



# 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

206,678

Population (2024)

Population **grew by 10,467** over the last 5 years and is projected to **grow by 7,556** over the next 5 years.

84,108

Total Regional Employment

Jobs **decreased by 422** over the last 5 years but are projected to **grow by 1,850** over the next 5 years.

\$61.1K

Avg. Earnings Per Job (2024)

Regional average earnings per job are **\$25.6K below** the national average earnings of \$86.7K per job.

## Takeaways

- As of 2024 the region's population **increased by 5.3%** since 2019, growing by 10,467. Population is expected to **increase by 3.7%** between 2024 and 2029, adding 7,556.
- From 2019 to 2024, jobs **declined by 0.5%** in Grow North from 84,530 to **84,108**. This change **fell short of the national growth rate of 4.4% by 4.9%**. As the number of jobs declined, the **labor force participation rate decreased from 61.4% to 57.0% between 2019 and 2024**.
- Concerning educational attainment, **15.1% of the selected regions' residents possess a Bachelor's Degree** (6.4% below the national average), and **13.2% hold an Associate's Degree** (4.4% 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).

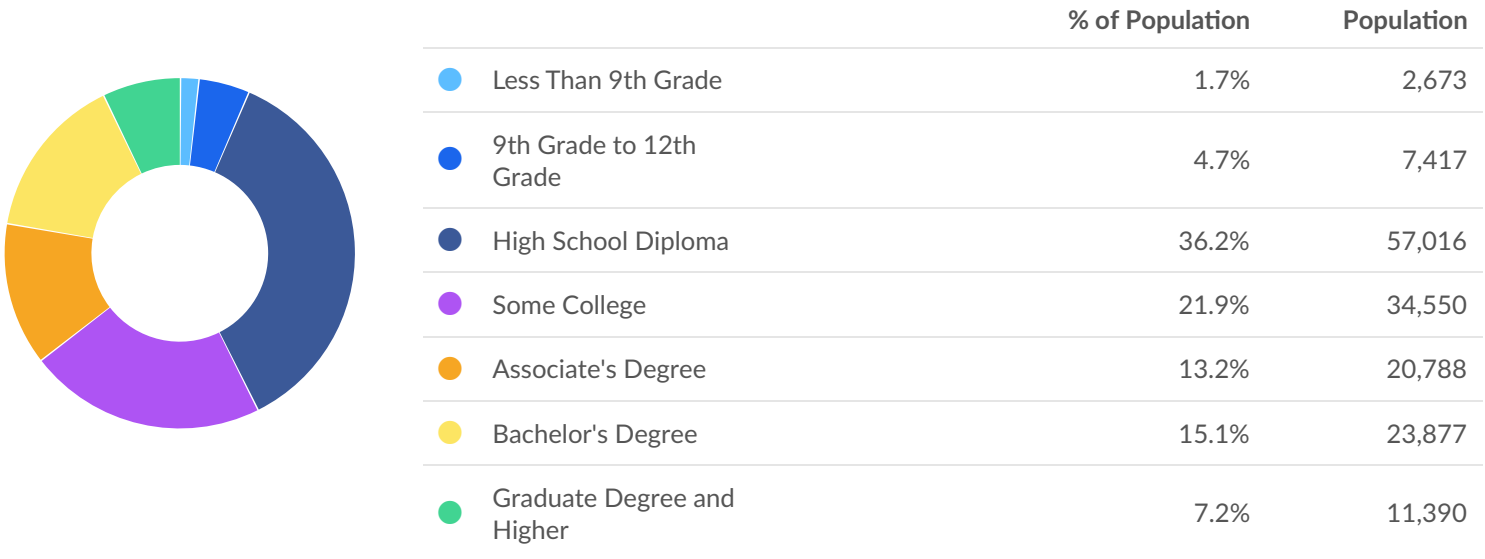
	Population (2025)	Labor Force (Aug 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	208,705	100,523	84,108	100.6	\$10.05B	\$16.58B	\$12.72B
State	5,980,718	3,144,655	3,264,613	100.3	\$439.61B	\$392.12B	\$421.40B

## Aug 2025 Labor Force Breakdown



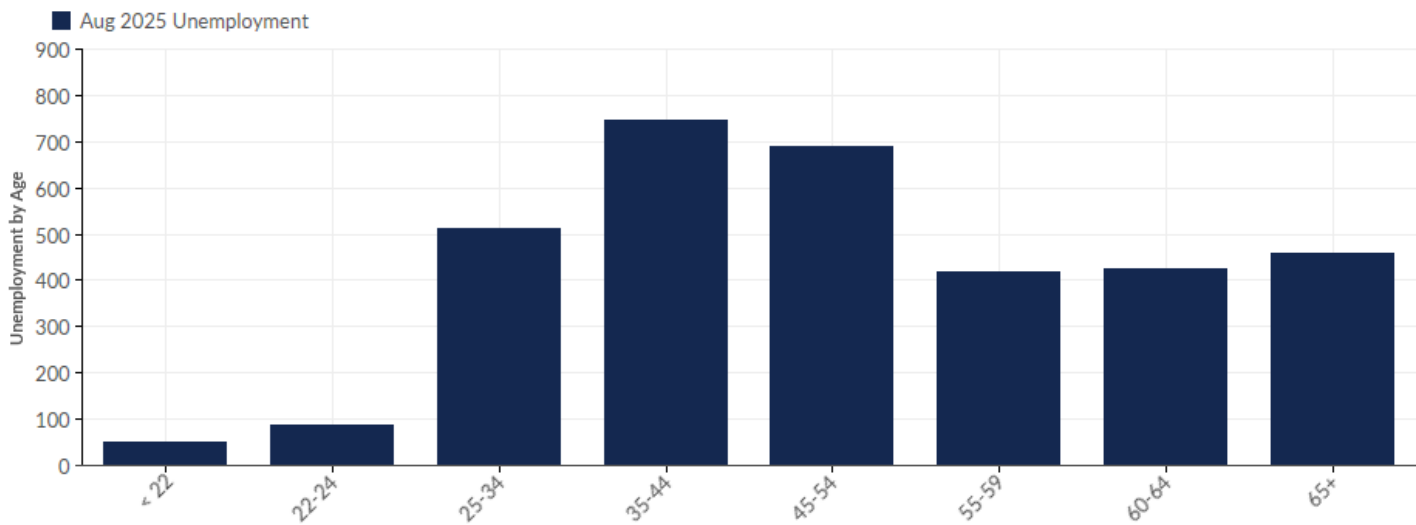
## Educational Attainment

Concerning educational attainment, **15.1% of the selected regions' residents possess a Bachelor's Degree** (6.4% below the national average), and **13.2% hold an Associate's Degree** (4.4% above the national average).



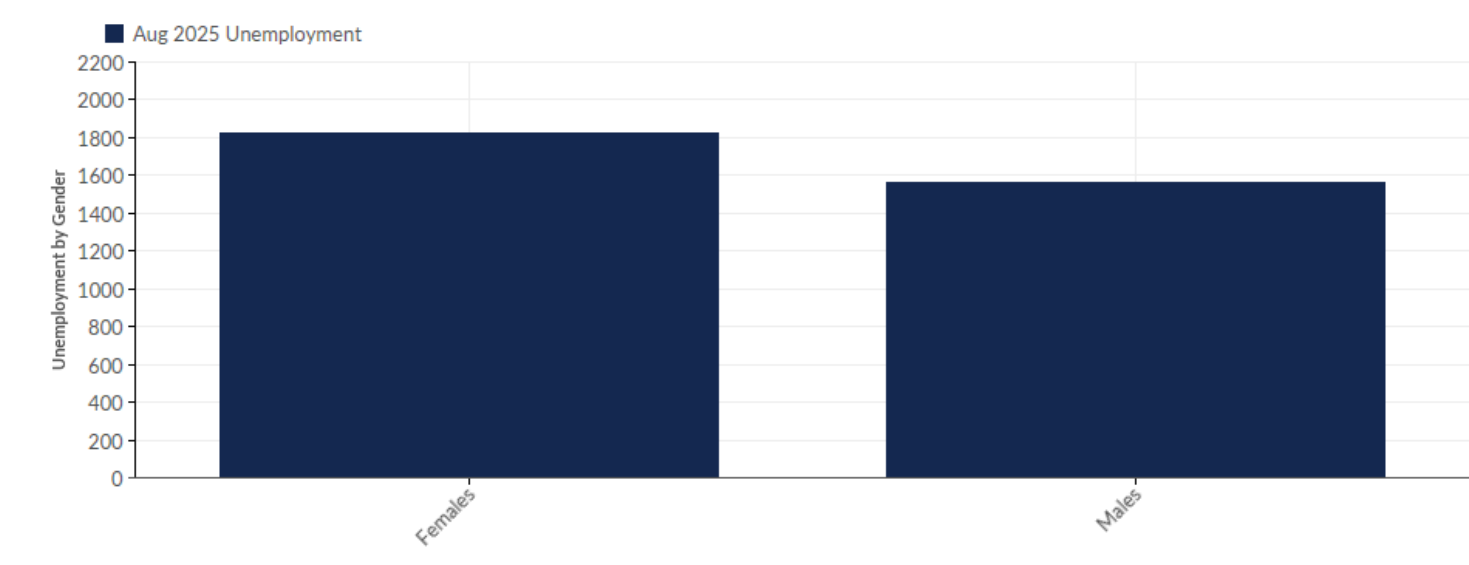
# Unemployment by Demographics

## Unemployment by Age



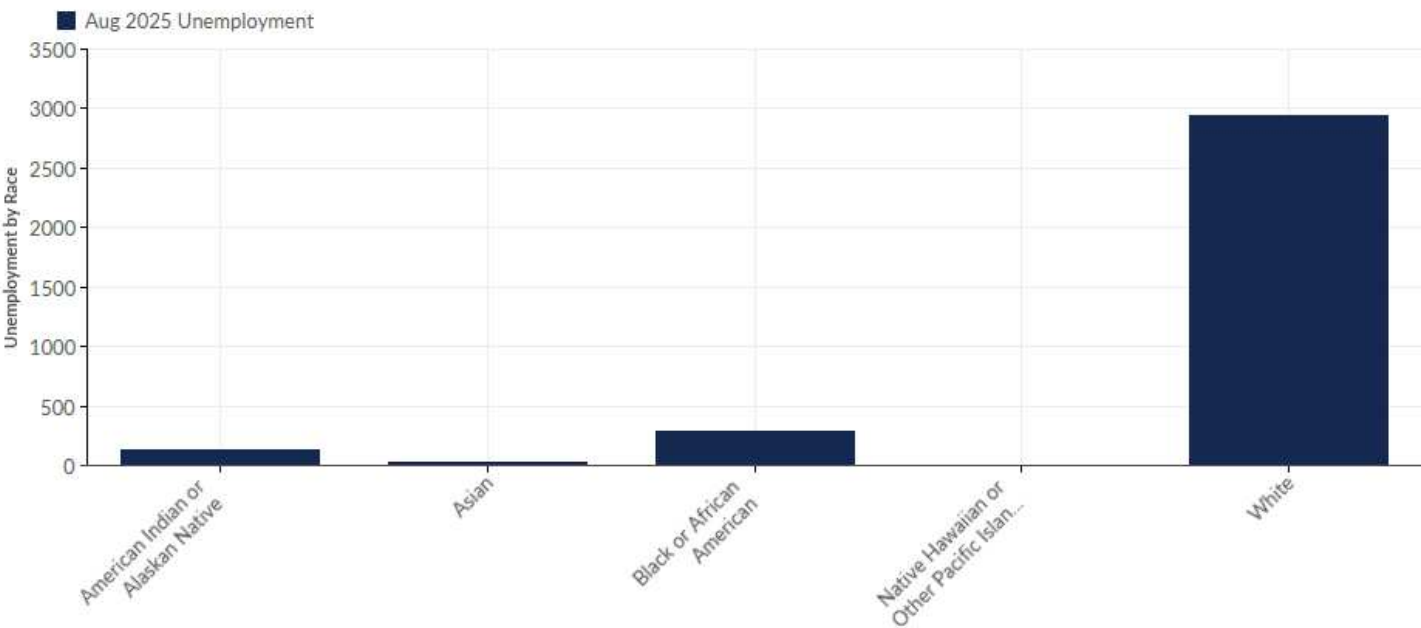
Age	Unemployment (Aug 2025)	% of Unemployed
< 22	51	1.51%
22-24	86	2.54%
25-34	512	15.13%
35-44	746	22.04%
45-54	689	20.36%
55-59	418	12.35%
60-64	424	12.53%
65+	458	13.53%
Total	3,384	100.00%

## Unemployment by Gender



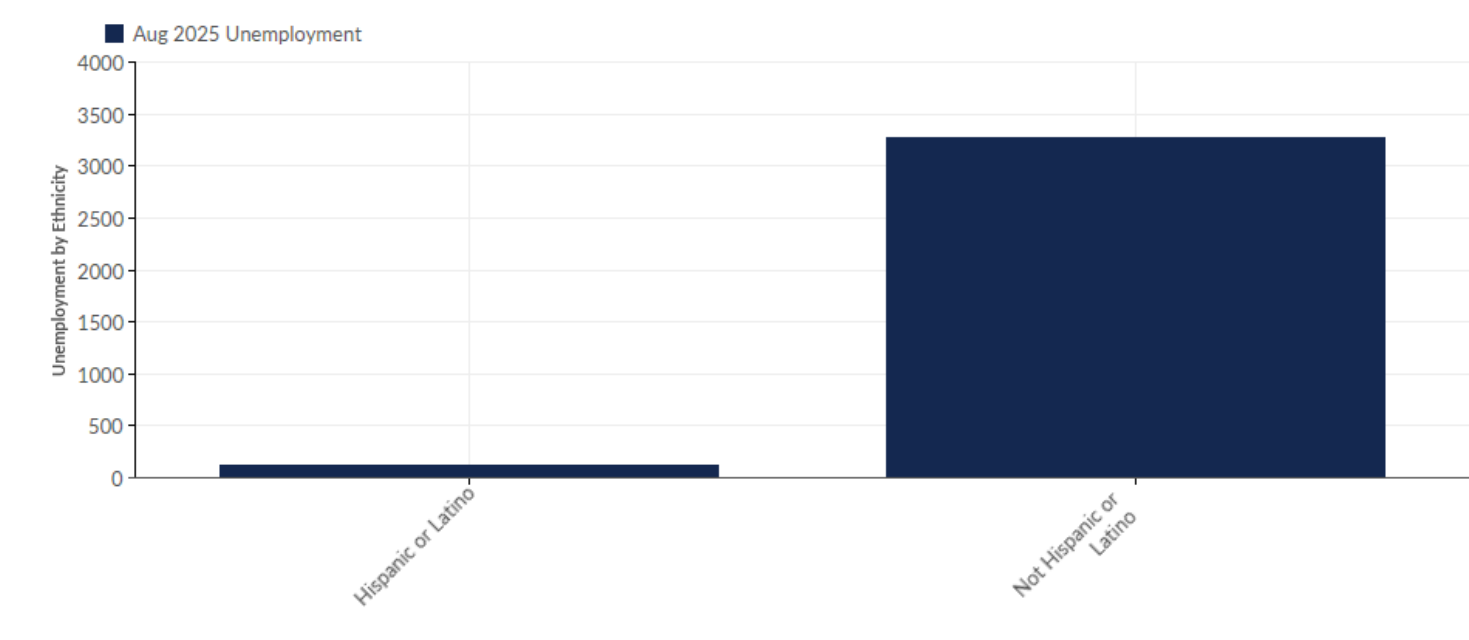
Gender	Unemployment (Aug 2025)	% of Unemployed
Females	1,820	53.78%
Males	1,564	46.22%
Total	3,384	100.00%

## Unemployment by Race



Race	Unemployment (Aug 2025)	% of Unemployed
American Indian or Alaskan Native	124	3.66%
Asian	31	0.92%
Black or African American	281	8.30%
Native Hawaiian or Other Pacific Islander	4	0.12%
White	2,944	87.00%
Total	3,384	100.00%

## Unemployment by Ethnicity

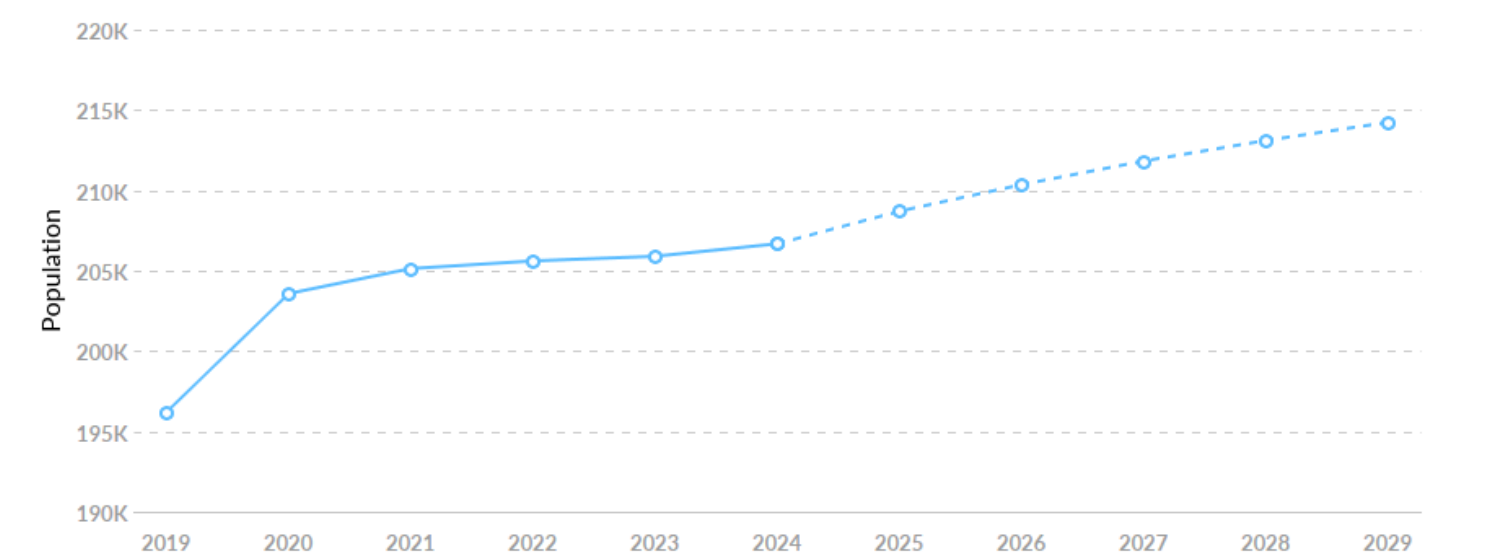


Ethnicity	Unemployment (Aug 2025)	% of Unemployed
Hispanic or Latino	114	3.37%
Not Hispanic or Latino	3,270	96.63%
Total	3,384	100.00%

# Historic & Projected Trends

## Population Trends

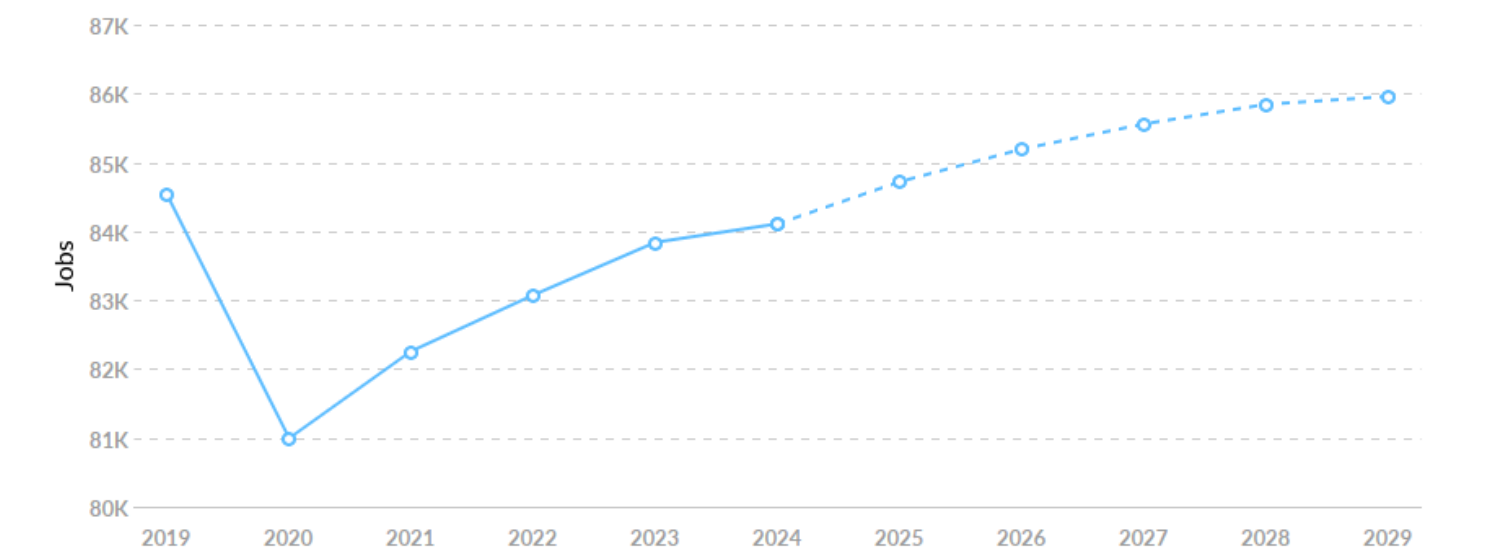
As of 2024 the region's population **increased by 5.3%** since 2019, growing by 10,467. Population is expected to **increase by 3.7%** between 2024 and 2029, adding 7,556.



Timeframe	Population
2019	196,211
2020	203,577
2021	205,136
2022	205,607
2023	205,898
2024	206,678
2025	208,705
2026	210,359
2027	211,829
2028	213,107
2029	214,234

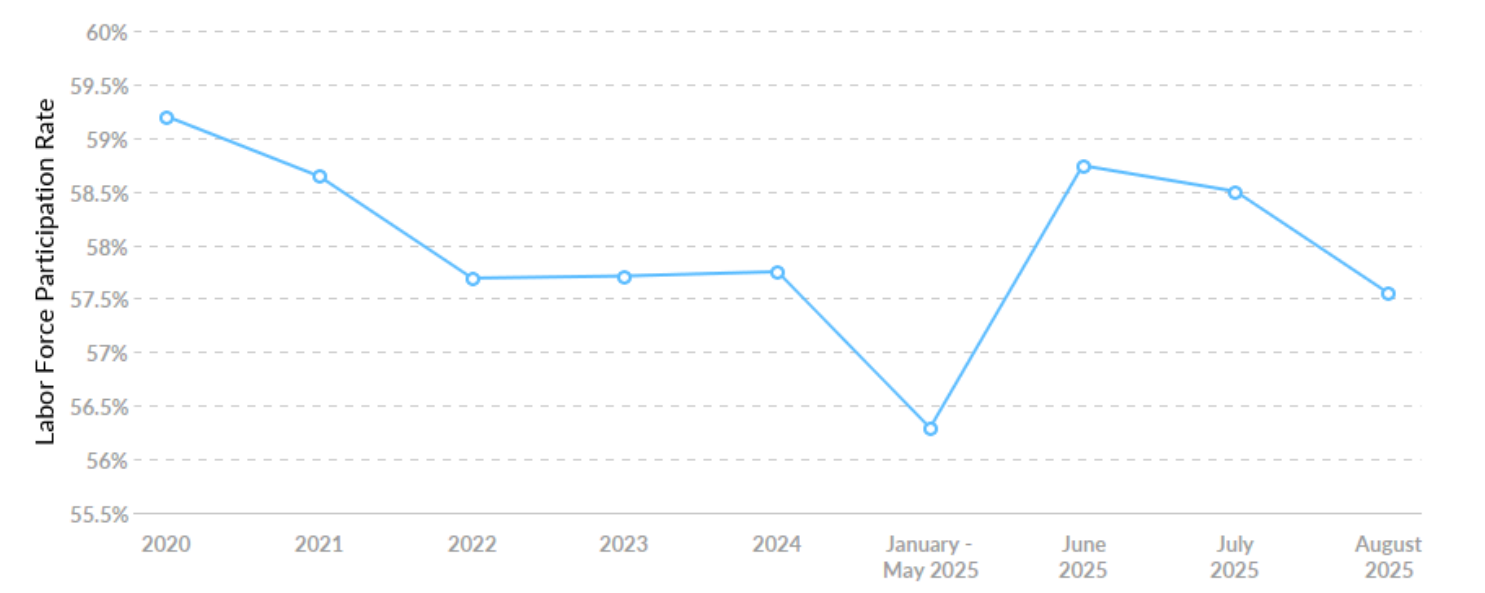
## Job Trends

From 2019 to 2024, jobs **declined by 0.5%** in Grow North from 84,530 to **84,108**. This change **fell short of the national growth rate of 4.4% by 4.9%**.



Timeframe	Jobs
2019	84,530
2020	80,992
2021	82,257
2022	83,073
2023	83,839
2024	84,108
2025	84,719
2026	85,193
2027	85,558
2028	85,843
2029	85,958

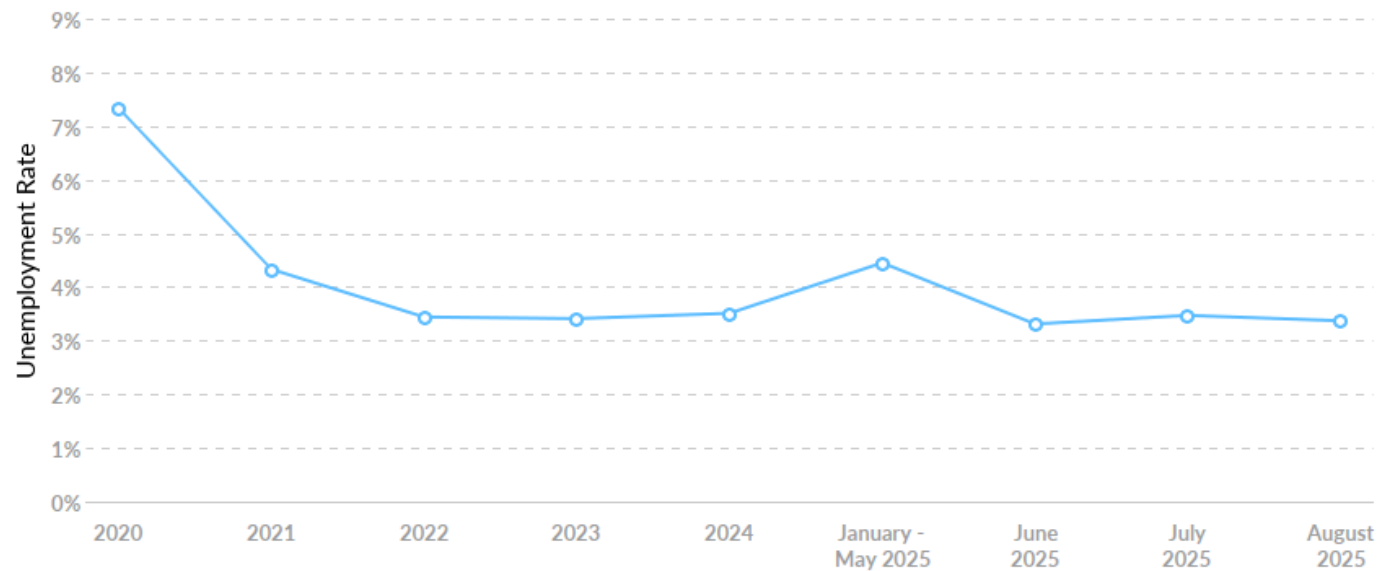
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	59.20%
2021	58.64%
2022	57.69%
2023	57.71%
2024	57.75%
January - May 2025	56.29%
June 2025	58.74%
July 2025	58.50%
August 2025	57.55%

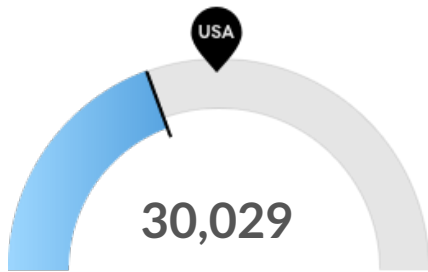
## Unemployment Rate Trends

Your areas had an August 2025 unemployment rate of 3.37%, **decreasing from 7.33%** 5 years before.



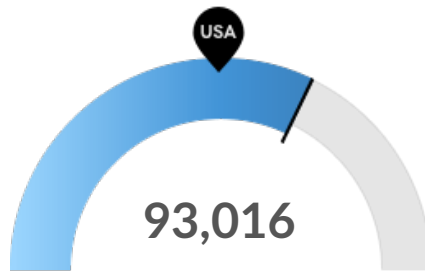
Timeframe	Unemployment Rate
2020	7.33%
2021	4.33%
2022	3.44%
2023	3.41%
2024	3.51%
January - May 2025	4.45%
June 2025	3.31%
July 2025	3.47%
August 2025	3.37%

## Population Characteristics



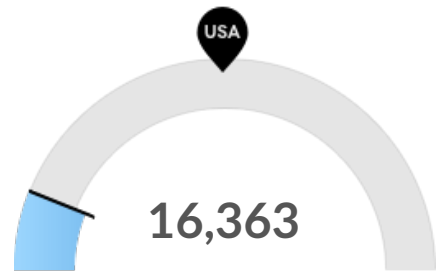
**Millennials**

Your area has 30,029 millennials (ages 25-39). The national average for an area this size is 42,309.



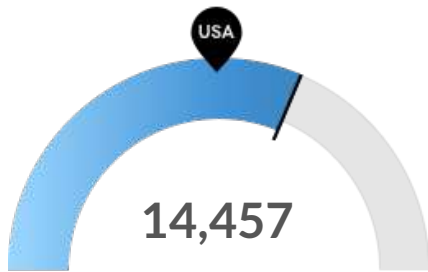
**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 62,495 people 55 or older, while there are 93,016 here.



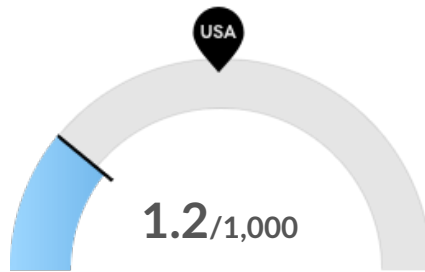
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 87,918 racially diverse people, while there are 16,363 here.



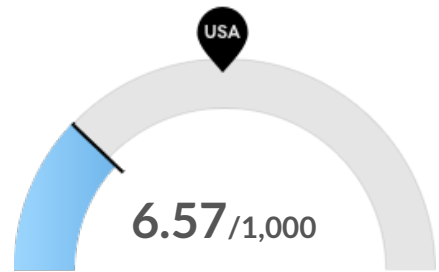
**Veterans**

Your area has 14,457 veterans. The national average for an area this size is 10,129.



**Violent Crime**

Your area has 1.2 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

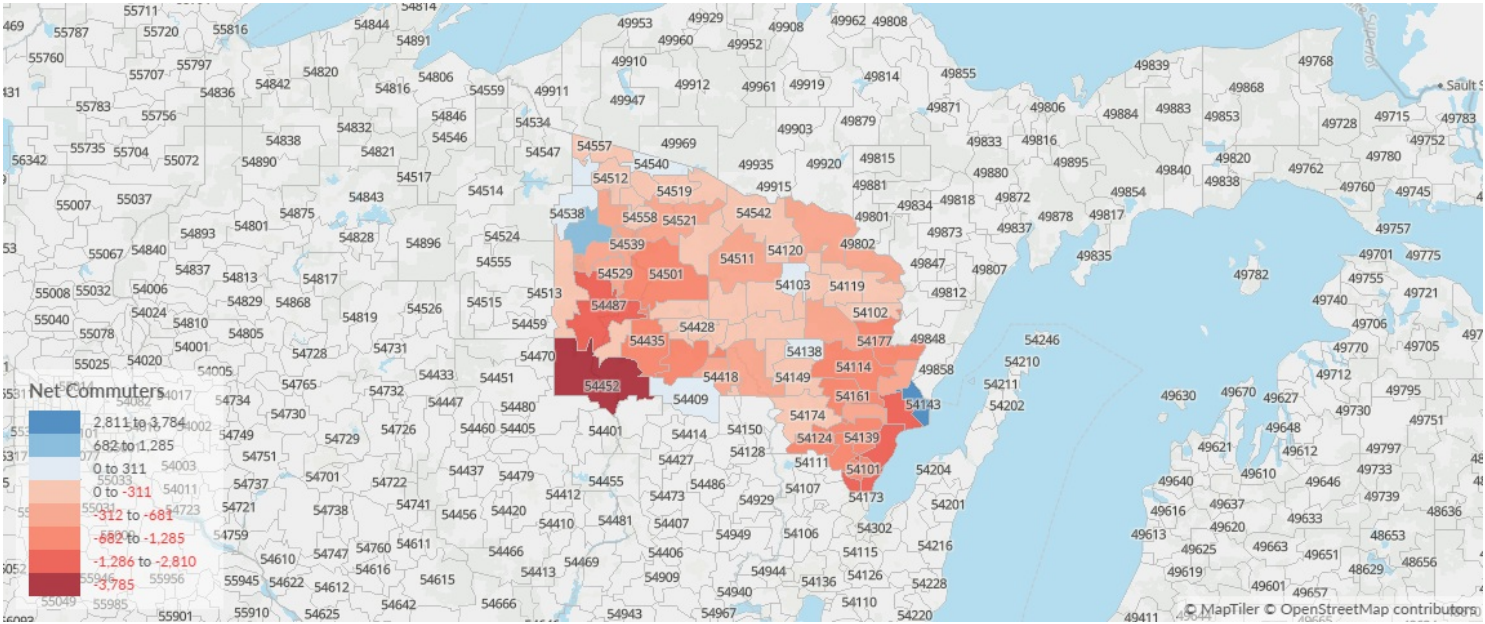


**Property Crime**

Your area has 6.57 property crimes per 1,000 people. The national rate is 16.44 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	2024 Employment
54143	Marinette, WI (in Marin...	10,619
54501	Rhineland, WI (in One...	9,892
54409	Antigo, WI (in Langlade ...	7,416
54452	Merrill, WI (in Lincoln c...	6,450
54521	Eagle River, WI (in Vilas ...	4,178

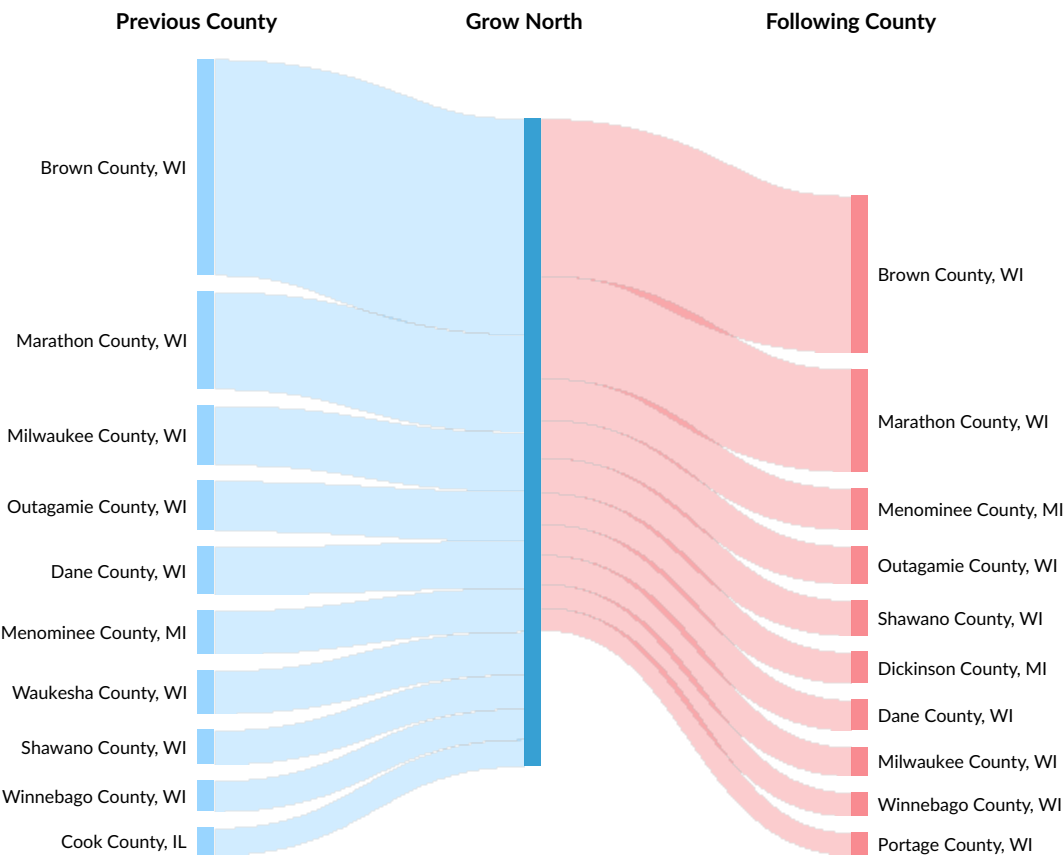
Where Talent Lives

ZIP	Name	2024 Workers
54501	Rhineland, WI (in One...	10,756
54452	Merrill, WI (in Lincoln c...	10,235
54143	Marinette, WI (in Marin...	7,808
54409	Antigo, WI (in Langlade ...	7,269
54487	Tomahawk, WI (in Linco...	5,495

# 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.

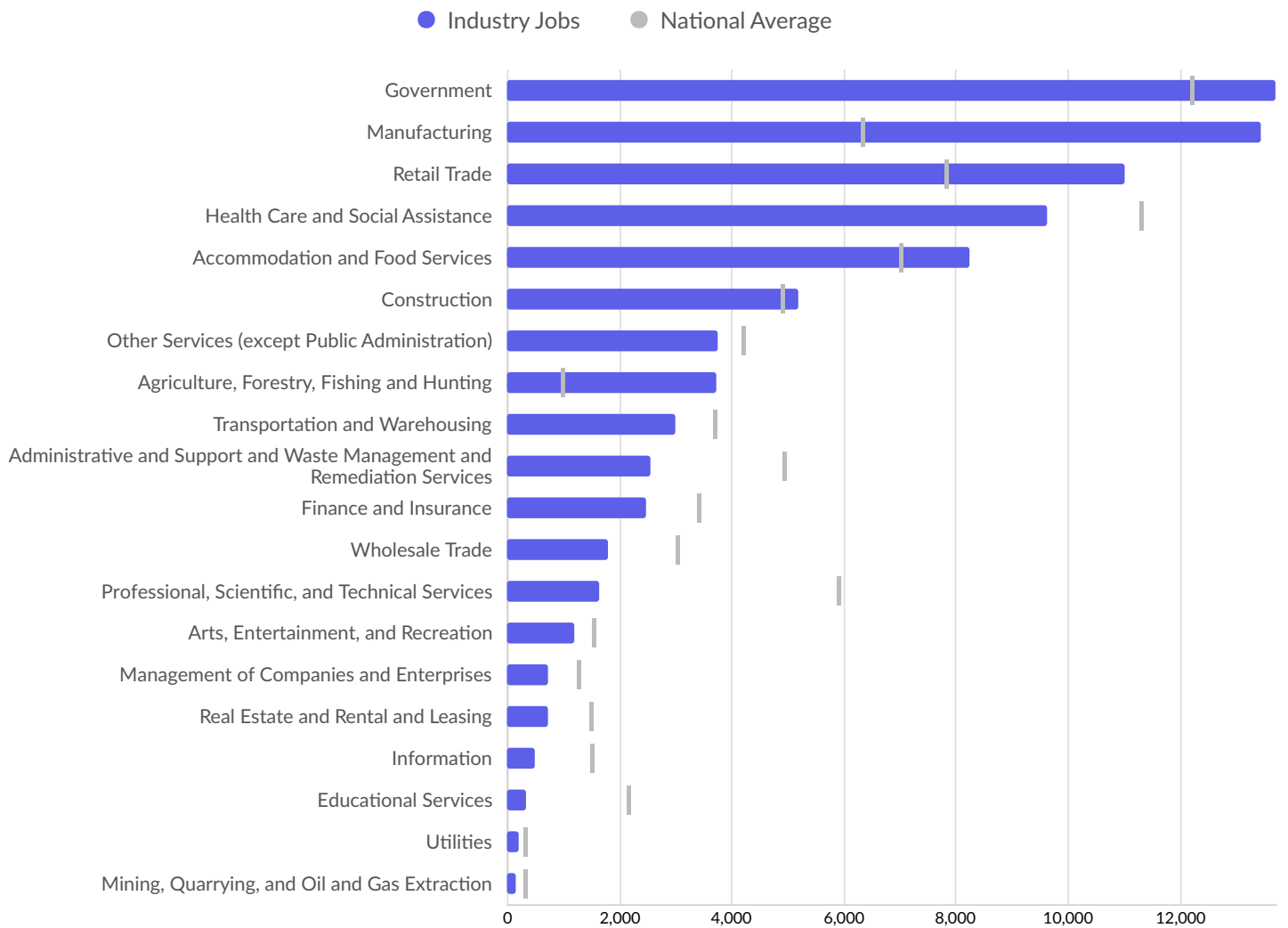


Top Previous Counties	Migrations
Brown County, WI	1,160
Marathon County, WI	523
Milwaukee County, WI	317
Outagamie County, WI	267
Dane County, WI	254
Menominee County, MI	233

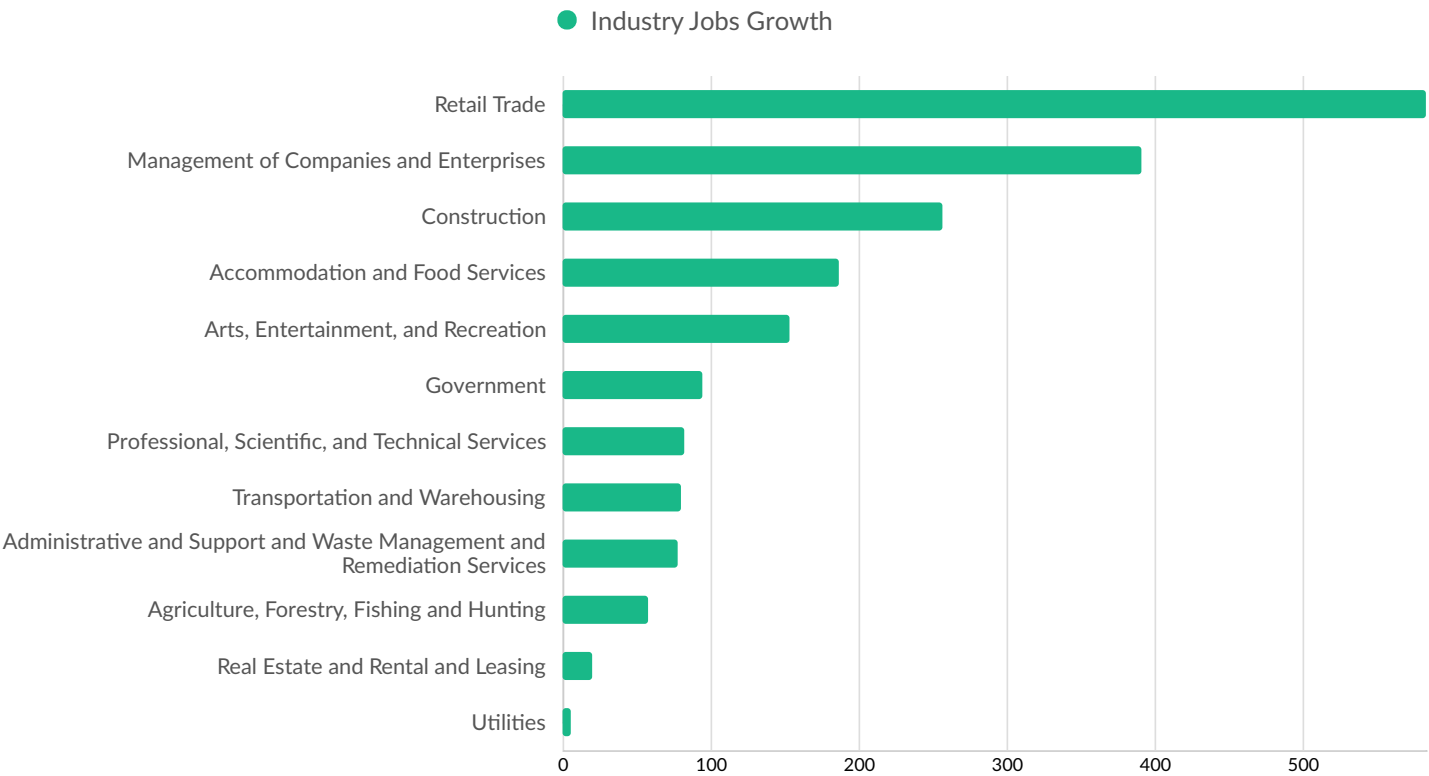
Top Previous Counties	Migrations
Waukesha County, WI	231
Shawano County, WI	184
Winnebago County, WI	165
Cook County, IL	145
Hennepin County, MN	120
Washington County, WI	109
Dickinson County, MI	104
Manitowoc County, WI	89
Portage County, WI	83
Top Following Counties	Migrations
Brown County, WI	844
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

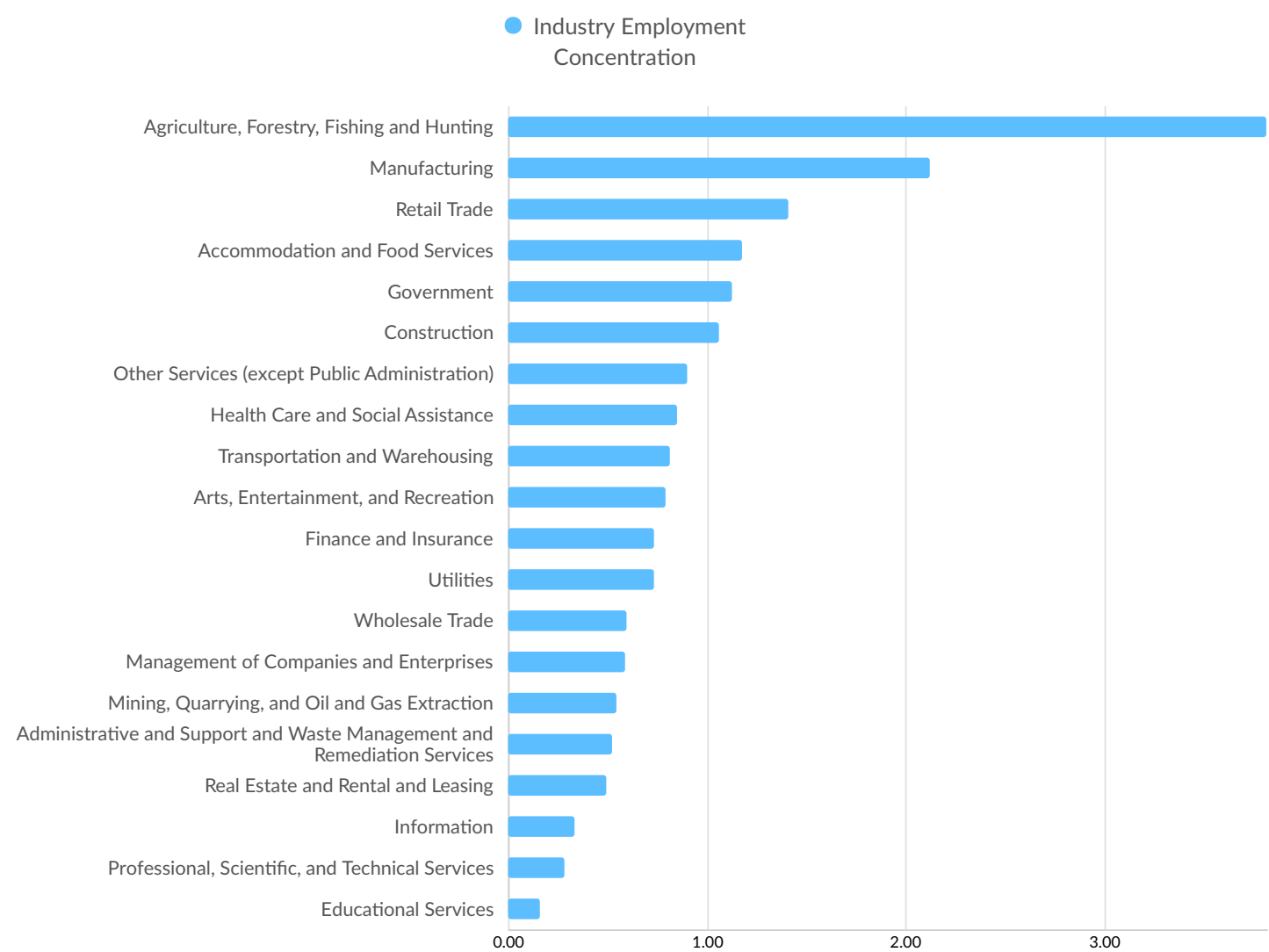
## Largest Industries



### Top Growing Industries

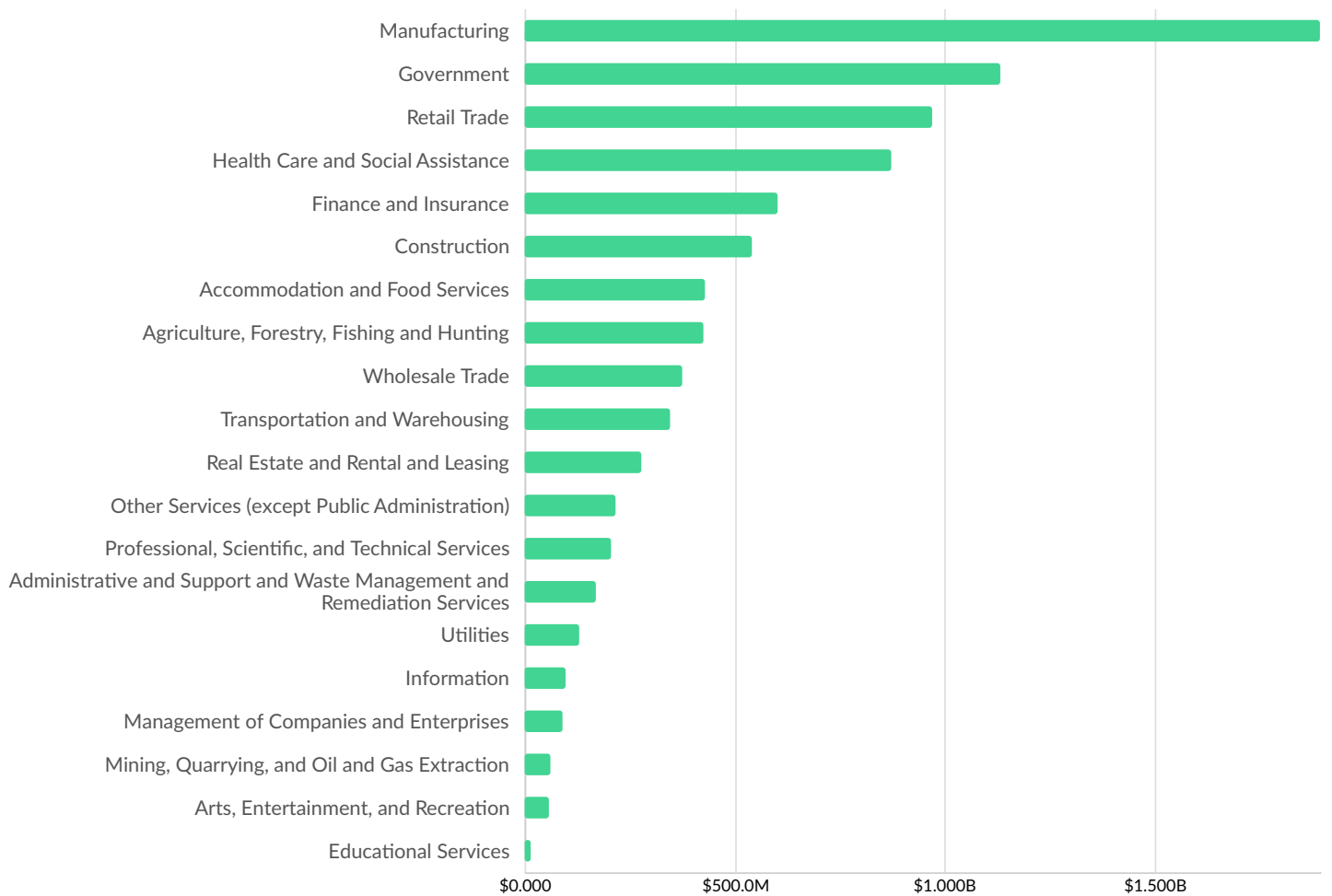


## Top Industry Employment Concentration

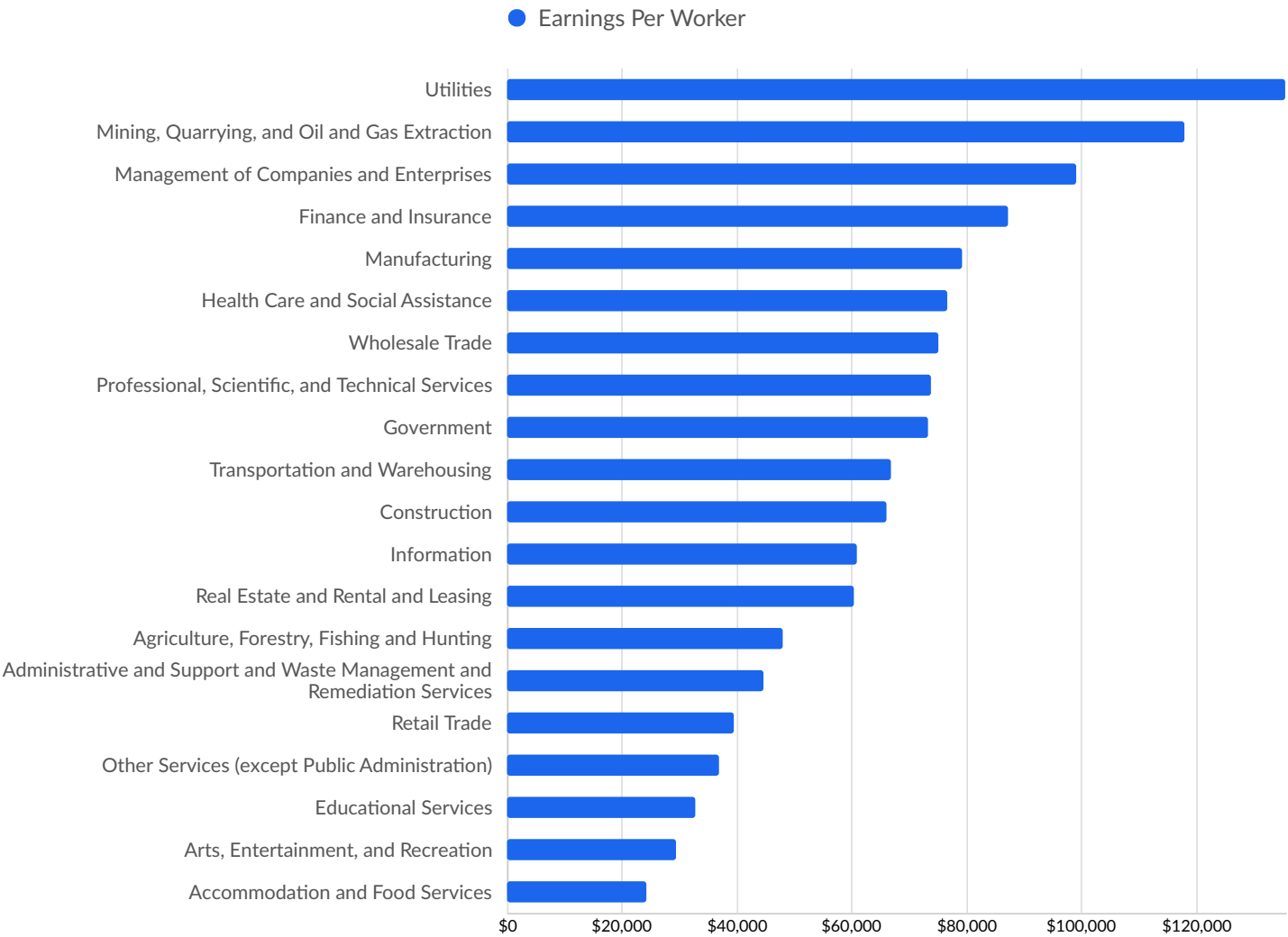


## Top Industry GRP

● Gross Regional Product



## Top Industry Earnings



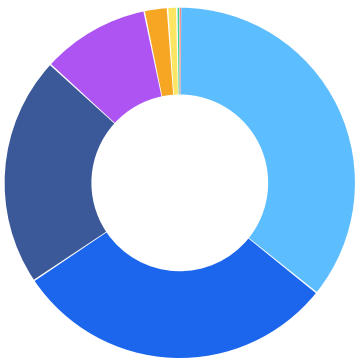
# Business Characteristics

## 10,804 Companies Employ Your Workers

Online profiles for your workers mention 10,804 companies as employers, with the top 10 appearing below. In the last 12 months, 1,823 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.	352 <div></div>	Aspirus	774 <div></div>
Aspirus	334 <div></div>	Marshfield Clinic	351 <div></div>
Church Mutual Insurance Comp...	299 <div></div>	Fincantieri S.P.A.	297 <div></div>
Marshfield Clinic	297 <div></div>	Advocate Aurora Health	256 <div></div>
State of Wisconsin	219 <div></div>	Walmart	237 <div></div>
Walmart	209 <div></div>	Aya Healthcare	199 <div></div>
Ascension	199 <div></div>	CompHealth	196 <div></div>
Potawatomi Bingo Casino	166 <div></div>	Insight Global	181 <div></div>
Emplify Health	147 <div></div>	Kwik Trip	145 <div></div>
Wisconsin Dhfs	133 <div></div>	Fusion Medical Staffing	126 <div></div>

## Business Size

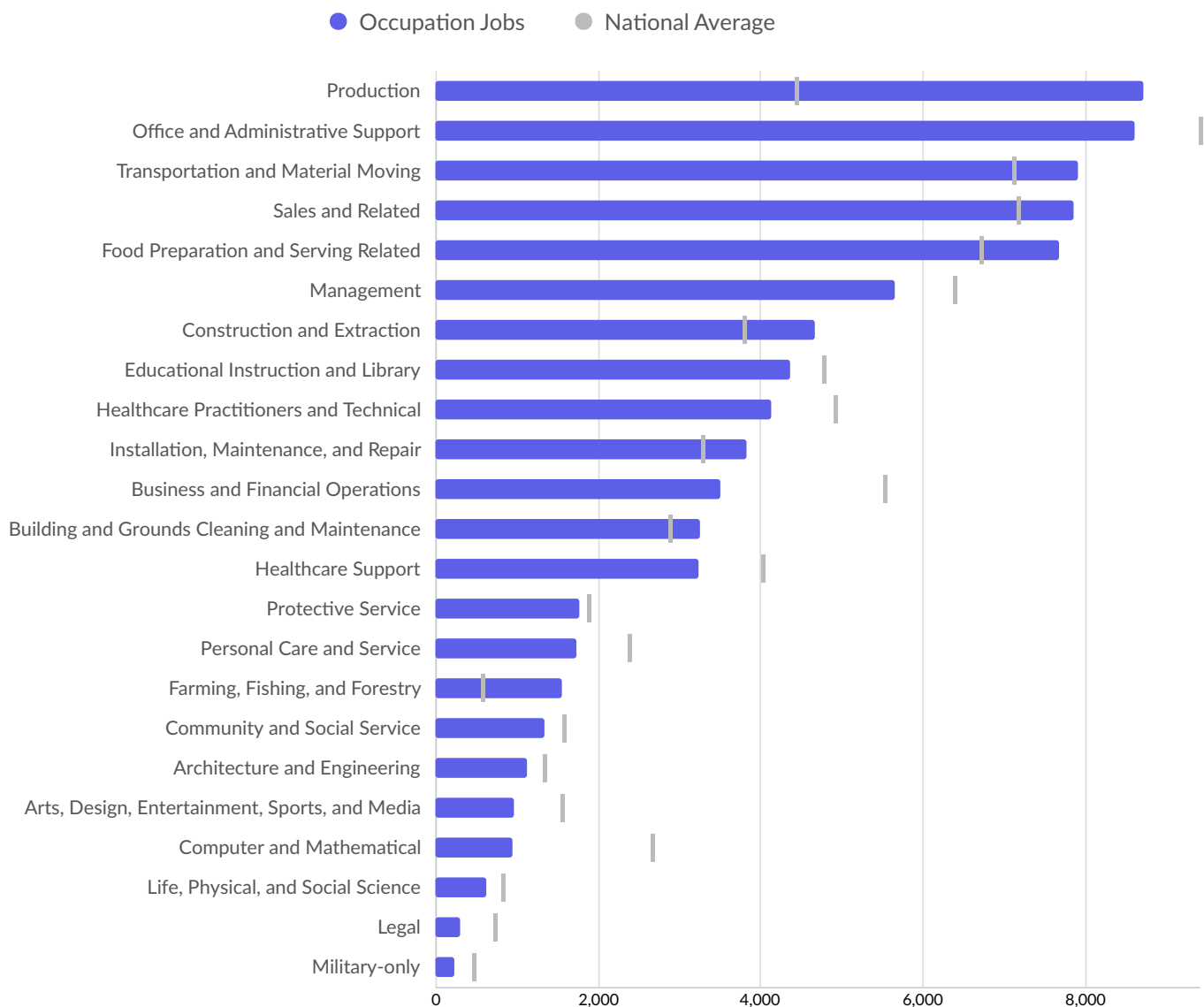


	Percentage	Business Count
1 to 4 employees	35.7%	3,656
5 to 9 employees	29.8%	3,055
10 to 19 employees	21.2%	2,169
20 to 49 employees	10.0%	1,019
50 to 99 employees	2.1%	219
100 to 249 employees	0.8%	87
250 to 499 employees	0.3%	29
500+ employees	0.1%	6

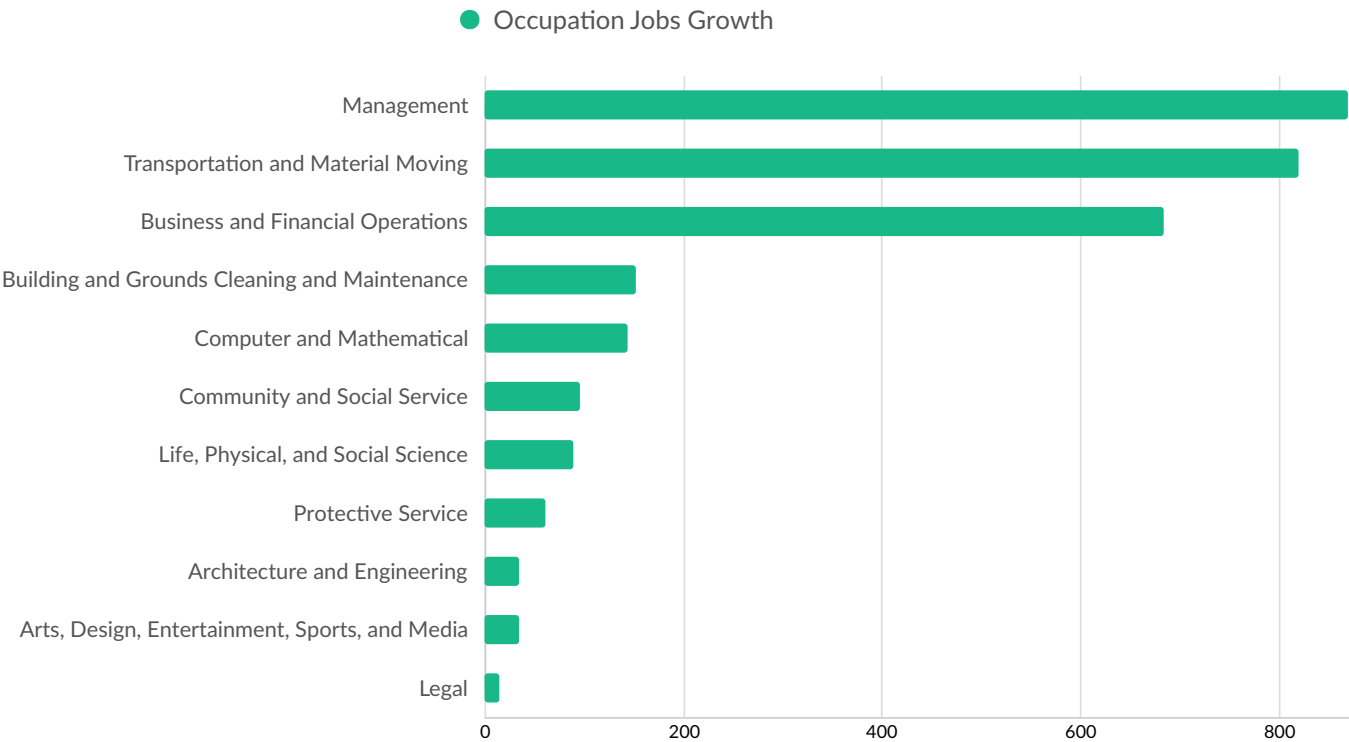
*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

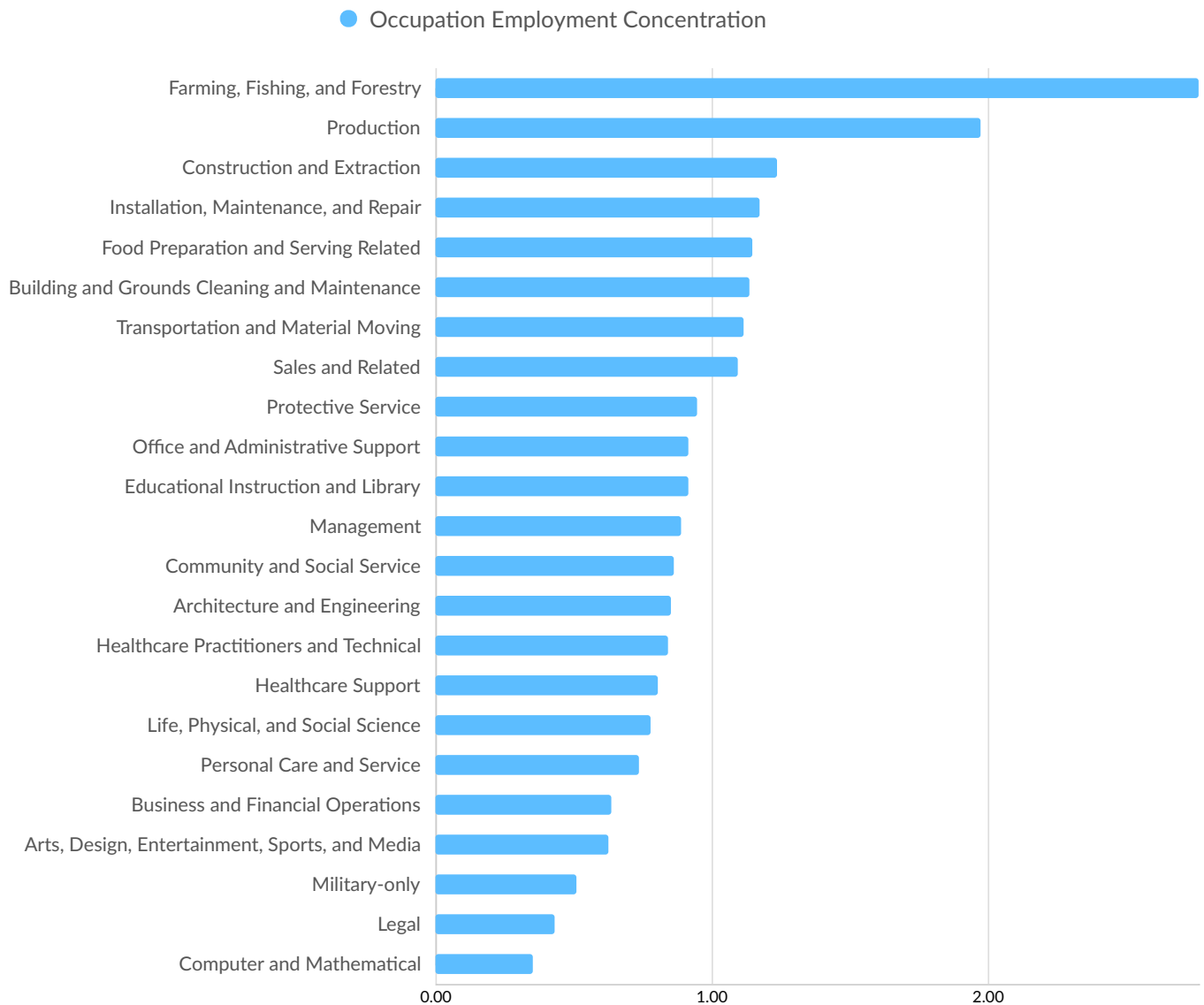
## Largest Occupations



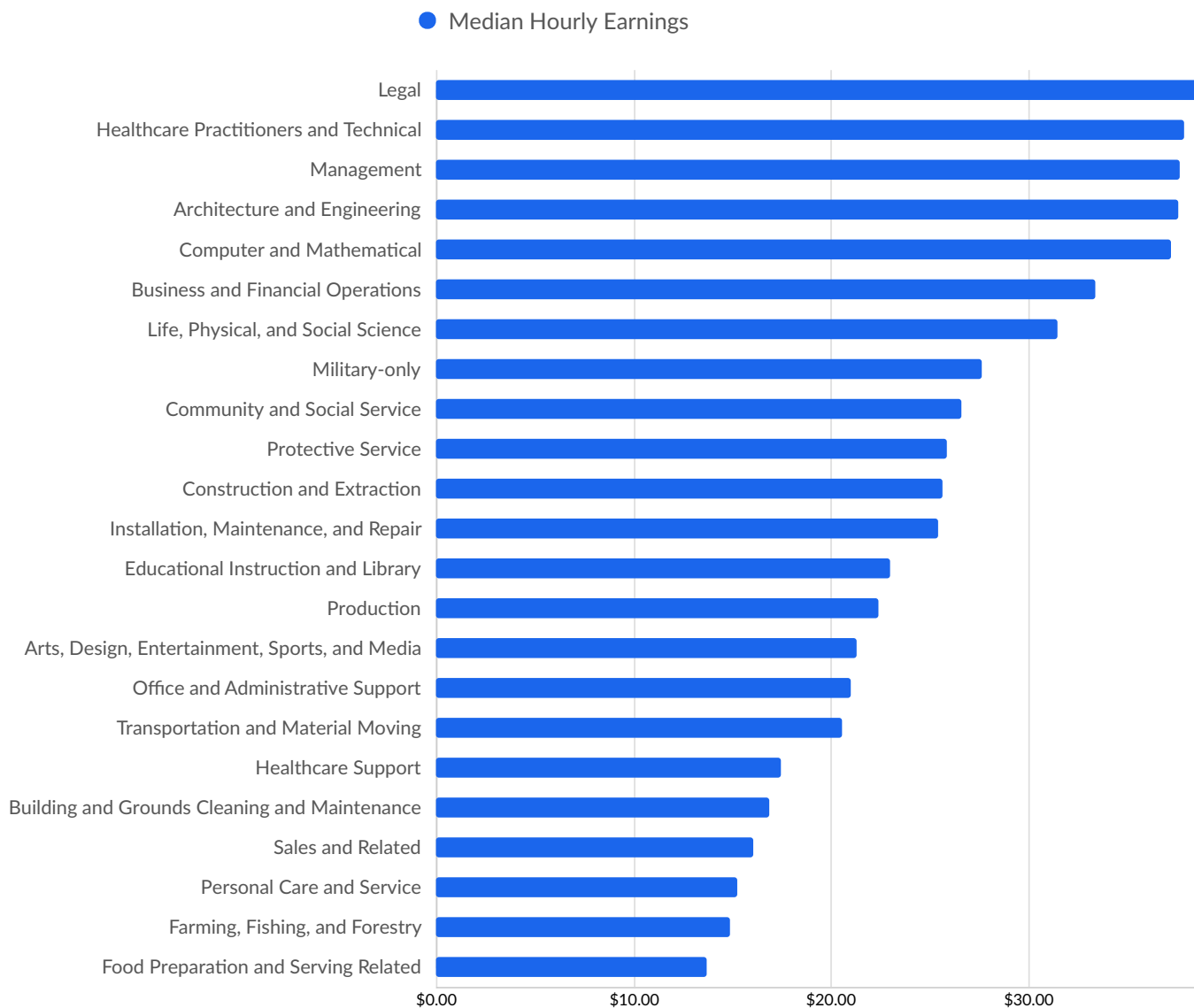
Top Growing Occupations



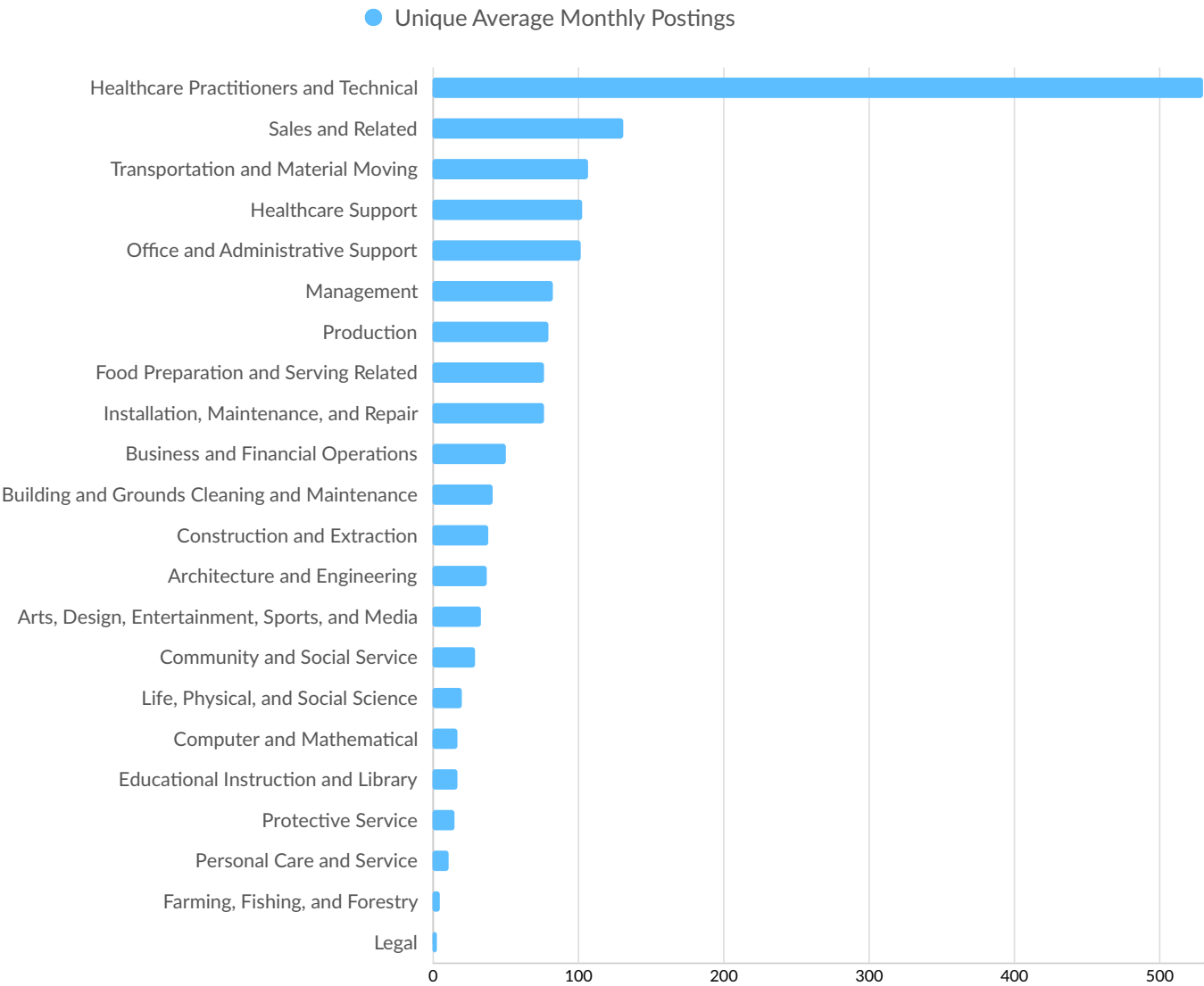
## Top Occupation Employment Concentration



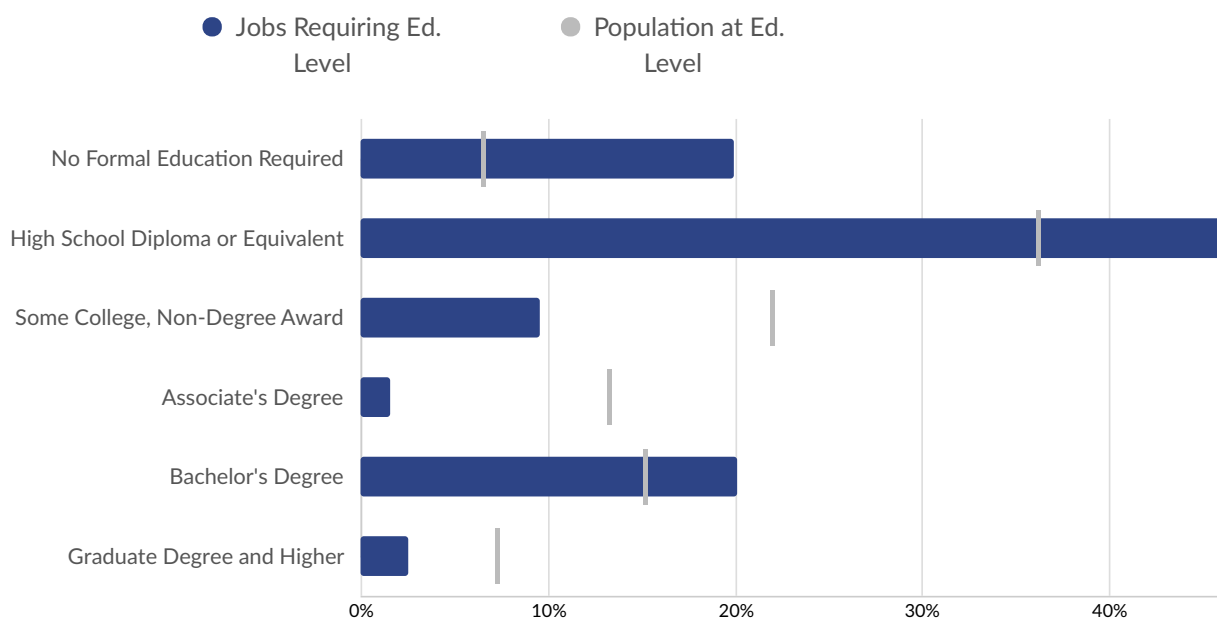
## Top Occupation Earnings



## Top Posted Occupations

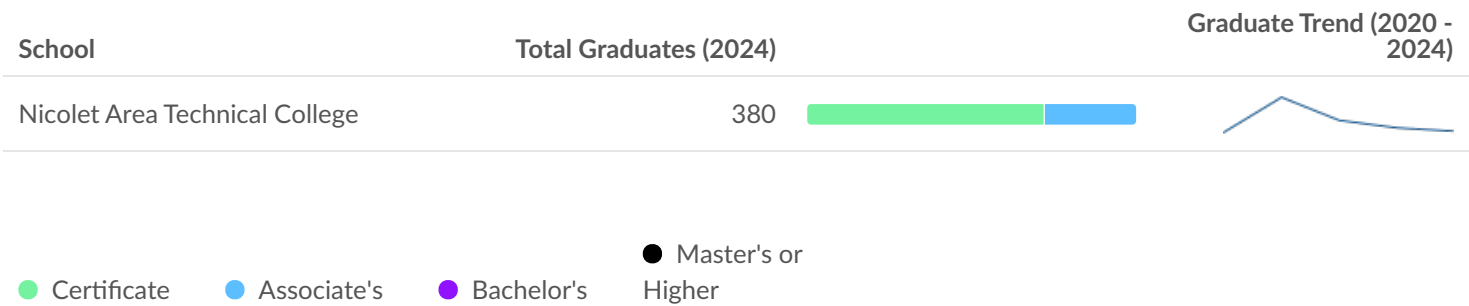


## Underemployment



## Educational Pipeline

In 2024, there were 380 graduates in Grow North. This pipeline has grown by 1% 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 "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate).



# In-Demand Skills

