



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

205,600

Population (2022)

Population grew by **10,570** over the last 5 years and is projected to grow by **18,244** over the next 5 years.

83,109

Total Regional Employment

Jobs decreased by **1,614** over the last 5 years but are projected to grow by **3,505** over the next 5 years.

\$57.9K

Avg. Earnings Per Job (2022)

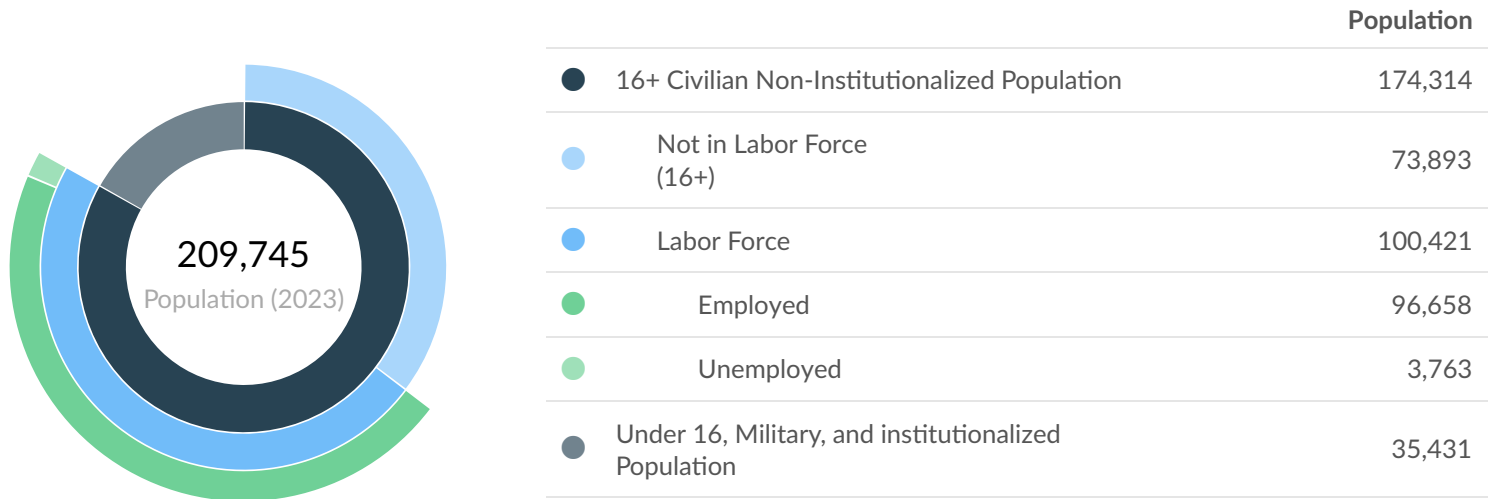
Regional average earnings per job are **\$22.9K below** the national average earnings of \$80.8K per job.

Takeaways

- As of 2022 the region's population **increased by 5.4%** since 2017, growing by 10,570. Population is expected to **increase by 8.9%** between 2022 and 2027, adding 18,244.
- From 2017 to 2022, jobs **declined by 1.9%** in Grow North from 84,723 to **83,109**. This change **fell short of the national growth rate of 3.8% by 5.7%**. As the number of jobs declined, the **labor force participation rate decreased from 61.6% to 55.6% 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).

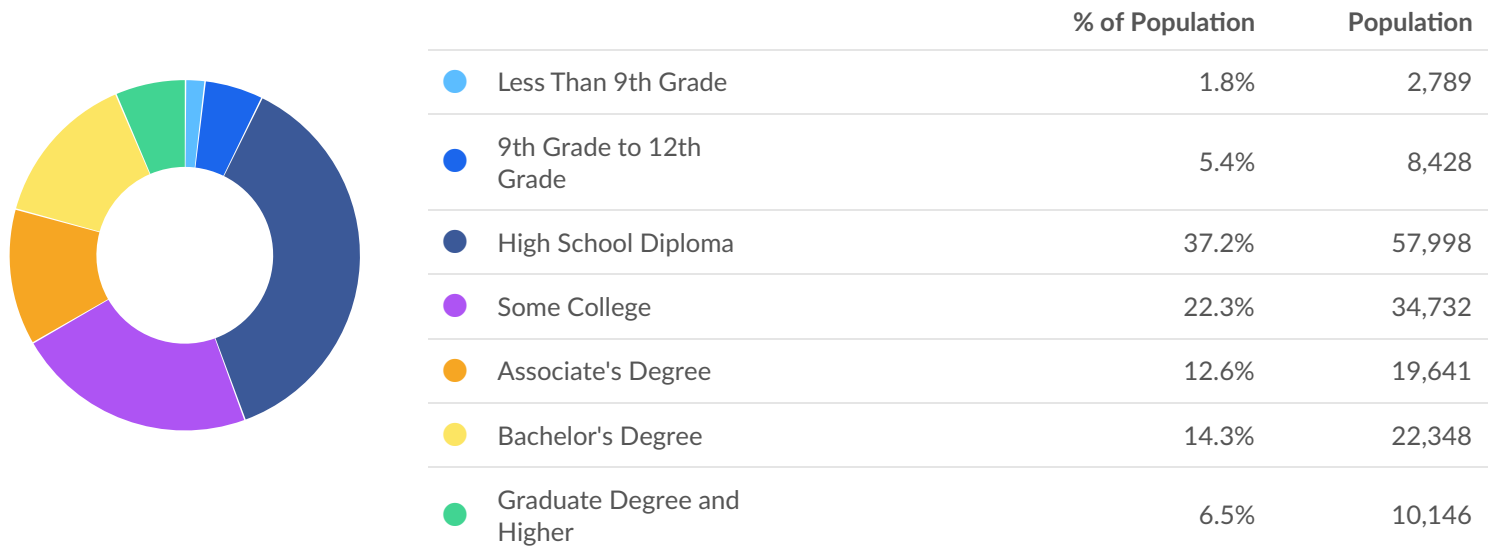
| | Population (2023) | Labor Force (Aug 2023) | Jobs (2022) | Cost of Living | GRP | Imports | Exports |
|--------|-------------------|------------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 209,745 | 100,421 | 83,109 | 100.5 | \$8.86B | \$14.81B | \$11.40B |
| State | 5,921,135 | 3,169,909 | 3,180,133 | 100.2 | \$392.50B | \$356.36B | \$386.63B |

Aug 2023 Labor Force Breakdown



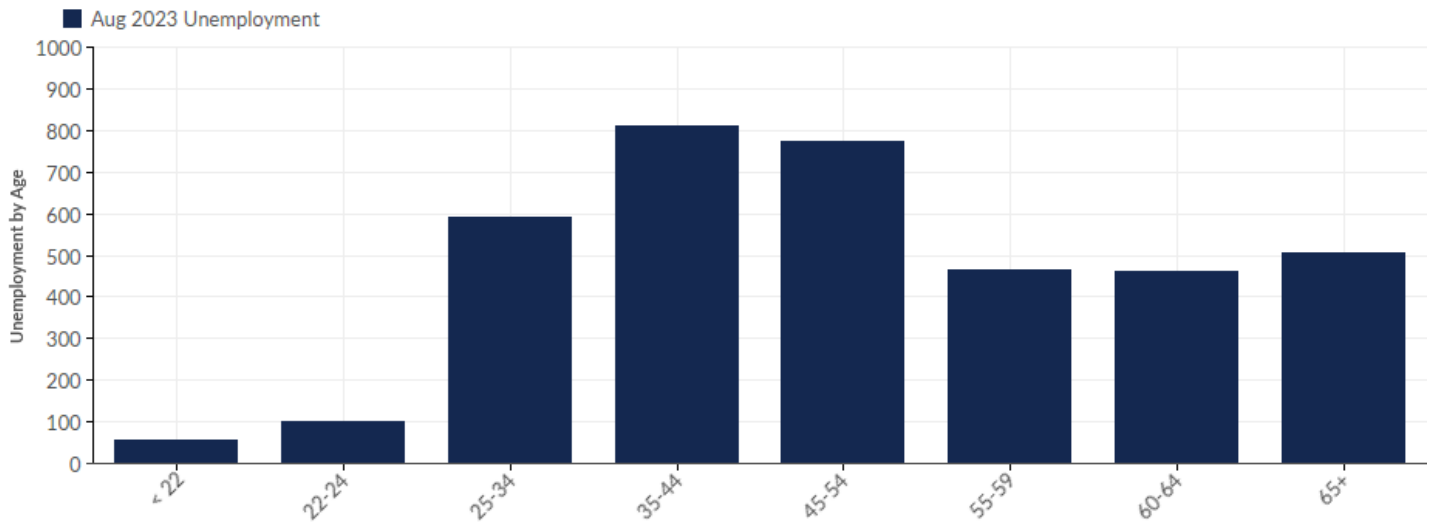
Educational Attainment

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).



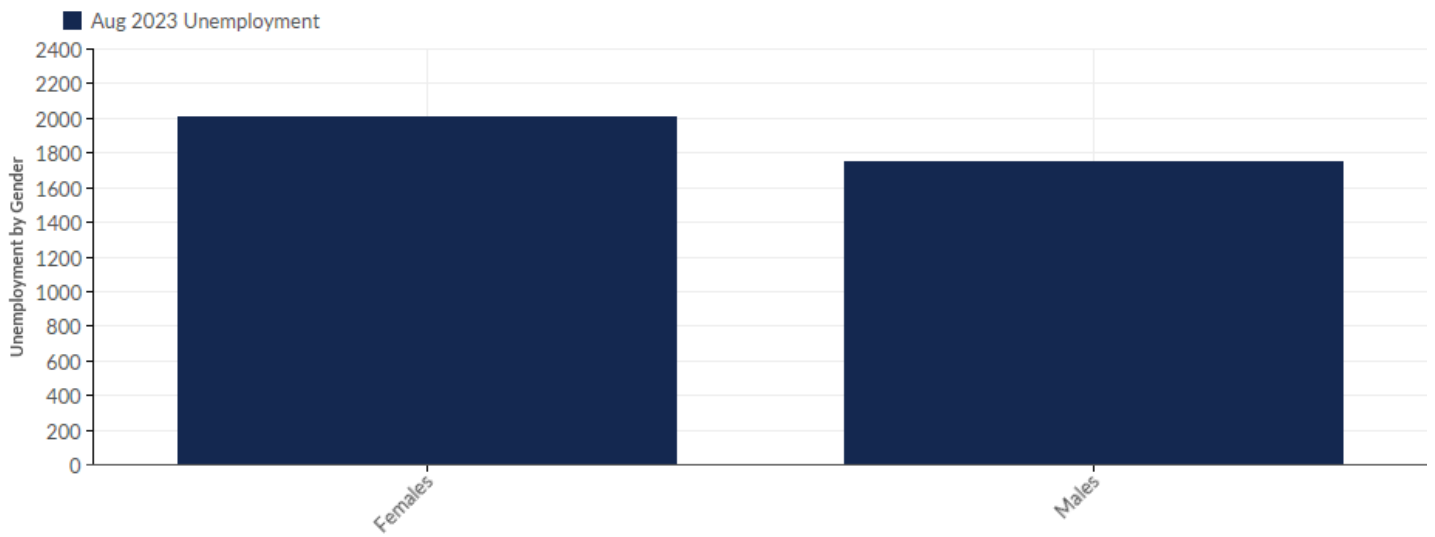
Unemployment by Demographics

Unemployment by Age



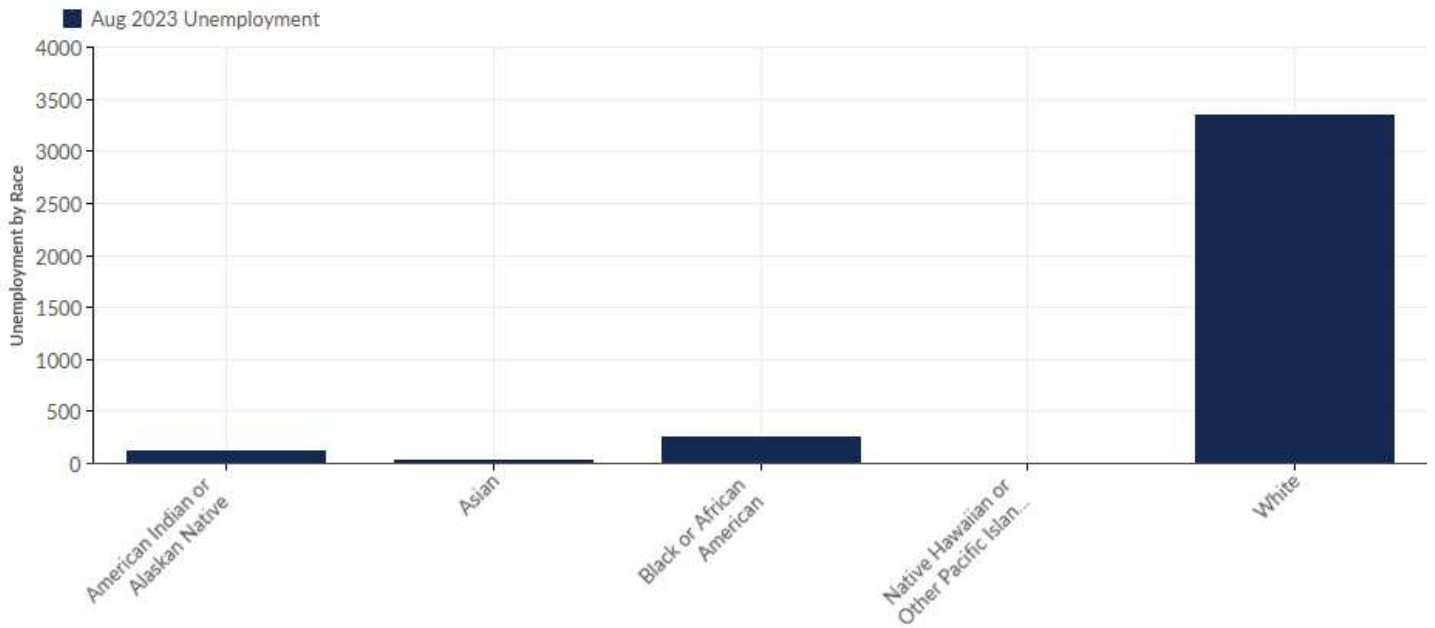
| Age | Unemployment (Aug 2023) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22 | 57 | 1.51% |
| 22-24 | 102 | 2.71% |
| 25-34 | 591 | 15.71% |
| 35-44 | 812 | 21.58% |
| 45-54 | 773 | 20.54% |
| 55-59 | 463 | 12.30% |
| 60-64 | 460 | 12.22% |
| 65+ | 505 | 13.42% |
| Total | 3,763 | 100.00% |

Unemployment by Gender



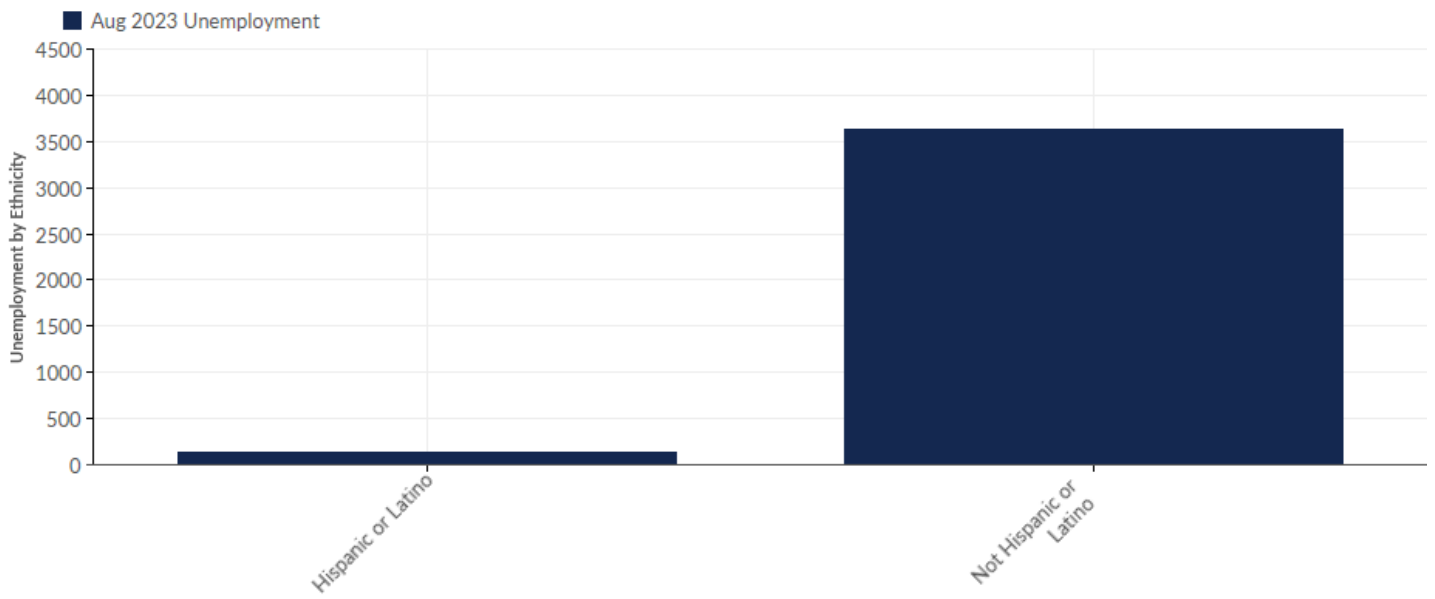
| Gender | Unemployment (Aug 2023) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 2,011 | 53.44% |
| Males | 1,752 | 46.56% |
| Total | 3,763 | 100.00% |

Unemployment by Race



| Race | Unemployment (Aug 2023) | % of Unemployed |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native | 126 | 3.35% |
| Asian | 28 | 0.74% |
| Black or African American | 258 | 6.86% |
| Native Hawaiian or Other Pacific Islander | 5 | 0.13% |
| White | 3,346 | 88.92% |
| Total | 3,763 | 100.00% |

Unemployment by Ethnicity

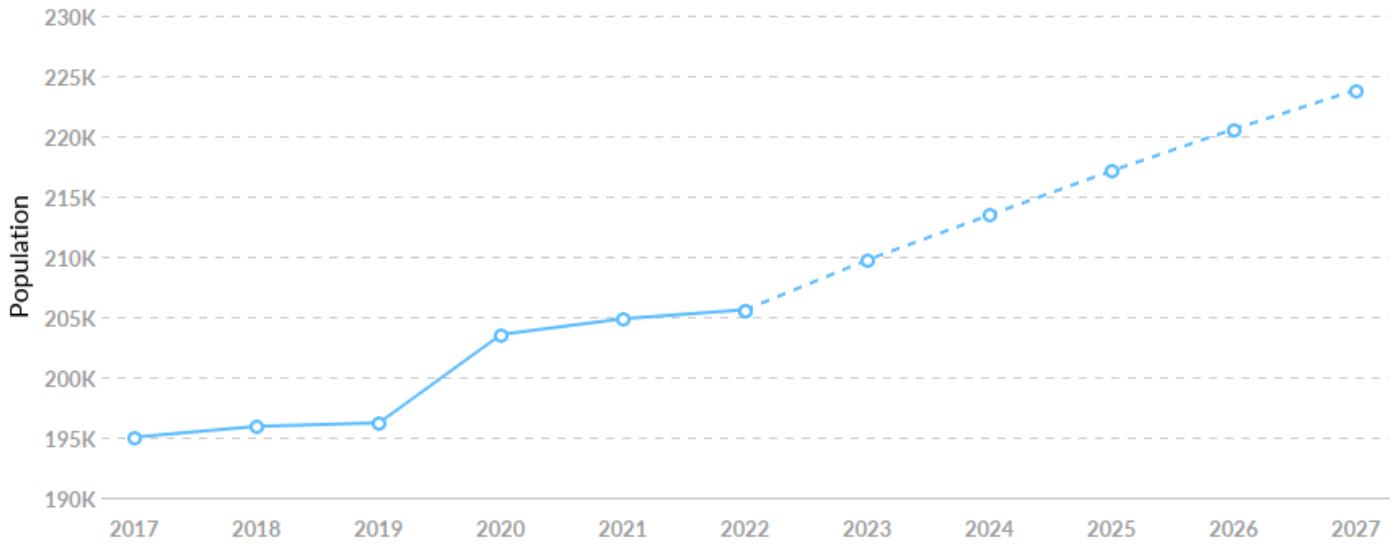


| Ethnicity | Unemployment (Aug 2023) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 135 | 3.59% |
| Not Hispanic or Latino | 3,628 | 96.41% |
| Total | 3,763 | 100.00% |

Historic & Projected Trends

Population Trends

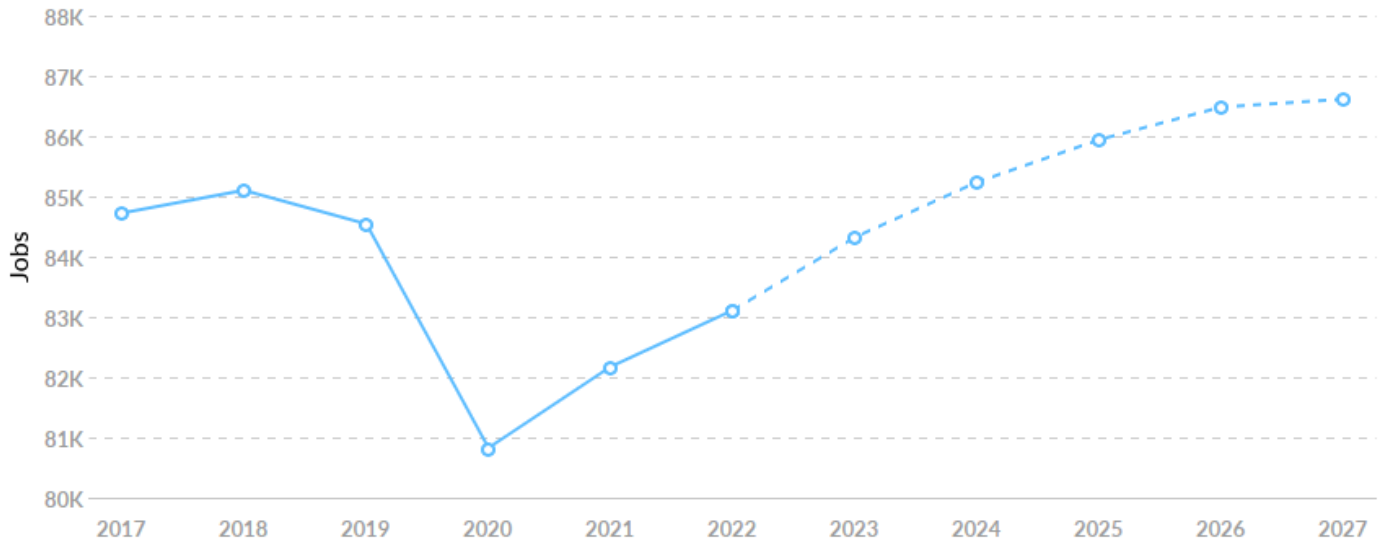
As of 2022 the region's population increased by 5.4% since 2017, growing by 10,570. Population is expected to increase by 8.9% between 2022 and 2027, adding 18,244.



| Timeframe | Population |
|-----------|------------|
| 2017 | 195,030 |
| 2018 | 195,921 |
| 2019 | 196,211 |
| 2020 | 203,550 |
| 2021 | 204,852 |
| 2022 | 205,600 |
| 2023 | 209,745 |
| 2024 | 213,470 |
| 2025 | 217,137 |
| 2026 | 220,593 |
| 2027 | 223,844 |

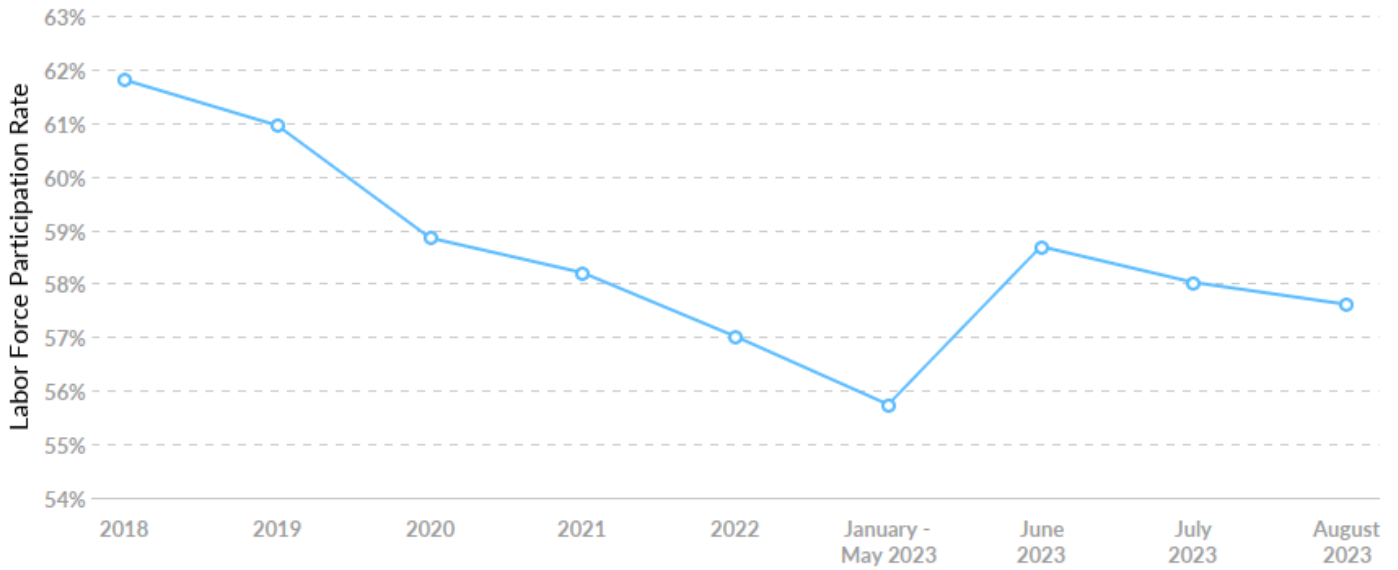
Job Trends

From 2017 to 2022, jobs declined by 1.9% in Grow North from 84,723 to 83,109. This change fell short of the national growth rate of 3.8% by 5.7%.



| Timeframe | Jobs |
|-----------|--------|
| 2017 | 84,723 |
| 2018 | 85,102 |
| 2019 | 84,545 |
| 2020 | 80,824 |
| 2021 | 82,172 |
| 2022 | 83,109 |
| 2023 | 84,321 |
| 2024 | 85,236 |
| 2025 | 85,941 |
| 2026 | 86,483 |
| 2027 | 86,614 |

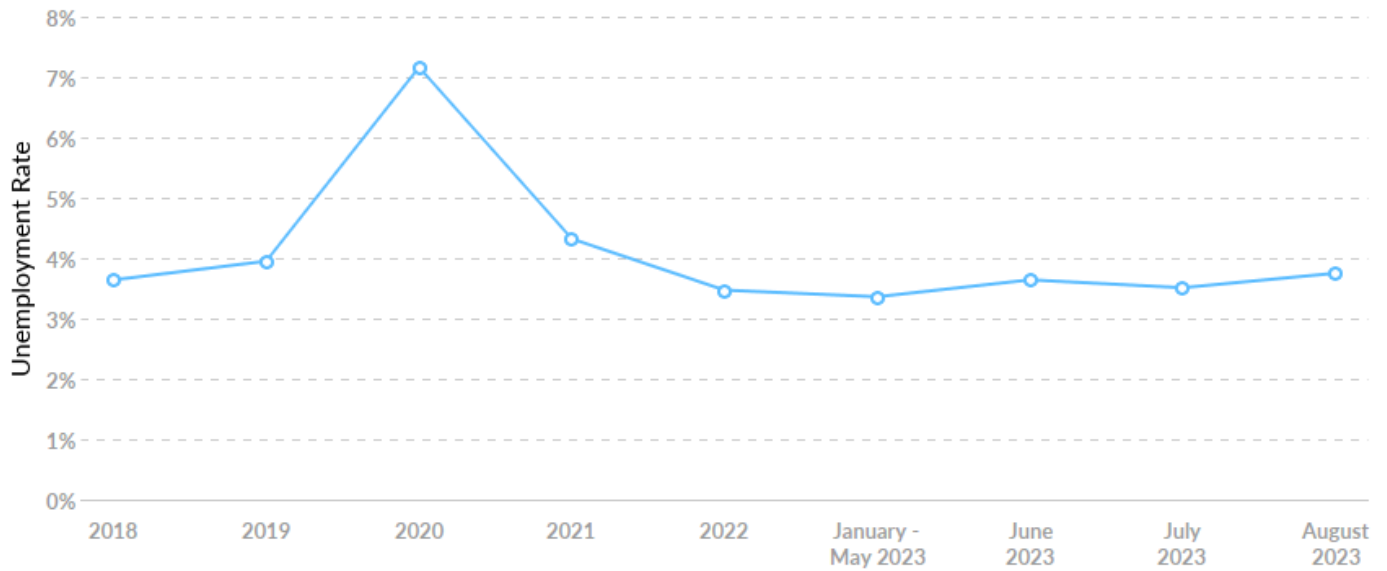
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|--------------------|--------------------------------|
| 2018 | 61.80% |
| 2019 | 60.95% |
| 2020 | 58.85% |
| 2021 | 58.20% |
| 2022 | 57.01% |
| January - May 2023 | 55.74% |
| June 2023 | 58.69% |
| July 2023 | 58.02% |
| August 2023 | 57.61% |

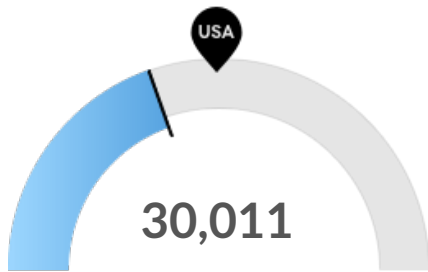
Unemployment Rate Trends

Your areas had an August 2023 unemployment rate of 3.75%, increasing from 3.64% 5 years before.



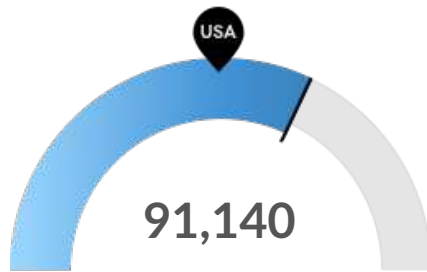
| Timeframe | Unemployment Rate |
|--------------------|-------------------|
| 2018 | 3.64% |
| 2019 | 3.95% |
| 2020 | 7.16% |
| 2021 | 4.32% |
| 2022 | 3.47% |
| January - May 2023 | 3.36% |
| June 2023 | 3.64% |
| July 2023 | 3.51% |
| August 2023 | 3.75% |

Population Characteristics



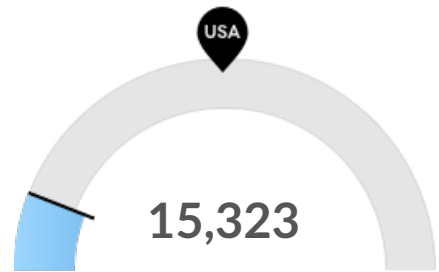
Millennials

Your area has 30,011 millennials (ages 25-39). The national average for an area this size is 41,806.



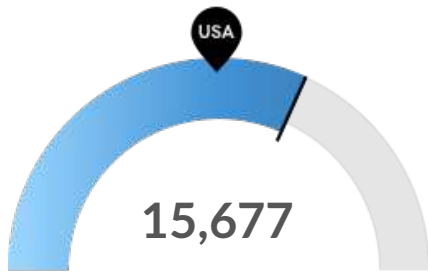
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 61,615 people 55 or older, while there are 91,140 here.



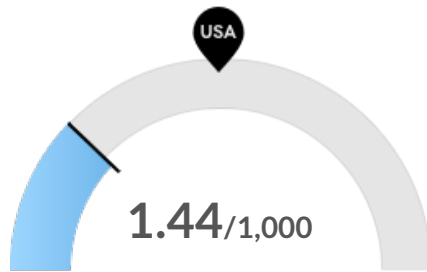
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 84,551 racially diverse people, while there are 15,323 here.



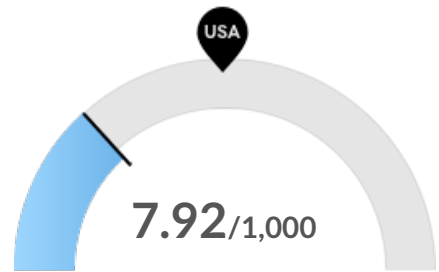
Veterans

Your area has 15,677 veterans. The national average for an area this size is 10,755.



Violent Crime

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

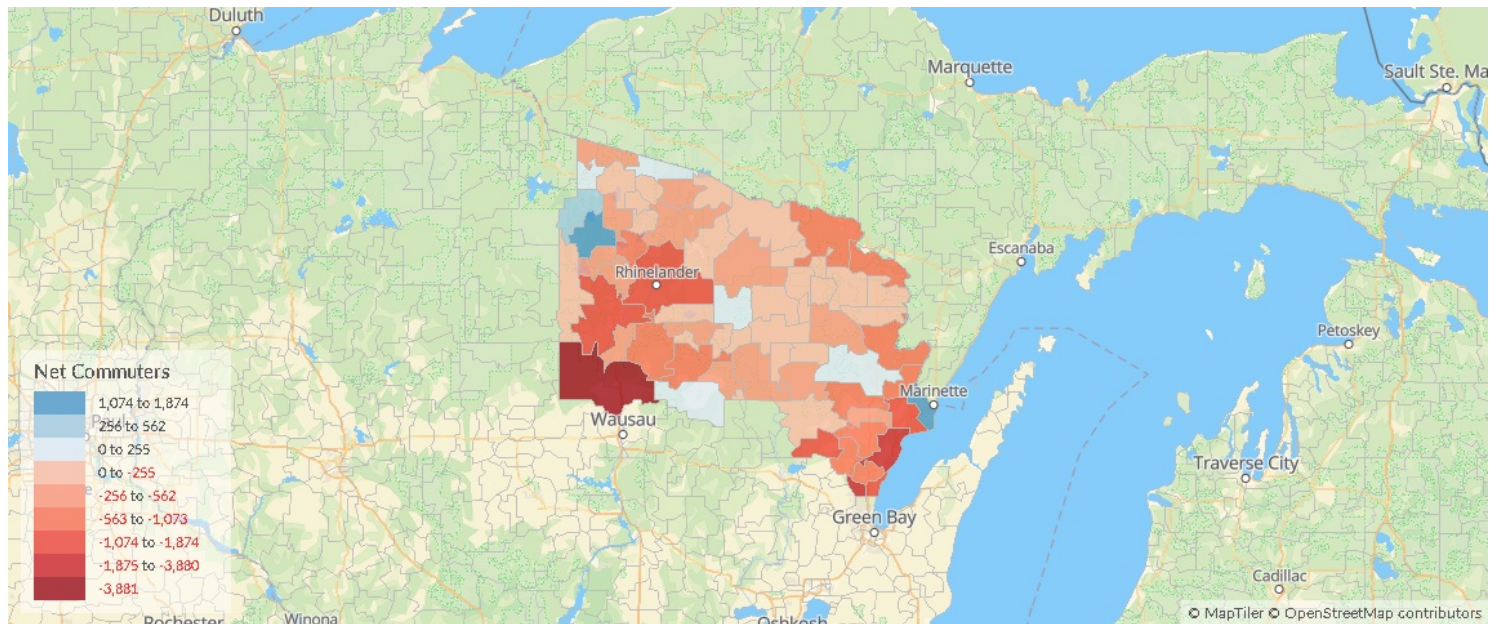


Property Crime

Your area has 7.92 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

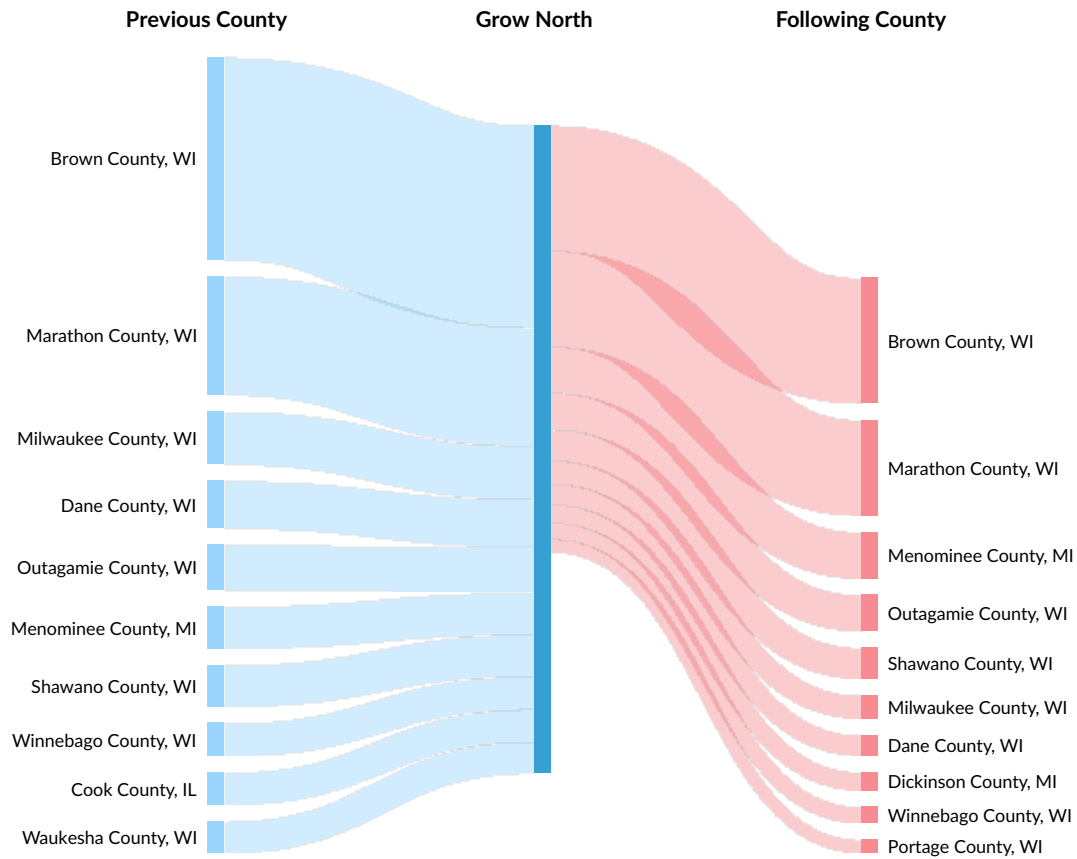
Where Talent Lives

| ZIP | Name | 2022 Employment | ZIP | Name | 2022 Workers |
|-------|-------------------------------|-----------------|-------|-------------------------------|--------------|
| 54501 | Rhineland, WI (in One...) | 9,553 | 54501 | Rhineland, WI (in One...) | 10,780 |
| 54143 | Marinette, WI (in Marin...) | 9,041 | 54452 | Merrill, WI (in Lincoln c...) | 10,705 |
| 54409 | Antigo, WI (in Langlade ...) | 7,211 | 54143 | Marinette, WI (in Marin...) | 7,610 |
| 54452 | Merrill, WI (in Lincoln c...) | 6,823 | 54409 | Antigo, WI (in Langlade ...) | 7,148 |
| 54487 | Tomahawk, WI (in Linco...) | 4,315 | 54487 | Tomahawk, WI (in Linco...) | 5,425 |

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**.

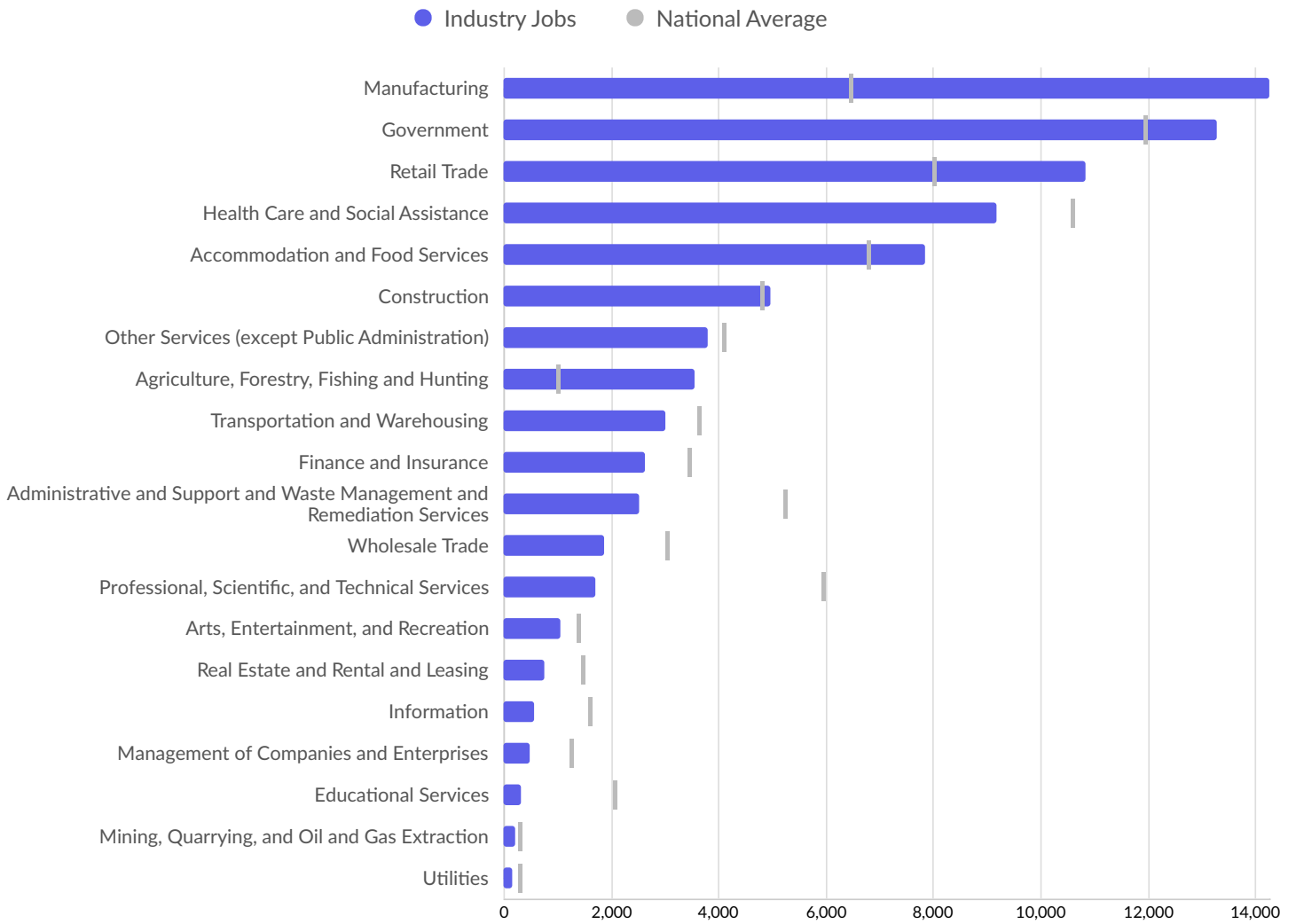


| Top Previous Counties | Migrations |
|-----------------------|------------|
| Brown County, WI | 1,249 |
| Marathon County, WI | 733 |
| Milwaukee County, WI | 327 |
| Dane County, WI | 294 |
| Outagamie County, WI | 279 |
| Menominee County, MI | 260 |

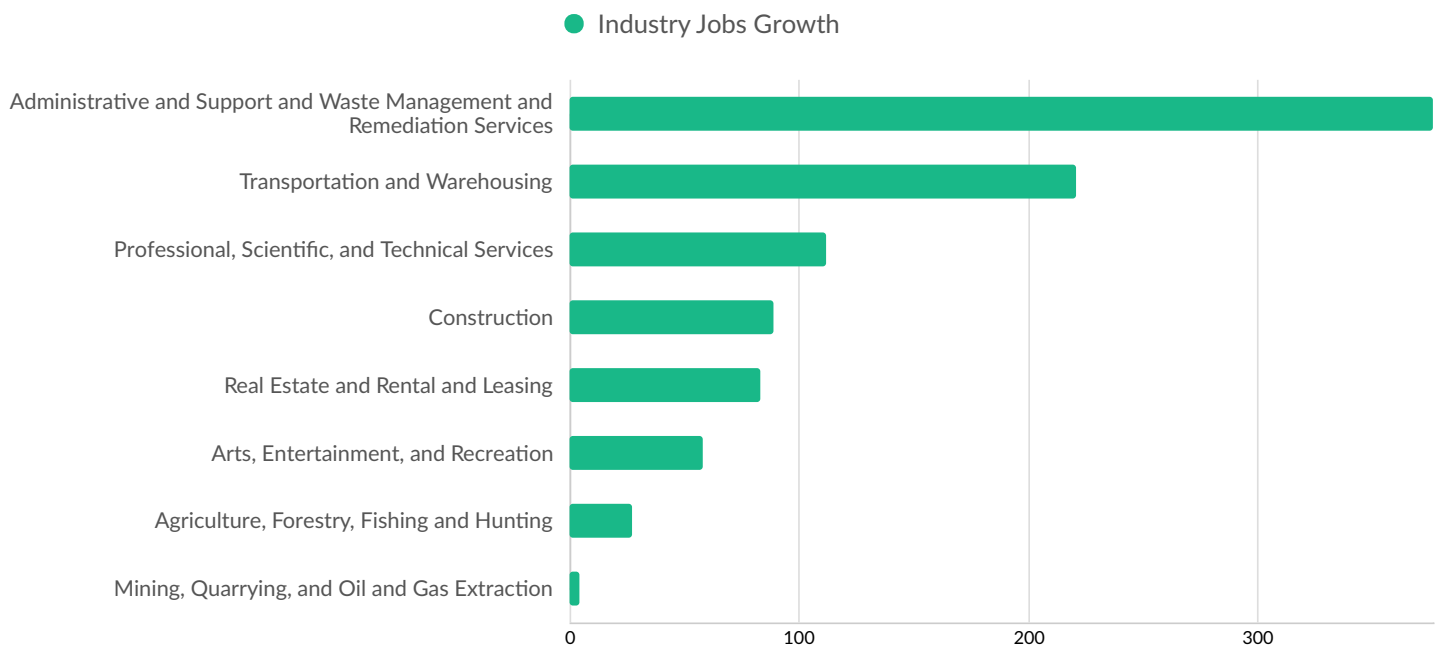
| Top Previous Counties | Migrations |
|------------------------|------------|
| Shawano County, WI | 257 |
| Winnebago County, WI | 204 |
| Cook County, IL | 199 |
| Waukesha County, WI | 195 |
| Dickinson County, MI | 178 |
| Portage County, WI | 120 |
| Racine County, WI | 103 |
| Hennepin County, 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

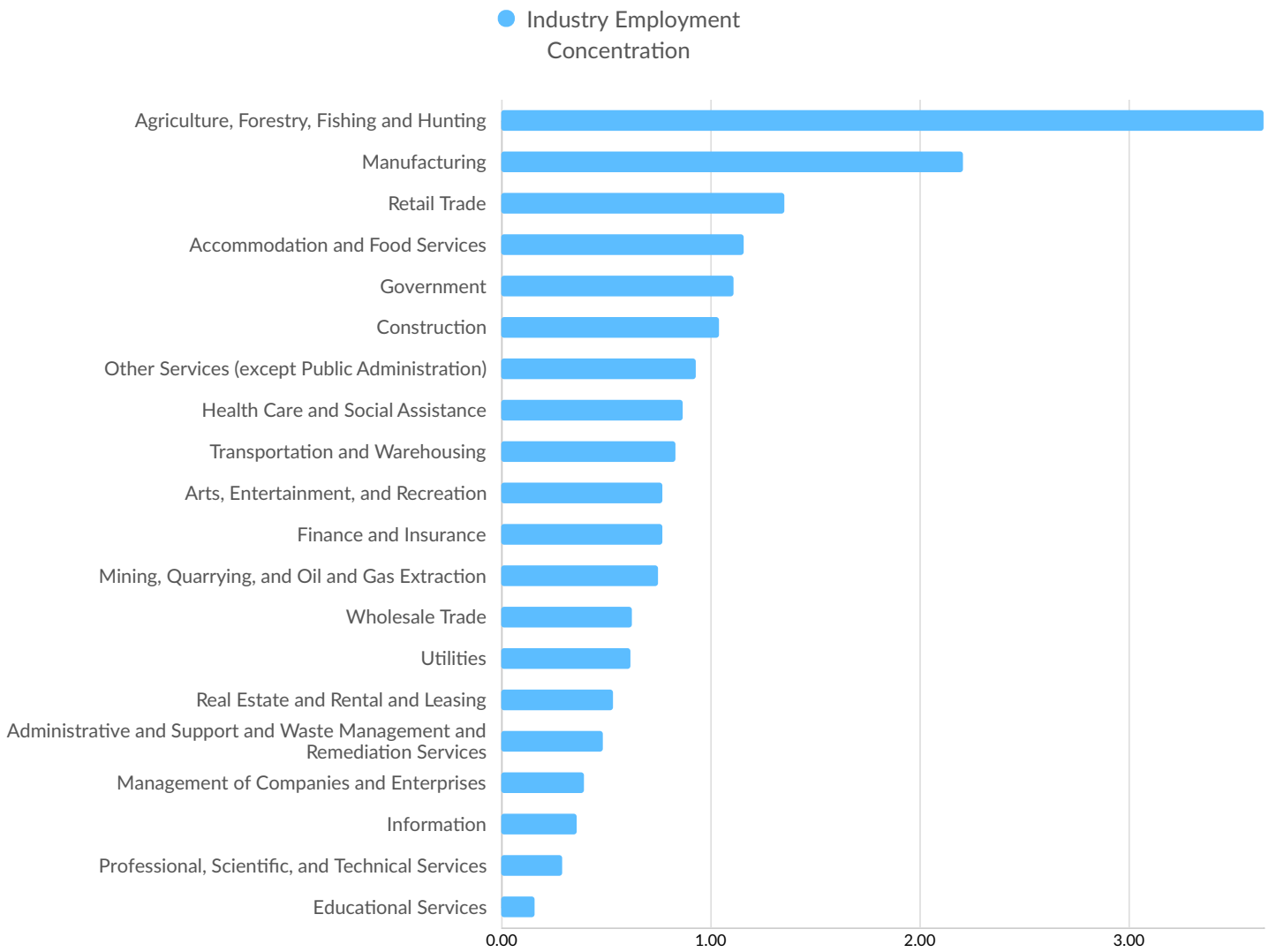
Largest Industries



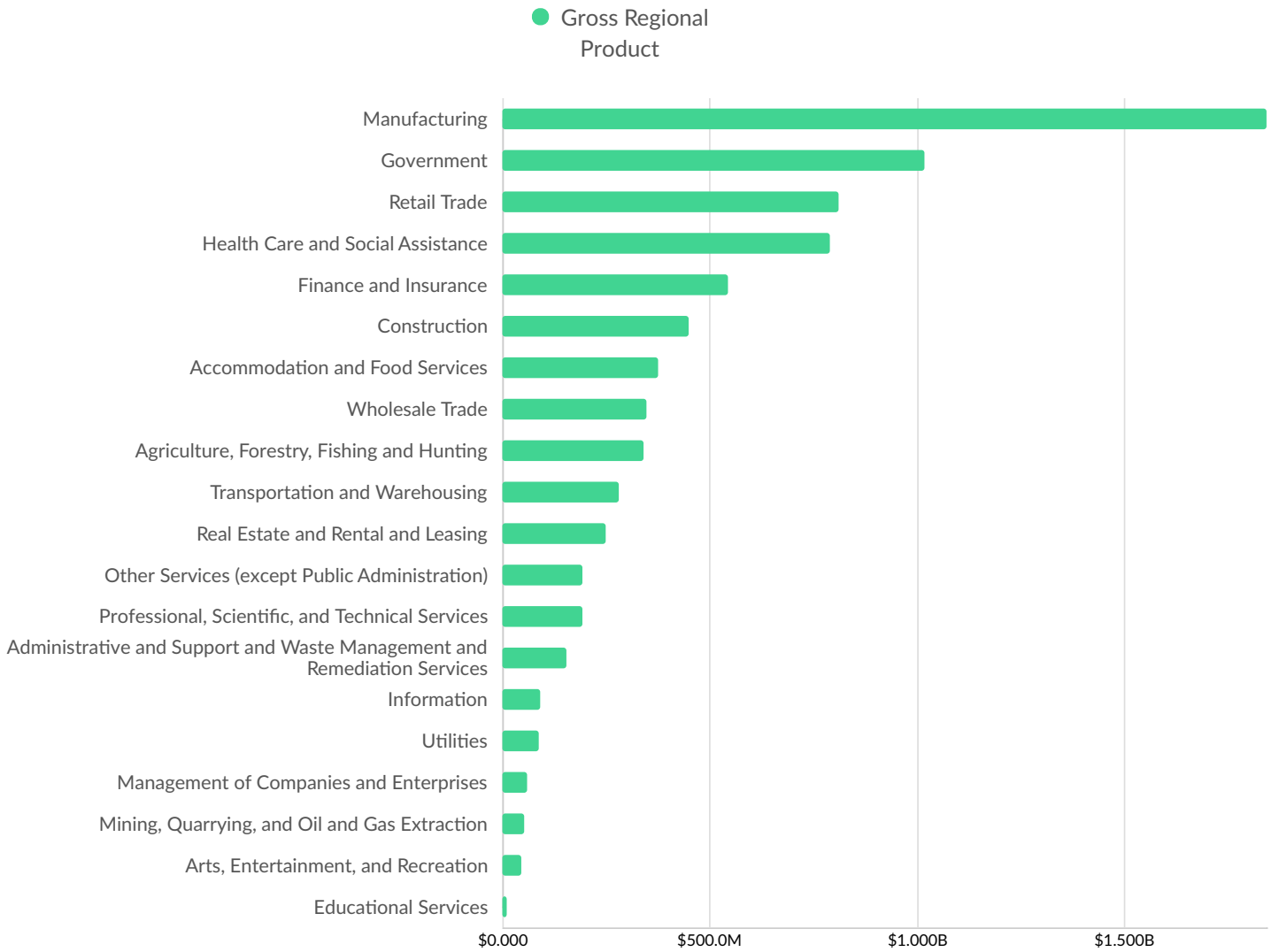
Top Growing Industries



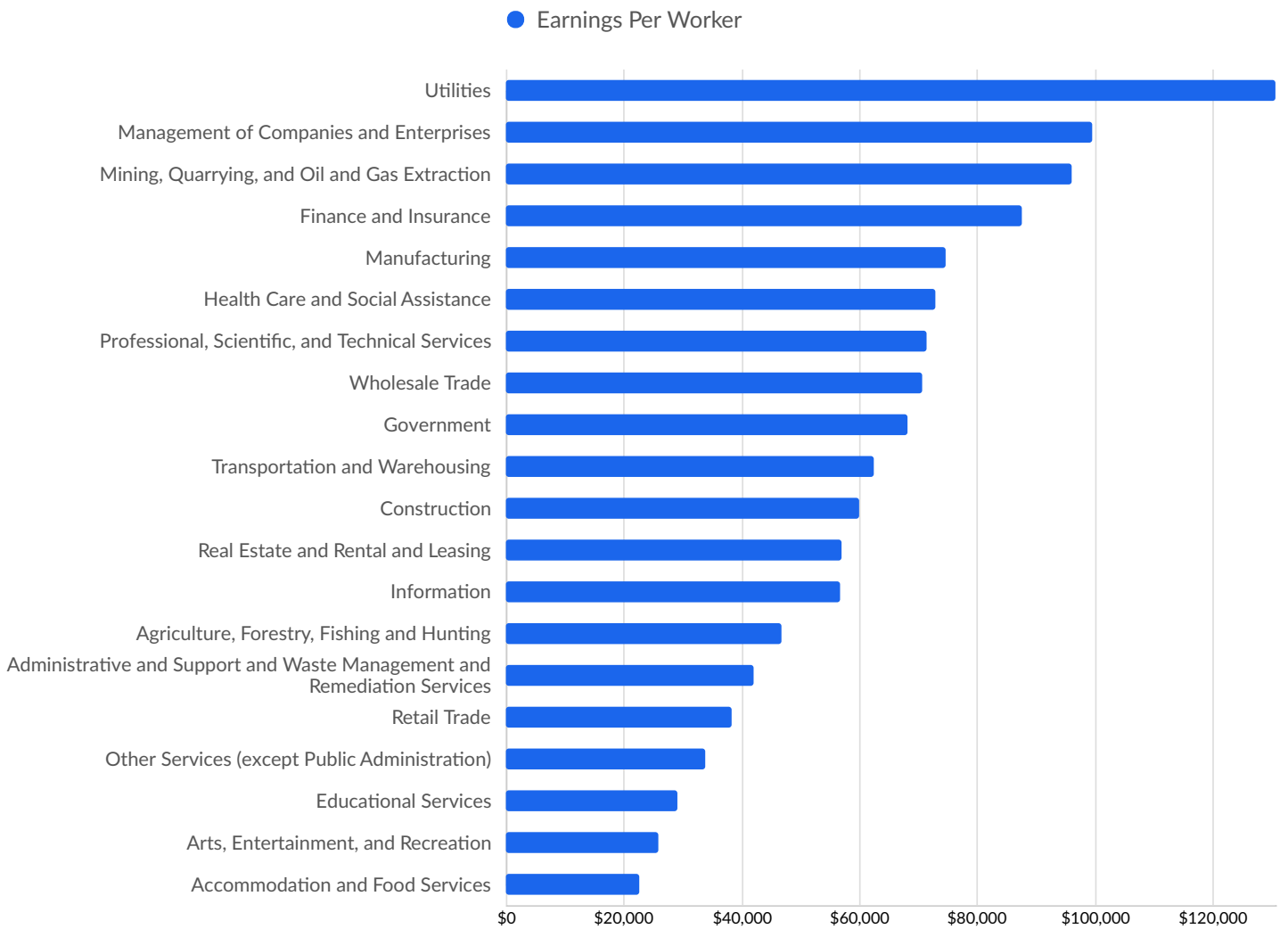
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



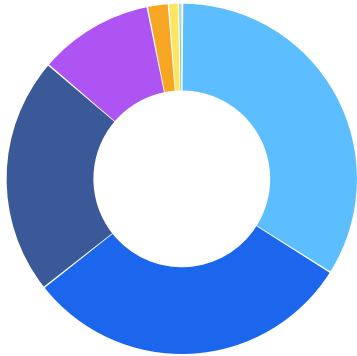
Business Characteristics

13,919 Companies Employ Your Workers

Online profiles for your workers mention 13,919 companies as employers, with the top 10 appearing below. In the last 12 months, 1,175 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... | 357  | Aspirus | 491  |
| Marshfield Clinic | 293  | Bay Area Medical Center | 334  |
| State of Wisconsin | 292  | Advocate Aurora Health | 285  |
| Aspirus | 283  | Walmart | 221  |
| Fincantieri Marine Group | 276  | Johnson Controls | 205  |
| Ministry Health Care | 262  | Marshfield Clinic | 170  |
| Walmart | 240  | Kwik Trip | 168  |
| Nicolet College | 218  | Fincantieri Marine Group | 159  |
| Northeast Wisconsin Technical ... | 146  | Walgreens Boots Alliance | 143  |
| Bay Area Medical Center | 143  | Dollar General | 122  |

Business Size

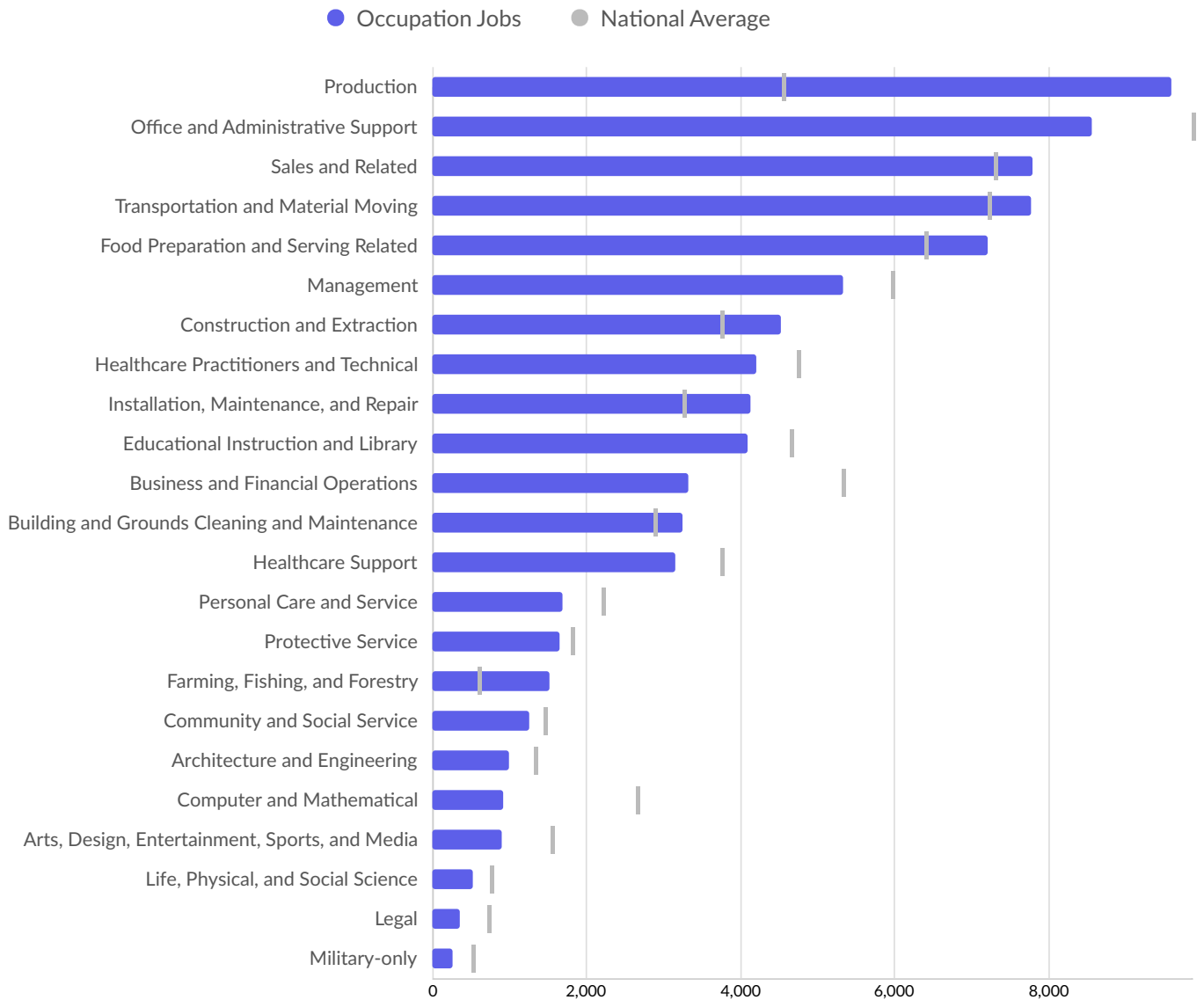


| | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees | 33.9% | 3,096 |
| ● 5 to 9 employees | 30.4% | 2,783 |
| ● 10 to 19 employees | 21.9% | 2,000 |
| ● 20 to 49 employees | 10.6% | 968 |
| ● 50 to 99 employees | 1.9% | 178 |
| ● 100 to 249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

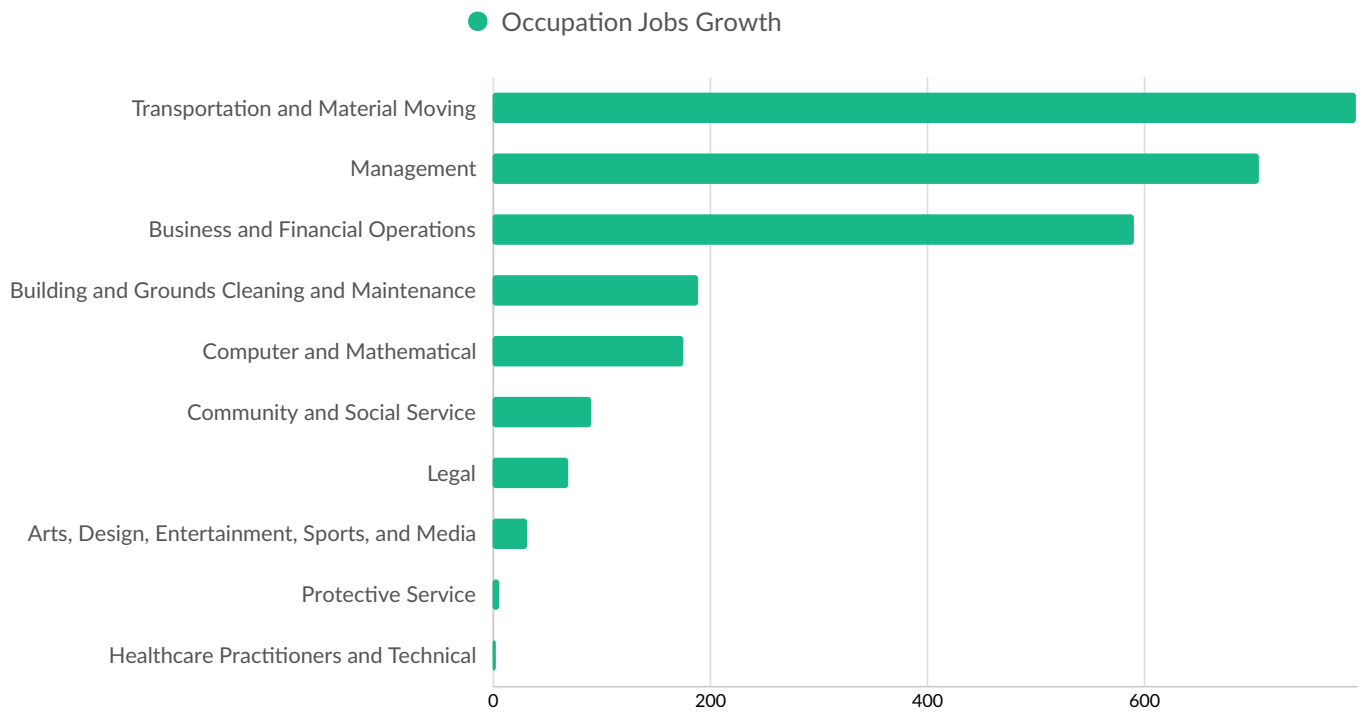
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

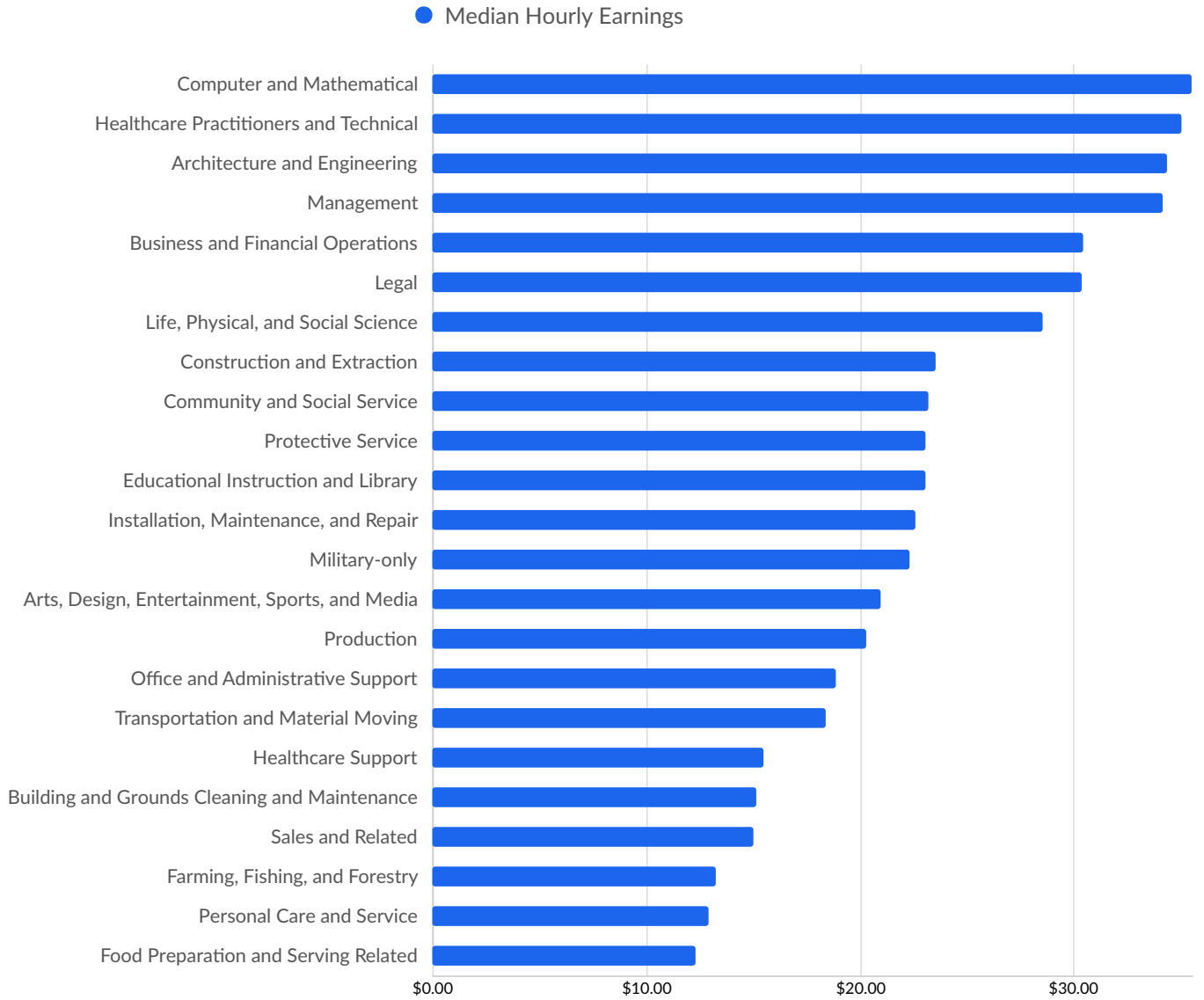


Top Occupation Employment Concentration

● Occupation Employment Concentration



Top Occupation Earnings

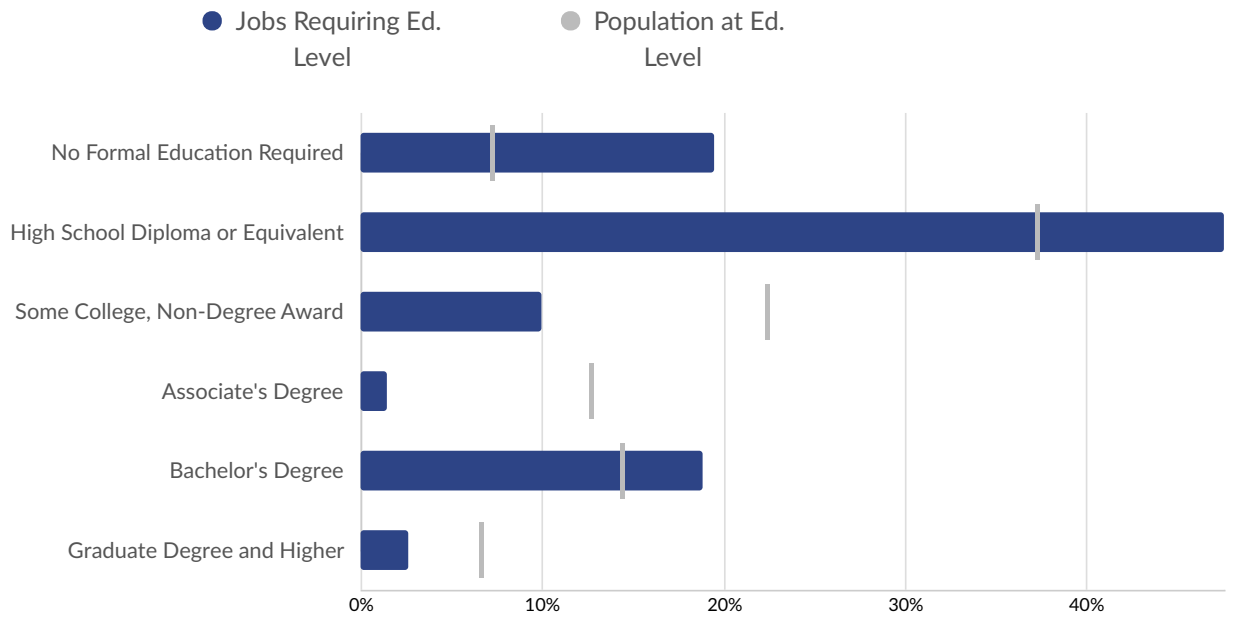


Top Posted Occupations

● Unique Average Monthly Postings

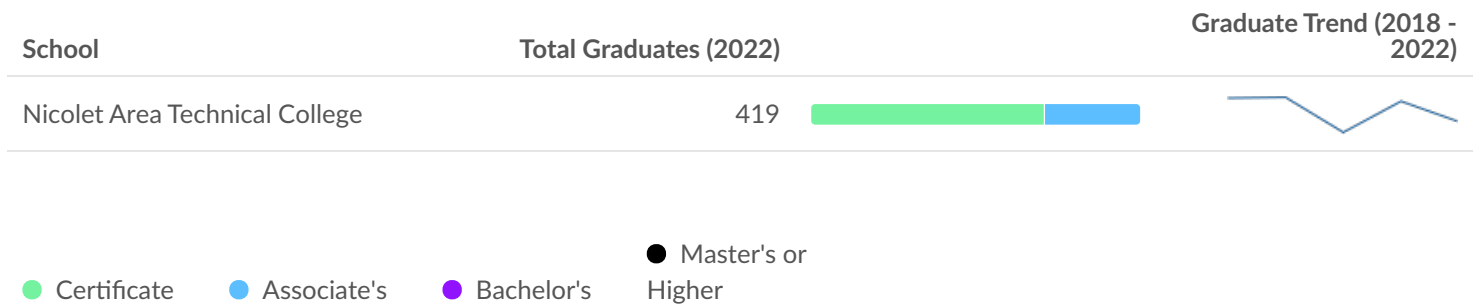


Underemployment



Educational Pipeline

In 2022, there were 419 graduates in Grow North. This pipeline has shrunk by 19% 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 "Licensed Practical/Vocational Nurse Training" (Certificate).



In-Demand Skills

