



# 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

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.

83,004

Total Regional Employment

Jobs **decreased by 1,716** over the last 5 years but are projected to **grow by 3,725** over the next 5 years.

\$58.0K

Avg. Earnings Per Job (2022)

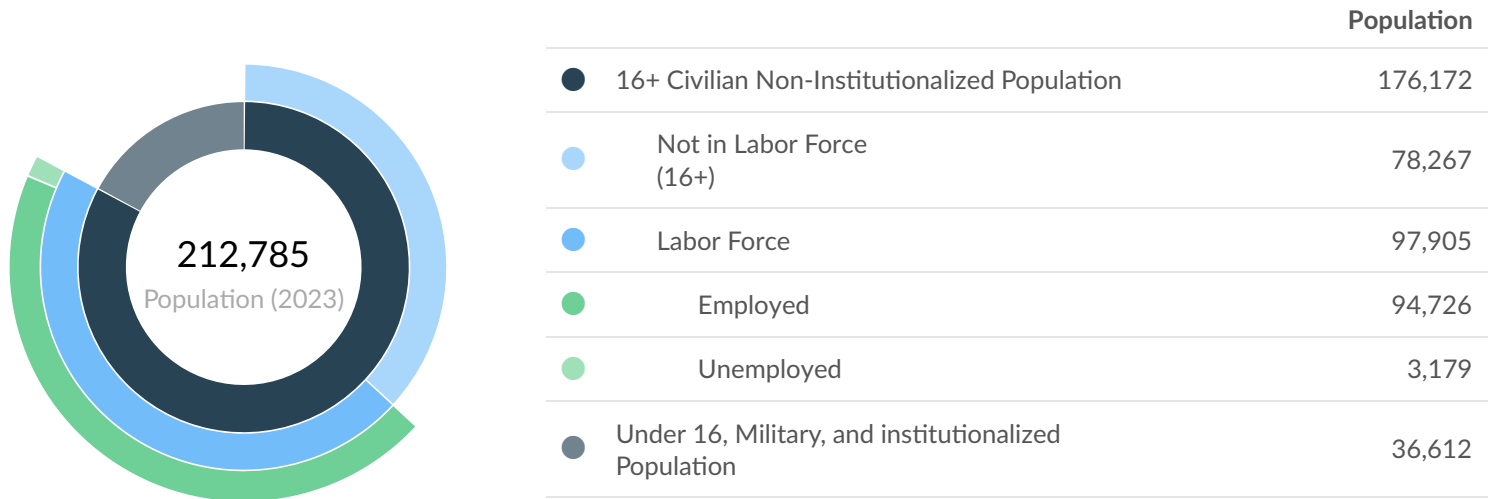
Regional average earnings per job are **\$22.9K below** the national average earnings of \$80.8K per job.

### 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 2.0%** in Grow North from 84,720 to **83,004**. This change **fell short of the national growth rate of 3.8% by 5.8%**. As the number of jobs declined, the **labor force participation rate decreased from 61.6% to 54.9% 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).

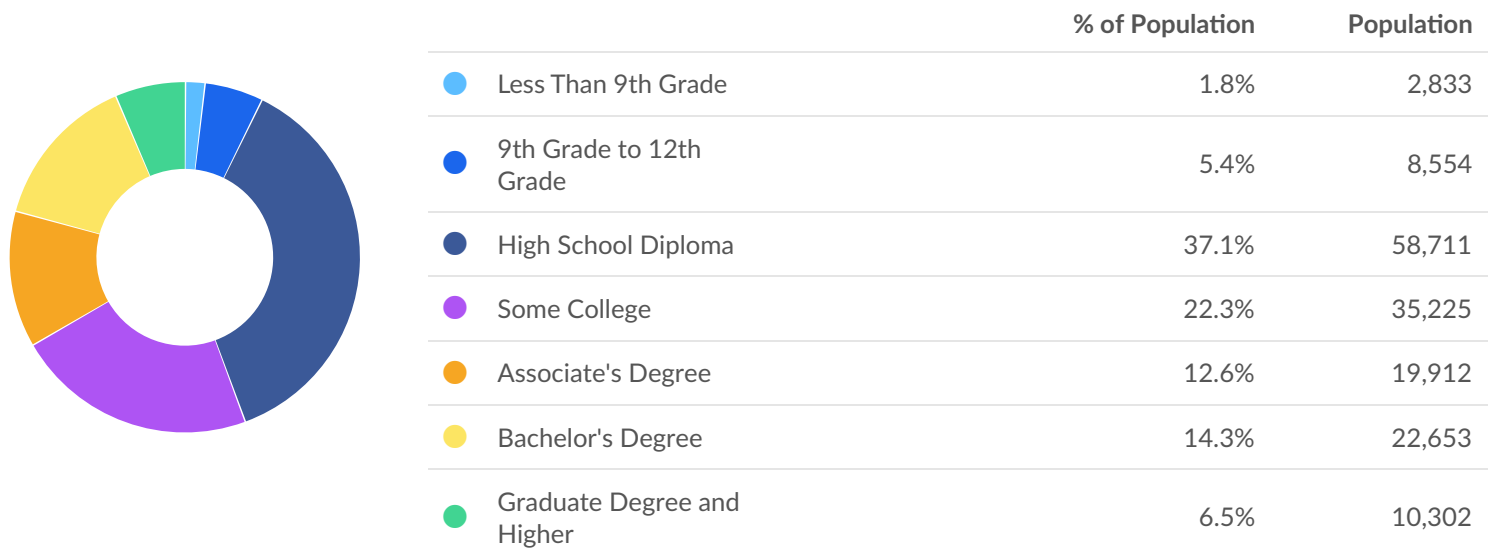
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	212,785	97,905	83,004	100.7	\$8.86B	\$14.64B	\$11.40B
State	5,965,358	3,097,211	3,177,345	100.4	\$392.30B	\$355.91B	\$386.44B

## Apr 2023 Labor Force Breakdown



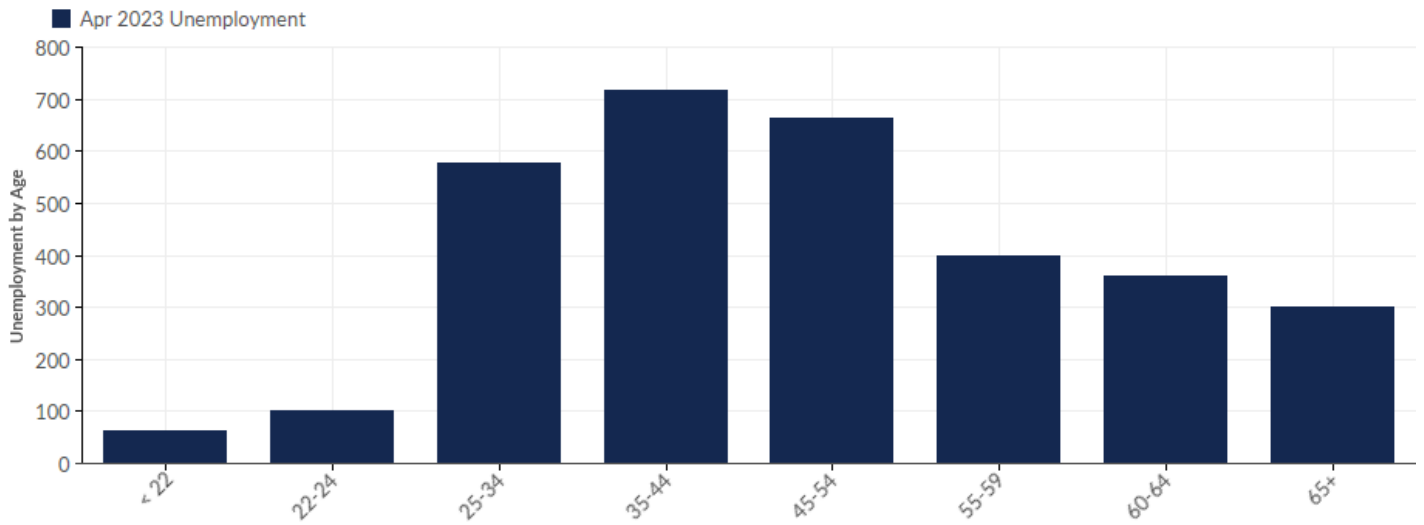
## Educational Attainment

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).



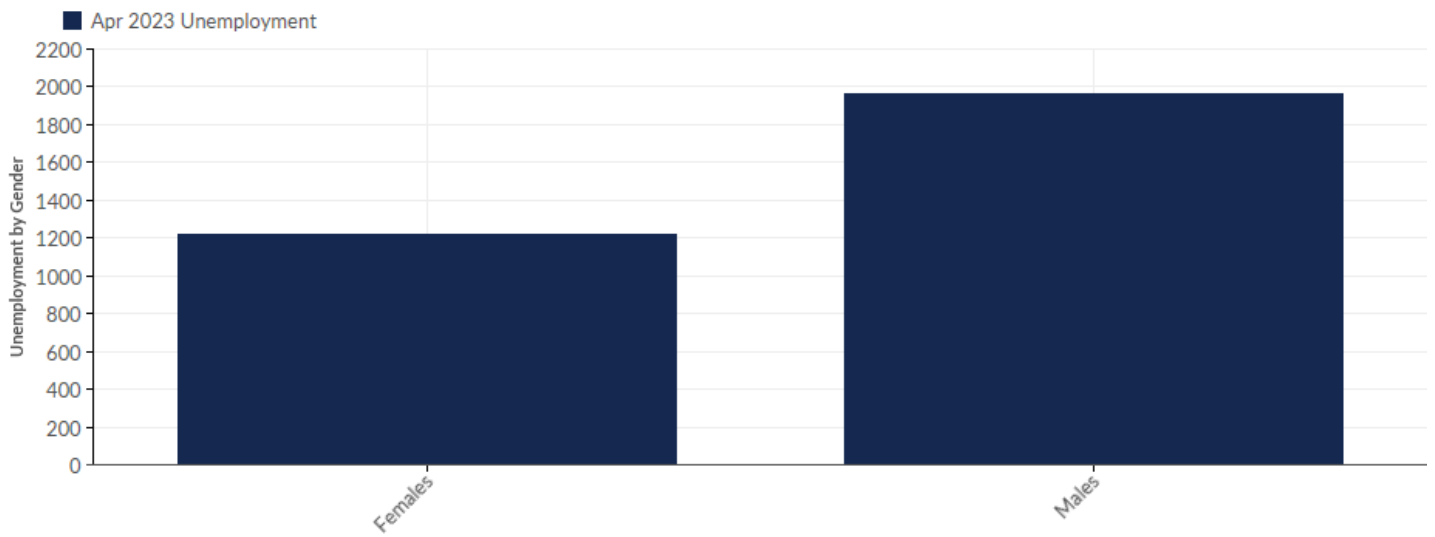
# Unemployment by Demographics

## Unemployment by Age



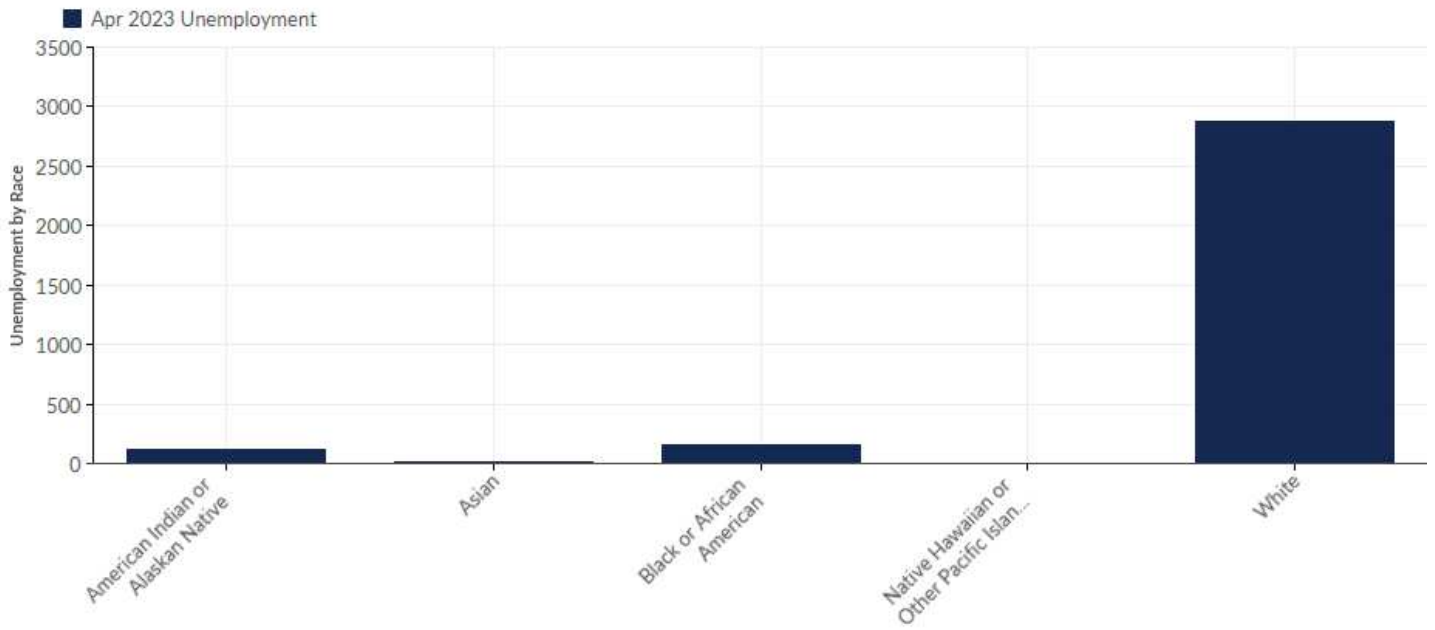
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	63	1.98%
22-24	100	3.15%
25-34	576	18.12%
35-44	718	22.59%
45-54	664	20.89%
55-59	399	12.55%
60-64	360	11.32%
65+	299	9.41%
Total	3,179	100.00%

## Unemployment by Gender



Gender	Unemployment (Apr 2023)	% of Unemployed
Females	1,216	38.25%
Males	1,963	61.75%
Total	3,179	100.00%

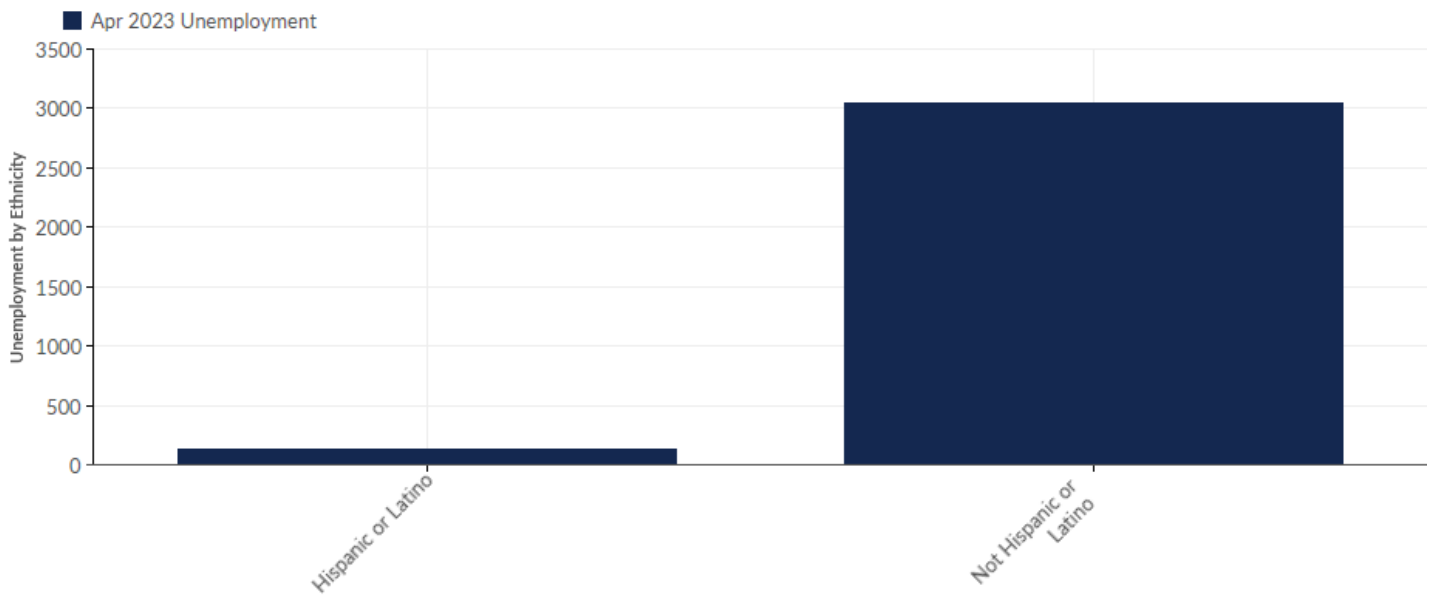
## Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	119	3.74%
Asian	18	0.57%
Black or African American	160	5.03%
Native Hawaiian or Other Pacific Islander	2	0.06%
White	2,879	90.56%
Total	3,179	100.00%



## Unemployment by Ethnicity

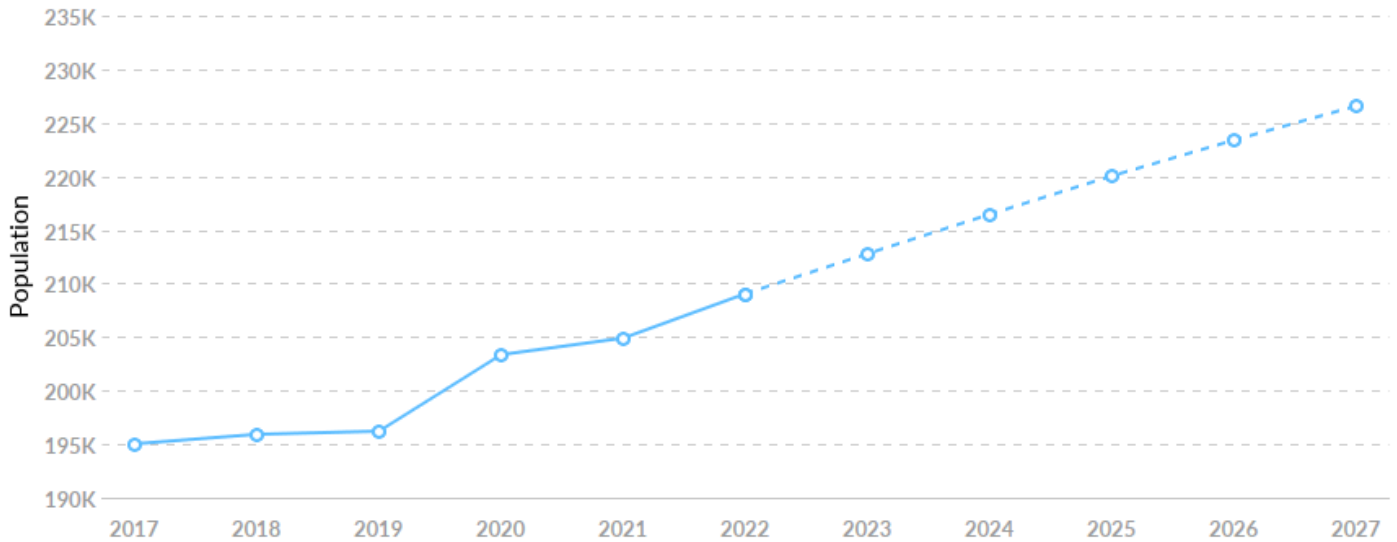


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	133	4.18%
Not Hispanic or Latino	3,046	95.82%
Total	3,179	100.00%

# Historic & Projected Trends

## Population Trends

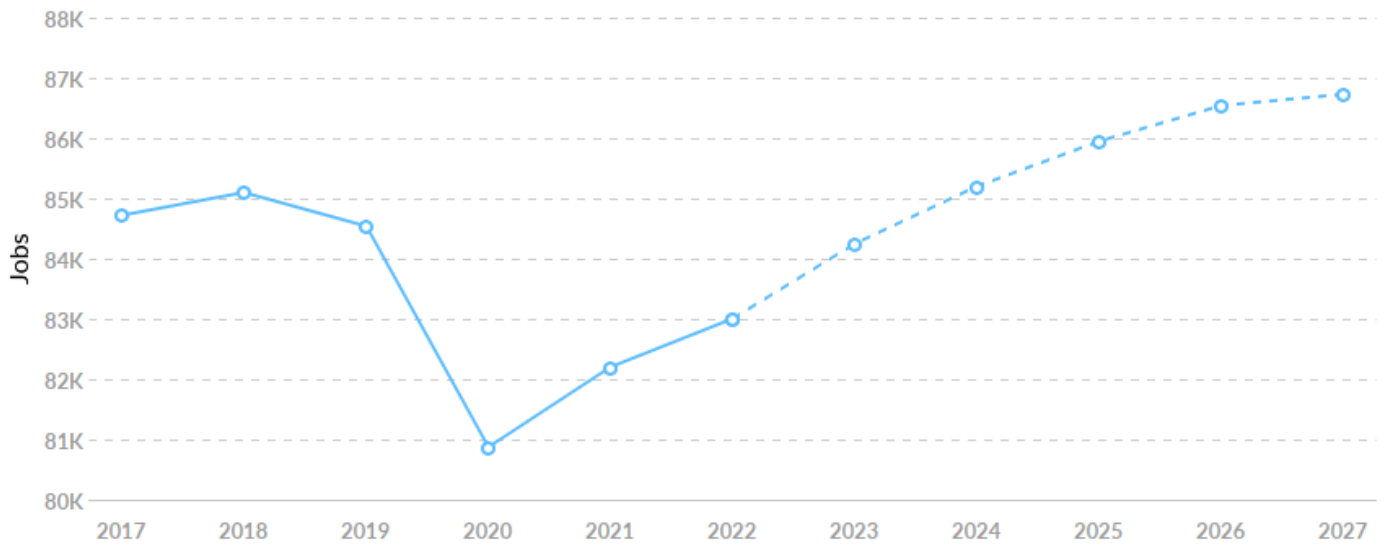
As of 2022 the region's population **increased by 7.2%** since 2017, growing by 14,021. Population is expected to **increase by 8.4%** between 2022 and 2027, adding 17,522.



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

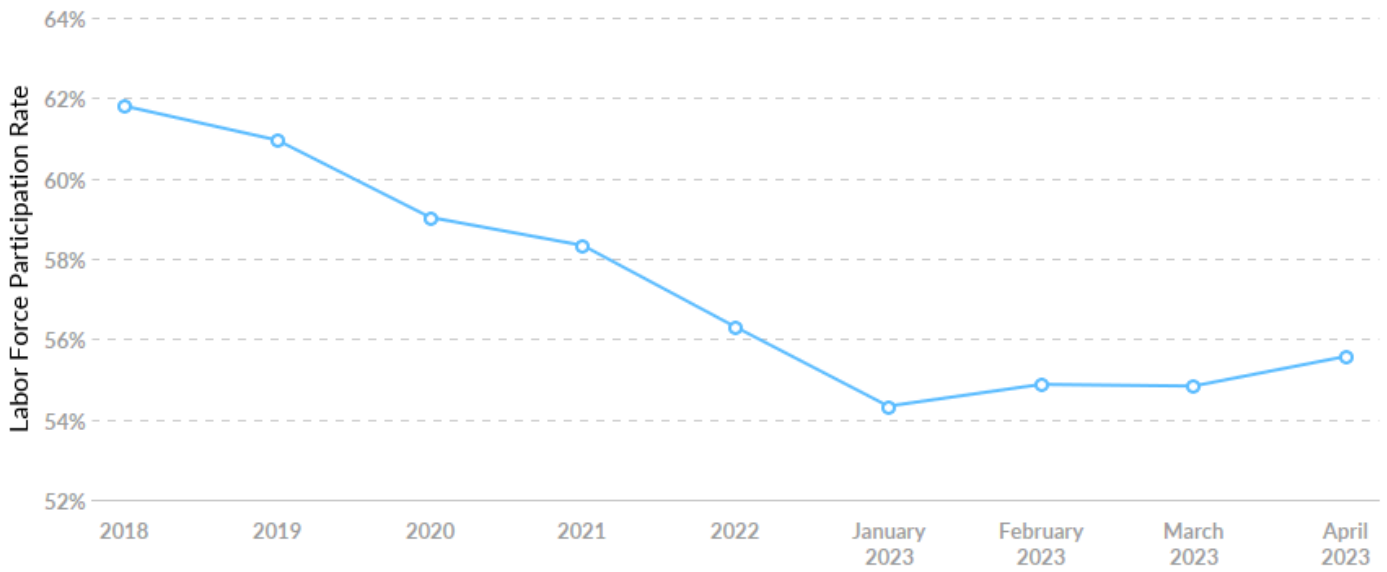
## Job Trends

From 2017 to 2022, jobs declined by 2.0% in Grow North from 84,720 to 83,004. This change fell short of the national growth rate of 3.8% by 5.8%.



Timeframe	Jobs
2017	84,720
2018	85,099
2019	84,541
2020	80,871
2021	82,201
2022	83,004
2023	84,248
2024	85,200
2025	85,948
2026	86,541
2027	86,729

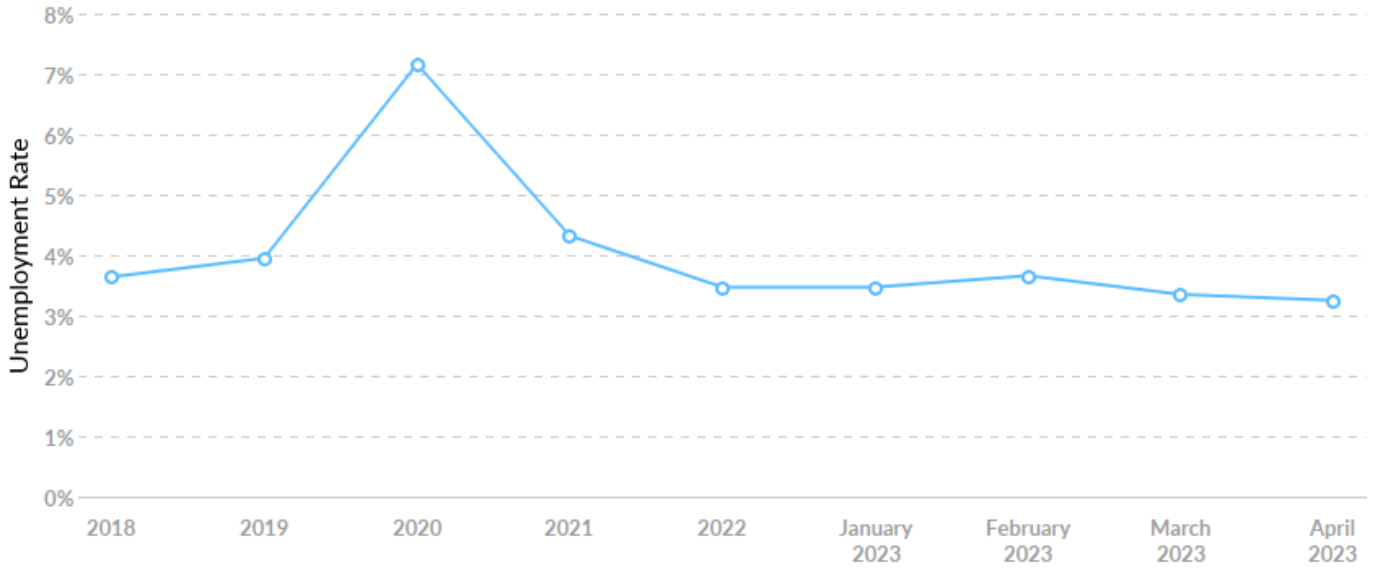
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	61.80%
2019	60.95%
2020	59.03%
2021	58.33%
2022	56.30%
January 2023	54.33%
February 2023	54.87%
March 2023	54.83%
April 2023	55.57%

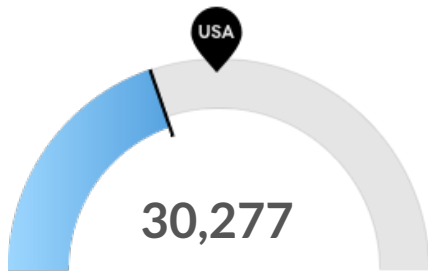
## Unemployment Rate Trends

Your areas had an April 2023 unemployment rate of 3.25%, decreasing from 3.64% 5 years before.



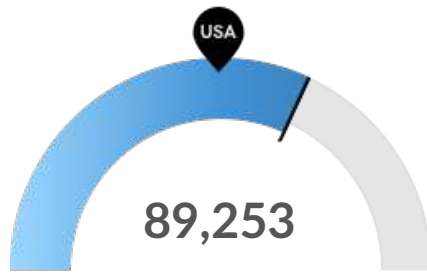
Timeframe	Unemployment Rate
2018	3.64%
2019	3.95%
2020	7.16%
2021	4.32%
2022	3.47%
January 2023	3.47%
February 2023	3.66%
March 2023	3.35%
April 2023	3.25%

## Population Characteristics



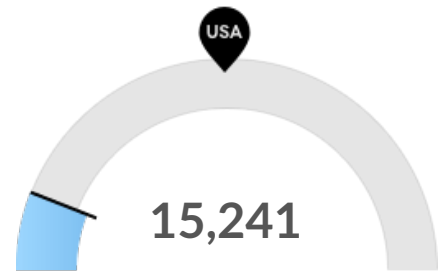
**Millennials**

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



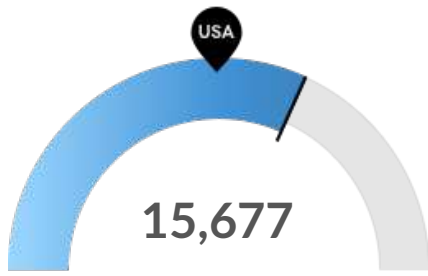
**Retiring Soon**

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.



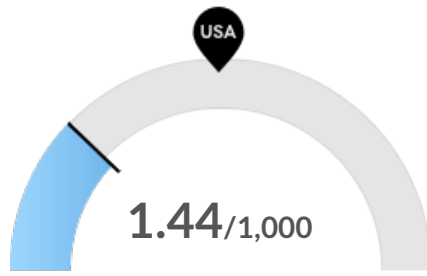
**Racial Diversity**

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.



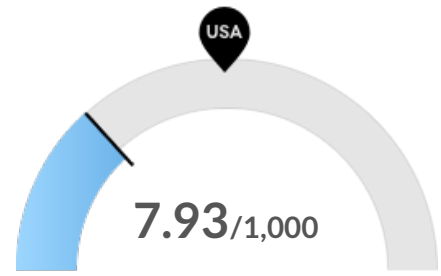
**Veterans**

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.

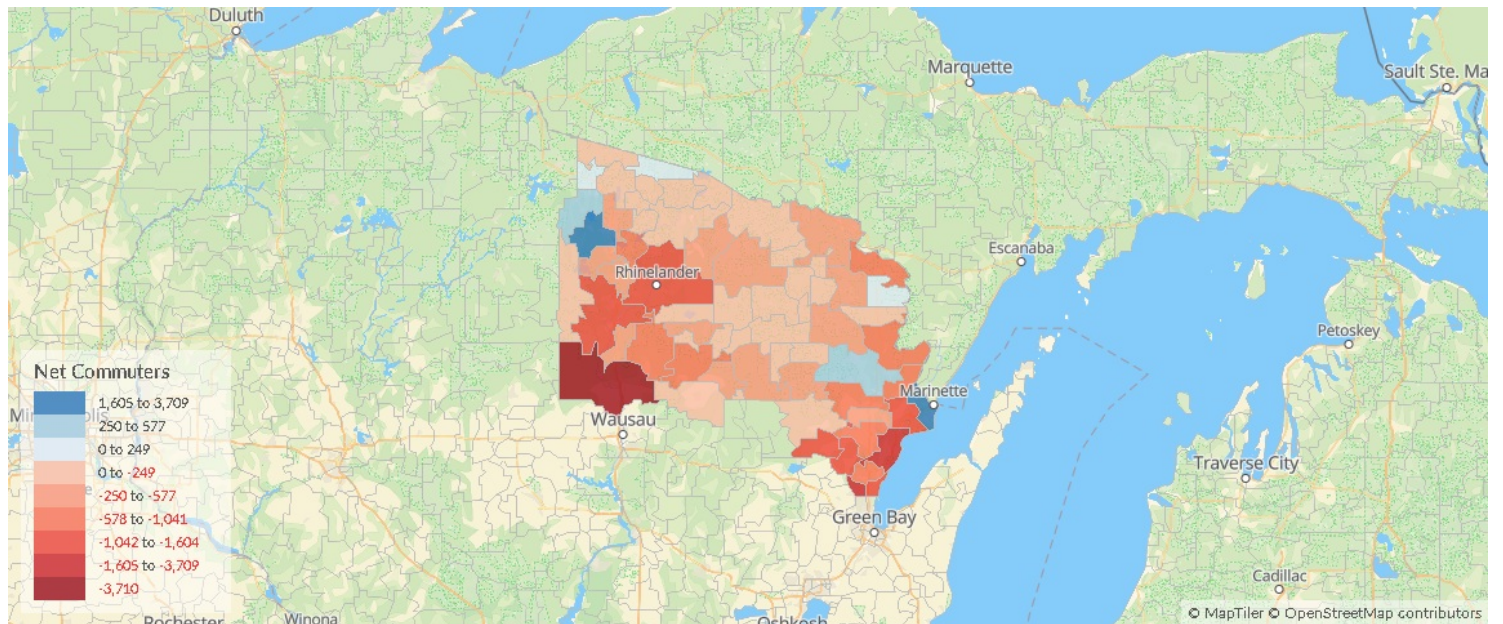


**Property Crime**

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.



### Where Talent Works

ZIP	Name	2022 Employment
54501	Rhineland, WI (in One...)	9,509
54143	Marinette, WI (in Marin...)	9,063
54409	Antigo, WI (in Langlade ...)	7,179
54452	Merrill, WI (in Lincoln c...)	6,829
54487	Tomahawk, WI (in Linco...)	4,322

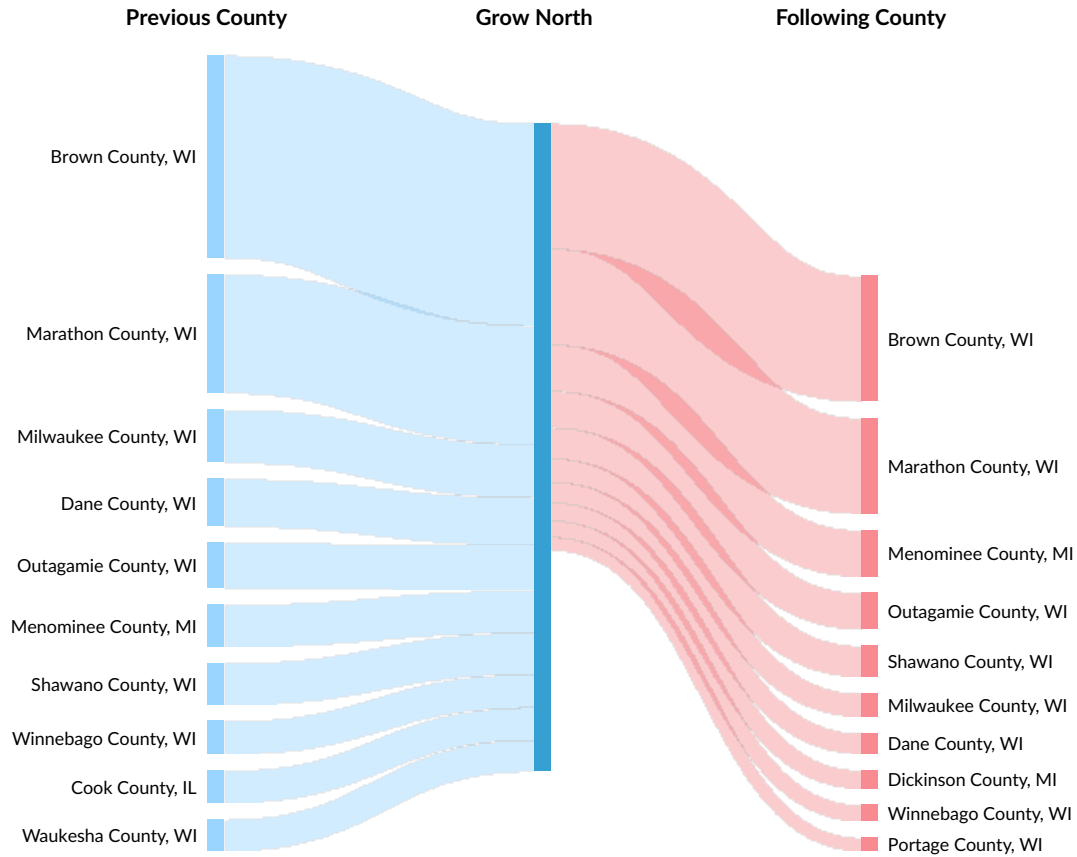
### Where Talent Lives

ZIP	Name	2022 Workers
54501	Rhineland, WI (in One...)	10,650
54452	Merrill, WI (in Lincoln c...)	10,540
54143	Marinette, WI (in Marin...)	7,388
54409	Antigo, WI (in Langlade ...)	7,255
54487	Tomahawk, WI (in Linco...)	5,527

# 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**.



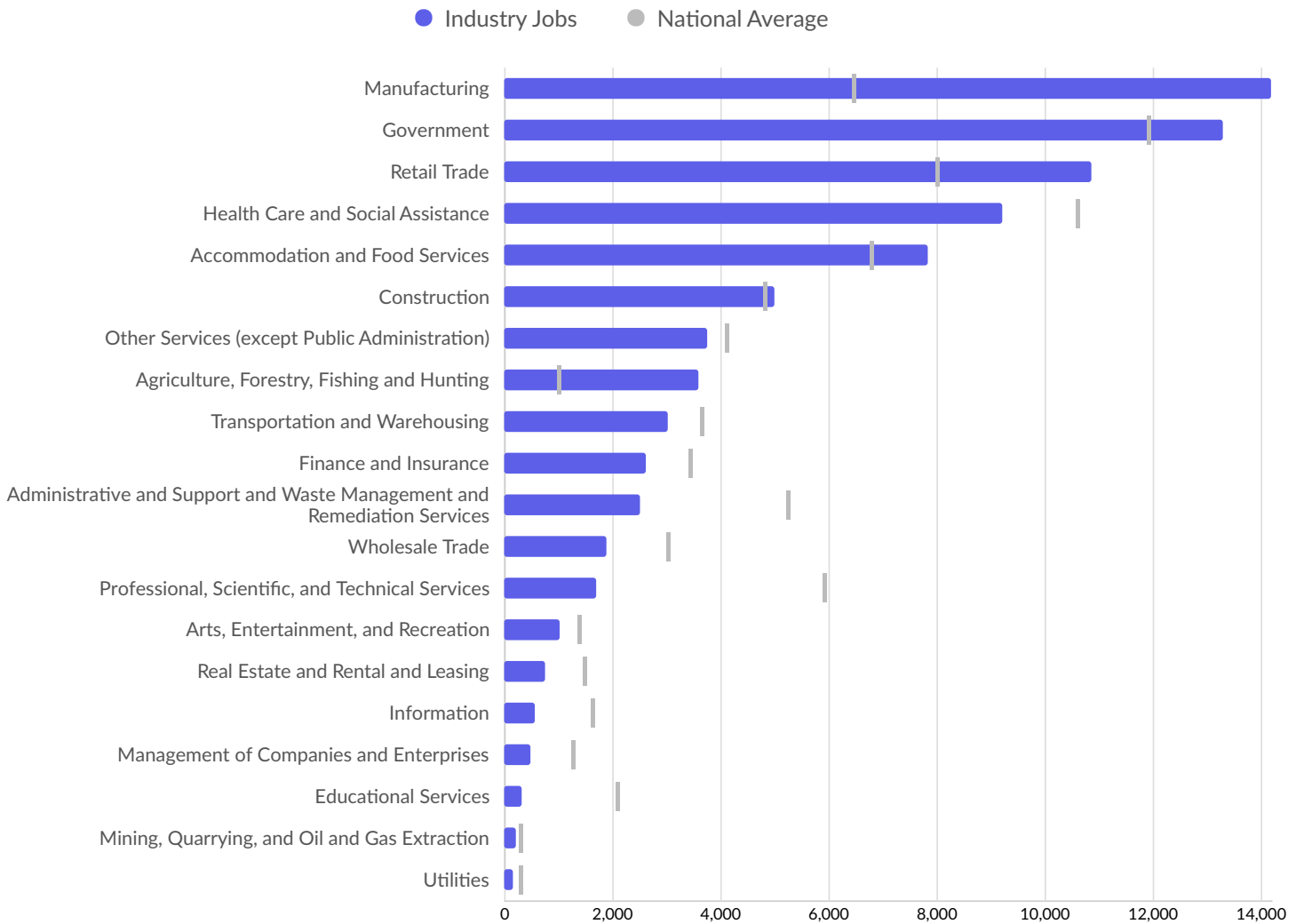
Top Previous Counties	Migrations
Brown County, WI	1,249
Marathon County, WI	733
Milwaukee County, WI	327
Dane County, WI	294
Outagamie County, WI	279
Menominee County, MI	260



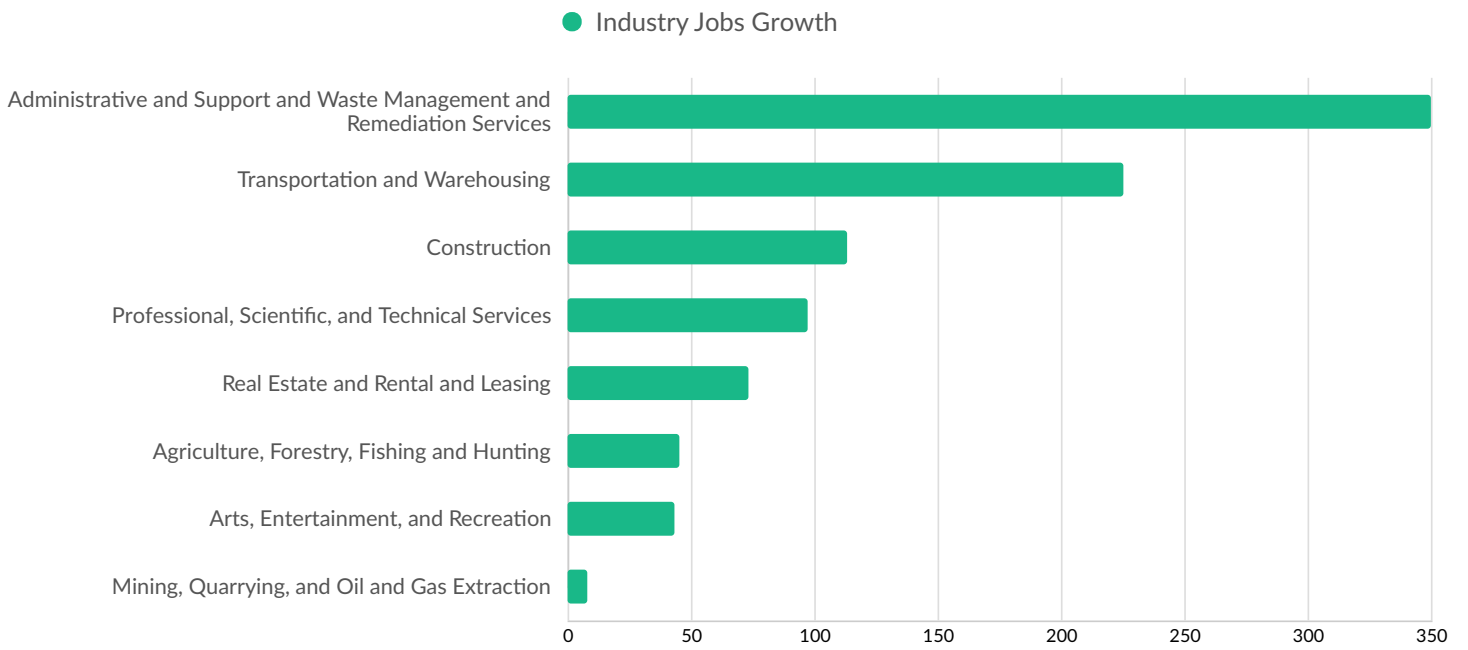
Top Previous Counties	Migrations
Shawano County, WI	257
Winnebago County, WI	204
Cook County, IL	199
Waukesha County, WI	195
Dickinson County, MI	178
Portage County, WI	120
Racine County, WI	103
Hennepin County, MN	102
Manitowoc County, WI	88
Top Following Counties	Migrations
Brown County, WI	775
Marathon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

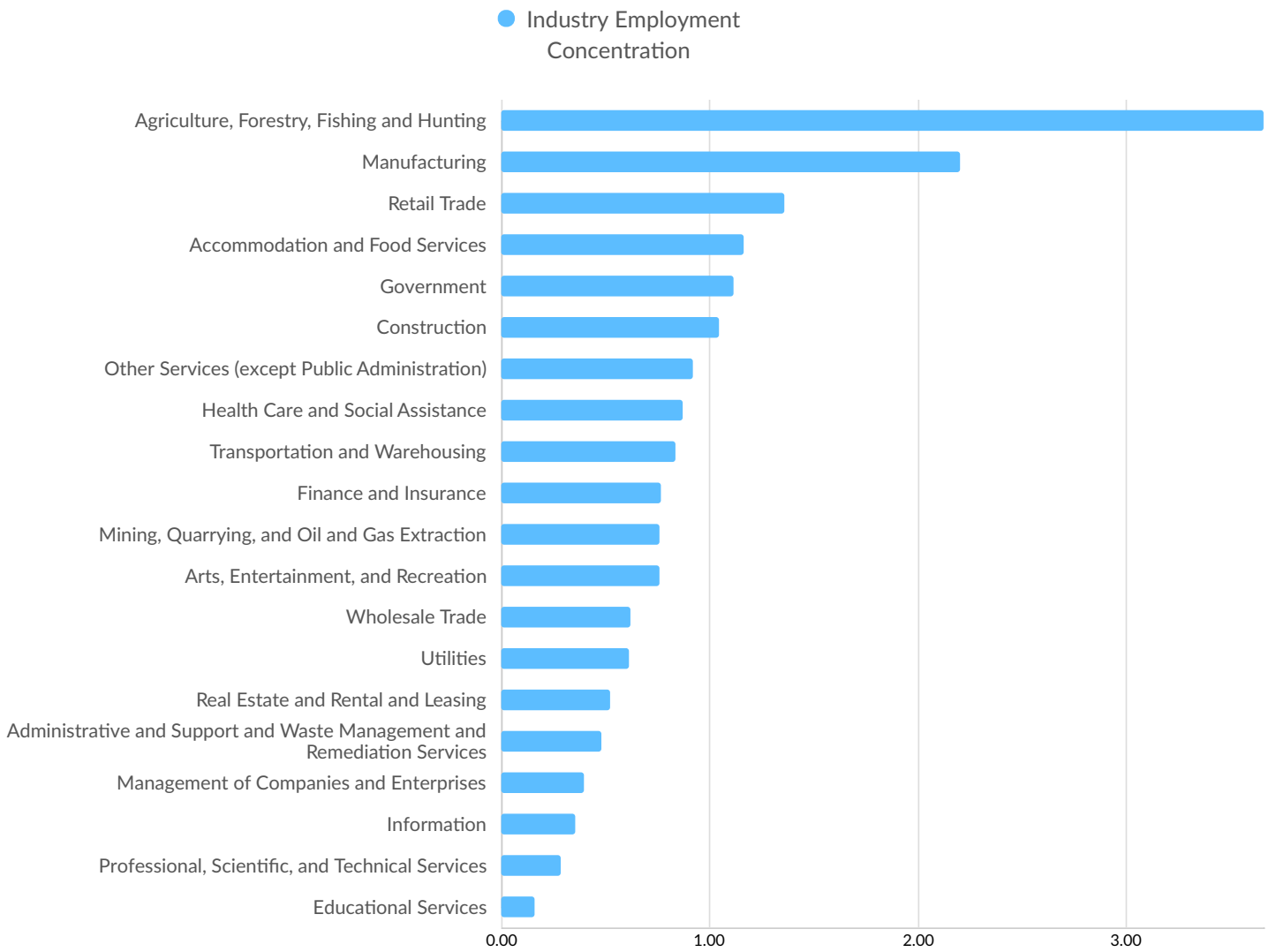
## Largest Industries



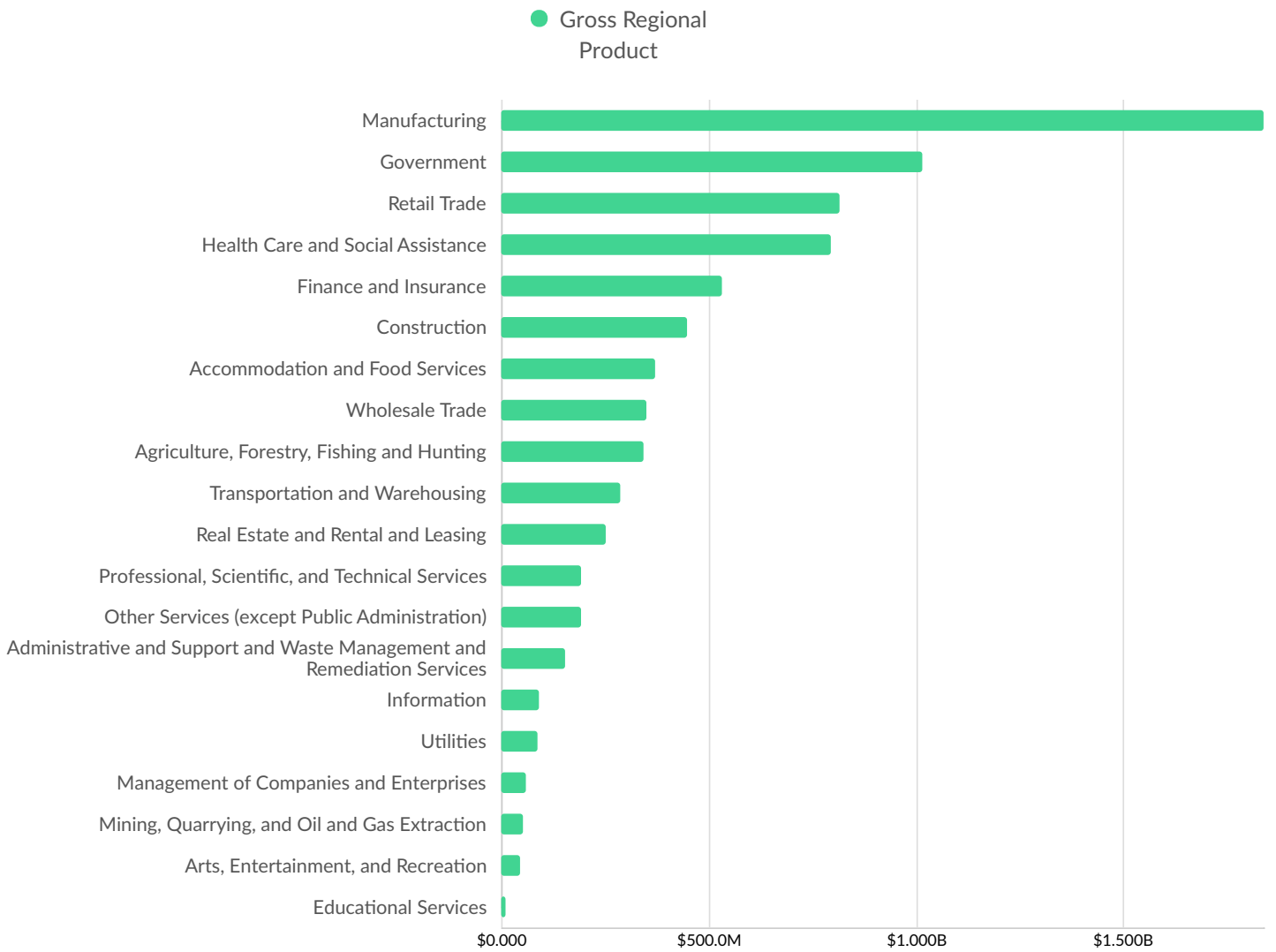
## Top Growing Industries



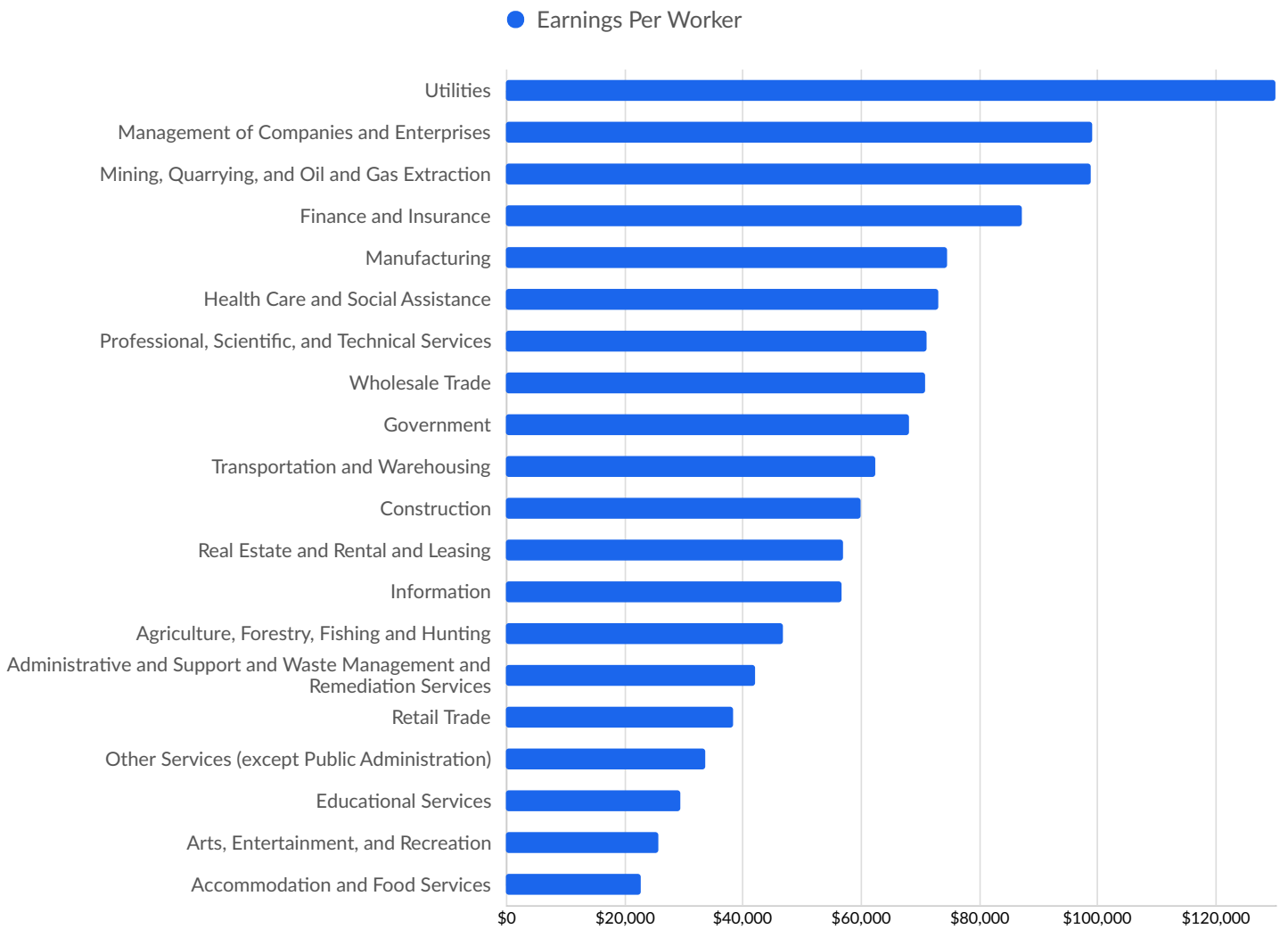
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



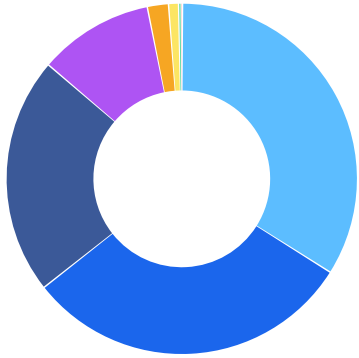
## Business Characteristics

### 13,501 Companies Employ Your Workers

Online profiles for your workers mention 13,501 companies as employers, with the top 10 appearing below. In the last 12 months, 1,143 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...	350 	Aspirus	470 
Aspirus	276 	Bay Area Medical Center	420 
State of Wisconsin	271 	Advocate Aurora Health	312 
Marshfield Clinic	270 	Johnson Controls	208 
Fincantieri Marine Group	268 	Marshfield Clinic	189 
Ministry Health Care	258 	Kwik Trip	183 
Walmart	229 	Fincantieri Marine Group	165 
Nicolet College	216 	Walgreens Boots Alliance	149 
Bay Area Medical Center	136 	Walmart	144 
Northeast Wisconsin Technical ...	136 	Nicolet National Bank	117 

## Business Size



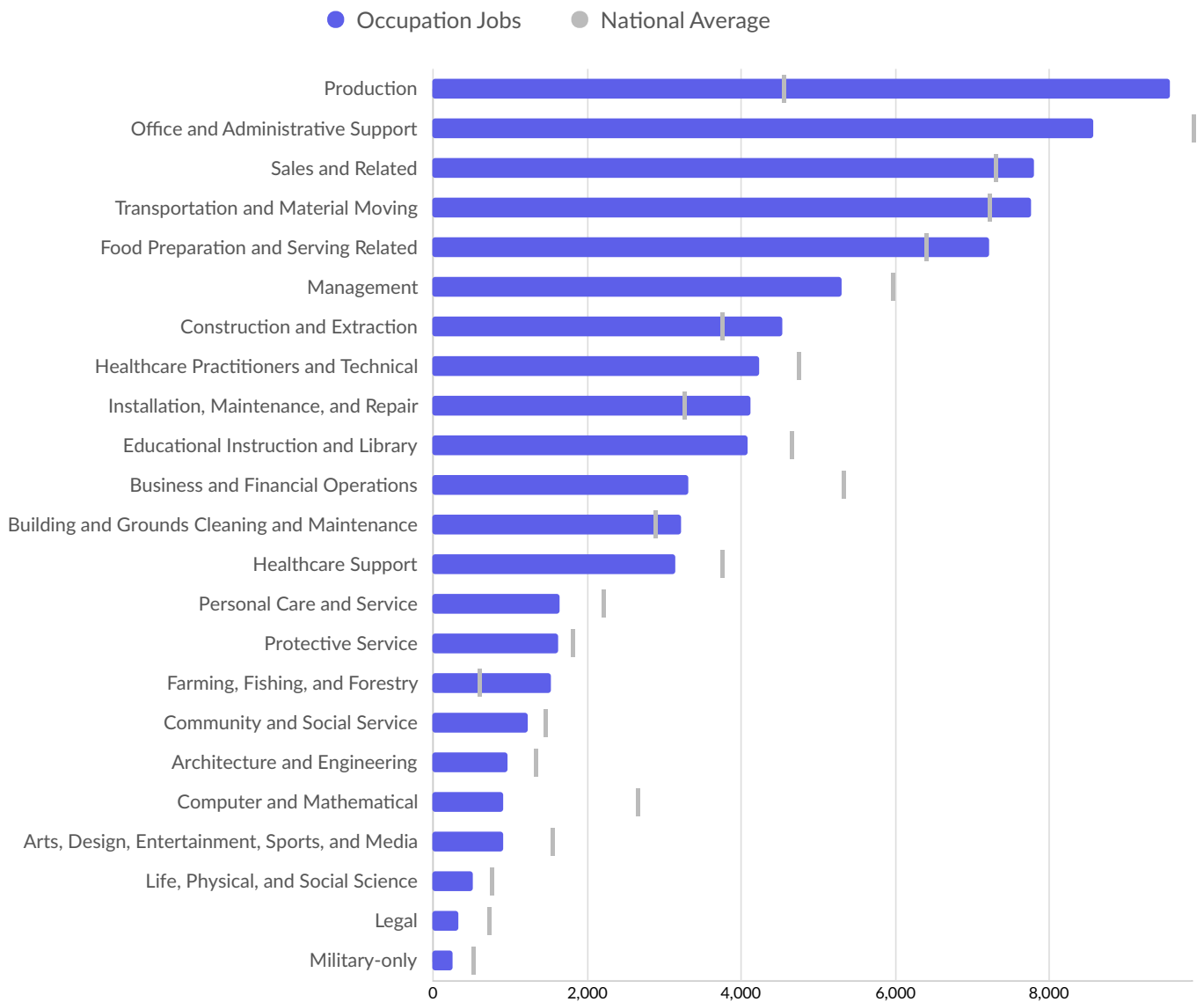
	Percentage	Business Count
● 1 to 4 employees	33.9%	3,096
● 5 to 9 employees	30.4%	2,783
● 10 to 19 employees	21.9%	2,000
● 20 to 49 employees	10.6%	968
● 50 to 99 employees	1.9%	178
● 100 to 249 employees	0.9%	84
● 250 to 499 employees	0.2%	22
● 500+ employees	0.1%	11

*\*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.*

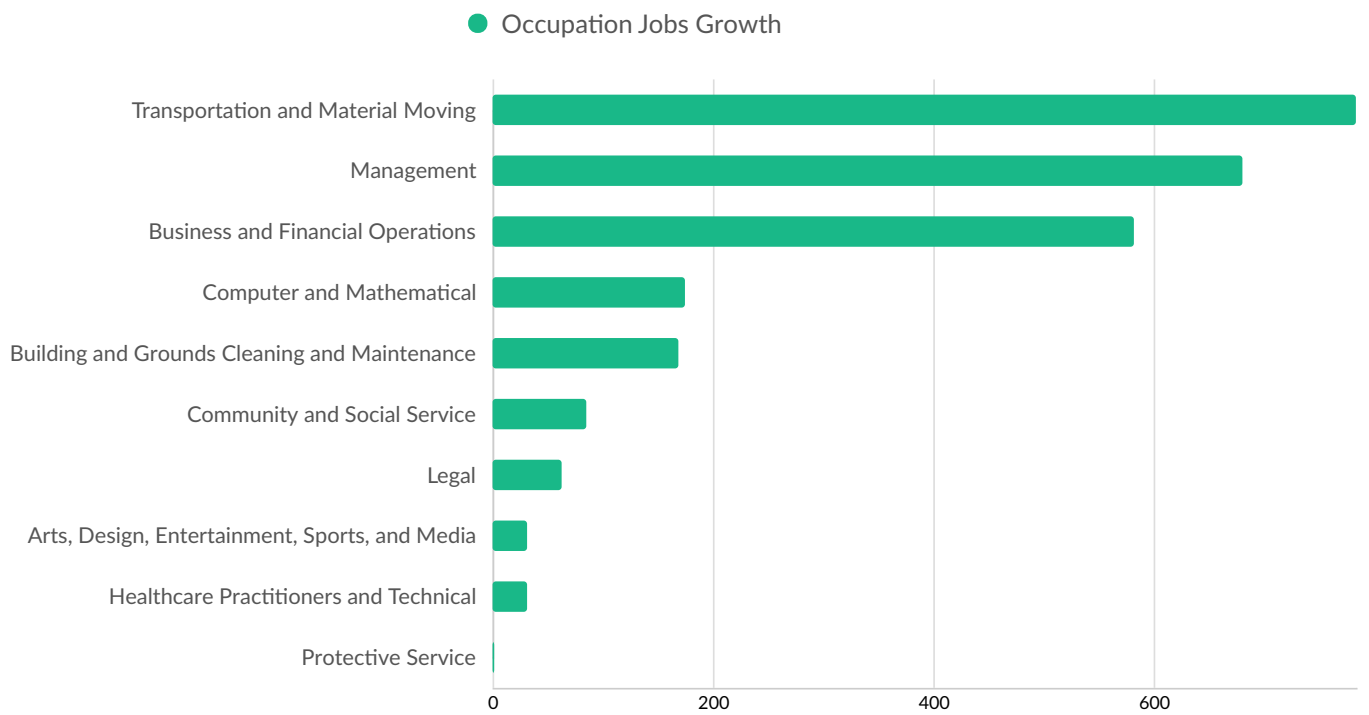


# Workforce Characteristics

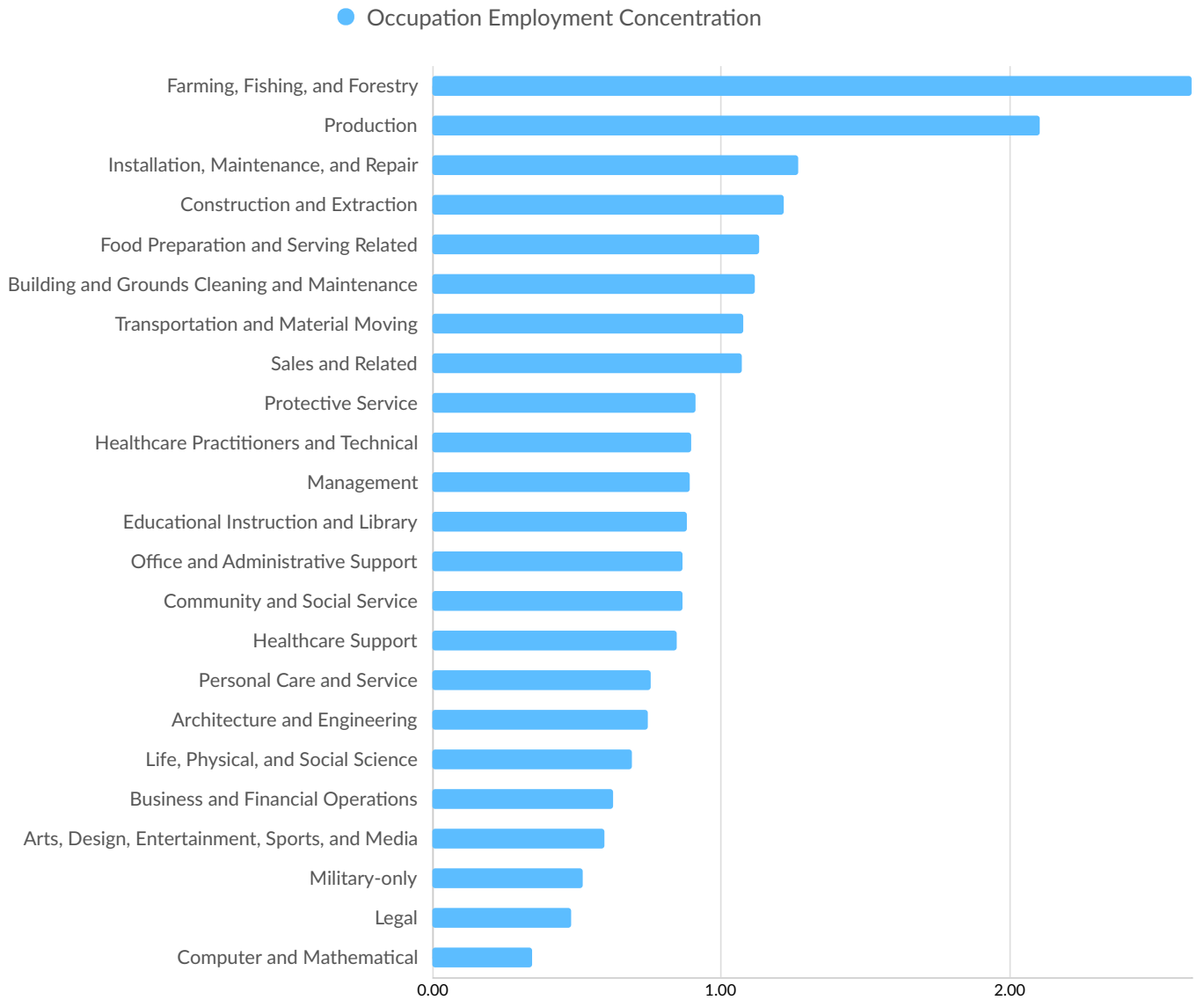
## Largest Occupations



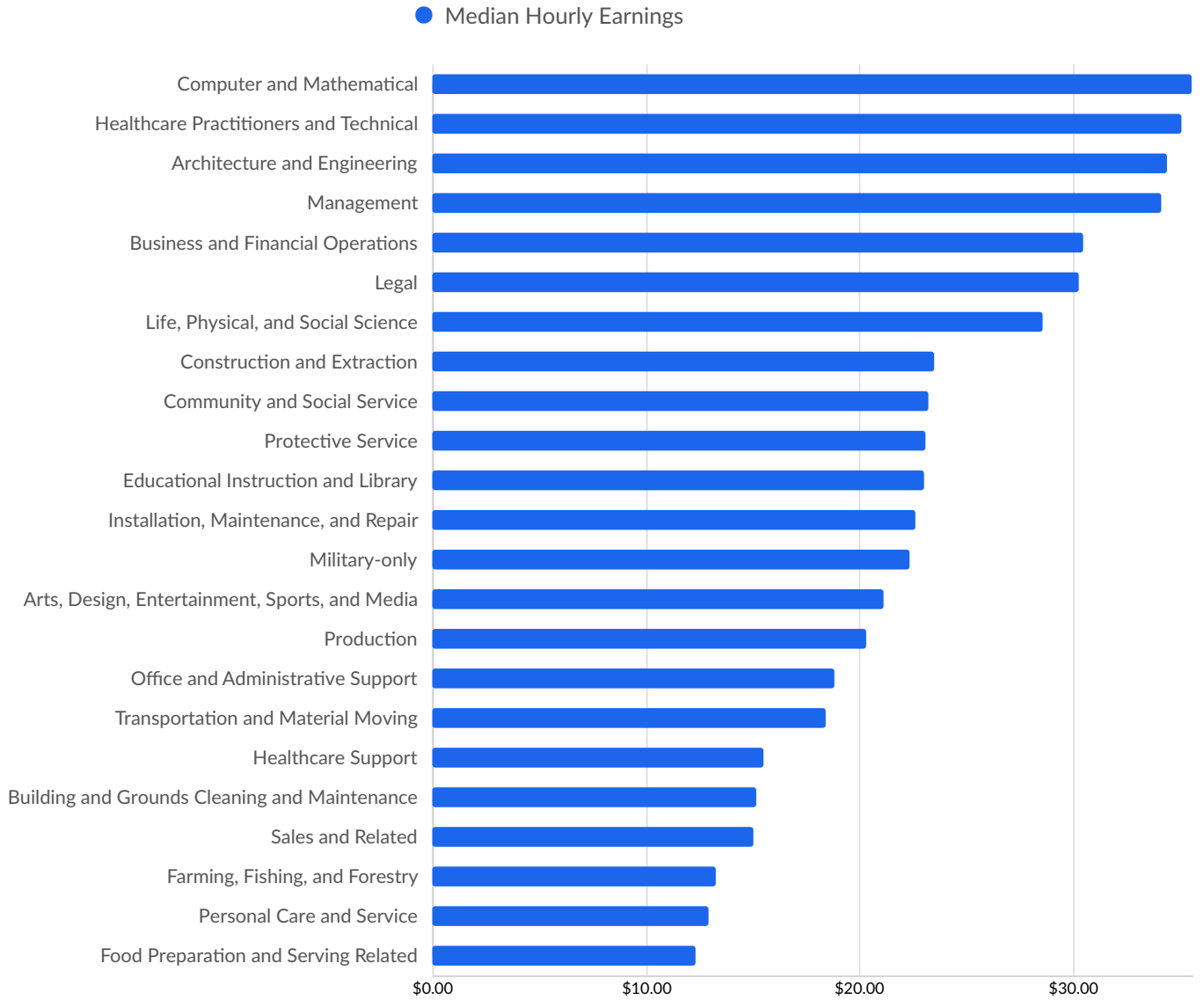
## Top Growing Occupations



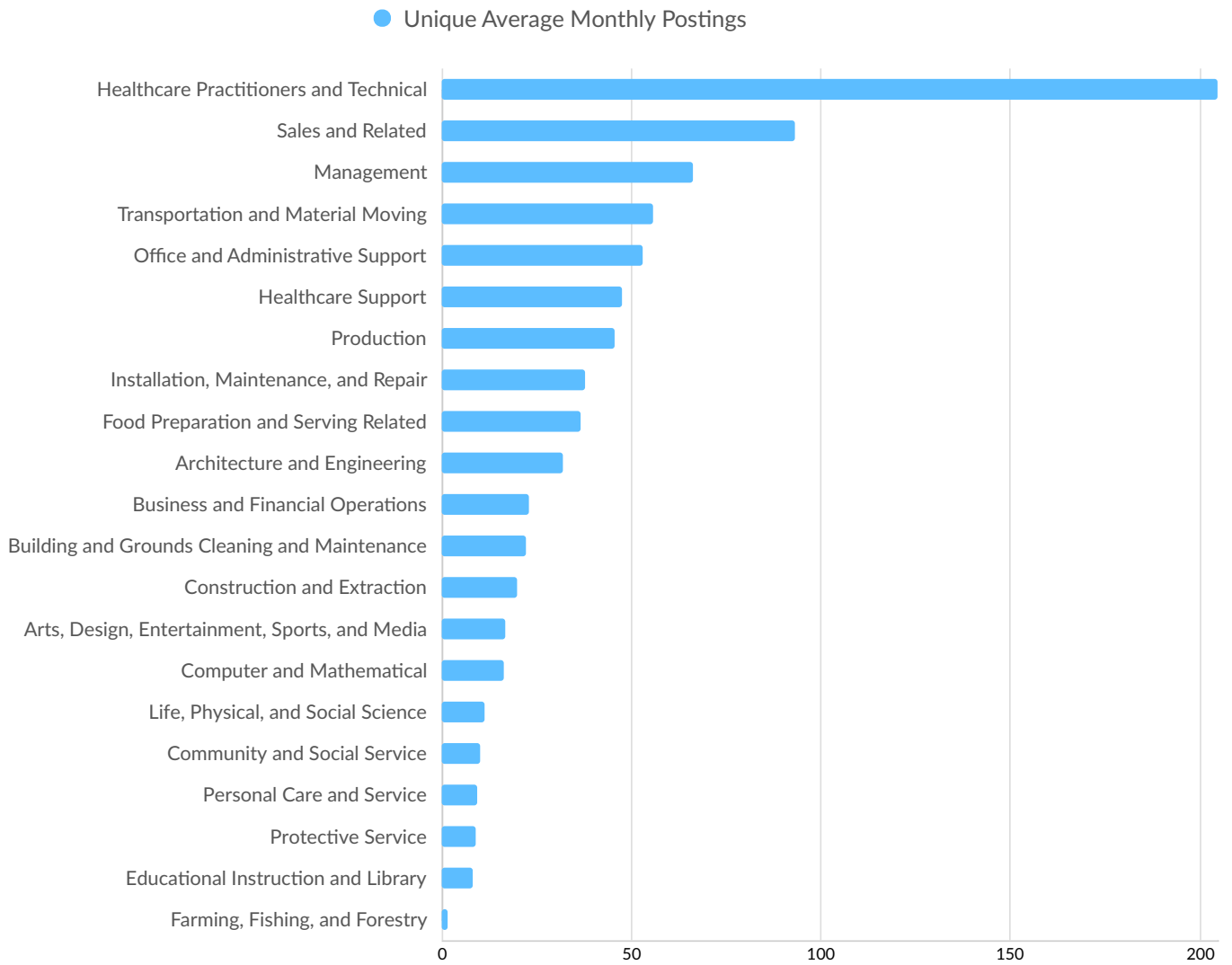
## Top Occupation Employment Concentration



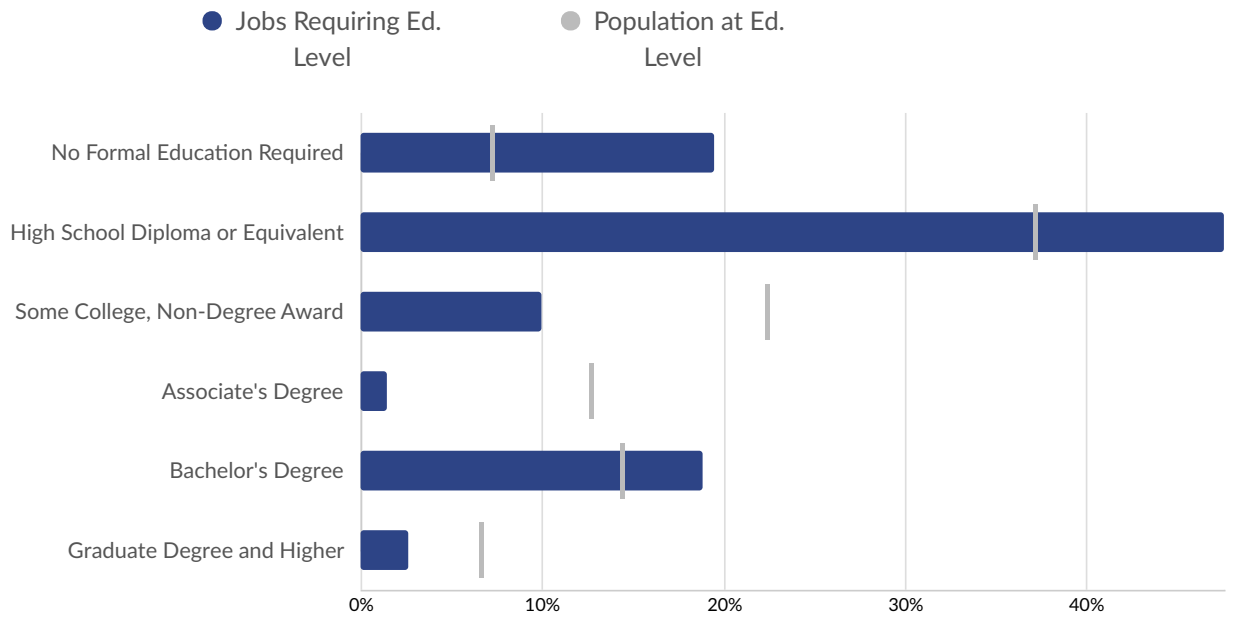
## Top Occupation Earnings



## 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

