Grow North

North Central Wisconsin Regional Planning Commission

NCWRPC

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Wausau, Wisconsin 54403

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Report Parameters

8 Counties

55037	Florence County, WI
55041	Forest County, WI
55067	Langlade County, WI
55069	Lincoln County, WI
55075	Marinette County, WI
55083	Oconto County, WI
55085	Oneida 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

208,705

Population (2025)

Population **grew by 5,128** over the last 5 years and is projected to **grow by 6,512** over the next 5 years.

84,307

Total Regional Employment

Jobs **grew by 3,337** over the last 5 years and are projected to **grow by 1,720** over the next 5 years.

$62.1K

Avg. Earnings Per Job (2025)

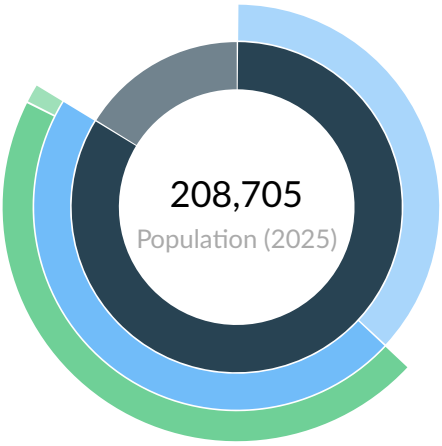
Regional average earnings per job are **$26.4K below** the national average earnings of $88.5K per job.

Takeaways

- As of 2025 the region's population **increased by 2.5%** since 2020, growing by 5,128. Population is expected to **increase by 3.1%** between 2025 and 2030, adding 6,512.
- From 2020 to 2025, jobs **increased by 4.1%** in Grow North from 80,970 to **84,307**. This change **fell short of the national growth rate of 10.6% by 6.5%**. As the number of jobs increased, the **labor force participation rate decreased from 59.0% to 56.0% between 2020 and 2025**.
- Concerning educational attainment, **15.5% of the selected regions' residents possess a Bachelor's Degree** (6.4% below the national average), and **13.5% hold an Associate's Degree** (4.6% above the national average).
- The top three industries in 2025 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

	Population (2025)	Labor Force (Nov 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	208,705	97,753	84,307	100.6	$10.39B	$16.97B	$12.91B
State	5,980,718	3,113,826	3,272,214	100.3	$457.86B	$400.36B	$432.85B

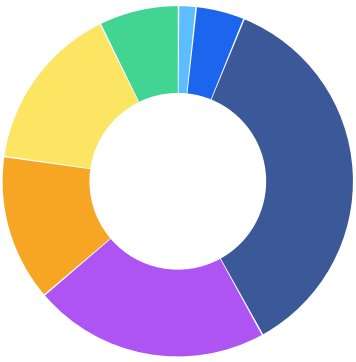
Nov 2025 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	174,670
Not in Labor Force (16+)	76,917
Labor Force	97,753
Employed	94,900
Unemployed	2,853
Under 16, Military, and institutionalized Population	34,035

Educational Attainment

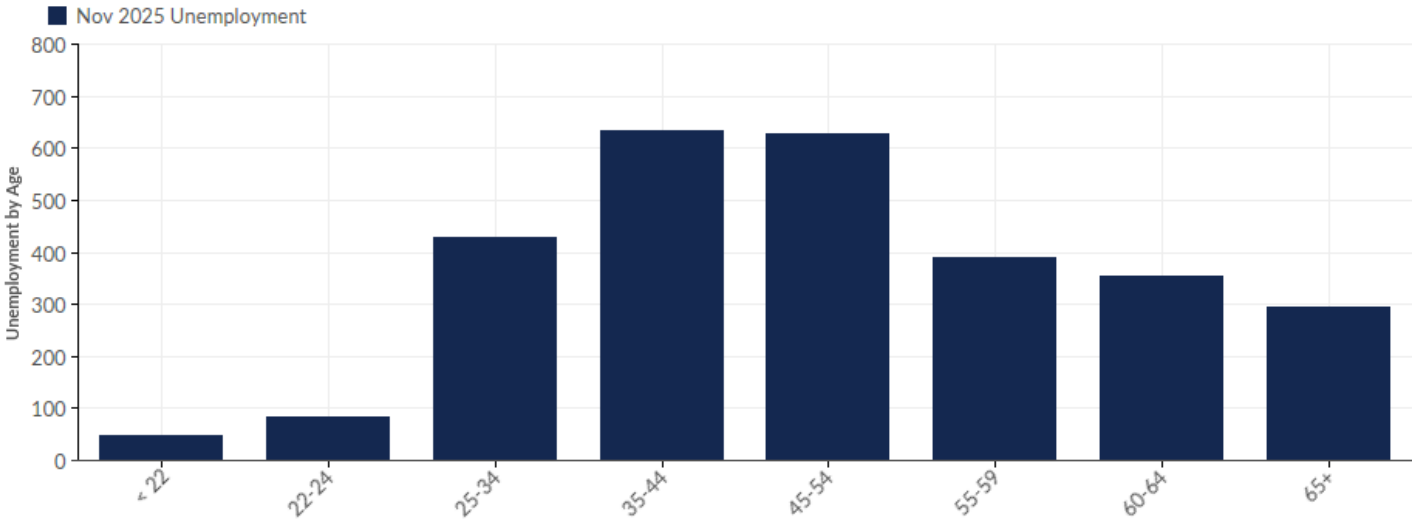
Concerning educational attainment, **15.5% of the selected regions' residents possess a Bachelor's Degree** (6.4% below the national average), and **13.5% hold an Associate's Degree** (4.6% above the national average).



	% of Population	Population
Less Than 9th Grade	1.6%	2,578
9th Grade to 12th Grade	4.5%	7,179
High School Diploma	35.8%	57,316
Some College	21.8%	34,884
Associate's Degree	13.5%	21,607
Bachelor's Degree	15.5%	24,745
Graduate Degree and Higher	7.3%	11,765

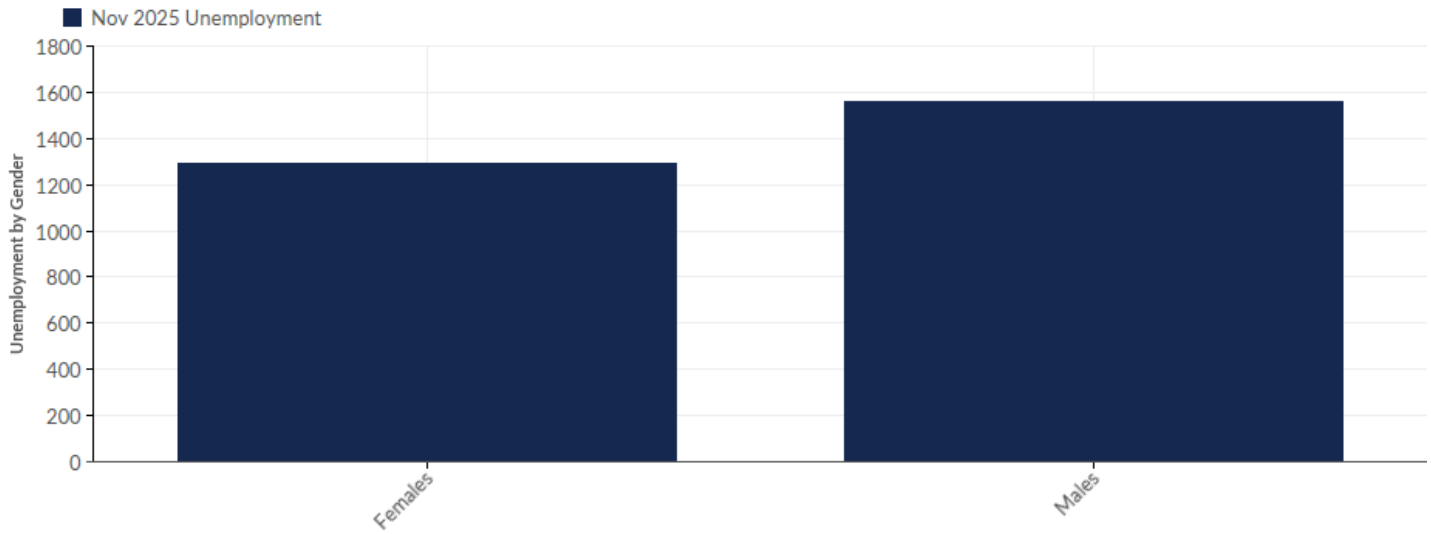
Unemployment by Demographics

Unemployment by Age



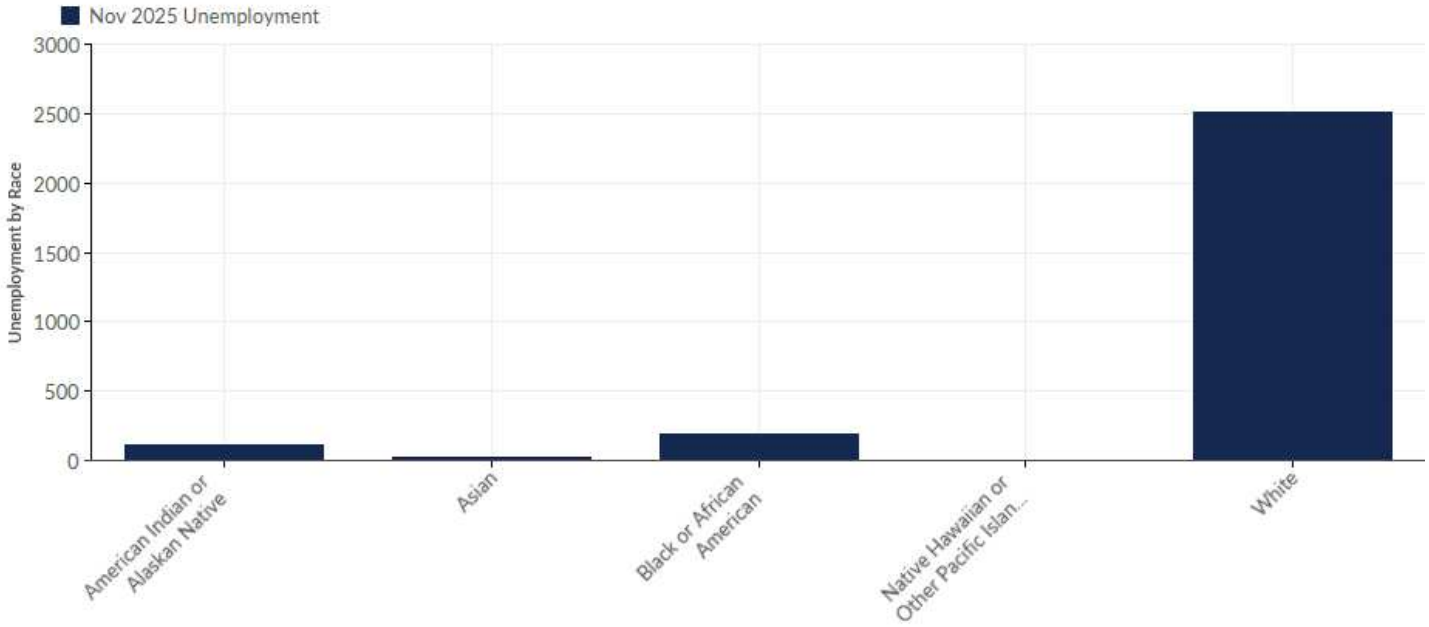
Age		Unemployment (Nov 2025)	% of Unemployed
< 22		47	1.65%
22-24		82	2.87%
25-34		428	15.00%
35-44		632	22.15%
45-54		627	21.98%
55-59		390	13.67%
60-64		353	12.37%
65+		294	10.30%
	Total	2,853	100.00%

Unemployment by Gender



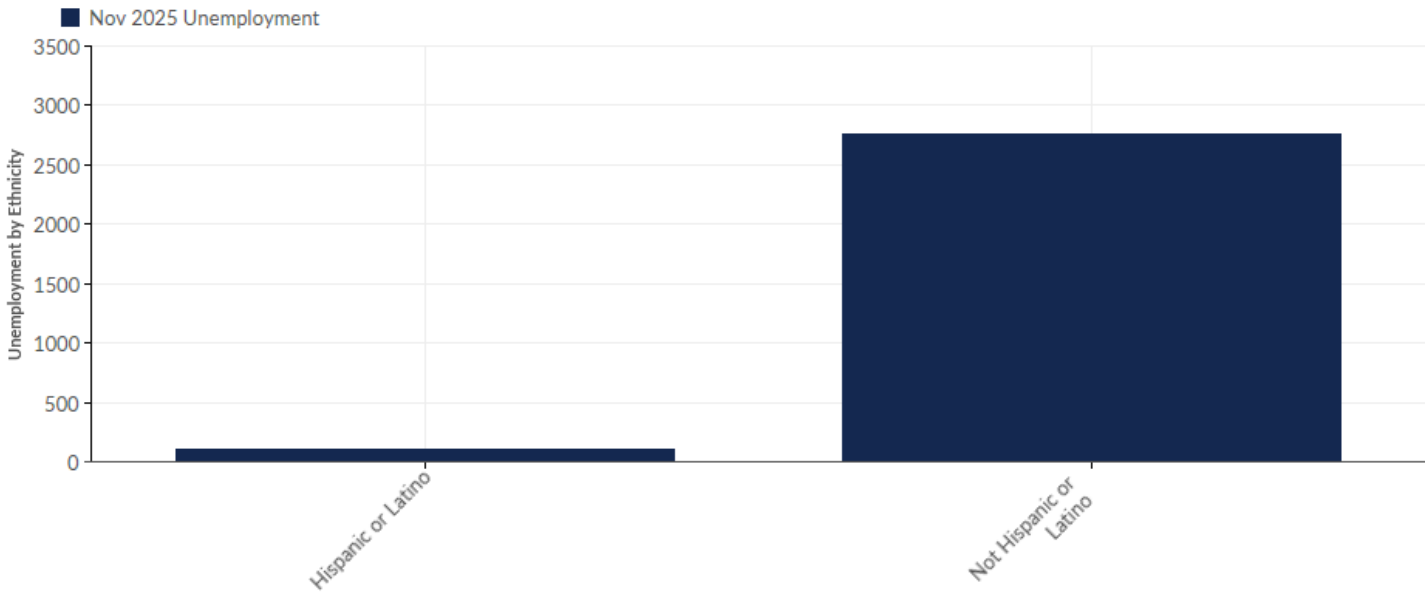
Gender		Unemployment (Nov 2025)	% of Unemployed
Females		1,294	45.36%
Males		1,559	54.64%
	Total	2,853	100.00%

Unemployment by Race



Race	Unemployment (Nov 2025)	% of Unemployed
American Indian or Alaskan Native	117	4.10%
Asian	24	0.84%
Black or African American	195	6.83%
Native Hawaiian or Other Pacific Islander	5	0.18%
White	2,511	88.01%
Total	2,853	100.00%

Unemployment by Ethnicity

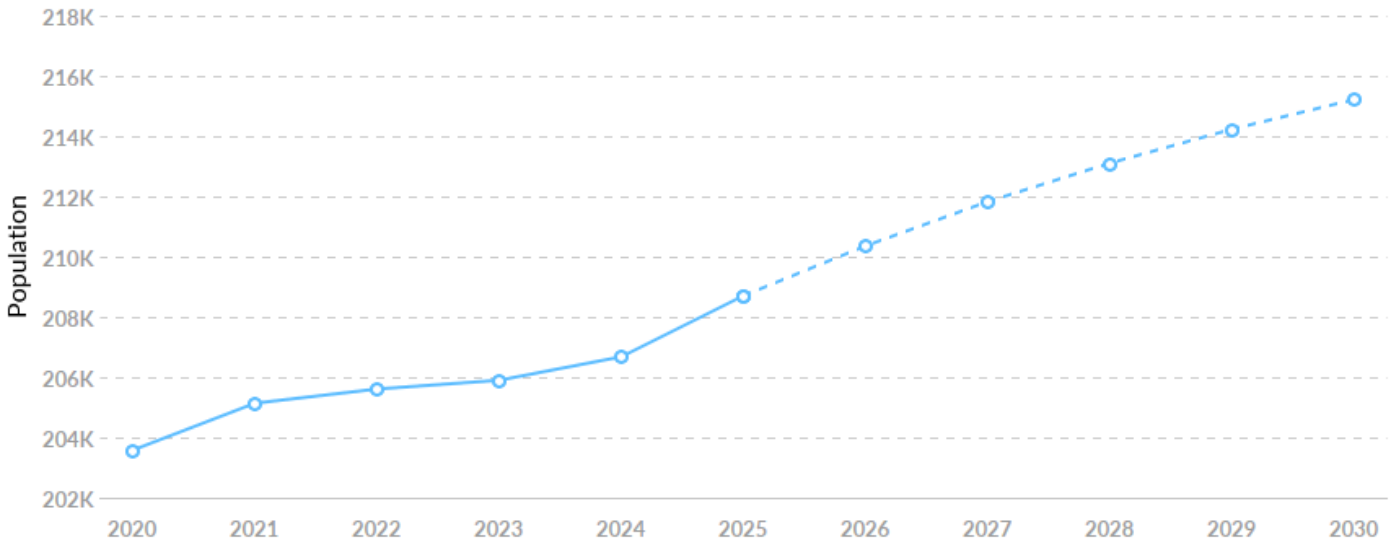


Ethnicity		Unemployment (Nov 2025)	% of Unemployed
Hispanic or Latino		98	3.43%
Not Hispanic or Latino		2,755	96.57%
	Total	2,853	100.00%

Historic & Projected Trends

Population Trends

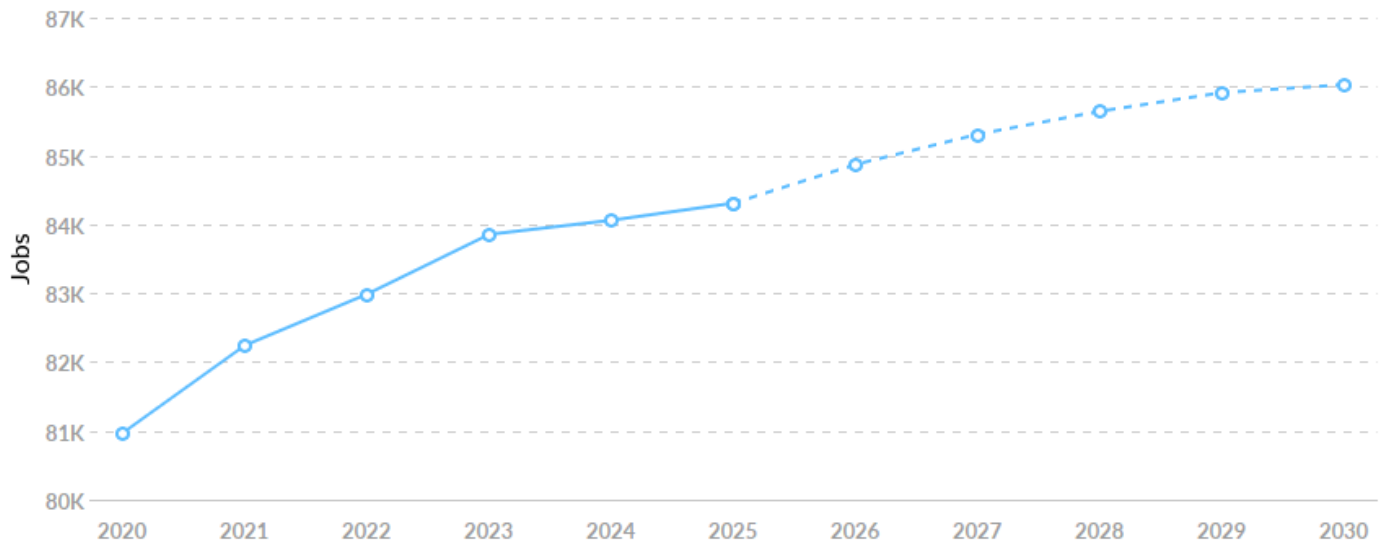
As of 2025 the region's population **increased by 2.5%** since 2020, growing by 5,128. Population is expected to **increase by 3.1%** between 2025 and 2030, adding 6,512.



Timeframe	Population
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
2030	215,217

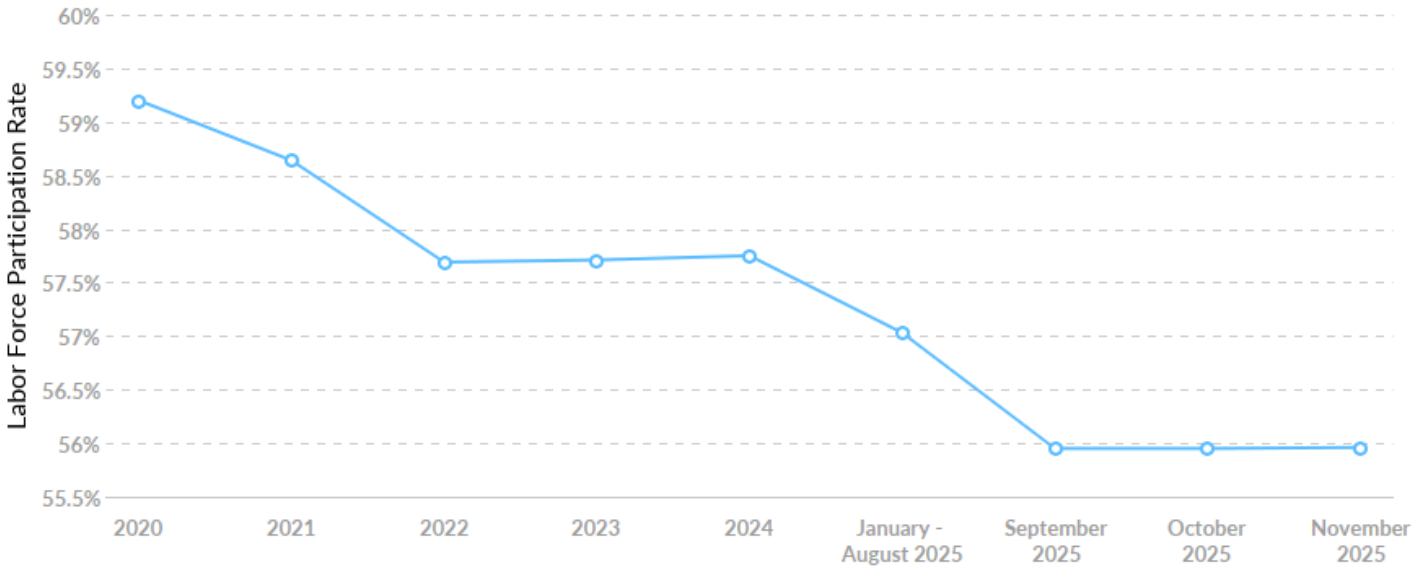
Job Trends

From 2020 to 2025, jobs **increased by 4.1%** in Grow North from 80,970 to **84,307**. This change **fell short of the national growth rate of 10.6% by 6.5%**.



Timeframe	Jobs
2020	80,970
2021	82,241
2022	82,985
2023	83,853
2024	84,058
2025	84,307
2026	84,869
2027	85,307
2028	85,641
2029	85,912
2030	86,027

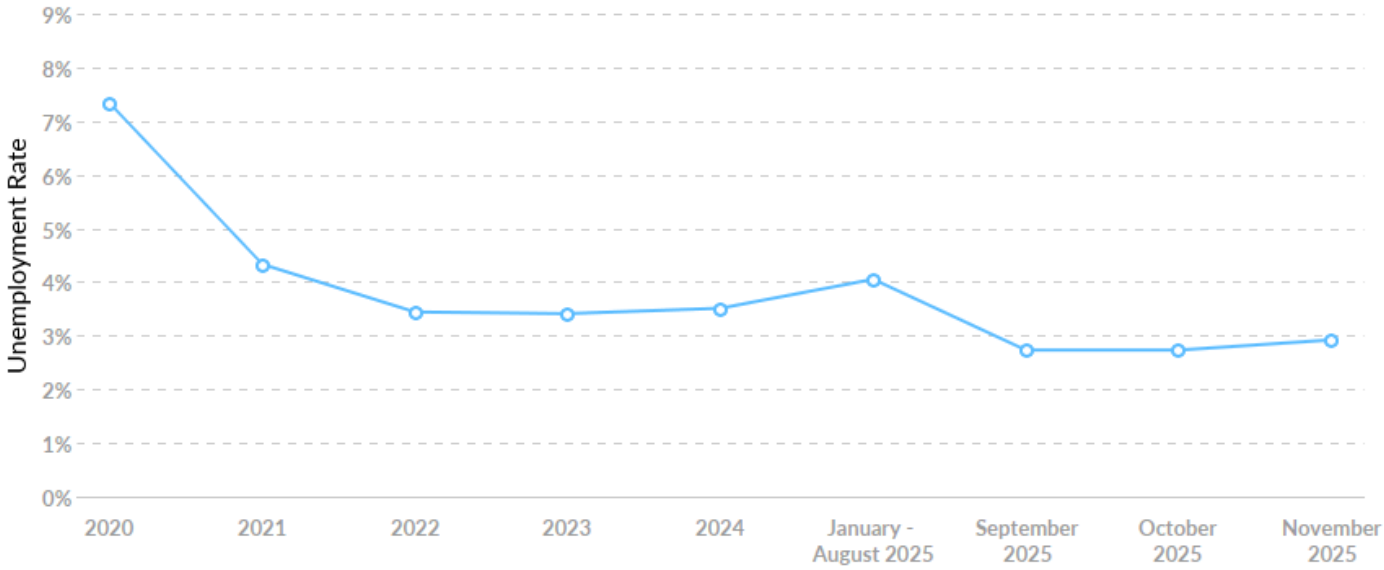
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	59.20%
2021	58.64%
2022	57.69%
2023	57.71%
2024	57.75%
January - August 2025	57.03%
September 2025	55.95%
October 2025	55.95%
November 2025	55.96%

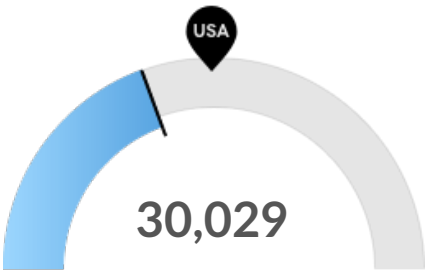
Unemployment Rate Trends

Your areas had a November 2025 unemployment rate of 2.92%, **decreasing from 7.33%** 5 years before.



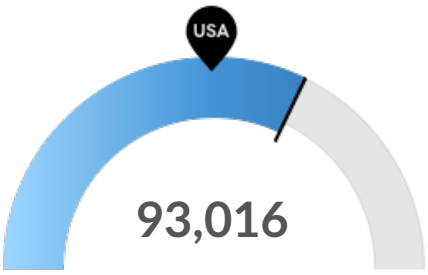
Timeframe	Unemployment Rate
2020	7.33%
2021	4.33%
2022	3.44%
2023	3.41%
2024	3.51%
January - August 2025	4.05%
September 2025	2.73%
October 2025	2.73%
November 2025	2.92%

Population Characteristics



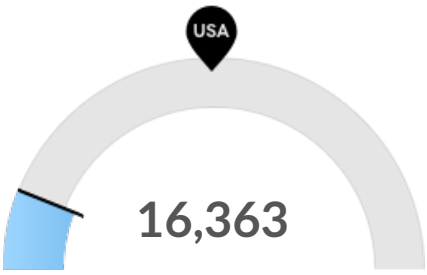
Millennials

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



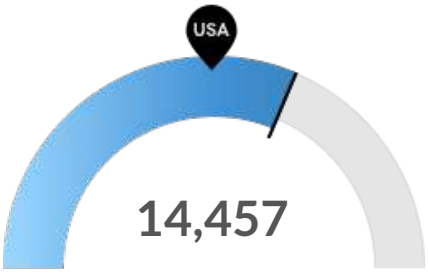
Retiring Soon

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.



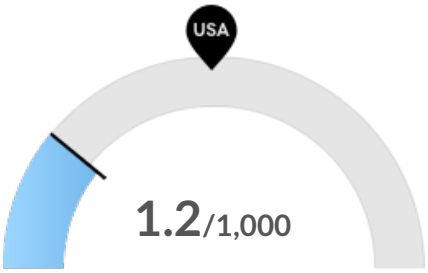
Racial Diversity

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.



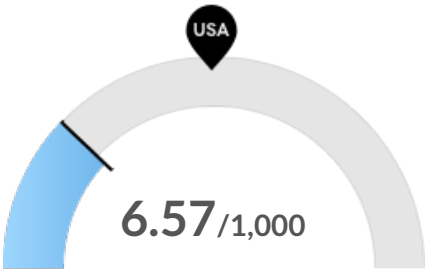
Veterans

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.

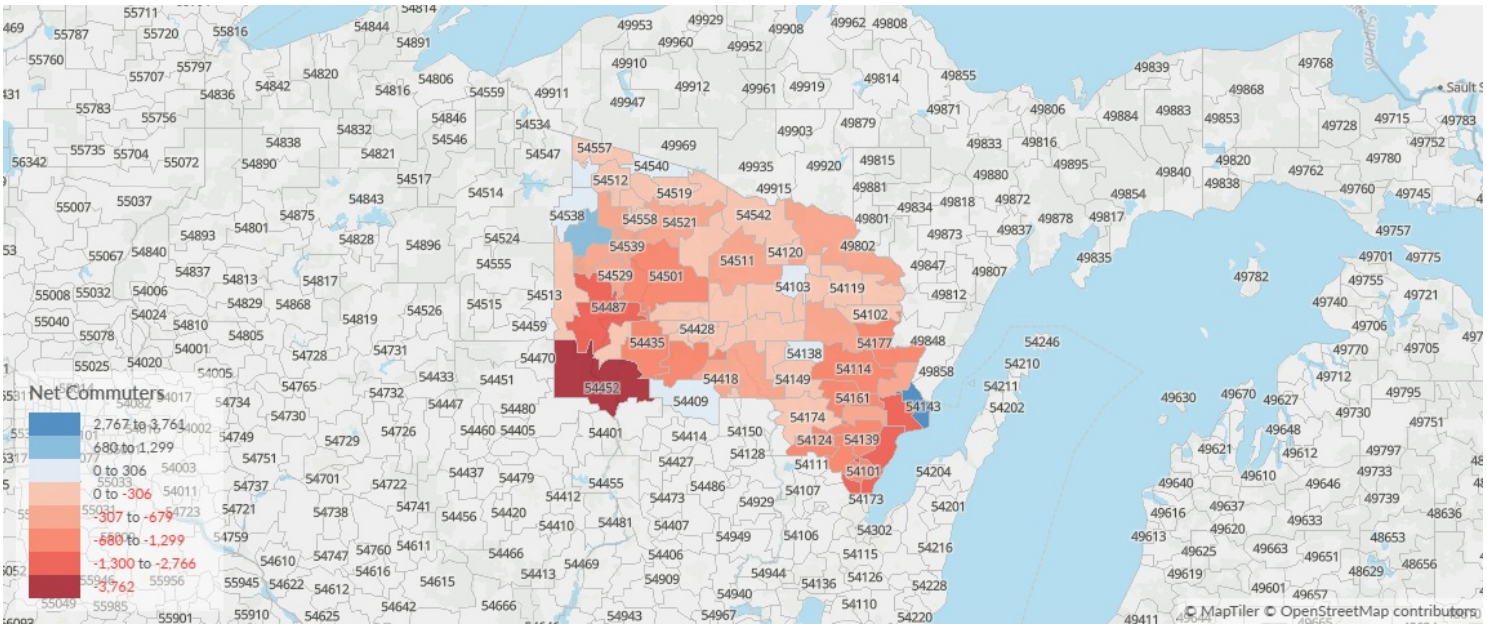


Property Crime

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	2025 Employment
54143	Marinette, WI (in Marin...	10,535
54501	Rhinelander, WI (in One...	10,175
54409	Antigo, WI (in Langlade ...	7,295
54452	Merrill, WI (in Lincoln c...	6,455
54521	Eagle River, WI (in Vilas ...	4,206

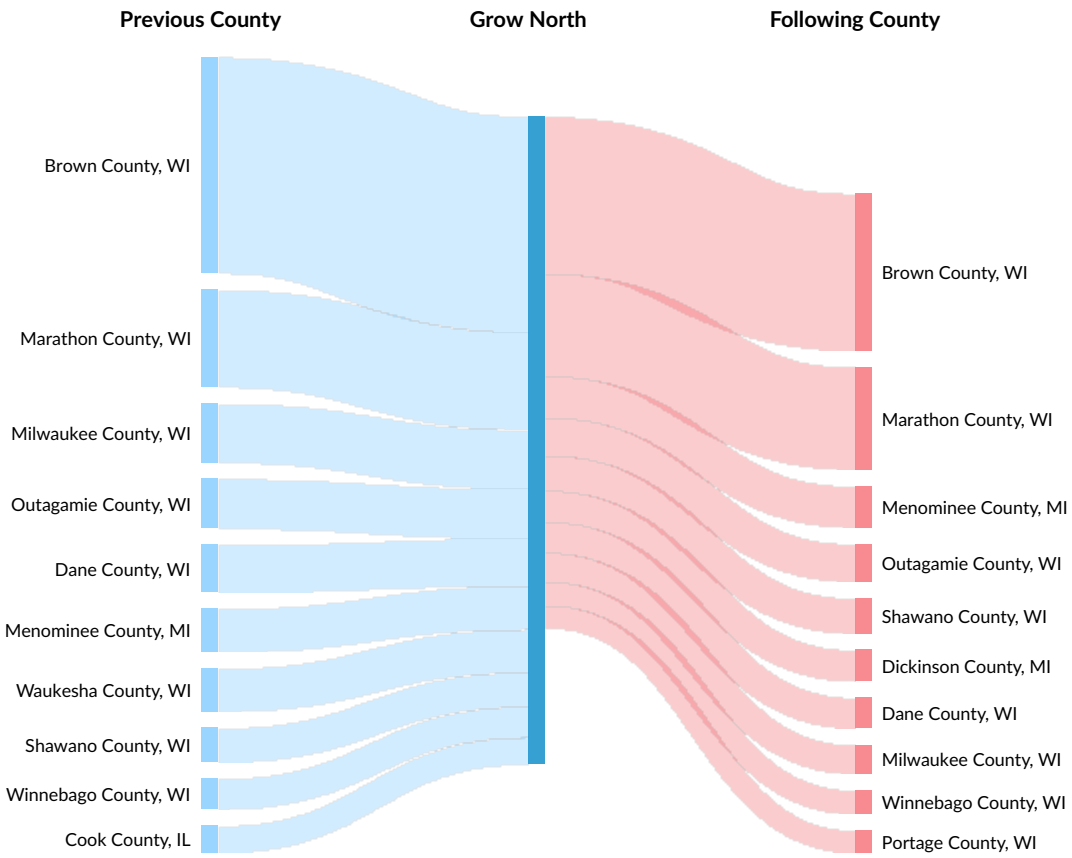
Where Talent Lives

ZIP	Name	2025 Workers
54501	Rhinelander, WI (in One...	10,891
54452	Merrill, WI (in Lincoln c...	10,216
54143	Marinette, WI (in Marin...	7,768
54409	Antigo, WI (in Langlade ...	7,204
54487	Tomahawk, WI (in Linco...	5,521

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.



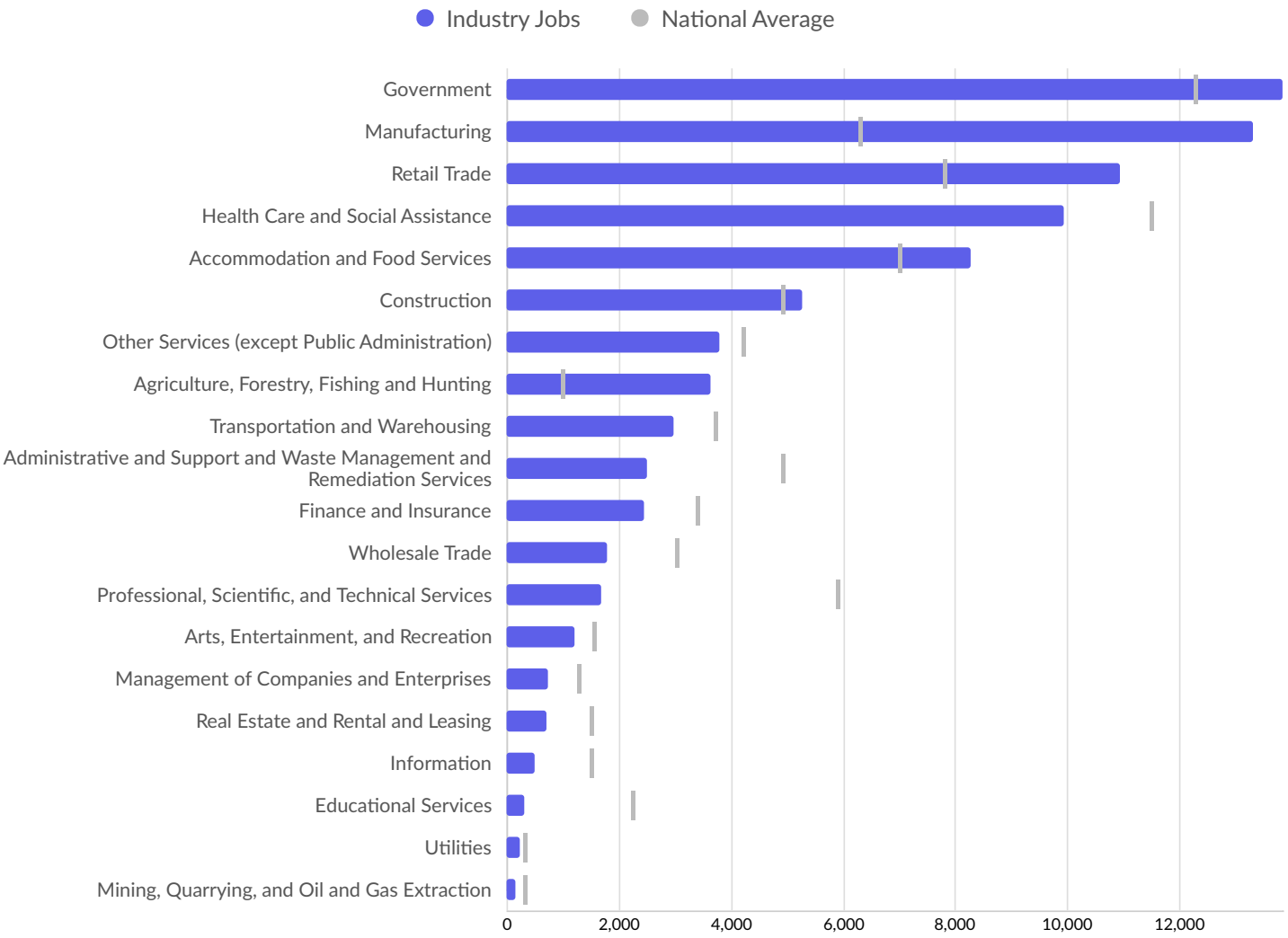
Top Previous Counties	Migrations
Brown County, WI	1,160
Marathon County, WI	523
Milwaukee County, WI	317
Outagamie County, WI	267
Dane County, WI	254
Menominee County, MI	233

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

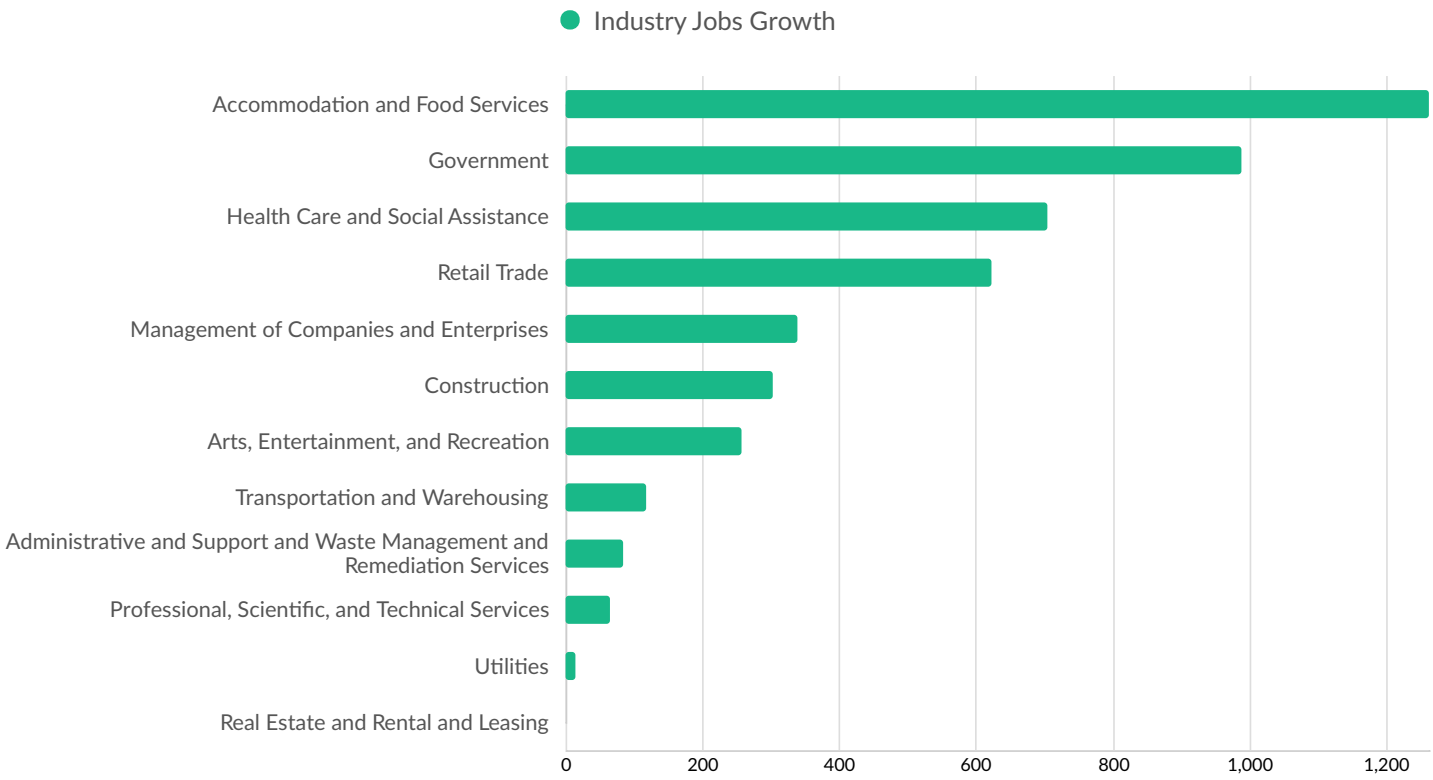
Top Following Counties	Migrations
Brown County, WI	844
Marathon County, WI	551
Menominee County, MI	222
Outagamie County, WI	204
Shawano County, WI	189
Dickinson County, MI	167
Dane County, WI	165
Milwaukee County, WI	155
Winnebago County, WI	128
Portage County, WI	120
Waukesha County, WI	115
Hennepin County, MN	72
DuPage County, IL	71
Maricopa County, AZ	62
Wood County, WI	49

Industry Characteristics

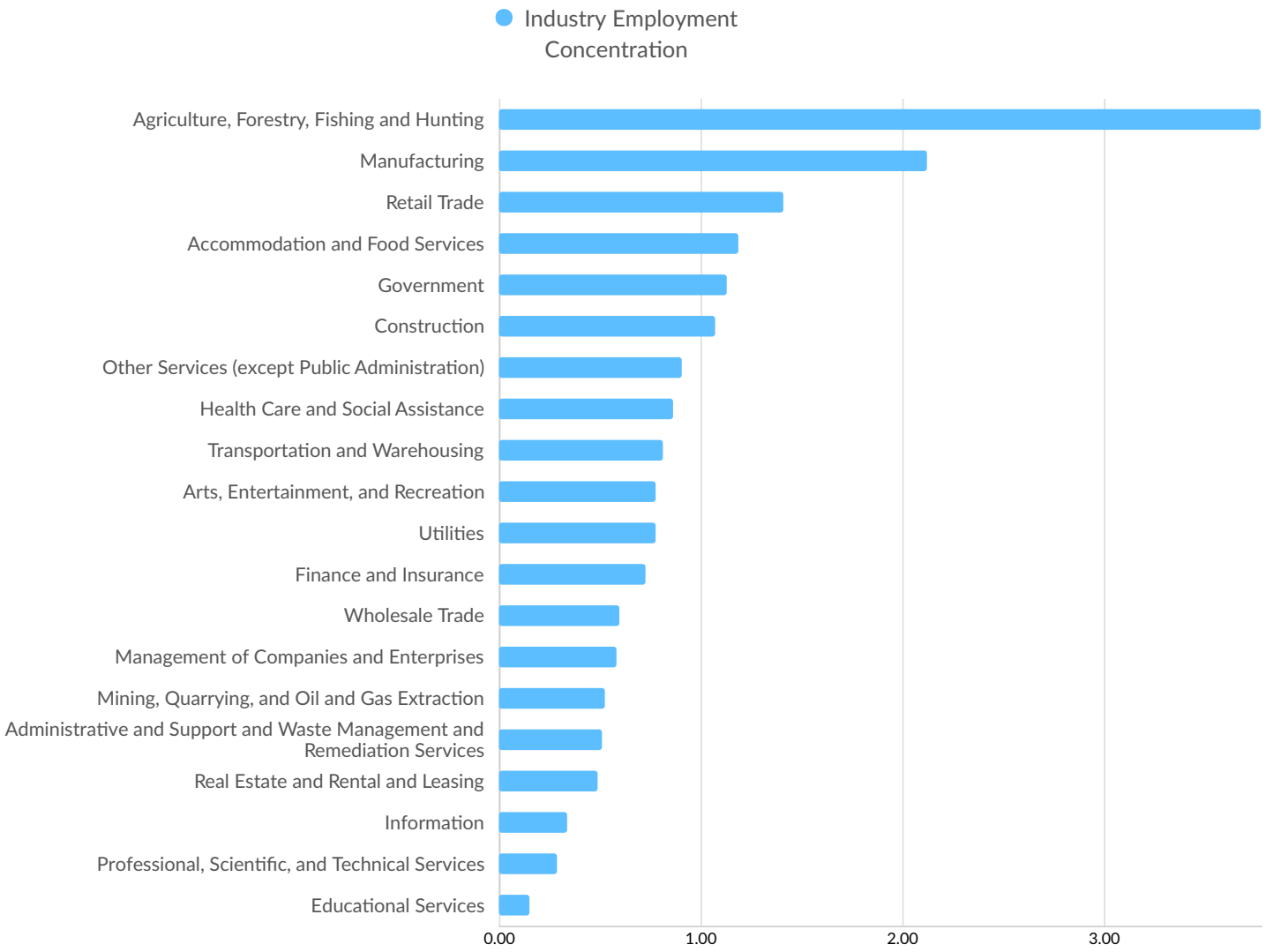
Largest Industries



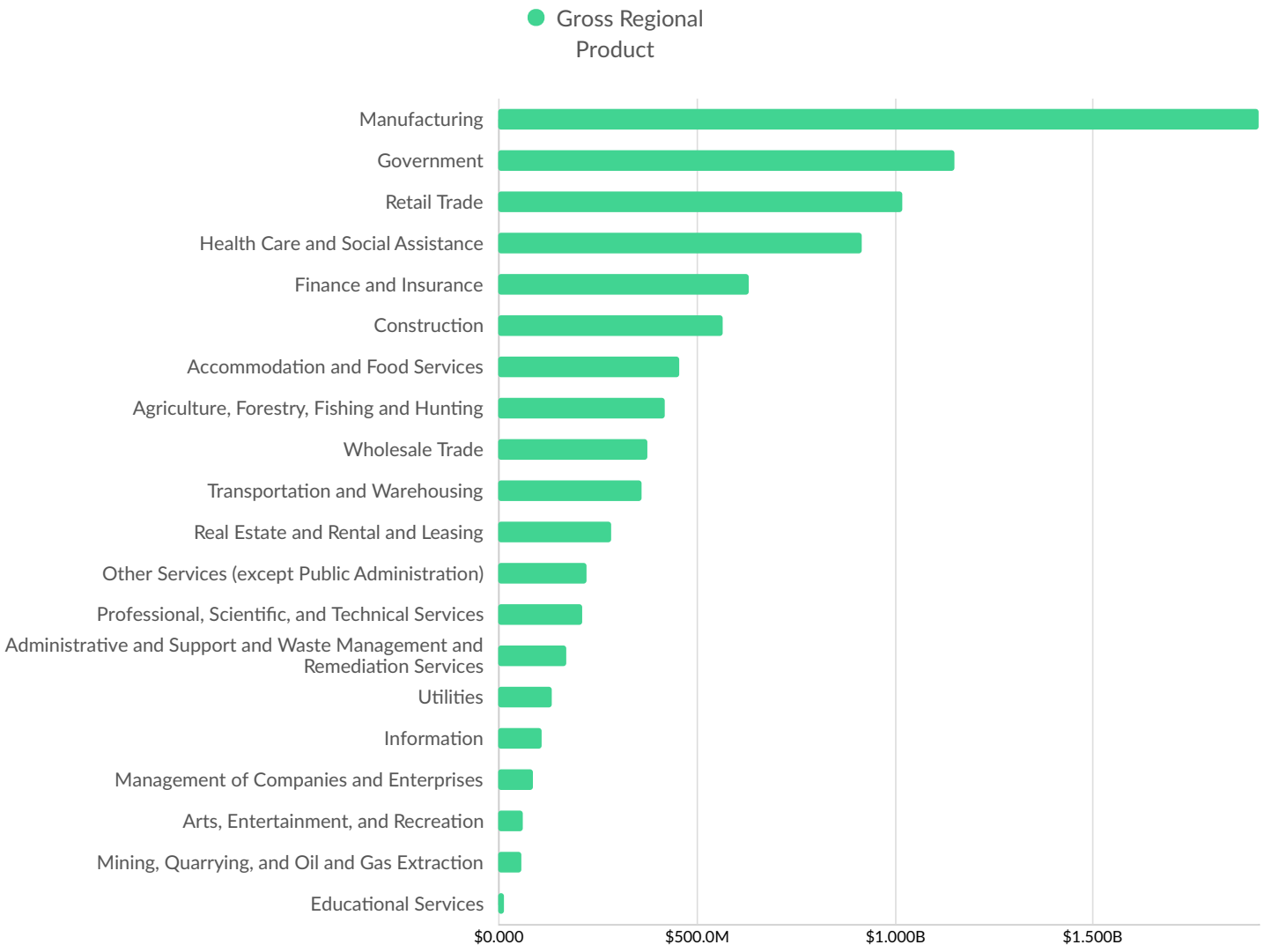
Top Growing Industries



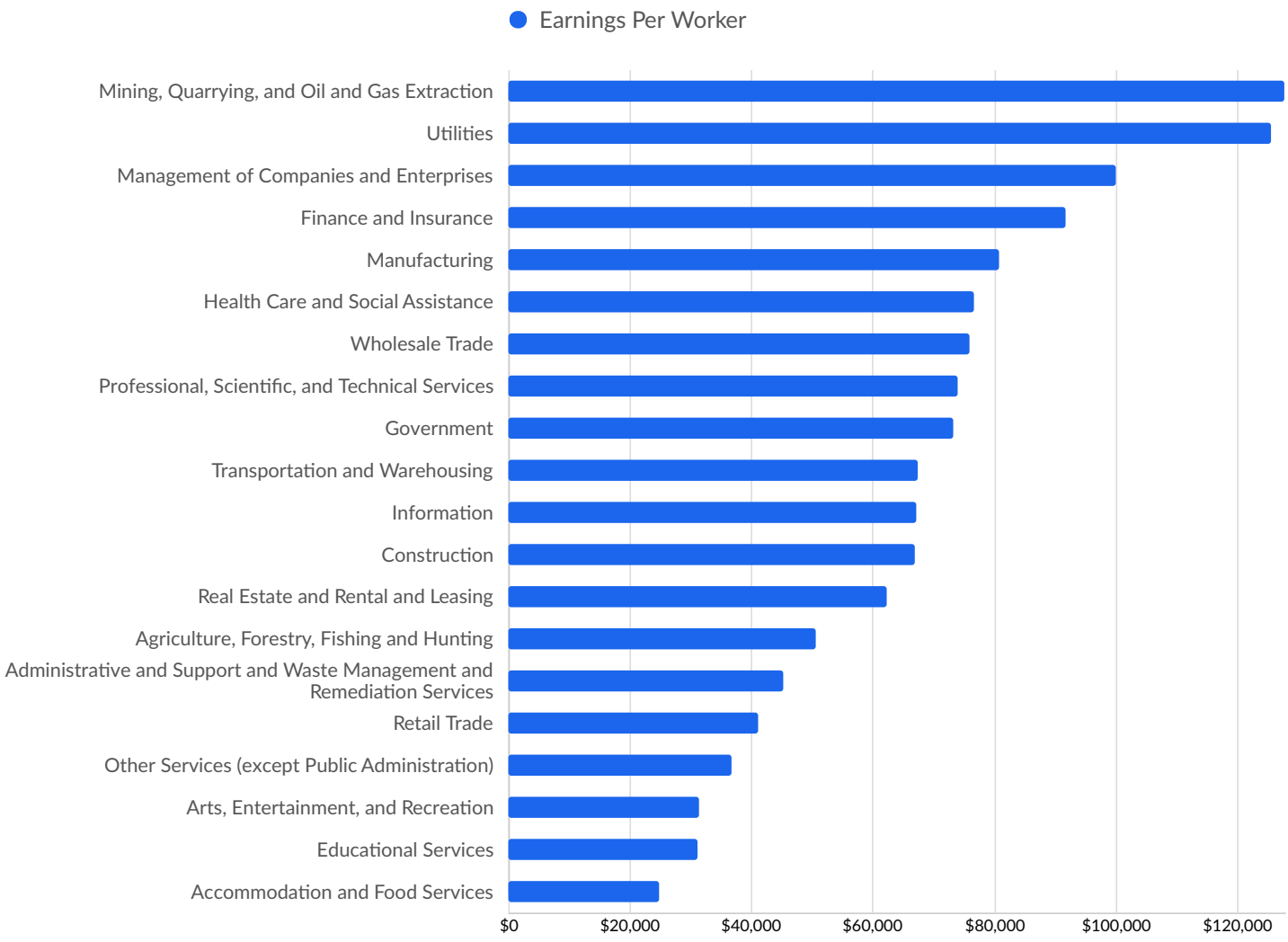
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

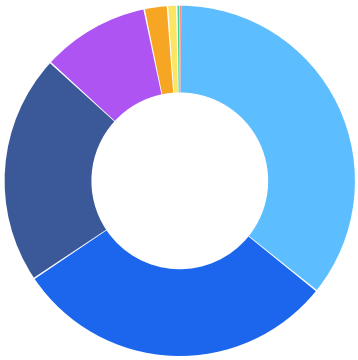
12,250 Companies Employ Your Workers

Online profiles for your workers mention 12,250 companies as employers, with the top 10 appearing below. In the last 12 months, 1,946 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Fincantieri S.P.A.	489
Aspirus	368
Church Mutual Insurance Comp...	343
State of Wisconsin	328
Marshfield Clinic	305
Ministry Health Care	228
Nicolet College	208
Walmart	204
Potawatomi Bingo Casino	179
Advocate Aurora Health	157

Top Companies Posting	Unique Postings
Aspirus	830
Marshfield Clinic	376
Vetted Health	249
Advocate Aurora Health	233
CompHealth	226
Fincantieri S.P.A.	224
Providence	223
Walmart	217
Aya Healthcare	200
Titan Medical	170

Business Size

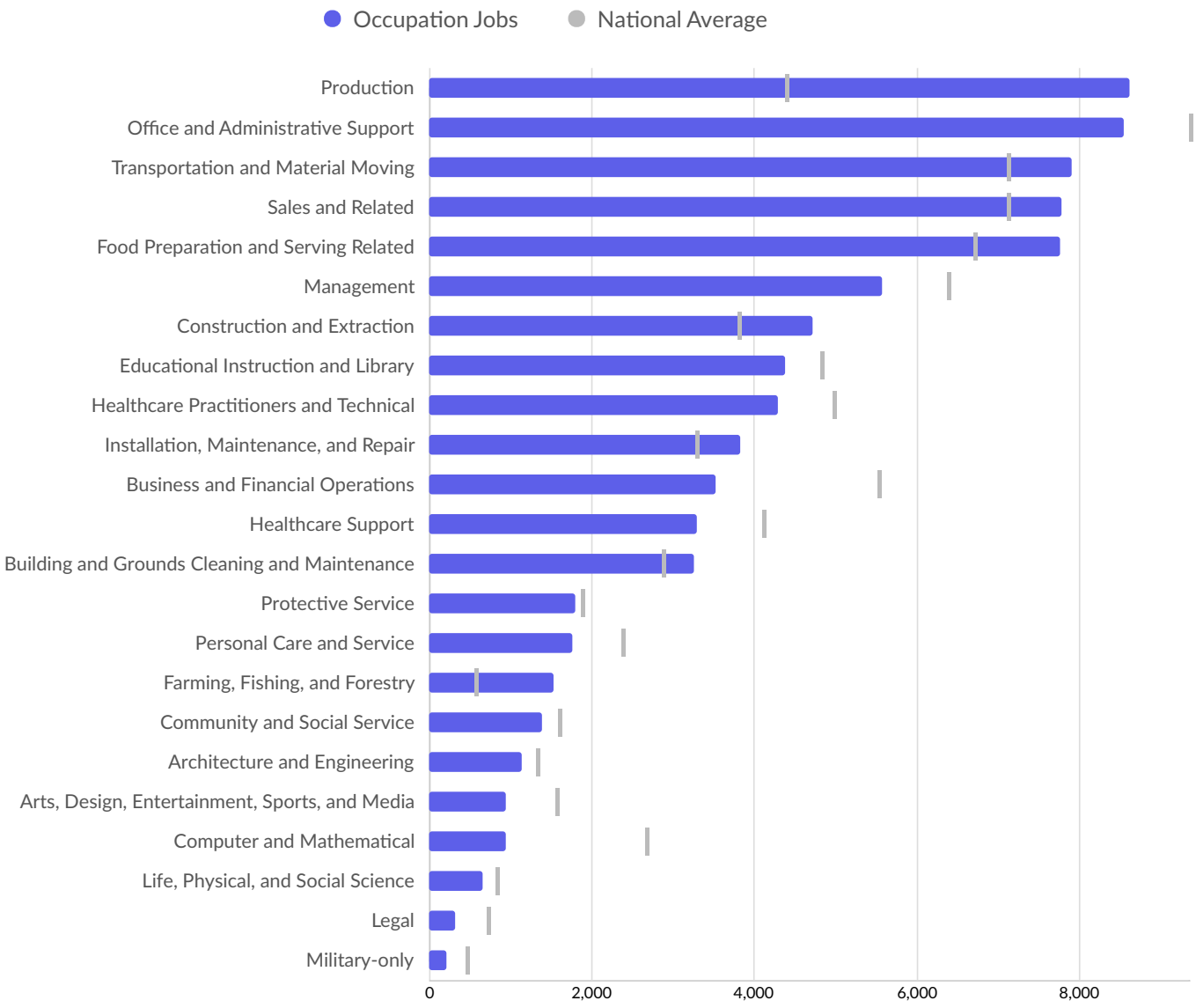


	Percentage	Business Count
1 to 4 employees	35.7%	3,656
5 to 9 employees	29.8%	3,055
10 to 19 employees	21.2%	2,169
20 to 49 employees	10.0%	1,019
50 to 99 employees	2.1%	219
100 to 249 employees	0.8%	87
250 to 499 employees	0.3%	29
500+ employees	0.1%	6

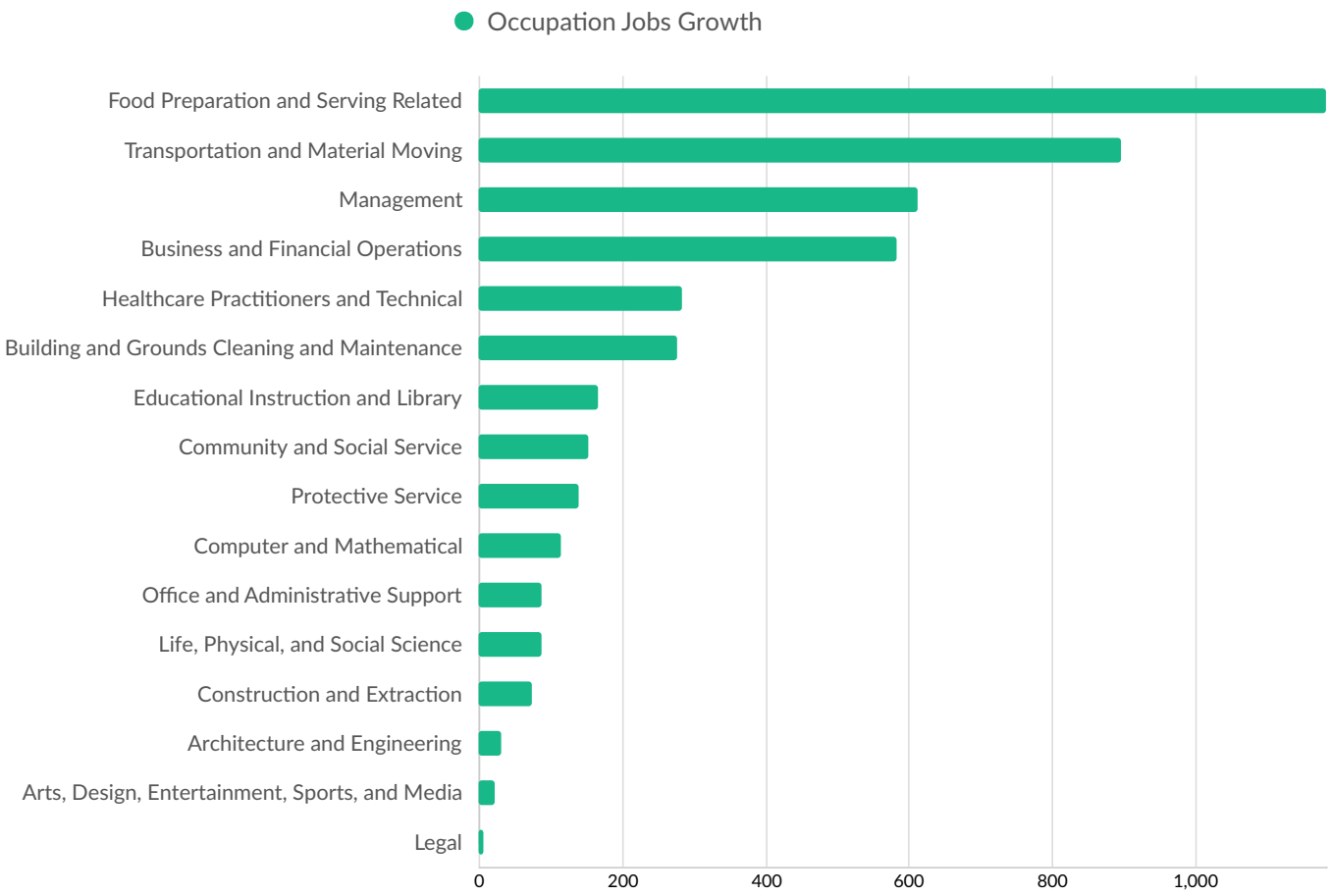
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

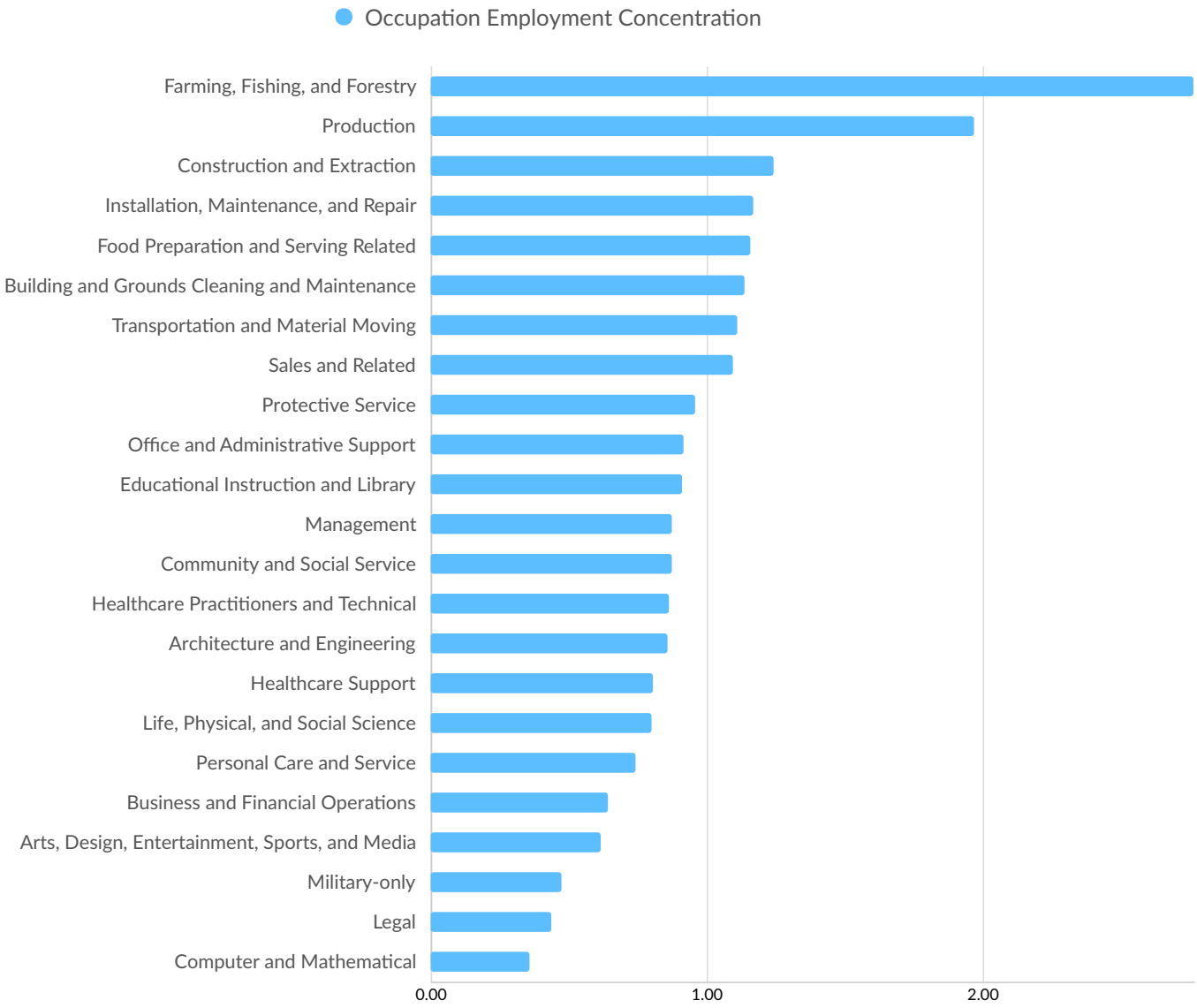
Largest Occupations



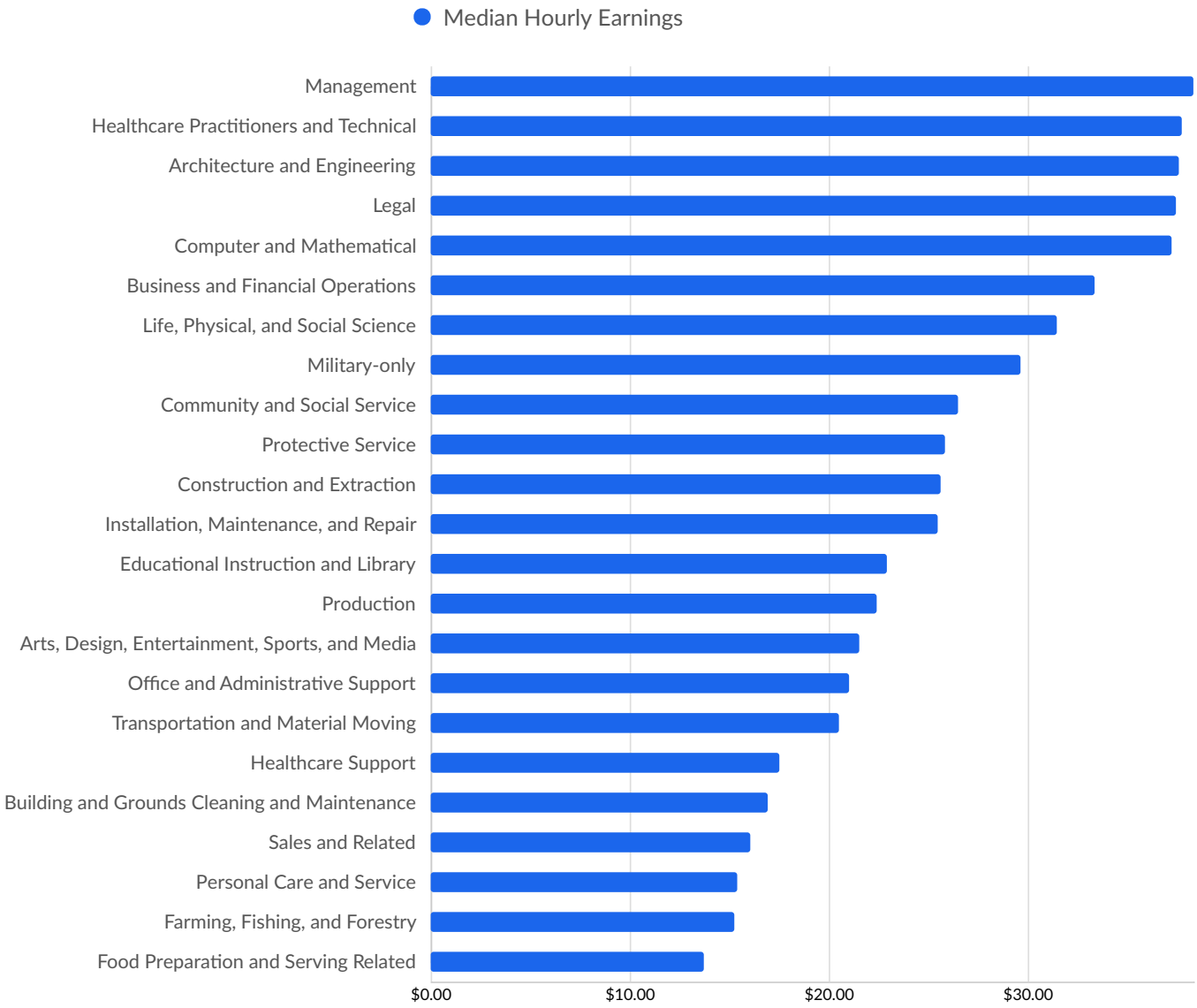
Top Growing Occupations



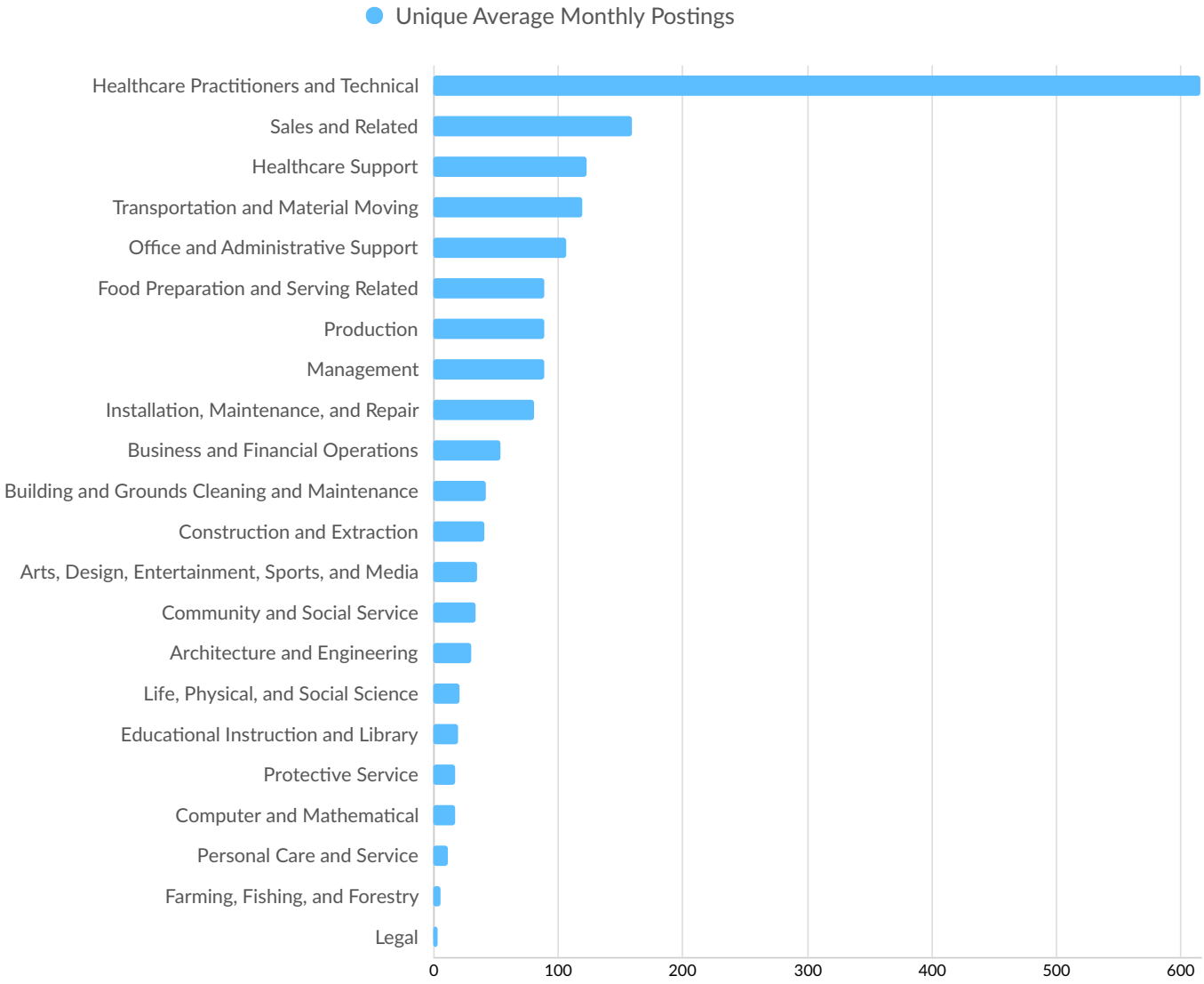
Top Occupation Employment Concentration



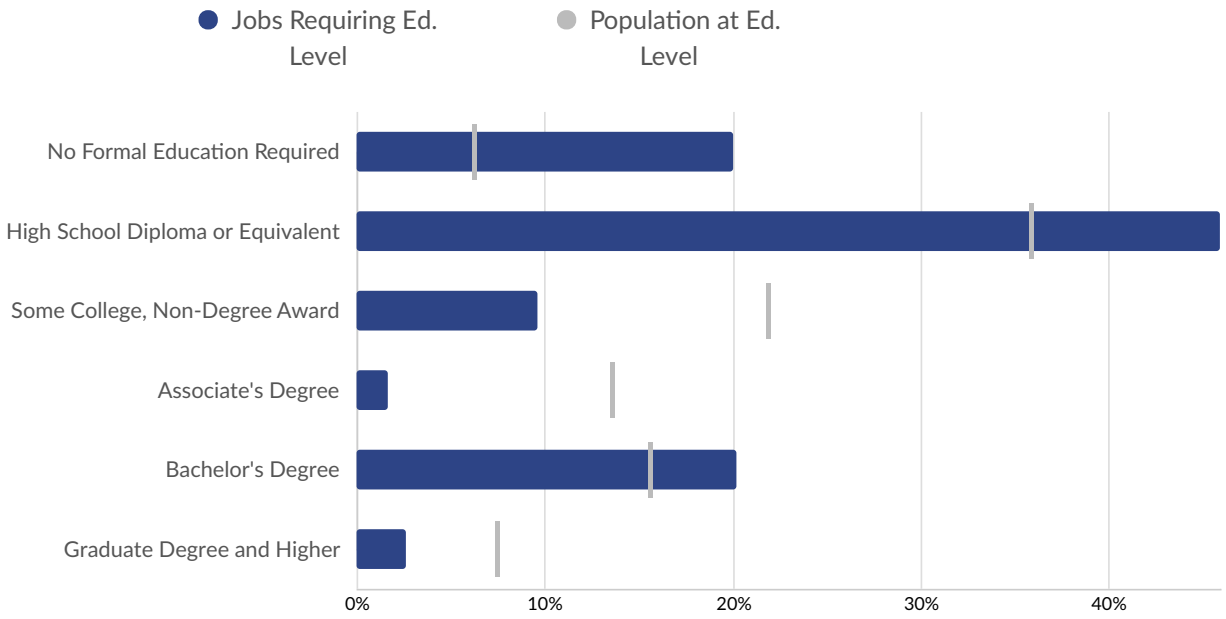
Top Occupation Earnings



Top Posted Occupations

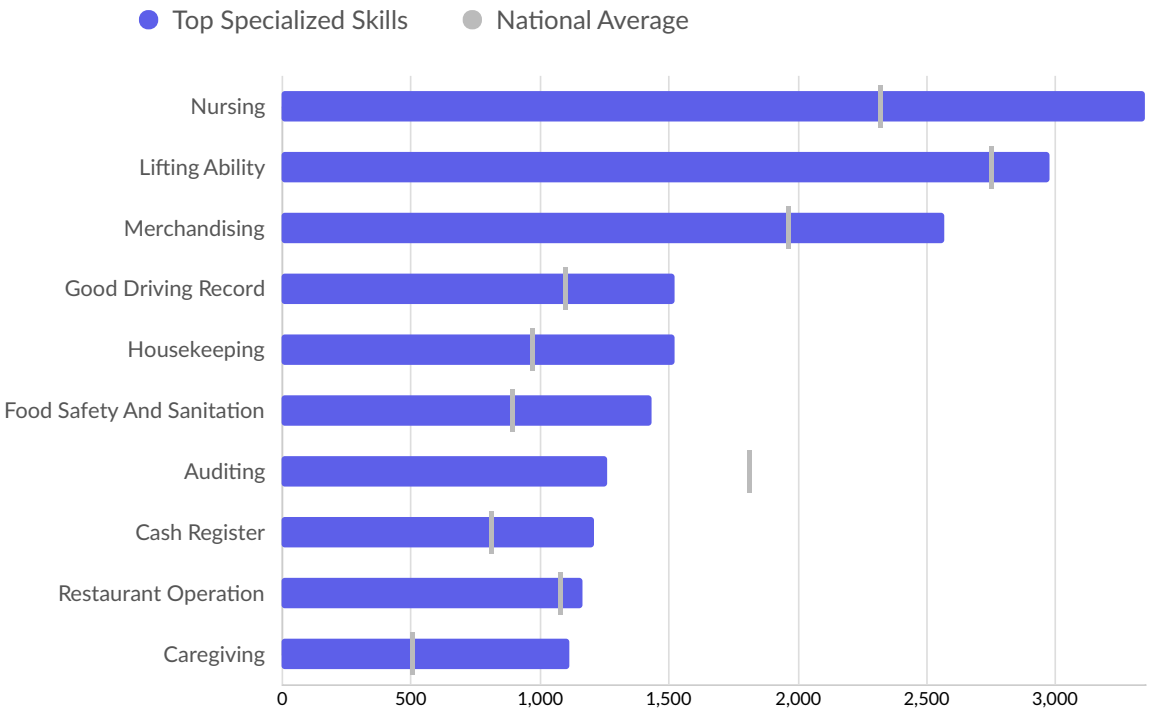


Underemployment



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).

School	Total Graduates (2024)		Graduate Trend (2020 - 2024)
Nicolet Area Technical College	380		

In-Demand Skills