



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

197,794

Population (2021)

Population **grew by 2,880** over the last 5 years and is projected to **grow by 3,864** over the next 5 years.

82,534

Total Regional Employment

Jobs **decreased by 2,059** over the last 5 years but are projected to **grow by 1,662** over the next 5 years.

\$55.2K

Avg. Earnings Per Job (2021)

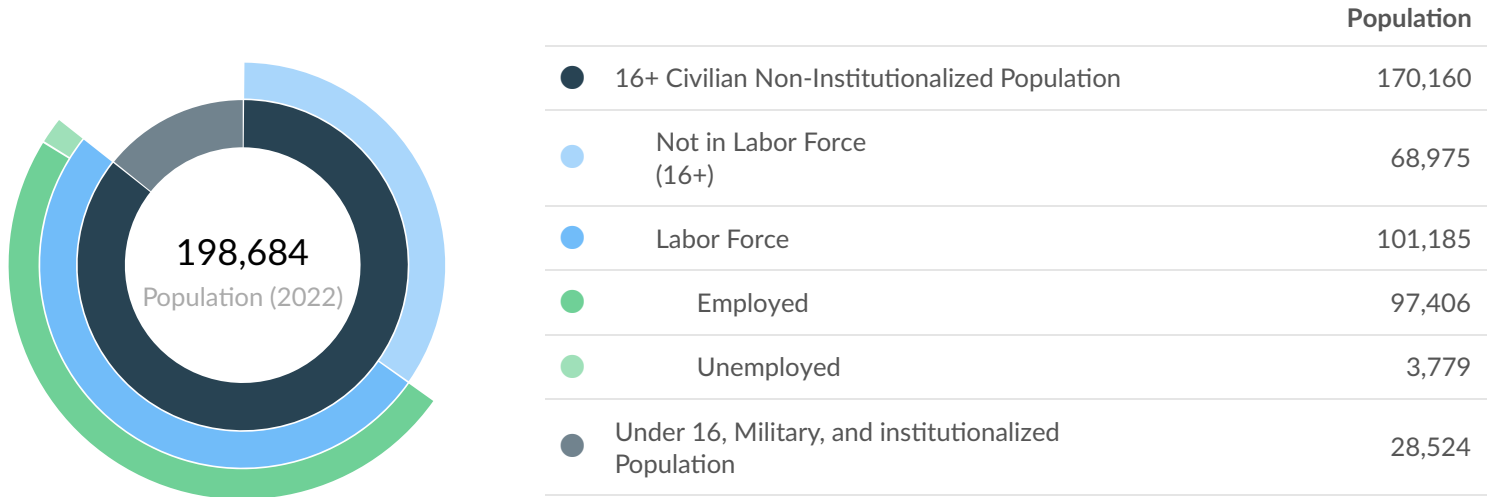
Regional average earnings per job are **\$22.6K below** the national average earnings of \$77.8K per job.

Takeaways

- As of 2021 the region's population **increased by 1.5%** since 2016, growing by 2,880. Population is expected to **increase by 2.0%** between 2021 and 2026, adding 3,864.
- From 2016 to 2021, jobs **declined by 2.4%** in Grow North from 84,593 to **82,534**. This change **fell short of the national growth rate of 1.8% by 4.2%**. As the number of jobs declined, the **labor force participation rate decreased from 61.6% to 57.8% 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).

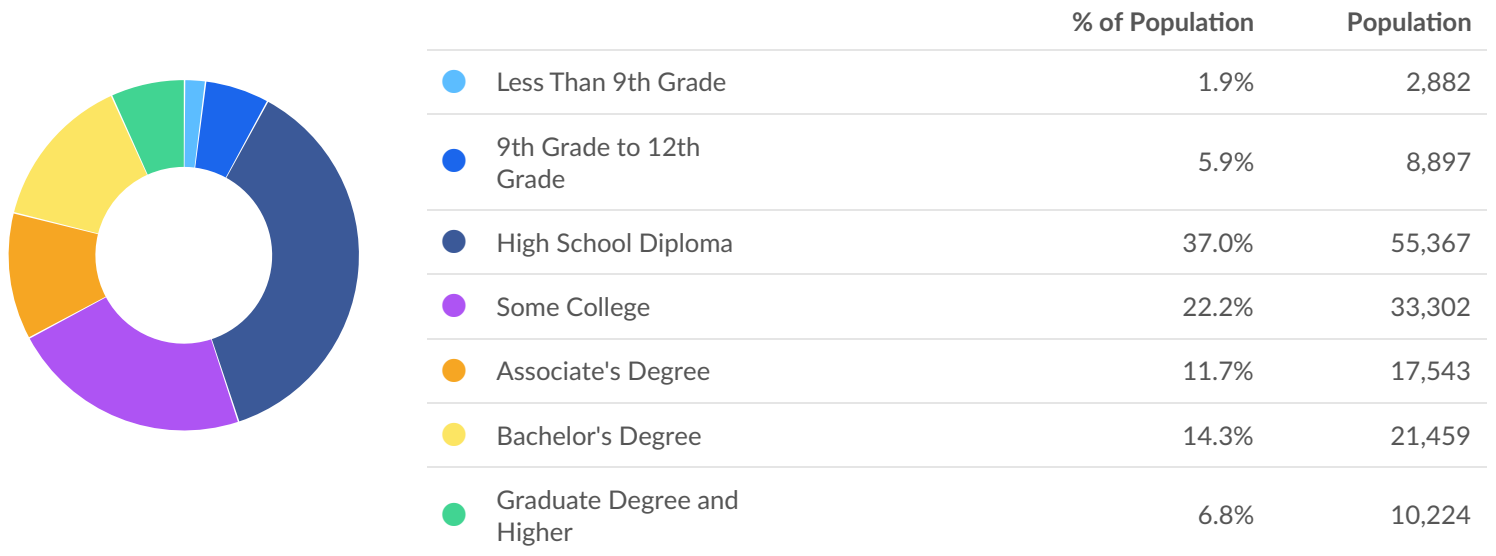
	Population (2022)	Labor Force (Jun 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	198,684	101,185	82,534	101.0	\$8.20B	\$13.81B	\$10.62B
NCWRPC	443,262	227,242	220,380	99.7	\$23.77B	\$31.13B	\$29.22B
Wisconsin	5,881,227	3,153,688	3,110,882	100.3	\$360.23B	\$330.30B	\$353.71B

Jun 2022 Labor Force Breakdown



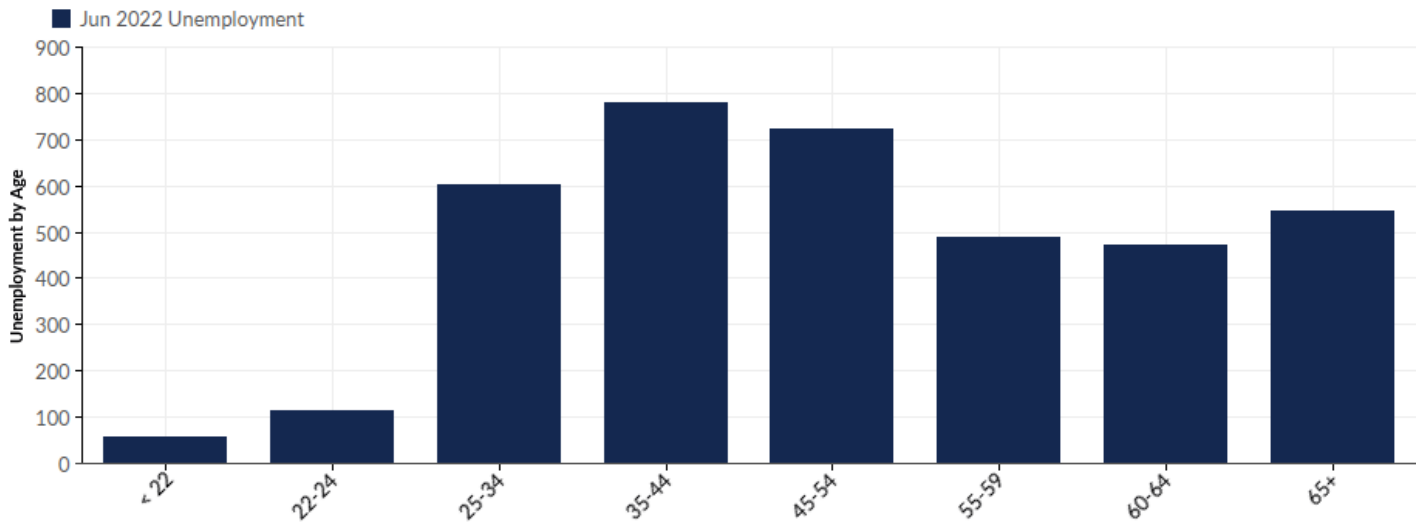
Educational Attainment

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).



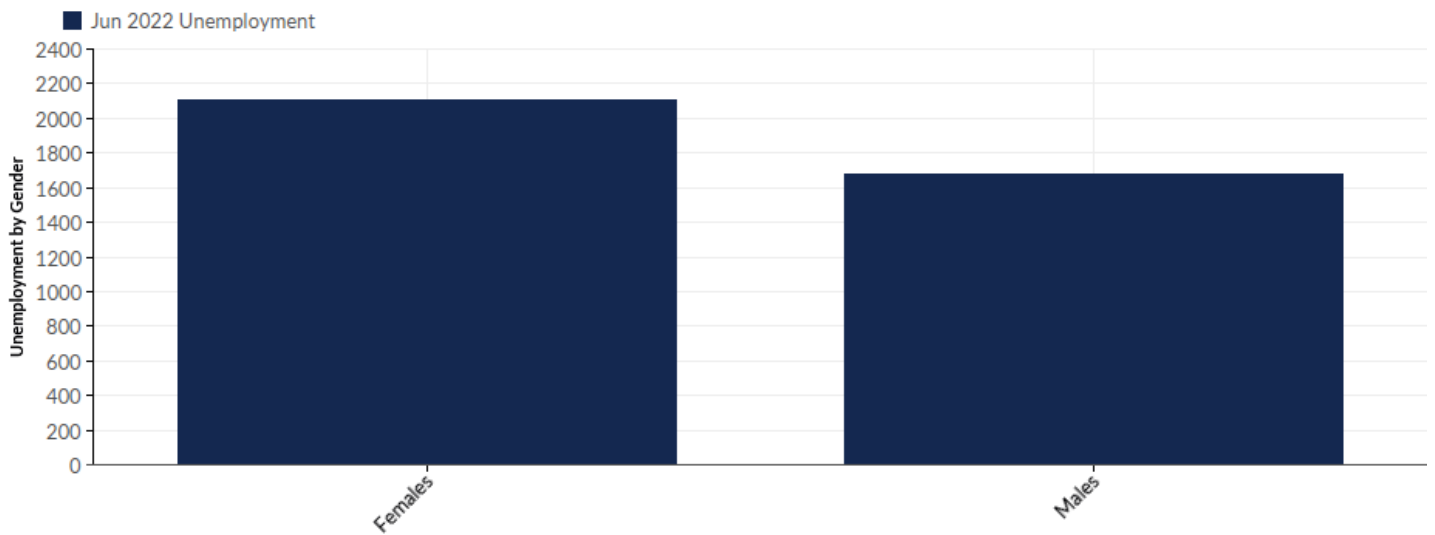
Unemployment by Demographics

Unemployment by Age



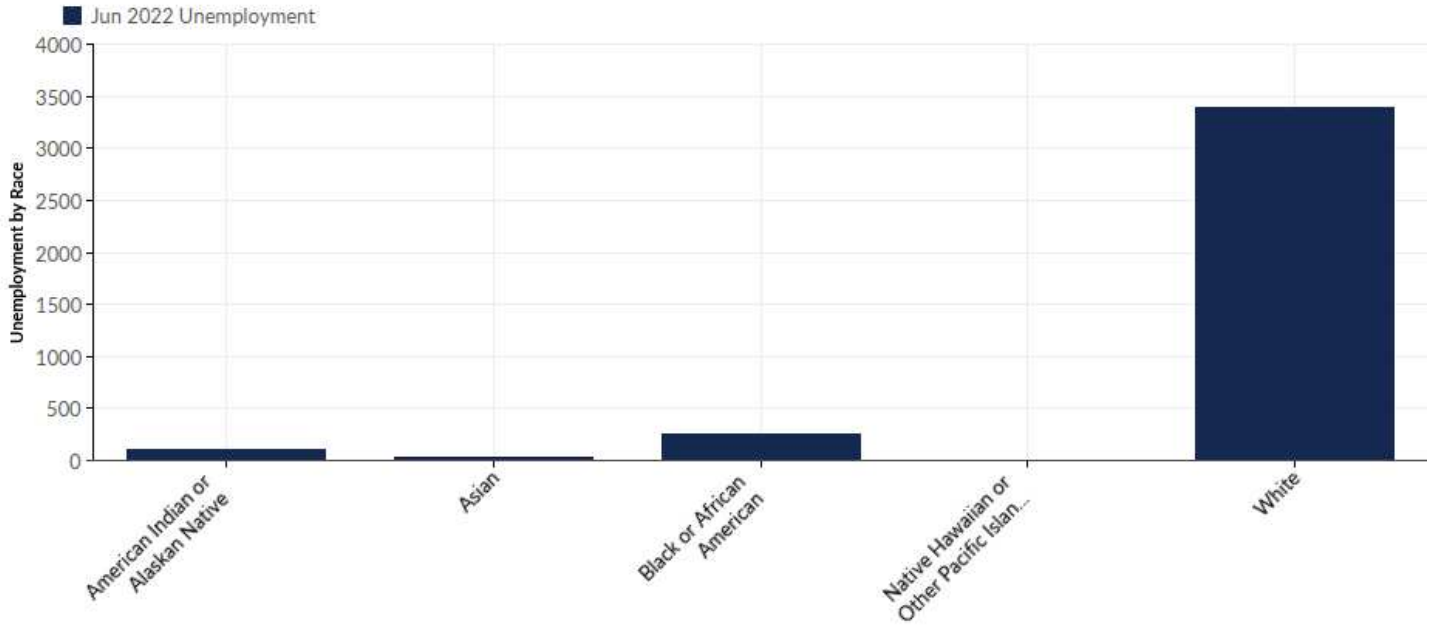
Age	Unemployment (Jun 2022)	% of Unemployed
< 22	58	1.53%
22-24	115	3.04%
25-34	601	15.90%
35-44	778	20.59%
45-54	724	19.16%
55-59	487	12.89%
60-64	471	12.46%
65+	545	14.42%
Total	3,779	100.00%

Unemployment by Gender



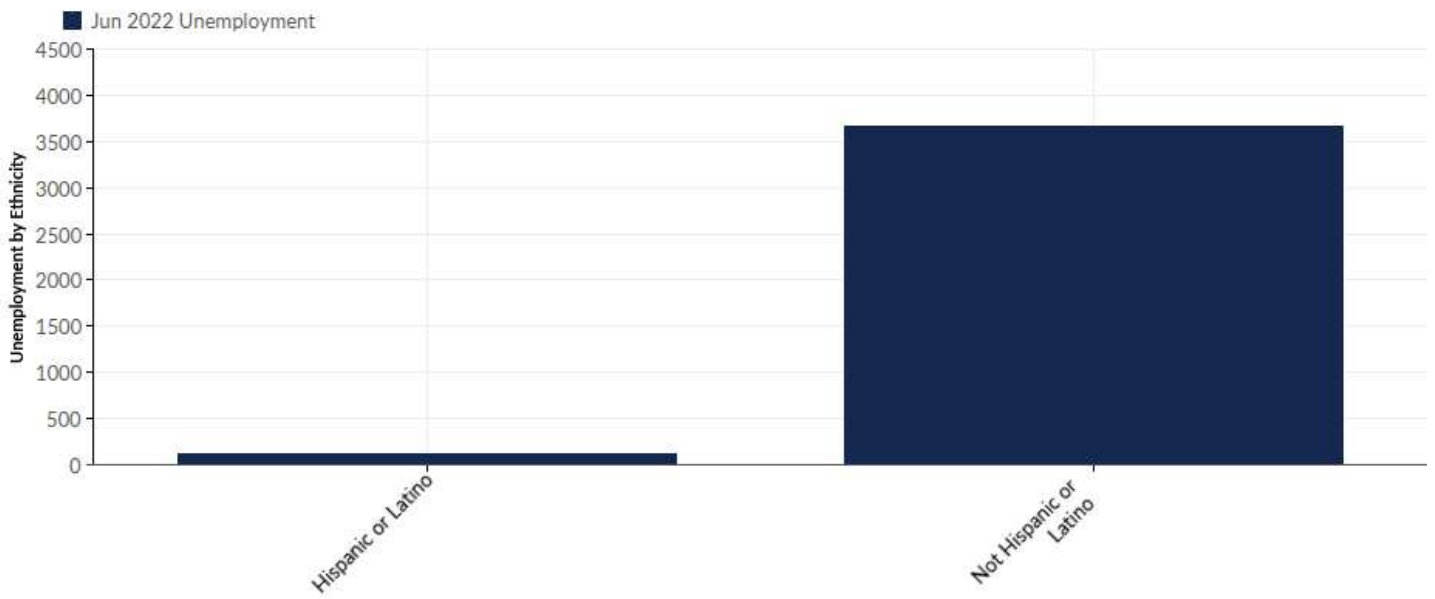
Gender	Unemployment (Jun 2022)	% of Unemployed
Females	2,105	55.70%
Males	1,674	44.30%
Total	3,779	100.00%

Unemployment by Race



Race	Unemployment (Jun 2022)	% of Unemployed
American Indian or Alaskan Native	110	2.91%
Asian	24	0.64%
Black or African American	250	6.62%
Native Hawaiian or Other Pacific Islander	3	0.08%
White	3,393	89.79%
Total	3,779	100.00%

Unemployment by Ethnicity

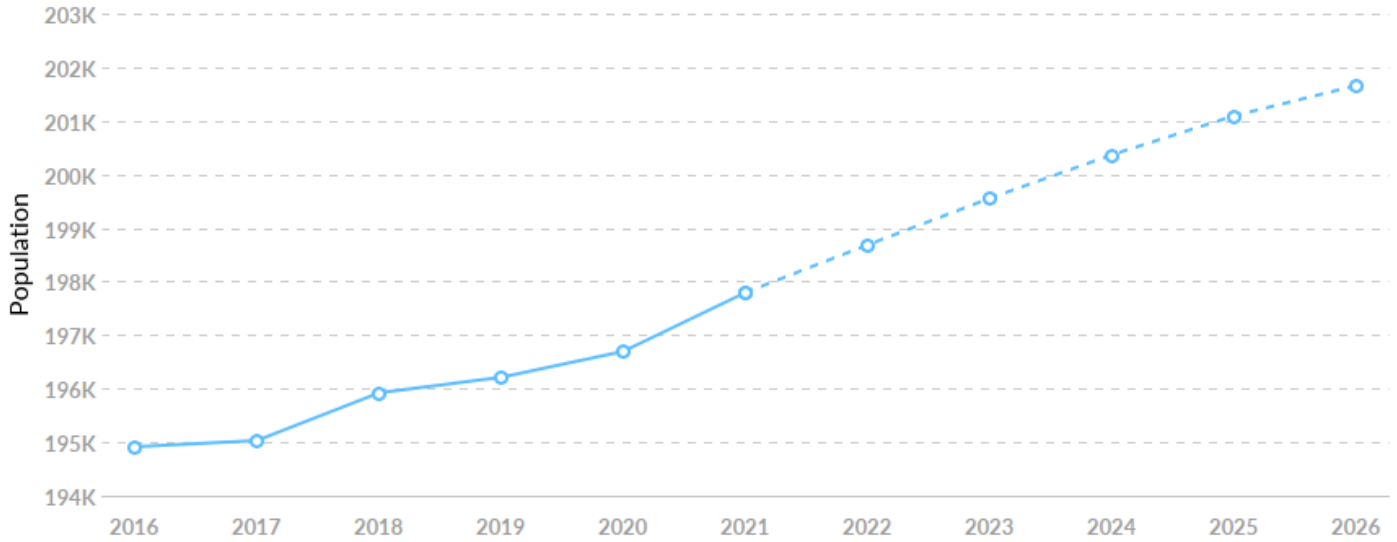


Ethnicity	Unemployment (Jun 2022)	% of Unemployed
Hispanic or Latino	123	3.25%
Not Hispanic or Latino	3,656	96.75%
Total	3,779	100.00%

Historic & Projected Trends

Population Trends

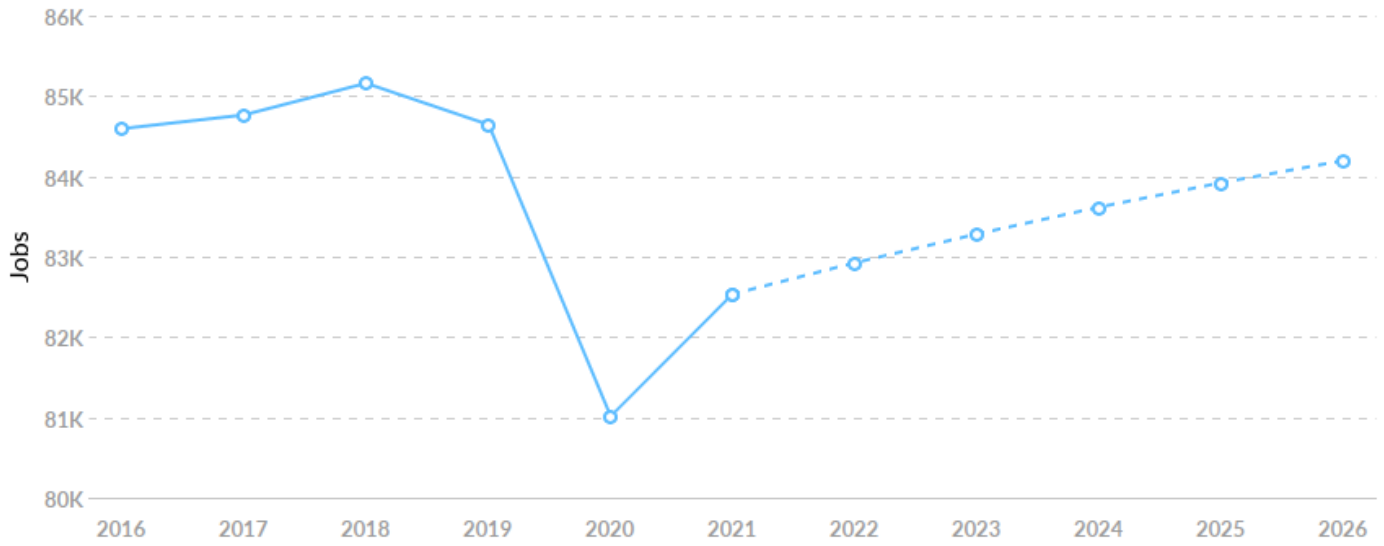
As of 2021 the region's population increased by 1.5% since 2016, growing by 2,880. Population is expected to increase by 2.0% between 2021 and 2026, adding 3,864.



Timeframe	Population
2016	194,914
2017	195,030
2018	195,921
2019	196,211
2020	196,695
2021	197,794
2022	198,684
2023	199,554
2024	200,366
2025	201,093
2026	201,658

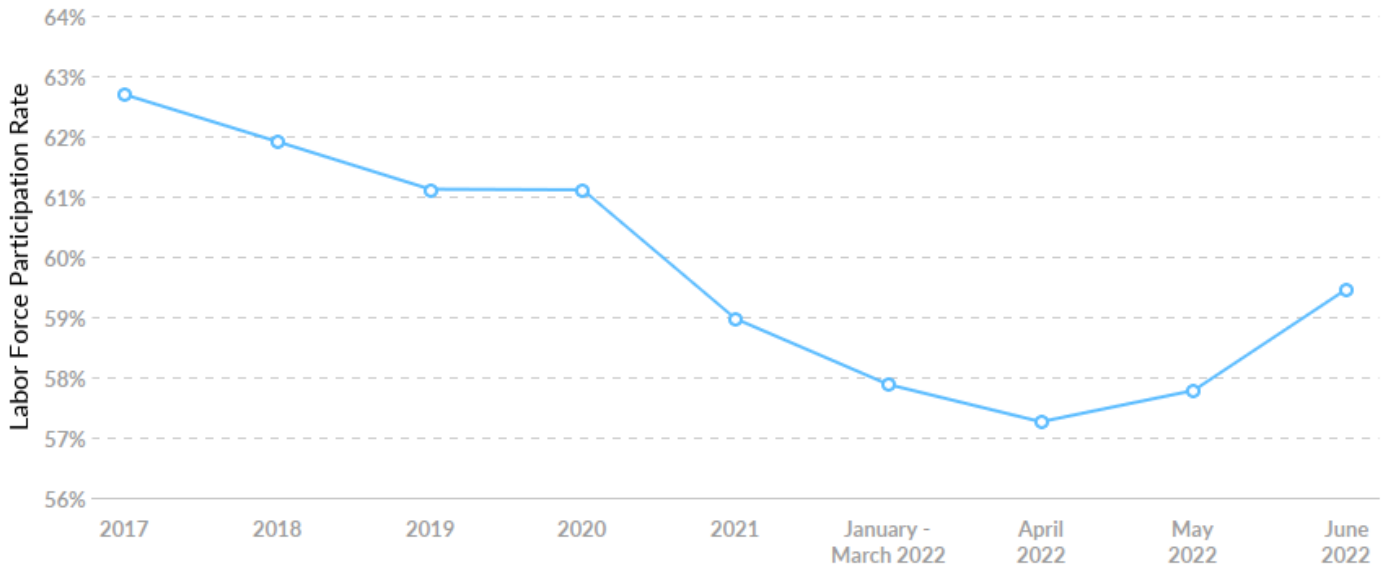
Job Trends

From 2016 to 2021, jobs declined by 2.4% in Grow North from 84,593 to 82,534. This change fell short of the national growth rate of 1.8% by 4.2%.



Timeframe	Jobs
2016	84,593
2017	84,764
2018	85,159
2019	84,645
2020	81,010
2021	82,534
2022	82,924
2023	83,282
2024	83,617
2025	83,921
2026	84,196

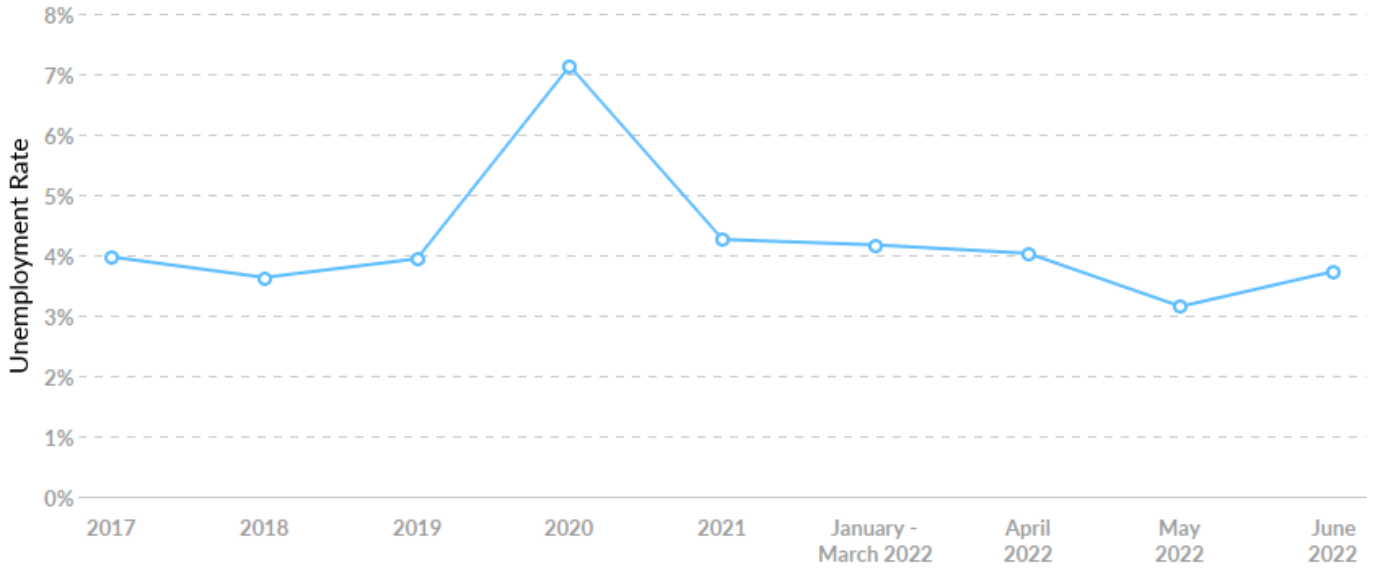
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	62.69%
2018	61.91%
2019	61.12%
2020	61.11%
2021	58.97%
January - March 2022	57.88%
April 2022	57.26%
May 2022	57.78%
June 2022	59.46%

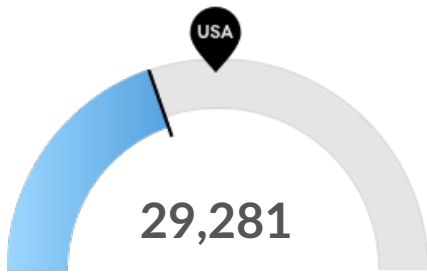
Unemployment Rate Trends

Your areas had a June 2022 unemployment rate of 3.73%, **decreasing from 3.97%** 5 years before.



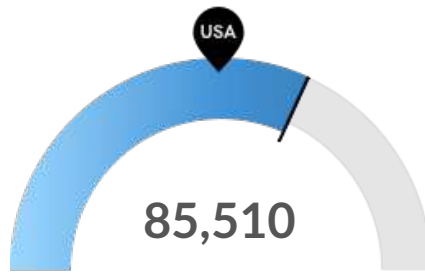
Timeframe	Unemployment Rate
2017	3.97%
2018	3.63%
2019	3.94%
2020	7.13%
2021	4.26%
January - March 2022	4.17%
April 2022	4.03%
May 2022	3.15%
June 2022	3.73%

Population Characteristics



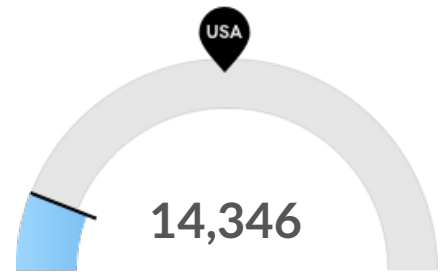
Millennials

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



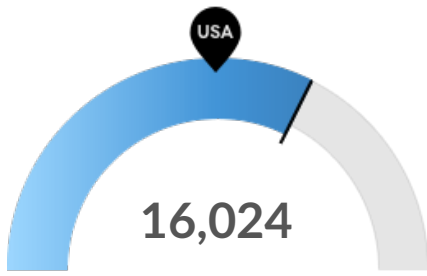
Retiring Soon

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.



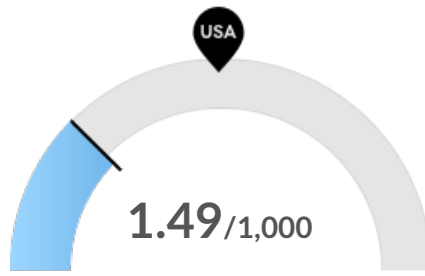
Racial Diversity

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.



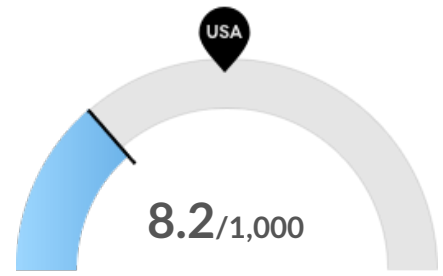
Veterans

Your area has 16,024 veterans. The national average for an area this size is 10,647.



Violent Crime

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

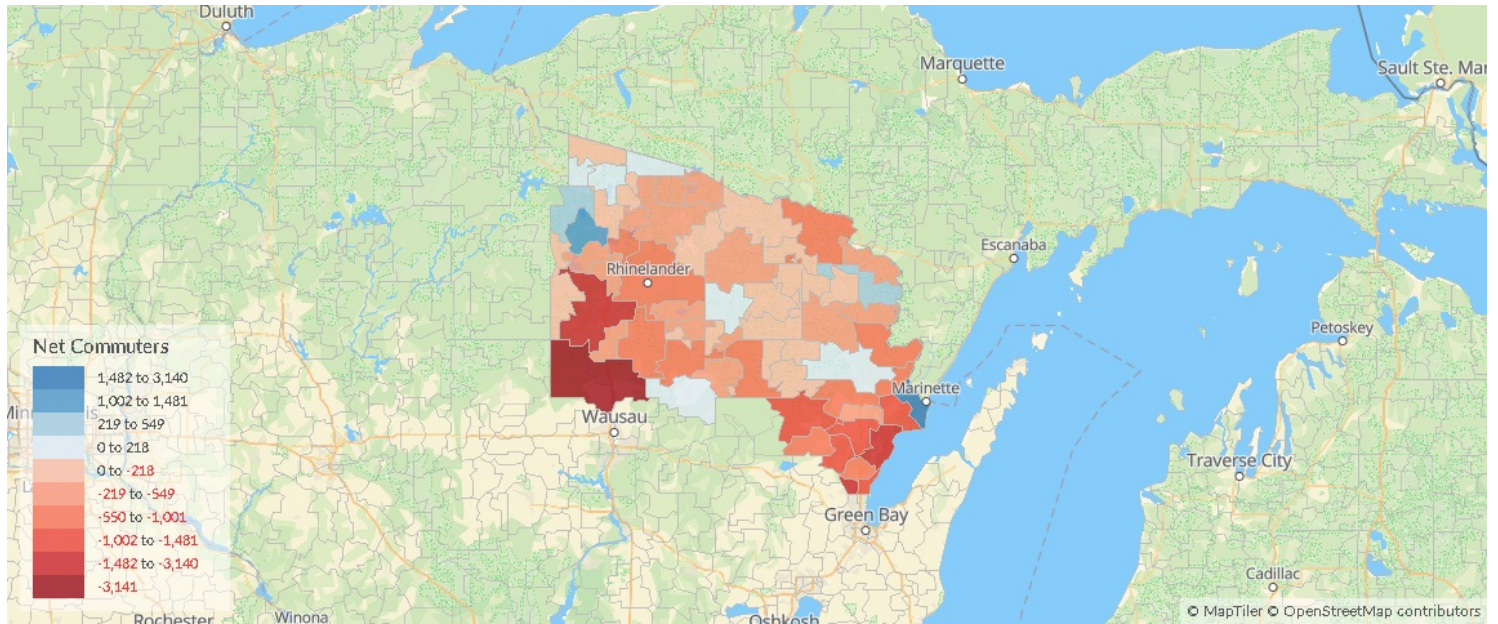


Property Crime

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...)	9,795
54143	Marinette, WI (in Marin...)	8,606
54409	Antigo, WI (in Langlade ...)	7,231
54452	Merrill, WI (in Lincoln c...)	7,193
54521	Eagle River, WI (in Vilas ...)	4,191

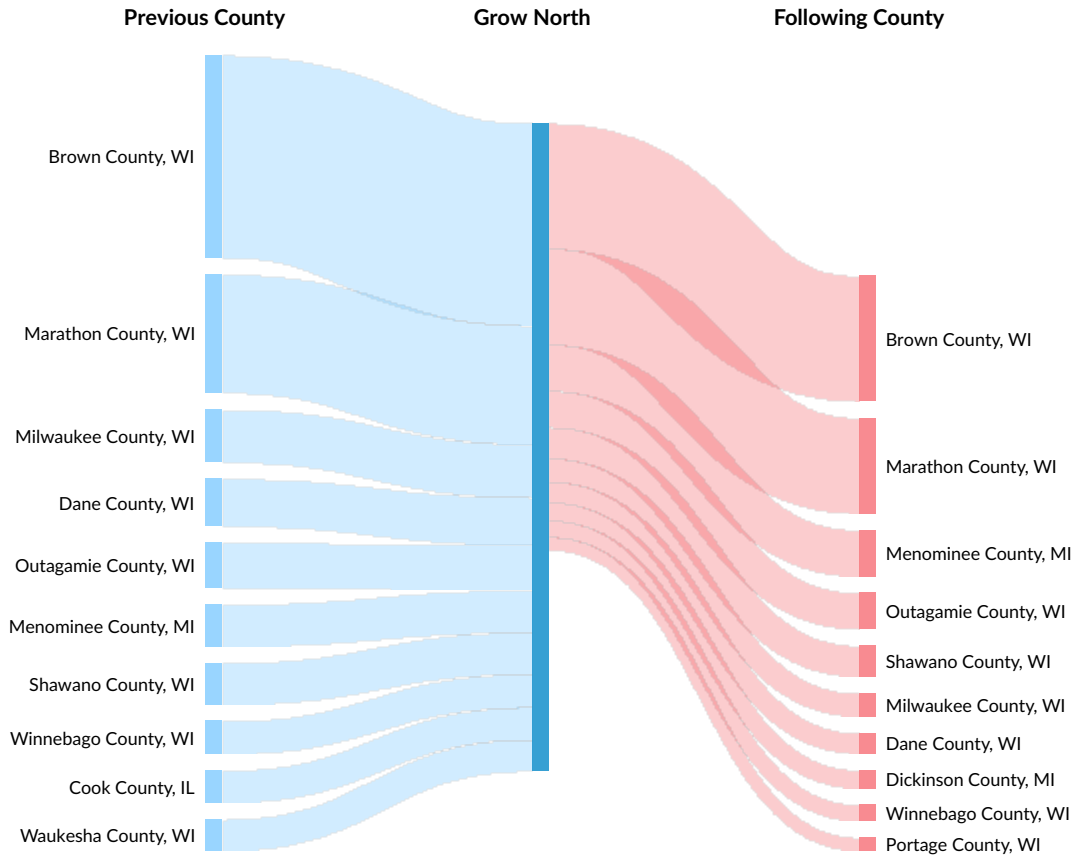
Where Talent Lives

ZIP	Name	2021 Workers
54501	Rhineland, WI (in One...)	10,411
54452	Merrill, WI (in Lincoln c...)	10,334
54409	Antigo, WI (in Langlade ...)	7,152
54143	Marinette, WI (in Marin...)	7,124
54487	Tomahawk, WI (in Linco...)	5,253

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 2020, **1,249** people have migrated from Brown County, WI to Grow North. In the same year, **775** people left Grow North migrating to Brown County, WI. The total Net Migration for Grow North in 2020 was **2,665**.

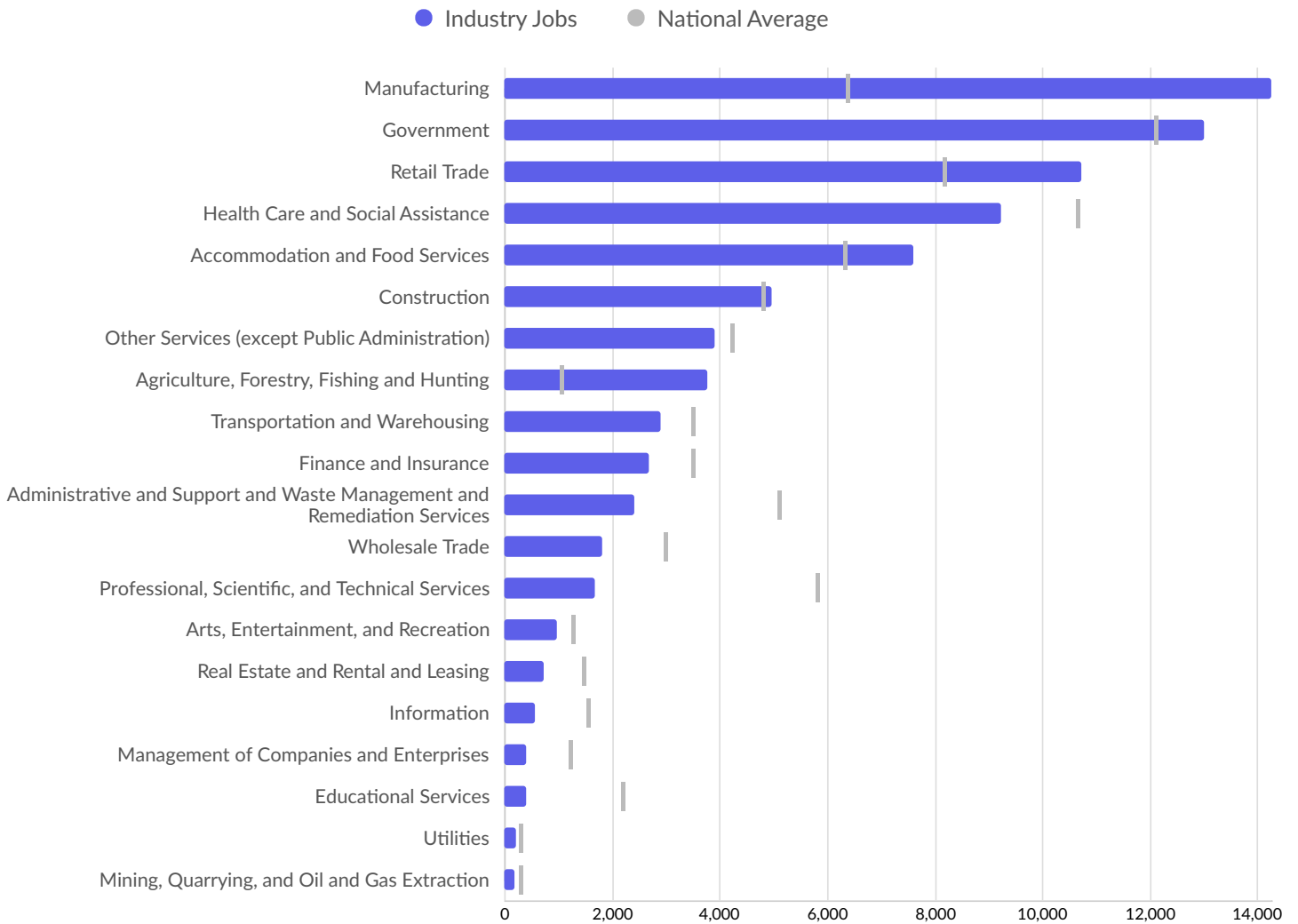


Top Previous Counties	Migrations
Brown County, WI	1,249
Marathon County, WI	733
Milwaukee County, WI	327
Dane County, WI	294
Outagamie County, WI	279
Menominee County, MI	260

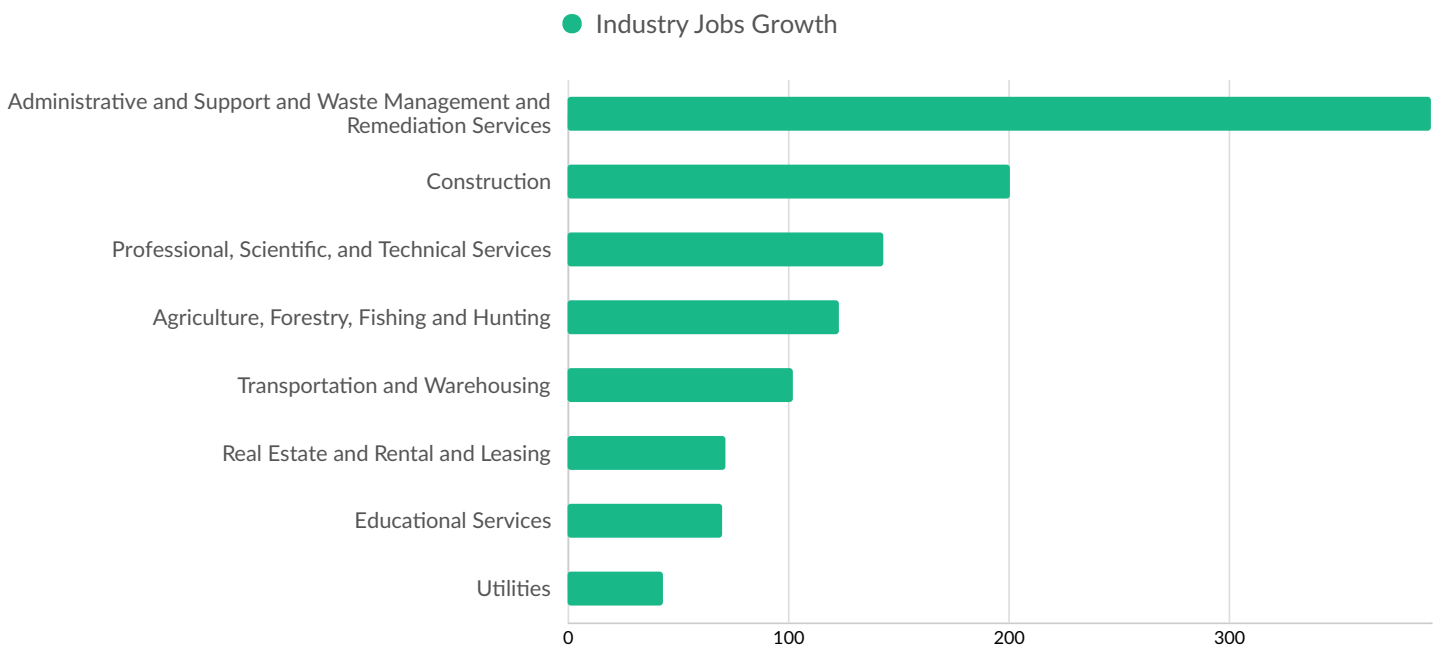
Top Previous Counties	Migrations
Shawano County, WI	257
Winnebago County, WI	204
Cook County, IL	199
Waukesha County, WI	195
Dickinson County, MI	178
Portage County, WI	120
Racine County, WI	103
Hennepin County, MN	102
Manitowoc County, WI	88
Top Following Counties	Migrations
Brown County, WI	775
Marathon County, WI	591
Menominee County, MI	286
Outagamie County, WI	224
Shawano County, WI	192
Milwaukee County, WI	144
Dane County, WI	127
Dickinson County, MI	112
Winnebago County, WI	101
Portage County, WI	82
Waukesha County, WI	76
DuPage County, IL	70
Wood County, WI	69
Maricopa County, AZ	69
Manitowoc County, WI	61

Industry Characteristics

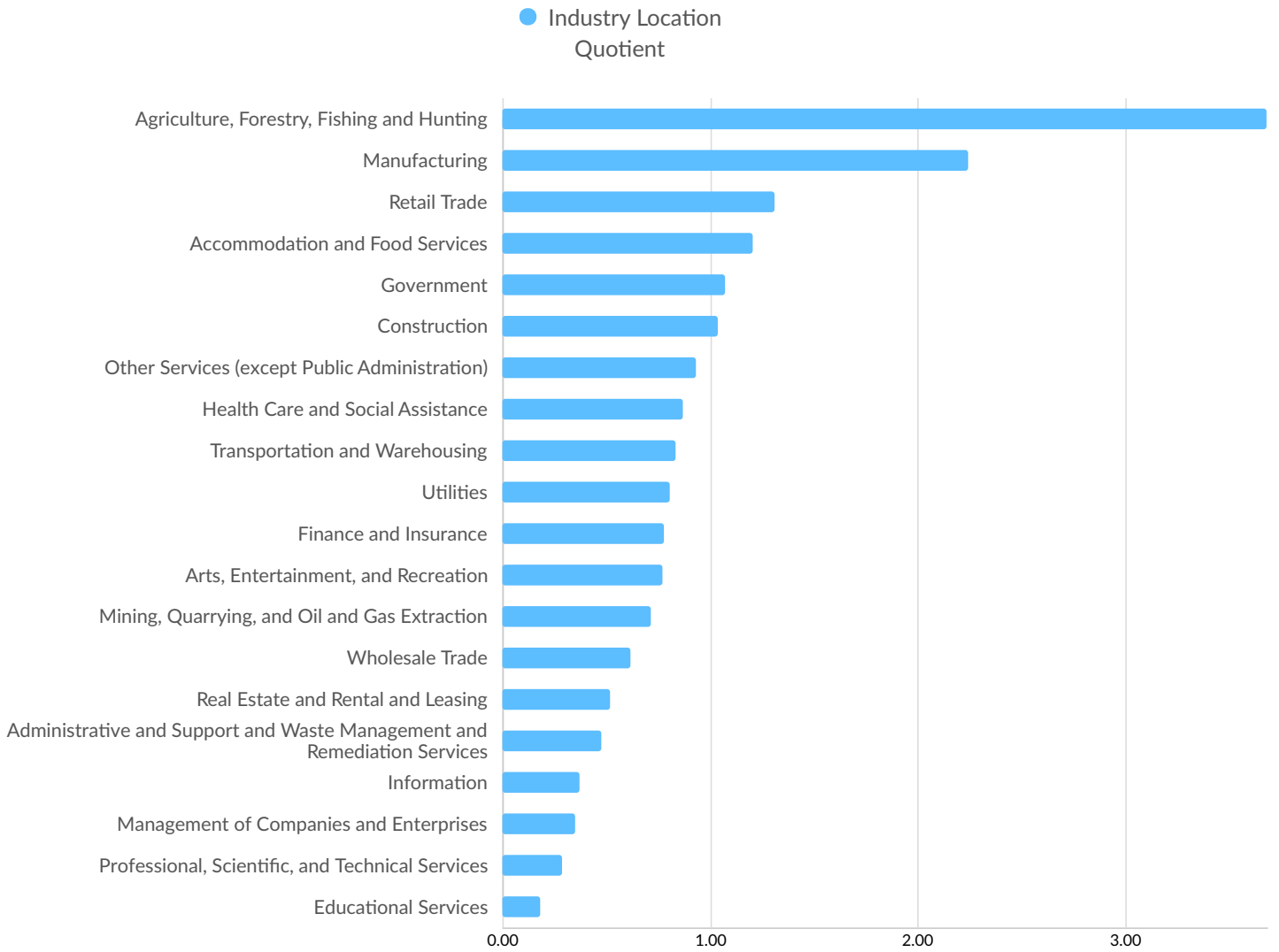
Largest Industries



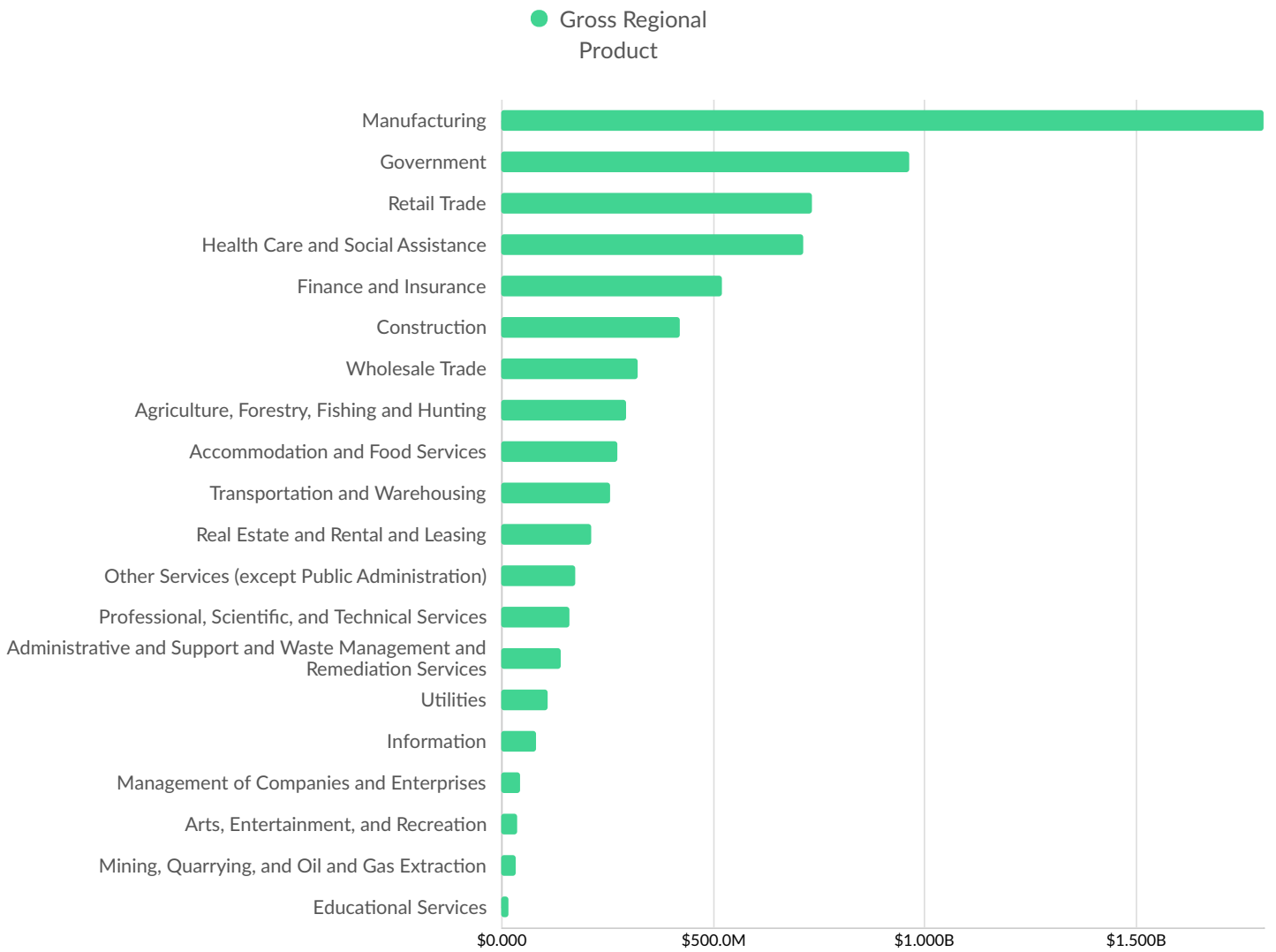
Top Growing Industries



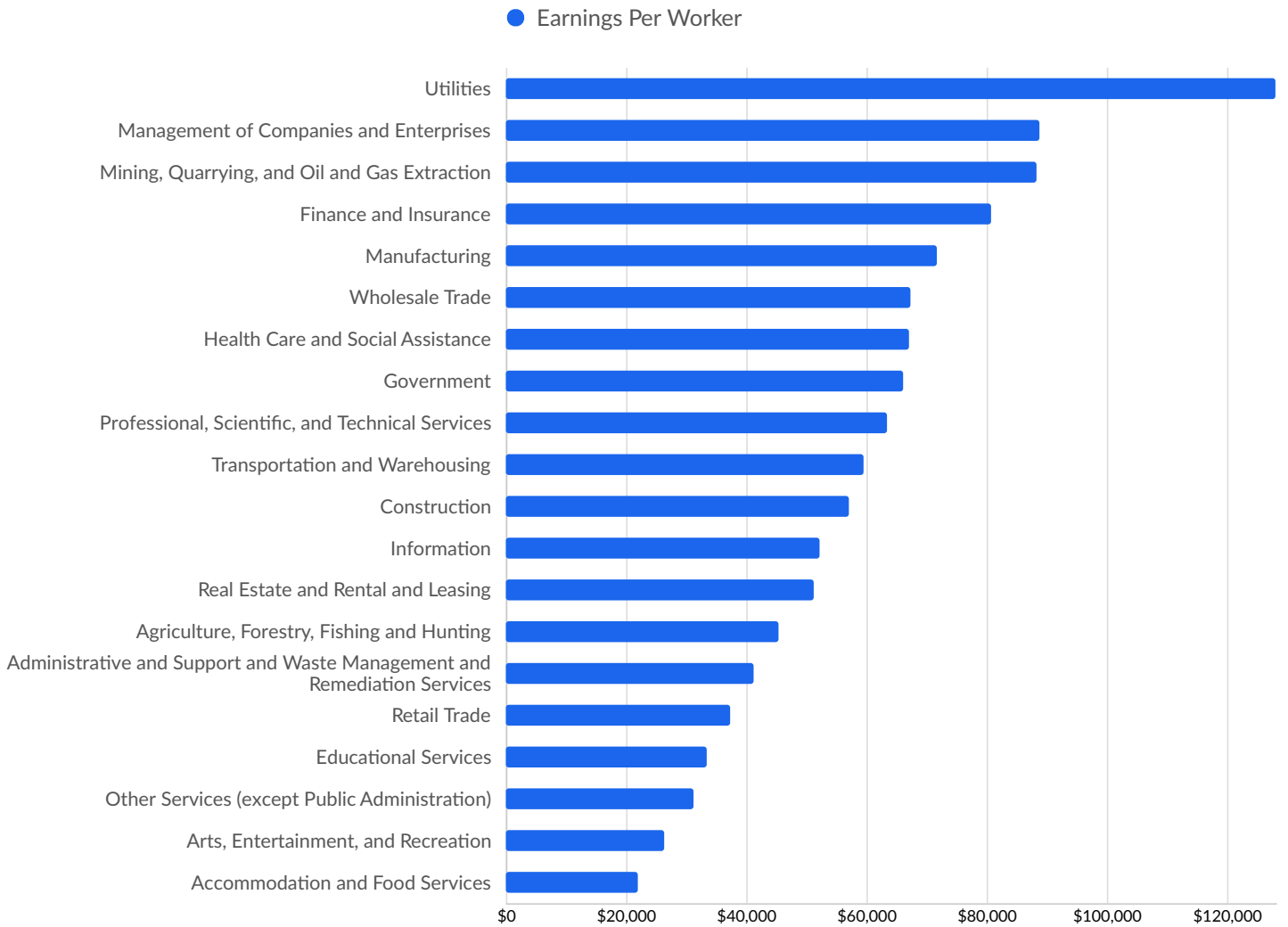
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



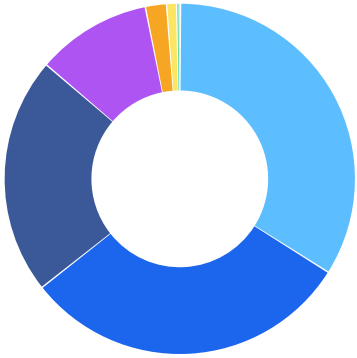
Business Characteristics

11,847 Companies Employ Your Workers

Online profiles for your workers mention 11,847 companies as employers, with the top 10 appearing below. In the last 12 months, 993 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...	311 	Aspirus	486 
Marshfield Clinic	263 	Johnson Controls	294 
Fincantieri Marine Group	260 	Bay Area Medical Center	293 
Ministry Health Care	258 	Marshfield Clinic	286 
Aspirus	257 	Advocate Aurora Health	283 
Walmart	242 	Kwik Trip	269 
Nicolet College	215 	Walmart	229 
Bay Area Medical Center	139 	Amazon	186 
Northeast Wisconsin Technical ...	135 	Beaver Dam Community Hospit...	181 
School District Of Rhinelander	128 	Fincantieri Marine Group	165 

Business Size

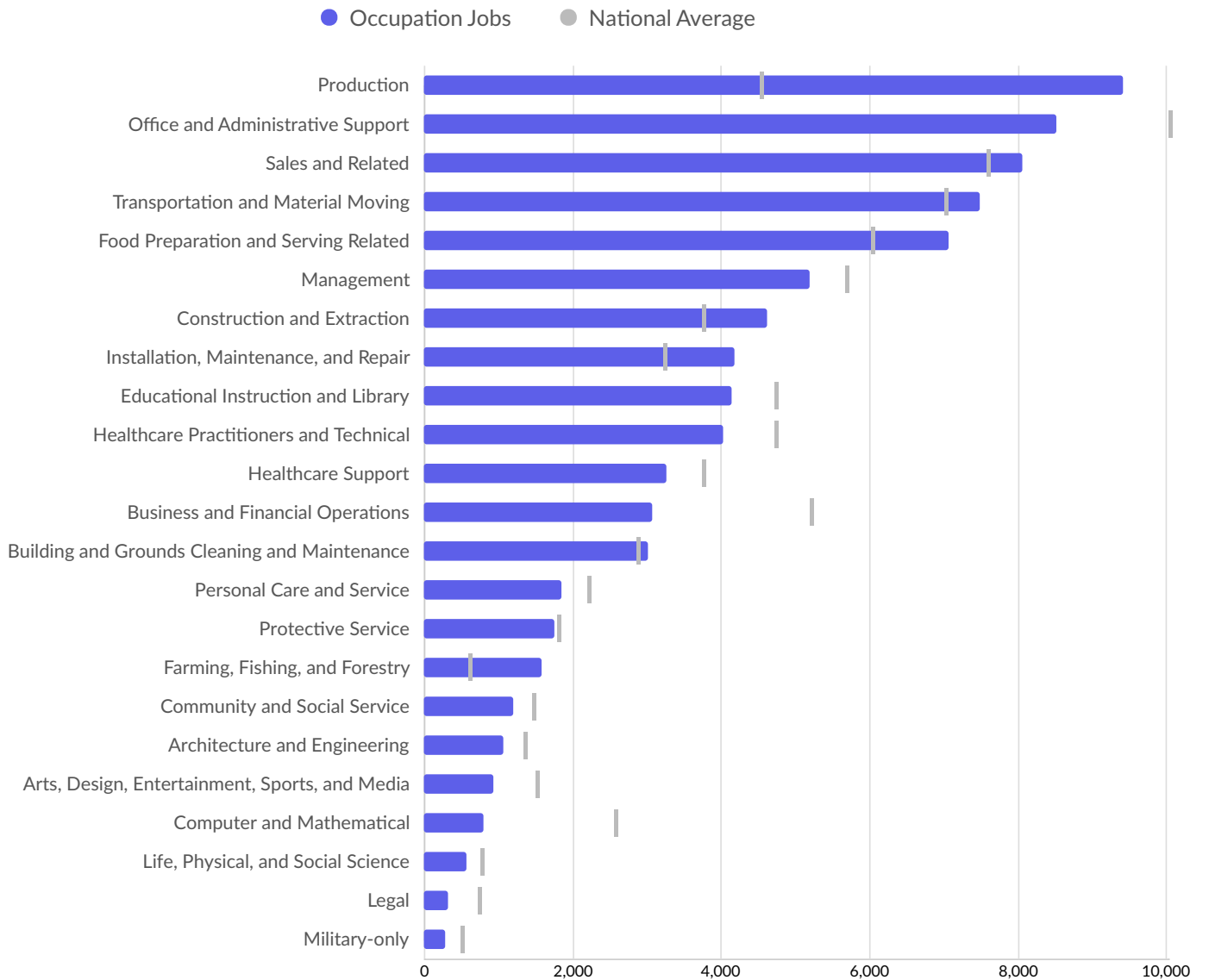


	Percentage	Business Count
● 1 to 4 employees	33.9%	3,096
● 5 to 9 employees	30.4%	2,783
● 10 to 19 employees	21.9%	2,000
● 20 to 49 employees	10.6%	968
● 50 to 99 employees	1.9%	178
● 100 to 249 employees	0.9%	84
● 250 to 499 employees	0.2%	22
● 500+ employees	0.1%	11

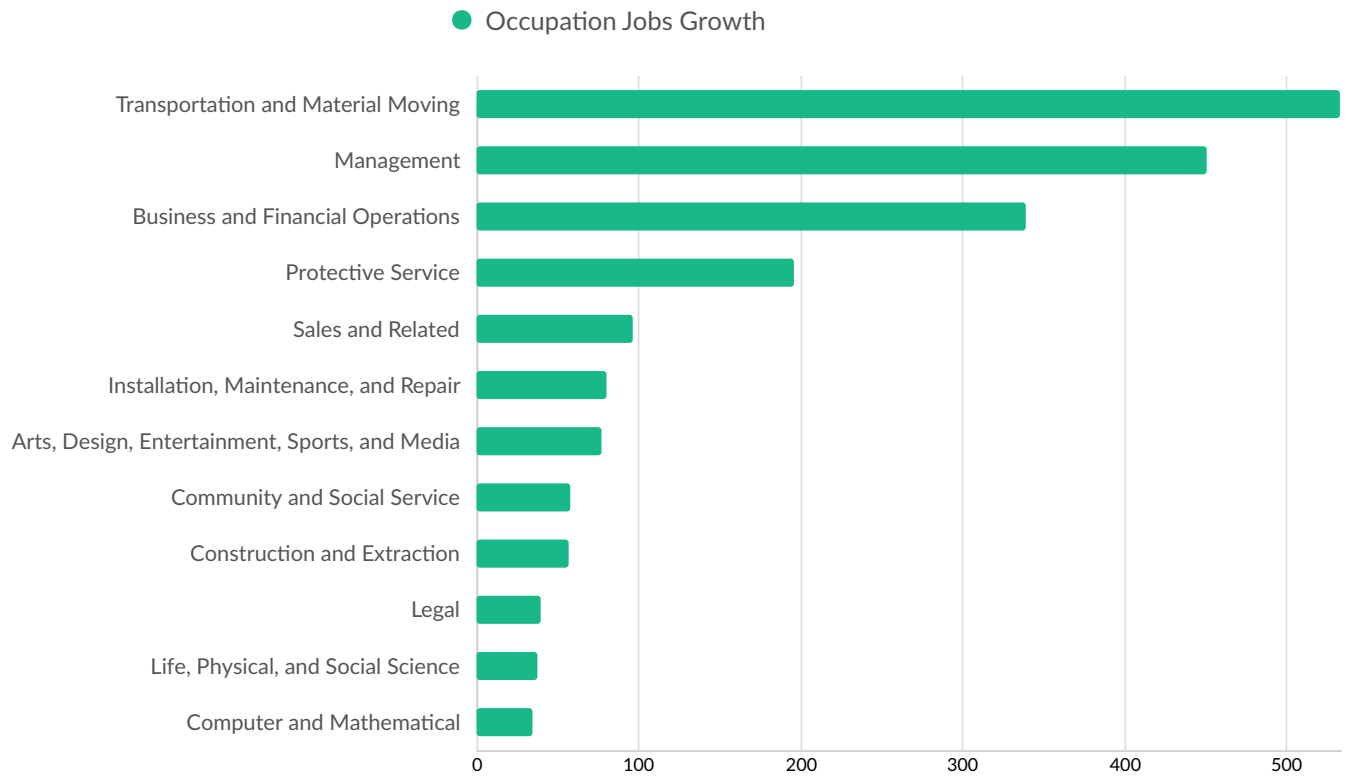
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

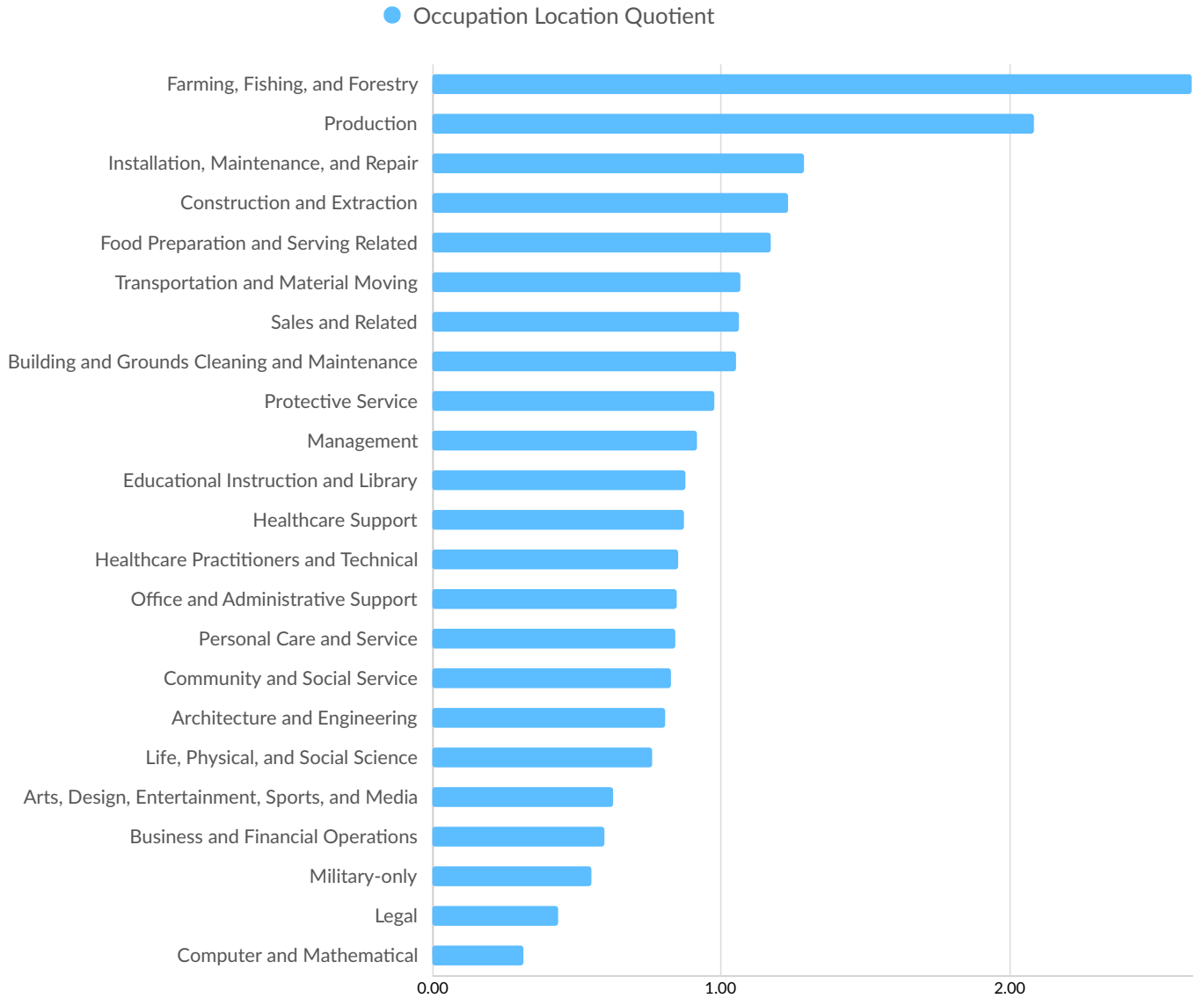
Largest Occupations



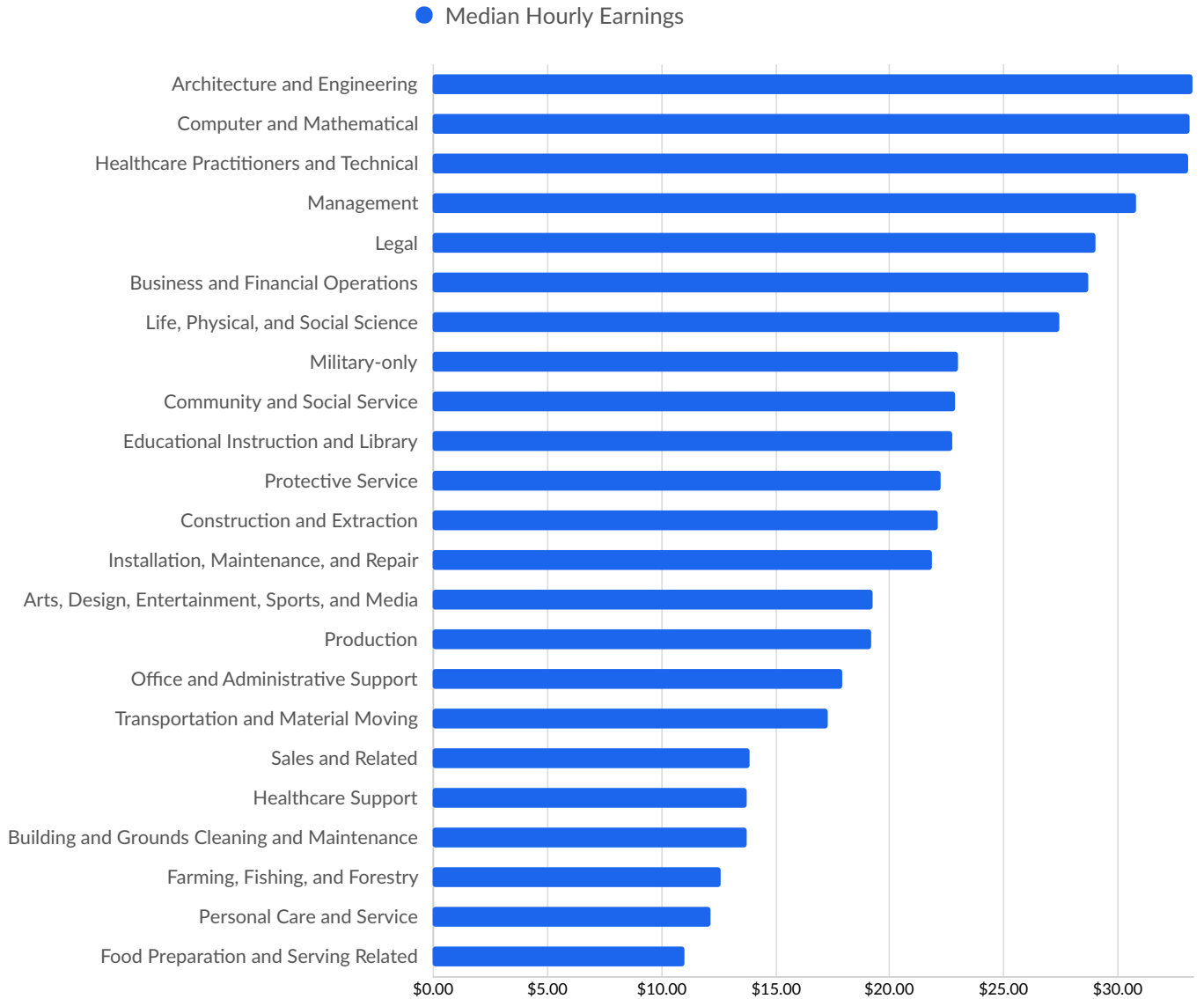
Top Growing Occupations



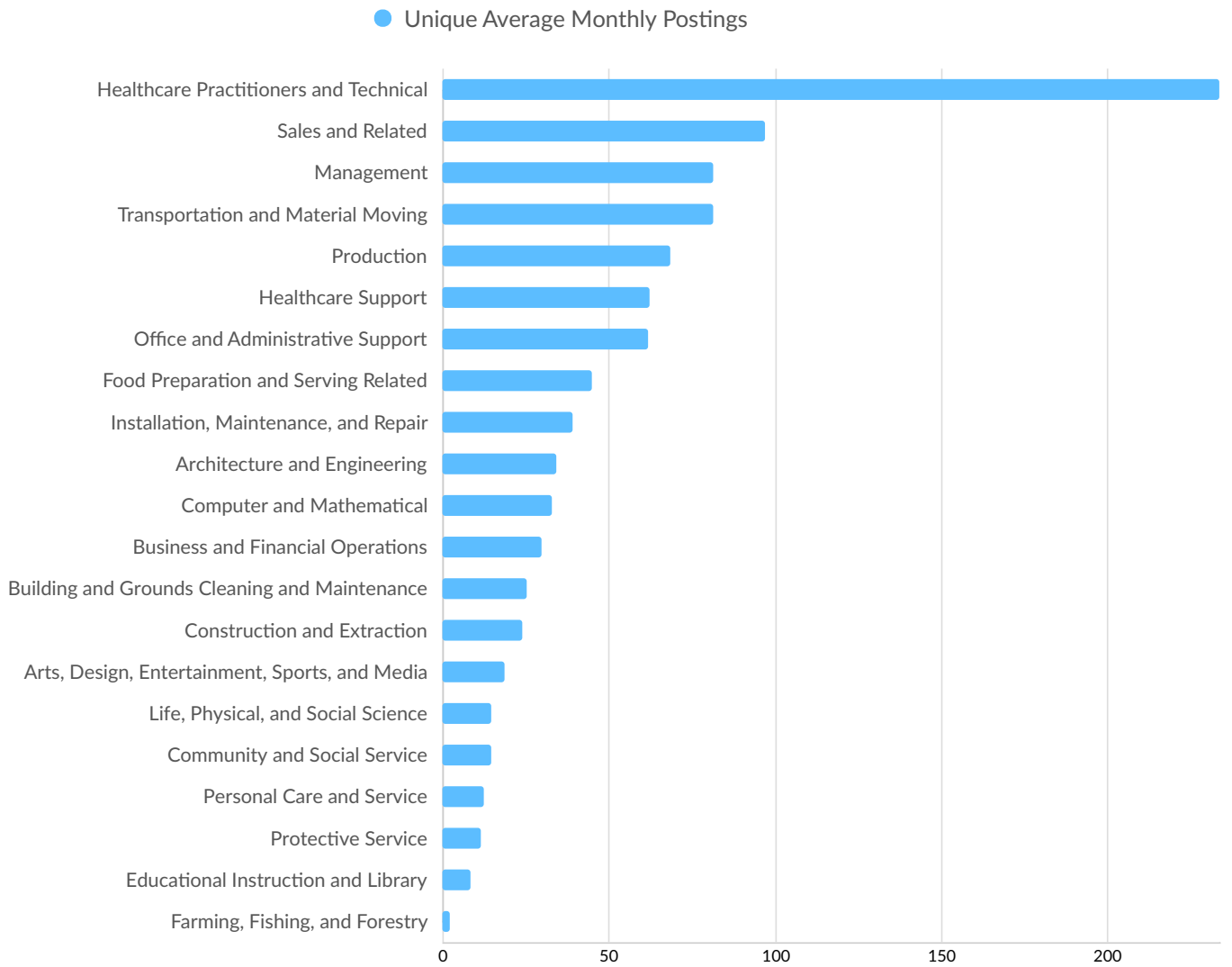
Top Occupation Location Quotient



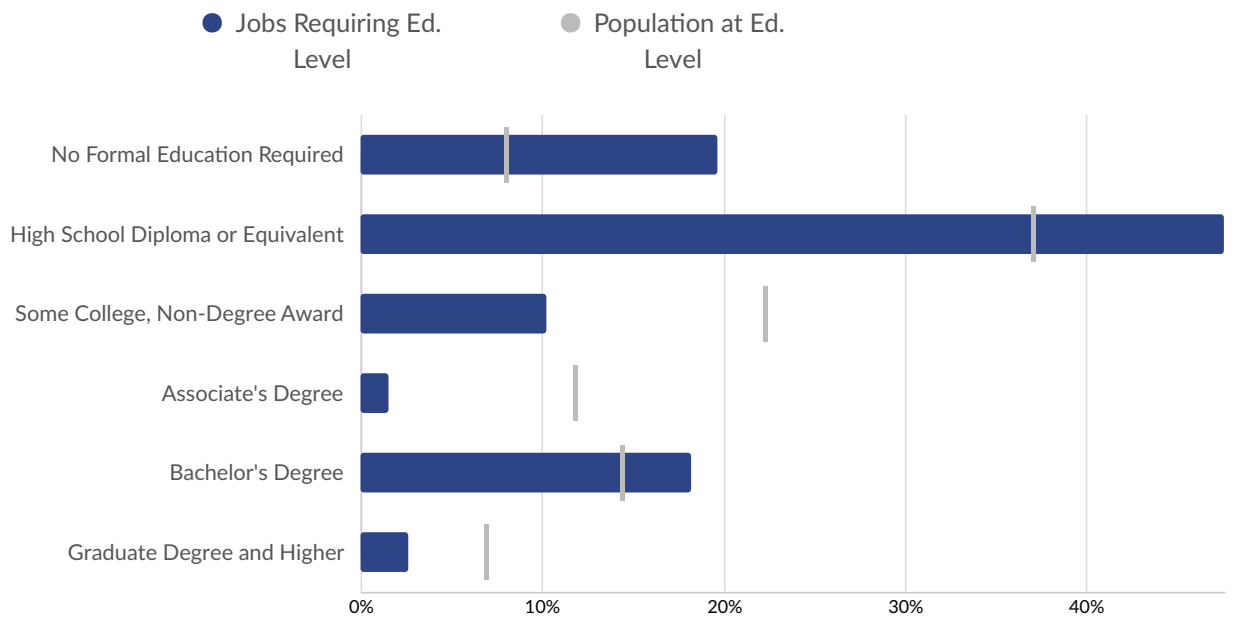
Top Occupation Earnings



Top Posted Occupations






Underemployment



Educational Pipeline

In 2021, there were 502 graduates in Grow North. This pipeline has shrunk by 13% 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 (2021)	Graduate Trend (2017 - 2021)
Nicolet Area Technical College	502 	
Wisconsin Academy	0	

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

In-Demand Skills

