



Grow North

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
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	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

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

209,051

Population (2022)

Population **grew by 14,021** over the last 5 years and is projected to **grow by 17,522** over the next 5 years.

77,968

Total Regional Employment

Jobs **decreased by 2,423** over the last 5 years but are projected to **grow by 2,441** over the next 5 years.

\$58.5K

Avg. Earnings Per Job (2022)

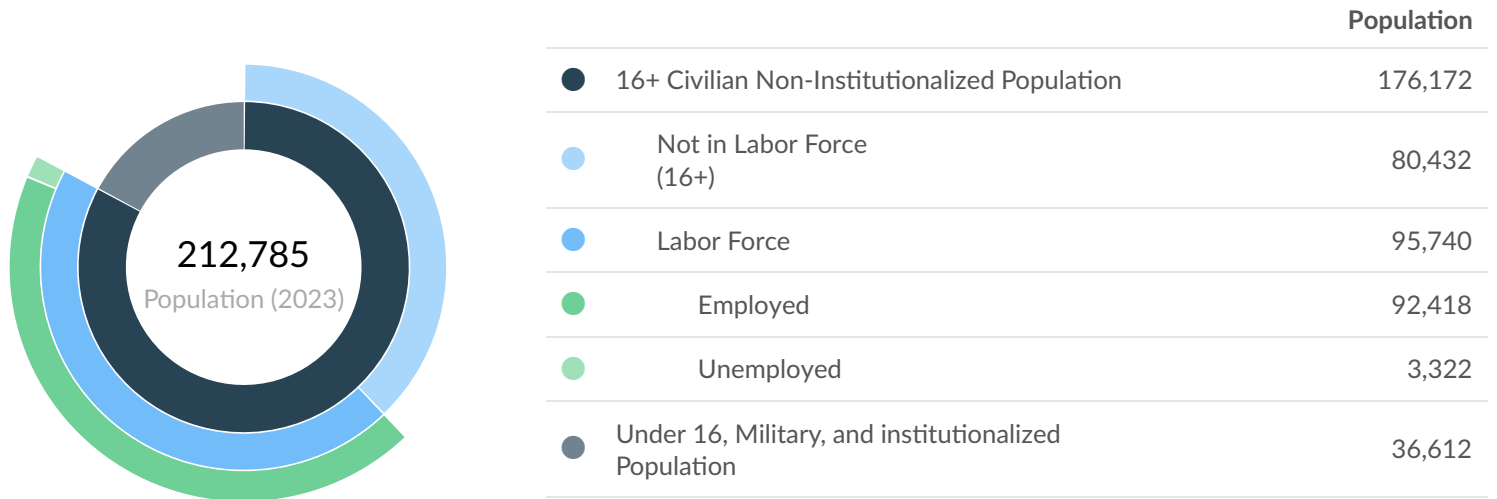
Regional average earnings per job are **\$22.4K below** the national average earnings of \$80.9K per job.

Takeaways

- As of 2022 the region's population **increased by 7.2%** since 2017, growing by 14,021. Population is expected to **increase by 8.4%** between 2022 and 2027, adding 17,522.
- From 2017 to 2022, jobs **declined by 3.0%** in Grow North from 80,391 to **77,968**. This change **fell short of the national growth rate of 3.4% by 6.4%**. As the number of jobs declined, the **labor force participation rate decreased from 61.6% to 54.6% between 2017 and 2022**.
- Concerning educational attainment, **14.3% of the selected regions' residents possess a Bachelor's Degree** (6.5% below the national average), and **12.6% hold an Associate's Degree** (3.8% above the national average).
- The top three industries in 2022 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

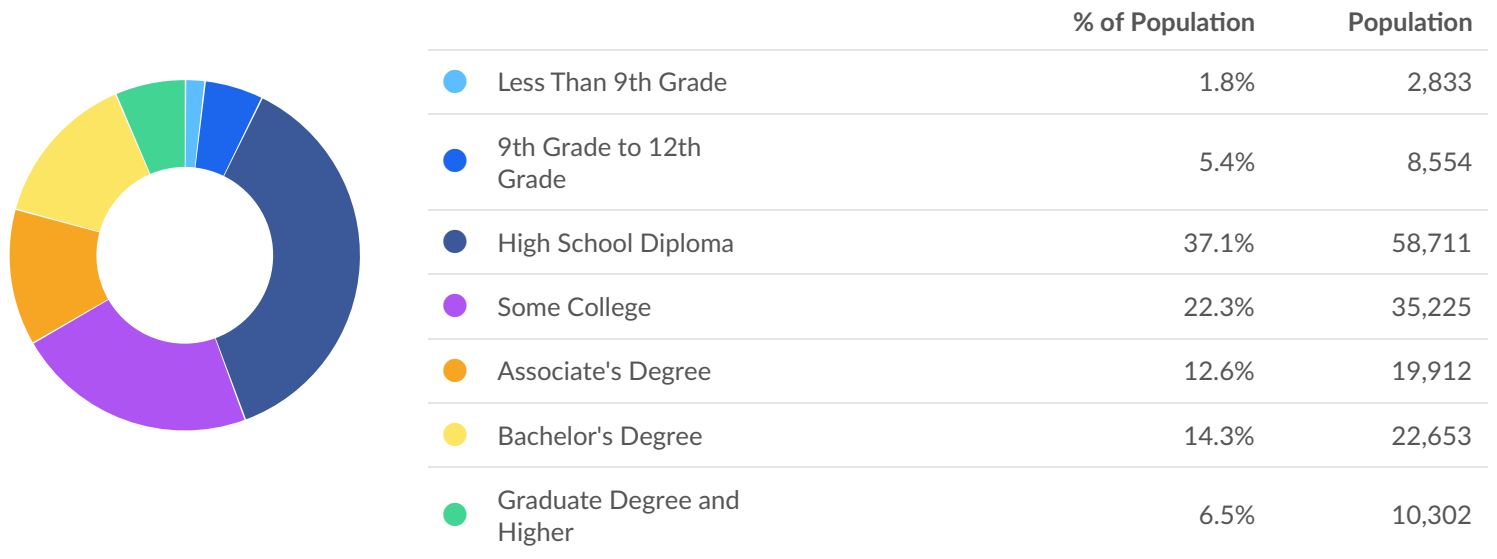
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	212,785	95,740	77,968	100.7	\$8.66B	\$14.65B	\$11.41B
NCWRPC	457,338	216,937	213,508	99.6	\$25.25B	\$33.07B	\$31.54B
Wisconsin	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

Jan 2023 Labor Force Breakdown



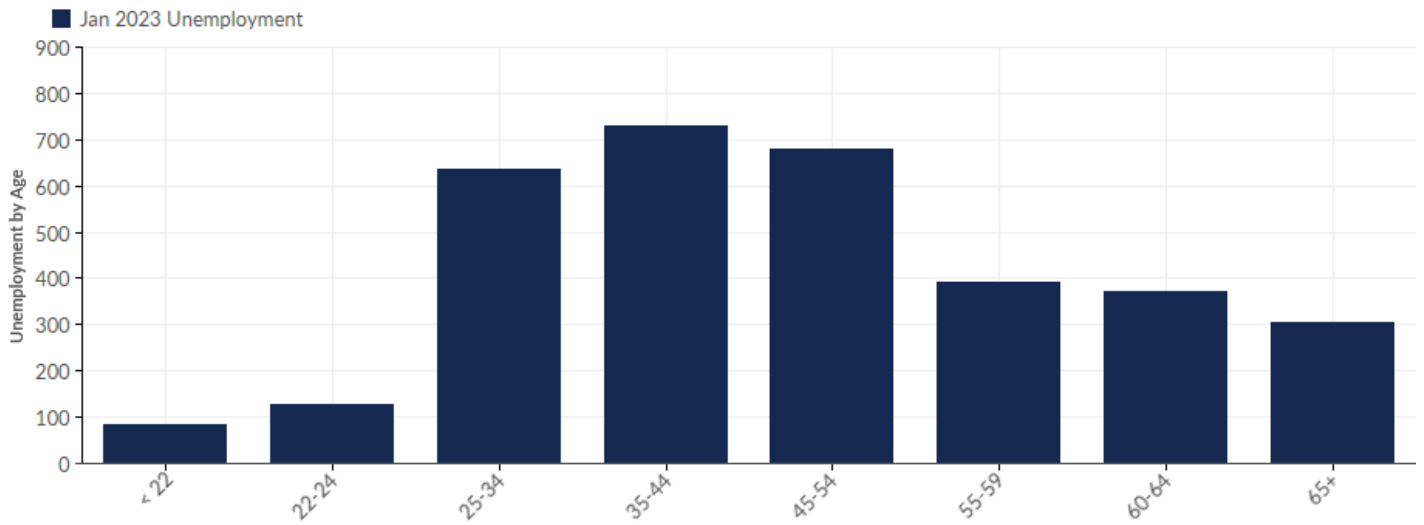
Educational Attainment

Concerning educational attainment, **14.3% of the selected regions' residents possess a Bachelor's Degree** (6.5% below the national average), and **12.6% hold an Associate's Degree** (3.8% above the national average).



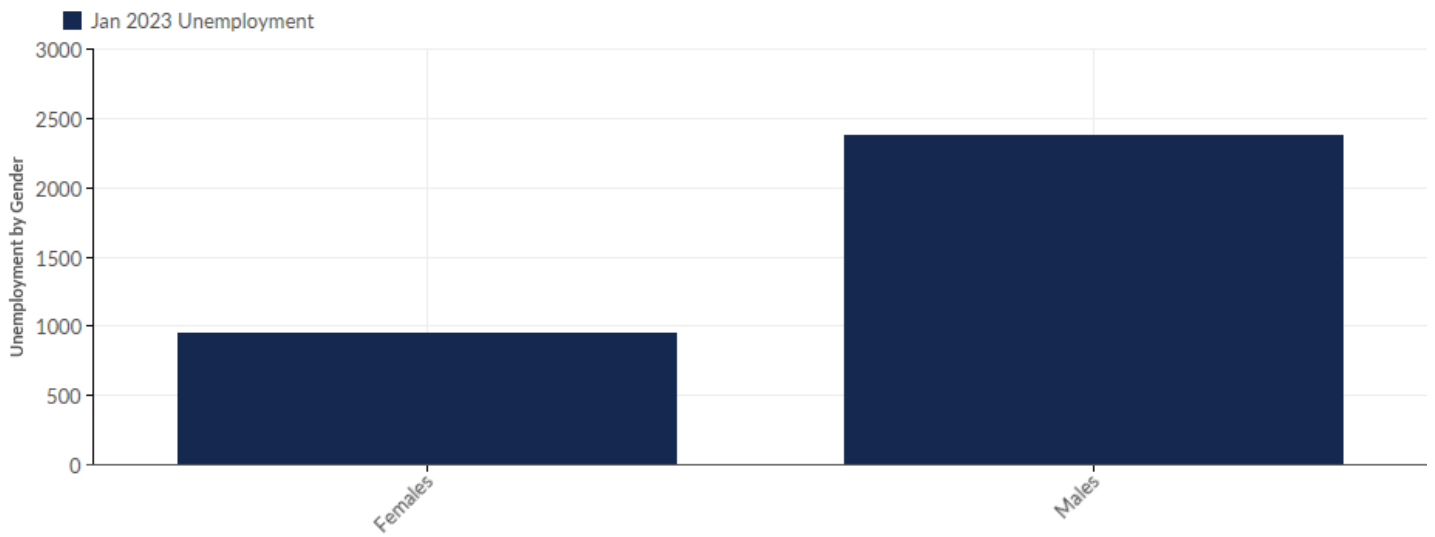
Unemployment by Demographics

Unemployment by Age



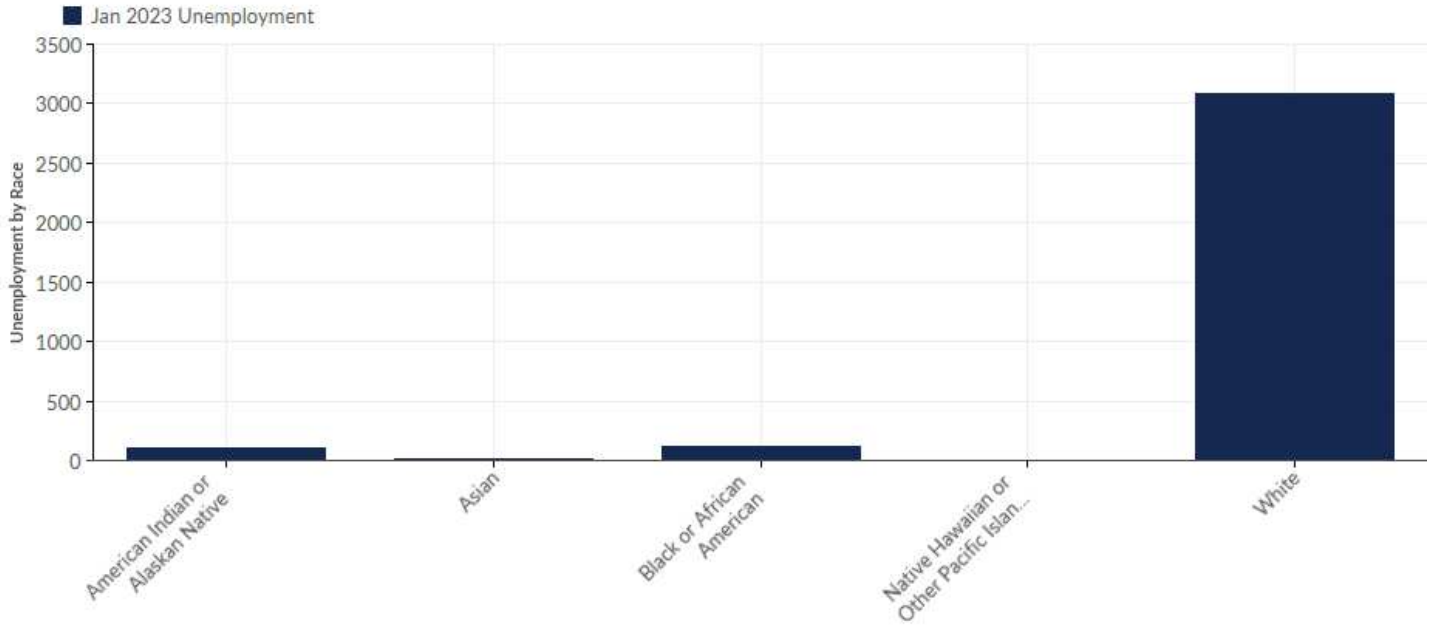
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	82	2.47%
22-24	129	3.88%
25-34	637	19.18%
35-44	729	21.94%
45-54	678	20.41%
55-59	393	11.83%
60-64	370	11.14%
65+	306	9.21%
Total	3,322	100.00%

Unemployment by Gender



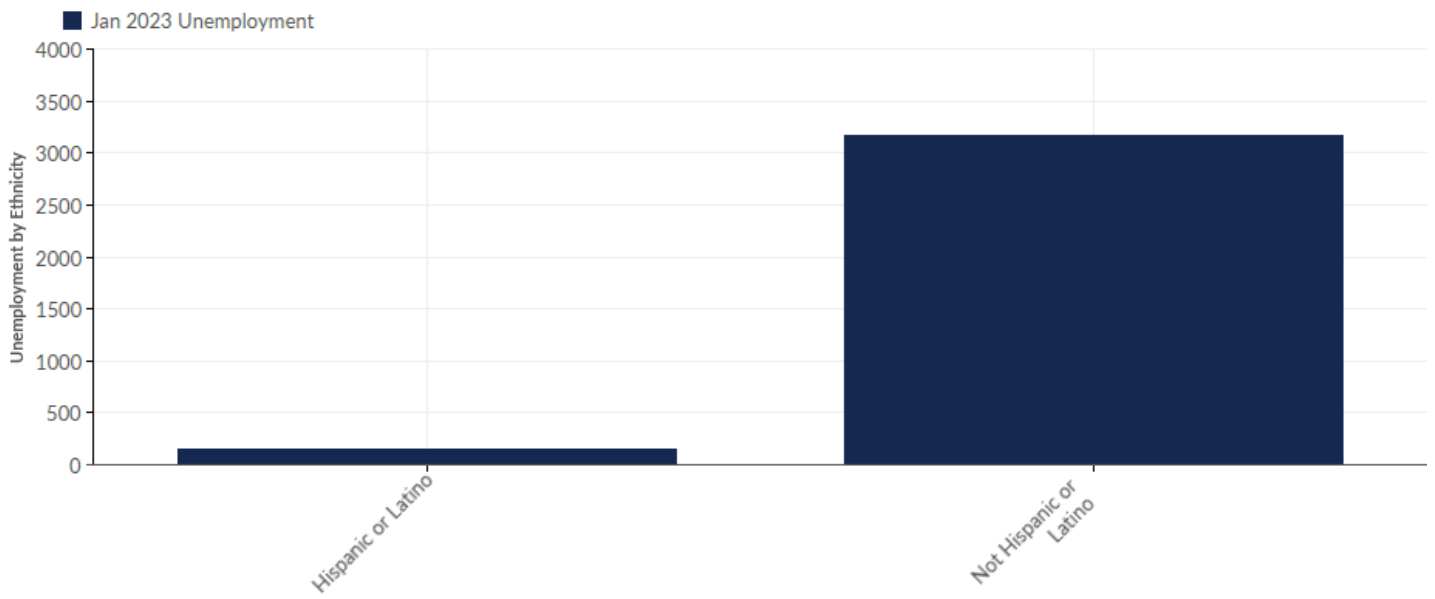
Gender	Unemployment (Jan 2023)	% of Unemployed
Females	952	28.66%
Males	2,370	71.34%
Total	3,322	100.00%

Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	102	3.07%
Asian	14	0.42%
Black or African American	115	3.46%
Native Hawaiian or Other Pacific Islander	2	0.06%
White	3,089	92.99%
Total	3,322	100.00%

Unemployment by Ethnicity

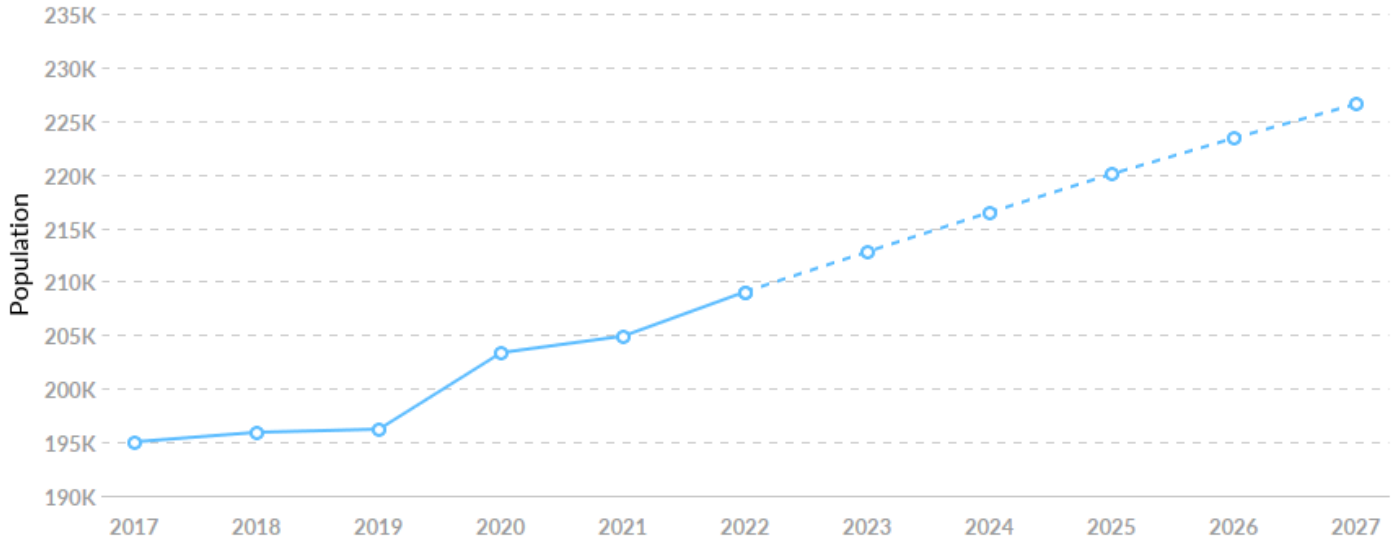


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	156	4.70%
Not Hispanic or Latino	3,166	95.30%
Total	3,322	100.00%

Historic & Projected Trends

Population Trends

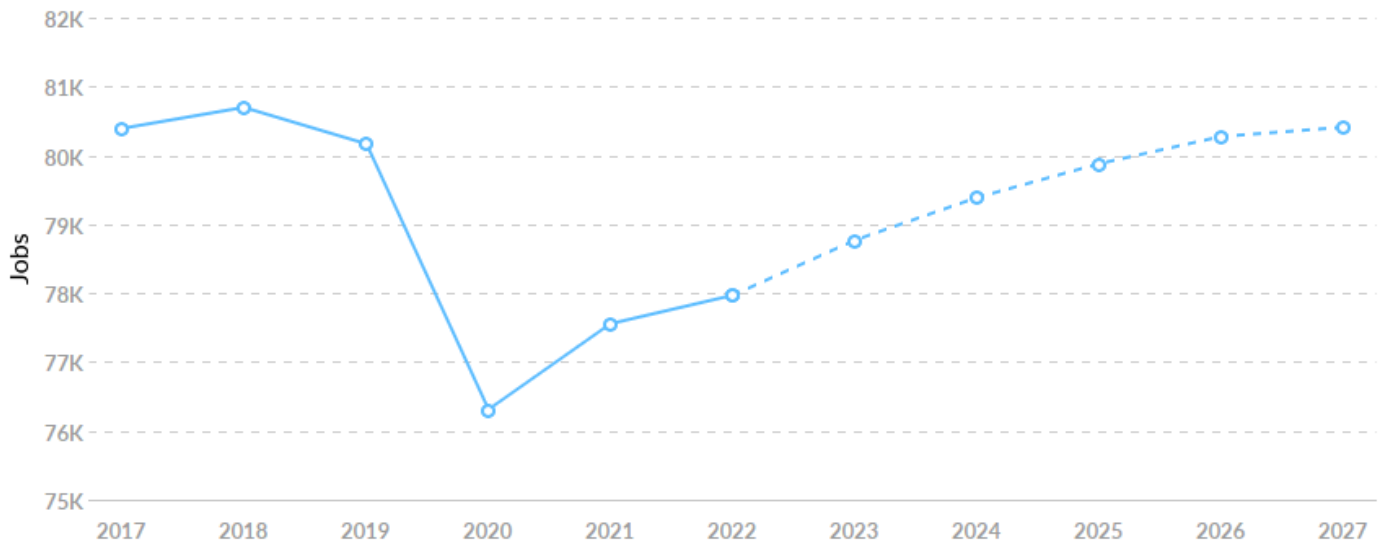
As of 2022 the region's population **increased by 7.2%** since 2017, growing by 14,021. Population is expected to **increase by 8.4%** between 2022 and 2027, adding 17,522.



Timeframe	Population
2017	195,030
2018	195,921
2019	196,211
2020	203,355
2021	204,904
2022	209,051
2023	212,785
2024	216,457
2025	220,045
2026	223,387
2027	226,573

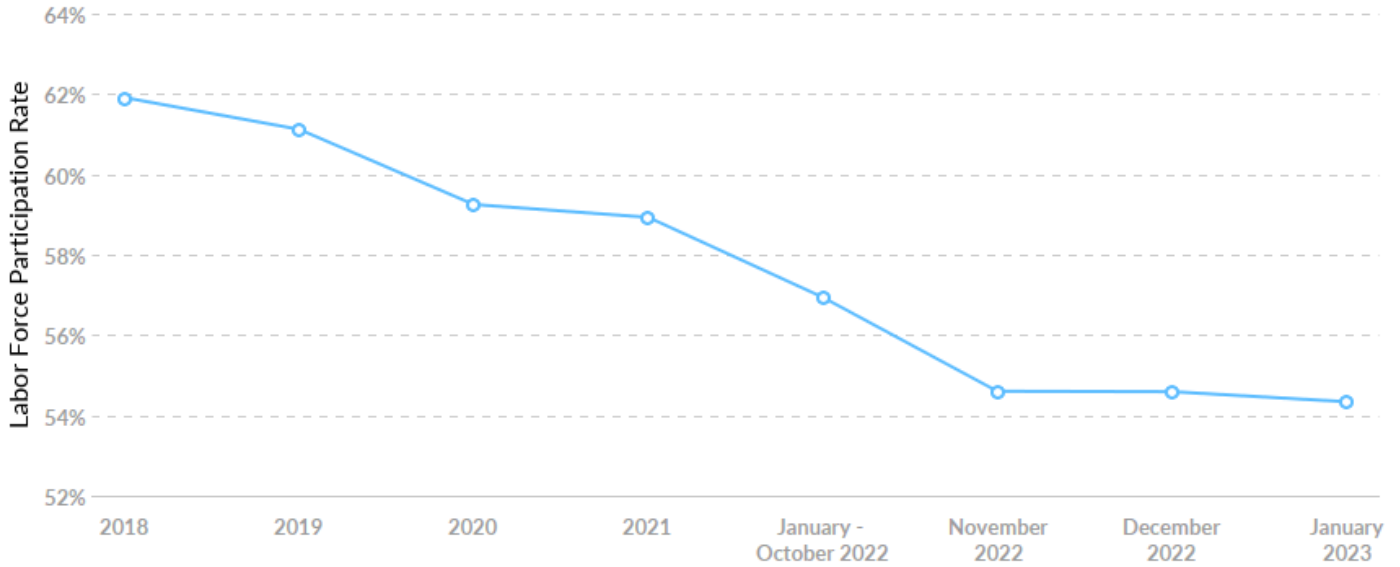
Job Trends

From 2017 to 2022, jobs declined by 3.0% in Grow North from 80,391 to 77,968. This change fell short of the national growth rate of 3.4% by 6.4%.



Timeframe	Jobs
2017	80,391
2018	80,697
2019	80,169
2020	76,308
2021	77,555
2022	77,968
2023	78,768
2024	79,387
2025	79,879
2026	80,274
2027	80,409

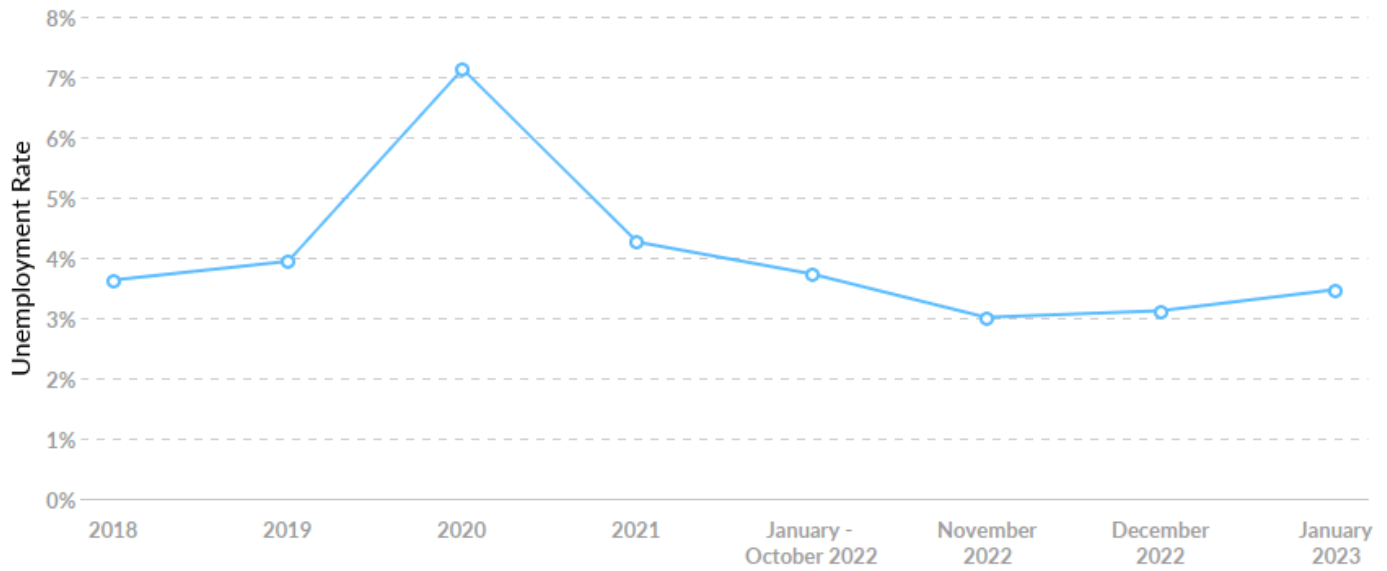
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	61.91%
2019	61.12%
2020	59.25%
2021	58.93%
January - October 2022	56.94%
November 2022	54.60%
December 2022	54.59%
January 2023	54.34%

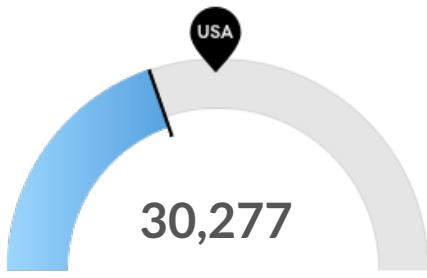
Unemployment Rate Trends

Your areas had a January 2023 unemployment rate of 3.47%, decreasing from 3.63% 5 years before.



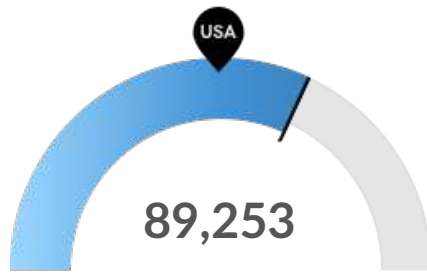
Timeframe	Unemployment Rate
2018	3.63%
2019	3.94%
2020	7.13%
2021	4.26%
January - October 2022	3.73%
November 2022	3.01%
December 2022	3.12%
January 2023	3.47%

Population Characteristics



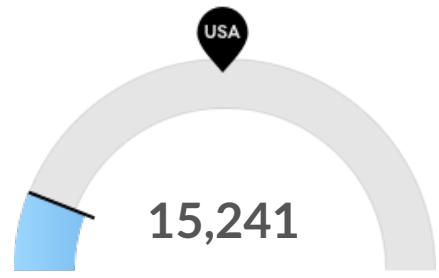
Millennials

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



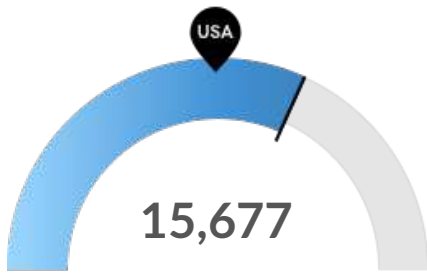
Retiring Soon

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.



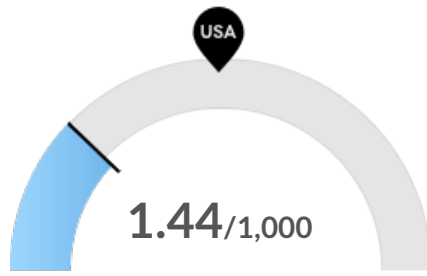
Racial Diversity

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.



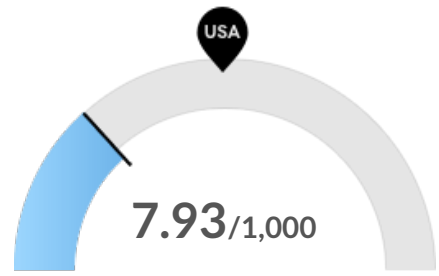
Veterans

Your area has 15,677 veterans. The national average for an area this size is 10,762.



Violent Crime

Your area has 1.44 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

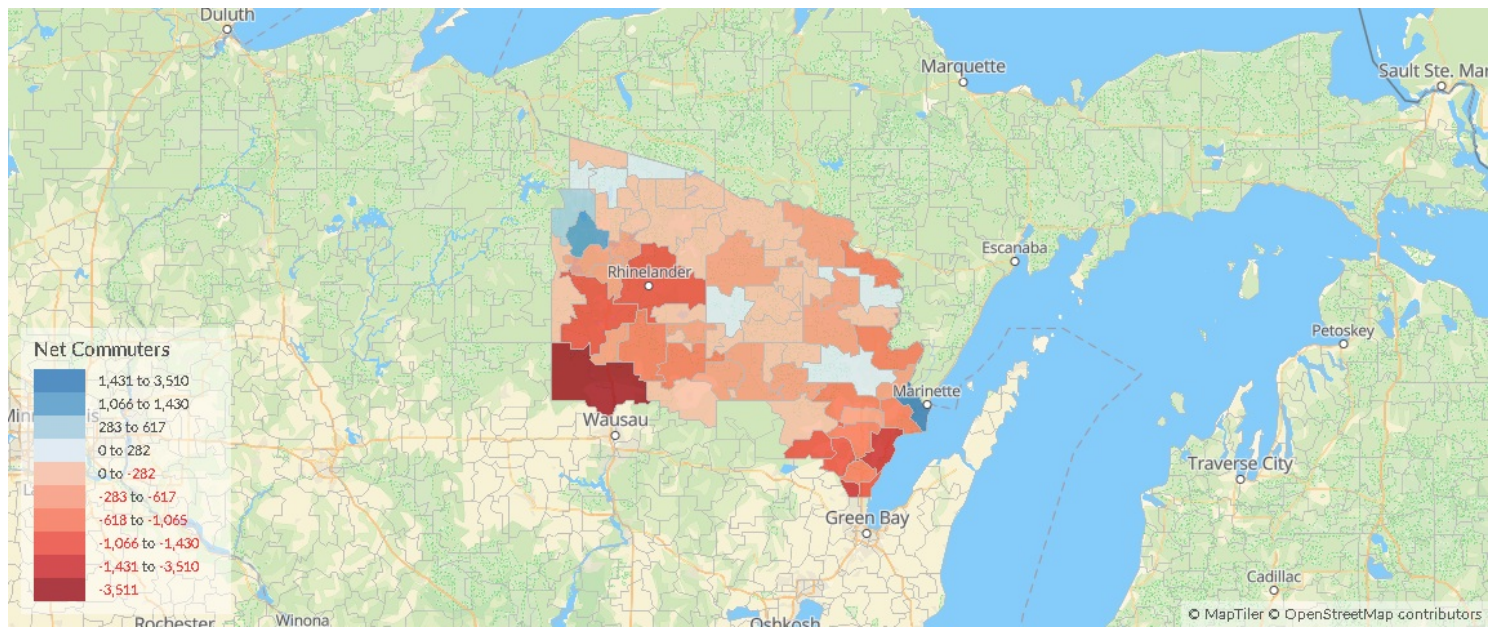


Property Crime

Your area has 7.93 property crimes per 1,000 people. The national rate is 17.8 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	2022 Employment
54501	Rhineland, WI (in One...)	9,013
54143	Marinette, WI (in Marin...)	8,393
54409	Antigo, WI (in Langlade ...)	6,887
54452	Merrill, WI (in Lincoln c...)	6,776
54487	Tomahawk, WI (in Linco...)	3,887

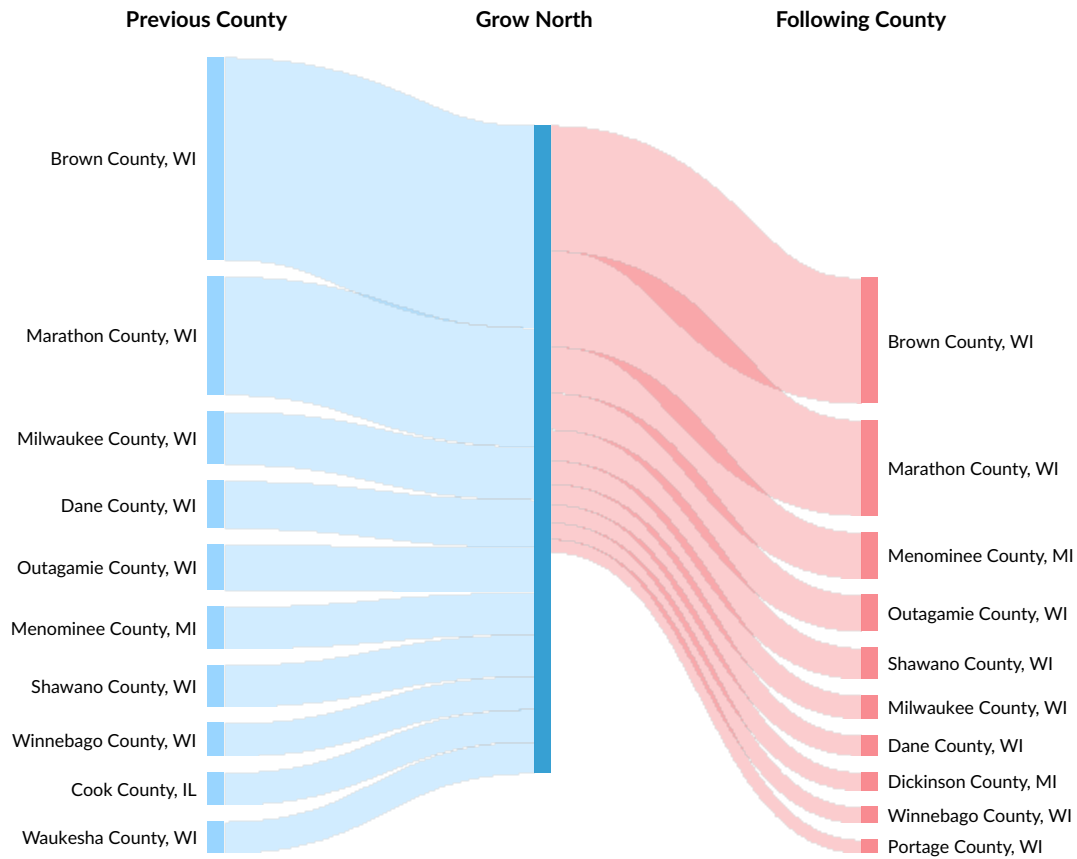
Where Talent Lives

ZIP	Name	2022 Workers
54452	Merrill, WI (in Lincoln c...)	10,287
54501	Rhineland, WI (in One...)	10,109
54143	Marinette, WI (in Marin...)	6,962
54409	Antigo, WI (in Langlade ...)	6,960
54487	Tomahawk, WI (in Linco...)	5,238

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**.

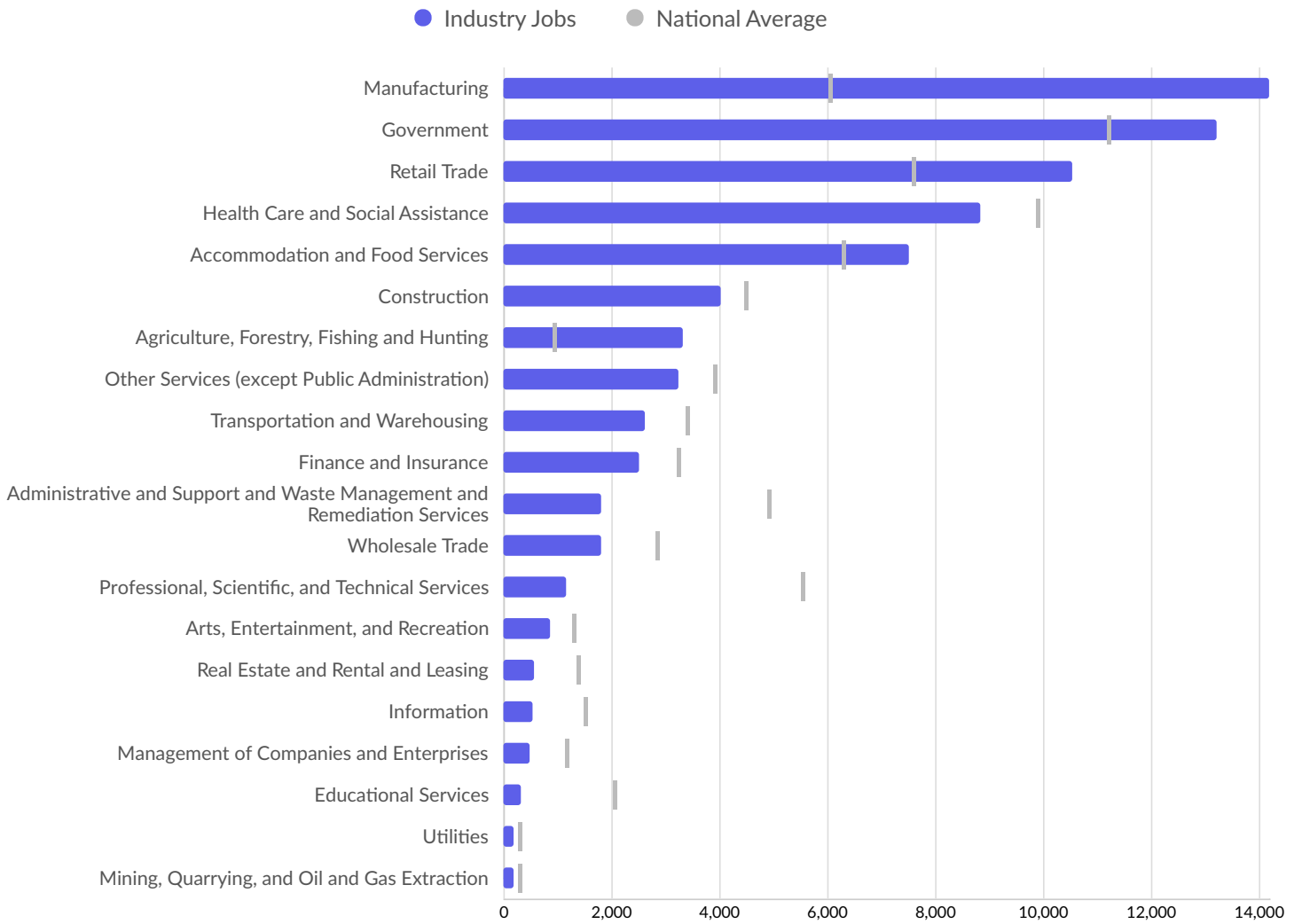


Top Previous Counties	Migrations
Brown County, WI	1,249
Marathon County, WI	733
Milwaukee County, WI	327
Dane County, WI	294
Outagamie County, WI	279
Menominee County, MI	260

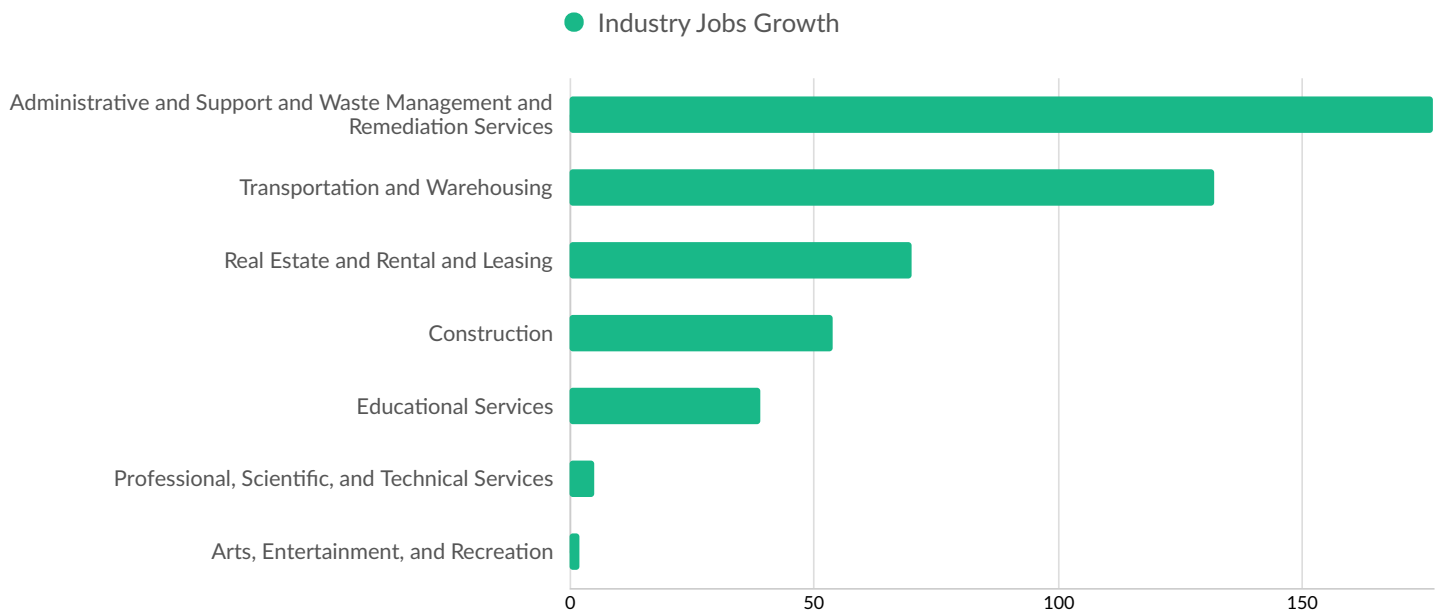
Top Previous Counties	Migrations
Shawano County, WI	257
Winnebago County, WI	204
Cook County, IL	199
Waukesha County, WI	195
Dickinson County, MI	178
Portage County, WI	120
Racine County, WI	103
Hennepin County, MN	102
Manitowoc County, WI	88
Top Following Counties	Migrations
Brown County, WI	775
Marathon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

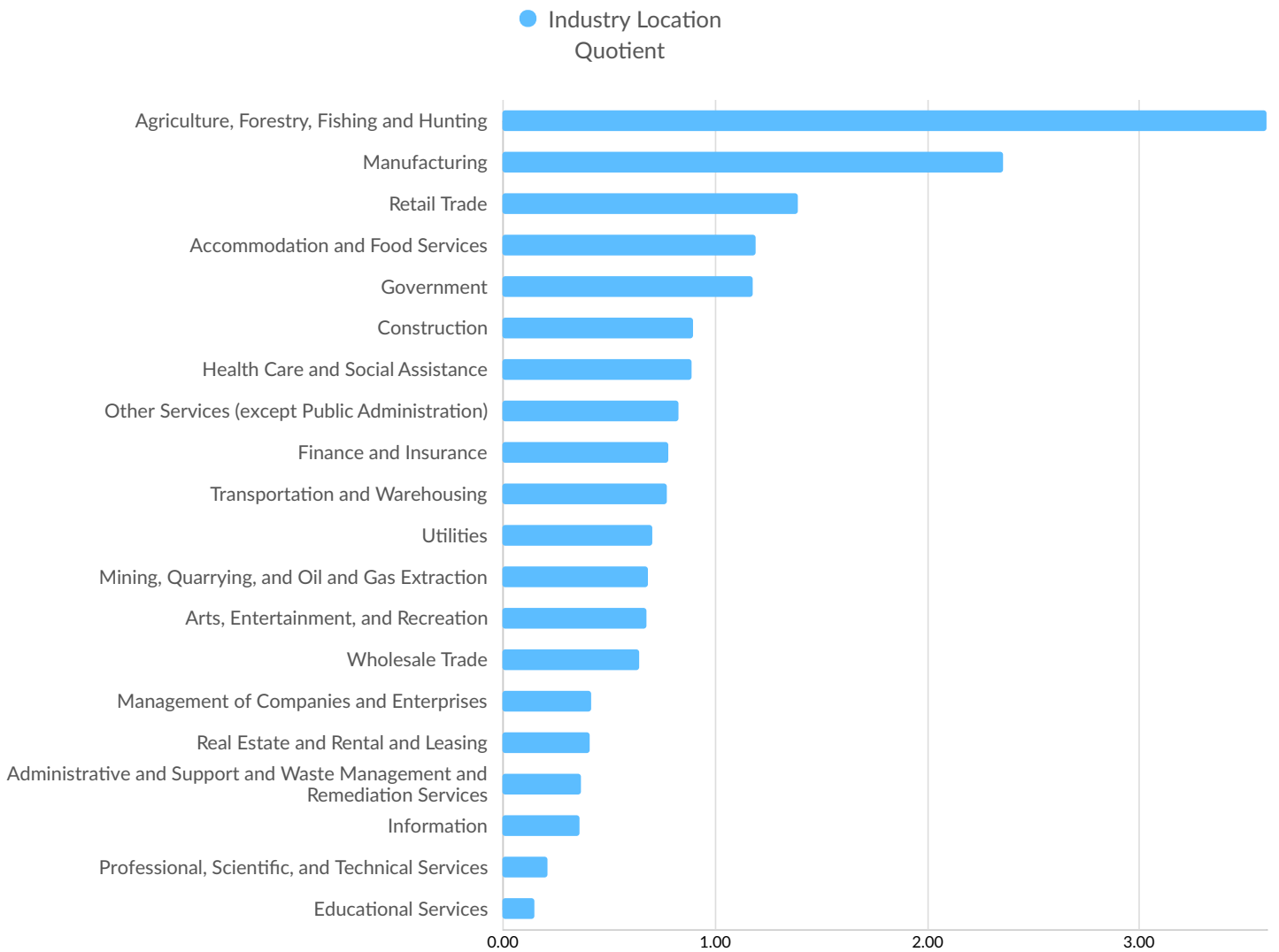
Largest Industries



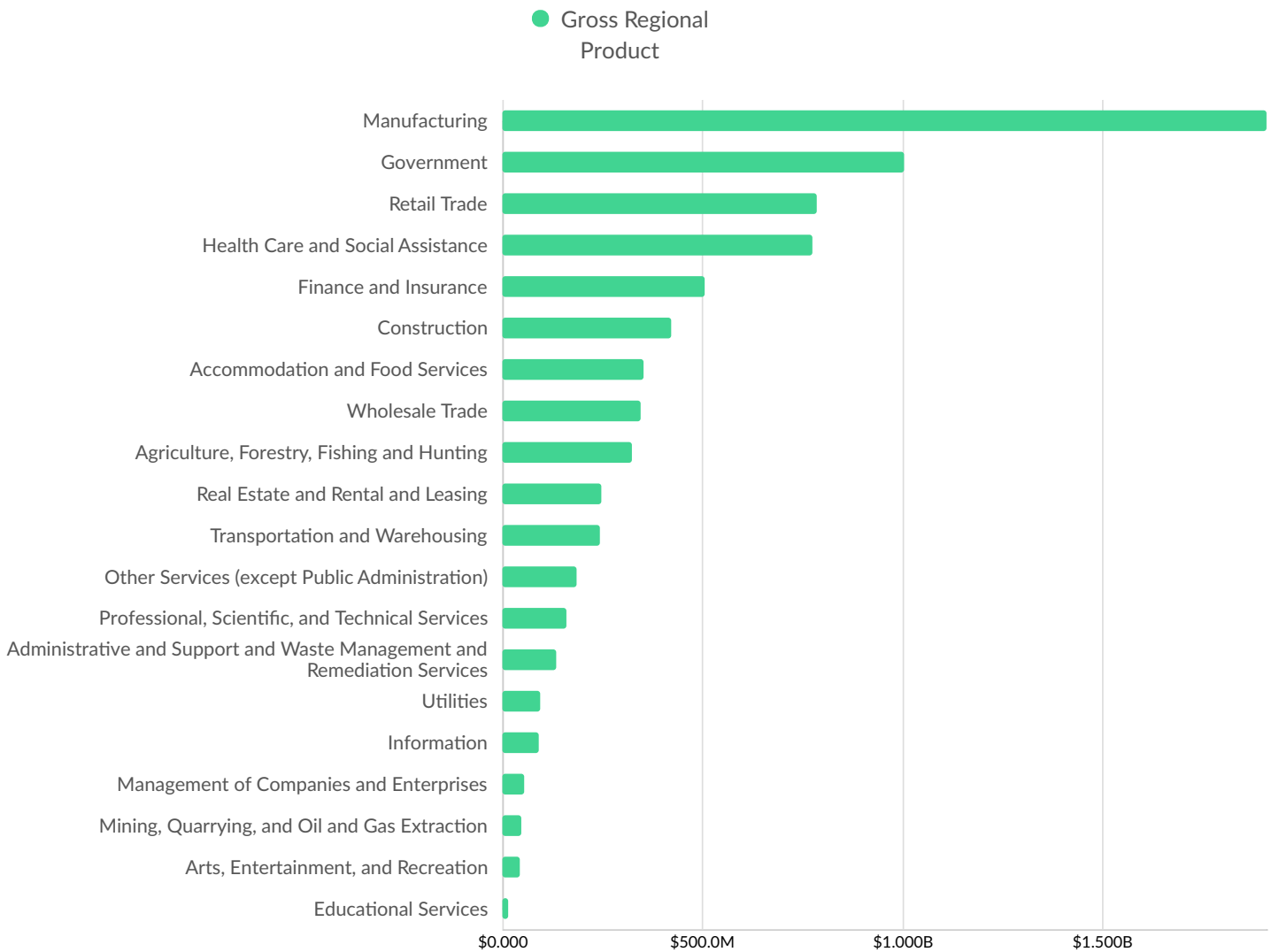
Top Growing Industries



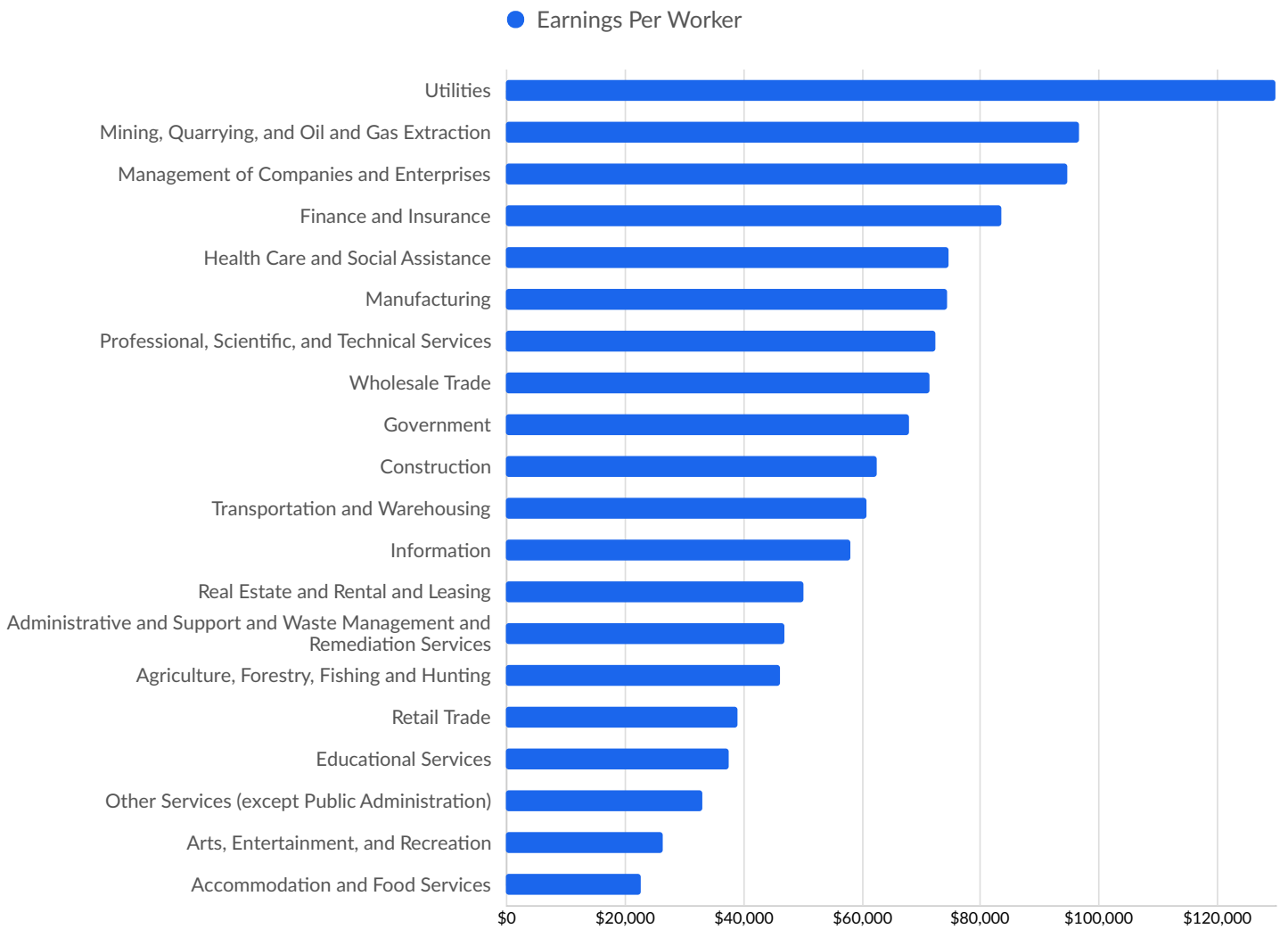
Top Industry Location Quotient



Top Industry GRP









Top Industry Earnings



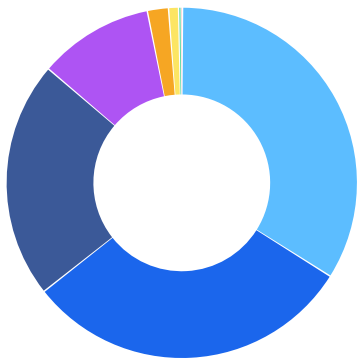
Business Characteristics

13,290 Companies Employ Your Workers

Online profiles for your workers mention 13,290 companies as employers, with the top 10 appearing below. In the last 12 months, 976 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...	337 	Aspirus	514 
Aspirus	267 	Bay Area Medical Center	390 
Marshfield Clinic	263 	Advocate Aurora Health	279 
Fincantieri Marine Group	261 	Marshfield Clinic	260 
Ministry Health Care	255 	Johnson Controls	248 
Walmart	228 	Kwik Trip	247 
Nicolet College	217 	Walmart	220 
Northeast Wisconsin Technical ...	140 	Fincantieri Marine Group	156 
Bay Area Medical Center	135 	Beaver Dam Community Hospit...	135 
School District Of Rhinelander	127 	Amazon	134 

Business Size

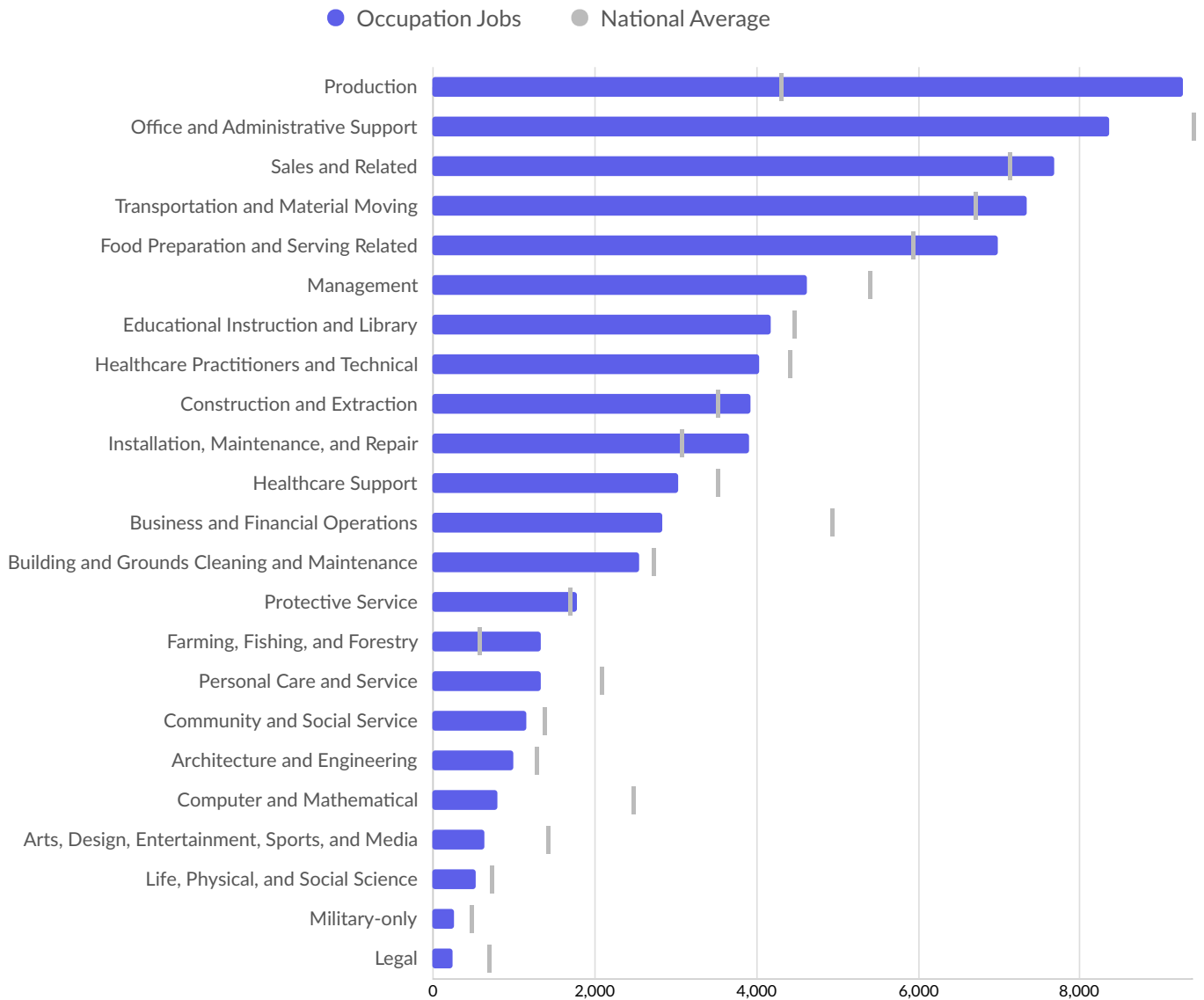


	Percentage	Business Count
● 1 to 4 employees	33.9%	3,096
● 5 to 9 employees	30.4%	2,783
● 10 to 19 employees	21.9%	2,000
● 20 to 49 employees	10.6%	968
● 50 to 99 employees	1.9%	178
● 100 to 249 employees	0.9%	84
● 250 to 499 employees	0.2%	22
● 500+ employees	0.1%	11

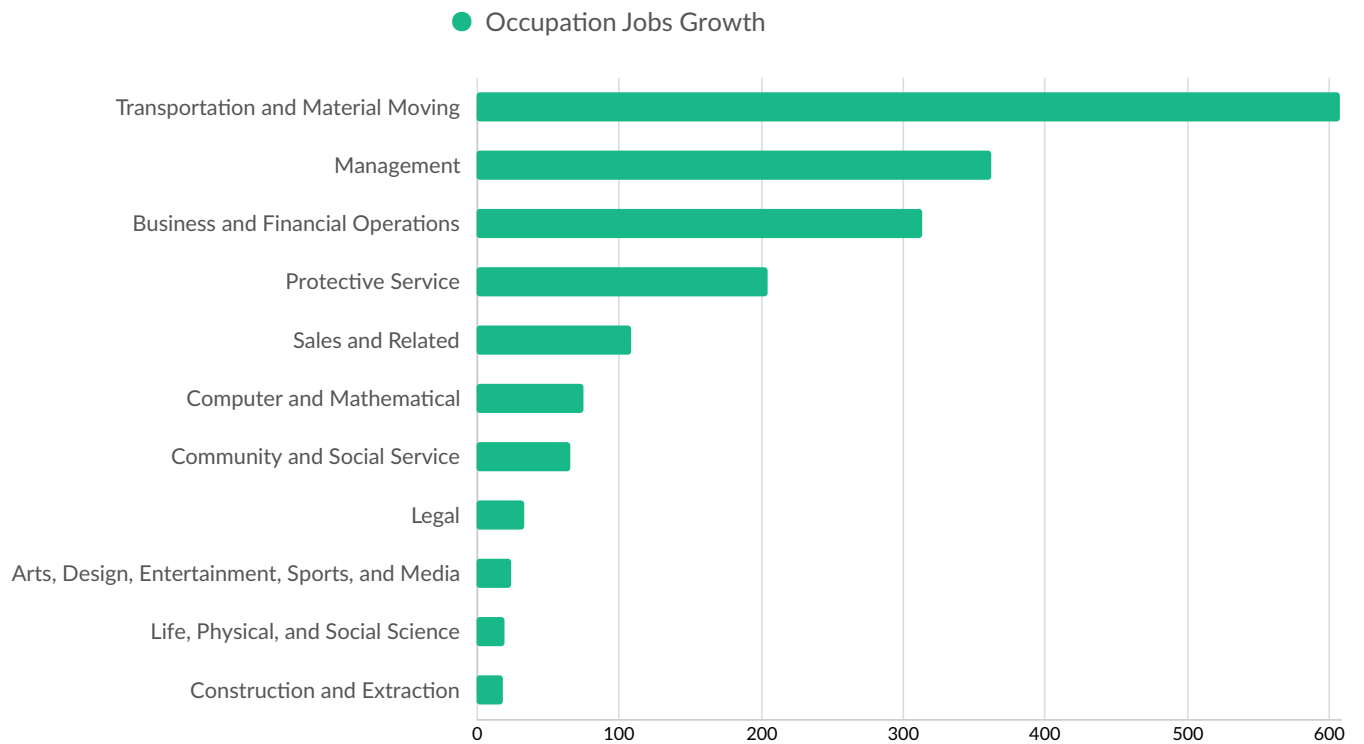
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

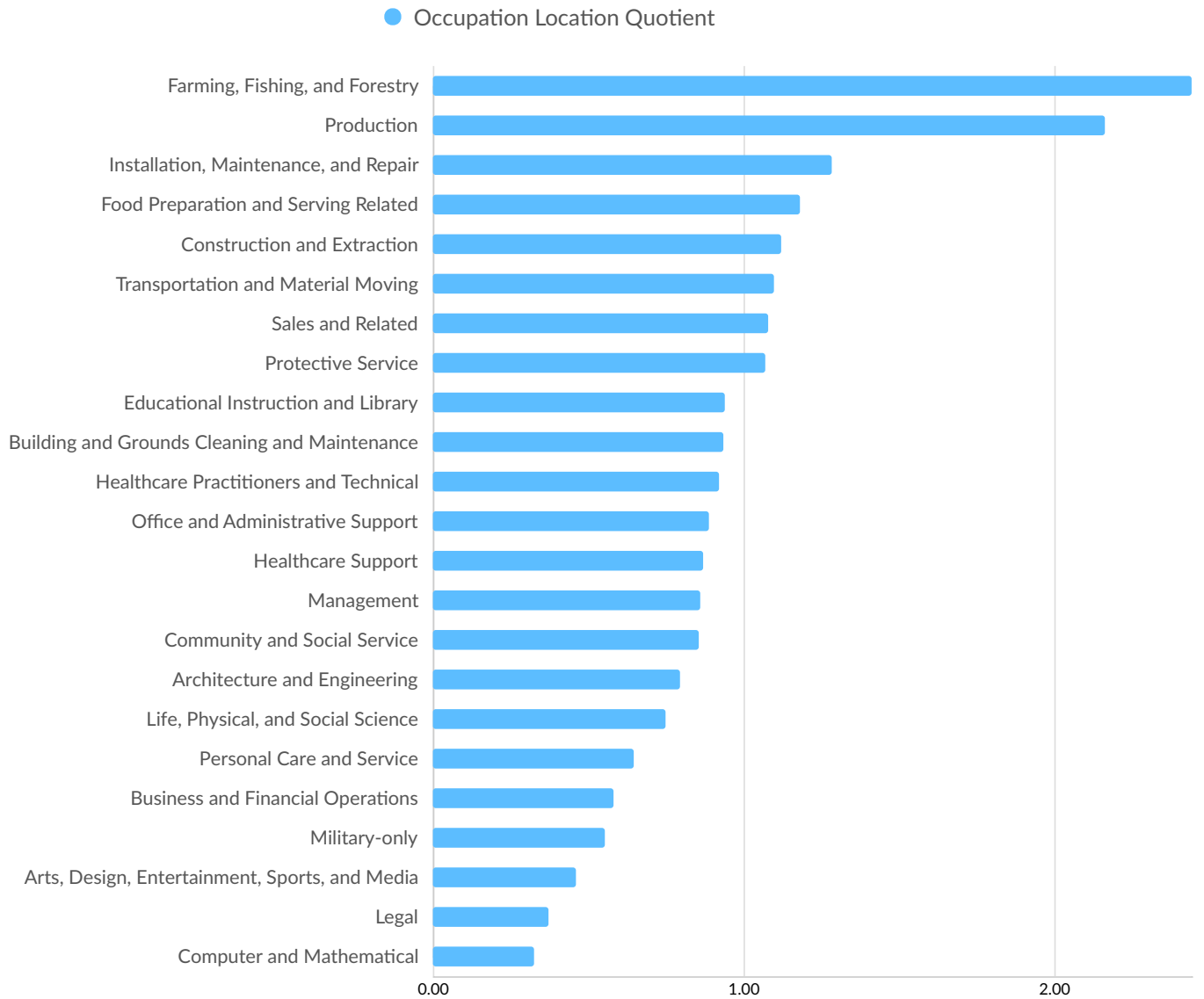
Largest Occupations



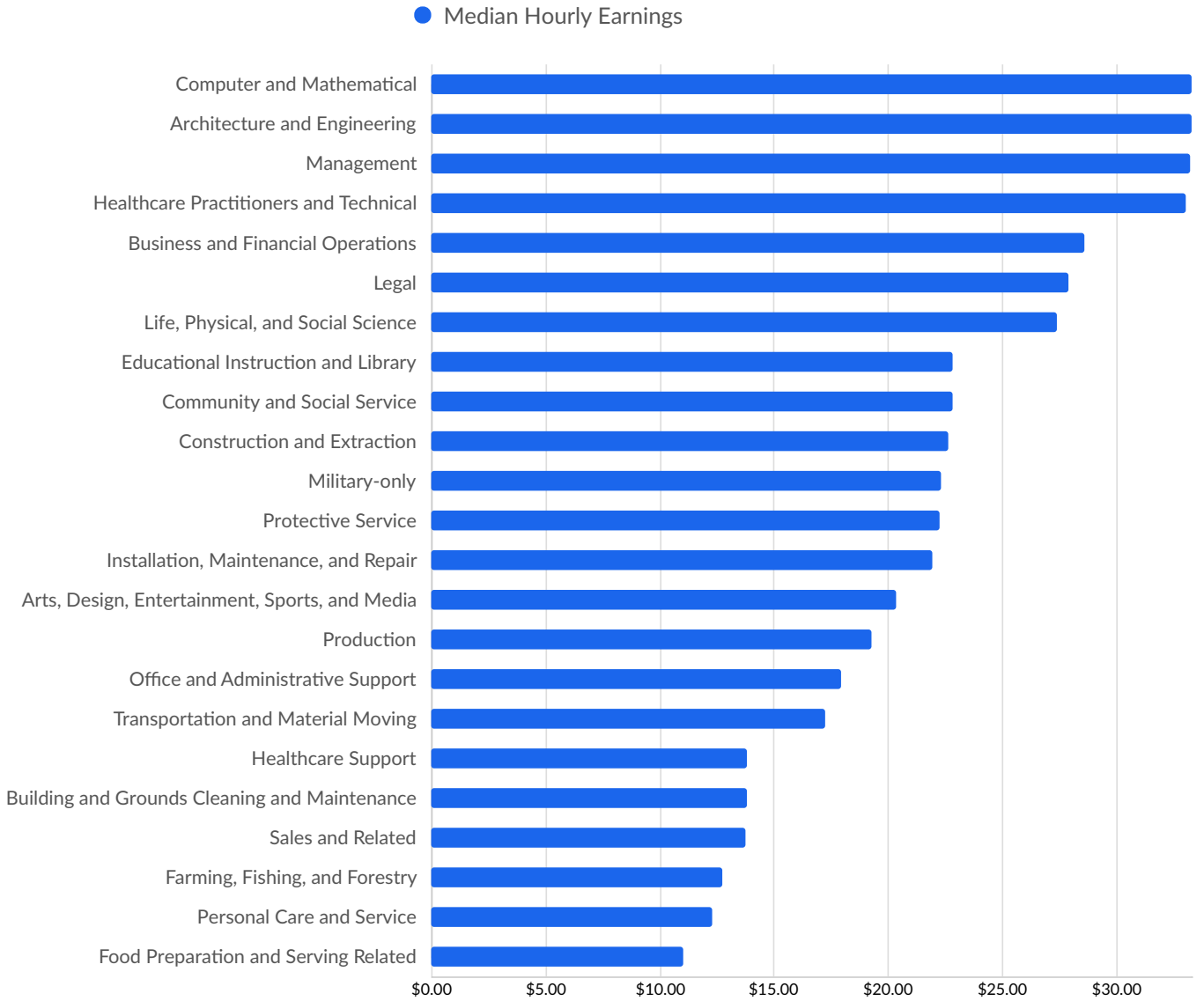
Top Growing Occupations



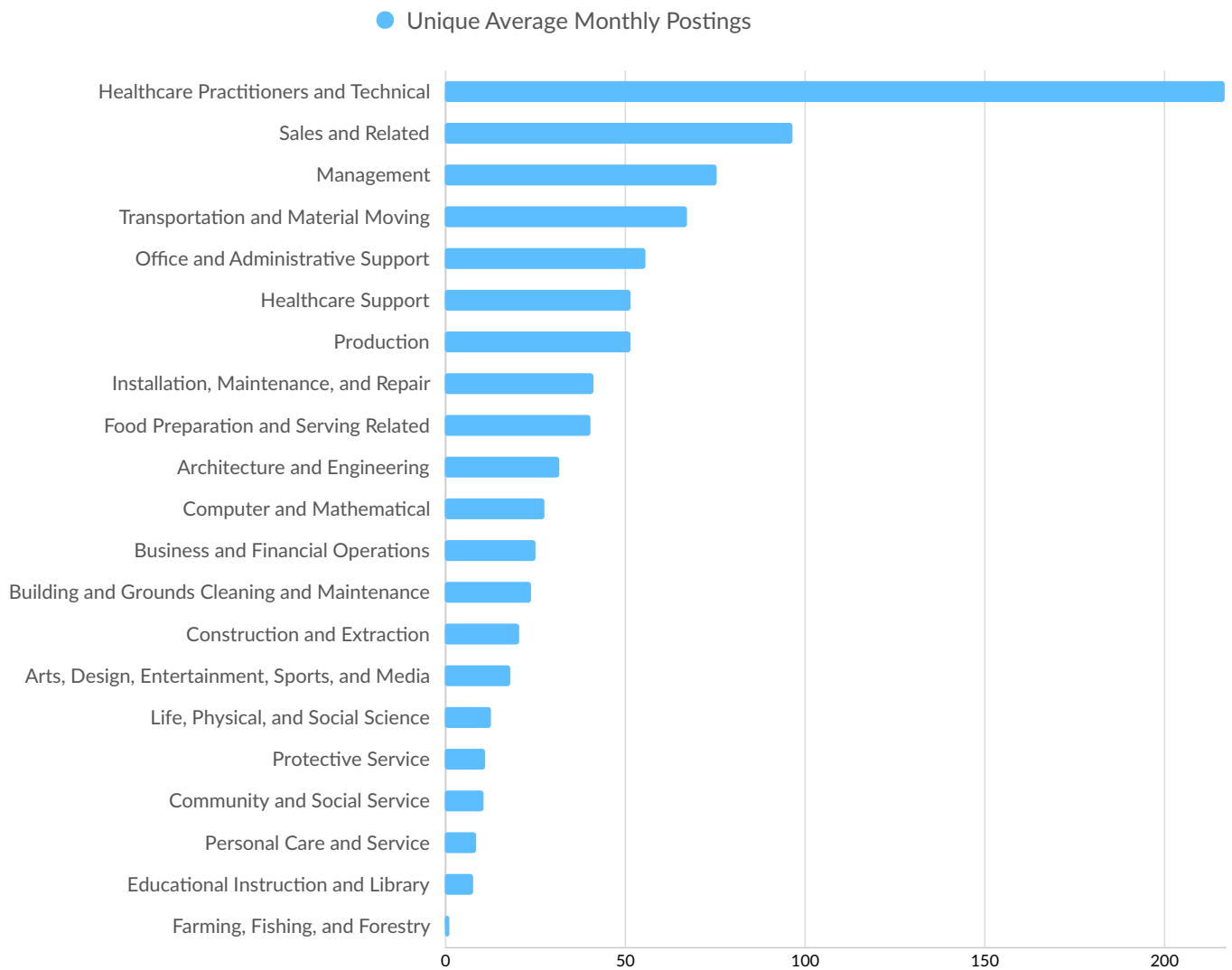
Top Occupation Location Quotient



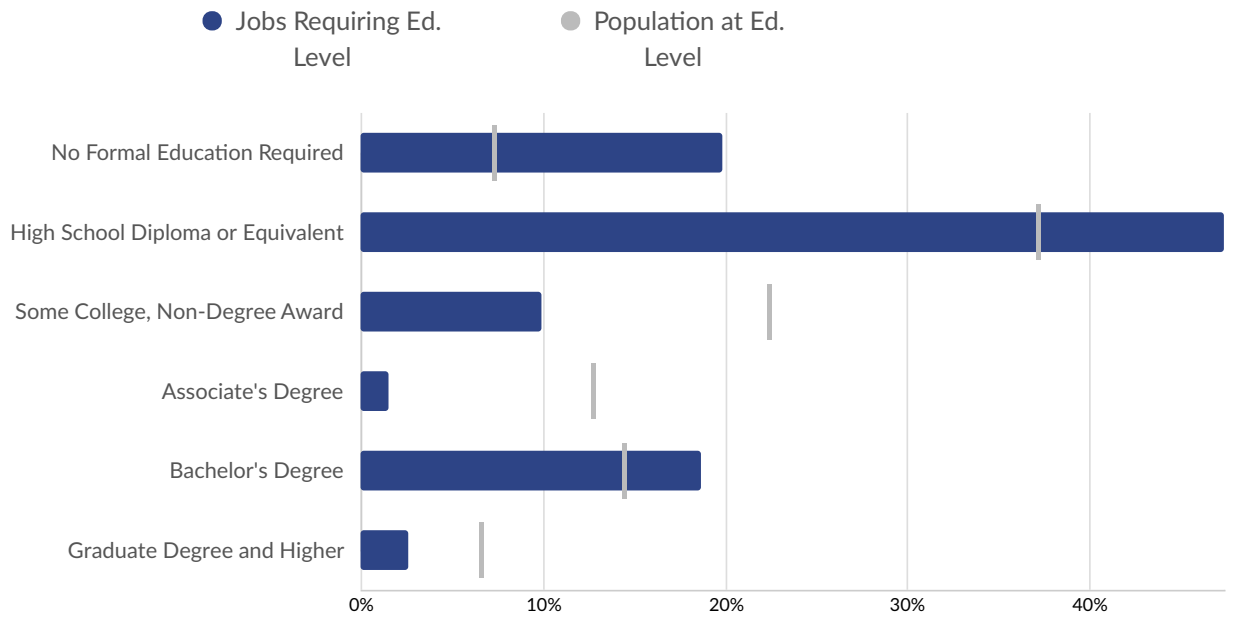
Top Occupation Earnings



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" (Certificate), "Liberal Arts and Sciences/Liberal Studies" (Associate's), and "Welding Technology/Welder" (Certificate).

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

