



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

204,904

Population (2021)

Population **grew by 9,990** over the last 5 years and is projected to **grow by 3,334** over the next 5 years.

77,892

Total Regional Employment

Jobs **decreased by 2,402** over the last 5 years but are projected to **grow by 1,562** over the next 5 years.

\$56.0K

Avg. Earnings Per Job (2021)

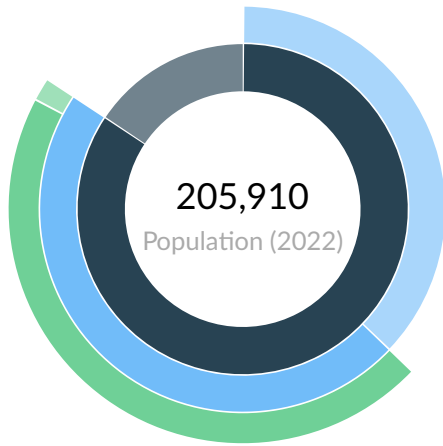
Regional average earnings per job are **\$21.8K below** the national average earnings of \$77.8K per job.

Takeaways

- As of 2021 the region's population **increased by 5.1%** since 2016, growing by 9,990. Population is expected to **increase by 1.6%** between 2021 and 2026, adding 3,334.
- From 2016 to 2021, jobs **declined by 3.0%** in Grow North from 80,295 to **77,892**. This change **fell short of the national growth rate of 1.9% by 4.9%**. 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, **13.9% of the selected regions' residents possess a Bachelor's Degree** (6.6% below the national average), and **12.2% hold an Associate's Degree** (3.4% 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 (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	205,910	97,180	77,892	101.0	\$8.07B	\$13.76B	\$10.56B
NCWRPC	450,505	220,488	212,729	99.7	\$23.59B	\$31.12B	\$29.22B
Wisconsin	5,923,000	3,089,950	3,114,081	100.3	\$360.42B	\$331.46B	\$354.92B

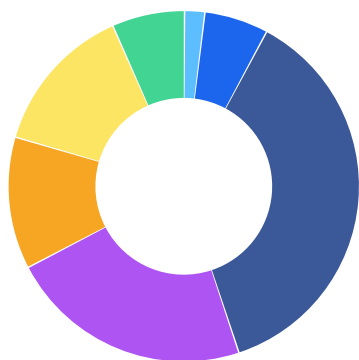
Sep 2022 Labor Force Breakdown



	Population
● 16+ Civilian Non-Institutionalized Population	173,531
● Not in Labor Force (16+)	76,351
● Labor Force	97,180
● Employed	93,875
● Unemployed	3,305
● Under 16, Military, and institutionalized Population	32,379

Educational Attainment

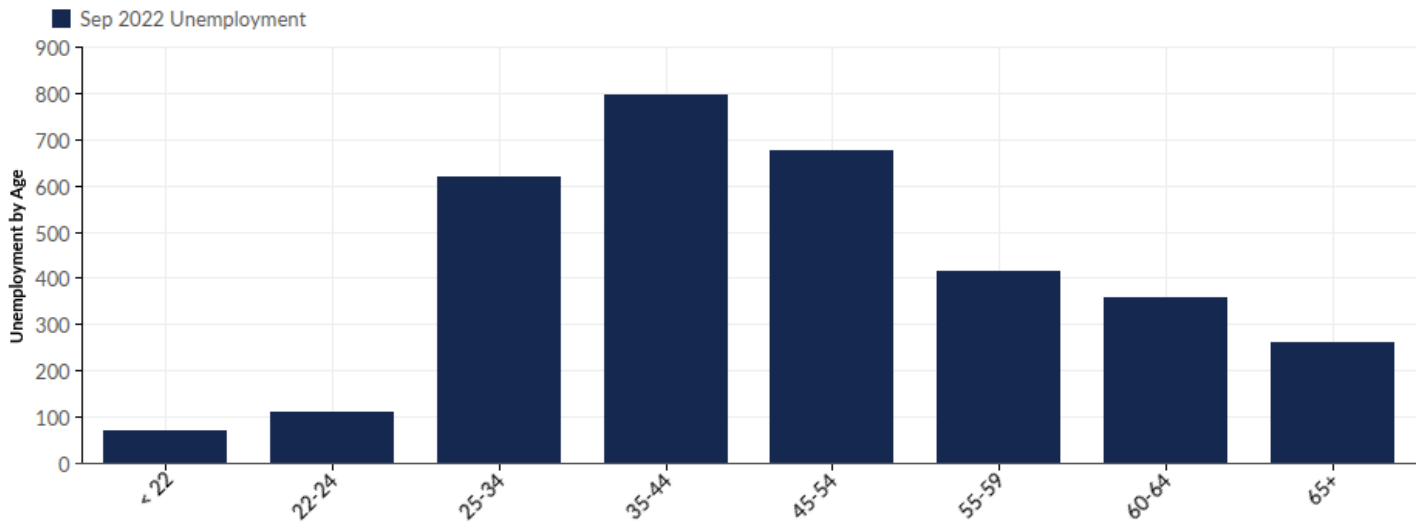
Concerning educational attainment, **13.9% of the selected regions' residents possess a Bachelor's Degree** (6.6% below the national average), and **12.2% hold an Associate's Degree** (3.4% above the national average).



	% of Population	Population
● Less Than 9th Grade	1.9%	2,881
● 9th Grade to 12th Grade	5.9%	9,136
● High School Diploma	37.1%	57,354
● Some College	22.4%	34,728
● Associate's Degree	12.2%	18,836
● Bachelor's Degree	13.9%	21,436
● Graduate Degree and Higher	6.7%	10,360

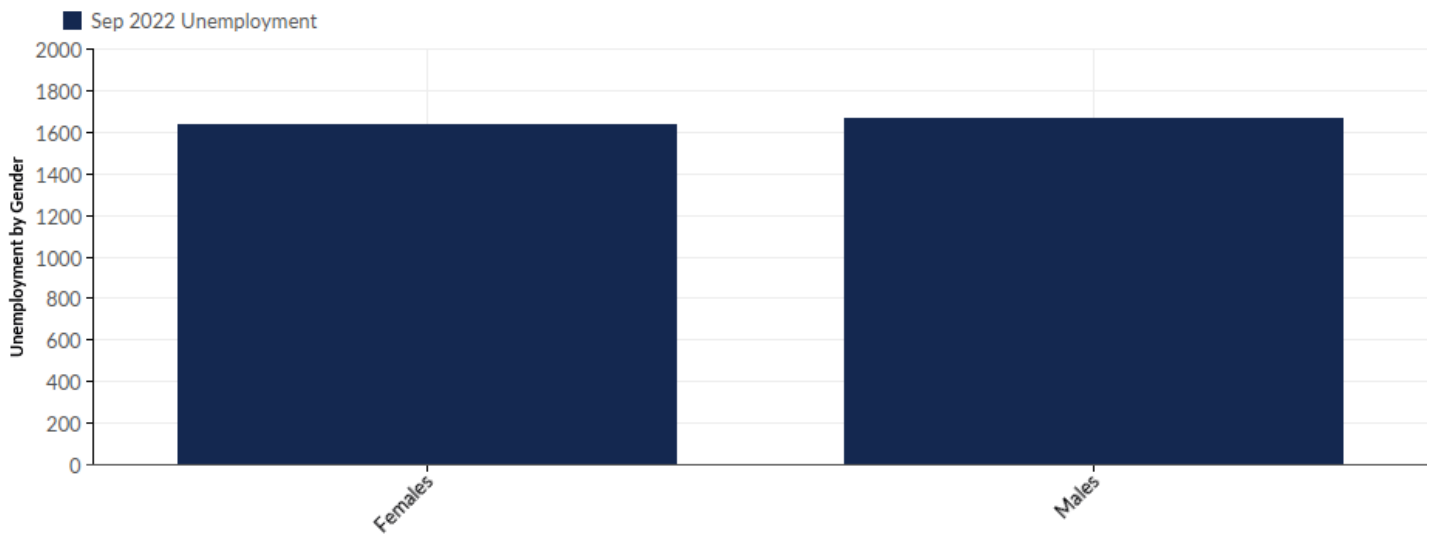
Unemployment by Demographics

Unemployment by Age



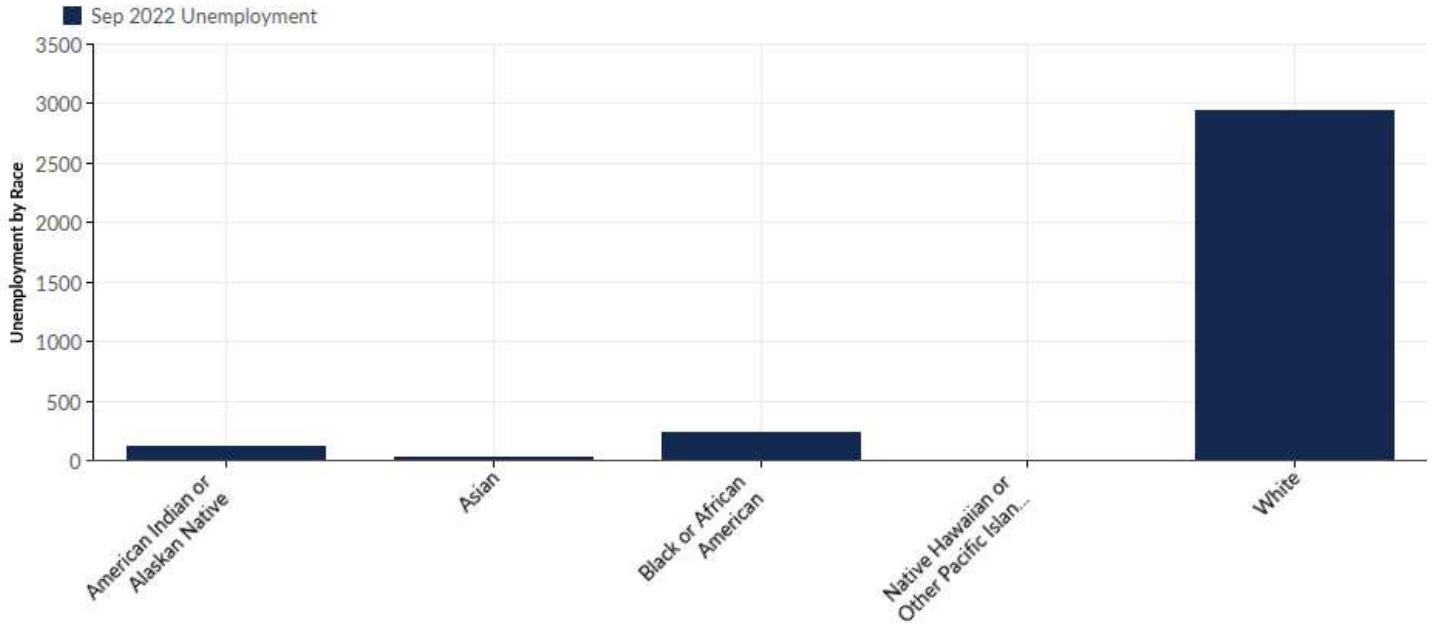
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	70	2.12%
22-24	110	3.33%
25-34	620	18.76%
35-44	796	24.08%
45-54	676	20.45%
55-59	415	12.56%
60-64	358	10.83%
65+	261	7.90%
Total	3,305	100.00%

Unemployment by Gender



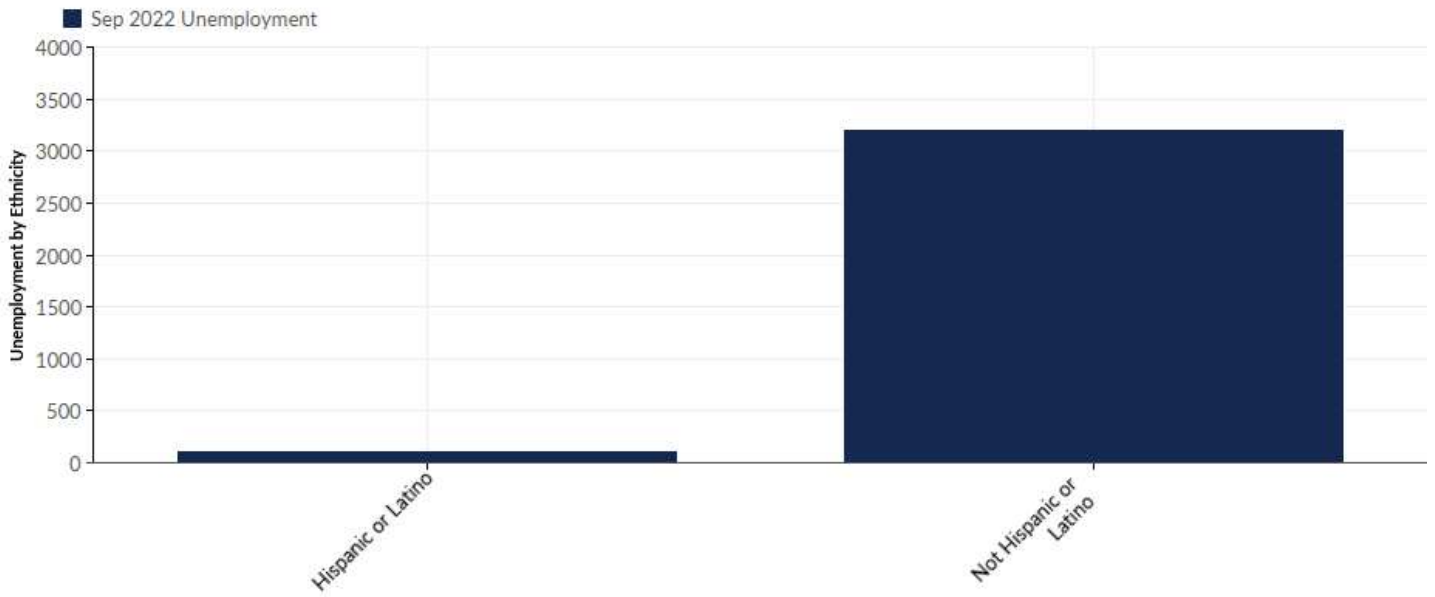
Gender	Unemployment (Sep 2022)	% of Unemployed
Females	1,636	49.50%
Males	1,669	50.50%
Total	3,305	100.00%

Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	112	3.39%
Asian	21	0.64%
Black or African American	235	7.11%
Native Hawaiian or Other Pacific Islander	3	0.09%
White	2,934	88.77%
Total	3,305	100.00%

Unemployment by Ethnicity

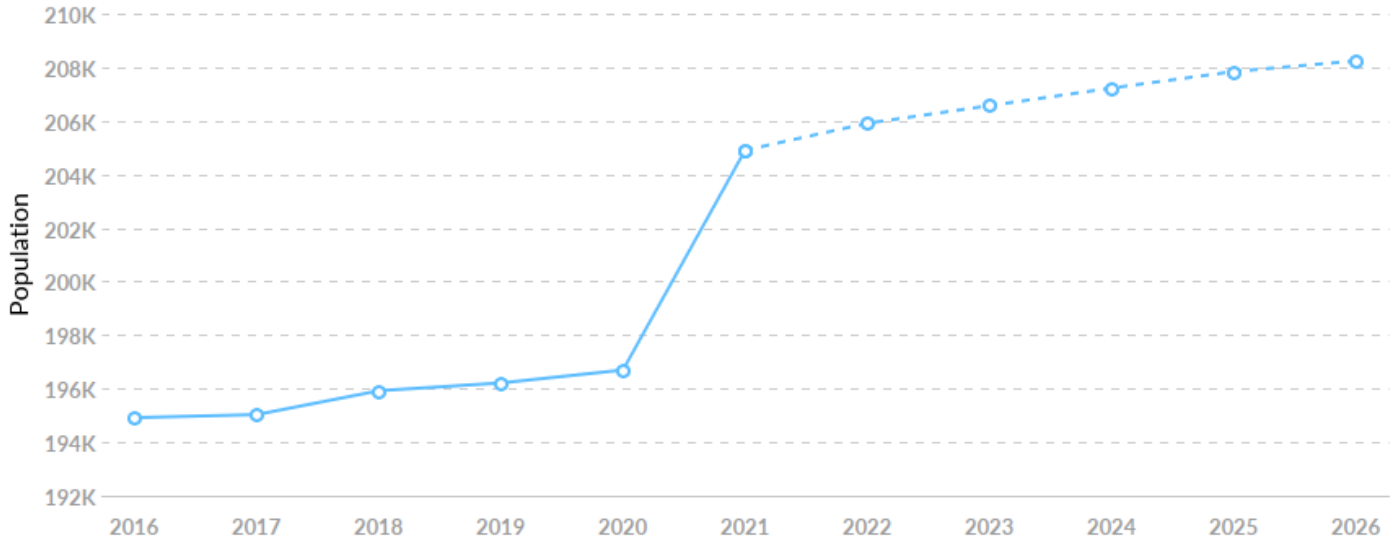


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	102	3.09%
Not Hispanic or Latino	3,203	96.91%
Total	3,305	100.00%

Historic & Projected Trends

Population Trends

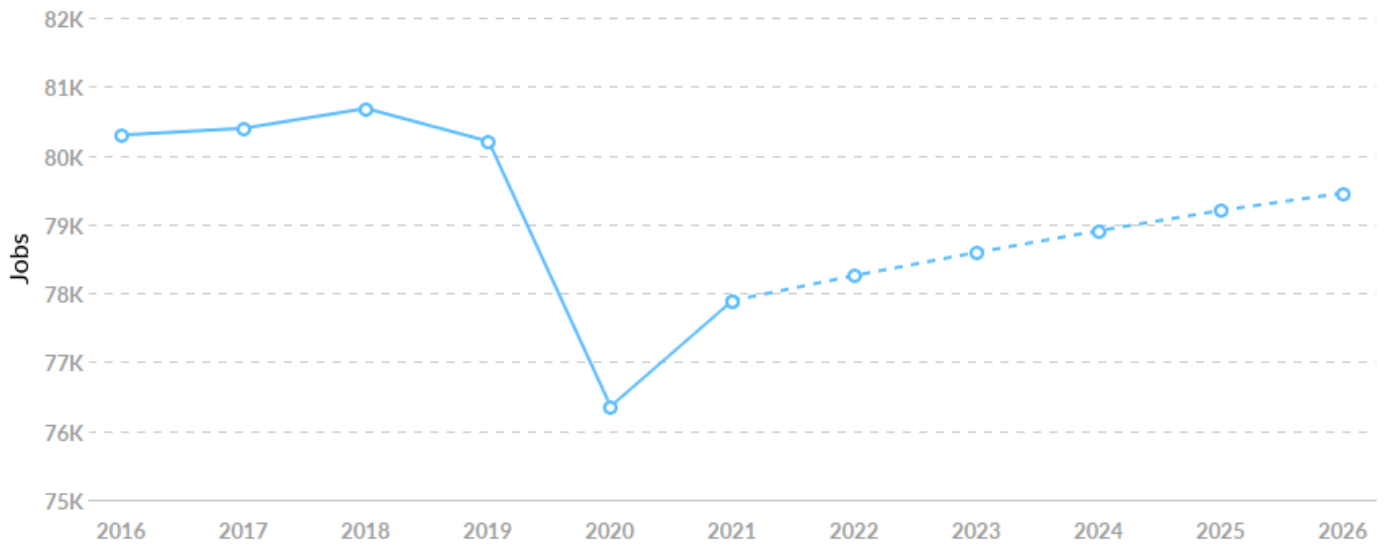
As of 2021 the region's population increased by 5.1% since 2016, growing by 9,990. Population is expected to increase by 1.6% between 2021 and 2026, adding 3,334.



Timeframe	Population
2016	194,914
2017	195,030
2018	195,921
2019	196,211
2020	196,695
2021	204,904
2022	205,910
2023	206,567
2024	207,224
2025	207,841
2026	208,238

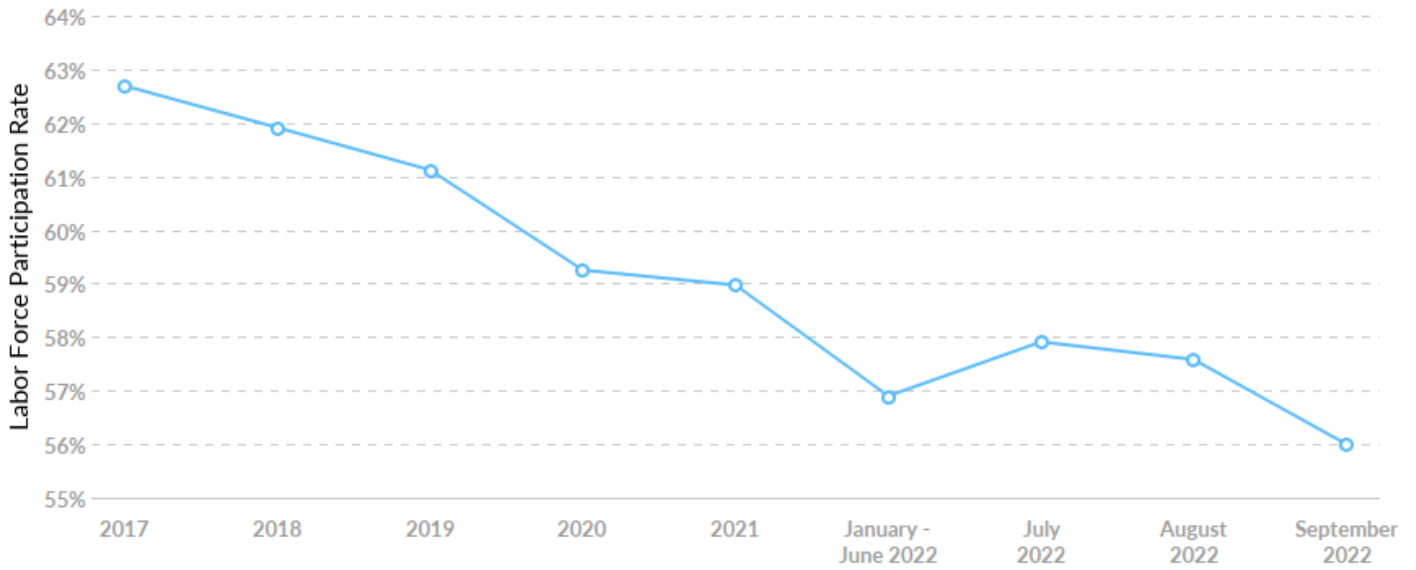
Job Trends

From 2016 to 2021, jobs declined by 3.0% in Grow North from 80,295 to 77,892. This change fell short of the national growth rate of 1.9% by 4.9%.



Timeframe	Jobs
2016	80,295
2017	80,394
2018	80,682
2019	80,205
2020	76,351
2021	77,892
2022	78,256
2023	78,592
2024	78,907
2025	79,201
2026	79,454

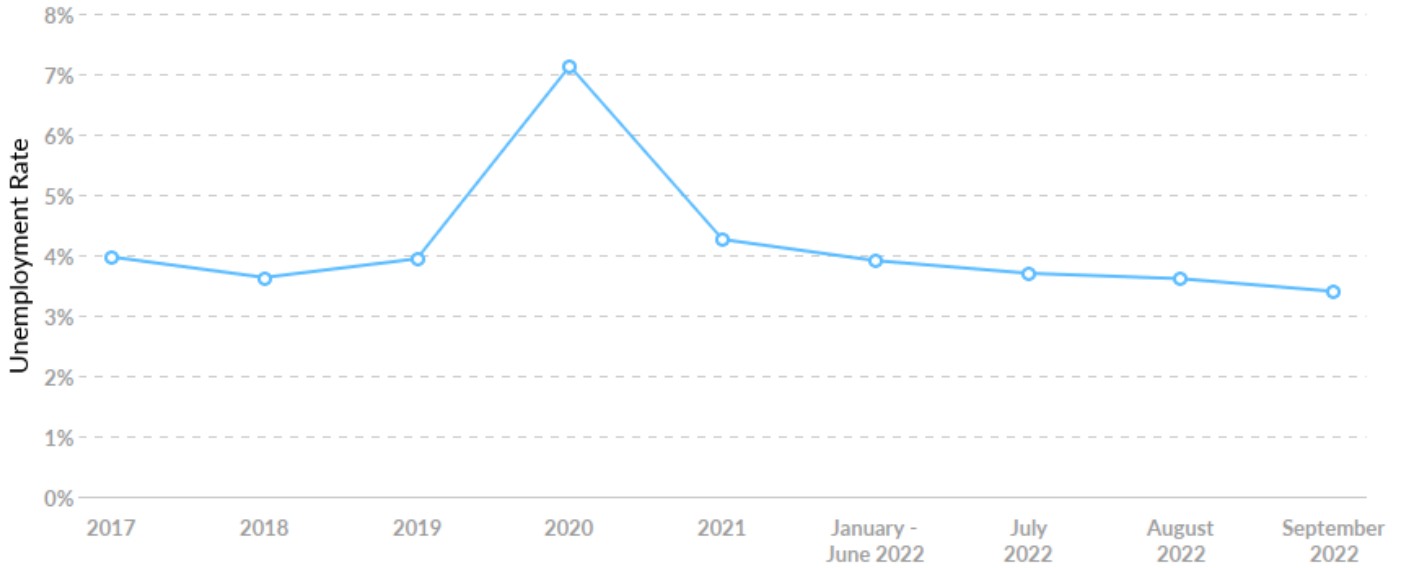
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	62.69%
2018	61.91%
2019	61.12%
2020	59.25%
2021	58.97%
January - June 2022	56.90%
July 2022	57.91%
August 2022	57.58%
September 2022	56.00%

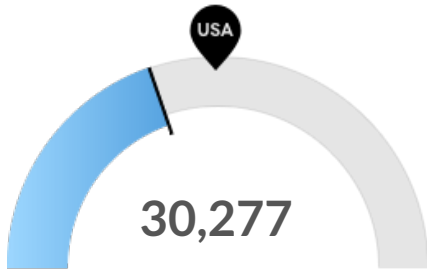
Unemployment Rate Trends

Your areas had a September 2022 unemployment rate of 3.40%, **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 - June 2022	3.91%
July 2022	3.70%
August 2022	3.61%
September 2022	3.40%

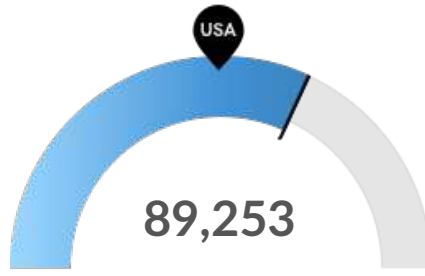
Population Characteristics



30,277

Millennials

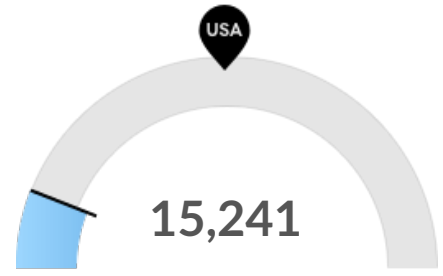
Your area has 30,277 millennials (ages 25-39). The national average for an area this size is 41,855.



89,253

Retiring Soon

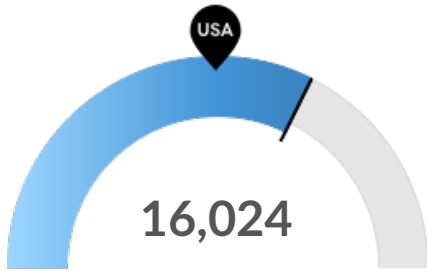
Retirement risk is high in your area. The national average for an area this size is 60,905 people 55 or older, while there are 89,253 here.



15,241

Racial Diversity

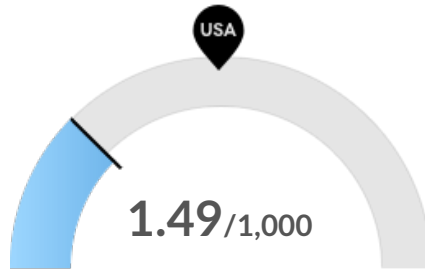
Racial diversity is low in your area. The national average for an area this size is 83,383 racially diverse people, while there are 15,241 here.



16,024

Veterans

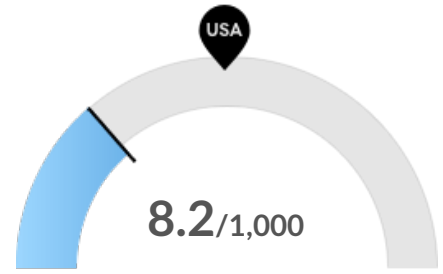
Your area has 16,024 veterans. The national average for an area this size is 10,647.



1.49/1,000

Violent Crime

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



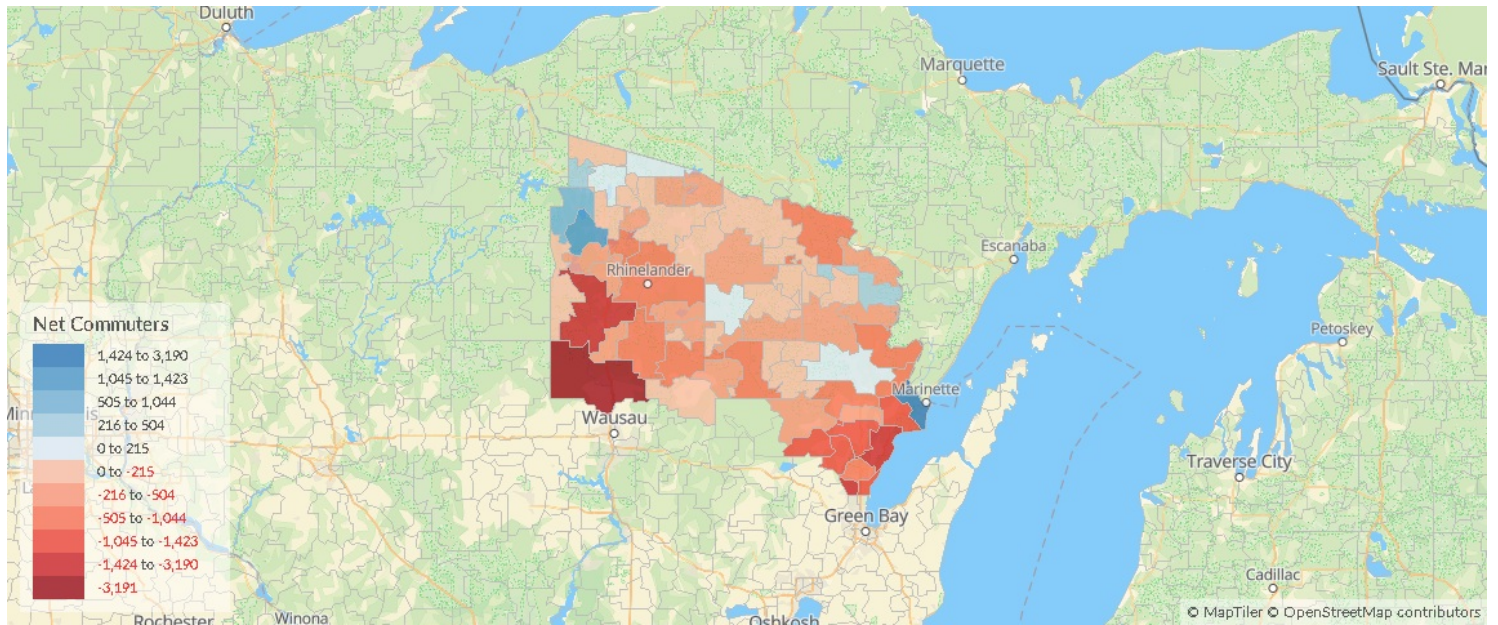
8.2/1,000

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 #2 for resident workers. The top ZIP for resident workers is 54452.



Where Talent Works

ZIP	Name	2021 Employment
54501	Rhinelander, WI (in One...)	9,237
54143	Marinette, WI (in Marin...)	8,491
54409	Antigo, WI (in Langlade ...)	6,904
54452	Merrill, WI (in Lincoln c...)	6,758
54521	Eagle River, WI (in Vilas ...)	3,750

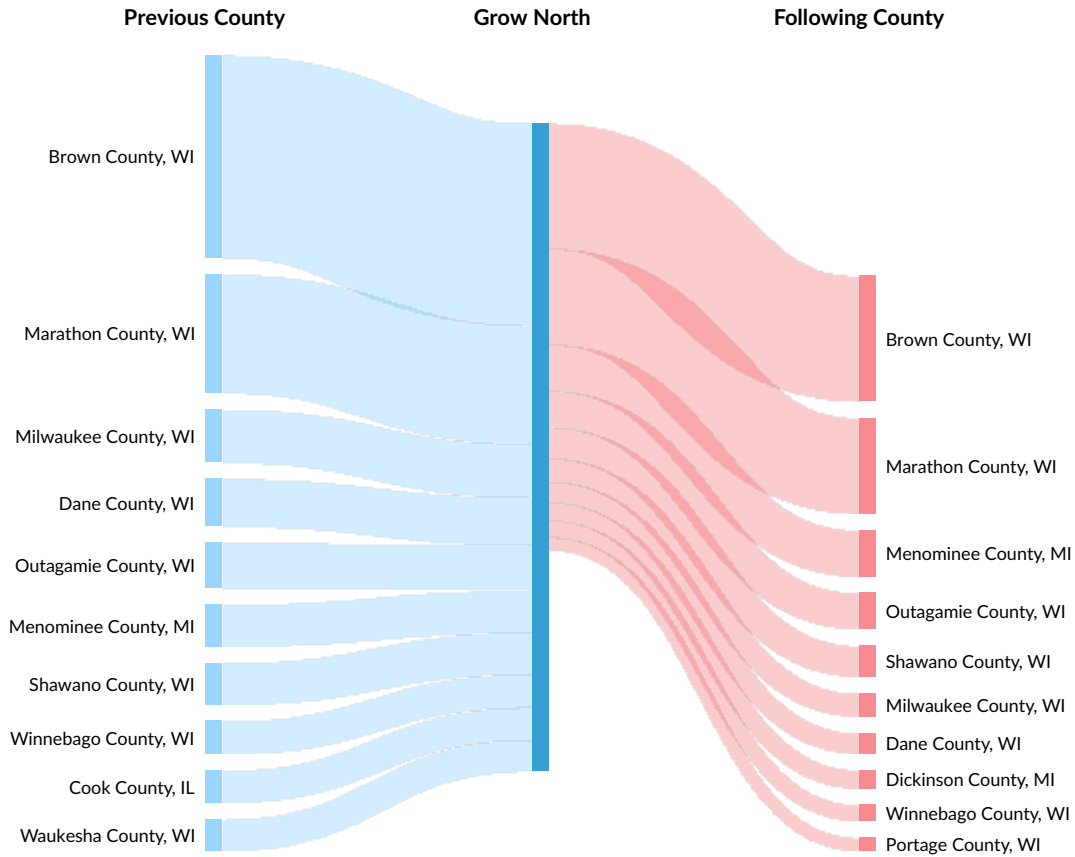
Where Talent Lives

ZIP	Name	2021 Workers
54452	Merrill, WI (in Lincoln c...)	9,949
54501	Rhinelander, WI (in One...)	9,879
54409	Antigo, WI (in Langlade ...)	6,910
54143	Marinette, WI (in Marin...)	6,879
54487	Tomahawk, WI (in Linco...)	5,161

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**.

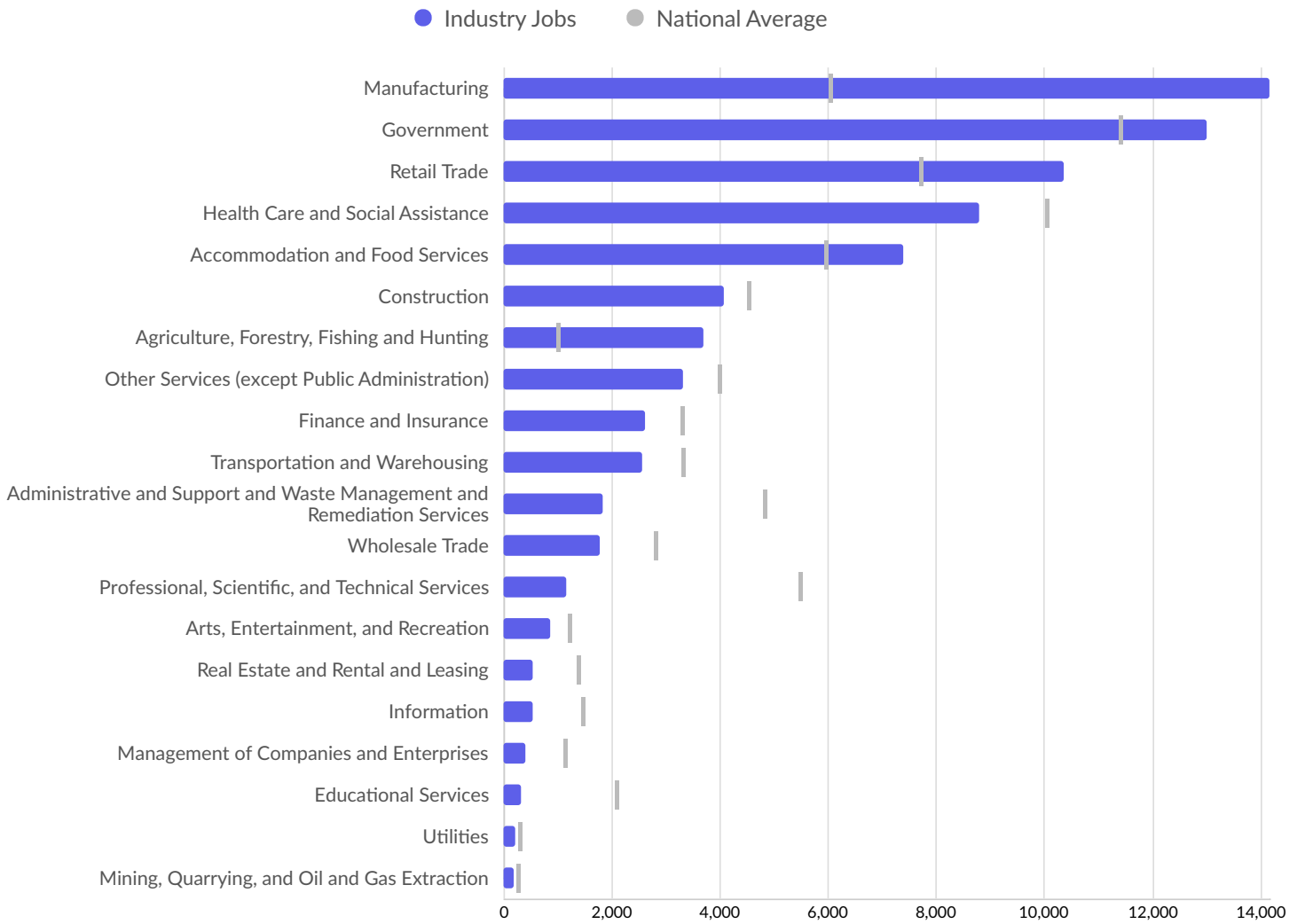


Top Previous Counties	Migrations
Brown County, WI	1,249
Marathon County, WI	733
Milwaukee County, WI	327
Dane County, WI	294
Outagamie County, WI	279
Menominee County, MI	260

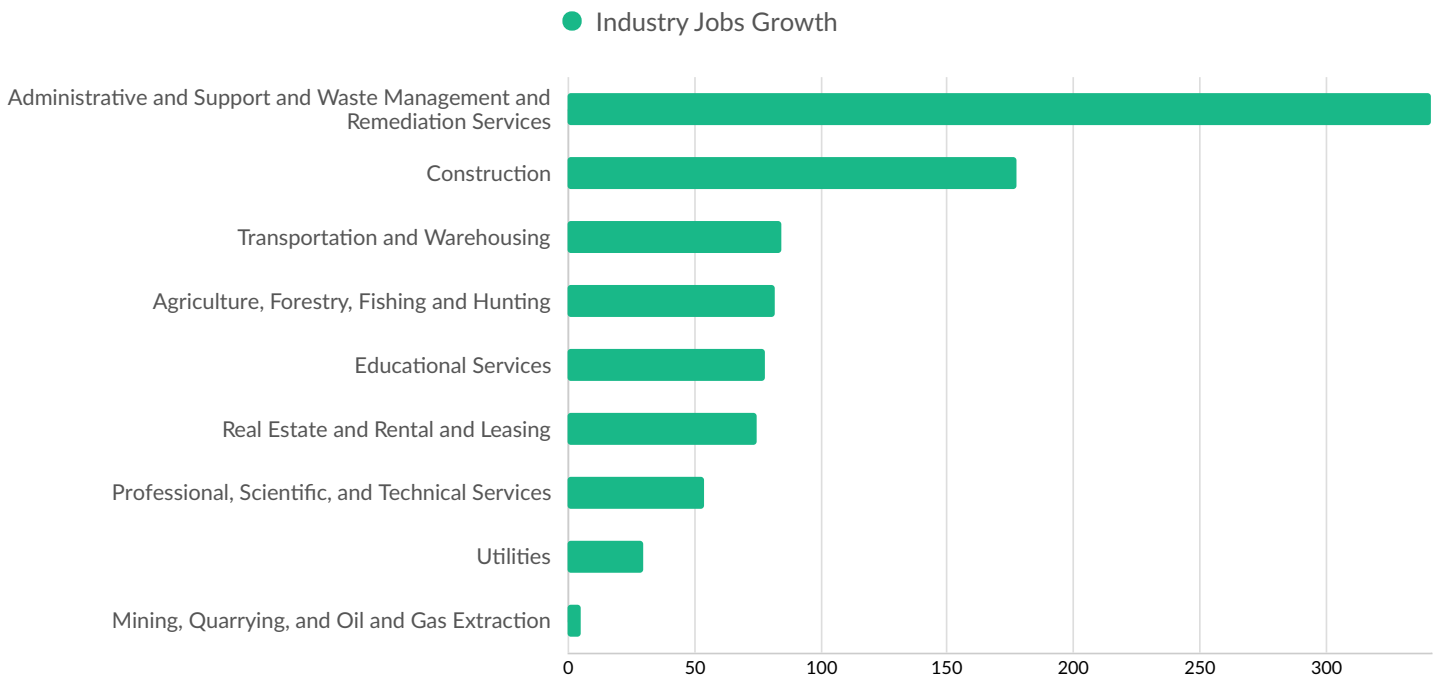
Top Previous Counties	Migrations
Shawano County, WI	257
Winnebago County, WI	204
Cook County, IL	199
Waukesha County, WI	195
Dickinson County, MI	178
Portage County, WI	120
Racine County, WI	103
Hennepin County, MN	102
Manitowoc County, WI	88
Top Following Counties	Migrations
Brown County, WI	775
Marathon 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

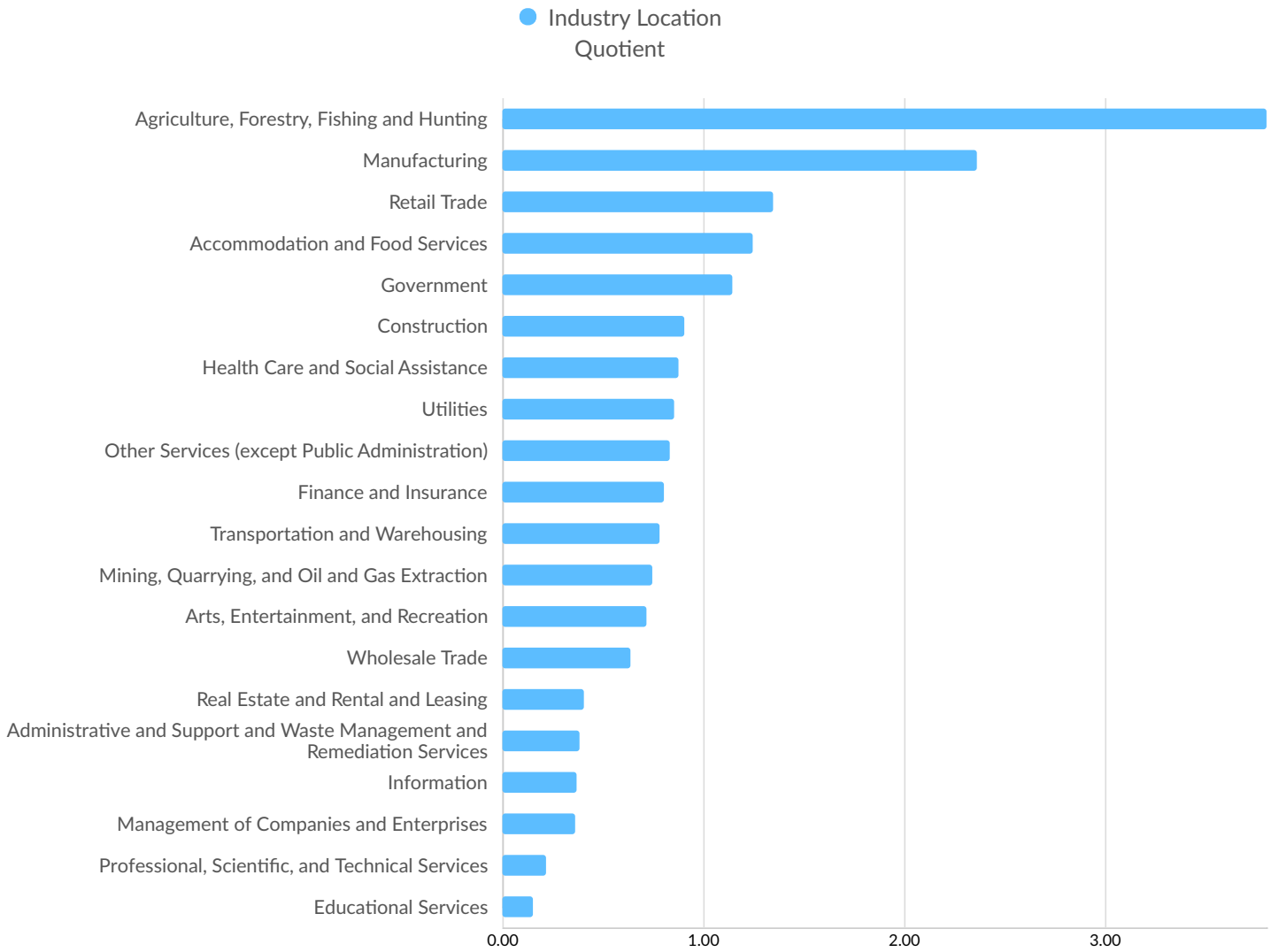
Largest Industries



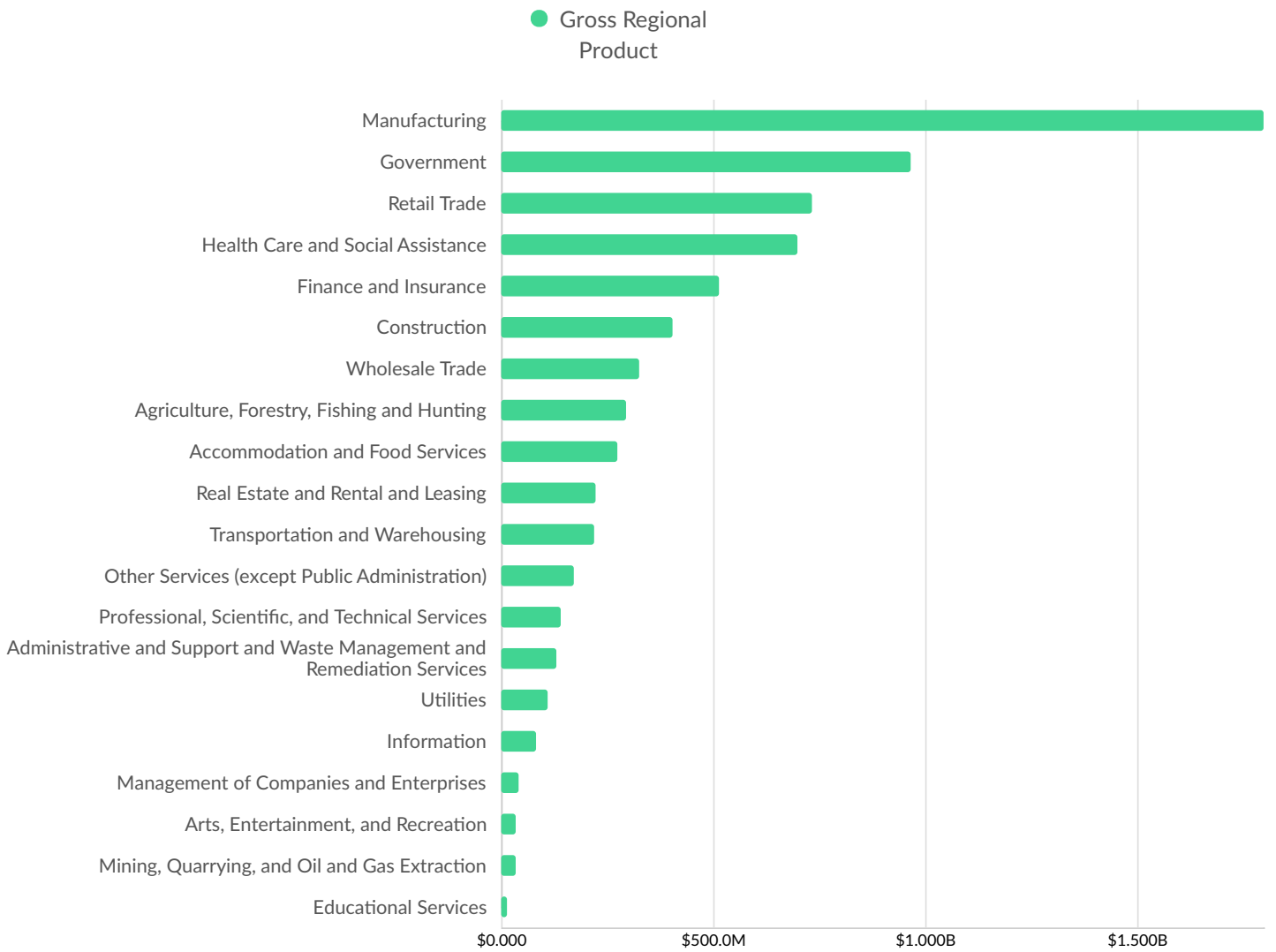
Top Growing Industries



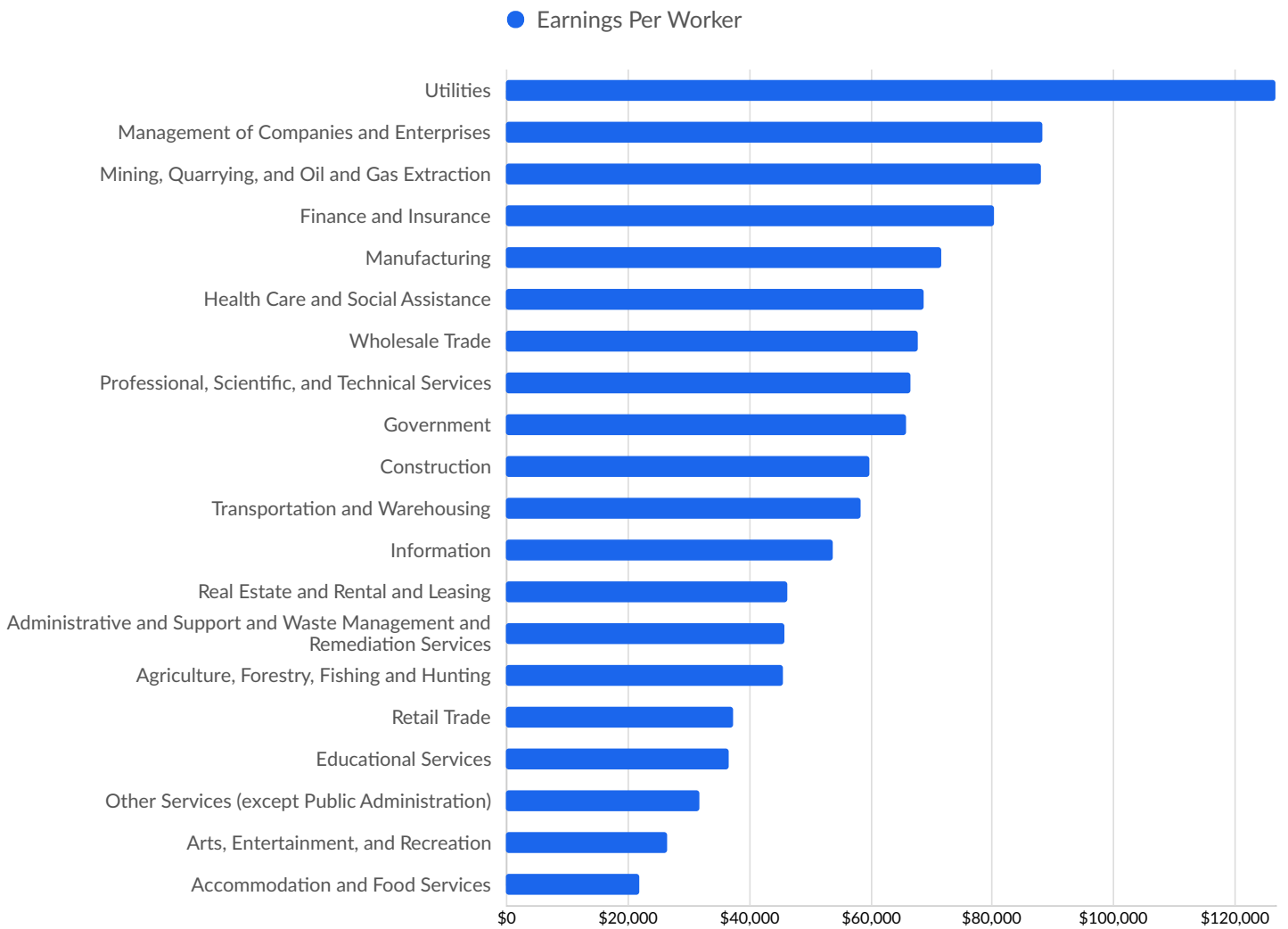
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



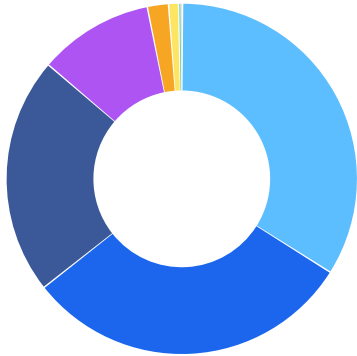
Business Characteristics

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

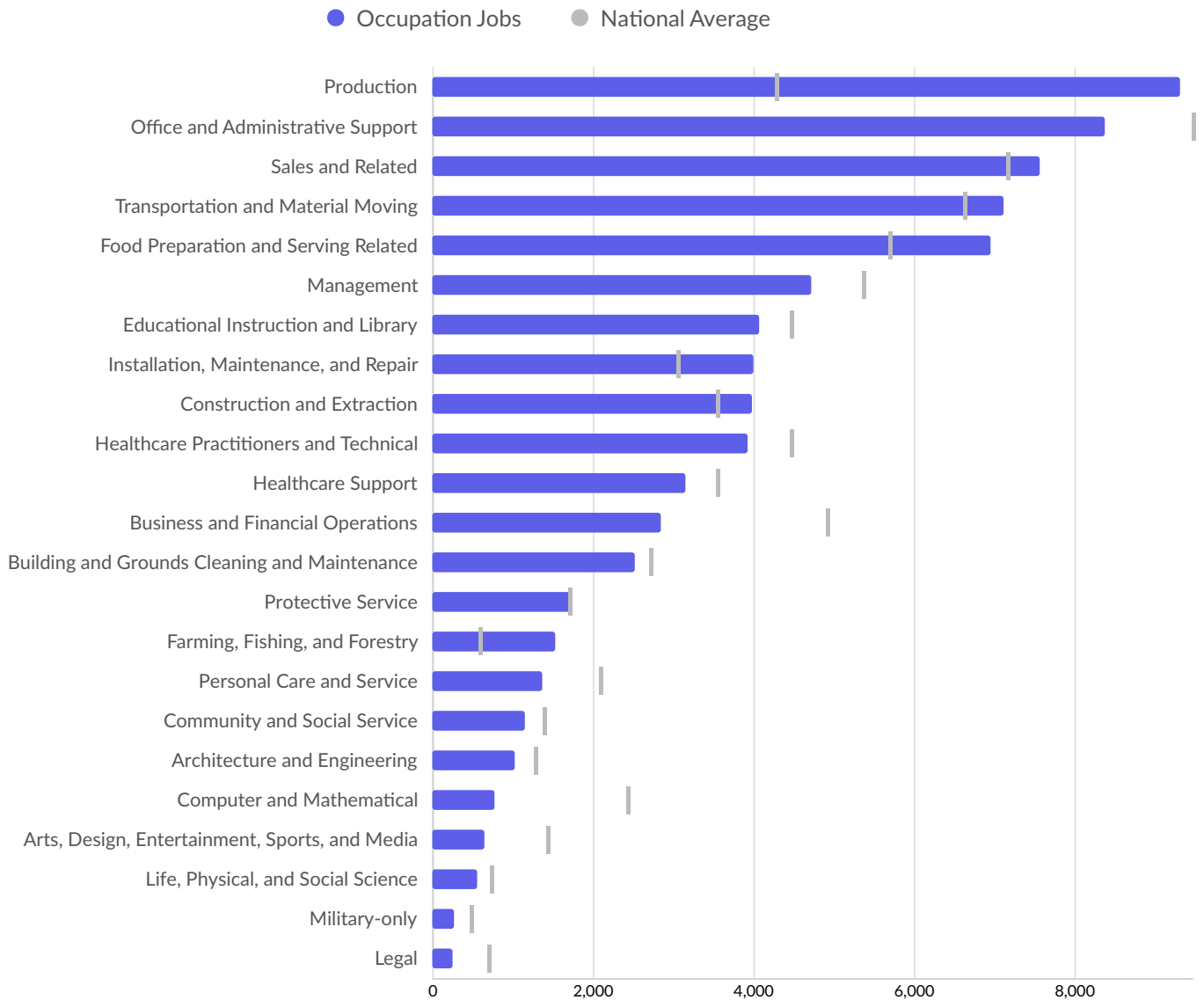


	Percentage	Business Count
● 1 to 4 employees	33.9%	3,096
● 5 to 9 employees	30.4%	2,783
● 10 to 19 employees	21.9%	2,000
● 20 to 49 employees	10.6%	968
● 50 to 99 employees	1.9%	178
● 100 to 249 employees	0.9%	84
● 250 to 499 employees	0.2%	22
● 500+ employees	0.1%	11

*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

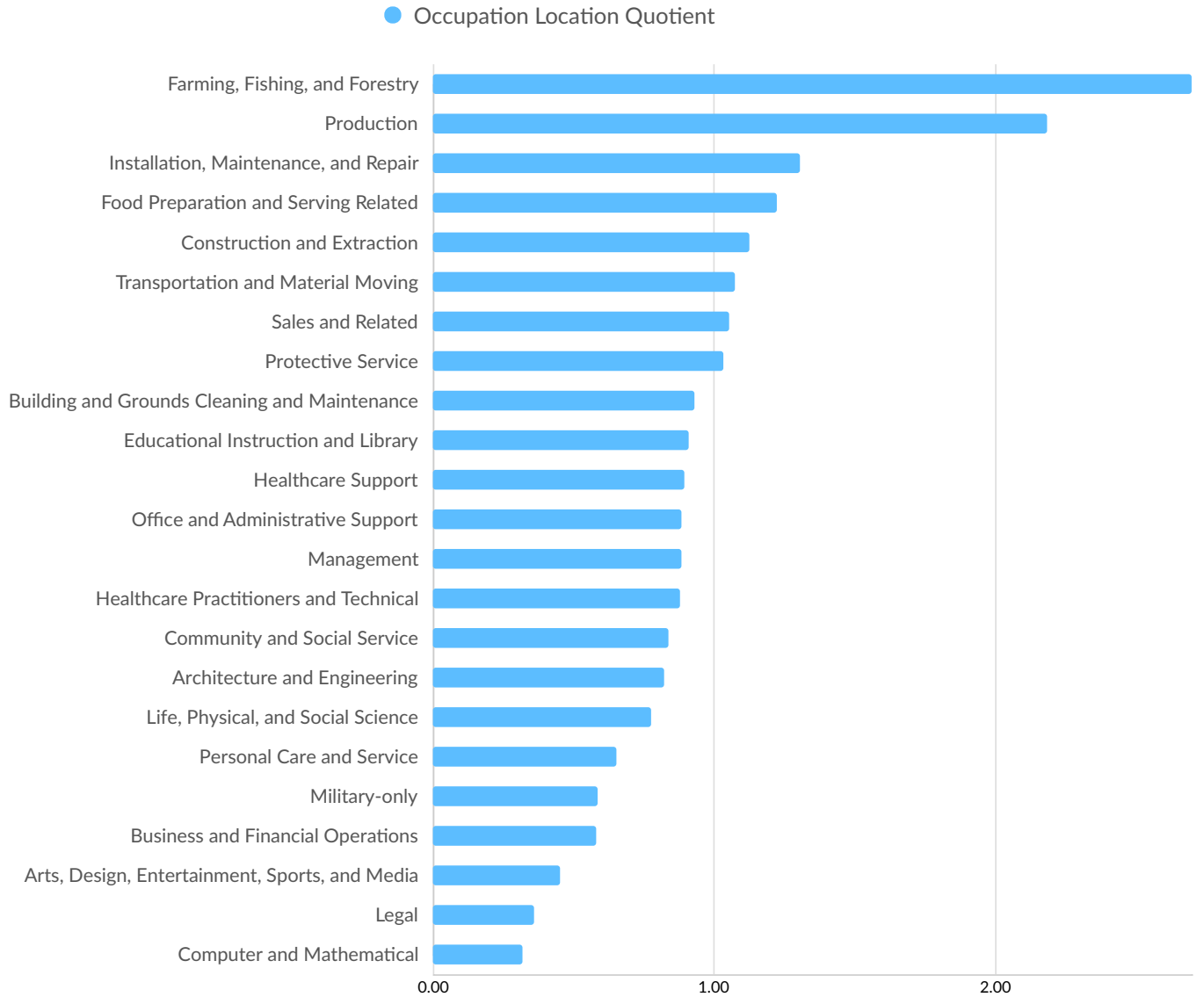
Largest Occupations



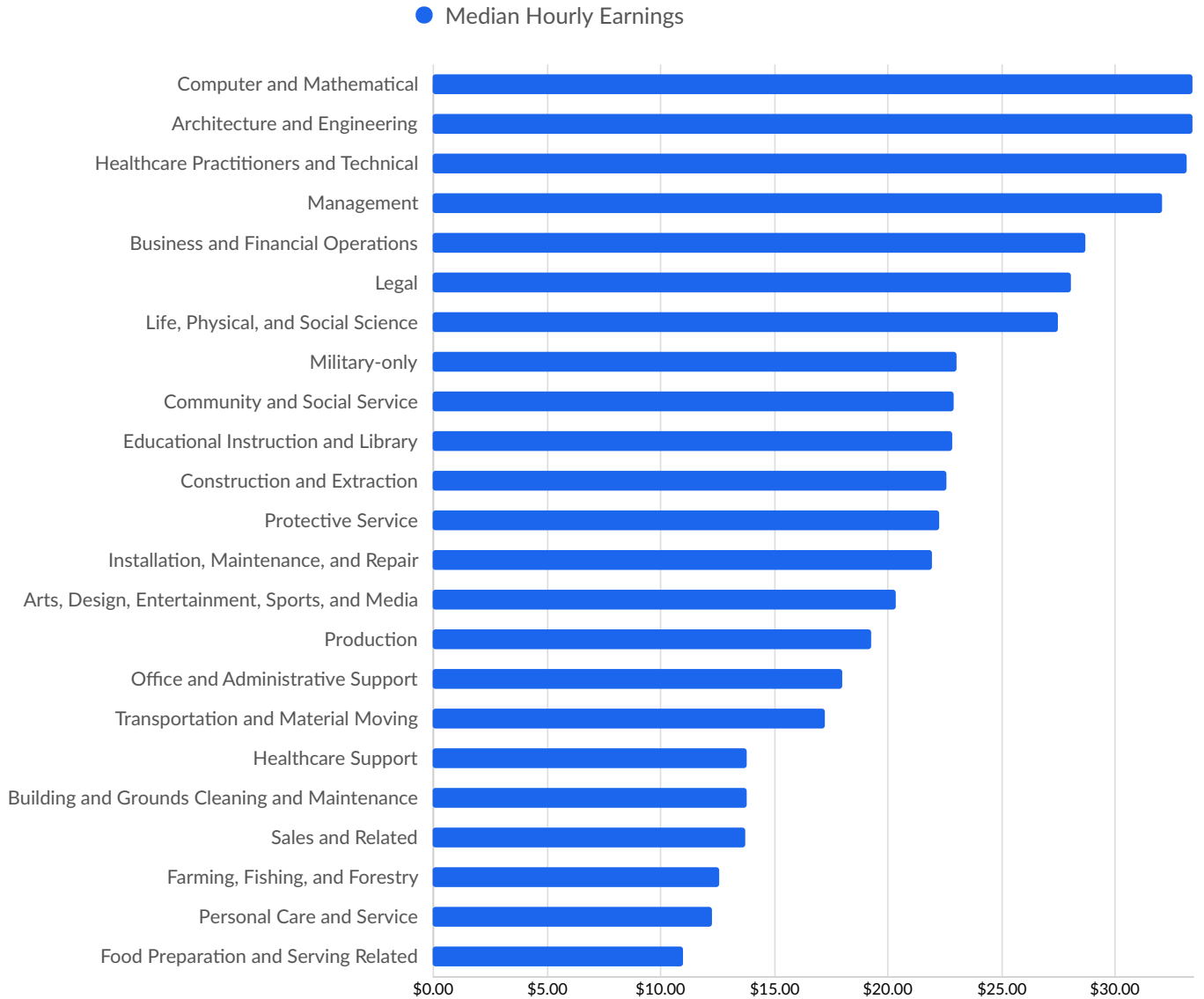
Top Growing Occupations



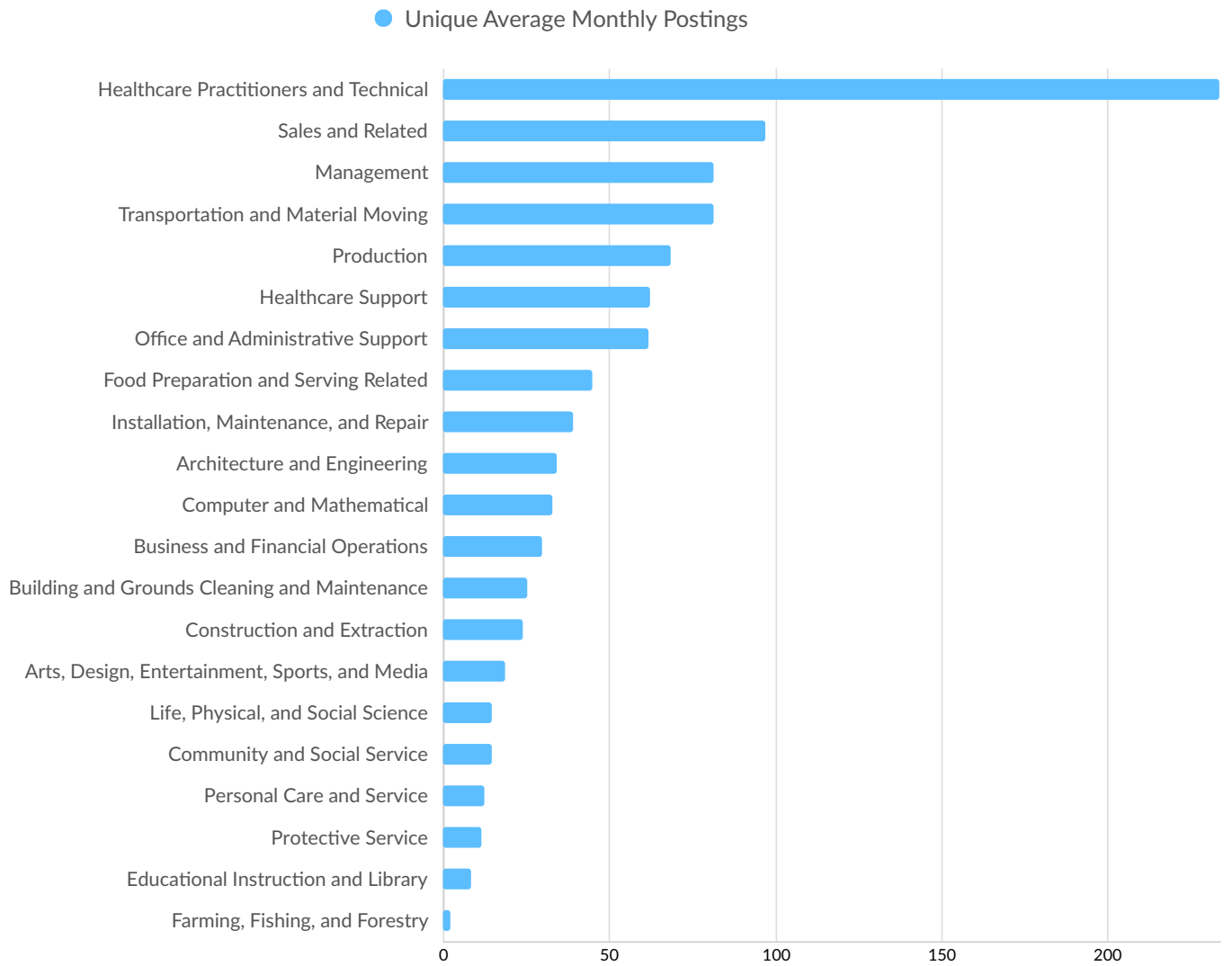
Top Occupation Location Quotient



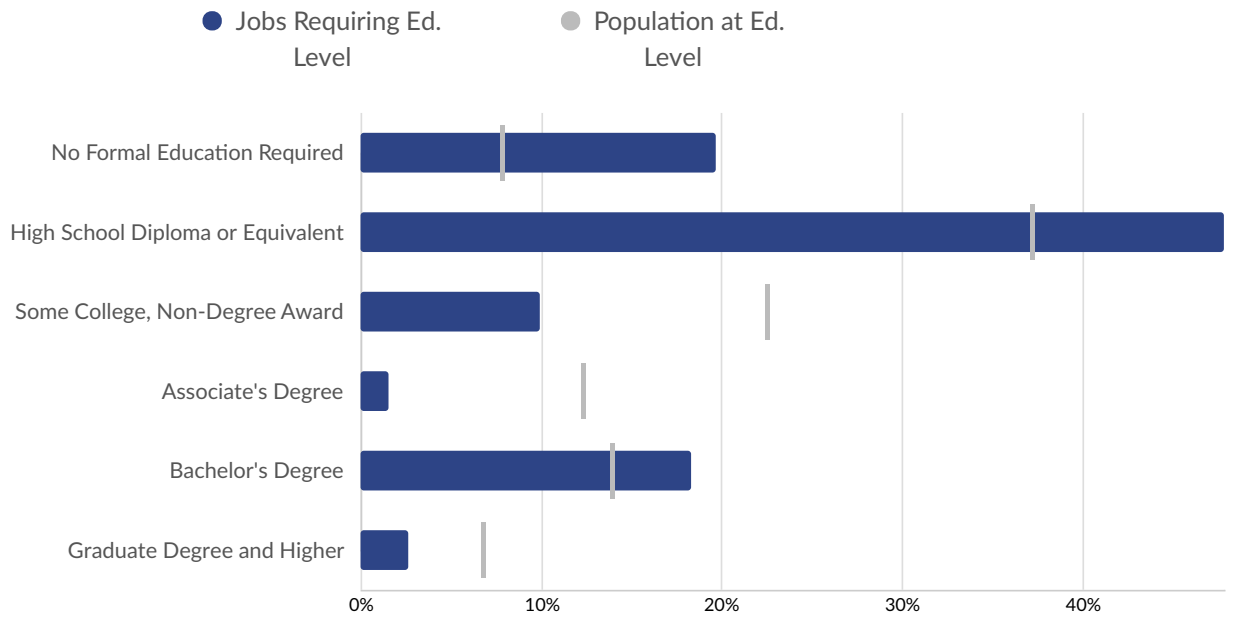
Top Occupation Earnings



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

