Grow North

North Central Wisconsin Regional Planning Commission

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Wausau, Wisconsin 54403

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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

209,745

Population (2023)

Population **grew by 13,824** over the last 5 years and is projected to **grow by 17,140** over the next 5 years.

84,067

Total Regional Employment

Jobs **decreased by 1,055** over the last 5 years but are projected to **grow by 1,008** over the next 5 years.

$59.2K

Avg. Earnings Per Job (2023)

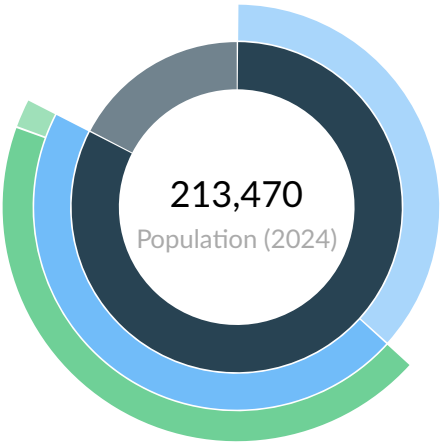
Regional average earnings per job are **$23.4K below** the national average earnings of $82.6K per job.

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 17,140.
- From 2018 to 2023, jobs **declined by 1.2%** in Grow North from 85,122 to **84,067**. This change **fell short of the national growth rate of 3.9% by 5.1%**. As the number of jobs declined, the **labor force participation rate decreased from 61.1% to 56.0% between 2018 and 2023**.
- Concerning educational attainment, **14.4% of the selected regions' residents possess a Bachelor's Degree** (6.8% below the national average), and **12.8% 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 (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	213,470	97,945	84,067	100.5	$9.35B	$15.92B	$12.45B
State	5,942,701	3,116,137	3,233,104	100.2	$403.20B	$378.85B	$404.51B

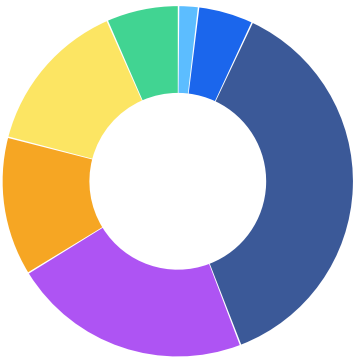
Feb 2024 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	176,170
Not in Labor Force (16+)	78,225
Labor Force	97,945
Employed	93,592
Unemployed	4,353
Under 16, Military, and institutionalized Population	37,300

Educational Attainment

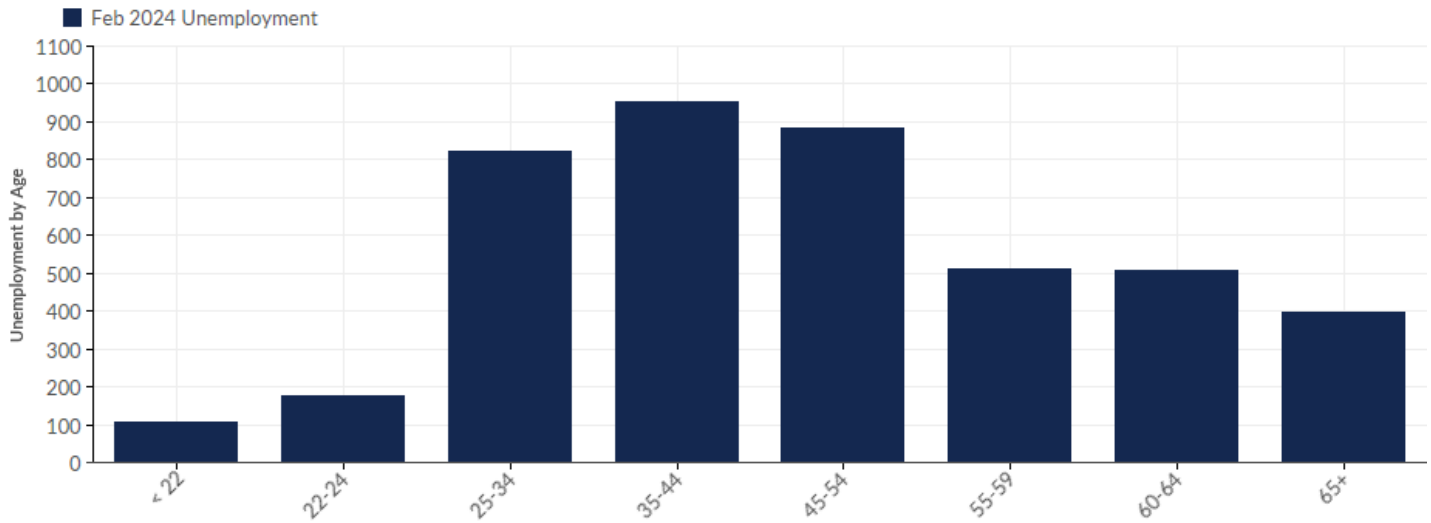
Concerning educational attainment, **14.4% of the selected regions' residents possess a Bachelor's Degree** (6.8% below the national average), and **12.8% hold an Associate's Degree** (4.0% above the national average).



	% of Population	Population
Less Than 9th Grade	1.8%	2,917
9th Grade to 12th Grade	5.1%	8,104
High School Diploma	37.2%	59,350
Some College	22.1%	35,213
Associate's Degree	12.8%	20,432
Bachelor's Degree	14.4%	22,928
Graduate Degree and Higher	6.7%	10,621

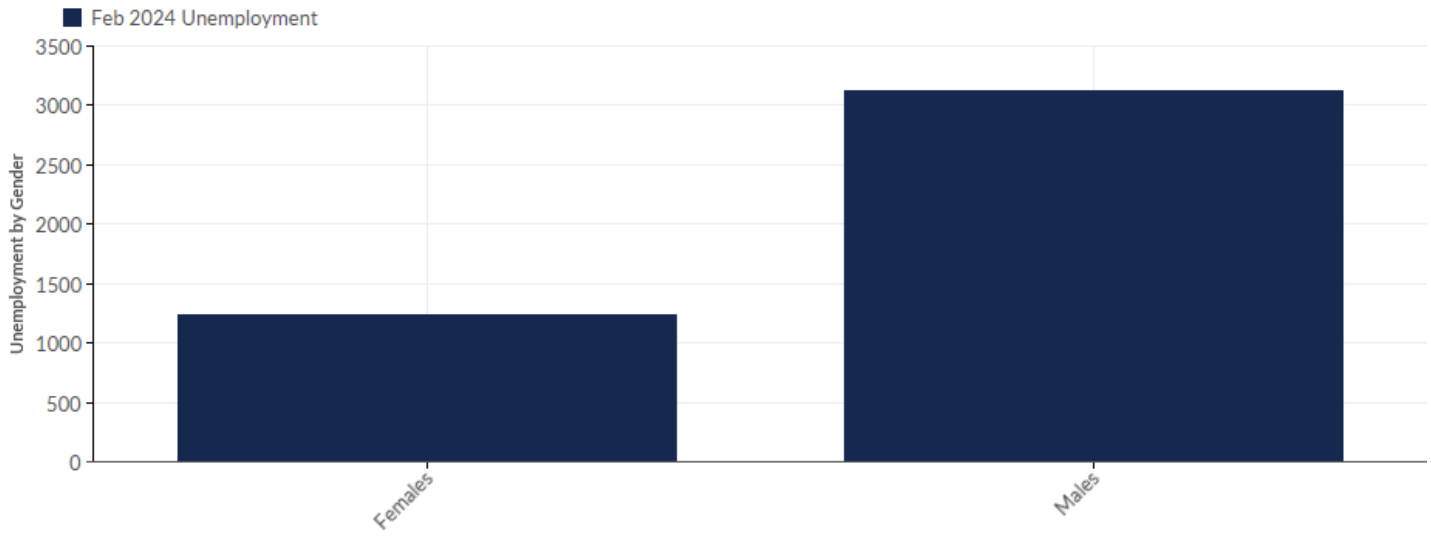
Unemployment by Demographics

Unemployment by Age



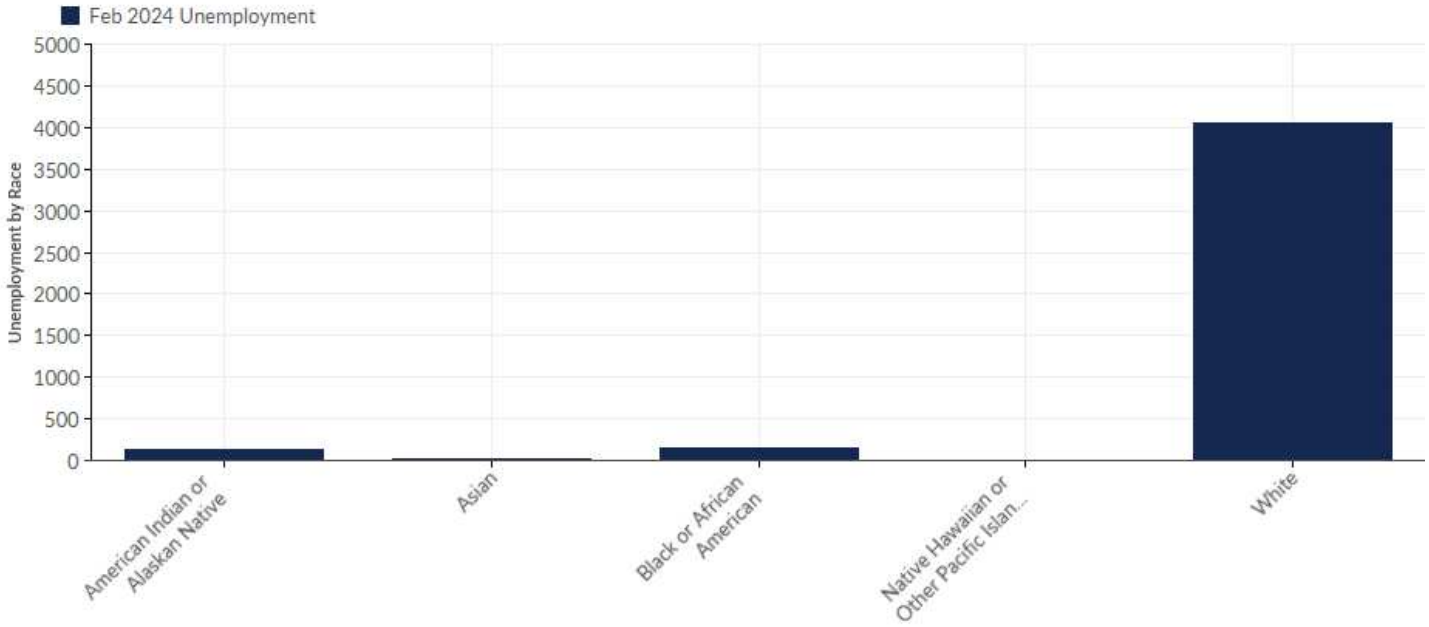
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	108	2.48%
22-24	176	4.04%
25-34	823	18.91%
35-44	951	21.85%
45-54	882	20.26%
55-59	510	11.72%
60-64	507	11.65%
65+	397	9.12%
Total	4,353	100.00%

Unemployment by Gender



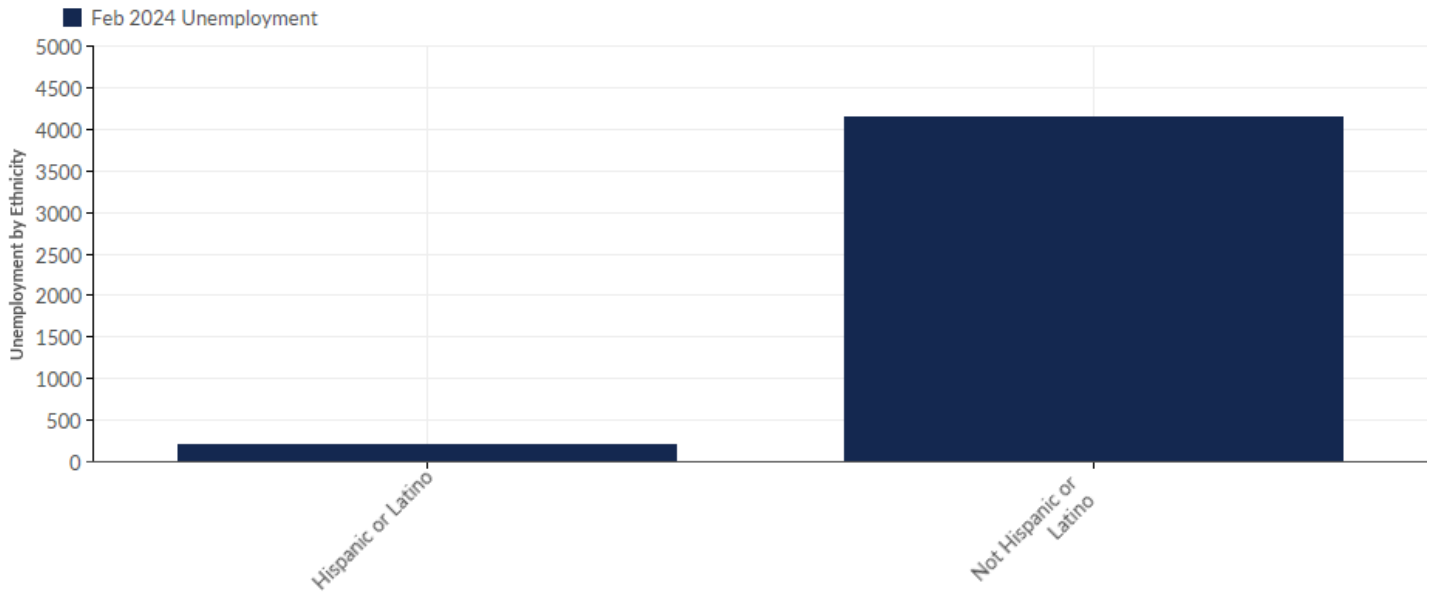
Gender		Unemployment (Feb 2024)	% of Unemployed
Females		1,235	28.37%
Males		3,118	71.63%
	Total	4,353	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	123	2.83%
Asian	23	0.53%
Black or African American	151	3.47%
Native Hawaiian or Other Pacific Islander	4	0.09%
White	4,052	93.09%
Total	4,353	100.00%

Unemployment by Ethnicity

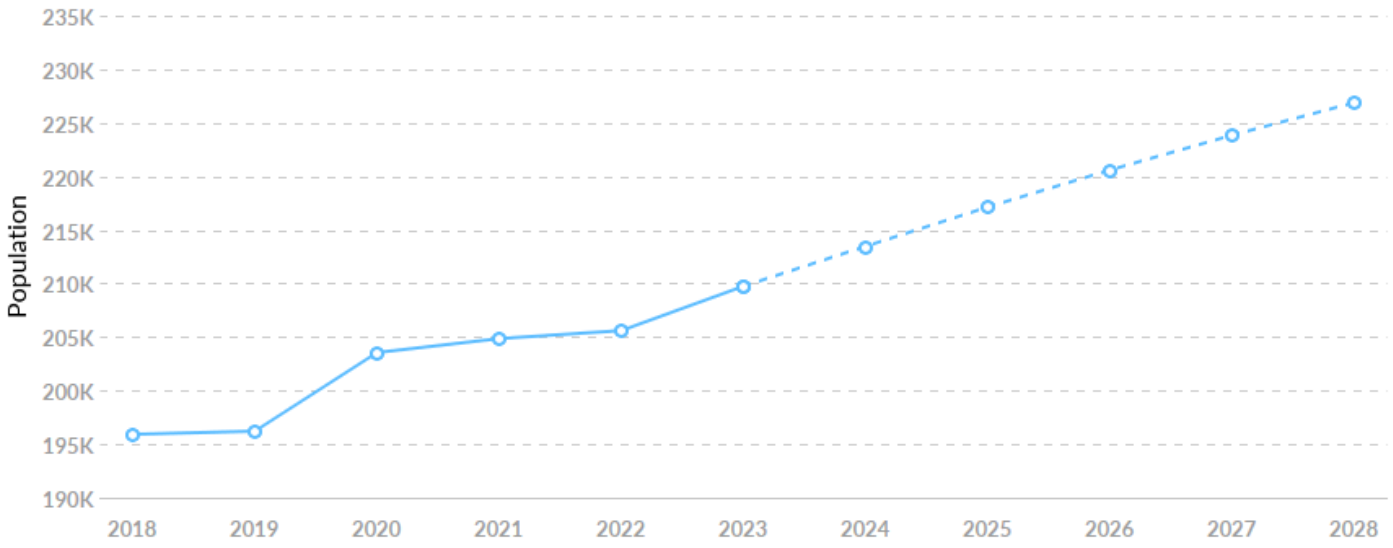


Ethnicity		Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino		202	4.64%
Not Hispanic or Latino		4,151	95.36%
	Total	4,353	100.00%

Historic & Projected Trends

Population Trends

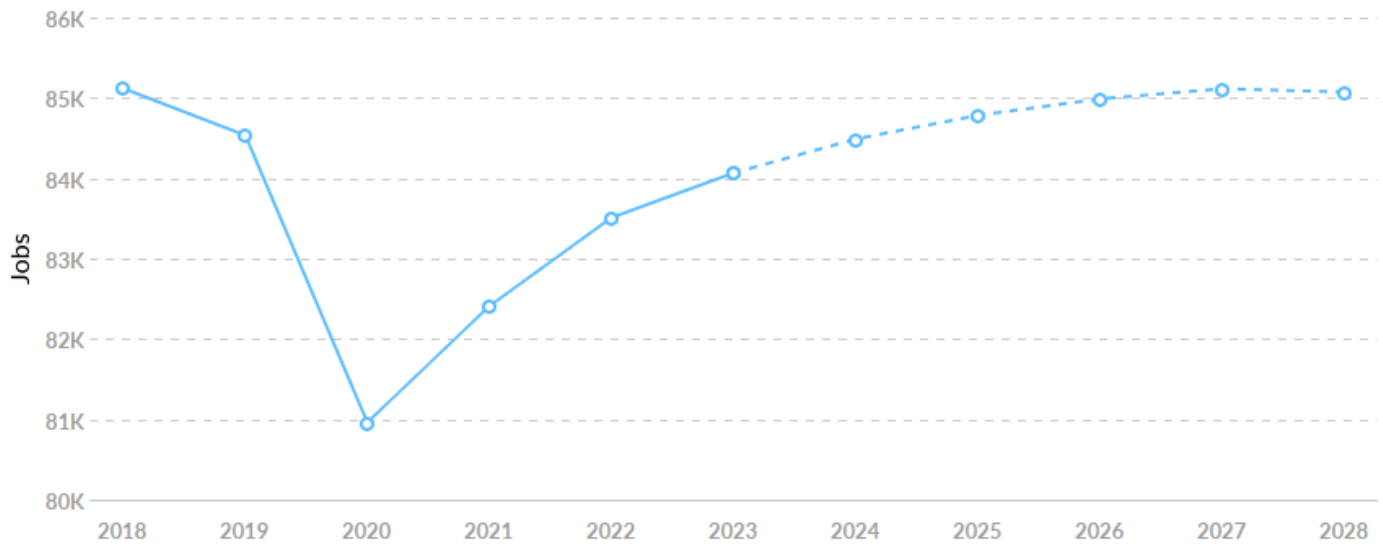
As of 2023 the region's population **increased by 7.1%** since 2018, growing by 13,824. Population is expected to **increase by 8.2%** between 2023 and 2028, adding 17,140.



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	220,592
2027	223,844
2028	226,885

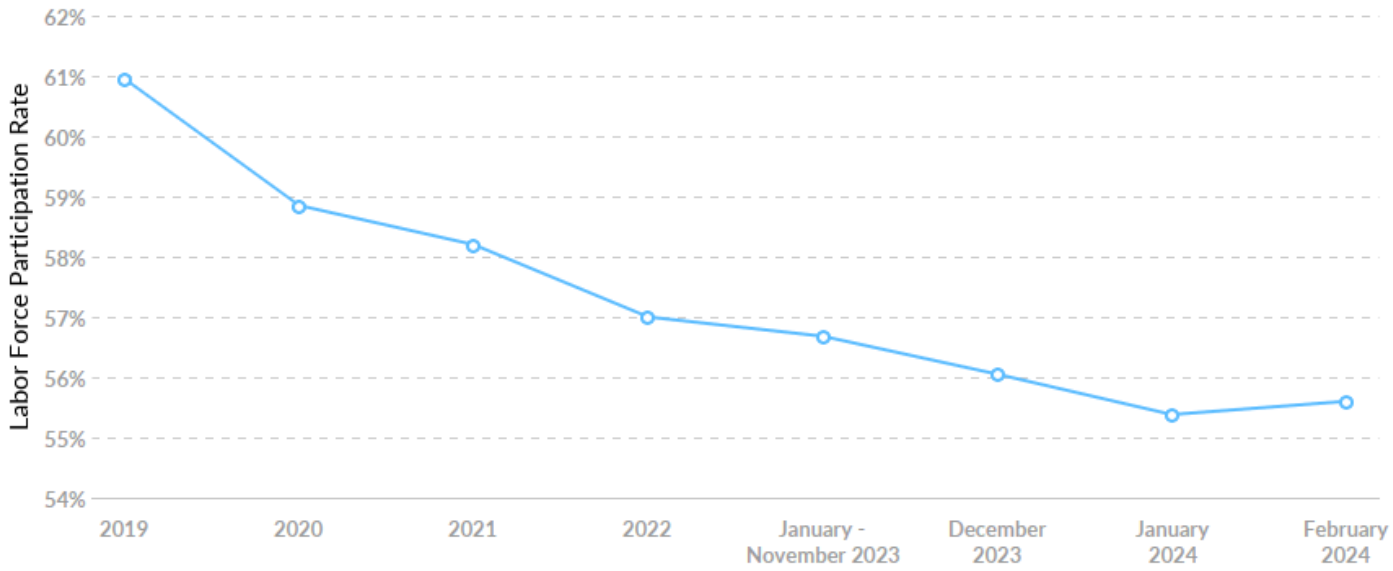
Job Trends

From 2018 to 2023, jobs **declined by 1.2%** in Grow North from 85,122 to **84,067**. This change **fell short of the national growth rate of 3.9% by 5.1%**.



Timeframe	Jobs
2018	85,122
2019	84,537
2020	80,958
2021	82,408
2022	83,510
2023	84,067
2024	84,489
2025	84,784
2026	84,989
2027	85,115
2028	85,075

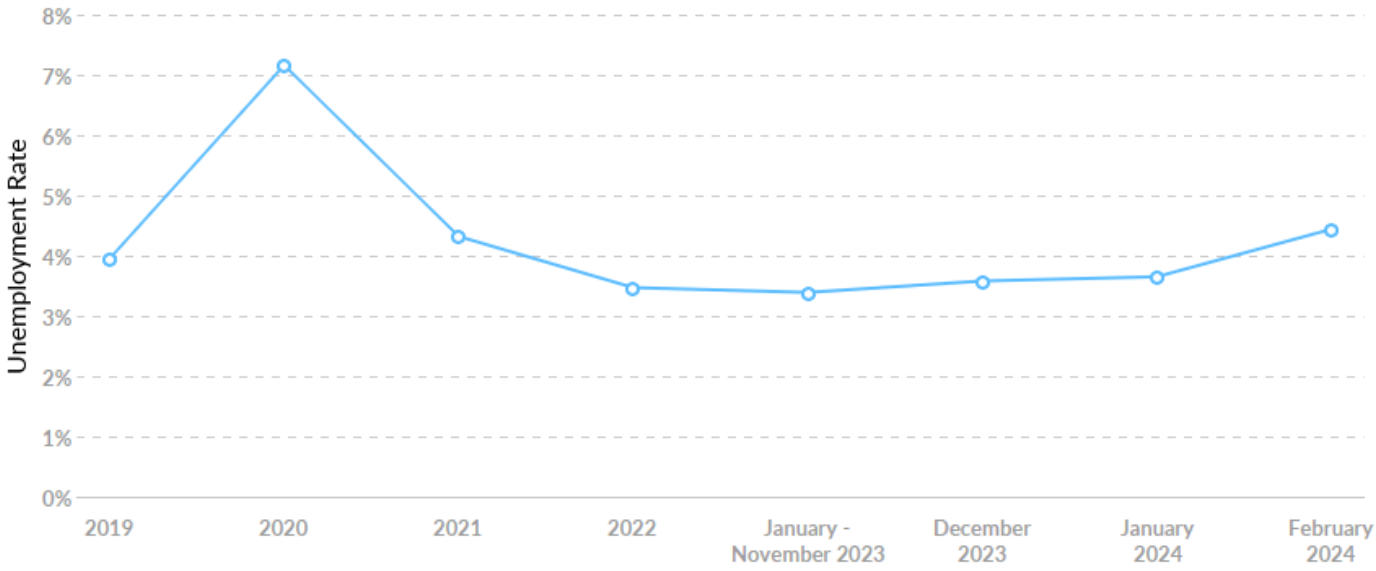
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	60.95%
2020	58.85%
2021	58.20%
2022	57.00%
January - November 2023	56.68%
December 2023	56.05%
January 2024	55.38%
February 2024	55.60%

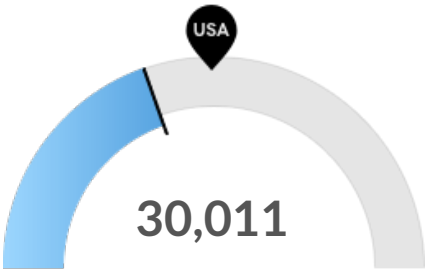
Unemployment Rate Trends

Your areas had a February 2024 unemployment rate of 4.44%, **increasing from 3.95%** 5 years before.



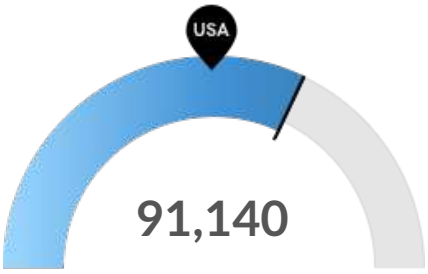
Timeframe	Unemployment Rate
2019	3.95%
2020	7.16%
2021	4.32%
2022	3.47%
January - November 2023	3.39%
December 2023	3.58%
January 2024	3.65%
February 2024	4.44%

Population Characteristics



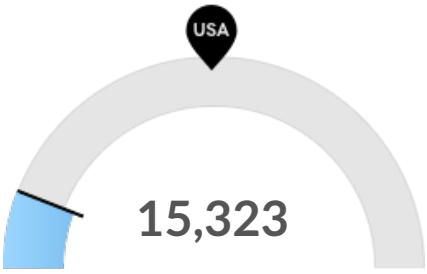
Millennials

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



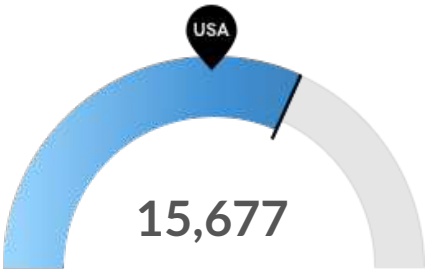
Retiring Soon

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.



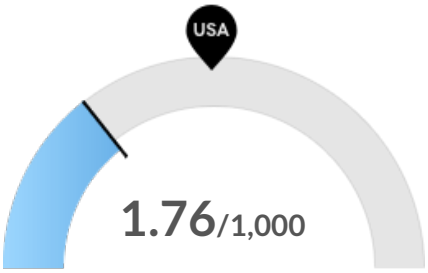
Racial Diversity

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.



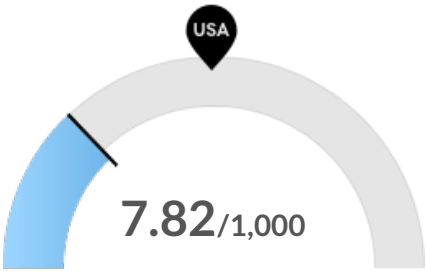
Veterans

Your area has 15,677 veterans. The national average for an area this size is 10,753.



Violent Crime

Your area has 1.76 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

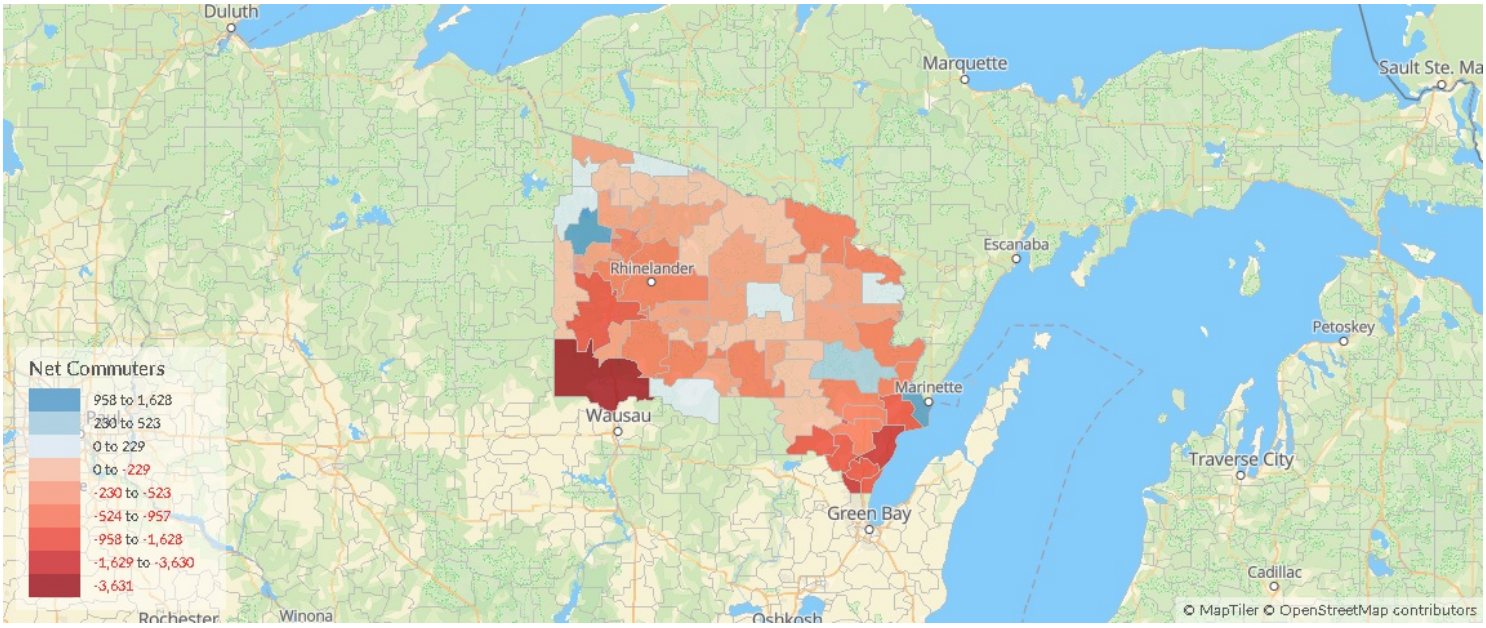


Property Crime

Your area has 7.82 property crimes per 1,000 people. The national rate is 18.22 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...	9,984
54143	Marinette, WI (in Marin...	8,839
54409	Antigo, WI (in Langlade ...	7,219
54452	Merrill, WI (in Lincoln c...	6,670
54521	Eagle River, WI (in Vilas ...	4,460

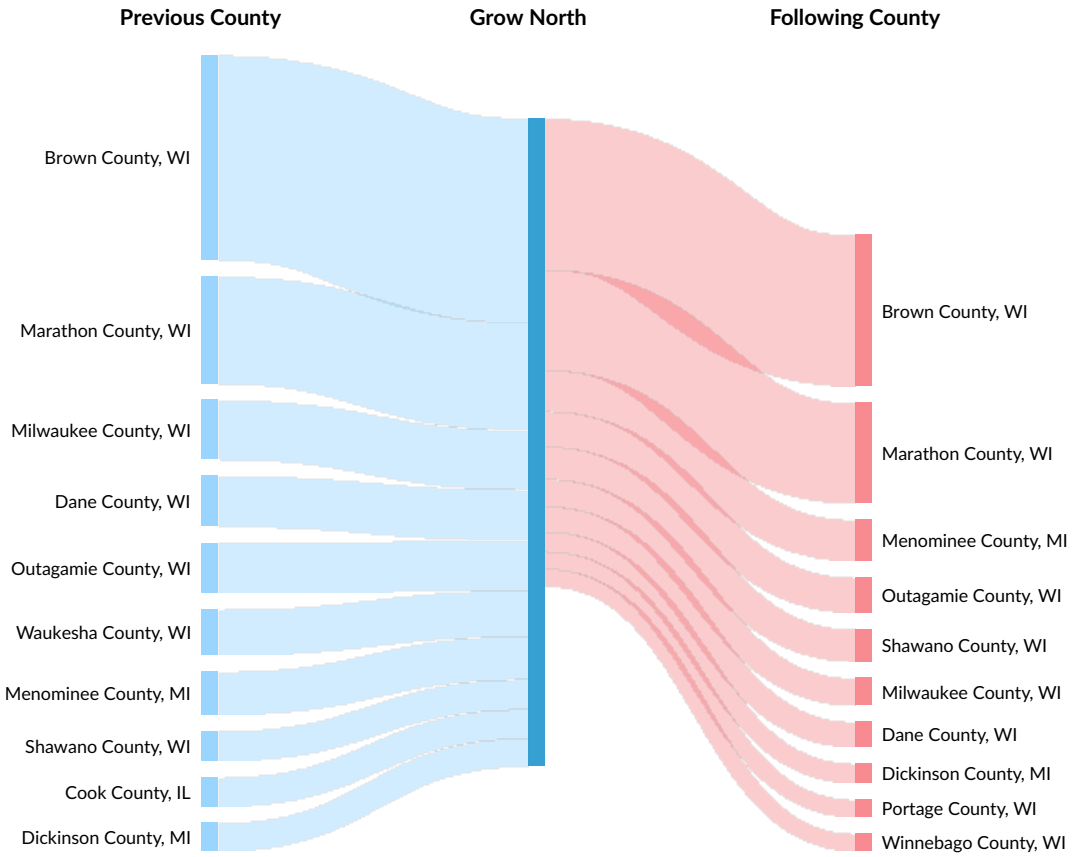
Where Talent Lives

ZIP	Name	2023 Workers
54501	Rhinelander, WI (in One...	10,825
54452	Merrill, WI (in Lincoln c...	10,301
54143	Marinette, WI (in Marin...	7,424
54409	Antigo, WI (in Langlade ...	7,061
54487	Tomahawk, WI (in Linco...	5,713

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, 1,241 people have migrated from Brown County, WI to Grow North. In the same year, 917 people left Grow North migrating to Brown County, WI. The total Net Migration for Grow North in 2021 was 2,568.



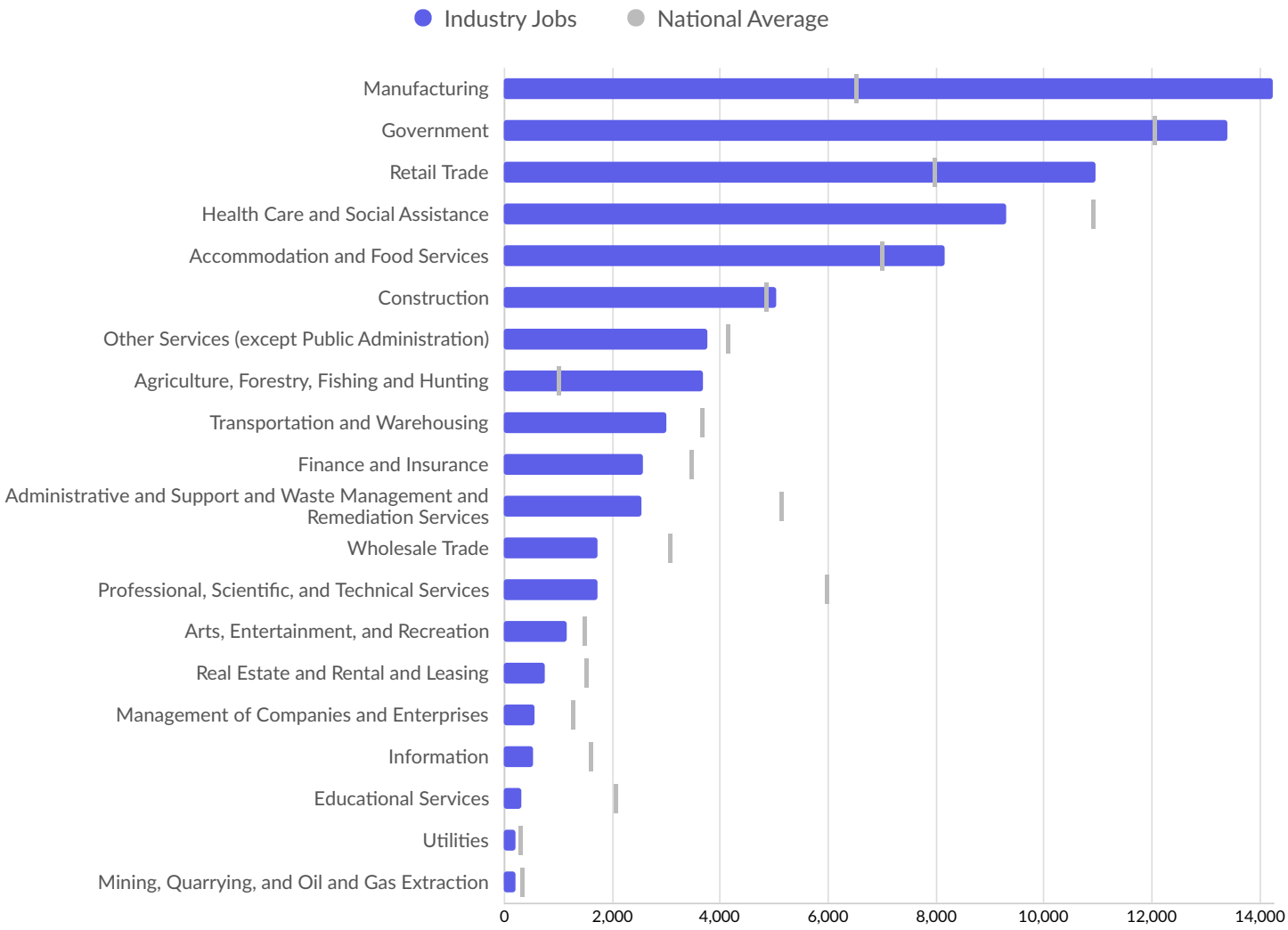
Top Previous Counties	Migrations
Brown County, WI	1,241
Marathon County, WI	650
Milwaukee County, WI	359
Dane County, WI	308
Outagamie County, WI	303
Waukesha County, WI	278

Top Previous Counties	Migrations
Menominee County, MI	261
Shawano County, WI	181
Cook County, IL	176
Dickinson County, MI	171
Winnebago County, WI	158
Washington County, WI	119
Portage County, WI	106
Dodge County, WI	97
Manitowoc County, WI	88

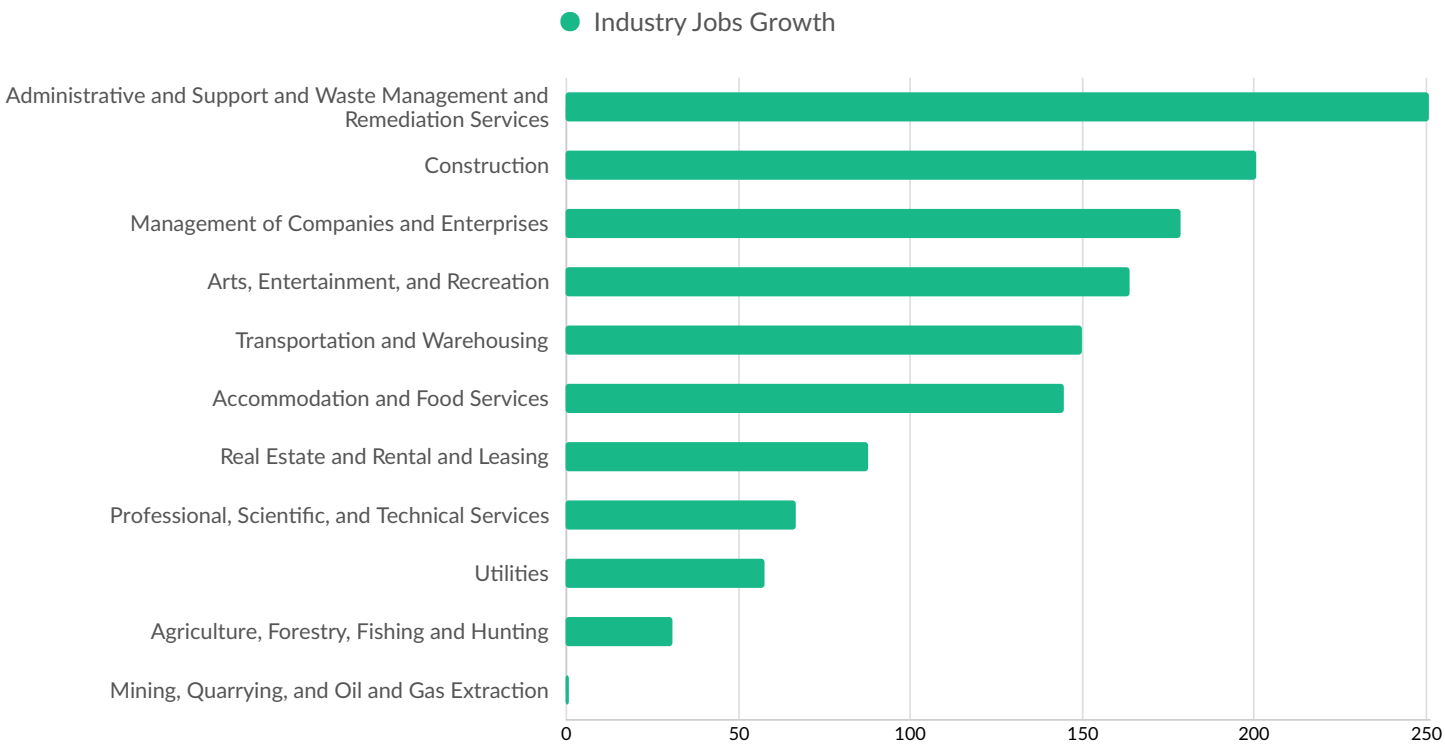
Top Following Counties	Migrations
Brown County, WI	917
Marathon County, WI	609
Menominee County, MI	250
Outagamie County, WI	214
Shawano County, WI	197
Milwaukee County, WI	166
Dane County, WI	153
Dickinson County, MI	120
Portage County, WI	106
Winnebago County, WI	106
Waukesha County, WI	93
Maricopa County, AZ	77
DuPage County, IL	66
Racine County, WI	53
Hennepin County, MN	52

Industry Characteristics

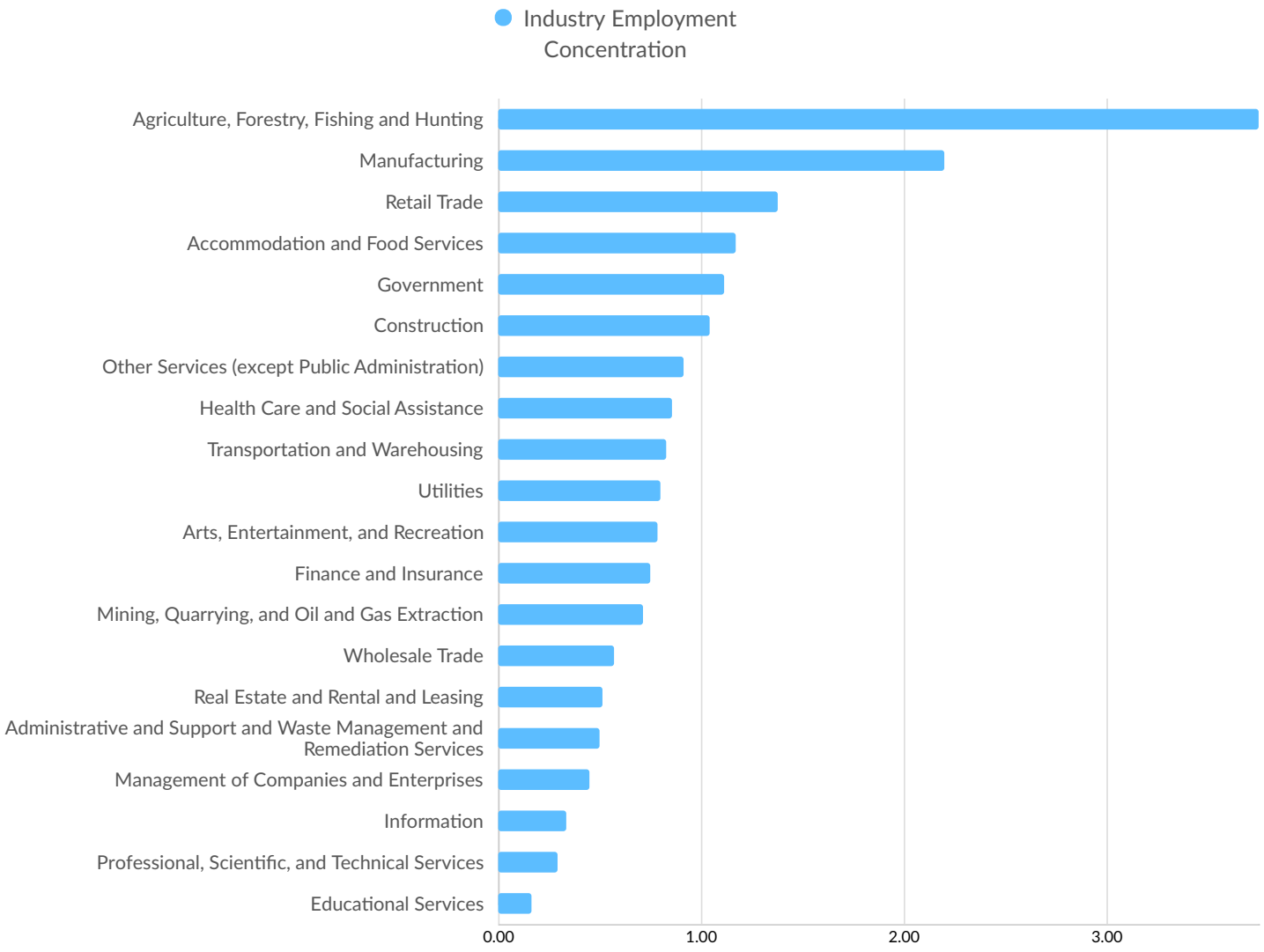
Largest Industries



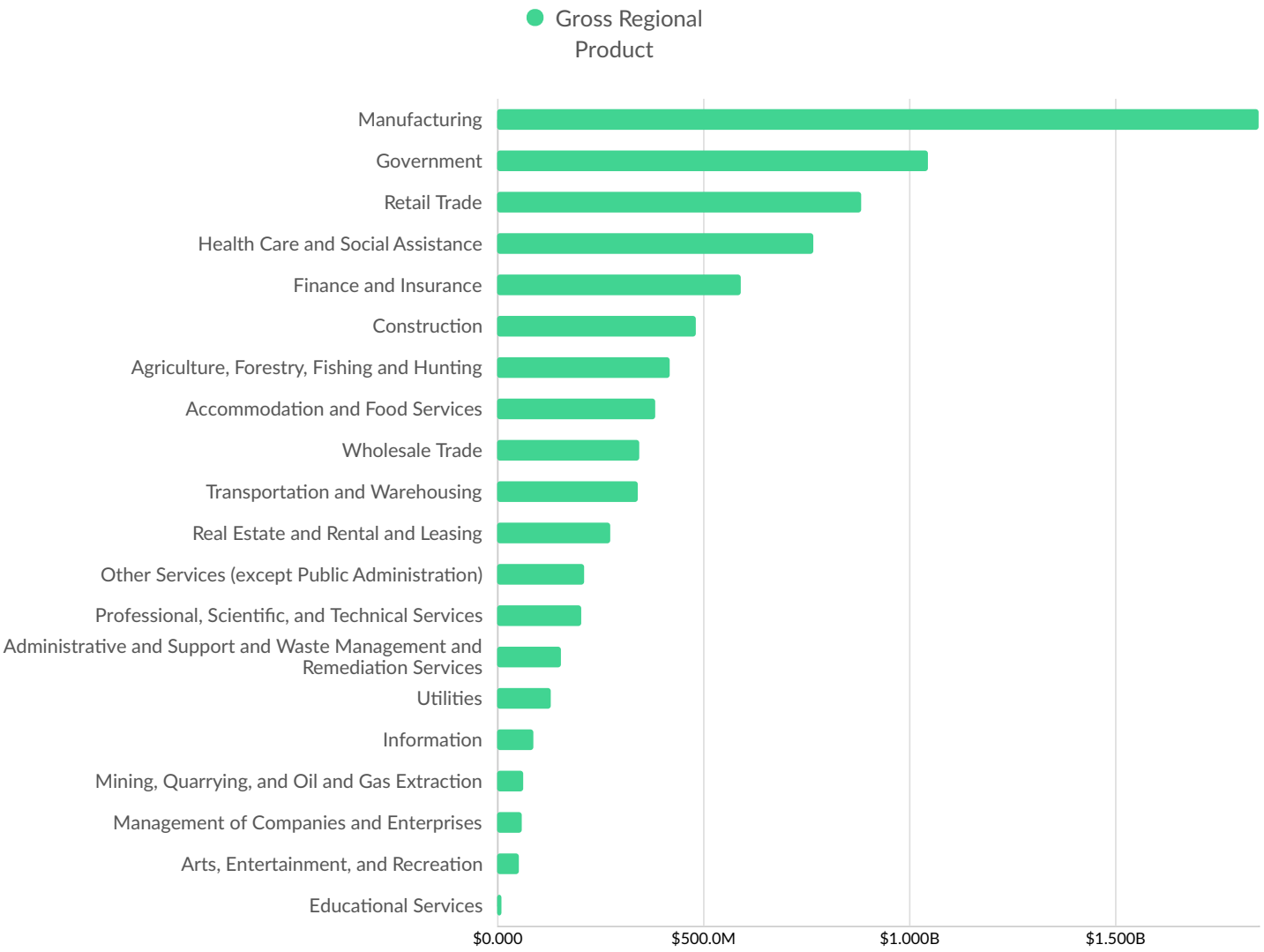
Top Growing Industries



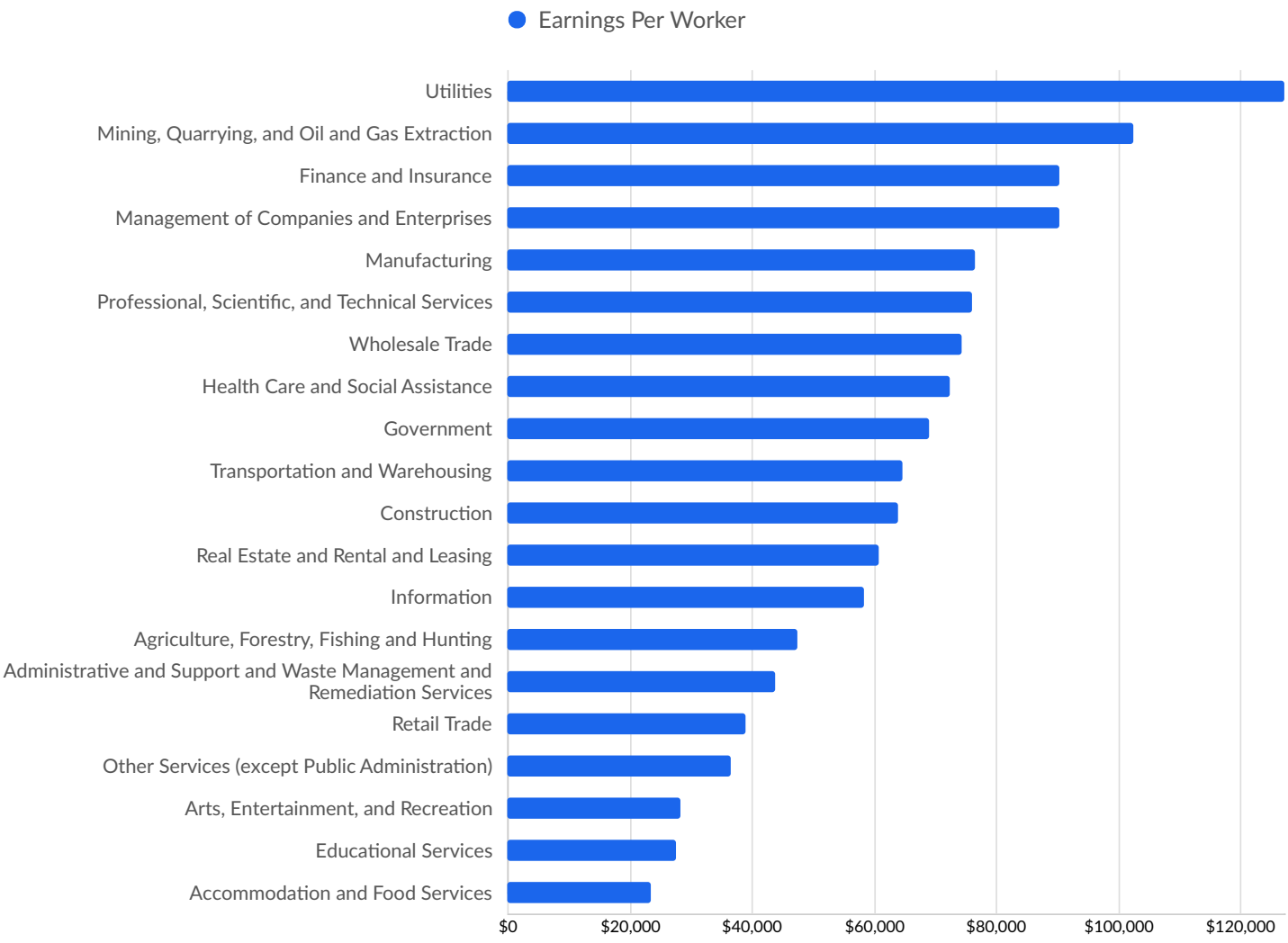
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

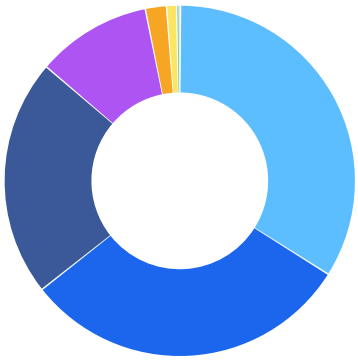
12,256 Companies Employ Your Workers

Online profiles for your workers mention 12,256 companies as employers, with the top 10 appearing below. In the last 12 months, 1,136 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Church Mutual Insurance Comp...	312
State of Wisconsin	299
Marshfield Clinic	286
Aspirus	276
Ministry Health Care	254
Walmart	226
Fincantieri Marine Group	224
Nicolet College	187
University of Wisconsin System	172
Bay Area Medical Center	139

Top Companies Posting	Unique Postings
Aspirus	414
Advocate Aurora Health	269
Johnson Controls	154
Walmart	147
Fincantieri Marine Group	144
Walgreens Boots Alliance	133
Nicolet National Bank	119
Marshfield Clinic	112
Kwik Trip	110
Dollar General	102

Business Size

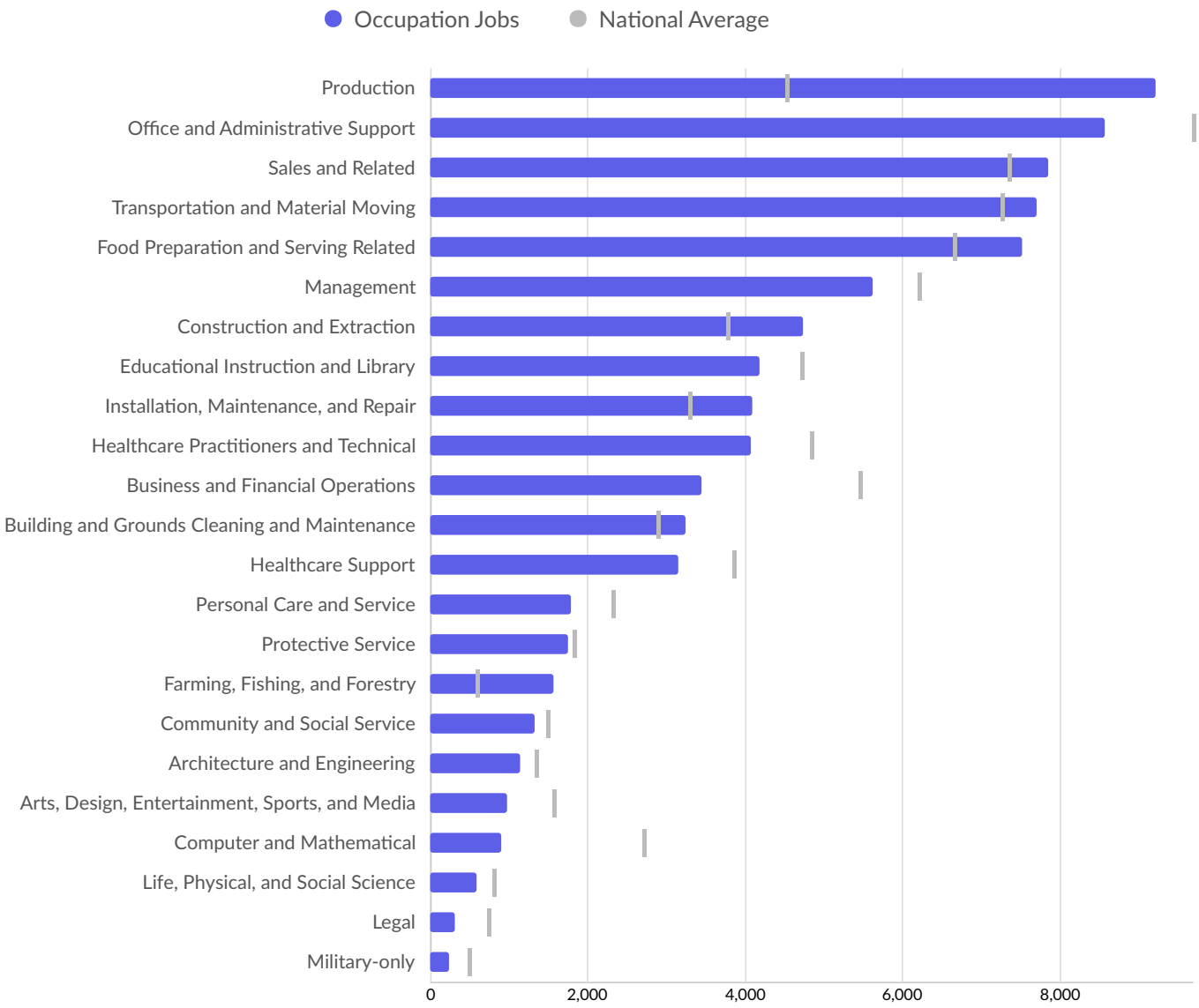


	Percentage	Business Count
1 to 4 employees	33.9%	3,096
5 to 9 employees	30.4%	2,783
10 to 19 employees	21.9%	2,000
20 to 49 employees	10.6%	968
50 to 99 employees	1.9%	178
100 to 249 employees	0.9%	84
250 to 499 employees	0.2%	22
500+ employees	0.1%	11

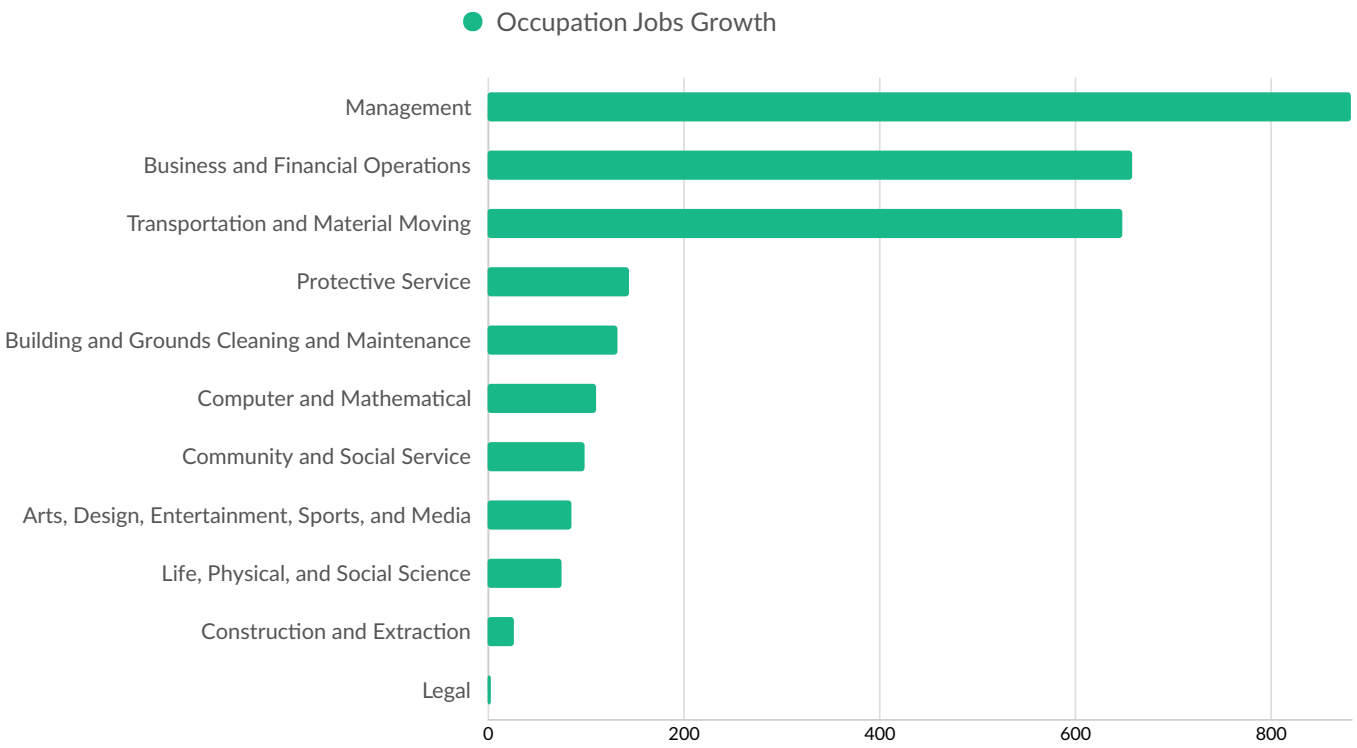
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

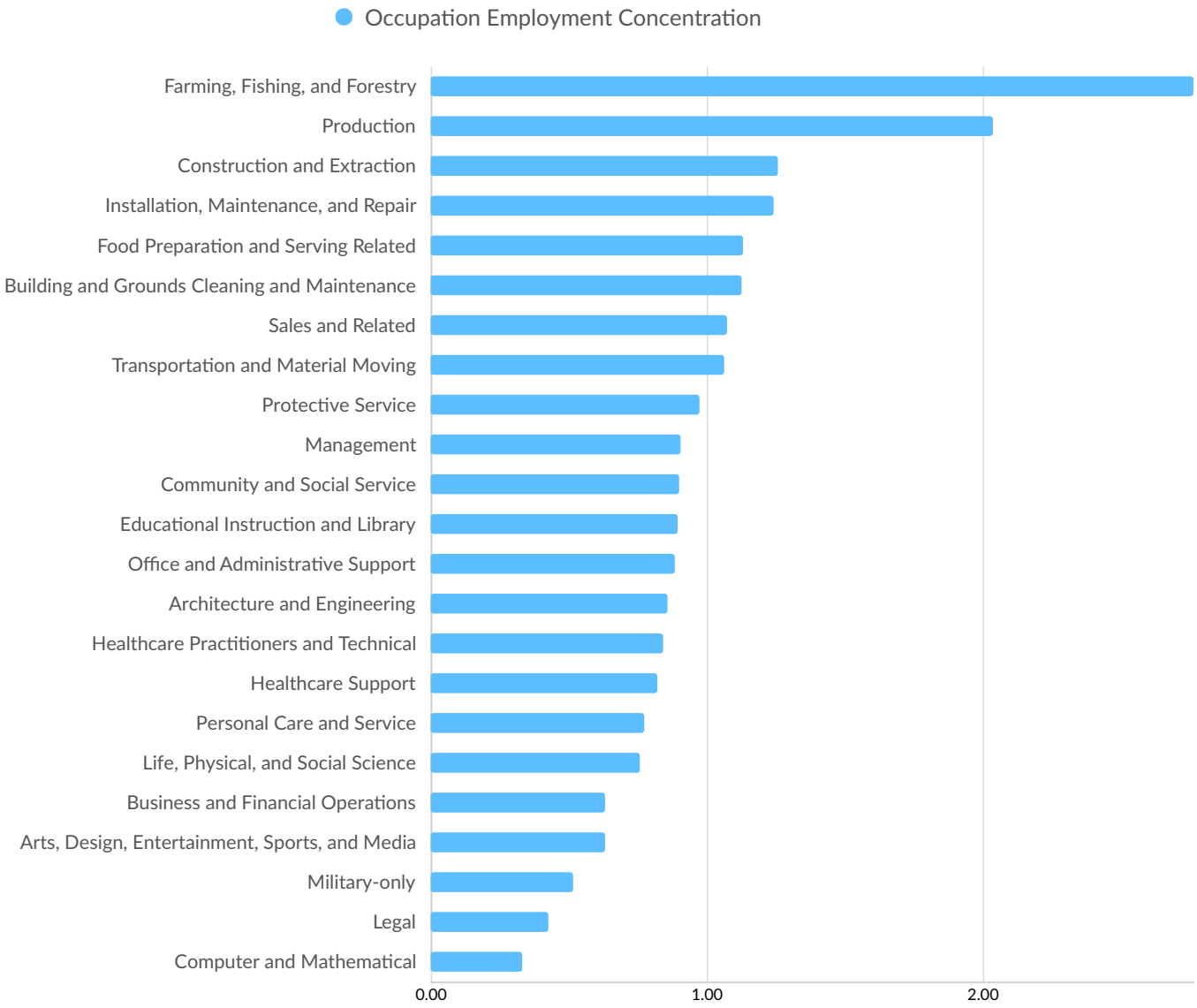
Largest Occupations



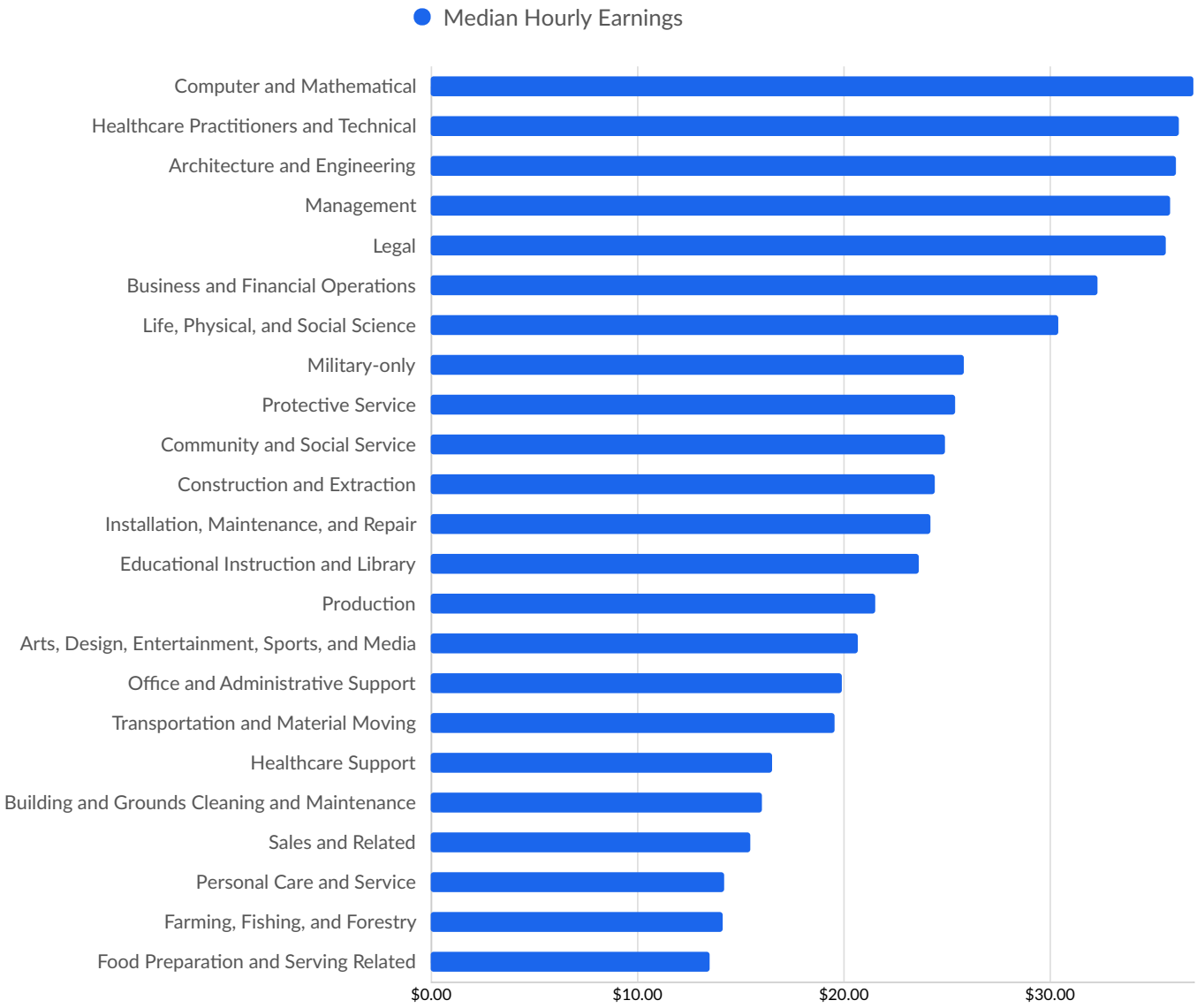
Top Growing Occupations



Top Occupation Employment Concentration

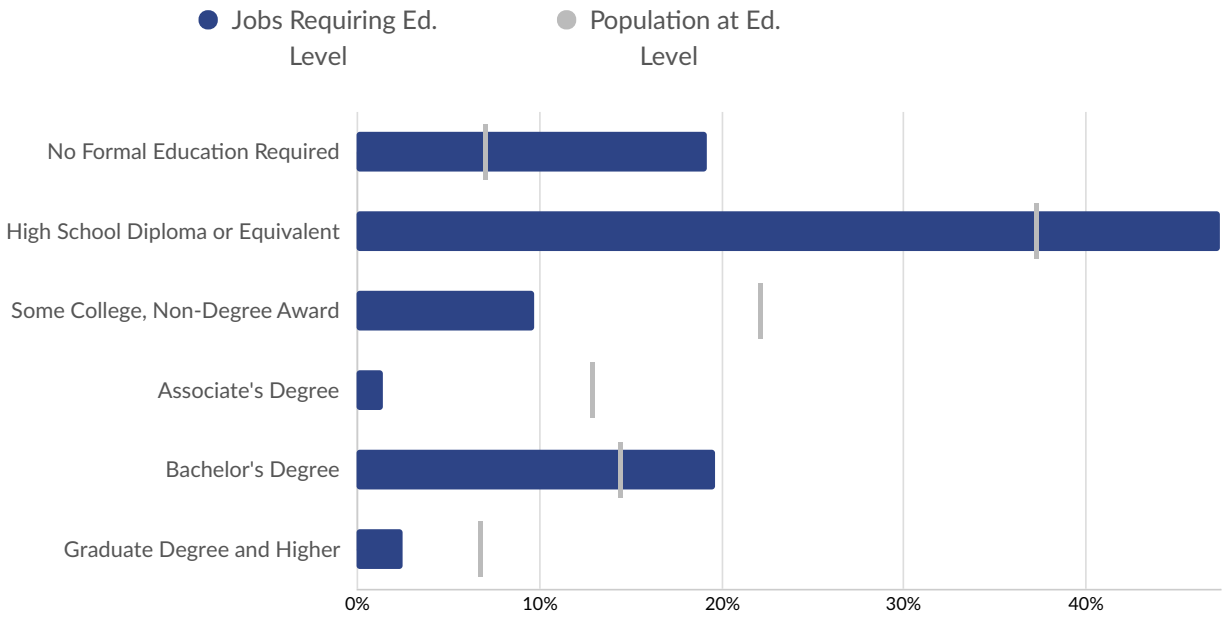


Top Occupation Earnings



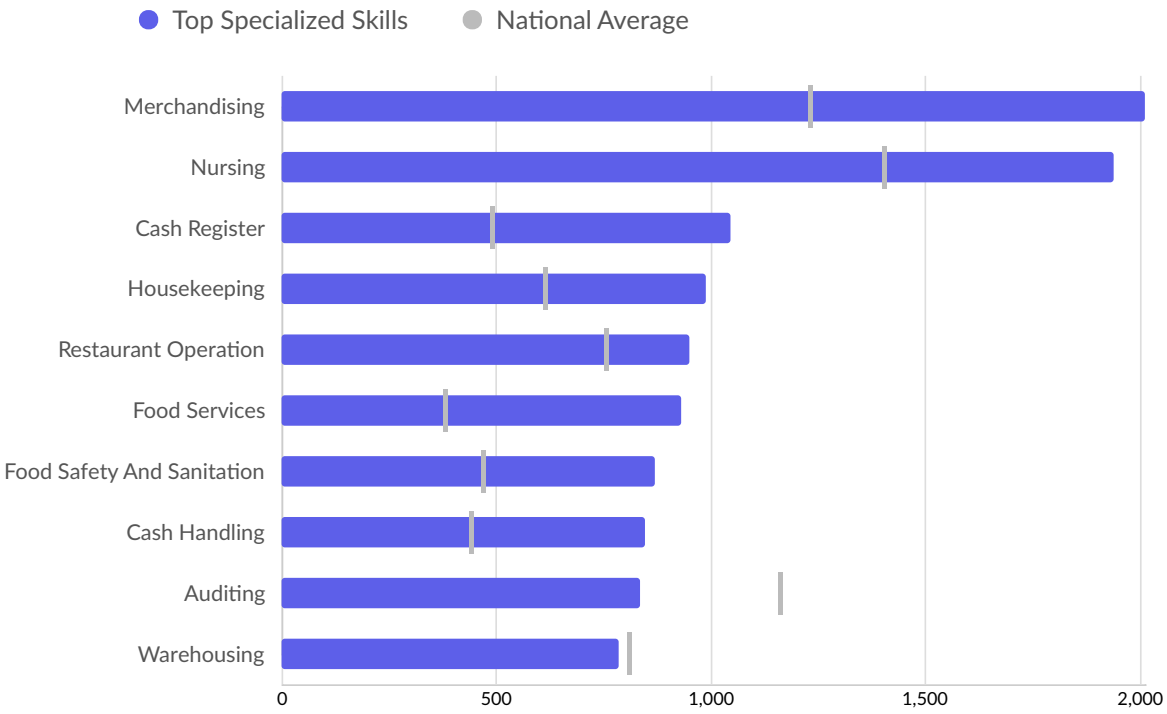
Top Posted Occupations

Underemployment



Educational Pipeline

In 2022, there were 419 graduates in Grow North. This pipeline has shrunk by 19% over the last 4 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).

School	Total Graduates (2022)	Graduate Trend (2019 - 2022)
Nicolet Area Technical College	419	

In-Demand Skills