

Grow North

North Central Wisconsin Regional Planning Commission

NCWRPC

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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

206,920

Population (2025)

Population **grew by 3,373** over the last 5 years and is projected to **grow by 4,421** over the next 5 years.

84,694

Total Regional Employment

Jobs **grew by 3,728** over the last 5 years and are projected to **grow by 1,188** over the next 5 years.

$63.9K

Avg. Earnings Per Job (2025)

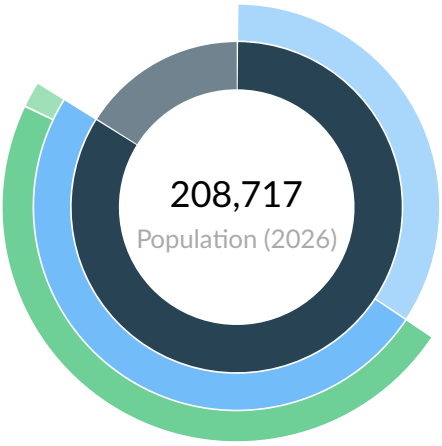
Regional average earnings per job are **$26.8K below** the national average earnings of $90.6K per job.

Takeaways

- As of 2025 the region's population **increased by 1.7%** since 2020, growing by 3,373. Population is expected to **increase by 2.1%** between 2025 and 2030, adding 4,421.
- From 2020 to 2025, jobs **increased by 4.6%** in Grow North from 80,967 to **84,694**. 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 58.7% to 56.9% 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 (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	208,717	103,487	84,694	100.7	$10.65B	$17.41B	$13.33B
State	5,995,935	3,191,892	3,272,992	100.3	$465.83B	$405.24B	$440.26B

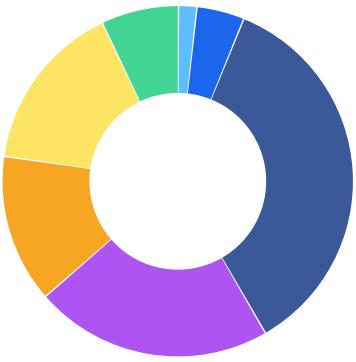
Jul 2026 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	174,970
Not in Labor Force (16+)	71,483
Labor Force	103,487
Employed	99,683
Unemployed	3,804
Under 16, Military, and institutionalized Population	33,748

Educational Attainment

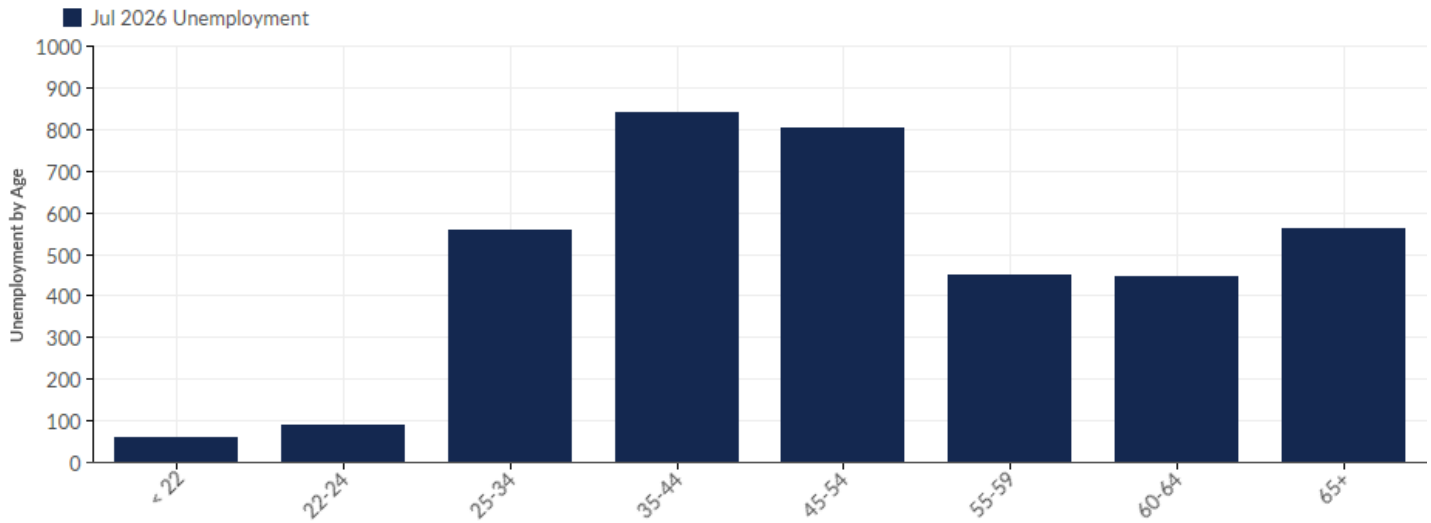
Concerning educational attainment, **15.6% of the selected regions' residents possess a Bachelor's Degree** (6.2% below the national average), and **13.7% hold an Associate's Degree** (4.8% above the national average).



	% of Population	Population
Less Than 9th Grade	1.7%	2,659
9th Grade to 12th Grade	4.4%	6,949
High School Diploma	35.5%	56,176
Some College	21.9%	34,680
Associate's Degree	13.7%	21,643
Bachelor's Degree	15.6%	24,752
Graduate Degree and Higher	7.1%	11,302

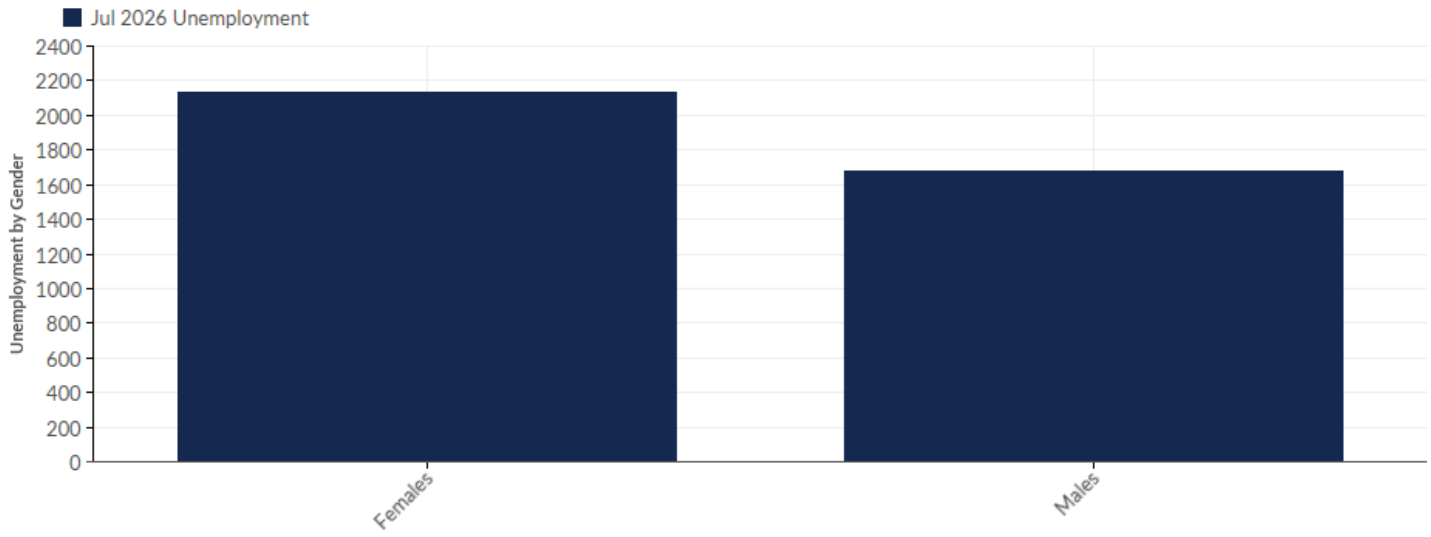
Unemployment by Demographics

Unemployment by Age



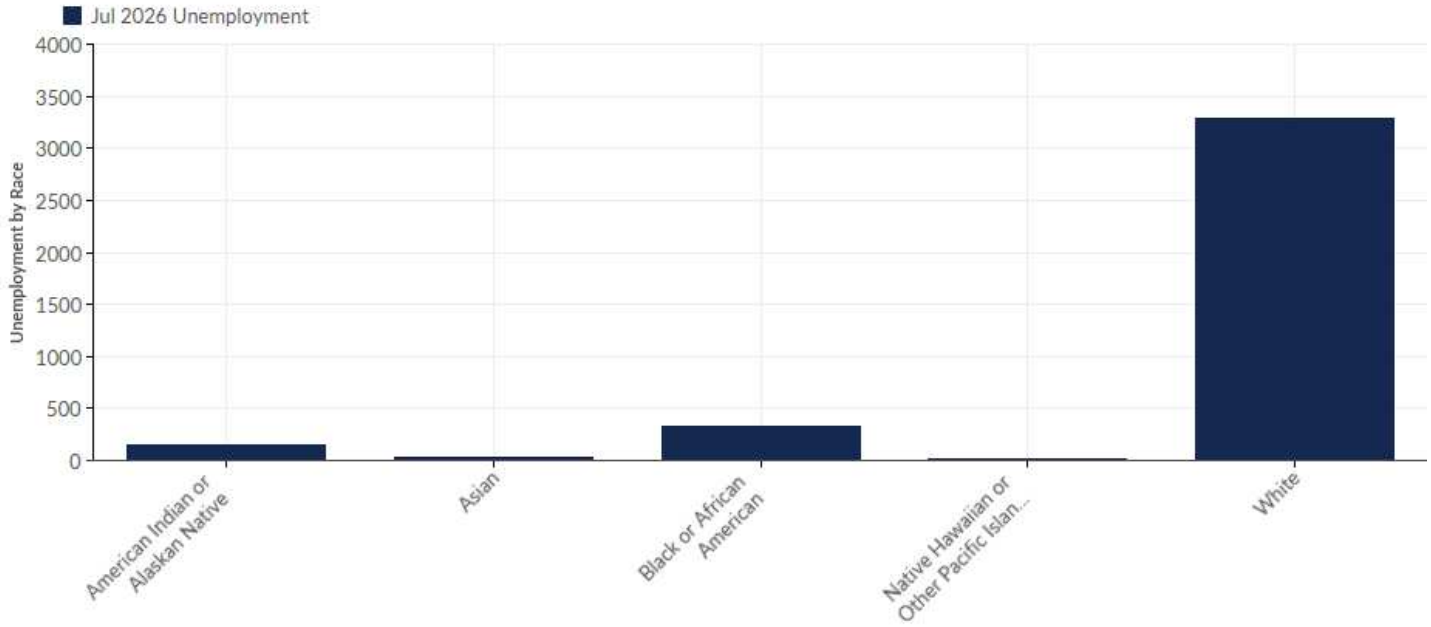
Age		Unemployment (Jul 2026)	% of Unemployed
< 22		58	1.52%
22-24		90	2.37%
25-34		558	14.67%
35-44		839	22.06%
45-54		804	21.14%
55-59		450	11.83%
60-64		445	11.70%
65+		560	14.72%
	Total	3,804	100.00%

Unemployment by Gender



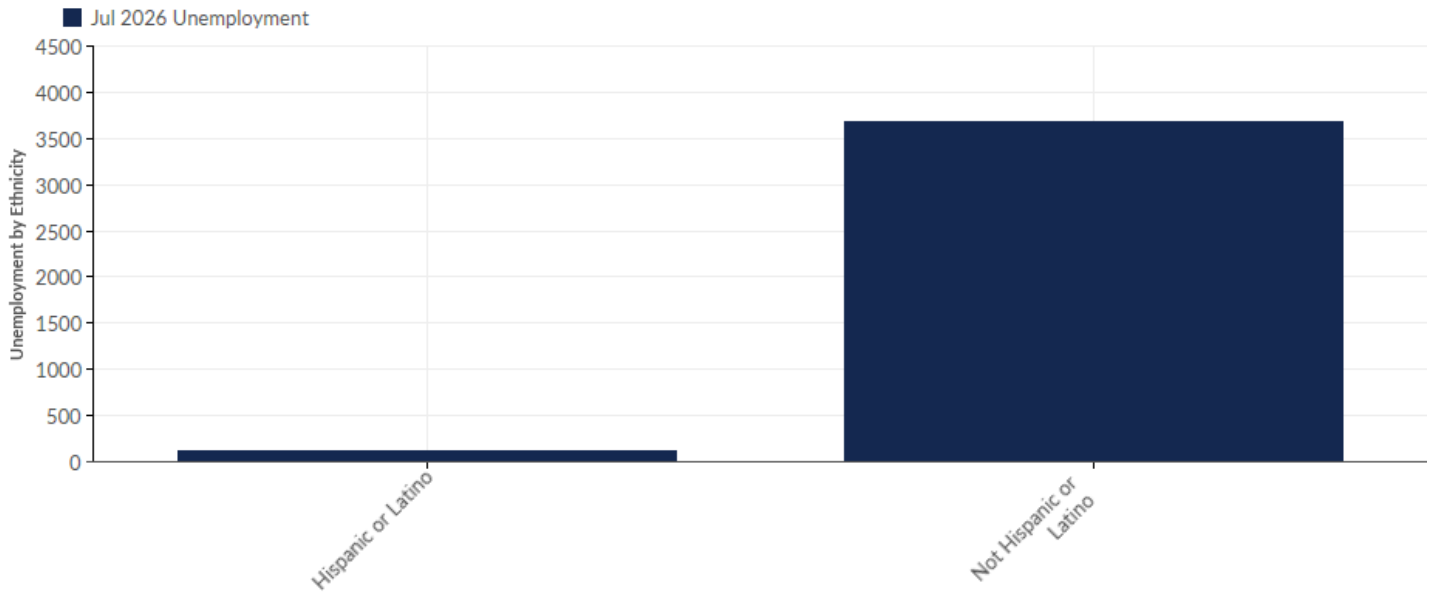
Gender	Unemployment (Jul 2026)	% of Unemployed
Females	2,128	55.94%
Males	1,676	44.06%
Total	3,804	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	143	3.76%
Asian	34	0.89%
Black or African American	328	8.62%
Native Hawaiian or Other Pacific Islander	9	0.24%
White	3,290	86.49%
Total	3,804	100.00%

Unemployment by Ethnicity

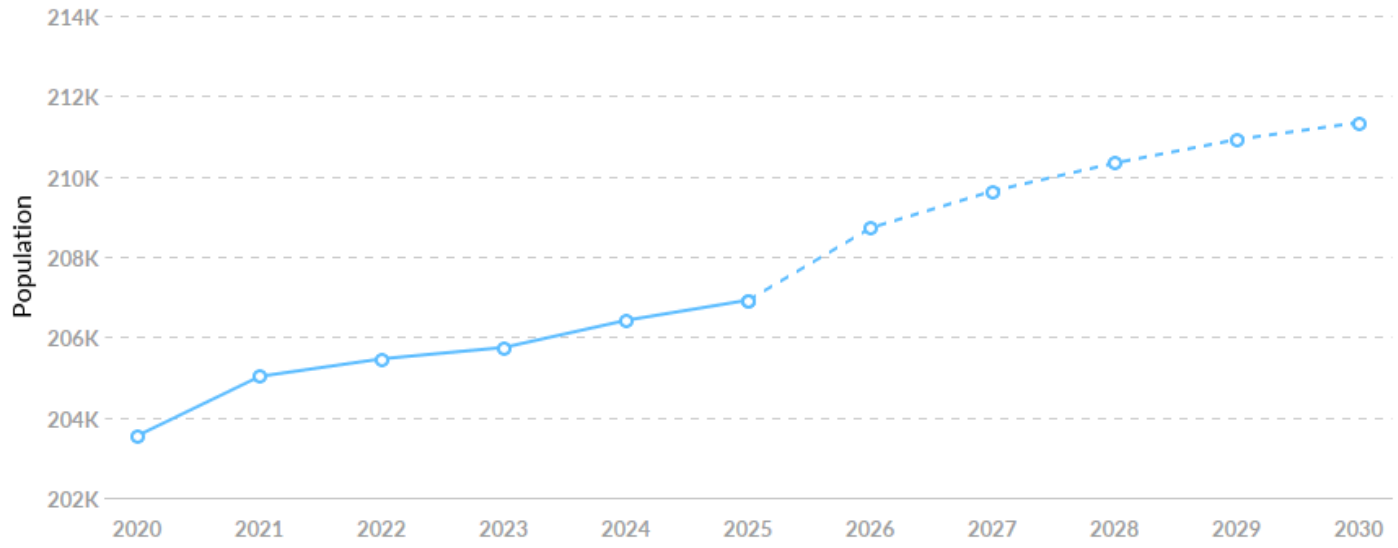


Ethnicity		Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino		123	3.23%
Not Hispanic or Latino		3,681	96.77%
	Total	3,804	100.00%

Historic & Projected Trends

Population Trends

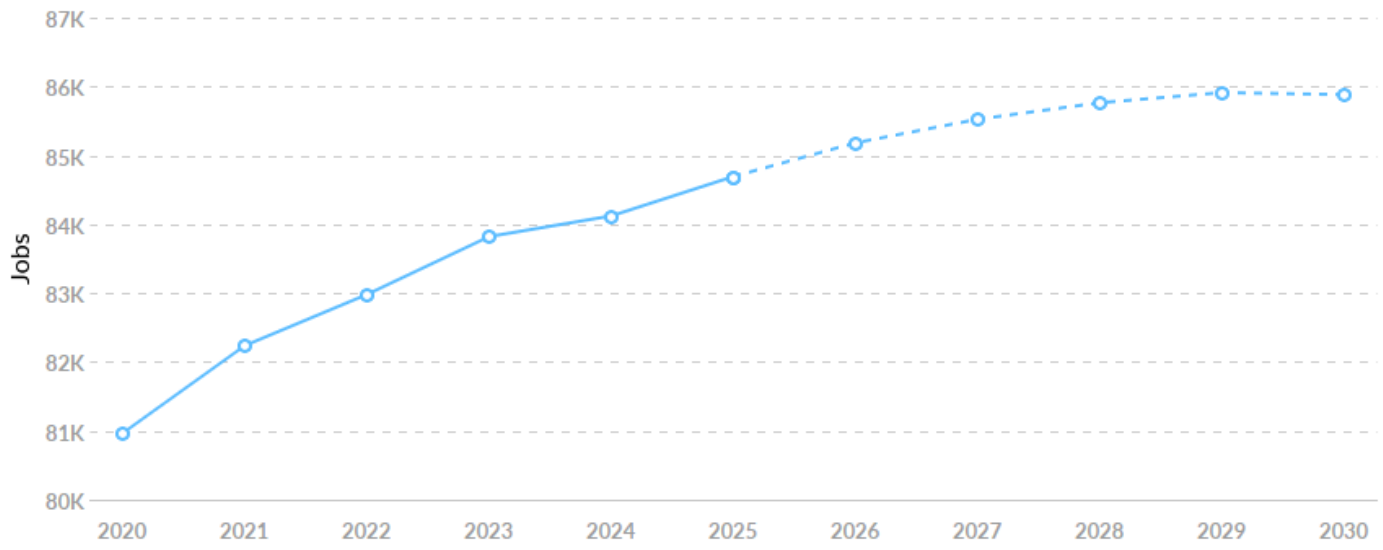
As of 2025 the region's population **increased by 1.7%** since 2020, growing by 3,373. Population is expected to **increase by 2.1%** between 2025 and 2030, adding 4,421.



Timeframe	Population
2020	203,547
2021	205,021
2022	205,458
2023	205,742
2024	206,417
2025	206,920
2026	208,717
2027	209,637
2028	210,333
2029	210,919
2030	211,341

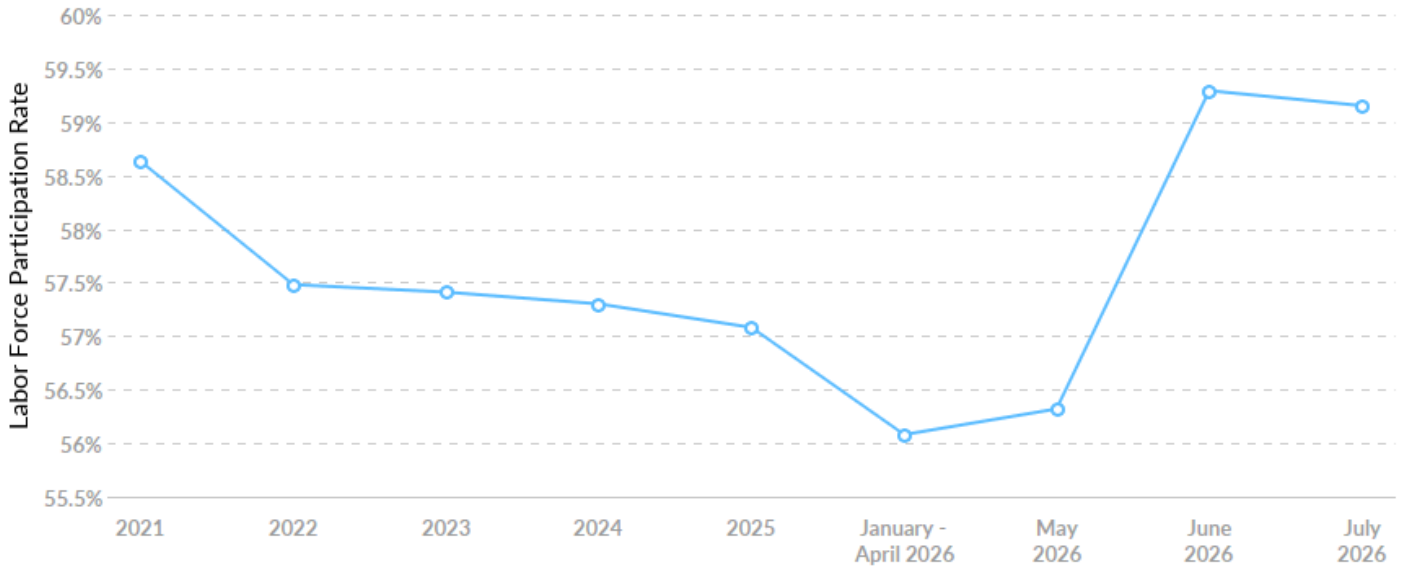
Job Trends

From 2020 to 2025, jobs **increased by 4.6%** in Grow North from 80,967 to **84,694**. This change **fell short of the national growth rate of 10.7% by 6.1%**.



Timeframe	Jobs
2020	80,967
2021	82,238
2022	82,981
2023	83,821
2024	84,121
2025	84,694
2026	85,183
2027	85,525
2028	85,765
2029	85,912
2030	85,882

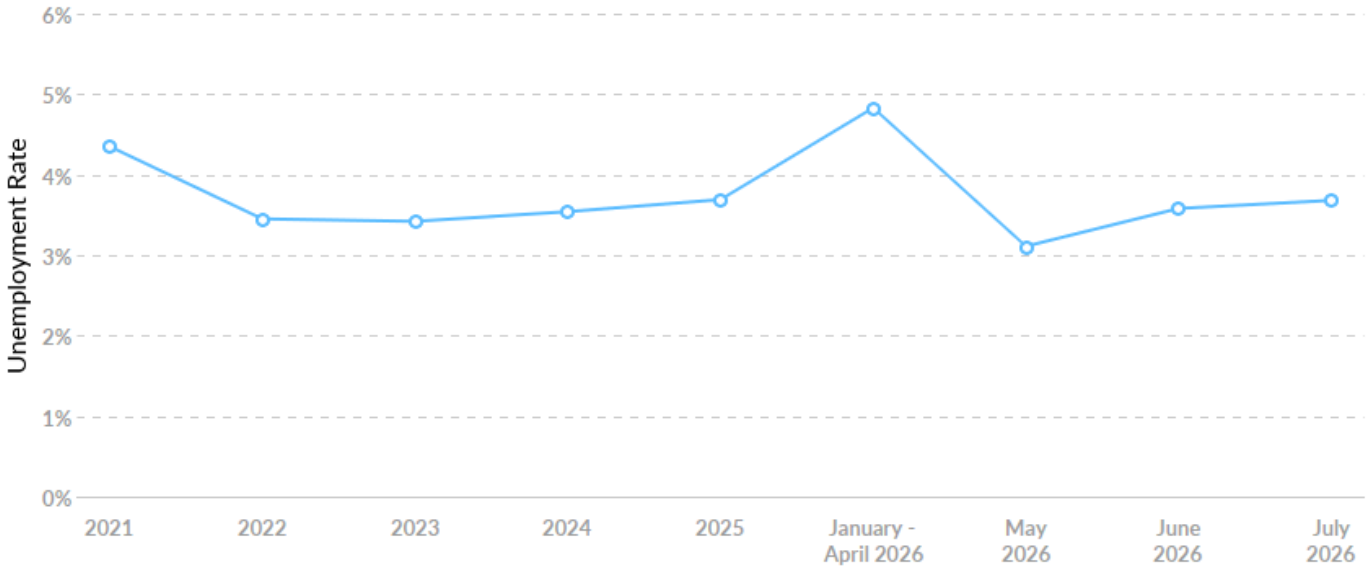
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	58.63%
2022	57.48%
2023	57.41%
2024	57.30%
2025	57.08%
January - April 2026	56.08%
May 2026	56.32%
June 2026	59.29%
July 2026	59.15%

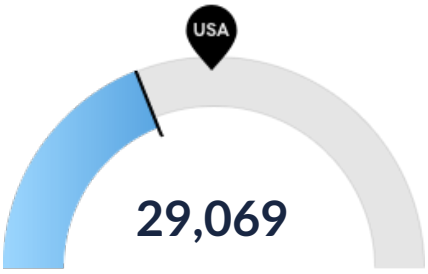
Unemployment Rate Trends

Your areas had a July 2026 unemployment rate of 3.68%, **decreasing from 4.35%** 5 years before.



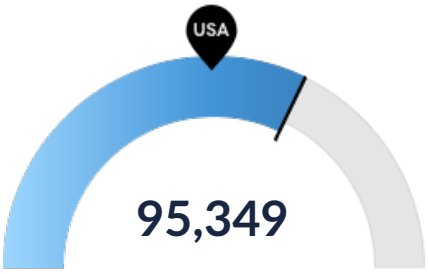
Timeframe	Unemployment Rate
2021	4.35%
2022	3.45%
2023	3.42%
2024	3.54%
2025	3.69%
January - April 2026	4.83%
May 2026	3.11%
June 2026	3.58%
July 2026	3.68%

Population Characteristics



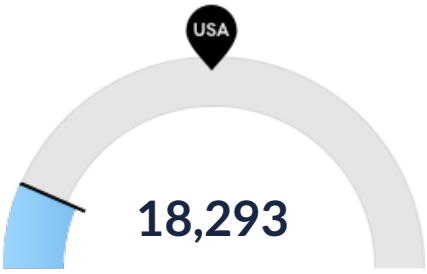
Millennials

Your area has 29,069 millennials (ages 25-39). The national average for an area this size is 42,218.



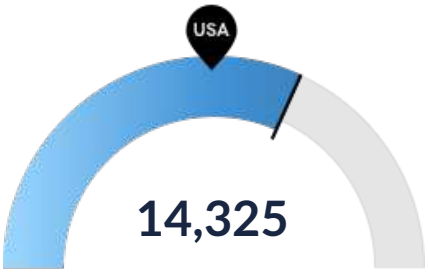
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 64,057 people 55 or older, while there are 95,349 here.



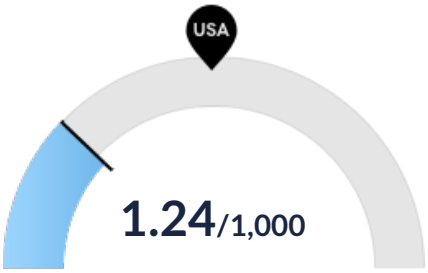
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 90,823 racially diverse people, while there are 18,293 here.



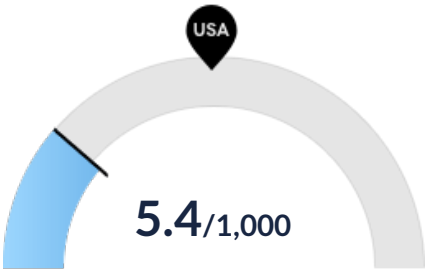
Veterans

Your area has 14,325 veterans. The national average for an area this size is 9,826.



Violent Crime

Your area has 1.24 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

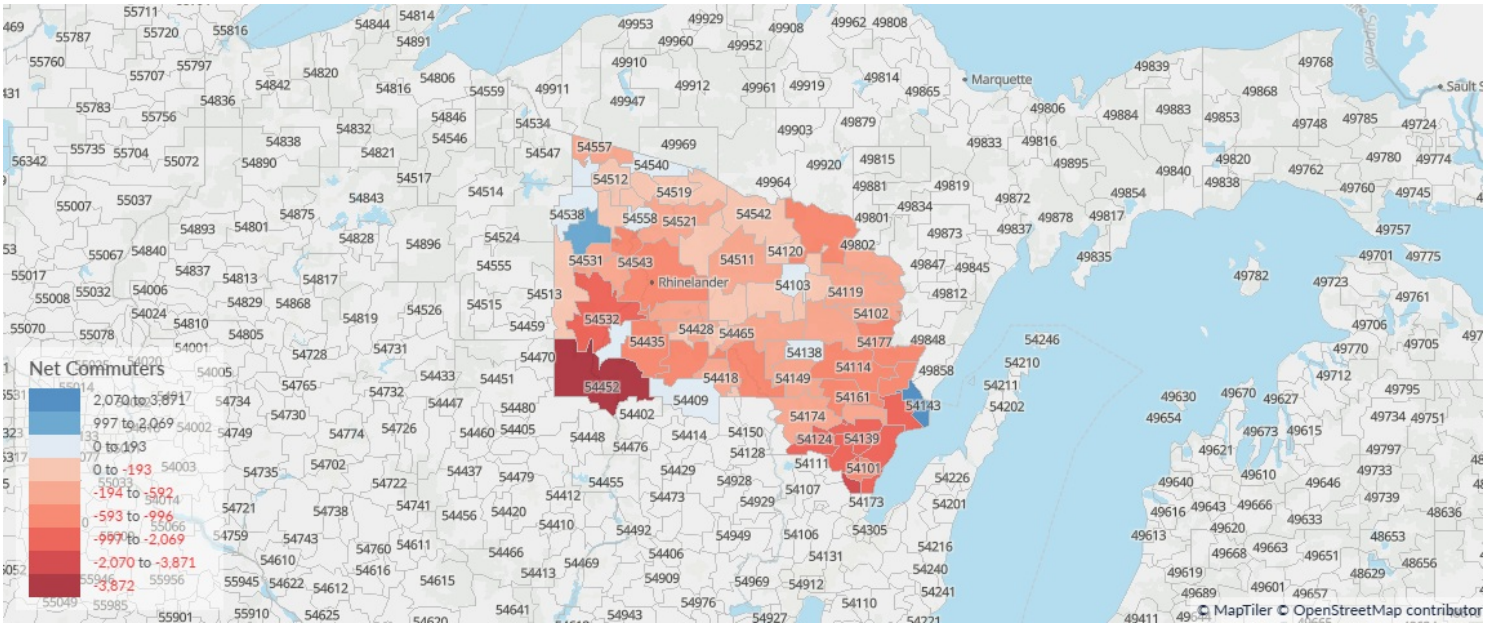


Property Crime

Your area has 5.4 property crimes per 1,000 people. The national rate is 14.58 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...	10,298
54501	Rhinelander, WI (in One...	10,284
54409	Antigo, WI (in Langlade ...	6,976
54452	Merrill, WI (in Lincoln c...	6,521
54521	Eagle River, WI (in Vilas ...	4,400

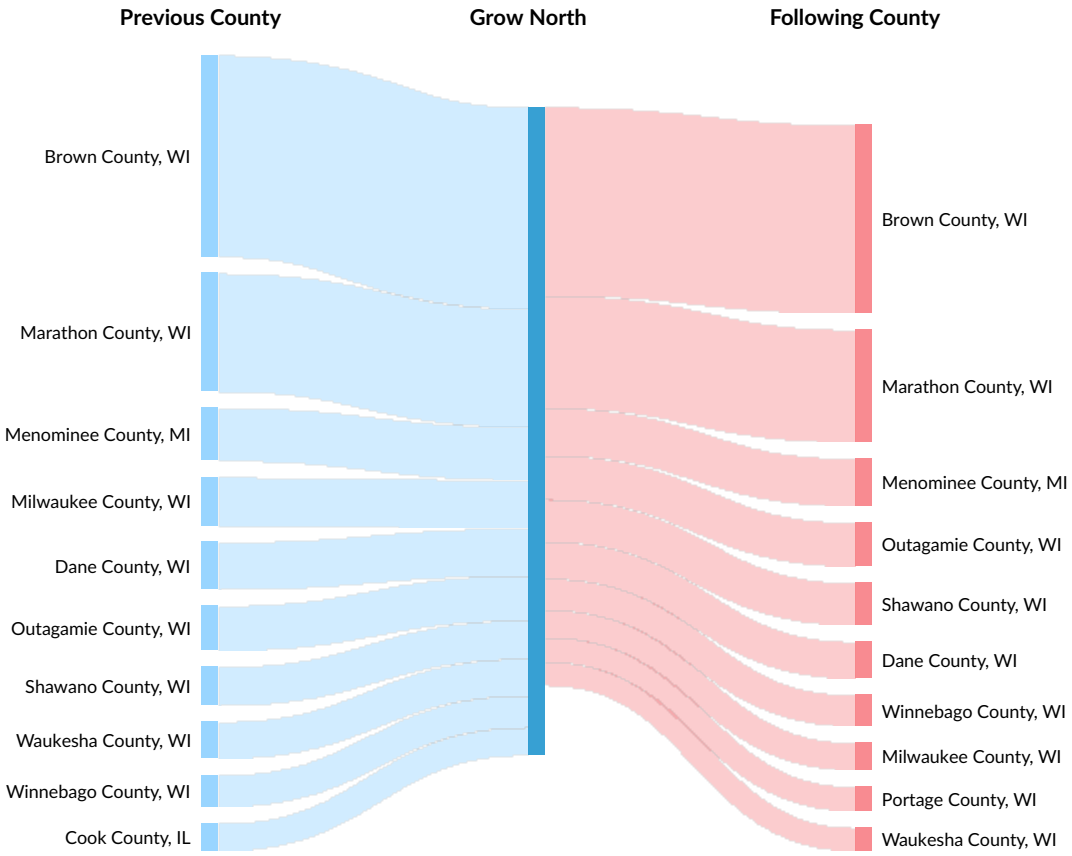
Where Talent Lives

ZIP	Name	2025 Workers
54501	Rhinelander, WI (in One...	10,994
54452	Merrill, WI (in Lincoln c...	10,393
54143	Marinette, WI (in Marin...	7,908
54409	Antigo, WI (in Langlade ...	6,899
54487	Tomahawk, WI (in Linco...	5,168

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.



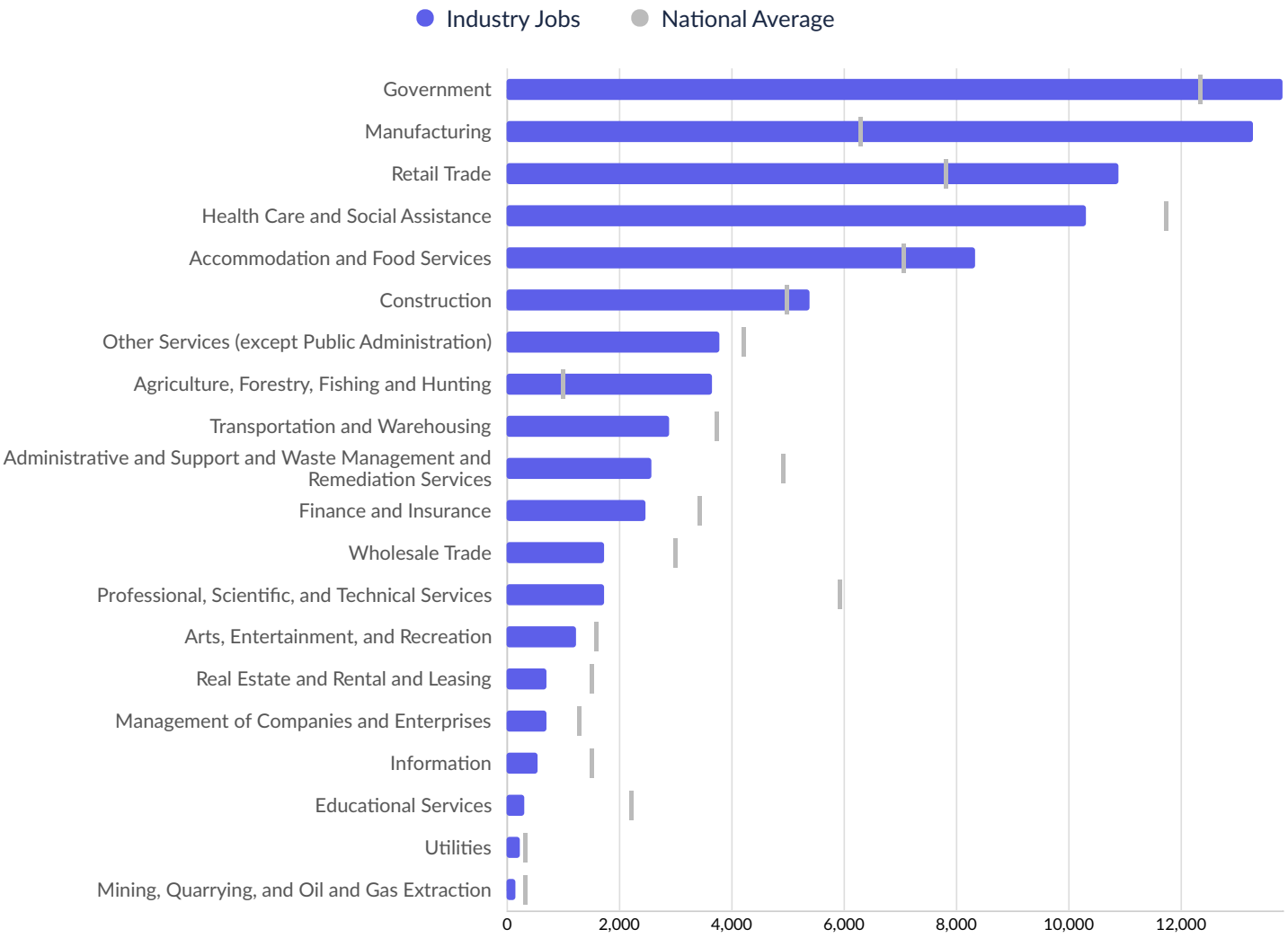
Top Previous Counties	Migrations
Brown County, WI	969
Marathon County, WI	567
Menominee County, MI	254
Milwaukee County, WI	233
Dane County, WI	227
Outagamie County, WI	215

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

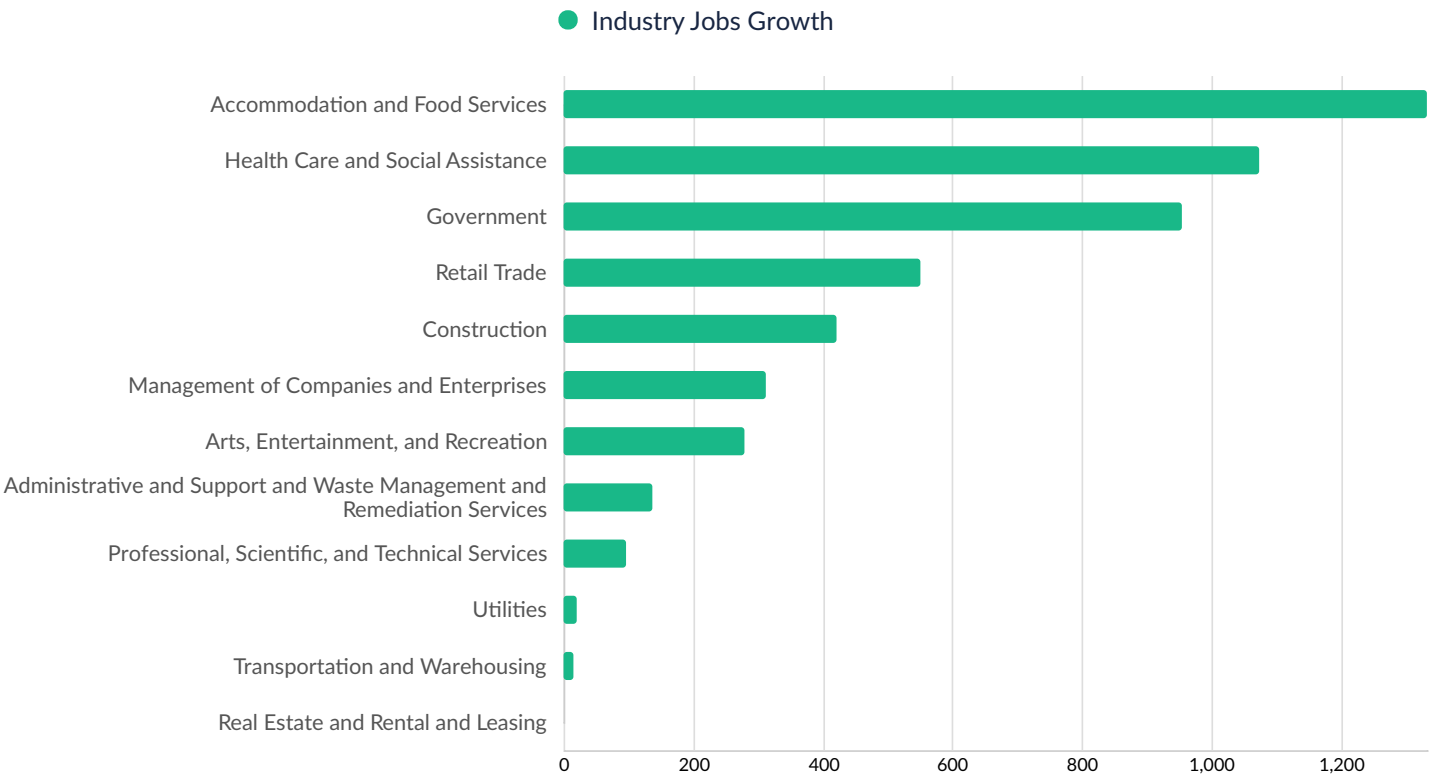
Top Following Counties	Migrations
Brown County, WI	905
Marathon County, WI	541
Menominee County, MI	228
Outagamie County, WI	210
Shawano County, WI	203
Dane County, WI	177
Winnebago County, WI	150
Milwaukee County, WI	132
Portage County, WI	117
Waukesha County, WI	113
Hennepin County, MN	99
Dickinson County, MI	55
Wood County, WI	53
Walworth County, WI	53
DuPage County, IL	53

Industry Characteristics

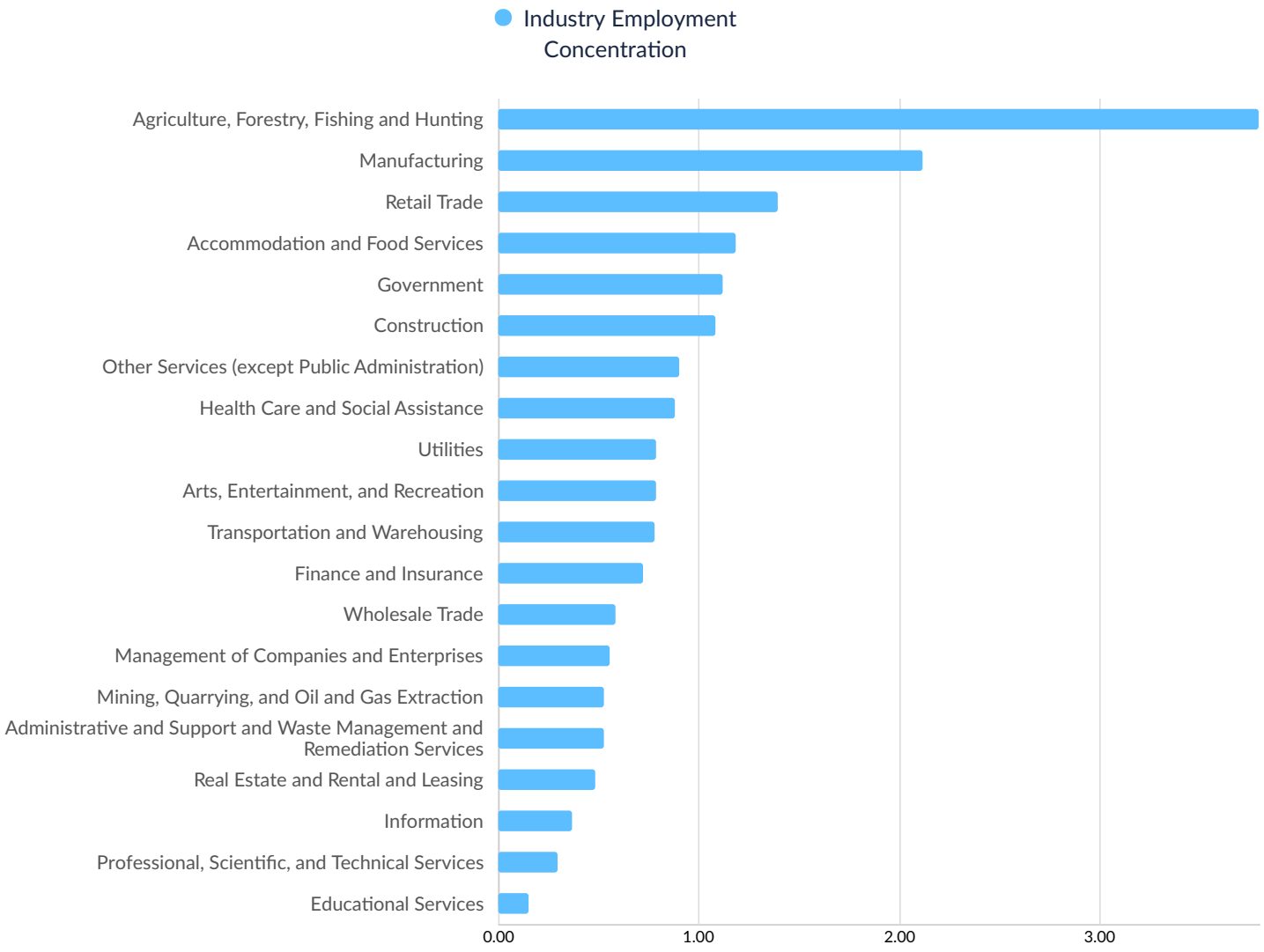
Largest Industries



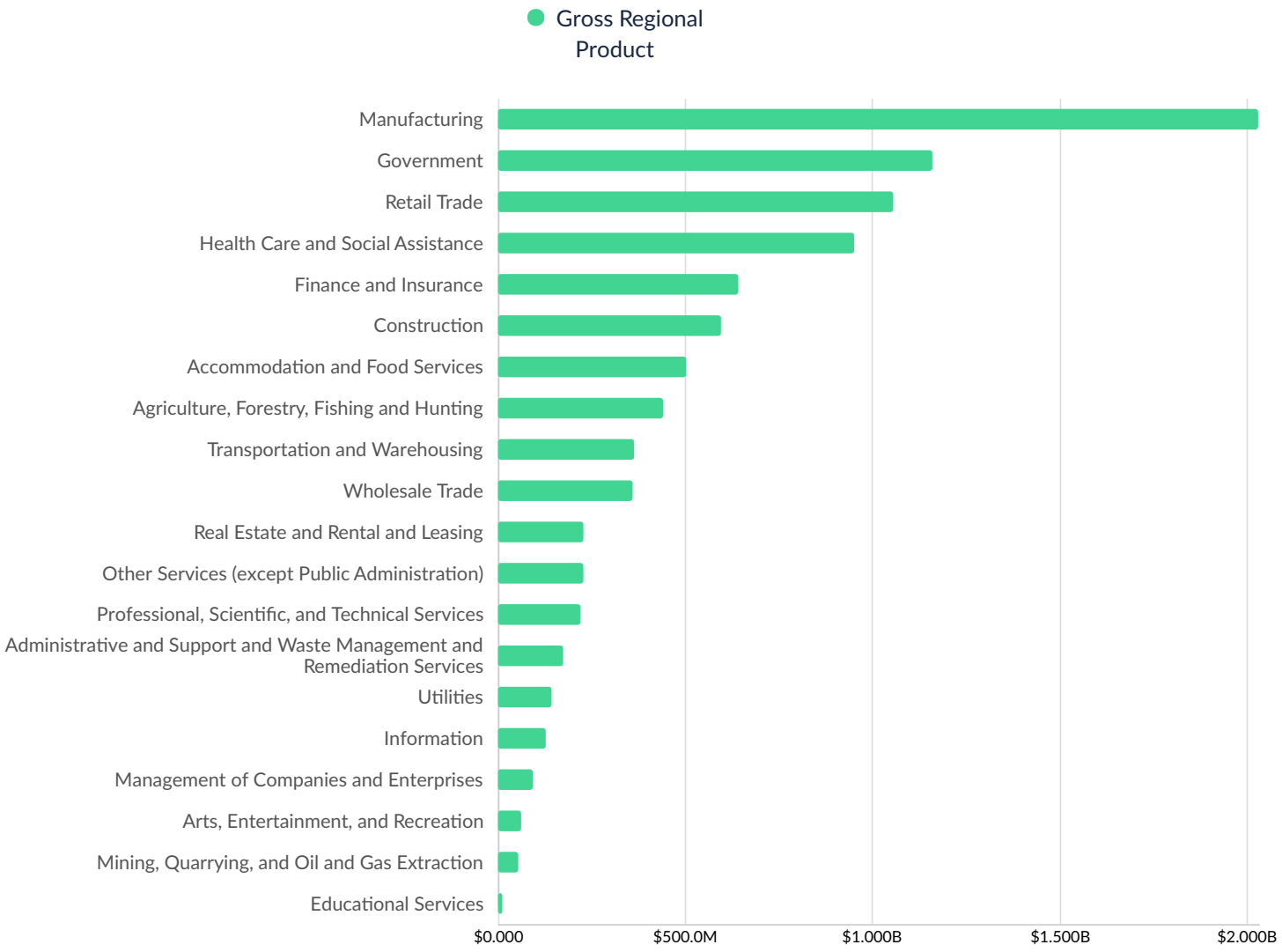
Top Growing Industries



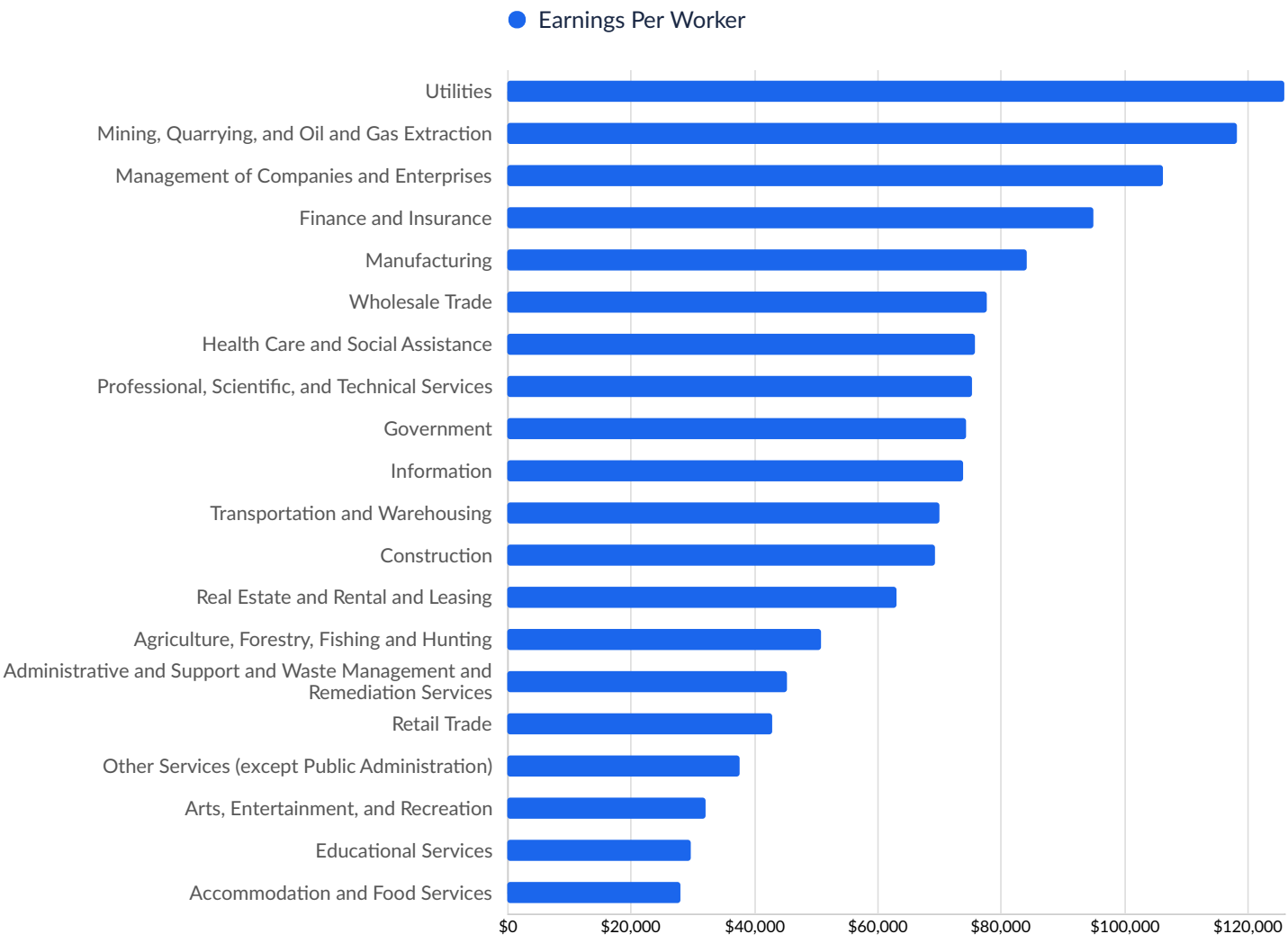
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

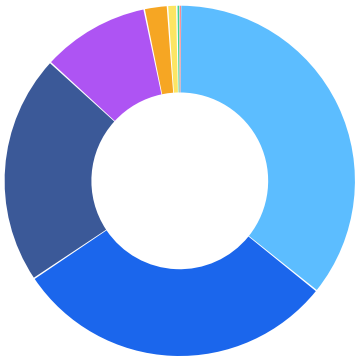
11,991 Companies Employ Your Workers

Online profiles for your workers mention 11,991 companies as employers, with the top 10 appearing below. In the last 12 months, 1,994 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Aspirus	371
Fincantieri S.P.A.	371
Church Mutual Insurance Comp...	299
Marshfield Clinic	298
State of Wisconsin	295
Ministry Health Care	221
Nicolet College	179
Potawatomi Bingo Casino	179
Advocate Aurora Health	163
Emplify Health	143

Top Companies Posting	Unique Postings
Aspirus	789
CompHealth	460
Weatherby Healthcare	382
Marshfield Clinic	252
Aya Healthcare	236
Providence	210
Vetted Health	202
Advocate Aurora Health	200
Supplemental Health Care	180
Walmart	172

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.*

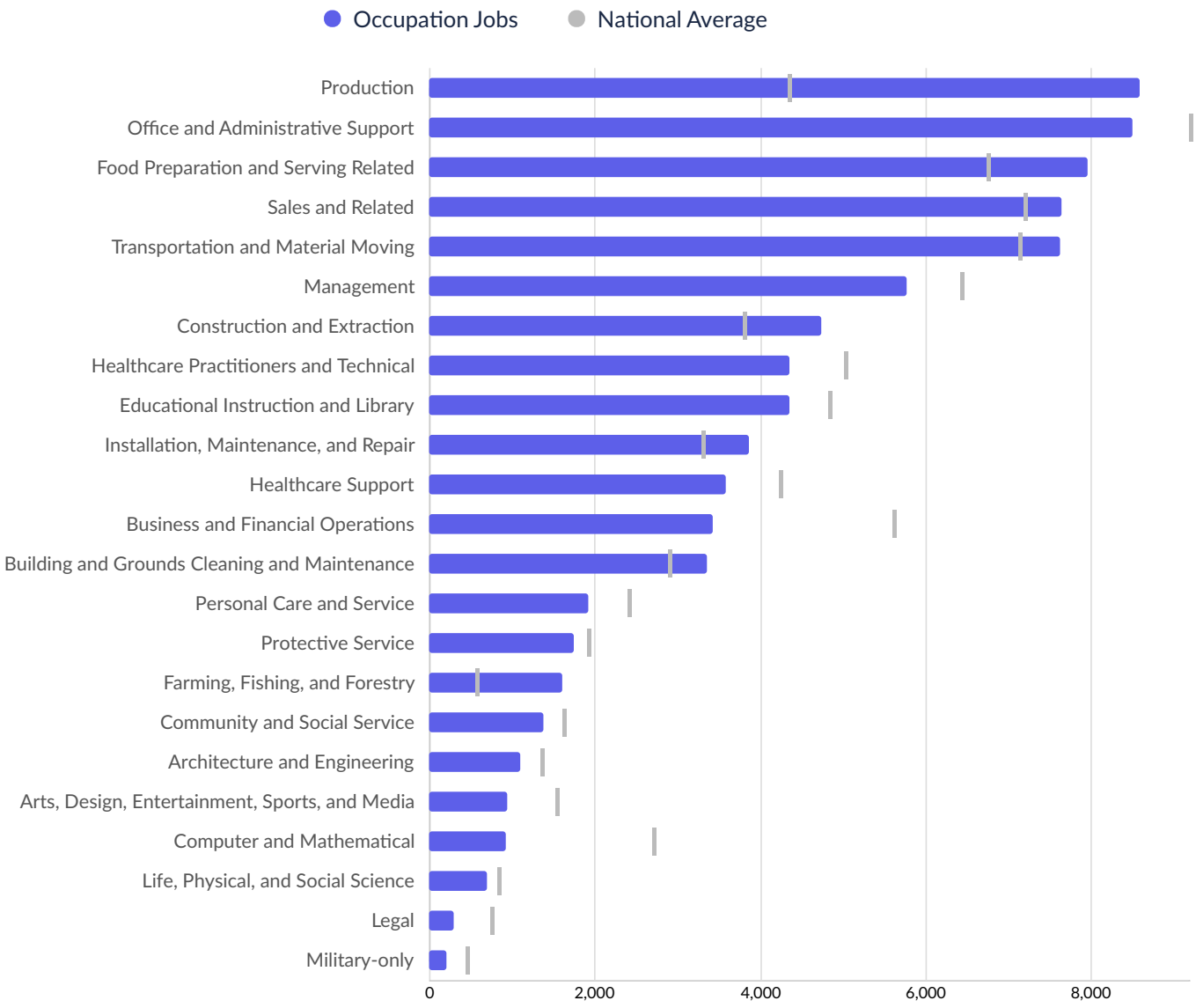
Layoff Activity (Reported WARN Notices)

The table below shows the 50 most recent WARN records for the past 12 months. Since WARN notices can include both new notices and revisions to previously reported notices, duplicate records may be reflected in the table. Layoff data is based on employer-filed WARN notices and does not respond to occupation filters. Please see the knowledge base article to learn more.

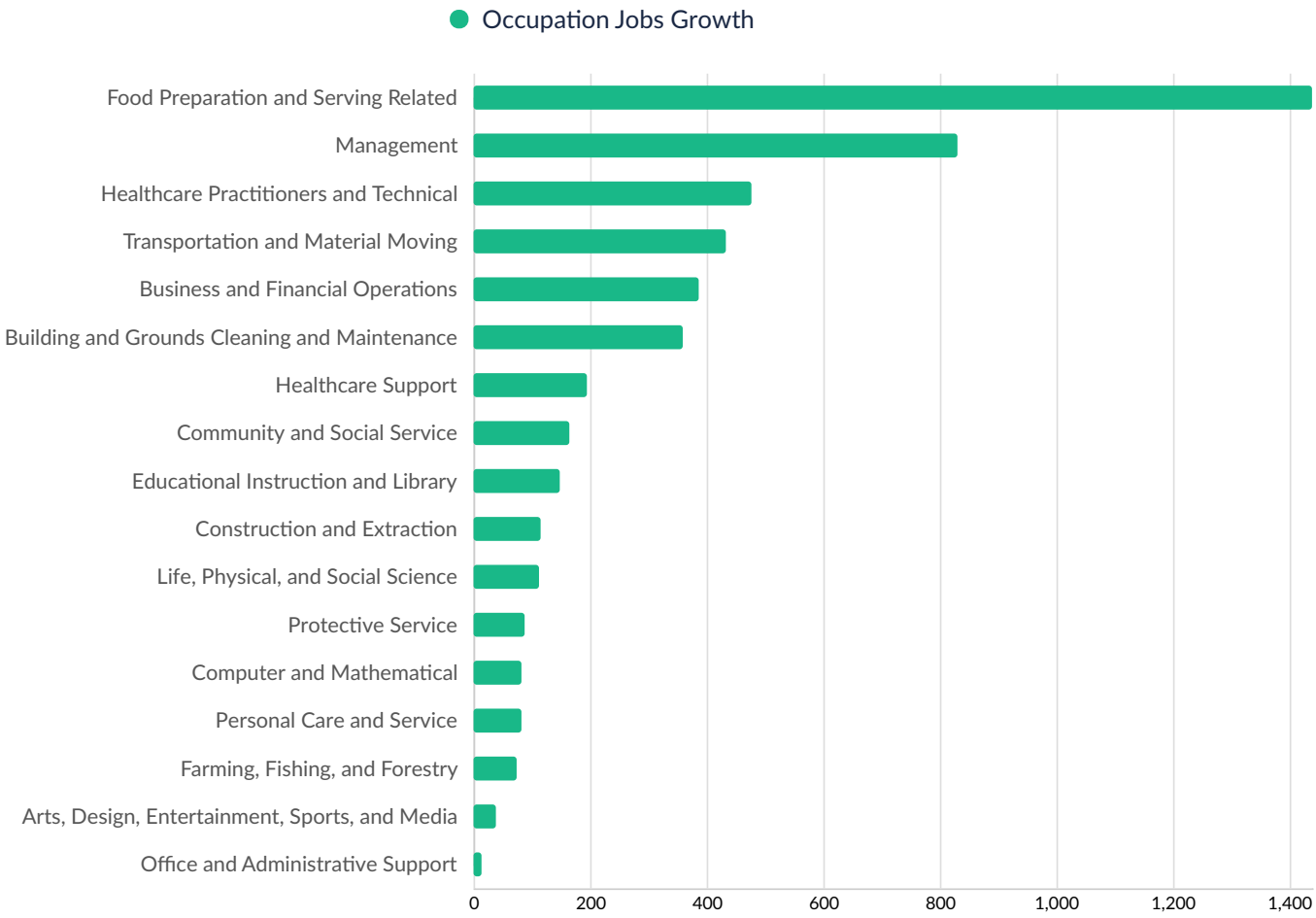
Region	Company	Event Date	Employees Affected
Lincoln	Samuel Pressure Vessel Group	08-05-2026	76

Workforce Characteristics

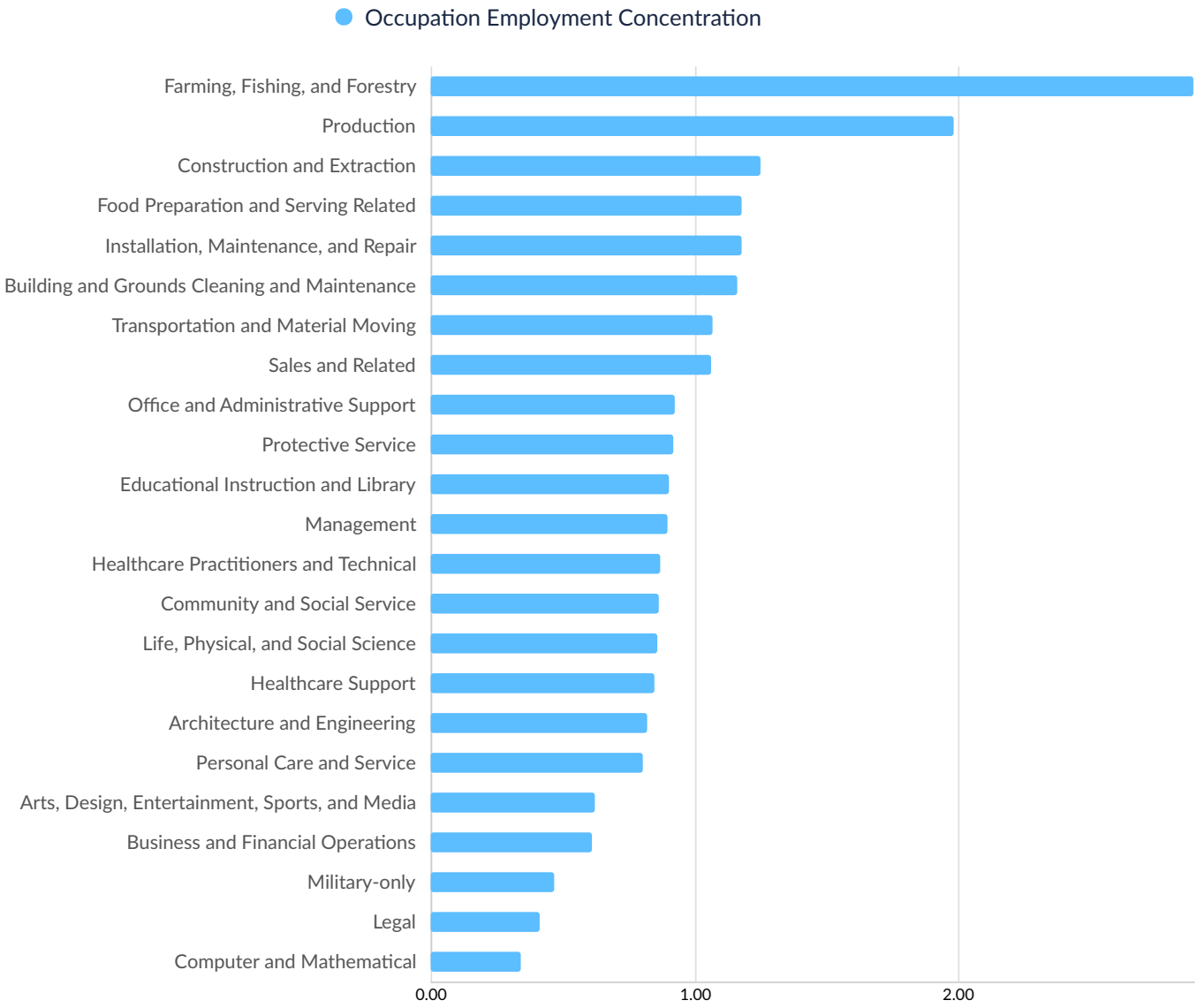
Largest Occupations



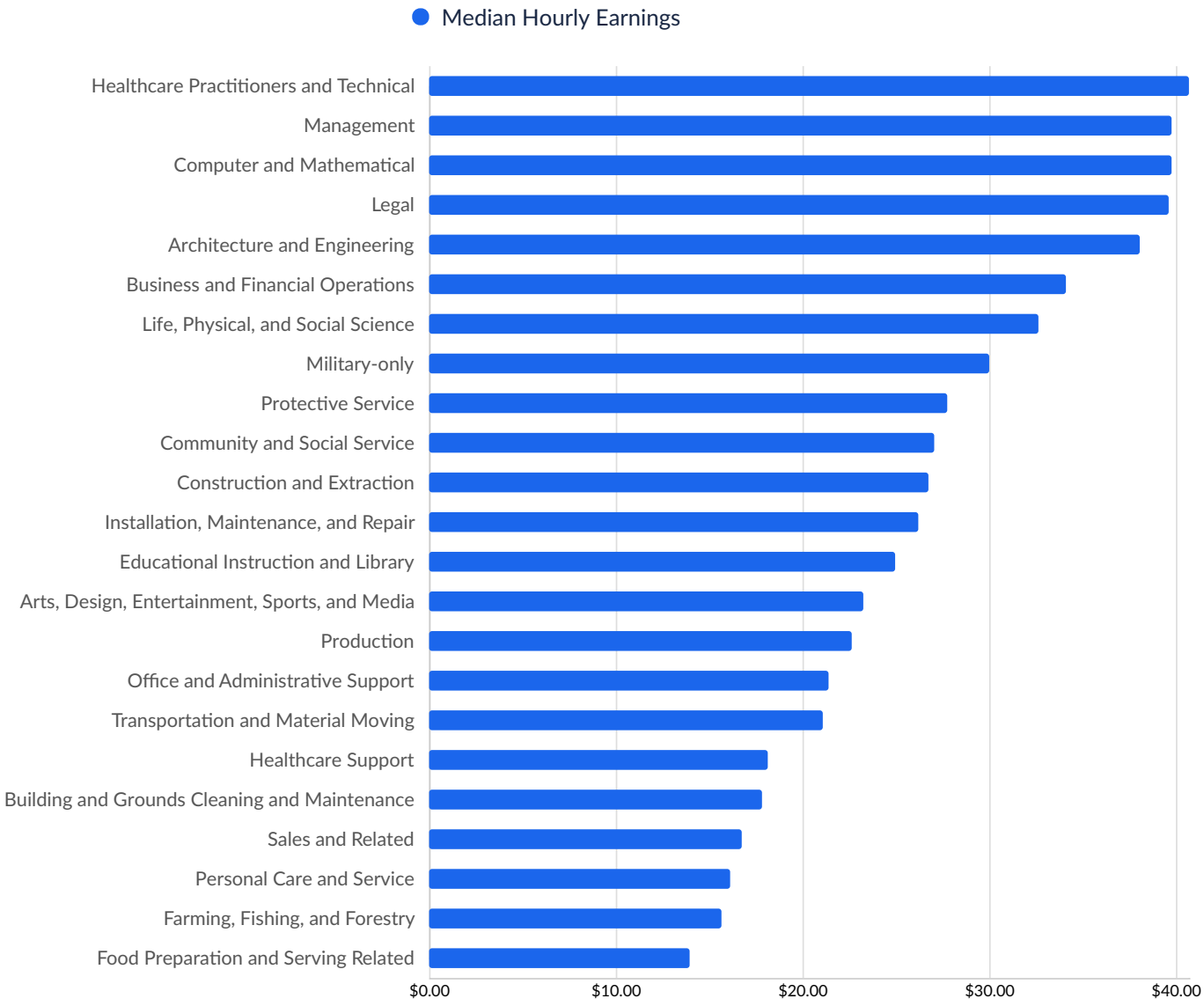
Top Growing Occupations



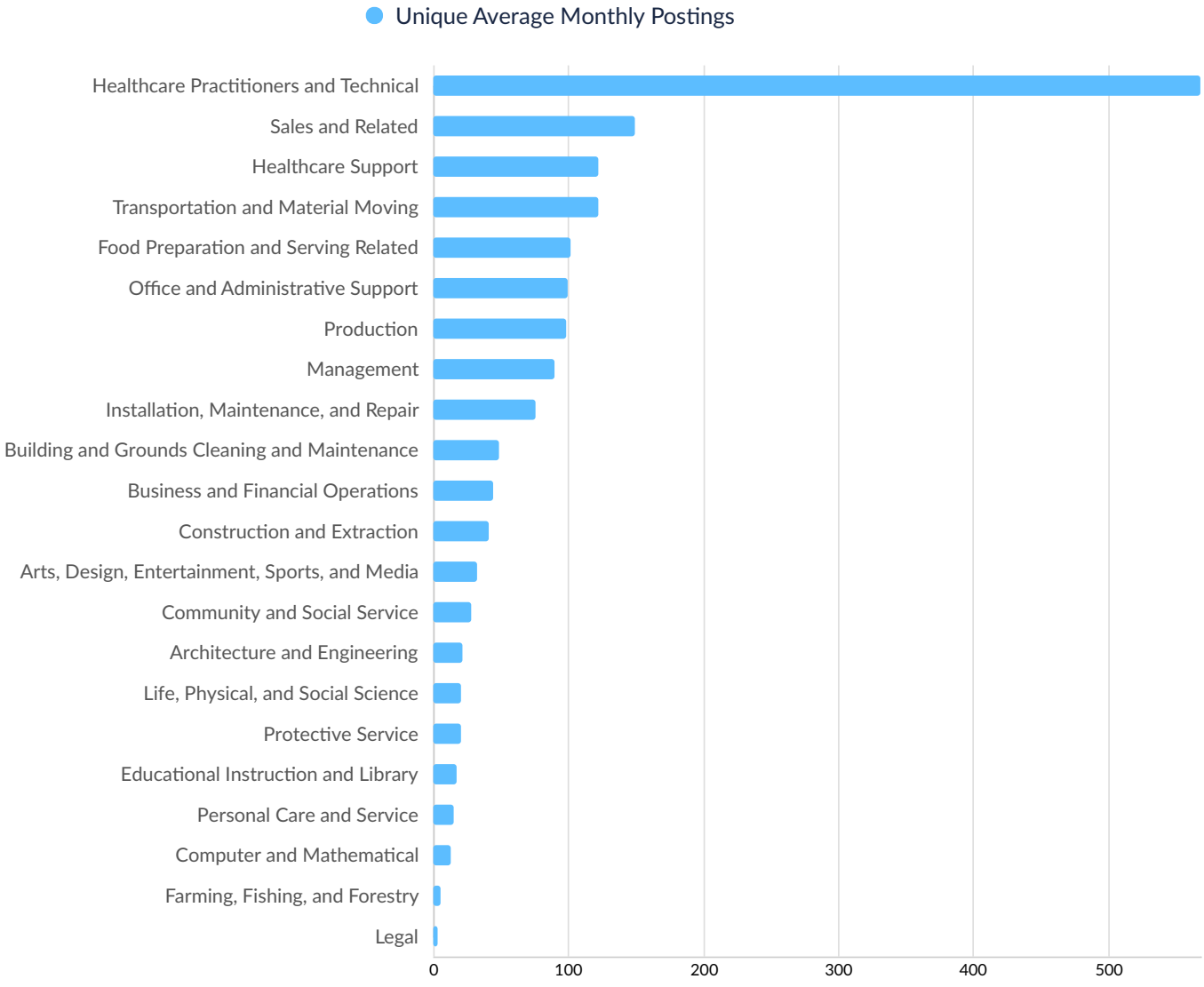
Top Occupation Employment Concentration



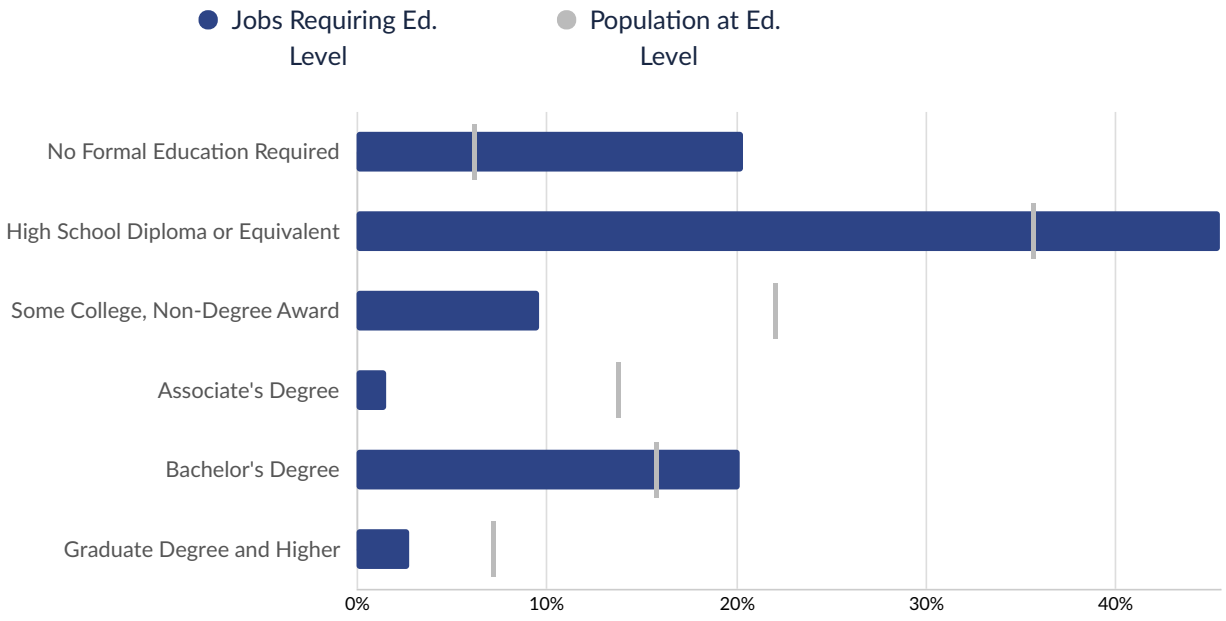
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2025, there were 359 graduates in Grow North. This pipeline has shrunk by 28% 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 (2025)	Graduate Trend (2021 - 2025)
Nicolet Area Technical College	359	



In-Demand Skills

