



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

208,848

Population (2023)

Population grew by **12,927** over the last 5 years and is projected to grow by **11,956** over the next 5 years.

84,097

Total Regional Employment

Jobs decreased by **1,025** over the last 5 years but are projected to grow by **1,193** over the next 5 years.

\$59.5K

Avg. Earnings Per Job (2023)

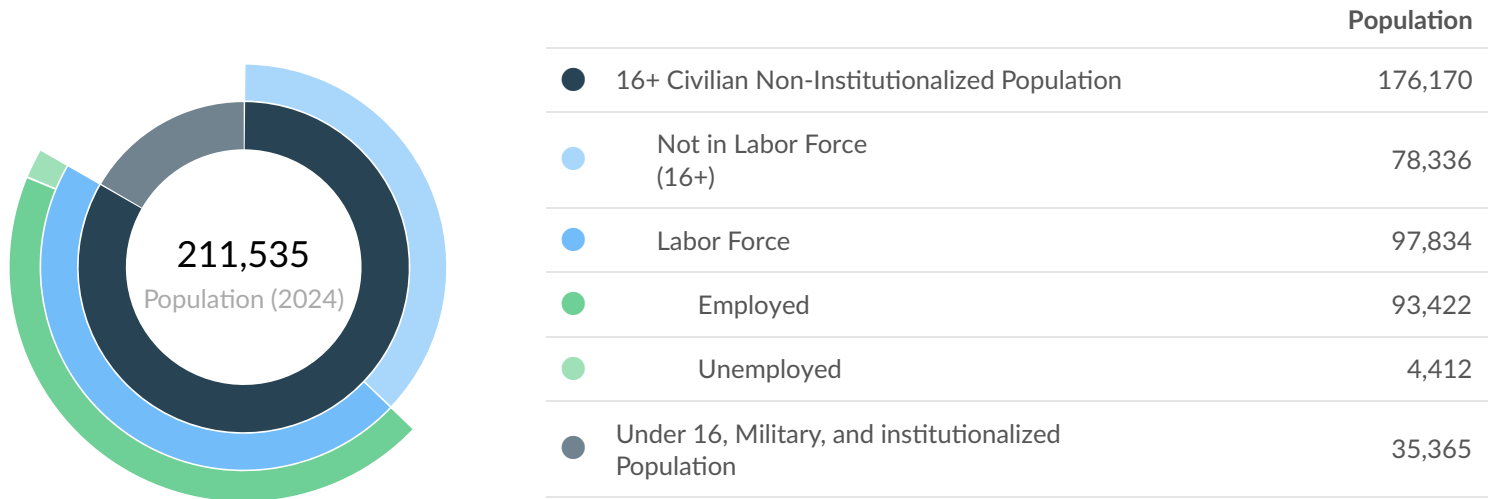
Regional average earnings per job are **\$23.8K below** the national average earnings of \$83.3K per job.

Takeaways

- As of 2023 the region's population **increased by 6.6%** since 2018, growing by 12,927. Population is expected to **increase by 5.7%** between 2023 and 2028, adding 11,956.
- From 2018 to 2023, jobs **declined by 1.2%** in Grow North from 85,122 to **84,097**. This change **fell short of the national growth rate of 4.3% by 5.5%**. 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).

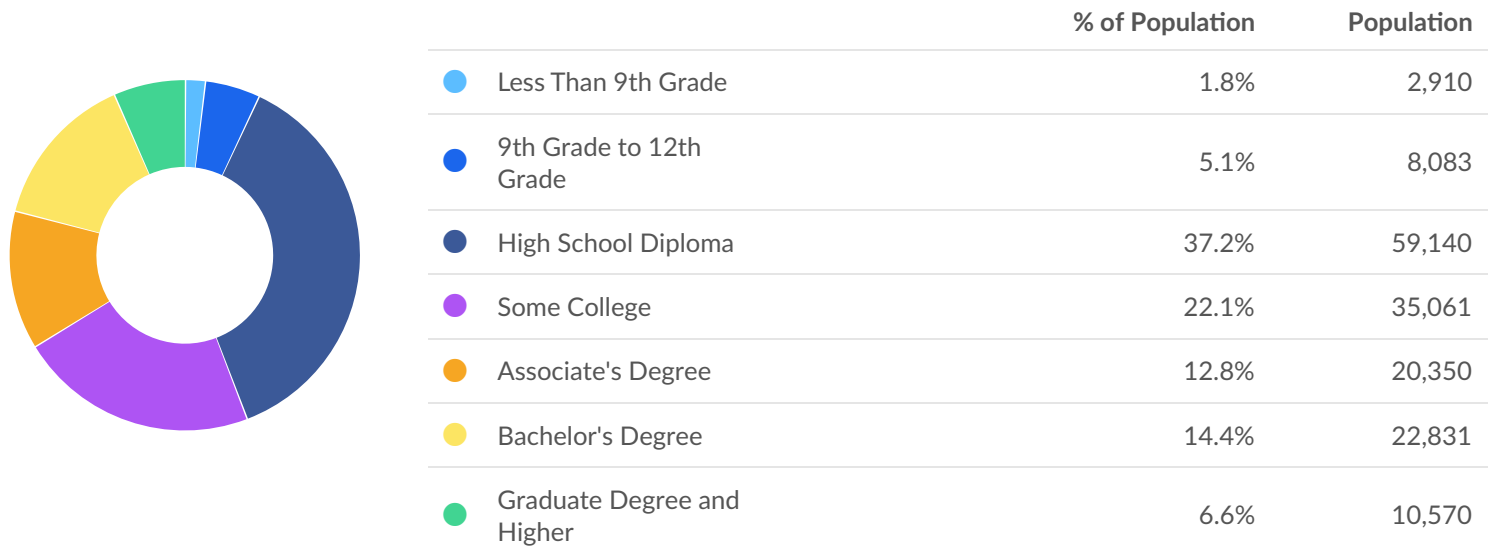
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	211,535	97,834	84,097	100.5	\$9.65B	\$16.13B	\$12.68B
State	5,940,347	3,129,054	3,241,311	100.2	\$416.85B	\$383.10B	\$414.67B

Mar 2024 Labor Force Breakdown



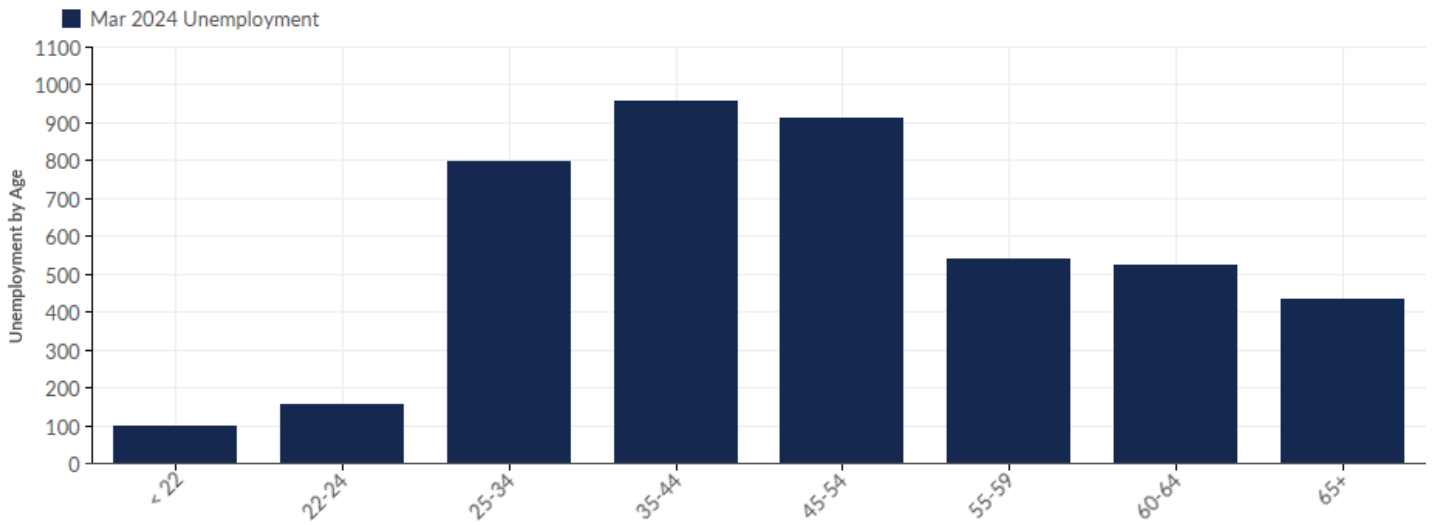
Educational Attainment

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).



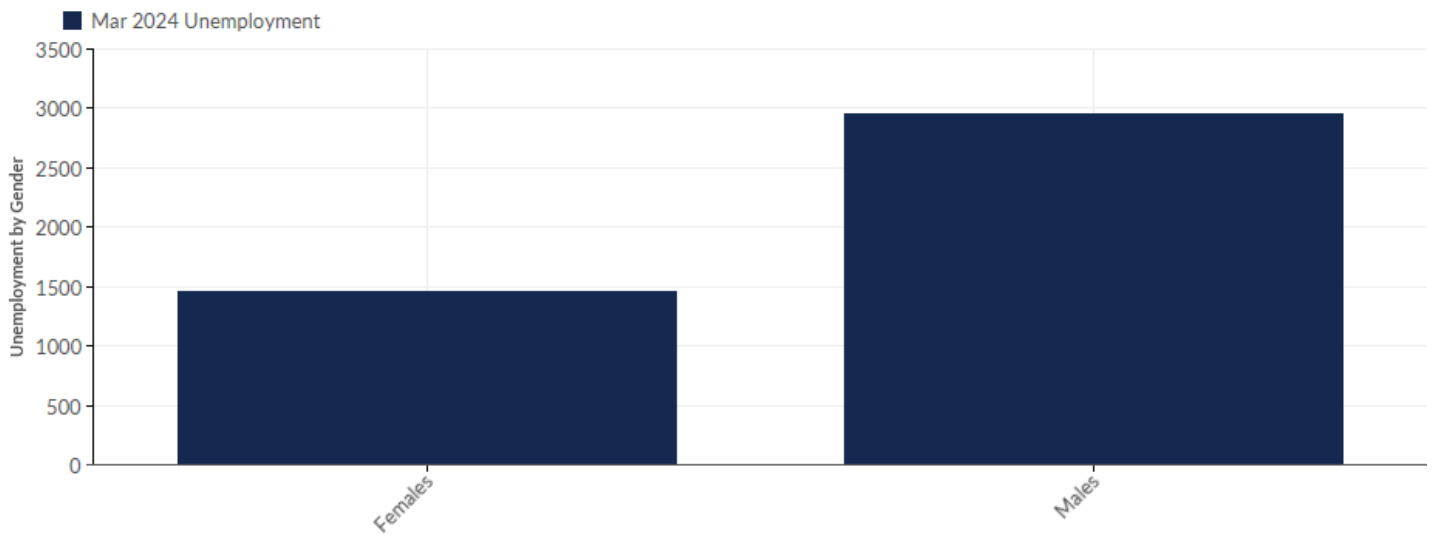
Unemployment by Demographics

Unemployment by Age



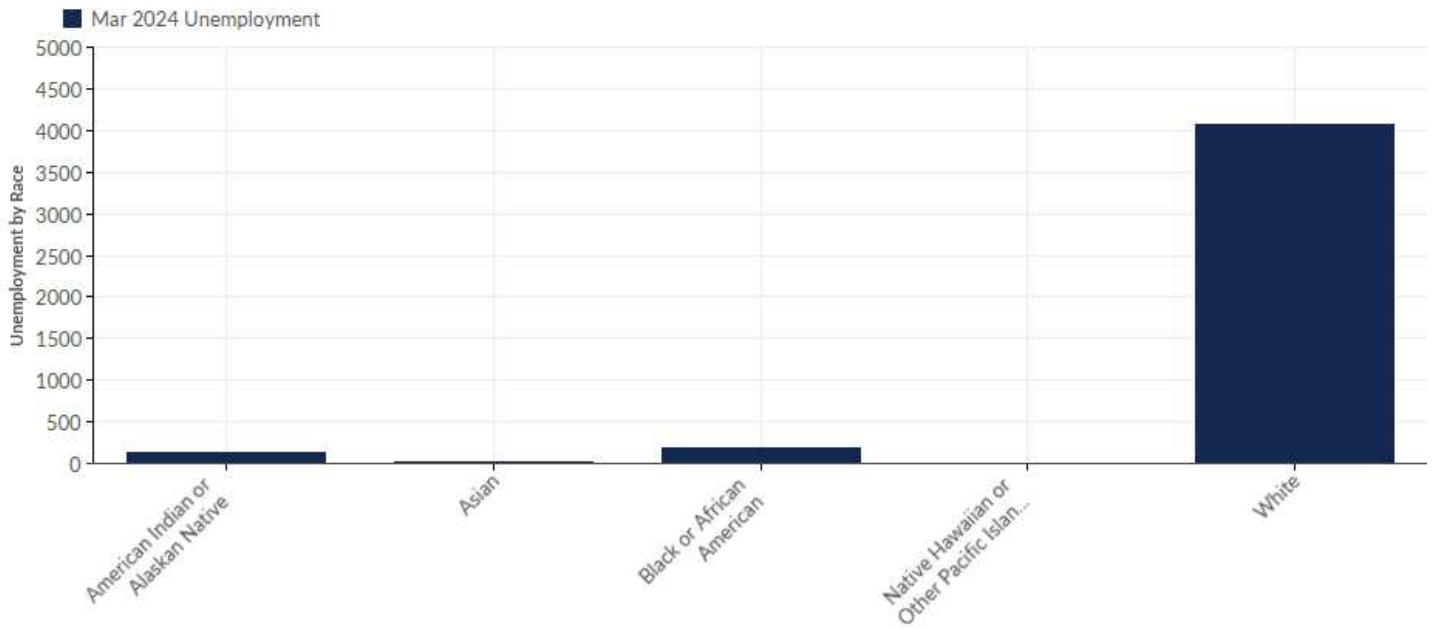
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	97	2.20%
22-24	153	3.47%
25-34	796	18.04%
35-44	957	21.69%
45-54	912	20.67%
55-59	541	12.26%
60-64	522	11.83%
65+	432	9.79%
Total	4,412	100.00%

Unemployment by Gender



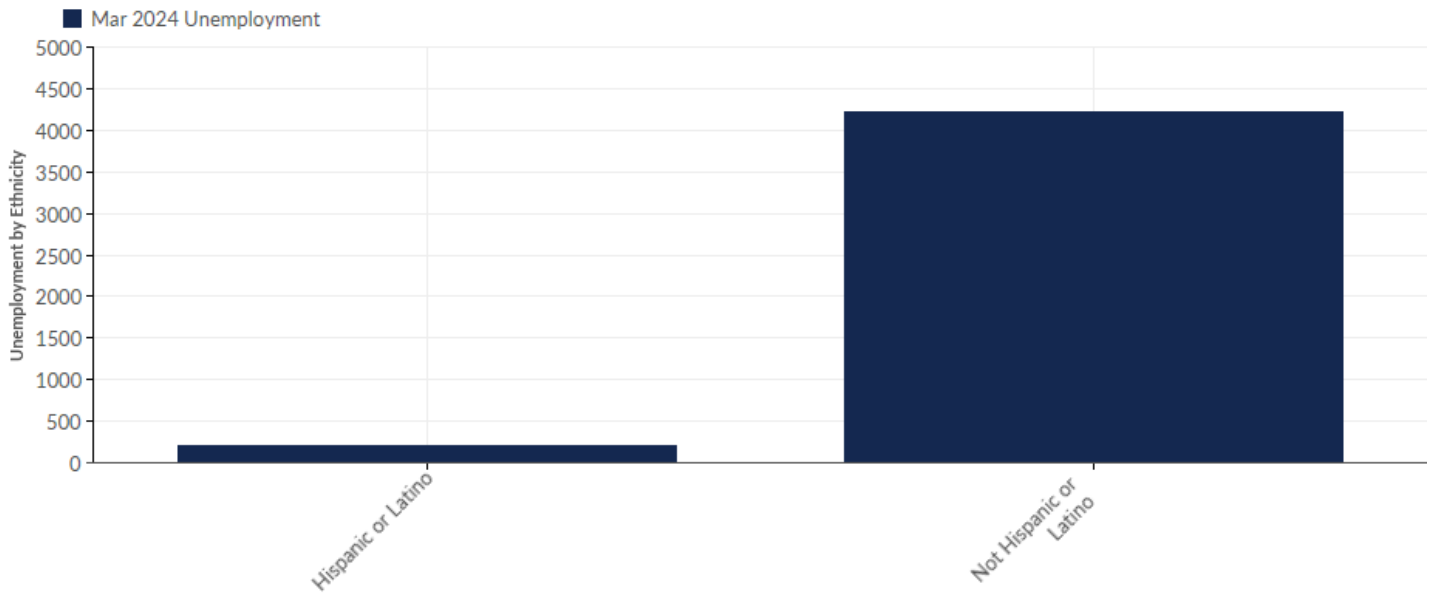
Gender	Unemployment (Mar 2024)	% of Unemployed
Females	1,459	33.07%
Males	2,953	66.93%
Total	4,412	100.00%

Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	134	3.04%
Asian	26	0.59%
Black or African American	177	4.01%
Native Hawaiian or Other Pacific Islander	4	0.09%
White	4,071	92.27%
Total	4,412	100.00%

Unemployment by Ethnicity

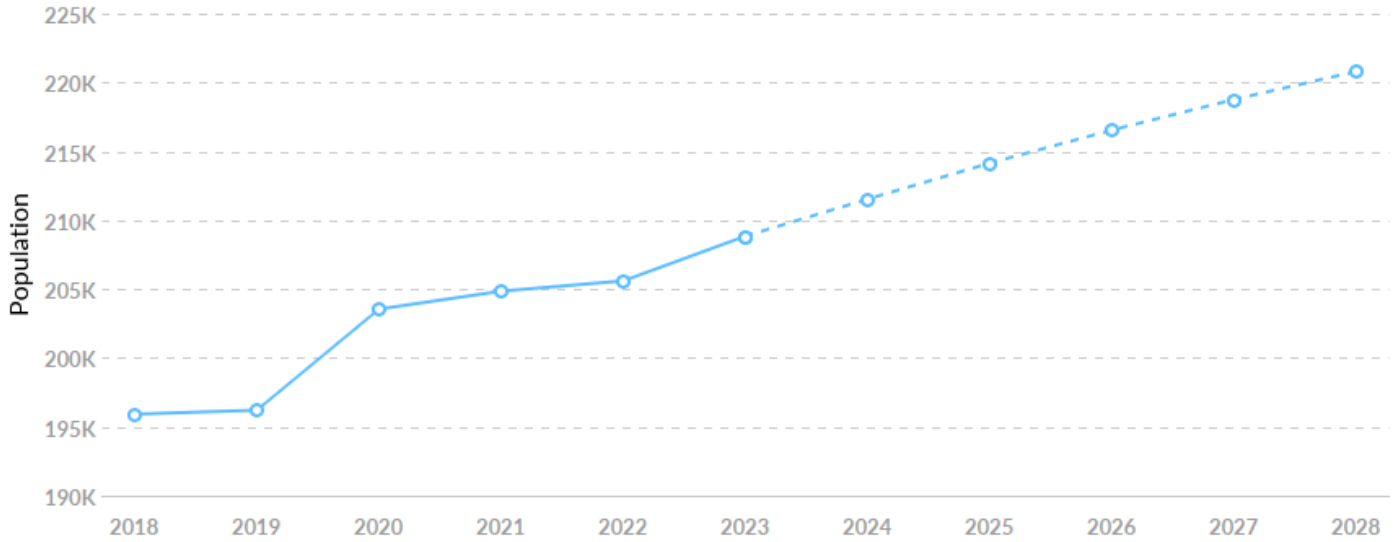


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	198	4.49%
Not Hispanic or Latino	4,214	95.51%
Total	4,412	100.00%

Historic & Projected Trends

Population Trends

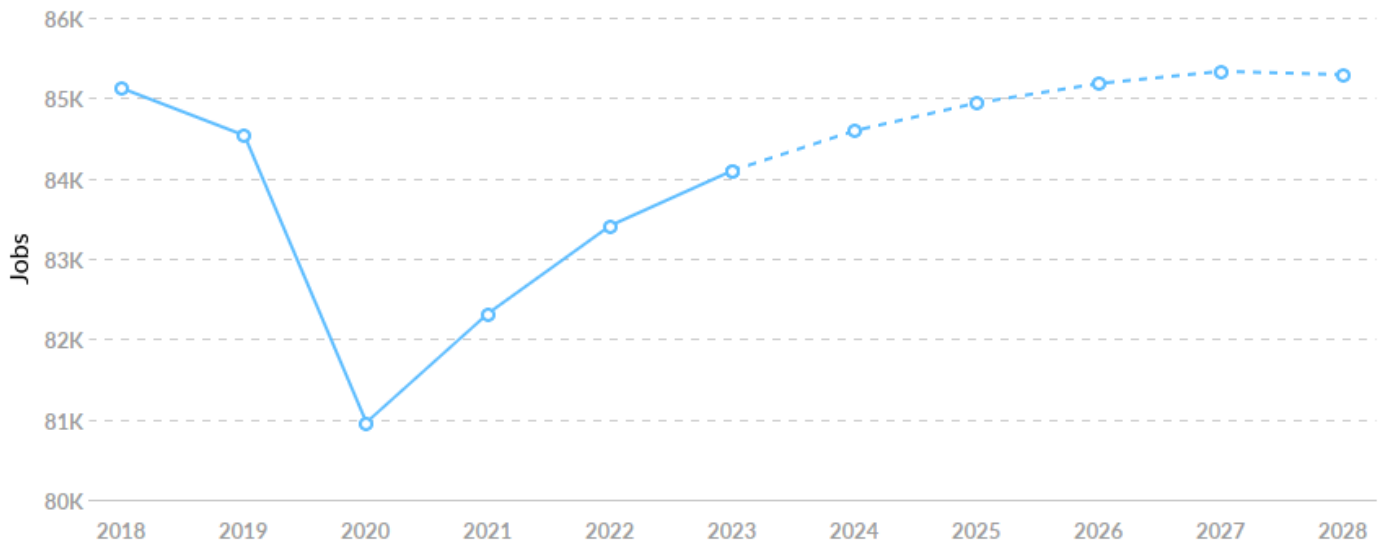
As of 2023 the region's population increased by 6.6% since 2018, growing by 12,927. Population is expected to increase by 5.7% between 2023 and 2028, adding 11,956.



Timeframe	Population
2018	195,921
2019	196,211
2020	203,550
2021	204,852
2022	205,600
2023	208,848
2024	211,535
2025	214,150
2026	216,553
2027	218,773
2028	220,804

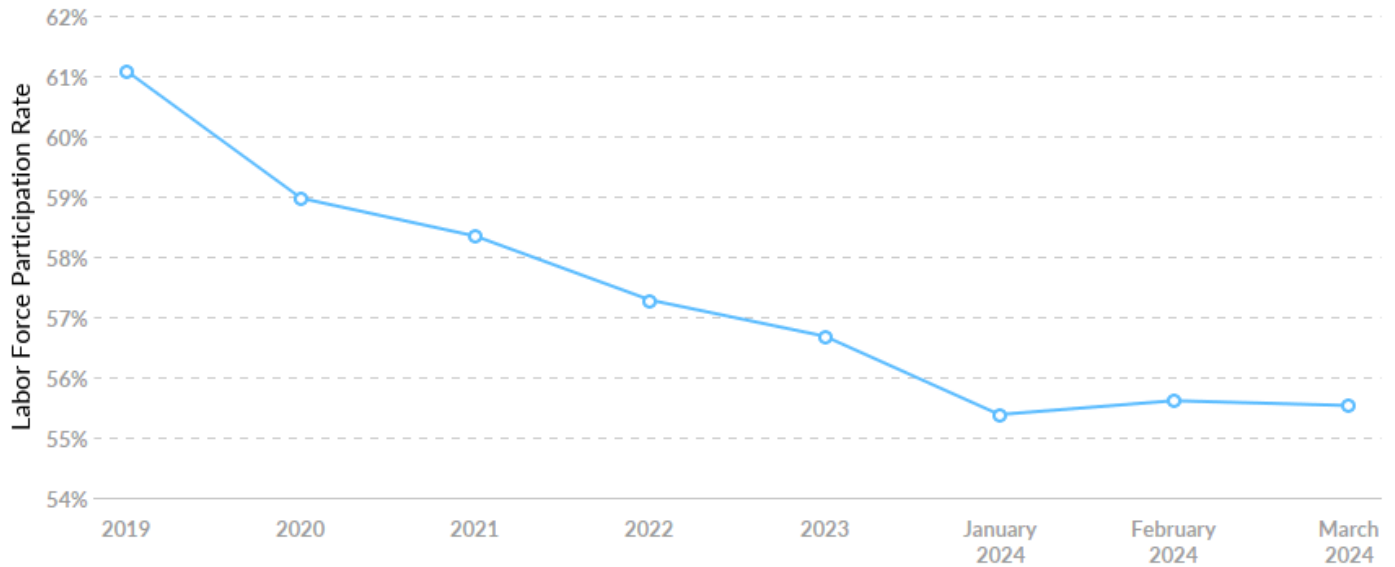
Job Trends

From 2018 to 2023, jobs declined by 1.2% in Grow North from 85,122 to 84,097. This change fell short of the national growth rate of 4.3% by 5.5%.



Timeframe	Jobs
2018	85,122
2019	84,537
2020	80,958
2021	82,320
2022	83,412
2023	84,097
2024	84,593
2025	84,939
2026	85,181
2027	85,332
2028	85,291

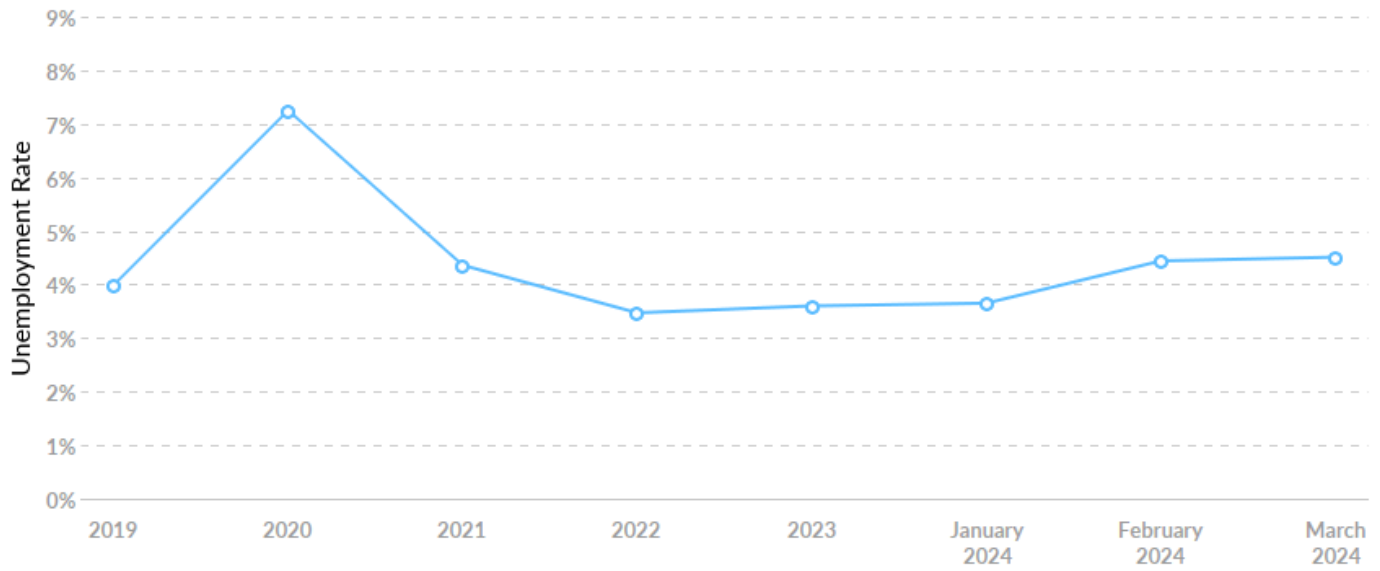
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	61.08%
2020	58.97%
2021	58.34%
2022	57.28%
2023	56.68%
January 2024	55.38%
February 2024	55.61%
March 2024	55.53%

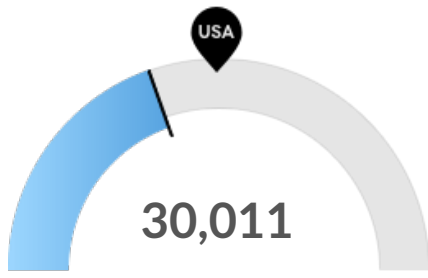
Unemployment Rate Trends

Your areas had a March 2024 unemployment rate of 4.51%, **increasing from 3.99%** 5 years before.



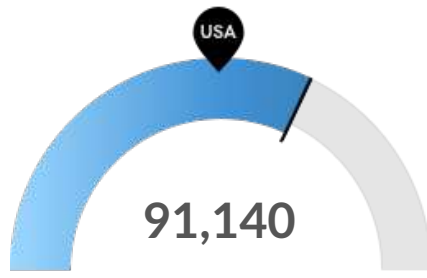
Timeframe	Unemployment Rate
2019	3.99%
2020	7.25%
2021	4.36%
2022	3.47%
2023	3.60%
January 2024	3.65%
February 2024	4.44%
March 2024	4.51%

Population Characteristics



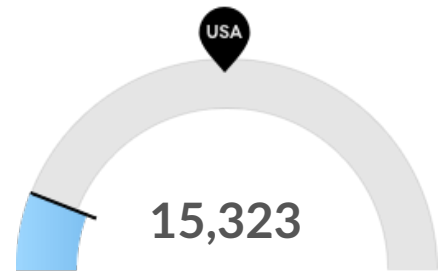
Millennials

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



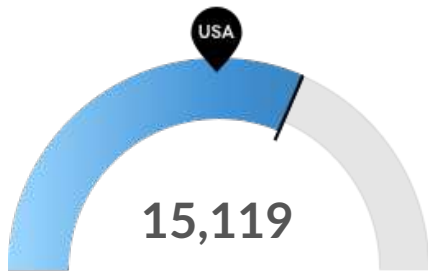
Retiring Soon

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.



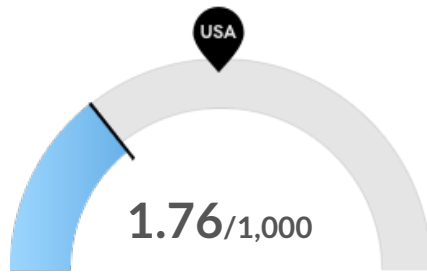
Racial Diversity

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.



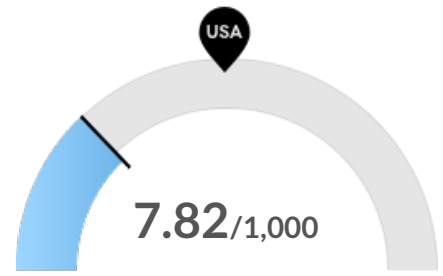
Veterans

Your area has 15,119 veterans. The national average for an area this size is 10,511.



Violent Crime

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

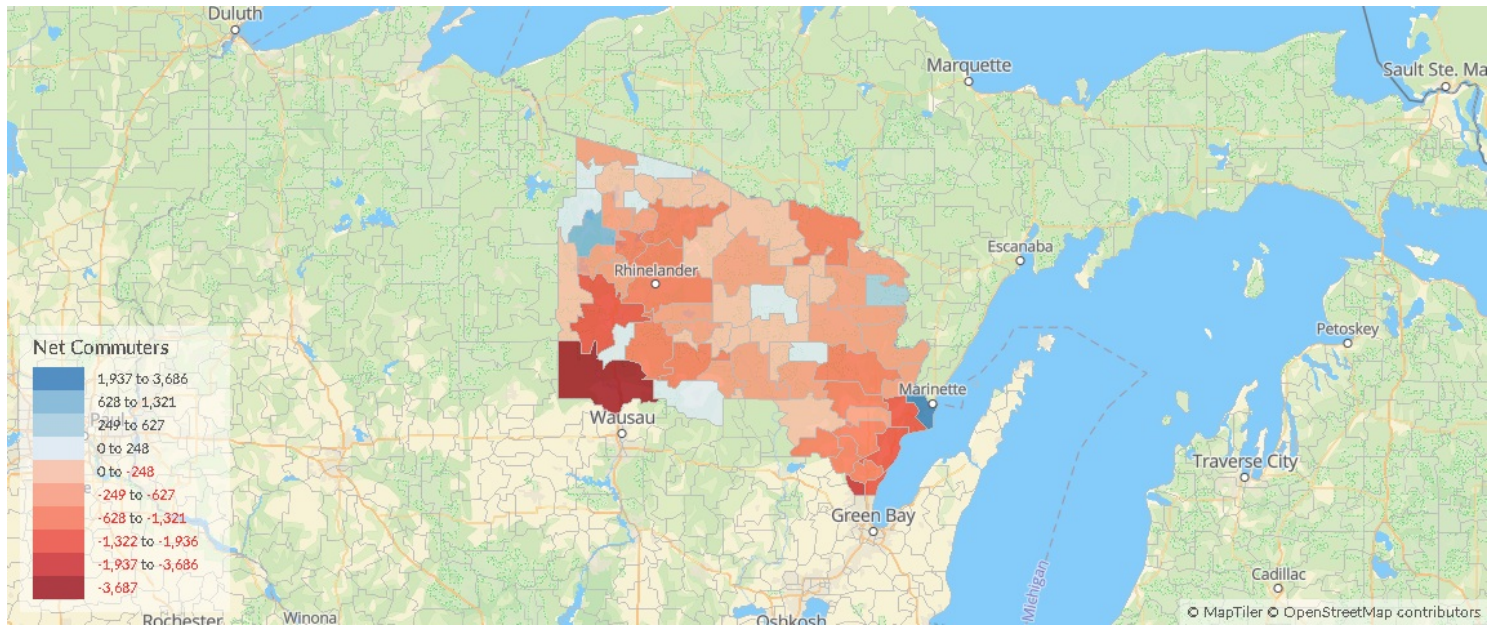


Property Crime

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. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 54501.



Where Talent Works

ZIP	Name	2023 Employment
54143	Marinette, WI (in Marin...	10,360
54501	Rhinelander, WI (in One...	9,871
54409	Antigo, WI (in Langlade ...	7,251
54452	Merrill, WI (in Lincoln c...	6,561
54521	Eagle River, WI (in Vilas ...	4,305

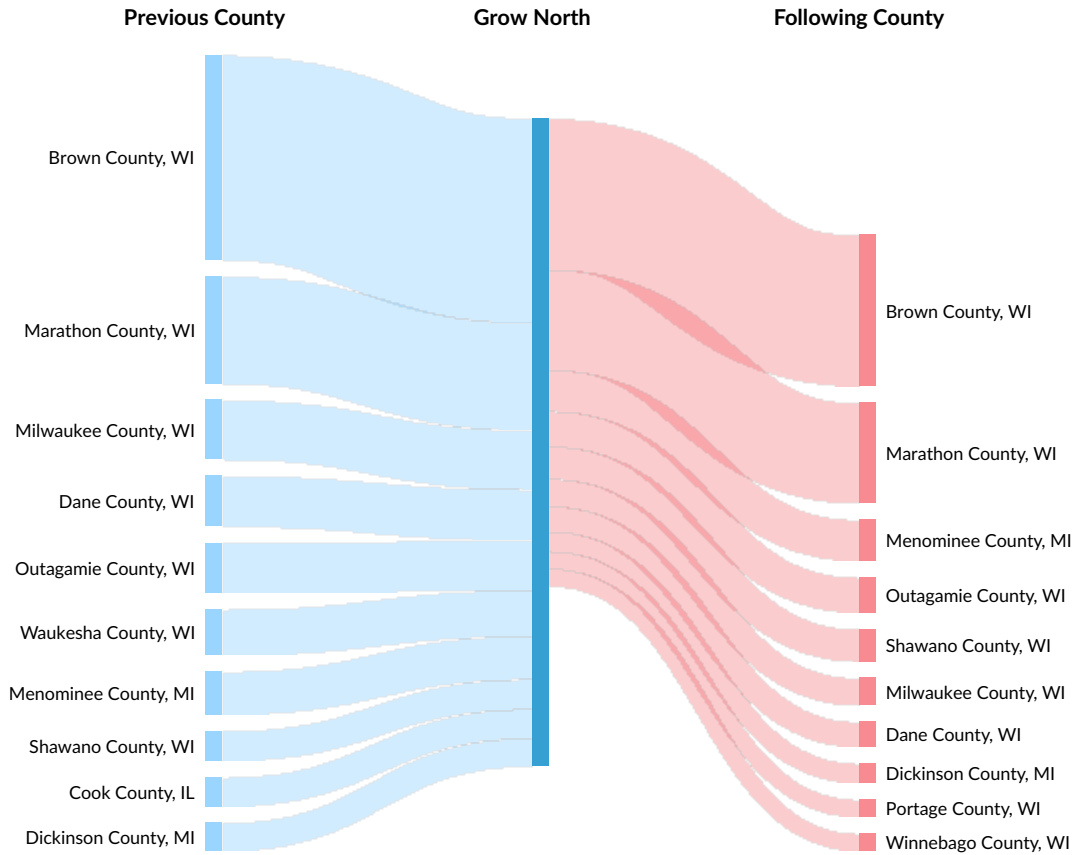
Where Talent Lives

ZIP	Name	2023 Workers
54501	Rhinelander, WI (in One...	10,709
54452	Merrill, WI (in Lincoln c...	10,248
54143	Marinette, WI (in Marin...	7,847
54409	Antigo, WI (in Langlade ...	7,038
54487	Tomahawk, WI (in Linco...	5,564

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**.

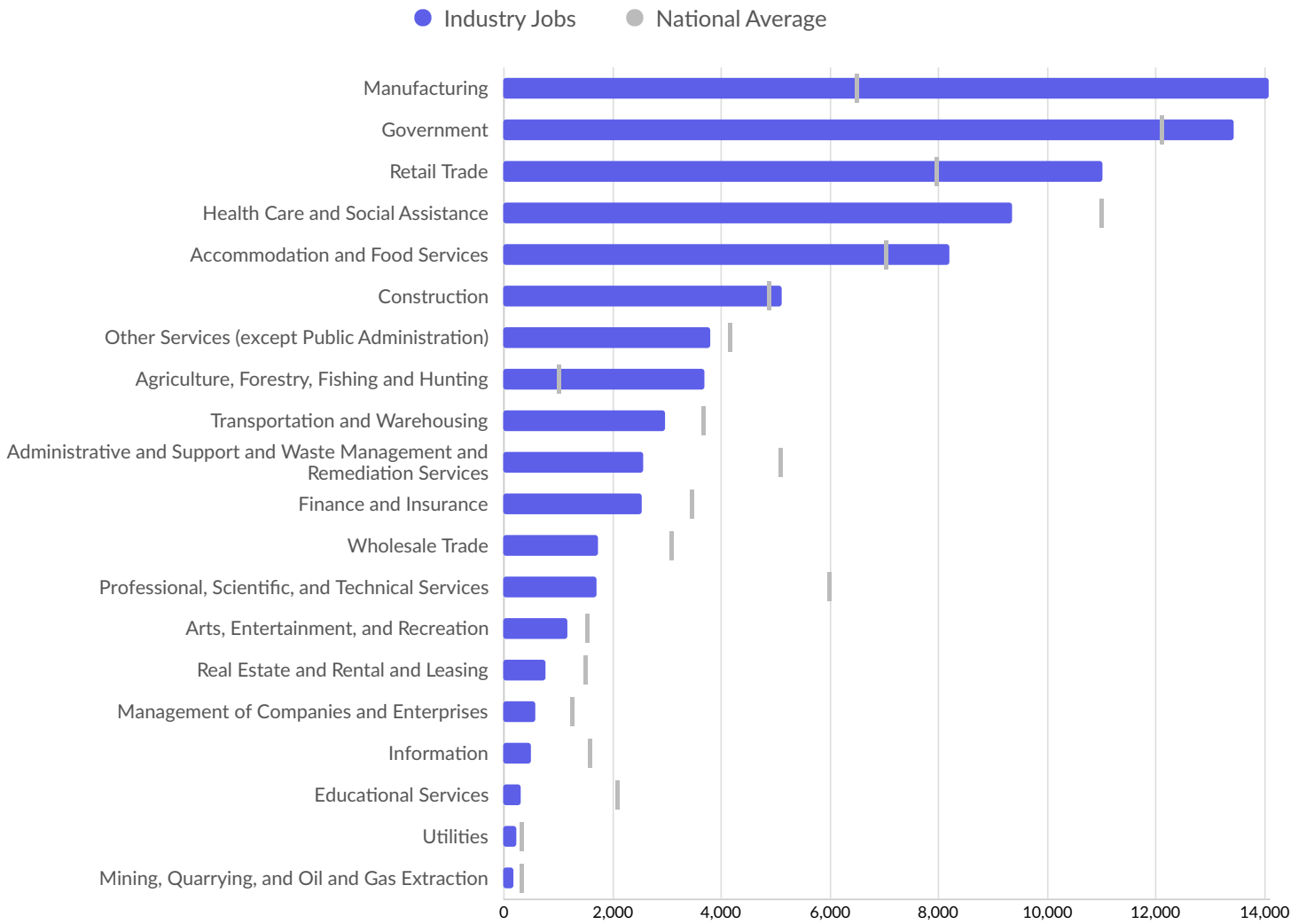


Top Previous Counties	Migrations
Brown County, WI	1,241
Marathon County, WI	650
Milwaukee County, WI	359
Dane County, WI	308
Outagamie County, WI	303
Waukesha County, WI	278

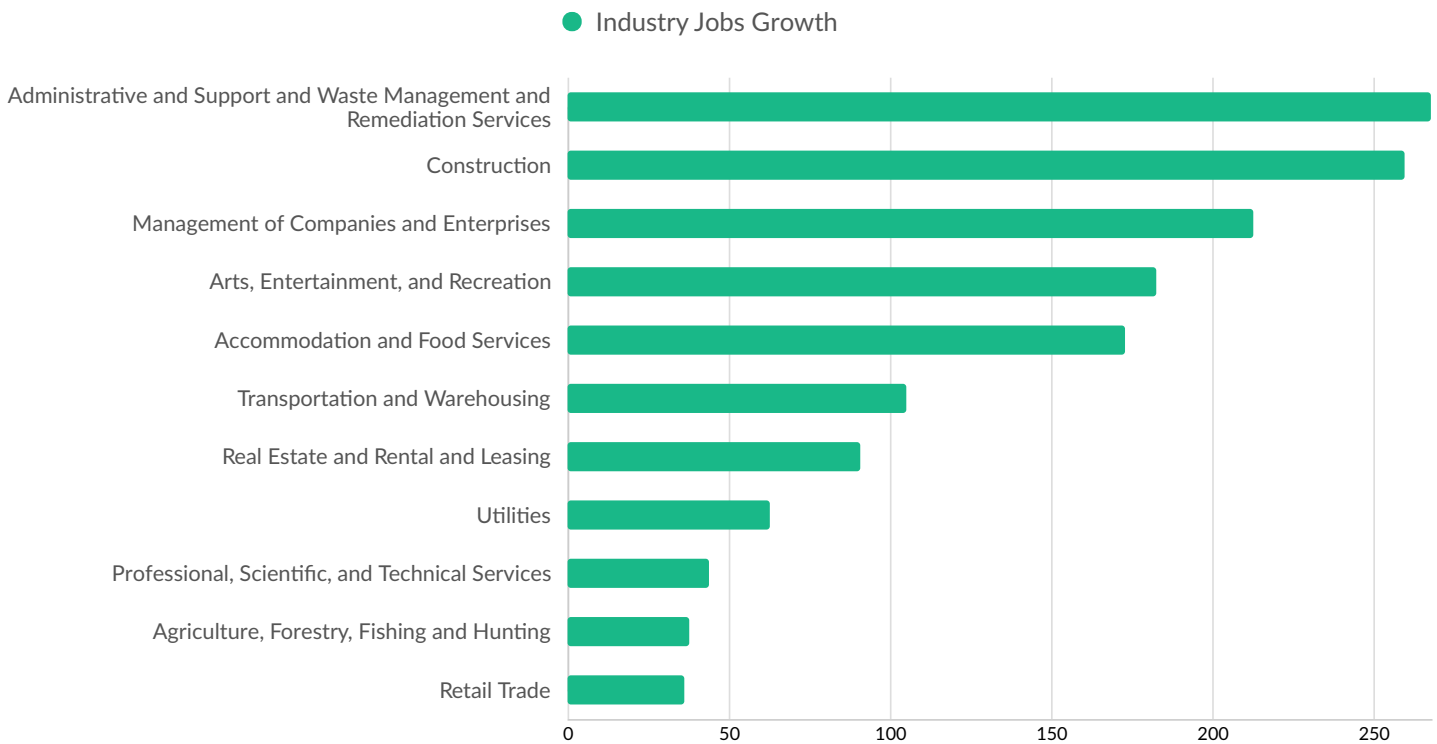
Top Previous Counties	Migrations
Menominee County, MI	261
Shawano County, WI	181
Cook County, IL	176
Dickinson County, MI	171
Winnebago County, WI	158
Washington County, WI	119
Portage County, WI	106
Dodge County, WI	97
Manitowoc County, WI	88
Top Following Counties	Migrations
Brown County, WI	917
Marathon 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

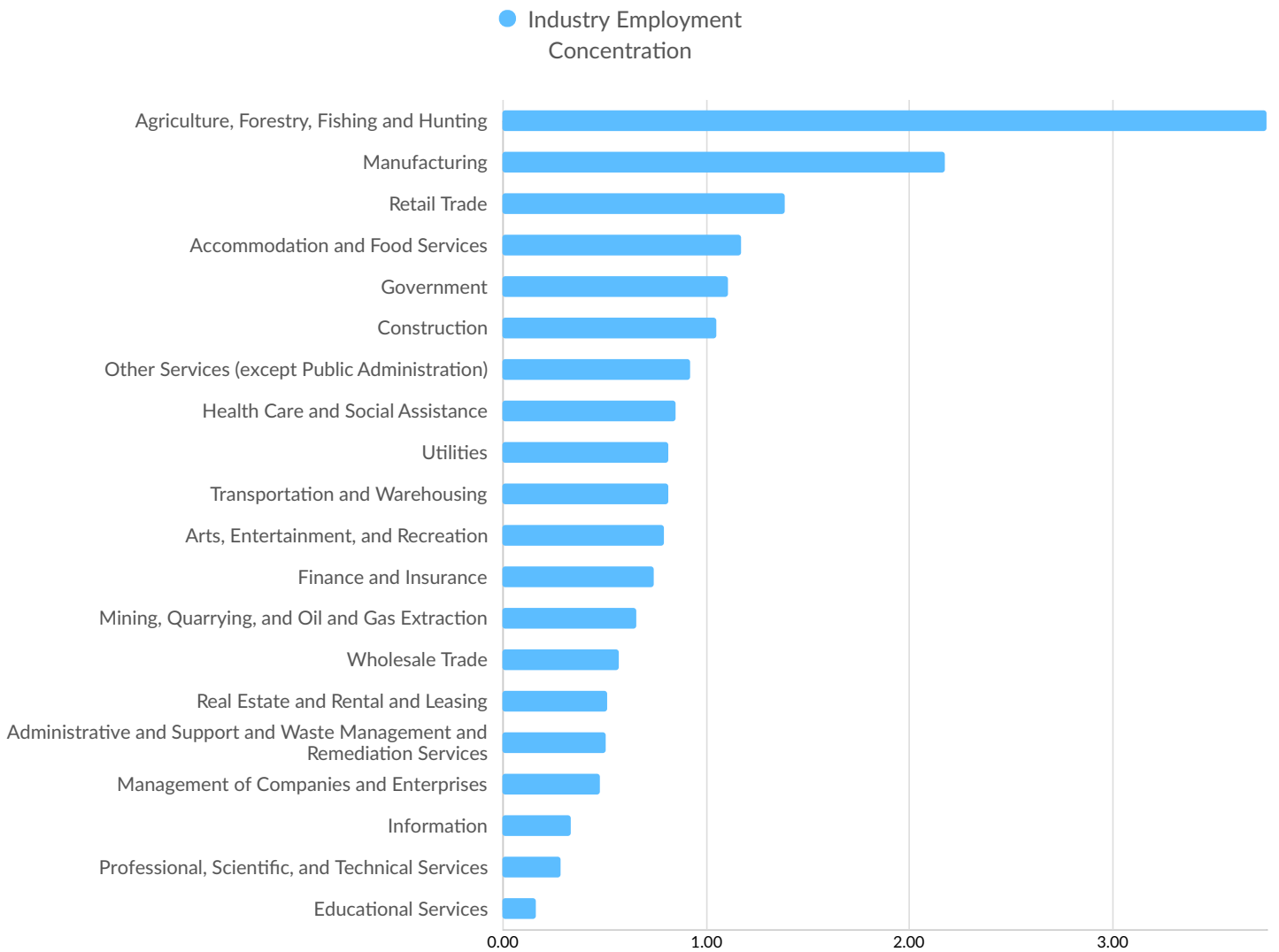
Largest Industries



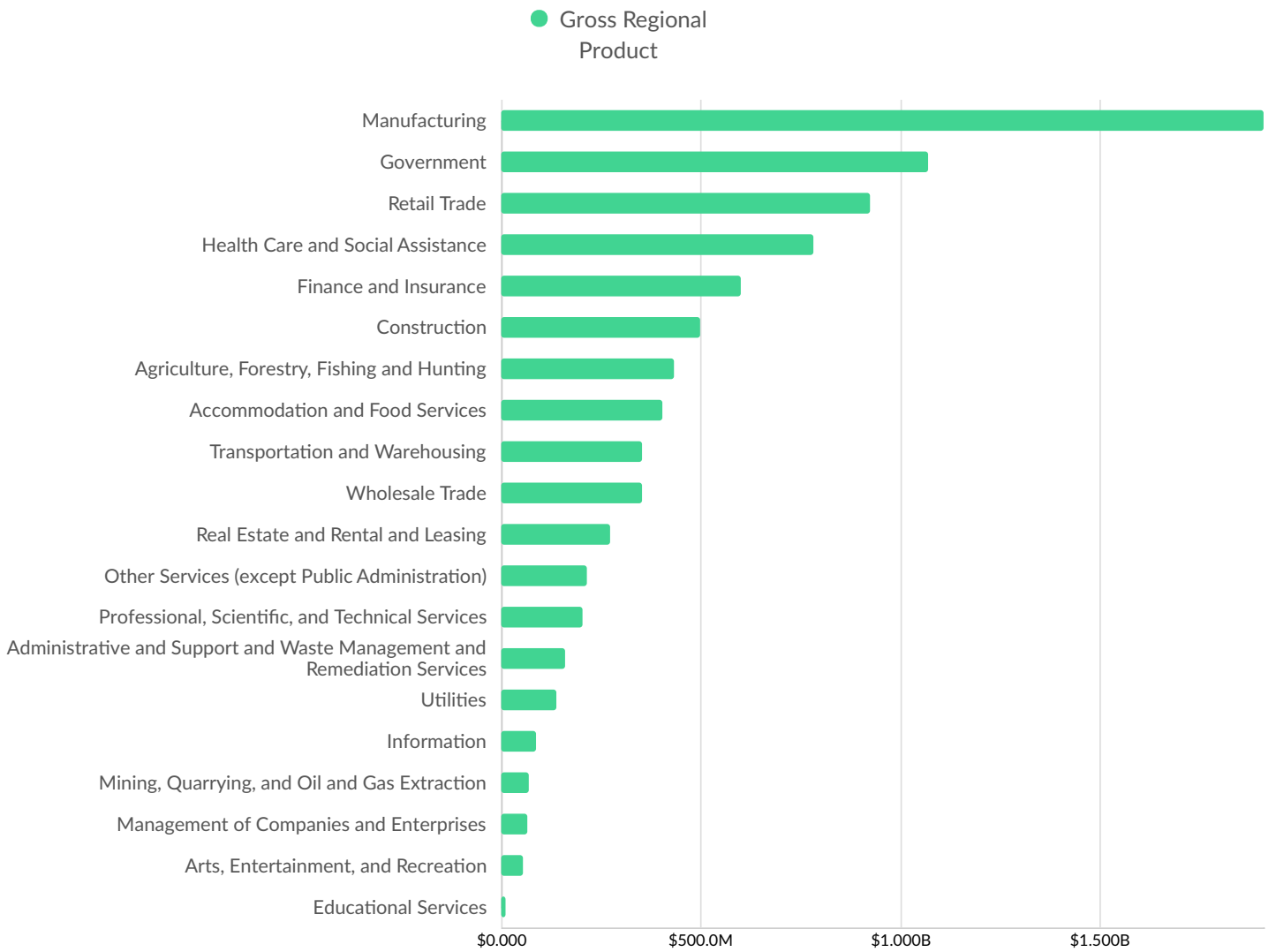
Top Growing Industries



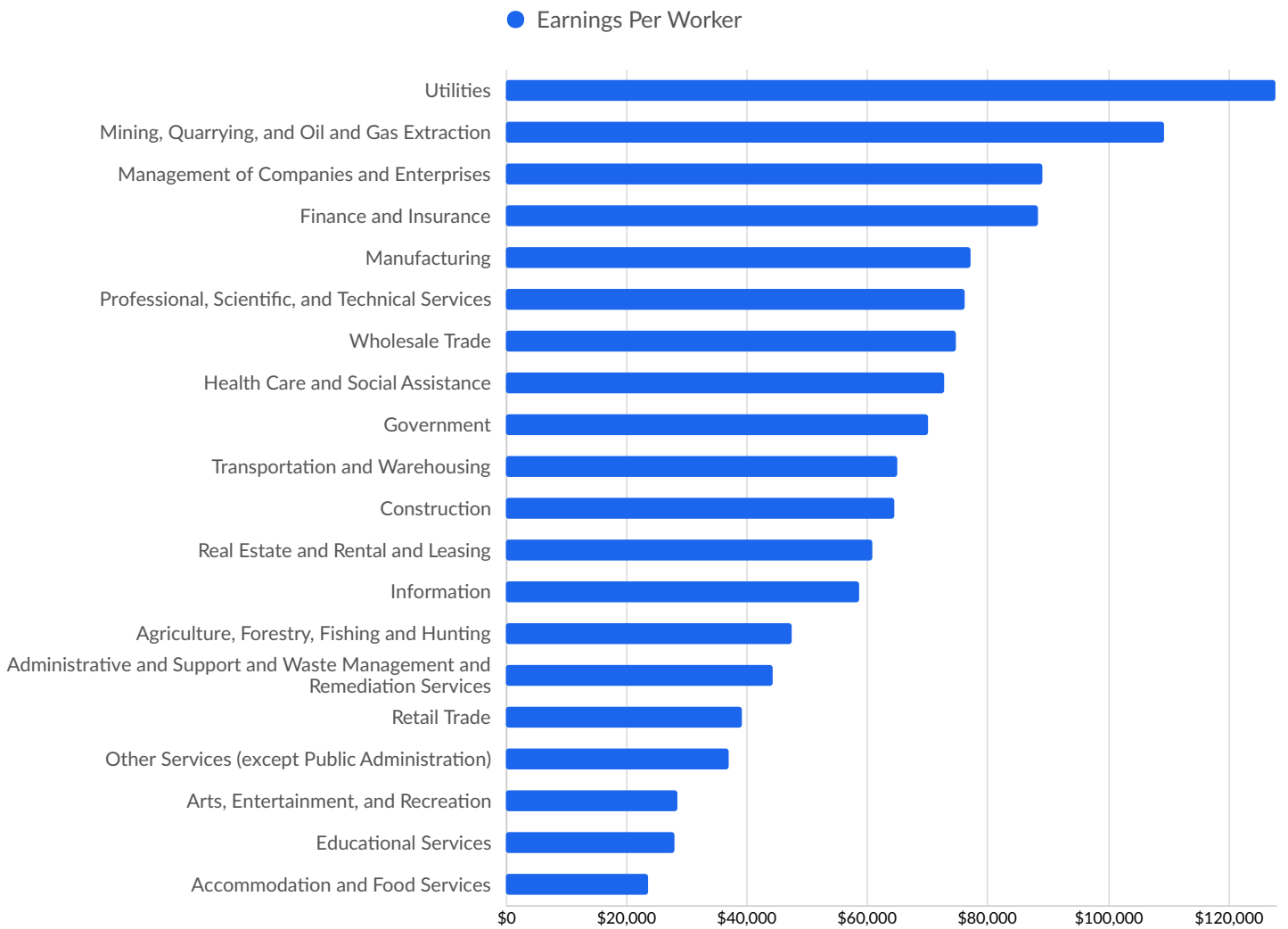
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



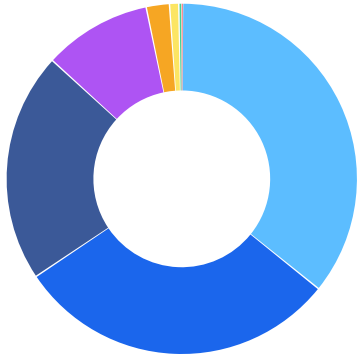
Business Characteristics

12,355 Companies Employ Your Workers

Online profiles for your workers mention 12,355 companies as employers, with the top 10 appearing below. In the last 12 months, 1,262 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...	305 	Aspirus	419 
State of Wisconsin	291 	Advocate Aurora Health	303 
Marshfield Clinic	287 	Walmart	166 
Aspirus	286 	Johnson Controls	149 
Ministry Health Care	259 	Fincantieri Marine Group	147 
Walmart	223 	Kwik Trip	125 
Fincantieri Marine Group	217 	Border Foods	123 
Nicolet College	186 	Walgreens Boots Alliance	119 
University of Wisconsin System	173 	Marshfield Clinic	102 
Bay Area Medical Center	141 	Nicolet National Bank	91 

Business Size

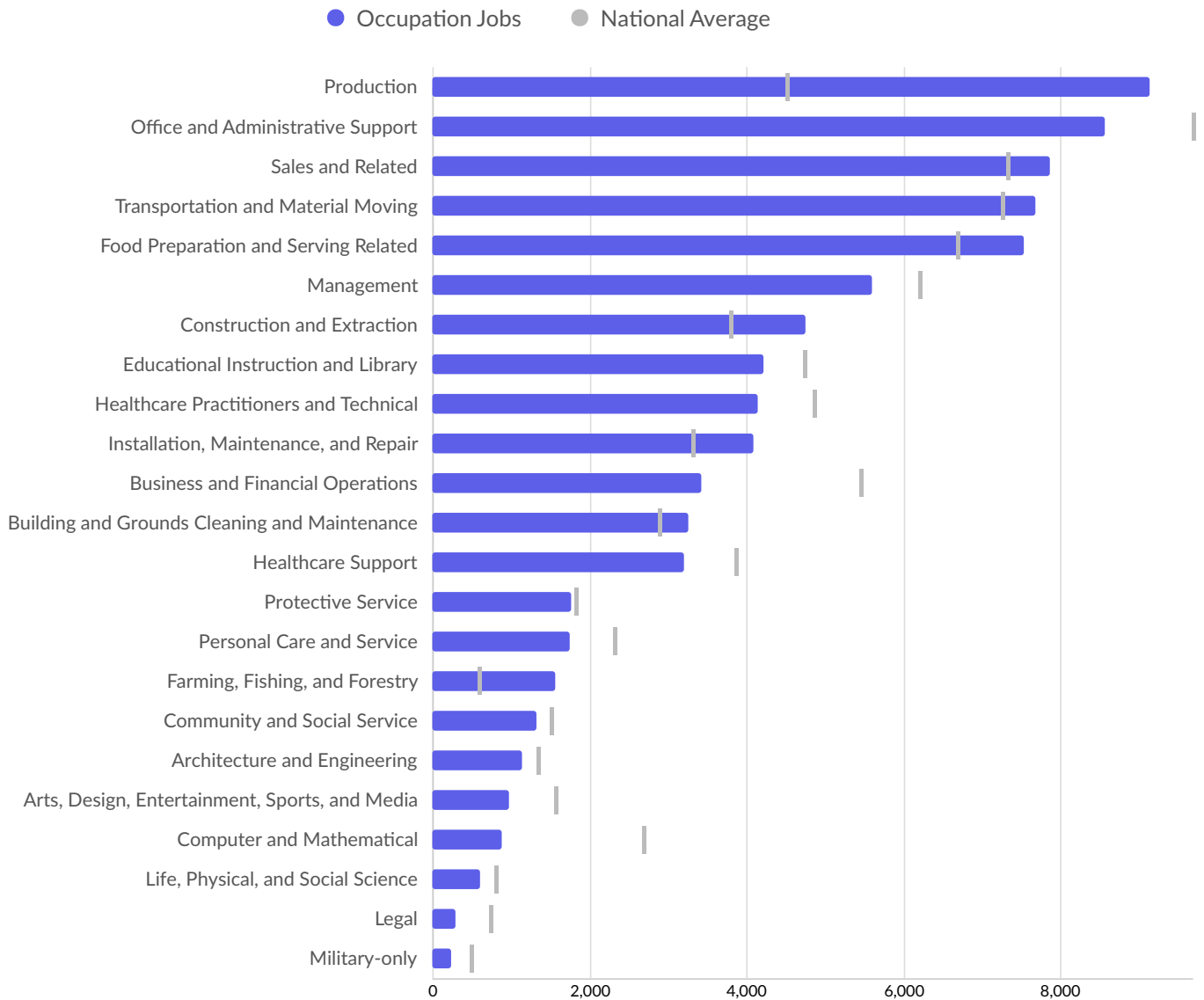


	Percentage	Business Count
● 1 to 4 employees	35.7%	3,656
● 5 to 9 employees	29.8%	3,055
● 10 to 19 employees	21.2%	2,169
● 20 to 49 employees	10.0%	1,019
● 50 to 99 employees	2.1%	219
● 100 to 249 employees	0.8%	87
● 250 to 499 employees	0.3%	29
● 500+ employees	0.1%	6

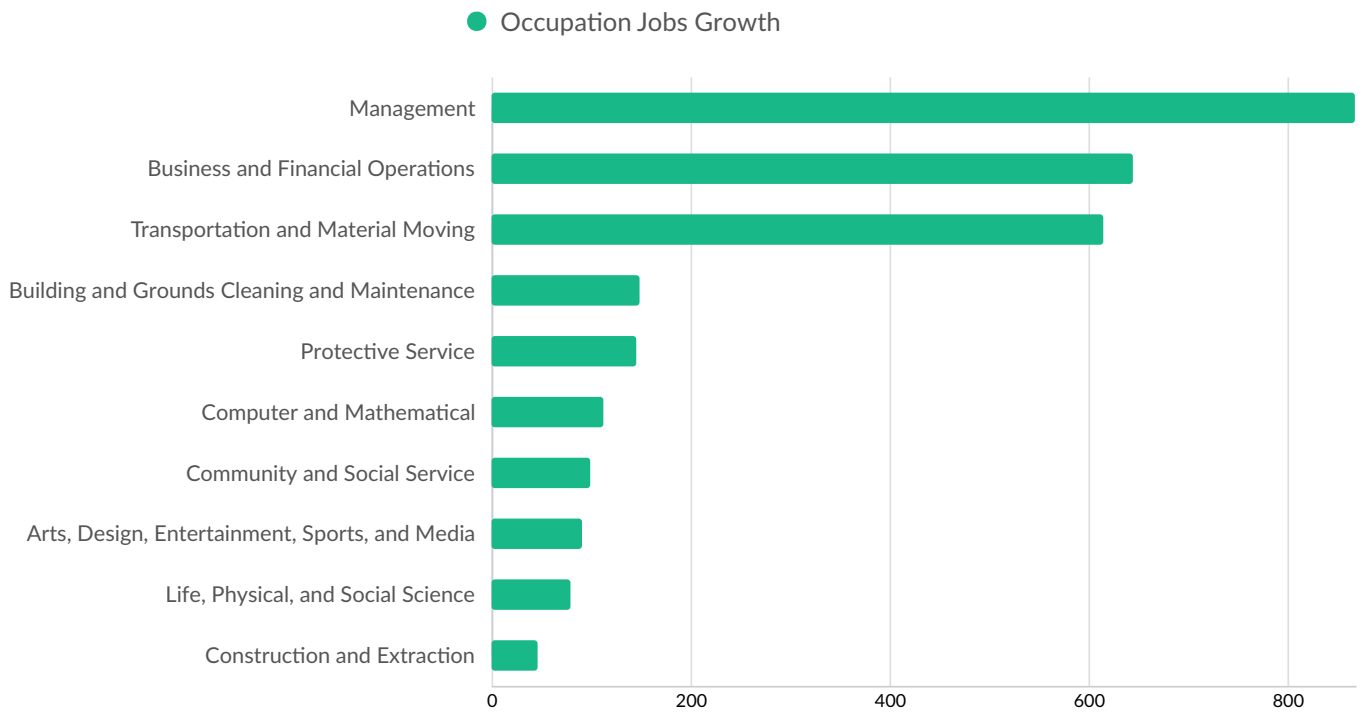
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

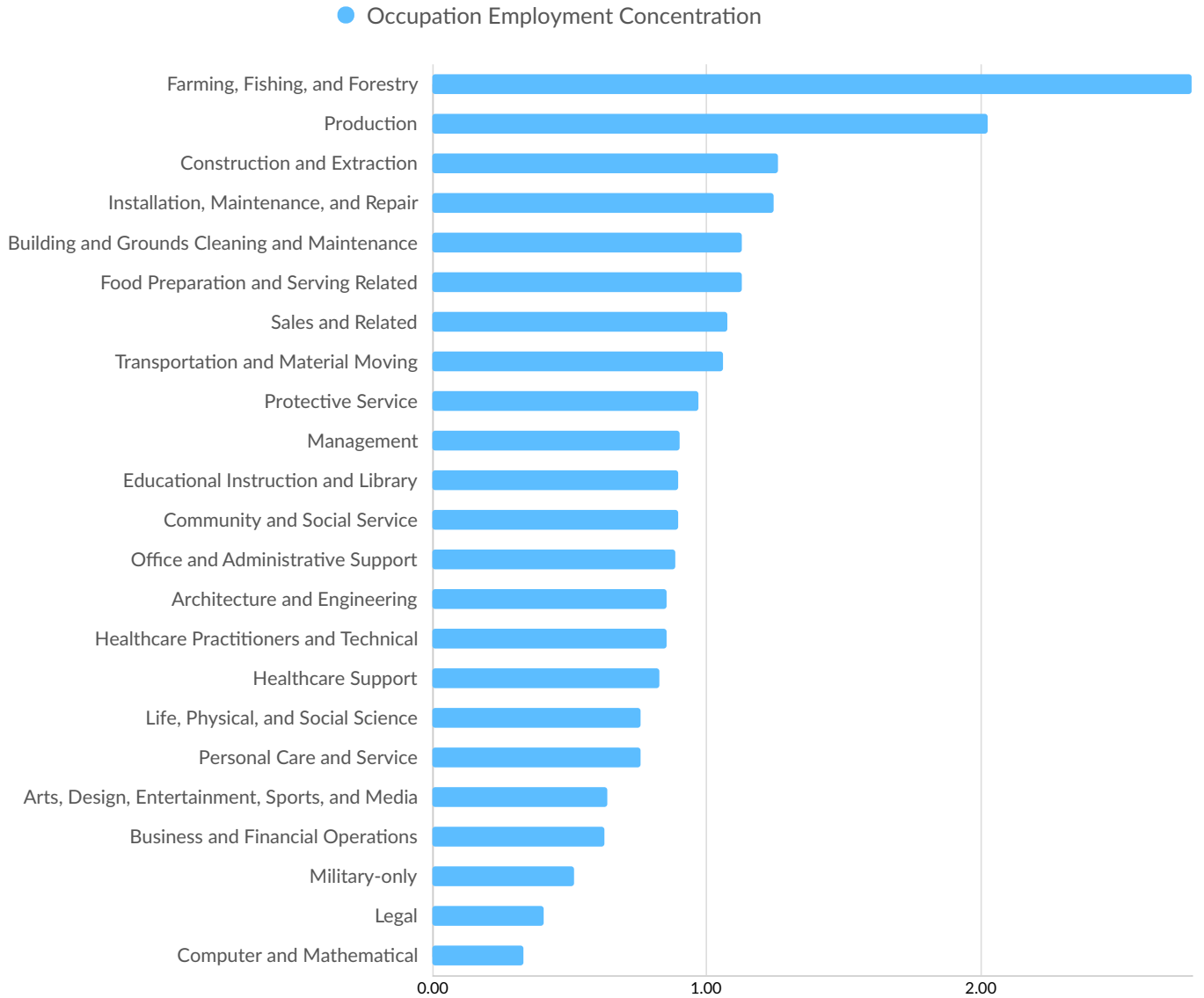
Largest Occupations



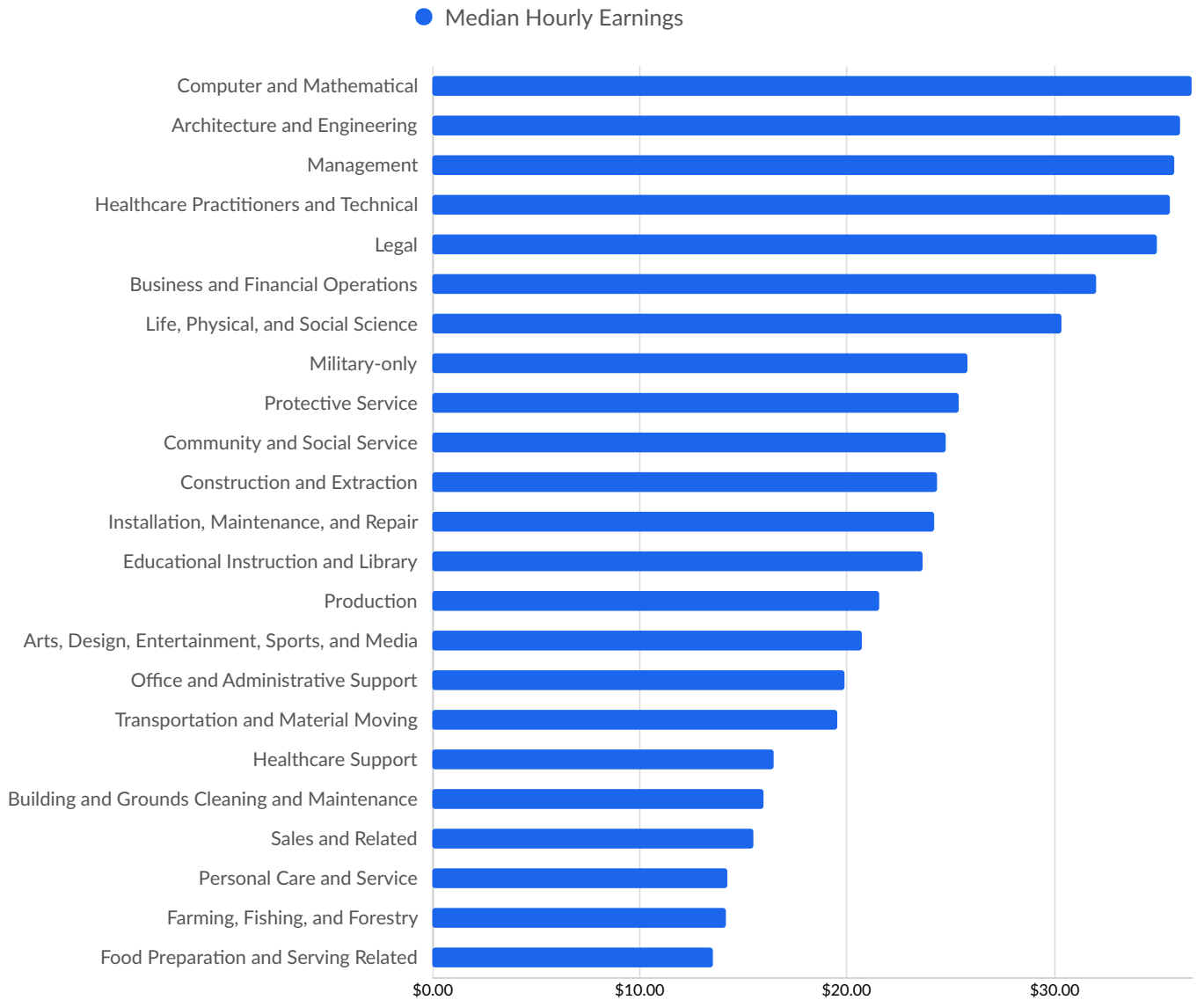
Top Growing Occupations



Top Occupation Employment Concentration



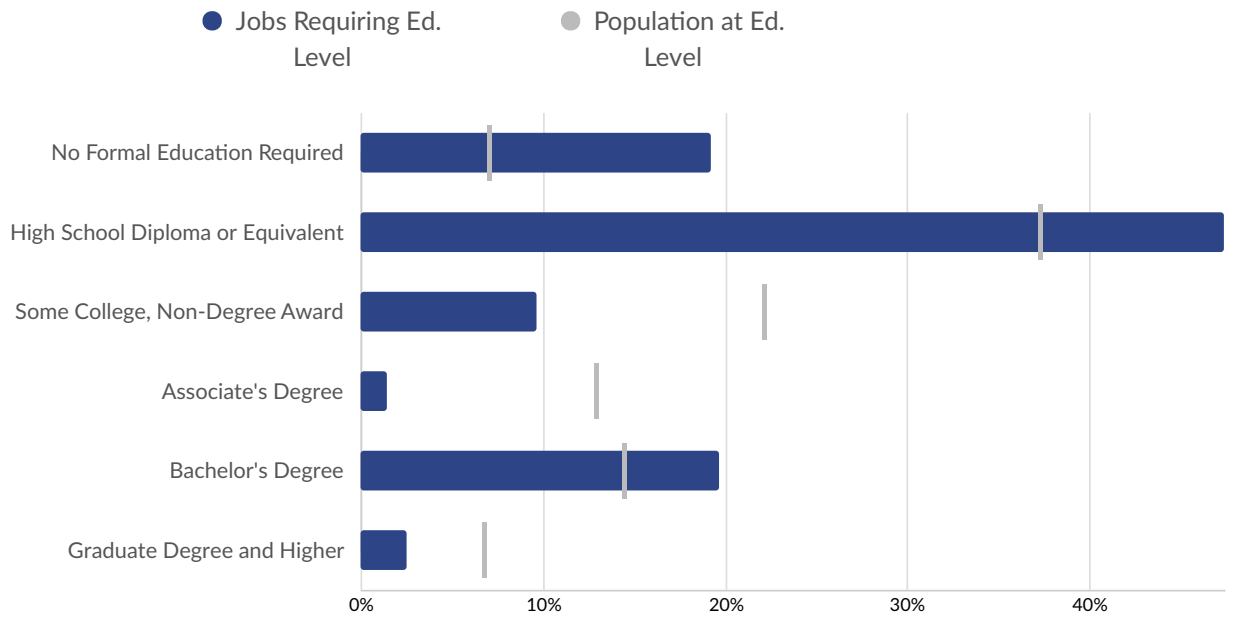
Top Occupation Earnings



Top Posted Occupations

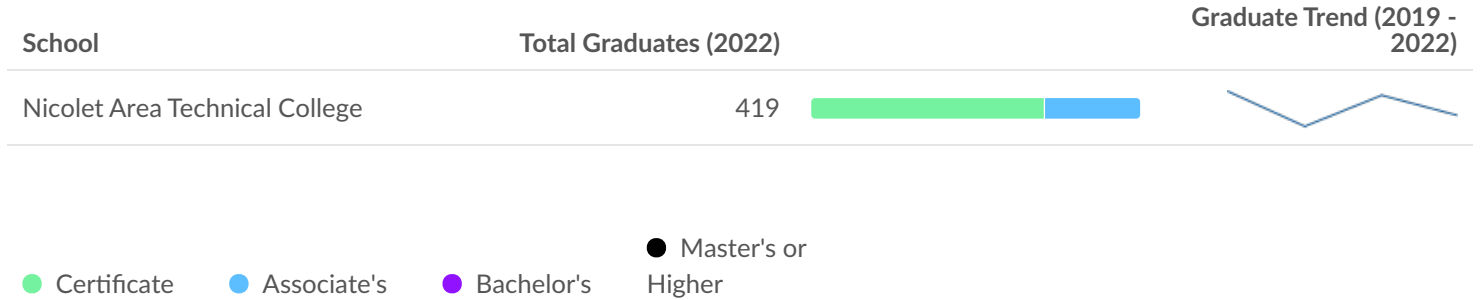


Underemployment



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).



In-Demand Skills

