



# 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

208,295

## Population (2025)

Population **grew by 4,718** over the last 5 years and is projected to **grow by 4,021** over the next 5 years.

84,522

## Total Regional Employment

Jobs **grew by 3,552** over the last 5 years and are projected to **grow by 1,923** over the next 5 years.

\$62.7K

## Avg. Earnings Per Job (2025)

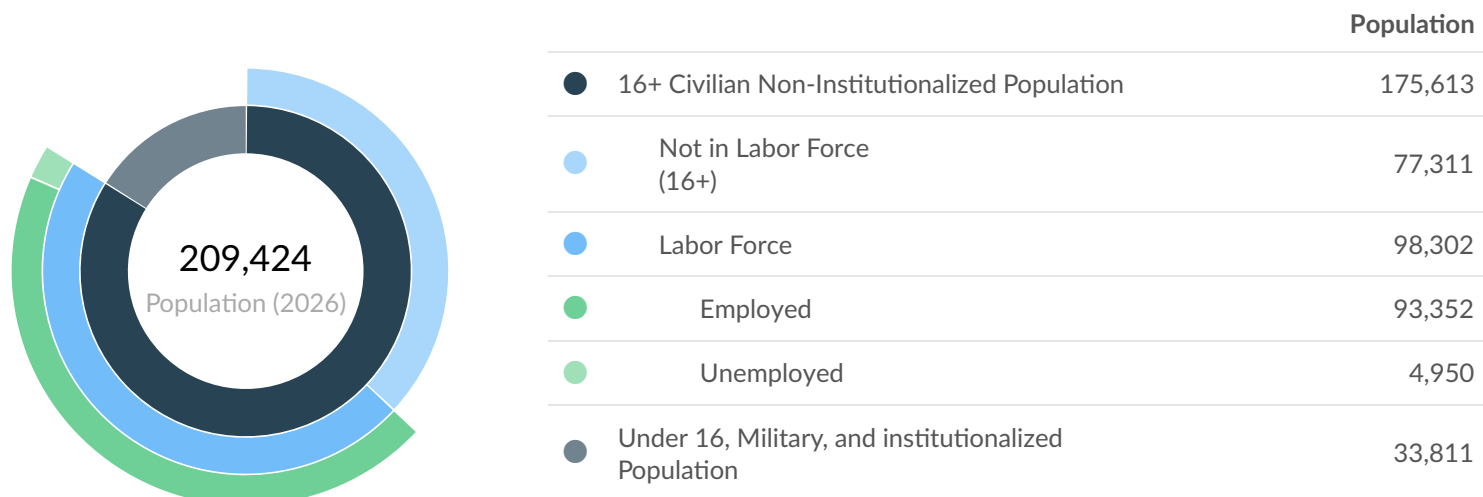
Regional average earnings per job are **\$26.7K below** the national average earnings of \$89.4K per job.

## Takeaways

- As of 2025 the region's population **increased by 2.3%** since 2020, growing by 4,718. Population is expected to **increase by 1.9%** between 2025 and 2030, adding 4,021.
- From 2020 to 2025, jobs **increased by 4.4%** in Grow North from 80,969 to **84,522**. This change **fell short of the national growth rate of 10.6% by 6.2%**. As the number of jobs increased, the **labor force participation rate decreased from 58.8% to 56.4% between 2020 and 2025**.
- Concerning educational attainment, **15.6% of the selected regions' residents possess a Bachelor's Degree** (6.2% below the national average), and **13.7% hold an Associate's Degree** (4.8% 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).

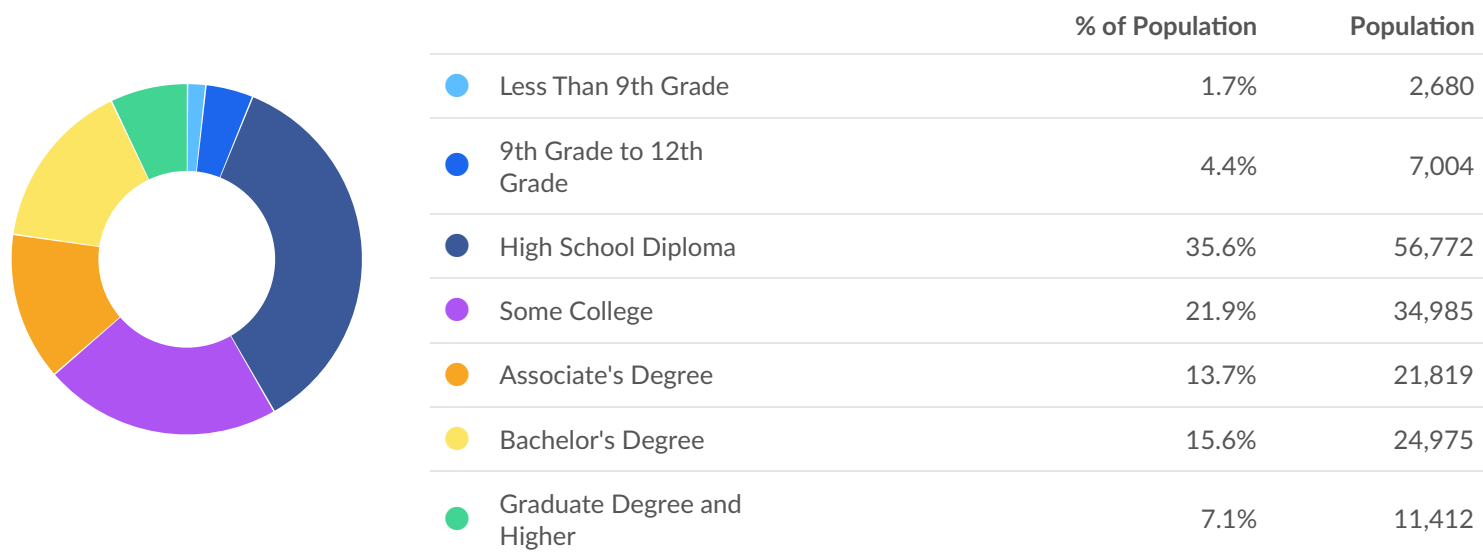
|        | Population<br>(2026) | Labor<br>Force<br>(Mar<br>2026) | Jobs<br>(2025) | Cost<br>of<br>Living | GRP       | Imports   | Exports   |
|--------|----------------------|---------------------------------|----------------|----------------------|-----------|-----------|-----------|
| Region | 209,424              | 98,302                          | 84,522         | 100.6                | \$10.59B  | \$17.25B  | \$13.08B  |
| State  | 5,996,794            | 3,120,531                       | 3,270,959      | 100.3                | \$463.86B | \$403.59B | \$435.94B |

## Mar 2026 Labor Force Breakdown



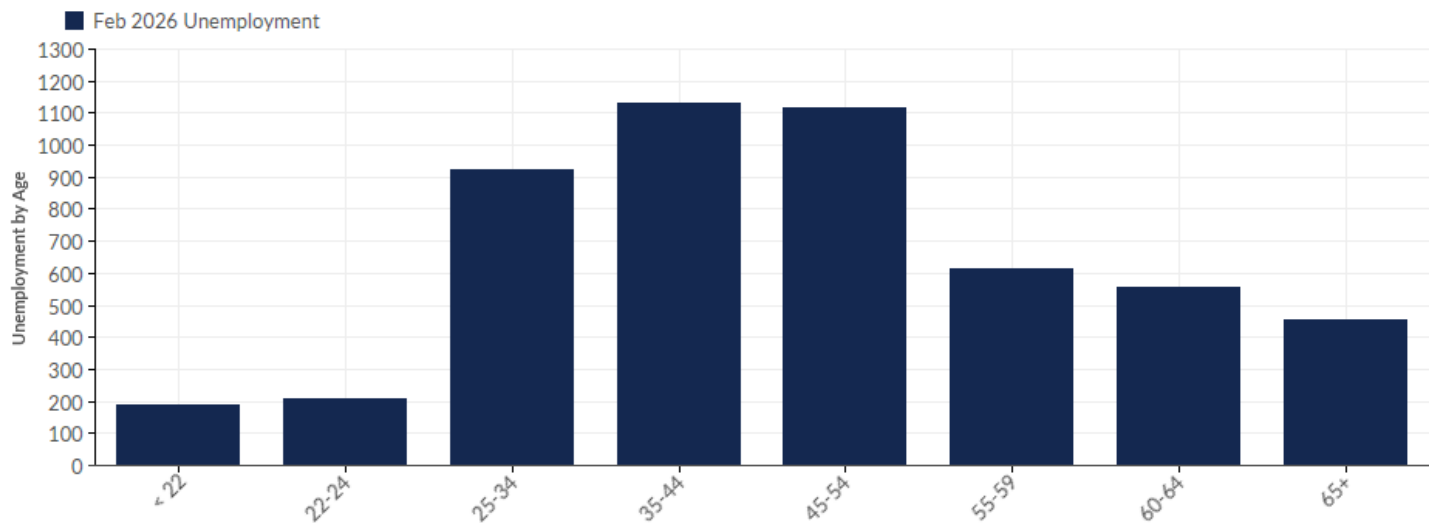
## Educational Attainment

Concerning educational attainment, **15.6% of the selected regions' residents possess a Bachelor's Degree** (6.2% below the national average), and **13.7% hold an Associate's Degree** (4.8% above the national average).



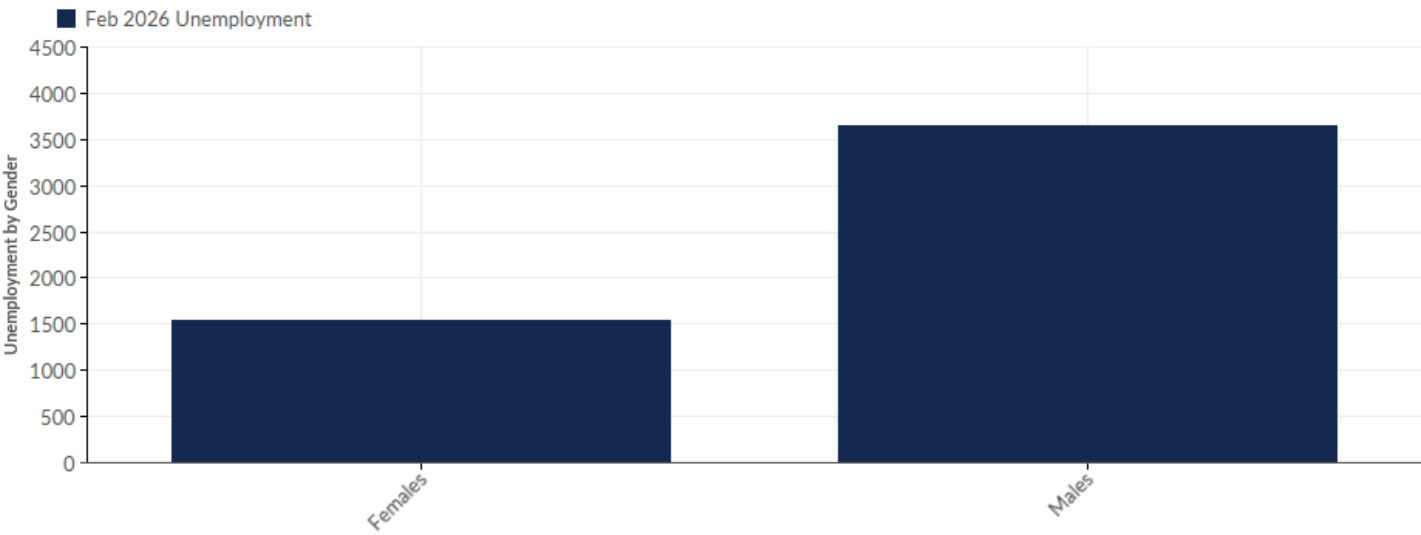
# Unemployment by Demographics

## Unemployment by Age



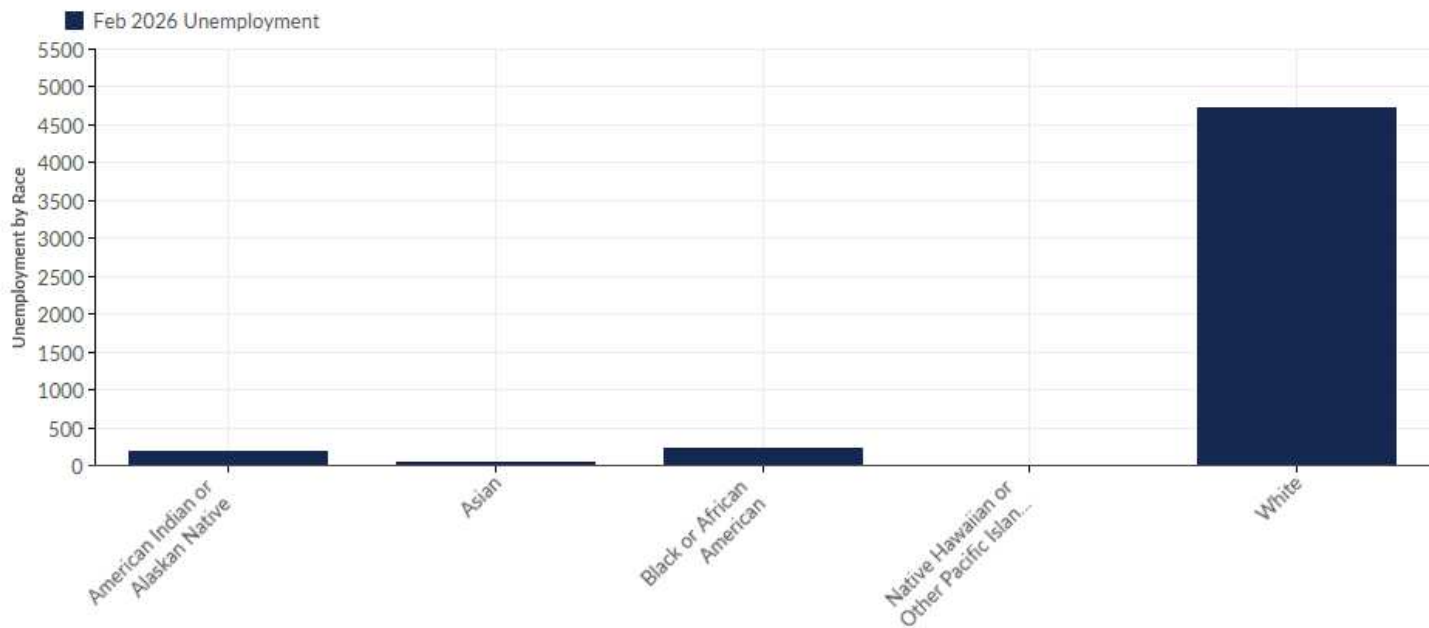
| Age   | Unemployment (Feb 2026) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22  | 190                     | 3.66%           |
| 22-24 | 207                     | 3.99%           |
| 25-34 | 921                     | 17.75%          |
| 35-44 | 1,129                   | 21.75%          |
| 45-54 | 1,116                   | 21.50%          |
| 55-59 | 613                     | 11.81%          |
| 60-64 | 557                     | 10.73%          |
| 65+   | 456                     | 8.79%           |
| Total | 5,190                   | 100.00%         |

## Unemployment by Gender



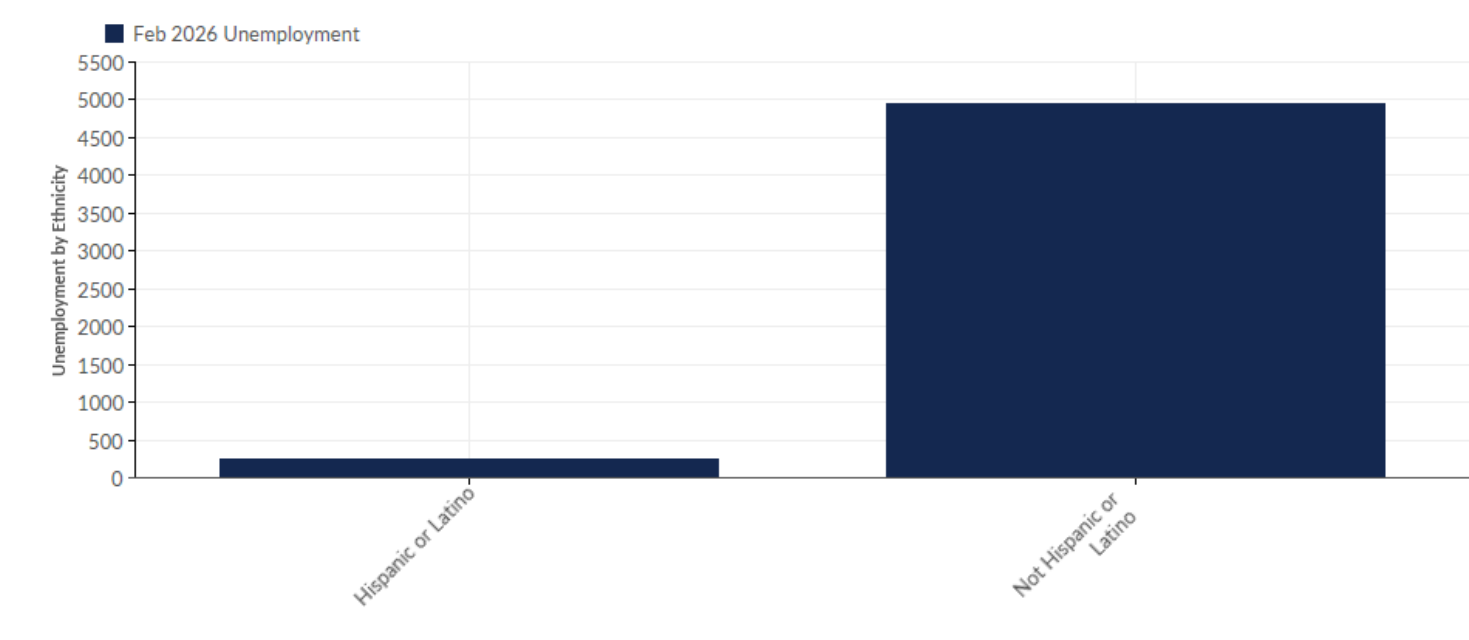
| Gender  | Unemployment<br>(Feb 2026) | % of<br>Unemployed |
|---------|----------------------------|--------------------|
| Females | 1,545                      | 29.77%             |
| Males   | 3,645                      | 70.23%             |
| Total   | 5,190                      | 100.00%            |

## Unemployment by Race



| Race                                      | Unemployment (Feb 2026) | % of Unemployed |
|-------------------------------------------|-------------------------|-----------------|
| American Indian or Alaskan Native         | 184                     | 3.55%           |
| Asian                                     | 34                      | 0.66%           |
| Black or African American                 | 235                     | 4.53%           |
| Native Hawaiian or Other Pacific Islander | 8                       | 0.15%           |
| White                                     | 4,729                   | 91.12%          |
| Total                                     | 5,190                   | 100.00%         |

## Unemployment by Ethnicity

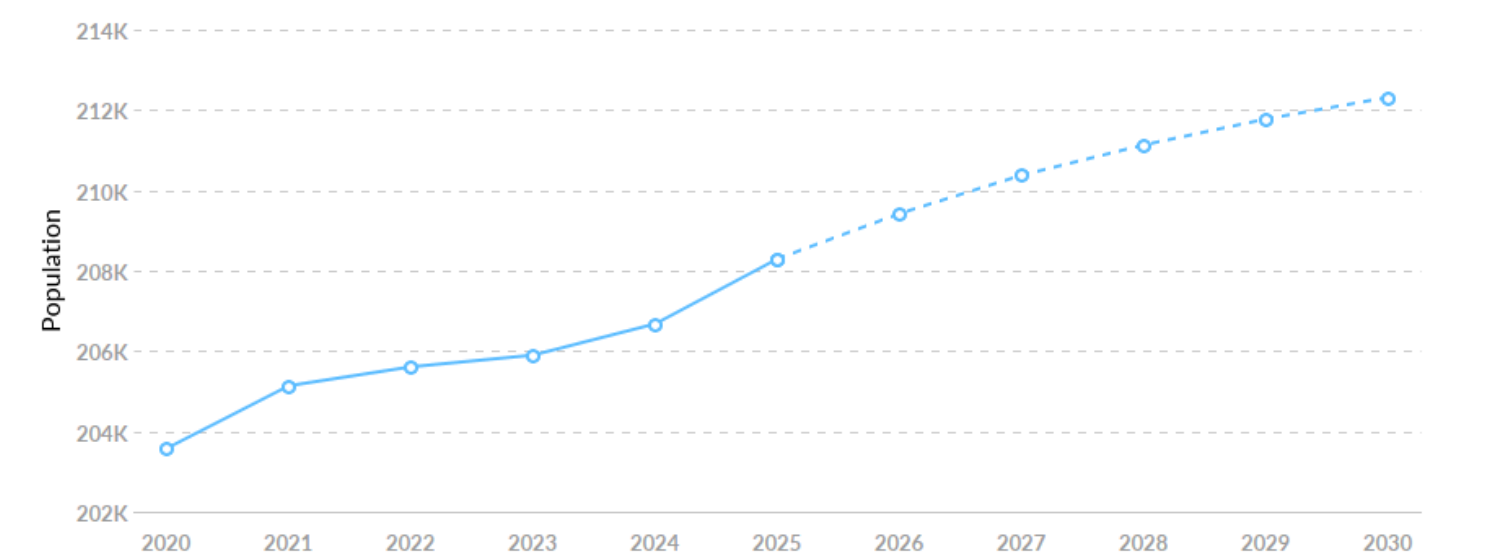


| Ethnicity              | Unemployment (Feb 2026) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino     | 250                     | 4.82%           |
| Not Hispanic or Latino | 4,940                   | 95.18%          |
| Total                  | 5,190                   | 100.00%         |

# Historic & Projected Trends

## Population Trends

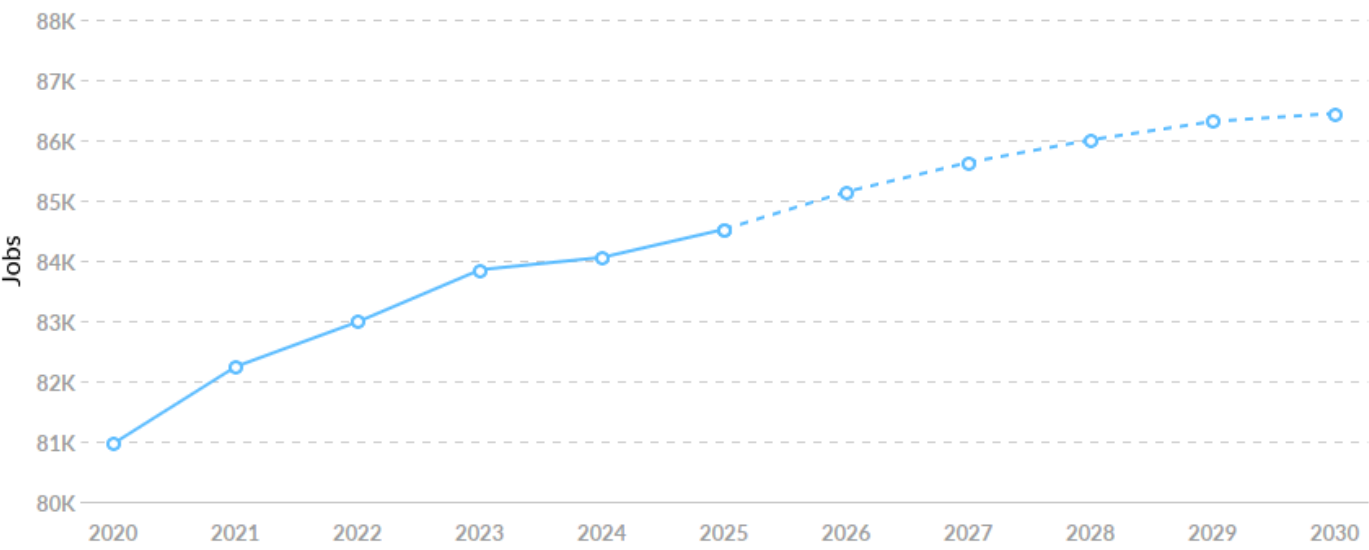
As of 2025 the region's population **increased by 2.3%** since 2020, growing by 4,718. Population is expected to **increase by 1.9%** between 2025 and 2030, adding 4,021.



| Timeframe | Population |
|-----------|------------|
| 2020      | 203,577    |
| 2021      | 205,136    |
| 2022      | 205,607    |
| 2023      | 205,898    |
| 2024      | 206,678    |
| 2025      | 208,295    |
| 2026      | 209,424    |
| 2027      | 210,378    |
| 2028      | 211,132    |
| 2029      | 211,777    |
| 2030      | 212,316    |

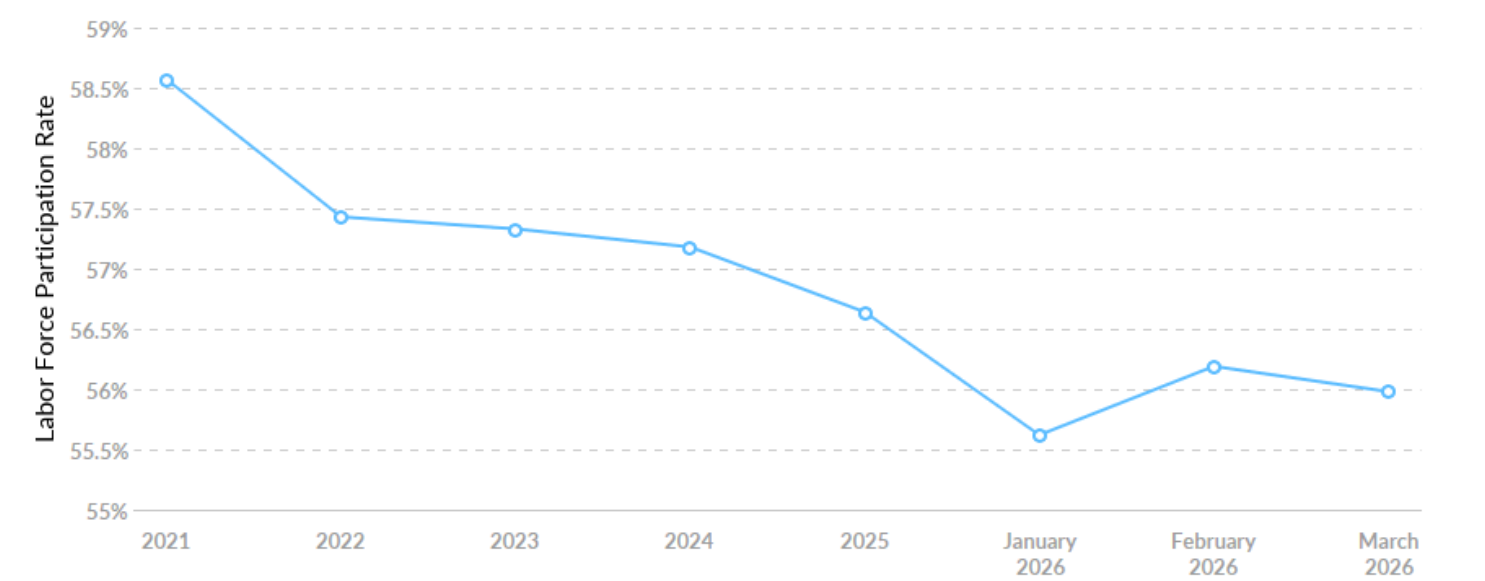
## Job Trends

From 2020 to 2025, jobs increased by 4.4% in Grow North from 80,969 to **84,522**. This change **fell short of the national growth rate of 10.6% by 6.2%**.



| Timeframe | Jobs   |
|-----------|--------|
| 2020      | 80,969 |
| 2021      | 82,243 |
| 2022      | 82,987 |
| 2023      | 83,850 |
| 2024      | 84,055 |
| 2025      | 84,522 |
| 2026      | 85,145 |
| 2027      | 85,632 |
| 2028      | 86,006 |
| 2029      | 86,312 |
| 2030      | 86,445 |

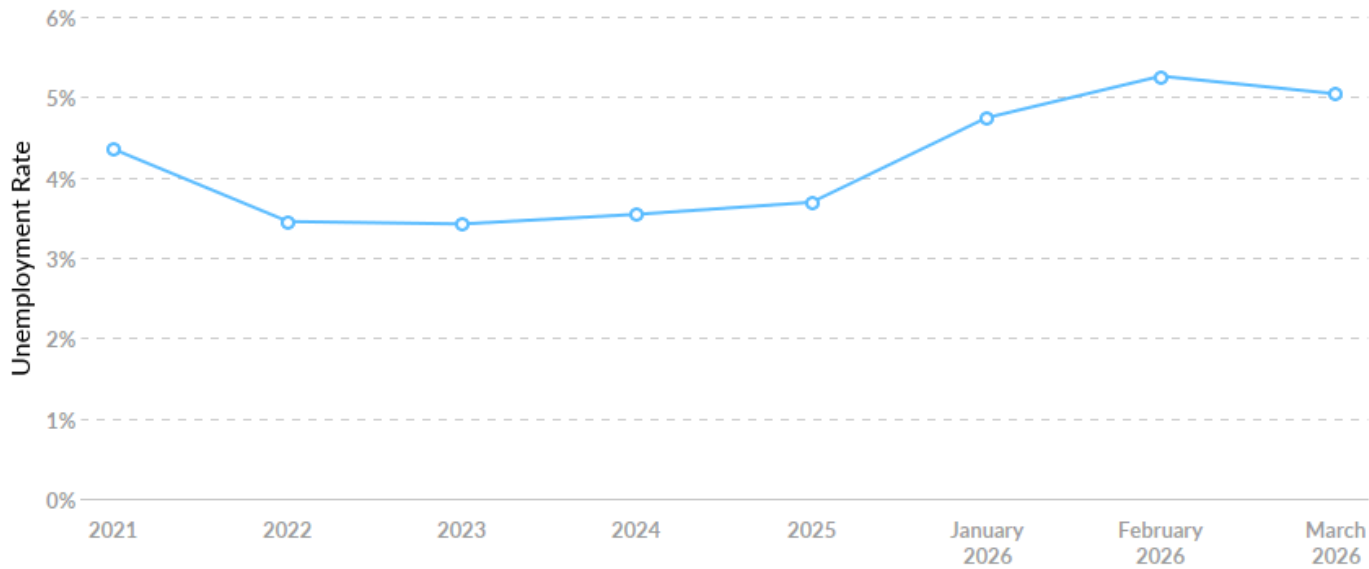
Labor Force Participation Rate Trends



| Timeframe     | Labor Force Participation Rate |
|---------------|--------------------------------|
| 2021          | 58.57%                         |
| 2022          | 57.43%                         |
| 2023          | 57.33%                         |
| 2024          | 57.18%                         |
| 2025          | 56.64%                         |
| January 2026  | 55.62%                         |
| February 2026 | 56.19%                         |
| March 2026    | 55.98%                         |

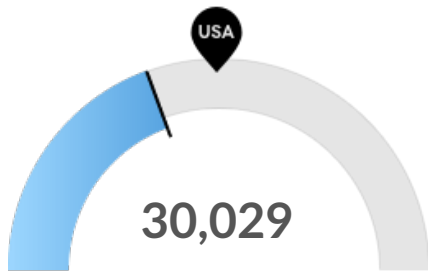
## Unemployment Rate Trends

Your areas had a March 2026 unemployment rate of 5.04%, **increasing from 4.35% 5 years before.**



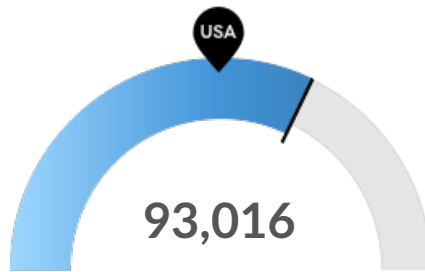
| Timeframe     | Unemployment Rate |
|---------------|-------------------|
| 2021          | 4.35%             |
| 2022          | 3.45%             |
| 2023          | 3.42%             |
| 2024          | 3.54%             |
| 2025          | 3.69%             |
| January 2026  | 4.74%             |
| February 2026 | 5.26%             |
| March 2026    | 5.04%             |

## Population Characteristics



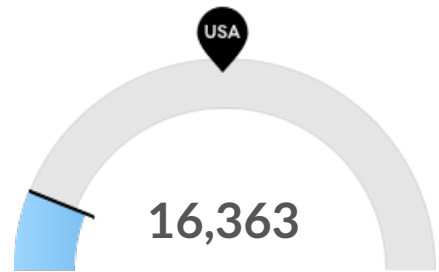
**Millennials**

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



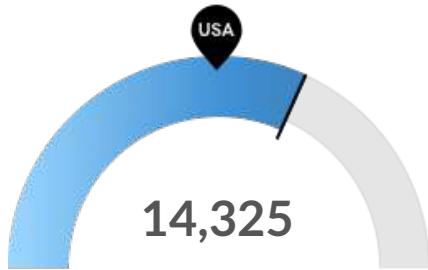
**Retiring Soon**

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.



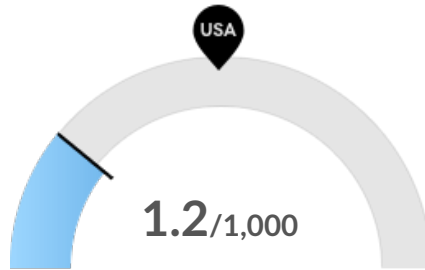
**Racial Diversity**

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.



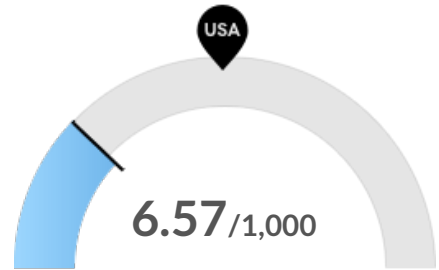
**Veterans**

Your area has 14,325 veterans. The national average for an area this size is 9,836.



**Violent Crime**

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

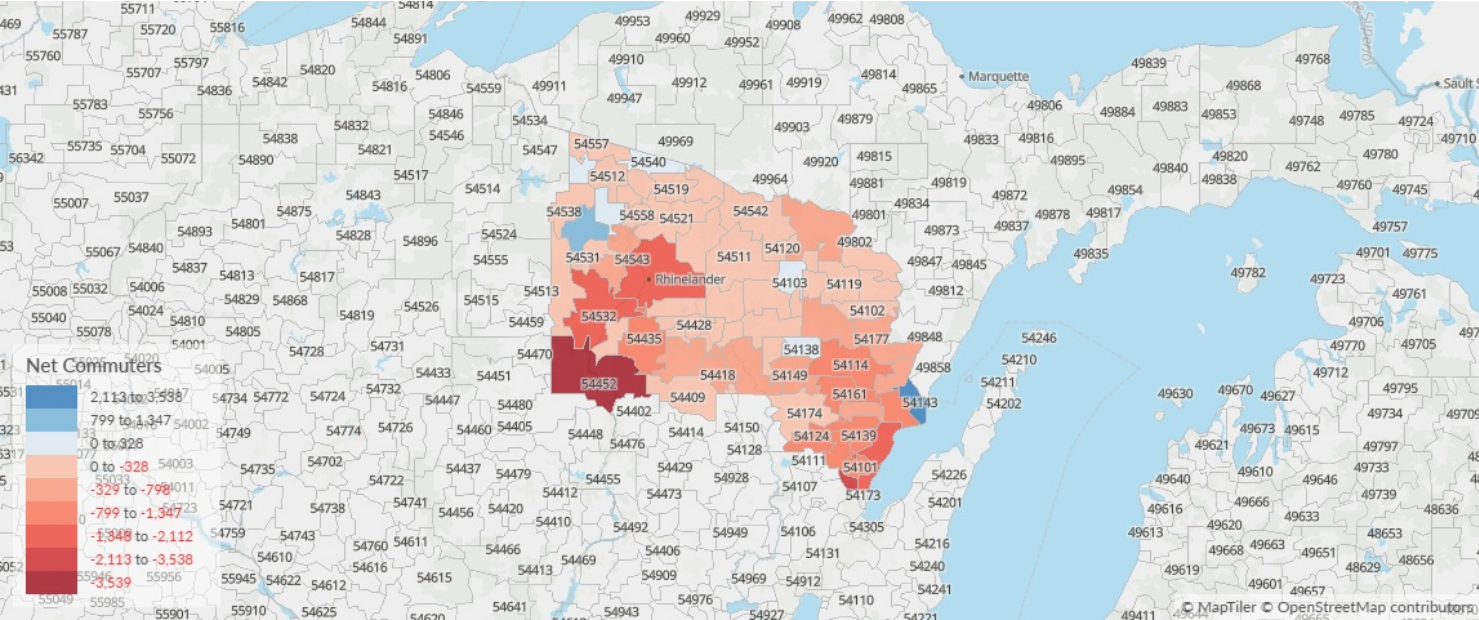


**Property Crime**

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 54452.

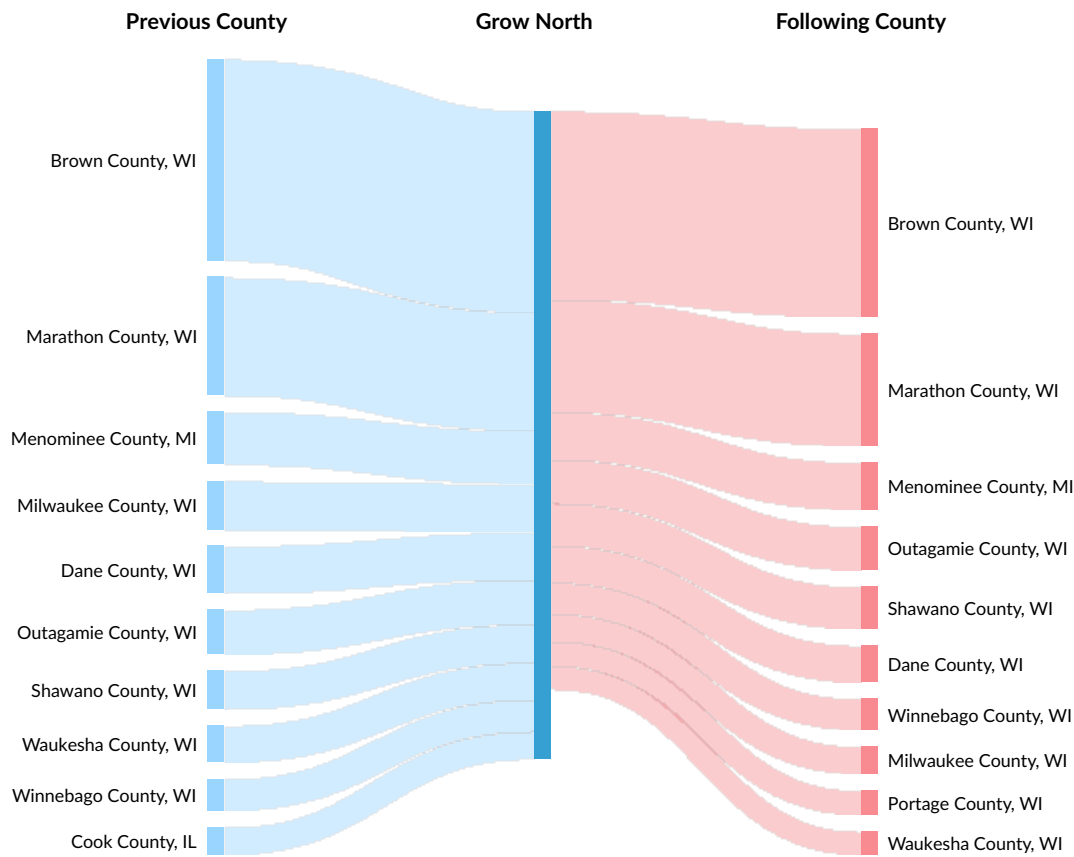


| Where Talent Works |                               |                 | Where Talent Lives |                              |              |
|--------------------|-------------------------------|-----------------|--------------------|------------------------------|--------------|
| ZIP                | Name                          | 2025 Employment | ZIP                | Name                         | 2025 Workers |
| 54143              | Marinette, WI (in Marin...    | 9,849           | 54452              | Merrill, WI (in Lincoln c... | 10,466       |
| 54501              | Rhineland, WI (in One...      | 9,004           | 54501              | Rhineland, WI (in One...     | 10,352       |
| 54452              | Merrill, WI (in Lincoln c...  | 6,928           | 54143              | Marinette, WI (in Marin...   | 7,736        |
| 54409              | Antigo, WI (in Langlade ...   | 6,656           | 54409              | Antigo, WI (in Langlade ...  | 6,727        |
| 54521              | Eagle River, WI (in Vilas ... | 4,766           | 54487              | Tomahawk, WI (in Linco...    | 5,081        |

# 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 2023, 969 people have migrated from Brown County, WI to Grow North. In the same year, 905 people left Grow North migrating to Brown County, WI. The total Net Migration for Grow North in 2023 was 1,011.

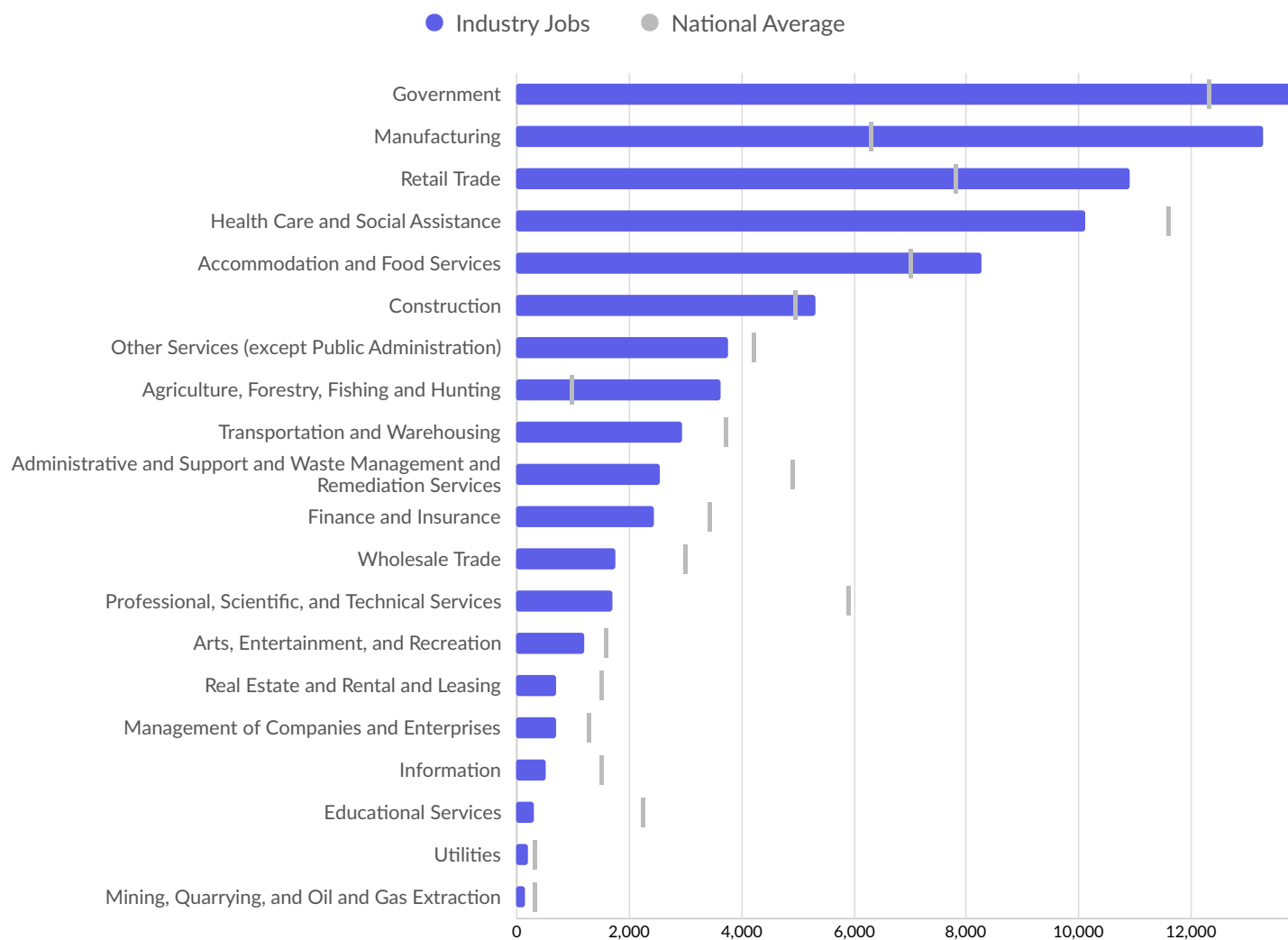


| Top Previous Counties | Migrations |
|-----------------------|------------|
| Brown County, WI      | 969        |
| Marathon County, WI   | 567        |
| Menominee County, MI  | 254        |
| Milwaukee County, WI  | 233        |
| Dane County, WI       | 227        |
| Outagamie County, WI  | 215        |

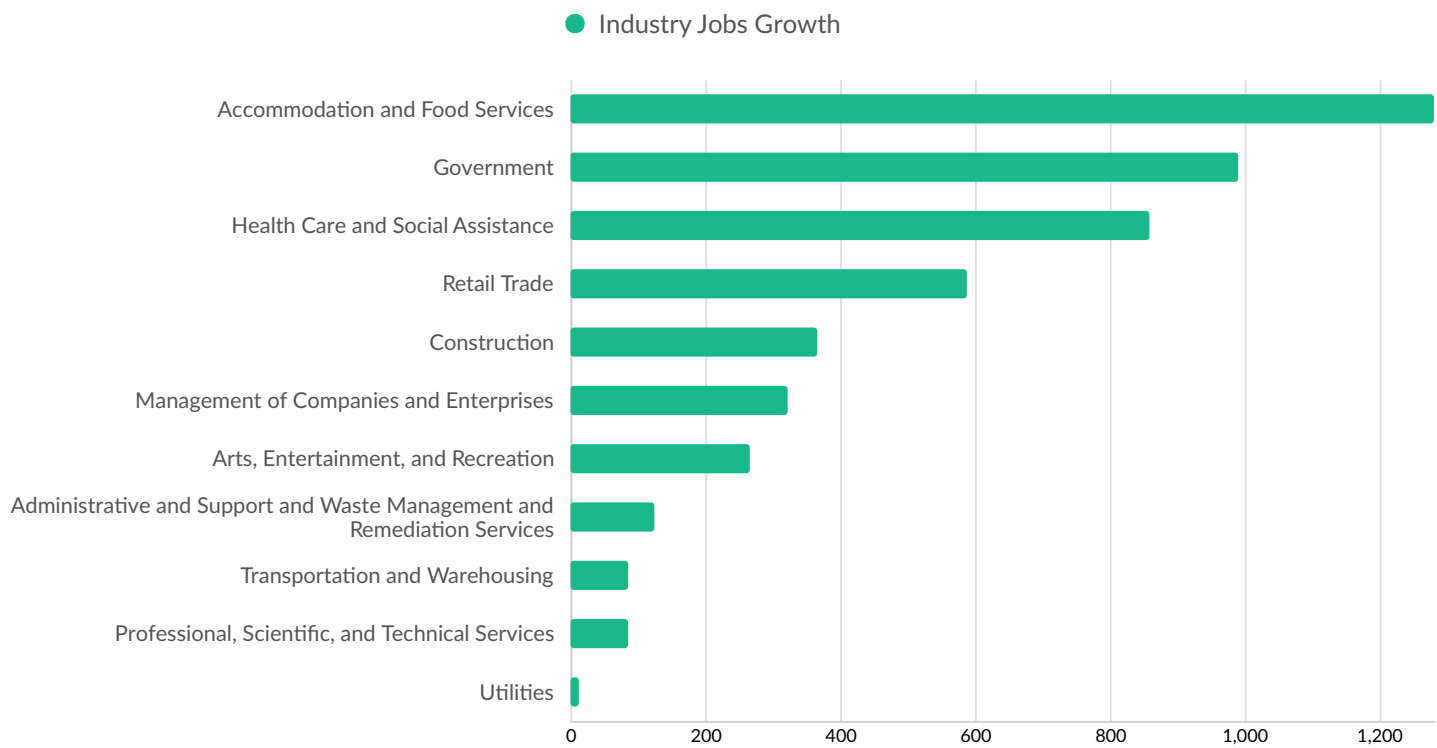
| Top Previous Counties  | Migrations |
|------------------------|------------|
| Shawano County, WI     | 184        |
| Waukesha County, WI    | 177        |
| Winnebago County, WI   | 153        |
| Cook County, IL        | 133        |
| Dickinson County, MI   | 128        |
| Washington County, WI  | 105        |
| Portage County, WI     | 93         |
| Dodge County, WI       | 88         |
| Manitowoc County, WI   | 82         |
| Top Following Counties | Migrations |
| Brown County, WI       | 905        |
| Marathon County, WI    | 541        |
| Menominee County, MI   | 228        |
| Outagamie County, WI   | 210        |
| Shawano County, WI     | 203        |
| Dane County, WI        | 177        |
| Winnebago County, WI   | 150        |
| Milwaukee County, WI   | 132        |
| Portage County, WI     | 117        |
| Waukesha County, WI    | 113        |
| Hennepin County, MN    | 99         |
| Dickinson County, MI   | 55         |
| Wood County, WI        | 53         |
| Walworth County, WI    | 53         |
| DuPage County, IL      | 53         |

# Industry Characteristics

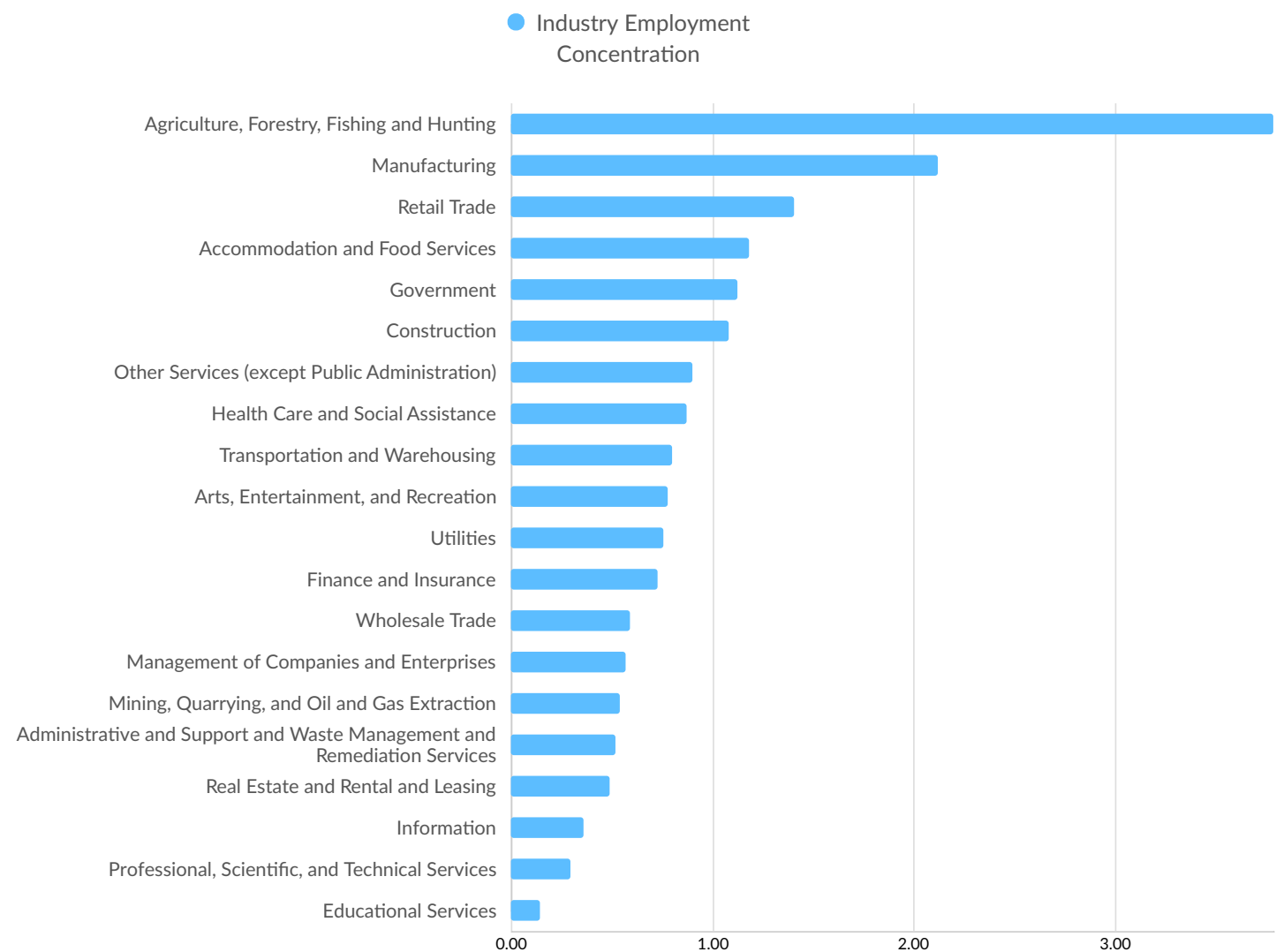
## Largest Industries



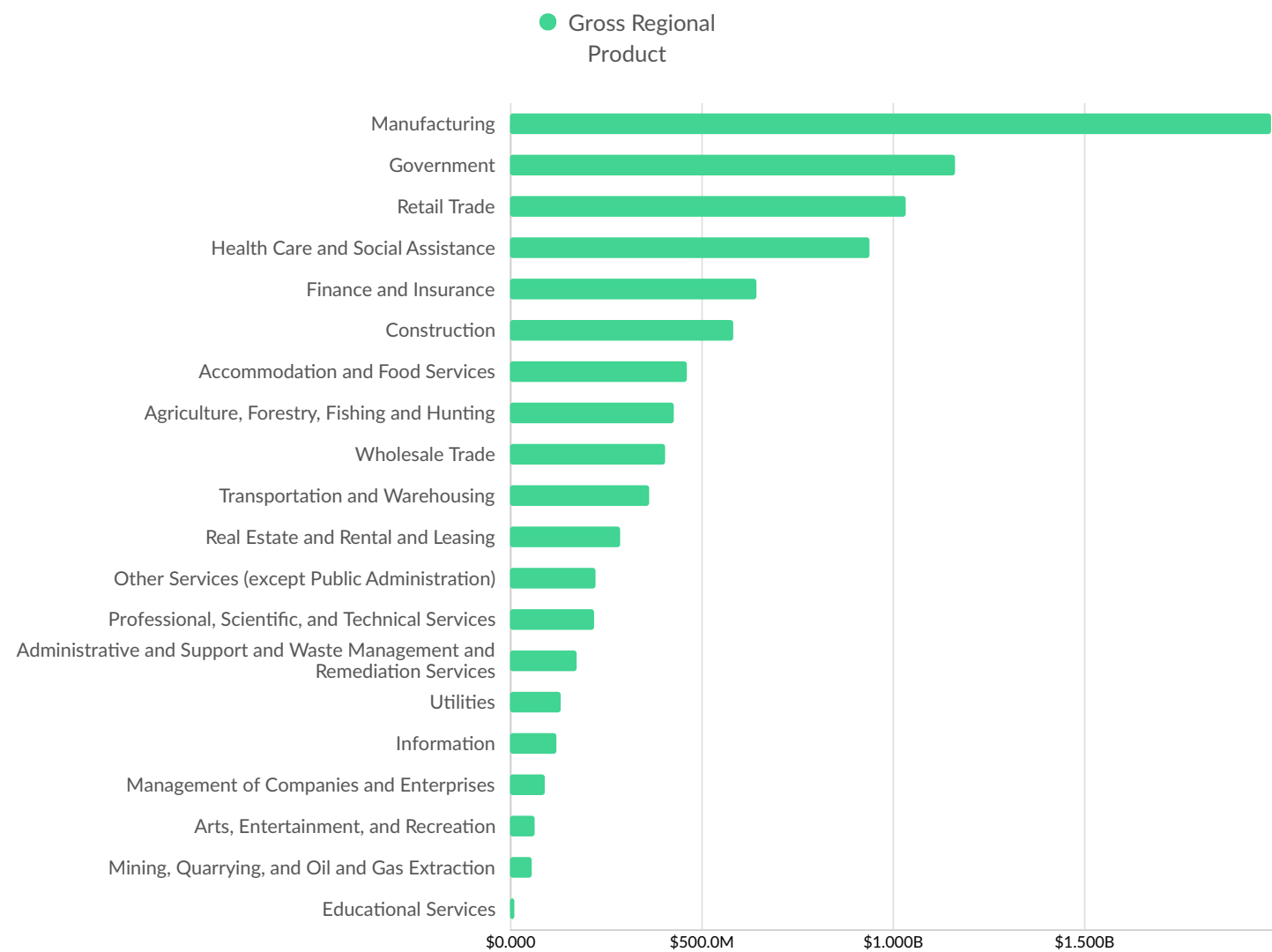
## Top Growing Industries



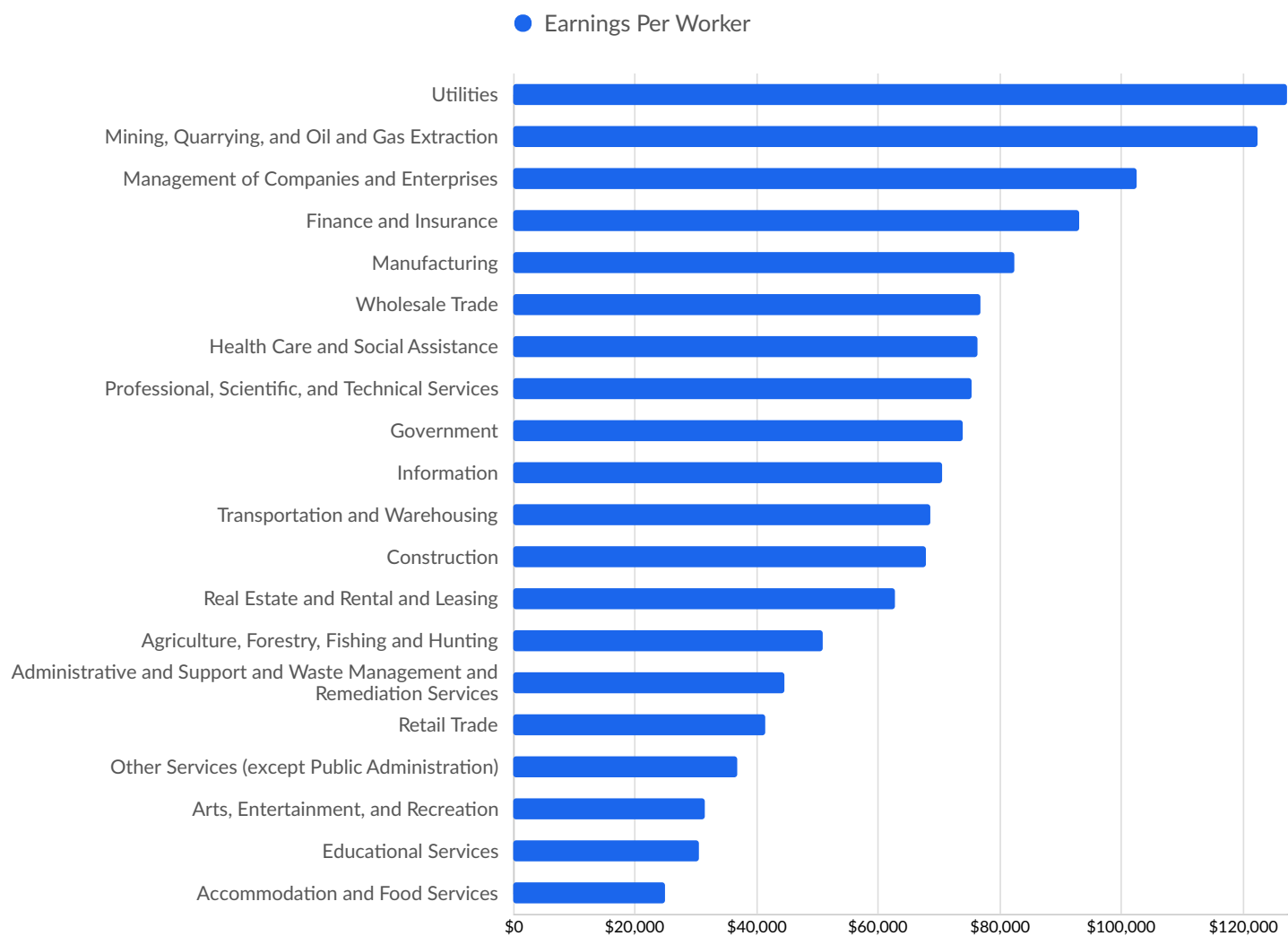
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



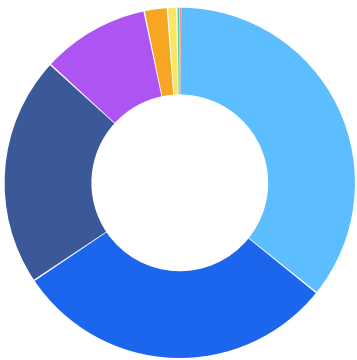
# Business Characteristics

## 12,640 Companies Employ Your Workers

Online profiles for your workers mention 12,640 companies as employers, with the top 10 appearing below. In the last 12 months, 2,087 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.              | 375 <div></div> | Aspirus                | 799 <div></div> |
| Aspirus                         | 364 <div></div> | CompHealth             | 488 <div></div> |
| State of Wisconsin              | 311 <div></div> | Weatherby Healthcare   | 388 <div></div> |
| Marshfield Clinic               | 304 <div></div> | Marshfield Clinic      | 288 <div></div> |
| Church Mutual Insurance Comp... | 297 <div></div> | Providence             | 261 <div></div> |
| Ministry Health Care            | 227 <div></div> | Vetted Health          | 240 <div></div> |
| Nicolet College                 | 188 <div></div> | Advocate Aurora Health | 220 <div></div> |
| Walmart                         | 187 <div></div> | Cci Systems            | 218 <div></div> |
| Potawatomi Bingo Casino         | 182 <div></div> | Aya Healthcare         | 214 <div></div> |
| Advocate Aurora Health          | 157 <div></div> | Walmart                | 206 <div></div> |

## Business Size

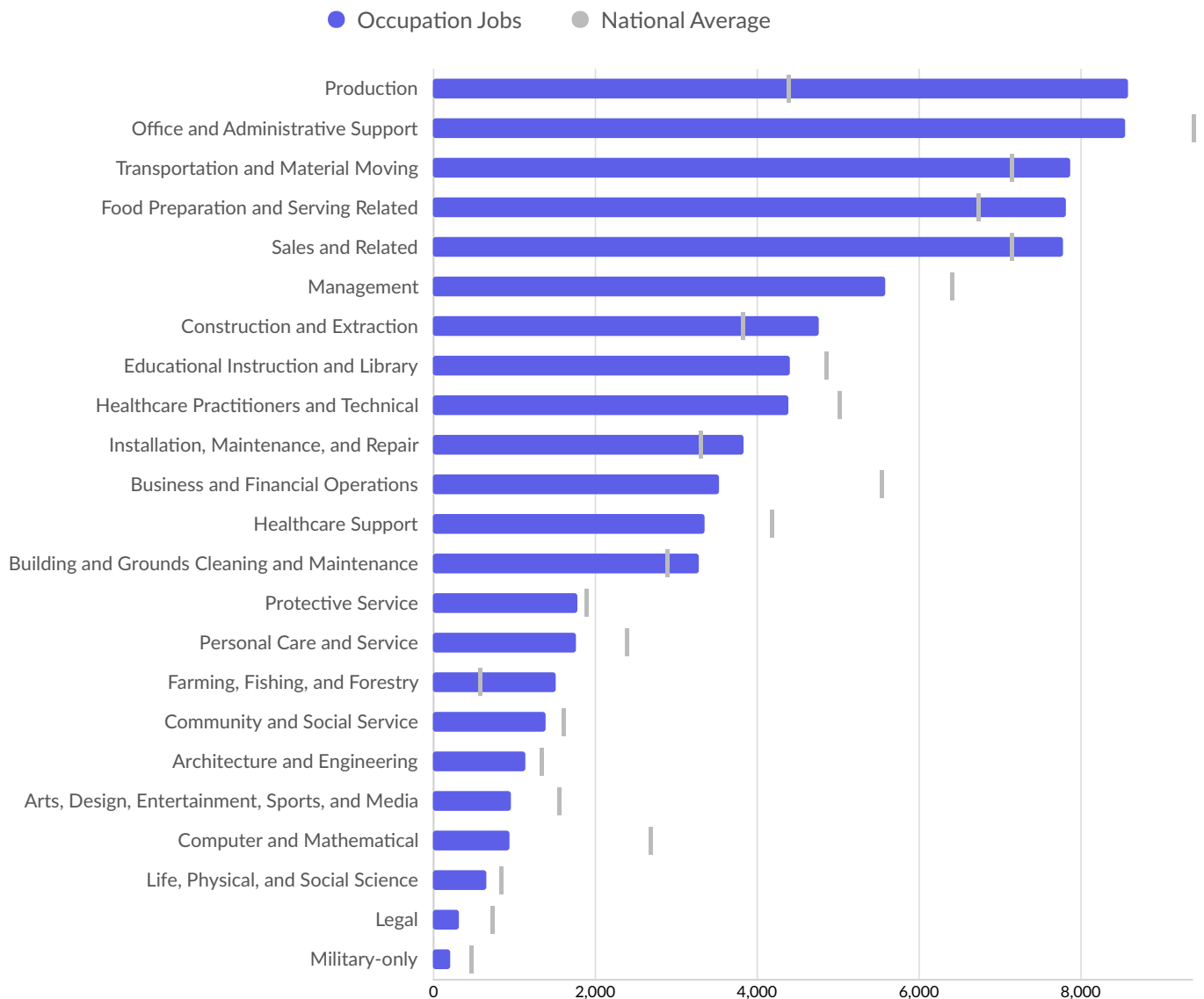


|                      | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees     | 35.7%      | 3,656          |
| 5 to 9 employees     | 29.8%      | 3,055          |
| 10 to 19 employees   | 21.2%      | 2,169          |
| 20 to 49 employees   | 10.0%      | 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              |

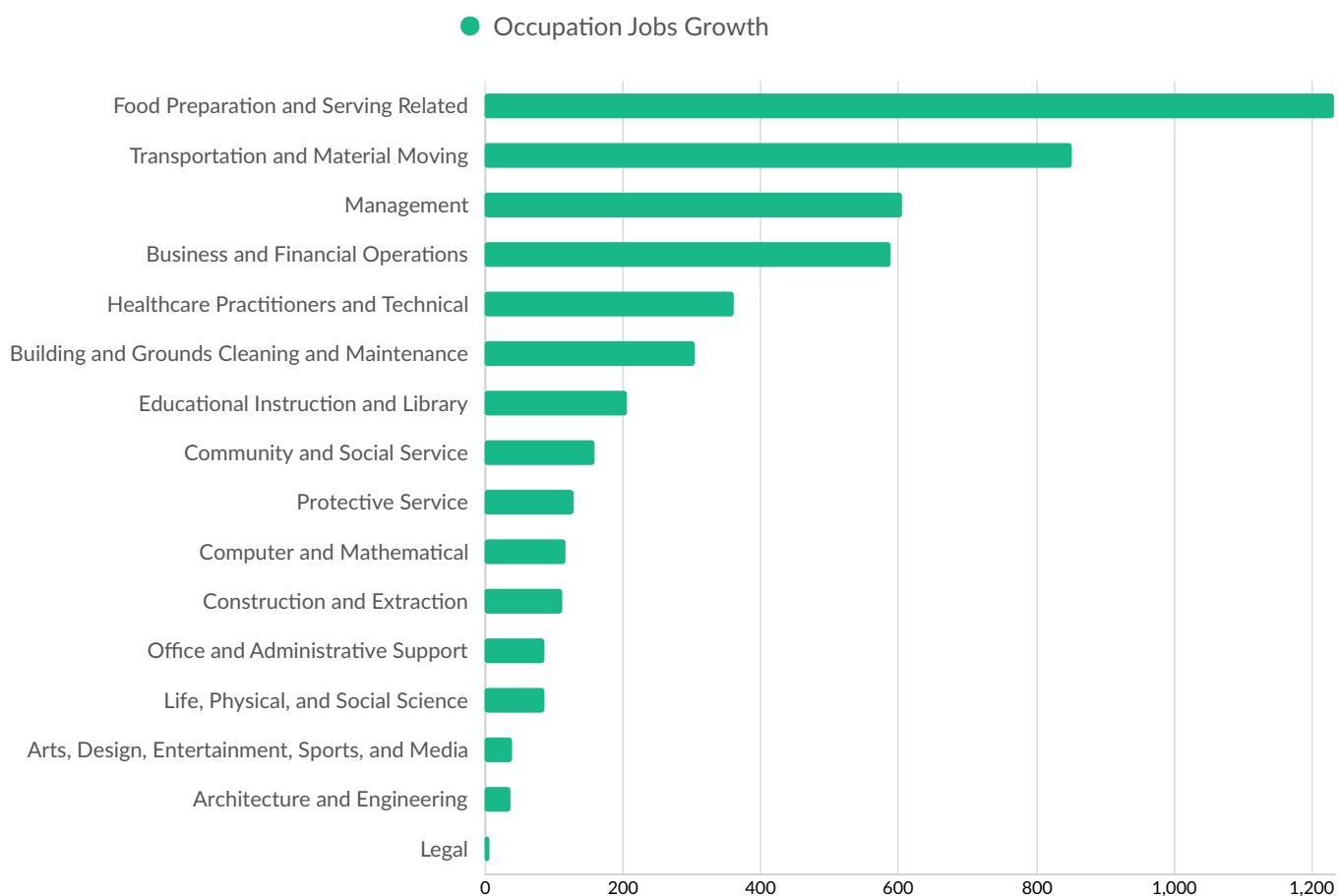
*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

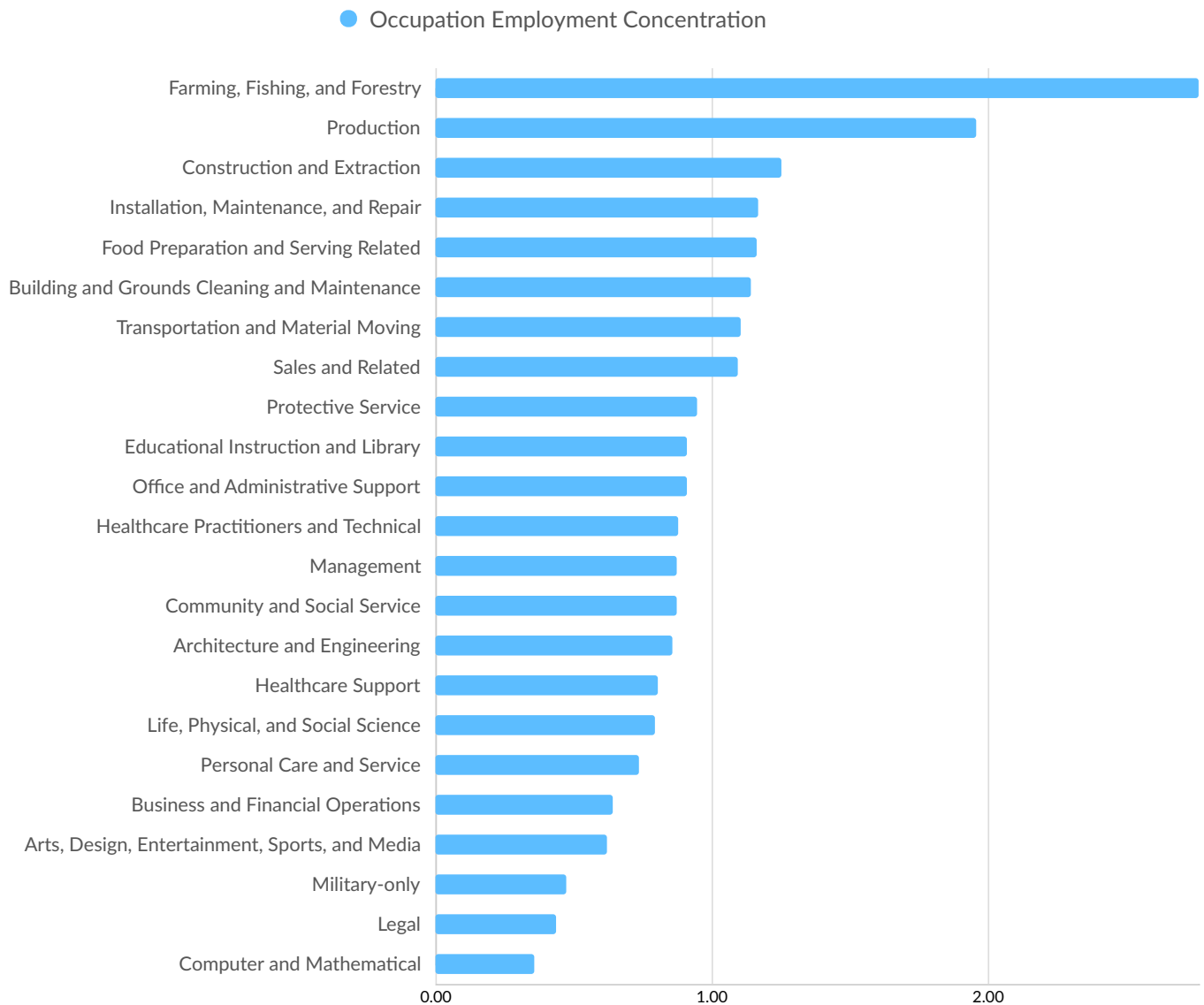
## Largest Occupations



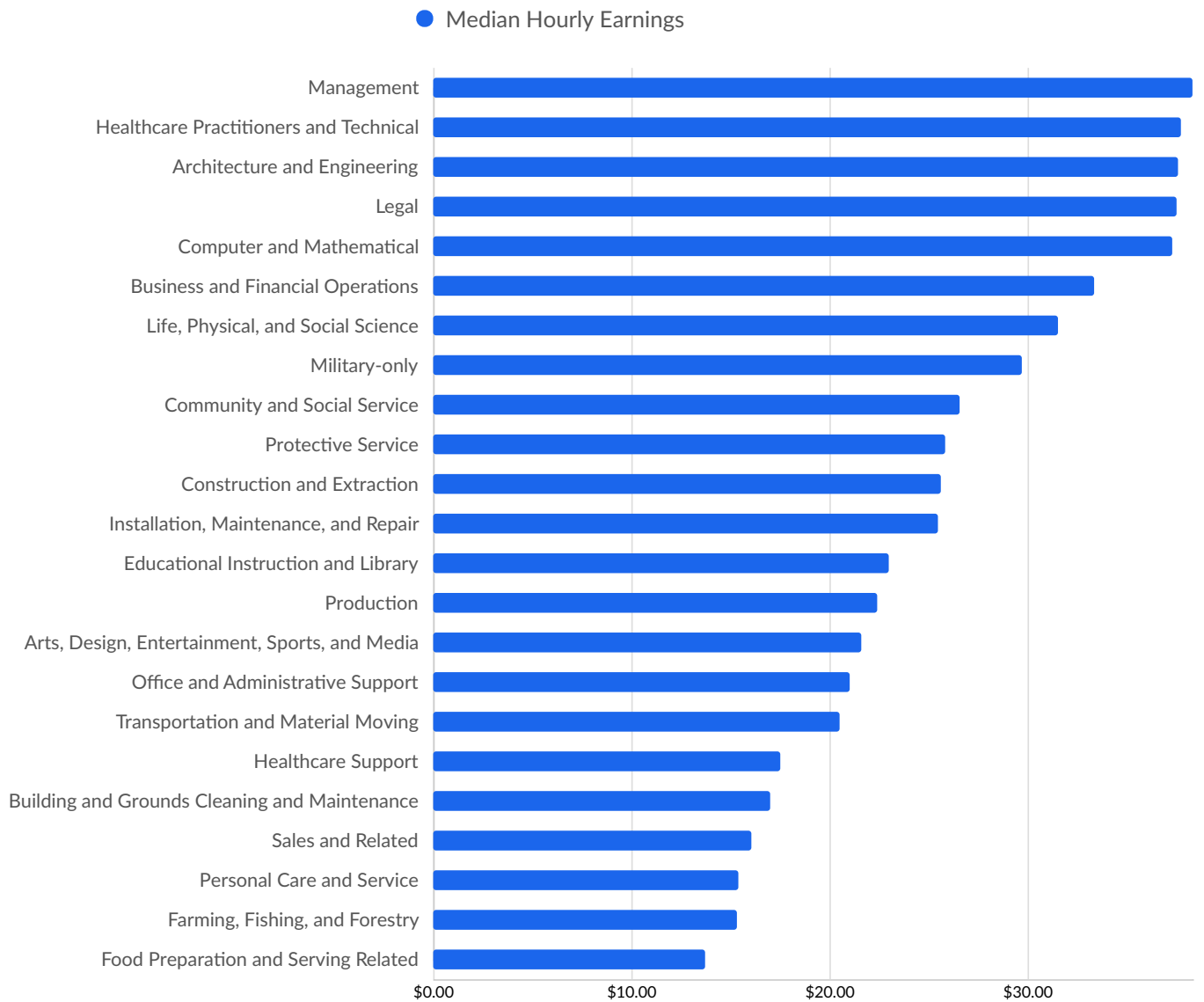
## Top Growing Occupations



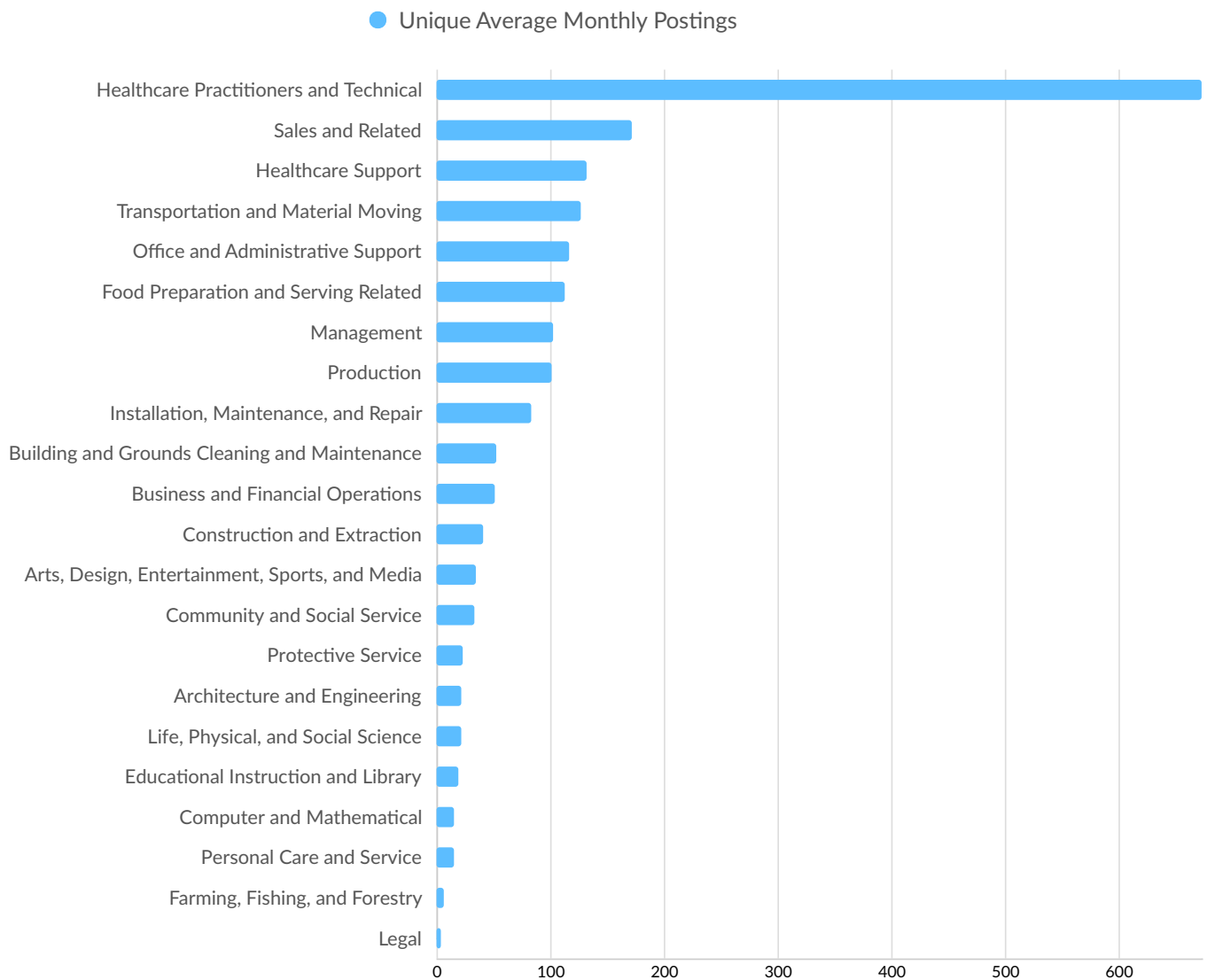
## Top Occupation Employment Concentration



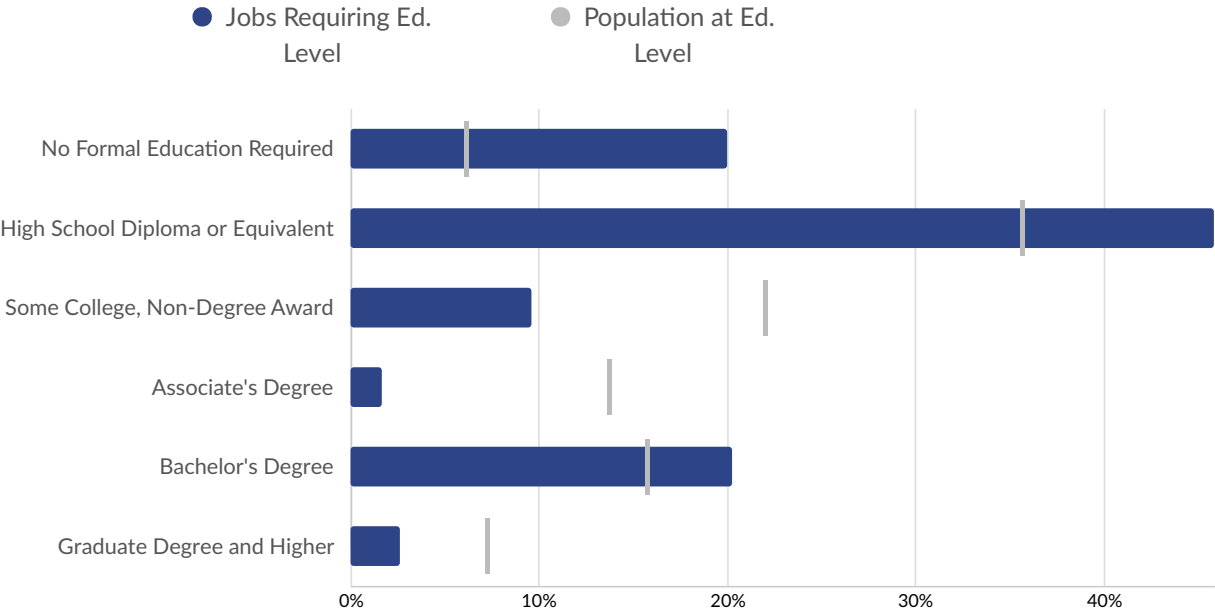
## Top Occupation Earnings



## Top Posted Occupations

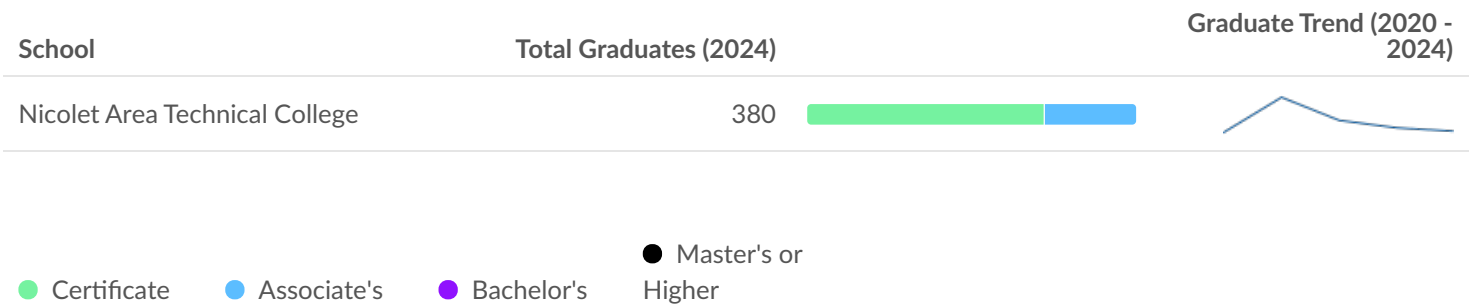


Underemployment



## 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

