



Grow North

North Central Wisconsin Regional Planning Commission



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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

209,745

Population (2023)

Population grew by **13,824** over the last 5 years and is projected to grow by **17,138** over the next 5 years.

84,019

Total Regional Employment

Jobs decreased by **1,104** over the last 5 years but are projected to grow by **966** over the next 5 years.

\$59.4K

Avg. Earnings Per Job (2023)

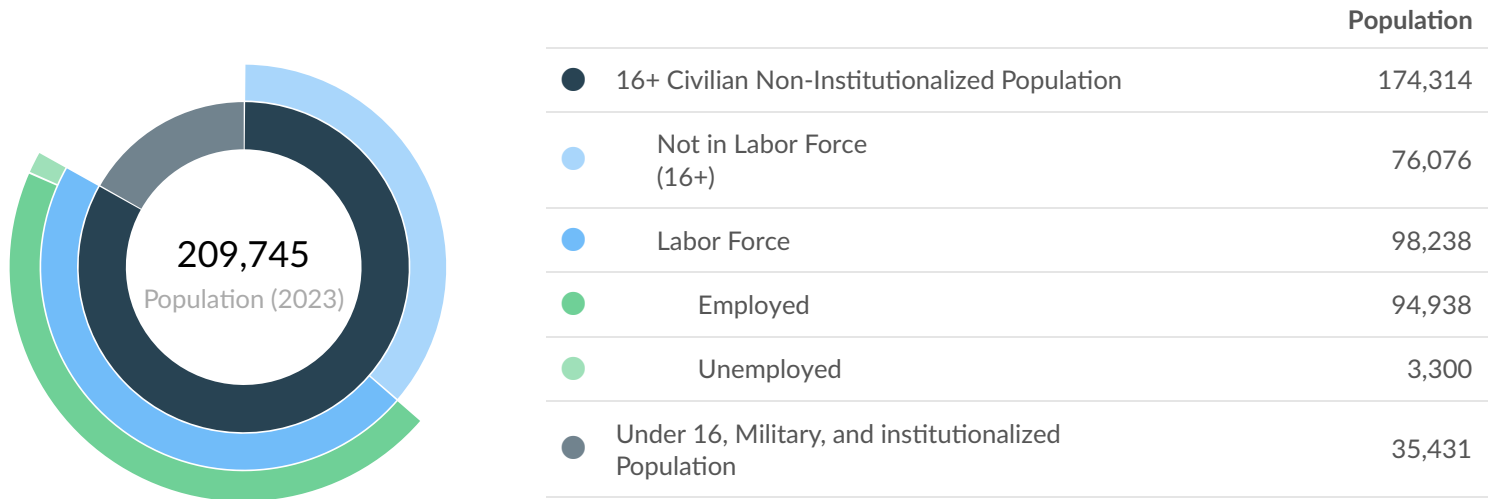
Regional average earnings per job are **\$23.1K below** the national average earnings of \$82.5K per job.

Takeaways

- As of 2023 the region's population **increased by 7.1%** since 2018, growing by 13,824. Population is expected to **increase by 8.2%** between 2023 and 2028, adding 17,138.
- From 2018 to 2023, jobs **declined by 1.3%** in Grow North from 85,122 to **84,019**. This change **fell short of the national growth rate of 3.6% by 4.9%**. As the number of jobs declined, the **labor force participation rate decreased from 61.3% to 56.4% between 2018 and 2023**.
- Concerning educational attainment, **14.6% of the selected regions' residents possess a Bachelor's Degree** (6.5% below the national average), and **12.9% hold an Associate's Degree** (4.0% above the national average).
- The top three industries in 2023 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

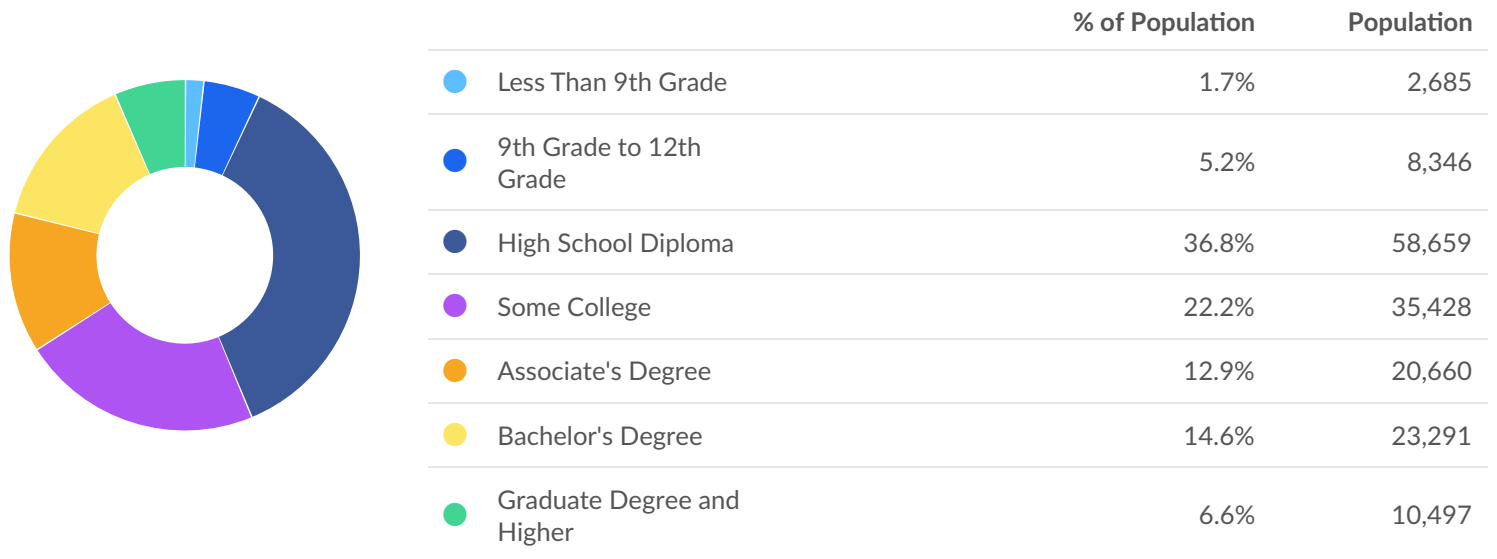
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	209,745	98,238	84,019	100.5	\$9.00B	\$15.26B	\$11.92B
State	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

Sep 2023 Labor Force Breakdown



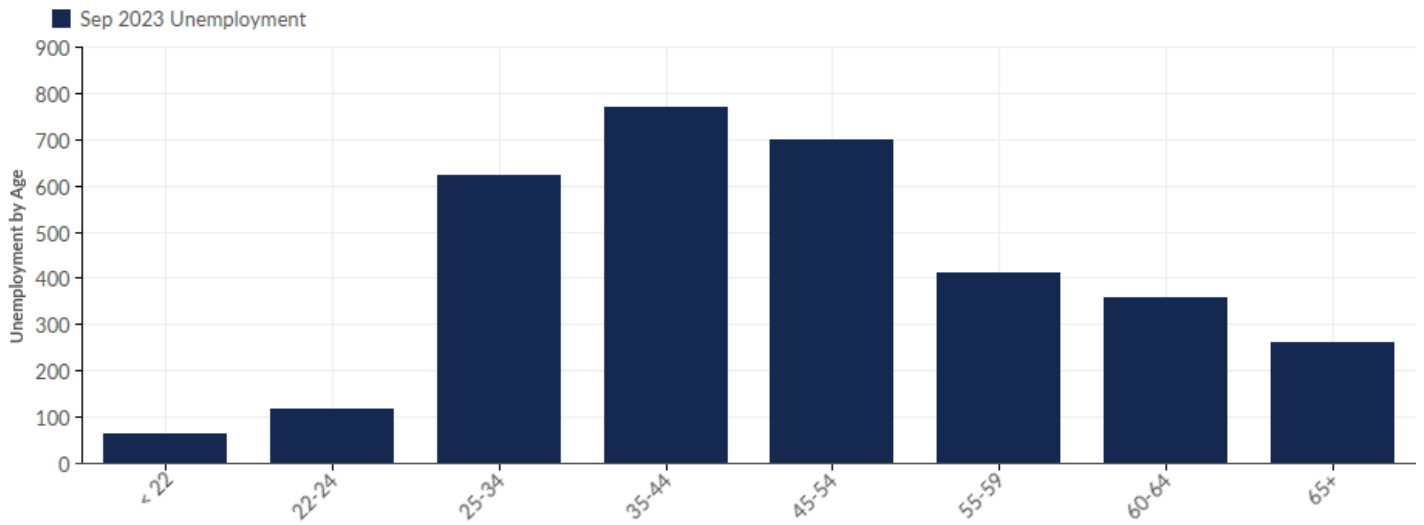
Educational Attainment

Concerning educational attainment, **14.6% of the selected regions' residents possess a Bachelor's Degree** (6.5% below the national average), and **12.9% hold an Associate's Degree** (4.0% above the national average).



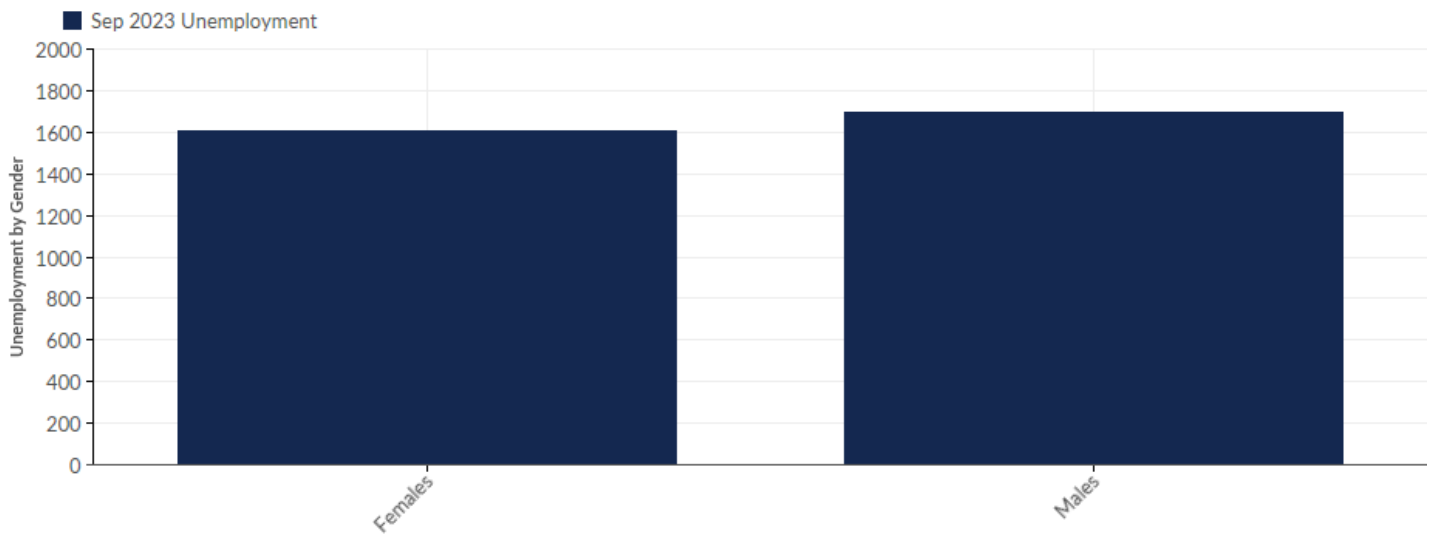
Unemployment by Demographics

Unemployment by Age



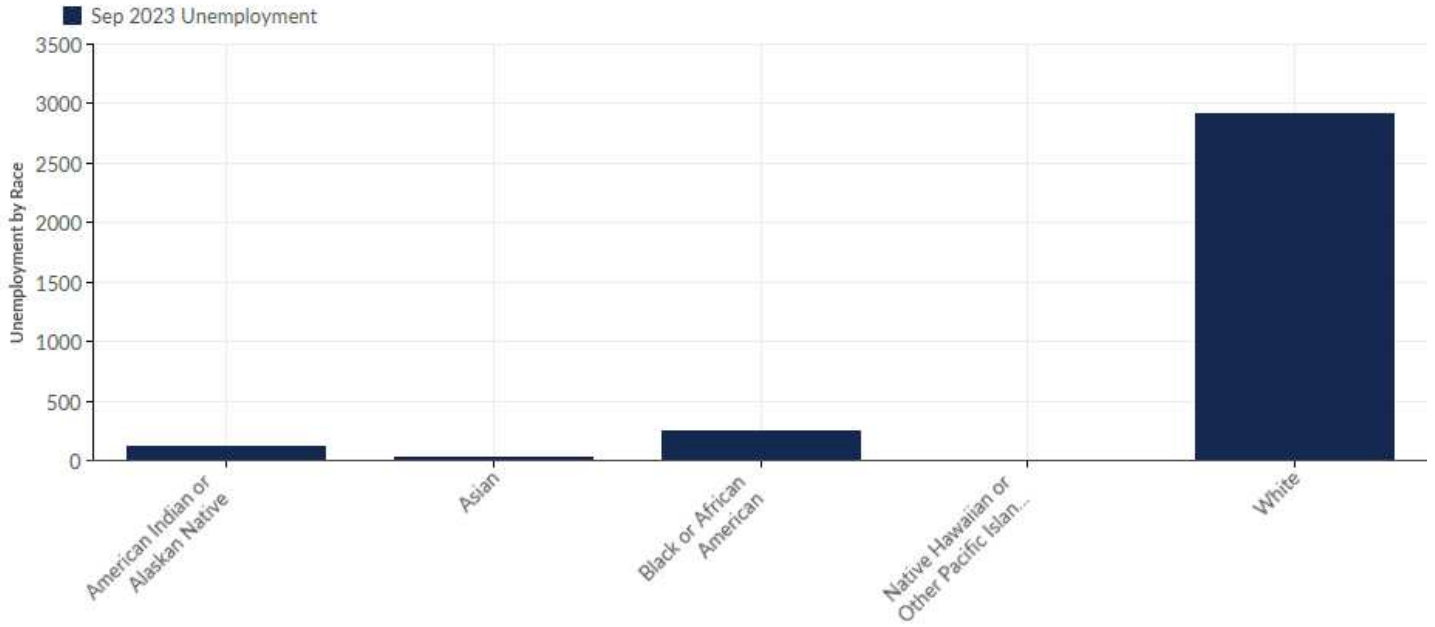
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	64	1.94%
22-24	116	3.52%
25-34	623	18.88%
35-44	770	23.33%
45-54	698	21.15%
55-59	410	12.42%
60-64	359	10.88%
65+	260	7.88%
Total	3,300	100.00%

Unemployment by Gender



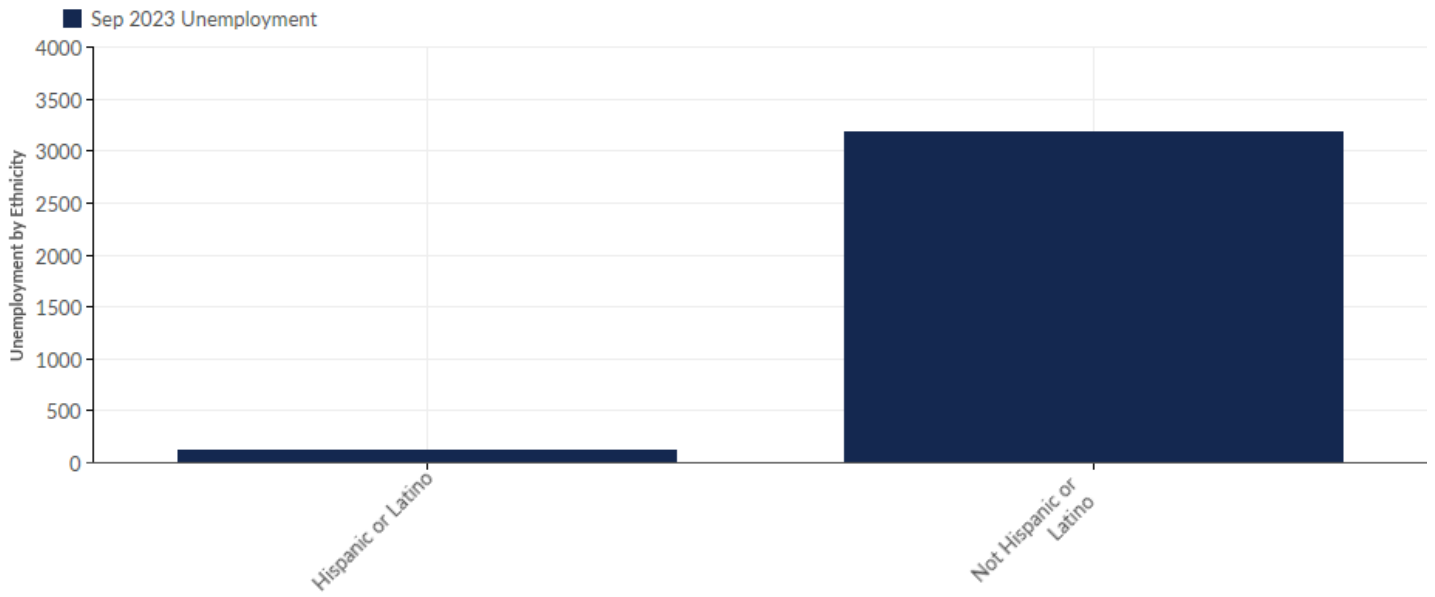
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	1,604	48.61%
Males	1,696	51.39%
Total	3,300	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	111	3.36%
Asian	30	0.91%
Black or African American	242	7.33%
Native Hawaiian or Other Pacific Islander	3	0.09%
White	2,913	88.27%
Total	3,300	100.00%

Unemployment by Ethnicity

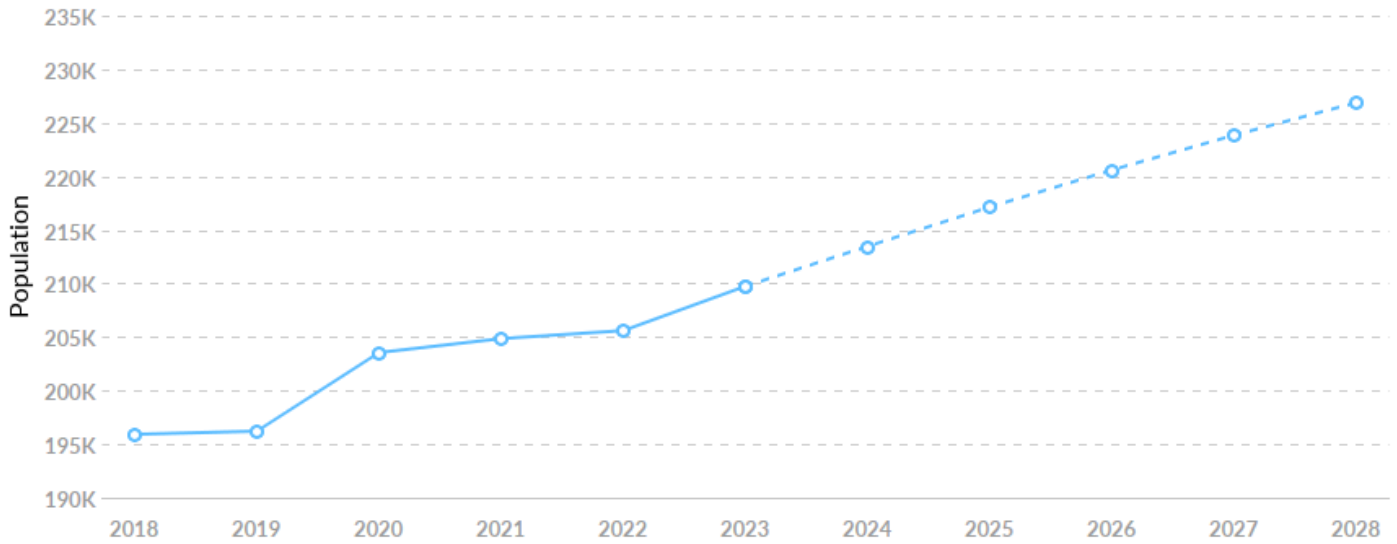


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	124	3.76%
Not Hispanic or Latino	3,176	96.24%
Total	3,300	100.00%

Historic & Projected Trends

Population Trends

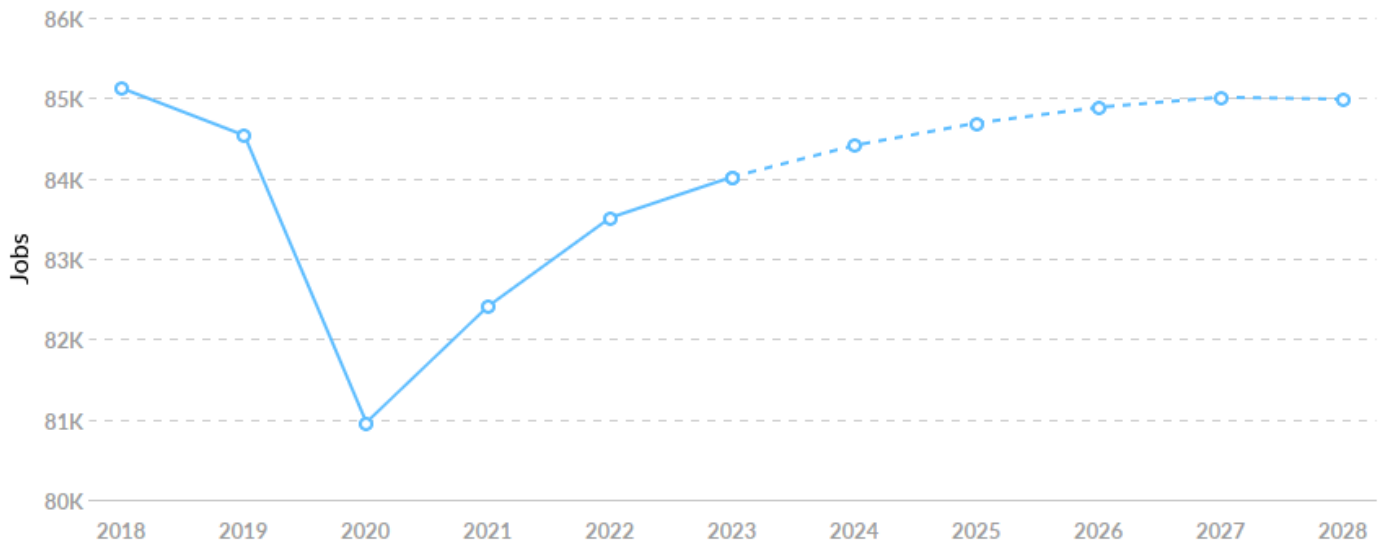
As of 2023 the region's population increased by 7.1% since 2018, growing by 13,824. Population is expected to increase by 8.2% between 2023 and 2028, adding 17,138.



Timeframe	Population
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
2028	226,883

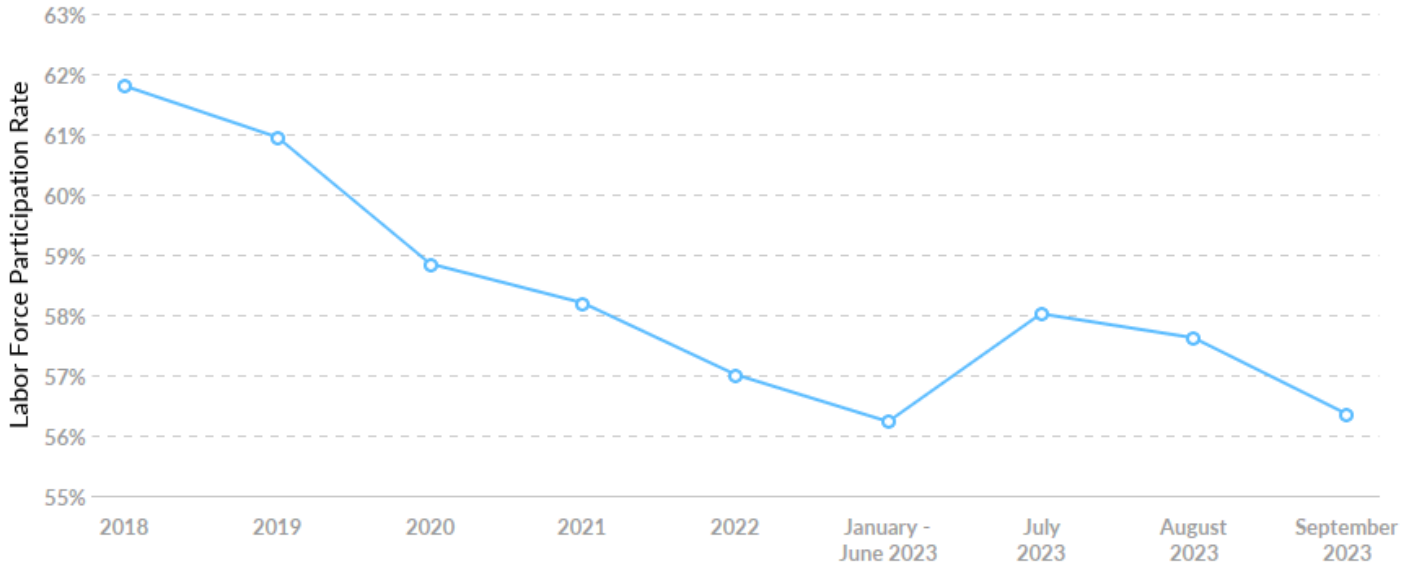
Job Trends

From 2018 to 2023, jobs declined by 1.3% in Grow North from 85,122 to 84,019. This change fell short of the national growth rate of 3.6% by 4.9%.



Timeframe	Jobs
2018	85,122
2019	84,537
2020	80,958
2021	82,409
2022	83,511
2023	84,019
2024	84,411
2025	84,689
2026	84,885
2027	85,010
2028	84,985

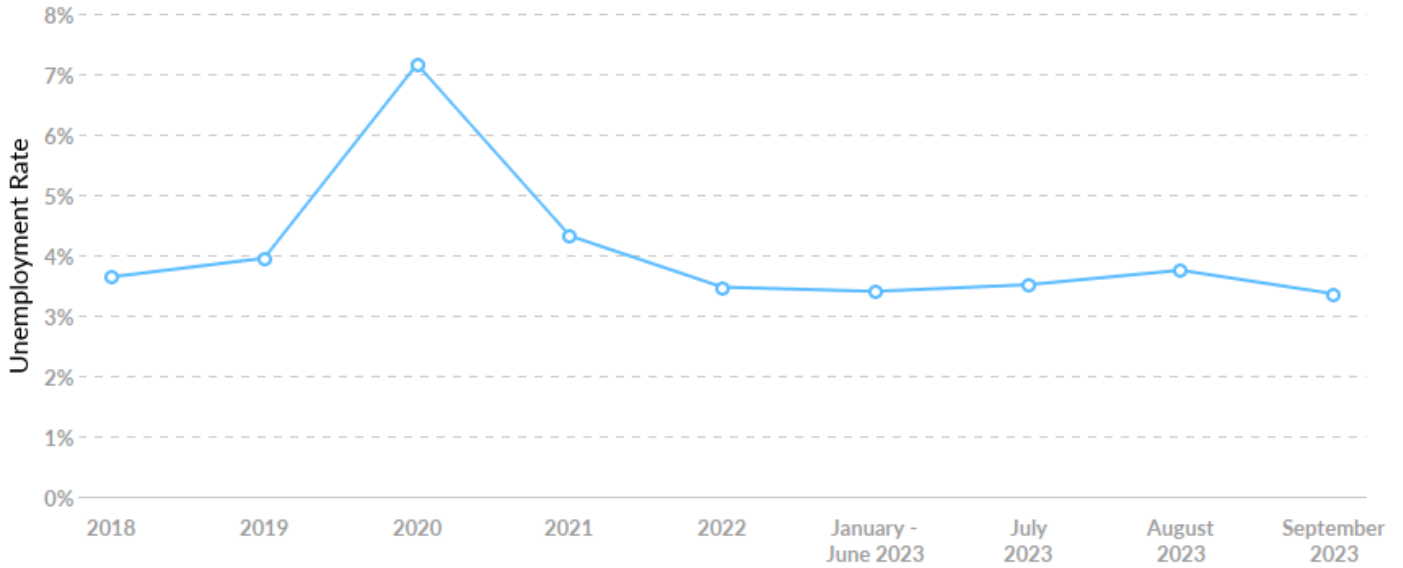
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	61.80%
2019	60.95%
2020	58.85%
2021	58.20%
2022	57.01%
January - June 2023	56.23%
July 2023	58.02%
August 2023	57.62%
September 2023	56.36%

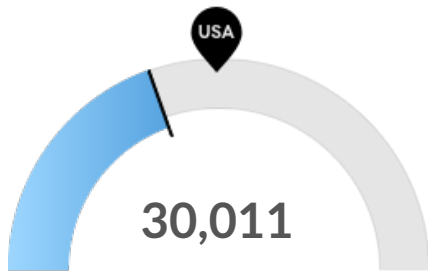
Unemployment Rate Trends

Your areas had a September 2023 unemployment rate of 3.36%, **decreasing from 3.64%** 5 years before.



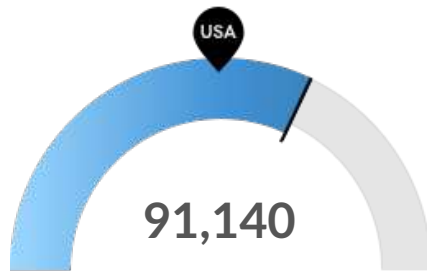
Timeframe	Unemployment Rate
2018	3.64%
2019	3.95%
2020	7.16%
2021	4.32%
2022	3.47%
January - June 2023	3.40%
July 2023	3.51%
August 2023	3.75%
September 2023	3.36%

Population Characteristics



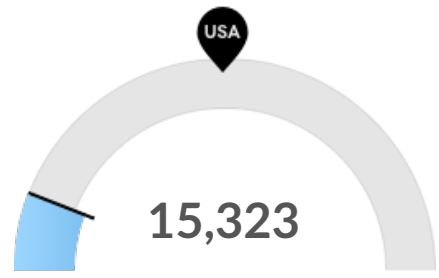
Millennials

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



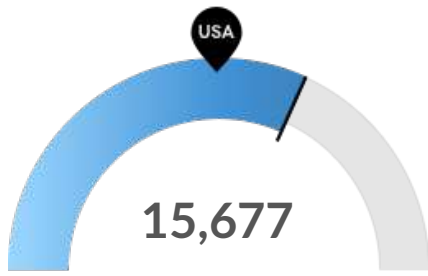
Retiring Soon

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.



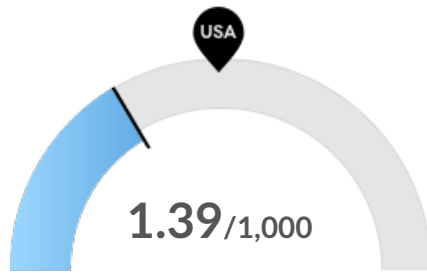
Racial Diversity

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.



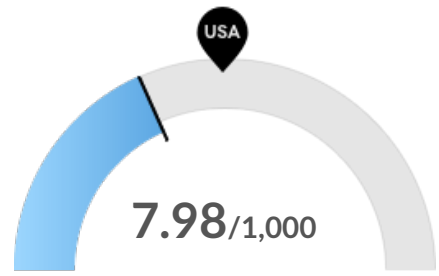
Veterans

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



Violent Crime

Your area has 1.39 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

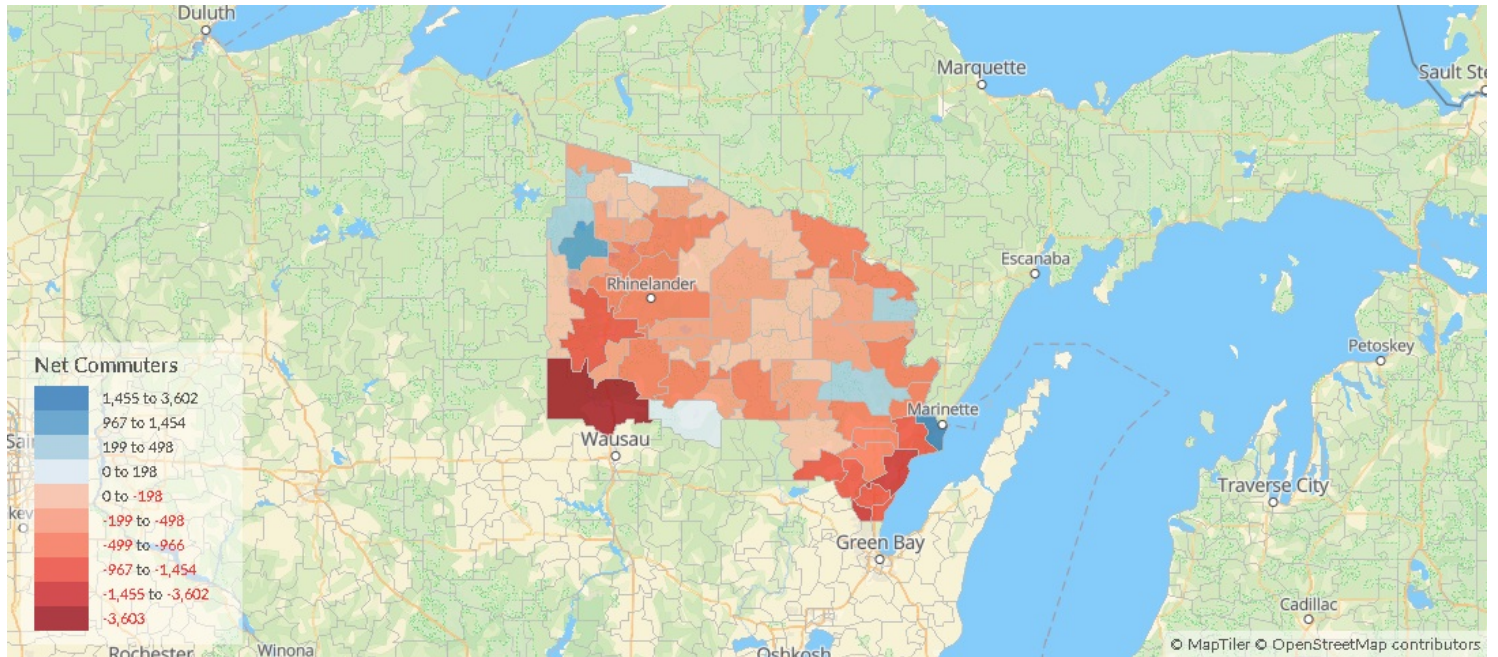


Property Crime

Your area has 7.98 property crimes per 1,000 people. The national rate is 12.12 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	2023 Employment
54501	Rhinelander, WI (in One...)	10,100
54143	Marinette, WI (in Marin...)	8,881
54409	Antigo, WI (in Langlade ...)	7,234
54452	Merrill, WI (in Lincoln c...)	6,726
54487	Tomahawk, WI (in Linco...)	4,438

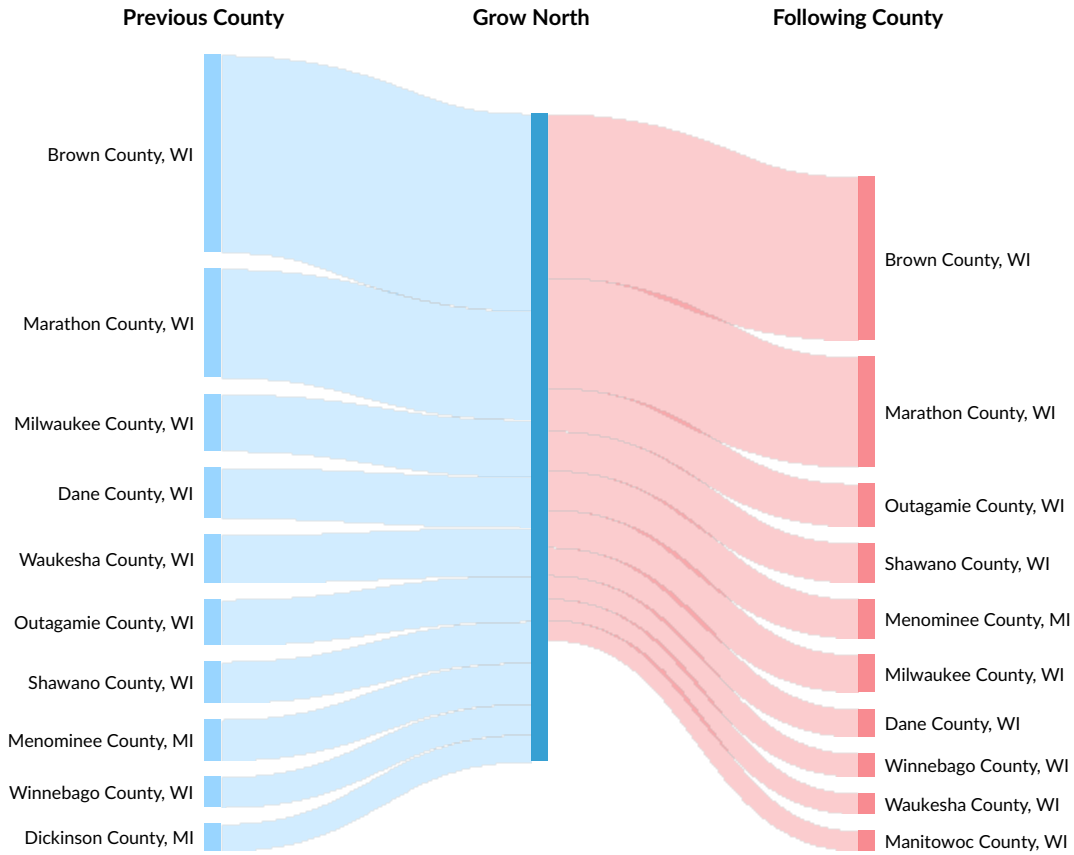
Where Talent Lives

ZIP	Name	2023 Workers
54501	Rhinelander, WI (in One...)	10,890
54452	Merrill, WI (in Lincoln c...)	10,329
54143	Marinette, WI (in Marin...)	7,427
54409	Antigo, WI (in Langlade ...)	7,065
54487	Tomahawk, WI (in Linco...)	5,668

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 2021, **1,165** people have migrated from Brown County, WI to Grow North. In the same year, **968** people left Grow North migrating to Brown County, WI. The total Net Migration for Grow North in 2021 was **2,542**.

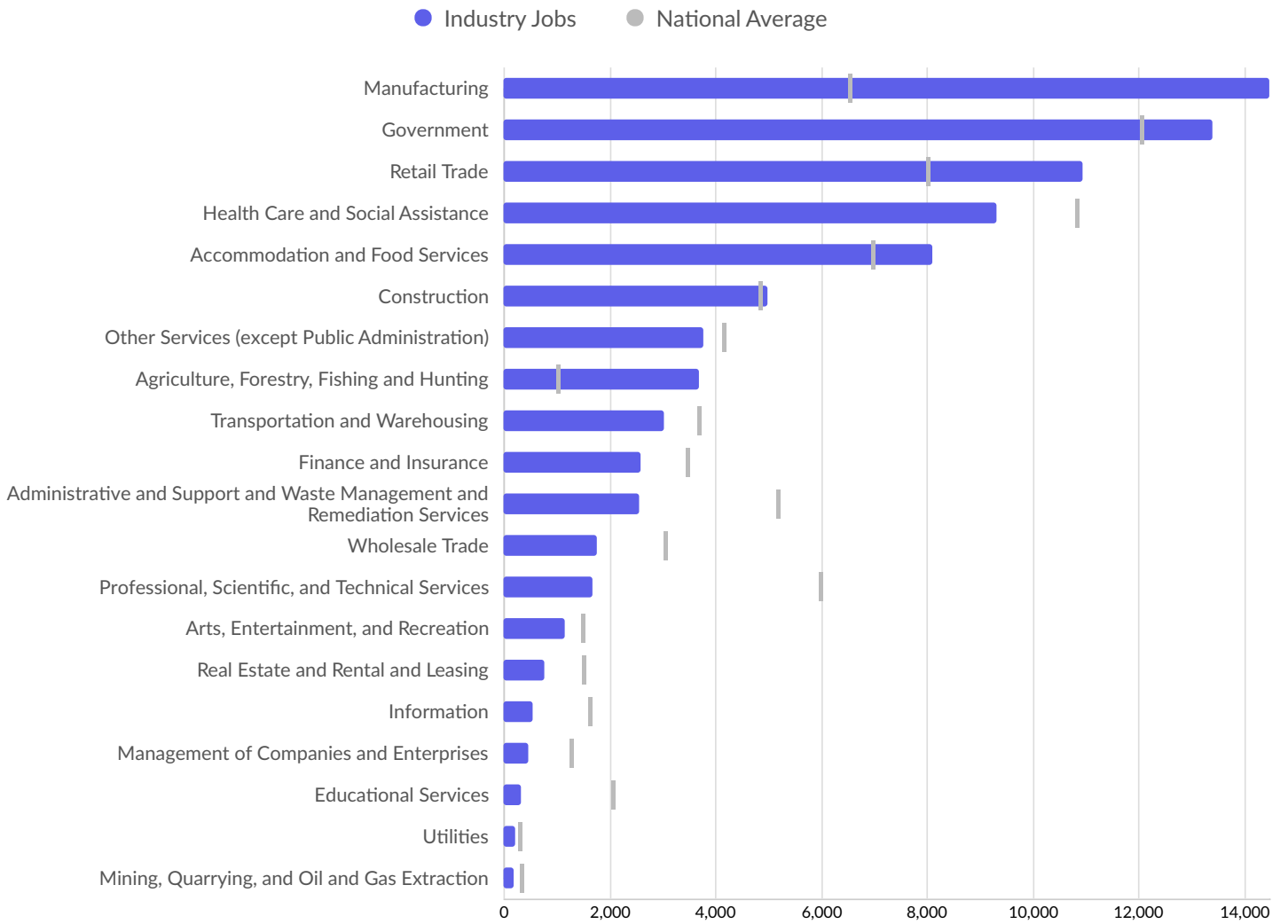


Top Previous Counties	Migrations
Brown County, WI	1,165
Marathon County, WI	643
Milwaukee County, WI	336
Dane County, WI	300
Waukesha County, WI	285
Outagamie County, WI	269

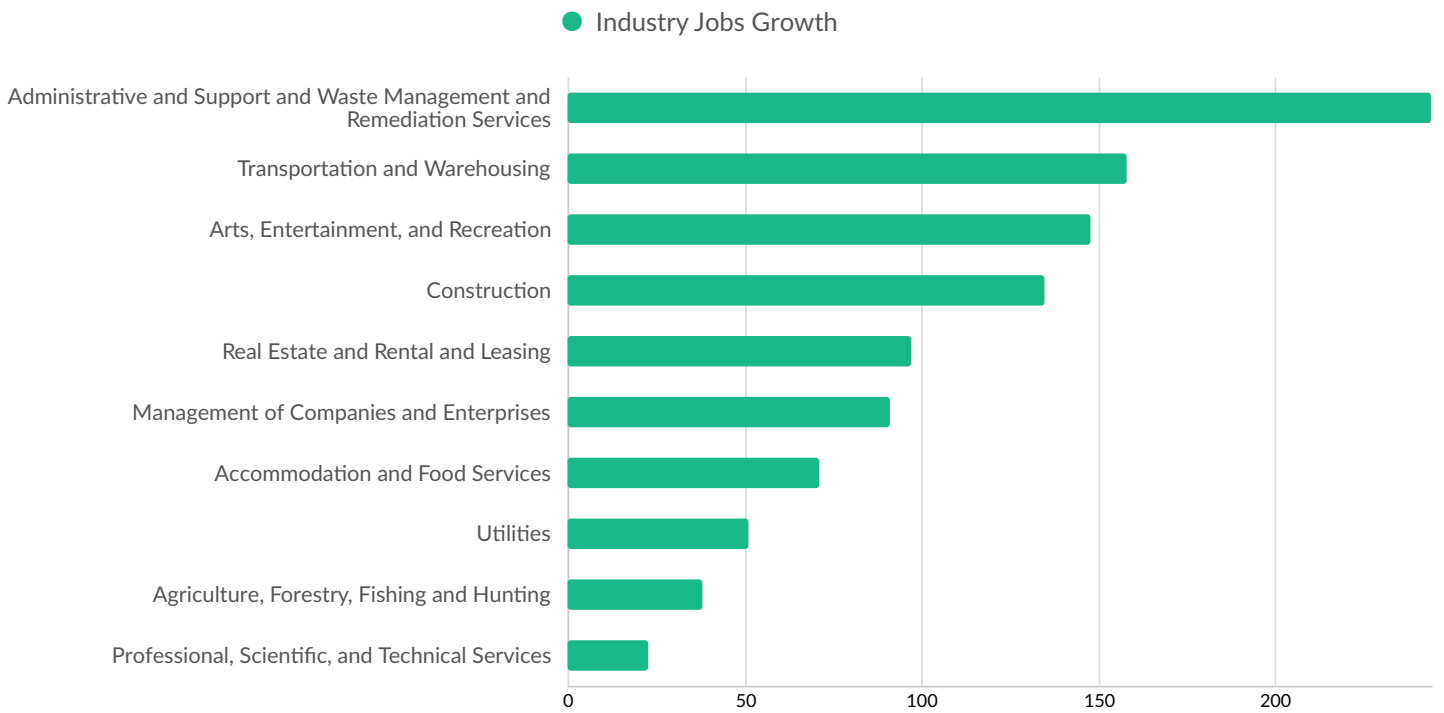
Top Previous Counties	Migrations
Shawano County, WI	245
Menominee County, MI	243
Winnebago County, WI	180
Dickinson County, MI	161
Portage County, WI	153
Cook County, IL	139
Manitowoc County, WI	133
Washington County, WI	125
Eau Claire County, WI	117
Top Following Counties	Migrations
Brown County, WI	968
Marathon County, WI	652
Outagamie County, WI	254
Shawano County, WI	233
Menominee County, MI	232
Milwaukee County, WI	222
Dane County, WI	165
Winnebago County, WI	139
Waukesha County, WI	124
Manitowoc County, WI	120
Dickinson County, MI	117
Racine County, WI	116
Portage County, WI	114
Eau Claire County, WI	107
Fond du Lac County, WI	100

Industry Characteristics

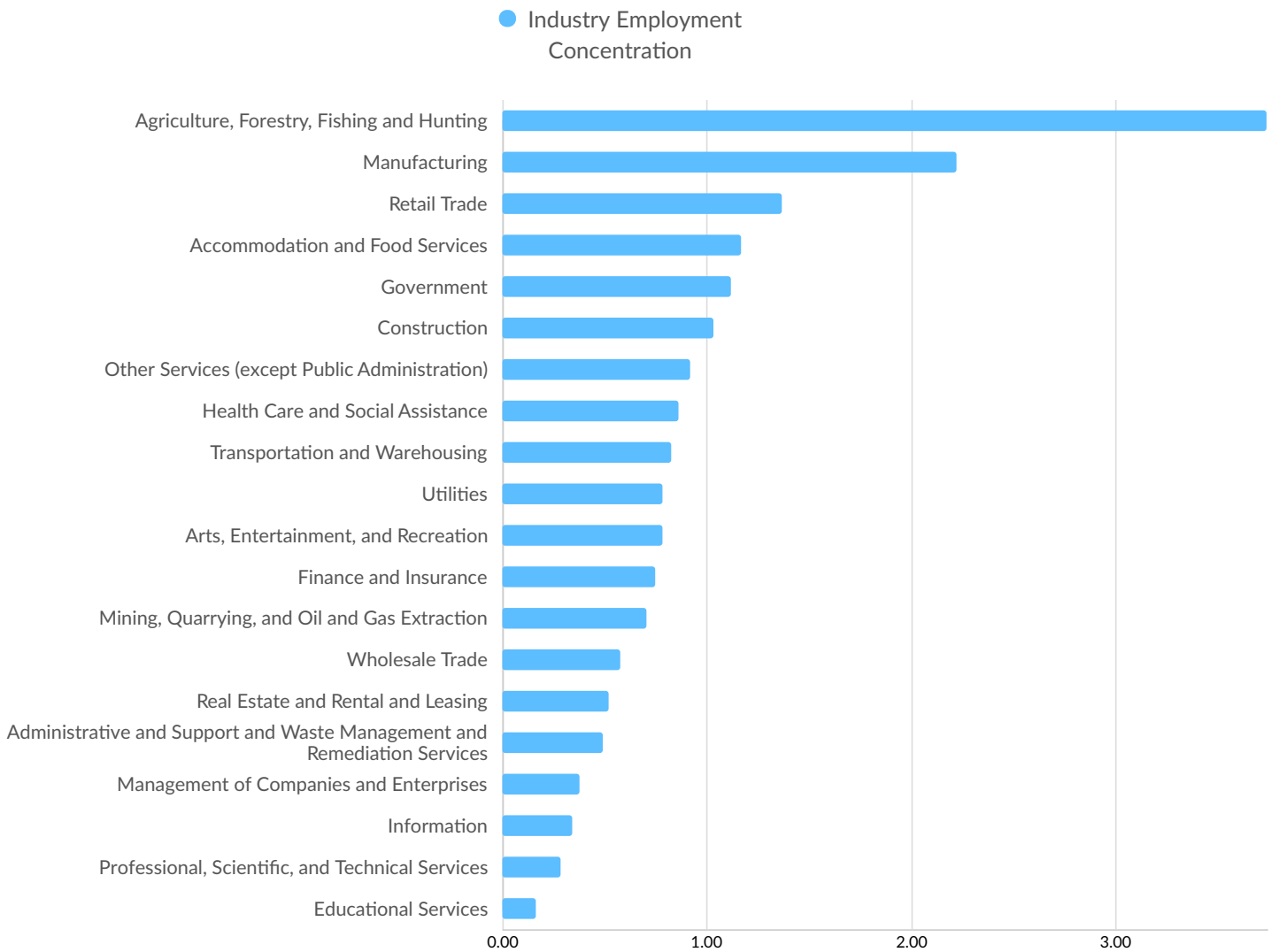
Largest Industries



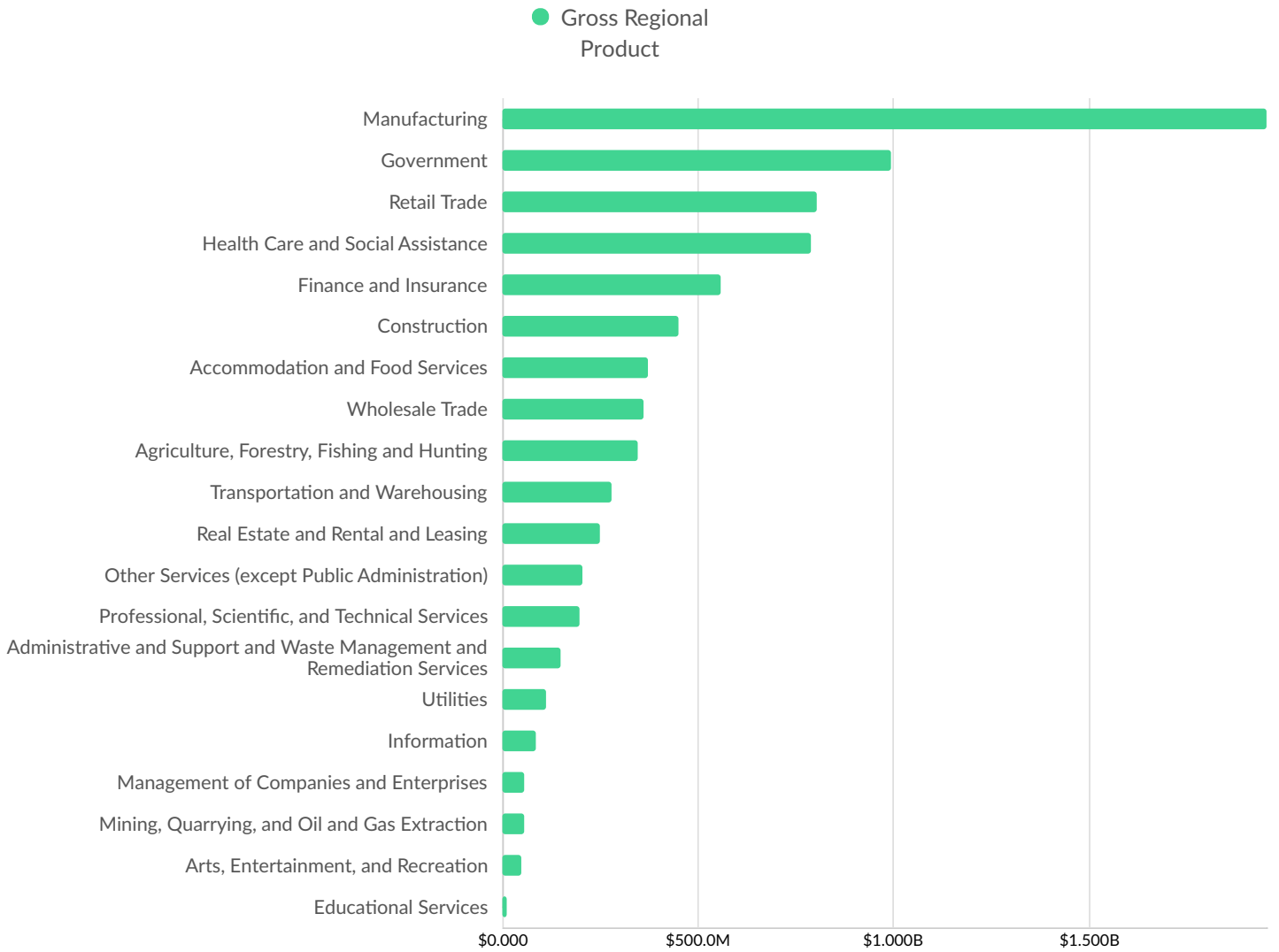
Top Growing Industries



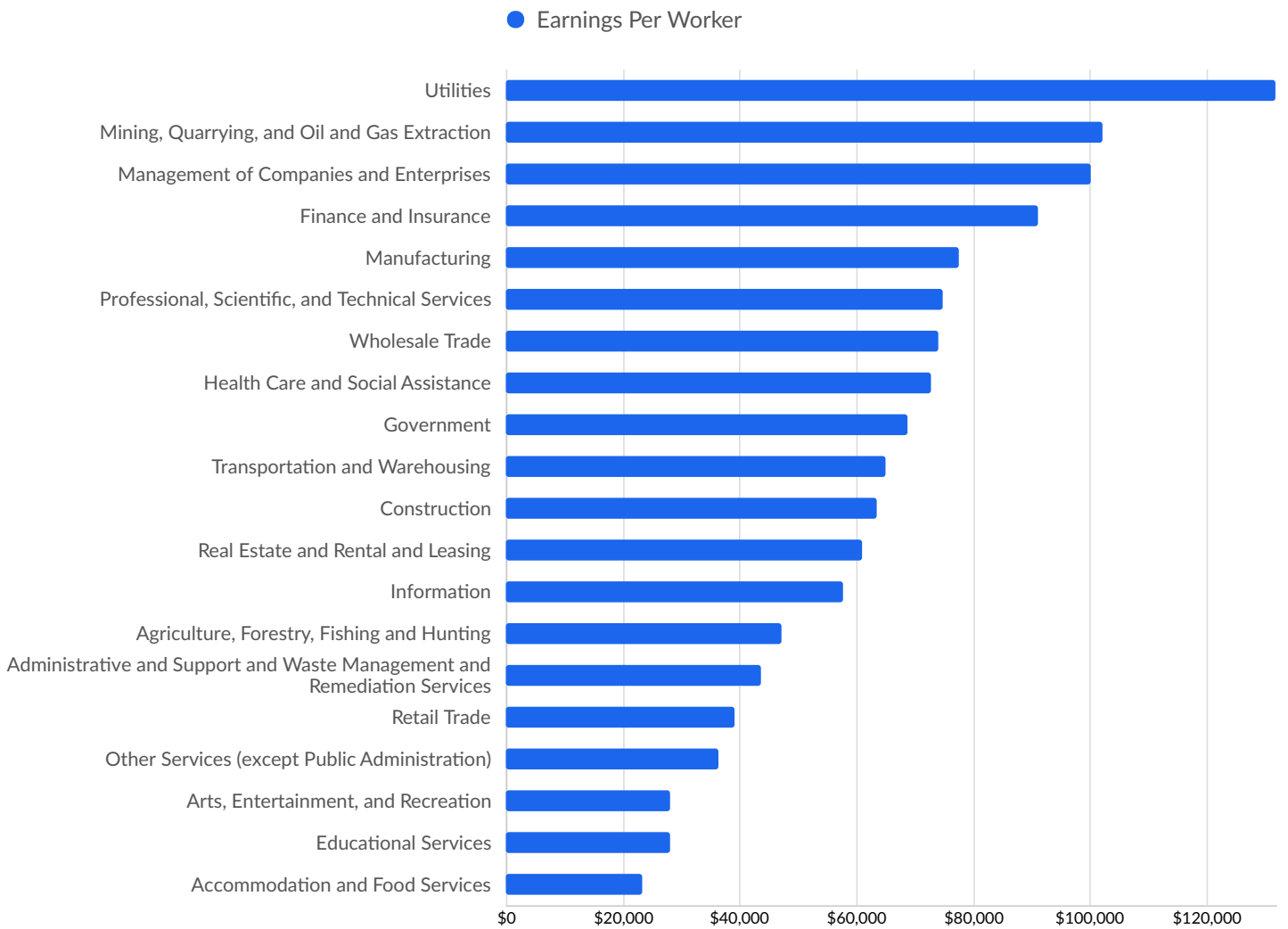
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



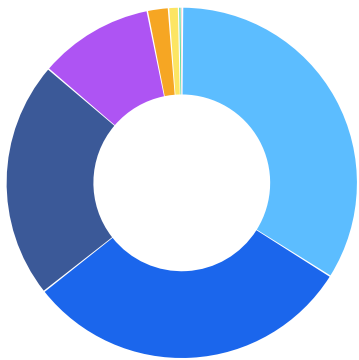
Business Characteristics

13,049 Companies Employ Your Workers

Online profiles for your workers mention 13,049 companies as employers, with the top 10 appearing below. In the last 12 months, 1,270 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...	331 	Aspirus	444 
State of Wisconsin	302 	Advocate Aurora Health	274 
Marshfield Clinic	292 	Johnson Controls	194 
Aspirus	286 	Walmart	150 
Ministry Health Care	266 	Fincantieri Marine Group	149 
Walmart	250 	Walgreens Boots Alliance	146 
Fincantieri Marine Group	222 	Kwik Trip	138 
Nicolet College	191 	Nicolet National Bank	131 
University of Wisconsin System	176 	Dollar General	115 
Bay Area Medical Center	146 	Marshfield Clinic	115 

Business Size

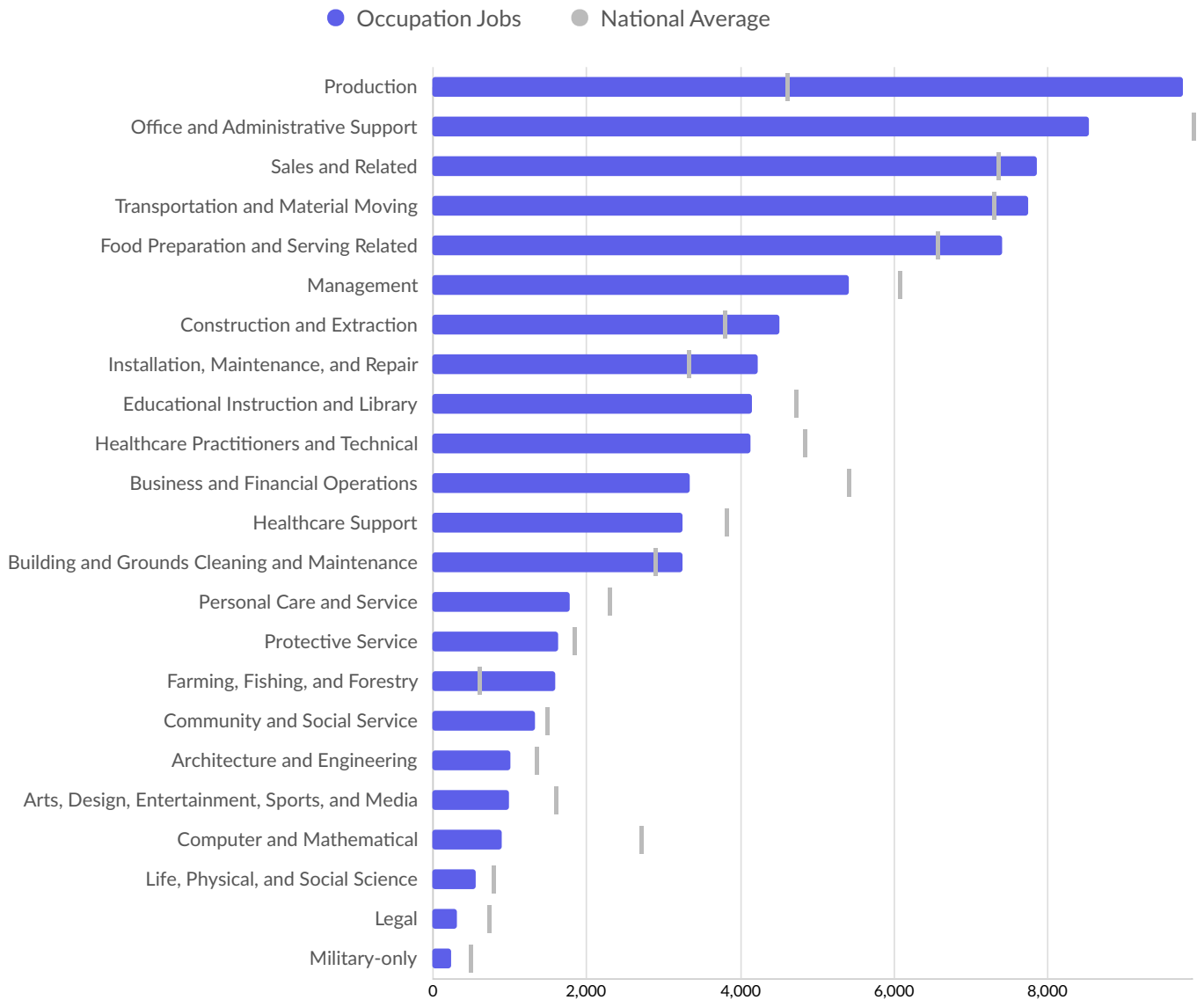


	Percentage	Business Count
● 1 to 4 employees	33.9%	3,096
● 5 to 9 employees	30.4%	2,783
● 10 to 19 employees	21.9%	2,000
● 20 to 49 employees	10.6%	968
● 50 to 99 employees	1.9%	178
● 100 to 249 employees	0.9%	84
● 250 to 499 employees	0.2%	22
● 500+ employees	0.1%	11

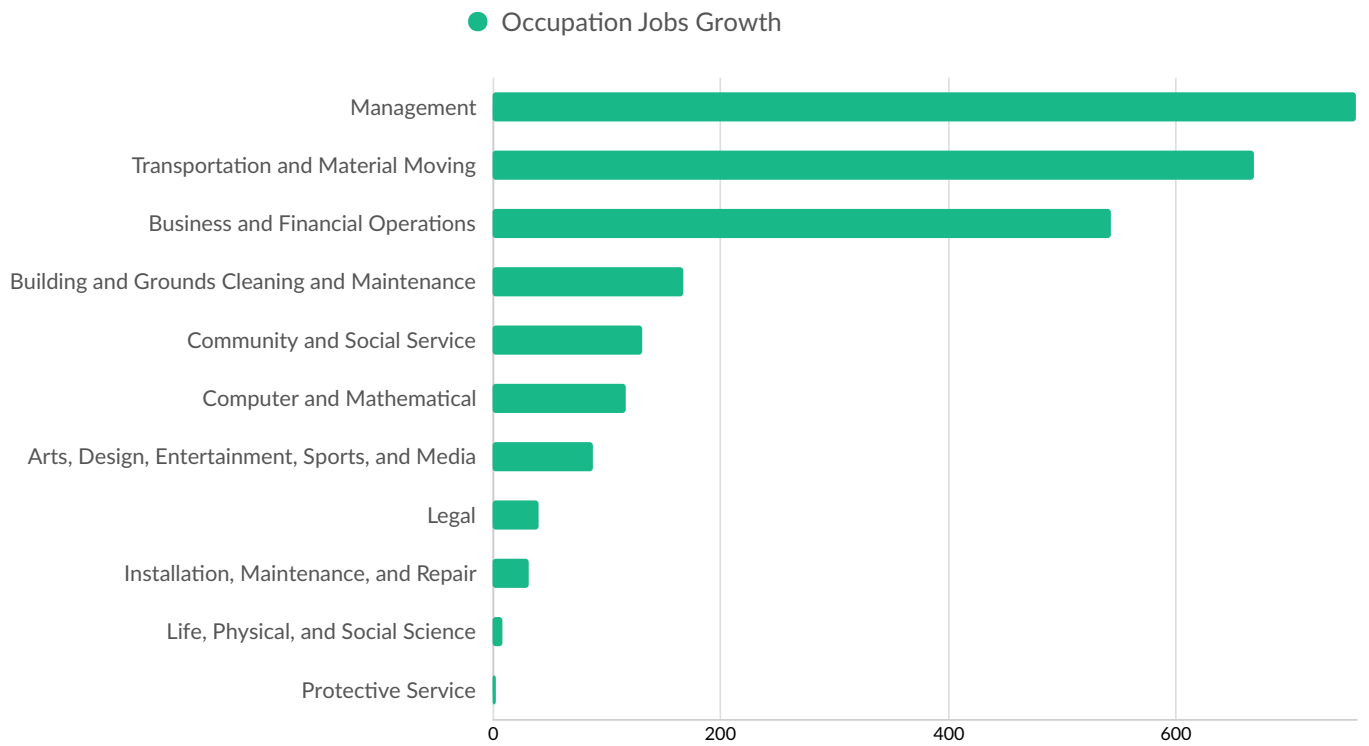
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

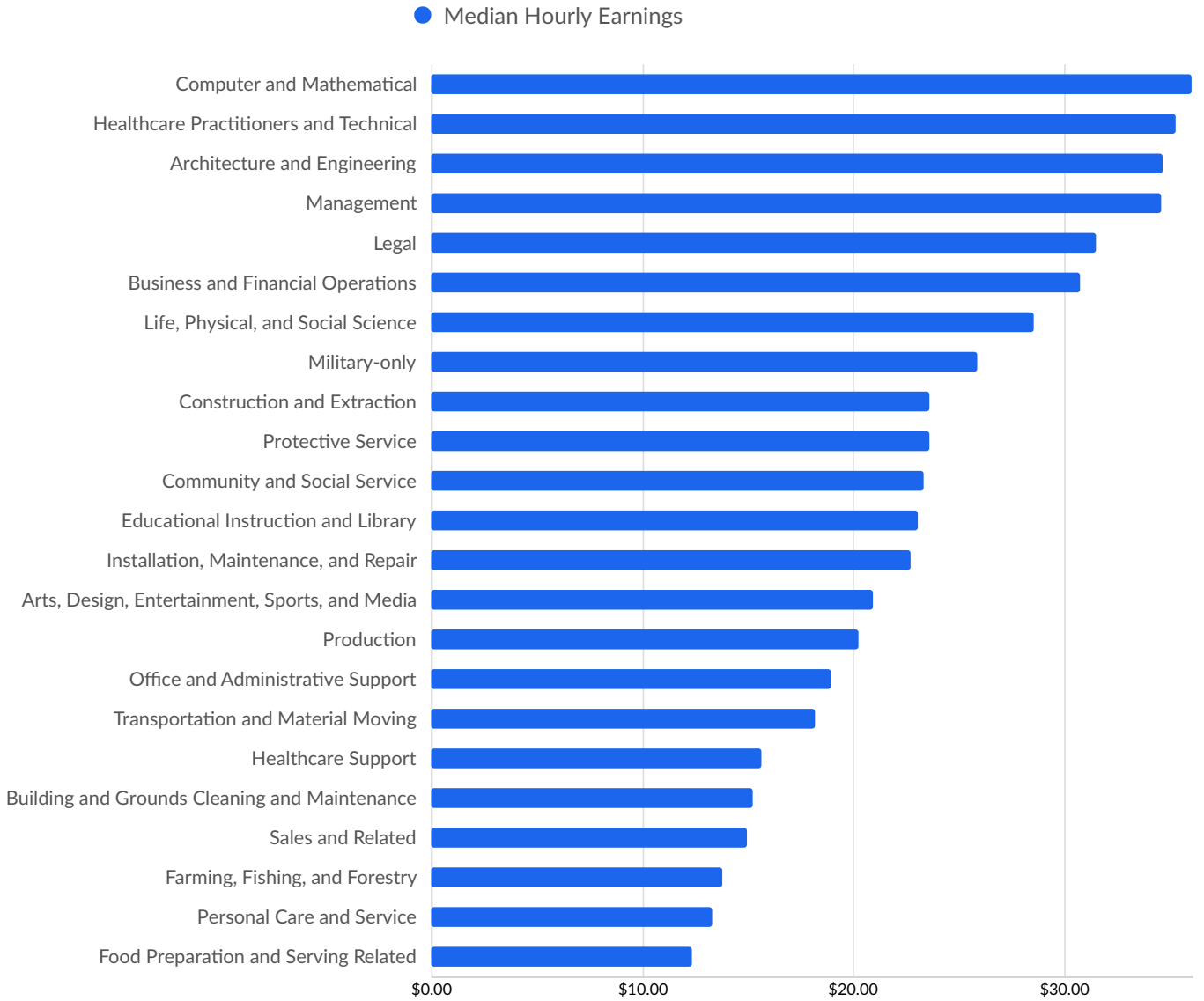


Top Occupation Employment Concentration

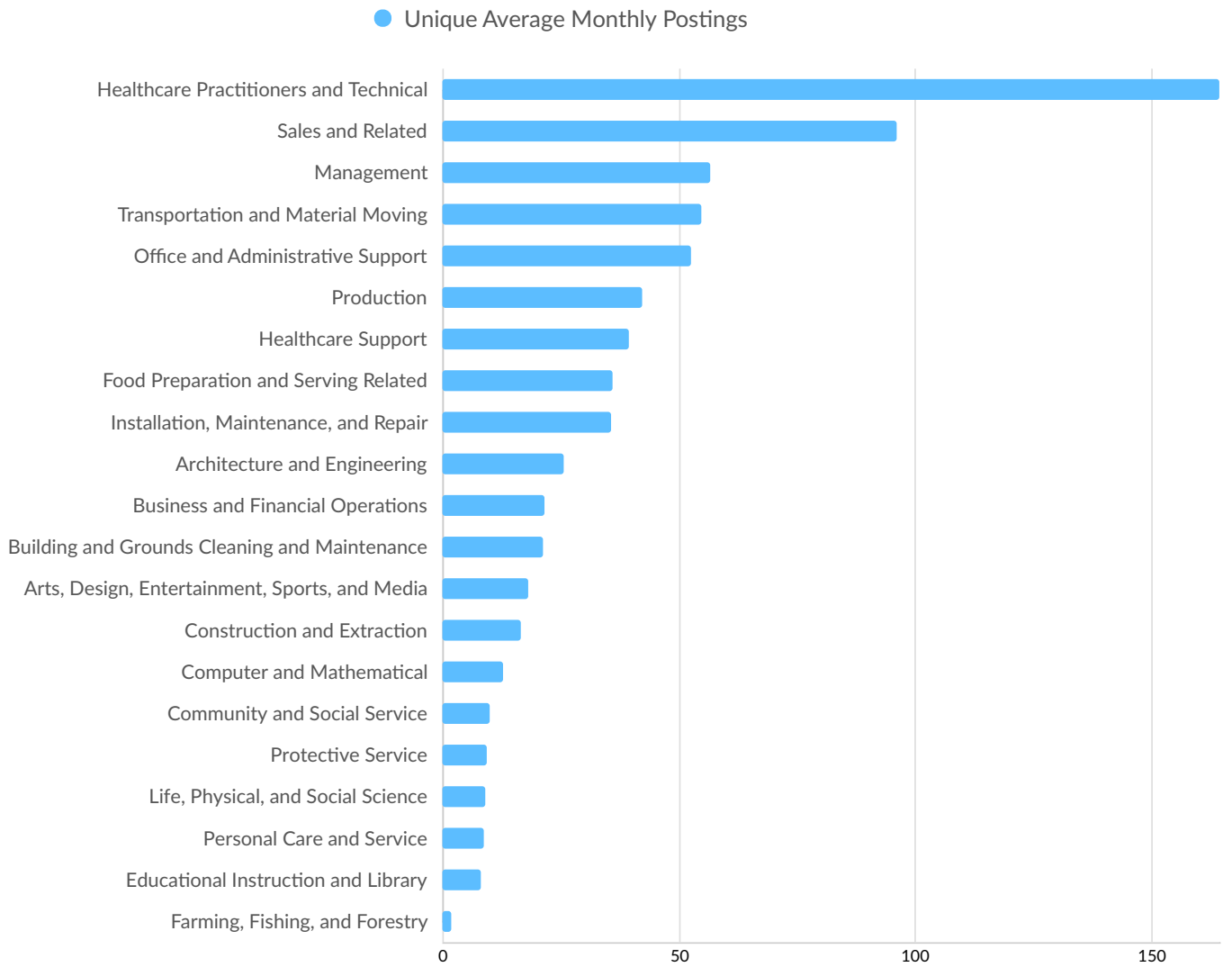
● Occupation Employment Concentration



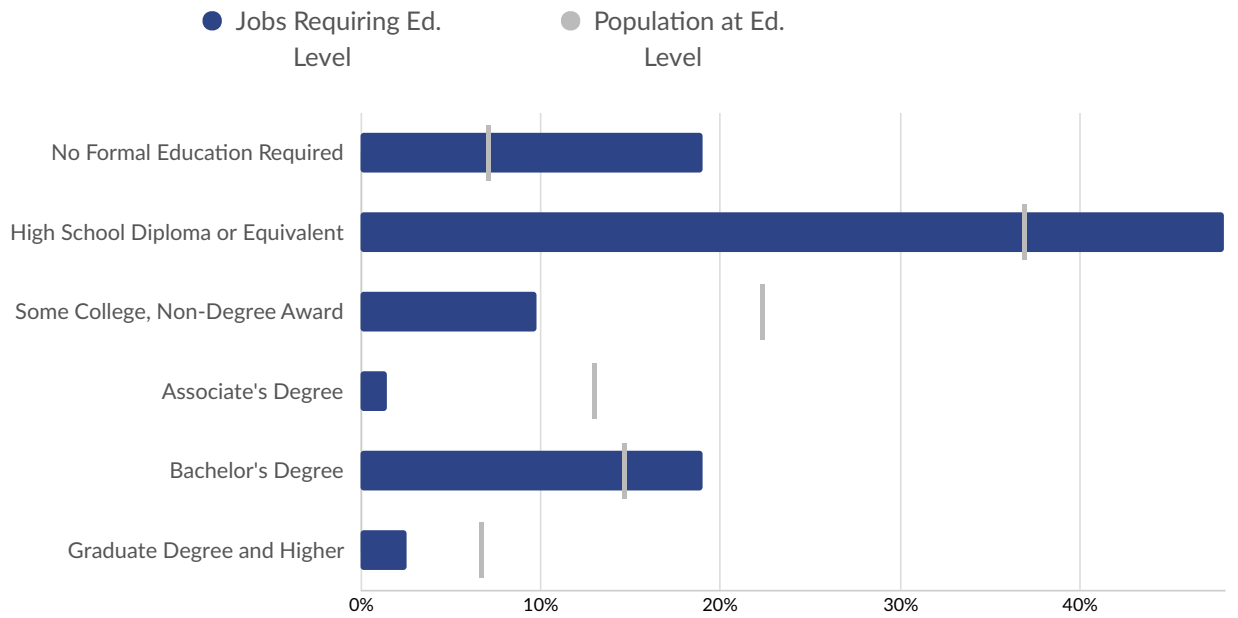
Top Occupation Earnings



Top Posted Occupations

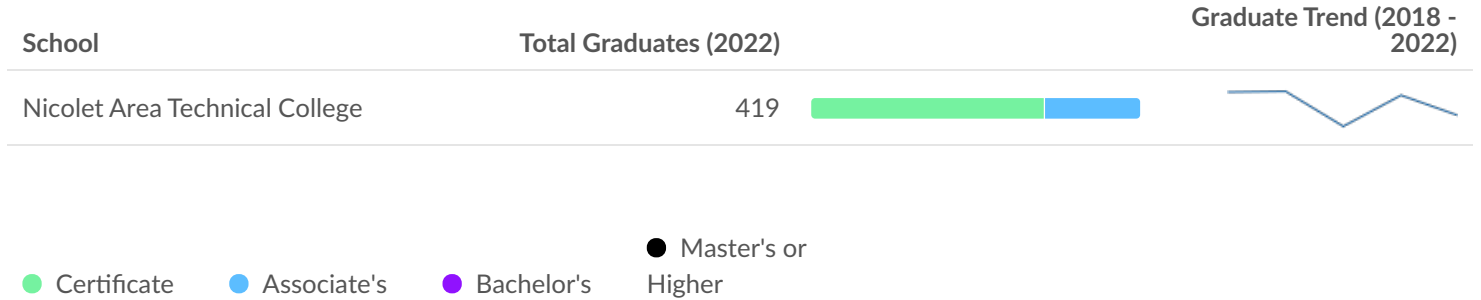


Underemployment



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

