



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

197,311

Population (2021)

Population **grew by 2,397** over the last 5 years and is projected to **grow by 1,078** over the next 5 years.

82,033

Total Regional Employment

Jobs **decreased by 2,560** over the last 5 years but are projected to **grow by 2,188** over the next 5 years.

\$53.4K

Avg. Earnings Per Job (2021)

Regional average earnings per job are **\$22.1K below** the national average earnings of \$75.5K per job.

Takeaways

- As of 2021 the region's population **increased by 1.2%** since 2016, growing by 2,397. Population is expected to **increase by 0.5%** between 2021 and 2026, adding 1,078.
- From 2016 to 2021, jobs **declined by 3.0%** in Grow North from 84,593 to **82,033**. This change **fell short of the national growth rate of 0.4% by 2.6%**. As the number of jobs declined, the **labor force participation rate decreased from 61.2% to 59.6% between 2016 and 2021**.
- Concerning educational attainment, **14.3% of the selected regions' residents possess a Bachelor's Degree** (6.0% below the national average), and **11.7% hold an Associate's Degree** (3.0% above the national average).
- The top three industries in 2021 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	197,311	97,213	82,033	101.0	\$7.91B	\$13.36B	\$10.19B
NCWRPC	441,223	222,283	218,790	99.7	\$23.11B	\$30.24B	\$28.47B
Wisconsin	5,855,036	3,102,500	3,069,154	100.3	\$345.97B	\$320.32B	\$341.85B

Nov 2021 Labor Force Breakdown



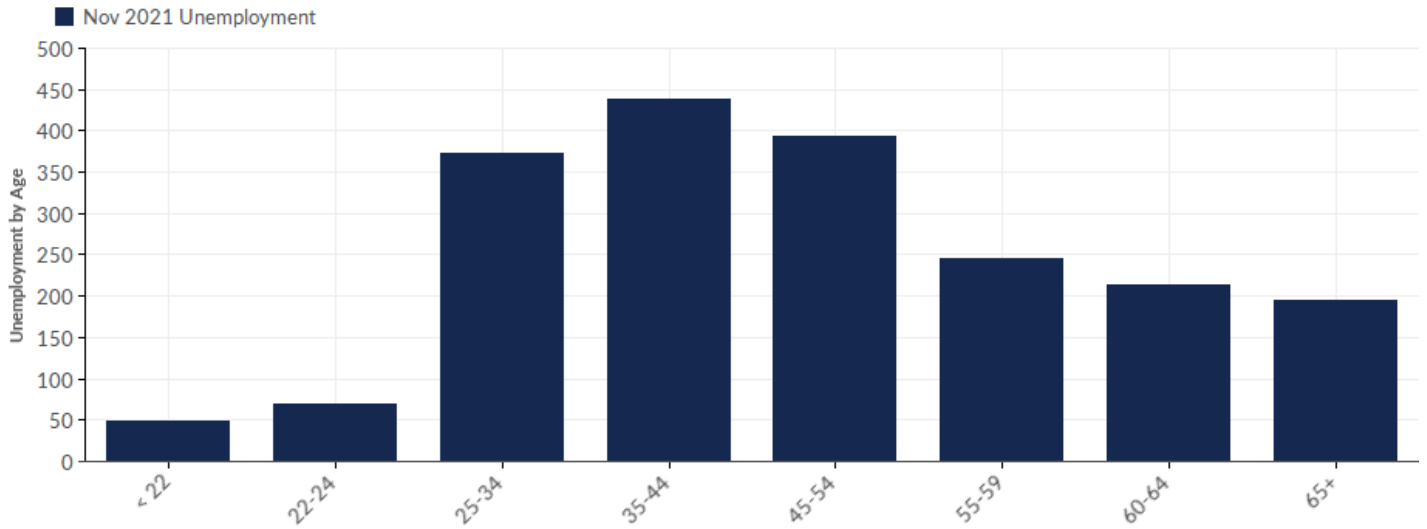
Educational Attainment

Concerning educational attainment, **14.3% of the selected regions' residents possess a Bachelor's Degree** (6.0% below the national average), and **11.7% hold an Associate's Degree** (3.0% above the national average).



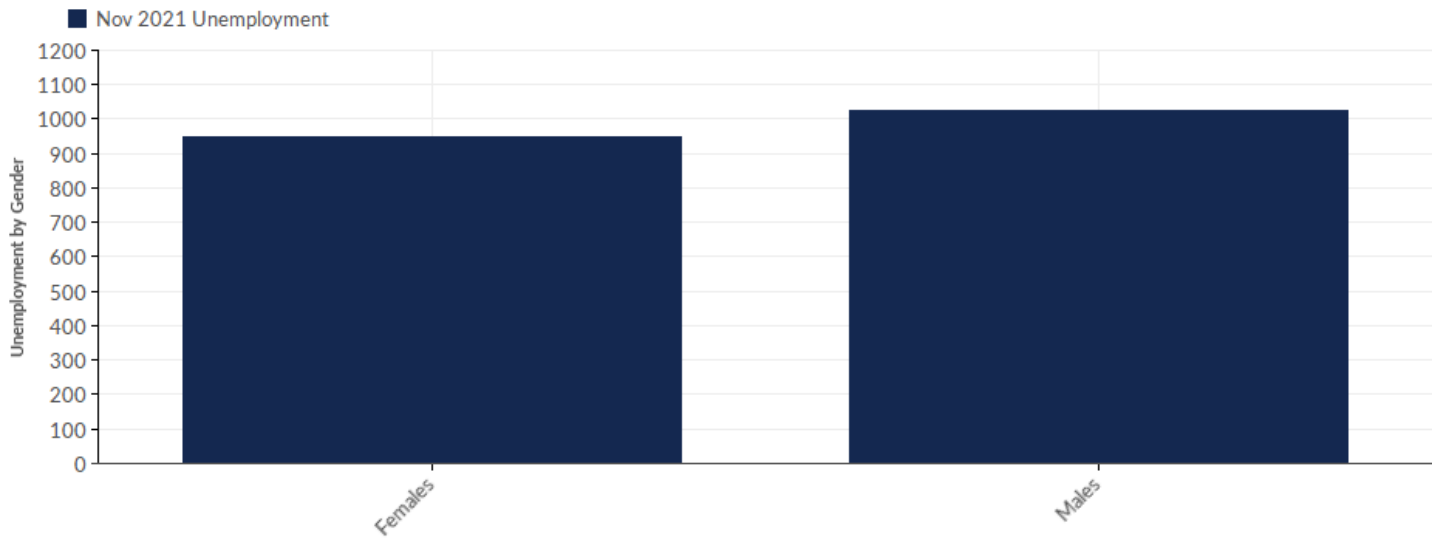
Unemployment by Demographics

Unemployment by Age



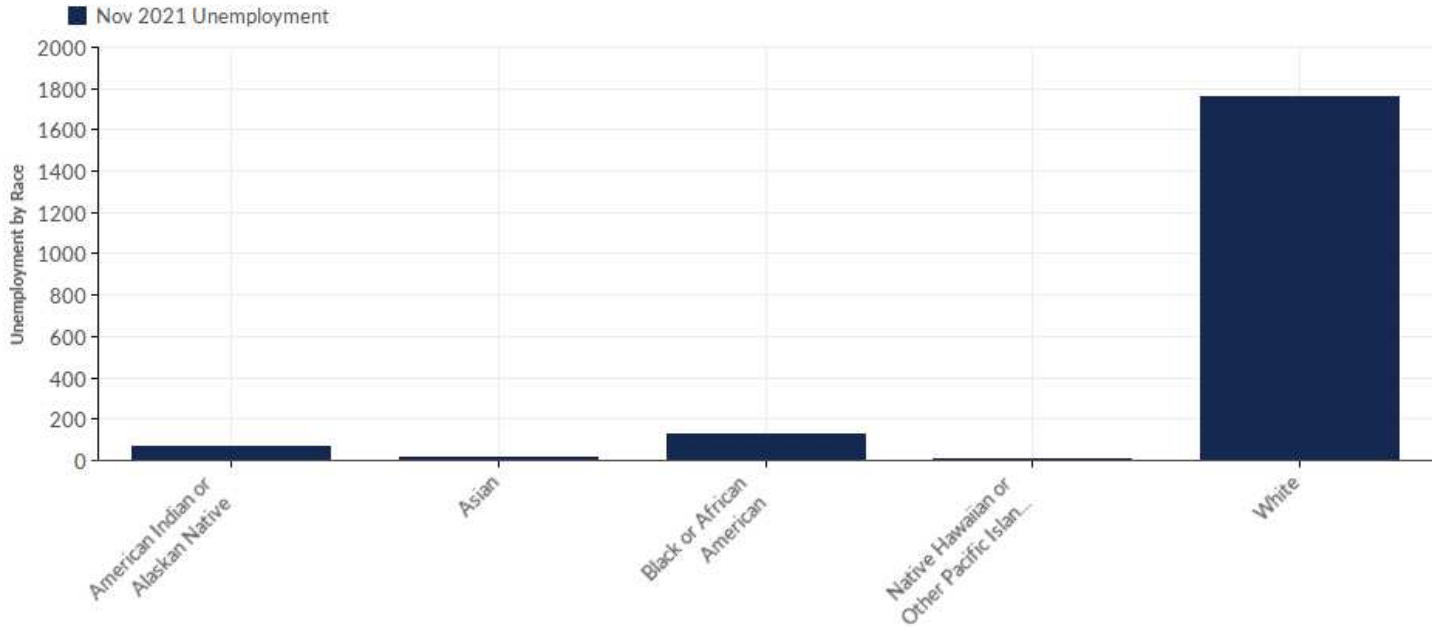
Age	Unemployment (Nov 2021)	% of Cohort
< 22	48	2.43%
22-24	69	3.49%
25-34	373	18.89%
35-44	438	22.18%
45-54	392	19.85%
55-59	244	12.35%
60-64	214	10.84%
65+	196	9.92%
Total	1,975	100.00%

Unemployment by Gender



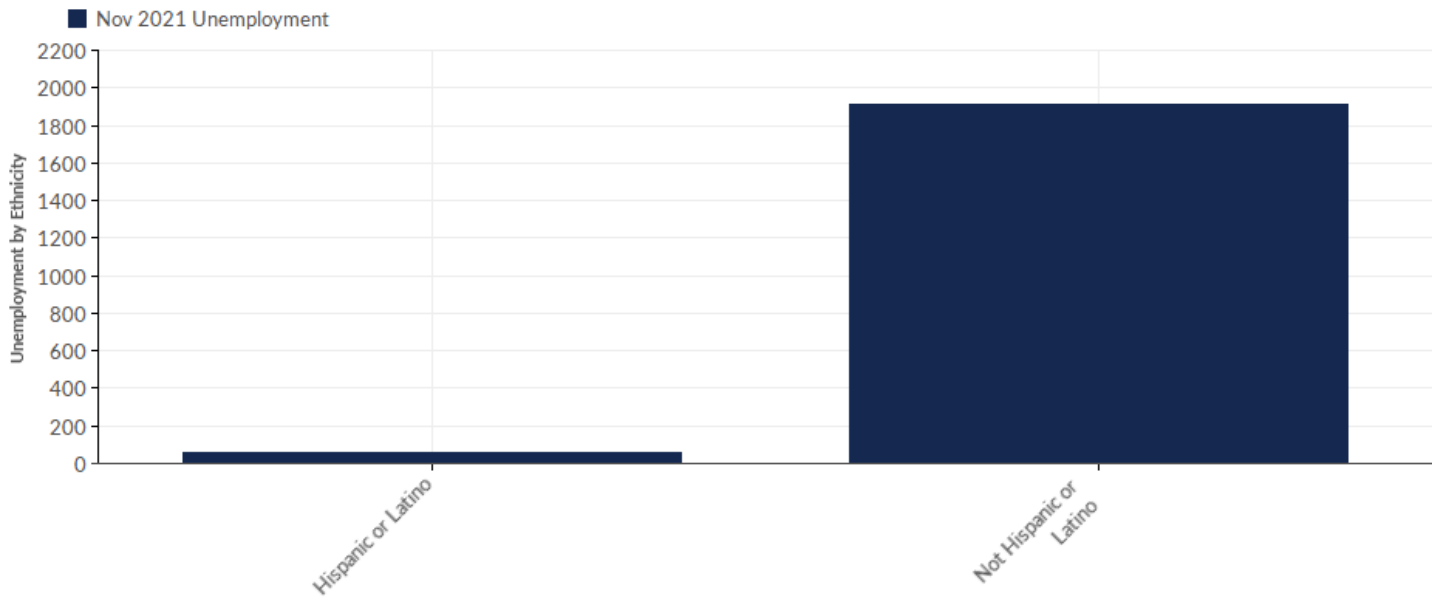
Gender	Unemployment (Nov 2021)	% of Cohort
Females	950	48.10%
Males	1,025	51.90%
Total	1,975	100.00%

Unemployment by Race



Race	Unemployment (Nov 2021)	% of Cohort
American Indian or Alaskan Native	69	3.49%
Asian	13	0.66%
Black or African American	130	6.58%
Native Hawaiian or Other Pacific Islander	4	0.20%
White	1,759	89.06%
Total	1,975	100.00%

Unemployment by Ethnicity

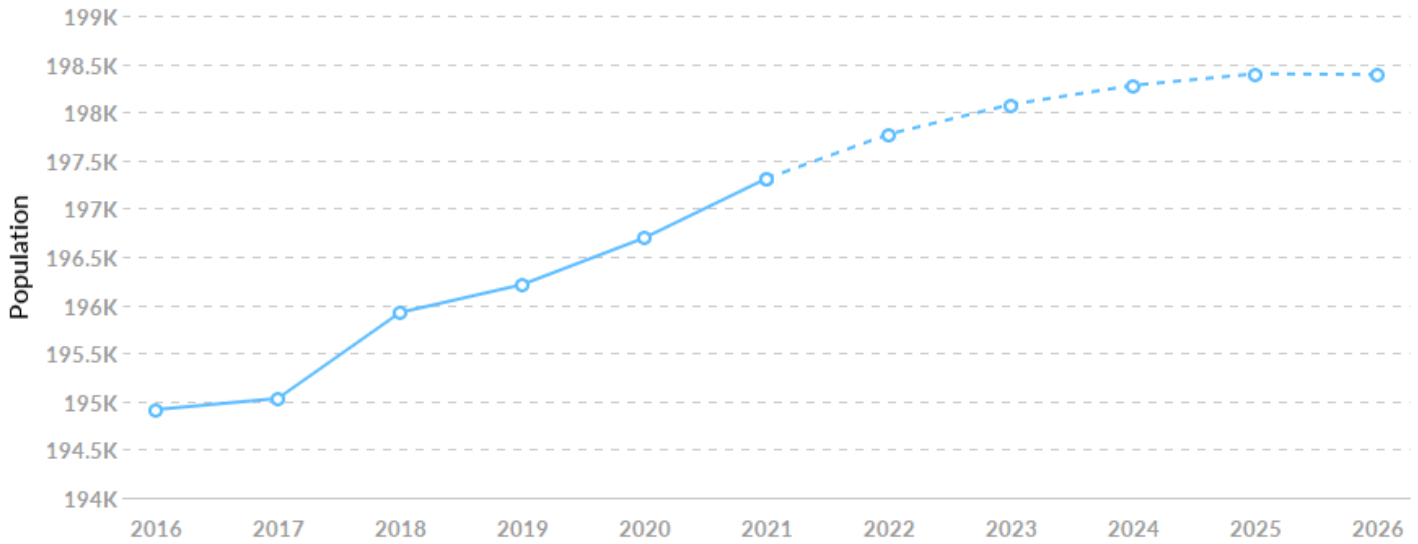


Ethnicity	Unemployment (Nov 2021)	% of Cohort
Hispanic or Latino	60	3.04%
Not Hispanic or Latino	1,915	96.96%
Total	1,975	100.00%

Historic & Projected Trends

Population Trends

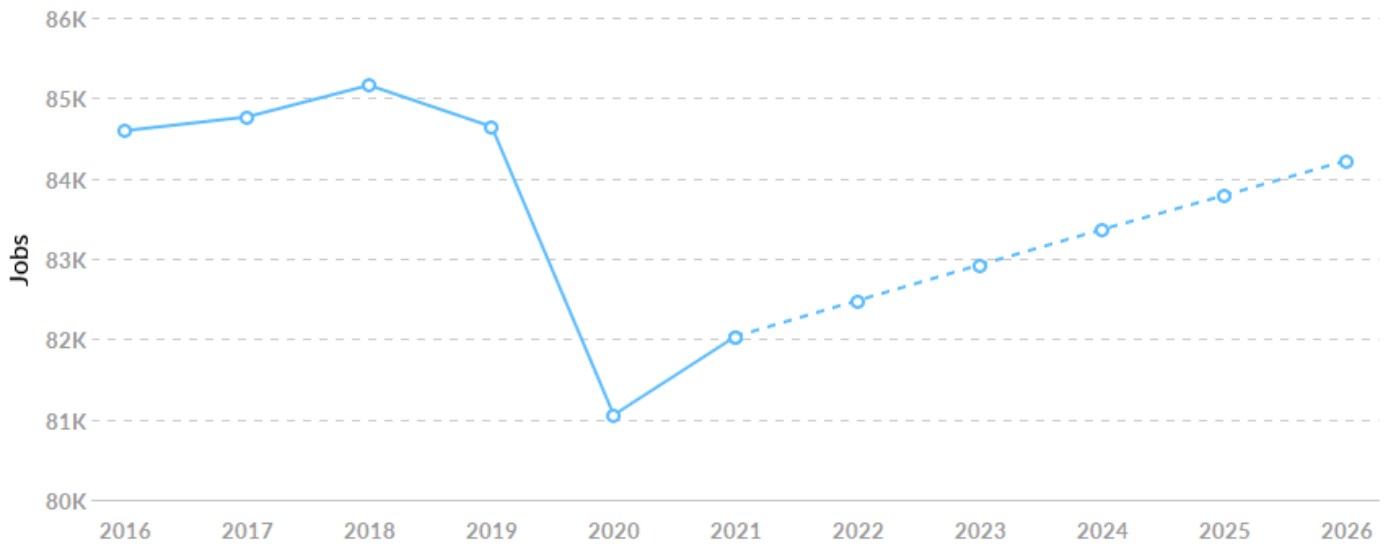
As of 2021 the region's population **increased by 1.2%** since 2016, growing by 2,397. Population is expected to **increase by 0.5%** between 2021 and 2026, adding 1,078.



Timeframe	Population
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
2026	198,389

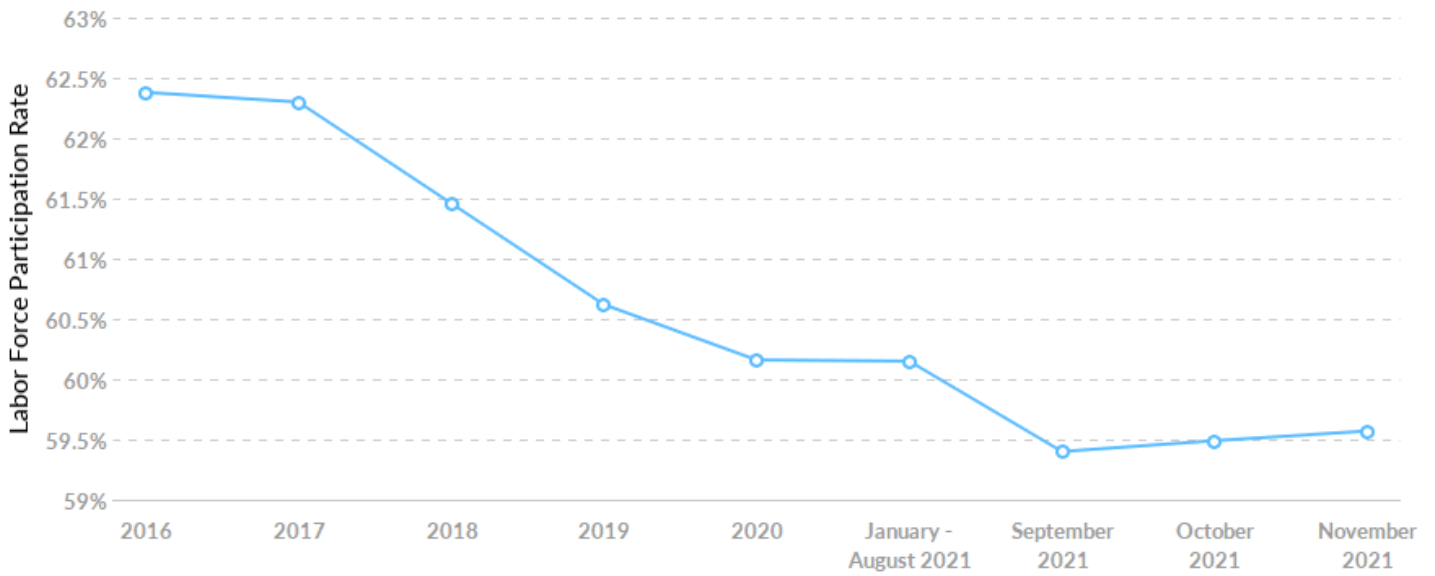
Job Trends

From 2016 to 2021, jobs declined by 3.0% in Grow North from 84,593 to 82,033. This change fell short of the national growth rate of 0.4% by 2.6%.



Timeframe	Jobs
2016	84,593
2017	84,764
2018	85,159
2019	84,645
2020	81,052
2021	82,033
2022	82,480
2023	82,924
2024	83,364
2025	83,787
2026	84,221

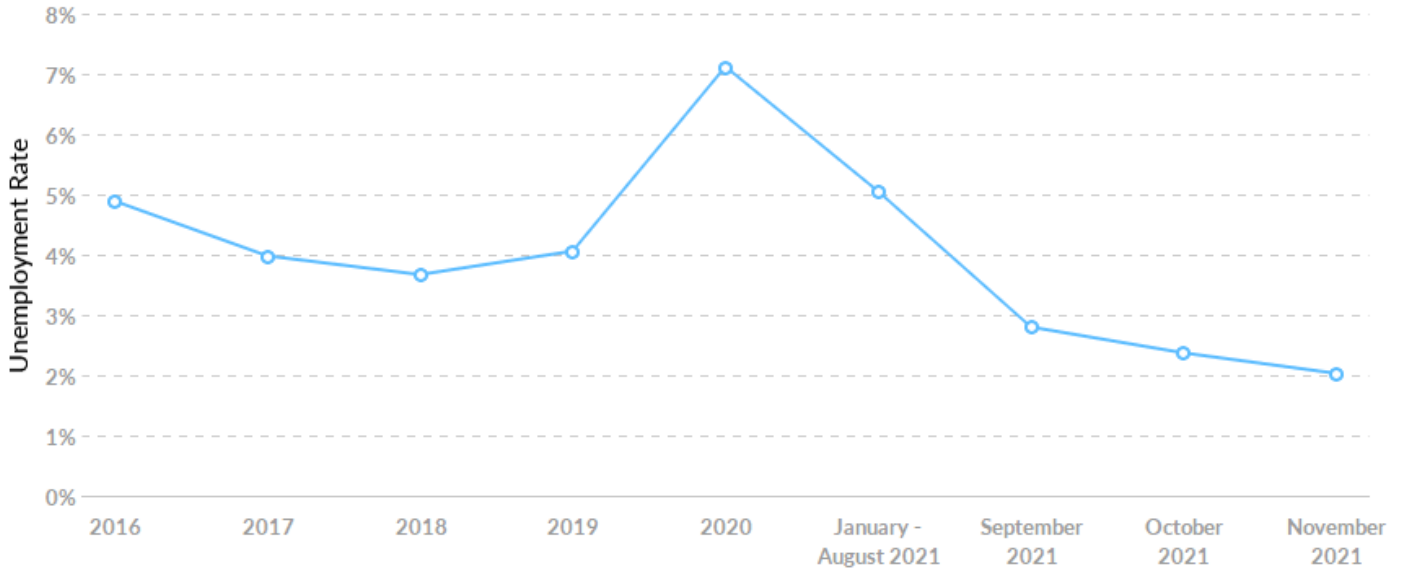
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	62.38%
2017	62.30%
2018	61.46%
2019	60.62%
2020	60.16%
January - August 2021	60.15%
September 2021	59.40%
October 2021	59.49%
November 2021	59.57%

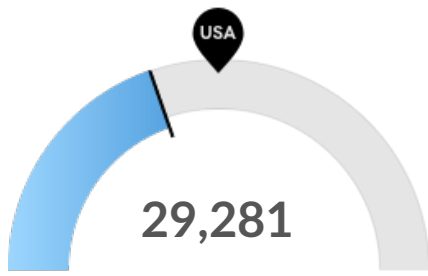
Unemployment Rate Trends

Your areas had a November 2021 unemployment rate of 2.03%, decreasing from 4.89% 5 years before.



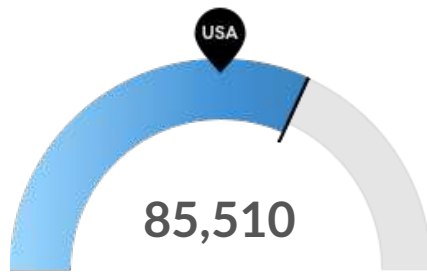
Timeframe	Unemployment Rate
2016	4.89%
2017	3.98%
2018	3.67%
2019	4.06%
2020	7.12%
January - August 2021	5.05%
September 2021	2.80%
October 2021	2.37%
November 2021	2.03%

Population Characteristics



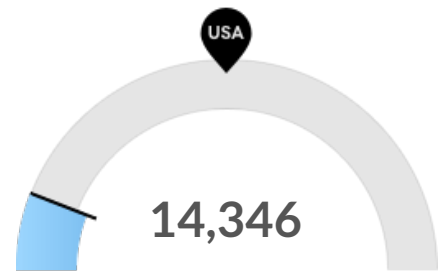
Millennials

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



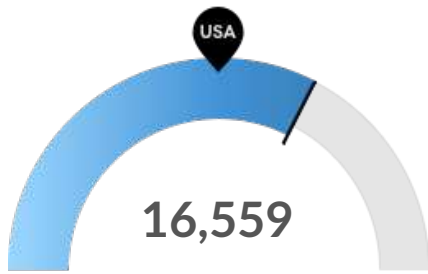
Retiring Soon

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.



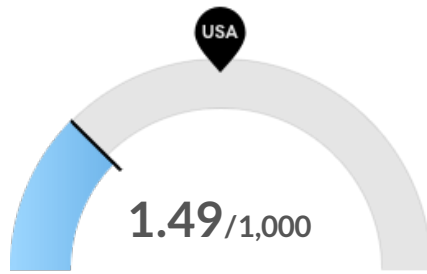
Racial Diversity

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.



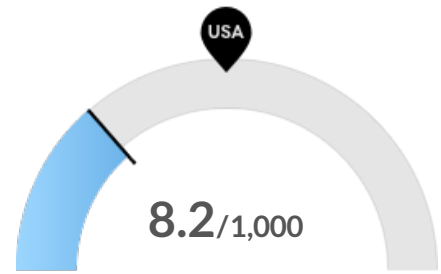
Veterans

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.

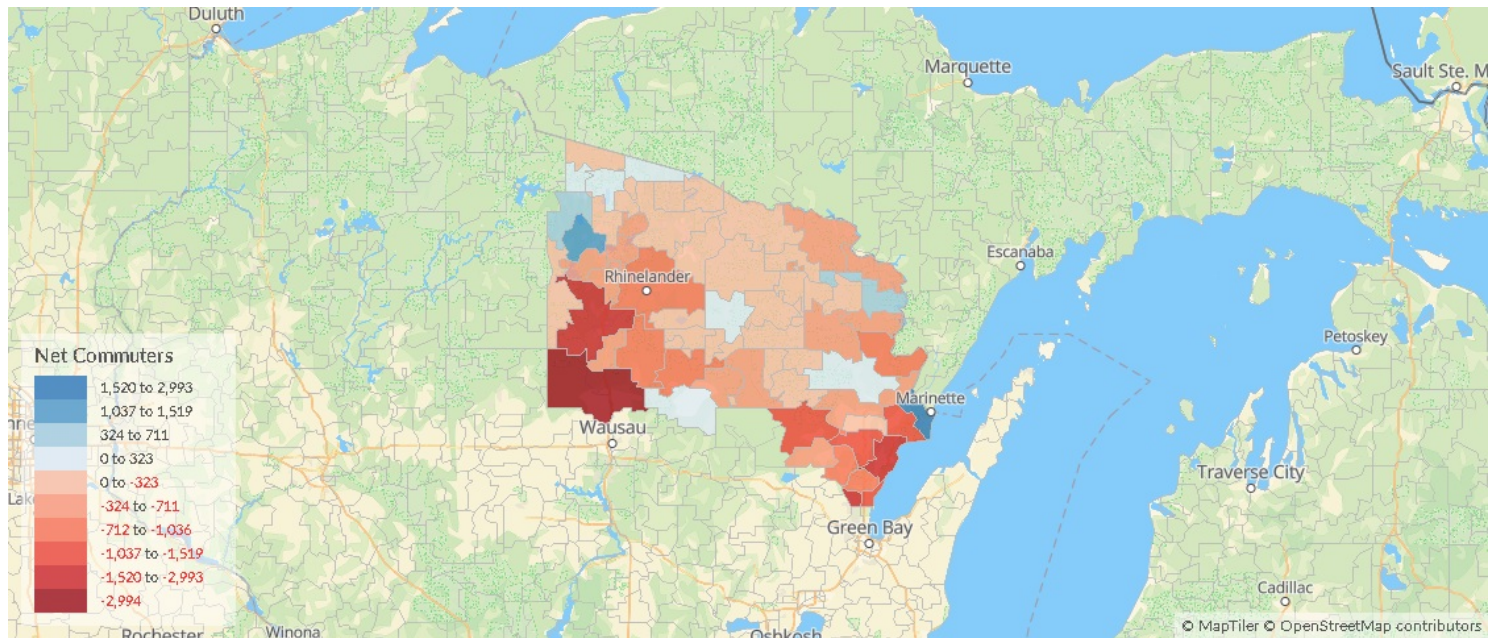


Property Crime

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.



Where Talent Works

ZIP	Name	2021 Employment
54501	Rhineland, WI (in One...)	9,648
54143	Marinette, WI (in Marin...)	8,663
54409	Antigo, WI (in Langlade ...)	7,208
54452	Merrill, WI (in Lincoln c...)	7,207
54521	Eagle River, WI (in Vilas...)	4,233

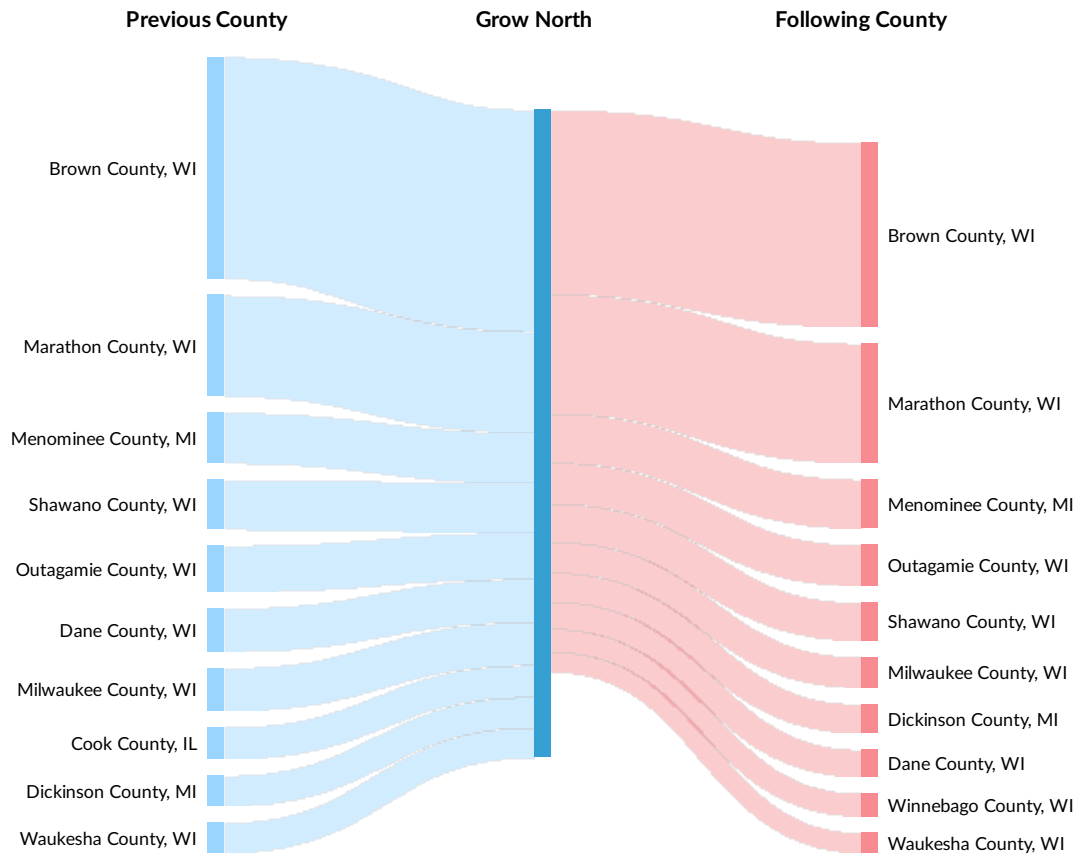
Where Talent Lives

ZIP	Name	2021 Workers
54501	Rhineland, WI (in One...)	10,421
54452	Merrill, WI (in Lincoln c...)	10,202
54143	Marinette, WI (in Marin...)	7,143
54409	Antigo, WI (in Langlade ...)	7,112
54487	Tomahawk, WI (in Linco...)	5,259

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 2019 was 1,000.

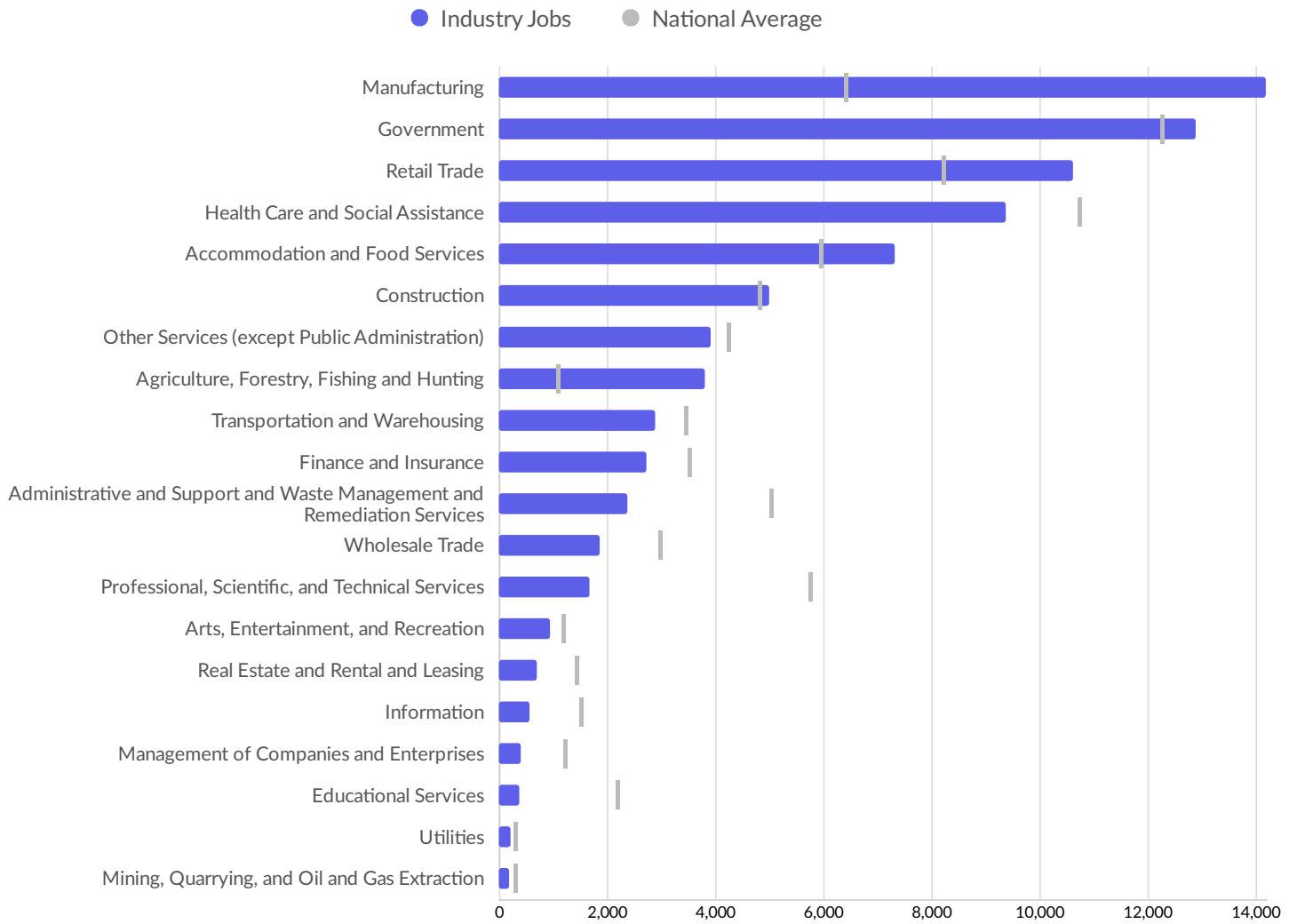


Top Previous Counties	Migrations
Brown County, WI	1,067
Marathon County, WI	487
Menominee County, MI	242
Shawano County, WI	239
Outagamie County, WI	223
Dane County, WI	208

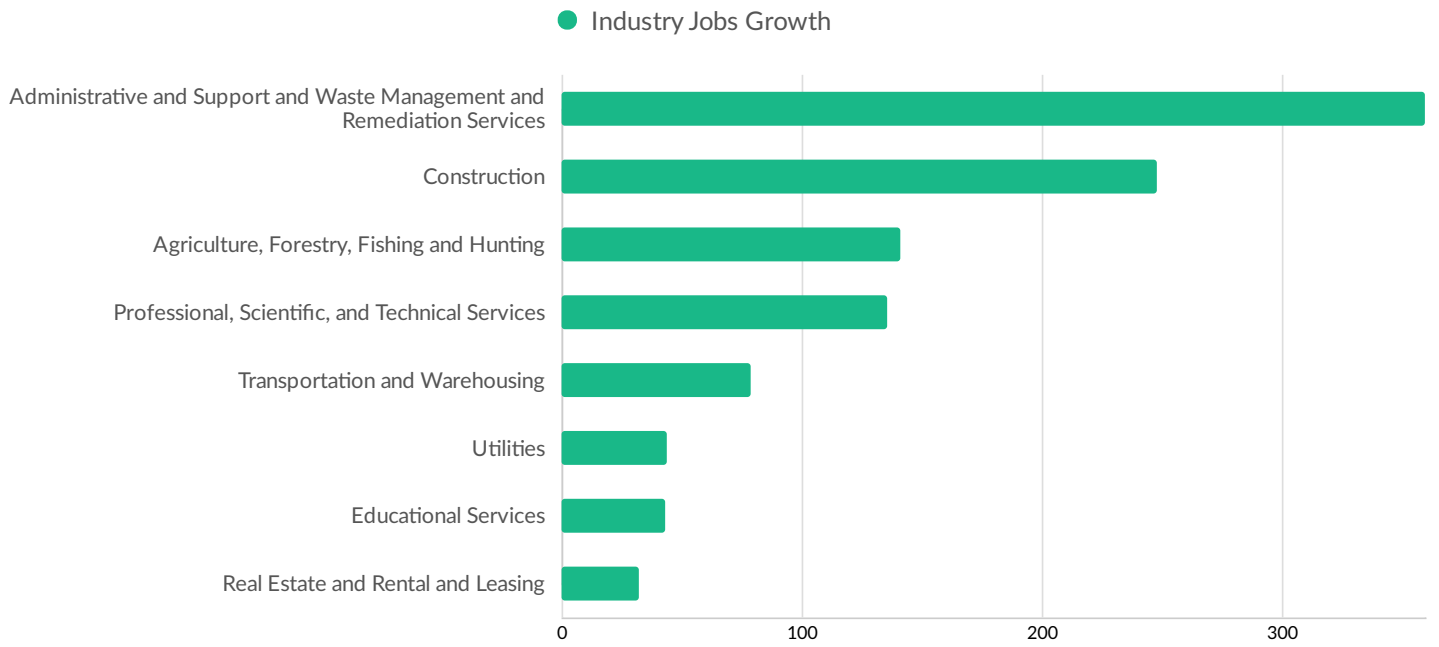
Top Previous Counties	Migrations
Milwaukee County, WI	206
Cook County, IL	153
Dickinson County, MI	147
Waukesha County, WI	145
Winnebago County, WI	103
Wood County, WI	83
Rock County, WI	75
Manitowoc County, WI	75
Portage County, WI	74
Top Following Counties	Migrations
Brown County, WI	888
Marathon County, 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

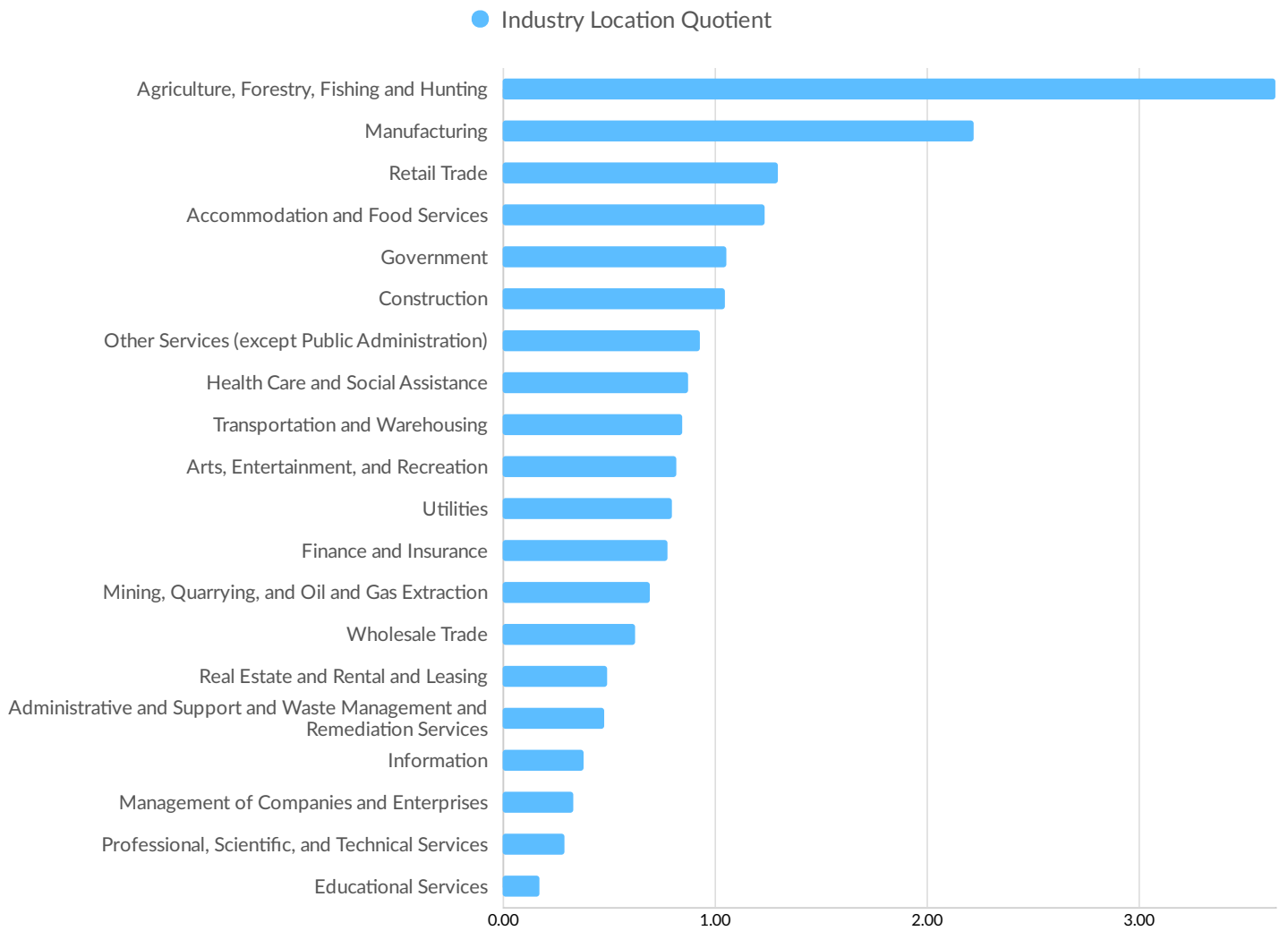
Largest Industries



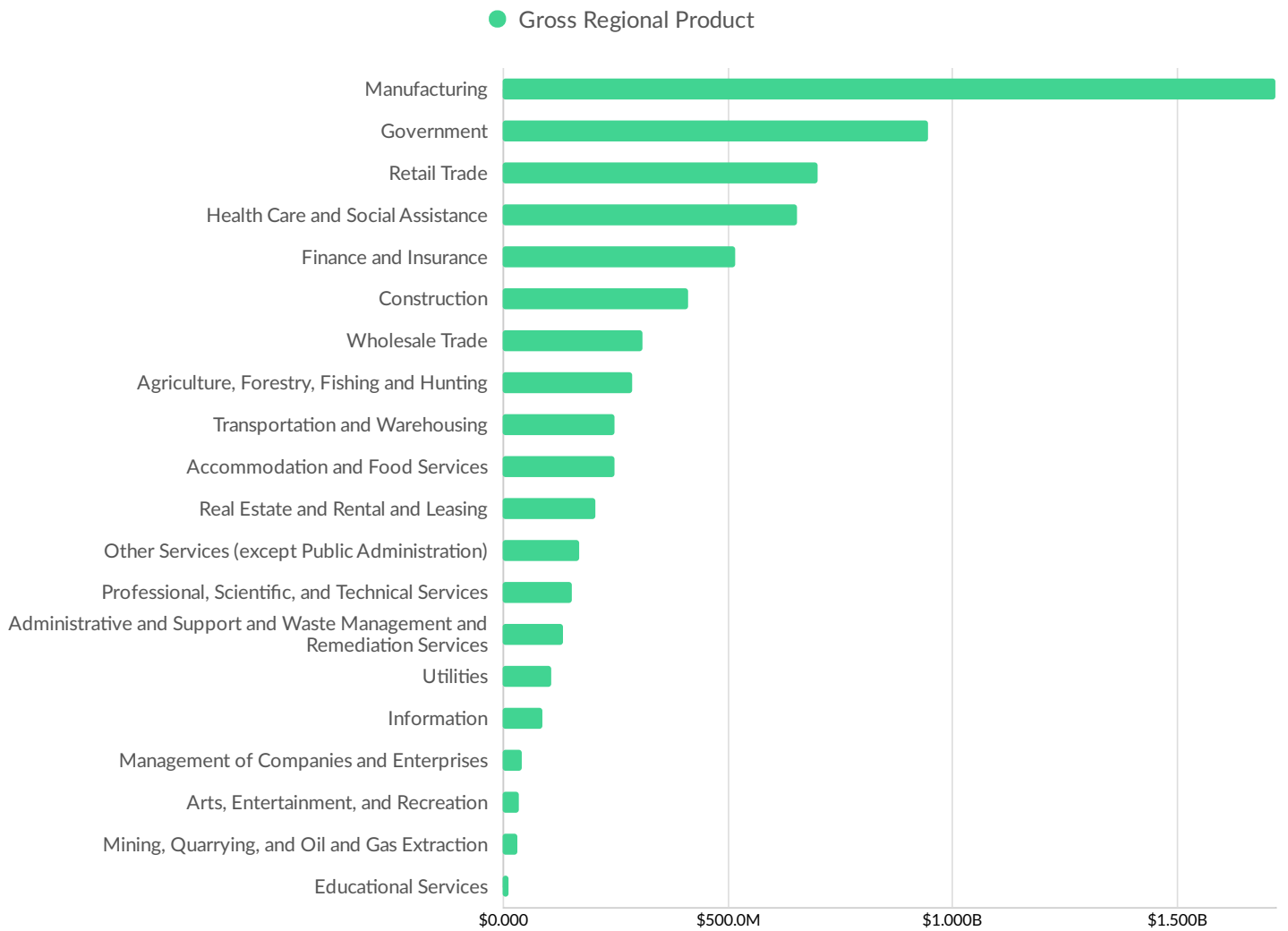
Top Growing Industries



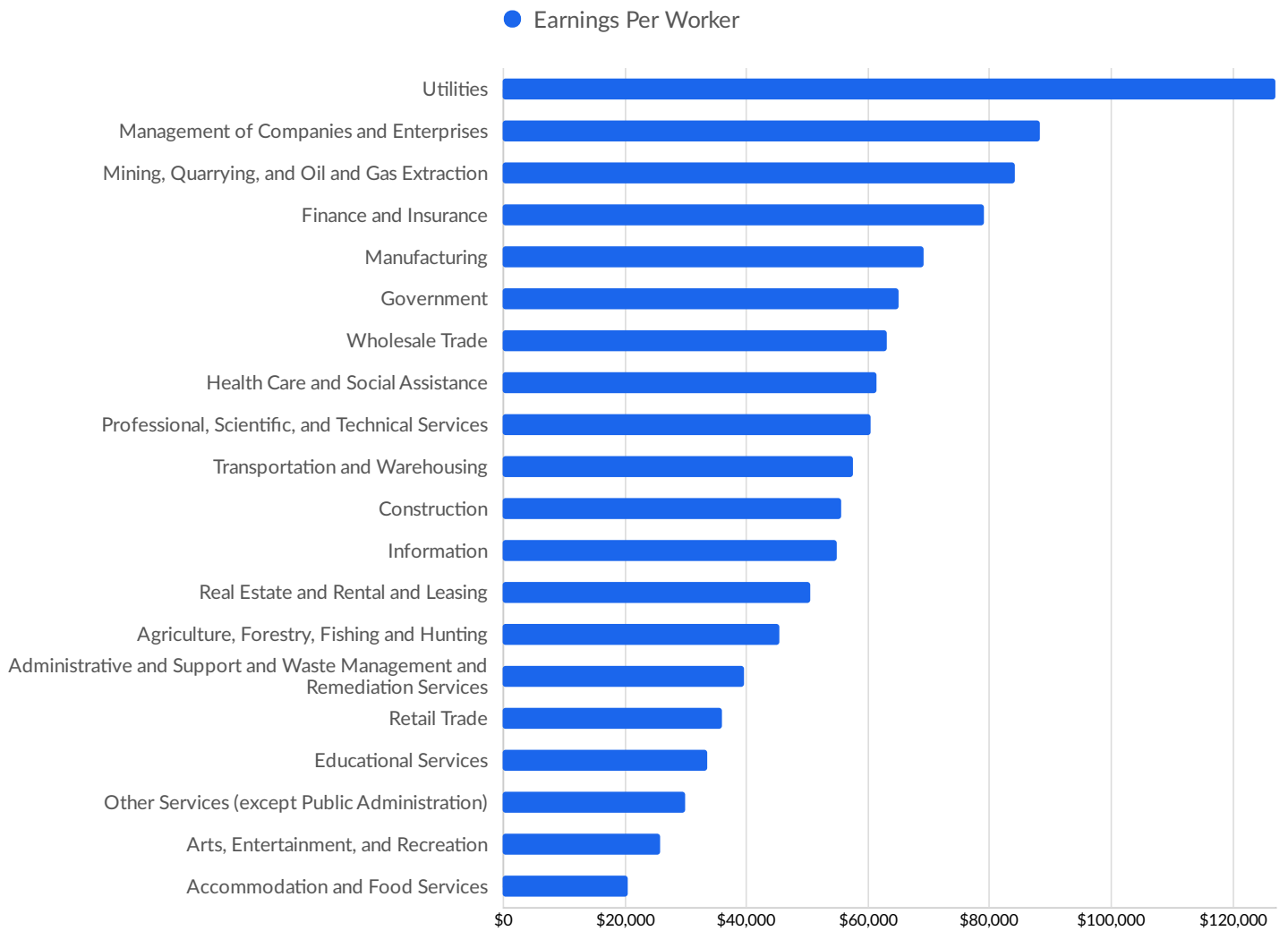
Top Industry Location Quotient



Top Industry GRP






















Top Industry Earnings



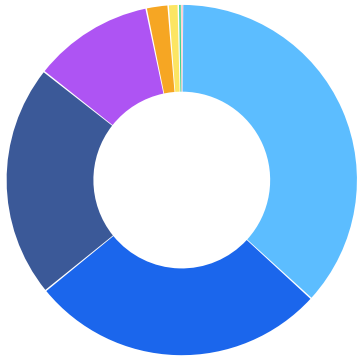
Business Characteristics

13,498 Companies Employ Your Workers

Online profiles for your workers mention 13,498 companies as employers, with the top 10 appearing below. In the last 12 months, 1,042 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Church Mutual Insurance Comp...	277 	Aspirus	506 
Ministry Health Care	247 	Marshfield Clinic	467 
Marshfield Clinic	240 	Johnson Controls	396 
Fincantieri Marine Group	221 	Marinette Marine Corporation	284 
Walmart	205 	LHC Group	242 
Nicolet College	195 	Kwik Trip	230 
Aspirus	189 	FedEx	206 
Bay Area Medical Center	141 	Ascension	190 
School District Of Rhinelander	115 	Aurora Health Care	187 
Northeast Wisconsin Technical ...	112 	C.R. England	154 

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

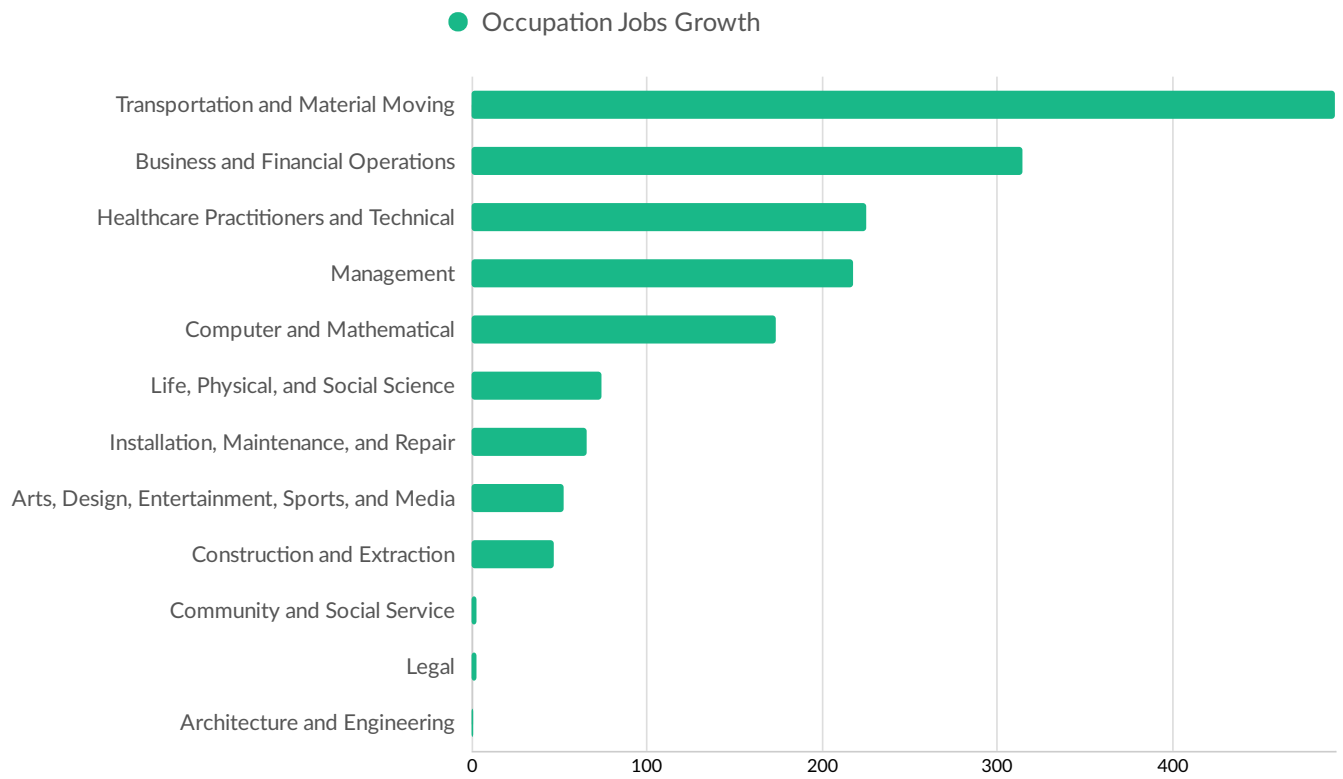
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

Largest Occupations

● Occupation Jobs ● National Average

Top Growing Occupations



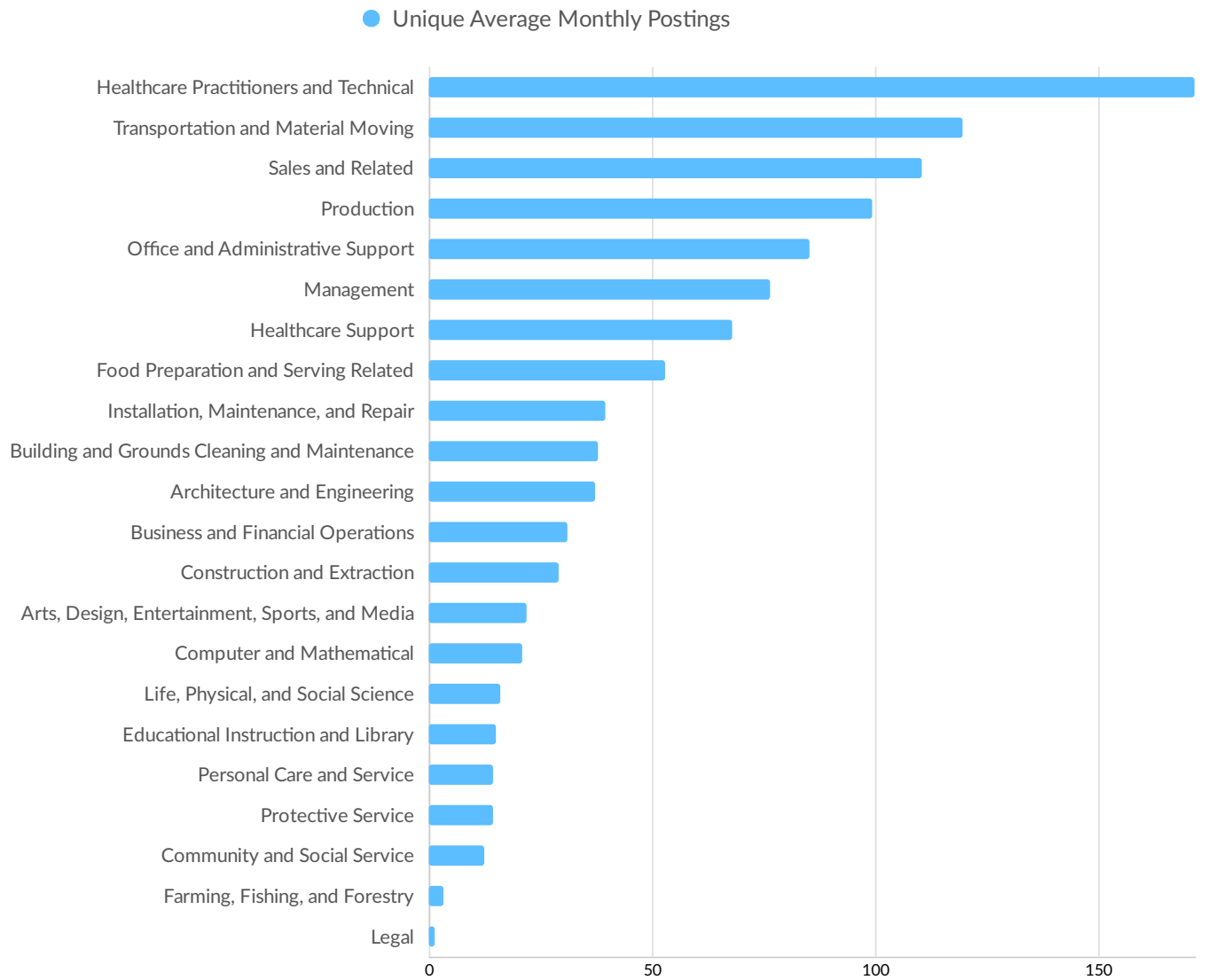
Top Occupation Location Quotient

● Occupation Location Quotient

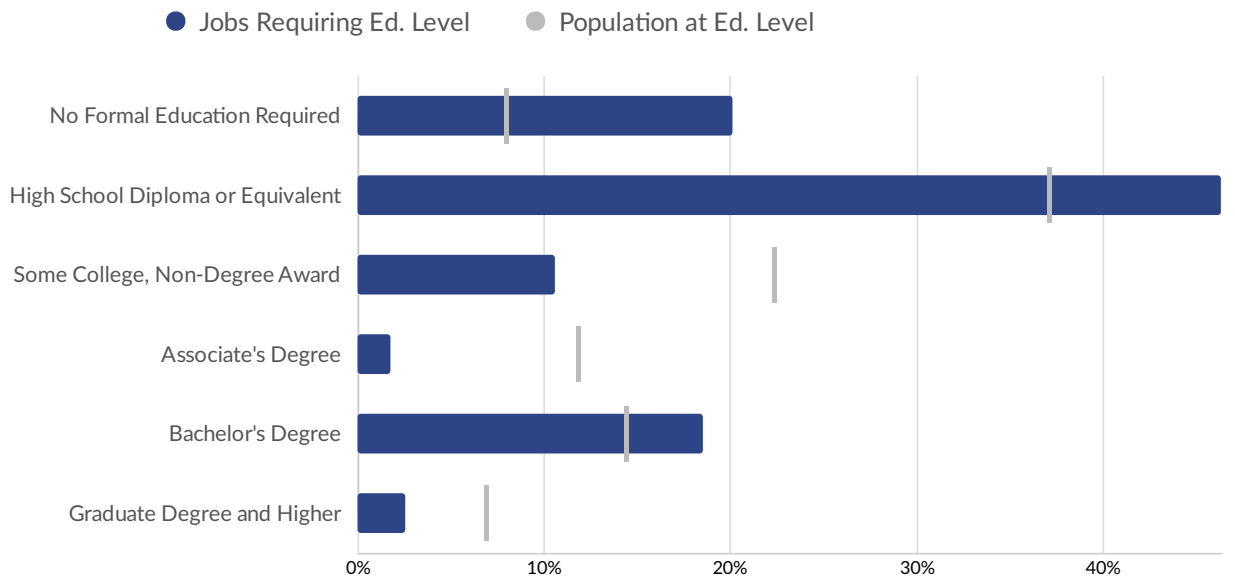
Top Occupation Earnings

● Median Hourly 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

