



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

205,808

Population (2023)

Population **grew by 9,887** over the last 5 years and is projected to **grow by 8,553** over the next 5 years.

84,201

Total Regional Employment

Jobs **decreased by 921** over the last 5 years but are projected to **grow by 1,949** over the next 5 years.

\$59.4K

Avg. Earnings Per Job (2023)

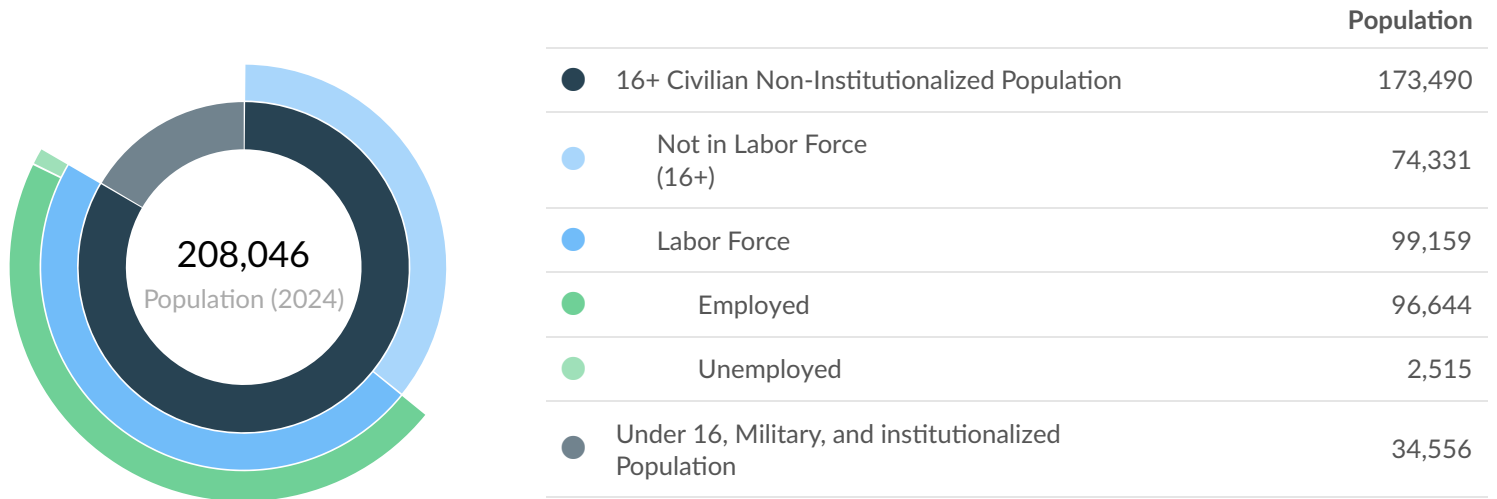
Regional average earnings per job are **\$23.8K below** the national average earnings of \$83.3K per job.

Takeaways

- As of 2023 the region's population **increased by 5.0%** since 2018, growing by 9,887. Population is expected to **increase by 4.2%** between 2023 and 2028, adding 8,553.
- From 2018 to 2023, jobs **declined by 1.1%** in Grow North from 85,121 to **84,201**. This change **fell short of the national growth rate of 4.5% by 5.6%**. As the number of jobs declined, the **labor force participation rate decreased from 61.1% to 56.8% 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).

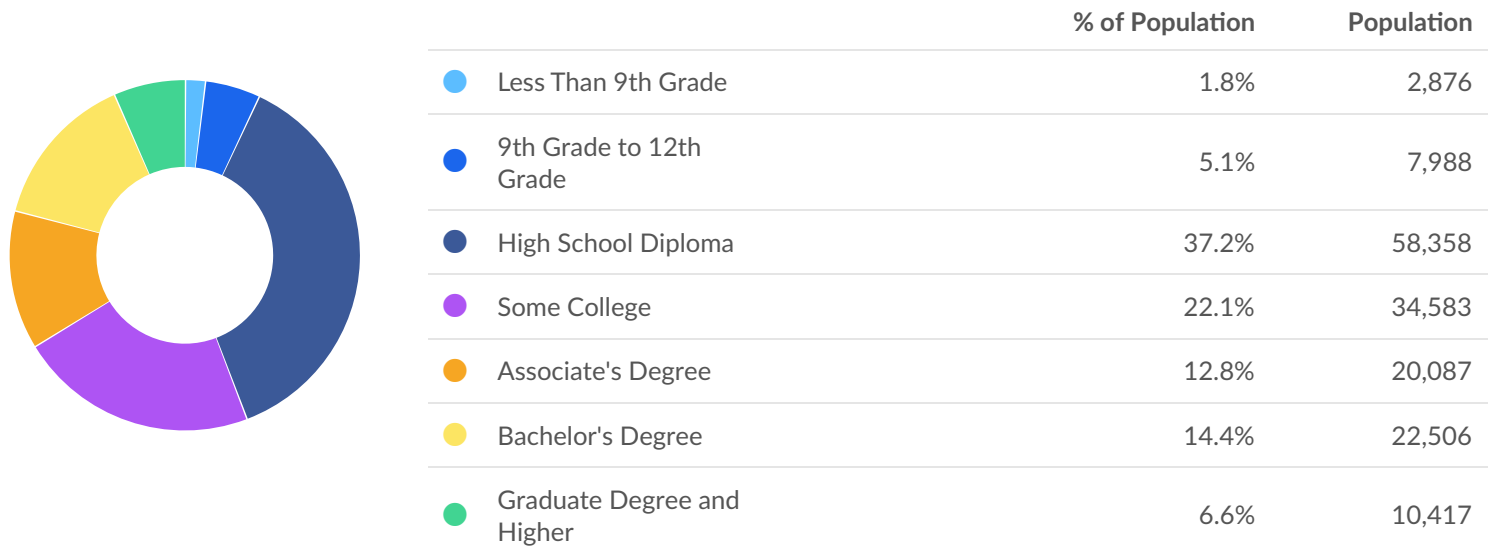
	Population (2024)	Labor Force (Sep 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	208,046	99,159	84,201	100.5	\$9.55B	\$16.11B	\$12.56B
State	5,932,800	3,174,542	3,245,667	100.2	\$412.45B	\$381.77B	\$408.89B

Sep 2024 Labor Force Breakdown



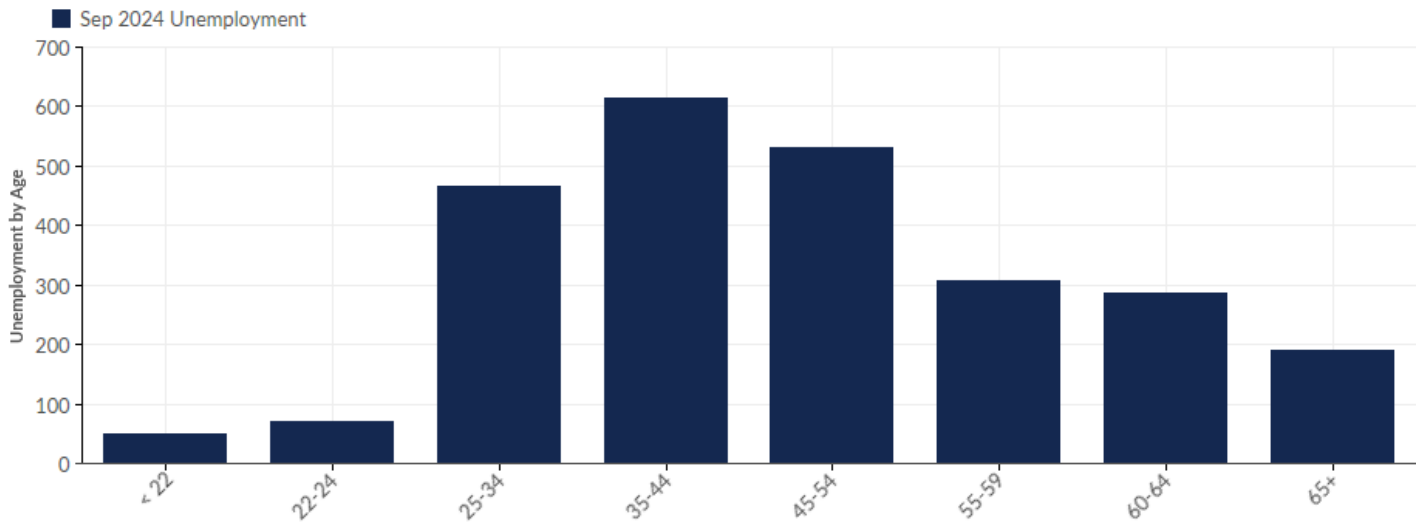
Educational Attainment

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).



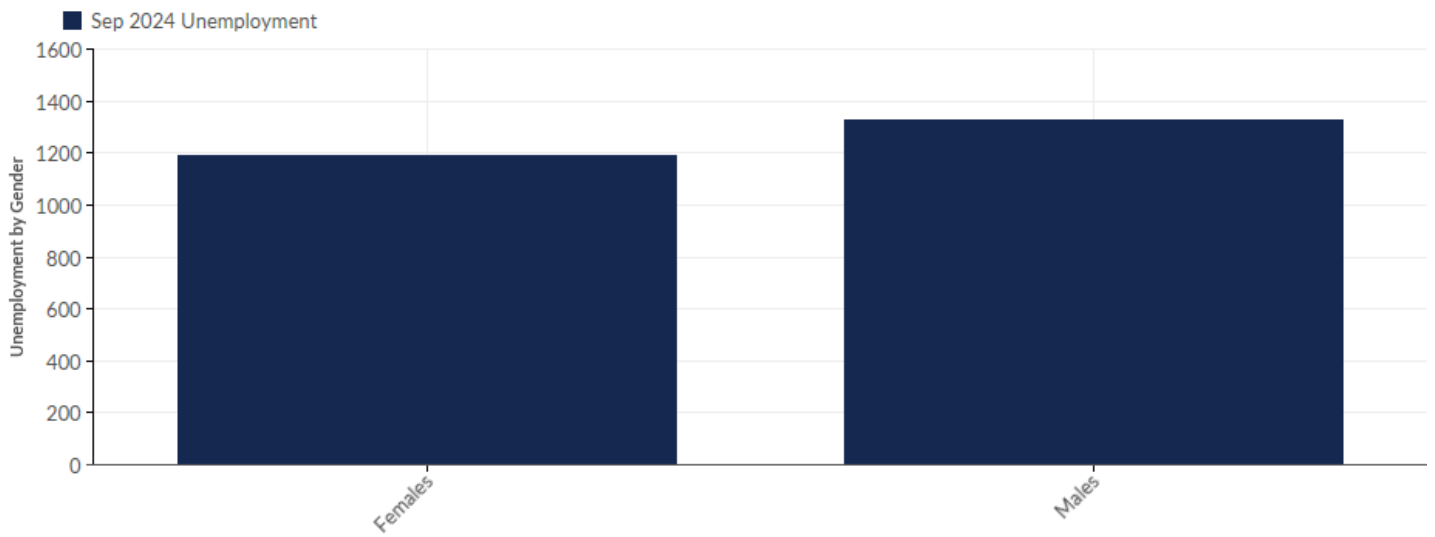
Unemployment by Demographics

Unemployment by Age



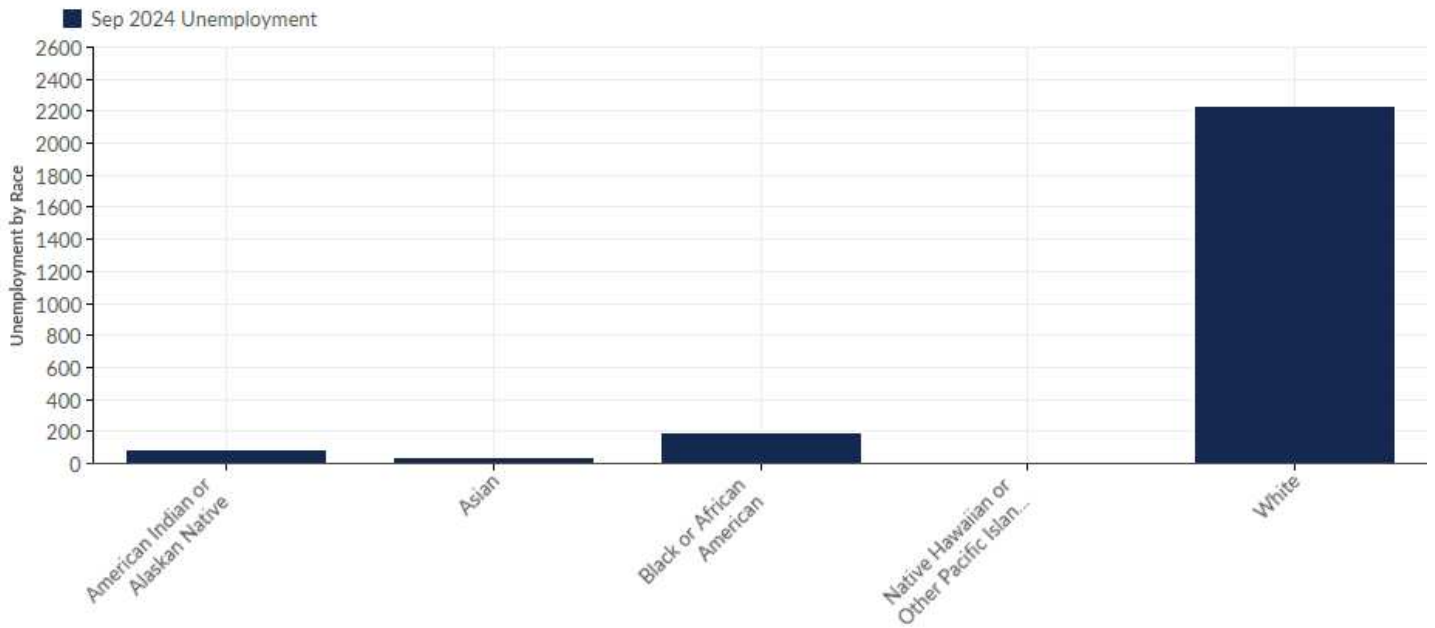
Age	Unemployment (Sep 2024)	% of Unemployed
< 22	48	1.91%
22-24	71	2.82%
25-34	466	18.53%
35-44	615	24.45%
45-54	531	21.11%
55-59	307	12.21%
60-64	287	11.41%
65+	189	7.51%
Total	2,515	100.00%

Unemployment by Gender



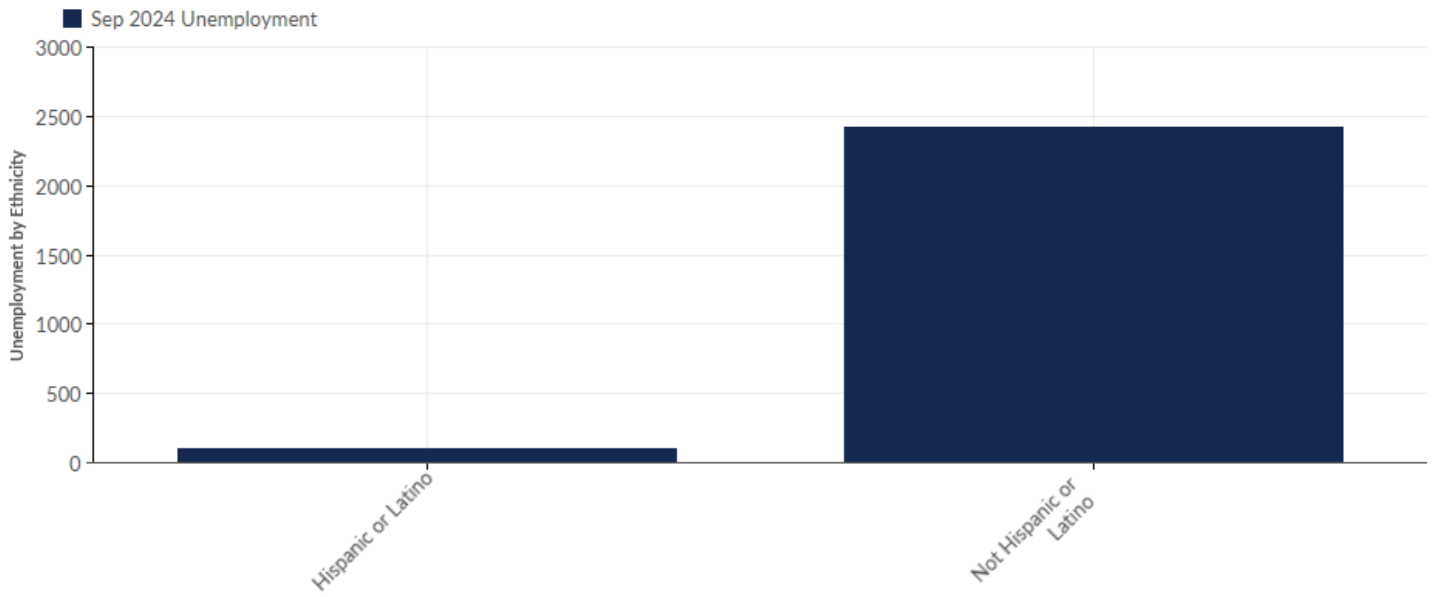
Gender	Unemployment (Sep 2024)	% of Unemployed
Females	1,189	47.28%
Males	1,326	52.72%
Total	2,515	100.00%

Unemployment by Race



Race	Unemployment (Sep 2024)	% of Unemployed
American Indian or Alaskan Native	74	2.94%
Asian	26	1.03%
Black or African American	186	7.40%
Native Hawaiian or Other Pacific Islander	3	0.12%
White	2,226	88.51%
Total	2,515	100.00%

Unemployment by Ethnicity

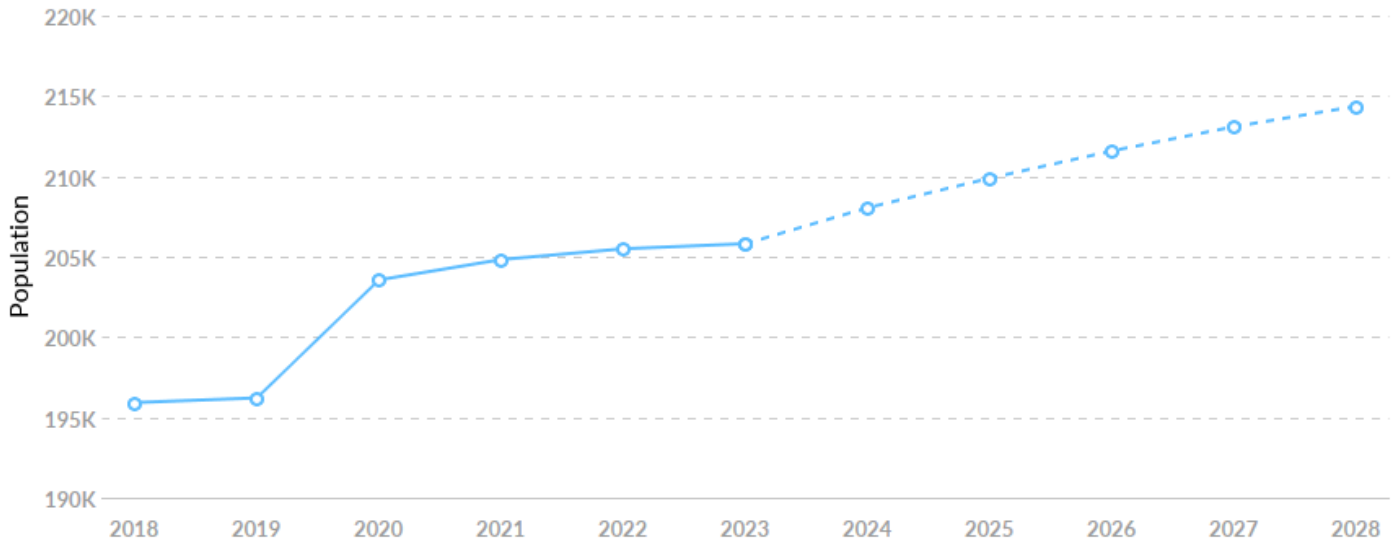


Ethnicity	Unemployment (Sep 2024)	% of Unemployed
Hispanic or Latino	99	3.94%
Not Hispanic or Latino	2,416	96.06%
Total	2,515	100.00%

Historic & Projected Trends

Population Trends

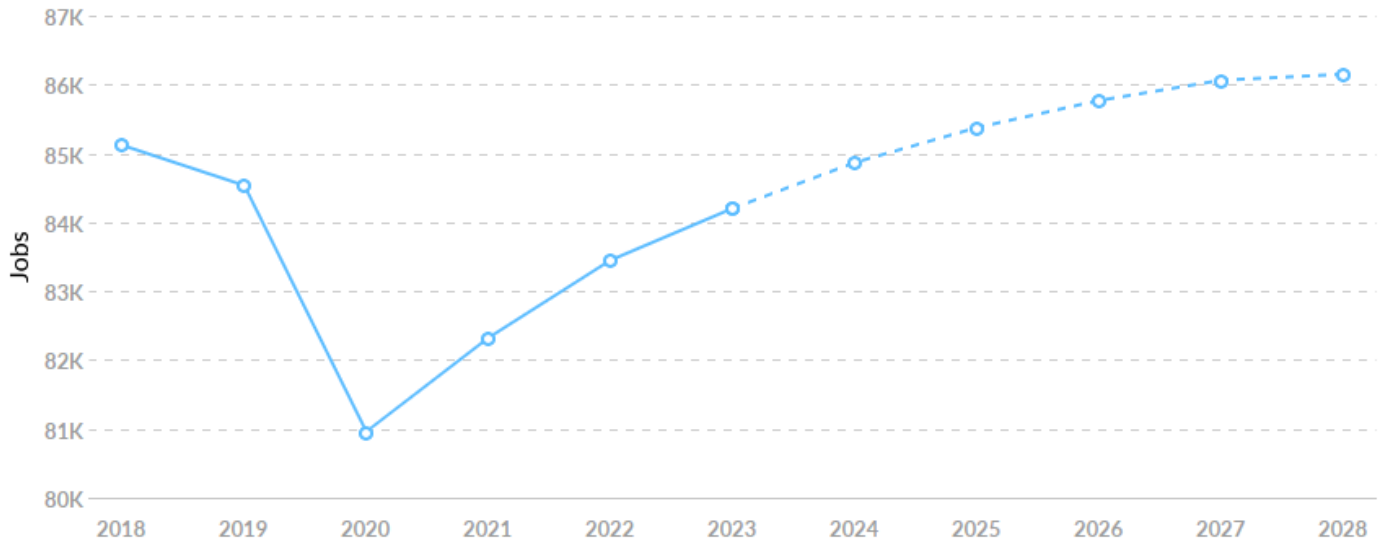
As of 2023 the region's population increased by 5.0% since 2018, growing by 9,887. Population is expected to increase by 4.2% between 2023 and 2028, adding 8,553.



Timeframe	Population
2018	195,921
2019	196,211
2020	203,555
2021	204,822
2022	205,492
2023	205,808
2024	208,046
2025	209,887
2026	211,584
2027	213,093
2028	214,361

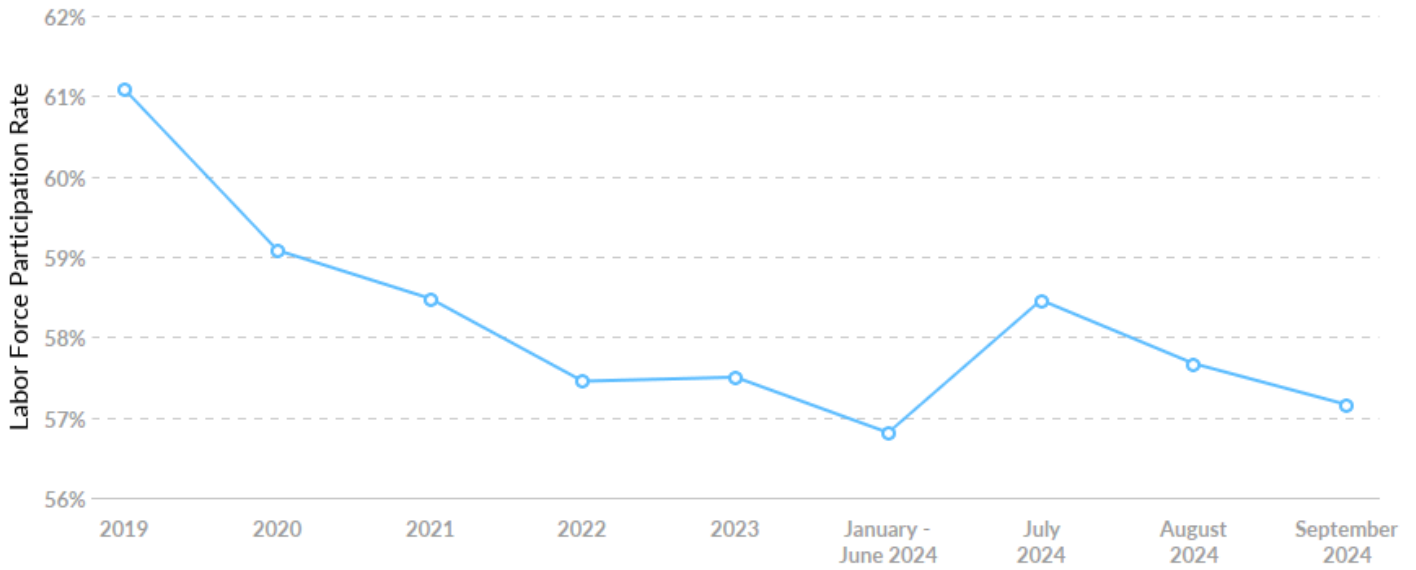
Job Trends

From 2018 to 2023, jobs declined by 1.1% in Grow North from 85,121 to 84,201. This change fell short of the national growth rate of 4.5% by 5.6%.



Timeframe	Jobs
2018	85,121
2019	84,537
2020	80,957
2021	82,320
2022	83,448
2023	84,201
2024	84,867
2025	85,374
2026	85,768
2027	86,062
2028	86,150

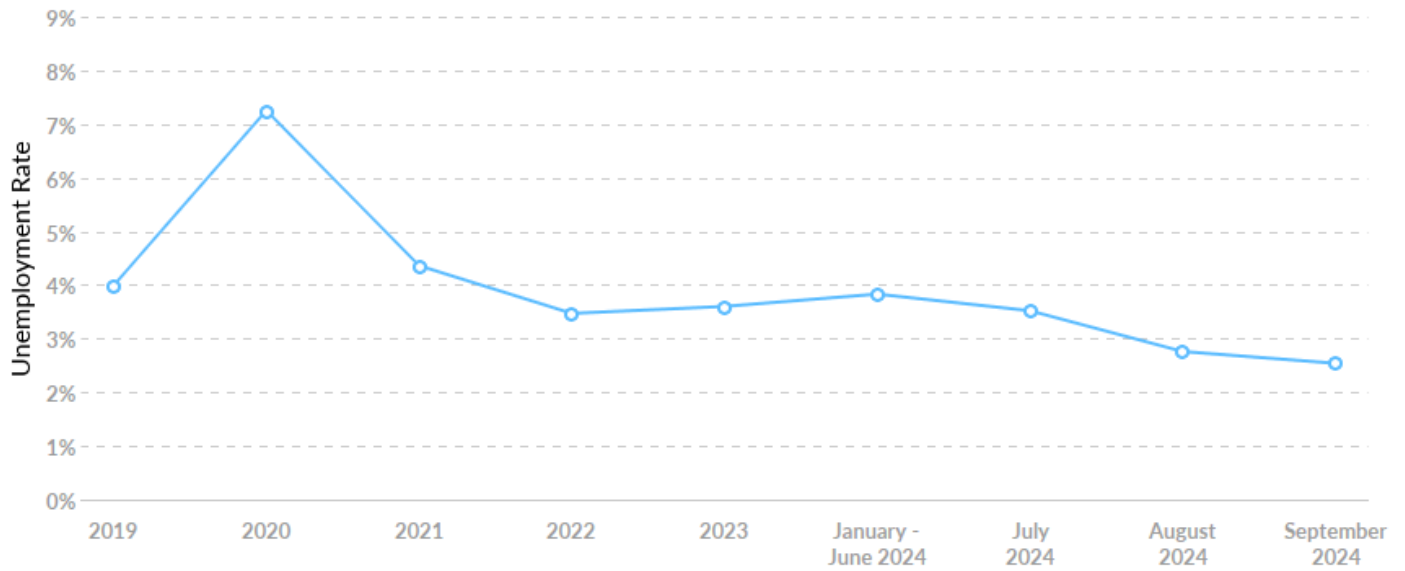
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	61.08%
2020	59.08%
2021	58.48%
2022	57.45%
2023	57.50%
January - June 2024	56.81%
July 2024	58.46%
August 2024	57.67%
September 2024	57.16%

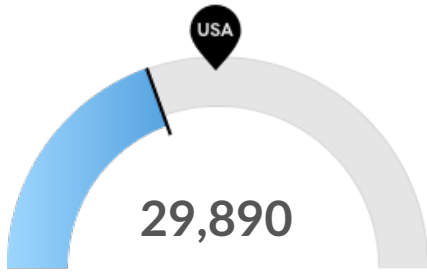
Unemployment Rate Trends

Your areas had a September 2024 unemployment rate of 2.54%, **decreasing from 3.99%** 5 years before.



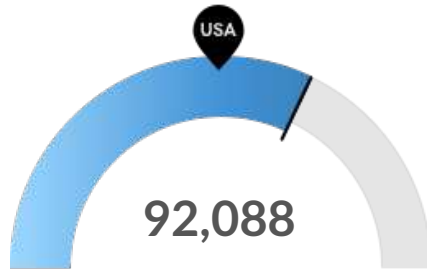
Timeframe	Unemployment Rate
2019	3.99%
2020	7.25%
2021	4.36%
2022	3.47%
2023	3.60%
January - June 2024	3.83%
July 2024	3.52%
August 2024	2.76%
September 2024	2.54%

Population Characteristics



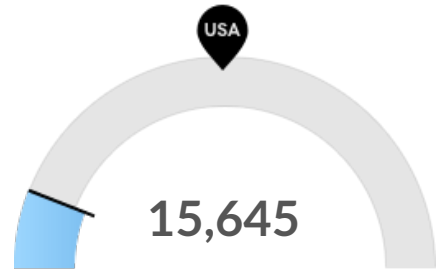
Millennials

Your area has 29,890 millennials (ages 25-39). The national average for an area this size is 41,817.



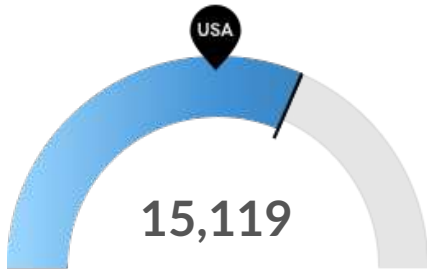
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 62,128 people 55 or older, while there are 92,088 here.



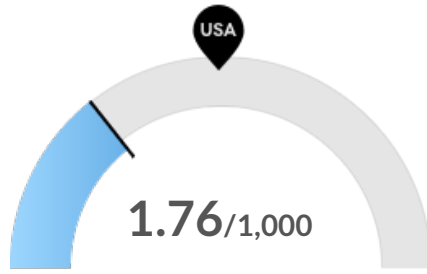
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 85,713 racially diverse people, while there are 15,645 here.



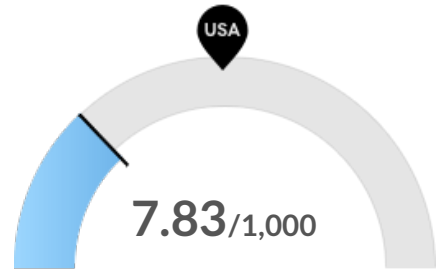
Veterans

Your area has 15,119 veterans. The national average for an area this size is 10,506.



Violent Crime

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

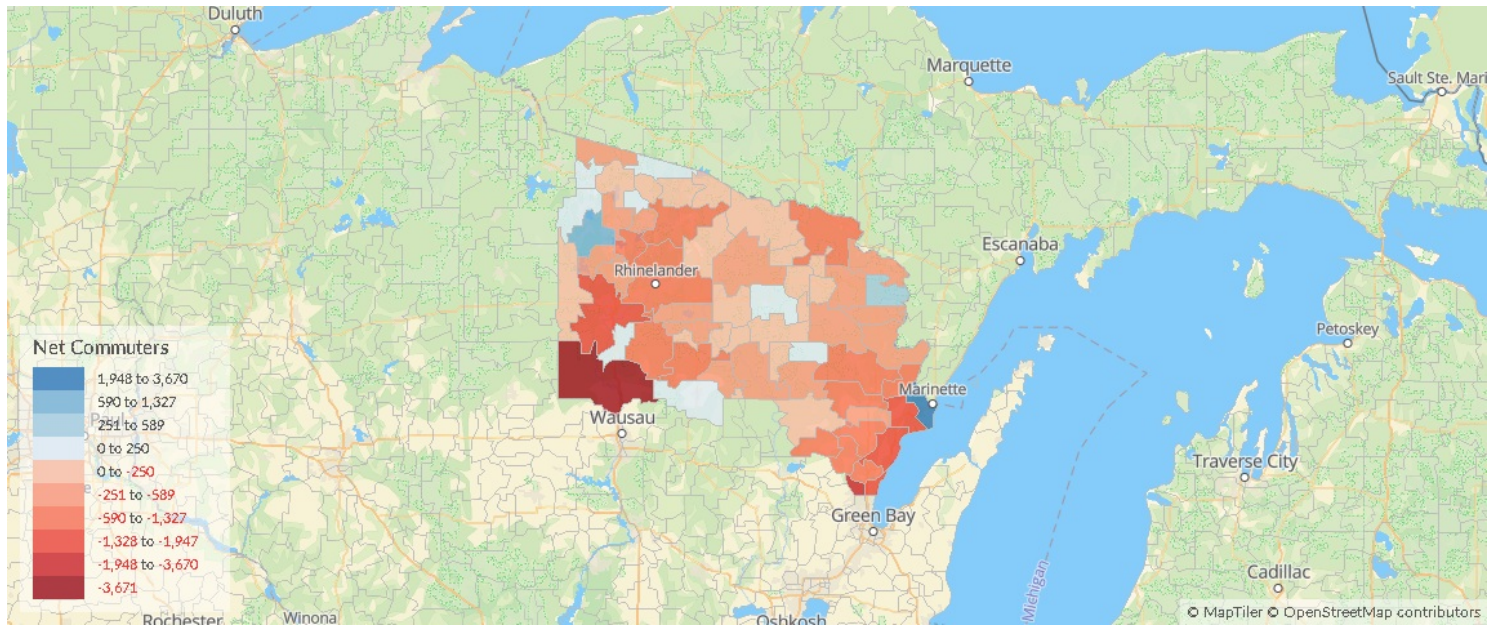


Property Crime

Your area has 7.83 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...	10,381
54501	Rhinelander, WI (in One...	9,853
54409	Antigo, WI (in Langlade ...	7,255
54452	Merrill, WI (in Lincoln c...	6,590
54521	Eagle River, WI (in Vilas ...	4,317

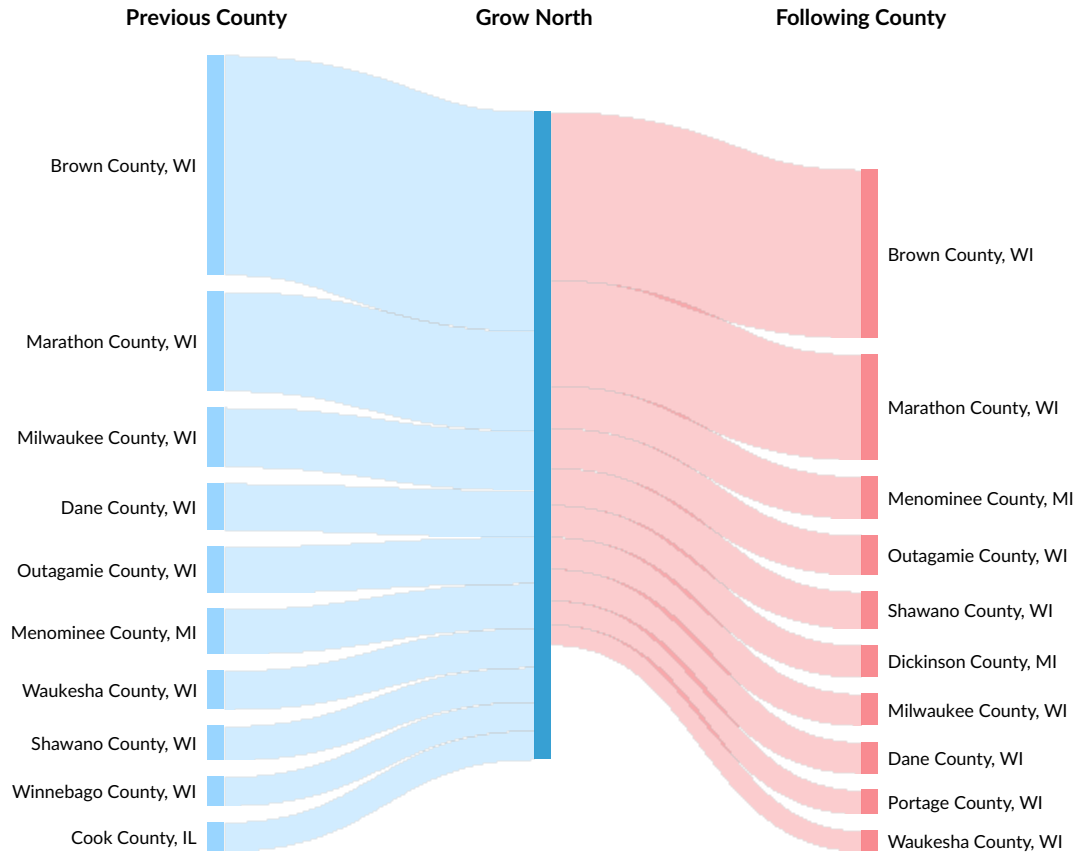
Where Talent Lives

ZIP	Name	2023 Workers
54501	Rhinelander, WI (in One...	10,709
54452	Merrill, WI (in Lincoln c...	10,261
54143	Marinette, WI (in Marin...	7,846
54409	Antigo, WI (in Langlade ...	7,043
54487	Tomahawk, WI (in Linco...	5,575

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 2022, **1,150** people have migrated from Brown County, WI to Grow North. In the same year, **883** people left Grow North migrating to Brown County, WI. The total Net Migration for Grow North in 2022 was **1,557**.

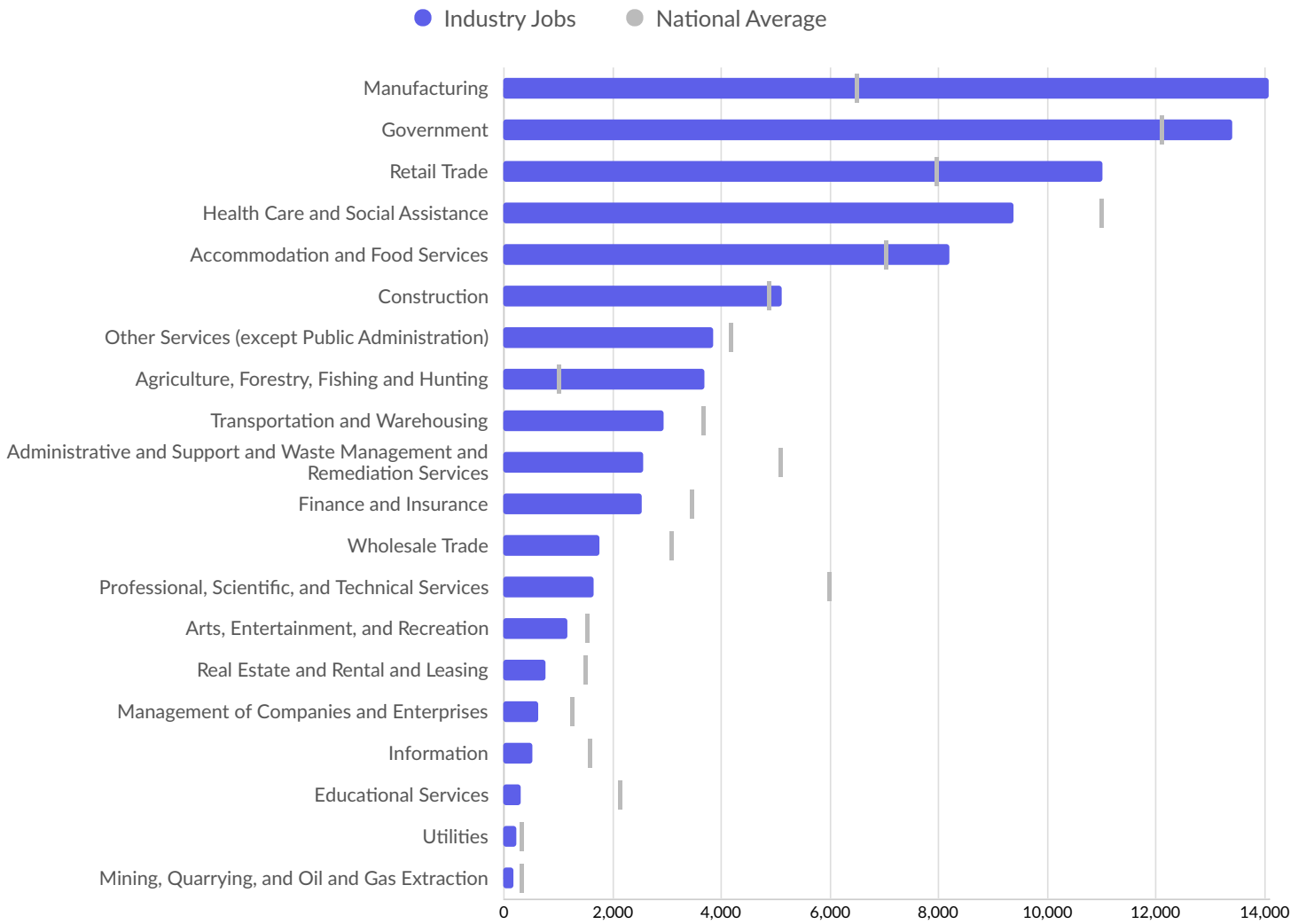


Top Previous Counties	Migrations
Brown County, WI	1,150
Marathon County, WI	521
Milwaukee County, WI	311
Dane County, WI	245
Outagamie County, WI	242
Menominee County, MI	236

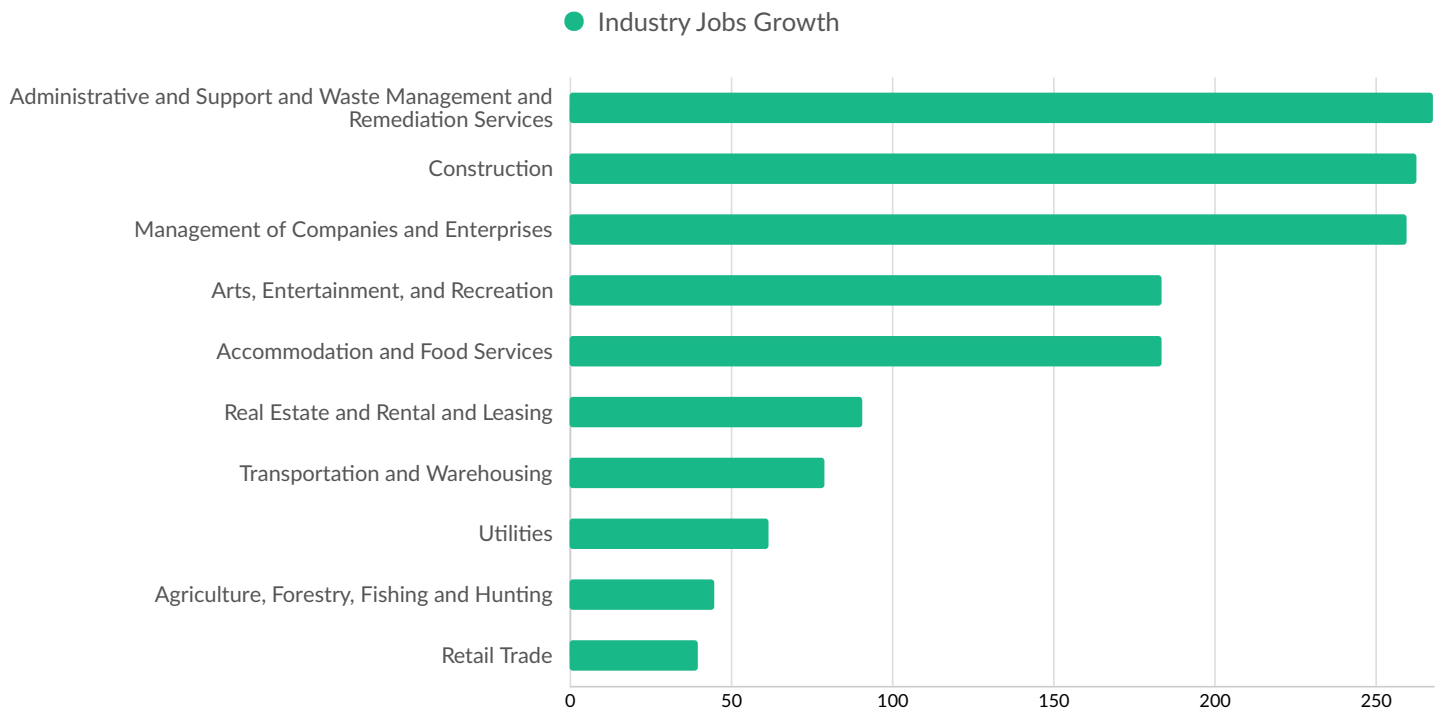
Top Previous Counties	Migrations
Waukesha County, WI	203
Shawano County, WI	180
Winnebago County, WI	152
Cook County, IL	151
Dickinson County, MI	111
Manitowoc County, WI	102
Dodge County, WI	95
Portage County, WI	85
Wood County, WI	84
Top Following Counties	Migrations
Brown County, WI	883
Marathon County, WI	552
Menominee County, MI	222
Outagamie County, WI	209
Shawano County, WI	195
Dickinson County, MI	167
Milwaukee County, WI	167
Dane County, WI	165
Portage County, WI	126
Waukesha County, WI	107
Winnebago County, WI	102
DuPage County, IL	85
Maricopa County, AZ	82
Hennepin County, MN	69
Sumter County, FL	53

Industry Characteristics

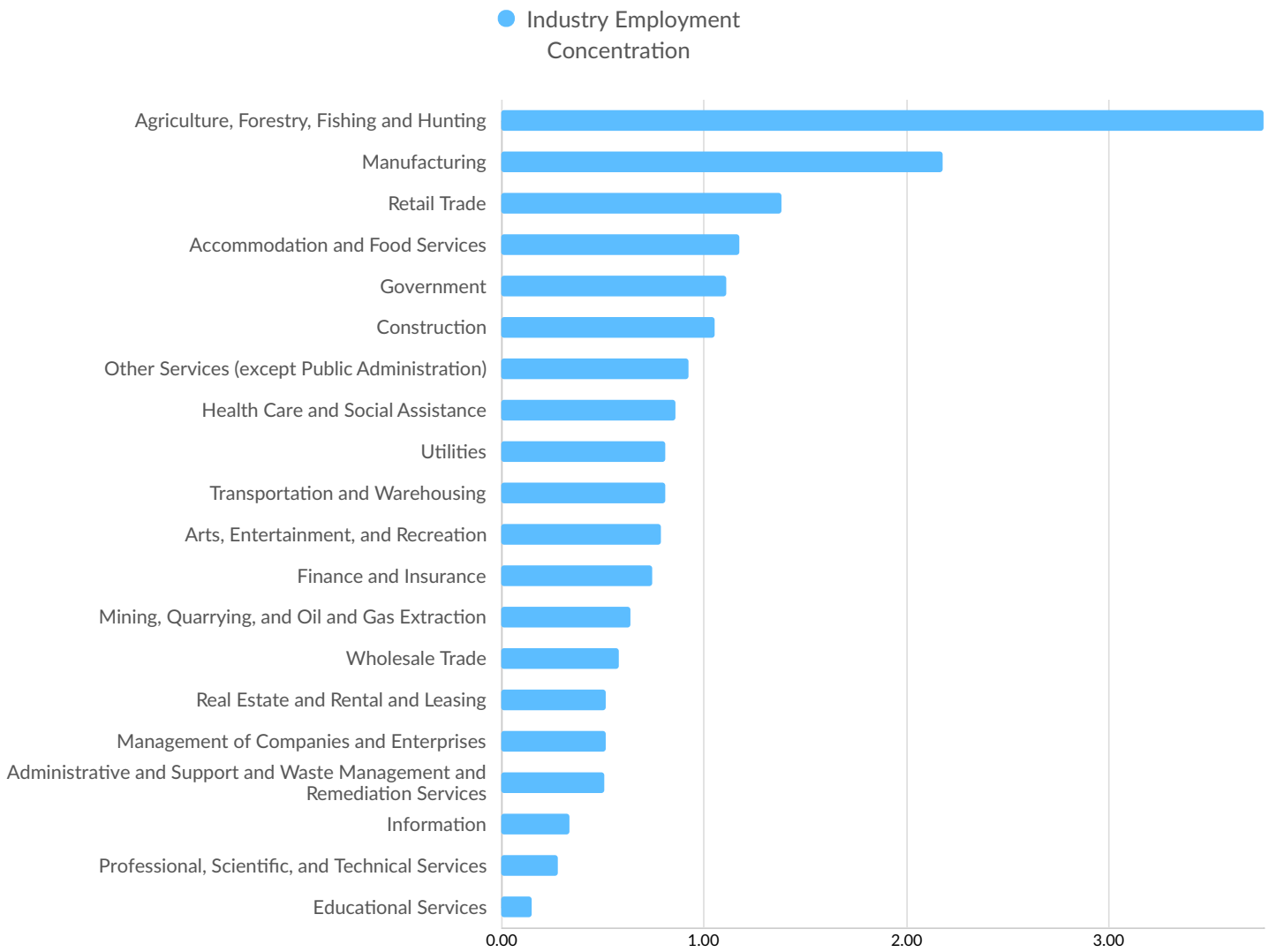
Largest Industries



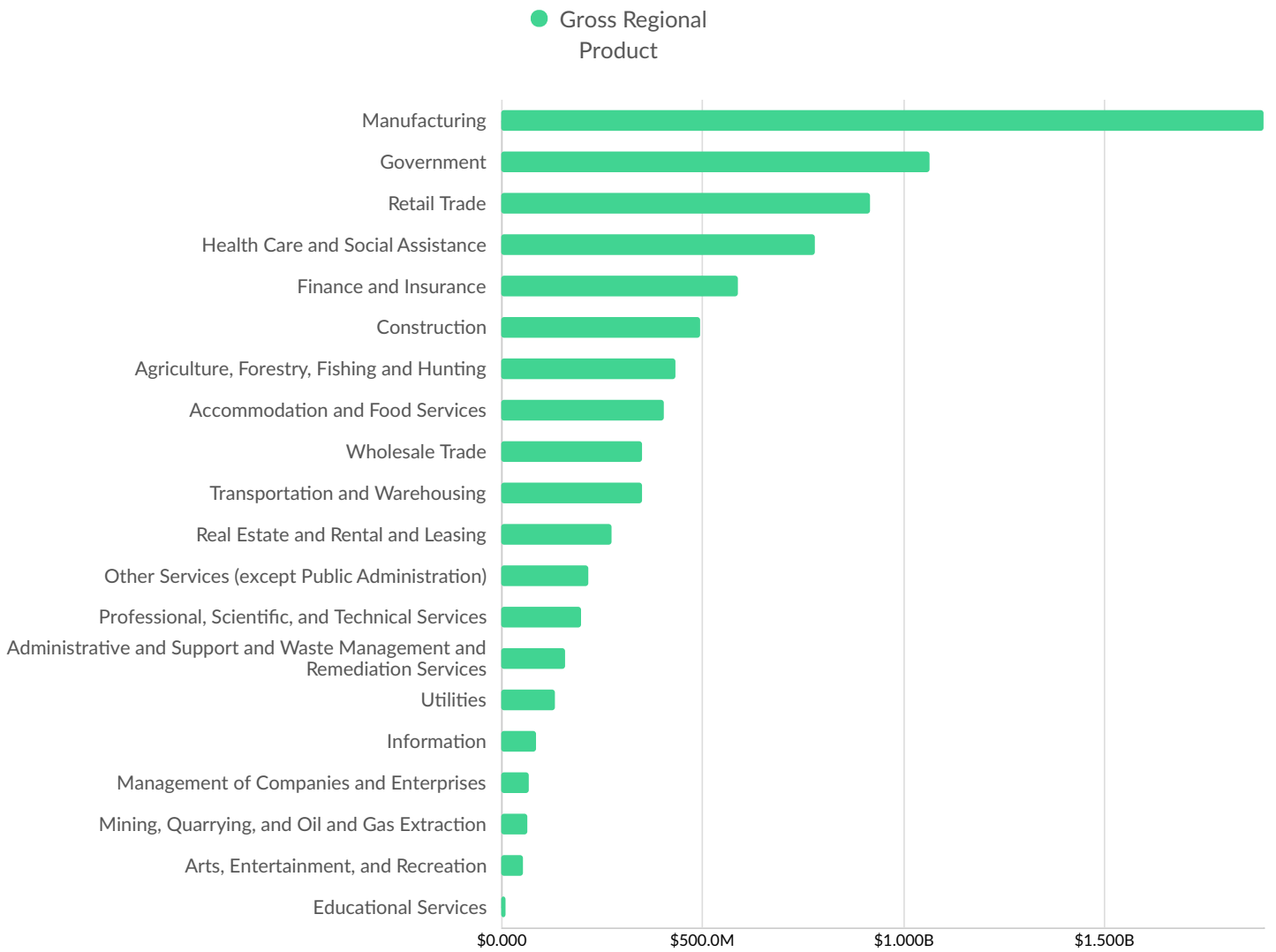
Top Growing Industries



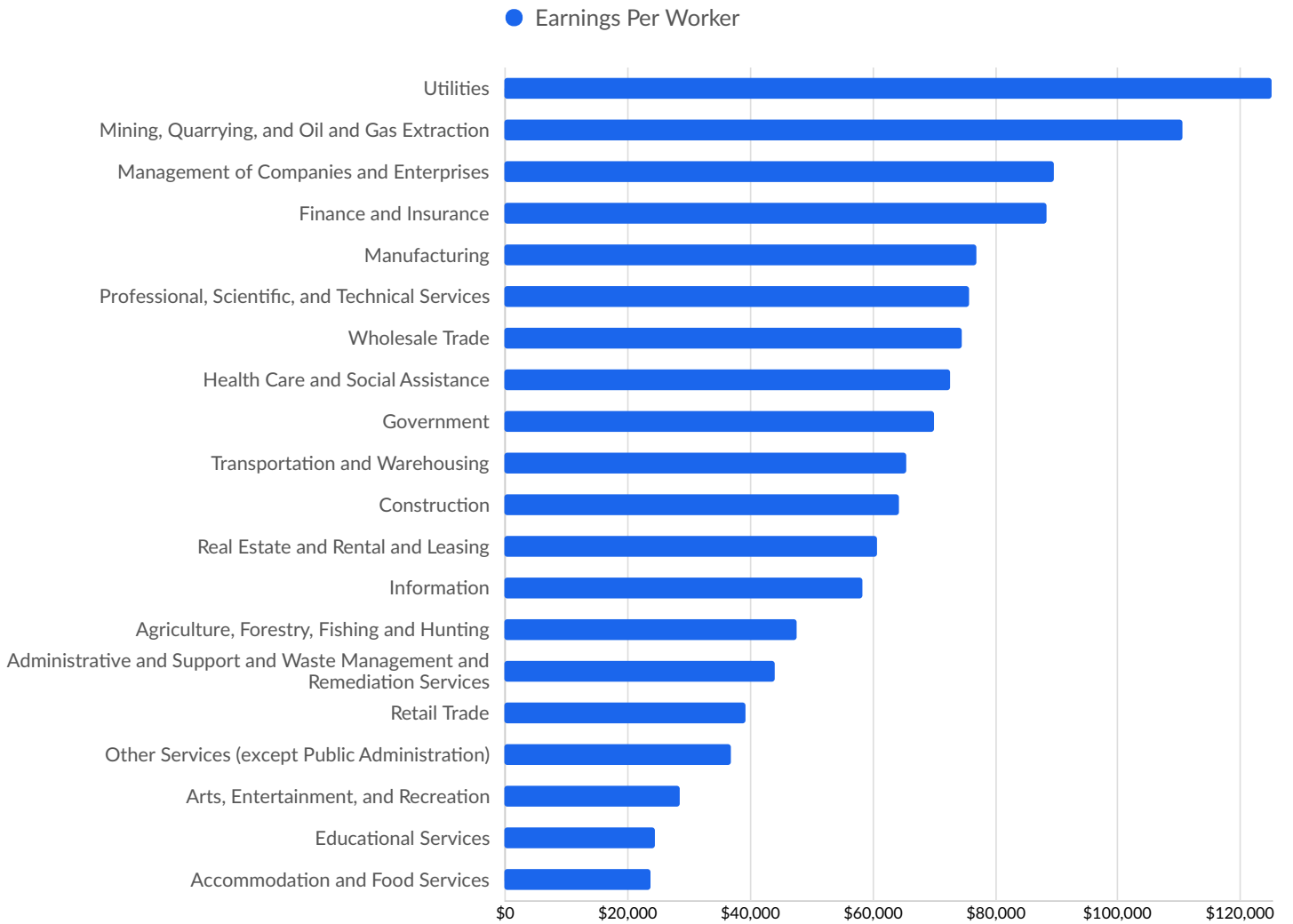
Top Industry Employment Concentration



Top Industry GRP















Top Industry Earnings



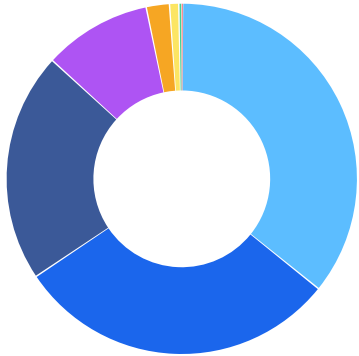
Business Characteristics

12,203 Companies Employ Your Workers

Online profiles for your workers mention 12,203 companies as employers, with the top 10 appearing below. In the last 12 months, 1,381 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...	332 	Aspirus	413 
State of Wisconsin	305 	Advocate Aurora Health	321 
Aspirus	299 	Walmart	250 
Marshfield Clinic	296 	Marshfield Clinic	202 
Ministry Health Care	274 	Insight Global	189 
Fincantieri Marine Group	231 	Kwik Trip	154 
Walmart	215 	Border Foods	152 
Nicolet College	195 	Fincantieri Marine Group	152 
University of Wisconsin System	174 	CompHealth	122 
Marinette Marine Corporation	148 	Johnson Controls	121 

Business Size

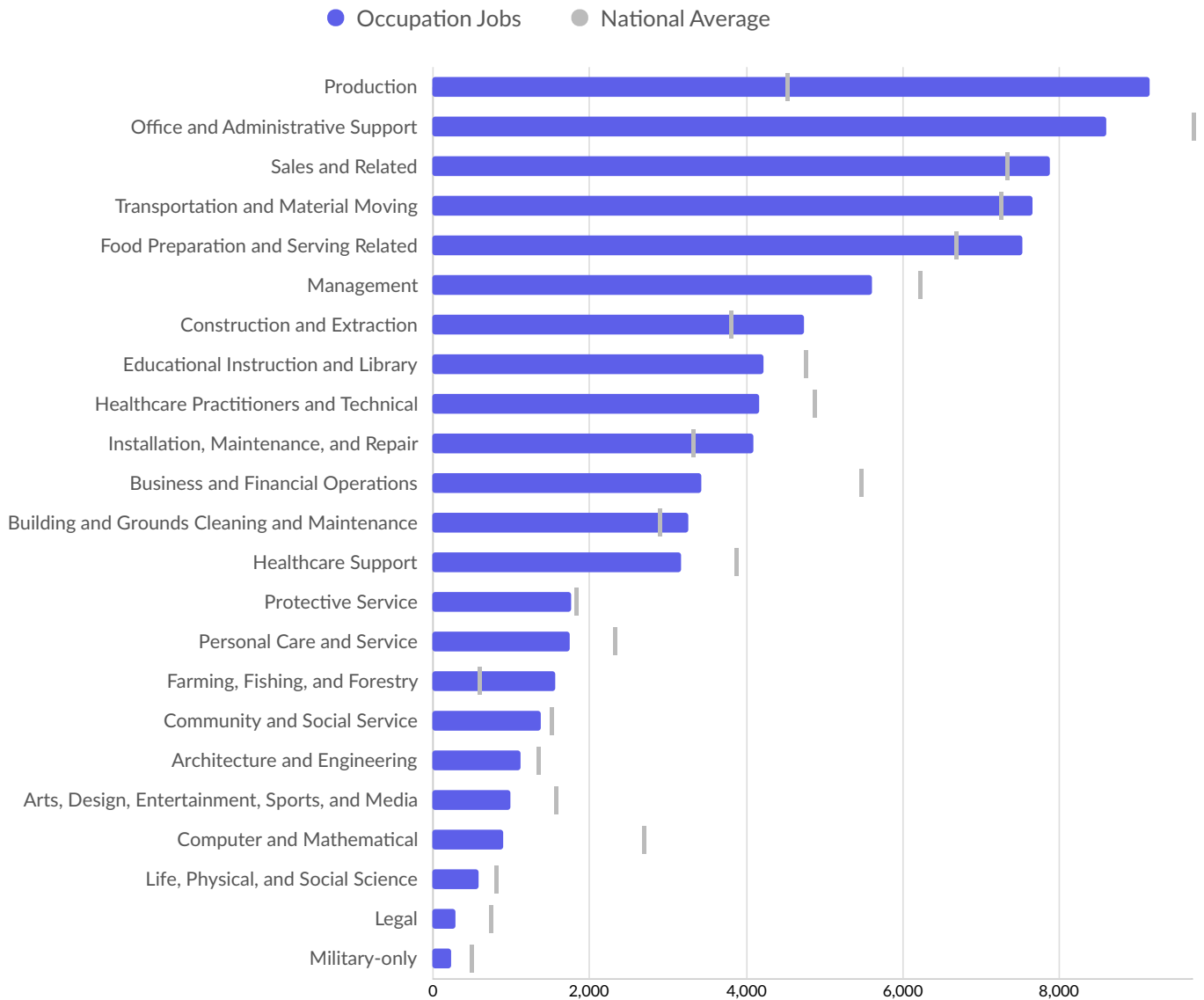


	Percentage	Business Count
● 1 to 4 employees	35.7%	3,656
● 5 to 9 employees	29.8%	3,055
● 10 to 19 employees	21.2%	2,169
● 20 to 49 employees	10.0%	1,019
● 50 to 99 employees	2.1%	219
● 100 to 249 employees	0.8%	87
● 250 to 499 employees	0.3%	29
● 500+ employees	0.1%	6

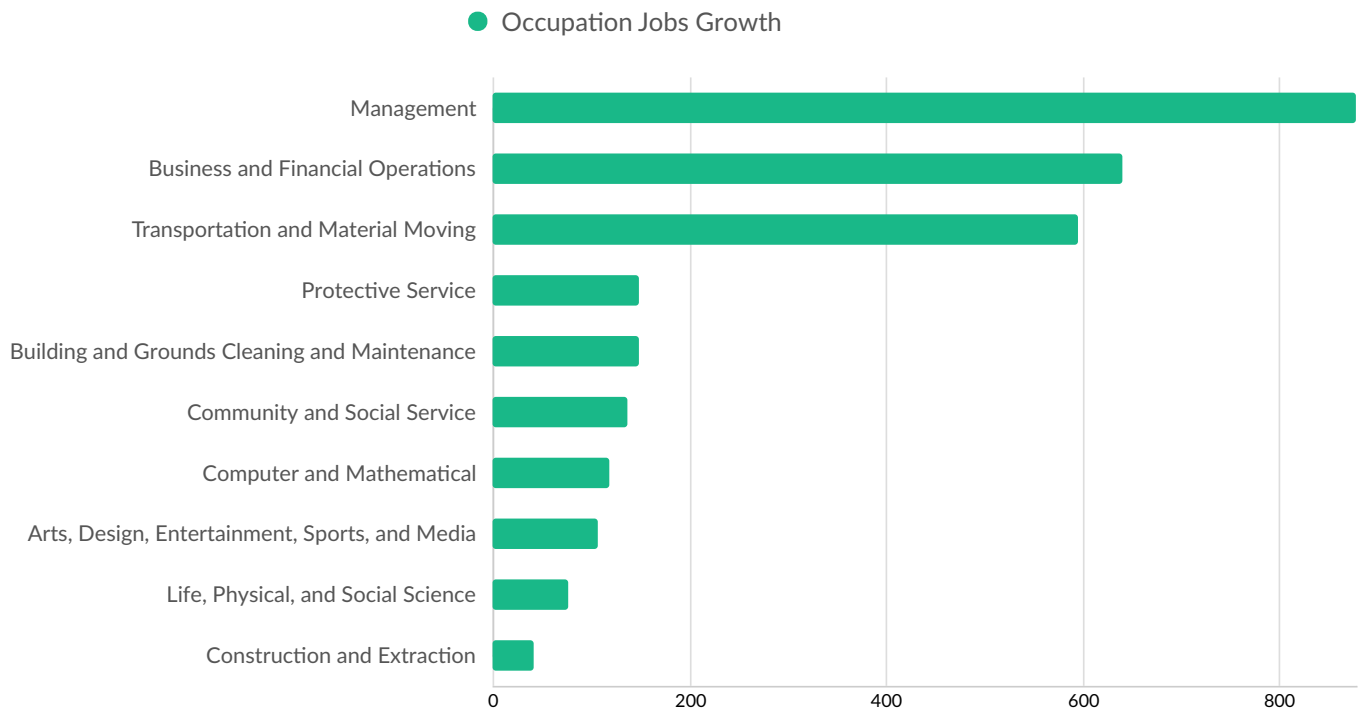
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

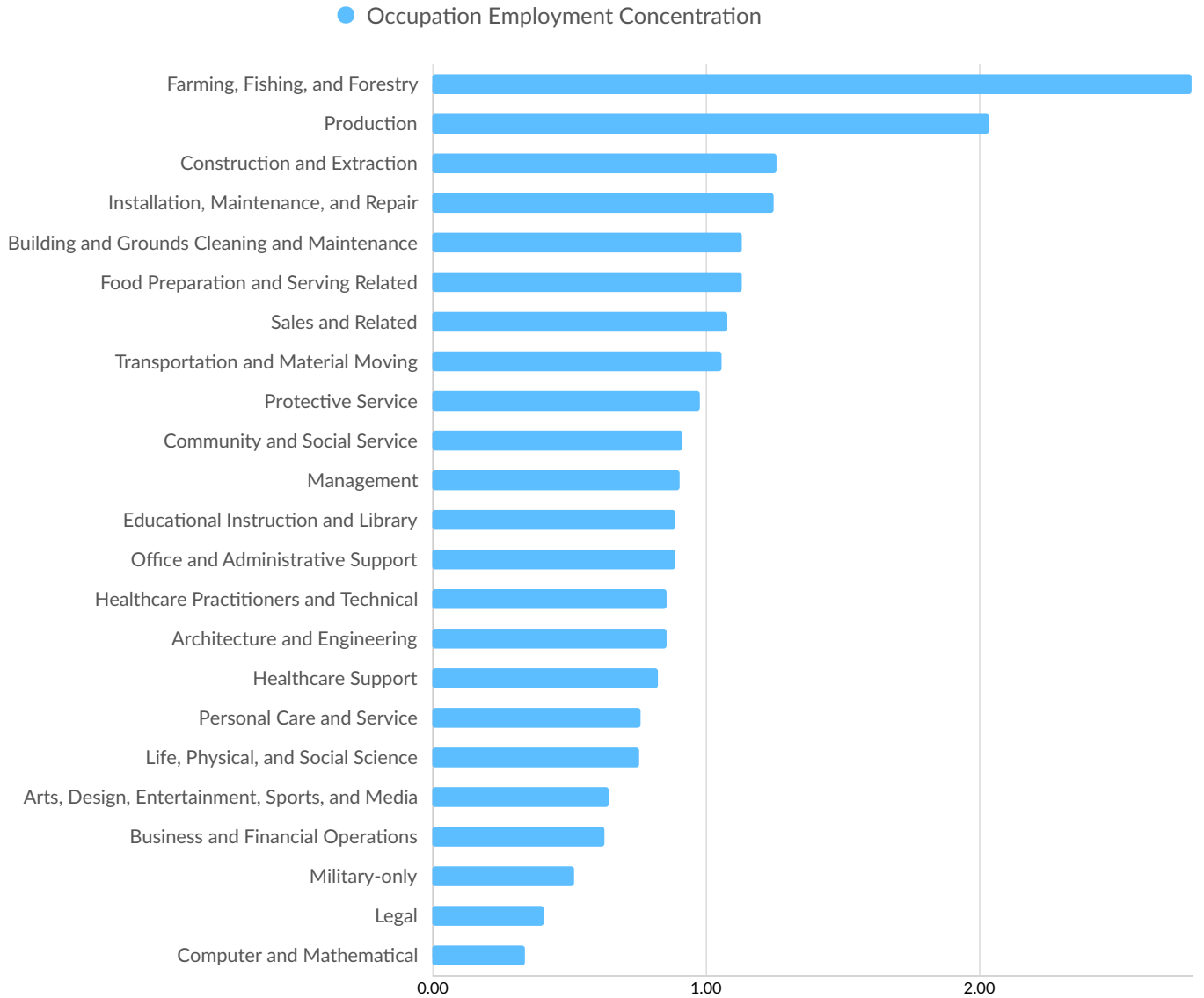
Largest Occupations



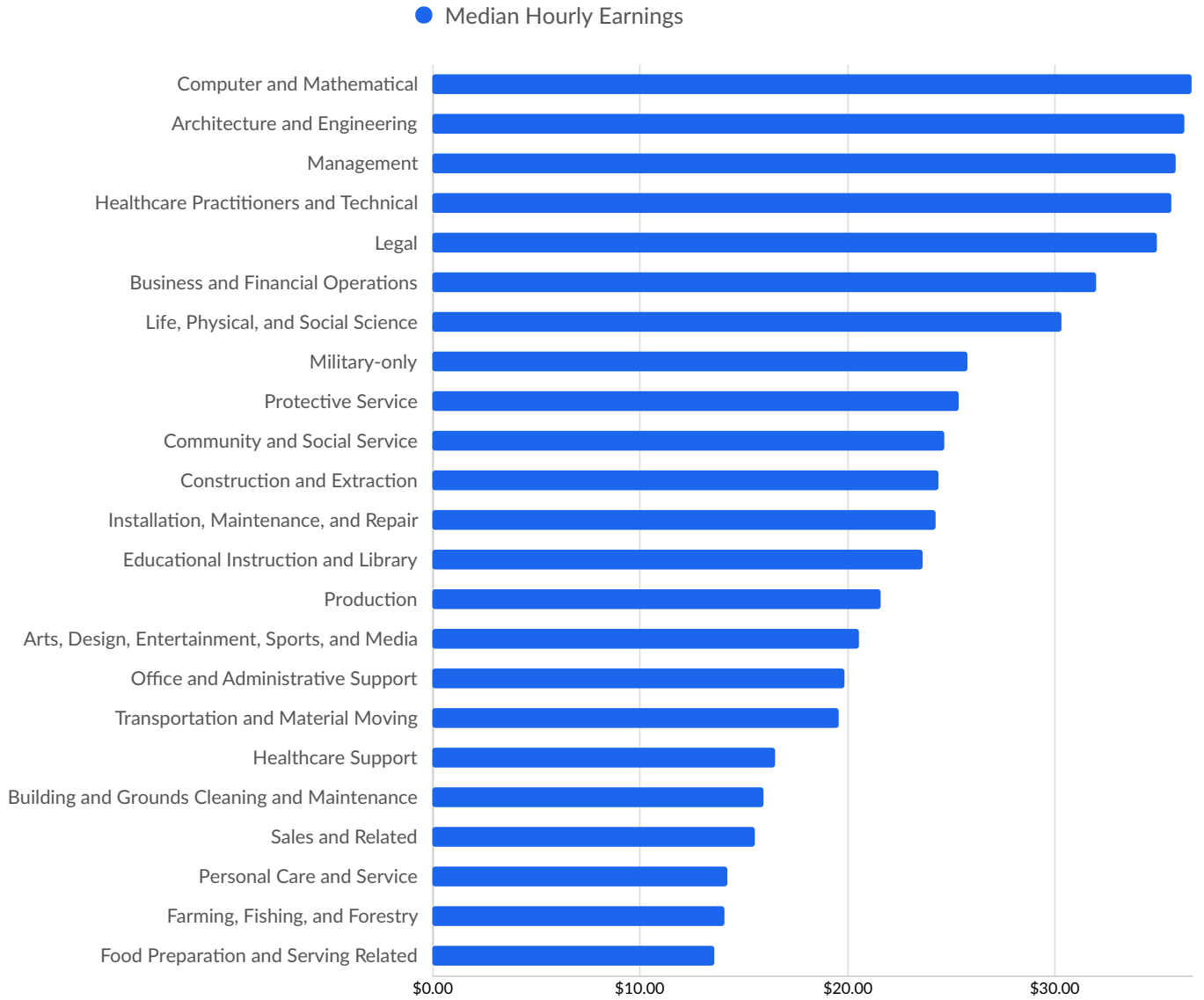
Top Growing Occupations



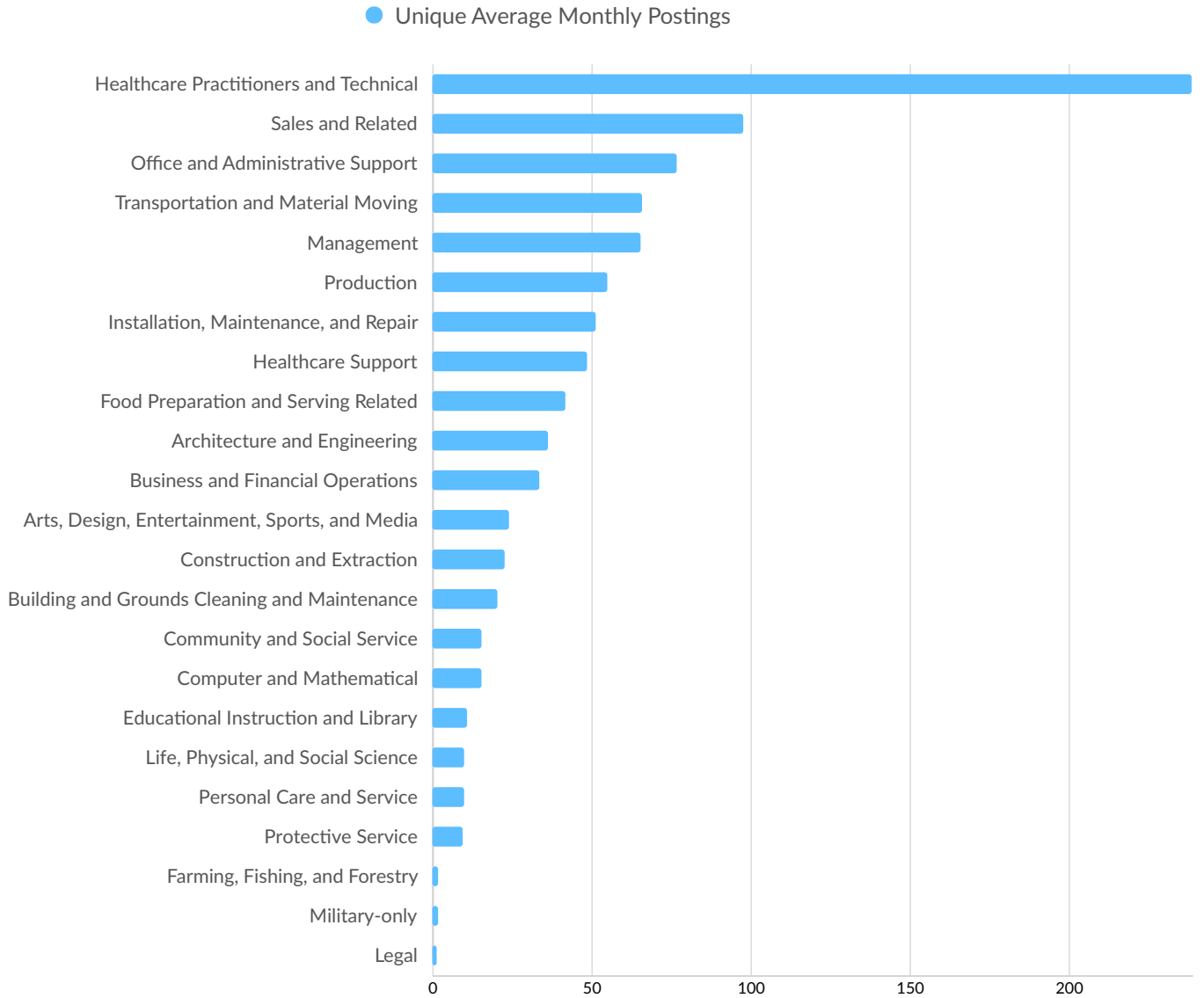
Top Occupation Employment Concentration



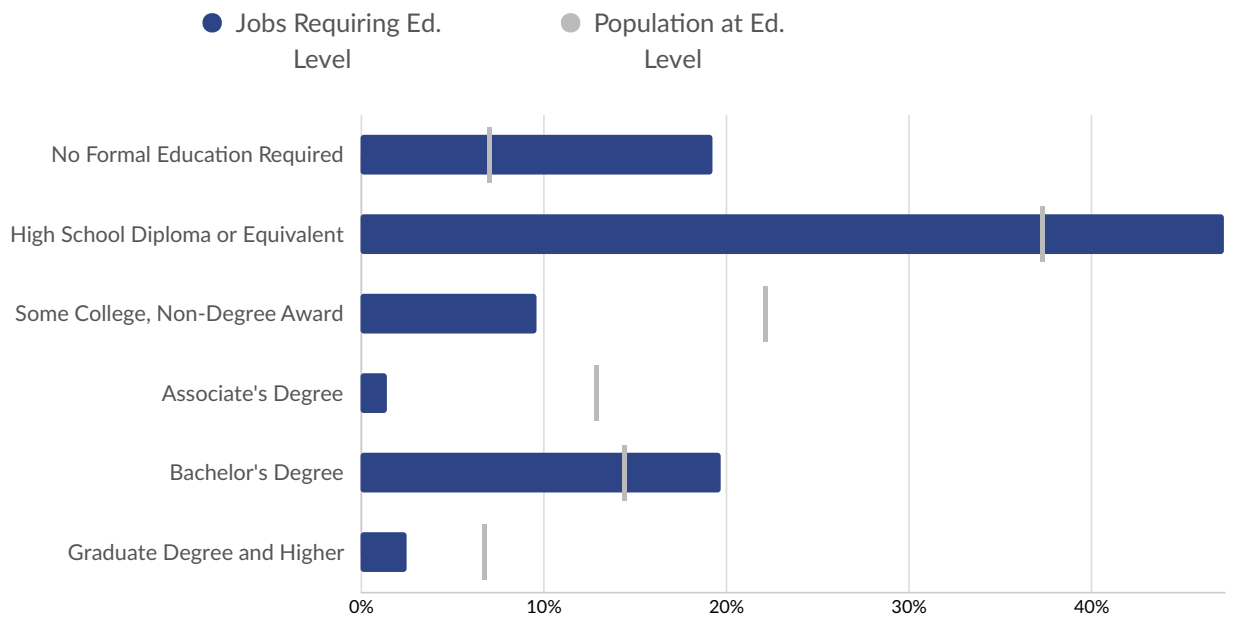
Top Occupation Earnings



Top Posted Occupations

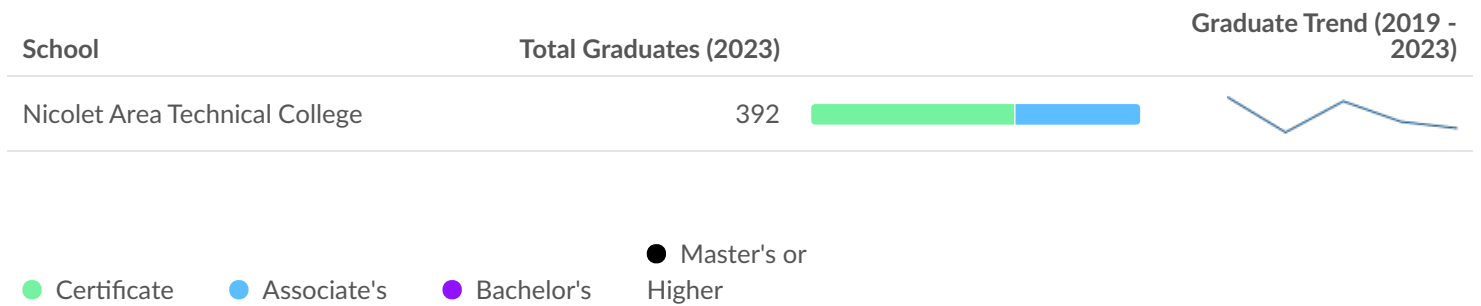


Underemployment



Educational Pipeline

In 2023, there were 392 graduates in Grow North. This pipeline has shrunk by 24% 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

