



Forest County, WI

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	20
Workforce Characteristics	22
Educational Pipeline	27
In-Demand Skills	28

Report Parameters

1 County

55041 Forest County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

9,445

Population (2024)

Population **grew by 411** over the last 5 years and is projected to **grow by 410** over the next 5 years.

3,777

Total Regional Employment

Jobs **grew by 117** over the last 5 years and are projected to **grow by 216** over the next 5 years.

\$59.7K

Median Household Income (2023)

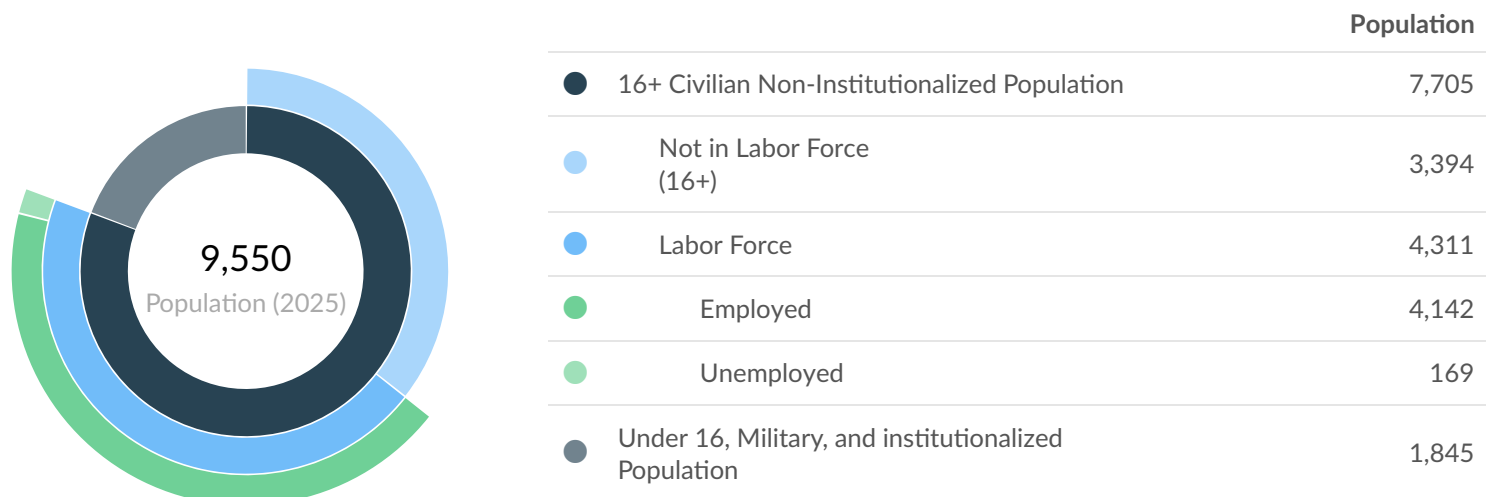
Median household income is **\$18.8K below** the national median household income of \$78.5K.

Takeaways

- As of 2024 the region's population **increased by 4.5%** since 2019, growing by 411. Population is expected to **increase by 4.3%** between 2024 and 2029, adding 410.
- From 2019 to 2024, jobs **increased by 3.2%** in Forest County, WI from 3,660 to **3,777**. This change **fell short of the national growth rate of 4.3% by 1.1%**. As the number of jobs increased, the **labor force participation rate decreased from 60.0% to 55.3% between 2019 and 2024**.
- Concerning educational attainment, **12.3% of Forest County, WI residents possess a Bachelor's Degree** (9.2% below the national average), and **12.7% hold an Associate's Degree** (3.8% above the national average).
- The top three industries in 2024 are Local Government, Excluding Education and Hospitals, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

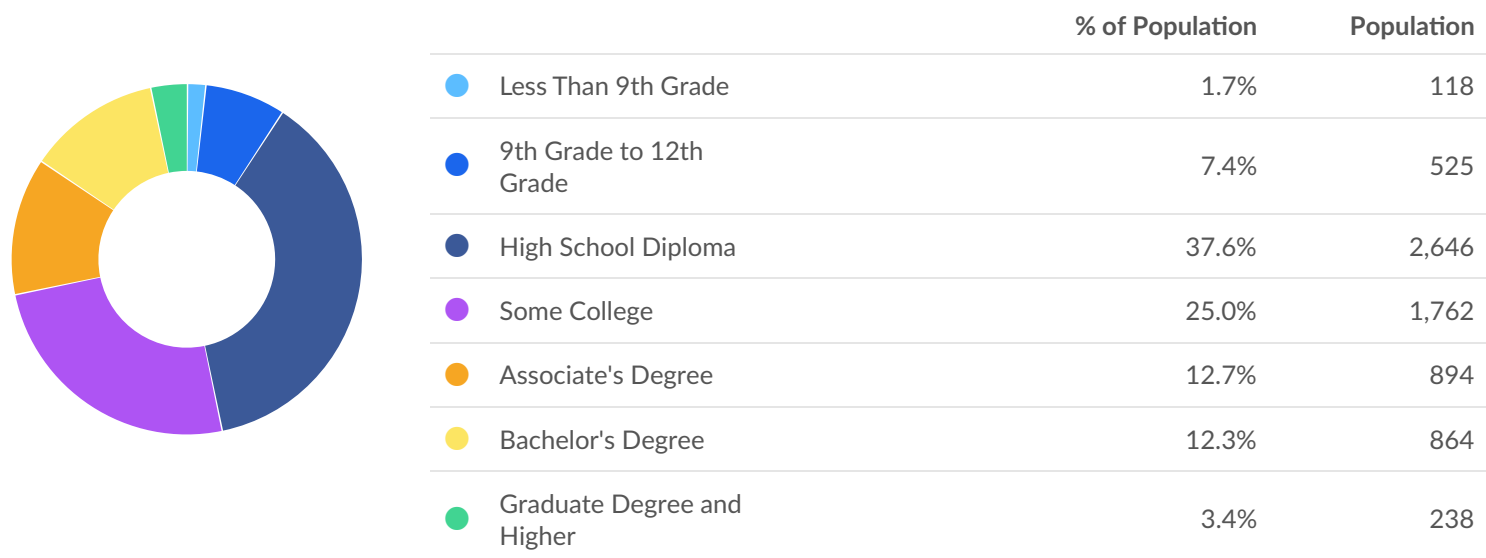
	Population (2025)	Labor Force (May 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	9,550	4,311	3,777	98.6	\$410.66M	\$923.31M	\$806.43M
State	5,948,400	3,123,479	3,263,455	100.3	\$439.69B	\$391.85B	\$421.21B

May 2025 Labor Force Breakdown



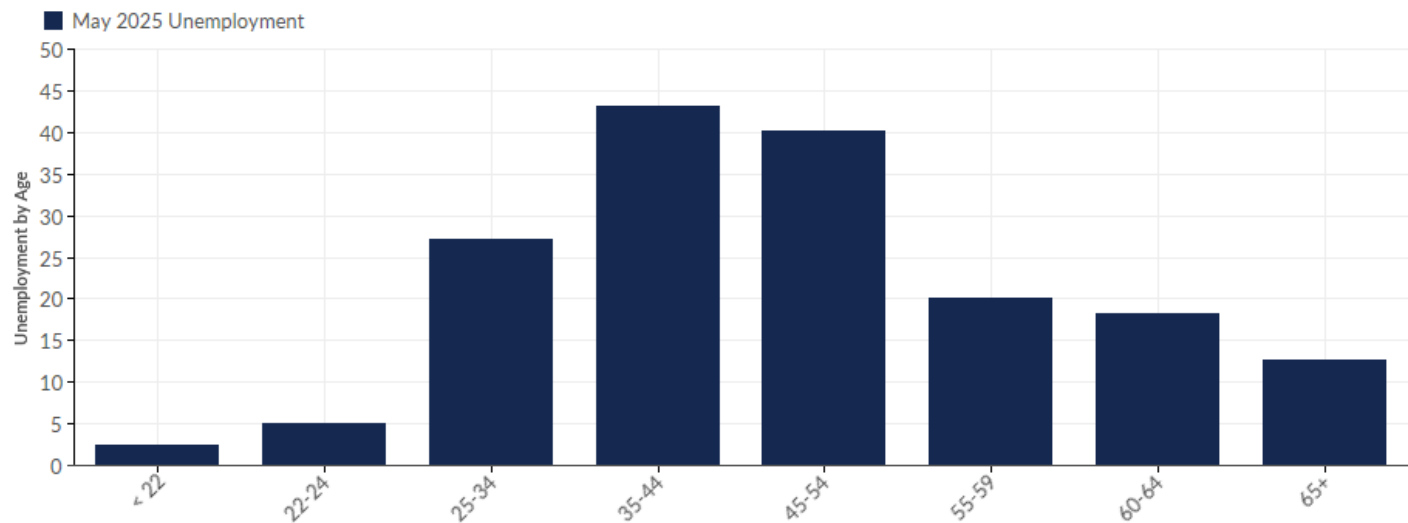
Educational Attainment

Concerning educational attainment, **12.3% of Forest County, WI residents possess a Bachelor's Degree** (9.2% below the national average), and **12.7% hold an Associate's Degree** (3.8% above the national average).



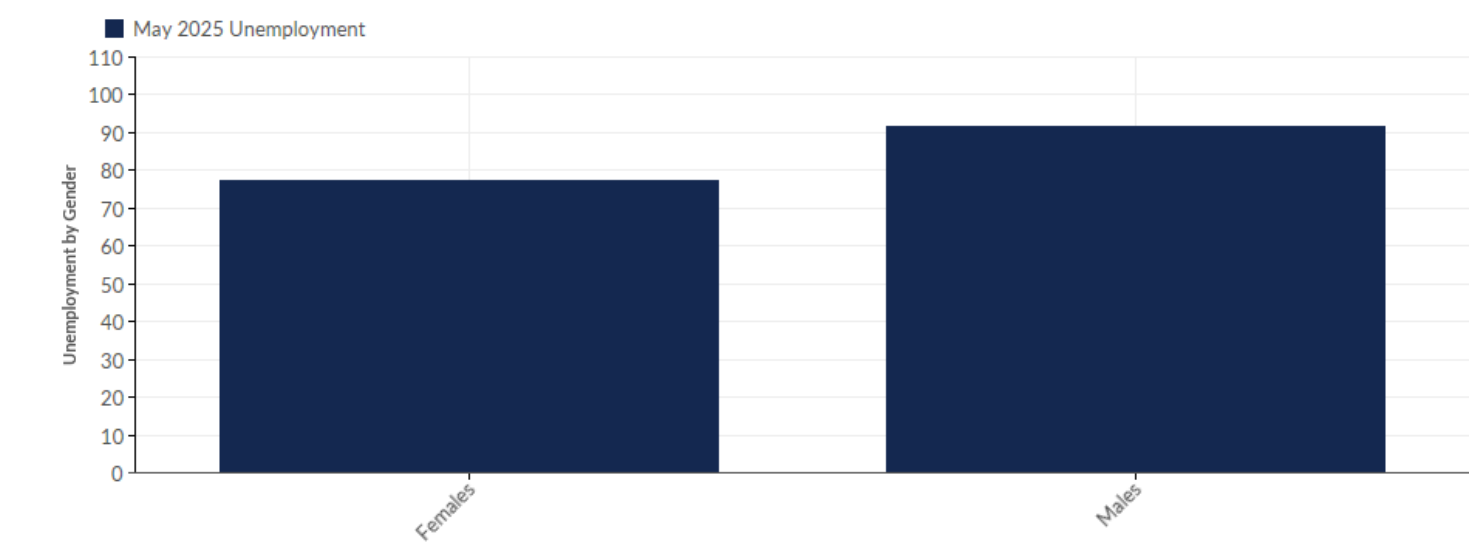
Unemployment by Demographics

Unemployment by Age



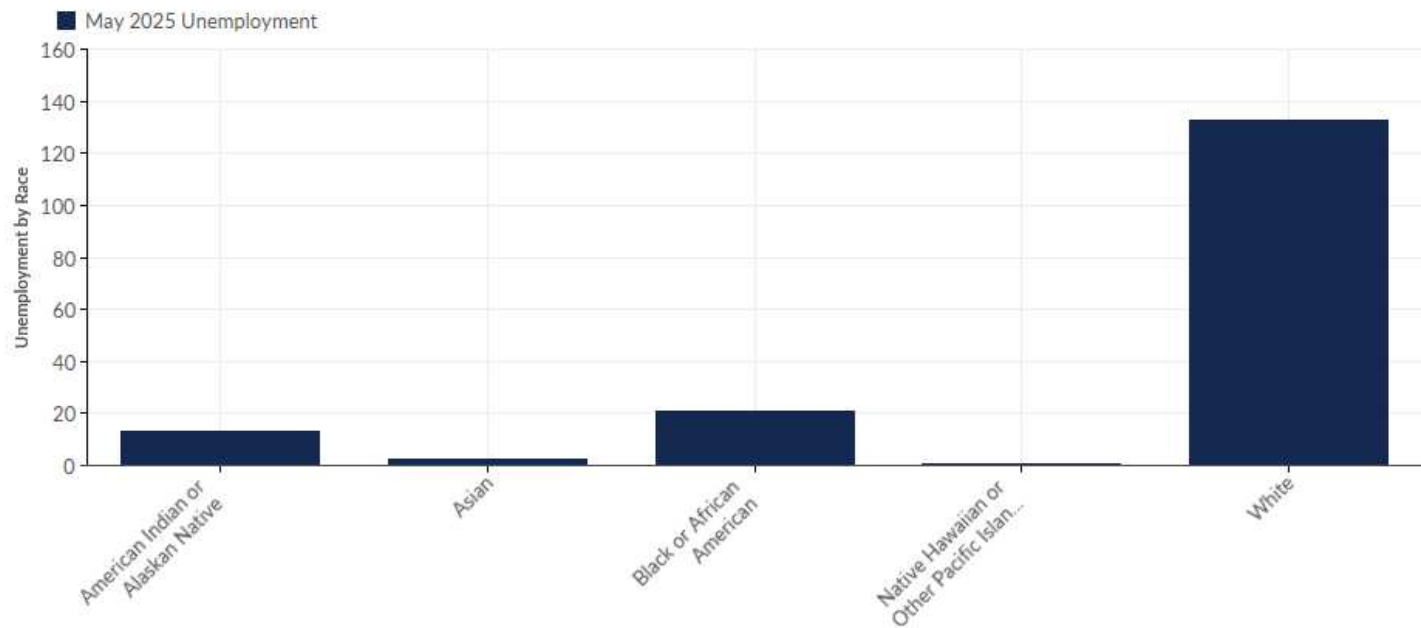
Age	Unemployment (May 2025)	% of Unemployed
< 22	2	1.18%
22-24	5	2.96%
25-34	27	15.98%
35-44	43	25.44%
45-54	40	23.67%
55-59	20	11.83%
60-64	18	10.65%
65+	13	7.69%
Total	169	99.00%

Unemployment by Gender



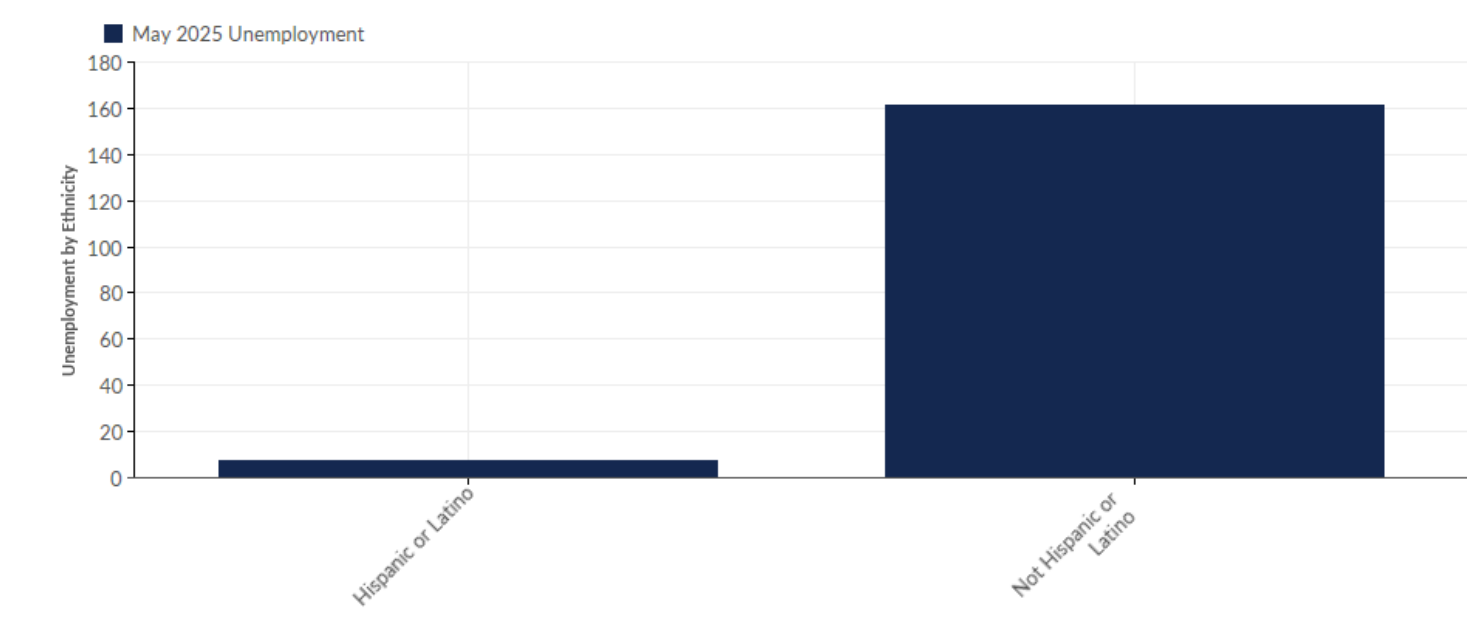
Gender	Unemployment (May 2025)	% of Unemployed
Females	77	45.56%
Males	92	54.44%
Total	169	100.00%

Unemployment by Race



Race	Unemployment (May 2025)	% of Unemployed
American Indian or Alaskan Native	13	7.69%
Asian	2	1.18%
Black or African American	21	12.43%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	133	78.70%
Total	169	100.00%

Unemployment by Ethnicity

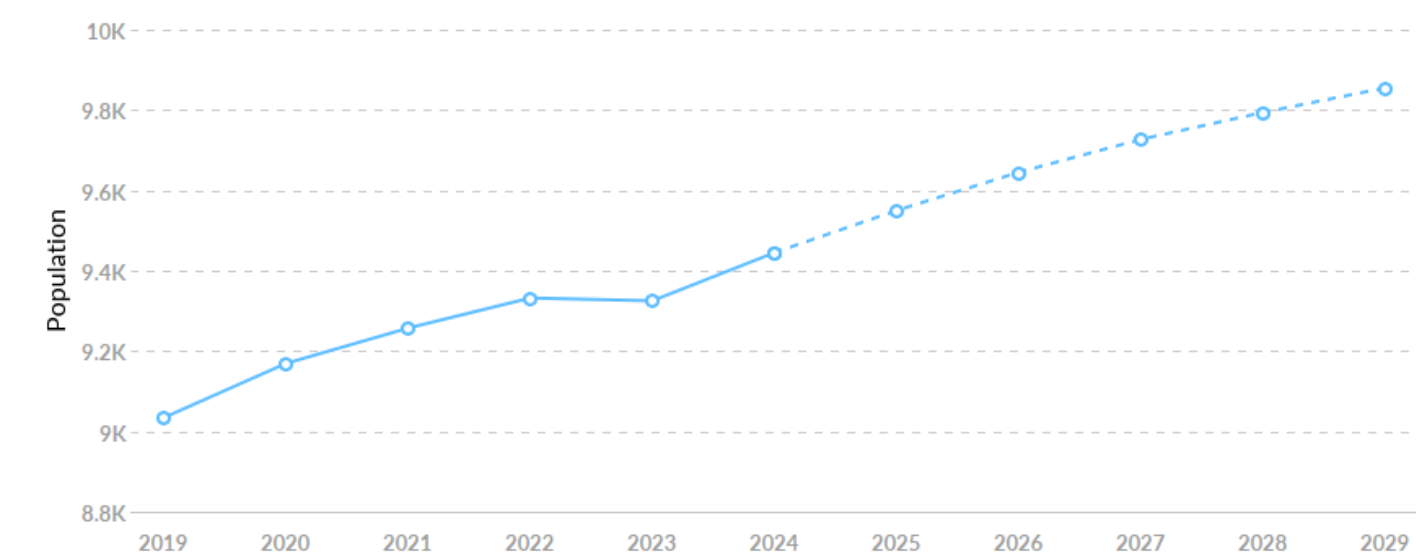


Ethnicity	Unemployment (May 2025)	% of Unemployed
Hispanic or Latino	8	4.73%
Not Hispanic or Latino	161	95.27%
Total	169	100.00%

Historic & Projected Trends

Population Trends

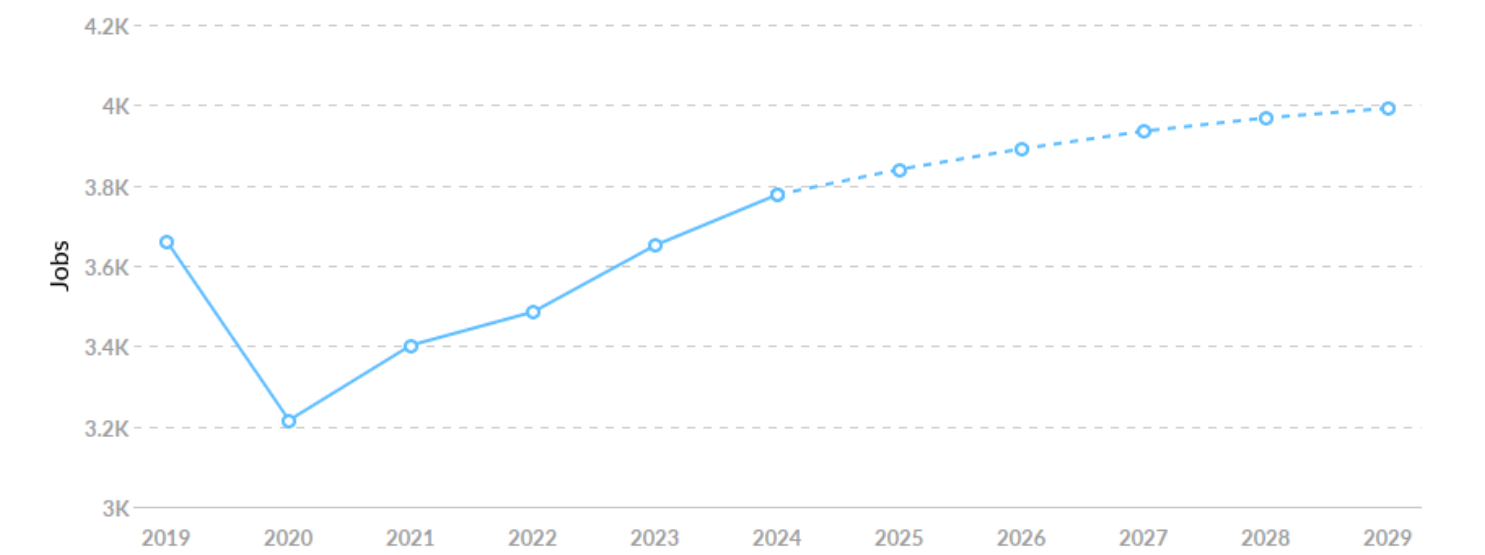
As of 2024 the region's population **increased by 4.5%** since 2019, growing by 411. Population is expected to **increase by 4.3%** between 2024 and 2029, adding 410.



Timeframe	Population
2019	9,034
2020	9,169
2021	9,257
2022	9,332
2023	9,325
2024	9,445
2025	9,550
2026	9,645
2027	9,727
2028	9,794
2029	9,855

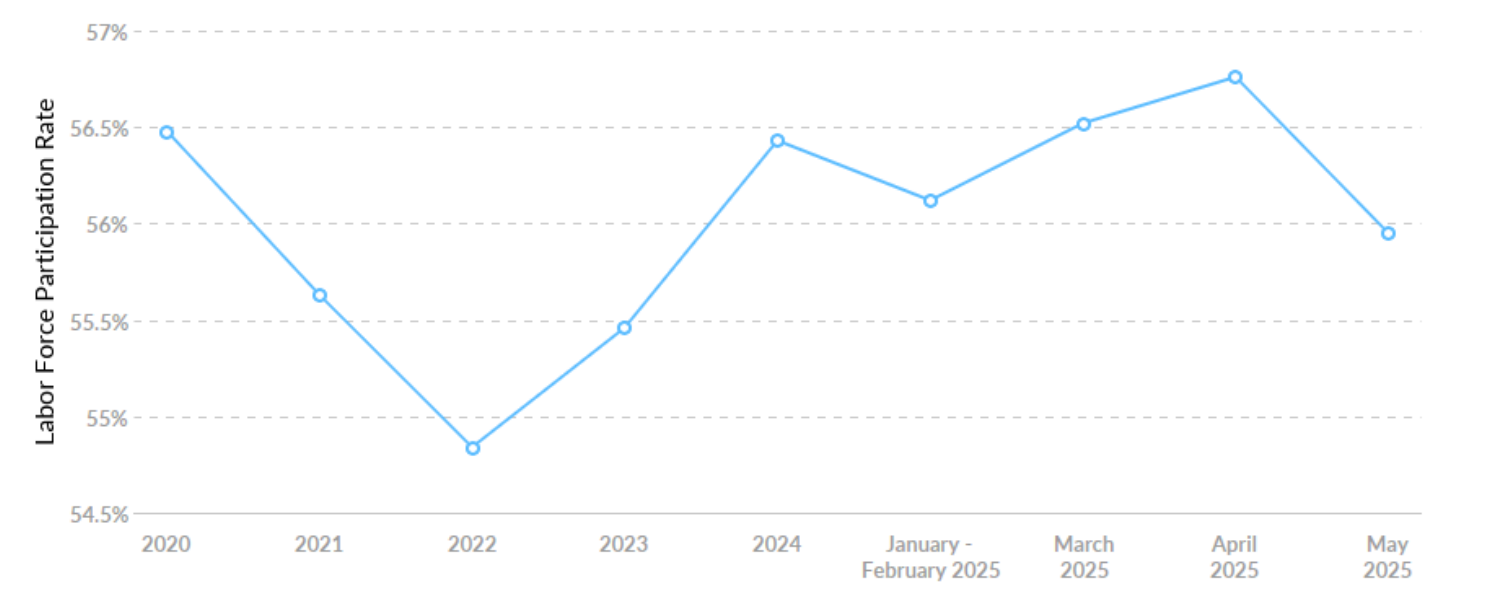
Job Trends

From 2019 to 2024, jobs increased by 3.2% in Forest County, WI from 3,660 to 3,777. This change fell short of the national growth rate of 4.3% by 1.1%.



Timeframe	Jobs
2019	3,660
2020	3,215
2021	3,402
2022	3,485
2023	3,651
2024	3,777
2025	3,840
2026	3,891
2027	3,935
2028	3,968
2029	3,992

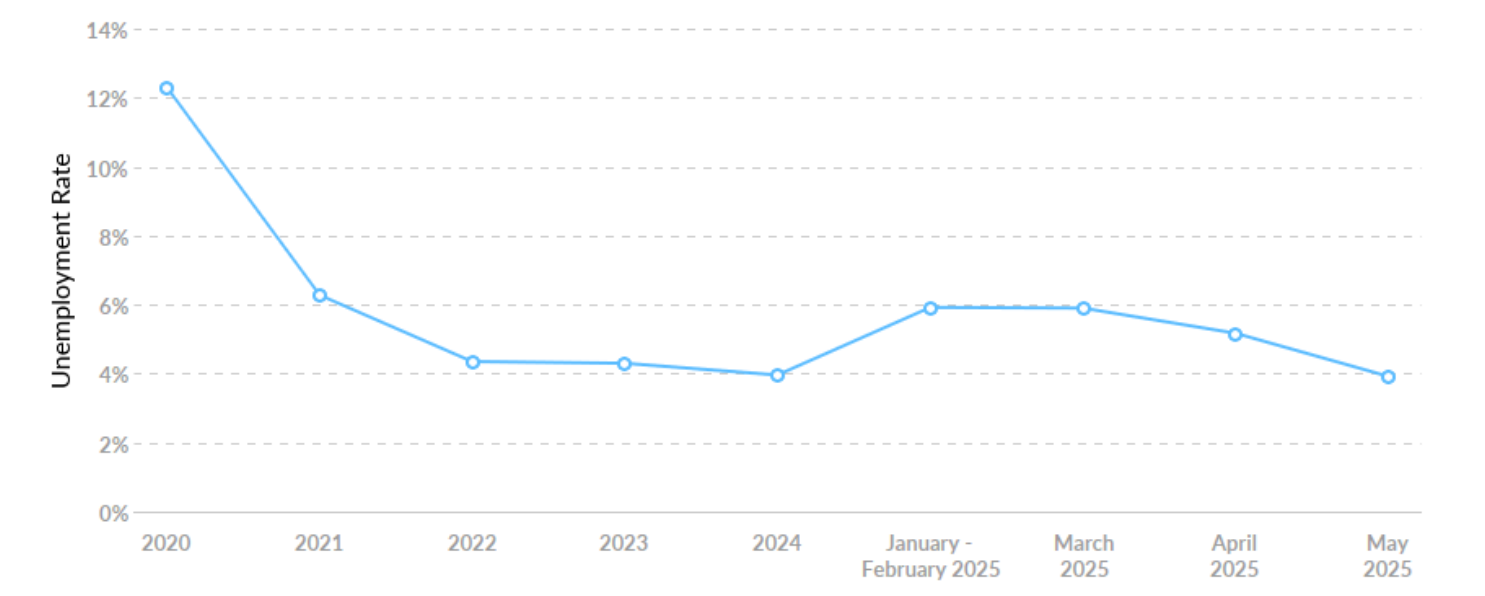
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	56.48%
2021	55.63%
2022	54.84%
2023	55.46%
2024	56.43%
January - February 2025	56.12%
March 2025	56.52%
April 2025	56.76%
May 2025	55.95%

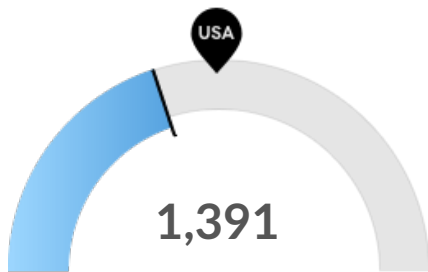
Unemployment Rate Trends

Forest County, WI had a May 2025 unemployment rate of 3.92%, **decreasing from 12.30%** 5 years before.



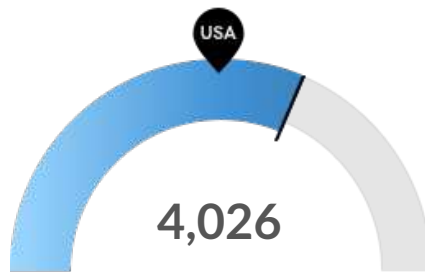
Timeframe	Unemployment Rate
2020	12.30%
2021	6.28%
2022	4.35%
2023	4.30%
2024	3.96%
January - February 2025	5.92%
March 2025	5.90%
April 2025	5.17%
May 2025	3.92%

Population Characteristics



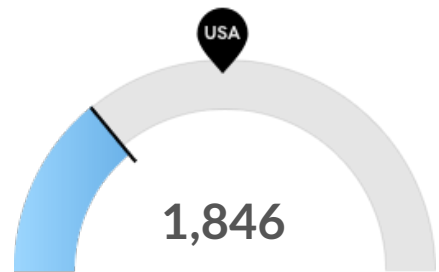
Millennials

Forest County, WI has 1,391 millennials (ages 25-39). The national average for an area this size is 1,895.



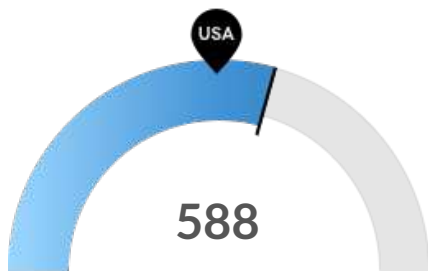
Retiring Soon

Retirement risk is high in Forest County, WI. The national average for an area this size is 2,815 people 55 or older, while there are 4,026 here.



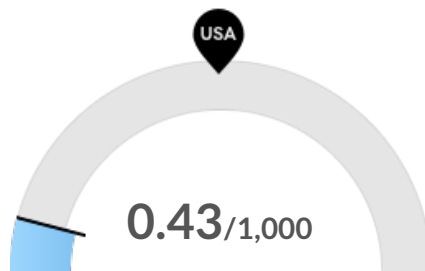
Racial Diversity

Racial diversity is low in Forest County, WI. The national average for an area this size is 3,884 racially diverse people, while there are 1,846 here.



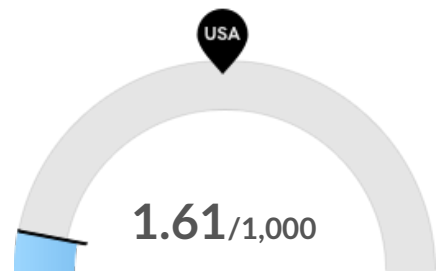
Veterans

Forest County, WI has 588 veterans. The national average for an area this size is 461.



Violent Crime

Forest County, WI has 0.43 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

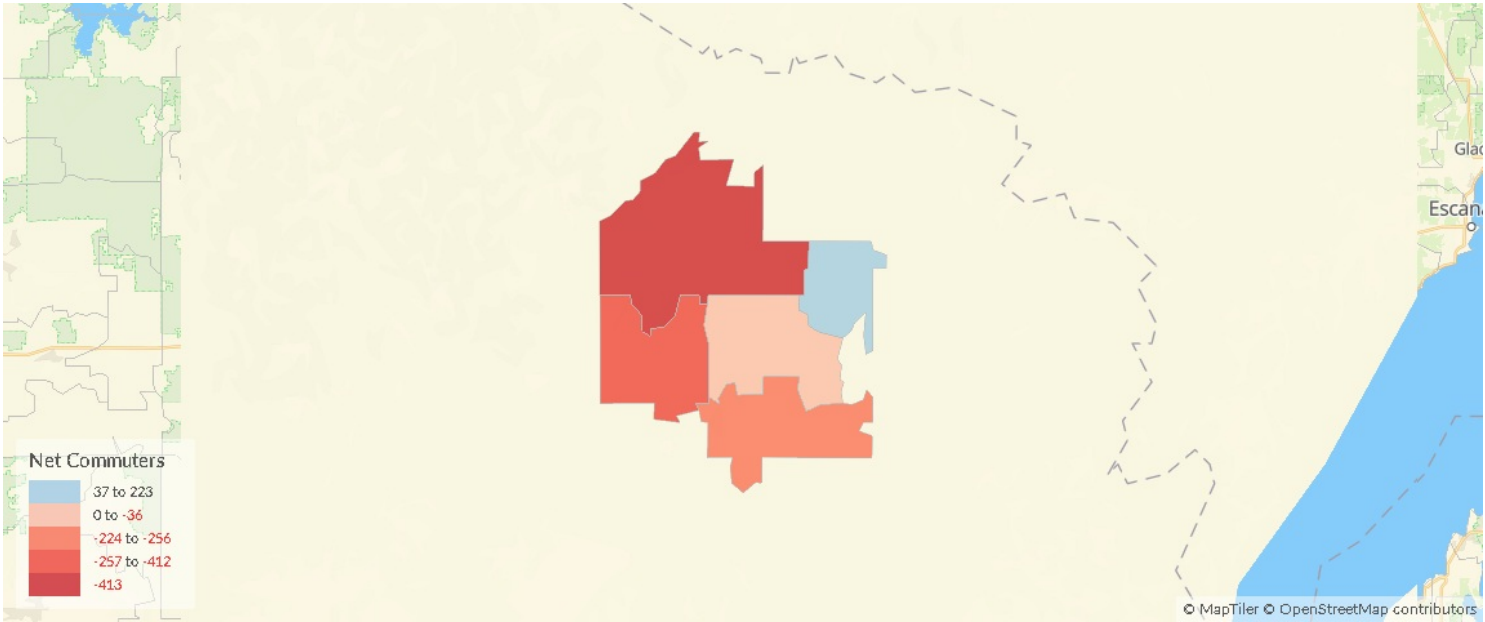


Property Crime

Forest County, WI has 1.61 property crimes per 1,000 people. The national rate is 18.02 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Forest County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2024 Employment
54520	Crandon, WI (in Forest c...	1,910
54541	Laona, WI (in Forest cou...	650
54566	Wabeno, WI (in Forest c...	493
54511	Argonne, WI (in Forest c...	437
54103	Armstrong Creek, WI (in...	287

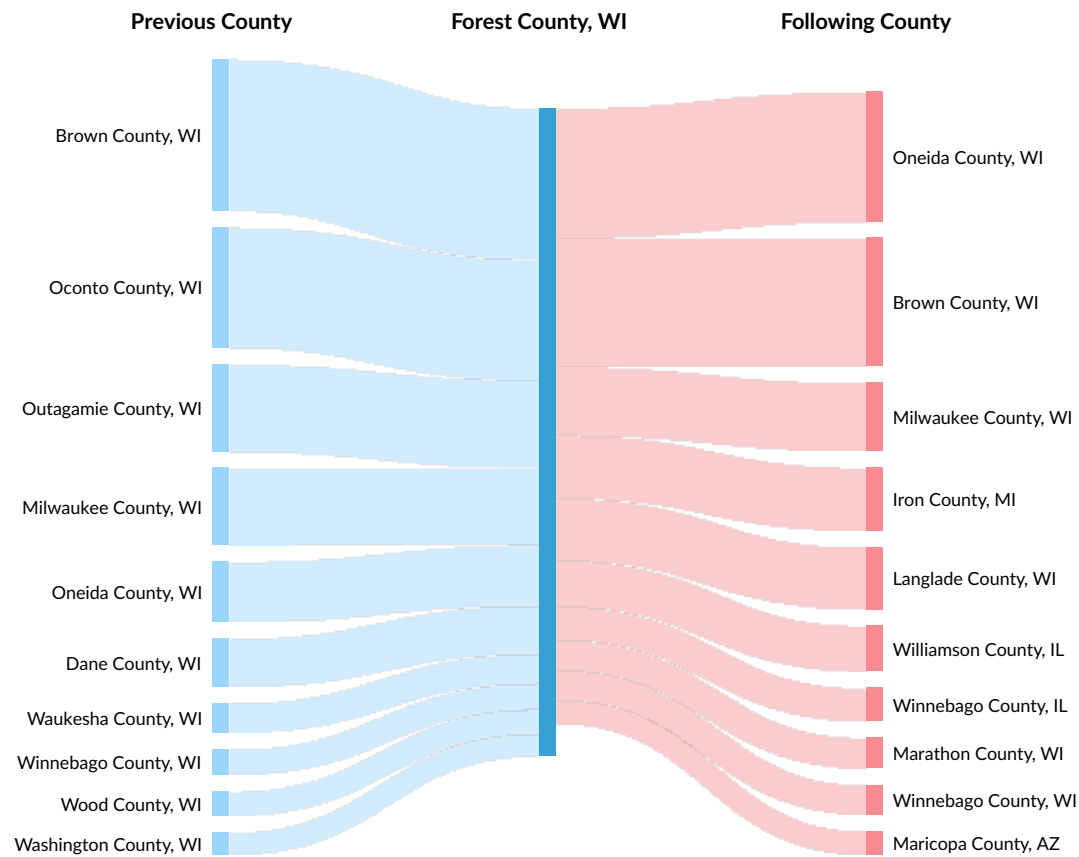
Where Talent Lives

ZIP	Name	2024 Workers
54520	Crandon, WI (in Forest c...	2,167
54511	Argonne, WI (in Forest c...	850
54566	Wabeno, WI (in Forest c...	717
54541	Laona, WI (in Forest cou...	685
54103	Armstrong Creek, WI (in...	250

Inbound and Outbound Migration

The table below analyzes past and current residents of Forest County, WI. The left column shows residents of other counties migrating to Forest County, WI. The right column shows residents migrating from Forest County, WI to other counties.

As of 2022, 36 people have migrated from Brown County, WI to Forest County, WI. In the same year, 31 people left Forest County, WI migrating to Oneida County, WI. The total Net Migration for Forest County, WI in 2022 was 73.

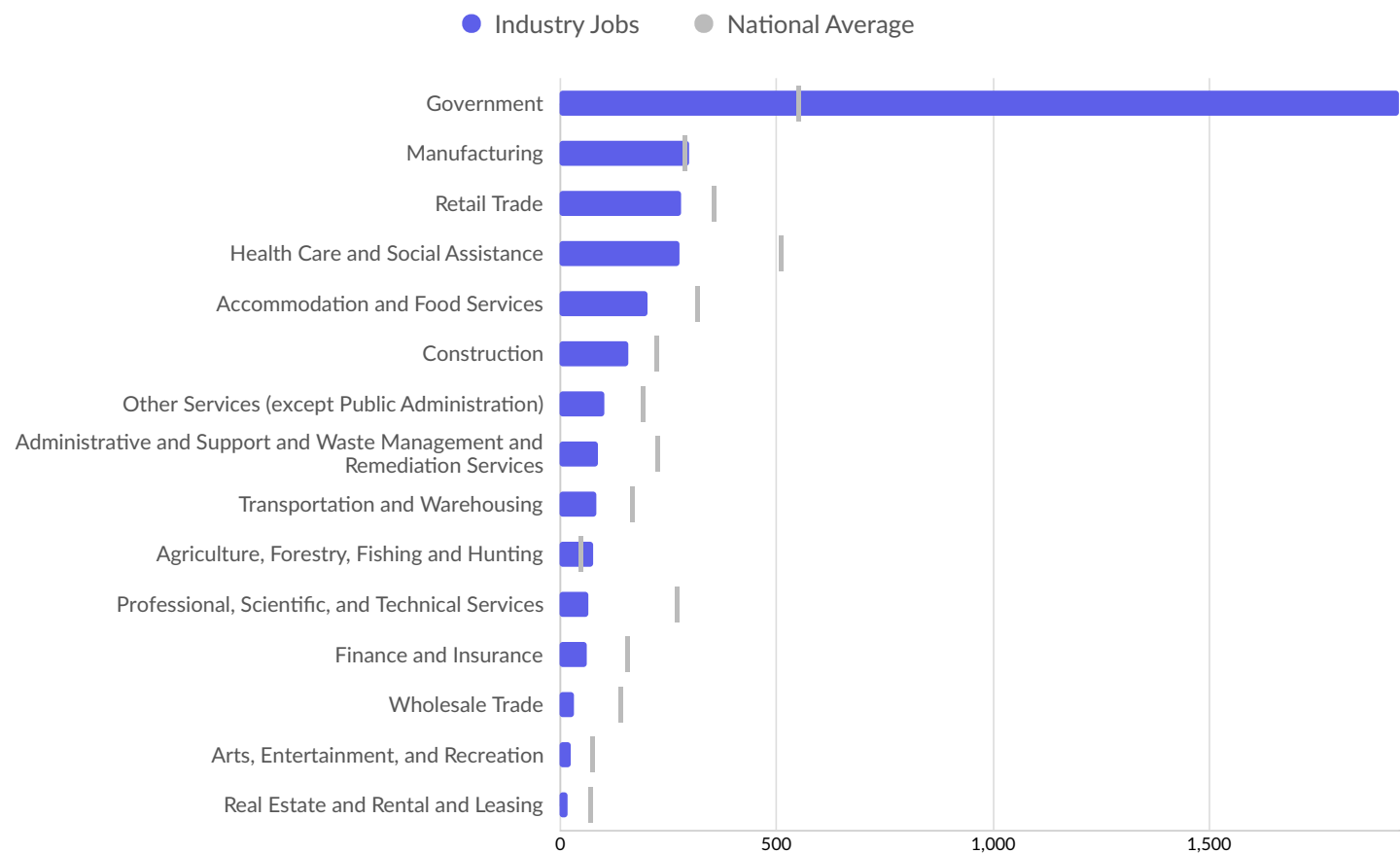


Top Previous Counties	Migrations
Brown County, WI	36
Oconto County, WI	28
Outagamie County, WI	21
Milwaukee County, WI	18
Oneida County, WI	14
Dane County, WI	11

Top Previous Counties	Migrations
Waukesha County, WI	7
Winnebago County, WI	6
Wood County, WI	6
Washington County, WI	5
Marathon County, WI	5
Eau Claire County, WI	5
Ozaukee County, WI	5
La Crosse County, WI	5
Dodge County, WI	5
Top Following Counties	Migrations
Oneida County, WI	31
Brown County, WI	30
Milwaukee County, WI	16
Iron County, MI	15
Langlade County, WI	15
Williamson County, IL	11
Winnebago County, IL	8
Marathon County, WI	7
Winnebago County, WI	7
Maricopa County, AZ	6
Harris County, TX	5
Ozaukee County, WI	4
Lee County, FL	4
Waukesha County, WI	4
Vilas County, WI	4

Industry Characteristics

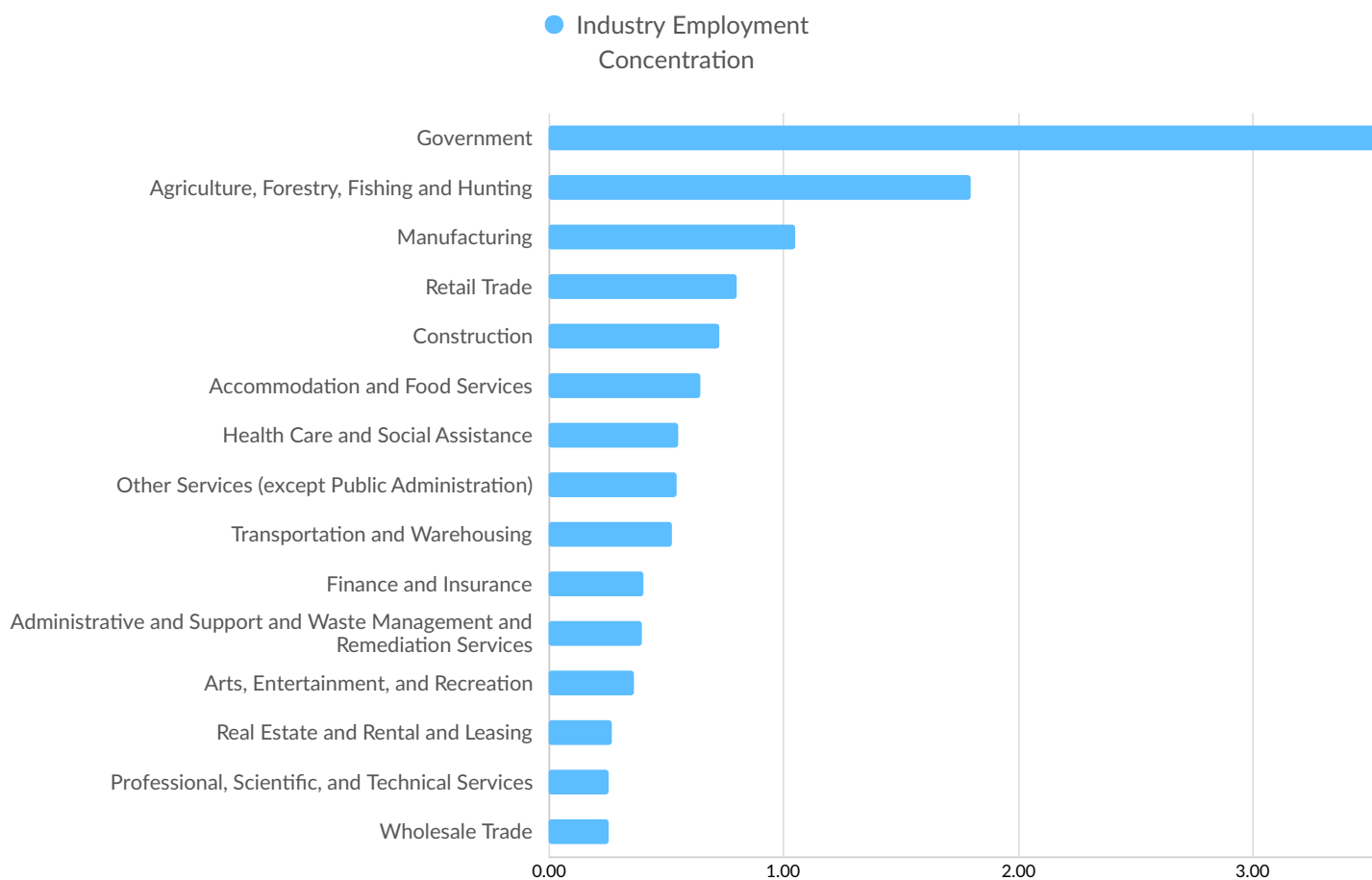
Largest Industries



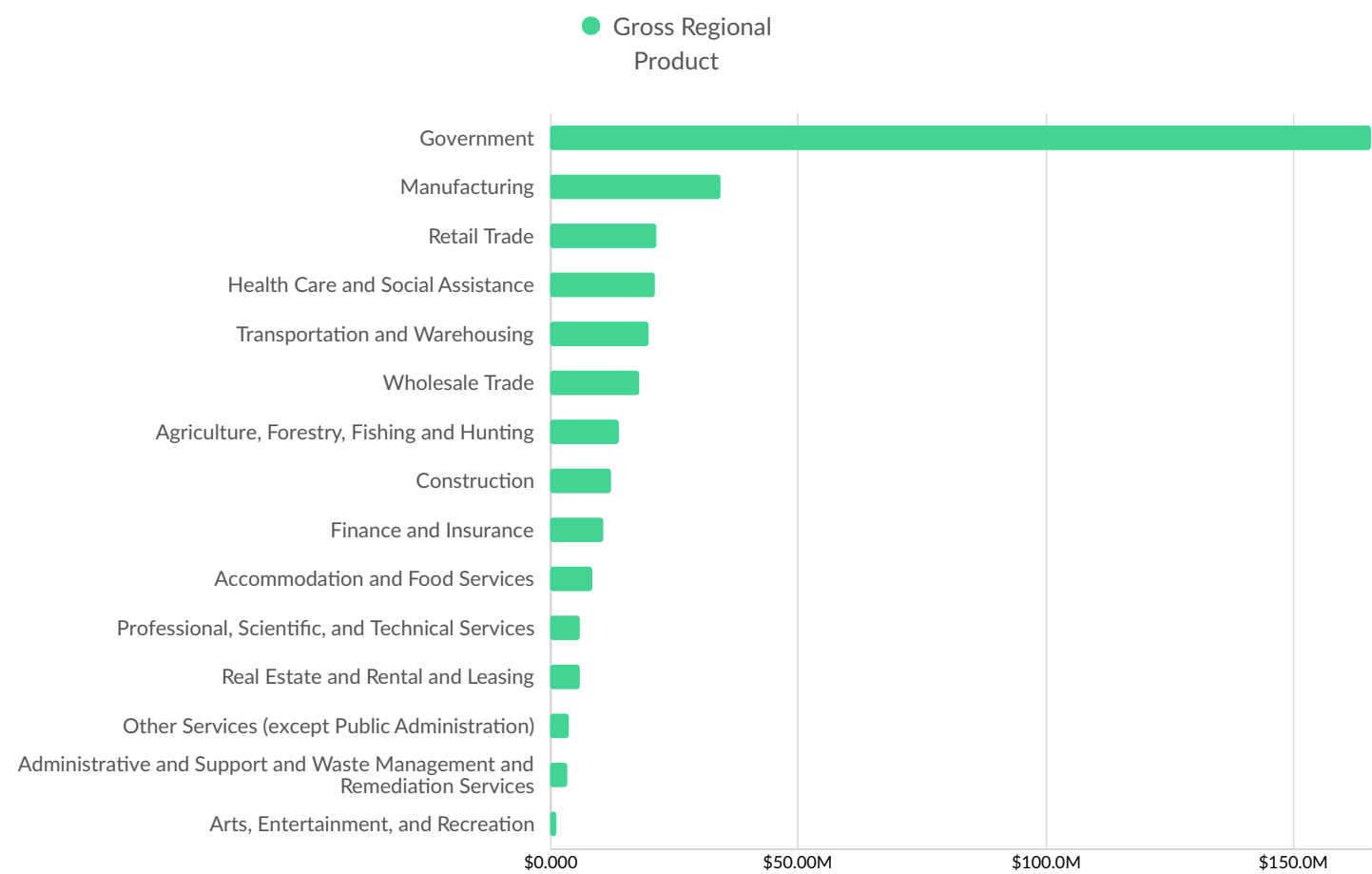
Top Growing Industries



Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



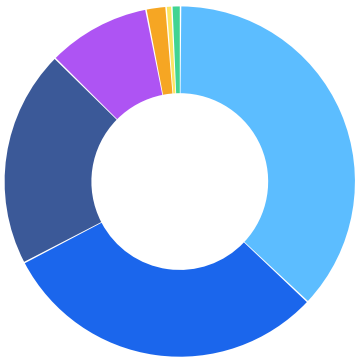
Business Characteristics

559 Companies Employ Your Workers

Online profiles for your workers mention 559 companies as employers, with the top 10 appearing below. In the last 12 months, 74 companies in Forest County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Potawatomi Bingo Casino	110 <div></div>	Potawatomi Bingo Casino	42 <div></div>
School District Of Crandon	29 <div></div>	Good Samaritan	35 <div></div>
Crandon School District	24 <div></div>	Dollar General	14 <div></div>
Sokaogon Chippewa Community	21 <div></div>	Driveline	13 <div></div>
United States Forest Service	13 <div></div>	Family Dollar	13 <div></div>
Forest County Potawatomi Heal...	12 <div></div>	Sokaogon Chippewa Community	12 <div></div>
Ministry Health Care	12 <div></div>	UPS	11 <div></div>
One Prospect Technologies	11 <div></div>	Southern Health Partners	9 <div></div>
Aspirus	9 <div></div>	Bay At Nu Roc Health And Reha...	8 <div></div>
Northern Lake Service	9 <div></div>	Healthcare Services Group	8 <div></div>

Business Size

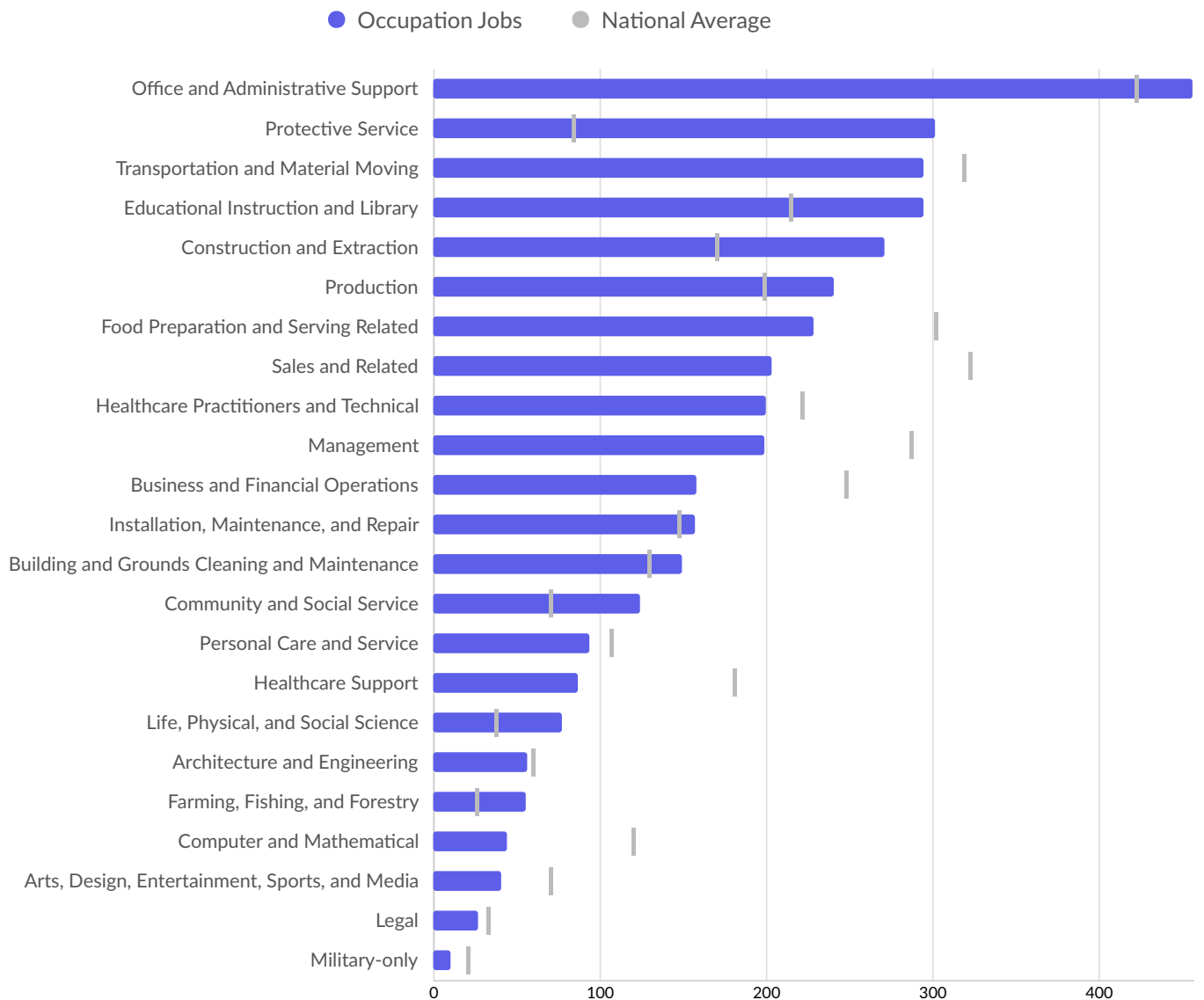


	Percentage	Business Count
1 to 4 employees	36.9%	140
5 to 9 employees	30.3%	115
10 to 19 employees	20.1%	76
20 to 49 employees	9.5%	36
50 to 99 employees	1.8%	7
100 to 249 employees	0.5%	2
250 to 499 employees	0.8%	3

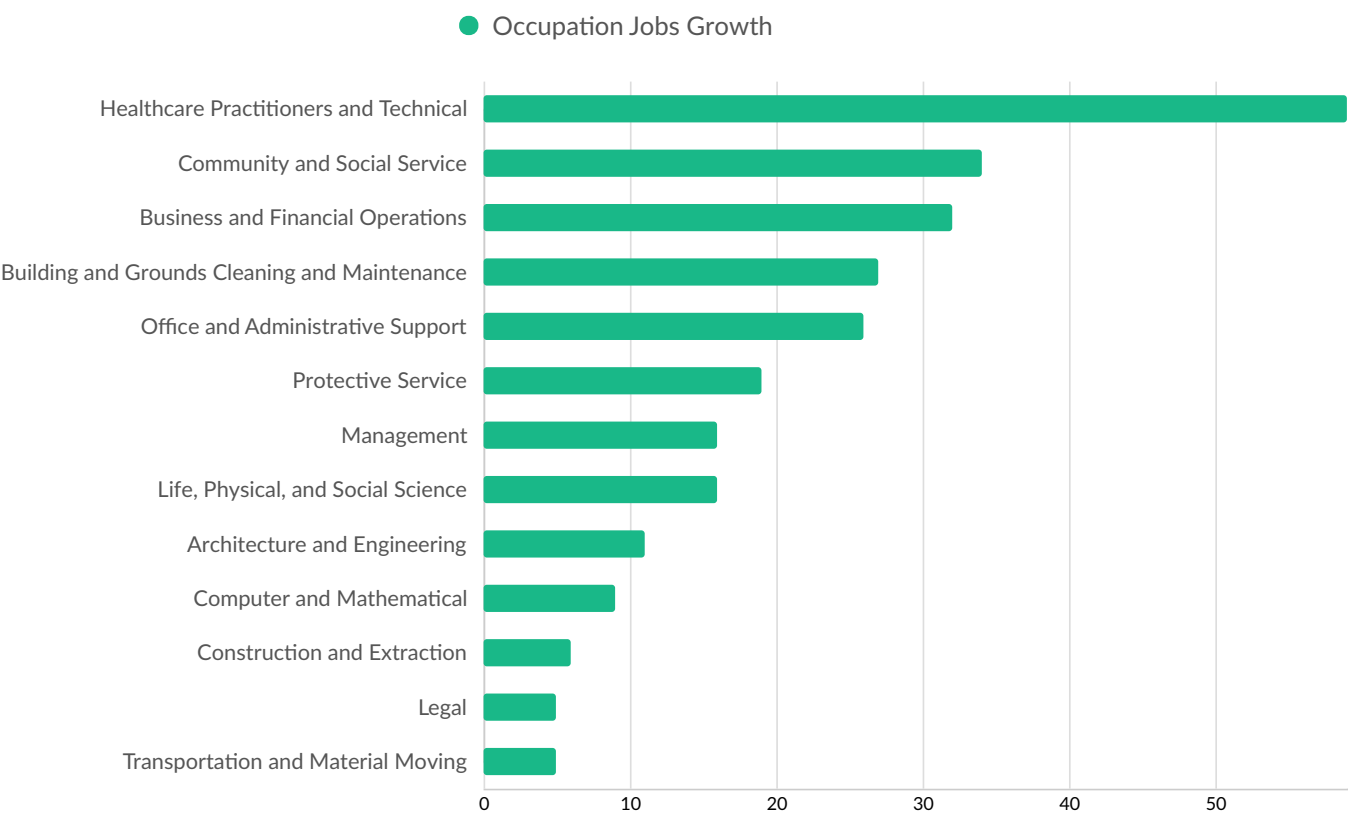
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

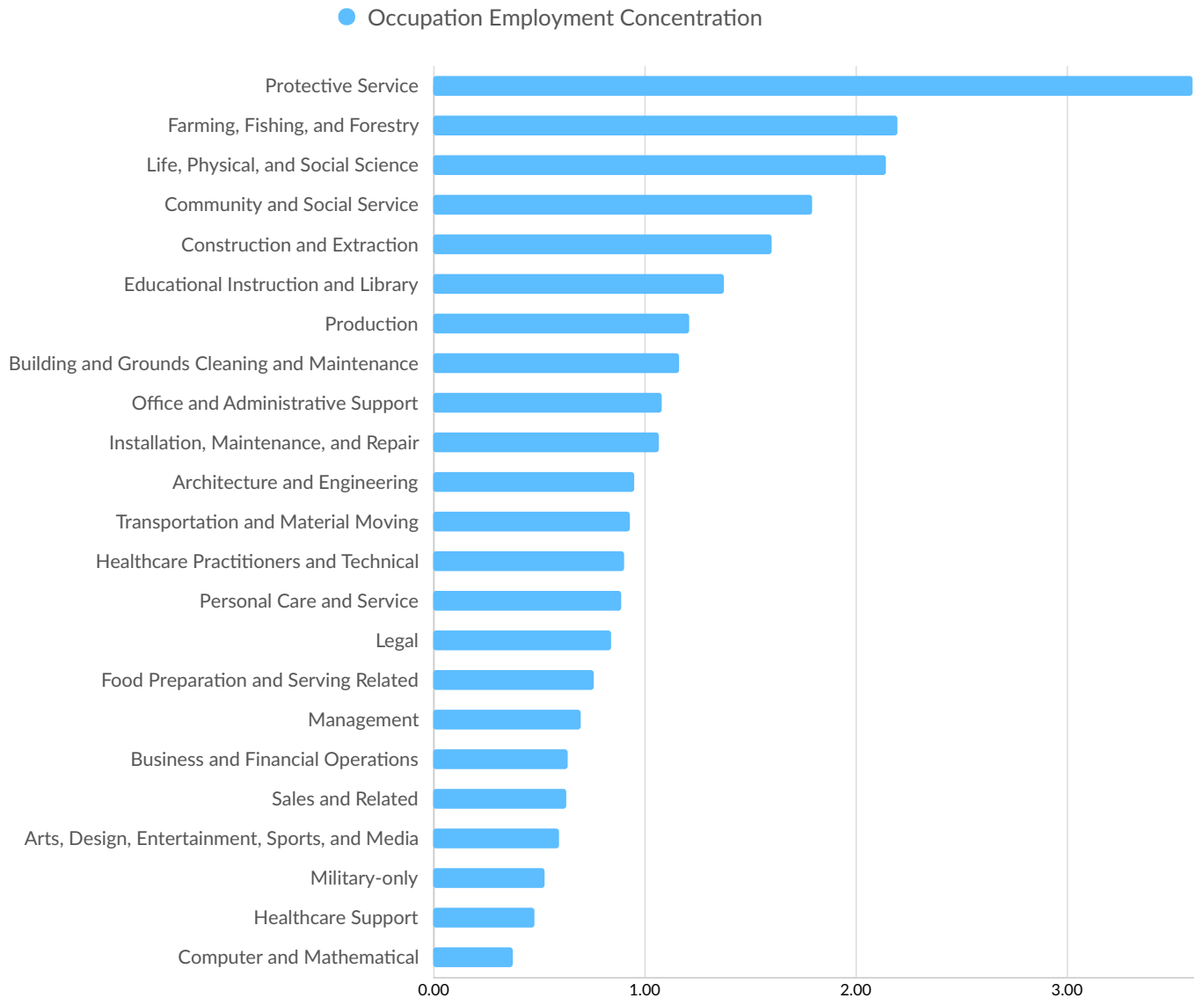
Largest Occupations



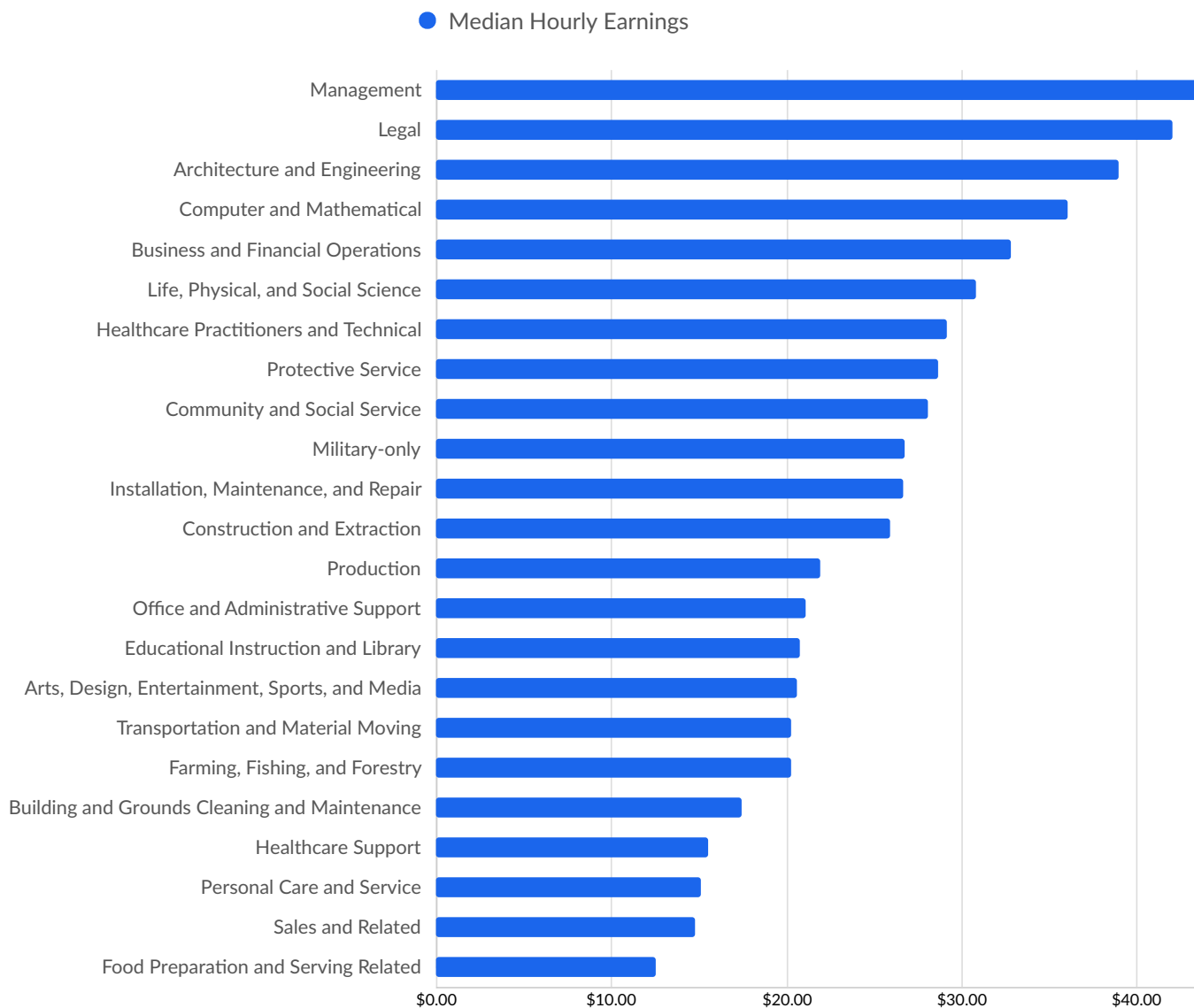
Top Growing Occupations



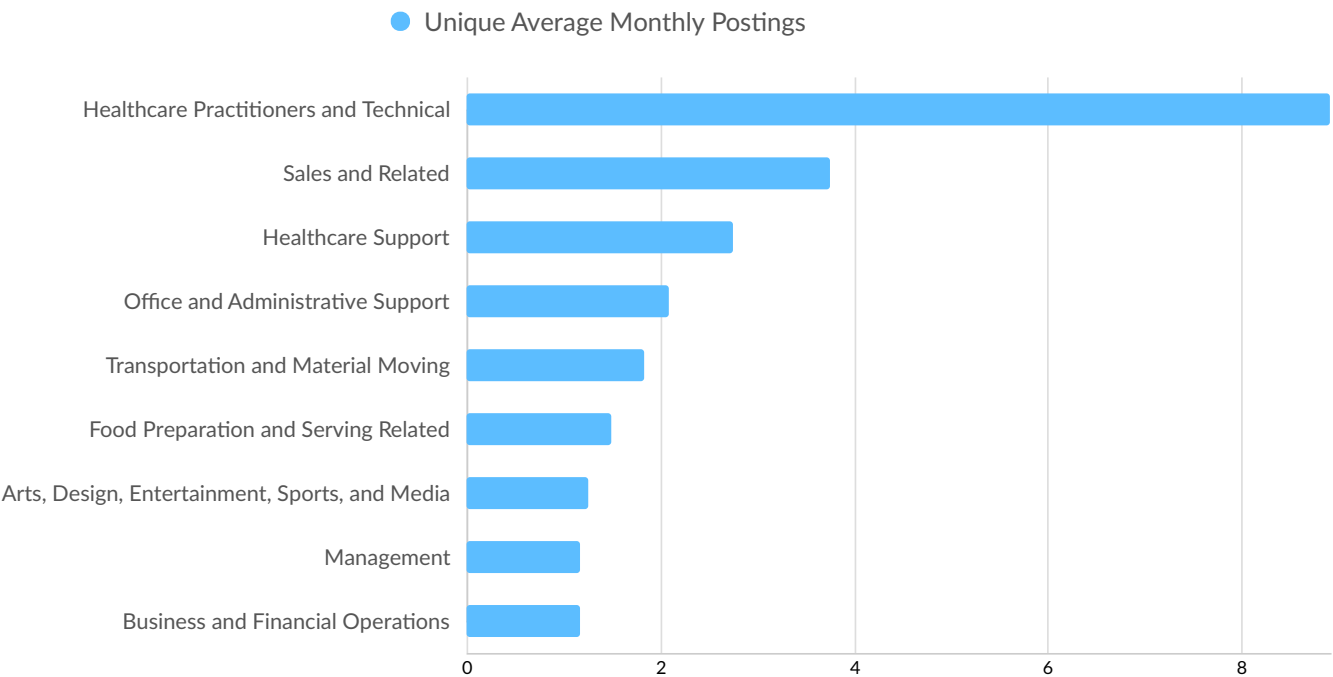
Top Occupation Employment Concentration



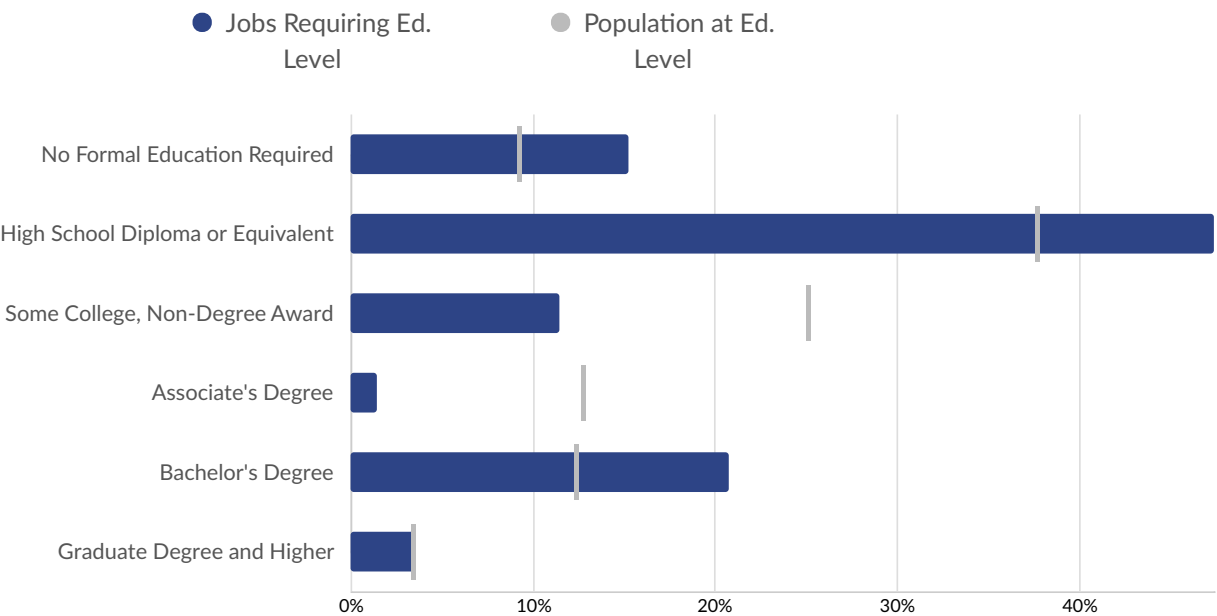
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

Over the last 5 years, no schools in Forest County, WI produced graduates.

In-Demand Skills

