



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

208,016

Population (2024)

Population **grew by 11,805** over the last 5 years and is projected to **grow by 7,295** over the next 5 years.

84,072

Total Regional Employment

Jobs **decreased by 461** over the last 5 years but are projected to **grow by 1,857** over the next 5 years.

\$61.0K

Avg. Earnings Per Job (2024)

Regional average earnings per job are **\$25.7K below** the national average earnings of \$86.7K per job.

Takeaways

- As of 2024 the region's population **increased by 6.0%** since 2019, growing by 11,805. Population is expected to **increase by 3.5%** between 2024 and 2029, adding 7,295.
- From 2019 to 2024, jobs **declined by 0.5%** in Grow North from 84,533 to **84,072**. This change **fell short of the national growth rate of 4.3% by 4.8%**. As the number of jobs declined, the **labor force participation rate decreased from 61.4% to 56.7% between 2019 and 2024**.
- Concerning educational attainment, **15.2% of the selected regions' residents possess a Bachelor's Degree** (6.4% below the national average), and **13.2% hold an Associate's Degree** (4.3% above the national average).
- The top three industries in 2024 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

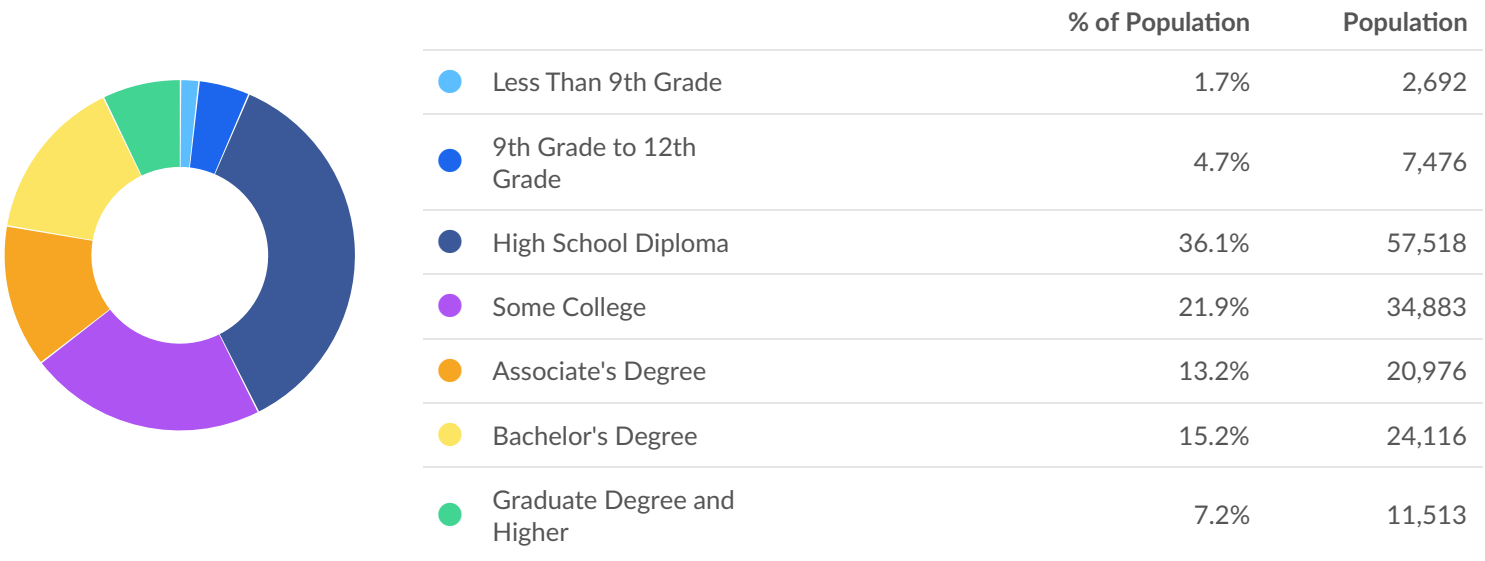
	Population (2025)	Labor Force (May 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	209,816	98,146	84,072	100.6	\$10.05B	\$16.59B	\$12.74B
State	5,948,400	3,123,479	3,263,455	100.3	\$439.69B	\$391.85B	\$421.21B

May 2025 Labor Force Breakdown



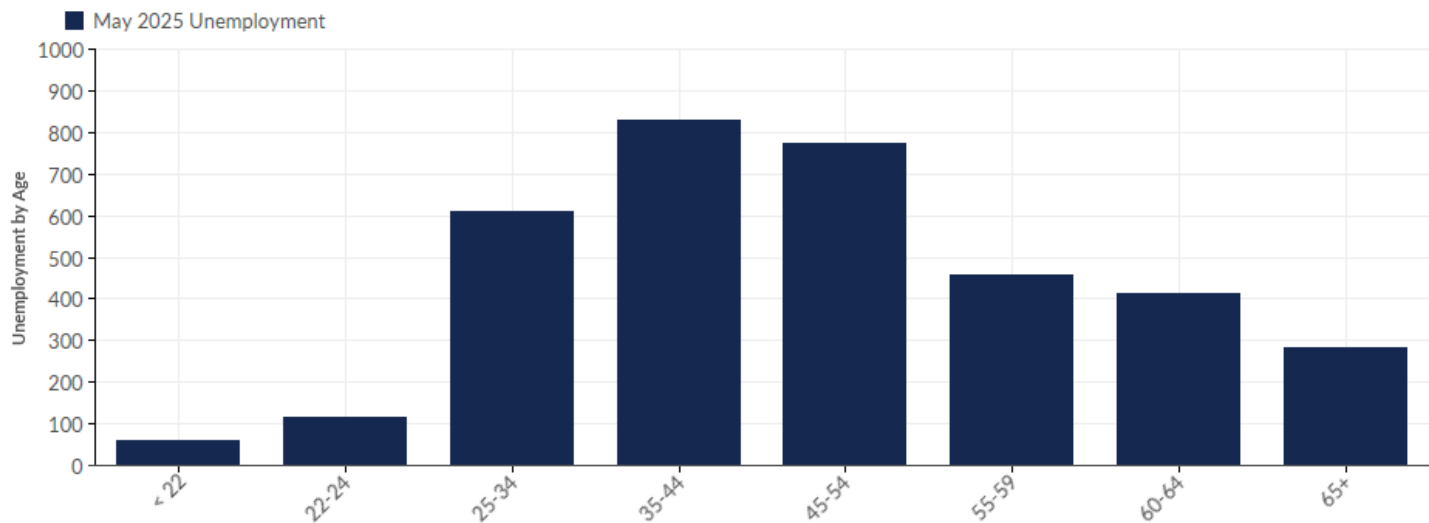
Educational Attainment

Concerning educational attainment, **15.2% of the selected regions' residents possess a Bachelor's Degree** (6.4% below the national average), and **13.2% hold an Associate's Degree** (4.3% above the national average).



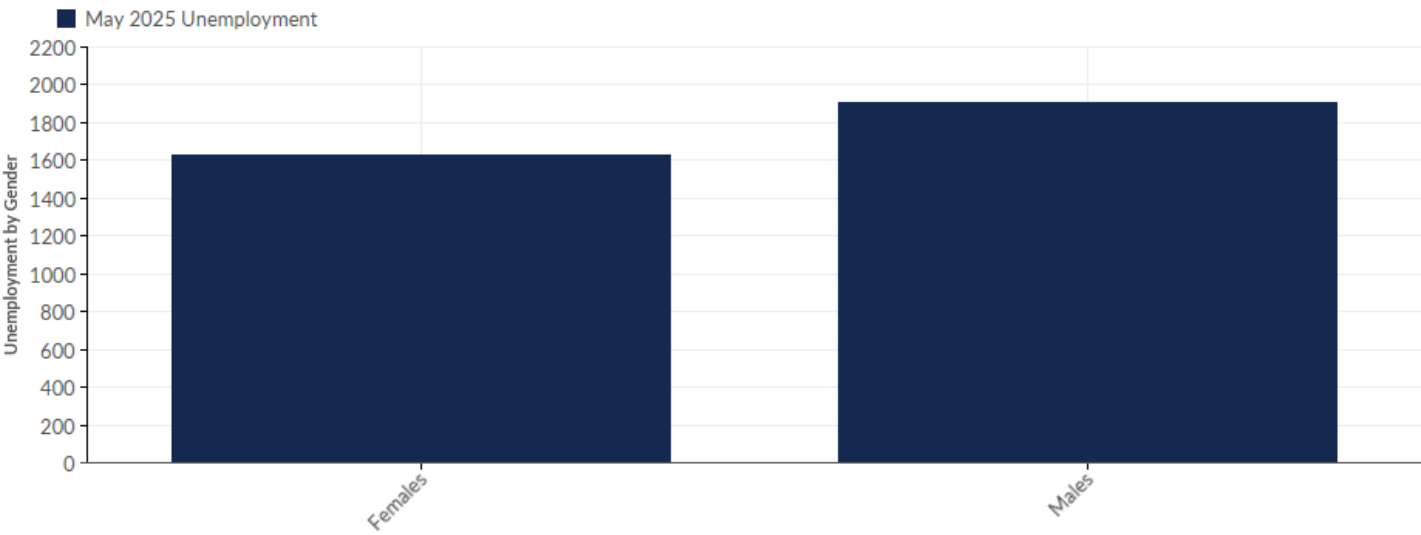
Unemployment by Demographics

Unemployment by Age



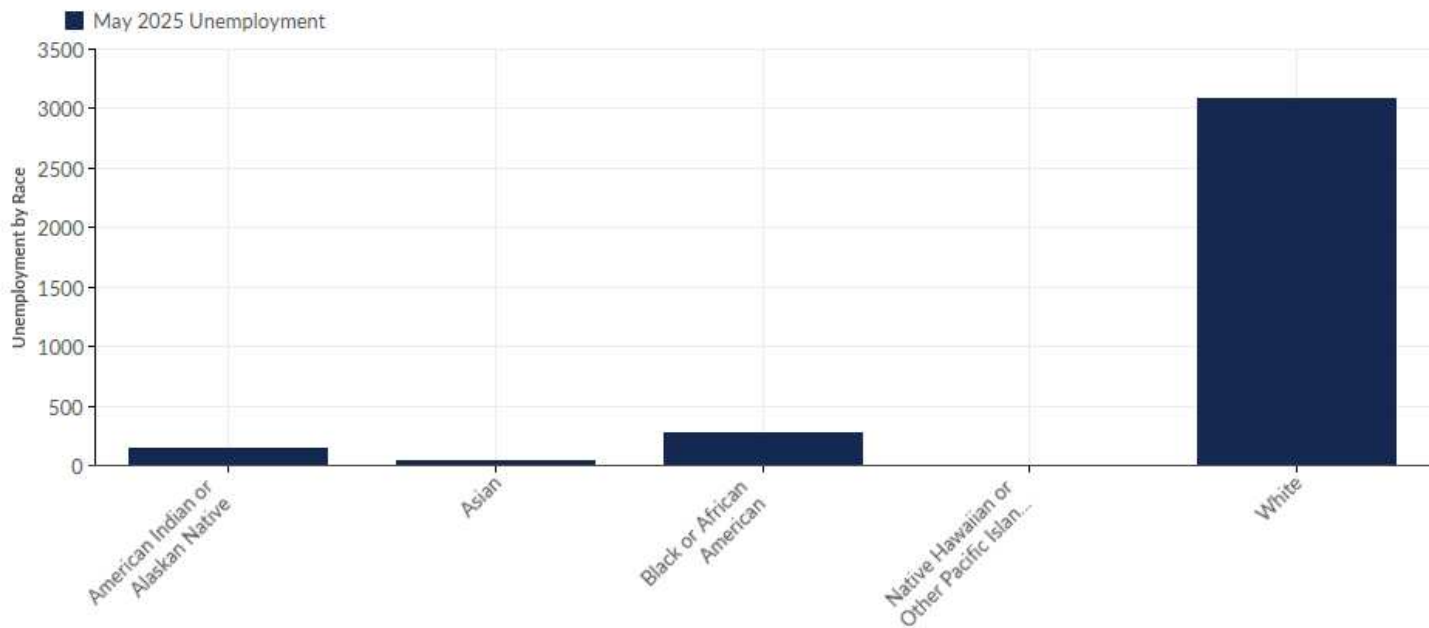
Age	Unemployment (May 2025)	% of Unemployed
< 22	61	1.72%
22-24	114	3.22%
25-34	611	17.26%
35-44	828	23.40%
45-54	771	21.79%
55-59	457	12.91%
60-64	414	11.70%
65+	281	7.94%
Total	3,539	100.00%

Unemployment by Gender



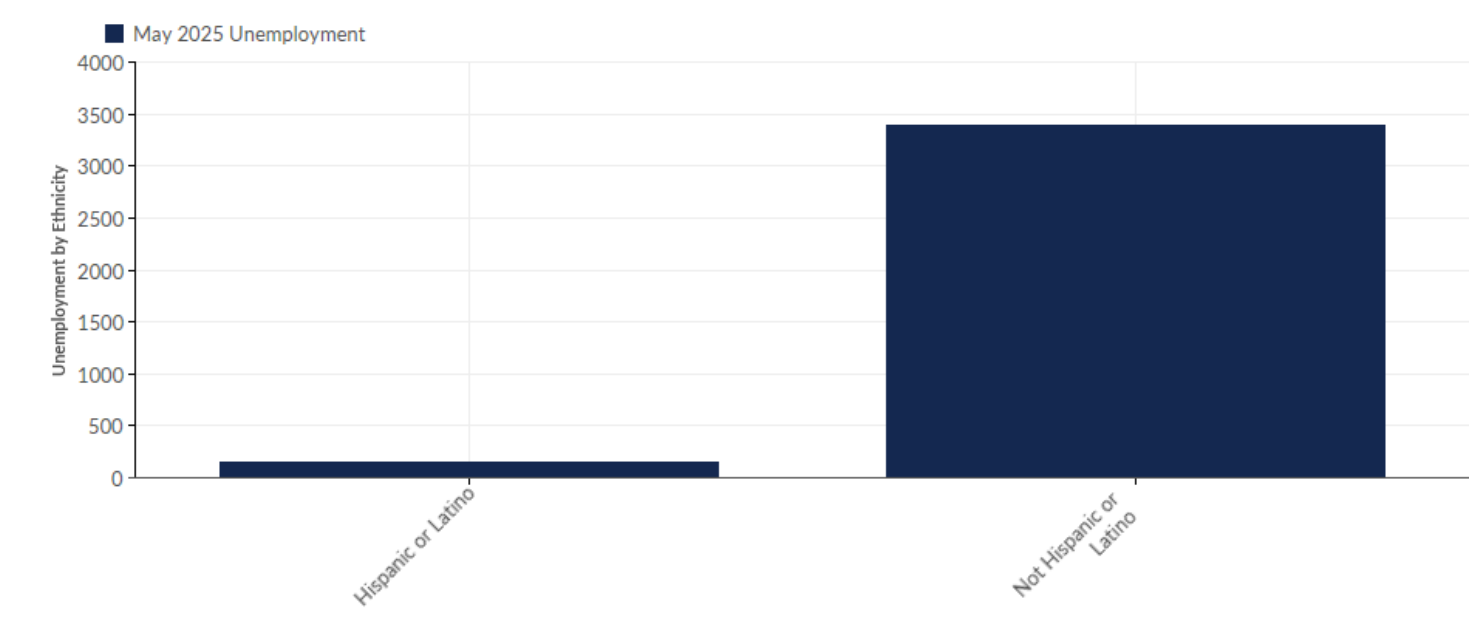
Gender	Unemployment (May 2025)	% of Unemployed
Females	1,629	46.03%
Males	1,910	53.97%
Total	3,539	100.00%

Unemployment by Race



Race	Unemployment (May 2025)	% of Unemployed
American Indian or Alaskan Native	140	3.96%
Asian	40	1.13%
Black or African American	268	7.57%
Native Hawaiian or Other Pacific Islander	6	0.17%
White	3,085	87.17%
Total	3,539	100.00%

Unemployment by Ethnicity

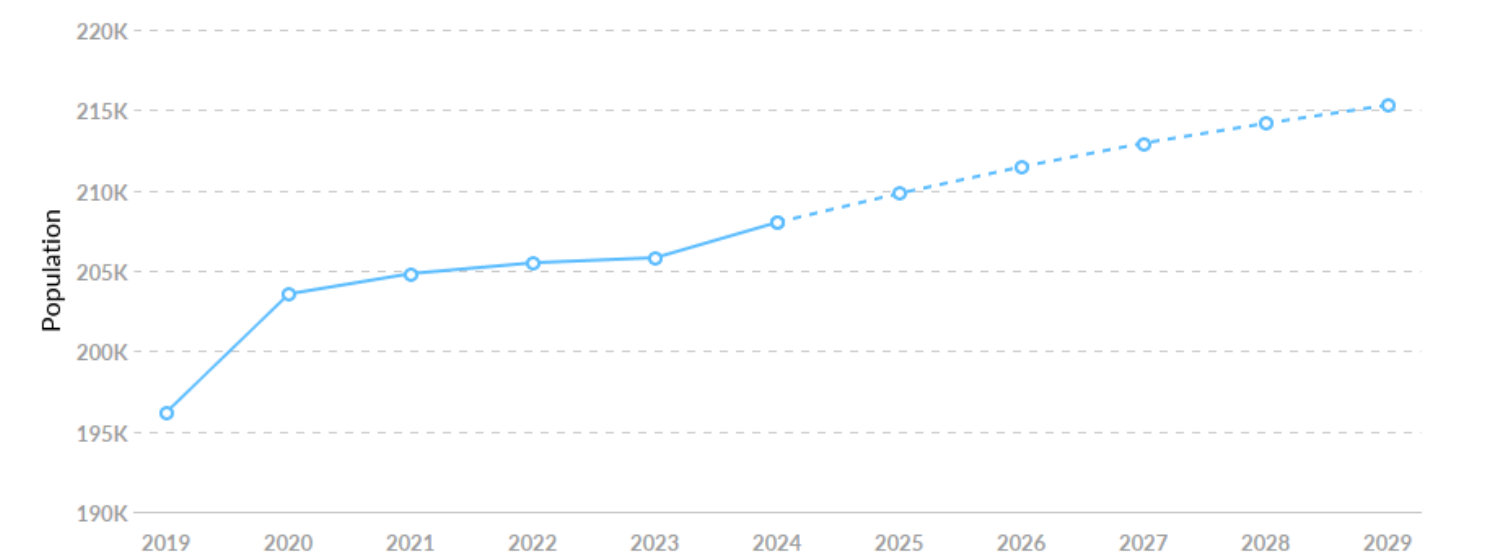


Ethnicity	Unemployment (May 2025)	% of Unemployed
Hispanic or Latino	149	4.21%
Not Hispanic or Latino	3,390	95.79%
Total	3,539	100.00%

Historic & Projected Trends

Population Trends

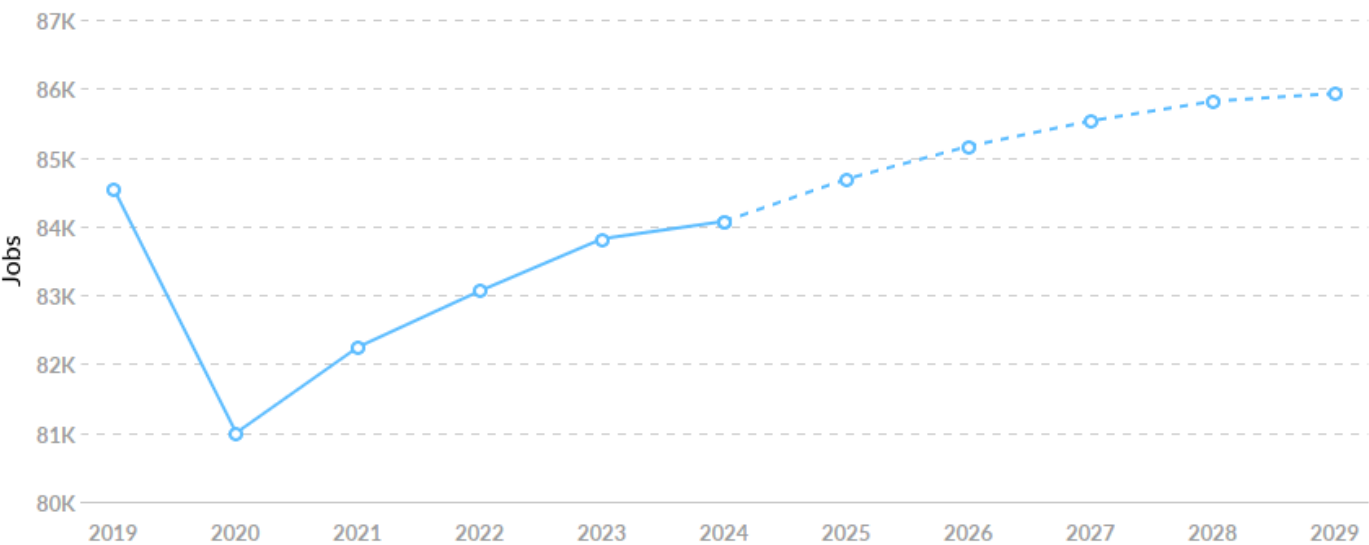
As of 2024 the region's population **increased by 6.0%** since 2019, growing by 11,805. Population is expected to **increase by 3.5%** between 2024 and 2029, adding 7,295.



Timeframe	Population
2019	196,211
2020	203,555
2021	204,822
2022	205,492
2023	205,808
2024	208,016
2025	209,816
2026	211,473
2027	212,945
2028	214,176
2029	215,311

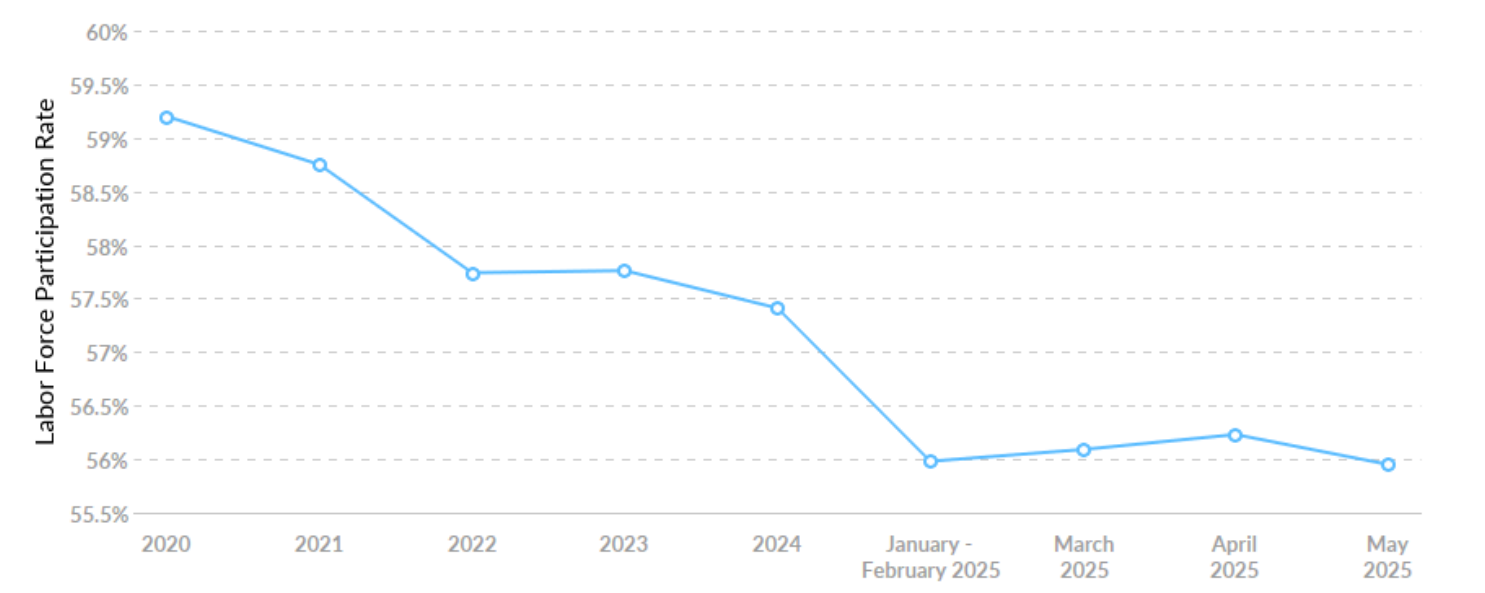
Job Trends

From 2019 to 2024, jobs **declined by 0.5%** in Grow North from 84,533 to **84,072**. This change **fell short of the national growth rate of 4.3% by 4.8%**.



Timeframe	Jobs
2019	84,533
2020	80,997
2021	82,246
2022	83,063
2023	83,819
2024	84,072
2025	84,687
2026	85,163
2027	85,531
2028	85,816
2029	85,929

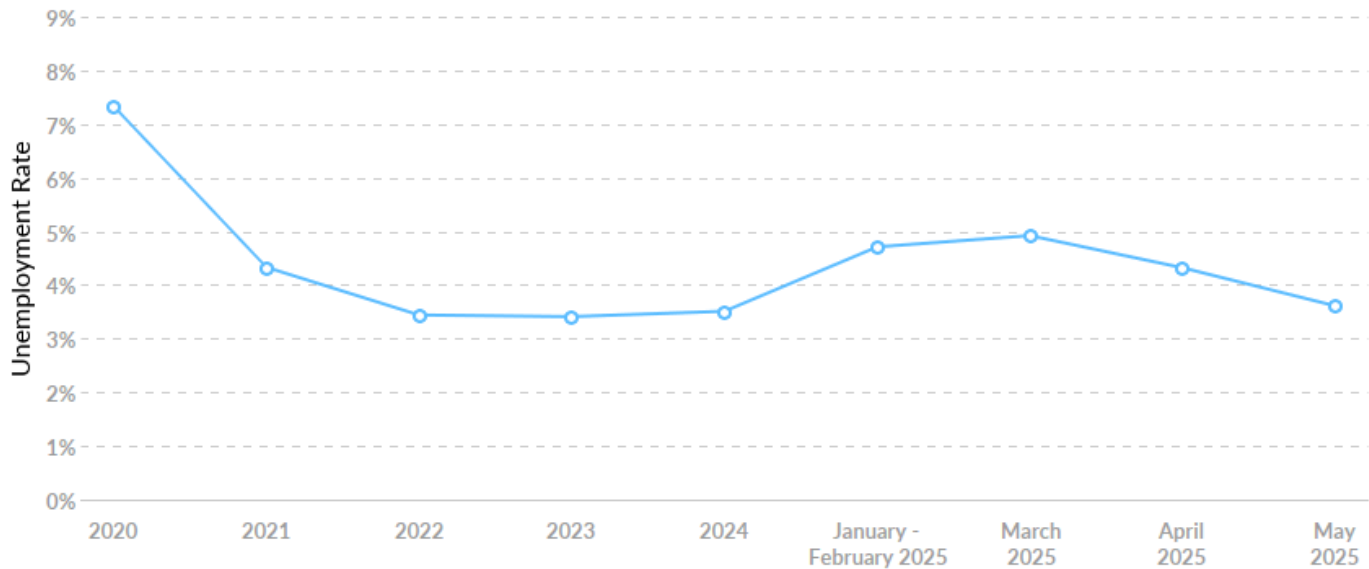
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	59.20%
2021	58.75%
2022	57.74%
2023	57.76%
2024	57.41%
January - February 2025	55.98%
March 2025	56.09%
April 2025	56.23%
May 2025	55.95%

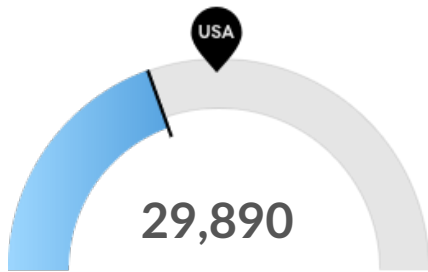
Unemployment Rate Trends

Your areas had a May 2025 unemployment rate of 3.61%, **decreasing from 7.33%** 5 years before.



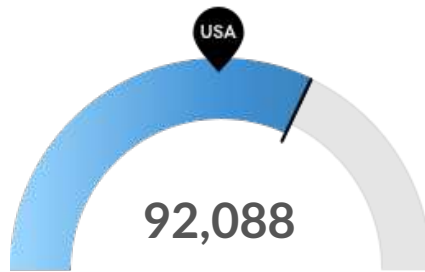
Timeframe	Unemployment Rate
2020	7.33%
2021	4.33%
2022	3.44%
2023	3.41%
2024	3.51%
January - February 2025	4.71%
March 2025	4.92%
April 2025	4.32%
May 2025	3.61%

Population Characteristics



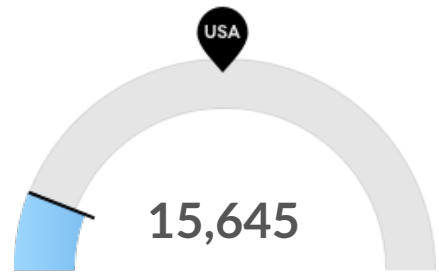
Millennials

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



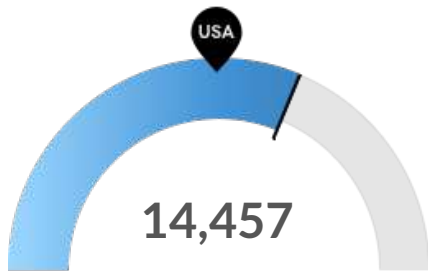
Retiring Soon

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.



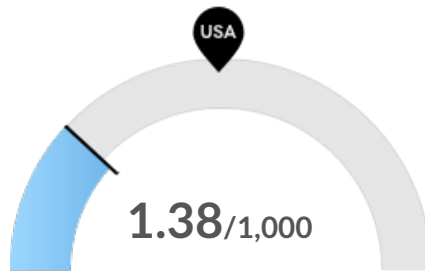
Racial Diversity

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.



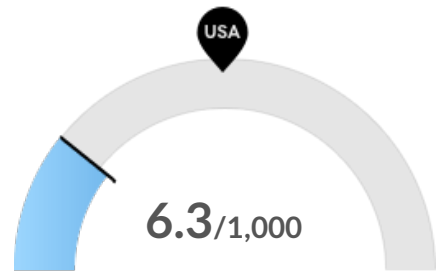
Veterans

Your area has 14,457 veterans. The national average for an area this size is 10,182.



Violent Crime

Your area has 1.38 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

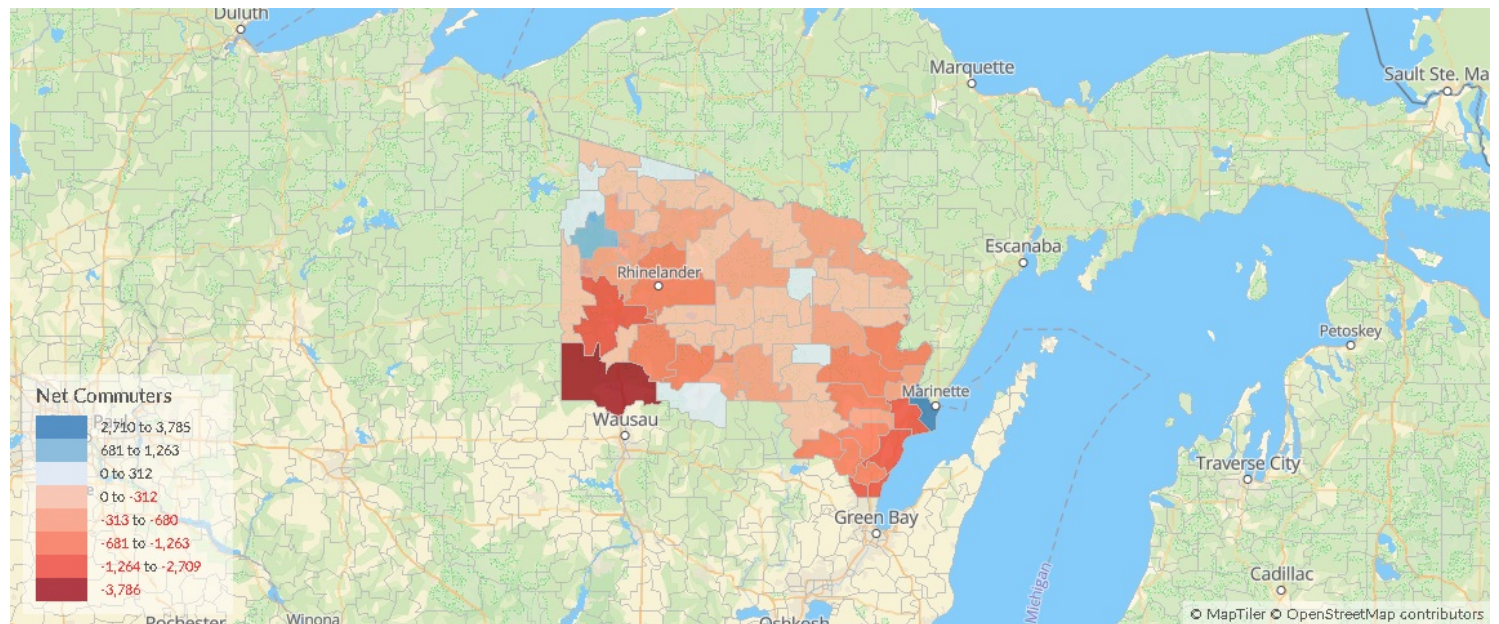


Property Crime

Your area has 6.3 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 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.

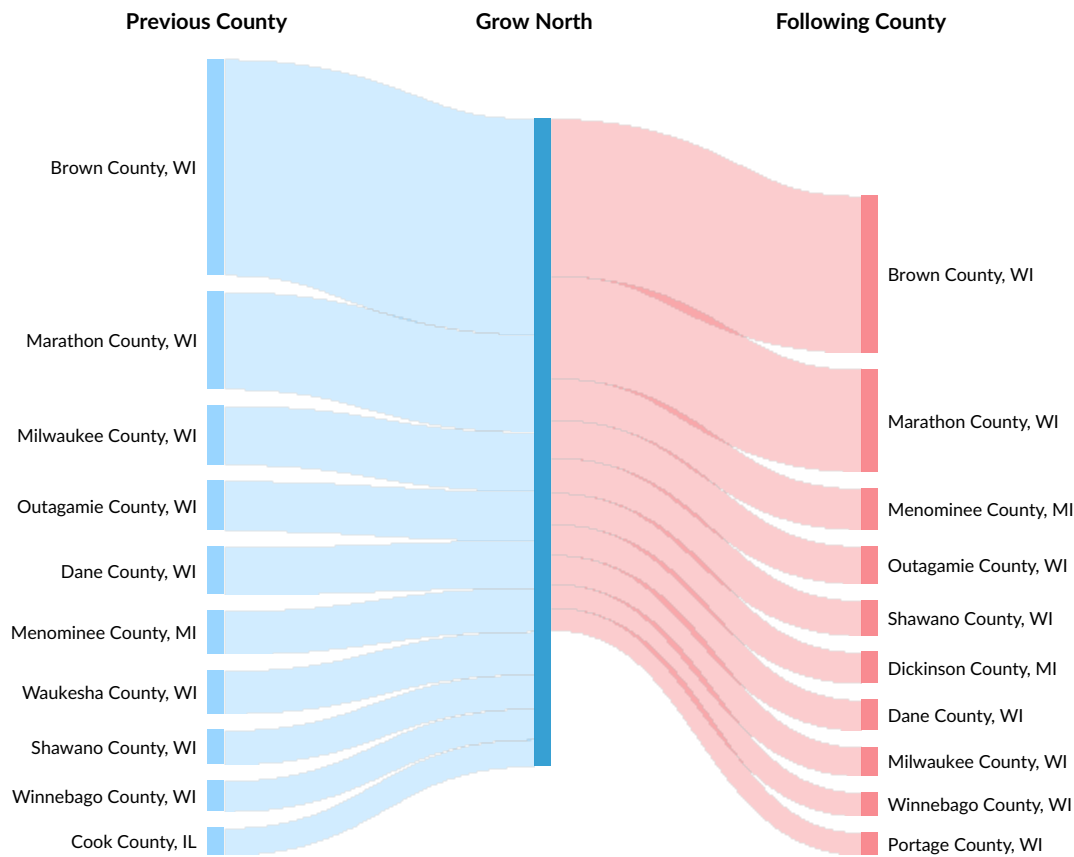


Where Talent Works			Where Talent Lives		
ZIP	Name	2024 Employment	ZIP	Name	2024 Workers
54143	Marinette, WI (in Marin...	10,477	54501	Rhinelanders, WI (in One...	10,750
54501	Rhinelanders, WI (in One...	9,883	54452	Merrill, WI (in Lincoln c...	10,231
54409	Antigo, WI (in Langlade ...	7,431	54143	Marinette, WI (in Marin...	7,766
54452	Merrill, WI (in Lincoln c...	6,446	54409	Antigo, WI (in Langlade ...	7,273
54521	Eagle River, WI (in Vilas ...	4,157	54487	Tomahawk, WI (in Linco...	5,506

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, 1,160 people have migrated from Brown County, WI to Grow North. In the same year, 844 people left Grow North migrating to Brown County, WI. The total Net Migration for Grow North in 2022 was 1,461.

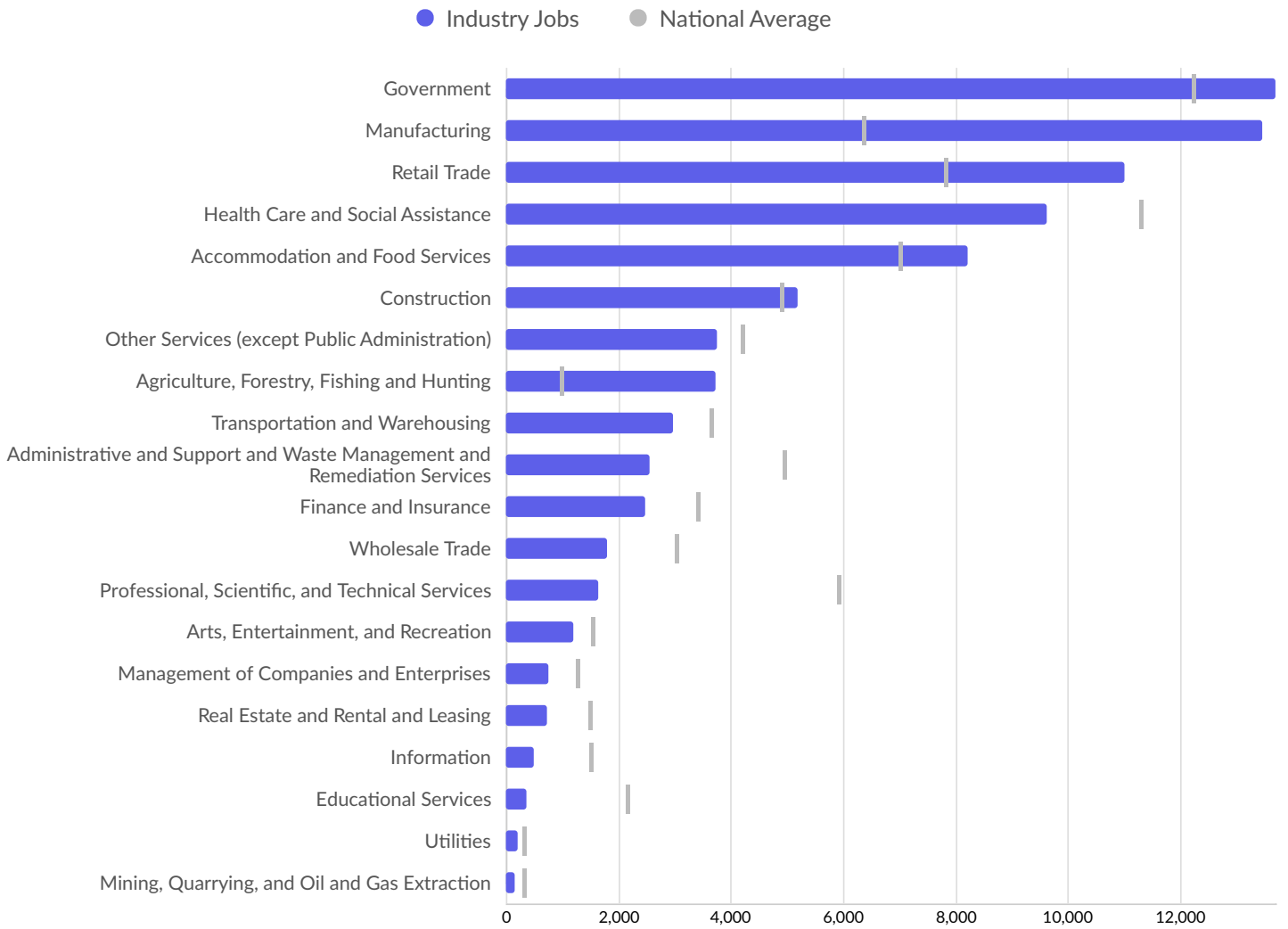


Top Previous Counties	Migrations
Brown County, WI	1,160
Marathon County, WI	523
Milwaukee County, WI	317
Outagamie County, WI	267
Dane County, WI	254
Menominee County, MI	233

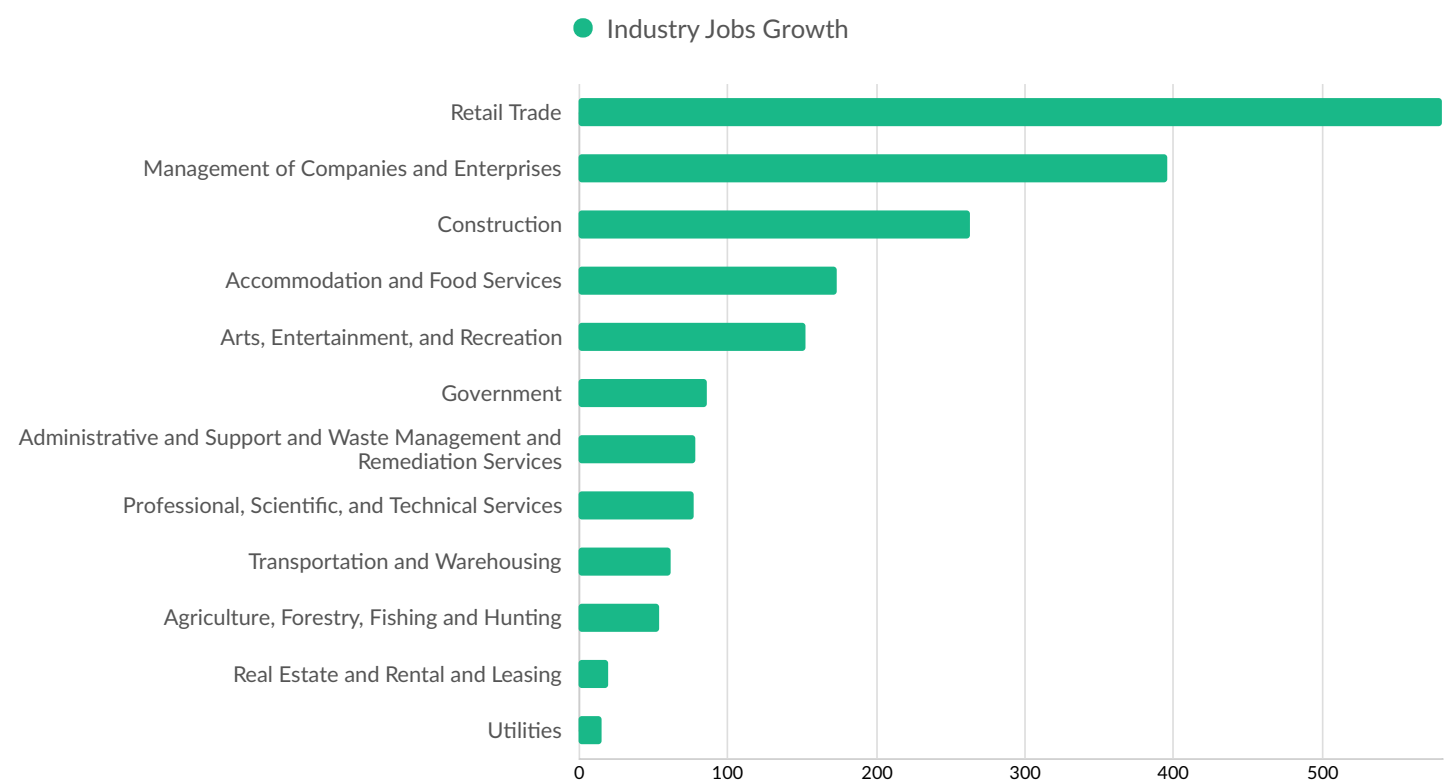
Top Previous Counties	Migrations
Waukesha County, WI	231
Shawano County, WI	184
Winnebago County, WI	165
Cook County, IL	145
Hennepin County, MN	120
Washington County, WI	109
Dickinson County, MI	104
Manitowoc County, WI	89
Portage County, WI	83
Top Following Counties	Migrations
Brown County, WI	844
Marathon County, WI	551
Menominee County, MI	222
Outagamie County, WI	204
Shawano County, WI	189
Dickinson County, MI	167
Dane County, WI	165
Milwaukee County, WI	155
Winnebago County, WI	128
Portage County, WI	120
Waukesha County, WI	115
Hennepin County, MN	72
DuPage County, IL	71
Maricopa County, AZ	62
Wood County, WI	49

Industry Characteristics

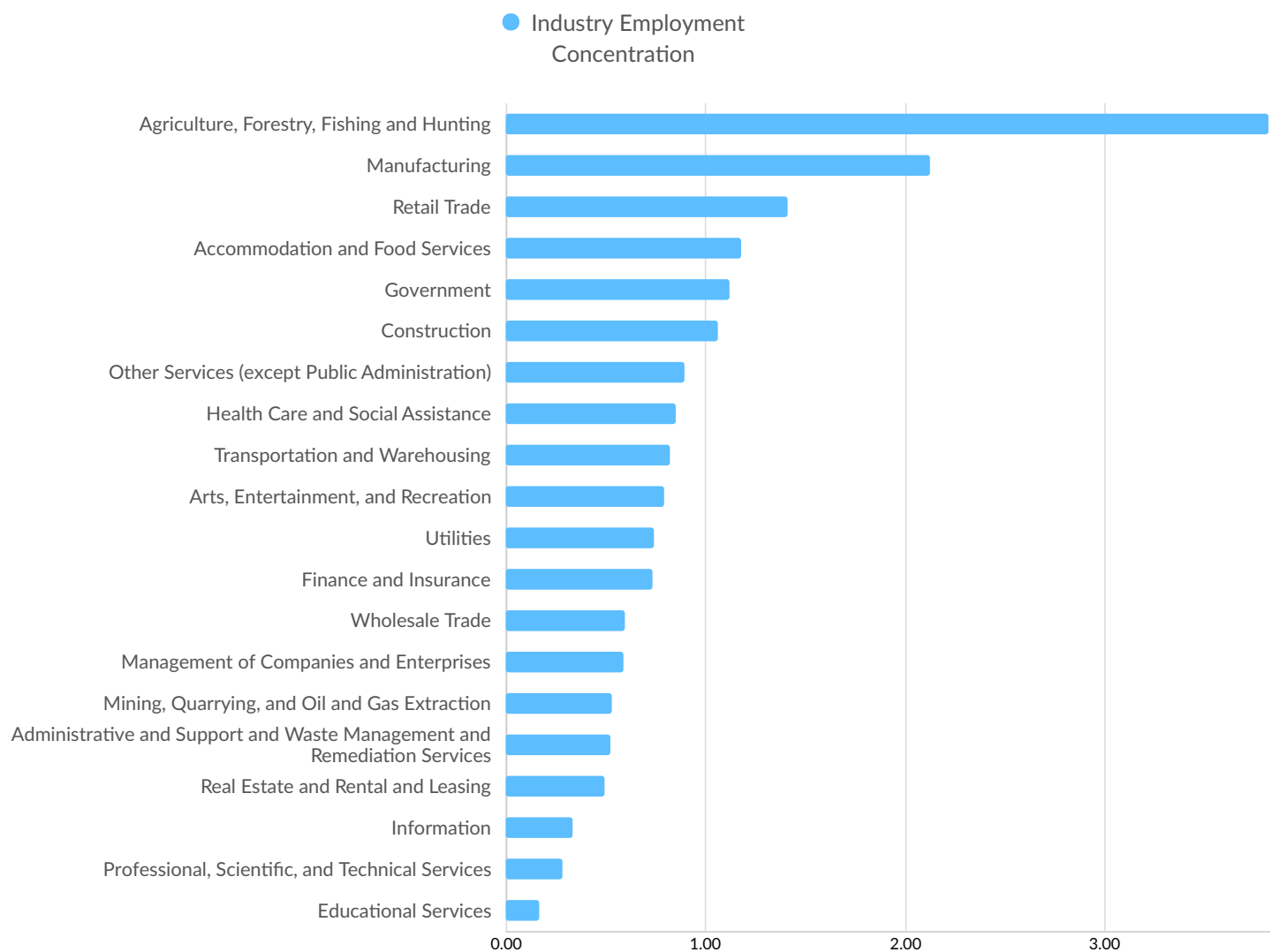
Largest Industries



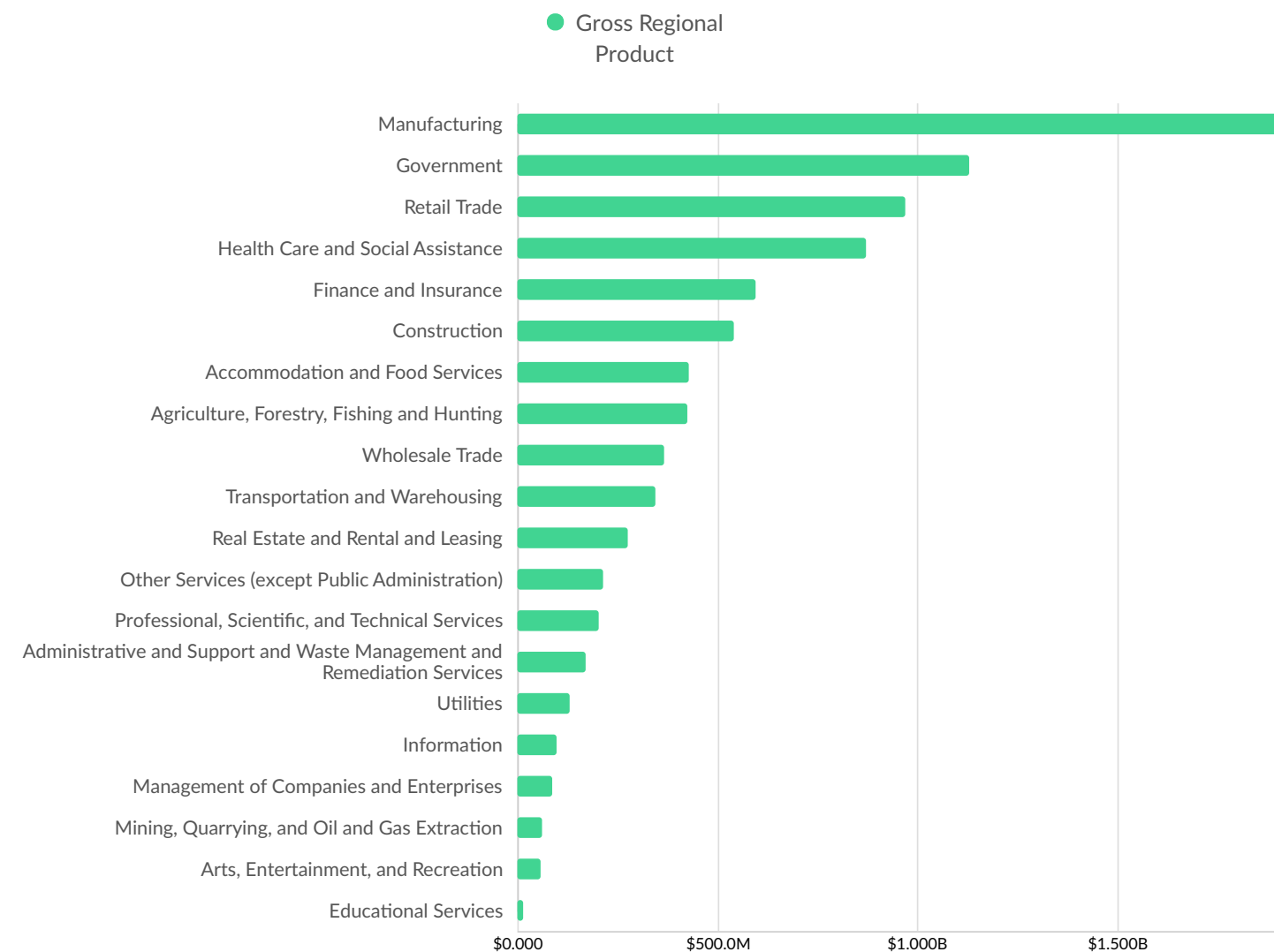
Top Growing Industries



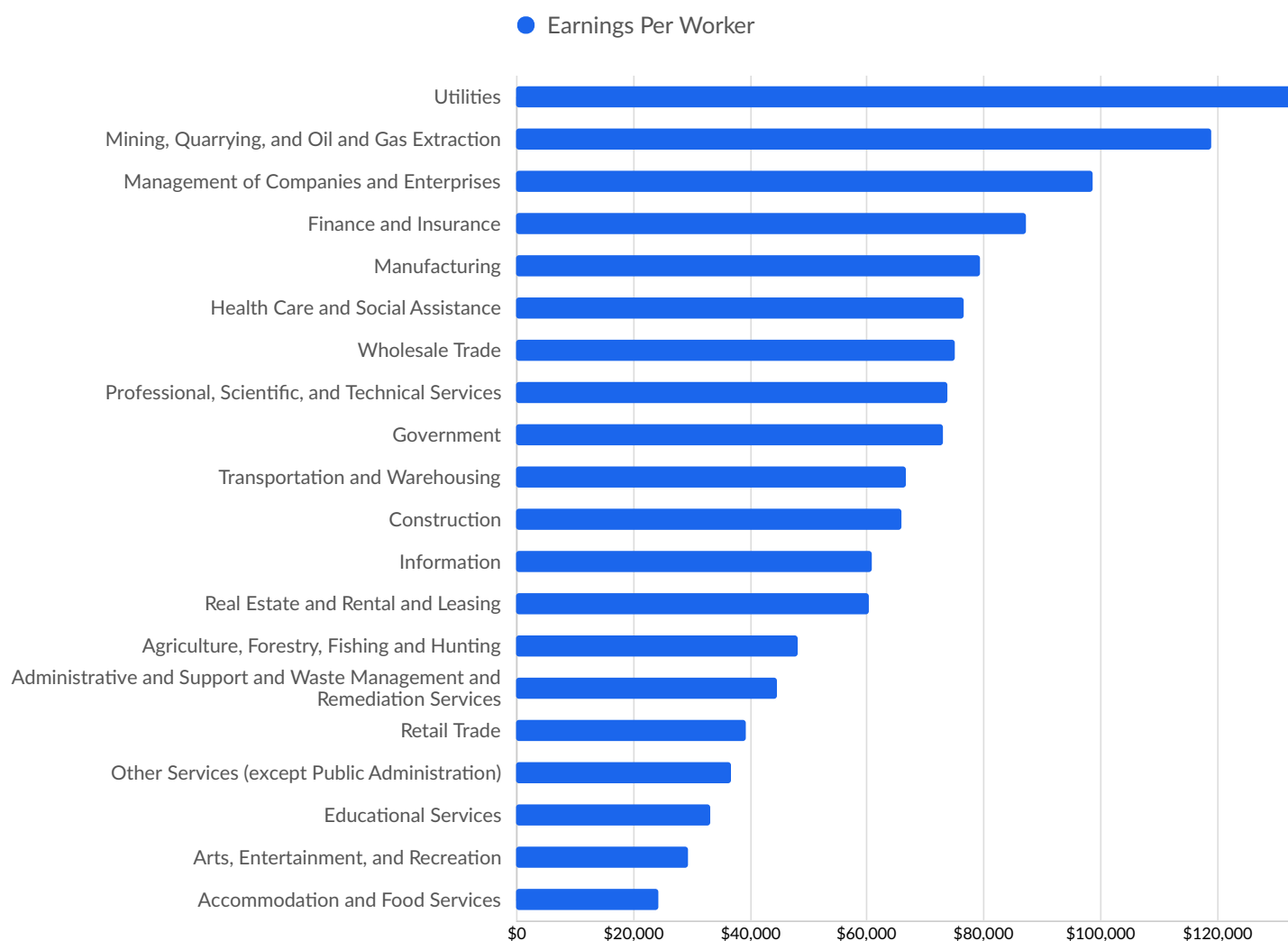
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



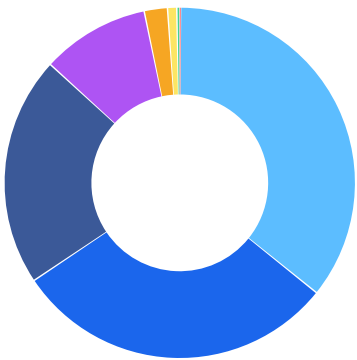
Business Characteristics

11,013 Companies Employ Your Workers

Online profiles for your workers mention 11,013 companies as employers, with the top 10 appearing below. In the last 12 months, 1,676 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Fincantieri S.P.A.	436 <div></div>	Aspirus	741 <div></div>
Church Mutual Insurance Comp...	346 <div></div>	Marshfield Clinic	382 <div></div>
Aspirus	333 <div></div>	Fincantieri S.P.A.	326 <div></div>
Marshfield Clinic	310 <div></div>	Walmart	282 <div></div>
State of Wisconsin	291 <div></div>	Advocate Aurora Health	266 <div></div>
Ministry Health Care	231 <div></div>	Insight Global	230 <div></div>
Walmart	212 <div></div>	Aya Healthcare	191 <div></div>
Nicolet College	166 <div></div>	CompHealth	160 <div></div>
Potawatomi Bingo Casino	156 <div></div>	Kwik Trip	142 <div></div>
Bay Area Medical Center	138 <div></div>	Johnson Controls	114 <div></div>

Business Size

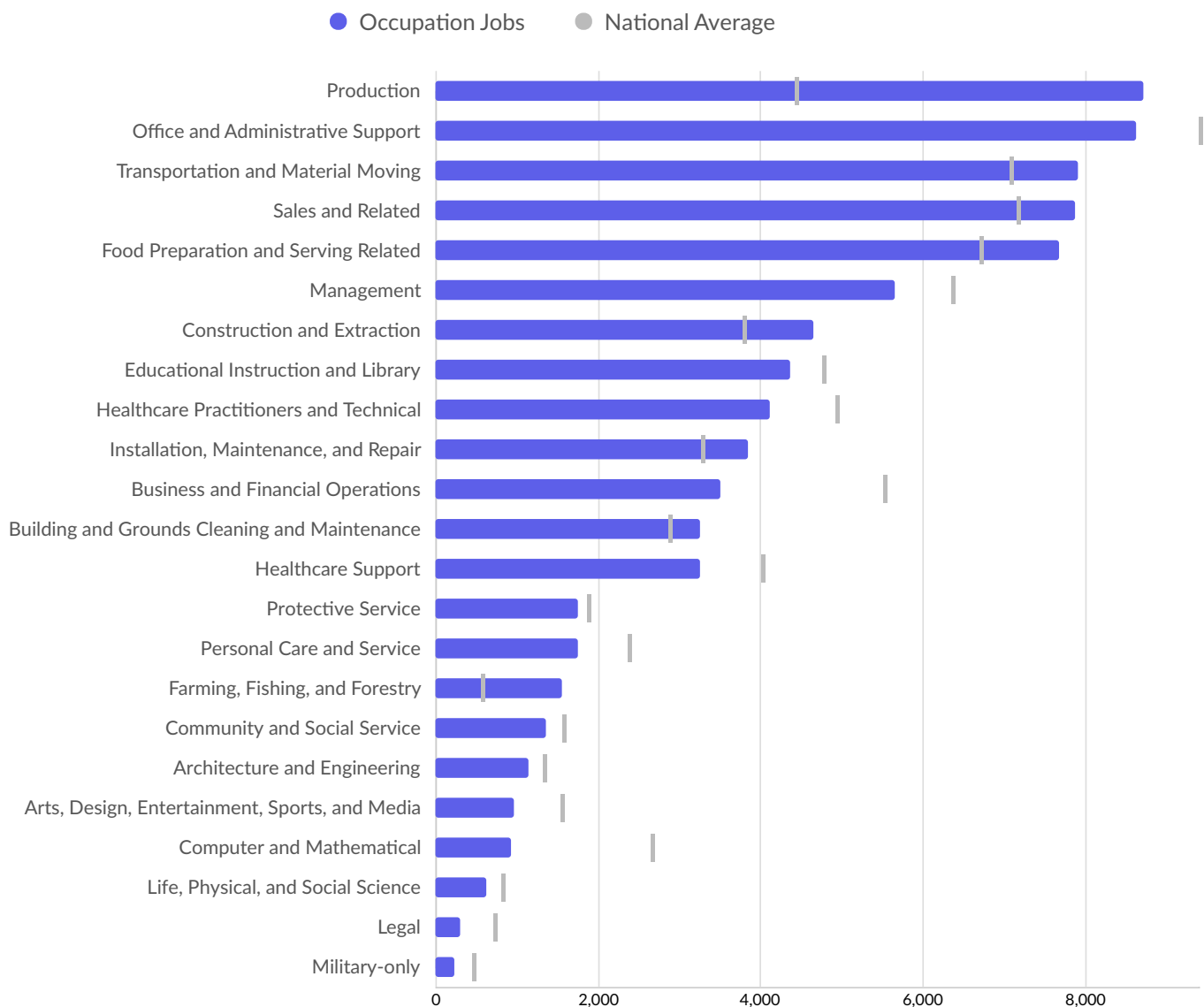


	Percentage	Business Count
1 to 4 employees	35.7%	3,656
5 to 9 employees	29.8%	3,055
10 to 19 employees	21.2%	2,169
20 to 49 employees	10.0%	1,019
50 to 99 employees	2.1%	219
100 to 249 employees	0.8%	87
250 to 499 employees	0.3%	29
500+ employees	0.1%	6

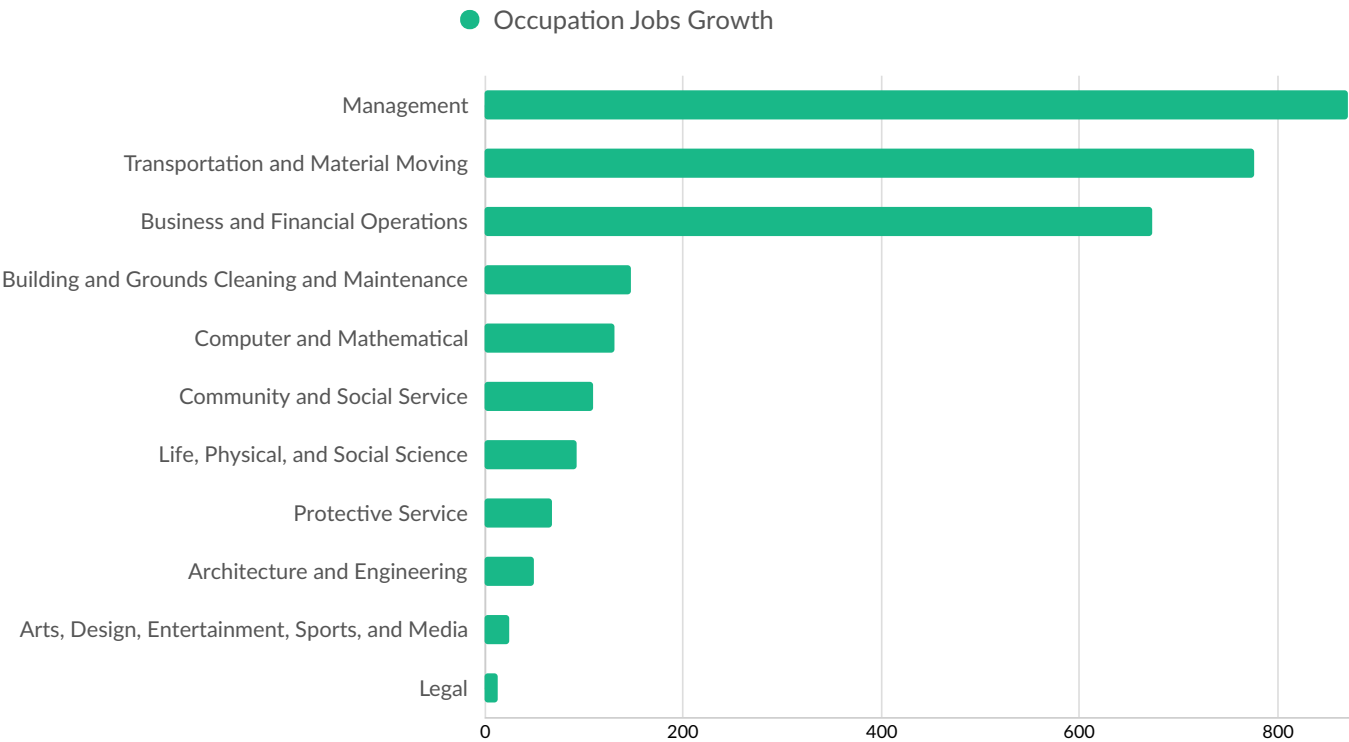
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

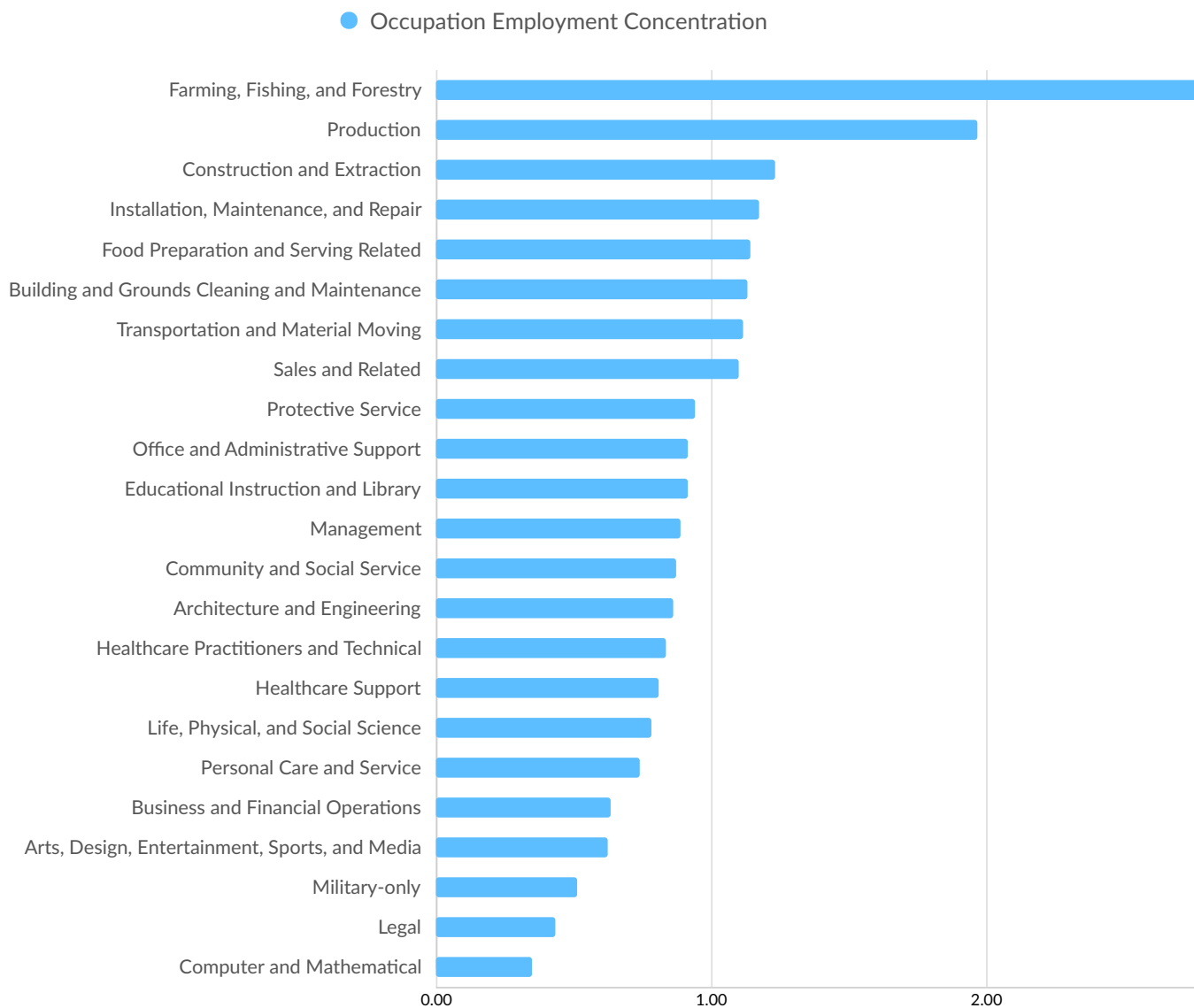
Largest Occupations



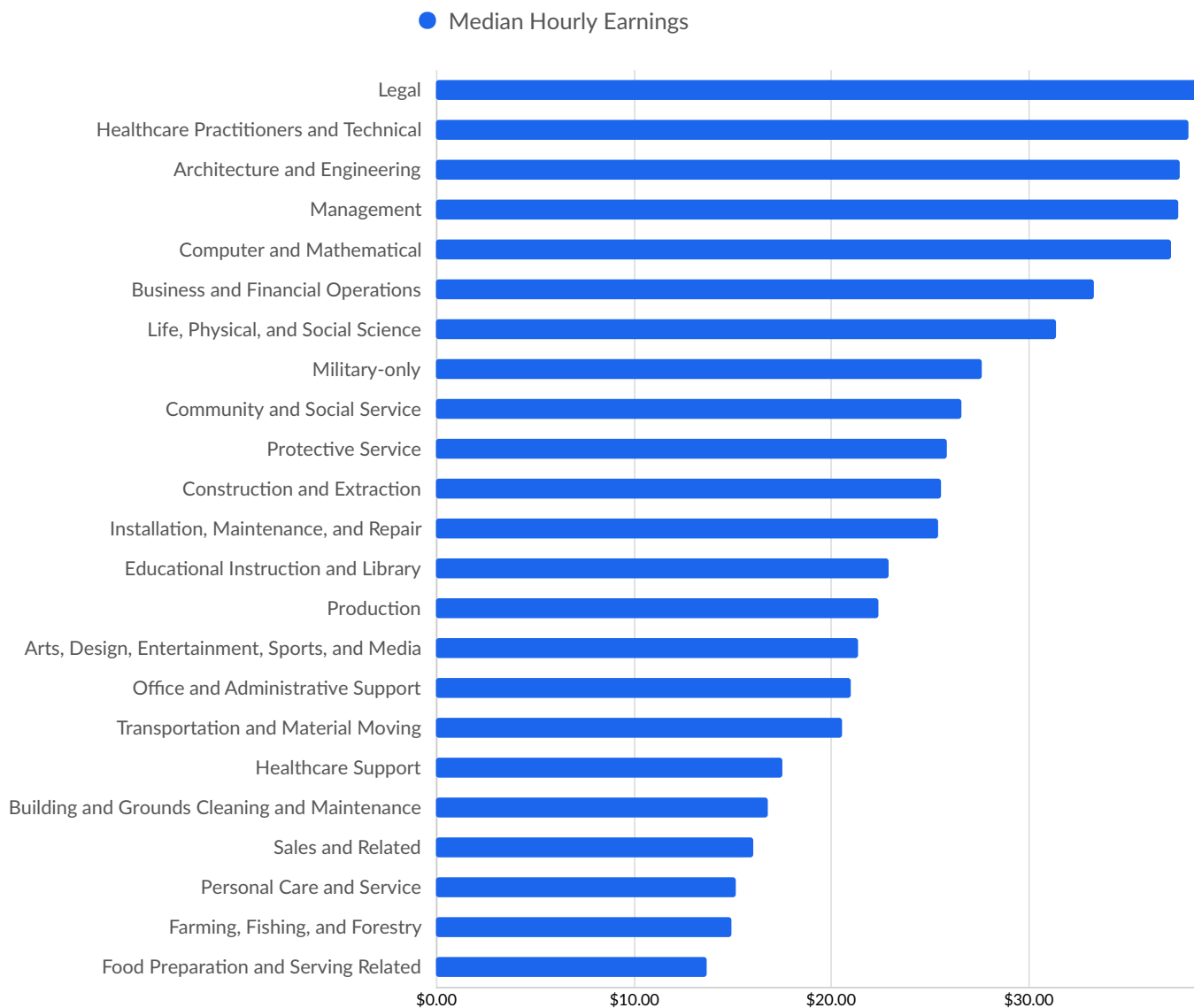
Top Growing Occupations



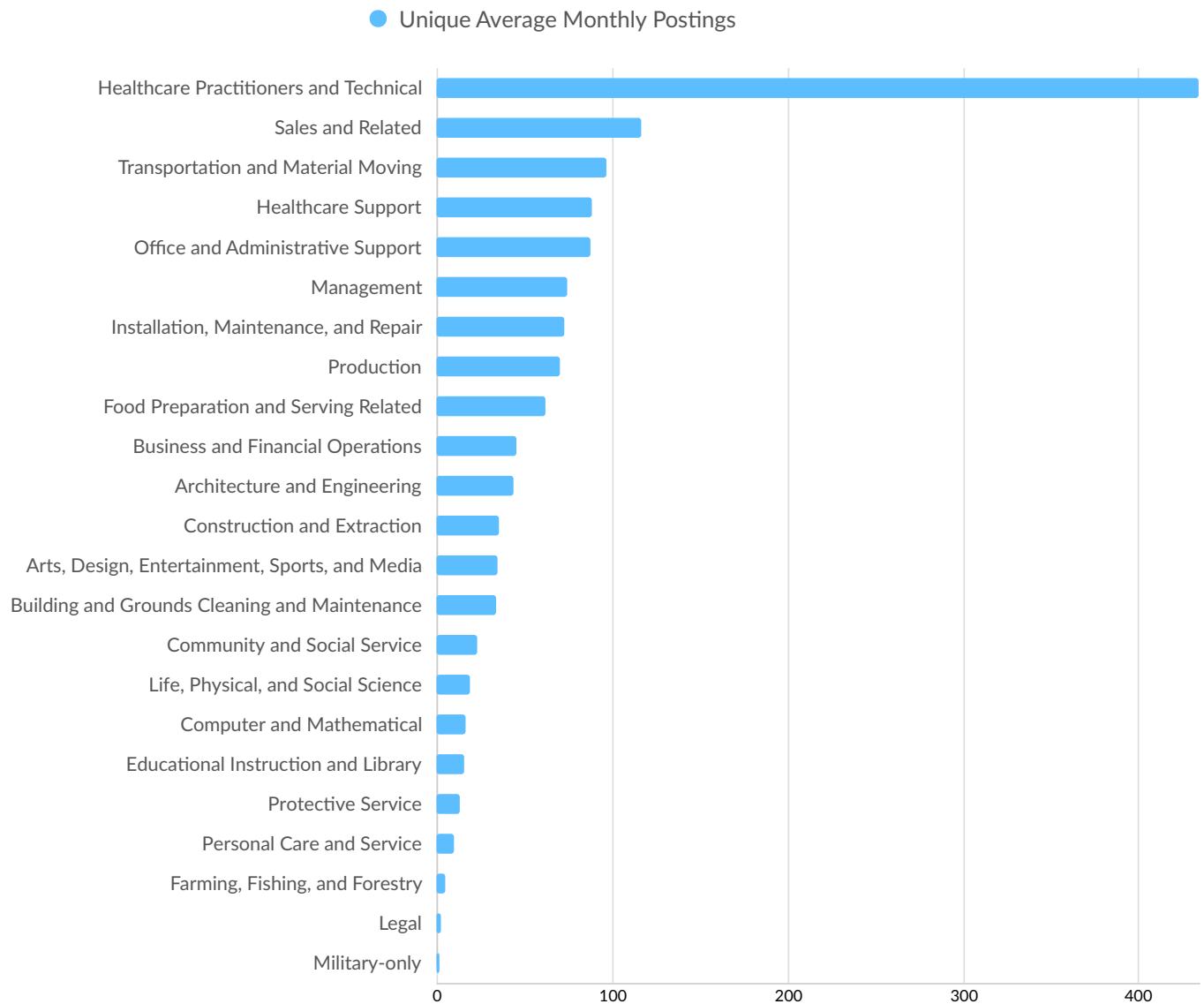
Top Occupation Employment Concentration



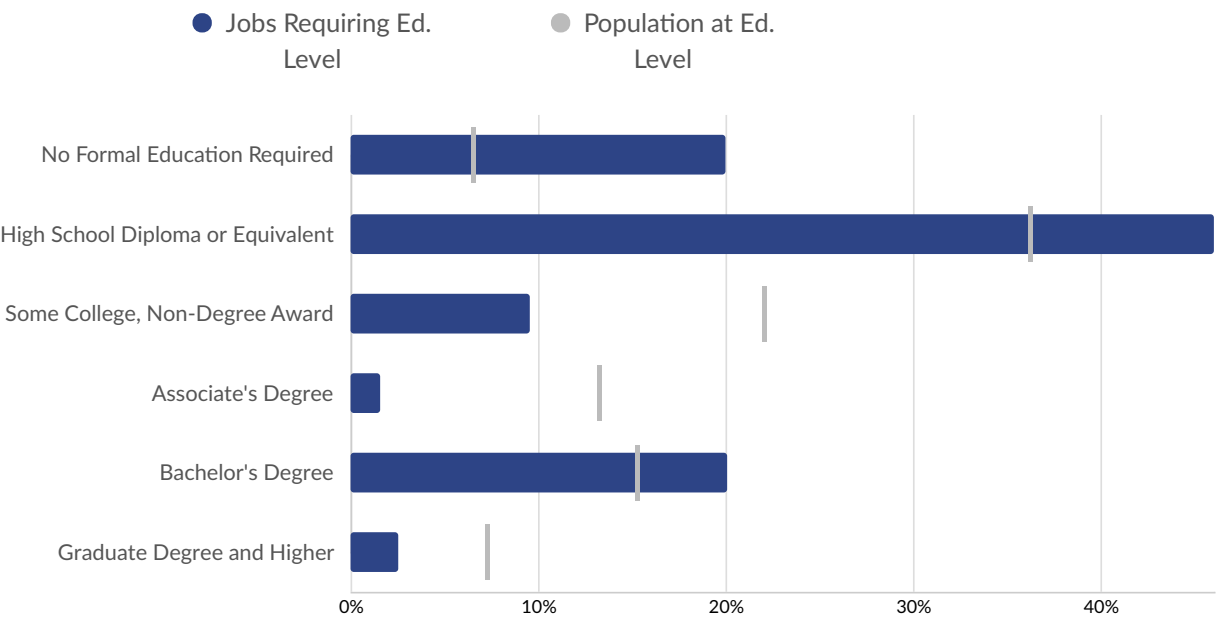
Top Occupation Earnings



Top Posted Occupations

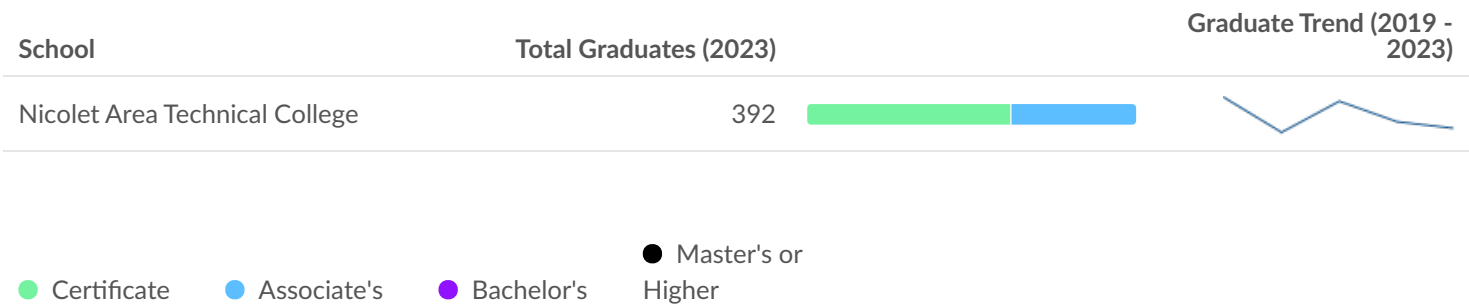


Underemployment



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

