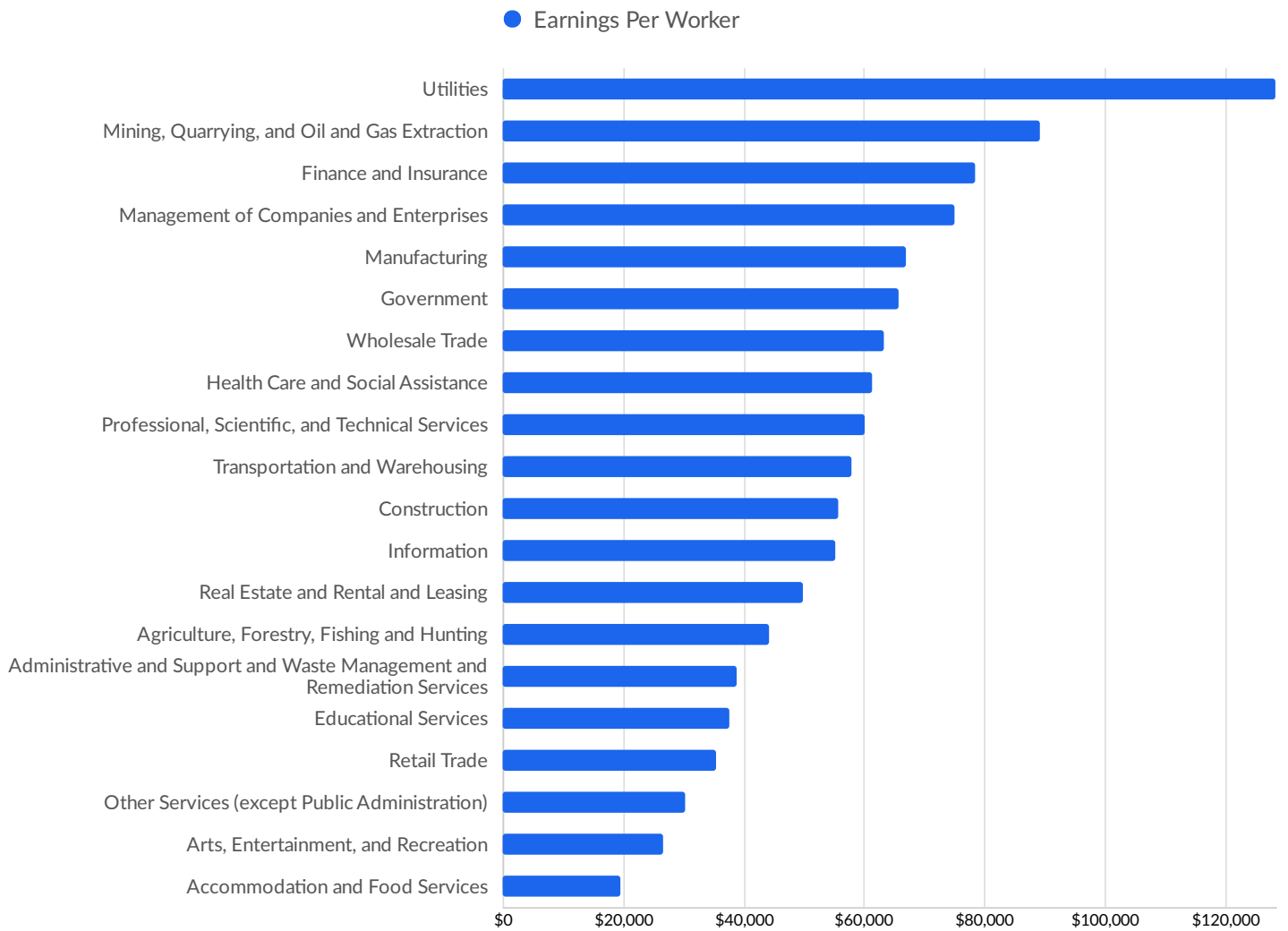
## Top Industry Location Quotient



## Top Industry GRP






















## Top Industry Earnings



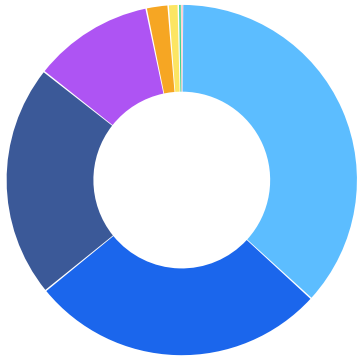
## Business Characteristics

### 12,815 Companies Employ Your Workers

Online profiles for your workers mention 12,815 companies as employers, with the top 10 appearing below. In the last 12 months, 2,549 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
State of Wisconsin	343 	C.R. England, Inc.	890 
Church Mutual Insurance Comp...	264 	Roehl Transport, Inc.	842 
Ministry Health Care, Inc.	251 	Ascension	536 
Marshfield Clinic	222 	Wal-Mart, Inc.	466 
Fincantieri Marine Group, LLC	221 	U.S. Xpress, Inc.	440 
Aspirus Wausau Hospital, Inc.	205 	Uber Eats	416 
Nicolet Area Technical College	163 	Lhc Group, Inc.	409 
Wal-Mart, Inc.	163 	Dollar General Corporation	303 
Bay Area Medical Center, Inc.	136 	Johnson Controls, Inc.	299 
School District of Rhinelander	112 	Marshfield Clinic	299 

## Business Size



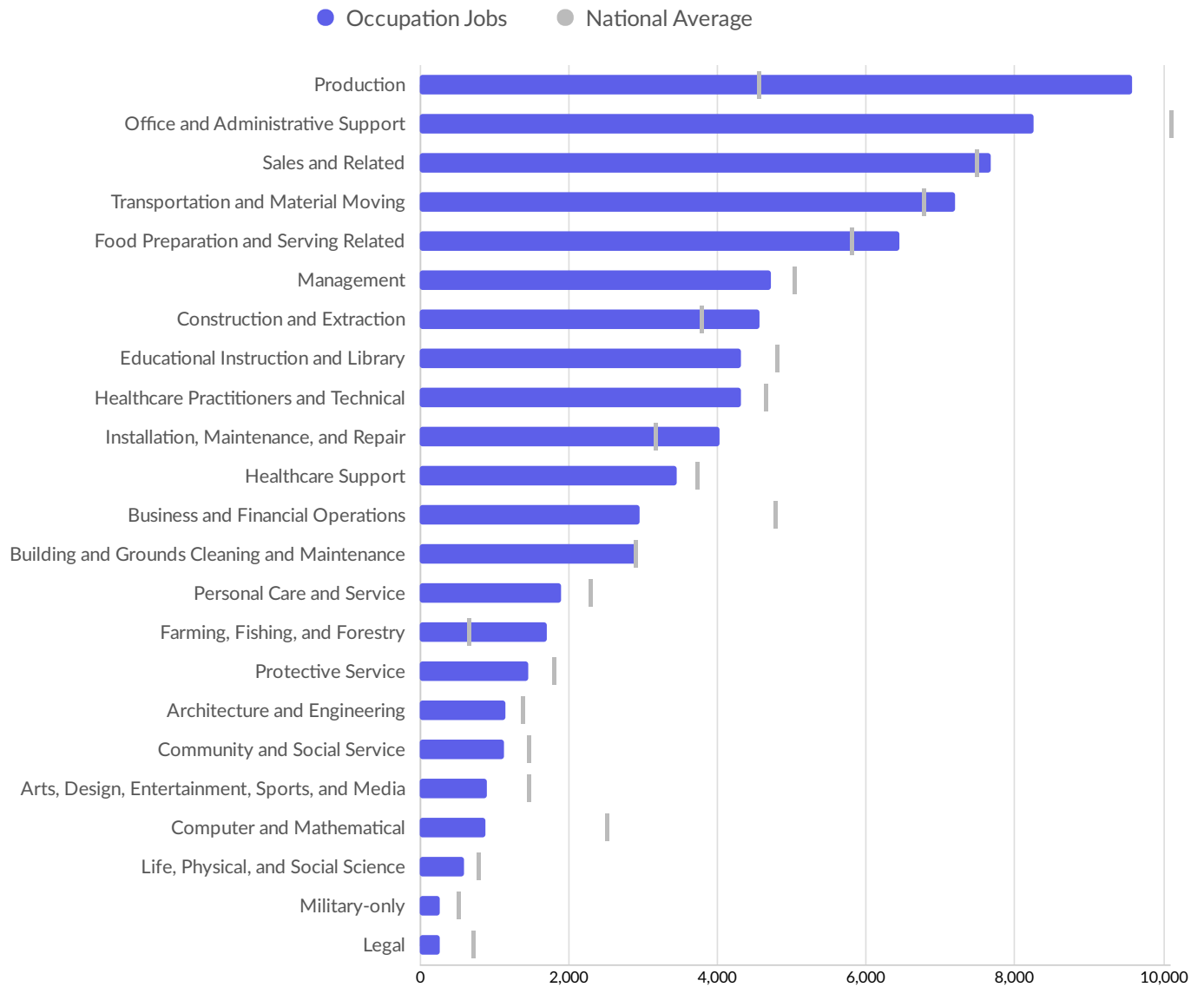
	Percentage	Business Count
1 to 4 employees	36.7%	3,527
5 to 9 employees	27.3%	2,626
10 to 19 employees	21.5%	2,062
20 to 49 employees	11.1%	1,068
50 to 99 employees	2.0%	194
100 to 249 employees	0.9%	89
250 to 499 employees	0.3%	28
500+ employees	0.1%	9

\*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.

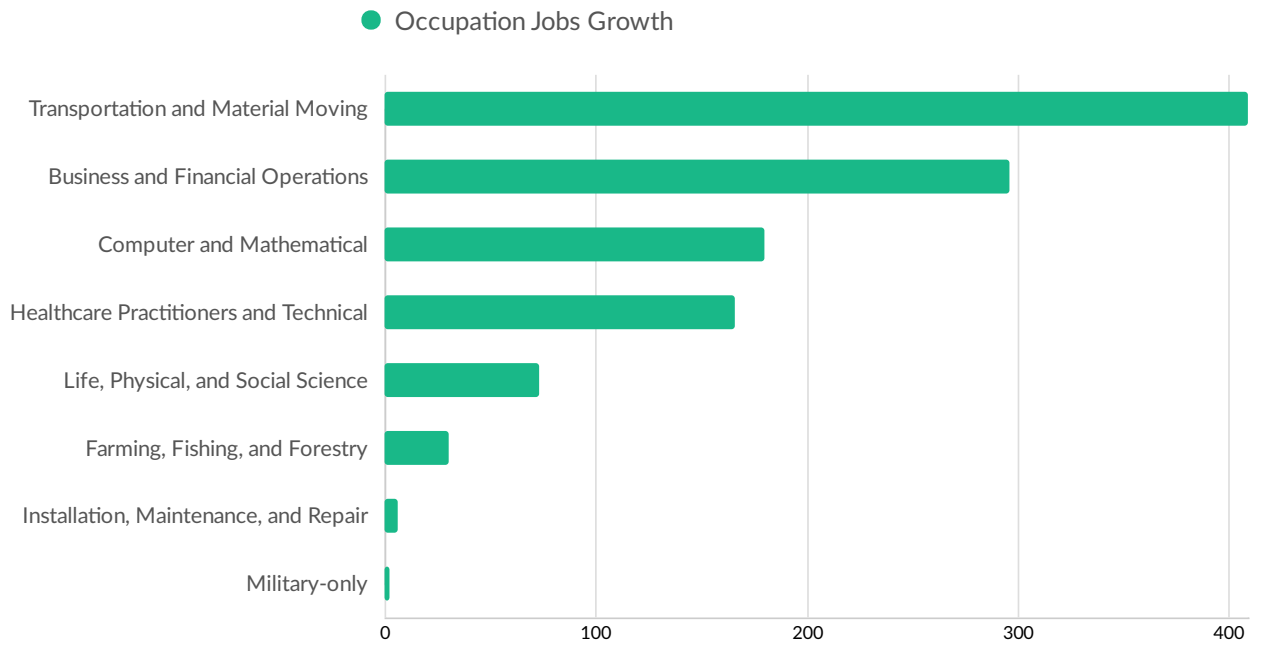


# Workforce Characteristics

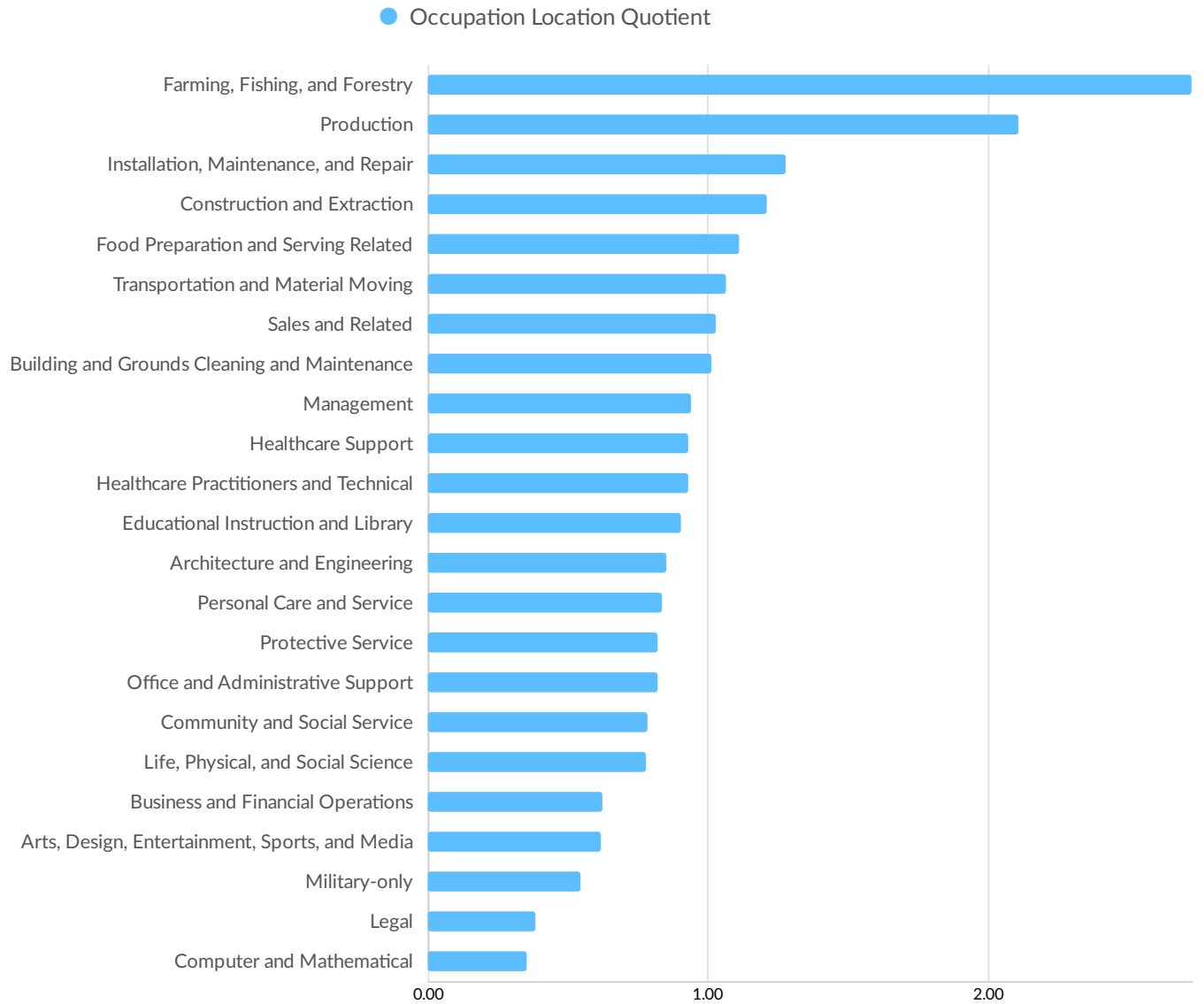
## Largest Occupations



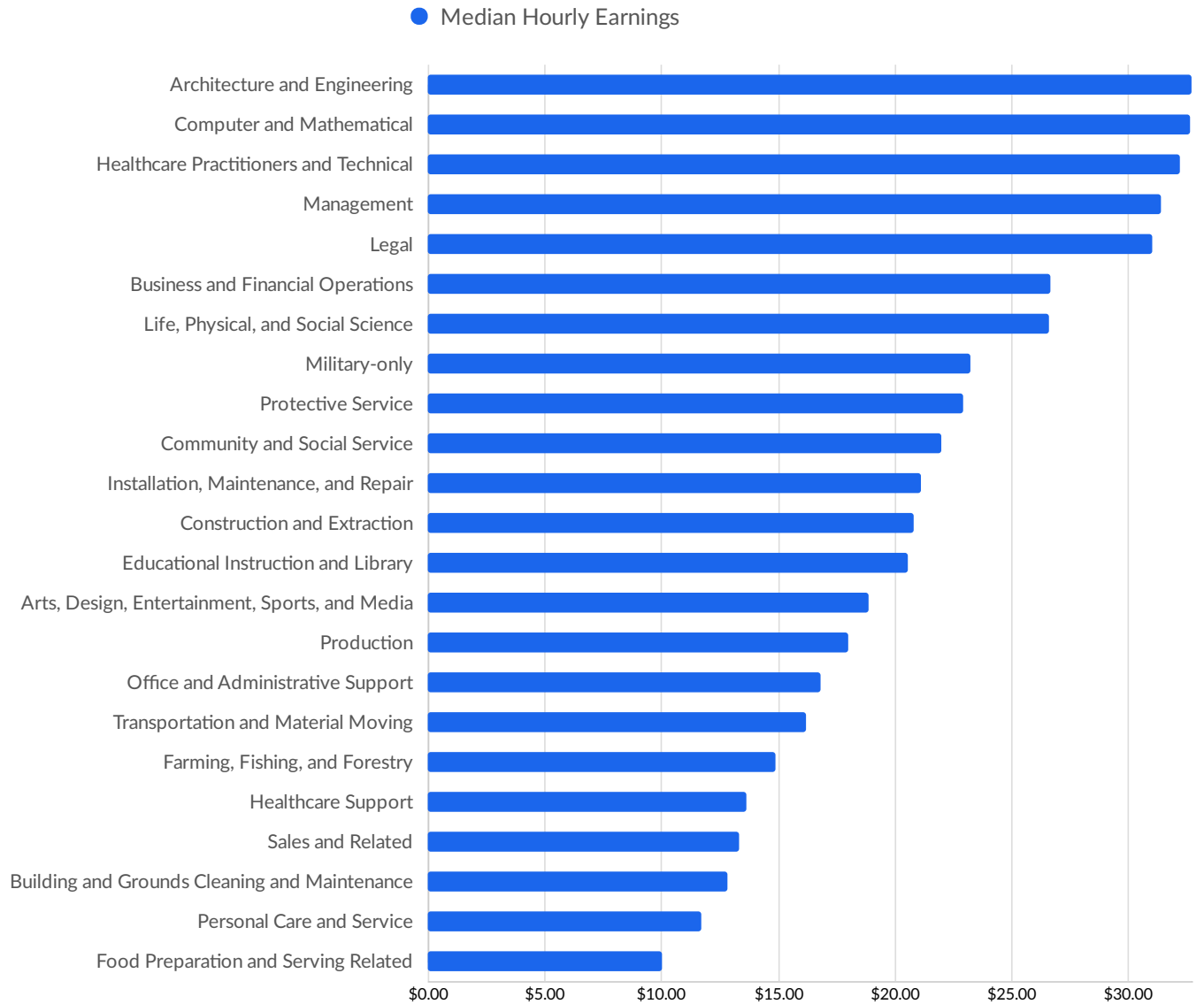
## Top Growing Occupations



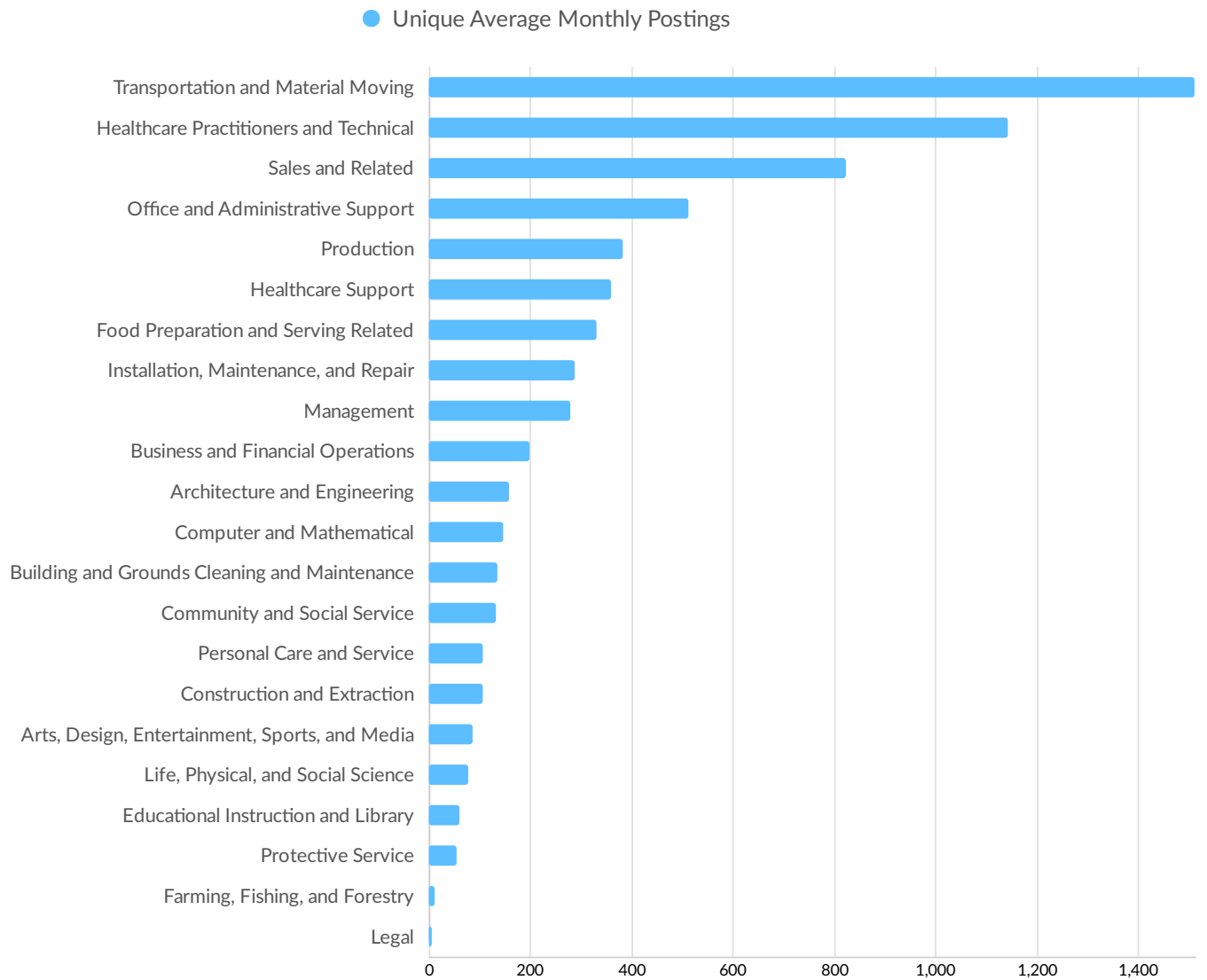
## Top Occupation Location Quotient



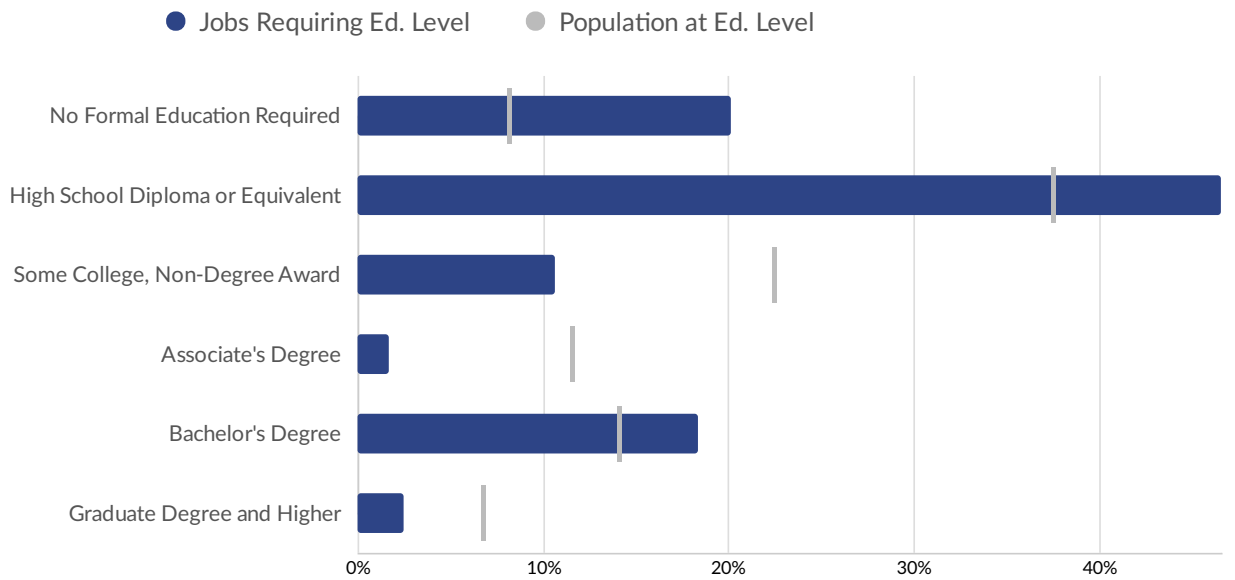
## Top Occupation Earnings



## Top Posted Occupations





## Underemployment



## Educational Pipeline

In 2020, there were 376 graduates in Grow North. This pipeline has shrunk by 38% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Liberal Arts and Sciences/Liberal Studies, and Welding Technology/Welder.

School	Total Graduates (2020)	Graduate Trend (2016 - 2020)
Nicolet Area Technical College	376	
Wisconsin Academy	0	

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

# In-Demand Skills

