



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.

84,682

Total Regional Employment

Jobs **grew by 3,716** over the last 5 years and are projected to **grow by 2,012** over the next 5 years.

\$63.8K

Avg. Earnings Per Job (2025)

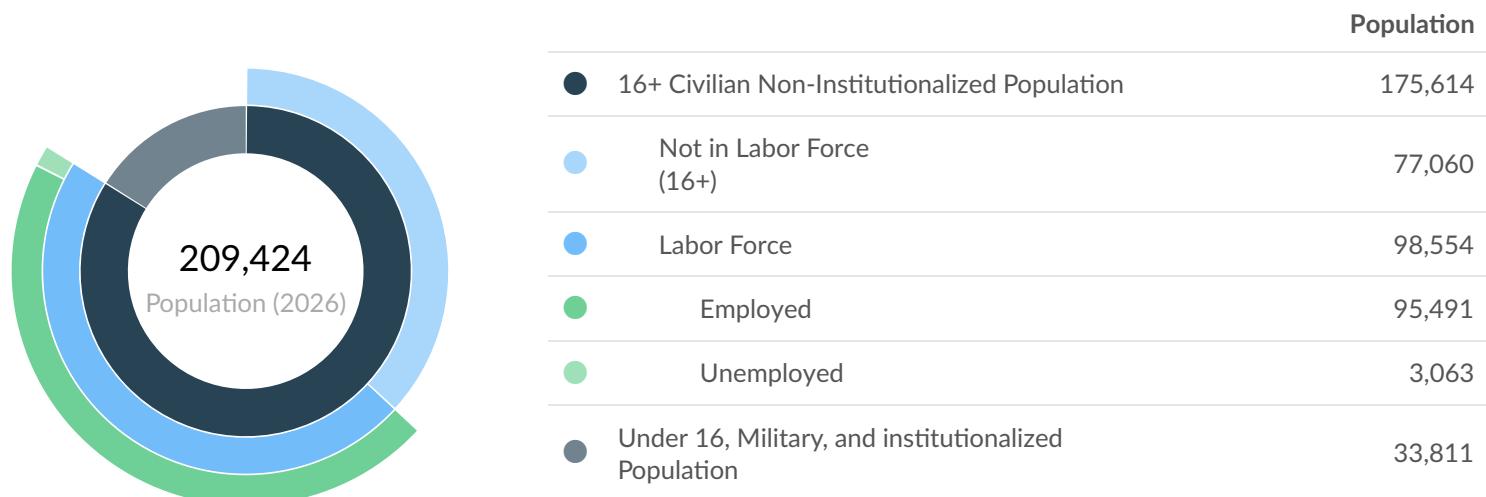
Regional average earnings per job are **\$26.8K below** the national average earnings of \$90.6K per job.

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 4.6%** in Grow North from 80,965 to **84,682**. This change **fell short of the national growth rate of 10.7% by 6.1%**. 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).

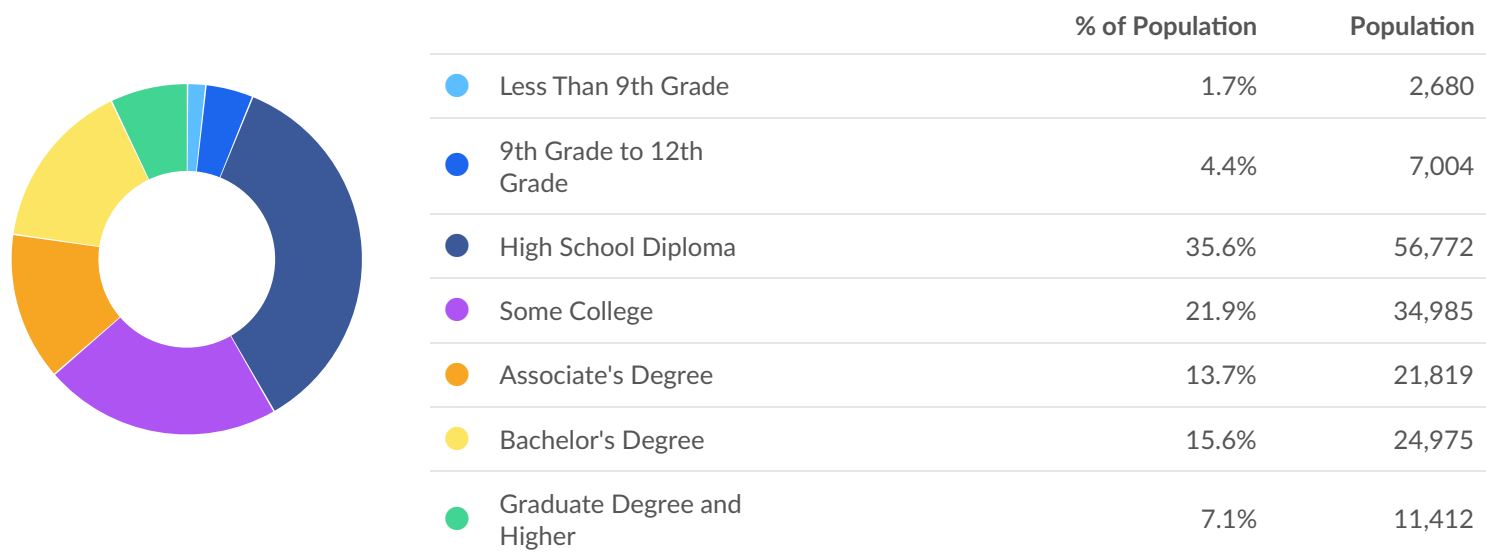
	Population (2026)	Labor Force (May 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	209,424	98,554	84,682	100.7	\$10.64B	\$17.42B	\$13.32B
State	5,996,794	3,116,888	3,271,903	100.3	\$465.78B	\$405.31B	\$440.34B

May 2026 Labor Force Breakdown



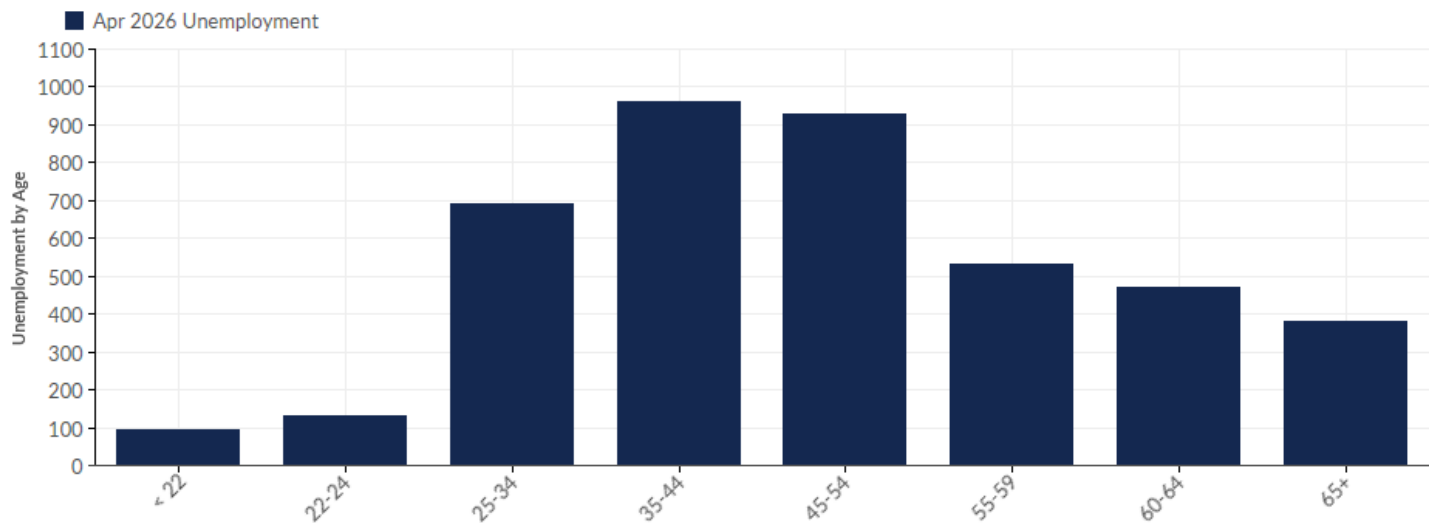
Educational Attainment

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).



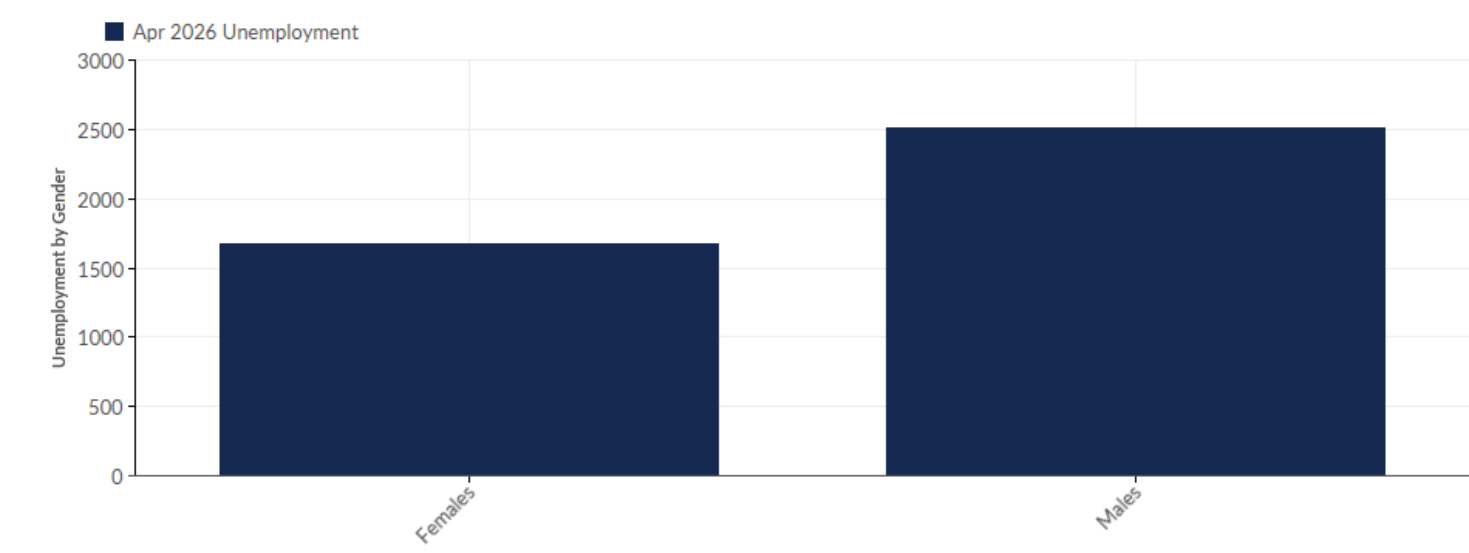
Unemployment by Demographics

Unemployment by Age



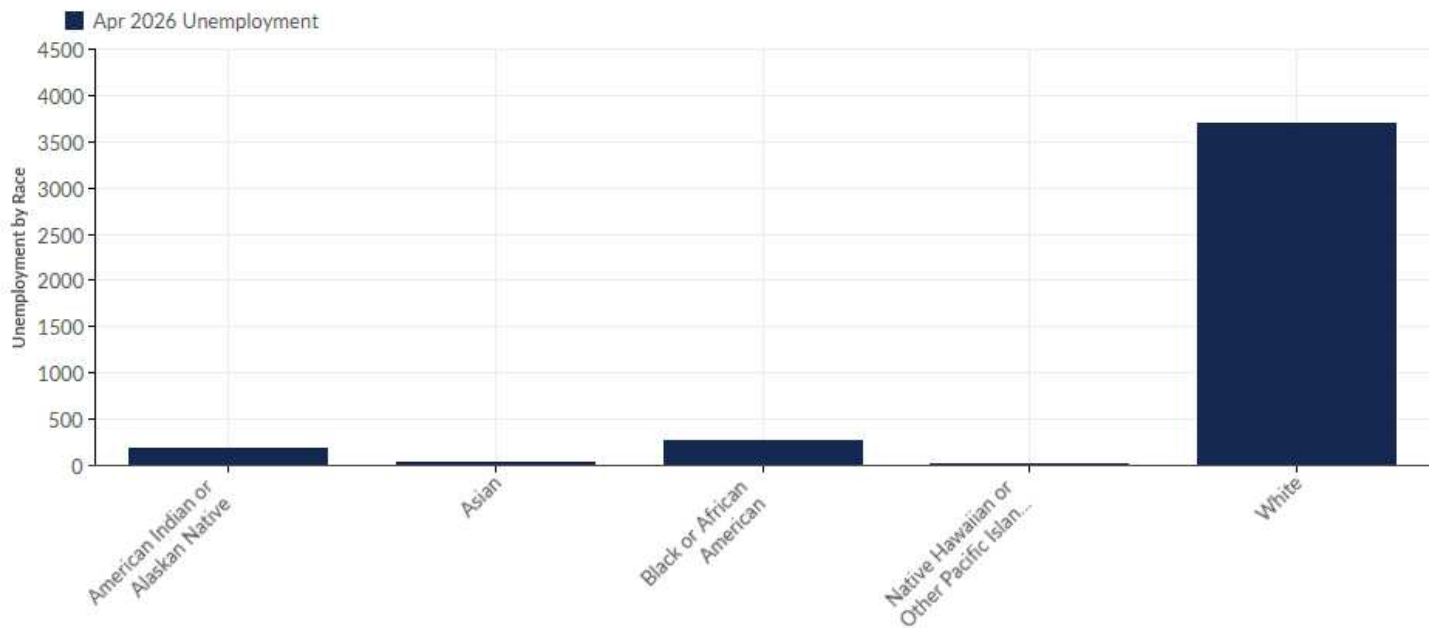
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	94	2.24%
22-24	129	3.08%
25-34	692	16.52%
35-44	960	22.92%
45-54	927	22.13%
55-59	533	12.72%
60-64	472	11.27%
65+	381	9.10%
Total	4,189	100.00%

Unemployment by Gender



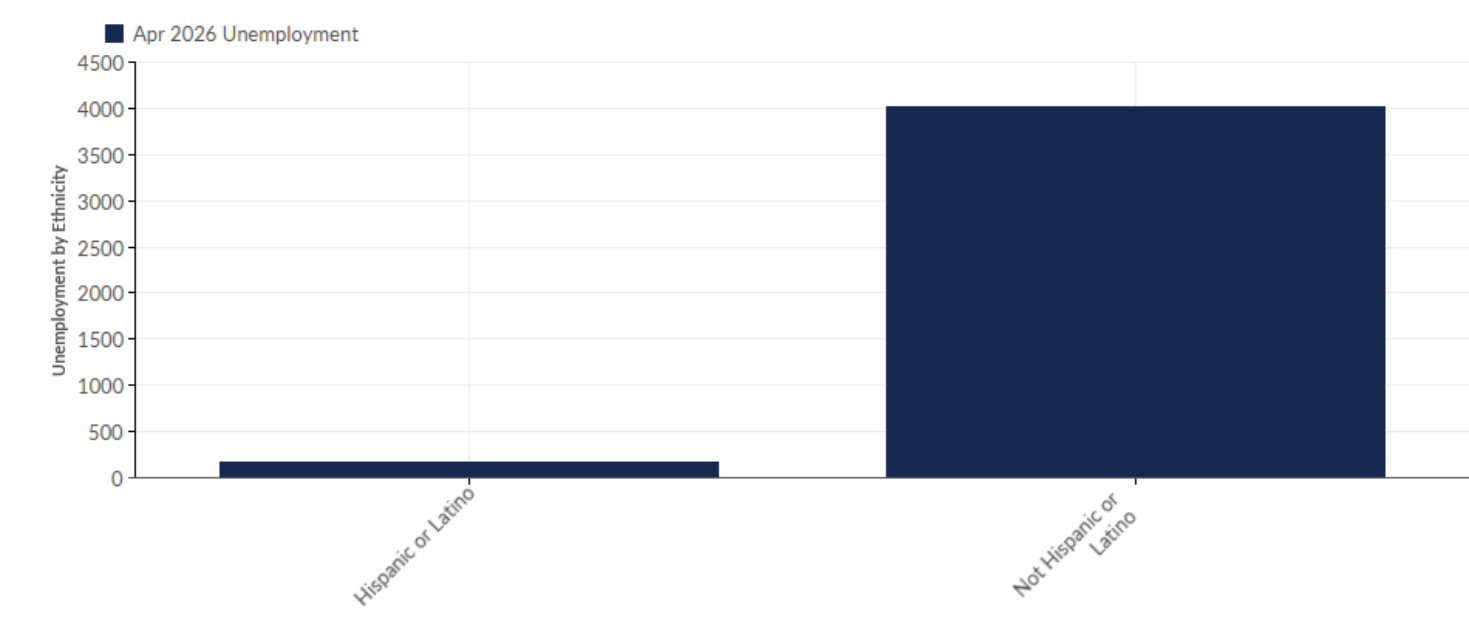
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	1,678	40.06%
Males	2,511	59.94%
Total	4,189	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	179	4.27%
Asian	34	0.81%
Black or African American	275	6.56%
Native Hawaiian or Other Pacific Islander	9	0.21%
White	3,692	88.14%
Total	4,189	100.00%

Unemployment by Ethnicity

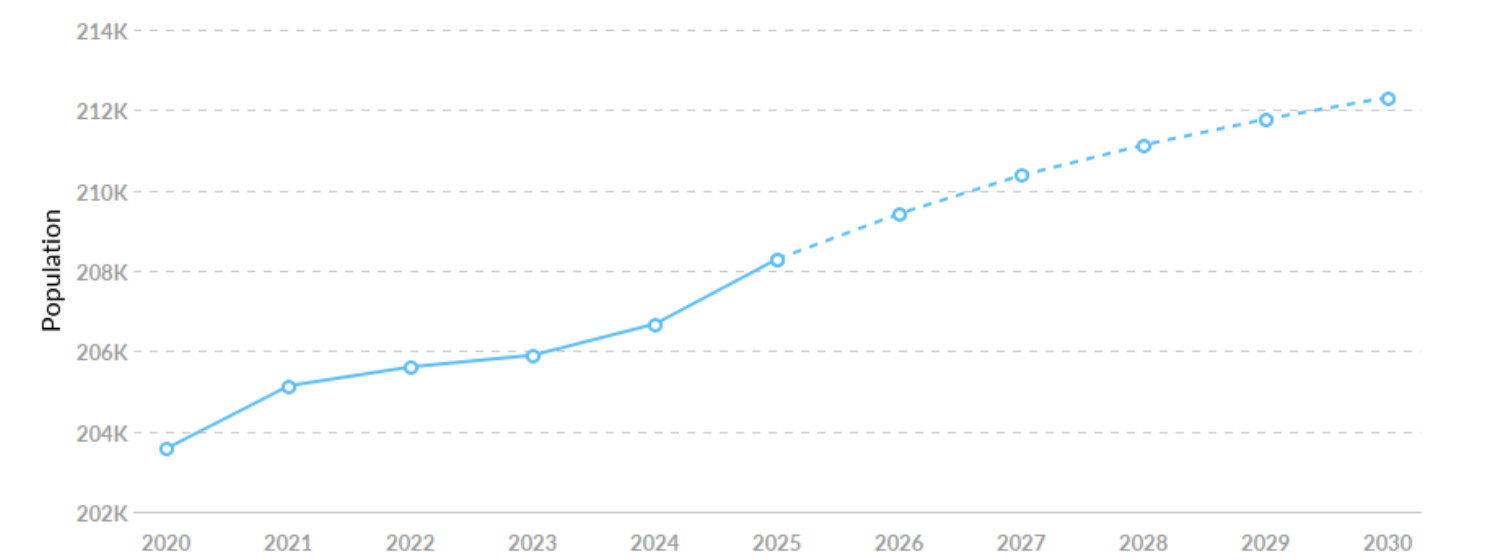


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	167	3.99%
Not Hispanic or Latino	4,022	96.01%
Total	4,189	100.00%

Historic & Projected Trends

Population Trends

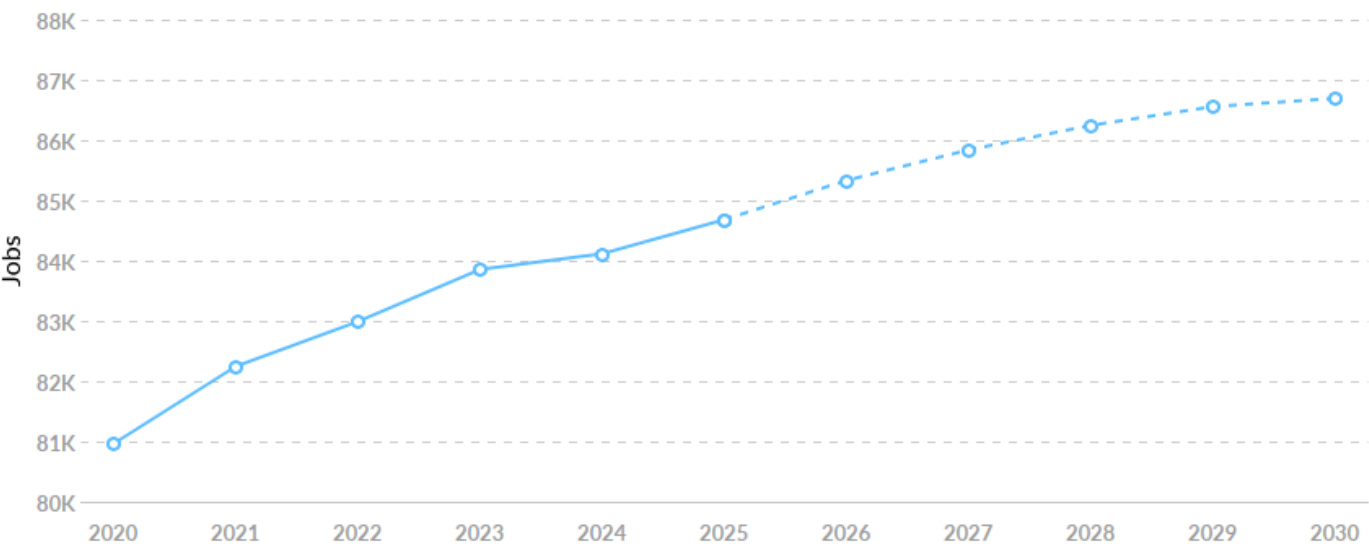
As of 2025 the region's population **increased by 2.3%** since 2020, growing by 4,718. Population is expected to **increase by 1.9%** between 2025 and 2030, adding 4,021.



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

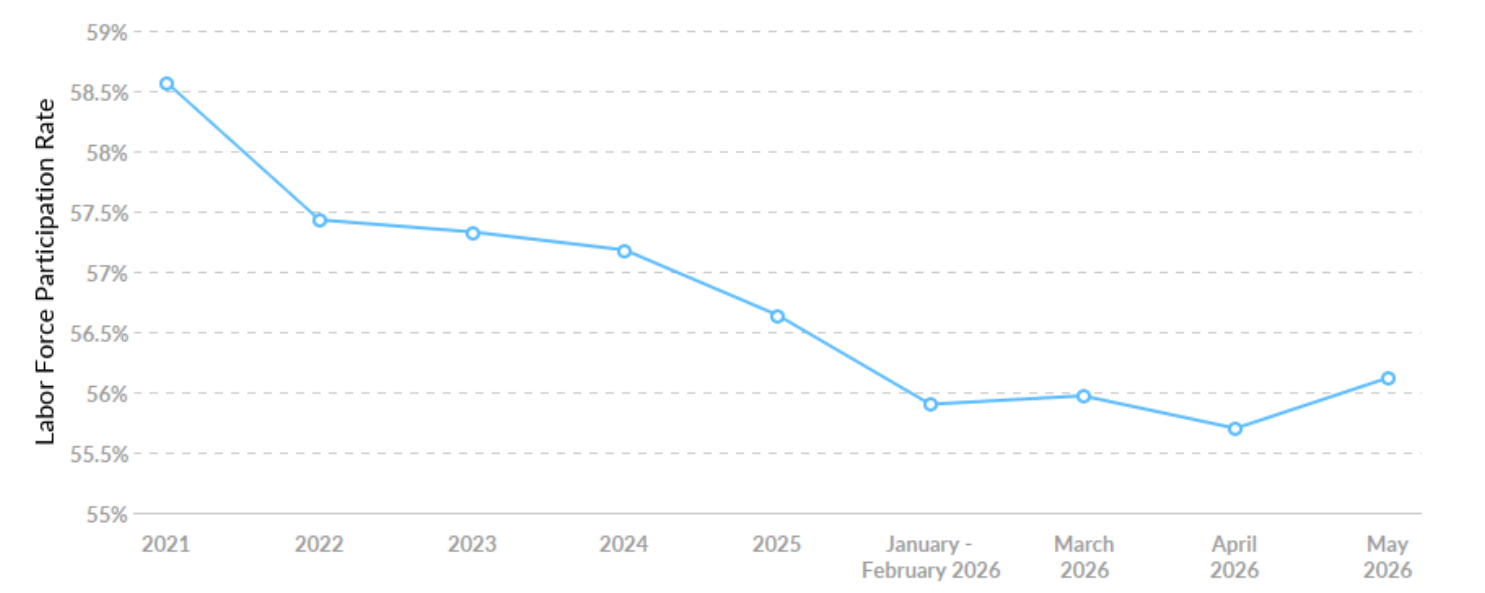
Job Trends

From 2020 to 2025, jobs increased by 4.6% in Grow North from 80,965 to 84,682. This change fell short of the national growth rate of 10.7% by 6.1%.



Timeframe	Jobs
2020	80,965
2021	82,246
2022	82,991
2023	83,855
2024	84,116
2025	84,682
2026	85,333
2027	85,840
2028	86,246
2029	86,558
2030	86,694

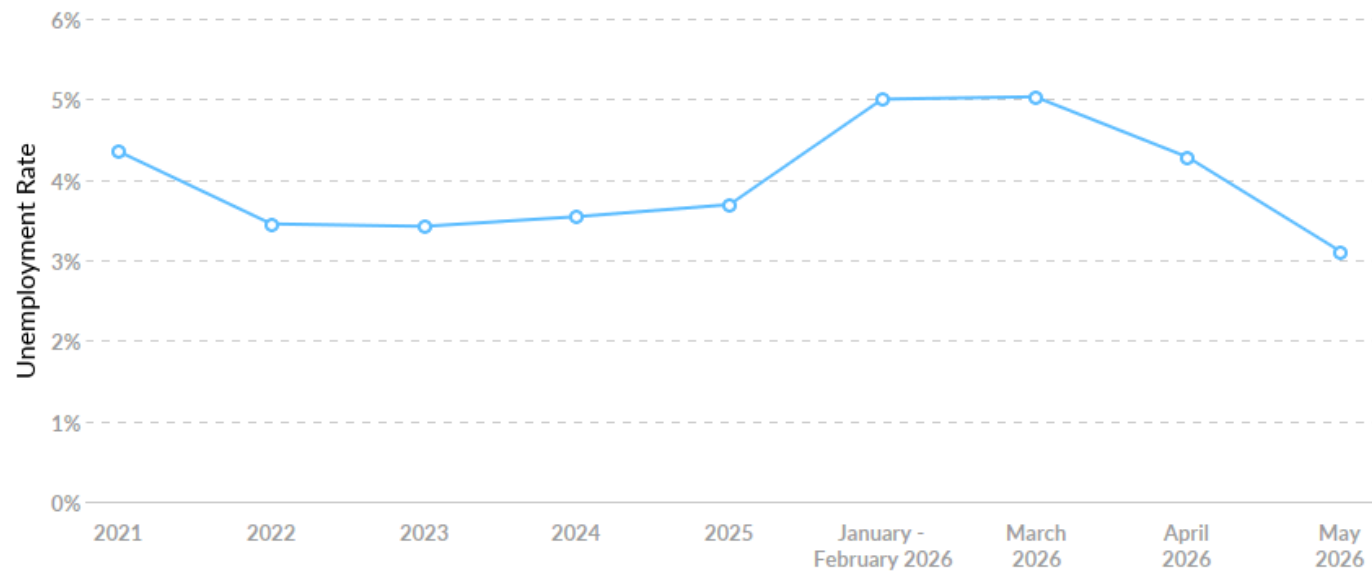
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	58.57%
2022	57.43%
2023	57.33%
2024	57.18%
2025	56.64%
January - February 2026	55.90%
March 2026	55.97%
April 2026	55.70%
May 2026	56.12%

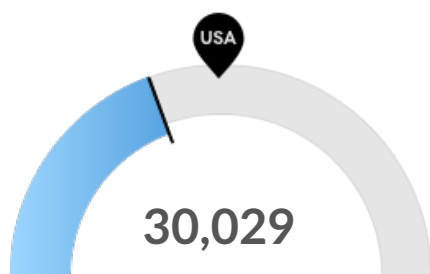
Unemployment Rate Trends

Your areas had a May 2026 unemployment rate of 3.11%, **decreasing from 4.35%** 5 years before.



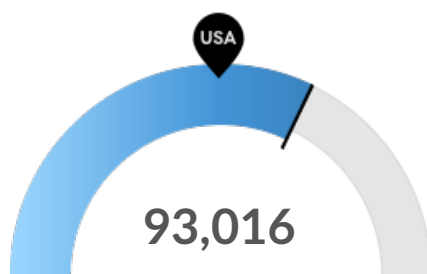
Timeframe	Unemployment Rate
2021	4.35%
2022	3.45%
2023	3.42%
2024	3.54%
2025	3.69%
January - February 2026	5.00%
March 2026	5.03%
April 2026	4.28%
May 2026	3.11%

Population Characteristics



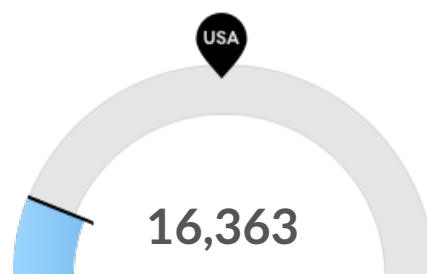
Millennials

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



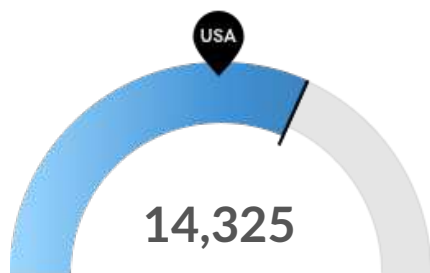
Retiring Soon

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.



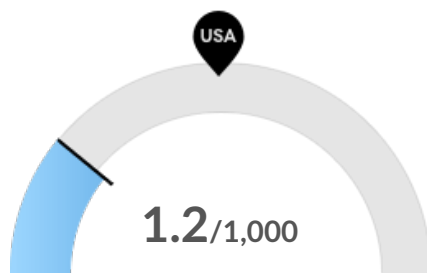
Racial Diversity

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.



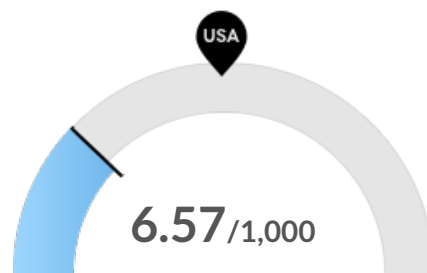
Veterans

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.

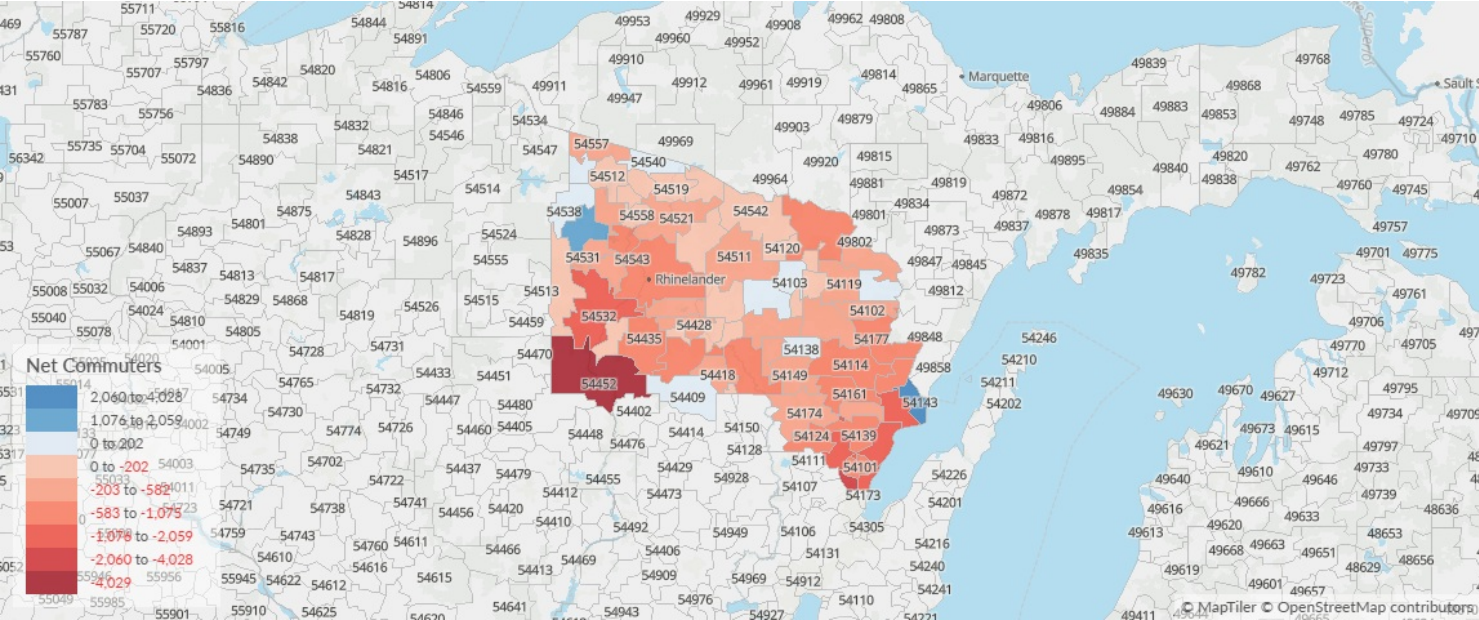


Property Crime

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 54501.

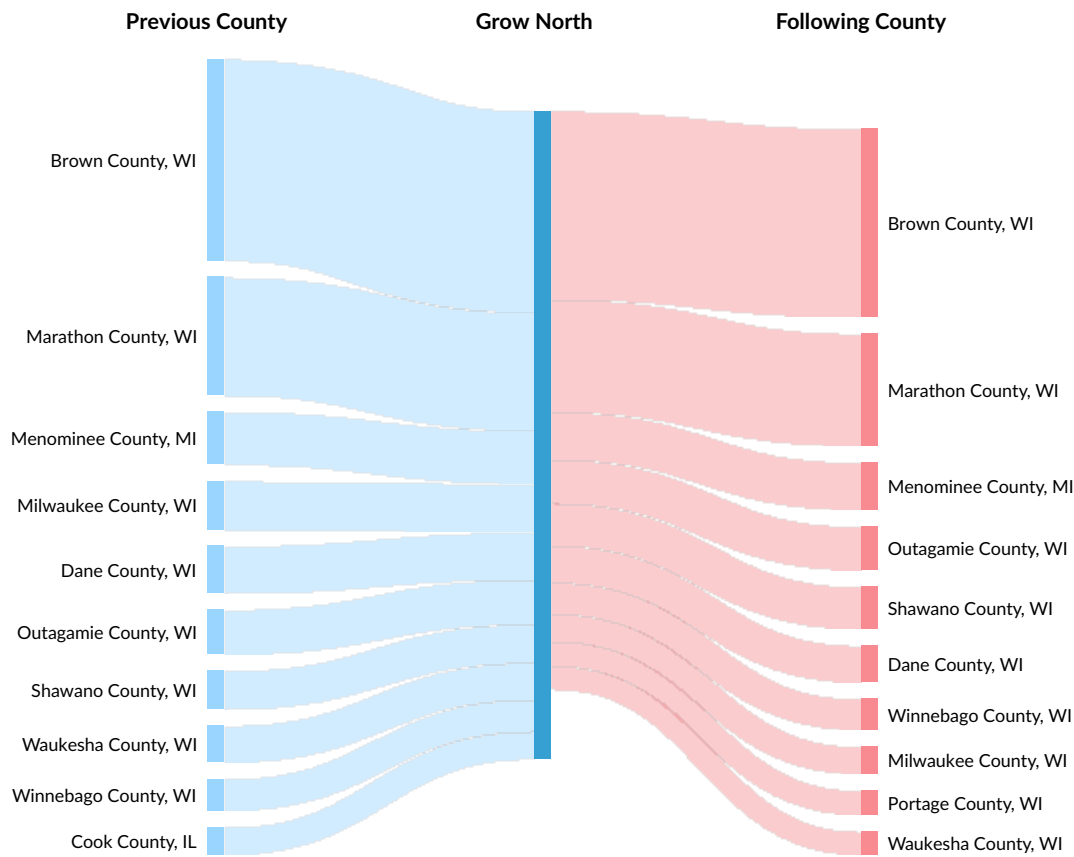


Where Talent Works			Where Talent Lives		
ZIP	Name	2025 Employment	ZIP	Name	2025 Workers
54143	Marinette, WI (in Marin...	10,474	54501	Rhineland, WI (in One...	11,061
54501	Rhineland, WI (in One...	10,411	54452	Merrill, WI (in Lincoln c...	10,334
54409	Antigo, WI (in Langlade ...	7,094	54143	Marinette, WI (in Marin...	7,907
54452	Merrill, WI (in Lincoln c...	6,304	54409	Antigo, WI (in Langlade ...	6,931
54521	Eagle River, WI (in Vilas ...	4,453	54487	Tomahawk, WI (in Linco...	5,266

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.

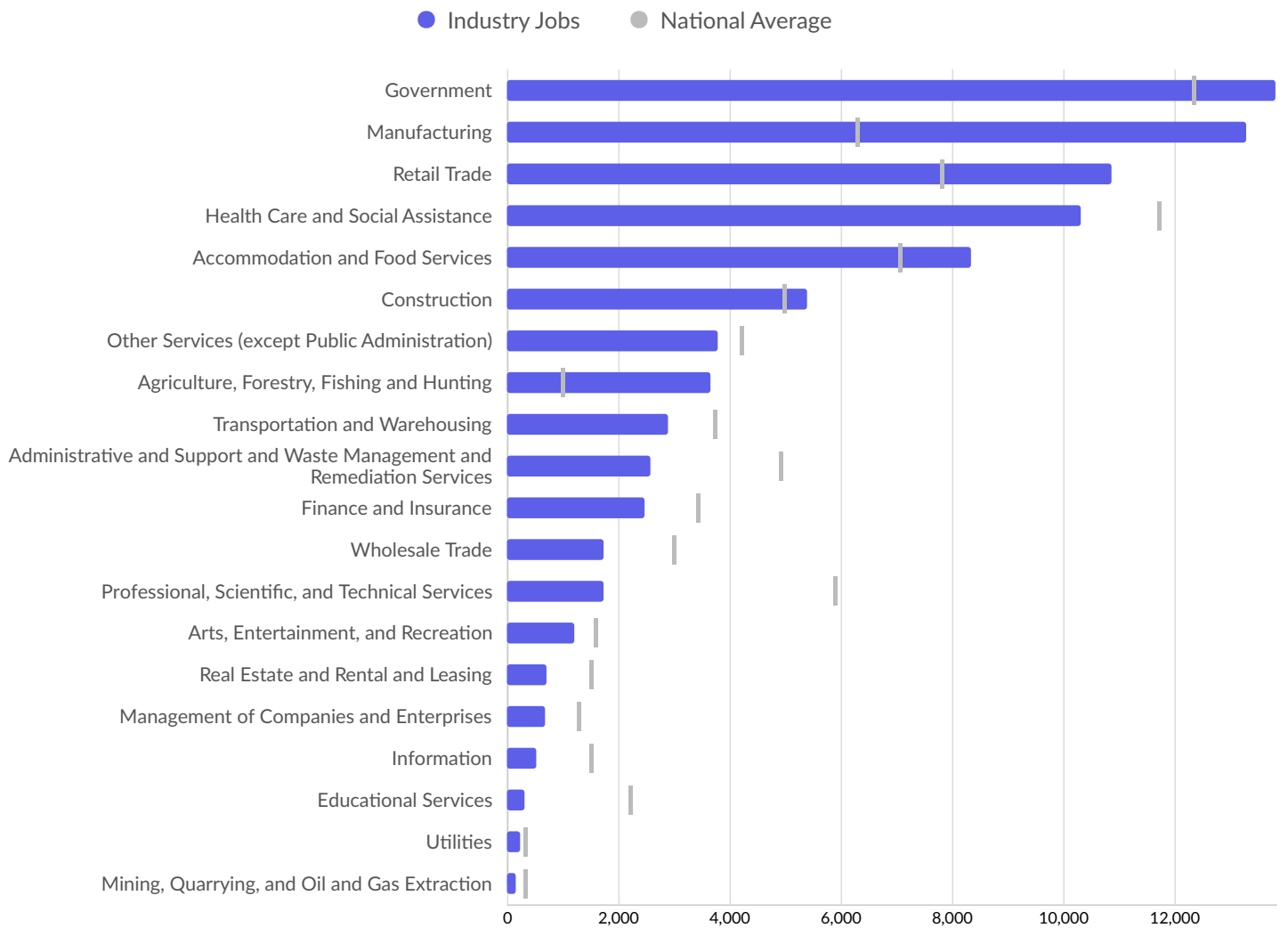


Top Previous Counties	Migrations
Brown County, WI	969
Marathon County, WI	567
Menominee County, MI	254
Milwaukee County, WI	233
Dane County, WI	227
Outagamie County, WI	215

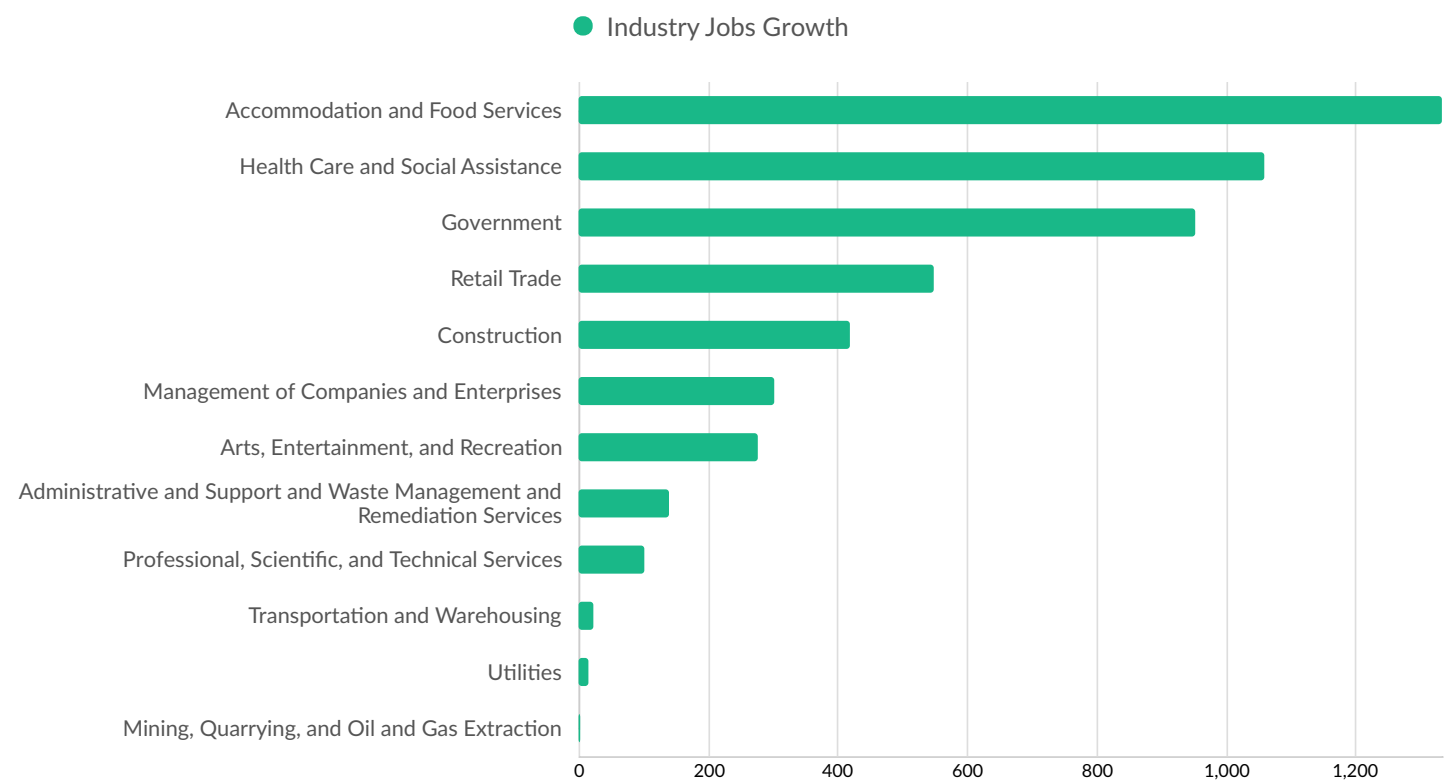
Top Previous Counties	Migrations
Shawano County, WI	184
Waukesha County, WI	177
Winnebago County, WI	153
Cook County, IL	133
Dickinson County, MI	128
Washington County, WI	105
Portage County, WI	93
Dodge County, WI	88
Manitowoc County, WI	82
Top Following Counties	Migrations
Brown County, WI	905
Marathon 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

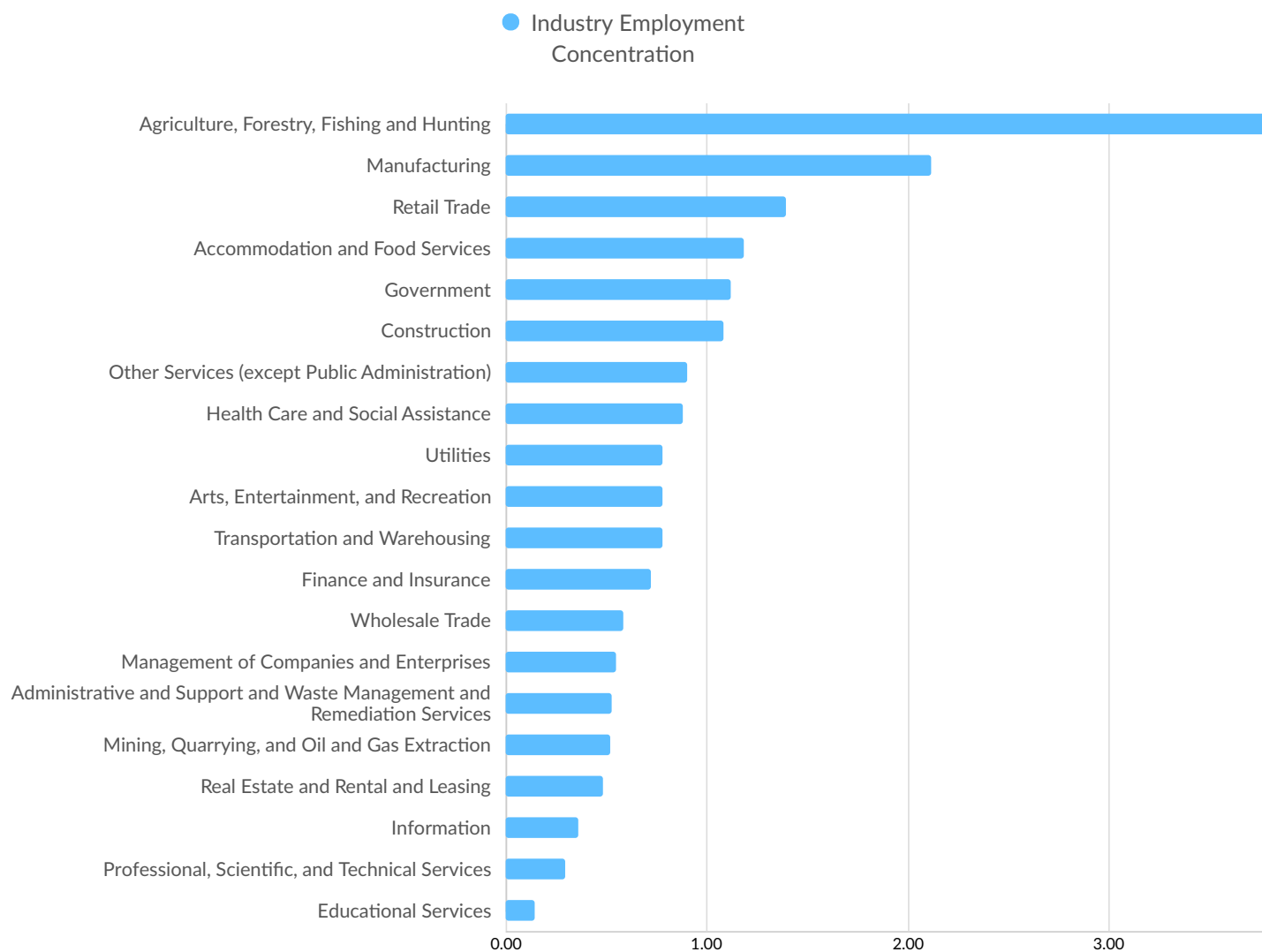
Largest Industries



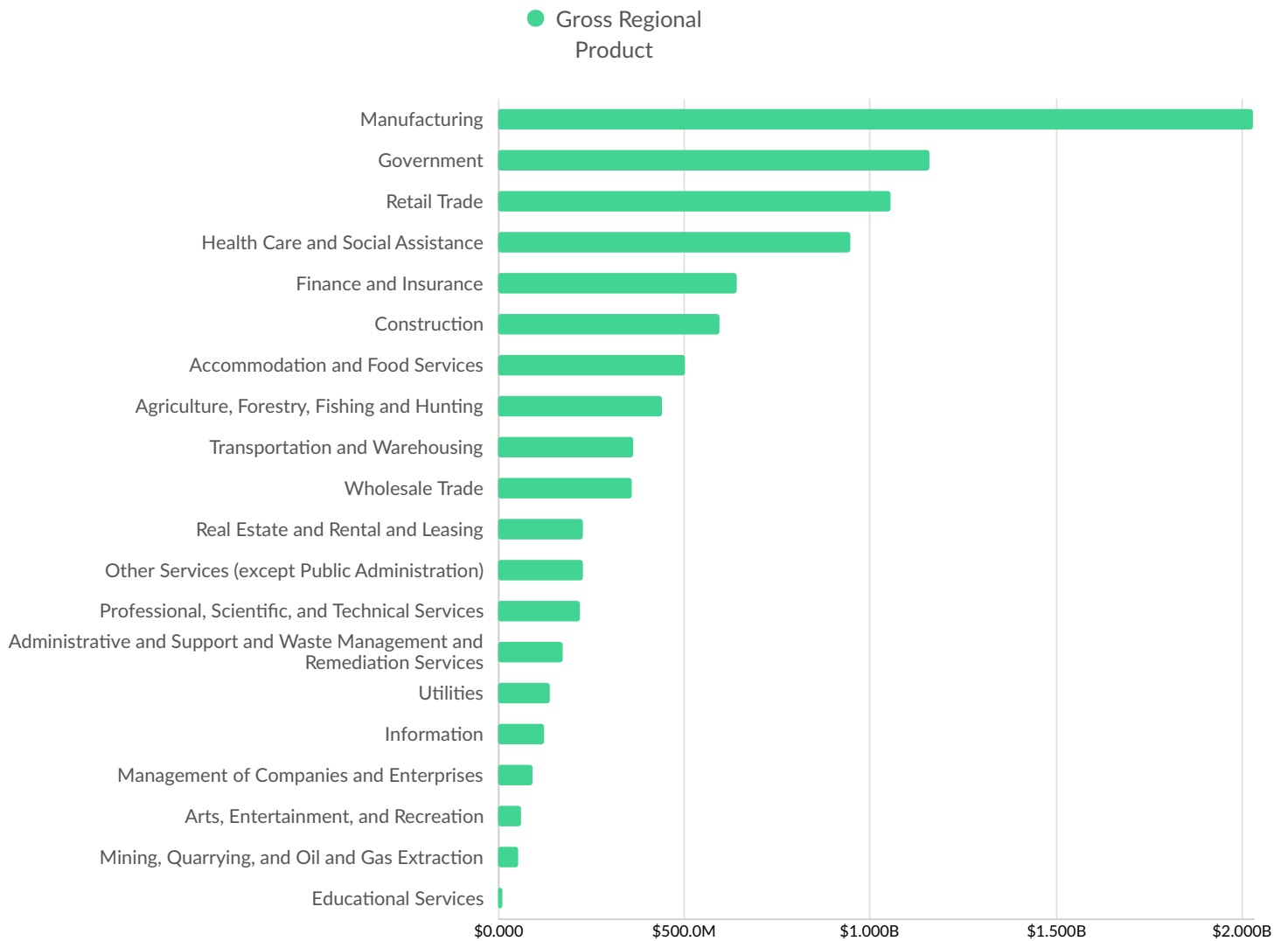
Top Growing Industries



Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



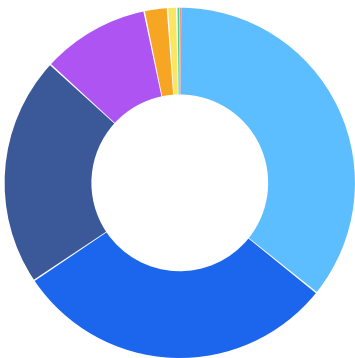
Business Characteristics

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 	Aspirus	799 
Aspirus	364 	CompHealth	488 
State of Wisconsin	311 	Weatherby Healthcare	388 
Marshfield Clinic	304 	Marshfield Clinic	288 
Church Mutual Insurance Comp...	297 	Providence	261 
Ministry Health Care	227 	Vetted Health	240 
Nicolet College	188 	Advocate Aurora Health	220 
Walmart	187 	Cci Systems	218 
Potawatomi Bingo Casino	182 	Aya Healthcare	214 
Advocate Aurora Health	157 	Walmart	206 

Business Size

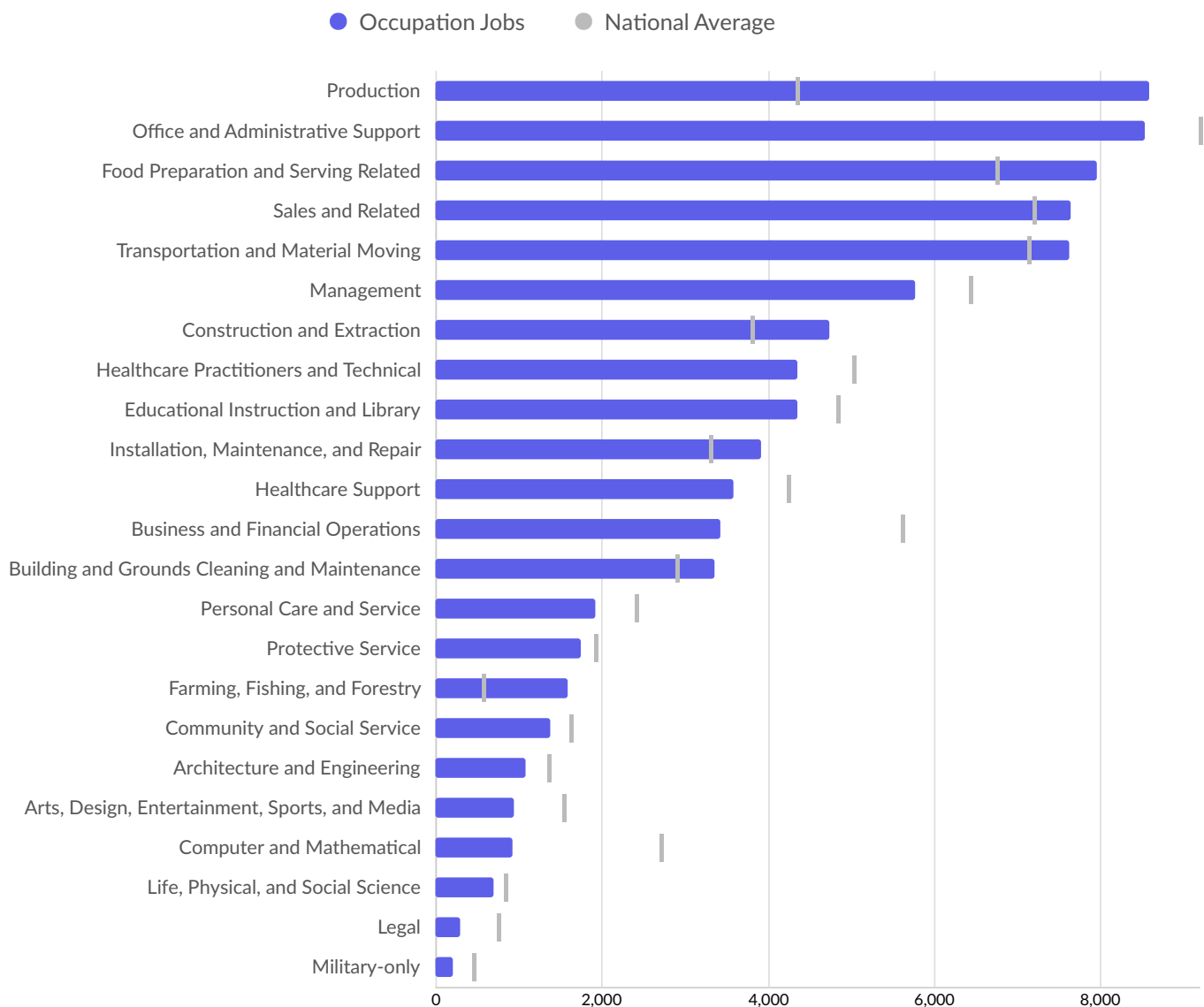


	Percentage	Business Count
1 to 4 employees	35.7%	3,656
5 to 9 employees	29.8%	3,055
10 to 19 employees	21.2%	2,169
20 to 49 employees	10.0%	1,019
50 to 99 employees	2.1%	219
100 to 249 employees	0.8%	87
250 to 499 employees	0.3%	29
500+ employees	0.1%	6

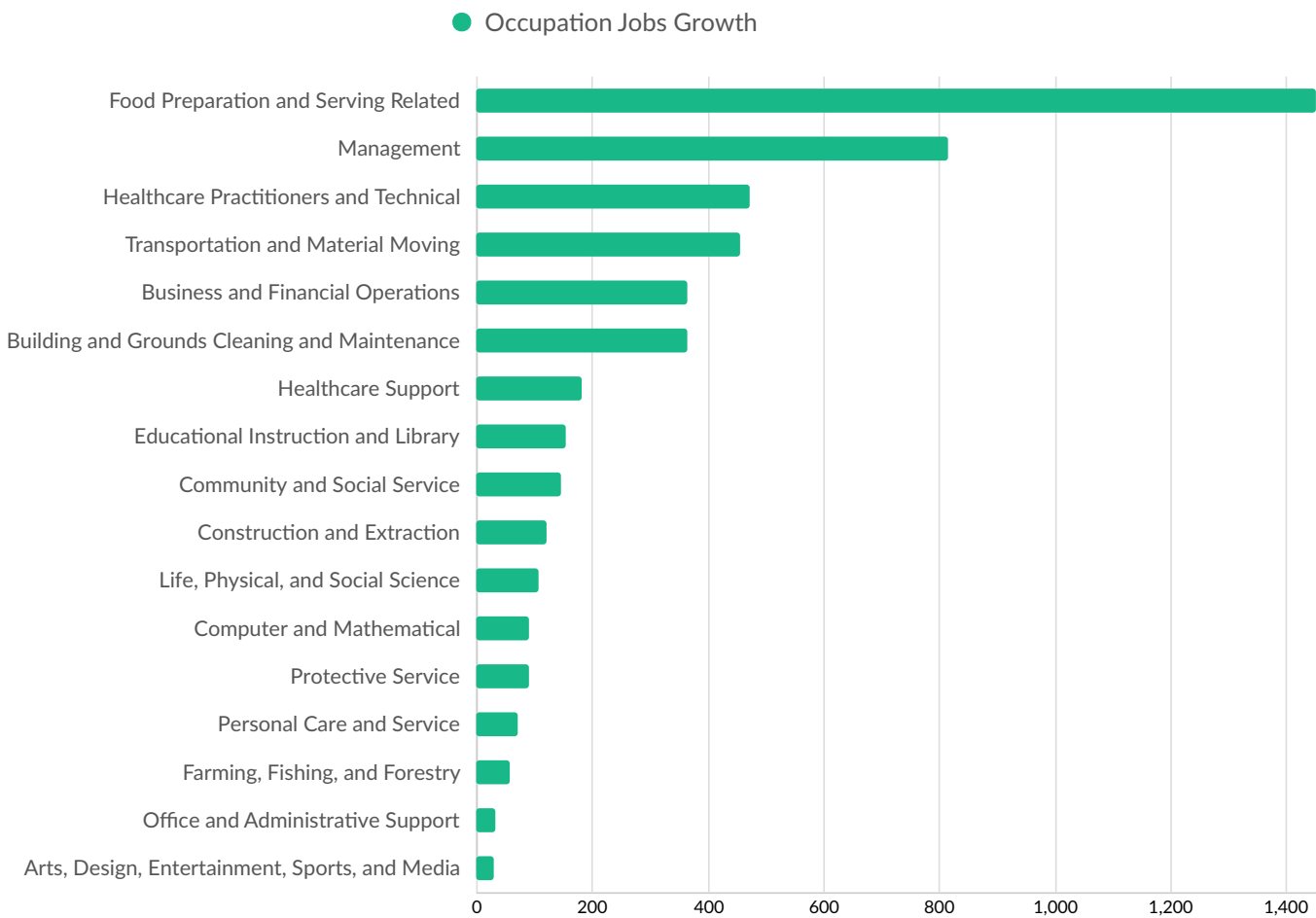
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

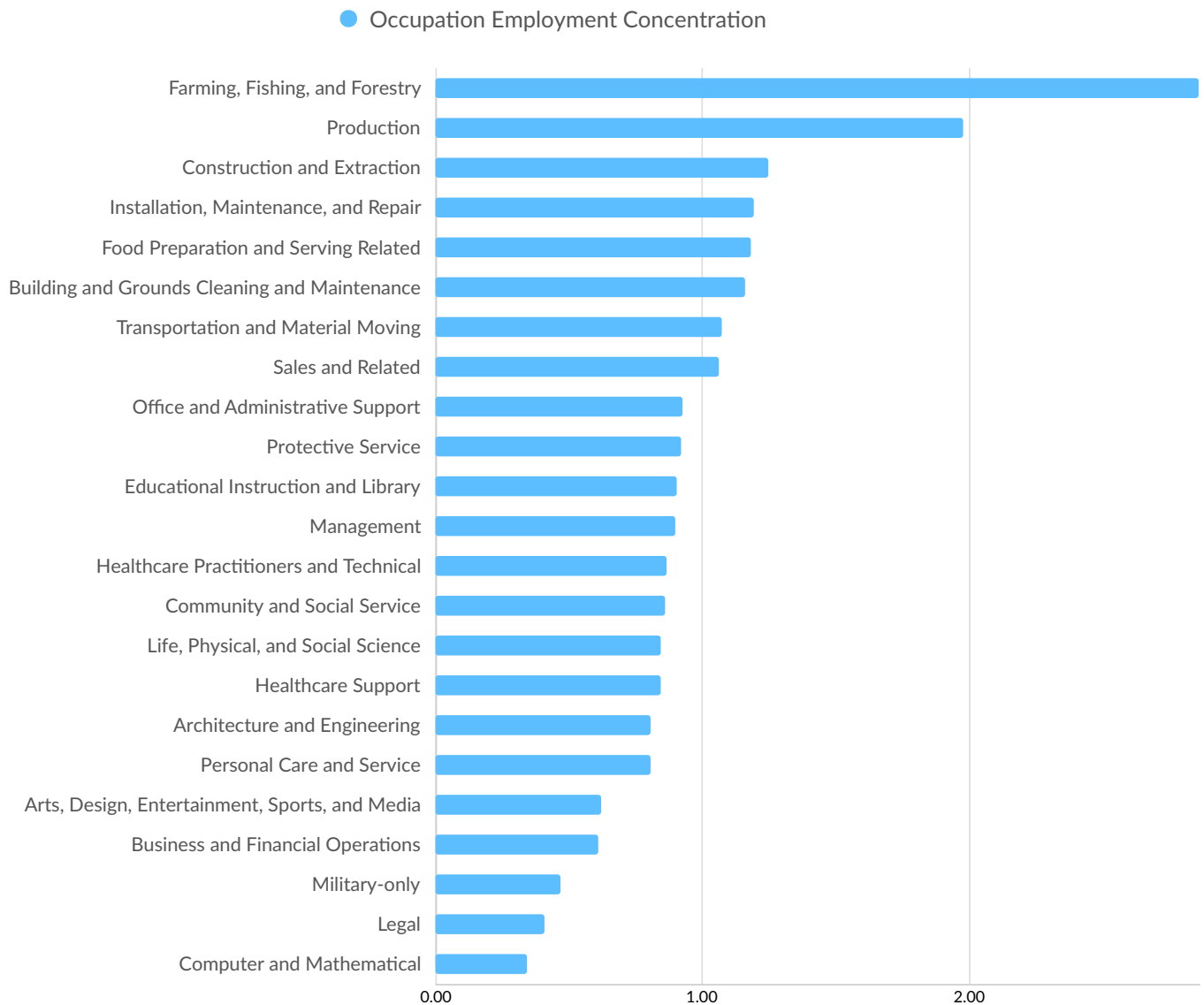
Largest Occupations



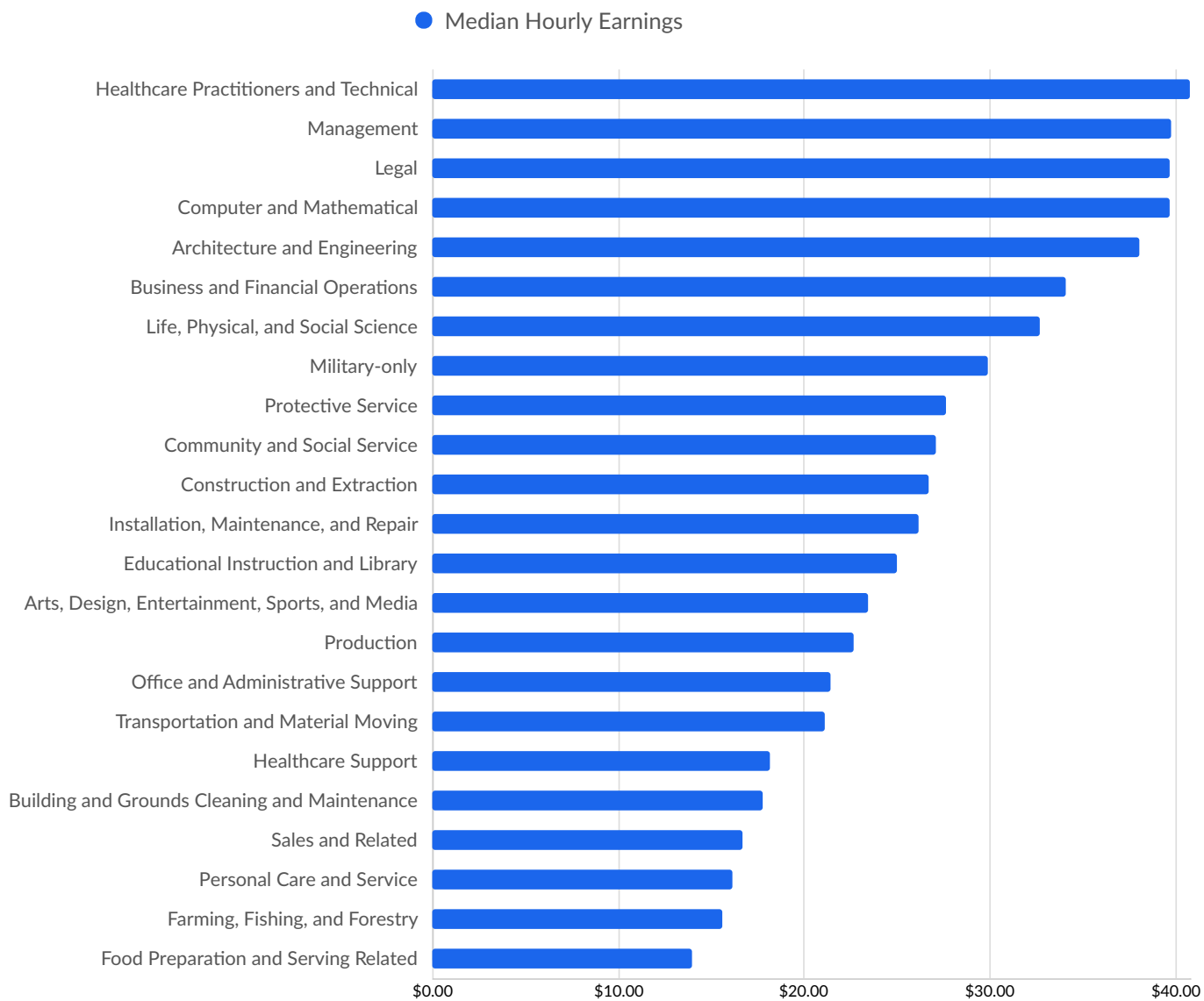
Top Growing Occupations



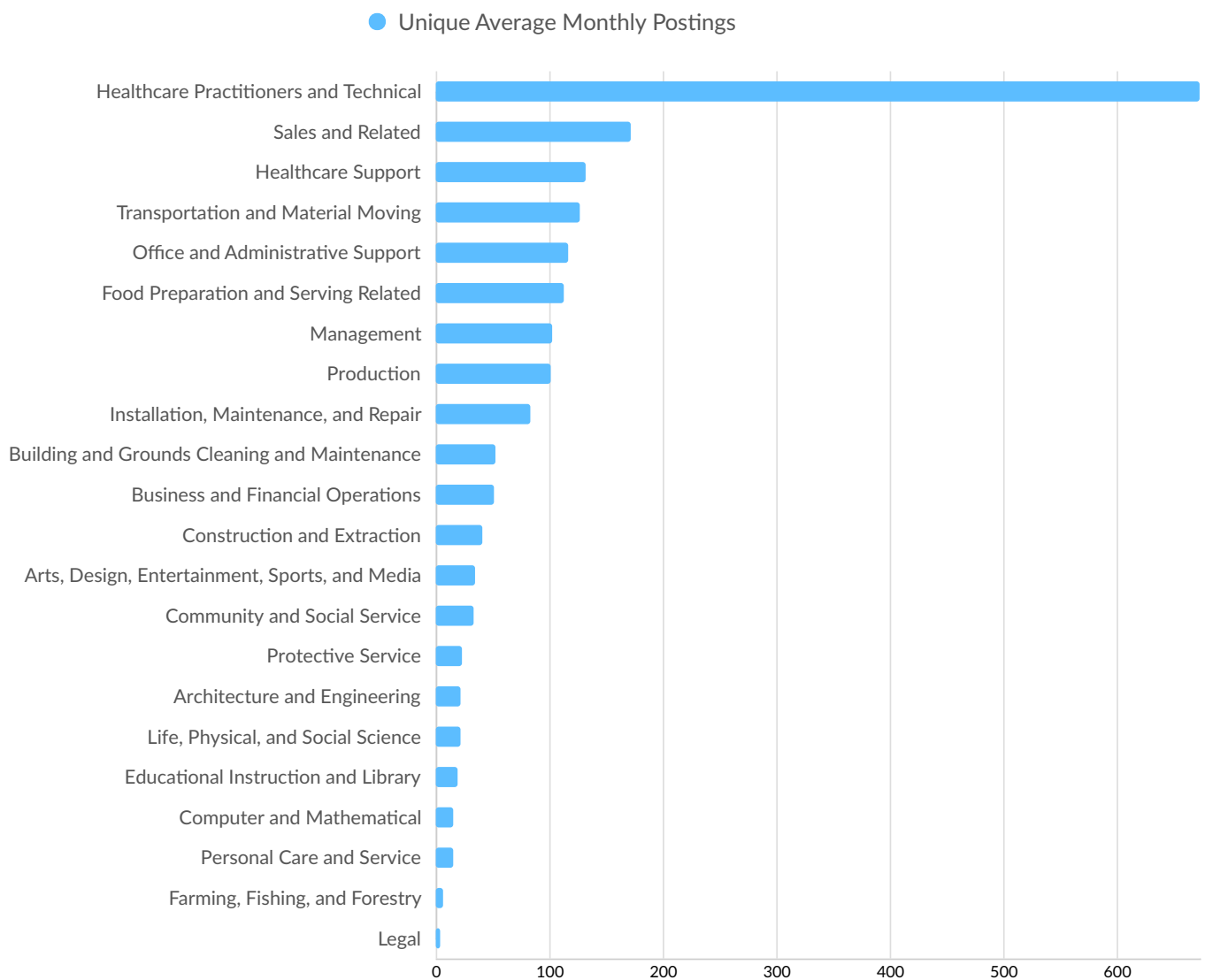
Top Occupation Employment Concentration



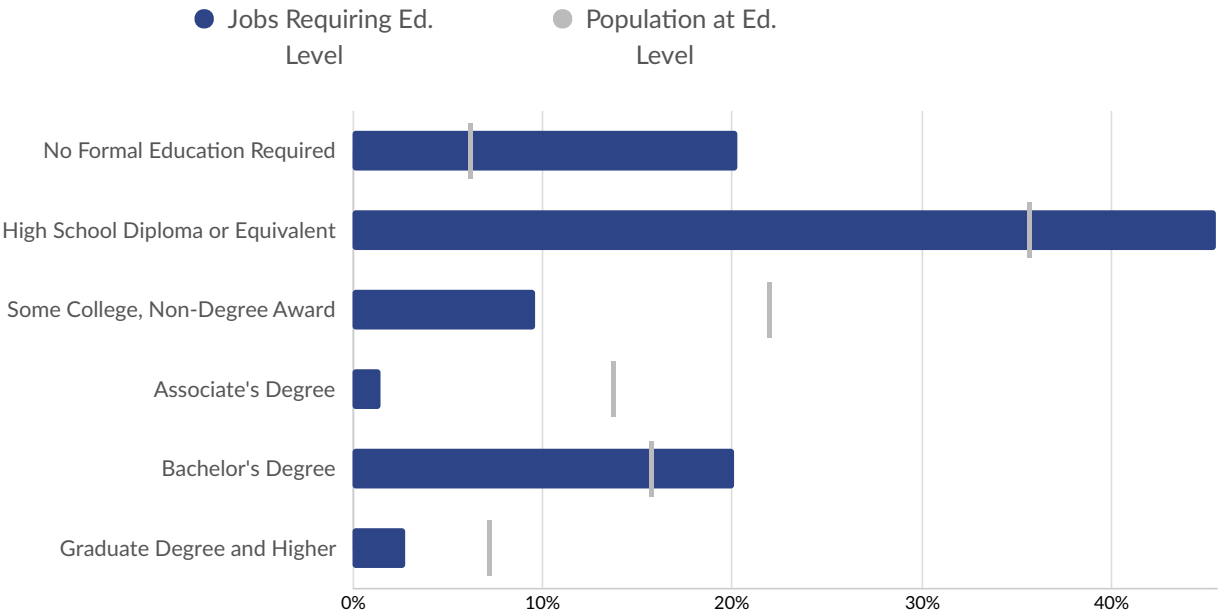
Top Occupation Earnings



Top Posted Occupations

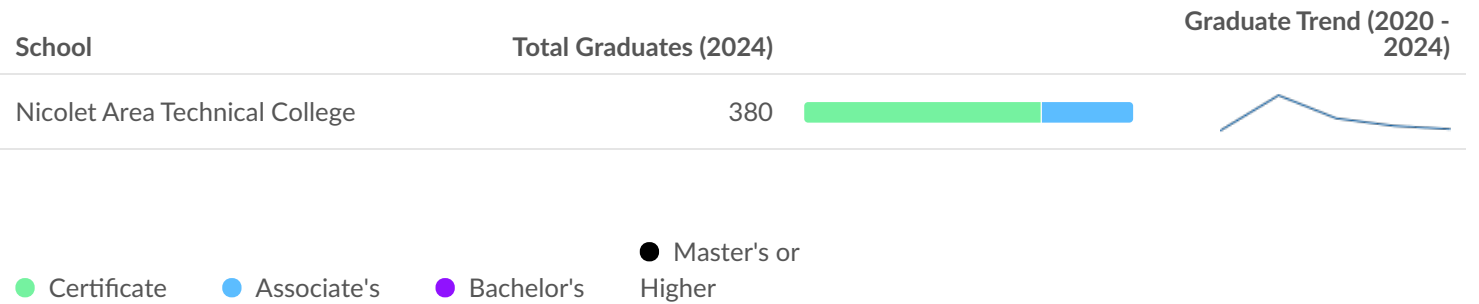


Underemployment



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

